

Christoph König-Kluge

Strong teams need strong teamplayers.

As a Product Designer, I leverage extensive experience across industries and cross-functional teams, specializing in concept development, user experience design, and implementation.

I want to make the Team's life better

I get developers, product owners, and stakeholders together early – with ideas, designs and prototypes. I am confident in making decisions, and help ensure everyone is working on the same problem.

My job is not about having the best idea in the room but to help the team find the best solution. That means: Listening, asking the right questions, and making results visible.

I want to make the Product better

I don't just design interfaces – I solve problems.

I understand the business model, know the technical constraints, and understand which metrics matter. My designs are always aligned with business, research and engineering, ready for production – not just for the next review meeting.



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Unified solutions for publishers and media corporations

axel springer_

WELT

Bild

mediapioneer.

Weiterlesen mit **Bild+**

BILDplus Digital

Monatlich kündbar

~~29,99 €~~ **3,99** € / Monat¹⁾

12 Monate / monatlich 3,99 € - danach 9,99€

JETZT TESTEN

 **SIE HABEN BEREITS EIN KONTO?**

¹ 12 Monate / monatlich 3,99 € - danach 9,99€

Weiterlesen mit **WELT+**

Mehr Tiefe. Mehr Hintergründe. Mehr von uns.

WELTplus

Monatlich kündbar

~~19,99 €~~

9,99 € / Monat¹⁾

12 Monate / monatlich 1,99 € - danach 9,99€

JETZT TESTEN

 **Unbegrenzt Artikel lesen**

Zugang zu allen Artikeln auf WELT.de und in der WELT News App.

Cross-Brand designs for Axel Springer

Business-critical. Continuously tested. Millions of views daily.

Paywalls, Login & Checkout

Conversion-optimized purchase flows designed specifically for subscription sign-ups. As design owner for these critical flows, I maintained and evolved design systems and components over several years.

The Impact: Business value through cross-brand, whitelabel architecture

What were once static pages maintained by separate engineering teams became a unified product developed consistently across all brands.

