

Curriculum Vitae

Personal Information:

- Name: **Marit Brademann**, Owner of ideas and numbers
- Nationality: German
- Date of birth: June 13 1983



Professional Experience

The name "ideas and numbers" expresses my intention to combine the qualitative and the quantitative in my way of working with others: human values, common sense, collaboration, user-centricity, strong methods, data (facts) and new technologies. I coach teams on their way to agility and lean delivery. I conceptualize and hold workshops on product development, agile methods and frameworks, design thinking challenges, data literacy and social entrepreneurship. I give hands-on support, facilitate meetings, hold retrospectives and love being a sparring partner for someone's thought development process.

2018

Agile Consultant and Coach, Büro am Draht, Berlin, since Mar 2018

- conducted an individual agile assessment with team and management through interviews
- supporting product owners, the head of the team and the team itself on its transition to a more structured and transparent way of working
- conceptualizing numerous formats to improve business processes, team collaboration, company vision and product owner practices
- with the introduction of a scaled framework in part of the organization, I am now working on aligning other teams to similar workings in order to harness transparency, predictability and interdisciplinary

Data Literacy Lecturer and Education Designer, Stackfuel GmbH, Berlin, Jan - May 2018

- User research activities, data literacy research and design of a curriculum for the massive open online course in Data Literacy Basics
- Iterative collaboration with the project manager
- created of a unique blend of business relevant data analysis concept and data-informed decision making

Strategist, Birds On Mars GmbH, Berlin, Jan - April 2018

- conducted a data and analytics assessment with management through personal interviews
- consequently, prepared and clarified a number of data and analytics use cases
- elaborated an evaluation matrix and formulated a strategic shift of respective customers, f.e. the adoption of AI based strategies

2017

Product Owner Support/ Scrum Master, Carmeq (Volkswagen), Oct 2017 - Jan 2018

- coached and supported the Carnet user experience team to establish agile methods within the corporation by example
- moderated and facilitated scrum events and UX workshops
- supported the Product Owner with requirement and stakeholder management

- put a strong emphasis on improvement of user stories in terms of internal inconsistencies and overall applied methodology

Agile Coach/Scrum Master at Otto Group BI, Hamburg, Jan 2017- Jul 2017

- worked with the Business Intelligence Department that develops tracking, analytics and web services for individual group companies, globally
- coached a new Tracking product team agile practices, moderating scrum sessions, facilitating product vision workshops, coaching product owner lean practices
- coached a brand new Analytics service team agile practices, facilitating a practical service delivery setup, refining team's vision, mission, goals and internal setup
- worked with the Group Tracking team that has experienced a lot of recent disruptions through strategic changes to establish trust and reliability

2015

Scrum Master, USEEDS GmbH, Berlin, Jul 2015 – Sep 2016

- guided two Scrum teams along their path to user-centric product design for one of Europe's leading broker and direct bank
- created a trustful working atmosphere with a focus on self-reliance and collaboration
- setup a fluent communication with our remote client and efficient facilitation of Scrum events through structuring, coaching and individual contact

Moderator Design Thinking, openSAP, online, Apr 2015 - Jan 2017

- moderated product teams in SAP's MOOC "Developing Software Using Design Thinking"
- providing feedback to participants regarding the process, their achievements and potentials to grow their Design Thinking experience

2014

Quality Assurance Manager, MassineScheffer, Berlin, Sep 2014 - Mar 2015

- managed, executed the Quality Assurance process for the product ViQ
- incorporated cross-functional team responsibilities in the QA process to establish feedback loops from product, business intelligence and development

QA Manager/Team Lead, Zimory GmbH, Berlin, Apr - Oct 2014

- managed the QA process for distributed teams on the company's SaaS cloud computing platform
- conducted internal user research to investigate the evolution of major quality deficits
- in collaboration with the Product Management, reframed the company's product vision and successfully established new quality standards

