

Sascha Thiele

Design Engineer · UX/UI & AI

I design digital products —
and build the AI behind them.

Between design and engineering.

Six years of UX/UI design for brands like Mercedes-Benz, Deutsche Bahn, Amazon and Samsung. On top of that, a six-month full-time AI engineering programme and two AI/ML products I built myself, from data pipeline to interface. I speak both languages — and translate between them.

● Design

Concept & interface for apps, web and automotive (MBUX)

Design systems and component libraries

Prototyping, motion design, print & photography

Consulting clients and stakeholders

● Where I make the difference

AI experiences people trust

Designing streaming, grounding and honest error states — not just a chat window.

Prototypes with real models

Testing ideas with running code instead of placeholder screens.

Design systems thought of as code

Components, tokens and handoffs that work for engineering.

Translating between teams

Getting design, engineering and business to the same table — each in their own language.

● Engineering

LLMs, agentic RAG pipelines with LangGraph & LangChain

Embeddings and vector search with ChromaDB

Python, FastAPI, SQL — and Swift/SwiftUI for iOS

Classical ML, deep learning & MLOps

6

years of UX/UI design in agency & consulting

8+

well-known clients, from automotive to media

200+

active TestFlight users of my iOS app Hane

6

months of full-time AI engineering training



Sascha Thiele

Design Engineer · UX/UI & AI

Contact

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hane-app.com

Languages

German	native
English	fluent
Japanese	degree & exchange year, actively learning

Work experience

12 | 2025 – today

Freelance Design Engineer

Independent · UX/UI & AI

- UX/UI concept, interface design and design systems
- AI/ML prototypes from data pipeline to interface
- Consulting clients and stakeholders

01 | 2025 – 11 | 2025

Auctioneer & Digital Transformation

Schütte Kunstauktionen GmbH

- Conducting live auctions
- Leading the digital transformation
- Project and website management
- Print design

2024 – today

Founder, Designer & Developer

Hane – own iOS app (hane-app.com)

- Concept, UX/UI and development end to end
- Python data pipeline, SwiftUI app, StoreKit 2
- 200+ active TestFlight users

05 | 2021 – 01 | 2025

UX/UI Designer

04 | 2019 – 10 | 2020

Appsfactory GmbH

- App concept and design for clients incl. Mercedes-Benz, Deutsche Bahn, Amazon, Samsung and Tagesschau
- Consulting clients and stakeholders
- Design management
- Social media content: creation, design & strategy
- Print design and photography

10 | 2020 – 04 | 2021

Head of Design / Senior UX Designer

Syndikat7 GmbH

- Concept and design of apps and websites
- Client consulting
- Design management

04 | 2018 – 03 | 2019

Working Student UX/UI

Appsfactory GmbH

- App UIs and concepts
- Motion design and video

08 | 2015 – 03 | 2019

Working Student Design

auxilis GmbH

- Graphics and brand design
- Motion design and video

2011 – today

Editor & Freelance Journalist

Freie Presse, regional daily newspaper

- Proofreading and editing
- Articles on culture and events
- Photography

Education & training

02 2026 – 08 2026	AI Engineering (Data Science & Machine Learning) neue fische – full-time bootcamp, remote <ul style="list-style-type: none">Data analysis to deployment in hands-on projects and two capstonesML: EDA, feature engineering, regression, regularization, PCA, threshold tuningDeep learning & computer vision: CNNs (CIFAR-100), batch normalization, data augmentationGenerative AI: prompt engineering, LLMs, sequential dataMLOps: Docker, FastAPI, dbt, Prefect, Prometheus, Grafana
10 2014 – 03 2019	BA Multimedia VR Design Burg Giebichenstein University of Art and Design Halle
10 2009 – 09 2014	BA Japanese Studies / Applied Linguistics Martin Luther University Halle-Wittenberg
07 2008	Abitur (university entrance), language profile Clara-Wieck-Gymnasium Zwickau
03 2005 – 02 2006	Exchange student Sagakita Senior High School, Japan

Skills

Design	UX/UI concept	Interface design	Design systems	Prototyping	Motion design	Brand & print		
	Photography	Figma	Sketch	Adobe CC	Affinity			
AI & ML	RAG	Agentic workflows	LangGraph	LangChain	Prompt engineering	Embeddings	ChromaDB	
	Ollama	scikit-learn	TensorFlow	Computer vision	pandas	Polars		
Engineering	Python	SQL	Swift / SwiftUI	JavaScript / TypeScript	React	FastAPI	Pydantic	SQLite
	PostgreSQL	REST APIs						
MLOps & tools	Docker	CI/CD	Git & GitHub	dbt	Prefect	Prometheus	Grafana	Bash
Consulting	Stakeholder consulting	Design management	Project management	Digital transformation	Editing			

Other

12 2012 – 12 2015	Thanatos Clothing, Halle (Saale) Own T-shirt label
09 2008 – 05 2009	Civil service at a special-needs school Caring for primary-school children

Interests

Board game design · Japanese language & culture · Programming · Art exhibitions · Table football · Table tennis

Clients

Selection

Selected clients from six years of agency and consulting work.



Mercedes-Benz



amazon



tagesschau¹



VONOVIA

Selected work

New projects where AI meets the interface — and design work that shows where I come from.

