

ALEXANDER LEHMANN

Product Designer – Complex B2B Systems

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PROFILE

Product Designer with 8+ years of experience, specialised in complex, data-heavy B2B and administrative systems — the kind where users work all day, data density is high, and clarity beats decoration. Full ownership of the design process: discovery, concept, wireframes, high-fidelity design, clickable prototypes, and developer handoff.

Focus areas: data-intensive interfaces, design systems and design tokens, accessibility (WCAG/BFSG), and AI-assisted design workflows. Over six years of prior experience in IT infrastructure (system administration, network engineering) — enabling close, technically grounded collaboration with engineering teams.

EXPERIENCE

Product & UI/UX Designer

GECKO Software, Rostock | February 2026 – August 2026

Sole designer with full ownership of the end-to-end design process — complex B2B software and operational systems for the cruise, real estate, education and public administration sectors.

- Prepaid management system (cruise ships): replaced a fragmented Excel- and multi-system process with a single, user-centric web interface. The crew operated the system intuitively with zero prior training (zero-training onboarding). Now live across multiple ships.
- B2B booking portal (travel agencies): end-to-end UX and UI for cabin search and booking. A fully clickable prototype served as a sales demo; the client commissioned development.
- Accessibility audits (public sector, Autobahn GmbH): full WCAG review of two operational systems — contrast, keyboard navigation, ARIA attributes, hidden elements. Delivered audit reports and corrected, implementation-ready Figma files.
- Customer account portal (login area): discovery, competitive analysis, workshop-based concept, multiple design directions. Approved and scheduled for development.
- Tender concepts: digital shift planner and KPI evaluation system for public administration, produced under tight deadlines for sales presentations.
- Built a structured AI-assisted workflow: connecting Figma components via MCP to generate clickable, testable prototypes for real-time hypothesis testing.

Freelance Design Instructor

Designakademie Rostock | 2025 – 2026 (freelance, alongside full-time work)

- In-person courses in UI/UX design, HTML/CSS fundamentals and Figma fundamentals.
- Developed the curriculum, presentations and teaching materials from scratch — translating real product-design practice into clear, learnable steps.

UI/UX & Web Designer

Qbus Internetagentur GmbH, Rostock | April 2025 – February 2026

- Owned UX concept and visual direction across a broad client portfolio — from discovery to delivery. Information architecture as the starting point, not an afterthought.
- Technical implementation and prototyping (HTML/CSS, WordPress); maintenance and scaling of existing client projects.

UI/UX & Web Designer

viminds – Digitalmarketing, Rostock | March 2024 – March 2025

- Accessibility (WCAG): comprehensive accessibility audits with concrete, actionable recommendations for client platforms. The start of my accessibility specialisation.
- Design and delivery of high-performance websites and user interfaces, cross-functionally with marketing and development.

UI/UX & Graphic Designer

Design Duck, Hamburg (remote) | April 2023 – October 2023

- Design systems: built comprehensive design systems in Figma — components, patterns, documentation — ensuring visual consistency across client platforms.
- Concept and delivery of digital platforms (Webflow); interactive UI prototypes.

UI/UX & Web Designer

TTMEDIa® Die Werbeagentur, Güstrow | July 2020 – April 2023

- Delivered 40+ client projects (WordPress, Shopify, Shopware) — responsive interfaces within real budget and deadline constraints, with direct client communication throughout.
- Restructured existing websites with a focus on user guidance and clarity.

UI/UX Design Intern

viminds – Onlinemarketing GmbH, Rostock | March 2020 – April 2020

- Redesign work for karls.de — one of the region's best-known B2C brands. Migrated an existing design system from Adobe XD to Sketch.

EARLIER ROLES — KAZAKHSTAN (2009 – 2018)

Design Instructor | STEP IT Academy, Astana | October 2017 – July 2018

Taught Adobe CC, branding and print production; developed original teaching methods.

Design Lead | Media Centre, Mayor's Office of Astana | December 2016 – September 2017

Led a design team; 1,000+ graphic materials including ~200 data-driven infographics translating complex municipal data for citizens.

Web Designer | Nobel Engineering LLP, Astana | March 2016 – December 2016

Online classifieds portal for a Dubai-based client (~100 internal pages incl. design logic); 20+ website designs.

System Administrator · Network Engineer | CDL OLYMP LLP and Lomonosov Moscow State University (Kazakhstan branch), Astana | April 2009 – March 2016

Seven years in IT infrastructure: server operations, network setup across new locations, operation and maintenance of the university network. The foundation for how I design B2B systems today.

SKILLS & TOOLS

Design: UX concept, information architecture, wireframing, high-fidelity design, interactive prototypes, design systems, design tokens, customer journey mapping, user flows, competitive analysis, workshop facilitation

Accessibility: WCAG 2.1/2.2, BFGS, accessibility audits, keyboard navigation, ARIA, screen readers, contrast checking, Lighthouse, WAVE, Accessibility Insights

Tools: Figma, Adobe Creative Cloud, Sketch, Miro, Jira, Notion, Webflow, WordPress, Shopify, Shopware

Technical: HTML, CSS, responsive design, basic JavaScript, AI-assisted design workflows (Figma integration via MCP)

Methods: Agile, Scrum, Kanban, close collaboration with engineering teams

LANGUAGES

German: full professional proficiency

Russian: native

English: professional working proficiency

EDUCATION

B.Sc. Computer Systems and Software

Turan-Astana University, Kazakhstan | 2012 – 2015

Diploma in Computer Science

Astana Polytechnic College, Kazakhstan | 2006 – 2009

German language courses

Inlingua, Güstrow | 2018 – 2020

B1 integration course · B2 course · „Life in Germany“