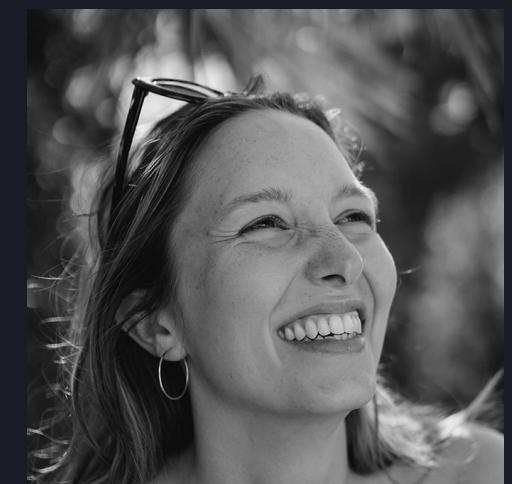


HALLO! MY NAME IS

Sofie Kalinke

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



Sofie Kalinke

I am a UX designer 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

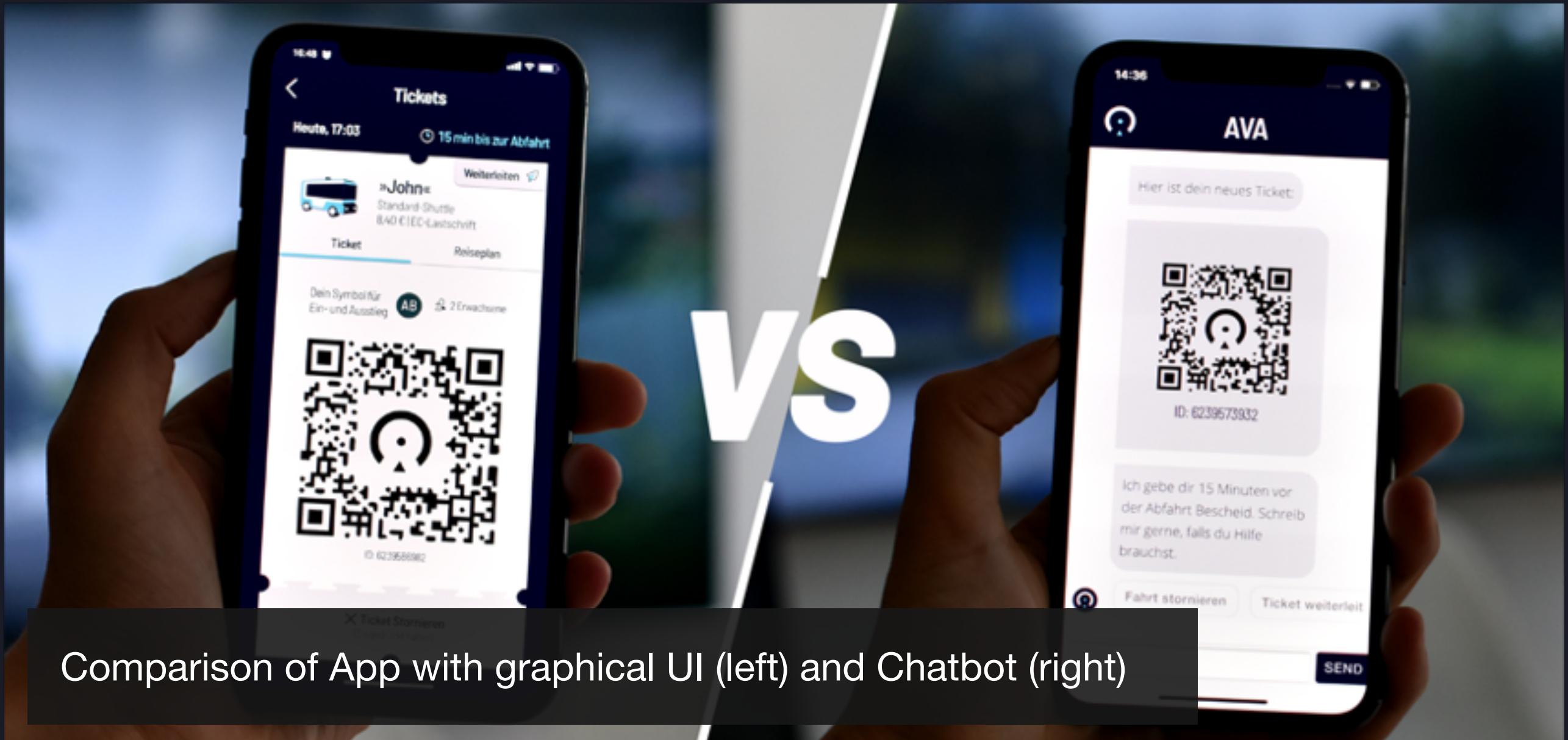
- **UX research:** Expertise in quantitative and qualitative research methods (interviews, surveys, context analysis, usability testing, expert reviews, driving simulator studies, eye tracking studies, virtual reality studies).
- **UX & service design:** Specialization in designing solutions for applications 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.

