

**Hello, I'm Tilen.  
Design Lead for  
brand, product,  
and everything  
visual in between.**



**Photo taking,  
pizza making,  
3D rendering,  
scuba diving,  
rock climbing,  
Designer.**



# Content.

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Skytree

## Engineering the CO<sub>2</sub> transition.

I led design for 4+ years at Skytree, a climate tech pioneer with over a decade of applied research rooted at the European Space Agency. Their Direct Air Capture machines capture CO<sub>2</sub> from ambient air and repurpose it for good.

I shaped the visual identity from the ground up, building the brand, product visuals, and creative systems across two major brand evolutions.

I've broken this journey into three case studies, each covering a different side of what I built and how I worked.



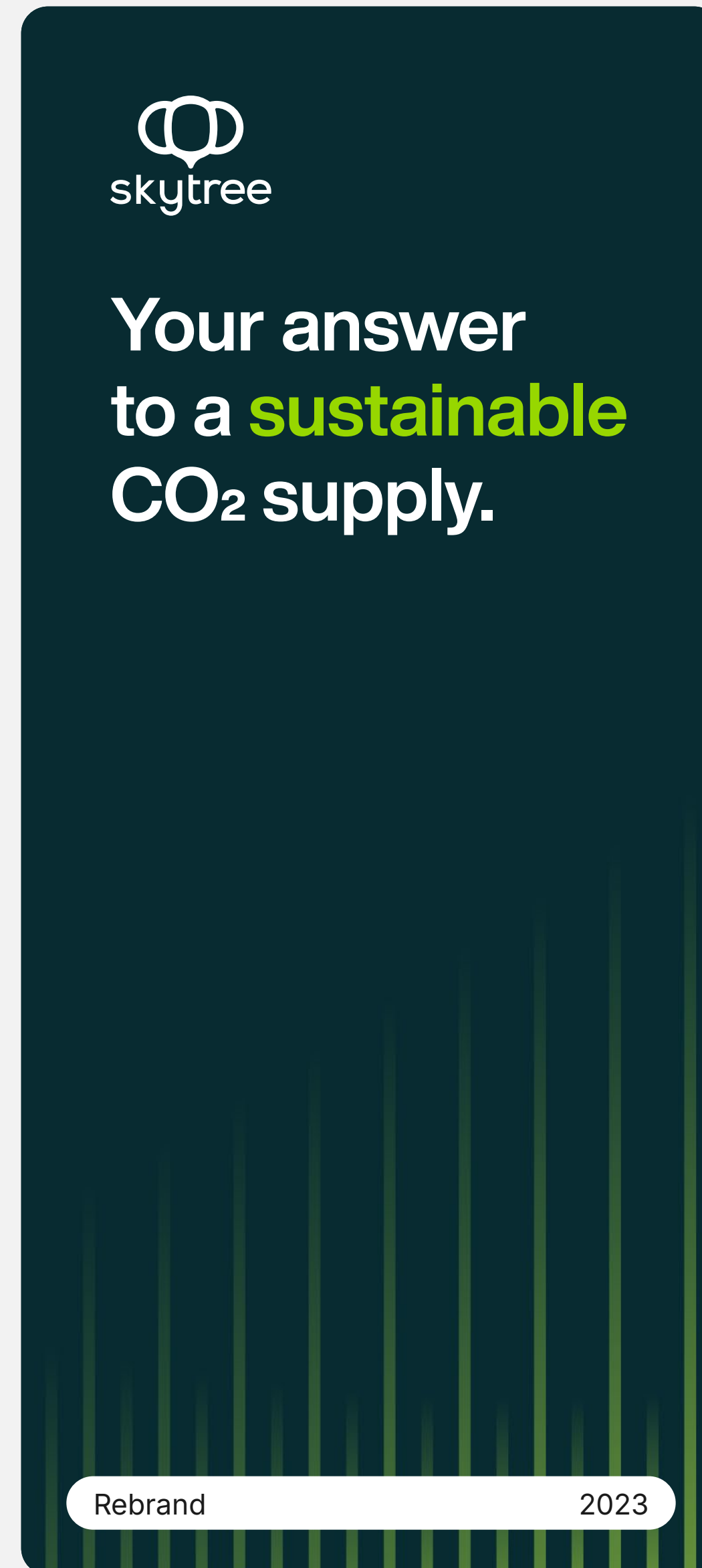
Case study I

# Building a brand for climate tech.

When I joined in November 2021, Skytree had fewer than 10 employees, a technology stack rooted in the space industry, and a brand image built around the automotive industry.

Within three months, new CEO. That's when all focus shifted toward a new strategy and ambition to scale.

The brand that existed wasn't built for what came next.



## Case study I

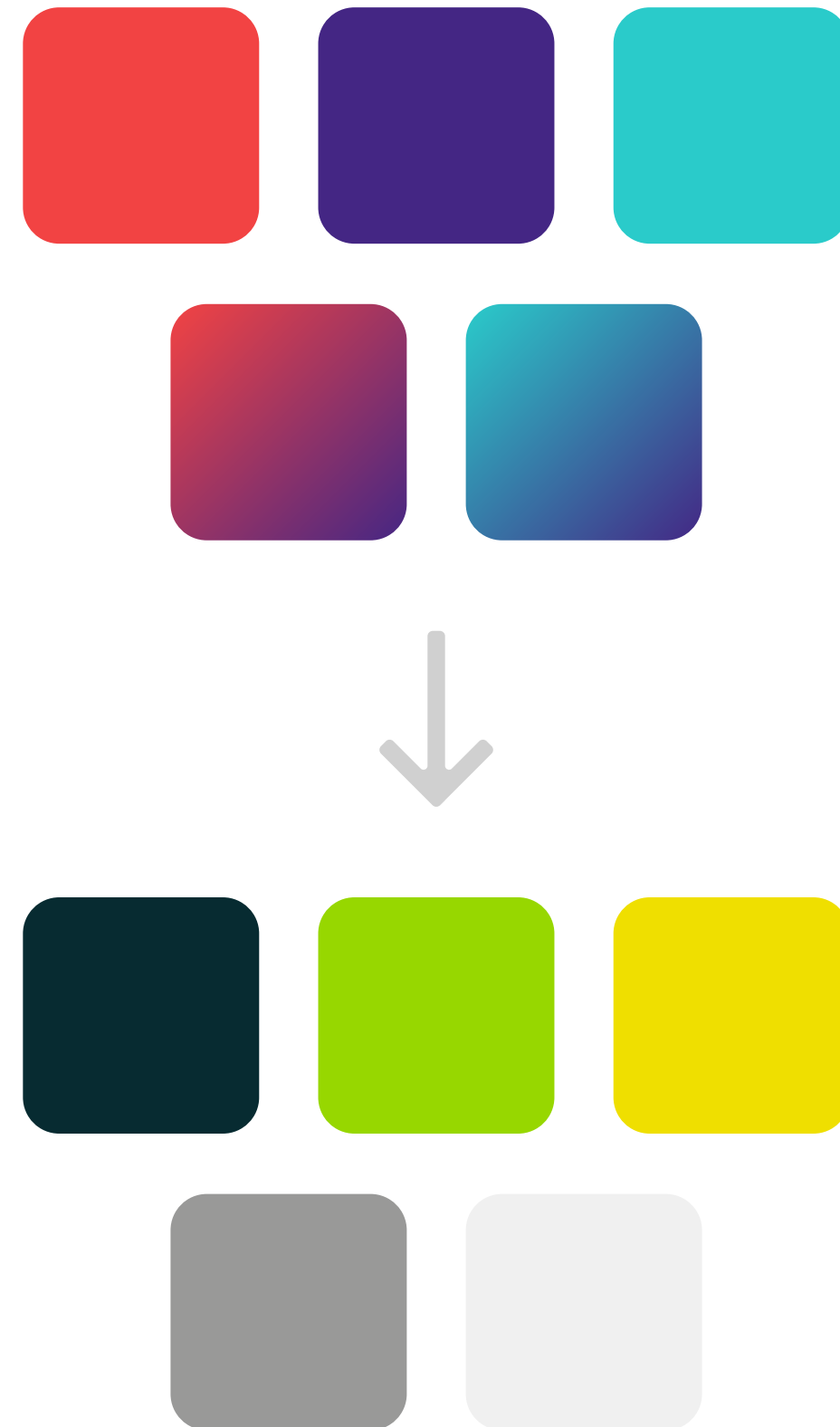
# The rebrand. New audience, new rules.

Skytree needed a new brand. We knew it had to work for B2B. It needed to speak to greenhouse operators, vertical farmers, people who actually buy CO<sub>2</sub>. But how do you make carbon capture feel tangible to people who've never seen the machine?

As design lead, this was my task:  
Rebuild the brand from the ground up.  
New colors, new typography, new design system, new product visuals.

The goal was simple: make Skytree look like a company worth betting on.

### Color palette



The old palette was built for a consumer brand. We weren't that company anymore. Teal and green grounded us in the industry we were actually entering.

### Visual system



The old brand leaned on aspiration. The new one needed to lead with proof. Product renders replaced stock photography because we finally had something concrete to show.

