

CAREER SUMMARY

Hi, I am Jo, a Product Designer and User Researcher with 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

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

TOOLS

- Figma, Sketch
- DataStudio, Dovetail, Intercom
- Invision , Principle & Framer
- HTML, CSS, Javascript & React

EMPLOYMENT

Product Designer/ UX Research & Discovery Lead

Rexlabs - Brisbane
03/2019 - present

As a Product Designer, I am currently working in a small cross-functional team to develop the feature set of a two-year-old property tech SaaS product called Spoke. This includes conducting qualitative and quantitative user research, Sketching, prototyping, low and high-fidelity design as well as usability testing. As UX Research & Discovery Lead I am setting up a scalable research framework across the company's five different digital products. This includes tooling, process and best practice definition, training of designers and research 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.) for 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.

EDUCATION

Advanced HTML, CSS, Javascript, React Js
Superhi

08/2019 -
PRESENT

Behavioural 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, LLB
Maastricht University

08/2011 -
10/2013

PUBLICATIONS & AWARDS

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

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.