



# Sebastian "rash" Gepperth (en: they|he, de: er)

**Product & Engineering Leader.** For 20 years I've been working at the intersection of product and engineering, figuring out what to build and then building it with a team. I shape product vision and roadmaps, validate decisions through user research and customer interviews, and grow cross-functional development teams, all while staying deeply technical. I've shipped everything from AI content platforms to virtual event software to workflow engines. I care as much about how a team works together as about the product itself. Human organization and technical architecture shape each other, and I design both intentionally.

*I'm a very visual and communicative person who loves their craft and helping people. Huge nerd.*

## Experience



### Product & Tech Leadership

AX Semantics GmbH

Aug 2016 - Mar 2026

As **Head of Product** I led development of a new content workflow automation platform combining deterministic text generation and generative AI, **shipping from prototype to first production customer in six months** through rapid prototyping and short feedback cycles. I owned the **product vision and roadmap**, validated decisions through user research, market analysis, and customer interviews, and worked closely with Customer Success and Linguistics specialists to stay ahead of customer requirements.

I **grew and led a cross-functional development team** of up to 8 engineers, setting technical direction while mentoring team members and onboarding new hires. I translated technical complexity for non-technical stakeholders and discussed roadmaps and project progress with leadership.

Over nearly 10 years I evolved through multiple roles at AX, from **UX Designer** and **Frontend Engineer** to **Principal Engineer** and **Head of Product**. Along the way I redesigned the core product for intuitive onboarding and reduced learning curves, built an in-product tutorial system enabling non-developers to use the platform, developed analytics dashboards with interactive usage metrics, and designed complex system architectures including real-time collaboration systems, a WASM-based workflow runtime, and an operational transformation library.



### Freelance Design & Frontend

rash.codes & venueless

April 2021 - Now

Co-created an **open-source virtual conference platform** as both a community project and SaaS product, **hosting over 400 events** for conferences, meetups, and communities. I focus on **product design and frontend development**, shaping the user experience for organizers and attendees. The platform supports live streaming, chat, networking features, and interactive sessions.



### Web Application Engineer

Onventis GmbH

Feb 2016 - Jul 2016

For Onventis' procurement platform I **implemented and shipped a redesign of their catalog management component** together with another new hire.



### Co-Founder

creatale GmbH

Jan 2013 - Jan 2016

**Co-founded a software agency** building custom applications, primarily in the medical field. Scoped projects with clients, translated requirements into technical plans, and shipped on tight timelines with a small team.

### And much more

since 2004

Starting with freelance web design, I've been working with a wide variety of companies, technologies and problems, from CMS like Drupal, browser-based point-of-sale systems, and desktop applications with Java or .NET. **I care a lot about strong communities and diversity, doing a lot of mentoring and creating safe spaces.**

## Education



### Softwaretechnik

Universität Stuttgart

2007 - 2013

I favored practical application over theory during my studies of software engineering, learning a great deal about software engineering and processes in our projects with other departments and institutes. I successfully dropped out a bit before writing my thesis to start my own company.

## Skills

### Product & Leadership

Product Vision & Strategy / Roadmap Definition / User Research & Validation / Cross-functional Team Leadership / Mentoring & Team Growth / Stakeholder Communication / Organizational Design / Rapid Prototyping / Design, UX & Usability

### Technical

Software Architecture / Full-Stack Web (TS, Node.js, Vue) / Real-time Collaboration Systems / Cloud Infrastructure (AWS) / DevOps & CI/CD / Scalable Systems

### Languages

German - *native*

English - *fluent*

### Contact

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