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My passion is creating engaging digital experiences at the intersection of user and business needs.

Using an understand, ideate, test & deliver approach across the UX & UI fields, I co-create solutions with clients and colleagues.

Originally studying Branding and Communication Design at Swinburne University in Melbourne Australia, Luke learnt the value of visual communication and how it can shape someone's understanding of the world. Creating digital experiences soon caught Luke's interest, experiences solving the communication needs of complex digital platforms.

With over 10 years of experience and hybrid skills across UX and UI, Luke loves working hands-on, solving challenges to create great experiences with multidisciplinary teams. From discovering business and user's needs, inspiring creatives, to presenting or collaborating with clients – Luke loves everything interactive.

Outside of work, Luke can be found creating lighting designs, cycling in the countryside and jumping out of perfectly good airplanes.



**No project or client are the same,
so why should our process be the same?**

Focusing on a range of methods in the areas of understanding, ideation, testing and implementation, we can keep the user's needs clearly in focus while adapting to any situation.

Understand

Discovering the core problem aligns the team and stakeholders to the user's world-view and creates a strong base for future ideation.

- Stakeholder Interviews
- Ethnographic/User Research
- Journey Mapping
- Market Research
- Competitor Analysis
- User Personas

Ideate

Exploring a wide range of ideation will help find the idea that best meets the user's needs.

- Brainstorming
- Rapid Prototyping
- User Flows
- Information Architecture
- Wireframing
- Interactive Prototyping

Test

Quickly testing ideas and prototypes validates them in the real world by providing insights and feedback for refinement.

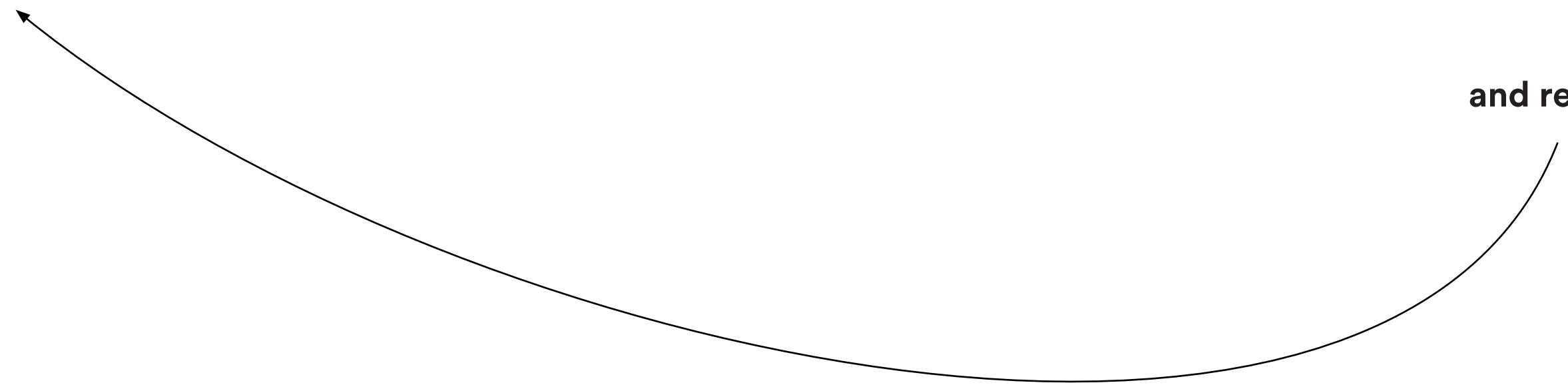
- Usability Testing
- Shadowing
- Automated Testing
- Surveys
- Analytics Analysis

Deliver

Correctly implement your solution with pixel perfect design, motion prototypes and documentation that leaves no element untouched.

- Digital Art Direction
- UI Design
- UX Writing
- Accessibility
- Design Systems
- Motion Prototypes
- Handover & Documentation

and repeat.



Selected Clients



Beiersdorf



DAIMLER



Hansaplast



Eucerin

Products Consultation Our Research Sustainability HCP Portal    

Your Bag 2 items

Your items

- Hyaluron-Filler Night Peeling & Serum  Unit price 25,98€ 30 ml 1
- Anti-Pigment Dual Serum  Unit price 23,77€ 30ml 1

Recommended

- Anti-Pigment Day SPF30  Add to bag 29,95 €

Shipping	4,75€
Total	54,50 €

[Checkout >](#)

PRODUCTS > HYPERPIGMENTATION

Anti-Pigment Dual Serum

★★★★★ 4.6 · 64 Reviews

- ✓ A dual-action serum with Thiamidol and Hyaluronic Acid
- ✓ Effectively reduces dark spots and prevents their re-appearance
- ✓ Renews skin's look

Effectively reduces dark spot and prevents their re-appearance. Renews skin's look.

A dual-action serum with Thiamidol and concentrated Hyaluronic Acid for even and radiant skin

 PATENTED* THIAMIDOL

Show All Images 

“Nothing helped until now. It really changed my life!”

 Petra Mayer
Age 35 to 44

Product Info +

How to Use +

Ingredients +

Eucerin

A digital relaunch of Eucerin's website, which exists in 45+ countries, presented an opportunity to reimagine customer communication and ecommerce for users all over the world.

Our solution aimed to exceed customer expectations of an easy-to-use website that provided them with skin knowledge, product information and clear paths to purchase.

UX/UI Director: digital strategy, responsive website & e-commerce

Completed at Wunderman Thompson

Approach

To gain stakeholder buy-in, a short green-field concept phase was conducted to imagine the best possible outcome based on priorities outlined with the client and project team during kick-off workshops.

With this buy-in secured, a full discovery phase was launched to validate our concept's assumptions against user research and analytics. Personas, experience maps and content assessments were all developed to help understand the user's needs / pain points and share these with the client team.

Following the insights from the discovery phase, full production started on the final user stories, user journeys and UX/UI designs in collaboration with developers, bringing the new website to reality via a dual-track agile process.

User Research

— CURRENT STATUS ASSESSMENT

4/5	CONSISTENCY ideal choice of imagery, distinctive although feels a bit cold to consumers.
2/5	UP TO DATE desktop first website.
X	PERSONALISATION no content personalisation.
2/5	ECOMMERCE only in 2 countries
1/5	CRM biggest potential for improvement, as competitors are not performing in this area either.

Source: 2013 | Dentsu & Healthcare | Eucerin Website Analysis
Page 32

USER PERSONA

Dr. Kate Hackett

ABOUT
Kate retired from her job as a doctor in a hospital in Plymouth. She lives with her husband in a small house on the countryside. Kate enjoys gardening and helps out in the local library three evenings per week. She started using Anti-Age skin products in her forties and always upgrades to the best product Eucerin has to offer.

NEEDS

- A product that fits her skin-type and really helps
- The science behind the products

PAIN POINTS

- Wasting money on products that don't actually help
- Product pages full of marketing jargon

AGE 60
JOB TITLE Retired Doctor
STATUS Married
LOCATION Plymouth

"I only want the very best products for my aging skin"

— KATE'S JOURNEY

2. Product detail page

MAIN INFORMATION/BEHAVIORAL NEEDS

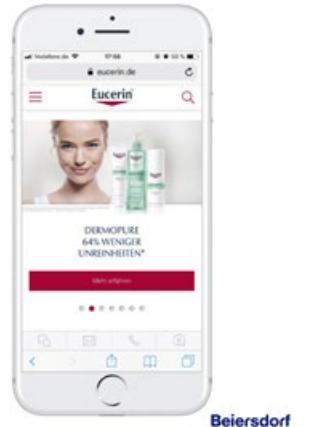
- ✓ See scientific proof
- ✓ See recommendations by the medical community
- ✓ See social proof & reviews
- ✓ Learn about the science and ingredients behind the products – in-depth
- ✓ See related/complementary product information
- Get affirmation and appreciation from brand

CONTENT FORMAT REQUIREMENTS/UX

- ✓ Detailed, in-depth content
- Engaging content

CONTENT PERFORMANCE ASSESSMENT

- We are receiving only 37 clicks of the 7.500 per month queries for the products, meaning that we are **losing** 99,5% of our potential organic traffic.
- Only 3,31% of all products traffic are engaging with horizontal tabs.
- Only 3,31% of all users that click on 'Buy Now' button are sticking to the workflow and interacting with the retailer, meaning that we are **losing** 97% of potential purchasers.
- The exit percentage on the products pages are high (around 70%).



Beiersdorf

Desired outcomes	Aware				Learn				Find				Buy		Live		Share	
	Discover	Consider	Evaluate	Find	Buy	Use	Retain	Share										
KPI/Performance	Conversion - online shop clicks, abandonment rate Engagements metrics: bounce rate, session duration, time on page, pages per session, scroll depth, returning visitors												N/A, third party data	Returning visitors, newsletter sign-ups and sign-outs, bounce rate	Use	Retain	Share	
Core Need																		
	Jeff: I want to educate myself on my child's skin condition and find a solution to it	Jeff: I want a brand that is showing competence in and potential solutions to my child's condition	Jeff: I need to trust the products for my child	Jeff: I don't have much time, I have to be able to buy the products where I am	Jeff: Purchasing products has to be seamless and quick	Jeff: I need to see positive results/changes in my child's skin	Jeff: I would appreciate helpful advice and recommendations	Jeff: I want to be able to review something very easily without it taking up much of my precious time	Jeff: I appreciate a brand that supports my independent review and makes it easy to share my experience with others	Erica: I need one of my local stores/pharmacies to have the products available when I am there	Erica: I want to see results and get positive affirmation from others	Erica: I would appreciate other product recommendations that improve my skin condition and match my lifestyle (e.g. hiking)	Erica: I want a brand that gives me a reason to talk about it and makes it easy for me to review it	Erica: I would love becoming a 'medical brand ambassador' or at least have this on my card				
	Clara: I want to know more about how the product can help my skin condition	Clara: I want a product that I can trust and convinces me in terms of its ingredients	Clara: I need to see positive and independent user reviews and experience reports before I fully trust the brand and its products	Clara: I like to shop where I live and need to be able to find products there	Clara: I need one of my local stores/pharmacies to have the products available when I am there	Clara: I want to see results and get positive affirmation from others	Clara: I would appreciate other product recommendations that improve my skin condition and match my lifestyle (e.g. hiking)	Clara: I appreciate a brand that supports my independent review and makes it easy to share my experience with others	Erica: I don't spend much time researching beauty brands and where to buy them, so I want an easy way to order it online	Erica: I need an online shop where I can purchase the products quickly and easily	Erica: I want to see positive results right away	Erica: I want a brand that can offer me a range of different products for my skin so I don't have to start my research again	Erica: I want to see positive results right away	Kate: I want my local pharmacy to have the products available or online	Kate: I want to see positive results and start to get positive feedback	Kate: I want a brand that is staying on top of science and offers me products available or online		
	Erica: I want to find out which products could be right for my skin type and help me protect/nurture my skin	Erica: I want a brand that can consult me on what products are right for my skin and why	Erica: I need to see positive and trustworthy reviews from people, independent from what the brand tells me	Erica: I don't spend much time researching beauty brands and where to buy them, so I want an easy way to order it online	Erica: I need to make sure that the product ranges cover my care	Erica: I want to see positive results right away	Erica: I want a brand that is staying on top of science and offers me products available or online	Erica: I want a brand that is staying on top of science and offers me products available or online	Kate: I want the product to be backed by research with proven success and a clear communication	Kate: I want a product that convinces me through the science behind the product	Kate: I want to see positive results and start to get positive feedback	Kate: I want a brand that is staying on top of science and offers me products available or online	Kate: I want to see positive results and start to get positive feedback	Kate: I want a brand that is staying on top of science and offers me products available or online	Kate: I want a brand that is staying on top of science and offers me products available or online	Kate: I want a brand that is staying on top of science and offers me products available or online		

— OVERVIEW KATE

NEEDS-BASED ASSESSMENT

Information needs met **2/4**

Kate's information needs are halfway met. However, critical medical recommendations or establishment of the brand as trusted by the medical community are missing.

Content format requirements met **2/4**

Due to her medical background, Kate enjoys in-depth readings that provide scientific information. The product pages contain some in-depth information, however the campaign page does not. While the latter provides a more engaging content format, it does not provide Kate with enough information.

Additional observations

Different than the anti-pigment campaign page, the Hyaluron filler campaign page has no links to any article covering that topic.

PERFORMANCE ASSESSMENT

Conversion **3/4**

The "products/hyaluron-filler/vitamin-c-booster" is the top performing one on conversions, and the average amount of conversions for Kate's persona is above the average (13%).

Engagement **3/4**

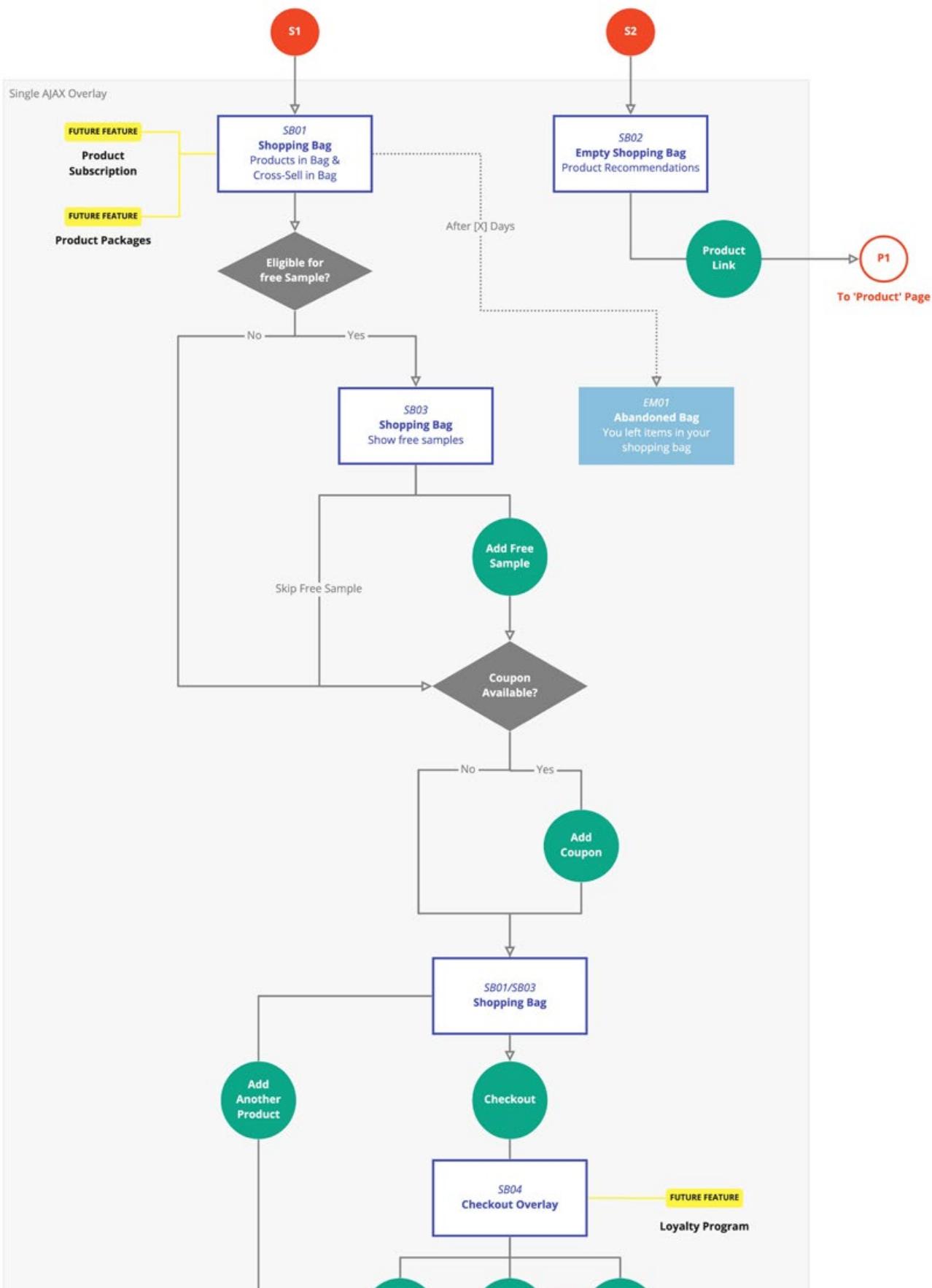
Kate is one of our most engaged personas. She's staying for around 00:03:07 on average for content pages. Also, around 40% of all users are scrolling at least 75% of the pages.

Organic traffic **1/4**

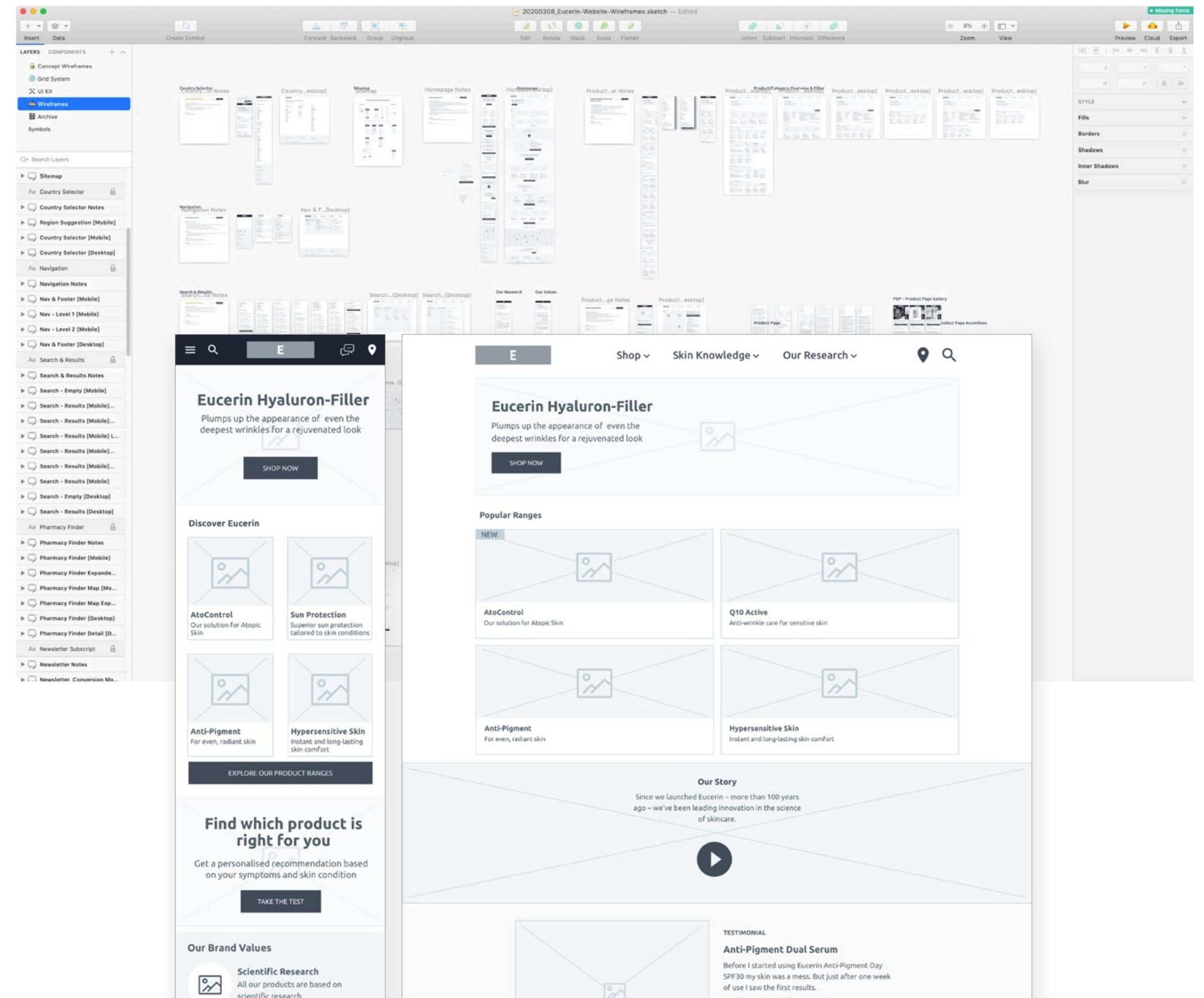
The campaign page is performing badly, and the other contents are not driving enough entries to the website. People are not getting to Eucerin once they query for related info (such as products).

