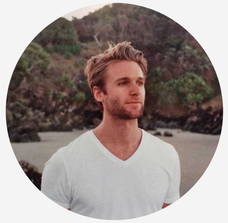


burgersimon.com

LinkedIn

<WELCOME/>

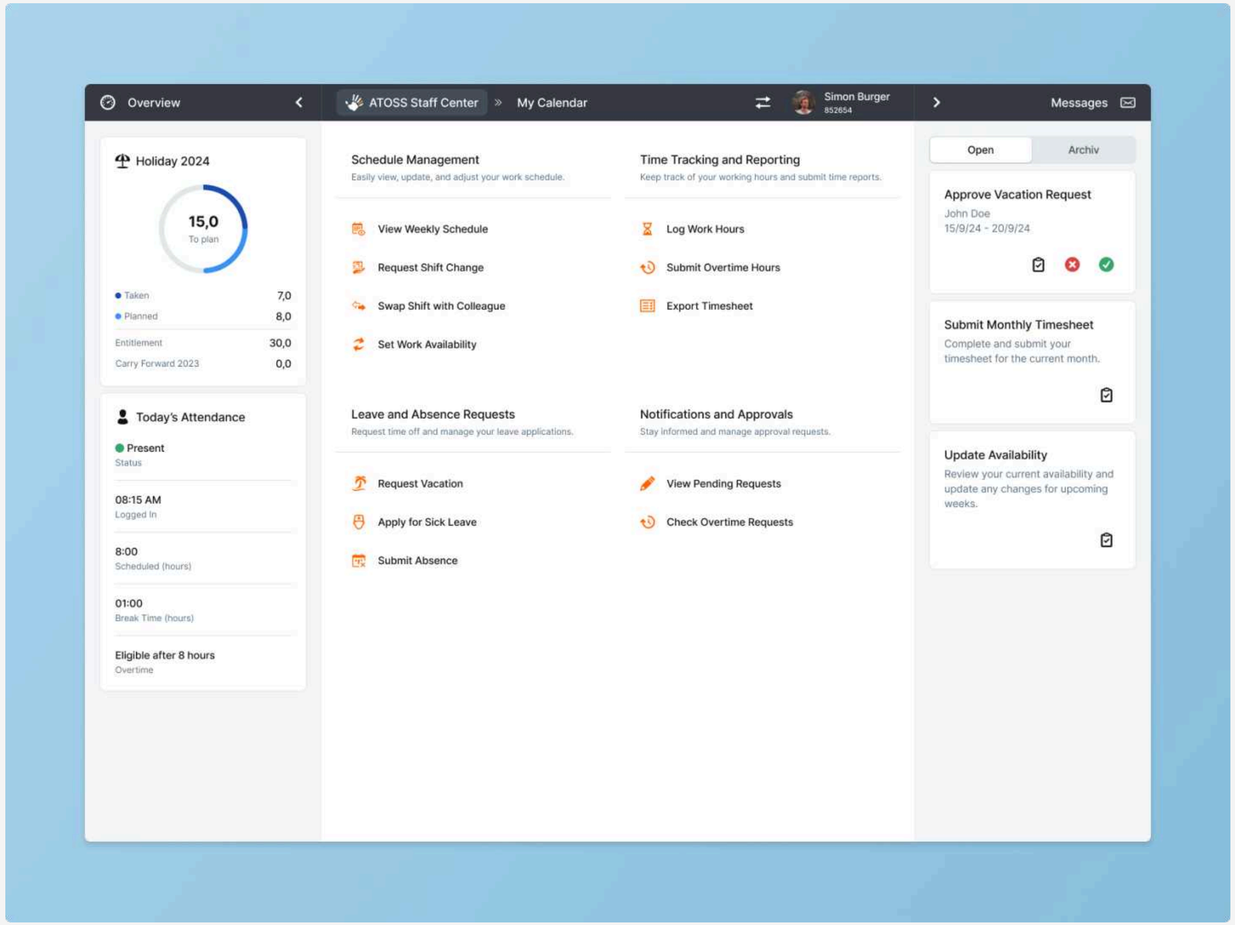
...to my portfolio. My name is Simon, a Product Designer with 4+ years of experience designing complex enterprise software for web, iOS and Android. My focus is on clean UI, clear interaction patterns, scalable design systems and practical developer handoff.

Before moving into Product Design, I worked in Brand Design and Art Direction. That background shaped how I work today: I care about visual clarity, consistency and how a product feels - but always in service of usability.

My Case Studies

ATOSS Staff Center Desktop Interface Redesign

(2023 - 24)



Summary

ATOSS's 'Staff Center' is a leading web-based workforce management tool in Europe. However, customers and stakeholders felt that its design had become outdated compared to international competitors. Over the years, contributions from various designers resulted in an inconsistent design. A redesign was long overdue to ensure it remained competitive on a global scale, both now and in the future.

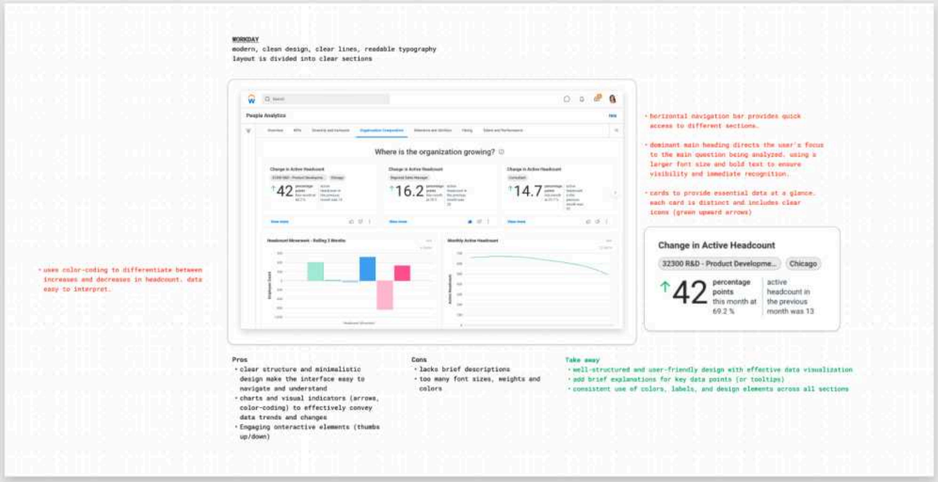
In collaboration with the Head of Product Design and the development team, we decided to redesign the entire interface as part of a framework transition project running in parallel. This redesign impacted every aspect of the user interface.
I led the project, overseeing the redesign of all reusable design components from start to finish. I also ensured all necessary design specifications were delivered on time to enable smooth and efficient implementation by the development team.

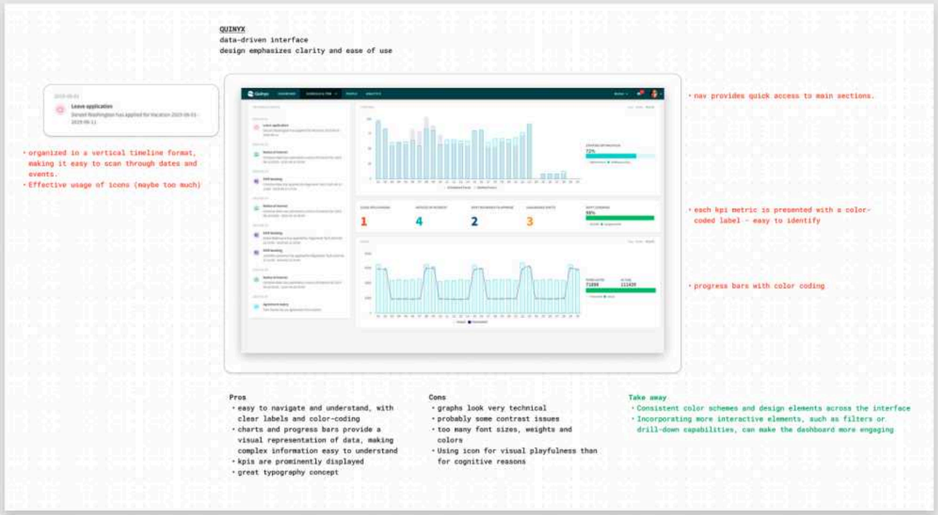
The first step was to evaluate the scope of the redesign, deciding whether minor aesthetic changes would do the trick or if a more comprehensive overhaul was required. However, the available development capacity for the project had not yet been determined.

Competitor Analysis and Field Research

To move forward, I needed to understand the design standards and quality of our main competitors. I conducted a **competitor design analysis**, which revealed considerable differences in interface quality compared to Staff Center. The positive takeaway was that we weren't alone in facing design issues. Additionally, I conducted **field research** to identify best practices and determine current standards for good interface design. My professional UI Design Certification course was particularly useful here, as it helped me to understand how much our current interface deviated from a good standard.

The major part of the interface was designed by an agency 7 years ago before the actual product launch. However, over time, multiple in-house designers added their personal 'touches' whenever new features or improvements were needed, leading to a quite inconsistent design. My goal was to see how far off our current interface was from the ideal standard.

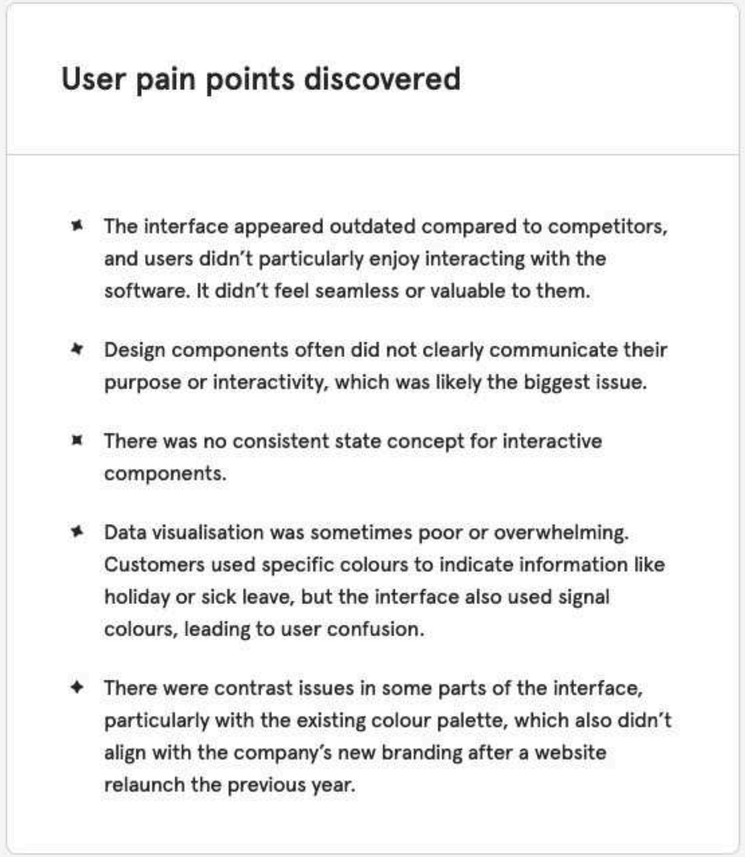




Stakeholder Interviews for User Insights

Direct interviews with customers to understand their pain points were not feasible due to time constraints. Given that the redesign needed to be completed by the final release of the new framework, there was immense time pressure on the entire project. If I had followed ATOSS's established research recruitment process, it would have taken weeks to talk to a customer. This outdated process needs to be revised to make user-centred design more dynamic and agile in the future.

However, it was crucial to gather 'user' feedback. To move forward while still following user-centered design principles, I held **internal stakeholder interviews with the Product Management, Product Marketing, Sales, and Consulting** teams to at least gather some actual user issues. These stakeholders interact with customers daily and provided me with valuable insights.

