

PORTFOLIO



Hey! My name is Ann-Marie
I'm a digital artist and an aspiring UX/UI Designer

First Project! Service Design Course

The Challenge: Help people with impairments on public transportation.

TRAIN SAFETY APP FOR WOMEN

For more safety on the train. The app for women offers safe routes and quick emergency preparation.

Roles: Research, Design

Tools: Miro, Figma



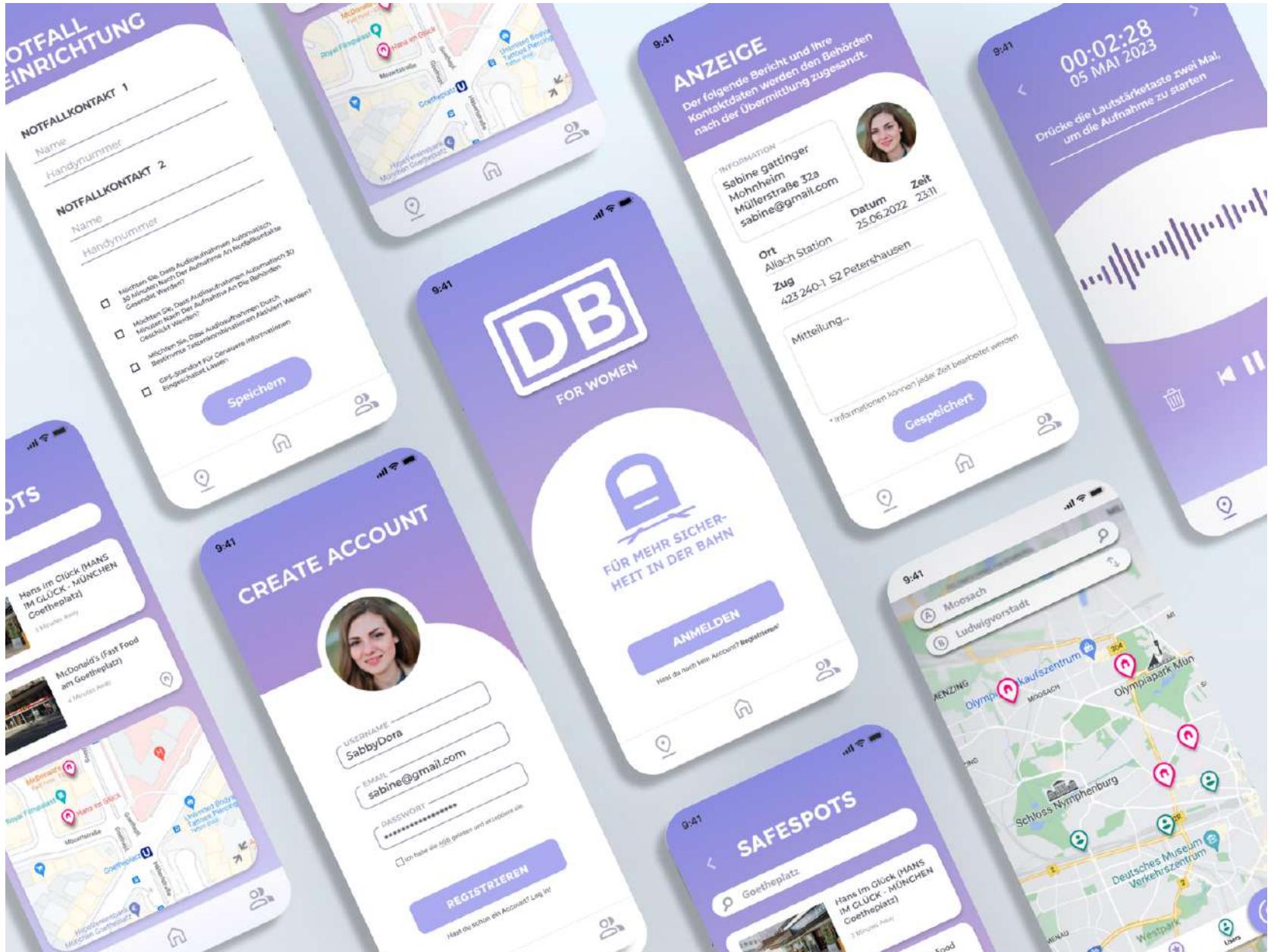
RESEARCH

DB Women

EduCare

SkinGuide

Generative



Our vision is to create an environment where women can confidently travel by train, free from any feelings of fear or anxiety. We believe that every woman should be able to enjoy the convenience of public transportation without worrying about their safety.

We have designed an app to assist young and vulnerable women in planning safer routes when using public transportation. This app is tailored to the unique needs of women who depend on public transport, empowering them to feel safer and more confident in their travels especially at night.

**“I’d rather take the car than
deal with strangers on the train!”**

- Interviewee

This app is made for...

young women who **DEPEND ON PUBLIC TRANSPORT**

young women who **FEEL VULNERABLE AT NIGHT** and **WANT TO FEEL SAFER**

young women who are **NEW TO THE CITY WITH LESS EXPERIENCE**



SPECIAL FEATURES

- **Emergency Audio Recording** is triggered by user-defined signs (such as shaking the phone heavily or pushing buttons multiple times)
- **Report Assaults** enables users to quickly report incidents by pre-filling data, minimizing the effort required during shock situations
- **“Train-Sharing”** to find other women on the app to travel with
- **Train Rating System** to find ratings and experiences other women have for train stations

The benefits for users...

Female only app

Registration required to prevent harassers from joining

Connect with other women to avoid being alone during travels

Reduced anxiety and stress for the users

Easier and faster to make assault reports

9:41

Überspringen

NOTFALL EINRICHTUNG

NOTFALLKONTAKT 1

Name _____
Handynummer _____

NOTFALLKONTAKT 2

Name _____
Handynummer _____

Möchten Sie, Dass Audioaufnahmen Automatisch 30 Minuten Nach Der Aufnahme An Notfallkontakte Gesendet Werden?

Möchten Sie, Dass Audioaufnahmen Automatisch 30 Minuten Nach Der Aufnahme An Die Behörden Geschickt Werden?

Möchten Sie, Dass Audioaufnahmen Durch Bestimmte Tastenkombinationen Aktiviert Werden?

GPS-Standort Für Genaue Informationen Eingeschaltet Lassen

Speichern

📍 🏠 📞

9:41

Zurück

ANZEIGE

Der folgende Bericht und Ihre Kontaktdaten werden den Behörden nach der Übermittlung zugesandt.

