

Martin Muehl

EMPLOYMENT

10/2019 - PRESENT

Self-employed | Full-stack Development, Product Management

- Developed an electronic tracking card system for customers in hair salons to increase efficiency
- Launched a tracking tool for brands using APIs by Facebook, Instagram, Twitter and YouTube
- Currently building a Chatbot for a real estate developer to increase apartment sales

03/2018 - 09/2019

young style | Full-stack Developer (Vienna)

- Refactored an existing booking system for appointments as a standalone SaaS for hair salons and being solely responsible for the full SDLC
- Optimized the database to decrease average calendar loading time from ~4s to <1s
- Reduced support requests to <5 per month by focusing on intuitive design and usability
- Partnered with WELLA and NASHI Argan for distribution of the booking system in Germany and Italy

07/2010 - 02/2018

Freelancer | Web Development, Social Media Marketing

- Worked with companies in a wide array of industries including beauty, finance, travel, sports, and retail
- Launched the Facebook page for Rapid Vienna, Austria's largest soccer club with now more than 200,000 fans

04/2002 - 06/2010

biz4you Kircher & Muehl OEG | Co-Founder (Vienna)

- Co-founded a company following high school providing web development and print design
- Worked on web design and business development

Technical skills

HTML, CSS, PHP, SQL, MySQL
JavaScript, jQuery, Ajax
Git, Github

Certifications

Becoming a Product Manager
(LinkedIn Learning)

Currently enrolled:
Digital Product Management
(Boston University BUx)

Soft skills

Goal oriented
Self motivated
Customer focused

Languages

German (native)
English (fluent)

Hobbies

Playing drums
Marathon Running (x14)
Long Distance Triathlon (x10)

Contact



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PROJECT EXAMPLES

Key achievements

- Envisioned and developed the first **online booking system** for a hair salon in Austria and eventually saving the company ~5,000€ per month by reducing missed appointments by 80%.
- Refactored said booking system as a **SaaS for hair salons** and single-handedly spun off a startup from an existing company.
- Developed an **ERP system** for a distributor of beauty products and added a CRM and an online shop to enable a team of only three people to supply all their hair salons in Austria.

Thinking strategically

- Drafted a **strategy roadmap** that included competitor analysis, strengths/weaknesses, potential risks, areas of focus, how to deal with scope creep, ideas for potential moonshots, agile methods and a hiring strategy.
- Created a **priorities matrix** that takes eight metrics into account and outputs a graph that helps prioritizing on features that have the highest impact.

Focusing on usability

- Streamlined the booking process by focusing on **intuitive design** and cut down the average time it takes customers to book an appointment to <1 min on average.
- Reduced support requests for the administration of an online booking system by implementing on-page **product tours** to almost zero.

Making data informed decisions

- Created a **feedback system** for hair salon customers that eventually was incorporated as part of the compensation system of the hairdressers.
- Developed a **KPI dashboard** to monitor performance and help focus on features that have the most impact on the metrics that matter the most.
- Helped a retail company make **data driven decisions** about spending money on newspaper advertising by running tests in local markets.

Optimizing existing workflows

- Implemented **smart suggestions** into an ERP system and subsequently cut down the time it takes to send an order to the company's supplier by ~90%.
- Created an **online system for vacations** that can easily be used to apply, suggest and confirm vacations and subsequently reduced the necessary paperwork to zero.
- Utilized the **Google Maps API** to create a map of hair salons that are clients of a distributor of beauty products to be able to instantly know which salons ordered specific products.
- Connected an online shop to the **Slack API** to automatically send notifications of new orders.