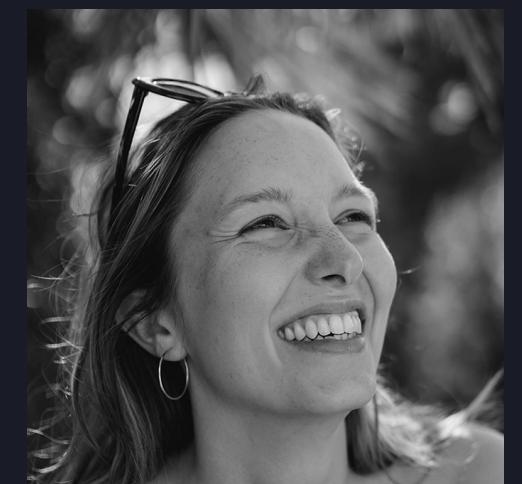


HALLO! MY NAME IS

# Sofie Kalinke

I am a UX Designer with an engineering background and a passion for UX research.



# Sofie Kalinke

I am a Usability Engineer with an engineering background and a passion for UX research.

## Experience

- since 2021 at Ergosign with over 3 years experience in UX-research and design
- M. Sc. Human Factors Engineering, Technical University of Munich, focus: systems and interaction design
- B. Sc. Engineering Science, Technical University of Munich

## Spotlights

- **Digitalization of care:** Analysis, specification, design and validation of a KI assistant for the digitization of care.
- **Industry:** UX research and design in numerous projects for HMIs for food packaging machines, gas engines, and manufacturing machines.
- **Mobility:** Preparation, execution and analysis of e.g. driving simulation and VR studies to evaluate internal and external HMIs and applications in the context of (autonomous) driving.

## Areas of Expertise

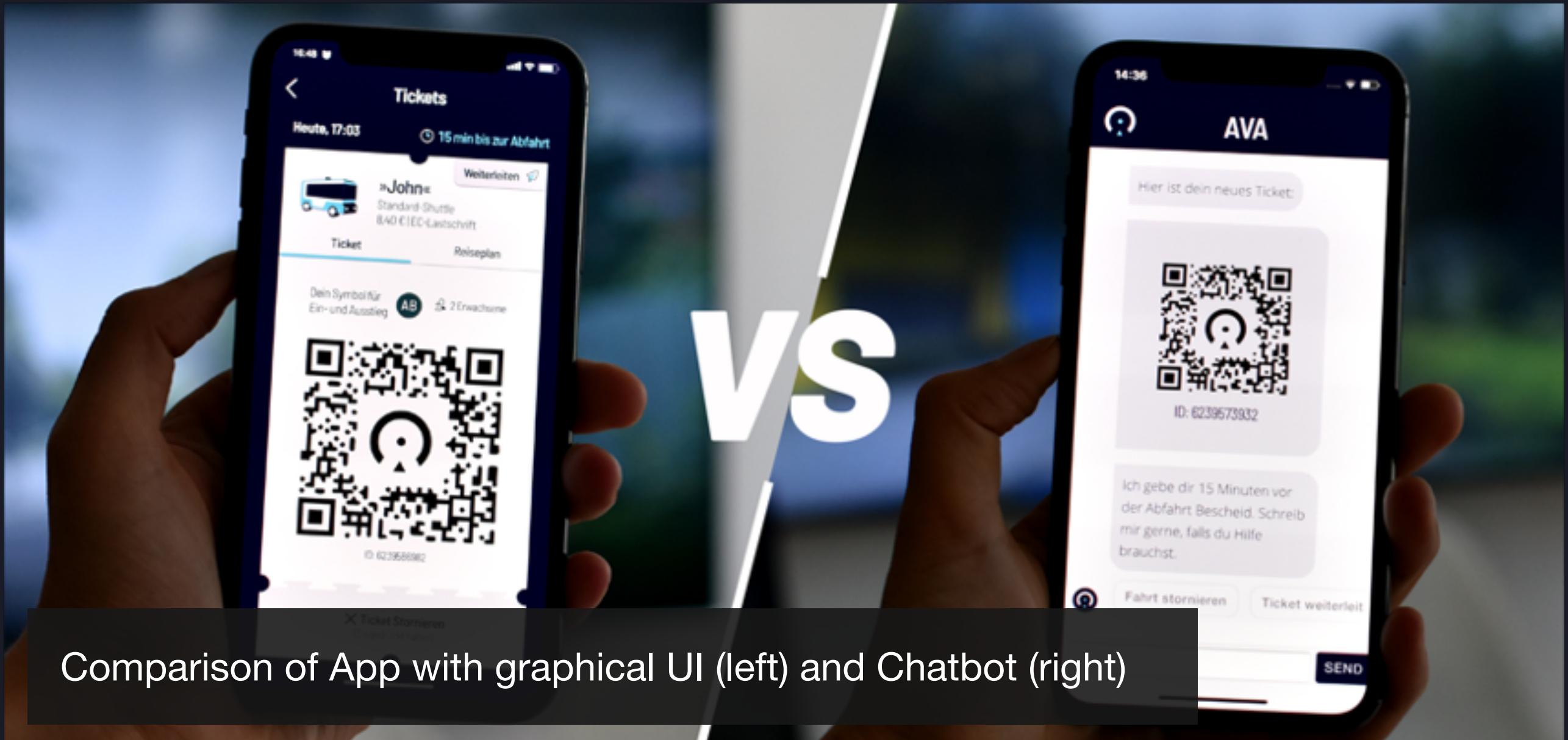
- **UX research:** Expertise in quantitative and qualitative research methods (interviews, surveys, context analysis, usability testing, expert reviews, driving simulator studies, eye tracking studies, virtual reality studies).
- **UX & service design:** Specialization in designing solutions for applications and services in various contexts like industry, enterprise, healthcare, and mobility. Skilled in facilitating collaborative design workshops.

