

# Hendrik Cammann

**UX & Design System Geek** building scalable design infrastructure for software applications

*"Always motivated to achieve top performance at work while remaining polite and personable"*

Laura Marwede - Former Head of UX & Leadership @TEAM23 GmbH



9

Years  
**UX / UI  
Design**

7

Years  
**Design  
Systems**

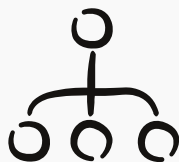
2

Years  
**Lecturer**

## Areas of expertise



**Design  
Tokens**



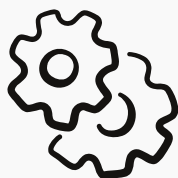
**Information  
Architecture**



**Component Definition  
& Engineering**



**User Centered  
Design**



**Tooling, Workflow  
& Infrastructure**

# Working Experience

## Elektrobit Automotive GmbH

### Software Engineer / UX Designer

Since Jul 2023

- Developing design systems - including tokens, libraries & infrastructure - and implementing them across teams
- Establishing and standardizing design workflows
- Conception, requirement definition & implementation of automotive infotainment systems
- Product Owner

## TEAM23 GmbH

### Senior UX Designer

Jul 2020 - Jun 2023

- Developing Design Systems - including tokens, libraries, and infrastructure - and implementing them across teams
- Establishing and standardizing design workflows
- Conception & requirement definition of software applications
- Technical project lead

### UX Designer

Sep 2018 - Jun 2020

- Implementing UI & UX concepts for software applications
- Conducting kick-off and requirements workshops

### Working Student

Oct 2017 - Aug 2018

- Developing web-based applications using Angular and Vue.js

## Technical University of Applied Sciences Augsburg

### Lecturer User Experience Design

Mar 2020 - Aug 2022

- “User Experience Design” course for the 6th semester of the Interactive Media degree program

# Education

## Technical University of Applied Sciences Augsburg

### Master of Arts (M.A), Interactive Media Design

Mar 2017 - Jul 2018

- (Degree) certificate: 1,1

## Furtwangen University

### Bachelor of Arts (B.A), Media Design

Oct 2013 - Feb 2017

- (Degree) certificate: 1,4

# Skillset

My work centers around **Design Systems, Design Operations** and **UX Design**, supported by a solid understanding of **Accessibility** and **JavaScript development**.

This combination allows me to create solutions that are both thoughtful and technically feasible.

In addition to my core expertise, I bring strong communication and facilitation skills - from conference speaking and leading workshops to collaborating with stakeholders across teams to ensure alignment and progress.

## Expert Skills

### UX Design

With several years of experience in designing large-scale user experiences and building complex information architectures, I've learned how to bring clarity and structure to even the most intricate systems. My focus has always been on creating scalable, intuitive designs that not only meet user needs but also align with business objectives.

**I believe that great user experiences come from two key principles: consistency and alignment.** Consistency is why design systems matter so much - they ensure a unified look and feel across products. But just as important is the **alignment between user needs and business goals**. If a company focuses solely on what users want, without a clear understanding of its own goals, it risks drifting without direction. **Success lies in finding that sweet spot where user expectations and company objectives overlap.**

That's why I like to begin any UX project by gathering input from both sides - user needs and business requirements. By combining these, we define a solution space - the overlap between "what users want" and "what the company can or wants to deliver."

From this shared understanding, we can start identifying functional clusters, like dashboards, settings pages, or user profiles. These clusters become the "buckets" where related features live. For example, the login and settings clusters would include all the features users need in those contexts.

