



Maximilian Dieter Heere | Digital Product Designer

WORK

05/2018 - today

REWE Digital GmbH

01/2019 - today: Lead UX-Designer PENNY.de & Strategy Consultant

09/2018 - 12/2018: Senior UX Designer Penny App

05/2018 - 08/2018: External UX/UI Designer

05/2020 - today

Friedrich Schulze Verwaltungs-GmbH

CEO (real estate, family business)

01/2016 - 01/2024

gearo GmbH

Startup Co-founder / CEO / CPO / Design Lead

04/2019 - 06/2022

The Digital X GmbH

Co-founder / CEO / UX-Designer

9/2014 - 6/2015

The New School: Parsons, New York

Student Assistant to the professor

2010-2015

Maximilian Heere Kommunikation

Freelance (Web-) Designer, Video- & Photographer

2007-2010

PERAC Medien & Werbeagentur GmbH

Unit Manager @ packshot.de

Project Manager @ PERAC

Studio Manager @ FOTODOM Studios

CLIENT LIST

REWE, PENNY, Sparkasse, Provinzial Rheinland, Toyota, United Nations, Mazda, DIESEL, HALLHUBER, DFB, Deutsche Post... & more.

EDUCATION

2011-2016

Köln International School of Design, TH Köln

Design Studies

BA Integrated Design (GPA: A)

2014-2015

The New School: Parsons, New York

Interaction Design

2007-2010

WAK - German Academy for Communication

Dual studies Communication Management

SOFTWARE

UX / UI / Prototyping

Figma, Sketch, Axure, Origami, Principle, Invision, Marvel, etc.

AI tools

Leonardo AI, Midjourney, DALL·E, Gemini, Firefly

Code

Pragmatic HTML & CSS, Bootstrap, Studio Visual Code, Atom

Project & Team Management

Jira, Confluence, Asana, Trello, Slack, etc.

Design, Video & Foto

Adobe Suit (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom, etc.), Capture One Pro, DaVinci Resolve, etc.

METHODOLOGIES

Product Ownership, Agile, SCRUM, Kanban, Cross Functional, Design Systems, Design Thinking, Service Design, Lean Startup, UX-Research, Workshop Mastering, etc.

ABOUT ME

Date & place of birth

1986-10-06, Munich

Languages

German (mother tongue), English (business fluent), Spanish (basic), French (basic)

Hobbies

Culture, art, languages, code, entrepreneurship, coffee, surf, snow, skate 🙌

CONTACT



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