

Intro

👋 Hi, I'm Max

A Munich-based AI-First UX/UI Designer with over a decade of experience.

I help companies design digital products that feel natural, intuitive, and future-proof. My approach combines user-centered design methods (information architecture, prototyping, usability testing) with the opportunities of AI to accelerate workflows and uncover new creative directions.

With me, you get a designer who speaks the language of users, developers, and decision-makers alike – reducing risk, speeding up delivery, and ensuring products that truly resonate.



Projects



At The Mobility House, a Munich-based tech company integrating EVs into the power grid, I was the lead UX/UI designer, working closely with the Product Owner.

Our team focused on intuitive interfaces for smart charging, energy management, and battery storage solutions.

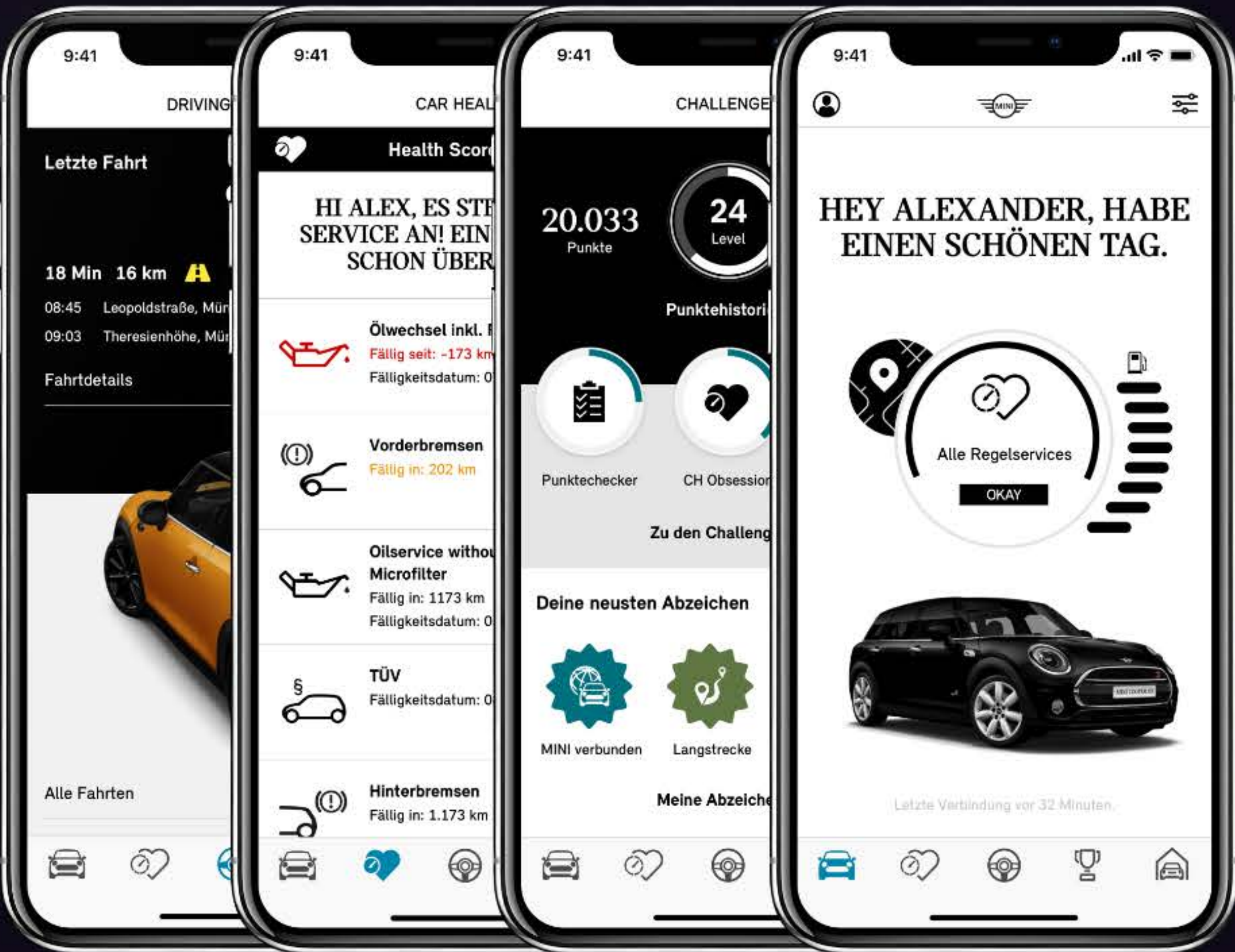
2024-2025



Pilot project for MINI & BMW (2017-2018) in collaboration w/ BMW AG, MaibornWolff GmbH & Designit München

This was an innovative pilot project for MINI, spanning one and a half years, aimed at transforming older MINIs into “smart” vehicles. As the Head of Design, I was responsible for understanding and addressing stakeholder needs while conceptualizing and designing the project from the ground up.

