

# Strategy + Design

MARIE OMANN

Experience Designer &  
Strategist (UX/UI)

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Driven by a passion for creating and orchestrating effective and delightful product experiences, I design with the aim of creating sustainable business impact through user centered design.

I combine analytical, strategic and creative skills in order to ensure that business, technology and design work together as mutually empowering dynamics directed towards clearly defined goals.

I invite you to discover my profile and experience in the following pages. For more insights to my work, please refer to my [Portfolio](#). Note that most projects are password protected. If interested, don't hesitate to [get in touch!](#)

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## PROFILE

With over 10 years of experience, from design and creative direction to creating UX strategies for innovative products, I have a multifaceted skill set that allows me to cover the entire UX design process.

### UNDERSTANDING THE CHALLENGE

I assist product leadership in defining clear product value propositions aligned with company business goals, vision and strategy.

I leverage insights in technological and societal innovation in order to design products that reflect the "state of the art".

### UNDERSTANDING THE CONTEXT

I gather and analyze contextual data (consumer & market) in order to ensure that decisions are data driven.

I design with empathy for the defined target end user using Emotional Design techniques in order to create deep and lasting connections between product/brand and user.

### GETTING REAL

I transform ideas into tangible concepts. From initial ideation to high definition prototypes, I direct design with purpose and ensure that design standards are inspired not only by "best practices" - but by the best practices as used by the most successful design teams today.

I create design guidelines (guiding principles, system, libraries) that allow for iteration and scalability as well as for efficient collaboration.

### MANAGING CONSTRAINTS

I optimize design processes to manage current constraints, whether technical or organizational and communicate across teams in order to ensure consistency and aligned processes.

## EXPERIENCE

I've been working as an independent consultant since 2010, and since 2015 exclusively on long term missions leading UX in end-to-end product development.

03. 2018

Active position

### **ACTANO GMBH (BERLIN)**

UX Design Lead (Alex.ai)

Responsible for defining and materializing global UX strategy and design of Alex.ai, a modern collaborative project management platform in the cloud (public launch April 2020). I assist product leadership in defining, conceptualizing and bringing to life, key consumer and partner value propositions (from initial research and exploration to final developer hand over). This process includes:

- | UX Strategy and consulting, Interviews, and workshops
- | Research, testing and documentation: defining and mapping experience flows
- | Contextual research: users, market, product, technology, business
- | Design ops, including building and maintaining the Alex design system.
- | Leading the design process: Ideation, concept development and prototyping
- | High fidelity design and prototyping

09. 2015

09. 2017

### **CUSTOMERMATRIX (PARIS)**

UX Design Lead (SaaS, fintech solution)

CustomerMatrix is a fintech company using advanced proprietary algorithms on large PIP data sets in order to detect business opportunities. I was missioned to create the UX for the company's fintech application. The challenge brought me all through the product design cycle from product definition including:

- | Defining product strategy and vision
- | Establishing Design system
- | User and market research
- | Creative direction
- | Ideation workshops
- | Design and prototyping

Working collaboratively with a multidisciplinary international team, I directed a small team of 2-3 designers.

01. 2010

Active position

## MARIE OMANN NEW MEDIA DESIGN

Product UX Strategy + Design

CEO, Senior UX Consultant

- | UX Strategy & Consulting
- | Creative Direction
- | UX Design
- | Ideation workshops
- | UI / Interaction Design
- | Presentations

### Selected Client References:

Allex.ai (Actano), CustomerMatrix, Axance, Sisley Paris, Devred, BNP Paribas, Danone, Warner Bros France

[Case Studies & Portfolio](#)

01. 2006

12. 2009

## ULTRANOIR

Art Director & Designer

Art Director and designer (UX/UI) with project management responsibilities on smaller projects to ensure end-to-end quality solutions and happy clients. Projects included digital cross media concept development, and online media strategy consultancy, responsive web design, online+offline media campaigns, cross platform application design, newsletter design and style guide elaboration. Client references include Philippe Starck, Galeries Lafayette, Le Printemps, TF1, Universal France.

[www.ultranoir.com](http://www.ultranoir.com)

### SKILLS

- Design Workshop animation
- Stakeholder interviews and analysis
- User, market and trend research
- Creative ideation & concept development
- Feature benchmarking
- Experience architecture UI and Interaction Design
- Low and high fidelity prototyping
- Design System creation
- Creative direction

### TOOLS

- Figma
- Invision
- Zeplin
- Whimsical
- Airtable
- Notion
- JIRA
- Slack
- Zoom
- Keynote
- MS Office
- Adobe CS

## EDUCATION

2003

### IT UNIVERSITY OF COPENHAGEN (ITU)

2005

Master of Science (MSci)

Information Technology: Design, Communication & Media

- Interaction Design: Process and Design patterns
- Target Group Analysis
- Multimedia Production for the Internet
- Web Design
- Strategic and Tactical Tools for E-business
- Managing Digital Content Production
- Researching Online Communities - Preparing for the President
- Digital Culture and Sociology

Master's Thesis: "The Hybrid City and Creative Man"

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2000

### UNIVERSITY OF COPENHAGEN

2003

Bachelor of Arts (BA)

French Linguistics and Literature

Media Studies (Erasmus Exchange Program, Paris VII)

#### LANGUAGES

- English - Fluent
- French - Fluent
- Danish - Native



Danish by nationality, French by heart.  
I've lived in France since 1999, mostly in Paris. I recently moved to beautiful Rennes with my husband and my two boys.

THANK YOU FOR READING