Concepting

User journey mapping – Shopping bag



High fidelity wireframes



Responsive UI Design

Product Page 1 - 375px

Product Page 2 - 375px

Product Page - 768px

Product Page - 1024px

Product Page – Interaction Styles

(PDP) Product Page – Interaction Styles

Eucerin

DISCOVER THE REVOLUTION AGAINST PIGMENT SPOTS*

Reduced by up to -75%

*Clinical study with 34 women, 12 weeks of regular use twice a day. Individual results may vary.

Anti-Pigment

The sun, hormonal influences and aging can all trigger hyperpigmentation: dark patches and age spots (also known as sun spots) that make skin look uneven. [Read more](#)

★★★★★ HYPERPIGMENTATION Anti-Pigment Dual Serum

★★★★★ HYPERPIGMENTATION Anti-Pigment Day SPF30

★★★★★ HYPERPIGMENTATION Anti-Pigment Night

★★★★★ HYPERPIGMENTATION Anti-Pigment Spot Corrector

[Related Articles](#)

Eucerin

Products Consultation Our Research Sustainability HCP Portal

DISCOVER THE REVOLUTION AGAINST PIGMENT SPOTS*

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[12](#)

Eucerin

EUCERIN AQUAPHOR
FOR DRY,
ROUGH SKIN
360° SPRAY RELIEF

[Discover more](#)

*Source: IQVIA 09/2019 - 03/2020 - Dry, cracked skin segment (dermatologist recommended brand)

Discover Eucerin

NEW

HYPERTIGMENTATION
Anti-Pigment Dual Serum

ATOPIC SKIN
AtoControl Acute Care Cream

ANTI-AGE
AtoControl Face Cream

HYPERSENSITIVE SKIN
Hyaluron-Filler Vitamin C Booster

[Explore Our Product Ranges](#)

REFINES SKIN.
REDUCES PORES.

97% CONFIRM: SMOOTH SKIN*

Eucerin

Products Consultation Our Research

#1
EUCERIN AQUAPHOR
FOR DRY,
ROUGH SKIN
360° SPRAY RELIEF

[Discover more](#)

*Source: IQVIA 09/2019 - 03/2020 - Dry, cracked skin segment (dermatologist recommended brand)

Discover Eucerin

NEW

ANTI-AGE
Hyaluron-Filler Night Peeling & Serum

HYPERTIGMENTATION
Anti-Pigment Night Cream

ATOPIC SKIN
AtoControl Face Cream

ANTI-AGE
Hyaluron-Filler Vitamin C Booster

[Explore Our Product Ranges](#)

#MyContraception

#MyContraception is a personalised campaign and responsive website created to help women explore their contraceptive options.

Using 9 personas, digital re-targeting and personalisation in Drupal via Acquia Lift, content was specifically tailored to every stage of the communication cycle: Awareness, Consideration & Act. This resulted in always delivering the right message, at the right time.

UX/UI Director: user experience & interaction design

Completed at Wunderman Thompson

The image shows a large laptop screen and a smaller smartphone screen both displaying the #MyContraception website. The laptop screen is the primary focus, showing the homepage with a large banner featuring a woman's face and the text '#MYCONTRACEPTION' and 'LATE PERIOD? DON'T WORRY, SUPPORT IS AVAILABLE'. Below this, there's a section titled 'KNOW YOUR OPTIONS' with four cards: 'THE IUS', 'THE IUD', 'THE IMPLANT', and 'THE PILL'. The smartphone screen to the right shows a mobile version of the site with a similar layout, including the banner and the 'KNOW YOUR OPTIONS' section.

Bayer Global Contact us Select Location & Language

HOME CONTRACEPTION METHODS CAN YOU RELATE? Search...

#MYCONTRACEPTION

BAVER

LATE PERIOD?
DON'T WORRY,
SUPPORT IS
AVAILABLE

FIND OUT MORE →

KNOW YOUR OPTIONS

THE IUS
Also known as 'The Hormonal'

THE IUD
Also known as 'The Copper Coil'.

THE IMPLANT
A small, flexible silicone rod that

THE PILL
A small tablet containing

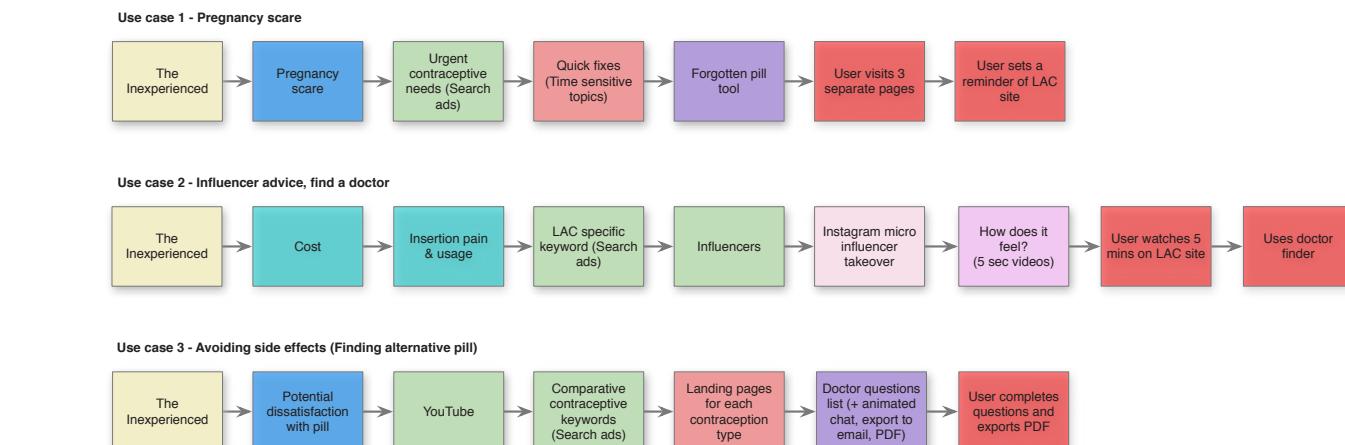
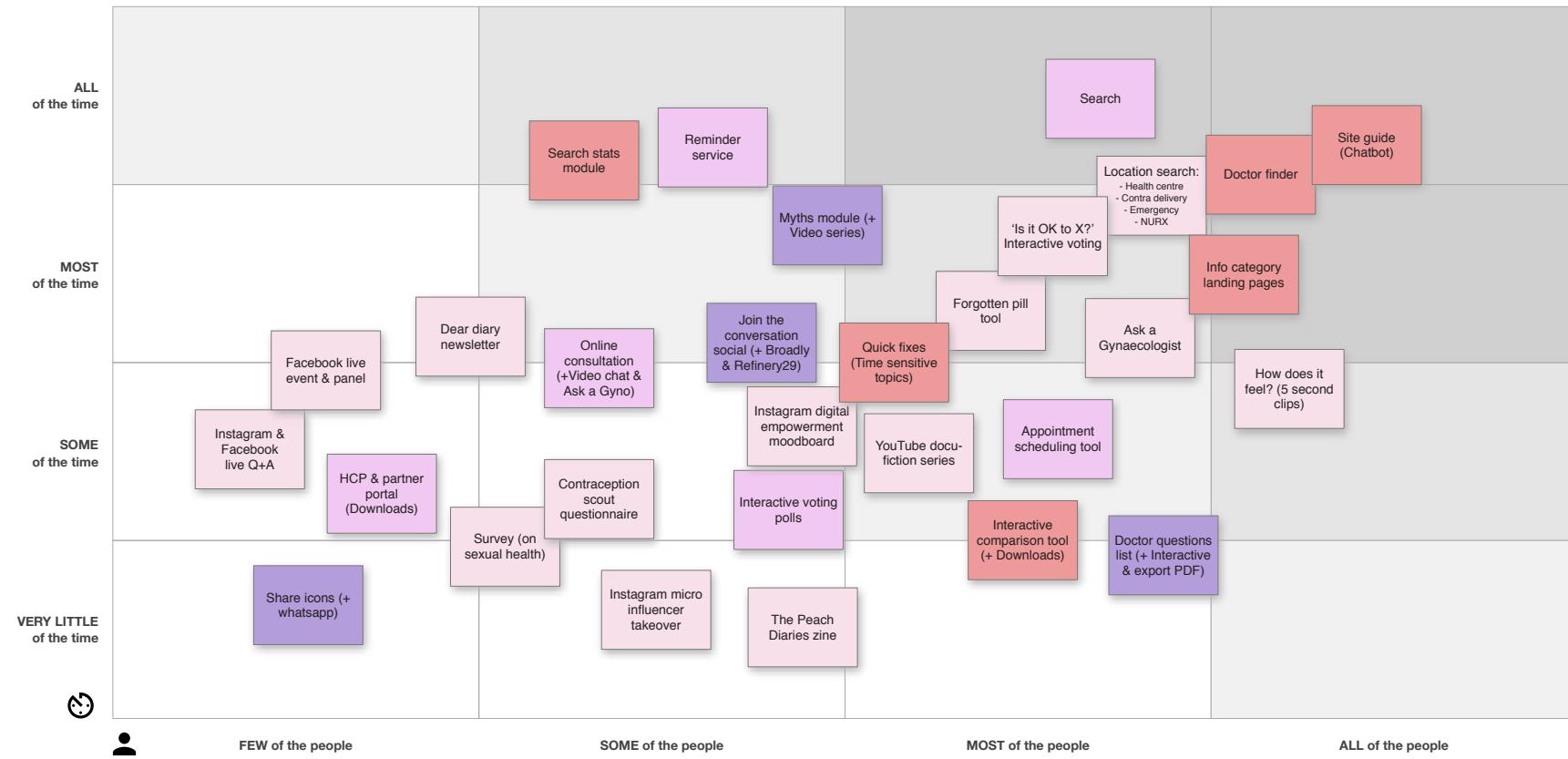
FORGOT YOUR PILL?
IT HAPPENS TO THE
BEST OF US.

MANY WOMEN
STRUGGLE TO
REMEMBER EVERY DAY

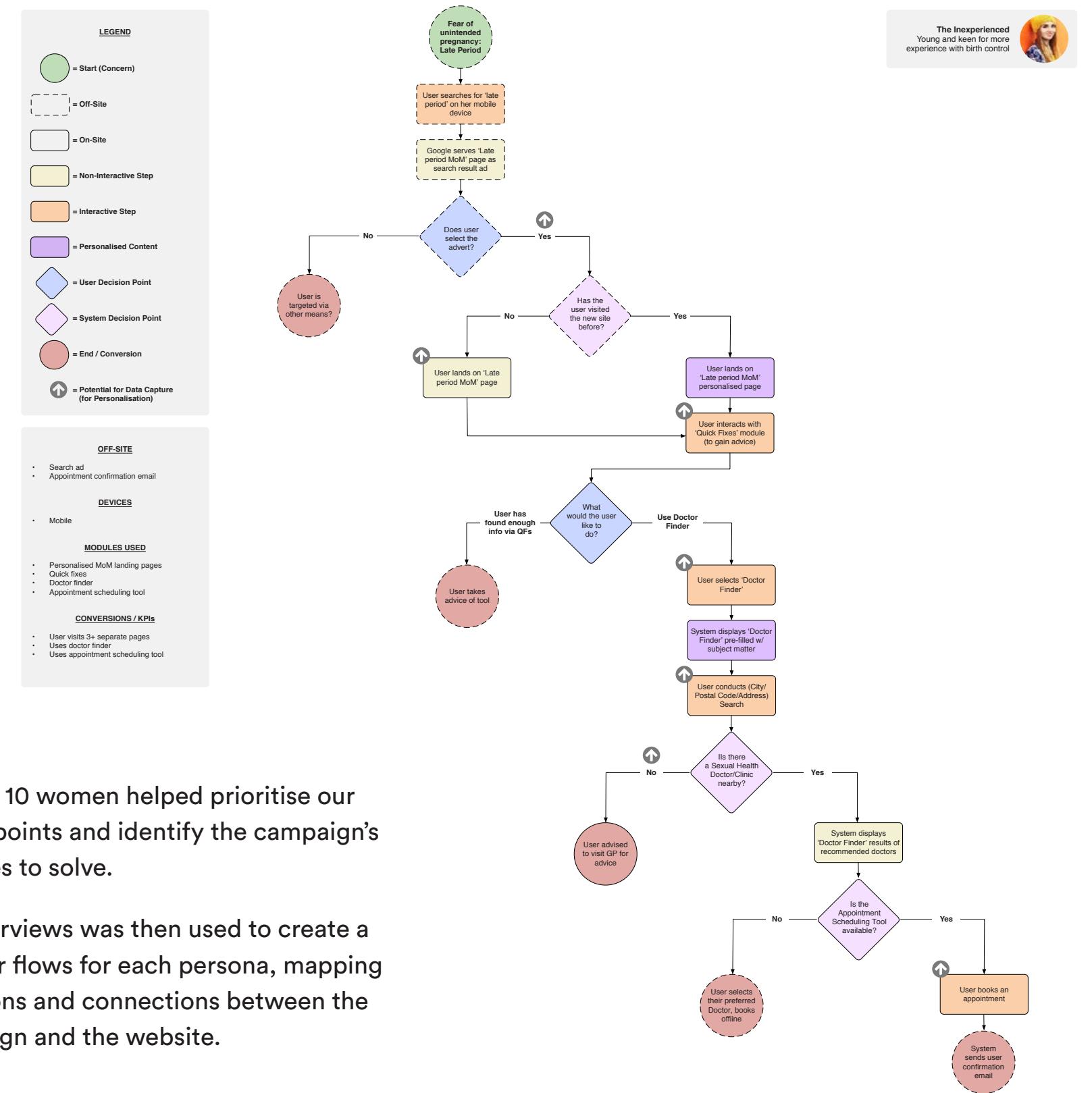
It may sound simple, but for many women remembering to take the pill every day is easier said than done. Whether you forgot your pill due to work, travel, family, or other

Concept research

User interview results



User journey

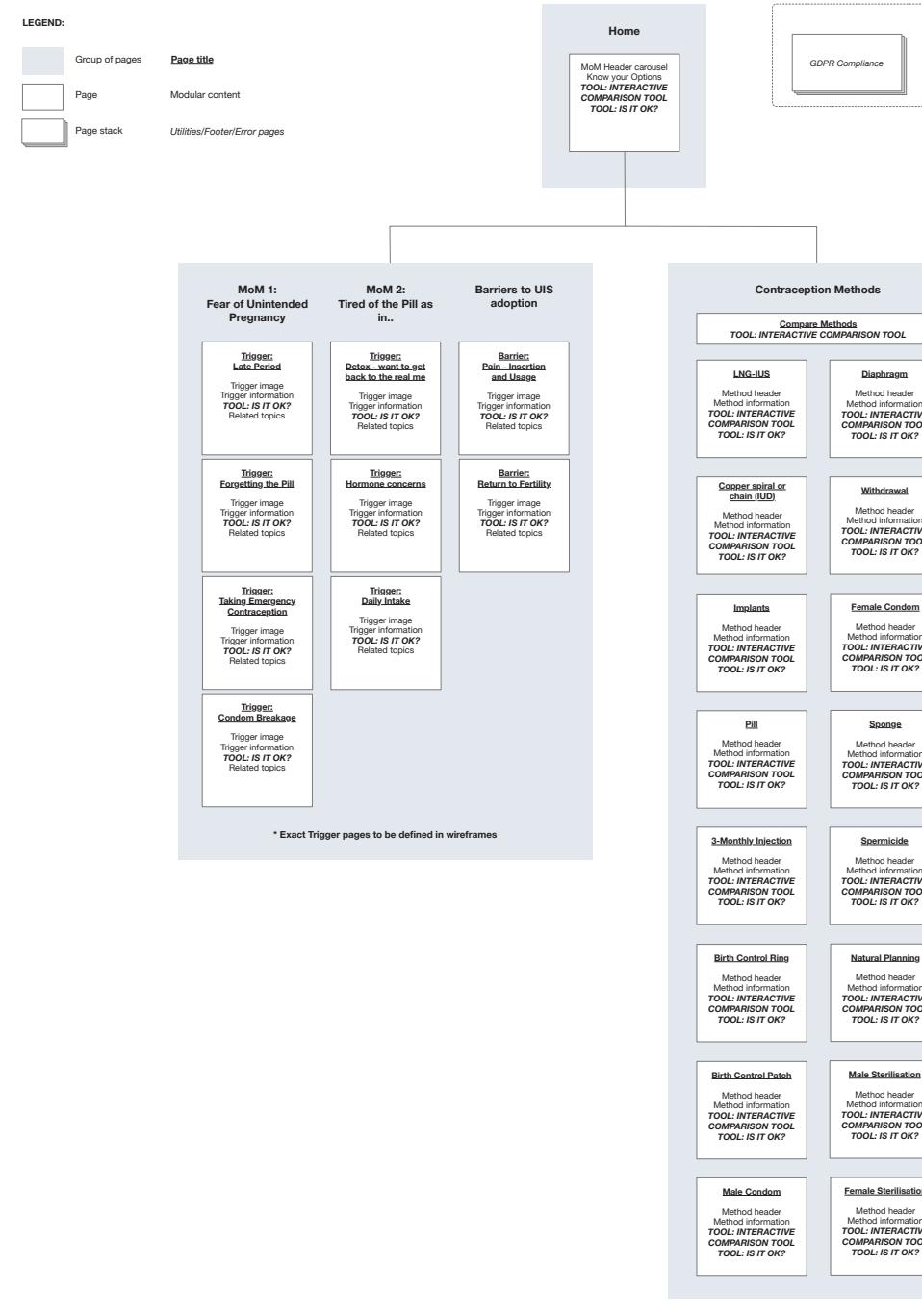


User interviews with 10 women helped prioritise our concepts, find pain points and identify the campaign's biggest opportunities to solve.

Data from these interviews was then used to create a series of sample user flows for each persona, mapping out all possible actions and connections between the social media campaign and the website.

Concept development

Site architecture



High fidelity wireframes

#ITSMYCHOICE

Home Moments of meaning ▾ Contraception methods ▾ Search English ▾ Logo

LOREM IPSUM DOLOR SIT AMET
#ITSMYCHOICE

PHOTO

KNOW YOUR OPTIONS

Method 1 » Lorem ipsum dolor sit amet consectetur adipiscing elit donec odio quisque volutpat mattis.
ICON

Method 2 » Donec nec justo eget felis fermentum. Aliquam porttitor mauris sit amet orci aenean dignissim.
ICON

Method 3 » Phasellus ultrices nulla quis nibh. Quisque a lectus donec.
ICON

Method 4 » Morbi in sem quis dui placerat ornare pellentesque odio nisi euismod in pharetra.
ICON

COMPARE METHODS

WEBSITE INTRODUCTION

LOREM ipsum dolor sit amet consectetur adipiscing elit. Phasellus hendrerit pellentesque aliquet nibh nec urna in nisi neque, aliquet vel dapibus id mattis vel nisi.

