



# Marco Kade

Senior UX & Product Designer

Marientaler Straße 2  
12437 Berlin

+49 162 94 30 632

tach@marcoka.de  
<https://marcoka.de>

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# Work Experience

since October 2019

University Lecturer at HTW Berlin  
(Human Machine Interaction, Physical Computing, Interaction Design)

since September 2013

Freelance work on projects and conducting workshops  
(User Experience Design & Conversational User Interfaces)

March 2020 – September 2020

Senior UX Consultant at World of Digits  
(UX Design, Design Thinking, Workshop Conduction)

September 2015 – April 2019

Employment at Deutsche Telekom AG  
(UX Design, Conversational Design, Prototyping)

August 2014 – August 2015

IT Department of HTW Berlin  
Development of an e-learning portal for an ERP system  
(Video Production, UX/UI-Design, Backend Development)

July 2013 – September 2017

sehen und ernten e.V.  
Co-Founding of a student managed design agency/network  
(UX/UI-Design, IT architecture, organisation of talk and networking events)

# Knowledge

## Education

October 2012 – July 2016

Communication Design at HTW Berlin (Bachelor of Arts)

Thesis: » Non Visual UIs – How much visuality does an User Interface need and how will this affect design jobs«

October 2011 – September 2012

Languages and Business Administration

- for francophone cultures at WHZ Zwickau

## Qualifications and Certifications

in 2020

- Certified Conversational UX Designer, CDI & rasa
- Design Thinking and Corporate Innovation, University of Queensland
- Design Thinking Facilitation, CreativeLive
- Agiles Projektmanagement, Project Management Insitiute
- Scrum Grundlagen, Project Management Insitiute

## Skillset

### Design Skills

UX-Design  
Prototyping  
Conversational Design  
Human Machine Interaction  
Creative Coding  
Design Thinking  
Agile (Scrum, Kanban, Lean)

### Language Skills

German (native)  
English (fluent)  
French (advanced)



# MagentaGaming

since 2021

## My Role

Senior UX Designer

## Methodologies

User Journey Mapping, Flowcharts, Wireframing,  
Rapid Prototyping

## Tools

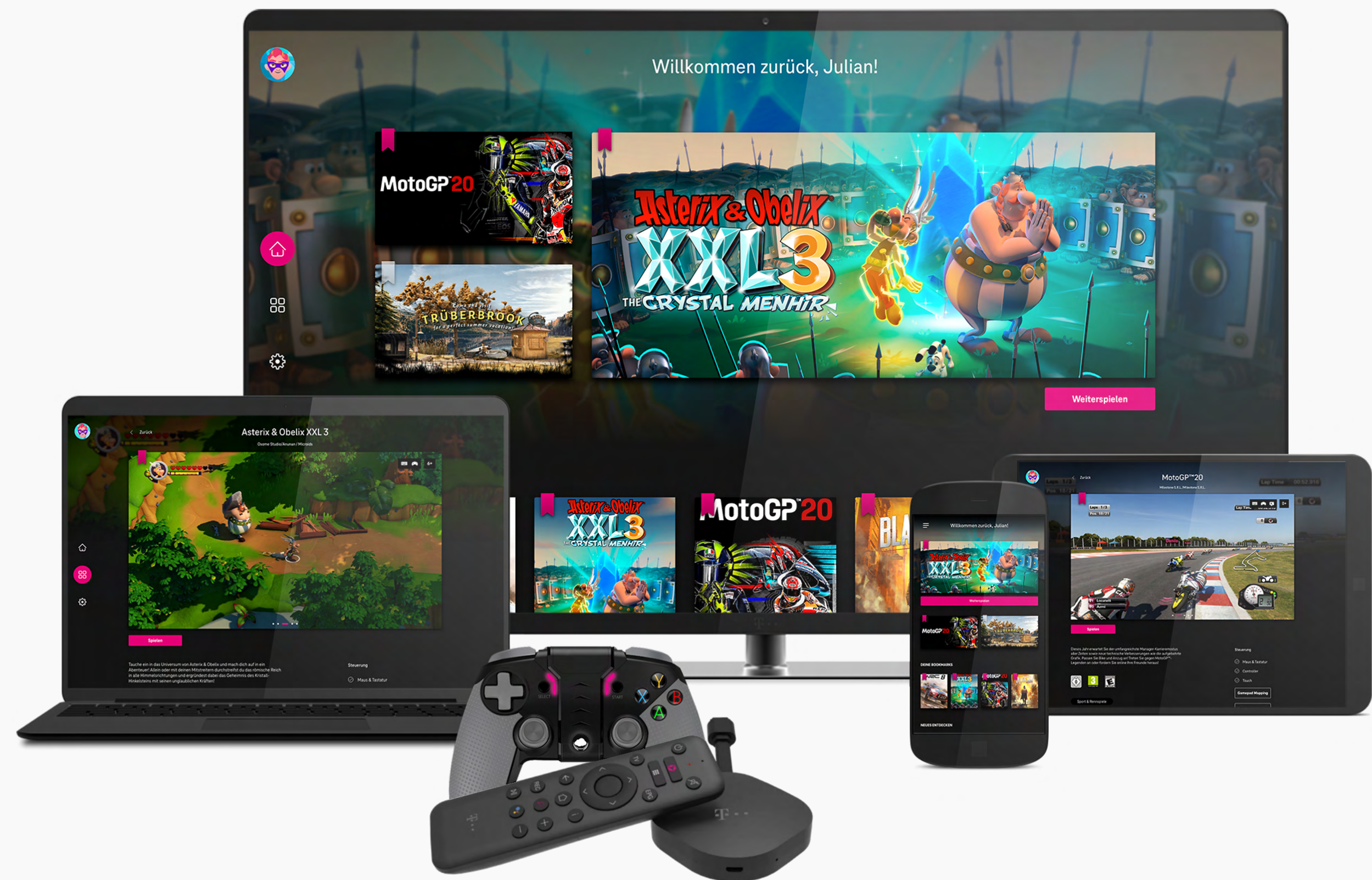
Design Thinking, Figma, FigJam, miro, Zeplin,  
Atlassian Confluence and Jira

## Context

MagentaGaming is the game streaming service of  
Deutsche Telekom.

This enables the user to play on any device without  
an expensive gaming computer.

