# Amélie Therese Yaacoub
## UX / UI Designerin

International Experience | Data-Driven | Team Leadership

E-Mail: a.yaacoub@gmx.de | My Portfolio: www.amelieyaacoub.com

## Summary

UX designer with 5+ years of experience in the strategic development of complex digital products. Specialized in data-driven UX optimization, building scalable structures, and leading interdisciplinary teams. Experience in international enterprise environments (including Google News AI) with a focus on sustainable product quality and business impact.

## Work Experience

### UX Designer at piazza blu
SEP 2025 – PRESENT

Cologne, Germany

- Strategic development of the company website with a focus on information architecture, conversion optimization, and consistent UX
- Development of user-centered content and interaction concepts in close coordination with marketing and development
- Identification and integration of AI application areas to expand digital product offerings
- Responsibility for UX quality assurance and sustainable optimization processes

### UX Strategist at TechMahindra
SEP 2021 – AUG 2025

Lisbon, Portugal

- Ensuring consistent user experience through quality analyses and data evaluation
- Leading an international team (19 people) including training and performance management
- Coordinating with Google stakeholders to further develop UX-relevant product initiatives
- Setting up KPI dashboards for data-based UX optimization

### UX/UI Designer at YDigital Media
JAN 2020 – JUL 2020

Lisbon, Portugal

- Design and implementation of 20 mobile projects for international clients
- Creation of wireframes, prototypes, and interactive mockups
- Presentation of design concepts in agile project environments

### UX Research Internship at Honda
AUG 2019 – DEC 2019

Offenbach am Main, Germany

- Analysis of extensive usability tests and derivation of concrete recommendations for action
- Visualization of test results for cross-team coordination
- Design of conceptual prototypes for a cockpit display feature

## Education

### B. A. in Interactive Media Design
### University of Applied Sciences

Darmstadt, Germany                 2018 – 2021

### Staatlich geprüfte Grafikdesignerin
### Technical College BBS

Aalen, Germany                     2013 – 2016

## Skills & Languages

### UX & Research

- User research (interviews, tests, A/B testing)
- User journeys & user flows
- Wireframing & prototyping (low–high fidelity)
- Design systems & responsive design
- Accessible design

### Tools & Technologien

- Figma, Adobe XD, Photoshop, Illustrator
- Strapi, Hubspot
- HTML, CSS, JavaScript, React
- Jira, Confluence, Git, LLMs (Claude, ChatGPT)

### Methoden

- Design Thinking
- Scrum & Kanban
- Iterative Sprints
- KPI-based optimization

### Languages:

- German (native language)
- English (fluent)
- Portuguese (good knowledge)