



Andrej Becker

UX & UI DESIGNER

SoleKey

SoleKey GmbH
Potsdamer Str. 91
10785 Berlin
Germany
+49 30 26 39 00 94
services@solekey.de

I help to build user-centered products, services and teams. I have been doing this for more than 18 years in various roles, industries and organizational contexts. My focus is on strategy and UX as well as supporting organizations in establishing user centricity. I have an entrepreneurial mindset and work analytically with qualitative and quantitative UX methods.

SELECTED EXPERIENCES

Lead UX Design Engineer

Journexx - 2021 – present (38 months)

- Creation of a trading platform for journalistic content
- Created overall style guide and design systems
- Implemented designs into frontend code
- Prototyped and developed various apps for journalists

Senior UX Design Engineer

adidas - 2016 - 2020 (36 months)

- Started B2B digital transformation within adidas
- Created a worldwide B2B wholesale self-service portal
- Evolved features using low-/high-fidelity prototypes
- Worked in large multinational product- and feature teams

UX Design, Information Architect

Coca-Cola Germany - 2015 - 2016 (22 months)

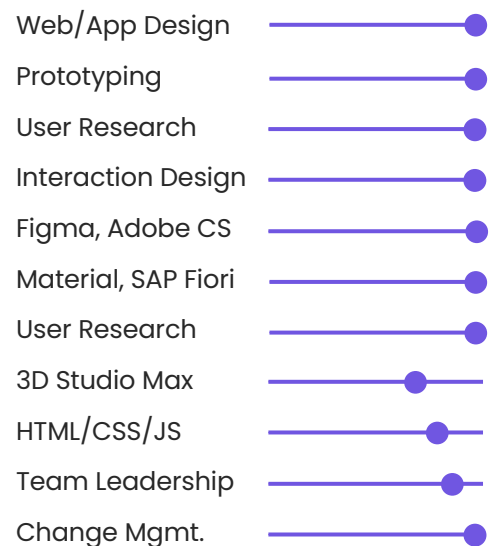
- Creation of cloud-based B2B order and service portal
- Interaction flows, style guides, prototyping and templating
- Developed various cloud-based desktop and mobile apps
- Focus on cross-device usage and performance

Lead UX Design Engineer, Information and GUI Architect

NLYCS (E.ON) - 2013 - 2015 (16 months)

- Creation of a cloud-based IoT platform for property management, area management, etc.
- Meter management, service intervals, maintenance
- Multitenant and white-label solution desktop and mobile

SKILLS



- ★ Communication
- ★ Empathy
- ★ Team player
- ★ Highly creative
- ★ Always thinking end-to-end
- ★ Learn new tools/ways quickly
- ★ Able to take responsibility
- ★ Detail-oriented

EDUCATION

Scrum Master Certification

During project for mobile.de - 2007

Construction Engineering

Berlin University of Applied Sciences - 1994 - 1997

LANGUAGES

- German** Mother tongue
- English** Fluent
- French** Good

I am offering

Previous industries:

- Consumer goods
- Fashion and Apparel
- Financial Services
- Manufacturing
- Entertainment
- IoT, Smart Grid
- Real Estate
- Publishing
- Geo, Maps

Tools research and planning:

- Crazy 8
- Double Diamond
- Draw.io/Diagrams, Miro,
- Atlassian Jira & Confluence
- MS Office
- Wikis, Markdown

Tools UX/UI:

- Figma, Sketch, Balsamiq
- Adobe Creative Suite
- InVision
- Material, SAP Fiori
- 3D Studio Max, Unity, Unreal

Tools Development:

- CSS (3.0, Sass, LESS)
- Bootstrap, Tailwind
- HTML5
- JavaScript, NodeJS, React JS
- Git, GitHub

General:

- **Extended overall understanding of value-driven user centric UX/UI in software development for projects and products**
- **Requirements Engineering and Management**
- Generic approach, Design Systems
- High quality demand
- Enterprise level quality and best practices
- Multi-lingual cloud projects in the enterprise segment
- Many years of experience in creating product strategies and maintaining a comprehensive and consistent user experience
- Multiple wins of Design/UX Awards
- Wide experience as a team lead
- Experience as Scrum Master

UX Design:

- **User Centric Design (UCD) in agile environments**
- Creation of new and use of existing native design systems
- Interaction-, information-, and application Design
- Mocks, Wireframes, Low-, Mid- and High-Fidelity Prototyping
- User research and integration of outcomes into UX / UI
- Cross-browser and cross-device design
- Human interface design
- Voice UX (i.e. for voice-driven automation systems)
- Design systems for Android, iOS, Web, IoT and Desktop apps

