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Profile

Hi! I'm Sebastian, a thoughtful Product Designer. I'm driven by creating and continuously improving products with a delightful user experience. Bringing together product, design, and development to achieve excellent user-centric solutions motivates me.
Oh, and some good coffee.

Experience

Designer Advocate Figma   01/2023 - Present

- Collaborating with designers, developers and other stakeholders on creating, navigating and optimising their work with design systems and Figma, including clients like Adesso, Canon, Delivery Hero, Dyson, SAP, UBS, Volkswagen and Zurich.
- Crafting comprehensive written, audio, and visual content guides as well as hosting engaging livestreams featuring designers from across Europe.
- Conducting sessions introducing new Figma features.
- Empowering the EMEA sales team by planning and executing client presentations and workshops, ensuring they not only meet but exceed their targets.

Design Systems Lead Kleinanzeigen   04/2022 - 12/2022

- Creation and maintenance of a cross-platform design system.
- Empowering designers, developers and other stakeholders across the company to use, leverage and contribute to the system.
- Playing a pivotal role in the Kleinanzeigen rebranding to ensure a consistent visual identity that brings the joy of sustainable trade to everyone.
- Implementing the Kleinanzeigen rebranding with key internal stakeholders and external partners by utilizing the newly established token structure.
- Aligning the product design system and brand style guides into a coherent set of directives.

Senior Product Designer Kleinanzeigen   10/2020 - 03/2022

- Leading research, design and implementation of the new Payment and Shipping features working in a cross-functional team.
- Developing a hypothesis and conducting multiple concept and usability tests along with user interviews together with research partners.
- Designing and iterating multiple user flows in the form of wireframes as well as high-fidelity interfaces.
- Establishing a set of consistent and reusable interface elements that ensure a coherent and trusted experience across teams and platforms.

Product Designer Kleinanzeigen   08/2019 - 09/2020

- Redesigning the messaging interface to be equivalent to established messaging platforms.
- Conducting research to define user needs, creating and iterating on wireframes as well as high-fidelity prototypes and interfaces.
- Implementing coherent messaging user flows across iOS, Android and web interfaces.
- Crafting a consistent set of icons for Kleinanzeigen's core product categories.

Lead UI & UX Designer Outbank   06/2016 - 07/2019

- Leading design efforts for iOS, macOS and Android apps.
- Integration of a cross-platform Design System.
- Creating product specs, illustrations, pitch decks, video production and marketing assets.

Freelance Designer   01/2015 - Present

- Branding and web design for German Film Orchestra Babelsberg.
- Various web and print projects.

Media Designer 3pc - Neue Kommunikation   09/2013 - 02/2016

- Various web and print projects.

Skills

Design Systems	Brand Design
UI/UX Design	Prototyping
Product Design	User Research
Responsive Web Design	Usability Testing
iOS, Android and macOS	Documentation

Tools

Figma	Confluence
FigJam	Miro
Tokens Studio for Figma	Photoshop
Sketch	InDesign
Jira	Illustrator

Education

Cert. of Chamber of Industry and Commerce	**Higher School Certificate, Abitur**
3pc - Neue Kommunikation, Germany	**Goethe Gymnasium Nauen, Germany**
09/2013 - 02/2016	07/2005 - 06/2012

Speaking

Introduction to Figma (German)
Beginners guide to Figma.

Hosting @ Config
Hosting for in-person and online audiences.

Design Leaders Meetup
Hosting a panel discussion.

In the File: The multipurpose app by RTL+
Livestream with RTL+.

In the File: Collaboration, Components and Carbon Fibers @ Canyon
Livestream with Canyon Bycicles.

In the File: Design System Basics @ Celonis
Livestream with Celonis.