



# FLORIAN FIECHTER

## USER EXPERIENCE STRATEGY AND LEADERSHIP

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### SKILLS

UX Strategy · UX Leadership ·

UX Measurement · UX Research ·

User Experience (UX) · Product  
Management ·

Facilitation · Agile Frameworks

### CERTIFICATIONS

Certified PO (Scrum.org)

Certified Scrum Master (Scrum.org)

Leadership (SVF)

Center Centre UX Strategy Leaders Program  
with Jared Spool

### EDUCATION

KV Apprenticeship, Business School, Basel

Retail Apprenticeship, BFS, Basel

Web Publisher, Teko, Luzern

### LANGUAGES

### SUMMARY

Innovative and results-oriented UX enthusiast with a proven track record of driving impactful strategies in alignment with organizational objectives. Passionate about fostering collaborative environments to deliver superior products and services that exceed user expectations. Adept at leveraging user-centric approaches to enhance customer experiences, increase revenue, and reduce costs. Skilled in leading cross-functional teams and implementing meaningful metrics to measure UX impact effectively.

### WORK HISTORY

#### **Head Of User Experience, Art Basel, Basel**

*Feb. 2022 - Present*

Performing global research, shaping UX strategies, metrics, and capabilities at Art Basel for industry leadership and user-centric innovation.

#### **Customer Experience Lead, Post CH AG, Bern**

*Nov. 2021 - Jan. 2022*

Guided CX team growth, crafted comprehensive strategies, and accelerated action plans, elevating user research maturity and enhancing UX capabilities.

#### **Head of Customer Experience and Market Research, Post CH AG, Bern**

*Mar. 2019 - Nov. 2021*

Managed and led CX team growth, devised comprehensive strategies, implemented action

German – Native

English – Fluent

Swedish – Fluent

plans, enhanced user research maturity, shifted to strategic product planning, and built UX capability.

**Head of Digital Business Development, Post CH AG, Bern**

*Oct. 2017 - Feb. 2019*

Created innovative digital business models, owned Kaloka Marketplace, managed requirements for products, implemented OKRs and Lean UX for efficiency, led transition to outcome-driven roadmaps, and contributed to vision and strategy.

**Head of User Experience, SpeedLedger, Gothenburg**

*Aug. 2015 - Aug. 2017*

Optimized product strategies through budget analysis, enhanced customer satisfaction and user experience, integrated UX strategy into roadmaps, initiated impactful research programs, resulting in over 30% growth.

**Head of User Experience, Netonnet Group, Borås**

*Feb. 2009 - Aug. 2015*

Designed strategic plans driving revenue growth through enhanced user experience. Analyzed online marketing trends, prioritizing UX for increased profitability. Led transition to UX-focused approach, resulting in substantial revenue gains. Implemented content and checkout process redesigns, achieving significant revenue increases. Established successful information architecture improvements, enhancing user satisfaction. Executed design strategies, boosting upsell revenue. Overhauled digital commerce platform, delivering immediate revenue increase and improving user experience.

**Further experience:**

**User Experience Designer, Bjurab AB, Halmstad**

*Jan. 2009 - Aug. 2009*

**Frontend Designer, Usability Expert, Bisnode  
AB, Stockholm**

*Aug. 2006 - Jan 2009*

**Frontend Designer, M + R Spedag Group,  
MuttENZ**

*Apr. 2002 - Aug. 2006*