

Marten Limbach

Senior Product Designer

Motivation

Curiosity drives my work. After years shaping complex digital products, I'm now combining front-end development with AI-powered tools to bring ideas to life faster and collaborate more closely with engineers. I bring an analytical mindset to every design challenge, translating complex data into clear, actionable interfaces. I'm also investing in my German to connect more naturally with colleagues and clients in Switzerland.

References

Tõnu Mauring, CTO at Amenti
Sten Õitspuu, Head of Marketing at Äripäev
Epp Linke, Head of Design at Bigbank

Skills

Product Design

- Full-cycle product design from discovery to launch and beyond
- Complex B2B SaaS interfaces and data-heavy applications
- Design systems for long-term scalability and consistency
- AI-native design workflows using Claude Code, Figma, and prompt-driven prototyping

Growth & Marketing

- Campaign strategy and conversion optimization
- Sales funnel design and automation
- Lead generation and CRM implementation
- Data-driven iteration based on performance metrics

Research

- User interviews, usability testing, and field studies
- Journey mapping and information architecture
- Quantitative and qualitative analysis
- Translating insights into actionable product decisions
- Competitor and market analysis

Strategy & Leadership

- Product vision and roadmap collaboration
- Stakeholder alignment and workshop facilitation
- Cross-functional collaboration with developers, PMs, and stakeholders
- Balancing user needs with business objectives
- Systems thinking

Work Experience

Amenti AG / Founding Product Designer

Zürich, Switzerland / 06.2019 - 09.2025

Led product design from MVP to market traction over 6+ years, combining UX research, design, and growth marketing to establish Amenti in Switzerland's real estate market.

Market Research & Strategy

Led international research across multiple markets, identifying Switzerland as optimal target with strongest product-market fit.

MVP Development

Translated research insights into focused MVP strategy, preventing feature misalignment and establishing a culture of continuous validation throughout the product lifecycle.

Design Leadership

Built scalable design framework including data visualization components and 3D interactions, leading 6+ years of UI/UX evolution with embedded feedback loops for continuous improvement

Growth & Marketing

Doubled user base through targeted Meta/Google campaigns and automated sales funnels, transitioning from zero traction to paying customers.

SURFnCODE / Product Designer

Matosinhos, Portugal / 01.2019 - 04.2019

Designed MVPs for early-stage startups in fast-paced, iterative cycles, collaborating directly with founders and multidisciplinary teams to validate product concepts.

Lean Discovery

Applied rapid prototyping and user research to validate MVP concepts with cross-functional teams, focusing on problem-solution fit.

Agile prototyping

Created adaptive Figma prototypes across fidelity levels, pivoting design direction based on team insights and changing priorities.

Äripäev / UX-Designer

Tallinn, Estonia / 10.2017-01.2019

Led UX across Äripäev's publication portfolio, researching media consumption shifts and driving digital transformation through user-centered design innovation.

Business Model Transformation

Unified customer journey across content, events, and coaching products. Designed a new subscription experience.

Design Consolidation

Unified fragmented design experiences across multiple legacy publications, coordinating with development teams to improve consistency and user experience.

Bigbank / UX-Designer

Tallinn, Estonia / 03.2016-10.2017

Led UX research for Latvian branch while contributing to cross-market design solutions, balancing strategic research with day-to-day design work across international banking products.

Research & Legacy Redesign

Led comprehensive UX research for Latvian hire purchase system redesign, including field visits to retail locations and workshops with partner clerks to uncover workflow pain points. Translated findings into unified cross-market solution with integrated messaging system, contributing to award-winning back office platform.

Design System Management

Maintained design system consistency across multiple country branches while adapting to local content needs. Supported mobile app development with new features and UX improvements, plus created digital marketing assets for campaigns.

Themo / Product Designer

Tallinn, Estonia / 05.2015-03.2016

Designed end-to-end user experience for Themo's smart thermostat launch, spanning mobile app, physical interface, onboarding, and digital marketing presence.

Smart Thermostat UX

Designed integrated user experience across mobile app and physical thermostat interface, focusing on intuitive onboarding and core interactions. Collaborated with product and engineering teams to prototype and refine flows based on customer feedback and testing.

Digital Launch Strategy

Created Themo's first homepage and digital presence, aligning marketing messaging with product value proposition for market entry.

Freelance Designer

Tallinn, Estonia / 05.2015 - Present

Working across various fields and challenges spanning from cultural projects, visual identities to complex service and product design challenges.

Strategic design partner for fast-moving digital product teams.

Current location

Zürich, Switzerland

Birthday

02.05.1993

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Portfolio

martenlimbach.ee



Software & Technology

Figma, Adobe Creative Suite, Framer, HTML, CSS, JS, React, TypeScript, Three.js, Claude Code, Storybook, Cavalry, Ableton, Excel, Miro, Sketch, Keynote, GA, Meta Ads, Google Ads.

Languages

German, **B1**

Intensive training



English, **C1**

Business fluent



Estonian

Mother tongue