2017-2018



The Design Thinking Process.

In my role as a UX/UI Designer, I often rely on the „Design Thinking Process“ to guide my approach to problem-solving. This framework consists of five key steps: Empathize, Define, Ideate, Prototype and Test.



PROTOTYPE



MVP



PRODUCT



1. Empathize



2. Define



3. Ideate



4. Prototype



5. Test



Repeat from Step 3

88%

of users ditch websites with
poor user experience.



Projects



in collaboration w/ BMW AG & MaibornWolff GmbH

With insights gained from the MINI App, the BMW team decided to integrate these features into their main app. This design was created by me from scratch, using the wireframes of the MINI Pilot App.

2019

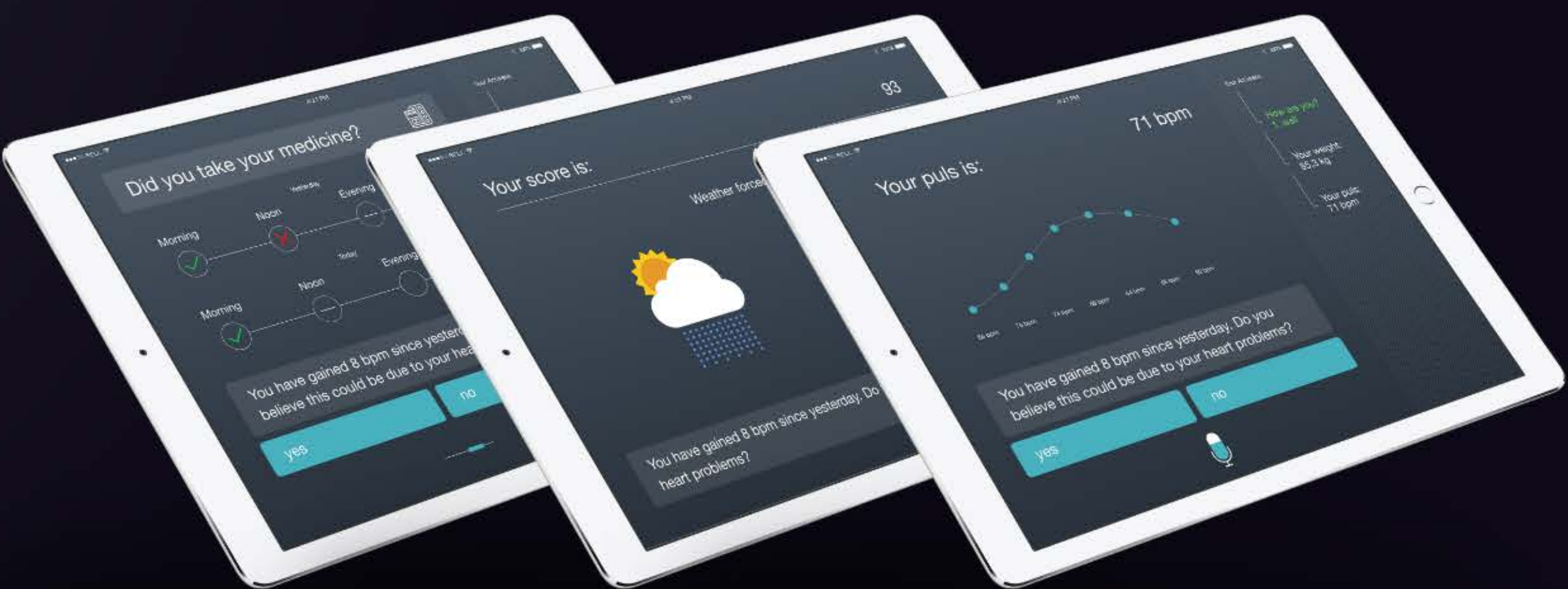


Telecoaching and Telemonitoring services for patients with chronic heart failure.

HCSG combines medical data with psychosocial data creating actionable information and risk predictions to improve individual health outcomes.

