

Andreas Schwankl

PRODUCT DESIGN DIRECTOR • VISUAL STRATEGIST • TEAM LEAD & OPS

+49 170 3130 912 • andreas.schwankl.1@gmail.com • [linkedin.com/in/andreasschwankl/](https://www.linkedin.com/in/andreasschwankl/) • Berlin, Germany

Product & UX Leader who builds teams and experiences that scale. At Joyn, grew platform from 2M to 10M monthly users, improved satisfaction by 25%+, and scaled UX organization from 6 to 25 specialists. Led Germany's largest streaming platform through accessibility transformation in WCAG 2.2 / EAA compliance.

15+ years driving growth across live and ondemand streaming, eCommerce, location based services and education. Specialized in optimizing conversion funnels, removing journey friction, and aligning UX strategy with business outcomes. Combines strategic product thinking with hands-on ux leadership—building empowered teams that deliver data-informed, user centred and inclusive experiences.

Expert in post-merger integrations, team scaling, and accessibility-first product development.

Core Skills: Product & UX Leadership • UX Strategy • Product Discovery & Delivery • Team & People Development • UX Operations & Budget • Customer Journey Optimization • UX Research & Data-Informed Decision Making • Cross-Functional Collaboration • Stakeholder & Program Management • Design Systems • Accessibility (A11y) • Facilitation & Workshop Leadership

EXPERIENCE

Vice President UX Design & Research | Joyn / Seven.One Entertainment Group, Berlin/Munich, Germany | 2021 – 2025

Led UX Design and Research for one of Germany's largest streaming platforms, driving user growth, engagement, and content discovery across web, mobile, and TV.

- Scaled UX organization from 6 to 25 specialists across design and research, establishing 4 experience squads (web, mobile, TV, research) following post-merger integration of Joyn and Seven.One Entertainment Group
- Drove platform growth from 2M to 10M monthly active users by optimizing onboarding, discovery and engagement funnels across all device types
- Improved user satisfaction by 25%+ through data-informed journey optimization and continuous product discovery iteration
- Led accessibility transformation achieving WCAG 2.2 / EAA compliance, improving inclusion for 8M+ users with disabilities across DACH region
- Improved Live TV engagement by 30%+ on TV platforms by defining product vision and UX strategy aligned with business growth objectives
- Integrated Live TV interactions into primetime shows driving 300K+ fan engagement activities through voting and interactive features, enabling sunset of redundant JOYN.ME app

Creative / Team Lead UX | Cornelsen Publishing Group, Berlin, Germany | 2018 – 2021

Led UX for Cornelsen's digital ecosystem including eCommerce platform and learning products, focusing on conversion optimization and content discovery.

- Led and finished redesign of Cornelsen.de integrating multiple service websites into unified web experience with new design system.
- Improved product discovery and reduced purchase friction for flagship product "Unterrichtsmanger" and a new, interactive learning platform

- Established user journey management and service design practices identifying and optimizing key conversion points including teacher registration and authentication flows.
- Built and mentored UX team, embedding user research and monthly testing routines into product development process.
- Partnered with Product, Marketing, and Sales during pandemic as taskforce member delivering free education access to teachers and students during lockdown.

UX Lead | Ui/deation GmbH (waipu.tv / Exaring), Munich, Germany | 2014 – 2018

Led UX for waipu.tv multi-platform IPTV products across web, mobile, TV, and voice (Alexa), focusing on user acquisition, engagement, and retention.

- Led UX design for all platforms (web, mobile, TV, Alexa) managing team of 5 senior UI designers
- Designed and optimized content discovery, navigation, and subscription experiences improving findability and personalization of live TV consumption
- Introduced rapid experimentation cycles including design sprints, persona workshops, and quarterly user feedback sessions
- Collaborated with Product, Marketing, and Engineering aligning roadmaps with user needs and business priorities.

UX Design Team Lead / Principal UX Designer / Senior UX Designer | OVI/Nokia Maps/HERE Berlin / London / Helsinki / Boston | 2008 – 2014

Earlier experience leading UX for global location-based services and mapping products, designing navigation, search and real-time location sensing experiences across web and mobile platforms.

SPEAKER ACTIVITIES

Speaker at [Marketing-BÖRSE Expert Roundtable](#) on personalization and customer experience, discussing post-conversion engagement strategies and customer loyalty in digital products. | 2022

PROFESSIONAL DEVELOPMENT

- **AI Manager Advanced** | Ecomex Business Academy, Online | 2026
- **Strengthening Design's Position and Impact** | DLF Retreat, Göttingen | 2026
- **Design Sprint Facilitator** | AJ&Smart, Online | 2025
- **UX VP/Director: Becoming a UX Executive** | Nielsen Norman Group, Online | 2023
- **Being a UX Leader** | Nielsen Norman Group, Online | 2023
- **Integrative Leadership** | FutureLab / Coaching Berlin Mitte, Berlin, Germany | 2023
- **Lean UX** | Josh Seiden & Jeff Gothelf, Online | 2021
- **UX Strategy Essentials, Metrics & Outcome, Leadership & Influence** | Jared Spool / Leaders of Awesomeness, Online | 2020-2021

EDUCATION

Diploma in Design | Köln International School of Design (KISD), Cologne, Germany | 2005

TOOLS & METHODS

Figma • Sketch • Miro • Adobe Creative Suite • Atlassian • Claude/ChatGPT • Design Sprints • Lean UX • Service Design • Design Thinking • Customer Journey Mapping • A/B Testing • Design Operations • Workshop Facilitation • Dual-track Agile