Resume

Strategic Catalyst for Digital Products

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Profile

I wrangle complexity for a living – helping teams shape digital products that don't just tick boxes, but actually make a difference. I've got a background in UX and strategy, but really, I'm in the business of connecting dots – between people, ideas, and the bigger picture. I ask the curly questions, cut through the fluff, and keep things real.

I'm a visionary – not the floaty kind, more the sharp-eyed realist on two wheels. I see where we need to go and help others get there, one clean sprint at a time. I ride road and gravel to clear my head and find direction. Zodiac: Coffee. Ascendant: Apple Pie. I'm fuelled by purpose, pastry and progress. No fluff, no ego, just movement, momentum – and the occasional espresso-fuelled epiphany.

Career

since Aug 2025

Die Haftpflichtkasse

Digital Experience Manager

Lead user experience across key digital platforms. Develop a holistic UX strategy that puts customers at the core. Define relevant UX metrics and build operational foundations for design ops and research ops. Enable continuous customer insight through scalable frameworks and strong collaboration.

Jan 2020 – Sep 2022

Experience One

Senior User Experience Designer

Contributed to the design of customer-centric digital platforms with a strong strategic and research-driven foundation. Translated user insights into actionable input for product teams. Responsibilities included stakeholder workshops, user research, and the creation of strategic design artefacts such as personas and user journeys.

Clients: Smart, Mercedes-Benz Vans, AOK Bundesverband, KIA Europe

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Oct 2018 – Feb 2019

CGI

Senior Consultant

Developed employer marketing strategy for the automotive unit. Combined strategic research with mentoring and internal enablement.

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since Dec 2017

Freelancer

Principal Experience Strategist

Support organisations in digital transformation initiatives through strategic research, agile enablement, and product-focused consulting. Lay the groundwork for scalable digital services by aligning user needs, business goals and delivery structures. Advise on methods and processes to strengthen digital capabilities.

Clients: Die Haftpflichtkasse, DACHSER, Japan Tobacco International, innogy

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Jun 2016 – Nov 2017

MRM//McCann

Senior User Experience Consultant

UX strategy and agile product development for a major retail client. Delivered research, user stories, interaction flows, and wireframes.

Clients: ALDI Nord

May 2014 – Jun 2015

PR Germany

Chief Experience Officer & Head of Product

Set up and led a digital spin-off. Defined product vision, MVP, and agile processes for a B2B SaaS solution in the construction sector.

Mar 2013 – Oct 2013

SapientNitro

Senior Information Architect

Designed mobile experiences and platform extensions. Focus on navigation models, prototyping, and UX architecture.

Clients: REWE, Aegean Airlines, Lufthansa, Miles & More, AUDI

Oct 2011 – May 2016

Freelancer

Senior User Experience Consultant

UX and product strategy across industries. Designed concepts, information architectures, and digital services.

Clients: Deutsche Telekom, Daimler, Direct Line, Red 5 Studios, Congstar, n-tv

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May 2008 – Sep 2011

nexum

Consultant and Concept Designer

Worked on UX design and concept development for large-scale digital platforms. Contributed to one of the first German UX blogs, ux-zentrisch.

Clients: Coop (CH), REWE Group, Telefónica O2, Hertha BSC, Deutsche Eishockey Liga

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Jan 2007 – Nov 2007

Pixelpark

Graduand: Consulting and Concept Design

Research and concept development for an EU-funded project on interactive live TV. Developed recommender logic and user flows.

Dec 2003 – Feb 2010

Freelancer

Concept Designer and Web Developer

End-to-end delivery of digital products. Concept design, IA, frontend, and CMS integration.

Clients: Samsung, KL megla, FDP Oberberg, Junge Union Oberberg, nexum

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Education

Cologne University of Applied Sciences

Sep 2004 – Jan 2008 — Media informatics, Master of Science

Focused on HCI, interaction design and digital media. Gained additional skills in development methodology, project management and accessibility.

- Master's thesis on recommender systems for interactive live TV (published at EuroITV 2008)
- Server development for campus-wide directory services

University of Applied Sciences Bonn-Rhein-Sieg

Apr 2004 – Aug 2004 — Computer Science, Master of Science

Studied colour theory, object-oriented component architecture, medical informatics and theoretical computer science.

Cologne University of Applied Sciences

Sep 2000 – Mar 2004 — Media informatics, Bachelor of Science

Emphasis on HCI, multimedia project management and operating systems.

- Bachelor thesis on the usability of a Siemens e-learning platform
- Photo geocoding app design
- SMS server concept and development for student–university communication

Skills

Languages

- German (mother tongue)
- English (fluent)
- French (fluent)
- Swedish (basic)
- Dutch (basic)
- Hebrew (basic)

Methods

- Customer Journeys, User Stories, Story Mapping
- Business Model & Value Proposition Canvas, Jobs to Be Done (JTBD)
- Personas, Scenarios, Use Cases
- Card Sorting, Ethnographic Research, Co-Creation Workshops
- Wireframes, Prototypes
- DesignOps, Design Principles & Governance

Tools

- Figma, FigJam, Axure RP
- Miro, Mural
- Storybook, Notion, Jira, Confluence, Git
- Microsoft Office, Google Workspace, Apple Keynote, Slack
- Paper & pen, index cards, whiteboards, stickies

Certificates

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- Professional Scrum Master™ II (PSM II) – 2025
- Change Management Foundation (APMG) – 2024
- Professional Agile Leadership™ I (PAL I) – 2023
- Professional Scrum Master™ I (PSM I) – 2018
- Professional Scrum Product Owner™ I (PSPO I) – 2014

Publications

Predicting future user behaviour in interactive live TV

June 2008

Martin Gude, Stefan M. Grünvogel & Andreas Pütz. (2008). In Tscheligi, M., Obrist, M. & Lugmayr, A. (edt.), Changing Television Environments, Lecture Notes in Computer Science, Vol. 5066, pp. 117-121, Springer Verlag

Recommender Systems for Live-Transmission in interactive Television: Gathering and Rating User Feedback

Nov. 2007

Martin Gude. Master's Thesis.

Volunteer roles in the UX community

UXcamp Europe

Jun 2018 – Sep 2024 — Co-Organizer

Co-led one of Europe's largest UX Barcamps in Berlin. Responsible for sponsorships, partner relations, merchandise, legal operations, and team building. Developed a reusable framework for event execution.

UXCGN

Mar 2014 – Nov 2016 — Co-Organizer

Built and co-hosted the Cologne-based UX meetup. Created an organisational structure and event format. Established partnerships with local hosts and venues.

UX Camp West

Feb 2015 – Jul 2016 — Co-Organizer

Co-initiated and organised the Düsseldorf/Cologne UX Barcamp. Focused on concept, moderation, and sponsor relations.