PHOTO

FEATURE: INTERACTIVE COMPARISON TOOL

LOREM ipsum dolor sit amet consectetur adipiscing elit donec odio quisque volutpat mattis eros.
EXPLORE >

HIGHLIGHT 1

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci aenean aliquam augue, eu vulputate magna. Donec nec justo eget felis facilisis fermentum.

HIGHLIGHT 2

Nunc dapibus neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna. Donec nec justo eget felis facilisis fermentum.

IS IT OK?

LOREM IPSUM DOLOR SIT VESTIBULUM AUCTOR ALIQUAM TINCIDUNT

Carrier 12:00 PM 95%

Start 1 2 3 4 5 6 7

Contraception Scout Questionnaire

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Start >

Live points tally

0 0 0 0 0 0 0

Icon Icon Icon Icon Icon Icon

What do these scores mean? ^

2+ 2+ points: Lorem ipsum dolor sit amet, consectetur adipiscing elit

1+ 1+ points: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

0 0 points: sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Carrier 12:00 PM 95%

Question 1 of 9

How would you describe your current sex life?

I'm in a relationship and have sex with a steady partner.

I am single and have sex with changing partners.

I have irregular or occasional sex.

« Back Skip » Next »

Live points tally

2 2 2 1 1

Icon Icon Icon Icon Icon

2+ points: Lorem ipsum dolor sit amet, consectetur adipiscing elit

1+ points: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

0 0 points: sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Here are your results, in order of recommendation

Now export them and take to your doctor, or use our Doctor Finder

Download PDF Doctor Finder

1. The IUS » 12 POINTS ▾

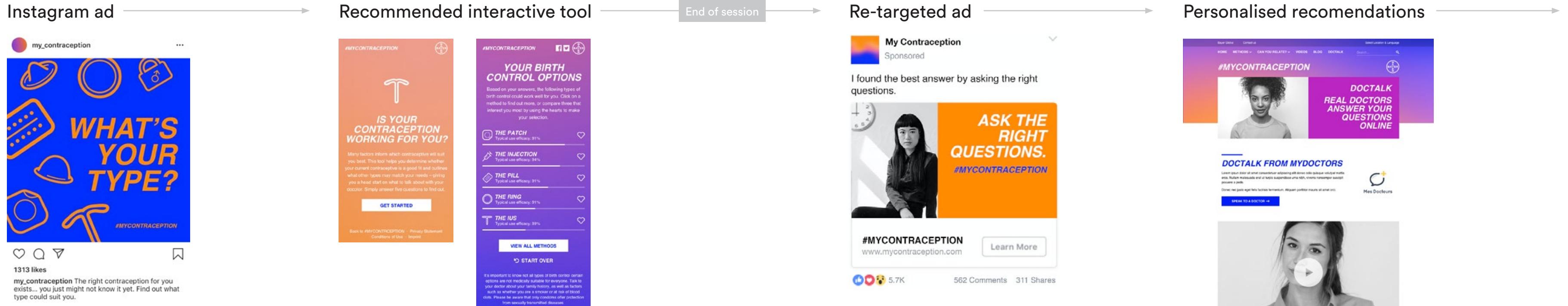
2. The IUD » 12 POINTS ▾

3. The Implant » 11 POINTS ▾

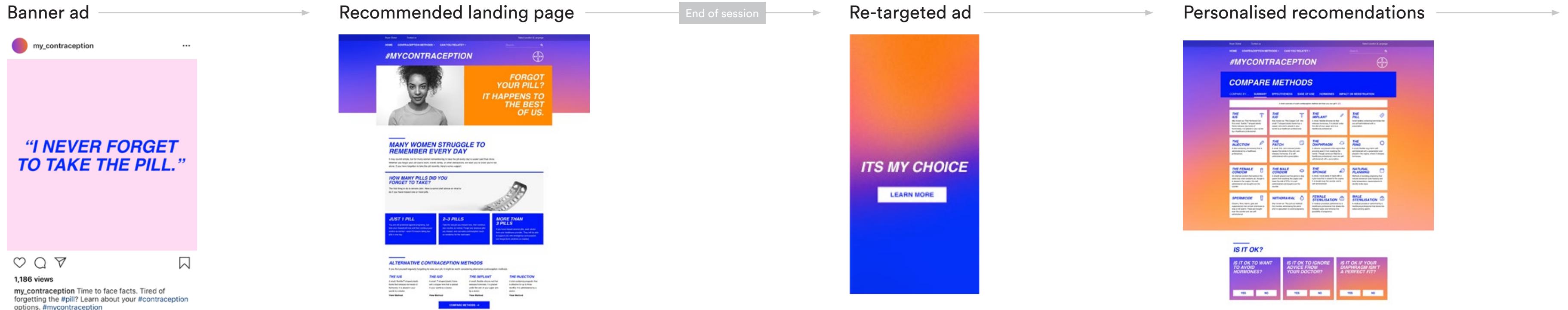
LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nisl tempore iuvit ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Personalisation via Acquia Lift

Example journey #1



Example journey #2



#MYCONTRACEPTION

YOUR BIRTH CONTROL OPTIONS

Based on your answers, the following types of birth control could work well for you. Click on a method to find out more, or compare three that interest you most by using the hearts to make your selection.

- THE PATCH** Typical use efficacy: 91%
- THE INJECTION** Typical use efficacy: 94%
- THE PILL** Typical use efficacy: 91%
- THE RING** Typical use efficacy: 91%
- THE IUS** Typical use efficacy: 99%

VIEW ALL METHODS

START OVER

It's important to know not all types of birth control certain options are not medically suitable for everyone. Talk to your doctor about your family history, as well as factors such as whether you are a smoker or at risk of blood clots. Please be aware that only condoms offer protection from sexually transmitted diseases.

[Back to #MYCONTRCEPTION](#) · [Privacy Statement](#) · [Conditions of Use](#) · [Imprint](#)

#MYCONTRACEPTION

LATE PERIOD? DON'T WORRY, SUPPORT IS AVAILABLE

FIND OUT MORE →

KNOW YOUR OPTIONS

- THE IUS** Also known as 'The Hormonal Coil', this small, flexible T-shaped plastic frame releases low levels of hormone(s). It is placed in your womb by a healthcare professional. It prevents pregnancy for 3 to 5 years.
- THE IUD** Also known as 'The Copper Coil', this small, flexible T-shaped plastic frame has a copper wire and is placed in your womb by a healthcare professional. It prevents pregnancy for 5 to 10 years.
- THE IMPLANT** A small, flexible silicone rod that releases hormones for up to 3 to 5 years. It is placed under the skin of your upper arm by a healthcare professional.
- THE PILL** A small tablet containing hormones that needs to be swallowed at the same time each day.

COMPARE METHODS →

KNOW YOUR CONTRACEPTION AS WELL AS YOU KNOW YOURSELF

Condoms can break, pills can be forgotten, and finding the right contraception method for you can take some consideration. We're here to let you know that you're not alone, and support is available to help you make decisions on your contraception. #ITSMYCHOICE

CAN YOU RELATE?

FORGOT YOUR PILL?

COMPARISON TOOL

FIND OUT MORE →

COMPARE METHODS →

IS IT OK?

TO GET A SECOND OPINION FROM ANOTHER

TO WANT TO AVOID HORMONES?

TO TAKE THE MORNING AFTER PILL?

9:41

Bayer Global Contact us Select Location & Language

#MYCONTRACEPTION

BLOG

Search blog... FILTER

HOW BIG IS THE IUS REALLY?

Placement with a 3.8 mm diameter insertion tube has been studied in a broad population of >5,500 women in 6 clinical studies^{1–7}

April 2018 [#topic1](#) [#secondtopic](#)

#MYCONTRACEPTION

**THE IUS – AKA THE HORMONAL COIL**

A SMALL DEVICE THAT STOPS SPERM IN THEIR TRACKS.

**FITTED IN MINUTES,
WORKS FOR YEARS**

The intrauterine system (IUS) is a small, soft, T-shaped device with a reservoir containing a progestin hormone that is placed in your womb by your doctor or nurse. It slowly releases the hormone, which thins the lining of your womb and thickens cervical mucus, making it harder for sperm to get through. It's 99.8% effective, so you're about as protected against pregnancy as you can be.

A couple of consultations with your doctor or nurse is about all that's needed. Once you've discussed it, and decided that it's the right method for you, the IUS can be fitted. It works continuously for up to 3 or 5 years with no daily or weekly routine to remember, so it's a great option for everyone looking for a long-acting contraception. If and when you decide to stop using it, the contraceptive effect of the IUS wears off quickly, allowing you to return to fertility.

**HOW IT MEASURES UP****EFFICACY WITH TYPICAL USE**

Since it is given with a prescription and inserted by a doctor or nurse, the possibility for error is very low and the efficacy of the hormonal coil is high. Should you have a concern about the placement of your IUS, consult your doctor or nurse immediately.

[View 'Perfect' Use Efficacy Rate](#)**HORMONES**

Yes. A progestin hormone is released from the IUS into the womb and acts mainly locally.

EASE OF USE

The IUS must be fitted by a doctor or nurse, but once it is correctly placed it is effective for up to 3 or 5 years. If you want to stop using the IUS, a doctor or nurse can remove it in minutes.

[COMPARE METHODS →](#)**MY PERIOD**

Heavier periods may become lighter and less painful, and periods may become less frequent in general. However some women experience cramps and irregular bleeding. Spotting is also common in the first 6 months of use.

**CAN THE IUS FALL OUT OR GET STUCK INSIDE ME?**

The Hormonal Coil must be placed by a doctor or nurse, who will ensure it is correctly positioned. Occasionally, muscle contractions during menstruation can push it out of place or expel it, and very rarely it can perforate the wall of the uterus. If you experience any unusual bleeding, pain, or discomfort, you should consult your doctor or nurse as soon as possible.

IS IT OK?**IS IT OK TO SWITCH PILL BRANDS?**

YES

NO

IS IT OK TO TAKE THE PILL AT A DIFFERENT TIME EVERY DAY?

YES

NO

IS IT OK TO TRY TO GET PREGNANT AS SOON AS YOU STOP TAKING THE PILL?

YES

NO

KNOW YOUR OPTIONS**THE IUS**

Also known as 'The Hormonal Coil', this small, flexible T-shaped plastic frame releases low levels of hormone(s). It is placed in your womb by a healthcare professional and lasts for 3 to 5 years.

**THE IUD**

Also known as 'The Copper Coil', this small, flexible T-shaped plastic frame has a copper wire and is placed in your womb by a healthcare professional. It prevents pregnancy for 5 to 10 years.

**THE IMPLANT**

A small, flexible silicone rod that releases hormones for up to 3 to 5 years. It is placed under the skin of your upper arm by a healthcare professional.

**THE PILL**

A small tablet containing hormones that needs to be swallowed at the same time each day.

[COMPARE METHODS →](#)

RETHINK YOUR CONTRACEPTION

[SHARE](#)

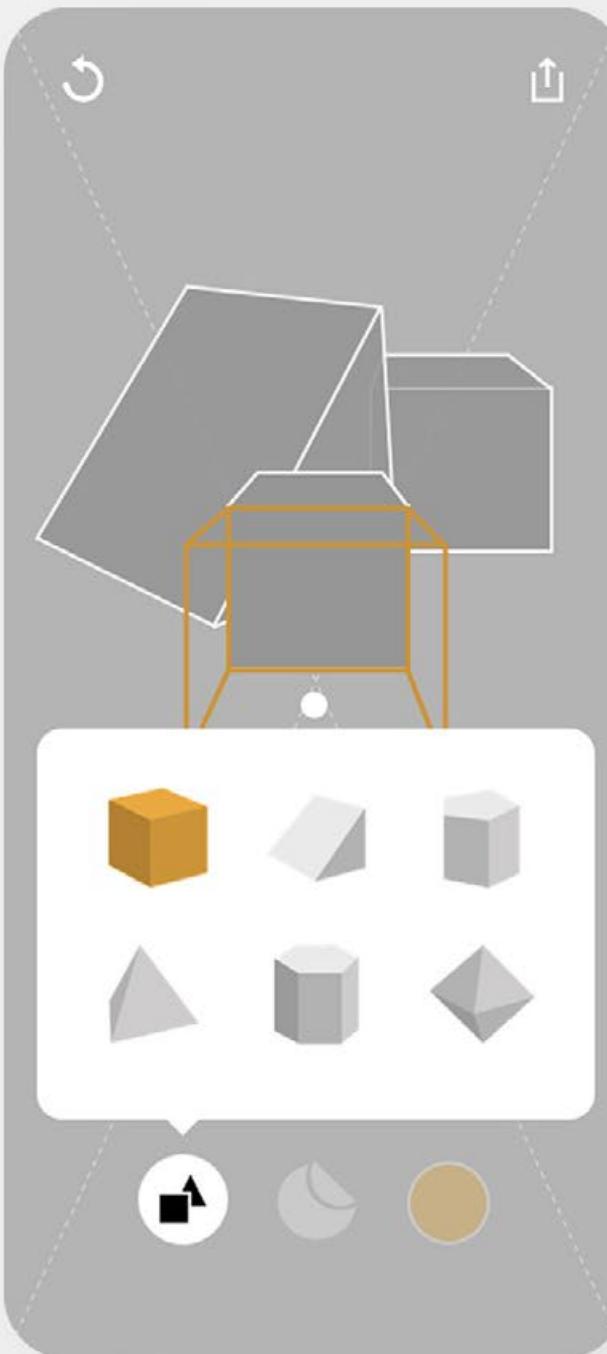
MINI AR App Prototype

Created for one of MINI's 'Beyond Car' initiatives, MINI Living, this AR app concept helps encourage users to think critically about their urban spaces.

By placing geometric shapes in small, empty or wasted spaces around the city via a cloud-linked social AR experience, it asks users to come up with ideas for how that space could be transformed for the better. The app's ultimate goal was to help users live MINI's brand promise: big life, small footprint.

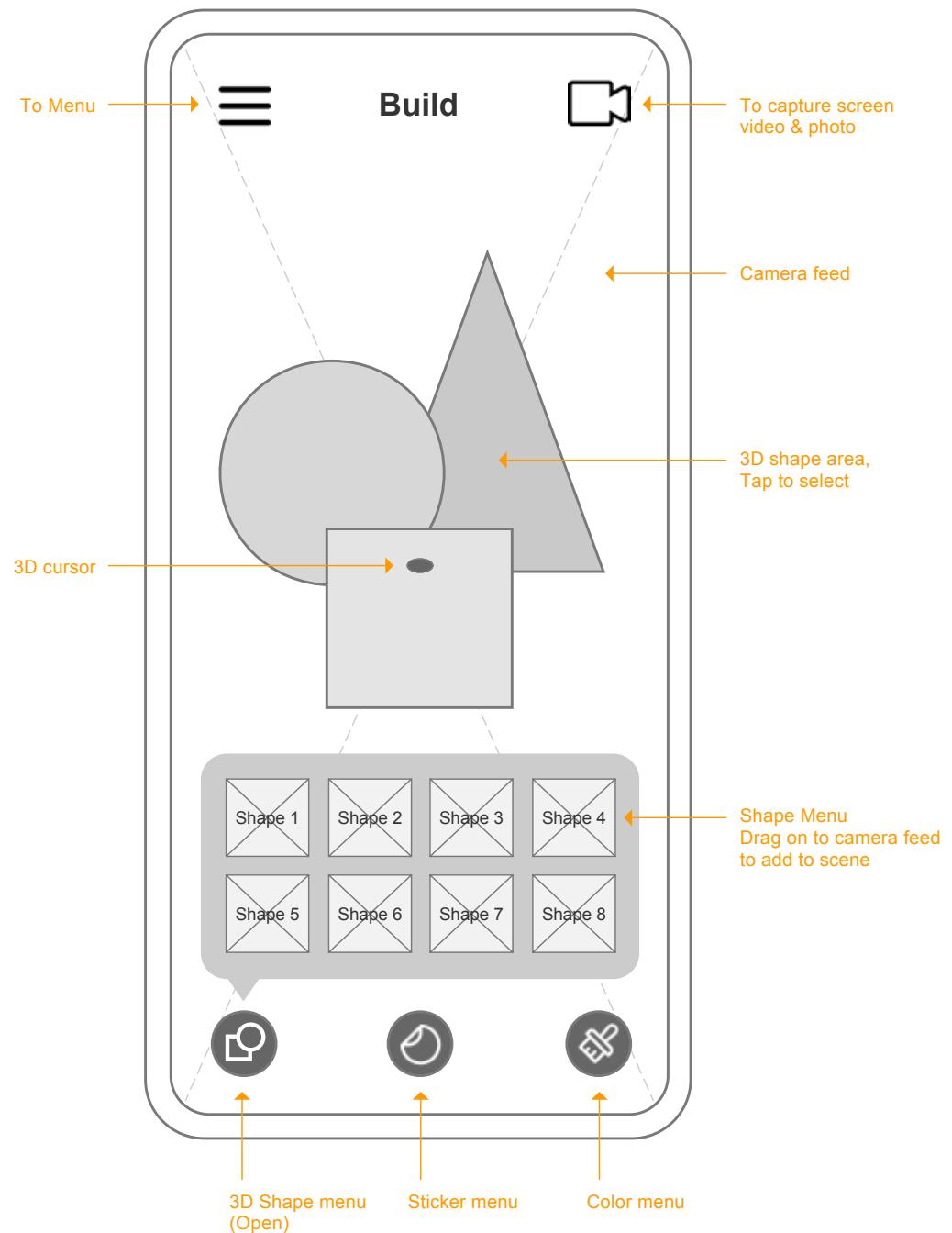
UX/UI Director: app concept, user experience & interaction design