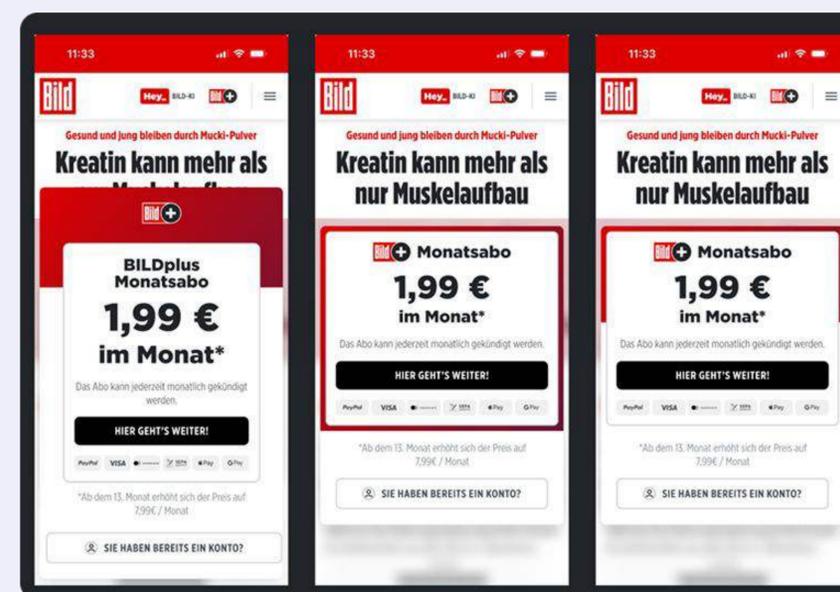
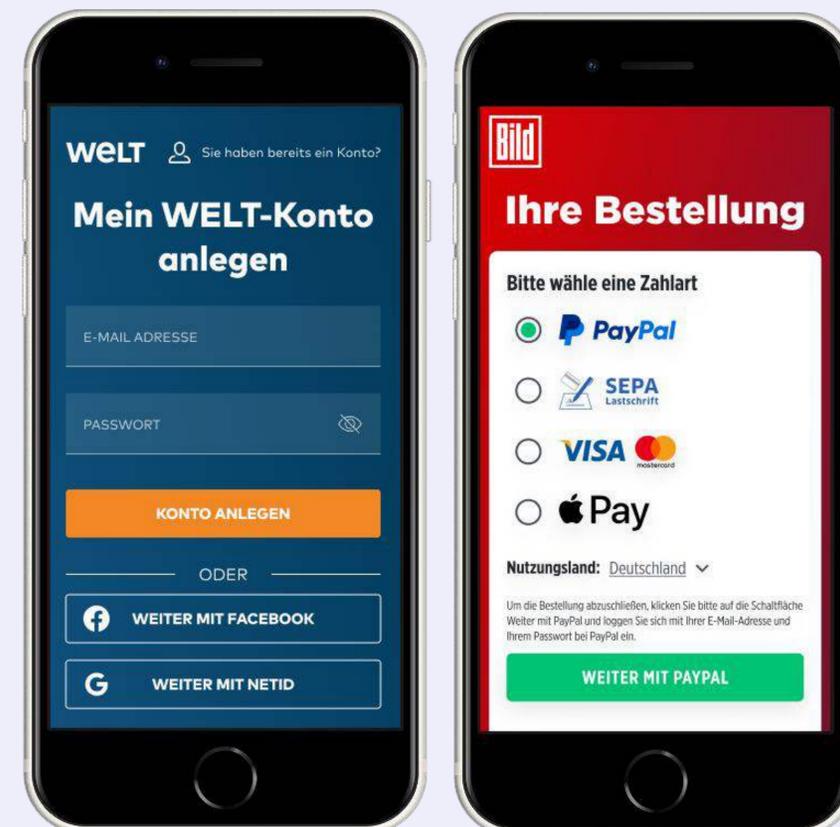
Brand identity remains clearly visible while components and codebase stay consistent. This significantly reduces development effort and enables unified, agile testing along with shared user research.

Seamless Onboarding

Flexible components control access to premium content and serve as the primary entry point for subscriptions. Intuitive, accessible sign-up experiences with modern security standards and social login integration minimize friction.

My Contribution: Concept, Coordination, Design

As the responsible designer, I shaped both product strategy and visual design. My role within the product team encompassed design, user research, A/B test design, prototyping, and integrating various third-party solutions into the Axel Springer brand ecosystem.



