



# H SEBASTIAN HUNOLD

Sebastian Hunold | Portfolio 2024

# GUTEN TAG.

I am Sebastian. Concept developer, UX designer and creative director.  
I combine user-centricity, creativity and empathetic leadership with a  
passion for innovation that makes brands successful.  
And my friends say I make a killer cosmopolitan.

CURRICULUM VITAE



PROFESSIONAL

- 2022 – heute

REWE Digital GmbH

Teamlead UX Web Experience

Management of an 8-person UX team focussing on the further development and KPI achievement of the REWE website.
- 2020 – 2022

Scholz & Friends

Digital Creative Director

Creative impulse provider for a team of 12 creatives (design, text, social media) for various brands (Nespresso, DEPOT, Mercedes Benz,...)
- 2017 – 2020

Scholz & Friends

Senior UX Designer
- 2014 – 2017

Parasol Island

Senior UX Designer & Concept Developer
- 2011 – 2014

GREY Worldwide

Junior Conceptor
- 2010 – 2011

GREY Worldwide

Trainee Konzept

EDUCATIONAL

- 2009 – 2012

FH Köln

Master of Web Science

Thesis: Persuasive Design in the Non-Profit Environment
- 2006 – 2009

Universität Siegen

Bachelor of Economics

Thesis: Multi-Channel-Retailing im Luxusgütermarkt
- 1998 – 2005

Gesamtschule Derschlag

Abitur

# SKILLS

## TRANSFORMATION

I think it's great when I can lead organisations, processes and systems into a digital-first mindset - preferably with workshops, strategic measures and a lot of empathy

## IDEATION & CONCEPTION

Combining technology, insight and creativity to transform lives and enhance experiences.

## USER EXPERIENCE (UX)

I combine functionalities, methods and user needs to design successful products, apps and websites.

## DIGITAL STRATEGY

Finding the right channels and addressing users with the right communication to make brands stand out is my passion.

## EMPATHETIC LEADERSHIP

I promote a team-oriented working environment by supporting employees individually and motivating them to realise their full potential.

## TOOLS

FIGMA	<div><div></div><div></div></div>	AXURE	<div><div></div><div></div></div>
OFFICE	<div><div></div><div></div></div>	HTML	<div><div></div><div></div></div>
KEYNOTE	<div><div></div><div></div></div>	MOTION	<div><div></div><div></div></div>
ADOBE	<div><div></div><div></div></div>		

## TRAININGS & SKILLS

Bridgehouse  
Leadership Management

IDEOU  
Insights for Innovation

# LEADERSHIP EMPATHY MAP

## Visual Leadership

- Clear structures through an efficient meeting culture
- Creating creative freedom
- Team events and overarching exchange
- Show presence and exemplify values
- Leading workshops

## Communicative Leadership

- Transparent communication
- Constructive feedback and kudos
- Individual support for team members
- Creating creative impulses
- Communication with stakeholders and leadership

## Emotional Leadership

- Empathy and motivation
- Confidence in leadership qualities and decisions
- Security and relief through strong stakeholder management
- Motivation and purpose through a shared team vision

## Active Leadership

- Servant leadership approach
- Enabling focussed work
- Enabling creative experiments
- Forcing cross-functional co-operations
- Networking within the company



