PORTFOLIO

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DUTIES in my job now

- Creating a company **design system**
- **Stakeholder** for customer needs, **collecting feedback**, and **conducting testing**
- Define all UI elements and **user flows**
- **Responsive Design** (Desktop/Tablet/Mobile)
- **Enhancement of UI/UX** issues
- **Creating concepts** for new application content, such as selfservice

GOOD KNOWLEDGE IN

- Design Thinking Methodology/ Human Centered Design/ Double Diamond
- Figma (Prototyping/ Mockup)
- Concept Design & Creating of new features
- Creating User Personas/ User Flows/ User Journey Maps

CHALLENGE

- Ensure **consistency** throughout the application and **adapt color schemes** to enhance **unique user experience**
- **Enhancing usability** by creating common interaction patterns and applying **Heuristic Methodology**
- Define suitable **KPIs/ Widgets** based on Highcharts and PrimeNG to meet customers' needs
- Clean up existing UI/UX issues and adopt a **minimalistic design** approach—**less is more**

HOW CAN I SUPPORT YOU

- **Improve your understanding** of customers' needs and problems to find solutions
- **Collaborate with your DEV-Team** and work closely on new design concepts
- **Enhance the "Look and Feel"** of your digital products
- **Increase the usability** of your product and make it more enjoyable for your users
- **Foster positive energy and flow** within your team

1 Project. BIKE CENTRE

Product Wizard for customers in the shop
https://www.bike.center

SOME FACTS

- **Bike Center** is a B2B business for bicycle market in Germany/ Austria/ Switzerland
- **Time**: 5 weeks
- **Tools**: Figma, Google Forms, Miro, Photoshop
- **Responsibility**: Creating User Personas and User Journey Maps, User flows, User interviews, PoSs, Adjustment of UI library, colours and Font, Wireframes, Mockups and Prototyping in Figma, Presentation

Problem Statement

The Customer of the store needs a way to get clarity and a bicycle that fits his needs because he is overwhelmed of the variety on the bicycle market and the smattering he/ she adopted by online researching. There is a fear to buy the wrong product because of that and to make the wrong decision. He/ She is spending a lot of money so there is a big fear.

Hypothesis

I believe that implementing a digital assistant (Bike finder) in the BIKE CENTER for customers they don't know much about brands, technique, components of bicycles will achieve a fast result and present a suitable bicycle for them and increase the value of the company.

Analysis of Market and Competitors

Which tools and wizards exist on the market and how are competitors working?

! Findings

- Many bike options, many filter options, a lot of steps to accomplish until final result will appear for customer
- User Personas are very different with various needs and problems
- Acceptance of bike center monitor might be difficult for some customers and won't replace a personal guidance by shop assistance – be realistic

! Why is this a good feature for Bike Center and his customers?

- Increase Engagement Rate
- Reduce Bounce Rate
- Increase Referral Rate

87%
Engagement Rate. Almost every customers run through the complete process

60%
Reduce Bounce Rate. A good tool to keep the customers

65%
Referral Rate. Every second customers finds the right product with the Bike Finder

"I like it simple and clean. Not many questions."

I would use the BIKE CENTER ... when I have to wait for the sales person

I have no time for research. I need advice in the shop by a professional

I buy a bike every 8-10 years. So it has to have high-quality. His big attention, service and maintenance needed.

54% Price
51% Design
46% Purpose Functionality
37% Comfort Ergonomy Feel

Color (20%)
Size (15%)
Brand (15%)

simple
friendly
clear
less is more
structured
trustworthy

"the organized ruler"

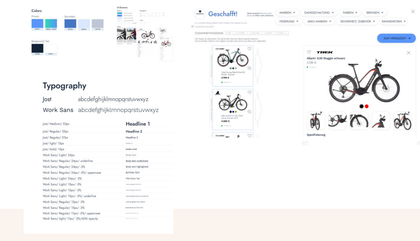
Gerald (63)
widower
high income
risk management
team leader
2 children

Needs	Goals	Pain points
inspiration fast results very good customer service/ consulting	good e-bike for his tours reliable technology for long tours with not much service needed	no hand crafted skills gets informations online but is unsure no time for much research online

"the mindful caregiver"

Sandra (35)
married
high income
Marketing Assistant
2 children

Needs	Goals	Pain points
support easy navigation very good customer service/ consulting	time saving tool to get a fast result a good bike to bicycle to work every day and for leisure time/ family	no technical know-how and skills tired of reading articles and texts about e-bikes not much time for online research no idea about bikes



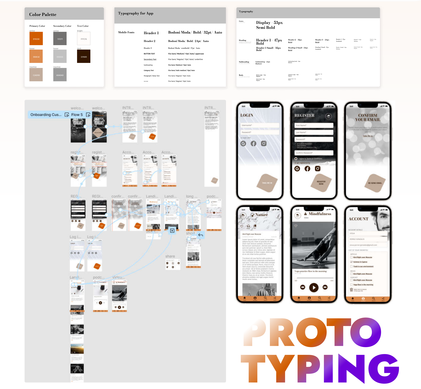
2 Project. EDITORIAL APP

New design concept for a newspaper app
free project

SOME FACTS

- **free project**
- **Time**: 2 weeks
- **Tools**: Figma, Google Forms, Miro
- **Responsibility**: Creating User Personas, User Journey Maps, User flows, User interviews, PoS, New UI library in Figma with definition of colours and Font, Wireframes and Prototyping

Sabine (47)
married
high income
engineer



3 Project. CONEVA

Monitoring Charging/ Energy/ Flex&Tariff Date for B2B costumers
https://coneva.com

PROBLEM

Customers / User cannot install product by themselves. Installers has no access to application tools, don't understand them because they are very technical and don't provide their native language.

SOLUTION

New concept for navigation and onboarding of installers as a user. Support by the system and a step by step guide.

SOME FACTS

- **internal project/ application optimizing**
- **Time**: months/ work in progress
- **Tools**: Figma, interviews, Google Forms, Miro
- **Responsibility**: Creating User Personas, User Journey Maps, User flows, User interviews, PoS, Wireframes, Mockups

And every journey starts with people's needs and problems

GET IN TOUCH

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