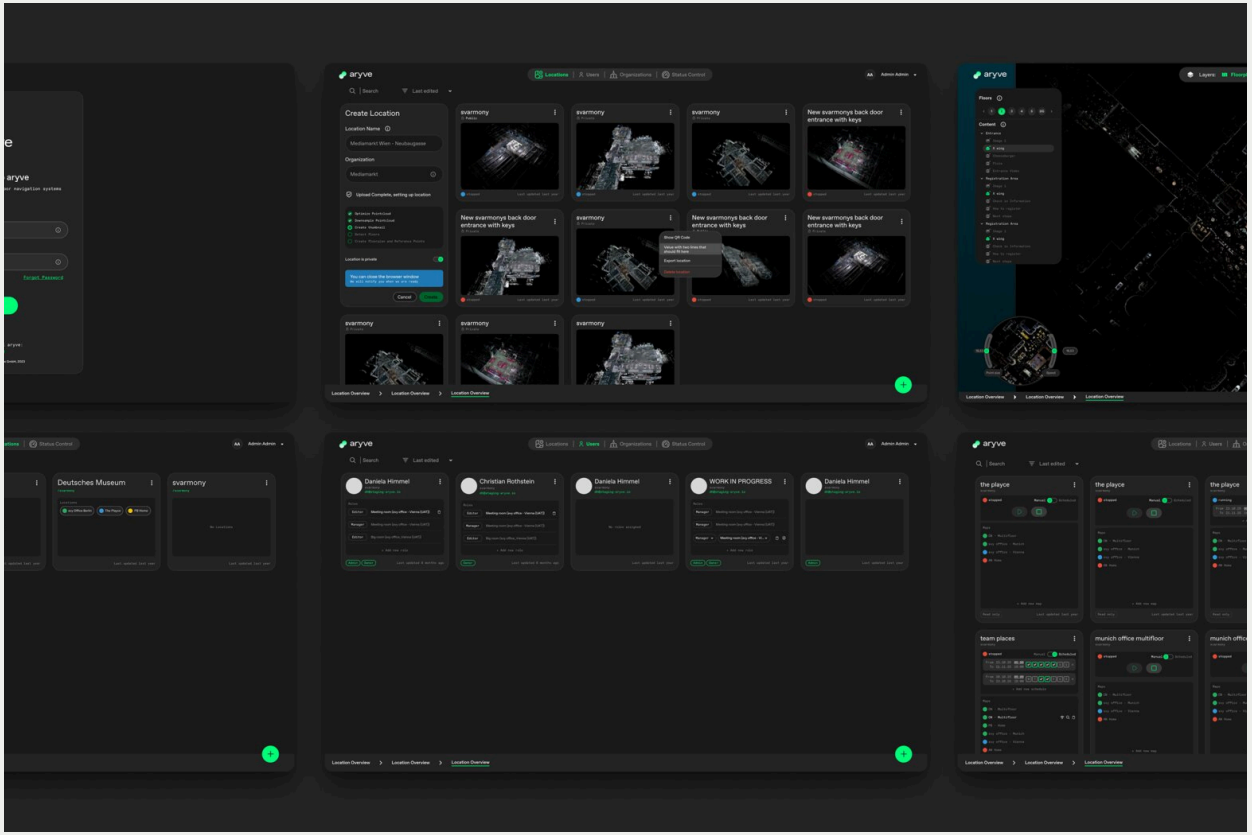
Deniz Örs

I design products from first sketch to rollout: B2B tools and consumer apps, built with engineering and business at the same table.

Ten years in product design, most recently lead product designer at aryve, on a venue platform and a passenger app. Spatial and AR are a second thread.

```
// deniz.örs
role = "Senior Product Designer"
focus = [product, design_systems, b2b, b2c]
edge = "spatial · AR"
awards = "4× Red Dot · 4× iF · ABC 2021"
based = "Vienna · remote / hybrid EU"
contact = "d@denizors.design"
```



2023–2026 · ARYVE TECHNOLOGIES, BERLIN (REMOTE) · LEAD PRODUCT DESIGNER

Indoor navigation without a single beacon.