#1

Readr

Agentic RAG reading assistant

AI

Engineering

UX

#2

Hane

Learning Japanese on iOS

iOS

Data pipeline

UX/UI

#3

MB “Exclusive App”

Premium app for Mercedes-Benz

UX/UI

Design system

#4

Head Unit Library Framework

Component library for MBUX

Design system

Tooling

#5

Packshack

Landing page for a fulfilment service

UX/UI

Web

More

Other projects

Apps for Mercedes me, tagesschau, flaschenpost, Amazon

UX/UI

Work

#1 Readr · Agentic RAG reading assistant

Capstone project, 2026

Challenge

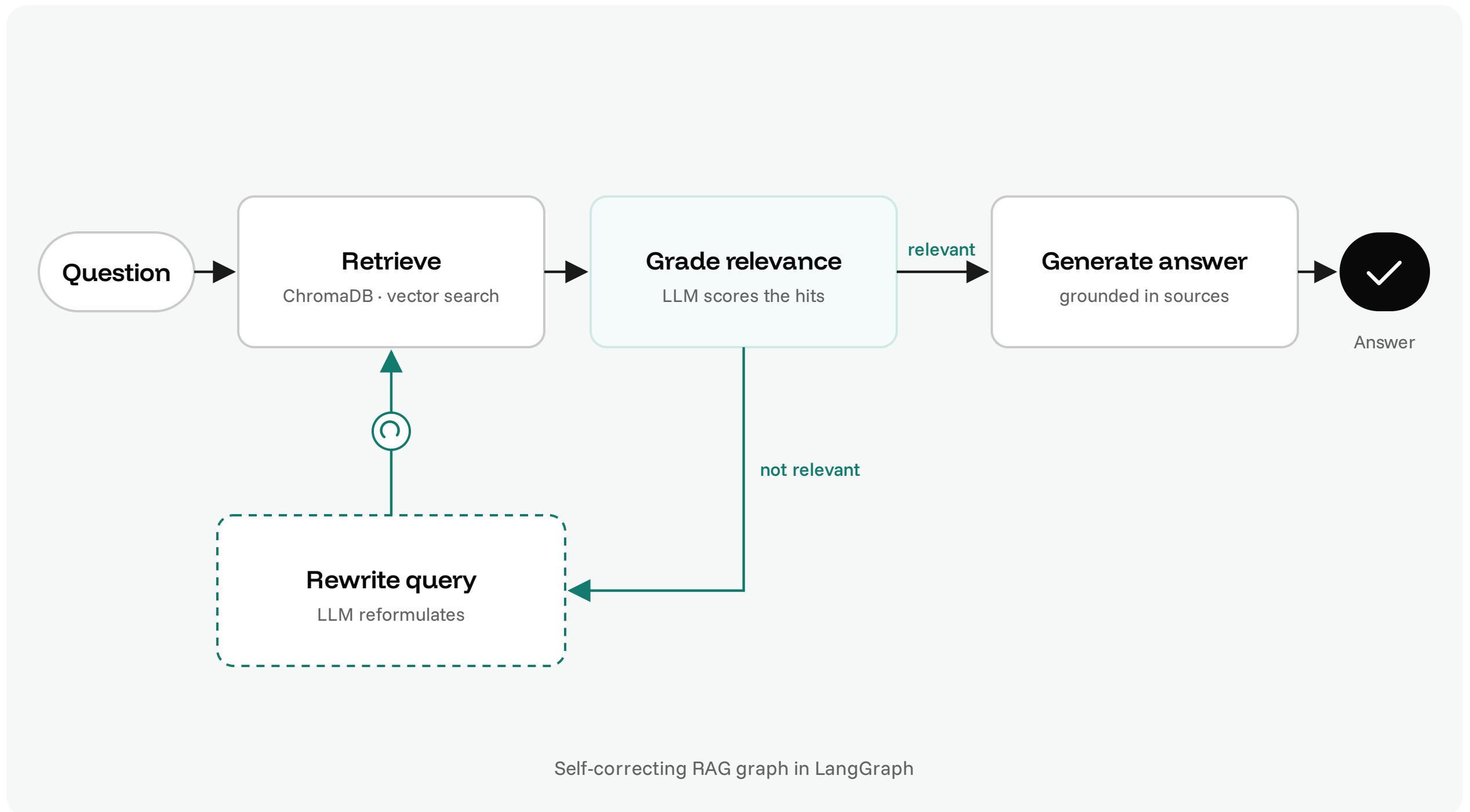
Build an AI reading assistant that meets Japanese and Hebrew learners at their level — without hallucinating.

Readr answers vocabulary questions and simplifies any text to a target level (JLPT N5–N1 / CEFR A1–C1), with inline word annotations graded by difficulty.

At its heart is a self-correcting agent in LangGraph: when retrieval comes back with low relevance, the system rewrites the query automatically instead of making up an answer.

WHERE DESIGN MEETS ENGINEERING

For learners, trust is the most important UX. So: grounded answers instead of hallucinations, token streaming for perceived speed, and annotations that make difficulty visible.



