

Chris Plonski Experience Designer

Based in Switzerland • Languages: Swiss-German, German, English

About

- **Portfolio:** peonkun.com/portfolio
- **Online CV:** peonkun.com/cv
- **LinkedIn:** [/peonkun](https://www.linkedin.com/company/peonkun)
- **Behance:** [/peonkun](https://www.behance.net/peonkun)

With over 17 years of experience across diverse industries, I focus on creating designs that are precise, thoughtful, and built to last. Inspired by principles from craftsmanship, minimalism, and Zen, I value simplicity over jargon and purpose over noise.

Experience

CEO & Founder → Present

Peonkun GmbH • Full-time • Jul 2024 - Present • Switzerland

- **Agency Leadership:** Founded a design-driven agency, delivering high-impact digital solutions for 30+ global brands (e.g., bexio, innogy, Spreadshirt) across 9+ industries.
- **Design System Architecture:** Spearheaded scalable Design Systems for industry leaders (Compleo, Gridfuse), significantly reducing dev-handoff time and ensuring cross-platform consistency.
- **Conversion Optimization:** Drove measurable growth (e.g., vetevo, bexio) through strategic UI/UX audits and data-backed usability enhancements.
- **Product Strategy:** Led end-to-end design for complex FinTech & eMobility platforms, integrating AI-accelerated workflows to optimize strategy and delivery.

User Experience Designer → Present

bexio AG • Self-employed • Oct 2024 - Present • Switzerland

- **Platform Scaling:** Evolving the core design system to support 100,000+ customers, ensuring seamless visual consistency and platform stability across all touchpoints.
- **Strategic Relaunch:** Spearheading the UI/UX strategy for the website relaunch, driving growth from 80k to 100k+ users through optimized conversion paths.
- **Cross-Functional Leadership:** Managing design-to-dev handoff for multiple teams, maintaining high delivery standards during rapid organizational growth.
- **Product Discovery:** Leading workshops to translate complex FinTech requirements into intuitive user flows using Figma as the central hub.

Brand & UX-Designer

EISENHORN • Self-employed • Nov 2024 - Feb 2026 • Switzerland

- **Brand Transformation:** Developed a comprehensive Corporate Identity and UX-optimized web shop, significantly elevating brand perception and digital presence.
- **Scalable Frontend System:** Engineered a component-based Design System in Figma to ensure seamless developer handoff and UI scalability.
- **Performance Marketing:** Boosted ad efficiency by designing high-performance templates and landing pages, measurably increasing shop engagement.
- **Design Ops & Standardization:** Streamlined internal operations by implementing brand guidelines and standardized asset libraries, reducing production time.

Lead Design & Media Production

Cada Fertility • Full-time • Jan 2024 - Jul 2024 • Switzerland

- Design System Scaling: Architected a scalable Figma Design System from legacy assets, enabling the marketing team to launch landing pages 3x faster.
- Infrastructure Migration: Migrated legacy app and desktop interfaces into Figma, establishing a robust foundation for consistent product iterations.
- Design Operations: Streamlined workflows by building automated ad templates and structured files, significantly enhancing cross-departmental collaboration.
- Cross-Functional Alignment: Orchestrated design consistency across physical and digital touchpoints by aligning medical staff, interior designers, and developers.
- Brand Evolution: Directed the creative strategy for social media and advertising, professionalizing the brand identity for a sensitive healthcare market.

CEO | Design & Creative Direction

uxactly • Full-time Jan 2022 - Feb 2024 • Germany

- Scaled a boutique design agency to a team of 10+ designers and specialists, overseeing the creative direction and project delivery for a diverse international client portfolio.
- Architected and implemented bespoke Design Operations (DesignOps) for clients, increasing team productivity and reducing time-to-market by aligning design processes with technical constraints.
- Managed and mentored a cross-functional team, ensuring high-quality output and 100% on-time delivery across multiple concurrent UX/UI and branding projects through structured design management.
- Developed end-to-end design systems and UX strategies that improved project efficiency for clients by bridging the gap between business goals and user needs.

User Experience Designer

Compleo • Self-employed Mar 2022 - Feb 2024 • Germany

- Operate Platform Architecture: Pioneered the UX for a Greenfield "Charge Point Management System" (CPMS). Designed complex workflows for managing charging infrastructure at an extreme scale, translating technical backend requirements into intuitive operator interfaces.
- End-to-End Ecosystem Design: Designed the user journeys for the entire charging lifecycle, including web-based management tools, mobile charging apps, and the on-device UI for charging stations and payment terminals.
- Unified Design System: Developed and managed a comprehensive, cross-platform Design System. This served as the "single source of truth," aligning hardware interfaces, mobile apps, and web platforms under a consistent visual and functional language.
- Greenfield UX Innovation: Defined industry-first UX standards for the eMobility sector, creating user-centric solutions in a space where no prior best practices existed.

User Experience Designer

Gridfuse • Self-employed Jun 2022 - Feb 2024 • Germany

User Experience Designer

bexio AG • Self-employed Jun 2022 - Feb 2024 • Switzerland

User Experience Designer

innogy • Self-employed Sep 2018 - Dec 2021 • Germany

User Experience Designer

PRISMA European Capacity Platform • Self-employed Feb 2020 - Dec 2021 • Germany

[More on LinkedIn →](#)

Education

WAM Die Medienakademie → Diploma

Media- & Communication-Design 2007 - 2010 • Germany

- **Activities and societies:** Junior Agency Award

In my study as a Media- & Communication-Designer not only classes like typography, photography, texting, web design, graphic design and so on were taught. I also got input in areas like advertising psychology, marketing, planing or publishing. Over all I got the complete knowledge to act like a one man army.

Licenses & Certifications

- **Google**
 - [Google UX Design Professional Certificate \(v.3\)](#)
 - [Google AI Professional Certificate](#)
- **Linkedin**
 - Using AI in the UX Design Process
 - The AI-Driven Product Designer
 - Figma for UX Design

[More on LinkedIn](#) →

Skills

- **Design** → Prio
Figma, Sketch, User Experience, User Interface, Design Systems, Interaction Design, Prototyping, Testing, Re-Design, Corporate Design, Research, Vision Concepts, Brand Design, Design Thinking, Video Editing, Wireframing, Print Design
- **Management**
Miro, FigJam, Jira, Confluence, Creative Direction, Corporate Identity, Project Management, Agile, Scrum, Hands on Workshops, Consulting, Design Sprints
- **Development**
WordPress, Dev Support, Developer Handoff, Code Snippets for Interactions, Code Understanding, HTML, CSS, PHP, JS

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