



Elizabeth Schrammel

Product Designer | B2B SaaS | UX Strategy |
Design Systems | Data-driven Product Development

Product Designer with 5+ years of experience designing B2B SaaS products. Experienced in user research, design systems and cross-functional collaboration to create intuitive, data-informed digital experiences.

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Experience

Product Designer | charles GmbH, Berlin

2021 – 2025

Designed end-to-end experiences for a B2B SaaS platform used by businesses to manage customer communication and marketing workflows.

Led UX improvements across analytics dashboards, campaign management, reporting, and automation features. Conducted user research, interviews, competitor analysis, and usability testing to identify opportunities and validate solutions.

Built and documented an Analytics Design System, creating reusable patterns and improving consistency across products.

Collaborated closely with Product Managers and Engineers from discovery through delivery.

Used data insights and experimentation approaches to improve user journeys and business outcomes.

Career Break & Professional Development

2025 – 2026

Planned parental leave following 4+ years as a Product Designer in B2B SaaS.

Continued professional development through AI-assisted design workflows, UX trends, and portfolio development.

UI/UX Designer

2020 – 2021

Designing applications, websites and products that balance user needs.

Previous Design Experience

2013 – 2020

Visual Merchandiser — Inditex, MUJI, Max Mara

Certificates

Interaction Design Foundation

2022 January - April

Certificate in UX Design

CareerFoundry

2020 June - October

Certificate in UI Design

Education

Budapest Metropolitan University

2009 - 2012

Communication and Media

Skills & Languages

Design Tools

Figma · Sketch · Adobe Ps, Lr ·
ChatGPT · Claude ·
AI-assisted research synthesis ·
AI-assisted UX research

Skills

User Research · Usability Testing ·
Design Systems · Prototyping ·
Data Visualization ·
Competitive Analysis · UX Strategy ·
Cross-functional Collaboration ·
Information Architecture

Languages

English C1 · German B1 · Hungarian C2