Cross-Brand designs for Axel Springer

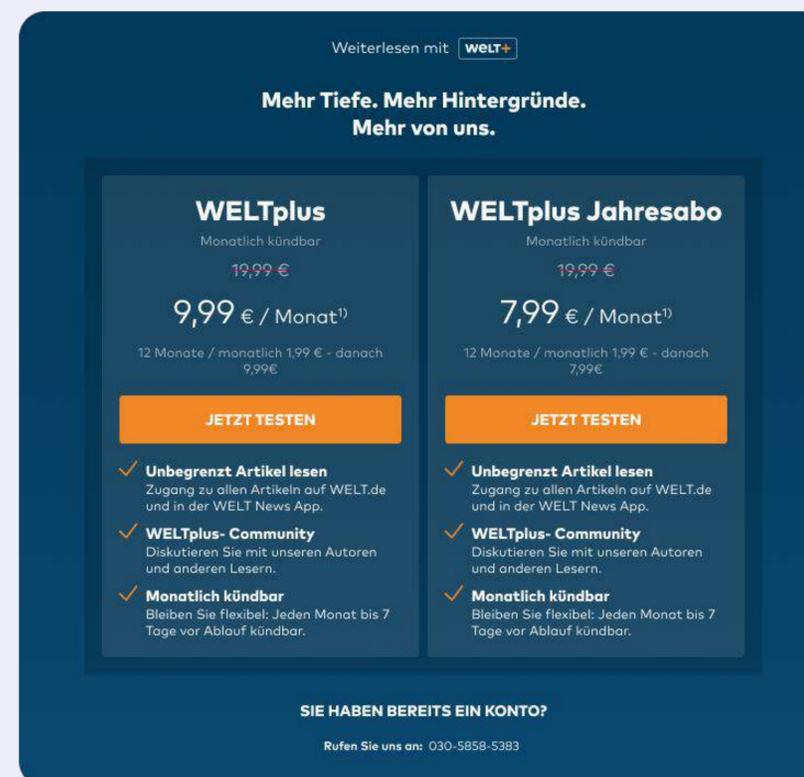
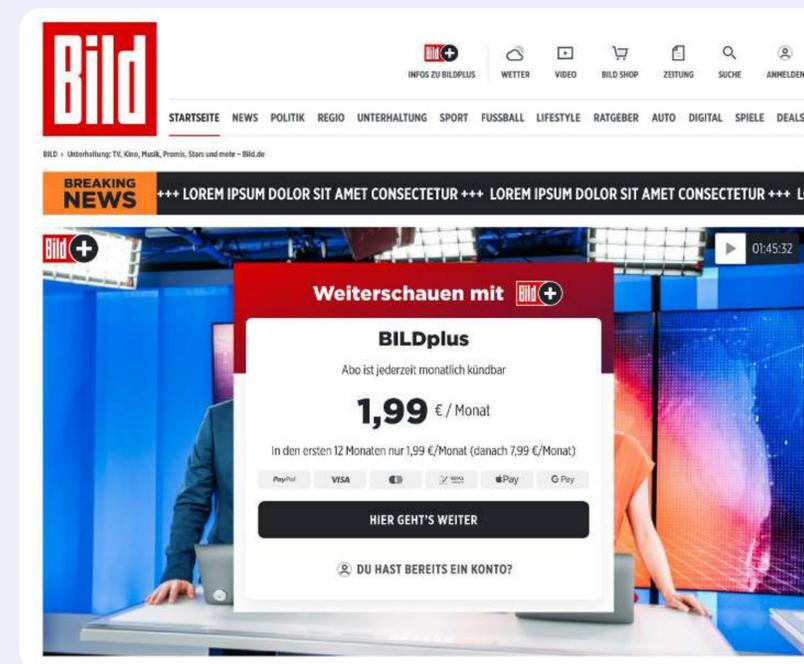
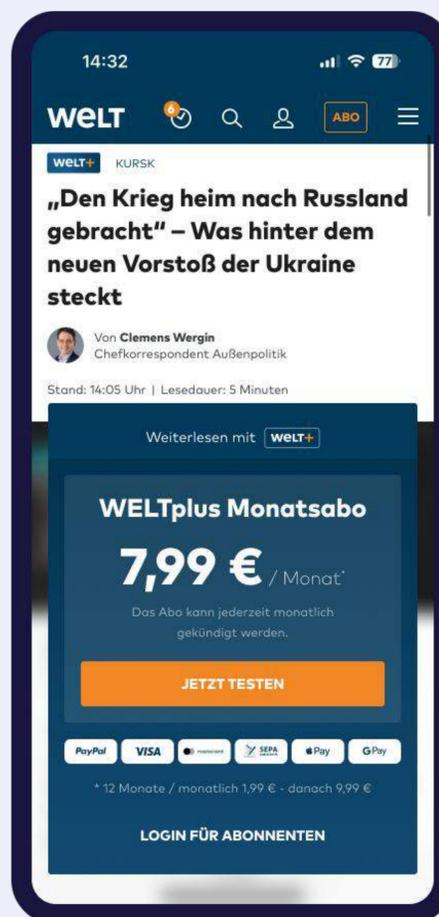
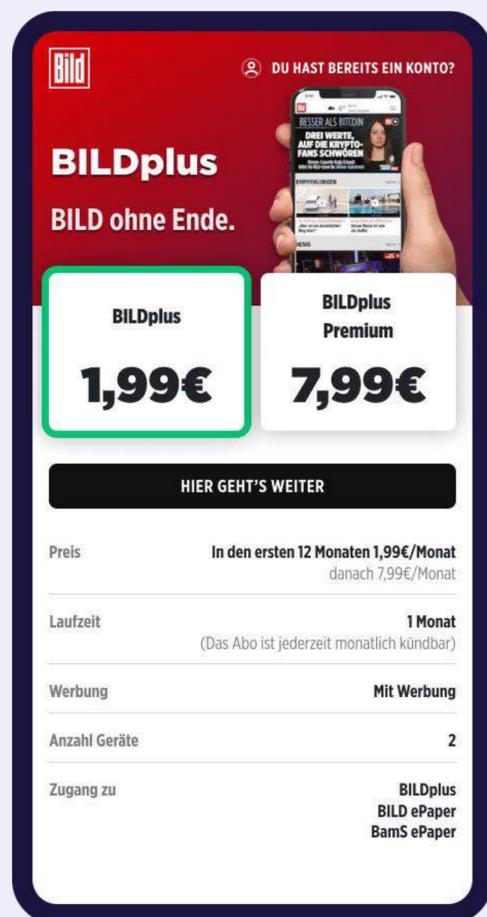
Paywall Designs