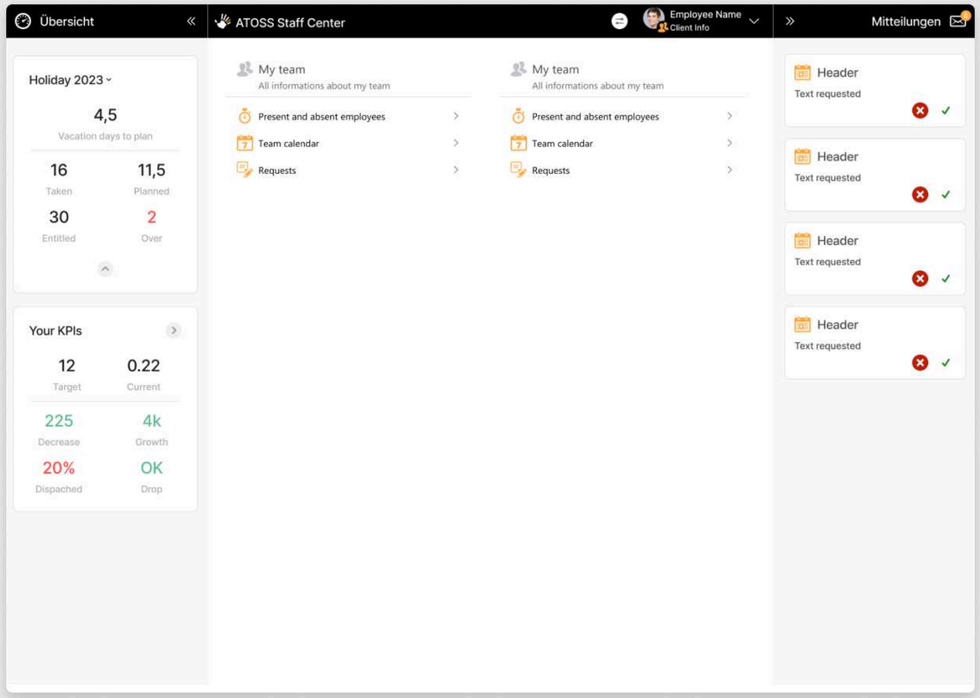


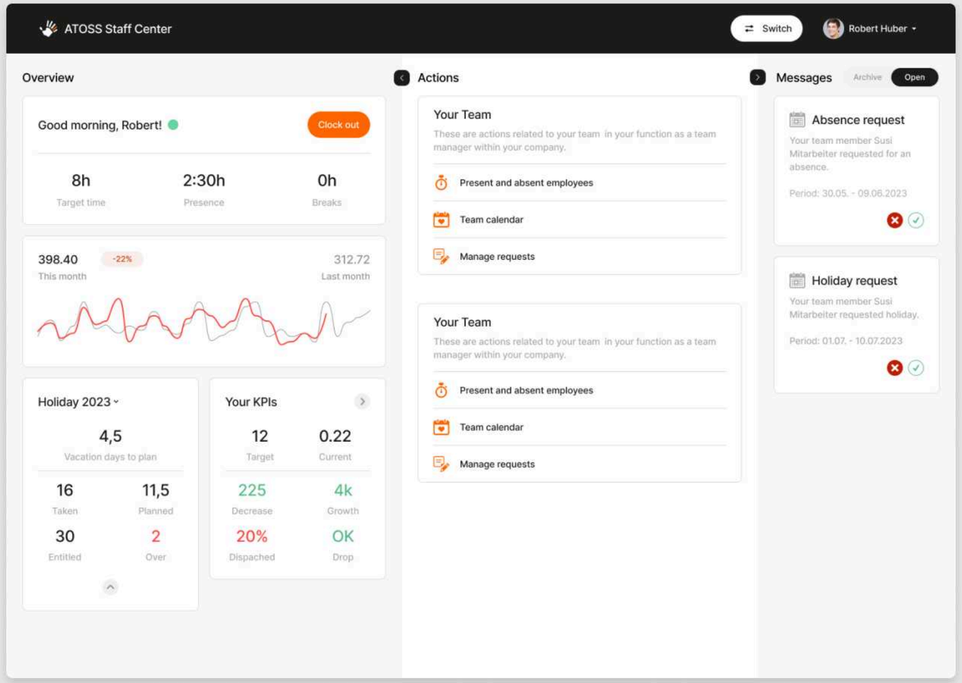
Developing Initial Design Concepts

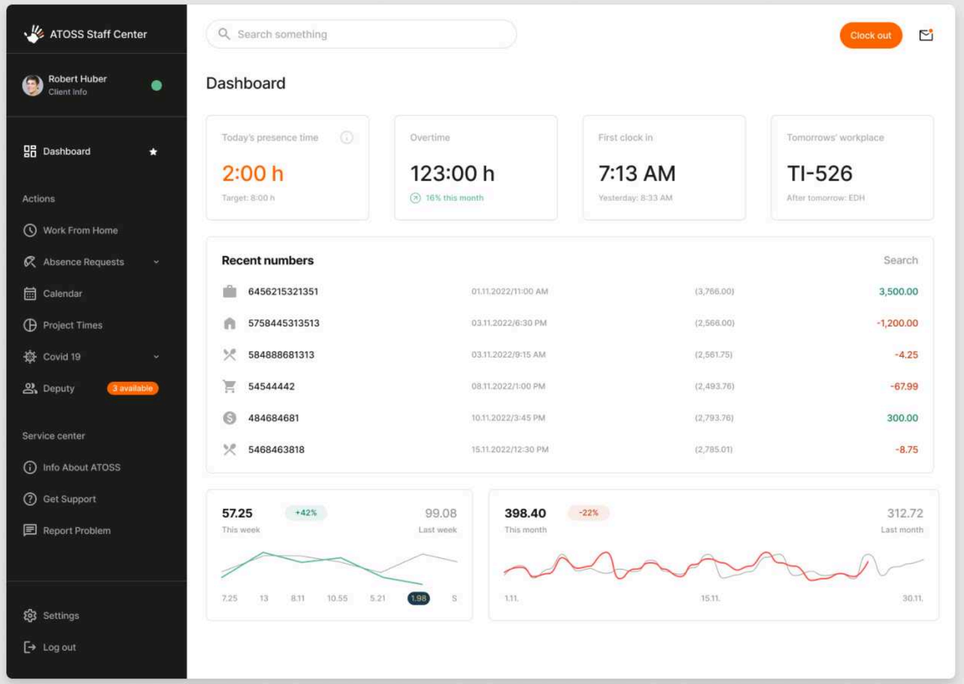
It was time to determine how much I could actually change in the interface with the available development capacity. Based on the competitor analysis, field research, stakeholder interviews, and brainstorming sessions with colleagues, I created three different **design studies** for the interface's homepage, each varying in redesign scope:

- **Version 1:** Minor changes like rounded corners or more whitespace. Colours and typography will remain the same. Would have no effect on the framework project's timeline. Also, the smallest recognisable impact.
- **Version 2:** Changes to colours and typography, as well as structural and logical changes to some components. This might have affected the project’s deadline but would definitely be noticed by users (in a positive way)
- **Version 3:** A complete overhaul, including changes to navigation and information architecture. This would definitely have delayed the framework project’s deadline and seemed like "overkill", though it was still worth considering.

I spoke to the frontend development team to estimate the rough implementation efforts for each version. Something I’ve learned over the years is, that it's better to show up with concrete numbers in your presentation, rather than just colourful imagery, if you want a timely decision on a specific topic.







I presented the design studies to higher management. The outcome was that we had to find a solution that addressed as many user problems as possible but (of course) without affecting the framework project's deadline at all.
To understand my available development capacity, I had to ask the development team how much "spare" time they basically had per component. Based on that, I had to create the best possible design solution.

That's where some basic knowledge about how code works came in very handy. It helped me to know how far I could go while still staying within the spare capacity.

After talking to the development team, it was clear that we could change not just corners and spacing, but also colours, fonts, and states. Basically, anything that did not affect the components' logic and layout.

I didn't see this coming!

During my discussions with the development team, we discovered that a design system from three years ago had only been partially implemented - ouch! This led us to realize that both the **visual design and the entire design system needed an update**. Tackling such a comprehensive overhaul was demanding, but it made the project especially rewarding, as we had the chance to create something truly cohesive from scratch.

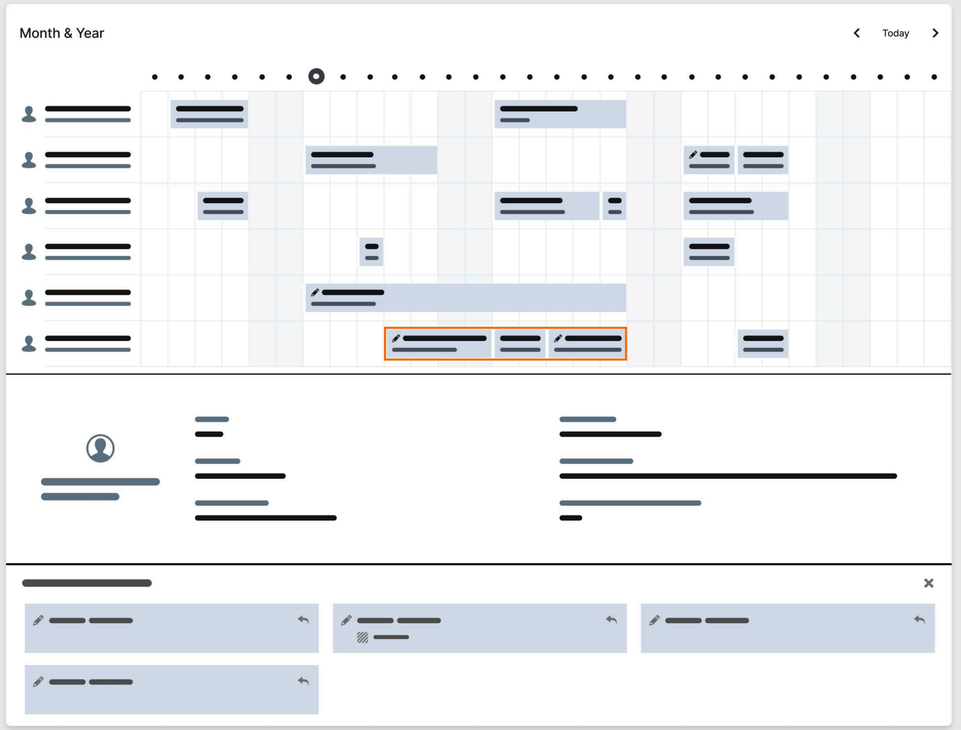
Redesign Approach

To manage the development workload and meet the transition project's deadline, the development team and I agreed on the following:

- Visual design improvements with a focus on best practices and accessibility.
- Copywriting of hardcoded text within components to improve understanding and affordances.
- Potential structural and interactive changes to complex components to enhance usability.
- The general structure, navigation, and layout of the software and its interface components will remain unchanged.

It was time to roll up my sleeves and dive into the details. For simpler components, I jumped straight into high-fidelity designs. While this wasn't ideal, I didn't have the luxury of perfecting every button or form field, with nearly 70 components to redesign in just a few weeks.

