

18 years designing business applications and digital experiences — from research to a shipped, **consistent, accessible system**. I combine human-centered design with **AI-assisted design engineering**, so teams move fast without losing brand or quality.

WHAT I DO

Human-Centered Design & Discovery

Research, journey mapping, prototyping and usability testing that turn assumptions into evidence — before you build.

Conversion & Experience Optimization

Audit, CRO and A/B testing to find what costs conversions and prove the fix with data, not opinion.

Design Engineering (AI-assisted)

Turning fast prototypes into scalable, on-brand design systems: tokens, components, WCAG accessibility, dev-ready handover.

AI edge: AI-assisted design workflows (Figma connected to AI via an MCP server) — faster prototyping, componentization and standardization, with human judgment kept on quality, accessibility and brand.

SELECTED ENGAGEMENTS

- **National rail operator** — shared Angular component system, user-tested, integrated into the national travel app.
- **Major retail bank** — web + mobile document inbox: rebuilt information architecture, measurably fewer support contacts.
- **German Red Cross** — co-designed realtalk.help, a low-threshold youth service launched nationally.

Selected clients: Deutsche Bahn · Volkswagen · ING · DWS · Giesecke+Devrient · public sector

CREDENTIALS

18 years UX / service design

CPUX-F

Digital Innovation & Product Manager (IHK)

CPRE (in progress)

WCAG 2.1 / BITV

Figma · Adobe CC

Angular / Flutter handover

DE native · EN fluent

HOW WE CAN WORK TOGETHER

Discovery sprint

Design-system build

Fractional design lead / retainer

UX & web advisory