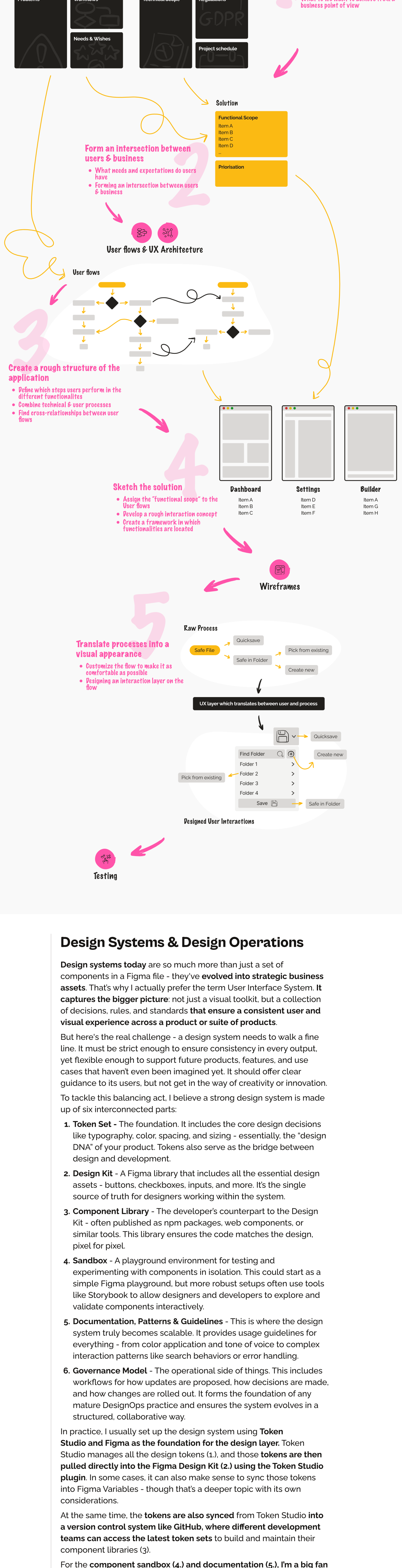
Once the functional clusters are defined, I move on to building the UX architecture. This means identifying how user flows connect and where crosslinks should exist. Take the "change login name" and "change password" features - they're often used together, so placing them in the same area (like a settings page) makes sense. At the same time, "change password" might also need to appear on the login screen for forgotten password flows, so we'd also include it in that bucket.

The next step is creating the UX layer - typically wireframes - that translate these complex processes into simple, smooth interactions. This is where structure meets storytelling, and where good architecture turns into great user experience.

Having done this you can already start doing basic usertesting, which acutally is not one of my expertise areas and I would rely on professionals doing that. Based on the feedback gathered by the experts, adjustments in any of the previous steps are needed. That is why its important to work in fast iterations during this UX phase, to try and test as much as you can.

As soon as the range of functions meets the defined (technical) framework and covers the needs of users as far as possible, it is time to move on and leave the concept-testing circle.

**Of course, we all know that having a solid process is important** - it gives structure, clarity, and a common way of working. **But in reality, these processes only work perfectly in a vacuum. In day-to-day business, things are rarely that clean.** That's why **one of the most valuable skills is knowing when to follow the process - and** just as importantly, **when it's okay to skip or adapt parts of it.** Being able to make those calls thoughtfully and confidently is what really makes the difference in fast-moving environments.



## Design Systems & Design Operations

**Design systems today** are so much more than just a set of components in a Figma file - they've **evolved into strategic business assets**. That's why I actually prefer the term **User Interface System**. **It captures the bigger picture**: not just a visual toolkit, but a collection of decisions, rules, and standards **that ensure a consistent user and visual experience across a product or suite of products**.

But here's the real challenge - a design system needs to walk a fine line. It must be strict enough to ensure consistency in every output, yet flexible enough to support future products, features, and use cases that haven't even been imagined yet. It should offer clear guidance to its users, but not get in the way of creativity or innovation.

To tackle this balancing act, I believe a strong design system is made up of six interconnected parts:

- 1. Token Set** - The foundation. It includes the core design decisions like typography, color, spacing, and sizing - essentially, the "design DNA" of your product. Tokens also serve as the essential between design and development.
- 2. Design Kit** - A Figma library that includes all the essential design assets - buttons, checkboxes, inputs, and more. It's the single source of truth for designers working within the system.
- 3. Component Library** - The developer's counterpart to the Design Kit - often published as npm packages, web components, or similar tools. This library ensures the code matches the design, pixel for pixel.
- 4. Sandbox** - A playground environment for testing and experimenting with components in isolation. This could start as a simple Figma playground, but more robust setups often use tools like Storybook to allow designers and developers to explore and validate components interactively.
- 5. Documentation, Patterns & Guidelines** - This is where the design system truly becomes scalable. It provides usage guidelines for everything - from color application and tone of voice to complex interaction patterns like search behaviors or error handling.
- 6. Governance Model** - The operational side of things. This includes workflows for how updates are proposed, how decisions are made, and how changes are rolled out. It forms the foundation of any mature DesignOps practice and ensures the system evolves in a structured, collaborative way.

In practice, I usually set up the design system using **Token Studio and Figma as the foundation for the design layer**. Token Studio manages all the design tokens (1.), and those **tokens are then plugged directly into the Figma Design Kit (2.) using the Token Studio plugin**. In some cases, it can also make sense to sync those tokens into Figma Variables - though that's a deeper topic with its own considerations.

