

Hendrik Kettelhut

Product Design Lead · Design Systems & DesignOps · AI-First

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Summary

Product Design Lead with 10+ years of experience building and governing design systems across three system generations, growing a design team from 1 to 5 within a 20-person design organization. Deep expertise in token architecture, Figma governance, Storybook, and design-to-code workflows, with React/TypeScript and CSS/SCSS literacy.

Experience

Lead Designer | Yara International | Aug 2023 – Aug 2025

- Redesigned the UX workflow to remove bottlenecks and prevent deadline overruns across teams
- Decreased design inconsistencies by 80% through system adoption and embedding design patterns
- Implemented a regional design system aligned with the global platform, reducing fragmentation across markets
- Scaled the design team from 1 to 5 designers and mentored them, cutting onboarding time by 30%
- Collaborated with global brand team to define a unified visual language for digital products

Senior Product Designer (Design Systems) | Yara International | Oct 2020 – Jul 2023

- Generated 40+ reusable components as a team of one and drove adoption across Yara's products
- Drove adoption of the Fertilise Design System as the official system for a full product rebranding
- Integrated 80+ components from a regional system into the new global "System of systems"
- Onboarded 8 product teams via workshops, cutting system adoption time by 40%
- Increased contribution rate by 60% through standardised workflows and contribution frameworks

Senior Product Designer | Yara International | Dec 2018 – Sep 2020

- Built the first shared component library (40+ components), establishing quality standards that later evolved into the Fertilise Design System
- Reduced design-engineering handoff issues by 70% by replacing fragmented UI with a unified style guide
- Increased sign-up rates by 38%, retention by 40%, and conversions by 30% through product redesign
- Designed the first mobile MVP, driving higher engagement and adoption

Senior UX Designer | Freelancer (part-time alongside employment from 2018) | Oct 2013 – Oct 2019

- Created brand guidelines and style guides adopted by 10+ clients as their standard design reference
- Delivered UX/UI design for 15+ client projects with a 90% on-time delivery rate

UI Designer | Webguidez Entertainment GmbH | Aug 2012 – Sep 2013

- Designed adverts for 10+ projects across gaming and entertainment clients, supporting campaign launches

Personal Projects

HeroLog, Reliquary, and UE5 RPG prototype | Ongoing

- Built a React Native app and its in-code design system: tokens, variants, dark mode, Storybook, TypeScript
- AI-first workflow with Claude Code (skills, agents, MCP); 3D gameplay prototyping in Unreal Engine 5

Education

Bachelor of Engineering (B.Eng.) | Print and Media Technology | Jul 2016

Skills

Design leadership: Design strategy, Team building and scaling, Mentoring and coaching, Workshops and discovery, Stakeholder management, Cross-functional collaboration, Design critique, Product vision and roadmap.

Design system architecture: Component architecture, Token architecture and pipelines (Style Dictionary), System governance, Versioning and deprecation, Audits and adoption metrics, Multi-brand theming, Accessibility (WCAG), Contribution models.

DesignOps, AI, and code: Figma (variables, modes, branching, libraries), Figma MCP server, Claude Code (agents, skills, MCP), Storybook, React/TypeScript, HTML/CSS/SCSS, Prototyping in code, Documentation standards.

Languages

German (native), English (fluent)

Certifications and Conferences

NN/g UX Management Certificate (Feb 2025) · IHK AEVO License (Jun 2015) · Into Design Systems AI Conference (Mar 2026)