

MARKUS MÜLLER

Summary:

Senior UX Consultant with 10+ years of experience in enterprise applications, B2B, automotive, and healthcare. My strength lies in the conception and implementation of complex digital solutions and leading teams.

I specialize in end-to-end UX processes, from strategic research and prototyping to the architecture of design systems. I act as a key liaison between business goals, technical requirements, and user needs to create scalable solutions.

EXPERIENCE:

Senior UX Consultant



Dates: 02.2024 – ongoing

Location: Frankfurt/ Main/ München

Description:

- **Managed UX projects** for two key clients, focusing on optimizing their Web environments and service experiences.
- **Conducted in-depth interviews** using Userlytics to gain strategic insights into user needs and behaviors.
- Applied service design methods and used Mural to conceptualize and improve holistic user experiences within the healthcare sector.
- **Developed and validated prototypes** from low-fidelity to high-fidelity using Figma to secure design decisions early on.
- Worked with the design team to **develop an accessibility compliant design system** (token-based) in Figma, to ensure **consistency** and **efficiency** across all products.
- **Provided** technical leadership and mentoring to the **design team** to maintain UX quality and foster **professional growth**.

CONTACT INFORMATION:

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Address:

Feststraße 27
61118 Bad Vilbel
Germany

SKILLS:

Management
UX-Strategy
Prototyping
Journey Mapping
Concept
Software

LANGUAGES

German:
Native (C2)

English:
Advanced (C1)

Tools

Figma
Userlytics
Jira/ Confluence
Power Point
Adobe Suite

Portfolio

www.pixel-industry.de

Social

linkedin.com/in/muellermarkus

Senior UX Consultant



Dates: 01.2022 – 01.2024

Location: Frankfurt/ Main

Description:

- Conducting **comprehensive UX research**, including qualitative interviews, for leading companies in the **chemical and automotive industries**.
- Creating **detailed user journeys**, **personas**, and **archetypes** using Mural and FigJam to strategically map user needs and interaction paths.
- Developing prototypes of **end-to-end journeys** in a CRM system and a **mobile app** for electric charging stations in Figma to optimize user-friendliness.
- Identifying weaknesses and potential through user journey mapping for the **strategic alignment** of projects.
- Responsibility for **designing systems** that **improve** internal processes and **user experiences**.
- Close **coordination** and **presentation** of design **concepts** to key stakeholders to ensure and validate **project goals**.

Senior UX/ UI Consultant

VERTICAL Vertical

Dates: 01.2019 – to 12.2021

Location: Frankfurt/ Main

Description:

- Led the design and UX for a comprehensive device and software management platform.
- I conducted targeted **user research** using remote interviews on Microsoft Teams and page **analysis** with **Hotjar**, among other tools, to inform **data driven** design **decisions**.
- Developed and validated **rapid prototypes** using **Sketch** and **InVision** for early user testing, ensuring usability and **minimizing** project **risks**.
- Architected and implemented a platform **design system** to ensure consistency, scalability, and efficiency in product development.

- Served as a **central** liaison between leadership, **development**, and **design** teams, enabling the seamless **coordination** of strategic and operational goals.

Founder/ UI/UX Consulting

PIXEL-INDUSTRY Pixel-Industry

Dates: 05.2018 – 06.2019

Location: Frankfurt/ Main

Description:

- Owned the **end-to-end UX strategy** and prototyping for an **enterprise platform** focused on device management and software deployment.
- Conceptualized and facilitated 3 **strategic workshops** with an average of 6 participants to identify core user problems and **co-create effective solutions**.
- **Conducted** 10 in-depth user **interviews** and developed 3 **detailed personas**, which served as the foundation for product design and strategy.
- Applied the **Double Diamond process** to ensure a systematic, user-centered approach from problem definition to final solution design.
- Created **interactive prototypes** using Sketch and InVision to visualize concepts and communicate value to stakeholders.
- **Managed** all aspects of project delivery, including client acquisition, communication, proposal writing, and financial settlement, as a freelance consultant.

Team Lead User Experience

T • • **Online** T-Online

Dates: 10.2017 – 04.2018

Location: Frankfurt/ Main

Description:

- **Lead a team of UX and UI designers** in developing user-centered solutions and ensuring high design quality.
- **Design and develop prototypes (MVP)** and use cases to **improve the usability** of new features.
- Conducting **A/B tests** and interviews to gain stakeholder and project team insights and **strategically align** projects.
- I introduced **Lean UX** methods to increase efficiency and **reduce** design and development **times**.
- Collaborated on **designing** a new **CMS system** based on React.js to simplify handling for editors and optimize their workflows.
- I developed a **native app** navigation concept based on comprehensive user research to improve the **user experience**.

Senior User Experience Designer

MATRIX42 Matrix42

Dates: 01.2015 – 09.2017

Location: Frankfurt/ Main

Description:

- **Led** the design **strategy** and implementation for consolidating **two complex platforms** into a single, unified tool.
- Conducted comprehensive **1:1 user interviews** to ensure **design decisions** were **data-driven**.
- **Collaborated** closely with **development teams** to co-create innovative solutions that were both **user-friendly and technically feasible**.
- Created **interactive prototypes** using **Axure** to test and validate design concepts at an **early stage**.
- Developed and implemented the **UI design** based on **Material Design** principles, adapted for an **enterprise environment**.
- Acted as the central **liaison between management, clients, and development** teams, effectively coordinating with remote teams in Sydney and Kyiv.
- Conducted detailed **market analysis** and competitive research to ensure the design was aligned with **current industry trends**.

Art Director

 Leo Burnett

Dates: 09.2011 – 12.2014

Location: Frankfurt/ Main

Description:

- Took over **design responsibility** for the entire German **Samsung website** and was jointly responsible for establishing Samsung's Facebook channel.
- Created **wireframes** and **navigation concepts** to improve usability and support early design decisions.
- Collaborated with a team on the creation and execution of **digital campaigns** for clients such as Fiat and Samsung.
- Primarily used Adobe Photoshop and Illustrator to visualize and prototype various solution **concepts through sketches** and wireframes.
- Was jointly responsible for establishing and **designing a new social media channel** (Facebook) to expand Samsung's brand presence in the digital space.

Art Director

 Ogilvy

Dates: 07.2008 – 08.2011

Location: Frankfurt/ Main

Description:

- As part of the team, I was jointly responsible for the conception and implementation of **digital advertising** campaigns for well-known clients such as **SAP, Sony PlayStation, IKEA, and BMW**.
- As part of a team, I was involved in the **redesign** of digital platforms, particularly in the relaunch of **ING Bank** and the **IKEA hej community**.
- I managed the entire **creative process** for digital campaigns, from the initial idea and conception to the final **motion graphic**.
- I collaborated closely with graphic designers and editors to **develop a unified** and effective **visual language** for client projects.

- I used the Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects) to create **high-quality digital content** and visualizations.
- I defined the **visual language** of **e-commerce** concepts and online tools to combine **brand authenticity** with the principles of design and usability.