

Maik-Sebastian Rieffenstahl

UX Design Manager · Digital Solutions Designer, Barcelona, Spain

✉ maikrieffenstahl@gmail.com

in linkedin.com/in/maik-sebastian-rieffenstahl

🌐 maikrieffenstahl.com

EXPERIENCE



UX Design Manager

GARANTIEMAX GmbH Aug 2024 – Present

Digital service, warranty and insurance platform for kitchens. I own UX across the customer app, the B2B partner platform and the website, plus both design systems and the design process. Freelance, embedded.

- Rebuilt the customer app from a non-functional state into a **production mobile product**. Customers now file claims in the app instead of by phone.
- Designed the **B2B partner platform**: a CRM for kitchen partners and internal teams with role-based views, public at the area30 trade fair in 2026.
- Built and maintain **two design systems** that share tokens and code components across app and platform, with an audit that keeps them aligned per release.
- Working with AI since summer 2024, first for my own work, then in the design process: Figma Make from its first months, AI tooling in the company workflow from early 2026, now an end-to-end setup with published Figma skills, Jira automation, design system extraction and a company-wide knowledge base.
- Founded and run the design board in Jira, and write dev-facing tickets spec-forward so engineering implements without asking.
- Lead one junior designer at a time and wrote the team's Figma contribution workflow: branch per ticket, review by comment, merge checklist.
- Own the marketing website in Framer: CMS content, partner landing pages and trade fair pages.
- Shipped against trade fair deadlines three years running and a partner product go-live in 2026.



UX Designer (part-time)

GARANTIEMAX GmbH Nov 2023 – Jul 2024

- Stabilised two legacy products in the first months: platform modules, consistent formal German across all surfaces, first design hub in Confluence.
- Laid the foundation of the design practice: Figma file structure, the handoff flow between design and development, and the first version of the app design system.
- Delivered the customer app MVP and its booking funnel, from payment flow to error and success states.



UX Designer II

Raptive Jul 2022 – Apr 2023

- Built a Figma design system from scratch for a live ad-tech product: primitives, components and patterns.
- Documented every component state on manual spec sheets, before Figma Dev Mode existed.
- Carried the rebrand through the component layer so the team applied it once instead of on every screen.



Digital Media Designer

Wasserfreunde Spandau 04 e.V. & Schwimmschule Robbi Jan 2021 – Present

- Run digital for Germany's most successful water polo club and its swim school: website, information architecture and the swim course booking flow.
- Design the templates and imagery the club communicates with: Instagram content, news posts, Mailchimp newsletters and match photography, aligned across club and swim school.
- Build campaigns that turn Instagram reach into course bookings and memberships, with tracked links so results can be measured.



UX Designer · Volvo x SCADpro · Apr 2022 – Jun 2022



UX Researcher · Deloitte x SCADpro · Sep 2021 – Nov 2021



Student Media Web Designer · Savannah College of Art and Design · Jun 2021 – Jun 2022

EDUCATION

MBA in International Project Management

Universidad Católica San Antonio de Murcia · Nov 2023 – Jul 2024

BFA in User Experience Design, Minor in Graphic Design

Savannah College of Art and Design · Sep 2018 – Jun 2022

SKILLS

Design

Product and UX design for B2B and B2C, information architecture, workflow and role modelling, prototyping, regulated and legal copy, WCAG 2.1 AA

Systems

Design tokens and variables, component architecture, slot composition, design system audits, multi-surface alignment

Tools

Figma, FigJam, Framer, Jira, Confluence, Miro, Plausible

Build

HTML, CSS, JavaScript, React for Framer code components, Vercel, WordPress

AI

Claude and Claude Code, Figma AI and Figma Make, Figma MCP, skill authoring, Jira automation, AI-assisted prototyping

Leadership

Team of two, cross-functional facilitation with CEO, CTO, CPPO and engineering, decision logs, delivery against trade fair deadlines

AWARDS

Red Dot Design Award

Swift Student Project · Aug 2022

Indigo Design Awards

Gold in UX, Interface and Navigation for Games, Gold in PC Games · Apr 2021

Athletic Scholarship

Savannah College of Art and Design · 2019 – 2022

Dean's List

Savannah College of Art and Design · 2020 – 2022

LANGUAGES

German (native) · English (fluent) · Spanish (basic)