

Hi.

I'm Stefan Holzheu.
Freelance product designer

Most recently, I had the opportunity to support the Ströer Publishing Group on digital product development.

Portfolio

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Education

Fachhochschule Lübeck

B.Sc. in Information technology & Design

Skills



Noteworthy

Professional design experience

10 years: I started my journey in 2015

Experience with Figma

6 years: I used Adobe XD + Sketch before

Experience in agile context

4 years

Experience



Ströer Digital Publishing (t-online)

Senior UX + UI Design • Freelance • Remote

November 25 → **Today**

Cross-functional alignment + concept

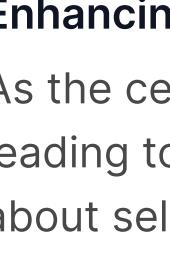
In close collaboration with Product, Editorial, and Tech / Data, I align requirements, define goals, and translate them into clear concepts.

Research, UX optimisation + prototyping

Based on research, benchmarking, and continuous iteration, I optimize user journeys and information architecture. Wireframes and interactive Figma prototypes help validate assumptions early and reduce implementation risk.

Design system + accessibility

High-fidelity UI is built within the existing design system. With a strong focus on WCAG compliance, usability, and scalability. Clean specs and a structured dev handoff ensure quality through delivery and launch.



Gebr. Heinemann SE & Co. KG

Product designer • Freelance • Hybrid

February 25 → **Today**

Ensuring accessibility in accordance with BITV 2.0

Based on an accessibility audit and our own screenings, we ensure that the webshop complies with WCAG "AA" standards. In addition, all input elements and forms are completely redefined in terms of contrast, clickability, and usability.

Markets: Europe, Australia, Malaysia

Enhancing checkout experience

As the central hub of the shopping experience, the cart serves as the funnel leading to the final purchase. Potential customers can find all key information about selected products here, along with various ways to explore additional recommendations. The optimized checkout allows both new and returning customers to complete their purchase. With a clear focus on modularity and scalability.

Design system

Reusable patterns, components, and rules form the foundation for future flows and features. This blueprint enables us to achieve global consistency across our system landscape.

Porsche Digital GmbH

UI + UX Designer • Freelance • Remote

November 22 → December 24

Optimizing the contact with the Porsche dealer

Streamlines the process for customers to review financing options, register their vehicle for a trade-in, and connect directly with the Porsche Center.

Markets: USA, Germany

Offer and contract generation

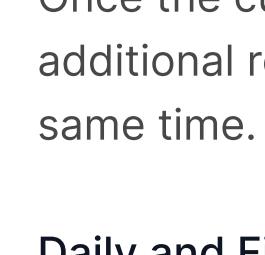
Equips Porsche dealers with a user-friendly platform to streamline the management, adjustment, creation of offers and contracts, and reporting of sales.

Markets: Germany, France, Switzerland

Global fee management

Simplifies the process for dealers to configure, customize, and display fees in vehicle listings for customers.

Markets: Worldwide



Deutsche Teilkauf GmbH

UI + UX Designer • Freelance • Remote

June 22 → August 22

Checkout-system

Empowers customers to develop a unique and accurate estimate through well-directed questions.

Global navigation

All touchpoints (desktop, tablet, mobile) now ensure that customers can find their way around.

Status-responsive DTK Portal

After completing onboarding, customers will have the option to continuously check the status of their specific offer. They can also upload documents to further refine it.



Vergleich.de

UI + UX Designer

August 2019 → May 2022

Real estate financing comparison + checkout

The customer is enabled to compare financing providers and banks and select the appropriate offer.

Once the customer selects their specific offer, they will be pointed towards additional relevant options and can request quotes from various providers at the same time.

Daily and Fixed Deposit Comparison

The customer is provided with an easy way to compare banks with respect to interest rates and security, enabling them to identify the right daily or fixed deposit deal.

Creation and Optimization of Typo3 Extensions

I empower the editors of Vergleich.de to generate and oversee different articles in the Typo3 backend with customized modules like tables, content lists, and templates.



Goldfuchs Studio

Motion Designer

March 2017 → May 2019

- Art Direction + Creation

- 3D Visualization

- (Character-) Animation

- Compositing

- Frontend Development (HTML5, CSS3, Wordpress)

Clients

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

Transport Logistics, HOYA, Lifstrom, Käuferportal, ROSSMANN, tesa

GROSSE LIEBE Kommunikationsagentur

Junior Art Director digital

May 2015 → February 2017

- Art Direction + Kreation

- Branding

- 3D Visualization

- (Character-) Animation

- Compositing

- Frontend Development (HTML5, CSS3, Wordpress)

Clients

Deutscher Ring, Signal Iduna, e-spirit, Hapag-Lloyd, HEM, Hermes, Hermes

Transport Logistics, HOYA, Lifstrom, Käuferportal, ROSSMANN, tesa