### Typography

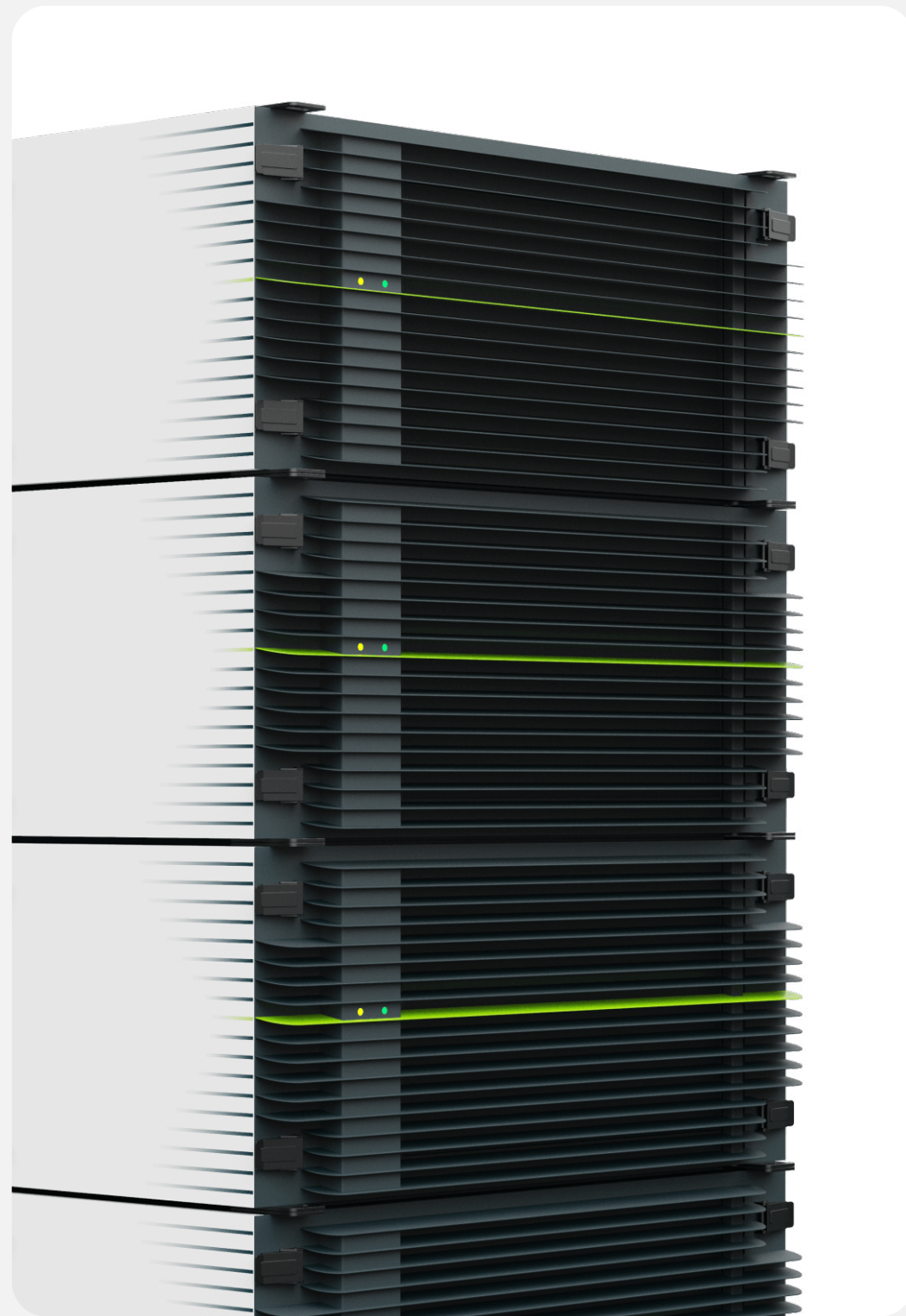
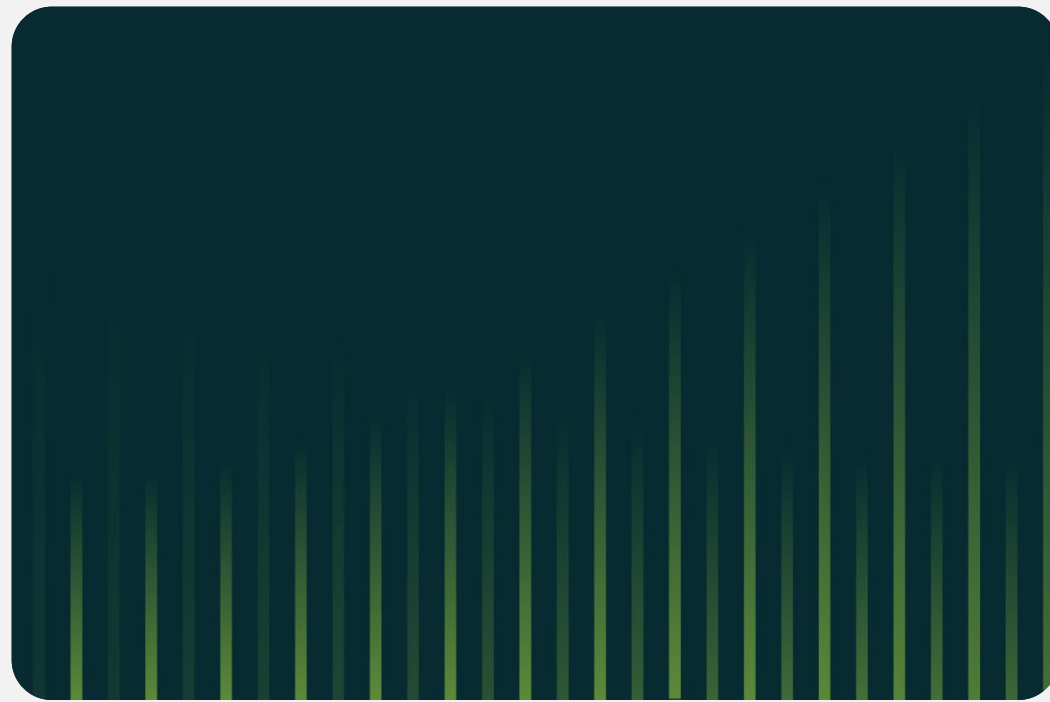
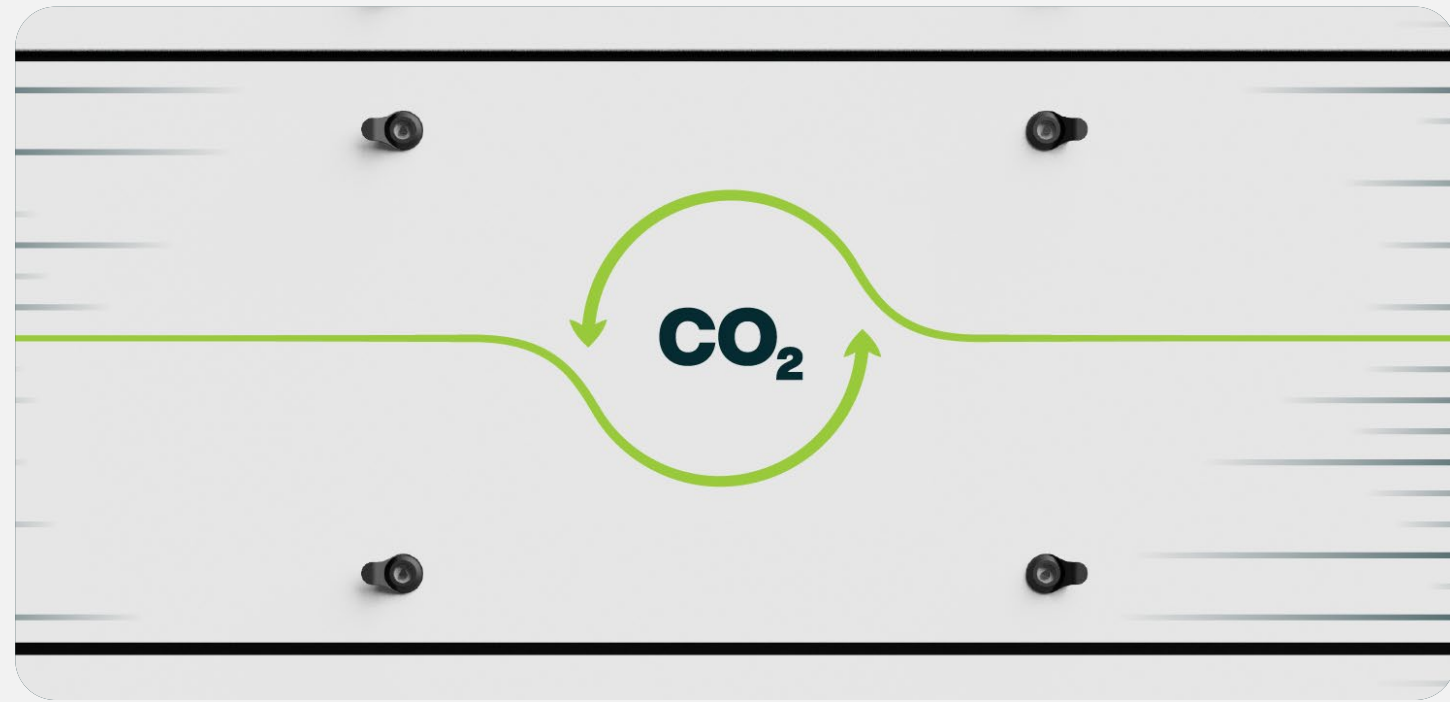
#### Open Sans


AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$\$%

#### Helvetica Now

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
123456789!@#\$\$%

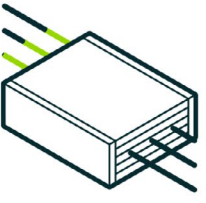
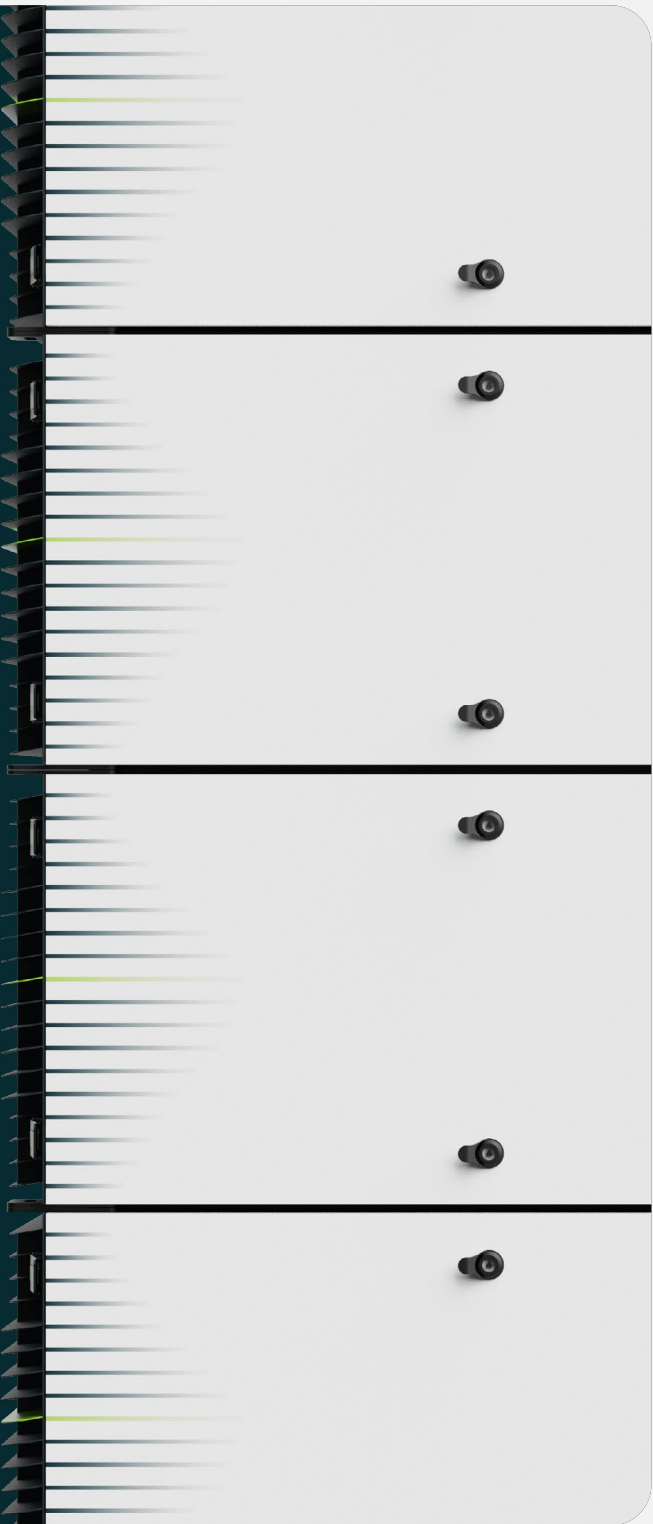
The font upgrade was the quiet one. But pairing a professional typeface with actual typographic rules turned every touchpoint from 'startup deck' into 'brand system'.



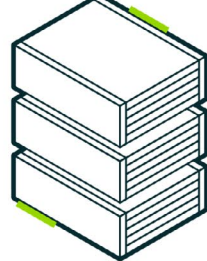
  
skytree

# Your answer to a **sustainable** CO<sub>2</sub> supply.

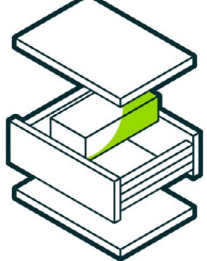
Skytree: Atmospheric CO<sub>2</sub> – reimagined



Sustainable



Affordable



Effortless

**Need a reliable  
CO<sub>2</sub> supply?**



## Case study I

# The refresh. Molecular engineering.

Brands don't stand still. After two years, ours needed to evolve. This time we brought in agencies for creative and web. My role was to lead the design direction and ensure everything held together.

New brand platform. Refreshed visual identity. New website. All refined to match a company that was now showing up on a much bigger stage.



## Brand platform

We had our mission statement scattered across the brand book but nothing sharp enough to anchor a campaign. The refresh distilled everything into a tagline.