- Design sprints, design thinking and ideations

Frontend Development:

- **Integration of frontends into any kind of backend system**
- Javascript (plain, Frameworks wie React, Redux etc.)
- HTML5, CSS3
- CSS und Pre-Processors, z. B. Sass, SCSS or LESS
- Microformats, Web Components
- Responsive Design (accessibility)
- CSV, SVN, Git

Skills and knowledge Matrix

Alphabetisch sortiert

	Basic	Advanced	Specialist
Adobe Photoshop, Illustrator, InDesign			X
Agile UX Concepts			X
Change Management			X
Crazy 8			X
Design Systems (Google Material, SAP Fiori, Atlassian, etc.)			X
Design Thinking			X
Design Tokens			X
Double Diamond			X
Heuristic Evaluation		X	
JavaScript, ReactJS, CSS3, Sass, SCSS		X	
Lean UX			X
Norm DIN EN ISO 9421-11			X
Norm DIN EN ISO 9421-210			X
Paradigms, i.e. Agile, KISS, SOLID etc.			X
Performance-Driven UX/UI			X
Prototyping / Wireframing (Low, Mid and High Fidelity)			X
Qualitative and quantitative research			X
Scrum, Kanban, Scaling Scrum (SAFe etc.)			X
Semantic HTML, HTML5			X
Task- & Flow Analysis			X
UI Design (cross platform)			X
Usability Tests (execution)			X
Usability Tests (preparation)			X
User Centered Design (UCD)			X
User Journeys			X
User Personas / Research			X
UX Design Patterns			X

Here I have worked so far



Journexx GmbH - 38 months (2021 - today)



adidas AG - 36 months (2016 - 2020)



Coca Cola Germany - 22 months (2015 - 2016)



NLYCS (E.ON) - 16 months (2013 - 2015)



Deutsche Post E-Post Development - 11 months (2013)



Here.com (Nokia Gate 5) - 12 months (2011 - 2012)



Mobile.de (Ebay Motors) - 18 months (2009 - 2011)



Ebay Deutschland - 12 months (2007 - 2008)



ImmobilienScout 24 - 24 months (2005 - 2007)



Volkswagen AG (Consumer/Corporate) - 8 months (2005)



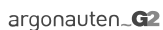
Audi AG - 8 months (2005)



MTV Deutschland - 6 months (2004 - 2005)



Microsoft Germany - 4 months (2004)



Argonauten G2 - 8 months (2003 - 2004)



Aperto AG - 38 months (1998 - 2002)

Short abstract of my last projects

JOURNEXX GMBH

- Project:** Large cloud-based B2B content trading and licensing platform, Digital Rights Management, trading of Journalistic Content
- Time:** 2021 - today (*38 months*)
- Role:** Lead UX Design, Product Design, -Development und -Ownership, Change Management
- Tasks:** Conception and creation of the platform's overall UX and UI, creation of style guides and a design system (Figma), developed a generic layout

system for Big Data Cockpits in Figma as well as in Sass (CSS), workflows, wireframes, user research, rapid prototyping, incorporating designs and layouts into actual frontend templates, prototyping various app ideations for journalists and publishers/publishing houses to stay informed about trend-based content pricing and managing own content in regards of these trends, creation of many workflows for SaaS management with SAP Fiori, cloud-native web apps, creation and editing on UI/UX templates in React, showcases for iOS and Android, creation of material for various exhibitions, Active change management both in the publishing and journalism industry and among stakeholders and employees, HTML, CSS, SASS, Javascript, A-B testing, qualitative and quantitative user tests

Tools: Figma, Adobe CC, 3D Studio Max, IntelliJ Idea, Google Material, SAP Fiori, various icon- and SVG font creation tools, agile work mode, user research and interviews, Atlassian, Building a product organization unit, HTML, CSS, Javascript, JSON, XML

MOLESKINE SRL A SOCIO UNICO (FOR OSF DIGITAL)

Project: Digital Transformation, extensive expansion of the existing design system, concept and design of new 3D-based product image delivery chain, feature development

Time: 2020 – 2021 (*11 months*)

Role: Lead UX Design

Tasks: Developing and extending existing design system, move to “mobile first” approach, design and creation of new workflows and features in B2B, visualizing screens and prototyping flows, interaction flows, updating style guides, user research, feature development in multi-scrum teams, developing new product “light table” with enhanced visuals for a semi-automated 3D file generation and applied designs as overlays for decoration, HTML, CSS, SASS, Javascript, A-B testing, qualitative and quantitative user tests

