

MONIKA MOCHA

User Experience Consultant | UX-Research & Concept | UX-Writer | IA

Web: monikamocha.com

E-Mail: monikamocha@gmail.com

ABOUT

Since 2012, I have been working with agencies and companies as a freelance user experience consultant. I am supporting my clients in the fields of user research, UX design, UX copywriting, and usability testing.

Whether A/B tests without uplift, incorrigible conversion rates, or non-transparent system landscapes – with many years of experience and digital expertise, I help optimise digital products or launch them from scratch. Always in focus: user insights, business goals, and KPIs.



Interaction Design
Foundation Student
Member



UXQB® Certified Professional for Usability
and User Experience – Foundation Level
(CPUX-F)

WORK EXPERIENCE

Freelance

User Experience Consultant | UX-Research | UX-Design | UX-Writing |
Information Architecture
October 2012 – date | Hamburg, Germany

[Project Overview on page 3](#)

Jung von Matt AG

Senior Concept Developer & Copywriter Digital
2011 – 2012 | Hamburg, Germany

Areas of responsibility:

Set-up of the online unit and establishing processes | Leading role in concept department | Development of digital concepts for existing customers and new customer business

Philipp und Keuntje GmbH

Senior Concept Developer & Copywriter Digital
2010 – 2011 | Hamburg, Germany

Areas of responsibility:

Set-up of the online unit and establishing processes | Recruiting | Concept Development of platforms and websites for desktop and mobile devices | New client business | Integrated campaigns

BBDOProximity Hamburg

Senior Copywriter & Concept
2009 – 2010 | Hamburg, Germany

Areas of responsibility:

Concept Development of online CRM activities for different customers | New customer business

SERVICES

UX-Research (Primary & Secondary) |
User Journey Mapping | Expert
Reviews | Requirement Engineering |
Information Architectur |
Wireframing | Prototyping | Usability-
Testing | Workshops (Aligning
Stakeholder, Design Thinking, UX
Principles, Website Architecture) |
Agile Product Development | Lean
UX | Scrum Methodoloy

TOOLS

Figma | Sketch | Invision | Miro |
Atlassian Jira und Confluence |
Microsoft Office | Keynote | Slack |
Microsoft Teams |

LANGUAGES

German (Native language)
English (Business fluent)

TRAININGS

Jun 2023 | UX Management: Strategy
and Tactics, Interaction Design
Foundation (IxDF)

Mar 2023 | Agile Methods for UX
Design, Interaction Design
Foundation (IxDF)

Sep 2022 | User Research – Methods
and Best Practices, Interaction
Design Foundation (IxDF)

Jun 2020 | LevelUXQB® Certified
Professional for Usability and User
Experience - Foundation Level, iSQI
Group

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BERUFSERFAHRUNG

BBDOProximity Düsseldorf
Copywriter / Senior Copywriter & Concept
2006 – 2009 | Düsseldorf, Germany

Areas of responsibility:

Concept Development of CRM and online activities for the client smart |
International campaign development | Concept and execution of photo
shoots

TBWA

Junior Copywriter
2004 – 2006 | Düsseldorf, Germany

Eiler & Riemel GmbH

Junior Copywriter
2004 – 2004 | Munich, Germany

McCann Erickson

Intern Copywriter
2003 – 2003 | Frankfurt, Germany

EDUCATION

Johann Wolfgang Goethe University, Frankfurt am Main
Diploma in Business Education (not completed)
2000 – 2002 | Frankfurt, Germany

WBS Copywriting School

Copywriter Student
2002 – 2003 | Frankfurt, Germany

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PROJECT HISTORY

Team Lead UX/UI | Argonauten GmbH, Genesis Motor Europe

Supporting Argonauten GmbH in building a new digital user experience for Genesis Motor Europe. Leading the agency Team of 6 Designers by establishing UX workflows and guiding them through the production process in scrum methodology. Consulting the client with UX strategy.

May 2022 – Dec 2022

UX Consultant & UX Designer | UX&I GmbH, Bundesverband der Deutschen Volksbanken und Raiffeisenbanken (BVR)

UX Design for a large-scale banking platform for Bundesverband der Deutschen Volksbanken und Raiffeisenbanken (BVR).

Jul 2021 – Dec 2021

UX/UI Lead | freenet AG

Leading a small Product Design team for a relaunch project of one of the sub brands from freenet 'Klarmobil.de'. Providing Strategy, User Research and UX Design to create a new mobile user journey. Facilitated workshops and stakeholder round tables and supported the development of a comprehensive design system.

Aug 2020 – May 2021

UX Consultant | Euler Hermes Germany

Supporting the digital transformation team under Tom Alby to analyse and optimise current business processes within the company.

Nov 2019 – Mar 2020

UX Designer & Writer | Plan.Net UX GmbH & Co. KG, Leica Camera AG

UX Strategy and Design for a new customer journey on the web for Leica Camera.

