



# MATTHIAS STÄHLE

37  
YEARS

REILINGEN,  
GERMANY  
BASED

CREATIVE,  
NERD, FATHER  
HUMAN

>14 YEARS  
JOB EXPERIENCE

GERMAN &  
ENGLISH  
SPEAKER

DESIGN MADE  
IN GERMANY  
AWARD NOMINEE

GET TO KNOW

## COVERLETTER

Hey there,

I am a creative and pragmatic Millennial with Generation-Z Mindset and the experience of a Boomer. Innovative and creative ideas with pragmatic and strategic solutions are my DNA.

“GOOD DESIGN IS  
CONSISTENT, REASONED  
AND INVISIBLE”

I am currently employed as a Senior UX/UI Designer, responsible for overseeing an internal Design System from a design perspective.

“EACH ONE TEACH ONE”

I established, developed, and documented this system to meet the company's evolving needs. In addition to managing the Design System, I occasionally create UIs for various company products.

DESIGN THINKER

Whether in my role as a Design System Designer or as a Product Designer, I conduct usability tests and interviews with users and stakeholders to ensure that our solutions are both user-centered and impactful.

PROBLEM SOLVER

Before that, I was at 1&1 Mail & Media for more than 8 years and created user journeys, landing pages and digital advertising materials for WEB.DE and GMX.

DIGITAL NATIVE

I was also part of the re-design of United Internet Media, WEB.DE and GMX and contributed to the design system of the brands.

Besides my professional career, since 2008 I work as a freelancer for interesting graphic and development projects. The effort is minimal, but enough to try new techniques and have a lot of fun.

In this job I face challenges that I don't encounter in my professional career but still interest me.

Challenges like project planning, other design disciplines and also programming. Through this I improve and develop my skills and I create an understanding for other disciplines.

When I'm not at my desk, I work on the house (there's always something to do) or spend time with my daughter and wife. If there is still time left, I try to play games from time to time.

Others say about me that I am "creative but structured" or that I am "a good rhetorician". Still others called me "unicorn - because you can do everything".

I have specific goals and regularly reflect on whether I am on the right path. Accordingly, I am now looking for the right path for me, which I am sure I will find with you.

If you want to know what I look like unpixelated and why I want to join you, invite me for an interview.

## PROFESSIONAL

### 05/2020 TODAY SENIOR UX/UI DESIGNER

UX DESIGN

DESIGN SYSTEM DESIGN

DESIGN THINKING

UI DESIGN

### PORSCHE HOLDING SE PTV PLANUNG TRANSPORT VERKEHR AG KARLSRUHE

- Design system setup, expansion and accountability
- Conception & design of efficient and reusable logics & components
- User research, user interviews & conception of user flows & user journeys
- Design of wireframes and user interfaces for SaaS products
- Integration of a design process and tool chain
- Integration of a contribute process for the development of software and the design system
- Implementation of the Design Thinking method
- Technical leadership and management of freelancers and employees

### 09/2011 04/2020 SCREENDesignER

VISUAL DESIGN

UI DESIGN

UX DESIGN

BRAND DESIGN

### UNITED INTERNET AG 1&1 MAIL & MEDIA GMBH KARLSRUHE

- Product Design - Conception & Prototyping of services, page types & components
- Fullstack design in CX, UX and UI
- Part of design system development
- Re-Design of United Internet Media, GMX & WEB.DE
- Online Advertising - Production of display ads, newsletters and campaigns
- Development of visuals, banner generator app and global advertising media architecture
- Landing pages - production of hero's, teasers & icons
- Technical leadership and management of freelancers and employees

### 07/2010 07/2011 JR. ART DIRECTOR

WEB DESIGN

CHAPTER LEAD

UX ENGINEER

VISUAL DESIGN

MOTION DESIGN

### MAGNOLIA WERBEAGENTUR MANNHEIM

- Head of the digital media department
- Conception and design of websites, banners, apps, Facebook apps, & print advertising media
- Programming of websites, Facebook apps & Flash banners
- Video design, video & audio editing

## TRAINING

### 08/2008 07/2010 TRAINING AS MEDIA DESIGNER

### BB PROMOTION GMBH MANNHEIM

- Training as Media designer digital and Print - Technology and Media / Digital
- Conception and design of websites & banners
- Programming of websites
- Video design, video & audio Editing

