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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 lead teams to co-create solutions with clients and colleagues.

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

With over 10 years of experience and hybrid skills across UX & UI, I 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 – I loves everything interactive.

Outside of work, I 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
- User Stories

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.

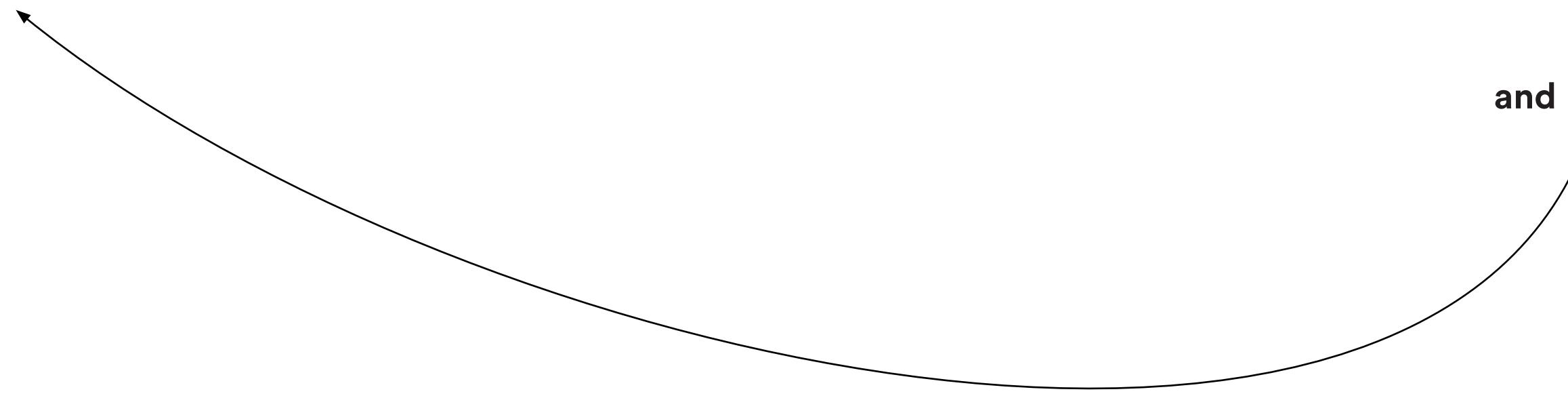
- Usability Testing
- Shadowing
- Automated Testing
- Surveys
- Analytics

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

97% OF WOMEN CONFIRM: **FIGHTS PIGMENT SPOTS***

*Individual results may vary

*Product in use (PDU) study with 125 women aged 25 – 55 | Belvedere AG, PDU, November 2017

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

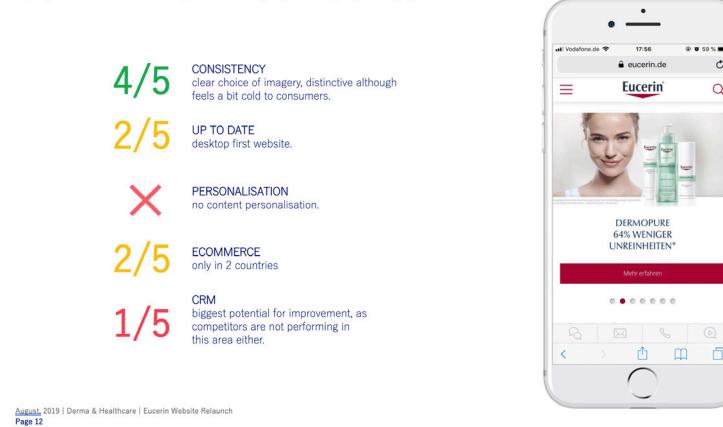
To gain stakeholder buy-in, a short green-field concept phase was conducted to imagine the best possible outcome based on priorities outlined with the client and project team during kick-off workshops.

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





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

— KATE'S JOURNEY



MAIN INFORMATION/BEHAVIORAL NEEDS	CONTENT FORMAT REQUIREMENTS/UX
✓ See scientific proof	✓ Detailed, in-depth content
□ See recommendations by the medical community	□ Engaging content
✓ 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 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 3,3% of all products traffic are engaging with horizontal tabs.
- Only 3% 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%).

Desired outcomes	Aware				KPI/Performance	
	Discover	Consider	Learn	Find		
Core Need						
Website traffic, search volume, impressions						
"I hear/read about Eucerin and its products"	"Eucerin seems like a solution to my skin condition or care routine & needs"	"I am confident that Eucerin is a good choice for me and I will take action to find a place where I can buy it"	"It was easy and convenient for me to find a way to buy Eucerin products"	"Buying Eucerin products is a seamless and enjoyable experience"	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	
Jeff: I want to educate myself on my child's skin condition and find a solution to it	Clara: I want to find a solution to my 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	
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 positive results/get positive affirmation from others	
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 an online shop where I can purchase the products quickly and easily	Erica: I want to see positive results right away	
Kate: I want to find the very best product for my ageing skin	Kate: I want a product backed by research with proven success and a brand recommended by	Kate: I want a brand that convinces me through the science behind the product ranges cover my care	Kate: I need to make sure that the product ranges cover my care	Kate: I don't live in the city, so I need to make sure my local pharmacy has the products available or I have to order them from the website. I don't have time to do this	Kate: I want to see positive results and start to get positive affirmation from others	
Core Need						
Jeff: I want to learn more about my child's skin condition	Clara: I want to find a product that I can trust and convinces me in terms of its ingredients	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: 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	
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 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 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 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 a brand that gives me a reason to talk about it and makes it easy for me to review it	
Kate: I want to find the very best product for my ageing skin	Kate: I want a product backed by research with proven success and a brand recommended by	Kate: I want a brand that convinces me through the science behind the product ranges cover my care	Kate: I need to make sure that the product ranges cover my care	Kate: I want to see positive results and start to get positive affirmation from others	Kate: I would love becoming a 'medicinal brand ambassador' or at least being able to work	

— 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**

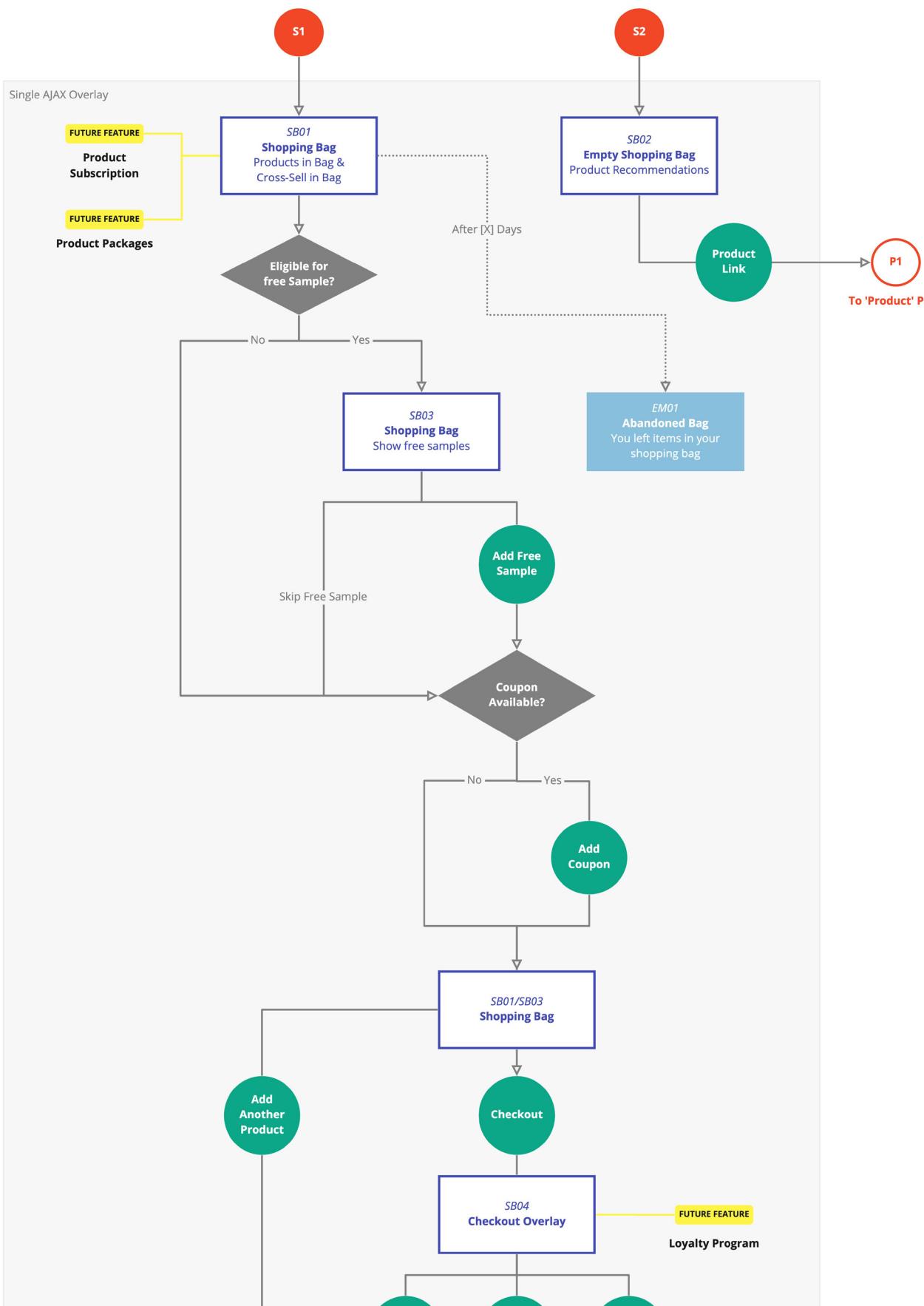
Kate is one of our most engaged personas. She's staying for around 00:03:07 on average for content pages. Also, around 40% of all users are scrolling at least 75% of the pages.

Organic traffic **1/4**

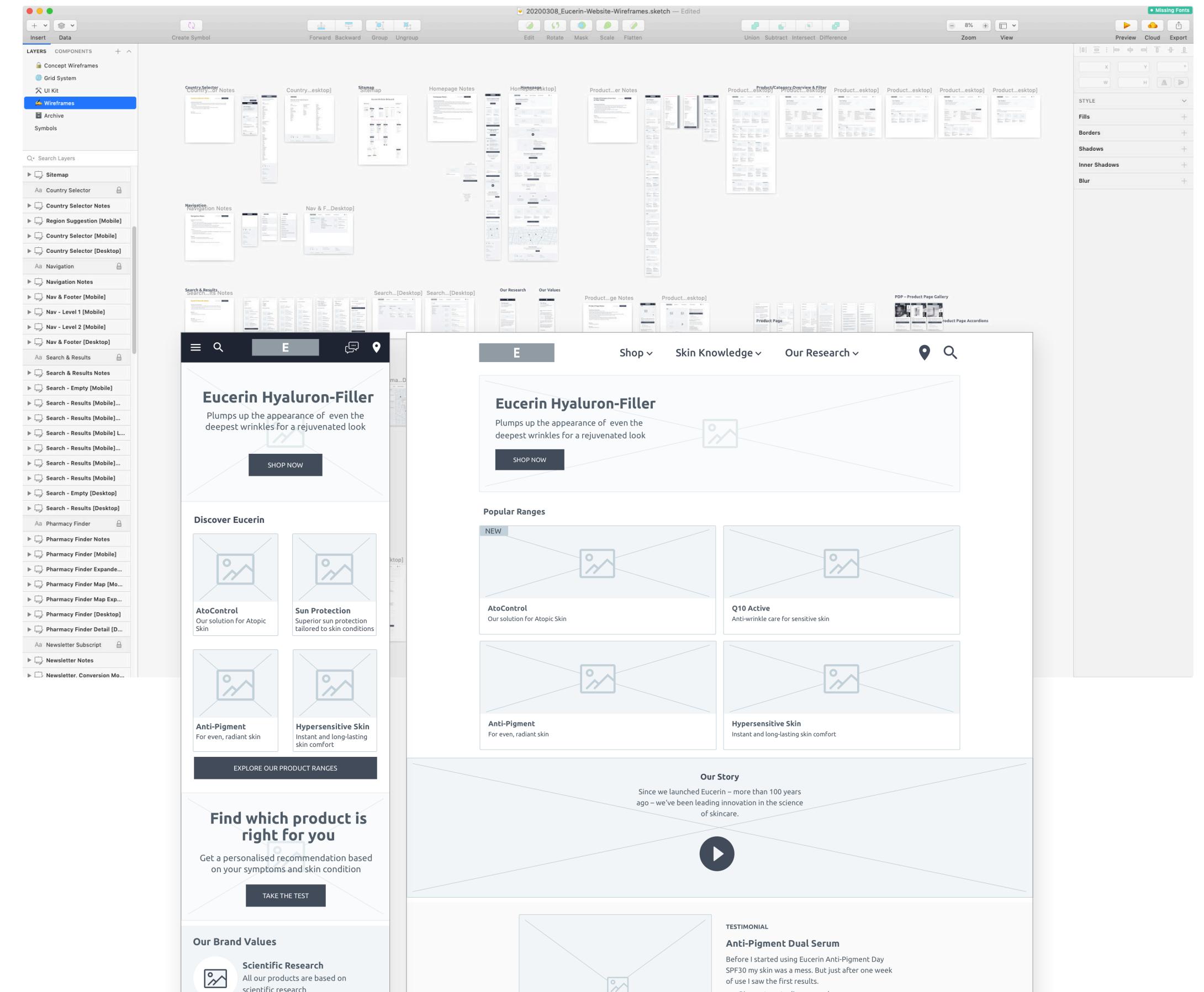
The campaign page is performing badly, and the other contents are not driving enough entries to the website. People are not getting to Eucerin once they query for related info (such as products).

Concepting

User journey mapping – Shopping bag



High fidelity wireframes



Responsive UI Design

Product Page 1 - 375px

This screenshot shows the Eucerin product page for the Hyaluron-Filler Night Peeling & Serum. It features a large banner with the text "MAKE THE MOST OF YOUR NIGHTS" and "96%". Below the banner are two product cards: "Hyaluron-Filler Night Peeling & Serum" and "Anti-Pigment Dual Serum". Each card includes a star rating, reviews, and a "Buy Online" button. A testimonial from Sandra Hansen is displayed, followed by a section for "Proven results".

