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the creative journey starts here →



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Simplifying affordable getaway bookings through *platform redesign*

Client	Lidl
Agency	Matrix Internet
Role	Brand Designer, UX Design Support, UI Design Lead
Scope	Logo Identity Refresh, Wireframing, Design System, UI Design, QA
Tools	Figma, Adobe CC, Miro, Slickplan
Year	2025

Challenge:

Up to 2024, Lidl Breaks (Lidl-Ireland's hotel-deals platform) suffered from outdated branding, a fragmented website, and weak mobile functionality, making discovery and booking difficult.

Solution:

Redesigned the site with a mobile-first UI, introduced improved navigation and search, and refreshed the logo & brand identity to deliver a modern, user-friendly booking experience.

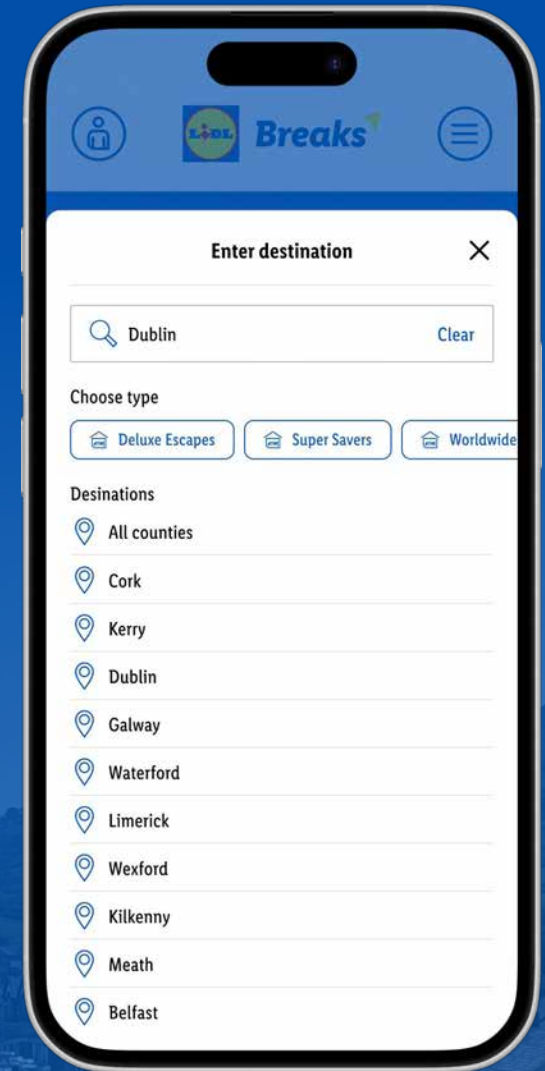
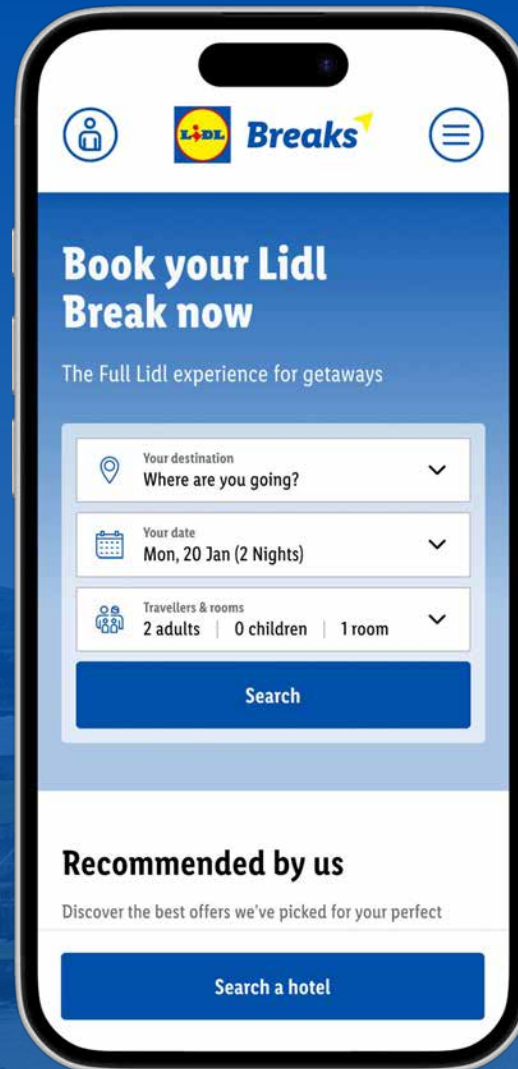
My contribution:

- Created a refreshed logo identity
- Partnered with UX Lead on information architecture and wireframes
- Led the full UI design and handled quality assurance