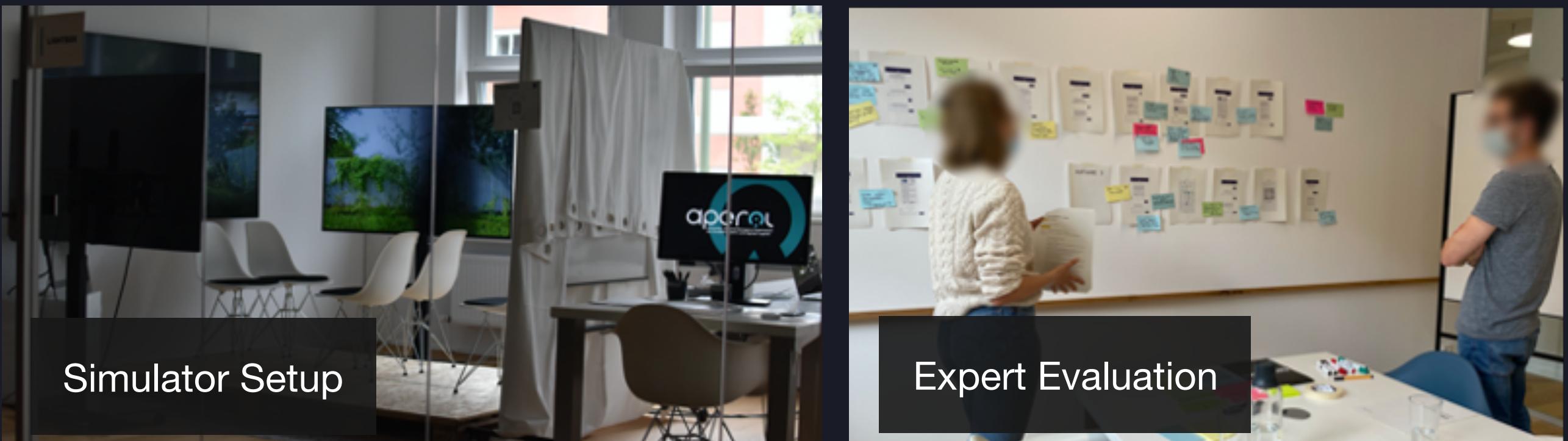


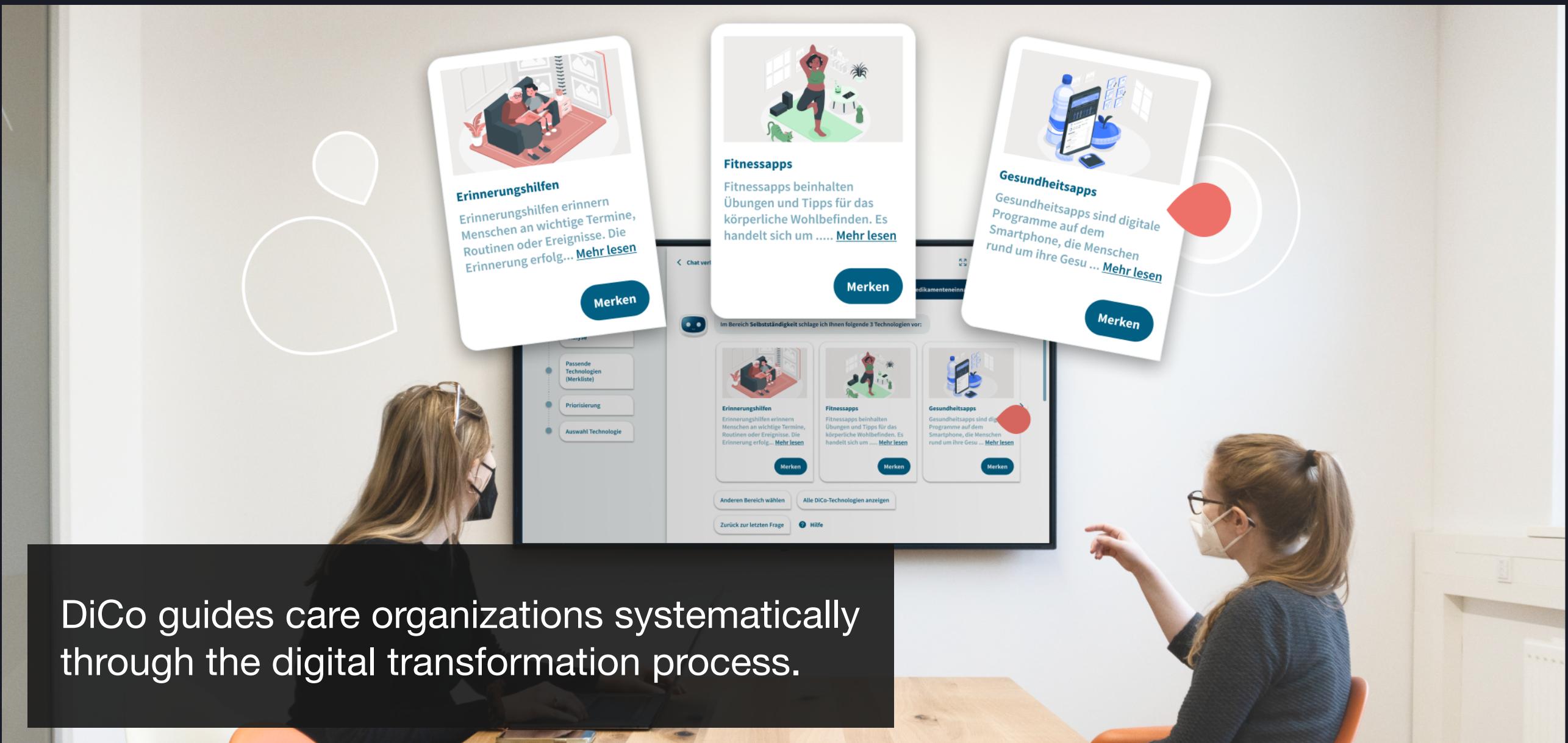
Comparison of App with graphical UI (left) and Chatbot (right)

