PETER BIEKARCK

Senior/Lead Product Designer with **10+ years** driving growth for consumer mobile products across HealthTech, Mobility, and Energy.

Led cross-functional teams to deliver impact, including **+10% revenue uplift** from a new loyalty program and **+12% multi-day trip utilization** through core flow optimizations.

EDUCATION

B.A. Industrial & Product Design
Muthesius Academy of Arts & Design B.A.
2013 - 2015

B.A. Business & Management
Business & Information Technology School
2003 - 2007

SKILLS

Methodologies
User Journey Mapping
Service blueprint
Opportunity solution trees
User interviews
Prototyping
UX & UI design

Strength
Problem solving
Design thinking
Aligning business and user needs
Stakeholder management
Strategic thinking
Product discovery

Tools
Figma
Mural
Pen & Paper

🇺🇸 + 🇩🇪   **Work eligible in Germany and USA**

CONTACT + LINKS

🌐 **peterbiekarck.com**

in **www.linkedin.com/in/peter-biekarck**

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EXPERIENCE

RABOT ENERGY   *Germeny • Hamburg*
A start up disrupting the energy market by empowering users to take control of their energy use and costs with dynamic tariffs and smart asset integration.

Design Lead   July 2024 - present   *1 year 1 month (current)*
- Increased the share of users with smart charging activated (major revenue stream) after connecting asset in the first 3 days from **35% to 84%**.
- Enabled users to manage monthly spending through fixed prepayments, **cutting basic and smart user churn%**.
- Established the company's first **design system**, starting with **tokenized color** foundations for light and dark modes.
- Improved the app's **accessibility score** to meet industry standards while enhancing **brand consistency** and **visual identity**.
- Built and scaled the Design team, **embedding dedicated designers** within each product team.

MyFitnessPal (MFP)   *USA, Ann Arbor, MI • Remote*
Trusted by millions worldwide, MFP helps people achieve their personal health goals through precise calorie and macronutrient tracking.
(Speciffic numbers under NDA)

Senior Product Designer Aug 2022 - June 2024   *1 year 10 months*
- **Increased daily active users (DAU)** through allowing personalizing the dashboard experience around individual dietary goals and focus areas.
- Launched a metering feature for barcode scanning, **improving ease and speed of food logging** while maintaining **strong premium conversion** and retention (increase number of foods logged; decrease/maintain premium churn)

SHARE NOW   *Germany • Hamburg (hybrid)*
A leading European car-sharing provider, redefining mobility through user-centred, business-driven design.

Design Lead   Feb 2021 - Jul 2022   *1 year 5 months*
- Guided team members in defining and achieving individual **career goals** and **growth paths**.
- Shifted the organization's mindset from a transactional to a **collaborative, design-driven approach** to product development.
- **Built** and **scaled** the **product design team** through targeted hiring and staffing.

Product Designer   Apr 2019 - Jul 2022   *3 years 3 months*
- Led UX efforts in the creation of a new loyalty program, **increasing revenue** among enrolled users by **over 10%**.
- Drove continuous improvements to the core app, resulting in a **12% increase in multi-day trip utilization** across hourly and daily rates.
- **Increased revenue by 2,4%** by offering trip add ons in the core product (minute based commuters).

Owl + Bear Design   *Germany • Hamburg | USA Savanah, GA*
Co-founded a two-person studio crafting app redesigns and full web experiences for clients in Germany and the U.S., from early-stage startups to mid-size businesses.

Founder & Product Designer   Jan 2017 - Mar 2019   *2 years 2 months*
- Founded a two-person studio (UX Writer & Designer) serving clients in Germany and the U.S.
- Delivered projects ranging from app redesigns to end-to-end website builds for startups and mid-sized companies.