

Anissa Ditsche-Klein

Product Owner

Focused on User Interface and User Experience



27.01.1985

CONTACT

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EXPERTISE

- Digital Project + Product Management
- Stakeholder Management
- Agile methods
- Scrum, Kanban, Hybrid
- leading interdisciplinary Teams
- Wireframing
- Software Design
- Graphical User Interface (GUI)
- User Experience (UX)
- Design System
- Brand Development

Product- and Project Management Tools

- Asana
- Breeze
- Zoho Projects + Sprints
- Zoho CRM + Books
- Jira
- ZenHub

Conception and Documentation tools

- Confluence
- Miro, Draw.io
- Google Docs, MS Office

PROFILE

Team-supporting and independent work | quick perception ability to grasp things | cross-departmental/inter-application thinking | FOCUS usability consulting | user experience | user guiding + user engagement | analysis and concise understanding | interface between design and development team | stakeholder management | high-frequency feedback evaluation for added value creation

WORK EXPERIENCE

NOV 2021
– PRESENT

SIDES / (former Simply Delivery), Berlin

Product Owner POS 2.0/ADMIN UI Rebuild

Relaunch, modernisation and further development of the stationary and mobile POS system as part of the cloud-based overall software.

(SaaS-Software as a Service)

Development of a leading ERP system for the catering and hospitality industry.

Establishment of interdisciplinary development teams

- Process optimisation
- Co-supervision of the legacy software rebuild
- Leading internal and external development teams
- Recording and planning of function enhancements and new developments
- Backlog maintenance and evaluation of feature requests from different stakeholders

Product development of:

Customer Facing Display

- Technical implementation, testing, roll-out
- Maintenance and further enhancement

CMS + front-end

- Wordpress, Typo 3
- Basic HTML + CSS

UX/UI and Layout-Tools

- Adobe XD
- InVision
- Figma
- Sketch + Zeplin
- Adobe InDesign
- Illustrator+Photoshop

EDUCATION

Certified Scrum Product Owner®

Scrum Alliance

Westbourne Academy,
Bournemouth, England
ADVANCED LANG. LEVEL

State certified Graphic Designer

Lette-Verein, Berlin

LANGUAGE

German Native speaker

English fluent

JAN 2021
– **OCT 2021**

Simply Delivery GmbH, Berlin

IT Product Manager e-commerce /
Project Manager Websites + Webshop

Budgeting, consulting, design and development process

- Team interface design, frontend + marketing
- Support of the sales team and cost estimation
- Project support for individual webshops
- Consulting on global and store-specific setup
- Wordpress frontend Website-Layout
and development
- Customer advice on DSGVO compliance, basic SEO

Product management webshops

- Recording and planning of function extensions
- Design and Frontend-Briefing
- FOKUS: Admin default shops and individual
theme versions and enhancement

MAR 2019
– **DEC 2021**

LN | Media Agency (part of Simply Delivery GmbH), Berlin

Project Management
/ Deputy agency management

Project management, staff management and customer care for several clients

- Technical support of several agency clients
- Project management for customer projects
of Simply Delivery GmbH as a client
(Websites + individual Webshops)
- SEO optimisation, frontend development
- Wordpress realistaion and customer trainings

DEC 2016
– MAR 2019

LN | Media (Agency), Berlin
Digital Project Management
/ UX/UI Design

**Project management, personnel management
and customer care**

- Realisation of fullresponsive websites, hybrid and web APPs,
- development of Intranet-, Customer- and Administration-Portals

- Leading of design and frontend developer teams
- Supervision of support-clients and individual projects
- Realisation of user interface designs and supervision of implementation by front- and back-end developers
- Planning of staff resources
- Developing layouts with the design team
- Interface for collaboration between design- and development team

Technical care and maintenance of customer software and Wordpress websites

Support and consulting for support-clients in marketing, SEO, technical development and DSGVO compliance

DEC 2014
– DEC 2016

LN | Media (Agency), Berlin
Project Management
/ Graphic+Digital Designer

Consulting and implementation of web projects

- Design of various media in the web and print area.
- Coordination of technical care and maintenance of customer software
- Content-related care and maintenance of websites (Wordpress)

