

Simon Kusumah Lutter

UX/UI Lead | Designer | AI & Digitalization Enthusiast

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EDUCATION

- B.A. Interaction Design** | HfG Schwäbisch Gmünd (Oct 2015 – Feb 2019)
- IHK Certified Media Designer, Film & Sound** (Aug 2012 – Aug 2015)
- University Entrance Qualification** (Fachhochschulreife) (Aug 1996 – May 2009)

SKILLS

- Figma, Adobe Creative Suite
- User Research, Wireframing, Prototyping, Usability Testing, A/B Testing
- Design Systems, Data-driven Design, Design Thinking
- Agile & Lean UX (Scrum), Workshop Facilitation
- Cross-functional Team Leadership, Stakeholder Management, Agency Collaboration, Mentoring
- AI in UX Workflows, AI-driven Prototyping, Strategic AI Integration
- Some HTML, CSS, JavaScript
- German (native)
- English (fluent, daily working language)

CERTIFICATION

Certified Professional for User Experience
UXQB – International Usability and User Experience Qualification Board e.V.

INTERESTS | VENTURES

Passionate about **cycling**, **outdoor sports**, and travel, always seeking new perspectives and inspiration. **Co-owner of a local café** built on community, inclusivity, and design-driven hospitality creating a welcoming space where everyone feels at home.

ABOUT ME

UX Lead with 6+ years of experience driving design for complex digital products in automotive and enterprise environments. Specialized in scalable design systems and AI-driven workflows that deliver innovative, user-centered solutions.

WORK EXPERIENCE

UX Lead | Bosch (Oct 2022 – Present)

- Lead UX** across enterprise-scale projects, from research and prototyping to implementation
- Advance** AI adoption by leading the AI Stream, building strategy, driving use cases, and fostering a dedicated AI working group
- Mentor** interns and junior designers while defining UX standards and testing frameworks to strengthen design quality and culture

UX/UI Designer | IAV GmbH (Apr 2019 – Sep 2022 · 3 years 5 months)

- Delivered** end-to-end design concepts for Porsche Connect and MyPorsche App, from wireframes to production-ready assets
- Built** Porsche Styleguide components and internal design libraries to ensure brand and design consistency
- Streamlined** design-to-development workflows, improving collaboration across teams and stakeholders

UX/UI Intern & Working Student | Daimler AG (Aug 2017 – Sep 2018 · 1 year 2 months)

- Created** interactive concepts for AR HUDs, navigation, and infotainment systems
- Prototyped** innovative features and tested them with real users, shaping Daimler's digital ecosystem
- Collaborated** with research and development teams to translate future mobility use cases into tangible solutions

Multimedia Internships | Canterbury College UK & TV-Studios (2013 – 2015)

- Produced** video and audio content, including Cinema4D teaching support
- Edited** TV productions and video content using Adobe Premiere and After Effects