

# René Manikofski

Portfolio: [www.neworx.de](http://www.neworx.de)



## Contact

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 Berlin - Germany

## 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

### Senior Tribe Lead Product Designer UX/UI

Telefónica Germany - Dec. 2023 – Current job

As Senior Tribe Lead Product Designer UX/UI, I drive a part in the User Journey design strategy for our IT transformation initiatives. I lead a team of UX/UI designers and ensure that our modernization efforts support the products and services.

I focus on user-centered solutions, conduct UX reviews, provide feedback, create designs and develop UX guidelines. I take care of approving wireframes, UI reviews, best practices, front-end UI defect detection and UX improvements. My work is guided by user research, usability testing and industry trends.

I play a central role in the IT Transformation program, which is positioning Telefónica Germany for future success in telecommunications.

### Head of UX & Digital Design

CALIDA GROUP DGTL - Nov. 2022 – Nov. 2023

As CALIDA GROUP DGLT's UX and Design Team Lead, I shape the design strategy for the fashion retail e-commerce brands. Leading a team of 10+ experts (UX/UI & Digital Design experts), I prioritize user experience through analytics, customer feedback, and remote testing. I manage the modular design system for the white-label solution and created the first Digital UX Design Language for a cohesive user journey.

Additionally, I played a pivotal role in the successful rebranding of "Reich Online Solutions" to CALIDA GROUP DIGITAL, further solidifying the commitment to innovative and user-centric digital solutions.

### Head of Design & UX

FTI Group - Mar. 2018 – Oct. 2022

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.

Set up and manage the UX Design team, made up of 12 experts and 2 Team Manager with core skills in UX design and research; also visual design, prototyping, and service design.

Managing the modular design system and best practice UX-UI pattern of the new white-label internet booking engine.

Created FTI's first Digital UX Design Language to ensure consistency across products

## Tools

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

## Platforms

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iOS, Android  
web platforms

## Highlights of Expertise

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

## Languages

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German - native  
English - business fluent

## Work Experience

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### UI & UX Designer

MYTOYS GROUP - Jun 2015 – Mar 2018

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.

### UI & UX Designer

Project A Ventures - Jan 2012 – Jun 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.

### UI & UX Designer

Rocket Internet - Oct 2010 – Dec 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.

### Web-Designer

Antegis - 2009 to 2010

### Graphic Designer

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

## Education & Affiliations

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### 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 30+ years of playing experience at a local sports club