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Founderland Pitch Ai Mentor

Empowering women of colour founders to secure funding for their next big idea, with an AI-powered pitching platform.

Founderland is a non-profit organisation dedicated to supporting women of colour entrepreneurs across Europe. As part of this mission, it offers Compass, an immersive course designed to equip founders with crucial skills, help them overcome biases, and succeed in pitching their ideas. Given the current limitations in course size, Founderland sought to expand its impact.

This led to the development of PAM: Pitch Ai Mentor, a web-based, AI-powered pitching tool that provides a safe, supportive environment for founders to practise their pitches.

My role: Experience design lead.

Project team: Creative Director, Strategy Director, Experience Design Director (me), Senior Experience Designer, Senior Visual Designer, Senior Copywriter, Project Manager, Developers.

Scope: End-to-end product design and development, research, strategy, experience concepts, design system.

The screenshot shows a mobile application interface. At the top, there's a navigation bar with the 'FDL' logo, 'My results', 'Resources', and a 'Pitch again' button. The main headline reads 'YOUR PITCH IS ⚡ SHARP. JUST A FEW POINTS TO POLISH ★'. Below this is a large downward-pointing arrow icon. The section titled 'LET'S DIG A LITTLE DEEPER' contains three cards: 'SIMPLE' (yellow background, star icon) with the message 'You took the complex, made it simple, and pitched it sharp. Well done!', 'THOROUGH' (blue background, eye icon) with 'Your pitch had potential, but let's crush some of the complexity and gain impact.', and 'ENGAGING' (pink background, three-dot icon) with 'Balancing complexity and simplicity is the goal. Let's find that perfect harmony.'

**KEY TAKEAWAYS:
WHAT DID WE LEARN FROM INVESTORS?**

TEAM & SKILLS The investors look for founders who have a good balance between technical and business expertise.	PERSONALITY Investors look for founders who are confident and outgoing to build trust and gather insights into how the founders think and work as a team.	DRIVE & LEADERSHIP Investors value founders who are problem solvers — identifying success factors and map individual features.	PEOPLE SKILLS Building a relationship and presenting in person is the preferred option.
BACKGROUND Investors consider the founder's educational background and experience as one of the important decision factors when evaluating a pitch.	PROBLEM Investors look for an important feature when presenting a pitch. Investors want to ensure the problem is real and will help drive the business.	OPPORTUNITY Investors look for opportunities that can be leveraged. The opportunity is one of the pitch's most critical features; depending on the stage, investors will have different requirements.	COMPETITORS Investors expect founders to do their homework analysis as part of the homework but want reassurance that founders have a plan to stay ahead of them.
INVESTMENT Usually, the investment is discussed before the presentation, so both parts are aligned and focus on the opportunity.	SECURITY Two years ago, the sentiment was more bullish, and the market was more confident. For this reason, Series B rounds are getting smaller, and investors are more selective.	SHARP FOCUS Pitch presentations need to get to the point quickly. Cover the key points, and enable conversation. VCs look at hundreds of start-ups a year.	

CONTENT
Higher priority on Team, Opportunity, Problem and Solution. Would like to see clear consideration on ask; their values and expectations in the eventual partnership.

SLIDWARE
The slides need to be clear points, Simple and Accessible Information. The Look & Feel is relevant to some industries. Overpolish can show time and energy spent in the wrong places or distract.

DELIVERY
The investors expect a Clear message and Concise flow. The founder's Enthusiasm and Confidence should also come through.

**“Is it impactful and convincing.
Not: does it conform to the way
others do it/ what is expected.”**

Founder, Survey Respondent –
The founderland difference

**KEY TAKEAWAYS:
WHAT DID WE LEARN FROM FOUNDERS?**

MASTER DECK It is an industry practice to create and keep evolving a deck over time.	PRACTICE IS KEY Founders mention "practice" as one of the most important skills when presenting pitches.	ALWAYS PITCHING Founders are constantly pitching, from hiring to PR and investments, the skill is always getting used.	CULTURAL DIFFERENCES There are cultural differences when pitching in different markets. Some are more risk-averse than others, for example, the USA vs Europe.
EMOTIONAL CONNECTION Founders find it important to create an emotional connection with investors as a strategy to run an engaging presentation.	IT FEELS PERSONAL In certain moments the questions can feel personal. Founders believe developing skills to be doubtful, challenging and helpful is crucial.	AI INSIGHTS Founders expect AI tools to provide data & competitive insights and validate market size.	PRE-READ The presentation deck is usually shared with investors before the presentation.
LEAVE BEHIND Investors keep the pitch presentation for further analysis and internal sharing.	IP PROTECTION Founders would value some advice/guidelines about how much of their ideas and business to reveal at each stage to protect their IP.		

PREPARATION

What part of preparing your pitch do you find most challenging? Select all that apply.

On a scale of 1-10, how confident do you feel in presenting your startup to potential investors?

You have had enough guidance and mentorship in terms of preparing and delivering pitches?

CONFIDENCE & GUIDANCE

32 out of 32 founders survey

**WIP
PRIORITYZATION
FRAMEWORK**

Phases	Founders	Investor	Rating	Feasibility
Content	High	Low	Low	Low
Slideware	Low	High	Medium	Medium
Delivery	Low	Low	Medium	High

JOURNEY MAP

PHASES	01 Awareness	02 Consideration	03 Onboarding	04 Presentation	05 Feedback	06 Revisions	07 Support
USER NEED	Help me discover that FBL has a new AI pitch tool	Help me decide that Founderland's pitch tool is the right tool to help me	Help me understand what I need to have prepared to get the most out of the pitch tool	Help me present to the AI pitch tool at my best	Help me understand how I did and what I can improve	Help me change my content, my slideware, and my delivery to create a better pitch	Help me find support and overcome challenges before using the AI tool again
USER ACTIONS	+ Discover AI pitch tool	+ Understand value prop.	+ Login or register	+ Technical setup (micro/cam)	+ Understand feedback & recommendations	+ Make updates to your pitch	+ Exploring resources
CHANNELS			+ Complete checklist	+ Link slideware	+ Present to AI tool	+ Connect w/ support network	+ Pitch again to AI tool

**WIP SWEET SPOT
OUR FOCUS FOR CREATIVE DEVELOPMENT**

Do Now Content (technical check): Problem, Opportunity, Solution, Business Model, Demo, Competitor Insights and Recommendations Slideware: Text, Accessibility, Grammar Delivery: Speed and Cadence Length	Do Next Content (technical check): Intro, Conclusion, Competitor Insights and Recommendations Slideware: Look & Feel, Logical Structure, Imagery, Simplicity, Start Strong Delivery: Clarity, Confidence, Enthusiasm, Conciseness	Do Later Slideware: Look & Feel, Logical Structure, Imagery, Simplicity, Start Strong	Don't Do Delivery: Engagement, Body Language, Volume & Tones, Video Background
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HELP ME DISCOVER

HELP ME PITCH

HELP ME GROW

Investor and founder research

With less than 0.5% of venture capital funding allocated to women of colour founders, Founderland is committed to setting a new standard of support for female entrepreneurs.

