

Latest & ongoing Projects February 2022

Information Architecture & Design System / stages

To improve the usability of the process management software „stages“, the stakeholders and I are running a design thinking process. We used various research methods to gain more insights into what works well for users and what doesn't. Based on these insights, we've developed ideas for a new information architecture. After early design tests and optimizations, we are currently conducting prototype tests to determine if we are still on the right track, if the information architecture and design we have developed will work. And it looks like it will. Our next steps are the development of further functions and features and the visual / UI design.

Information Architecture & Design System / DMix Cloud

In collaboration with the stakeholders we developed a new information architecture and design system based on existing research data. This led to a much better user experience and usability of the SaaS product. Since then, I have been continuously involved in further development, creating solutions based on different UX methodologies and delivering wireframes, prototypes and UI styles.

Usability Testing / Bernsteinsee Hotel GmbH

To increase reservations and conversions on the booking-website, I developed, conducted and moderated a usability test and finally analyzed the gained data and wrote the test report. The testing showed that the menu and information structure including the wording is not optimal and that some booking functions have barriers. The resulting optimizations are currently still being developed in collaboration with the stakeholders.

Certifications (a selection)

- 2022 Journey Mapping IxDF
- 2021 User Research for Agile Teams LinkedIn
- 2021 UX Management: Strategy & Tactics IxDF
- 2021 Conducting Usability Testing IxDF
- 2021 User Research – Methods & Best Practices IxDF
- 2017 Certified UX Design Specialist XDi Alumni

Work Experience

- 2019–today **Fulltime Freelance UX Designer**
Some of my current clients:
Method Park by UL since 2021
Color Digital GmbH (DMix Cloud) since 2019
- 2004–2019 **Fulltime Freelance Graphic Designer**
I've worked for several companies and solopreneurs
- 2003–2004 **School of Ideas Hamburg**
Conrad Gley Thieme Copywriter Trainee
- 2000–2003 **Splekerteam Communications** Graphic Designer

Private Interests



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Way of working

- Outside-in“-Design-Process
- Lean, goal-oriented work
- Continuous learning
- Methodical work
- Analytical and emphatic
- Teamwork

Deliverables

User Research:

- User Personas
- Scenarios
- Journey Maps

Ideation:

- Brainstorming
- User Flow Diagram
- Wireframes
- MockUps

Prototype:

- Sitemaps
- Wireframes
- Prototypen
- Interaktion Design

Evaluation:

- Usability report

Methods

- User Interviews
- Usability Testing
- Surveys
- Empathy / Mind Maps
- User Stories
- Heuristische Evaluation
- Scenarios
- Card Sorting
- Sitemaps
- Design Sprints

Tools (a selection)

