



# LEONIE PFALZ

## USER EXPERIENCE LEADER

### LEADERSHIP EXPERIENCE

#### **Director of User Experience**, Unmind (B2B workplace mental health)

April 2022-present (2 years, 5 months)

Leading UX at Unmind. Mentoring and coaching a team of product designers and user researchers. Partnering closely with cross-discipline product and commercial leaders to drive strategic decision making. Leading the Voice of the Customer program and championing user insights.

#### **Head of Product Design**, Flink (grocery delivery app)

October 2021 - April 2022 (7 months)

Scaled & led a team of 20+ leaders, product designers, researchers and UX writers across three product domains. Worked closely with product, commercial and brand partners to drive strategic, user-centred decision-making inline with the organisations ambitions and metrics.

#### **Design Team Lead**, Just Eat Takeaway.com (Food delivery app)

September 2020 - April 2022 (1 year, 6 months)

Led product design for consumer experiences across Continental European markets and beyond. Mentored a fast-growing team of 13 product designers and UX writers. Led the consumer product vision and strategy with cross-discipline leaders.

#### **Head of Product Design**, Novoda (app agency)

October 2018 - September 2020 (2 years)

As part of the executive leadership team, I led both organisational strategy and product design. I managed a team of eight product designers, across client projects as well as consulting and leading product strategy for our clients.

#### **Product Design Lead**, Novoda (app agency)

August 2016 - Oct 2018 (2 years 3 months)

Worked with ImmobilienScout24 and AutoScout24 to build goal-driven, cross-functional product development teams. Led design operations, embedded user research practices and facilitated cross-functional design collaboration.

#### **Mobile Product Designer**, Novoda (app agency)

July 2014 - August 2016 (2 years 2 months)

Worked with The Times & The Sunday Times, leading the reader experience, embedding user research and product prioritisation and championing inclusive design.

#### **Head of Design**, Touchnote (postcard app)

Jul 2013 - Jul 2014 (1 year)

Led brand strategy, proposition & consumer research. Owned product design for iOS and Android applications. Increased average order value by +80% and achieved app store ratings of 4.8 (iTunes) and 4.2 (Play Store).

### PRIOR EXPERIENCE

**Mobile Product Designer**, Touchnote, July 2010 - July 2013 (3 years, 1 month)

**Product Designer**, Concrete Studios, June 2007 - July 2010 (3 years, 2 months)

### MY WORK

Portfolio on request  
medium/leoniepfalz  
linkedin/leoniepfalz

### CONTACT

leoniebrewin@gmail.com  
+44 7360 646661

### PRIMARY SKILLS

- UX Leadership
- People management
- Product strategy
- Product design
- User Research & insight management
- Collaboration & workshops
- Cross-functional ops

### COMMUNITY

- **Design Lab** meet-up host
- Team Lead & children's educator for **Future Legends** - inspiring girls to become future innovators and leaders.
- Public speaker and workshop facilitator.

### EDUCATION

- **Liberating Structures** Immersion workshop, 2018
- **Design Sprint Academy** training, 2016
- **Human-Computer Interaction** Stanford University, 2013
- **Graphic Communication BA** (Hons) Bath Spa University, 2004-2007
- **Art Foundation** (Diploma), University of Gloucestershire, 2003-2004