To identify how we can expand this support beyond the Compass program, we conducted comprehensive research on both sides of the pitch process, engaging with investors and founders alike.

Through qualitative, one-on-one interviews with eight participants from each group, we uncovered pain points and the core elements of a successful pitch.

Journey and feature mapping

Our research shaped the development of an ideal journey for founders, highlighting key stages, pain points, and specific needs. The primary insight from the research revealed the intense pressure founders experience in the pitch room. With typically only one chance per investor and minimal feedback if unsuccessful, founders need more preparation, consistency, and structured guidance to succeed.

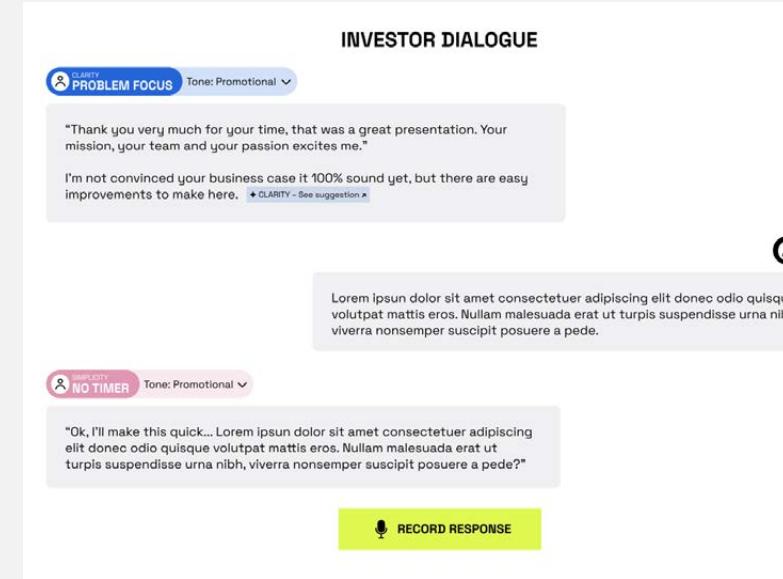
In the early stages of synthesis and brainstorming, three themes emerged as essentials for better pitches: content, slideware, and delivery. Through close collaboration among UX, UI, copywriting, and development teams, we explored feature prioritisation informed by our research insights.

Concept exploration

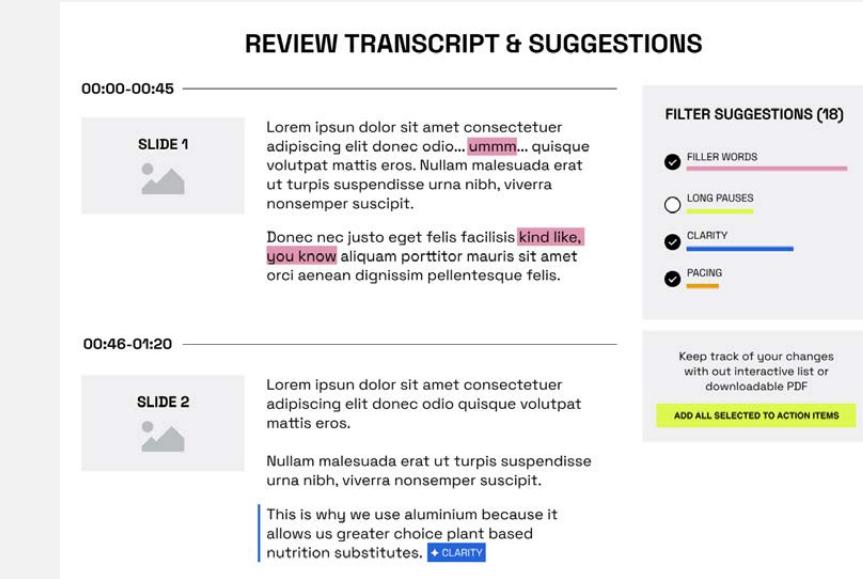
During the concept phase, we explored ways to bring top-priority features to life through innovative AI design patterns, including 'Open Conversational Input', 'Style-Lenses', and 'Daemons'.

Ultimately, we decided on a series of patterns that simulated the pitch room environment, allowing founders to respond to virtual investor questions and receive tailored guidance on addressing biases and crafting effective answers. These eight 'Daemons' operate behind the scenes, dynamically reacting to founders' content, each with its own distinct focus and approach.

