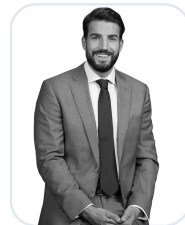# Denis Leif Kreuzer

Full Stack Creative Technologist

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SUMMARY

Multidisciplinary full-stack developer with 15+ years across design, product, and engineering. I ship AI-powered workflows, composable web systems, and expressive visual tooling for Olympic campaigns, fast-moving startups, and venture studios.

EXPERIENCE

Studio Sen

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

Oct 2024 – Present • Frankfurt am Main   ↗

- 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.

Deutsche Sport Marketing GmbH

Communications Manager

Jan 2022 – Sep 2024   ↗

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

Deutscher Olympischer Sportbund (DOSB)

Marketing & Creative Director

Mar 2019 – Dec 2021   ↗

- Directed creative strategy and led campaigns for five national brands including Team Deutschland and Deutsches Sportabzeichen.
- Optimised media production workflows and brand distribution using AI-powered automation, reducing manual workload by over 40%.

AGLTY Business Development Interface

Managing Director & Brand Consultant (self-employed)

Mar 2016 – Feb 2019

- Founded and ran a boutique agency for startup branding and digital innovation.
- Launched and advised Kickstarter campaigns that resulted in multiple exits and active companies.

CRKR Design Studio

Creative Director (self-employed)

Mar 2013 – Feb 2016

- Led interactive design projects across large-scale public spaces, exhibitions, and installations.
- Combined design direction with technical implementation for orientation systems, digital signage, and generative media.

Masterschool

Software Engineering

Nov 2024 – Present

- Immersive online training shaped by industry partners.
- Focus on Python, web applications, OOP, databases, SQL, Linux, Flask, HTML, CSS, Docker, and cloud.

University of Applied Sciences Darmstadt

Diploma (Dipl.-Des.) Communication Design

Oct 2007 – Jul 2012

- Specialisation in interaction design, UX psychology, business design, and design thinking.
- Diploma thesis on design systems for digital interaction including prototyping and perception theory.

TECHNICAL SKILLS

AI SYSTEMS: Claude 3 Opus/Sonnet, GPT-4o & o1, Prompt Orchestration, LangChain, Vector & RAG Pipelines

FRONTEND: TypeScript, React/Next.js, Tailwind CSS, Design Systems, Framer Motion

BACKEND: Python, Node.js, Supabase/PostgreSQL, Prisma, REST & GraphQL APIs

AUTOMATION: Workflow Engines, Make/Zapier, Webhook Infrastructure, Event Pipelines

TOOLING: Headless CMS, MDX/Content Layer, CI/CD, Observability

SOFT SKILLS

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

MATCHING PROJECTS

see all projects

Meme Machine

2025 • Next.js, TypeScript, Tailwind, Twilio API, Stripe, Claude 3, OpenAI Assistants

WhatsApp-based meme generator with subscription tiers, viral unlock mechanics, and Claude-powered content pipeline.

SenFlix

2025 • Python, Flask, Supabase, Tailwind, Claude 3, OpenAI GPT-4o

Film discovery experience with semantic search, smart playlists, and cross-platform sharing built for creative communities.

x-drop

slideJSON

2025 • Next.js, Edge Runtime, Supabase, Claude 3 Haiku, Vercel KV

Screenshot-to-post workflow that drafts on-brand copy with Claude, schedules delivery, and syncs analytics back to Notion.

2025 • Flask, Tailwind, Claude 3 Sonnet, OpenAI GPT-4o, Vercel

JSON-driven presentation engine for technical demos with realtime theming, AI-assisted slide copy, and PDF export.

LANGUAGES

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

INTERESTS

Fitness & Physical Performance, Mindfulness & Conscious Living, Contemporary & Generative Art

Status: 22. September 2025