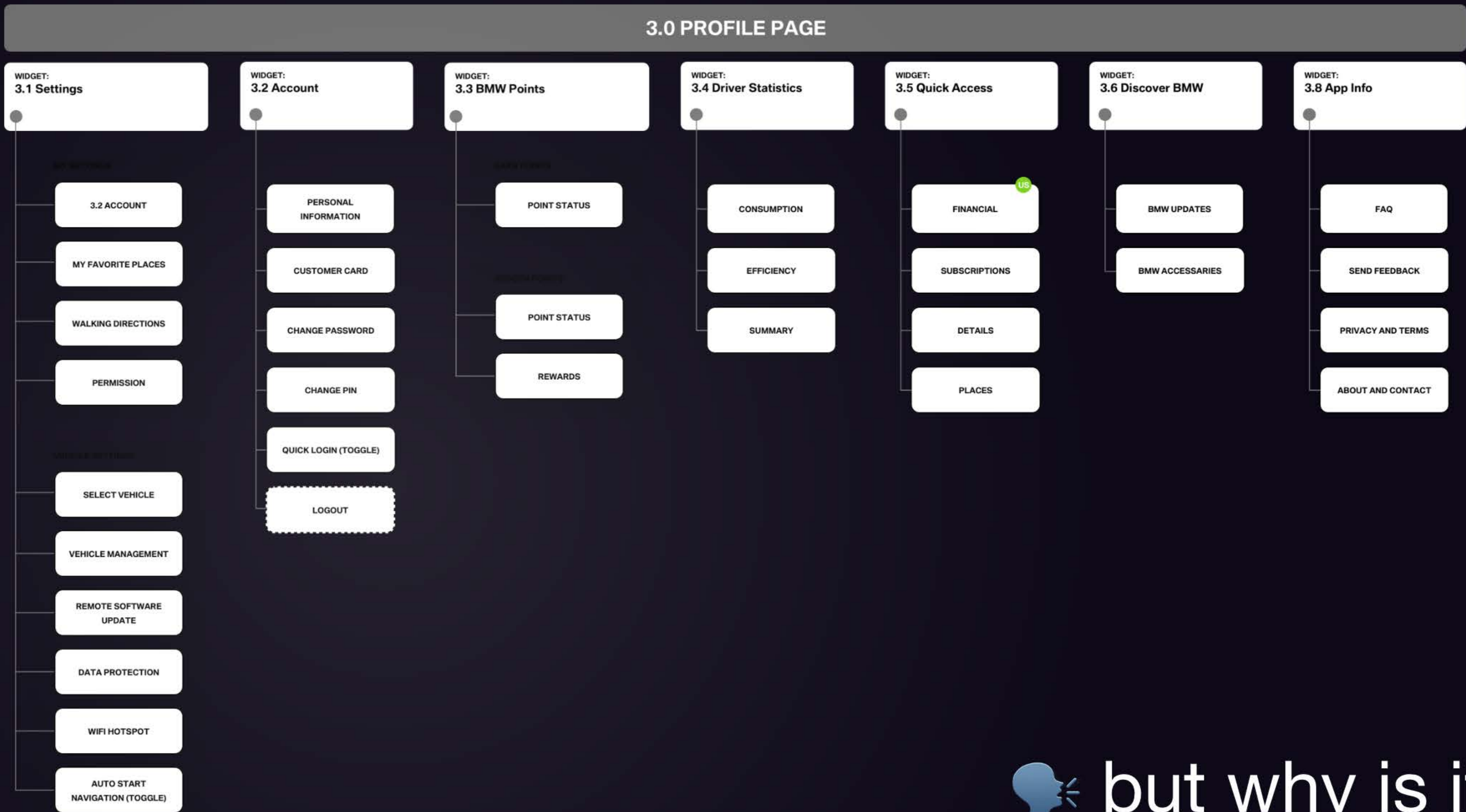
The highly flexible IT platform allows large scale implementation for a multitude of patient conditions and care situations.

2017



What is information architecture? 🤔

Information Architecture is a discipline that focuses on the organization of information within digital products.



