

**HI, I'M RENÉ
MANIKOFSKI,
A PASSIONATE UX
& UI DESIGNER
BASED IN BERLIN.**



LAST 12 YEARS

Experienced UX Leader with 10+ years of success in driving digital innovation. Built and led high-performing experience design teams, optimizing user journeys and customer experiences in e-retail and leading European incubators.

Education

Media Designer, Digital & Print

Certificate of Chamber of Industry & Commerce / 2005 - 2008



FTI GROUP

5 Years,
2 Months

Jun 2021 - to present

Head of Digital Design & UX



Sep 2019 - Mai 2021

Team Manager UX



Mar 2018 - Aug 2019

Senior UX / UI Designer

Sector - Travel



MYTOYS GROUP

2 Years,
10 Months

Mai 2015 - Feb 2018

UX / UI Designer

Sector - eCommerce / Retail



PROJECT A VENTURES

3 Years,
6 Months

Jan 2012 - Apr 2015

UX / UI Designer

Sector - Incubator, Startups, eCommerce



ROCKET INTERNET

1 Years,
3 Months

Oct 2011 - Dec 2012

UI Designer

Sector - Incubator, Startups, eCommerce

I'M PASSIONATE ABOUT DESIGNING ENJOYABLE AND SIMPLE DIGITAL EXPERIENCES THAT CREATE VALUE.



EXPERIENCE

Since 1997, I've been avidly immersed in the world of websites, continually exploring UX and UI intricacies. My passion for innovation drives me to constantly experiment and acquire fresh insights.



METHODS

Design Thinking, Agile Working, User Flows, Wireframing, Prototyping, Information Architecture & Hierarchy, A/B Testing, Heuristic Evaluation, User Research, Usability Testing, Personas, User Journeys, ...



TEAMWORK

Celebrate Achievements, Cross-functional Collaboration, Empowerment, Mentorship, Feedback Culture, User-Centered Mindset, Design Sprints, Daily Standups, Design Language, ...

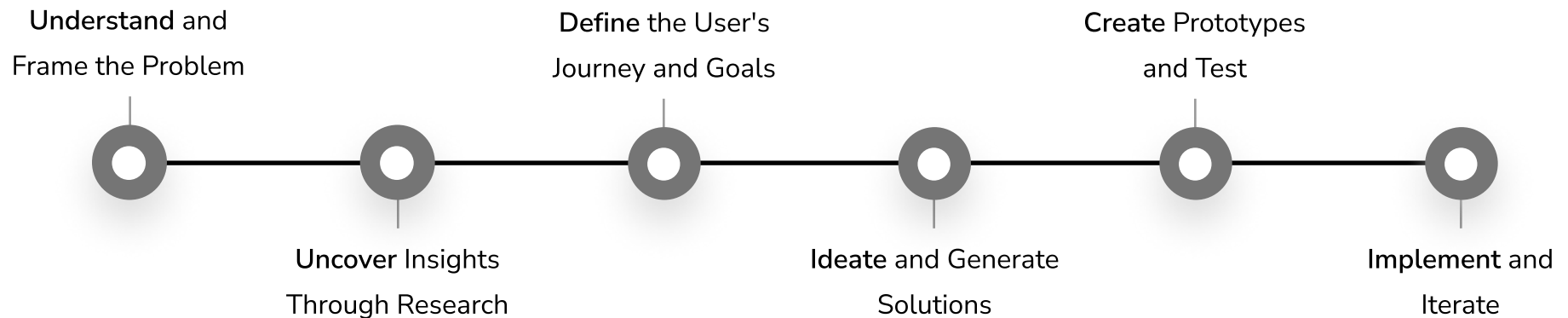


TOOLS

Figma, Sketch, Principle, InVision & Craft, Zeplin, Miro, Mural, Storybook, Rapid User Tests, UserTesting, Maze, SurveyMonkey, Hotjar, Crazy Egg, Maxymiser, Notability, Xmind, ...

UX DESIGN APPROACH

My UX process draws inspiration from the methodology adopted by Google for their product development and is closely aligned with the principles taught in Stanford's product design courses. This versatile approach can be tailored, ranging from a few weeks for extensive projects to mere days when crafting new features.