<https://magentagaming.com>



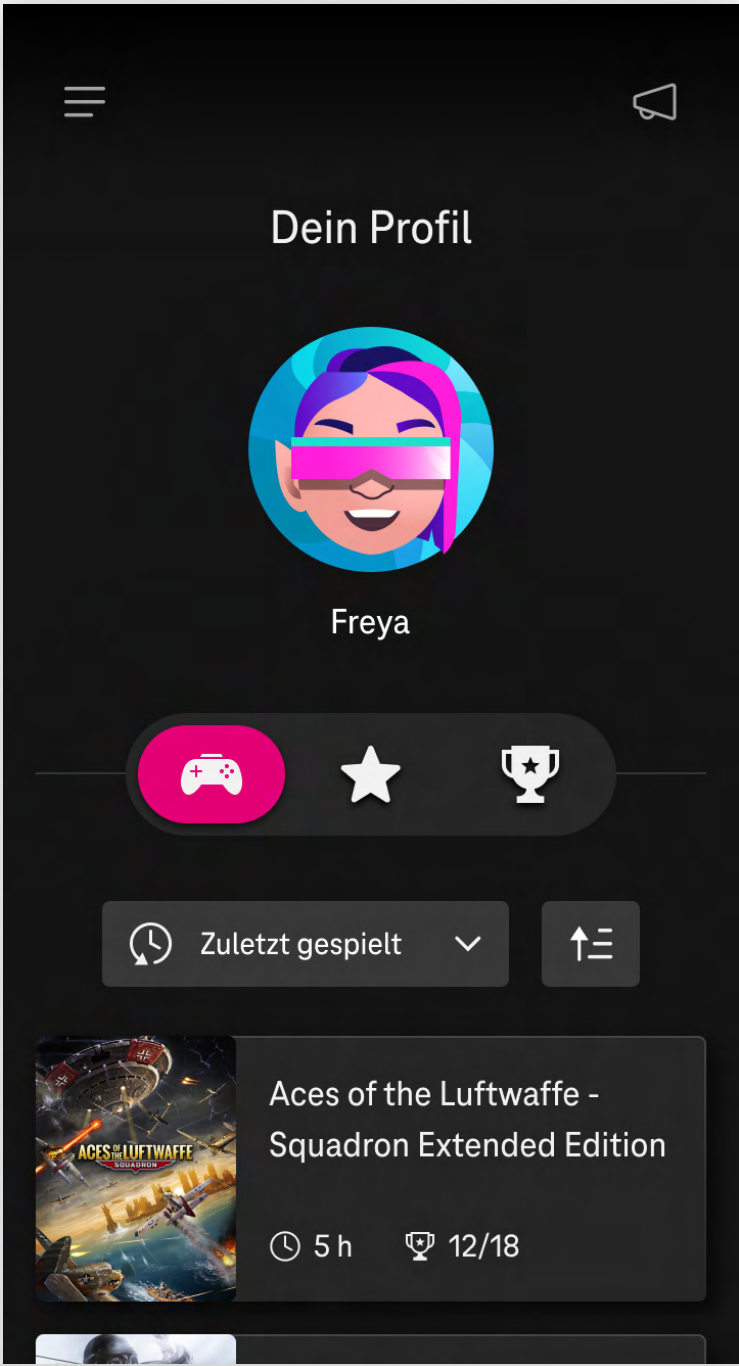
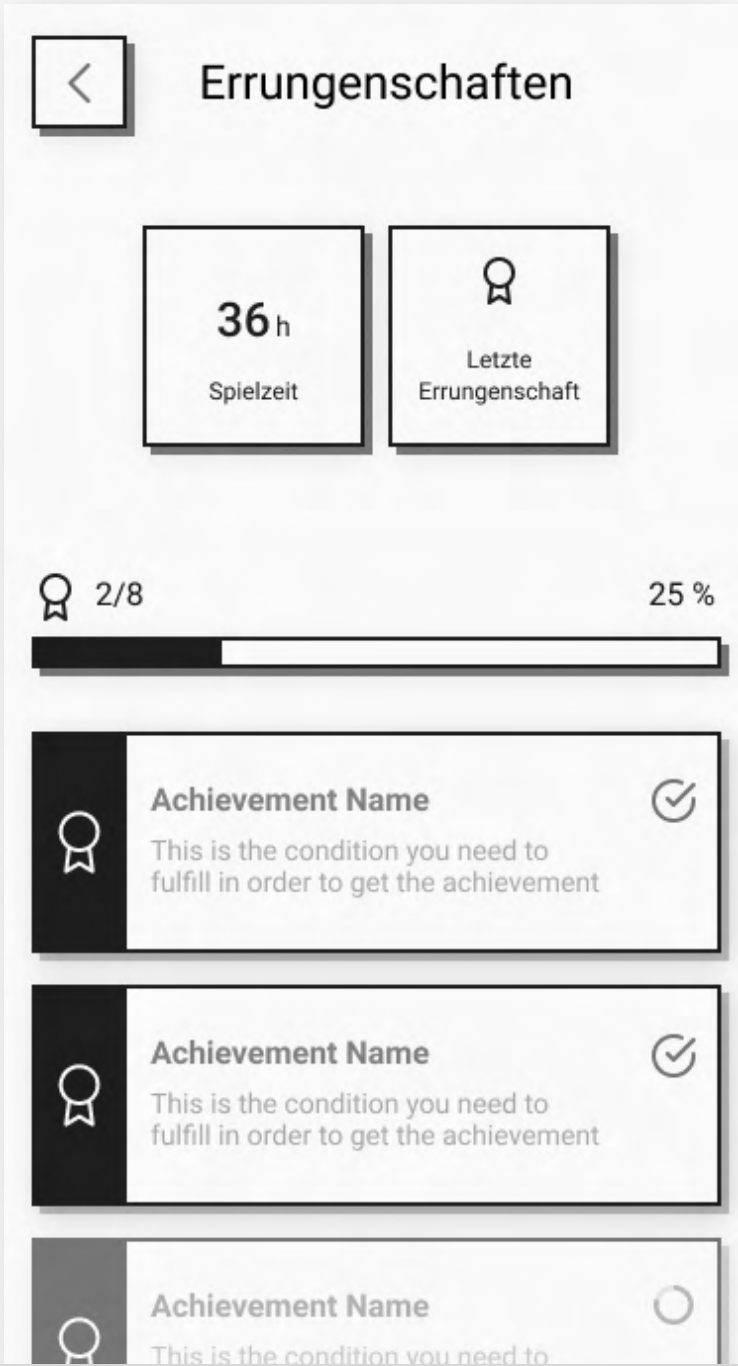
