Dieter Möss

Freelance Senior Product Designer & UX Specialist · Design Systems · AI

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SUMMARY

I design digital products and build them through to the frontend. My focus is design systems: components, design tokens, developer handoff, accessibility.

14+ years of product development, design systems, e-commerce and frontend for BMW, Audi, Henkel, Miele and more than a dozen other companies. Self-employed since 2000, with permanent roles in between, at times for several clients in parallel.

I work all the way into the code and use AI where it saves real time in product work: research synthesis, accessibility checks, rapid prototyping, design system documentation that AI tools can use.

AT A GLANCE

Core skills: Design Systems & Tokens, UI/UX Design, Figma (Expert), Product Development, Frontend Development, Information Architecture, User Research & Testing, Team Leadership, Product Ownership, E-Commerce & Conversion Optimization, Branding

AI capabilities: Multi-agent systems (Claude Code), AI workflow architecture with human approval, Agent orchestration & prompting, AI content pipelines, Midjourney · Adobe Firefly

Tools: Figma · Tokens Studio · Storybook · Sketch · Adobe CS · Jira · Confluence · Miro · FigJam · Trello · Asana · Snappify · After Effects + Lottie · Hotjar · Google Analytics · Adobe Experience Manager · HTML5/CSS/JavaScript · Git/GitHub

Languages: German (Native), English (Proficient), Romanian (Advanced)

Education: Media Design, MD.H Mediadesign Hochschule für Design und Informatik

Location: Munich area

Availability: DACH and international · remote or on-site by arrangement

PROJECTS

05/2025 – present

Product Developer, Design Systems, UX & AI

Client: **Miele**

Product development for the Miele app: design system, UX and product ownership from concept to delivery.

- Built and expanded the design system: components and design tokens, in close collaboration with engineering
- Designed user flows and customer journeys for core app features (appliance control, recipes, maintenance)
- Ran usability tests and improved the UX iteratively
- Designed AI-driven personalization: program recommendations based on usage behavior
- Used AI in the design workflow: automated accessibility checks, Figma AI, rapid prototyping
- Synthesized user research with AI: interviews, feedback and usability data condensed into clear insights

01/2025 – present

AI Content Pipeline Architecture

Client: **Münchner Verlag** · Munich / Remote

Replaced manual editorial workflows with a multi-agent pipeline built with Claude Code – from research to editorial approval.

- Designed and built a multi-agent system with specialized agents and clearly separated roles
- Seven agents: Researcher · Editor · Fact Checker · Tone of Voice · Formatter · SEO/GEO · Editor-in-Chief
- Gave each agent its own context, fixed constraints and clear ownership of its output
- Result: about one hour instead of 1–2 days per article, five times the output
- Owned strategy, architecture, prompt engineering, orchestration and the quality loop

01/2025 – present

Partner, Advisory

Company: **methusalab** · DACH / Remote

Partner network for product and workflow systems: joint projects when more capacity is needed, advisory on product, UX and AI topics in the DACH region.

2022 – 2024

Product Developer, UI Design & Team Lead

Client: **weed.de (Tortuga)**

End-to-end product development for a medical cannabis information platform.

- Designed the product within the legal requirements of a regulated market
- Led research, competitive analysis and product strategy
- Created user flows, customer journeys and a design system with tokens in Figma
- Handled user testing, branding and ongoing iteration

04/2022 – 01/2023

Design System Architect & UI Designer

Client: **HVV Switch** · Hamburg

Mobility-as-a-Service (MaaS) app – car sharing, ride-sharing, scooter sharing. 1,000,000+ downloads, 4.5-star rating.

- Designed the UX for several mobility services in one app, with real-time data
- Built a full design system in Figma using Atomic Design – from UX wireframes to production-ready components
- Implemented design tokens, handoff processes and WCAG accessibility

10/2021 – 03/2022

UI/UX & User Research Specialist

Client: **Signal Iduna** · Hamburg / Remote

Signal Iduna's InsurTech mobile app.