AVA

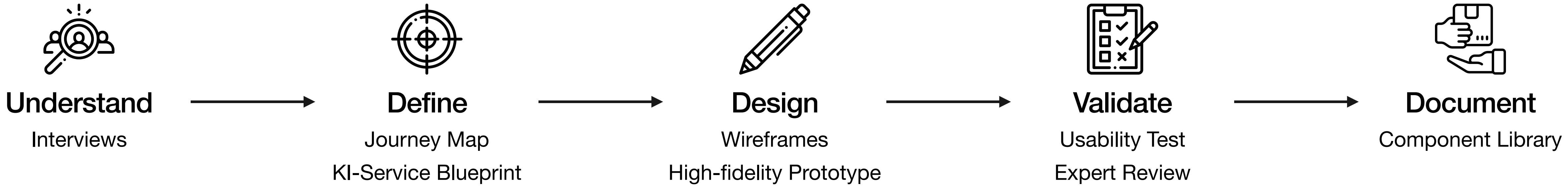
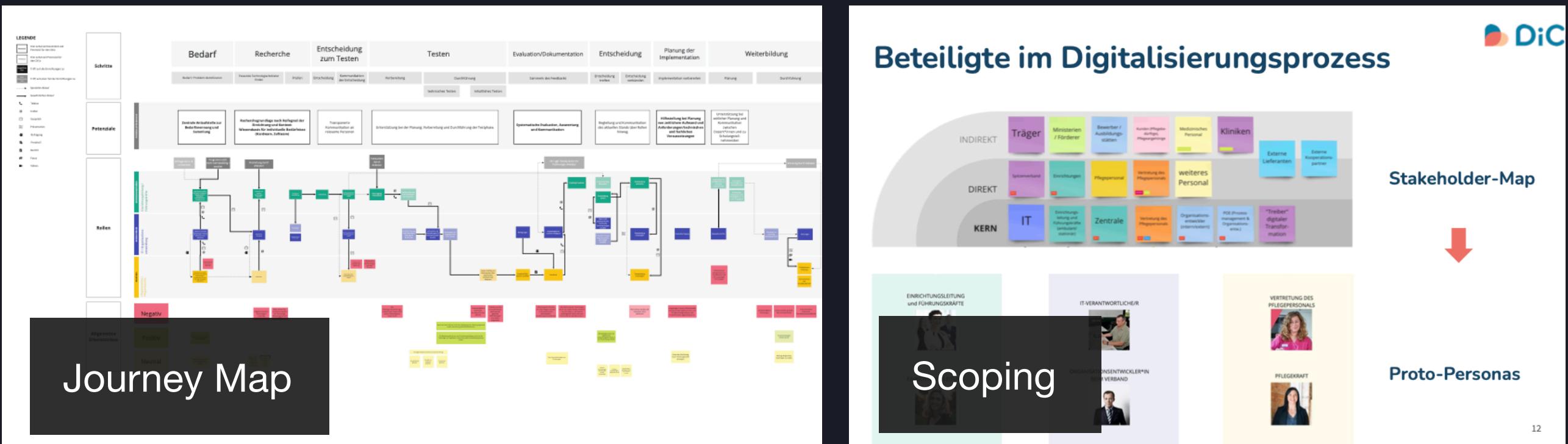
Chatbot for Autonomous Shuttles

