Benjamin Weichert

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Working Experience

Lead User Experience Designer — Quandoo

Berlin, Germany   **Apr. 2017 - Present**

- Collaborated closely with the CPO, Product Management and Engineering, to define short-term and long-term product strategy. Led the user experience design team for the primary and most commonly used features within Quandoo's B2C and B2B products.
- Build up and managed the UX team. Provided guidance for a 60 person product & tech team.
- Collaborated with the Design team, Product Management, Engineering, Sales and Marketing on identifying user pain points and led the iniative to improve the customer facing products.
- Revamped the onboarding process by identifiying pain points, creating a digital guide and expediting the entire onboarding process within product.

Senior User Experience Designer — Nolte & Lauth

Berlin & Stuttgart, Germany   **Nov. 2016 - Mar. 2017**

- Led user experience strategy, user research, information architecture, interaction design and usability testing for several projects. Collaborated closely with Art Direction and Enigneering.
- Defined and designed first class digital experiences for Fortune 500 companies.
- Consistently delivered projects on time and budget, gaining repeat engagements with 100% client satisfaction.

Lead UX & Product Designer — Sixt

Berlin, Germany   **Aug. 2016 - Oct. 2017**

- Lead initatives for converstion optimization, improving search and increasing user engagement.
- Collaborated closely with other stakeholders on identifying user pain points and defining short-term tweaks and long-term solutions.
- Managed and mentored a small team of three designers, focusing on balancing design, business requirements and user needs.

Senior UX/UI Consultant — Reply

Berlin, Germany   **Apr. 2015 - Jul. 2016**

- Responsible for conception, design to development of holistic e-commerce solutions for desktop, tablet & mobile.
- Conversion and UX optimization of individual B2B & B2C e-commerce solutions.
- Lead several workshops to define together with clients a understanding of the requirements and to define the digital experience.

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UX/UI Designer — Freelance

Berlin, Germany   **Apr. 2009 - Mar. 2015**

- As a freelancer I continued to work with I-D Media first, before working with several other medium-sized businesses and start-ups.

- Focus on information architecture, multi-step and cross-platform flows, consistently considering the holistic user experience and potential states, as well as low-fidelity wireframes and pixelperfect screendesigns.

- Supported inhouse design teams on styleguides, brand-design and UI libraries.

Junior Art Director — I-D Media

Berlin, Germany   **Aug. 2008 - Mar. 2009**

- After 6 months of internship, I started as a Junior Art Director and worked very closely together with other Art Directors on (mostly) digital solutions for brands like Telekom, Coca-Cola or Carlsberg.

- Designed entire screendesigns as well as assetts like icons, badgets, buttons or other UI components or brand-building elements

- Conception and design of advertisment material like newsletter, banners or print-material.

Design Skills

Strategy	Research	Design	Tools
• Experience Maps	• User Interviews	• Sketches	• Sketch
• Personas	• Usability Testing	• Wireframes	• Figma
• User Flows	• Remote Testing	• Site Maps	• InVision
• Storboards	• Surveys	• Prototypes	• OmniGraffle
• Mental Models	• Competitive Analysis	• iOS Design	• Adobe Creative Suite
• Design principles	• Analytics	• Android Design	• HTML/CSS
• Heuristic evaluation	• Heuristic evaluation	• Mobile Web Design	• Design Sprint

Certificates

Certified Scrum Product Owner (2018)
Agile42, Berlin

Certified Design Sprint Facilitator (2018)
Design Sprint Academy, Berlin

Certified Design Sprint Master (2018)
AJ&Smart, Berlin