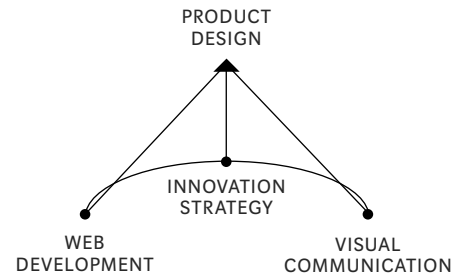


SEBASTIAN IBLER

PRODUCT DESIGNER

With a background in visual communication, web development, and innovation strategy, I'm a multidisciplinary Product Designer, who uses qualitative and quantitative research and design thinking to translate complex business challenges into intuitive UX-Design. I use human-centered design and strategic foresight frameworks to discover needs, identify emerging trends, and design feasible and future proof solutions for the end-user.



Work Experience

Founding Team, Head of Product at Haveli, USA

06/2017 – Present

Product development and strategic advising for an early stage Pop-Up store start-up in the Bay Area.

- > Converged conceptual ideas into digital and tangible product prototypes for internal clarification and user-testing.
- > Designed frameworks to develop first prototype store, using assumption mapping, rapid prototyping, user testing and iterations; the store was deployed to a public area after 60-day development cycle.
- > Garnered user insights through the deployment of an MVP, which allowed us to test 5 different product lines with a total of 1200 visitors in a total of 25 days.
- > Planned and facilitated a visioning workshop to ground the company's product development direction, this created a shared vision, provided guidance and confidence in regards to the future roadmap.

Co-Founder, Head of Product and Strategy at Cutcraft, Germany

01/2016 – Present

Product and strategy development for a bootstrapped laser cutting on-demand start-up.

- > Facilitated initial branding and naming workshop which led to the companies name, initial branding, and website.
- > Initiated, planned and developed a product feature to help customers prepare better production files, which increased file quality and reduced time spent on data validation by 20%, resulting in an increase in productivity.
- > Introduced user-centric and agile methods which resulted in a more empathetic, focused and de-risked product development process.
- > Recruited cross-functional communication and UI-designer with experience in customer support to amplify customer needs recognition and support the team with appropriate design language.

Service Designer at San Francisco Mayor's Office of Innovation, USA

06/2017 – 01/2018

Reimagining San Francisco's existing business permitting process for the Office of Cannabis to improve the interdepartmental workflows.

- > Planned, conducted and analyzed design research, which resulted in 25 interviews with government and industry stakeholders as a means for developing an actionable point of view.
- > Synthesized research findings through customer journey maps, stakeholder maps, process mapping, and insight-opportunity frameworks to simplify complex research results and unify terminology and team priorities.
- > Designed personas, future storyboards, and service blueprints to create the backbone of the user-centric narrative, which is used to communicate the project vision throughout different affected government departments.
- > Designed and facilitated a co-creation workshop with 50 government officials and industry participants to conduct partial user-testing and ideate on new features as a collective.

Creative Lead & Head of Studio at Vollblutdienstleister, Germany

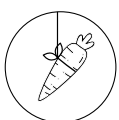
01/2009 – 06/2016

Founded a Munich-based design studio for branding, communication design, UI/UX design, and web programming.

- > Managed accumulated budget of 120.000 Euros and up to 4 freelance designers and engineers on an annual basis.
- > Consulted, designed and programmed for domestic and international companies including NBC, Fox, Grohe US, and Villeroy & Boch as well as non-profits and start-ups.
- > Taught classes in Adobe Photoshop, Indesign, Illustrator, and Wordpress at the German Journalist School and the Burda Journalist School for a total of 5 years with 4 courses per year.
- > Led the redesign of the Grohe US 2013 product catalog with over 800 products listed with a total circulation of 5,000 in five weeks with a team of three designers.

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

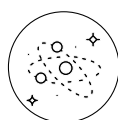
Fields of Interest



HUMAN-CENTERED
METHODOLOGIES



HUMAN-TECHNOLOGY
INTERACTION



COMPLEXITY
AND SYSTEMS

Skills

Navigator of Complexity

- > Design Thinking
- > Rapid Prototyping
- > Visual Communication
- > User modeling

Systems Thinker

- > Service Design
- > Systems and stakeholder Mapping
- > Strategic Foresight

Curious Learner

- > Research Techniques
- > Prototyping
- > Active Listening
- > Interviewing and Observation

Languages

German – Native Speaker
English – Fluent

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

Best class thesis award

BA in Media Design; Cohort 2012
03/2015

Certificate of Typographic Excellence

Type Directors Club New York
04/2013

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www.ibler.co