Absolutely business-critical.

The paywall components managed by our team are **completely configurable** – the optimal variants with different feature sets are deployed depending on context.

I own and develop the designs of the modular system for **customizable components** here, driving product development with Product Owner and Engineering, coordinating with business stakeholders of the brands to design templates and **specifications for A/B tests**.

The entry point for potential subscribers on Europe's biggest news sites is of **critical importance** and is always in good hands with our team.



Cross-Brand designs for Axel Springer

Offer Pages CMS

Dynamic CMS pages instead of static burdens

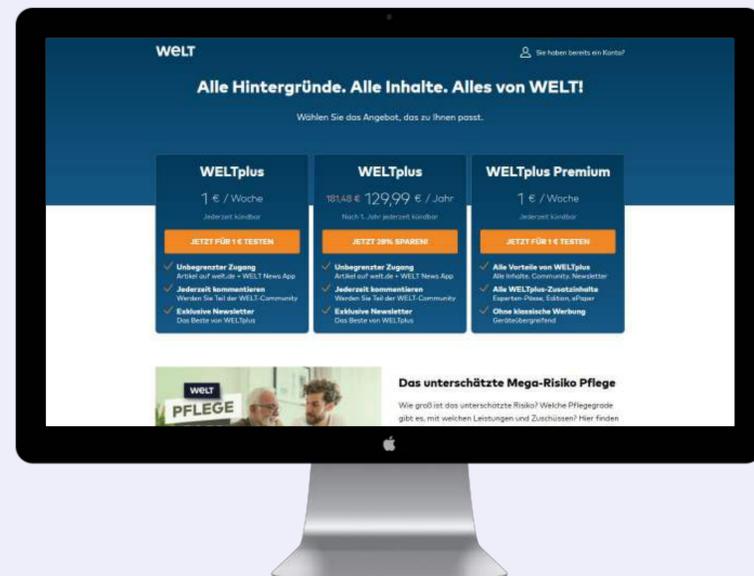
We transferred design and maintenance of offer pages for WELT.de and BILD.de from isolated, static pages that had become unsatisfactory over time into a powerful tool box for the in-house marketing specialists.

A Content Management System with which marketing can deploy targeted campaigns on offer pages and track them. It offers a variety of components like image/text blocks, coupon inputs, countdown timers, FAQs, and much more.

From MVP to flagship

Initially, we only planned to build a unified offer page for BILD and WELT that could be edited by the respective marketing teams. During the project launch, seeing the potential, I developed the CMS concept with a versatile component library and thereby laid the foundation for a highly successful product for the corporation.

