

Luke Caish-Sadlek

Australian-born, Berlin-based,
creative problem solver.
Working with a strategic approach
across products, experiences,
and branding.

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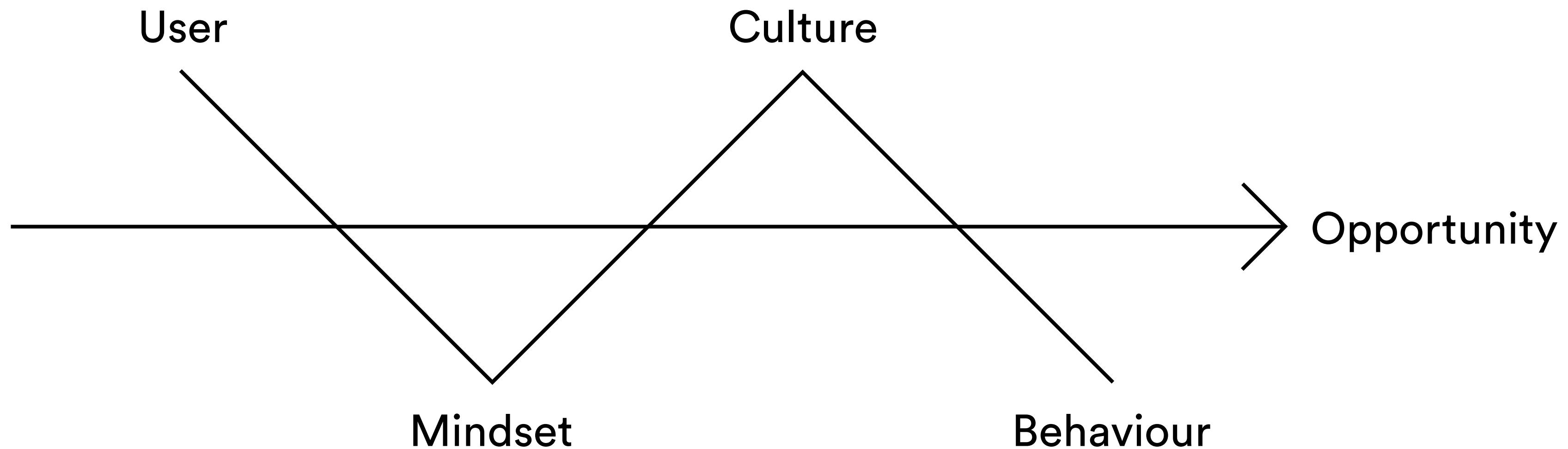
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Hi I'm Luke.

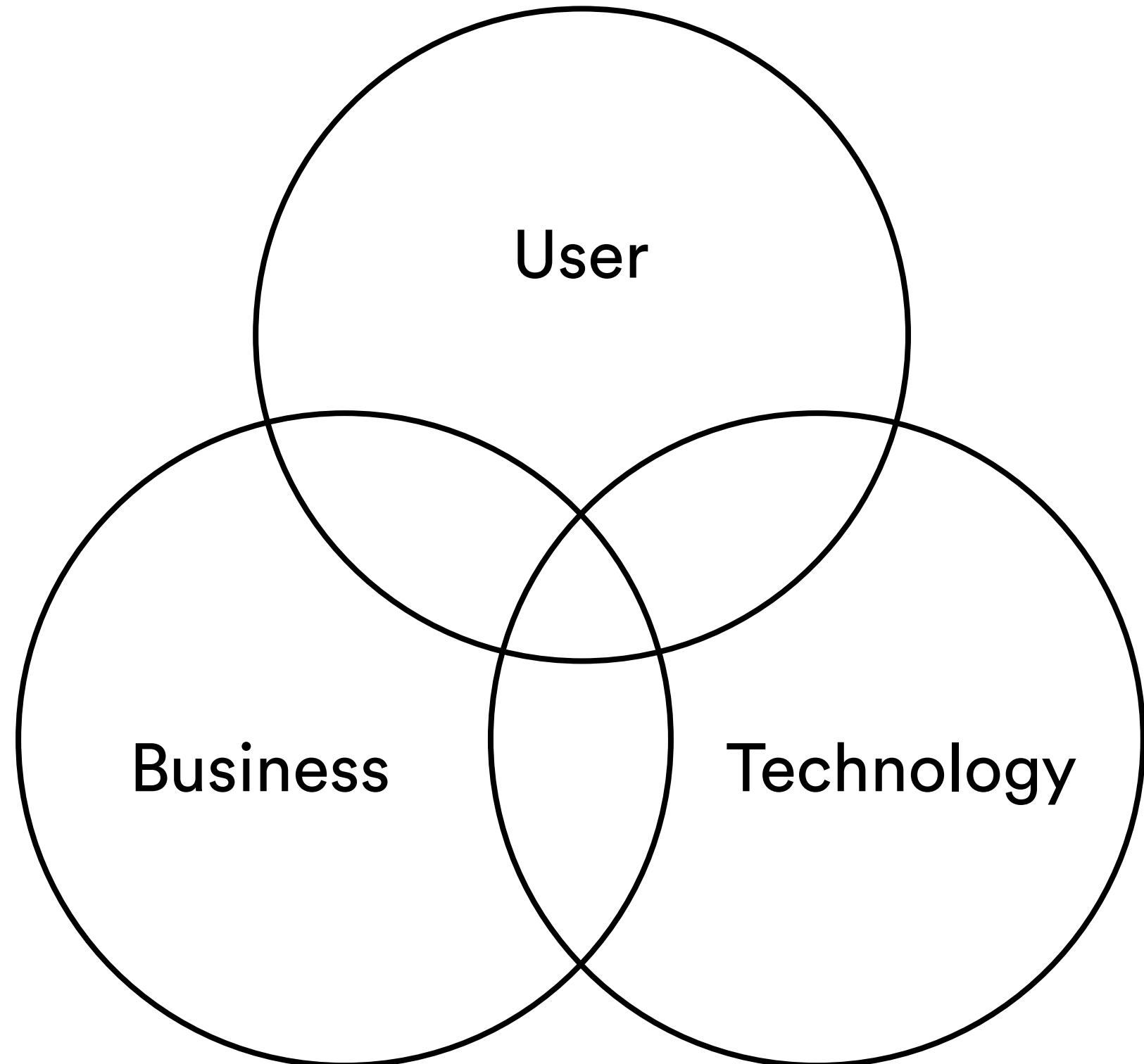
I think, make, and communicate
—making the complex simple and
enjoyable—in collaboration with
multidisciplinary teams across
products, services, and experiences.

I believe that creating new and relevant experiences starts with a deep understanding of the user.

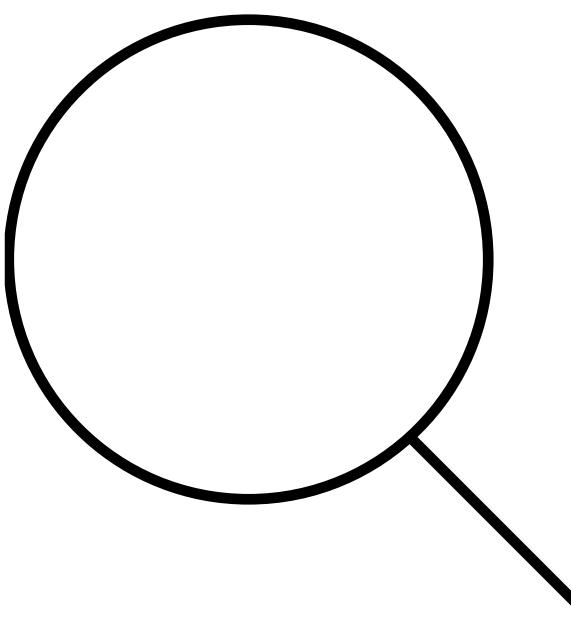


With the opportunity identified, competing needs frame ideation—focusing on solutions that are desirable, feasible, and realistic.

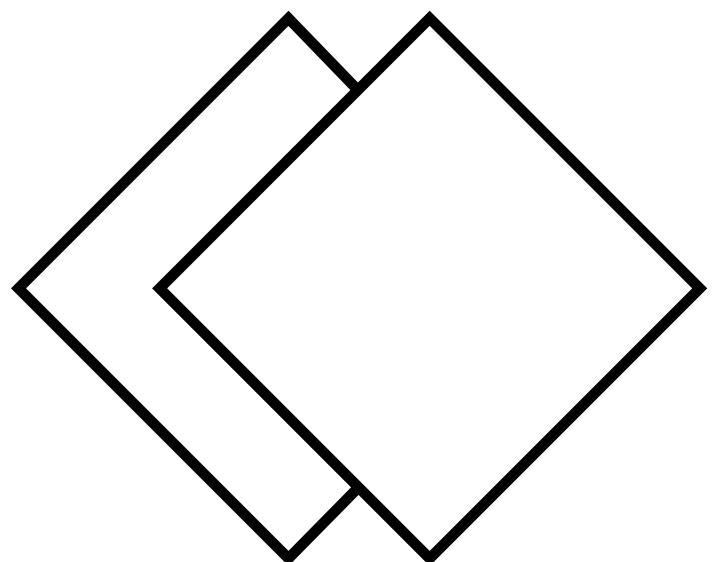
This is best achieved through small, diverse, multidisciplinary teams.



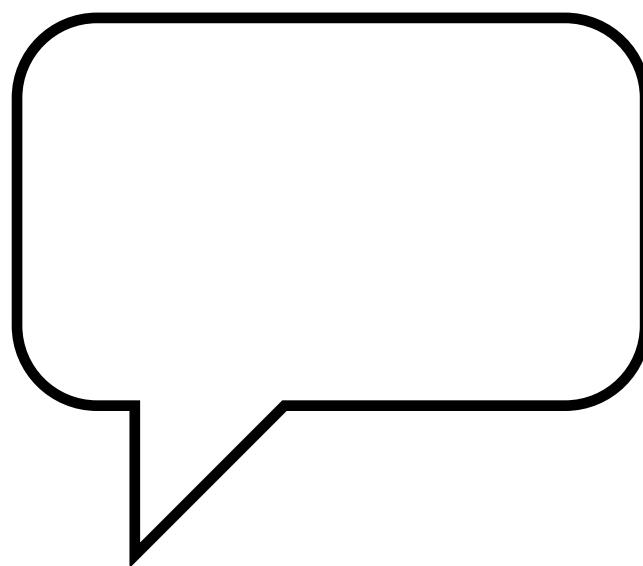
Using simple human-centred design methods—in an iterative and cyclical rhythm—even the most unique of problems can be quickly solved.



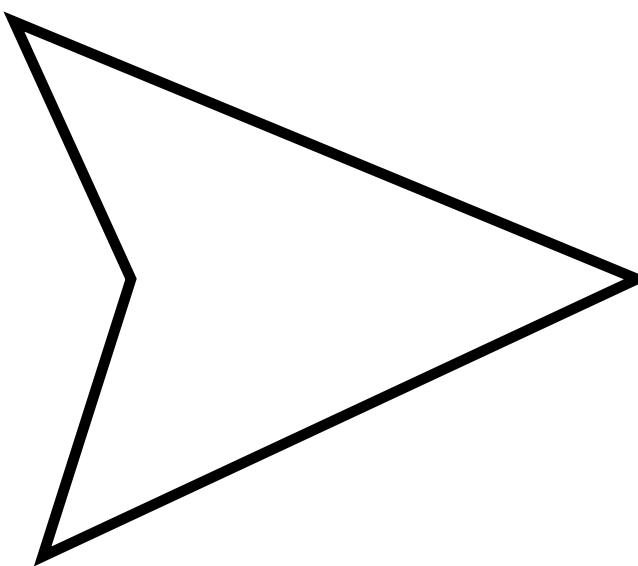
Understand



Ideate



Test



Deliver

Across this process I help teams to overcome uncertainty, ambiguity, and complexity.

Working together a culture can be formed, talent nurtured, skills developed, and a shared vision created.

Together we can shape the future.

YouTube Studio

Imagining the future of the creator economy with an audience-centric product design vision.

