

Stefan Kummerl w

CURRICULUM VITAE

UI/UX DESIGNER & FRONTEND DEVELOPER

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PROFILE

Product designer and frontend developer with **16+ years** of experience designing and building digital products. My background combines UX, visual design, and production-ready frontend work, with a more recent focus on AI workflows and automation. I like working closely with engineers, testing ideas early, and improving products through real user and stakeholder feedback.

WORK EXPERIENCE

2023 — NOW

SELF-EMPLOYED

Freelancer — Design, Web Dev & AI Integration

- Delivered customized design solutions across branding, UI/UX, and digital content for clients spanning e-commerce, SaaS, and creative industries; managing end-to-end project lifecycles from discovery to deployment
- Developed responsive, user-centered web apps using modern frontend technologies; managed all aspects of client engagements from scoping and design to deployment and ongoing support

2022 — 2023

NATIVE INSTRUMENTS GMBH, BERLIN

Senior UI Designer — Product

- Led interaction design for professional audio instruments across 3 concurrent release cycles
- Delivered 50+ high-fidelity screens and prototypes; collaborated directly with engineers and stakeholders to ensure implementation quality
- Built shared component libraries and design tokens, single source of truth for a cross-functional team of designers and developers

2018 — 2022

NATIVE INSTRUMENTS GMBH, BERLIN

Senior Designer — Graphic / UI / Video (Marketing)

- Maintained & extended design system across 12+ product lines (Maschine, Kontakt, Traktor and Native Instruments Hardware)
- Led art direction for 12+ product launches annually: 100K+ impressions per launch
- Supervised external creatives; managed handoffs and delivery standards
- Produced motion graphics, video edits, and photography assets in Adobe CC

2013 — 2018

WEBEDIA GMBH, BERLIN

Art Director — Marketing & Sales

- Built interactive HTML5/CSS/JS online ads for 20+ campaigns annually: films, series, international consumer brands
- End-to-end creative: web design, animation, video productions, worked directly in the browser from concept to shipped ad

2011 — 2012

H-ZWO — AGENTUR F R KOMMUNIKATION, COLOGNE

Junior Art Director

- Web design for agency clients including Rewe, Leitz, Kr ger; responsible for motion design and interactive assets
- Worked closely with developers in a full-service agency environment; first role following apprenticeship at H-ZWO

SKILLS & EXPERTISE

PRODUCT DESIGN & UX

Research, interaction design, prototyping, design systems

DESIGN SYSTEMS & PROTOTYPING

Component libraries, design tokens, interactive prototypes

WEB & FRONTEND

React, Next.js, Tailwind, Shopify, headless architectures

AI & AUTOMATION

LLM integration, n8n workflows, generative pipelines, prompt engineering

TOOLS

FIGMA

REACT

NEXT.JS

TAILWIND

AFTER EFFECTS

BLENDER

ADOBE CC

SHOPIFY

N8N

GIT

AFFINITY

DAVINCI RESOLVE

VUE

EDUCATION

- Fullstack Development Bootcamp
- Mediengestalter Digital- & Printmedien (IHK)
- Assistent f r Multimedia
- Abitur

LANGUAGES

- German — Native
- English — Professional