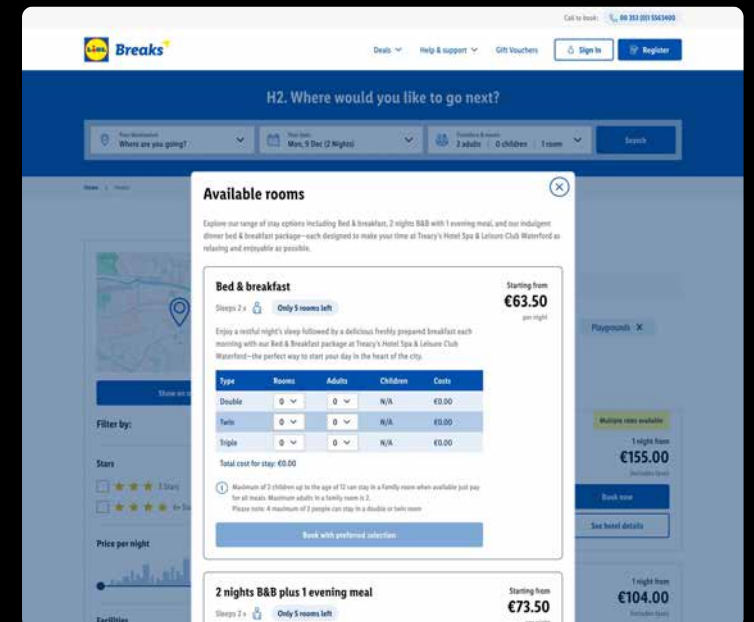
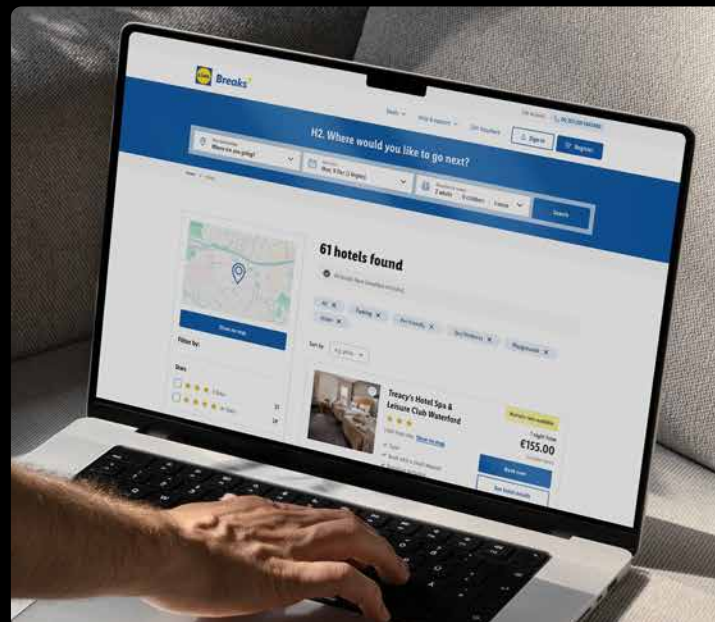
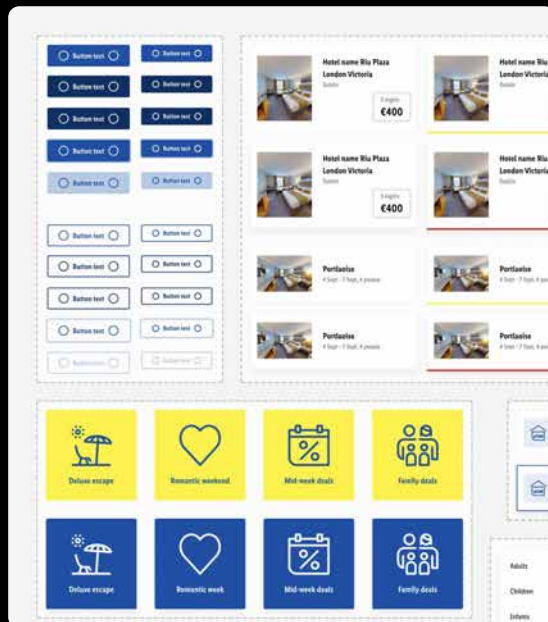
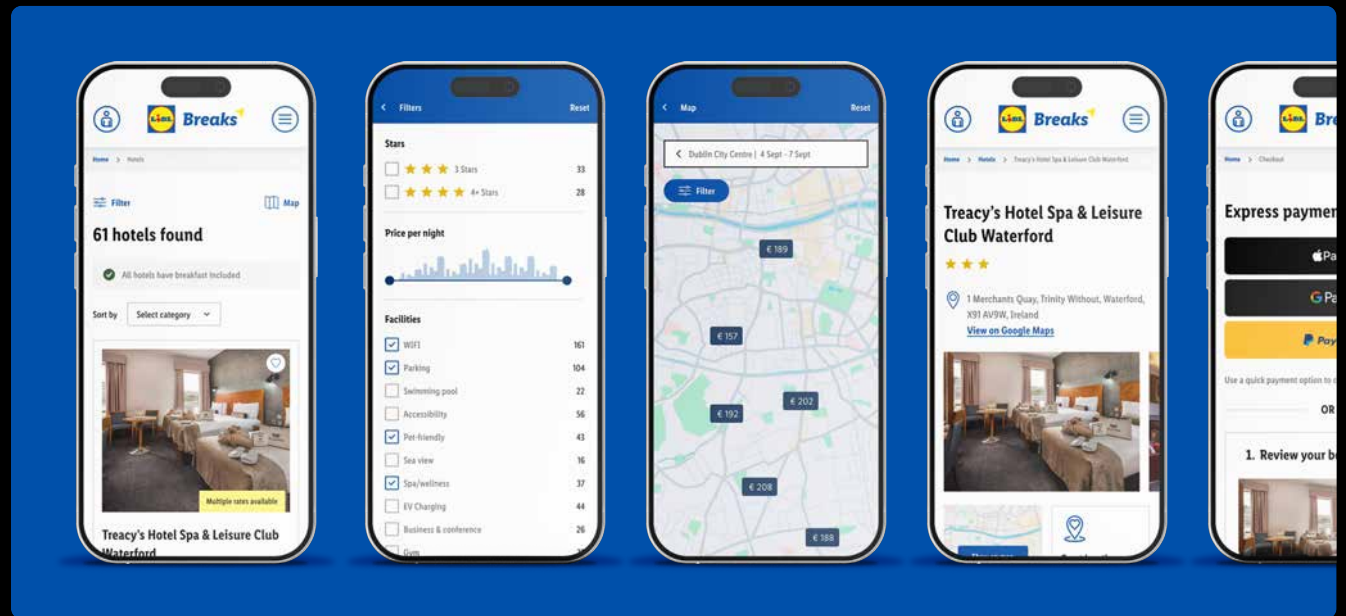
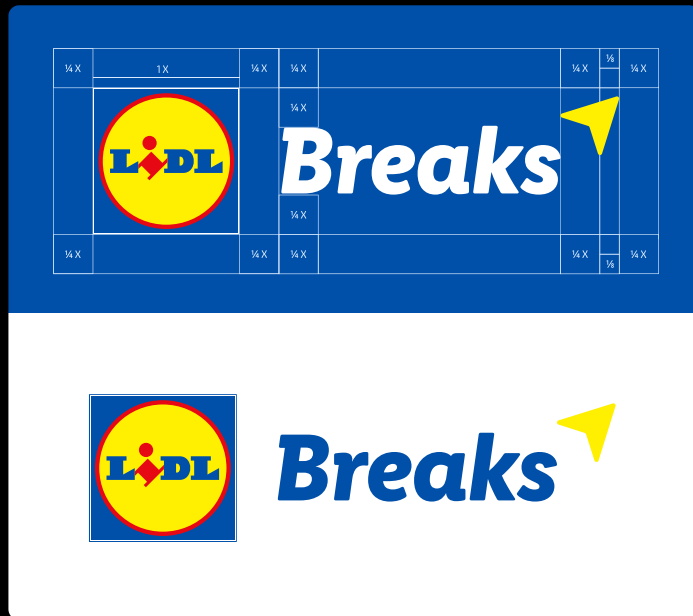
Impact:

- Boosted user trust and improved visual consistency across touchpoints
- Enhanced accessibility and usability on mobile devices & desktops
- Streamlined booking flow → fewer drop-offs and faster, more reliable site performance

[See online case study](#)



Screenshots



Purpose-driven branding for a new generation of learners

Client	UP University
Agency	Matrix Internet
Role	Brand Designer
Scope	Branding, Brand Guidelines
Tools	Figma, Adobe CC, Miro
Year	2022

Challenge:

UP University, a network of 11 European institutions, needed a modern, unified identity to reflect its values – innovation, sustainability, and social responsibility – while aligning stakeholders and engaging diverse audiences.

Solution:

Through workshops defining messaging and tone, we created a cohesive visual identity – logo, colours, typography, and iconography – plus brand guidelines to ensure consistent use across all communications.