2013

Quality Assurance Manager, Axel Springer IdeAS, Berlin, Oct 2013 - Mar 2014

- conducted a status quo analysis to evaluate the deficient bottlenecks in the agile QA process
- recommended to setup an independent test infrastructure and to change communication flows
- drove the installation of system monitoring screens in the office to expose metrics to everyone
- fostered steady reduction of blockers and stabilization of customer retention rate

2012

Senior Quality Assurance Engineer, Groupon GmbH, Berlin, May 2012 - Jul 2013

- managed and executed the test process and test cases of the CRM Team

- collaborated with QA automation team to automate regression testing
- iterated with CRM and product team to build more reliable features for all stakeholders

2011

Project and QA Manager, WatchWith, Inc., San Francisco, CA, Jan 2011 – Jan 2012

- managed the project and QA process for the connected TV application Fandango
- wrote and executed white box test cases
- analyzed user behavior on Fandango with Tableau

2009

Quality Assurance Analyst, KMF Werbung, Hamburg, Jul - Oct 2009

- managed and executed the testing process for relaunch and localization of navigon.com
- established the integration of selenium as a testing framework
- fostered close exchange between development and design
- conceptualized category and naming schemes for the backend

2007

Media, IT & Design Intern, Chamber of Commerce, Hamburg, Jan - Jul 2007

- managed fundraising and sponsoring activities for the Hamburg Animation Award
- created content for the award's website and the Chamber of Commerce's magazine
- designed posters and flyers for the award ceremony
- developed a ticket and seat management system
- communicated and managed hospitality for involved artists

Conducted Workshops und Trainings (selected)

- Two-Days Masterclass "Agility Camp", Berlin Change Days, 2018
- Two-Days-Workshop "Product Strategy and Roadmapping", The Restart Project, 2018
- 5 One-Day-Workshops: Design Thinking for the energy business, Engie AG, 2018
- 2 Two-Days-Workshops: Social Entrepreneurship Certification, University of Applied Sciences Lemgo and North Caucasian Federal University Stavropol, 2018
- Two-Days-Workshop: Project Management, Boehringer Ingelheim, Amsterdam, 2018
- One-Day-Workshop: Moderation, New Vision for Leanovate, Berlin, 2018
- Two-Days-Workshop: Grundlagen Agile Methoden, Gong, Zagreb, 2017

Contributions (selected)

I contribute to data, design, software development projects to gain insights into diverse fields, and to support my ideals of access to education, supporting democracy and cultural diversity.

Design Swarms for Rays of Sunshine, Surya Vanka, Berlin, 2018

- Design Challenge: "Come up with a disruptive solution that harnesses community in powerful and unexpected ways to help give children and families amazing experiences and support."
- Team result: Recommendation to rebrand Rays of Sunshine to a network of families in need supporting each other rather than granting wishes solely

Microtasking Platform Replication Sprint, The Engine Room, Croatia, 2017

- Tech Challenge: "Replicate and customize a microtasking platform within 5 days for the social activists Opora and K-Monitor" which resulted in a fully replicated micro tasking platform for K-Monitor and a set of scripts for Opora's microtasking needs
- as agile facilitator, established a communicative and transparent process to get work done
- moderated open discussions to break needs down into actionable items, prioritize, iterate and track them

Design Challenge hacks/hackers connect, Google NewsLab, Berlin, 2015

- Design Challenge: "Redesign the news consumption experience across platforms and media"
- Team Result: Paper prototype "Ritalin for news", an app for news aggregation and distraction free reading

Design Thinking Week, HPI School of Design Thinking, Potsdam, 2015

- Design Challenge "Design the digital information experience for people interested in health care and wellbeing in a world where your regular pharmacy is still an important contact point."
- Team Result: Digital Prototype of the mobile application "EverYoung" that helps to prevent health issues and to support longer youth

