

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

80802 Munich

+43 690 10373993

oberreiterkarin@gmail.com

### EXPERIENCE

**Self-Employed** | Munich, Germany

Feb 2023 – present

UX Designer | Researcher & Data Analyst

- UX auditing, experimentation ideation and prototype development
- Performance reporting and dashboard creation
- Clients include Sellwerk, bsk designhaus, carwow, C&A, IQOS, bunq and Cybernews

**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 Specialist, Consumer Division | Allergy-Immunotherapy

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

**Amazon.com, Inc.** | Sydney, Australia

Apr 2020 - Jul 2020

Product Manager AU Exports & UX Ass. | 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

### 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

### 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, GA4, 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