FTI GROUP

Responsive Design

iPhone & Android App

Design System

UX

UI

Microinteractions & Transitions



ROLE

As a former Team Lead & Head of, I managed projects, drove agile workflows, made crucial UX/UI decisions, and aligned priorities with the product roadmap.



TEAM

UX Research, UX Designer, UI Designer, Product Owner, Front-End Developer, App Developer, Copy Writer, Marketing and many great people.



METHODS

User Data Insights, Prototyping, Surveys, User Tests, Best Practice UX, User Flow, Personas, User Journey Mapping, Competitive UX Benchmarking



Design System UX UI



PROJECT DETAILS



FTI APP TRAVEL COMPANION

iPhone & Android App

UX

UI



UX RESULTS

FTI App – 4,8 stars (631 reviews) at the App Store, Improved Usability with UX Tests.

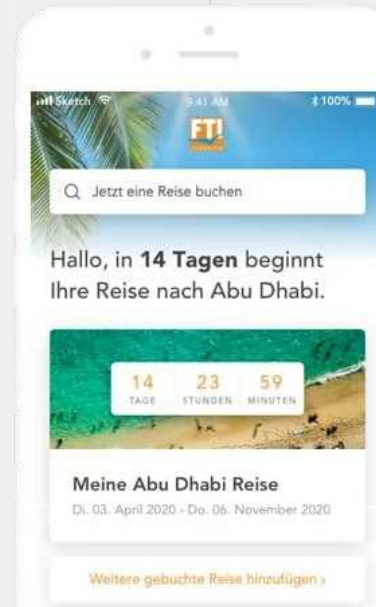
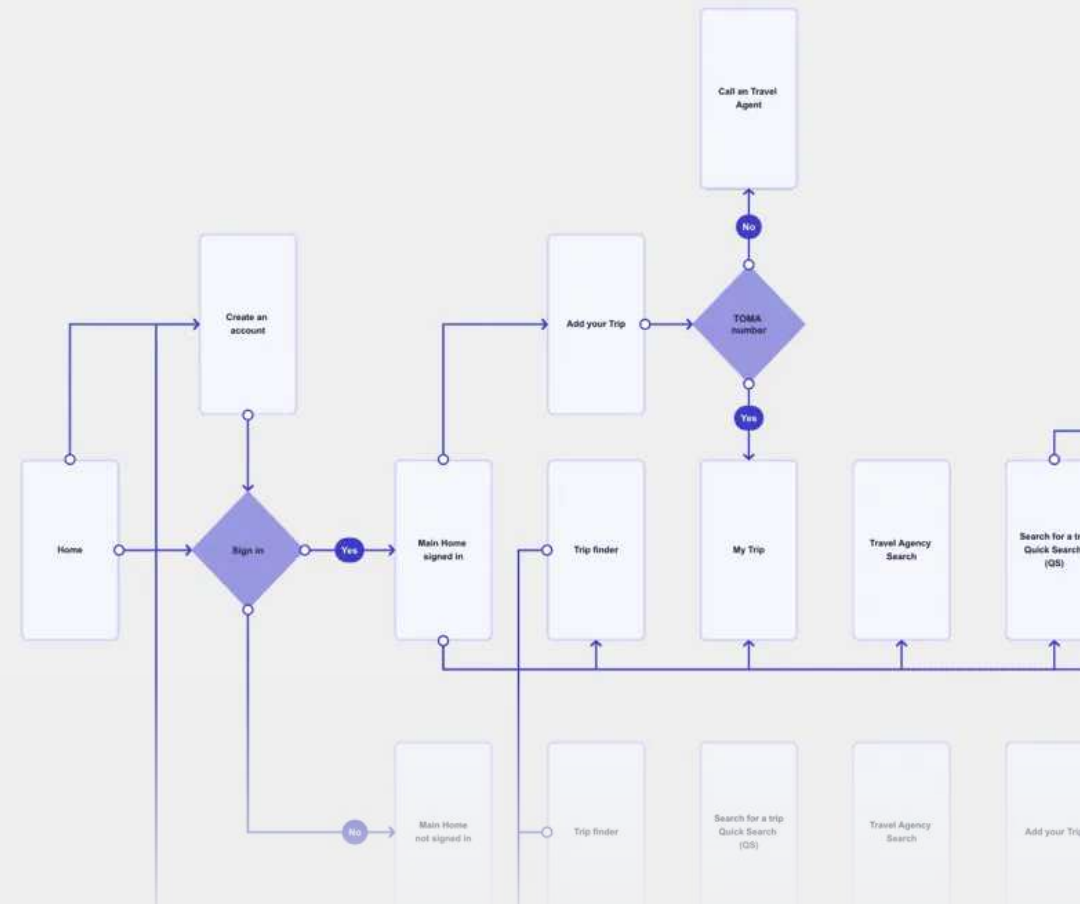
PROJECT DETAILS

www.neworx.de/work/fti-group



METHODS

Design Thinking, Prototyping, UX Test Lab, Remote User Tests, Best Practice UX, User Flow