### 09/2005 07/2008 ADVANCED TECHNICAL COLLEGE

### EHRHART-SCHOTT-SCHULE SCHWETZINGEN

- Technical Vocational College
- State-certified industrial-technical Assistant

2024  
HOW TO INTERPRET UX NUMBERS  
NIELSEN NORMAN GROUP

2023  
MAKE DESIGN SYSTEM  
PEOPLE WANT TO  
DESIGN SYSTEM UNIVERSITY

2022  
CHAPTER LEAD  
PTV GMBH

2021  
DESIGN THINKING  
DARK HORSE GMBH

2020  
MASTERING DESIGN THINKING IN  
ORGANIZATIONS  
HASSO PLATTNER INSTITUTE

2018  
AGILE BASICS TRAINING  
1&1 MAIL & MEDIA GMBH

2017  
PYRAMIDAL INFO STRUCTURE  
1&1 MAIL & MEDIA GMBH

2015  
RHETORICS  
1&1 MAIL & MEDIA GMBH

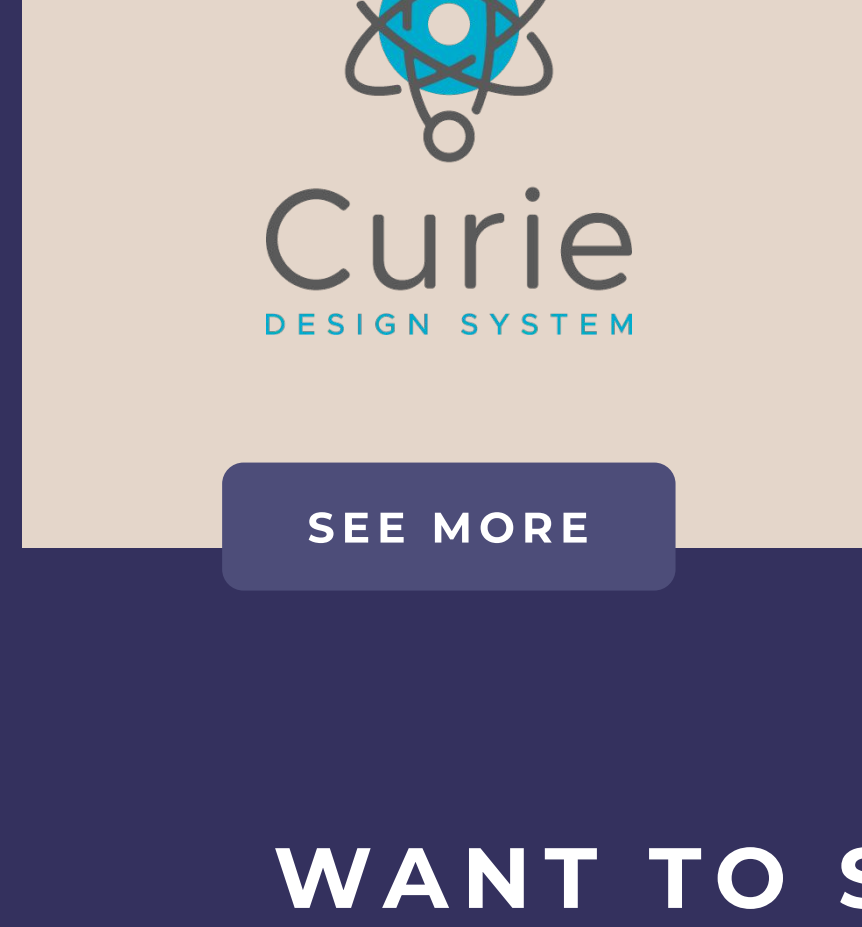
2014  
ARGUE CONVINCINGLY  
1&1 MAIL & MEDIA GMBH

