

Eike Otto

Senior UX/UI Designer · Product Design · User Research · UX Writing

For more than 20 years I have designed digital services for regulated industries: energy, parcel logistics, mobility, insurance. Processes with legal constraints, several internal roles, and customers who should never have to understand any of it. Research, interface and language come from one person: fewer handovers, and someone accountable from the first interview to release.

Role	Experience	Evidence
UX, product & interaction design	15 years	50Hertz, Porsche, Hermes, Signal Iduna, VW Commercial Vehicles, Metro, AIDA, Pfizer, MediaMarkt-Saturn
User research, qualitative and quantitative	13 years	50Hertz, Porsche, Hermes, Signal Iduna, Knauf, Metro, MediaMarkt-Saturn
UI design, design systems, style guides and handover	6 years	50Hertz, Porsche, Hermes, Knauf, Metro
UX writing, copywriting	15 years	50Hertz, Porsche, Hermes, Signal Iduna, Metro, MediaMarkt-Saturn, JTI Switzerland
UX consulting	6 years	Knauf, VW Commercial Vehicles, wetter.com
Project & production management	7 years	T-Systems MMS, Terratools

Industries

Automotive **6 yrs** E-commerce & retail **4.7 yrs** Telecommunications **5.2 yrs** Media & games **2.5 yrs** Energy **2 yrs**
Banking & insurance **1.8 yrs** Pharma & health **0.8 yrs** Tourism · Construction · Transport

Application types

Internal enterprise and employee applications (fleet management VW Commercial Vehicles, service tools Porsche Drive, metering point operator portal 50Hertz, manufacturer portal Knauf) · B2B portals · B2E systems in retail (checkout and web shop backend MediaMarkt-Saturn, content platform Metro) · high-volume B2C services (Hermes, > 1 m visits/day) · multi-platform apps (AIDA, Porsche, Deutsche Bahn) · native single and cross-platform applications (iOS and Android)

User research

- Qualitative** In-depth and contextual interviews · interview guides and analysis frameworks · moderated usability tests · shadowing · usability reports · translating research findings into UX and design requirements · research repository in Condens and Dovetail
- Quantitative** Surveys and online questionnaires · card sorting and tree testing · A/B and multivariate testing incl. tool selection, rollout and analysis (MediaMarkt-Saturn) · analysis of web tracking systems (Google Analytics) · UX metrics and success measurement · crowd testing · mixed-methods approaches

Concept, strategy and facilitation

Requirements gathering · stakeholder workshops and result presentations to expert and management audiences (50Hertz, Signal Iduna, Metro, MediaMarkt-Saturn) · ideation and requirements workshops with international stakeholders · design thinking · service vision · customer journey maps (including multichannel) · service blueprints · personas and empathy maps · information architecture · content strategy and content matrices

Design, design systems and text

User journeys, UI flows and task flows · wireframes, clickable mock-ups and interactive prototypes · design systems: tokens, components and nested components, variants, states, patterns and library maintenance · design handover specifying states, spacing, breakpoints and component logic (in every UI project) · data visualisation (energy data views 50Hertz, fleet management dashboard VW Commercial Vehicles) · responsive design · accessible design · storyboards · illustration · UX writing, microcopy and text kits

Collaboration

Agile UX / Scrum · epics, user stories and backlog grooming · detailed concepts, requirement specifications, test cases · advising product owners and stakeholders · professional leadership

AI-supported way of working

Design-to-code via the Figma MCP connection: building a complete responsive website prototype straight from Figma layouts, including component logic, breakpoints and design tokens · AI-supported research, copywriting and code verification within the design process · Claude Code and OpenAI Codex for iOS software development

Tools

Design Figma and FigJam since 2019 (auto layout, variables and tokens, component libraries, variants and states, interactive prototypes) · Sketch since 2017 · Axure RP (main UX tool until replaced by Sketch/Figma) · InVision · UXPin · Adobe Creative Suite · Storybook · Zeplin · Abstract · **Research** Condens · Dovetail · Google Analytics · Matomo · Optimal Workshop · Survey Monkey · Hotjar · Oracle Maxymiser · **Project management & issue tracking** Jira & Confluence · Azure DevOps · Asana · MS-Project · **Office software** MS-Office · MS-Visio · Pages · Keynote · **Development** Xcode · Git · Sublime Text · HTML/CSS · SwiftUI · **Content Management** FirstSpirit · Contentful · WordPress · Drupal · Hugo

Education

Academy of Media Arts, Cologne · School of the Art Institute, Chicago · Braunschweig University of Art, Diplom-Designer

Certificates & associations

Certified Scrum Product Owner (CSPO) · IxDF certificate in accessible design · German UPA · Interaction Design Foundation

02/2024 – 02/2026 · 50Hertz Transmission (Elia Group) · Energy

Role	Senior user experience / user interface designer, user researcher, UX writer
Brief	Building a B2B2C permission service that lets residential and business electricity customers consent to sharing their metering data with energy service providers. Three user groups — end customers, metering point operators, energy service providers — in one system, owned end to end from research through UI, key visuals and copy.
Approach	Structured interviews and two prototype iterations with metering point operators, analysed in Condens, yielding a research-based persona and a customer journey map. Two-phase sitemap, wireframes and core copy for the public site; mobile-first B2C portal, B2B company portal, integration concept for the 50Hertz partner portal. UI in the Elia Group Nova design system with tokens, variants and library reconciliation when the new library arrived. UX writing free of jargon, semi-realistic line illustrations as a brand asset, product flyer. Facilitation of three workshops: customer journey with product management in Brussels, ideation with metering point operators at the 50Hertz EnergieMarktDialog in Berlin, vision workshop at the team offsite. Design handover to engineering.
Outcome	The service launched in September 2025 and was received positively by the trade press. The interviews produced a standard rejection reason, implemented early, which removes communication loops between operators and providers. Testing confirmed the colour-coded tile overview as immediately understandable. The rollout extends beyond 50Hertz's own control area.
Tools	Figma, Adobe Creative Suite, Condens, Hotjar, Matomo, Azure DevOps, Confluence

