



Product Design Leader

David Jost

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PROFILE

- Experience working on the edge and bounds of convention in the industry.
- Ability to lead and influence by example: delivering projects at a high level of quality, ensuring collaboration and productive delivery.
- Ability to teach and set standards for a team of ICs, so their deliveries match the quality standard.
- Ability to communicate the value of work to leadership across the company.
- High degree of comfort with ambiguity, thinking from first principles to shape strategic business and architectural decisions that go beyond the bounds of the current org structure.

COMPETENCES

- Vision and passion for experience design
- Claude Code
- Design leadership
- End-to-end Design Systems
- Design thinking
- Figma, FigJam, Miro, Mural
- HTML, CSS, Typescript / Javascript, JSX
- Astro, StencilJS, NodeJS, 11ty
- and more.

EXPERIENCE

- Staff Product Designer – Bolt**
 November 2025

Leading designer on the core flow team. Shipping the driver experience for millions of users in 51+ global markets.

Shipped Driver Ratings and Courier Service within 4 months of joining by leading design on the core flow team across cross-domain driver experiences. Founded the Staff Designers alignment process across verticals.
- Principal Product Designer – Immersive**
 May 2024

Leading the product design function at the company. Strategic partner for the business on product direction and vision realization. Grew active user rate by ~35% and average engagement from 6 to 34 minutes by shifting customers from support-dependent to self-directed value. Freed ~20% of CX capacity for high-leverage work and presented the new product vision live on stage.
- Senior Product Designer – Spotify**
 October 2022

Grew dev portal sign-ups from a handful to 2,000+/month by unifying the UI across hundreds of Backstage plugins. Built the foundations of the internal design system, led design consolidation across plugin teams, and shaped the future product vision.
- Design System lead – REWE digital**
 June 2019

Raised frontend development speed by 67% and cut code written by 54% by planning, staffing and launching the design system from scratch in both code and design. Built automated component and token tooling and drove alignment across the full organisation.
- Senior Product Designer – REWE digital**
 August 2016

Grew monthly visits to the weekly offers section from under 1 million to ~11 million by redesigning and iterating the experience through consecutive research into real-life grocery shopping behaviour.

Re-designed, shipped and iterated the recipes section of rewe.de, increasing visits from less than a million to around 2 million a month. Close collaboration with the content and research teams to optimize the added content fidelity and user experience, helping funnel users to shop the required groceries via the Rewe delivery service.
- Senior UX Designer – HRS**
 January 2015

Designed and shipped the B2B hotel sourcing platform (used by enterprise customers like China Mobile with 50k travelling employees) and the core B2C results list serving 5.5m monthly users on hrs.de. Streamlined the funnel entry, yielding 4% conversion uplift within one month of launch.

Collaborating with user researchers in qualitative and quantitative research. Shipping responsive web and app solution.
- UX/UI Designer – Sunzinet**
 April 2012

Launched and led the agency's photography department, running shoots for clients including Fraunhofer Institute and Maybach, while designing and delivering intranets, public sector sites, and client websites.
- UX/UI Designer – Oevermann Networks**
 February 2010

Shipped campaign websites, intranets and public sector sites for enterprise clients including Bayer and DHL, growing ownership and execution across web and digital projects.
- UX/UI Designer – Encurio**
 August 2009

Designed and delivered marketing websites and business tools end-to-end for clients including L'Oreal and Mastercard.
- Graphic Designer – Macologne**
 September 2008

Designed and delivered print and digital marketing material and art projects for clients including the City of Cologne.
- Freelance photographer – Spitzenfoto**
 December 2009 – April 2020

Ran a decade-long freelance photography practice serving artists, couples, families and businesses from shoot through delivery.

ACHIEVEMENTS

- Nurtured the design team at immersive back to productivity after a large redundancy process, hired new team members and enabled exceeding delivery of feature work and discovery work.
- Led the design system effort for Backstage at Spotify, built the foundations to grow design maturity across the tribe and align the UI language.
- Initiated, planned, built, maintained and expanded the design system team and effort at REWE Digital.
- Built and maintained the core UI library for the HRS design and frontend teams.
- Initiated, built and ran the photography department at the agencies Sunzinet and Oevermann.

COURSES

- Immersive leadership program: Growing teams to success**
Maggie Smith coaching, September 2024
- Accessibility: How to design for all. Design for humans with disabilities.**
Interactive Design Foundation, March 2021
- Nathan Curtis: Operating Design Systems.**
Eightshapes, September 2020
- Brad Frost, Stephen Hay: Responsive Design Workflow.**
MobX conference Berlin, July 2015

EDUCATION

- Apprenticeship in Media Design**
Macologne, September 2005
- Advanced technical certificate**
BTG College, July 2003

LANGUAGES

German native, English fluent

CONTACT

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