



Anette Isabella Giesa

Research, Design & Digital Accessibility

**Creating more than just usable experiences.
With inclusive design realizing accessible
and engaging experiences for everyone**



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About

Anette Isabella Giesa is a Senior Product Designer specializing in interaction design, UX/UI design, and digital accessibility. She designs intuitive, inclusive digital products with a strong focus on user-centered design, usability, and scalable design systems.

Her experience spans the full product lifecycle — from research, concept development, wireframing, and prototyping to cross-functional

collaboration with developers, stakeholders, and product teams.

In addition to hands-on design work, she contributes to project coordination and product strategy, helping align business goals with user needs. Anette also supports and mentors junior designers, fostering collaborative workflows, design quality, and continuous learning within teams.



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Research, Design & Digital Accessibility

Focus

- Interaction Design
- Digital Accessibility
- User-centered Design
- Design Systems
- Cross-Functional Collaboration
- Information Architecture

Methods

- User Research
- Wireframing & Prototyping
- Usability Testing
- Concept development
- Collaborative Design
- Workshop Facilitation

Toolbox

- Figma
- Adobe CC
- Miro
- Jira & Confluence
- Accessibility Testing Tools
- HTML/CSS Basics

Media & Industries

- Mobile & Desktop
- IOT
- Data security
- Mobility
- Software as a Service
- Webapps
- Education
- etc.

Experience

20y

Degree

MSc

Wire Messenger

Accessibility-First Redesign



Summary

Redesign of Wire's messenger platform with a strong focus on digital accessibility, usability, and scalable interaction design. Following a comprehensive accessibility audit, the project addressed major WCAG 2.1 compliance gaps by introducing an accessibility-first design system and consistent interaction patterns across the product.