Tech: Python · LangGraph · LangChain · ChromaDB · Ollama · Groq · FastAPI · Pydantic · SudachiPy · React 19 · Vite

Work

#1 Readr · Architecture & annotation

Annotation – concept

彼は経済の仕組みを簡潔に説明した。

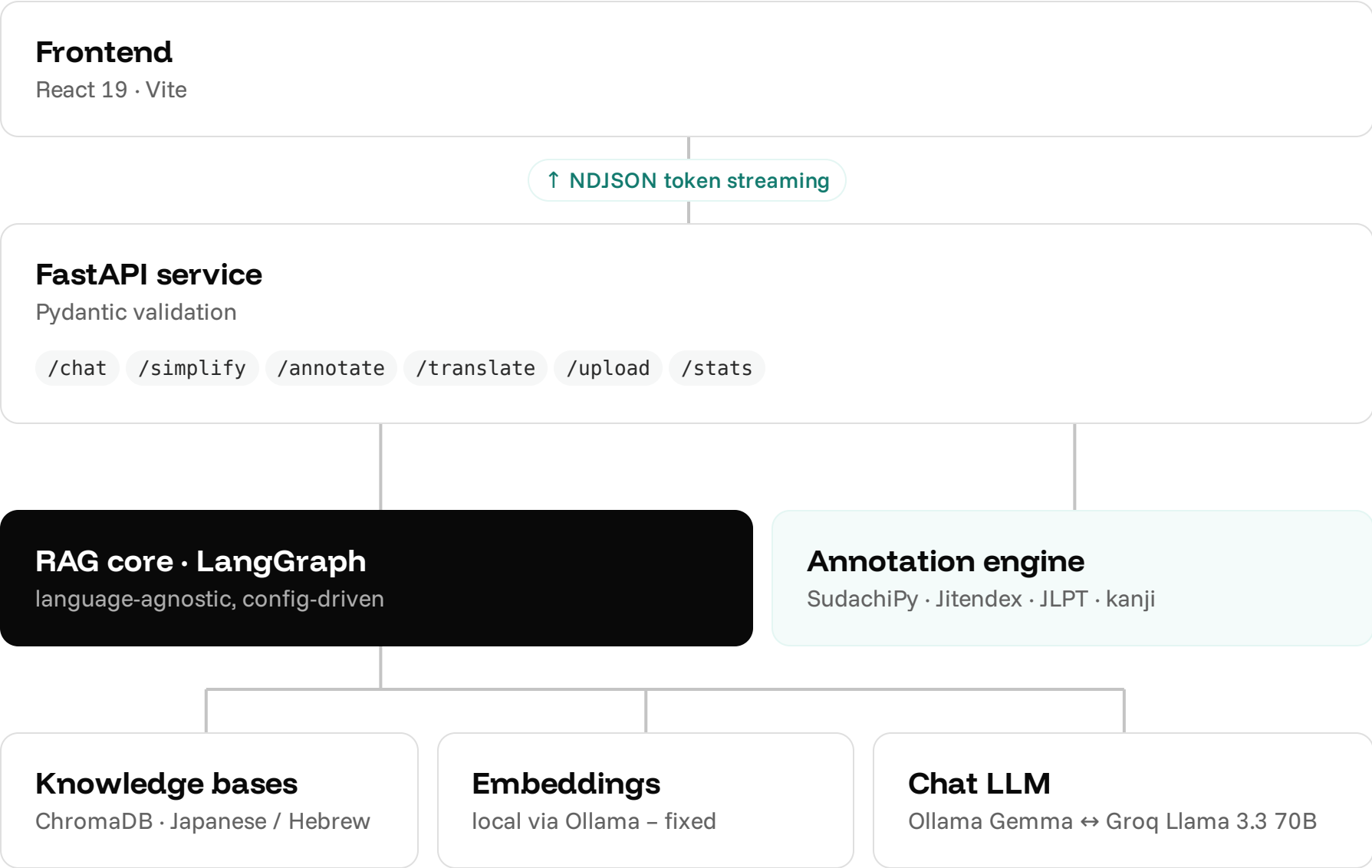
簡潔 かんけつ JLPT N1
“concise, brief”

— N5 — N4 — N3 — N2 — N1

Schematic illustration. Colours = the word's JLPT level.

Provider-agnostic	Swappable chat model, fixed embedding model — retrieval stays stable across providers.
One pipeline, two languages	Japanese and Hebrew from the same core, driven by configuration.
Morphology, not word lists	Tokenization with multi-token lookahead maps surface forms and lemmas to level, kanji difficulty, frequency and reading; Hebrew with niqqud and bidi normalization.

Architecture



Work

#2 Hane · Learning Japanese on iOS

Own product, since 2024 · hane-app.com

Challenge

Design and build a native Japanese-learning app — from dataset to release.

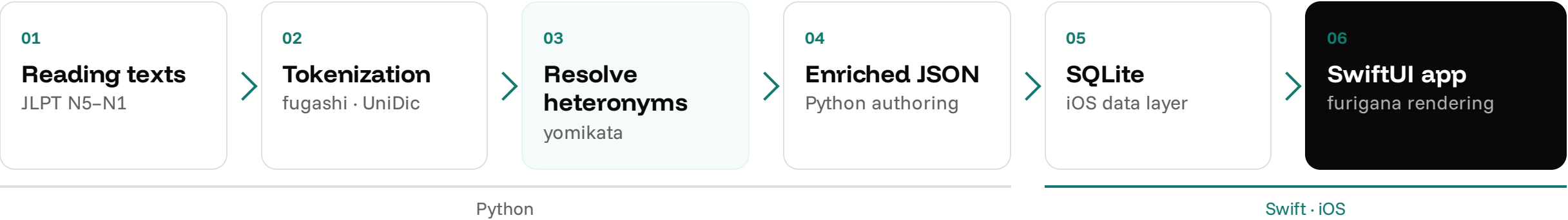
Hane brings reading, vocabulary and review together. I conceived, designed and developed the app entirely on my own — including the data pipeline that gives every reading text correct readings.

