



Tony Andreas Rudolph

Head of Design | Product Design Leader | VFX Artist

Profile

Hi, I am purpose- and vision-driven Product Design Leader with 15+ years of experience in UX and product design for SaaS, B2C, B2B, and OEM ecosystems. Proven track record of building high-performing design teams, establishing & managing of complex white-label design systems, and scaling UX maturity & UX research activities. Skilled at turning complex user insights and business goals into high-impact design strategy. Passionate about creating inclusive, scalable, and measurable design experiences that align with business growth & product/company strategies.

Core skills and focus

- Design Leadership & Management
- Team Growth & Mentorship
- Company Design Strategy
- Cross-functional Collaboration
- UX Research & Metrics
- Design Systems & Operations
- Scalable Design Processes
- Enterprise & B2C SaaS
- Hands-on UX/UI work

Click the links

[Online Portfolio](#)

[Linkedin](#)

[IMDB](#)

Work experience

Digital Charging Solutions GmbH, Munich | 01/2022 - present

Senior/Lead Product Designer

- **Defined and led the design vision across B2C, Fleet, and OEM products**, aligning with company-wide strategy.
- **Built and scaled a team of 6 designers**, hiring across juniors to seniority levels and embedding a culture of mentorship, growth, ownership and accountability.
- **Owned design leadership across 20+ product touchpoints**, including hands-on work on registration, pricing display, account & fleet management, and customer service experiences.
- **Spearheaded the DCS design system initiative**, reducing design & development cost by €1M and boosting design speed and consistency across 15 front ends.
- **Established scalable design processes** (sprints, critiques, handoff protocols) across teams and B2C & B2B business lines.
- **Integrated user research and data tools & processes** (Dovetail, Maze, Mixpanel & Qualtrics) to drive data-informed design decisions.
- **Defined UX KPIs** (HEART, usability, velocity) to align product design efforts with measurable outcomes.
- **Elevated UX maturity from level 2 to 4** (NNG scale), establishing DCS as a UX-forward organization and integrating UX early in the discovery phase of features & new products.
- **Collaborated closely with PM, engineering, QA, sales, marketing and content teams** to shape and deliver unified product experiences.
- **Evangelized user-centered design and design thinking**, embedding these practices across DCS culture.

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

Senior UX/UI Designer

- Implementing a new design system across the SaaS and On-Premise software (Windows) → reducing production time by 75% and pushes sales by 35%
- Implementation of a Double Diamond design & UX 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 for features like a BPMN editor

Amazon Appstore, Munich | 05/2017 - 01/2020

Senior EU Graphic/Visual Designer

- Design of landing pages for mobile to TV based on quantitative user/customer insights that increased the visits of landing pages and downloads by 54%
 - Doing of A/B tests to improve design decisions
- Establishment of a design quality control process that improve feedback intervals from 2-3 month down to 1 week
- Creation of an asset library & 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

Framestore, ScanlineVFX, RiseFX, MPC, Realtime, TRIXTER & Lumalenscape | 05/2011 - 04/2017

Senior Concept Artist / 3D Digital Matte Painter / Environment Artist

Self-employed, Leipzig | 2005 - 2011

Self-employed UX/UI Designer

Education

Nelson Norman Group | 09/2023 - 11/2023

1. The VP/Director of UX
2. Managing effective UX teams

UnternehmerTUM | 10/2022 - 02/2023

Leadership Talent Academy (Scholarship)

Middlesex University London | 2012 - 2013

Film & Animation

(Bachelor of Arts | not completed)

SAE Institute Leipzig | 2011 - 2012

Film & Animation (SAE Diploma)

Gutenbergschule Leipzig | 2007 - 2011

Diploma of Art (vocational baccalaureate)

Languages

German

English

**Native
Business Level**

Hobbies

Cycling, Hiking, Weight Lifting, Diving,
Photography, 2D & 3D Art, Travelling

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