

Felix Heilingbrunner

Product Designer, product sense and coding included.

Experience



Product Designer

Jul 2023 – Today

Jimdo

Owned store, forms and booking tools used on millions of websites

- Relaunched Bookings increasing ARR by 50% in 2 quarters, primarily by reducing confusion in event creation and reduced setup drop-off.
- Introducing AI first design system for information presentation, translating into higher activation rates through better user understanding.
- Influencing C-level decisions with user research, moderating buy vs build trade-offs.
- Owning experience quality measured by usability metrics end to end, shipping React code weekly to production.



Product Manager

Nov 2022 – Jun 2023

Bling

Hired as the 1st Product Manager at Bling

- Achieved 250% user growth and a 25% CLTV increase over 3 quarters.
- Co-designed Product Vision and Strategy with the CEO, and presented to investors.

Product Internships

Jan 2022 – Sep 2022

Top Berlin Startups



HeyJobs - Product Strategy Intern

- Restructured competitive analysis creating a competitor monitoring habit for C-level and other department leads.
- Led Opportunity Validation for Onboarding and Activation at Heyjobs.



Join.com - Product Management Intern

- Moderated engineering tradeoffs aligning stakeholders, like design, data, finance, and CX.
- Supported the Lead Product Manager by writing user stories and collaborating with teams.

Education



B.A. Product Management

2020 – 2023

CODE University of Applied Sciences Berlin

Minor in Software Engineering and Interaction Design

An interdisciplinary project-based degree with the coaching of highly skilled Product Leaders.

Tools



Cursor



Claude Code



Figma



Maze



Phrase



Fullstory



Mixpanel



ChatGPT



Jitter Jitter



Gemini



Lovable