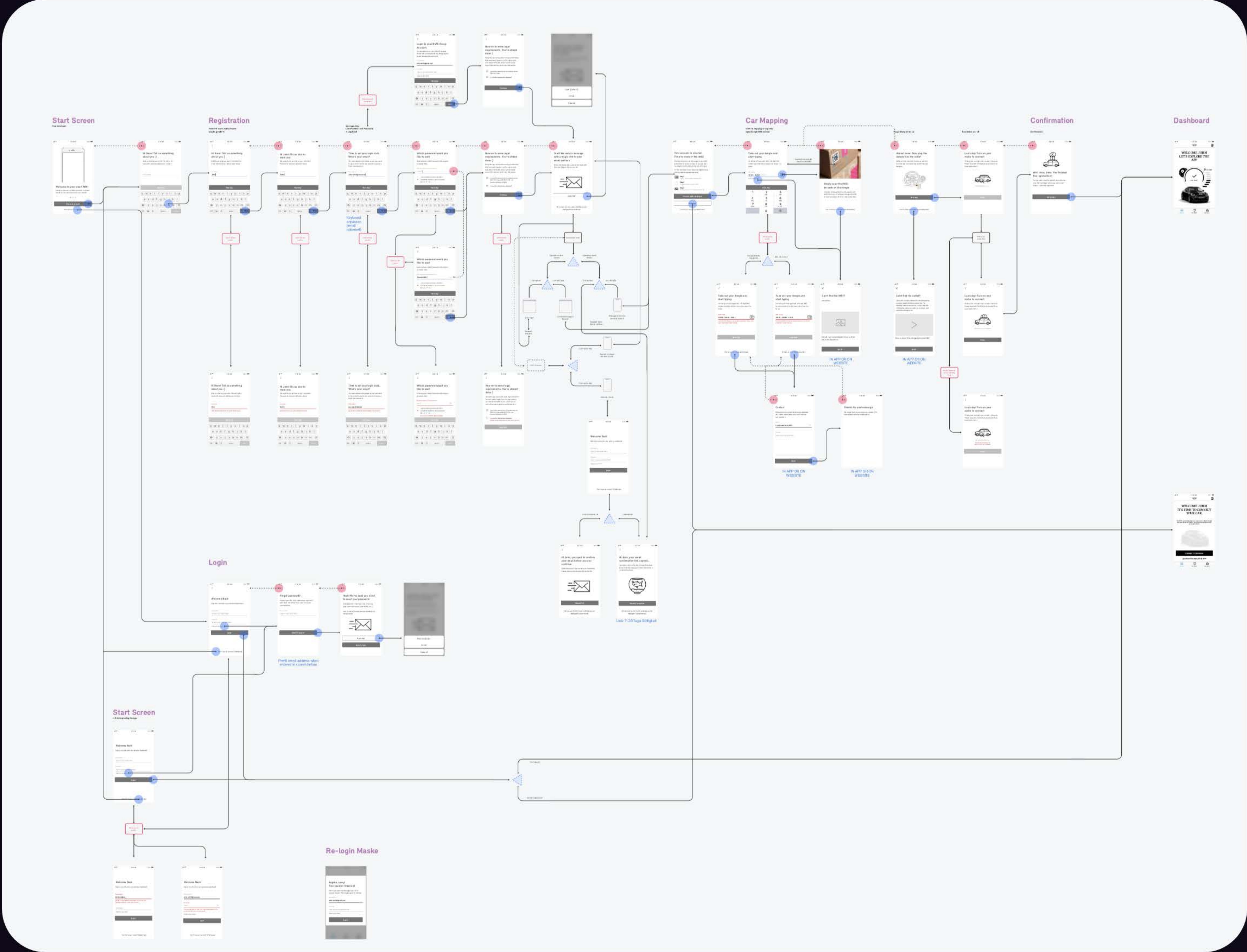
💡 but why is it so important?

The way you organize the space will impact how people will interact in this space.

Flowchart



Here's an Screenshot of the Flowchart/Wireframe for the registration process of the MINI pilot project.



User Testing



In true UX fashion, testing is a critical phase for validating ideas and designs. Prototypes are put in front of real users, and their feedback is collected.

This step provides valuable insights into what works well and what needs improvement. It helps identify any usability issues, user preferences, or unexpected challenges that may have been missed during the design process.

