

I support organisations facing complex challenges by helping them clarify, align and transform their projects, products and ways of working.

Working at the intersection of innovation consulting, design strategy and organisational development, I help create useful, responsible and coherent solutions, grounded in real operational and human contexts.

Studies

2018-2020

Master of Science in Business Administration, Major in Entrepreneurship (Innovation & Growth)

HES-SO, Lausanne & Fribourg

2015 – 2018

Bachelor in Design Management International

Hochschule Luzern

2010 - 2015

PREPA, CFC/EFZ Apprenticeship Multimedia Designer + Maturité/ Berufsmaturität

eikon + EPAI, Fribourg

Skills

Innovation & Business

Innovation Consulting, Systemic & Critical Thinking, Change Management, Problem Solving, Entrepreneurship, Account Management, Stakeholder Management, Troubleshooting, Business Development

Experience & Strategy

Organisation Design, Customer & User Experience Design (CX/UX), Service Design, Research, Sustainable Design Strategy, Digital Product Strategy, Branding, Creative & Concept Development, Eco-Design

Methods & Frameworks

Design Thinking, Human-Centred Design, Agile & Lean, Scrum, Planet-Centricity, Project Management

Collaboration & Facilitation

Leadership, Cross-functional Collaboration, Coaching, Emotional Intelligence, Workshop Moderation, Teaching, Interpersonal Communication

Certifications

Become a Sustainable UX Designer, CFC/EFZ Expert Examiner, Goethe-Zertifikat Deutsch C1, Professional Scrum Master (PSM I), Masterclass Paris Service Design Doing, Certificate in Advanced English C1

Languages

French – Mother Tongue

English – Full Professional Proficiency

German – Professional Proficiency

Swiss German – Advanced

Experiences

2024 – Present

Co-Founder

Ourse Sàrl, Bern & Geneva

Innovation Consulting | We bring sense and harmony to complexity

2023 – 2024

Design Thinking & UX Teacher

eikon, Etat de Fribourg

Course Creation, Teaching First-year Interactive Media Design Apprentices

2021 – 2023

Product Partner, Program Manager, Digital Product Strategist

Ginetta AG, Bern & Zurich

Account Mgmt, Stakeholders Mgmt, UX Strategy, Project Mgmt, Business Development

2019 – 2023

Co-founder Sustainable Startup

Vesa World, Switzerland

Entrepreneurship, Circular Economy, Product Development

2022

Expert CFC/EFZ Interactive Media Designers

eikon, Etat de Fribourg

Guiding and Assessing Students' Final Project

2018 – 2021

Innovation Consultant

Launchlabs GmbH, Basel

Trainings Facilitation, Consultancy, Project Management

2013 – 2021

Designer & Consultant

Freelance

Branding, Multimedia Design, Wordpress, Service Design, Design Thinking, Innovation

2017 – 2018

Designer & Creative Consultant

Futureworks AG, Zurich

Main Client: Swiss International Air Lines, Branding, Design, Strategy, Consulting, Project Management

2014 – 2015

Intern Designer & Frontend Developer

Built by Buffalo + Neptik, Brighton UK

Webdesign, Graphic Design, Wordpress, Coding

J'accompagne les organisations confrontées à des défis complexes en les aidant à clarifier, aligner et transformer leurs projets, produits et modes de fonctionnement.
À l'intersection du conseil en innovation, de la stratégie design et du développement organisationnel, je contribue à créer des solutions utiles, responsables et cohérentes, ancrées dans des réalités humaines et opérationnelles.

Formation

2018-2020

**Master of Science en administration des affaires,
spécialisation Entrepreneuriat (Innovation & Croissance)**

HES-SO, Lausanne & Fribourg

2015 – 2018

Bachelor en Design Management International

Hochschule Luzern

2010 - 2015

**Classe préparatoire, CFC/EFZ Designer multimédia
+ Maturité professionnelle**

eikon + EPAI, Fribourg

Compétences

Innovation & Business

Conseil en innovation, pensée systémique et critique, conduite du changement, résolution de problèmes, entrepreneuriat, gestion de comptes et des parties prenantes, développement commercial

Expérience & Stratégie

Design organisationnel, expérience client et utilisateur (CX/UX), service design, recherche, stratégie de design durable, stratégie produit digital, branding, développement créatif et conceptuel, éco-conception

Méthodes & Frameworks

Design Thinking, Human-Centred Design, Agile & Lean, Scrum, Planet-Centricity, gestion de projet

Collaboration & Facilitation

Leadership, collaboration transversale, coaching, intelligence émotionnelle, animation d'ateliers, enseignement, communication interpersonnelle

Certifications

Become a Sustainable UX Designer, experte examinatrice CFC/EFZ, Goethe-Zertifikat allemand C1, Professional Scrum Master (PSM I), Masterclass Paris Service Design Doing, certificat d'anglais avancé C1

Langues

Français – langue maternelle

English – maîtrise professionnelle complète

Allemand – maîtrise professionnelle

Suisse allemand – avancé

Expériences

2024 – Aujourd'hui

Cofondatrice

Ourse Sàrl, Genève & Berne

Conseil en innovation | Apporter harmonie et cohérence dans la complexité

2023 – 2024

Enseignante en Design Thinking & UX

eikon, Etat de Fribourg

Création de cours, enseignement aux apprentis de 1^{re} année en Interactive Media Design