Completed at Wunderman Thompson

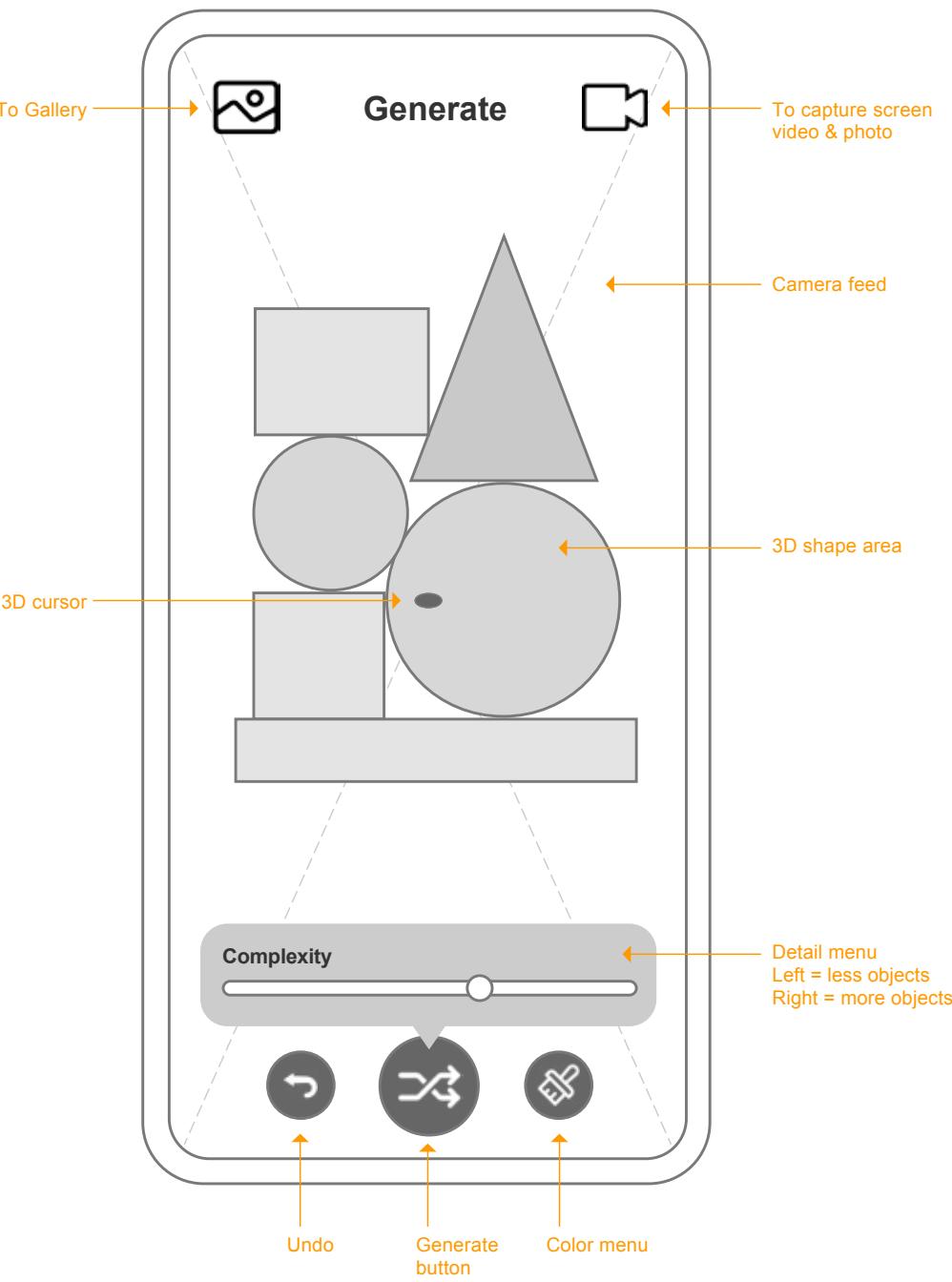


Exploration of interaction structures

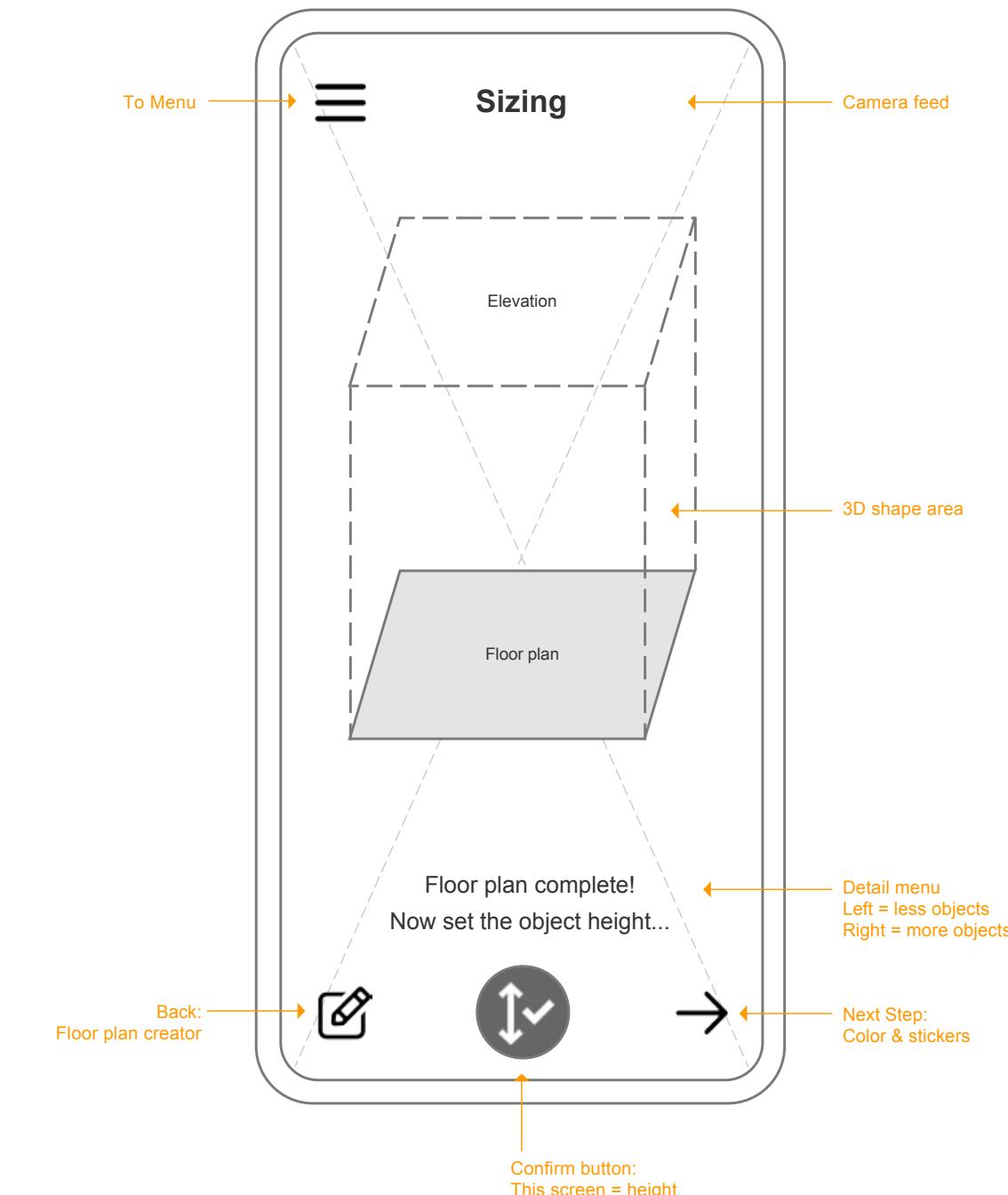
Concept #1: full custom editing



Concept #2: auto generated with settings

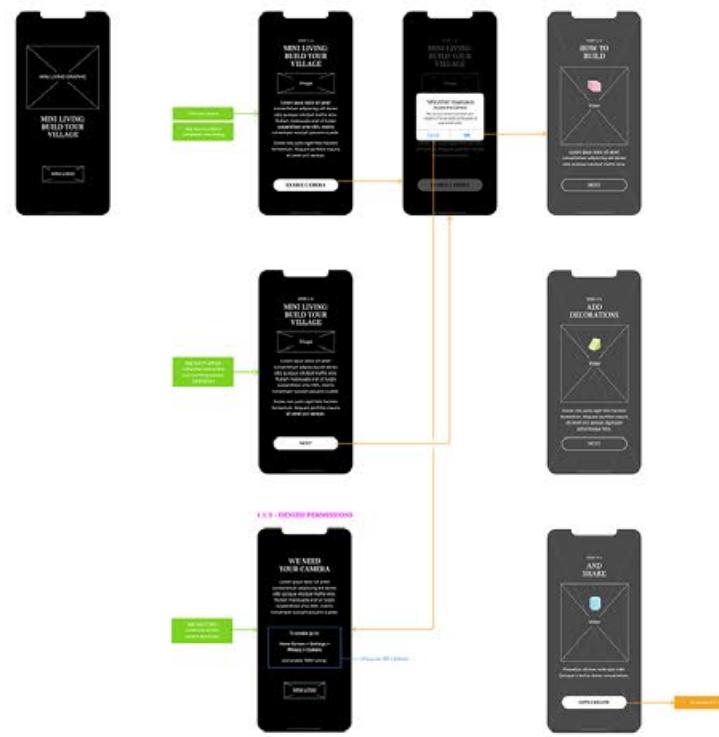


Concept #3: simple minimal object

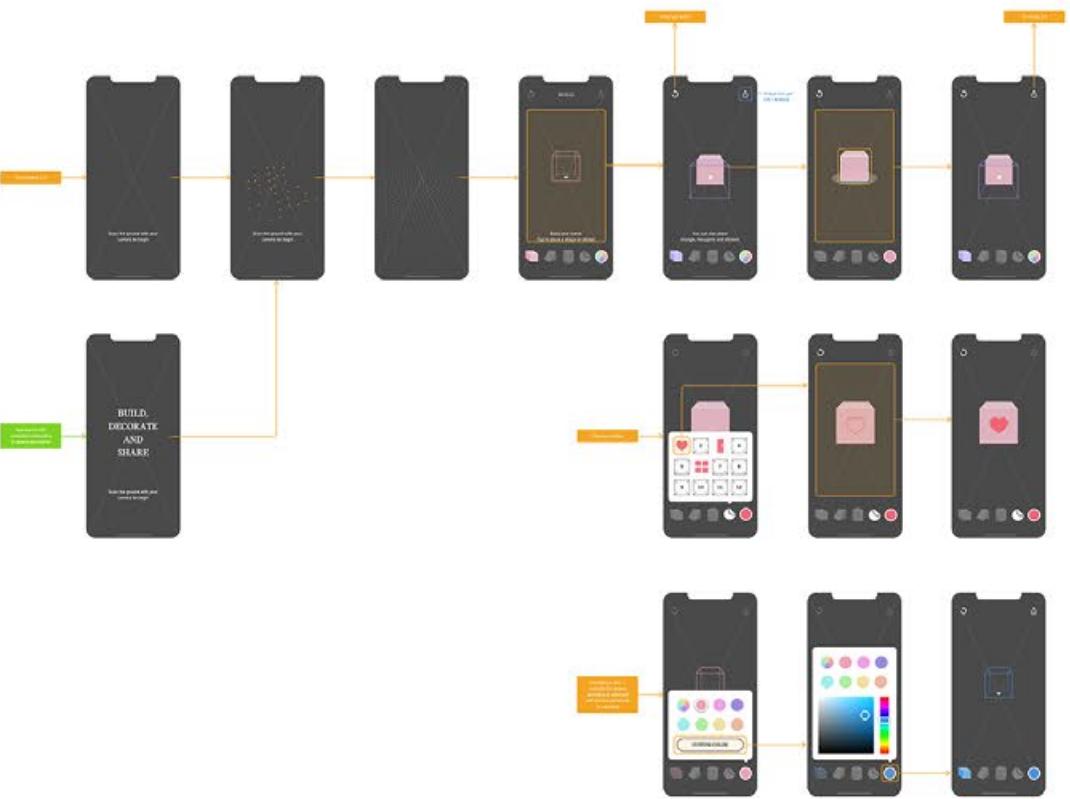


Concept #1 development – user flow wireframes

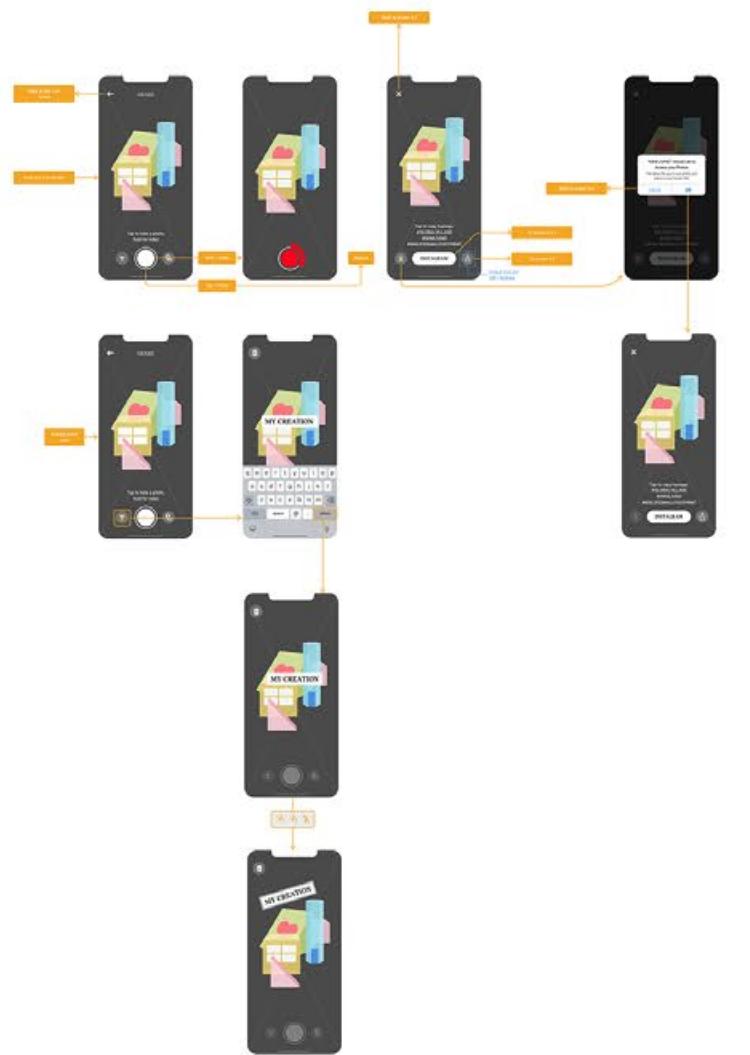
Onboarding



Build



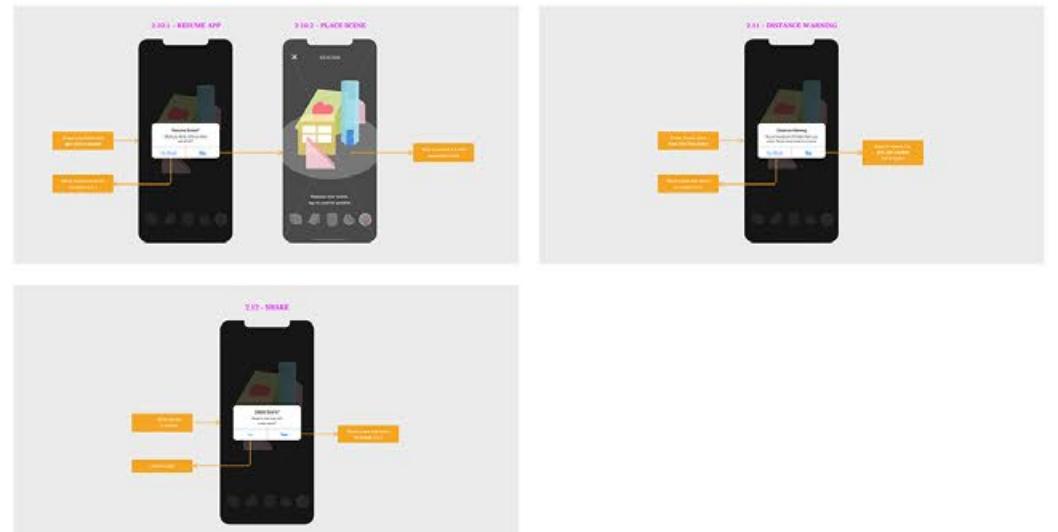
Capture



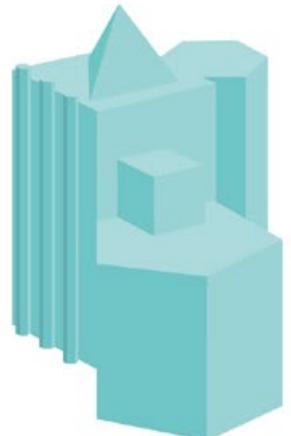
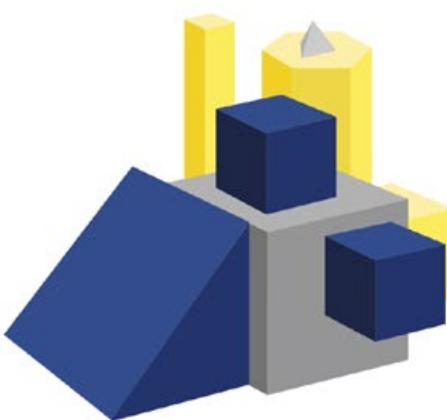
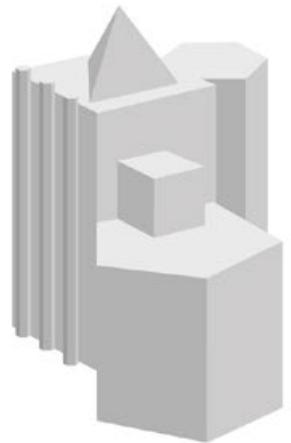
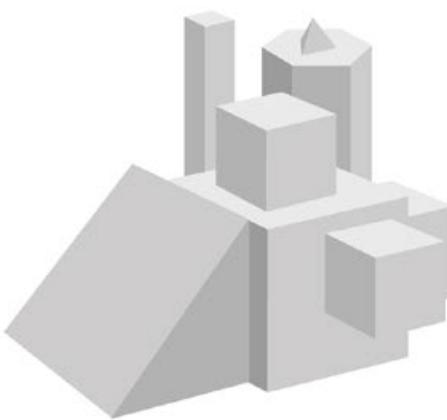
Share



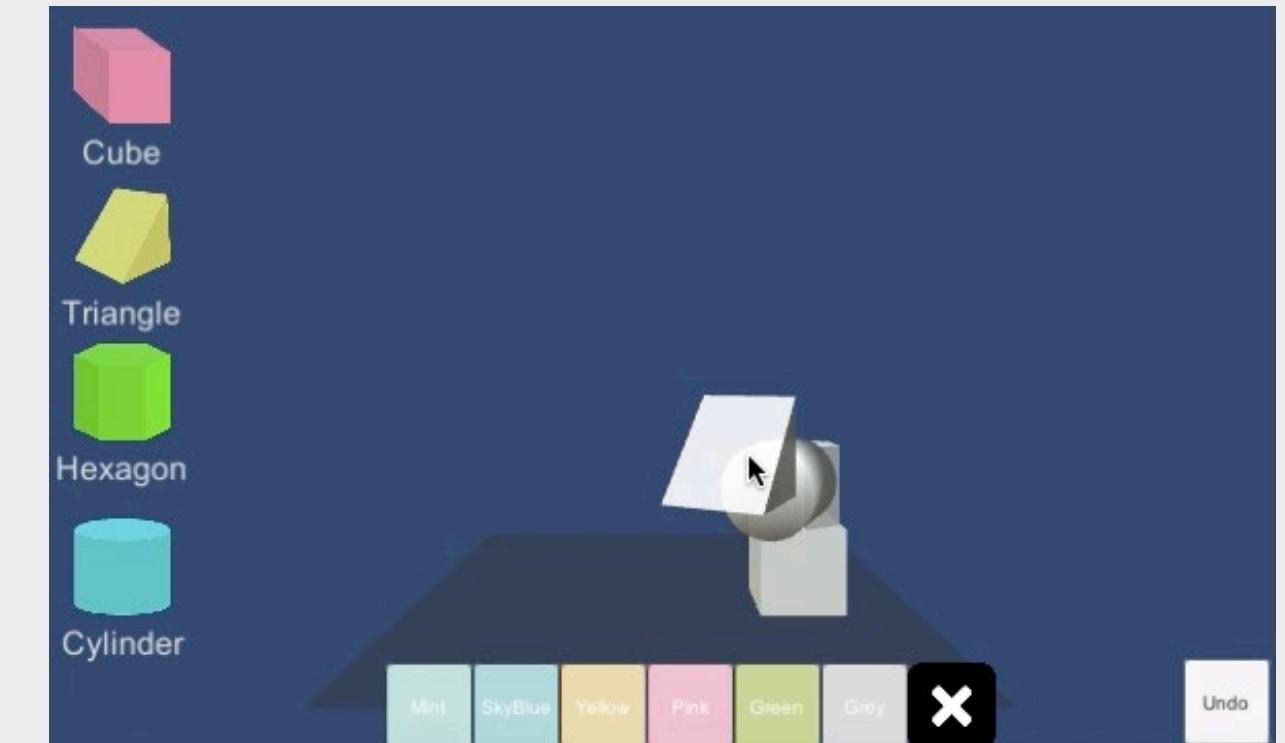
The full user flow was mapped out into 4 stages. Each stage had a single purpose, helping guide users to the end goal of sharing their creation via social media.



