Resume

Maximilian Dieter Heere

Design Leader — Product & UX



Design leader with 10 years in digital product design (18+ in design overall) and 8 years of founder-level leadership. I lead teams and stay hands-on, from UX strategy and stakeholder alignment to research, interaction design and prototyping in code. At REWE Group, our team shapes Penny.de and the PENNY App for millions of users; as a founder, I scaled a two-sided marketplace from MVP to exit.

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Berlin, Germany · open to remote & relocation

SELECTED HIGHLIGHTS

- Led and coached design teams through one-on-ones, design critique and mentoring
- Grew the PENNY App loyalty program with our team to millions of members
- Hands-on from research and concept to UI design and prototypes in code
- Drove WCAG AA accessibility and a shared design system across web and apps
- Founder and CEO — seed round raised, exit closed in 2024

WORK

05/2018 - present

REWE Digital GmbH

01/2019 - present: Lead UX Designer, Penny.de & PENNY App
09/2018 - 12/2018: Senior UX Designer, PENNY App
05/2018 - 08/2018: External UX/UI Designer

- Led a team of up to 6 designers and concept leads as player-coach, with one-on-ones, design critique and quality standards.
- Owned end-to-end UX for the PENNY App loyalty program with product and engineering, reaching millions of members; presented it to the REWE Group CEO.
- Shaped UX strategy for a platform with millions of monthly visits; initiated the Penny.de recipe section and designed REWE home delivery for independent stores.
- Hands-on across the process: usability studies, card sorting, A/B tests, concepts, UI design and dev handover.
- Established design ops and a shared design system; drove WCAG AA compliance (color system, screen reader flows).
- Introduced AI-assisted prototyping in code (Claude Code, SwiftUI, Xcode) for iOS Liquid Glass and Material 3 Expressive.

01/2016 - 01/2024 (8 years)

gearo GmbH

Co-Founder & CEO / CPO (alongside primary role)

- Built and led a cross-functional team of up to 9 across engineering, marketing and design as line manager, owning hiring, salaries, performance reviews and offboarding.
- Raised a seed round and managed investor relations as CEO, owning company strategy, budget and P&L.
- Scaled Germany’s leading two-sided sharing marketplace for imaging equipment to 20,000+ users and 40,000+ active listings.
- Drove growth through A/B testing, conversion optimization and trust features (incl. KYC), increasing transaction volume by 80%+ YoY.
- Sourced potential acquirers, led the M&A process and closed a successful exit in 2024.

2010-2016 (6 years)

Freelance Design & Production

Interaction, communication and visual design plus photo and video production alongside design studies (KISD, Parsons); clients in retail, publishing and advertising.

2007-2010 (3 years)

PERAC Medien & Werbeagentur GmbH

Studio & Project Management (packshot.de / FOTODOM)

BOARD & ADVISORY ROLES

05/2020 - present

Friedrich Schulze Verwaltungs-GmbH

Managing Director (family-owned real estate business, alongside primary role)

- Real estate holding with **20+ shareholders**
- Strategic and administrative oversight; reporting to the shareholder assembly.

EDUCATION

2011-2016

Köln International School of Design, TH Köln

Design Studies
Focus: Interaction Design
BA Integrated Design (GPA: A)

2014-2015

The New School: Parsons, New York

Fashion Photography — visual storytelling and art direction

2007-2010

WAK - German Academy for Communication

Dual studies Communication Management

SELECTED CLIENTS

REWE, PENNY, Sparkasse, Toyota, United Nations, Deutsche Post, Deutsche Telekom

SOFTWARE

Core Tools

Figma, Miro, FigJam, Adobe Creative Suite, Jira, Confluence, HTML & CSS
Emerging: Claude Code, Xcode, Android Studio, SwiftUI, iOS Liquid Glass, Material 3 Expressive

ABOUT ME

Languages

German (native), English (C2, business fluent), Spanish (basic)

Hobbies

Chasing good waves, brewing delicious espresso, and building small apps nobody asked for.

METHODOLOGIES

Design Leadership, UX Strategy, Design Systems, Accessibility (WCAG AA), UX Research (Usability Testing, Card Sorting), A/B Testing & Experimentation, Interaction & UI Design, Prototyping in Code, AI-enabled Workflows, Conversion Optimization