

Education

CODE University of Applied Sciences Berlin - current grade 1.9 09/2020- 05/2023

B.A Product Management, an interdisciplinary project-based degree with the coaching of highly skilled leaders.

Final Project: UX Research project to increase activation of users on the HeyJobs B2C platform

Bachelor Thesis: A study about the desirability of single-purpose apps vs multi-purpose apps

Hamburg University of Technology 08/2019- 08/2020

B.Sc Computer Science Engineering (cooperative studies)

FOM University of Applied Sciences 01/2017- 02/2019

Modules in Business Informatics while graduating high school, funded by Claussen-Simon Foundation

Work experience

Product Manager - Bling 11/2022- present

Hired as the first Product Manager and I advocate scalable processes and customer centricity

- Setup user research capabilities and build up a research trio (Design, Engineering and PM)
- Performed user interviews, user tests, surveys and fake-door tests to reduce risk of new initiatives

B2C Product Strategy Intern - HeyJobs 05/2022- 09/2022

UX Research Project

- Opportunity Validation of the Onboarding and Activation at the Heyjobs talent platform.
- I gathered insights from user interviews and two surveys with more than 450 answers to create actionable how might-we-questions and initiated one new initiative for the next quarter.
- Additionally, I transferred relevant insights to three other ongoing projects.

Product Management Intern - JOIN.com 01/2022- 03/2022

- Supported the lead product manager by writing detailed user stories.
- Moderated engineering trade-off decisions while aligning the scope with critical stakeholders, like sales, finance and customer support, in close collaboration with the lead engineer and other cross-functional team members.

Entrepreneurship Department Working Student - CODE 06/2021- 01/2022

- Initiated and developed the front end of a platform that saves 0.5 FTE by connecting entrepreneurs and startups and provides automatic reporting.
- User research with five qualitative user interviews and facilitated an ideation workshop.

Cooperative Education Student - Dräger 10/2019- 08/2020

- Delivered a project that saved two hours per week for the supervisor to restock materials in the workshop by providing an innovative system that reduced the interruptions of the instructors by 25%. This project pioneered the innovation of a new product category inside Dräger.

Extracurricular activities

General Manager - unicon digital product conference 10/2020 - 06/2022

- Led a team of 11 students organising a conference with over 125 attendees for two days, with self-raised funds from companies like Flink, Staffbase, Hubert Burda media and Delivery Hero.
- My main job was allocating team resources efficiently and creating a unified mission and vision for the team. I created and tracked KPIs and was in charge of facilitating the weekly update meeting and enabling generational knowledge transfer.

Coach - LBV Phönix Lübeck Field hockey 03/2016 - 06/2020

- Organized tournaments and planned and taught the strategy to the children (12-16).