



Prof. Dr. Sebastian Löwe

A creative and design manager, who fuses strategic oversight, economic understanding and highly structural thinking with a sensitivity for design and deep knowledge on agile design and innovation processes. As a professor for design management, director for the design management master program, and free design consultant I lead teams and students alike to strive for better insights, products and processes. I focus strongly on the topic of artificial intelligence and design, co-founded the Designing with AI (dai) conference and co-authored the German book Design and Artificial Intelligence.

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Education

- PhD, German literature
Martin-Luther University, Halle, Germany · 2011 – 2015, Grade: summa cum laude (with highest honor)
- Diploma, media arts
Burg Giebichenstein University of Art and Design, Halle, Germany · 2005-2010
- Bachelor of Arts, media studies
Ruhr University, Bochum, Germany · 2002-2005

Mindset

- Growth mindset
- Appreciation and support
- Servant leadership
- Agility and self-organization
- Systems thinking and design thinking
- Strong belief in diversity and broad ranges of people's abilities and strengths
- Yoga and meditation

Experience

Professor for design management
Mediadesign University, Berlin · April 2018 – present

- Director of the design management program in Berlin
- Chairman and deputy chairman of the MDH research commission
- Teaching design management master program: incl. design thinking, innovation management, marketing
- Teaching media design bachelor program: incl. user experience design, intelligent interaction design
- Projects with MHP – A Porsche Company: incl. Floom, an interactive end-to-end innovation framework for human-centered machine learning
- Co-founder of the Designing with AI (dai) conference (2020)
- Co-author of the book "Design und künstliche Intelligenz" – Design and Artificial Intelligence (2022, Birkhäuser)

Research associate
Design department · HMKW University, Berlin ·
May 2017 – Sept 2018

Lead content manager
Seen.by, Berlin · April 2016 – March 2017

Brand strategist
Koloczek porcelain, Berlin · Sept 2010 – June 2013

Managing editor
Research Institute for Telecommunication, Dortmund · Sept 2004 – July 2008

Junior Texter
unitIII marketing communication, Berlin ·
March 2001 – Aug 2002

Languages

German	● ● ● ● ● ●
English	● ● ● ● ● ○
French	● ● ○ ○ ○ ○
Spanish	● ● ○ ○ ○ ○
Japanese	● ● ○ ○ ○ ○

Soft skills

Thinking	● ● ● ● ● ●
Creativity	● ● ● ● ● ○
Organization	● ● ● ● ● ○
Social	● ● ● ● ○ ○
Team	● ● ● ● ○ ○
Communication	● ● ● ● ○ ○
Resilience	● ● ● ○ ○ ○

Technical skills

HTML/Webflow	● ● ● ● ○ ○
P5.js/ML5.js	● ● ● ● ○ ○
Photoshop	● ● ● ● ○ ○
In-Design	● ● ● ● ○ ○
Figma	● ● ○ ○ ○ ○
Prototyping	● ● ● ● ● ○
Miro	● ● ● ● ○ ○

Certifications

Human-Computer Interaction for User Experience Design, Massachusetts Institute of Technology, Computer Science and Artificial Intelligence Laboratory (MIT CSAIL), 2021

Publications (selection)

Engenhardt, M. & Löwe, S.: Design und künstliche Intelligenz. Theoretische und praktische Grundlagen der Gestaltung mit maschinell lernenden Systemen. Basel: Birkhäuser Verlag, 2022.

Engenhardt, M.; Loewe, S. (Ed.): Proceedings of the First Conference on Designing with Artificial Intelligence. München: appliedAI, 2021.

Loewe, S.: Toward a Critical Design Thinking: Propositions to Rewrite the Design Thinking Process. Dialectic Journal, 2.2, 2019, <http://dx.doi.org/10.3998/dialectic.14932326.0002.208> (peer reviewed)

Talks (selection)

„Making Visual Design Adapt to Emotions“ auf der TEDxHU, Humboldt Universität Berlin, Online & Berlin, 2021. https://www.youtube.com/watch?v=Afp_QMtsp4c

„A Journey into Emotion-Centered Design“ at designXai.space (HAW Hamburg), 2021

„The Indulgent Viewer“, College Art Association 104th Annual Conference, Washington D.C., USA, 2016

Projects (selection)

FLOOM – project lead, creating the interactive end-to-end innovation framework for human-centered machine learning (in cooperation with MHP. A Porsche Company) • 2020 – 2023

Cre[ai]tion – team lead, user research and user experience design for intelligent design tool redesign (in cooperation with crea[ai]tion start-up, Frankfurt) • 2023

POOL – team lead, digital app development for in-house car sharing (in cooperation with MHP. A Porsche Company) • 2018/2019