Marc Heiland

Lead Product Designer // Design strategy for complex B2B systems

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SUMMARY

Product designer with 15+ years in design and 8+ in UX, mostly for large, regulated organisations. For four years I led UX on a global telco's B2B quoting platform: 1,400+ sales users and 36 developers. In the best case, offers that took weeks were done in hours. Next, I want an in-house role in design leadership: lead designers and set the quality bar the products are held to.

EXPERIENCE

MappieLab // Berlin

Founder: 06/2025—Present

A small product company, set up to run largely on AI agents so it works alongside a full-time role. Agents handle research, supplier mail and prototyping; I decide on safety and quality.

- Designing the product system and testing it with physical prototypes.
- Sourcing materials and producers across Europe and working out costs, pricing and sales channels for a first production run.

denkwerk // Berlin

Lead UX Designer: 06/2023—05/2026
Senior UX Designer: 03/2021—06/2023
UX Designer: 10/2019—03/2021

Client: Global telco

Consumer self-service app and website (06/2025—02/2026)

- Raised the app's visibility where customers come across it, with new banner formats on the website and in the telco's shops; routed several website flows into the app and designed its landing page and the telco's favourites page on Android.
- Proposed universal links for the self-service app and wrote the full concept: how they work, which use cases they serve, how to implement them, and which teams to involve when. Implementation was planned when I left.

Client: Asset manager

Design system and UX pattern library (09/2025—12/2025)

- Set up a UX pattern library on top of a mature design system used by many product teams from different agencies, documenting forms, filters, navigation, calculators and empty states to keep teams from solving the same patterns differently.

Client: Retail bank in a national banking group

Account opening and website relaunch (05/2024—07/2025)

- Audited the online account opening funnel. The bank took our findings to the group's IT provider and brought us in to present them. Parts of the reworked checkout went live for all ~800 banks of the group, and the bank later reported a much higher completion rate.
- Led the relaunch strategy and guided a senior UX designer and a junior visual designer: new accessible CMS ahead of the WCAG 2.2 legal deadline, vision and content workshops, content prioritisation by fixed metrics, 17 focus pages and 7 page archetypes as blueprints for migrating 1,000+ pages. The site went live on time.

Client: Global telco

B2B quoting platform (SAP CPQ) and wholesale procurement tool (10/2019—02/2024)

- Led UX for the quoting tool used by 1,400+ B2B sales staff, working with 36 developers in three teams plus SAP consultants, architects and business analysts.

denkwerk, continued

- From 2020, gave design guidance to 5 designers in two partner teams and ran a bi-weekly design sync with them, so their products followed the same UX standards as ours; from 2021, also led 2 UX designers day to day (work allocation, design reviews, onboarding, input for feedback and performance reviews), both later promoted to lead their own projects, and interviewed candidates with a vote on hiring.
- Shaped how the weekly sync with sales leads from all regions ran, and led some sessions myself. They brought in requests and bugs, co-designed features and became advocates and internal trainers.
- Designed the Asset Table, which gave sales the group's first consolidated view of a customer's existing contracts and laid the ground for existing-customer business in CPQ.
- Found that the approval rule sets of different sales areas contradicted each other, and got the stakeholders to align them. Approvals went from up to five sequential emails to a single click.
- Designed the offer and contract templates that, for the first time in the company's history, gave customers one offer document across all connected product groups.
- From late 2021, also led UX for the wholesale procurement tool: brought in new UX topics, agreed a UX roadmap with the client and planned the UX team's budget and staffing across both products. Drove the rollout of the company's new design system, built by colleagues, across both tools and one more product.
- After I presented a year of UX results to the business owner, the client brought us into its Salesforce stream. With a second designer, I mapped how service cases run across the CRM, the quoting tool and the service systems, in workshops with three product teams, and defined the deep dives for the next phase.

Event direction and stage work // Berlin

2017—2019

- Event direction for street art events; freelance stagehand at Theater Ballhaus Naunynstraße.

iconmobile group // Berlin

UX intern, then working student: 08/2015—11/2016

- A consumer finance app for a German bank: ran user research and concepted the MVP's screens and flows.

Earlier

2007—2015

Designer at Großstadtlichter (event agency); freelance graphic and web design alongside my studies.

EDUCATION

B.A. Interface Design // FH Potsdam (University of Applied Sciences) // 2012—2017

Communication Design // FH Potsdam // 2008—2012, switched to Interface Design

Event management apprenticeship (IHK) // Großstadtlichter, Berlin // 2004—2007

SKILLS

Strategy & systems: service design and blueprints, product roadmaps, information architecture for data-heavy tools, approval and rule logic, user research, usability testing and co-design

Design & prototyping: design systems and pattern libraries, accessibility (WCAG 2.2), prototypes in Figma, Framer and HTML/CSS, AI-assisted prototyping with Claude Code

Leadership & collaboration: mentoring, design reviews, workshops, budget and staffing planning, onboarding and hiring interviews, SAFe and PI planning, refinement with POs and architects, stakeholder alignment

LANGUAGES

German (native) // English (proficient) // French, Spanish, Latin (basics)