INFORMATION

Sabine gattinger
Mohnheim
Müllerstraße 32a
sabine@gmail.com



| Ort | Datum | Zeit |
|----------------|------------|-------|
| Allach Station | 25.06.2022 | 23:11 |

Zug
423 240-1 S2 Petershausen

Mitteilung...

* Informationen können jeder Zeit bearbeitet werden

Abschicken

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9:41

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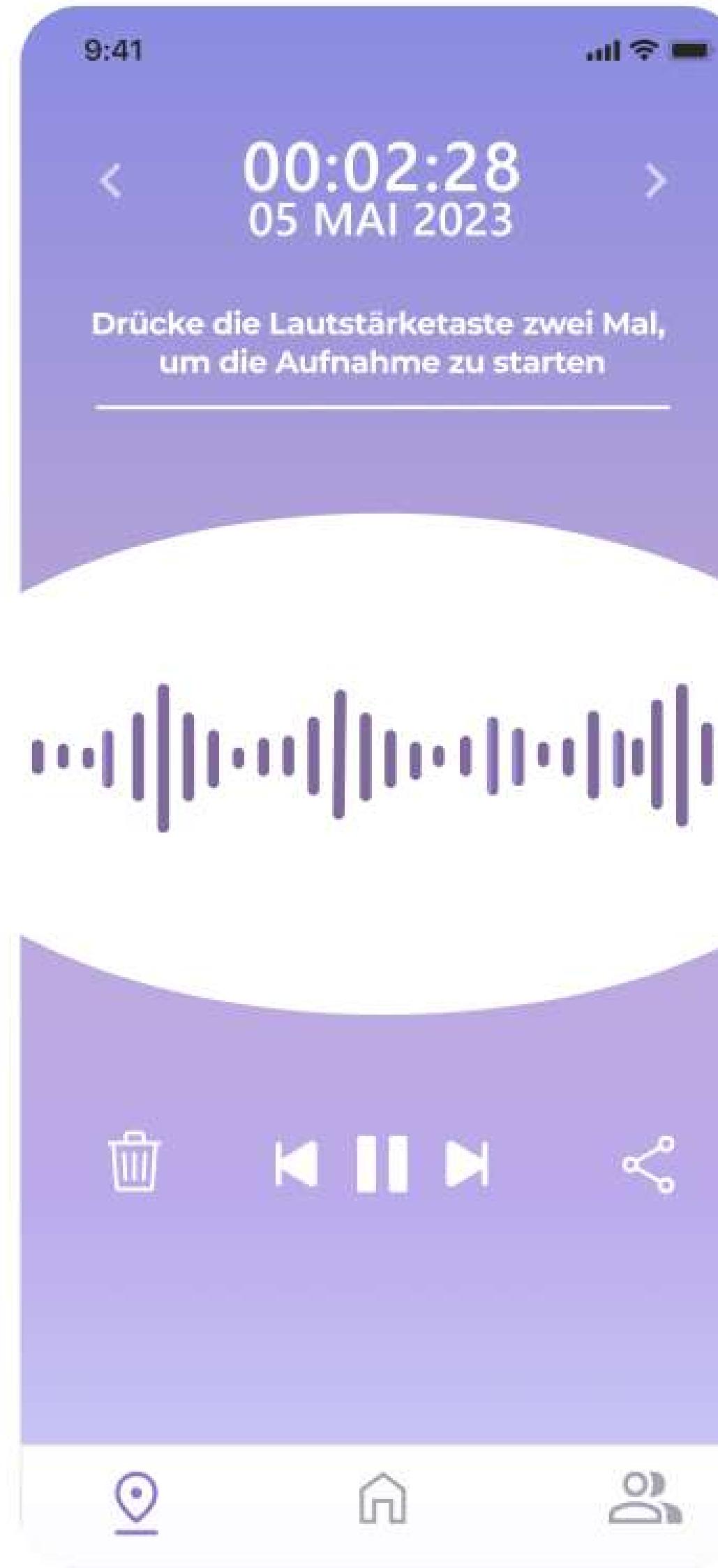
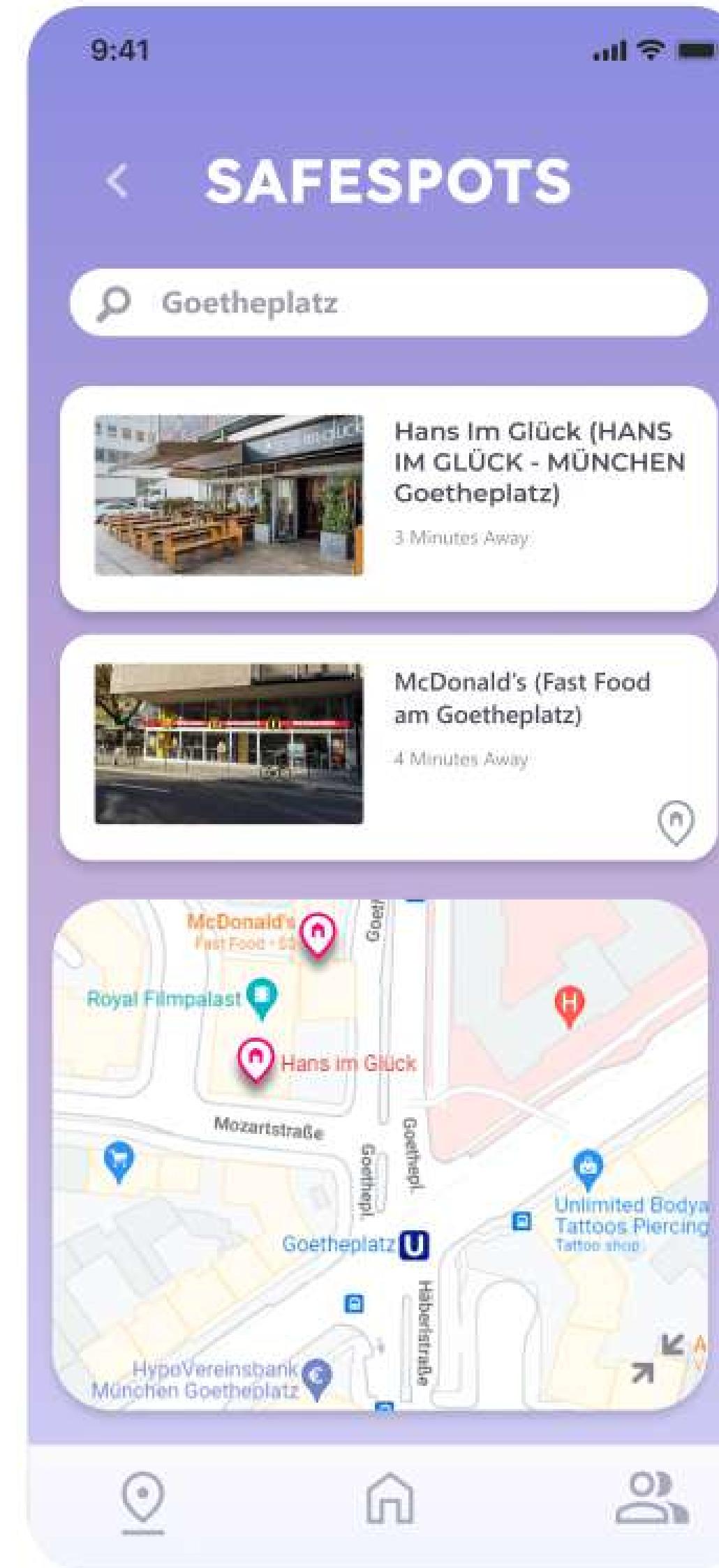
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Gespeichert

