

BORIS ONOFREI

Product Designer / UX Designer · UX/UI · Design Systems · Enterprise & E-Commerce

Freiburg, Germany · +49 160 95314627 · boris.onofrei.design@gmail.com · linkedin.com/in/boris-onofrei

Portfolio: borisonofrei.notion.site/Boris-Onofrei-s-Design-Portfolio-507f285f6e1241978cc3625da3c9fb35

Authorized to work in Germany · Open to on-site, hybrid and remote (EU) · Open to relocation

PROFILE

Product Designer (UX/UI) with 3+ years designing B2B SaaS, enterprise and e-commerce products end to end — from product discovery and user research to shipped interface. Built a company-wide design system from 0-to-1, own research-to-ship cycles, and deliver accessible interfaces to WCAG 2.1 AA. Enterprise experience includes UX for an internal SAP rollout following SAP Fiori Design Guidelines. Law degree adds structured analytical method and working fluency with GDPR and accessibility regulation.

PROFESSIONAL EXPERIENCE

Product Designer — UX/UI & Web · Horl 1993 GmbH, Freiburg, Germany · Sep 2023 – Present

Contract title: Graphic Designer. Promoted from junior to mid-level (Jan 2025); one of two digital designers in a four-person team.

- Designed and shipped Horl's **first product design system from 0-to-1** — design tokens, component library and usage guidelines in Figma — adopted across web and mobile by design and engineering.
- Led the end-to-end redesign of priority e-commerce flows: **+22% user engagement** (Google Analytics 4).
- Owned UX flows and interface logic for the internal SAP rollout, applying **SAP Fiori Design Guidelines** and aligning operations stakeholders with engineering across complex approval workflows.
- Ran **15+ usability tests and 10+ user interviews** (think-aloud, card sorting, heuristic evaluation) in Maze and Hotjar; converted findings into shipped information architecture and navigation changes.
- Delivered redesigned flows to WCAG 2.1 AA — colour contrast, focus order, keyboard navigation, semantic structure — in line with EAA/BFSG requirements.
- Led Amazon brand creative (listings, A+ Content, Brand Story): **+17% sales across priority SKUs** (Amazon Brand Analytics).
- Built interactive prototypes in Figma and Framer; tightened developer handoff through token-based specs and documented component states.

Freelance Product Designer · Remote · 2023 – Present

Selected clients: Envisia (B2B telecom SaaS), Dekozauber by Pierre Kublik, further B2B clients under NDA.

- Envisia — **multi-tenant B2B contract-management SaaS in production**: owned end-to-end UX for contract-assignment workflows, admin dashboards and role-based access; Tailwind design tokens, component-driven design, WCAG 2.1 AA, GDPR-compliant.
- Rebuilt employee onboarding as a guided wizard, cutting the flow **from 45 to 14 minutes (-68%)**; reduced data-entry errors through centralised validation and progressive disclosure.
- Designed B2B SaaS interfaces for further NDA clients — admin dashboards, multi-step workflows, role-based access patterns.
- Used AI-assisted tooling (Claude Code, Lovable, Figma Make) to take concepts to working prototypes in days instead of weeks.

Design Intern · Eurobrands Group, Cologne, Germany · Jan 2023 – Sep 2023

- Ran UX research (user surveys, competitive analysis) to inform landing page and campaign design.
- Designed landing pages on cognitive-psychology and UCD principles, lifting engagement across paid acquisition; produced creative for Meta campaigns and improved CRM interface usability for internal teams.

SKILLS

UX/UI & Research — User experience (UX) design, user interface (UI) design, visual design, product discovery, user-centred design (UCD), design thinking, user research, user interviews, usability testing, heuristic evaluation, card sorting, A/B testing, user journey mapping, personas, wireframing, information architecture, interaction design, user flows, prototyping, responsive and mobile-first design

Design Systems — Design tokens, component libraries, atomic design, Figma Variables and Auto Layout, design system documentation, UI governance, design-to-code handoff

Accessibility — WCAG 2.1 / 2.2 AA, European Accessibility Act (EAA), BFSG, accessibility audits, keyboard navigation, focus management, screen-reader-ready semantics

Enterprise & B2B — SAP Fiori Design Guidelines, ERP and internal-tool UX, admin dashboards, multi-tenant SaaS, role-based access control (RBAC), complex approval workflows

E-Commerce — Conversion-oriented redesign, product-detail and checkout flows, Amazon A+ Content and Brand Story

Tools & Front-End — Figma, Framer, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), HTML, CSS, Tailwind CSS, working knowledge of React component structure, Git basics

AI-Assisted Design — Claude Code, Claude Design, Figma Make, Lovable; prompt-driven prototyping

Analytics & Ways of Working — Google Analytics 4, Hotjar, Maze; Jira, Miro, Notion, Agile / Scrum, cross-functional collaboration, stakeholder management, design critique, workshop facilitation

LANGUAGES

English C1 · German B1 (course in progress) · Russian native · Ukrainian native

EDUCATION

Bachelor of Laws (LL.B.), Economic and Civil Law · National University “Odesa Law Academy”, Odesa, Ukraine · 2021