

Mirjam Banzhaf

Building the future of AI-driven design
with a strategic and holistic approach

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Experience highlights

Paris • 2022 – Present

Senior Product Designer

Zendesk

- Led strategic initiatives, from stakeholder interviews to leadership workshops, improving systems that process tenths of millions of messages daily and boosting both user satisfaction and productivity. Played a key role in integrating AI products post-acquisition (Ultimate.ai, Klaus)
- Delivered a high-visibility vision piece, defining the product strategy for the next 3–5 years. Conducted in-depth leadership interviews, cross-functional workshops, and user research, aligning teams under a shared direction.
- Designed and launched critical product features, including launching the Unity platform SDK and a new feature unlocking new customer segments
- Led global cross-functional workshops on advanced customization (Dublin) and end-user expectation setting (Singapore)
- Passionate about innovation—spearheaded multiple hackathon teams, leading to a roadmap feature (AI conversation summary) and a CEO-recognized prototype (Shopify & Zendesk in Roblox)
- Conducted a large-scale qualitative user research study, synthesizing 20+ hours of insights into a high-impact report
- Shaped the product roadmap using UserVoice and JTBD frameworks, ensuring alignment with customer needs and business goals
- Maintained continuous stakeholder communication, including director-level updates and cross-team collaboration
- Provided critical contributions to key results (KRs) that define annual team objectives
- Drove accessibility-first design, embedding it into development workflows
- Delivered two internal tech summit talks: A Product Designer's Guide to Lab Days & Exploring Product Design Strategies for Upmarket Solutions
- Mentored newcomers and defined internal design playbook frameworks

Hamburg • 2019 – 2022

Product Designer

Wunder Mobility

- Thrived in a fast-paced startup environment, designing and evolving a suite of whitelabeled mobility products, including vehicle sharing, station-based rentals, ridehailing, and carpooling, ensuring seamless scalability across markets.
- Owned the end-to-end design for each product, driving UX strategy and execution within agile, cross-functional teams, collaborating closely with engineers, PMs, and stakeholders
- Led major redesign of acquired software, optimizing whitelabeling workflows and reducing setup time by 6x, while UX improvements accelerated task completion by up to 50x.
- Established a global design system, reducing design and engineering execution time while ensuring consistency across multiple applications
- Championed user research process, hiring a dedicated UX researcher, conducting qualitative studies, and integrating research-driven decision-making into product development
- Facilitated two remote client workshops to map customer journeys, define personas, and align product roadmaps with user needs
- Supported key business pivots, including shifting a ridehailing product to on-demand mobility and transitioning a carpooling platform into maintenance mode while retaining 100% of its clients.
- Organized and moderated two design sprints, collaborating closely with cross-functional teams to optimize features through iterative testing
- Initiated two design team talk series to expand team knowledge on motion design and user research, fostering continuous learning and innovation.
- Delivered five in-depth presentations at company's All Hands meetings, shaping company-wide understanding of design impact and strategy.

Hamburg • 2018 – 2019

VR Designer (UI/UX)

self-employed

- Designed UI/UX for AR aerospace project & psychological treatment app
- Created interfaces for VR experience "The Gate"

Hamburg • 2016 – 2018

Product Design Working Student & Intern

Accenture Song (formerly SinnerSchrader Swipe, acquired in 2017)

- Contributed to McDonald's Switzerland website relaunch (concept & visual design)
- Redesigned 3 features in the Europapark app, improving usability
- Led UX workshops (The Product Field, User Research)

Profile

Product Designer with 7+ years of experience, specializing in AI-driven multi-platform B2B products that enhance user interactions and streamline workflows. I'm passionate about driving business value through collaborative workshops and strategic vision pieces that align teams for growth and innovation. I've led initiatives from stakeholder interviews to leadership workshops, enhancing systems handling millions of interactions daily, improving user satisfaction, operational excellence, and revenue. Staying at the forefront of AI, I apply emerging technologies to integrate AI agent products, aligning with business goals and unlocking growth. I'm eager to step into a thought-leadership role, driving AI product strategy, fostering collaboration, and shaping innovative user experiences that deliver lasting business value.

Education

2014 – 2018

Communication Design

HTWG Konstanz, Germany

Bachelor of Arts (grade 1.4), Thesis "Collaborative Design in VR"

2012

German Abitur

WHG Göppingen, Germany

Graduation grade 1.7

Extracurricular

2022 – present

Product Design Meetups

Paris

Regularly attending French Designer Society, Friends of Figma Paris, Product Design Bits, DesignOps Meetup, Design Systems France and more

19/02/2020

Talk: From client centric to user centric

Xing Puls UX Hamburg

How the Design team at Wunder Mobility overcomes the hurdle of business clients to prioritise the end users in a B2B2C context

10/10/2019

Talk: Designing for the MaaS

Shapes #10 Meetup Hamburg

Talking about the whitelabeling process for Mobility as a Service B2B2C at Wunder Mobility

Languages

German (native), English (proficient), French (advanced)
Spanish (intermediate)