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, 3D Studio Max, IntelliJ Idea, agile work mode, user research and interviews, Atlassian, HTML, CSS, Javascript, JSON, XML

ADIDAS AG

Project: Large cloud-based B2B E-Com Platform, Digital Transformation

Time: 2016 – 2020 (*36 months*)

Role: Senior UX Designer, Information Architect, Change Mgmt. „New Horizon”

Tasks: Conception and creation of UX, UI, design system, wireframes, templates, and prototypes for a global wholesale B2B e-commerce platform integrated into Salesforce, DAM modules, Active change management towards the introduction of agile methods and the new “CLICK” platform in

the company, implementing UI/UX templates in React, iOS and Android, Figma, Zeplin, A-B testing, qualitative and quantitative user tests

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, IntelliJ Idea, agile work mode, user research and interviews, Atlassian, HTML, CSS, Javascript, JSON, XML

Success:

- Reduction in total cumulative costs per order: **95%**
- Increase in cumulative sales in the respective markets: **220%**

COCA-COLA ERFRISCHUNGSGETRAENKE GMBH

Project: Digital Transformation, Sales Rep Apps, CSP Customer Support Platform, e-commerce shop, cloud-based B2B-portal, consumer-to-customer device platform

Time: 2015 – 2016 (22 months)

Role: Senior UX Designer, Information Architect, Frontend Development, Change Management

Tasks: Active change management towards the introduction of agile methods in the Group and introduction of the platform we created in the company, Requirements Engineering and Management, design, and creation of UX and native design system, screens, interaction flows, style guides, prototyping and templating for cloud-based desktop and mobile apps using Adobe CC, screen flows for iOS and Android, HTML, CSS, SASS, Javascript, focus on cross-device usage, performance profiling and optimization, testing, documentation, qualitative and quantitative User Tests, A-B tests

Tools: Adobe Photoshop, Illustrator, InDesign, agile work mode, user research and interviews, Atlassian, Zeplin, HTML, CSS, Javascript, JSON, XML

Success:

- Reduction in total cumulative costs per order: **90%**
- Reduction of cumulative total costs per service ticket: **75%**

NLYCS (E.ON)

Projekt: Cloud-based IoT platform for Quarter Management, connecting metering devices, Mesh Grids, predictive device maintenance, maintenance and service functions in a multi-tenant app, whitelabel solution for various products and apps (mobile and desktop)

Zeit: 2013 – 2015 (16 months)

Rolle: UX Design, Information and GUI-Architect, frontend development

Tasks: With a service called "NLYCS", E.ON has created an IoT platform that enables facility managers and district-/quarter managers to centrally manage metering devices for electricity, temperature, air conditioning, lighting, heating, etc. The devices shall report their maintenance intervals

MOBILE.DE (EBAY MOTORS)

- Project:** Creation of a buying platform especially for car dealers
- Time:** 2009 – 2011 (*18 months*)
- Role:** UX Design and Frontend Development
- Tasks:** Concept, UX, UI, design, and creation of screens, Interaction flows, mock-ups, and templates, embedding of front ends in Java/JSP templates, accessibility, HTML, CSS, JavaScript, testing, high performance, and real-time factors, JSON, XML, A-B Testing
- Tools:** Adobe Photoshop, Adobe Illustrator, IntelliJ Idea, Atlassian, HTML, CSS, Javascript

IMMOBILIENSCOUT 24

- Project:** Switch to document and content management systems, Integration of various new e-commerce areas and business models into the overall platform, integration of several campaigns and engagement initiatives
- Time:** 2005 – 2007 (*24 months*)
- Role:** UX Design and Frontend Development
- Tasks:** Concept, UX, design and creation of screens, templates for CMS integration, dynamic content loading, interaction flows, mock-ups, and templates, embedding of front ends in Java/JSP templates, HTML, CSS, Javascript, accessibility, performance, and partly real-time factors, JSON, XML, A-B Testing
- Tools:** Adobe Photoshop, Adobe Illustrator, IntelliJ Idea, HTML, CSS, Javascript

BARMENIA KRANKENKASSE (FÜR APERTO AG)

