

# Hello

**I am Lukas Oppermann**

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*Design Lead —  
Experience Design*

“Design is not just what it  
looks & feels like —  
design is how it works.”

— Steve Jobs, co-founder of Apple, Inc.



# Companies I worked for & with

DAIMLER



aperto  
An IBM Company



BERTELSMANN

swisscom

EyeEm

SIEMENS



e.on

re:publica



KIRCHER  
BURKHARDT



*Current position*

# Design Lead Deutsche Telekom

*Shaping future of the design system of Deutsche Telekom.*

## 2021 — Present

*Responsibilities:*

- Leading the Telekom design system (Scale)
  - Implementing design tokens with a json based token workflow that allows our design tokens to be used across all web, mobile and TV platforms as well as in Figma and Sketch. Enables automatic dark mode.
  - Moving from web only to web, mobile & big screen
  - Strong focus on accessibility
- Working on internal adoption and different education formats to help users of the design system
- Defining product strategy & managing team
  - Improving designer and developer experience
  - Managing stakeholders in design, dev and business
  - Hands-on work on components, tokens, etc.
  - Documentation and components usability
  - Resources like patterns, best practices and templates
  - Optimising workflows for teams using the
  - User research (internal and external Scale users)
  - Speaking at meetups & events
  - Active in open source community
  - Publishing on design systems

# Design Lead RTL+ / Bertelsmann

*Building the future digital media platform with a focus on personalised relevance.*

**2020 — 2021**

## *Responsibilities:*

- Built a company wide design system incl. design tokens & design to code processes
- DesignOps with a focus on workflows, documentation flows, hiring and mentoring processes
- Co-Hired the design team
- Lead projects and mentored designers
- Established a respectful but engaged design culture
- Evaluated and implementing new tools for the design team
- Built a Figma plugin for our design token workflow
- Defined design direction & user experience
- Research incl. user interviews, market research, competitor analysis
- Stakeholder management
- Worked on product strategy
- Working in cross-functional teams to deliver high-end products
- Hands-on design and implementation with in-house dev team
- Conducted usability tests / user tests
- Lead & organised workshops & design sprints

# Design Lead Lab1886 / Daimler AG

*Building out major innovation topics for the future of mobility for Daimler AG.*

**2017 — 2020**

*Responsibilities:*

- Building the design team & hiring designers
- Establishing design team culture & implementing formats like “show & tell” and company wide “design presentations”
- Implementing new tools & workflows for better cooperation between teams e.g. dev or business
- Building & scaling cross-brand design systems
- Mentoring & training designers
- Conducting research, user interviews & usability tests
- Defining product strategy with BizDev
- Lead design / Defining the design direction & user experience on multiple projects
- Delivering high-end products at a very fast pace in cross-functional teams
- Projects: ideation, incubation & commercialization stage incl. app store and web releases
- Hands-on design, close cooperation with dev team, design systems & design token pipeline
- Stakeholder management & leading workshops

# Previous

**Creative Director**  
veare

2009 – now

Worked with own clients & agencies. I built websites, apps, design systems, lead teams, organised workshops & managed clients.

**Lecturer**  
Macromedia University

2017 – now

Teaching digital product design class, including ideation (design sprint, etc.), user research and developing prototypes that are tested with users.

**Senior UI / UX Designer**  
Bosch eBike

2015 – 2017

Lead the redesign & new feature dev for the entire eco system (onboard eBike computer, apps, web). Built the design system from the ground up.

**CEO & Co-Founder**  
Form&Systems

2014 – 2016

Co-founded with a partner to build semi-headless content management system for highly flexible websites which don't fit into a template.

**Senior UI / UX Designer**  
Deutsche Telekom

2013 – 2014

Created the UI & UX for features in the SmartHome app, co-developed feature concepts & delivered production ready asset to dev team.

**Senior UI / UX Designer**  
Aperto IBM iX  
(Freelance)

2013 – 2015

Worked on pitch teams to quickly deliver a visual & strategic product vision. Also worked on projects in development together with a team from Aperto IBM iX.

