

Lukas Sexl

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UX and digital product designer working end to end: research, design, brand and front-end.
Fluent in English and German, partially French

Experience

Inception Media · UX Designer

February 2026 – Present

- Sole designer on Autegro (autegro.de), a B2B SaaS platform that lets German dealerships sell cars from their own website instead of depending on mobile.de
- Cut dealership setup from 1 to 2 hours down to about 10 minutes, validated with usability tests on first time users after a survey of 22 dealerships and 3 interviews
- Own every user facing surface: web app, embeddable widget, marketing site and brand
- Designed and built 5+ dealership websites end to end, including bader-powersports.de for one of Germany's biggest quad dealerships: 30+ pages on Sanity CMS so the client maintains it themselves, 98 performance and 100 SEO on PageSpeed Insights
- Turned a logo request into a brand sprint, then built the brand system it produced
- Rebuilt a buggy WordPress plugin into the web app it is today (app.autegro.de) alongside one developer, the project my bachelor thesis was written on
- Joined as a graduation intern, then hired full time as the company's first employee

New Designers · UX Designer, then Project Manager

2024 – 2025

- End-to-end website and UX work for real clients at the student run digital agency of The Hague University of Applied Sciences, promoted to project manager for the last 6 months
- MKB Digiwerkplaats website and brand redesign: 4 months of research with a team of 2, then 2 months of design with a team of 3, delivered client approved and on time

Education

The Hague University of Applied Sciences

Graduated Summer 2026

- B.Sc. User Experience Design (UXD), first year completed with distinction
- Founder and head of UXplore (uxplorehub.framer.website), the program's study association: 40+ events over 1.5 years and a Framer resource hub
- Community leader for the Interaction Design Foundation, running meetups in The Hague (2025)

Rainer-Maria-Rilke Gymnasium Icking, Bavaria

2014 – 2022

- Graduation at German high school with Abitur, with one year abroad in Vancouver (2019/2020)

Skills

- User research, define and interpret · visualize and prototype · user testing, evaluate and iterate
- Brand identity and design systems · engaged and conscious design · psychology of design
- Scrum/Agile, Design Thinking, project management
- Tools: Figma · Sanity CMS · Framer · Claude Code and Cursor
- Coding: HTML, CSS, JavaScript (GSAP), Python, Java, p5.js
- Google UX Design Specialization, Google Career Certificates (2024)