



Geon-Young Lee

Strategic Designer with Business Acumen

Aviation & Banking · WHU MBA Candidate

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📍 Berlin, Germany

Strategic design lead with a track record of bringing large-scale digital products to market, currently at Condor Airlines and previously at Deutsche Bank. I lead co-creation across the full arc from discovery and strategy to validation and decision-ready pitches, pairing fast iteration with structured stakeholder management and cross-team collaboration.

WORK HIGHLIGHTS

Most of the projects I led over the past six years involved migrating established services onto new platforms, working across cross-functional teams. The approach was largely discovery-led, though at times shifted to deliverable-focused execution to hit a fixed scope or deadline.

Condor Website

Seat & upgrade booking

Postbank App

Standalone & integrated BestSign authentication

Business Banking Platform

0-to-1, from discovery to end-to-end delivery

Condor App

Native search experience

Deutsche Bank App

Product discovery of Personal Finance Management

EXPERIENCE

Condor Airlines

• Strategic Design Lead

Jul 2026 – Present

- Leading strategic and venture design end to end, from opportunity discovery to executive decision-making, within Digital Strategy & Transformation
- Spotting high-impact growth opportunities through trend scouting, market research, and customer insights across Condor's travel ecosystem
- Turning customer needs into business value: decision-ready concepts pressure-tested with customers and endorsed by senior leadership and C-level

• Senior Strategic Product Designer

Jul 2023 – Jun 2026

- Drove 50% of ancillary revenue by leading end-to-end design of a next-gen seat selection and upgrade process, delivering a 3D seat map, a first among German airlines
- Contributed to the highest app revenue in 2025 by optimizing the search-to-booking funnel and payment process
- Contributed to the Condor app reaching its highest App Store rating since launch (4.4)
- Led launch communication strategy for the new website, lifting engagement, traffic, and email subscriptions across legacy site, email, and the new platform

Deutsche Bank AG

• Senior Product Designer, Private Bank

Dec 2021 – Jul 2023

- Led key design initiatives in one of Europe's largest IT migrations (~18M customers, ~50B data sets) targeting €300M annual savings
- Led architecture and interface redesign of the Postbank BestSign and FYRST apps, reaching a 4.6 App Store rating and reducing authentication error rates
- Led discovery and early concept development for Personal Finance Management across the new Postbank and Deutsche Bank apps, securing roadmap prioritisation and development budget

- **Senior Product Designer, Corporate Bank** Dec 2020 – Nov 2021
 - Launched the bank's first digital hub dedicated to SME customers, streamlining core workflows and self-service within a 10-month timeline
 - Ran user and business research to identify opportunities in the SMB market and bring clarity to product direction
 - Facilitated cross-functional workshops to align business, technology, and design stakeholders
- **Product Designer, Corporate Venture** Jun 2020 – Nov 2020
 - Led redesign of the customer profile experience for Yunar (Ambidexter GmbH), an ~80 person Deutsche Bank venture building a loyalty and rewards app
 - Redesigned consent management to enable compliant loyalty integration and reduce user friction
 - Designed the venture's closure experience and communication strategy after the parent company discontinued the project

homify GmbH

Content Design / Marketing Manager

May 2016 – Aug 2019

- Led content and design for the Korean market, managing a team of 8 creative editors and driving the highest traffic since launch
- Scaled the platform to record growth and earned recognition as Naver's #1 interior design blog

EDUCATION

WHU – Otto Beisheim School of Management

- **Master of Business Administration (MBA), Candidate** 2026 – 2028 (Düsseldorf)
 - Awarded the 2026 Women in Business Scholarship
- **Executive Education – Innovation and Corporate Entrepreneurship Essentials** Nov 2025 (Düsseldorf)
 - Executive-level program on innovation and corporate entrepreneurship
 - Grade 1,3 sehr gut / A- (90/100)

Hanyang Cyber University

B.A. Architecture & Space Design

2015 – 2018 (Seoul)

- Grade GPA 4.17 / 4.5 (ECTS 1,3 sehr gut)

RECOGNITIONS

Public Speaking at Zalando

Jul 2025

- Game-changing Mentorship

Public Speaking at University of Europe

Nov 2024

- The Quiet Impact of Introverted Designers

Deutsche Bank Global Hackathon Winner

2021 & 2022

- Transforming Mental Health (2022)
- Banking on AI for Accessibility (2021)

COMMUNITY

Founder at BDE – Berlin Design Events

2023 – Present

- Berlin design community of 1,000+ members

Community Leader at Friends of Figma Berlin

2024 – Present

- Currently on a break

Certified Design Mentor at University of Europe

2025

- Co-created the Design Mentorship Program