

# Lisa Nelhiebel



## Senior Product Designer

Address	Berlin Germany	Phone	+491729840475
Email	l.nelhiebel@googlemail.com	Links	Portfolio: <a href="http://www.lisanelhiebel.com-">www.lisanelhiebel.com-</a> , (Password "PROJECTS")

### 01 PROFILE

Accomplished Senior Product Designer with six years of experience in enhancing user experiences in the financial sector, complemented by an extensive background in user research. Proven ability to lead design initiatives and collaborate effectively with cross-functional teams to deliver user-friendly interfaces that increase CVR. Expertise in design systems and user research drives the creation of intuitive solutions that simplify complex concepts. Passionate about leveraging behavioral insights to elevate user engagement and commitment. Ready to tackle global projects and push the boundaries of fintech design.

### 02 SKILLS

Problem Solving	Figma
Product Management	Usertesting.com
Product Design	Survicate
User Experience	Mixpanel
User Research	Metabase
Design Systems	Jira
Cross-Functional Collaboration	

### 03 EMPLOYMENT HISTORY

03/2022 — 01/2025	<div>Senior Product Designer at Taxfix</div> <div>Berlin</div> <p>As a Senior Product Designer at Taxfix, the focus has been on enhancing user experiences for financial solutions. This role involves leading design initiatives, collaborating with cross-functional teams, and ensuring the delivery of user-friendly interfaces. Regular user testing and feedback integration are part of refining designs and improving product functionality.</p> <ul style="list-style-type: none"><li>• Championed the design of intuitive interfaces that simplify novel financial concepts</li><li>• Conducted extensive user research (moderated and unmoderated, qualitative and quantitative) to identify pain points and opportunities for enhancing the product</li><li>• Worked closely with product managers and data analysts to align design strategies with business goals</li><li>• Facilitated design workshops to create innovation, engage stakeholders, and gather valuable insights for iterative improvements.</li><li>• Refined design systems to ensure brand consistency and scalability</li><li>• Developed high-fidelity mock-ups and style guides to communicate designs to stakeholders</li></ul>
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- Championed the hand-off phase to deliver pixel-perfect outcomes while keeping engineers well-informed and able to work independently by writing detailed hand-off documentation tickets in JIRA
- Identified crucial business issues and drove improvements that led to a 10x reduction in the processing time of legal updates
- Continuously contributing to Taxfix' Design System, most recently with data import cards and patterns for displaying auto-filled data
- Contributed to an app redesign initiative that overhauled every single screen in the Taxfix product on mobile and web, using a responsive design system with new principles and engineering documentation, contributed to pattern templates in the design system
- Reporting to the VP of Design at Taxfix

06/2022 — 2025

## Product Design Mentor at Tomorrow University

Remote

- Mentoring master's students at Tomorrow University in the field of sustainable entrepreneurship.
- Helping students sharpen their understanding of their target users.
- Sharing expertise on testing product hypotheses with users.
- Guiding students to uncover their users' greatest needs.
- Supporting students in identifying the greatest potential of their ideas.

03/2021 — 03/2022

## Product Designer at Taxfix

Berlin

- Onboarding, user flows, user research
- Opt-in experiments
- Quantitative and qualitative surveys
- Top funnel experiments for calculating refunds early on
- Design vision projects

09/2020 — 01/2021

## Product Design Consultant at UnitPlus Bank

Berlin

- Created a pitch deck for a novel way of banking that fetched a 7-figure seed funding
- Presented in investor pitches together with the founders
- Created product visualizations and card visualizations
- Drafted the early brand identity of UnitPlus, along text styles color scheme and Logo

12/2019 — 03/2021

## Product Designer at Element Insurance AG

Berlin

- Developed wireframes and prototypes to demonstrate product ideas and features to stakeholders
- Created a design system that improved design consistency across all product features and reduced design iteration time by 50%
- Collaborated with developers to ensure product designs are implemented accurately and consistently
- Introduced user testing to the organization
- Analyzed user feedback and data to identify areas of improvement and inform product decisions
- Developed interactive animations and visuals that enhanced user engagement and improved user understanding of complex products

- Created a white-label design system for the insurance product suite (mobile and web)

2018 — 2019

## UX / UI Designer at Self-employed

*Berlin*

Created websites, user flows and mobile mock-ups for a few clients like MIK Made-in-Kampala, NearBees Startup and others.

## 04 EDUCATION

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Jan 2016 — Jan 2018

### University of Applied Sciences

*Munich*

Master of Advanced Design

Summa cum Laude

Sep 2013 — Sep 2016

### Hochschule für Gestaltung

*Karlsruhe*

Sep 2009 — Aug 2013

### University of Applied Sciences

*Munich*

Bachelor of Industrial design

Summa cum Laude

Sep 2010 — Sep 2018

### Studienstiftung des Deutschen Volkes

*Berlin*

Scholarship

From my bachelor until the end of my masters I received a scholarship from the Studienstiftung des Deutschen Volkes.

## 05 HOBBIES

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Being in nature, cycling in Berlin and bike packing in nature, gardening, barbershop choir, time outside with my poodle Uri, teaching ceramics on the pottery wheel