

Evgeny Onutchin

Design Director, Founding Designer



Over 18 years of experience across industrial design, digital products, and venture startups, 14 of them in Germany. I understand how products are conceived, funded, designed, built, launched, and scaled. Combining analytical thinking, user-centered discovery, and strong design judgment to turn complex challenges into impactful products and scalable systems. Led product strategy, design, and innovation across 50+ products in healthcare, enterprise software, developer platforms, fintech, and deep tech.

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PROFESSIONAL EXPERIENCE

Jan 2023 – Currently

Co-Founder & CEO at Spacefood UG, Berlin

Founded a space-tech venture developing bio-regenerative food systems for long-duration space exploration.

- Defining business strategy, product vision, running fundraising, developing partnerships, and pushing go-to-market strategy from inception.
- Secured ESA BIC program, authored 10+ grant and accelerator applications, and led participation in German Accelerator and FoodHyper.
- Established distribution partnerships, supplied analog astronaut missions, and contributed to the distribution of 15,000+ products.
- Built and leading a multidisciplinary team while leading stakeholders management, market discovery, and astronaut experience.

Apr 2014 – Dec 2025

Founder & Design Director at UXDOX UG

Founded and led a UX and product design consultancy delivering 100+ projects across startups, enterprises, and research organizations.

- Directed multidisciplinary teams and advised founders and executives on product strategy, design systems, and innovation initiatives.
- Developed the Cross-Section Design methodology for aligning business strategy, customer needs, and technical feasibility.
- Delivered work for over 50 significant clients including Lufthansa, Tezos Foundation, Apheris, and academic institutions.
- Recruited and mentored design and management talent while establishing design processes and product delivery standards.

Dec 2018 – Dec 2021

Principal UX Designer at Humanitec GmbH

Joined during the early product phase and established UX foundations for the cloud deployment platform, developing expertise in platform engineering, deployment workflows, and developer experience.

- Designed and implemented the company's design system, creating scalable standards for collaboration between product, design, and engineering teams.
- Introduced a cross-functional product delivery framework integrating UX, UI, research, engineering, product management, and QA.
- Contributed to product experience strategy and brand evolution during a period of rapid organizational growth.

Apr 2018 – Nov 2018

Front-end & UX Principal at Botanicly GmbH

- Led front-end architecture and user experience strategy for a conversational digital product focused on plant care guidance and customer engagement.
- Defined interaction patterns, technical implementation standards, and user-centered development practices supporting product launch and commercial growth.

Nov 2015 – Mar 2018

UX & Product Designer at Peakfactor GmbH

- Established design systems and standardization frameworks supporting long-term product scalability and efficient feature delivery.
- Led product discovery, executive stakeholder alignment, and cross-functional collaboration between business and engineering teams.

Sep 2013 – Okt 2015

Co-Founder, Head of Design at Webpgr UG

Co-founded a web design technology startup focused on simplifying website creation and digital product development workflows.

- Defined product vision, user experience strategy, brand architecture, and go-to-market positioning from concept through launch.
- Led design, marketing, and customer experience initiatives while establishing design standards and product direction.

OTHER EXPERIENCE

Apr 2021 – May 2024

Visiting Mentor, StartSteps Digital Education GmbH

Mentored aspiring UX and UI designers through portfolio reviews, career coaching, and industry-focused training programs.

2007 – 2012

Industrial & Product Design Roles

Focused on medical devices, consumer products, and manufacturing-oriented design, developing expertise in usability, ergonomics, prototyping, and production feasibility.

EDUCATION

2021 – 2023	Design & Computation, Visiting Study UdK Berlin / TU Berlin
2013 – 2014	EXIST Startup Program, Humboldt Innovation Alumni Humboldt-University
2004 – 2009	Industrial Design, Bachelor of Design Shenkar College

SKILLS

Languages

- German — Fluent (B2)
- English — Native
- Russian — Native
- Hebrew — Native
- Spanish — Basic (A2)
- Ukrainian — Beginner

Leadership

- Creative Leadership
- Product Strategy
- Innovation Framework
- Stakeholder Management
- Cross-Functional Teams
- Design Education
- Workshops & Work Groups

Design

- UX Standardization
- Human-Centered Design
- Design Systems
- Product Design
- Information Architecture
- User Research
- Interaction Design

AI & Generative Tech

- Generative AI
- LLM Workflows
- Agentic Development
- AI-Assisted Discovery
- Generative Design

Public Speaking

- UXCamp Speaker
- Creative Mornings Speaker
- Startup Pitches
- Events Organizer & Host
- Designers Circle Member

Technical

- UX Engineering
- Front-End Architecture
- Design-to-Code Workflows
- HTML / CSS / JS
- Git-Environments