NAME

**Skytree**

TAGLINE

**Engineering  
the CO<sub>2</sub> transition**

DESCRIPTION

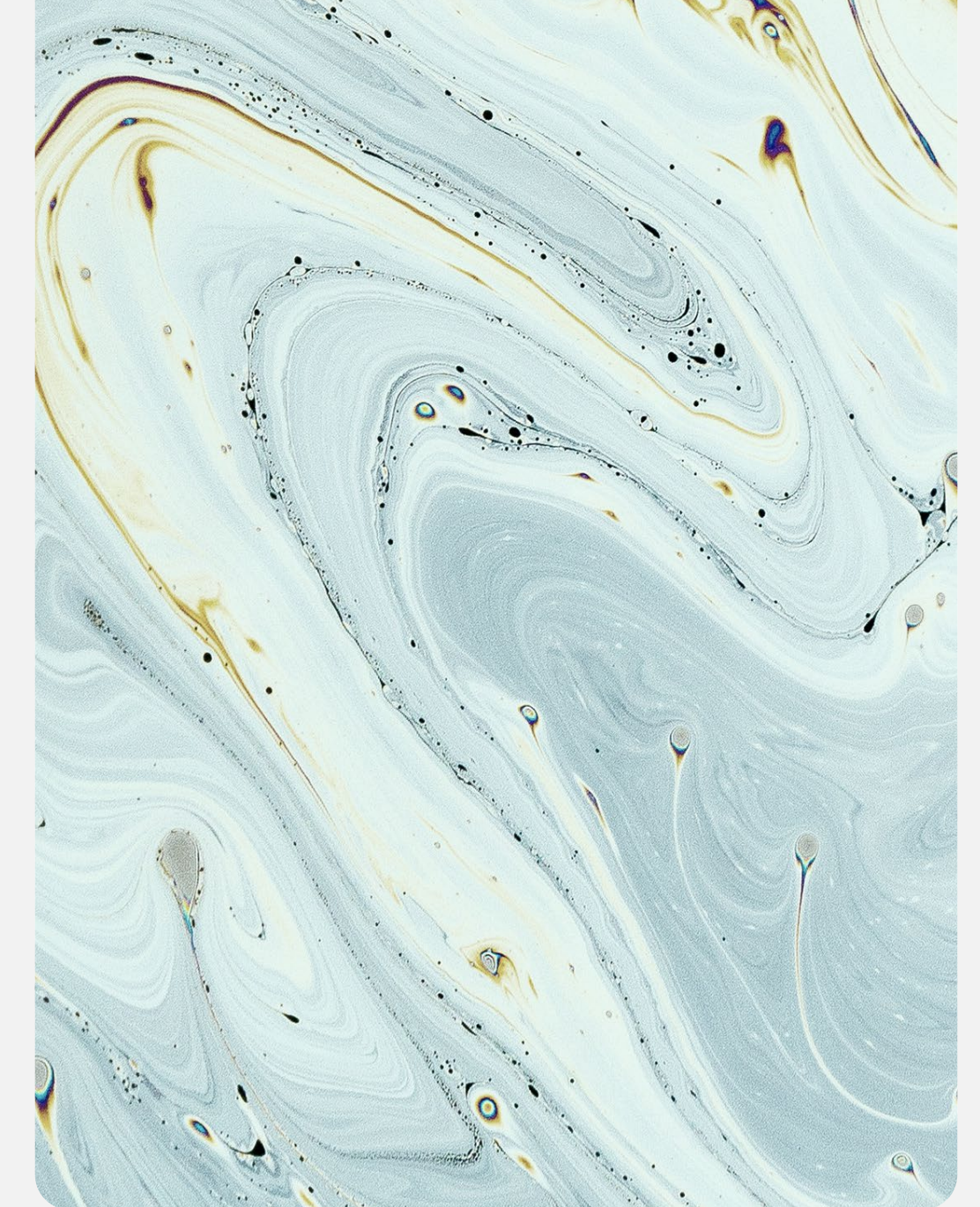
We build machines to capture CO<sub>2</sub> from the air and repurpose it for good.

## Core visual principle

The airwave pattern was recognizable but one-dimensional. It couldn't stretch across product design, events, digital. The molecular/engineering duality scales everywhere.

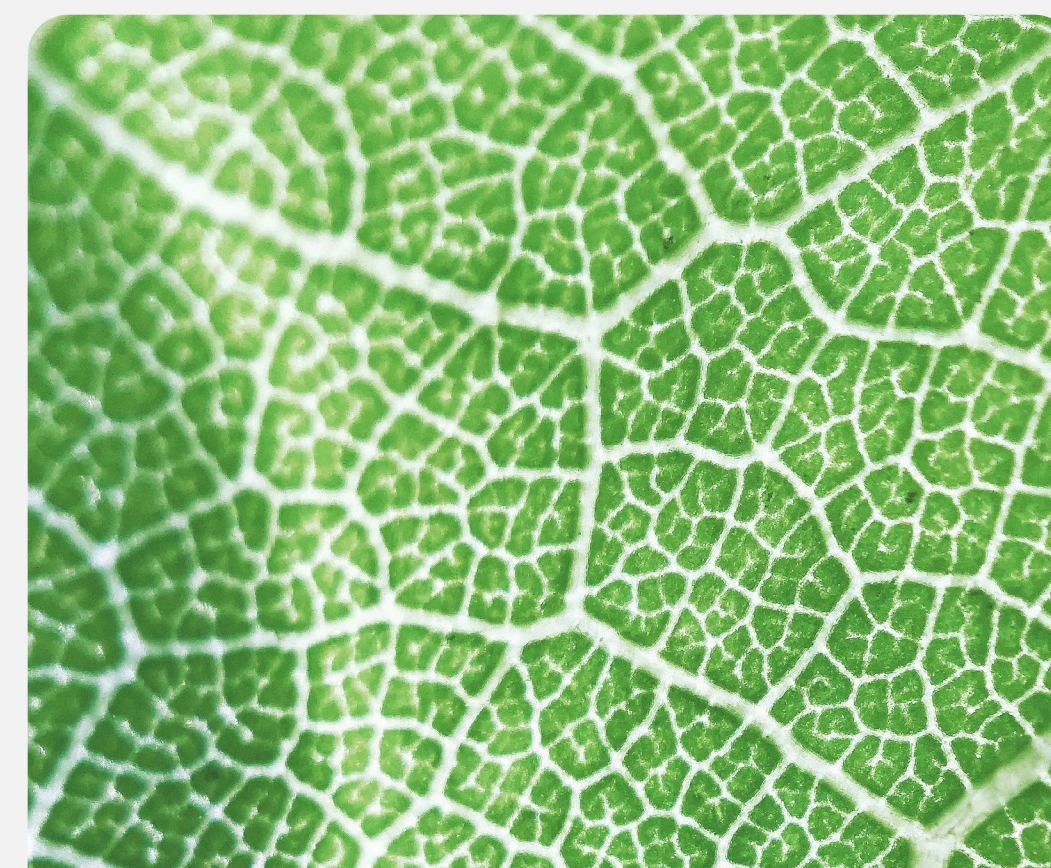
Molecular

Engineering

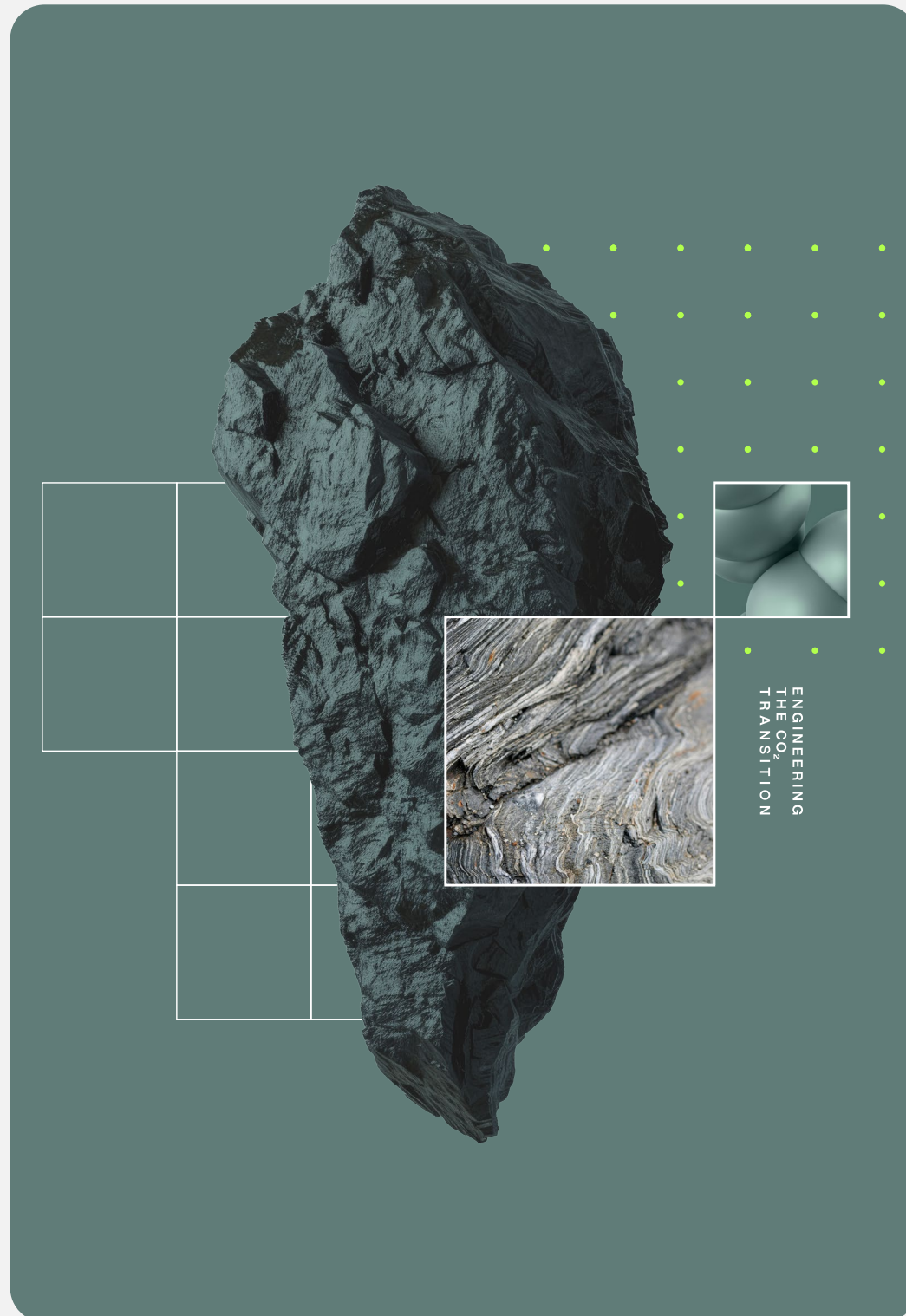
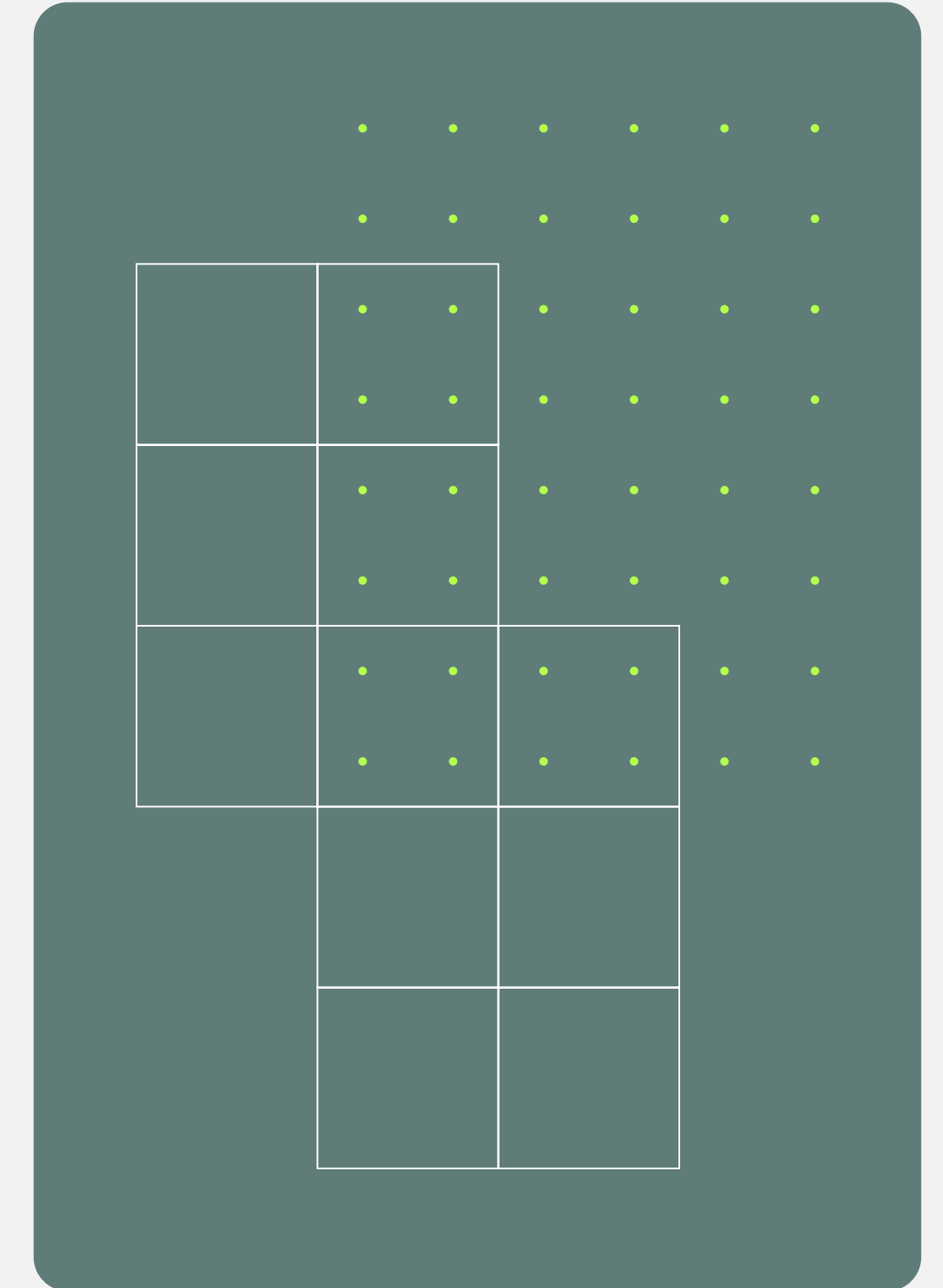
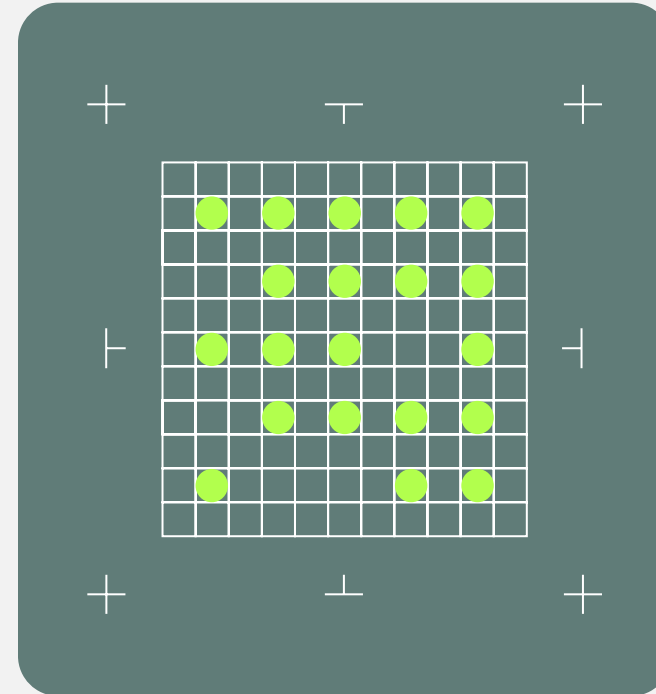


