

Hi!

I am Julia Reichstein.

Product Manager

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About me

More about me on my website:
www.julia-reichstein.de



For 3 years now I have been focusing on strategic product development - creating product visions, applying OKRs and implementing planned roadmaps.

Previously I was a graphic designer, web designer and self-employed. 10 years of experience in the creative industry as well as a degree in design set me apart and provide a deep expertise in UX/UI. I also have experience in managing, building and developing teams as well as applying agile working methods.

What is important to me about digital product development?

A strategy, clear goals, communication and a value-creating product for the user.



Trust, honesty, reliability, passion,
respect, humanity



25.02.1988



German, English

Work experience



Product Manager

Engel & Völkers Technology GmbH · full time
Aug. 2022 – today · 8 months
Hamburg

Product responsibility: CRM Software & KYC (Person identity check) tool

Knowledge: Market Analysis - Confluence - User Stories - Team Management - Strategic Planning - Software Development - Agile Software Development - Competitive Analysis - User Experience - Project Planning - Project Management - Analytical Skills - Kanban - JIRA - Product Launch - Product Strategy - Product Management - Product Development - User Flows



Product Manager | Team Lead of Managed Website Service

myhotelshop GmbH · full time

May 2020 – June 2022 · 2 years 3 months

Leipzig (Stadt), Saxony

Product responsibility: Hotel websites & digital guest folder

Knowledge: Product Vision - Market Analysis - Confluence - User Stories - Team Management - Product Leadership - Strategic Planning - UX Research - Competitive Analysis - UX Design - User Experience - Team Leadership - Project Planning - Project Management - Analytical Skills - Kanban - JIRA - Product Launch - Product Strategy - E-Commerce - Product Management - Product Design - Product Development - User Experience (UX) - Web Design - User Flows - User Journeys - User Experience Tests



Creative Director

JR Grafik & Webdesign · Freelancer

Sept. 2012 – July 2022 · 9 years 11 months

Leipzig, Germany

Creative Director in the areas of graphic design, corporate design and web design

Knowledge: UX Design - Project Planning - Product Design - User Experience (UX) - Web Design - User Flows - User Journeys



Graphic designer

Klickkomplizen

Aug. 2015 – Apr. 2020 · 4 years 9 months

Leipzig

Corporate design, logo development, creation of classic print products (flyers, brochures, posters) online graphics for social media channels & Google ads, creation of HTML5 banners, web design, website creation with Wordpress, web conception, conception for print campaigns & products



Art Director

Dima Immobilien

March 2012 – July 2015 · 3 years 5 months

Leipzig, Germany

Management of the marketing and design department, Real estate marketing for web & print, web design, web customizations, editorial contributions as well as the creation of print products such as brochures, ads, etc.

Education



University of Applied Sciences Anhalt

Bachelor of Arts – BA, Design

2009 – 2012

ABTW Leipzig

Design Assistant (Graphic)

2007 – 2009



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