

# Luke Caish-Sadlek

## Product & Experience Design Director

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Hi I'm Luke, an Australian-born,  
Berlin-based, creative problem solver.

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

# About Luke

I first learnt the value of how communication can shape someone's understanding of the world from my studies in *Branding and Communication Design* at university. Creating digital experiences soon caught my interest, specifically solving the design needs of complex digital platforms, their user's needs, and modern interaction design.

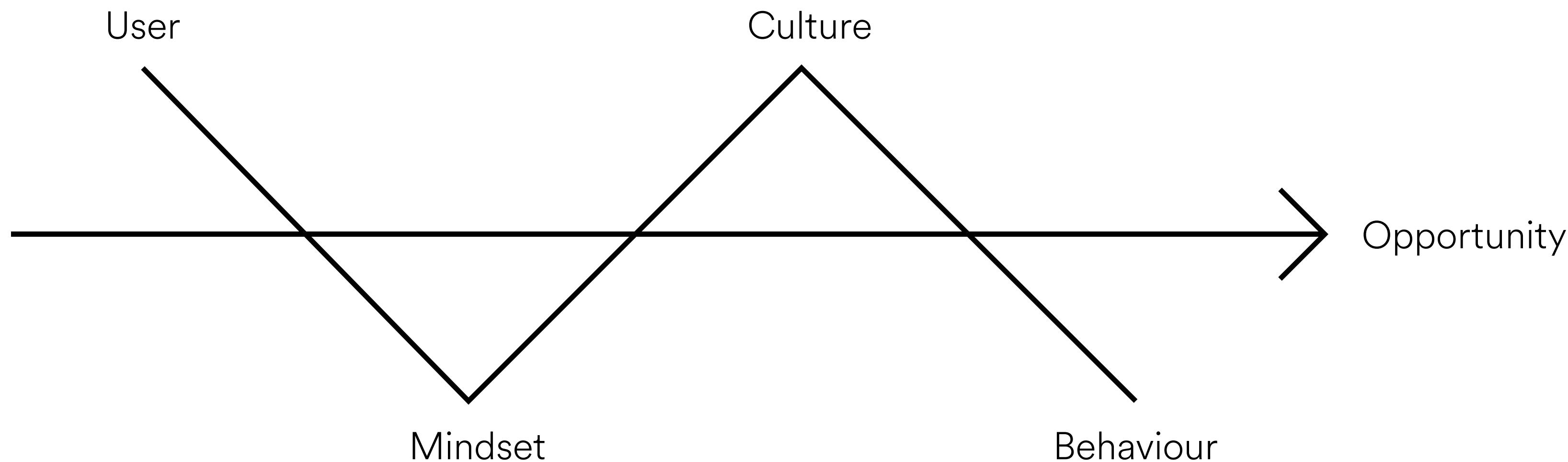
With over 12 years of experience and hybrid skills across strategy, branding, UX & UI, I work hands-on leading creatives to solve challenges via collaboration in multidisciplinary teams. I strive to challenge the brief and discover core business needs, understand the user's Jobs-to-be-Done and share their mindset, push creatives to find the best solution and inspire everyone by creating long-lasting relationships built on shared growth.

Originally from the green and gold of Australia, I now live in Berlin where in my spare time I can be found creating and making lighting designs, cycling in the countryside or exploring everything that Europe has to offer.

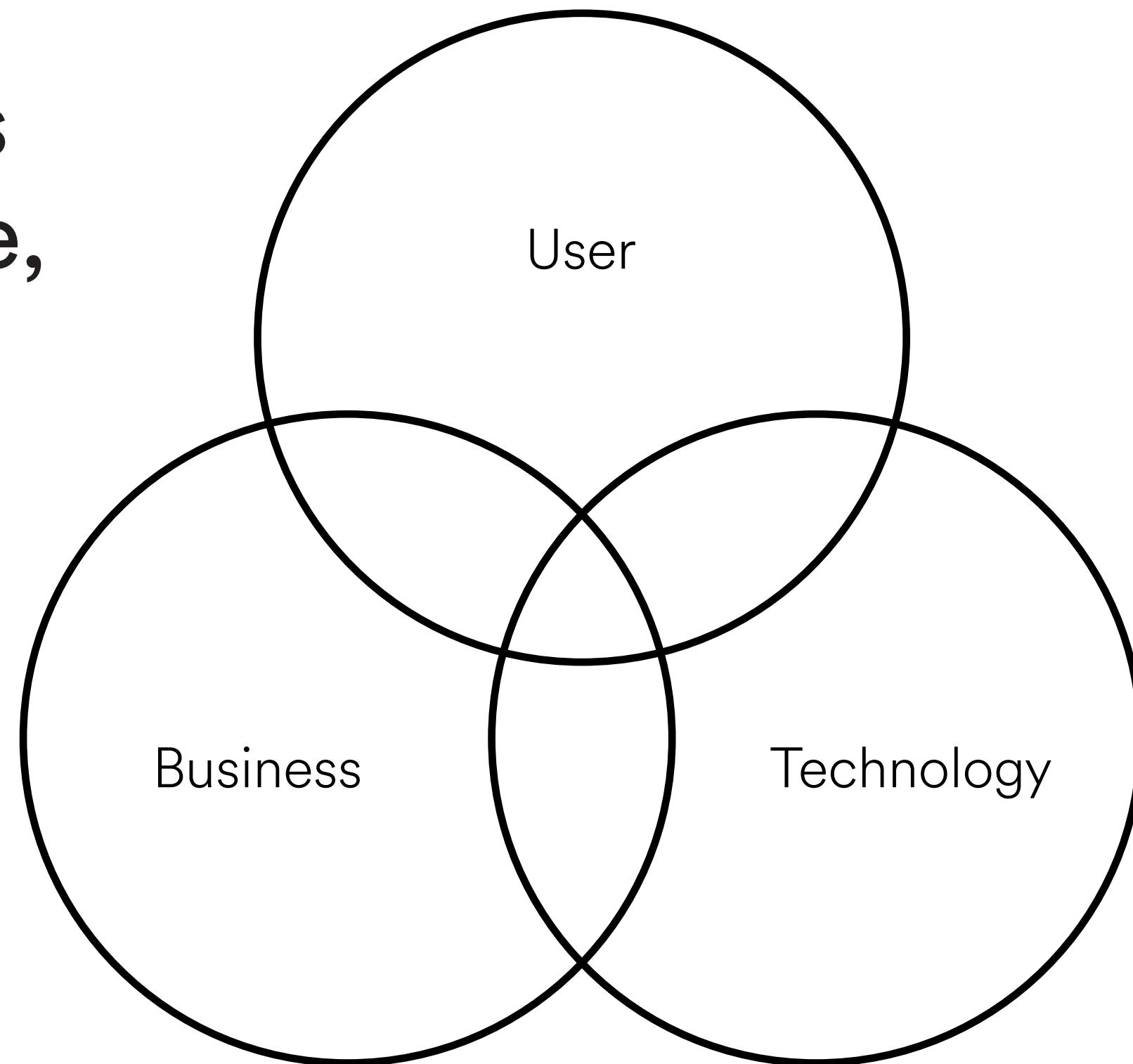
For full CV, visit [LinkedIn](#)



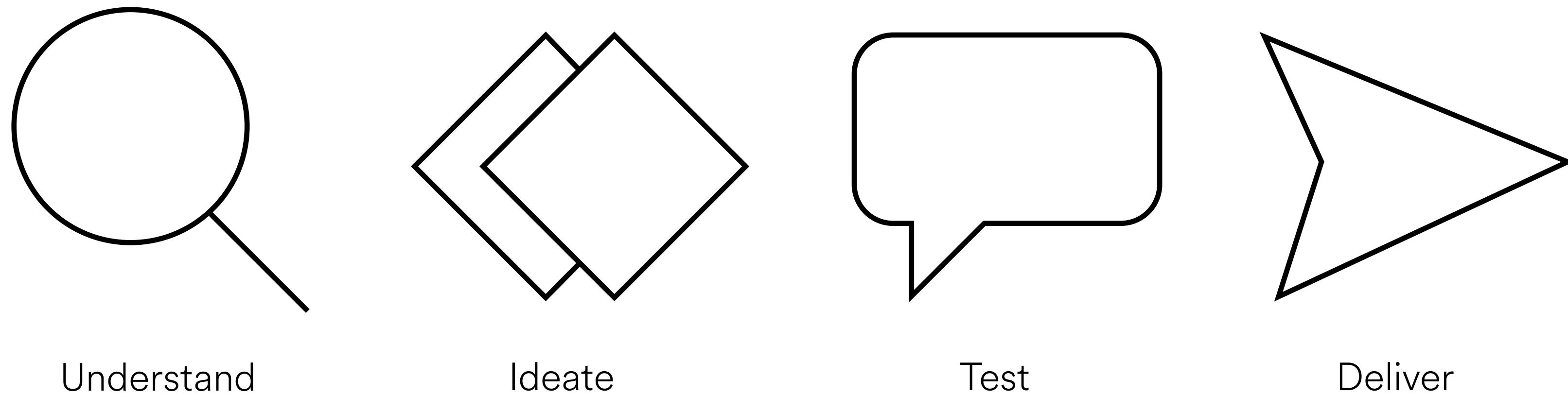
**My approach: Creating new & relevant experiences starts with a deep understanding of the user and the opportunity.**



Competing needs frame ideation – focusing solutions on the desirable, the feasible, and the realistic.



Using simple methods, I help transform and grow businesses, brands, products, and experiences.





## Understand

Discovering the core problems 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 user and business needs.

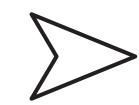
- Brainstorming
- Creative Concepting
- Rapid Prototyping
- User Flows
- Information Architecture
- Wireframing
- Interactive Prototyping



## Test

Generating feedback and insights to validate ideas and prototypes with real users in as close to possible real situations.

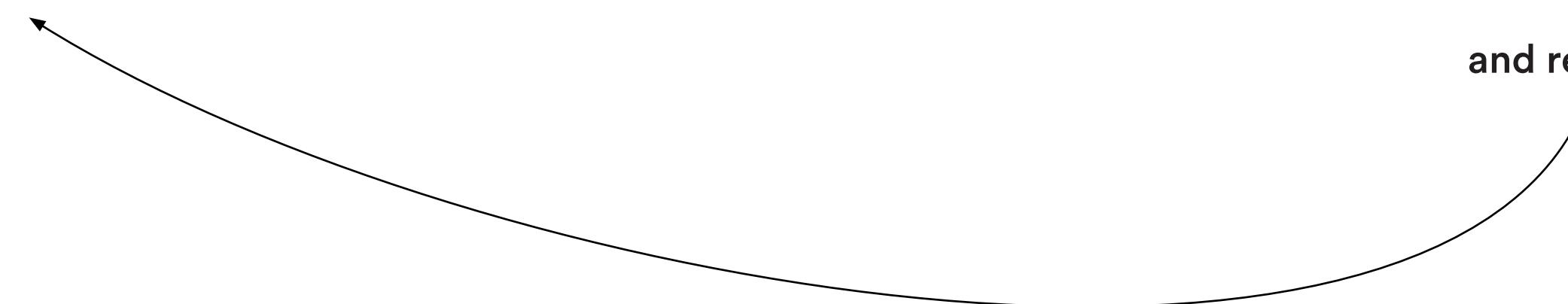
- Usability Testing
- Shadowing
- Surveys



## Deliver

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

- Branding & Storytelling
- UI Design
- UX Writing
- Accessibility
- Design Systems
- Motion Prototypes
- Handover & Documentation



and repeat

# Selected clients



**SIEMENS**

**e.on**

**DAIMLER**



**Eucerin®**

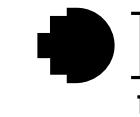
**Beiersdorf**



 **Microsoft**

**IKEA**

 **TELSTRA**

 **RMIT**  
UNIVERSITY

# Selected work



The following pages contain a brief overview of 4 recent projects which showcase my experience and approach to thinking and making in the field of product and experience design.

More details and projects are available on request.

