Lena Heinrich

Senior Product Designer with **7 years'** experience delivering hands-on design solutions in both **in-house** and **agency** environments.

CONTACT

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EDUCATION

Oct 2017 – Jul 2018
M.Sc. Digital Design
Hogeschool van Amsterdam,
Netherlands (Grade 1.7)

Aug 2015 – Jan 2016
Erasmus+ exchange program
Industrial Design & Technology,
United Kingdom

Oct 2012 – Apr 2017
B.A. **Industrial Design**
Bergische Universität Wuppertal,
Germany (Grade 1,4)

CERTIFICATIONS

Jan 2025
WCAG 2.2: **Accessibility Design**

Sep – Nov 2021
Behavioral Economics

SKILLS

Disciplines: Product Design ♦ UX/UI ♦ Service Design ♦ Design Systems ♦ User Research ♦ Behavioral Economics

Tools & Technologies: Figma (including Design Library Management) ♦ Miro ♦ HTML ♦ CSS ♦ SolidWorks ♦ Keyshot

Methods: WCAG Accessibility ♦ Agile ♦ Prototyping ♦ User Journeys

Languages: German (native) English (C2)

AWARDS

2023 – 2nd Place, **Yara Innovation Award**

2020 – **BARC Award** (Best Practice Award BI & Analytics)

2018 – **German Design Award** Nominee

RECENT WORKING EXPERIENCE

Yara International ♦ In-house**, Berlin
Senior Product Designer / Apr 2022 – May 2025

– Designed **B2B** digital solutions for **renewable agriculture**, **precision farming**, and **laboratory services**

– Roles included **individual** contributor and **leading** design teams, from **small squads** to **large cross-functional** groups

– Built multiple platforms from scratch, digitised paper workflows, modernised **legacy** systems, developed **API** platforms, maintained local **design system** libraries, and led **research**

– Won 2nd place in **Yara Innovation Award** collaborating in a multidisciplinary team of five (science, data, engineering)

– Shortlisted in company-wide **AI innovation challenge** (top 10 of ~100 submissions)

Product Designer / Apr 2021 – May 2022

– Collaborated closely with **senior management** on a strategic proposal that secured a **high-value client**

– Achieved a **25% increase** in **lab order processing** by digitising workflows from end-to-end, including research, ideation, user testing and deployment.

– Defined a **new approach** to documenting design projects, widely adopted by **Design Ops** and design teams.

MING Labs ♦ Design Agency, Berlin
Product Designer / Nov 2019 – Apr 2021

– Lead designer for **B2B** and **B2C** projects ranging from **global corporations** to **startups**, focusing on the **medical** industry

– Won **BARC Award 2020** for BD Rowa Machine Maintenance System reducing downtime of medical dispensing robots

– Volunteered at **IXDA 2020 Milan**, supporting event organisation and engaging with the international design community.

Junior Product Designer / Nov 2018 – Oct 2019

– Managed full design process including research, ideation, production and client communication

Noto Design ♦ Design Agency, Cologne
Product & Industrial Design Intern / Feb 2016 – Aug 2016

– Led interface design for an infrared heating system and contributed **freelance** work to finalise the project.