

Moin.

I'm Stefan Holzheu. Freelance product designer with a focus on UX, UI and AI empowered design systems.

Currently with Gebr. Heinemann: web shop, app and loyalty program. Before that, t-online's debate platform.

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Education

Lübeck University of Applied Sciences
B.Sc. in Information Technology and Design

Worth noting

Figma experience
7 years, since 2019, Adobe XD / Sketch before that

Concept + design of user journeys, wireframes + interactive prototypes
11 years, since 2015

Experience in agile teams
4 years, since 2022

Experience



Gebr. Heinemann SE & Co. KG

Senior UX + UI Design • Freelance • Hybrid

February 2025 → Present

Figma

design system

prototyping

user journeys

WCAG AA

AI empowered

As Senior UX + UI Designer in the digital product team:
In the digital product team I own UX and UI for the consumer shop, the Heinemann app and the loyalty program, from concept and design through to rollout. One shared base design carries every digital touchpoint, including subsidiaries such as unifree, taxfree and Scandlines. Each touchpoint adopts it and adapts it to its own needs. Thinking modular and scalable is therefore the basis of every design decision.

Web Shop Redesign

Cart and checkout are the heart of the shopping experience. The cart works as a funnel to the order: product details, recommendations and a price display for discounts and coupons in one place. The checkout guides new and returning customers straight to the order, complemented by a reworked account area and global error handling. Accessibility was a given from day one. Based on an accessibility audit and my own screenings, the shop meets WCAG AA, with every form and input element redefined for contrast, tap targets and usability.

Markets: Australia, Asia, Europe, Middle East

Design System + AI Workflows

Reusable patterns, components and rules form the blueprint every flow and feature builds on. That keeps the experience consistent across shop, app and subsidiary brands. The Figma library is structured so that tokens and components can be validated automatically and give AI code generation the context it needs. I built a workflow with Claude Code and Figma for this that renders components in design and in code, and I use it in the day-to-day design process.



t-online (Ströer Publishing)

Senior UX + UI Design • Freelance • Remote

November 2025 → May 2026

Figma

design system

wireframes

prototyping

user journeys

user testing

As Senior UX + UI Designer in the Ströer Publishing product team:
For t-online, a news portal reaching millions of readers, I designed the debate platform from first idea to developer handover. UX and UI were mine, from user journeys and wireframes to interactive prototypes in Figma. Decisions went into Jira so engineering and product management stayed on the same page.

Debate Platform

The debate platform adds structured reader voices to journalistic content. Readers take a position on a thesis, explain their stance and see where the community stands. I analyzed the debate landscape, designed activation touchpoints such as teasers, cross-linking and out-of-home, and built the interaction logic. Moderated workshops and user tests validated the concept early, then it moved through hi-fi design to handover.

See it live: debatte.t-online.de

AI Workflow Exploration

In parallel, I worked out a proposal for how AI can support the design process from concept to implementation. The result is a workflow with Claude Code, dedicated Claude Skills and Storybook that turns Figma components into code. The takeaway: code quality depends on the structure of the design system, on naming, tokens and auto layout.



Porsche Digital GmbH

Senior UX + UI Design • Freelance • Hybrid

November 2022 → December 2024

Figma

design system

prototyping

user journeys

WCAG AA

SAFe

As Senior UX + UI Designer in two product teams:
For two years I was the design owner in two feature teams of an Agile Release Train under SAFe. One team built the path from customer to Porsche Center, with financing, trade-in and contact. The other built the internal portal where dealers manage quotes, contracts and fees. Both tools build on the same design system so customers and dealers see the same interface in every market. WCAG AA accessibility was a requirement from the start.

Contacting the Porsche Dealer

Check financing, register a vehicle for trade-in, contact the Porsche Center. Three requests that used to take separate paths now run through one flow.

Markets: USA, Germany

Creating Quotes + Contracts

In the dealer portal, dealers create and manage quotes and contracts, adjust them and report the sale directly from there.

Markets: Germany, France, Switzerland

Global Fee Management

Dealers configure fees individually and show them transparently to customers in the vehicle listing.

Markets: Worldwide



Deutsche Teilkau GmbH

UX + UI Design • Freelance • Remote

June 2022 → August 2022

Figma

user journeys

design system

prototyping

wireframes

WCAG AA

For Deutsche Teilkau, a partial home sale provider, I designed three building blocks in three months: a checkout system that creates an individual offer through targeted questions, a global navigation for desktop, tablet and mobile, and a customer portal where customers track the status of their offer and upload documents.



Vergleich.de

UX + UI Design • Full-time

August 2019 → May 2022

Figma

design system

prototyping

wireframes

conversion optimization

At Vergleich.de I owned UX and UI for mortgage as well as savings and fixed-term deposit comparison: comparison journeys, a checkout with multi-provider requests and the selection of the right offer. I also built Typo3 modules such as tables, tables of contents and templates that the editorial team uses to manage its articles.



Goldfuchs Studio

Motion Designer • Full-time

March 2017 → May 2019

storytelling

animation

illustration

After Effects

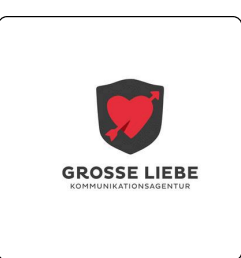
Cinema 4D

Adobe CC

As Motion Designer I owned art direction and production: look and feel, 3D visuals with depth and atmosphere, and character and scene animation that make content vivid and memorable.

Clients

Daimler, Audi, Deutscher Ring KV, Zinspilot, Allianz, Reemtsma, BBraun, NYDA, Techniker Krankenkasse, VHV, tesa, Hella



GROSSE LIEBE Kommunikationsagentur

Junior Art Director Digital • Full-time

May 2015 → February 2017

branding

graphic design

animation

illustration

After Effects

Adobe CC

As Junior Art Director I supported campaigns and digital brand presences: art direction, branding, digital assets, 3D visualization, animation, compositing and front-end development with HTML5, CSS3 and WordPress.

Clients

Deutscher Ring, Signal Iduna, e-spirit, Hapag-Lloyd, HEM, Hermes, Hermes Transport Logistics, HOYA, Lifestrom, Käuferportal, ROSSMANN, tesa