

Gerhard Molin

Product Strategist (Freelancer)
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Summary

Being a human-centered designer I push for customer-centric solutions. I am radically inspired by people and show create empathy for the user. In the design research I use qualitative research (eg by organising fieldwork, facilitating co-creation sessions, conducting contextual interviews, performing usability studies, etc.). I interpret and translate rich user insights towards a clear vision for innovative products, services, spaces, interactions and experiences. I test early prototypes iteratively with users to move ideas closer to market launch.

Publications

[The Role of the Teacher in Game-Based Learning: A Review and Outlook](#)

[Towards a Teacher-Culture of Participation](#)

Top Skills

Entrepreneurship

UX Design

Product Strategy

Experience



Product Strategist

Freelancer, Helsinki, Finland

01/2019 – Present

As freelance product strategist I help startups to shorten the time between idea and learning in order to learn fast and early to move forward. I help my clients with Growth Hacking (Growth Design Sprints), User Experience Design, Lean Startup Experiment Design, 4-Day Design Sprints, Lightning Decision Jams, User Research, Rapid Prototyping and Usability Testing

Design Strategist

Polkuni, Helsinki, Finland

09/2018 – 02/2019

Polkuni is a Helsinki and Hong Kong based hands-on investment and activation company. I helped Polkuni's portfolio startups with Business Design, UX Research, Designing & Executing Lean Startup Experiments and 4-Day Design Sprints.

CEO, Co-Founder

Unserious, Helsinki, Finland

09/2016–09/2018

Our mission was to design physical games that unleash people's creativity and bring them together. Our award winning board game LUPO: The Space Adventure was sold out in UK & USA over Amazon, exceeding lifetime industry average sales in just a few months. We raised \$120k in risk capital and generated \$70k in revenue within 8 months of founding the company. My primary tasks at Unserious as CEO / Co-founder included Game Design, UX Design, UX Research, Rapid Prototyping, Planning and Executing Experiments (Lean Startup Methodology), Pitching, Fundraising and Sales.

PhD Design Researcher

University of Helsinki, Helsinki, Finland

01/2016–09/2016

At the University of Helsinki I continued where I left off at RMIT. My focus has been to create creative and playful tools that empower teachers as (game) designers of their classroom. I published one book chapter "The Role of the Teacher in Game-Based Learning" (Springer) and one conference workshop paper "Towards a Teacher-Culture of Participation". It was during that time when the idea for the creative and ridiculous storytelling game LUPO: The Space Adventure emerged.

Education

University of Helsinki

PhD in Education, Helsinki, Finland

2016–Present

RMIT

PhD in Creative Media, Melbourne, Australia

2015–2015

Brunel University

MA in Digital Game Theory & Design, London, UK

2013–2014

Vienna University of Business and Economics

BSc, Vienna, Austria

2009–2013