# 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.

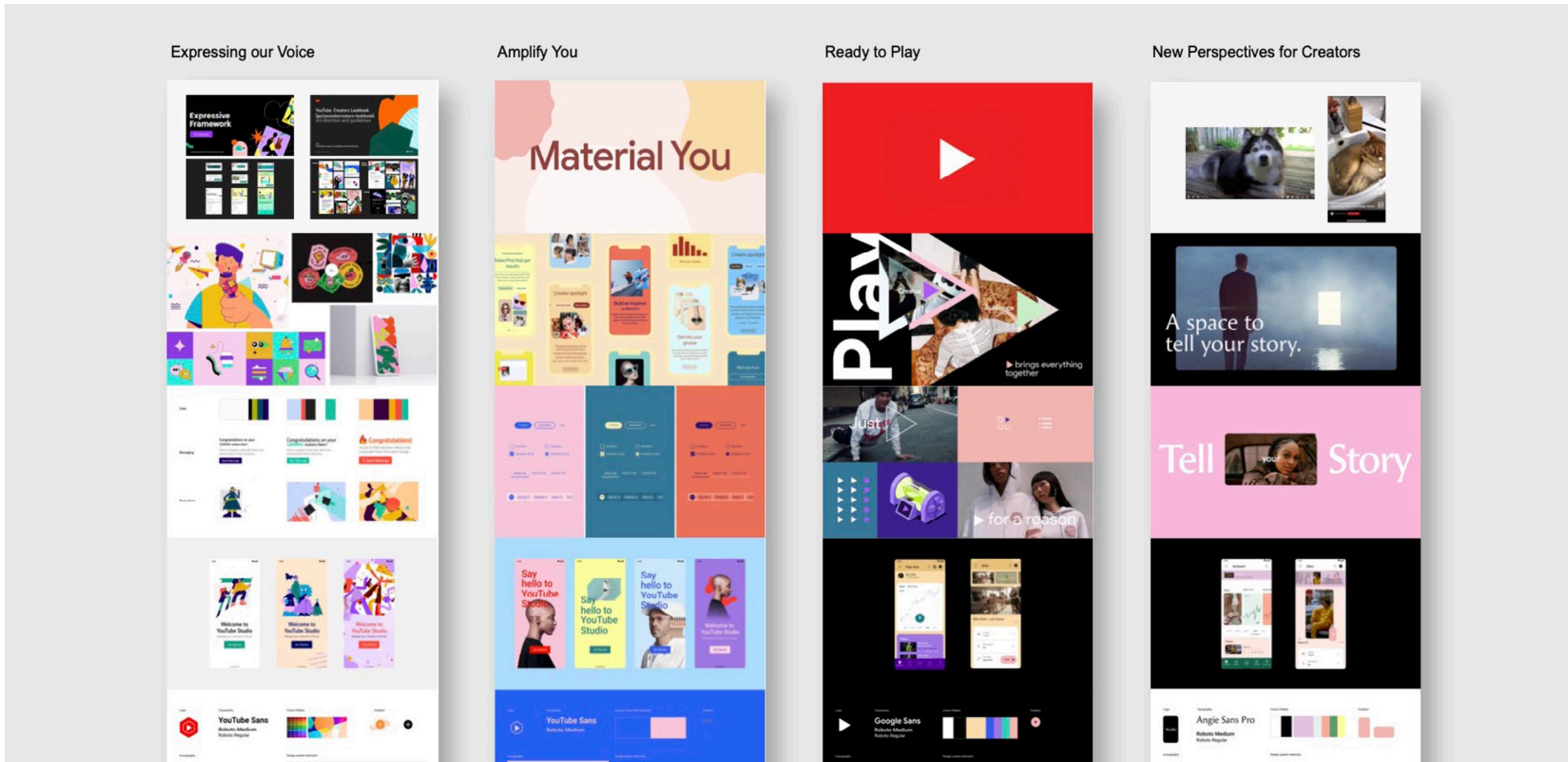
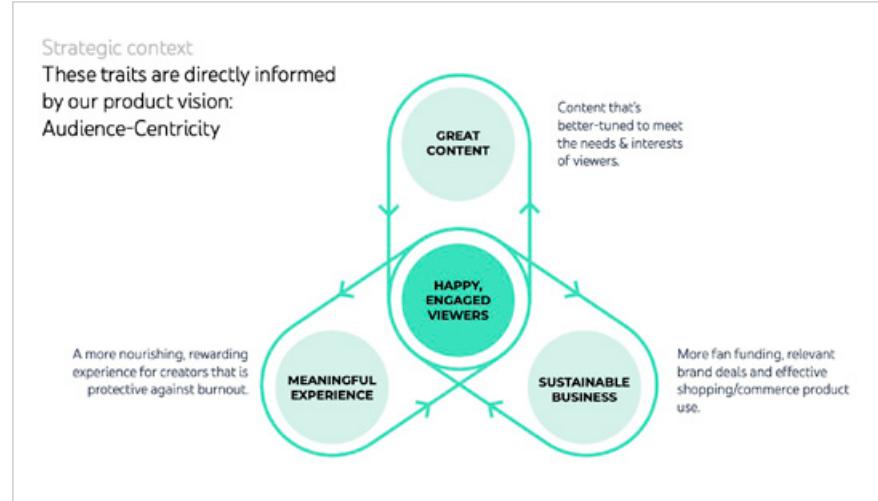
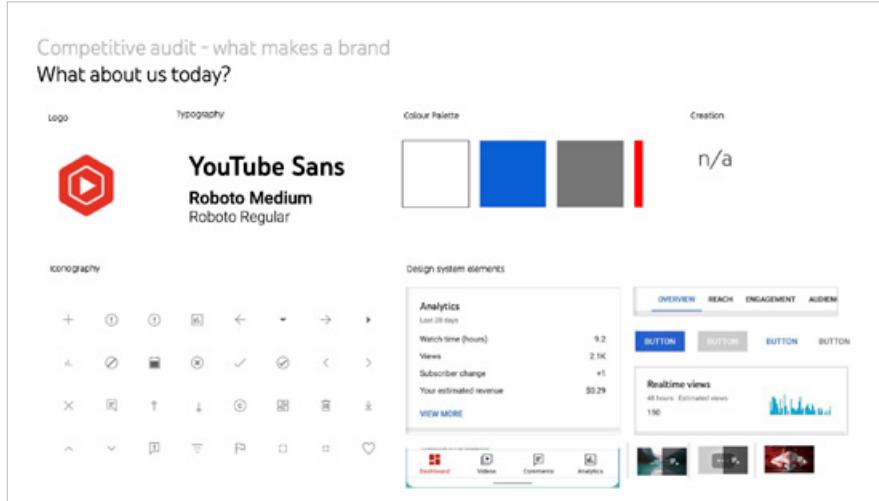
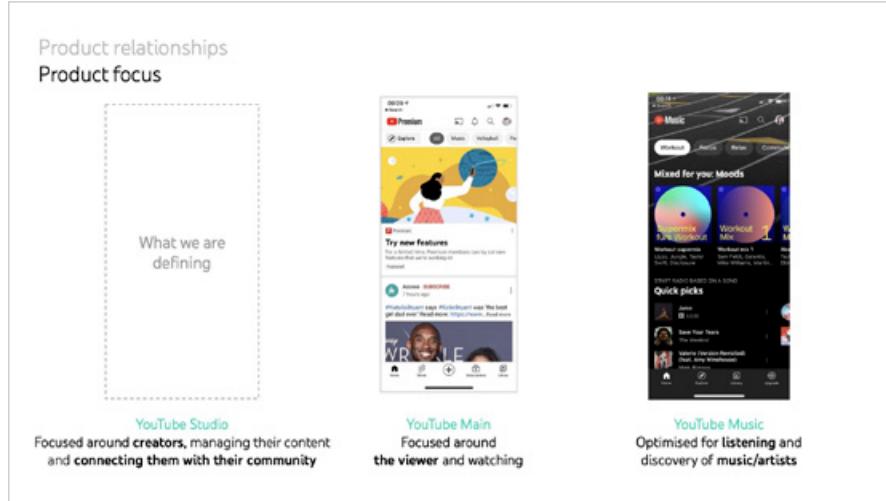
YouTube's brief was to create a vision of the future for YouTube Studio, one that would inspire internal teams for the next 2 years. In collaboration with a strategy director, I led a design team to reimagine the creator experience from the ground up for mobile-first creators via a new concept vision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

**Role:** Experience Design Director, R/GA

**Project team:** 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

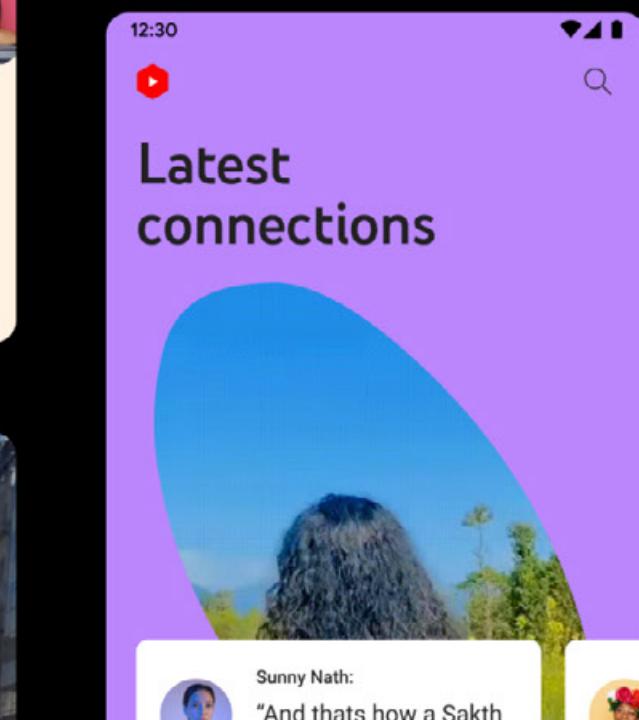
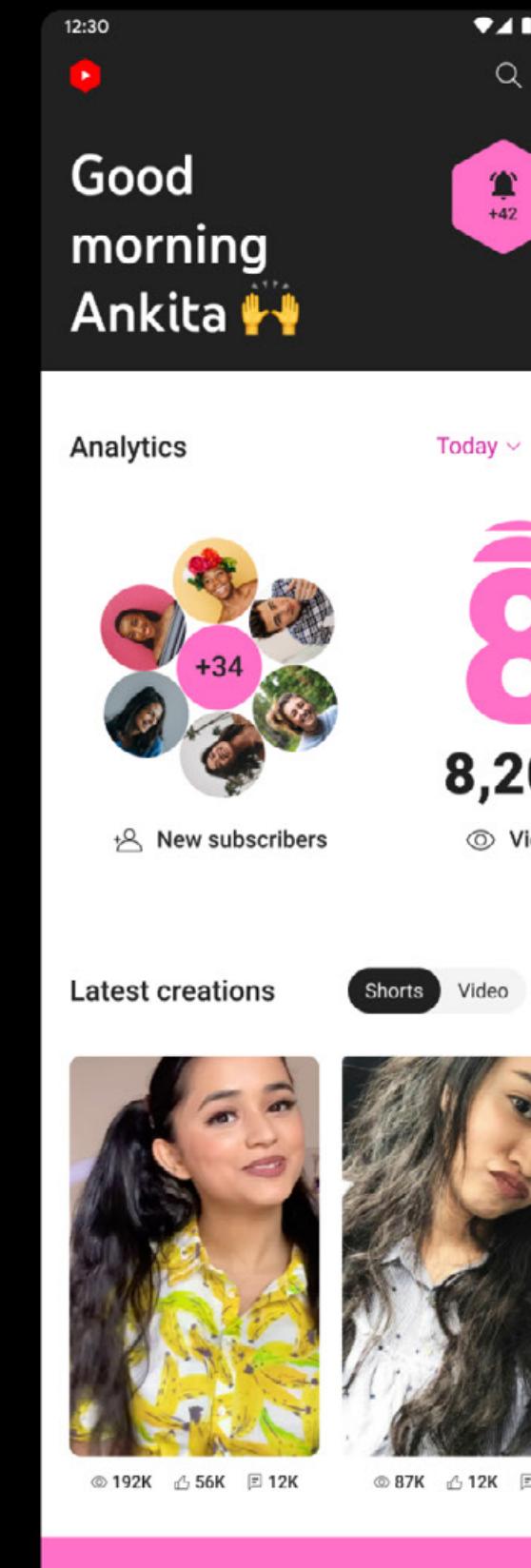
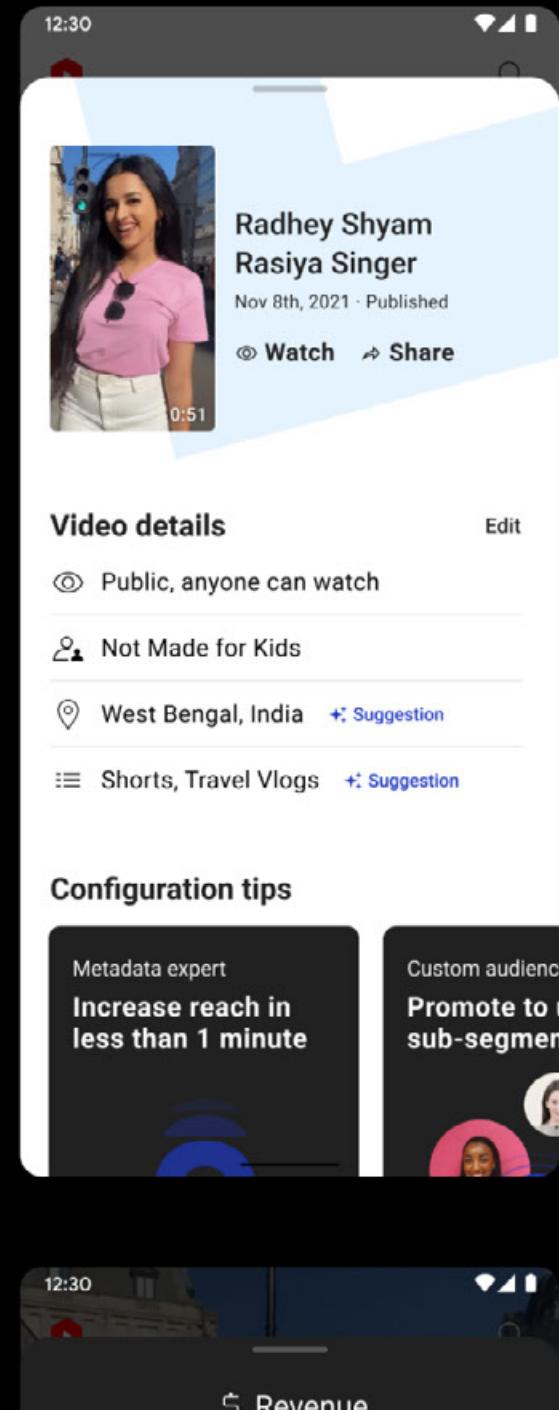
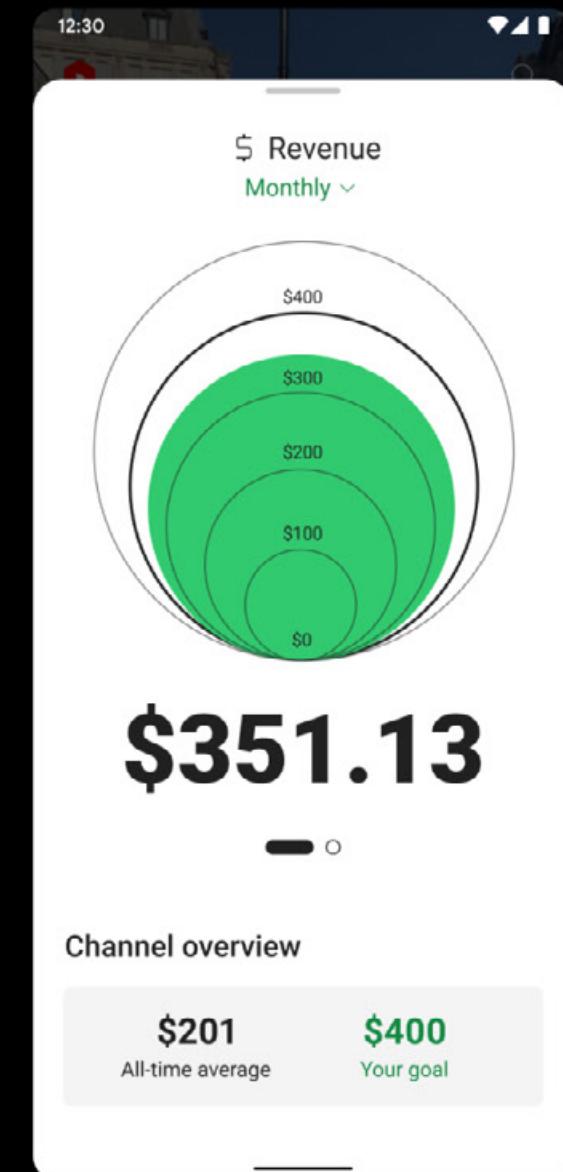
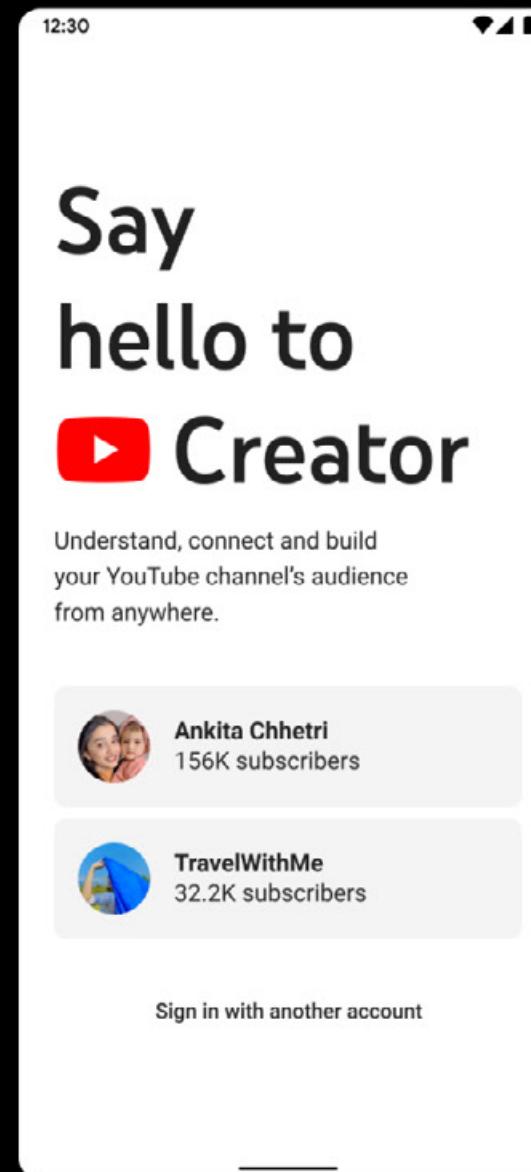
Divergent conceiving explored many options for conceptual and visual directions, varying from mild ideas which played off existing concepts from within YouTube and Google... to wild ideas which explored playing off uniquely own-able elements like the play button and video format ratios.