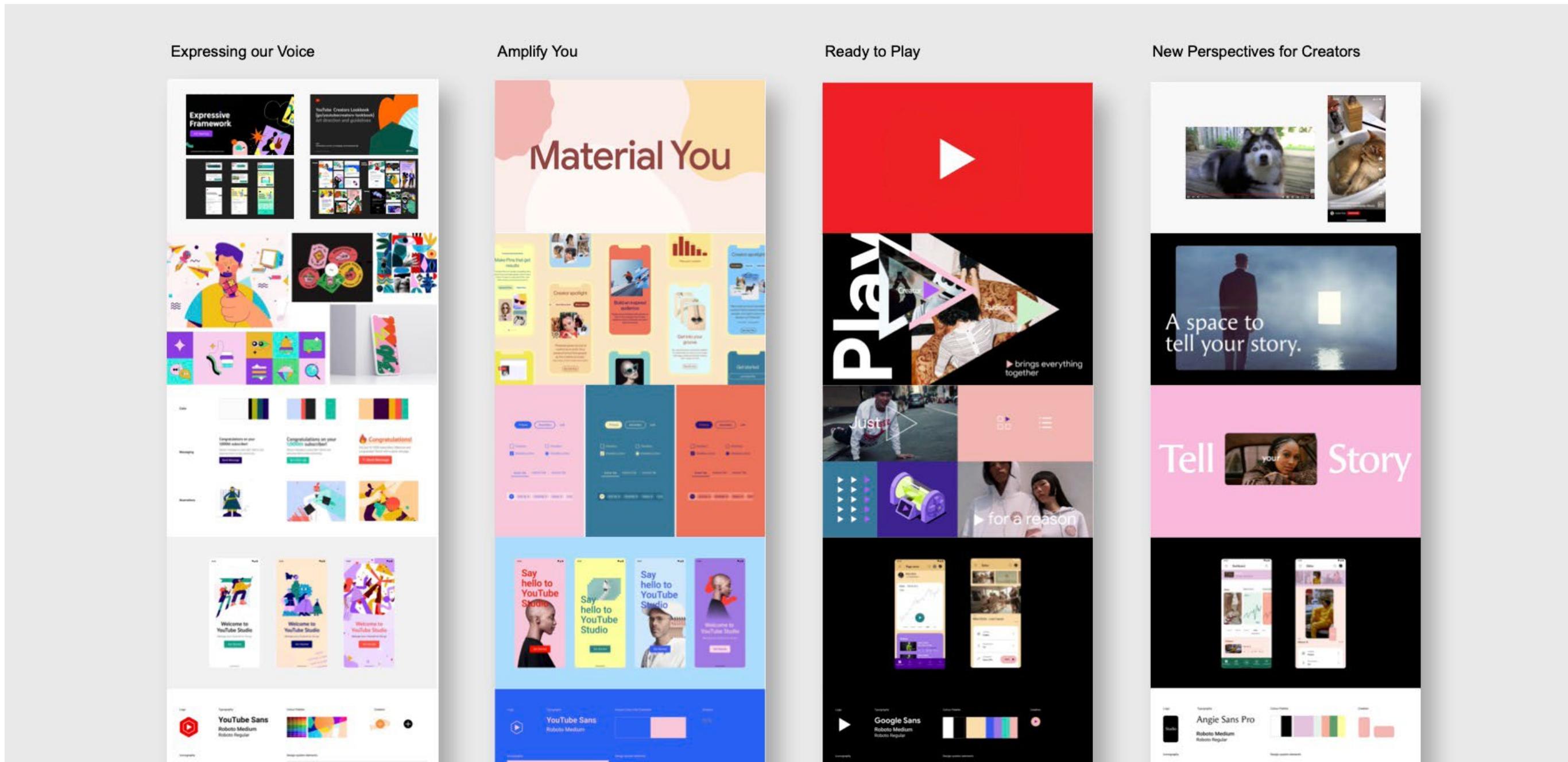
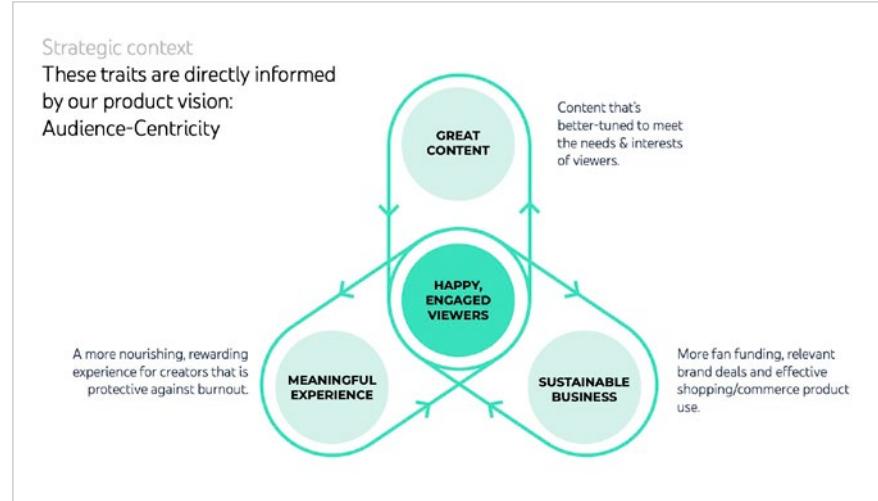
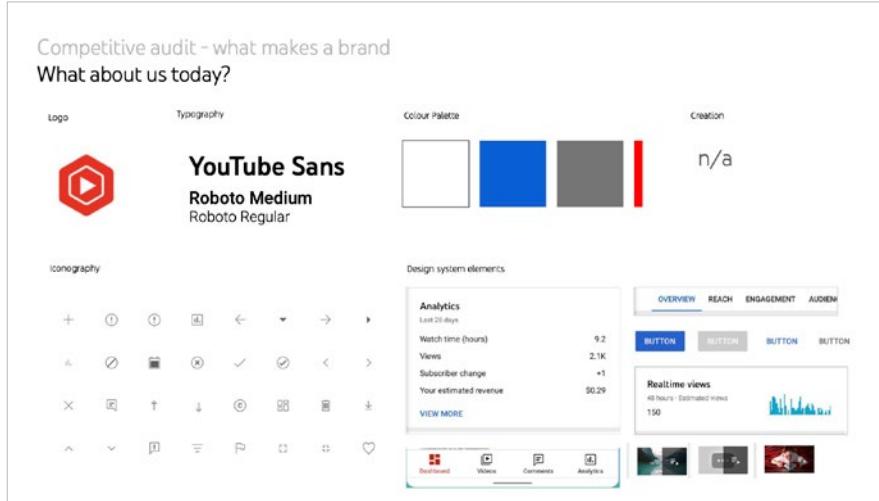
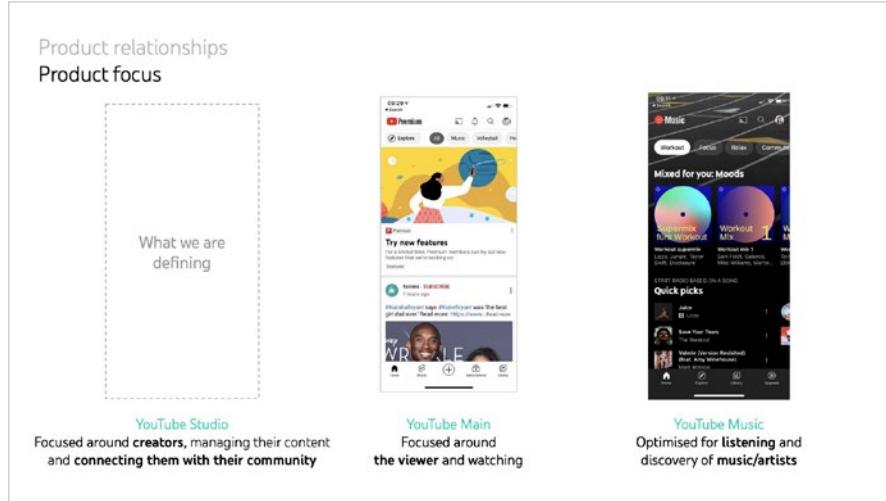
YouTube Studio is a dedicated app to help creators understand, connect with, and build their audience. The app's current focus is on managing a channel, with interactions feeling laborious and lacklustre compared to new competitors like TikTok and Instagram Reels.

YouTube's brief was to create a vision of the future for YouTube Studio, one that would inspire internal teams for the next 2 years. In collaboration with a strategy director, I led a design team to reimagine the creator experience from the ground up for mobile-first creators via a new concept vision and design system.

Project team: Experience design director (me), strategy director, experience designer, visual designer, motion designer, copywriter, project manager.

Deliverables: Product design vision, design system, interactive prototypes, vision pitch film.





Status quo & strategy

During early collaboration with the YouTube team, themes like audience-centricity (audience = creators) and happy, engaged viewers stood out as being key factors to base our future conceiving around.

Initial explorations

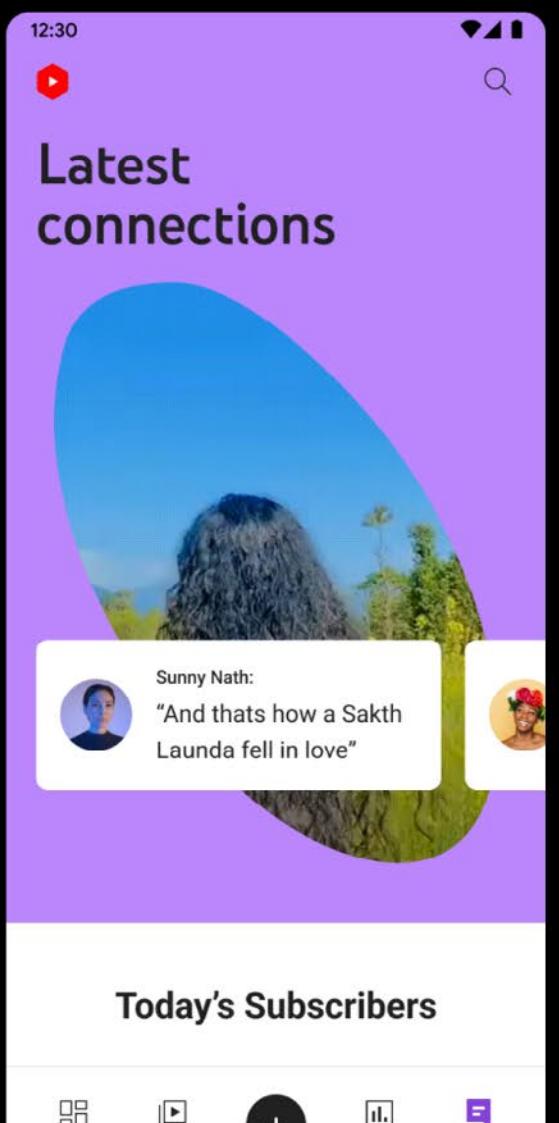
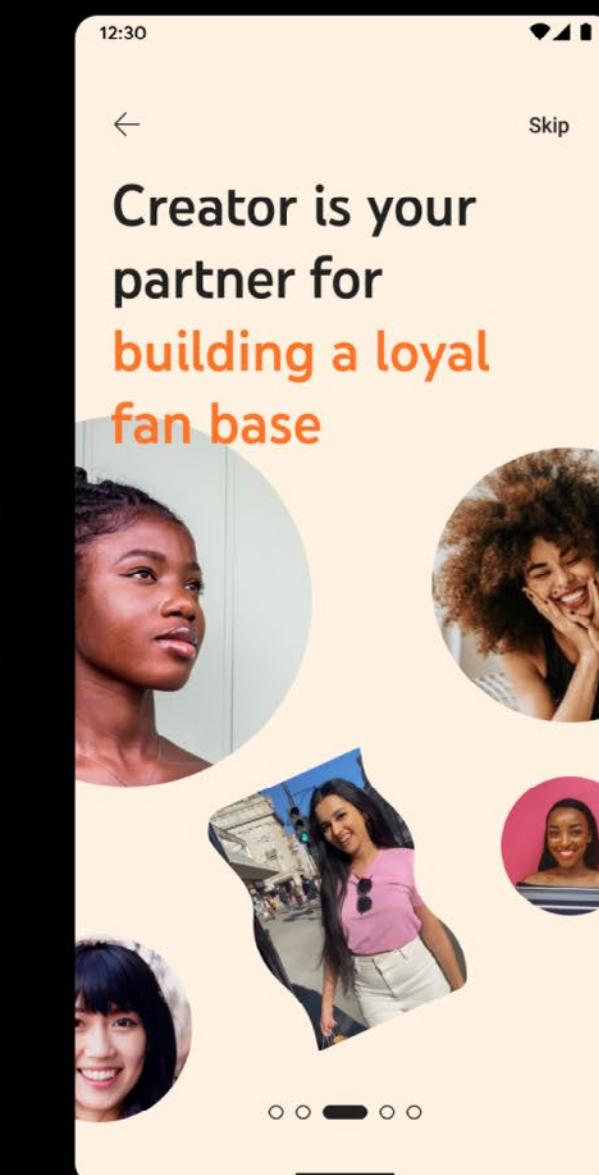
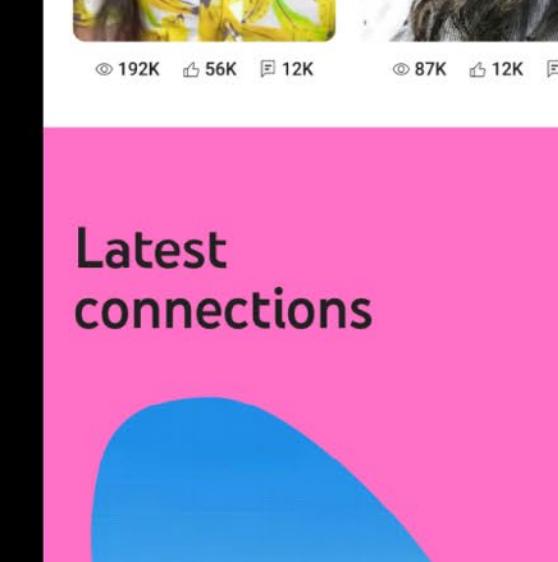
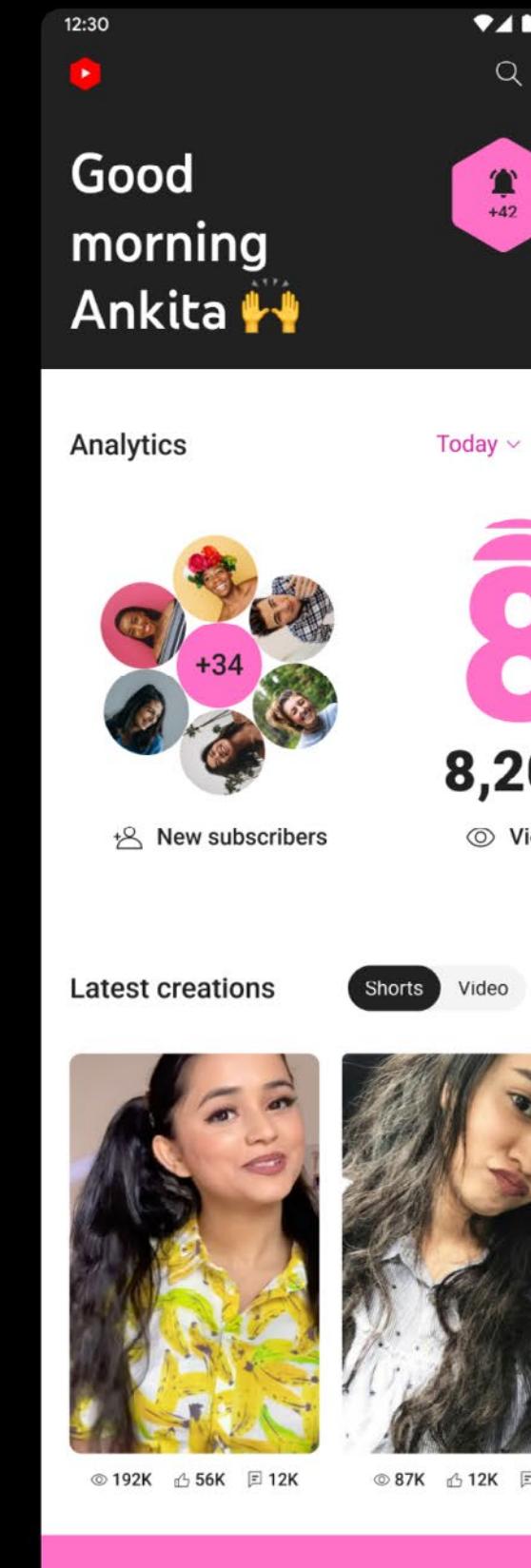
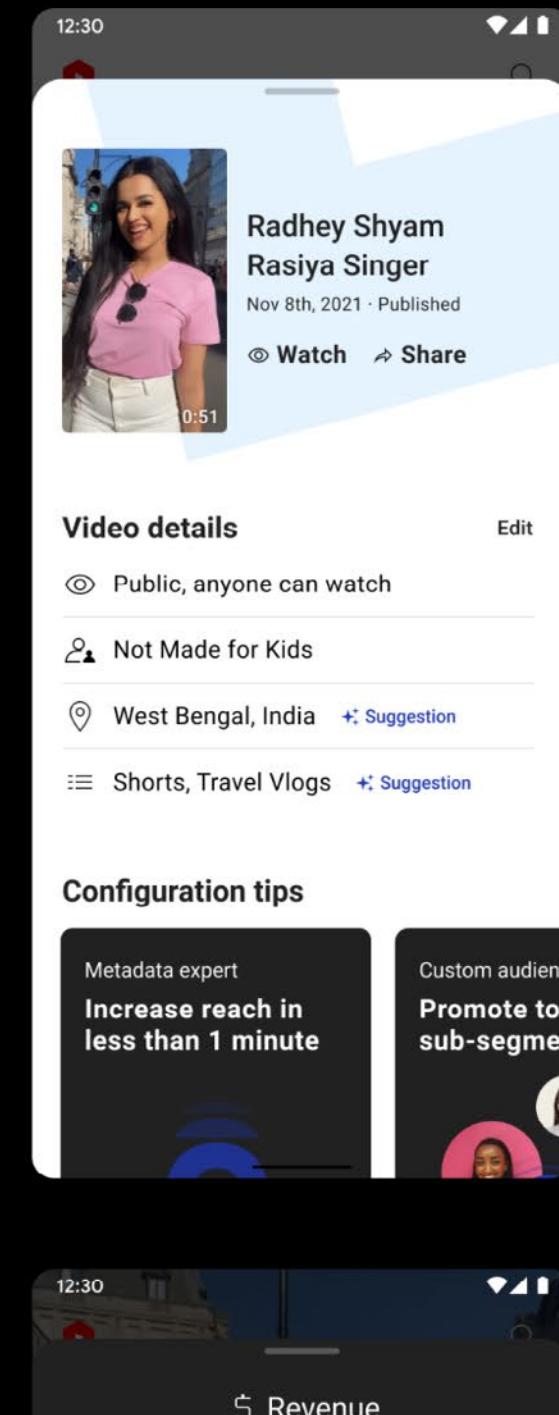
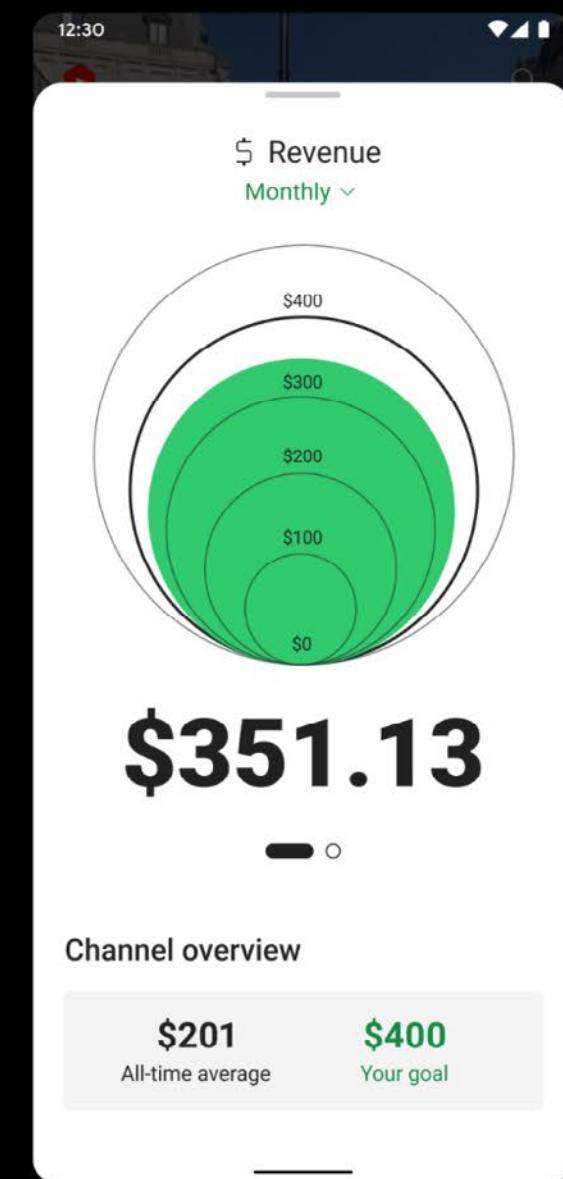
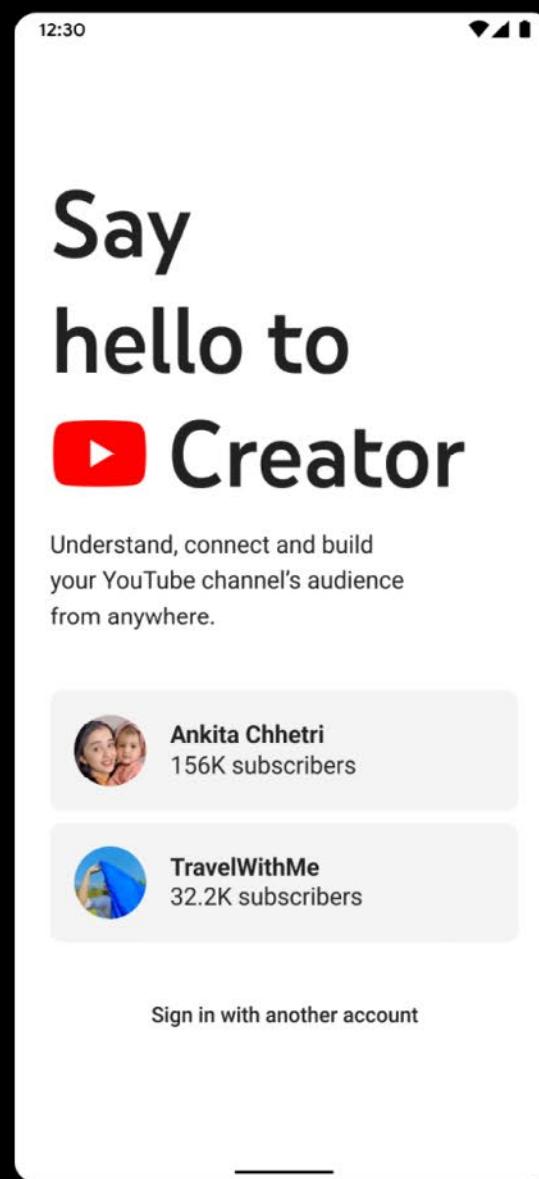
Divergent conceiving explored many options for conceptual and visual directions, varying from mild ideas which played off existing concepts from within YouTube and Google... to wild ideas which explored playing off uniquely own-able elements like the play button and video format ratios.