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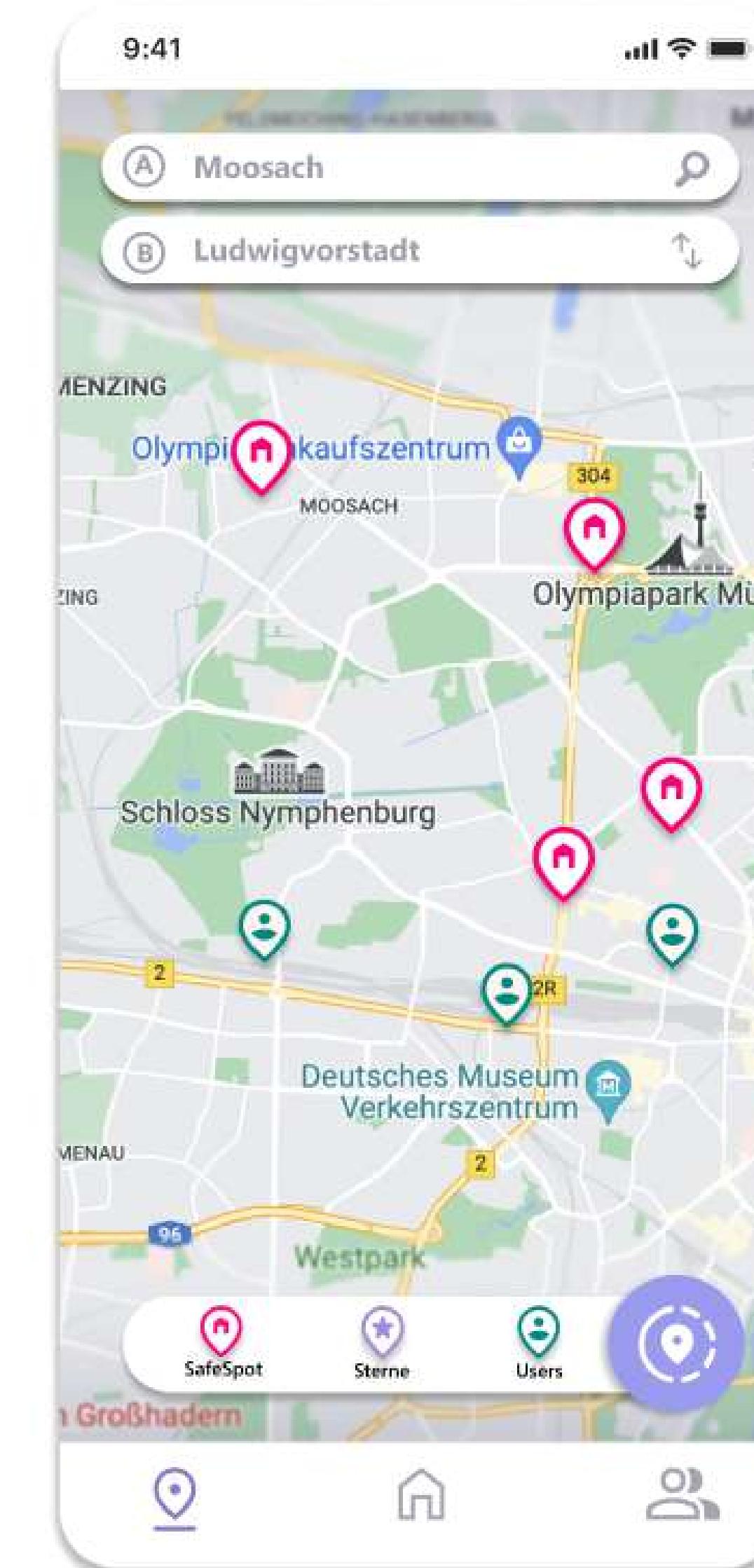
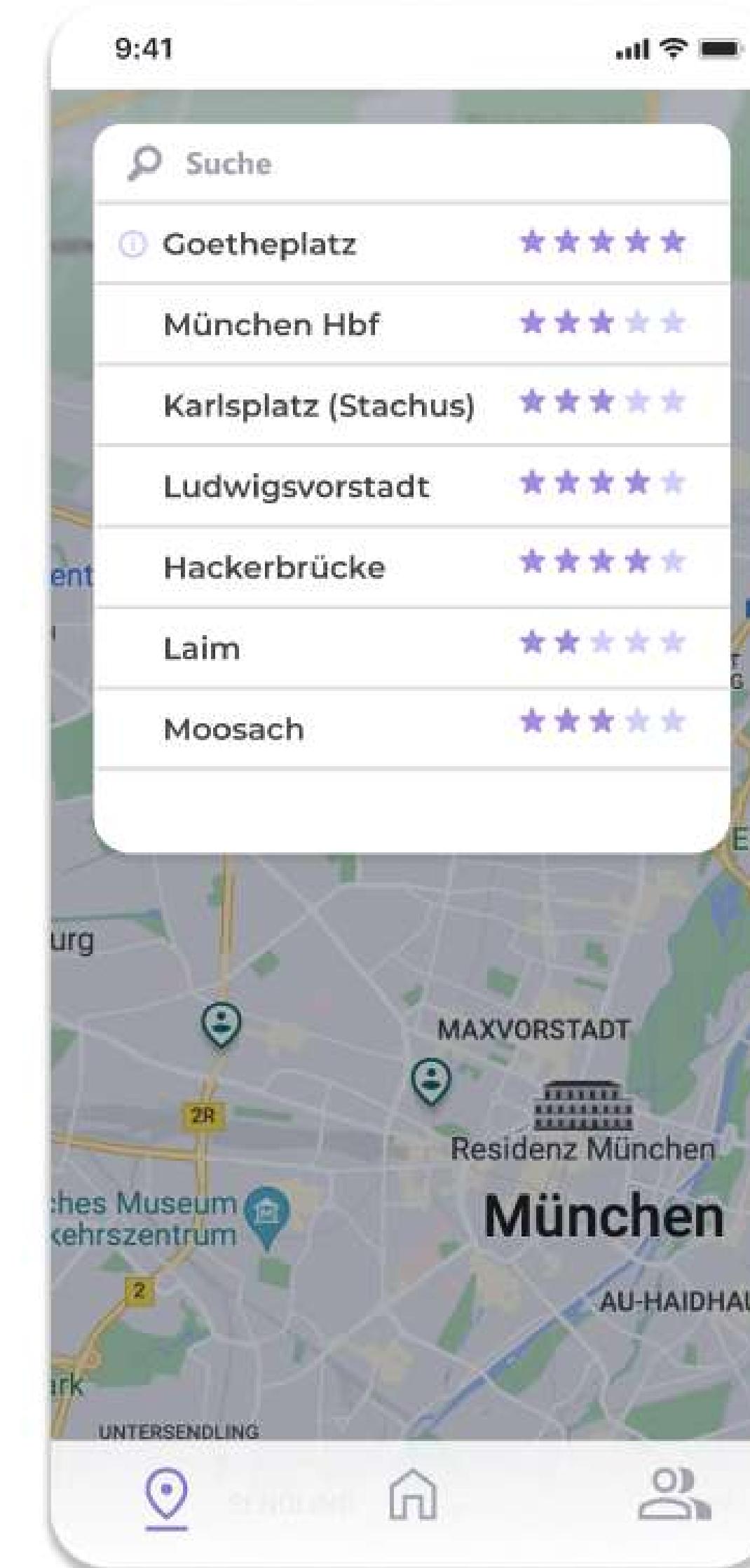
