

## CHARLOTTE THÜR WÄCHTER. USER EXPERIENCE ARCHITECT.

UX Design Director | UX Research Consultant | Frankfurt, Germany (flexible to work globally)  
+49 1797177111 | charlotte@thuerwaechter.cx | Charlotte LinkedIn | Charlotte Twitter



### PROFESSIONAL PROFILE.

A creative, resourceful and meticulous user experience (UX) professional with over 18 years' experience in digital media. Specialising in UX research and strategy development in a leadership position. Key strengths lie in the ability to create high-level strategy and concepts from creative, business and marketing angles.

Experienced in managing large scale international projects, including corporate websites, intranets, eLearning or digital campaigns for major brands and global organisations. Confident in building strong relationships at all levels: from business stakeholders to design and IT professionals.

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### KEY SKILLS.

User Experience (UX) | Strategic Consulting |  
UX Research | Design Thinking | Qualitative Research  
| User Interviews | Customer Surveys | Usability  
Testing | Demographic Research | Quantitative  
Research | Strategic Roadmap Planning | Workshop  
Facilitation | Personas | User Scenarios | User  
Journey Mapping | User Flows | Jobs to be done |  
Information Architecture | Card Sorting | Interaction  
Design | Wireframes | Interactive Prototypes |  
Storyboarding | Agile & Scrum | Lean Methodologies

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## CAREER SUMMARY.

2017 - DATE

### SELF-EMPLOYED UX CONSULTANT.

- Providing consultancy on all aspects of user experience (UX) for German and international clients
- Conducting user research and auditing client websites to identify areas for optimisation
- Planning and conducting workshops with key stakeholders to gain a full understanding of business
- Conducting surveys, user interviews and creating customer journey maps
- Building detailed prototypes to carry out usability tests and implementing an iterative approach to user experience (UX) design
- Creating a holistic vision for sustainable customer experience and a roadmap outlining key objectives

2014 - 2017

### SINNERSCHRADER DIRECTOR USER EXPERIENCE

- Led an interdisciplinary team of 5 digital specialists, established the strategic direction for the department and created a collaborative working culture
- Directly advised clients such as Deutsche Bank, Deutsche Börse and Leica Cameras on digital communication strategies and digital transformation
- Created and executed a pitch strategy, which secured 3 major clients
- Facilitated Design Thinking workshops and hosted networking events within the industry
- Managed the department, including mentoring, performance management and recruitment
- Maintained long-term relationships with clients

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## CAREER SUMMARY.

2016 - 2017

HOCHSCHULE DARMSTADT  
(MEDIENCAMPUS DIEBURG)  
GUEST LECTURER

- Presented lectures on UX methods, Design Thinking and content strategy development

2004 - 2014

SELF-EMPLOYED UX CONSULTANT FOR MRM/  
MCCANN, RAZORFISH, SYZYG, SCHOLZ & VOLKMER  
AND OTHERS

- Delivered high-level concept development, Design Thinking and user experience (UX) consultancy focusing on brand ecosystems and platforms
- Created UX strategies and design systems for brands including Daimler AG, Mercedes-Benz, Commerzbank, Tommy Hilfiger and HUGO BOSS
- Implemented a successful eLearning platform for HUGO BOSS, resulting in a significant increase in sales
- Won a pitch for one of Germany's leading financial institutions

## EARLIER EXPERIENCE.

2001 - 2004

NEUE DIGITALE (NOW RAZORFISH) - CONCEPT  
DEVELOPER

1999 - 2001

BLUE MARS (NOW SHIFT) - ONLINE COPYWRITER

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### AWARDS.

- 2013 GOLD ANNUAL COMMUNICATOR AWARD  
(TOMMY HILFIGER ELEARNING)
- 2012 BRONZE B2B AWARD (DAIMLER AG INTRANET  
STRATEGY PORTAL)
- 2010 IF JAHRBUCH (ENBW E-MOBILITY PORTAL)
- 2009 IF COMMUNICATION DESIGN AWARD (DARWIN VIDEO  
STORYBOARD)
- 2002 CYBER LION BRONZE AND LONDON INTERNATIONAL  
ADVERTISING AWARD (WWW.WILKHAHN.DE)

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## EDUCATION.

Goethe University Frankfurt/Main  
Classical Archaeology, German Language, Art History  
(Magister Artium 1.0)

## IT SKILLS.

Sketch, Invision, Axure, OmniGraffle, Balsamiq, Keynote,  
Jira, Confluence, Slack, Basecamp, Blue Ant, Microsoft  
Office

## ADDITIONAL INFORMATION.

**METHODOLOGIES** Lean, Design Sprints, Agile and Scrum.

**LANGUAGES** German (native), English (C1), French (B1),  
Italian (B1).

**VOLUNTARY** Teaching German for refugees (2016 – 2017).