Werner van Huffelen

LEAD PRODUCT DESIGNER · BERLIN



ZERO — SKETCHED — PROTOTYPED — TESTED — SHIPPED

PERSONAL DETAILS

BASED	Berlin, Germany
EMAIL	hello@wernervanhuffelen.com
WEBSITE	wernervanhuffelen.com
ORIGINALLY FROM	The Netherlands

SKILLS

- Accessibility
- Branding
- Design engineering
- Design ops
- Design systems
- Mobile design
- Product strategy
- Prototyping
- Responsive design
- Stakeholder management
- Team management
- UI design
- User research & testing
- UX design
- Workshop facilitation

TOOLS

- Adobe CC
- Claude Code
- Figma
- Framer
- Jira
- Next.js
- React
- Sketch
- Tailwind
- TypeScript
- Webflow
- Zeplin

PROFILE

I'm Werner, a Lead Product Designer from the Netherlands, based in Berlin. For more than 10 years I've designed and built businesses across industries, B2C and B2B, with a focus on product strategy, user experience design and leading cross-functional teams.

Positive, analytical and entrepreneurial, I thrive on hard problems. I design straight into the code, and I build with AI.

RELEVANT EXPERIENCE

Lead Product Designer

MARCH 2026 – NOW

GALVANY CLIMATE TECH

- Accountable for all design at GALVANY across internal and external platforms (web and app), including hiring and mentoring designers.
- Designed GALVANY OS as an agentic internal system, replacing Airtable across sales, operations, finance, customer success and legal, with AI-driven workflows for internal processes.
- Lead the design of the GALVANY Sales Portal, the mobile-first tool where sales partners pick up leads, create offers and follow each customer to signing.
- Design straight into the code with AI, building clickable prototypes that become the spec for the backend.
- Conducted interviews and usability testing sessions with stakeholders throughout the organisation: order managers stopped working around the tool.
- Built GALVANY's own internal design system in code, used for rapid prototyping and internal testing.

Staff Product Designer

JANUARY 2025 – FEBRUARY 2026

ClimatePartner GmbH CLIMATE TECH

- Led the end-to-end design of two SaaS products: a new Product Carbon Footprint solution and the existing Company Carbon Footprint product, including user research, conceptualisation, prototyping, testing and continuous iteration on user and business insights.
- Conducted stakeholder interviews and user research to inform and validate design decisions.
- Collaborated closely with product managers, developers and stakeholders to align design strategy, business objectives and KPIs.
- Communicated design vision and outcomes clearly to board members and cross-functional teams.
- Mentored a team of designers creating complex user interfaces for mobile and web.
- Developed and matured the design practice, raising the level of design thinking and execution across the cohort.

EDUCATION

IDEO U
Designing Strategy
2022

Delft University of Technology
M.Sc. Strategic Product Design
2012 – 2015

Delft University of Technology
M.Sc. Retail Design
2012 – 2015

Delft University of Technology
B.Sc. Industrial Design
2006 – 2012

LANGUAGES

- Dutch (native)
- English (C2)
- German (C1)

OUTSIDE OF DESIGN

Playing games, snowboarding, and both listening to and playing electronic music.

RELEVANT EXPERIENCE, CONTINUED

Lead (Founding) Product Designer
AUGUST 2020 – DECEMBER 2023

Affinidi DATA SECURITY

- Developed the design practice and products at Affinidi as the founding designer.
- Established and mentored a team of 4 designers, creating complex user interfaces for mobile, web and developer applications.
- Collaborated closely with product managers, developers and stakeholders to align design strategies with business objectives and KPIs.
- Led stakeholder interviews and user research to inform design decisions and validate concepts.
- Designed products from scratch: identifying user needs, conceptualising solutions, prototyping and user testing.
- Established the brand identity, design guidelines and best practices for consistency across all platforms.
- Communicated design vision and solutions to board members and teams.

Senior Experience Designer
JULY 2018 – AUGUST 2020

BCG Digital Ventures VENTURE BUILDING

- Designed multiple startups and products, including heycar, GoodWorker and LabTwin.
- Led entry-level experience designers, defining product design strategies within various ventures.
- Guided user research and testing; developed and facilitated workshops with clients and stakeholders.
- Presented design solutions to clients and stakeholders, ensuring alignment with business goals.

Experience Designer
MAY 2016 – JULY 2018

BCG Digital Ventures VENTURE BUILDING

- Part of multidisciplinary teams building and launching multiple startups.
- Conducted user research and testing, defining product requirements from research insights.
- Turned product requirements into UX concepts: wireframes, prototypes and other design artefacts.
- Presented design solutions to team members and peers, keeping user-centred design principles upheld.

Strategic Designer
NOVEMBER 2015 – MAY 2016

BCG Digital Ventures VENTURE BUILDING

- Supported the team's research: conducting user research and translating the outcomes into valuable insights.
- Created personas, user journeys and other design artefacts to inform product development.

CONTACT

Got an idea that needs building? Or just want to argue about design systems? **Either works.**

hello@wernervanhuffelen.com ↗
wernervanhuffelen.com

© 2026 WERNER VAN HUFFELEN

BERLIN

Werner van Huffelen.