



Leonie Pfalz

A strategic, empathetic and motivated product design leader with a passion for creative collaboration, and over 14 years experience.

CONTACT

Portfolio leoniepfalz.com

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PRIMARY SKILLS

Product Design Leadership
Scaling & developing teams
People management & mentoring
Product design & strategy
Workshop facilitation
Cross-functional collaboration

COMMUNITY

Design Lab Berlin, event host
2016-2020. One of Berlin's largest product design meet-ups.

Future Legends, Childrens' educator & Design Program Lead
2016-present. Inspiring girls to become future designers, innovators and leaders.

Droidcon Berlin 2016
Designing for Accessibility conference talk.

Droidcon London 2015
User Centred Design conference talk & design thinking workshop.

EDUCATION

Liberating Structures
Immersion workshop
Liberating Structures, 2018

Design sprint training
Design Sprint Academy, 2016

Human-Computer Interaction
Stanford University, 2013

Graphic Communication BA
Bath Spa University, 2004-2007

Art Foundation (Diploma)
University of Gloucestershire, 2003-2004

EXPERIENCE

Head of Product Design, **Flink**

September 2020 - present

Leading product design across three domains, creating connected experiences for our consumers, hub colleagues and riders. Building & mentoring a fast-growing team of fifteen designers, writers, & researchers from intern to manager level. Collaborating with the brand and marketing teams to enhance the Flink brand through digital.

Design Team Lead (Consumers), **Just Eat Takeaway.com**

September 2020 - September 2021 (1 year)

Leading product design for consumer experiences across Continental European markets. Grew and managed a team of thirteen designers and writers, from junior to lead level. Facilitated the consumer product vision and strategy with cross-discipline leaders.

Head of Product Design, **Novoda**

October 2018 - September 2020 (2 years)

As part of the senior leadership team, I led the company strategy and product design as a function. I built and managed a team of eight product designers, from junior to lead level across client projects as well as consulting on product strategy for clients.

Product Design Lead, **Novoda**

August 2016 - Oct 2018 (2 years 3 months)

Worked with ImmobilienScout24 and AutoScout24 to build user-centred, goal-driven cross-functional teams. Achieved 19% growth in monthly active users and 35% growth in monthly sessions for ImmobilienScout24.

Mobile Product Designer, **Novoda**

July 2014 - August 2016 (2 years 2 months)

Worked with The Times & The Sunday Times to lead a redesign of the reader experience for Android, embedding user research into product design practices and championing accessibility & inclusive design.

Head of Design, **Touchnote**

Jul 2013 - Jul 2014 (1 year)

Led brand strategy, proposition, design & 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)