

Martha Eierdanz

USER EXPERIENCE DESIGNER | martha-eierdanz.com

From consumer insights to product vision to optimised user experiences – in my career, I faced very different challenges that strengthened my design and problem solving skills. Understanding people and businesses is the key to successful products, so I combine research, strategy and design to create human-centred solutions that meet business goals.

Contact

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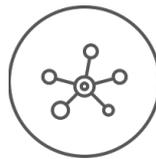
Let's connect on [LinkedIn](#).

How I Can Help



USER RESEARCH & TESTING

There is no user-centred design without involving the user in the design process. Having conducted quantitative and qualitative research with users all around the world, user research became one of my core expertises. Today I teach colleagues how to do research properly, explore ways to make research lean, and establish an "always learning" mindset among my team members.



STRATEGIC THINKING & WORKSHOPS

Design is done best in collaboration with people from diverse backgrounds. By planning and moderating workshops, I make sure different disciplines come together to make better decisions. During my consultant jobs, I used workshops to help clients from industries such as retail and automotive to understand their customers and develop strategic directions for their businesses.



DESIGNING & PROTOTYPING

What makes me fascinated of design is not how perfectly pixels are aligned to each other. Instead, I'm passionate about creating holistic experiences and helping users accomplish their tasks. I enjoy being involved in all steps of the design process, from low-fidelity paper prototypes to high fidelity transitions and interactions, always iterating based on feedback from users and my team.

Take a look at my **portfolio** to learn more about my experience and craft.

Tools or How I Do Things



Sketch

Sketch is my preferred design tool due to its intuitive interface and useful plugin library:

- I rapidly created multiple designs for web and mobile using grids and symbols.
- I designed outline and material icons for website and email designs.
- I created a colour scheme and style guide for [a new website](#).



Adobe Photoshop, Indesign and Illustrator

I worked with Adobe's software during my studies:

- I developed wireframes and mock ups for an app design.
- I edited photos for advertising concepts and campaigns.
- I designed presentations and booklets.



Prototyping tools like InVision, Marvel and Principle

I use these tools to create prototypes of different fidelity levels and test them with users:

- I built mid-fidelity mobile prototypes using Marvel and tested them in-person.
- I created web prototypes in InVision and conducted user testing using LiveShare.
- I used Principle to animate transitions like hover states and in-page feedback.

More Tools

Zeplin

Zeplin enables a smooth hand-off between me and developers. Having all assets in one place and the possibility to add comments keeps discussions contextual and efficient.

MailChimp

I gained experience using MailChimp during a [newsletter redesign project](#) where I ran A/B tests, randomised samples and sent surveys to our subscribers.

Experience

KleiderKreisel

Product Design at KleiderKreisel, Berlin

User Experience Designer July 2017 – Today

Greatest Achievement: My team and I released a new feature in 6 international markets which converted a new segment of users into paying customers.

How? I helped shape a clear value proposition and made sure users understand the feature's benefits by designing triggers, statistics and a landing page.

Sofar

UX Research and Design at Sofar Sounds, London

Designer 9 Months / Sept 2016 – May 2017

Greatest Achievement: My redesign of Sofar's monthly newsletter increased conversion by 20%.

How? I made the newsletter more relevant by tailoring the content to the user's home city and provided easier access to events by removing steps between users and their end goal.

[Read the case study](#)

UX & UI Design Freelance, London

UX & UI Designer 5 Months / June 2016 – Oct 2016

diffrent

Consumer Research & Brand Strategy at diffrent, Berlin

Junior Strategist 9 Months / Jan 2015 – Sept 2015

Intern Strategic Brand Consulting 4 Months / Sept 2014 – Dec 2014

Greatest Achievement: I identified consumers' problems and needs in the car buying process which led to new business opportunities and improvements of the client's online marketplace.

How? I explored the customer journey by planning and conducting qualitative research, incl. interviews, online diaries and contextual observation. [Read the case study](#)



ZUM GOLDENEN HIRSCHEN

Advertising at Zum goldenen Hirschen, Stuttgart

Working Student Consulting 1 Year / March 2013 – Feb 2014

Intern Consulting 6 Months / March 2012 – Sept 2012



HOCHSCHULE DER MEDIEN

Studying at Stuttgart Media University

Advertising and Market Communications (B.A.) 3.5 years – Oct 2010 – Aug 2014

Modules: design for digital and print, computer science, media economy, sociology, psychology, marketing, market research, management

Final grade: 1.5

dr. šonje webconsult

User Research at dr. šonje webconsult, Stuttgart

Working Student Online Consulting 5 Months / Oct 2011 – Feb 2012

Greatest Achievement: I helped a client from the energy sector to improve their intranet.

How? I organised interviews with expert users all around the globe and identified existing UX issues and opportunities based on the results.

Course Certificates

Human-centered Design: an Introduction

UC San Diego via coursera

Design Principles: an Introduction

UC San Diego via coursera

Design Kit: Prototyping

IDEO.org via +ACUMEN

Languages

- German (mother tongue)
- English
- French

Clients I worked with



One of my favorite books on design



[See whole collection](#)

Interests

-  interior design
-  electronic music
-  modern art
-  urban culture

Want to see more?

I blog about design related topics and my learning experience on [my website](#).