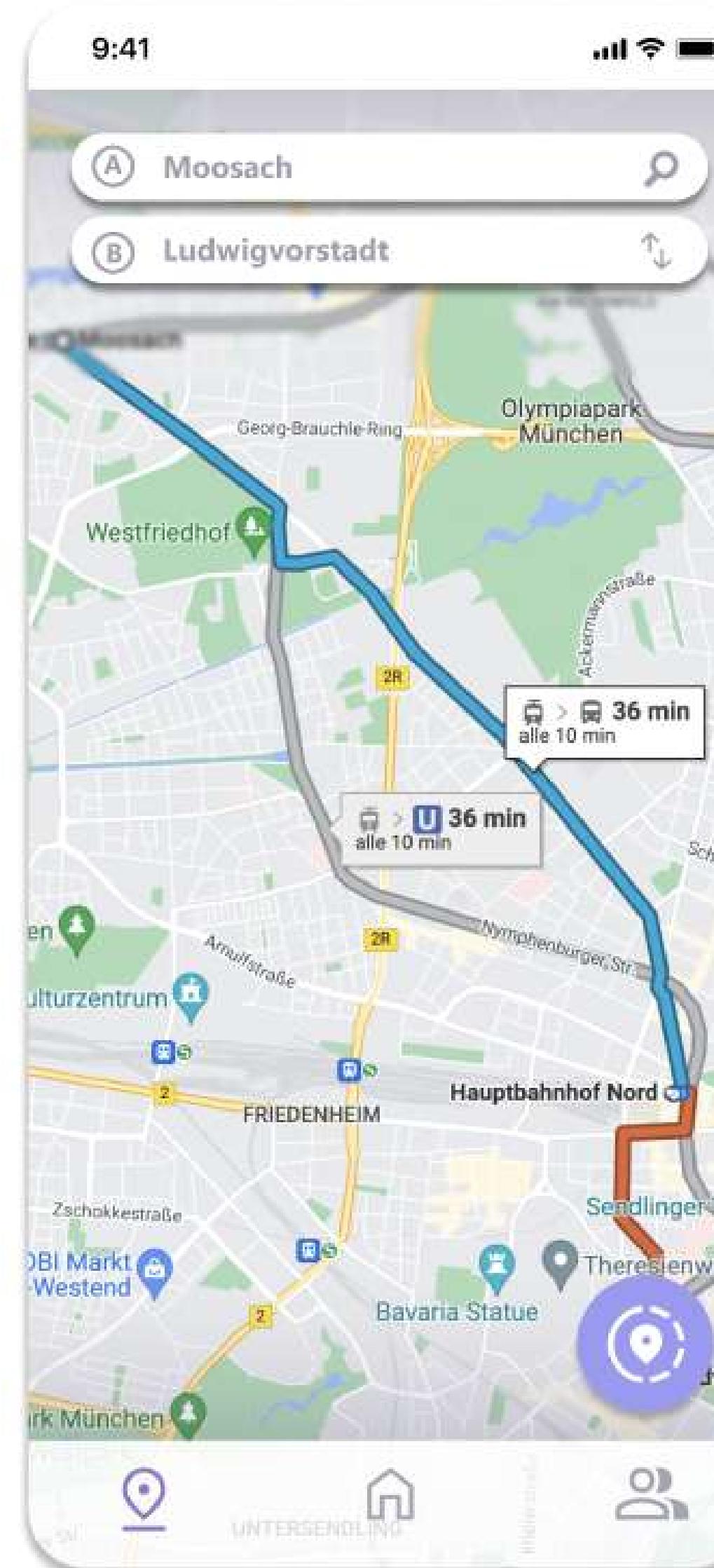
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Second Project! Educare

