

# About Leonie Winkelmann



Leonie Winkelmann is a designer and researcher specializing in circular and systemic design, with a strong focus on sustainability and innovation. She holds a Bachelor's degree in Product and Communication Design from [FH Münster, Münster School of Design](#) and a Master's degree in Integrated Design from the [University of the Arts Bremen](#), where she focused on systemic design.

Her approach is reflected in projects like [Systemdriven AI Design](#), which explores design methodologies for AI-driven and resource-efficient solutions, based on three core principles: standpoint, sustainability and element relationships. Another example is [Leezenflow](#), a green wave assistant for cyclists, designed to enhance urban mobility by promoting sustainable transportation. Both projects highlight her commitment to planet-centric, universal design and the role of design in shaping more sustainable futures.

Since 2021, she has been actively involved in [VDIDlab](#), the youth organization of the Verband Deutscher Industrie Designer (VDID). Here, she co-organizes events and initiatives that support students and early-career designers in gaining industry insights and networking opportunities.

Currently, Leonie is a research associate at FH Münster in the Creative Technologies Lab, focusing on design methodologies for sustainable and intelligent systems and a Designer at [Zauberzeug GmbH](#), where she contributes to UX, product, and system design for robotics and AI-driven solutions.

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