- Project:** Creating a larger campaign to educate people about Barmenia Health insurance and its benefits
- Time:** 2003 – 2004 (*11 months*)
- Role:** UX Design and Frontend Development, Change Management
- Tasks:** Creation of a gross/net calculator app to illustrate the advantages and lower costs, concept, UX, design and creation of screens, interaction flows, mockups and templates, partial change management at Barmenia to make the new system known in-house, etc., embedding of frontends in Java/JSP templates, HTML, CSS, Javascript, A-B testing
- Tools:** Adobe Photoshop, Adobe Illustrator, HTML, CSS, Javascript

themselves thanks to built-in diagnostics. As the devices are mostly installed in basements, a mesh grid solution had to be found by means of which the individual devices connect with each other to form a grid, whereby one device has a connection to the outside (low frequency, sink) and thus sends the data of all devices in this grid to the platform. The entire solution had to be multi-tenant and whitelabel capable, which had a certain influence on the design system, the overall user experience "from a single source" and the operational and GUI architectures. Design and creation of UX, UI, design system, wireframes, merging different user experiences into a unified one, change management, information design, qualitative and quantitative user tests, A-B Tests

Tools: Adobe Photoshop, Illustrator, InDesign, IntelliJ Idea, Atlassian, HTML, CSS, Javascript, JSON, XML, Power BI, RabbitMQ

DEUTSCHE POST E-POST DEVELOPMENT

Project: Creation of the E-Post Letter (Web and Mobile Apps)
Time: 2013 (*11 months*)
Role: UX Design and Frontend Development Change Management
Tasks: Concept, UX, UI, multi-platform designs, interaction flows, Design of several apps and frontends, embedding of frontends in iOS, Android, Java/Scala/JSP templates, focus on high performance, HTML, CSS, SASS, JavaScript, A-B testing, Change management "New Digital Frontier" with introduction of agile working methods in the company, user interviews, style guides, documentation, JSON, XML, qualitative and quantitative user tests
Tools: Adobe CC, Balsamiq, IntelliJ Idea, Atlassian, HTML, CSS, Javascript, JSON, XML

HERE.COM (FORMERLY NOKIA)

Project: API-controlled maps applications, web-based extensions for mobile consumers and cloud-based apps
Time: 2011 – 2012 (*12 months*)
Role: UX Design and Frontend Development
Tasks: Creation of the "Bridge" Web Application (Maps, AWS) with focus on mobile, HTML, CSS, SASS, JavaScript (custom coding, frameworks), interaction flows, refactoring, profiling as well as optimization and refactoring, testing, documentation, A-B Testing
Tools: Adobe Photoshop, Adobe Illustrator, Balsamiq, IntelliJ Idea, Atlassian, HTML, CSS, Javascript

FRONTEND STUDIO



Hello there!

My name is Andrej and I help build user-centered products, services and teams. I have been doing this for more than 20 years in different roles, industries and organizational contexts.

My focus is on strategy and UX as well as helping organizations establish user centricity. I have an entrepreneurial mindset and work analytically with qualitative and quantitative UX methods.

18

Years of
Experience

I am a passionate team player and love to contribute my app development experience to build unique software. For you.

45

APPS DEVELOPED

37

SATISFIED CLIENTS

4

AWARDS WON

16

VARIOUS INDUSTRIES





adidas B2B Platform: **CLICK**

Unify complex B2B order and delivery processes and digitize them towards total simplicity!

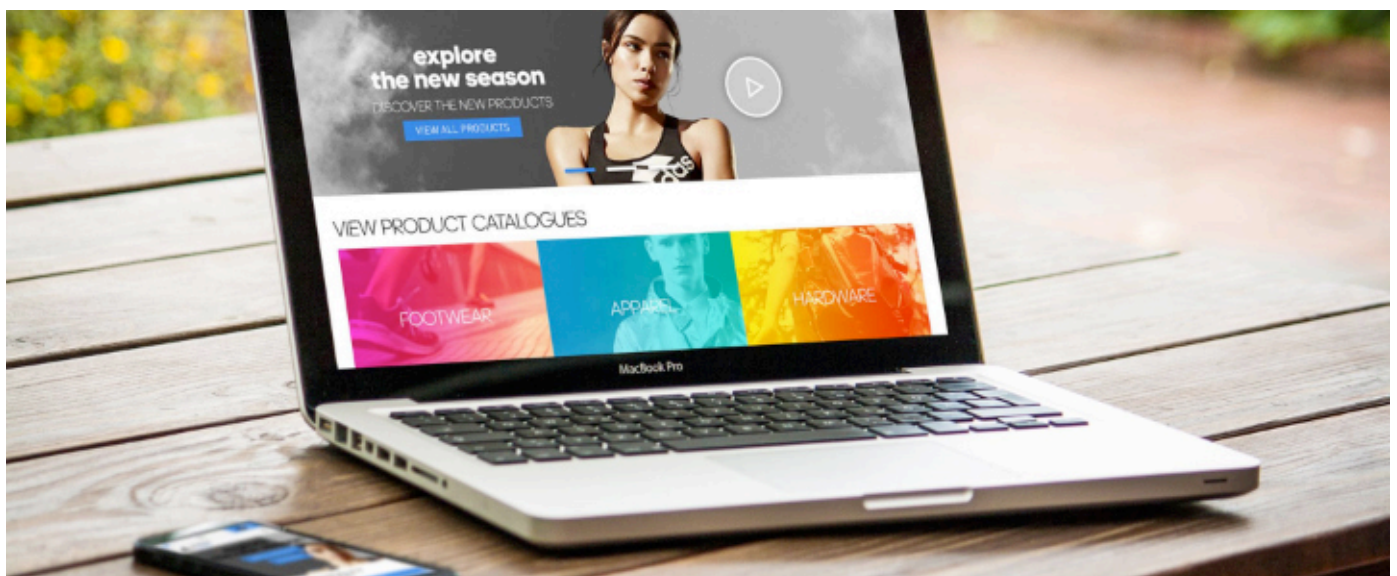
Goals:

