

Jetti Stykow

Trained as an interaction designer, I've spent 10+ years in fast-paced innovation environments as consultant and craft practitioner experiencing the power, privilege, and responsibility of design: asking better questions, challenging the status quo, empowering disenfranchised people, envisioning better futures, and propelling change.

I trust that my best work still lies ahead of me — turning more possibilities into action and creating positive impact in a climate-conscious future.

Innovation Consulting.
Digital Product Strategy.
Experience Design.

jettistykow.com

EXPERIENCE

(selected)

(Senior) Design Director

2020 – 2024 · IDEO · San Francisco, USA · Germany (remote)

Growing and nurturing the community of design leaders, and developing IDEO's business through client relationships, active work on biggest client accounts, domain leadership, and guiding designers to craft excellence.

Creative Leadership

Talent Development

Business Development

Co-Founder + Business Owner of an Early Venture

2018 – 2020 · Voy, Ford Motor Company · Palo Alto, USA

When building the design innovation lab D-Ford, I incubated a mobility startup, taking it from opportunity identification and a paper prototype to a digital platform, brand, sales team and first five paying businesses.

Strategy + Design

Product-Market-Fit Validation

B2B Sales

Venture Design

Piloting Value Props

Hiring the Scale-up Team

Interaction Designer + Team Lead

2015 – 2019 · IDEO · San Francisco, USA

Leading teams and projects, being responsible for day-to-day design activities, project outcomes and impact, as well as client satisfaction while honing my interaction and leadership skills.

UX/UI

Digital Prototyping

Service Design

Team Experience

Human-Centered Design

Client and Project Management

Concept Design Internship

2013 – 2014 · LEGO · Billund, Denmark

Taking a gap year from my Master studies, I interned at Lego's innovation group, focused on concept ideation, exploration, development and testing of future business opportunities.

Design Research

Illustration

Prototyping

Design for Play

WHAT FUELS ME

Quirky humans · Team spirit · New work paradigms · Complex systems · Wicked problems · Terrible user experiences · Developing talent · Delivering the unexpected · Exploring possibilities through hands-on making · Motion graphics animation · Inventing the future · Chocolate · Foosball

LANGUAGES

German
native

English
fluent

French, Spanish
conversational

Swedish, Norwegian
basic

EDUCATION

M.A., Interaction Design

2013 – 2015 · UID Umeå, Sweden

Designing at the intersection of physical and virtual experiences, beyond the screen (ubiquitous + wearable tech)

B.Sc., Communication + Multimedia Design

2008 – 2011 · FH Aachen, Germany

Frontend development, audio and video production, graphic design, marketing, entrepreneurship