

CURRICULU

VITA

STEFANIE SIEGMUND

USE

**UX DESIGNER**  
**PRODUCT OWNER**

EXI

PRO

[WWW.STEFANIE-SIEGMUND.DE](http://WWW.STEFANIE-SIEGMUND.DE)

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CURRICULU

VITAE

# THIS IS ME

## **CURIOUS MIND WITH A PASSION FOR SUSTAINABILITY AND AGILITY**

I'm an experienced designer (KISD, Germany) and certified design manager (UAL, UK) with a background in UX design, product ownership, and design research.

I help teams design meaningful, sustainable digital experiences – grounded in user insight, agile thinking, and intercultural sensitivity.

## **MINDSET OVER METHOD**

I value clarity, ownership, and learning through iteration. I am highly pragmatic and progress-oriented. I believe in 'minimum viable' – in design and in life. Start simple, improve steadily.

Agile frameworks like Scrum provide the alignment teams need to collaborate effectively – from my experience, these ground rules enable everyone to flourish freely and strive to their best.

User-Centered Design and iterative development invite us to listen deeply, stay open to feedback, and embrace uncertainty. It's not just a method – it's a mindset I bring to every project.

## **DESIGN IS PERSONAL**

I work independently – choosing projects that challenge me and environments that inspire me.

Two places that have shaped my life and work are Cologne, my vibrant hometown in Germany, and Johannesburg, South Africa – a second home that has become a consistent source of perspective and energy.

Regular time spent in South Africa continues to enhance my ability to work across cultures, navigate ambiguity, and design with strategic clarity and cultural sensitivity – skills I bring into every collaboration.

# SKILLS

## QUALIFICATION

### SKILLS

UX Research and Design Methods	* * * *
Agile Methods and Scrum	* * * *
Workshop Design and Facilitation	* * *
Stakeholder Communication	* * *

### SOFTWARE

Figma / Miro / Adobe Creative Suite	* * * *
Slack / Zoom / Teams	* * *
TFS / Jira / Confluence	* * *

### OTHER

German	Mothertongue
English	* * *
French/Spanish	*

## CERTIFICATIONS

11/2015

»Passionate Product Owner« Using Product Design and Agile Thinking to Create Great Products, Jeff Patton, DE

## RECENT WORKSHOPS/ CONFERENCES ATTENDED

11/2024

»FemTech Conference« Women in Tech EMEA Summit Berlin, DE

05/2024

»Config 2024« annual Figma conference, remote

09/2023

»Impact Festival« B2B community for sustainable innovation, DE

06/2023

»Config 2023« annual Figma conference, remote

09/2017

»Happy Startup Summer Camp« talks, workshops, conversation, UK

# EXPERIENCE

## PROFESSIONAL EXPERIENCE

2018 - today

### FREELANCE USER EXPERIENCE DESIGN

*ABB, Busch Jaeger, denkwerk GmbH, Mailbutler, Lekker Energie, Sensity, Spized GmbH, REHAU BS, Deutsche Telekom, wr&co*

### CUSTOMER JOURNEY MANAGEMENT

Conduct qualitative (and quantitative) research, create customer journey maps as well as support newly established team and processes

### USER EXPERIENCE DESIGN

Create wireframes and early prototypes, test and implement (design) concepts within agile scrum teams

Plan and facilitate co-creation-workshops and (contextual) user research

Deliver concept presentations and facilitate design sprints

### UX / PRODUCT OWNERSHIP

Lead and guide junior (UX) designers, closely discuss and define requirements as well as coordinate next steps with product management

2016-2018

### PRODUCT OWNER

*Yello Strom GmbH, Köln*

Responsible for the existing self-service portals of all three EnBW brands. Obtaining, formulating, planning and prioritizing requirements for the product backlog („Mein Yello“)

Lead one of five development teams. Fulfill sprint goals, implement „objectives and key results“

Responsible for the relaunch of the self-service portal „Mein Yello“ with it's approx. 500,000 customers as part of the corporate's digitization strategy EnPower

Coordinate and implement requirements for existing self-service portals regarding changes to the German Data Protection Act 2018

2010-2016

### USER EXPERIENCE DESIGNER

*Yello Strom GmbH, Köln*

Formulate, test and implement hypotheses and business requirements.

