

MARKUS MÜLLER

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SUMMARY:

I help companies translate complex challenges into thoughtful digital strategies. With over ten years of experience in digital design, UX, and consulting, my focus today is on anchoring user-centricity as an integral part of digital transformation. I see myself as a bridge builder between business goals, technical feasibility, and the people who use the products. For me, it is about more than just interfaces: it is about establishing modern processes and providing targeted consulting to make digital products not just functional, but strategically successful.

SKILLS:

UX Strategy & Research

End-to-End UX Process Management (B2B & B2C), Qualitative & Quantitative User Research, Persona Development, Usability Testing, Archetype Modelling, Customer Journey Mapping, Service Blueprinting, A/B Testing, Expert Review, Shadowing

Conception & Design

Wireframing & Rapid Prototyping (Low-Fidelity to High-Fidelity), Information Architecture, Interaction Design, Navigation Design, Design System Architecture, Complex Workflow Design, Omnichannel Service Design, MVP Definition & Product Discovery, Enterprise B2B SaaS Architecture, Enterprise Software Marketplaces

Leadership & Collaboration

UX Team Lead & Design Team Mentoring, Workshop Facilitation, Proxy Product Owner, Stakeholder Alignment & Executive Presentations, Cross-functional Coordination, Agile Transformation

Language

German: Native C2

English: Advanced (C1)

TOOLS:

Design & Prototyping

Claude Code, Figma, Figma Make, Sketch, Axure, Adobe Photoshop, Adobe Illustrator

Research & Testing

Userlytics, Contentsquare, Maze

Collaboration & Workshops

Mural, FigJam, Miro

Management & Communication

Jira, Confluence, MS Teams, Azure DevOps

Additional Software

VS-Code, GitHub, Perplexity, PowerPoint

EXPERIENCE:

Senior UX Consultant



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Dates: 02.2024 – present

Location: Frankfurt/Main/ München

Description:

- **Managed UX projects** for two key clients, focusing on optimizing their Web environments and service experiences.
- **Facilitated** in-depth **interviews** using Userlytics to gain strategic insights into user needs and behaviors.
- Applied service design methods and leveraged Mural to conceptualize and improve holistic user experiences within the healthcare sector.
- **Developed** and **validated prototypes** from low-fidelity to high-fidelity using Figma to secure design decisions early on.
- Worked with the design team to **develop an accessibility compliant design system** (token-based) in Figma, to ensure **consistency** and **efficiency** across all products.
- **Provided** technical leadership and mentoring to the **design team** to maintain UX quality and foster **professional growth**.

Senior UX Consultant



Dates: 01.2022 – 01.2024

Location: Frankfurt/Main

Description:

- Spearheaded **comprehensive UX research**, including qualitative interviews, for leading companies in the **chemical and automotive industries**.
- Created **detailed user journeys, personas, and archetypes** using Mural and FigJam to strategically map user needs and interaction paths.
- Architected prototypes of **end-to-end journeys** in a CRM system and a **mobile app** for electric charging stations in Figma to optimize user-friendliness.
- **Identified** weaknesses and potential through user journey mapping for the **strategic alignment** of projects.
- Designed systems that improve internal **processes** and **user experiences**.
- Coordinated closely with key stakeholders and presented design concepts to ensure alignment with and validate project goals.

Senior UX/ UI Consultant



Dates: 01.2019 – 12.2021

Location: Frankfurt/Main

Description:

- Led the design and UX for a comprehensive device and software management platform.
- Leveraged a mixed-methods approach—combining remote qualitative interviews with quantitative Hotjar heatmaps—to anchor design strategies in empirical user behavior.
- Engineered high-fidelity mockups within the Sketch and InVision ecosystem to facilitate early user testing, ensuring usability and **minimizing project risks**.
- Architected and implemented a platform **design system** to ensure consistency, scalability, and efficiency in product development.
- Served as a **central** liaison between leadership, **development**, and **design** teams, enabling the seamless **coordination** of strategic and operational goals.