Main Responsibilities

Overall New Interaction Concept

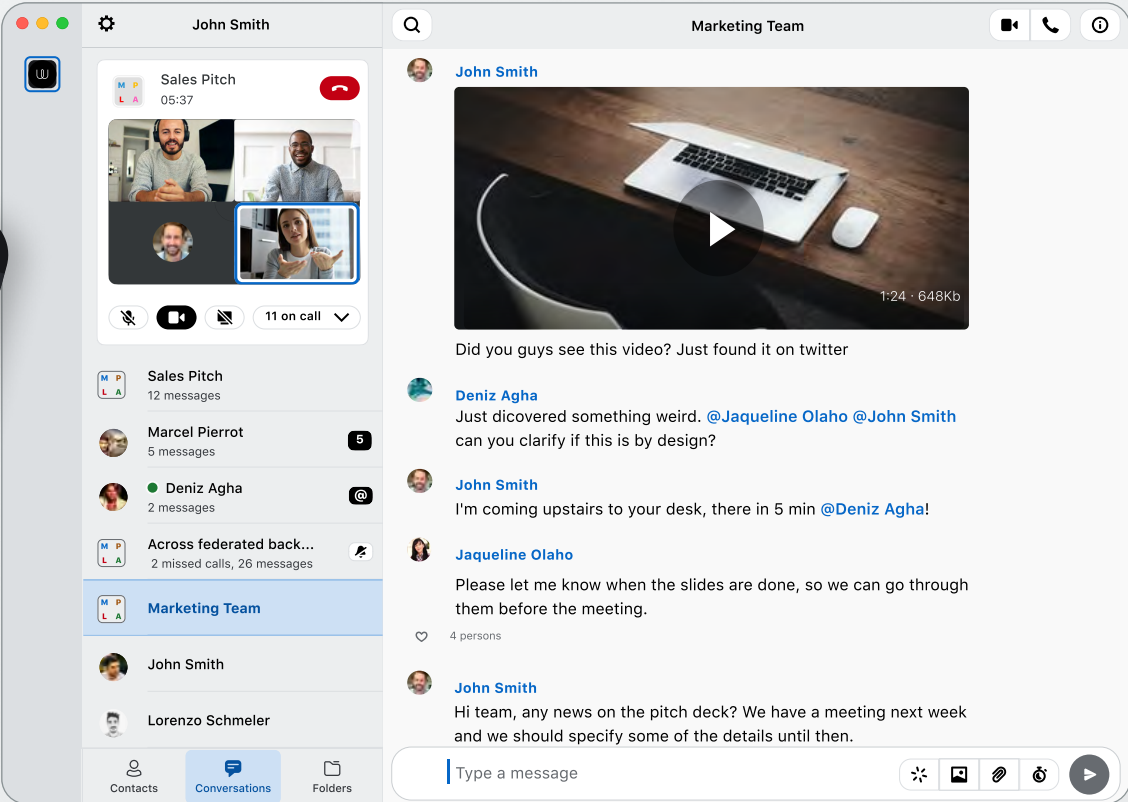
New Design Library

Design Process Lead

Stakeholder Alignment

Wire Messenger

Accessibility-First Redesign



COBI



First smart connected cycling system

Summary

COBI converted any bike into a connected smart bike using hardware components and a smartphone app as an intelligent cockpit. Features included speed tracking, navigation, weather forecasts, fitness tracking, music streaming, and hands-free calls via Bluetooth. Enhanced safety with a thumb controller, automated lighting, electronic bell, alarm system, and turn signals. As the primary (and only) UX designer, I was involved in the product development process from the initial sketches to the release of the finished product.

Main Responsibilities

Concept Development

User Research

Wireframing

Aligning Hardware & Software

User Testing

Documentation

COBI



First smart connected cycling system



Play for the Black Box

Critical play on data privacy



Summary

Play for the Black Box is a critical interaction design project that explores how playful, tangible interaction can raise awareness of data privacy and biometric data collection and surveillance. Framed as a tabletop game, the project encourages participants to critically reflect on data ownership, consent, and their role within data-driven systems.

Furthermore, the project aims to teach users/players more about the difference between private data, biosignals, and biometric data.