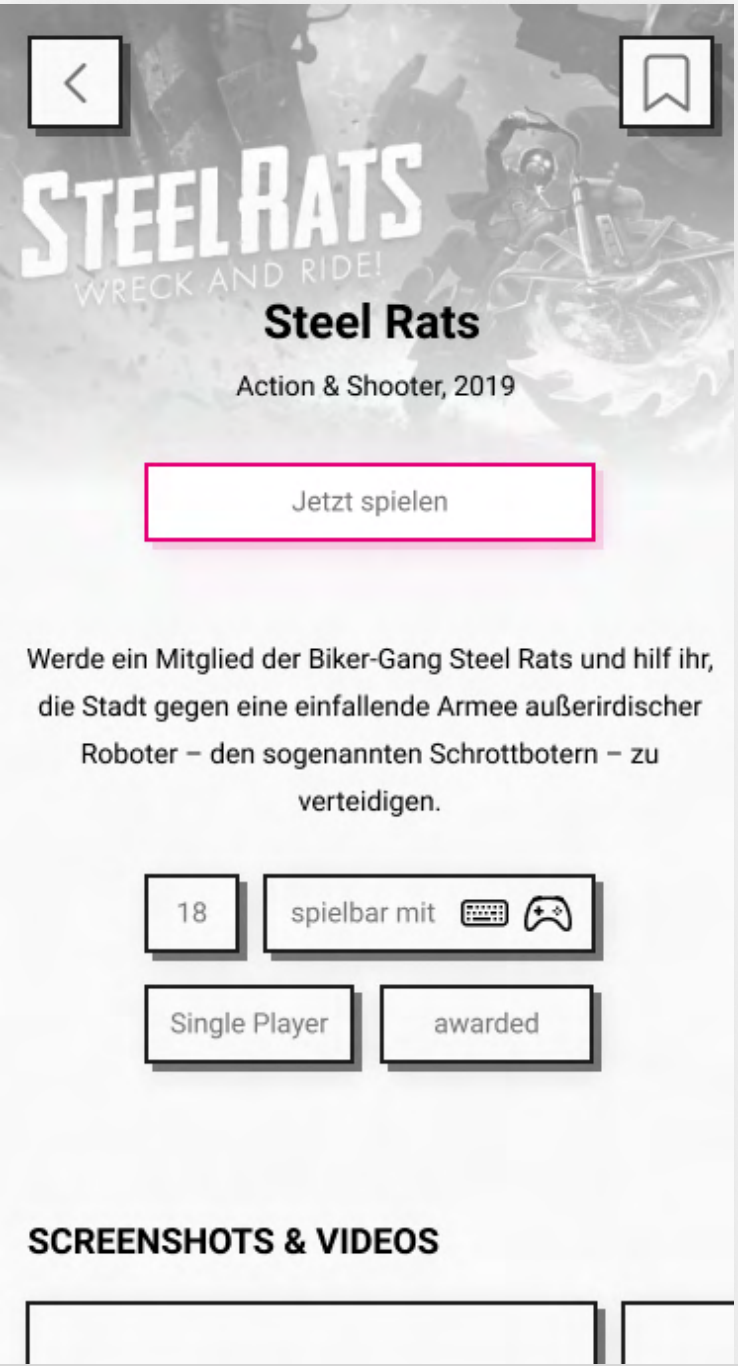
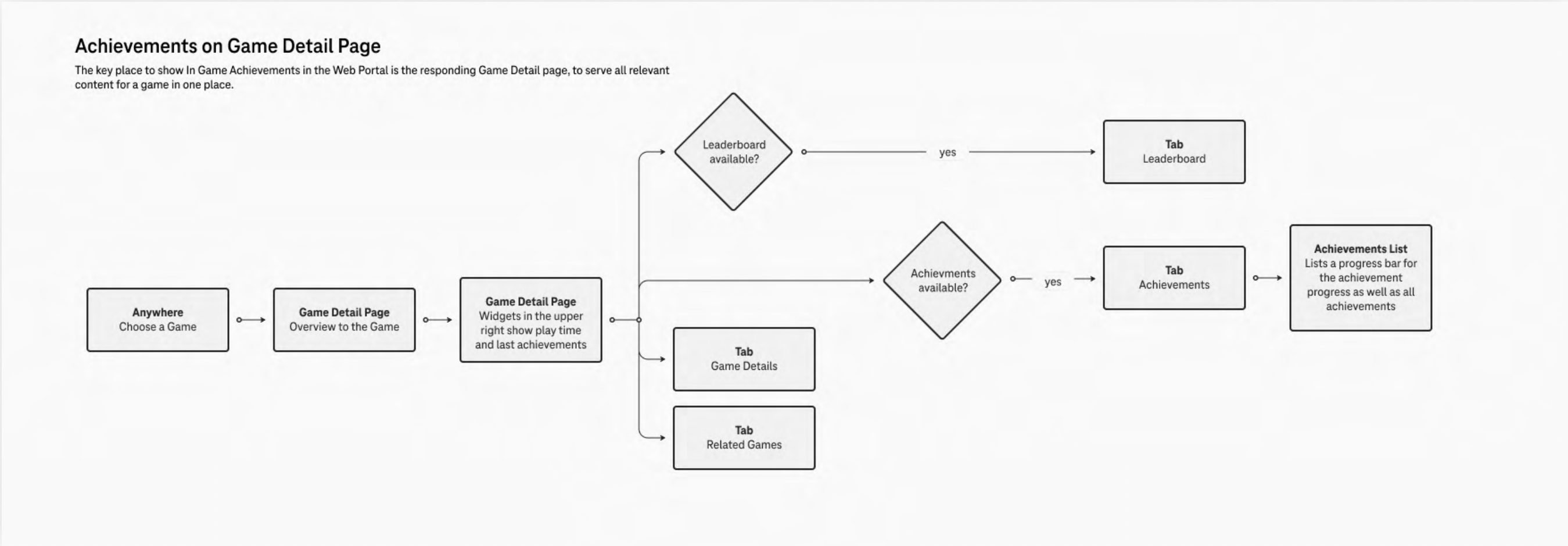


