

Karin Oberreiter, MSc.

UX RESEARCH | UX DESIGN | DATA ANALYTICS

I help clients to enhance their digital product through effective design and data-driven insights. Let's max out your digital potential!

80802 Munich

+43 690 10373993

oberreiterkarin@gmail.com

EXPERIENCE

Self-Employed | Linz, Austria

Feb 2023 - present

Learn more about my work [here](#).

KPMG Germany | Munich, Germany

Oct 2022 – Feb 2023

Data Scientist, Deal Analytics | Corporate Finance

- Refinement of web analytics & customer analytics solutions
- Development of standardized data flows in Alteryx (SAP data)
- Creation of data dashboards & pitch decks for PE clients

ALK-Abelló | Hørsholm, Denmark

Sep 2020 – Jul 2021

UX & Digital Marketing Tech Ass., Consumer Division | Allergy-Immunotherapy

- KPI reporting and data flow analyses / optimization (Adobe Cloud)
- Planning & implementation of digital marketing campaigns (strategy & content)
- CRO, SEO and UX for DE & EN websites and mobile applications

Amazon.com, Inc. | Sydney, Australia

Apr 2020 - Jul 2020

Intern, Product Management AU Exports | eCommerce

- Ownership of digital product development & adaptation for NZ expansion
- Improvements to UX/UI of retail and global store outlet stores (merchandising)
- Contribution to OP1 2021 (AU Exports)

Austrian Chamber of Commerce | Sydney, Australia

Jan 2020 - Apr 2020

Intern, Digital Marketing & Consulting | International Relations

- Portfolio & sector analyses for Austrian and Australian businesses
- Social media management & content creation (YouTube, Facebook, LinkedIn)
- Promotion of events and business meetings (brand video creation)

Pets Deli Tonuis GmbH | Berlin, Germany

Aug 2019 - Oct 2019

Intern, UX & Business Development | eCommerce FMCG

- Product development & process / product optimization (product ownership)
- A/B-testing for product listings & user journey of website
- Research and implementation of sustainable packaging material

Nippon Plasser K.K. | Tokyo, Japan

Jul 2019

Intern, Project Management | Corporate Finance

Netpadrino Ventures | Berlin, Germany

Apr 2017 - Jul 2017

Trainee, Web Development | Digital Consulting

SKILLS

Design

Figma, Adobe XD, Design Thinking, Design Systems

Programming

Python, C#, R, html, CSS, SQL

Data Analytics

Alteryx, Tableau, PowerBI, Google Analytics, Google Optimize, PIWIK Pro

Project & Product management

Winning IoT product (Kvist) LADIOH Oliveoil (FMCG) Motivity (WebDev project)

Certifications

Google UX Professional
Techlabs WebDev
Techlabs User Experience
Alteryx Core & Advanced

Languages

German native
English C2

LEADERSHIP

CBS IT Union Member
YHA Volunteer
Special Olympics MN

STRENGTHS

Team player
Organization & people management
Attention to detail

EDUCATION

Copenhagen Business School | CPH, Denmark

Sep 2020 - Jul 2022

MSc in Business Administration and E-Business

Focus on UX/UI & Data Analytics (11.8 GPA | top of class)

Karl Franzens University | GRZ, Austria

Oct 2015 - Jul 2019

BSc in Business Administration

Focus on Organization & Management (2.0 GPA)

University of Minnesota | MN, USA | Sep 2021 - Dec 2021

Coursework: Business Analytics, Data Visualization, AI as Competitive Advantage, Technology Strategy

Hamline University | MN, USA | Sep 2017 - May 2018

Coursework: Digital Media Arts, Non-Profit & Economics

Macalester College | MN, USA | Feb 2018 - May 2018

Coursework: Economics and Taxation