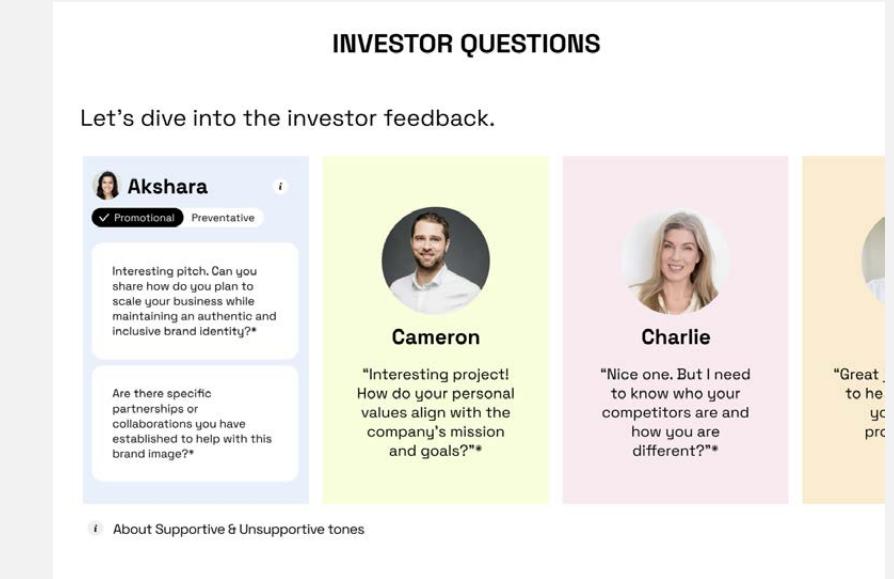
Conversational interface concept



Style lense concept



Daemons concept

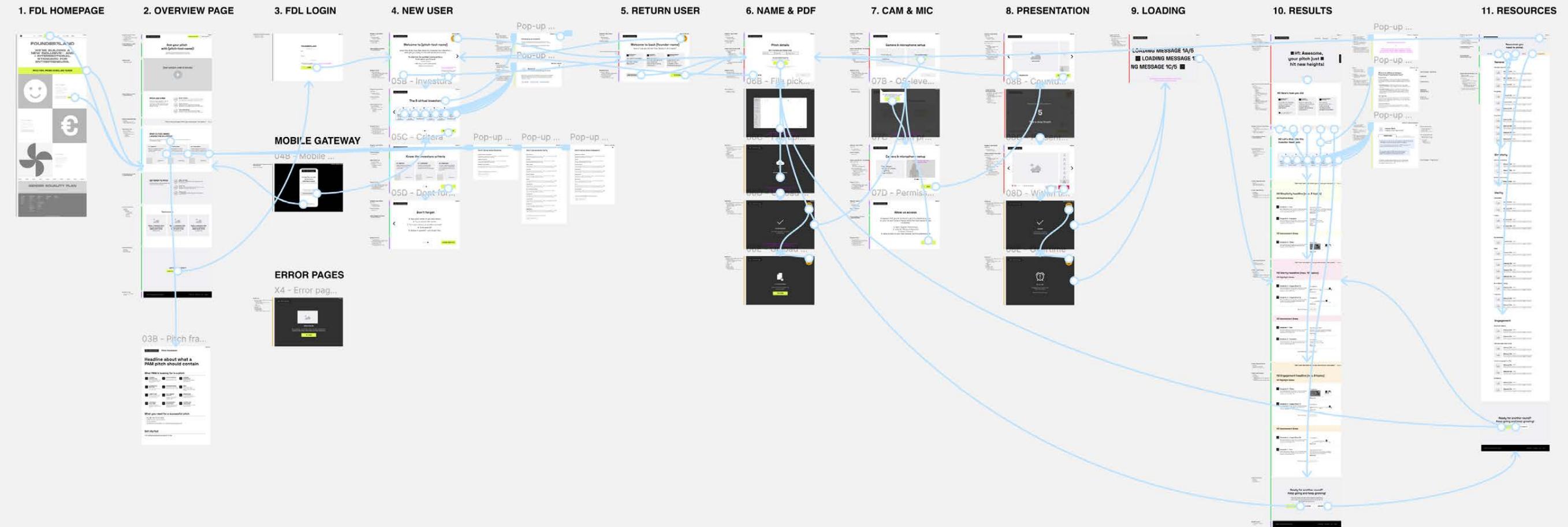


Designing for AI

During concept development, parallel tracks of wireframing and development environment prompt testing helped ground our solutions in what is possible with Gen-AI. Both streams of work played off each other's strengths and evolved side by side. As the wireframes developed into an end-to-end clickable prototype, the development staging website evolved into a proof of concept for Gen-AI results.

Continual testing

Ongoing work-in-progress reviews and testing sessions with a subset of founder research participants provided continual feedback, ensuring our work remained aligned with the preferences of our target market.