### Project Description

From a design perspective this product brings a huge variety of interesting working processes.

Firstly the product of course has to handle the many different graphic styles delivered by the game publishers, but also the different game features like achievement badges and leaderboards, which asks for understanding how APIs and other technical interfaces are working.

On the other hand there is the wide variety of output devices, from mobile phone up to Smart TVs and Set-Top Boxes, which not only require for a well working and responsive design system but also have to enable simultaneously a seamless user experience with the corresponding input devices like touchscreen, mouse, gamepads and TV remotes.



# Digital Knowledge Coach

since 2020

## My Role

Technical Lead

## Methodologies

Lean Canvas, User Journey Mapping, Wireframing,  
Rapid Prototyping, Conversational Design

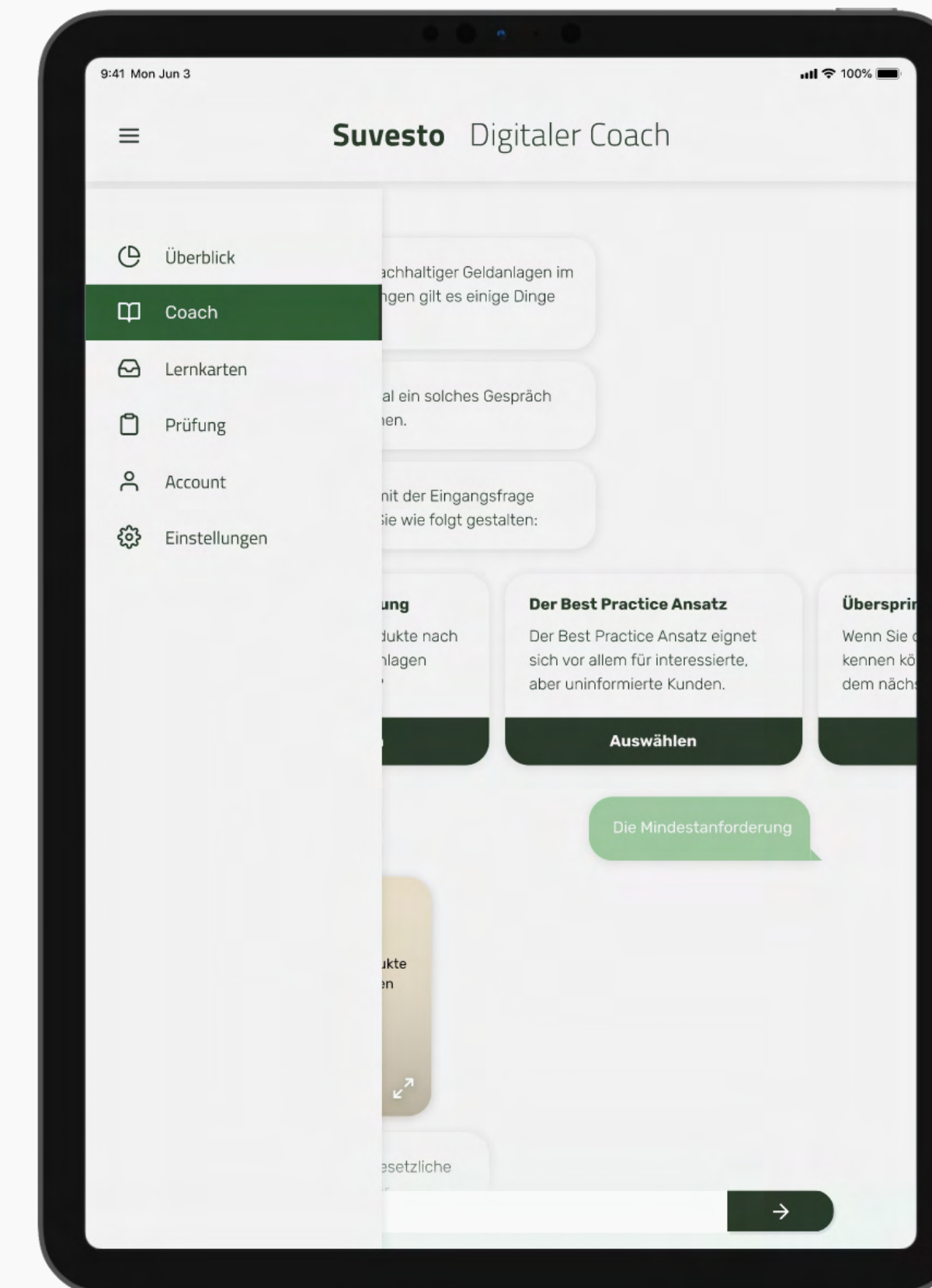
## Tools

Design Thinking, Figma, mercury.ai, miro,  
Atlassian Confluence

## Context

For the digital knowledge coach we built a demo product in the area of business education.  
The coach organises the learning progress into small-sized bites.

I am responsible for the technical lead, to create a demo experience involving research, pedagogical concept, conversational design, UX & UI design, as well as vendor management.





### Project Description

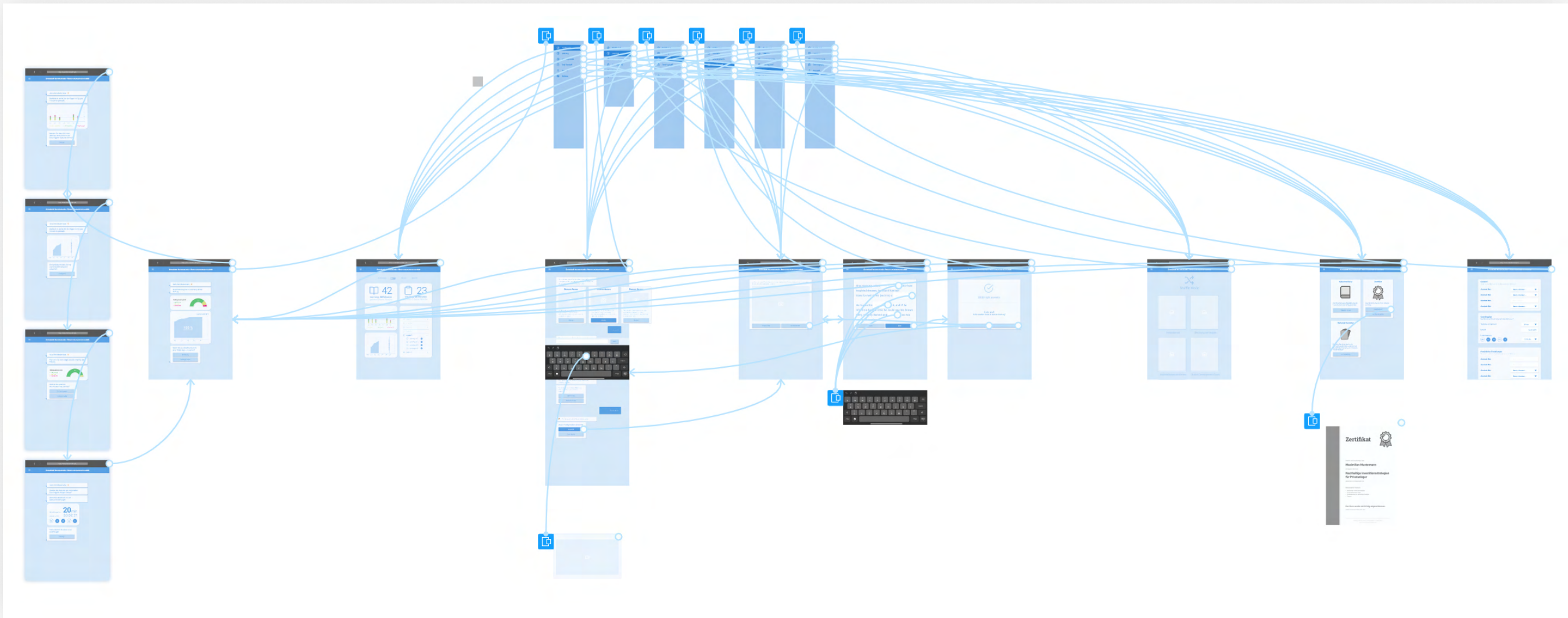
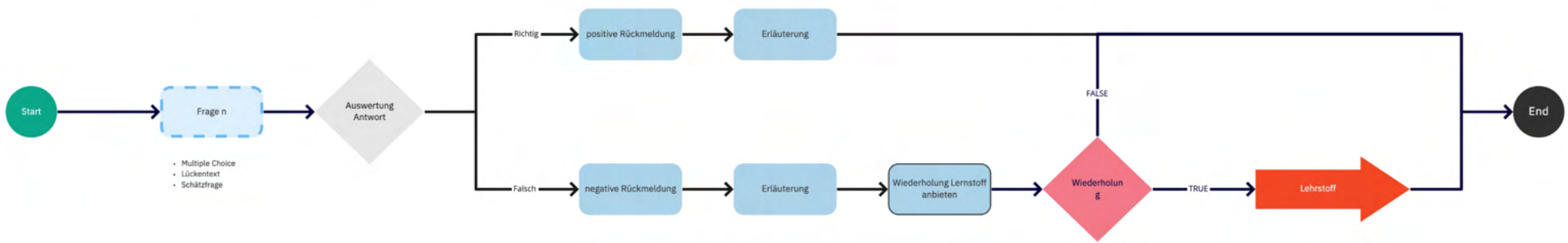
As we were a distributed team, we had to deal with the pandemic situation we established the complete workflow with collaborative tools like miro and Figma for seamless collaboration and small iterations.

