

Ib Warnerbring

Senior Designer & Product Builder // ibw@hey.com // +44 7455 077 218 // Portfolio: warnerbring.xyz

Hands-on product designer, startup founder, design team lead, 0→1 builder and 1→10 refiner across AI, web3 and B2C - expert in crafting world-class UIs, design systems, consumer apps and intuitive user experiences.

Design

UI/UX, Design Systems, Figma, Branding, Prototypes, Research

Engineering

Ruby On Rails, SASS/HAML, Tech Strategies, Rapid Prototyping

Leadership

Team Building/Hiring, Startup Bootstrapping, Agile Iteration

/// Full-Time & Leadership Roles

- Lead Designer, Terraform Labs** • Blockchain Infrastructure, web3 • 2023-2024
 - Owned all design for Station Wallet (top Cosmos wallet, 1M+ active users at peak)
 - Redesigned browser extension and mobile apps end-to-end
 - Built and shipped comprehensive design system in Storybook
- Founder, Department 77 & Shadow Fleet** • GameFi, web3 • 2021-2025
 - Created and sold out multiple NFT collections single-handedly
 - Solo role: product designer, CTO, game director, 3D artist, marketing, community
- Lead Designer & Co-Founder, Cherrypick (ex-Lollipop)** • AI-Powered Food Delivery • 2020-2021
 - Co-founded with ex-Monzo COO, designed and built initial prototype
 - Designed native apps, branding, design system, led and recruited design team
- Creative Director & CTO, Florence** • Healthcare Professionals Marketplace • 2017-2019
 - First tech hire: designed and built the product from prototype → industry leader → £5M Series A
 - Led and recruited product team (developers, designers, researchers)
- Creative Director, Steer73** • Software Agency • 2014-2016
 - Designed moonshot projects for companies like Paddy Power and Regus
- Lead Designer, Tastebuds** • Music-Based Dating App • 2012-2014
 - Designed web and mobile apps + frontend implementation

/// Freelance & Contract Roles

- Lead Designer, Sherlock** • Smart Contract Auditing, web3 • 2024-2025 (6-month contract)
 - Revamped branding, redesigned entire UX/UI, streamlined processes, created marketing assets
- Lead Designer, Zapper** • Wallet Dashboard, web3 • 2021-2022 (3-month contract)
 - Designed native mobile app, built prototype, created design system
- Lead Designer, Boom Studios (ex-Dribbble)** • Fantasy Sports / Betting • 2016 (6-month contract)
 - Designed native mobile app, refreshed full product/brand
- Freelance Designer** • Various • 2008-2012