

MARTINA BÜTTNER-LEIBOVICI

UX-Lead / Product Design Manager
Strategy & UX Leadership for SaaS and ITSM Platforms



CONTACT

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PROFESSIONAL PROFILE

UX Lead specializing in building user-centered product organizations. Defines and operationalizes UX strategies, maturity models, and scalable research and design practices enabling informed product decisions. Bridges organizational strategy and product execution across design, product management, and engineering in complex SaaS and ITSM environments.

PROFESSIONAL SKILLS

UX Strategy & Organizational Development

- UX Maturity Assessment & Enablement
- UX KPI Definition & Impact Measurement
- Establishing UX Practices & Governance
- UX Impact & Business Alignment

Leadership & Team Enablement

- UX Team Leadership (10 Designers)
- Mentoring & Career Development
- Establishing Peer Review Processes & Onboarding Processes

User Research & Discovery Operations

- User Research Strategy
- Interview & Usability Study Design
- Friendly User Pool Development
- Insight Synthesis for Product Strategy

Product & Platform Design

- Enterprise SaaS UX & IT Service Management Platforms
- End-to-End Product Design
- Design System Development & Adoption

Collaboration

- Stakeholder Alignment
- Workshop Facilitation
- Cross-functional Leadership

Tools

- Figma, FigJam, Miro, Sketch, Useberry
- Jira, Confluence

EXPERIENCE

Chief UX-Team Lead, USU GmbH, April 2020 - September 2025

- Built and scaled the company's UX function into a team of 10 designers, establishing structures, mentoring systems and quality governance supporting multiple enterprise product lines
- Defined and operationalized UX strategy and governance across the product landscape, strengthening alignment between Design, Product Management and Engineering
- Initiated and established a company-wide design system as a binding standard across digital products, improving consistency and cross-team efficiency
- Established scalable research operations, including systematic UX research programs and an external participant pool enabling continuous discovery
- Improved Time-to-market by 25% through integration of UX practices into product teams
- Contributed to a approx. 10-point increase in Net Promoter Score by embedding user insight into product decision making

Senior UX-Designer, Familie Redlich AG, November 2018 - April 2020

- Led UX concept and experience strategy for the Johanniter web portal, aligning user needs with organizational goals
- Facilitated stakeholder workshops enabling shared product understanding and decision alignment
- Contributed to winning multiple public-sector pitches through strategic UX concepts
- Mentored junior UX designers and supported capability development

Senior UX-/UI-Designer, Webraumfahrer GmbH, June 2015 - May 2018

- UX-/UI-Design and Frontend-Development of over 15 Websites and Online-Shops
- Project Management, Design and Definition of consistent Style guides
- Conducting design audits and customer workshops

Freelance Designer and Frontend Developer, 2010 - 2015

- UX-Concept, UI-Design and implementation of responsive websites and web applications
- Collaboration with agencies and organizations as Enaikoon, E-Pixler, Laf.li, Wegewerk and Satis Information

Teacher for Fashion Design and Costume Designer, until 2010

EDUCATION

- Certification UX-Management, IxDF, 2021
- Certification Service Design, IxDF, 2021
- Certification CPUX-F, iSQI International Software Quality Institute GmbH, 2021
- Certification Interactive Webdesign, Fonderie de l'image, Bagnolet, 2010
- Engineers Diploma in Design Engineering, Fachhochschule Niederrhein, 1995