MYTOYS GROUP

Responsive Design

iPhone & Android App

Design System

UX

UI

Microinteractions & Transitions



ROLE

Lead Designer for different projects. Wireframes, prototypes, handover to frontend developer, UX, UI



TEAM

UX Research, UX Designer, UI Designer, Product Owner, Front-End Developer, App Developer, Copy Writer, Marketing and many great people.



METHODS

User Data Insights, Prototyping, User Tests, Best Practice, User Flow, Klickdummy, Personas, User Journey Maps, Benchmarking



MYTOYS & MIRAPODO APP

iPhone & Android App

UX

UI

Microinteractions & Transitions



UX RESULTS

Google Core Web Vitals
Hall of Fame (UX), myToys
App – 4,7 (2.447 reviews),
implementing a UX/HIC
Audit based on ISO
9241-110, SUS Score from
69 to 86

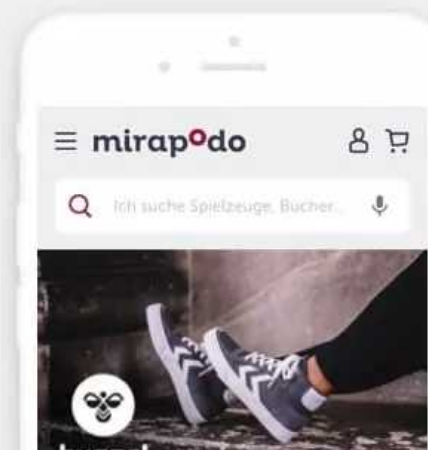
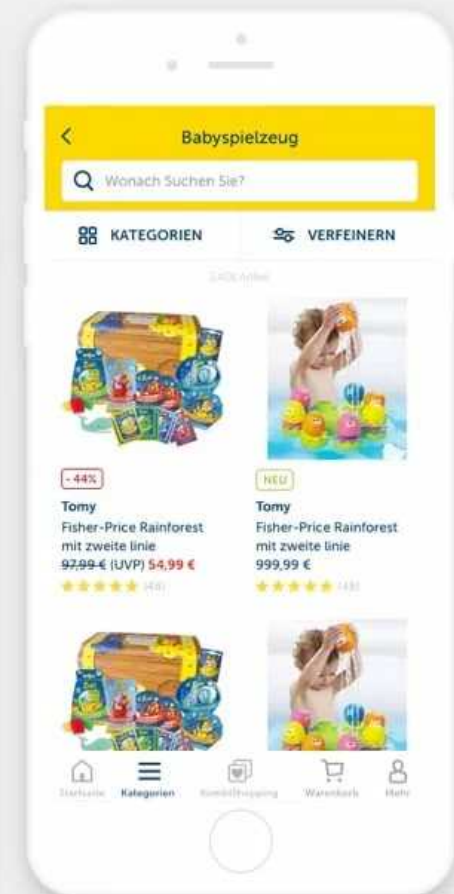


METHODS

Atomic Design Approach,
User Data Insights,
Prototyping, Remote User
Tests, Best Practice UX

