

Jérôme Sprenger Sèvegrand
Product Leader & UX Strategist | Blockchain & Digital Products | 15+ Years Experience

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SUMMARY

Product leader with 15+ years of experience transforming business challenges into digital solutions. Expert in **blockchain integration**, user-centered design, and cross-functional team leadership. Proven track record of **increasing product performance** and **team velocity** while securing funding for innovative digital products. ETHGlobal **Agentic Ethereum Finalist**.

PROFESSIONAL EXPERIENCE

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

RESPONSIBILITIES

Strategic business development and fundraising

Product vision and roadmap development

Cross-functional team leadership and management

Client relationship management for enterprise blockchain solutions

Design direction for tokenized community platforms

ACHIEVEMENTS

- » **Secured initial funding** and generated sustainable revenue streams, **extending runway from 12 to 30 months**
- » Built and led a specialized team of senior fullstack developers, smart contract developers, and 3D producers
- » Designed and delivered **Switzerland's first tokenized community platform** for the country's largest department store chain, integrating web3auth, the Graph, Magic.link, Polygon, and Ethereum
- » Conceptualized blockchain-based student competition platform, creating a transparent and secure evaluation system
- » Developed **certification service concept for high-luxury automotive** industry, enabling authenticated ownership records and maintenance history
- » Orchestrated art production for multiple NFT collections, managing the entire process from concept to blockchain deployment

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

RESPONSIBILITIES

Leadership of 14-person product team including engineers, UX designers, and QA specialists

Product strategy and vision development aligned with business objectives

Agile transformation and development process implementation

Discovery and delivery sprints planning and management

Stakeholder management and executive reporting

ACHIEVEMENTS

- » Transformed product development processes, resulting in **400% increased team velocity** through infrastructure refactoring
- » Implemented automated testing protocols, increasing code coverage to **over 60%** and significantly improving product stability
- » Optimized payment flow UX, driving **80% conversion rate increase** and substantial revenue growth
- » Introduced beta testing program and reference customer approach for validated discovery research
- » Developed **comprehensive product vision** and roadmap that secured next-round funding
- » Led successful agile transformation across departments, implementing weekly release cycles
- » **Established discovery work pipeline** securing 6 months of validated development initiatives
- » Contributed to executive team building by assisting board in CEO recruitment process

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

RESPONSIBILITIES

Design thinking workshop facilitation for startups and corporate clients

Business model and value proposition development

UX/UI design for web applications and digital products

Creative direction and brand identity development

Distributed team leadership using SCRUM methodology

ACHIEVEMENTS

- » Led design thinking workshops for 15+ clients including die Mobiliar, Post AG, and ETH Zürich
- » **Defined and validated MVPs** that successfully secured funding for multiple startup ventures
- » Developed **brand identities and comprehensive design systems** with extensive style guides
- » **Designed, built, and delivered** responsive websites and single-page applications
- » Built and **managed distributed teams** across Switzerland, Ukraine, and Greece using agile frameworks
- » Established standardized **design and development workflows** improving delivery consistency
- » Created scalable **UX research methodologies** including user interviews and rapid prototyping tests

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

RESPONSIBILITIES

Workshop facilitation for digital transformation initiatives

Educational workflow analysis and optimization

Specification writing for educational applications

Funding application development

ACHIEVEMENTS

- » **Secured funding for web-based learning management system** by developing comprehensive specifications and budget
- » Conducted ideation workshops resulting in digitized student work assessment workflows
- » Created detailed **epics and user stories** for tablet application supporting architectural education
- » Designed efficient photography workflows for student work documentation and assessment
- » Developed **strategic roadmap for digital transformation** of architectural education practices

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

RESPONSIBILITIES

SaaS concept development and validation

Business modeling and product strategy

Brand development and design oversight

UX/UI design for marketing platform

ACHIEVEMENTS

- » Led design thinking workshops resulting in validated SaaS concept for creative industry marketing
- » Defined comprehensive **system architecture for online marketing platform**
- » Established design process methodologies improving product development efficiency
- » Developed integrated social media strategy aligned with business objectives
- » **Created detailed design brief** and supervised external contractors for brand development
- » Analyzed market opportunities identifying viable customer segments and pricing strategies

Communication and Design Lead for Band of Outsiders Llc from November 2015 until October 2016

RESPONSIBILITIES

Brand development and storytelling strategy

Digital marketing channel development

Website design and development oversight

Project management for fashion events
Brand Development, storytelling

ACHIEVEMENTS

- » Developed and executed integrated online storytelling strategy enhancing brand visibility
- » Co-created and implemented PR strategy across digital and traditional channels
- » Introduced agile methodology to fashion brand operations, improving project delivery and team collaboration
- » **Led website redesign process** aligning digital presence with brand positioning
- » Managed development of digital marketing channels optimized for fashion industry engagement
- » **Orchestrated project execution** for New York Fashion Week catwalk show, coordinating multiple stakeholders
- » Established consistent **brand communication standards** across all touchpoints

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

RESPONSIBILITIES

SaaS business model development and validation

Product design and development oversight

UX research and interface design

Frontend development and prototyping

Team leadership and project management

ACHIEVEMENTS

- » Redefined **MVP and product roadmap for SaaS platform**, resulting in 30% conversion to premium users
- » Implemented agile methodologies and SCRUM framework, managing cross-functional teams of 1-6 developers and designers
- » Designed and developed color-managed SaaS to RIP automation workflow, reducing **processing time by 70%**
- » Conducted **comprehensive UX research** through interviews and usability testing
- » Redesigned complex workflows and interfaces, **optimizing user experience** for professional image processing
- » Developed information memorandum securing potential investor interest for seeding round
- » Created custom CMS and interfaces for artist websites, expanding product portfolio
- » Developed and executed image archive digitization workflows, ensuring quality standards
- » **Established market launch strategy** including pricing plan development
- » Created scalable design system supporting multiple client interfaces and white-label solutions

INITIATIVE

Advisor for Interaction Design and Technology for Honorabl (2018 - 2021)

Supported the development of a crowdsourcing platform for Swiss NGOs and NPOs as pro bono advisor

- » Conducted product development and specification workshops with design team
- » Reviewed UX design progress and provide strategic direction
- » Developed business models for B2B use cases and monetization strategy
- » Guided technical architecture decisions ensuring scalable platform development
- » Advised on user research methodologies and testing protocols

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
Focused on user-centered design methodologies, digital product development, and interactive experiences

Vordiplom Architektur • September 2001 - September 2004 • Technische Universität München
Foundation in architectural principles, spatial design, and structural concepts

SKILLS

Product Leadership

Product Strategy & Roadmapping
Agile Methodologies (Scrum, Kanban)
Team Leadership & Management
Business Model Development
Value Proposition Design
Stakeholder Management

Research & Strategy

Design Thinking
User Testing & Research
Customer Journey Mapping
Personas & Scenarios
A/B Testing
Analytics & Optimization

Design

UX/UI Design
Interaction Design
Wireframing & Prototyping
Responsive Design
Branding & Identity
Design Systems

Design Tools

Figma
Adobe Creative Suite

Technical

HTML5/CSS3/JavaScript
Git Version Control
Blockchain Integration
Web3 Technologies
Frontend Development
Color Management

Project Management

Jira
Trello
Notion
Asana
Agile Boards

LANGUAGES

English – fluent

German – native

French – native