

Felix Heß

15.03.1989, German



Work Experience

Self-employed

01.2026–today
Berlin, DE (hybrid)

UX- & Graphic Designer (in part-time)

- Supporting the graphics-team of Elbphilharmonie Hamburg
- Updating & redesigning my portfolio (as a job seeker)

Allianz Suisse

03.2025–09.2025
Zürich, CH

Cluster Lead Brand Experience

- Professional leading and (re-)staffing a team in the fields of Design, Copywriting & Website Management
- Overseeing touchpoints across various journeys (on- & off-line) and ensuring brand governance
- UI- & UX-Design for B2B- & B2C-services

10.2023–02.2025

UX- & UI-Designer Senior & Staff Member

- Ownership, UX- & UI-Design for a range of customer facing products and UX-Consulting for agile, interdisciplinary teams
- Analysing and service-redesigning the process and user journeys of corporate customer business based on user's needs
- Transforming business by integrating a customer-centric approach for product development and enabling board and teams to do so

10.2021–09.2023

Digital Designer Senior

- UX- & UI-Design for lead-generating tools to support sales-teams ("Interactive Assets"), now including ownership, stakeholder management, prioritization and coordination with external partners
- Transforming business by establishing a human-centered design community (bottom-up) and coaching a line team in the agile approach

12.2019–09.2021

Visual Designer Professional

- Producing all content in the digital space (graphics, illustrations, marketing assets)
- UI-Design for lead-generating tools to support sales-teams ("Interactive Assets")

floid AG

11.2017–07.2019
Zürich, CH

Brand & Digital Designer

- Supporting launch and (re-)brand various Start-ups and SMEs
- UX- & UI-Design for websites and apps
- Designing packaging and exhibition booths, including their realization with external partners

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09.2015–10.2017
Lörrach, DE

Graphic Designer

- Designing the store's marketing material (print, website, social media, photography)
- Programming and shipping of newsletters (HTML and CSS)
- Organising and executing events

Deutsche Telekom AG

11.2013–08.2014
Darmstadt, DE

UX-Design Working Student (Products and Innovation)

- Helping redesign Telekom's customer portal's UX and Look-and-Feel (web and app)
- Researching and testing concepts and ideas with stakeholders and users

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Education

Allianz Suisse

2022
Zürich, CH

FöK ("Förderkreis für Führungskräfte")

- Year-round in-house training for potential managers
- 4 multi-day modules and project work which was presented to the management board

2022

Certified SAFe® for Teams

2022

Certified Contentsquare

Hochschule Darmstadt

2010–2015
Darmstadt, DE

Study Communication Design (Design Department)

- Diploma thesis "Auf der Suche nach der Zeit", Grade: 1.0; a photographic exploration with personal and social memory
- Focus topics: typography, composition, photography

Theodor-Heuss-Gymnasium

1999–2008
Schopfheim, DE

Abitur (equivalent to A-levels)

- Performance courses: biology, economics

Skills

Tools

- Figma
- Adobe CC
- Miro
- JIRA & Confluence, Asana
- Microsoft Office 365
- Design Systems & Accessibility

Methodology

- Human-Centered-Design
- Design Thinking
- Lean UX
- UX-Research & Data driven Design
- Wireframing
- Prototyping (Low- & High-Fidelity)
- SAFe® Framework & Agility

Languages

- German (native speaker)
- English (fluent)

I design user-centered digital services in complex contexts—from UX research and (service) design to supporting implementation in agile teams. I am particularly motivated by finding digital solutions that provide orientation, simplify processes, add (social) value, and are fun to use. Empathetic. Collaborative. Agile. Human-centered. Strategic. Systematic. Realistic. Pragmatic.