At the same time, the **tokens are also synced from Token Studio into a version control system like GitHub, where different development teams can access the latest token sets** to build and maintain their component libraries (3).

For the **component sandbox (4.) and documentation (5.)**, I'm a **big fan of using Storybook** - especially when the frontend is built with JavaScript or Web Components. It offers a complete toolkit out of the box: visual regression testing, interaction testing, accessibility checks, and more. **If needed, this setup can be extended into a ZeroHeight environment** to make the documentation more accessible and flexible - **allowing non-technical team members to contribute**.

### AI Tooling for Design Systems

In addition to this, and by following the possibilities of AI, I am also experienced in how AI can be used to automate the creation of design systems. By leveraging the capabilities of Figma's MCP Server and tools such as Cursor and Claude, it is now possible to generate component code directly from Figma designs. Even more powerfully, AI agents can create production-ready screens layouts based on existing design system components, patterns, and rules.

Of course, the use of AI agents and AI-generated code is often limited by company governance. However, it is still important to explore this topic and develop a clear strategy, as so-called agentic design systems will be another major lever for increasing speed and, consequently, reducing time to market.

## Enriching Skills

### Accessibility

I started exploring accessibility back in 2020, and before I left TEAM23, I helped lay the foundation for what has now become a strong focus area for them - they've grown into a leading voice in A11y. My knowledge covers key areas like the **WCAG guidelines, focus management, color contrast, non-color indicators, forms and labels**.

I also understand the basics of **semantic markup and keyboard interaction**, and can give guidance in those areas.

Overall, I'd say I have solid expertise on the visual side of accessibility. For more specialized topics - like *accessible language, motion design, or advanced ARIA attributes* - I'd turn to a dedicated accessibility expert.

Talk @Digitaltag Augsburg 2023

### Frontend Development

I'm a Design System enthusiast and UX Designer, but at heart, I'm a coder. I started coding around 15 years ago with simple HTML websites, and over time I've gained **solid experience in JavaScript-based frontend development - mainly using Vue.js, Angular and TypeScript**.

I believe coding is one of the most valuable side-skills for a Design System Designer. Understanding the basics of development helps me explain, communicate, and collaborate more effectively with developers.

**Many concepts now emerging in design** - like branching, component-based thinking (similar to object-oriented programming), and keeping things DRY (using single-source-of-truth components in Figma) - **have long been standard in development. So, knowing how developers work can offer helpful insights when solving design challenges**.

## Additional Skills

### Stakeholder communication

Effective stakeholder communication is about more than just pushing your own ideas-it's about truly understanding the people you're working with. I believe it's crucial to step into the shoes of each stakeholder, to understand their goals, pressures, and motivations.

This helps build trust, find common ground, and create real alignment. Instead of pushing through a single point of view, I focus on building alliances and shaping solutions that work for everyone involved.

### Conference Speaking

I love sharing knowledge and enjoy public speaking. Throughout my career, I've spoken at various conferences-including Webinale in Berlin, SEO/SEA World in Hamburg, Rocketeer Festival, and Sparkscon in Augsburg.

My talks have covered a range of UX topics like accessibility (A11y), design workflows, dark patterns, and more.

### Workshops (planning & execution)

I've led a wide range of client workshops-from design thinking-based ideation sessions to requirement definition workshops. While I use powerful collaboration tools that make remote workshops work well, I still believe that getting people in the same room is the most effective way to solve problems.

Whenever possible, I aim to run at least one in-person kickoff and definition workshop for every major project or epic.

### LEGO® Serious Play® facilitator

Alongside my experience in running workshops, I'm also a certified LEGO® Serious Play® facilitator. It's a powerful method that not only delivers great results but also makes every session memorable and engaging.

Honestly, there's nothing quite like watching a group of number-focused senior managers dive into problem-solving with LEGO bricks - it sparks creativity and brings a whole new energy to the room!

# References

Due to non-disclosure agreements, I'm unfortunately unable to describe the projects in detail. However, **you're welcome to contact the following peers I've worked with during my career to get a better understanding of my skills.**



## Rebecca Jauck

Former UX-Manager @LV1871 / now Freelancer in UX/  
CX Design & Accessibility

 [Contact on LinkedIn](#)



## Laura Marwede

Former Head of UX & Leadership @TEAM23

 [Contact on LinkedIn](#)



## Michelle Knüchel

UX System Designer @KUKA

 [Contact on LinkedIn](#)