



# Sven Read

Founding-Level Product Designer — Design in Code, 3D/Spatial Interfaces, Built Environment

**Email:** me@svenread.com | **Phone:** +49 160 6191277 **LinkedIn:** linkedin.com/in/svenread |

**Portfolio:** www.svenread.com **Location:** Near Munich, Germany (Remote)

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## PROFESSIONAL SUMMARY

Designer who works in code as the primary medium. 20+ years of product design, currently building exactly what this role describes: at Baid I'm designing and building a **design system in code on shadcn/ui** — tokens, variants, modes, Storybook integration, auto-generated documentation — where “handoff” is a code review, not a translation. At Aeyes, which I co-founded, I design and implement directly in React Native with Claude, Cursor, and Zed as daily working tools. The running product is the source of truth; Figma is where I think, not where the work lives.

The 3D/spatial side comes from three years at **Brainlab**: surgical navigation software where 2D UI meets a live 3D scene — multi-pane 3D anatomy views, real-time spatial trajectory alignment, camera-overlay spatial selection on a robotic CT scanner, and **mixed-reality surgical visualization on Magic Leap AR glasses**. Viewport behavior, spatial feedback, and the seam between interface and 3D space were the daily design problems.

And the domain fits: years of designing for the built environment — HVAC installers at Vaillant (field research on construction sites), building automation at Baid, building inspectors at Aeyes.

Native German and English speaker, based near Munich, remote-first for years.

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## CORE SKILLS

Design in Code (React, TypeScript, Tailwind, shadcn/ui) • Design Systems in Code (Tokens, Variants, Light/Dark Modes, Responsive, Accessibility) • AI-Assisted Design Workflow (Claude, Cursor, Zed) • 3D/Spatial Interface Design (Viewport UI, Spatial Feedback, Mixed Reality) • Built-Environment Domain (Construction, HVAC, Building Automation, Inspection) • End-to-

End Product Surface Ownership • Iconography & Visual Language Direction • Founding-Stage  
0→1 Product Design • Tight Designer–Engineer Loops

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## PROFESSIONAL EXPERIENCE

### Senior Product Designer | Baidn | November 2024–Present

*AI-Powered Building Automation — Design System in Code*

- Designing and building the design system **directly in code on shadcn/ui** — tokens, variants, light/dark modes, responsive behavior — wired into Storybook with auto-generated documentation, so the system is self-documenting from a single source of truth
- Prototyping in code with Claude: what gets “designed” is already buildable and lives in the codebase
- Operator interfaces for autonomous AI agents in building automation — real-time status, alert escalation, human-override workflows

### Co-Founder & Product Designer | Aeyes | June 2024–Present

*AI-Powered Mobile SaaS for Building Inspectors — Sole Designer, Ships in React Native*

- End-to-end design and direct implementation in React Native of an AI-powered mobile app — design system from zero (components, tokens, Figma Variables for theming), implemented by my own hands alongside the engineering co-founder
- Daily AI-native workflow: Claude, Cursor, and Zed for spec drafting, component generation, edge-case pressure-testing
- Sole designer, acting CEO; shipped from concept to market in under a year

### Senior UX Designer | Toptal | November 2021–Present

*Complex B2B Platforms (Independent Contract)*

- Multi-domain contract work including McDonald’s New Zealand (five web apps consolidated into one platform — Tailwind prototype served as the canonical reference for the production rebuild), Saudi Aramco (energy grid operations), and Boston Consulting Group
- End-to-end ownership from discovery through engineering collaboration in distributed, agile setups

### Senior Product Designer | Vaillant Group | December 2022–November 2024

*Industrial IoT & B2B SaaS — Built Environment, Design System at Scale*

- Built a Figma design system from scratch across 5 product lines — components, tokens, interaction patterns, governance, cross-team adoption
- Field research with HVAC installers on construction sites; translated real working conditions into multi-step technical workflows

## Lead UX Designer | Brainlab | December 2018–November 2021

*Surgical Navigation & Intraoperative Imaging — 3D/Spatial Interface Design*

- **Loop-X:** touch-first tablet UI for a robotic mobile CT scanner — multi-pane 3D anatomy views, crosshair alignment, camera-overlay spatial selection where operators visually match a projected scan area to the patient. The seam between 2D UI and a live 3D scene, designed for gloved hands under sterile drape
- **VarioGuide:** real-time spatial trajectory alignment for cranial surgery — a circular gauge giving simultaneous spatial (“how close”) and precision (“how many degrees off”) feedback, readable at distance, with MRI trajectory overlays for verification
- **Mixed reality:** UX work on surgical visualization for **Magic Leap AR glasses** — spatial UI where interface elements live in the room, not on a screen
- Built and governed a design system across 8 product lines in a regulated environment

## Design Lead | BörseGo AG | 2014–2018

*Financial Platform — Dense Data Made Legible*

- Eight years designing one of Germany’s largest financial platforms — real-time market data with thousands of concurrent updates per second, translated into scannable, legible, high-clarity interfaces
- Led a team of ~5 product designers

## Senior Product Designer | Cliqz AG | 2014–2018

*Consumer Mobile & Desktop Browsers*

- Native mobile browser products for iOS and Android for millions of consumers — platform patterns, visual craft, onboarding flows

## Product Designer & Co-Founder | Om7Sense | 2010–2013

*Energy Management SaaS — Successfully Acquired*

- Co-founded, designed, and implemented (HTML/CSS/JavaScript) a complete data center monitoring platform; acting CEO through acquisition by Schleifenbauer Group

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## PROJECTS I’VE BUILT MYSELF (RECENT)

**svenread.com** — Portfolio designed and built from scratch in Astro + Tailwind: typography-led, MDX content collections, custom Markdown-to-A4-PDF print pipeline. Designed, coded, deployed end-to-end.

**EnerTree React prototype** — Live React prototype for Schleifenbauer’s data center monitoring platform, adopted by engineering directly as the reference implementation for production. [svenread.com/work/enertree](https://svenread.com/work/enertree)

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## EDUCATION

**Interaction Design Specialization** | UC San Diego (Coursera) | 2015 **Nielsen Norman Group UX Certification** | 2012–2016

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## LANGUAGES

**German** (Native, C2) • **English** (Native, C2) • **French** (Basic, B1)

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## TECHNICAL SKILLS

**Code as Design Medium:** React, React Native, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, shadcn/ui (tokens, variants, primitives), Astro, MDX, Storybook, Git/GitHub **AI-Assisted Workflow:** Claude, Cursor, Zed — daily use for prototyping in code, component generation, spec drafting, design-to-production iteration **Design & Visual:** Figma (expert), Sketch, Adobe Creative Suite — iconography, illustration direction, visual language systems **3D/Spatial:** Viewport and spatial UI patterns from surgical navigation (Loop-X, VarioGuide) and mixed reality (Magic Leap); the 2D-UI-to-3D-scene seam as a recurring design problem **Methods:** Design systems in code, light/dark + responsive from the start, accessibility, user research, field observation, usability testing