Product Pag...Accordions)

The "Product Info" accordion shows a summary of the product, including its name, benefits, and a "4.6" rating from 68 reviews. The "How to Use" section provides instructions for applying the serum. The "Ingredients" section lists the main ingredients, and the "Questions" section contains a list of frequently asked questions.

Read More Reviews

Leave a Rating

Complete Your Routine

This section shows recommended products for a complete skincare routine. It includes the Eucerin DermatoClean 3in1 Micellar Cleansing Fluid, Eucerin Hyaluron-Filler Night Cream, and Eucerin Anti-Pigment Spot Corrector. Each product has a small image and a brief description.

View the Entire Anti-Age Range

Product Page 2 - 375px

This screenshot shows the same product page as the first one, but with different visual elements. The banner and product cards are slightly rearranged. The "Anti-Pigment Dual Serum" card is more prominent, and the overall layout is more compact.

Product Pag...Accordions)

The "Product Info" accordion shows a summary of the product, including its name, benefits, and a "3.8" rating from 68 reviews. The "How to Use" section provides instructions for applying the serum. The "Ingredients" section lists the main ingredients, and the "Questions" section contains a list of frequently asked questions.

Read More Reviews

Leave a Rating

Leave a Rating

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View the Entire Anti-Age Range

Product Page - 768px

This screenshot shows the product page at a wider screen size. The layout is more spacious, allowing for larger images of the products and more detailed descriptions. The "Anti-Pigment Dual Serum" card is more prominent, and the overall design is cleaner.

Product Pag...Accordions)

The "Product Info" accordion shows a summary of the product, including its name, benefits, and a "4.6" rating from 68 reviews. The "How to Use" section provides instructions for applying the serum. The "Ingredients" section lists the main ingredients, and the "Questions" section contains a list of frequently asked questions.

Read More Reviews

Leave a Rating

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View the Entire Anti-Age Range

Product Page - 1024px

This screenshot shows the product page at a very wide screen size. The layout is highly detailed, with large images of the products and extensive product descriptions. The "Anti-Pigment Dual Serum" card is the most prominent, and the overall design is very clean and professional.

The "Product Info" accordion shows a summary of the product, including its name, benefits, and a "4.6" rating from 68 reviews. The "How to Use" section provides instructions for applying the serum. The "Ingredients" section lists the main ingredients, and the "Questions" section contains a list of frequently asked questions.

Read More Reviews

Leave a Rating

Complete the Routine

This section shows recommended products for a complete skincare routine. It includes the Eucerin DermatoClean 3in1 Micellar Cleansing Fluid, Eucerin Hyaluron-Filler Night Cream, Eucerin DermatoClean Clarifying Toner, and Eucerin Anti-Pigment Spot Corrector. Each product has a small image and a brief description.

View the Entire Anti-Age Range

Product Page – Interaction Styles

This screenshot shows a detailed view of the interaction styles for the product page. It includes sections for "Sticky Scroll-Tray CTA buttons - mobile", "Product Info accordions", "Buttons", "Tag Filter List", "Product Info accordions (expanded)", "Question Accordion", "How to Use", "Instructions", "Important Notes", "Daily Routine", and "Ingredients". Each section displays different UI components like accordions, filters, and dropdown menus.

Eucerin

DISCOVER THE REVOLUTION AGAINST PIGMENT SPOTS*

Reduced by up to -75%

PROVEN EFFICACY NEW PACK

*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

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★★★★★ HYPERPIGMENTATION Anti-Pigment Spot Corrector

12

EUCERIN AQUAPHOR
**FOR DRY,
ROUGH SKIN**
360° SPRAY RELIEF

Discover more

*Source: IQVIA 06/2019 - 05/2020 - Dry, cracked skin segment (dermatologist recommended brand)

#1 FOR DRY, CRACKED SKIN IN UK* 2019

Eucerin Aquaphor Body Ointment Spray
NEW SPRAY
ACCELERATES SKIN REGENERATION
DRY, IRITATED SKIN MEDICAL SKINCARE

Before: Dry, rough skin
After: Aquaphor skin

Discover Eucerin

NEW
HYPERPIGMENTATION
Anti-Pigment Dual Serum
★★★★★
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 FOR DRY, CRACKED SKIN IN UK* 2019

EUCERIN AQUAPHOR
**FOR DRY,
ROUGH SKIN**
360° SPRAY RELIEF

Discover more

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NEW SPRAY
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DRY, IRITATED SKIN MEDICAL SKINCARE

Before: Dry, rough skin
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Discover Eucerin

Discover Eucerin

NEW
HYALURON-FILLER
Hyaluron-Filler Night Peeling & Serum
★★★★★
ANTI-AGE

ANTI-PIGMENT
Anti-Pigment Night Cream
★★★★★
HYPERTIGMENTATION

Ato Control
Face Cream helps to soothe dry, itchy and irritated skin
★★★★★
ATOPIC SKIN

VITAMIN C BOOSTER
Hyaluron-Filler Vitamin C Booster
★★★★★
ANTI-AGE

Explore Our Product Ranges

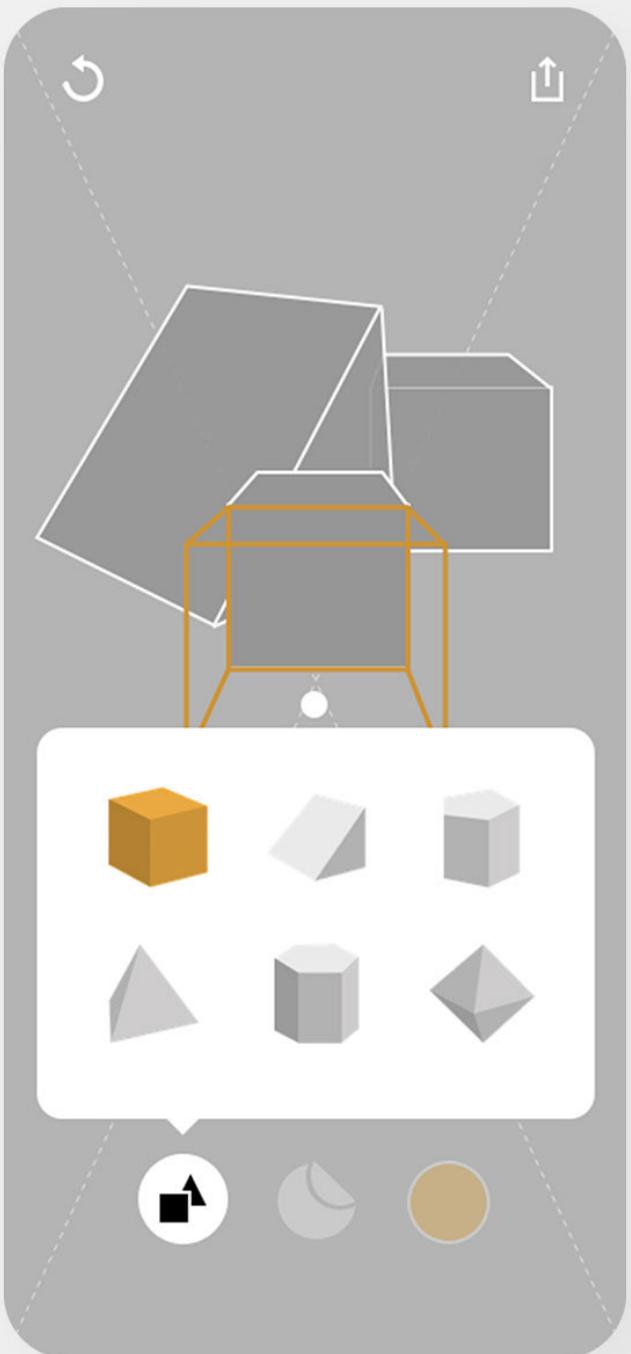
MINI AR App Prototype

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.

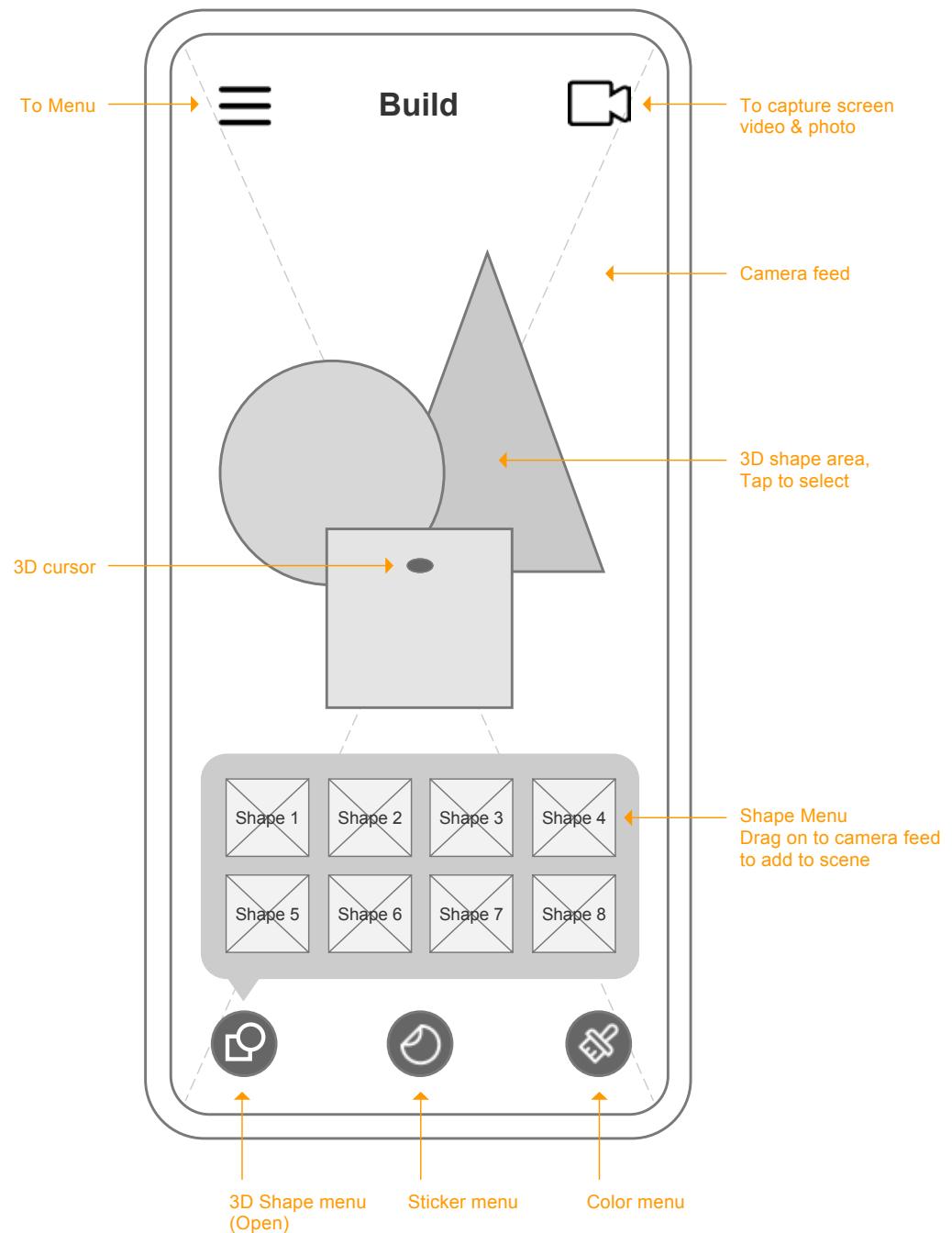
UX/UI Director: app concept, user experience & interaction design