- ✔ Switch from system- to User-centricity
- ✔ 360° view of all customer related data
- ✔ More VR, less Showrooms, less Logistics
- ✔ Creation of Adidas Design System
- ✔ Highly integrated self-service platform
- ✔ Extend "CLICK" to external apps and APIs

A P P D E S I G N

Convenient. Robust. Integrated.

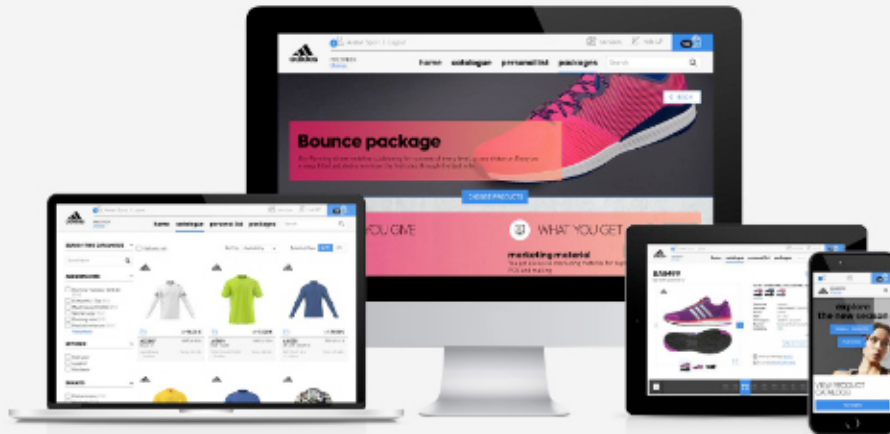
The task: "Create an app with perfect user experiences and perfect online order processing."
The reward: Great simplification and and much better efficiency.



2018
ANNUAL
MULTIMEDIA

Ordering made easy.

An intelligent "Guided Sell-in" concept guides the retailer through the compilation and ordering of a selection package that corresponds to the market- and country-specific conditions.

