PRODUCT DESIGNER

E-commerce specialist with a background in Editorial and Print, with experience across Fashion, Music, Biodiversity, and Automotive sectors. Recently trained in Python, SQL, and Excel to enhance data-driven decision-making. Based in Berlin, Germany.

SKILLS & STRENGTHS

Art Direction in E-Commerce, Fashion & Retail (3+ years)
Developed 360° brand experiences, including store interiors, visual merchandising, digital campaigns, and social content Oversaw customer engagement initiatives and team coordination. Using Adobe Creative Suite, Jira, Google Analytics, Excel, Data-informed approach to creative and strategic decisionmaking

Art Direction in Editorial Design (5+years)
Expertise in Adobe Creative Suite and conceptual design methods. Designing seasonal lookbooks, magazines, and pamphlets for festivals or Exhibitions. Illustration development using Photoshop, InDesign, and Illustrator.

Product design (4+ years)
Proficient in Sketch, Figma, Miro, and FigJam, as well as survey tools, like SurveyMonkey. Experienced in optimizing user flows and B2B dashboards, building holistic design systems in Figma, Sketch, InDesign, and CMS/website builder platforms. Skilled in benchmark research, market strategy, and stakeholder collaboration. Steakholdermanagement with Notion and Jira.

Consultancy for Automotive Sector (3 years)
Designing presentations and data-driven insights for client decision-making.

SaaS CMS Design System & Team Training (1.5 years)
CMS / White-Label Website Builder with subscription-based system

Store Branding & Communication (4 years)
Event planning and conceptualization.
Creating ads, reels, and GIFs for social media using Creative Suite and Premiere Pro.

Affiliate Marketing & SEO/SEA (4 years)
Campaign planning and digital content optimization.

Team Leadership (4 years)
Motivating and mentoring design teams and interns

PERSONAL HIGHLIGHTS

'Carhartt WIP' (US & European Market)
Designed Help Center UX/UI and Contributed to new design system integration. Enhancing user experience and supporting a customer base of thousands.

'EDITED the Label'
Started as a designer and advanced into a direction role, helping grow the brand into a well-known German fashion label. Led redesigns of social media and design systems, creating holistic 360° campaigns and store concepts that fueled rapid European expansion and boosted brand awareness

'Biorama'
My first first independent Art Director role, contributing to the publication's reputation for high-quality content.

WORK EXPERIENCE

DAYONE GmbH, AGENCY
UX Designer & Digital Consultant
October 2022 — June 2025
Volkswagen & Hella Gutmann

Carhartt Work In Progress WIP
Digital Product & "UX Designer"
September 2021 — June 2022

We22 GmbH
Team Lead, 12 Person Designteam
June 2019 — October 2020

EDITED GmbH & AboutYou
Designer ⟶ Art Director
May 2015 — August 2018

SuperReal GmbH
Freelance Art Director
January 2015 — April 2015
Comma Style Magazines

TISSUE Collective, Hamburg
Volunteer Designer
2016 — 2017
Exhibition Spatial Design

MONOPOL MEDIA Vienna, AGENCY
Deputy Art Director
September 2013 — December 2014
'The Gap' & 'Biorama', FairFair, Joya etc.

PLASTIC Media | Heroes & Heroines
Intern & Freelance Designer
March 2013 — 2021, (Vienna & Berlin)
INDIE, MATERIAL GIRL & MONKI, ABSOLUT, Talley Weijl, Bumble

Gruner & Jahr
Editorial Design Intern at NIDO
September 2012 — February 2013

ISA Architect of Internet
Studentrole Assistant for
2010 -2012
Content QA & SEO SEA Texting