- Supported digital transformation in a regulated insurance environment
- Covered UI, UX and user research for the mobile app
- Designed accessible, inclusive interfaces in close collaboration with development teams

08/2021 – 12/2021

Design System Specialist & App UI Designer

Client: **Techniker Krankenkasse** · Hamburg / Remote

TK App – paperless health management for 5+ million users.

- Created design system components for a mobile app with millions of users in regulated healthcare
- Met GDPR and WCAG requirements: accessible and privacy-conscious
- Designed user flows and customer journeys, implemented new features

2021

UI Designer & Design System Specialist

Client: **Axel Springer** · Berlin

News app with 5+ million downloads (Android & iOS).

- Contributed to the design system of one of Germany's most-downloaded news apps
- Worked on subscription UX, engagement metrics and content personalization
- Optimized the UI for conversion and reach, including BILDplus premium articles, Bundesliga highlights and live ticker

07/2021 – 09/2021

UX/UI Designer

Client: **Deutsche Post DHL** · Remote

Enterprise-scale UX for one of Europe's largest logistics operators.

- Designed web UI and extended the design system of a globally distributed platform
- Designed GDPR-compliant interfaces, created documentation and training materials

06/2020 – 03/2021

UI Architect & Design System Specialist

Client: **BSH Hausgeräte GmbH (Bosch/Siemens/Neff)** · Munich

- Built a multi-brand design system and migrated it from Sketch to Figma; further developed the e-commerce systems

– Introduced DesignOps and component governance for Bosch, Siemens and Neff
– Built design tokens and the pattern library, ran A/B tests and user research

05/2019 – 07/2020

Product Developer, UX Architect & Lead

Client: **Creative Dock** · Berlin

Product development for Vattenfall, Barmer, EWE, Berlin Hyp, Hannover Re and Deutscher Landwirtschaftsverlag.

– Vattenfall: ENPURE eco-energy app (100,000+ downloads) – mobile-first UX, design thinking, prototypes, data-driven decisions via Hotjar and Google Analytics
– Barmer: concept for the new app
– EWE: concept for fake-door tests of new product ideas

11/2017 – 05/2019

Product Owner – E-Commerce

Client: **MediaMarktSaturn** · Ingolstadt

E-commerce and omnichannel platform of Europe's largest consumer electronics retailer.

– Managed the backlog, aligned with OKRs, optimized conversion
– Made product decisions based on analytics and A/B tests, built the e-commerce pattern library

01/2017 – 10/2017

Frontend Lead

Client: **BMW AG (via Interone)** · Munich

– Led and mentored the frontend team for BMW's global website and the BMW and MINI e-commerce sites
– Implemented the pattern library, WCAG accessibility and responsive design

02/2016 – 12/2016

Developer & Frontend Track Lead

Client: **Audi AG (via Publicis Sapient)** · Munich / Ingolstadt

– Led team of 5 frontend developers, budget and resource responsibility

08/2015 – 02/2016

Product Developer & Team Lead

Client: **Jaeger-LeCoultre (Richemont, via Publicis Sapient)** · Munich / Gurgaon

Website relaunch with an integrated online shop for one of the world's most prestigious luxury watch brands.

– Led the jaeger-lecoultre.com relaunch as Track Lead – brand-compliant design in the luxury segment
– Led 6 developers in Munich and London, onboarded 11 developers in India

2014

Manager Interactive Development

Client: **Henkel** · Düsseldorf

– Omnichannel content strategy and CMS governance across 30+ brands and 40 countries

2012

Senior Frontend Developer

Client: **Sky Deutschland** · Munich

– Responsive UI with HTML5/SASS, web animations with After Effects

2004 – 2012

Interactive Developer, UX & Screen Designer

Self-employed

Clients included Samsung, Sony, SAP, Sky, 1&1

2000 – 2004

Founder & Managing Director

Company: **allez! GmbH**

Screen design, 2D/3D design, web development; clients included Sony BMG, Bayerischer Rundfunk, SWR, Linde