

SUMMARY

Dynamic marketing professional with a strong background in digital technology and management, specializing in content creation, UI/UX design, and automation strategies. Proven track record of enhancing user engagement and driving marketing initiatives in fast-paced environments. Passionate about leveraging innovative solutions to support business growth in the fintech sector.

EXPERIENCE

Werkstudent, AI, Automation & Product Development

Conrad Electronic SE

Mar 2023 – May 2025

- Built an intelligent automation ecosystem (Zapier, GPT-4) that cut support ticket volume by 60% for 400+ B2B partners by automating KPI reporting, quality alerts, and partner request routing.
- Managed a complete UI/UX overhaul of the seller support platform, shifting from a technical structure to a user-centric, journey-based information architecture.
- Designed and developed a functional React/Next.js prototype for a new Zendesk Help Center and presented a bilingual AI chatbot proof-of-concept to key stakeholders.
- Managed the full project lifecycle, from discovery and stakeholder interviews to development, documentation, and training two interns on automation best practices.

UI/UX Designer

HeySaadhak

Apr 2021 – Jul 2022

- Owned the end-to-end UI/UX design in Figma for a social learning platform, delivering a complete system of interactive specifications for web and mobile that enabled an on-schedule product launch.

Full-Stack Developer

Freelance

Jan 2019 – Dec 2021

- Designed, built, and maintained 5+ responsive websites for clients across real estate and creative arts, increasing organic traffic by 35% for one client through SEO and improved lead capture.

Front-End Engineer

Design Everest

Nov 2016 – Apr 2017

SKILLS

TECHNICAL

Product Strategy UI/UX Design Prompt Engineering
Generative AI Workflows Automation (Zapier, n8n) REST APIs
React Next.js JavaScript (ES6+) HTML5 CSS3
Tailwind CSS Node.js Express MongoDB
Swift (iOS/watchOS)

TOOLS

Canva HubSpot WordPress Figma Adobe XD
Photoshop Final Cut Pro

SOFT SKILLS

Project Management Stakeholder Engagement
Team Leadership

LANGUAGES

English German Hindi

EDUCATION

B.Sc. in Digital Technology & Management

Expected 2026

OTH Amberg-Weiden

A.S. in Computer Science

2015

De Anza College

CERTIFICATIONS

ARIS for Business Process Management

Software AG (Jul 2022)

Full-Stack Development: Flutter & Node.js

Udemy (Jun 2020)

Big Data Foundations

WSB University (Jun 2023)