## Publications & more

**Research-Article:** Flohr, L. A., Kalinke, S., Krüger, A., & Wallach, D. P. (2021). [Chat or Tap ? – Comparing Chatbots with ‘Classic’ Graphical User Interfaces for Mobile Interaction with Autonomous Mobility-on-Demand Systems.](#)

**Award:** „German Design Award – Nominee 2023“ for „DiCo – Digital Companion for Care“ in the category „Interactive User Experience“

**Conference presentation:** Kalinke, S. (2022, 06. September). „UX Design für die digitale Zukunft der Pflege“. Mensch und Computer 2022, Darmstadt.

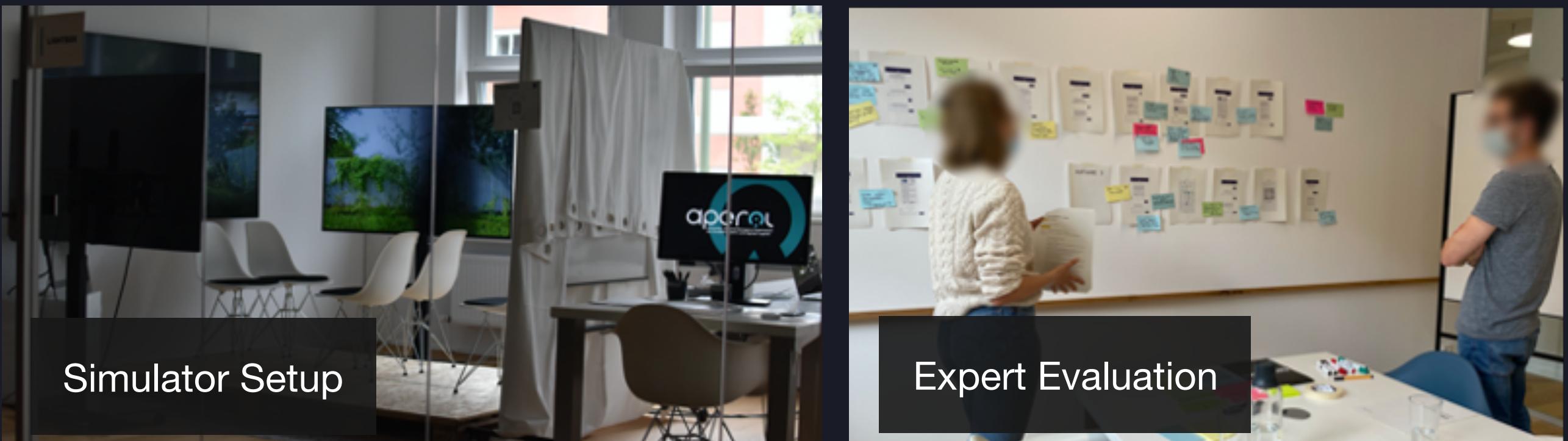


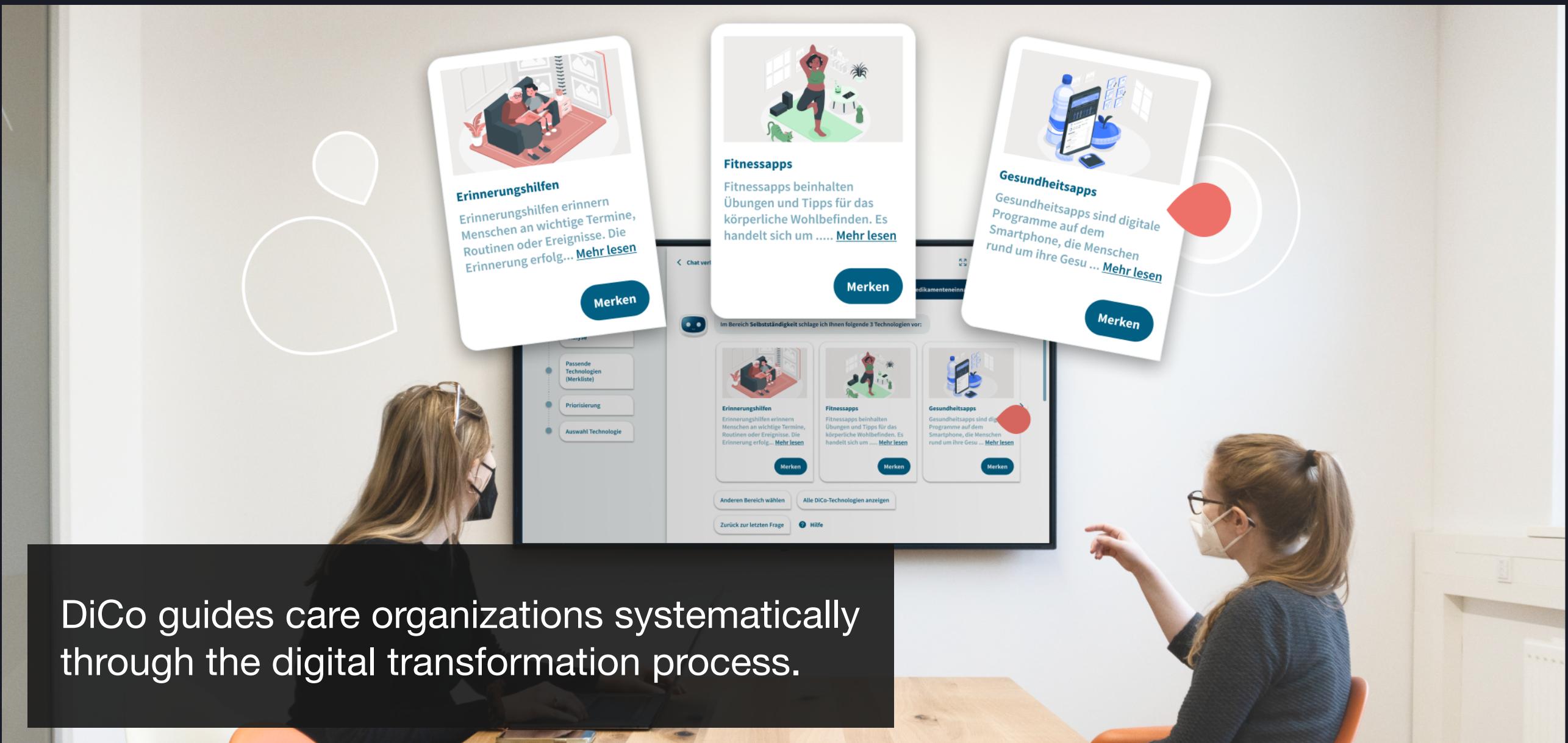
Comparison of App with graphical UI (left) and Chatbot (right)

