



# Matthias Fritsch

I design fancy products & systems at scale

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## About Me

I'm passionate about designing aesthetic, scalable product experiences and building design systems that empower teams to move faster without sacrificing craft.

My work bridges the creative and the systematic — from hands-on product design to the orchestration of design operations at scale.

## Highlights

- + Blending creative product design with system thinking to craft cohesive, future-ready solutions
- + Leading cross-functional teams to shape and grow impactful design (systems).
- + Driving design operations with a balance of structure, flexibility, and hands-on delivery
- + Strong eye for detail – from pixel perfection polish & A11y compliance to process-level clarity
- + Deep appreciation for craft: from digital interfaces to physical goods

## Education

### Usability & UX Professional

2017 - 2018 · Berlin

artop - Humboldt Universität zu Berlin

### Media Designer for Digital- and Print

2007 - 2010 · Augsburg

IHK Schwaben

### Intermediate school certificate

2003 - 2005 · Augsburg

Reischlesche Wirtschaftsschule Augsburg

## Experience

### DesignOps & Design System Lead at Celonis SE

2022 - Present · Munich

At the core of this role is the strategic and operational ownership of the design system at Celonis—shaping scalable foundations that bridge the gap between design and engineering.

Through thoughtful tooling, clear governance, and collaborative processes, teams are empowered to ship cohesive, accessible, and high-impact experiences faster and more efficiently.

### Business Owner at Shokunin x LAB

2024 - Present · Augsburg

Alongside my digital design work, I run a small business specializing in high-quality textile customization. We embroider and print premium garments—ranging from personalized streetwear to professional workwear.

With a strong focus on quality, detail, and hands-on service, we cater to small and mid-sized orders with care and precision.

### Design System Lead at MAN Truck & Bus SE

2018 - 2022 · Munich

At the heart of this role was the design and implementation of digital experiences for complex B2B applications in the commercial vehicle sector.

Beyond classic product design, a key focus was the introduction and operationalization of an internal multi-brand design system —developed in close collaboration with Volkswagen & RIO.

### Senior UI/UX Designer at Dr. Grandel GmbH

2014 - 2018 · Augsburg

### Screendesigner & Frontend Developer at .NFQ | Digital Creatives

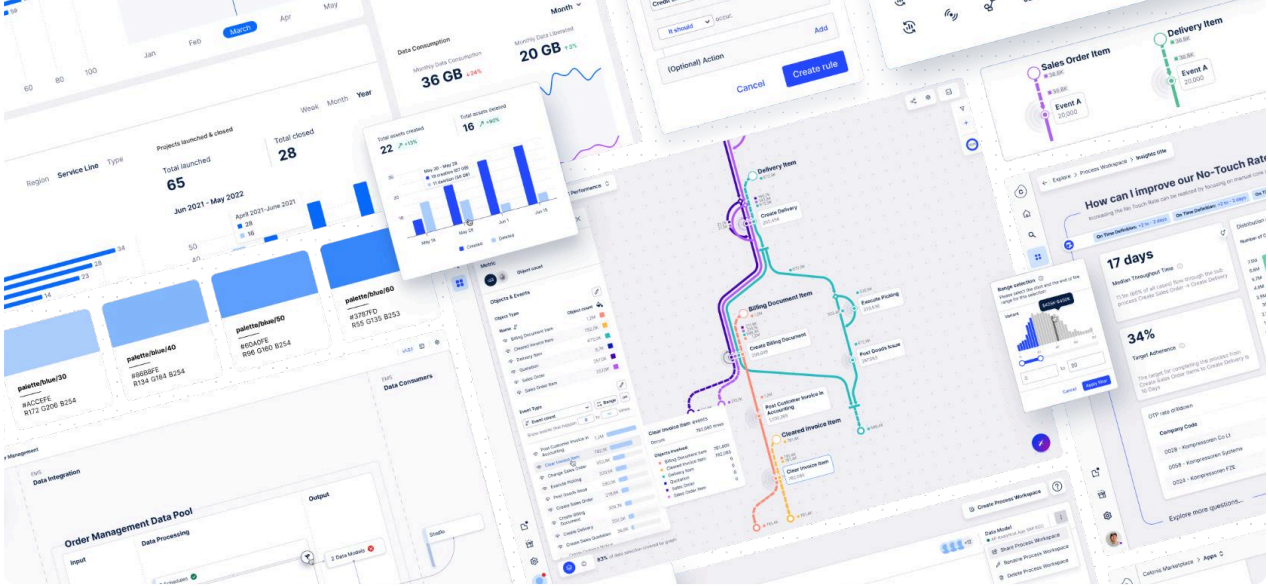
2012 - 2014 · Augsburg

### Screendesigner & Frontend Developer at Neuland Software GmbH

2007 - 2012 · Augsburg

Ran out of space here.