**Senior UI / UX Designer**  
TLGG (Freelance)

2013 – 2014

Worked on pitches and projects in development. Delivered design visions and won pitches, dev ready digital products or information graphics.

**Infographics Designer**  
KircherBurkhardt / C3  
(Freelance)

2013

Designed & developed information graphics for different clients together with the copywriters.

# Previous — Continued

## UI / UX Designer

EyeEm

2013

Lead the design for the user content marketplace. Worked closely with one of the founders, Lorenz as this was EyeEm's first monetisation strategy.

## Lecturer

Berliner Technische  
Kunsthochschule

2013 – 2017

Taught interaction design classes with a focus on user research, usability & prototyping. Also taught digital portfolio summer classes.

## Co-Founder & Designer

Zupply

2013 – 2016

Developed the product concept, brand design & UI/UX design for the platform. In typical startup style I was involved in pretty much every activity from business strategy to frontend development.

## Interaction designer

Steelworks, Melbourne  
(AUS)

2012 – 2013

Designed websites & apps for different clients and worked closely together with the development team to realise the designs.

## Infographics designer

KircherBurkhardt / C3  
(Internship)

2010 – 2011

Designed infographics & illustrations for print and digital interactive magazines for clients like DB, Porsche, Bundeswehr and Nordstream.

## Designer

BMW Corporate Identity  
(Internship)

2010

Responsible for consulting agencies on their work for BMW dealers in matters of CI conformity, organising big prints for dealerships & creating new print products for use within dealerships.

## Interaction designer

ic! berlin! berlin  
(student job)

2009 – 2010

Responsible for redesigning the web site including the shop and realising the redesign with the external programming agency.

## B.A. Interaction Design (1.1)

Thesis (1,0)

03/2013

My thesis "Decks" focuses on the interaction patterns for the operating systems of the future: touch based systems that merge the world of desktop and mobile computing.

# How I work

It all starts with the team — design sprints & double diamond are great, but you need to know who you work with, not just the skills, also the person behind it.

I believe in a hands-on approach, working in cross-functional teams and including stakeholders as partners in the project. I love building products with honest & respectful colleagues who give straight forward feedback regardless of title and vocation. Work can be hard at times, but I want to love what I do with people I enjoy being around. I love to develop, learn & teach.

I believe every project should start with good research, getting to know the business & the users. Ideation takes many forms, but you should quickly get to a state of testing the ideas with real users — only then will you know if you are running in the right direction.

## — Methods & Topics

- Design sprints & Double diamond
- Designing in the open
- Being vulnerable & respectful
- Paying attention to the whole system
- Scrum / agile development
- Cross-functional product/project teams
- Usability testing according to Steve Krug
- Research e.g. user interviews, personas, competitor & whitespace analysis, A/B testing

# Design Operations

I love exploring workflows, optimizing how teams work together and how we build products. I even work on a Figma plugin to ease working with design systems / design tokens & built a plugin for Sketch to improve previews.

I love it when things work out the way they should. I love it so much that I get joy out of planning, organising and improving the way my team and I work. It is another problem for me to solve and I can solve it for people I like, the people I work with every day.

For this, I talk with my colleagues, developers, PMs, stakeholders, etc. I don't just ask how their tasks are progressing, I ask how they feel the collaboration works. Do developers get all the assets they need? Are designers happy with the implementation? Are the stakeholder's requirements met? If anyone is not happy that's a sign that there is something off in the process — solving those issues early and allowing the people to own their process always pays out in the long run.

## — Current tool set

- Figma
- Sketch & Abstract
- Adobe CC & Affinity Suite
- Invision / Marvel
- Google Slides / Keynote
- Framer X & Principle
- Slack, Confluence & Jira
- Git & GitHub
- Node.js, Typescript, HTML & CSS

# Thank you

**I am looking forward to  
meeting you in person.**

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dribbble

github

medium

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