## Visual identity

The logo, refreshed. The palette, softened. Every color got its own name. The result reads less 'startup that just rebranded' and more 'company that's been here a while.'



# ENGINEERING THE CO<sub>2</sub> TRANSITION

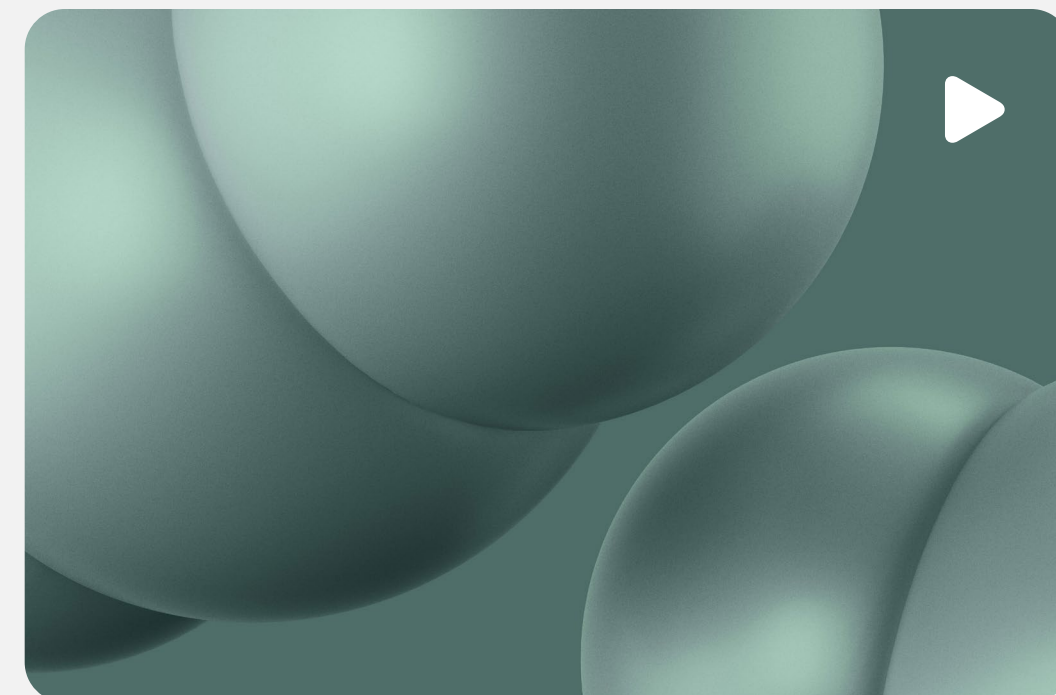


Confident

Driven

Open

Inventive



Morning  
Mist

Sand

Fresh  
Green

Alpine  
Green

White

Black

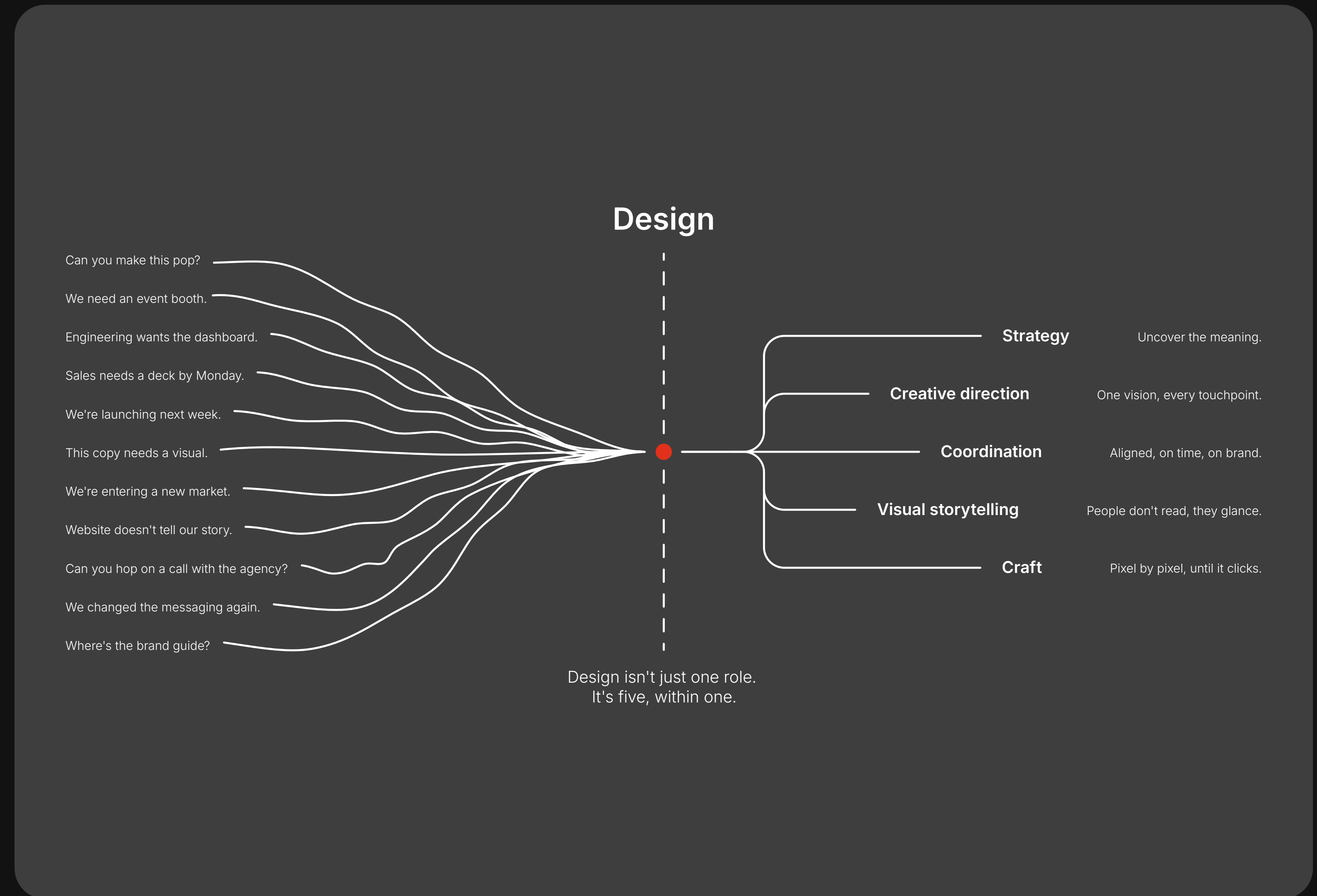
## Case study II

# Creative studio inside a startup.

Brand identity was set. But that represented only half the problem. The other half was making it come to life, every day, across our entire image. All the while, keeping up with a fast-growing company.

How does a one person design department keep quality high, turnaround fast, and output consistent?

You build around it. Mentor a junior. Direct agencies. Deploy AI. Stay hands-on. I didn't set out to build a studio. It just started to feel like one.