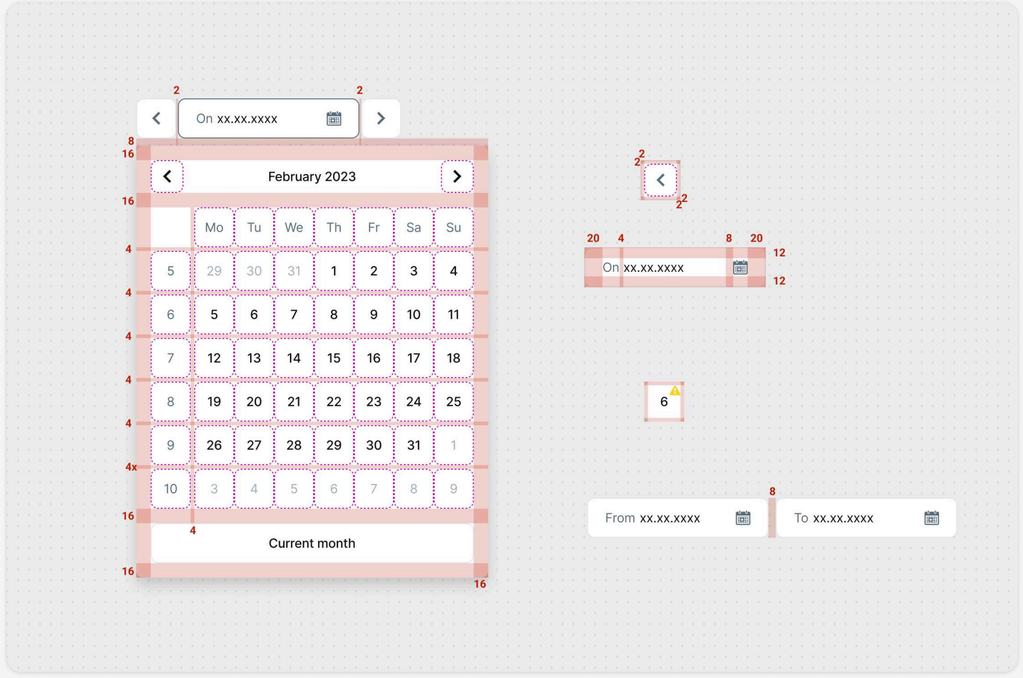
For more complex components, like calendars and charts, I started with low-fidelity designs, as they needed more focus due to their complexity. Regular feedback sessions with my design and development colleagues were critical, ensuring the designs had full team support and were technically feasible.



Specification and Handoff

While redesigning, we finalized and handed off components to the development team as soon as they were ready. I set up a process where every design needed approval by the responsible developer before documentation to avoid technical hiccups.

My colleague Ceren's support was invaluable, helping to create over 80 design specifications on time!



Final Result

I redesigned 67 interface elements, resulting in over **80 design specifications**, all completed **within approximately 8 weeks**, including adaptations to the design system. All identified user issues were successfully addressed.

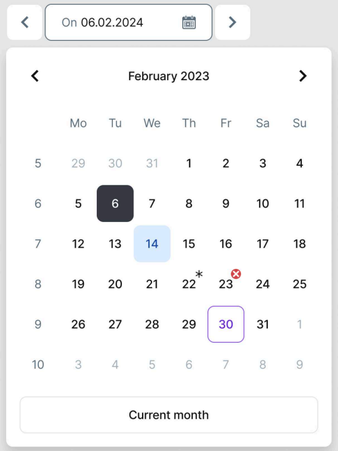
- The redesign follows well-established design patterns to make it more intuitive.
- Natural and soft shapes make it enjoyable.
- Consistent design throughout the interface makes it more valuable.
- Neutral interface colours prevent user confusion when communicating information through colour codes.
- All text-to-background contrast meets at least AA standards according to W3C in every part of the software.

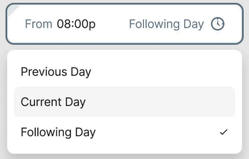
Success Metrics 💪

As part of the success criteria, **I initially set clear metrics to measure the redesign's impact**. This included a reduction in UI bugs, faster development times, and improved user experience through fewer user errors. Though the new design's release is set for 2025, we've already received positive feedback, which confirms these goals were successfully met.

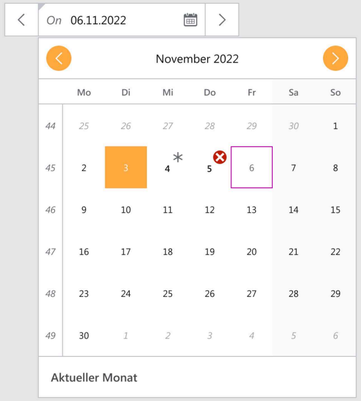
The **design is seen as more harmonious and intuitive**. Implementation is also more efficient, **saving 10-30% in development time** and **reducing the number UI bugs per component by sometimes up to 50%**.

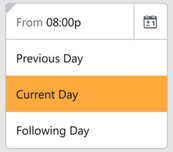
New



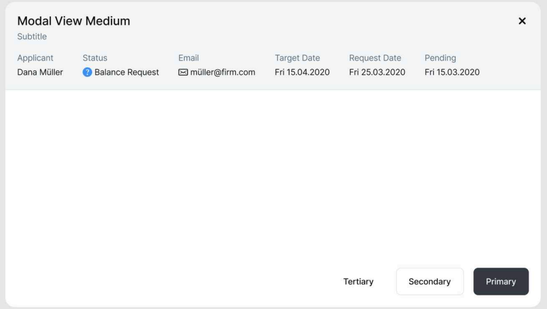


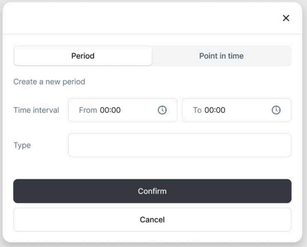
Old



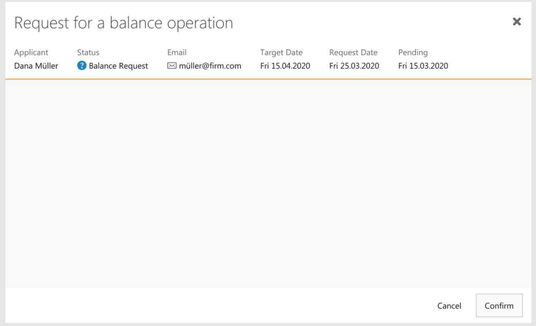


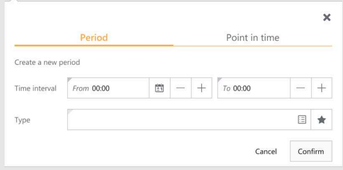
New



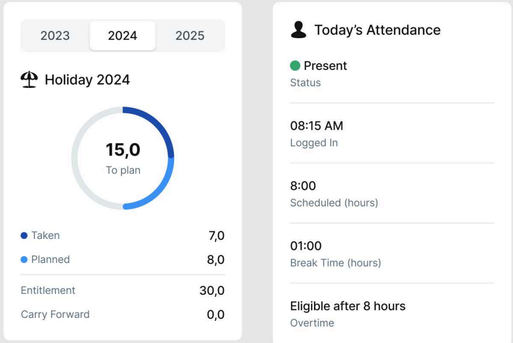


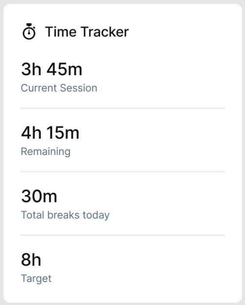
Old

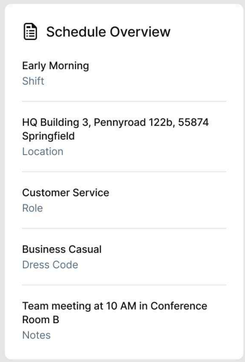




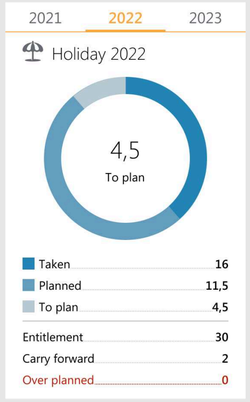
New

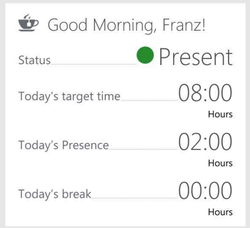




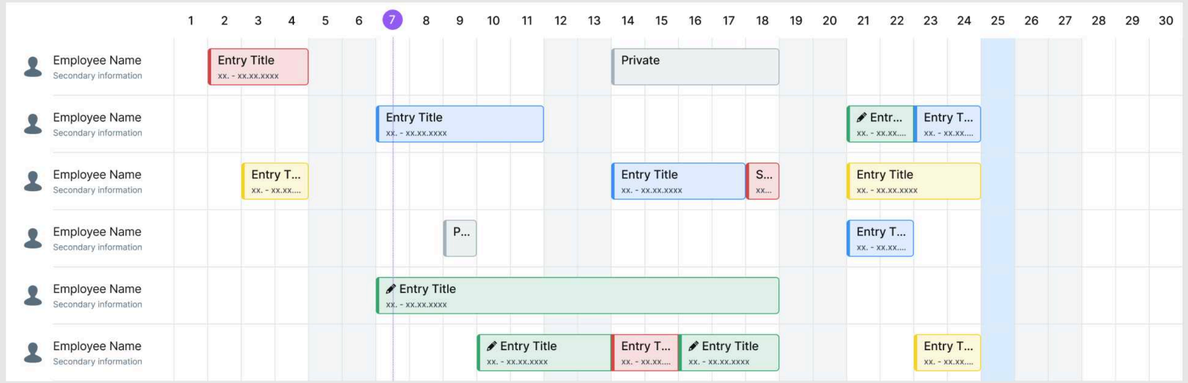


Old

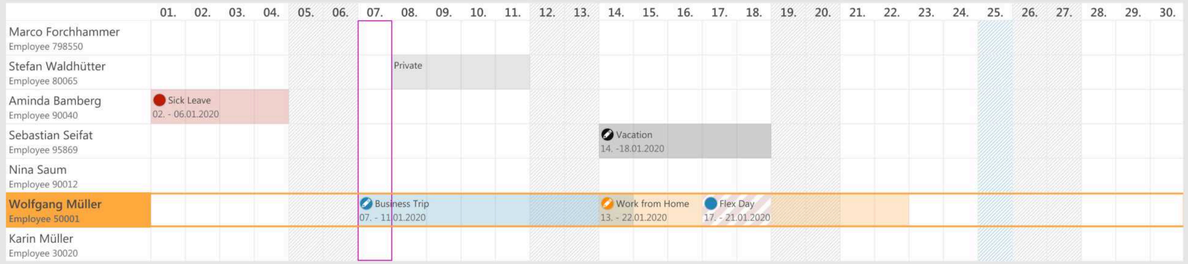




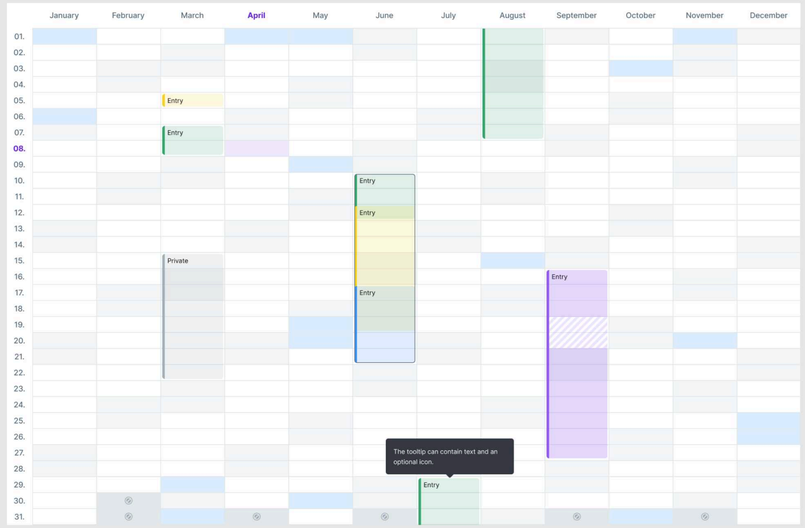
New



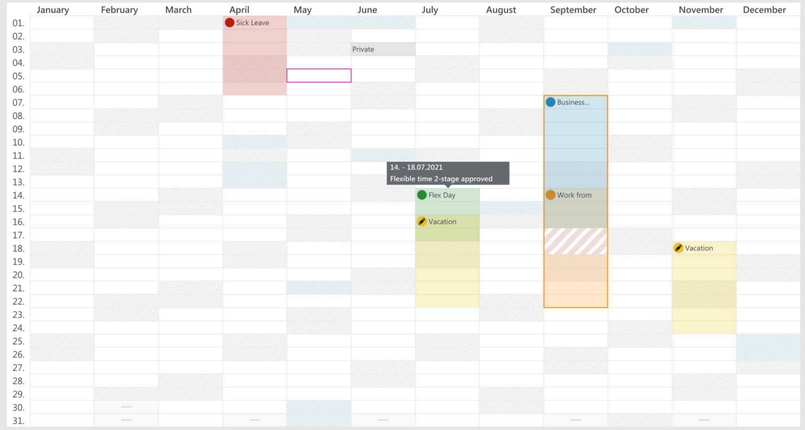
Old



New



Old



New

Employees	Info 1	Info 2	Status
First Name Last Name	Info Element Subtitle	Info Element Subtitle	
First Name Last Name	Info Element Subtitle	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	
First Name Last Name	Info Element	Info Element Subtitle	

