



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 to process-level clarity
- + Deep appreciation for craft: from digital interfaces to physical goods

Education

Usability & UX Professional

2017 - 2018 · Berlin

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.