Founder/ UI/UX Consulting

PIXEL-INDUSTRY Pixel-Industry

Dates: 05.2018 – 06.2019

Location: Frankfurt/Main

Description:

- Owned the **end-to-end UX strategy** and prototyping for an **enterprise platform** focused on device management and software deployment.
- Conceptualized and facilitated 3 **strategic workshops** with an average of 6 participants to identify core user problems and **co-create effective solutions**.
- **Completed** 10 in-depth user **interviews** and synthesized 3 **detailed personas**, which served as the foundation for product design and strategy.
- Applied the **Double Diamond process** to ensure a systematic, user-centered approach from problem definition to final solution design.
- Produced clickable prototypes utilizing Sketch and InVision to bridge the gap between idea and stakeholder approval.
- **Managed** all aspects of project delivery, including client acquisition, communication, proposal writing, and financial settlement, as a freelance consultant.

Team Lead User Experience

 **Online** T-Online

Dates: 10.2017 – 04.2018

Location: Frankfurt/Main

Description:

- **Led a team of UX and UI designers** in developing user-centered solutions and ensuring high design quality.
- **Designed and developed prototypes (MVP)** and use cases to **refine** the **usability** of new features.

- Conducted A/B tests and interviews to gain stakeholder and project team insights and **strategically align** projects.
- Introduced **Lean UX** methods to increase efficiency and **reduce** design and development **times**.
- Collaborated on **designing** a new **CMS system** based on React.js to simplify handling for editors and optimize their workflows.
- Developed a **native app** navigation concept based on comprehensive user research to elevate the **user experience**.

Senior User Experience Designer

MATRIX42 Matrix42

Dates: 01.2015 – 09.2017

Location: Frankfurt/Main

Description:

- **Led** the design **strategy** and implementation for consolidating **two complex platforms** into a single, unified tool.
- Directed in-depth 1:1 research sessions to align product development with validated user needs and complex behavioral patterns.
- **Collaborated** closely with **development teams** to co-create innovative solutions that were both user-friendly and technically feasible.
- Generated **dynamic Axure prototypes** to rigorously test and validate design concepts at an **early stage**.
- Formulated and implemented the **UI design** based on **Material Design** principles, adapted for an **enterprise environment**.
- Acted as the central **liaison between management, clients, and development** teams, effectively coordinating with remote teams in Sydney and Kyiv.
- Conducted detailed **market analysis** and competitive research to ensure the design was aligned with **current industry trends**.

Art Director

Leo Burnett Leo Burnett

Dates: 09.2011 – 12.2014

Location: Frankfurt/Main

Description:

- Took over **design responsibility** for the entire German Samsung website and co-established Samsung's Facebook channel.
- Drafted **wireframes** and **navigation concepts** to improve usability and support early design decisions.
- Contributed to the creation and execution of **digital campaigns** for clients such as Fiat and Samsung.
- Employed Adobe Photoshop and Illustrator to visualize and prototype various solution **concepts through sketches** and wireframes.
- Shared responsibility for establishing and **designing a new social media channel** (Facebook) to expand Samsung's brand presence in the digital space.

Art Director

Ogilvy Ogilvy

Dates: 07.2008 – 08.2011

Location: Frankfurt/Main

Description:

- Partnered with cross-functional teams to conceive and deliver digital advertising campaigns for **SAP, Sony PlayStation, IKEA, and BMW**.
- Played a key role in the digital platform redesigns, specifically for the ING Bank relaunch and the **IKEA hej community**.
- Managed the entire **creative process** for digital campaigns, from the initial idea and conception to the final **motion graphic**.
- Aligned closely with graphic designers and editors to **develop a unified** and effective **visual language** for client projects.
- Defined the **visual language** of **e-commerce** concepts and online tools to combine **brand authenticity** with the principles of design and usability.
- Mastered the Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects) to create high-quality digital content and visualizations.