In the app

- FSRS spaced-repetition scheduling
- Japanese–Japanese dictionary (Wiktionary via Kaikki.org)
- Live Activities
- On-device OCR (Apple Vision) & text-to-speech
- Subscriptions with StoreKit 2

200+ active TestFlight users

Furigana pipeline



Why it matters: same characters, different reading

ついたち

四月一日に

on 1 April

いちにち

一日中

all day long

WHERE DESIGN MEETS ENGINEERING

Learners should never trip over a wrong reading. So I resolve ambiguity in the pipeline — and the interface can focus entirely on reading.

Tech: Swift (SwiftUI) · Python · fugashi · UniDic · yomikata · SQLite · StoreKit 2 · Apple Vision · AppIntents

Work

#3 MB “Exclusive App”

Challenge

Design a design-system-compliant app for Mercedes-Benz high-end customers.

The app strengthens busy customers' connection to Mercedes-Benz — with exclusive events, merchandise and a personal assistant that makes the brand's special attention tangible.

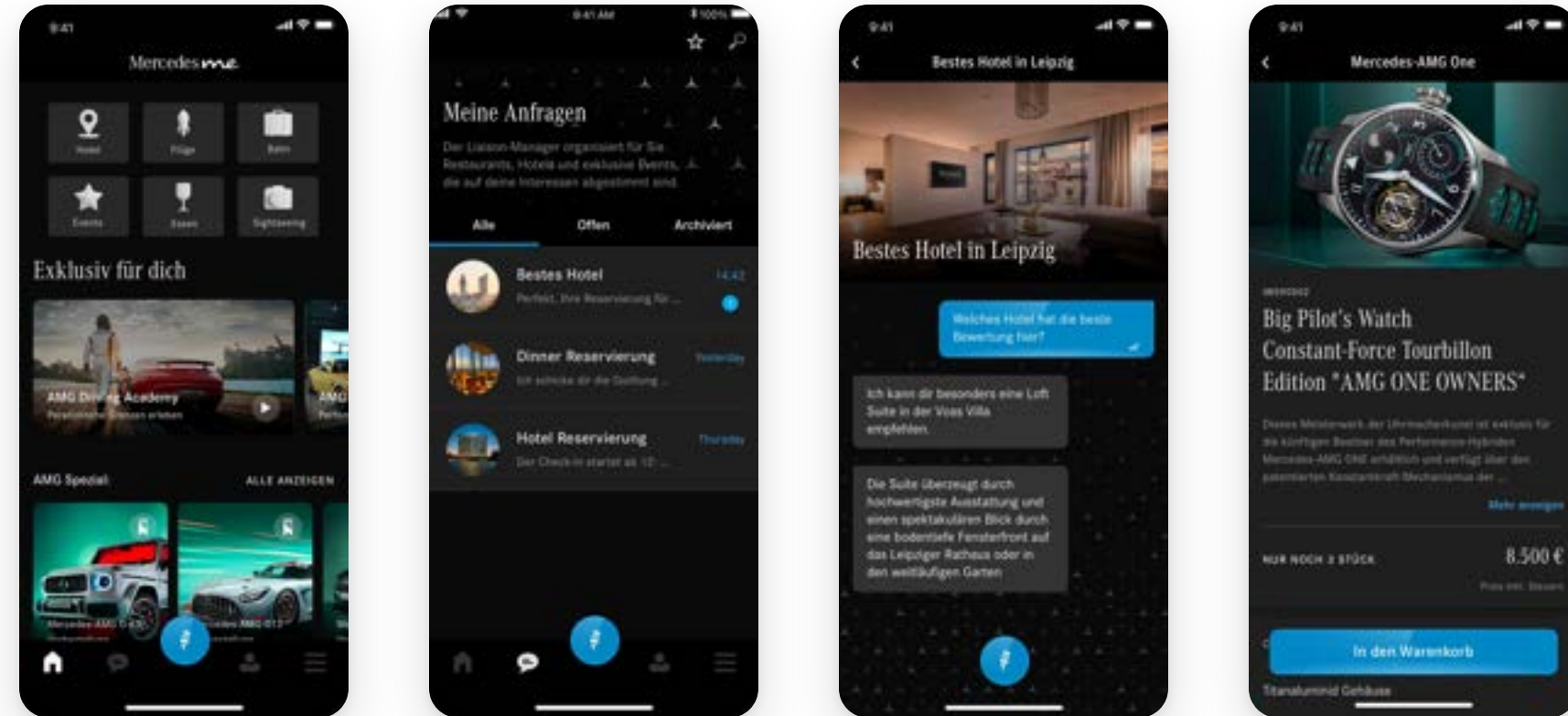
Shortcuts on the home screen lead straight to the assistant. The central FAB starts a new request via speech-to-text.

