

UX-Architect | Product Ownerin Kate Rageth

Contact Information

Bächerstrasse 59, 8806 Bäch SZ

kate.rageth@gmail.com

+41 78 921 50 10

Date of birth: 05.09.1965

German - EU/EFTA C permit

(Swiss settlement permit)



LinkedIn

<https://www.linkedin.com/in/kateskatering/>

[Portfolio](#)

Password: katesprofil24



Profile

With my many years of experience in the areas of product management, UX and marketing, I am an all-rounder who always focuses on the users and their requirements. Furthermore, I am an experienced mediator between business and development. My core competencies are conception, workshops, prototyping, UI design and UX research. Human-centered design is always at the heart of what I do, regardless of whether the focus of my work is focused on UX or product ownership.

Work Experience

Senior Experience Consultant

evux AG

since 08/24 | Zurich

evux creates smart interactions and clear designs for applications and portals, offering end-to-end experience design—from strategy to user benefits—through research, user-centered analysis, interaction and visual design, UX consulting, and digital transformation support. My projects so far:

- Design and testing of a new platform for a SmartGrid system. **Tasks:** Creation of a user journey map, information architecture, design studios, wireframe prototype, and conducting usability tests.
- Hybrid financing advisory service for a national bank. **Tasks:** Workshops, product vision, scenario testing, and conducting usability tests.
- **Tools:** Figma, Axure, condens.io, miro, Microsoft Office

Senior UX-Architekt & Product Owner

Panter AG

10/2020 – 01/2024 | Zurich

Panter is a software agency that supports start-ups and large companies in the implementation of complex IT innovation projects.

- UX projects for a large Swiss communications company, a large Swiss pension fund, a sustainable food startup and a Swiss regional bank. I also led some of these projects as a product owner in their agile development process.
- Development of user flows and user journeys, design systems as well as interactive prototypes and UI designs. Conducting UX research. Managing backlogs and project management as required by the project.
- Project types: hybrid app for the maintenance of a telecommunications network. WebApp for self-counseling of a pension fund. Admin backend and mobile customer information for sustainable food. CMS with pension calculators in the financial sector.
- **Tools: Figma, customer workshops, Google G-Suite, Scrum, GitLab, Jira**

UX-Architekt

Adjumed Services AG (Freelance)

01/2018 – 09/2020 | Zurich

Adjumed Services AG operates and develops medical registries and operates a patient-related outcome platform for PROMs (Patient-Related Outcome Measurement).

- Work on the relaunch and further development of the admin backend for medical PROMs. Relaunch of the company website and development of several project websites.
- Requirements analysis, interactive prototyping, UX research and UI design. Backlog maintenance and management of the development teams.
- **Tools: Figma, Adobe xD, WordPress, Workshops, Atlassian Confluence, Microsoft Azure, MS-Office.**

Product Owner

Denkkraft AG (Freelance)

06/2019 – 06/2020 | Zurich

Denkkraft operates the Juurly.ch platform for architects and project managers.

- Management of the entire development process from the first workshops through development to the launch of the WebApp.
- Ideation workshops, interactive prototyping, user research, backlog maintenance, management of the development team.
- **Tools: Adobe xD, Axure RP8, Workshops, Atlassian, Microsoft Azure, MS-Office.**

Product Ownerin OPcheck

Self-employed | Co-Founder

06/2016 – 09/2020 | Zurich

OPCheck was a project to launch a platform of independent second opinions for patients in Switzerland.

- Management of the business development process and development of new features.
- Requirements engineering, market evaluation, prototyping, usability testing, UI design and development with WordPress.

- Launch of opcheck.ch
- **Tools: Axure RP7, WordPress, Balsamiq, Workshops, Asana.**

Senior Product Manager

Netcetera AG

07/2011 – 11/2017 | Zurich

Netcetera is a global software company with innovative IT products and individual digital solutions in the areas of digital payment, financial technologies, transportation, healthcare and insurance.

- Responsible for some of Netcetera's own products in the areas of transportation, finance and new business. Further development of the Wemlin mobile app into a platform. Launch of the instant polling app DirectPoll. Maintenance of the online calculator family Target B2C.
- Product development with Kanban, management of the 3-5-person development teams (nearshoring) as product owner, business plan development and maintenance, requirements engineering, backlog maintenance and implementation of usability tests.
- **Tools: Balsamiq, Jira, firmeneigene Aufgaben- und Projektmanagement-Plattform, MS-Office.**

Project Manager/Consultant

Netcetera AG

02/2008 – 06/2011 | Zurich

- Creation and maintenance of web and mobile applications for major clients in the insurance, banking and public transport sectors. Website relaunch of a Zurich transportation company, relaunch and maintenance of a B2B insurance platform, web store for a municipal community kitchen. Various mobile apps: "Züri schlaflos", "flickbook", "Bilanz - die 100 Reichsten", "AO Fractal Classification".
- Classic project management: briefing all stakeholders, customer communication, reporting and maintenance of the backlog.
- **Tools: Firmeneigene Aufgaben- und Projektmanagement-Plattform, MS-Office.**

Sales Marketing Online

dpa - Deutsche Presse-Agentur GmbH

01/2005 – 01/2008 | Hamburg

Portal- and Sales-Management

dpa - Deutsche Presse-Agentur GmbH

02/2002 – 12/2004 | Hamburg

Senior Concept-Developer

Ponton Intelligent Media

08/1999 – 11/2001 | Hamburg

Lectureship «Web-TV»

Seminar for interactive TV University of Siegen

07/2000 – 12/2000 | Siegen

Project Manager Software Development

Ponton AG

02/1998 – 07/1999 | Hamburg

Editor & PR

Ponton European Media Art Lab

07/1994 – 12/1998 | Hanover

Assistant PR-Manager
TrendBüro Hamburg

02/1992 – 04/1994 | Hamburg

Language Skills

German	English	French
Native language	C1	A2

Education and Further Training

Master of Advanced Studies in Human Computer Interaction Design 2012 – 2015
HSR - Hochschule für Technik Rapperswil

Marketing Manager IHK 2000 – 2006
Marketing Academy Hamburg

Studied history and art history 1985 – 1992
University of Hamburg

Certificates and Course Attendance

AI 4 UX Seminar 2024
Roland Sailer - Prof. Dr. Markus Stolze - OST

AI for Designers 2024
Patricia Reiners - Zurich

Creating and maintaining successful design systems 2023
Brad Frost - Smashing Online Workshops

The ultimate Figma course for UX designers 2023
Indra Burkart - Udemy

Learn Figma - UI/UX Essential Training 2021
Caleb Kingston - Udemy

Mastering the user story - mastering agile requirements 2021
Thorsten Diekhof - Udemy

Certified Scrum Product Owner
Scrum Alliance

2015

Media training
MAZ - Die Schweizer Journalistenschule

2014

In addition, active participation in the internal training programs and hackathons of Panter AG and Netcetera AG.

Volunteering

Best of Swiss Web - Member of the jury «Productivity»

since 2021

Best of Swiss Apps - Member of the jury «Business»

since 2016

References

With pleasure - please just contact me!