

THOMAS SCHÖRGHUBER-HAIDER

Web Development · UX/UI Design · Training & Enablement

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PROFILE

I empower people through technology – 18 years at the intersection of web development, UX design, and training. As a multi-time founder, I think about products strategically and rapidly build high-quality prototypes myself (React, Next.js, TypeScript). I bring 11 years of experience in training and adult education, including nine years as an Apple Certified Trainer.

PROFESSIONAL EXPERIENCE

Founder | brandon (heybrandon.app) · 2026 – present

- Conceived and developed a SaaS platform for digital brand/CI guides – from identifying the problem in a client project to a product ready for pilot customers (React, Next.js, Supabase, Prismic)
- Sole responsibility for product strategy, UX/UI design, technical architecture, and implementation

Product Lead / Technical Project Manager | ARiIVA GmbH · 2025 – 2026 (part-time)

- Responsible for modernizing the ARiIVA B2B platform (service management / asset lifecycle management)
- Technical project management and continued development of a client's iOS app (structural inspection sector): feature implementation, Jira backlog management, effort estimation including client-facing justification, direct alignment with the client's product owner
- Drove existing-customer growth and defined the product roadmap

Co-Founder, Head of Platform Development | mcademy · 2023 – 2025

- Built an online video training platform end to end, from concept to production, with sole technical ownership (Next.js, Mux, Supabase)
- Owned product strategy, feature prioritization, and technical architecture
- Developed and maintained the company website (Next.js, Prismic CMS)

Web Developer, UI/UX Designer | ARiIVA GmbH · 2021 – 2023 (part-time)

- Frontend development on the ARiIVA B2B platform (service management / asset lifecycle management)
- Co-developed the initial version of a client's iOS app in a three-person team – including project management duties and continuous direct client contact
- Led the UX/UI redesign of the platform and designed and implemented new features

Founder, Web Designer & Developer, Graphic Designer | grafication.at · 2008 – present

- 50+ websites, web applications, and graphic design projects for clients across a wide range of industries – including white-label work for agencies, among them projects for Apple and TD SYNEX
- End-to-end project ownership from quoting and effort estimation through implementation to ongoing support – long-term client relationships, some spanning 10+ years
- Consistent focus on simplicity in design, usability, and performance
- Most recently: branding projects including CI concept development and marketing collateral design (e.g., for a PR consultancy and a real estate agency, 2026)
- Layout of the trade magazine “Keramische Rundschau” (11 issues/year, 2012–2024, with Impactmedia: 130+ issues) and the fio lookbook (2×/year)

Co-Founder, Web Developer, Project Lead | WP-Stars · 2016 – 2017

- Co-founded an online marketing and WordPress agency that remains successful today
- Project management and web development for client projects

Apple Certified Sales Trainer | 2011 – 2020

- 9 years of product and sales trainings for Apple across Austria
- Trained retail and specialist-store sales staff

Product & Sales Trainer / POS Promotion | 4Concepts · 2007 – 2011

- Product trainings for Sony and Samsung across Austria, including sessions for large groups of 100+ participants
- Previously long-term in-store promotion assignments for Sony (TV, home cinema, audio) at major electronics retailers

Founder & President | Take a Smile (non-profit) · 2012 – 2015

- Non-profit supporting young artists and cultural projects; organized multiple events
- Highlight: “Make Me Smile” festival at WUK Vienna with ~1,000 visitors – acting as project lead, graphic designer, video editor, and animator

SKILLS

- **Core stack:** React, Next.js, TypeScript/JavaScript, HTML, CSS, Tailwind, Supabase, WordPress, Git
- **Additional technologies:** Swift, PHP, Vue.js, Laravel, Firebase, Sanity, Bootstrap
- **Design:** Sketch, Adobe CC (Photoshop, Illustrator, InDesign, Premiere, After Effects)
- **Training & communication:** 11 years in adult education, workshops, and sales
- **Languages:** German (native), English (full professional proficiency), French (conversational), Spanish (basic)

EDUCATION

University of Vienna | Communication Science · 2007 – 2011

- Focus on marketing and PR (no degree – left to pursue self-employment)

BG Enns | Secondary school (Gymnasium) · 1998 – 2006

- Matura (university entrance qualification) with distinction

Civilian Service | Caritas, Diocese of Linz · 2006

- Facility for homeless men