SUCCE

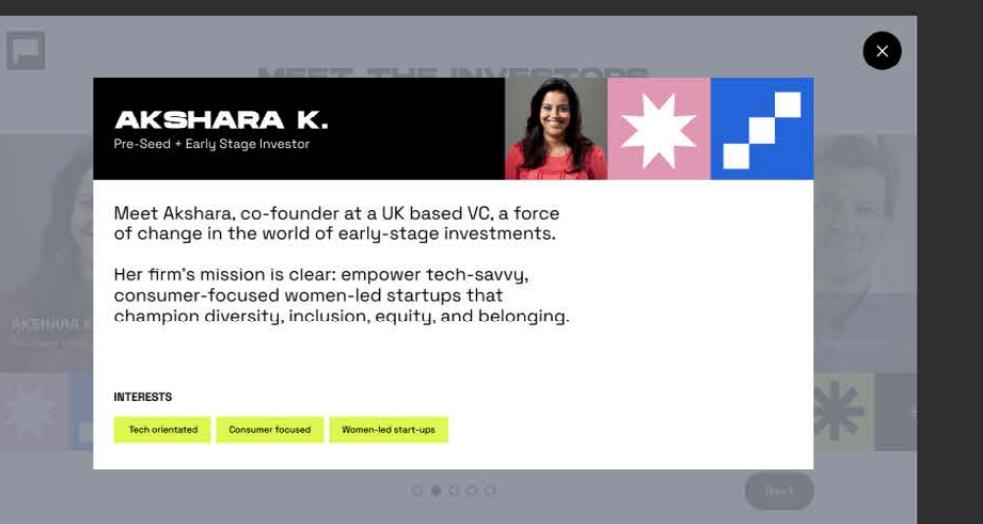
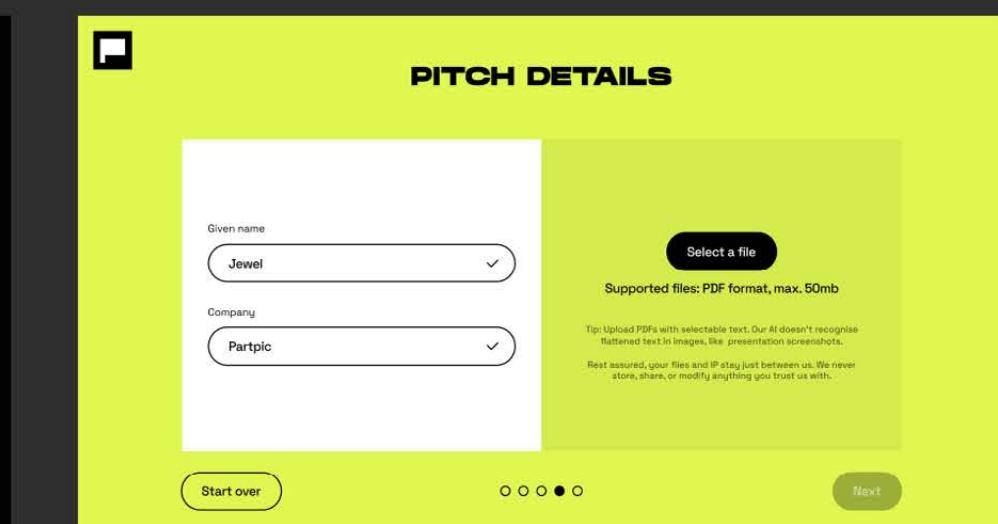
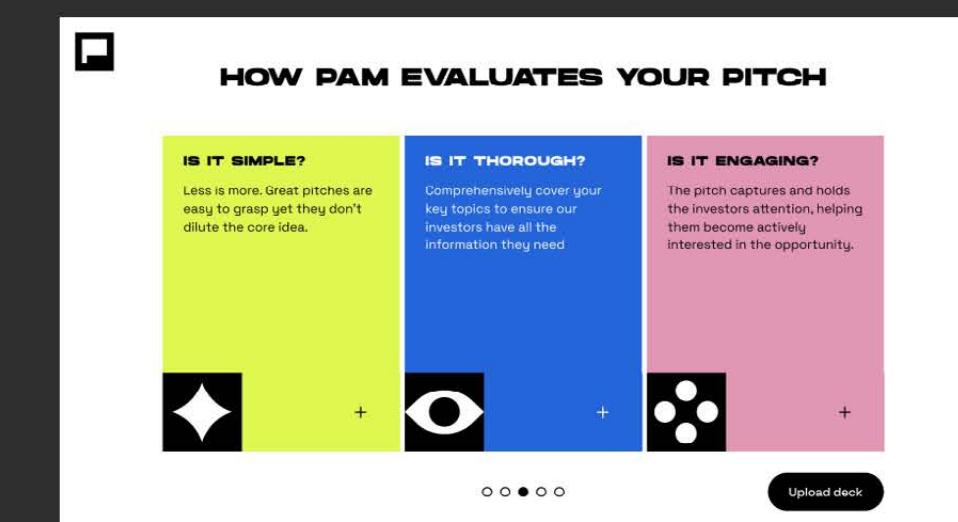
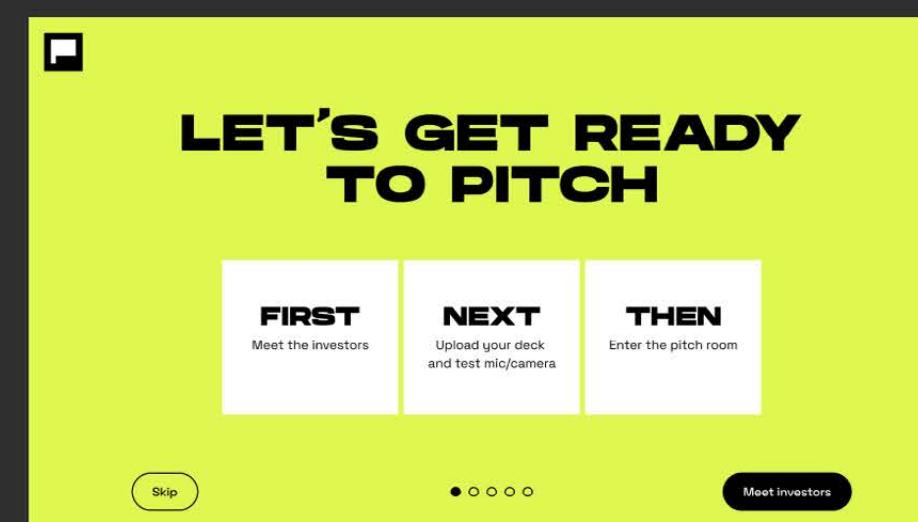
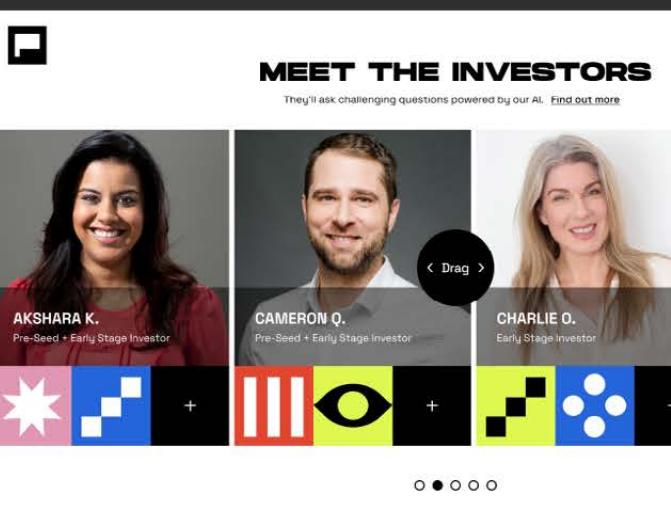
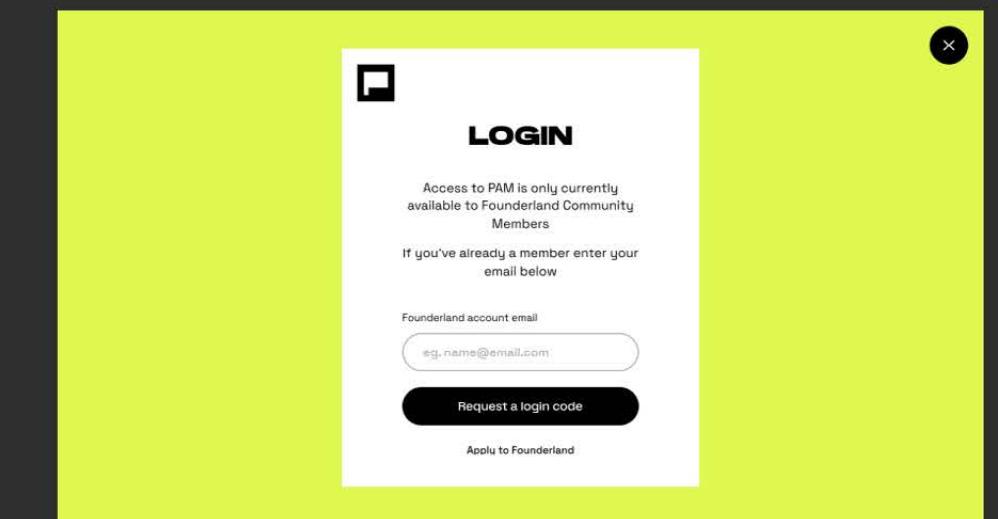
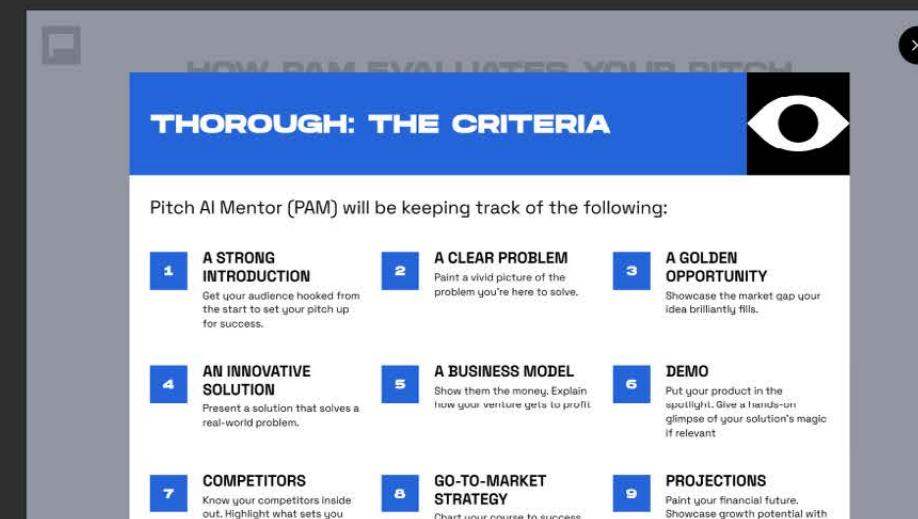
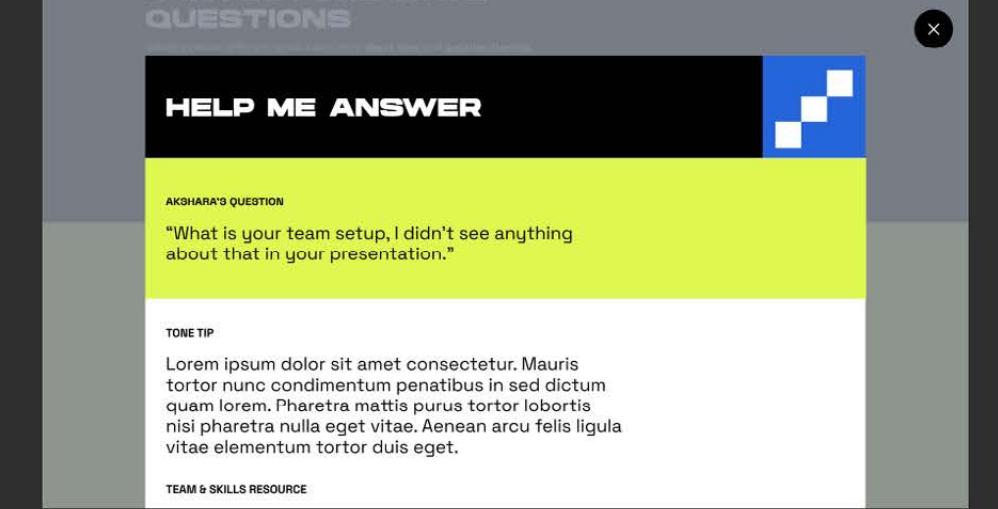
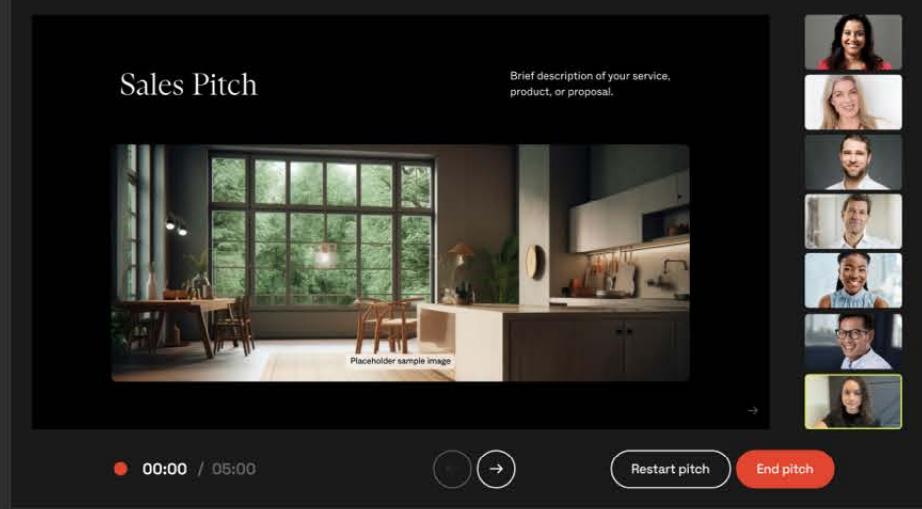
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Outcome

