

Roxanne Krumm

Product Designer living in Berlin, Germany

HelloFresh

Berlin, DE

Senior Product Designer (freelance) July - Dec 2025

HelloFresh is a global meal delivery service that sends customers pre-portioned ingredients for cooking meals at home.

At HelloFresh, I worked for 6 months as a contractor on the Navigation team to assist in a major launch of a new merged app for HelloFresh and Factor. I also produced a mid-term vision for how customers select their weekly meals by clarifying customers problems, pushing UX improvements, and delighting with animation. For the launch, I ensured consistency in UX patterns while dealing with technical limitations.



GetYourGuide

Berlin, DE

Senior Product Designer Feb 2021 - July 2024

GetYourGuide is an online travel platform that connects people with tours, activities, and experiences worldwide.

At GetYourGuide, I lead the UX strategy for Search and Discovery. I collaborated closely with cross-functional stakeholders such as engineering, PM, data analytics, and brand team to optimize search performance and enhance engagement through out the funnel. I also lead the design and launch of maps for customers to visually explore a destination and discover nearby things to do as well as plan ahead future itineraries.

Contact

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Portfolio

www.roxannekrumm.com
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Proficiency

Figma, JIRA, Adobe suite, Principle, Slack, iOS, Android, Carplay, x1

Education

Bachelors of Fine Arts in Design from University of North Carolina at Greensboro

Experience highlights

Search optimization, maps and location tracking, acquisition/onboarding flow, e-commerce, subscription management

Awards

Best App of 2014 Award from Google Play

Roxanne Krumm

Product Designer living in Berlin, Germany

Luminary Media

New York, NY

Senior Product Designer

Mar 2020 - Oct 2020

Luminary is a subscription podcast network with shows from Russell Brand, Trevor Noah, Lena Dunham, and others.

At Luminary, I worked on improving subscription conversion by revamping the acquisition flow and pushing web traffic to download the app. I helped elevate the app's interface while building and maintaining their design system. Other projects included researching and testing concepts to improve engagement and discovery of Luminary Original podcasts. Some projects for Luminary spanned various platforms like iOS, Android, Web, Carplay, x1, and iPad.



Glamsquad

New York, NY

Senior Product Designer

Nov 2017 - Mar 2020

Glamsquad is an on-demand beauty service provider in major cities of the US that sends stylists to your home for hair, makeup, and nails.

At Glamsquad, I worked on improving the quality of the experience for how the client and stylist communicate in a two-sided marketplace. I helped build an e-commerce site quickly under a new beauty product launch and integrated the new product with the in-home experience through push notification strategies and in-app personalization. I worked with engineers to solve appointment punctuality through ux design and location tracking across 5 major cities.

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