

# Elisabeth Wimmer

**I design digital products that translate complex requirements into clear, intuitive, user-centered experiences.**

elisabeth@wim-mer.com · Munich · www.wim-mer.com · linkedin.com/in/liliwimmer

## PROFILE

- Senior Product Designer / Lead UX Designer specializing in complex digital platforms, Product Discovery, UI Design, and Information Architecture
- Experience across B2B and B2C products, from research and strategy through interaction design and delivery
- Particularly strong at structuring complex product ecosystems and transactional journeys, and at collaborating with Product, Engineering, and Business stakeholders
- German (native), English (C1)

## SKILLS & TOOLS

**Product & UX**
Product Discovery · UX Strategy · Information Architecture · User Flows · Interaction Design · UI Design · Prototyping · Design Systems · Accessibility

**Research & Validation**
User Interviews · Qualitative Research · Journey Mapping · Research Synthesis · Usability Testing · A/B Testing · Web Analytics

**Product Collaboration**
Stakeholder Management · Requirements Management · Agile Product Development · Design QA · Design Handoff · Cross-functional Collaboration

**Tools**
Figma · FigJam · Miro · Dovetail · Maze · Jira · Confluence · GitHub · Claude (Code/Design) · Codex · Lovable · Cursor · VS Code

## PROFESSIONAL EXPERIENCE

**Zeppelin GmbH · 08/2022 - 02/2026 · Senior / Lead UX Designer**

Strategic UX ownership of complex digital B2B platforms in the construction equipment and Power Systems sectors, ranging from research and platform strategy to Information Architecture, Interaction Design, and delivery.

- Developed scalable platform and UX concepts based on user needs, search intent, business goals, and technical feasibility
- Designed customer journeys, navigation models, and transactional user flows for complex product, service, and contact touchpoints
- Built an SEO-oriented Information Architecture for more than 600 pages, approximately 270 machine models, and 34 product lines
- Translated complex content and product logic into modular page structures, content modules, templates, and responsive components
- Owned UX concept development and design delivery in collaboration with the Design System and CMS
- Served as the central UX point of contact for the Project Lead, IT, and stakeholders across Sales, Service, and Marketing
- Mentored and advised designers and content managers to ensure consistent UX, content, and design standards

**AutoScout24 GmbH · 11/2014 - 04/2022 · Senior UX Designer**

User-centered product development for key B2B and B2C products of a leading digital automotive platform, with responsibility for Product Discovery, data-driven optimization, experimentation, and scalable UX solutions.

- Applied Product Discovery, User Research, Journey Mapping, Web Analytics, and Lean UX to identify, validate, and prioritize product opportunities
- Led UX for an AI-powered B2C marketplace, including more than 60 hypothesis-driven A/B and multivariate tests
- Designed user flows, wireframes, prototypes, and high-fidelity UI based on the Design System
- Contributed to the rebrand, with a focus on Design System adoption, UI consistency, and accessibility
- Developed scalable SEO landing-page and catalog structures for local, regional, and intent-based search demand
- Collaborated cross-functionally with Product, Engineering, Marketing, SEO, Sales, and Customer Success

**Baufi24 Baufinanzierung AG · 12/2020 - 12/2021 (part-time) · Innovation Manager AI (UX)**

Design and development of digital business and service concepts in the PropTech and FinTech sectors, with a focus on AI-powered user and sales processes.

- Delivered UX and Product Design for digital financing and real-estate services, with a focus on lead generation and conversion
- Developed lead funnels, AI-powered lead qualification, and interactive scoring tools
- Designed conversion-focused user flows and high-fidelity UI in collaboration with Product, AI, Engineering, and Marketing

**limango GmbH · 11/2011 - 02/2014 · Senior Manager Web Design / UX Design**

Responsible for the UX/UI development of key e-commerce flows and digital touchpoints, with a focus on conversion, consistency, and scalable design standards.

- Created UX/UI and Visual Design for key e-commerce flows, landing pages, and responsive platform sections, with data-driven optimization of the customer journey from entry point through checkout
- Developed cross-selling, cart, and merchandising features with a focus on sell-through, order value, and conversion
- Designed UX/UI concepts for white-label shop integrations with Otto partners, taking different brand and platform requirements into account
- Built and evolved web style guides, banner systems, and visual standards for consistent brand, shop, and campaign communication
- Designed and developed CRM, newsletter, and lifecycle campaigns, with a focus on activation, reactivation, retention, and churn prevention

## ADDITIONAL EXPERIENCE

Shore GmbH, 2014, UX Design for Mobile Apps · Topalsson GmbH & Co. KG, 2011, Art Direction, Brand, and Visual Design · WLH Werbeagentur GmbH & Co. KG, 2010, Packaging Design · Schmidt & Kaiser Kommunikationsberatung GmbH, 2007, Graphic Design and Spatial Design · Cornelius Dornier Projektbüro GmbH, 2007, Graphic Design and Spatial Design · Hochschule für Gestaltung Karlsruhe, 2005 - 2010, Student Assistant / Administrative Staff

## EDUCATION

Diplom in Product Design (equivalent to a Master’s degree)
Hochschule für Gestaltung Karlsruhe · 2000 - 2009

## PROFESSIONAL DEVELOPMENT

2026 · Vibe Coding Bootcamp, Digitale Leute School
2018 · Certification in Usability and User Experience, UserVision
2014 · Web Design Certification, GFN Training Center Munich

## INTERESTS

Interior Design · Baking · Volunteer Work in Peer Support