

ANNE GRÜNGREIFF



Strategic UX and Product Design
Leadership | Usercentered agile
Processes | Accessibility | Human-
Centered Digitalisation | Coaching
& Collaboration | Systems &
Design Thinking | DesignOPs

*Passion for people, pixel and
psychology.*

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ABOUT ME

I am a strategic UX Executive with over 20 years of experience across agencies, start-ups, and large enterprises. Currently, I lead the UX department of a European e-commerce company, managing a cross-functional team of more than 40 professionals—including UX designers, researchers, writers, and accessibility specialists.

In my role, I am responsible for driving user-centered product development at scale. I work closely with Product, Engineering, SEO/Marketing, Data Analytics, and Customer Care to align UX initiatives with both business goals and customer needs. I am a strategic consultant, and partner to the management team. My approach combines deep expertise in UX Design and Research with strategic thinking, agile methods, and a strong focus on measurable impact.

I am a dedicated generalist with a passion for meaningful digital innovation. Whether it's anchoring UX work in strategic decisions, using UX research data on par with business analytics, or integrating all business units with user-centered thinking, UX-driven companies gain a clear competitive advantage because they put the customer first.

My leadership style is based on clarity, trust, and psychological safety. I create environments where people grow, take responsibility, and combine their individual strengths to become a common superpower. I ensure the visibility of UX work. Not only am I passionate about training apprentices, I also enjoy supporting experienced colleagues in their individual development. UX work is teamwork; without my colleagues, I am nothing as a manager.

Privately, I like it both quiet and loud.

I play the drums. It's the ultimate energy boost, and I've always been drawn to rhythm and structure. I enjoy doing construction work on my house (except for electricity!) and digging in the garden, because both give my thoughts room to breathe and help me grow in unexpected ways.

I have a teenage son who constantly challenges and expands my perspective on life and human interaction. And I have a cat, who ensures that our home always maintains the right balance of yin and yang.

HOW I MAKE UX WORK VISIBLE

TALK ABOUT IT

Formats such as:

- Regular updates from UX in townhalls, at company events
- live user testing events
- Enablement of all employees to participate in annual health checks
- FUX Days (aka Fantastic User Experience Hackdays)
- Regular posts on the company blog (Confluence)
- Insights of the month
- Documenting and tracking UX work in Jira
- Maturity measurement
- Open office hour and UX Research Update Teams channel
- Bringing UX KPIs to life with haptic Arduino prototypes



idealo

VIDEO



HOW I MAKE UX WORK VISIBLE

MAKE IT TANGIBLE

Initiatives like:

- Development of user-centered, agile development processes
- Involvement of operational UX colleagues in the agile rituals of the product teams; each team has a dedicated designer and researcher
- Connecting quantitative UX Research data from Qualtrics to Tableau; Tracking data has now been enriched with real user data. Product colleagues who were already familiar with Tableau began to use UX data in the same way, gaining a better understanding of isolated figures in context.
- Development of a customer journey map and derivation of an opportunity map as a basis for OKR work
- Initiative to work on the accessibility of the product; Raising awareness about the use of simulation glasses for eye diseases among teams, measuring accessibility levels with AxeMonitor, regular audits and user tests with affected customers, establishing accessibility as a company KPI
- Development of a design system (storybook + react/Tailwind + Zeroheight for brand integration)
- Introduction of new roles such as UX Writer, Accessibility Engineer and DesignOps
- Shadowing sessions with Customer Care
- Development of show cars and UX visions
- Research into useful new tools and technologies for UX work; Where can AI provide meaningful support to our users, but also to us?



SUMMARY

KEY TOPICS

- UX Impact on Company Strategy
- UX Maturity & Visibility
- UX Management
- Accessibility & Designsystems
- Design Thinking
- Design Sprints
- A/B Testing
- Data driven design decisions
- OKR Work
- Developing genuine user-centered thinking and working practices
- Agile UX
- Team development and growth

TOOLS

- Miro
- Jira
- Confluence
- Tableau
- Deque Axe Monitor
- Figma
- Storybook
- Zeroheight
- My Voice

Be human. Listen deeply. Build alliances and combine strengths. Great user experience is never a solo act—it's the result of collaboration and shared purpose.