Still with me? 🙈

Here are some more projects I had the honor to participate in >>>

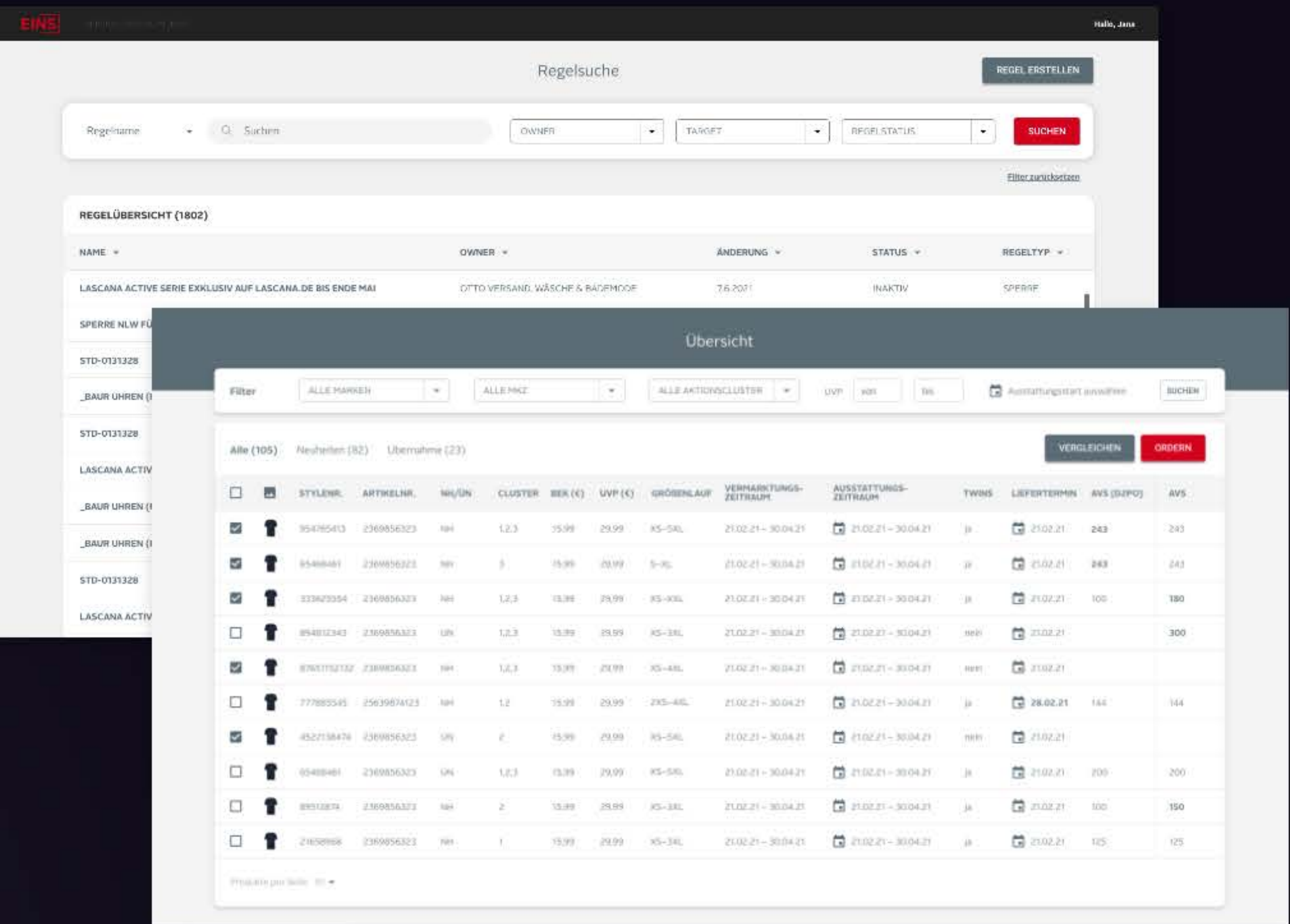
Projects



UX Design for Otto IT-Digital Retail

My job was to design a software tool aimed at internal Retail Marketing Managers, enabling them to create various auctions for the e-commerce platform www.otto.de, with a focus on automation. The challenge here lay in establishing a cohesive design language across the entire Otto IT-Digital Retail, ensuring consistent component behavior and user