## Case study II

# Making it come to life.

### Graphics

Web  
Digital  
Print  
Icons

# Repurposed



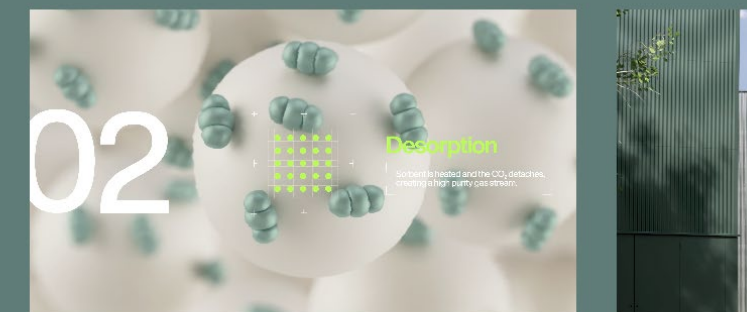
### Stills

Products  
Portraits  
Events  
Culture



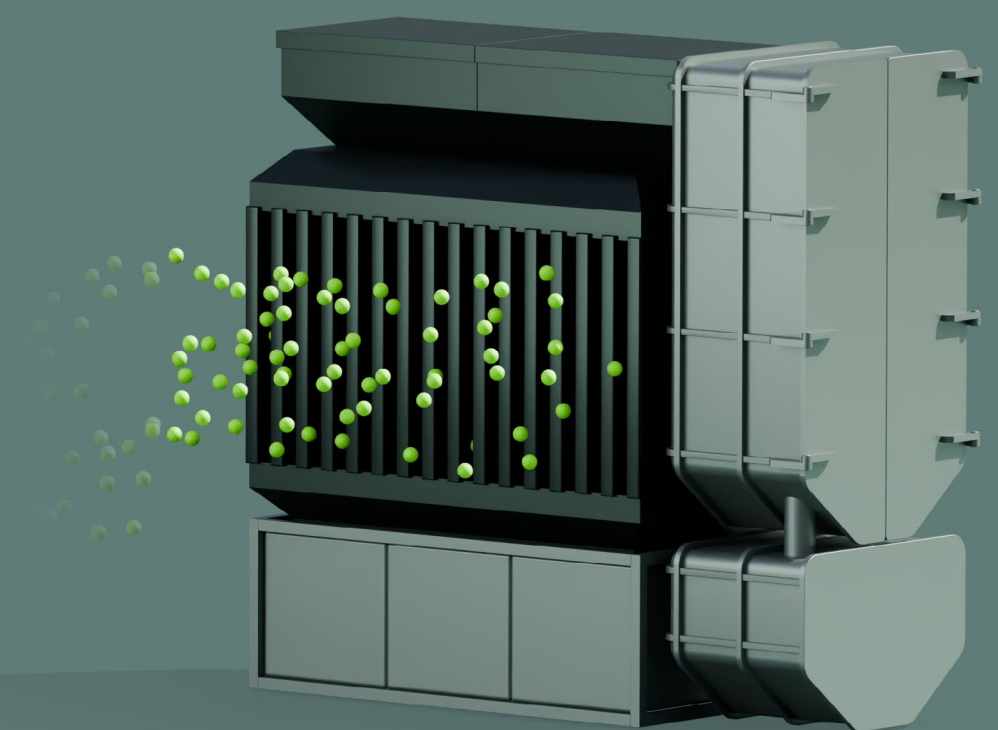
### Motion

Animation  
Video  
Reels  
Live event



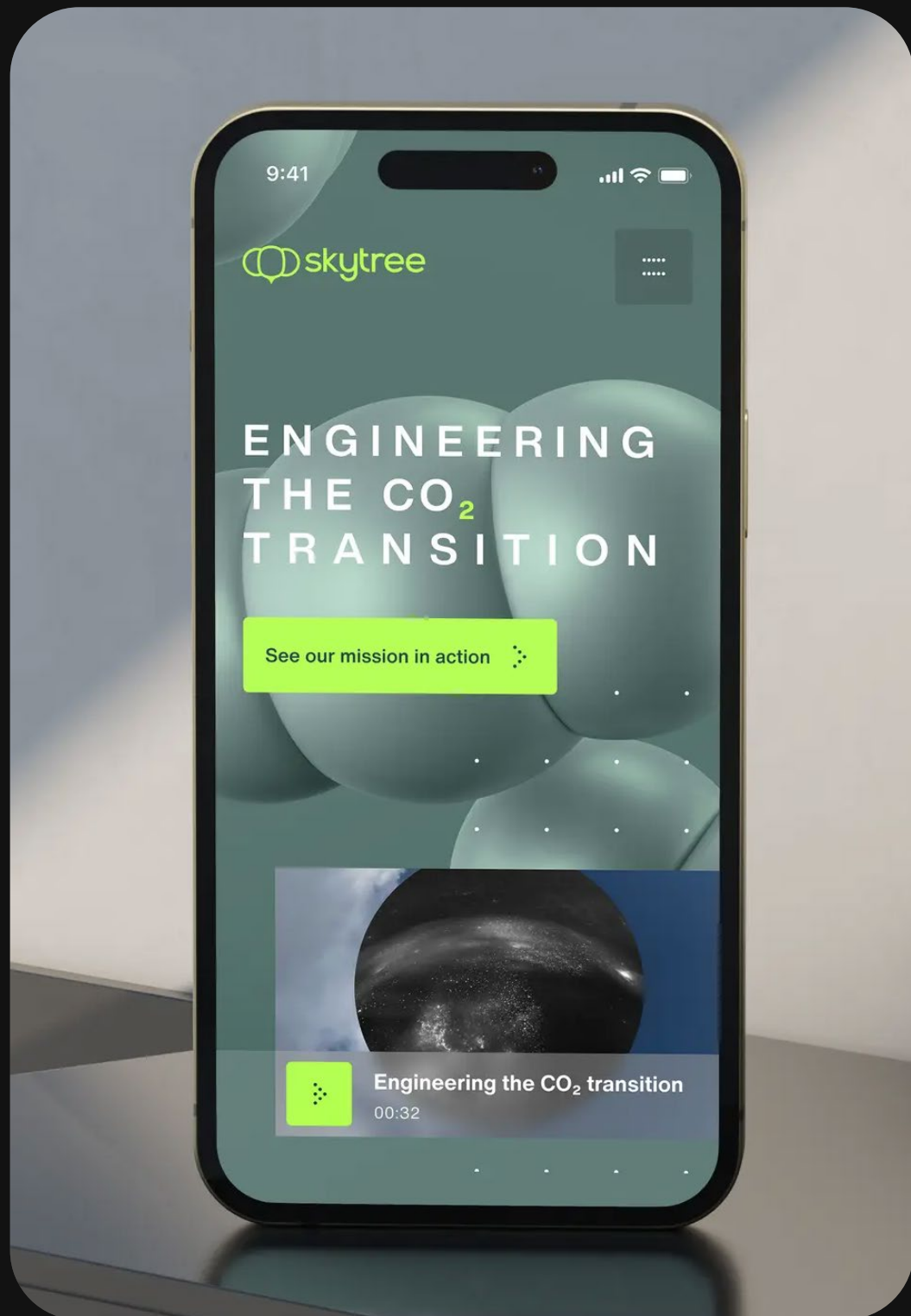
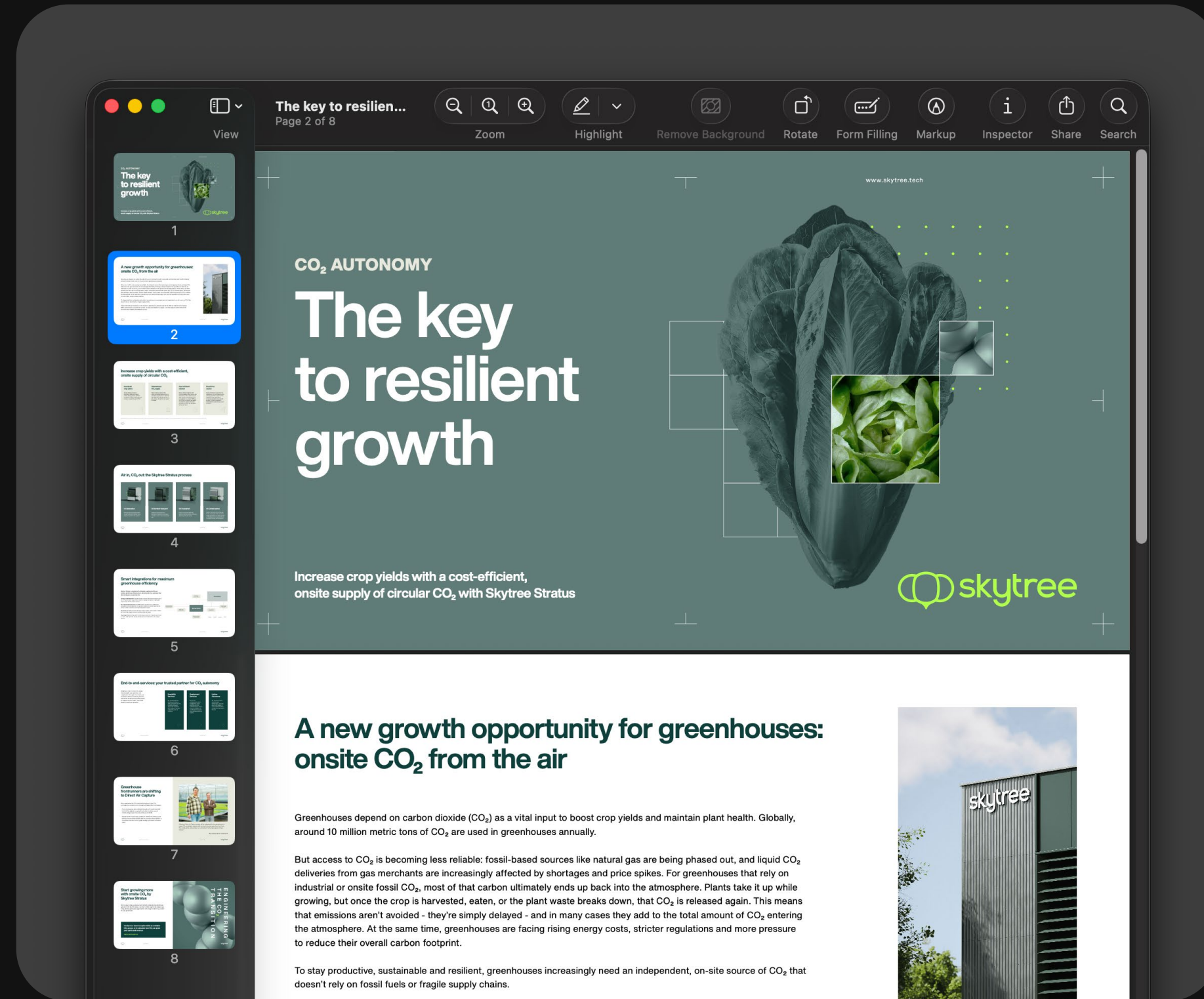
### 3D

Modeling  
Rendering  
3D printing  
CAD



The fun part wasn't just the range. It was seeing an opportunity the brand didn't know it had yet, and then going and making it real. Does this need 3D? Animation? A landing page?

A team of two, a network of partners, and AI where it made sense. Somehow that was enough.