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

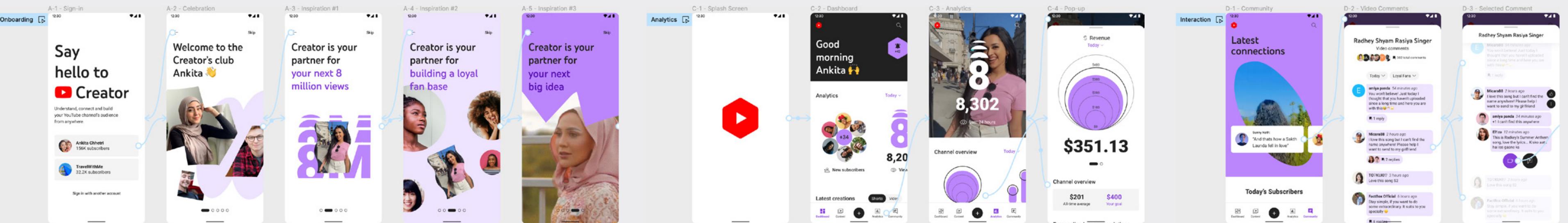
Informed by the strategic direction of audience-centricity, the new YouTube Studio design system is built around the concept of Amplification – expressing and celebrating what the creator has done, can do and can be – flexing from serious login screens to bold celebration screens.



Creator is your partner for your next big idea



## Figma click-dummy journeys



## Handover documentation of design system elements

This section contains a grid of handover documents for the YouTube Studio Design System Vision, each detailing specific design elements and their applications:

- Color:** Describes the primary colors (Red, White, and Almost Black) and how they are algorithmically selected to match creator's personality.
- Typography:** Details the font stack (YouTube Sans, Roboto), sizes (Regular, Bold, Black), and use cases for Headlines & Body Copy.
- Imagery & Video:** Focuses on selecting imagery from video thumbnails, prioritizing people in the foreground.
- Shapes:** Explains how shapes are used to communicate the relationship and connection within the design system.
- Data Visualisation:** Shows various chart types and their uses, such as Teaser, Highlight, and Universal charts.
- Shapes Amplification:** Provides a visual comparison between 'Low Amplification' and 'High Amplification' shapes.
- Iconography:** Details the use of core UI icons and feature icons.

## 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

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 e-Learning platform 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.

**Role:** Experience Design Director, R/GA

**Project team:** 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.

Use it for any stage of your career journey.

Discover a range of formats that fit into any schedule.

## 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.

**MyGrowth Learning**

With access to a wide range of world-class learning resources, you can broaden your knowledge, skill set, and even your perspective.

**Growth Talks**

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

**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**

Align on priorities, what success looks like, what strengths can be made use of, and what support is offered.

**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, or create a new one.

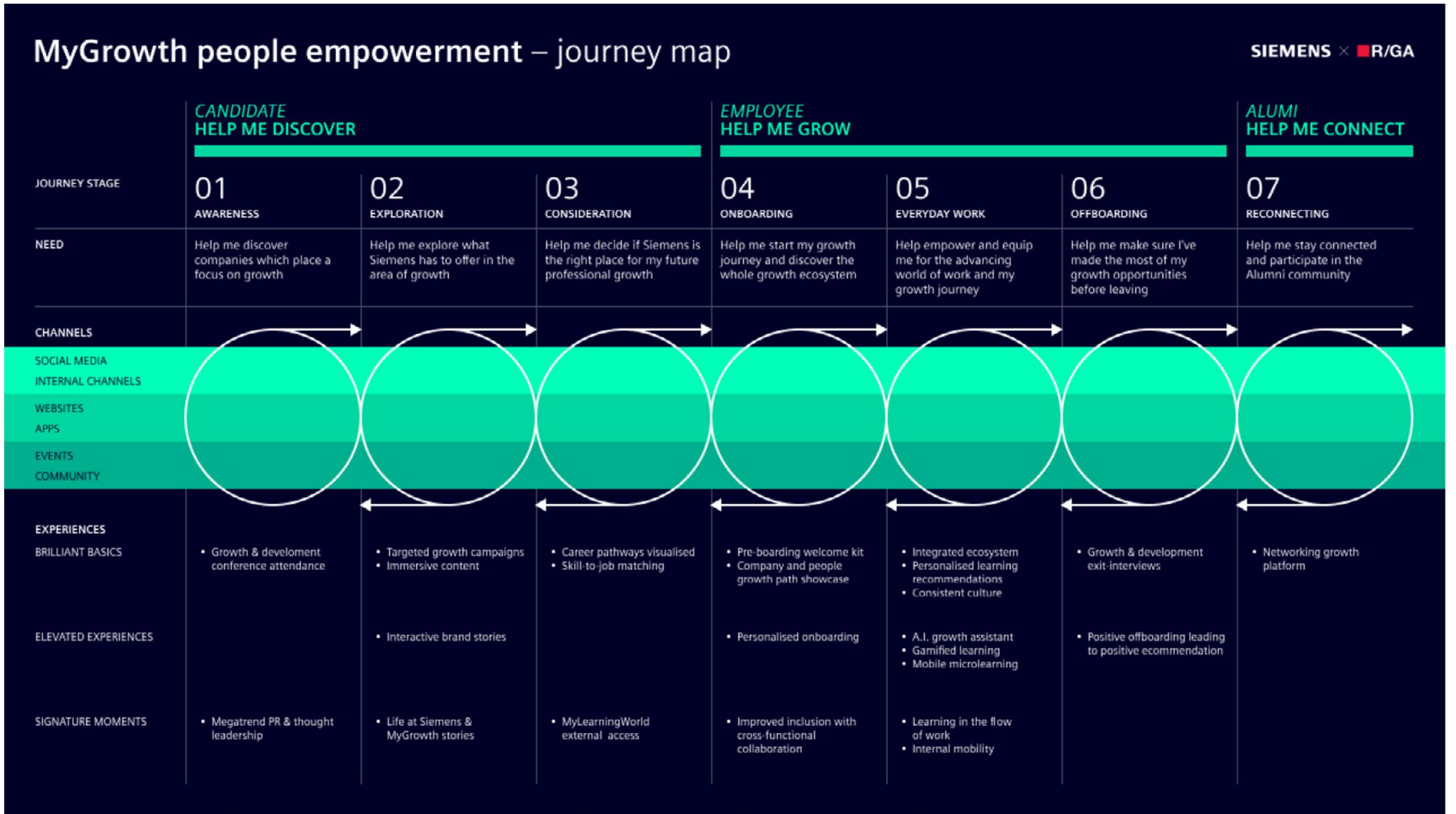
Keep the playlist for your own reference or share it with colleagues to inspire them.



### Learning Hours

Discuss your Learning Hours and goals with your team lead. Schedule regular times to learn so it becomes part of your weekly routine and

# 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.

**MyGrowth archetype #1 Leader**

**QUOTE:** "How can I amplify the four MyGrowth areas in a way that Siemens people can act on?"

**INFO:** 40-49 years old, Worldwide, Leader (Office or Production worker), 10+ years, Experienced manager at Siemens, adept at driving efficiency and innovation, skilled in leading cross-functional teams, drives top-performing teams to achieve results, results in the field of technology and innovation.

**GOALS & MOTIVATIONS:**

- Wishes to provide a good environment for their team, one which contributes to their happiness at work.
- Needs to meet KPIs & project success measures to prove their own commercial value as a leader.
- Works to retain good team members in difficult economic times.
- Promoting employee development and engagement.

**PAIN POINTS & BARRIERS:**

- Lack of knowledge on the reason for why growth and development is so important all of a sudden at Siemens.
- Difficulty understanding where to find latest news and topics related to MyGrowth.
- There is not enough time in the working day to dedicate to continuous learning.
- It's ultimately up to the individual to motivate themselves.

