

Ana Tomé

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PROFESSIONAL EXPERIENCE

UX/UI Designer & Product Strategist (Freelance)

Feb. 2022 – Nov. 2024 | Remote

ScaleYourOutreach & ScaleYourContent

- Delivered 10+ UI redesigns in Figma; conducted iterative usability tests to drive data-based UX improvements
- Built and deployed 10+ production-ready interfaces with Bubble and Webflow – from wireframing to launch
- Managed Google Ads campaigns (AdSpend: ~€15K/month, ROAS: ~9.8x); optimized landing pages achieving 11% conversion rate

Event Management & Sales Representative

Feb. 2023 – Feb. 2026 | Berlin & Köln, Germany

Fruit Logistica Berlin (2023, 2024, 2026) & Anuga Köln (2023)

- Managed operations of the Argentinian pavilion at 4 international trade fairs with 260K+ combined visitors
- Coordinated cross-functional teams across personnel, logistics and inventory management under high-pressure conditions

Frontend Coordinator & Junior Product Owner (Freelance)

Mai 2023 – Mai 2023 | Remote

Bell Ventures GmbH – Project 100tasks

- Delivered end-to-end frontend project for a B2B SaaS platform – from requirements gathering to technical implementation
- Completed full project cycle solo in under 2 weeks; independently managed stakeholder alignment and delivery

Digital Media & Content (Student Assistant)

Sept. 2021 – Okt. 2024 | Lübeck, Germany

Universitätsklinikum Schleswig-Holstein (UKSH)

- Produced 50+ digital assets (3 videos, 10+ flyers, materials) for 5K+ students; supported digital communication strategy over 3 years

Video & Online Content Creator (Internship)

Sept. 2019 – Juli 2020 | Buenos Aires, Argentina

Radio Caput

- Managed 6 radio stations daily over 10 months (240+ broadcasts); curated content for programme InfoServidia 2x/week (80+ instances); covered special live broadcast for station with 12.1K+ subscribers

EDUCATION

Bachelor of Science (B.Sc.) in Media Informatics

Okt. 2020 – Dez. 2025 | Lübeck, Germany

University of Lübeck

- Thesis: Redesign of an AI-based food safety learning platform – 7.9% UX improvement & 97.6% mobile compatibility (Vue.js, iterative evaluation with 31 users)
- Specializations: Human-Centered Design, UX/UI Research, Software Engineering

Abitur with Bilingual Certificate (German-Spanish)

2014 – 2019 | Berlin, Germany

Friedensburg-Oberschule / Staatliche Europa-Schule Berlin

- Erasmus+ exchange at Colegio Alberto Durero, Seville, Spain (2017)

PROJECTS

SmartApply – AI Strategy & Process Automation

Nov. 2025 – März 2026

Solo Project | Product & AI Management

- Built an AI-powered automation tool independently – from UX/UI design to deployment (TypeScript, Node.js, OpenAI API, Supabase)
- Reduced time per application by 96% (96 min → 4 min); tripled output while improving quality
- Independently architected full system from concept to production – sole owner of all product, technical and strategic decisions

ADDITIONAL INFORMATION

Languages: German (native), Spanish (native), English (advanced)

Martial Arts: Certified Pencak Silat instructor; Dutch Open Champion, German Open Champion; SEA Games 2016 Indonesia (Ganda) – only non-Asian women's team; UNIQ Performance Award

Technical Skills: AI & Automation (OpenAI API · n8n · Supabase), Programming (JavaScript · TypeScript · Next.js · SQL), No-Code (Bubble · Webflow), Design & Product (Figma · Miro · Cursor · VS Code), Data & Analysis (SPSS · R), Tools (Git · Microsoft 365)