NOV 2012
– APR 2014

Black Sun Plc, London
Digital Designer

Transformation and digitalisation of PRINT annual reports, reportings and sustainability reports into digital web versions through visual storytelling.
Design of content- and data-rich, responsive corporate websites. (Portfolio from FTSE 100 clients)

- MAR 2012**
– **OCT 2012** **GolinHarris (former FUSE/Architect), London**
Junior Digital Designer
Layout realisation of websites, social media applications, and video footage.
- DEC 2011**
– **FEB 2012** **Freelance**
Graphic+Digital Designer
Bogota, Colombia
- AUG 2011**
– **NOV 2011** **Unruly Media, London**
International Campaigns Research
/Graphic Designer
- 2011/2012** **Freelance**
Graphic+Digital Designer
London

EDUCATION

- JAN 2011**
– **JUL 2011** **PBE-Projekt, London, England**
Several internships in Graphic+Digital Design
- SEP 2010**
– **DEC 2010** **Westbourne Academy,**
Bournemouth, England
Language School
- 2007**
– **2010** **Lette-Verein, Berlin**
staatl. gepr. Graphic Designer
- 2005**
– **2006** **J. W. Goethe-Universität, Frankfurt/Main**
Art History
New German Literary Studies

Hausbank München | VS3+ CRM with customer portal Modular software suite for property managers

2018 – 2020

ROLE: UX/UI Designer in the Scrum Team

Close collaboration with external development team (Incowia GmbH) and client (Hausbank München) according to the Scrum framework.

Scrum Team with Innovative IT Solutions and Data Integration

- UX process (research, personas, workshops)
- UI implementation and quality control during implementation
- Support of the Scrum Master and the Product Owner
- Breakdown into sprints with two week iterations
- Intermediate status analyses with the customer

- Realisation of the software branding and micro-website in line with the main brand-guidelines.
- Creation of the GUI of the modular software suite
- Realisation of the UI-Design-System.
- Realisation and implementation of a Digital Living Style Guide.

EDG-Deutschland - European Dental Group

Flemming Dental / Flemming International / Tec+Digital

2015 – 2021

ROLLE: Consulting und Projektbegleitung, Design, tech.+ inhaltliche Wartung

Branding and brand development of the main brands and its sub-areas.
Creation and implementation support of the corporate websites.

- Print and web style guide, concept and layout Living Style Guide,
- User Interface of the Flemming Customer Portal.
- Product catalogue and design manuals for the print area.
- Development and realisation of the Flemming intranet as well as
- Connection and integration of in-house software.
- Concept and development of various applications: internal online shop, Laboratory- and Dentist-Finder with google API connection, Online Price Calculator, Online KVA - for doctors and patient portal.
- Various landing and campaign pages with A/B testing,
- SEO optimisation and DSGVO compliance

KNE | Kompetenzzentrum für Naturschutz und Energiewende
Website development and intranet concept

2017 – 2018

ROLE: UX Design Intranet, Project Management

Concept and realisation of website and intranet

Stadt Ludwigsfelde | *Website and intranet*

FEB 2016 – Ende 2020

ROLE: Digital Consulting and Project anagement

Design and implementation of website and intranet.

Maintenance and technical support. Consulting on further developments.

Hoffmann und Campe Verlag

Various digital projects, e.g. for

BSH Group, BASF, Messe Frankfurt, etc.

EDEL Verlagsgruppe GmbH

Various digital projects e.g. for

edel BOOKS CMS+website incl. connection to Pondus API database,

edel KIDS, edel AG

Media Sales and Service

Various digital projects e.g.

mss-online-Website

NWB-Verlag

Collaboration with the Innovation Hub to develop a job portal

Several years of digital consulting for water utilitie companies

Dahme-Nuthe Wasser, Abwasserbetriebsgesellschaft mbH

MWA Mittelmärkische Wasser- und Abwasser GmbH

Support and consulting of various other clients

BDH, MAX 23 und KFO Meitingen, MCI Deutschland, Sales Insurance