

UTA JANZEN

Senior UX/UI Product Designer & Researcher

Berlin, Germany | utajnz@gmail.com | [linkedin.com/in/utajanzen](https://www.linkedin.com/in/utajanzen) | utajanzen.com

PROFILE

Senior UX/UI Product Designer and Researcher with 8+ years of continuous experience (since 2018; frontend foundations since 2015) spanning enterprise B2B software, D2C/e-commerce, and early-stage startups. Led UX for a global automotive aftersales platform serving 5,000+ dealerships across 54 countries at IBM iX, within a 15-person Agile team, owning design-system architecture, design tokens, and WCAG-compliant pattern libraries end to end. Background also includes full-cycle transactional flow design (bookings, checkouts, payout processes), Shopify storefront ownership, and data-driven optimization (Google Analytics, A/B testing) that delivered a ~30% conversion-rate increase. Co-founded an EXIST-funded and Hessen-Ideen-backed startup as sole Product Designer, and holds an M.A. in Leadership in Digital Innovation (UdK Berlin, grade 1.3), with a thesis on AI governance and UX practice. Experienced aligning cross-functional stakeholders — product, engineering, and business — through Agile/SAFe delivery, and increasingly applies AI-assisted workflows to design and research.

CORE SKILLS

- UX Research: qualitative & quantitative methods, user interviews, workshops, usability testing
- UX/UI Design: user flows, wireframes, mockups, interactive prototypes, responsive cross-platform design
- Design Systems: component libraries, design tokens, UI pattern guides, accessibility standards (WCAG)
- Transactional & E-Commerce Flows: bookings, checkout, subscription-adjacent flows, payout processes
- Data & Analytics: Google Analytics, KPI reporting, A/B testing, conversion optimization
- AI-Driven Design: AI-assisted prototyping workflows, AI governance research
- Stakeholder Management & Agile: cross-functional alignment across product, engineering, and business stakeholders; Agile/SAFe delivery
- Tools: Figma, Sketch, Shopify, Jira, Confluence, Notion, Google Analytics
- Languages: German (native), English (C1)

EXPERIENCE

Freelance Product Designer

01/2026 – present

Self-employed, Berlin

- UX/UI design and UX research for B2B and startup projects, with a focus on design systems, enterprise platforms, and AI integration

UX/UI Designer (Master@IBM Program)

10/2021 – 03/2024

IBM iX, Hamburg

- Led design for multiple features on a global service platform serving 5,000+ dealer locations across 50+ countries, as part of a 15-person Agile team
- Owned design-system architecture end to end — color systems, dark-mode integration, component tokens — adopted company-wide, plus WCAG accessibility standards
- Planned and conducted UX research (user interviews, workshops, usability testing) that directly shaped feature decisions across the platform

Co-Founder & Product Designer

06/2021 – 05/2024

Tapari, Darmstadt

- As a founding team member, owned UX/UI design, brand identity, and product concept end to end for a screen-free, sensor-based interactive play rug for children (ages 3–8) paired with interactive audio stories — kids move a physical figure to different spots on the rug to make decisions that shape the story; secured EXIST and Hessen-Ideen grant funding

Jr. Marketing Manager and UX/UI Designer

06/2020 – 10/2021

bevelop GmbH, Aschaffenburg

- Designed the end-to-end booking flow for "Beat & Breakfast," moving a vacation-rental business from offline/email booking to a seamless online flow
- Owned Shopify storefront setup and web analytics/performance optimization for a sub-brand (Facebook Ads, A/B testing, Google Analytics), driving a ~30% conversion-rate increase

UX Designer, Freelance

01/2020 – 03/2020

Online Agency, Melbourne (AU)

- Short-term freelance engagement for a local agency during a stay in Australia

UX/UI Designer, Working Student

05/2018 – 07/2019

circl.link GmbH, Mainz

- Designed transactional flows (purchase processes, payout processes) for an e-commerce affiliate-marketing platform; built and maintained the CI/CD styleguide

Frontend Developer, Working Student

06/2015 – 05/2018

codecastle GmbH, Dieburg

- Frontend development (HTML5, CSS, SCSS, JavaScript) and responsive implementation for client projects on WordPress/TYPO3

EDUCATION

M.A. Leadership in Digital Innovation

04/2024 – 12/2025 • Grade: 1.3

Universität der Künste (UdK) Berlin

- Thesis on AI-governance gaps in UX product teams, triangulating ISO/IEC 42001, ISO/IEC 5338, NIST AI RMF, and Google PAIR against industry practice

B.A. Interactive Media Design

2015 – 2019 • Grade: 1.8

Hochschule Darmstadt

CERTIFICATIONS

- IxDF: AI for Designers (2024)
- IxDF: How to Create Successful Design Systems with Storytelling (2023)
- IxDF: Conceptual Models – A Guide to Intuitive Design (2023)
- IxDF: Introduction to Digital Accessibility (2023)
- IBM Garage Essentials (2022) • IBM Method Essentials (2022)
- IBM Enterprise Design Thinking Practitioner (2021)