

BIBIANA MEYA

User Experience Consultant

Bibiana is a Freelance Senior User Experience Consultant based in Hamburg. With around 10 years of experience and a background in Human-Centred Design, she creates new or optimized experiences for web, apps and connected physical products. Currently she is supporting *ZEISS* as UX Lead in developing and implementing a Design System for all digital online touchpoints.



SKILLS

UX STRATEGY

Service Design, Customer Journey Mapping, Workshop-Moderation, Design Thinking, Agile UX, Accessibility

UX DESIGN

Personas, JTBD, User Flows, Scenarios, Information Architecture, Wireframes, Interaction Design, Prototyping

UX RESEARCH

Primary & secondary qualitative research: In-depth-interview, Usability-Tests, Diaries, Heuristic Evaluation, RITE, Focus Groups, Observations, Expert Review

EXPERIENCE

FREELANCE SENIOR USER EXPERIENCE CONSULTANT

Nov 2015 - Current

XDI

UX Trainer
2019 - Current

GFK SE

Consultant User Experience
Feb 2014 - Aug 2015

SIRVALUSE GMBH

Consultant User Experience
Jul 2013 - Jan 2014

USEEDS GMBH

Interaction Architect
Sep 2012 - Jun 2013

EDUCATION

HOCHSCHULE DARMSTADT

Master of Arts in Media Direction, Grade: 1,5
2011

Diploma in Media System Design, Grade: 1,6
2005

SELECTED CLIENTS

BBDO
BMW
BMW Motorrad
Bosch
ComDirect
ConsorsBank
Credit Suisse
Deutsche Bahn
Draeger
Ebay
MINI
Smart
Stepstone
Swisscom
SYZGY
Techniker Krankenkasse
Telekom
XING
ZEISS

CONTACT

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