REWE DIGITAL

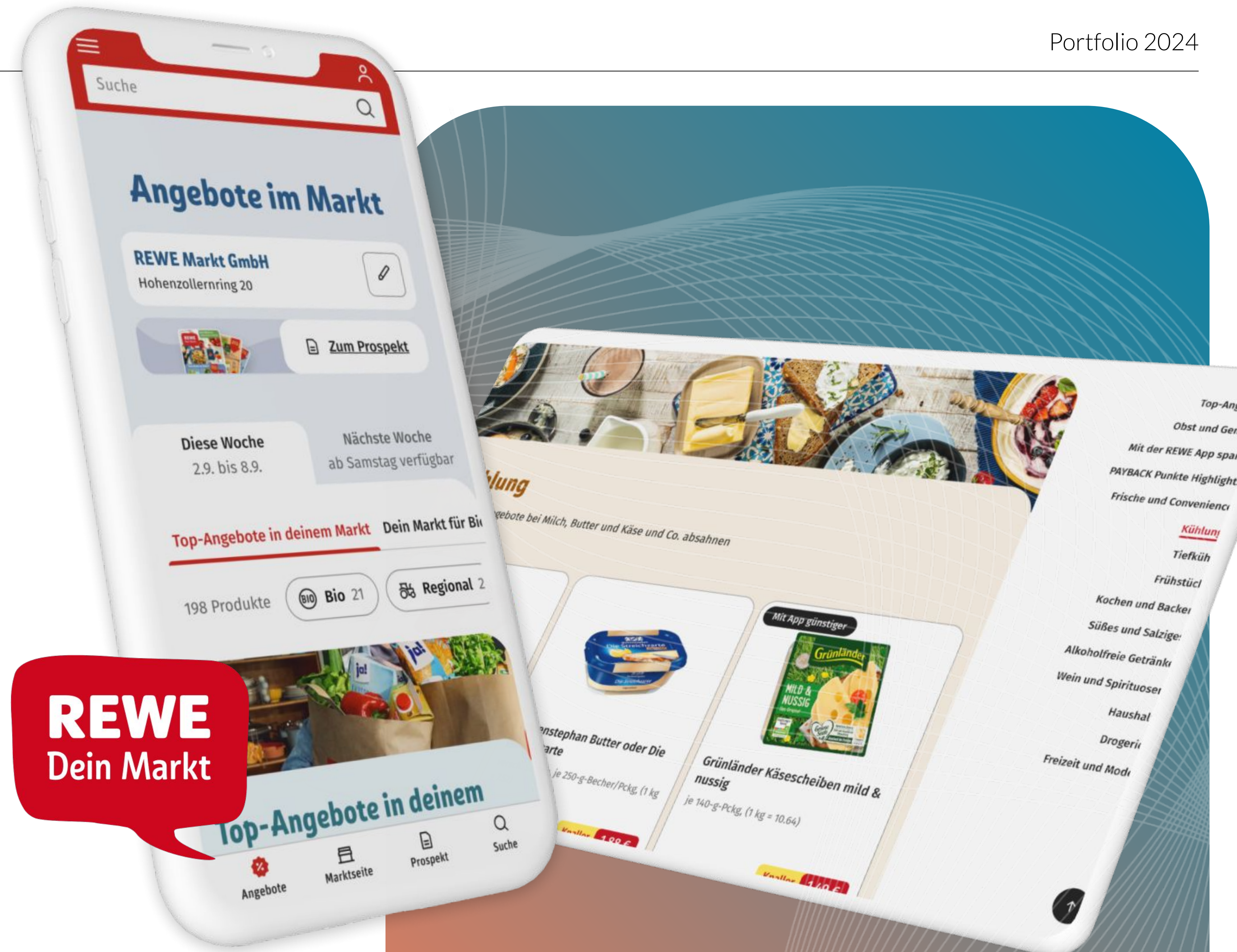
## REWE SWITCH

In July 2023, REWE discontinued printed brochures to save resources and reduce CO2. My UX team optimised the digital platforms for a seamless transition to online channels.

**Rolle** Teamlead  
Strategic Experience Lead

**Aufgaben** Moderation of creative workshops  
Stakeholder management  
Design ops and presentations

**Ergebnis** Complete redesign of the offer page  
Innovative personalisation formats  
New look & feel  
Successful transition from paper flyer



STAATSKANZLEI NRW

# LANDESPORTAL RELAUNCH

As the central source of information for all government content, the state portal has been completely revised, visually redesigned and equipped with barrier-free, user-centred functions.

