



# AMANDA LOW

I am a UX Designer with an e-commerce background.

With 8 years experience in online fashion, beauty, and wellness, I'm fascinated by all aspects of user experience.

I aim to create sustainable solutions by combining design thinking with tech.

 [linkedin.com/in/amanda-r-low](https://www.linkedin.com/in/amanda-r-low)

 [www.amandalow.design](http://www.amandalow.design)

Skalitzer Str. 38  
10999 Berlin  
+49 1767 1746 443  
[amanda.r.low@outlook.com](mailto:amanda.r.low@outlook.com)

## EDUCATION

**Ironhack Berlin** 2020-2020  
UX/UI Design Bootcamp

**John Hopkins University** 2020-2020  
HTML, CSS & Javascript

**University of South Australia** 2003-2006  
BMgmt Marketing  
BA International Studies

**Nagoya University of Foreign Studies** 2004-2005  
Japanese Language Program

## LANGUAGES

**ENGLISH:** Native

**GERMAN:** Fluent (C1)

**JAPANESE:** Intermediate (A2)

## WORK EXPERIENCE

co-creagency (GOALGIRLS) GmbH (Berlin)

Jan 2020 - present

### User Experience Designer (Freelance)

- User research, UI Design, and code for member database.
- Advertising campaign ideation sprints.

Horizn Studios GmbH (Berlin)

Feb 2019 - Aug 2019

### Team Lead Marketplace, CRM & Partnerships (managed team of 3)

- Responsible for global CRM (e-mail campaigns), online marketplaces, and performance partnerships channels. Team building, and developing internal and partner solutions e.g. inventory management system, Amazon/Zalando integration.
- Achieved: building marketplaces channel and Amazon seller inventory process with cross-departmental team. Top performing (REV) marketing channel, and Black Friday Campaigns 2017-2019.

Horizn Studios GmbH (Berlin)

Jul 2017 - Jan 2019

### Senior/Affiliate & Marketplace Manager (managed team of 2)

- Responsible for global Affiliate and performance partnerships channels. Channel building, and developing internal solutions. Working with Amazon EU, Rakuten Linkshare, Farfetch, Zalando, Opumo, Webgains.
- Achieved: building DACH/UK Affiliate programs, top performing (CVR, CPO) Corporate Benefits partnership.

EyeEm Mobile GmbH (Berlin)

Sep 2016 - Jul 2017

### Metadata Specialist (Freelance)

- Computer vision metadata evaluation and editing, developing the tagging and captioning algorithm.

nu3 GmbH (Berlin)

Dec 2013 - Oct 2014

### Team Lead International / Senior Affiliate Marketing Manager (managed team of 4)

- Responsible for the digital marketing launch of nu3.com (UK/Nordics). Team building, channel development, and developing partner solutions. Working with Affilinet, Adtraction, Amazon UK.

Glossybox (Beauty Trend) GmbH (Berlin)

Oct 2012 - Nov 2013

### Affiliate Marketing Manager (managed team of 3)

- Responsible for global Affiliate channels. Channel building and optimisation. Working with Zanox, Affiliate Window, CJ. Copywriting/ banner design.

Glossybox (Beauty Trend) GmbH (Berlin)

Feb 2012 - Sep 2012

### SEO Editor/Junior Manager (managed team of 8)

- Responsible for global SEO Channels. Team building and strengthening SEO rankings during launch phase.

## SKILLS

### UX/UI

User Research • Usability Testing • Wireframing • Prototyping • Information Architecture • Interaction Design • HTML • CSS

### TOOLS

Figma • Sketch • Adobe XD • Adobe Photoshop • InVision • Principle • Marvel • G Suite • MS Office