

TOBIAS TREPPMANN

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EDUCATION

B.A. Theology, (equiv.),
Theologisches Seminar Rheinland, 2003-2007

PROFILE

I lead creative and commercial customer and user experience, driving business value through innovation, customer strategy and experience design. I use my passion, experience and vision to lead teams to deliver fantastic customer experiences and drive real business success and growth.

People who work with me say I'm good at:

- Structuring design teams
- Big picture thinking
- Design process
- Putting customers first
- Upholding customer vision
- Persuasive public speaking
- Motivating & Inspiring
- Managing upwards

The business benefit of my engagement is a better customer experience, specifically I can:

- Accelerate the pace of change
- Increase the relevance of innovation
- Make product & service more relevant
- Link change to KPIs and ROI

Specialties:

- Design Operations
- Customer Driven Change
- User Experience
- Human Centered Design (HCD)
- Product Strategy
- Project Management
- Cross Channel Customer Experience
- Customer Insights

EXPERIENCE

Berlin, Germany 2016-present

Director of Design, Datameer

Datameer is democratizing big data analysis, helping corporations, doctors, governments and even olympic athletes to analyze their data quickly and visually, arriving at actionable insights at unprecedented speeds.

Key Achievements and Responsibilities

- Leading the design transition to cater to a drastically different target audience
- Establish UX research and testing practices
- Evangelizing the strategic impact of the consumerification of the enterprise
- Leading the UX team towards higher maturity in practice and processes
- Improving communication and culture across a widely distributed team
- Managing multiple stakeholders in a complex organizational structure

Berlin, Germany 2016-present

Senior Mentor & Mentor Advisory Board Member, The UX School by CareerFoundry

The UX school by CareerFoundry is the number one online destination for career development in the new economy. We're proud to have one of the world's most engaged communities of mentors and students, which is the key for the motivation, depth of learning and career success of our students.

Key Achievements and Responsibilities

- Working with a tutor and 30 students
- Support in course progression for both tutors and students
- Guide students in creating portfolio and resumes
- Prepare candidates for the interview process and working in the industry
- Counsel CareerFoundry on course improvement

Leipzig, Germany 2014-2016

UX Strategy Lead, Spreadshirt

Spreadshirt is one of the world's leading eCommerce platforms for on-demand printing of clothing and accessories. With a product portfolio that includes mass-customization tools, a designer marketplace and standalone e-commerce and fulfillment solutions, Spreadshirt is the preferred merchandizing solution for thousands of partners around the world.

Key Achievements and Responsibilities

- Driving adoption of a new, customer-centric product strategy
- Leading the UX team towards higher maturity in practice and processes
- Identifying key areas for innovation to drive growth and business value
- Evangelizing and providing thought leadership on an "outside in" strategic approach
- Managing multiple stakeholders in a complex organizational structure

Lancaster, PA, United States 2013-2014

UX Manager, HairDirect

HairDirect is the world's leading provider of and community for self-service, fully-customized hairpieces.

Key Achievements and Responsibilities

- Establishing a UX practice, aligning design and product teams around a common design process and human-centered thinking
- Addressing pivotal steps in the customer journey resulting in significant improvement and growth
- Laying a strategic foundation for and leading the comprehensive mobile-first redesign

Harrisburg, PA, United States 2012-2013

User Experience Designer, andCulture

Andculture is an experience design company, specializing in crafting digital, brand and service experiences for a wide variety of clients in industries spanning technology, wellness, entertainment, retail and professional services.

Key Achievements and Responsibilities

- UX lead for various projects, including websites, web apps, mobile apps
- Managing executive stakeholders from Andreesen-Horowitz backed startups, government-chartered non-profits, state government to Fortune 50 company Cisco Systems

Lancaster, PA, United States 2009-2012

Web Designer / Front-End Developer, HOPE International

HOPE International is a Christian non-profit focused on offering basic financial services to underserved communities in the developing world.

Key Achievements and Responsibilities

- Various initiatives to improve donor and employee experiences through design thinking
- Leading the mobile-first responsive redesign of the website
- Developing a responsive CSS grid framework