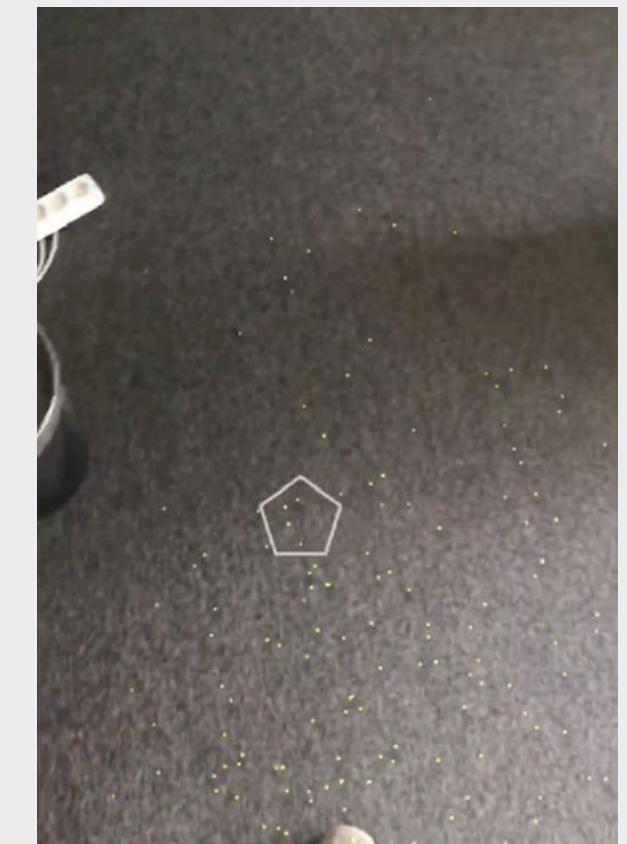
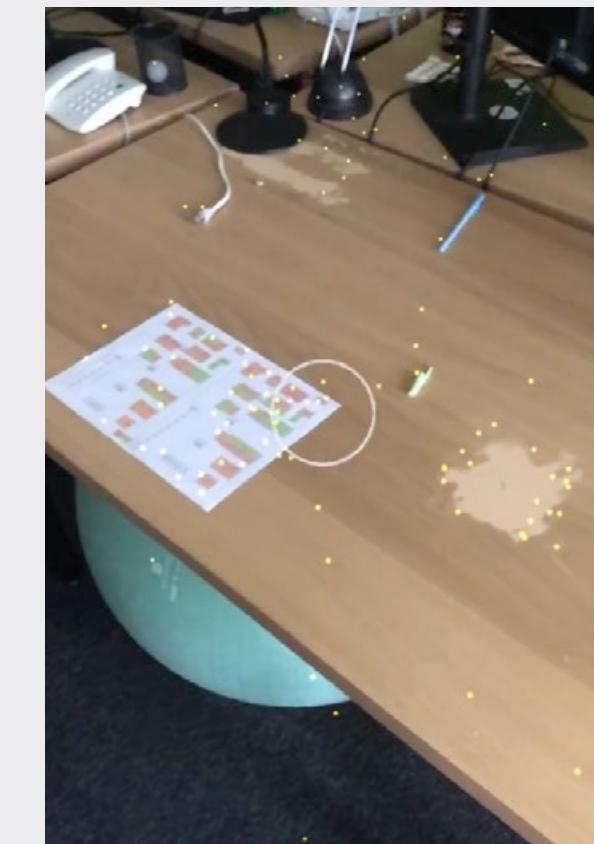
Example creation concepts



Proof of concept building editor



Proof of concept AR surface recognition

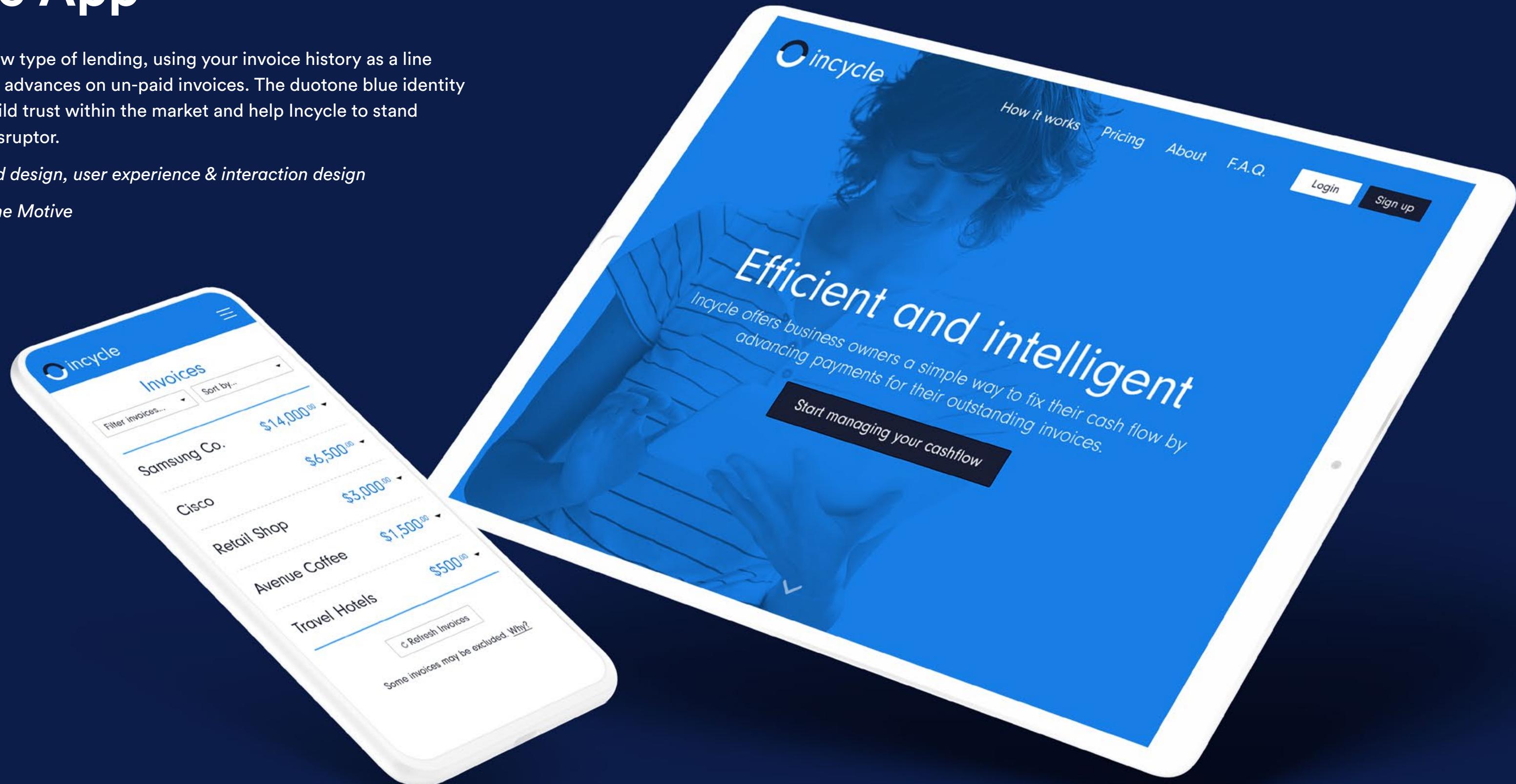


Incycle App

Incycle offers a new type of lending, using your invoice history as a line of credit, allowing advances on un-paid invoices. The duotone blue identity was created to build trust within the market and help Incycle to stand out as a market disruptor.

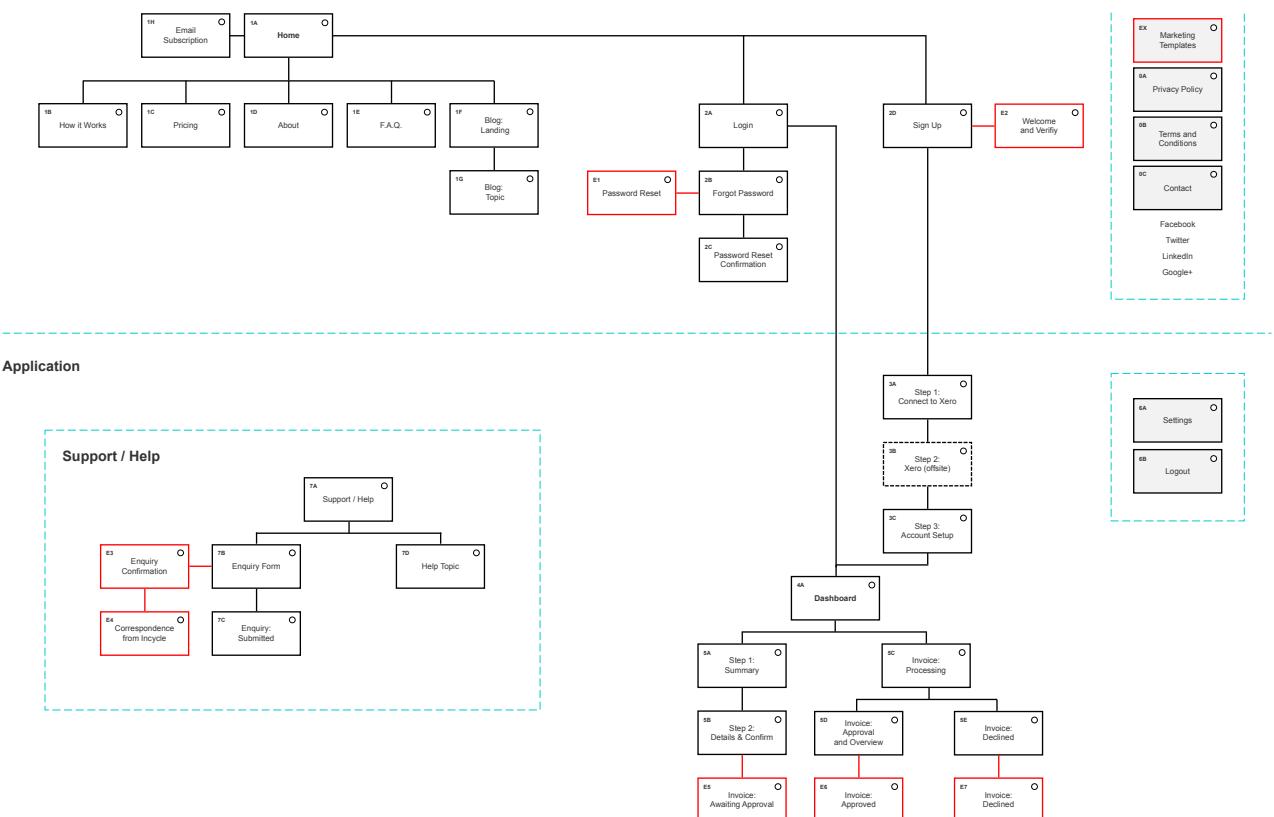
Project lead: brand design, user experience & interaction design

Completed at Prime Motive



Wireframe development

Public vs. login site architecture



Mapping out the structure of the completely new service was our first step in bringing Incycle to life. Website and app architecture and the user flow options were fully mapped out in their ideal state, while collaborating with development and 3rd parties.

Ethnographic research and interviews with potential customers tested, refined and challenged the sign up and lending process.

Interface exploration

Modal 1.

Clear invoice

You receive \$13,300	You return \$14,000
Weekly repayments 12 ↴	Each payment \$1,166
Repayments begin 25th Jan, 2015	
Repayments end 4th Apr, 2015	

CONTINUE

Modal 2A.

Only displayed when multiple bank accounts exist

Bank account

Back

- Tyler P Coleman
 - COMMONWEALTH BANK AL9020 81100 003 9531
- Business Saving
 - ANZ AL9020 81100 003 9531
- ISA Account
 - ANZ AL9020 81100 003 9531
- Tax Savings
 - ANZ

Modal 2B.

Bank account

Back

Bank name Commonwealth Bank	BSB 630-000
Account name Tyler P Coleman	
Account number AL9020 81100 003 9531	

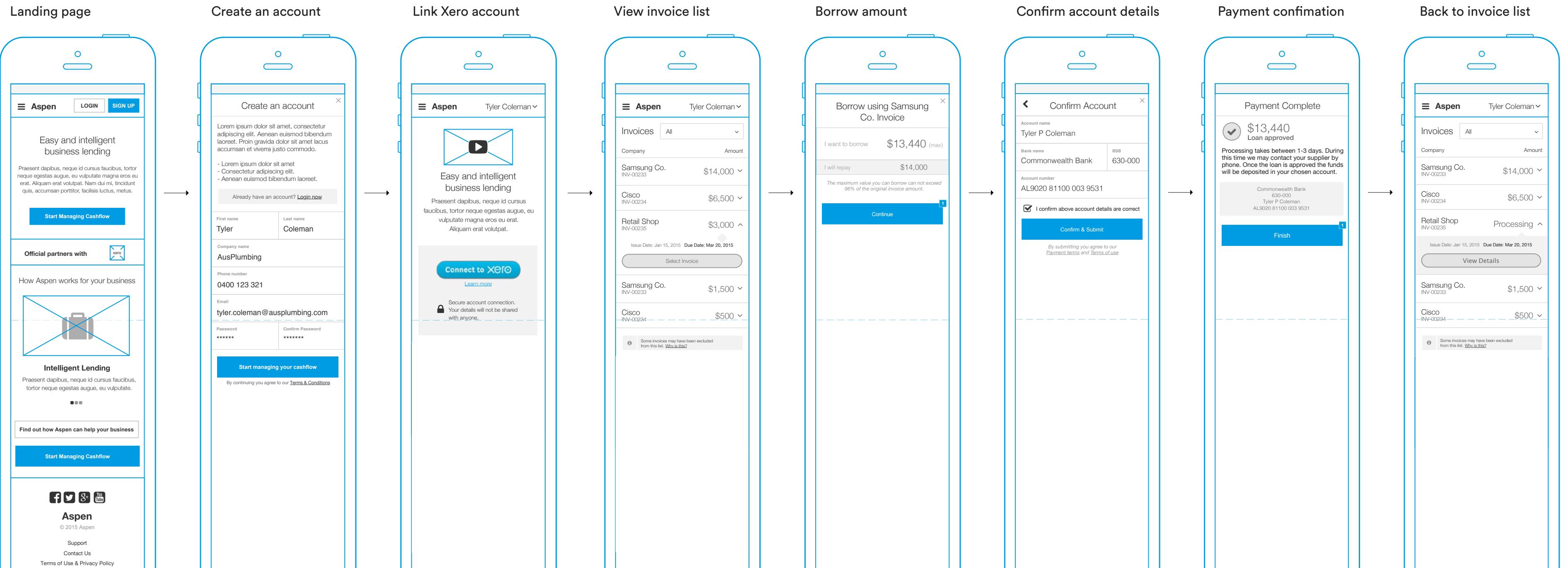
I confirm all the details above are correct

SUBMIT & CONFIRM

By submitting you agree to our Payment terms & Terms of use

High fidelity wireframes

Example user flow



incyce

Invoices

Filter invoices... Sort by...

Samsung Co.	\$14,000.00
Cisco	\$6,500.00
Retail Shop	\$3,000.00
Avenue Coffee	\$1,500.00
Travel Hotels	\$500.00

Refresh Invoices Some invoices may be excluded. [Why?](#)



incyce

Step 1 of 3

Link your Xero account to Incycle

Get started by connecting your Xero account to Incycle...

Connect to Xero

Secure account connection. Your details will not be shared with anyone.

How it works

Things don't always go according to plan so you can count on us when you need to get out of a bind. Incycle supports your small business by bridging the gap between business cycles.

Step 1 Sign up to Incycle. It's quick, it only takes 2 minutes.

Step 2 Connect your Xero account to Incycle.

Step 3 Select an invoice to clear and confirm a few quick details.

Step 4 If approved, you'll receive payment within 24 hours. Repayments start in 3 weeks.

Invoices

Invoice No.	Company	Due Date	Invoice Total	Loan Amount	Progress
INV-0029	Samsung Co.	Jan 15, 2015	\$14,500.00	\$14,000.00	Clear Invoice
INV-0097	Cisco	Jan 17, 2015	\$7,200.00	\$6,500.00	Clear Invoice

Pricing

Invoice amount: \$12,000 Lending fee: 4% Fee amount: \$480 Loan amount: \$11,520

Invoice amount	Lending fee	Fee amount	Loan amount
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

INV-00233 (\$14,500.00)
from Samsung Co.

Unfortunately this loan has not been approved.

Hi Tyler,

Unfortunately we are unable to approve the loan on this invoice... lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio.

There are many risk factors that we look at when evaluating each individual invoice... lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. If you'd like further information on why this invoice was unable to be approved please contact us on invoices@incycle.io.

Since all invoices are assessed on a case by case basis, you may still be able to borrow money from other invoices, even other invoices from the same company.

Clear another invoice

Thanks,

John Hill
Incycle Loan Assessment Team

Looking to avoid the small business cycle?
Talk to Macquarie about business loans... adipiscing elit. Donec odio. Quisque volutpat mattis eros.
www.macquarie.com.au/business-loans

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Incycle's business model is to disrupt the short-term business loan market and provide flexibility to its users. Its branding had to strike a balance between a modern disruptor and a trusted lending alternative, with great care taken to ensure the brand didn't alienate small business owners.

The main marketing landing page (left) and the loan-declined screen (above) show just two of the many styles of communication the brand needed to convey at different touch points on a user's experience with the service.

Invoices

Company	Invoice Total	Loan Amount	Progress
Samsung Co. INV-00293 - Jan 15, 2015	\$14,500.00	\$14,000.00	Clear Invoice
Cisco INV-00977 - Feb 24, 2015	\$7,200.00	\$6,500.00	Clear Invoice
Prime Motive INV-00987 - Feb 12, 2015	\$6,350.00	\$5,980.00	Clear Invoice
Retail Shop INV-00255 - Jan 2, 2015	\$3,300.00	\$3,000.00	Under Review
Avenue Coffee INV-00287 - Jan 15, 2015	\$1,800.00	\$1,500.00	Active Loan
Travel Hotels INV-00221 - Dec 24, 2014	\$520	\$500.00	Active Loan

Some invoices may be excluded. Why? Refresh Invoices

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Oincycle



Account name Tyler P. Coleman	Bank Commonwealth Bank
BSB 630-000	Account number AL9020 81100 003 9531

Upon approval funds will be deposited within 1 working day.



