Nils Hoffmann

Product & UX Designer

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// Profile

Passionate and optimization-driven UX enthusiast and product lover trying to create the best possible user experience every day with a strong connection to product management. I build delightful experiences for users with a variety of tools and methodologies, from research and ideation until the final implementation. Highly focused on a lean product development cycle to empower teams building valuable products.

// Work Experience

January 2022 until now

Senior UX Designer

Justix GmbH

- Ideation, concept, and validation of features for an in-house legal document creation application used by ARAG business partners
- Optimizing conversion for debt collection campaign pages covering multiple legal topics

July 2020 until January 2022

Senior UX Designer

LTN Global

- Concepted and designed multiple features for the „Live Video Cloud", a cloud-based video router that assists broadcasters to control a multitude of sources and destinations
- Designed features for „Schedule", a program manager assisting users to create a 24/7 program with live and archived segments
- Rebuilt a design system in Sketch and assisted to establish all components in the frontend repository „Storybook"
- Prepared and supervised the frontend development of all features with the help of Zeplin

September 2019 - June 2020

Lead UX Designer

DuMont.next GmbH & Co. KG

- Redesign of the boulevard newspaper Express.de
- Built a pattern library in Figma
- Analysed all quantitative data from Adobe Analytics to improve perfomance for smaller newspapers „RBLive.de" and „GladbachLive.de" in preparation for „Express.de"
- Preparation and integration of a new testing tool „Adobe Target"
- Discovered needs of the editorial staff to implement the new editorial system „Livingdocs"
- Assisting sales staff in improving the sales funnel in the digital subscription shop

// Work Experience

August 2018 - September 2019

UX/Product Designer

real,- Digital Payment Services & Technology Services GmbH

- Responsible for two major products in the area of aftersales: The customer-facing account area and the ticket system for all agents in call centers
- Redesigned the account area based on quantitative data from Google Analytics and insights of qualitative test sessions with customers
- Performed A/B tests with Google Optimize
- Created and established a design system across all product teams to ensure consistency
- Built up a UX lab and established testing guidelines for the UX team

February 2015 - August 2018

UX/UI Designer

Roamsys S.A.

- Concepted and designed the product suite with Adobe XD
- Created a concept for the corporate design and built all components with different design tools (Adobe Photoshop, Illustrator, Indesign)
- Established a component library to speed up processes with reusable components and ensure consistency throughout all products

August 2013 - January 2015

Visual Designer

POLYBYTES MEDIA GmbH & Co.KG

- Concepted and created websites and partially developed multiple websites with WordPress
- Supervised the development of websites and webshops
- Created print products for multiple customers

// Education

2015 - 2017

Master's degree (1,3)

Intermedia Design - Trier University of Applied Sciences

„Entwicklung und Ausarbeitung einer Corporate Identity in Zusammenarbeit mit dem Unternehmen Roamsys S.A."

2011 - 2015

Bachelor's degree (1,2)

Intermedia Design - Trier University of Applied Sciences

„Konzeptionelle und visuelle Überarbeitung des Products Rollouts in Zusammenarbeit mit Roamsys S.A."