The Challenge: Create a responsive website to help refugee parents communicate with teachers

EDUCARE

A webservice for refugee parents to better connect with teachers to increase their children's educational opportunities.

Roles: Research, Design, CSS/HTML

Tools: React Native, VS Code, Github, Figma



**How can we support refugees and their
children's education?**

**Based on the results our research,
we were able to identify five problem areas**

- Lack of teachers, tutors and volunteer interpreters
- Different social backgrounds of the children
- Language barriers that compromise the children's education
- Cultural differences, which can lead to misunderstandings
- Lack of or expensive support services



Realization

From our extensive interviews and research we realized that refugee parents still need a lot of help, especially when it comes to understanding and accompanying their children's educational journey. By addressing cultural and language barriers between families and teachers, we can work towards mitigating this challenge.

SOLUTION

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Solution

We developed a web service to help refugees facilitate exchanges with teachers to improve their children's educational opportunities.





The benefits for users...

Language adjustability

Direct contact with teachers

Announcements and cultural explanations

Simplified sick leave and time-off requests

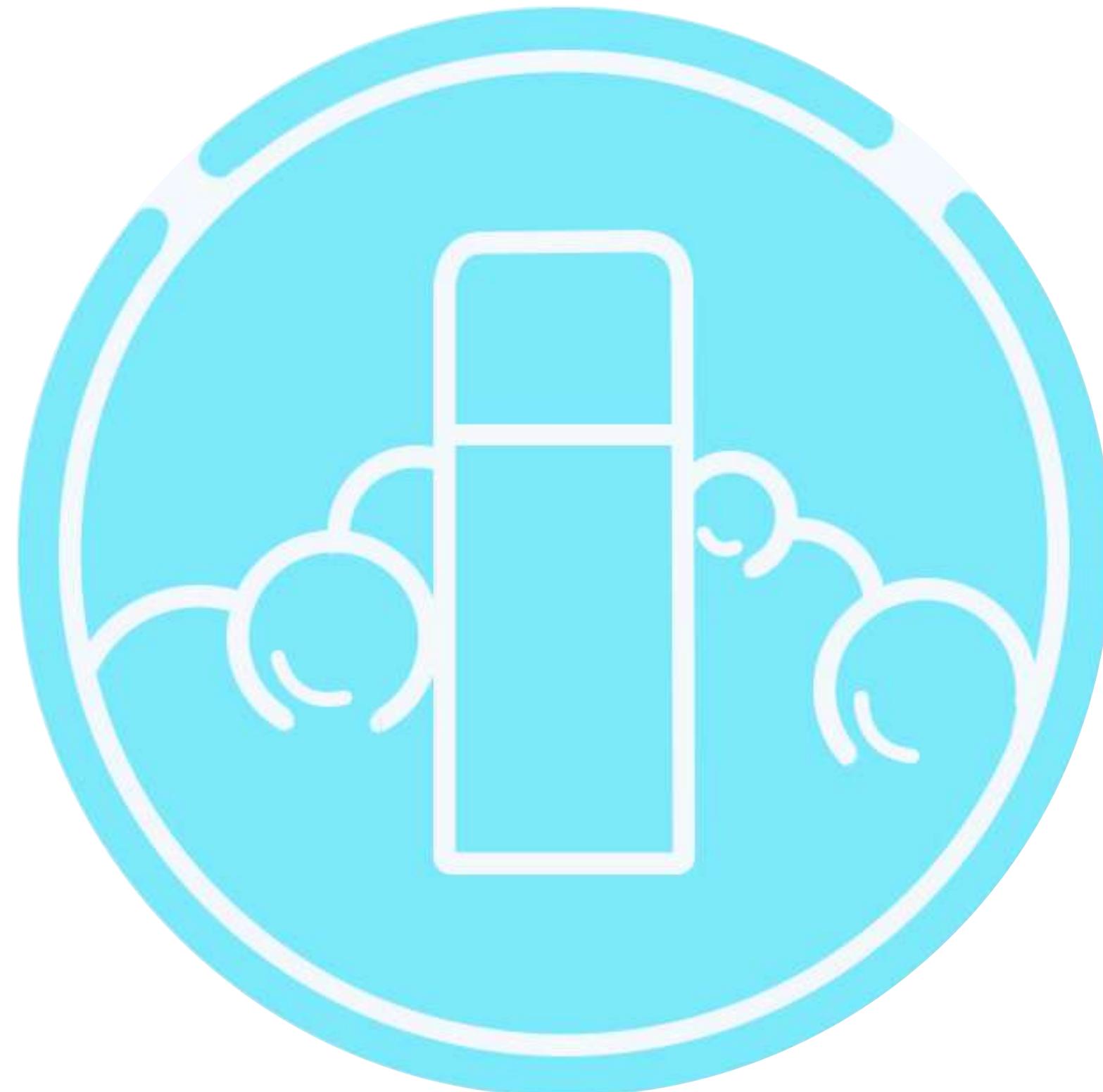
Necessary support for children



With our web service we want to contribute to improving the educational opportunities of refugees and migrant children by making it easier to exchange with teachers and receive support.

Project SkinGuide: Skincare assistant

For this segment I'm only highlighting my creative tasks



Project Skinguide

SkinGuide is a voice assistant that helps users determine their individual skin type and gives them recommendations for suitable skin care products. Through voice interaction, users receive personalized support in selecting the right skin care products for their skin.

CREATIVE WORK

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SkinGuide - Team Picture

Ilayda Ann-Marie Berfin



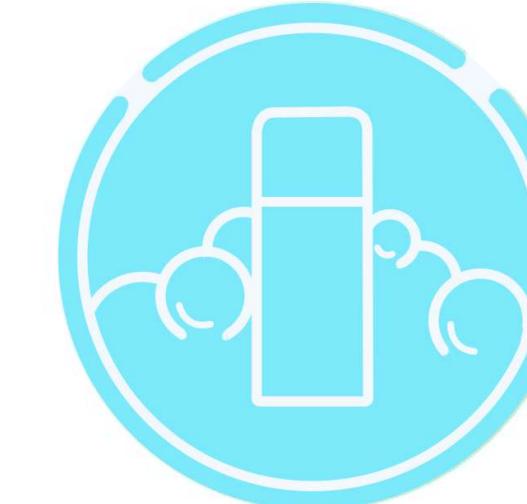
Ece Kármén

Logo Design

The idea for the logo was to combine the straight silhouette of Alexa Echo with the playful roundness of soap bubbles to create an appealing visual representation of our product.



Alexa Echo



SkinGuide

Storyboard

David needs help with his skin problems!



Das ist David, er hat nächste Woche ein Date, aber: „OH NEIN, PICKEL!“

David recherchiert seit Stunden, wie er seine Haut retten kann.

Ahnungslos und pleite steht er vor den Regalen in einem Drogeremarkt.



Deshalb wendet er sich an SkinGuide, ein Skincare Voice Assistant.

Nach einer gründlichen Fragerunde...

... steht einem perfekten Date nichts mehr im Weg!

Last Project! Generative Design

The Challenge: Visualize the effects of light pollution on bird behavior through posters and animations

GENERATIVE DESIGN

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Goal: to show the influence of urban lighting on the flight paths of birds.

What is generative Design?

Generative design is a creative process that uses algorithms, rules, and data to generate artwork, designs, and interactive experiences. In our Generative Design course, we learned how to use code and algorithms to create visual and interactive works.

Our project was about visualizing the effects of light pollution on bird behavior.



