



# Max Pinkert

Design & Innovation

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Thirteen years across Berlin startups, founding and running my own company, and two Mittelstand employers taught me how organisations create value and, more often, where they quietly leave it on the table: unused potential, unaddressed demographic shifts, processes drifting away from the core offer. When I stepped back from the founder role to prioritise being a father, it became clear that what I kept reaching for in every position was the curiosity and creative problem framing that sits at the centre of design. Design & Innovation at CODE University of Applied Sciences matches how I thrive, project based, hands on and learning by burning. I am now always looking for a working student position where I can put that into practice, test the designer role from the inside, and sharpen my focus, currently pulling strongest toward User Experience and Brand Design.

## Experience

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Jun 2026 - present

**Working Student for Product Development** CARIAD SE (Volkswagen Group)

Developing internal tools with the Microsoft Suite (PowerBI, Power Automate, Copilot Studio, Sharepoint Sites). Conceptualising and drafting user interfaces for internal tools.
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Feb 2026 - May 2026

**Working Student for UX & Product Design** BuchhaltungsButler GmbH

Create polished visual designs and copies for the growth team, including presentations, social assets, and campaigns. Own the end-to-end creation and curation of creatives and copy for performance marketing campaigns. Collaborate cross-functionally to translate business needs into effective visual communication.
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Oct 2025 - Jan 2026

**Intern for UX & Product Design** BuchhaltungsButler GmbH

Designed multiple assets as part of a company-wide brand redesign, from presentations to ads to website. Built and documented design systems enabling non-designers to quickly create on-brand prototypes and assets. Produced print designs for fairs and events, ensuring brand consistency across physical and digital touchpoints. Led creative direction for performance marketing campaigns, from concept to final asset delivery.
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May 2024 - Sep 2025

**Digitalization & Innovation** BBWO1892 eG

Redesigned the 1892messenger experience based on user feedback, improving usability and boosting adoption. Evaluated tenant apps and digital solutions through user research and comparative analysis to enhance the UX of the tenant<>service communication channels. Facilitated workshops and retrospectives to identify pain points and prototype digital process improvements. Delivered AI and digital workplace training, designing learning materials for diverse internal audiences.
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Aug 2023 - Apr 2024

**Quality & Process Manager** Klax Gruppe

Designed and rolled out a new process landscape for a global educational group through workshops, process mapping
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Nov 2021 - Jul 2023

**Co-Founder & CEO** 2zero GmbH

Co-founded a B2B SaaS startup in sustainability, shaping product vision and overseeing the design of an organisation. Scaled team from 2 to 10+ while building the company's visual identity, pitch materials, and client-facing assets. Developed automated digital systems improving operational efficiency and user experience for enterprise clients. Winner of ABB Startup Challenge 2022, recognized for innovation and impact by pivoting and redesigning the app towards energy efficiency.

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**Oct 2020 - Oct 2021**      **Freelancer / Working Student**   Various
 

Developed a mental health app prototype as a working student at ias AG. Provided consulting to a financial agency, facilitating strategy workshops and designing lean processes.
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**Apr 2019 - Oct 2020**      **Head of Quality**   unu GmbH
 

Redesigned customer success processes, improving service clarity and reducing friction in the user journey. Collaborated with R&D on product improvements, translating user feedback into actionable design requirements. Led cross-functional communication and root cause analysis during a product recall.
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**Aug 2016 - Mar 2019**      **Quality Manager**   BigRep GmbH
 

Built quality management system from scratch; authored industry standards for DIN, TÜV, and ISO committees. Oversaw market readiness and launch for two 3D printers, designing testing processes and documentation.

## Education

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**Feb 2026 - Jan 2029**      **Digital Design & Innovation (B.A.)**   CODE University of Applied Sciences
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**Feb 2021 - Jan 2018**      **EOQ Quality Manager & Internal Auditor**   DGQ / TÜV Nord Akademie
 

Scholarship holder for IHK Begabtenförderung berufliche Bildung
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**Oct 2020 - Mar 2022**      **Sustainable Management (w/o degree)**   Technische Universität Berlin
 

Scholarship holder for Aufstiegsstipendium (SBB)
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**Oct 2017 - Oct 2020**      **State-certified Technician for Mechanical Engineering**   DAA Technikum
 

Scholarship holder for IHK Begabtenförderung berufliche Bildung
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**Sep 2013 - Jun 2016**      **Apprenticeship for Industrial Mechatronics**   ABB Automation GmbH (Robotics)
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**2013**      **High School Diploma**

## Tech & Tools

