

# ANDREA ZINGROSCH

UI Designer with interests in accessibility and user psychology. Worked across multiple teams to solve issues regarding AI and website copy.

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## SKILLS

Wireframing  
Prototyping  
Mockups  
User Personas  
Style Guides  
Copywriting  
Project Management  
Mentoring  
Intercultural communication

## TOOLS

Sketch  
Invision  
Affinity Designer  
Figma  
Tableau  
Jira

## EDUCATION/TRAINING

Certificate in UI Design  
CareerFoundry  
June 2021

Course in Screenprinting  
East London Printmakers  
April 2016

BA & MA Romance Studies  
University of Vienna, Austria  
December 2012

Languages and Linguistics  
Erasmus Semester  
La Sapienza, Rome, Italy  
February 2010

## LANGUAGES

German (native)  
English (fluent)  
Italian (fluent)

## EXPERIENCE

### Content Editor, GetYourGuide, Berlin

February 2020 - December 2020

- Worked to solve customer problems and improve user experience.
- Reviewed customer feedback and continuously updated the website and other forms of communication while ensuring consistency in GYG's voice.
- Improved information and communication between customers and GYG for better customer satisfaction.

### Content Executive, Booking.com, Berlin

October 2018 - January 2020

- As a part of the DACH content team, acted as an intermediate between local accounts and headquarters.
- Produced and reviewed visual content for attractions based on research and representative feedback.
- Collaborated with multiple teams to solve AI and website copy issues. Ensured that representative requests were received by HQ.
- Onboarded new hires in the Berlin and Moscow office during a time of structural changes.
- Held workshops for trainees, organized job shadowing followed by online mentoring sessions.
- Successfully facilitated onboarding programs and trained over 20 new hires in Europe.

### Partner Content Specialist, Booking.com, Berlin

September 2017 - September 2018

- Provided support to the sales department, as well as the global chains team to drive conversion through content.
- Drew actionable insights from data and user research to create fitting content and improve the customer journey.
- Conducted content workshops and webinars to educate and empower B2B customers to maximize their business potential on Booking.

### Partner and Guest Specialist, Booking.com, London

February 2015 - August 2017

- Intermediated between guests and accommodations by handling questions and complaints. Provided a high level of customer support, while taking cultural diversity into consideration.