Kate Rageth

UX-Architect | Product-Owner

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09/05/1965

German

LinkedIn:
https://www.linkedin.com/in/kateskatering/

C EU/EFTA Permit

Portfolio:
https://kateskatering.ch/

Profile

My focus is human centered design. Regardless of whether the focus of my work is on conception, workshops, prototyping or UX research. With many years of experience in the fields of UX, product management and marketing, I am an all-rounder who always puts the users and their requirements first.

Professional Experience

Senior UX-Architect
Panter AG

10/2020 – present | Zurich

- Panter is a software-agency that supports start-ups and large corporations in realizing complex IT innovation projects.
- Working on several UX-projects for a major Swiss Communication Company, a big Swiss Pension Fund, a sustainable Food Startup and a Swiss regional bank .
- Developing user-flows and user-journeys, design-systems as well as interactive prototypes and ui-designs. Carrying out ux-research. Maintaining backlogs and doing project-management where needed.
- Hybrid application for network maintenance of a telecommunication network, WebApp for self advice for Swiss BVG, admin backend and mobile customer information for sustainable food, CMS with tailor-made applications for banking.
- **Figma, Customer Workshops, Google G-Suite, Scrum, GitLab, Jira**

UX-Architect
Adjumed Services AG (Freelance)   01/2018– 09/2020 | Zurich

- Adjumed Services AG runs and develops medical registries and runs a patient-related outcome measurement platform.
- Working on the relaunch and continued enhancement of the admin-backend for medical PROMs. Relaunch of the company website and development of several project-related websites.
- Requirements engineering, interactive prototyping, UX-research and UI-design. Backlog maintenance and managing development teams.
- **Figma, Adobe xD, WordPress, Customer Workshops, Atlassian Confluence, Microsoft Azure, Microsoft Office.**

Product Owner
Denkkraft AG   06/2019 – 06/2020 | Zurich

- Denkkraft runs a startup for architects.
- Managing the entire development process from the first workshops through development up to the launch of the WebApp.
- Ideation workshops, interactive prototyping, conducting user-research, backlog maintenance, management of the development team.
- Launch of the WebApp Juurly.
- **Adobe xD, Axure RP8, Customer Workshops, Atlassian, Microsoft Azure, Microsoft Office.**

Product Owner OPcheck
Self-employed | Co-Founder   06/2016 – 09/2020 | Zurich

- OPCheck was a project to launch a platform for independent second-opinions for patients in Switzerland.
- Managing the business development process and development of new features.
- Requirements engineering, market evaluation, prototyping, conducting usability-tests, UI-design and WordPress development.
- Launch of opcheck.ch
- **Axure RP7, WordPress, Balsamiq, Customer Workshops, Asana.**

Senior Product Manager
Netcetera AG

07/2011 – 11/2017 | Zurich

- Netcetera is a global software company with cutting-edge IT products and individual digital solutions in the areas of secure digital payment, financial technologies, publishing, transport, healthcare and insurance.
- Responsible for some of Netcetera's own products in the areas of transportation, finance and new business.
- Product development with Kanban, management of the 3-5 person development teams (near-shoring) as Product Owner, business plan development and maintenance, requirements engineering, backlog maintenance as well as usability tests.
- Evolution of the Wemlin mobile app into a platform. Launch of the instant-polling application DirectPoll. Maintenance of the Target B2C online calculator suite.
- **Balsamiq, Jira, Netcetera's own task- and project management platform, Microsoft-Office.**

Project Manager/Consultant
Netcetera AG

02/2008 – 06/2011 | Zurich

- Netcetera is a global software company with cutting-edge IT products and individual digital solutions in the areas of secure digital payment, financial technologies, publishing, transport, healthcare and insurance.
- Building and maintaining web- and mobile applications for major clients in insurance, banking and public-transport business.
- Doing classic project-management, briefing all stakeholders, customer-communication, reporting as well as backlog maintenance.
- Website Relaunch of a Zurich transportation company, Relaunch and maintenance of an B2B insurance platform, Webshop for a municipal public kitchen. Various mobile applications: «Züri schlaflos», «flickbook», «Bilanz - die 100 Reichsten», «AO Fractal Classification».
- **Netcetera's own task- and project management platform, Microsoft-Office.**

