Jesse Van Mouwerik

UX DESIGN LEADER · BERLIN, GERMANY

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DESIGN CAREER HIGHLIGHTS

UX design leader combining a visual artist's craft with a track record in B2C SaaS growth, complex B2B product design, and global team leadership. Experience spans building products from 0 to 1 in a startup environment, modernizing legacy software, optimizing industrial workflows, and designing and building AI-powered applications.

DESIGN LEADERSHIP

Hired and led a global team of eight designers and researchers at my employer, Issuu, taking on director-level responsibilities within a year of joining as an individual contributor.

COMMERCIAL IMPACT

Helped achieve record revenue at Issuu ahead of its acquisition by Bending Spoons (a long-term company goal). Increased zero-day upsells by 35% and user activation by at least 27%.

PRODUCT DESIGN & AI

Translated complex industrial processes into intuitive B2B software with AI capabilities at Gelato. Led research and designed tools for manufacturing and task management by visualizing B2B workflows at Gelato and Workstreams.

PROFESSIONAL EXPERIENCE

Freelance — Design Consultant & Author

Berlin · Mar 2026 – Present

Consulting startups on UX and designing AI-powered experiences in collaboration with founders and SMBs.

- Researched, designed, and built two AI-powered apps, one for an agribusiness supply chain and one for personal task management, using Claude Code, Mistral, Figma, and Vercel.
- Completing my first book, *The UX of Europe*, applying UX principles to geopolitical challenges in the EU.

Gelato — UX Design Lead

Berlin · Nov 2024 – Mar 2026

Accelerated the adoption of production-on-demand software tools by a global network of printing businesses.

- Led UX initiatives for GelatoConnect, a B2B on-demand print production software, translating complex production workflows into intuitive features for order processing, job routing, quality checks, and logistics.
- Rapidly tested and adopted AI tools (Claude Code, v0, Lovable, Figma Make, Vercel) to prototype tools for print and packaging stations.
- Turned an internal print-layout tool into a self-service editor adopted by key B2B production partners, and grew the overall partner network.
- Conducted on-site research with managers and press operators, informing production-station interfaces and supporting a broader B2B rollout of tools for custom apparel and 2D paper products.
- Partnered with multiple Product and Engineering teams to define requirements and deliver production workflow automation; regularly presented and defended design decisions to company leadership.

Issuu — UX Design Lead, UX Manager

Berlin · Mar 2021 – Oct 2024

Hired to accelerate revenue through UX ahead of an acquisition; successfully acquired by Bending Spoons.

Senior Designer → Design Lead → Acting Design Director

CONVERSION & GROWTH

- Led UX design for an online publishing platform turning static documents into interactive flipbooks, and normalized best practices for user research across a globally distributed product org.
- Drove user activation, retention, and revenue growth by improving the homepage, login, feature gating, and file-upload flows, helping new users more reliably experience product value and convert to paid plans.
- Improved the flagship product's core workspace by simplifying its information architecture, helping users discover features, upload files, then publish and share formatted documents.

SELECTED DESIGN RESULTS

- Helped achieve the highest revenue in Issuu's history through a UX-led redesign, reversing stagnant growth.
- Increased zero-day upsells by 35% through an overhaul of the pricing page, without changing offerings or prices.
- Increased user activation by 27% with a preview-before-signup experience, leading to 2× paid plan upgrades.

PRODUCT DESIGN & DELIVERY

- Partnered with Product to shape roadmaps, secure engineering resources, and defend design strategies to executives and Engineering.
- Led UX oversight for the enterprise-plan launch, reviewing onboarding, UX copy, and components.
- Built a design system from scratch and established its adoption across globally distributed teams.

TEAM LEADERSHIP & GLOBAL MANAGEMENT

- Progressed from individual contributor to acting design director, leading the design function within a year.
- Built a global team of eight designers, owning recruitment, candidate selection, and salary negotiations.
- Led day-to-day management of the global team, including 1:1s, team meetings, career progression, and conflict resolution.

Workstreams.ai — UX Designer

Berlin · Feb 2019 – Mar 2021

Built a task-management experience from the ground up for organizations.

- Co-designed a Slack-first task manager, letting teams manage tasks within Slack through a unique mix of chat and Kanban.
- Won Slack's "Best Modernized Directory App" award; officially endorsed in the Slack App Directory.
- Led user interviews and usability testing that guided feature improvements and the adoption of key features.

Independent contractor — Brand Designer & Copywriter

Berlin, Germany & Portland, Oregon · Mar 2014 – Jan 2019

- Ran an independent design and copywriting business, creating brand identities, digital interfaces, and website content for startups, brands, arts organizations, and education platforms.

EDUCATION & ABOUT ME

BA, International Relations, German & Art · University of Redlands

Interests · Oil painting, drawing, and surreal characters inspired by mythology

Languages & citizenship · English (native), German (C1); US & German citizen