# ROBERT KRAUS

Senior UX/UI Product Designer · AI-assisted Product Design
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## PROFILE

Senior UX/UI and Product Designer with 20+ years of experience, from startups to global enterprises, in automotive, medical technology and renewable energy. I design systems and interfaces for complex products, working closely with product, engineering and research.
Today I also build myself: Apps with Claude Code and small automations for everyday work like email. Ideas become working software, not just mockups.

## CORE EXPERTISE

**Product design:** UX/UI · interaction design · information architecture · prototyping · usability testing
**Design systems:** Governance · component libraries · design tokens · accessibility (WCAG) · Sketch-to-Figma migration
**Delivery:** Product discovery · workshops · agile/scrum · developer collaboration · design QA · acceptance criteria
**AI-assisted design:** Prompt and context engineering · agentic workflows · rapid prototyping · building with Claude Code

## TOOLS & TECHNOLOGIES

Anthropic Claude (Chat, Code & Design) Figma (incl. AI features, Variables, Dev Mode, Components), Adobe CC, ChatGPT, GitHub, n8n, Cursor, VS Code, Sketch, Jira, Confluence, Miro, Mural, Lovable AI

## PROFESSIONAL EXPERIENCE

Independent UX/UI & Design Systems Consultant — robert-kraus.com | München | since 2003
Enterprise and SaaS product design and development.
Own product UIPrism (uiprism.netlify.app): design-system governance tool that checks wireframes against the code repository and syncs with Figma. Concept, UX and AI-assisted build end-to-end.

Mercedes-Benz Group AG
Senior UX/UI Designer | Stuttgart | Aug 2024 – Aug 2025 (Lux Team, MBUI)
Designed screens and prototypes for a factory fault-recognition and second-level-support tool.
Reworked a fleet-management system with high feature and cognitive load;
Ran stakeholder and expert workshops and translated findings into UI improvements.
Contributed to MBUI governance and alignment.

Mercedes-Benz Tech Innovation GmbH
UX/UI Design Consultant | Ulm | Apr 2022 – Oct 2023
Designed a cloud-based B2B financial-management suite of seven apps for dealership digitalization.
Worked as one of two UX designers across seven development teams;
Delivered complex forms, approval flows and production-ready features.
Migrated the design system from Adobe XD/Sketch to Figma for a React-based front end.

Carl Zeiss Meditec AG
UI Designer | Munich | Jul 2021 – Dec 2021
Designed production-ready touch UI for the Zeiss VisuRef clinical refraction device and extended the ZUI system for physical medical-device contexts, including touch targets, states and error prevention.

Valtech Mobility GmbH
UX Consultant | Munich | Oct 2020 – Apr 2021
UX/UI design for in-car navigation and smart-mobility solutions for Toyota and Renault;
planned and evaluated user tests.

ONE LOGIC GmbH (ONEDATA.AI)
UI Designer | Munich | project periods 2019–2022
SaaS UI/UX, responsive product design and cross-brand implementation. Brand and marketing website design.

ui/deation GmbH & Co. KG
Senior UX/UI Designer | Munich
UX workshops, research, MVP testing and design systems for projects including waipu.tv, ProSiebenSat.1 TV, Clixmix Lernportal by Deutsche Post AG and Burgerme.

## ADDITIONAL EXPERIENCE

Selected earlier roles:

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|---|---|---|
| Robert-Kraus.com | Designer / UX/UI Consultant | CanadianSolar, Pro7, Fairfleet, SZ, BSV.Bayern, Soulsurf GmbH, etc. |
| BMEL / TULP GmbH | Motion & Interaction | Grüne Messe Berlin, Interaction, Motion Design |
| Museum Cadolzburg | Creative Director | Visual Concept, Animation, Storytelling, Game Design |

## AI & PRODUCT DEVELOPMENT

Digitale Leute School — Agentic AI Engineering Program · May–Jul 2026
Prompt and context engineering, agentic AI systems, no-code automation, workflow orchestration,
AI product architecture, EU AI Act and AI compliance.
Projects included UIPrism/DesignBridge, AI-assisted application tracking, Triage-App and several websites.

Certificate issued 30.07.2026.

## SELECTED STRENGTHS

Translating complex domain logic into clear, production-ready interfaces.

Building and governing design systems across regulated, enterprise and safety-critical contexts.

Working directly with PM, engineering, research and domain experts across parallel product teams.

Connecting established product-design practice with AI-assisted workflows and rapid prototyping.

## EDUCATION

staatl. geprüfter Kommunikations- & Werbegrafiker

Designschule München (BBZ Alois Senefelder)

## LANGUAGES

German – Native | English – Fluent (C1)

## PORTFOLIO

PDF portfolio with case studies and references on request · www.robert-kraus.com

## ONLINE PROFILES