



I am a creative leader with more than 15 years experience in the realm of digital design. With a major in Industrial Design and years of experience in international design studios I've honed my skills in the automotive world while developing next-gen user experiences and future mobility visions. My journey has led me to brands like BMW and Mercedes-Benz. Working at the intersection between the digital and physical world has always been my true passion and I believe in the power of prototyping. My inter-cultural experience gained from living, working and traveling in Europe, China and the US allows me to put things in the right context and never lose sight of the big picture.

## Benjamin Kuhn – UX/UI for future mobility

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### [ Professional experience full-time ]

**Mercedes-Benz Research & Development North America** 02.2018 – present  
Senior Manager UX/UI Design

Building, growing and leading a new UX/UI design team in Carlsbad, CA  
Projects range from advanced R&D and concept cars to production programs  
Highlight: concept car Mercedes Vision EQ Silver Arrow

**BMW Group Design** 06.2014 – 01.2018  
Design Lead UX/UI

Working in an interdisciplinary team on early stage programs for on and offboard experience, autonomous driving and AI interaction  
Establishing a user centric design workflow and setting up a prototyping pipeline  
Leading internal and external design teams  
Highlight: BMW i Vision Future Interaction

**icon incar** 03.2010 – 05.2014  
Senior UI Designer

Developing design language for next generation HMI for premium OEM  
Leading internal design team in production design for premium OEM  
UI design for multiple concept cars for premium OEM

**designaffairs** 09.2007 – 02.2010  
UI Designer

Working for clients in consumer electronics, household, healthcare, automotive  
Visual Design, Animation, Packaging, Industrial Design, Strategy & Branding  
Clients: Audi, Deutsche Telekom, Siemens, Sirona, Datev, Daimler, Porsche etc.

### [ Education ]

**Kunsthochschule Berlin-Weissensee** 10.2001 – 06.2007  
M.A. Industrial Design (German Diplom)

**Guangzhou Academy of Fine Arts, NTUT Taipei** 05.2006 – 06.2006  
Exchange program Design

**EINA Escola de Disseny i Art, Barcelona** 02.2005 – 07.2005  
Exchange semester Industrial Design

**Universidad Landivar, Guatemala** 05.2004 – 06.2004  
Exchange program Design

### [ Events/Speaker ]

**X marks the Spot: Podcast 2020**  
Invited guest  
**MIT Student Experience Day 2019**  
Panel speaker  
**CES Las Vegas 2019**  
Presenter concept car  
**Framer MeetUp @ Frog Design 2017**  
Keynote speaker  
**CES Asia Shanghai 2016**  
Presenter concept car

### [ Awards ]

**reddot Design Award 2010**  
**iF Product Design Award 2010**  
**reddot Design Award 2009**  
**GOOD DESIGN Award 2009**

### [ Languages ]

**German (native)**  
**English**  
**Spanish**  
**Mandarin**