Maximilian Dahl

Principal Product Designer · AI Product Design · Design Leadership

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Profile

I design complex software and the systems teams use to build on it. Since 2015, my work has spanned B2B platforms, fintech and mobility. At zvoove, I combine AI product design with cross-product architecture and hands-on React implementation. At Container xChange, I co-led design with Niclas Hellberg and grew the team from 4 to 14 people.

Experience

zvoove | 07/2025 - Present

Senior Product Designer (Principal Scope)

Platform Experience & AI · sole designer at zvoove Germany

- Defined the shared product shell and built its React/TypeScript prototype. It became Launchpad, live since August 2026; Engineering implemented the pilot using my code.
- Designed zAIn from research through the chat experience, with cards for reading and planning and human approval. Live since 10 August 2026.
- Built the Notification Center frontend in React and shipped it with a backend engineer. Launchpad, zAIn and Notification Center are part of the ongoing rollout.
- Developed UWX as a working model for people and AI, now used by product managers. Initiated zvoove Skills, growing from 19 to 34 skills for Product, Design and Engineering.
- Founding member of AI Steering. Evolved the existing UnityUI design system with the frontend lead for AI-assisted prototyping.

Container xChange | 07/2022 - 06/2025

Design Systems Team Lead / Lead Designer

Systems Team Lead until 10/2023, then Lead Designer Financial Services

- Initiated and owned Compass as an internal product: strategy, Figma, Storybook, governance and rollout with Engineering.
- Co-led design with Niclas Hellberg, growing the team from 4 to 14. Built the cross-functional Systems team and managed two direct reports.
- Led product design for Wallet 1.5 and Credit Limit. Finance support requests fell by about 80% after Wallet 1.5; the Financial Services team recovered a seven-figure loss.

XING / New Work SE | 05/2021 - 07/2022

UX Designer

- Rebuilt the Home Feed from tiles into a modular content stream that several feature teams develop independently; scroll depth rose noticeably. Interviews, usability tests and experiments fed straight into decisions.
- Initiated and co-led the company-wide Figma migration and mentored designers in their professional development.

Earlier experience

SHARE NOW | 02/2019 - 04/2021

Product Designer

- Designed SHARE NOW Pass and SHARE NOW B2B end to end, co-developed long-trip packages, and later worked on the website with deep links into the app, through research, prototyping and usability testing.
- Built the shared design system for car2go and DriveNow, for app and web, with its own icon library, print and the move to Figma; co-defined the career path and hiring process.

car2go | 09/2017 - 01/2019

Product Designer

- Designed the vehicle panel with all its states, the filter panel, damage reporting, reservation extensions, packages and car2go credits; brought service design to the whole customer journey for the first time.
- Built the UI kit and design system for app and web with Abstract and Zeplin; hired new team members with lead Martin, wrote the job ads and was responsible for interns and working students.

ppi Media | 04/2015 - 08/2017

Junior UI/UX Designer / UI/UX Designer

- Developed digital product concepts, wireframes and prototypes within Strategy & Innovation; supported interns and students.

Additional experience

HAW Kiel · Guest talks, master's programme
Once or twice a year at my former university: experience from practice and the step into working life, plus support whenever it's needed.

mDahl.co · Founder, alongside full-time roles | 01/2022 - 04/2025
Product and visual design, prototyping, mentoring and coaching for designers.

Education

Bachelor of Arts, Multimedia Production
Fachhochschule Kiel | 2011 - 2015

Advanced technical college entrance qualification, Information Technology
Hochtaunusschule Oberursel | 2008 - 2009

State-certified Technical Assistant for Information Processing
Hochtaunusschule Oberursel | 2005 - 2008

Skills and languages

Product Design · User Research · Interaction Design · Prototyping · Product Strategy · Design Systems · AI Product Design · Design Leadership. React · TypeScript · Figma · Storybook.

German: native. English: professional working proficiency.