2013  
PRESENTATION  
1&1 MAIL & MEDIA GMBH

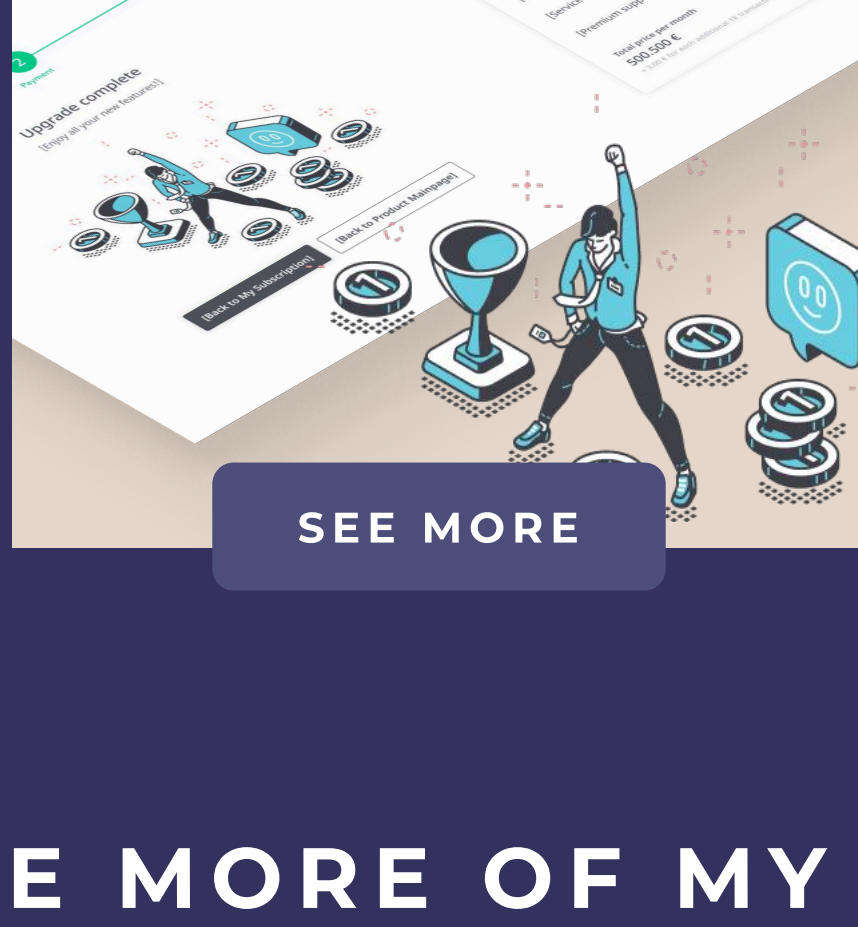
2011  
VIDEO EDITING  
FAMEFABRIK MANNHEIM

2011  
SOCIAL MEDIA MANAGEMENT  
SOCIAL MEDIA AKADEMIE

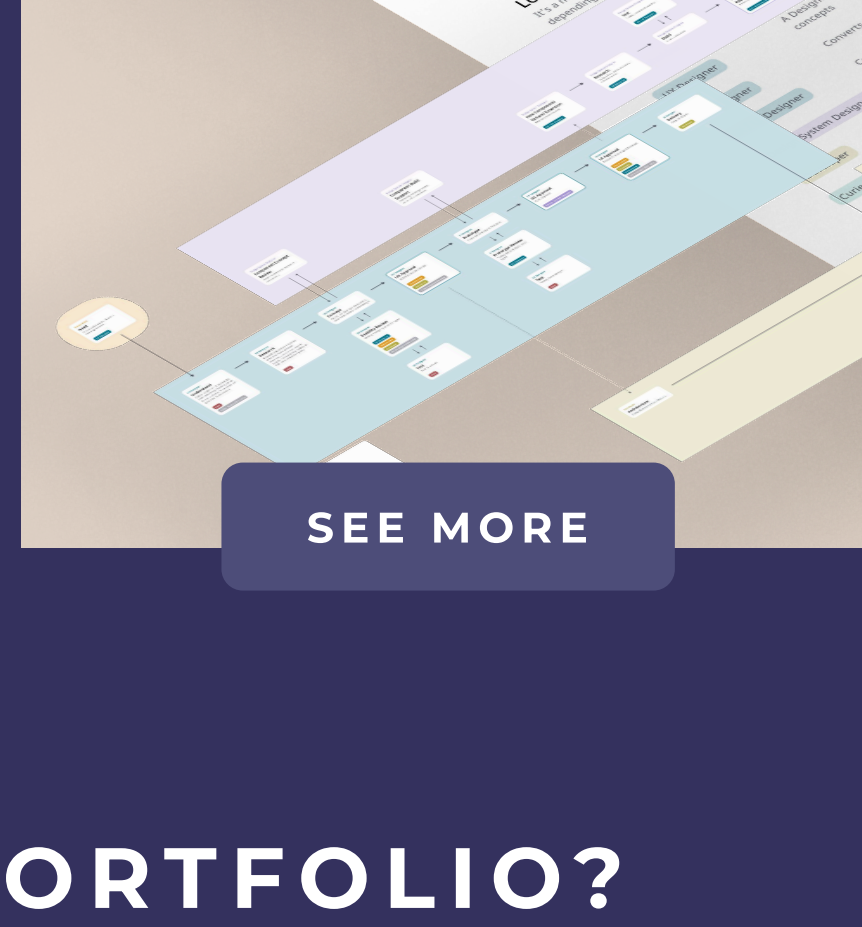
2011  
HTML5  
ABENDAKADEMIE MANNHEIM



SEE MORE



SEE MORE



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## WANT TO SEE MORE OF MY PORTFOLIO?

TAKE A LOOK AT MY WEBSITE TO SEE MY WORK  
ALONGSIDE MY PROFESSIONAL CAREER

SEE MUCH MORE



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