2021-2022

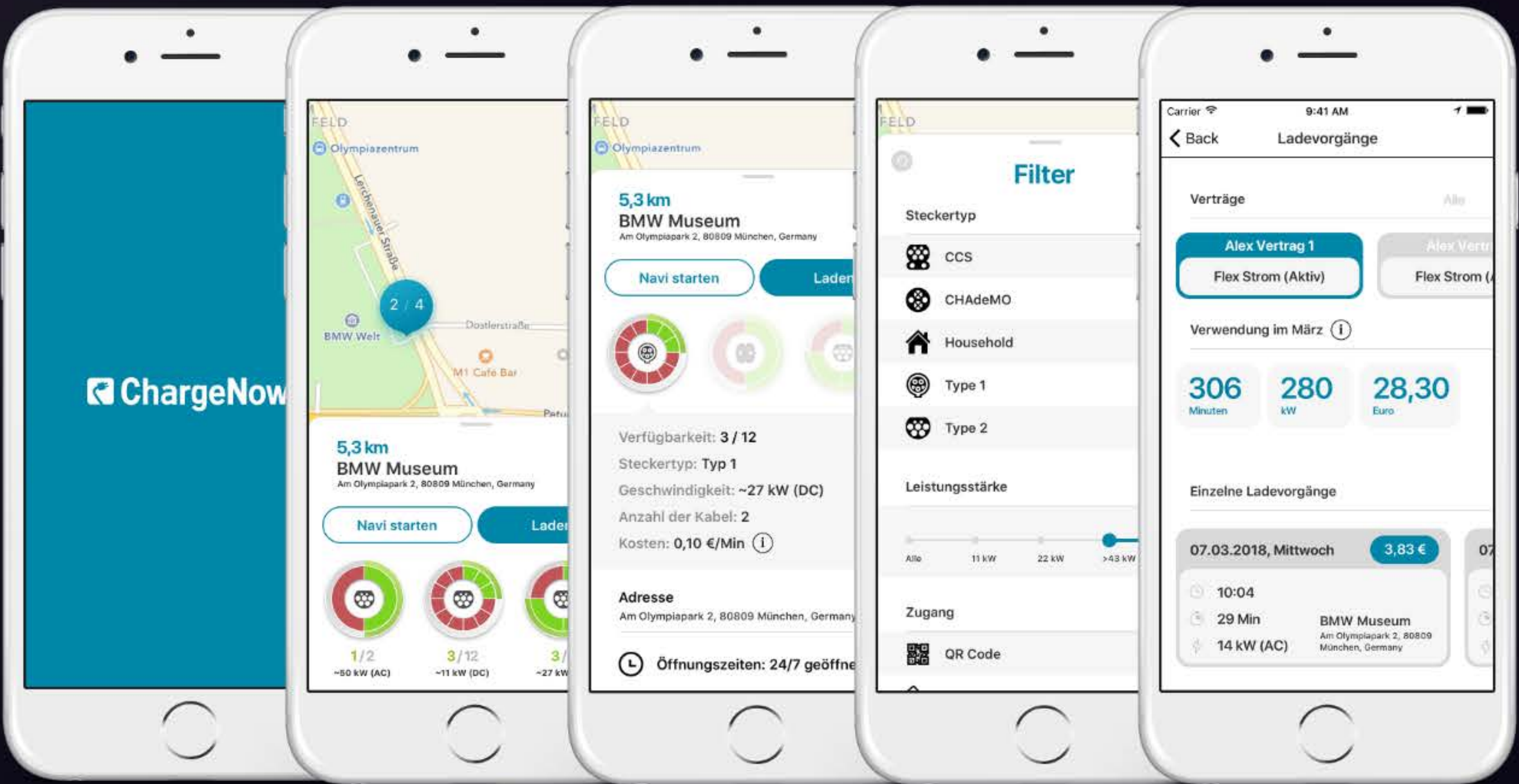


Redesign for Digital Charging Solutions

ChargeNow is an App for iOS and Android which enables the user to find the next charging station for Electric Vehicles.

I contributed by creating wireframes and redesigning the UI based on our workshops.

2018



Projects



Screendesign for maxdome – Germany’s largest online video store

In 11 months of working for the streaming provider maxdome (now „joyn“) - we as a design team - had the job to enhance the user experience for the OTT (Television) by creating a complete redesign.

