Reuven I. <u>Kristof</u> Gatter (Budapest, 1986)

mail@kristofgatter.com
www.kristofgatter.com
+49 176 84736084

Digital Product Designer / Design Engineer **Work Experience**

SPARETECH

Mar 2024 –
Lead Product Desinger

Nov 2022 – Feb 2024
Senior Product Desinger

As Lead
- Shipped a full design system (not just a Figma component library, but a setup providing code snippets and UI components developers can use directly) with Storybook as the "source of truth" for agreements between Design and Engineering
- Defined a "Design Vision" as a shared horizon to work toward for Product & Engineering, incl. everything from a UX review through personas to a full-blown presentation of a prototype using newly codified information architecture and a brand new look — implementation of this is underway via the new design system
- Successfully mentored junior colleagues to the point of promotion
- Workshopped Team Values together with the Design Team and the Head of Product
- Facilitated Establising internal guides & working agreements for the Design Team and the "Trifectas" (Engineering / Design / Development working side-by-side)

As An Individual Contributor
- Worked directly with developers and product managers on every stage of 10+ projects
- Working in shape-up "cycles", was involved every step of the way from shaping features on a (virtual) whiteboard through creating hi-fi Figma prototypes, all the way to delivering production code, conducting usability testing and analysing quantitative usage data
- Established best practices for continous usability testing in and after the delivery phase, as well as the practice of testing early, working prototypes in created in code

Workstreams.ai

Mar 2022 – Nov 2022
Senior UX Desinger

- UX Lead for marketing website and webapp redesign currently underway
- Alignment of design system with facts on the ground
- Established Design Team rituals, regular feedback rounds and team growth strategy
- Laying the groundwork for Product Strategy
- Establishing agile processes for seamless development / design collaboration
- Establishing regular usability research practices

GotPhoto

Nov 2019 – Jul 2021
Product Design Lead

Aug 2019 – Oct 2019
Freelance Product Design Consultant

- Set up design team & defined its responsibilities, ran it day-to-day
- Set product direction by setting, testing and challenging assumptions about customer behavior
- Provided a birds-eye-view and directional context to developers by driving user research and data-based strategic decision-making, documenting complex user journeys and scenarios with customers and customer-facing teams
- Mentored junior designers, frontend devs and QA
- Relieved developers by directly contributing UI development and streamlining the design process
- Provided input to C-Level from a product design & product strategy perspective
- Initiated a tech stack change to increase iteration speed long-term; redefined UI tech stack
- Developed a new shop client within 4 months
- Defined new UI design language
- Full information architecture overhaul incl. documentation
- Defined new product direction and design language
- Assembled a feature team for the total overhaul of the product's administration UI with a new UX paradigm and measurable increase in new user satisfaction
- Set up a basic design system using Storybook with an automated design approval process

Hackerbay

Aug 2018 – Jul 2019
Freelance Product Design Consultant
(multiple projects)

- Principal designer on an in-house SaaS MVP solution Principal designer in 3rd party contract work on several innovative e-commerce software projects
- Create Wireframes, Lo-fi and Hi-Fi prototypes, Flows according to the project's needs
- Facilitate product workshops with developers and other stakeholders
- Work directly with client's branding teams (contract work)
- Conduct usability testing
- Coordinate with UI development and project management on prioritizing development goals
- Define UI behavior: provide input to development team
- Relieve developers by directly contributing UI development
- Delivered in-house SaaS MVP solution as well as 3rd party contract work in time and budget

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Modulor

Mar 2018 – Jul 2019
Freelance UX / UI Consultant

- Map out customer journeys
- Redesigned and extended online furniture configurator
- Significant improvement of shopping experience on touch devices
- Regular On-Site usability testing with customers
- Developed a concept for a total revamp of the online shop,
  incl. improved sales funnels and usability improvements
- Relieved developers by directly contributing UI development
- Advocate for more agile and less siloed product development with shorter iteration cycles

Ignore Gravity, Beluga.net, Wired Campus

Aug 2016 – Jul 2019
Workshop Design Consultant, Workshop Design Team Lead

- Participated / facilitated in diverse workshops, organized by one of these agencies
- A number of different clients from large ones in the automotive industry to startups in an energy-sector incubaton hub
- Supported with workshop participants with storytelling, pitch presentations and product mockups
- Lead a team of desiners on multiple occasions

Small Improvements

Jun 2015 – Jul 2016
UX/UI Developer & Designer

- Part of the Responsive UI Transition Dev Team
- Directly working with developers, experience working with angularJS & React
- Introduced systematic user testing and other the practice of UX design principles
- UI/UX overhaul of the 360° Feedback, a flagship feature of the software

University of the Arts Berlin

May 2013 – Apr 2017
Lecturer

- Tought a practical webdesign & coding course tailored specifically to design students
- developed a presentation app and unique methodology conceptualized and code for this specific purpose

Halvtone

Jan 2013 – Feb 2014
Creative Director

- Worked with a team of founders from day 1
- Responsible for everything design-related from branding to UI/UX design
- Directly working with developers
- Participated in strategic product decisions

STRATO AG

Apr 2008 – Nov 2011
UI Designer Working Student

- Worked on the company's website creator product
- UI design
- Design and development of website templates
- Recruited and lead a small team of web designer / developers for additional template building

Education

University of the Arts Berlin (UdK Berlin)

Diplom-Designer (eqv. to MA)
2007-2014
Grade "very good"

Deutsche Schule Budapest

Abitur
2007

Languages & Technical Skills

Hungarian   native

English   near native / fluent (C1)

German   near native / fluent (Abitur)

Expert in CSS / Less / SCSS
Proficient in Javascript: React.JS / Angular,
Experience with Python / DJANGO, Java / Wicket, Node.js