

Gijora Dammann

AI-empowered Product Architect

Interim Product Manager · UX & Agentic Experience (AX) Designer

LOCATION

Munich, remote and on-site

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LINKEDIN

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INTRO CALL

calendly.com/gijora/30min

PROFILE

I combine product management, UX & AX design and engineering in one person and join as interim support wherever clarity or capacity is missing. Freelancing since 2018, I have supported more than 20 teams and advised more than 10 executives, with 25+ years of experience in total. My roots are in software development, which is why I deliver working prototypes instead of slides, in a fraction of the usual time. With AI-powered workflows (Claude Code, Second Brain, gstack) I accelerate discovery, research and concept work.

Clients incl.

BMW · AKDB · IKK Classic · digitalfabriX · Jochen Schweizer mydays Group · EADS · MSD Sharp & Dohme

CORE SERVICES

FOCUS	ROLE IN THE PROJECT	METHODS
Product Management	Interim Product Manager & Strategist: discovery, alignment between leadership and development, putting product strategy into practice with the team	Wardley Mapping, Opportunity Solution Trees, EventStorming, Lean Canvas
UX & AX Design	Interim UX & AX Designer: validated, functional prototypes and actionable briefings when design and dev capacity is short	Rapid Prototyping/PoCs, Agentic UI Patterns, Human-in-the-Loop, User Research
Agentic PM & Design	Sparring partner for AI-powered discovery workflows, context repositories and Agentic Experiences	Context engineering, simulated stakeholder panels, generative research & market Intelligence, AX System Design

SELECTED PROJECTS

01 GenAI Platform: Vision & Alignment Support

ROLE Interim PM | UX Architect PERIOD 3 months

Situation Unclear target vision and strong misalignment between two large enterprises and several stakeholder levels regarding the new platform strategy.

- Developed proto-personas and journeys with Claude Code and Miro MCP
- Created a visual experience vision as a shared north star
- Operationalised via domain-driven design and an EventStorming workshop, prepared and followed up with a custom AI DDD agent

Result Fast consensus among all C-level stakeholders and lasting alignment of the development teams.

02 Sovereign AI Chat Assistant: Business Canvas, AX Design & Developer Briefing

ROLE Interim PM | UX Architect PERIOD 24-month engagement incl. 3-month project

Situation Time-critical kick-off for pilot customers, with development and design teams at full capacity.

- Automated competitive analysis with AI agents to sharpen the Lean Business Canvas
- Redesign of the chat interface (AX) following Guardrail design principles, RAG integration in the design
- Actionable UI briefings and specifications for development

Result On-time PoC launch without tying up additional internal capacity.

03 E2E Automation in Public-Sector Finance: Vision & Storytelling

ROLE Interim PM | UX Architect PERIOD 36-month engagement incl. 3-month exemplary project

Situation An abstract automation vision had to be presented to a sceptical customer working group in a way that was understandable and open to evaluation.

- AI-assisted preparation using the SCR storytelling method (Situation, Complication, Resolution)
- Custom infographics via prompt engineering, real-time validation with Mentimeter during the session
- A prototype in parallel as a tangible experience vision

Result Direct hypothesis validation in the working group and strong buy-in for the next expansion stage.

04 Scalable Design System

ROLE Interim Head of UX PERIOD 24-month engagement incl. building the design team and DesignOps

Situation The design system lacked documentation, structured tokens and clear versioning.

- Complete documentation and Semantic Versioning
- Token architecture with Amazon Style Dictionary
- Custom cloud tool based on the Figma API for live synchronisation of the documentation

Result Consistent documentation throughout and significantly shorter hand-off times to 700+ developers.

05 UX Optimisation of Municipal Budget Planning

ROLE UX Architect PERIOD 36-month engagement incl. 6-month project

Situation Budget planning in German municipalities relied on numerous Excel workarounds and was not very user-friendly.

- In-depth user research
- Redesign and Prototyping with continuous evaluation
- Empirical follow-up measurement with the UEQ (User Experience Questionnaire)

Result Significantly higher UX score and elimination of error-prone Excel workarounds.

PROFESSIONAL EXPERIENCE

PERIOD	ROLE & COMPANY	FOCUS AREAS
since 01/2023	Co-Founder & Managing Director, PublicX GmbH	Legally compliant automation solutions and digital transformation in the public sector. Law as code: translating complex legal requirements and statutes into digital, automatable logic for municipalities and financial administrations. Guiding specialist procedures from legal analysis to productive automation. Leading agile, cross-functional teams building accessible, high-performance public administration software

PERIOD	ROLE & COMPANY	FOCUS AREAS
since 10/2018	AI-empowered Product Architect Interim PM & AX Designer, gijora.de (self-employed)	Product Strategy & Discovery (Wardley Mapping, Opportunity Solution Trees, Lean Business Canvas, EventStorming/DDD). Functional prototypes and production-ready AI interfaces (Guardrail design, RAG) incl. evaluation of AI outputs. Orchestration of AI agents (Claude Code, Miro MCP) and custom cloud tools (GCP Cloud Functions, Figma API, Style Dictionary, Semantic Versioning)
2015–2018	UX Designer, Jochen Schweizer Technology Solutions	Established the first UX role in the company; discovery and design in the Scrum team, from scribbles to high-fidelity prototypes with real backend APIs; quantitative and qualitative research
2010–2015	Full-Stack- & Mobile-App-Developer, CHIP, then Jochen Schweizer	Backend and native app development (Python/Django, Objective-C, Swift) for CHIP products and e-commerce apps in the Scrum team
2005–2010	Full-Stack-Developer & Digital Retoucher, freelance (gijora.de)	Consulting, development and retouching for Audi, BMW, EADS, Wella and Samsung; Technical Project Manager for the EADS Corporate DVD 2010

METHODS, TOOLS & TECHNOLOGIES

Strategy & Discovery	Business Model Canvas, Lean Canvas, Wardley Mapping, User Story Mapping, Opportunity Solution Trees, Design Sprints
Domain-Driven Design	EventStorming (Big Picture, Subdomains & Bounded Contexts, Process Modelling)
UX & Research	User Research, Prototyping, Usability Testing, heuristic evaluation, UEQ, storytelling (SCR)
Agentic / AI	Claude Code, Context engineering, AI agents for research and analysis, MCP integrations (e.g. Miro), Agentic UI patterns, human-in-the-loop, RAG in design, prompt engineering for image generation
Design & Collaboration	Figma incl. Figma API, design tokens with Amazon Style Dictionary, Miro, Mentimeter
Engineering	Angular, Firebase and Cloud Functions, Python/Django, Swift, Objective-C, Scrum

EDUCATION & CERTIFICATIONS

- **Diplom (German degree) in Computer Science and Media**, Beuth University of Applied Sciences Berlin, 2005–2010, grade 2.0 (good). Focus on computer graphics/animation and multimedia engineering
- **Claude Code 101**, Anthropic, 2026 (completed)
- **LLM Evals for PMs & Engineers**, Maven, 2026 (in progress)

LANGUAGES

German, English

SIDE PROJECTS

- **Fimbed** (fimbed.com, private beta): embed Figma frames as images that stay in sync with Figma automatically. Built and run single-handedly from 2021 to 2023 with Angular, Firebase, Cloud Functions and Figma API, including rate-limit handling and a subscription model.
- **Season Copilot** (in development): AI-powered season planning for amateur sports clubs. The goal is to cut 10–40 hours of planning effort per season down to a 1–2 hour review.