



# ANJA LÜBBEN

DIGITAL EXPERIENCE & UX STRATEGIST

UX STRATEGY • PRODUCT THINKING • AI & AUTOMATION • DIGITAL

I bridge the gap between user needs, technology and business goals to create meaningful digital experiences. With 15+ years in digital communication, marketing and UX-related work, and a strong focus on AI-enabled experiences and digital product thinking, I design solutions that are both human-centered and business-driven.

## CONTACT

✉ hello@anja-luebben.ch  
☎ +41 79 379 85 15  
📍 Schwyz, Switzerland  
🌐 anja-luebben.ch

## PROFILE

Creative and analytical digital professional with a passion for UX, AI-enabled products, and digital experiences.

I combine strategic thinking with a hands-on mindset and enjoy building solutions that connect user needs, business goals, and technology.

Curious by nature, I continuously explore emerging technologies, AI workflows, and digital product ideas with a focus on creating intuitive and meaningful user experiences.

## SKILLS

- UX Strategy & Research
- User Experience Design
- Journey Mapping
- Product Thinking
- AI Tools & Automation
- Data-informed Decisions
- Agile Methodologies
- Stakeholder Management
- Content & Communication
- Workshop Facilitation

## EDUCATION

**CAS UX Management**  
HSLU Hochschule Luzern  
2026 (ongoing)

**Diplom Web- & Mediapublisher**  
webedu.ch  
2012 - 2013

**Mediamatikerin EFZ**  
**inkl. kaufm. Berufsmatura**  
BBZS Sursee, 2008 - 2012



PORTFOLIO & CASE STUDIES: [anja-luebben.ch](https://anja-luebben.ch)

Interactive profile including apps, experiments, UX thinking & selected projects.

## EXPERIENCE

**2023 - dato** Raiffeisenbank Rigi | Digital Experience & Marketing

- Designs end-to-end customer journeys across digital and personal banking touchpoints.
- Leads campaign management, corporate design, social media, video, audio and POS.
- Bridges marketing strategy with UX thinking to make financial topics human and accessible.

**2015 - dato** at creation gmbh | Owner

- Runs a solo studio shipping web, brand and AI-enabled digital products for SMB and culture clients.
- Built and launched 3 AI products end-to-end — from problem framing to production with Claude, Supabase, Lovable & Stripe.
- Owns the full loop: research, concept, UX, visual design, build, launch and iteration.

**2012 - 2014** BAWI-TEX AG | Mediamatikerin and Web- & Mediapublisherin

- Webmaster, IT support and product photography for an industrial Swiss SME.
- Designed and shipped websites, brochures and brand collateral.

**2008 - 2012** Bildxzug | Apprenticeship Mediamatikerin

- 4-year Swiss vocational training across design, web, IT and business.
- Combined with Berufsmatura — the Swiss commercial maturity diploma.



**VOLLEYBALL PLAYER & COACH**  
Passionate about teamwork and personal growth



**LIFELONG LEARNER**  
Always curious. Always exploring.



**BUILDER MINDSET**  
I love turning ideas into real, useful solutions.