



# Anne Grüngreiff

## Contact

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## About Me

Experienced expert with 20+ years of knowledge in designing user-centered products and services.

Passion and flair for developing highly effective UX teams.

Development and implementation of strategic visions.

In-depth understanding of UX methods, data analysis and user research.

Loves working with people for people. But also has a soft spot for technology, AI and USB gadgets.

Passionate about digital accessibility for people with disabilities.

Mother, drummer and motorcycle fan with a green thumb.

## Education

- **Diploma Designer** 1998 - 2002  
*Industrial Design Institute*  
*University of Applied Science Magdeburg*  
Major in Interaction Design, Ergonomics, Psychology  
Degree Diplom Designer (1,0)
- **Carpenter** 1997 -1998  
Before my studies, I worked as a carpenter. I didn't want to go straight from one school desk to the next and wood just makes you happy ;)

## Experience

- **Head of User Experience** 2017 - present  
*idealo Internet GmbH*  
Development and organization of the user experience department from originally 11 loosely organized employees to currently 43HC, 4 trainees  
Full responsibility for UX design and UX research, personnel and budget responsibility, increasing the UX maturity level and establishing user-centered product development, professional training and further education of the area of responsibility, participation in the UX, product and corporate strategy, development of UX research processes and metrics to support strategic work, building knowledge about accessibility, development of a design system and an accessibility working group together with the frontend architect, close cooperation with CPO and CTO, reporting to the CEO / MD
- **Unit Lead User Experience Design** 2012 -2017  
*ImmobilienScout24 GmbH*  
Personnel and budget responsibility, technical training and further education of the area of responsibility, management of internal and external resources involved in the project, responsibility for the user experience of the consumer product area, responsibility for user research, agile cooperation with product management and IT, reporting to the VP Product
- **Head of Usability Design** 2008 - 2012  
*VZ Netzwerke Ltd.*  
Conception and visual design, coordination of brand and marketing in the online product, organization, implementation and evaluation of usability tests, user interviews, health checks, market research  
Managing the UX colleagues involved in projects, planning resources,  
Responsibility for the redesign of the studiVZ, meinVZ and schülerVZ platforms,  
Report to the CPO

## I contribute this

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- Design Management
- Strategic Vision and Leadership
- UX Design and UX Research
- Business and UX Alignment
- Data driven Decision Making
- (Executive - Level) Communication
- Problem solving
- Enablement

## Languages

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- German (Mother Tongue)
- English (Professional Proficiency)

## Awards

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Sony Ericssons Mobile 2020 Competition

Giga-Maus "Bestes Tool" 2006 for Plopp -

Das 3D Malprogramm

"Bestes Design aus Sachsen-Anhalt"

Recognition from the Federal President,

Exhibition at SchlossBellevue

Lucky Strike Design Award 2003

## Earlier Career

2002 -2008

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### • *Iconmobile GmbH*

Senior Visual Designer

Clients:

O2

Vodafone

Microsoft

Sony Ericsson

Information architecture and screen design for mobile applications, customer meetings and project management

### • *impara GmbH*

UX Consultant

Clients:

[Viewpoints Research Institute](#)

Hewlett Packard

[Institute for the Future of the Book](#)

[One Laptop per Child Organisation](#)

[Applied Minds](#)

University of Southern California

[The Mellon Foundation](#)

Haemmimont Games

Terzio

Solimedia Productions

### • *designaffairs GmbH (today accenture)*

Junior UX Designer

Clients:

Opel

Siemens

UI for UMTS devices and medical devices,

Concept and UI design for car entertainment and navigation systems

## Additional Information

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- AEVO Trainer approval IHK Media Design
- Guest lecturer / university lecturer for media systems
- Member of Intercation Design Foundation
- Member of German UPA e.V.