

Niina Eble

User Experience | Interaction Design

niina.eble@gmail.com
[linkedin.com/in/niina-eble](https://www.linkedin.com/in/niina-eble)
(408) 203-0393
Sunnyvale, CA

Summary

Experienced UX Designer looking for interesting problems to solve and keen on helping organizations shift to more human-centered development processes. Extremely critical thinker and a passionate user advocate with a very strong attention to detail.

Experience

Lead Product Designer | [Cisco](#) | San Jose, CA | Mar 2018 - ongoing

- In the lead for design work for Cisco's MSX, a cloud-based virtualized services platform used by service providers and enterprises.
- Responsible for defining the UI architecture, analyzing structure and interaction flows, researching use cases and user requirements, and producing conceptual diagrams, wireframes and prototypes.
- Leading the overall design process, facilitating design reviews with stakeholders and incorporating feedback into the design strategy.
- Guiding, directing and mentoring other designers in the team.
- Introducing and continuously evolving design processes and improving how design and development teams work together more efficiently.

UX Advisor | [Neemo Method](#) | Sunnyvale, CA | Mar 2017 - ongoing

- Consulting, research and design work for a Finnish startup that is disrupting the way organizations lead change, strategy, brand and teamwork with its unique photography-based facilitation method.

Senior UX Designer | [Ray Sono](#) | Munich, Germany | Nov 2008 - Sep 2017

- Agency work specializing in consumer-facing e-commerce and online travel websites, ranging from pitches and conceptual ideations to new and re-designs for clients such as Lufthansa, Miles & More, Munich Public Transportation, Hamburg Tourism, Swiss, TUI, BMW, Bahn.
- Responsible for end-to-end UX design activities, from requirements gathering to detailed interaction design as well as planning and conducting of user research.

UX Designer | [ma ma Interactive System Design](#) | Frankfurt, Germany | Jun 2007 - Oct 2008

- Agency work for various clients, e.g. a complete redesign of the helpdesk software OTRS where I was responsible for redesigning all the screens, interactions and user workflows.

UX Skills

Usability
Interaction Design
Information Architecture
Ideating
Sketching
Wireframing
Interactive Prototyping
User Flows
User Journeys
Personas
Conversion Optimization

Research Skills

Qualitative User Testing
Remote User Testing
Usability Expert Reviews
Usability Heuristics
Ethnographic Field Study
User Interviews
Card Sorting
Paper Based Testing

Tools

Axure RP
Invision
Principle
Sketch
Morae
UserTesting.com
Userzoom
Jira, Confluence
PPT, Word, Keynote

Awards

if Design Award 2010

Languages

English (fluent)
German (fluent)
Finnish (native)