Old

Employees	Department	Area	Workplace	Status
First Name Last Name	Production 1	Assembly H34	Machine 01	
First Name Last Name	Production 1	Assembly H34	Machine 02	
First Name Last Name	Production 1	Assembly H34	Machine 01	
First Name Last Name	Production 1	Assembly H34	Machine 02	
First Name Last Name	Production 1	Assembly H34	Machine 03	
First Name Last Name	Production 1	Assembly H34	Machine 03	
First Name Last Name	Production 1	Assembly H34	Machine 03	
First Name Last Name	Production 1	Assembly H34	Machine 03	
First Name Last Name	Production 1	Assembly H34	Machine 03	

Lessons Learned

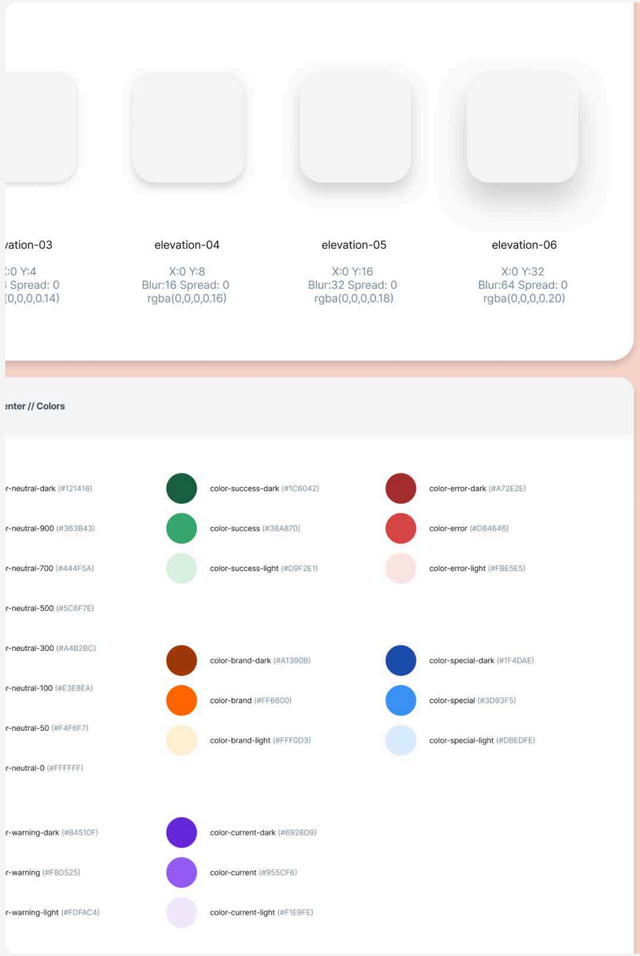
- Despite valuable user insights from other teams, actual user interviews felt missing, and it's worth going the extra mile next time, at least for complex custom components.
- Teamwork and continuous coordination with development are key to success, as even the most beautiful designs are useless if they cannot be implemented in code.
- Throughout the project, I gained a deep appreciation for how incredibly complex code can be. Instead of playing the annoying designer saying "nothing I impossible", I'd now aim to find compromises that support development. It's a give-and-take process—without front-end, there's no design.

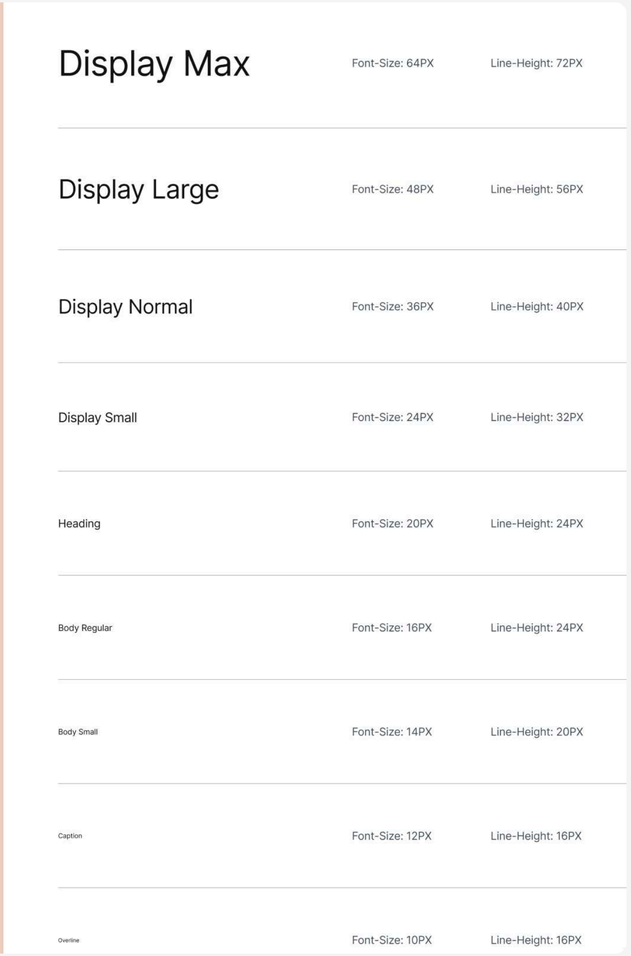
Next Steps

As a next step, I would definitely involve real users, taking an iterative approach to particularly critical and complex use cases in the software. Using A/B testing to validate the new design and, in the event of problems, make specific adjustments with the help of user interviews before the final release of the framework in 2025.

ATOSS Staff Center Design System Upgrade

(2023 - 24)





Summary

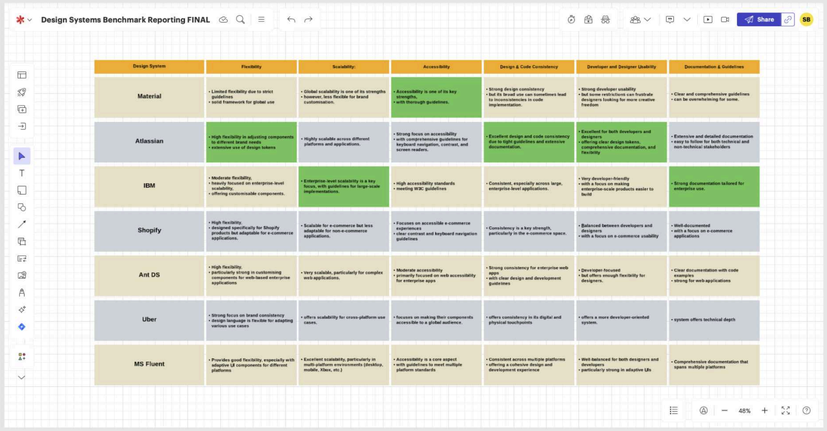
The **three-year-old design system** for ATOSS's "Staff Center," a leading workforce management tool in Europe, had not **been fully implemented across the interface**. Some components followed the design system, while others did not, resulting in **inconsistencies in both design and code**. This lack of cohesion **caused confusion and frustration** among designers, product managers, and developers.

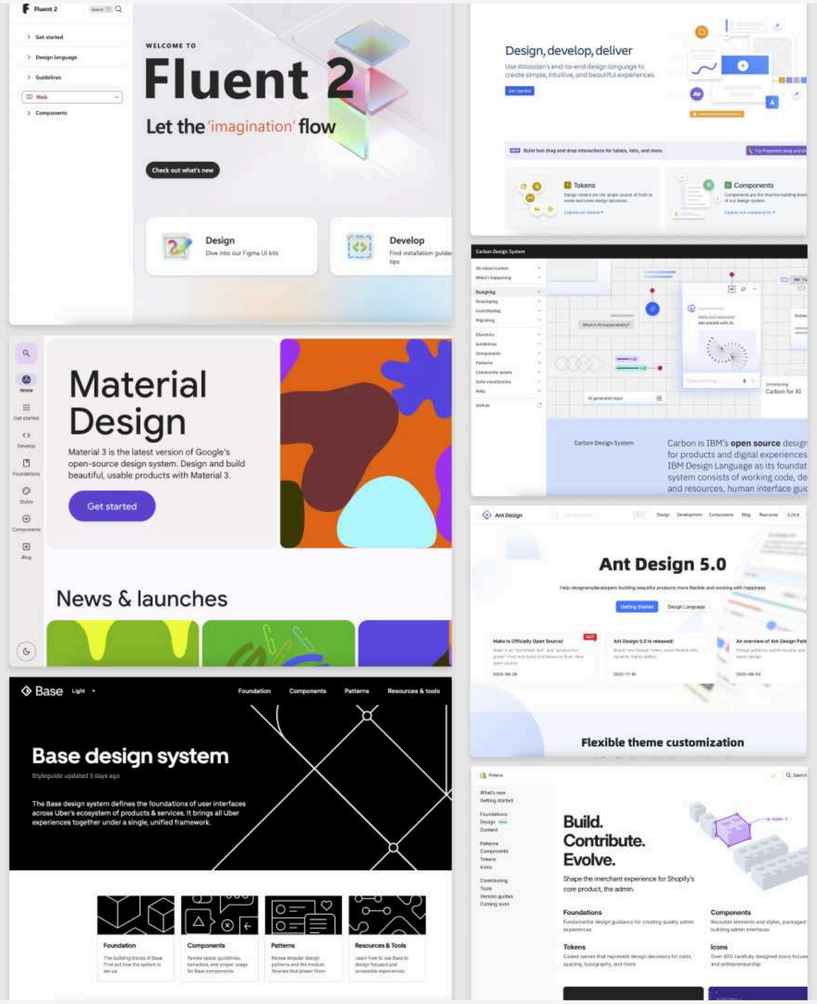
We **decided to overhaul the entire design system** alongside a software redesign project. The aim was to **create a scalable design system that balanced flexibility with clear guidelines**, making it easier for the development team and understandable for non-technical colleagues.

I led the project, improving the existing design system by revising key elements such as colours, typography, and other essential guidelines.

Research & Analysis

I started by creating a benchmark report, comparing our design system with industry leaders like Atlassian, Material Design, IBM Carbon, Shopify Polaris, Ant Design, Uber, and Microsoft Fluent. Our aim was to identify strengths and weaknesses in our system and gather insights for improvements.





Our findings were as follows:

- Our design system was more designer-friendly but needed to balance the technical side, as it must serve both equally.
- Lack of accessibility guidelines for keyboard navigation, screen readers, and contrast.
- Inefficient descriptions of design specifications.
- Style and other guidelines were too loose, causing inconsistency in design.
- The system wasn’t scalable enough for other ATOSS products or flexible enough for brand adjustments (colours, fonts).