We created lasting value here.



The Interaction Suite: Quiz and survey tools as engagement drivers

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WELT

Bild

mediapioneer.

Wer kann Kanzler

Markus Söder ist der Mann der Stunde

51%

Es muss Friedrich Merz sein

30%

Habeck überzeugt mich

19%

The Interaction Suite: Quiz and survey tools as engagement drivers

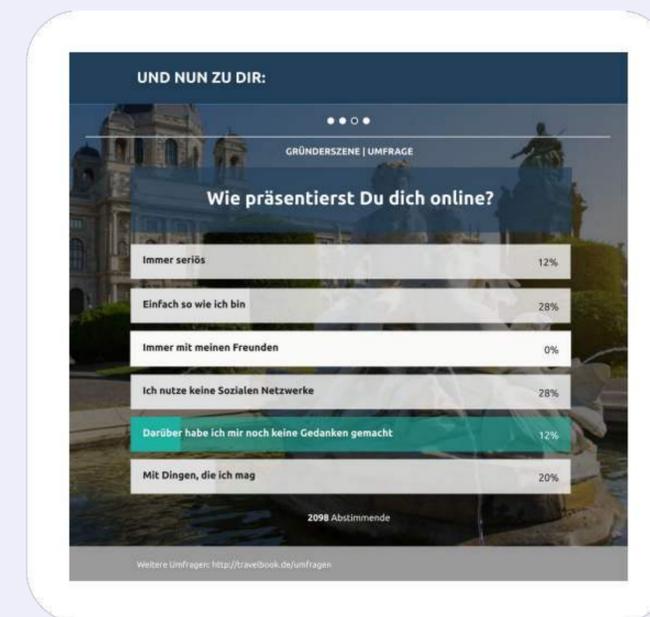
Engagement driver. Added value for Editorial & Marketing. Themes for every brand.

Interactive user experience with added business value

The Interaction Suite **combines versatile quiz & survey tools with a powerful admin interface** that enables easy creation and management for editors. The **embeddable applications** adapt to individual color schemes, logos, and fonts of each brand.

Owning concept & design, I was able to implement my vision here – to **build a modular, expandable suite** from the initial quiz and survey applications. I developed the concept, architecture, and design of this **white-label solution**. Additionally, I drove forward options for **monetizing the applications**.

The Interaction Suite is used very successfully in editorial departments, and is clicked by visitors almost constantly. The survey results are partly used to produce article stories about gathered opinion data, for example in politics' rankings and sports topics.



Twitter Thread:

Gordon Repinski @GordonRepinski · 4h
Drei Stars von morgen aus drei Parteien: @Tkuban36, @SiemkeMüll und @Ria_Schroeder sind bei unserer #PolitikRangliste auf die vorderen Plätze bei den Rising Stars gewählt worden. Glückwunsch!

Gordon Repinski @GordonRepinski · 4h
Dahinter geht's weiter mit @KonstantinKuhle, @NadineSchoer, @KuehniKey und @DierTanyak.

The Pioneer Beta Menü

Sprecherin des Seeholmer Kreis

3. Ria Schröder
Mitglied im FDP-Bundesvorstand
13,5

4.

