

Mathias Scholtysek

Principal Product Designer

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Berlin

I design high-trust AI interfaces where people stay in control, and I prototype them in code. I turn research into products that operators, drivers, and customers use every day, and I lead and mentor designers along the way.

Experience

Principal Product Designer

GLS/NXT, Berlin

Nov 2025 to present

I lead the product design team for GLS Germany's consumer business and for the out-of-home experience across the GLS group. Three designers report to me.

- Locker portal: designed alerting where operators approve the fixes Vera AI proposes. Time from issue to ticket fell from 3 days to 6 hours, and UMUX rose from 65.1 to 71.6.
- nxt.point: designed the location scouting map that replaces each market's own tool. Launched in Italy in October 2026, 2 months after the first research.
- LockerOS: designed GLS's own locker software for drivers and customers. Drivers see 3 to 4 fewer screens per visit; validated in 15 sessions in Germany and Hungary.
- Prototype interactions in code with Claude Code and Lovable before refining in Figma, and hand working prototypes to engineering.

Senior Product Designer

HelloFresh, Berlin

Jan 2022 to Nov 2025

- Co-created the vision and strategy for consumer-facing and internal customer care.
- Led research and design that cut error overrides by 10% and average compensation per error by 14%.
- Designed and launched a customer care platform that reduced average handling time by 67 seconds.
- Led the design of a production planning tool for the Factor brand, unlocking 15M in value, while coaching 2 junior designers.
- Built an analytics framework with Google Analytics and UMUX, and a beta programme with engineering to validate large system changes.
- Mentored remote designers and supported the hiring of the enterprise design team.

Product Designer

HelloFresh, Berlin

Jan 2021 to Dec 2021

- Led the rollout of enterprise design systems and processes across multiple teams.
- Combined qualitative and quantitative research into one workflow that enterprise and consumer designers now use as a guideline.

Early roles

2019 to 2020

- **Freelance UX Designer**, Zardite, Feb to Mar 2020: designed and prototyped the first version of a social gaming app with the founding team.
- **Market research fieldwork**, EY Sweeney, Brisbane, Feb to Mar 2020: observational research in the field.
- **UX Designer, intern**, PwC IT Services Europe, Düsseldorf, Apr to Sep 2019: user research, prototyping, usability tests, and workshops.

Education

MSc Human Decision Science

Maastricht University, 2017 to 2019

BSc Psychology

Maastricht University, 2014 to 2017

Skills

Design

UX and UI, interaction, service design, design systems, AI interfaces

Research and strategy

UX research, usability testing, UX strategy, UMUX and analytics

Leadership

Managing and mentoring designers, hiring, stakeholder alignment

Tools

Design and prototyping

Figma, Claude Code, Lovable, Adobe XD

Research and testing

Dovetail, Sprig, Hotjar, Google Analytics

Data

Supabase

Mentoring

MINT mentor programme at HelloFresh, 2022 and 2023