**Our key objective for the leader to live the growth mindset with their entire team, making the most use of the 4 MyGrowth areas.**

**MyGrowth archetype #2 New Joiner**

**QUOTE:** "I'm about to sign a contract, but I'm not sure what to expect. What kind of journey will I have at Siemens?"

**INFO:** 20-39 years old, Worldwide, Office worker, Novice, about to sign a contract, Eager to learn, grow and attain higher positions within Siemens, open to new challenges, willing to take on meaningful projects, gain experience and develop new skills.

**GOALS & MOTIVATIONS:**

- The new joiner is motivated to contribute to meaningful projects that have a positive impact on society and the environment.
- Values maintaining a healthy work-life balance. They want to find a supportive work environment that promotes flexibility and encourages personal well-being.

**PAIN POINTS & BARRIERS:**

- As a fresh graduate, the new joiner feels insecure about starting a new job and lacks confidence in adapting to a professional work environment.
- With the start day 2-4 months away, the new joiner is uncertain about what to expect at Siemens, their role and responsibilities, what to do in their free time.
- Concerns about long-term job security and future growth opportunities within the organization.

**Our key objective: introduce and impress the new joiner with MyGrowth's learning & development offering from day 1.**

**MyGrowth archetype #3 Office Worker**

**QUOTE:** "I feel like I've hit a wall, I just got passed over for a promotion."

**INFO:** 35-54 years old, Worldwide, Office worker, 5+ years, Experienced white-collar professional at Siemens, works in a management or specialist position, often at negotiating complex tasks, collaborating with teams, and consistently exceeds expectations, committed to the company's mission and values.

**GOALS & MOTIVATIONS:**

- Eager to take the next step in their career at Siemens, explore leadership roles and take on more responsibilities.
- Motivated to continue learning and growing in his field, but doesn't know where to start.
- Wishes guidance and accountability from experienced professionals but currently has no connections.
- Desires a sense of fulfillment in his work and is motivated by challenging and meaningful projects.

**PAIN POINTS & BARRIERS:**

- Fewer incentives about the specific steps or opportunities available for career advancement within Siemens.
- Challenges in gaining visibility and recognition within a large organization like Siemens.
- Difficult to relate to current workload with realistic challenges for career growth. Faces time constraints and conflicting responsibilities, which can hinder their ability to focus on growth.
- Hesitates about taking risks or making changes in their career path, specifically fear of potential setbacks or failure associated with trying new roles or pursuing unfamiliar responsibilities within Siemens.

**Our key objective: Revive the drive for learning and growth.**

## Persona needs and barriers

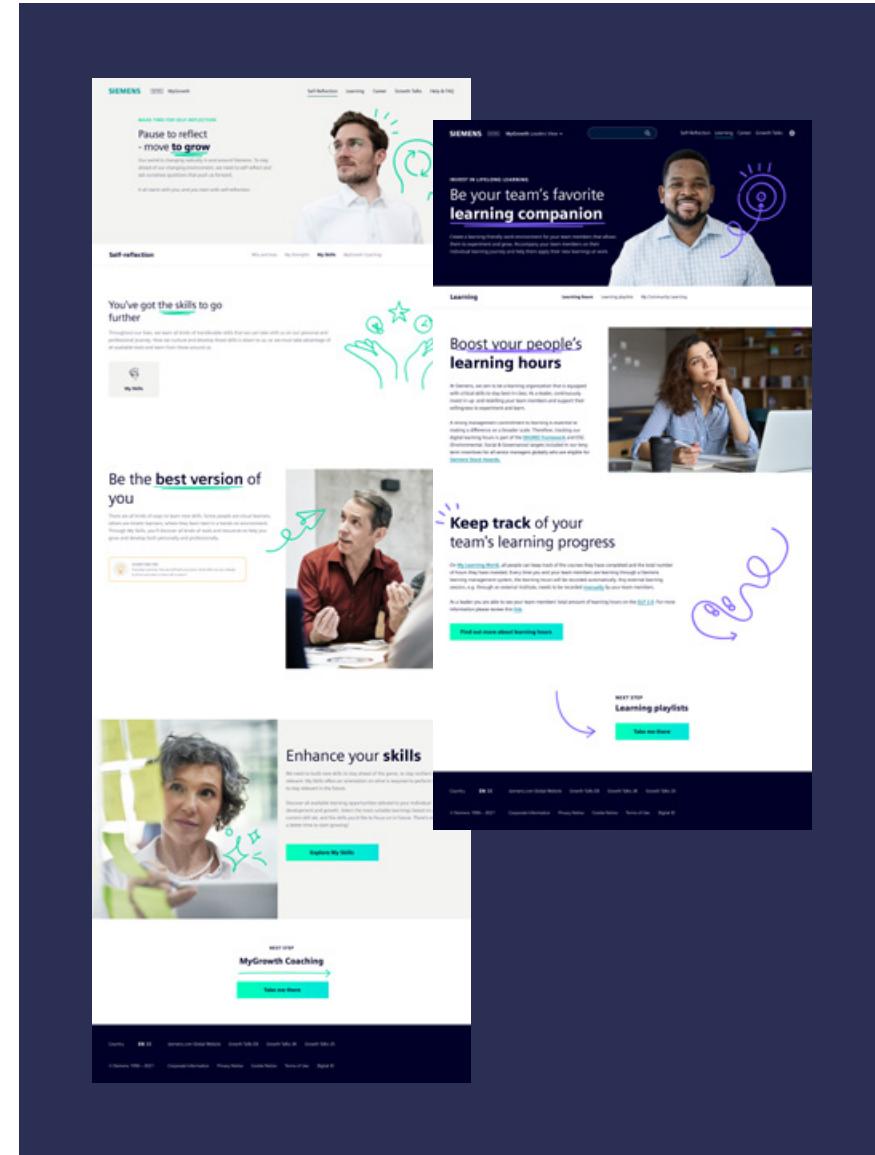
Creating empathy with the wide range of Siemens employees and sharing insights with the wide project team was done with personas.

# 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.

# 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 mobile screenshots from the 'MyGrowth Learning World' e-learning platform, arranged in a 5x4 grid. Each screenshot shows a different part of the platform's interface, highlighting its modular and personalized design. The screenshots include various sections such as 'Welcome to life-long learning at Siemens', 'Always learning, always growing.', 'Our world is advancing faster than ever', 'We all need to keep up by learning', 'You're not alone on your growth journey.', 'How Siemens Supports You', 'How MyGrowth fosters individual growth', 'Growth Talks', 'My Learning World', 'Platform Tour', 'Find Your Content', 'Learn From the Best', 'Share & Celebrate Stay connected with your peers', and 'Let's make learning a habit.'. The platform uses a dark blue background with white text and colorful icons, and features a 'Jump In' button throughout.

# Eucerin

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

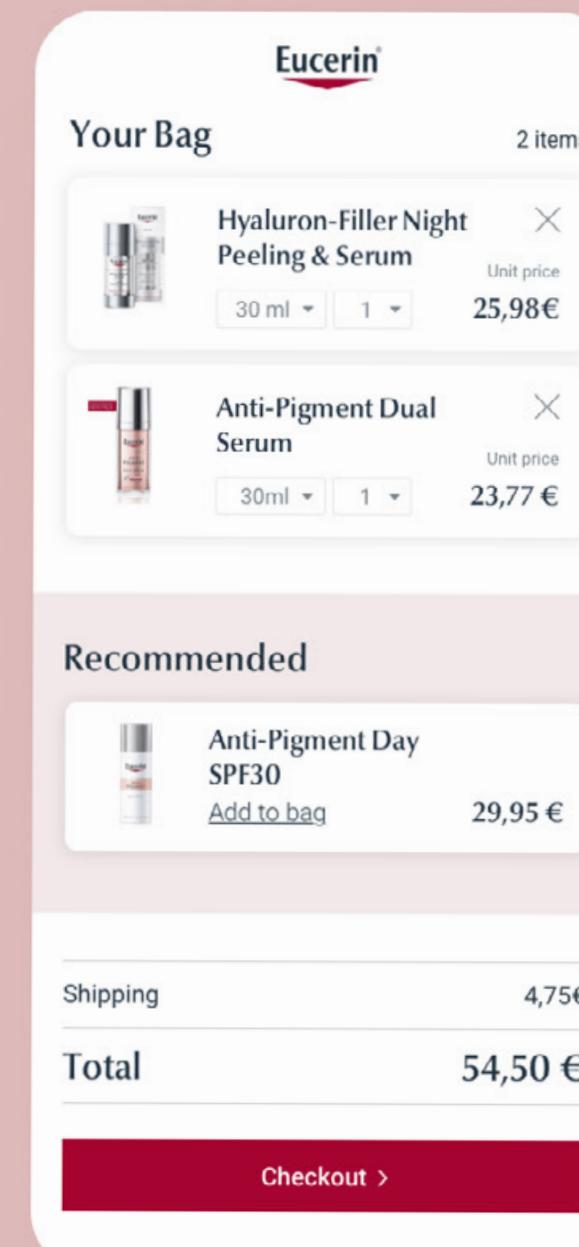
With a history of over 100 years of pharmacy-based dermatological skincare, Eucerin needed to transform it's digital experience to connect with the next generation of customers who expect online convenience and trend towards nature-base skincare products.

Across this 12 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.

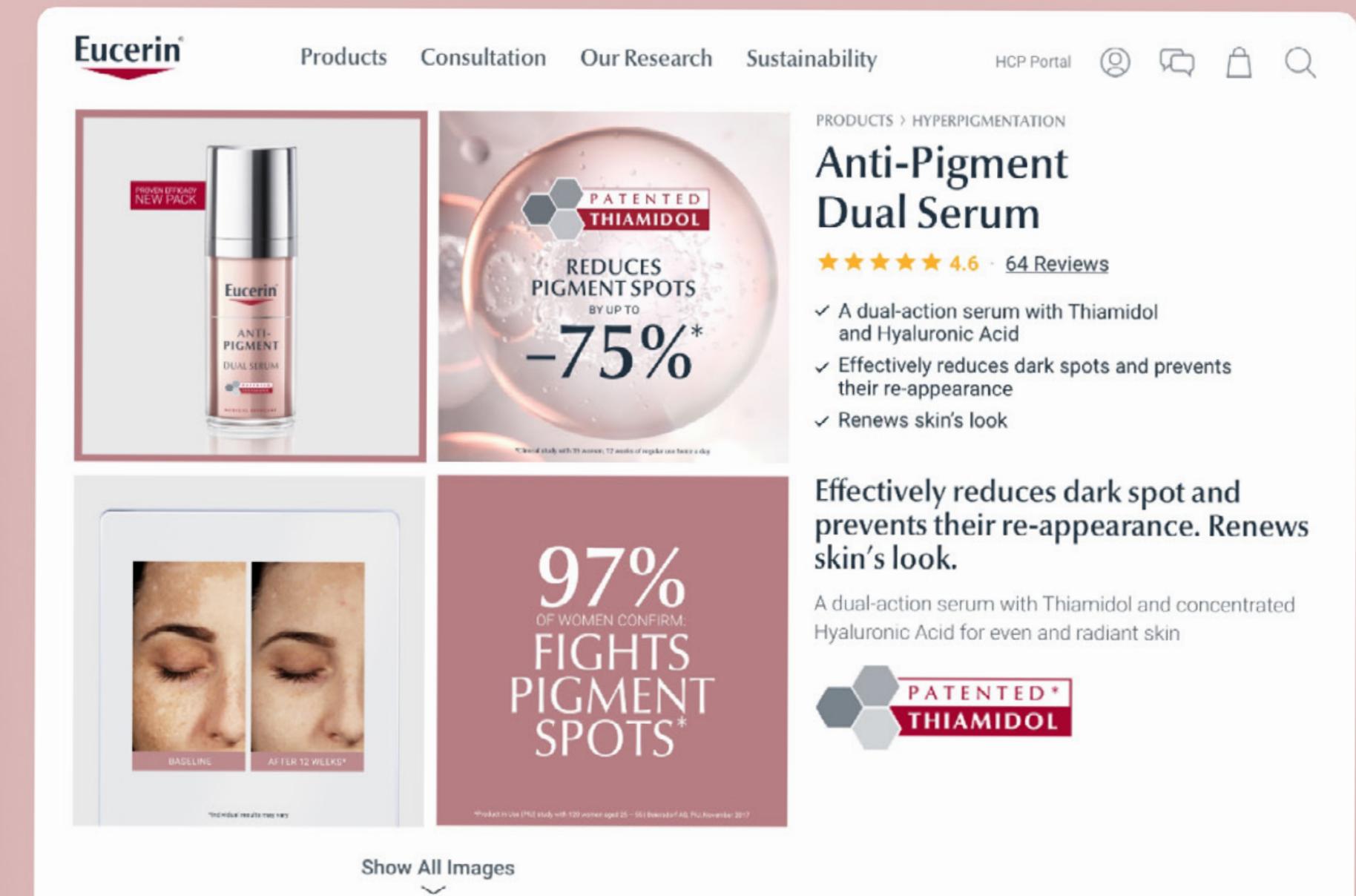
**Role:** UX / UI Director, Wunderman Thompson

