

EXPERIENCE

Design Lead

Aug 2023 - Aug 2025

Yara International

Led the YaraPlus UX team across Europe, India and Singapore, including roadmap planning, design execution, hiring and mentoring.

- Scaled the design team from 1 to 5 designers within one year, improving delivery velocity and overall product quality
- Enforced a UX workflow that eliminated bottlenecks, restored schedule reliability, and prevented deadline overruns
- Decreased design inconsistencies by 80% through system adoption and embedding consistent design practices across products
- Defined and implemented a regional design system aligned with the global platform, enabling local product teams to design consistently without fragmentation

Senior Designer (Design Systems)

Oct 2020 - Jul 2023

Yara International

Founded and scaled Yara's first regional Design System, Fertilise. Later, moving into a Global Design System initiative, consolidating regional systems into a unified, scalable platform.

- Generated and rolled out 40+ reusable components as a Team of One and drove adoption across Yara's digital products
- Fertilise Design System was adopted as the official design system for a full product rebranding
- Hired, managed, and developed the first design systems intern into a full-time contributor
- Integrated 80+ components from a regional system into the new global "System of systems"
- Enabled collaboration and heightened contribution rate by 60% through standardised workflows and contribution frameworks

Senior Product Designer

Dec 2018 - Sep 2020

Yara International

Working on the flagship product, Atfarm, and other products within the ecosystem, I led the transition from loose style guides to the first formal design system.

- Built and scaled a web component library with 40+ components, establishing shared quality standards across multiple teams
- Reduced design-engineering handoff issues by 70% by replacing fragmented UI with a unified style guide
- Designed and launched the first mobile app MVP, contributing to higher engagement and adoption
- Increased sign-up rates by 38%, retention by 40%, and conversions by 30% through product and flow redesign

Senior UX/UI Designer Freelancer

Oct 2013 - Oct 2019

Screen Designer Webguidez Entertainment GmbH Aug 2012 - Sep 2013

CORE COMPETENCIES

Leadership

Design Leadership
Team Building and Scaling
Mentorship and Coaching
Strategic Influence

Design System

Design Governance System-Level UX
Cross-Product Consistency
Contribution Workflows
Design-Engineering Collaboration
Org-level adoption mechanics

EDUCATION

B.Eng. Print and Media Technology

University of Applied Sciences, Berlin

2013 - 2015

Abitur (Highschool diploma) with focus on Computer Science

Berufliches Gymnasium für Technik, Lüchow

2009 - 2012

CERTIFICATES

NN/g UX Certificate

Special recognition in UX Management
2025

IHK AEVO license

Trainer license for apprentices
(Ausbildereignungsprüfung)
2015