

● Senior Product Designer / Utrecht, NL

I have 8+ years of experience designing products for B2C and B2B, across mobile and web. I'm at my best turning complex user problems and conversion drop-offs into flows that feel easy to use.

I work from customer insights and product data to find what actually blocks people, prototype to test my assumptions, and partner with product managers, engineers, and researchers to ship solutions that move the business. I care about the details too — every component built to hold up against accessibility, design systems, and brand standards.

Currently I design for a trust-sensitive job marketplace, helping workers and businesses find and commit to each other, and drive the core metric of filled shifts and worked hours. In the past I've designed B2B e-commerce checkout experiences, personal fitness apps, and B2B platforms for large companies.

8+

Years designing products professionally

19

Years since my first design training, in 2007

4

Companies — six titles, two promotions

3

Languages — German, Dutch, English

Work experience

2022—Now

Feb 2022

4 yrs 8 mos



Temper

Job marketplace · Amsterdam, NL · hybrid

Senior Product Designer

PROMOTED

Feb 2023 — present

Product Designer

Feb 2022 — Feb 2023

Temper is a tech scale-up providing a job marketplace connecting businesses with flexible workers across NL and UK. As the leading Product Designer in the Finding & Matching team, I own the design for the flows that help workers get matched with companies, driving the platform's core metric: filled shifts and worked hours.

Working in dual-track agile, I run discovery and delivery in parallel: forming clear hypotheses before designing in Figma, validating prototypes in small user groups against success metrics, and shipping continuously to learn fast rather than perfecting in isolation.

Key responsibilities

- Designing the onboarding and application flow for workers, increasing the conversion rate from new to fully onboarded users who applied to relevant shifts and eventually get accepted to work them.
- Designing the flow for hiring companies to browse and accept the best applicants, increasing filled shifts, reducing cancellations and finally leading to highly rated matches after working a shift.
- Designing crucial features for the marketplace dynamics that help automate match-making, build trust and lasting connections: invites, flexpools, ratings, recommendations, filtering, profile browsing, peace of mind, negotiations, last-minute replacements.

2017—22

Nov 2017

4 yrs 3 mos



Accenture Song

Design consultancy · Amsterdam, NL

Senior Product Designer

PROMOTED

Jun 2021 — Jan 2022

Product & Service Designer

Nov 2017 — Jun 2021

As a design consultant I worked for various clients and industries. I designed the mobile fitness app for Basic Fit from scratch, designed the loyalty & checkout experience of a B2B e-commerce platform for Unilever and helped Shell design a tracking platform for engineering equipment.

In my process, I gathered insights about user behaviour, needs & pain points, derived design opportunities and mapped to-be user journeys. I facilitated design sprints, involving stakeholders and experts to fully discover a problem space before generating ideas to test with users and iteratively improve the product or service.

In other projects I designed B2B real estate AI tools for Arcadis, ran design sprints about pensions with APG/ABP, designed internal apps for Heineken and redesigned e-commerce websites for Arla and Starbucks.

2016—17

May 2016

11 mos



UX Design Graduation Intern

Pontes Medical · UMC Utrecht, NL

I designed an app to smoothly handle patient data when transitioning from the ambulance into the emergency room. It summarises and shares patient information whenever relevant. I learned to link multiple apps along a care process chain — creating a better patient experience and a more seamless workflow across different teams of paramedics and hospital clinicians.

2014

Mar 2014

6 mos



Product Design Intern

Fluid Design · Munich, DE

Contributed across all phases of the design process on client projects spanning physical and digital — working at the intersection of industrial design and UX, from medical products to consumer electronics, for clients including Bosch, Fujitsu, Melitta, MedLumics, Radiometer, Danfoss, BOE and Sanofi.

Kathrin Höfer · Curriculum vitae · Portfolio and case studies at kathrin-hofer.com

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Key skills

Discovery & impact

I think through problem spaces analytically and prioritise my team's opportunities on where to make most impact on user conversion & business goals.

Prototyping & research

I'm pragmatic when designing variants and prototyping flows, with clear experiment goals in mind on what hypothesis to test — and open to learn from it.

UX/UI & interactions

I care for details that matter, make UX accessible, consistent across journeys and effortless to use by anyone. I apply and add to our design system.

Training & certificates

2025
Jun 2025

Mini-MBA · Future London Academy

I polished my business skills to better communicate my design decisions and relate them to business metrics: calculating ROI on design, setting pricing models, go-to-market strategies and defining unique differentiators from competitors.

2023
Nov 2023

Mastering Product Management · Reforge

I deepened my understanding of product management with frameworks to identify features with leverage to move the needle towards outcomes and get buy-in on product strategy. It helped me write clear briefings and better explain design objectives.

2022

UX Certificate · Nielsen Norman Group

Analytics and UX, omnichannel journeys and customer experience, mobile user experience, design tradeoffs and UX decision frameworks, engaging stakeholders to build buy-in, being a UX leader, emerging patterns in interface design, design systems and pattern libraries.

2020
Aug 2020

Storytelling for Influence · IDEO U

I built a repeatable framework for shaping an idea into a story: understanding what my audience already believes and needs to hear, writing a story brief, pressure-testing it through prototyping and feedback, and finding a tone and style of my own — so I move people to act rather than only inform them.

Design education

2014—17
Sep 2014
2 yrs 7 mos



MSc Design for Interaction

TU Delft, NL

A human-centred design master's focused on the relationships between people, technology and the designed world — combining academic research with hands-on work on real societal and commercial problems.

- Understanding people through psychological, cultural and social lenses to ground design decisions in their values and needs
- Assessing the user experience of existing products and systematically testing and improving them
- Advanced courses in sketching, prototyping and user testing, visual design and design strategy
- Conducting academic research to give solid reasoning behind design choices

2015—16
Sep 2015
5 mos



Joint Master Project for TomTom

TU Delft, in collaboration with TomTom, NL

In this half-year project a multidisciplinary team collaborated with TomTom to explore, develop and design a new product proposition for a specific consumer market. In three phases we conducted brand, trend and competitor analysis and user research, followed by ideation, prototyping, interface design, embodiment design, user testing and business strategy. The outcome remains confidential.

2009—14
Sep 2009
4 yrs 7 mos



BA Integrated Product Design

University of Applied Sciences Coburg, DE

A holistic industrial design programme spanning engineering and manufacturing techniques, human sciences and ergonomics, prototyping, CAD modelling, sketching, interaction design and visual communication — applied through hands-on projects with real companies in German industry.

2007—09
Oct 2007
1 yr 11 mos



Design Apprentice

Academy for Communication, Stuttgart, DE

Starting at 17, I built my industrial design foundations while earning my vocational diploma — software tools, physical prototyping across various materials and technologies, design history, graphic design, ergonomics and hand sketching.

Languages

German

Native

Dutch

Fluent

English

Professional