**Project team:** Content strategist, UX designer, UI designer, project manager, development.

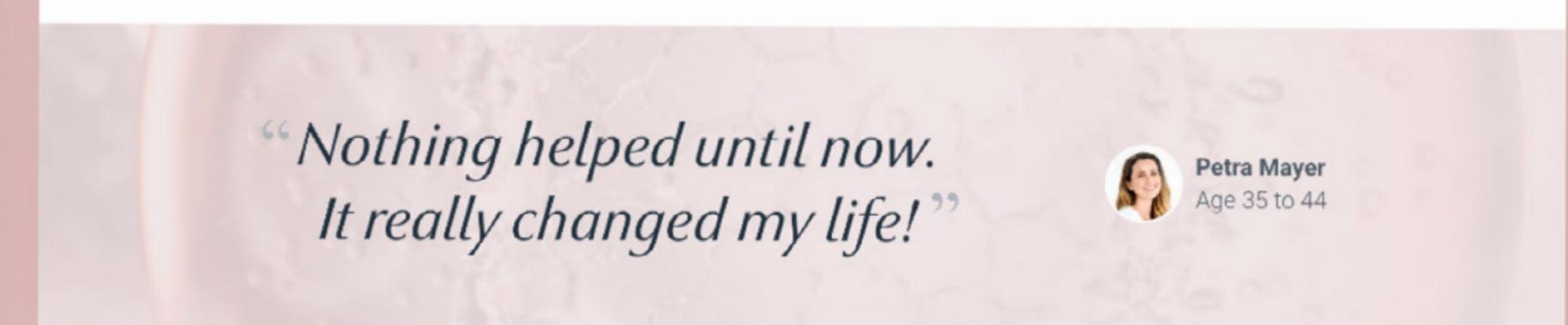
**Deliverables:** User research, digital strategy, experience concepts, digital design system.



The screenshot shows a mobile shopping cart interface for Eucerin. At the top, the Eucerin logo is displayed. Below it, a section titled "Your Bag" shows two items: "Hyaluron-Filler Night Peeling & Serum" and "Anti-Pigment Dual Serum". Each item has a small thumbnail, unit price (25,98€ and 23,77€ respectively), and quantity dropdowns set to 1. A "Unit price" label is present above each item. Below the bag section, there is a "Recommended" section featuring "Anti-Pigment Day SPF30" with a price of 29,95 €. At the bottom, shipping information shows "Shipping" at 4,75€ and a total of 54,50 €. A prominent red "Checkout >" button is located at the very bottom.



The screenshot shows the product page for Eucerin's Anti-Pigment Dual Serum. At the top, the Eucerin logo is followed by navigation links: Products, Consultation, Our Research, Sustainability, HCP Portal, a user icon, a speech bubble icon, a shopping bag icon, and a search icon. The main product image is a bottle of serum with a red cap, labeled "ANTI-PIGMENT DUAL SERUM". To its right is a circular graphic stating "REDUCES PIGMENT SPOTS BY UP TO -75%\*" with a "PATENTED THIAMIDOL" logo. Below these are two smaller images: one showing a woman's face with a "BASELINE" label and another showing the same woman's face after treatment with a "AFTER 12 WEEKS\*" label. To the right of these images is a dark red box containing the text "97% OF WOMEN CONFIRM: FIGHTS PIGMENT SPOTS\*". At the bottom left of the main image area, there is a note: "Product in Use (PUI) study with 120 women aged 25–50 (baseline to PUI November 2017)." Below the main image, a "Show All Images" link is visible. The overall background of the page is light pink.



A testimonial quote is displayed in a large, italicized font: "Nothing helped until now. It really changed my life!" To the right of the quote is a circular profile picture of a woman with blonde hair, identified as "Petra Mayer" and "Age 35 to 44". The background of this section is a blurred image of a woman's face.

## Product Info



## How to Use



## Ingredients

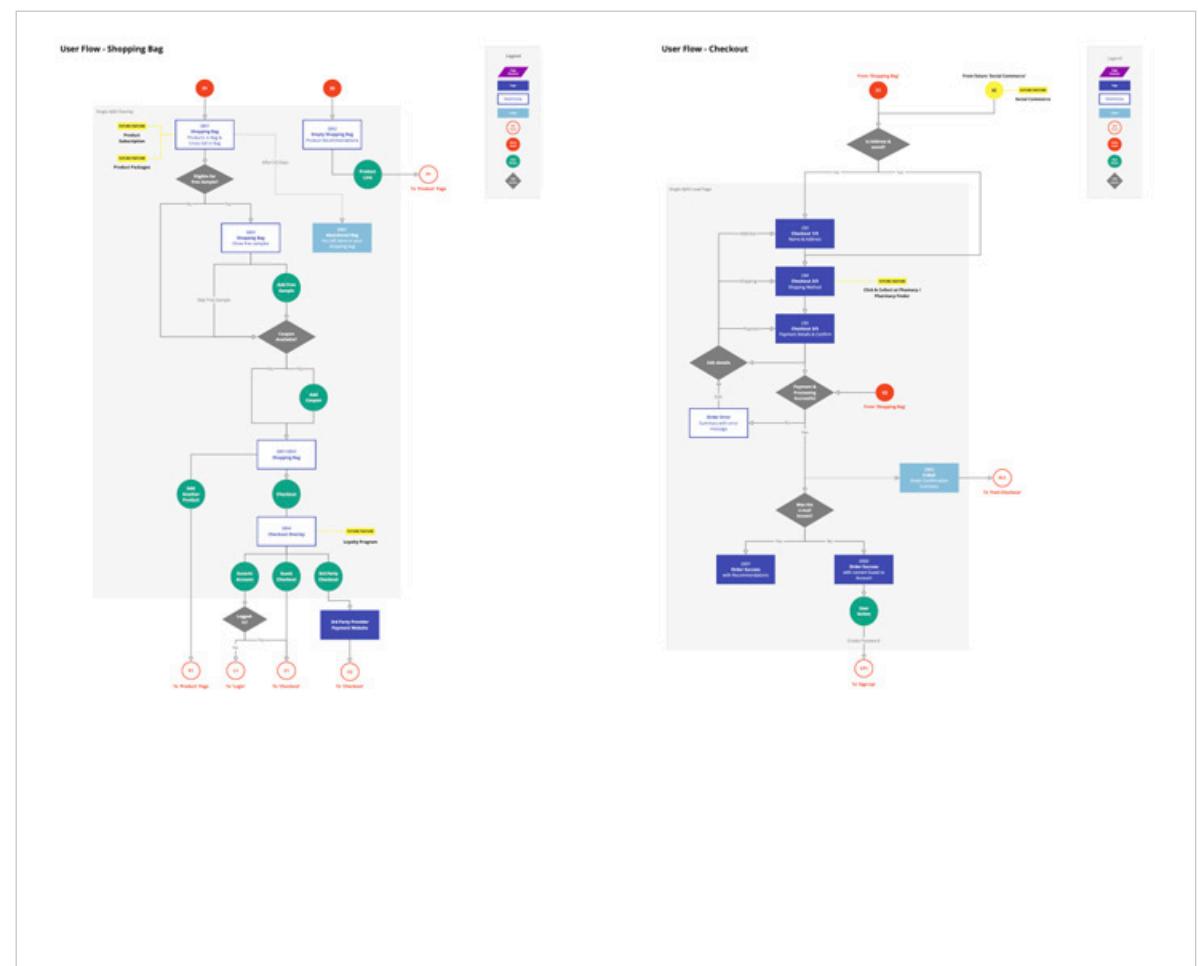


# Discovery & ideation

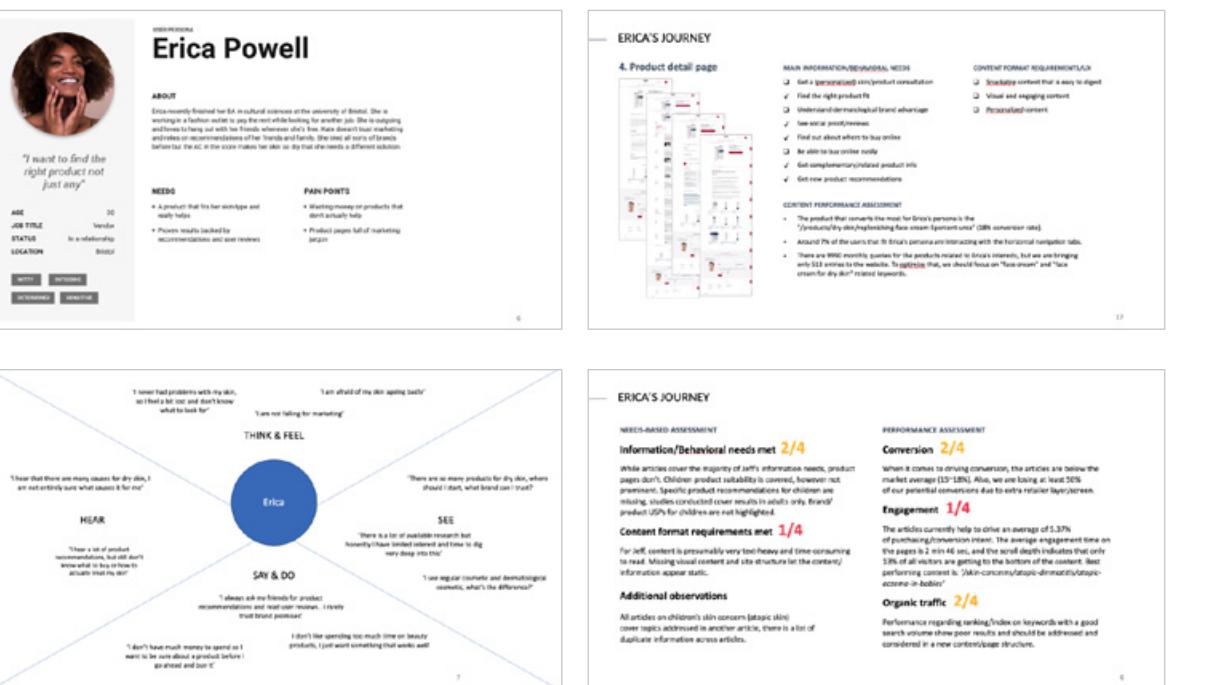
Immersion kicked-off the project to better understand user needs and barriers. These were shared with the wider project team to help inform our future design decisions. Immersion activities included: analytics, data analysis, user interviews, personas, experience maps, and content assessments – informing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



