Hannes Alexander Türk

Senior Product Designer & UX Engineer

Complex digital products. Hands-on implementation. Analytics and AI agent workflows.

Portfolio & selected case studies

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PROFILE

Since 2013, I have designed digital products across e-commerce, B2B and FinTech. I connect UX concepts with frontend implementation and product analytics. With Mindfolio, I develop my own product and use AI agent workflows for development, reviews and QA.

PROFESSIONAL EXPERIENCE

Aug 2022 - Sep 2026

OC Food Solutions GmbH (Loql) · Senior UX Designer

Designed mobile, web and enterprise workflows, including structured data migration and user guidance. Defined tracking concepts, implemented selected Flutter events and analysed PostHog funnels. Built an AI-assisted experimentation framework and agent workflows for design QA and userflow gap checks.

Nov 2018 - Aug 2022

REWE Digital GmbH · Senior UX Designer

Designed shopping, delivery and checkout experiences for the REWE app. Combined research with Adobe Analytics to prioritise UX improvements. Built an internal web application for automated App Store review analysis.

Jun 2015 - present

UPROCKET MEDIA · Founder · Freelance UX/Product Consultant

Continuous freelance practice alongside employed roles; UPROCKET MEDIA GmbH: 2015-2018. Delivered websites, web applications and e-commerce projects from analysis and UX concepts through technical implementation.

Mar 2013 - Jun 2015

XCOM AG · Team Lead, Web Development & Marketing

Led Web Design & Development and coordinated requirements across design, engineering, marketing and clients. Designed and implemented digital products and web projects.

SELECTED PROJECTS

Mindfolio

Independent product · In development

Designed and built a behavioral portfolio platform with Next.js, React, TypeScript and Supabase. Orchestrates AI agents for development, reviews and QA.

Product ownership · UX engineering · Agent orchestration

AI-Assisted Experimentation

Q4 2025 · Loql

Connected Lovable, Flutter WebViews, HubSpot API and PostHog in a framework for rapid product validation and CRM automation.

Experimentation · Integrations · Product analytics

Agent-Driven Design QA

Q2 2026 · Loql

Built a label-triggered agent that checks UI pull requests against Figma and provides GitHub-native one-click corrections.

Design systems · GitHub workflows · Automated QA

CORE SKILLS

Product	UX Design · Discovery · Userflows · Design Systems
Analytics	PostHog · Adobe Analytics · Tracking · Experimentation
Engineering	Next.js / React · TypeScript · Flutter · API Integrations
Tools	Agent Workflows · Figma · Claude · Cursor · GitHub

EDUCATION

Rheinische Hochschule Köln
2009-2011 · B.A. Mediadesign

San Diego State University
Jan-Jun 2011 · Semester abroad

Universität Duisburg-Essen
2008-2009 · Media Informatics | No degree awarded

RWTH Aachen University
2007-2008 · Computer Engineering | No degree awarded

LANGUAGES

German	Native
English	Professional
French	Basic

INTERESTS

Entrepreneurship & AI · Behavioral Finance · Fitness · Travel & Culture