

Oliver Annen

UX & Product Leader / Product Strategy · AI for Humans · Systems Thinking / Lecture

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I don't just build digital products. I create the structures that permanently improve teams.

For over 20 years, I have operated at the intersection of business, technology, and user-centricity. Guided by the question "And then?", I solve structural problems before they become costly and get stalled projects moving again.

I create the clarity that aligns teams and stakeholders and permanently improves them. The result: projects that don't just launch, but deliver.

Skills

Product Leadership & Design Operations

My deep technical understanding eliminates the loss of translation between design and engineering. I lead product and UX teams functionally and establish agile processes that shorten decision-making paths, increase delivery capability, and decisively improve product quality.

- Disciplinary and functional team leadership & agile frameworks (Dual-Track Agile, 3-lane triage, co-location)
- Confident stakeholder management up to C-level and ministerial level

Advanced UX Architecture & Strategy

Translating complex user requirements and technical constraints into scalable architectures that remain viable for years without structural redesign.

- Hypothesis-driven, structured discovery process using methods such as: Product Field and Jobs-to-be-Done
- Complex information architecture and adaptive interaction concepts (AI maturity models, multi-agent workflows)
- Business process modeling in BPMN as a common language between tech, business, and design
- Conception, build, and governance of scalable product systems

Optimization & Compliance

I ensure product quality through measurable optimization, accessibility, and regulatory security by strategically integrating sustainable structures, data privacy, and compliance into the design approach from the very first sketch (Privacy & Sustainability by Design).

- Proven expertise in Digital Accessibility (WCAG, BITV, ISO 9241)
- Data-driven conversion optimization (e.g., through self-developed checklists and self-tests)

Languages

- German (Native)
- English (Full professional proficiency)

Philosophy

Substance over Aesthetics

Scalable architectures and robust systems are the true foundation of successful products. Sustainable success is not created by superficial cosmetics, but by well-thought-out structures that grow stably.

Systems Thinking

I thoroughly think architectures through to the very end. This includes technical feasibility as well as the administrative receiving end. Risks and critical breaks in the system are resolved before they reach production.

Context Agility

I master new, complex domains rapidly to deliver immediate productivity. Through independent assimilation of intricate contexts, I ensure complete operational readiness from day one, even amidst fast-evolving requirements.

Partnership on Equal Footing

Sustainable product success requires substance. I empower teams and clients with long-term strategic clarity and operational competence, establishing a resilient foundation that outlasts the current project lifecycle.

Key Achievements

8 weeks to launch entry portal Nationwide digitalization to combat the pandemic. RKI flagship project. 24.7M error-free registrations.	€17.5M Series-A funding Contributed to the funding round by shaping the platform UX to a professional B2B level, receiving explicit VC praise.
1.1M downloads Platform architecture for 7 mobility providers. Scaled without a redesign. Most popular sales channel for the "Deutschlandticket".	+80% revenue growth Developed the account from an execution partner into a strategic advisor. Increased contribution margin by 11%.

Experience

Head of Product Design & UX - Blockbrain | JAN 2025 - AUG 2026

- Held functional, disciplinary, and strategic responsibility for the product and design team, focusing on secure enterprise AI features and multi-agent workflows.
- Elevated the platform UX to a premium, investor-ready level, strategically supporting the successful funding round.
- Scaled the design team to 5 members, establishing Dual-Track Agile frameworks and highly efficient triage systems.

Principal Product Designer UX & Account Lead AOK - Experience One | OKT 2022 - DEZ 2024

- Led the creative and product team, providing comprehensive advisory services for major client AOK regarding mobile products and digital initiatives.
- Pivoted the account from an execution partner to a trusted strategic advisor, driving ~80% revenue growth and a ~11% increase in contribution margin.
- Established BPMN and Product Field as the binding framework and methodology across multiple departments.

Specialist UX & Strategy - Signal Iduna | AUG 2021 - SEP 2022

- Unlocked a vital portal project stuck for 15 months, cracking the core issue in 6 weeks and maximizing discoverability.
- Strategically realigned digital ecosystems and transformed internal agile and UX structures from the ground up."

Director Product Design UX - SWIPE / Accenture | MÄR 2018 - JUL 2021

- Transformed the unit into the leading DACH center of excellence for product, UX, and delivery strategy.
- Overall UX/Design responsibility for the Digital Entry Portal (BMI/BMG) under SINA clearance, as well as the platform architecture for hvv switch.

Senior Product Designer & Product UX Lead - XING | AUG 2016 - FEB 2018

- UX Lead & Produktstrategie bei der Konzeption und Validierung des B2B-Premiumprodukts „XING ProBusiness“

Senior UX Designer, Associate Creative Director - sinnerschrader | OKT 2011 - JUL 2016

- Functional leadership of interdisciplinary teams: Volkswagen Car Configurator, BMW UK online sales platform, and 5 years of e-commerce responsibility for simyo.

Frühere Stationen | AUG 2001 - SEP 2011

- UX Architect sinnerschrader (2007–2011) · Junior Art Director add all AG · Web Designer · Webdeveloper Crazypixels

Teaching & Education

- **Since 2015 | Founder & Executive Coach "UX Basics" Corporate Curriculum:** Proprietary, university-grade curriculum built from the ground up; successfully executed for enterprise organizations including Boehringer Ingelheim, AOK, and Accenture.
- **2006 – 2016 | Faculty & Guest Lecturer:** HAW Hamburg (Introduction to UX & Service Design), SAE Institute & FH Wiesbaden.
- **Zertifikate und Ausbildung:** BA (Hons) Multimedia Arts, SAE/Middlesex University London | 4 Semester Information Technology (TU Darmstadt) | Certified Service Design & Design Thinking, Design Thinkers Amsterdam | UX Thinking, Artop/Humboldt-Universität Berlin