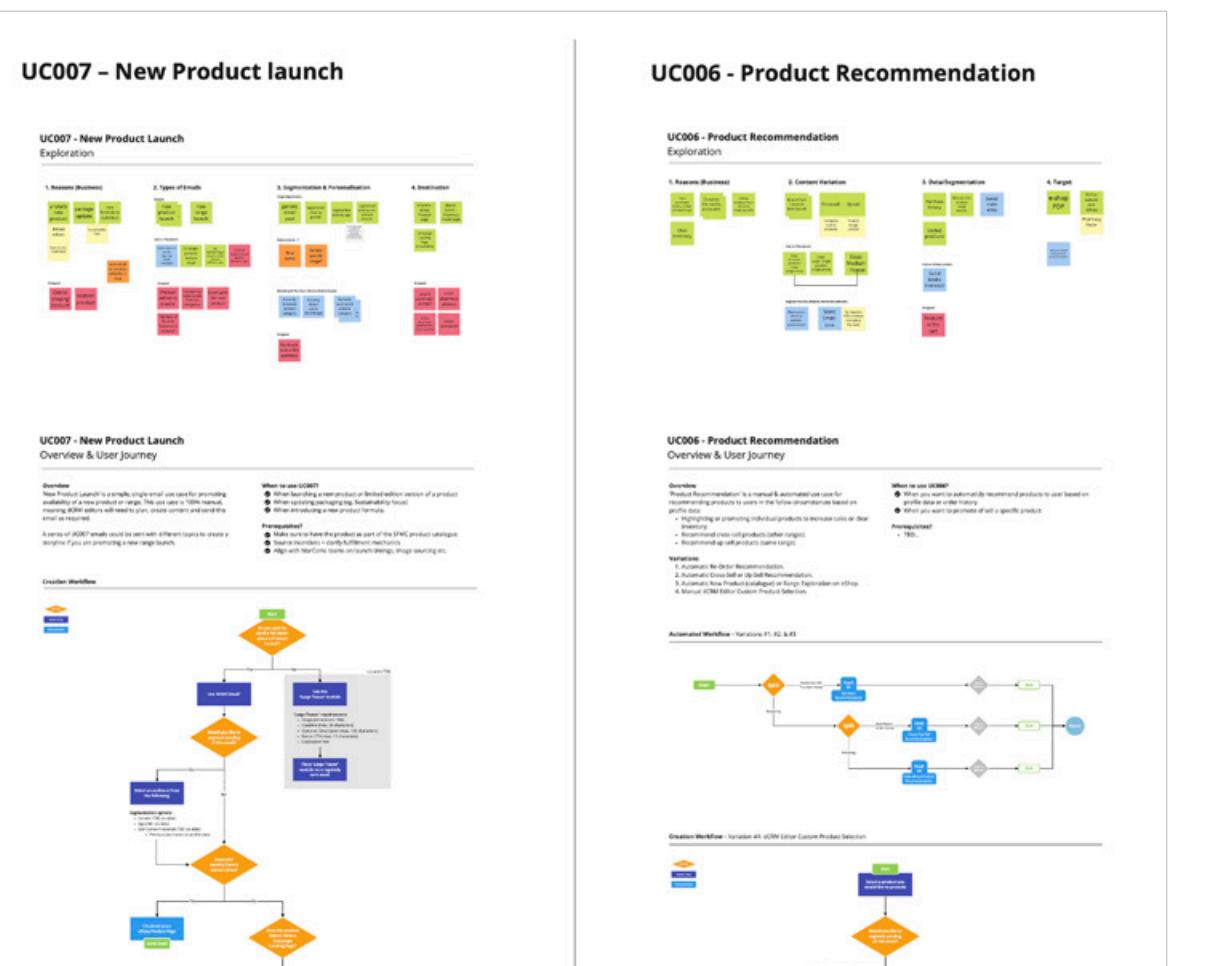
## Persona & journey mapping



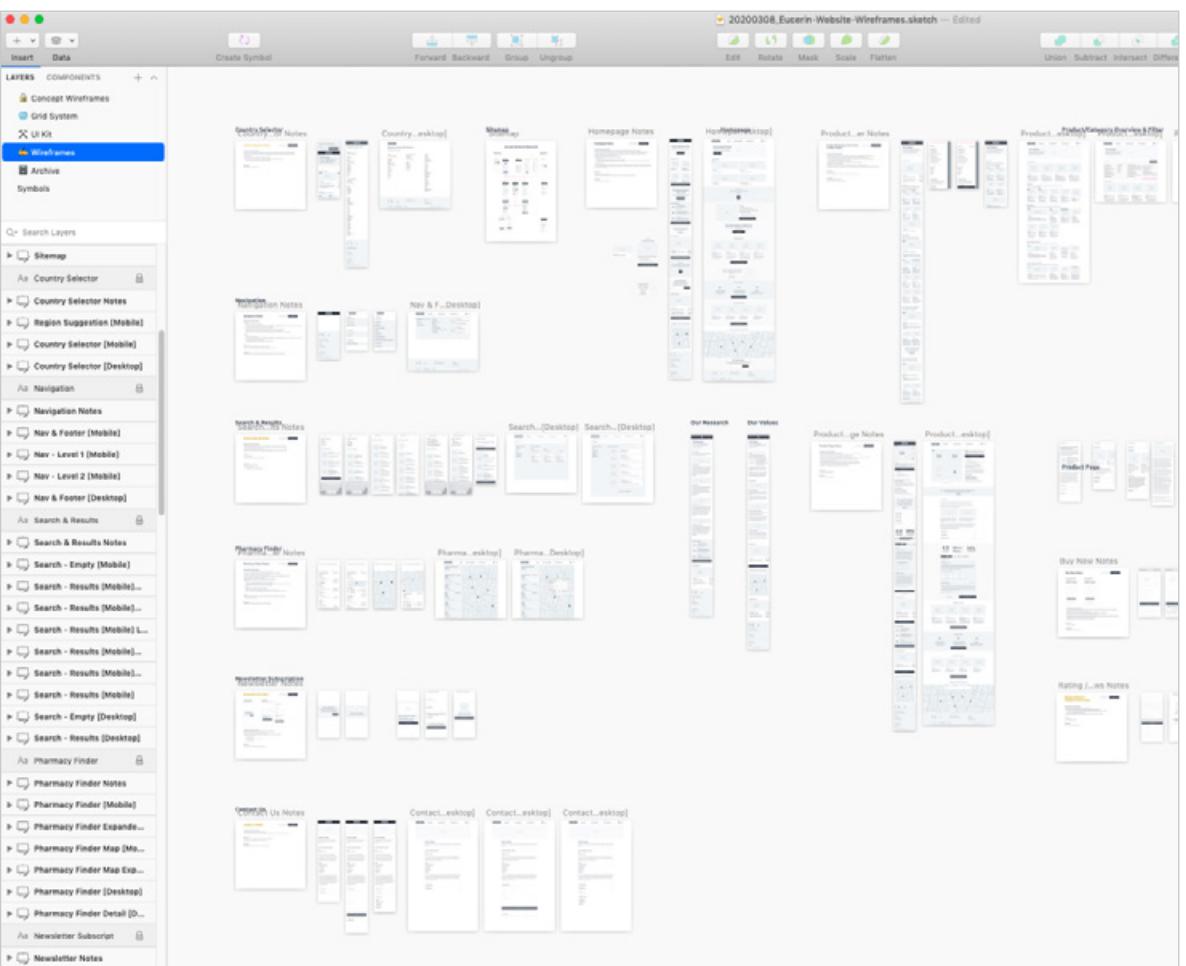
## Persona based content assessment & strategy

	Aware	Learn	Buy	Live	Share		
Desired outcomes	"I hear/read about Eucrin and its products"	"Discover", "Consider", "Evaluate", "Find"	"Buying Eucrin products is a seamless and enjoyable experience"	"Use", "Retain"	"I share my positive experience with Eucrin (products) and I recommend it to others"		
KPI/Performance	Website traffic, search volume, impressions	Conversion - online shop clicks, abandonment rate Engagements metrics: bounce rate, session duration, time on page, pages per session, scroll depth, returning visitors	N/A, third-party data	Returning visitors, newsletter sign-ups and sign-offs, bounce rate	Reviews, social shares, email forwards		
Core Need	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  Erica: I want to find out which products could be right for my skin type and help me protect/nurture my skin  Kate: I want to find the very best product for my ageing skin	Jeff: I want to learn more about my child's skin condition  Clara: I want to know more about how the product can help my skin condition  Erica: I want to find the right product for me and not just any  Kate: I want a product backed by research with proven success and a brand recommended by the medicinal community	Jeff: I need to trust the products for my child  Clara: I need to see positive and independent user reviews and recommendations before I fully trust the brand and its products  Erica: I need to see positive and truthful reviews from people, independent from what the brand tells me  Kate: I need to make sure that the product ranges cover my care requirements	Jeff: I don't have much time, I have to be able to buy the products where I am  Clara: I like to shop where I live and need to be able to find products there  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  Kate: I don't live in the city, so I need to make sure my local pharmacy has the products. I don't like ordering skincare products online	Jeff: Purchasing products has to be seamless and quick  Clara: I need one of my local stores/pharmacies to have the products available when I am there  Erica: I need an online shop where I can purchase the products quickly and easily  Kate: I need my local pharmacy to have the products available or able to order them for me	Jeff: I need to see positive results/changes in my child's skin  Clara: I want to see results and get positive affirmations from others  Erica: I want a brand that can offer me a range of different products to suit my skin so I don't have to do my own research again  Kate: I want a brand that is staying on top of science and offers me product suggestions accordingly, as well as interesting insights I enjoy reading	Jeff: I would appreciate helpful advice and recommendations  Clara: I appreciate other product recommendations that improve my skin condition and match my lifestyle (e.g. hiking)  Erica: I want a brand that gives me a reason to talk about it and makes it easy for me to review it  Kate: I would love becoming a 'medicinal brand ambassador' or at least, being able to write a detailed review
Drivers	What will make me find out about Eucrin as a brand and/or the products?	What will engage me and make me curious about Eucrin as a brand and/or the products?	What makes Eucrin (products) relevant for my skin condition or care requirements?	How can you measure me that Eucrin is a good choice?	How can you make it easy for me to find Eucrin products?	What are the relevant benefits I will see by using Eucrin (products) and when will they materialise?	
	N/A	Jeff: I see that Eucrin	Jeff: Eucrin seems like a brand that offers a solution to my skin condition or care routine & needs!	Jeff: The products are	Jeff: I can find it online or in-store	How can Eucrin keep me loyal and make me feel like a valued customer?  Jeff: My child looks	