MARKET	B2B (venue platform) + B2C (passenger app)
PROBLEM	GPS and beacons fail indoors. aryve uses camera-only visual positioning.
MY WORK	Passenger app (web + mobile), AR-glasses view, Studio authoring platform, design system.
PROOF	Live PoC at Deutsches Museum · live at PAD airport, 48 h from scan to launch.



TRANZWAVE (ECHOGRAIN) · 2023–2025 · SHIPPED PRODUCT

A cult synthesizer, reinterpreted.

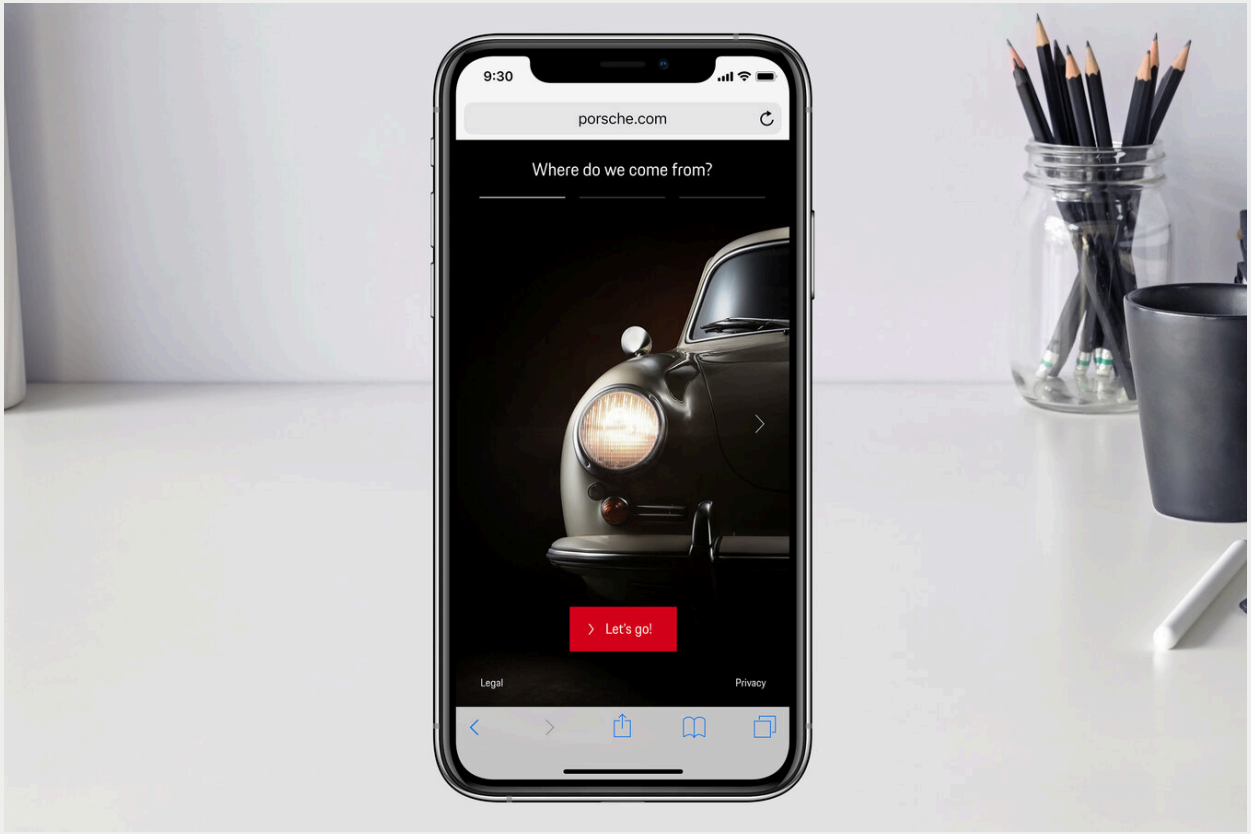
MARKET	B2C · commercial product
PROBLEM	The Fizmo buried its Transwaves in menus. 4 osc · 54+ wavetables · full FX.
MY WORK	Full UI · interaction · five-macro system · live-performance UX.
PROOF	Commercial release Dec 2023 · v2 in 2025.



