

# Barbara K. Prokop

## CONTACT

Berlin, Germany  
barbara.k.prokop@gmail.com  
+49 160 99122 696  
linkedin.com/in/barbarakprokop

## PORTFOLIO →

## PRODUCT DESIGNER

Digital Products, Spatial Design & AI Implementation

I design so that people, who may not have the tools to articulate what is wrong, aren't bothered by something feeling off. I want everyone to have an effortless experience that leaves them with a sense that something just worked. That goal drives my work across digital products, spatial environments, and physical objects.

I spent two decades running an active art and design practice alongside a teaching practice that gave me access to the German government and industry at every level, from factory floor to Bundestag and CEO. This means that when I design, I have no fear of the unknown, rather I look for what I don't yet understand, in order to solve that which is in front of me.

I apply and utilize AI in order to be fast at slow design, and push that which, as a designer, makes me more human.

## IMPACT PROJECTS

### STUDIO SYSTEMS REDESIGN

35% reduction in project cycle time through workflow and process redesign

### AI VIDEO PIPELINE

70% faster production · 30% more engagement · 4 series from one reusable system

### RAPID PROTOTYPING SYSTEM

40% lower prototyping costs through Blender workflows and digital simulation

## HOW I WORK

- Problem-first thinking
- Deep observation & listening
- Comfortable with ambiguity
- Low ego, high standards
- Notice friction others miss
- Stakeholder management
- Workshop facilitation

## PROFESSIONAL EXPERIENCE

### Product Designer & Creative Systems Consultant

The Studio Framework · Berlin, 2024–2025

*Designed a mobile AI diagnostic tool that qualifies clients before they make contact — so every consultation starts with the problem already half-solved.*

- Designed working mobile prototype in Figma — 5-question UX flow with AI photo analysis, 2 conversion paths (book call / download report)
- Redesigned operational workflows for creative studios, reducing cognitive load through structured digital systems (Notion, Miro, Asana)
- Built AI automation pipelines for content production using ChatGPT, Make.com, and Zapier
- Developed a systematic design framework adopted by clients for integrating structured process into creative work

### Product Designer & Prototyper

Sissel Tolaas Studio · Berlin, 2023–2025

*Turning ideas that have never existed before into objects that can actually be made.*

- Translated abstract research concepts into production-ready prototypes under strict material and performance constraints

## DESIGN & PROTOTYPING

Product Design · UX/UI ·  
Figma · Wireframing · User  
Flows · Mobile-first · Spatial  
Design · Physical Fabrication ·  
Blender · XR/WebXR · Mozilla  
Hubs · 3D Scanning

## AI & AUTOMATION

AI workflow design · Pipeline  
architecture · Agentic  
workflows · Custom GPT  
design · ChatGPT · Claude ·  
Leonardo.AI · D-ID ·  
Make.com · Zapier · CapCut

## DIGITAL & PRODUCTION

Adobe Creative Suite · Final  
Cut Pro · WooCommerce ·  
SEO · A/B Testing · Notion ·  
Miro · Jira · Confluence ·  
Asana

## CERTIFICATIONS

### PSP0 I & II

Scrum.org

### PSM I & II

Scrum.org

### IPMA Level D

PM ZERT / IPMA Germany

### AI Applications & Advanced AI

mycareernow GmbH

### Make.com Automation Badge

## EDUCATION

### M.F.A. Visual Culture Studies

Meisterschülerin · UdK Berlin ·  
2005

### B.F.A. Studio Arts (Sculpture)

Concordia University · Montréal

## LANGUAGES

**English** (native) · **German** (native)

- Iterative design and testing from concept to manufacturable system
- R&D at the intersection of AI workflows, material systems, and spatial computing

### Creative Technologist & Spatial Designer

Independent · Berlin / Remote, 2020–2023

*Learned Blender from scratch when the developer quit.  
Shipped on time.*

- Designed and built a grant-funded XR museum platform (Canada Council for the Arts) in Blender and Mozilla Hubs — full spatial design, 3D scanning, sound, and live launch event
- Designed a 4-tool AI video pipeline (ChatGPT → Leonardo.AI → D-ID → CapCut) — 70% faster production, 30% more engagement, 4 series from one reusable system
- Translated physical sculptures into browser-based 3D environments via iPhone scanning and WebXR optimization
- Shortlisted for €200K public art commission (City of Düsseldorf) — system-based concept with full prototype and implementation strategy

### Business English Trainer & Executive Communication Coach

Berlitz GmbH · Berlin, 2004–2023

*20 years inside German government and industry at every level — running alongside an active art and design practice throughout.*

- Designed bespoke communication programs for C-level and senior management — tailored to individual challenges, not off-the-shelf curricula
- Coordinated multi-trainer programs (4–5 trainers) with process standardization and quality assurance
- Moderated strategic discussions and coached executives on high-pressure communication, from Bundestag briefings to international board presentations

### Product & E-Commerce Designer

NBDBKP.store & barbarakprokop.com · Berlin, 2019–2023

*Built two e-commerce platforms from scratch — product design, photography, platform build, conversion optimization, launch.*

- WooCommerce implementation with PayPal integration, inventory management, and customer journey optimization
- SEO, newsletter automation, A/B testing, checkout friction reduction, post-purchase communication

### Curator & Exhibition Designer

Jeschke van Vliet · Berlin, 2020

- Conceived, catalogued, and coordinated a 44-work institutional auction exhibition under accelerated timelines
- Aligned creative strategy with operational implementation across institutional partners