

# TONY ANDREAS RUDOLPH

Product Design Leader & Visual Effects Artist

## LINKS

[Online Portfolio](#)

[Linkedin](#)

[IMDB](#)

## PASSIONS

Design Leadership  
Company Design Strategy  
Team Management  
DesignOps

## UX/UI SKILLS

- Design Thinking
- User Flows
- Mockups
- Prototypes
- User Research
- Design Systems

## SOFT SKILLS

- Empathy
- Time management
- Team work
- Creativity
- Collaboration
- Analytic thinking

## TOOLS

- Figma
- Dovetail & Maze
- Adobe XD
- Adobe Creative Suite
- Autodesk Maya
- Blender
- Nuke X
- Mari
- Davinci Resolve
- Speedtree
- Pixologic zBrush
- Microsoft Office
- Unreal Engine
- V-Ray

## WORK EXPERIENCE

### Senior/Lead Product Designer

01/2022 - present Digital Charging Solutions GmbH, Munich

- Owning the UX for the B2B & B2C landing pages, registration, charging price & tariff display, EV driver account & fleet management, CS FAQ pages, charging map & POI details
- Led Product Design & UX/UI for all business lines, managing 2 main products and over 15 major OEM products like BMW, MINI, Smart, JLR, Hyundai and more
- Headed a team of 6 designers, driving design excellence across internal and external teams
- Definition of internal design roles for the DCS. Hired, onboarded & mentored of 4 internal UX/UI & Product Designers (2 Juniors, 1 Mid, 1 Senior) with around 30 interviews led together with HR
- Successfully launched and managed 20+ design systems, enhancing consistency and reducing costs of around 1 million € across B2C & B2B products in development & rollouts
- Automated design rollouts, improving scalability and efficiency across the rollout design process for OEM & B2B brands
- Integrated data-driven design decisions, leveraging research and HEART metrics for continuous improvement using tools like Maze, Dovetail & Mixpanel
- Established and defined Design vision, mission, KPIs, and design strategies, aligning with business goals.
- Spearheaded the transition to internal UX processes, building a robust design culture
- Increased UX maturity from level 2 to 4, following the NNG model
- Conducted UX workshops, tests, interviews, and user research to drive user-centric design

### UX/UI Designer

05/2020 - 12/2021 OMNINET Software GmbH, Nuremberg

- Implementing a new design system across the SaaS and On-Premise software (reducing production time by 75% and pushes sales by 35%)
- Implementation of a Double Diamond process including a user research process
- Definition of the UX vision and goals of the team that align with the business goals of the company
- Creation of userflows, prototypes and user research

## LANGUAGES

German                      **native**  
English                     **fluent**

## EDUCATION

### Online courses

Nelson Norman Group

### The VP/Director of UX & Managing effective UX teams

September 2023 to  
November 2023

### Scholarship

UnternehmerTUM

### Leadership Talent Academy

October 2022 to  
February 2023

### Bachelor of Arts (unfinished)

Middlesex University London

### Film & Animation

2012 to 2013

### SAE Diploma

SAE Institute Leipzig

### Film & Animation

2011 to 2012

### vocational baccalaureate

Gutenbergschule Leipzig

### Diploma of Art

2007 to 2011

## CONTACT

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Germany

## Senior EU Graphic Designer

05/2017 - 01/2020 Amazon Appstore, Munich

- Design of landing pages for mobile to TV based on user/customer metrics that increased the visits by 54%
  - Doing of A/B tests to improve design decisions
- Quality control process that improve feedback intervals from 2-3 month down to 1 week
- Creation of asset database & workflow for the EU market to speed up creation by 42%
- Responsible for outsourcing, contracting, budgeting and quality management to design agencies in FR & UK

## Senior 3D Digital Matte Painter

09/2016 - 04/2017 ScanlineVFX, Munich

- Implimentation of a new digital matte painting workflow that enhanced speed and quality of the production by 38%

Projects: Star Wars Roque One, Transformers 3 - The last Knight, Bullyparade Der Film and Tatort Stuttgart

