

Application

Founder's Associate | Venture
Builder | Strategy, Design & Web3

2026



BABAK

Business-oriented builder with a background in design, strategy and emerging technologies.

Experienced in developing early-stage ventures, structuring business models and building design-driven organizations. Currently building a Web3 startup and supporting projects at the intersection of product, brand and innovation.

Jutta Babak
geb 27.12.1991
in Donauwörth

Stralsunderstraße 41
13355 Berlin

Hard Skills

Brand Strategy
Pitch Deck Development
Market & Competitive Analysis
Venture Development
Go-to-Market Strategy
Workshop Facilitation

Design Skills

Design Strategy & Leadership
Art Direction
Branding
Digital Product Design
Design Systems (UI/UX)
VR/AR Environments

Soft Skills

Solution Oriented
Moderation Skills
Productive Communication
Intercultural Awareness
Agile Mindset
Innovation Driven

Programm Skills

Photoshop / Indesign
Illustrator / After Effects
Figma
Blender / Unity
Google Workspace
Notion / Github
Midjourney

Interests

WEB3 / Blockchain
Sociological theories
Mixed reality / XR
Contemporary Art
Architecture

Languages

German - Native
English - Fluent

CONTACT

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PORTFOLIO

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WORK EXPERIENCE

Oct 2025 - May 2026
Business Development
International University Certificate Program

Jan 2025 - Today
Founder & Strategy Lead
Communication Startup AREAL

Building a Web3-native professional networking platform that replaces credential-based identity with on-chain verified reputation, documented through real-world physical encounters.

- Designed the software and blockchain architecture, defining the technical foundation and system logic of the platform.
- Developed the brand identity including visual language, positioning, and communication strategy.
- Conducted market and competitive analysis, defined the business model, and translated findings into a comprehensive business plan covering legal structure, financials, and market entry strategy.
- Developed MVP screens and user flow in Figma, currently consolidating findings into an investor-ready pitch deck.

Mar 2024 - Today
Freelance Strategy, Design & Operations

- Consulting clients across arts, and tech on brand identity, positioning, and messaging, developing cohesive strategies
- Designing platform-specific content for social media to strengthen audience engagement and brand presence for clients including a Berlin-based artist and Web3 DeFi Startups
- Participated in Solana Hackathon, collaborating on blockchain-based projects and building hands-on experience in Web3 product development.df
- Managed technical operations of VR headsets during immersive experience exhibitions (New Media Arts Center, Berlin)

- Developed and implemented visual communication and signage systems to proactively address visitor needs, measurably reducing staff workload through fewer recurring inquiries

Apr 2021 - Jul 2023
Senior Designer (Strategy & Growth)
Libentry, Berlin

Strategy

- Defined a branding that represents the company's vision, and sub-brandings for connected products
- Market analysis of competition and target groups
- Planning and executing design strategies aligning with the evolving business objection, fitting the WEB3 environment
- Led go-to-market campaign for developer community growth, partnering with Galxe to design a quest-to-earn activation including audience segmentation and developer requirements scoping

Management

- introducing the other teams to Figma by conducting workshops about Figma and design processes
- Setting up project file structures in Figma team library
- Supervising team or project status using social democratic structures
- Setting up projektmanagement structures in Notion for the design team

Design

- Setting up design brand asset libraries and guides for internal or external use cases
- Visual and creative direction for marketing campaigns
- Setup of contemporary UI design system, directing the style and tonality of user facing products
- Technical alignment with the development team to ensure a smooth product production process

May 2019 - Dec 2020

Art Director

Agenturfuerkrankemedien GmbH, Berlin

Webdesign

- Art direction and styling of web-based museum digital with a custom design system
- Advancing the design system of the digital website builder in cooperation with the development team
- Design visual concepts for webdesign pitch competitions
- Consultations to align the design to the objection of the client and the technical possibilities
- Designing the user interface and branding for a mobile reader application, centralizing media articles from various sources

Film Business

- Post production including movie retouching, on-screen animations and screen cards for the series DRUCK
- Art direction and design of movie concept presentation materials
- Cover visualisation of movie synopsis for Studio Central

2017

Junior Designer

Department VICE Magazin VICE Media, GmbH

- Supervising the print production of VICE Magazine Germany
- Art direction of intern print advertisements for the Vice Magazin and subtitles like Noisy
- International coordination for Vice intern print advertisement
- Print and online advertorials for collaborations with Vice Virtue

2015 - 2018

Graphic Designer

Freelance

- Facilitated brand strategy workshops with small business clients to define positioning and visual direction, translating outcomes into full brand identities including media assets

EDUCATION

Oct 2025 - May 2026

Business Development Manager

Certificate Program

IU International University

Programm included Managerial Economics, Service Management, Entrepreneurship and Innovation Management

Jul - Dec 2023

VR Space Building

Certificate Program

We connect arts Berlin

2013 - 2018

Bachelor Of Arts Communication Design

HTW, Berlin

2009 - 2012

Staatlich Geprüfter Grafik Designer /

Fachabitur Grafik Design

3 year applied college in graphic design

Ferdinand von Steinbeisschule Ulm

2007 - 2009

Mittlere Reife Grundausbildung Bautechnik

Ferdinand von Steinbeisschule Ulm

INTERNSHIPS & PROGRAMS

2024/2025

Collosum Hackathon

Solana

- Supported multiple teams including Peridot Finance across pitch deck development, brand design, UI/UX, marketing consulting, and video production. Pitched original project concepts independently.

Oct 2019 - Apr 2020

Artist In Residence

Factory, Berlin

- Collaboration on multiple technologic focused art projects for Sonar D 2020
- Created presentation material and conducted a VR project pitch presentation
- Concept for a facial recognition blocker technology devised based on self-conducted research

Sep 2016 - Dec 2016

Internship Creativ Department

VIRTUE VICE Media GmbH, Berlin

- Marketing conception
- Production of online banner and screens
- Production of visuals / illustrations
- Preparation of marketing presentations
- Branding logo/Ci creation
- Marketing research
- Mock up preparation