

Fabian Meier

Senior Product Designer

SUMMARY

Product designer with 10+ years across industrial and digital product design. I lead user-centred products across web, iOS, and Android, combining research, interaction design, prototyping, and close collaboration with product and engineering teams. My recent work has contributed to 20% more page views for AI-search journeys, 15% more account registrations, and 10% longer sessions. I also use AI-assisted development to validate ideas and ship production-ready experiences.

WORK EXPERIENCE

Ringier — Senior UX/UI Designer

Oct 2024 - Present | Zürich, Switzerland

- Launched a registration-gated dark mode across Web, iOS, and Android, contributing to a 15% increase in new user registrations.
- Led the redesign and validation of an AI-powered search experience, contributing to a 20% increase in page views and a 10% lift in session duration.
- Mentored two Interactive Media Designer apprentices.

Ringier — Ad Interim Director of Product Design

Mar 2024 - Sept 2024

- Orchestrated design strategy for the C-suite during a leadership transition, aligning user needs with Northstar objectives.
- Implemented structured collaboration processes to unify designers, developers, and PMs around a shared product vision, while converting user needs into actionable design initiatives that improved resource allocation and output.

Ringier — Deputy Team Lead UX/UI

May 2023 - Feb 2024 | Zürich, Switzerland

- Led the digital redesign of Blick, Switzerland's largest news brand, across Web, iOS, and Android, modernizing storytelling and ad integration to surpass engagement targets.
- Expanded qualitative research by introducing continuous discovery with weekly user interviews and a centralized repository that reduced synthesis time.
- Collaborated with the engineering team on component libraries and design system implementation using Storybook.

SKILLS

Languages

- German (Native)
- English (Fluent)
- French (Conversational)
- Mandarin Chinese (Basic)

Design

UX Research, Interaction Design, Visual Design, Design Systems, Information Architecture, Prototyping, Figma, Framer, Dovetail

Product Engineering

Native App Development, iOS & watchOS, Storybook, Git, App Store Connect, RevenueCat

AI-Assisted Development

OpenAI Codex, Claude Code, Cursor

Product

Product Strategy, Experimentation & A/B Testing, Cross-Functional Leadership, Jira, Notion, Miro

Ringier — UX/UI Designer

Jul 2021 – Apr 2023

- Improved video CTR and watch duration by 10% through hypothesis-driven A/B testing that reduced user friction and optimized audio behavior.

Leister AG — Industrial & Product Designer

2017 – 2021 | Kägiswil, Switzerland

- Established the company's first usability testing process for HMI design.
- Delivered 4 industrial machines that surpassed sales targets through user research and design-thinking across the design-to-manufacturing lifecycle.

Stratco — Industrial Designer

2015 – 2016 | Shanghai, China

Jonas' Design — Industrial Design Intern

2014 | Shanghai, China

PRODUCT DEVELOPMENT

Thrive — Founder, Product Designer & Developer

Feb 2026 – Present | Basel, Switzerland

- Designed and developed a native iOS and watchOS interval training application from concept to App Store submission.
- Built subscription infrastructure using RevenueCat and App Store Connect.
- Leveraged AI-assisted development workflows (Claude Code, OpenAI Codex, Cursor) to rapidly prototype, implement, and iterate on product features.
- Created and maintained the product's design system, interaction patterns, and visual language.
- Led the complete product lifecycle from product strategy and UX research to implementation, testing, and release preparation.

EDUCATION

d.MBA Certificate — The Business School for Designers

2022 | Remote

Diploma in UX Design — UX Design Institute

2020 | Remote

BA in Product & Industrial Design — FHNW Switzerland

2012 | Aarau, Switzerland