

PROFILE //

I am currently expanding my expertise in "Digital Accessibility" with a focus on strategy and awareness, having completed all certifications at Deque University. I thrive in agile, cross-functional teams and bring strong communication skills as well as a passion for interdisciplinary and international collaboration. I work confidently both independently and within teams, always with a user-centered mindset.

WORK EXPERIENCE //

Senior Designer UX, UI ZEISS Digital Partners 02/2023 – today

ZEISS Academy (ZEISS Portal)

- Simplifying the booking of training courses by optimizing the structure and user flow; based on user feedback; conducted surveys and interviews

At ZEISS

- Expanding awareness on the topic of "Digital Accessibility" through lectures, which led to the hiring of an accessibility expert

Senior Designer UX/ UI, Kaiser X Labs GmbH a company of Allianz AG 06/2016 – 01/2023

Allianz Loyalty Program

- Simplified complex IA and restructured purchase flow, resulting in improved findability and engagement
- Increased logins by 35%; enhanced user satisfaction despite technical limitations
- Conducted usability and hallway tests; introduced segment-specific filtering and accessibility improvements

Online Claims Navigator

- Co-designed IA and end-to-end UX for web-based claims flow; added expectation management and help-boxes
- Reduced user frustration and significantly decreased customer service calls
- NPS increased to +75 through improved transparency and communication

Allianz Health Insurance App (iOS/Android)

- Developed UX and IA for the health claims app; introduced photo submission with SPA integration and status tracking
- Improved process transparency and reduced service center calls by up to 60%
- 100,000+ installs; rated 4.7 (App Store) and 4.6 (Play Store); high user satisfaction
- Led usability testing and continuous iteration based on feedback

Led design of icon system across Allianz platforms

- Integration of icons into all Allianz platforms, leading the concept and implementation, improving the semantics and appearance, creation of a new grid and Look and Feel, in consultation with several stakeholders at Corporate, Design Library and Kaiser X Labs GmbH

At Kaiser X Labs

- Development of a strategy for "Digital Accessibility" for Kaiser X Labs GmbH, achieved by establishing awareness and mandatory seminars for developers and measured using Objectives and Key Results (OKRs)
- UX strategy, user journey maps, conducted stakeholder interviews, qualitative and quantitative user tests (first by myself, later conducted by researchers), wireframes, low and high fidelity prototypes with Sketch, InVision, Figma

SOFT SKILLS //

- Rapid process adaptation
- High willingness to learn
- Personal responsibility
- Strategic thinking
- Interdisciplinary collaboration
- Systemic thinking for embedding UX in business and technology contexts
- Self-efficacy and ownership mentality
- Critical thinking and reflection skills
- Business and user empathy
- Facilitation skills
- Anticipatory thinking
- Perseverance and resilience
- Conflict resolution skills

SKILLS //

- Usability testing
- User Interviews
- Wireframing & prototyping
- Journey Mapping
- Competitor Analysis
- Information architecture
- UI Design
- User-centered approach
- Rapid Iteration
- "Digital Accessibility" (Deque University)
- Iconography, Illustrations

TOOLS AND SOFTWARE //

- FIGMA, Sketch, InVision, Keynote, Illustrator, Photoshop, InDesign, HTML, CSS, JIRA, Azure, Adobe CS

LANGUAGES //

- German (native)
- English (fluent)
- Chinese (basic)

Senior Designer UX/ UI, Holtzbrinck Publishing Group 09/2014 – 06/2016**NetDoktor**

- Optimization of navigation, faster access to content, measured by user data, conducted user tests
- Independent implementation and institutionalization of user testing in the company, conducting tests with employees (tasks were set to search the company website), evaluation through internal acceptance and subsequent expansion to further user testing with the users of the website

HELPSTER

- Development of a new brand and new website from scratch
- 80% faster loading times; Measured by loading times (e.g. Google Developer Tool); completely new framework
- Introduction and establishment of user testing in the company, through support of the UX Test Lab, evaluation through internal acceptance and subsequent expansion to further user testing with website users
- Optimization of advertising placement through Google Analytics

At Holtzbrinck

- Mainly responsible for UX, information architecture, competitive analysis, stakeholder interviews, user journey maps, qualitative and quantitative research as well as low- and high-fidelity prototypes

Freelancer - UX, UI, CD, 08/2009 – 08/2016

Worked as a freelancer for various clients. For example:

- Support at Deutsche Telekom AG Bonn P&I: new design library and new icons
- Techgenossen: Strategic advice for Bayerischer Rundfunk (BR) "Ankommen" App
- Leading creation of the new CD of "Solution Seekers", strategic advice for "German Doctors"
- Carrying out competitive analyses and communicating with customers and stakeholders

EDUCATION //

- 07/2004 – 08/2009 Dortmund Fachhochschule - Kommunikationsdesign
- 08/2007 – 02/2008 Internship at "kognito gestaltung" Berlin - Visual Designer
- 08/2003 – 07/2004 Applied to relevant universities and smaller jobs
- 01/2004 – 06/2004 Internship at "Webdesign Bestisch"

INITIATIVES //**University of Applied Sciences Dortmund (Design)**

- Deputy Chairman of the Student Council: Organization, planning and implementation of workshops & lectures
- Organization, design, implementation of: "Electronic night" for ZEISS Großplanetarium Berlin; Magazin "Lieschen"; Typography Symposium "33pt"
- Digital Accessibility Strategy for Kaiser X Labs GmbH

PUBLICATION & AWARDS //

- Concept and implementation of my diploma "À VUE - Mountain Wear" - Final grade 1,0 (Award: DIE 100 BESTEN POSTER 2009)
- Concept and implementation of "Electronic Night" a show for ZEISS Großplanetarium in Berlin
- Concept and implementation of the magazine "Lieschen", finest works from Design department (Awards: DDC Future Award 2007, RED DOT J. Award 2007)
- Concept and implementation of the Symposium on Typography 2006 "33pt" (Special Price at "Szene1" Award 2007)