



## Daniel Peters

Product Designer (Enterprise SaaS, Data intensive workflows)

Augsburg, Germany • Munich hybrid possible • [djdanep@gmail.de](mailto:djdanep@gmail.de)  
+49 176 123 456 78 • [daniels-portfolio-b20cfa.webflow.io](https://daniels-portfolio-b20cfa.webflow.io)

### Professional Summary

Product Designer with 4+ years in cross functional teams, focused on complex enterprise workflows, automation, and data heavy interfaces. I work end to end from discovery and concept to polished UI in Figma, design systems, and reliable handover. Strong in user research and testing, translating insights into measurable product improvements. Comfortable in AI related product work and pragmatic iteration in agile delivery.

### Core Strengths

- End to end workflow design for enterprise systems. User flows, wireframes, high fidelity UI, prototypes, design system contribution.
- Research and validation. Interviews, usability tests, heuristic reviews, synthesis, clear design rationale and decision making.
- Data and automation UX. Dashboards, complex states, roles and permissions, reducing cognitive load and operational friction.
- Strong collaboration. PM and engineering alignment, Jira and Confluence, clean handover, implementation support and QA.

### Experience

#### 8020 Consulting

#### Product Designer (UX/UI), Process Automation Consultant

*Since Feb 2024 Management Consultant, previously Junior Consultant*

Ingolstadt, Germany

Oct 2022 to Nov 2025

- Reduced recurring operational troubleshooting from 2 to 4 hours per week to near zero by isolating the root cause and hardening edge cases in a SAP related automation workflow.
- Cut critical usability findings by about 80% from POC to MVP, then by about 60% from MVP to later testing, by combining usability tests, heuristic reviews, and fast prototype iteration until mainly optional issues remained.
- Delivered product milestones from POC in 6 weeks to MVP in 12 months, then production ready in 6 more months by driving discovery, mapping end to end flows, building Figma prototypes, and supporting implementation testing with engineering.
- Increased delivery throughput, measured by story velocity rising from about 10 to about 20 points on average, by tightening problem framing, improving backlog clarity, and aligning design states with sprint delivery.
- Improved predictability, measured by delayed projects dropping from 4 out of 5 to 1 out of 5, by risk planning, clear acceptance criteria, and consistent design QA in an agile setup.
- Contributed to design system work, including component logic and variants, and reduced information clutter for about 20 domain experts by redesigning core screens and simplifying decision paths.

#### Selected Clients

Audi • Porsche • Volkswagen • MAN • Mid sized industry

**untitled ux**  
**Freelance Product and Web Designer (UX/UI, Analytics, Growth)**

Augsburg, Remote  
Mar 2019 to Present

- Built lead generation from 0 to about 2 leads per week at 30 to 40 EUR cost per lead by redesigning landing page UX, setting up GA4 and GTM tracking, and iterating ads and content.
- Reached rank 1 on Google without ads for *[keyword]* by SEO content planning, technical cleanup, and improving information architecture and on page structure.
- Delivered websites and content systems in Webflow, WordPress, and TYPO3, including structured components, lightweight HTML and CSS fixes, and production QA.
- Implemented AI assisted creative workflows with custom ComfyUI pipelines for rapid iteration, while keeping output consistent with brand guidelines and platform requirements.

**smartpatient GmbH**  
**UX Design and Research Intern**

Munich, Germany  
Aug 2016 to Jan 2017

- Improved usability through recurring usability tests and rapid UI iterations, translating findings into clear changes and better task flows.
- Structured user feedback and support tickets into hypotheses, flows, and prototypes to support product decisions and reduce design churn.

## Education

**TH Ingolstadt**

Master of Science, User Experience Design (Grade 1.3)

Research driven thesis with mixed methods study (15 participants). Experimental design, qualitative and quantitative evaluation, and evidence based iteration of an interactive learning environment.

Ingolstadt, Germany  
Mar 2022 to Mar 2024

**TH Ingolstadt**

Bachelor of Science, User Experience Design

Multiple AR and VR projects across study years, including prototype evaluation (about 30 participants) and iterative interaction design.

Ingolstadt, Germany  
Oct 2014 to Mar 2019

## Research and Leadership

**Dialog Act Classification Research Project (THI for BSH)**

Student project lead for a large group (about 20 students). Contributor to ICNLSP 2021 publication. Built a working prototype and documentation.

2020 to 2021

**Kontrast Festival GbR**

Co Founder and Design Lead

Led a design and content team (up to 7 people). Improved margin from about minus 5,000 EUR in year 1 to about plus 40,000 EUR later through stronger planning, production QA, and consistent brand execution.

Augsburg, Germany  
2021 to 2024

## Skills

**Methods:** Discovery, problem framing, user flows, wireframes, prototyping, usability testing, interviews, heuristic review, synthesis, design QA, accessibility basics

**Design Systems:** Component logic, variants, pattern consistency, documentation

**Tools:** Figma, FigJam, Miro, Jira, Confluence, Adobe CC, After Effects, Premiere, DaVinci Resolve

**Tech:** HTML, CSS, React and Vue experience, Angular familiarity, analytics basics (GA4, GTM)

**Languages:** German (native), English (C1)

## Certification

Certified SAFe 6 Scrum Master

valid until Jun 2026