## E-CRM journey ideation & flows



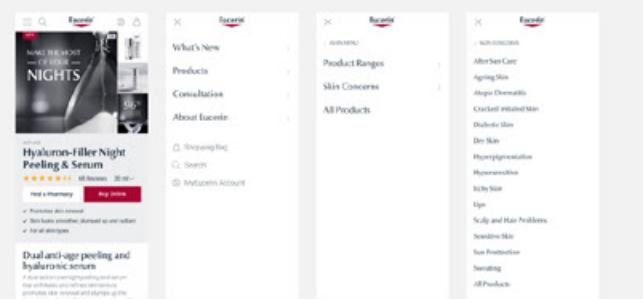
# Interactive wireframe prototypes



## Colours



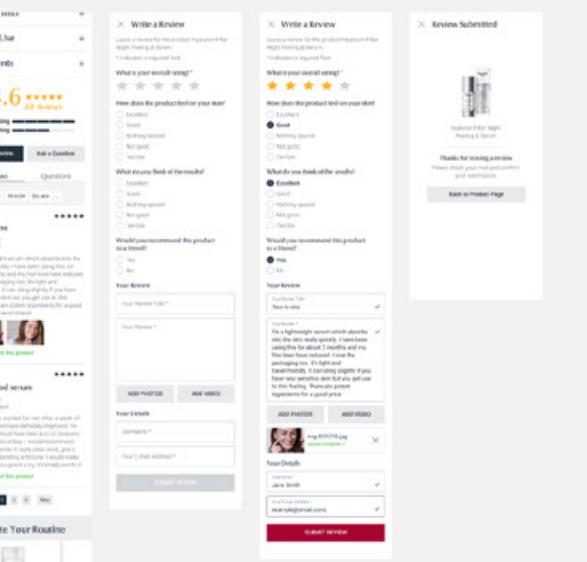
## Navigation



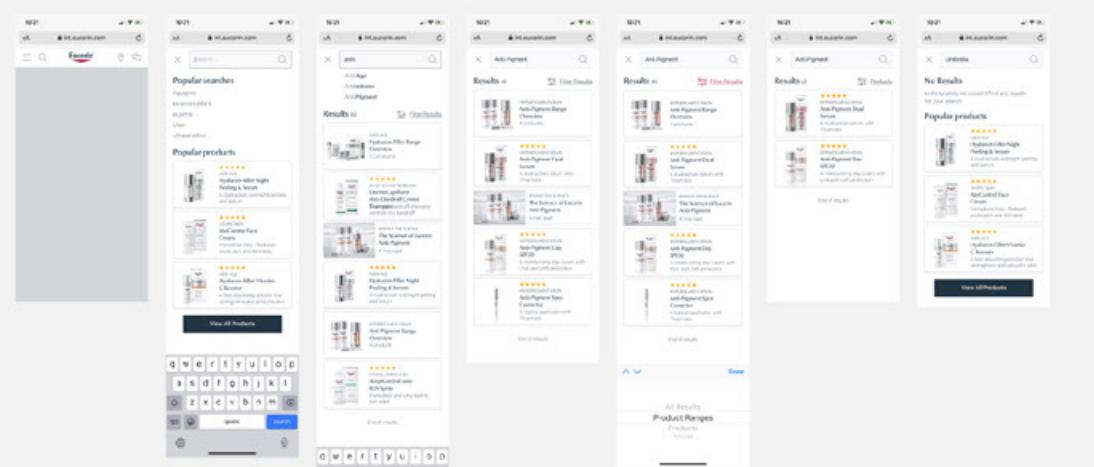
## Grid Templates



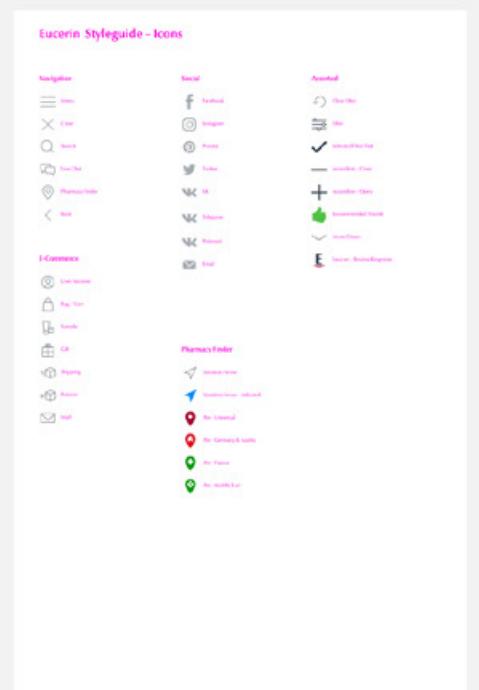
## Rating & Reviews



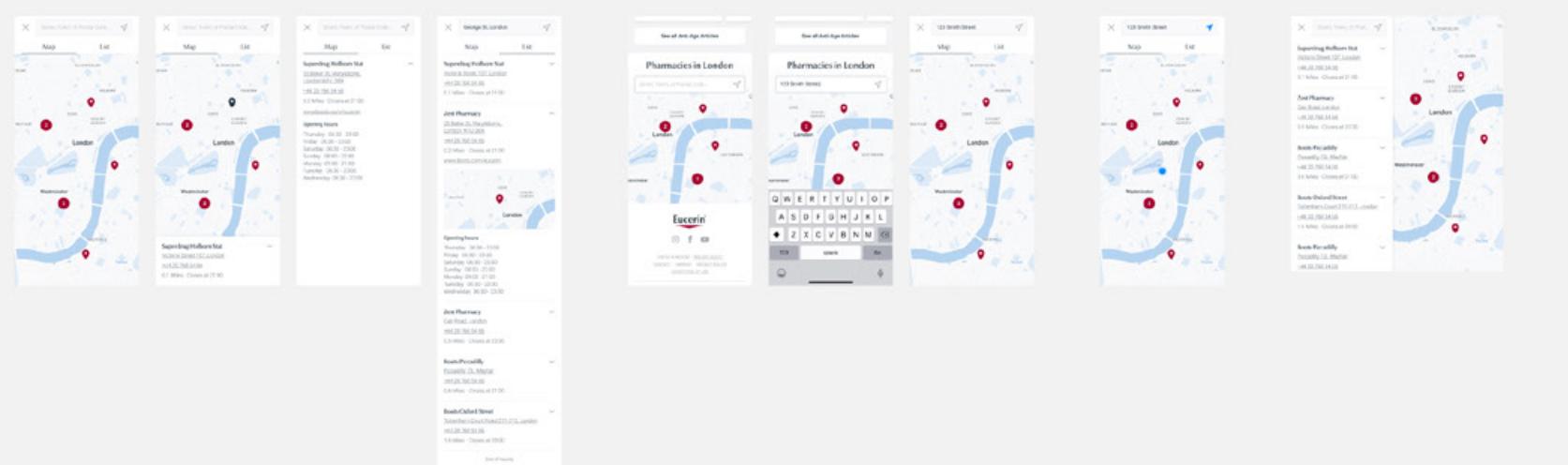
## Search & Results



## 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.

**Eucerin Digital Eco-System Screenshots:**

- Top Left (Mobile Navigation):** Shows the main menu with options like 'What's New', 'Products', 'Consultation', and 'About Eucerin'.
- Top Right (Product Page):** Displays the 'EUCERIN AQUAPHOR FOR DRY, ROUGH SKIN' product, featuring a woman in athletic wear.
- Bottom Left (Shopping Cart):** Shows a cart containing 'Hyaluron-Filler Night Peeling & Serum' (300ml) and 'Anti-Pigment Dual Serum' (100ml).
- Bottom Right (Detailed Product Page):** Provides a detailed view of the 'Anti-Pigment Dual Serum' including its benefits (Accelerates skin regeneration, Clinically proven to repair dry or irritated skin, Fragrance- and preservative-free), reviews (4.8 stars from 69 reviews), sustainability information (Free of Microplastics, Foldingbox made of FSC certified paper), and a testimonial from Maggie James: "This helped immediately and great. I can only recommend the product."

# 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.

**Role:** Experience Design Director, R/GA

**Project team:** Branding creative director, brand designer, experience designer, project management.

**Deliverables:** Brand design vision, digital design system.

© 2023 R/GA

## Checkbox list (x2+)

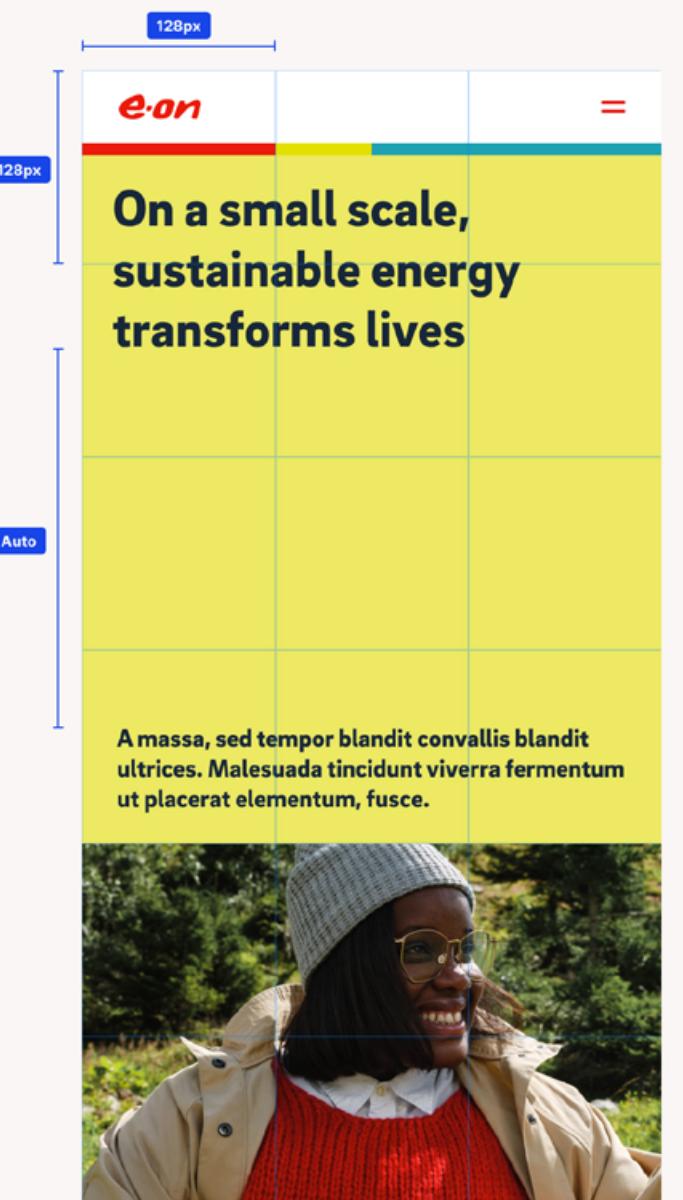
- Optional 1
- Optional 2
- Optional 3

## Radio list horizontal (x2)

- Option 1
- Option 2

Button Regular

Hello

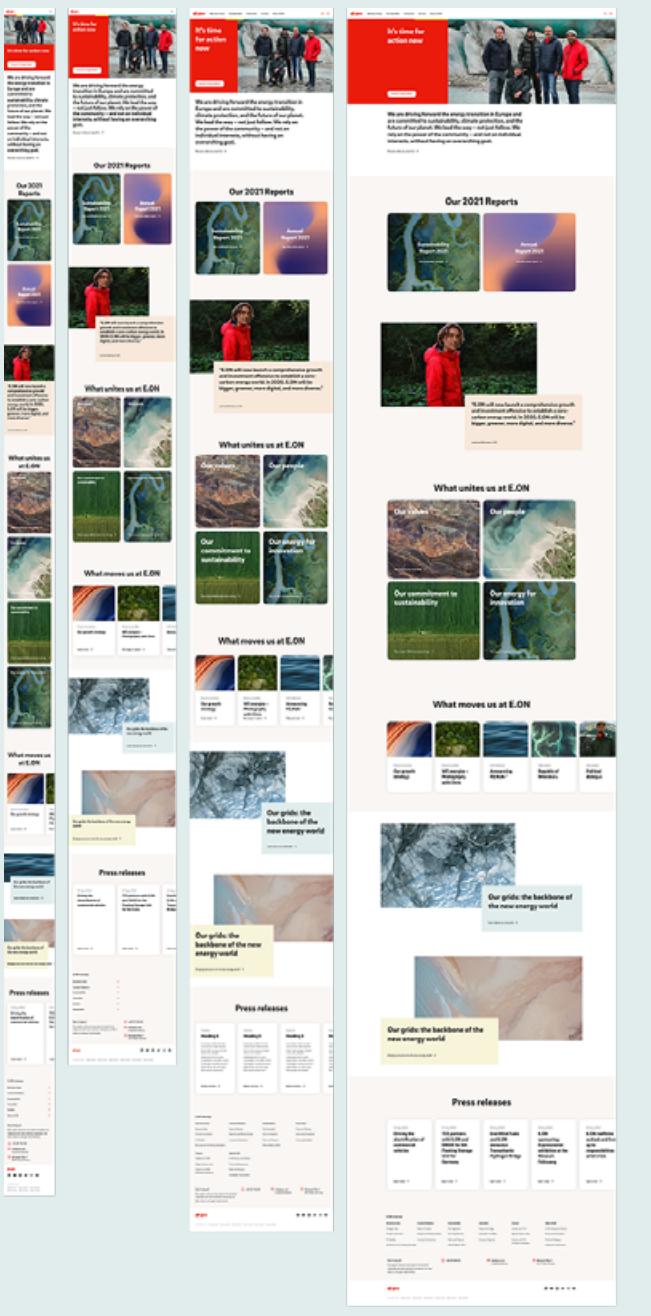


## 234 kWh

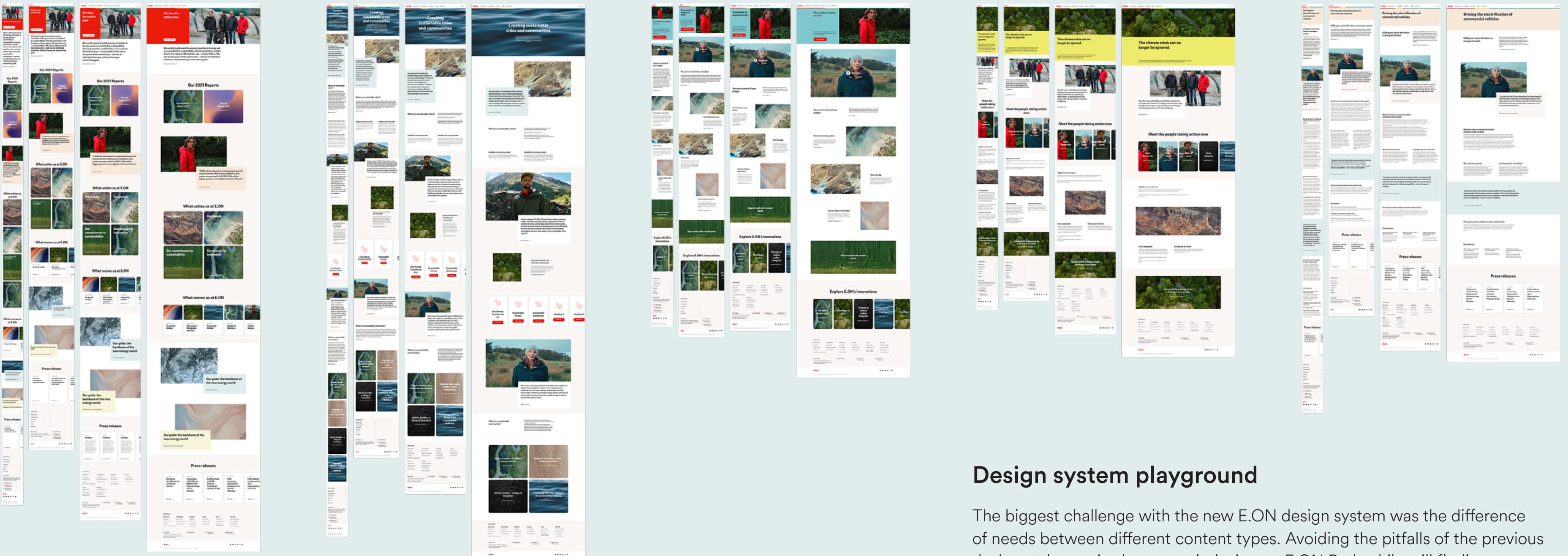
22. MAY - 28

234 kWh

First impressions, high level of branding →



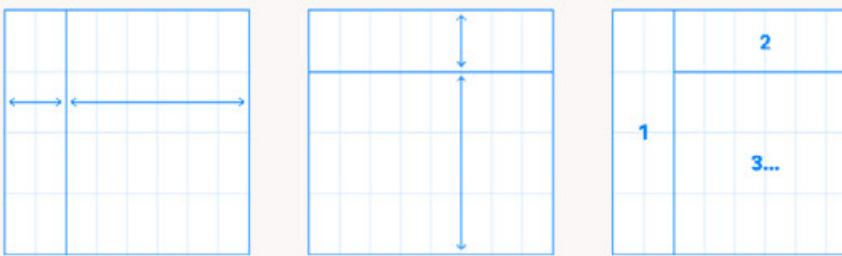
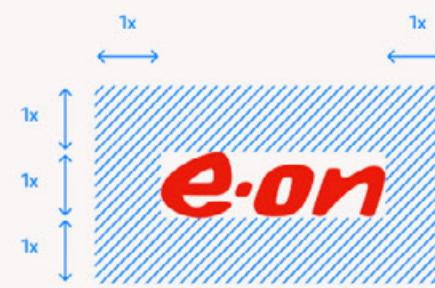
← Detailed content, low level of branding



## 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.

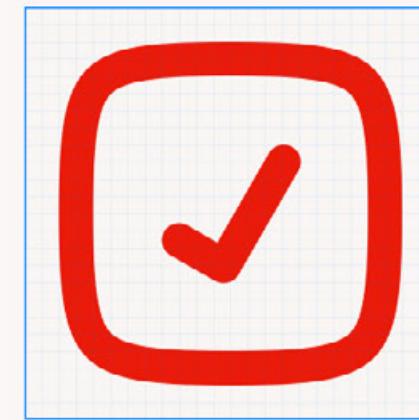
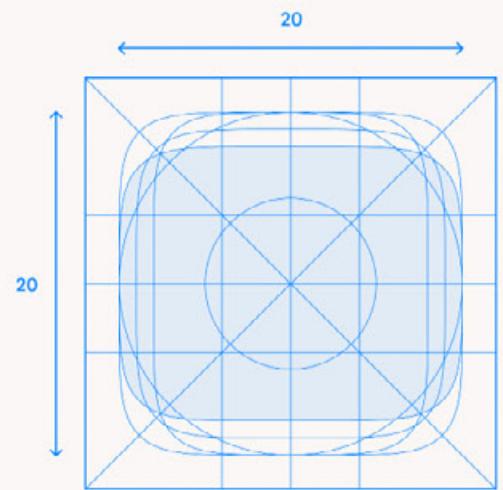


## Balancing consistency and flexibility

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.