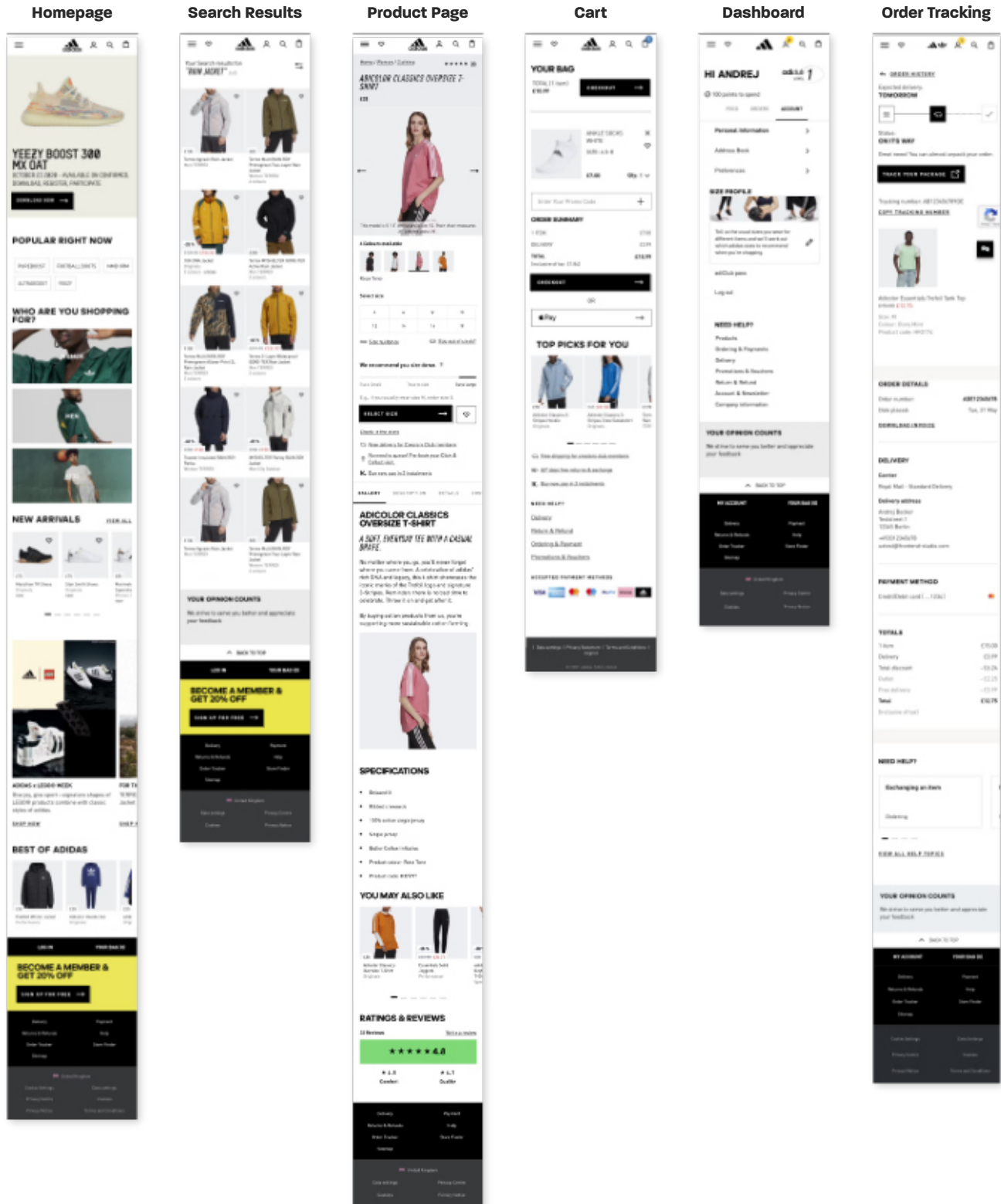


Ordering selections - easier than ever.

The management and fulfillment of retail orders and reorders are critical business processes for the success of adidas. Entire company structures are designed to ensure that these processes run smoothly, always in accordance with adidas business and brand rules.

Step 2: Re-use the platform and build more apps.

The new platform and its APIs offer many new features, so why not connect more apps to it and further improve the user experience? We soon started transforming another app, but this time it is entirely for the B2C domain.



Prototyping a order interface: The Size Table.

Low fidelity prototype

During development, a concept for a truly usable interface for product ordering was required.

After many user tests, it was discovered that the vast majority wanted a table design with horizontal scrolling.

A table design is nothing new, but the trick is to aggregate complex information from many sources and make it easily accessible to the user. And users are loving it.

Product information

SKU: XYZABC
 Size range: 24 - 16
 EAN: €12.34
 LP: €12.34
 Description: HOODIE BLACK

Individual order date range:

Color for selection	XS	S	M	L	XL	XXL	24	22	20	18	16
24	2	2	2	2	2	2	X				
22	2	2	X	X	2	2	2	2	2	2	2
20	X	2	2	X	2	X	2	2	2	2	2
18	2	2	2	X	2	2	2	2	2	2	2
16	2	2	2	X	2	2	2	2	2	2	2
Totals	10	10	10	10	10	10	10	10	10	10	10

High fidelity prototype

Product information

SKU: XYZABC
 Size range: 24 - 16
 EAN: €12.34
 LP: €12.34
 Description: HOODIE BLACK

Individual order date range:

Product	XS	S	M	L	XL	XXL	24	22	20	18	16
24	X	X	X	X	X	X	X				
22	2	2	2	2	2	2	2	2	2	2	2
20	2	2	2	2	2	2	2	2	2	2	2
18	2	2	2	2	2	2	2	2	2	2	2
16	2	2	2	2	2	2	2	2	2	2	2
Totals	10	10	10	10	10	10	10	10	10	10	10

JOURNEXX

Selling journalism worldwide.

Publishing Industry

The fair digital marketplace for journalistic content.

And a first of its kind.

Goals:

- ✔ Offer first class user experience
- ✔ Show complex data analysis insights
- ✔ Make complex AI tools easily accessible
- ✔ Reflect platform's market neutrality
- ✔ Enable mass trading automation
- ✔ Support over 60 different languages

A P P D E S I G N

Strong focus on publishers' needs.

