

## CAREER SUMMARY

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Hi, I am Jo, a Product Designer and User Researcher with over 3 years experience and a background in law, journalism and content strategy. Throughout my career I have worked both at agencies and as an in-house product designer. My process is heavily focused on discovery and early validation to deliver value to the user and measurable results for the business.

## KEY SKILLS

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- User Research
- Information Architecture
- Sketching/Wireframing
- User Flows and Stories
- Prototyping
- Usability Testing
- User Interface Design
- (UX) Copywriting

## TOOLS

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- Sketch/Figma
- DataStudio, Dovetail, Intercom
- Marvel & Invision
- HTML, CSS, Javascript & React

## EMPLOYMENT

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### **Product Designer/ User Researcher**

Rexlabs - Brisbane  
03/2019 - present

I am developing the feature set of property teach SaaS platform through research, wireframing, prototyping, visual design and user testing. I am also taking a leading role in the set up of the Rexlab's Research and Discovery Processes (tooling, best practice definition, training & advocacy).

### **Freelance UX/UI Designer**

Munich/Travelling/Brisbane  
07/2018 - 03/2019

In addition to freelancing, I held workshops on "How to create a personality for chatbots" at German Universities as well as co-authored a book on the same topic (published in German by Springer).

### **Junior Conceptual Designer (UX)**

Virtual Identity AG - Munich  
01/2017 - 06/2018

My role as a conceptual designer was a myriad of content strategy, UX design and consulting. It included for example workshop facilitation (ideation, co-design etc.) corporate clients such as Siemens, Roche and BASF on various topics ranging from content strategy, virtual assistants, AR/VR etc. Further, I conceptualised corporate websites and digital products such as a chatbot for consumer-brand interaction.

### **Content Marketing Strategy Trainee**

Serviceplan AG - Munich  
10/2016 - 12/2016

I helped define and deliver content marketing strategy for corporate clients such as DB, Lufthansa and Samsung. Maintained various social media accounts and website content management systems.

## Writer, Editor and PR Support

I Quit Sugar Ltd - Sydney  
06/2015 - 02/2016

I researched, created and managed blog as well as social media content. Implemented commercial content in social media marketing and organized the content and delivery of weekly EDM.

## EDUCATION

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### Advanced HTML, CSS, Javascript, React Js

Superhi

08/2019 -  
PRESENT

### Behaviorial Design Summer School

Copenhagen Institute for Interaction Designer

07/2018

### Certificate IV in Design

Shillington College

9/2018 -  
12/2018

### Master of Law Media and Journalism

UNSW, Sydney

02/2014 -  
02/2015

### Certified UX Designer

Careerfoundry & Springboard

02/2018 -  
08/2018

### Bachelor of European Law

Maastricht University

08/2011 -  
10/2013

## PUBLICATIONS & AWARDS

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### Publications

#### Journalistische Praxis: Chatbots

Automatisierte Kommunikation im Journalismus und in der Public Relation  
*Springer Essentials, Springer, 2019*

### Awards

Adobe Top Talent, 2019  
AGDA Student Awards, 2019

## OTHER EXPERIENCE

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### Ladies That UX

Brisbane

### Co-Organiser

I joined the Ladies That UX Brisbane team as a co-organiser in December 2019. As such I help organise and facilitate regular meet-ups, talks and workshops that bring together talented individuals in the design industry of Brisbane.