Interaction design, design of features and online processes for the existing self-service portal as part of an interdisciplinary scrum team

Introduce Design Thinking through presentations and workshops to the management team and colleagues. Prepare and deliver co-creation workshops with customers as well as contextual user interviews

# EXPERIENCE

Participate in the brand relaunch of Yello Strom brand (positioning, tonality). Design and adapt new brand values and elements for digital communication and e-commerce channels (blog, portal, website)

2010 - 2013

## FREELANCE USER EXPERIENCE DESIGN

*Cologne Systems GmbH, denkwerk GmbH, Studio MEM, University Of Applied Sciences Wuppertal*

### USER EXPERIENCE DESIGN

Concept and design of several hotel websites and booking processes. Deliver concept presentation and facilitate client workshop. Develop corporate design style guides for different hotel brands

### DESIGN MANAGEMENT

Prepare and deliver »Design Thinking« workshop to employees

### DESIGN RESEARCH & DESIGN STRATEGY

Support market and positioning analysis. Contribute product visualization for product innovation and user testing

### SCIENTIFIC ASSOCIATE

Prepared and formulate content and requirements for a masters program „Innovation“ at University of Wuppertal

04/2008-01/2009

## DESIGNER

*denkwerk GmbH, Köln*

Member of the interdisciplinary »Mobile Competence Team«. Research and documentation of trends and design-relevant developments on »mobile web design«

Develop initial design for the "E-Postbrief" portal. Conceptual implementation as part of an interdisciplinary team

Design mobile internet applications and maintenance of (shop) websites and mailings. Train and coordinate interns involved

*Clients: Nokia Deutschland, Deutsche Post, NetCologne, Yavido*

09/2006-03/2008

## DESIGNER AND PROJECT MANAGER

*yellow design / yellow circle, Köln*

Project management, redesign and implement extensive product catalog and website

Develop brand strategies. Creative implementation and adaptation for various media within a design team

Design project management (cost calculation, supplier and customer communication)

*Clients: BMW, IKA GmbH, IFN Finance, Pelikan*

# EDUCATION

## FORMAL EDUCATION

01/2009 - 01/2010

### MASTER DEGREE PROGRAM »DESIGN MANAGEMENT«

*University of the Arts London, School of Creative Enterprise*

Study of business-related aspects of design. (Strategic) Design management, design thinking & knowledge management, project management, research methods

Dissertation: »Is design thinking embedded in the development of new service businesses?«

09/2001 - 07/2006

### GRADUATE DEGREE PROGRAM »DESIGN«

*Koeln International School of Design*

Project-based interdisciplinary design study. Design management, service design, design & ecology, gender and design, corporate design, typography, animation

Diploma on sustainable consumption: »How a product becomes a service.«

01/2004 - 07/2004

### INTERNATIONAL PROGRAM »MANAGING CORPORATE COMMUNICATION FROM A DESIGN PERSPECTIVE«

*Hogeschool INHOLLAND Rotterdam*

Corporate communication, issue management, design management, creative problem solving

07/1998 - 01/2001

### VOCATIONAL TRAINING MEDIADESIGN (DIGITAL AND PRINT)

*Lüttgen & Scholt Werbeagentur, Leverkusen*

1998

### HIGH SCHOOL

*Otto-Hahn-Gymnasium, Bergisch Gladbach*

Cologne, April 2025

# MORE...

## REAL-LIFE PROBLEM-SOLVING EXAMPLE

When I returned to my PO role after some time away, the team was frustrated with a specific legal project. The stakeholders struggled to define their requirements, and consistent answers to our questions were lacking.

With the legal pressure high, I decided to break the project into smaller features and requirements, focusing first on the minimum viable ones. We postponed implementation until the requirements were clear, going against expectations. I explained how this came about and why it was necessary to stakeholders and management. The team finally relaxed and could focus on their core tasks again.

## SIDE HUSTLES

I am passionate about everything lean/agile/design! When I visited Zambia last year, I decided to collaborate with a little handbag workshop in Livingstone. I came back a few months later to spend ten days and introduce scrum tools and processes to the small business. The collaboration will continue in 2019; we're planning to do a design research project to inform the design of future products.

Sport has always played a significant role in my life. I now stepped up my game and became a Certified Classical Pilates Instructor. This experience has been expanding my mental comfort zone significantly.