

CURRICULU

VITA

STEFANIE SIEGMUND

USE

UX DESIGNER
PRODUCT OWNER

EXI

PRO

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OV

CURRICULU

VITAE

THIS IS ME

HUMAN BEING WITH A PASSION FOR OUR USER

I'm a Designer (KISD, Germany) and Design Manager (UAL, UK) by training. I ventured into all kinds of roles: Web Designer, Design Researcher, Design Thinker. In the past years, I worked as User Experience Designer and Product Owner (in web development).

I initiated, exercised, and participated in different projects; I held Design Thinking workshops and presentations, conducted co-creation workshops, and contextual customer interviews. I tested and implemented business hypotheses and requirements as part of an agile web development team.

LOST MY HEART IN JOBURG

I've been working in a corporate environment for a fair amount of time, in which I learned a lot about how businesses function. I quit my permanent job in 2018 to be able to pursue a more flexible lifestyle in terms of the kind of work I do and the places I do it at or from.

I grew up and lived most of my life in Cologne, Germany – and as every Cologne citizen, I am ridiculously in love with my city. But: I do enjoy getting to know other places. My current new city-crush is Johannesburg, South Africa, which is why I continuously spend huge chunks of my time there.

Please follow these links to get a glimpse of the work environment that has shaped my way of thinking in the past few years:

www.digitale-leute.de

<http://www.digitale-leute.de/interview/jessica-hug-communication-manager>

Yello Imagefilm

<https://youtu.be/zBQ9ubiSrDk>

SKILLS

QUALIFICATION

SKILLS

User Centered Testing und Design Methods	* * * *
Agile Mindset	* * * *
Scrum Framework	* * *
Moderation- and Communication Skills	* * *

SOFTWARE

Figma/Sketch	* * * *
Adobe Creative Suite	* * *
Slack / Zoom / Skype / WebEx	* * *
TFS / Jira / Confluence	* * *

OTHER

German	Mothertongue
English	* * *
French/Spanish	*

CERTIFICATIONS

11/2015

»Passionate Product Owner« Using Product Design and Agile Thinking to Create Great Products, Jeff Patton, DE

RECENT WORKSHOPS/ CONFERENCES ATTENDED

11/2024

»FemTech Conference« Women in Tech EMEA Summit Berlin, DE

05/2024

»Config 2024« annual Figma conference, remote

09/2023

»Impact Festival« B2B community for sustainable innovation, DE

06/2023

»Config 2023« annual Figma conference, remote

09/2017

»Happy Startup Summer Camp« talks, workshops, conversation, UK

EXPERIENCE

PROFESSIONAL EXPERIENCE

2018 - today

FREELANCE USER EXPERIENCE DESIGN

denkwerk GmbH (REHAU, eis.de, Motel One), wr&co (Deutsche Telekom), Leker Energie, Mailbutler, SENSITY (Busch-Jaeger/ABB) and other

Create wireframes and early prototypes, test and implement (design) concepts within agile scrum teams for websites and apps

Plan and facilitate user testings, co-creation-workshops and (contextual) user research

Lead and guide junior (UX) designers, closely discuss and define requirements as well as coordinate next steps with product management

Deliver concept presentations and facilitate design sprints

2016-2018

PRODUCT OWNER

Yello Strom GmbH, Köln

Responsible for the existing self-service portals of all three EnBW brands. Obtaining, formulating, planning and prioritizing requirements for the product backlog („Mein Yello“)

Lead one of five development teams. Fulfill sprint goals, implement „objectives and key results“

Responsible for the relaunch of the self-service portal ‚Mein Yello‘ with it's approx. 500,000 customers as part of the corporate's digitization strategy EnPower

Coordinate and implement requirements for existing self-service portals regarding changes to the German Data Protection Act 2018

2010-2016

USER EXPERIENCE DESIGNER

Yello Strom GmbH, Köln

Formulate, test and implement hypotheses and business requirements. Interaction design, design of features and online processes for the existing self-service portal as part of an interdisciplinary scrum team

Introduce Design Thinking through presentations and workshops to the management team and colleagues. Prepare and deliver co-creation workshops with customers as well as contextual user interviews

Participate in the brand relaunch of Yello Strom brand (positioning, tonality). Design and adapt new brand values and elements for digital communication and e-commerce channels (blog, portal, website)

EXPERIENCE

2010 - 2013

FREELANCE USER EXPERIENCE DESIGN

Cologne Systems GmbH, denkwerk GmbH, Studio MEM, University Of Applied Sciences Wuppertal

USER EXPERIENCE DESIGN

Concept and design of several hotel websites and booking processes. Deliver concept presentation and facilitate client workshop. Develop corporate design style guides for different hotel brands

