**Dominic Emanuel Horn**
Senior Product Designer (UX/UI)
UX Certified, Design Sprint Certified
M.A. Architect

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# As a Senior Product Designer,

I freelance with startup and enterprise teams as a designer and UX strategist, leading or joining depending on what's needed. Over seven years, I've built long-term partnerships with companies like Motius, Mercedes, Siemens, Zeiss and others — running research, facilitating workshops, designing and managing designers, developers and stakeholders from concept through to shipped products. Clients tend to keep working with me because I communicate clearly, stay proactive, design very well, and keep the big picture in view.

I also co-founded Common Ground, a venture-backed open-source alternative to Discord. More recently, I've been deep in AI-coding, designing, building and shipping multiple products on my own.

My background in architecture shaped how I approach problems: systems first, pixels second. I'm at my best when there's ambiguity: an abstract idea, a complex domain, a product that needs to find its shape. Let's build delightful software together.

## UX Toolkit ↓

### Process
Design Thinking
UX Strategy & Business Thinking
Human-centred Design
Generative / Evaluative Research
Surveys, Interviews, User Testing
Journey Mapping
Personas
Wireframing
High fidelity prototyping
Design Systems
High level aesthetic taste
Designing accessibly and inclusively

### Tech
Figma & Figjam
Claude Code, Cursor, Conductor
Notion / Jira / Trello / Azure / Github
Spline / Rotato / Jitter

## Experience (selection) ↓

### UX Lead
Jul 25-Dec 25 at Mercedes Benz with Motius, Munich

Lead the project to research and design exceptional **Voice AI** use cases for luxury Mercedes vehicles, handed over functional POCs of selected use cases of over 15 built together with a team at Motius

### Solo Entrepreneurship
Oct 24-ongoing

Solo-building **katalog.club**, a powerful media tracking web app with real-time social features. Previously built **findtruffle,** an experiment using wallet signup, crypto payments, feeding tweets into AI APIs and returning actionable insights.

## Experience ↓

### Atelier Minerva

**Product Design**

Dec-Jan 26

Designed & fully built the new web presence for Zagreb-based architecture off Atelier Minerva @ **www.aaminerva.com** built with NextJS

### eigenblue

**Product Design**

May-Jul 25

Crafted the temporary branding and website for the startup eigenblue.ai

### SPACEWALK

**Product Design**

Mar-May 25

Crafted the branding and website for the venture firm Spacewalk.vc

**Co-Founder, Design**

Mar 22-ongoing at Common Ground, Remote

Venture-backed Web3 social platform with € 1.5 M in funding so far. Explosive growth to 70k signups, now growing retention in a Discord-dominated environment.

### ZEISS

**Senior UI Designer**

Jan-Mar and Sep-Nov 22 at Zeiss, Remote

Leading the research and design for a Proof of Concept for a new Knowledge Graph platform.
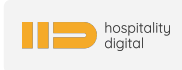
### MOTIUS WE R&D. / SIEMENS Healthineers

**Lead Product Designer**

Jun 21-Nov 21 at Siemens Healthineers, Remote

Leading the research and design of a PoC for a new internal Knowledge Graph platform. Handed over for continued internal development after funding greenlight.

## Bonus ↓

### Softskills

Positive and inclusive attitude
Big-picture awareness
Empathetic and clear speaker
Break down complex ideas simply
Precise (architect in me!)
Proactive communicator
Diligent note-taker
Kind-hearted

### Education & Certifications

2020 Design Sprint Facilitator Certification
2019 CareerFoundry UX Design Certification
2016 Master of Architecture,
Technical University Munich
2011 Bachelor of Architecture, Portsmouth
University

### Languages (seriously)

German native speaker
English native speaker
French fluent
Spanish fluent
Portuguese fluent
Croatian intermediate

# Experience ↓



## Interim Head of Design

Sep 20-May 21 at Hospitality.digital, Remote

Coordinated a due diligence with agencies, including market, stakeholder and user research. Conducted a heuristic analysis of the DISH platform and tools, modernised the web and mobile apps within complex team structures and constraints. Managed several designers to create a tested DISH Hub platform vision for DISH in 2021 based on user research and business requirements. Handed over a design system intended for long-term use.



## Senior Product Designer

Jan 20-Aug 20 at Stadtwerke München, Munich

Exploratory "Super App" design project for the Munich City Works. Lead a small design team and delivered a competing vision to their in-house designers. Received excellent feedback and was picked for continued internal development.



## Senior Product Designer

Jan 20-Aug 20 at Siemens, Munich

Conducted research, design, facilitated in-person and remote design thinking workshops, concepts and wireframing, high-fidelity prototyping and a design system for a Knowledge Graph MVP.



## Product Designer (UX/UI)

Nov 19-Jan 20 at Mercedes Benz, Munich

Participated in the design and pitching of a concept for a complex sharing economy mobility app

## Architect

Oct 16-Jan 18 at N-V-O Architects, Munich

Built the Werk12 in Munich, designed by MVRDV. Responsible for much of the construction planning. **Winner of the 2021 DAM Prize, Best New Building in Germany**

Thanks for reading! Want to work together? **contact@dmnc.eu**

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