Our research focussed on the aimed customer group and establishing a viable pedagogical concept.

My preference of prototyping every small difference to have a solid basis for discussion was especially in this project extremely helpful, as the involved stakeholders had no former experiences in the field of modern software development.

It also made the handover, as well as vendor management much more efficient.

### Trainingsfrage



# »New Technologies« - HTW Berlin

since 2019

## My Role

University Lecturer

## Methodologies

Personas, User Journey Mapping, Storyboard, Paper Prototyping

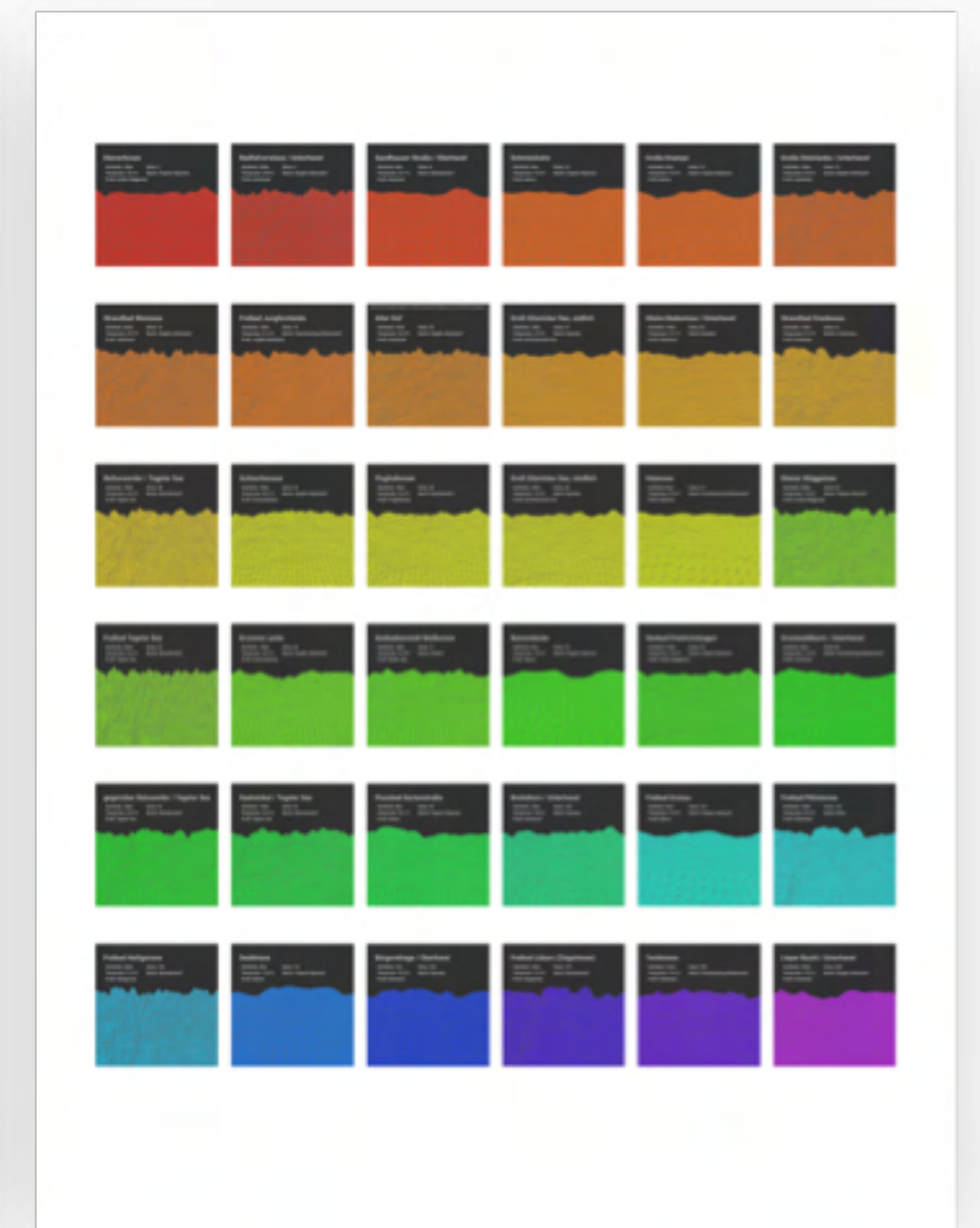
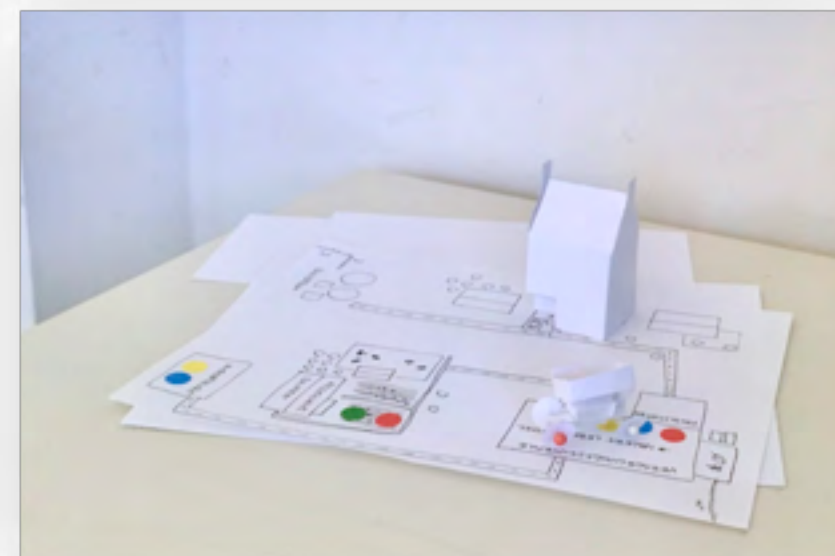
## Tools

Design Thinking, Adobe Suite, Processing (p5.js), Open Data, APIs

## Context

“New Technologies” are course modules for design students at HTW Berlin, in which we teach the topic of User Experience Design for emerging technologies.