Completed at Wunderman Thompson

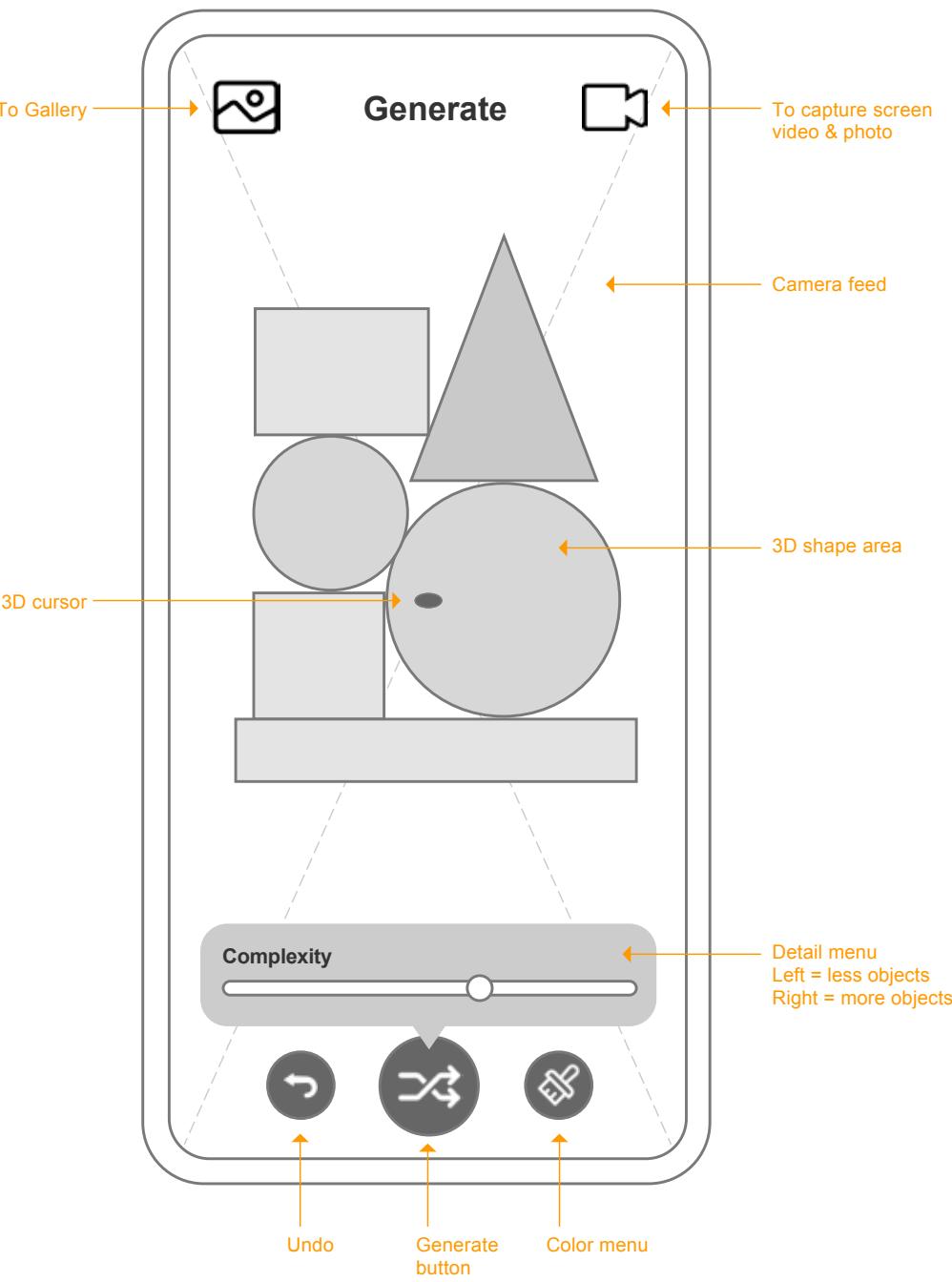


Exploration of interaction structures

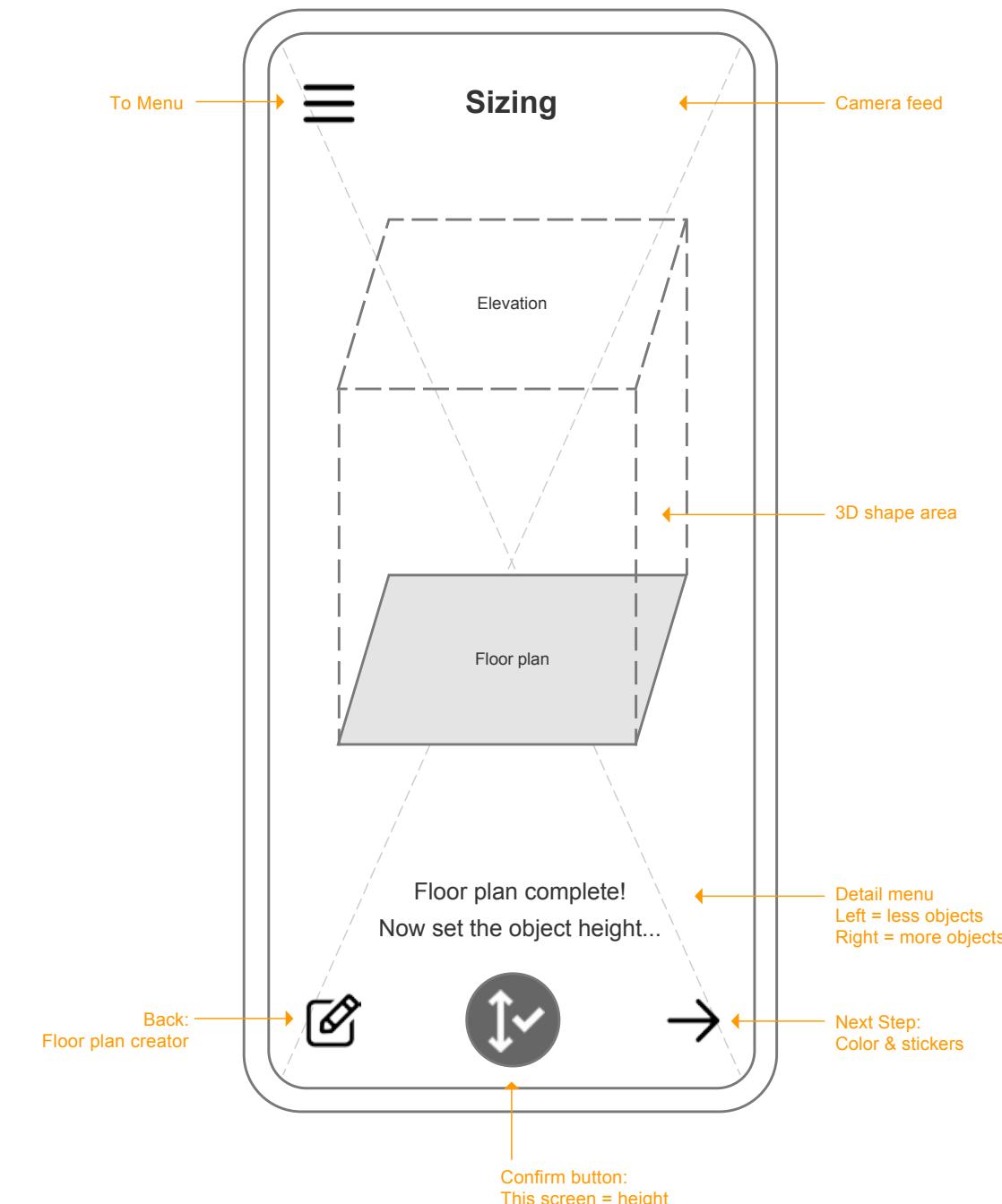
Concept #1: full custom editing



Concept #2: auto generated with settings

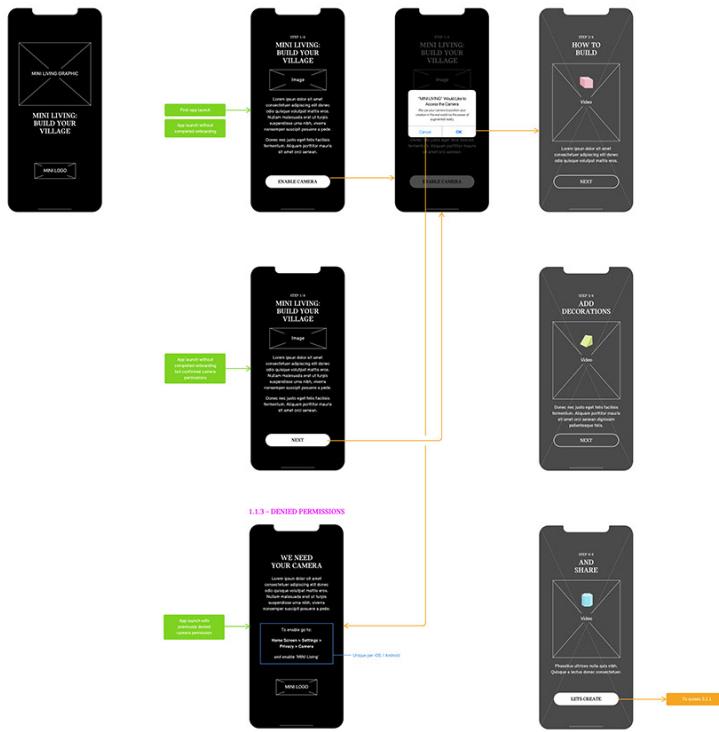


Concept #3: simple minimal object

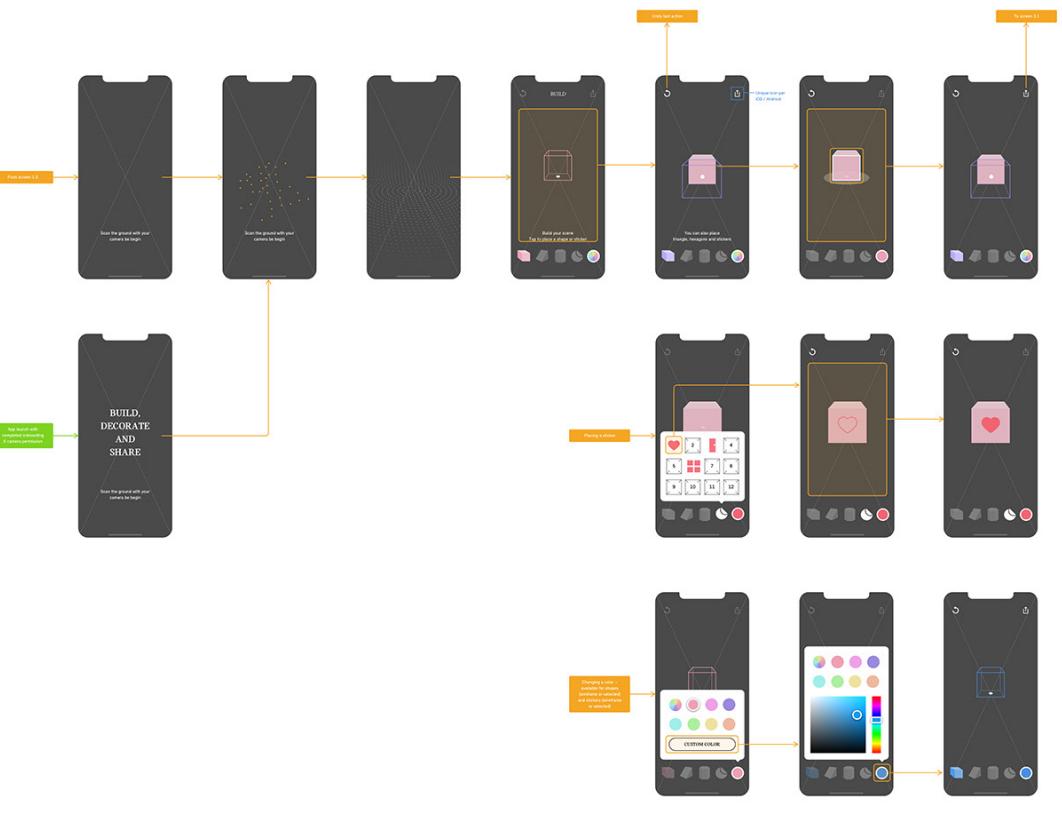


Concept #1 development – user flow wireframes

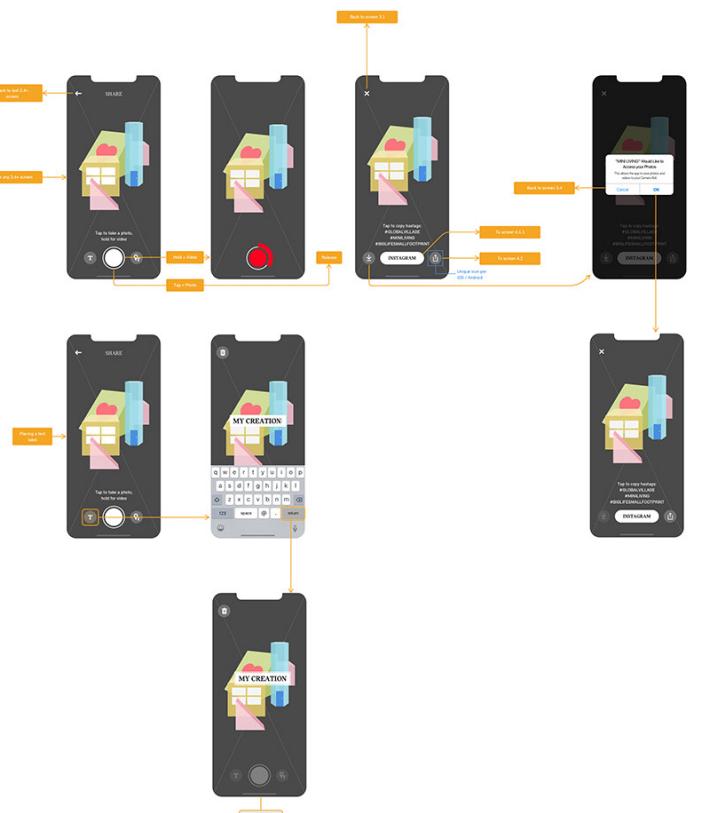
Onboarding



Build



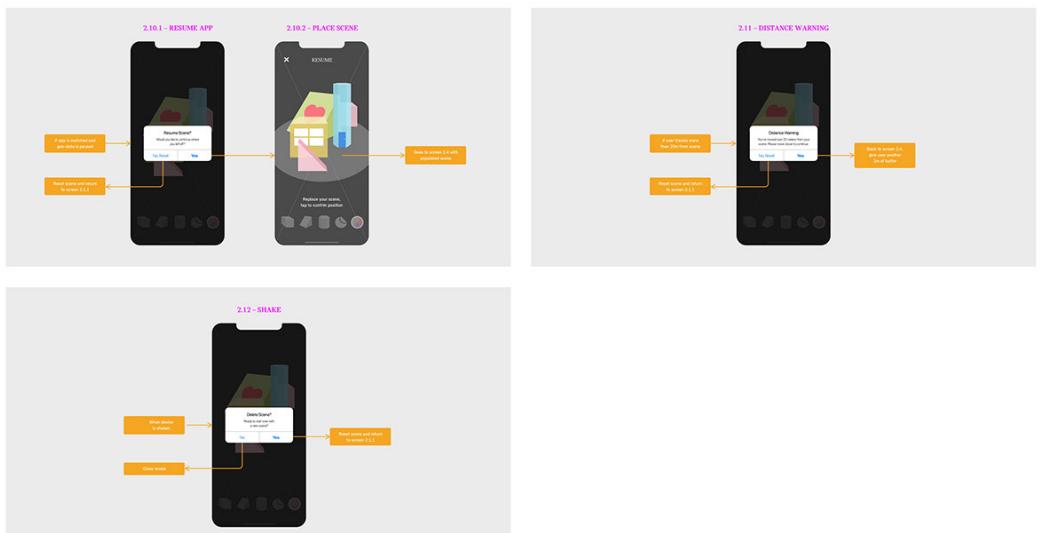
Capture



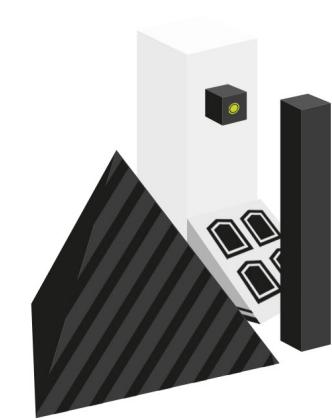
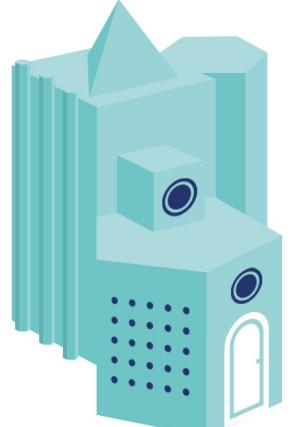
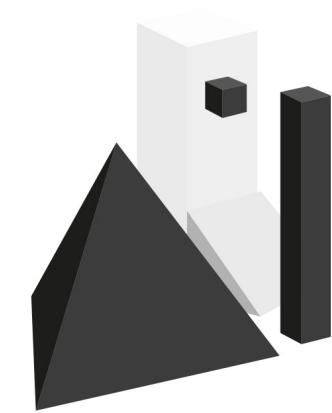
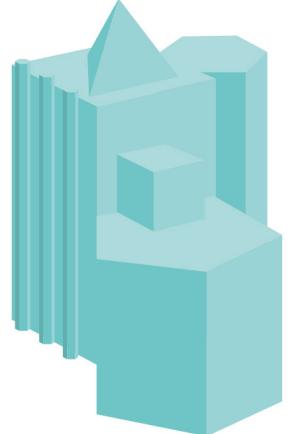
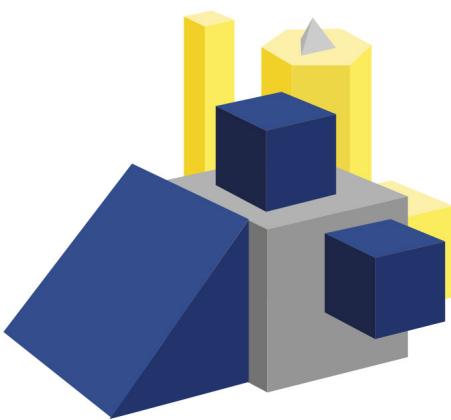
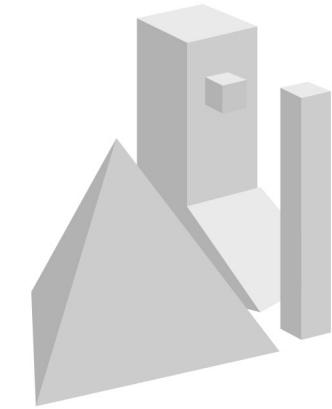
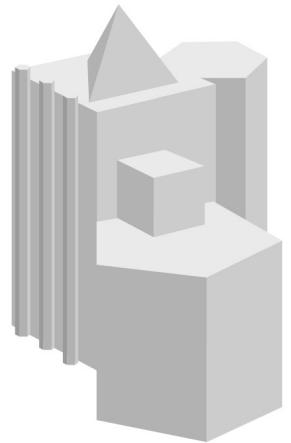
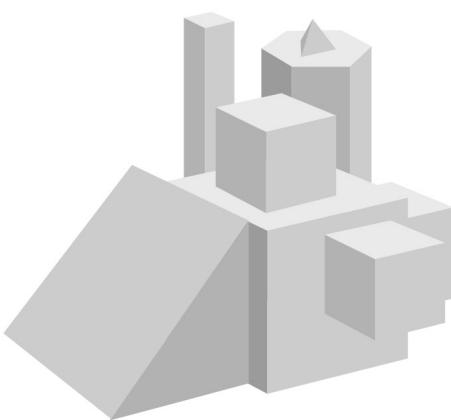
Share



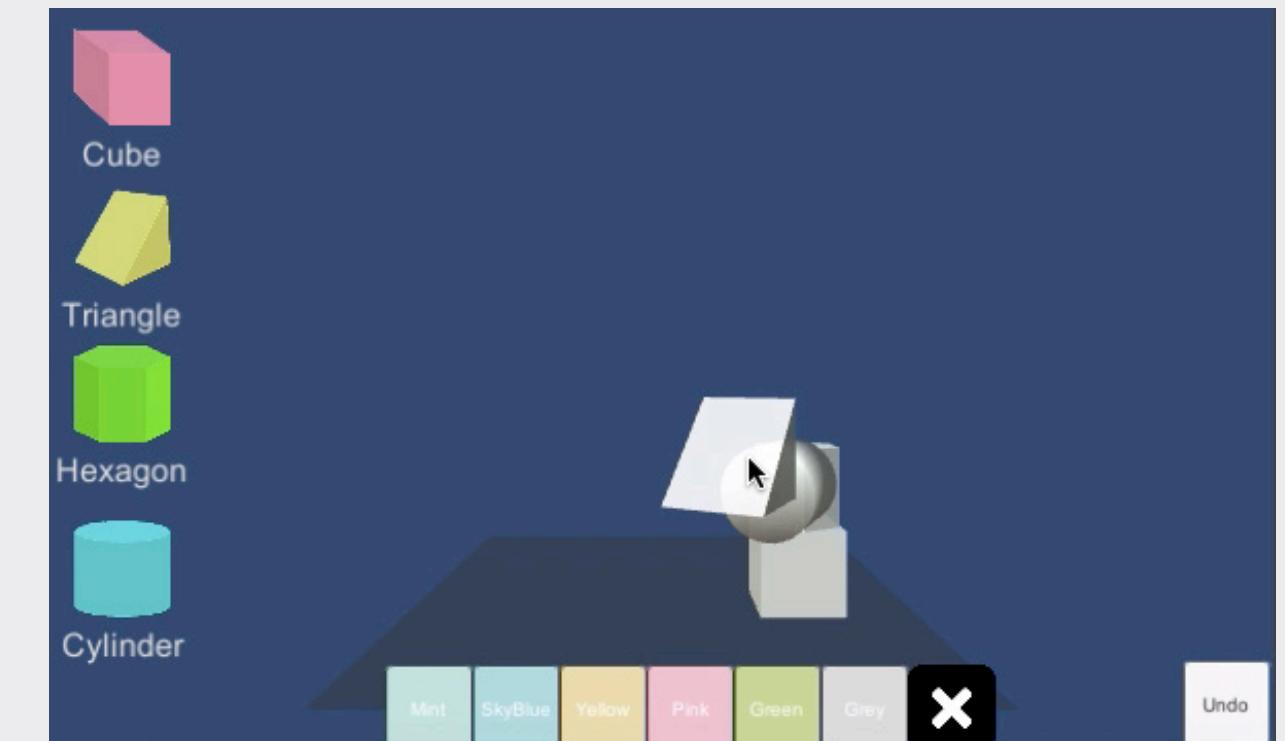
The full user flow was mapped out into 4 stages. Each stage had a single purpose, helping guide users to the end goal of sharing their creation via social media.



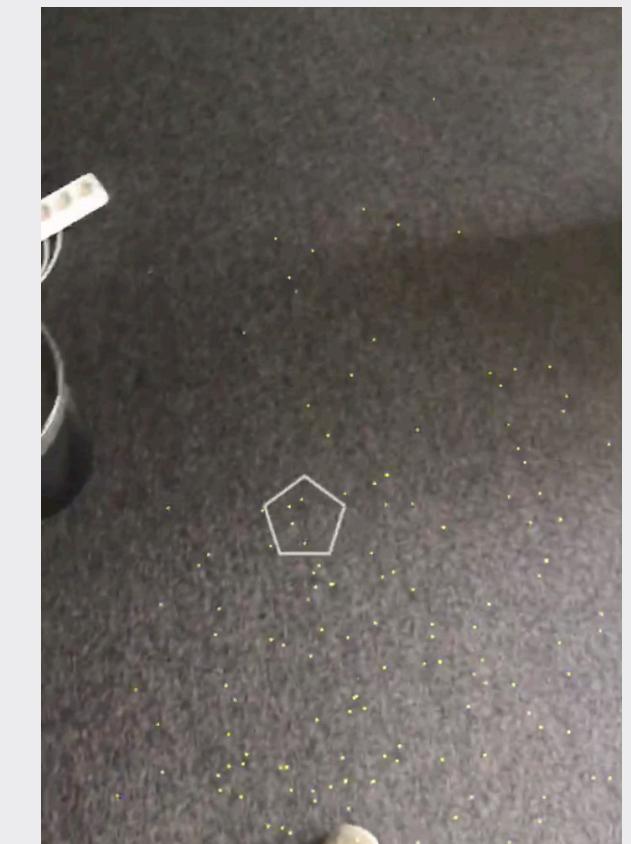
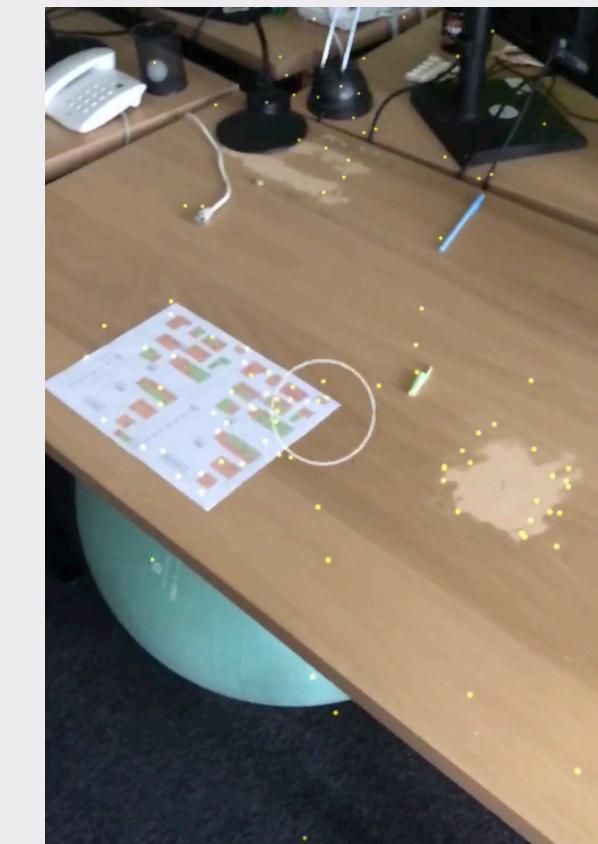
Example creation concepts



Proof of concept building editor



Proof of concept AR surface recognition



