



Denis Kreuzer

Full-Stack Developer

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Summary

Multidisciplinary Full-Stack Developer with 15+ years of experience across design, tech, and product strategy. Former Creative Director for Olympic campaigns and early-stage startups. I build AI-powered tools, scalable web apps, and visual systems—bridging UX, branding, and engineering. Proficient in Python, React, and cloud infrastructure, I apply systems thinking and hands-on development to craft functional and expressive digital products.

Technical Skills

Frontend: TypeScript, React, Tailwind CSS, Next.js, **Backend:** Python, Flask, Prisma, SQL (MySQL/PostgreSQL), **CMS:** Headless CMS Integration, MDX, Custom Admin Panels, **Animation:** Framer Motion, GSAP, Motion Design Systems, **AI/Automation:** GPT-based APIs, Prompt Engineering, Data Layer Integration

Soft Skills

Empathetic Leadership, Clarity in Communication, Calm Presence Under Pressure, Creative Facilitation, Deep Work & Focused Execution

Experience

Studio Sen

Oct 2024 - Present

Creative Director & Full-Stack Developer (self-employed)

[Website](#)

- Led concept and development of AI-powered web applications and creative tools, resulting in 8+ deployed apps across Studio Sen's digital ecosystem.
- Built a modular design system with 40+ reusable UI components, using React, TypeScript, Tailwind, and Flask APIs to support scalable development.
- Blended strategy, code, and design to deliver 10 branded subdomains under a unified full-stack architecture with dynamic content capabilities.

Deutsche Sport Marketing GmbH

Jan 2022 - Sep 2024

Communications Manager

[Website](#)

- Led AI-assisted workflow automation for media production and multi-brand content distribution.
- Developed scalable design systems across 3 Olympic Games, including individual seasonal campaigns for Team Deutschland.

Deutscher Olympischer Sportbund (DOSB)

Mar 2019 - Dec 2021

Marketing & Creative Director

[Website](#)

- Directed creative strategy and led campaigns for 5 national brands – including Team Deutschland, DOSB, Deutsches Sportabzeichen, Sterne des Sports, and Trimmy.
- Optimized media production workflows and brand distribution using AI-powered automation – reducing manual workload by over 40%.
- Delivered wayfinding systems, visual identities, and packaging for international clients and events, enhancing brand recognition and user orientation by 60%.

AGLTY Business Development Interface

Mar 2016 - Feb 2019

Managing Director & Brand Consultant (self-employed)

- Founded and ran a boutique agency for startup branding and digital innovation.
- Launched and advised 5 Kickstarter campaigns, resulting in 12 exits and 3 still-operating companies.

CRKR Design Studio

Mar 2013 - Feb 2016

Creative Director (self-employed)

- Led interactive design projects spanning over 100,000 sqm of public space, exhibitions, and installations.
- Combined design direction with technical implementation for orientation systems, digital signage, and generative media.

Education	
Masterschool Software Engineering <ul style="list-style-type: none">Participating in Masterschool's training, a global network of schools initiated by industry tech leaders.Training to become a successful software engineer via an immersive online training program.Acquiring skills in Python, Web Applications, OOP, Databases, SQL, Linux, Flask, HTML, CSS, Docker, Cloud	Nov 2024 - present
University of Applied Sciences Darmstadt, Germany Diploma (Dipl.-Des.) in Communication Design <ul style="list-style-type: none">Specialization: Interaction Design, UX Psychology, Business Design, and Design Thinking.Diploma thesis: Design systems for digital interaction (incl. prototyping and perception theory).Emphasis on interdisciplinary creative development across branding, digital media, and storytelling.	Oct 2007 - Jul 2012
Latest Projects	
Meme Machine Next.js, TypeScript, Tailwind CSS, Twilio API (WhatsApp), Stripe, OpenAI API, Node.js, Vercel <u>Website</u> <ul style="list-style-type: none">A playful WhatsApp-based and AI-powered meme creation service. Users receive on-demand memes through chat.With automated onboarding, payment tiers, and share-to-unlock virality mechanics.	Mar 2025 - present
SenFlix Python, Flask, Tailwind CSS, JavaScript <u>Website</u> <ul style="list-style-type: none">A dynamic web application that allows users to discover, track, and share their favorite movies.Built with Flask, this platform enables users to create personalized movie lists, share recommendations, and engage with a community of movie enthusiasts.	Apr 2025
x-drop <u>Website</u> <ul style="list-style-type: none">A streamlined web application for uploading screenshotsgenerating AI captions with Vibe Coding context, and posting directly to X (Twitter).	Apr 2025
slideJSON <u>Website</u> <ul style="list-style-type: none">A minimalist Flask-based presentation tool powered by JSON.Instantly deployable, coder-friendly, and supports light/dark mode out of the box.	Mar 2025
Languages	
German (Native), English (C1), French (A2), Spanish (A2)	
Interests	
Fitness & Physical Performance	
Mindfulness & Conscious Living	
Contemporary & Generative Art	