

SASCHA MOMBARTZ – PRODUCT DESIGN LEAD

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I learn complex systems quickly, find the right problem, and design and build the fix. That pattern has taken me from hedge fund analytics, as the sole designer at a company acquired by ICAP, to co-founding a fintech lending startup, to flight information displays for Pittsburgh International Airport's new terminal. Today I carry the work from research to production code, building with AI tools, and designing AI that people trust because it shows what it did and why. Since 2025, I have taught graduate interaction design at the School of Visual Arts.

RECENT BUILDS

- **Cover Your App**: Agent-powered app built on Claude Agent SDK, Next.js, SQLite and Gmail API.
- **Yello**: Desktop CRM with integrated Gmail client; Electron, React, Fastify, SQLite.
- **Dive Together**: Live community platform with map-based discovery; Next.js, Supabase, MapLibre.
- **Abseil**: Chrome plugin for easy font and image downloading; Chrome Extension, Manifest V3, JavaScript.
- **Mission Control**: Electron Mac App with Claude Code and GitHub integration to manage coding projects.

WORK EXPERIENCE

PRINCIPAL PRODUCT DESIGNER, FOUNDER | **Office For Visual Affairs**, Brooklyn, NY Jan 2024 – Present

Independent product design and build practice for founders and innovation teams in fintech, healthcare/biotech, and developer tools. Lead engagements spanning product strategy, 0-to-1 development, UX/UI, brand and implementation.

- **Pittsburgh International Airport**: Redesigned flight, gate, and baggage information displays for the airport's \$1.7B new terminal, which serves about 10 million passengers a year. Used live flight data and on-site passenger research, testing every airline and flight state so edge cases shaped the system.
- **terraFlow**: Reframed a biotech startup's request for an infographic into a full product and brand. Designed the information architecture, workflows, and research dashboard that turned a scientists' analysis tool into a product for research teams.
- **Daily**: Designed an 80-page printed guide to voice AI by Daily founder Kwindla Hultman Kramer, from layout to infographics, turning the mechanics of real-time voice agents into diagrams readers could follow at a glance.

HEAD OF PRODUCT DESIGN, CO-FOUNDER | **Open Dollar**, New York, Remote Oct 2022 – Dec 2023

One of three co-founders of a five-person fintech startup building a stablecoin lending product. Raised about \$1M.

Owned brand, product design, and the design system. Directed one designer and one engineer on brand and product.

- Owned brand, web and product design end to end, from naming and identity through product and design system; reached \$1.4M in total value locked.
- Defined product requirements with engineering and established the design system guiding releases.
- Coded an interactive SVG/JavaScript visualization that made complex lending positions readable for borrowers.

BRAND AND PRODUCT DESIGN LEAD | **Tilt** (acquired by Docker), New York Jan 2020 – Aug 2022

Developer tools startup automating local environments for engineering teams building with microservices.

- Designed an interactive command-line interface for real-time status, logs, and reports, making multi-service workflows legible to engineers.
- Led the rebrand across identity, motion, and brand guidelines; designed and launched the new landing page and educational YouTube channel.

PRODUCT DESIGN LEAD | **Unlock**, New York May 2018 – Jan 2020

VC-backed platform that lets creators and publishers monetize content through paywalls, tickets, and memberships.

- Designed the product experience on an open-source protocol with the engineering team, making a technical payments system approachable for non-technical creators.
- Led the rebrand and evolved the landing page as the company grew; built embeddable component examples in JavaScript and Webflow.

DESIGN LEAD | Nestlé, InGenious Accelerator, New York, Vevey Jun 2016 – Jan 2017
Led cross-functional teams in Nestlé's internal accelerator from concept through launch, including on-demand Nespresso delivery and a loan-tracking app for cacao farmers in Ghana.

BRAND AND PRODUCT LEAD, FOUNDER | Office For Visual Affairs, Brooklyn, NY Oct 2013 – Jun 2016
Product and brand design for venture-backed startups.

- **ENSO Financial** (acquired by ICAP): Sole designer at a 60-person hedge fund analytics startup whose clients held more than \$1T in assets under advisory. Designed the platform from first concept through launch with analysts and engineers and led the rebrand. Won Most Innovative Technology Provider at the HFM US Hedge Fund Services Awards in 2015 and 2016.
- **Lolly Wolly Doodle**: Designed and co-wrote the investor deck behind a \$20M Series A for a kids' clothing brand that built a \$10M business selling directly through Facebook comments, one of the first of its kind.
- **StartUp Health**: Led the rebrand and investor presentations for a leading health startup incubator.

HEAD OF PRODUCT DESIGN | Urtak, New York Aug 2011 – Oct 2013
Venture-backed polling and audience engagement startup; part of the second Techstars NYC class (2011).

- Led the product reinvention through Techstars and the fundraiser that followed, owning identity, the web app, and a Facebook app with a customizable embed widget.
- Grew the app to 100,000 monthly visits with clients including CBC, El Tiempo, Huffington Post, James Patterson Mashable, The Blaze and The Daily Beast.
- Designed publication and marketing materials that earned coverage in The New York Times and Newsweek.

INDEPENDENT PRODUCT DESIGNER, New York Dec 2010 – Aug 2011
Product and brand design for venture-backed startups.

- **Airbnb**: Designed the user experience for a new social connections feature and host business cards.
- **TrustYou**: Led the rebrand for the hotel reputation platform, which served thousands of hotels worldwide.
- **curefab**: Designed the touchscreen interface for a 3D ultrasound console used by physicians.

CREATIVE DIRECTOR, CO-FOUNDER | Caseable, New York Mar 2010 – Nov 2010
Co-founded and launched customizable laptop case startup in six months, building the brand, product, production line, and online customization platform.

DESIGNER | Google Creative Lab, New York Nov 2009 – Feb 2010
Designed the Nexus One style guide, used company-wide and by vendors worldwide, and developed Chrome brand campaigns across web, print, and motion.

PRODUCT DESIGNER | The New York Times, New York Apr 2009 – Nov 2009
Designed web and mobile products including the breaking-news header, DocumentCloud's \$750K Knight-funded document viewer, and native/mobile experiences for iPhone, Palm Pre, and BlackBerry; iPhone app reached 3M downloads.

ADDITIONAL EXPERIENCE

- Co-authored and designed The **Community Canvas**, a 60-page framework adopted by 200k+ change-makers globally and translated into 15 languages.
- Adjunct **Faculty at SVA's** Interaction Design & Design for Social Innovation programs. Guest Critic at NYU ITP.
- **RSA New York Ambassador; Design Museum Everywhere** Advisory Council Member; Committee Chair for the **Cooper Union ASG Award**; Jury Panelist for the **Better Together Challenge** (South Korea); Judge for **NYC Dept. of Small Business Services, TechTogether**, and **OneMonth Startup** Bootcamp.
- **Skills**: Web3 Product UX, Brand Strategy, Figma, Webflow, Adobe Creative Suite, Claude Code & Design.

EDUCATION

Bachelor of Fine Arts (BFA), Communication Design | The Cooper Union for the Advancement of Science and Art
Co-Active Coach Training | Co-Active Training Institute (in progress)