Jul 2019 – Oct 2019

Team Lead UX/UI | Dreamlines GmbH

Relaunch of the website Dreamlines.de – the world's fastest-growing booking platform for cruises

Establishing workflows, conducting customer interviews, and user tests. Development of wireframes and design systems in Sketch.

Oct 2018 – Jun 2019

TESTIMONIALS

"If you have the pleasure to have Monika temporarily in your team, you will not only get high-class UX expertise, but much more. Monika not only accepts tasks, but lives them, no matter how complex they are. With her competent, open, cheerful and at the same time decisive manner, she guides client processes and then the clients themselves through the most difficult waters. Always with a smile and full of curiosity."

Stefan Mohr
COO
Argonauten GmbH

"Monika is highly experienced in working with agile teams and is driven to assure a good user experience. She is super professional and ready to deal with challenging product situations.

She is always committed to solving the problems to get the job done and the team moving forward. During the whole project she was a valuable team member and was always ready to take the extra mile for the team and the project.

Alexander Lenz
Lead UI Designer
UX&I GmbH

"Monika did a fantastic UX job for one of our mobile brands. She created a comprehensive and customer-centric concept. In addition, she managed and integrated the various stakeholders excellently."

Jan Egert
Managing Director
freenet.de GmbH

"Our cooperation resulted in a significant improvement for our end customers and a long-term positive influence on our internal processes."

Sabine Lettermann
Product Owner Website
Dreamlines GmbH

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UX Lead | Grabarz & Partner Werbeagentur GmbH, cosnova GmbH

Led a product designer team of 4 people to successfully implement the website relaunch of an international cosmetics brand.

Apr 2018 – Jul 2018

UX Designer & Writer | DEPT® Design & Technology GmbH, Gerhard D. Wempe GmbH & Co. KG

Supporting the agency team in a new client business with Strategy, UX Design, and UX Writing to create a new e-commerce experience for the jeweler Wempe.

Jan 2018 – Mar 2018

UX Designer & Writer | FCB Germany GmbH, tesa GmbH

UX Design for international website rollout: integration of a new product range into the existing tesa websites.

Dec 2017 – Jan 2018

UX Writer | Computer Rock GmbH, smart Europe GmbH

UX Writing for the new smart mobility app for drivers of a smart EQ fortwo or forfour.

Nov 2017 – Mar 2018

Team Lead UX/UI | Interone GmbH, BMW AG

Team Lead of the UX and UI Department. Delivering UX Strategy and UX Design for the agency client BMW.

Dec 2016 - Sep 2017

UX Designer & Writer | la red, Lieken GmbH

Delivering UX Strategy, UX Design, and UX Writing for a website relaunch for a sub brand of Lieken 'Golden Toast'.

Sep 2016 – Oct 2016

UX Designer & Writer | Strichpunkt GmbH, Audi AG

Strategy and UX Design for the new myAudi app.

Nov 2015 – May 2016

UX Designer | DDB Hamburg GmbH, Volkswagen AG

UX Support for developing the new driver area 'Mein Auto' for Volkswagen.de

Jul 2015 – Sep 2015

TESTIMONIALS

"Monika supported my team as Lead UX Consultant in an e-commerce website relaunch for an international client in the beauty industry. Monika succeeded in inspiring both customers and colleagues, both in terms of content and people. Monika is a real enrichment for every team, and I am already looking forward to our next joint project."

Richard Pietsch
Creative Director
Grabarz & Partner Werbeagentur GmbH

"Monika was instrumental in the success of the project. Her professional competence, both technical and particularly creative, brought the team very much forward in the development of the work."

Daniel Daglioglu
Director Innovation
Elbkind Reply GmbH – a Reply AG company

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UX Designer & Writer | Philipp und Keuntje GmbH, GEMA, Carl Kühne KG, Sennheiser

Launch Community platform exclusively for GEMA members. UX Research and UX Design.

Website launch for Kühne Enjoy. Information Architecture, Concept and Copy.

Relaunch of the new Sennheiser website: Development of UX Concept.

Jul 2014 – May 2015

UX Designer | Scholz & Friends Hamburg GmbH, PSA Direktbank

Supporting the UX-Department in developing new website concepts for two new bank products for the PSA Bank.

Jun 2014 – Jul 2014

UX Designer | FORK UNSTABLE MEDIA GMBH, Merck KGaA

Development of UX-Concept for the campaign platform 'Merck – the Original'.

Mar 2014 – May 2014

UX Designer | SinnerSchrader Germany GmbH, Unitymedia GmbH

Concept, UX Design, and Copywriting for a campaign microsite for Unitymedia GmbH.

Feb 2014 – Apr 2014

UX Designer & Writer | Philipp und Keuntje GmbH, Deutsche Telekom AG, Audi AG

Strategy and Concept for the online platform , DREISECHSNUL das Geschäftskunden Magazin der Telekom'

UX Writing for Audi Original Parts – an E-Learning Platform for Audi Sales employees

Concept for Mittelstands TV Platform – a media platform for medium-sized businesses

Oct 2012 – Feb 2014