



# Dominik Witzke

Hi, my name is Dominik and I'm a hands-on **user experience design lead** with a focus on interaction and service design. I've got more than 9 years of professional experience working in innovation consulting agencies. Passionate about human-centred design, I'm driven by the idea that people and technology can coexist harmoniously.

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## Work Experience

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### Star

Since 01/2018

Star is a global team of product developers, connecting strategy, design and engineering services in a seamless workflow in order to help companies to accelerate their product innovation. As Lead UX Designer, I'm part of the Star Germany leadership team and responsible for the UX department.

### Lead UX Designer

Since 11/2021

- Development of strategies to strengthen Star's design competencies
- Planning and management of strategic client-facing projects
- Advising design teams on customer-focused methodologies
- Recruiting, interviewing, and hiring designers at all levels

### Senior UX Designer

03/2020 — 10/2021

- Writing and preparing proposals and participating in pitches
- Developing expertise in the automotive sector through trend analysis and research
- Participation in the creation of an internal Star Munich culture

### UX Designer

01/2018 — 02/2020

- Conducting user research, workshop facilitation, concept, wireframing, prototyping, user interface design, and user testing from project start to go-live
- Creating storyboards to visualize product concepts

### AutoScout24

#### UX Designer

02/2017 — 12/2017

AutoScout24 is Europe's largest online automotive advertising portal. As UX Designer, I was part of the product development team, working with product managers and developers on products for dealers in an agile development process.

- Product design and development based on hypotheses and iterative development through MVPs
- Conducting user research to gather user insights
- Evaluation and testing of MVPs and prototypes based on qualitative user tests
- Interaction design, user interface design, and visual design for Android and web

### PwC

#### PricewaterhouseCoopers (ehemals IXDS GmbH)

#### Interaction Designer

01/2015 — 01/2017

IXDS GmbH was, until its acquisition by PwC in 2020, an internationally operating design and innovation agency. My responsibilities at IXDS were extremely diverse. I was mainly responsible for projects in the area of product development for household appliances.

- Accompaniment of product development and implementation support
- UX, UI, Visual & Service Design
- Qualitative user research and user testing with the help of cultural probes

## Additional Experience

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**Tangible Interaction  
Research Group  
Institute for Applied Research  
Schwaebisch Gmuend  
Interaction Designer  
08/2011 – 02/2012**

The TIR research project at the HfG Schwaebisch Gmuend investigated the expansion of visual-acoustic user interfaces to include haptic feedback for faster and more precise interaction with interfaces.

During my internship, I investigated the theoretical requirements for the design of thermal interfaces as a haptic addition and developed exemplary multimodal operating scenarios and technical solutions for the generation of thermal signals.

**University of Applied Science  
Schwaebisch Gmuend  
Lecturer for Interface Design,  
and Digital Culture  
Since 10/2014**

Since graduation I've been teaching user experience and digital culture to communication design students. My course covers the entire design process from problem definition to high fidelity prototyping.

In the design theory course Digital Culture, I lead the academic discourse on the impact of digitalisation on our daily lives and culture.

## Education

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**Master of Arts  
Communication Planning and Design  
University of Applied Science  
Schwaebisch Gmuend  
03/2013–07/2014**

**Bachelor of Arts  
Interaction Design  
University of Applied Science  
Schwaebisch Gmuend  
10/2009–02/2013**

## Key Skills

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- Design thinking
- Design research
- User-centric design
- Creative leadership
- Project & stakeholder management
- Coaching & mentoring

## Languages

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- German (native)
- English (business fluent)

## Some Happy Clients

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**BSH Hausgeräte GmbH** Munich, Germany | **Volkswagen AG** Wolfsburg, Germany | **NEC Corporation** Minato, Tokio, Japan | **E.ON SE** Essen, Germany | **FLSmidth & Co. A/S** Copenhagen, Denmark | **Teufel GmbH** Berlin, Germany | **Deutsche Lufthansa AG** Frankfurt, Germany | **Carl Zeiss Vision International GmbH** Aalen, Germany | **Schindler Aufzüge AG** Ebikon, Swiss | **Honda Motor Co., Ltd.** Tokyo, Japan | **Porsche AG** Stuttgart, Germany