<https://kd.htw-berlin.de/>



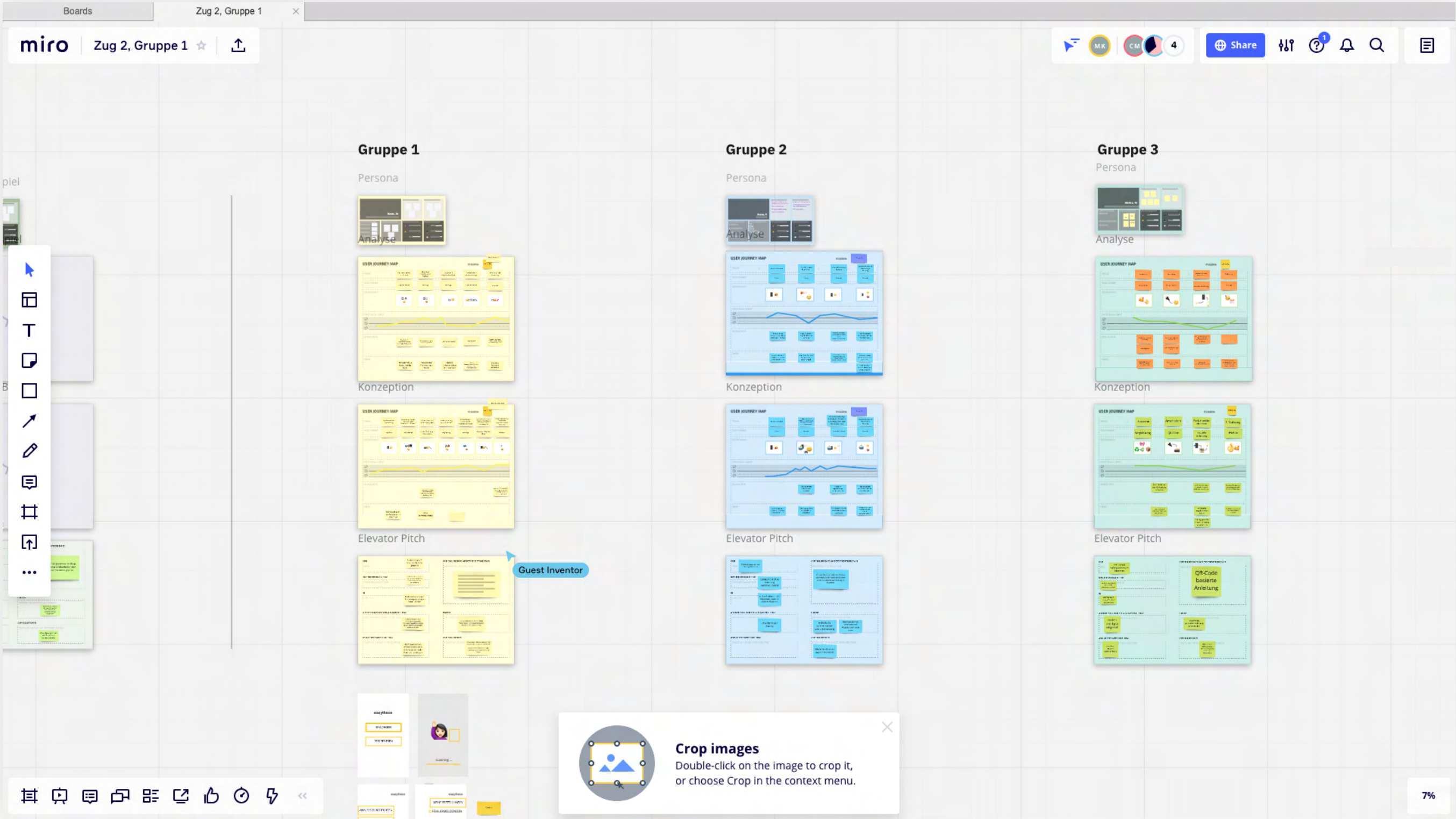


# Project Description

I teach two compulsory courses.

The first one happens in 3rd semester where I teach the format of an innovation workshop with focus on Design Thinking methodologies to train the student’s conceptual mindsets.

The second course happens in the fifth semester which follows the topic of datavisualisation where I give short glimpses into topics like data science, APIs, conception and coding to create interactive visualisations, as well as new insights from formerly plain and boring figures.



# welove.ai - Deutsche Telekom AG

2015 – 2019

## My Role

UX & Conversational Designer

## Methodologies

Scrum, Design Thinking,  
User Research & User Testing

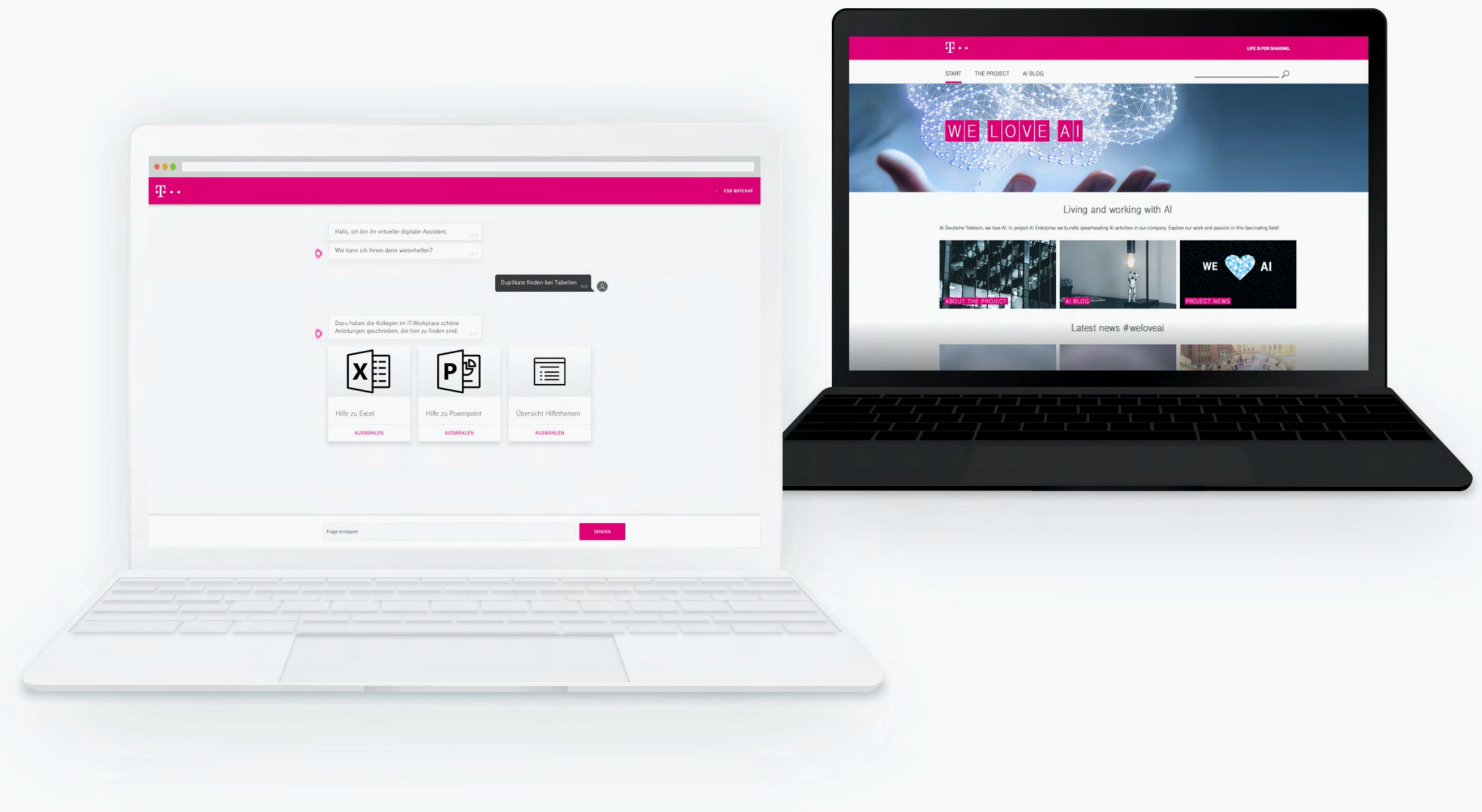
## Tools

Sketch, Atlassian Suite, Principle,  
Frontend Development

## Context

welove.ai is a programme within  
Deutsche Telekom AG which is responsible for the  
creation of innovative AI products.

