

# Frank Alexander Szyperrek

## Design Manager

### INTRODUCTION

I'm a passionate hands-on designer & manager, product maniac and creator of meaningful user experiences. I've worked in agencies, companies on the rise and small start-ups gaining comprehensive experience in major fields of design. My career path helped me to learn, find and cultivate my own sense of sustainable leadership. I'm also giving creative workshops, speaking at and organizing social events such as product design meetups.

### CONTACT

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### WORK EXPERIENCE

#### • Head of Design

Closelink GmbH

2018 – present

Hamburg, Germany

I joined Closelink to meet new challenges and make myself uncomfortable again. It's a dusty industry with complex dynamics, tough constraints and non-existent digitisation. I quickly got sucked in the maritime industry destined to disrupt procurement processes globally. We raised \$1.3m in funding through Pre-Seed and Seed rounds partnering up with some of the top ten shipping companies worldwide. Our team grew from three to eleven people with me representing and pushing the value of design to a traditional industry.

Briefly about my responsibilities:

- Full ownership of Product-, Marketing- and Brand-Design
- Writing of articles, presentations including pitch decks and pitch presentations
- Successfully helped to raise \$1.3m (Pre-Seed and Seed)
- Full ownership of Social Media and Product Marketing
- Definition, implementation and execution of Product, UX and Sales processes
- Closely collaborated with the technology department to position design as an essential part of product development
- Strategic and operational decision making as part of the management team

## WORK EXPERIENCE

### • Lead Product Designer

FREE NOW (formerly mytaxi)

2015 – 2018

Hamburg, Germany

I joined mytaxi back in 2015 shortly after DAIMLER (Mercedes Benz) acquired the company to form Europe's biggest UBER competitor. One of my main tasks was to build up the first in-house design team. I was involved in strategic planning, concept, design and execution of eight products. On top of that I accompanied one merger (Hailo) in 2016 and the acquisition of three other companies (taxibeat, clever taxi and chauffeur privé) from 2017 to 2018. I contributed in building up the design department and increased the influence within the company. I shifted from Product Designer to Lead and witnessed growth from 100 to 1000 employees. Our team grew from two to twelve designers.

Some details about my work at mytaxi:

- Responsible for eight products (Apps - Passenger & Driver, B2B platforms - Webbooker & Admin Panel, internal tools for driver service, customer care and finance)
- Actively seeking, reviewing and hiring design candidates
- Definition, implementation and execution of Product and Design processes
- Strategic & operational planning of design resources
- Connection between all relevant departments responsible for product development (Customer care, operations, sales, marketing and technology)
- Accompanied the design process from idea/whiteboard over prototyping/testing to final feature/product

### • Digital Art Director

melting elements GmbH

2013 – 2015

Hamburg, Germany

I joined melting elements to support the digital design department in creating mobile & web apps for clients from various backgrounds. On top of that we conceptualized and developed automated systems to increase the effectiveness of warehouse logistics (self-driving forklifts). Furthermore I was taking over responsibility for the in-house products 'Babyplaces' & 'Loving New York'. During my work at melting elements I was leading 2 designers and 1 copywriter.

### • Digital Media Graduate

Volkswagen AG

2013

Wolfsburg, Germany

I prepared and executed my thesis in cooperation with Volkswagen AG. I researched and worked on the topic of e-mobility in combination with digital products such as mobile apps. As a result I created an app concept called 'Volkswagen Eco' educating users to be more efficient and sustainable drivers.

## EDUCATION

### Bachelor of Arts – Interaction Design

HAWK - Hochschule für angewandte Wissenschaft und Kunst

2010 – 2013

Hildesheim, Germany

I accomplished my bachelor degree in interaction design and digital media (Grade: A).

## FOR THE DESIGN COMMUNITY

### Co-Organiser

Shapes

2018 – present

Hamburg, Germany

I'm part of the organisational team of Shapes meetup. We created the biggest, most intimate and international product design meetup in Hamburg and beyond. We scaled the event from 30 attendees to 200+. Each event is booked out within less than 3 hours. We're currently planning to organise the first product design conference in Germany.

You want to say hello? Feel free to get in touch.

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