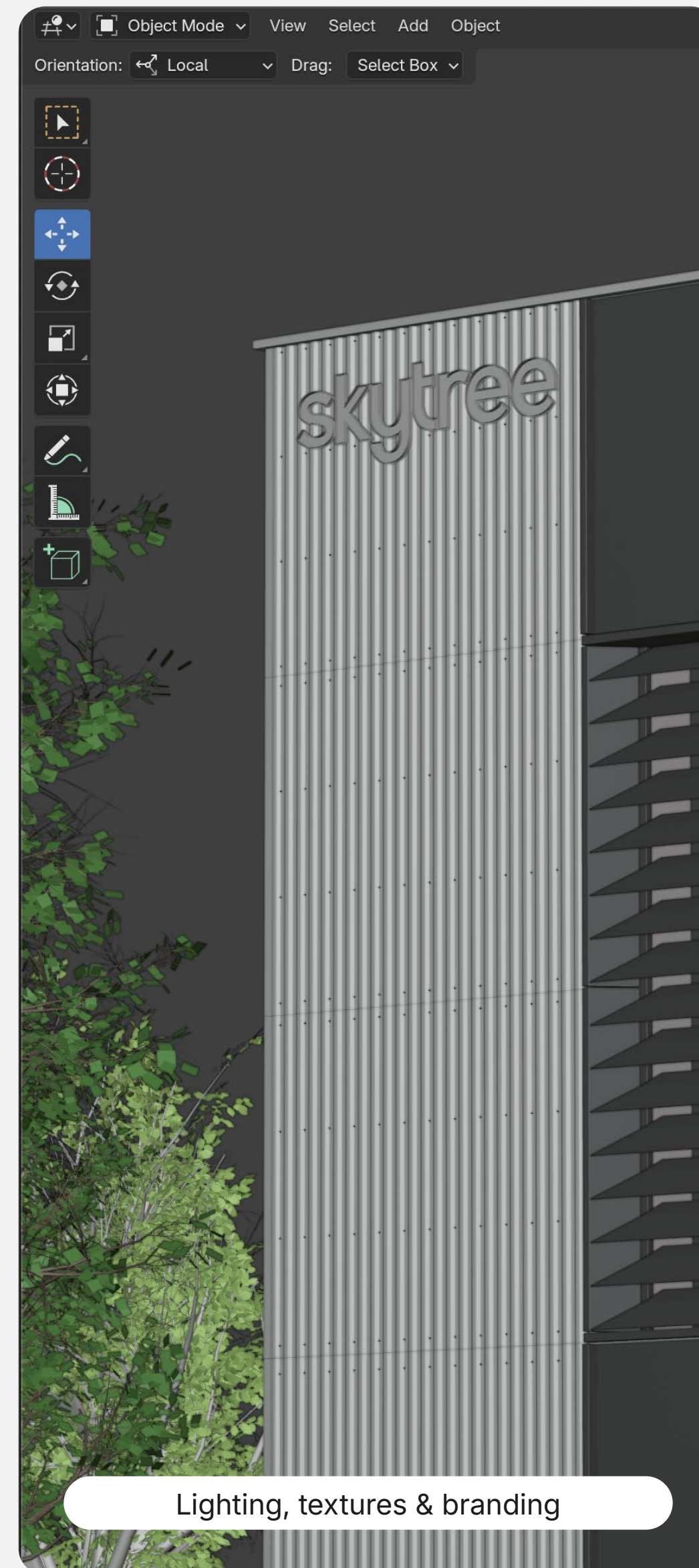
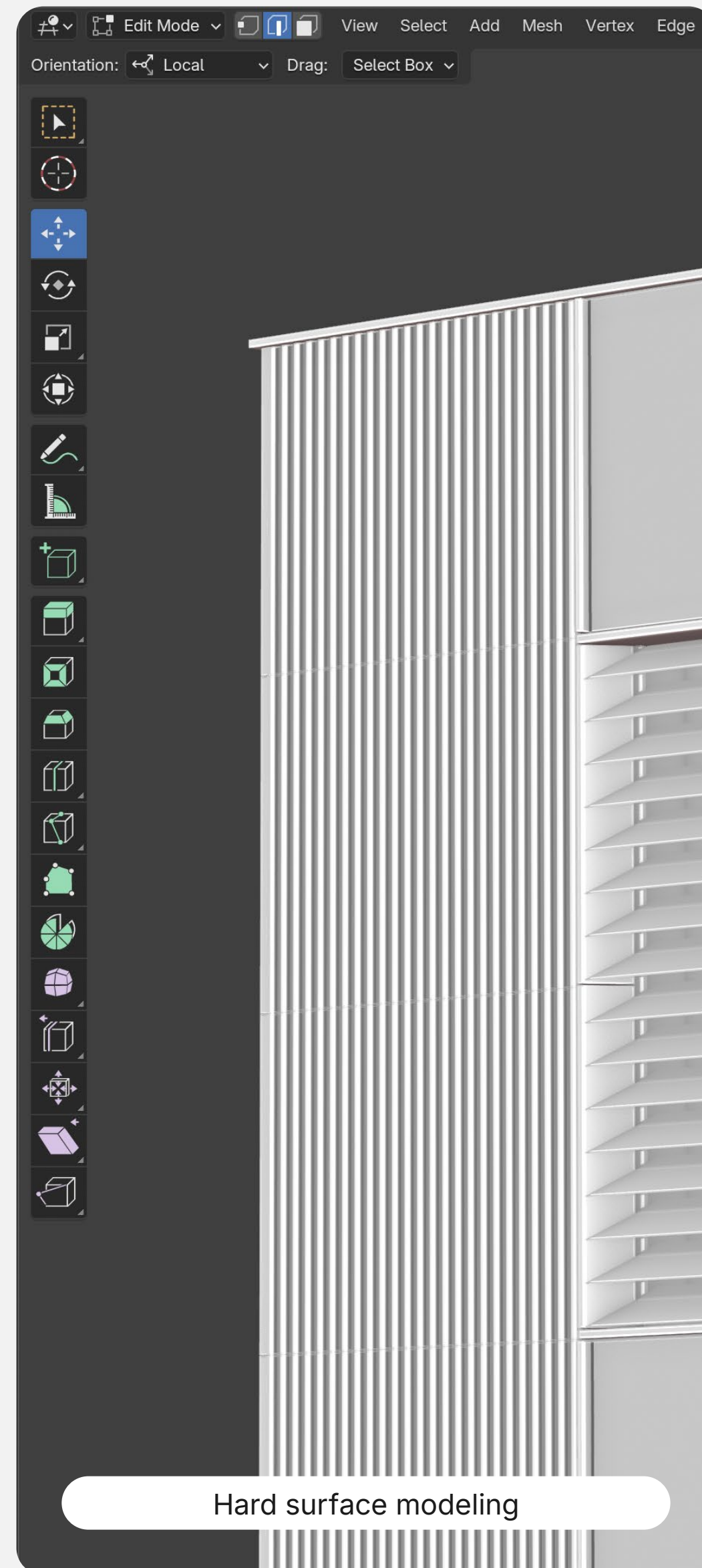


## Case study III

# Visualizing the invisible.

A large engineering team was dedicated to making the technology work, scale, and become commercially viable. We knew the markets. Had the specs. Had some prototypes. But beyond that? What it looks like? No one knew.

This task landed on me: visualize a product that didn't physically exist yet. Visuals that needed to hold up across sales decks, investor pitches, events, and media, while the hardware kept changing underneath them.