Bayer Centargo

With a new injector system launching soon, Bayer needed a bold new communication asset to help sales people effectively communicate the value of Centargo to clients in-person and via remotely video calls.

The solution was to create an iPad based edetailer that used interactivity to allow sales staff to showcase Centargo and create their own product and sales narrative crafted to suit each customer's needs.

UX/UI Director: digital strategy & app

Completed at Wunderman Thompson

The image is a composite of several photographs. On the left, a woman in white medical scrubs holds up a large, stylized orange hand. To her right, an elderly woman lies in a hospital bed, looking up. In the foreground, a MEDRAD Centargo CT Injection System is shown, with three bags of contrast dye connected to it. The background is a solid orange color. In the top right corner of the image area, the Bayer logo is visible. At the bottom left, there is text: "Clear Direction. ➤ From Diagnosis to Care." At the bottom right, the MEDRAD Centargo CT Injection System is labeled again.

DO LESS. CARE MORE.

MEDRAD® Centargo
CT Injection System

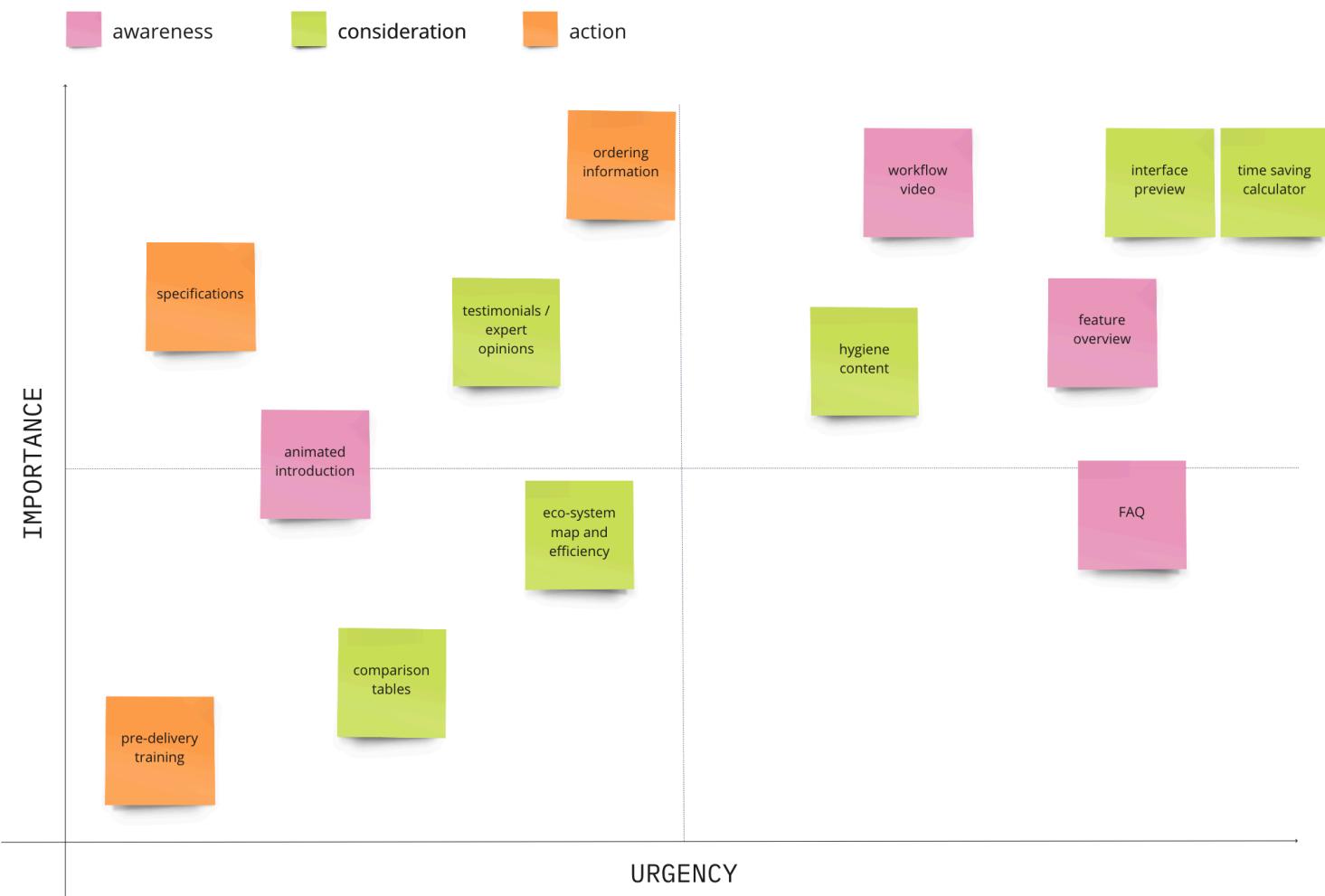
Clear Direction. ➤ From Diagnosis to Care.