I also conducted interviews with developers, designers, and product managers to understand their needs:

Developers:

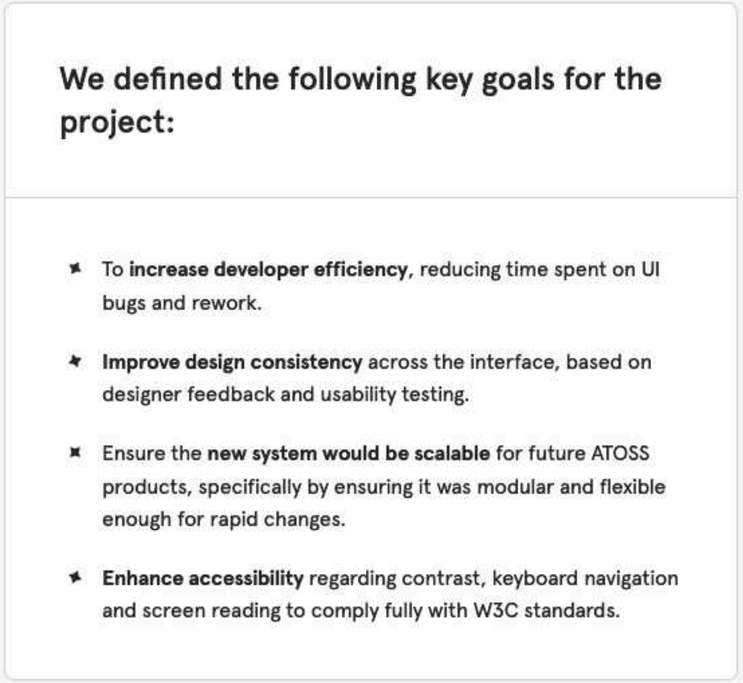
- A comprehensive, pixel-perfect library of reusable components.
- Detailed specifications with clear instructions and practical examples, including a "technical playground" for documenting code snippets.
- Lightweight and efficient components.
- A scalable system for potential future use across other products.

Designers:

- Customisable components that meet individual design needs.
- Design tokens and variables for quick adjustments of colours, fonts, and spacing.
- Clear guidelines.
- Support for responsive design and accessibility.
- Provision of Figma UI kits.

Designers:

- UI kits available on Windows, enabling them to create their own mockups.
- Clearly defined communication channels.
- Consistent documentation standards.



What a surprise!

I then focused on the architecture of the existing system. I created a component inventory, listing and categorising all existing design components. Each component was reviewed for its intended use and frequency of occurrence. During the token audit with the development team, we agreed to remove all unused tokens and adjust the ones in use according to the new guidelines.

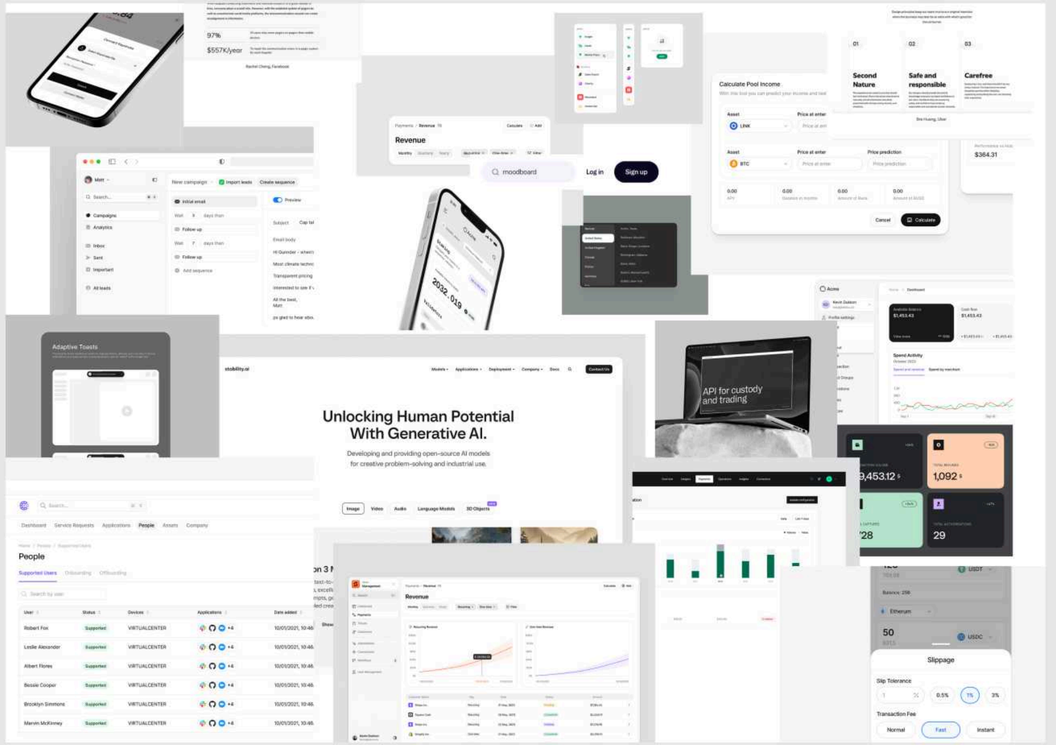
It turned out that many tokens, and even some entire components, were never used in context of the product. Valuable development time had been wasted creating elements that weren't implemented in the software. It was like preparing a feast only to leave it untouched in the fridge. We were determined to avoid this kind of waste in the new system at all costs!

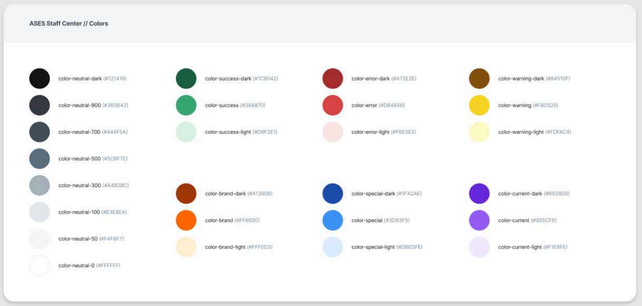
Testing & Iteration

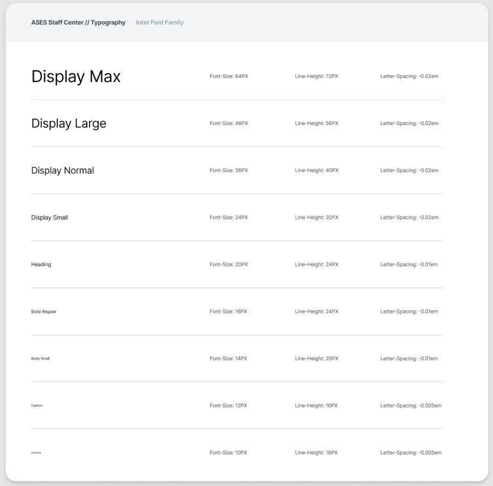
During the redesign, I held regular meetings with the development team to address any problems they had during the parallel implementation of the new designs. Based on their feedback, I made iterative changes to ensure the new design system was as developer friendly as possible and according to their needs.

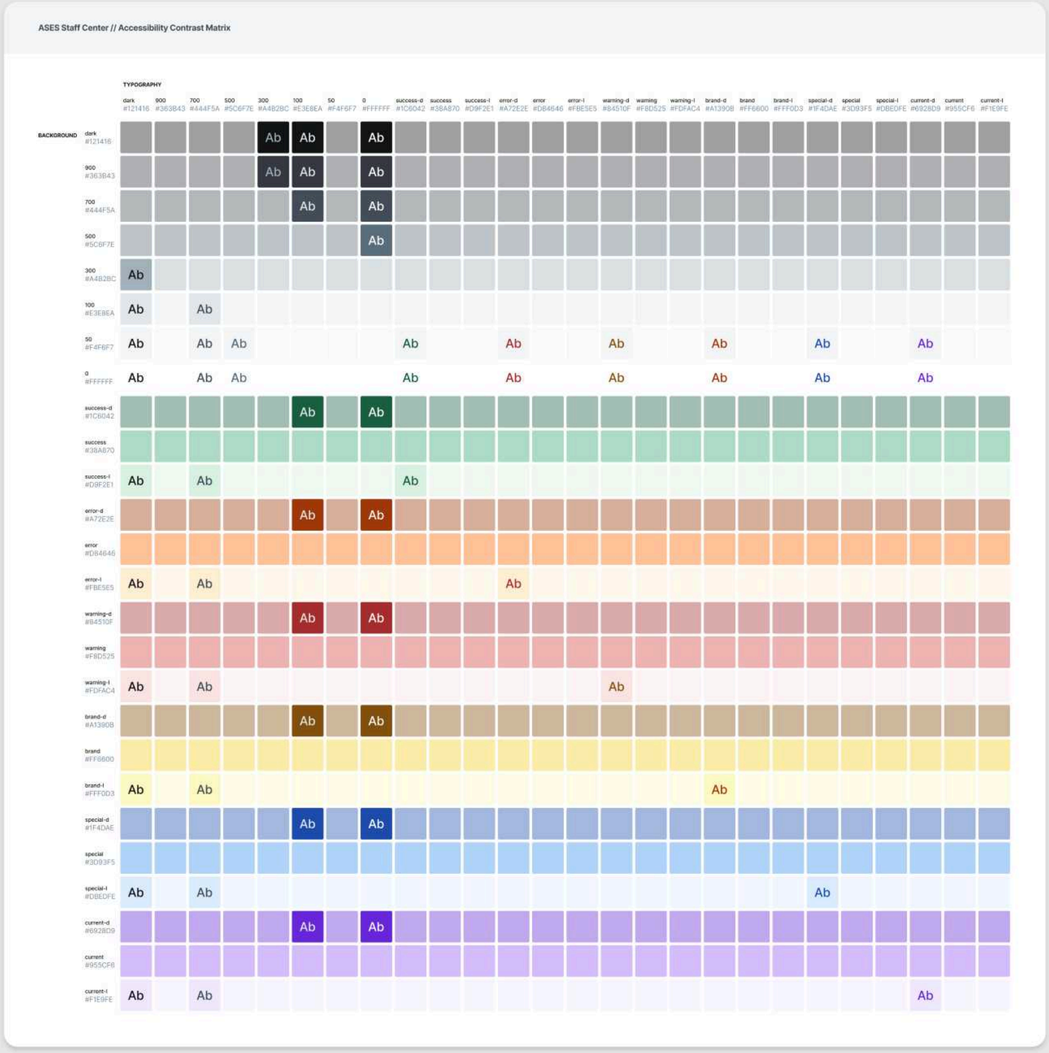
I also conducted reviews with design colleagues, developers, and product managers, particularly for complex components that required extensive documentation. This ongoing review process ensured that the design specifications remained clear and practical.

I **created a style guide using a mood board, introducing a new font, color palette, and a 4-point grid system**, while keeping the icons unchanged. **I developed usage guidelines** to ensure good contrast in text-background combinations. Descriptions and instructions for each component were reviewed and adjusted. I also reviewed the design spec structure for better clarity and standardisation.