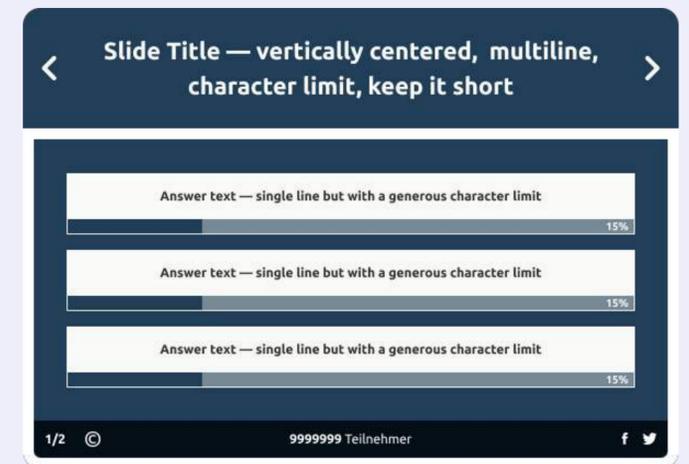
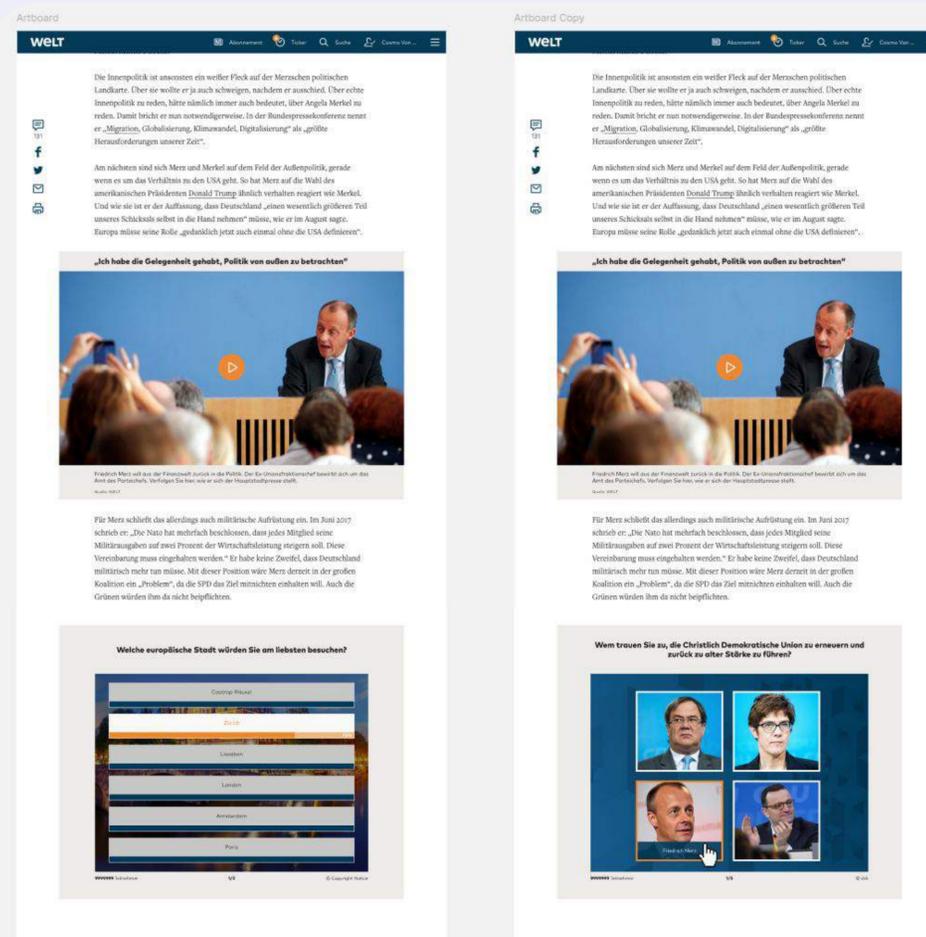
The Interaction Suite: Quiz and survey tools as engagement drivers

Reach, clicks, engagement time.

Up to 2 million daily users

The applications are **deployed on BILD.de and WELT**, news portals with very high traffic. Also at other high-reach media outlets.

Over 10 editorial teams from BILD and WELT to external partners use the Interaction Suite. This quickly adds up to **6-7-figure daily views**. Particularly valuable here: **Significantly increased engagement time**, delivered advertising, newsletter sign-ups, collected email addresses, and opt-ins for ads.



Design Systems & Libraries

Many brands, one codebase.