Finding the balance of which direction to take was a deeply collaborative process with the YouTube team. Their large product and audience knowledge grounded discussions in the practical, while our team's outside perspective, agility and high level of craft continually pushed the boundaries.

Ultimately, expression and uniqueness from directions 1 and 2 were combined during the development process, creating a unique concept to evolve, test, and rollout alongside a new name for the app: YouTube Creator.

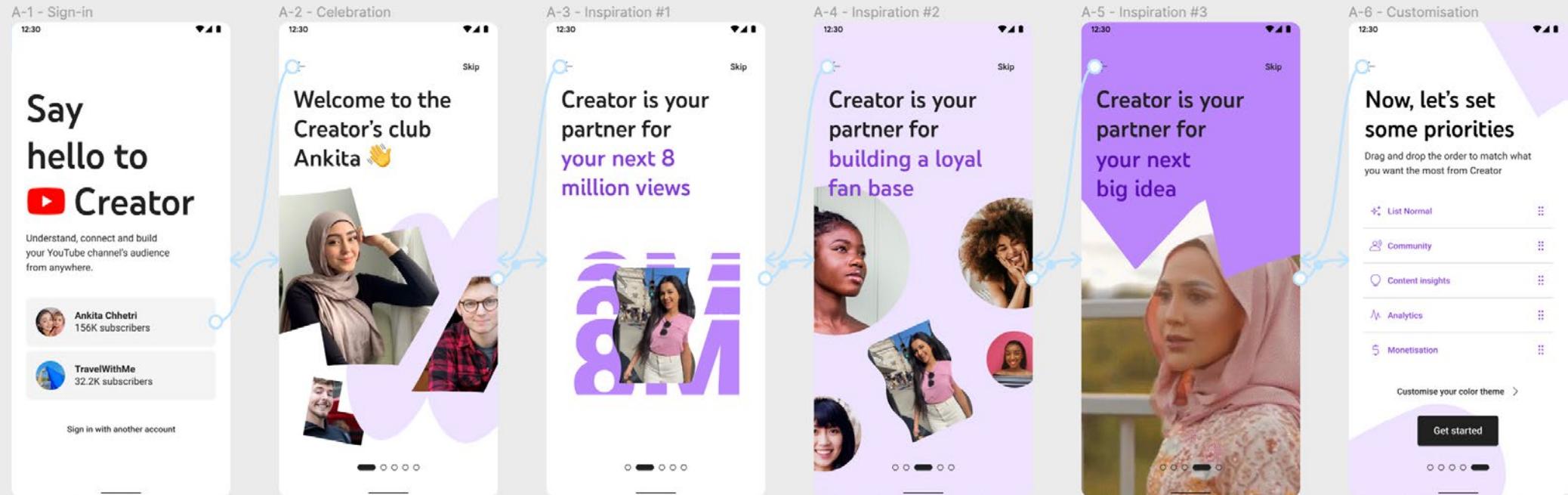
Amplification

Informed by the strategic direction of audience-centricity, the new YouTube Studio design system was built around the concept of Amplification—expressing and celebrating what the creator has done, can do and can be—flexing from serious login screens as shown on the left, to bold celebration screens on the right.

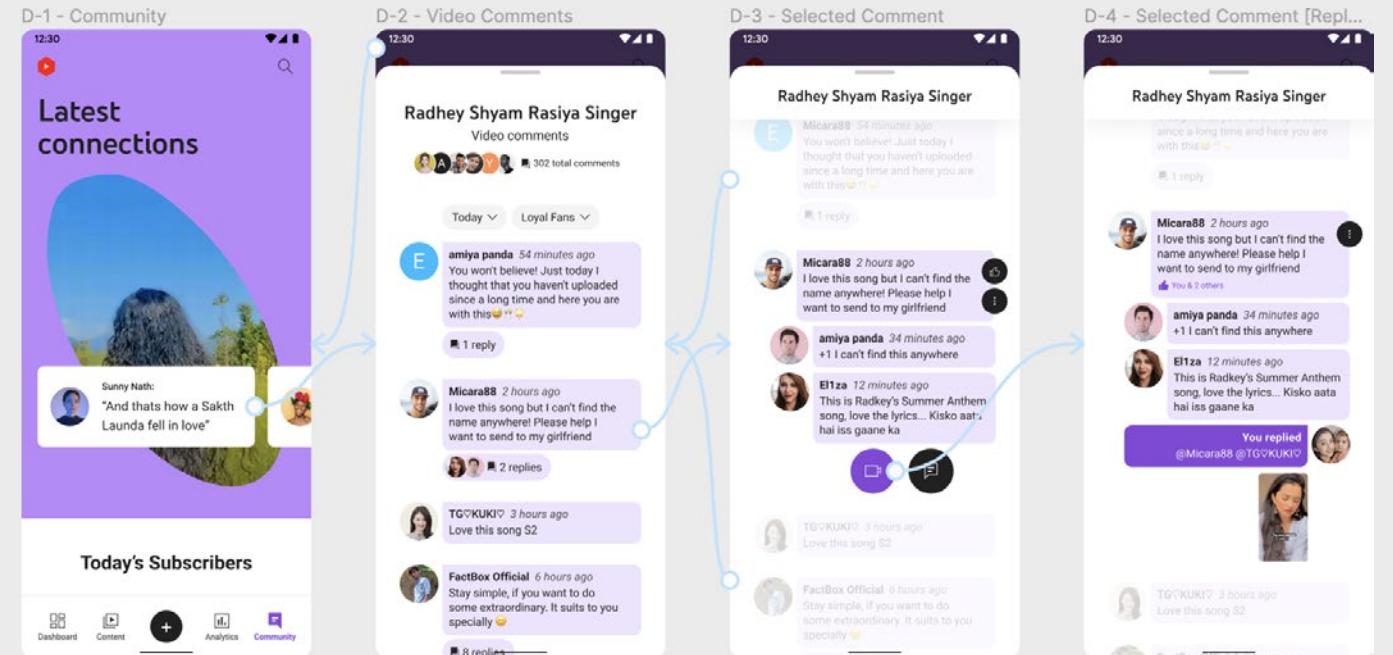


Figma click-dummy journeys

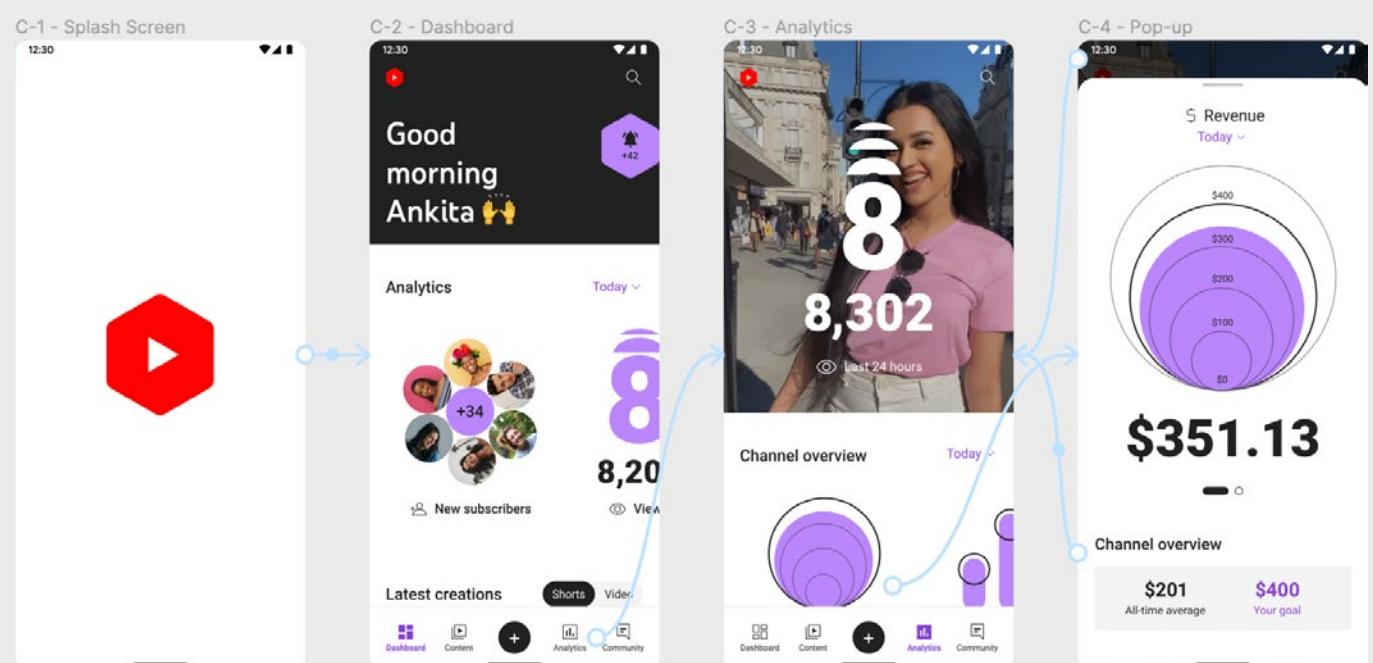
Onboarding



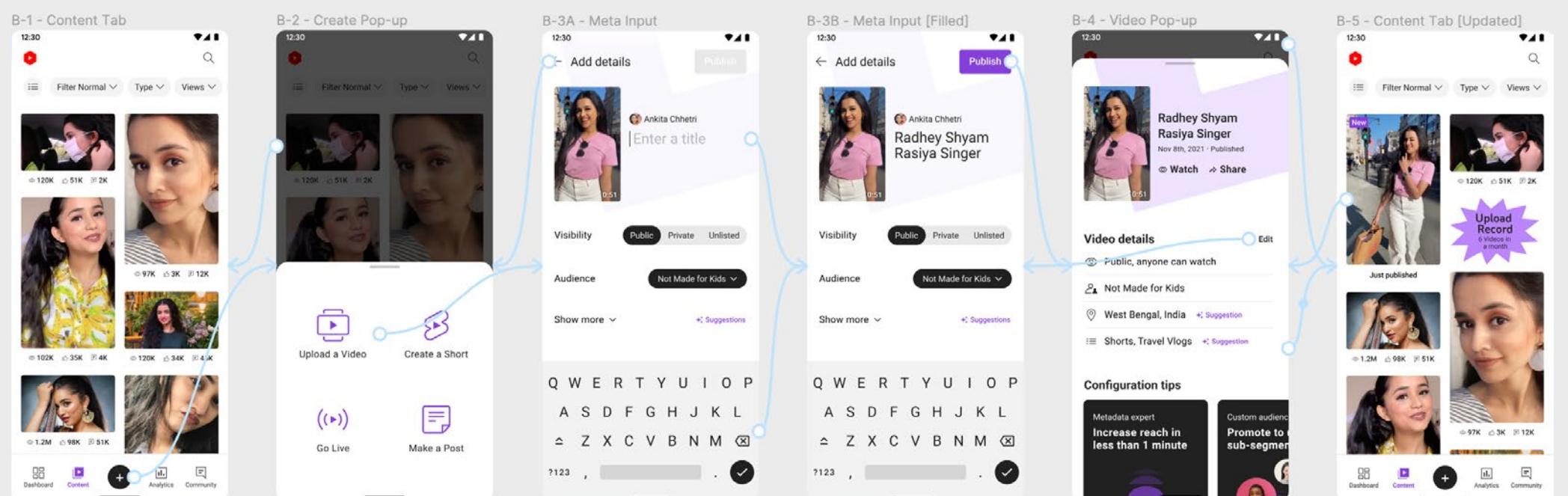
Interacting



Analysing



Creating



Handover documentation of design system

Amplification of Creators

Through visual Amplification, the new Design System celebrates the creator's potential and their current possibilities through their future potential – allowing them to better comprehend, communicate, connect, collaborate with, and convert their audience.