Invoice Total \$600.00	Loan Amount \$600.00	Repayment Total \$600.00
---------------------------	-------------------------	-----------------------------

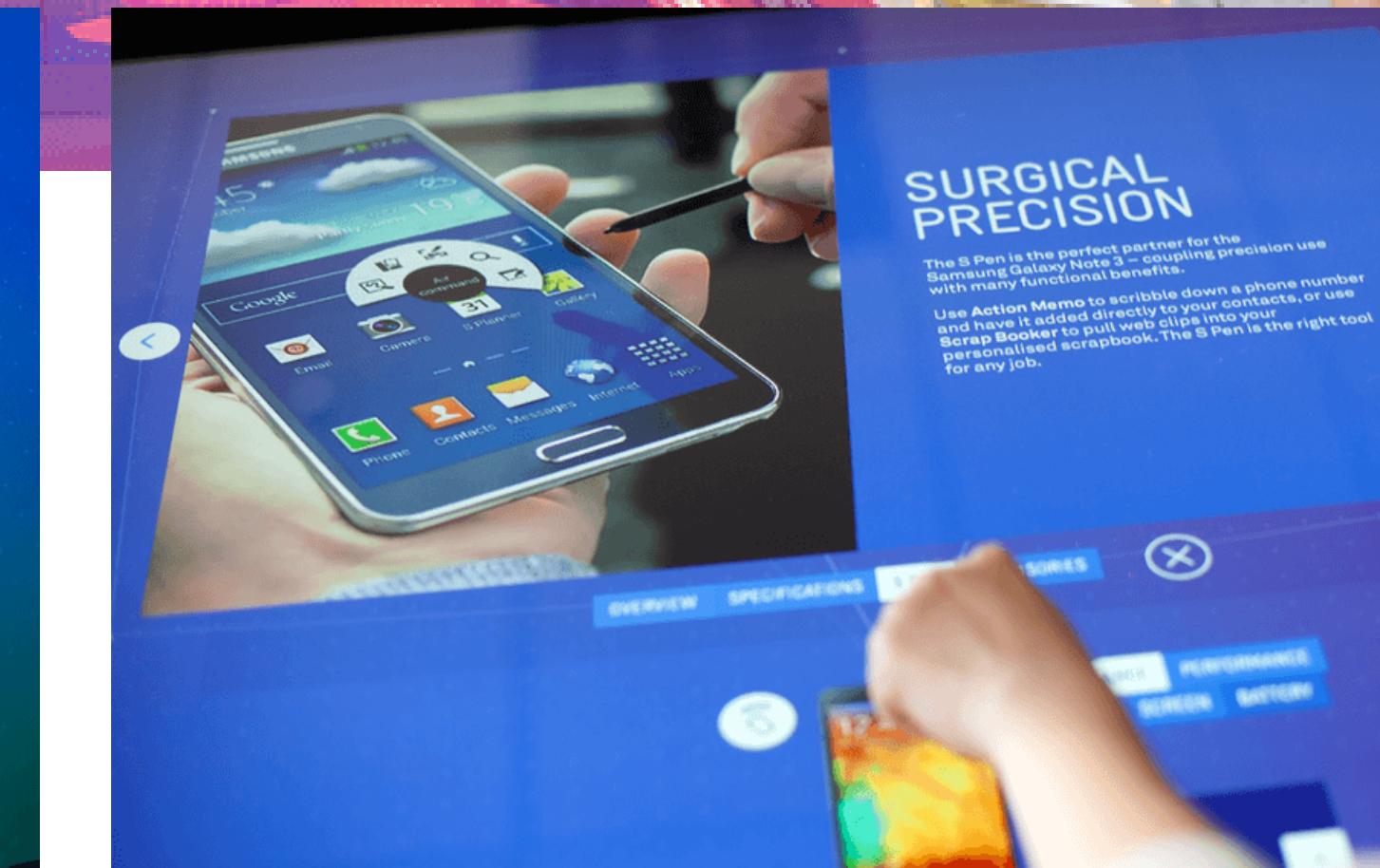
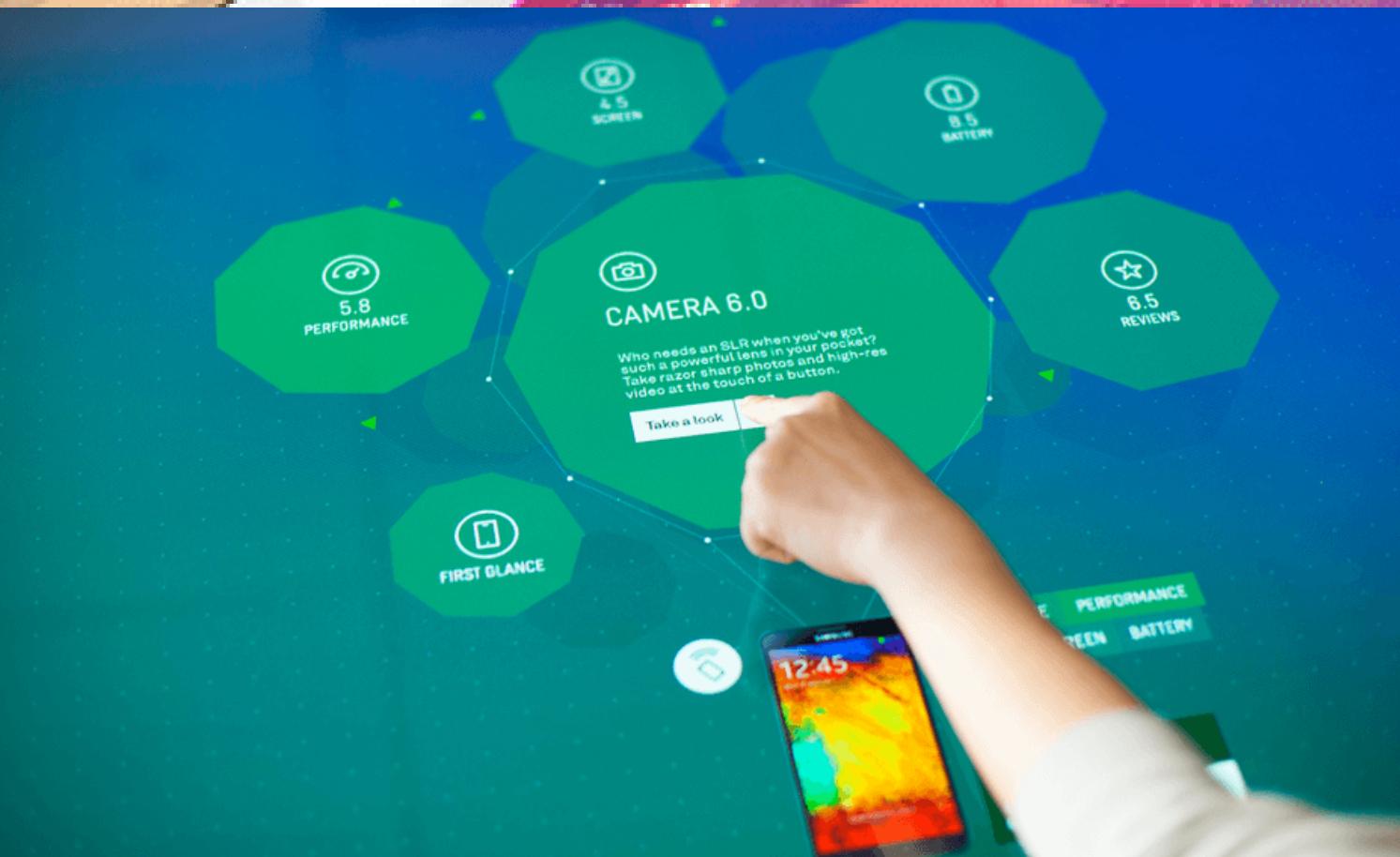
Telstra Store of the Future

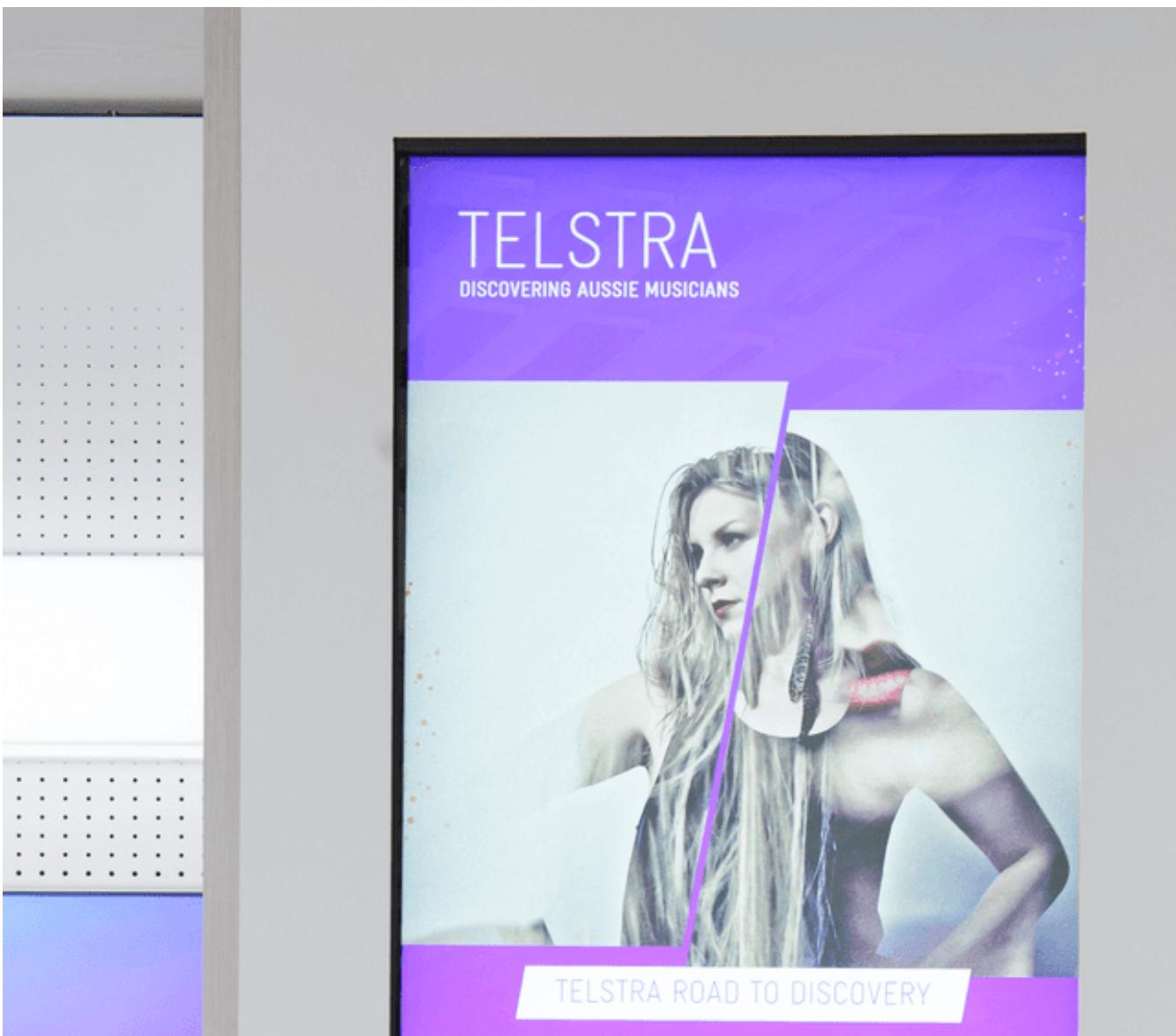
As Australia's largest telecom company, Telstra offers the most technologically advanced flagship stores in the country. 9 unique experiences were created to showcase the latest technology, media, pop-culture and customer service.

Senior designer: user experience & interaction design

Completed at Tribal DDB



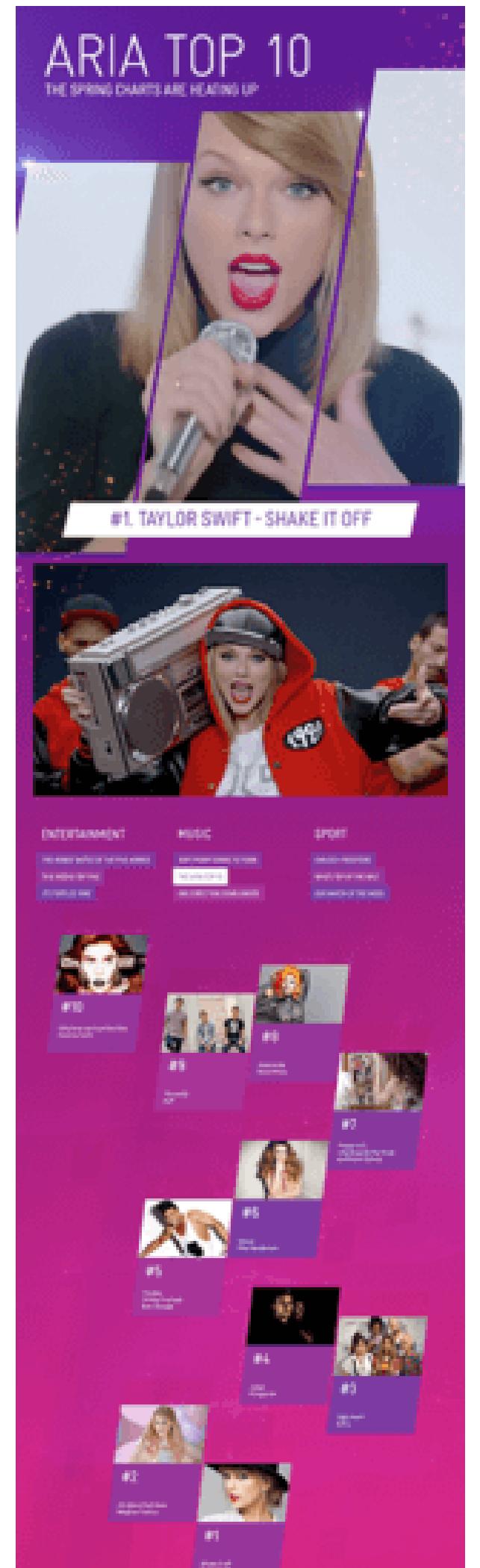
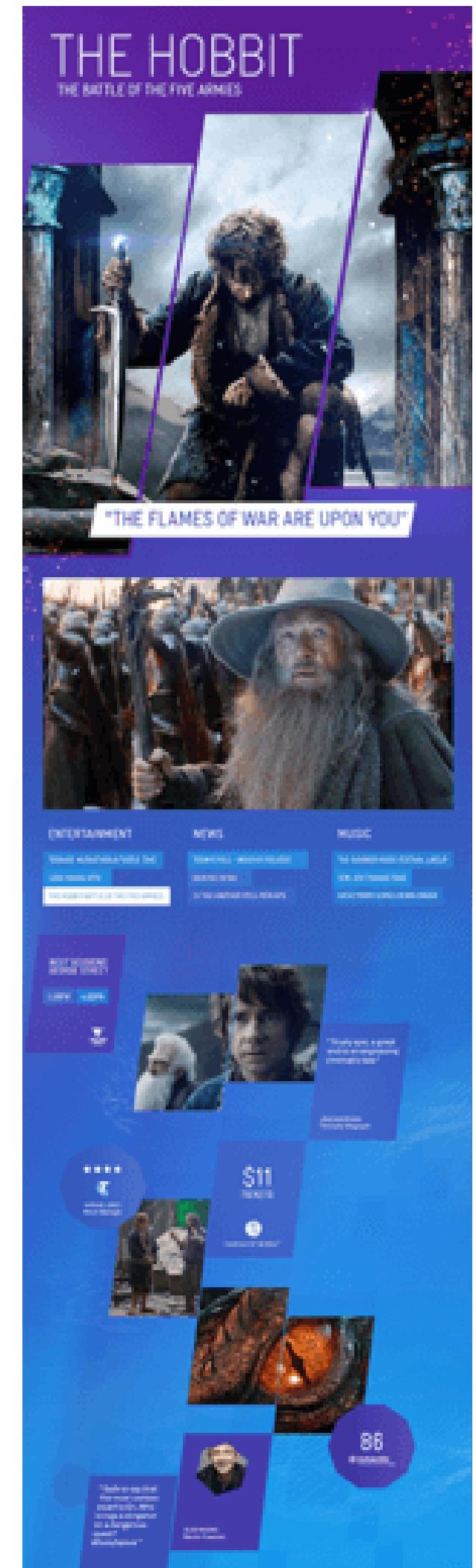
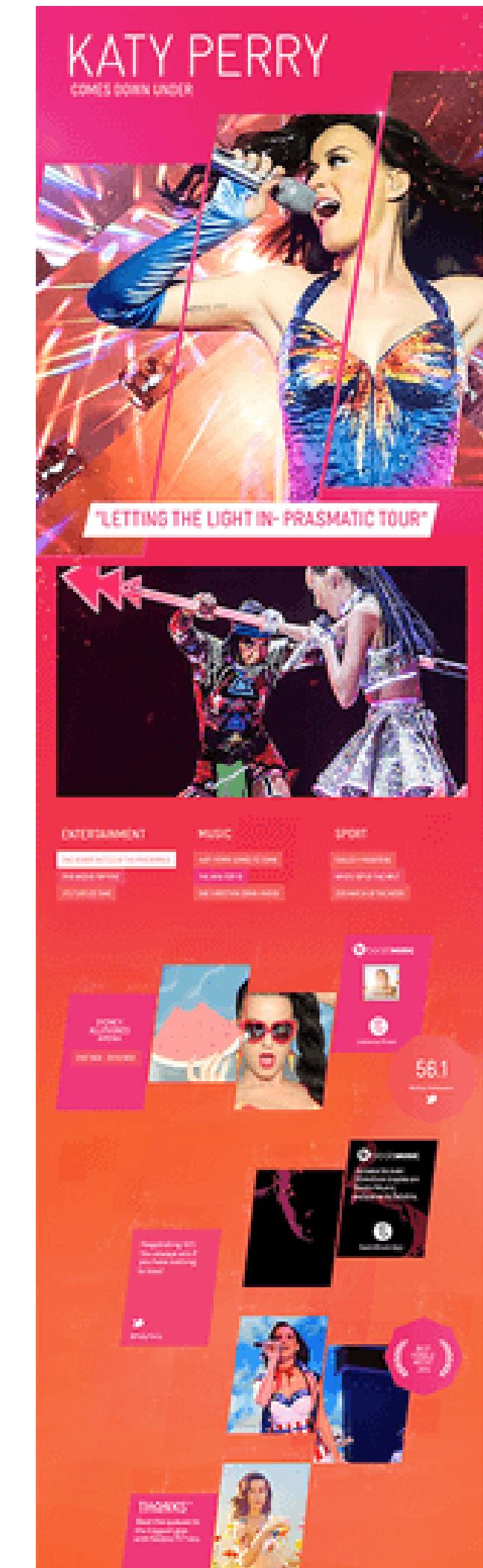




'Media walls' were just one of the nine digital experiences developed for Telstra's Store of the Future. These three-meter tall touch screens displayed the latest pop-culture, music and movie information to visitors browsing in the store.

This lifestyle information showcase expanded upon Telstra's telecommunication offering, educating users of the connected life that was available to Telstra customers beyond the traditional internet, mobile and cable-tv offerings.

Large header typography and imagery set a clear topic for each media wall, while videos and interactive lists containing special offers could be explored by the user via touch interactions.