<https://www.welove.ai/>





# Tinka - T-Mobile Austria

2016 – 2018

## My Role

UX & Conversational Designer

## Methodologies

Scrum, Design Thinking, Flowcharts,  
User Research & User Testing

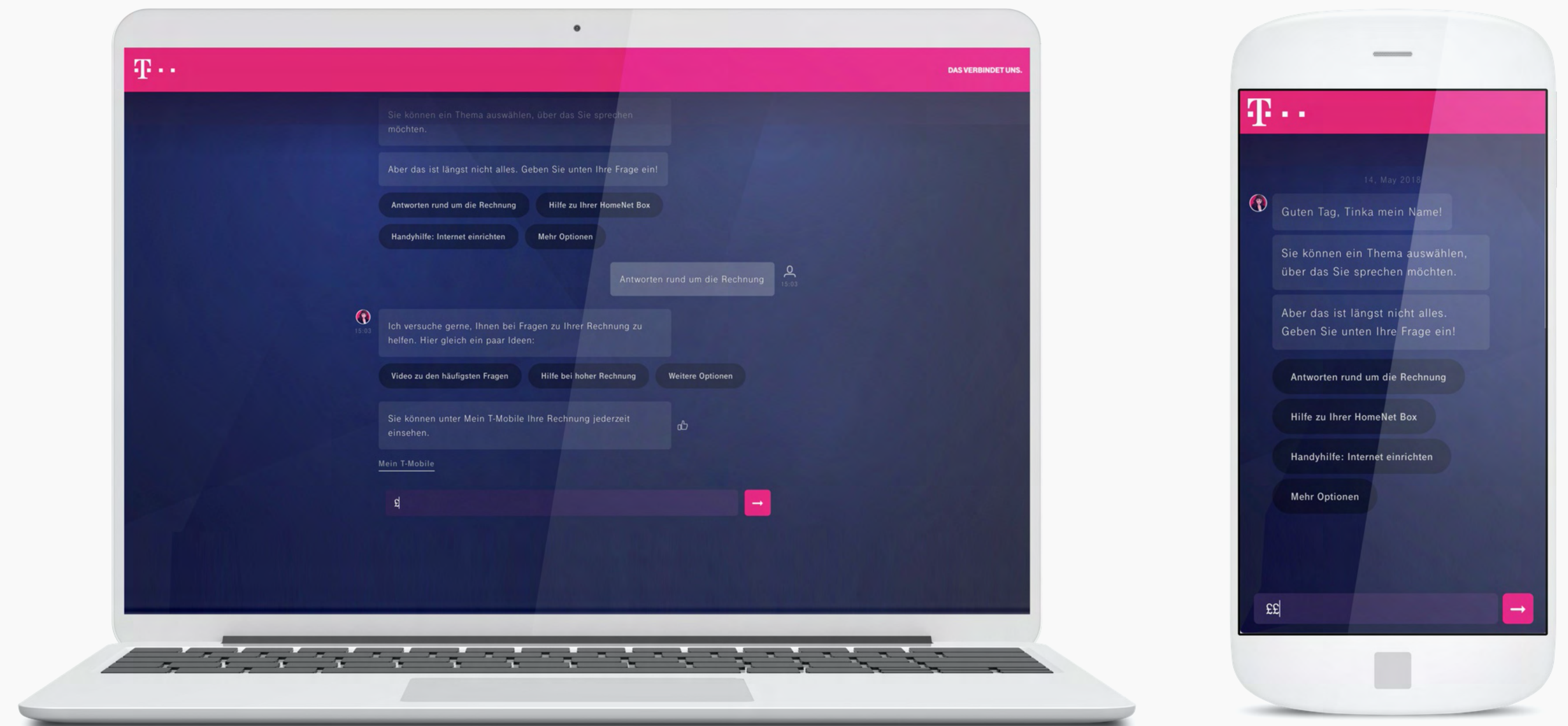
## Tools

Atlassian Suite, Design System, Sketch,  
Frontend Development

## Context

Tinka is the service chatbot of T-Mobile Austria.  
We were responsible for the transformation of the  
digital assistant into an AI-driven product which  
launched in 2017.