Every element of the Design System has been built to reinforce this mission and put individual creators and their audience front and center as the main characters of this experience.

By reimagining existing features and using amplification as an inspiration for future ideas, a deeper relationship with creators can be forged. One that puts their needs first.

Connection to Audiences

The amplification continues with the creator's audience. The Design System is built around bringing creator-audience interactions to life, putting the creator directly in touch with their fans.

Through tailored insights, YouTube helps the creators focus on what is meaningful to them, guiding them towards content relevant to their audience, helping them maintain and build (without stress) the success of their content creation business.

Toolkit

Color

Typography

Shapes

Iconography

Data Visualisation

Outcome

With the vision of audience-centric *Amplification* approved, the design system was developed into a range of handover files to help internal teams explore, evolve and launch the next version of the app.

- **Detailed guidelines** provided an overview of the new design elements and recommendations on how to use them.
- **Figma design system** provided a playground for designers to make new screens and features, or for other stakeholders to interact with the journeys.
- **High-fidelity animated mockups** created in AfterEffects provided inspiration for going beyond typical UI transition animations.

Feedback on the project highlighted how our work provided YouTube with a unique concept for further discussion and refinement inside YouTube.

Siemens MyGrowth

Fostering individual growth for 300k+ employees with digital experiences and services.

Siemens MyGrowth is an internal initiative created to meet one of Siemens' strategic pillars—growth & development of their worldwide talent. In a world that is changing faster than ever, Siemens needed help transforming their learning culture from courses and features, into a growth mindset that everyone can be a part of.

Over the last 18 months I have collaborated with a communication-focus creative director and a multidisciplinary team to evolve the experience of learning at Siemens via a range of projects featured on the following pages.

Project team: Experience design director (me), creative director, visual designer, experience designer, copywriter.

Deliverables: Experience vision, experience principles, journey mapping, e-learning templates.

You're not alone on your growth journey.

MyGrowth is a Siemens initiative that empowers you to keep up with the changes around you:

Access tools and programs that put you in the driver's seat.

Discover a range of formats that fit into any schedule.

Use it for any stage of your career journey.

How MyGrowth fosters individual growth

Growth is a process that is unique to each and everyone of us. That's why MyGrowth provides different ways to develop and personalize your growth journey.

MyGrowth Focus Areas

Explore the different ways that MyGrowth will help you grow.

MyGrowth Self-reflection

Having greater awareness of your thoughts, actions, and strengths helps you identify how you can develop.

[More Information](#)

MyGrowth Career

A number of practical tools and initiatives help you make progress on your career journey.

[More Information](#)

Growth Talks

Use these productive strength-based and future-oriented dialogues anywhere, at any time, to contribute at your best and improve your performance.

[More Information](#)

Growth Talks

Strength-based conversations improve your performance and help you grow. That's why we're moving away from stuffy, unproductive performance appraisals – towards ongoing meaningful open dialogues that leave you feeling positive and empowered.

Continuously Aligned, Clear Expectations

Start looking for and recognizing opportunities for further development and growth.

Everyday Learning

Make time for your own development and learning.

[Continue](#)

Share & Celebrate
Stay connected with your peers

Your badges

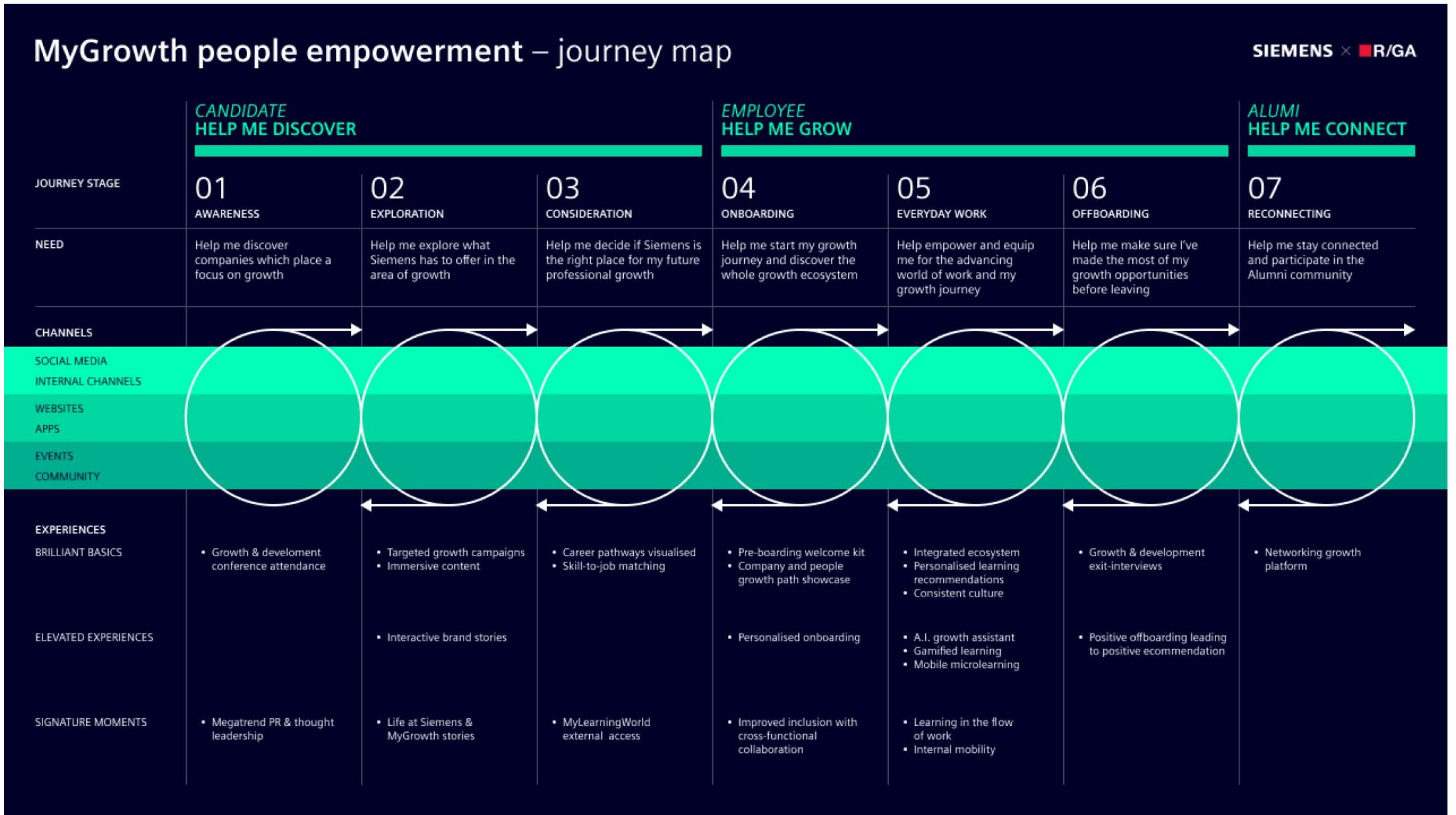
Your Badges reflect how far you've come on your learning journey. They represent all of your different achievements so be proud of every single one that's been added to your collection.

Create and share a playlist

Playlists give you the opportunity to compile content for yourself or share it with others. All learning tiles include this icon so that you can seamlessly add learning content to an existing playlist. Keep the playlist for your own reference or share it with colleagues to inspire them.

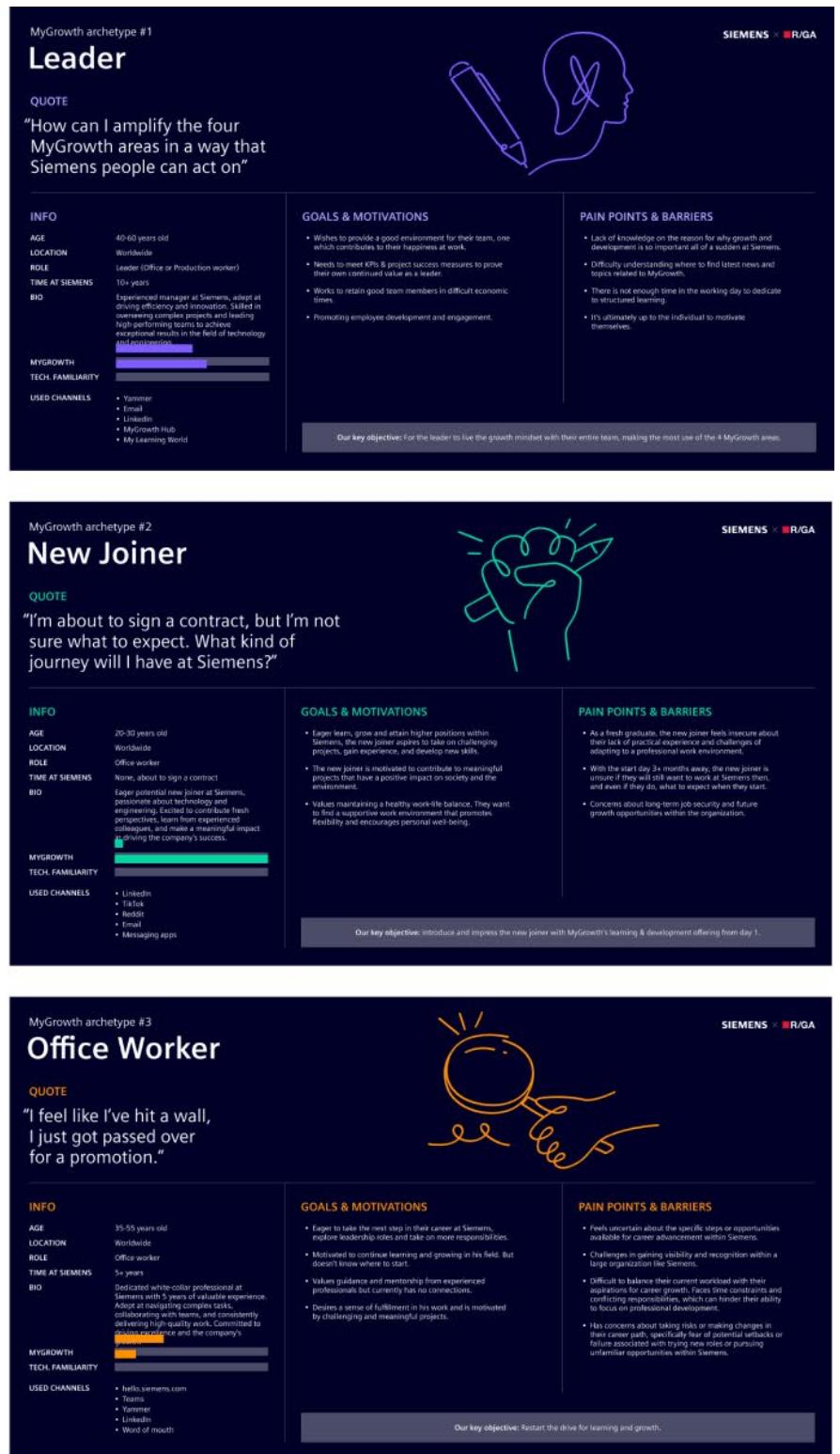


Understanding: Creating a base for future success



Journey mapping

Mapping the journey of learning and development at Siemens was the first part of our work together, capturing the entire journey from awareness, through everyday work, to leaving. The second part was experience mapping, seeing how well MyGrowth achieved this vision of the ideal future state.



Persona needs and barriers

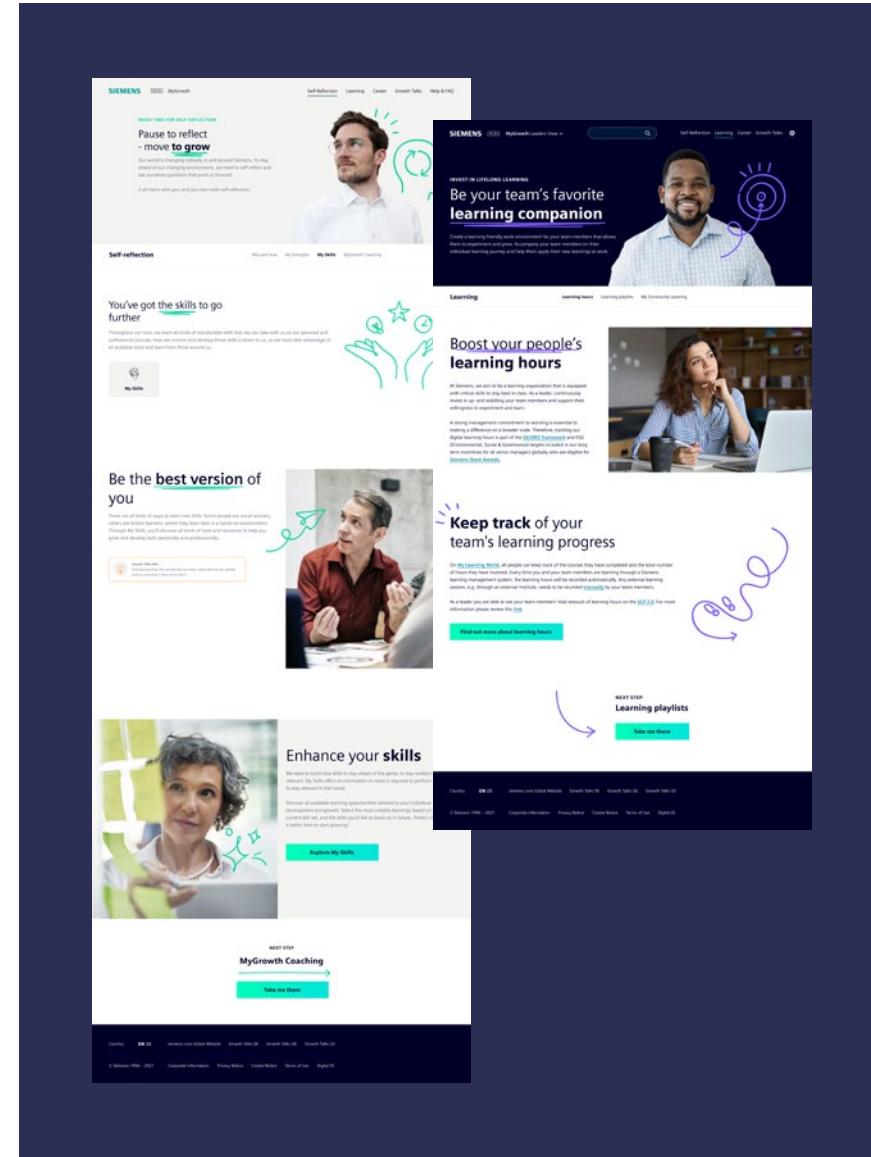
Creating empathy with the wide range of Siemens employees and sharing insights with the wide project team was done with personas.