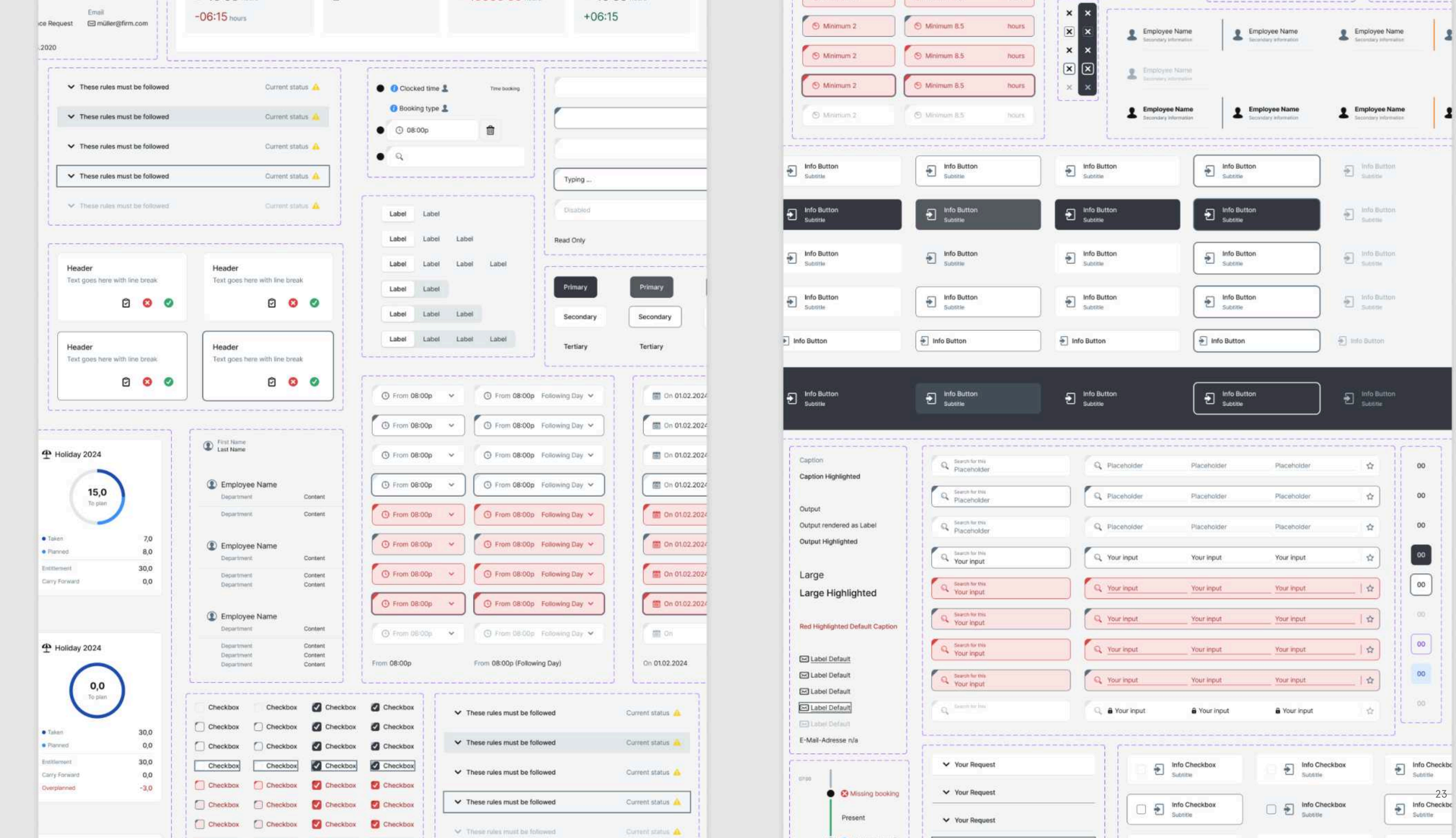
Final Result

I redesigned 67 interface elements, resulting in over **80 design specifications**, all completed **within approximately 8 weeks**, including adaptations to the design system. All identified user issues were successfully addressed.

- The redesign follows well-established design patterns to make it more intuitive.
- Natural and soft shapes make it enjoyable.
- Consistent design throughout the interface makes it more valuable.
- Neutral interface colours prevent user confusion when communicating information through colour codes.
- All text-to-background contrast meets at least AA standards according to W3C in every part of the software.

After the implementation of the new design system:

- **Developer efficiency increased**, as tracked through team feedback.
- Design colleagues reported a **significant improvement in design consistency**.
- The **number of accessibility issues decreased drastically**, particularly in areas such as contrast and screen reader compatibility.


Email
müller@firm.com
-06:15 hours
+06:15
These rules must be followed
Current status
Clocked time
Time booking
Booking type
08:00p
Typing ...
Disabled
Read Only
Label
Header
Text goes here with line break
Primary
Secondary
Tertiary
From 08:00p
From 08:00p Following Day
On 01.02.2024
Holiday 2024
15,0
To plan
Taken 7,0
Planned 8,0
Entitlement 30,0
Carry Forward 0,0
0,0
Overplanned -3,0
First Name
Last Name
Employee Name
Department
Content
Checkbox
Minimum 2
Minimum 8.5
hours
Info Button
Subtitle
Caption
Caption Highlighted
Output
Output rendered as Label
Output Highlighted
Large
Large Highlighted
Red Highlighted Default Caption
Label Default
E-Mail-Adresse n/a
Placeholder
Your input
Missing booking
Present
Your Request
Info Checkbox

Lessons Learned

- I gained amazing insights into how a design system functions in code.
- Rather than building the system first and then designing, it’s far more effective to create a simple foundation and gradually introduce improvements while designing components.
- Developing a fully detailed design system without having a product in place is counterproductive, as both evolve together, leading to duplicated work in some areas.
- Input from different disciplines was crucial to shaping the design system into its final form. Involving our development team in the creation process, in particular, felt absolutely right and purposeful.

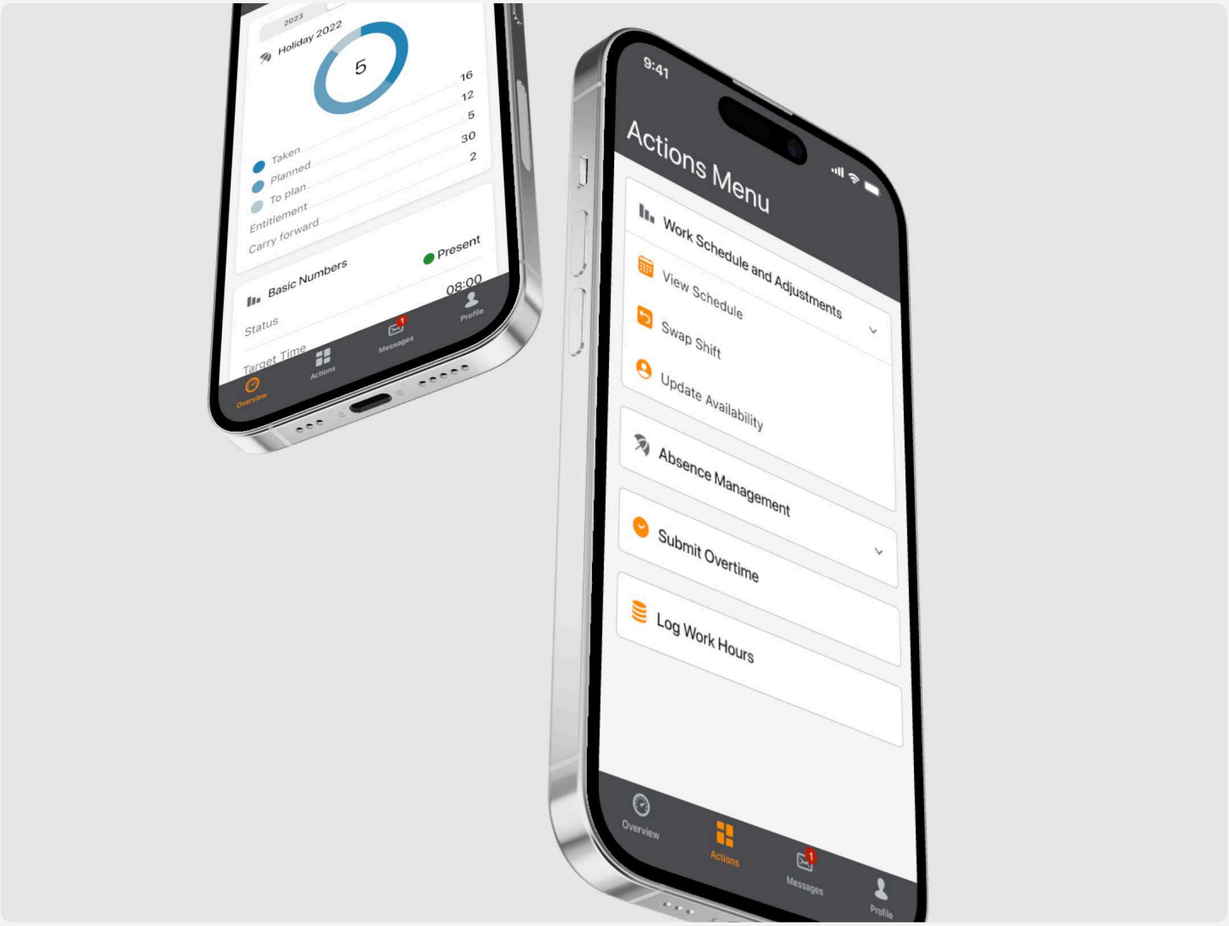
Next Steps

Before I left the company, the team and I implemented a structured change management process. This included training sessions for designers and developers, and ongoing support through weekly check-ins to address questions and challenges.

A long-term maintenance plan was alsoestablished to monitor the design system’s quality. Regular audits will ensure that the system stays updated and can adapt to the evolving needs of ATOSS products.

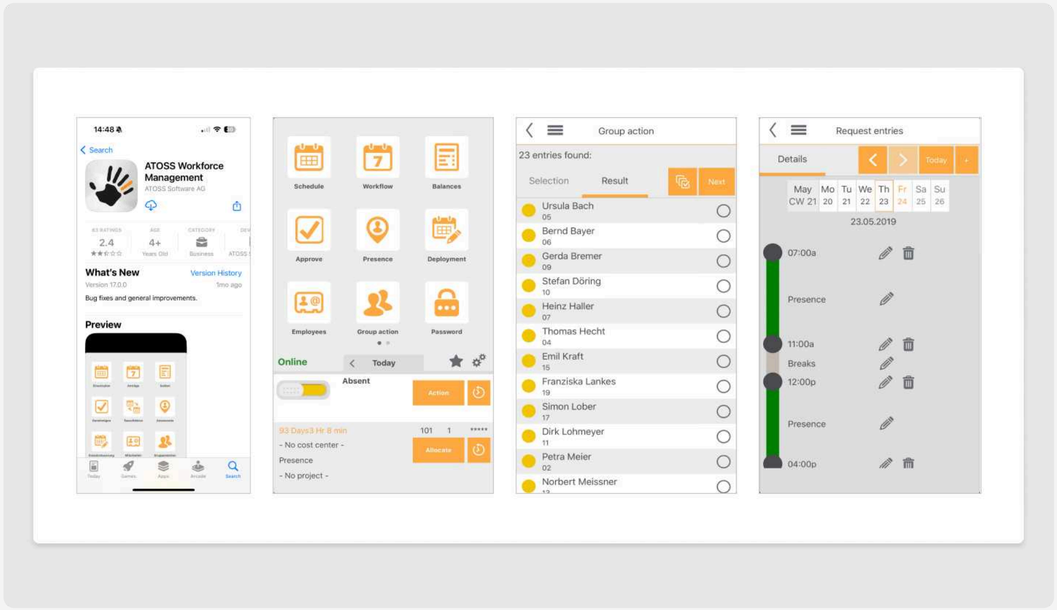
Designing a Native Mobile App: The ATOSS Staff Center Transformation

(2020 - 22)



Summary

There was a **high demand for a mobile version of the ATOSS Staff Center** to stay competitive and attract both existing and new customers. Other reasons included market expansion and the need to improve the user experience by using mobile-specific features like the camera, push notifications, GPS, and biometrics.
Although ATOSS had an app called "ATOSS Workforce Management", it received consistently poor feedback. The app was outdated, not developed natively for iOS and Android, and only covered a small part of the Staff Center’s use cases. It didn’t fit well with the ATOSS product range.
ATOSS **developed a new app, built natively for iOS and Android**. Goal was to offer the full functionality of the desktop solution. When I joined, the project was already underway, and I became involved during a critical phase of development.
I was responsible for translating several desktop use cases into mobile, both visually and interactively. This included adapting the design of components to work natively on Android and iOS. I selected the best design components to fully represent each use case (server-driven design). Additionally, I managed technical projects like IAM integration, with a strong focus on user experience, and co-led the First Customer Shipment of the app. I also reviewed each component during the QA phase to ensure quality.

