

Josef Richter



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Product Designer & Builder

I design and build web & mobile apps, turning complex business problems into simple, easy-to-use flows. 15+ years of experience working with fuzzy goals and fluid environments. I'll learn everything about your business, coz without that it's impossible to do great design.

Skills

Design	UX design · flow simplification · prototyping · UI design · design systems
Development	Elixir · Swift / SwiftUI · JS / TS · React / RN · Rust · Clojure
Tools	Figma · Claude Design
Domains	CRM · SaaS · HealthTech · FinTech · Telco · Transportation

Experience



Design Lead Enaia, New York City · 2024–2026
Commercial real-estate CRM used by leading firms like CBRE and JLL.

- Led the design and rollout of a **unified design system**, streamlining the UX around the product's most complex features.
- Shipped a wide range of **prototypes** — from click-through mockups to experimental product forks — reporting directly to the CEO & CTO.
- Worked across the **full stack** (design → frontend → backend), removing the usual design-to-dev handoff bottleneck.
- Authored **765 pull requests** to the product codebase — shipping design changes directly, not just handing off specs.



Design Lead, Mobile Platforms Medable, Palo Alto · 2022–2023
Decentralized clinical-trial platform — mobile patient data capture.

- Defined **trial-participant personas** that became the company-wide model for understanding users.
- Redesigned the core **eCOA / ePRO data-capture** interfaces for consistency across products and platforms, reconciling UX best practice with strict scientific & regulatory requirements.
- Set the long-term vision for a modern patient journey in an industry where trials run **10–12 years** and only **10%** complete.
- Delivered a full redesign of the trial-participant companion app, used in **110 countries** worldwide.



Mobile Design Lead

Vodafone, London · 2021–2022

Vodafone TV apps for mobile & tablet.

- Designed a **mobile-first** interface for Vodafone TV, distinct from the TV app, for phones and tablets.
- Upgraded the **design system** to the latest Apple HIG and Material guidelines.
- Built advanced interaction prototypes in Framer.



Design Lead, Smart Home

T-Mobile, Frankfurt · 2018–2022

Smart-home platform across mobile, web and hardware.

- Grew a **4-person skunkworks side project into the company's primary Smart Home product** — **100+ people** reallocated to it after leadership made it the lead initiative.
- Introduced a full **atomic design system** across platforms and drove its adoption across design and development teams (10 designers).
- Reframed product strategy around pre-built **"stories"** — zero-config everyday automations for mass-market, non-technical users.
- Cut development effort by standardizing platform components and introducing advanced prototyping (InVision Studio, Framer X, React, Vue).



Freelance Designer & Builder

Worldwide · 2009–now

Building my own products — mobile & web apps — alongside freelance work for startups worldwide. Fascinated by high-concurrency problems (too many people → server crash).

- **Stock Sorted** — Shopify app for shared inventory across stores; Shopify can't handle it natively, a textbook concurrency problem. apps.shopify.com/stock-sorted
- **nutritious.love** — AI calorie tracker: scan food, get nutrition-change recommendations, and more. nutritious.love
- **HabitPass** — iPhone app that builds a language-learning habit by locking out social media. (in App Store review)
- **Tideman** — a tool that helps students test their implementation of the "final boss" algorithm from Harvard's CS50. tideman.netlify.app
- **francis_template** — open-source Elixir package for file-based HTML templating in the Francis web framework (my personal website runs on it). hex.pm/packages/francis_template
- **francis_sqlite** — open-source SQLite integration for the Francis Elixir web framework. github.com/josefrichter/francis_sqlite



Senior Consultant, M&A

Ernst & Young, Prague · 2005–2009

- International tax structuring for major banks and corporates (Unicredit, GE Money, SAB Miller, Pilsner Urquell). A grounding in finance and business that still sharpens how I frame product decisions today.

Testimonials

"One of the most thoughtful product design leaders I've worked with — he consistently does things the right way to sustain and scale design."

— Joshua Bryant, Director of UX & Product Design, Medable

"Exceptional talent, with a deep understanding of product strategy and a rare ability to remove nonessential complexity — it drove extraordinary results in user testing."

— Timon Reinhard, Lead Product Owner, T-Mobile / Deutsche Telekom

"A bright, holistic design thinker who breaks problems into clear parts and brings out the best in his collaborators."

— Sina Mossayeb, Chief Design Officer, Medable

More at josefrichter.design/testimonials.