

## Experience

### **Baden Württemberg Film Academy** Design Management

Revamp a resource application suite students use to plan their filmmaking projects and tools to book & rent equipment.

2025 Ludwigsburg, Germany

### Skills

#### Interaction

User research  
Wireframing  
Prototyping  
User testing

### **Mercedes-Benz AG** Senior Product Manager & Business Developer

Product Management & Portfolio development for B2B fleets, with focus on third party app integration for coolchain customers.

2022 - 2024 Stuttgart, Germany

#### Visual

Print & Layouting  
Digital Design  
Drawing  
Video editing  
Data visualisation

### **Mercedes-Benz AG** Product Design Lead

Lead and implement the re-design for a digital application for commercial vehicle sharing, reducing error rates by 98%, and improving cross-department collaboration.

2020 - 2022 Stuttgart, Germany

#### Software

Adobe Creative Cloud  
Sketch  
Atlassian  
Figma

### **Mercedes-Benz AG** Senior UX Designer

Initiate field research and user testing efforts, translate user and customer data into insights, and lead organisational UX maturity activities.

2018 - 2020 Stuttgart, Germany

#### Human

English - native  
French - native  
German - B1  
Explorer  
Analytic  
Community Builder

### **smart AG** Design Residency

Deliver UI & UX concepts for beta-tester community portal, produced cohesive visual brand assets, and participated in various events as a brand ambassador.

2017 - 2018 Stuttgart, Germany

### **STAN Studios** UX & Brand Design

Develop UX concepts, copywrite & design layouts for global and local brands.

2017 Stuttgart, Germany

## Recent Sidequests

Stuttgarter Weingesellschaft  
Branding Consultant

BW Film Academy  
Design Management Consultant

Melitta  
Product Design Consultant

## Education

### Speculative Design Futures Post-Graduate Certificate

IADT University, Dublin 2025-2026

### Service Design Masterclass

Design Thinkers Academy, Amsterdam 2025

### Systemic Design Mapping

Namahn Design Studio, Brussels 2025

### BFA - Design

Concordia University, Montreal 2017



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