My contribution:

- Gathered insights and aligned stakeholders in brand workshops
- Co-developed the visual identity with the Creative Director
- Produced brand guidelines and asset toolkits for consistency

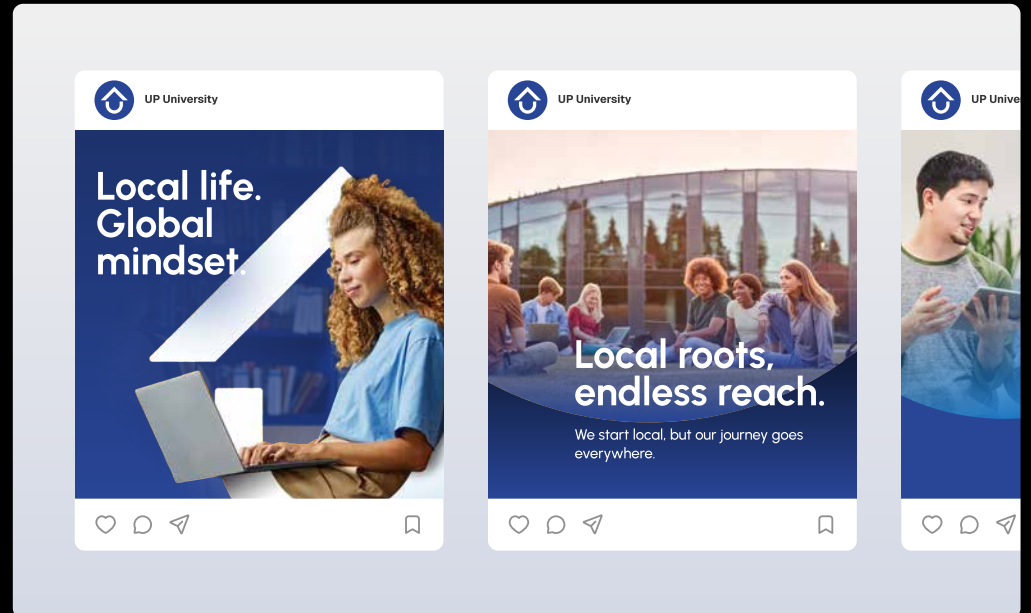
Impact:

- Delivered a clear, modern identity resonating across all stakeholders
- Boosted recognition and trust by communicating core values
- Positioned UP University as a forward-thinking, sustainable alliance

[See online case study](#)



Screenshots



A fresh and *flavour-first website experience* for donut lovers

Client	Offbeat Donuts
Agency	Matrix Internet
Role	UI Design Lead
Scope	Design System, UI Design, QA
Tools	Figma, Adobe CC, Miro
Year	2021

Challenge:

Offbeat Donuts needed a website that better reflected its premium, playful brand, combining brochure-style storytelling with eCommerce functionality, delivery integration, and scalable operations.

Solution:

Redesigned the site with a mobile-first, visually engaging layout, integrated online ordering and delivery, and added scalable content tools with personalised messaging and social features.

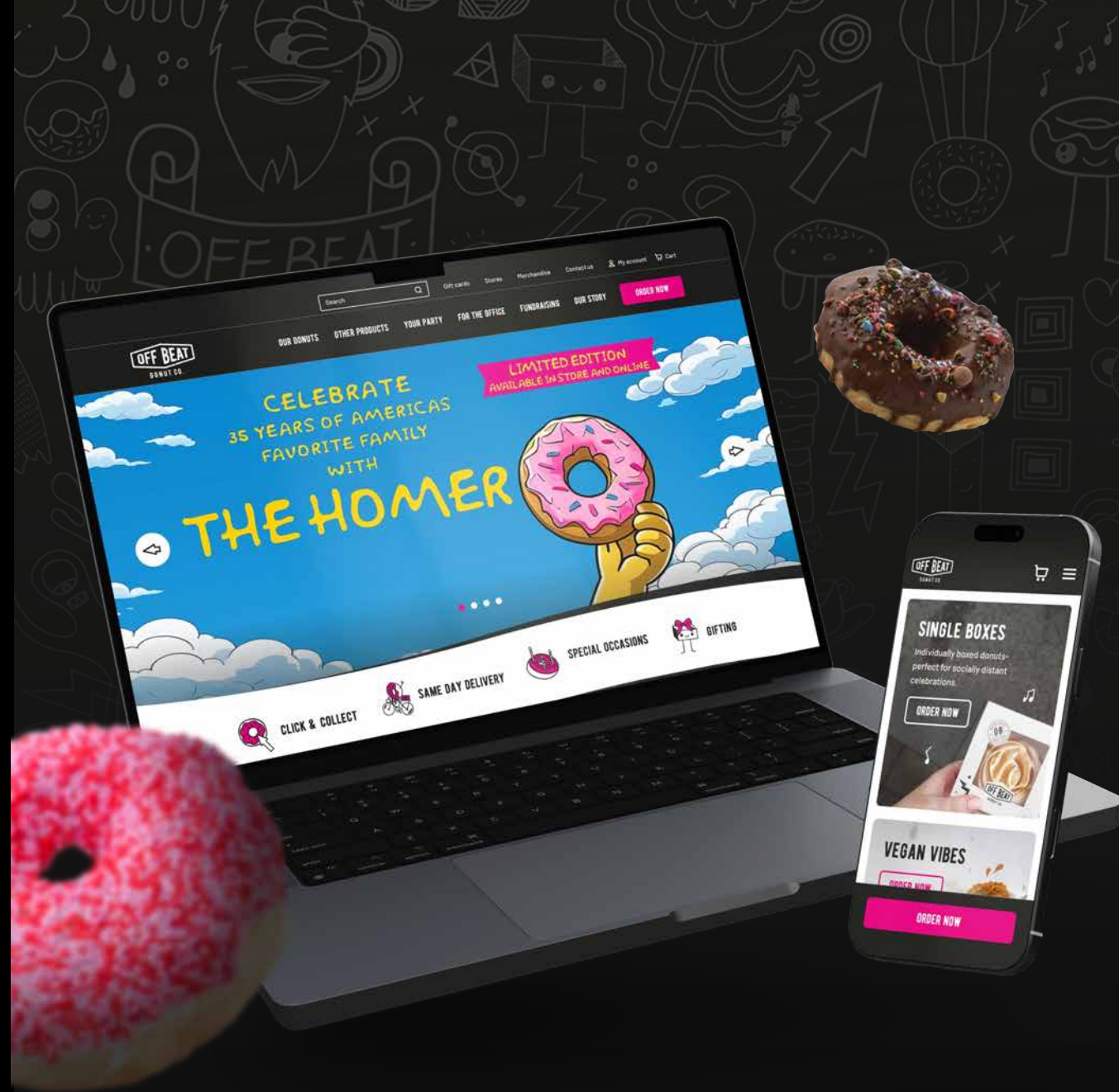
My contribution:

- Supported UX wireframes for core user flows
- Led UI design aligned with Offbeat's brand
- Ensured accurate implementation with developers

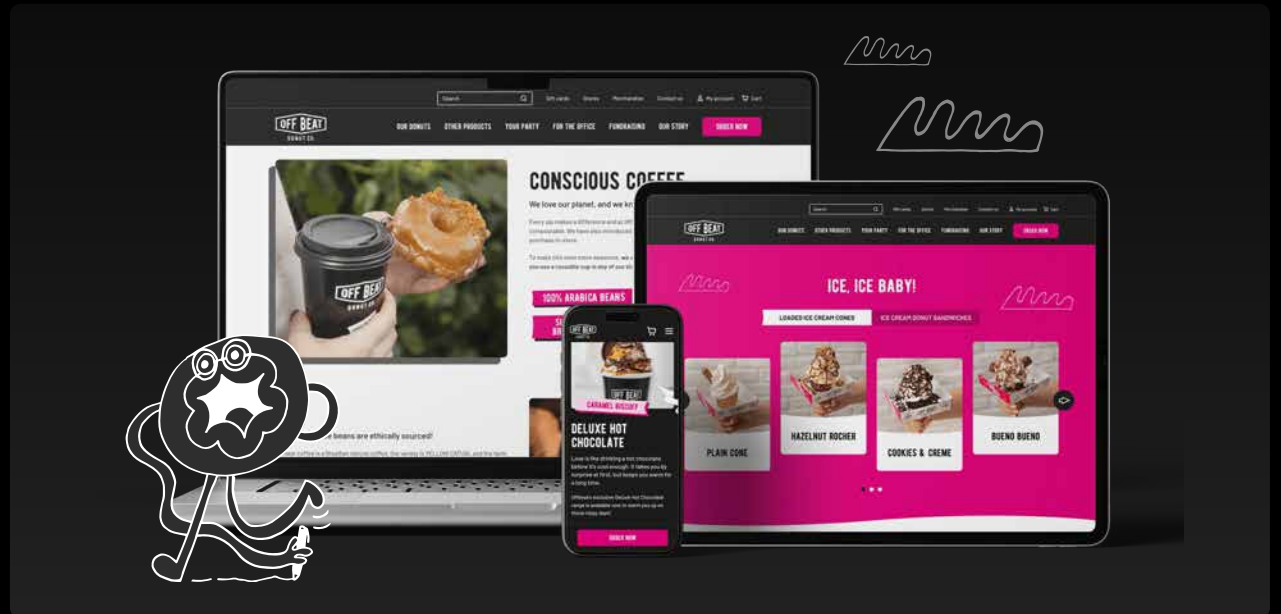
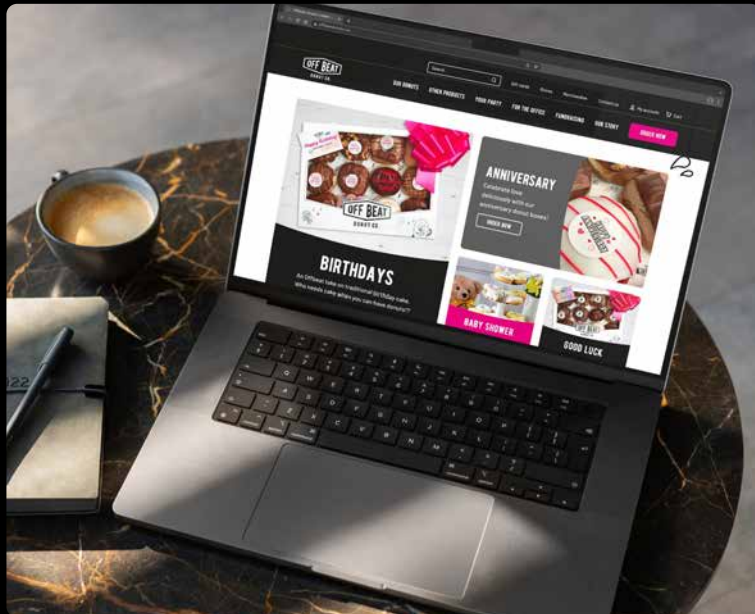
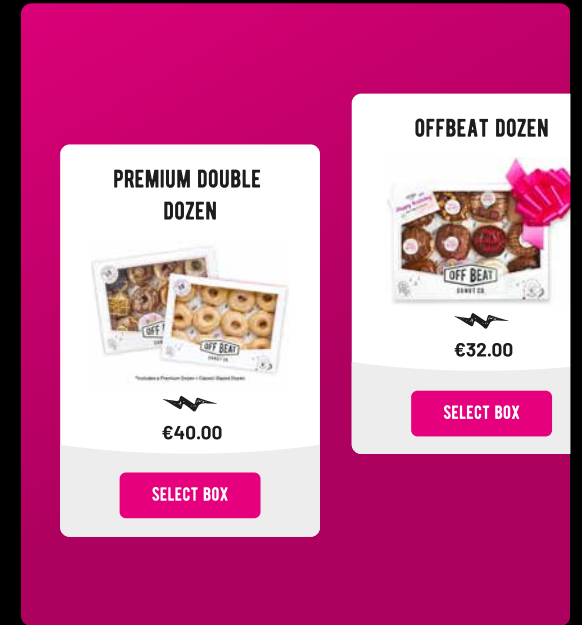
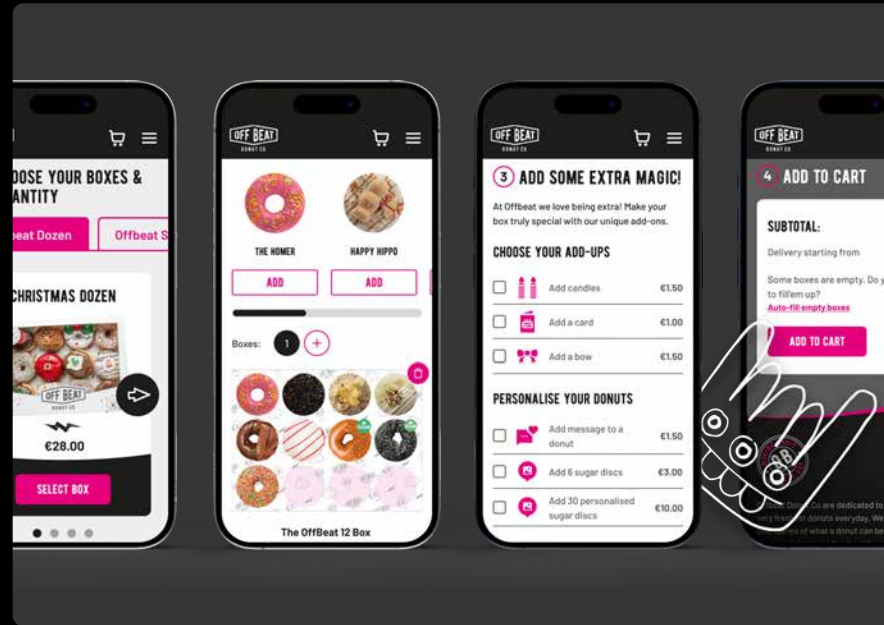
Impact:

- Revenue up 15.8%, orders up 9.4%, users up 55% since 2020
- Smoother browsing and ordering experience
- Improved efficiency through CMS and delivery tools

[See online case study](#)



Screenshots



Launching an *educational platform* empowering students with life skills

Client	AIB Future Sparks
Agency	Matrix Internet
Role	UI Design Lead
Scope	Design System, UI Design, QA
Tools	Figma, Adobe CC, Miro
Year	2021

Challenge:

AIB Future Sparks needed a modern, engaging platform to deliver interactive life-skills content to Irish secondary students and teachers, with easy resource access and smooth mobile usability.