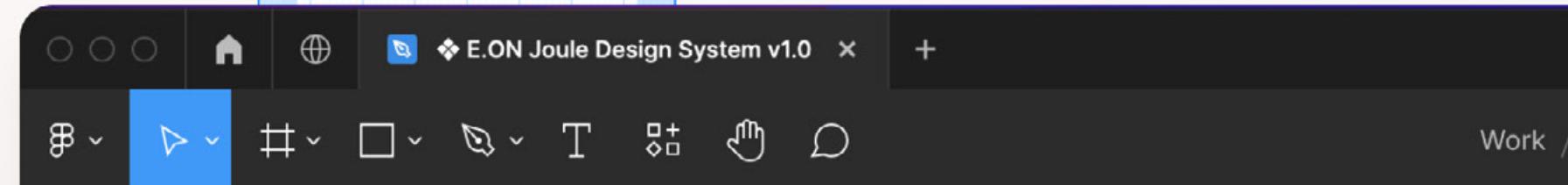
Clear documentation provided consistency –within the flexibility of the brand design – and made working with layouts, creating new icons or selecting the right button size possible at any skill level.

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



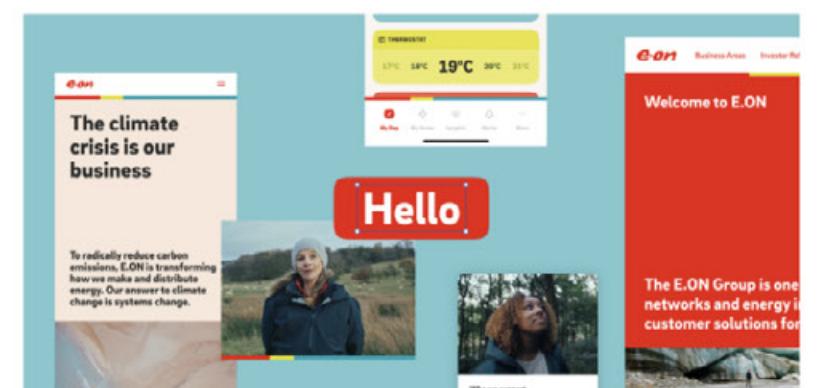
❖ Button / Primary / Red

Button Large	Button Large →
Button Regular	Button Regular →
Button Small	Button Small →
Button Large	Button Large →
Button Regular	Button Regular →
Button Small	Button Small →
Button Large	Button Large →
Button Regular	Button Regular →
Button Small	Button Small →
Button Large	Button Large →
Button Regular	Button Regular →
Button Small	Button Small →



**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.



**e.ON**

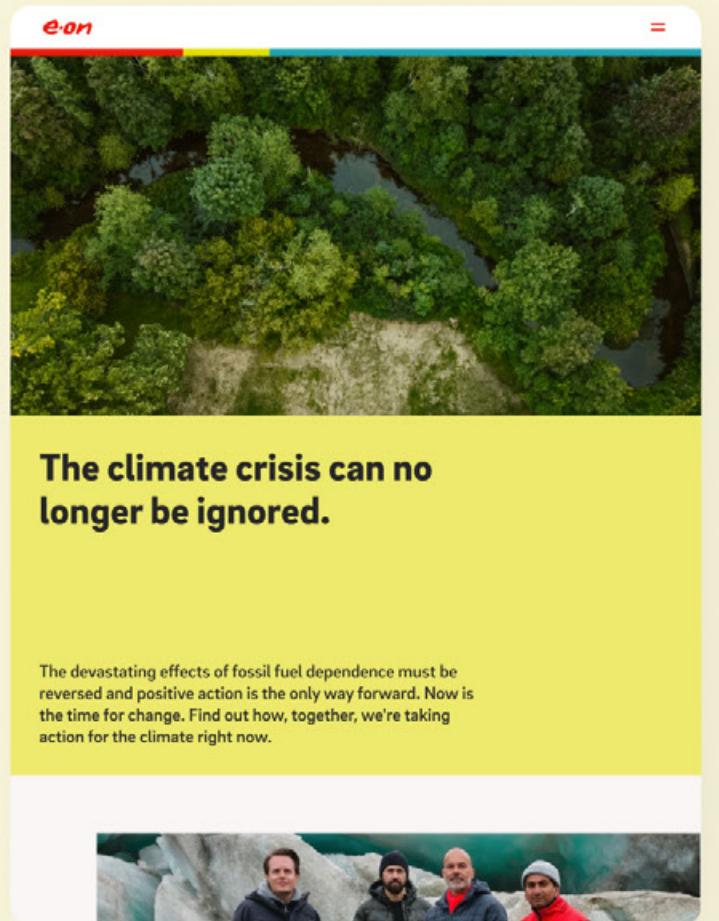
Driving the electrification of commercial vehicles

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

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**e.ON**

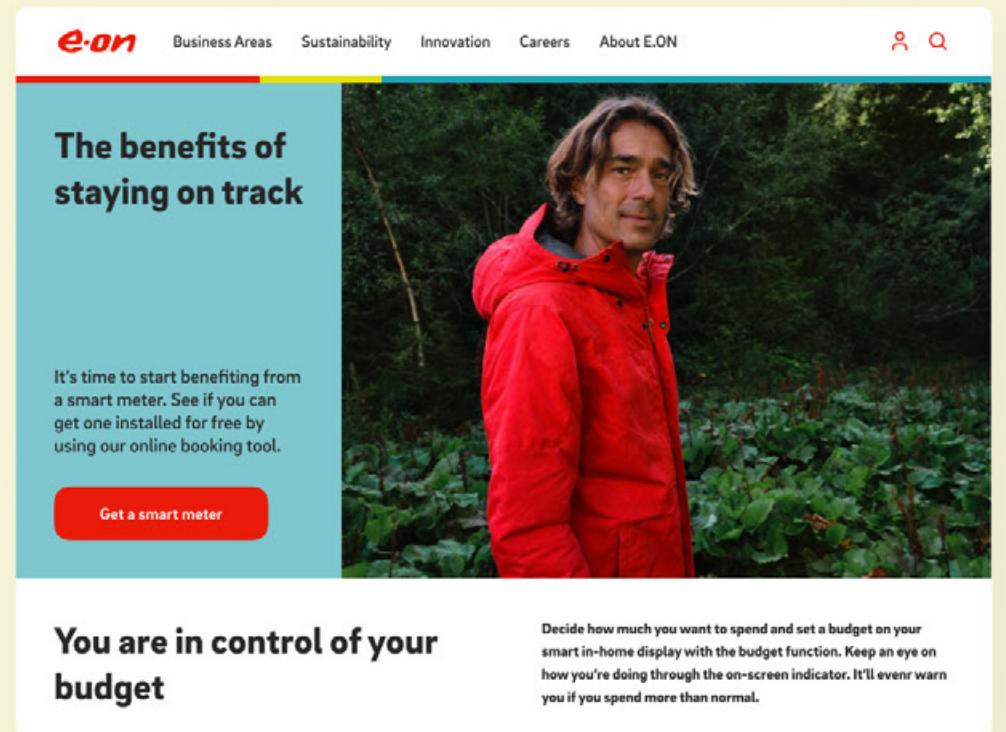
The climate crisis can no longer be ignored.

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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**e.ON**

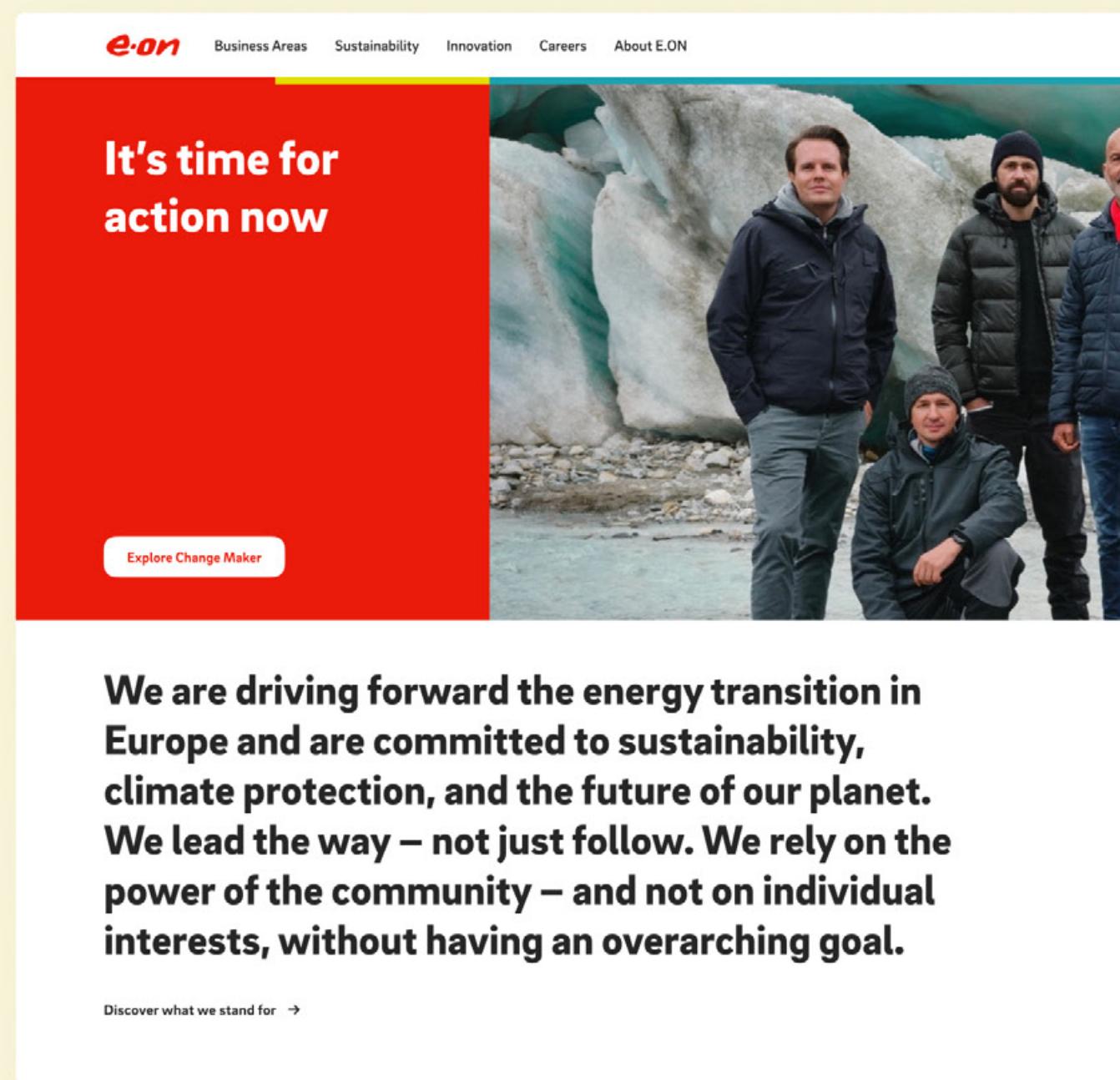
The benefits of staying on track

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.



**e.ON**

Business Areas Sustainability Innovation Careers About E.ON

**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 →

A group of four men in dark outdoor gear are standing in front of large, white, jagged icebergs in a glacial setting.

# Luke Caish-Sadlek

## Product & Experience Design Director

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