

I am offering

Previous industries:

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

Languages:

- CSS (3.0, Sass, LESS, Bootstrap, Tailwind)
- HTML5
- JavaScript (vanilla, ReactJS)
- NodeJS
- React
- PHP
- SQL

Tools development:

- Figma
- Adobe Creative Suite
- 3D Studio Max, Unity, Unreal
- JetBrains Toolkit, VS Code
- DataGrip
- Git, GitHub

Tools planning:

- Draw.io/Diagrams, Miro
- MS Office
- OpenAPI/Swagger
- Atlassian Suite, Trello
- Wikis, Markdown

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**
- Interaction-, information-, and application Design
- Mocking, wireframing, rapid and interactive prototyping
- User research and integration of outcomes into UX / UI
- Creation and use of existing native design systems
- 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 such as React, Redux etc.)
- HTML 5, CSS3 and other web standards
- Microformats, Custom Tags
- Fluid and responsive design (accessibility)
- CSS and pre-processors, such as Sass, SCSS or LESS
- Cross-Browser and Cross-Device Development
- Performance analysis and adaption of such metrics
- CSV, SVN, Git
- Unit-, Integration and Acceptance testing

Skills and knowledge Matrix

	Basic	Advanced	Specialist
User Centered Design (UCD)			X
Agile UX Concept			X
User Journey			X
Design Systems			X
Task & Flow Analysis			X
Standard DIN EN ISO 9421-210			X
Standard DIN EN ISO 9421-II			X
Guideline and design guide creation			X
Personas			X
UX Design Pattern			X
Site Maps			X
UI Design (cross-platform)			X
Prototyping / Wireframing			X
Usability tests (preparation)			X
Usability Tests (Execution)			X
Heuristic Evaluation		X	
Semantic HTML, HTML5			X
Adobe Photoshop, Illustrator, InDesign			X
JavaScript, ReactJS, CSS3, Sass, SCSS			X
User Centricity			X
Scrum			X
Kanban			X
Scaling Scrum			X
User Personas / Research			X
Paradigms and methods, like agility, KISS, SOLID etc.			X
Change Management			X
Design Thinking			X
Performance-Driven UX/UI			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, 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, 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

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

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