Three months after project start, the AI-powered PAM experience was launched within the Founderland community.

This platform introduced a novel approach to practising pitch delivery, with repeatability and skill development as key focuses—two benefits not achievable in a live pitch room. Founders could present their pitches to six virtual investors, gain feedback from multiple perspectives modelled on real investor archetypes, and access resources tailored to their areas of improvement.

The launch marked a pivotal growth moment for the Founderland community and the organisation as a whole, attracting greater attention and funding to further their mission of creating a future with more equitable VC funding.



YOUR PITCH IS ■ SHARP. JUST A FEW POINTS TO POLISH *

LET'S DIG A LITTLE DEEPER

SIMPLE
You took the complex, made it simple, and pitched it sharp. Well done!

THOROUGH
Your pitch had potential, but let's crush some of the complexity and gain impact.

ENGAGING
Balancing complexity and simplicity is the goal. Let's find that perfect harmony.

Investor feedback Simple Thorough Engaging Download

4 INVESTORS HAVE QUESTIONS
Select between different tones. Learn more about tone and question framing.

AKSHARA'S QUESTION
PRE-SEED AND EARLY STAGE INVESTOR

DID YOU PITCH A SIMPLE STORY TODAY?

HERE'S WHAT'S ON POINT

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HOW TO IMPROVE FURTHER

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YOUR PITCHING SPEED

Slow Moderate Fast

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SIGHT OF WHO YOU ARE AND YOUR OWN POWER."

DID YOU HIT THE KEY BEATS?

HERE'S WHAT'S ON POINT

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HOW TO IMPROVE FURTHER

① SLIDE 5 ① SLIDE 8

① And 4 OTHERS, please review for improvements

→ Resource link

DOWNLOAD RESULTS AND PITCH AGAIN *

Inside the download, you'll find the investor questions, insights for your areas of growth, and a transcript of this pitch presentation.

Download PDF results Resources Pitch again

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PayPal App Innovation

Crafting a 3 year vision of the future of the mobile payment wallet, helping everyone pay, send, and save smarter.

