

Robin Biechl



Senior Product Designer
based in Munich

[Portfolio Website](#)

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Education

Human-Computer-Interaction, M.Sc.
Master Studies, Paris-Lodron University Salzburg

Industrial Design, B.A.
Bachelor Studies, University of Applied Science Munich

Tools I Use

- Figma
- FigJam
- Miro
- Maze
- Optimal Workshop
- Pendo
- Framer
- V0
- AI helpers
- VS Code
- Zeroheight
- Storybook
- Cursor AI
- Notion
- Linear
- Confluence
- Jira
- Google Suite
- Adobe Suite

Language Skills

- German (mother tongue)
- English (business fluent)

Areas of Expertise

- UX Product Thinking
- Product Strategy and Planning
- Qualitative Research
- UI Design and Prototyping
- Stakeholder Management
- Storytelling
- Xfn Collaboration and Teambuilding

About Me

Product Design Leader with 6+ years of experience shipping B2B SaaS products in complex, constraint-driven environments. I thrive on solving tough problems through strong product thinking, UI craft, and cross-functional collaboration.

From 0→1 launches and incremental improvements to full-scale redesigns, I've partnered with teams to deliver high-impact, user-centered solutions. Most recently at Personio, I led the redesign of the Recruiting product and helped launch a Compensation Management domain.

Experience

Senior Product Designer April 24 - Now
Personio, Munich - DE

Leads product design initiatives shaping recruiting and compensation management solutions within the HR ecosystem. Worked with 5 different teams in three different product domains, over incremental improvements and big releases.

- Redesigned the Recruiting product, contributing to 28m€ ARR
- Released Employee Referrals - 2nd most requested feature
- Launched Compensation Management, contributing with 2m€ ARR

Product Designer July 22 - March 24
Personio, Munich - DE

Improved the Recruiting product for a better market fit and perceived experience. Shipped several increments to gain adoption and complete the offering of functionality, contributing to 25 million € total ARR.

- Incrementally improved the Recruiting product to market fit
- Decreased legacy usability issues by 40%

UI / UX Designer July 19 - June 22
Casavi, Munich - DE

Established design processes and structure as the first Designer in the company. Levelled up the team to a total of three people.

- Redesigned the tenant mobile app
- Launched a craftsmen marketplace from 0→1
- Incrementally improved the product for market fit

Industrial Designer March 18 - April 19
Bulthaup, Landshut - DE

Designing kitchen ecosystems—from physical products to digital interfaces—with a strong focus on the holistic experience of space and interaction.

- Designed and built the 2018 - Salone Mobile fair
- Established a row of new products to extend present kitchen space concepts

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Résumé