Thinking: Guiding the future of learning & development with Siemens



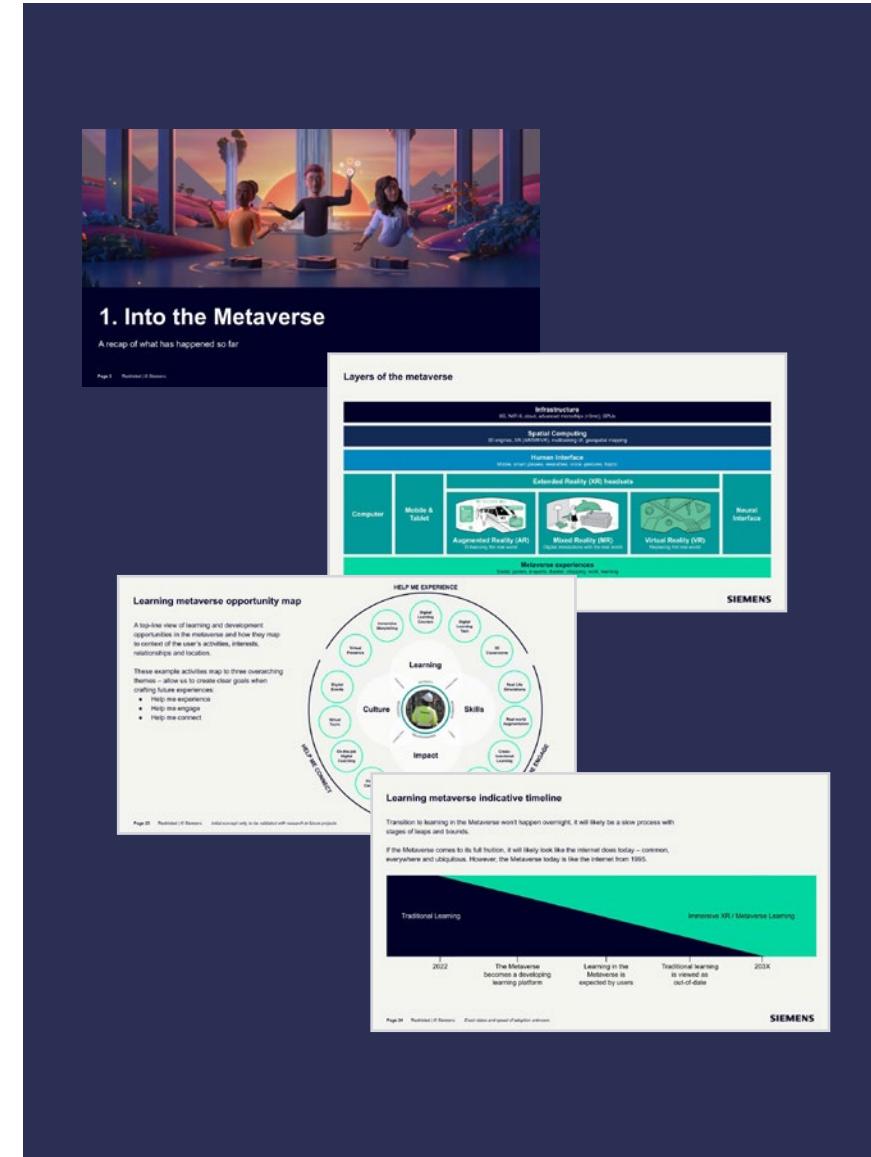
Learning eco-system vision

Exploring different need & insight based visions for how MyGrowth can best assist employees via new technology and new concepts.



Internal platforms

Communicating the need for learning via a centralised hub, providing all tools and resources needed for developing a growth mindset.



Metaverse thought starters

How does learning move into the metaverse? Education, strategy and first project ideas on how to leverage immersive new formats.



A.I. exploration

How can new technologies help create a more personal connection with learners and how should we design to balance technology and humanity.

Exploring: How best should we create a new immersive type of e-Learning?

Different concept directions

Direction 1 Learning Journey

Exploring the many levels of MyGrowth and My Learning World, top to bottom, via a physical space metaphor.

Zooming in from the megatrend, layer by layer, down to individual features in My Learning World.

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SIEMENS

Direction 2 Make It Personal

Creating a choose-your-own-adventure style e-Learning – *allowing employees to personalize the course to their needs* – showing industry specific reasons why learning is important, courses to take, and personalized next steps.

Page 27

SIEMENS

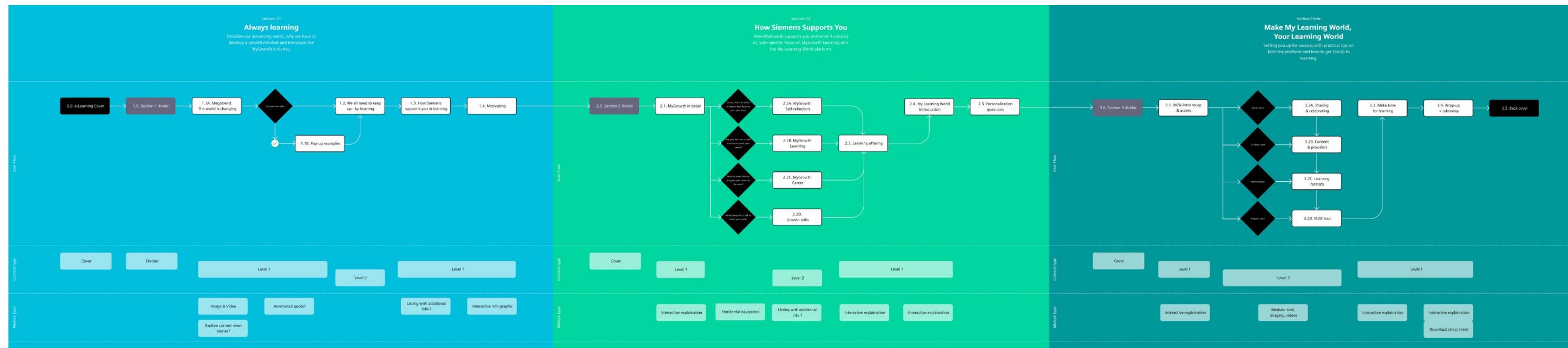
Direction 3 Everything but an e-Learning Course

If the right touchpoints, reminders and MLW platform features are in place – no e-Learning is needed to explain MyGrowth or how to use MLW. This direction aims to update everything around MLW, so the only e-Learning people required is career focused.

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SIEMENS

User flow mapping of Direction 2



Making: A new style of e-Learning

With MyGrowth providing access to over 10,000 learning courses from over 20 providers, Siemens' own learning courses were sitting side-by-side with the worlds' best content and learning experiences. To stand-out and communicate the full value of Siemens' created content, a new e-Learning template and style of content was created. Immersive, snackable, and personalised.

The image displays a grid of 20 screenshots from the 'MyGrowth' e-learning platform, illustrating its modular and personalized design. The platform features a dark blue background with white and light blue text, and includes various icons such as hands holding phones, lightbulbs, and people. The content is organized into chapters and sections, each with a 'Continue' button. The screenshots show different aspects of the platform, including:

- Chapter 1: Welcome to life-long learning at Siemens** - A hand holding a smartphone with a stylized brain icon.
- Chapter 1/2: Always learning, always growing.** - A hand holding a smartphone with a brain icon.
- Our world is advancing faster than ever** - A hand holding a smartphone with a brain icon.
- We all need to keep up by learning** - A hand holding a smartphone with a brain icon.
- You're not alone on your growth journey.** - A hand holding a smartphone with a brain icon.
- How MyGrowth fosters individual growth** - A hand holding a smartphone with a brain icon.
- MyGrowth Focus Areas** - A hand holding a smartphone with a brain icon.
- MyGrowth Self-Reflection** - A hand holding a smartphone with a brain icon.
- MyGrowth Learning** - A hand holding a smartphone with a brain icon.
- MyGrowth Career** - A hand holding a smartphone with a brain icon.
- Growth Talks** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 How Siemens Supports You** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 Continuously Aligned, Clear Expression** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 Everyday Learning** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 The one area we will focus on in this course is MyGrowth Learning.** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 My Learning World** - A hand holding a smartphone with a brain icon.
- CHAPTER 2/3 Making the most of My Learning World.** - A hand holding a smartphone with a brain icon.
- Platform Tour** - A hand holding a smartphone with a brain icon.
- Find Your Content** - A hand holding a smartphone with a brain icon.
- Learn From the Best** - A hand holding a smartphone with a brain icon.
- Share & Celebrate Stay connected with your peers** - A hand holding a smartphone with a brain icon.
- Let's make learning a habit!** - A hand holding a smartphone with a brain icon.

Each screenshot includes a 'Jump In' or 'Continue' button at the bottom, and some sections feature additional text like 'Over 100,000 learning resources' or 'What makes you excited to learn?'. The overall aesthetic is clean and modern, with a focus on personal growth and professional development.

Eucerin

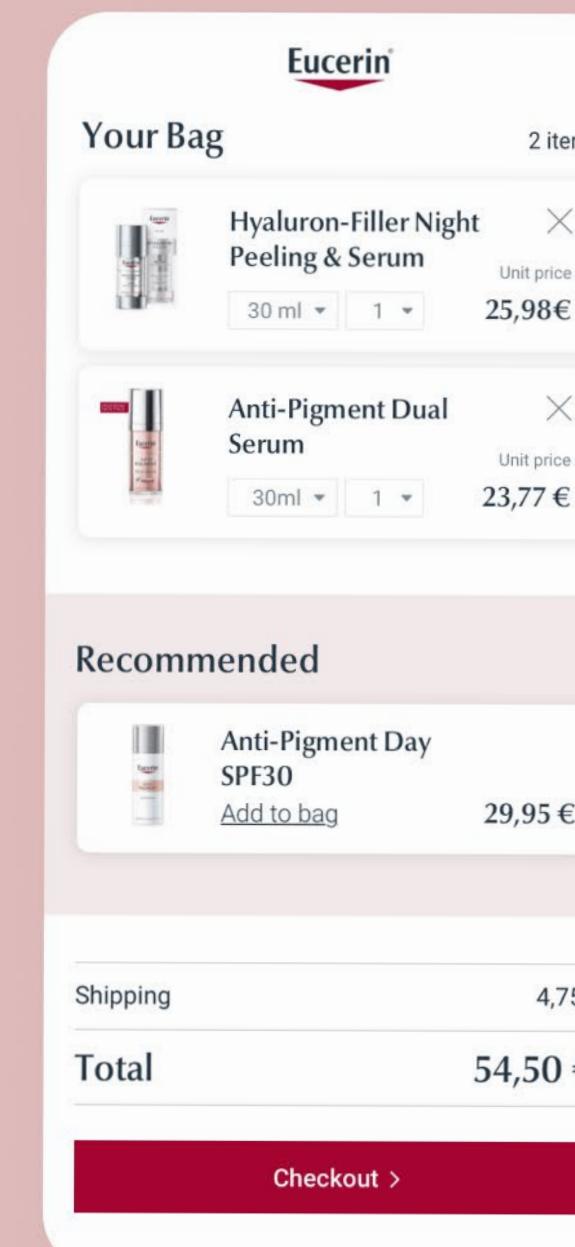
Launching a user-centric digital eco-system to deliver life-changing skincare online in 50+ countries.

With a history of over 100 years of pharmacy-based dermatological skincare, Eucerin needed to transform its digital experience to connect with the next generation of customers who expect online convenience and trend towards nature-base skincare products.

Across this 24 month project, I led a multidisciplinary team to uncover future target groups' needs, ideate innovative solutions and deliver development ready features & services. The initial brief started with a new global .com template—relaunching Eucerin mobile-first for a new, younger audience—but quickly expanded to the full digital customer lifecycle including e-commerce & e-CRM.

Project team: Experience design director (me), content strategist, UX designer, UI designer, project manager, external development team.

Deliverables: User research, digital strategy, experience concepts, digital design system.



Your Bag

2 items

Hyaluron-Filler Night Peeling & Serum

Unit price 25,98€

30 ml 1

Anti-Pigment Dual Serum

Unit price 23,77 €

30ml 1

Recommended

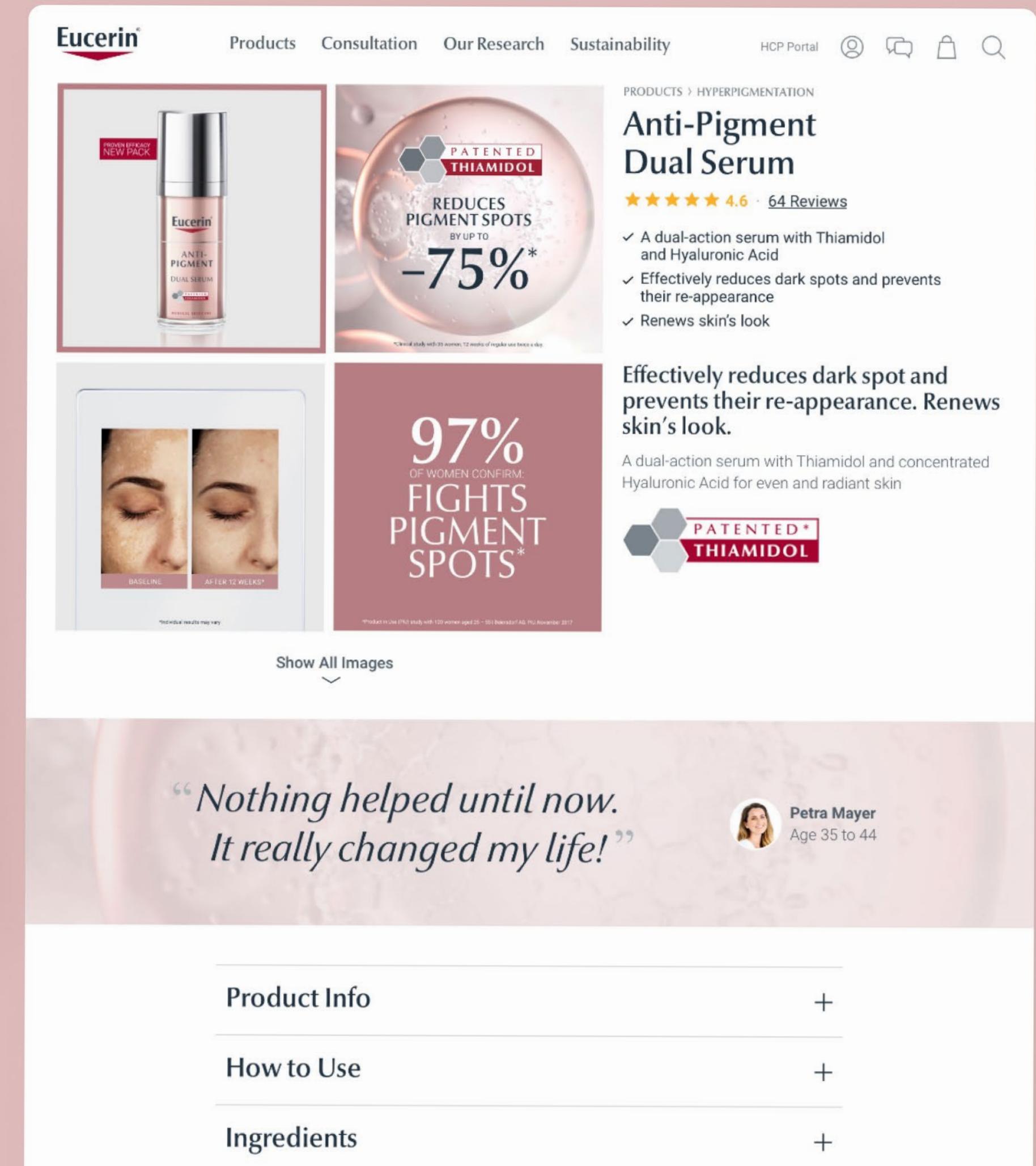
Anti-Pigment Day SPF30

Add to bag 29,95 €

Shipping 4,75€

Total 54,50 €

Checkout >



Eucerin

Products Consultation Our Research Sustainability HCP Portal

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

97% OF WOMEN CONFIRM: FIGHTS PIGMENT SPOTS*

PATENTED* THIAMIDOL

"Nothing helped until now. It really changed my life!"

