

Florian Joergensen

Design Leadership · Product · Strategy

florian.joergensen@mail.de · <https://www.linkedin.com/in/florianjoergensen/> · Heidelberg, Germany

I'm a design leader with 15+ years of experience across UX, product, strategy and design. I'm at my best when problems are complex and the solution isn't obvious yet. I bring structure to ambiguity, connect user, business and technology perspectives, and help teams turn that understanding into a direction they can execute against.

EXPERIENCE

Heidelberg Materials

Jan 2021 – Present

Lead Experience Strategist Nov 2025 – Present

UX Lead Jan 2021 – Oct 2025

- Design Lead for HProduce, a five-product ecosystem digitizing cement plant operations: production planning, shift coordination, predictive maintenance and quality prediction (UX Design Award 2023).
- Products of the suite saved €16M in operations through digitalization and process optimization.
- Led a UX team of two designers and two researchers: set direction and standards, planned the team's work, gave regular feedback, ran hiring interviews and exercises.
- Strong user focus: upfront research, iterative validation, regular check-ins with users; close collaboration with product owners and development teams.
- Worked closely with management and senior stakeholders, including the VP responsible for cement operations.
- Helped move the design organization from Sketch to Figma; built the shared design system for multiple products and set up contribution practices. Still in use across the organization.
- Part of the team that reframed a regional sub-brand brief into an operating model, now being implemented.
- Design Engineer on HM Make: design system to code, design agent and AI-based internal prototyping tool.

f209

Jun 2018 – Dec 2021

Co-Founder & Managing Director · Lead UX Designer

- Co-founded and ran an independent UX agency with one partner; started alongside SAP, then full time.
- Owned acquisition, proposals, negotiation, client management and delivery.
- Discovery and iterative research to stay close to users; collaborative requirements workshops with stakeholders.
- Created holistic design visions for digital products and worked closely with development to make sure designs were built as intended.
- Took plus10, an industrial optimization product, from idea to product, including branding.

SAP

Nov 2015 – Jun 2019

Senior User Experience Designer Sep 2017 – Jun 2019

User Experience Design Specialist Sep 2016 – Aug 2017

User Experience Design Associate Nov 2015 – Aug 2016

- Personally responsible for the design concepts of the Fiori Launchpad, the Me Area and navigation patterns.
- Created visionary concepts to shape the future of SAP software, with a strong visual design focus.
- Harmonized legacy software with modern design patterns.

Earlier

- Working Student, Research & Development, Daimler AG Sep 2014 – Feb 2015
- Lecturer, Typography Fundamentals, HfG Schwäbisch Gmünd Mar 2014 – Jul 2014
- Graphic Designer (Freelance), süd. Apr 2013 – Aug 2013
- Lecturer, Layout & Prepress, FH Münster Oct 2011 – Jul 2012
- Junior Art Director, Mediabunt GmbH Feb 2009 – Sep 2009
- Graphic Designer, Q-Bus GmbH Feb 2007 – Jan 2009

SELECTED PROJECTS

HProduce

Design Lead

Led design across a five-product ecosystem digitizing cement plant operations. Led designers and researchers; worked closely with the VP of cement operations. UX Design Award 2023. Products of the suite saved €16M in operations.

HM Design System & HM Make

UX Lead → Design Engineer

Moved the design organization from Sketch to Figma and built the shared design system, Fundamental, used across HProduce, HConnect and Sustainability. Later rebuilt it 1:1 in code with a second designer, plus a machine-readable rule set for AI: design-system compliance rose from 34% to 91%. The system powers HM Make, an internal AI prototyping platform whose UX we co-designed.

Optimizer for Command Alkon

Design Strategist

Research, concept and implementation consulting for an AI-driven system optimizing concrete production and delivery planning from orders, fleet, drivers and material inventory.

plus10

UX Designer + Project Lead

Took an industrial optimization product from idea to product as UX designer and project lead, working directly with the founders. Also developed the company's branding.

LEADERSHIP

- Four years leading a UX team of two designers and two researchers while remaining hands-on.
- Set direction and standards; supported team members on difficult problems.
- Extensive work with management and senior stakeholders.
- Principles: clarity, trust, challenge, growth, candor.

SKILLS

Leadership

Design Leadership, Team Leadership, Stakeholder Management, DesignOps

Strategy

UX Strategy, Product Strategy, Problem Framing, Research

Product	Product Design, 0-to-1 Product Development, Industrial / Enterprise Products, Complex Systems
Systems & AI	Design Systems, Design Engineering, AI-enabled Design

EDUCATION

Master, Creative Direction Hochschule Pforzheim, Pforzheim	2013 – 2015
Bachelor, Communication Design FH Münster, Münster	2009 – 2013
Vocational training, Media Designer, Print Q-Bus GmbH, Ruhr area	2004 – 2007
Scholarship holder, Studienstiftung des deutschen Volkes (German Academic Scholarship Foundation)	

LANGUAGES

German (native), English (full professional)