# AVA

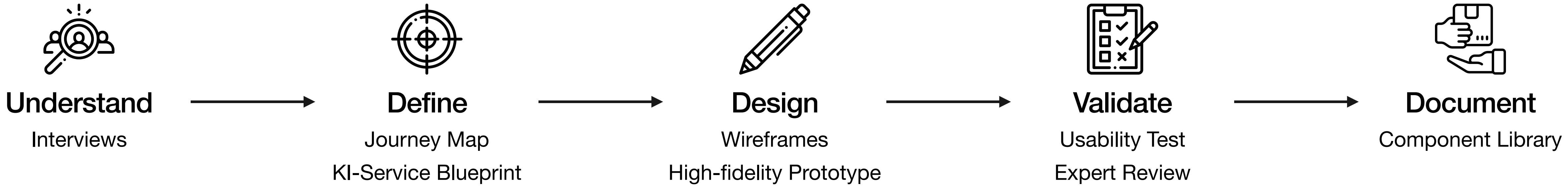
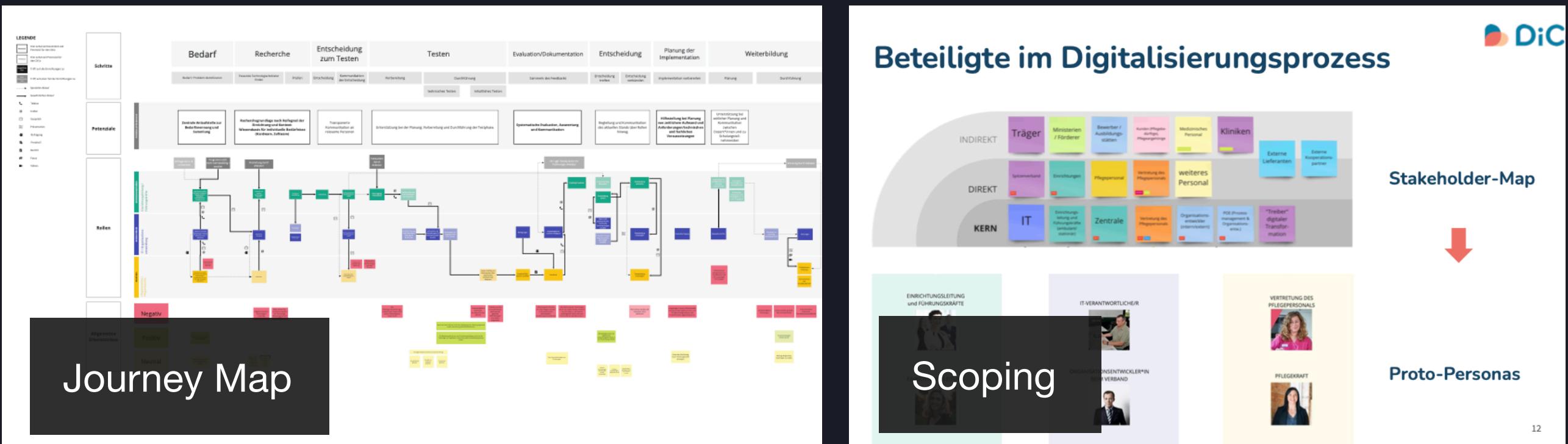
## Chatbot for Autonomous Shuttles

- Designed and implemented a Chatbot for booking and planning trips with an autonomous shuttle service
- Conducted and statistically analyzed a simulator study that compared the chatbot with a graphical application regarding acceptance and user experience