## Case study III

# Where brand design meets engineering.

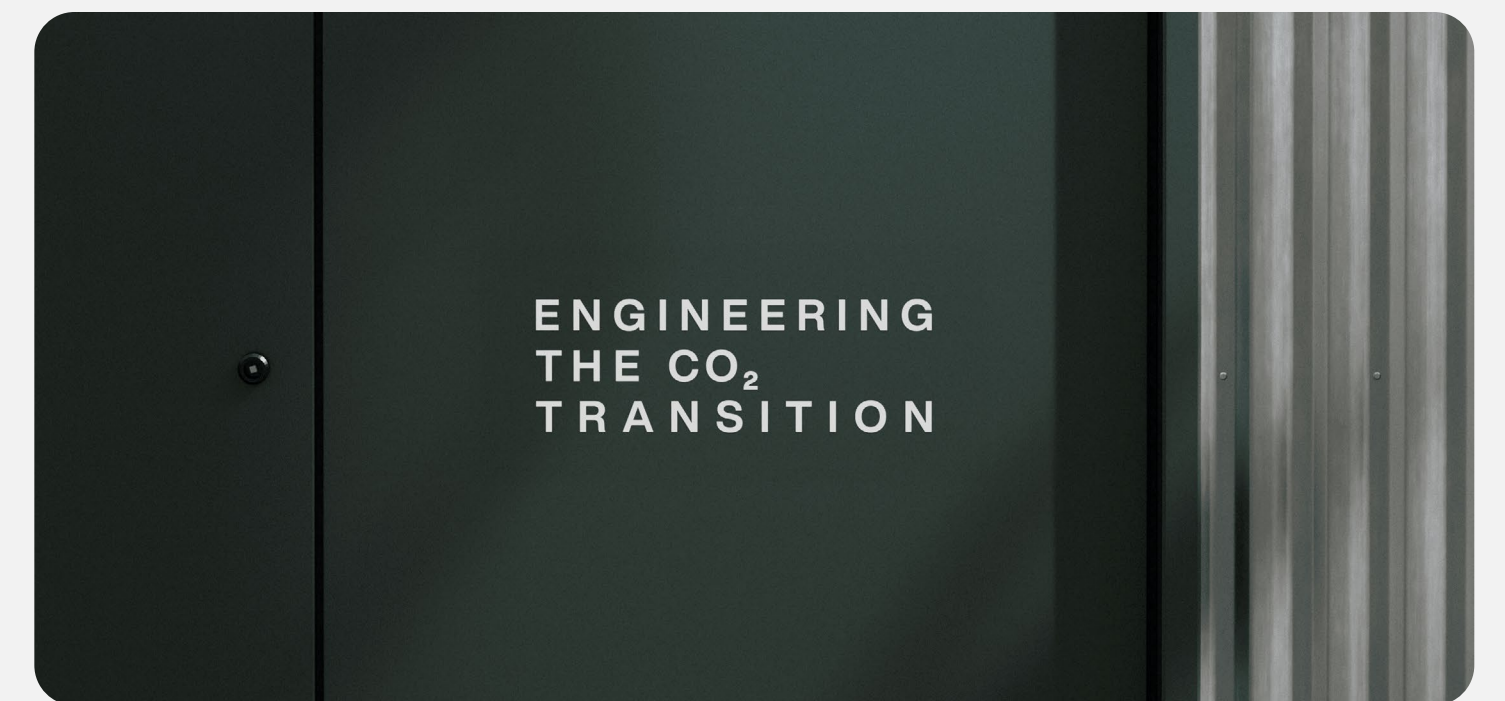
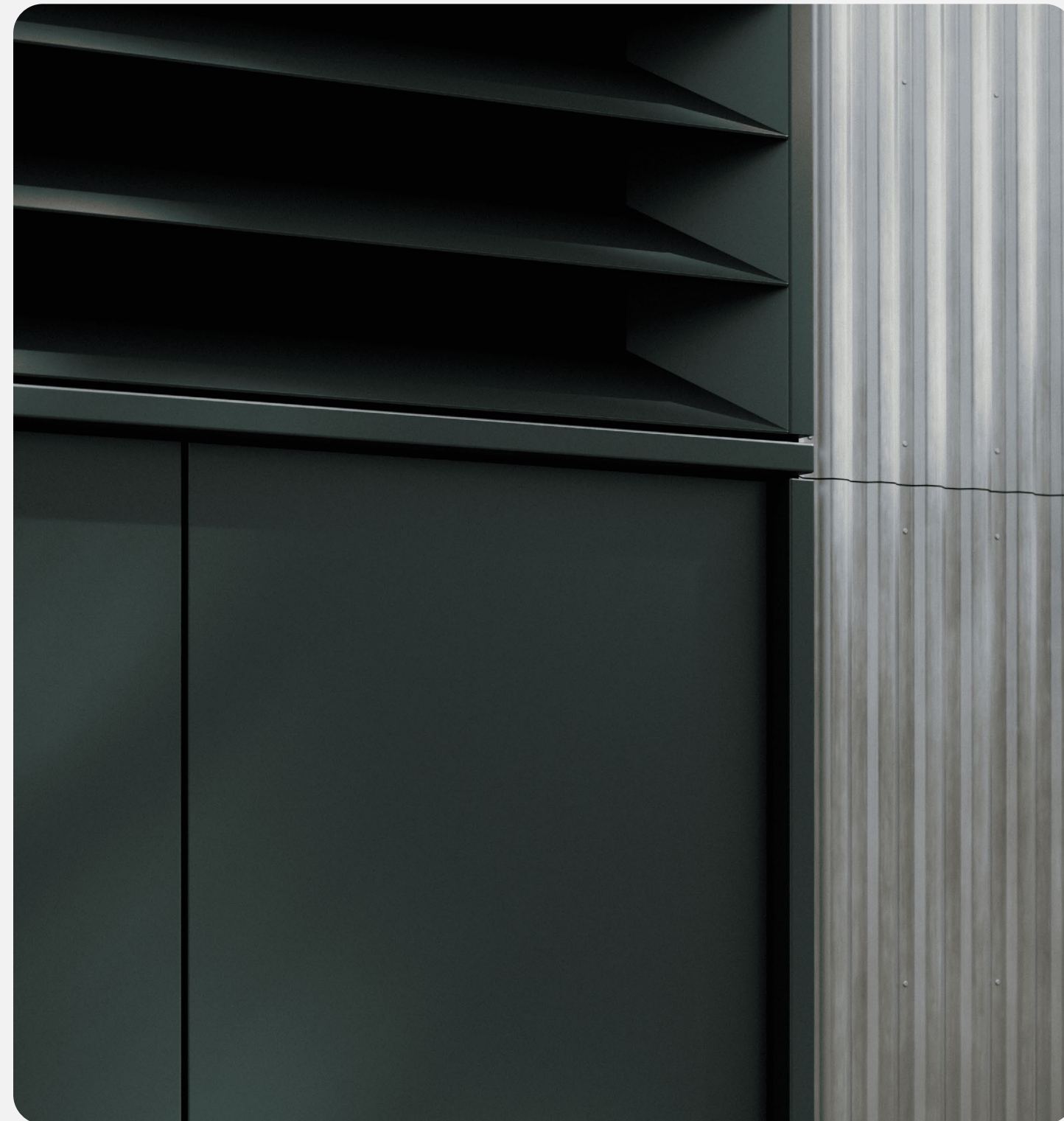
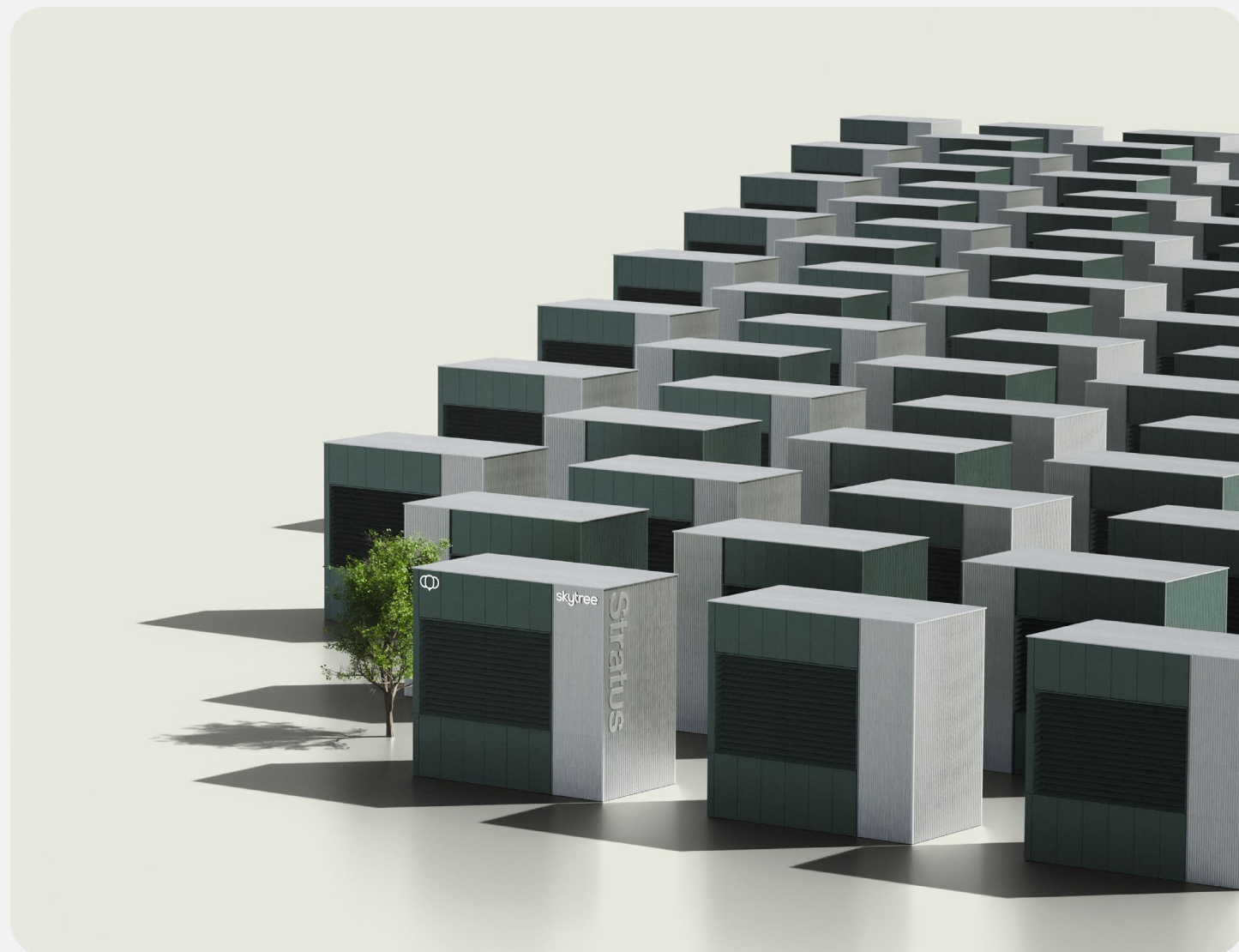
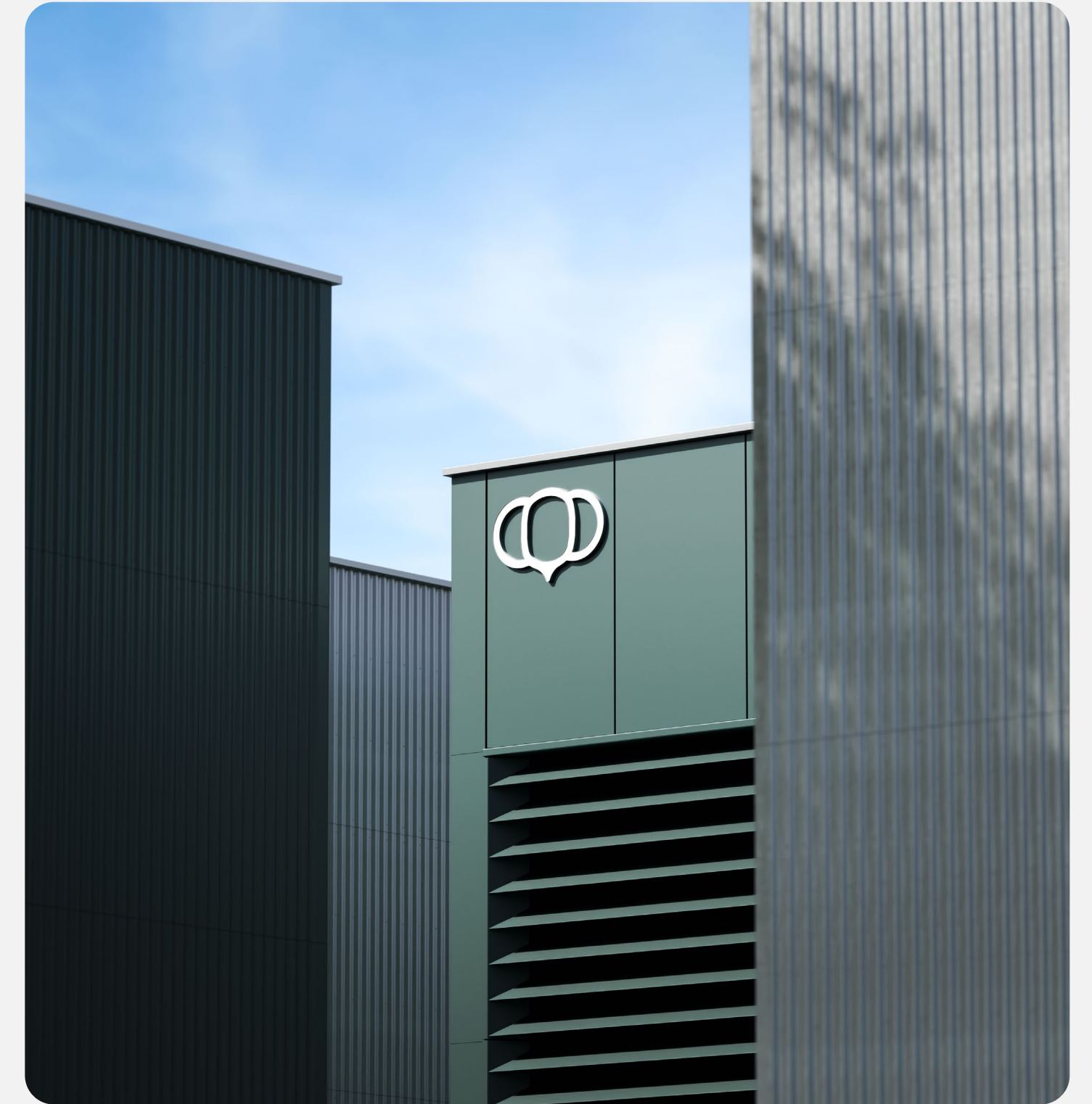
We tried the proper route. Industrial design studio. Too expensive long-term. Our product moved too fast for external 3D artists to keep up. The only way was to do it in-house. To the point I was part of engineering meetings, giving recommendations and directions on shape, color, finish.

The lines between brand and product design became blurred, and I learned to navigate both.



## Proof of 'design'

Design gets better when you understand how it's built. The early renders were a test. Could I deliver high-fidelity visuals, fast, with real engineering input? That was enough to earn the trust to explore further. To figure out the right tools and workflows.



## Meet Tilen

**My creative journey started at 3, when I took my first photo. Eventually, I found my way into designing for a startup.**

I grew up in the Slovenian countryside, working on a farm and exploring the mountains. How a kid with dyslexia & a multimedia degree ended up in Amsterdam designing for a startup is still a mystery to me. Perhaps it was the lust for traveling or the need to escape a small town. But mostly, it feels like luck.

Somewhere along the way, all those different threads turned into one thing. From the ground up, I define, design & launch work that shapes a brand's future.

My approach is driven by curiosity and research as much as gut feeling. I believe one's best work brings intentional contrasts: familiar yet unique, detailed yet simple, playful yet refined.

When I'm not designing, you might find me picking out the next photo to print, stretching dough for homemade pizza or pondering how i'd improve the latest episode of a Sci-fi show i watched.

