



Kuckucksweg 55 
90768 Fürth
+4915161336600 
contact@bysinn.de 
www.bysinn.de
25.02.1973 

MICHAEL SINN

CREATIVE DIRECTOR/FOUNDER ::: BYSiNN Design&Consulting

FORMER DESIGN DIRECTOR ::: ADIDAS

STRATEGY SKILLS — I start with understanding key insights & observation to blend DESIGN, TECHNOLOGY and BUSINESS to create smart and purposedriven solutions that transform brands.

Brand Research
Discovery Workshops
User Research
Brand Strategy
Product Strategy

DESIGN SKILLS — Brands should have a sense of purpose and personality- We help deliver that. We're obsessive in craft & detail in everything we do. We look to partner with clients who appreciate the value of design.

Product Design
Footwear Design
Graphic Environments
Motion Design
Product Visualization

TECHNICAL SKILLS — I'm curious about emerging new tech and continue to evolve. I make products through a human centred FOCUS. I don't just believe in great ideas, but also in flawless execution.

Technology Consulting
Rapid Prototyping
Real Sampling
Virtual Reality (in planing phase)
Augmented Reality (in planing phase)



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JOB EXPERIENCE — BYSiNN

Design&Consulting

CREATIVE DIRECTOR / FOUNDER

Jan. 2018–Now

ADIDAS GROUP

Design Director Team/Olympic Sports

Okt. 2014–Dec.2017

Design Lead Footwear-Hardware-Accessories-Licencee

Handball::Volleyball::Badminton::Hockey::Rugby::Boxing::

Cricket::Weightlifting::Fencing::Wrestling...

OLYMPIC GAMES RIO

TEAMSIZE 7-10

Category Design Manager TEAM SPORTS

Feb. 2013–Nov. 2014

Design Lead Footwear-Hardware

Handball::Volleyball::Badminton::Hockey::Rugby::Boxing::

Cricket::Weightlifting::Fencing::Wrestling...

TEAMSIZE 4-6

Senior Footwear Designer

Feb. 2009–Jan. 2013

Design Lead Footwear

Young Athletes & DISNEY Colaboration

TEAMSIZE 4-6

Footwear Designer

Okt. 2004–Jan. 2009

Footwear Tennis / Indoor

Assistant Footwear Designer

Sep. 2002–Sep. 2004

Footwear Tennis / Indoor

IDEENHAUS

Junior Art-Director

IDEENHAUS Kommunikationsagentur

Sep. 2001–Aug. 2002



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CV

EXECUTIVE PROFILE ----- EXPERIENCED DESIGN & MANAGEMENT PROFESSIONAL - with a passion for generating added value in companies, in and with all media and above all for the customer.

STRATEGIC THINKER - with a "hands on" mentality in the execution of strategies, advertising, product optimization, design and production.

LEADER and mentor - experienced in global structures, leadership through clarity, empathy in dealing and trust in the abilities of employees, as well as through own inspiration as a driver for the development of people and teams.

DISTRIBUTION FOCUSED - Growth with a focus on "bottom line" by improving efficiency, developing business models and strengthening the competitive position in international markets.

WORK EXPERIENCE ----- **BYSINN Design&Consulting** ::: Kuckucksweg 55 ::: 90768 Fürth

**CREATIV DIRECTOR/
MANAGING DIRECTOR**

Jan. 2019–heute

- * Management of all corporate functions with operational focus on, consulting and design for brand-product palette-market analysis and media, as well as the strategic further development of the business models and product portfolio
- * Analyst and coach for efficient team and production structures (design marketing production)
- * Current customers : ADIDAS, HEAD, HUMMEL, WÜRTH, WÜRTH MODYF, SCHWANSCOSMETICS, ALPINA

SPECIAL SUCCESSES

- * HUMMEL Matchball 2020
- * ADIDAS ::: Restructuring/Design of 5 bag models (Combined for Badminton&Hockey)
- * WÜRTH ::: Redesign of the professional screw boxes ASSY
- * WÜRTH MODYF ::: Restructuring and CI implementation for the complete footwear range
- * Schwancosmetics ::: Building New CAD department in combination with design
- * Schwancosmetics ::: Strategy/Concept/Design and implementation 3D printing for new products



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DESIGN DIRECTOR

TEAM UND OLYMPIC SPORTS

Okt. 2014–Jan.2018

ADIDAS AG ::: ADI-DASSLER-STRASSE 1 ::: 91074 HERZOGENAURACH

- * Responsible for 7-10 team members
- * Management of the Footwear-Hardware-Accessories-Licencee
- * Responsible for the categories Handball, Volleyball, Badminton, Hockey, Rugby, Boxing, Cricket, Weightlifting, Fencing, Wrestling, Swim (sales volume 380 million)
- * Direct reporting line to creative director

SPECIAL SUCCESSES

- * Coordination of the design strategy for the 2016 Olympic Games in Rio
- * Patent for novel, game changing field hockey stick
- * Complete restructuring and development of an iconic range of swimming goggles
- * Competition glasses became test winner
- * Development boxing shoe for Floyd Mayweather
- * Design Stabil KATAR for Handball WM 2015, reduced to 2015 pieces
- * Strategic realignment of the Volleyball Footwear range

CATEGORY DESIGN MANAGER

TEAM UND OLYMPIC SPORTS

Feb.2013 – Nov.2014

ADIDAS AG ::: ADI-DASSLER-STRASSE 1 ::: 91074 HERZOGENAURACH

- * Responsible for 6-8 team members
- * Management of the Footwear-Hardware divisions
- * Responsible for the categories Handball, Volleyball, Badminton, Hockey, Rugby, Boxing, Cricket, Weightlifting, Fencing, Wrestling
- * Direct reporting line to creative director

