



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%.

AGLY 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	Nov 2024 - present
<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	

University of Applied Sciences Darmstadt, Germany Diploma (Dipl.-Des.) in Communication Design	Oct 2007 - Jul 2012
<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.	

Latest Projects

Meme Machine <u>Website</u> Next.js, TypeScript, Tailwind CSS, Twilio API (WhatsApp), Stripe, OpenAI API, Node.js, Vercel	Mar 2025 - present
<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.	
SenFlix Python, Flask, Tailwind CSS, JavaScript <u>Website</u>	Apr 2025
<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.	
x-drop <u>Website</u>	Apr 2025
<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).	

slideJSON <u>Website</u>	Mar 2025
<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.	

Languages

German (Native), English (C1), French (A2), Spanish (A2)

Interests

Fitness & Physical Performance

Mindfulness & Conscious Living

Contemporary & Generative Art