Elisabeth Saehr

Product Designer (UX/UI)

Profile

Product designer with 7 years of UX experience on websites, mobile apps and SaaS products. I own the work end to end: discovery workshops with stakeholders, user research, user flows, responsive wireframes and prototypes, specs for developers, and QA testing of the build. After launch I measure the impact. At Medair, the website redesign I led cut bounce rate from 59% to 27% and grew online donations by 47% year over year. I design accessibility in from the start (WCAG AA). I ship real products with AI tools: Claude Code, Cursor and ChatGPT. Native French, fluent English.

Experience

Senior Web Account Manager – UX Designer · Swiss Tomato

Geneva · March 2026 – Present

- Delivered 4 projects in under 6 months: 2 websites and 2 discovery phases.
- Facilitated discovery workshops with clients, including persona and MoSCoW prioritisation sessions, to align stakeholders on user needs, scope and priorities. Ran UX audits.
- Wrote specs and functional requirements for developers, and briefs for other designers. Ran QA testing to check the build matched the design before release.
- Managed website and mobile app projects from proposal, budget and timeline to delivery. Coordinated UX/UI, frontend and backend teams.

UX/UI Designer – Product Designer · Freelance

Switzerland · 2022 – Present (alongside employed roles)

- Designed and shipped about 10 websites, 2 mobile apps and a B2B SaaS product:
  - **Symio**, a mobile app live on the App Store and Google Play. A second app reached TestFlight.
  - **CopyDash**, a B2B SaaS product.
- Built and launched an e-commerce website that converts above 4%.
- Turned client requirements into user-centred interfaces, prototypes and design systems. Ran qualitative and quantitative user research, benchmarking and usability testing.
- Build and ship with Claude Code, Cursor and VS Code, from Figma design to working product.

External Digital Communication Manager · Sommet Education

Geneva · 2024 – 2026

- Managed Sommet Education's external digital communication, including social media.
- Handled digital communication for events.
- Designed and built the Sommet Education Foundation website, accessible to WCAG AA.

Medair · Ecublens · 2017 – 2024

UX Designer | Senior Digital Marketing Officer · 2021 – 2024

- Led the UX/UI strategy and redesign of Medair's website, from wireframes and prototypes to launch.
- Coordinated stakeholders across management, development and marketing.
- **KPIs, year over year after the redesign: bounce rate down from 59% to 27%, online donations +47%, website traffic +88%, newsletter subscribers +28%.**
- Led the email marketing strategy.

UX Designer | Digital Marketing Officer · 2019 – 2021

- Managed and developed the website. Created visual assets for the web, social media and digital campaigns.
- Built and ran email campaigns with the CRM team for 10,000+ newsletter subscribers.

Marketing Assistant · 2017 – 2019

- Supported the direct marketing team with graphic design, and website and landing page creation.
- Published online articles. Sent email appeals and newsletters to subscribers.
- Coordinated translation of marketing content. Supported fundraising events.

Skills

- **UX & product:** discovery and requirements workshops (personas, MoSCoW), user research & usability testing, UX audits, user flows, wireframing, prototyping, design systems, responsive web & mobile app design, accessibility (WCAG AA), specs & developer handoff, QA testing
- **Data & analytics:** Google Analytics, Looker Studio (Data Studio), Fullstory, Maze, Userlytics, Useberry, Google Ads
- **Design & build:** Figma, Adobe Suite, Miro, Webflow, Framer, Shopify, WordPress, Squarespace, Salesforce CRM, HTML, CSS
- **AI:** Claude Code, Cursor, VS Code, ChatGPT, Claude, AI-assisted design systems

Education & Training

- **AI Design System & Coding**, Memorisely, 2026
- **UX Research Bootcamp**, Memorisely, 2023
- **UX/UI Digital Product Design**, Dribbble, 2022
- **DUT Gestion des Entreprises et des Administrations** (2-year business administration degree), IUT Besançon-Vesoul, France, 2015–2017

Languages

French (native) · English (fluent)