



JONAS PLACZEK

User Experience Manager (Design & User Assistance)
SAP SE, Walldorf

Leader with a strictly user-centered focus and a passion for research, coaching teams and a solid product strategy. I strive to make the digital world of tomorrow a more tangible and exciting place for our users and us.

Portfolio

www.jonasplaczek.com

CONTACT

Address Kriegsstr. 126
76133 Karlsruhe
Germany

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LANGUAGES

German native

English fluent

Mandarin good

French good

TRAININGS

The Product Operating Model
Silicon Valley Product Group, 2024

Zy Catalyst Leadership Training
Aspiring Leaders, 2022

Lead Teams to Great Results, 2022

Change Management, 2022

Prepare to Lead, 2021

Product Management Basics
Pendo x Mind the Product, 2024

CPUX-F, CPUX-UR
UXQB, 2017, 2018

HARD SKILLS

Design, Prototyping & Graphics
Figma, Affinity, Adobe

Project Management
Jira, Confluence, Trello, Mural

Agile Development
Scrum, Kanban

AI & Programming
GPT Prompt Engineering, Python, SVN

INTERESTS

Game Design (Unreal Engine 5)

Rock climbing & bouldering

Asian culture

PROFESSIONAL EXPERIENCE

SAP SE, Walldorf | SAP Build

User Experience Manager (Design & User Assistance)

Since Oct 2022

- Evangelized user-centricity across senior management, resulting in research integration into product planning and adoption of problem discovery and implementation of analytics across products.
- Introduced Design and Research Operations, standardizing research practices across products, aligning UX metrics, and leveraging AI to boost research analysis speed by 700%.
- Developed a User Assistance vision and strategy, securing a €110,000 HC budget increase from senior leadership and setting the foundation for 2024 User Assistance Key Results (OKR framework).
- Spearheaded user feedback consolidation into a unified system, enabling a problem-driven roadmap and preparing SAP Build for the Product Operating Model.

SAP SE, Walldorf | SAP intelligent RPA

Senior User Experience Designer/ UX Lead

Apr 2020 - Sep 2022

- Built and led the UX team for SAP Intelligent RPA during its Cloud transformation, growing the team from 4 to 8 designers.
- Co-created a joint product vision and quarterly roadmap with product management and engineering.
- Planned and conducted user research and mentored junior designers in bias-free methodologies.
- Delivered hands-on design work for strategic topics and facilitated design thinking workshops.

Spiegel Institut, Ingolstadt | Audi MMI Touch Response

UX/UI Consultant

Jun 2015 - Aug 2019

- UX & voice dialog design for Audi MMI (media, radio & A/C controls) with focus on multimodality.
- Planned and conducted evaluative user research to inform design decisions.
- Worked in both waterfall and agile development models.

Spiegel Institut, Mannheim

Freelance collaborator

Mar 2013 - May 2015

- Field studies & market analyses; video editing and translation (Mandarin - German).

EDUCATION

Ruprecht Karls University, Heidelberg

B.A. & M. A. Computational Linguistics & Geography (Grade 1,5)

2005 - 2013

Shanghai International Studies University, Shanghai

Language study: Mandarin

2006 - 2007

PRIVATE & SOCIAL COMMITMENT

Diverse Volunteering Work, France/ Kenya/ Japan

Agricultural work, wildlife support, post-typhoon relief, translation.

Nov - Dec 2019

Amateur Theater & Musical, Heidelberg, Ingolstadt & Norwich

Acting & organization. Video editing.

Since 2011