

Profile

Archetype: Architect



Name: Florian Gietl
Profession: Service Designer
Age: 36 years
Nationality: German

Objective:

"I believe that a good product, service or business design uncovers a feasible solution between customer needs, profitability, and feasibility. My passion is to identify this sweet spots through in-depth research and to guide development teams through the creative design process with vision, structure, and empathy. My daily tools are visual communication, prototyping tools, and a broad set of business frameworks. Jeg ser frem til de næste 5+ års spændende nye udfordringer her i Danmark."

Work Experience

> 8 years

04/2021 - today

Product Success Manager @ Spiio ApS

IoT Sustainable Agriculture Startup, Aarhus, Denmark & Silicon Valley, USA

User Research: Leading the qualitative user research via online meetings and field visits. Applying quantitative methods to optimize our digital experiences.

Service Design & Facilitation: Connecting the customers and sales team in the US with the development team across Europe and China. Leading UX Design for our service.

Hardware & Software Testing: Testing every feature and application of hardware and software before it gets delivered to our customers.

02/2020 - 03/2021

Customer Connection Team Member @ SkatePro ApS

E-Commerce, Fun Sports, Greater Aarhus Area, Denmark

Customer Flow Optimization: Optimized email, phone, and chat flows of our CRM system. Built a monitoring system to being able to proactively act on market circumstances.

Service Design: Conducted quantitative research to optimize user flows for our websites.

01/2020 - 02/2020

International Market Research @ Lindberg International

Market Insights and Consulting, Aarhus, Denmark

01/2018 - 01/2020

Lean Startup Consultant @ Smart Up Strategic Design

Freelance Consulting, Los Angeles, USA & Aarhus, Denmark

Consulting: Consulted five tech startups and SMEs to find their product-market-fit through customer research, go-to-market strategy development and digital touchpoint design.

04/2018 - 07/2019

Product Designer & Business Developer @ Street Simplified LLC

IoT Smart Traffic Startup, Los Angeles, USA

UX/UI Design: Led qualitative & quantitative research, product design and user testing for an IoT Traffic Safety Solution that helps engineers to analyze traffic and save lives.

Business Development: Established business relationships and grew online and offline sales from \$0 to \$50T within the first month after launch.

03/2014 - 06/2017

Corporate Development & Strategy Associate @ REWAG Energy & Water AG

Energy and Mobility, Regensburg, Germany

Change Management: Organized and facilitated the 4-year long company-wide strategic restructuring process with top management. Planned and monitored strategic goals, facilitated workshops and led cross-functional change projects. This resulted in a 25% growth in profits.

Process Management: Led a task force of 10 employees to implement process management structures. Facilitated process optimization workshops and modeled end-to-end processes.

Innovation Management: Led an innovation team of 12 employees to enhance customer-centered thinking. We developed a new business model and over 10 service improvements.

Education & Professional Certifications

- 10/2017 - 03/2019** **User Experience Specialization - A+; Awarded with Distinction (12 DNK)**
 University of California, Los Angeles (UCLA), USA; equ. 50 ECTS
- 09/2015 - 12/2015** **Innovation Coaching Certificate - no grade**
 University of Applied Science (OTH) Regensburg, Germany; 4 ECTS
- 10/2009 - 03/2013** **Master of Science in Business Administration - 1.7 (10 DNK)**
 University of Regensburg, Germany; 122 ECTS

Major 1: Product and Supply Chain Management
 Major 2: Quantitative Finance

Thesis: "Analysis of success factors for the entry of incumbents into new market segments - An empirical analysis of the European sector for renewable energies" - 1.3 (12 DNK)
- 09/2010 - 03/2011** **Erasmus Semester in Spain - 1.3 (12 DNK)**
 University of Huelva, Spain; 20 ECTS
- 10/2006 - 09/2009** **Bachelor of Science in Business Administration - 2.7 (7 DNK)**
 University of Regensburg, Germany; 180 ECTS

Major: Financial Management and Accounting

Thesis: "Macroeconomic Derivatives as Economic Indicators" - 3.0 (7 DNK)

Volunteering & Additional Work Experience

- 01/2020 - 01/2021** **Volunteer Team Lead - Partnerships Team @ TEDxAarhus**
 Business Relations & Sponsoring, Aarhus, Denmark
- 10/2019 - 12/2019** **Volunteer Time Angel @ Time:Turner, Aarhus**
 UX consulting for two startups, Aarhus and Aalborg, Denmark
- 01/2018 - 03/2018** **Volunteer in a Digital Agency @ Networking Bizz Digital LLC**
 SEO / SEM / Web Design, 6 empl., Pasadena, USA
- 01/2017 - 12/2017** **Co-Owner Amazon FBA Business @ FloMo GmbH**
 Sourcing & Selling of branded products on Amazon, Regensburg, Germany
- 11/2013 - 11/2013** **Awarded 1st price: 24h Digital Challenge @ ProsiebenSat1**
 Business Modeling for the Internet Business Cluster, >5000 empl., Munich, Germany
- 11/2012 - 02/2014** **Affiliate Research & Teaching Assistant @ University of Regensburg**
 Chair of Innovation and Technology Management, Regensburg, Germany