Research Project

Design Space Research

User Research

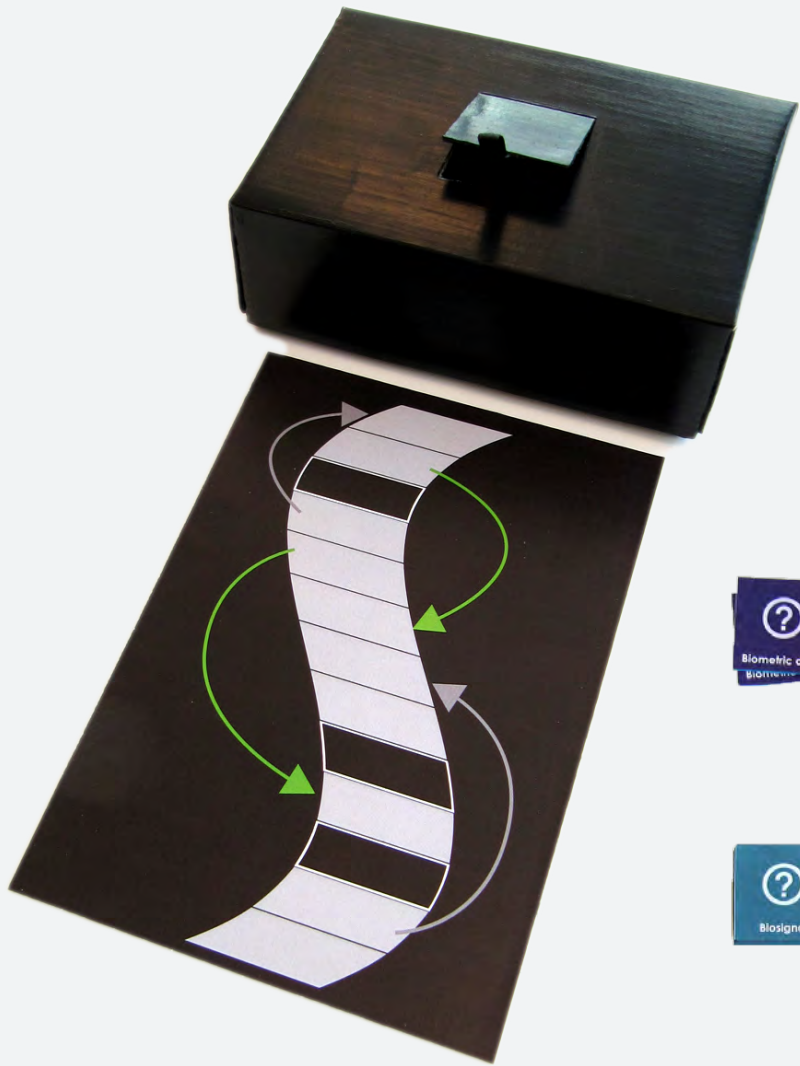
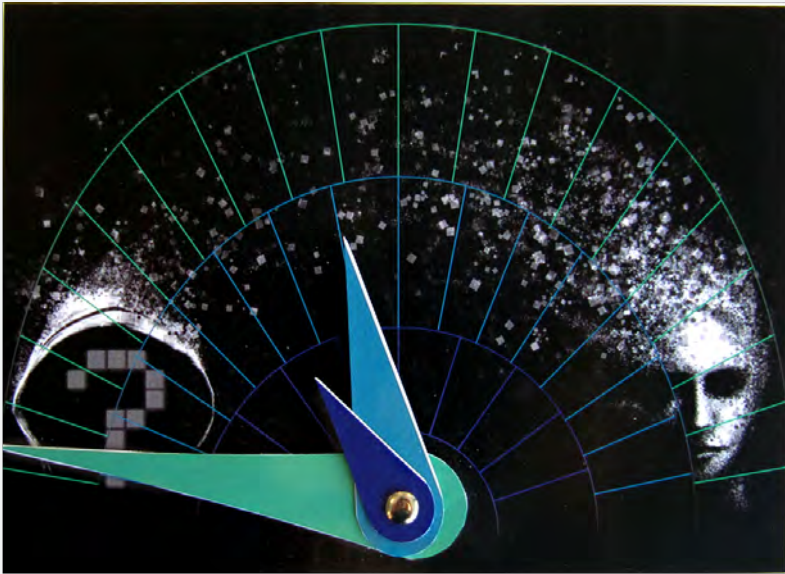
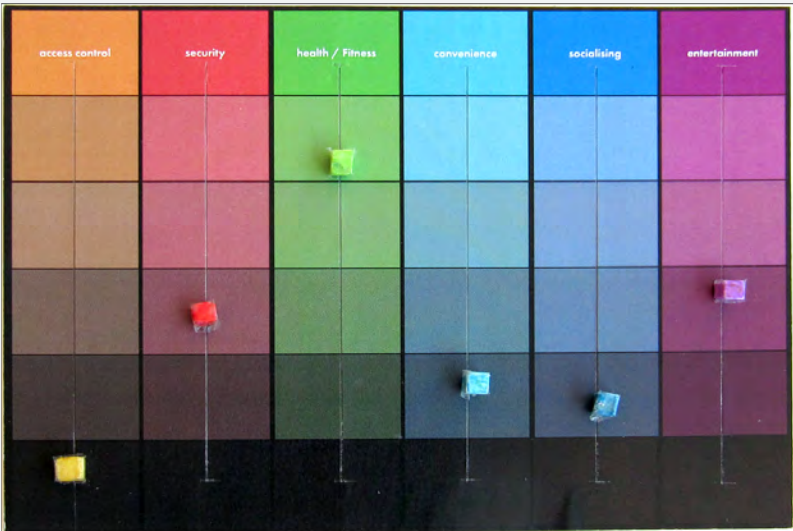
Iterative Prototyping

Play Testing

Evaluation & Education Workshop

Play for the Black Box

Critical play on data privacy





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Let's have a chat!

**Because it's about how we work together, not
just some pictures & written words.**

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