

# Jérôme Sprenger Sèvegrand

## Interaction Designer & Product Manager

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### SUMMARY

Interaction Designer in extensive Product Manager role with more than 15 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. Designed, developed and deployed first tokenized community for Switzerland's biggest department store chain.

### EXPERIENCE

#### Co Founder, CEO and Product Manager for VARY AG from September 2021

##### TASKS

Fundraising  
Reporting to Board  
Businessplan / Product Vision  
Business Development  
Lead Product Strategy  
Hiring Product Team  
Product Manager  
Design Lead

##### ACHIEVEMENTS

- » raised 1 year of runway, secured revenue extending runway to additional 1.5 years
- » hired a team of senior fullstack developers, smart contract developers and 3D producers
- » product team leadership delivering prototypes for NFT P2E game involving persistent augmented reality placement
- » concept, sales, design, Product Managership and delivery of custom tokenized community platforms, integrating with web3auth, the Graph, Magic.link, Polygon, Ethereum, Alchemy.
- » discovery and concept of a blockchain based student competition platform
- » discovery and concept of an blockchain based certification service for the high luxury automotive industry
- » Product Managership in art production for multiple NFT collections

#### VP Product & Design for Orderfox Schweiz AG from March 2020 until September 2021

##### TASKS

Reporting to CEO & Board  
Businessplan / Product Vision  
Lead Product Strategy  
Hiring Product Team  
Product Manager  
Design Lead

##### ACHIEVEMENTS

- » lead team of 11 frontend/backend engineers & QA engineers plus 3 UX designers
- » introduced weekly release process and strengthened agile methodology in the team and throughout the departments
- » initiated, planned and managed discovery and delivery sprints
- » increased team velocity by 400% after development process restructuring and infrastructure refactoring
- » introduced automated testing in release process and increased code coverage to +60%
- » detailed the product vision and roadmap for fundraising (Business Plan)
- » introduced beta testing program and reference customer for improved discovery research
- » lead refactoring of new payment to an 80% increase in conversion
- » accomplished the discovery work for a delivery pipeline of 6 months
- » assisted board in hiring of new CEO

**UX Design Consultant, Product Manager, Experience Director** from August 2015 to March 2020

TASKS	ACHIEVEMENTS
Ideation and conceptual work for apps and publishing projects	» 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)
Business Modelling	» defined MVPs and sketched prototypes for presentations to successfully acquire funding for project continuation
Brand Development	» defined workflows and sketched wireframes for web apps using Sketch, Figma, Adobe XD
UX & UI Design	» created brand identities and corporate designs with extensive online and print style guides
Creative Direction	» designed, built and delivered websites and single page applications
Project Management	» lead teams of 1-6 designers and developers (Switzerland, Ukraine & Greece) using in Product Manager 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	ACHIEVEMENTS
Ideation and conceptual work for digitizing educational workflows	» conducted ideation workshops with chair staff to analyse and rebuild student work assessments workflows.
UX Research	» specified epics and user stories for a tablet application
Product Development	» 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	ACHIEVEMENTS
Ideation and conceptual work for a SaaS	» conducted design thinking workshops for a SaaS
Business Modelling	» specified design brief and supervised brand design development with external contractor
Brand Development	» defined design process
UX & UI Design	» 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	ACHIEVEMENTS
Brand Development, storytelling	» developed and executed online storytelling strategy
Project Management	» developed & co-executed PR strategy
Branded interaction design	» introduced agile methodology into the fashion brand operations
Website Design & Development Lead	» co-designed website
Social Media Strategy	» 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

Evaluation and adaptation of business case of a SAAS  
Brand, business & marketing strategy  
Redesign of interaction and interface design  
Product design & development  
Project management development & testing  
Frontend development  
Consulting and educational workshops for digital imaging workflows  
Project management and quality assurance for image archive digitisation  
Concept, Design and implementation of websites and web apps for clients

### ACHIEVEMENTS

- » redefined mvp and product backlog
- » introduced Agile Methodology and SCRUM
- » took over Product Managership and managed the development teams (1-6 developers and designers) using Redmine, Pivotal Tracker and Trello
- » performed UX research (interviews, rapid prototyping usability tests)
- » redesigned workflows and interface for complete SaaS using Adobe Creative Suite and Sketch
- » developed the frontend for the SaaS prototypes with HTML/CSS and JS
- » wrote information memorandum for potential investor seeding round
- » drafted marketing and communication material
- » 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