

SENIOR PRODUCT DESIGNER

HELLO, I'M TILO ERWIN

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PROFILE

Design leader with 18+ years building design systems where brand meets product. Eleven years as Design Director, UX at MetaDesign – leading designers, owning quality, shipping systems across business units. Then a deliberate return to hands-on enterprise craft: automotive and healthcare product systems at designaffairs/ Accenture, creative direction at Truffle Bay and most recently AI-native design systems at DeepL – tokens, components and production workflows authored with AI. The through-line: systems that outlive the project – governed, adopted and built to survive handoff. Bauhaus-trained. Enterprise-tested with Alphabet, Siemens Healthineers, BMW, Audi. Hands-on by choice.

PROFESSIONAL EXPERIENCE



Lead Designer, DeepL, Munich, 03/2026 – 07/2026

Focus: Rebuilding design-systems craft for the AI era

- Evolved the marketing design system into an AI-native system – switching tokens, components and patterns authored through Claude
- Built production-ready components in-browser through tight human-AI loops, collapsing the design-to-code handoff
- Streamlined content and asset production with AI-assisted workflows – generating, adapting and localizing at roadmap pace

Creative Director, Truffle Bay, Munich, 11/2023 – 05/2025

Focus: Brand-driven design, design systems and team enablement

- Led the development and implementation of design systems across brand and product contexts, ensuring consistency and scalability across digital and physical touchpoints
- Shaped and delivered brand design initiatives, including social media campaigns, corporate assets, software UI, brand guidelines and trade fair materials
- Supported and mentored team members through hands-on collaboration, reviews and design guidance

Design Director UX/UI, designaffairs/Accenture, Munich, 07/2019 – 10/2023

Focus: Digital product design, enterprise UX and design systems

- Designed complex digital products and interfaces across automotive, healthcare and technology domains, from early UX concepts to high-fidelity UI
- Developed, adapted and scaled design systems to support cross-platform products and long-term maintainability
- Collaborated closely with product owners, developers and brand strategists in agile, cross-functional teams
- Led and facilitated Design Sprints and ideation workshops to align stakeholders, define product vision and accelerate decision-making
- Translated complex technical and business requirements into intuitive, user-centered solutions suitable for enterprise environments

Design Director UX, MetaDesign, Berlin and Düsseldorf, 06/2008 – 06/2019

Focus: UX leadership, design systems and brand-driven digital experiences

- Designed and evolved design systems for corporate websites, internal tools and digital platforms used across multiple business units
- Worked at the intersection of UX, UI and brand, translating strategic positioning into scalable digital experiences
- Provided strategic and hands-on guidance to teams, ensuring high design quality and consistency across large, long-running programs

For previous roles, visit [linkedin.com/in/tiloerwin/](https://www.linkedin.com/in/tiloerwin/)

PERSONAL DETAILS

Nationality

German

Language

german (native), english (fluent)

EDUCATION

Bauhaus-Universität Weimar

1996 – 2002 Study of Visual

Communication with the

degree of Diplom-Designer

(Diploma in Design)

PERSONAL INTERESTS

Sports & nutrition

Understanding how body and mind performance connect

Art and design

A constant source of inspiration and creative reflection

Coffee enthusiast

Passionate about quality, craft and flavours

CAPABILITIES

- End-to-end product experience design across UX, UI, interaction design and complex operational workflows
- Enterprise and B2B UX for technical, data-intensive products and workflow-driven user experiences
- Workflow analysis, systems thinking and service design across software, hardware and physical user interactions
- Contextual research, User shadowing, workflow observation, stakeholder interviews and moderated usability testing
- Information architecture, workflow mapping, user journeys, wireframes, high-fidelity UI and interactive prototyping
- Scalable design systems, component libraries, interaction patterns and design governance
- Information-rich interfaces, dashboards and data visualizations for complex technical products
- Responsive, accessible and inclusive design (WCAG) across platforms and international markets
- Motion design, micro-interactions and interactive prototyping using Adobe After Effects, Cavalry and Figma Motion
- Cross-functional collaboration with Product, Engineering, domain experts and business stakeholders
- Design QA, implementation support, component documentation and developer handoff
- Workshop facilitation, product discovery, design thinking and collaborative problem solving
- Design leadership, mentoring and continuous improvement of design practices
- AI-assisted research, prototyping and design-to-code collaboration using Claude Design, Claude Code, Figma AI and modern front-end technologies