Regularly added exclusive products drive retention — every shopping screen is designed for quick purchase decisions.

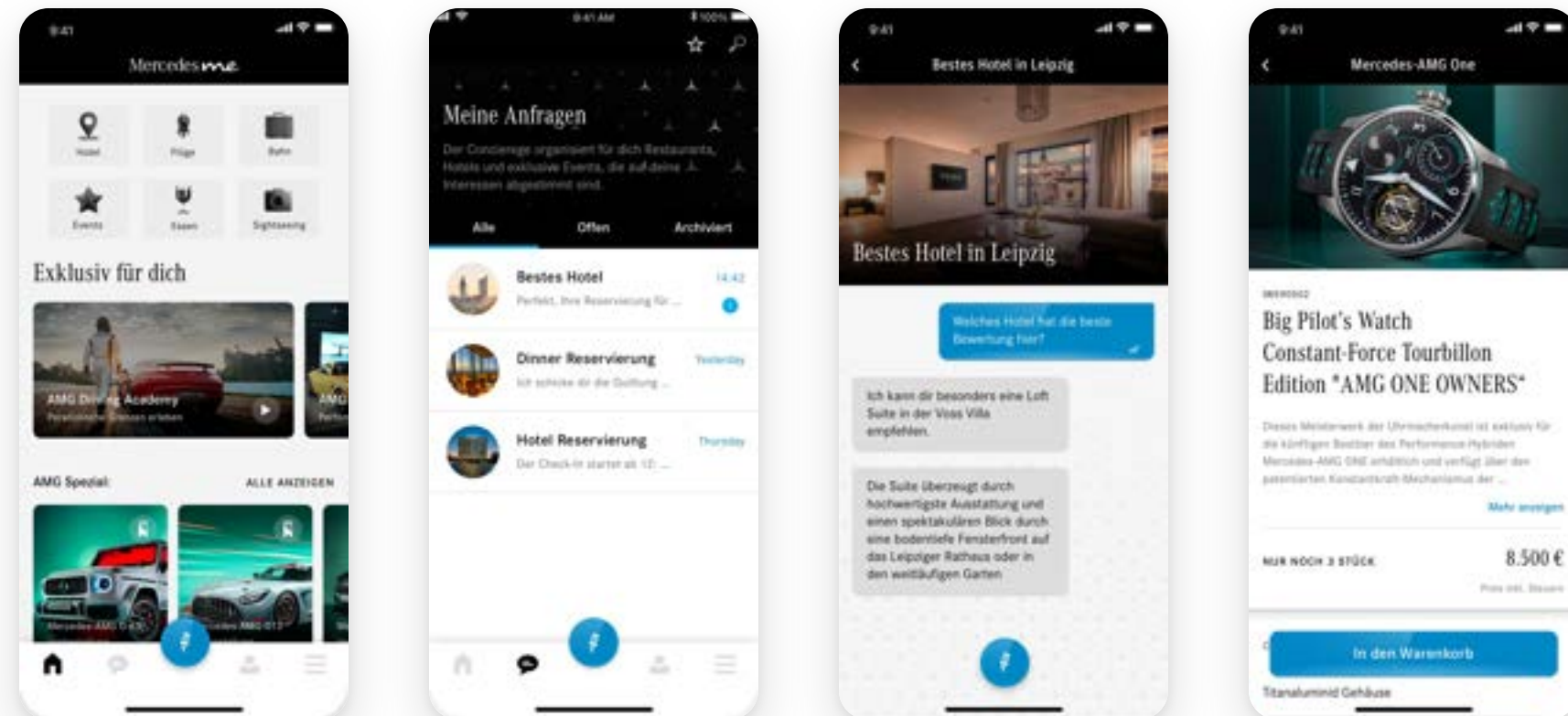
WHERE DESIGN MEETS ENGINEERING

A concept back then, my craft today: I would now prototype the personal assistant as an LLM agent with retrieval — a real model instead of a dummy dialogue.

