

Christian Greven

Senior Product Designer

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Introduction

Senior Product Designer with 15 years of end-to-end experience across marketplaces, news, and e-commerce — five of them as Head of Design.

My method is to start with the problem, not the screen: research and data first, one direction shaped with real feedback second, built in the same rhythm as Engineering third.

I've built a design practice from zero, led and grown a team, and tied user research to product strategy on platforms used by millions of people.

Skills

Product Design

End-to-end product design · 0→1 & redesign at scale · Marketplace / B2B / News · Product strategy

Research

User interviews · Usability testing · Flows & information architecture · Rapid Prototyping · Requirements · Personas

Systems

Design systems · Figma · Developer handoff · Accessibility

Leadership

Building design teams from zero · Hiring & mentoring · Cross-functional partnership with Product & Engineering

Tools

Figma
Framer
Vibe Coding
Webflow
Adobe Creative Suite
Claude AI / Design

Education

Macromedia University
Media Designer, Digital & Print · 2007 — 2010

Languages

German (native) · English (professional)

Experience

Senior Product Designer

SMG Swiss Marketplace Group · 2020 — 2025

[Case Study](#)

Redesigned the vehicle listing flow end-to-end: introduced early role detection so the same flow stays lean for private sellers and powerful for professional dealers.

One product, two very different jobs to be done. Built a scalable inventory management system for dealer stocks of 10–150 vehicles, surfacing price, performance and status directly in the list.

Owned content architecture and UX for Magazine/Guide from homepage to article, so editorial content builds trust and still leads back into the marketplace.

Ran 100+ user interviews and iterative usability tests with dealers and private sellers, in close partnership with Product, Engineering, and Research — findings fed directly into the backlog.

Product Designer & Requirements Engineer

TX Group / 20 Minuten / TX Markets · 2019 — 2020

[Case Study](#)

Designed wireframes and prototypes for feed, article, and 20min NOW — a short, vertical video-news format that folds into the article and shipped live.

Translated news product requirements into UX concepts, acting as the interface between Design, Product, and Engineering.

Contributed information architecture, flows, and handoff for a new content-management system shared across twelve Swiss newspapers.

Head of Design

DEINHANDY.de · 2015 — 2019

[Case Study](#)

Built the design function from zero: hired and led a team of 8, established process and design system, as the company scaled from 7 to roughly 120 people.

Owned UX/UI, branding, and conversion across the full catalog-to-checkout journey.

Partnered with Marketing, SEO, and Engineering through the transition from a monolith to microservices architecture.

Product Designer & Freelance

Home24, Brainbirds, eGym, Käuferportal · 2010 — 2015

Delivered product, UI, and conversion design across e-commerce, fitness, education, and lead-generation platforms — inhouse and as a freelancer.