PROJECT DETAILS

www.neworx.de/work/mytoys-group



MYTOYS CHECKOUT

Responsive Design

Design System

UX

UI



UX RESULTS

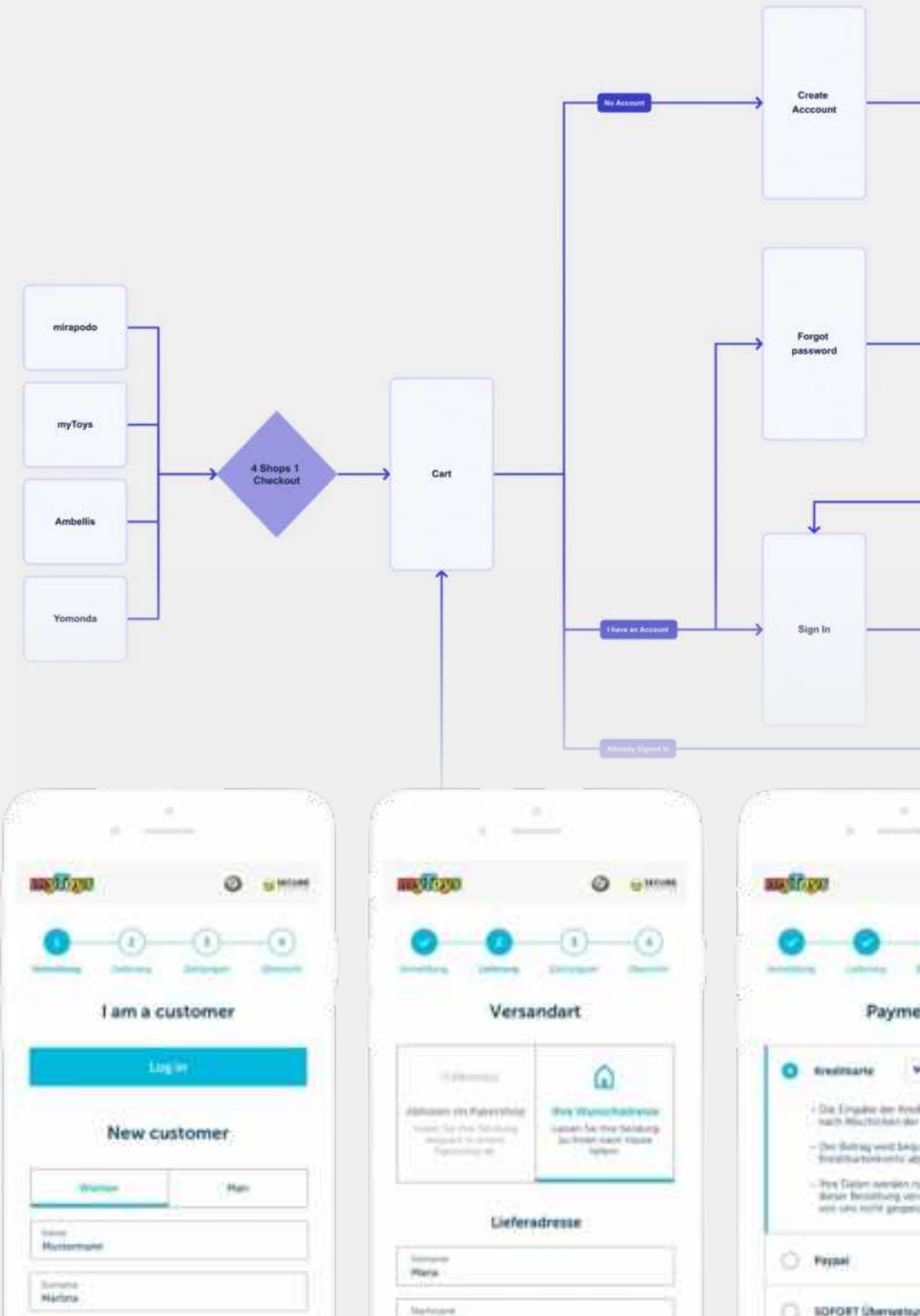
Success Rate, Time on Task,
Task Completion Time -
better in all disciplines than
with the default checkout,
First Impressions - better
compared to the default
checkout

METHODS

Atomic Design Approach,
User Data Insights,
Prototyping, Remote User
Tests, Best Practice UX

PROJECT DETAILS

www.neworx.de/work/mytoys-group



CONTORION WEBSITE

Responsive Design

UX

UI

Logo



ROLE

Lead Designer for different projects. Wireframes, prototypes, handover to frontend developer, UX, UI