The task: "Create a platform to enable content trading for journalists and publishers."
The reward: Important enablement of new revenue streams for journalism.





Becoming known by taking a bold leap into the deep end

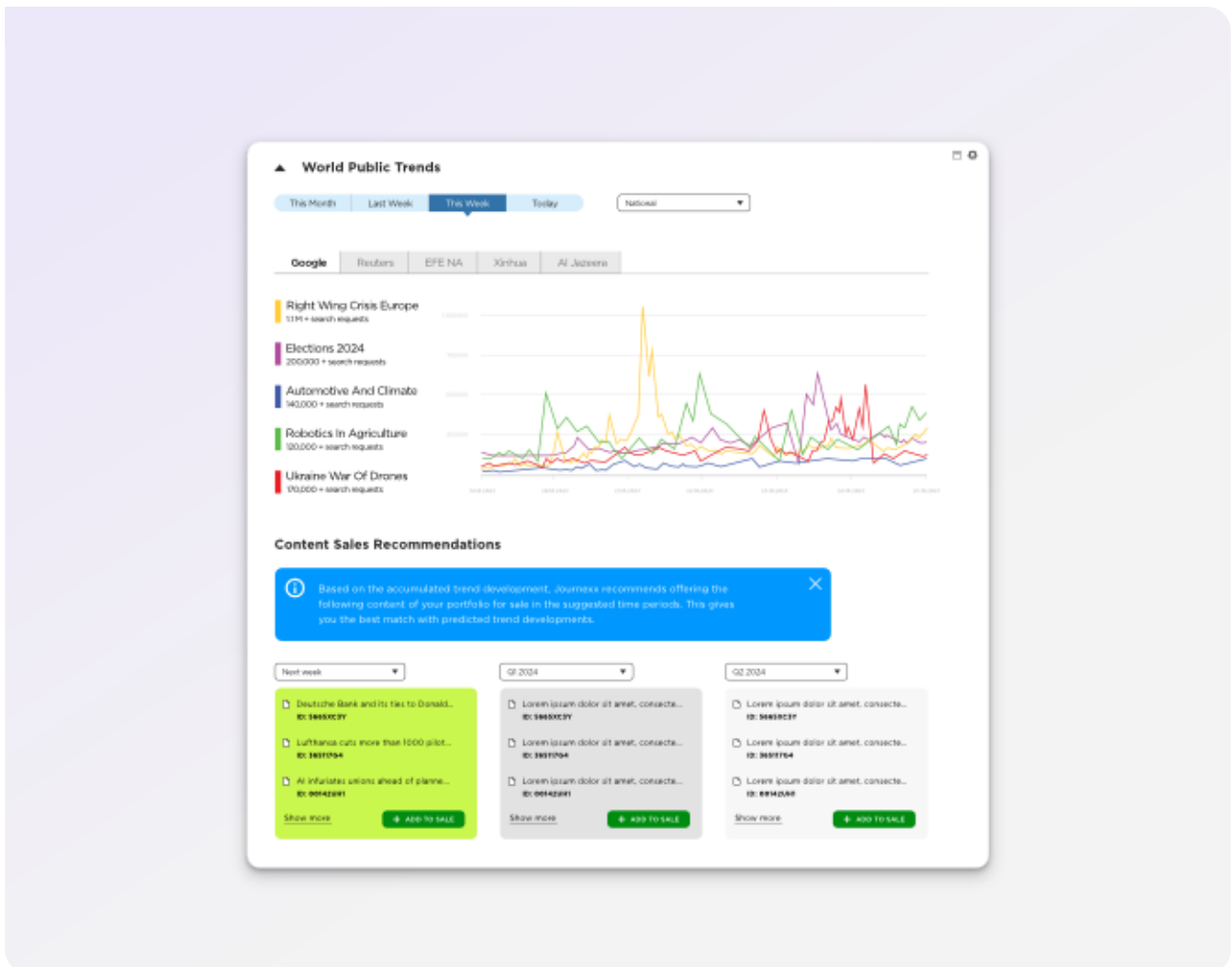
It was important for the success of the product that the industry saw it as their advantage rather than a threat. To achieve this, a big campaign was launched both to raise awareness of the platform and to start initial research into the concerns of the industry.

