



# Marco Schwitzky


Senior UX / Product Designer



 schwitzky.com

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## Summary

Senior UX/Product Designer with 20+ years of experience leading platform-level experiences for millions of users across web and mobile. I combine product strategy and user-centered design to deliver scalable, business-driven solutions.

## Core Competencies

### UX Design & Research

Data-driven Design

Usability Testing

Prototyping

Stakeholder Alignment

Product Strategy & Vision

UX Metrics

User Research

## Selected projects

 schwitzky.com/case-studies

## Education

Digital Media Designer

indisoft GmbH · 2000 – 2002

Psychology (partial studies)

TU Berlin · 1999 – 2000

Communication Technician

Robert Bosch GmbH · 1994 – 1998

## Languages

English (Professional Working)

German (Native)

## Experience

### ○ Senior UX/UI Designer – ImmoScout24

Jul 2012 – Dec 2025

Senior UX/UI Designer at ImmoScout24, leading UX/UI for high-traffic core experiences across web and mobile (iOS & Android).

- Owned and evolved the end-to-end mobile experience over several years
- Defined UX strategy for search and discovery across app and web
- Led continuous optimization of core, revenue-critical user journeys
- Restructured and redesigned the logged-in user dashboard, establishing a scalable information architecture adopted across product teams
- Shaped the homepage experience, defining structure, content logic and primary user flows
- Contributed to strategic initiatives such as AI-driven search and discovery, collaborating closely with product and engineering

### ○ UX/UI Designer – Bonial (KaufDA)

Jan 2012 – Jun 2012

Improved the UX and UI of an online prospect viewer for a leading digital brochure platform, enhancing usability and content interaction for users.

### ○ UX/UI Designer (Freelance) – ImmoScout24

Jan 2010 – Dec 2011

Enhanced B2B product usability by refining UI and interaction patterns

### ○ UI Designer Teamlead – EuroWeb

May 2006 – Dec 2009

200+ websites designed & developed

### ○ Full-Stack Designer (Freelance)

Jun 2003 – Apr 2006

Webdesign · Motion Design · SEO · CD/CI Design

### ○ Motion Designer – cobra youth communications

Feb 2003 – May 2003