

# AMANDA LOW

## UX DESIGNER

UX · UI · Digital Marketing · Project Management



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



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### I'm a UX Designer with an e-commerce background.

I'm currently a full-time UX Designer at advanced care platform Afilio. Previously, I've worked as a freelance UX Designer at GOALGIRLS creative agency, and have 8 years of experience creating marketing experiences in fashion, beauty, and health.

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## WORK EXPERIENCE

Jan 2021- Present	<p><b>Afilio Gesellschaft für Vorsorge mbH (Berlin)</b></p> <p><b>UX Designer</b></p> <ul style="list-style-type: none"><li>• Responsible for design of care benefits product "Pflegekompass" (portal, calculator, and form) inc. research, concept development, wireframing, implementation, and testing. Achieved NPS score 54.5.</li><li>• Testing, research and improvements on living will product.</li><li>• UI overhaul of blog, working with design system, and SEO structure.</li></ul>	<p><b>EDUCATION</b></p> <p>Ironhack Berlin 2020-2020 UX/UI Design Bootcamp</p> <p>Uni. of South Australia 2003-2006 BMgmt Marketing BA International Studies</p> <p>Nagoya Uni. of Foreign Studies 2004-2005 Japanese Lang. Program</p>
Apr 2020 - Sep 2020 (6 mos)	<p><b>co-creagency (GOALGIRLS) GmbH (Berlin)</b></p> <p><b>UX Designer (Freelance)</b></p> <ul style="list-style-type: none"><li>• Responsible for design of agency member database inc. user research, information architecture, prototyping, UI Design, and code.</li><li>• Developing agency campaigns through ideation sprints.</li></ul>	
Jul 2017 - Aug 2019 (2 yr 2 mos)	<p><b>Horizn Studios GmbH (Berlin)</b></p> <p><b>Team Lead Marketplace, CRM &amp; Partnerships</b></p> <ul style="list-style-type: none"><li>• Managed CRM team. Responsible for concept, visuals and content for e-mail campaigns inc. newsletters and LPs. Global campaign setup inc. customer segmentation and user behaviour tracking, optimising OR and CTR.</li><li>• Responsible for Marketplace (Amazon EU, Farfetch, and Zalando) forecasting, logistics, content, and systems integration. Increased Marketplaces share of total online revenue from 16% (Aug 2017) to 28% (March 2018).</li><li>• Responsible for performance-based partnerships inc. partner acquisition, optimising banner/LP content, and campaign concepts. Developed affiliate channel to 5% CR and Corporate Benefits to 7% CR and lowest CPO channel.</li></ul>	<p><b>SKILLS</b></p> <p><b>UX</b></p> <p>User Research · Usability Testing · Wireframing · Prototyping · Information Architecture · Interaction Design · Agile · HTML · CSS · Data Analysis · A/B Testing</p> <p><b>Other</b></p> <p>Online Marketing (Affiliate, SEO, SEM, CRM, Marketplace) · Project Management</p> <p><b>Tools</b></p> <p>Figma · Sketch · Adobe XD · InVision · Principle · Miro · Photoshop · Google Analytics · Amplitude · Hotjar</p>
Sep 2016 - Jul 2017 (11 mos)	<p><b>EyeEm Mobile GmbH (Berlin)</b></p> <p><b>Metadata Specialist (Freelance)</b></p> <ul style="list-style-type: none"><li>• Computer vision metadata evaluation and editing, developing the tagging and captioning algorithm to enhance photo categorisation experience.</li></ul>	
Feb 2015 - Aug 2016 (1 yr 7 mos)	<p><b>Self Employed (Berlin)</b></p> <p><b>Digital Marketing Consultant/Writer (Freelance)</b></p> <ul style="list-style-type: none"><li>• <u>Ground Magazine</u>, Ypsilonnegro film, <u>Dying To Divorce</u> film, <u>Tzuji</u> fashion</li></ul>	<p><b>LANGUAGES</b></p> <p>English Native German Fluent (C1) Japanese Intermediate (A2)</p>
Dec 2013 - Oct 2014 (11 mos)	<p><b>nu3 GmbH (Berlin)</b></p> <p><b>Team Lead International / Senior Affiliate Marketing Manager</b></p> <ul style="list-style-type: none"><li>• Managed nu3 International team, working on the digital marketing launch of new markets inc. customer analysis, market research, and optimising sales funnels.</li><li>• Managed Affiliate channel. Responsible for partner acquisition, optimising banner/LP content, and organising campaigns.</li></ul>	<p><b>HOBBIES</b></p> <p>Yoga Writing Coding</p>
Feb 2012- Nov 2013 (1 yr 10 mos)	<p><b>Glossybox Beauty Trend GmbH (Berlin)</b></p> <p><b>SEO &amp; Affiliate Marketing Manager</b></p> <ul style="list-style-type: none"><li>• Managed Affiliate team. Responsible for partner acquisition, optimising banner/LP content, and organising campaigns. Built channel to over 500 partners.</li><li>• Managed SEO team. Responsible for optimising website structure and content/link building to strengthen SEO rankings during launch phase. Built channel to 10 markets.</li></ul>	