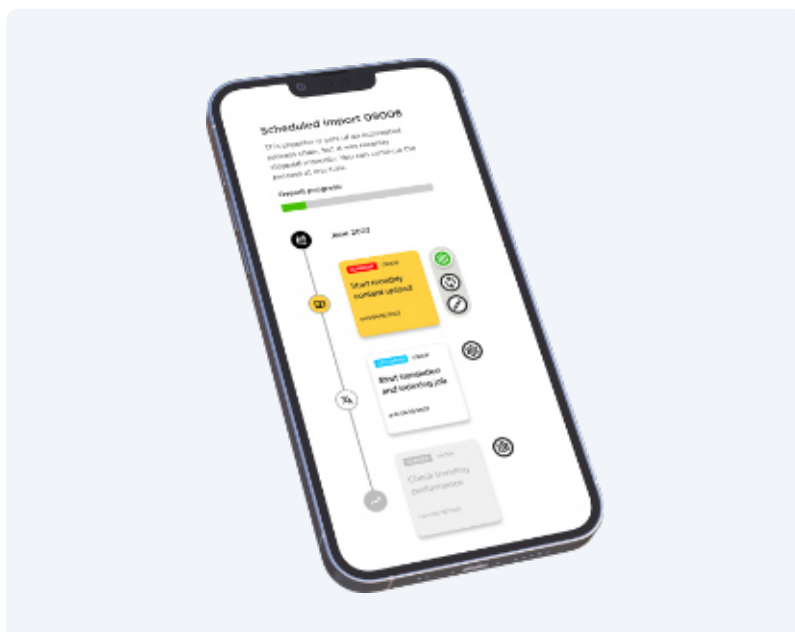
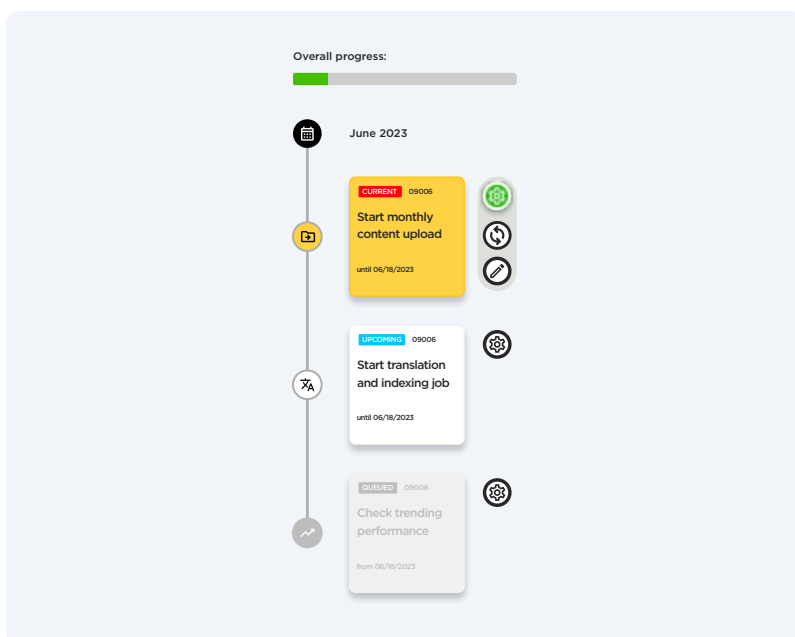
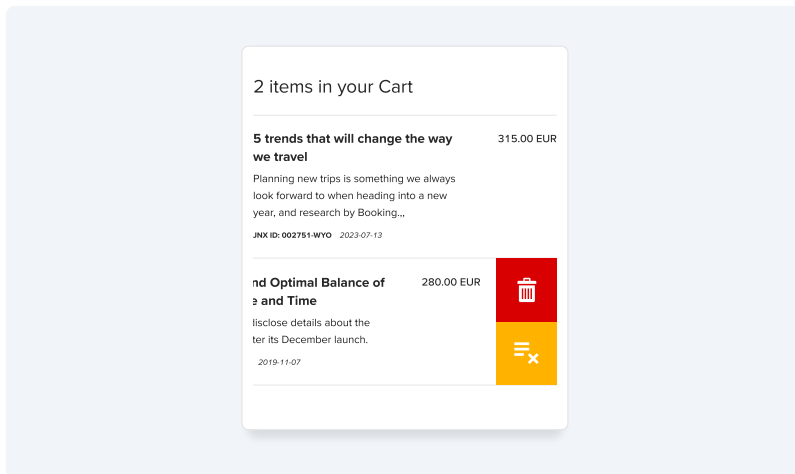


Evolution of Trends Module: Idea to high fidelity



Final evolution step prototype of Trends Module





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LOOKING FORWARD TO MEET YOU!



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Barcelona 2023