

PORTFOLIO

lukecaporelli.com

COLLABORATIONS

Festool
Staedtler
Stiftung Liebenau
Lebenshilfe Österreich

SKILLS

Concept Design & Strategy
Design Futuring
Discovery & Problem Framing
IoT, AI & Data-Driven Design
Systems & Information Architecture
Interaction Design
Prototyping

SIDE PROJECT

PACKYOURRIDE.DE

Bikepacking setup configurator with guides. Live product.

Luke Caporelli is a Strategic & Concept Designer

EXPERIENCE

Working Student · Digital Products at Paul Bauder GmbH & Co. KG

NOV 2025 – PRESENT

Develop UX concepts and prototypes for B2B internal tools, translating complex business requirements into clear workflows. Partner with product owners to support strategic decisions through structured concepts and prototype reviews.

Master's Thesis at Paul Bauder GmbH & Co. KG

SEP 2025 – PRESENT

Designing a new business model exploring how drones and AI can enable automated roof inspections, moving the company into data-driven services.

Working Student · User Experience at Mercedes-Benz AG

SEP 2024 – OCT 2025

Designed system-level UI concepts for in-car interfaces, focusing on interaction flows, hierarchy, and state-based behavior. Built high-fidelity prototypes in Figma and ProtoPie to support alignment and decision making across teams.

Intern · User Interface Designer at Mercedes-Benz AG

MAR 2024 – SEP 2024

Evaluated early-stage Figma workflows and prototyping approaches in a safety-critical automotive context.

Voluntary Social Year at Camphill Föhrenbühl

2020 – 2021

Full-time voluntary service year in a residential social care setting, supporting young people with developmental needs.

EDUCATION

M.A. Strategic Design, HfG Schwäbisch Gmünd

2025 – PRESENT

B.A. Digital Product Design & Development, HfG Schwäbisch Gmünd

2021 – 2025 · THESIS GRADE: A-