Tobias Treppmann

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EDUCATION

B.A. Theology, (equiv.),
Theologisches Seminar Rheinland, 2003-2007

M.A. Leadership
Kairos University, 2022-currently enrolled

PROFILE

Accomplished Design Leader specializing in transforming organizations and creating business impact through strategic UX/UI and product innovation. With over 15 years of experience, I excel in building high-performing teams, driving design maturity, and delivering user-centered solutions tailored to both enterprise and SMB-specific challenges.

EXPERIENCE

Head of Product (Platform) & Design, *ChurchDesk GmbH*

Berlin, Germany 2024-present

- Strategically led the redesign and roadmap development for ChurchDesk's core SaaS platform, streamlining key workflows tailored to SMEs and enterprise churches.

- Spearheaded company-wide web accessibility compliance, including leveraging AI-powered alt-text generation for customer-facing content.

- Championed cross-functional team alignment, simplifying communication channels between product, design, and engineering—leading to faster development cycles.

- Delivered customer-focused solutions by developing a suite of modules (shared inbox, booking requests, and case management) to help clients automate remote processes.

Head of Product Design, *Ninox Software GmbH*

Berlin, Germany 2023-2024

- Established design as a core strategic function, giving it parity with product and engineering teams, while overseeing the platform's evolution into a robust low-code ERP environment.

- Guided cross-functional teams through the implementation of innovative UX paradigms, addressing user pain points and positioning the product competitively in the B2B space.

- Developed a cross-functional design process enabling engineering, design, and product teams to work collaboratively within an Agile framework.

- Mentored designers and writers, advocating for team development and promoting roles into higher-level leadership within the organization.

Product & UX Strategist, *Hypoport Hub SE*

Berlin, Germany 2021-2022

- Partnered with the executive team to revamp services, transforming the organization into a scalable service product company.

- Developed and delivered design thinking training programs for executive leadership as well as service teams
- Led research initiatives that resulted in standardized, scalable service offerings while maintaining flexibility for diverse client needs
- Introduced portfolio development strategies focused on aligning operational flexibility with customer needs in a decentralized enterprise.

Director of Design, *Datameer GmbH*
Berlin, Germany 2016-2021

- Led design team of 3 professionals through complete UX/UI redesign of data analytics platform serving highly-regulated industries
- Elevated design from execution-focused function to strategic business partner, securing executive support for user research initiatives
- Pioneered innovative research methodologies to overcome access limitations in regulated industries (banking, insurance)
- Implemented iterative screening processes on usertesting.com that successfully identified and engaged hard-to-reach user personas
- Developed research protocols that yielded actionable insights for product development
- Balanced strategic leadership with hands-on design work, ensuring high-quality outputs while mentoring team members

UX Strategy Lead, *Spreadshirt*
Leipzig, Germany 2014-2016

- Led the adoption of a customer-centric product strategy, shifting the organization's focus from internal goals to meeting user needs more effectively.
- Drove UX team development, enhancing maturity in practice, processes, and collaboration across departments.
- Spearheaded key areas for product innovation, identifying features that supported business growth and streamlined user experiences for an international eCommerce platform.
- Evangelized an "outside-in" approach, aligning product decision-making with direct user insights gathered through extensive user research initiatives.
- Managed and harmonized complex stakeholder relationships in a matrix organization, ensuring consensus on product priorities.

UX Manager, *HairDirect*
Lancaster, PA, United States 2013-2014

User Experience Designer, *andCulture*
Harrisburg, PA, United States 2012-2013

Web Designer & Front-End Developer, *HOPE International*
Lancaster, PA, United States 2009-2012