Rolle	UX Lead   Product Owner
Aufgaben	Digital strategy Concept, wireframes and visualisations Communication with stakeholders
Ergebnis	New information architecture AA Accessibility on the entire site Complete redesign and reorganisation Seamless transition: no gaps in the information provided



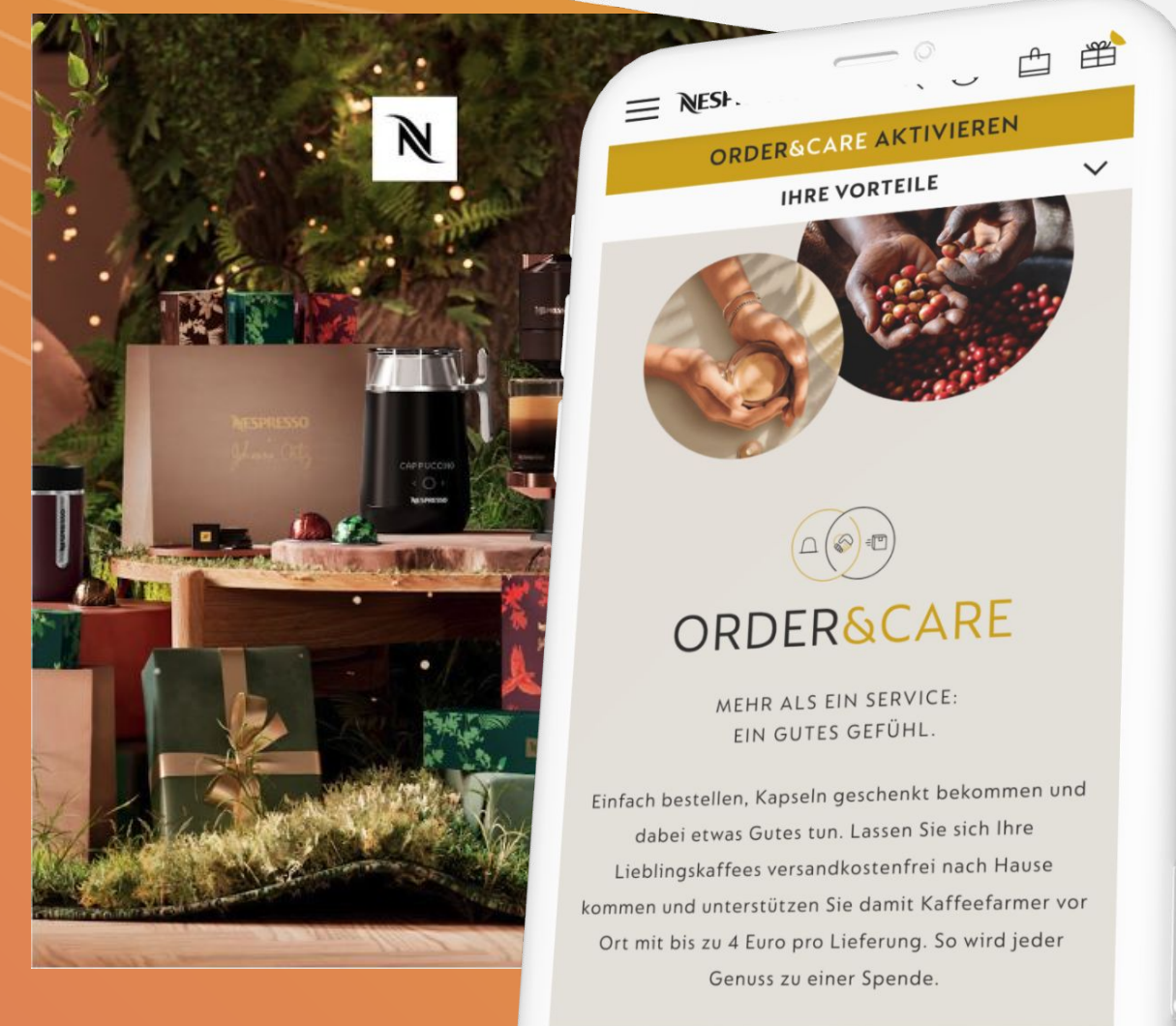
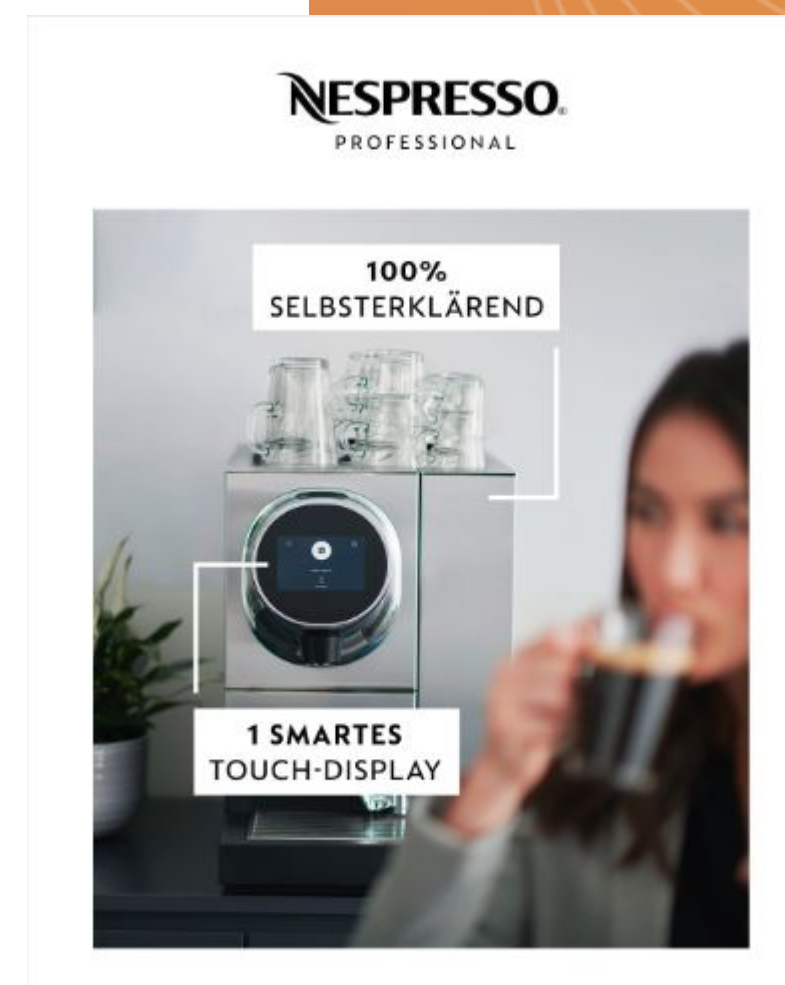
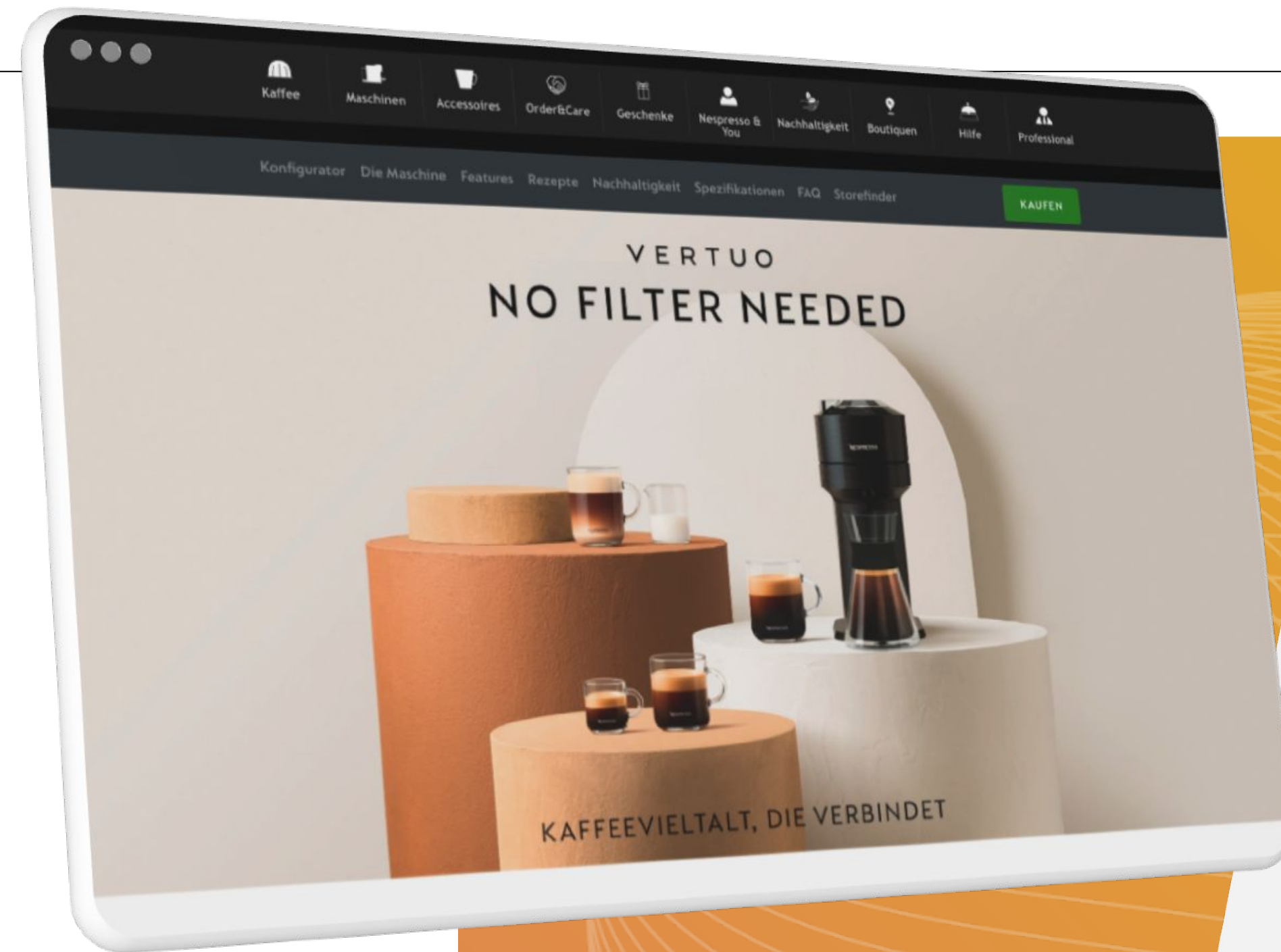
## NESPRESSO DIGITAL CAMPAIGNING

