

The start of the design process is my favourite part, where nothing is clear but everything is possible.

I'm Fabi, a designer with over a decade of experience in end-to-end product design. Dealing with complexity and ambiguity is one of my strongest skills, which complements my holistic approach to product design. I love to explore both problem and solution spaces, map and design different scenarios, and test my assumptions with real customers.



Experience

2025

Senior Product Designer at Elli from Volkswagen Group

I design the Mobility Service section of the Elli app, assisting customers in finding the right charging station and ensuring a smooth charging session without confusion.

2017-2024

Senior → Principal Product Designer at unu GmbH, Berlin

Owned the designs for both the scooter display and mobile unu App since the beginning of 2022. Later in 2023 I levelled up to a Principal role, while working in parallel with other design and research initiatives. I've also helped unu to become more user-centered by creating two communities with whom we conducted several interviews, surveys and tested beta versions of our software. Previously, I helped establish a fleet management web app for B2B.

2015-2017

Product designer at resmio GmbH, Berlin

Responsible for the table reservation system management (B2B app for restaurants) and the customer-facing experience for customers to make table reservations (embeddable widget for restaurant websites).

2013-2015

Co-Founder & UX/UI Designer at Primetag, Portugal

Founding product designer for a startup that provided a marketing tool for publishers. We raised ~200K by REDangels back then, and I overlooked website, web app, marketing pages and assets, and all business materials.

2011-2013

Master degree in Communication design, Portugal

I specialized in communication design after finishing my bachelor's in "New Technology Communication" at the Copenhagen Business Academy.

Strengths

These are my recurring top strengths, according to [this CliftonStrengths assessment](#) by Gallup, which have remained mostly consistent across my career.

1. Empathy
2. Responsibility
3. Relator
4. Developer
5. Restorative

Case studies

[@unu](#)

[Scooter without keys](#)

[unu & beta Community](#)

[@resmio \(older\)](#)

[New reservations](#)

[Widget for guests](#)