RMIT University

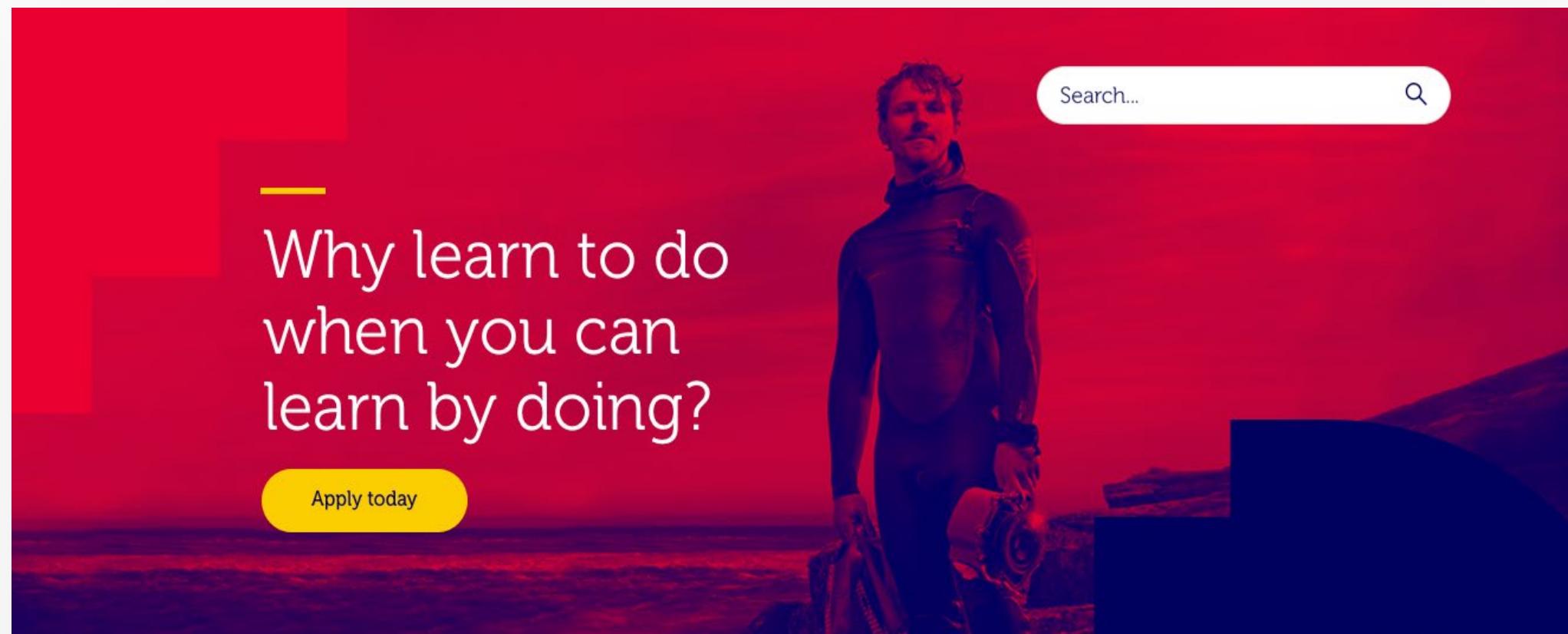
Known as a university of innovation and entrepreneurship, RMIT University recently re-branded. Their new digital brand needed to leverage the print brand's three 'looks' to create a spectrum of formal, core and pop styled graphics. This spectrum allowed every piece of communication to be tailored uniquely to one of the universities' many audiences.

Project lead: digital branding, user experience & interaction design

Completed at Prime Motive

The image displays three digital interfaces for RMIT University, illustrating the re-branded look across different platforms:

- Landing Page:** A desktop or tablet view featuring a large yellow graphic element on the left. The main headline reads "Where can your ATAR take you?". Below it, text encourages attending a Change of Preference event or speaking to an enrolment advisor. A red button labeled "Get advice" with a speech bubble icon is present. A "Explore more" button with a speech bubble icon is located at the bottom right. A "Live Chat" button with a speech bubble icon is at the bottom center. The RMIT logo is in the top right corner.
- Mobile Phone Interface:** A view of a mobile phone screen showing a woman smiling. The RMIT logo is at the top. The background is red with white geometric shapes. A blue "Live Chat" button with a speech bubble icon is visible at the bottom.
- Mobile App Interface:** A view of a mobile app screen. It features a large red header with the RMIT logo. Below it, a circular image shows a person wearing a VR headset. Text below the image reads "Drive your career with RMIT Singapore" and "Enrol today". A dark blue section contains the text "RMIT is a global university of technology, design and enterprise." and "Find a course in Singapore". A search bar with placeholder text "e.g. Architecture..." and a "Search" button are shown. At the bottom, there is a "Browse interest areas" section with a "Browse all interest areas..." button.



▶ | ● ● ●

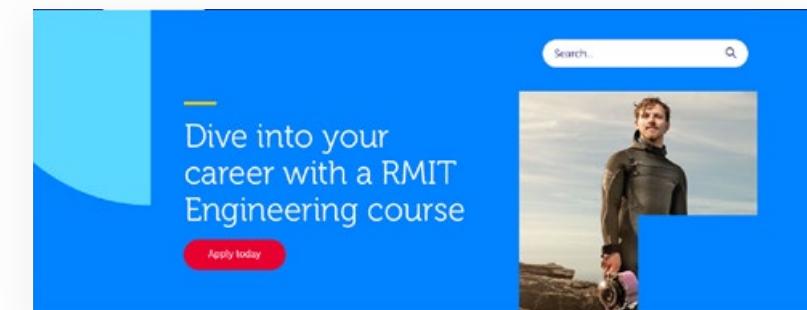
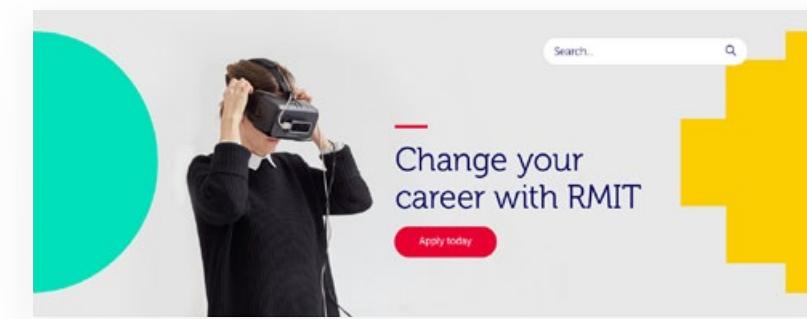
RMIT is a global university of technology,
design and enterprise

Find the RMIT course that's right for you

e.g. Architecture... [Study online](#)

[Undergraduate](#) [Postgraduate](#)

[Art, design & architecture](#) [Building, construction & planning](#) [Engineering](#) [Environment & sustainability](#)



To reach every niche of RMIT's broad audience, three unique looks were developed to communicate effectively across school-leavers, mature-age students and academia.

The Pop, Core and Formal looks could be blended together to perfectly address the tone and style of each communication.

Homepage marketing banners (above), as well as the theme of every page across the RMIT website, could be customised by content creators based on a robust Global Experience Language (GEL) and the powerful modular tools of Adobe Experience Manager (AEM).



RMIT Australia > Levels of study >

Postgrad at RMIT

Find the right course

RMIT's credentials

Events

Download a brochure

Postgrad alumni

Postgrad insights

Complete enrolment

Back to homepage

Search..

Postgraduate study at RMIT

Postgrad at RMIT

Postgrad insights

Complete enrolment

Why postgraduate study?

Change your career

Advance your career

Gain specialist knowledge

Extend your research

Find the RMIT course that's right for you

e.g. Architecture... Search Study online

Browse by study area

> Art, design & architecture

> Building, construction & planning

> Business

> Communication & media

> Computing, games & information technology

> Education & teaching

> Engineering

> Environment & sustainability

> Health & biomedical sciences

> International & community services

> Justice & legal

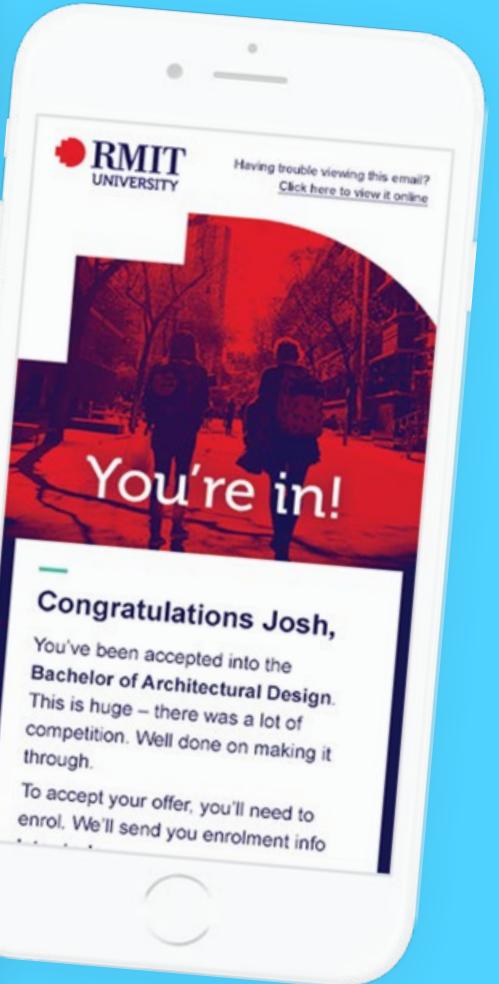
> Science

Advance your career with a postgraduate qualification from RMIT, the global university of technology, design and enterprise.

Why choose Postgrad at RMIT?

- Ratings and reviews**
Study at a QS 5 Star University recognised for leadership and innovation
- Practical experience**
Working on real projects and participate in work integrated learning opportunities
- Industry expertise and connections**
Learn from industry experts, be monitored by industry professionals and build your network
- Leader in research**
Gain a qualification and experience employers recognise and value

Support and services to help you succeed



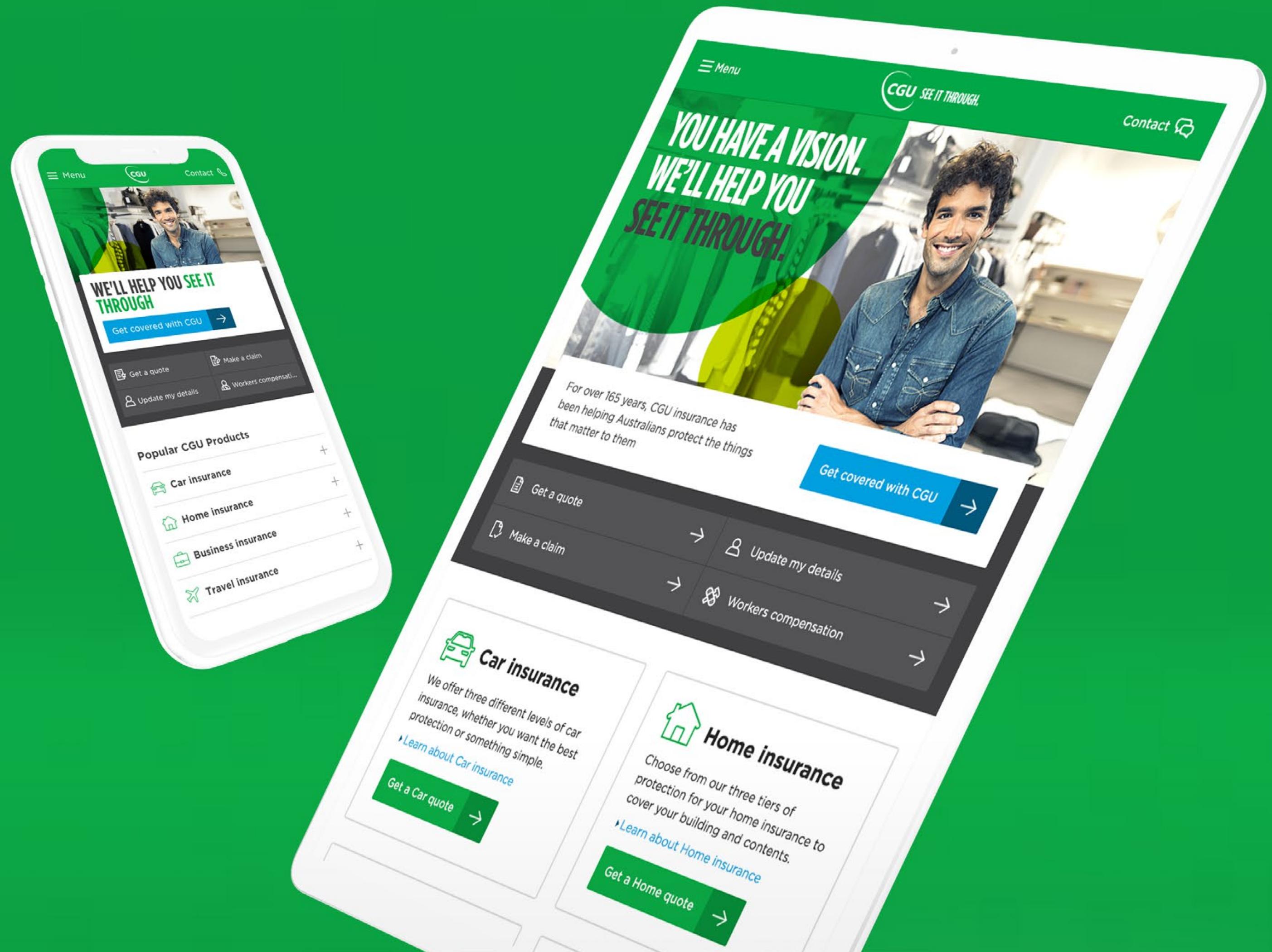
CGU Insurance

For over 4 years I worked closely with CGU to help develop new digital platforms to help customers 'see it through'.

Digital re-brands, new quoting platforms & customer service apps were just the beginning of their vision for a customer first insurance company.

UI/UX lead: Digital art direction, user experience & interaction design

Completed at Prime Motive

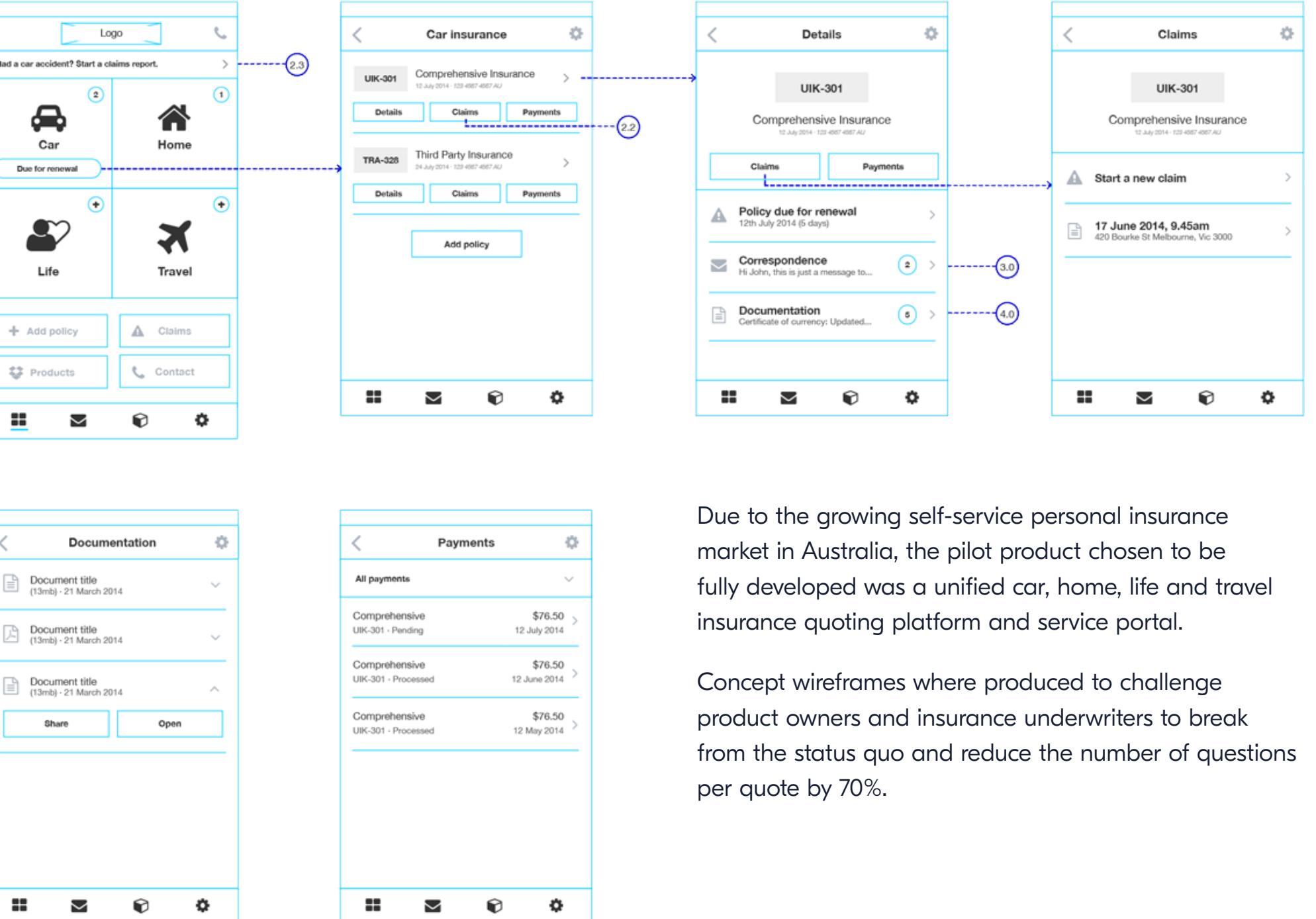


Creation of an online insurance platform

Creative conceptualizing



Concept development – mapping user flow and question set



Due to the growing self-service personal insurance market in Australia, the pilot product chosen to be fully developed was a unified car, home, life and travel insurance quoting platform and service portal.

Concept wireframes were produced to challenge product owners and insurance underwriters to break from the status quo and reduce the number of questions per quote by 70%.

With the goal of launching CGU's insurance business into the digital world, many concepts for the first pilot product were explored, tested and evaluated. Each concept explored a different aspect and sort to solve different problems customers had with insurance identified during user interviews.

Development of the pilot

Interactive quote prototypes

Let's start your personalised quote for

Trades Cover

How many full time employees do you have in your business that perform manual work?

Just me

What does this mean and why is it important?

How many persons in your business are licensed to perform Plumbing Work in Victoria?

Please choose

What does this mean and why is it important?

What is your primary reason for looking for insurance?

I just want minimal protection

I want moderate protection for my business and tools

I want comprehensive protection so my business and tools are well covered

\$56.19

\$148.64

Buy

Summary

Your insurance cover

Category	Value
Trades cover	\$64
Trade vehicles cover	\$51.20
Total	\$148.64

Liability cover \$20 million

Tool cover \$10,000

Portable electronic equipment \$3,000

Excess levels:

Category	Value
Liability cover	\$500
Tot cover	\$400
Portable electronic equipment	\$400
Trade Vehicles Cover	\$600

Trades Vehicles Cover 3 vehicles

Buy

One of our business insurance experts can help you get the right insurance. Call 1300 138 557, or request a call back.

Vehicle 1

Ute, van or truck

Remove vehicle

Year* 2000

Make* Holden

Model* X

Transmission Automatic

Fuel Type Diesel

Body Type Truck

Please select your vehicle*

2008 HOLDEN RODEO LT RA MY08 FINJ CREW CAB P/U P/V 3.6L 4 SP AUTOMATIC

2008 HOLDEN RODEO LT RA MY08 FINJ CREW CAB P/U P/V 3.6L 4 SP AUTOMATIC

2008 HOLDEN RODEO LT RA MY08 FINJ CREW CAB P/U P/V 3.6L 4 SP AUTOMATIC

Continue

Is your vehicle not listed? Speak to one of our business experts about insuring your vehicle. Call us on 1300 138 557. 8am – 8pm Monday to Friday (AEST). Or request a call back.

Legal Questions

Do any of the following apply to you?

Trades cover

- Have you made more than \$10,000 of tools or portable electronic equipment claims in the last 5 years?
- Have you in the last 5 years had any liability claims made against you or interests reported to you that may give rise to a claim?
- Have you, had any other declines in claim, refuse or cancel any cover or require special terms on an insurance policy?
- Have you, or any other person who will receive insurance cover under this policy, been charged with or convicted of any criminal offences during the past 5 years?
- Are there any exceptional circumstances relating to the risk to be insured that you have not already told us about, and that you know or should know may affect our decision to insure you?
- Have you, or any other person who will receive insurance under this policy been declared bankrupt, insolvent or had a liquidator appointed in the past 5 years?