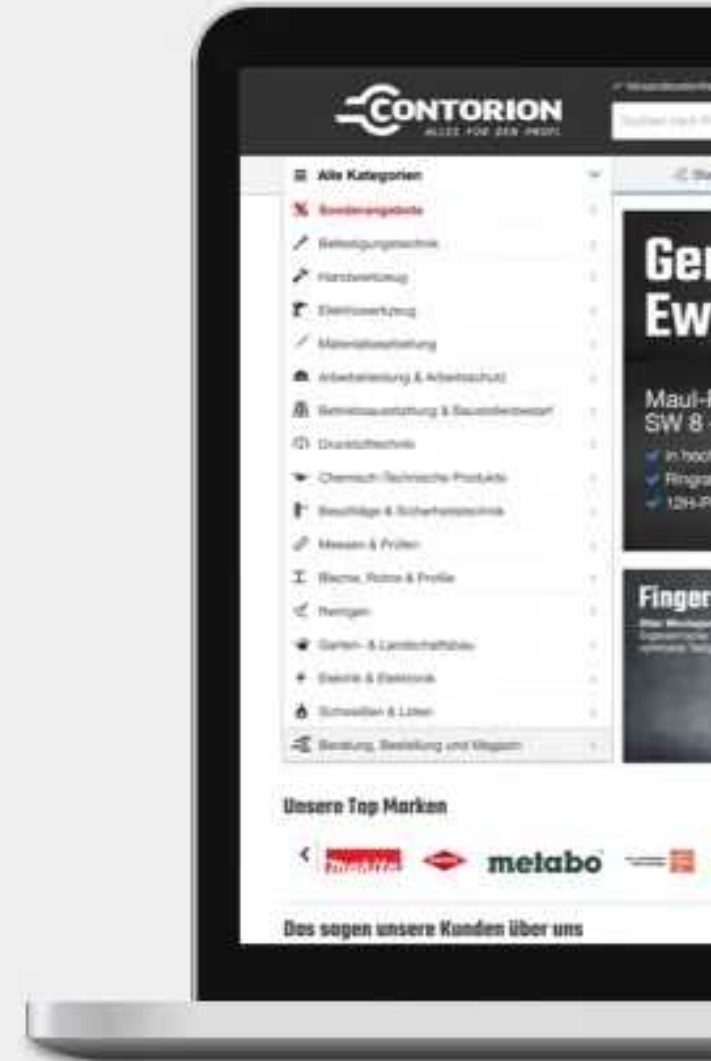
TEAM

UX Designer, UI Designer, Product Owner, Front-End Developer, Copy Writer and many great people.



METHODS

User Data Insights, Prototyping, User Tests, Best Practice, User Flow, Klickdummy, Personas, User Journey Maps



CONTORION

Responsive Design

UX

UI

Logo



UX RESULTS

Winning a Usability Award (Computer BILD), Best Practice Pattern validate with real users

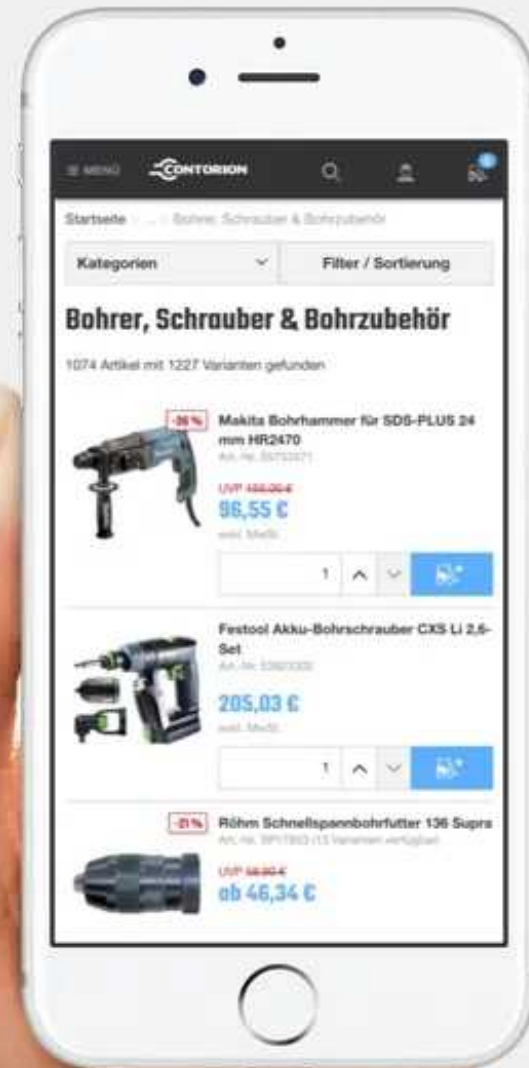


METHODS

Atomic Design Approach, User Data Insights, Prototyping, Remote User Tests, Best Practice UX

