

JÉRÔME SPRENGER SÈVEGRAND

Product Leader & UX Strategist | Blockchain Product Manager | Digital Transformation Expert

Zurich, Switzerland | +41 76 466 23 26 | hello@sevegrand.com | sevegrand.com | in/sevegrand

PROFESSIONAL SUMMARY

Senior Product Leader with 15+ years of experience transforming business challenges into user-centric digital solutions. Expert in blockchain integration, product strategy, and cross-functional team leadership across web2 and web3 ecosystems. Proven track record of increasing product performance by 400%, improving conversion rates by 80%, and securing funding for innovative digital products. ETHGlobal Agentic Ethereum Finalist.

CORE COMPETENCIES

Product Strategy, Agile/Scrum, Blockchain Solutions, UX/UI Design, Team Leadership, Design Thinking, User Research, Business Modeling, Stakeholder Management, Frontend Development

TECHNICAL SKILLS

Platforms & Technologies: Web3auth, Magic.link, Polygon, Ethereum, The Graph, HTML5, CSS3, JavaScript

Design Tools: Figma, Adobe Creative Suite, InVision, Marvel

Project Management: Jira, Trello, Notion, Asana, Pivotal Tracker, SCRUM, Kanban

Certifications: Professional Scrum Product Owner (PSPO), Scrum.org (2019)

PROFESSIONAL EXPERIENCE

VARY AG

Co-Founder, CEO and Product Manager | September 2021 - Present

Led product strategy and development for blockchain-based solutions and tokenized community platforms. Managed cross-functional teams and client relationships for enterprise blockchain implementations.

- Secured initial funding and generated revenue streams, extending operational runway from 12 to 30 months
- Built and led 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
- Implemented integrations with web3auth, the Graph, Magic.link, Polygon, and Ethereum
- Conceptualized blockchain-based student competition platform with transparent and secure evaluation system

- Developed certification service for high-luxury automotive industry enabling authenticated ownership records
- Orchestrated art production for multiple NFT collections from concept to blockchain deployment

ORDERFOX SCHWEIZ AG

VP Product & Design | March 2020 - September 2021

Directed 14-person product team including engineers, UX designers, and QA specialists. Established product strategy, implemented agile transformation, and managed stakeholder relationships.

- Transformed product development processes, increasing team velocity by 400% through infrastructure refactoring
- Implemented automated testing protocols, achieving over 60% code coverage and improving product stability
- Optimized payment flow UX, resulting in 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 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

INDEPENDENT CONSULTANT

UX Design Consultant, Product Manager, Experience Director | August 2015 - March 2020

Provided strategic design and product management consultation for startups and corporate clients. Led design thinking workshops, developed business models, and managed distributed teams.

- Facilitated 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 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

BAND OF OUTSIDERS LLC

Communication and Design Lead | November 2015 - October 2016

Developed brand storytelling strategy and managed digital marketing channels. Oversaw website design/development and managed fashion event projects.

- 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

REFERENCE IMAGE AG

Design and Technical Lead | August 2010 - August 2015

Led SaaS business model development and validation. Managed product design/development and conducted UX research for professional image processing platform.

- 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
- 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
- Established market launch strategy including pricing plan development
- Created scalable design system supporting multiple client interfaces and white-label solutions

VOLUNTEER EXPERIENCE

HONORABL

Advisor for Interaction Design and Technology | September 2018 - December 2021

Provided pro bono advisory services for crowdsourcing platform development serving Swiss NGOs and NPOs.

- Conducted product development and specification workshops with design team
- Reviewed UX design progress and provided 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 Certification

Scrum.org | 2019

Trained by Ralph Jocham, Certified Scrum Trainer

Bachelor of Arts - Interaction Design

Zurich University of Arts | September 2006 - September 2009

Focus: User-centered design methodologies, digital product development, interactive experiences

Vordiplom Architektur (Pre-diploma in Architecture)

Technische Universität München | September 2001 - September 2004

Focus: Architectural principles, spatial design, structural concepts

LANGUAGES

English (Fluent) | German (Native) | French (Native)