MEDRAD® Centargo
CT Injection System

BAYER

Concept Direction

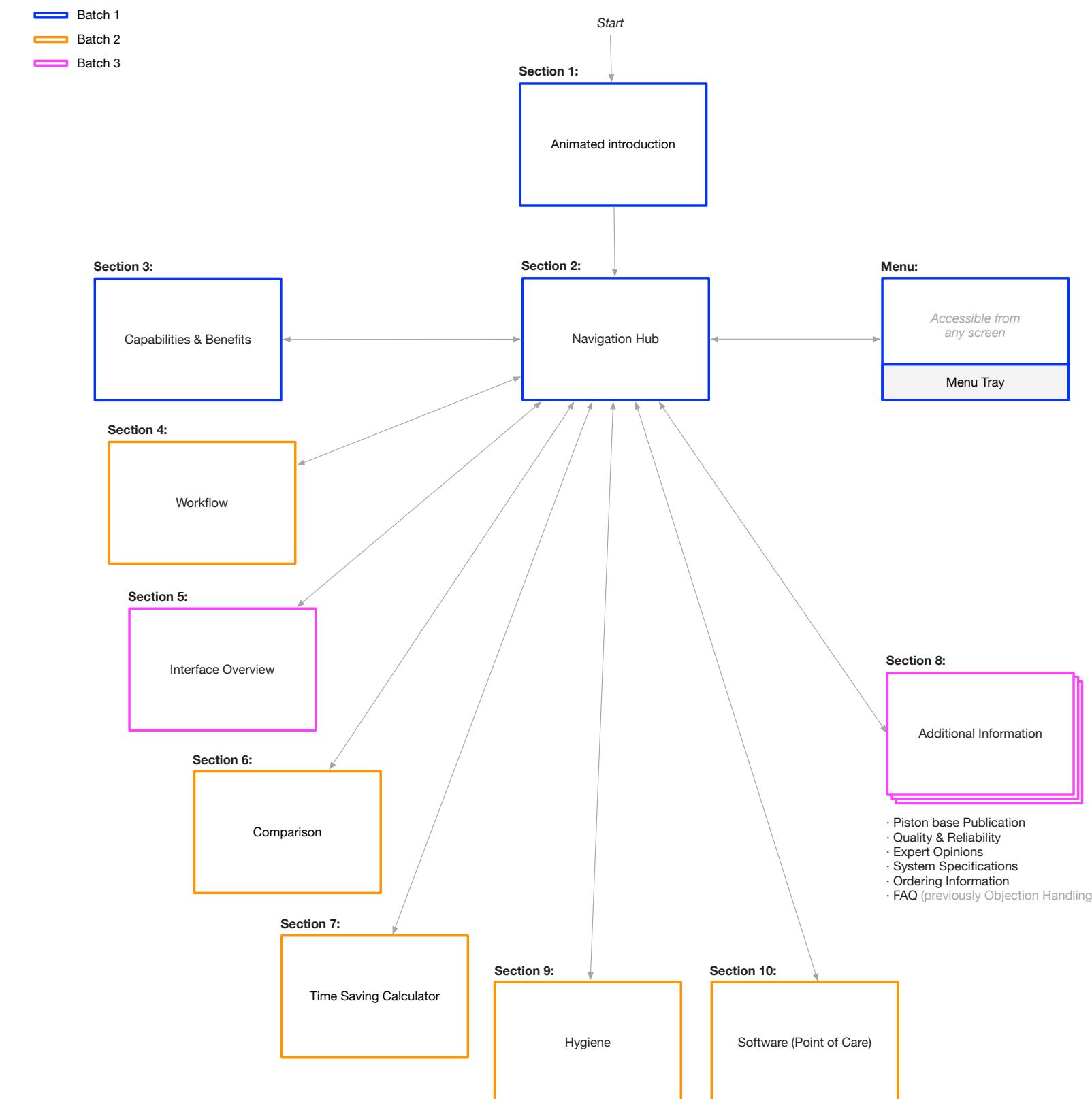
Research – stakeholder interviews & card sorting



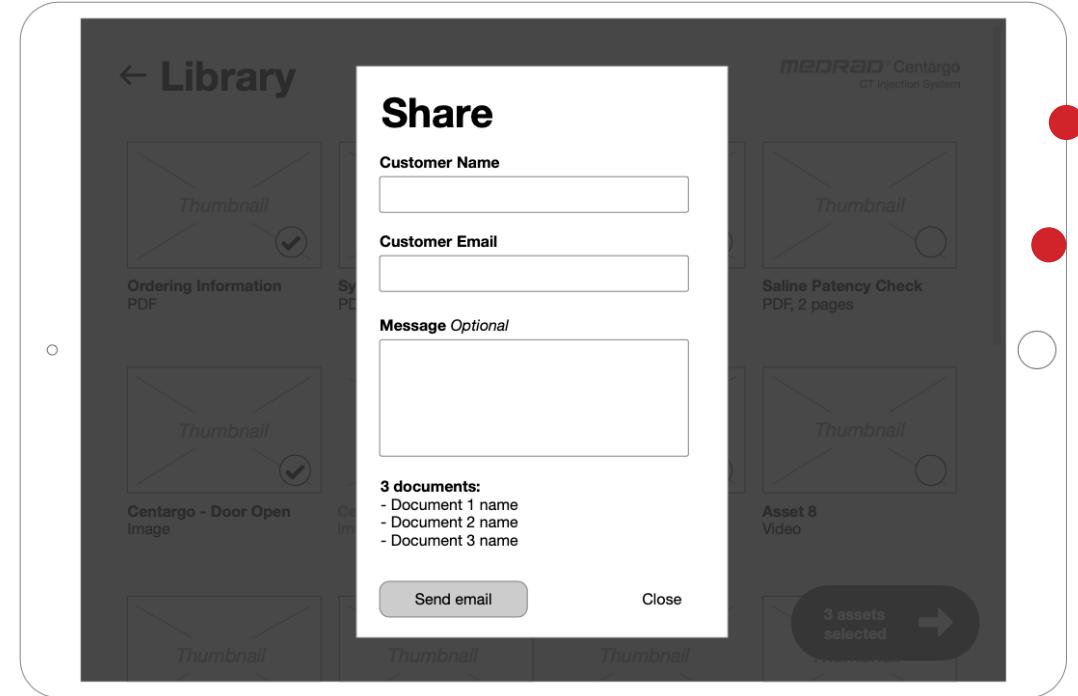
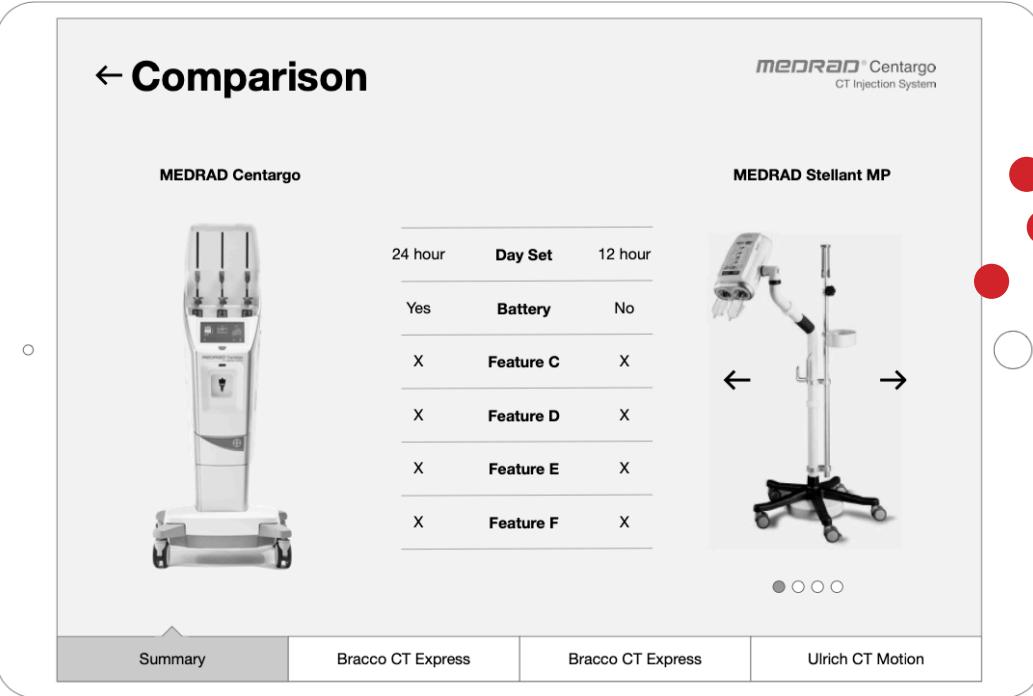
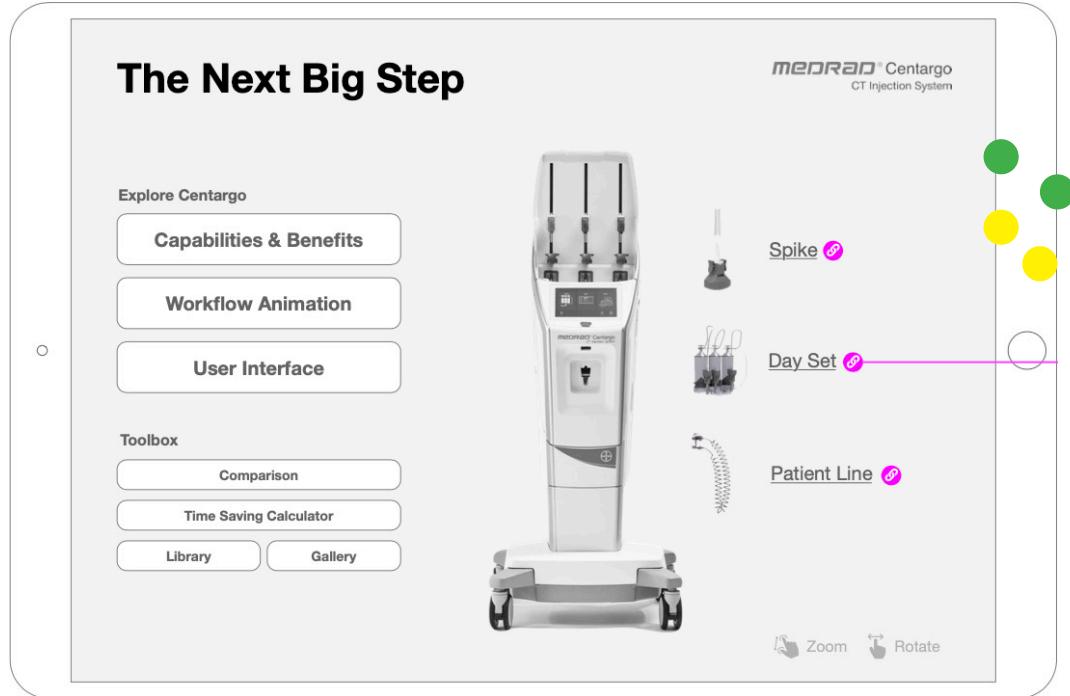
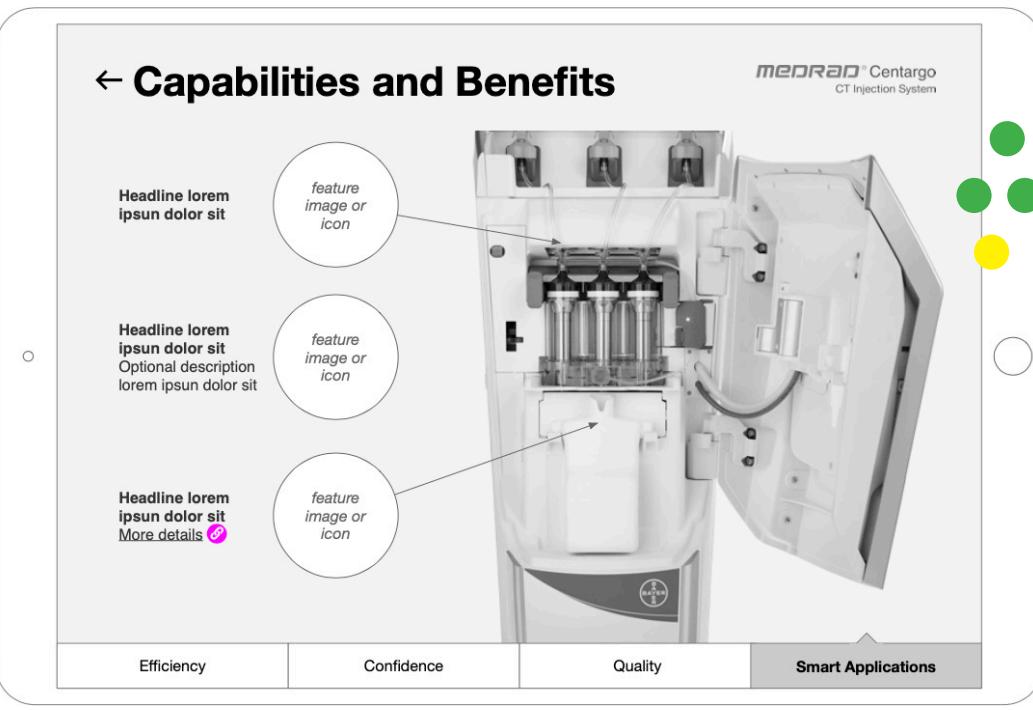
To best address sales staff need's, a range of stakeholder interviews and competitor research were completed. The outcome of this research was a large list of feature possibilities, which were then tested and prioritised with end users to create a roadmap for staged development and rollout of the iPad edetailer.

