

Sandro Schätz

SENIOR UX DESIGNER — MUNICH, GERMANY



Contact

sandro@schaetz.info
linkedin.com/in/sandroschaetz
Munich, Germany

Education

Certified Communication Designer

Design School
Since 2015

Media Designer Digital & Print

IHK
Since 2012

Skills

UX Strategy & Concepting
Wireframing & Prototyping
Stakeholder Management
Design Systems
Accessibility (WCAG 2.1)
Design Thinking
User Research
Team Mentoring

Languages

German — C2, Native
English — C2
Italian — C1
Spanish — A2

Tools

Figma, Miro, Jira, Confluence,
HTML/CSS
Certified: CPUX-F

Experience

Senior UX/UI Designer

adesso SE, Munich
Since 07/2021

Full ownership of UX/UI subprojects across insurance, public administration, and industry clients. Direction of individual designers on a project basis, and stakeholder consulting in politically and technically demanding environments. See selected projects below for detail.

Art Director & UX/UI Consultant

Freelance, Munich / remote
Since 05/2016

Alongside main role: UX/UI consulting, art direction, and prototyping in Figma for own clients.

Concept Developer

ARITHNEA GmbH (now adesso SE), Neubiberg
08/2019 – 04/2020

Website concepts and pitches for major German and international brands, with regular contact with client decision-makers.

Art Director

Agentur SYNEKTAR GmbH, Munich
10/2018 – 07/2019

Campaigns and digital presences for European market leaders in mechanical engineering and lubrication. Led staff and freelancers.

Junior → Senior Art Director

Trion Visual Concepts GmbH, Munich
2012 – 07/2018

Six and a half years progressing from Junior to Senior Art Director. Corporate design, web and print layouts, online advertising material. Mentored junior talent and took over graphic department direction after a superior's departure.

Selected Projects

meinMAKLERSTORE

VHV Versicherungen — Concept Lead
Since 04/2026

Restored client trust on a stalled marketplace project through close stakeholder work and a strategic concept benchmarked against Amazon, Udemy, Otto, and Atlassian Store, leading to a contract extension.

Evolution

Generali Deutschland AG — UX/UI Designer
05/2022 – 04/2026

Owned the health insurance line of a five-line legacy platform redesign end-to-end, serving 18,500+ advisors, pricing and gating coverage across a large combinatorial space of family and health-disclosure rules. This line launched first among all five.

Brillux Digital Experience Platform

Brillux GmbH & Co. KG — UX/UI Designer
Since 04/2026

Concept for a specialist-matching configurator and new web modules including colour-tone search and academy shop. Defined accessibility standards across the platform and mentored an in-house designer into UX/UI.

UX Audit Gaggenau

BSH — UX/UI Designer

07/2022 – 08/2022

Expert review based on ISO 9241-110 and Gestalt principles, with remote usability testing across customers in Germany and the US.

WebApp Clearing BVA

Bundesdruckerei GmbH — UX/UI Designer

11/2021 – 06/2022

UX concept, wireframing, and prototyping for a new aid-processing web app, coordinating with an external development team in Poland.

CiQuit DiGA

LUNA medical GmbH — UX Designer

08/2021 – 04/2022

UX concept and information architecture for a Class I/IIa medical device app for smoking cessation, paired with timed-lock hardware.

Health Performance Management

Bundesdruckerei GmbH — Consultant

07/2021 – 11/2021

Concept, moderation, and evaluation of a stakeholder workshop on addiction prevention and counselling.

Digital Entry Registration (DEA)

Bundesdruckerei GmbH — UX/UI Designer

07/2021 – 10/2021

CMS concept for managing high-risk zones and virus variants, with multilingual documentation.

Pitch: interhyp.at Redesign

Interhyp Vienna — UX/UI Designer

05/2020 – 09/2020

User-group research and personas, plus a high-fidelity prototype for a visual financing-calculation chatbot.

Pitch: bayern.by Redesign

Bayern Tourismus Marketing GmbH — UX/UI Designer

05/2020 – 07/2020

New overall concept for Bavaria's tourism portal built around bookable experiences. Led the design team and presented the concept on-site.

Corporate Website Optimisation & Evolution

Knorr-Bremse — UX/UI Designer

03/2020 – 07/2020

Ongoing design-system evolution, wireframing new features and sections, and client consulting on digital topics.

eService B2B Portal

KraussMaffei Technologies GmbH — UX/UI Designer

01/2020 – 07/2020

B2B service platform for individual machines covering documentation, training, maintenance, and spare-parts purchasing, with concrete user flows and prototypes.

munich.travel Tourism Portal

Landeshauptstadt München — UX/UI Designer

08/2019 – 04/2020

Evolution of Munich's official tourism portal as visitors' first digital touchpoint, including content proposals and development-team briefings.

Notable pitches (selection): numerous pitches for recognised brands, including ARAG (insurance) and MERCI – August Storck KG; some involving video/animation production in Adobe After Effects or AI tools.