09/2021 – 11/2023 · Porsche Digital (via UDG) · Automotive

Role	Senior user experience designer, UI designer, user researcher
Brief	Consolidating two SaaS products and a native iOS app into one responsive web application — the tool used by service staff for Porsche Drive Rental and Flex at 35 locations in Germany. The goal was lower development and maintenance cost with better support for daily work.
Approach	Shadowing at three locations — Porsche Zentrum Hamburg, Porsche Zentrum Berlin, Porsche Museum Stuttgart — followed by clarifying interviews. Service blueprint and journey map covering end customers and service staff as the basis for the new flows. Mobile-first target user flows, prototypes of the core use cases in UXPin. Five UX guidelines as a shared north star for team and stakeholders. Validation of early mock-ups through Optimal Workshop surveys sent to the entire service team, one-third response rate. Developer-ready UI in Figma using the Porsche design system for desktop, tablet and smartphone, including design handover.
Outcome	Three products became one. Handovers and returns are handled digitally; the paper forms and their later digitisation are gone. Added to that: a dedicated handover and return view, higher information density in the tables and standardised filters. The comparison survey rated the new reservation view significantly more helpful than the existing one — without a single negative response.
Tools	Figma, Sketch, Abstract, UXPin, Dovetail, Fullstory, Optimal Workshop, Jira & Confluence

06/2020 – 12/2020 · Hermes Germany · Transport and logistics

Role	Lead product designer
Brief	Redesign of the online parcel tracking service with more than 1 m visits a day, during the parcel peak of the Covid period.
Approach	Competitive analysis, customer journey and service blueprint draft, three rounds of moderated usability tests with 24 in-depth interviews (with the agency Eparo) including interview guides and usability reports, mobile-first prototypes, UX writing around expectation management, epics and user stories, design handover to engineering.
Outcome	Higher customer satisfaction in the follow-up surveys and more frequent use of the preferred delivery options. Five years after the relaunch the service is still in use unchanged.
Tools	Figma, Axure RP, Sketch, Zeplin, Jira & Confluence

Project history

Period	Client	Industry	Role	Focus
02/2024 – 02/2026	50Hertz / Elia Group	Energy	Senior UX/UI designer	Permission service for energy data, B2B2C, Nova design system
09/2021 – 11/2023	Porsche Digital (via UDG)	Automotive	Senior UX designer	Fleet and reservation management, Porsche design system
06/2021 – 08/2021	Knauf (via eTribes)	Construction	UX consultant	CMS foundations for an international manufacturer portal
03/2021 – 05/2021	Deutsche Bahn	Transport	Senior interaction designer	WIFI@DB app, activation process, upselling scenarios
06/2020 – 12/2020	Hermes Germany	Logistics	Lead product designer	Parcel tracking redesign, > 1 m visits/day
06/2019 – 12/2019	Signal Iduna (via Forever Day One)	Insurance	Lead product & strategic designer	MVP policy service, sign-up funnel, text kit
06/2018 – 06/2019	Volkswagen Commercial Vehicles	Automotive	UX design consultant	Fleet management for digital vehicle services, dashboard
11/2017 – 05/2018	Metro Systems	Retail	Lead UX designer	Content strategy for the Metro Cash & Carry web shop
06/2017 – 10/2017	Costa digital / AIDA	Tourism	Lead UX designer	Multi-platform app for cruise passengers
01/2017 – 06/2017	Pfizer Germany (via Publicis Pixelpark)	Pharma	Lead UX designer	Health dialogue platform, editorial processes, CMS modules
09/2015 – 12/2016	MediaMarkt-Saturn E-Business	E-commerce	Lead UX designer	Checkout, A/B and multivariate testing, country rollout
08/2015 – 10/2015	Mobility Media	Automotive	Lead UX designer	Concept for a telematics app
04/2015 – 08/2015	wetter.com (via Interwall)	Media	Senior UX designer	UX optimisation for the relaunch
04/2015 – 08/2015	KV Niedersachsen (via Interwall)	Health	Lead UX designer	Special care contracts in medical practices
06/2013 – 02/2015	MediaMarkt-Saturn E-Business	E-commerce	Senior UX designer	Checkout redesign, usability tests, recommendation engine rollout
02/2013 – 05/2013	Volkswagen (via trommsdorff + drüner)	Automotive	Senior UX designer	Promotional site for the XL1 launch, personas, empathy maps
07/2012 – 03/2013	Bosch Thermotechnik (via Mobility Media)	Building energy	Senior UX designer	Effizienzhaus-online portal, private and business customers

Before 2012

Period	Client	Industry	Role	Focus
2006 – 2012	BMW, Commerzbank, Allianz, JTI Germany and Switzerland, Plus Handelsgesellschaft, Vodafone, agencies: Argonauten, Publicis Pixelpark, Scholz & Friends, Plan.Net, I-D Media and others	various	Freelance concept developer and copywriter	Online and cross-media projects, concept and copy
2000 – 2002	Terratools, Potsdam-Babelsberg	Media and games	Head of production / overall project lead	Online 3D games platform for Kirch New Media
1995 – 2000	T-Systems MMS, Dresden	Telecommunications	Project management	VPN France Télécom and Telekom, Telekom homepage, broadband portal study