Nespresso is known for high-quality premium coffee and high-quality communication. Together with my team, I managed the brand's digital campaigns for almost 5 years, including websites, looks and concepts.

**Rolle** Creative Lead

**Aufgaben** Digital strategy & brand positioning  
Stakeholder management & workshops  
Quality assurance and creative excellence

**Ergebnis** Generation and achievement of central brand KPIs  
Dissemination of centralised brand messaging (e.g. sustainability, quality, commitment, etc.)  
German Brand Award honour



## AFTER HOURS

‘A create mind never rests’, they say. So here are some of my favourite projects I've been involved in after my 9-to-5 job.

### JENNIFER KLINGE CORPORATE DESIGN

Jenny is a great creative and a dear friend. I created a corporate design for her new freelance project. The main task was to create a simple, elegant logo that reflects her personal style.



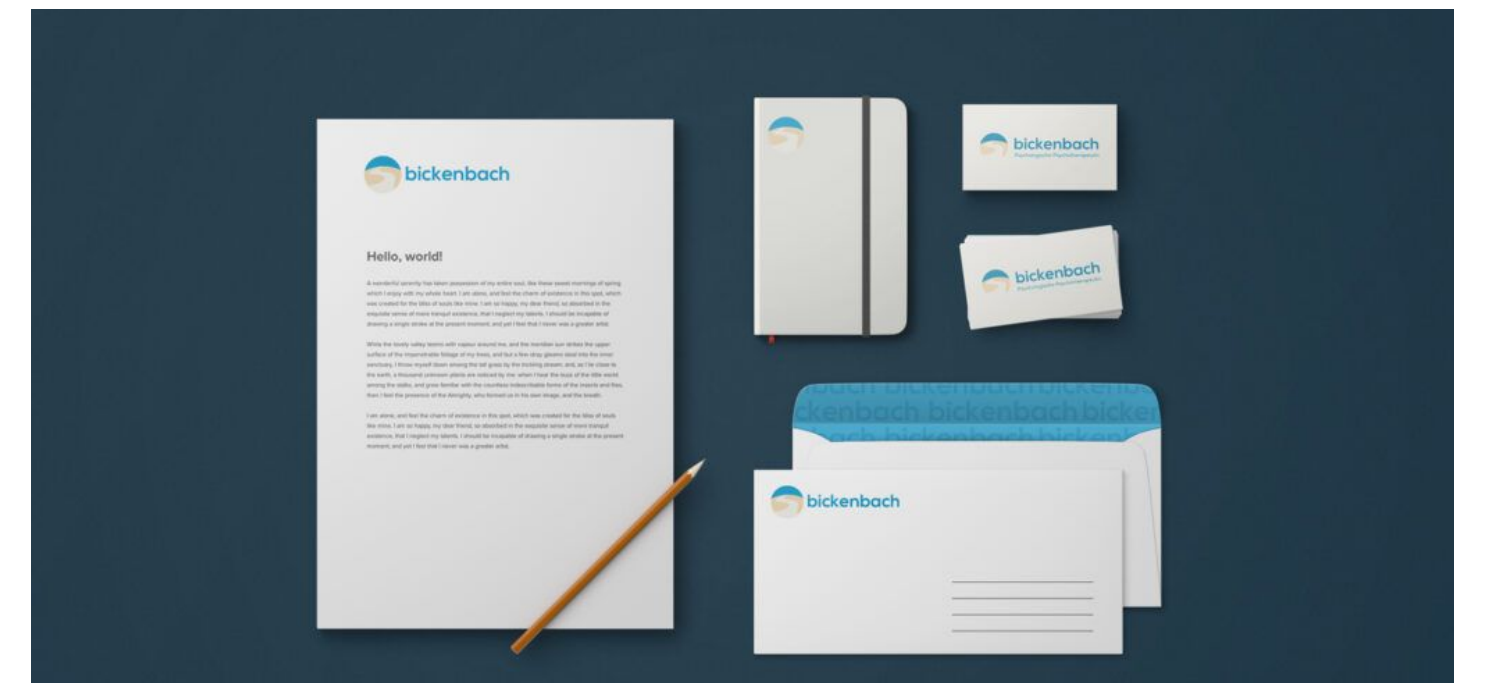
### POTASTIC EVENT CONCEPT

For over 12 years, the POPTASTIC party in Cologne stood for unusual pop sounds with a pinch of kitsch, great nights and a relaxed, come-as-you-are atmosphere. I was responsible for the party concept, the visual appearance and the general public image.



### ULRIKE BICKENBACH CORPORATE DESIGN

Rejoice! My sister has finally completed her psychology degree and is now a certified psychologist. As a small present, I designed the logo and corporate language for her first practice.



## CLIENTS (EXCERPT)



DANKE. SCHÖN.

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**Sebastian Hunold**

+49 170 2891141

[sebastian.hunold@gmail.com](mailto:sebastian.hunold@gmail.com)

[sebastianhunold.de](http://sebastianhunold.de)

**Linked In**

**Xing**