- 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





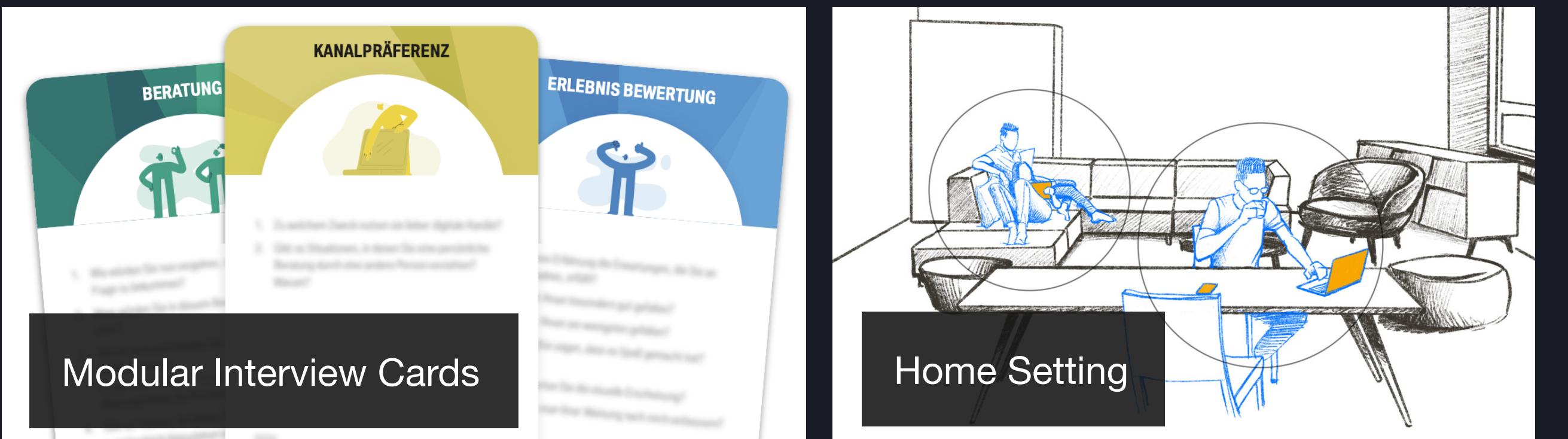
DiCo guides care organizations systematically through the digital transformation process.



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

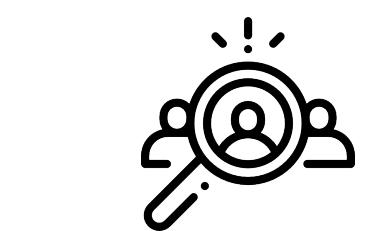


CEX Lab

Car purchase experience research

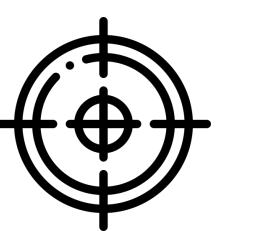
- Supported the launch of a Customer Experience Lab, which will be used to research the customer experience of vehicle purchase, validate new service solutions, and raise employee awareness for customer needs.
- Conducted an initial study to investigate the customer experience of purchasing electric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

Tools



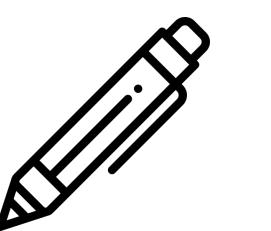
Understand

Workshops with Stakeholders



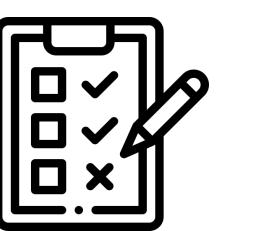
Define

User Journey Map



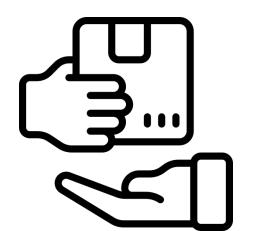
Design

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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+49 171 7755953