

Digital Product Designer **Curriculum Vitae**

Work Experience as an Employee

Netlock

April 2026 –

Principal Design Engineer

- Turned the brand into a working design language, so the product, the enrollment flow, the login screens and the transactional emails read as one company.
- Built the design system on top of it: one component library instead of dozens of near-duplicates, with a round-trip into a native Sketch library that keeps design and engineering on the same components.
- Design and ship production features end-to-end: plans and billing, the organization admin console, certificate management.
- Own the marketing site.
- Run much of the execution through a fleet of AI agents I direct and review.

Shapr3D

July 2025 – April 2026

Product Designer

- Built UI prototypes for Web, MacOS, iPadOS, and Windows.
- Developed UI components directly in code (SwiftUI, React).
- Contributed to features including in-app sharing and view-only CAD workspace.
- Established ongoing usability testing practices and scenario-based design.
- Facilitated cross-functional workshops with Marketing, UX Research, and Product to map user scenarios for further design work.

Sparetech

March 2024 – July 2025

Lead Product Designer

November 2022 – February 2024

Senior Product Designer

- Shipped a full design system with Storybook as the single source of truth for Design and Engineering.
- Defined a unified Design Vision covering UX reviews, personas, and prototypes with refreshed information architecture and visual identity.
- Mentored junior designers to promotion level.
- Co-created Team Values and internal guides with the Design Team and Head of Product.
- Facilitated and defined processes for cross-functional collaboration between Engineering, Design, and Product.
- Led feature development end-to-end: shaping features, Figma prototypes, production code, usability tests, and analyzing quantitative usage data.
- Established best practices for continuous usability testing and early code-built prototype testing.

workstreams.ai

March 2022 – October 2022

Senior Product Designer

- Oversaw the introduction of a new design language incl. a full UI redesign
- Started the execution of a new design system incl. documentation of UI components
- Worked on feature development (new subscription management page, team management and invitation flow, etc.) incl. shipping production code in React and SCSS
- Introduced scenario-based design practice

(Sabbatical)

August 2021 – March 2022

GotPhoto

November 2019 – July 2021

Product Design Lead

August 2019 – October 2019

Freelance Product Design Consultant

- Set up a design team, defined responsibilities, and managed day-to-day operations.
- Directed product strategy by testing and challenging assumptions about customer behavior.
- Documented complex user journeys and scenarios for strategic decision-making.
- Mentored junior designers, frontend developers, and QA.
- Contributed directly to UI development and streamlined the design process.
- Advised C-level leadership on product design and strategy.
- Built a new shop client in four months and defined a new UI design language.
- Overhauled information architecture with documentation and established a lightweight Storybook design system with automated approval workflow.
- Assembled a feature team for administration UI overhaul, improving UX and new-user satisfaction.

Small Improvements

Jun 2015 – Jul 2016

UX/UI Developer & Designer

- Contributed code in AngularJS and React for Responsive UI Transition Dev Team.
- Introduced systematic user testing and UX design principles.
- Led a UI/UX overhaul of the 360° Feedback feature.

Self-Employed Experience

improveme.io May 2023 – 2026 Co-Founder, Product Designer and UI Developer	• Initiated a software project to democratize HR-driven feedback processes. • Developed UI using React (Next.js, shadcn/Radix UI) and bootstrapped a working web-app. • Designed and managed end-to-end product development. • Successfully tested the prototype with students at the University of Amsterdam. • Currently maintains project as a hobby.
Hackerbay Aug 2018 – Jul 2019 Freelance Product Design Consultant	• Principal designer on in-house SaaS MVP and multiple e-commerce projects for large international / DACH brands • Created wireframes, low- and high-fidelity prototypes, and user flows. • Facilitated workshops with developers and stakeholders. Conducted usability testing and coordinated development priorities.
Modulor March 2018 – July 2019 Freelance UX/UI Consultant	• Mapped customer journeys and redesigned online furniture configurator. • Improved shopping experience on touch devices. • Facilitated and conducted on-site usability testing with actual store customers. • Developed a concept for full online shop revamp, including sales funnels and usability improvements. • Contributed directly to UI development and championed agile, cross-functional processes.
Ignore Gravity, Beluga Strategic Design, WIRED Campus August 2016 – July 2019 Design Consultant, Resident Workshop Designer	• Facilitated workshops for clients ranging from automotive companies to energy-sector startups. • Supported participants with storytelling, pitch presentations, and product mock-ups. • Led teams of designers on multiple occasions.
Universität der Künste Berlin (UdK Berlin) May 2013 – April 2017 Lecturer, Coding for Designers	• Developed and taught a web design and coding course tailored to design students. • Built a presentation app and unique methodology for teaching purposes.

Education

University of the Arts Berlin (UdK Berlin) 2007 – 2014: Dipl.-Designer (equivalent to MA) Grade: “very good”
Deutsche Schule Budapest 2005: Abitur

Skills & Tools

UX / Product Design Toolset: Wireframing, Prototypes (both figma and code), Design Systems, Usability Testing, Scenario-based Design, User Flows, Personas, Information Architecture, Workshops, Cross-functional Collaboration, Product Strategy, Mentoring.
Software I use regularly: Figma, Storybook, Git, VSCode, XCode, Claude Code
Familiar with: React, Next.js, SwiftUI, shadcn/Radix UI/base-ui, HTML/CSS
Product Management Methodologies: Shape-Up, End-to-End Product Development, Continuous Usability Testing, Scenario-based Design, <i>True</i> Agile