

# Jérôme Sprenger Sèvegrand

## Interaction Designer & Product Owner

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### SUMMARY

Interaction Designer in extensive and certified product owner role with more than 10 years experience in designing and building products and services. Helped my clients develop their product formula – built, lead and integrated teams of talented designers and developers to deliver prototypes and polished products. Launched a SaaS for color managed image publishing.

### EXPERIENCE

#### **UX Design Consultant, Product Owner, Experience Director** since 2015

##### TASKS

Ideation and conceptual work for apps and publishing projects  
Business Modelling  
Brand Development  
UX & UI Design  
Creative Direction  
Project Management

##### ACHIEVEMENTS

- » drafted and verified design hypothesis, value propositions and business models of startups and apps in intrapreneurial setups during design thinking workshops (aka 1 or 2 week long bootcamps)
- » defined MVPs and sketched prototypes for presentations to successfully acquire funding for project continuation
- » defined workflows and sketched wireframes for web apps using Sketch, Figma, Adobe XD
- » created brand identities and corporate designs with extensive online and print style guides
- » designed, built and delivered websites and single page applications
- » lead teams of 1-6 designers and developers (Switzerland, Ukraine & Greece) using in product owner role (SCRUM)

##### SELECTED CLIENTS

panter AG • Impact Hub Zürich Factory • Innoveto AG • Acrush AG • die Mobiliar • Post AG • ETH Zürich • ZHdK

#### **Research Assistant** at Department for Architecture, ETH Zürich from July 2018 until July 2019

##### TASKS

Ideation and conceptual work for digitizing educational workflows  
UX Research  
Product Development

##### ACHIEVEMENTS

- » conducted ideation workshops with chair staff to analyse and rebuild student work assessments workflows.
- » specified epics and user stories for a tablet application
- » wrote the funding application, drafted the specifications and budget of a webbased learning management system for the architecture department
- » designed photography workflows for student work assessments

#### **Design and Technical Lead** for Artsnext GmbH from August 2017 until February 2018

##### TASKS

Ideation and conceptual work for a SaaS  
Business Modelling  
Brand Development  
UX & UI Design

##### ACHIEVEMENTS

- » conducted design thinking workshops for a SaaS
- » specified design brief and supervised brand design development with external contractor
- » defined design process
- » defined system architecture of an online platform for marketing
- » defined social media strategy

#### **Communication and Design Lead** for Band of Outsiders LLC from November 2015 until October 2016

##### TASKS

Brand Development, storytelling  
Project Management  
Branded interaction design  
Website Design & Development Lead  
Social Media Strategy

##### ACHIEVEMENTS

- » developed and executed online storytelling strategy
- » developed & co-executed PR strategy
- » introduced agile methodology into the fashion brand operations
- » co-designed website
- » lead the development of digital marketing channels
- » project management for the preparation of a catwalk show at the New York Fashion Week

## Design and Technical Lead for Reference Image AG from August 2010 until August 2015

TASKS	ACHIEVEMENTS
Evaluation and adaptation of business case of a SAAS	» redefined mvp and product backlog
Brand, business & marketing strategy	» introduced Agile Methodology and SCRUM
Redesign of interaction and interface design	» took over product ownership and managed the development teams (1-6 developers and designers) using Redmine, Pivotal Tracker and Trello
Product design & development	» performed UX research (interviews, rapid prototyping usability tests)
Project management development & testing	» redesigned workflows and interface for complete SaaS using Adobe Creative Suite and Sketch
Frontend development	» developed the frontend for the SaaS prototypes with HTML/CSS and JS
Consulting and educational workshops for digital imaging workflows	» wrote information memorandum for potential investor seeding round
Project management and quality assurance for image archive digitisation	» drafted marketing and communication material
Concept, Design and implementation of websites and web apps for clients	» redesigned the brand and corporate design
	» developed business model and marketing strategies to access new customer segments
	» designed and developed a custom CMS and custom interfaces for artist websites
	» developed and executed image archive digitization workflows
	» developed and implemented a color managed SaaS to RIP (Raster Image Processor) automation workflow
	» overviewed the market launch and co-developed the price plan
	» converted 30 percent of the premium user base to premium users

## INITIATIVE

### Advisor for Interaction Design and Technology for Honorabl since September 2018

Honorabl is developing a crowdsourcing platform for charitable Swiss NGO and NPOs. Supporting the product development as pro bono advisor and since have:	» conducted product development and specification workshops with the design team
	» reviewed their ux design progress on a regular basis
	» helped develop business models for their b2b use case

## EDUCATION

**Professional Scrum Product Owner** • 2019 • Taught by Ralph Jocham • Certified by Scrum.org

**Bachelor of Arts - Interaction Design** • September 2006 - September 2009 • Zurich University of Arts

**Vordiplom Architektur** • September 2001 - September 2004 • Technische Universität München

## TECHNOLOGIES & SKILLS

Sketch	InVision	Bootstrap	A/B Testing	Design Thinking
Principle	Marvel	Material Design	User Testing	Personas
Figma	HTML 5	Agile Methodologies	Wireframing	Job to be done
Illustrator	CSS 3	Scrum	Screen Design	Customer & User
Photoshop	Javascript (basic)	Kanban	Responsive Design	Journey
Adobe XD	ImageMagick	Trello	Prototyping	Scenarios
InDesign	Git	Pivotal Tracker	Branding	Business Model Canvas
Microsoft Office		Jira	Google Analytics	Value Proposition
Apple Works		Asana	Webmaster Tools	Canvas
		Gantt		

## LANGUAGES

**English** – fluent

**German** – native

**French** – native