

Curriculum vitae

Tom Büscher

Senior UX Strategist & Requirements Mapping Consultant

AI Solution Architecture · Service Design · AI Workflows · LLM Systems



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- **Location:** Germany / remote - Region: Niedersachsen
 - **Engagement:** remote / hybrid / onsite by arrangement
 - **Capacity:** full-time mandates preferred · part-time mandates by arrangement
 - **Availability & rates:** available upon request
 - **Languages:** German native / English professional
 - **Contract type:** Freelancer / Consultant
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 - **Professional Profile:** www.tombuescher.de/professional-profile
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Short Profile

Senior UX Strategy Consultant and AI Solution Architect with 15+ years of experience in UX, service design, requirements mapping and workflow analysis.

Specialized in translating complex products, user needs and AI-enabled processes into clear decision structures, implementation-ready workflows and operational AI systems.

Experienced across healthcare, pharma, diagnostics, tourism, finance, digital learning, manufacturing, plastics and B2B services.

Suitable roles

- Senior UX Strategist
 - Requirements Mapping Consultant
 - AI Solution Architect
 - Service Design / CX Consultant
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Core Expertise

→ **UX / Product / CX**

UX strategy, product discovery, customer journeys, service design, CX analysis, prototyping and design systems.

→ **Requirements & Workflows**

Requirements mapping, workflow analysis, stakeholder alignment, process visualization, handoff structures and documentation.

→ **AI & LLM Systems**

Custom GPTs, prompt systems, LLM workflows, AI work systems, GenAI integration, AI-enabled research and analysis.

→ **Facilitation & Delivery**

Workshops, team enablement, decision mapping, implementation handoffs, visual system maps and Miro-based collaboration.

Industries

- Healthcare
- Pharma & Diagnostics
- Tourism
- Finance
- Digital Learning
- Manufacturing
- Plastics
- B2B Services

Proof of Work / Key Projects

KLaaS SIGNATURE • AI Communication Systems

Role	AI Communication Systems Designer
Time	Mar. 2026 – ongoing
Scope	Developed a Personal Brand Voice system that helps professionals use LLMs in communication while preserving their own voice, thinking structure and recognizable signature.
Deliverables	Voice architecture, communication rules, prompt structures, style protection logic and platform-specific writing workflows.
Tools	ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity
Keywords	AI communication, personal brand voice, LLM writing systems, voice preservation, prompt design

KLaaS CC • AI Solution Architecture

Role	AI Solution Architect / Method Designer
Time	Nov. 2025 – Jun. 2026
Scope	Designed a structured AI work system that turns scattered AI chats into a coordinated workflow with central project context, specialized task chats, status tracking, structured briefings and result handoffs.
Deliverables	Method architecture, prompt systems, briefing structures, handoff logic and workshop format.
Tools	ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity
Keywords	GenAI, LLM workflows, AI integration, prompt systems, operational AI

KLaaS DECIDE • AI Product Designer / LLM System Architect

Role	AI Solution Architect / Method Designer
Time	Feb. 2025 – Nov. 2025

Scope	Designed and validated an AI-powered decision system that transforms unstructured thoughts, ideas and information into clear decisions, concrete actions and measurable outcomes.
Deliverables	Decision workflow architecture, instruction design, test scenarios, output logic, edge-case handling and validation structure.
Tools	ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity
Keywords	AI decision systems, LLM-native architecture, structured decision workflows, prompt systems, decision support

Happymensch • Natürlich Selbst Gemacht • Health / Digital Products

Role	AI Product Designer / UX & Content Systems Architect
Time	Jan. 2026 – ongoing
Scope	Structured and developed a digital health and knowledge offering with website architecture, product pages, freebie funnel, content structure and AI-supported work organization.
Deliverables	Website structure, product architecture, sales page structures, download and thank-you pages, content system, funnel logic, messaging, AI-supported workflows and implementation support.
Tools	ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity
Keywords	Digital Products, UX Strategy, Content Architecture, Funnel Design, AI-enabled Workflows, Health Communication

Selected Client Projects

Advanda Brasil • Healthcare

Time	Feb. 2024 – Mar. 2025
Scope	AI-supported target audience analysis and realignment of recruiting activities on major social media platforms.
Tools	ChatGPT, Manychat, Google Workspace, Miro

Keywords	AI-supported analysis, recruiting workflows, target audience analysis, social media strategy
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Pharma & Diagnostics Group Mannheim • Pharma Industry

Time	Feb. 2023 – Jul. 2024
Scope	Workflow analysis, Quick-Win concepts, documentation and budget reporting for the post-market surveillance department.
Tools	Google Workspace, Miro, Lucidboard
Keywords	workflow analysis, process documentation, pharma, post-market surveillance, reporting

Advanda GmbH • Healthcare

Time	Jan. 2021 – Aug. 2025
Scope	Workflow analysis and conception of a collaborative back-office solution based on Google Workspace.
Tools	Miro, Google Workspace
Keywords	workflow analysis, back-office systems, Google Workspace, process visualization, operational workflows

Eurowings Digital GmbH • Tourism

Time	Nov. 2017 – Apr. 2020
Scope	Customer-experience analysis, UX conception and design of the booking funnel, including team leadership for the UX design system.
Tools	Miro, Sketch, Flinto, Atlassian Software
Keywords	CX analysis, booking funnel, UX design system, product design, tourism

Igus Motion Plastics GmbH • Plastics Industry

Time	Apr. 2019 – Dec. 2019
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Scope	Product analysis, UX conception and design of the product catalog and sales funnels.
Tools	Miro, Sketch, Flinto, Atlassian Software
Keywords	product catalog, sales funnel, UX conception, B2B product structures

Postera Capital GmbH • Finance

Time	Jan. 2019 – Nov. 2019
Scope	Customer-experience analysis, conception, design and prototyping of a Bitcoin payment app.
Tools	Miro, Sketch, Flinto, Atlassian Software
Keywords	FinTech, Bitcoin, payment app, prototyping, CX analysis

Education

Köln International School of Design • Cologne, Germany

Time	2002-2005 + 2007 – 2008
Program / Degree	MEDes - Master of European Design year 3 Master of European Design
Focus	User Experience Design, Service Design, Product Design

Aalto University, School of Arts, Design and Architecture • Helsinki, Finland

Time	2006 – 2007
Program	MEDes - Master of European Design year 2
Focus	User Experience Design, Service Design, Product Design

The Glasgow School of Art · Glasgow, Scotland

Time	2005 – 2006
Program / Degree	MEDes - Master of European Design year 1 Bachelor of European Design
Focus	User Experience Design, Service Design, Product Design

Tools

AI / LLM

ChatGPT, Gemini, Perplexity, Custom GPTs

UX / Collaboration

Miro, Lucidboard, Google Workspace, Atlassian Software, Keynote

Design / Prototyping

Figma, Canva, Flinto, Adobe Creative Suite, Wordpress, Elementor Pro, CSS Coding, ScreenStudio, CapCut, Atom

References

Selected written references are available via the Professional Profile page.

Professional Profile: www.tombuescher.de/professional-profile