

Sebastian Ibler

PRODUCT MANAGER & STRATEGY DESIGNER

As a multidisciplinary Product Manager and Strategy Designer with an affection for human behavior, information architecture and systems I believe design, technology and business can create products and services that improve people's lives. Wonder and curiosity, combined with a deep interest in systemic impact are my drivers to explore new domains and learn how they tie into the whole.

Work Experience

cutcraft

Co-Founder & Head of Product and Strategy at Cutcraft; 2014 to present; Germany
Develop the company's vision, mission, and business model. Lead branding and marketing initiatives. Create financial projections and roadmaps to raise money. Optimize internal operational processes. Over the past two years, we have raised 70.000 Euro, tripled the revenue and increased the profit margin by about 150%.

Marketing Intern at Mural San Francisco; 01/2017 – 05/2017; USA 
Researched and evaluated web technologies to support the marketing strategy. Restored and maintained the Wordpress based blog. Illustrated key visuals for the companies website.

Creative Lead & Head of Studio at Vollblutdienstleister; 2009 – 2015; Germany
Founded a Munich-based design studio for branding, print, UI/UX design, and programming. Managed accumulated annual budget of 80.000 Euros and up to four freelance designers and engineers. NBC, Fox, German Journalist School are among the many corporate and SMB clients we serviced.

Trip Companion

Developed Communication concept, conducted secondary research including competitive analysis, SWOT Analysis, and design research. Developed vision and mission in co-creation with the client. Created the name and branding including the companies website, stationeries. Led a team of two design strategists, a designer, and a web developer.



Grohe US

Redesigned the product catalog for 2013 with a total circulation of 5,000. Managed the project, handled the specs and images for over 800 products and prepared the 150-page catalog for print. Managed a team of three designers.



UI/UX Designer & Web Developer at Burda Creative Group; 09/2004 – 12/2008
Designed illustrations and layouts for B2B magazines for fortune 500 companies. Helped to build up the digital department as employee number three. Facilitated the communication between B2B customers, engineers and project manager. Led the visual translation of print magazines to digital publications. Developed internal software to manage digital publications. Designed user flows, information architecture and mock-ups for websites.



Education

California College of the Arts
MBA in Design Strategy
Graduation: 05/2017

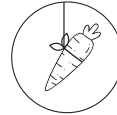
Media Design University Munich
BA in Media Design (cum laude)
Emphasis: Communication Design
Graduation: 03/2015

Recognitions

Certificate of Typographic Excellence
Type Directors Club New York
04/2013

Best Bachelor thesis
BA in Media Design; Cohort 2012
03/2015

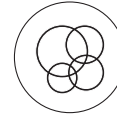
Fields of Interest



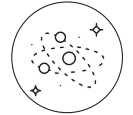
HUMAN BEHAVIOR



DIGITIZATION & TECHNOLOGY



DATA ANALYSIS



COMPLEXITY & SYSTEMS

Skills

Research

Research Techniques
Strategic Foresight

Ideation

User modeling
Information Architecture
Prototyping

Design

Interaction Design
Interface Design
Experience Design
Product Design

Business

Self-Starting
Project Management
Time Management
Stakeholder or Management
Budgeting



Interpersonal

Facilitation and Mediation
Active Listening
Interviewing and Observation
Team-Building
Collaboration

Technical

Front & Back-end Programming
(HTML, CSS, JS, PHP, MySQL)

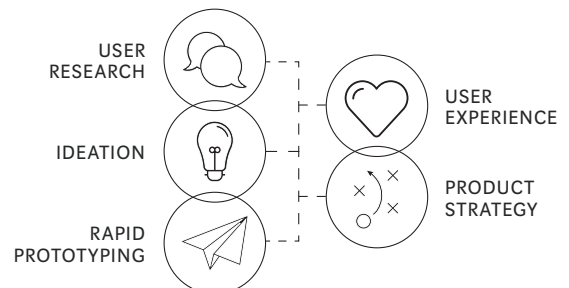
Software




 
Adobe AI, PS, ID, PR, XD
Balsamiq
Sketch
InVision
Microsoft Office Suite



Language

German – Native Speaker
English – Fluent

My Specialities



 sebastian@ibler.co
 /sebastianibler
 /seibler

 +1 415 996-7586
 28 Camp Street
San Francisco 94110

Visit www.ibler.co for showcases and more details.