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Product Design Leader AI Business Specialist

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Executive Profile

- **Design Leadership:** Led a design organisation of 8 designers across three brands, reporting directly to the Managing Director. Responsible for team structure, hiring, coaching and design quality standards.
- **AI Strategy & Transformation:** AI readiness assessment, tool and platform evaluation, and AI roadmapping. Delivered AI components for customer-facing products and internal tools.
- **Agentic Workflows & Automation:** Builds AI-augmented delivery pipelines from research to production code, and automates processes with agentic AI systems.
- **Platform & Design-System Strategy:** Architected a token-based multibrand design system that moved 3 portals and 3 codebases onto 1 platform. Design velocity rose 70% and maintenance costs fell 66%.
- **Post-Merger Integration:** Shaped the product experience during the merger of Switzerland's two leading real-estate platforms, deciding the lead brand and the host platform separately.
- **Commercial Product Strategy:** Marketplace monetisation and funnel optimisation: take rate +48%, ARPU +10-12%.
- **Talent Development:** Founded a UX Academy with Elisava Barcelona and UX Academy Amsterdam, bringing graduates into professional roles at high-tier companies.

Work Summary

2026 – present · Hochschule IFA Switzerland · AI Business Specialist studies (Professional Bachelor, 2027)

2021 – 2026 · SMG Swiss Marketplace Group, Zurich · Lead Product Designer

2019 – 2020 · Cocomore AG, Frankfurt · Head of User Experience / Director UX Academy

2017 – 2019 · Rakuten Kobo, Darmstadt · Senior UX Designer (Red Dot Design Award winner)

2016 – 2017 · Deutsche Telekom, Darmstadt · Senior UX Designer

2015 – 2015 · Verivox, Heidelberg · Senior UX/UI Designer

2010 – 2014 · SAP, Walldorf · UX/UI Designer

2008 – 2010 · Zum Goldenen Hirschen - Freelance Art Director

2007 – 2007 · Deri Design - Internship as Video Editor / CGI Specialist

Education

AI Business Specialist - IFA Zürich - Professional Bachelor (2026 - 2027)

Design & Communication - Elisava University Barcelona - Masters Degree (2003 - 2006)

International Baccalaureate - Costa Blanca International School - Alicante (1999 - 2002)

Work Experience

Lead Product Designer

Swiss Marketplace Group (SMG) - Zürich - February 2021 - May 2026

Task

After the merger of Switzerland's two largest real estate portals, I led product design for SMG's Real Estate vertical, reporting to the Managing Director. My mandate was to bring three brands onto one shared platform and set design quality, consistency and strategic direction across all product teams.

Impact

- Hired, mentored and developed a team of 10 designers across three brands and multiple product teams
- Designed a multi-brand architecture running three brands on one shared platform
- Owned the property listing journey, the platform's core revenue engine (CHF 164M in 2025):
 - Redesigned the listing funnel into a modular, multi-funnel flow, raising completion from 48% to 72%
 - Redesigned the package selection page using price anchoring, lifting take rate of the medium package by over 30% and listing revenue by 26%
- Led design for the pay-per-ad (PPA) funnels, the revenue-critical journeys for private customers without subscriptions
- Ideated and launched the first monetisation of property seekers, a previously unmonetised user group. B2C real estate revenue grew by over 35%, and this is now the vertical's largest single B2C revenue stream
- Introduced a design system across all three brands, increasing design ticket velocity by 60% and ensuring coherent, consistent products
- Co-created the Market Atlas with IAZI, giving users region-specific pricing insights
- Led the ImmoScout24 rebrand and co-led the Design System Guild

Core competencies

Design leadership & team building · Post-merger product integration · Multi-brand platform architecture · Conversion & monetisation design · Behavioural design · Design systems · Strategic partnerships · Executive stakeholder management

Head of User Experience / Director UX Academy

Cocomore AG - Frankfurt am Main - April 2019 - October 2020

Task

Cocomore lacked designers and struggled to recruit them. I was hired to close this gap: build the UX team and create a sustainable pipeline to train and retain design talent in-house.

Impact

- Founded and directed the Cocomore UX Academy, a 6-month program in product design and user research
- Hired 4 senior designers as faculty to teach product design and research
- Partnered with Elisava (Barcelona) and the University of Amsterdam, turning mandatory student internships into a recurring talent pipeline
- Trained 24 students on live client projects for Nestlé, Samsung and Procter & Gamble, each writing their master's thesis on an Academy project
- Converted 6 graduates (25%) into permanent hires who relocated to Germany
- Scaled the UX team to 12 designers at peak, fully capable of handling Cocomore's client work
- Cut design team costs by 60% compared with a fully hired team
- Appointed External Professor of User Experience Design at Elisava, Barcelona

Core competencies

Design leadership · Talent strategy & recruiting · Curriculum design & teaching · Academic partnerships · Client delivery for global brands · Cost-efficient team scaling

Senior User Experience Designer



Rakuten - Darmstadt - September 2017 - January 2019

Task

After Rakuten Kobo took over the tolino platform, I was brought in to unify two separate reading ecosystems, tolino and Kobo, into one coherent experience across e-readers, apps and web. A second goal was to prepare the product for Rakuten's entry into the Japanese market with manga reading. I reported to the Head of UX in Toronto.

Impact

- Redesigned the UX for tolino and Kobo e-readers, mobile apps and web reader into one unified experience across hardware, app and web
- Led the Rakuten design system, giving Rakuten's product portfolio a consistent look and feel through shared components; adopted by 37 product teams
- Designed two new features for the tolino epos:
 - A haptic page-turn control on the back of the device for one-handed reading, a first on an e-reader
 - Accessibility options for three groups of visually impaired readers, such as inverted colours and syllable-by-syllable capitalisation, developed with the German Association for the Blind and Visually Impaired (DBSV)
- Won the Red Dot Design Award 2018 for the tolino epos
- Enabled Rakuten's entry into the Japanese market with manga reading on its devices
- After the launch of the tolino epos and shine, tolino's share of e-reader usage in Germany rose from 22% (2017) to 40% (2018), while Amazon Kindle fell from 65% to 50%

Core competencies

Cross-platform UX (hardware, app, web) · Design systems at scale · Hardware and haptic interaction design · Accessibility & inclusive design · International market expansion · Collaboration across distributed teams (Germany, Canada, Japan)

Senior User Experience Designer (Contractor)

Deutsche Telekom - Darmstadt - February 2016 - September 2017

Task

Design the UX for Telekom's IoT heating services and the Magenta Smart Home app, connecting third-party heating hardware to one digital ecosystem.

Impact

- Designed remote, sensor-based heating control compatible across brands, together with hardware partners such as Junkers
- Improved the usability of the Magenta Smart Home ecosystem through extensive qualitative research and usability testing

Core competencies

IoT & connected-device UX · User research & usability testing · Hardware partner collaboration

Senior User Experience Designer (Contractor)

Verivox - Heidelberg - February 2015 - November 2015

Task

Design digital products for Germany's leading comparison portal for energy, telecom and financial products.

Impact

- Created the concept and UX for the Vertragsmanager (contract manager) app
- Designed fast calculators for financial products
- Improved the mobile web, blog and newsletter experience

Core competencies

Mobile app concept & UX · Conversion-focused calculator design · Mobile web optimisation