



Lena Heinrich

Senior Product Designer with **7 years'** experience delivering hands-on design solutions in both **in-house** and **agency** environments.

RECENT WORKING EXPERIENCE

Yara International ♦ In-house, Berlin

Senior Product Designer / Apr 2022 – May 2025

- Designed **B2B** digital solutions for **renewable agriculture**, **precision farming**, and **laboratory services**
- Roles included **individual** contributor and **leading** design teams, from **small squads** to **large cross-functional** groups
- Built multiple platforms from scratch, digitised paper workflows, modernised **legacy** systems, developed **API** platforms, maintained local **design system** libraries, and led **user research**
- Won 2nd place in **Yara Innovation Award** collaborating in a multidisciplinary team of five (science, data, engineering, product)
- Shortlisted in company-wide **AI innovation challenge** (top 10 of ~100 submissions)

Product Designer / Apr 2021 – May 2022

- Collaborated closely with **senior management** on a strategic proposal that secured a **high-value client**
- Achieved a **25% increase** in **lab order processing** by digitising workflows from end-to-end, including research, ideation, user testing and deployment.
- Defined a **new approach** to documenting design projects, widely adopted by **Design Ops** and design teams.

MING Labs ♦ Design Agency, Berlin

Product Designer / Nov 2019 – Apr 2021

- Lead designer for **B2B** and **B2C** projects ranging from **global corporations** to **startups**, focusing on the **medical** industry
- **BARC Award 2020** for BD Rowa Machine Maintenance System reducing downtime of medical dispensing robots
- Volunteered at **IXDA 2020 Milan**, supporting event organisation and engaging with the international design community.

Junior Product Designer / Nov 2018 – Oct 2019

- Managed full design process including research, ideation, production and client communication

CONTACT

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EDUCATION

Oct 2017 – Jul 2018

M.Sc. Digital Design

Hogeschool van Amsterdam, Netherlands (Grade 1.7)

Aug 2015 – Jan 2016

Erasmus+ Exchange Program

Industrial Design & Technology, United Kingdom

Oct 2012 – Apr 2017

B.A. Industrial Design:

Bergische Universität Wuppertal, Germany (Grade 1,4)

SKILLS

Disciplines: Product Design ♦ UX/UI Design ♦ Service Design ♦ Design Systems ♦ User Research ♦ Interaction Design

Methods: Design Thinking ♦ Double Diamond ♦ Agile ♦ Journey Mapping ♦ Behavioural Design ♦ Wireframing ♦ Prototyping ♦ Usability Testing ♦ A/B Testing ♦ Accessibility (WCAG) ♦ Responsive Design

Tools & Technologies: Figma ♦ Miro ♦ Adobe CC ♦ HTML ♦ CSS ♦ Javascript (basic) ♦ ChatGTP

Languages: German (native) ♦ English (C2)

AWARDS

2023 – 2nd Place, **Yara Innovation Award**

2020 – **BARC Award** (Best Practice Award BI & Analytics)

2018 – **German Design Award** Nominee