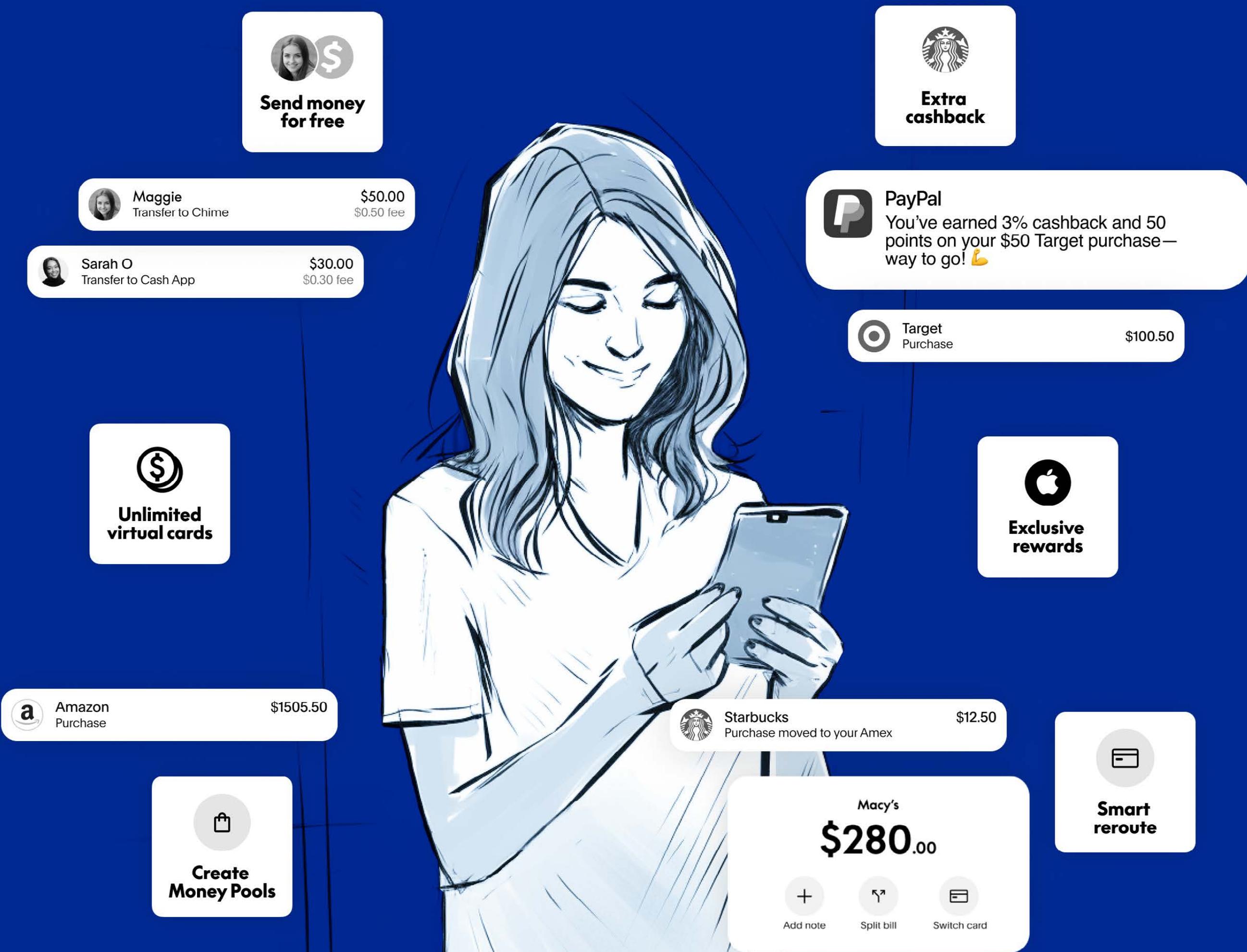
The leading peer-to-peer (P2P) payment company is undergoing a phase of reinvention with a rebrand launch across .com and app in 2024. With the recent cost-of-living crisis, perceptions of money have shifted, prompting PayPal to explore how to evolve to better serve current customers while also appealing to the next generation.

Over a 12-week sprint that included research, ideation, prioritisation, and storyboarding, we crafted a strategic app vision outlining how PayPal could evolve from a P2P wallet into a comprehensive, intelligent mobile wallet.

My role: Experience design lead.

Project team: Creative Direction, Strategy Director, Experience Design Director (me), Senior Visual Designer, Project Management, Client Services.

Scope: User research, customer segmentation, opportunity statement, value proposition, storyboard journeys.



Qualitative and Quantitative Research

Led by the project's Strategy Director, the research phase provided a robust foundation for vision and storyboard ideation. The key insight revealed that with recent inflation and rising costs of living, an annual income of approximately \$100k no longer holds the same purchasing power. Individuals in this income bracket are now scaling back expenses and seeking better ways to manage their constrained finances.

This finding solidified the design target of "Affluent Angst-ers" as most relevant to PayPal's strategic objectives, identifying core jobs to be done and initial opportunity themes aligned with these users' needs.

The affluent are facing a rising cost of living — posing new financial challenges that past affluent generations did not have

Inflation and rising costs have reset our assumptions on the realities of an affluent lifestyle in 2024.

70%
of Affluent Angst-ers are just trying to survive financially

Their financial management is too fragmented and bogged down with so many tools that promise "convenience"

They use various apps to tackle specific use cases related to their finances.

But convenience is failing them and they struggle finding the balance of financial health and living life.

Our research uncovered 3 distinct consumer segments, each with a different mindset in response to this changing landscape

Design Target: Affluent Angst-ers
A segment with significant size and value to PayPal's strategic goals, but underserved and small enough to create a compelling and differentiated product.

Time-pressed, affluent adults with families who seek personalized high-quality digital banking services that help them proactively manage their finances.

And have the most underserved Jobs to be Done

Priority JTBD (where PP has a right to play)
1. Access my money instantly & free.
2. Communicate with others directly and privately when sending & receiving money.

We categorized their needs into 4 themes that shape opportunity spaces for PayPal

Spend
Reprice from the mental loss having to keep track of all the payment methods.

Opportunity
Provide clear and simple visibility on their spending, see balances and insights on how to optimize their spending.

Solving for these needs will also solve similar pain points for our other segments, keeping market share with a broader audience

Stability Seekers
Young, high-earning adults who prioritize investing in their future, seeking trustworthy and intuitive money management tools.

Affluent Angst-ers
Time-pressed affluent adults with families who seek personalized high-quality digital banking services that help them proactively manage their finances.

Budget Guardians
Lower-income, older adults with basic needs who seek simple, reliable digital tools that automate financial tasks and offer clear benefits.

Segment	Need	Percentage
Affluent Angst-ers	Trying to survive financially	39%
	Financial situation is main cause of stress	32%
	Very little time to manage my finances	28%
	Only pay attention to finances if there is a problem	26%
	Separate spending for travel, food, etc. across different financial apps, cards, etc.	52%
	Double financial apps that tell me to slow down spending, take the fat out it.	30%
Quality of rewards matters more than where they are from	58%	
Influence relatively significant difference compared to adjacent segment	59%	

