

# LAURA JOSEPHINE OECHEL

PRODUCT DESIGNER

SAAS B2B & RESEARCH FOCUS

Hello! I specialize in creating clean, cohesive experiences that serve function, feasibility and look fire at the same time.

My approach to UX design is rooted in Research - deeply understanding the needs of business and user-groups, identifying the challenges they are presented with, and to find design solutions that resonate.

I rely on data-driven insights, collaborative brainstorming and thorough UX testing to ensure my designs deliver impactful experiences, that meet our OKRs.

#### View Portfolio

#### **SKILLS**

- Holistic Product Design
- Al-Driven User Experiences
- Generative Research
- Wireframing
- Collaboration Tools: Miro, ProdPad & Asana
- Figma
- · Adobe Suite
- Framer

## DESIGN METHODS

- Qualitative Research: JTBD Interviews, Market
   Research, Hotjar Analytics, Personas, User Testing
- Quantitative Research: Post-task Surveys, Support Tickets, Mixpanel Analytics
- UX Design: Heuristics, Design Thinking Cycle, IA, Mind Mapping, MVO & MVP, UX Canvas, Reports
- Ul Design: Atomic Design, Colour Theories, JTBD

## LANGUAGES

• German: Native

• English: Professional

Portuguese: Basic

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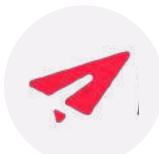
• Spanish: Basic

## **EDUCATION**

UX/UI Design – Certified further education
Aug 2021 - Oct 2021 / Ironhack
Lisbon, Portugal

Animated Movies 2D/3D – Diploma Grade: 1.7
Oct 2010 - July 2016 / Filmuniversität Babelsberg
Potsdam, Germany

#### WORK EXPERIENCE



## UX Designer at rapidmail GmbH

July 2022 - May 2025 / Full-time Lisbon, Portugal - Freiburg, Germany

B2B SaaS for eye-catching and efficient newsletter campaigns.

- 2024/25: End-to-end development of new AI feature Problem statement, research, ideation, High-Fidelity Prototypes, UX testing, User testing, internal dogfooding. 8% Adoption rate as of March 2025.
- 2025: A/B Test of new Pricing-page to optimize conversion
- 2025: Design System for Figma
- 2024: Designed and delivered new In-app Help Center and automation features including User flows, problem statement, prototyping of key functionalities, UX testing and release support.
- 2024: Designed gamification for a new sign-up survey, resulting in a 116% increase in task completion.
- 2023: Onboarding Experience / Dashboard Iteration Problem Statement, Research, Ideation, Wireframing, UX Testing
- 2022: Led the end-to-end UX design and implementation of advanced filtering features for deeper insights into recipient engagement
- 2022: Conducted an in-depth benchmarking analysis of major newsletter providers to identify market trends, feature gaps, pricing trends and UX opportunities.



## **UX/UI** and Motion Designer at Neuwaerts

Feb 2022 - June 2022 / Full-time Hannover, Germany

Full service agency for marketing and digital transformation:

- Transformationswerk: UX/UI design of new website including prototyping, visual rebranding, logo creation and development of a scalable Figma style guide
- Beluga Reisen: UX Audit to identify usability issues
- LBS Zukunftswaende: Motion Design and Creative Ads to support campaign goals and emphasize visual storytelling
- Metropolregion.de: UI and interaction design concepts to improve user engagement



## Visual Designer at Laura Loves Colours

July 2018 - Dec 2021 / Freelancer Berlin, Germany

UI & Graphic Design, Book Illustration, Video Editing and Motion Design



Motion Designer at Full of Grace Music & Media

Oct 2016 - June 2018 / Full-time Berlin, Germany

Full service agency for Music Production, Marketing, Video and Audio:

 Delivered over 10 creative projects annually, including marketing design, motion graphics, illustrations, and ad creatives for artists under the Universal Music Group and clients like Zalando.



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