LENA HOFFMANN

Senior Product Designer

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SKILLS

Technical: Interaction design, User research, Design systems, Prototyping, Accessibility

Tools: Figma, Maze, Framer

Languages: German (native), English (fluent), French (intermediate)

EDUCATION

BA Interaction Design 2019
Berlin University of the Arts, Berlin, Germany

PROFESSIONAL SUMMARY

Product designer with six years on mobility and marketplace apps. Works from research to shipped interface, and runs the design system two product teams build with.

WORK EXPERIENCE

Product Designer 01/2022 – Present
Spree Mobility | Berlin, Germany

- Redesigned booking in the rider app, which raised completed bookings by 12% across 1.2 million monthly riders.
- Built and maintain the design system shared by two product teams and 40 components.
- Run monthly usability sessions with riders in Berlin and Hamburg.

UX Designer 08/2019 – 12/2021
Marktplatz Studio | Hamburg, Germany

- Designed the seller onboarding flow that halved the time to a first listing.
- Ran 60 interviews with sellers to set the redesign priorities.