

# Benjamin Hartung

## Brand & Digital Product Designer

[supportdesign.de](http://supportdesign.de)  
[linkedin.com/in/bchartung](https://www.linkedin.com/in/bchartung)  
[bchartung@me.com](mailto:bchartung@me.com)  
+49 171 689 3657

### *Work Experience*

#### **LeanIX / Design Lead. 2018 — today**

Currently, I lead a multidisciplinary design team of brand and visual designers, motion designers and videographers. I have created and led a continuous brand evolution from core brand to product landscape to flagship event series to support LeanIX hypergrowth journey. I designed a product website relaunch, created illustration and visual design frameworks and conceptualized product storytelling with storyboards and style frames for motion design.

Previously, I contributed as a UX lead to level up the app user interface by helping to create UI explorations, a design system and component library and rethink user interactions.

#### **Hype / Product Design Lead. 2015 — 2018**

I built and led a design team of UX, UI designers and front-end developers to revamp all UI components and restructure the entire user experience of a highly customizable and modular enterprise B2B software platform. I conceptualized and built prototypes to present a product vision to the board and developer teams. Established user journey maps and user testing that helped to validate the redesign of the information architecture.

#### **Telekom / Manager UI/UX Design. 2012 — 2015**

I joined the product-design team of Deutsche Telekom during a build-up initiative, enabling a product centric mindset-shift throughout the organization. Among 150 other designers I learned a lot and helped to build a coherent and consistent customer experience, design for simplicity and create design systems for scalability. Including prototyping, user testing, ux-writing, working with building units and grids and stakeholder management to create great end-to-end customer experiences.

#### **Radikant / Co-Founder. 2009 — 2012**

I co-founded Radikant Design, a brand- and strategic-design agency driven by minimalistic and product-centered design work. Diverse project experiences helped me to find that my skills to be most effective at the intersection of brand and product design.

### *Education*

#### **KISD. Technology Arts Sciences TH Köln**

Diplom Designer-FH

#### **Staatl. Berufskolleg NRW**

GTA Grafik- und Objekt design

### *Skills*

#### **Product Design**

User Experience Design  
Wireframes & Mockups  
User Interface Design  
Design Systems  
Prototyping  
Information Architecture

#### **Brand Identity**

Brand Design & Strategy  
Art Direction & Tone of Voice  
Storytelling & Storyboards  
Customer Experience  
Team Lead Design & Hiring

Agile & SCRUM  
Working with OKRs

English, CEFR C1/C2  
German, native