This block displays a comprehensive set of UI components organized into three columns. The first column shows various label and input field styles, including error states with red exclamation marks. The second column shows dropdown menus with different background colors and list items. The third column shows form controls such as radio and checkbox buttons in various states (selected, unselected, disabled).

A grid of 16 buttons arranged in 4 rows and 4 columns. The buttons feature different colors (orange, white, dark blue) and styles (solid, outlined, rounded).

A grid of 16 buttons arranged in 4 rows and 4 columns. The buttons feature different colors (red, dark grey, light grey) and styles (solid, outlined, rounded).

A grid of 16 buttons arranged in 4 rows and 4 columns. The buttons feature different colors (blue, black, light blue) and styles (solid, outlined, rounded).

AI Integration in the design workflow

Prototypes & UX Engineering with AI integration

CLAUDE CODE

CLAUDE.AI

FIGMA MAKE

ROVO

CHATGPT

PERPLEXITY

NOTEBOOK LM

N8N

Weniger Aufwand, mehr Output

By **combining various AI models and CLI tools**, I automate large portions of competitive analysis, for example. I achieve **significant time savings and productivity gains** through AI in my work.

Freiraum für Wesentliches

Figma prototypes, at the end of the day, are highly proprietary, which is why I am **replacing them with functional HTML/CSS/JS environments** increasingly. With AI assistance, designs, screenshots, or pencil sketches **become interactive hi-fi prototypes rapidly**: Testable, shareable, quick to build, and ultra-flexible. This is expanding my role toward UX Engineering.

Years of experience, solid craftsmanship and strong methodological foundations allow me to actively shape this evolution. The question is no longer **"How do I build this?"** but: **"What do we want to build - and why?"**

Accessible user experiences for BILD & WELT readers

Accessibility: Compliance for business-critical flows

Project Lead: WCAG 2.1 Level AA Compliance

I **successfully led our team to establish compliance for registration, payment flows, and other critical business functions** across BILD, WELT, and Axel Springer SE partners.

Accessibility im Development Cycle

Updates to **design libraries and UI components**, quality checks within agile processes, requirements and specifications for engineering.

Coordinating the External Audit

Facilitated collaboration between **product management, design, development**, and legal; coordinated the audit with a specialised external provider.

The result:

Our core processes are now fully accessible and met WCAG AA criteria well ahead of regulatory deadlines.

20 years of digital design

More projects










PROJECT	COMPANY	ROLE	SCOPE
BASF Experience Table	BASF	Senior Designer	Multi-touch installation using Microsoft Surface and Unity 3D for BASF headquarters in Ludwigshafen
T-Systems Website Relaunch	T-Systems	Senior Designer	Relaunch of the T-Systems corporate website
E-Commerce Relaunch	Scarosso	UX/UI Designer	Website relaunch and conversion optimization for the Italian fashion label
iPad Sales App	Deutsche Bank	UX/UI Designer	Sales application for corporate banking advisors
Touch Info-Terminal	Commerzbank	UX/UI Designer	In-branch information system, large-format display with touchscreen interface
Telekom Geschäftskunden Portal	Deutsche Telekom	Senior Designer	Page templates and component design for Deutsche Telekom's business customer platform
Telekom Entertain (Magenta TV precursor)	Deutsche Telekom	Senior Designer	UI design for a Deutsche Telekom streaming service

Skills

Product design

- **UX / UI Design**
- **High-fidelity designs**
- UX Engineering (rapid prototyping, **HTML/CSS/JS**)
- End-to-end design for digital products
- Seamless design-to-development handoff through **solid web development skills**
- Close collaboration with product owners and project management to shape product vision
- **Wireframes, prototypes, and user journey maps** to visualize and validate design concepts
- Building, evolving, and maintaining **design systems & style guides**
- **Accessibility expert**
- User research (interviews, usability testing, etc.)
- **Conversion optimization:** A/B test design and data-driven evaluation to optimize user experience
- Stakeholder management
- Agile methodologies (Scrum, Kanban), presentations

Software/Services



Coding



Languages

