

Robert Mischuda



SENIOR PRODUCT DESIGNER

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Fluent in German | Proficient in English (business level)

PROFILE

Senior Product Designer with over 14 years of experience crafting user-centered, innovative, and impactful solutions for B2B, B2C, and AI-driven startups. Adept at leading end-to-end design processes, from research to execution, while balancing user needs with strategic business goals. Skilled in Design Thinking, responsive digital design, and prototyping, with a proven ability to deliver high-quality user experiences that drive measurable outcomes. Proficient in Figma, wireframing, and design systems, with a strong focus on collaboration and fostering a feedback-oriented culture. Passionate about creating intuitive, sustainable, and scalable design solutions that align with business objectives and enhance user experiences.

EXPERIENCE

NiCE | Cognigy
Senior Product Designer
May 2025 - Oct 2025, Berlin

- **Strategic Redesign & Modernization:** Led the end-to-end redesign of the core platform to modernize the UI and streamline onboarding. Established **Shadcn** as the component standard to accelerate engineering velocity and reduce technical debt.
- **AI & Product Innovation:** Designed complex AI-driven tools, including the **Analyzer** (automating chatbot optimization via transcript analysis) and **AI Agents**.
- **Automated AI Testing:** Designed the entire Simulator suite, enabling large-scale batch testing (150+ runs) across different LLMs. Created the Persona & Scenario Builder and Performance Dashboards to visualize failure trends, turning manual QA into a data-driven workflow.
- **Leadership & Enablement:** Acted as the primary design voice in executive meetings, collaborating directly with the CEO on strategy. Partnered closely with Product Owners to translate requirements into actionable designs and resolve daily product blockers.

Ultimate.ai GmbH
Senior Product Designer
Apr 2022 - Sep 2024, Berlin

- Led design of the company's first visual AI chat widget, enabling seamless partner integrations.
- Redesigned flow creation tool and implemented a resolution tracking system, improving efficiency and customer satisfaction.

Brevo
Product Designer
Aug 2017 - Mar 2022, Berlin

- Sole designer for the core email marketing editor, a key driver in the company's acquisition.
- Conducted user research, led design sprints, and developed rapid prototypes.
- Simplified the product, resulting in a **35-50% increase in daily conversions**.

Thermondo GmbH
UX Manager
Apr 2015 - May 2017, Berlin

- **Led the complete visual and UX redesign** of Thermondo's website, defining the new look and feel for both desktop and mobile experiences.
- Developed reusable components and style guides to empower marketing teams, ensuring design consistency across the platform.
- Achieved a **52% increase** in leads through UX improvements, including optimized form fields and a feedback step that boosted user trust and increased conversions by **19%**.

cloudControl GmbH
Frontend Developer &
UI Designer
Aug 2012 - Apr 2015, Berlin

- Led the **complete website relaunch**, including **custom illustrations**, frontend development using HTML and SASS, and visual asset creation.
- Optimized product sales pages to improve user interaction and conversion rates.

ABSOLVENTA GmbH
Frontend Developer &
UI Designer
Sep 2009 - Aug 2012, Berlin

- Redesigned websites using Ruby on Rails, HTML, HAML, CSS, and SASS.
- Designed and developed logos, 3D mascots (ranging from real-life to USB stick sizes), and marketing materials.

webfact GmbH
Mediengestalter Digital &
Nonprint
Jan 2006 - Sep 2009, Berlin

- Designed digital interfaces using HTML and CSS.
- Focused on creating visually engaging screen designs tailored to the music sector.

Freelancing
Self-employed
2006 - 2014, Berlin

- Produced 3D visualizations for TV shows, supporting architects in pitching their projects.
- Completed a variety of illustration projects, developing both digital and traditional artwork.

EDUCATION

Mediengestalter Ausbildung
Certificate of Chamber of Industry and Commerce
January 2006 - September 2009, Berlin

Designer of digital and print media – specialising in media design (Mediengestalter Ausbildung IHK).

INTERESTS

- Art, Drawing, Blender 3D, Vibe Coding, Virtual Reality (Oculus Quest 3; see my private website artavenue.de)
- Deep Learning & AI (NVIDIA tools, Web tools, local LLMs, Gaussian splatting, photogrammetry, 3D Scanning)