What does this mean and why is it important?

Yes No

Trades commercial vehicle cover

- Have you, or any person who will drive your vehicle, had any convictions for driving under the influence of alcohol or drugs, or had a licence cancelled or suspended in the last 5 years?
- Are any of the vehicles direct imports or missing the approved Australian compliance plates?
- Are any of the vehicles in an unroadworthy condition, have mechanical defects, or in a damaged condition?
- Does your vehicle have any modifications that affect the performance or safety of the vehicle, or change the characteristics of the vehicle beyond the manufacturer's specification?

\$115.20

Review

Final quote experience

CONTACT 13 24 81

Journey details

Quote

Traveller details

Payment

TRAVEL INSURANCE QUOTE

Where are you going?

List all countries or regions (not including stopovers of less than 24 hours)

Start typing and select your destination

When does your journey begin and end?

Begins

Ends

How old are the adult travellers?

Dependent children and grandchildren up to the age of 21 are automatically covered.

Adult 1 Adult 2

What does this mean?

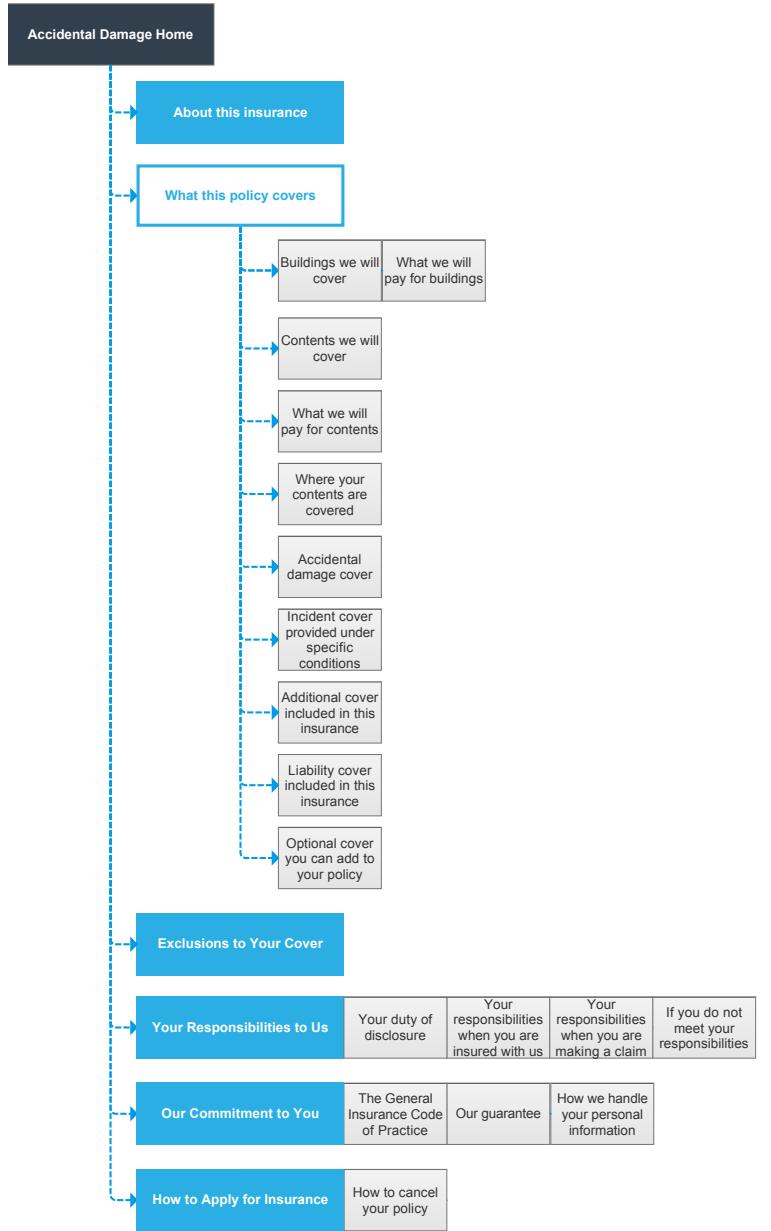
Does any traveller need cover for a pre-existing medical condition?

A pre-existing medical condition is any ongoing condition that you are aware exists or for which you have received treatment, advice or medication.

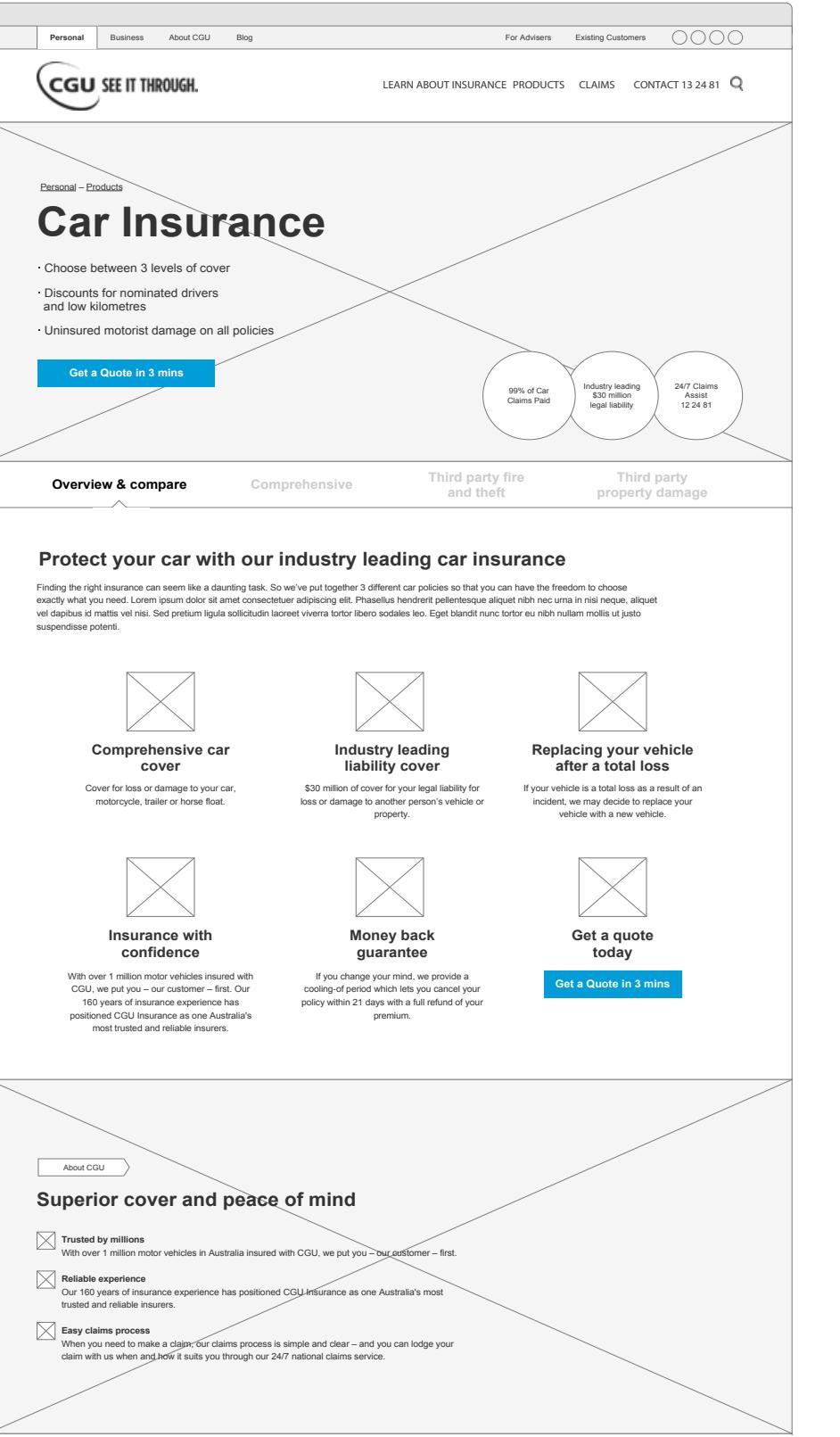


Concept development – user flow wireframes

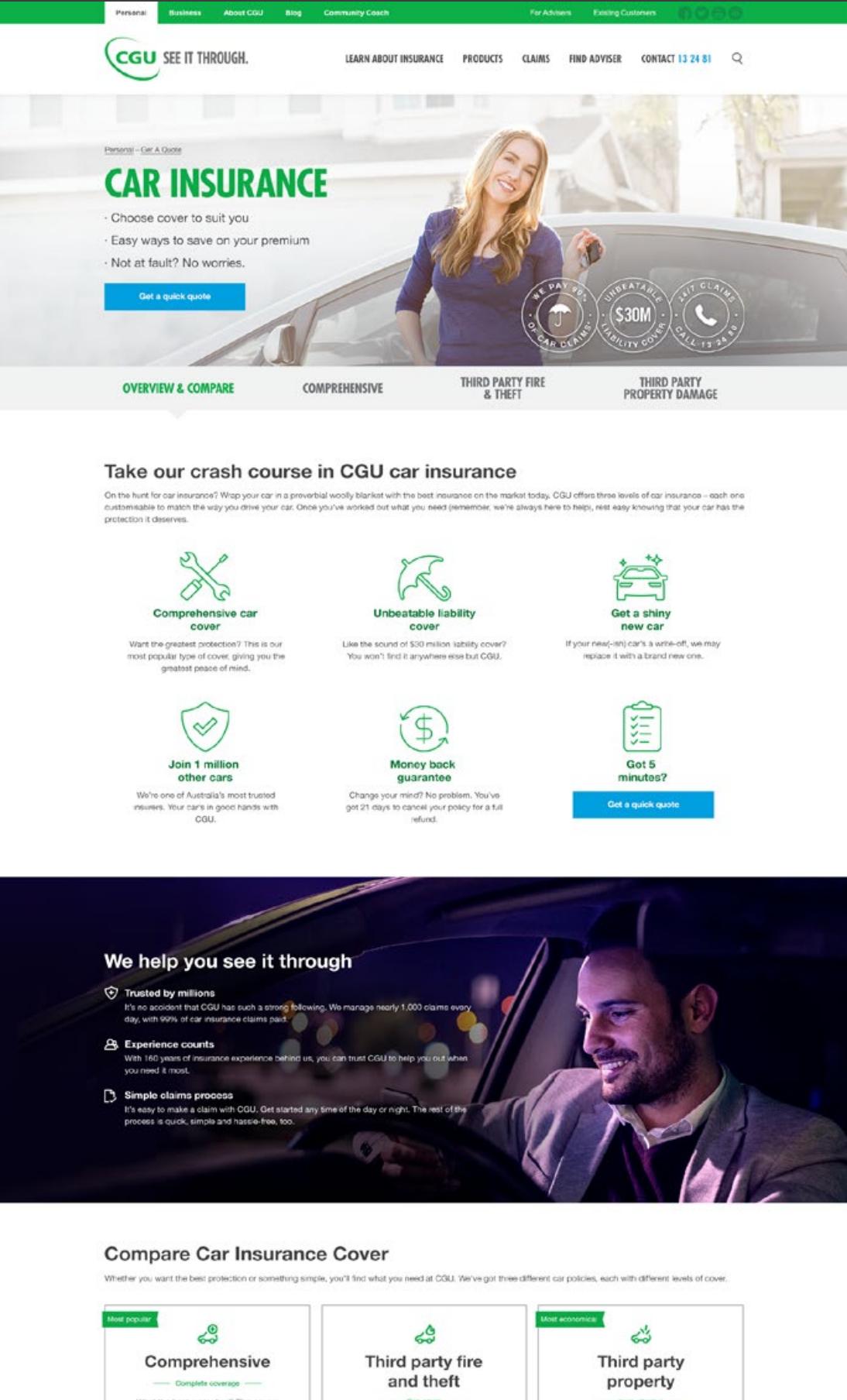
Architecture planning

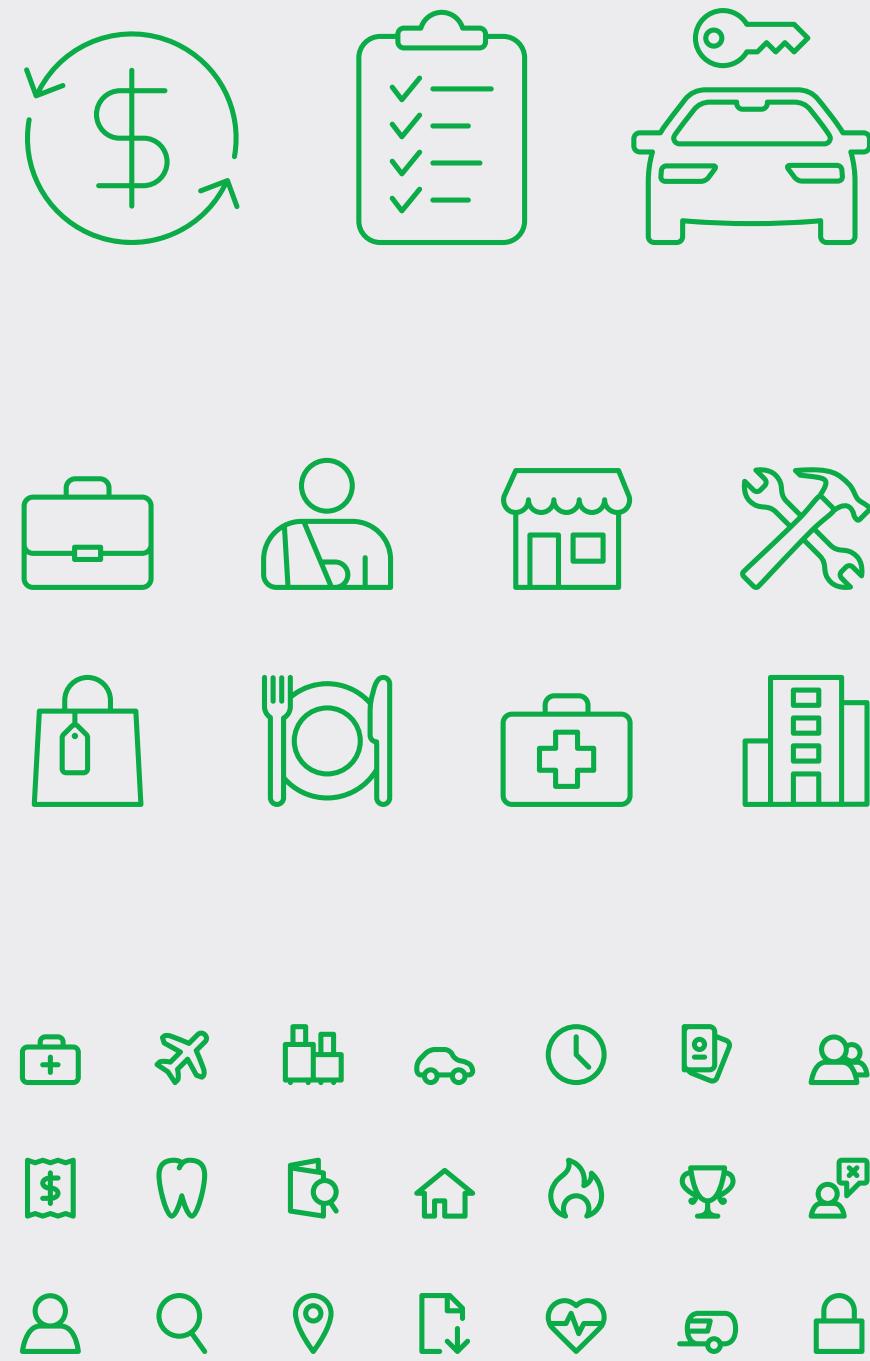


Wireframes



Final UI





CGU SEE IT THROUGH.

For Advisors About us Claims Contact us Search...

Car & Vehicle Home & Contents Travel Life & Lifestyle Business

YOU HAVE A VISION. WE'LL HELP YOU SEE IT THROUGH.

For over 165 years, CGU insurance has been helping Australians protect the things that matter to them

[Get covered with CGU](#)

Get a quote
Make a claim
Update my details
Workers compensation

Car insurance
We offer three different levels of car insurance, whether you want the best protection or something simple.
[Learn about Car insurance](#)
[Get a Car quote](#)

Home insurance
Choose from our three tiers of protection for your home insurance to cover your building and contents.
[Learn about Home insurance](#)
[Get a Home quote](#)

Business insurance
Protect your business with our flexible business insurance tailored to your business's unique needs.
[Learn about Business insurance](#)
[Get a Business quote](#)

Travel insurance
Whether you're travelling abroad or staying in Australia, CGU offers a range of flexible travel products.
[Learn about Travel insurance](#)
[Get a Travel quote](#)

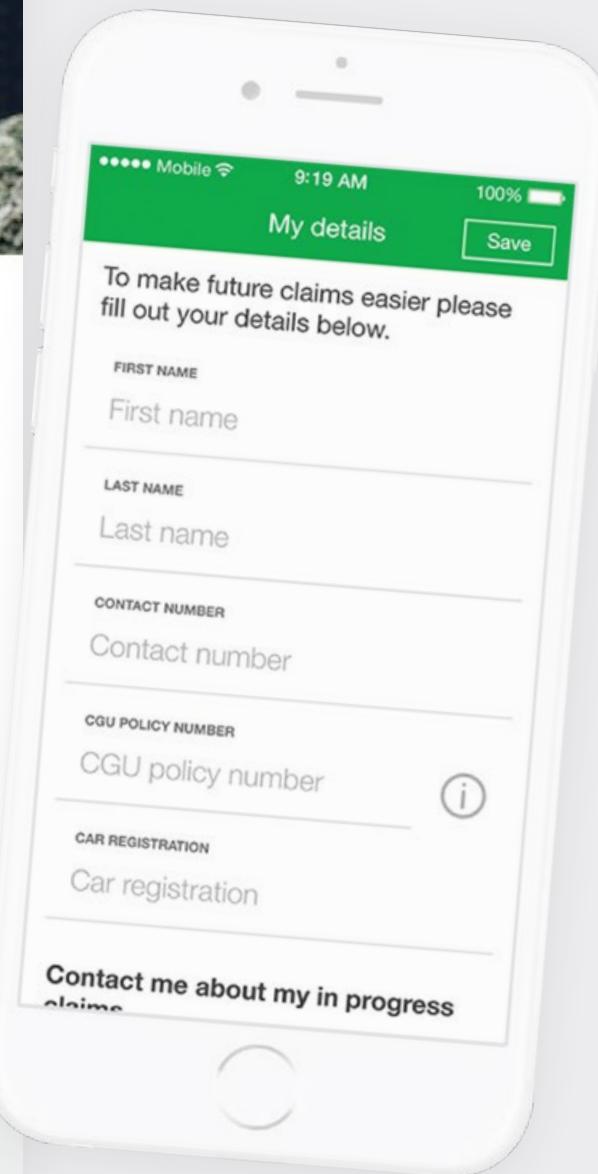
Public Liability
Protect your business against liability claims including personal injury and property damage.
[Learn about Public Liability](#)
[Get a Liability quote](#)

Watch: CGU Insurance + Tropfest - John Polson's story

Are you underinsured?
[Use CGU's calculators to make sure](#)

Feel confident and secure knowing that CGU will be there with you to **see it through**

CGU can help you get covered with our car, home buildings and contents, landlord or strata insurance for your property and precious belongings. CGU is also right beside you to make sure you can concentrate on running your business covering you for your business insurance needs, including liability and workers compensation.



Luke Caish-Sadlek

UX/UI Director & Experience Designer

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luke@calek.co

calek.co