



# DAVID KOHLBAUER

david.kohlbauer@gmail.com / [LinkedIn](#) / [Portfolio](#)

Designer with 12 years shaping enterprise, automotive, and consumer products used by 10M+ people worldwide, experienced in scaling products from startups, enterprises, and global brands.

Delivered web, mobile, AR, blockchain and SaaS solutions.

Expert in creating cross-platform design systems that empower designers and developers while enhancing delivery speed of key assets.

## EXPERIENCE

### Freelance

Present

#### App and Web

Helping Startups, companies and SME's to create their best product yet.

### BMW - Munich, Germany

Aug. 2023 - March 2026

#### Design Lead RSE, Vehicle Integration & Design Systems

- BMW OS X (Neue Klasse):
  - Design lead for the user interface design of the rear seat entertainment,
  - Designed the universal theme-less design system
  - Design and maintenance of main infotainment design system
- BMW and MINI OS 9:
  - Design of Navigation and Maps with BMW OS X alignment and improvements for the Neue Klasse

### SAP - Munich, Germany

Aug. 2020 - July 2023

#### Design Lead WO, AR/Enterprise Software

- Developed product vision and design strategy for the SAP Warehouse Operator AR app in collaboration with Apple's enterprise team. Created workflows that focused on task accuracy, reduced training time, and significantly lowered error-related costs.
- Drove iterative prototyping and field testing with logistics operators, leading to enterprise-wide adoption and an Apple enterprise innovation feature.
- Helped build SAP's new open source mobile design system used by all mobile designers and developers

### BMW - Munich, Germany

Aug. 2018 - Juli 2020

#### UX Designer, Connected Apps

- Design of the core MyBMW App (10M+ users, one of the world's most-downloaded automotive apps).
- Revamped key user journeys (vehicle control, navigation, remote features), boosting user retention by 25% and increasing subscription service adoption.
- Developed BMW's design system, used by over 14+ product teams, enhancing UI consistency and reducing friction between design and development.

## EARLIER EXPERIENCE

**The Asia / Indy Cloud / 84GHz**

**2014 - 2018**

**UX/UI Designer – Consumer & SaaS Products**

- Delivered graphic designs and product designs for eCommerce platforms, balancing technical constraints with stakeholder goals.
- Launched 3+ SaaS MVPs under aggressive deadlines.
- Led end-to-end design including wireframing, user flows, and front-end collaboration.
- Gained early exposure to international product design challenges in high-growth startup and agency settings.

## EDUCATION

**Blocherer School of Design – Munich, Germany**

**2010 - Feb. 2014**

Communication Design, Focus: Digital & Advertising Design