

Experience

Sr. Product Designer  
Packa (by Packmatic)

Oct. 2024 – Feb. 2026

Packa is a Berlin-based SaaS platform by Packmatic GmbH that helps companies digitally manage their packaging data, procurement, and regulatory compliance.

As the sole designer at Packa, I was responsible for the complete design of the company's digital packaging management platform – in particular for the initial development of those critical features that converted pilot users into paying customers. Beyond the core product, I also maintained the Webflow site and created a wide range of marketing assets, making design a key driver for both product and brand.

UX Designer  
Rapid Data GmbH

Jun. 2023 – Aug. 2024

Rapid Data is a market-leading software provider for the funeral service industry in Europe which offers ERP and CRM solutions.

As the sole designer, I was responsible for the conception of all product-related features and expansions for powerordoCLOUD, a cloud-based ERP system, and powerordoMOVE, its complementary mobile app. I improved usability and product consistency through incremental redesigns and refactoring, leveraging an external design system to enhance scalability and long-term maintainability.

Sr. Product Designer  
Peers Solutions GmbH

Nov. 2021 – May 2023

Peers Solutions provides a cloud-based learning platform that creates tailored learning programs for employees of various industries.

As the sole designer for a B2B learning platform, I developed the information architecture for personalized learning paths and established the company's first design system in close collaboration with developers, streamlining the design-to-development handoff. I increased learner engagement by refining UX flows, conducting user testing, and introducing rapid prototyping into the workflow. I also worked closely with the Product Owner to define requirements and write user stories, ensuring alignment between the product vision and business objectives.

UX Designer  
Best IT GmbH

Oct. 2020 – Oct. 2021

Best IT is a multiple award-winning e-commerce agency that has been successfully digitising retail for over 20 years.

Advised major e-commerce clients including Tom Tailor (awarded German Design Award), Intersport, and Calumet. Defined information architecture and UX strategy based on analytics, surveys, and user labs. Boosted conversion and customer satisfaction through data-driven feature design and usability testing. Created scalable Figma templates used across multiple client projects.



Product Owner / Manager  
Various companies

Jun. 2015 – Dec. 2019

Prior to my transition into UX and Product Design, I gained valuable experience at ZUGSEIL Supply-Chain-Solutions AG (2015 – 2016), asgoodasnew electronics GmbH (2016 – 2018), and Mister Spex SE (2018 – 2019) as a Product Owner / Product Manager.

Gathered requirements, and prioritized features across diverse product contexts. Managed product backlogs, wrote user stories, and collaborated closely with engineering to deliver high-quality products. Focus areas varied significantly across roles: From UX conceptual work and user flow design at Zugseil, to data-driven product development leveraging machine learning for personalization and metrics at Mister Spex, to accompanying a full shop relaunch migrating from Shopify to OXID at asgoodasnew.

Education

Business Administration  
HTW Berlin

Apr. 2011 – Dec. 2014

Areas of specialisation: **Marketing and Service Management**  
Final grade: 1,9

Languages

German (native)  
English (fluent)

Skills

Web analytics  
User research  
Usability testing  
UX & UI design  
Prototyping

Tools

|                  |                   |
|------------------|-------------------|
| Figma            | Jira & Confluence |
| Hotjar           | Linear            |
| Mouseflow        | Notion            |
| Google Analytics | Miro              |
| DataDog          | Claude            |