DARK MODE



LIGHT MODE



Work

#4 Head Unit Library Framework

Challenge

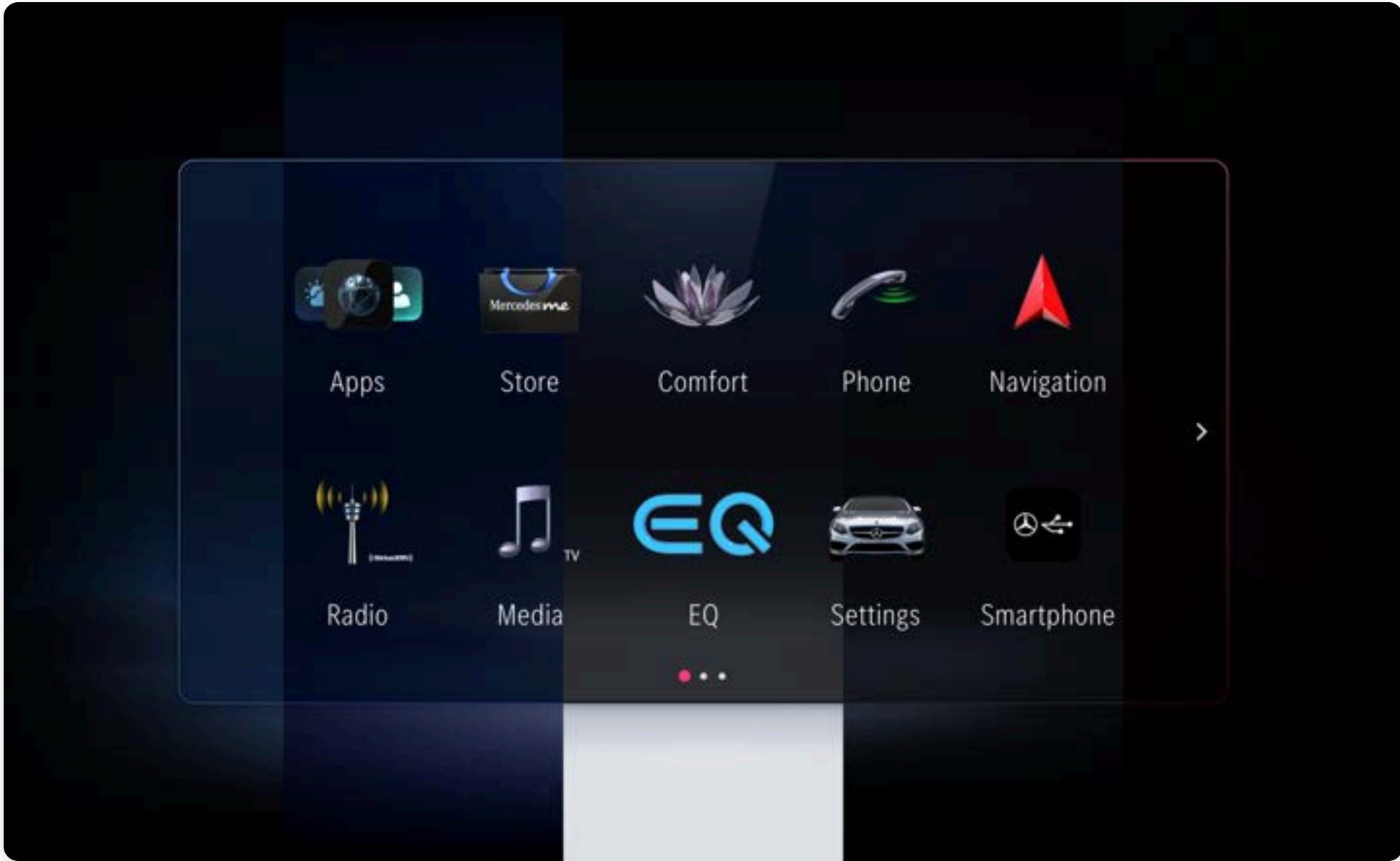
Design a library framework for all head unit components in Sketch that the whole team can work with.

For Mercedes-Benz User Experience (MBUX), I developed a Sketch library framework for all head unit components. What mattered most to the client: building interfaces quickly and switching between styles.

This was made possible by a component library fed by style libraries. For style changes I proposed the free plugin Camilo, which was later adopted in several workflows at Mercedes-Benz, such as switching between light and dark mode in the Mobile Design System Library.

WHERE DESIGN MEETS ENGINEERING

Design systems are architecture: components, dependencies, central styles. The same mindset now shapes my config-driven pipelines.



Work

#5 Packshack landing page

Challenge

Design a landing page for a fulfilment service.

Packshack serves direct-to-consumer brands and multi-channel merchants. The old page felt stiff and uninviting — some visitors didn’t even understand what Packshack offers.

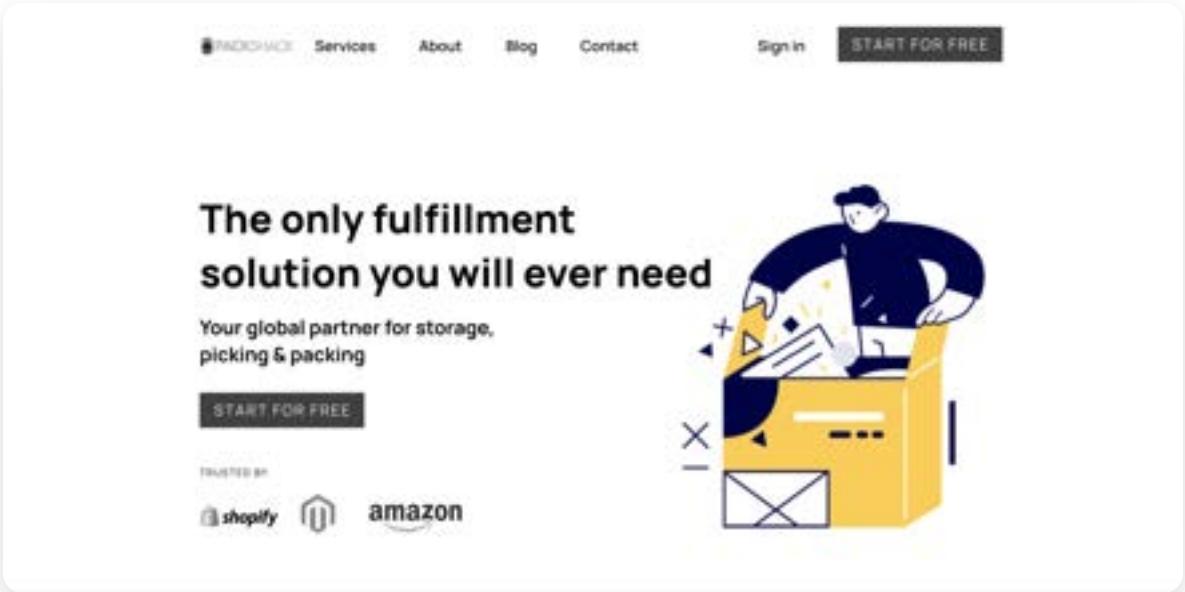
The wireframe centred on a clear product focus and a clear call to action. Marketplace logos build trust for the young company.

