

JORNE MARC SIEBRANDS

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Available from 9 September 2026

SUMMARY

Product designer with product ownership. I find structural problems nobody else has named, design solutions that hit the mark, and follow through past release. I work with AI in both directions: designing it into products, and building with it hands-on every day.

EXPERIENCE

Product Manager

December 2024 – July 2026

digital office 24 (Digital Office IP S.à r.l.)

Frankfurt am Main, Germany

- Found and closed an undocumented structural gap: invoices paid in cash couldn't be reconciled, because the system expected an imported bank account. Introduced virtual clearing accounts as the missing counterpart so these invoices could still be processed.
- Designed an AI service reconciling bank transactions and invoices, with customer data anonymized before it ever reached the model. Shipped the first iteration without UI changes, to quickly validate matching quality before designing the interface around it.
- Broke a strictly linear workflow into parallel, independent tasks, decoupling two frustrated user groups from each other: instead of blocking one another, tasks could run in parallel and independently.
- Shipped e-invoice support (ZUGFeRD, XRechnung, UBL): scoped from November 2024, live in early 2025, bringing the platform into compliance with the German e-invoicing mandate.

Product Designer

April 2024 – November 2024

digital office 24 (Digital Office IP S.à r.l.)

Frankfurt am Main, Germany

- Owned the design system end to end. Built it from the frontend components actually in development, not the old design file, then tokenized it – hundreds of primitives resolved into roughly 50 semantic tokens – to prepare for dark mode and white-label initiatives. Introduced Storybook with the frontend team to close the gap between design and frontend, and made the design system and the frontend library consumable by AI, bringing prototyping closer to the final code, faster.
- Designed Speedflow based on user research and around serious technical constraints. Until the parallelized workflow launched, it was the most-used part of the product and its USP. With automatic collective accounts introduced, assistants no longer had to code invoices to accounts, cutting errors and making bookkeeping easier for the accountants.

Product Manager

July 2022 – July 2023

Bikemap

Vienna, Austria

- Found, pushed through, and shipped Pause Mode for the bike computer, sourced from our own usage data: 2.6M recordings in 2022, 1.7M of which never became a route because every stop got recorded as part of the ride. In the first three months after launch (off season for cyclists in Europe), around 28,000 users actively used pause. We also saw app re-installs through the announcement newsletter, and a 20% increase in general engagement with the Bike Computer Module.
- Built a unified web app for route planning from scratch, retiring two overlapping legacy planners. Also ended development's dependency on three outside providers, unblocking faster development.
- Coordinated development across design, iOS, Android, web, backend, data, QA, marketing, and support.
- Product and design under one roof.

Product Designer

July 2021 – July 2022

Bikemap

Vienna, Austria

- Optimized premium onboarding with A/B tests: tested different wording, button labels, and layout variants, and rolled out the best-performing one, yielding a +3% lift in premium conversion rates.
- Designed a global cycling heatmap and additional map styles, plus real-time POIs for hazard reports and service points.
- Redesigned the bike computer from the ground up and significantly improved accessibility – our data team reported fewer mis-taps during rides as a result.
- Redesigned the offline-map update flow after a breaking GraphHopper update made downloaded routes incompatible. We only tracked downloads, not maps still on-device, so rolled the update out by country to avoid backend overload. Confirmed right by spikes of thousands of simultaneous updates per country.
- Led the move from Sketch and Zeplin to Figma, introduced design tokens into the design system, and streamlined the handoff process for five teams.

UX Designer

KION Group | Digital Campus

November 2019 – June 2021

Frankfurt am Main, Germany

- Ran well over 100 qualitative user interviews and synthesis workshops, cold-calling users myself to recruit them where there was no research support.
- Redesigned the incoming-goods process: my own field research showed a simple OCR scan into SAP could replace a planned robotic pallet-unpacking system at a fraction of the cost.
- Pitched and built a cross-brand design system for the KION product portfolio.
- Validated the Asset Advisor for short-term rental-fleet capacity planning, with research and rapid prototyping ahead of further development.

UX Designer

Cheil Germany | Samsung

October 2018 – October 2019

Schwalbach am Taunus, Germany

- Built a cross-brand design system for Volksbanken Raiffeisenbanken.
- Designed interaction concepts for smart-home solutions in Samsung's Connected Living ecosystem, shown at IFA 2019 and Samsung HQ in Germany.

PROJECTS

Cycling Coach

2026

- My own training system, where every decision-relevant number is tagged measured or estimated – built after five unverified “facts” wrecked a training session in a single day.
- Works in a Claude Code repo with live data sync from Apple Health, Wahoo, and intervals.icu over n8n workflows.

Table-Hunter

2026

- Public map of table-tennis tables across five German cities, 496+ locations. Built and directed with Claude Code, including a running product-roadmap decision log.
- Built with an agentic setup using Claude Code, n8n workflows, Figma, Linear, MapLibre, OSM.

SKILLS

Design & Execution: Figma (component libraries, design systems, design tokens), interaction design, information architecture, user research, accessibility (WCAG/BITV), prototyping in code (HTML/CSS)

AI: designing AI into products responsibly (anonymized-data matching agent, consulting chat bot), curious about and hands-on with AI-assisted design; building with AI daily

Requirements & Process: requirements analysis and prioritization, process analysis and modeling, specifications the engineering team can build from with minimal overhead

Workshops & Collaboration: preparing and running workshops and interviews, close coordination with engineering, internal and external stakeholders

Tools: Figma, FigJam/Miro, Jira/Linear, Confluence, Notion, GitHub, VS Code, Claude Code with MCPs

Languages: German (native), English (fluent)

EDUCATION

Master of Arts (with distinction) – Leadership in the Creative Industries

2018

Darmstadt University of Applied Sciences

Darmstadt, Germany

- Thesis: *Story-Driven City Exploration in Expanded Realities*

Bachelor of Arts – Sound and Music Production

2017

Darmstadt University of Applied Sciences

Darmstadt, Germany

- Thesis: *Experimental Music and Relevance*