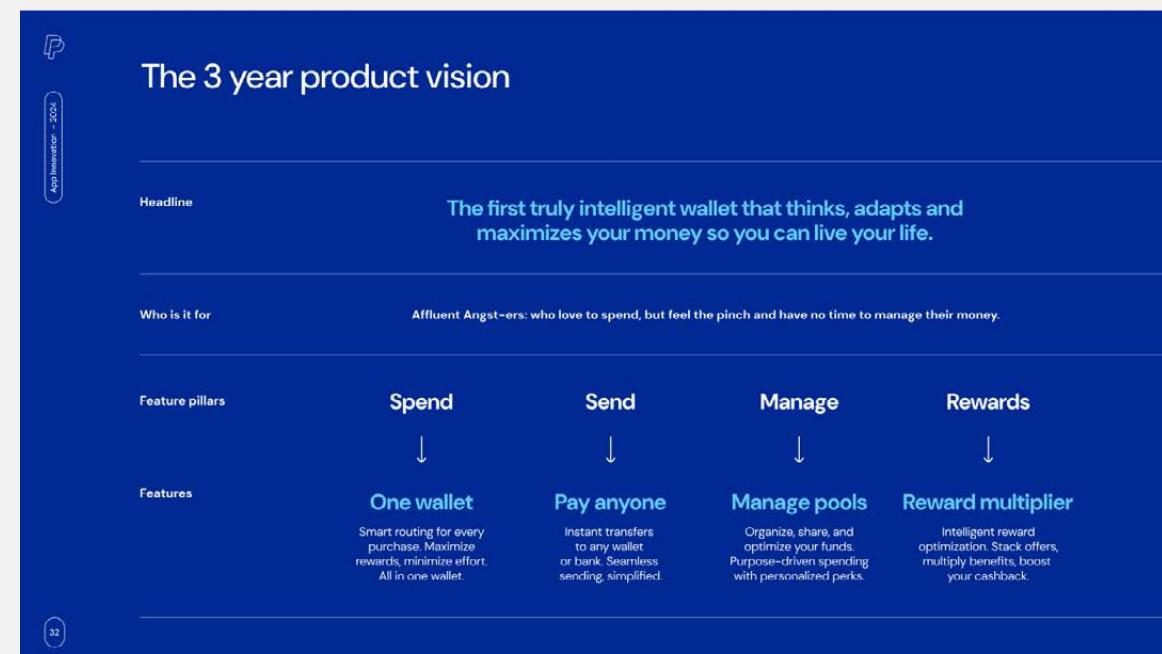
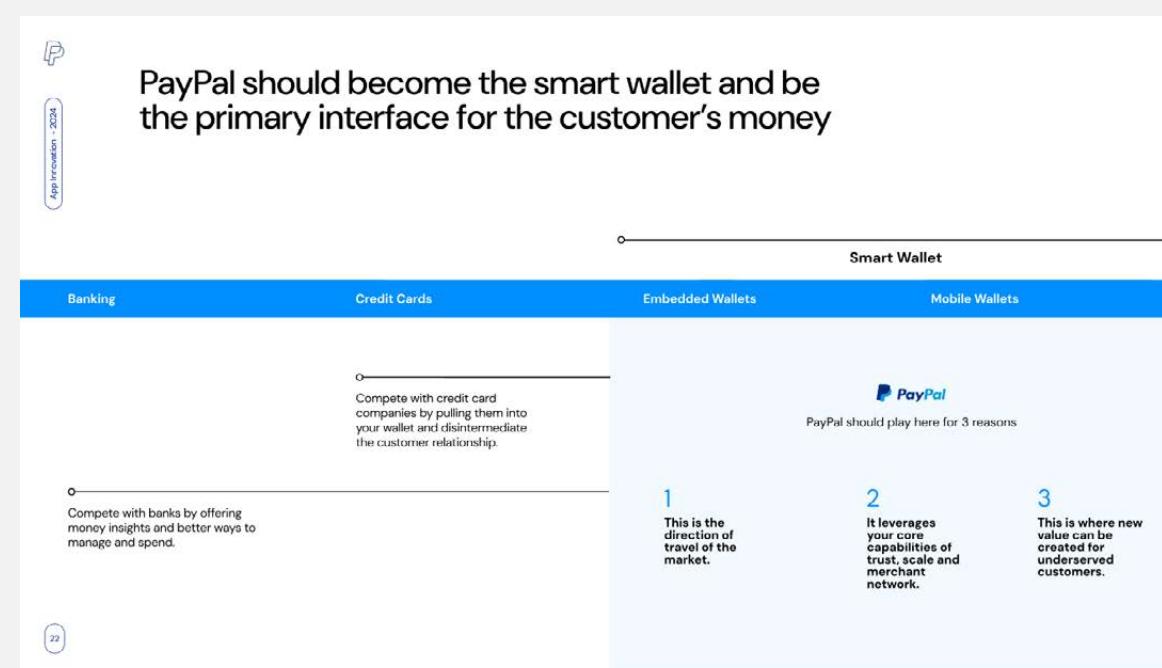
Affluent Angst-ers

Individuals with families who earn well and want to enjoy life but experience financial stress to both live in the moment and save for the future.

Opportunity definition

Beyond identifying core pain points, such as the changing perception of affluence, we uncovered new opportunities for business expansion within the financial services space.