Petra Mayer Age 35 to 44

Product Info +

How to Use +

Ingredients +

Persona & journey mapping

USER PERSONA

Erica Powell

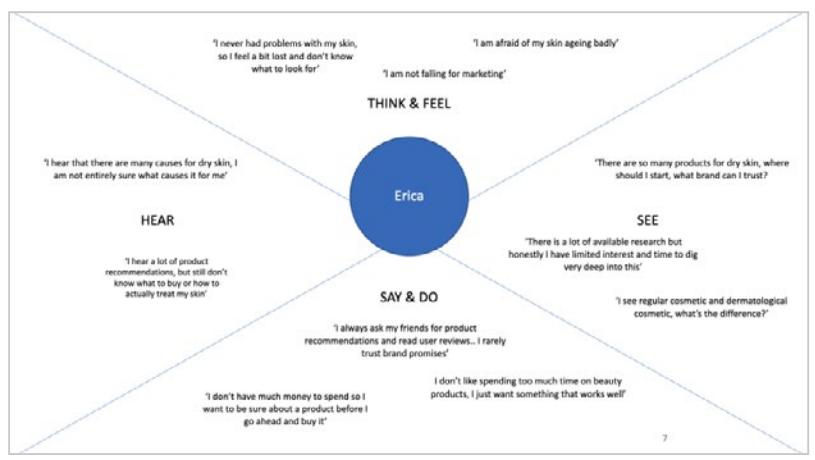
ABOUT
Erica recently finished her BA in cultural sciences at the university of Bristol. She is working in a fashion career to pay the rent while looking for another job. She is outgoing and loves to hang out with her friends whenever she's free. Erica doesn't trust marketing and relies on recommendations of her friends and family. She tried all sorts of brands before but the AC in the store makes her skin so dry that she needs a different solution.

NEEDS
• A product that fits her skin type and really helps
• Proven results backed by recommendations and user reviews

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

AGE 30
JOB TITLE Vendor
STATUS In a relationship
LOCATION Bristol

WITTY OUTGOING DETERMINED SENSITIVE



ERICA'S JOURNEY

4. Product detail page

MAIN INFORMATION/BEHAVIORAL NEEDS

- Get a (personalized) skin/product consultation
- Find the right product fit
- Understand dermatological advantage
- See social proof/reviews
- Find out about where to buy online
- Be able to buy online easily
- Get complementary/related product info
- Get new product recommendations

CONTENT FORMAT REQUIREMENTS/UX

- Snackable content that is easy to digest
- Visual and engaging content
- Personalized content

CONTENT PERFORMANCE ASSESSMENT

- The product that converts the most for Erica's persona is the "Products/dry-skin-replenishing-face-cream-Spercene®" (18% conversion rate).
- Around 7% of the users that fit Erica's persona are interacting with the horizontal navigation tabs.
- There are 695 monthly queries for the products related to Erica's interests, but we are bringing only 513 entries to the website. To optimize that, we should focus on "face cream" and "face cream for dry skin" related keywords.

ERICA'S JOURNEY

NEEDS-BASED ASSESSMENT

Information/Behavioral needs met 2/4

While articles cover the majority of Jeff's information needs, product pages don't. Children's product suitability is covered, however not prominent. Specific product recommendations for children are missing, studies conducted cover results in adults only. Brand/product USPs for children are not highlighted.

Content format requirements met 1/4

The articles currently help to drive an average of 5.37% of purchasing/conversion intent. The average engagement time on the pages is 2 min 46 sec, and the scroll depth indicates that only 13% of all visitors are getting to the bottom of the content. Best performing content is: 'skin-concerns/atopic-dermatitis/atopic-eczema-in-babies'.

Additional observations

All articles on children's skin concern (atopic skin) cover topics addressed in another article, there is a lot of duplicate information across articles.

ORGANIC TRAFFIC

Performance regarding ranking/index on keywords with a good search volume show poor results and should be addressed and considered in a new content/page structure.

Persona based content assessment & strategy

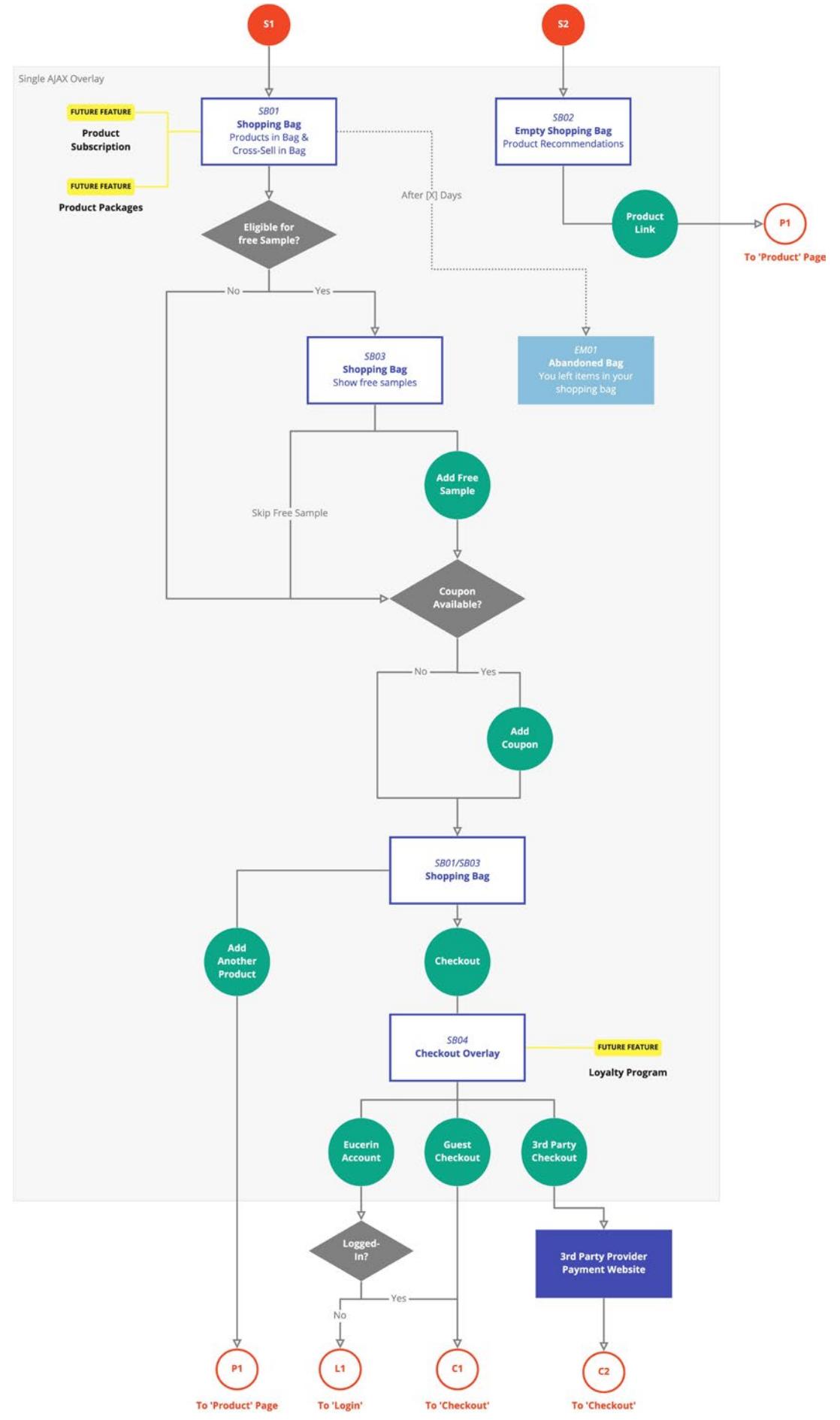
Desired outcomes	Aware				Learn				Buy	Live		Share
	Discover	Consider	Evaluate	Find	Use	Retain						
KPI/Performance	Website traffic, search volume, impressions	Engagements metrics: bounce rate, session duration, time on page, pages per session, scroll depth, returning visitors			N/A, third party data	Returning visitors, newsletter sign-ups and sign-outs, bounce rate						
Core Need	Jeff: I want to educate myself on my child's skin condition and find a solution to it	Jeff: I want to learn more about my child's skin 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 want to see positive results/changes in my child's skin	Jeff: I want to see positive affirmation from others	Jeff: I would appreciate other product recommendations that improve my skin condition and match my lifestyle (e.g. hiking)	"I share my positive experience with Eucerin (products) and I recommend it to others"
Drivers	What will make me find out about Eucerin as a brand and/or the products?	What will engage me and make me curious about Eucerin as a brand and/or the products?	How can you reassure me that Eucerin is a good choice?	How can you make it easy for me to find Eucerin products?	What would convince me to buy Eucerin?	How can Eucerin keep me loyal and make me feel like a valued customer?	Jeff: My child looks/feels better	Jeff: There is a simple and quick way to leave my review without me having to actively go and look for it	Jeff: I am getting confirmation/affirmation from other parents that my child's skin condition and how to handle it well	Jeff: I find the products I want at my local pharmacy	Jeff: Now that I am convinced about this product I would love to explore more products from the same range	Jeff: I would appreciate nice assets that I can share on my social profiles
	N/A	Jeff: I see that Eucerin products are suitable/good for children	Jeff: The products are recommended by dermatologists	Jeff: I can find online or on my way to/from work, it does not add complexity to my full day	Jeff: I can easily and quickly buy the products I need online	Jeff: I feel like this brand provides me with continuous advice and recommendations on how to treat my child's skin	Jeff: I feel like I now understand my child's skin condition and how to handle it well	Jeff: I was happy to read other parents reviews for reassurance, so I would like to give back and do the same	Clara: I find first results and feel confident	Clara: My boyfriend starts noticing a difference	Clara: My skin is not so sensitive to sunlight anymore, I feel like I have gained some living quality	Clara: This product really helped me, so I feel like I want to give back and spread the word
	Jeff: The products seem to tackle exactly my/my child's skin condition	Clara: I see that there is a product (range) that seems to specifically address my skin condition	Jeff: The products have been tested and approved for children and the results are positive	Clara: I find the products I want at my local pharmacy	Erica: Online ordering is easy and quick, I don't have to fill in too much information	Erica: I start noticing positive results and thanks to the consultation I also understand what is happening and why	Erica: I start to understand more and more what causes my dry skin and what care routine can help me	Erica: I prefer talking to people in person about products I like, but if I am happy with a product I am more than happy to review it online, the brand just has to remind me				
	Clara: I see visible proof that the products have helped other people with exactly the same condition	Clara: Eucerin is very transparent about the ingredients used in their products and properties are explained in an easy to understand manner	Clara: I am reassured by reading reviews and experiences from other people my age talking about the product and how it has helped them	Clara: The research on my skin condition seems well-founded. Also I finally understand all of it, because it is written simple and digestible	Erica: I can simply buy products online	Erica: I start noticing positive results and thanks to the consultation I also understand what is happening and why	Erica: I start to understand more and more what causes my dry skin and what care routine can help me	Erica: I can stick with Eucerin as a brand and still try out new products that complement my care routine				
	Erica: I see/hear the product has helped other people	Erica: I appreciate that Eucerin offers me consultation on what products are right for my skin	Erica: I now see the advantages of a medicinal cosmetic brand	Erica: I can get a free sample of another product to try				Erica: As a loyal customer I get free trial samples every now and				
	Erica: I understand the basics of how the product can help me and why	Erica: Without having to spend much time on it, I know now how to deal with dry skin and what can be done to help it										

Discovery & ideation

Immersion kicked-off the project to better understand user needs and barriers. These were shared with the wider project team to help inform our future design decisions. Immersion activities included: analytics, data analysis, user interviews, personas, experience maps, and content assessments—informing project goals and KPIs.

With a clear understanding of what success looked like, ideation started with mapping core user journeys, detailed e-commerce and e-CRM flows. Detailed wireframe click-dummies were created to quickly prototype solutions and align with stakeholders, content creators, and development teams on priority and project planning.

E-commerce task-flows



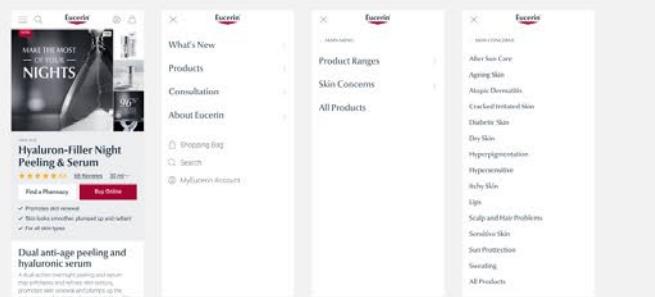
Interactive wireframe prototypes

The image shows a full-screen view of the Sketch application. At the top, there's a toolbar with icons for file operations (New, Open, Save, etc.), selection tools (Selection, Direct Selection), and various editing functions (Create Symbol, Forward, Backward, Group, Ungroup, Edit, Rotate, Mask, Scale, Flatten). Below the toolbar is a 'LAYER' panel on the left containing a tree view of project components: Concept Wireframes, Grid System, UI Kit, Wireframes (which is currently selected and highlighted in blue), Archive, and Symbols. A search bar labeled 'Search Layers' is also part of this panel. The main workspace is filled with numerous wireframe prototypes for different sections of the Eucerin website. These include: Country Selector (multiple variations for mobile and desktop), Sitemap, Homepage Notes (multiple variations for mobile and desktop), Product...er Notes (multiple variations for mobile and desktop), Product/Category Overview & Filter (multiple variations for mobile and desktop), Navigation (multiple variations for mobile and desktop), Search & Results (multiple variations for mobile and desktop), Pharmacy Finder (multiple variations for mobile and desktop), Newsletter Subscription (multiple variations for mobile and desktop), Contact Us (multiple variations for mobile and desktop), and Rating /...ws Notes (multiple variations for mobile and desktop). Each wireframe is accompanied by a small preview image and a label indicating its purpose and device type (e.g., 'Country Selector [Mobile]', 'Homepage Notes [Desktop]'). The right side of the screen shows a vertical scroll bar, suggesting a large number of wireframes are present beyond what's visible.

