

Simon Basler

System thinker with a strong sense for the bigger picture and attention to *detail*. I identify *patterns*, understand complex *interdependencies*, and develop *solutions* that address root causes rather than symptoms

Contact

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[LinkedIn](#)
[Portfolio](#)

Relevant Experience

Participant – Product Management Bootcamp | Digitale Leute School, Cologne
10/2025 – 01/2026

- Conducted a full Product Discovery and Delivery process based on a real-world digital product.
- Worked in an agile Scrum environment using User Story Mapping, Backlog Management, and OKR-based Roadmapping.
- Performed hypothesis-driven validation and lean testing of MVPs.
- Applied product analytics for data-informed product decisions.
- Outcome: *wabi*, an emotion-first task app focused on hyperfocus prevention and emotional regulation for neurodivergent users.

Participant – UI/UX Bootcamp | SuperCode Düsseldorf
11/2024 – 04/2025

- Executed end-to-end UX/UI projects from research to prototyping.
- Applied user-centered design principles, usability testing, and design systems.
- Designed accessible and responsive user interfaces.
- Worked in interdisciplinary Scrum teams.
- Gained frontend fundamentals in HTML/CSS to assess technical feasibility.
- Outcome: *eco:logisch*, a mobile app promoting sustainable purchasing decisions through product transparency and community support.

Skills

Methods:

Requirements Engineering,
Information Architecture,
Stakeholder Management,
Quality Assurance,
Standards Definition

Product Discovery, User
Research, User Story
Mapping, Prototyping,
OKR-based Roadmapping,
Design Thinking, Scrum

Tools:

Figma, Adobe Creative
Cloud, No-Code Tools, LLMs,
Jira, Miro

Languages:

German (Native)
English (Business Fluent)

Education:

Product Management
Bootcamp 10/2025 – 01/2026

UI/UX Bootcamp
11/2024 – 04/2025

Vocational Training as a
Graphic Design Assistant
08/2011 – 07/2014

Professional Experience

Media Designer – Technical Documentation | Orfgen Marketing GmbH & Co. KG
01/2022 – 08/2024

- End-to-end responsibility for TÜV-compliant operating manuals (DIN EN 82079-1) in 19 languages, from requirements gathering and content creation to translation management and final approval.
- Requirements engineering for automation solutions: analysis of existing workflows, definition of technical requirements with external service providers, and testing of scripts for automated text integration and file cleanup, reducing manual effort by 15–25%.
- Stakeholder coordination across editorial teams, translation agencies, department heads, TÜV auditors, and clients to ensure consistent quality, legal compliance, and on-time delivery.
- Editorial review and quality assurance in close collaboration with technical writers to improve clarity, consistency, information architecture and technical accuracy.

Cashier / Shift Supervisor | Edeka Kels
07 2017 – 10/2021

- Originally intended as a temporary role, this position evolved into a multi-year engagement due to team dynamics and increasing responsibility, providing stability and valuable leadership experience.
- Shift supervision including team coordination, process optimization, and ensuring high service quality.
 - Onboarding and training of new employees, sharing best practices.
 - Inventory management and data-driven restocking.
 - Handling complex customer cases and complaints with a focus on sustainable resolutions.

Graphic Designer | Gisstec GmbH
09/2014 – 06/2017

- Independently designed digital and physical touchpoints such as websites, product packaging, trade fair materials, and print assets with a strong focus on user experience and brand identity.
- Planned and executed trade fair appearances from strategic concept through production of materials (banners, displays, giveaways) to on-site implementation.
- Worked cross-functionally with management, marketing, and sales to create consistent brand experiences.