

René Manikofski

Head of Digital Design & UX


Portfolio: www.neworx.de

Highly driven user experience and usability leader with 10+ years of success in delivering digital innovation with a proven track record of building and leading high-performing, multifunctional Experience Design teams. Creating and optimizing best-in-class online user journeys and end-to-end-customer experiences in the e-retail industry and Europe's leading incubators and venture capitals.



Contact

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Personal Details

04.08.1979 in Berlin, Germany

German citizen

Married

Methods

Design Thinking

Information Architecture

User Flows

Prototyping and Click-Dummies

UX tests and Remote tests

UX Research

Customer- and User-Journey Maps

UX Best practice

Work Experience

Head of Digital Design and UX

FTI GROUP / 2018 to present

Leading and owning the global product design strategy and roadmap of all FTI owned platforms, operating in two regions across the globe. Line manage UX and design team to create solutions based on UX analytics, customer feedback, and remote testing. Owning the direction and governance of Customer Experience Optimization via A/B and MVT across mobile and web experiences, UX enhancements, and overall website ability and accessibility. Serving as a liaison between the senior leadership team and other stakeholders from Marketing, IT, and Sales to align product roadmaps ensuring the delivery of all solutions to meet user, business and development goals.

- Set up and manage the UX/UI team, made up of 6-10 experts with core skills in UX design and research; also visual design, prototyping, and service design.
- Lead the creation of FTI mobile app, bringing all trip details together in one master view to enable our customers to manage all of their travel plans in one place.
- Managing the modular design system and best practice UX/UI pattern of the new white-label internet booking engine replacing Amadeus CRS.
- Ongoing optimization of all platforms across the FTI ecosystem by creating microservices, i.e., quick-search, up-selling tools etc.
- Created FTI's first Digital UX Design Language to ensure consistency across products.

UI and UX Designer

myToys a member of the Otto Group / 2015 to present

As the Lead UX Designer, I brought user-centric design and business needs together with strategic insights to create solutions, products, and services for the multishop concept of Germany's leading online retailer of kids' toys, adult shoes, and furniture. Transitioning each online-shop from a static design-approach to a modular and responsive system for all subsidiaries within the multishop ecosystem. This enabled shop managers to create flexible sites through modular elements, which reduced front-end tech deb, lead-time to features, and ensured the best User Experience. I designed myToys' first native mobile application in close collaboration with external agencies as part of myToys' product development strategy.

- UX and UI Design work for internal projects, gathering user insights and business requirements, creating mockups and prototypes, determining detailed design specifications, and running usability tests.
- Worked closely with the CEO, IT and other stakeholders to align teams on high-impact value through problem discovery.
- Established a recurring UX audit, to screen and score features against UX standards (ISO 9241-110), based on a defined set of metrics.
- Designing UX tech stack by introducing i.e. InVision, Sketch and Principle.

Tools

Sketch
Principle
Invision and Craft
Zeplin
Mural
Overflow
Balsamiq
FreeMind
HTML & CSS
SublimeText
Adobe CC
Microsoft 365 Office Suite

Platforms

iOS, Android
web platforms

Highlights of Expertise

Continuous Improvement
Leadership and Training
Digital Transformation driver
Project Management
Stakeholder Relations
Problem Solving
Decision-Making

Languages

German - native
English - fluent

References

Luca Iaconelli
Iaconelli Design & Consulting - Owner
E: luca_iaconelli@online.de

Norbert Dengel
FTI Group
Group Director E-Commerce
E: norbert.dengel@fti.de

Work Experience

UI and UX Designer

Project A Ventures / 2012 to 2015

As the Lead UX Designer, I devised, wire-framed, and validated the design solutions to prepare for the development of successful startups like Wine in Black, Saatchi Online, Contorion, Tirendo, and many others. I worked in close collaboration with the product team and founders to define the customers' and the business problems and deliver prototypes, MVP's, and products based on lean startup principles. Helped other designers and researchers to expand their knowledge and acted as an in-house UX-consultant to Senior Management level in VC and startups.

- UX and UI Design work for projects, gathering user insights and business requirements, creating mockups and prototypes, determining detailed design specifications, and running usability tests.
- Conducted user testing workshops, guerrilla testing and built low and high-fidelity designs.
- Participated in ongoing design reviews and iterations during the sprint.
- Reviewed the performance of releases, identify learnings and develop hypotheses.
- Conducted and set-up UX- and UI-teams for start-ups within Project A portfolio.

UI and UX Designer

Rocket Internet / 2010 to 2011

Part of UX and UI team to create designs, in close collaboration with the product team and founders, for startups within Rocket Internet's portfolio.

- Lead design projects for websites and logos for globally successful companies like Hello Fresh, The Iconic, Dafiti, Evimister, and many more.
- Devised, wire-framed, and validated the design solutions to prepare for the development.
- Line-managed design interns, trainees, and working students.

Web Designer

Antegis / 2009 to 2010

Graphic Designer

O&O Software - a Windows Software partner / 2008 to 2009

Education & Affiliations

Media Designer, Digital & Print

Certificate of Chamber of Industry & Commerce / 2005 - 2008

A-Levels - Further Studies

Fachoberschule für Druck & Medientechnik / 2000 - 2002

Affiliations & Interests

- Speaker at Otto Group UX summit, Google UX best practice days.
- Pro-Bono Consultant and Designer for small and medium-sized local businesses in Berlin, Germany.
- Founding member of UX-BPC, a group built to exchange thoughts and inspirations of non-competing industry.
- Passionate about Basketball with 25+ years of playing experience at a local sports club