2016-2017

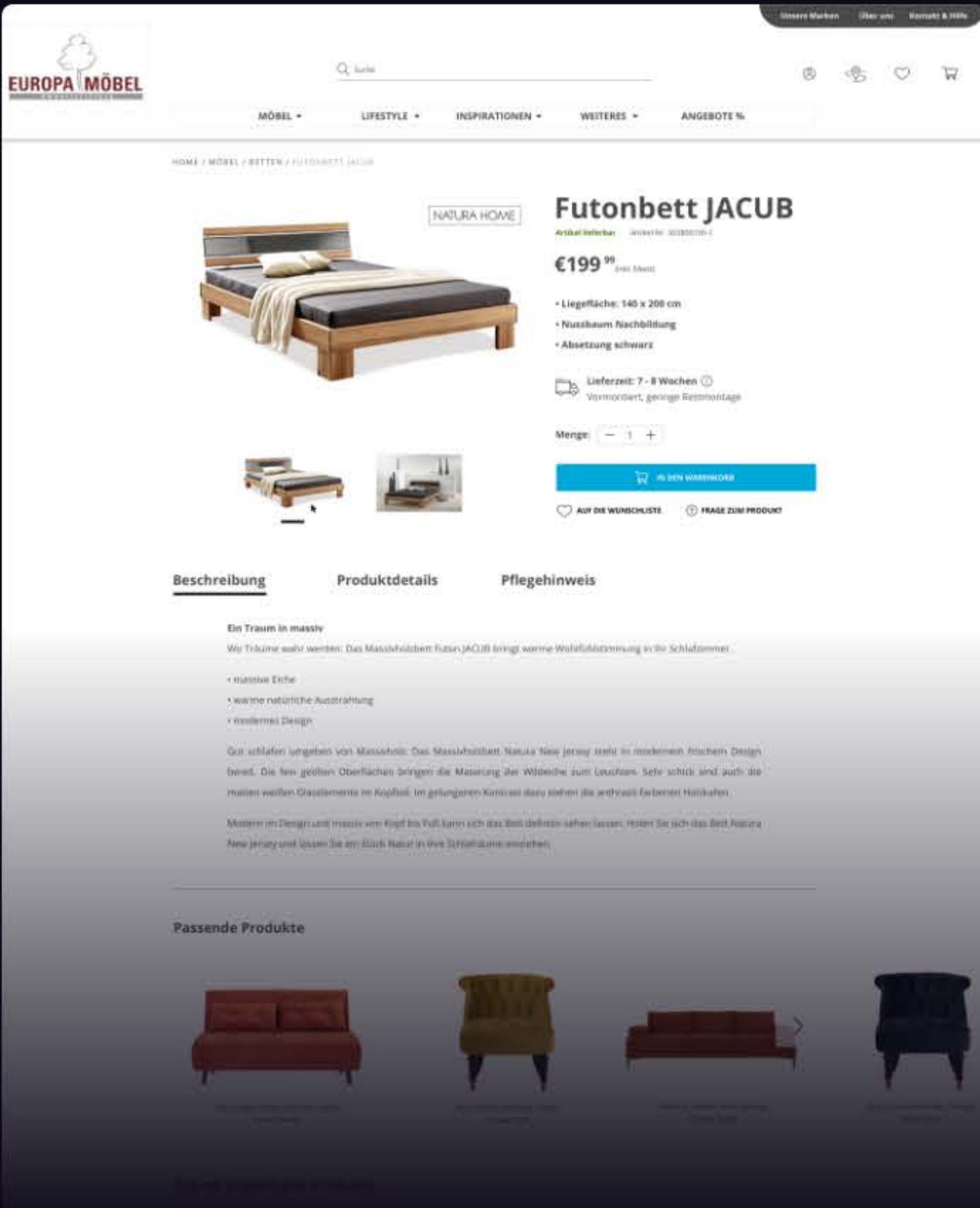


White label webdesign for EMV GmbH & Co. KG in collaboration w/ Unic GmbH

Here we have another redesign with a “modular system” and a white label solution for the european furniture association „EMV“. The peculiarity here was to design simple web components that work for several websites (approx. 150 sub-companies of EMV).

The goal: Every furniture company that will have a website should run and design its own page with a „do it yourself“ approach.

2020



Design isn't crafting a beautiful, textured button with breathtaking animation.
It's figuring out if there's a way to get rid of the button altogether.



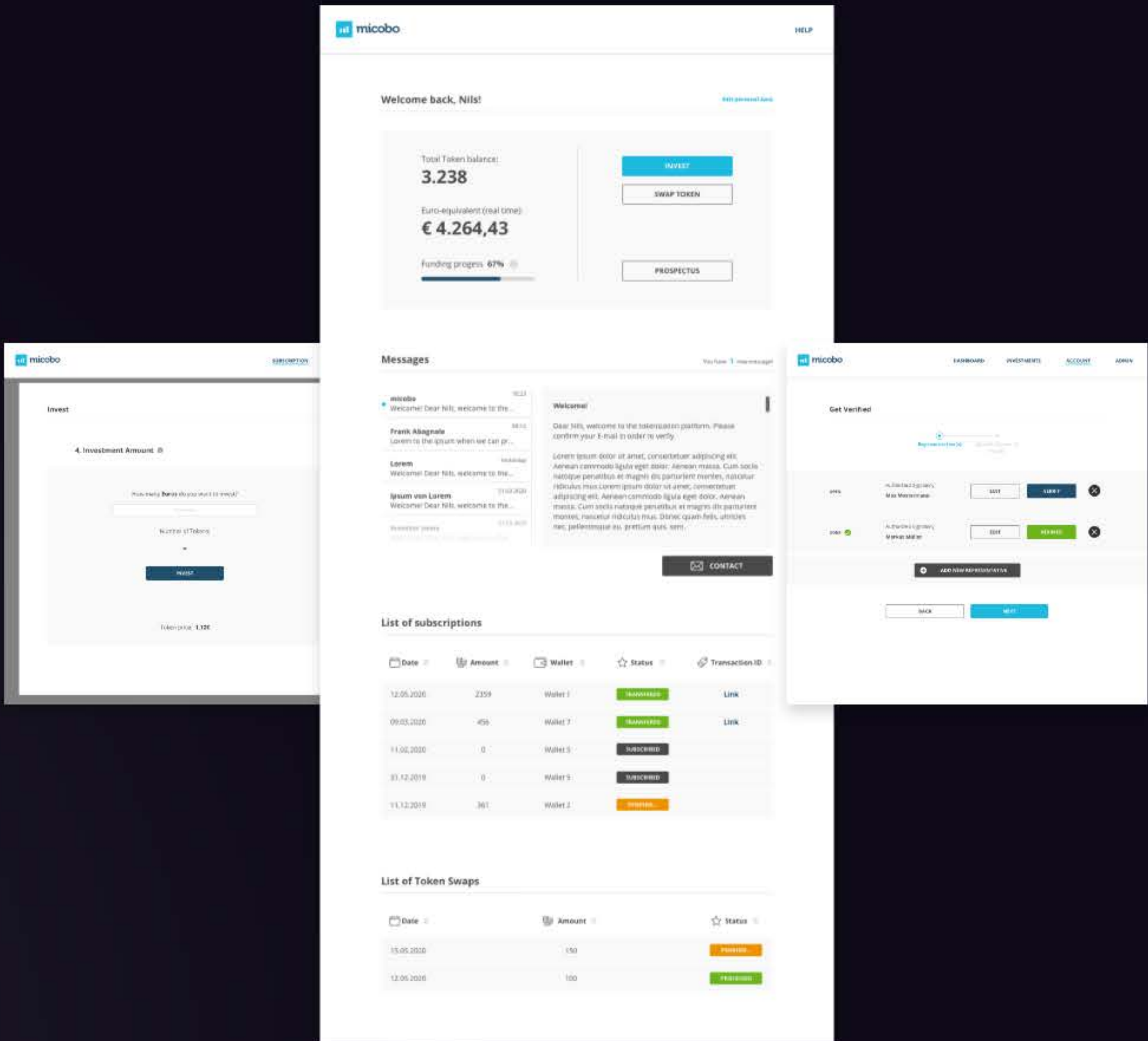
Projects



Redesign for micobo GmbH (2020)
www.micobo.com

Micobo is a highly specialised software development and technical consultancy company by having a focus on innovative technologies and their implementation within the financial industry. Here too, I had the opportunity to create and design a UI from scratch.

