



Alexander Brieschenk
Lead Product Designer

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Design System

Multi-Brand Theming
Component Architecture
Token Architecture
Documentation
Versioning and Governance
Accessibility

AI in Practice

Prototyping in code with AI
Interaction patterns, tested in code
Handover prototypes for engineers
Research and design validation

Design Operation

Contribution Models
Roll-Out Models
Governance Process
Design Organisation

Stack

Cursor
Claude Code
Figma
GitHub & Vercel

I work at the systems layer: token architecture, multi-brand theming, and the contribution models that keep a system usable once it leaves my hands. Currently rebuilding a group-wide design system in production, across a live state, without pausing delivery. I prototype those decisions in code so they fail in a working reference, not in a release.

WOLF GmbH (Ariston Group)

Lead Product Designer, Design System

June 2024 → Present

- Made the case for a **clean-room rebuild** of the group's design system rather than another round of patches, and now lead it in production across **7 delivery teams** while the legacy system stays live. **4 of 11 brands** ship from a single token pipeline, migrated with **zero theming regressions and no product freeze**.
- Chose one token pipeline for all 11 brands over per-brand forks. That decision constrains every product team and removes brand drift as a class of problem.
- Define the **system contract** end to end: component anatomy, token architecture, theming model, versioning. **I own the model teams ship against**; a front-end partner co-owns the pipeline implementation.
- Stood up **Design Operations** across product, engineering, and brand so 7 teams contribute into the system without a central bottleneck: governance, contribution paths, and release alignment.
- Pressure-test token and interaction decisions in code with AI before they reach a team, so proposals fail in a prototype rather than a release. Engineers get a **working reference instead of a spec**.

Intive GmbH

Senior Product Designer, Project Lead

May 2022 → May 2024

- One of **6 designers** on a **cross-platform design system** serving **10+ product teams** for an international retail client: native apps, web, internal tooling, and a B2C online shop.
- Defined component architecture and a **federated contribution model** where engineering came from the product teams rather than a central platform crew, so the system scaled without a build team scaling with it.
- Worked a **bi-weekly forum of 20+ designers**, in-house and external agency, on pattern decisions and correct implementation, holding one structure across teams that had every incentive to fork.
- Designed and ran the **education program** that introduced every new component and pattern to the full designer population, and partnered with product teams to get implementations right rather than merely documented.

Previous roles

New Monday GmbH

Senior UX Designer

Oct 2021 → April 2022

BORA Vertriebs GmbH & Co KG

Senior UX Designer

July 2021 → Sep 2021

schoene neue kinder GmbH

Senior UX Designer & UX Manager

July 2016 → June 2021

Wunderman GmbH

Art Director Digital

Jan 2016 → July 2016

Serviceplan Plan.Net GmbH

Junior Art Director Digital

Jan 2014 → Jan 2016

BBDO Interone GmbH

Junior Art Director Digital

Sep 2012 → Dec 2013