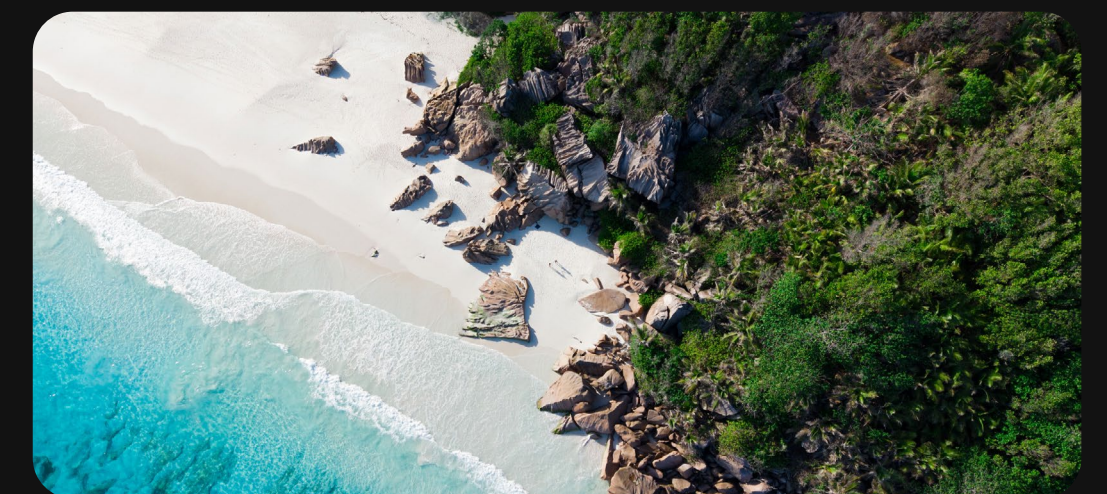
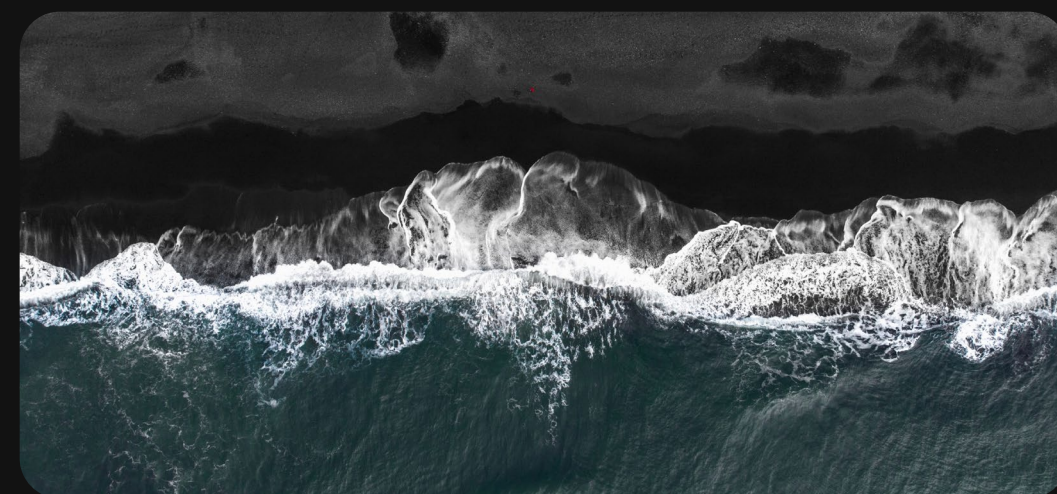


## Photography

I am rather  
obsessed  
with finding  
meaning. It  
bleeds into  
my work  
& my life.

Traveling is where I recharge. New places, unfamiliar light, unexpected moments.

Perhaps photography is the meaning. Why I go. It slows me down, makes me look closer, and turns fleeting moments into something I can hold onto. Same obsession, different lens.



## What's next

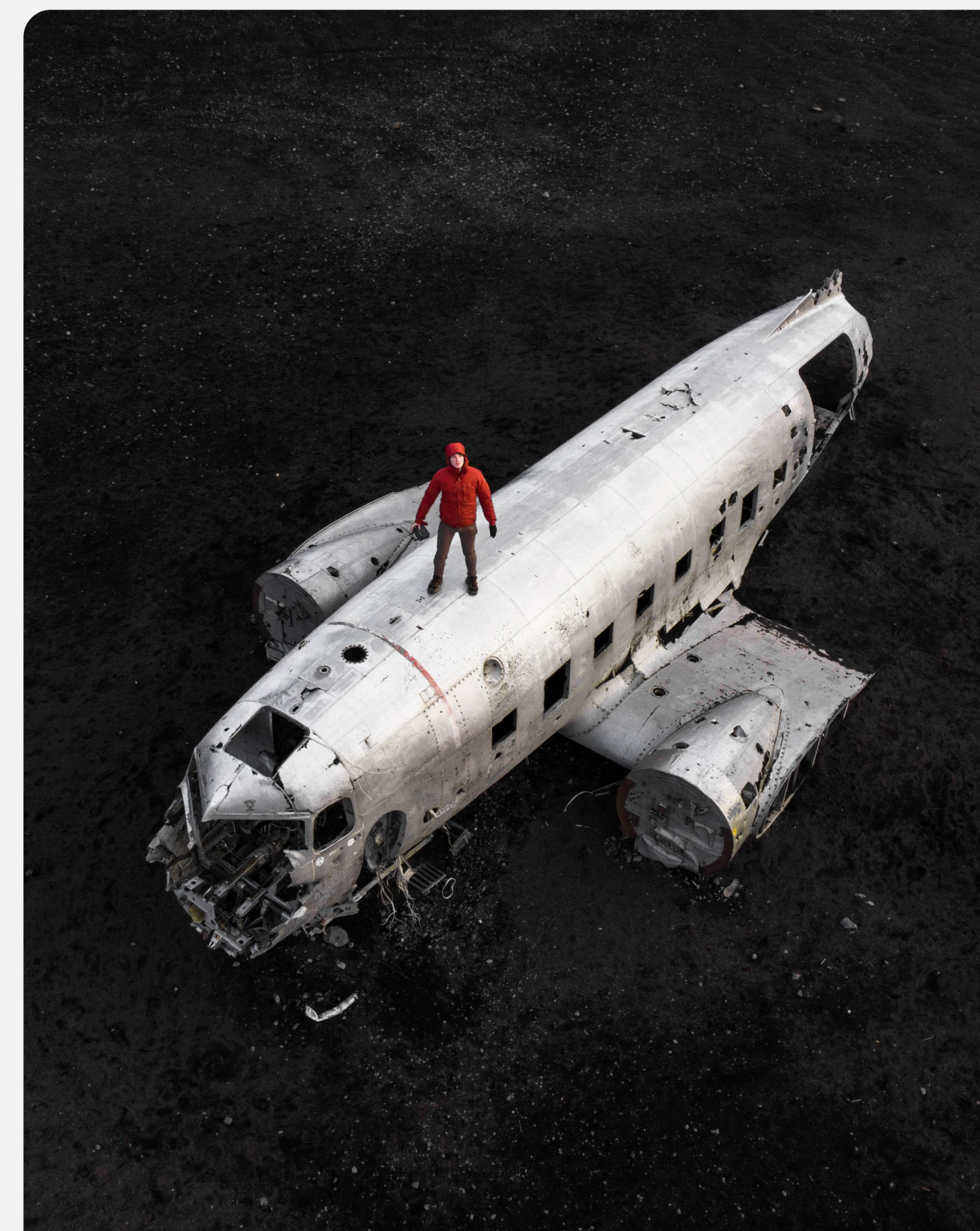
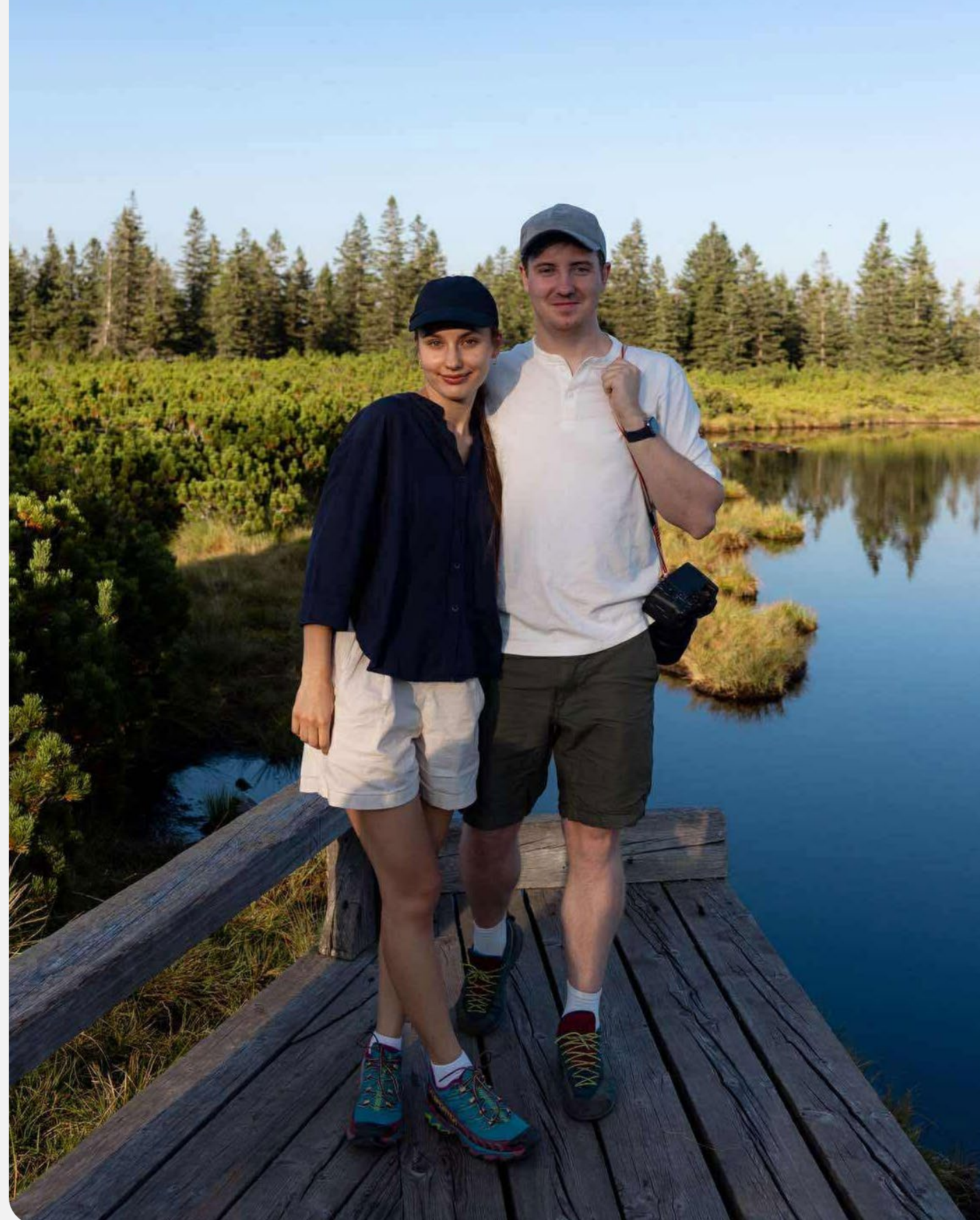
# Every far off adventure begins with a plan.

So what's next? Getting my scuba certification in May. Already researching how to bring a camera down there. My ambitions are way ahead of my skills, but that's usually how it starts.

Sasha and I want to go back to Iceland. Or skip straight to Patagonia. Or Antarctica. The list keeps growing and we're fine with that.

Film photography. Home espresso. Maybe a La Marzocco this year. Things that slow me down in a good way.

I want to feel, dream, act, and create. I believe we need visionaries to imagine new futures and designers to translate those dreams into reality. This sure is a pretty cool time to be alive.



Connect

# Let's work together.

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Behance [behance.net/tilensesel](https://www.behance.net/tilensesel)