In the interface, a mix of 3D images and flat geometric shapes creates contrast without distracting from the key question: what does the product actually do? Friendlier colours and fonts refresh the brand.

01 · BEFORE



02 · WIREFRAME



03 · INTERFACE



Work

#5 Packshack · Pricing calculator

Challenge

Show users how they benefit from storing their goods with Packshack.

The client wanted a way to make the benefit tangible. My proposal: a calculator that breaks down shipping costs exactly.

The result combines product image and segmented control, so users can switch playfully between product sizes. Clear input fields get them involved — they see for themselves whether the offer fits.

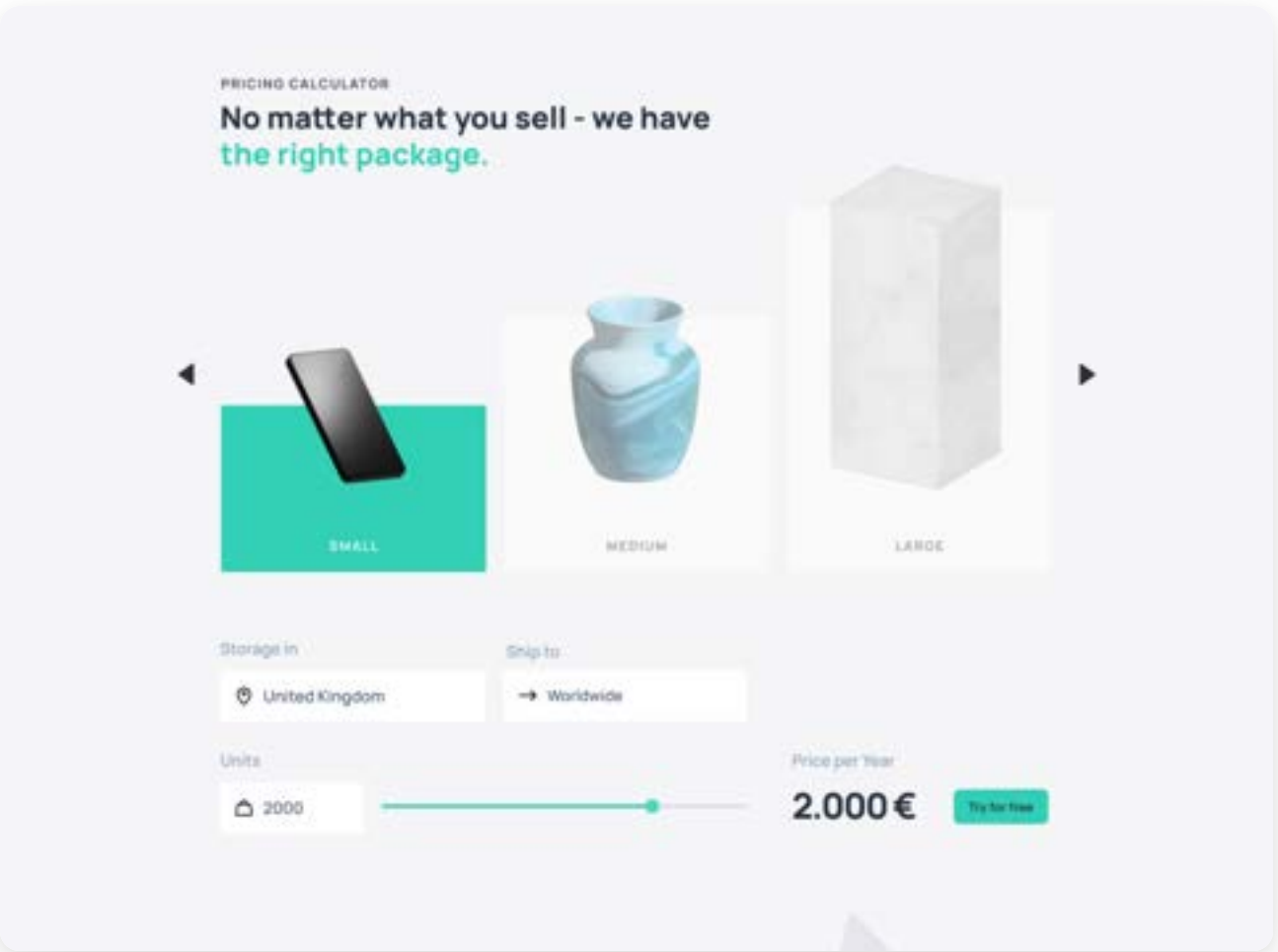
WHERE DESIGN MEETS ENGINEERING

A calculator instead of a sales promise: product logic right in the interface — users generate their own numbers.

