



Kai L. Hoppenheidt

Curriculum Vitae



01 PERSONAL INFORMATION

Kai L. Hoppenheidt

Maierhofstr. 33
81241 Munich / Germany



+49 176 78 299 159



kaihoppenheidt@gmail.com



LinkedIn | Kai L. Hoppenheidt



Web | www.khoppenheidt.de

02 INTRODUCTION

I'm an ambitious and hard-working **design researcher and UX consultant** with entrepreneurial drive and more than 8 years of professional experience. I am passionate about solving complex problems and bringing impact to organizations that do something meaningful.

I am very experienced in **translating data into simple and easy-to-use solutions** – especially in technologically complex environments and challenging markets. Having a multidisciplinary background, being able to **combine insights from design, technology and business** is one of my major strengths and I am excited to tackle projects with high strategic impact.

03 PROFESSIONAL EXPERIENCE

References (german)
available upon request

weframe | Munich

Senior UX/CX Researcher

December 2020 - Present

weframe is a tech company that aims to reinvent the way meetings and workshops are done by providing hardware and software solutions for hybrid, cross-device group collaboration.

In order to put the user at the center of their complex product-service ecosystem and make it more efficient, usable, and enjoyable, I am currently **building and leading the UX & CX research team**. Being responsible for the **overall organization and coordination of the team's initiatives**, I am establishing basic infrastructure, tools, workshop formats, processes, and a broad set of study designs and design deliverables while also leading a small team of User Researchers and Service Designers.

Communicating insights from user research to management and across departments, I am strengthening the **alignment of product strategy, business goals, and market needs**. In addition, I am still doing practical UX research and service design work – conducting end-to-end user studies, translating data into actionable insights, and iterating conceptual designs.

uintent | Hamburg & Munich

Co-Founder & Experience Designer

June 2018 - November 2020

In 2018, me and ten of my former co-workers developed the **vision of an agile and innovative UX agency** that not only helps clients to create great customer experiences but itself practices what it preaches. We created an agency that takes employee experiences serious.

Since then, uintent has grown into a **well-known UX agency in Germany** and created an international parent company (ReSight Global) that leverages a global network of UX professionals. In the start up period, I took the **lead in creating the new corporate design**, including the company website, marketing materials, and project deliverables. In addition, I developed a **stable relationship with two major clients** from the business software and automotive industries that were essential for the company's success. I also took care of entrepreneurial tasks like process streamlining, controlling, sales, and business development.

I continued to **conduct UX research studies**, being responsible for project management from start to finish. In addition, I acted as design lead within the company, consulting clients as well as colleagues on interaction and interface design.

GfK | Hamburg

UX Consultant | Product Group User Experience

July 2017 - May 2018

GfK promoted me to the position of UX consultant in July 2017. I began to focus on the B2B software and automotive industries. Being the **key account manager for a business software client**, I was responsible for pricing calculations and negotiations and delegating projects to GfK's junior consultants. In addition, I was able to pilot and **implement an approach of agile and iterative UX testing**.

Research Professional | Product Group User Experience

March 2015 - June 2017

As Research Professional at Germany's largest market research company I planned and conducted **UX projects for a wide range of clients** (e.g. automotive, finance, media, and healthcare) and consulted them in the fields of interface and product design.

I applied a variety of tools and methodologies, including **usability tests, rapid prototypings, requirements analyses, card sortings, contextual inquiries, diary studies, and focus groups**. I created several types of research deliverables like **detailed PPT reports, information architectures, flow diagrams, and personas**. Another part of my job was the presentation of those deliverables as well as running **design workshops** with important client stakeholders.

Intershop | Jena

Working Student | User Experience Department

July 2013 - October 2014

At Intershop, I worked in the **UX research** team. Tasks included **data collection** at Intershop's clients, **data analysis** and **data presentation**. In cooperation with the visual design team, I created **personas** for the product development teams. Furthermore I performed detailed **task analyses**, created **BPMN diagrams** and worked on **spreading UX findings** using a Confluence wiki.

From May to October 2014, I was working on my master's thesis at Intershop, in which I developed a **framework for detailed customer journey analyses** in an omni channel retailing environment.