Card sorting exercises with end users gave us clarity on their communication needs when selling Centargo to clients at hospitals and remote meetings. The key insight from this work, was a need for communication tools to help show the workflow difference between Centargo and its competitors digitally, since the Centargo injector device was never taken to sales appointments due to its large size and complex initial setup.

Proposed sitemap & user flow



Feature exploration & testing



"Facts and figures can be misleading. How does it really work?" - User

During testing, users indicated they preferred to know more about the Centargo workflow via interactive tools than direct comparisons. This lead to a new round of concepts focusing on showing not telling.

Handover documentation

02.0 - Navigation Hub Notes

Navigation Hub Notes

Description:

- A central screen that provides in-page navigation to all other sections of the edatller. The injector in the middle of this screen is interactive and should be zoomable & rotatable.

Interactions:

- x6 main buttons, each linking to a different screen.
- Pinching or Swiping on the Injector takes users to 'Screen 2.2'
- When in the zoom view 'Screen 2.2' most Hub elements disappear and a new 'Close' button appears.
- Ability to launch x2 Pop-Up Viewers

Zoom & Rotate Interactions:

- When the user pinches or swipes on the Injector there are zoom and rotate animations.
- See motion prototype 'Screen 2 - Navigation Hub' for reference.

Description:

- An interactive zoom and rotate view of the injector.
- Most elements from 'Screen 2.1' disappear on this screen.

Interactions:

- Users can pinch to zoom in and out
- Users can swipe vertically to pan up and down
- Users can swipe horizontally to rotate left and right
- 'Close' button fully zooms out the injector, returning the user back to 'Screen 2.1'.

Implementation:

- To be confirmed...

02.1 - Navigation Hub

The Next Big Step

medRAD Centargo CT Injection System

EXPLORE CENTARGO

- Benefits
- Animation
- User Interface

TOOLKIT

- Time-saving Calculator
- Library
- Gallery

Zoom **Rotate**

02.1 - Navigation Hub - Touch Targets

The Next Big Step

medRAD Centargo CT Injection System

EXPLORE CENTARGO

- to Screen #3.1 Benefits
- to Screen #4.1 Animation
- to Screen #5.1 User Interface

TOOLKIT

- to Screen #6.1 Time-saving Calculator
- to Screen #7.2 Library
- to Screen #7.1 Gallery

Pinch or Swipe to Zoom, Rotate & Pan to Screen #2.2

Launches Pop-Up Viewer #P01

Launches Pop-Up Viewer #P02

Zoom **Rotate**

02.2 - Zoom & Rotate View



02.X - Interaction Styles

Navigation Hub Interaction Styles

Orange Buttons - Normal

Capabilities & Benefits

Orange Buttons - Pressed

Capabilities & Benefits

Text Button - Normal

Close

Text Button - Normal

Close

Grey Buttons - Normal

Comparisons

Grey Buttons - Pressed

Comparisons

02.2 - Zoom & Rotate View - Touch Targets



The Next Big Step

EXPLORE CENTARGO

- Benefits
- Animation
- User Interface

TOOLKIT

- Time-saving Calculator
- Library
- Gallery

 MEDRAD® Centargo
CT Injection System

 24-Hour Day Set >

 Patient Line >



< Do Less. Care More.

 24-hour Day Set >

 One-click Patient Line >

 Flexible Fluid Loading >

 Integrated Barcode Reader >

 Automatic

MEDRAD® Centargo
CT Injection System

< Save Time. Care More.

Enter your current injector statistics:

Setup time – start of day

5 minutes

Number of multi-patient sets used per day

3 sets

Patient change over time

2 minutes

Number of contrast-enhanced procedures per day

35 patients

MEDRAD® Centargo
CT Injection System

Calculate
Time Savings

Save up to
24 minutes of your
daily workflow

MEDRAD® Centargo gives you
more time for patient care.



Based on 2 min daily (24 hour) set-up time and 20 second change over time per patient.

< Library

Technical Specifications

Ordering Information

Air Management

Battery Life and Charging Performance

Technical Specifications

Ordering Information

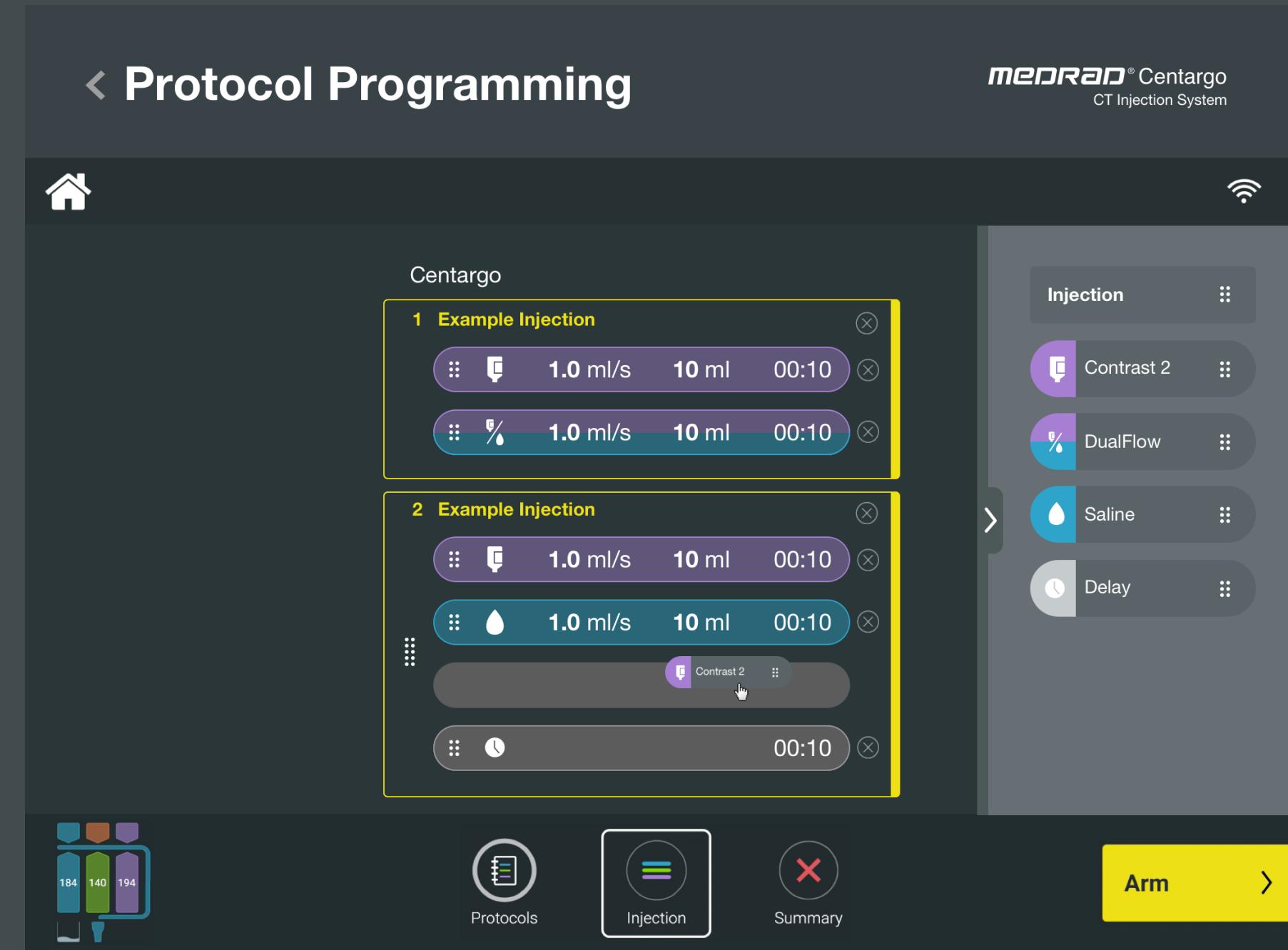
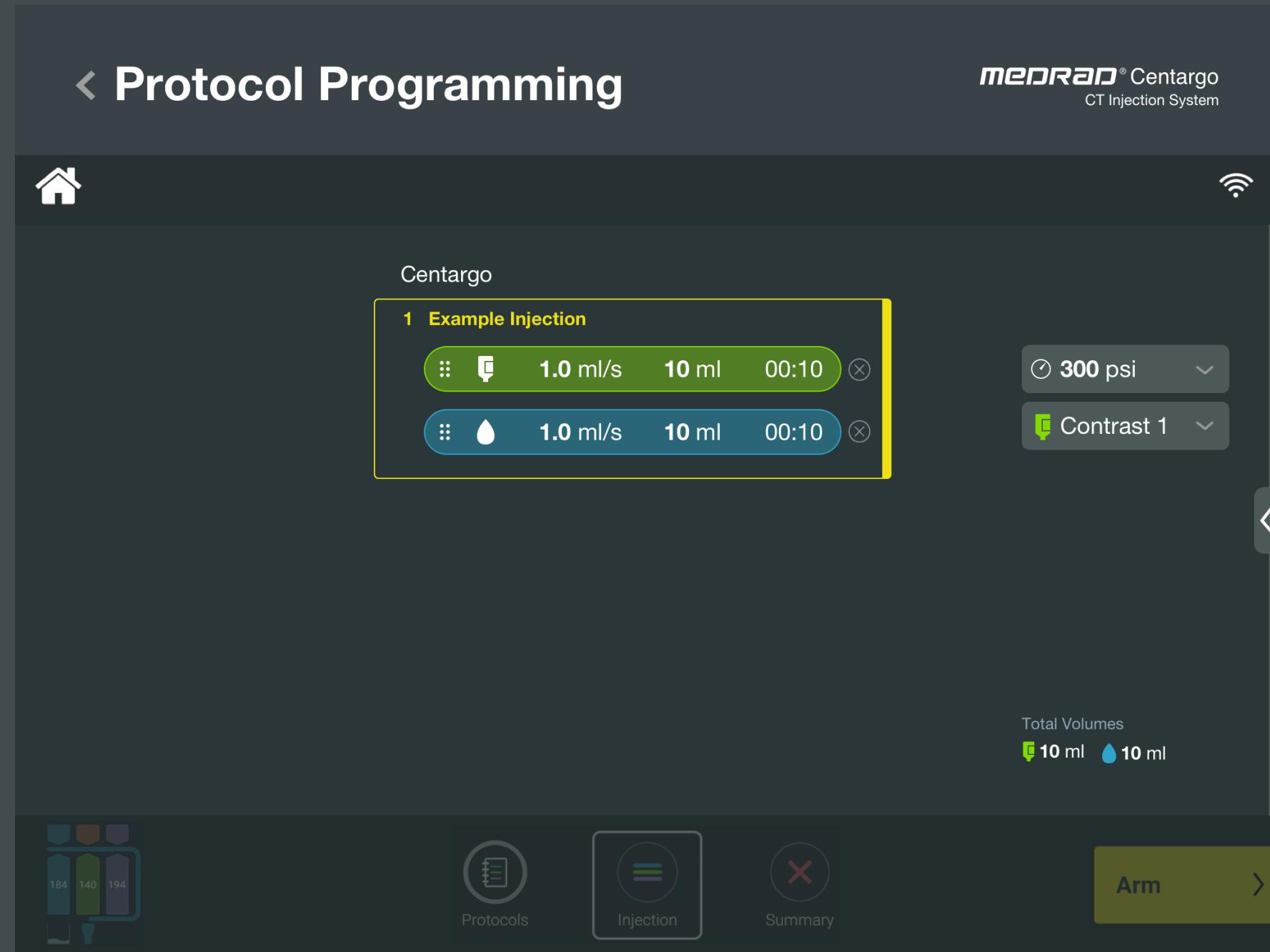
Heat Maintainer Performance

Saline Patency Check: New Features

Use of Two Contrast Media In

Labeling and Sterilization Approach

MEDRAD® Centargo
CT Injection System



The most detailed feature we designed and built was a limited scope version of Centargo interface directly in the iPad edetailer. This allowed both sales staff and customers to program real workflows and see the benefit of Centargo's focus on workflow efficiency.

#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

Bayer Global Contact us Select Location & Language

HOME CONTRACEPTION METHODS CAN YOU RELATE? Search...

#MYCONTRACEPTION

LATE PERIOD?
DON'T WORRY,
SUPPORT IS
AVAILABLE

FIND OUT MORE →

KNOW YOUR OPTIONS

THE IUS
Also known as 'The Hormonal Contraceptive'.

THE IUD
Also known as 'The Copper Coil'.