Co-Founder, Data Science for Social Good Berlin, Oct 2014 - Oct 2015

- initial setup and facilitation of the group's vision to its transition to operation
- community outreach, analysis and evaluation of suitable partnerships to assure social impact through Data Science
- conceptualized and organized outreach, fundraising for the collaborative "Data Dive" where project partners and data scientists solve data problems hackathon style

Co-Founder, denk global! UG, Bonn, Apr 2014 - Jun 2015

- denk global! acts as an agent between individuals and institutional education projects along economic, social and ecological aspects of globalization
- evaluated and setup technical infrastructure (intranet, CRM campaigning administration, and hosting services)
- designed, developed our agency website denkglobal.org and edited content of third party contributors
- managed, designed, developed successful relaunch of teamglobal.de, a project funded by the Federal Government of Germany

Design Thinking Basic Track, HPI School of Design Thinking, Potsdam, 2014 - 2015

- Design Challenge: "Design the presentation of the unique characteristic "produced in family friendly conditions" in a way that it is trendy for Berlin families to purchase these products."
- Team Result: Strategic decision proposal for a set of future scenarios based on the current low recognition of the product label

Data Science Day Berlin, 2012 – 2014

- Co-Organizer and speaker hospitality for the topics "Data Journalism", "Data Driven Decision Making", "What's next in Data Science?"
- Community Outreach

Scenario Building Workshops, Federal Agency for Civic Education, Bonn, 2006 – 2015

- conducted and developed scenario building workshops about globalization at high schools and conferences
- Learning: to develop common scenarios, it is fundamental to reveal existing mental models first

Education

Diplom Social Sciences at University of Mannheim, 2004 - 2010

- Major: Social Sciences, Minor: Business Studies
- Thesis: "Old patterns, new hope -The Polish Telecommunication Sector Since The Accession To The European Union"

Exchange Program at Warsaw School of Economics, Poland, 2009 - 2010

Certifications and Extended Education

2019

- **SMART Data Sprint Winter Institute**, iNova Medialab New University of Lisbon, Portugal

2018

- **Certification GDPR Data Security Specialist**, Fraunhofer Academy, Berlin

2017

- **Mobile Synth I + II Summer School** (Mobile App-Development for sound synthesis and 3D interface design), Romain Michon, Stanford University

2016

- **Information Visualization Course**, Jim Hollan, University of California San Diego, CA
- **The UX Essentials of Customer Interviews**, Digital Telepathy, San Diego, CA
- **The UX Essentials of Product Design**, Digital Telepathy, San Diego, CA
- **Crowdsourcing Research**, Stephen Dow, University of California San Diego, CA
- **Design Kit**, Human-Centered Design Certification, IDEO.org

2015

- **UX Sketching with Bill Buxton**, The Design Lab, University of California San Diego, CA
- **Design Thinking Basic Track**, School of Design Thinking HPI, Potsdam
- **The Data Scientist's Toolbox**, Coursera Certification John Hopkins University, MD

2012

- **Tableau 7 Certification**, Tableau Conference, Barcelona, Spain

2011

- **ISTQB® Certified Tester Foundation Level**, American Software Testing Qualifications Board, San Francisco, CA

Skills

Languages German (native), English (TOEFL: 109), French (C2), Polish (A2), Croatian (A1)

Agility Design Thinking, Scrum, Scrumban, Kanban, JTBD, User Stories

Dev Jira, Domain Management, HTML, CSS, Wordpress, Jekyll

Data Tableau, Python, Stata, R, multivariate data analysis, statistics

Design User Interviews, User Journey Mapping, Ideation techniques, rapid prototyping

Creation Traktor, Max/MSP

References

- Dr. Dominik Domnik, CFO, Social Entrepreneurship Akademie, dominik.domnik@seakademie.de
- Dr. Sabrina Zeplin, VP Business Intelligence, Otto Group, sabrina.zeplin@ottogroup.com
- Fanny Pittack, Head of Engineering, Awin Global, fanny@pittack.org
- Dr. Sascha Mahlke, CEO, USEEDS° GmbH, sascha.mahlke@useeds.de