

# Jonathan Balcombe

M. Sc. UX Design, UI Design, User Research

Portfolio: [www.johnbalcombe.com](http://www.johnbalcombe.com)

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UX Designer/Researcher with 4+ years of experience in HCI with a focus on FinTech products. Specialised in user-centred design, from research to implementation. Founder experience and M.Sc. in UX Design.

## Employment

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### Co-Founder, Chief Product Officer, UX Designer

FinEasy

📅 10/2023 - 03/2026 •  Munich, Germany

- Co-founded and led product at a FinTech startup (Xpreneurs Accelerator, UTUM Munich & Manage And More) – driving strategy, UX research, UI design, stakeholder management and hands-on development end-to-end in a **lean team of 7**
- Complete ground-up design of a finance manager and coach using Design Thinking methods – first as a paid feature reaching **triple digit recurring paying users**, later becoming the **core functionality of the app**
- Built an **all-purpose AI Coach feature** from concept to roll-out – **numerous iterations, 60+ controlled usability tests, 500+ questionnaire responses** – achieving double digit adoption rate with existing users and reducing customer care tickets by over **40%**; now positioned as a core USP for continued development
- Established full agile product infrastructure (SCRUM, Linear, Notion, Slack) incl. sprint planning, reviews and retrospectives; OKR/KPI frameworks for stakeholder alignment; hands-on coding contribution in Flutter
- Integrated **AI tools** (Claude Code, GitHub Copilot, Figma Make, Lovable) into design and development workflow, accelerating prototyping and implementation cycles

Case studies: [www.johnbalcombe.com/projects/ai-chat](http://www.johnbalcombe.com/projects/ai-chat)  
[www.johnbalcombe.com/projects/designing-a-individual-finance-manager-using-psd2](http://www.johnbalcombe.com/projects/designing-a-individual-finance-manager-using-psd2)

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### UX Designer

FinEasy

📅 10/2022 - 09/2023 •  Munich, Germany

- Executed **complete redesign** of FinTech micro-investing app incl. Design System, CI/Design Guidelines and high-fidelity Figma prototypes – designed and validated through **7+ co-creation workshops, 50+ controlled usability tests** and **1,000+ questionnaire responses**
- Improved onboarding completion rate by **15%** and post-onboarding continuation rate by **20%**
- Raised UX Questionnaire scores by **26% (n=120+ users)** and boosted **1-month retention by over 10%**
- Increased task completion rates across core user journeys by **10–25%** through targeted usability improvements
- Grew affiliate product sales from single digits to **45+ conversions/week**
- Built full website incl. dynamic CMS blog and SEO strategy, achieving **first-page Google rankings** for multiple keywords and **+35% website traffic**

Case studies: [www.johnbalcombe.com/projects/picking-up-the-thread](http://www.johnbalcombe.com/projects/picking-up-the-thread)  
[www.johnbalcombe.com/projects/designing-a-fintech-onboarding](http://www.johnbalcombe.com/projects/designing-a-fintech-onboarding)

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### UX Design, Webdesign & Coaching

Freelance

📅 09/2020 - 09/2023 •  Regensburg, Germany

- Interface design and CMS websites in Webflow (incl. Shopify integrations) for early-stage startups
- UX coaching using Design Thinking/UCD methods, incl. usability walkthroughs with development teams
- Scientific coaching: test setups, statistical design, thesis proofreading

# UX/UI Design & Frontend Developer

yappyBuy

📅 09/2020 - 09/2021 • 📍 Regensburg, Germany

- UI Design of an E-Commerce checkout experience in Adobe XD; frontend implementation in React.js with an international development team

## Education

### M. Sc. User Experience Design

Technische Hochschule Ingolstadt

📅 03/2023 - 12/2023

- **Thesis:** The effects of gamified affordances on the gameful experience in FinTech services targeted at young audiences

**Case study:** [www.johnbalcombe.com/projects/gamification-in-fintech-thesis](http://www.johnbalcombe.com/projects/gamification-in-fintech-thesis)

### B. A. Media IT, Cultural Sciences & Media Science

Regensburg University

📅 03/2016 - 12/2021

- **Thesis:** The effectiveness of UX-testing on mixed- and low-fidelity prototypes

## Projects

### Prototyping of a mid-fidelity passenger drone

THI/Airbus/Flughafen Nürnberg/München

📅 09/2022 - 03/2023 • 📍 Ingolstadt, Germany

User research, conceptualisation and physical building (CAD) and UI Design (Figma) for a true-scale passenger drone prototype for acceptance and experience testing

**Case study:** <https://www.johnbalcombe.com/projects/mid-fidelity-prototyping-of-a-passenger-drone-air>

### Empathy with an autonomous robot

THI/AlmotionBavaria/AININ gGmbH

📅 03/2022 - 07/2022 • 📍 Ingolstadt, Germany

Collaborative UX project with AI and engineering teams around a Boston Dynamics "Spot" robot, focused on eliciting emotions through interaction design. Implementation in Python/ROS.

**Case study:** <https://www.johnbalcombe.com/projects/empathy-with-an-autonomous-robot-enamour>

## Skills

**Design & Research** Figma • Usability Testing/Engineering • UCD/Design Thinking • User Research Methods • Interface Design • Interaction Design

**Management & Process** Design Management • Agile Project Management • OKR/KPI

**Development & Tools** Webflow • CSS/HTML5 • Flutter • Adobe Photoshop/Illustrator • Git • Claude/Claude Code/ GitHub Copilot

## Languages

German (Native)

English (C1 - Fluent)



📅 31.06.2026

📍 Munich, Germany