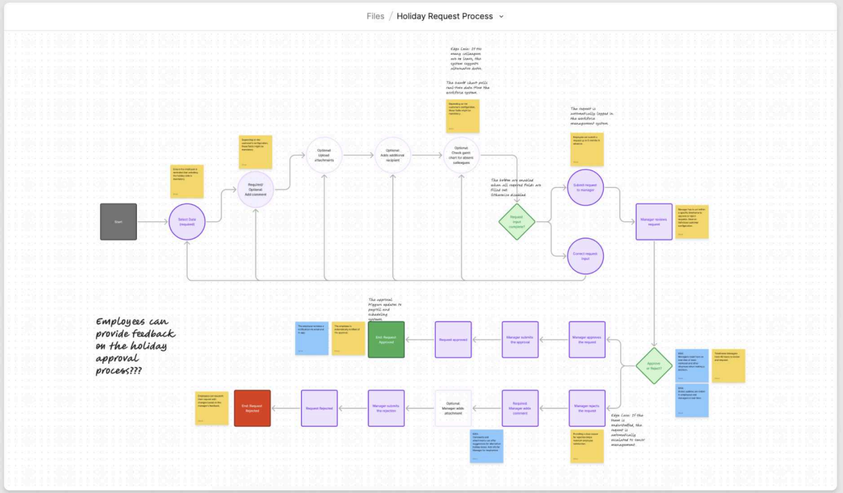


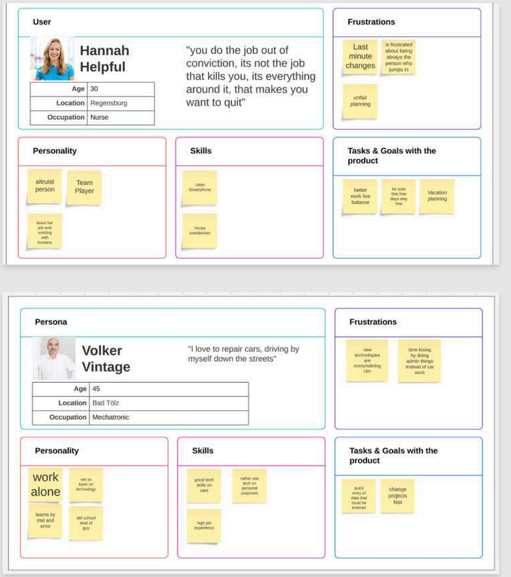
We defined the following goals and metrics for each use case (and the overall project):

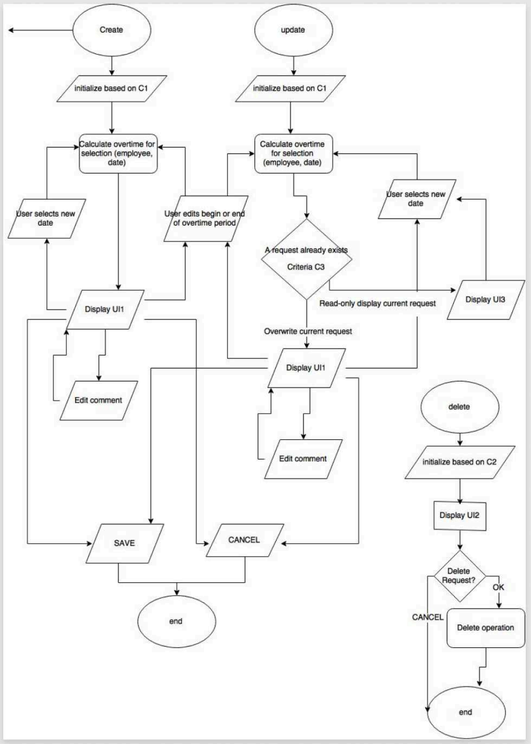
- Ensure **seamless user experience transition** from desktop to mobile with intuitive navigation.
- Ensure at least **80% of desktop features are available** in the mobile version.
- **Increase customer satisfaction by at least 50%,** as measured by app store ratings and and direct customer feedback.

Understanding the Use Cases

At the start of each mobile "translation," I immersed myself in understanding the specific use case. I **reviewed existing Desktop User Journey Maps** and adapted them for mobile, ensuring they aligned with the mobile navigation structure and information architecture. The existing Staff Center Personas were used as a model throughout the development process. Additionally, I carried out **field research** on mobile best practices and conducted **competitor analysis** to understand how others in the market handled similar scenarios. I also **interviewed product managers** to gather specific user requirements and identify desktop issues that could be resolved in the mobile version.





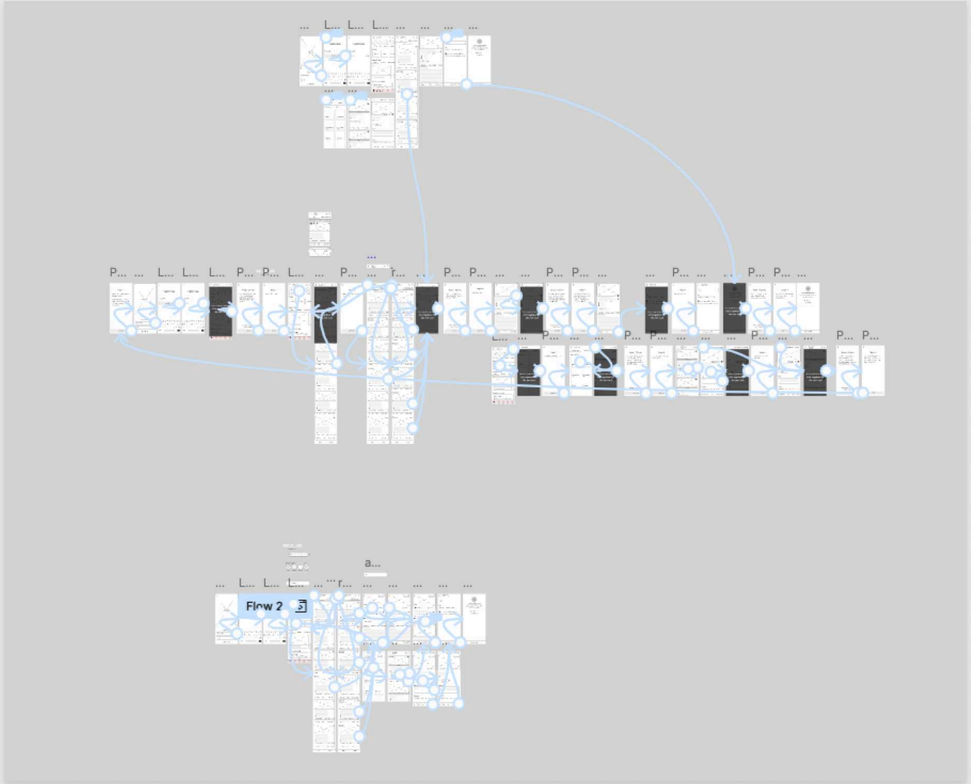


Brainstorming and Ideation

I facilitated **brainstorming sessions** with colleagues from product management to capture precise user requirements for each use case and component design.

We identified: Reusable mobile components and where new components were needed to ensure consistent interaction and functionality with the desktop version.

All ideas were checked for technical feasibility with the iOS and Android development teams. For new components, I created **low-fidelity designs** and reviewed them with design colleagues and stakeholders. I also developed **low-fidelity prototypes** and tested them with selected customers to uncover potential issues. Based on feedback, some mobile use case were simplified, or certain components were omitted to improve ease of use.
For example, the vacation request feature on desktop had a complex date picker with a drag function, but we simplified this for mobile to better suit user needs.



Always these Last-Minute Requirements!

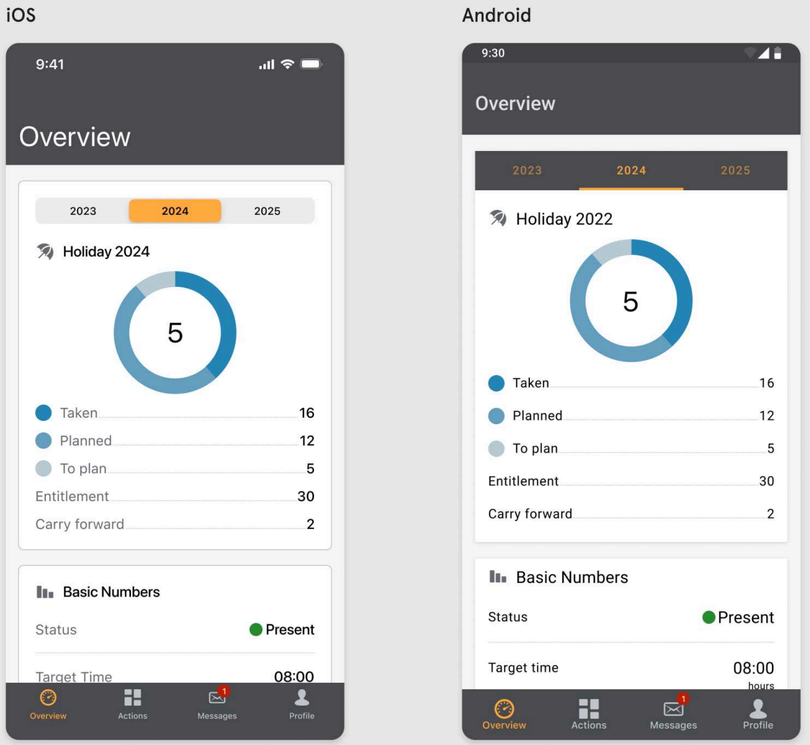
New requirements often emerged last-minute due to very specific and individual customer scenarios.

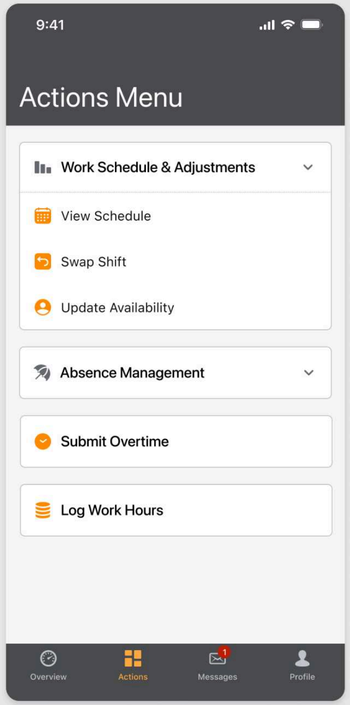
ATOSS solutions are highly flexible and must accommodate customer-specific needs, especially in areas like workforce management and time tracking. These requirements were non-negotiable and had to be addressed immediately. We frequently had to adapt or even redesign entire components/flows on short notice. Over time, we learned to anticipate these scenarios early in the process.

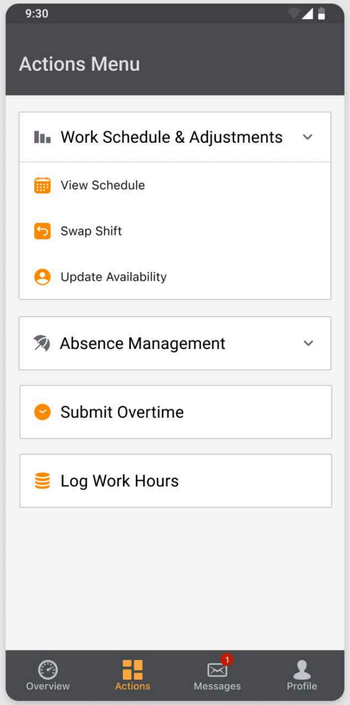
Once all components were finalised, I created high-fidelity designs based on the low-fidelity versions. After approval from all project participants, I converted these into pixel-perfect designs and added them to Sketch and Figma libraries for use in creating mockups or interactive prototypes.

