

01 · PROFILE

Senior product designer and UX researcher working on data and design in the world of AI. Nine years of experience across B2B and B2C: SaaS data platforms, e-commerce, financial data and, lately, AI products. Mixed-method research, qualitative and quantitative, translated into design that ships; currently focused on how AI products earn user trust.

02 · PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER | UX RESEARCH & DESIGN

MAY 2025 – PRESENT

GFK, AN NIQ COMPANY · NUREMBERG

Unicorn role across research and design on four data platforms: 30+ research studies owned end to end, from scoping to insight delivery, and the findings translated into design myself.

- Own interaction design and research for an in-platform AI assistant: 40+ user interviews, qualitative analysis of real user questions, and the design of its multi-intent response behaviour. Handed over to product for implementation.
- Rebuilt a production screen with AI from the real design tokens, component styles and icons, then measured it against the design, pixel by pixel. Packaged the component layer as a reusable skill.
- Built a standing panel of 25+ client users, still growing, for rapid prototype testing: new concepts in front of real clients within days instead of weeks.
- Consolidated 10+ studies and 150+ sessions into six personalization pillars and a five-layer plan for collecting context; all seven product questions validated. Co-authored, handed over to product and design.
- Designed, built and shipped an internal research-synthesis tool, now in use across the team.
- Measured three layouts for an AI chat panel in a working prototype and recommended the one that follows user intent.

PRODUCT DESIGNER | UX RESEARCH

MAY 2022 – APR 2025

GFK, AN NIQ COMPANY · NUREMBERG

Core member of the in-house UX team for a market-intelligence platform, connecting clients, product teams and stakeholders through research-driven insights.

- Delivered 20+ research projects, qualitative and quantitative, tailored for C-suite, product managers and technical teams.
- Led research and design updates for the category-manager analysis area: usage of the relevant area rose roughly 20% after release.
- Redesigned a retail product page from analytics to validated engineering handover in four weeks.
- Rebuilt the client-recruiting process for research: recruiting time drastically reduced.

CONSULTANT MARKET INTELLIGENCE OFFICE / IT

NOV 2019 – APR 2022

GFK, AN NIQ COMPANY · NUREMBERG

Data consulting and customer success for big tech players in the office and IT market: local, regional and global.

- Built data visualizations translating complex warehouse data into actionable insights.
- Consulted clients on market dynamics across local, regional and global views; drove platform adoption as CSM, improving client retention.

EXPERT CONVERSION RATE OPTIMIZATION

MAY 2019 – OCT 2019

FINANCEADS DACH · NUREMBERG

- Built the CRO consulting service from the ground up for the financial sector: strategic consulting and usability assessments for advertiser and publisher platforms.

EXPERT CONVERSION RATE OPTIMIZATION

NOV 2017 – APR 2019

CONRAD ELECTRONIC GROUP · HIRSCHAU

- Led all usability and A/B testing initiatives for the B2B/B2C website relaunch, driving a company-wide shift to user-centricity.
- Managed the research program for DACH (usability testing, surveys, web analytics); mentored junior researchers and supervised bachelor and master theses.

SPECIALIST ONLINE SHOP MANAGEMENT

MAY 2017 – JAN 2018

CONRAD ELECTRONIC GROUP · HIRSCHAU

03 · EDUCATION

M.Sc. Customer Relationship Management (Marketing & IT)

2014 – 2017

TECHNICAL UNIVERSITY CHEMNITZ

B.Sc. Economics

2011 – 2014

TECHNICAL UNIVERSITY CHEMNITZ

04 · CERTIFICATIONS

Certified UX & Usability Specialist	XDI EXPERIENCE DESIGN INSTITUT
Certified UX/UI Designer	OFG ONLINE-SCHULE FÜR GESTALTUNG
Certified Graphic Designer	OFG ONLINE-SCHULE FÜR GESTALTUNG
UX Research at Scale: Surveys, Analytics, Online Testing	UNIVERSITY OF MICHIGAN
Mental Health First Responder	SPECTRUM.LIFE

05 · SKILLS & TOOLS

RESEARCH User interviews · Usability testing · Surveys · A/B testing · Unmoderated testing · Journey mapping · Card sorting · Heuristic evaluation · Stakeholder workshops

DESIGN Figma · Prototyping · AI-assisted prototyping (HTML/CSS) · Information architecture · Design systems · Adobe Creative Suite

ANALYTICS & TOOLS Amplitude · Google Analytics · Hotjar · Dovetail · Power BI · Great Question

LANGUAGES German (native) · English (fluent) · Spanish (basic)