Steffen Frech UX/UI & Product Designer

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Objective

To be part of a collaborative team developing innovative products and services that puts the user in control of achieving their goals faster and easier. My guiding principle is transforming complex features into an intuitive dialog with the user by applying best practices, creativity, and 10+ years of expertise.

Senior Product Designer @ Cisco Systems San Francisco | August 2022 – Present

Cybersecurity & Observability Platform, Big Data Analytics & Monitoring, AIOps Intelligence

- Formulated UX architecture for automated workflows using agentic AI systems conveying transparency, accountability & productivity
- Design strategy to transition from AI enabled to AI integrated products
- Information architecture for new full stack data observability platform
- Driving concept & design strategy for platform extensibility / app store
- Established dashboard framework, formulated design guidelines
- Led sketch sessions with developers & PMs driving fast iteration cycles

Product Designer @ Navis LLC. Oakland | June 2014 – July 2022

Enterprise software solutions for the supply chain industry, mayor clients: ONE, HL, Maersk

- Designed & shipped berth web app, a logistics tool for optimizing a terminal's capacity; drove iterative product growth for each release cycle
- Brought to market workflow app with a smart dashboard design
- Led design of a new cloud-based collaboration tool for storage planning
- Conducted research & user testing via contextual inquiries during on-site visits, moderated / unmoderated sessions & interviewing
- App UX/UI for inventory planning, rail switching services, truck scheduling
- Developed and maintained design system to ensure consistent look & feel

UX/UI Designer @ Total Media USA Inc. San Jose | March 2013 – May 2014

Total Media's VOD & TV services for web & mobile devices was adopted by Telenor Hungary.

- Creative lead for company's wholesale OTT video streaming service
- Implemented new features for the app's web, tablet, phone & TV version
- Achieved high conversion rates designing simple sign up & registration flows
- Designed easy to use payment flows for in-app purchases of subscriptions
- Developed browsing experience for large VOD catalogue, live & catch up TV
- Managed website design, branding, promotional material for sales

UX Designer @ thismoment Inc San Francisco | Nov 2011 – Feb 2013

SaaS solution for major brands like P&G, Coca Cola, KIA providing CMS for customer engagement

- Created design system & documentation for customers, sales & marketing
- Drove concept & design of a self-serve web portal improving efficiency
- Led digital asset management team supporting client's channel branding
- Consulted clients & provided creative concepts, designs & graphics

Other Work & Projects

- **Consulting & Freelancing** Advertising, Financial Services, Health Industries
- **Digital Media Designer & Video Editor** Video Arts
- **Motion Graphics Instructor** Academy of Art

Portfolio:

🌐 sfrech.com

Bē behance.net/sfrech

dribbble.com/SteffenFrech

in linkedin

Expertise

Enterprise & Consumer UX/UI, Product Design, Visual & Interaction Design, B2B & B2C, Wireframes & Story Boarding, Sketching, Mocks, Prototyping, Concept & Strategy, Personas, Usability Testing, Analysis, Best Practices, Ideation, Contextual Inquiries, User Research & Testing, Information Architecture, Customer Journey Maps, Design System, Documentation, Diagrams & Flow Charts, Motion Graphics, Video Editing, Team Leadership, Agile, MVP, Mentoring & Consulting

Tools

Figma	Figjam
Adobe XD	Sketch
After Effects	Photoshop
Lucid Chart	Miro
Omnigraffle	DaVinci Resolve

Education

Masters Degree in
Media & Communications
University of Leipzig

Certificate in User Experience
*Nielsen Norman Group
(UXC#1017622)*

Languages

English (fluent)
German (native)
French (spoken)