

PRODUCT DESIGNER

E-commerce specialist with a background in Editorial and Print. Experienced across Fashion, Music, Biodiversity, and Automotive sector. Trained in data-driven decision-making. Based in Berlin, Germany.

EDUCATION

Institute of Design, Hamburg

Graduated June 2012 — Communication Design
(Editorial & Multimedia Design) Graduation Project:
“Insight Hamburg” – Book, Platform, and App

Languages

English — Fluent
German — Native

Data Analytics Certification Program

Career Foundry Engl.

Completed in November 2025

CareerFoundry

UX Design Certification Program Engl.

Completed in May 2019

SKILLS & STRENGTHS

UX & Product Design (4+ years)

- User flows, wireframes, prototyping, usability testing
- Figma, Sketch, Miro, FigJam
- Research, stakeholder interviews, benchmarking
- UX writing, CMS and website system architecture
- B2B dashboards, service flows, design systems

Art Direction in E-Commerce, Fashion & Retail (3+ years)

- 360° campaign concepts, brand storytelling
- Editorial design, lookbooks, magazines, exhibitions
- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Motion basics: Premiere Pro
- Social media content design

Data & Strategy

- Google Analytics, Notion, Jira, Excel
- Data-informed decision-making
- E-commerce insights-based art direction
- Automotive consulting & insights

Leadership

- Team mentorship, cross-functional collaboration
- Managing multi-disciplinary design teams

PERSONAL HIGHLIGHTS

Carhartt WIP (US & EU Market)

Designed Help Center UX/UI and contributed to system integration. Improved user experience and supported users through enhanced content architecture.

EDITED the Label

Advanced from Designer to Art Director. Led 360° campaigns, social redesigns, and visual systems supported rapid brand expansion across Europe.

BIORAMA

First independent Art Director role, contributing to the publication's reputation for high-quality

WORK EXPERIENCE

DAYONE GmbH, AGENCY • UX Designer & Digital Consultant

October 2022 — June 2025

Volkswagen & Hella Gutmann

- Led UX and product improvements for large automotive clients
- Improved workflow efficiency through new UI components and dashboards
- Conducted research, flows, prototyping, and stakeholder workshops

Carhartt Work In Progress WIP • Digital Product Designer

Sep 2021 — Jun 2022

- Designed UX/UI for global Help Center platform
- Worked across design systems, content architecture, and UX improvements

We22 GmbH • Team Lead

Jun 2019 — Oct 2020

- Oversaw CMS white-label builder
- Streamlined team processes and improved system usability
- Conducted research and supported B2B product strategy

EDITED GmbH & AboutYou • Designer; Art Director

May 2015 — Aug 2018

- Led fashion campaigns and digital product assets
- Created design systems, social content, landing pages
- Improved Concepts for Store-Design, Events & engagement

SuperReal GmbH • Freelance Art Director

January 2015 — April 2015

- Art direction for Comma Style Issues - Editorial Design

TISSUE Collective, Hamburg • Volunteer Designer

Aug 2016 — April 2017

- Exhibition Spatial Design

MONOPOL MEDIA Vienna, AGENCY • Deputy Art Director

September 2013 — December 2014

- Art direction for print publications, editorial stories

PLASTIC Media, (Vienna & Berlin); Heroes & Heroines • Intern & Freelance Designer

March 2013 — 2021

- Branding, campaign visuals, social content

Gruner & Jahr • Intern at NIDO

Sep 2012 – Feb 2013

- Editorial Design / 3 ISSUES

ISA Architect of Internet • Studentrole Assistant for

2010 — 2012

- Content QA, SEO SEA text creation