Colours



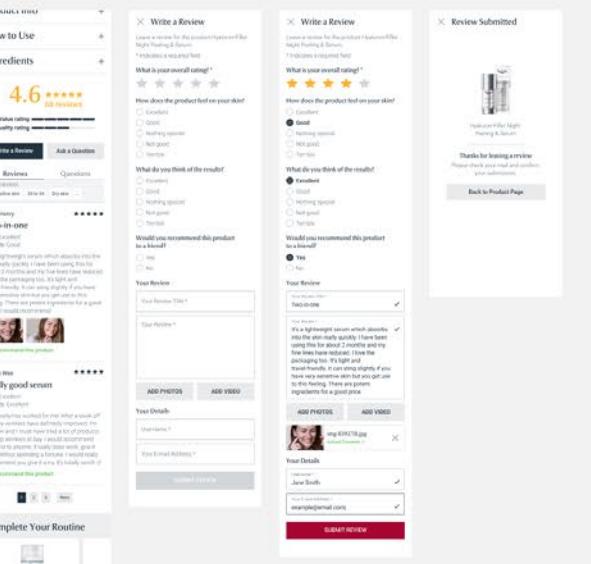
Navigation



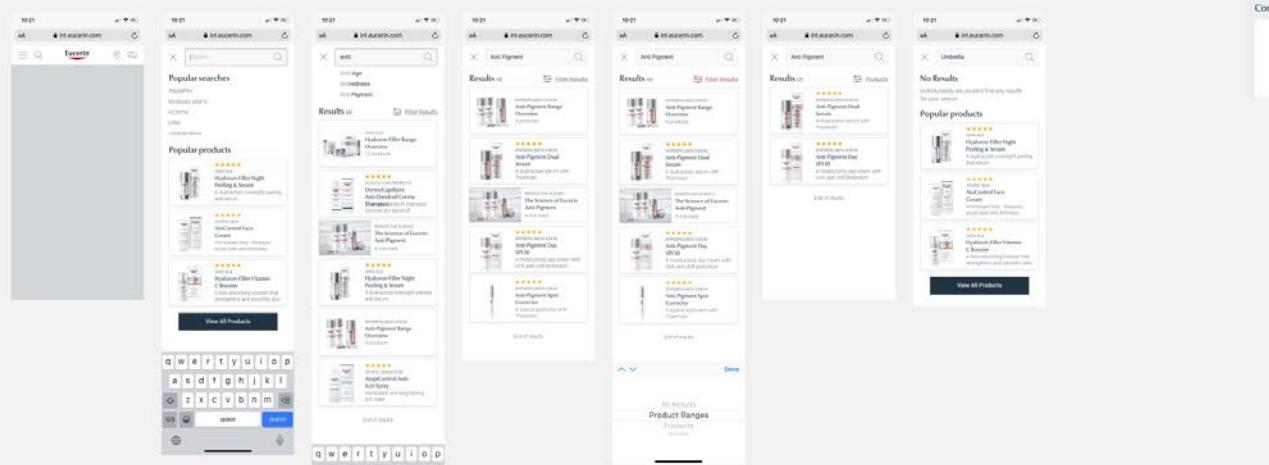
Grid Templates



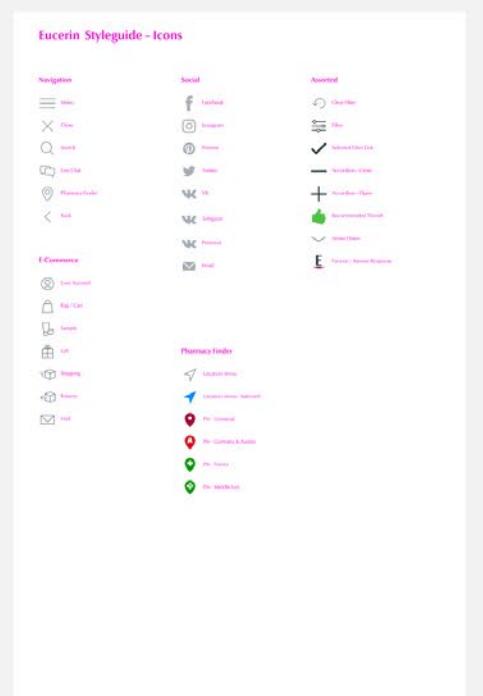
Rating & Reviews



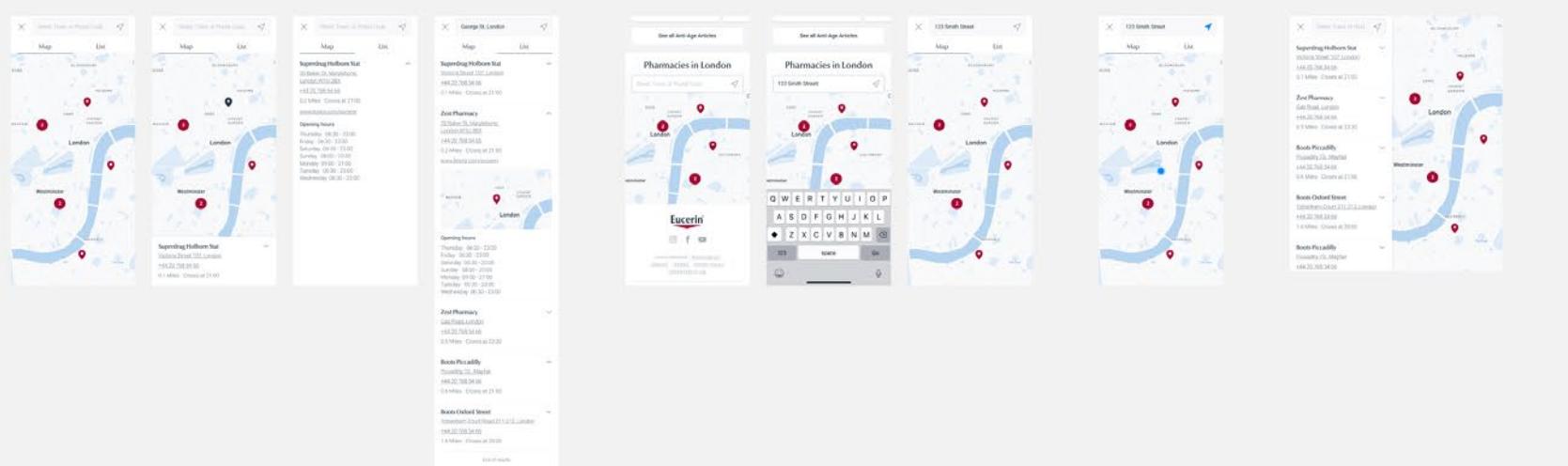
Search & Results



Icons



Pharmacy Finder



Crafting a new Eucerin

After the prioritised epics were approved, ways of working were setup with Eucerin's development team, allowing the design team to start delivery of the atomic-design based components. This new digital design system evolved Eucerin's core print-focused brand identity, to include AA accessibility, interactive card formats, and interface micro-animations.

In parallel, content based on the new content structure was created, with feedback loops informing design and copy refinements.

The previously created wireframe click-dummy was evolved into UI design with end-to-end journey flows, allowing for early user testing. Detailed motion prototypes for key interactions (e.g. menu, pharmacy finder, etc.) were also created.

Final designs were documented in Confluence and JIRA to act as a future knowledge base for improvements and the start of the collaborative handover process with the development team.

Outcome

Pilots for the new digital eco-system launched in selected markets within 3 months of design start, continuing to expand with new features and countries on a regular cadence.

The new direct-to-customer e-commerce website, re-launched digital brand, and new always-on customer relationship journeys created clear paths to purchase and new channels for Eucerin to connect with new audiences.

KPIs and post-launch tracking during pilot and the horizon 1 launch, provided new insights and objectives to tackle as part of the on-going continued evolution of the new Eucerin digital eco-system.

The image displays a collage of screenshots from the Eucerin digital ecosystem, illustrating the user interface and various features across different devices and platforms.

- Mobile App Screenshots:**
 - Home Screen:** Shows the "What's New" section, "Products" category, and a "Your Buying Options" overlay showing a map of London with a red dot indicating a nearby pharmacy.
 - Bag Screen:** Displays the contents of a shopping bag, including "Hyaluron-Filler Night Peeling & Serum" and "Anti-Pigment Dual Serum".
 - Often Bought Together:** A recommendation section showing "Anti-Pigment Day SPF30".
 - Checkout Summary:** A summary of the purchase, showing a subtotal of 97,19 €, free shipping, and a total of 97,19 €. It includes a "Checkout >" button.
- Desktop Website Screenshots:**
 - Discover Eucerin:** A landing page featuring "FOR DRY, ROUGH SKIN" products like "EUCERIN AQUAPHOR" and "Anti-Pigment Dual Serum". It includes sections for "Discover more", "Find a Pharmacy", and "Buy Online".
 - Product Detail Page:** A detailed view of the "Anti-Pigment Dual Serum". It shows a woman applying the product, a 3D molecular model of Hyaluronic Acid, and a testimonial from Maggie James. Key features listed include "Accelerates skin regeneration", "Clinically proven to repair dry or irritated skin", and "Fragrance- and preservative-free".
 - Sustainability & Environment:** A section highlighting environmental commitments such as being "Free of Microplastics" and using "Foldingbox made of FSC certified paper".
 - Customer Testimonials:** A box featuring a testimonial from Maggie James: "This helped immediately and great. I can only recommend the product." with a photo of her.
 - Product Info:** A sidebar with links for "Product Info", "How to Use", "Ingredients", and "Questions (15)".
 - Performance Metrics:** A summary at the bottom showing a 3.8 rating, an 89% recommendation rate, and 95% value rating.
- Search & Filter:** A search bar with a placeholder "Search..." and a "Popular searches" section listing terms like "Aquaphor", "keratosis pilaris", "eczema", "Urea", and "ultrasensitive".
- Ingredients:** A section showing a 3D molecular model of Hyaluronic Acid and a list of popular ingredients.

E.ON

Fast tracking digitalisation and sustainability with a universal digital design system.

With over 30 million customers, E.ON is one of the world's largest electricity providers. As the world transitions to sustainable and green energy, companies like E.ON must not only innovate to overcome huge technical challenges, but innovate their branding, communications, and experiences as well.

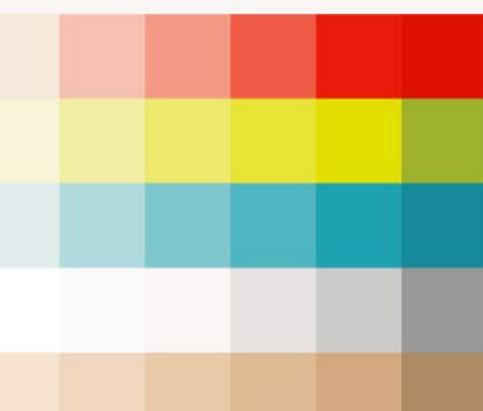
In collaboration with a branding creative director, I led a experience and visual design team to re-launch E.ON's digital design system, fit for modern digital touch-points and fully bringing to life the brand's new strategy and mission *to connect everyone to good energy.*

Project team: Experience design director (me) , branding creative director, brand designer, experience designer, project management.

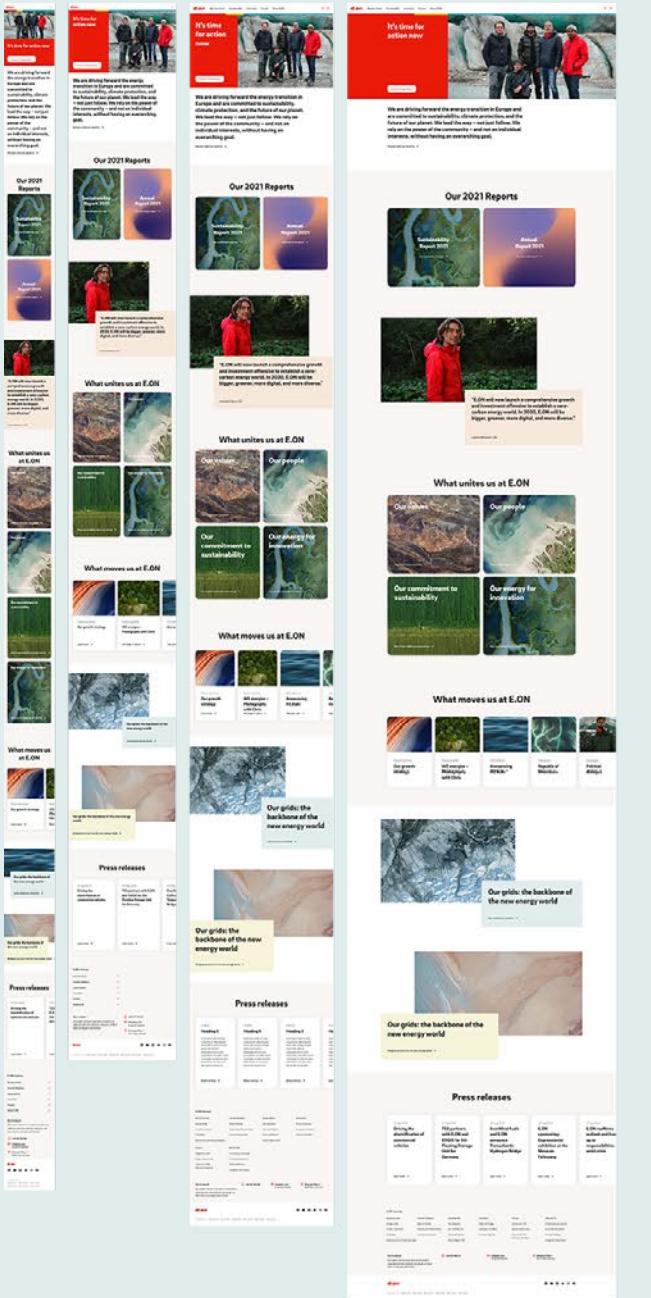
Deliverables: Brand design vision, digital design system.

The image is a composite of various E.ON digital design elements. At the top left, there's a 'Checkbox list (x2+)' with three items: 'Optional 1' (checked), 'Optional 2' (checked), and 'Optional 3' (unchecked). Below it is a 'Radio list horizontal (x2)' with two items: 'Option 1' (unchecked) and 'Option 2' (checked). A red button labeled 'Button Regular' is shown below the radio list. To the right of these are several cards: a blue '234 kWh' card with a bar chart showing energy usage by day; a red 'E.ON Red 500' card; a teal 'Turquoise 500' card; a pink 'THERMOSTAT' card with temperature controls; a yellow 'THERMOSTAT' card showing current temperatures (17°C, 18°C, 19°C, 20°C, 21°C); and a white card with the word 'Hello' in large red letters. Below these are more cards: a yellow card with the text 'On a small scale, sustainable energy transforms lives'; a dark blue card for the 'Annual Report 2021'; a light orange card with the text 'Driving the electrification of commercial vehicles'; and a red card with the text 'It's time for action now'. The bottom section features a color palette with vertical bars of various colors, and a grid of red icons including a globe, a plug, a battery, a calendar, a house, a car, a thermometer, and a camera. On the far left, there's a vertical ruler with measurements: 128px, 28px, Auto, 28px, and 512px. The bottom right corner has the number '23'.