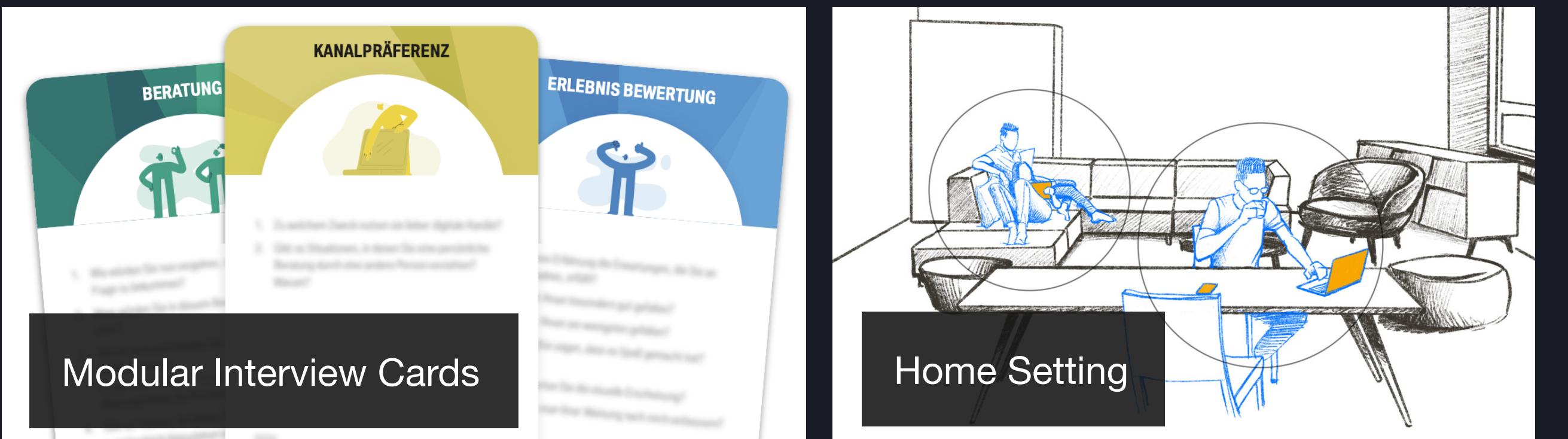
DiCo guides care organizations systematically through the digital transformation process.



# DiCo

## AI-Assistant for Digitalization in Care

- Designed a digital AI assistant, which guides care organizations systematically and need-oriented through the digital transformation process
- Planned and moderated co-creation workshops to gather input, reach consensus between diverse stakeholders, and derive actionable goals

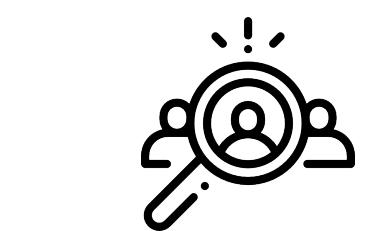


# CEX Lab

## Car purchase experience research

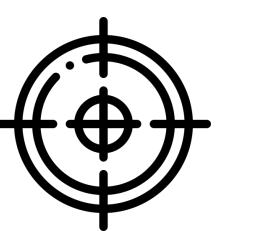
- Supported the launch of a Customer Experience Lab, which will be used to research the customer experience of vehicle purchase, validate new service solutions, and raise employee awareness for customer needs.
- Conducted an initial study to investigate the customer experience of purchasing electric vehicles in home and retail settings.

### Tools



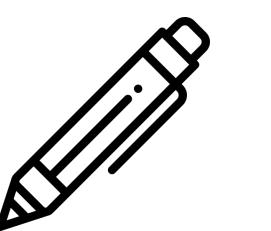
### Understand

Workshops with Stakeholders



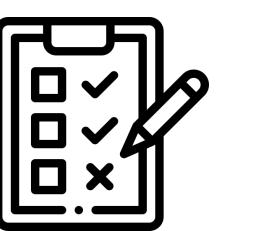
### Define

User Journey Map



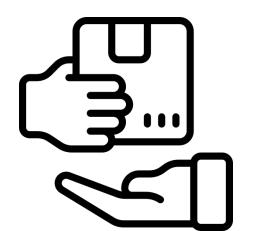
### Design

Service Prototyping



### Validate

Interviews  
Observations



### Document

Interview Cards  
Insights Report

# Further Projects

## Service Design For A Job-Skill-Data-Library

Conducted a service design workshop to validate a planned HR process and revise an interaction concept for an HR platform.

*Services: Conceptual and visual Design, Icon Design, Documentation, UX Consulting*

## HMI for Packaging Machines

Further developed a multi-touch capable user interface of packaging machines in agile collaboration with product owners and developers.

*Services: Service Design Workshop, Service Blueprint, Design Review, Conceptual Design*

## Design for HR Dashboard Templates

Designed and validated HR dashboards for executive level.  
*Services: Design in SAP Analytics Cloud, Usability Testing*

## Usability Testing For A Personal Data Management Tool

Carried out comparative usability testing of two personal data management tools, provided decision-making advice, and design proposals to optimize interaction design.

*Services: Usability Testing, UX Consulting, Conceptual Design, Documentation*

Interested in working  
together?

I'd love to hear from you!

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