2021 – 2023

Product Partner, Program Manager, Stratège Produit Digital

Ginetta AG, Berne & Zurich

Gestion de comptes, gestion des parties prenantes, stratégie UX, gestion de projet, développement commercial

2019 – 2023

Co-fondatrice – Startup durable

Vesa World, Suisse

Entrepreneuriat, économie circulaire, développement de produits

2022

Experte CFC/EFZ – Interactive Media Designers

eikon, Etat de Fribourg

Encadrement et évaluation du projet final des étudiant·es

2018 – 2021

Consultante en innovation

Launchlabs GmbH, Bâle

Animation de formations, conseil, gestion de projets

2013 – 2021

Designer & consultante

Freelance

Branding, design multimédia, WordPress, service design, design thinking, innovation

2017 – 2018

Designer & consultante créative

Futureworks AG, Zurich

Client principal : Swiss International Air Lines – branding, design, stratégie, conseil, gestion de projets

2014 – 2015

Stagiaire designer & développeuse frontend

Built by Buffalo + Neptik, Brighton UK

Webdesign, design graphique, WordPress, développement

Ich unterstütze Organisationen mit komplexen Herausforderungen dabei, ihre Projekte, Produkte und Arbeitsweisen zu klären, auszurichten und weiterzuentwickeln.

An der Schnittstelle von Innovationsberatung, Designstrategie und Organisationsentwicklung entwickle ich gemeinsam mit Teams sinnvolle, verantwortungsvolle und kohärente Lösungen – fundiert in realen operativen und menschlichen Kontexten.

Ausbildung

2018-2020

Master of Science in Betriebswirtschaft

Schwerpunkt Unternehmertum (Innovation & Wachstum)

HES-SO, Lausanne & Fribourg

2015 – 2018

Bachelor in Design Management International

Hochschule Luzern

2010 - 2015

Vorkurs, CFC/EFZ Multimedia Designerin + Berufsmaturität

eikon + EPAI, Fribourg

Kompetenzen

Innovation & Business

Innovationsberatung, systemisches und kritisches Denken, Change Management, Problemlösung, Unternehmertum, Account- und Stakeholder-Management, Troubleshooting, Business Development

Experience & Strategie

Organisationsdesign, Customer & User Experience Design (CX/UX), Service Design, Research, nachhaltige Designstrategie, digitale Produktstrategie, Branding, kreative und konzeptionelle Entwicklung, Eco-Design

Methoden & Frameworks

Design Thinking, Human-Centred Design, Agile & Lean, Scrum, Planet-Centricity, Projektmanagement

Zusammenarbeit & Facilitation

Leadership, interdisziplinäre Zusammenarbeit, Coaching, emotionale Intelligenz, Workshop-Moderation, Lehre, zwischenmenschliche Kommunikation

Zertifikate

Become a Sustainable UX Designer, Expertin & Prüfungsexpertin CFC/EFZ, Goethe-Zertifikat Deutsch C1, Professional Scrum Master (PSM I), Masterclass Paris Service Design Doing, Certificate in Advanced English C1

Sprachen

Französisch – Muttersprache

Englisch – Verhandlungssicher

Deutsch – Berufliche Kompetenz

Schweizerdeutsch – Fortgeschritten

Berufserfahrung

2024 – heute

Mitgründerin

Ourse Sàrl, Bern & Genf

Innovationsberatung | Wir bringen Sinn und Harmonie in komplexe Systeme

2023 – 2024

Dozentin für Design Thinking & UX

eikon, Kanton Freiburg

Konzeption und Durchführung von Kursen, Unterricht für Lernende im 1. Lehrjahr

Interactive Media Design

2021 – 2023

Product Partner, Program Managerin, Digitale Produktstrategin

Ginetta AG, Bern & Zürich

Account Management, Stakeholder-Management, UX-Strategie, Projektmanagement, Business Development

2019 – 2023

Mitgründerin – Nachhaltiges Startup

Vesa World, Schweiz

Unternehmertum, Kreislaufwirtschaft, Produktentwicklung

2022

Expertin CFC/EFZ – Interactive Media Designer:innen

eikon, Kanton Freiburg

Kurskonzeption und Unterricht für Lernende im 1. Lehrjahr

2018 – 2021

Innovationsberaterin

Launchlabs GmbH, Basel

Moderation von Trainings, Beratung, Projektmanagement

2013 – 2021

Designerin & Beraterin

Freelance

Branding, Multimedia Design, WordPress, Service Design, Design Thinking, Innovation

2017 – 2018

Designerin & Creative Consultant

Futureworks AG, Zürich

Hauptkunde: Swiss International Air Lines – Branding, Design, Strategie, Beratung, Projektmanagement

2014 – 2015

Praktikantin – Designerin & Frontend-Entwicklerin

Built by Buffalo + Neptik, Brighton UK

Webdesign, Grafikdesign, WordPress, Frontend-Entwicklung