

JORNE MARC SIEBRANDS

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Senior Product Designer who owns the product direction as well as the craft. I find the structural problem nobody has named, design the answer, and stay on it until it ships. I work with AI in both directions, designing it into products and using it daily in my own work. Before that, consumer cycling at Bikemap, industrial innovation at KION, agency work at Cheil (Samsung).

EXPERIENCE

digital office 24 (Digital Office IP S.à r.l.) — Product Designer → Product Manager

Frankfurt am Main (DE) · April 2024 – July 2026

Sole product manager and designer for a document, payment and bookkeeping platform used by assistants, bookkeepers and tax advisors. Team of about fifteen, around 80 client workspaces. Owned every specification and design decision.

- **Introduced the design system.** I built the Figma library from live components, drove a frontend UI library in Storybook to align design with frontend, and replaced one-off implementations in the app piece by piece. I then tokenised it: 136 primitive values resolving into 54 semantic tokens. I designed it so that a dark theme or a white-label is a remapping rather than a rewrite, and so our AI tooling could work from the system instead of guessing hex values.
- **Parallelised a linear workflow, clearing a two-year tech-debt roadblock.** Invoice payment was blocked by bookkeeping because of legacy backend architecture, frustrating assistants, accountants and end customers. Shipped a tactical feature ("Speedflow") first to relieve user pain. I was told it became the most-used part of the product and saw the same thing myself, without ever having usage analytics to confirm it. It bought the runway to fix the architecture underneath, and the workflow now runs as independent, parallel tasks.
- **AI matching service** reconciling bank transactions and invoices, with customer data anonymised before it leaves the system. First iteration deliberately shipped without UI changes, to rapidly gather insights about quality improvements.
- **Resolved a structural gap nobody had reported.** Documents paid by credit card or from a private account had no bank transaction to match against, so they could never be reconciled. I designed virtual clearing accounts as the missing counterpart and shipped a deliberately narrow first version before widening it.
- **Introduced in-app customer feedback loop:** Resolving the internal and external pain of scattered feedback sources and resource-intensive communication. Enabled users to report bugs, ask questions to the AI-assisted help centre, ask for features and get notified for updates all within the app.
- **Shipped e-invoice support and processing** (ZUGFeRD, XRechnung, UBL). Scoped from November 2024, delivered in the first quarter of 2025. That is when the platform met the German e-invoicing mandate.

Bikemap — Product Designer → Product Manager

Vienna (AT) · July 2021 – July 2023

Consumer cycling app for navigation, route planning and community. Joined as a designer and took on product ownership across iOS, Android, web and backend.

- **Found, pitched, designed and shipped Pause Mode for the bike computer.** Pause was the most requested feature in Canny, the tool we used to collect user requests. The case came from our own data: riders started 2.6 million recordings in 2022, and 1.7 million of them never became a route anyone kept, because a coffee stop landed in the track as a flat stretch or a GPS spike. I pushed it through hard platform constraints on iOS and Android and shipped a manual pause first, which was the part we could get right. Adoption landed around 20%, and riders reinstalled the app after reading about it in the newsletter.
- **Introduced design tokens and led the move to Figma,** building the handoff workflow used by five teams.
- **Shipped a unified route planning web app from scratch.** It merged two planners that did overlapping jobs: the address-based one that routed between two points, and the older one where riders drew a route by clicking on the map. That retired the three outside providers running those two planners and the GPX upload, and with them a development dependency that had blocked progress for years.
- **Shipped a global cycling heatmap** for finding both popular and quiet routes, and **real-time POIs** for hazard reports and service locations.

KION Group | Digital Campus — UX Designer

Frankfurt am Main (DE) · November 2019 – June 2021

In-house innovation unit of a global intralogistics group. Fleet management and warehouse automation.

- **Ran over 100 qualitative user interviews** and synthesis workshops across fleet management, process optimisation and a customer-experience platform, cold-calling users myself where there was no research support.
- **Improved the incoming goods process of production branches.** Stakeholders planned an expensive robotic pallet-unpacking system. My own field research showed a simple OCR scan into SAP would improve process speed equally, automate documentation and improve security.
- **Pitched and established a multibrand design system** across the KION product portfolio.
- **Improved the rental process (Check-In Check-Out)** by standardising digital condition reporting across business units and branches.
- **Built the Asset Advisor** for rental fleet capacity planning.

Cheil Germany | Samsung — UX Designer

Schwalbach am Taunus (DE) · October 2018 – October 2019

- Contributed to a **multibrand design system for Volksbanken Raiffeisenbanken.**
- Designed **physical smart home interactions** for Samsung’s Connected Living ecosystem, shown at IFA 2019, and the connected living showroom at Samsung HQ.

EDUCATION

Master of Arts (with distinction) — Leadership in the Creative Industries Darmstadt (DE) · 2018

Bachelor of Arts — Sound and Music Production Darmstadt (DE) · 2017

SKILLS

- Design:** Figma (wireframing, high-fidelity prototyping, UI flows, design systems), interaction design, information architecture, user research, accessibility
- Product direction:** discovery, scoping and explicit tradeoff calls, specifications and acceptance criteria that engineers can build from with minimal follow-up
- AI:** designing AI into products (matching agents, assistive chat, scoping a first version you can actually judge); building with AI every day, using Claude Code for prototypes, specifications and internal tooling
- Built for myself with Claude Code:** [Pingpong Map](#), a live consumer map (React, TypeScript, MapLibre, Cloudflare) · Cycling Coach, a training system where every number is tagged measured or estimated · Ari und der Drache, a browser game made with my six-year-old son, run by a product manager, developer and QA agent
- Domain:** consumer mobile and navigation, B2B SaaS, German accounting and e-invoicing standards (ZUGFeRD, XRechnung, SK04, GoBD, finAPI), SAP ERP
- Tools:** Figma, Miro, Jira, Confluence, Notion, Featurebase, GitHub · hands-on with HTML and CSS, and code-literate enough to tinker with it myself
- Languages:** German (native), English (fluent)