

Design Leadership · Design Systems · Agentic Product Design

Product Design & Strategy Lead



I have been designing digital products for over 20 years, combining user experience (UX), product design and close collaboration with product management and engineering. From clarifying requirements to delivering a usable application, I design hands-on, lead design teams and connect user needs with technical possibilities.

Making solutions tangible early matters to me. It lets us test assumptions, resolve open questions and make better-informed decisions before committing substantial development effort. Depending on the task, my contribution spans research and UX concepts, design systems and AI-assisted frontend implementation.

The value I bring

UX with a business perspective

Consider user needs, business value and feasibility together. Make informed decisions about which solutions to develop and where the investment is worthwhile.

Make complex products understandable

Shape content, workflows and journeys around users' tasks and existing knowledge, making complex applications understandable and easier to use.

Connect design and engineering

Establish a shared source of truth for design rules, tokens and components. Choose tools to suit the project and keep them in sync. Reusable frontend components reduce duplicate work.

Use AI to reach viable solutions faster

Use AI to test new approaches faster and shorten the path to a working interface. Reduce development effort and bring products to market sooner.

Core capabilities

Research & usability testing

User interviews, usability tests and usage data.

UX concepts & information architecture

Clear structures, customer journeys and user flows.

Interaction & UI design

Wireframes, prototyping and responsive interfaces.

Design systems

Shared components with Figma, design tokens and Storybook.

Design leadership & stakeholder alignment

Lead teams, mentor designers and align decisions.

AI-assisted frontend implementation

Turn designs into working interfaces.

Professional experience

userdoo

January 2023 to present

Founder & Principal UX Consultant

- Turn product ideas into testable concepts and prototypes to support informed development decisions.
- Lead my team's design work and align it with clients, product management and engineering.
- Create reusable components and design systems that help avoid duplicated work across new features and brands.

poolinq

November 2021 to present

Co-Founder & Principal Designer

- Simplify manual goods-receipt entry through AI-assisted invoice upload in Drop.
- Focus inventory work in Nano on essential tasks: stock deductions, transfers and corrections.
- Connect Figma, tokens and Storybook as a shared foundation for consistent applications.
- Implement designs for Core, Drop and Nano in the frontend with AI assistance.

Freelance UX / Product Design

2012 to present

Freelance · Embedded in client teams

- Translate requirements from different stakeholders into shared, understandable user flows.
- Support product decisions with usage data and variant testing, as on the Media Markt Saturn app home.
- Unify design foundations and mentor other designers so teams can continue building consistently.

Selected engagements

Freelance engagements and external projects. Dates may overlap.

ZEISS Vision Care

May 2025 - Jun 2026

As a freelancer within the ZEISS design team, I worked on user flows and interfaces, alignment with the Beyond design system and mentoring other designers.

ZEISS Digital Partners

Mar 2020 - Dec 2025

UX for digital platforms in close collaboration with product management, engineering and business units. My work covered understandable flows, information structure and shared design foundations.

GWQ ServicePlus

2020 - 2023

Multiple engagements for GWQ, including UX and UI for hello Hilfsmittel with my team. Findings from GWQ's user tests informed improvements to navigation and the guided flow.

proliance

Apr 2022

UX concept, UI library and a clickable prototype for the P360 mid-market experience, based on existing wireframes and design guidelines.

Ray Sono

2017 - 2021

UX across client projects: order management and fleet communication for RIO / MAN, travel planning and ETA sharing for Deutsche Bahn, seasonal digital experiences for LEGO and app UX for Paul Hartmann. Concepts, interaction design and specifications coordinated with product and engineering.

Plan.Net / HypoVereinsbank

Jul - Sep 2020

Concepts for account opening and financial calculators. I structured dialogue steps, results and charts, then prepared wireframes and specifications for handover.

ZEISS Microscopy

Jan 2019 - Mar 2020

Interaction design for scientific software. Working closely with engineering, I translated domain requirements into digital workflows, prototypes and specifications.

Media Markt Saturn

Sep 2017 - Dec 2018

Responsible for app UX within the product team, followed by a redesign of webshop search. We refined the app home through usage data and variant testing.

Media Markt Saturn

Jan - Dec 2016

In-store user interviews, value-proposition workshops and a Store Mode concept connecting digital functionality with shopping at the shelf.

Further experience

Die Mobiliar

Jun - Dec 2015

Digital insurance advisory and sales workflows.

BMW / Geniux Consulting

Aug 2014 - Mar 2015

Workflows, search and vehicle handover for a sales platform.

Burda Intermedia

Aug 2014

Interface design, information structure and publishing style guides.

gutefrage.net

Jun - Aug 2014

Navigation, search, website templates and a new B2B area.

intelliAd

Nov 2013 - Aug 2014

Product interface, new features and shared interaction patterns.

FOCUS Online

May 2013 - Jun 2014

UX across smartphone, tablet and web; regular user interviews.

Allianz Private

Mar - May 2013

Krankenversicherung

Insurance workflows, wireframes and a test prototype via SinnerSchrader.

ShopLove

Feb - May 2013

Shopping UX and prototypes for user testing and development.

Euromaster

Oct - Nov 2012

Usability review from workshop search to online booking.

ProSiebenSat.1

Jun 2012

Landing-page concepts and design in the Maxymiser project.

FriendScout24

Dec 2008 - May 2012

User Experience Manager (employed); established usability testing, prototypes and specifications.

Independent Digital Designer

2004 - May 2012

Digital applications for SMEs, CMS and HTML implementation.

Beiersdorf

Apr 2012

Digital-experience pilot: personas, navigation and wireframes.

Teaching & coaching

Digital Product School · 2023

UXD coaching and mentoring for product teams.

TH Ingolstadt · 2020/21 & 2022

Co-teaching Digital Services, Speculative Design and Future Scouting.

Workshops & talks

Including Media Markt Saturn, ZEISS, Allianz, MAX!mize and TUM Venture Labs.