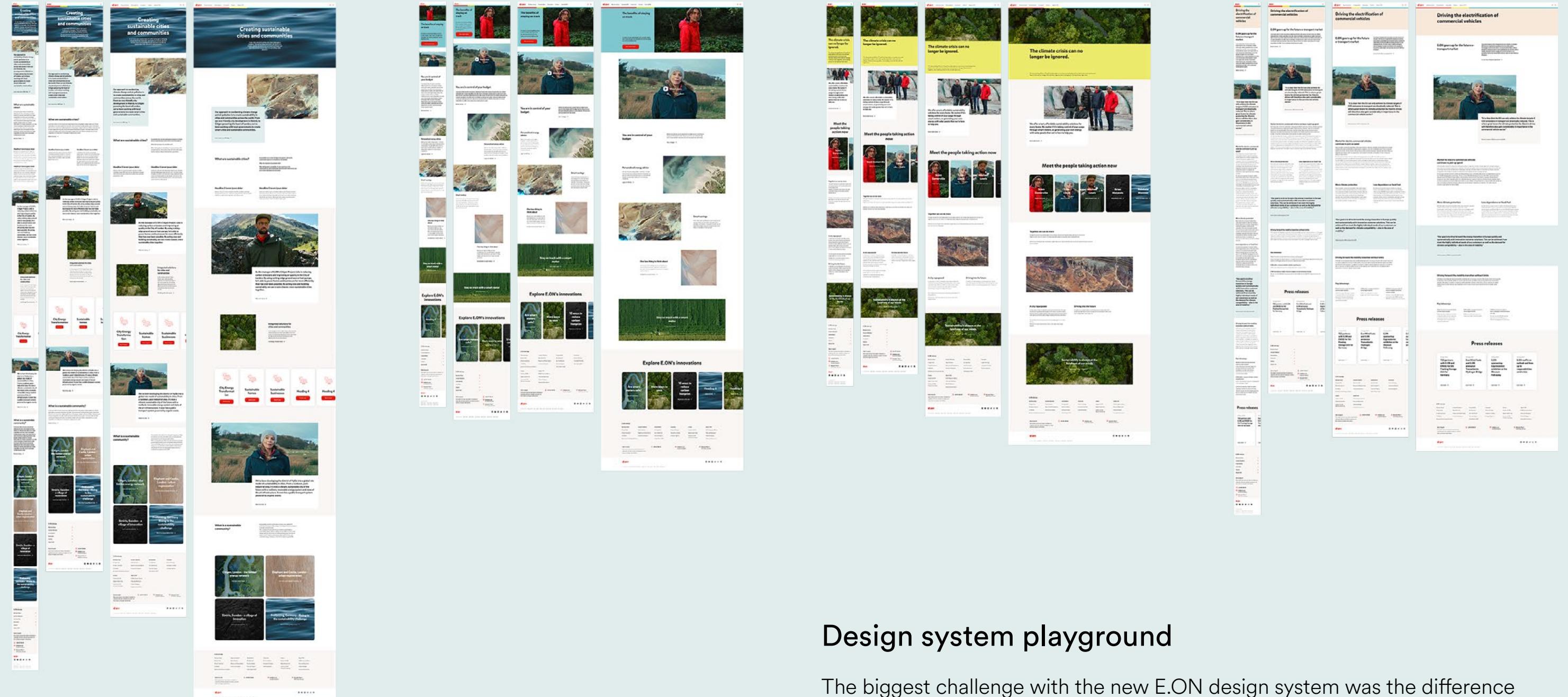
Howdy, Ryan



First impressions, high level of branding



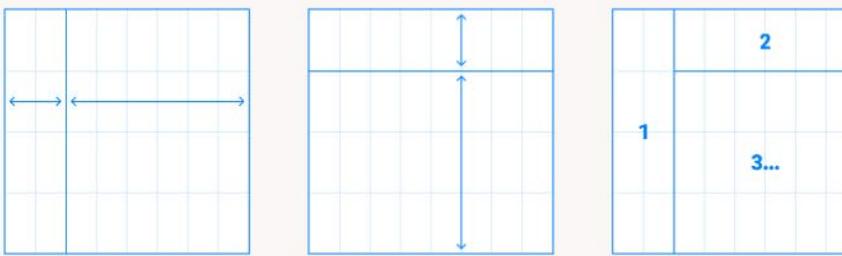
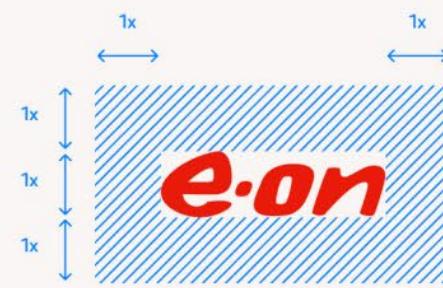
Detailed content, low level of branding



Design system playground

The biggest challenge with the new E.ON design system was the difference of needs between different content types. Avoiding the pitfalls of the previous design style required not over-indexing on E.ON Red, while still finding a range of communication styles that felt uniquely E.ON.

Iterative design sprints tackled the look and feel problem by creating a design system playground which housed a range of options from a highly branded homepage, to a clear and easy to read low-level article page. The E.ON logo and signature line became the only required design elements for any touchpoint, supported by a curated palette of secondary colours.

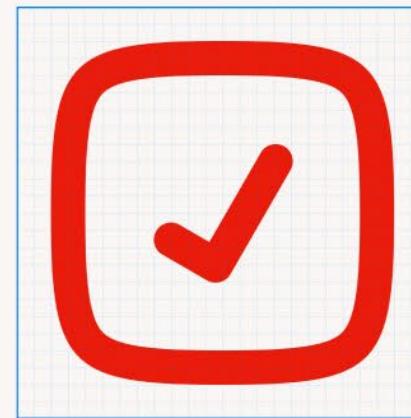
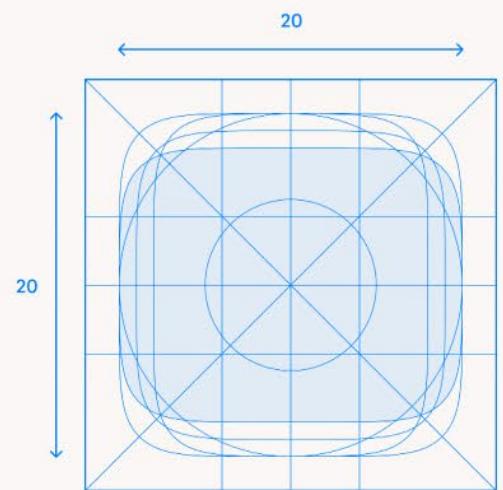


Balancing consistency and flexibility

It became clear from stakeholder interviews that E.ON's 30 markets worldwide had differing priorities, budgets and ways of working in the digital space. The design system needed to be approachable, yet powerful to ensure it was adopted quickly by all teams and departments.

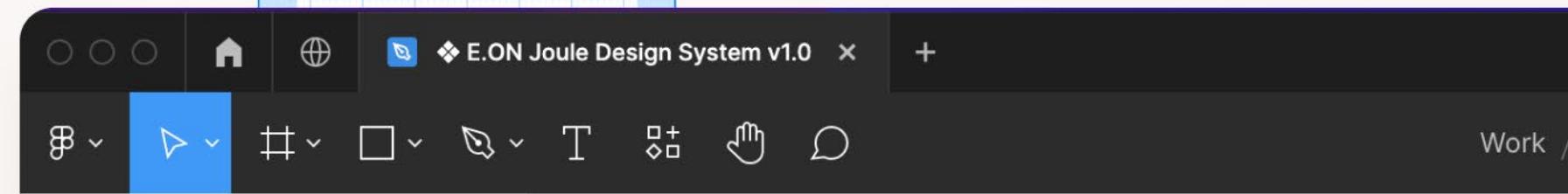
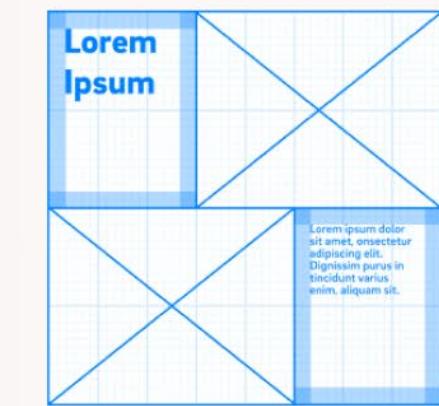
Clear documentation provided consistency across 32 components—within the flexibility of the brand design—and made working with layouts, creating new icons or selecting the right button size possible at any skill level.

The design system was also given a name which represented its role in the company: E.ON Joule, providing energy for great experiences.



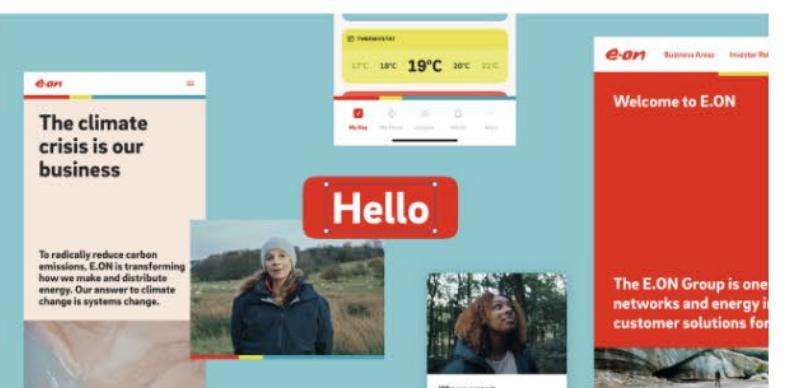
❖ Button / Primary / Red

Button Large	Button Large →
Button Regular	Button Regular →
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Button Regular	Button Regular →
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**Welcome to E.ON Joule.
A new website design system for E.ON**

A unit of energy, a new design toolkit



Driven by E.ON's brand purpose, connecting everyone to good energy, the Joule website design system brings the E.ON brand evolution look and feel to Figma.

This design system kickstarts creation of websites based on

Outcome

At the release of v1.0 of the new E.ON Joule design system, it included an extended set of website components and a set of basic app components sharing a common core. The new look and feel placed the focus on being sustainable—with content & actions – rather than looking sustainable with colours and imagery, contributing to E.ON’s future transformation goals.



Driving the electrification of commercial vehicles

The climate crisis can no longer be ignored.

E.ON gears up for the future e-transport market

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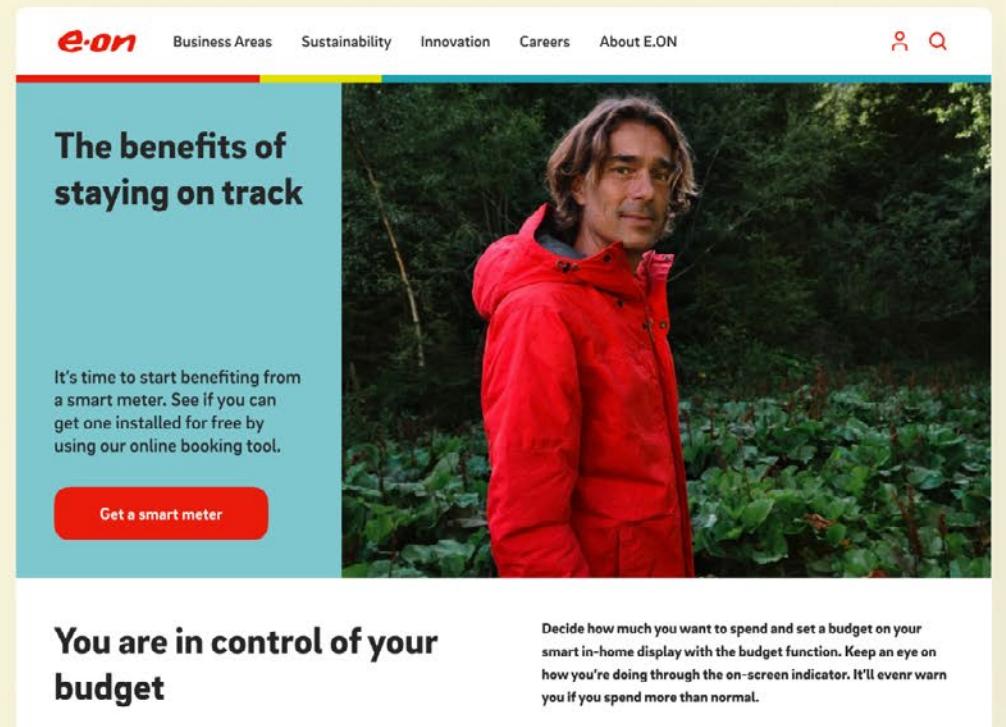
The climate crisis can no longer be ignored.

The devastating effects of fossil fuel dependence must be reversed and positive action is the only way forward. Now is the time for change. Find out how, together, we're taking action for the climate right now.

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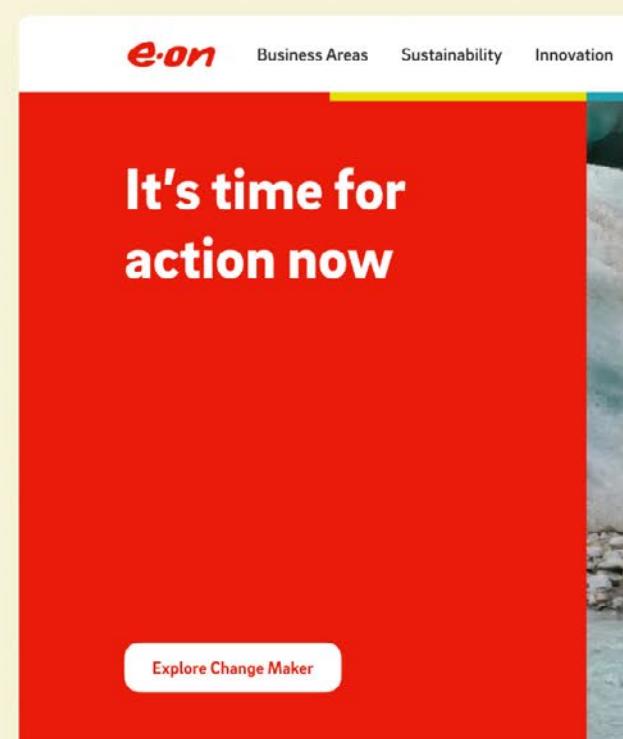
The benefits of staying on track

It's time to start benefiting from a smart meter. See if you can get one installed for free by using our online booking tool.

Get a smart meter

You are in control of your budget

Decide how much you want to spend and set a budget on your smart in-home display with the budget function. Keep an eye on how you're doing through the on-screen indicator. It'll even warn you if you spend more than normal.

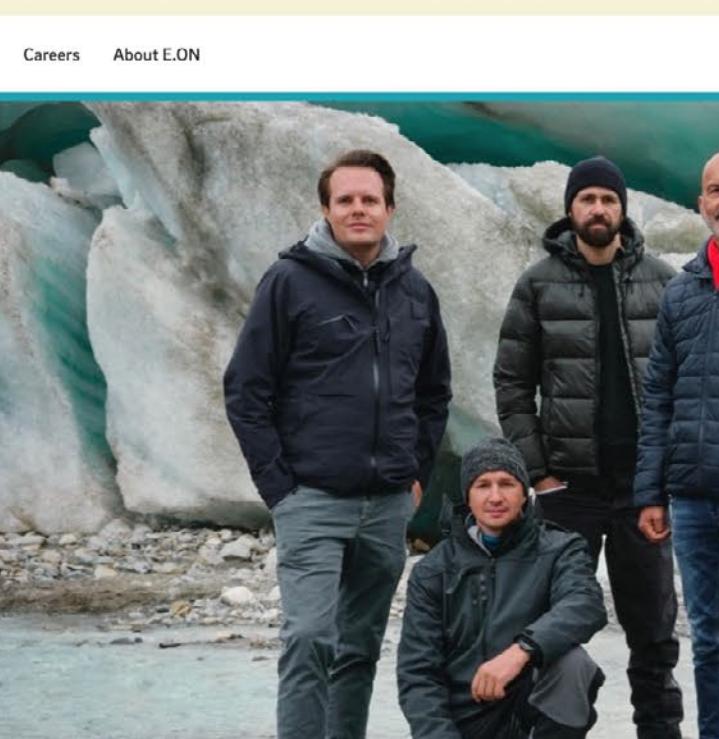


It's time for action now

Explore Change Maker

We are driving forward the energy transition in Europe and are committed to sustainability, climate protection, and the future of our planet. We lead the way – not just follow. We rely on the power of the community – and not on individual interests, without having an overarching goal.

Discover what we stand for →



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