THE IMPLANT
A small, flexible silicone rod that

THE PILL
A small tablet containing

mycontraception.com

Bayer Global Contact us Select Location & Language

#MYCONTRACEPTION

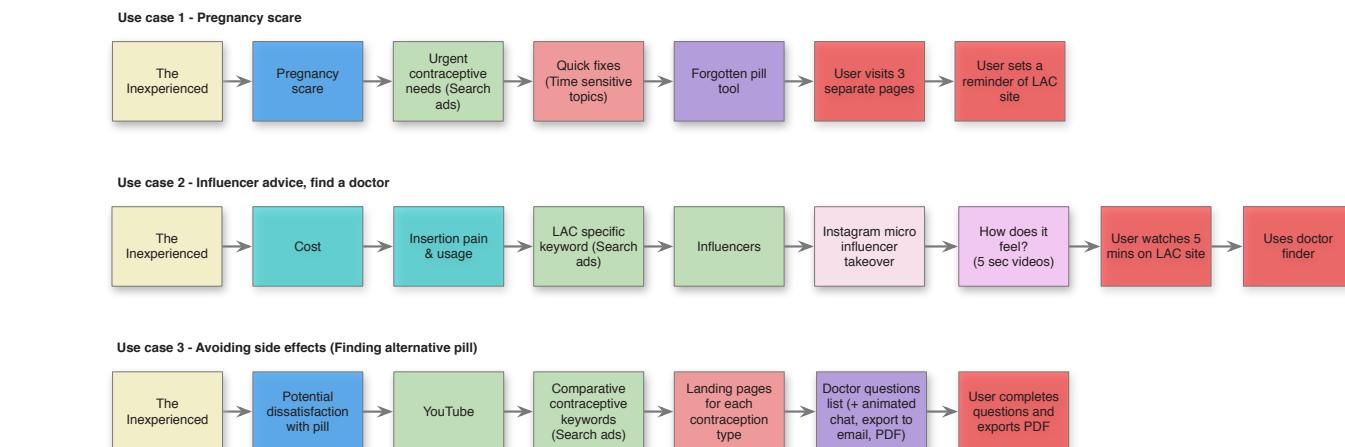
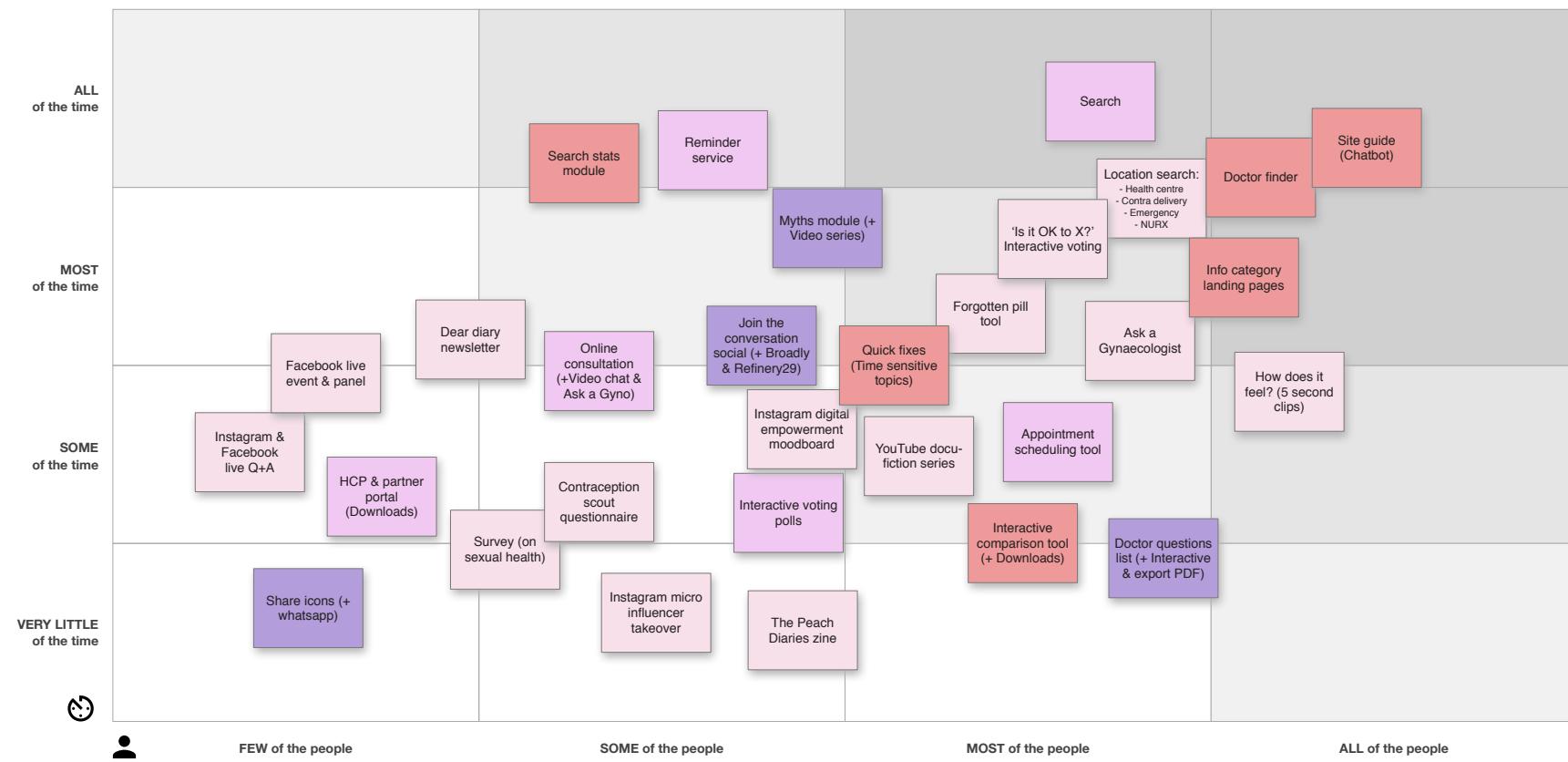
FORGOT YOUR PILL?
IT HAPPENS TO THE
BEST OF US.

MANY WOMEN
STRUGGLE TO
REMEMBER EVERY DAY

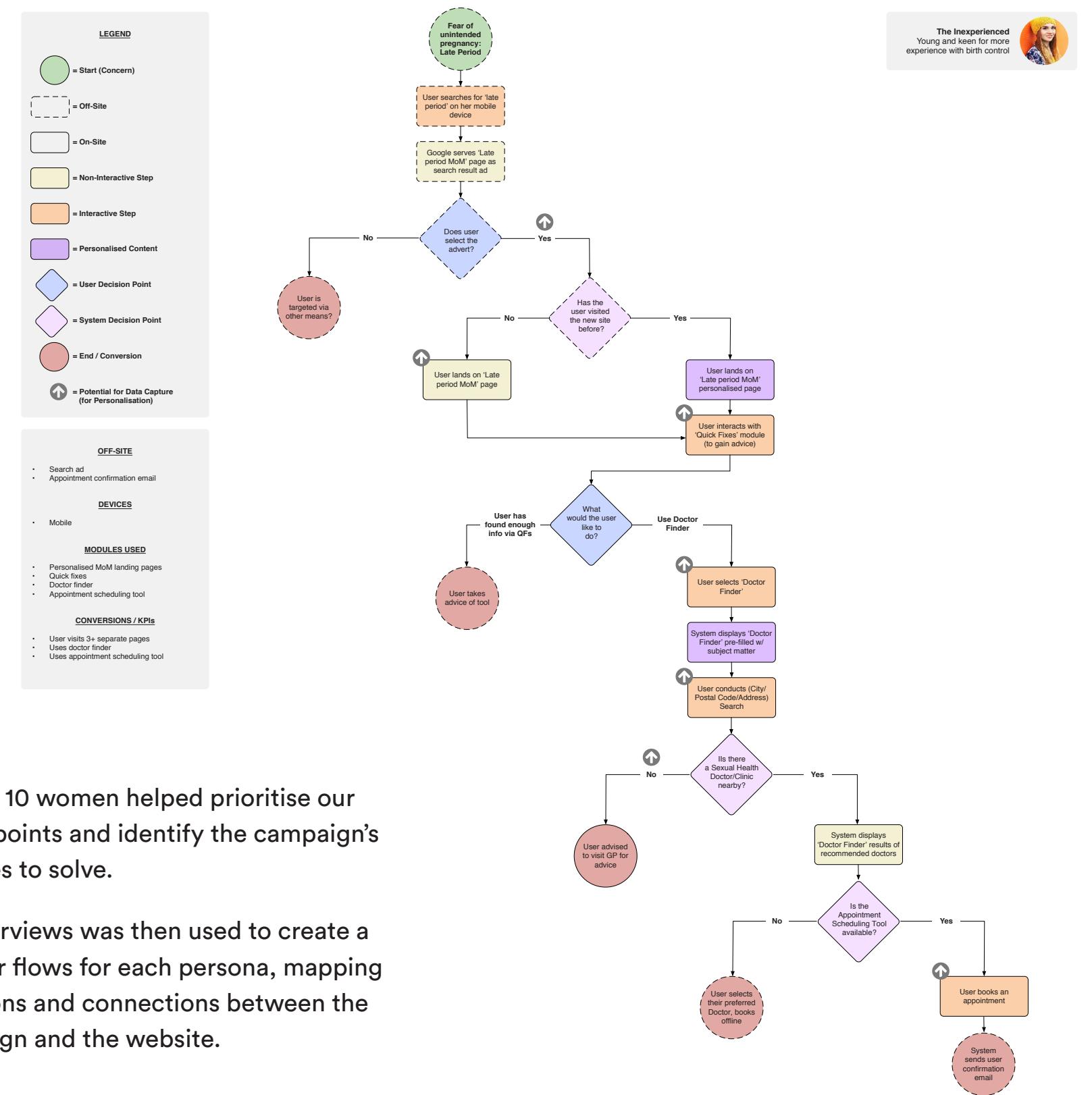
It may sound simple, but for many women remembering to take the pill every day is easier said than done. Whether you forgot your pill due to work, travel, family, or other

Concept research

User interview results



User journey

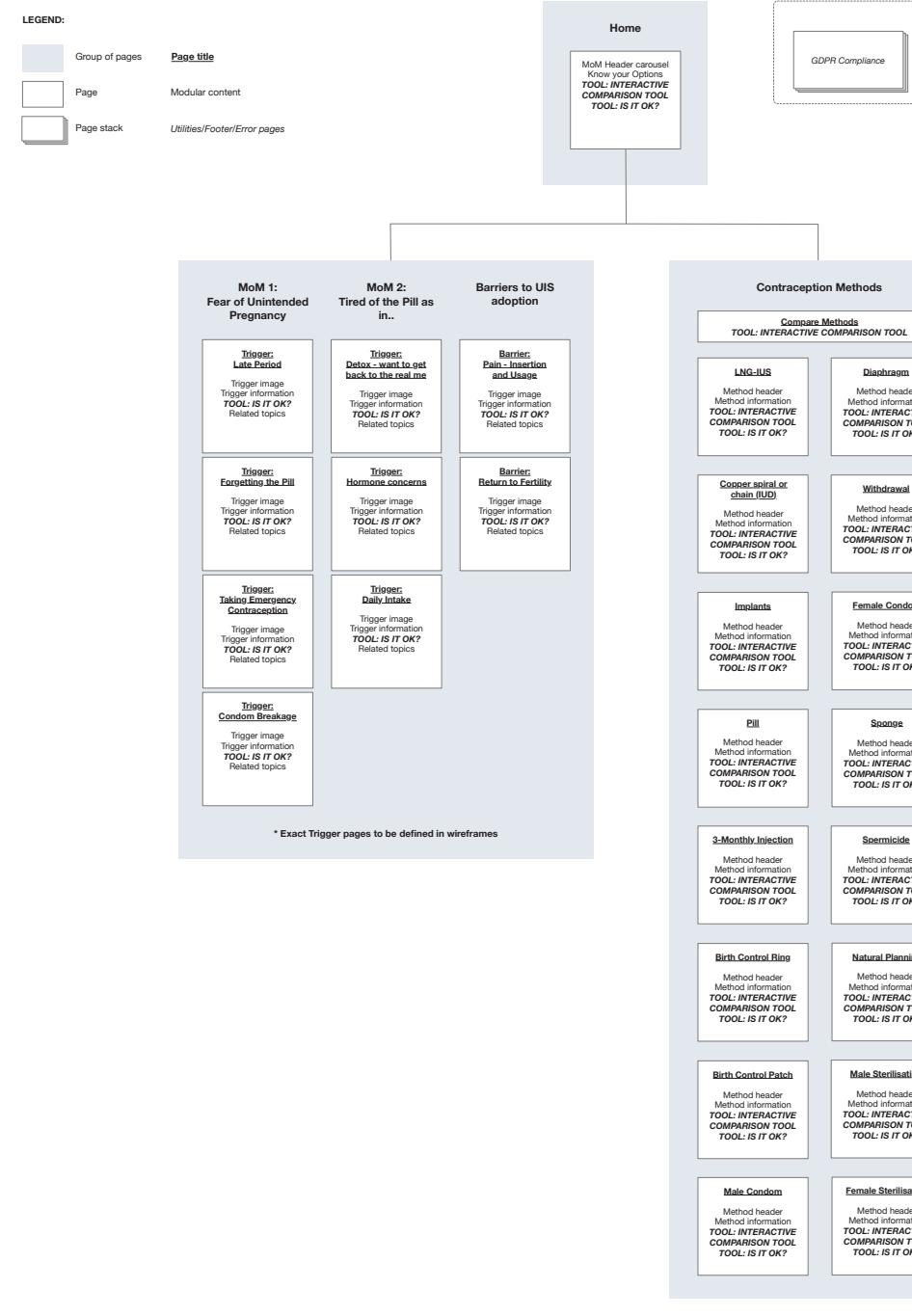


User interviews with 10 women helped prioritise our concepts, find pain points and identify the campaign's biggest opportunities to solve.

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.

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

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

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

ICON

ICON

ICON

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 »

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

0 0 0 0 0 0

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%

Questionnaire complete!