PROJECT DETAILS

www.neworx.de/work/contorion



COUREON SAAS

Responsive Design

UX

UI

Logo



ROLE

Lead Designer for different projects. Wireframes, Prototypes, handover to frontend developer, UX, UI



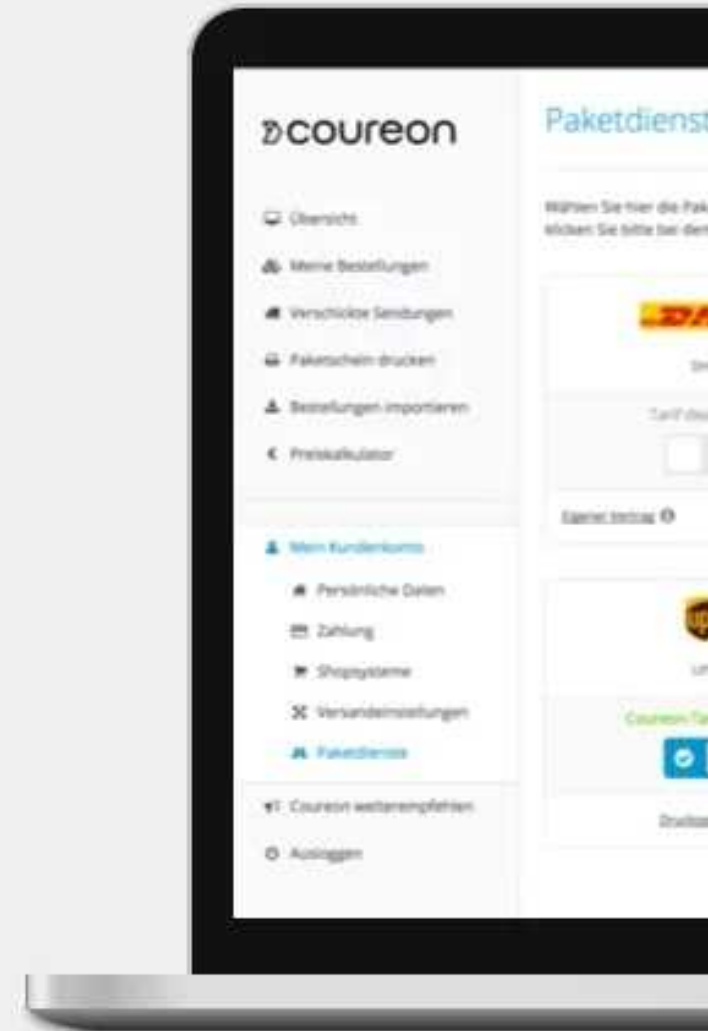
TEAM

UX Designer, UI Designer, Product Owner, Front-End Developer, Copy Writer and many great people.



METHODS

Prototyping, User Tests, Best Practice, User Flow, Klickdummy, Personas, User Journey Maps, Benchmarking



COUREON

Responsive Design

UX

UI

Logo



UX RESULTS

Improved Task Completion Rates, Faster Onboarding, Low Churn Rates, Best Practice Pattern validate with real users