Solution:

Built a public WordPress site and two custom Moodle platforms, added interactive tools, improved navigation, and applied a fresh, responsive design to engage students and support teachers.

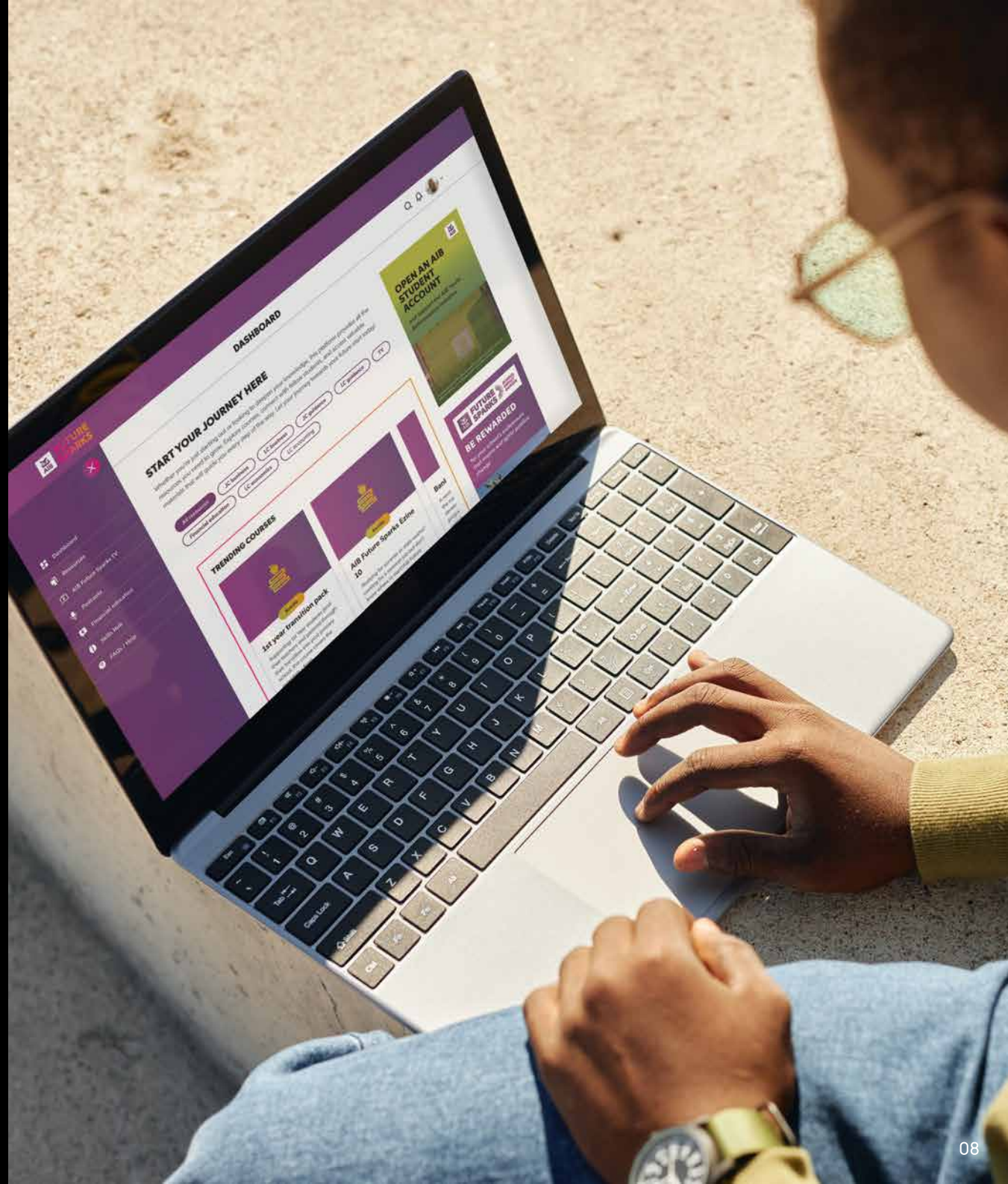
My contribution:

- Partnered with UX Lead on wireframes
- Led high-fidelity UI design for key user journeys
- Coordinated with developers for accurate implementation

