



Martina Meyer

Digital Product Developer

"Professional with over 11 years of extensive experience in product ownership, UX design, information architecture and introduction of agile methodologies & tools.

I close your gap between business, IT and design and can transform your ideas and customer requirements into mockups and user stories.

Address

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Work Experience

Self-Employed 2019

Meyer Digital Services

Various Consulting & Freelance Projects

Head of Product 2016-2018

Prospective Media Services AG, Zurich / Westpress AG, Hamm (Germany)

Managing backlogs and writing user stories for recruitinghub.ch & stellencockpit.de, responsible for the information architecture & UX, stakeholder management (business partners, board, other internal stakeholders), improving agile processes

Digital Nomad Freelancer 2015-2016

UX/UI Consultancy & hands-on work for Lensvision AG, Yousty AG, Future Events AG, Gubemo AG

Product Owner Android 2013-2015

Cinergy AG, Zurich & Berlin

Roadmap for the Android Products of Teleboy (Mobile, Tablet Android TV), backlog prioritisation, writing user stories, stakeholder management

UX Architect 2011-2015

Cinergy AG, Zurich

Information Architecture & User Experience for all Cinergy-Products (teleboy.ch, cineman.ch) Web & Mobile. Project manager introduction of agile processes and tools at Cinergy

Product Owner 2009-2011

Amiado Group (Axel Springer), Zurich

Introduction of agile processes and tools, responsible for the information architecture & UX, stakeholder management

Product Manager 2008-2009

Tilllate Schweiz AG (Tamedia), Zurich

Redesign of tilllate, introduction and maintainer of Scrum process, product owner, UI/UX designer

Intl Business Development 2004-2008

Tilllate Schweiz AG (Tamedia), Zurich

Set-up of new regions, with focus on German, Dutch and UK markets

Internship 2003

Civil Service, Thun

Accounting, Operations

Education

Human Computer Interaction (MAS) 2011-2014

University of Basel, Basel

CAS Interaction Design 2012-2013

University of Basel, Basel

CAS Requirements Engineering 2011-2012

HSR, Rapperswil

Commercial Professional Maturity 2004

Wirtschaftsschule, Thun

College of Commerce 2001-2003

Berntor Schule, Thun

Certificates

Innovation of Products and Services: MIT's Approach to Design Thinking 2017

MIT Sloan School of Management

Certified Bitcoin Professional (CBP) 2017

Crypto Currency Certification Consortium

NLP Master 2016

Landsiedel, Zurich

NLP Practitioner 2013

Landsiedel, Zurich

Web Programmer 2006

EB, Zurich

Cambridge English: C1 Advanced (CAE) 2005

Bloomsberg, London

Cambridge English: C2 Business Vantage 2004

Wirtschaftsschule, Thun

Skills

Problem solver, empathetic, reliable, team-oriented, organisational talent, able to work in a fast-paced environment

Interests

Meditation & personal growth, Triathlon - swim, bike, run (Ironman 70.3, 5150 and Sprint), Sustainable Cooking (Initiator of First Vegan Friday), Coding Experiments & Data Driven Design, Blockchain

Languages

Swiss German (native), English, French