<https://www.t-mobile.at/>



# Design Thinking Toolset

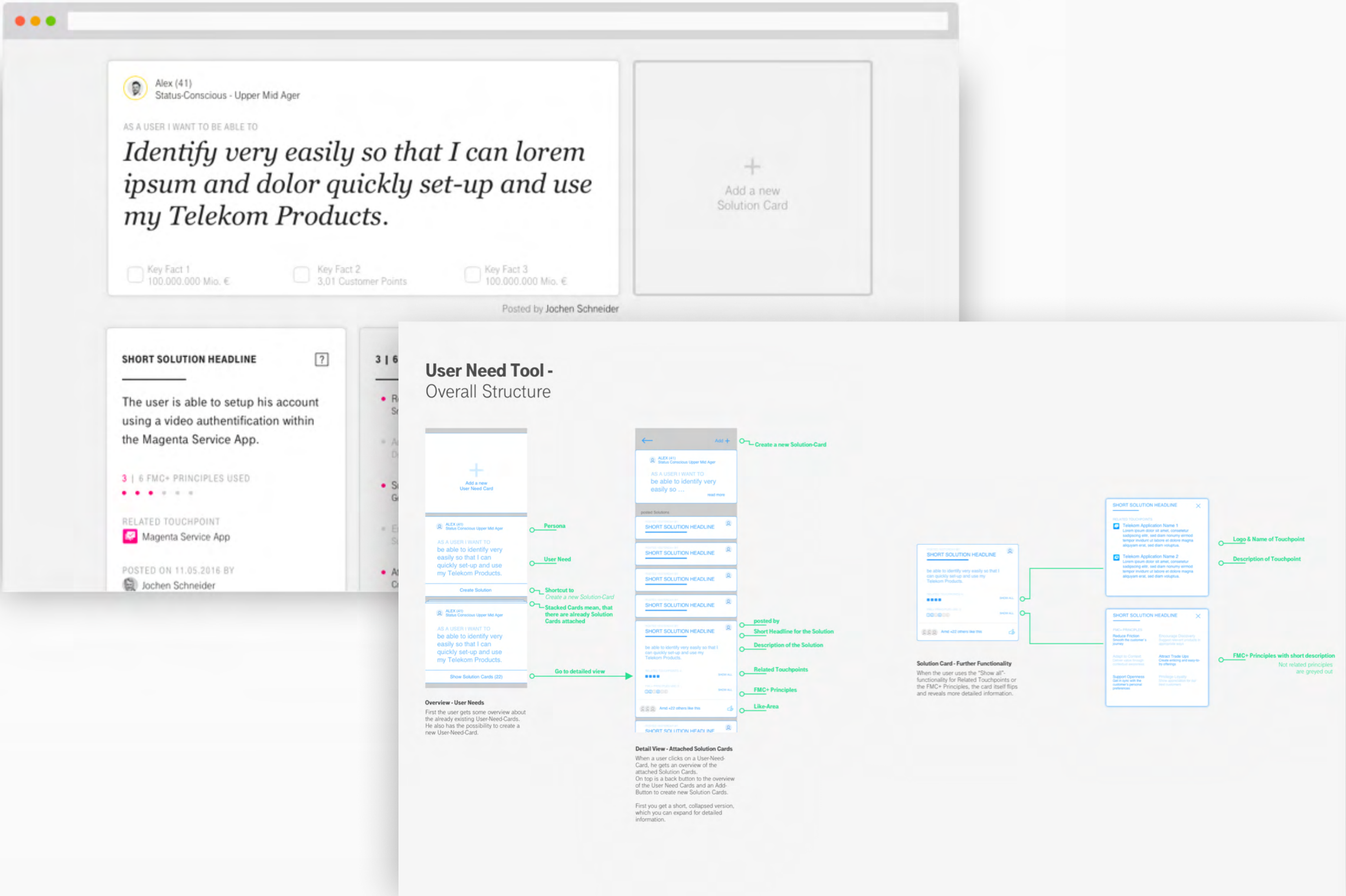
2016

My Role  
UX Designer

Methodologies  
Design Thinking, Kanban, Prototyping

Tools  
Sketch, Invision, Principle

Context  
The User Needs tool is a web application which is supposed to support Design Thinking processes within Deutsche Telekom.  
It speeds up the Design Thinking Process by gathering input beforehand a workshop and also involves deciders who are not able to take part in the actual workshop.





# immmr GmbH

2015

## My Role

UX / UI Designer

## Methodologies

Scrum, Design Thinking, Design Systems,  
User Research & User Testing

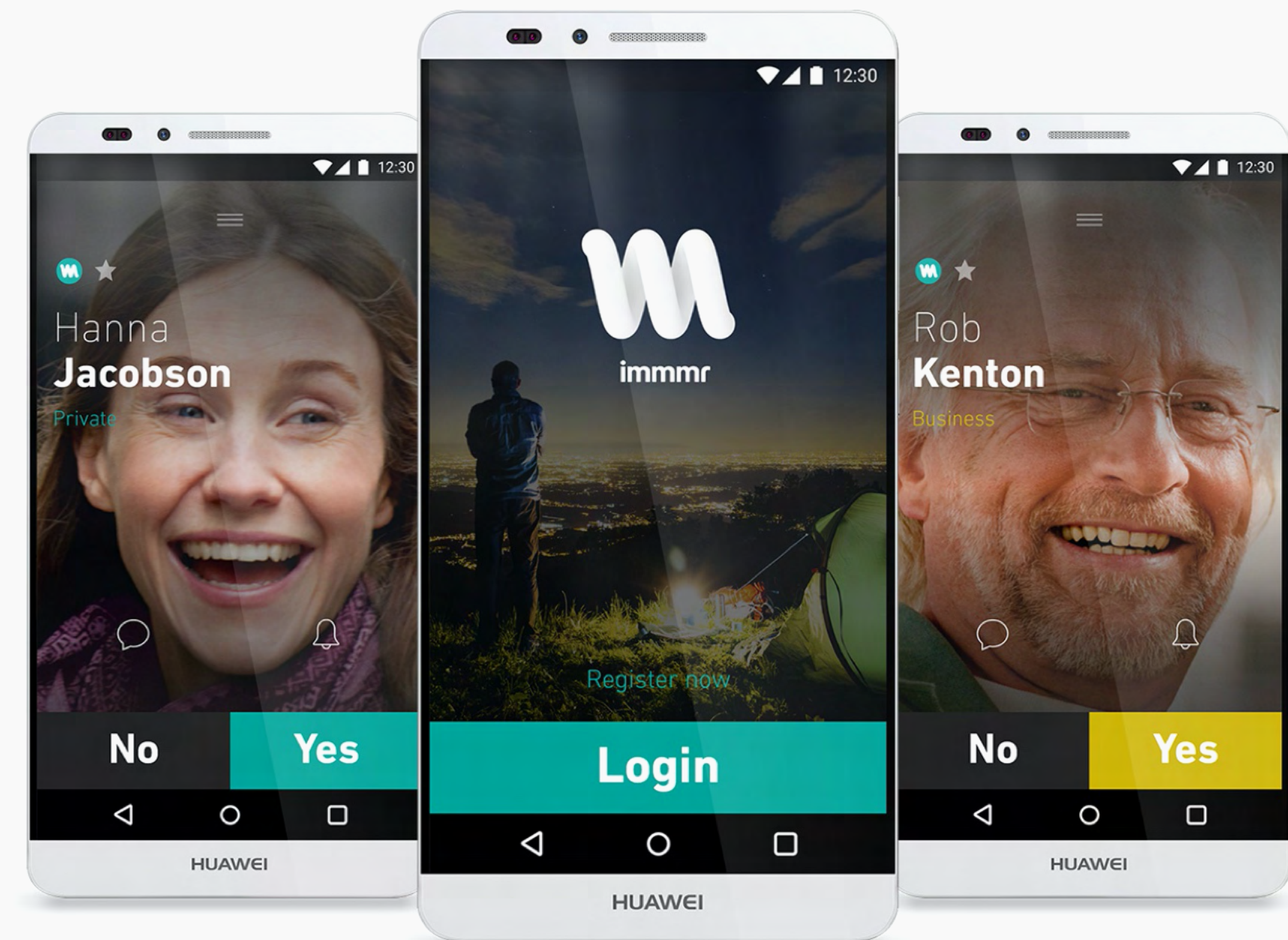
## Tools

Adobe Suite, Atlassian Suite, Sketch, Framer,  
Principle, Frontend Development

## Context

The immmr app was an innovative approach to  
combine several communication channels with  
cross-device authentication.

<https://www.immmr.com>





# sehen und ernten e.V.

2013 – 2017

## My Role

Graphic Designer & IT ressort

## Methodologies

Design Thinking, User Research,  
Participative Design

## Tools

Sketch, InDesign, InVision, Workshops and Talks

## Context

sehen und ernten is a student founded design agency which gives students the possibility to learn about the design business in a safe environment and work on freelance jobs.

My side-job was to maintain the IT-infrastructure in our office as well as for remote use.

<https://www.sehenundernten.org>





# Thanks for your attention.

Mail

[tach@marcoka.de](mailto:tach@marcoka.de)

LinkedIn

<https://www.linkedin.com/in/marco-kade-b484b7137/>

Find more projects on

<https://marcoka.de>

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