## Senior 3D Digital Matte Painter

02/2016 - 07/2016 RiseFX, Stuttgart

Projects: Captain America Civil War, The Lake and Cure for Wellness

## Senior 3D Digital Matte Painter

09/2015 - 01/2016 ScanlineVFX, Munich

Projects: Der geilste Tag, The Lake, Berlin Eins (TV Movie)

## Digital Matte Painter

11/2014 - 08/2015 Moving Picture Company, Vancouver, Canada

Projects: Captain America Civil War, The Lake and Cure for Wellness

## Freelance Concept Artist

10/2014 - 11/2014 Realtime, UK

Creation of concept arts for a mobile game shown at the gamescom

## Freelance DMP/Illustrator

08/2014 - 09/2014 RiseFX, Stuttgart

Clients: Atlantis Publishing, Papierverzierer Publishing, Imagine Publishing, Amber Artworks, Moviestuff-Berlin

## OTHER ACTIVITIES

### Speaker

Digital Design & UX  
Conference

### Internalisation & Standardization of UX in the automotive industry

April 2024

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### Speaker

SAE Institute Leipzig

### How to enter the Visual Effects & Gaming Industry

October 2023

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### Matte Painting Dozent

06/2014 - 07/2014 SAE Institute, Leipzig

I had 3 classes with around 30 students each in game design and visual effects teaching them digital matte painting and concept art

### Junior Digital Matte Painter

02/2014 - 06/2014 Framestore, London

Projects: Guardians of the Galaxy, Jupiter Ascending, Dracula Untold

### Digital Matte Painter Trainee

12/2013 - 01/2014 ScanlineVFX, Munich

Projects: Captain America Winter Soldier, Divergent, Big Game, The Cut

### Concept Art Intern

05/2013 - 11/2013 TRIXTER, Munich

Projects: Marvels Avengers 2 - Age of Ultron, Captain America Winter Soldier, Wolfblood 2, 7th Dwarf and various undisclosed commercial and feature film projects

### Visual Effects Intern

02/2013 - 04/2013 Lumalenscape GbR, Leipzig

### Freelance Illustrator

2011 - 2012 Lumalenscape GbR, Leipzig

Book cover illustrator for small book publishing companies like Atlantis Verlag

### Self-employed UX/UI Designer

2005 - 2011 Self-employed, Leipzig

Creation of websites, forum designs for startups.

## FREELANCE WORK EXPERIENCE FROM 2021

### Senior Concept Artist & 3D Digital Matte Painter

05/2022 - 05/2023 Black Sail Pictures GmbH, Munich, Germany

- Concept Art & 3D Environment creation for the feature film THE CROW from Rupert Sanders
- 2.5D Matte Paintings for German TV series "Die Bergretter"

### Senior Concept Artist & 3D Digital Matte Painter

04/2023 PSYOP, Berlin, Germany

- 3D Concept Art and Environment creation for an animated commercial for Vailant UK

### Senior Concept Artist

12/2022 - 03/2023 BCN Visuals, Barcelona, Spain

- Designing and creation of 2D/3D Concept art for 3D billboards for CADILLAC, SIXT, NISSAN and JETEX shown on the New York Time Square, LA Convention Centre and Dubai Airport

### Senior Concept Artist

11/2021 - 01/2022 Terminal FX, Ukraine

- Concept Art for an Indian fantasy TV show
- Digital Matte Painting for Chinese TV movie

### Senior Digital Matte Painter

11/2021 Parasol Island Germany

- Digital Matte Painting creation for an Audi X-Max Commercial

### Senior Digital Matte Painter

05/2021 - 08/2021 Arx Anima, Austria

- Matte Painting creation for one of the first Austrian Space-Sci-Fi Movies RUBIKON

### Illustrator

03/2021 Arrow Tec, Germany

- Illustration creation of German Drone Start-up for Marketing Material

**"TEAMWORK MAKES THE DREAM WORK"**

My personal philosophy