

CATHERINE ANTHONY

USER EXPERIENCE DESIGNER & RESEARCHER

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PROJECT HIGHLIGHTS

Visual & Brand Designer / izz.ai

FEB 2021 - JUNE 2021 | UNITED INNOVATIONS HOLDING, GmbH, MUNICH

- Designed the visual components, style guide & brand assets in collaboration with developers, brand owners & marketing to create izz.ai's crossplatform website.
- Tracked & measured website KPIs using Google Analytics Dashboard to optimise pages for increased conversion and engagement rates.
- Developed and authored a weekly blog with captivating stories & high-quality, SEO-friendly articles on brand relationships to boost audience traffic and engagement.

UX Designer & Researcher / Bosch Building Technologies

OCT 2019 - JAN 2020 | ROBERT BOSCH GmbH, MUNICH

- Identified challenging concerns about digital buildings by using mixed research methods to understand users' needs, frustrations and behaviour towards such digital spaces.
- Developed B2B and B2C UX Strategies based on Digital Megatrends to focus on solving the key problems faced by users of digital buildings - privacy and data protection.
- Designed high-fidelity mock-ups for a mobile app that addressed users' need for data privacy in digital buildings to test and validate user journeys.
- Managed all stages of the product life cycle using Design Thinking to test viable outcomes with the product team, users, engineers, and stakeholders.

Product-Service Designer/ In-Car Services of the Future

MAR 2019 - SEPT 2019 | BMW, MUNICH

- Collaborated with the market & user research teams, developers & users to explore user needs and market trends of in-car services.
- Created a design strategy for an in-car service using a Product Field Map to derive the problem statement and define the target user.
- Conceptualised the solution using a Triple Diamond model and Google Design Sprint to understand our user's journey and formulate an experience loop.
- Designed a multidevice camera + projected display from paper sketches to 3D visuals & digital mock-ups to test the intuitiveness of the product-service with likely user groups.

UX Designer & Researcher/ AI-driven Customer-Centricity

MAR 2019 - SEPT 2019 | MERCEDES-BENZ CONSULTING GmbH, MUNICH

- Defined variable customer groups & respective desires using Maslow's hierarchy of needs to explore key opportunities for the company.
- Created focused design briefs by ideating a wide & diverse solution space to enable prototyping potential digital interface ideas with the product team and engineers.
- Designed a mock voice assistant & a mobile app to test the experience with customers.

Product-Service Designer & Researcher/ Sustainable Innovation

MAR 2019 - OCT 2019 | STEELCASE, MUNICH

- Analysed the stakeholders' sustainability goals by following a Design Thinking approach to identify obstacles and turn them into opportunities.
- Researched impulses and frictions that drove a sustainable mindset by interviewing experts from various fields like anthropology, design, education, finance, and also employees & stakeholders.
- Based on research data, designed a communication tool to enhance cross-functional team collaboration and dialogue to foster inter-departmental trust and transparency.

SKILLS

Design

UX Strategy
Prototypes
Wireframes
Storytelling
Mock-Ups
Concept Sketches
User Journey Maps
Product MVP Roadmaps

Research

User Research Design
Recruiting
User Interviews
Focus Groups
Usability Testing
Workshop Facilitation
Data Analysis

Soft Skills

Collaboration
Communication
Concept Presentations
Project Planning
Problem Solving
Adaptability
Creative Thinking
Time Management
Team Work

TOOLS

Design

Figma, Affinity,
Adobe XD, Miro,
Sketch, InVision
Basic HTML & CSS,
Wordpress, Elementor

Research

Ethnio, Hotjar,
Userlytics,
Google Optimize

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WORK EXPERIENCE

Career Break due to redundancy

Pro-bono design mentor and family care-giver JUL 2021 - MAR 2022 | IN, DE

- My previous employer was forced to make budget cuts and restructure the organisation. As the business, unfortunately, no longer required full-time designers, my role was made redundant.
- I used the time to provide 24/7 care to my father who had taken seriously ill & support my mother.
- Tutored & mentored local design students in Pune on UX design tools & skills on a pro-bono basis.
- Upgraded software, design & language skills, obtained German B2 CEFR certificate, & participated in a diverse range of professional courses to keep myself up-to-date for new career opportunities.

United Innovations Holding GmbH

Designer & Jr. Marketing Manager NOV 2020 - JUNE 2021 | MUNICH, DE

- Designed and launched cross-platform websites (e-Commerce, e-Mobility, Healthtech) in collaboration with sales, marketing & development teams, and the customers.
- Managed the digital content of advertising strategies of customers to increase the average reach, engagement and conversion rates.
- Measured and tracked customers' brand & marketing KPIs using Google Analytics to optimise landing pages, and redesigned CTAs for increased conversion rates.
- Created and managed clients' social media marketing campaigns.

Working Student - Content Support APR 2020 - SEPT 2020 | MUNICH, DE

- Supported the CMS and sales teams with german to english language translations and content creation for a variety of eCommerce products.
- Designed captivating storefronts and stories on Shopware for eCommerce webshops.
- Trained for HTML & CSS while building websites to deliver smooth digital experiences to users.

Kokal Interior Contracts Pvt. Ltd.

Senior Designer & Project Manager SEPT 2015 - AUG 2018 | PUNE, IN

- Managed the design & production of contract furniture for large-scale luxury hotel projects.
- Collaborated with multidisciplinary teams, created schematic working designs, shop drawings and plans for production, and coordinated shop-floor project phases with the foremen.
- Managed the Furniture, Fixtures and Equipment (FF&E) procurement with vendors, contractors & agencies to match design specifications.
- Produced concept presentations & set up prototypes and mock-ups for client presentations.
- Initiated and coordinated the design, development & launch of the company's own website.

Atelier Homes

Interior Designer & Product Designer APR 2015 - AUG 2015 | PUNE, IN

- Designed a collection of children's modular furniture, wall-finishes and home-textile collection for Atelier's in-house brand - L'Orange.
- Created mood-boards and material mock-ups for client presentations and approvals.
- Managed FF&E procurements, budgetings, payments and project timelines.

Studio Infinity

Interior Designer DEC 2013 - MAR 2015 | PUNE, IN

- Designed and delivered accurate working drawings of residential and commercial interior projects.
- Coordinated project goals and timelines with contractors & external teams for high-quality results.
- Oversaw material selection, budgeting, client approvals, and timely execution of project phases.
- Mentored and trained new designers and interns.

EDUCATION

M.A. Design Management

OCT 2018 - SEPT 2020

Macromedia University Of Applied Sciences - Munich, DE

B.Sc. Biotechnology

JUNE 2010 - APR 2013

University Of Pune - Pune, IN
(Fergusson College Of Science)

Dip. Interior Design

JUNE 2011 - APR 2012

International Institute Of Fashion Design - Pune, IN

ACHIEVEMENTS

Engagement Stipendium

AUG 2021 - DEC 2022

German Academic Exchange Service (DAAD) - For strengthening international academic collaboration

Employee Of The Month

OCT 2014, JAN 2015

Studio Infinity (Pune)

APRIL 2016

Kokal Interior Contracts Pvt. Ltd.

LANGUAGES

German - CEFR Level B2

English - Native

Malayalam - Native

Hindi - Native

Marathi - Native

Swedish - Beginner

SPECIALIZATIONS

- Human-Computer Interaction
- Decision Making Processes (Behavioral, Cognitive)
- Design Thinking
- Qualitative & Quantitative Research
- Human Centered Design
- User Centered Design