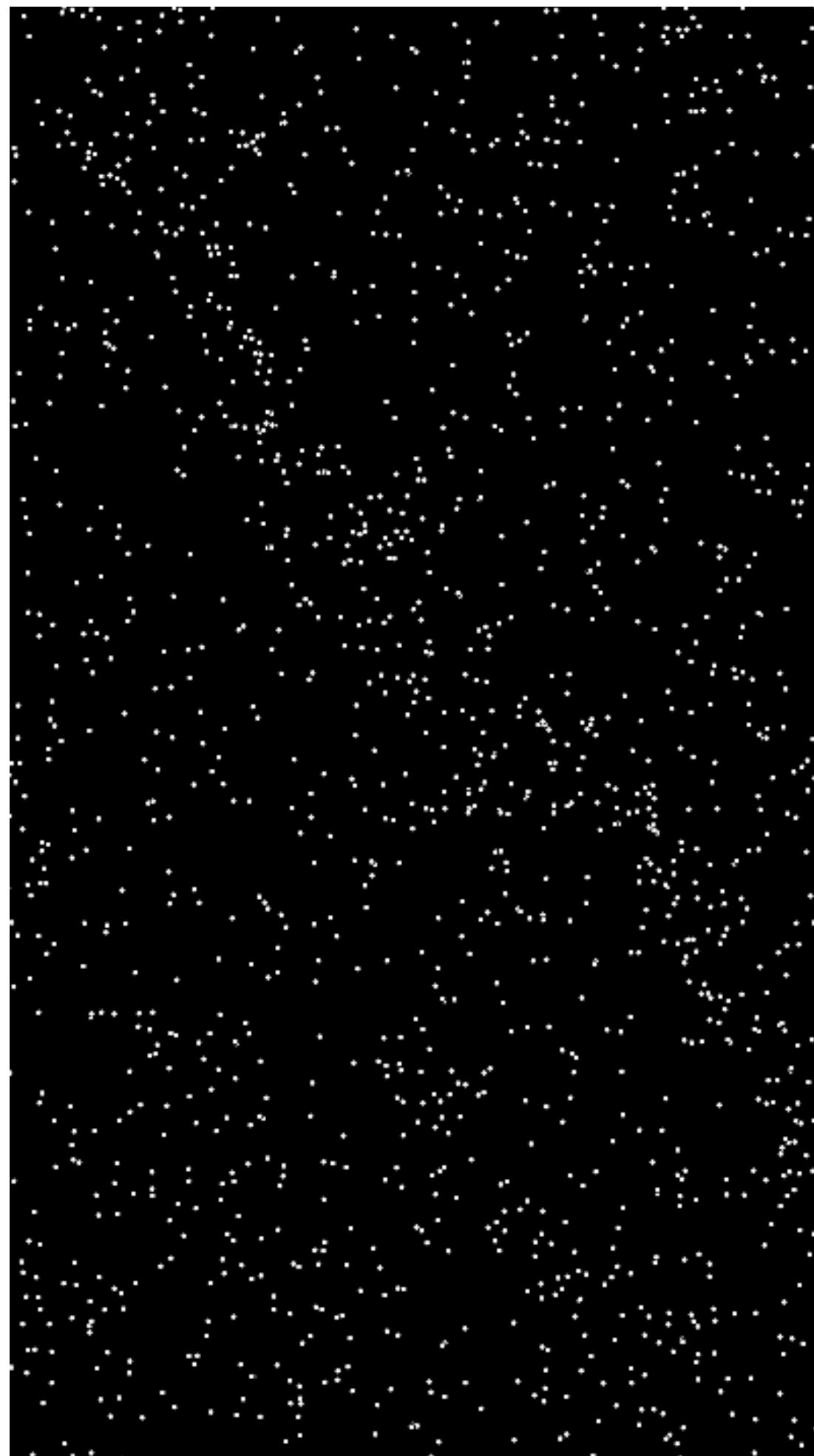
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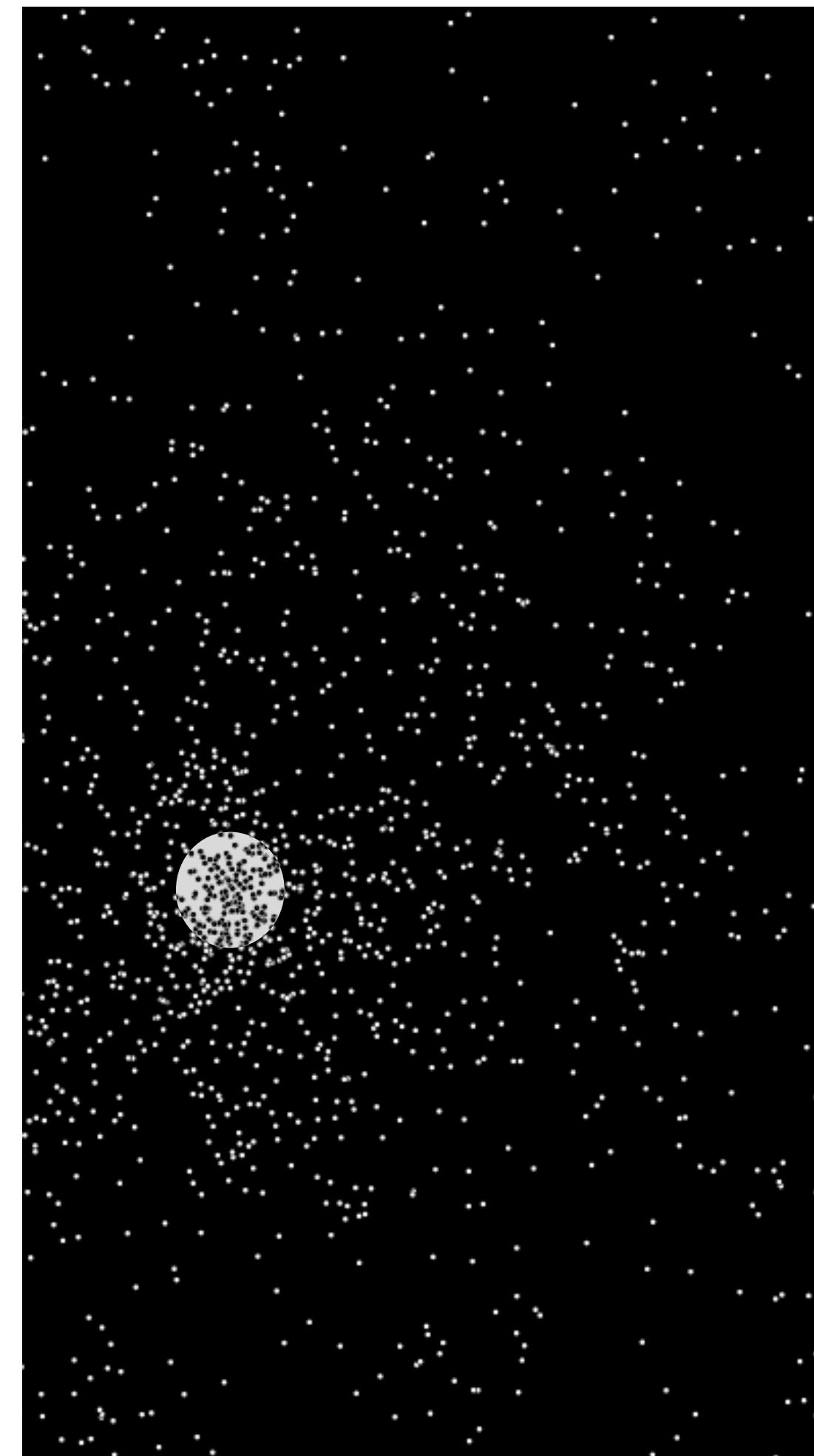
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Regular Flight Pattern



