



LOUIS HENRICH

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Product Design Leader - UX/AI Strategist - AI Design System Advocate

I am a Product Designer with 15+ years of experience designing and scaling complex digital products. Specialized in integrating Artificial Intelligence into design systems to create adaptive, scalable, and human-centered product ecosystems. My work connects research, design systems, AI-assisted workflows, and business strategy to turn fragmented products into coherent platforms.

LAST WORK EXPERIENCE

Swiss Marketplace Group (SMG)

Lead Product Designer

2021 - current

Lead designer for the Real Estate vertical at SMG, responsible for design quality, consistency, and strategic direction across multiple brands and product teams.

- In charge of the Product Design team for the Real Estate vertical, providing direction, mentorship, and design leadership
- Introduced and scaled a Design System to improve consistency, efficiency, and cross-team collaboration
- Led the harmonization of three real estate brands following the company fusion, aligning UX, UI, and interaction patterns into a coherent product ecosystem
- Design lead within the PPA team, responsible for revenue-critical guest funnels
- Led the redesign of the property insertion (listing) process into a modular, multi-funnel, user-centered journey
- Co-created the Market Atlas feature with IAZI, providing region-specific pricing insights
- Led the ImmoScout24 rebranding mission and co-led the Design System Guild

WORK EXPERIENCE

COCOMORE AG / UX ACADEMY

Head of User Experience / Director UX Academy

2019 - 2021

Strategic and people leadership role, shaping UX culture, talent, and delivery quality.

- Built and led the UX team (up to 8 designers)
- Hired and mentored product designers across seniority levels
- Ensured UX quality, KPIs, and product outcomes across client engagements
- Championed Design Thinking and agile collaboration across departments

Selected Initiatives

- Designed and launched a 6-month UX education program for junior designers and interns
- Established partnerships with universities in Barcelona, Amsterdam, and Frankfurt
- Created cross-department Design Thinking courses to embed user-centered thinking company-wide

RAKUTEN

Senior User Experience Designer

2017 - 2019

Key contributor to global product unification across Rakuten's reading ecosystem.

- Redesigned the UX for tolino and Kobo e-readers, apps, and web reader
- Led the merger of Rakuten Kobo and tolino experiences into a single coherent product vision
- Created a global Design System adopted by 37 Rakuten product teams
- Designed inclusive reading experiences for visually impaired users in collaboration with the German Association for the Blind and Visually Impaired

Impact

- Red Dot Design Award 2018 (tolino epos)
- One unified reading experience across hardware, app, and web

WORK EXPERIENCE

DEUTSCHE TELEKOM

Senior User Experience Designer (Contractor)

2016 - 2017

- Designed UX for IoT heating services and Magenta Smart Home app
- Conducted extensive qualitative research and usability testing
- Collaborated with hardware partners (Junkers Heating) to bridge physical-digital systems

Outcome

- Remote, sensor-based heating control with cross-brand compatibility
- Significantly improved usability of the Magenta Smart Home ecosystem

VERIVOX

Senior User Experience Designer (Contractor)

2015 - 2016

- Concept and UX design for the Vertragsmanager App
- Designed fast calculators for financial products
- Improved mobile web, blog UX, and newsletter experience

EDUCATION

IFA ZÜRICH - AI Business Specialist (2026 - 2027)

Currently studying for a Federal PET diploma

University of Michigan / Specialization (2021)

Leading, Inspiring and Managing Teams and Individuals

Elisava University Barcelona (2003 - 2006)

Studied for a Master's Degree in Design & Communication

Costa Blanca International School (1999 - 2002)

International Baccalaureate

LANGUAGES

German (Fluent)

English (Fluent)

Spanish (Fluent)

ABOUT ME

Design has been a constant thread throughout my life—from redesigning soda bottle labels as a kid to building large-scale digital systems used by millions. I financed my studies independently and grew up in an international environment, which shaped both my work ethic and my perspective. Today, I focus on building products and teams that balance clarity, empathy, and business impact.