

# Alexander Schröder

## Lead UX & UI Designer

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[my portfolio](#)



## Experience

### Lead UX / UI Designer for Co-Branding, DKB Code Factory GmbH 05/2022 – Present

- Lead a team of two designers, providing guidance and mentorship to ensure high-quality design output and professional growth.
- Collaborate closely with cross-functional stakeholders, including product managers, developers, and business analysts, to align design strategy with business objectives.
- Oversee the end-to-end design process, from conceptualization and wireframing to prototyping and user testing, ensuring a user-centered approach.
- Manage the design and development of white label products, including iOS, Android, and web applications, ensuring consistency and brand integrity across platforms.
- Conduct user research, including interviews and usability testing, to gather insights and inform design decisions.
- Create and maintain design guidelines, pattern libraries, and style guides to ensure a consistent and cohesive user experience.
- Stay up-to-date with industry trends, best practices, accessibility, proactively introducing innovative design solutions to enhance user engagement and satisfaction.
- Actively participate in product strategy meetings and contribute UX expertise to influence product roadmap decisions.

### Senior UX / UI Designer for Co-Branding, DKB Code Factory GmbH 12/2021 – 05/2022

My team and I work to define and shape the banking of tomorrow. I am primarily responsible for our customized white label solutions in close coordination with our customers and stakeholders.

### Senior UX Designer, Celonis SE, Munich 08/2020 – 12/2020

I supported the design team in the planning and execution of user tests and in the development of concepts for a new data analysis tool.

### Senior Interaction Designer, CyberSolutions, Munich 09/2019 – 09/2020

I was responsible for the customer-centric development of the online store, both web and app. As well as for the creation and development of a new design system.

### UX & UI Designer, SAP SE, Walldorf 08/2015 – 08/2019

I was part of the Sports & Entertainment team that runs a data analytics and management platform for various sports clubs. Together with a cross-functional global team I was responsible for the areas mobile, analytics and involved in overall design strategy.

### Founder of COAZI 10/2012 – 07/2015

In 2012 I founded this small clothing label because of my interests in fashion and art. From the early beginning I focused on sustainable and fair produced products, made in Europe.

## Degree

Communication Design (B.A.)  
University of Applied Sciences, Mannheim  
February 2012 – September 2015  
GPA 3,7 (1,3)

## Awards



## What I can't do

I am not a good dancer and I absolutely cannot sing. Sometimes I'm a little impatient and would like to have everything done right away, but I'm working on that. Because there is strength in rest.

## No hablo español! (yet)

But I am a German native speaker and I am fluent in Business English.

And I am currently working on my spanish skills too.

## What else?

My nickname at work is eagle eye, because I love to test a product in detail and find every little flaw. (at least most of the time)

I love to paint. Something between „my kid can do that too“ and contemporary art. If you are interested, have a look: [pascalwild.com](https://pascalwild.com)