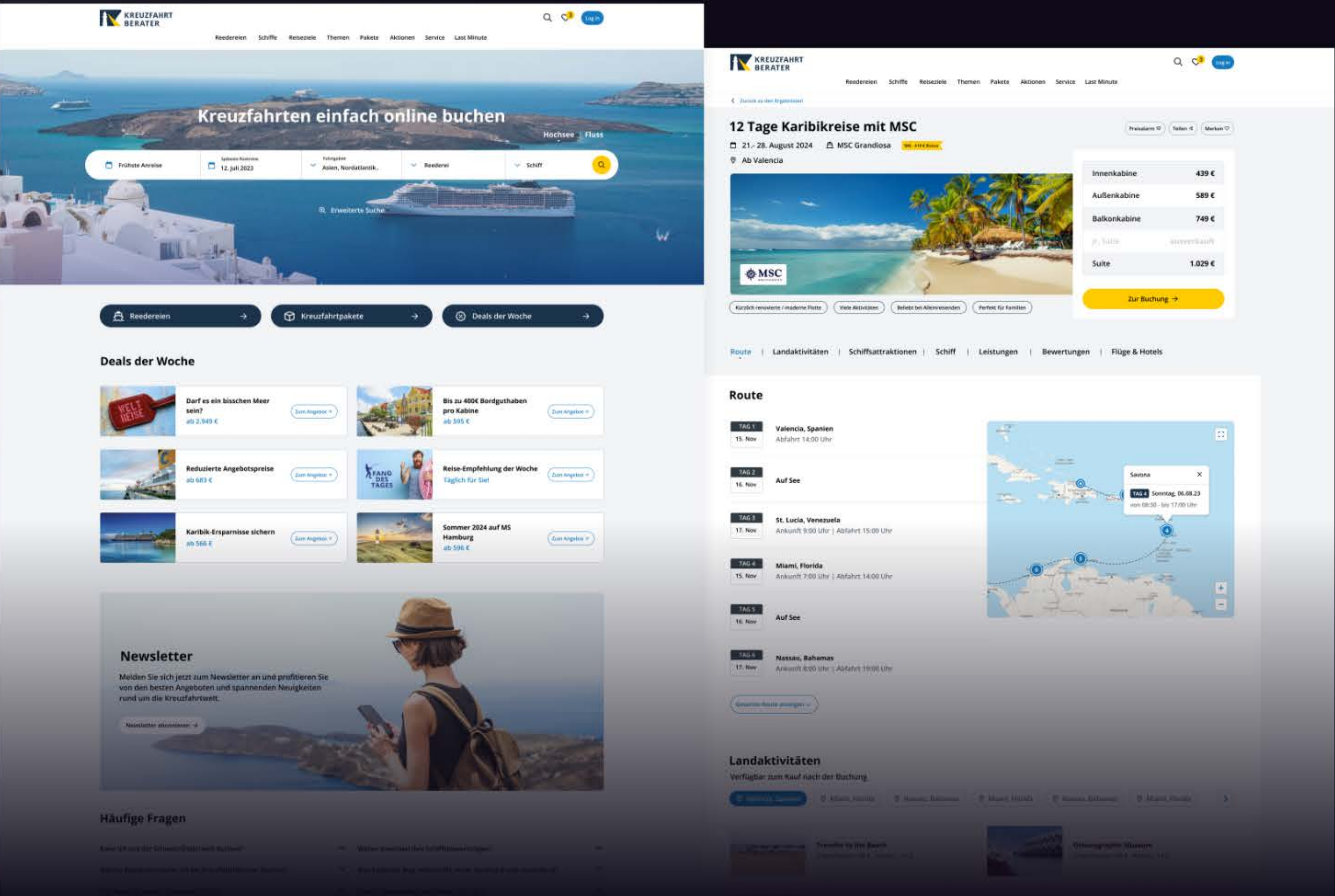
2020



Webdesign, UX & UI for Kreuzfahrtberater
www.kreuzfahrtberater.de

Kreuzfahrtberater, a company with over 20 years of experience in the cruise industry, required a modern and user-friendly frontend design to complement its complex backend system.

2022-2025



Artificial intelligence is not
here to replace creativity, it is
here to expand it.



Why work with me?

- ✨ **10+ yrs experience** – from startups to brands like BMW & MINI
- 🤖 **AI-first approach** – faster, smarter, future-proof design
- 👥 **User-centered** – designs that balance usability & business goals
- 🤝 **Collaborative** – clear, reliable, easy to work with