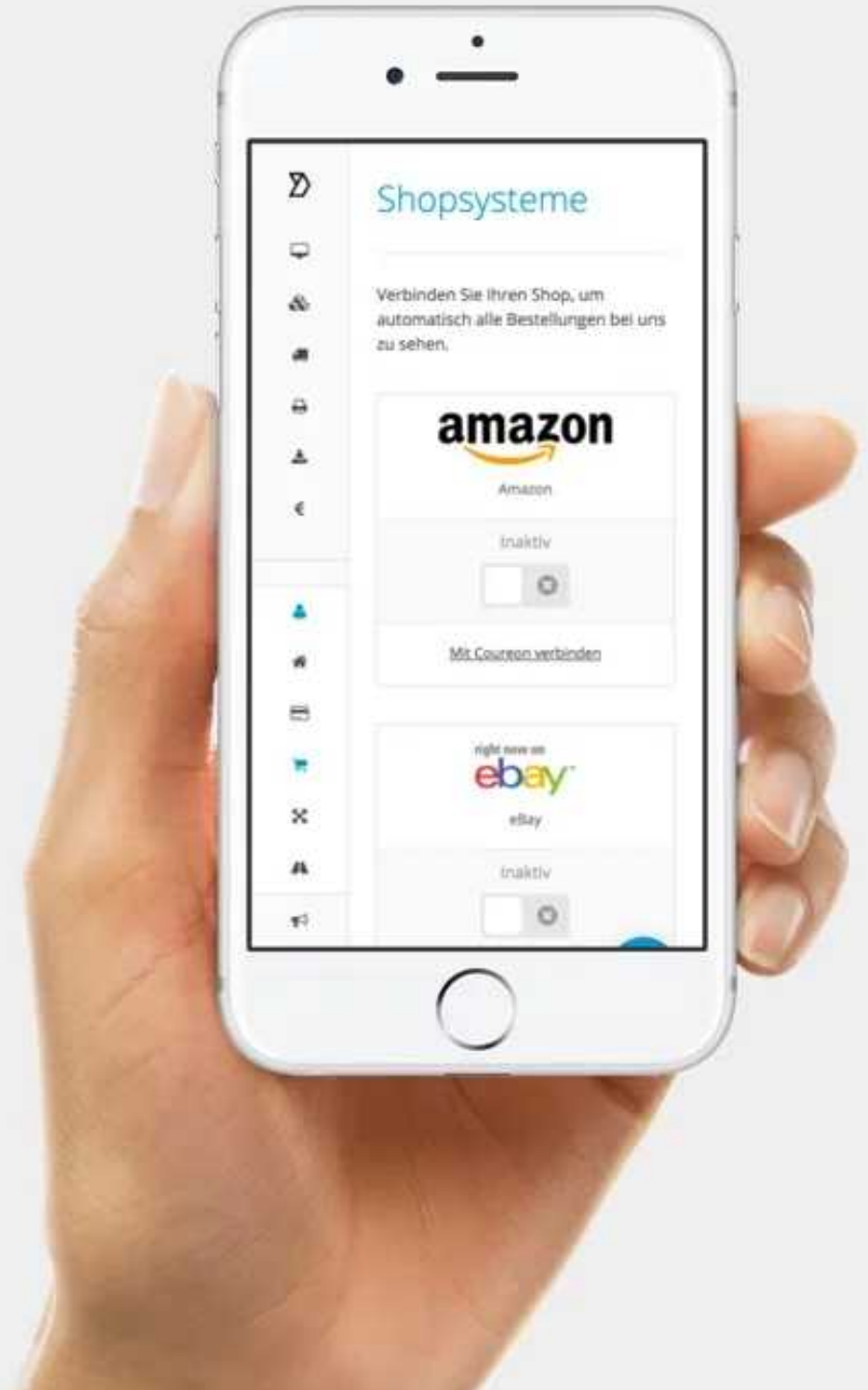


METHODS

Competitive UX benchmarking, User Data Insights, Prototyping, Best Practice UX

PROJECT DETAILS

www.neworx.de/work/coureon



WINE IN BLACK

Responsive Design

iPad App

UX

UI



ROLE

Lead Designer for different projects. Wireframes, prototypes, handover to frontend developer, UX, UI



TEAM

UX Designer, UI Designer, Product Owner, Front-End Developer, App Developer, Copy Writer, Marketing and many great people.



METHODS

User Data Insights, Prototyping, User Tests, Best Practice, User Flow, Klickdummy, Personas, User Journey Maps, Benchmarking.



WINE IN BLACK IPAD APP

iPad App

UX

UI



UX RESULTS

Increase the user retention rate, higher Net Promoter Score (NPS) compared to web, Higher session duration compared to web