SPECIAL SUCCESSES

- * Preparation of the design strategy for the 2016 Olympic Games in Rio
- * Design for lightest handball shoe Adizero
- * Implementation of Team and Olympic-Sports in the reorientation of the BU - Heartbeatsports



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ADIDAS AG :: ADI-DASSLER-STRASSE 1 :: 91074 HERZOGENAURACH

SENIOR DESIGNER

YOUNG ATHLETES
Feb.2009 – Jan.2013

- * Responsible for 5-6 team members
- * Management of the Footwear divisions, sales increase from 180 million to 350 million in 4 years
- * Responsible for all KIDS performance, take down and standalone projects
- * Development and coordination of the Disney cooperation

SPECIAL SUCCESSES

- * Realization of several Kids Running shoes, which found their way into the men/women range
- * Coordination of several workshops at Disney headquarters in Burbanks California
- * Creation of the kids running shoe ADIFAST, with over 2 million pairs
- * Optimization of the Adigirl training shoe line for girls

- * Concept, design & realization of the first collaboration between RAF SIMONS and Adidas for the Paris Fashion Week January 2013 (development time - production 5 shoes in 22 days)...After great success of this project, I got the offer Team/Category Lead for Team & Olympic-Sports

ADIDAS AG :: ADI-DASSLER-STRASSE 1 :: 91074 HERZOGENAURACH

FOOTWEAR DESIGNER

TENNIS / INDOOR
Okt.2004 - Jan 2009

- * Design Lead for the Footwear division YOC Line Tennis (Young on Court)
- * Responsible for the categories tennis and indoor
- * Direct reporting line to Senior Designer

SPECIAL SUCCESSES

- * Design and development of the lightest tennis shoe on the market so far
- * Design of the financially most successful MID Price Range (Torrent and Response)
- * Part of the Design Group for the most iconic and successful outfit in BU history



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ASSISTANT DESIGNER

TENNIS / INDOOR
Sep.2002 - Sep.2004

ADIDAS AG ::: ADI-DASSLER-STRASSE 1 ::: 91074 HERZOGENAURACH

- * Learning the basics of footwear, with smaller projects and entry-level models
- * Tennis and Indoor
- * Direct reporting line to Senior Designer

SPECIAL SUCCESSES

- * Introduction of digital sketching software
- * Introduction of 3-D software, for semi-technical drawings.
- * Qualified by the change of the portfolio and the reference to the sport (Tennis Regional League)

JUNIOR ART-DIRECTOR

CUSTOMER STABILO - PC GAMES
Sep.2001 - Aug.2002

IDEENHAUS ::: MÜHLGASSE 17 ::: 90403 NÜRNBERG

- * Graphic support of Stabilo and PC Games, for advertising/web and film
- * Concept development of annual reports
- * Planning of advertising campaigns

SPECIAL SUCCESSES

- * Complete structuring, conception and realization of a trade fair film for Stabilo
- * Storyboard, 2D and 3D animations, editing and dubbing
- * Offer to the management to do everything themselves (saving for Agency 150000 euro)



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EDUCATION DIPLOMA COMMUNICATION DESIGNER

UNIVERSITY OF MANNHEIM

Technology and Design

Mar.1996 - Jan.2001

- * Final grade 1.5
- * Focus : advertising, advertising psychology, film, animation
- * Diploma at Mercedes Benz: " Communication concept for emission-free commercial vehicles" services: Concept, graphic design, text, CD-ROM, direction, film editing & 2D-3D animation
The aim is to encourage municipalities and cities to invest in battery-powered or hybrid vehicles to invest. (grade 1.0)

..... DENTAL TECHNICIAN

CES KARLSRUHE

Dental Technician

Sep.1993 - Mar. 1996

- * Final grade 2.2
- * Focus : Oral prosthetics, oral ceramics, oral design

PERSONAL

FAMILY

Living together for 11 years
3 children at the age of
16 (biological daughter), 15 (son of the partner), 13 (son of the partner)

SPORT

Tennis (former second league player now partially active in MEN30 and 40)
Skiing (40 years - All terrain)
Biking (Downhill Bike Park)
Crossfit (Intermediate-Advanced)
Boxing (Basics and Fitness)
Riding (Basics- active as riding sire, daughter is a show jumper A**)

HOBBIES

Tattooing



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QUALIFICATIONEN

DESIGN/ DESIGN MANAGEMENT

20 years of professional experience in strategy, concept, design and product development
10 years of design management as executive in complex matrix structures with extensive experience in organizing international assignments and realizing global and local growth potentials

TEAM LEAD

10 years of experience in the management of executives and managers with a breadth of up to 10 employees

MARKETING

Extensive experience in cooperation with Marketing, Go to Market and Communication to develop market influencing strategies and advertising concepts.

METHODOLOGICAL COMPETENCE

Profound knowledge in strategy development, profitability assessment, KPIs, project, process and product management/development, leadership, workshop planning, coaching, employee motivation

SOFTWARE/SOCIAL MEDIA

Very good knowledge of Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere, Dimension), MS Office package, and basic knowledge of CAD : Shapr3d. Modo, Cinema 4D. Active user of Facebook, Instagram and Twitter partly also TikTok, as well connected in LinkedIn and Xing.

LANGUAGES

Deutsch : Mother tongue
English : fluent
Französisch : basics