Sebastian Selling
Designer who Codes

CONTACTS —

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ACHIEVEMENTS —

500 Startups Batch 19
$150k seed round

Winner of Swedish Construction Innovation grant for 3 consecutive years 2012-2015 ($180k total)

Swedish Construction Innovation of the year 2014

Swedish IT Project of the year 2013

SKILLS —

Tailwindcss	React/Nextjs
Vuejs	Brand & Identity
Visual Design	Marketing
Figma	Sketch
CSS/HTML	Startups

LANGUAGES —

English	Bilingual
Swedish	Native

EXPERIENCE —

2025 Feb - Present
sharedspace.se

- Founder of sharedspace technologies, apps focused on solving niche problems in properties & construction.
- Skills: Start-up Ventures · Software Development · Proptech · Design
- project: sharedspace.se

July 2024 - Present
g:corp

- Co-founder of Micro app studio where we build products that solves niche issues in a beautiful and modern way
- Skills: Next.js · Front-End Development · Marketing · Digital Marketing · Figma (Software) · Tailwind CSS · Branding & Identity · Visual Design
- project: https://scribbly.se/

March 2017 - Present
Besiktningsman.se

- **-Key contributor** to business strategy & execution
- **-Marketing:**
-   - pinterest campaigns w/ 500k views per year from zero presence
-   - got google ads campaigns to go from 10k impressions to 2.1m + from 700 clicks to 22k
- **-Branding overhaul from strict b2b,** to encapsulate b2c, history etc: www.besiktningsman.se/om_oss
- **-Landing page overhaul and maintenance:** www.besiktningsman.se
- **-Co-created prop management firm** which was directly connected to our inspection service: www.dinfastighetsforvaltare.se
- **Skills:** Web Design · Business · Digital Marketing · Figma (Software) · Visual Identity · Tailwind CSS · Branding & Identity · Astrojs

2012 - 2024
ispect

- **-Key contributor** to company vision and business execution
  -Designed and iterated upon the brand from scratch(2012-2023)
  -Implemented the UI in Vuetifyjs and shipped the web app within 3 months(2020)
  -Refactored from Vuetify to vue 2.7 + tailwindcss for easier maintenance(2023)
- Skills: Vuetify · tailwindcss · Vue.js · (CSS) · Figma / Sketch · UI Design · Visual Identity

Article about the journey:
https://www.sebastianselling.com/artifacts/archive/makings-of-ispect

2014 July - 2017 February
icontrol

-Designed the brand and visual identity from the ground up
-Designed the UI for iOS + Web app platform in Sketch
-Designed and coded the landing page

Article about the journey:
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