

# Gerhard Seizer

## EXECUTIVE DIRECTOR

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### Seattle/USA

- US Green Card holder

### Hamburg/DE

- EU national

## CAREER SUMMARY

- Pioneering CircX (Circular Experience), driving systemic change and delivering PoC in Circularity/Sustainability projects.
- Consolidated creative forces to lead a unified product and brand strategy launch, crafting a seamless UX journey.
- Led vertical aircraft seating integration, delivering innovations resulting in strategic joint ventures and acquisitions.
- Restructured UX/UI design agency, boosting revenue and expanding the client base through capability enhancements.
- Founded China's first international design consultancy, scaling it into an award-winning powerhouse for multinational clients.
- design integration across Eurasia, frequent speaker and judge at design award.

## PROFESSIONAL EXPERIENCE

09/2022 – present

### executive director

**INDEED Innovation** – Hamburg/Germany

- Initiating and directing new client engagements, identifying business opportunities to advance programs toward Circularity – the path to sustainability – delivering systemic change, new revenue streams and business resilience.
- Leading a team of 20 experts in crafting physical/digital products & services for the Circular Economy, actively managing stakeholder, mapping ecosystem, navigating regulatory landscapes, calculating ROI, implementation 'R-Strategies' and utilizing AI-powered LCA forecasts.
- Leverage a two-decade focus on Customer Experience to pioneer CircX (Circular Experience), boosting social media impressions by 100% and frequently speaking at international conferences.

06/2020 – 09/2021

### director of product design

**Babbel GmbH** – Berlin/Germany & Seattle/WA/USA

- Consolidated and scaled Babbel's creative team to 35 experts spanning UX/UI design, research, writing, and strategy, implementing a unified product & brand strategy framework for a seamless CX.
- Initiated iterative MVP implementations, to continually enhance the self-guided learning journey, translating research data into impactful in-app experiences, increasing UX satisfaction by 15%.
- Collaborated with product marketing to successfully launch **B2B & live learning** pilots, establishing new revenue streams and solidifying Babbel's leadership in the EdTech market with a 8% revenue increase, contributing to the foundation to IPO.

04/2016 – 06/2019

### creative director design experience

**Walter Dorwin TEAGUE Associates** – Seattle/WA/USA

- At **BOEING's** Seattle facilities, spearheaded design thinking to translate corporate insights into impactful UX & CX projects, co-developing the Creative Direction & Process practice.
- Activated cross-functional agile teams across 200 designers, often co-locating with client-side designers, and initiated collaboration projects with **Steelcase** and **Johnson Controls**.
- Co-authored the Vision 2050 vertical integration strategy and demonstrated entrepreneurial leadership, bringing aviation seating back to BOEING, resulting in a \$100 million JV with **Adient** in 2018 and acquisition of **EnCore Group** in 2019.

08/2014 – 09/2015

**managing director**  
**MING Labs GmbH** – Berlin/Germany

- Restructured a Berlin based UX/UI design team of 15 experts, enhancing organizational and creative processes to foster a unified human-centered digital experience design practice.
- Diversified offerings to include a mix of digital & physical capabilities, leading to industry partnerships and creation of the world's first AI app-controlled directional lighting for [Luke Roberts](#).
- Negotiated a key client collaboration, achieving market dominance for an organic liquid egg whites product, which received an iF Design Award for excellence.

01/2006 – 04/2013

**founding partner**  
**WILDDDESIGN Co. Ltd.** – Shanghai/China

- Founded China's first international design consultancy in 2006, scaling it a full-service creative firm with a cross-functional team of 20, fostering future industry leaders in human-centered experience design.
- Secured over 50 multinational clients, including [Clarks](#), [Bosch](#), [SanDisk](#), and [BASF](#), resulting in multi-year engagements and 10+ international design awards, while achieving a 12% annual revenue growth year over year.
- Established a 5-year retainer agreement with [Fissler China](#) to create a holistic market presence across online and 600 retail outlets.

05/2001 – 12/2005

**design strategy**  
**PANASONIC (Matsushita Electric Works Ltd.)** – Tokyo/Japan

- Acted as key liaison for alliance projects with [Procter&Gamble](#) and [Johnson&Johnson](#), leading to 5 patents, securing an iF Design Award and generating a multimillion-dollar impact in the global skin & hair care industry.
- Established the first international design team of 5 experts at Panasonic's Tokyo headquarters, while fostering collaborations with 3 European universities.
- Investigated market opportunities in China, strategizing and laying the foundation for the establishment of a Panasonic Design Center in Shanghai.

## EDUCATION

10/1995 – 02/2000

**Diploma in product design**  
**Hochschule für Gestaltung** – Schwäbisch Gmünd/Germany

## PATENTS

- 2004 HAIR IRON, [USD513090S1](#)
- 2004 HAIR STRAIGHTER, [USD526087S1](#)
- 2004 SPRAYER, [USD505865S1](#)
- 2004 SPRAYER CARTRIDGE, [USD526717S1](#)
- 2002 ELECTRIC NOSE HAIR TRIMMER, [USD476444S1](#)

## AWARDS

- 2016 RedDot Design Award [Pumperlgsund](#)
- 2013 iF Design Award [MedSense](#)
- 2010 RedDot Design Award [Better than Chocolate](#)
- 2009 iF Design Award [jury member](#) Taiwan
- 2009 winner product design [40under40](#) HongKong
- 2008 iF Design Award [jury member](#) China
- 2007 RedDot spokesperson Design Week Seoul/Korea
- 2007 iF Design Award [SK-II Air Touch Foundation](#)

## START-UPS

- [URKRAFT](#) GmbH – Munich/Germany
- [QUTEE](#) – Shanghai/China
- [ONIZOU](#) LTD – Eurasia

## LANGUAGES

- German – native speaker
- English – full proficiency
- Japanese – limited proficiency

## INTERESTS

- minimalism & optimization
- hiking & outdoors
- travel & overland-exploration