

## ABOUT ME

- Expert and innovative UX designer with 15 years experience crafting meaningful user experiences that delight people
- Proven track record of designing successful products across multiple devices using a user-centered process
- Strong analytical thinker
- Energized by solving complex design problems in a cross-functional team
- Excellent collaboration skills including the ability to lead junior designers on projects
- Fluent in rapid prototyping

## BELIEF

At the core, I believe in making complex things simple and simple things beautiful.

## WORK EXPERIENCE

2013 - Present

### Sr UX/UI Designer 2 eBay

- Currently defining the consumer-to-consumer listing experience for product specific categories on multiscreen, focusing on ease of use, listing price recommendation, and SEO performance.
- Holistically redefined the listing experience for consumer-to-consumer sellers on mobile and desktop, pioneering the first adaptive flow on eBay.
- Worked with internal partners to craft a "North Star" vision for the consumer-to-consumer selling domain.
- Led and mentored a team of 4 designers and eventually acted as interim manager for a period of 6 months.

2010 - 2013

### Sr UX/UI Designer eBay

- Led the design of the eBay wish list. Created user scenarios, wireframes and high-fidelity mocks as well as overseeing a visual designer and a content strategist.
- Conducted multi-disciplinary discovery sessions to define a long term vision for My eBay, then followed through on ideas by creating sketches, wires and high-fidelity prototypes using live code from the site, HTML and CSS to validate the concepts during usability sessions.
- Conceived new features for My eBay including the sold item panel and the purchase history list.
- Conceptualized and designed the re-list flow, a quick and simple tool that allows sellers to re-list an unsold item in just a few clicks.

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- 2008 - 2010 **UX/UI Designer**  
eBay
- Successfully led the redesign of the item description page (300 to 500 millions page views a day). Partnered closely with research, product managers, developers and QE which was crucial for the positive outcome of the project. The page launched in July 2008 in the US and a few months later globally, and brought a significant revenue lift for eBay.
  - Evangelized the need of a zoom feature on the new item description page and led the project from inception to completion.
  - Redesigned the transaction flow and included a real-time timer in the bidding flow improving user satisfaction at the end of auctions.
- 2005 - 2007 **Sr UI/Web Designer**  
MCL Software Service, inc
- Successfully redesigned Fujifilmnet.com, Fujifilm France's main photo-finishing website.
  - Designed and launched a customizable print-developing desktop application, a customizable XP online printing wizard in collaboration with Microsoft, and a digital image printing kiosk.
  - Created and maintained multilingual content for most of the products developed, including help files and installation guides.
  - Worked as part of a team on front-end development using HTML, XML/XSL, CSS and JavaScript.
- 2000 - 2005 **UI/Web Designer**  
MCL Software Service, inc
- Responsible for the UX and for conceiving new features on the French, German, Swiss and Swedish Fujifilm print-developing websites.
  - Conceived the user experience and visual treatment of Fujifilm Minilab, a photo-finishing solution that could be customized and branded for the many Fujifilm subsidiaries in France.
- 1998 - 2000 **Freelance**
- Concepting, pitching to clients, direct marketing, design, art direction, front-end and back-end programming, referencing.

## EDUCATION

- June 1996: M.S. in Meteorology, Free University of Berlin, Germany
- June 1993: B.S. in Meteorology, Free University of Berlin, Germany
- 1993-1996: Research Assistant at the Free University of Berlin, Germany
- Tufte - Presenting Data and Information
- Stanford University - HCI Seminars

## SKILLS

Adobe Suite, Keynote, Invision, Pixate, Bootstrap, HTML, CSS

## LANGUAGE

French (native) - German (bilingual proficiency)