CHRISTINA KORN

Senior Experience Designer & Business Consultant

In my 12+ years of design experience, I have developed UX workflows, strategies, and user research for Fortune 500 clients, medium and small companies alike. I conceptualize and lead end-to-end product design life cycles working across a range of digital products that include SaaS, B2B, and B2C. I am interested in research, behavior, and psychology.

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in linkedin.com/in/christinakorn

▥ Remote (currently in Canada)

WORK EXPERIENCE

USER EXPERIENCE & BUSINESS CONSULTANT
Freelance / Self-Employed

May 2010 — Present

- Consulting with clients to understand their business goals.
- Leading user research, discovering the end user's pain points and aligning those insights with business goals to create a strategy or roadmap.
- Facilitating collaborative brainstorming sessions, design workshops, design sprints, and usability tests remote or in person.
- Creating wireframes, journey maps, storyboards, sitemaps, screen flows and product prototypes.
- Analyzing user feedback and activity, and iterating to enhance the user experience.

SENIOR CONSULTANT USER EXPERIENCE & USER RESEARCH
Pegasystems GmbH | Munich, Germany

Nov 2018 — Oct 2022

Pega is the leader in enterprise SaaS (Software as a Service) for digital transformation, customer engagement, and operational excellence.

- Lead design for international brands like Vodafone, Barclays, Unilever, Mondelez and Nokia across all project stages, from research to concept and delivery. Closely collaborating with product owners, business analysts, stakeholders, and engineers in an agile environment.
- Organized and facilitated 2 remote usability tests with 6 participants each. Insights gained resulted in a 50% reduction in processing time with the first go-live of a banking back office solution for DKB (Deutsche Kreditbank).
- Conducted a heuristic evaluation and 2 remote usability tests with 11 tax advisors and small business owners. We were able to simplify the application workflow, optimize the decisioning process and reduce operational costs for the German Corona Bridging Aid.
- Collaborated with subject matter experts and end users on the flow and usability of a Royal Air Force (UK) recruitment application that is estimated to save over 18.000 effort hours per year.

UX & UI DESIGNER (Contract)
Nash Direct GmbH (for Océ Printing Systems, Poing, Germany)

Nov 2017 — July 2018

Océ, now Canon Production Printing, develops, manufactures and sells printing and copying hardware and related software.

- Optimized usability for responsive web-based hardware touch panels for digital high-volume industrial and commercial printers.
- Collected and evaluated user feedback after in-person observations and usability tests at the printer.
- Defined, planned, and supervised the introduction of user behavior data analytics software developed in-house to analyze flows and usability.

SKILLS

Design
Product Strategy, Human-centered Design, Design Thinking, Design Sprints, Workshop Facilitation, Information Architecture, Personas, Journey Mapping, Wireframing, Prototyping, MockUps, Design Systems, Interaction Design

Research
User Interviews, Focus Groups, Audits, User Observations, Usability Testing, Surveys, Competitive Analysis, Heuristic Evaluations, A/B Testing, Research Reports

Tools
Sketch, Figma, Adobe XD, Photoshop, InDesign, Illustrator, Mural, Miro, Invision, Axure, Zeplin, Balsamiq, Slack, Jira, Confluence, Trello, Hotjar, Google Analytics, Microsoft Office

Languages
German (native), English (fluent), Spanish (basic)

EDUCATION

Web Design
Certification
Symboulos Consulting, Nuremberg, Germany

Digital Media
Bachelor Professional CCI
Chambers Of Commerce & Industry, Munich, Germany

Management Assistant for Digital and Print Media
Apprenticeship
Die Kitzinger + Report, Kitzingen, Germany

Abitur (High School Diploma)
Gymnasium Marktbreit, Marktbreit, Germany

ECOMMERCE ADMINISTRATOR & UX DESIGNER (Contract)   Feb 2017 – Jun 2017
Dyrand Systems Inc. | Vancouver, BC, Canada

Specializes in managed IT services, providing IT support and cloud computing services for small and medium-sized businesses across Canada and the US.

- Created an online B2B eCommerce system with WooCommerce.
- Organized, labeled and structured information and content for the services and products sold online to support usability and findability.
- Established user flows and sketched user journeys across all touchpoints.
- Developed user personas and defined a site map for the online shop.

WEB & GRAPHIC DESIGNER (Contract)   Oct 2016 – Feb 2017
Sinclair Dental Co. Ltd | North Vancouver, BC, Canada

Fastest growing, full-service dental supply company in Canada.

- Curated content (high-resolution images, texts) for the online shop relaunch and reached goal 50% faster than expected.
- Developed marketing material (flyers, catalogues, ads) for external and internal use, both for print and web distribution.

UX WEB DESIGNER & WEB DEVELOPER   Jun 2014 – Jun 2016
MULTA MEDIO Informationssysteme AG | Würzburg, Germany

Developing complex web applications, apps, learning platforms as well as completely individual software solutions with focus on IT, lottery, and E-learning.

- Led, trained, and directed a team of three designers to redesign the websites of the German national lottery for 7 out of 16 federal states. Used customer feedback, heat maps and analytics data to guide the new flows.
- Developed and executed creative concepts and designs for websites, user interfaces, and mobile apps to improve look and feel and user experience.
- Created wireframes, screen designs, and mockups in Photoshop, as well as prototypes with Invision for mobile, tablet, and desktop applications.

WEB & GRAPHIC DESIGNER (Contract)   Nov 2011 – Nov 2013
Authentic Style Vertriebs GmbH | Marktbreit, Germany

One of the leading German fashion companies in the area of young fashion. Their online shop , Fashion5.de, has gone online in November 2011.

- Managed and executed end-to-end eMail campaigns for Fashion5, including graphic design, deliverability testing, template design, optimization, and analysis. Improved open rates, click-through rates, and conversion rates.
- Analyzed, identified trends, and optimized online programs' performance through web metrics, A/B tests, and competitive analysis. Streamlined usabilty and branding according to the target user group.

OTHER PROFESSIONAL EXPERIENCES

Sales & Marketing Assistant   May 2010 – Nov 2011
EME Energie Management Eberlein GmbH | Kitzingen, Germany

Media & Marketing Intern   Apr 2008 – Nov 2008
Goldforest Inc. | Hollywood, Florida, USA

Office Clerk & Sales Assistant   Mar 2008 – Aug 2001
Krick Industrie- und Handelswerbung GmbH + Co. KG
Eibelstadt, Germany

CERTIFICATES

Conversion Rate Optimization | 2023
Minidegree
CXL (ConversionXL)

Design Sprint Masterclass | 2020
Certification
AJ&Smart, Berlin, Germany

Human-Computer Interaction | 2019
Certification
Interaction Design Foundation (IDF)

Digital Marketing | 2017
Certification
RED Academy, Vancouver, BC, Canada

User Experience Design | 2016
Certification
RED Academy, Vancouver, BC, Canada

AWARDS

Pega Project Feedback Recognition Award | June 2020
Ability to combine thought leadership with excellent teamwork to help the customer to be successful

Pega Hackathon Award - Best in Design EMEA & Best in Design Worldwide | Apr 2019
24 hour Pega Hackathon where a team of 3 System Architects, 1 User Iinterface Solution Developer and me (Experience Designer) developed a suite of security tools to be controlled and monitored through one central dashboard in the application