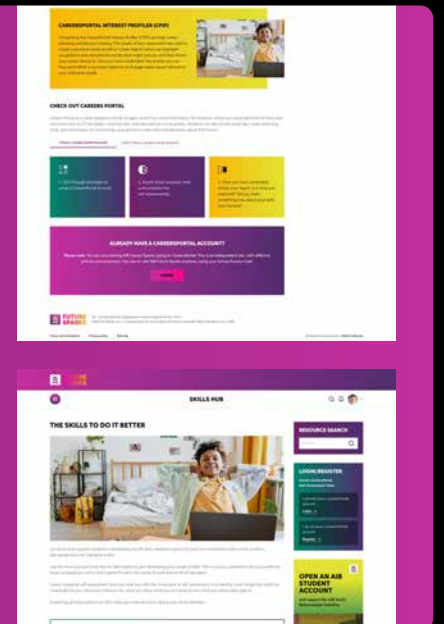
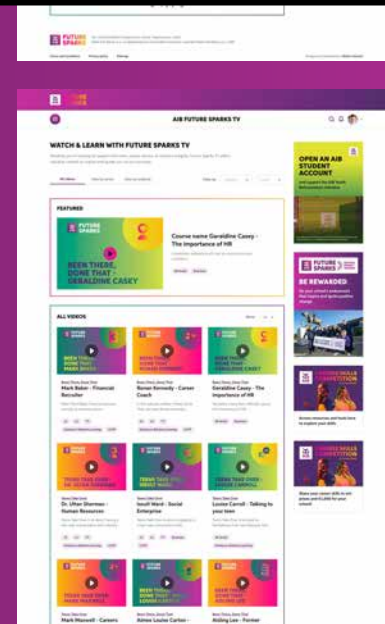
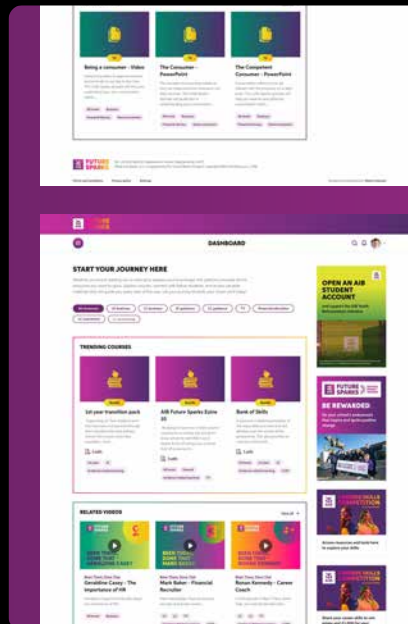
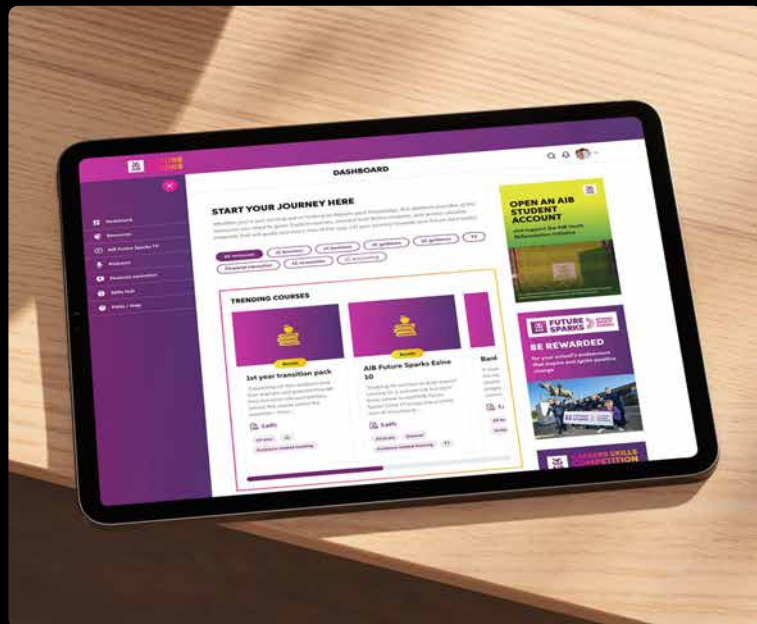
Impact:

- 630+ schools engaged, accessing 270+ resources
- 93% of content delivered digitally
- Enhanced user experience with intuitive navigation and visuals

[See online case study](#)



Screenshots



Bringing organic customisation to life with a *tasty digital tool*

Client	Alnatura
Agency	upljft GmbH
Role	Art Director & UI Design Lead
Scope	Art Direction, UI Design
Tools	Adobe CC
Year	2020

Challenge:

Alnatura sought to create an engaging, user-friendly platform that allowed customers to customise their own muesli blends, aligning with the brand's organic identity and values.

Solution:

Developed an intuitive, responsive interface featuring a browsable ingredient selector with real-time mix visualisation, accessible nutritional information, and social sharing capabilities.

My contribution:

- Led art direction and UI design
- Designed a clean, playful interface with natural aesthetics
- Ensured a seamless user experience across devices

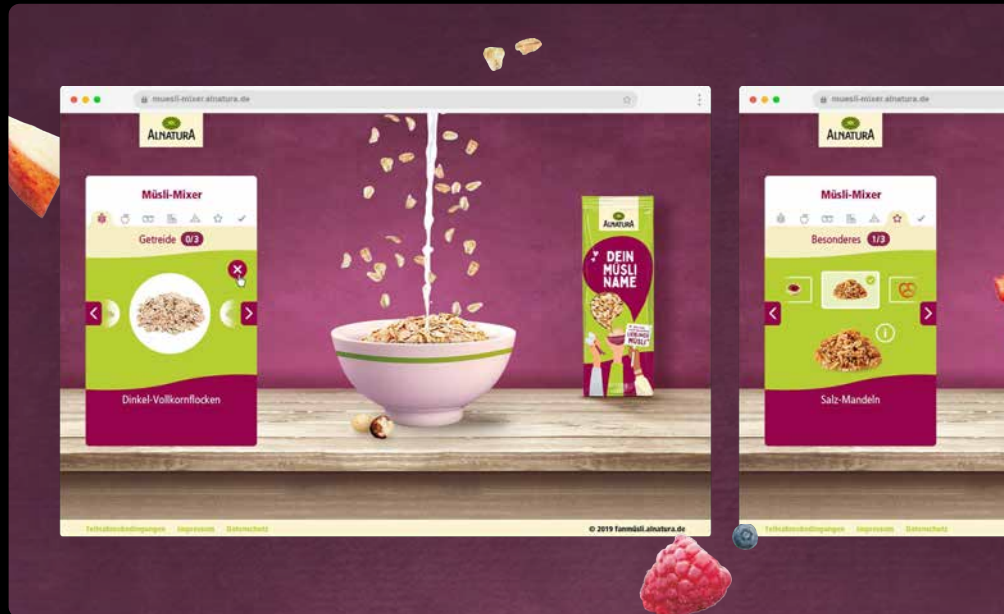
Impact:

- Enhanced user engagement through interactive design
- Strengthened brand alignment with organic values
- Fostered community interaction via social features

[See online case study](#)



Screenshots



Driving dairy awareness with *engaging social media games*

Client	Kerrygold
Agency	Leagas Delaney Hamburg
Role	Screen Designer
Scope	Art Direction, UI Design
Tools	Adobe CC
Year	2016

Challenge:

Kerrygold aimed to raise awareness of pasture milk and its high-quality dairy products through engaging online experiences that would resonate with their audience.

Solution:

Developed a series of interactive online games – Weidewette, Geschmacksorakel, and Weidemilch-Quiz – that combined entertainment with education, highlighting the benefits of pasture-based dairy farming.