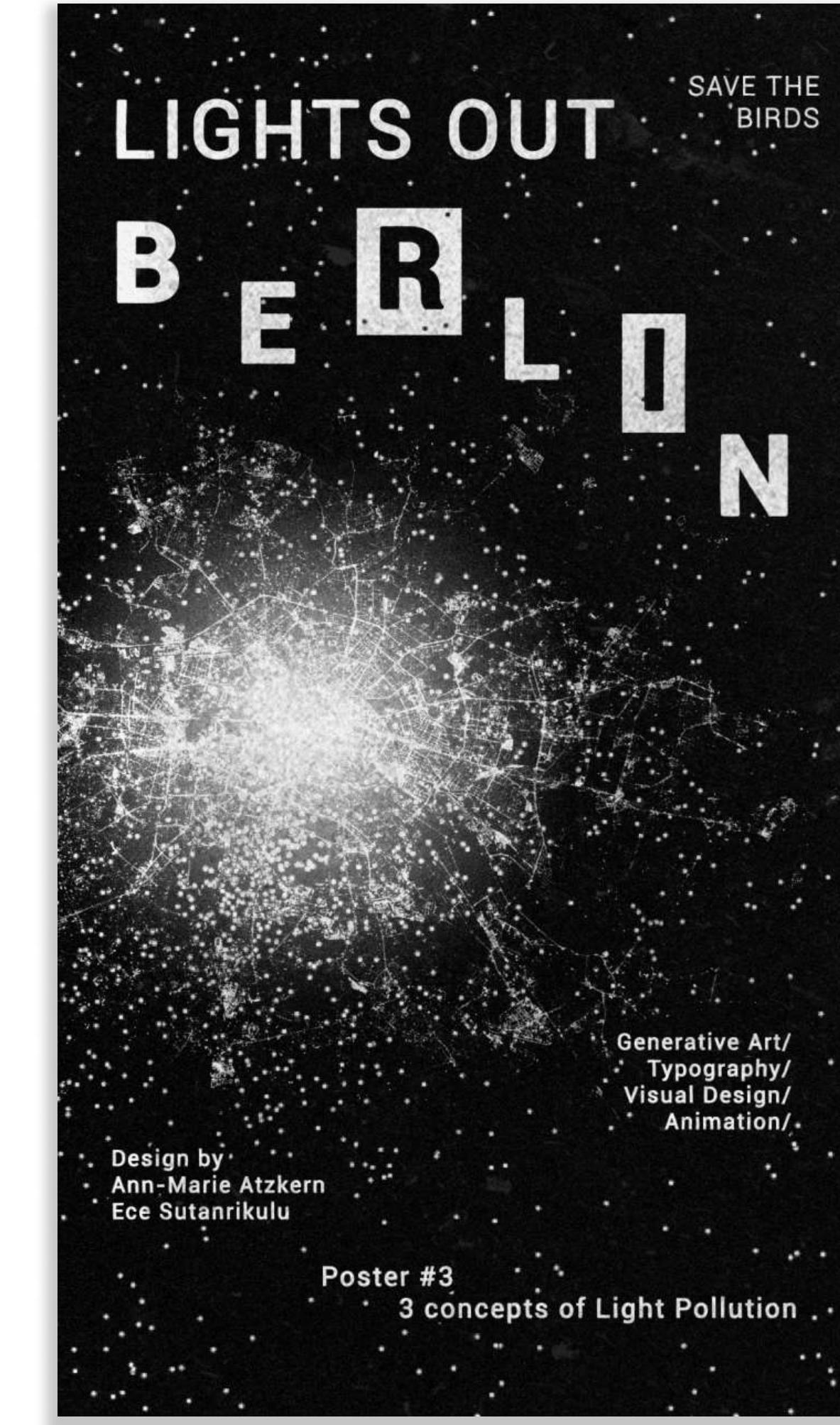
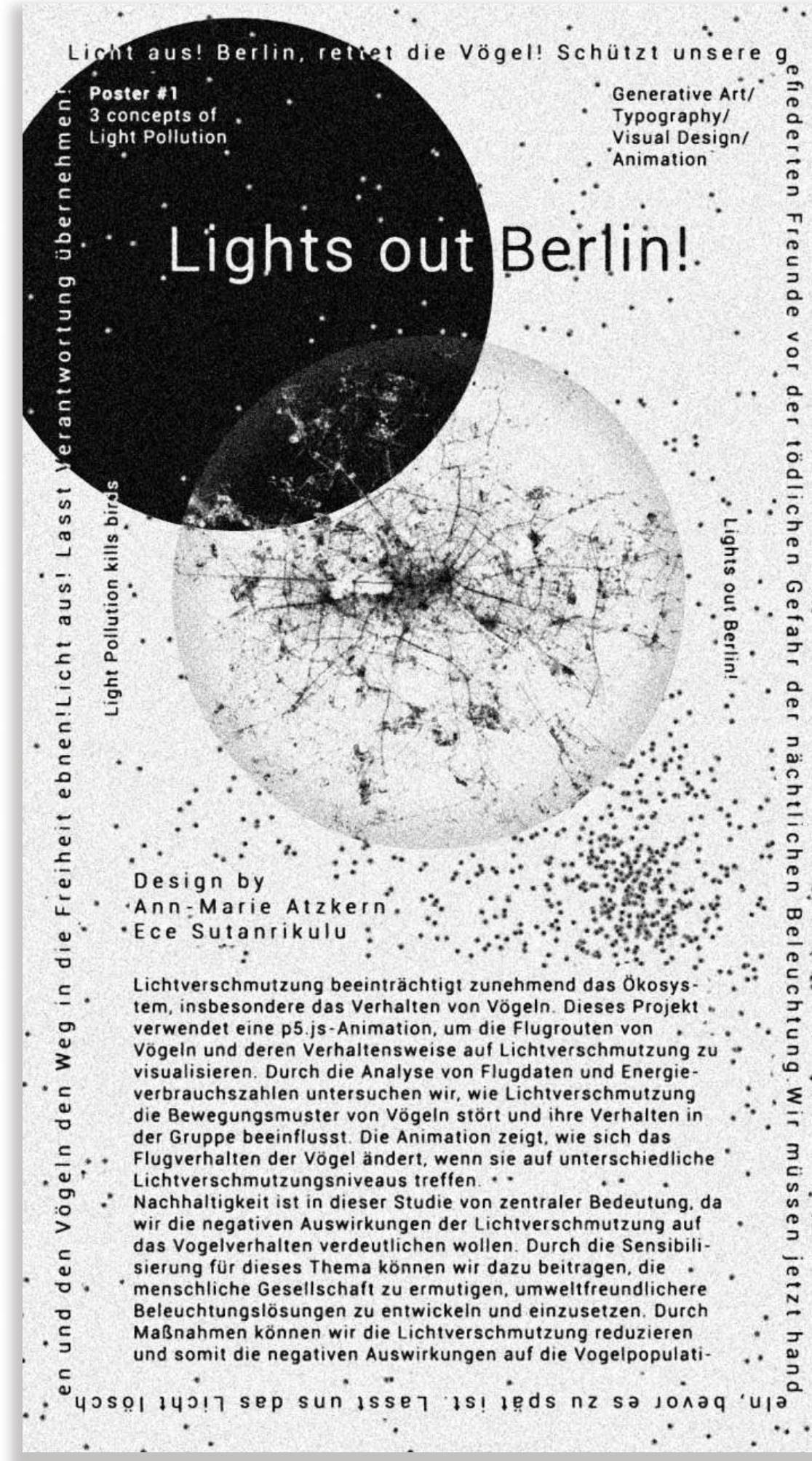
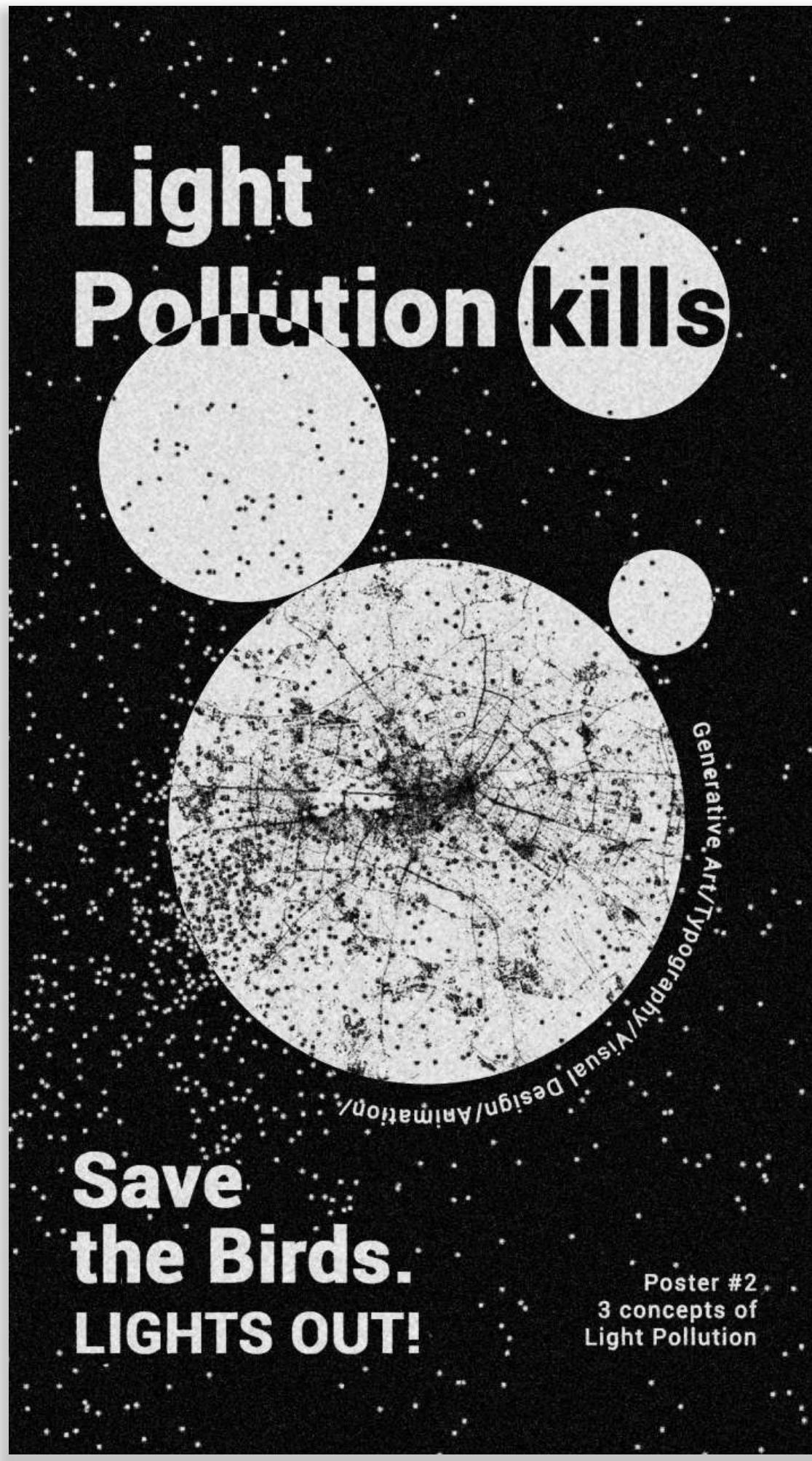
Disturbed Flight Pattern

Using p5.js, we were able to depict the flight paths and behaviors of birds in relation to light pollution.

When a bird is disoriented by light, they move in a circular motion around the light source as we have found in our research.

In addition, the density of the birds becomes higher the closer they are to the center point of the light emission.

GENERATIVE DESIGN



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You can find the three
animations on my website.

Click [Here!](#)



CONTACT

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