SEBASTIAN SELLING

Entrepreneurial-minded, self-taught, design engineer with a decade+ of taking ideas from zero to one.

CONTACTS

GitHub: github.com/mavko
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EXPERIENCE

coldharbor.cc

Founder | Feb 2020 - Present

App studio building niche ai native apps.

• Developed full-stack solutions from concept to deployment using Cursor ai (minibrf.se)
• Full refactor of ispect-portal from vue 2.7 to Nuxt 4 using Antigravity + Claude
• Stack: Next.js, Supabase, TypeScript, GraphQL, APIs
• Project: coldharbor.cc

Besiktningsman.se

Key Contributor | March 2017 - 2025

• Led digital transformation from strict B2B to B2C model, expanding market reach and revenue streams
• Scaled Google Ads from 10k to 2.1M+ monthly impressions and 700 to 22k clicks through optimization
• Grew Pinterest presence from zero to 500k annual views through strategic content campaigns
• Redesigned and maintained website, improving conversion rates and user experience
• Co-founded property management (dinfastighetsfovaltare.se)
• Stack: Design, Figma, Nextjs, Digital Marketing, Business Strategy

scribbly

Co-founder, Micro App Studio | July 2024 - 2025
• Leading front-end development and digital marketing strategy
• **Stack:** Next.js, React, Tailwind CSS, Figma, Branding & Identity
• **Project:** scribbly.se (sunsetting)

ACHIEVEMENTS

- 500 Startups Batch 19
  $150k seed round funding

- Winner of Swedish Construction Innovation Grant
  3 consecutive years (2012-2015) | $180k total

- Swedish Construction Innovation of the Year 2014

- Swedish IT Project of the Year 2013

STARTUP JOURNEYS

ispect journey:
sebastianselling.com/artifacts/archive/makings-of-ispect
icontrol journey:
sebastianselling.com/artifacts/archive/makings-of-icontrol

ispect

Key Contributor | 2012 - 2024

• Designed and launched brand identity from scratch (2012-2023)
• Implemented UI in Vuetify and shipped web app within 3 months (2020)
• Refactored from Vuetify to Vue 2.7 + Tailwind CSS for improved maintainability (2023)
• Stack: Vue.js, Vuetify, Tailwind CSS, CSS, Figma, Sketch, Visual Identity

icontrol

Designer | July 2014 - Feb 2017

• Designed brand and visual identity system from ground up
• Built iOS + Web app platform UI in Sketch and coded responsive landing pages
• Stack: Sketch, iOS Design, CSS/HTML