Sandra Unterkircher

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Senior II Product Designer with 7+ years' experience owning end-to-end design for web and mobile products. Skilled at **turning complex problems into clear, intuitive user experiences**. Proven track record designing AI-powered features, running research, and delivering measurable product impact. Strong **cross-functional partner to Product and Engineering**, grounding decisions in user insights, product data, and technical constraints.

Professional Experience

Senior Product Designer → Senior II Product Designer @ MeisterTask

Aug 2023 - Nov 2025 / Vienna, Austria

Lead designer for MeisterTask, a collaborative work management platform across web, mobile, and desktop.

- Owned **end-to-end product design across multiple initiatives**, from early discovery and concept exploration through launch and iteration.
- Led an **AI-powered workflow automation initiative** from concept to beta (0→1), defining hypotheses, shaping problem statements, validating direction early, and presenting progress to C-level and board stakeholders.
- Worked closely with PM, Engineering and ML to **translate AI functionalities** (e.g. text generation, suggestions, and automation triggers...) into **clear, trustworthy user experiences**.
- Ran continuous lean research and usability testing (interviews, surveys, co-creation, early prototypes, unmoderated tests...), using AI-assisted tools (Cursor, v0) to speed up iteration and inform product decisions.
- Redesigned onboarding and core flows, driving a **91% increase in key activation actions and a 35% increase in Aha-moment conversions.**
- Simplified navigation patterns, reducing **unintended user actions by 35%** and **increasing interaction rates by 50%.**
- **Contributed to the design system** and **supported UX quality through regular critique and feedback.**

UI/UX Designer + web development @ MindMeister

Oct 2019 - Jul 2023 / Vienna, Austria

- Led the redesign of MindMeister's infinite-canvas editor across web and mobile, modernising a product trusted by 50M+ users while maintaining usability for long-term customers.
- Improved and maintained mindmeister.com, optimising conversion flows and balancing marketing needs with usability.

Corporate Communication @ STRABAG

Jul - Aug 2018 / Vienna, Austria

- Published 5+ articles for the internal magazine, driving company-wide engagement.
- Built Instagram content strategy and produced visual layouts/infographics for multiple campaigns.

Graphic Design @ Die fliegenden Fische

Jul - Aug 2016 / Salzburg, Austria

- Developed the corporate identity and wayfinding system for the Kardinal Schwarzenberg hospital (still in use today).

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Education

MSc in Engineering, MSc in Interaction Design
@ Cyprus University of Technology and Tallinn University,
Sep 2021 - Jun 2023 / Remote

- Thesis: **"Dark Patterns or Bad Design? A Study on the Consequences of Deceptive Design"** — research on deceptive interaction patterns and their impact on user trust and behaviour.

BA in Graphic & Information Design
@ New Design University
Sep 2017 - Jun 2019 / St. Pölten, Austria

- Thesis: **"Grenzen. An Atlas of Geopolitical Borders"** — design project translating complex spatial/political data into an interactive digital atlas (HTML, CSS, p5.js, GeoJSON).

Skills

UX & UI Design • Research & Testing • UX Writing • Strategy • Information Architecture •
User Flows • Data-informed UX • Prototyping (AI-assisted + traditional) • HTML/CSS/p5.js

Tools

Figma • FigJam • Cursor • v0 • ChatGPT • Adobe CC • Looker • Amplitude • usertesting.com

Languages

German (Native) • English (Native-level) • French (Intermediate) • Spanish (Beginner) • Korean (Beginner)