Some projects are confidential, others just don't fit on a single page. Let's have a chat – I'll walk you through the rest.



## Beyond Components: Building Culture Through DesignOps

Together with an amazing cross-functional team, we built a design system that drives velocity, consistency, and scalability across the Celonis product ecosystem. We defined the system's architecture and principles, aligning them closely with our evolving brand identity.

In close collaboration with engineers and designers, we designed, built, and documented core components that serve a wide range of use cases. To ensure long-term adoption and quality, we introduced clear governance structures and contribution models. Accessibility, theming, and responsiveness were not just considered — they were foundational.

I played a key role in shaping the system's tooling and workflows, enabling seamless integration with Figma, Storybook, and engineering pipelines. Through consistent onboarding and active support, we embedded the system deeply into the product development culture.

### Our Users

Celonis is a complex enterprise platform used by global teams to analyze and optimize business processes. Designers, engineers, and product managers rely on a unified design system to create consistent, efficient, and accessible experiences across a wide ecosystem of tools and interfaces.

### Their Challenges

Before our system initiative, teams worked in silos, re-inventing components, duplicating efforts, and introducing design debt at scale. Inconsistent patterns, missing documentation, and unclear ownership made it difficult to deliver a seamless user experience — or to move fast without breaking things.

### Constraints

We started building the system in the midst of rapid company growth and product expansion. Multiple product verticals, different tech stacks, and shifting priorities required a flexible, scalable approach — one that could evolve alongside the business while establishing clear foundations and standards.

### My Role

As Design System Lead, I drive the strategy, vision, and execution of our system. My role sits at the intersection of design, engineering, and product. I'm responsible for setting the direction, defining the roadmap, managing cross-functional collaboration, and ensuring adoption across all product teams.

## Made an impact beyond the system itself

Recognized early that design system work lives or dies by adoption, so I focused on building strong relationships with adjacent teams. Helped reduce overhead in the component request process by co-creating a shared contribution workflow, enabling designers and engineers to deliver faster with more confidence.

Collaborated with our documentation and onboarding leads to simplify how new team members learn the system — the resulting improvements cut ramp-up time noticeably and led to more consistent usage across teams.

Supported the creation of a dedicated DesignOps track within our internal enablement program, giving designers a space to share, align, and shape standards together — not just consume them.



Aspects of this project are confidential & can't be displayed publicly.  
If you'd like to know more about my process, schedule a portfolio presentation.



## Unifying Digital Experiences Across Brands and Borders

I started as a senior product designer but quickly took over the strategy, implementation, and orchestration of MAN's design system initiative. As design system lead, I managed both internal designers and external contributors, working closely with engineering, product owners, and Volkswagen Group representatives.

Beyond design and documentation, I built operational structures to support scaling: governance models, component pipelines, and contribution guidelines. I also served as Figma administrator and design system ambassador across the wider Volkswagen network — shaping tooling standards, sharing best practices, and building bridges across brands.

This work contributed directly to “Group UI,” the cross-brand design system of Volkswagen Group. At MAN, our design system became the anchor point for consistency, efficiency, and collaboration — helping the company ship better digital products faster, and with greater confidence.

### Our Users

MAN Truck & Bus serves a global B2B audience across transportation, logistics, and fleet management.

Their daily workflows rely on complex, data-driven digital applications — from maintenance systems to fleet dashboards — often accessed under high time and performance pressure.

Design excellence in this space means reducing friction, aligning with real-world user priorities, and enabling confident decisions at scale.

### Their Challenges

When I joined MAN, the product landscape was fragmented. Many applications had evolved independently, leading to inconsistent user experiences, duplicated efforts, and inefficiencies across teams. The real opportunity wasn't just better UI — it was about creating alignment across digital touchpoints and laying the foundation for long-term design scalability.

The additional challenge: everything had to integrate with brand and UX guidelines from Volkswagen Group. This meant reconciling MAN-specific needs with group-wide standards — while also coordinating with parallel design initiatives across sister brands.

## Driving change beyond the design system

The real value of the system unfolded through the relationships and routines we established around it. I invested early in cross-functional dialogue — not just to gain buy-in, but to co-create ownership across design, development, and product teams.

Together, we introduced lightweight contribution paths and embedded system thinking into everyday workflows. This helped reduce friction, shorten delivery cycles, and improve design quality across the board.

I also worked with onboarding teams and brand stakeholders to make adoption intuitive and inclusive — especially for distributed teams and external partners. By fostering a shared language and enabling designers to shape the system collaboratively, we turned a design asset into a long-term organizational capability.



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