My contribution:

- Led UI and visual identity across all three games
- Maintained a user experience aligned with Kerrygold's brand
- Collaborated with developers to implement the designs effectively

Impact:

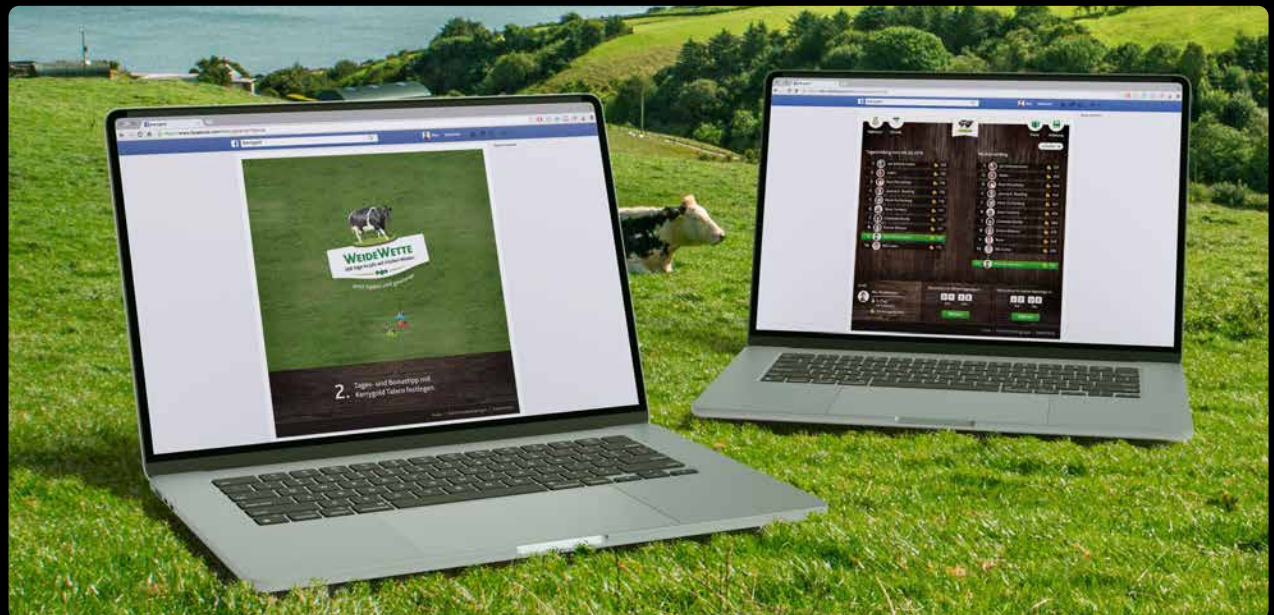
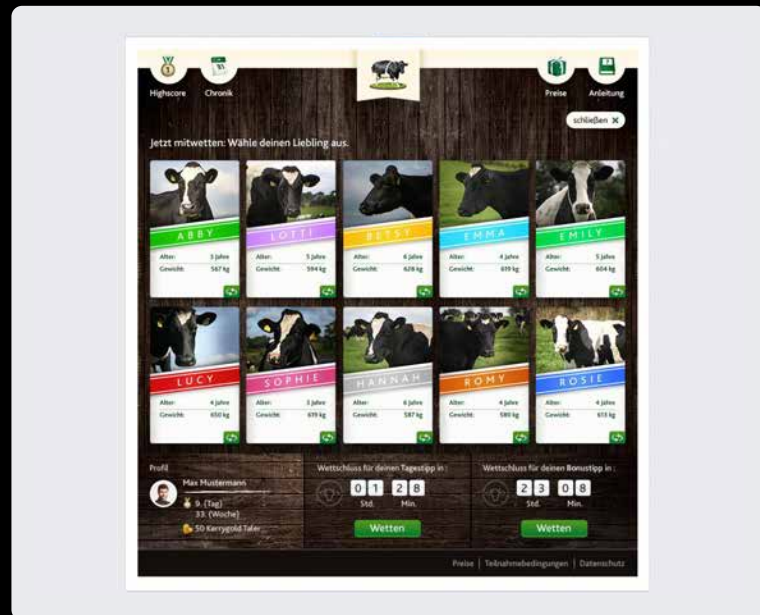
- Increased engagement via playful, informative content
- Strengthened Kerrygold's digital brand presence
- Enhanced audience connection to brand values

[See online case study](#)



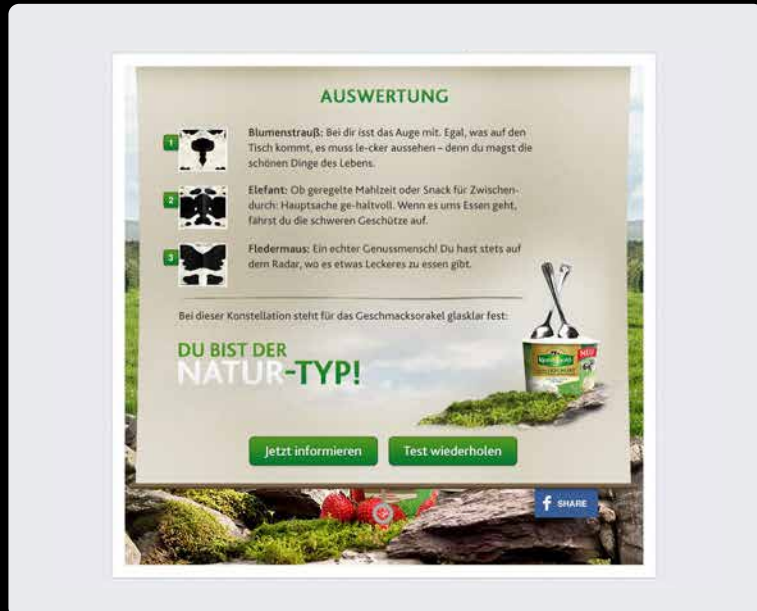
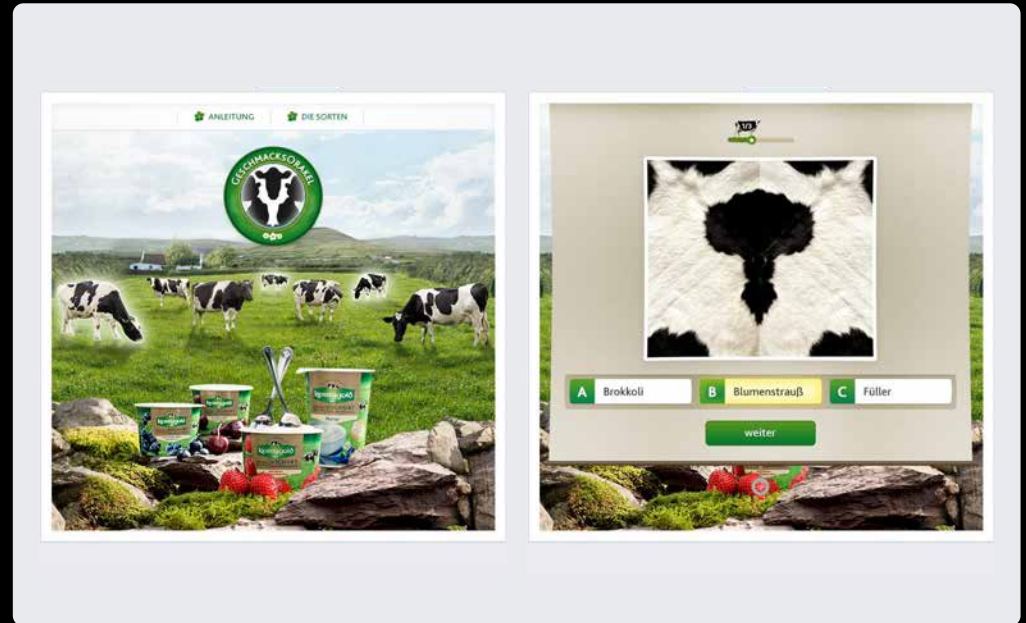
Screenshots Weidewette (Pasture Bet)

