

Sandra Alexandre-Aimé

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Stuttgart, Germany

experience

Mercedes-Benz AG
(2018 - 2024)

B2B digital product management, design & strategy

- Identified opportunities for impactful product portfolio growth
- Defined and validated business KPIs and overall product strategy
- Developed new partnerships and sales processes
- Lead customer pilot project to validate IoT solutions
- Collected customer & stakeholder insights for product requirements

VAN2SHARE product design lead

- Redesigned fleet management mobile & web application
- Defined & implemented UX and design strategy for product scaling
- Designed new iconography and components for rebranded product
- Lead user research, usability testing and feature improvement release
- Drafted product service blueprint and customer journey maps

IoT Platform SaaS incident management lead

- Developed, measured and scaled incident management process
- Managed stakeholders to define holistic product support processes
- Validated concept by defining and testing hypotheses and KPIs
- Implemented tool to dispatch, resolve and document incidents

Senior UX Designer - Future Transportation

- Enabled a "learning by doing" environment, improving UX maturity
- Onboarded and mentored design interns and new colleagues
- Integrated emerging UX trends and practices in innovation projects
- Planned executed and delivered analyses research studies for various projects in varying development stages
- Active member of MB's UX community for sharing and learning

smart AG
(2017 - 2018)

Visual Design Internship

Visual branding, UI concept development, participate in startup & innovation events

STAN Studios
(2017)

UX & Brand Designer

UX concept development, brand copyrighting & layouting

Makerbloks
(2015)

Brand Designer

Brand development & graphic design

IRM Sud Ouest
(2011 - 2016)

MRI Technologist - Assistant Manager

Operated MRI machine for patient scans
Prepared and supported patients for their examinations
Developed documentation process for medical accreditation

education

2024 **Systemic Design & Mapping**
Namahn Design Studios, Brussels

2024 **Impact Mentoring**
The DO School, Berlin

2020 **Strategic UX Design**
Munich Digital Product School, Munich

2013 - **B.A. Fine Arts - DESIGN**
2016 Concordia University, Montreal Canada

2002 - **Radiodiagnostic Imaging**
2005 Dawson College, Montreal Canada

skills

UX / UI Design
Research OPs
Service Design
Design Strategy
Systemic Design
Workshop Design
Developer Experience
Digital Transformation
Stakeholder Management

tools

Atlassian	Max QDA
Adobe CC	HTML & CSS
Sketch	GitHub
Figma	

languages

French - fluent	German - B1
English - fluent	Spanish - A1