Universal Music | Berlin

Internship | Key Account Management, Department Sales / Digital

February 2012 - August 2012

As an intern at the *Universal Music Group* I gained first experience in the field of key account management and enhanced my expertise with a variety of online marketing tools. The core areas of my work were affiliate marketing, pricing campaigns, market analyses and B2B newsletters.

twago | Berlin

Internship | Online Marketing & Search Engine Optimization

August 2011 - February 2012

Working at *twago*, I was responsible for online marketing and SEO projects, including keyword analysis as well as onpage and offpage optimization. I also did PR work in a fast-growing and dynamic start-up.

University of Vienna | Vienna

Tutor (Media Economics) | Institute of Media and Communication Studies

March 2011 - August 2011

As an assistant tutor at the *University of Vienna* I was able to deepen my knowledge of media and information economics as well as marketing in the media industry.

ACADEMIC
BACKGROUND

Certificates (german)
available upon request

Grades range from 1,00 (very
good) to 6,00 (insufficient)

Quantic School for Business and Technology

Executive MBA

July 2021 - Present

Bauhaus-University Weimar

Studies in Media Management (Master of Arts | GPA 1.49)

October 2012 - February 2015

Major subjects: *Media Management, Media Economics*

Beuth University of Applied Sciences Berlin

Computer Science for Media (studied 1 semester | GPA 1.7)

October 2011 - February 2012

University of Technology Vienna

Computer Science for Media (studied 3 semesters | GPA 1.55)

March 2009 - October 2011

University of Vienna

Media and Communication Studies (Bachelor of Arts, with honors | GPA 1.25)

October 2007 - October 2011

Major subjects: *Communication Science, Multimedia Journalism, Advertising*



UX research & testing

- **Explorative research:** Qualitative interviews, remote interviews, focus groups, and ethnographic tools like contextual inquiries and diary studies
- **Evaluative research:** Usability & UX testing, remote & agile testing, rapid iterative testing, cognitive walkthroughs, card sortings, tree testings, and benchmarking studies
- Creation of **highly visual research deliverables** like personas, customer journey maps, service blueprints, task flows, user requirements lists and PPT reports
- **Presenting research findings** and spreading the user-centric mindset



UX design & ideation

- **Translation of research findings into product and service designs** that address users' goals, requirements and feedback
 - Moderation of co-creative formats like **design sprints** and **design thinking workshops** to generate ideas and product concepts
 - Development of **conceptual designs** (e.g. information architectures, flow diagrams)
 - **Creation and iteration of interactive product concepts** and interaction designs with wireframing and prototyping tools
 - Creation of highly-polished **visual designs**
- Advanced knowledge of the **Adobe Creative Suite** (Illustrator, Photoshop, InDesign, XD) **and other tools** (e.g. Figma, InVision, balsamiq)



Technology & development

- Advanced understanding of client-side web technologies like **HTML, CSS, and JavaScript** as well as basic understanding of server-side technologies like PHP and databases
- **Basic programming knowledge** in Java and VBA
- Ability to **connect design and development stakeholders**



UX strategy & design management

- Support in the development of **overarching UX strategies** and the harmonization of **user-centricity and business objectives**
- Consultancy in **building a user-centric company** (restructuring processes, providing trainings, aligning company culture, knowledge sharing platforms, ...)
- Systematic **integration of UX into agile development**
- Ability to **connect design and business stakeholders**



Languages

- **German** (native speaker)
- **English** (business fluent)



Interests

- **Long distance running:** According to my Polar tracking app, I recently hit the 1.000 km mark. My first marathon will have to wait due to Corona though.
- **Hiking:** I do a long distance trek every year since 2017 (e.g. the Hadrian's wall path) and love the Saxon Switzerland national park. I am also very excited to explore more of the Alps, now that I live in Munich.
- **Movies & cinematography:** I have rated more than 600 movies on IMDb and have a watchlist of more than 1.000 movies. My favorite pieces of work currently are the ones of Denis Villeneuve, Roger Deakins and Clint Mansell.
- **Carpentry:** So far, I have designed and built a couple of furniture pieces but I am just getting started. I am excited to equip my new workshop and dive deeper into the craft.