



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**
- **AI-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
- **UI Design:** Atomic Design, Colour Theories, JTBD

LANGUAGES

- **German:** Native
- **English:** Professional
- **Portuguese:** Basic
- **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.



LAURA JOSEPHINE OECHEL

E-Mail: laura.oechel@gmail.com
Mobile: +49 163 / 6805711
Location: Lisbon, Portugal