



PORTFOLIO

www.leonie-pfalz.com

CONTACT

leoniebrewin@gmail.com

07360 646661

SKILLS & EXPERTISE

- Strategic, user-centered product leadership
- Team leadership, mentoring, and talent development
- Advancing UX maturity and driving design culture
- Leading UX ceremonies and design sprints
- Championing Voice of the Customer programs
- Cross-disciplinary collaboration and stakeholder management
- Data-driven, hypothesis-led decision-making
- Impact measurement, reporting, and continuous improvement
- Expertise in design systems and accessibility best practices
- Experience in both D2C and B2B environments

COMMUNITY

- **Children's Educator**, Future Legends – inspiring young girls to become future innovators and leaders.
- **Design Lab Meet-Up Host** – fostering knowledge-sharing and collaboration within the UX community.
- **Conference Speaker, Writer & UX Workshop Facilitator** – sharing insights & best practices on UX, leadership, and product strategy.

EDUCATION & CERTIFICATIONS

- **HCI Design**, Stanford University (2013)
- **BA (Hons) Graphic Communication**, Bath Spa University (2004–7)
- **Art Foundation Diploma**, University of Gloucestershire (2003–4)

Leonie Pfalz

Strategic User Experience Leader

17+ years driving innovative digital experiences through user-centred design practices, empowered teams, and strategic product leadership. 9+ years building and scaling UX teams, elevating UX maturity, and championing cultures of connection, collaboration and psychological safety.

Director of User Experience

Unmind | London | Apr 2022 – Mar 2025

- Shaped the product vision and user experience strategy
- Led and developed a high-performing team of product designers and user researchers
- Ran Unmind's company-wide Voice of the Customer programme to drive insight-led decisions
- Launched numerous successful product experiences with measurable business and user impact
- Key metrics: 40% MoM retention, 4.5/5 user satisfaction

Head of Product Design

Flink | Berlin | Oct 2021 – Apr 2022

- Scaled and led a 20+ person UX team across product design, research, and content design
- Drove alignment across product, commercial, and brand teams
- Key metrics: Increased basket size, engagement, and retention

Design Team Lead

Just Eat Takeaway.com | Berlin | Sep 2020 – Apr 2022

- Owned the Consumer UX vision across European markets
- Grew and managed a 13-person multi-disciplinary UX team
- Partnered with product, data and engineering leaders to create the consumer product strategy
- Key metrics: Improved user retention and conversion

Head of Product Design

Novoda | Berlin | Oct 2018 – Sep 2020

- Part of the executive leadership team, shaping company and client strategies
- Led and mentored a team of 8 product designers across multiple client engagements
- Delivered strategic workshops and UX consultancy to clients

Product Design Lead

Novoda | Berlin | Aug 2016 – Oct 2018

- Led UX teams at ImmobilienScout24 and AutoScout24
- Embedded user-centered design practices including research, workshops, and collaborative design
- Key metrics: Increased MAUs and user engagement

Mobile Product Designer

Novoda | London | Jul 2014 – Aug 2016

- Led the redesign of The Times & The Sunday Times reader apps
- Embedded user research into agile product development
- Key metrics: Boosted Google Play rating from 2.8 to 4.4, +32% monthly active users, increased article engagement

Head of Design

Touchnote | London | Jul 2013 – Jul 2014

- Led end-to-end brand and product strategy across iOS and Android
- Solely responsible for mobile UX deliverables and embedding consumer insights
- Key metrics: 80% increase in average order value, App Store rating of 4.8 (iOS) and 4.2 (Google Play)

Mobile Product Designer, Touchnote | London | 2010 – 2013

Product Designer, Concrete Studios | London | 2007 – 2010