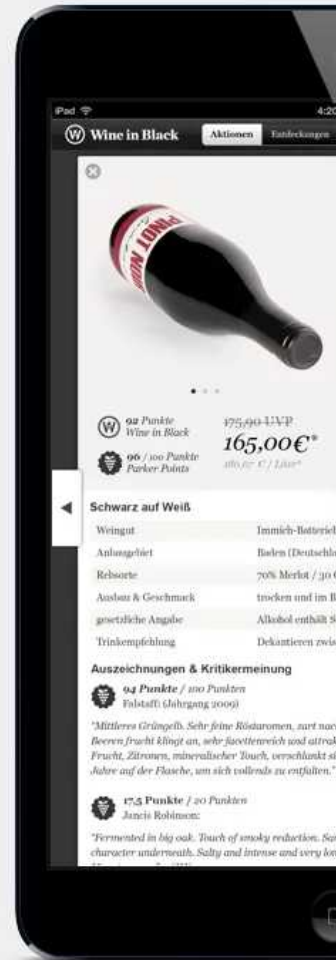
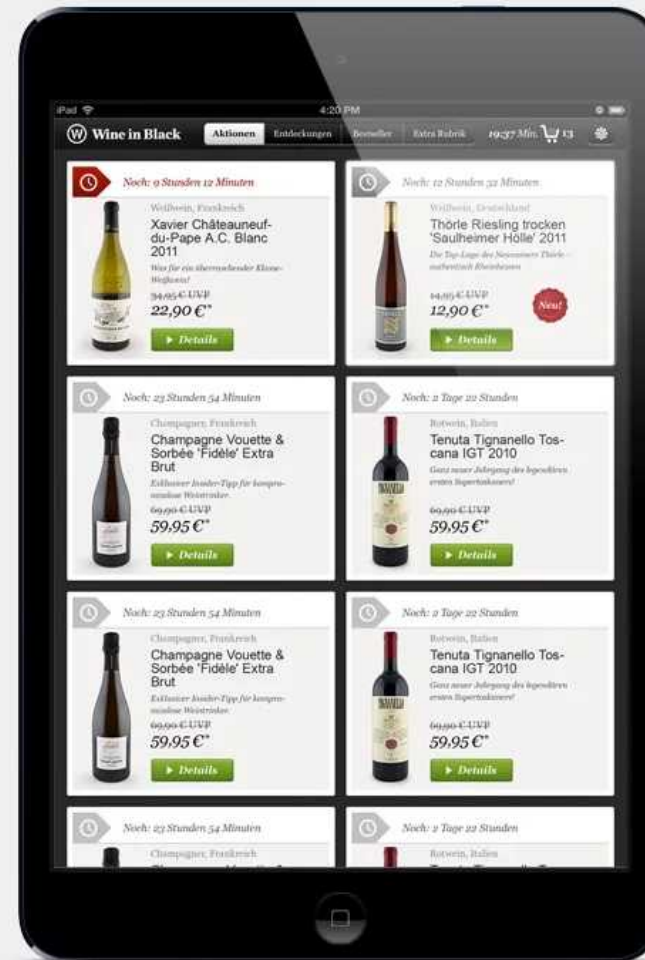


METHODS

Atomic Design Approach, User Data Insights, Prototyping, Remote User Tests, Best Practice UX

PROJECT DETAILS

<https://www.neworx.de/work/wine-in-black/>



SOME BRANDS I HAVE WORKED FOR



ROCKET INTERNET

MYTOYS GROUP



mirapodo
Schöner Schuhe shoppen



▷coureon

TIRENDO



5VOR
FLUG

LITTLE BIT ABOUT ME



BASKETBALL

To me, sports embodies the joy of teamwork and the opportunity to impart my experiences to younger players. Over the past 30 years, basketball and streetball have been integral to my life's journey. Since 1993, I've been an ardent admirer of the Chicago Bulls and Michael Jordan, their iconic figure.



MOVIES

A captivating movie that sweeps you off your feet and engages your mind—a tale that holds you in its grasp. The film's origin or genre holds no significance; it's the narrative itself that takes precedence in my view.



TRAVELLING

Traveling unfolds some of life's most exquisite experiences. It entails delving into unexplored countries, immersing in diverse cultures, savoring the local cuisine, and forging connections with people. Travel, in my eyes, serves as a catalyst for transforming perspectives and altering perceptions.



FOOD

Much like my enthusiasm for travel, I'm equally passionate about savoring diverse cuisines. As Mark Wiens aptly phrases it in his Travel VLOG, "I travel for food," a sentiment that strongly resonates with me. Additionally, I relish the art of cooking, constantly embracing culinary exploration.

PLEASE GET IN CONTACT WITH ME



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RESUME CV LINK

<https://www.neworx.de/>

[Rene_Manikofski_Resume_CV.pdf](#)

