



Maren Fichter

Tea educator, writer, matcha barista & freelance creative

I use sensory experiences like food and tea to help people reconnect with the natural world and each other. I've worked with tea in Japan, China, the US, and the UK, covering its full lifecycle from farming and processing to retail, wholesale, cafes, events, and tastings. With a Master's degree in linguistics from Oxford, and a professional background in UX/UI design, edtech, and specialty tea, my work is grounded in solid theoretical foundations of education and experience design, as well as practical experience across multiple industries and countries. Nowadays I'm pursuing flexible creative work that centres my interests in tea, sustainability, social justice, and the natural world.

Language skills: native fluency in German & English; intermediate French; beginning Mandarin Chinese & Japanese

Current projects

Matcharista, Matcha Thing (since 2025)

I prepare hand-whisked matcha specialty drinks at a matcha-only cafe in central Bath.

Tutor, UK Tea Academy (since 2025)

I develop course content and tutor students on the Matcha Power unit within the UKTA's Tea Sommelier course and other qualifications.

Web design & operational support, omcha (since 2024)

I built and maintain omcha's e-commerce platform, and support with visual design, copywriting, and operational tasks like tea packing.

Tour guide, Savouring Bath (since 2024)

I host food tours in Bath, sharing stories about the city's history, architecture, and heritage while facilitating food and drink tastings with local independent vendors.

Co-founder & tea educator, Leaf & Buds (since 2023)

I host educational experiences, tea tastings, and bespoke events in and around Bath. To support these activities, I also source tea and teaware directly from producers, and design events, branding and visual identity, digital content, and our website.



Education & Qualifications

Tea Research Institute of the Chinese Academy of Agricultural Sciences & China Tea Science Society: Sino-European Training Course on Tea Production Technology Improvement (2025)

Being Tea: Teacher Training (2024 - 2025)

General Assembly: UX Design (2022)

University of Oxford: Master of Philosophy in General Linguistics & Comparative Philology, with Distinction (2016 - 2018)

Thesis: Performance and Authenticity in Accent Challenges on YouTube, supervised by Professor Deborah Cameron

Positions: Research Assistant at the Language & Brain Lab, St Edmund Hall MCR
Environment & Ethics Representative and IT Officer, Photo & Social Media Intern at cycle.land, Secretary of Oxford University Symphonic Band

Reed College: Bachelor of Arts in Linguistics (2011 - 2015)

Honours: Phi Beta Kappa, Commendation for Excellence in Scholarship

Thesis: Social and Linguistic Taboos in Terms for Women and their Genitalia, supervised by Professor Kara Becker. Presented at the Lewis & Clark Gender Studies Symposium in March 2015.

Positions: Reed College Creative Review Copy Editor, Linguistics Tutor

Past work

Research assistant, University of Oxford (2024)

Annotated linguistic data for the Language & Brain Lab in the Oxford Faculty of Linguistics.

English Tutor, Ringle (2024)

Tutored primary school students learning English as a second language.

Intern, Obubu Tea Farms (2023)

Assisted with all aspects of tea farming, including harvesting and producing tea. Produced and edited digital content across Obubu's English-language website, blog, and social media channels.

Designer, Cormirus (2021 - 2023)

Designed a research web app used by 20,000 teenagers worldwide, and its followup digital coaching app. Managed 2 design systems through a rebrand, and redesigned the website to improve navigation, information architecture, and brand coherence.



Communications Consultant & Project Support Officer, St John's College, University of Oxford (2018 - 2021)

Transformed Oxford access & outreach services for digital delivery during Covid-19 through virtual classes, summer schools, and events, tripling participation of Year 9-13 pupils.

Administrative & Admissions Assistant, Wolfson College, University of Oxford (2018 - 2019)

Redesigned the graduation experience. Designed flyers and brochures for the college's welfare programmes. Managed administration for 600 students from admissions through graduation.

Library Assistant, St Edmund Hall, University of Oxford (2016 - 2018)

Produced readers' guides & other promotional material, catalogued & archived alumni donations, and acted as first point of contact for reader queries.

Web Assistant, The Tao of Tea (2015 - 2016)

Managed wholesale accounts, designed a wholesale catalogue, and developed in-person and video trainings for wholesale customers. Hosted tasting events for up to 100 people. Managed web updates, blog content, and product photography.

Freelance design, research, and translation projects (2015 - 2016)

Including translating & captioning in English & German a German film about musical revivals in 20th century German churches, linguistics research for a series of books about the migration of humans out of Africa, and various logo and web design projects for local small businesses.

Archives Assistant, Reed College Library (2014 - 2015)

Organised and catalogued the personal files of Thomas Lamb Eliot, uncle of poet Thomas Stearns Eliot, uncovering several letters by and about the poet. Digitised Reed's collection of early theses and committee minutes.

Trip Leader, Reed College Students for Education, Empowerment, and Direct Service (2012 - 2014)

Organised weekend-long community service trips to benefit children and schools in Portland, Oregon, and managed the team of student leaders delivering the programmes.