

Kathrin Höfer

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.

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Work Experience

Senior Product Designer Temper

Amsterdam, NL
Feb 2022 - Present

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 getting 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 hypothesis 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 (e.g. invites, flexpools, ratings, recommendations, filtering, profile browsing, peace of mind, negotiations, last-min replacements etc.)

Senior Product & Service Designer Accenture

Amsterdam, NL
Nov 2017 - Jan 2022

As a design consultant I worked for various clients and industries. I for example 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. I then 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, run Design Sprints about pensions with APG/ABP, designed internal apps for Heineken and redesigned e-commerce websites for Arla and Starbucks. I've also improved user journeys for EVBox, Rabobank, ING, Nationale Politie, ProRail, Jacobs Douwe Egberts, Gasunie and TNO.

UX Design Graduation Intern Pontes Medical

UMC Utrecht, NL
May 2016 - Mar 2017

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.

Product Design Intern Fluid Design

Munich, DE
Mar 2014 - Aug 2014

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.

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

Future London Academy **Mini-MBA**

Jun 2025

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

Reforge **Mastering Product Management**

Nov 2023

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

Nielsen Norman Group **UX Certificate**

2022

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.

Design Education

TU Delft **MSc Design for Interaction**

Sep 2014 - Mar 2017

A human-centered 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

UoAS Coburg **BA Integrated Product Design**

Sep 2009 - Mar 2014

A holistic industrial design program 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.

Academy for Com. Stuttgart **Design Apprentice**

Oct 2007 - Aug 2009

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

English 
Professional

Dutch 
Fluent

German 
Native