Additional Trainings & Online Education

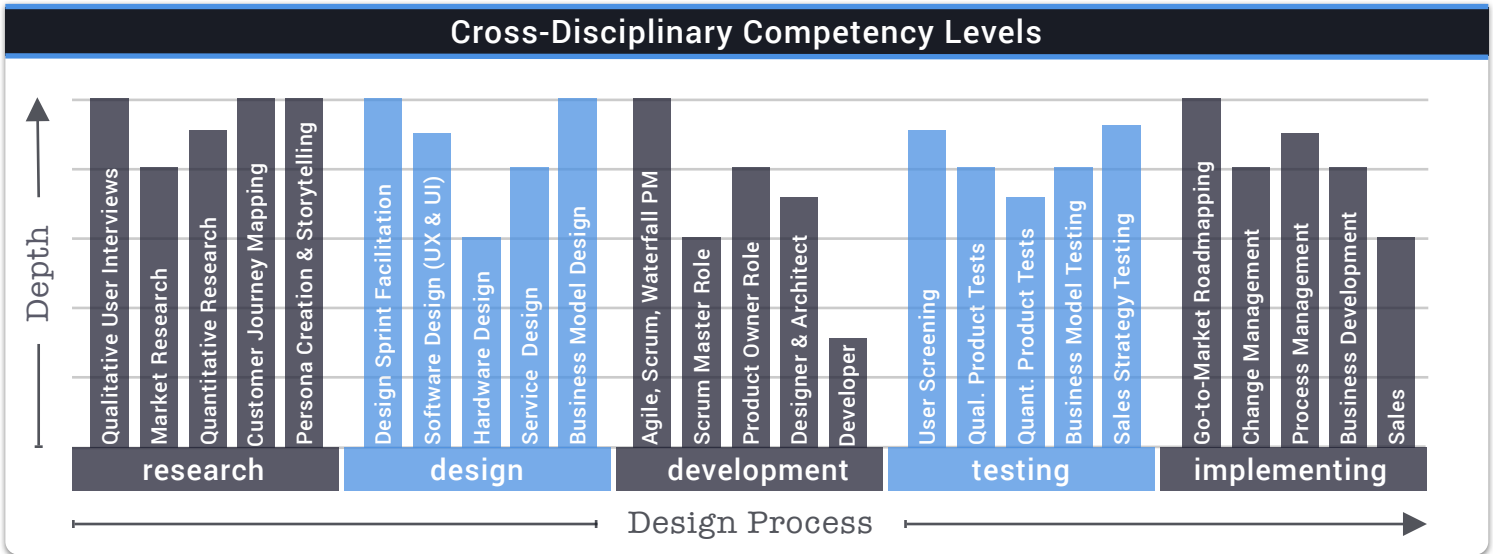
- 09/2020** **Scrum Master PSM I**
 Officially recognized Scrum Master Certificate, scrum.org
- 09/2020** **Frontend Web Development (HTML, CSS, JavaScript)**
 Mimo Coding Crashcourse
- 06/2019** **With Design Thinking to a Networked Culture**
 6 weeks online course, Hasso Plattner Institute, Potsdam, Germany
- 10/2017** **Inspiration for Design: A Course on Human-Centered Research**
 5 weeks online course, Hasso Plattner Institute, Potsdam, Germany
- 06/2016** **Business Process Modeling with BPMN2.0**
 6 weeks online course, Hasso Plattner Institute, Potsdam, Germany
- 05/2016** **IT Business Creation: The Lean Startup Method**
 2 weeks online course, Hasso Plattner Institute, Potsdam, Germany

Languages

- German** ● ● ● ● ● Native
- English** ● ● ● ● ● Business fluent
- Spanish** ● ● ● ● ● Fluent
- French** ● ● ● ● ● Proficient
- Danish** ● ● ● ● ● Intermediate

Digital Tools

- Process** - BPMN2, EPC, Aeneis, ARIS ● ● ● ● ● Expert
- Prototyping** - Figma, Sketch, InVision, Adobe CC ● ● ● ● ● Expert
- Coding** - HTML, CSS, JavaScript, SQL, C/C++ ● ● ● ● ● Adv. Beginner
- CRM** - HubSpot, Agile CRM, DIXA, Salesforce, ... ● ● ● ● ● Proficient
- Office** - Excel, Powerpoint, Word, Outlook, Prezi ● ● ● ● ● Expert



Personal Interests

- Traveling** - Always curious to learn about other countries, cultures, and languages
- Individual Sports** - Skateboarding, snowboarding, surfing, mountain biking, bouldering, hiking
- Team Sports** - Soccer, volleyball, basketball
- Music** - Playing piano, listening to instrumental & electronic music
- Mindfulness** - Meditation, yin yoga, TED talks
- Networking** - Service Design Jam - Los Angeles 2018 & 2019 (participation & mentoring), Time:Turner - Aarhus, LØFT 2019, for softwareudviklere, UX'ere og produktejere, Aarhus

Links

- Xing:** https://www.xing.com/profile/Florian_Gietl3/
- LinkedIn:** <https://www.linkedin.com/in/florian-gietl>
- Portfolio:** <http://www.floriangietl.com>

References*

- Former Supervisor, Germany:** Dr. Christian Strobel, Head of Corporate Development & Strategy, REWAG
- Former Supervisor, United States:** Andrew Janzen, Chief Executive Officer, Street Simplified LLC
- Siemes Gamesa Contact, Denmark:** Daniel von Heimendahl (SGRE ON CRO NE&ME PR CNS), Siemens Gamesa

*Contact details, additional references, and work samples upon request.