

Christoph König-Kluge

Senior Product Designer | Rostock & Remote

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Profile

Senior Product Designer with 20 years of experience building digital products. 8 years at Axel Springer SE (*BILD*, *WELT*) specializing in Design Systems, Accessibility (*WCAG 2.1 AA*), and data-driven UX improvements through A/B testing for millions of daily users.

Expertise: UX/UI Design, Responsive Design, Design Systems, Accessibility, A/B Testing, Prototyping

Experience

AXEL SPRINGER SE | 2017 - PRESENT

SENIOR PRODUCT DESIGNER | AXEL SPRINGER SE, ASIT Division | MAY 2025 - PRESENT, BERLIN

- Product Design for Germany's largest news platforms (*6M+ daily visits*)
- UX Design, A/B Testing, Prototyping
- Design Systems for Axel Springer SE brands
- Led WCAG 2.1 Level AA compliance initiative with successful audit

SENIOR PRODUCT DESIGNER | AXEL SPRINGER SE, NMT Division | FEB 2018 – APR 2025, BERLIN

- UX/UI Design in cross-functional teams, A/B Testing, Prototyping
- Conceptualized and designed survey tools for *BILD* and *WELT* with up to 2M+ participants per survey
- Owned WCAG 2.1 Level AA compliance

SENIOR UX/UI DESIGNER | AXEL SPRINGER SE, WELTN24 GMBH | APR 2017 – JAN 2018, BERLIN

- UX Design, A/B Testing, Design Systems
- Drove customer retention improvements in *WELT.de* loyalty team: enhanced user areas, comment systems, benefits communication

SENIOR UX/UI DESIGNER | ADVIQO AG | AUG 2015 – APR 2017, BERLIN

- UX Design, A/B Testing, User Testing, Prototyping
- Interface Design (*Desktop, iOS/Android, Responsive Websites*)

UX DESIGNER | SCAROSSO | JAN 2015 – AUG 2015, BERLIN

- Redesigned e-commerce checkout flow with focus on mobile experience
- Planned, executed, and communicated A/B tests
- Successful conversion optimization through checkout relaunch: +18% conversion rate, +28% on mobile

SENIOR DESIGNER INTERACTIVE | SAATCHI & SAATCHI PRO | AUG 2010 – DEC 2014, BERLIN

- Design Lead, UX Design for applications, websites, and interactive media
- Delivered successful projects for Deutsche Telekom, T-Systems, BASF, Commerzbank, Deutsche Bank, and others

MOTION DESIGNER | ZWEIMALEINS | JAN 2008 – JUL 2010, BERLIN

- Motion Design, Screen Design, Flash Development

WEB DESIGNER | EUROWEB INTERNET | JUN 2006 – AUG 2007, BERLIN

- Web Design and Frontend Development (*HTML/CSS/PHP*)

WEB DESIGNER | FASTCOM / YA!STORE | NOV 2005 – MAY 2006, BERLIN

- Web Design, Screen Design

Education

VOCATIONAL TRAINING IN DIGITAL & PRINT MEDIA DESIGN

SEP 2002 – AUG 2005 | HEINRICH-HERTZ-BERUFSSKOLLEG, BONN

ADVANCED TECHNICAL COLLEGE ENTRANCE QUALIFICATION

UNTIL MAR 2002 | RHEIN-SIEG-GYMNASIUM, SANKT AUGUSTIN

Skills

Design & UX: Figma (6+ years, Design Tokens, Component Libraries, Figma Make), Design Systems (Tokens, Variables, Components, Libraries, Documentation), Sketch, Adobe Creative Suite (20+ years) | UX/UI Design, Prototyping, Wireframing | Design Systems | User Research & Testing | A/B Testing, Conversion Rate Optimisation

Development: HTML, CSS, JavaScript, Tailwind, Storybook | Git, VS Code | Agile (Scrum, Kanban)

Accessibility: WCAG 2.1 Level AA Expert | Inclusive Design | Accessibility Audits

AI & Tools: Claude Code, Figma Make, Figma MCP, NotebookLM | JIRA, Notion, MS Office

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

Volunteering & Community

YOUTH FOOTBALL COACH (U7/U8), TSV GRAAL-MÜRITZ

WIRTSCHAFTLICHE VEREINIGUNG GRAAL-MÜRITZ E.V.