

# BIBIANA MEYA

## Freelance UX Consultant - Strategy | Design | Research

Bibiana is a Senior User Experience Consultant based in Hamburg. With 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 VIESSMANN with optimizing complex B2B touchpoints along the climate specialist' journey.



### SKILLS

#### UX STRATEGY

Design Sprints,  
Customer Journeys,  
Workshop Moderation,  
Design Thinking, Agile  
UX, Accessibility,  
Personas, JTBD

#### UX DESIGN

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

#### UX RESEARCH

Qualitative: In-depth  
Interview, Usability test,  
Diary, Heuristic  
Evaluation, RITE, Focus  
Groups, Observation,  
Expert Review

### EXPERIENCE

#### FREELANCE UX LEAD / STRATEGIST / COACH

Sep 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 - Jan 2013

### EDUCATION

#### HOCHSCHULE DARMSTADT

Master of Arts in Media  
Direction  
Grade 1,5  
2011

Diploma in Media  
System Design  
Grade 1,6  
2010

### SELECTED CLIENTS

BBDO  
BMW  
BMW Motorrad  
Bosch  
ComDirect  
ConsorsBank  
CreditSuisse  
Deutsche Bahn  
Draeger  
Ebay  
Honda  
Mazda  
MINI  
Smart  
Stepstone  
Swisscom  
SYZGY  
Techniker Krankenkasse  
Telekom  
VIESSMANN  
XING  
ZEISS

### CONTACT

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