DESIGN MANAGEMENT

Prepare and deliver »Design Thinking« workshop to employees

DESIGN RESEARCH & DESIGN STRATEGY

Support market and positioning analysis. Contribute product visualization for product innovation and user testing

SCIENTIFIC ASSOCIATE

Prepared and formulate content and requirements for a masters program „Innovation“ at University of Wuppertal

04/2008-01/2009

DESIGNER

denkwerk GmbH, Köln

Member of the interdisciplinary »Mobile Competence Team«. Research and documentation of trends and design-relevant developments on »mobile web design«

Develop initial design for the "E-Postbrief" portal. Conceptual implementation as part of an interdisciplinary team

Design mobile internet applications and maintenance of (shop) websites and mailings. Train and coordinate interns involved

Clients: Nokia Deutschland, Deutsche Post, NetCologne, Yavido

09/2006-03/2008

DESIGNER AND PROJECT MANAGER

yellow design | yellow circle, Köln

Project management, redesign and implement extensive product catalog and website

Develop brand strategies. Creative implementation and adaptation for various media within a design team

Design project management (cost calculation, supplier and customer communication)

Clients: BMW, IKA GmbH, IFN Finance, Pelikan

EDUCATION

FORMAL EDUCATION

01/2009-01/2010

MASTER DEGREE PROGRAM »DESIGN MANAGEMENT«

University of the Arts London, School of Creative Enterprise

Study of business-related aspects of design. (Strategic) Design management, design thinking & knowledge management, project management, research methods

Dissertation: »Is design thinking embedded in the development of new service businesses?«

09/2001-07/2006

GRADUATE DEGREE PROGRAM »DESIGN«

Koeln International School of Design

Project-based interdisciplinary design study. Design management, service design, design & ecology, gender and design, corporate design, typography, animation

Diploma on sustainable consumption: »How a product becomes a service.«

01/2004-07/2004

**INTERNATIONAL PROGRAM »MANAGING CORPORATE
COMMUNICATION FROM A DESIGN PERSPECTIVE«**

Hogeschool INHOLLAND Rotterdam

Corporate communication, issue management, design management, creative problem solving

07/1998-01/2001

VOCATIONAL TRAINING MEDIADESIGN (DIGITAL AND PRINT)

Lüttgen & Scholt Werbeagentur, Leverkusen

1998

HIGH SCHOOL

Otto-Hahn-Gymnasium, Bergisch Gladbach

Köln, January 2025

MORE...

POSITIVE THINGS TO SAY ABOUT MYSELF

I have a passion for working with human beings to understand their needs and thinking. I'm happy to explore new spaces, learn and understand different cultures, contexts, and people.

Working in an interdisciplinary agile development team has taught me a solution-focused and delivery-driven style of work and what 'real' teamwork is. I also learned how to communicate openly and how to give and receive feedback.

When I asked my former colleagues for personal feedback, these were the things they said: curious, challenging the status quo and thrilling when it comes to trying new things, calm and chilled at times of pressure, empathy, and a sympathetic ear for fellow human beings.

AND NOT SO POSITIVE THINGS..

I was also told to improve negotiation skills and say 'no' to things more often. I learned that I let my environment know and feel if I'm not happy with circumstances, processes, or outcomes.

I still need to practice setting boundaries. It would be helpful to practice letting go and learn how to compromise for a more significant cause. The two things seem to contradict themselves – but I guess that'll be part of the challenge.



REAL-LIFE PROBLEM-SOLVING EXAMPLE

When I returned from a 5-month sabbatical, I found the team, whose product owner I was, completely frustrated with one specific ,project'. I realized quickly that our stakeholders were unable to specify their requirements. Nor could they consistently answer our questions. The pressure was high due to the legal nature of the ,project'.

I decided to divide the project into smaller features and requirements. We differentiated between the minimum viable kind and those aspects that we could deal with later in the process. We delayed implementation until minimum viable goals and specifications were defined.

This was against a lot of people's expectations. I explained our approach to our stakeholders and management. How and why we were planning on moving forward this way. The team relaxed because they could finally return to their dedicated roles and build stuff.

SIDE HUSTLES

I am passionate about everything lean/agile/design! When I visited Zambia last year, I decided to collaborate with a little handbag workshop in Livingstone. I came back a few months later to spend ten days and introduce scrum tools and processes to the small business. The collaboration will continue in 2019; we're planning to do a design research project to inform the design of future products.

Sport has always played a significant role in my life. I now stepped up my game and became a Certified Classical Pilates Instructor. This experience has been expanding my mental comfort zone significantly.