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

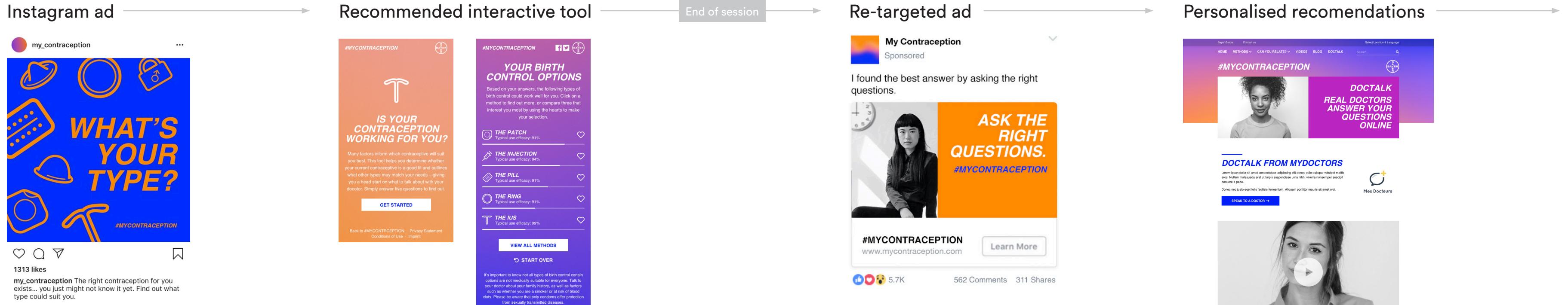
2. The IUD » 12 POINTS

3. The Implant » 11 POINTS

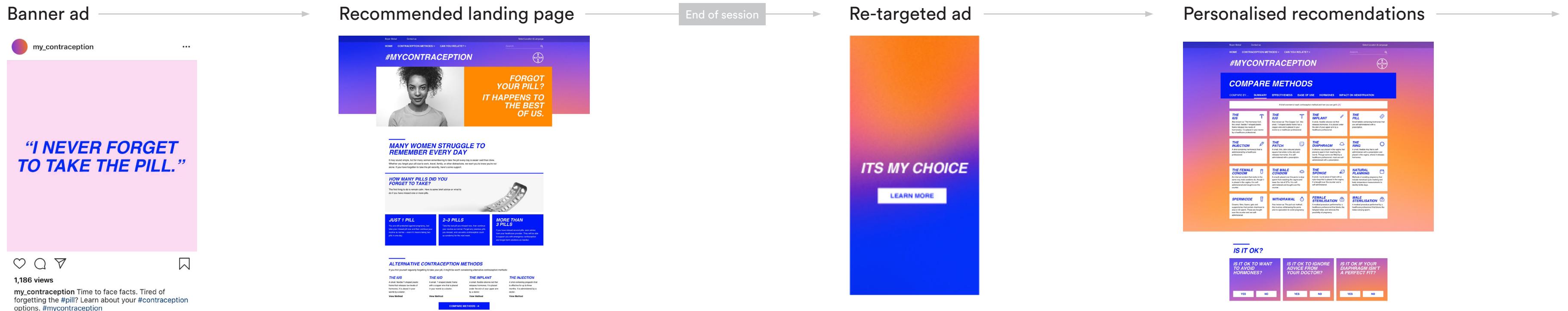
LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Personalisation via Acquia Lift

Example journey #1



Example journey #2



IS IT OK?

TO GET A SECOND OPINION FROM ANOTHER

TO WANT TO AVOID HORMONES?

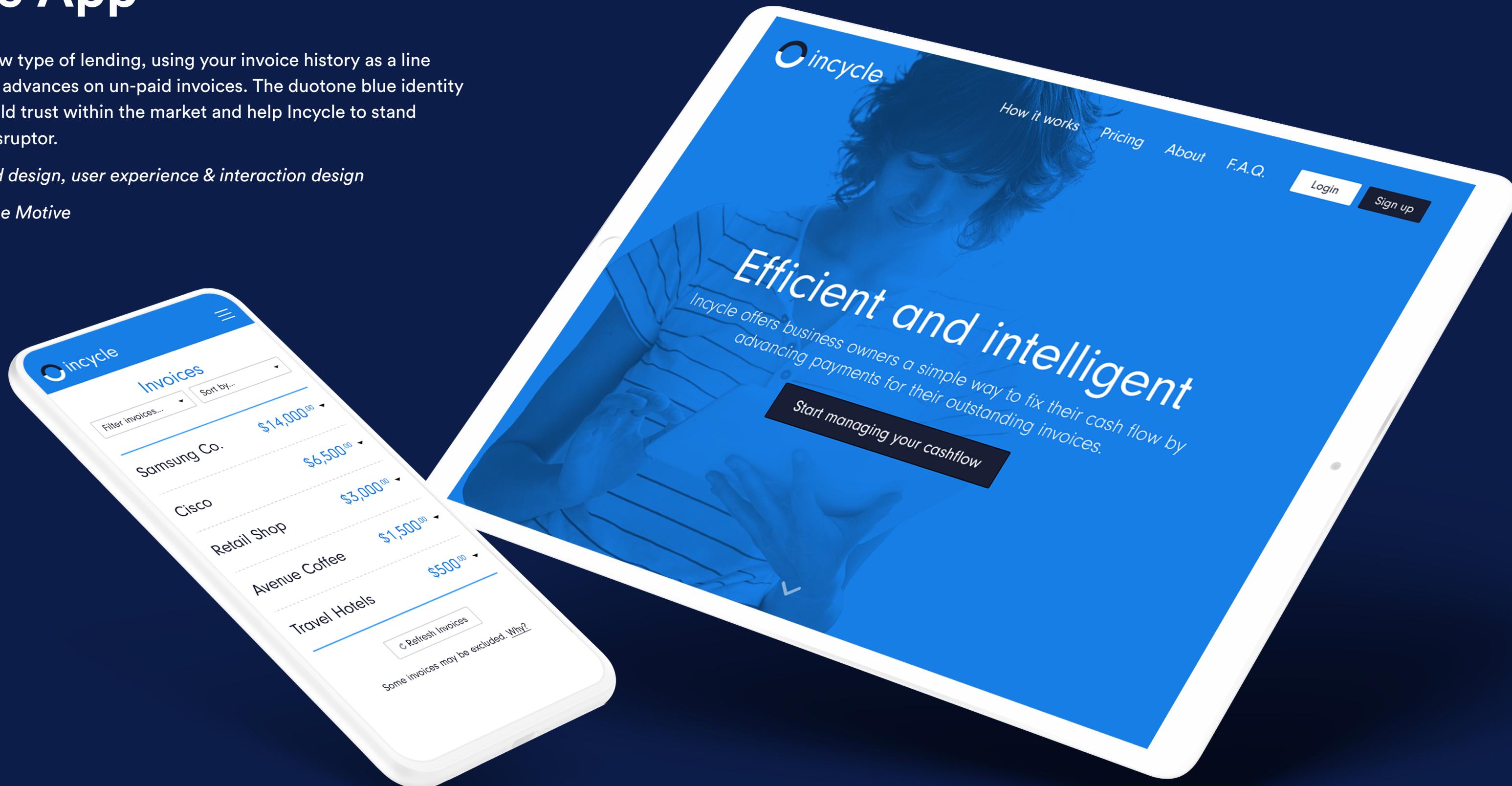
TO TAKE THE MORNING AFTER PILL?

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.

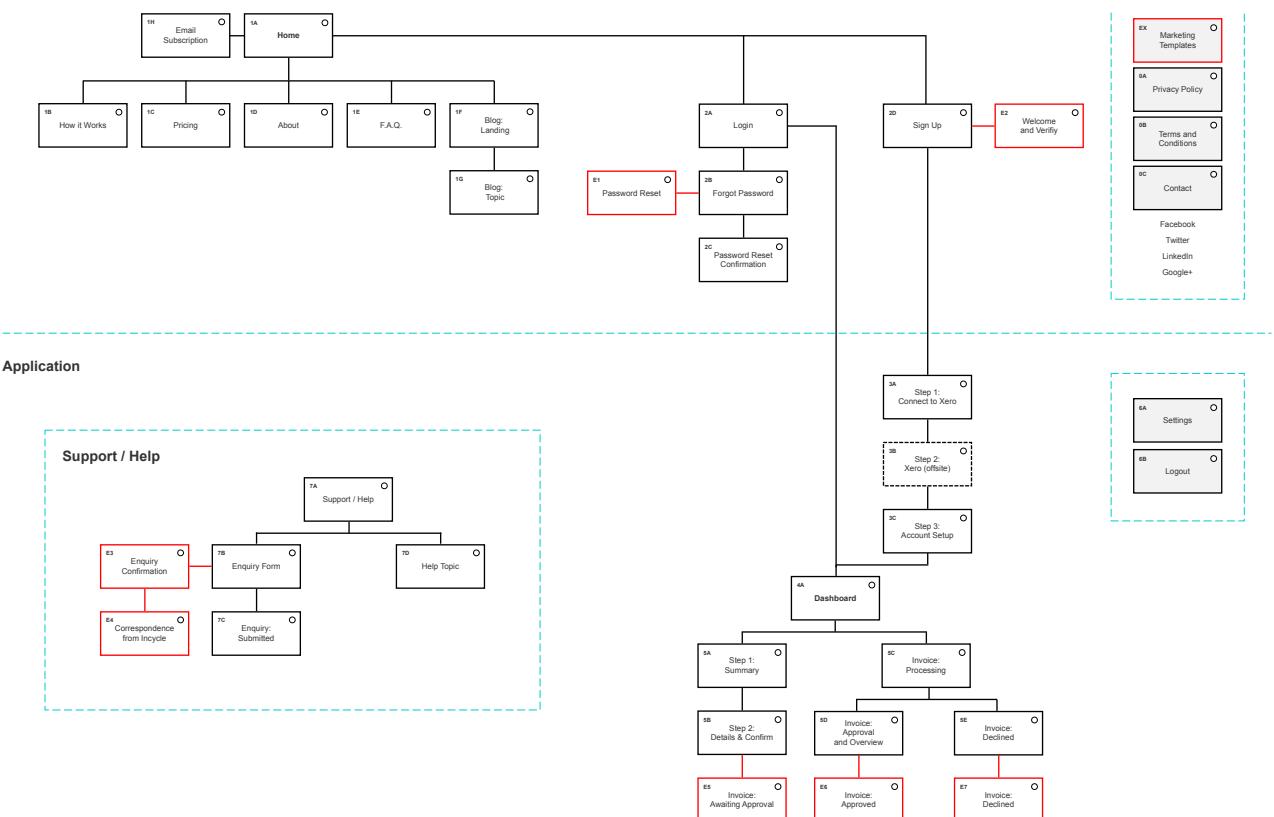
Project lead: brand design, user experience & interaction design

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	

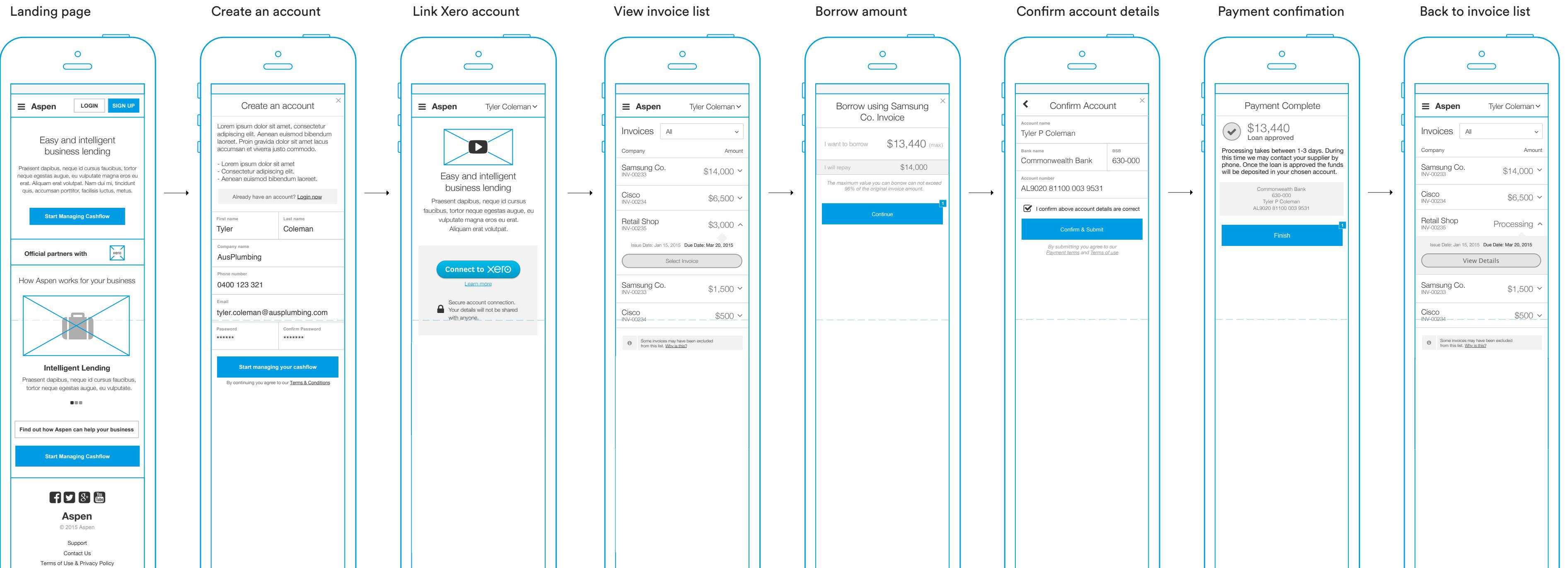
I confirm all the details above are correct

SUBMIT & CONFIRM

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

High fidelity wireframes

Example user flow



incykle

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

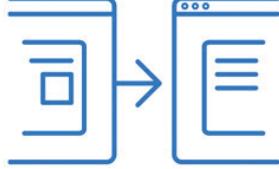
Refresh Invoices Some invoices may be excluded. [Why?](#)



incykle

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.

Efficient and intelligent

Incycle offers business owners a simple way to fix their cash flow by advancing payments for their outstanding invoices.

[Start managing your cashflow](#)

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.

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.	4%	\$480	\$11,520

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, consecetuer adipiscing elit. Donec odio.
There are many risk factors that we look at when evaluating each individual invoice... lorem ipsum dolor sit amet, consecetuer 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

MACQUARIE

SPONSORED CONTENT

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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.

Oincycle

Invoices

Company	Invoice Total	Loan Amount	Progress
Samsung Co.	\$14,500.00	\$14,000.00	Clear Invoice
Cisco	\$7,200.00	\$6,500.00	Clear Invoice
Prime Motive	\$6,350.00	\$5,980.00	Clear Invoice
Retail Shop	\$3,300.00	\$3,000.00	Under Review
Avenue Coffee	\$1,800.00	\$1,500.00	Active Loan
Travel Hotels	\$520	\$500.00	Active Loan

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

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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
---------------------------	-------------------------	-----------------------------

Luke Caish-Sadlek

UX/UI Director & Experience Designer

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luke@calek.co

calek.co