









## Work experience

- **Product Designer @Ginetta**  
07.2025 – · Full-time
- **Product Designer @Lyle**  
09.2020 – 06.2025 · Self-employed, freelancer, contractor
- **Lead Product Designer & Manager @Mindnow**  
11.2021 – 03.2023 · Full-time
- **Interactive Media Designer EFZ / UX Designer @Pomcanys**  
08.2016 – 08.2020 · Apprenticeship
- **Interactive Media Design @Pomcanys**  
02.2015 – 07.2016 · Internship
- **Graphic Design @Dynamo**  
08.2014 – 01.2015 · Internship

## Education

- **Interactive Media Designer EFZ**  
2015 – 2020 · Basel School of Design
- **Propaedeutic Studies**  
2013 – 2014 · F+F School of Art and Design Zurich

## Certificates

- **Agile Methods for UX Design**  
2024 · Interaction Design Foundation
- **Design Thinking**  
2024 · Interaction Design Foundation
- **Scrum Product Owner (PSPO 1)**  
2023 · Udemy

[Show all 7 certifications](#)

## Skills

### Main competences

Agile methodologies   Interaction design  
Lean UX   UI design   UX design   UX strategy

### Side skills

Accountmanagement   Branding  
Content creation   Content strategy  
Design systems   Frontend development  
Motion design   Process design  
Product strategy   Project management  
Stakeholder management   User research  
UX engineering   Vibe coding   Workshops

### Languages

German · Native  
English · Professional working proficiency

### Software proficiency

Adobe Creative Cloud   Figma   Linear  
Lottie   Microsoft 365   Miro   Webflow  
Whimsical   And more ...



## Work experience



### Product Designer @Ginetta

07.2025 – 08.2025 · Full-time

Company unexpectedly announced closure on Aug 21; operations ending Aug 29.

Large pharmaceutical company

- Owned Product Design across two ventures under a direct mandate from the EMEA Product Lead, enhancing delivery speed and quality.
- Solved complex UX problems using Object Oriented UX and cross-functional facilitation, unblocking delivery and improving user experience.
- Designed AI-powered features.
- Introduced Lean UX methods into agile workflows, increasing UX maturity and user centricity.
- Helped shape a holistic product strategy by creating system maps and user journeys.

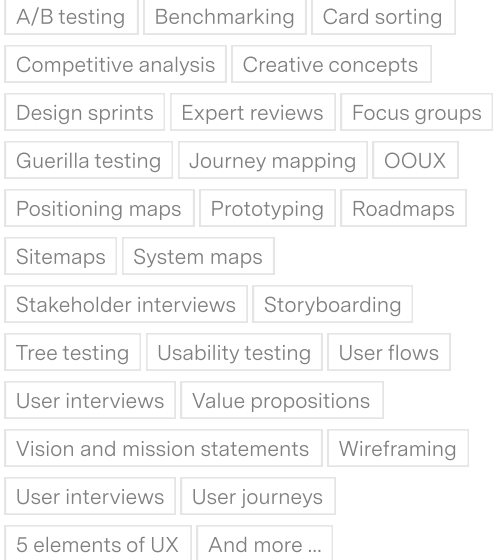


### Product Design Exploration Phase @Lyle

04.2023 – 06.2025 · Contractor

- Deliberately left Mindnow to broaden my product design skills in agile methods, rapid prototyping, guerrilla testing, UX engineering, frontend development and motion design through hands-on experimentation and further education.
- Built my personal brand and website from the ground up, from user research and a custom brand font to launch.
- Explored interdisciplinary creativity by combining digital and non-digital perspectives.
- Worked as gardener, ski instructor and event technician, strengthening adaptability and problem-solving skills.
- Completed 80% of my mandatory military service.

## Hands-on methods



Lyle brand and website



E. Meier Gartenbau AG



Aroma



Swiss Ski School



## Lead Product Designer & Manager @Mindnow

11.2021 – 03.2023 · Full-time

### [Thömus 3D Bike Configurator](#)

- Led a cross-functional team to design and launch a 3D bike configurator within 45 days, resulting in a nomination for the Best of Swiss Web Awards in the “UX Design” category.
- Managed 14 two-week sprints as product owner, coordinating 10 developers, which led to a Bronze award in the “Technology” category – the first in Mindnow’s history.
- Increased project budget by ~20% through strategic C-level consulting, enhancing business growth.

### [Sunrise starzone Platform](#)

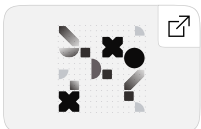
- Conceptualized and launched the Sunrise starzone music platform in just 3 months, managing roles as lead product designer and co-product owner, resulting in over 50 million gross impressions and 130’000+ tickets sold in the first year.

### [Mindnow Website Redesign](#)

- Spearheaded the complete redesign of Mindnow’s website to create a digital presence that embodies the company’s spirit and values.
- Collaborated with external designers to create a generative logo system, “Mindentity”, highlighting team members and reinforcing brand identity.

### General Management

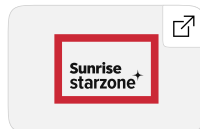
- Reduced design department personnel costs by ~40% by identifying financial inefficiencies and influencing leadership decisions.
- Secured a high five-figure project from an existing client by pitching a strategic initiative.
- Oversaw designer recruitment and performance evaluations, making key hiring and restructuring decisions that shaped the team’s growth.
- Coordinated resources and client communications for projects involving up to 34 experts and mid-six-figure budgets, fostering long-term client relationships.
- Managed pricing, proposals, and invoicing using “Accounto” software to streamline financial operations.
- Conducted regular UX training sessions, ensuring continuous learning within the team.



Mindnow redesign



Thömus 3D configurator



Sunrise starzone launch



## Militia Soldier @Swiss Armed Forces

01.2021 – 06.2021 · Basic training

Served with the Special Forces Command (SFC), including basic training and active service.



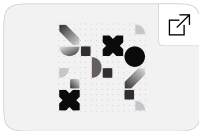
## UX Designer & Consultant

09.2020 – 10.2021 · Self-employed, freelancer

Between my apprenticeship as an Interactive Media Designer and military service, I worked self-employed with SMEs. During this time, I met the founder of Mindnow, which eventually led to my position at the company.



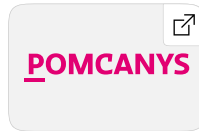
Gericke



Mindnow



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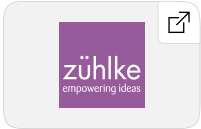
Pomcanys



## Interactive Media Designer EFZ / UX Designer @Pomcanys

08.2016 – 08.2020 · Apprenticeship

As an Interactive Media Designer apprentice, I honed my skills in multidisciplinary digital design, specializing in UX design, headshot photography and video production. An additional three-month internship at Zühlke and Liip allowed me to deepen my UX design skills, which became the focus of my final thesis.



Internship at Zühlke



Internship at Liip



## Interactive Media Design @Pomcanys

02.2015 – 07.2016 · Internship

During my second internship, I worked across the entire communications mix, covering everything from print to digital media.



## Graphic Design @Dynamo

08.2014 – 01.2015 · Internship

After completing the Propaedeutic Studies at the F+F School of Art and Design Zurich, I refined my graphic design skills at Dynamo, working with internal and external clients.