THE ORLANDO PROJECT · VIENNA · 2023 · CONSULTING

The city as a stage.

MARKET	B2C · culture, public space
PROBLEM	Five Vienna sites, layered with image, song and light, on loaned phones.
MY WORK	XR/format consulting · companion app · identity · wayfinding · flows.
PROOF	Premiered 25 Aug 2023 · Der Standard · Die Presse.



PORSCHE · 2020 · INNOVATION.ROCKS · RED DOT + IF

Onboarding 60,000 employees, on any device.

MARKET	B2B · internal training
PROBLEM	A 3D training world for 60,000 employees, on any device.
MY WORK	WebAR UX · diegetic 3D interface · 2D wayfinding layer · UI.
PROOF	Built for 60,000 employees · Red Dot 2020 · iF 2021.



PORSCHE · 2019 · INNOVATION.ROCKS · IF DESIGN AWARD

One configurator for the whole model range.

MARKET	B2C + dealers
PROBLEM	Showrooms can't hold every model and spec.
MY WORK	AR UX · configurator UI · interaction · x-ray highlight design.
PROOF	iF Design Award 2020 · used by enthusiasts and dealers.



PORSCHE · 2018 · INNOVATION.ROCKS · RED DOT

See inside the car you're standing next to.

MARKET	B2C · event + consumer app
PROBLEM	Show what's hidden without covering the real car.
MY WORK	Spatial AR UX · ring-menu UI · x-ray mode · VR-lab sizing.
PROOF	Red Dot 2018 · shipped as event app, then consumer app.

Products get made between teams. That's where I work.

From sketch to rollout

Concept, flows, UI and system, through launch and the next version.

The middle ground

I work with engineering, product and business leads until the trade-off works for everyone, then explain it to whoever signs off.

Human-centred, business-minded

What people need, weighed against what the product must earn. Accessible from the start.

Multidisciplinary

Industrial design, XR and product. B2B tools and B2C apps.



ZEISS · 2020 · IF DESIGN AWARD

Room-sized machines in a tablet.

MARKET B2B · sales tool



MIELE · 2016

A product demo the sales team kept using.

MARKET B2B · sales tool



VOLKSWAGEN · 2016

A VR test drive in the mailbox.

MARKET B2C · marketing

reddot award

Rat für Formgebung
German Design Council

2018	Red Dot · Communication Design	Porsche Mission E AR
2018	Red Dot · Interface Design	Porsche Mission E
2020	iF Design Award · Communication	Porsche AR Visualizer
2020	Red Dot · Brand Promotion	Porsche Digital Brand Academy
2020	Red Dot · Mobile User Interface Design	Porsche Digital Brand Academy
2021	iF Design Award · Communication	Porsche Digital Brand Academy
2021	iF Design Award · User Interface	Porsche Digital Brand Academy
2021	iF Design Award · Finalist, User Experience	Porsche Digital Brand Academy
2021	iF Design Award · Communication	ZEISS AR Metrology
2021	Automotive Brand Contest · Winner, Communication	Porsche Digital Brand Academy

ALSO Mercedes-Benz · Bentley · MAN · Volkswagen Nutzfahrzeuge · Hyundai Racing · Alutech Bikes · Knipex · Deutsches Museum · Versatel · The Circle · s Versicherung

Industrial design → XR → product ownership.

2023-2026

aryve Technologies · Lead Product Designer

Lead product designer across every surface.

2015-2020

innovation.rocks · Head of Design

Designer → Head of Design, the creative lead between PM, 3D and development.
Porsche · VW · Audi · Bentley · ZEISS · Miele.

2011-2015

Univ. of Applied Arts Vienna · Convergent Industrial Design (Mag. des. ind.)

Studios of Hartmut Esslinger (founder, frog design) and Fiona Raby (Dunne & Raby, RCA).

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Vienna, AT · remote / hybrid EU · EN · DE · TR