Sales Marketing Online
dpa - Deutsche Presse-Agentur GmbH

01/2005 – 01/2008 | Hamburg, Germany

- dpa is the largest news agency in Germany. It has been reporting on national and international events since 1949.
- Marketing for the online news products of German Press Agency (dpa). Providing marketing support for dpa-WebLines as well as for SMS-value-added-services and mobile news products.
- Creation of marketing materials, stakeholder management, customer communication and representing the agency at networking events and fairs. Project-management for marketing.

- Launches «dpa WebLines 2.0» and «MINDS», the mobile platform for SMS value-added services.
- **Microsoft-Office**

Portal- and Sales-Management
dpa - Deutsche Presse-Agentur GmbH

02/2002 – 12/2004 | Hamburg, Germany

- dpa is the largest news agency in Germany. It has been reporting on national and international events since 1949.
- Working as a B2B sales representative with focus on the conception for new sales-tools.
- Collecting user-requirements, co-ordinating all stakeholders from several departments within the agency. Briefing the development-team.
- Launched dpa-ShopPortal, the first e-commerce system for news products. Representation of domestic sales in the company-wide dpa intranet project team.
- **Microsoft-Office**

Senior Concept-Developer
Ponton Intelligent Media

08/1999 – 11/2001 | Hamburg, Germany

Developing concepts for Interactive TV and websites in the media industry. Including the design of an e-commerce platform for a TV travel channel, requirements engineering for an opinion-leading German youth magazine, the design of a TV platform with set-top box for a German telecommunications provider and the design of an e-business platform for a major German insurance company.

Lectureship «Web-TV»
Employer

07/2000– 12/2000 | University Siegen

Lectureship for interactive TV shows.

Project Manager Software Development
Ponton AG

02/1998 – 07/1999 | Hamburg, Germany

Working as a project-manager for software-development projects in the area of EU-projects (i.e. EuroDelphes) as well as for complex web-projects, e.g. an e-commerce portal for fonts and a tv-portal for a German telecommunication provider.

Editor & PR
Ponton European Media Art Lab

07/1994 – 12/1998 | Hannover, Germany

Working on interactive TV and communication projects, e.g.«Kulturserver Lower-Saxony», «Café Deutschland». Developing a concept for the first official web server of the Country of Lower Saxony.

Assistant PR-Manager
TrendBüro Hamburg

02/1992 – 04/1994 | Hamburg, Germany

Student job in a pr-agency. My tasks were international research for a c-level newsletter for an international company in the tobacco industry and research for the german TREND-Büro.

Skills

Human Centered Design

Product Owner

Design Thinking

Requirements Engineering

UX-Research

Agile Development

Prototyping

Project Management

Information Architecture

Product Steering

UI-Design

Business Plans

EDUCATION

Master of Advanced Studies in Human Computer Interaction Design

HSR - Hochschule für Technik Rapperswil

Marketing-Merchant (Marketing-Kauffrau)

Marketing-Academy Hamburg, Germany

Studies in History and Art History

University of Hamburg, Germany

Languages

German	English	French	Spanish
Native	C1	A2	A1

Certificates

AI for Designers

Patricia Reiners - Zurich March 2024

Creating and maintaining successful design systems

Brad Frost - Smashing Online Workshops 2023

Certified Scrum Product Owner

Scrum Alliance 2015

Media training course (Medientraining)

MAZ - Die Schweizer Journalistenschule 2014

Courses

The ultimate Figma course for UX designers (Der ultimative Figma Kurs für UX-Designer)   2023

Indra Burkart - Udemy

Learn Figma - UI/UX Essential Training   2021

Caleb Kingston - Udemy

Mastering the user story - managing agile requirements (User Story beherrschen - Agile Anforderungen meistern)   2021

Thorsten Diekhof - Udemy