Matthias Stegmüller

I'm a product designer with over 10 years of experience turning complex technologies into intuitive, useful products.

My work spans enterprise platforms, developer tools, low-code applications and AI-powered experiences. At SAP, I've shaped product visions for SAP Build and the next generation of enterprise AI experiences, defining how people delegate work to AI agents, retain control and collaborate with intelligent systems.

I combine systems thinking and product strategy with hands-on design, rapid prototyping and customer discovery. I enjoy working in ambiguous problem spaces, challenging assumptions, and turning emerging technologies into products that solve real problems.

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Based in Berlin, Germany

Experience

Principal Product Designer — Enterprise AI & Agentic UX

2026 – Present
SAP

SAP Joule Work / SAP Supply Chain Management

Leading experience strategy and product discovery for agentic AI solutions across SAP's Supply Chain Management portfolio, while contributing to SAP's broader AI experience layer, Joule Work.

My work connects emerging AI capabilities with real enterprise problems, from defining new human-AI interaction models to validating and prototyping agentic solutions with customers.

- Lead the cross-SCM Agent Incubator, a multidisciplinary initiative bringing together design, product and engineering to identify, validate and prototype high-impact AI agent scenarios with enterprise customers.
- Drive customer-centred product discovery, working directly with organisations including Bayer, Ericsson, Häfele and Döhler to understand operational challenges, evaluate AI opportunities and turn insights into tangible product concepts.
- Define agentic end-to-end experiences, connecting business outcomes, AI execution, human decision-making and enterprise system capabilities into coherent user journeys.
- Shape the experience of SAP Joule Work as the person responsible for the Jobs concept, a model for delegating, supervising and governing autonomous AI work across enterprise applications.
- Establish interaction principles for human-AI collaboration, covering autonomy, approvals, exception handling, explainability, monitoring and accountability.
- Drive rapid prototyping and cross-functional alignment, using interactive concepts and end-to-end demonstrations to challenge assumptions, evaluate feasibility and influence product direction.
- Build and develop a multidisciplinary team, with ways of working that connect customer evidence, product thinking, design quality and technical experimentation.

Principal Product Designer

Oct 2020 – 2026
SAP

SAP Business Technology Platform / SAP Build

Shaped the experience strategy for SAP Build, SAP's low-code platform for creating enterprise applications, automations and intelligent workflows. Joined during the consolidation of three previously separate products, helping establish a coherent platform experience while defining future directions for AI-powered application development and execution.

- Created the North Star experience vision for SAP Build, aligning product, design and engineering around a shared direction and influencing strategic roadmap priorities.
- Led the experience integration of three product areas, defining shared information architecture, navigation, interaction models and design patterns.
- Conceptualised the SAP Build Runtime vision – an intent-driven experience where people, applications and AI agents work together to achieve business outcomes. This work fed into SAP's subsequent agentic AI experience layer, Joule Work.
- Established cross-team design practices, strengthening product discovery, design reviews and experience consistency across the platform.
- Partnered closely with product and engineering leadership to connect complex technical capabilities with coherent, user-centred experiences.

Product Design Lead

Jan 2017 – Oct 2020
SAP

SAP Ruum

Member of the initial founding team of SAP Ruum, an SAP-internal no-code collaboration and workflow automation startup. I helped grow the product from its first concept into a platform serving more than 100,000 weekly active users, while the organisation expanded to over 50 people.

- Led end-to-end product design, from customer discovery and product strategy to interaction design, visual design and branding.
- Built and scaled the design team from one to six designers and researchers.
- Established a continuous discovery and design sprint practice to speed up experimentation and product development.
- Defined approachable interaction models for workflow automation, task management and no-code application experiences.
- Coached designers and established a high-quality, user-centred design culture.

Earlier experience

Product Designer / SAP Innovation Center Network — **2015 – 2017**

Explored and prototyped early-stage products in finance. Led user research, design thinking workshops and concept development, helping multidisciplinary teams validate opportunities and develop MVPs.

Creative Lead / BLIM — **2013 – 2015**

Led UX, web, visual and brand design for digital experiences. Managed designers, defined creative direction and worked directly with clients.

Freelance Product Designer — **2008 – 2015**

Designed digital products, applications and connected experiences across automotive, healthcare, home automation and other industries. Clients included Volkswagen, SEAT, Hyundai and Swiss Timing.