

Marco Lüthi

Lead Product Designer · Zürich, Switzerland

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I'm a product designer with more than a decade in interaction design, product design and design systems. I take products from first concept to implementation-ready UI, and prototype in code along the way.

Since 2020 I've led product design for digital identity at Procivis. On the side, I design and build my own iPhone and Mac apps.

■ Experience

Jun 2020 – Present

Lead Product Designer
Procivis AG

- Lead design of Procivis One, an open-source digital identity suite.
- Designed its wallet, verifier and issuing apps for eIDAS 2.0, ISO mDL and the Swiss e-ID.
- Built the design system behind every Procivis product.
- Led the brand refresh with Retinaa and Ultraperfekt.
- Advise leadership on tenders and mentor junior designers.

Jun 2017 – Dec 2020

Interaction Designer & Digital Art Director
Eyekon AG

- Designed web shops and 3D configurators with Intelliact.
- Best of Swiss Web Gold for e-rara, Thommen Medical, EAO and Compona.
- Led user research and set up a lean research toolkit.

Sep 2015 – Apr 2017

Interaction Designer
Dominic Schindler Creations AG

- Designed machine interfaces (HMI) for DMG Mori, Doppelmayr and Tracto-Technik.
- Ran field studies with operators; the interfaces shipped in commercial machines.

Jul 2014 – Dec 2014

Graphic & Motion Designer
MIND Kommunikation GmbH

- Campaign visuals and in-store videos for Orell Füssli.

Jan 2013 – Present

Independent Designer & Developer
marcoluthi.com

- Design, build and ship my own iPhone and Mac apps: 9,000+ downloads.
- Built Initly, a smart-link web app.
- Design work for Haus Appenzell, Sanatorium Kilchberg and early-stage teams.

■ Awards and apps

Awards

14× Best of Swiss Web · 5 Gold, 5 Silver, 4 Bronze
3× Best of Swiss Apps · 1 Silver, 2 Bronze
MACH Impact Award 2023
Digital Commerce Award 2019 – 5th place

2023

e-rara · ETH Library · Online library of early printed books from Swiss libraries
Best of Swiss Web 2023: Gold Productivity, Gold Public Value, Bronze Innovation

2022	Thommen Medical · Thommen Medical · B2B webshop that replaced a printed catalogue of dental implants MACH Impact Award 2023 · Best of Swiss Web 2022: Gold Technology, Silver Digital Commerce, Silver Business, Bronze Productivity, Bronze Marketing
2022	eZug · City of Zug · Citizen app for the City of Zug, with a verified ID and official documents Best of Swiss Apps 2022: Silver Functionality, Bronze UX & Usability, Bronze Innovation
2021	EAO Configurator · EAO · 3D configurator for emergency stop buttons, with AR and CAD data Best of Swiss Web 2021: Gold Productivity, Silver Business
2020	ETH Art Guide · ETH Zürich · Mobile guide to the artworks on the ETH Zürich campus Best of Swiss Web 2020: Silver Public Value
2019	Compona · Compona · Webshop for over 40,000 connector parts that once filled a printed catalogue Best of Swiss Web 2019: Gold Technology, Silver Digital Commerce, Bronze Innovation · Digital Commerce Award 2019 – 5th place
Apps apps.marcoluthi.com	17 iPhone and Mac apps, designed and built myself: Pixel Card Club, Luften, Shelf, Annotate Video, MiniZürich, ScoutRoute, Recs, SlapCam, Auto Image Batchter, Naked Paste, Snippet, Annotate Audio, 59 min, The Scrambled Library, Peace, ML Shortcuts, Badgey.

■ Education and certificates

Sep 2012 – Jun 2015	BA Interaction Design Zürich University of the Arts (ZHdK)
Jan 2011 – Dec 2011	Foundation year (Propädeutikum) Zürich University of the Arts (ZHdK)
Jan 2006 – Nov 2009	Abitur (German International Baccalaureate) German International School Pretoria
Dec 2023	How to Design for All: Accessibility Interaction Design Foundation
Jan 2023	UX Management: Strategy and Tactics Interaction Design Foundation

■ Other experience

Mar 2025 – Present	Co-organiser Sunday Makers Club
Mar 2025 – Sep 2025	Co-organiser Identify Events CH
Jun 2012 – Apr 2024	Military service (IK PI) Swiss Armed Forces
Jan 2012 – Dec 2012	Co-founder Karussell Zürich

■ Skills

Design	Product design, Interaction design, Design systems, Service design, Motion
Process	User research, Prototyping, Usability testing, Workshop facilitation
Technology	Swift & SwiftUI, Web development, Physical computing, AR/VR
Tools	Figma, Framer, Webflow, Adobe CC, Blender, Xcode, Cursor, Claude Code
Selected clients	DMG Mori, University of Zürich, SBB, Department of Homeland Security, City of Zug, EAO, Swisscom, AXA Winterthur