Watch on YouTube

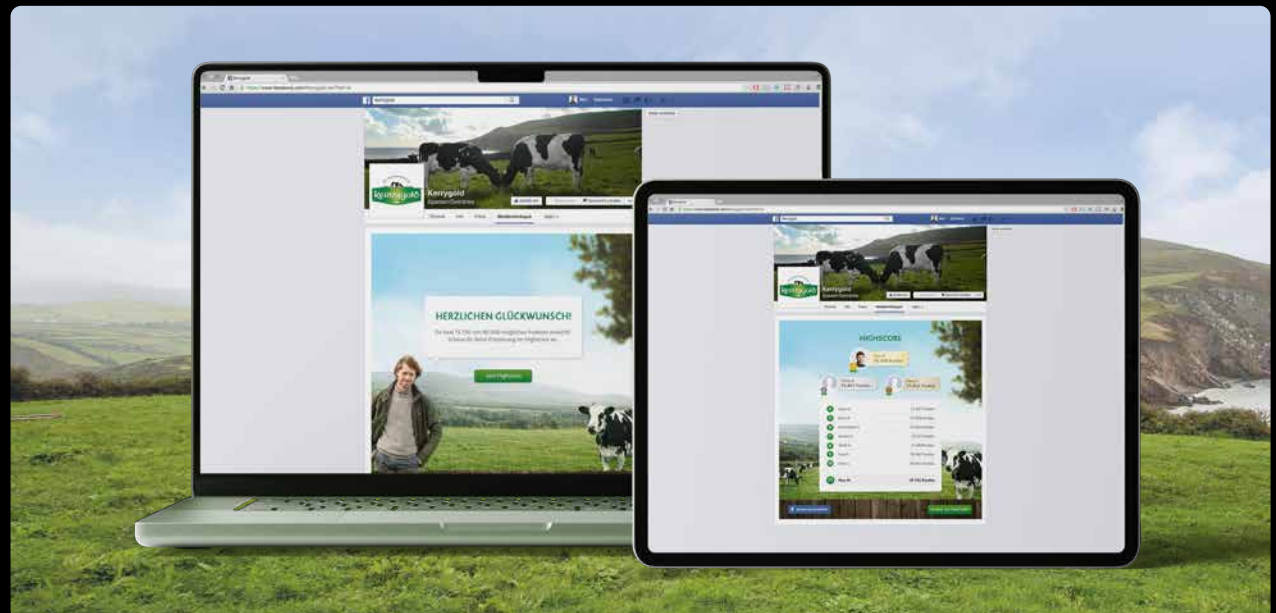
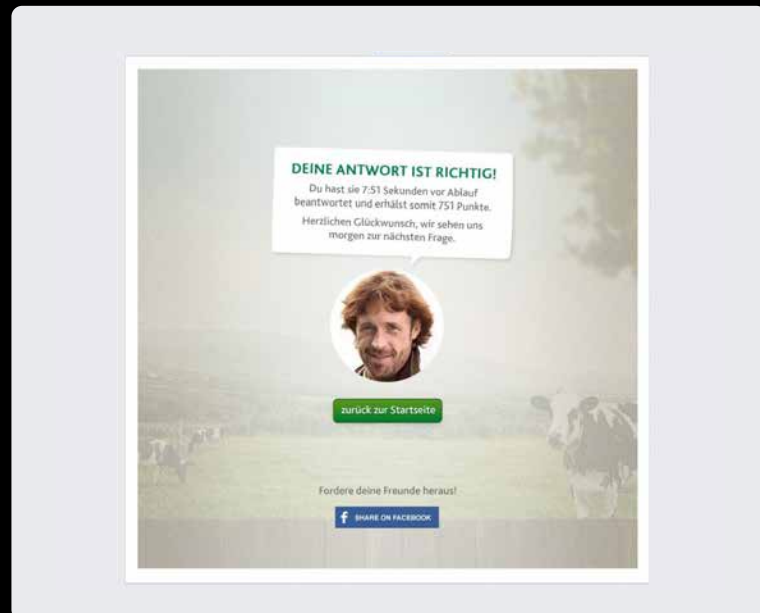
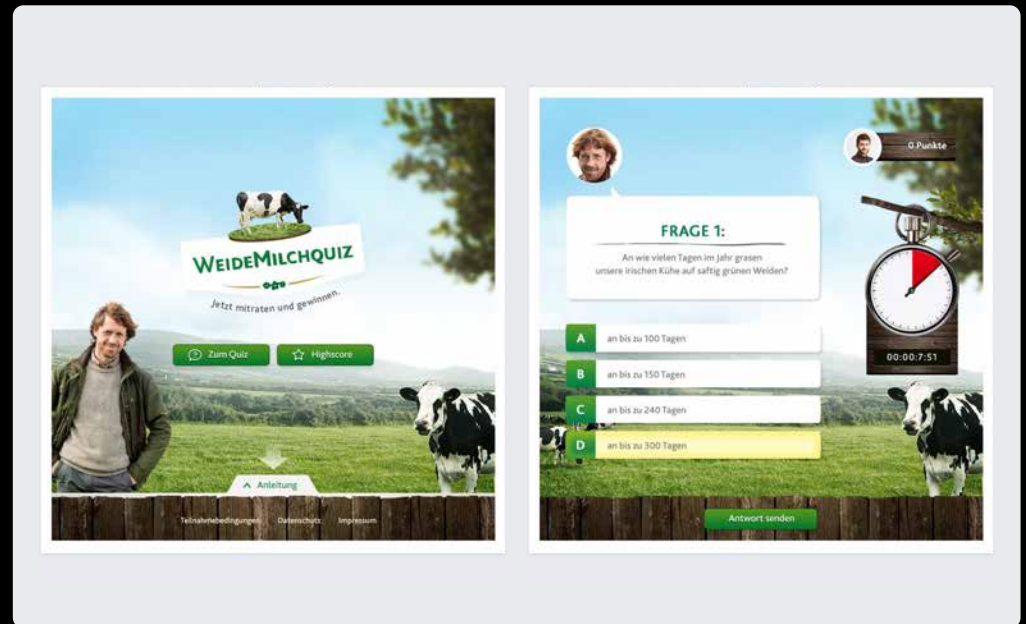


Screenshots Geschmacksorakel (Taste Oracle)

Watch on YouTube



Screenshots Weidemilch-Quiz (Pasture Milk Quiz)



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For more work see the website shown below.



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