





# AMANDA LOW

## UX DESIGNER

UX · UI · Digital Marketing · Project Management

-  [amandalow.design](https://amandalow.design)
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-  [github.com/amanda-low](https://github.com/amanda-low)



### **I'm a UX Designer with an e-commerce background.**

I'm currently a full-time UX Designer at advanced care platform Afilio. Previously, I've worked as a freelance UX Designer at GOALGIRLS creative agency, and have 8 years of experience creating marketing experiences in fashion, beauty, and health.

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## WORK EXPERIENCE

- Jan 2021- Present ● **Afilio Gesellschaft für Vorsorge mbH (Berlin)**  
**UX Designer**
- Responsible for design of care benefits product "Pflegekompas" (portal, calculator, and form) inc. research, concept development, wireframing, implementation, and testing. Achieved NPS score 54.5.
  - Testing, research and improvements on living will product.
  - UI overhaul of blog, working with design system, and SEO structure.
- Apr 2020 - Sep 2020 (6 mos) ● **co-creagency (GOALGIRLS) GmbH (Berlin)**  
**UX Designer (Freelance)**
- Responsible for design of agency member database inc. user research, information architecture, prototyping, UI Design, and code.
  - Developing agency campaigns through ideation sprints.
- Jul 2017 - Aug 2019 (2 yr 2 mos) ● **Horizn Studios GmbH (Berlin)**  
**Team Lead Marketplace, CRM & Partnerships**
- Managed CRM team. Responsible for concept, visuals and content for e-mail campaigns inc. newsletters and LPs. Global campaign setup inc. customer segmentation and user behaviour tracking, optimising OR and CTR.
  - Responsible for Marketplace (Amazon EU, Farfetch, and Zalando) forecasting, logistics, content, and systems integration. Increased Marketplaces share of total online revenue from 16% (Aug 2017) to 28% (March 2018).
  - Responsible for performance-based partnerships inc. partner acquisition, optimising banner/LP content, and campaign concepts. Developed affiliate channel to 5% CR and Corporate Benefits to 7% CR and lowest CPO channel.
- Sep 2016 - Jul 2017 (11 mos) ● **EyeEm Mobile GmbH (Berlin)**  
**Metadata Specialist (Freelance)**
- Computer vision metadata evaluation and editing, developing the tagging and captioning algorithm to enhance photo categorisation experience.
- Feb 2015 -Aug 2016 (1 yr 7 mos) ● **Self Employed (Berlin)**  
**Digital Marketing Consultant/Writer (Freelance)**
- Ground Magazine, Ypsilonegro film, Dying To Divorce film, Tzuji fashion
- Dec 2013 - Oct 2014 (11 mos) ● **nu3 GmbH (Berlin)**  
**Team Lead International / Senior Affiliate Marketing Manager**
- Managed nu3 International team, working on the digital marketing launch of new markets inc. customer analysis, market research, and optimising sales funnels.
  - Managed Affiliate channel. Responsible for partner acquisition, optimising banner/LP content, and organising campaigns.
- Feb 2012- Nov 2013 (1 yr 10 mos) ● **Glossybox Beauty Trend GmbH (Berlin)**  
**SEO & Affiliate Marketing Manager**
- Managed Affiliate team. Responsible for partner acquisition, optimising banner/LP content, and organising campaigns. Built channel to over 500 partners.
  - Managed SEO team. Responsible for optimising website structure and content/link building to strengthen SEO rankings during launch phase. Built channel to 10 markets.

## EDUCATION

**Ironhack Berlin**  
2020-2020  
UX/UI Design Bootcamp

**Uni. of South Australia**  
2003-2006  
BMgmt Marketing  
BA International Studies

**Nagoya Uni. of Foreign Studies**  
2004-2005  
Japanese Lang. Program

## SKILLS

**UX**  
User Research · Usability Testing · Wireframing · Prototyping · Information Architecture · Interaction Design · Agile · HTML · CSS · Data Analysis · A/B Testing

**Other**  
Online Marketing (Affiliate, SEO, SEM, CRM, Marketplace) · Project Management

**Tools**  
Figma · Sketch · Adobe XD · InVision · Principle · Miro · Photoshop · Google Analytics · Amplitude · Hotjar

## LANGUAGES

**English** Native  
**German** Fluent (C1)  
**Japanese** Intermediate (A2)

## HOBBIES

Yoga  
Writing  
Coding