

Kevin Klöcker

Multidisciplinary designer with a focus on UX & UI, Product design and visual communication for holistic experiences.

My passion for design thrives at the intersections – where physical meets digital, strategy meets aesthetics, and user needs meet business goals. What sets my approach apart is a strong visual sense paired with structured, goal-driven thinking. I design systematically with the user at the center, creating experiences that are emotionally, intuitive and functional.

EXPERIENCE

GENERATIONDESIGN GmbH - Design Lead

2014 - Current, Wuppertal

Led design for physical and digital products, focusing on clarity, intuitive user flows, and human-centered functionality.

- Drove interdisciplinary collaboration across industrial design, UX/UI, and communication design to ensure consistency and excellence
- Translated user needs and business objectives into cohesive product experiences through research, prototyping, and testing
- Developed scalable interface concepts for embedded systems, small-screen HMIs, and mobile applications
- Directed visual storytelling across motion content, digital assets, and trade fair presentations to maximize product impact
- Collaborated closely with engineering, developer, marketing, and client teams to align design with production feasibility and business goals
- Mentored junior designers and engaged in educational innovation projects with universities and emerging creative talent

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ABOUT

Kevin Klöcker

German, 28.05.1988



EDUCATION

Bergische Universität Wuppertal

Bachelor of Arts (B.A.)

Industrial Design, 2009-2014

DESIGN SKILLS

User Experience Design

Interaction Design

User Interface Design

Industrial Design

Graphic Design

Brand & Visual Identity

Design Strategy & Positioning

Art Direction

RESEARCH & METHODS

User Research (Interviews, Surveys, Observations)

Usability Testing & Evaluation

Empathy Mapping & Personas

Affinity Mapping & Customer-Journeys

Limbic® Design

Agile & Scrum

Design Sprints

Trend- & Target Group Analysis

AWARDS

Red Dot Design Award Winner 2025

German Design Award Winner 2024

Green Good Design Award 2024

Good Design Award 2023

Green Good Design Award 2023

German Design Award Special Mention 2022

UX Design Award Nominee 2019

Red Dot Award: Brand & Communication Design 2019