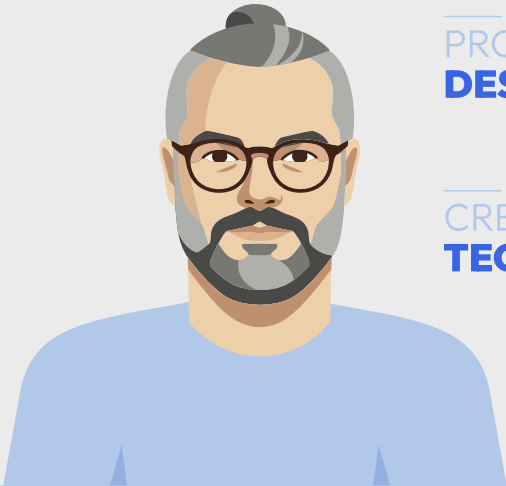


Lars Vorreiter

PRODUCT
DESIGNER

CREATIVE
TECHNOLOGIST



I work across product, design and technology, from early concepts and prototypes to design systems and production. I'm comfortable moving between disciplines and working closely with engineering to take an idea all the way from thinking to making.

Work Experience

IOTA Foundation Senior Creative Technologist 05/2023 - 08/2026Germany, remote Communication	Worked at the intersection of product, design, and engineering, owning IOTA's digital presence from structure and content to design and implementation. Developed products and systems that make complex topics easier to understand and workflows easier to scale, including a multi-brand design system, educational experiences and internal tools. Combined product thinking with hands-on design, prototyping, development and AI to turn opportunities into practical solutions.
Egonex Senior Product Designer Senior Creative Technologist 11/2021 - 11/2022Singapore, remote In-house Product Design Team	Worked on the product experience and design system for a professional crypto trading platform. Redesigned the trading interface around modularity, customization and information-dense workflows, using interactive prototypes and usability studies to test different trading styles. In parallel, helped build a fully tokenized design system connecting Figma and engineering as a scalable single source of truth.
Citibank Senior Vice President Design System Lead 12/2018 - 11/2021Singapore, on-site Regional DCX Design Team, APAC & EMEA	Led the regional design system for Citi's retail banking app and web relaunch across 15+ markets. Built a scalable foundation of shared patterns, information architecture and design principles that adapted across markets and banking products. Developed tailored dashboards, contextual cross-sell and self-service experiences to make the product more relevant while supporting business goals. Created the first comprehensive design documentation for engineering, establishing a shared language between design and development and helping concepts move into production faster.

Spark44		Built and led the digital team within Spark44's in-house agency for Jaguar Land Rover China, working across creative, technology and digital experiences. As part of the global innovation lab, explored emerging technologies and their potential for future campaigns and customer experiences. Led integrated digital campaigns from concept to execution, turning creative ideas into working experiences across design, technology and production.
Creative Technology Director		
07/2015 - 09/2018	Shanghai, on-site	
In-house agency for Jaguar Land Rover		
ServicePlan	serviceplan 	Joined the agency during the build-up of its China operations, working across digital, creative, and innovation for clients including WMF and METRO. Led digital work and new business pitches, including the successful BMW China ATL pitch. Also worked on branding and packaging projects for local brands.
Head of Digital & Innovation		
01/2014 - 06/2015	Shanghai, on-site	
Full Service Agency		
Interone BBDO		Worked across digital experiences and campaigns for clients including Canon China, MINI, and BMW. Led creative work for Olympic sponsorship websites and contributed to successful new business pitches for HNA, Bosch and Intel.
Associate Creative Director		
12/2011 - 12/2013	Beijing, on-site	
Digital Agency		
Schwann		Worked at a small digital agency across web projects, primarily for TUI Travel and Veolia Water.
Senior Designer		
04/2011 - 12/2011	Beijing, on-site	
Digital Agency		
Reinhard & Ostmann		Worked on branding projects for mid-sized industrial companies, spanning brand guidelines, typography, packaging, brochures & exhibition design.
Brand Designer		
08/2006 - 02/2011	Hamburg, on-site	
Branding Agency		

Product Product Thinking Product Strategy Problem Discovery Prototyping	Design Interaction Design Visual Design Brand Systems Art Direction	Systems Design Systems Design Tokens Information Architecture Modular Design	Technology Creative Technology Web Development App Development AI workflows & integrations
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Beyond the core

Language Skills German • native English • fluent Chinese • advanced	Tools and Technology Figma, Adobe CC , HTML/CSS/JS, Svelte/Vue, Swift, iOS app development , Figma plugin development, AI workflows & integrations, Arduino hardware prototyping	Disciplinary Expertise Create & maintain tokenized, multi-brand design systems, Integrate AI/LLM capabilities into product experiences, Agentic design-to-code workflows: coding with AI agents, Prompt & context engineering CI workshops & polarities profile analysis, Moderation and leading of design reviews
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Professional References

Maik Lutze Head of Product Design RightShip, Singapore  Lars is a passionate, inventive and highly skilled person who dances between design and tech as if it were the simplest thing in the world. Fascinated by technology he uses it wherever possible and sensible to elevate creation, to systemise design and to test assumptions.	Ong Chee Kang, Justin Head of Experience Design (APAC & EMA) Citibank, Singapore  Lars is naturally inquisitive on all things design and technology that touches the everyday end-users. His energy extends to his peers and uplifts overall knowledge and productivity of teams he collaborates with. He has also proven to be highly skilful in crafting time-sensitive solutions to deliver on business objectives.
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Personal Information

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Date & Place of Birth 22.04.1982 Lübeck, Germany	Email lars@vorreiter.de
Nationality German	Portfolio creative-tech.design

Education

Degree Communication Design College - Design Factory International Aug 2002 - Jul 2006 Hamburg, Germany
Vocational Degree Technical College - G6, department interior design Aug 1999 - Jul 2001 Hamburg, Germany