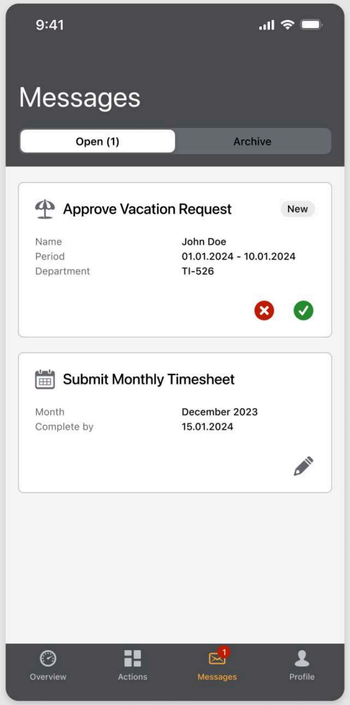
Final Design and Handoff

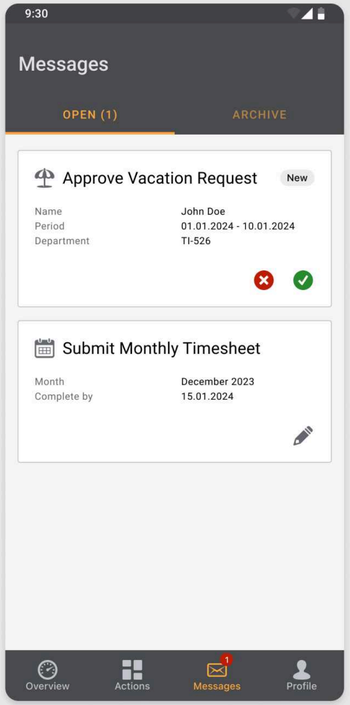
For development handoff, I provided **detailed design specifications** for each Android and iOS component, along with **interaction and usage guidelines**. This ensured an efficient development process, with all design requirements clearly documented.

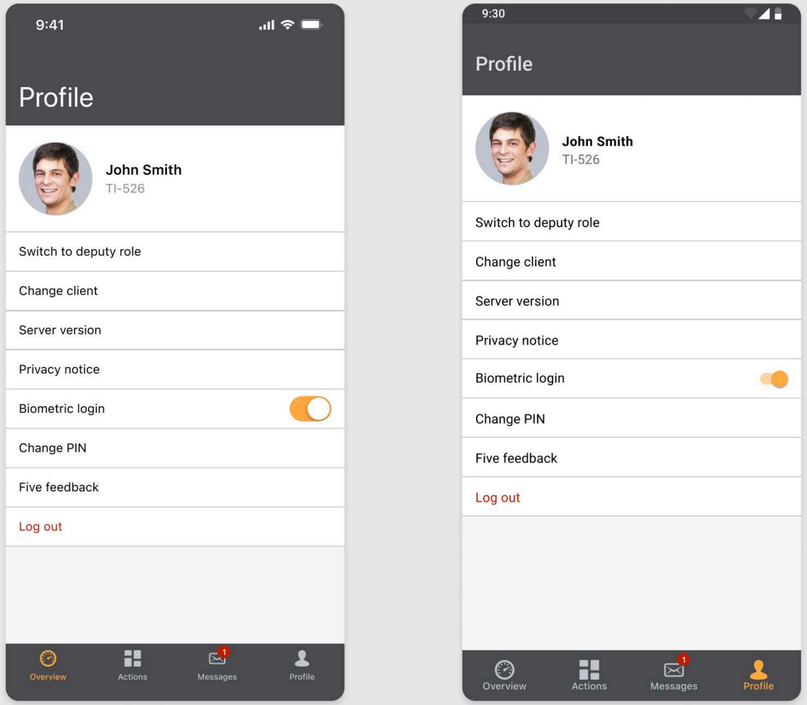












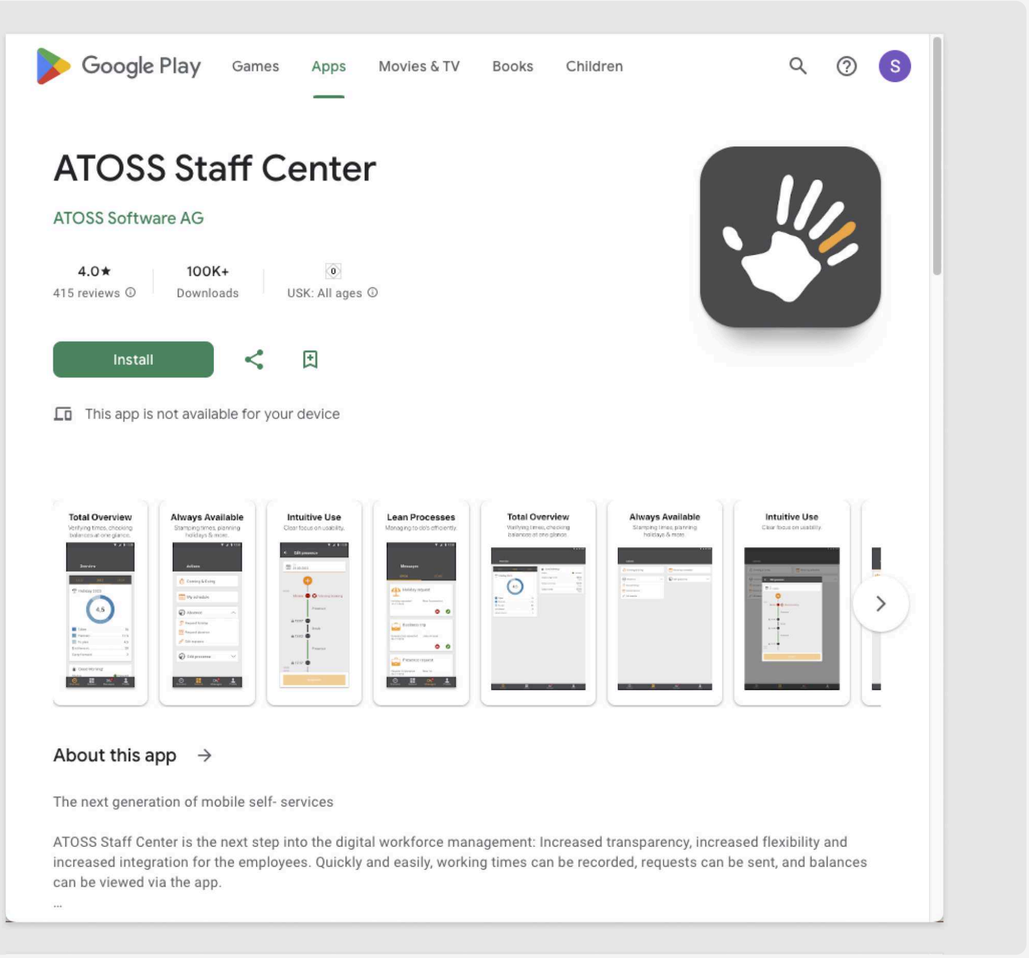
The Impact

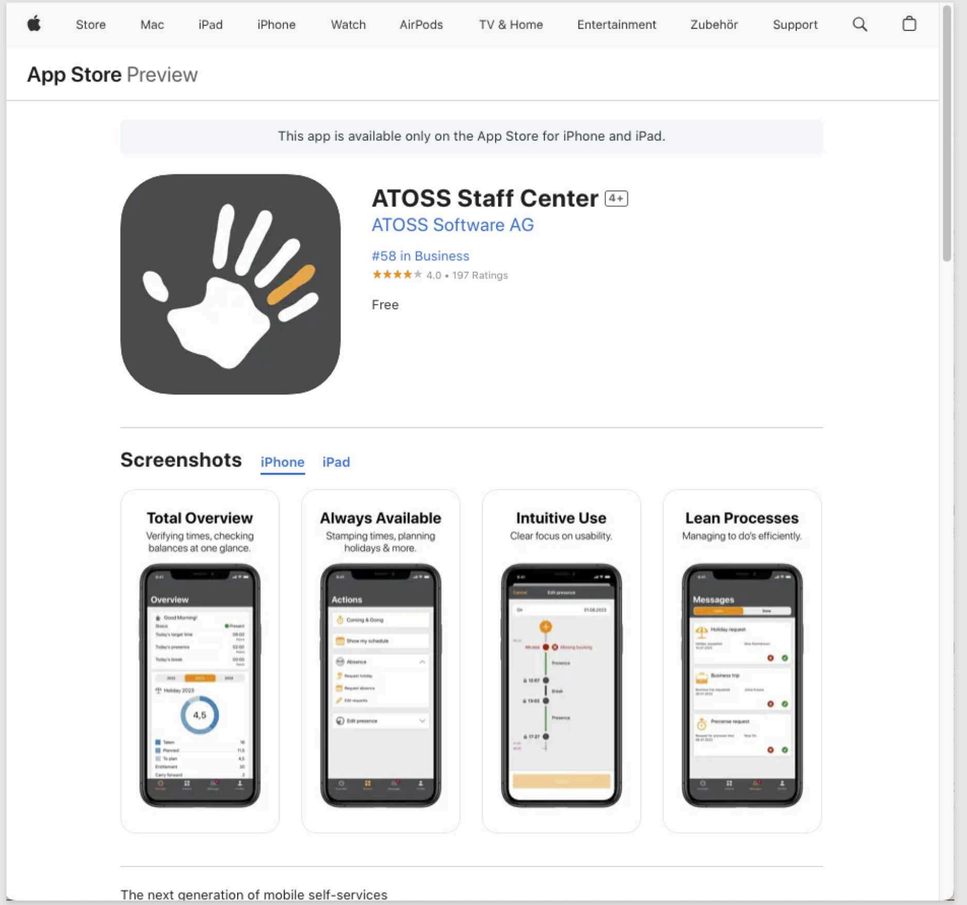
Over the course of 1.5 years, **I translated approximately 35 desktop** designs into iOS and Android, creating around **70 mobile design components per operating system** (about 60% of all components). I led the **UX/UI design and testing for about 15 use cases**.

- The **app's rating improved to 4.0** on both iOS (179 reviews) and Google Play (359 reviews), compared to 2.4 for the previous version.
- This represented an **approximate 66% increase in customer satisfaction**. (It's important to note that many negative reviews were due to configuration issues on the customer side, not the app itself, which further highlights the success of the redesign)

Achieving Our Goals:

- We ensure **seamless user experience transition** from desktop to mobile with intuitive navigation as meassured by customer and internal feedback after the app's first customer shipment.
- Nor **95% of desktop features are available** in the mobile version.
- **Increased customer satisfaction 66%**, as measured by app store ratings.





Lessons Learned

- Context matters! Mobile use cases should be brief and simple, ideally taking only a few minutes. Not all desktop use cases are suitable for mobile.
- Early collaboration is Key! Components need to be reviewed with both iOS and Android teams to ensure technical feasibility and consistency.
- Test early! Testing low-fidelity prototypes with real users or colleagues is essential for catching potential issues early.
- The excitement of working on a new greenfield product was a huge motivation. Seeing the designs come to life with each release cycle was incredible.
- Handling last-minute changes required strong teamwork between product managers and developers. Without their support, we couldn't have delivered the designs so quickly.

Next Steps

I would evaluate the most frequently licensed use cases and conduct tests and customer interviews to identify issues caused by mobile technology limitations. Based on this, I would aim to refine or potentially even remove certain features to make the app more mobile-friendly and -targeted.

Additionally, I would explore extending the app's functionality to other devices, such as smartwatches, to enhance the user experience even further.

