

Hi.

I'm Stefan Holzheu.
Freelance product and
motion designer.

For 10 years, I've been
shaping digital experiences.

Most recently, I had the
opportunity to optimize the
shopping experience for
Gebrüder Heinemann in
Hamburg.

Portfolio

www.stefan-holzheu.de

E-Mail

design@stefan-holzheu.de

Phone

(+49) 173 78 44 808

Education

Fachhochschule Lübeck
Information technology & Design

- Content Overview
- Bachelor of Science (B.Sc.)
 - Usability & UX
 - Object-Oriented Programming
 - Human-Computer Interaction
 - Digital Conceptualization

Skills

UI

UX

Prototyping

Product Design

Design Thinking

Designsystem

Informationarchitecture

Webdesign

Wireframes

Figma

Adobe CC

Lottie

Storytelling

Animation

Illustration

Cinema4D

After Effects

Experience



Gebr. Heinemann SE & Co. KG

Product designer • Freelance • Hybrid

February 25 → August 25

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 — both for new and existing customers.



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

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

Real estate financing checkout

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.