KARINA GRATZE | UX Designer

User Experience Designer with a background in digital design in AdTech. Spearheaded 4 UX research and design initiatives across 2 pods within a 2500+ person organisation, leveraging quantitative and qualitative research and empathetic design thinking. Developed and delivered a Design Thinking presentation to 15 cross-functional team members, resulting in a 15% increase in team-wide adoption of UX methodologies and an environment of trust and openness, driving collective success.

WORK EXPERIENCE

HappyCo *London, UK*
UX Researcher & Designer   *01/2024 - present*
- Synthesized research findings into insights, personas, user stories and hypothesis statements and presented to 15 team members.
- Collaborated with cross-functional teams in early startup environment.
- Led survey workshop and facilitated strategy brainstorming among 5 research team members, utilising lean canvas survey methodology; achieved 100 responses within 24 hours.

CRITEO *London, UK & Barcelona, Spain*
UX Designer   *07/2022 - 06/2023*
- Collaborated with developers and product managers in agile settings, optimising tools and enhancing user experiences.
- Identified issues for an internal troubleshooting tool, interviewed users, tested usability, and clustered insights in affinity diagram, empathy maps and 3 user personas; targeted 47% increase in usage.
- Designed and tested Multi-Ticketing feature; conducted UX QA after update to Criteo design system; delivered on time for sales peak, resulting in time saving of ~50 hours for commercial teams.
- Redesigned Chrome extension to enhance UX, increasing take-up by 25%, halving complaints, providing automation for the field ops team, and saving 1-10 minutes on most of the 25k annual tickets.

CRITEO *London, UK & Barcelona, Spain*
Senior Creative Consultant   *03/2017 - 06/2022*
- Restored client relationship with Skyscanner, crafted performance ads, pitch decks, and organised a creative workshop with 16 client attendees, generating £1M from new audiences.
- Produced and iterated high-performing ads based on creative data, tailored to client branding and objectives, driving engagement, click-through rates, and sales for 400+ clients.
- Directed team of 5 creatives in executing COVID-19 response for travel vertical, creating collateral and conducting a webinar for EMEA consultants; leading to 10+ client pitches and bolstering retention.

ORACLE | Maxymiser *London, UK*
Web / UX Designer   *09/2012 - 03/2017*
- Created A/B and multivariate test layouts for enterprise clients in a fast-growing environment, optimising landing pages, product details pages, forms, and checkouts to uplift conversion rates.
- Examined donation forms for the British Heart Foundation, utilising UX principles and usability heuristics to identify areas for improvement, resulting in a 25% boost in conversion rate after three months of testing.

CONTACT

- London, SE4 (Open to Remote)
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- linkedin.com/in/karina-gratze
- www.karosquare.co.uk

SKILLS

Technical Skills:
- Design Thinking
- User Research
- Information Architecture
- Wireframes & Prototypes
- Design Systems
- Accessibility
- AB Testing
- Visual Design
- Ecommerce
- basic HTML/CSS

Tools and Software:
- Figma, Figjam
- Miro
- Dovetail
- Hotjar
- Adobe CC
- InDesign, Photoshop, Illustrator
- Trello
- JIRA
- Confluence

EDUCATION

CAREERFOUNDRY
Certificate in UX Design
Remote - 10/2023

RSAK
Diploma in Art, Graphic & Communications Design
(Masters Equivalent)
1st Class Distinction
Hennef, Germany - 06/2012

LANGUAGES

Native German, fluent English, basic French and Spanish