01 · WIREFRAME



02 · INTERFACE

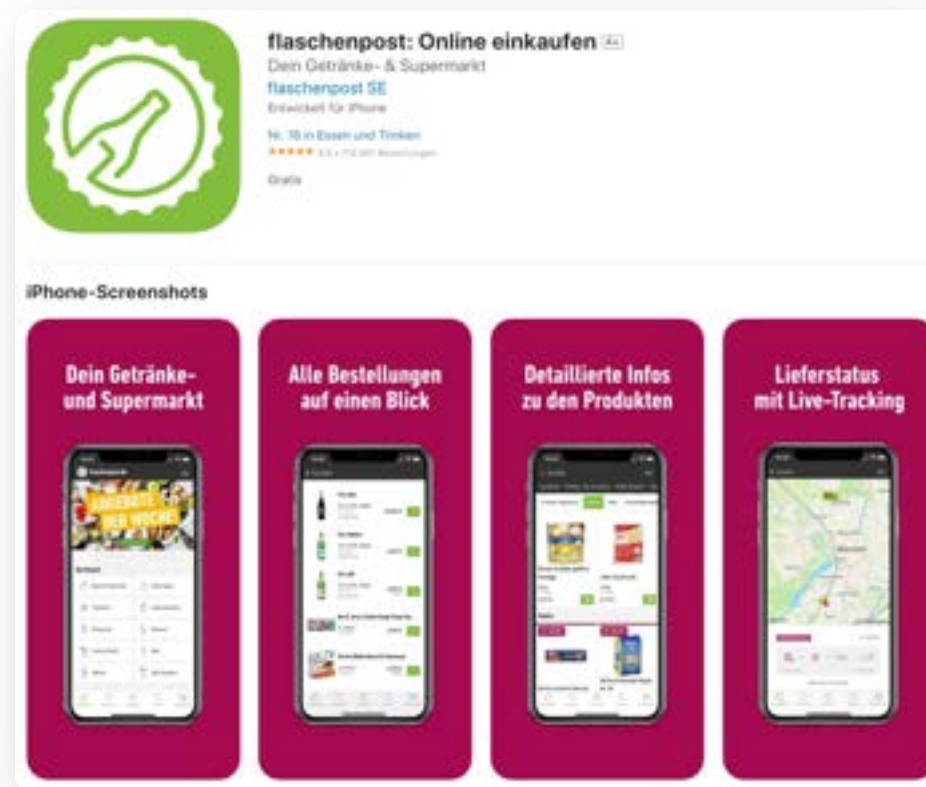
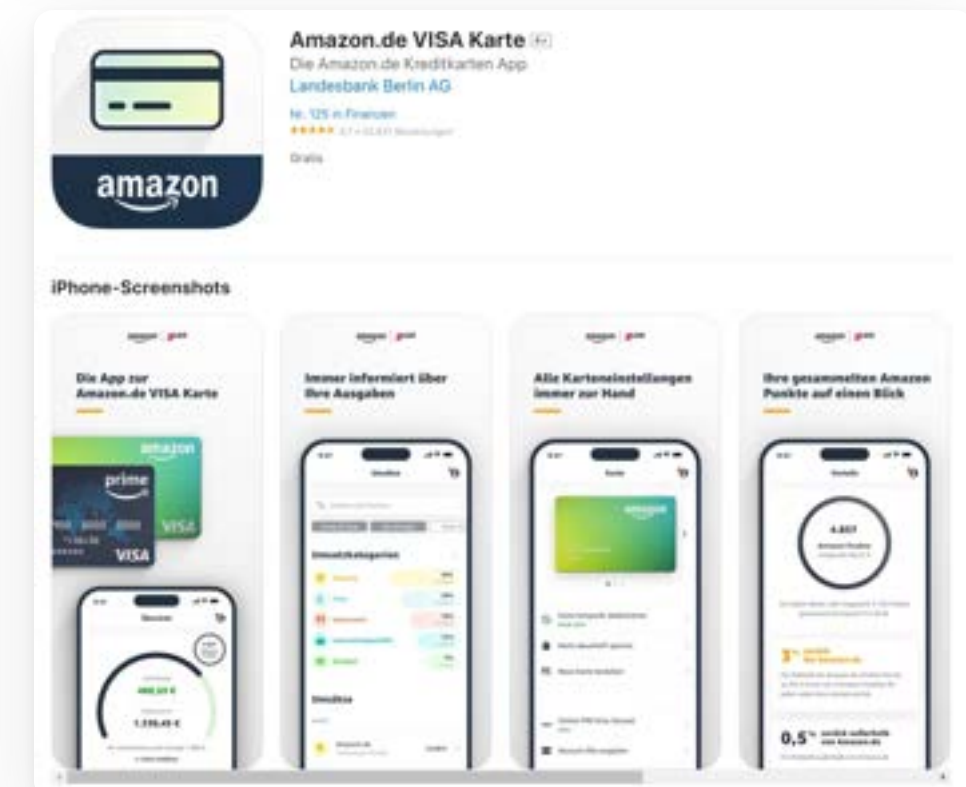


Work

Other projects

So many projects — too many
for a compact portfolio.

More apps I have worked on. I'd love to tell you more
about my work and experience!



Thanks for reading!

Sascha Thiele

Let's talk about how design and AI can come together on your team.

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Leipzig

hane-app.com