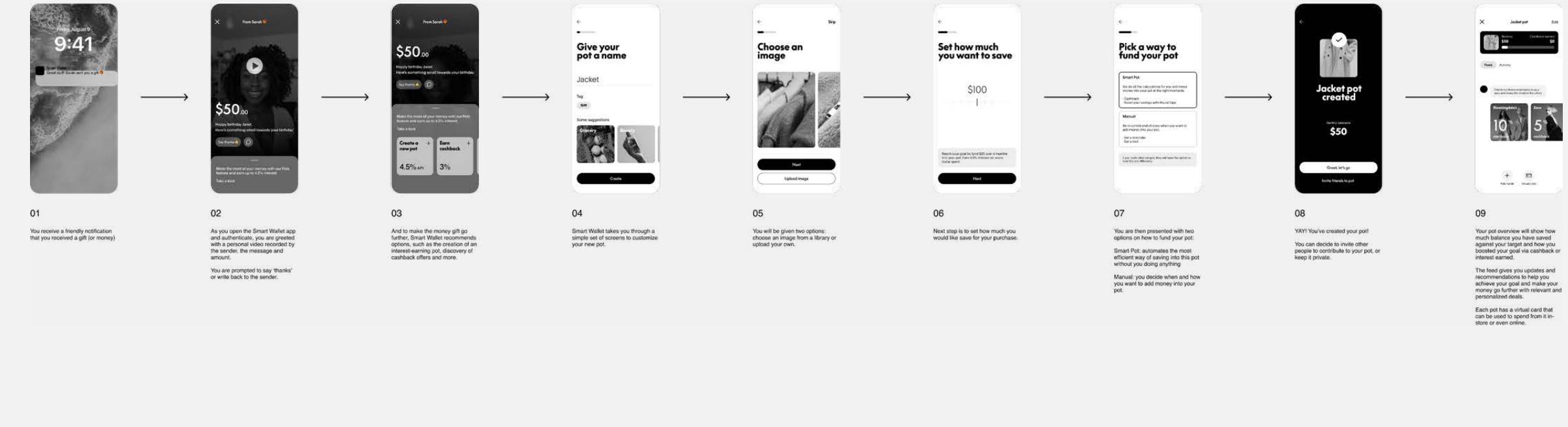
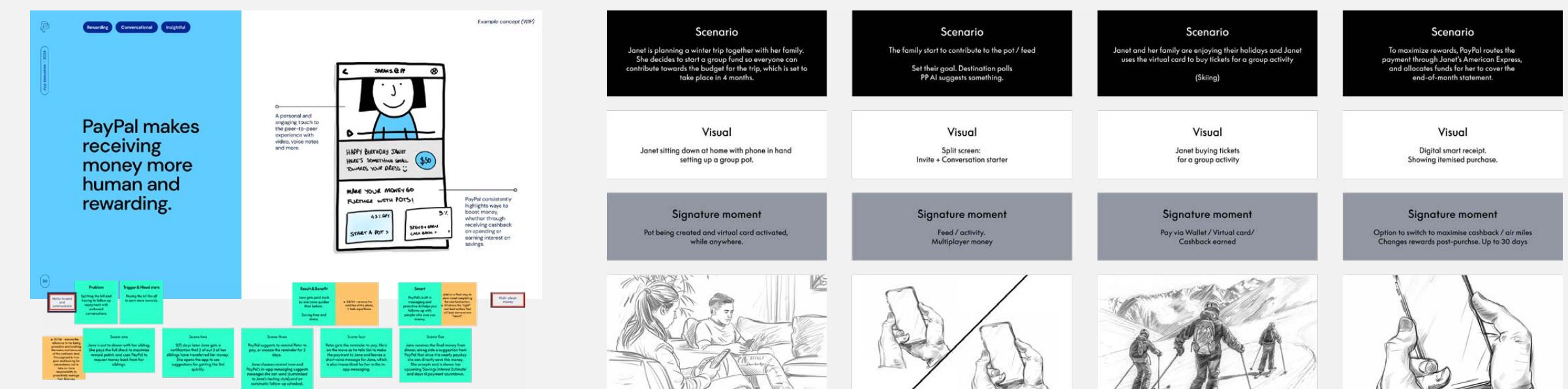
These opportunities were organised on a Plinko board to define the guiding vision, or “North Star,” for this PayPal app innovation project, anchoring our future concepts within four main categories.



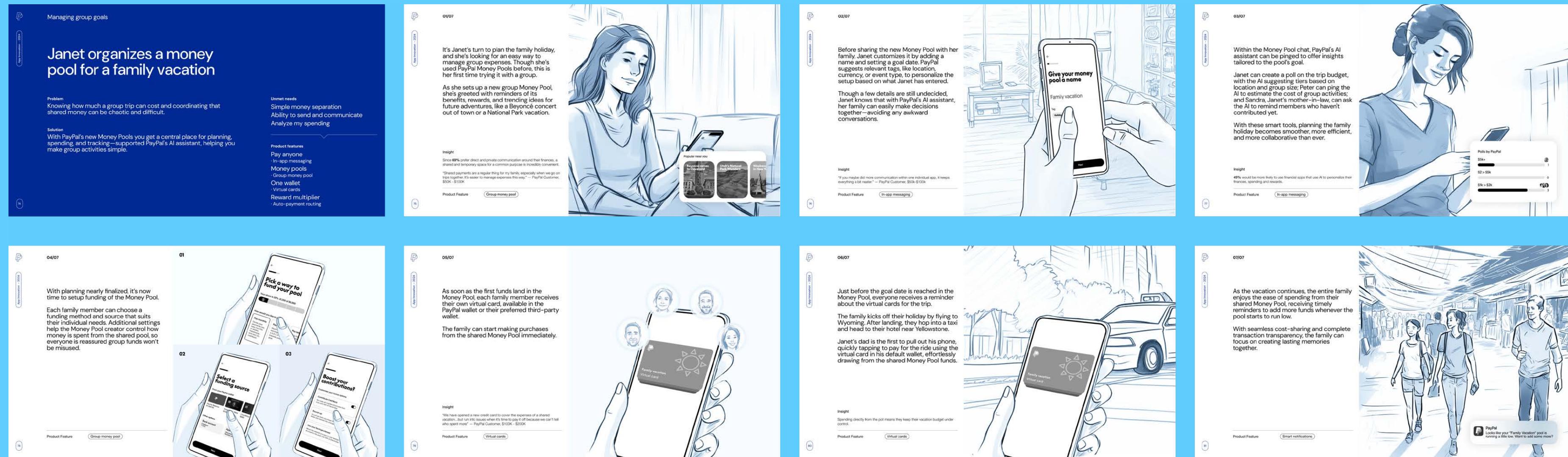
Solution development

Starting with concept one-pagers, refined through collaborative workshops, then to text-storyboard outlines, and finally wire flows—ideas to help PayPal users make their money go further progressed from rough sketches to fully developed concepts within just two weeks.

Midjourney was used to generate sketch-style background scenes that emphasised storytelling and emotion, going beyond flat wireframe screens to create impactful visions for the future.



Journey #3, managing group goals



Future vision storyboards

The final deliverable comprised eight journeys outlining the vision for the first truly intelligent wallet—a wallet designed to think, adapt, and maximise users' finances, allowing them to focus more on living their lives.

These journeys covered every stage, from initial awareness to creation of dedicated users, all aligned with the product vision statement and validated through additional rounds of qualitative and quantitative research.

Ultimately, this initiative reshaped the PayPal app roadmap, ensuring that all future enhancements are grounded in comprehensive, user-driven insights.

App and website work with PayPal is ongoing.

Lancôme Glow-Up Vision

Guiding beauty shoppers towards a lifetime of happiness with a new experience vision for luxury make-up and skincare e-commerce.

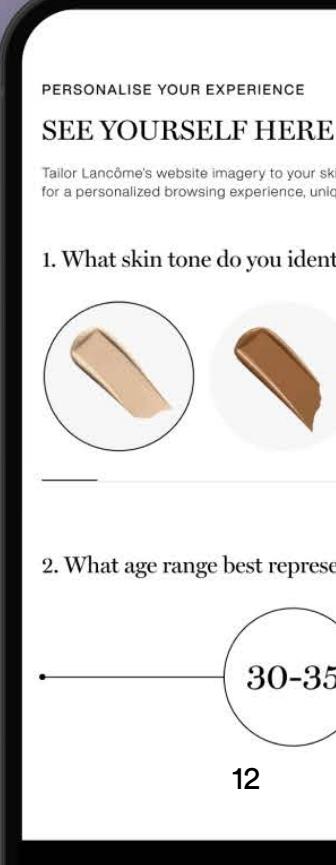
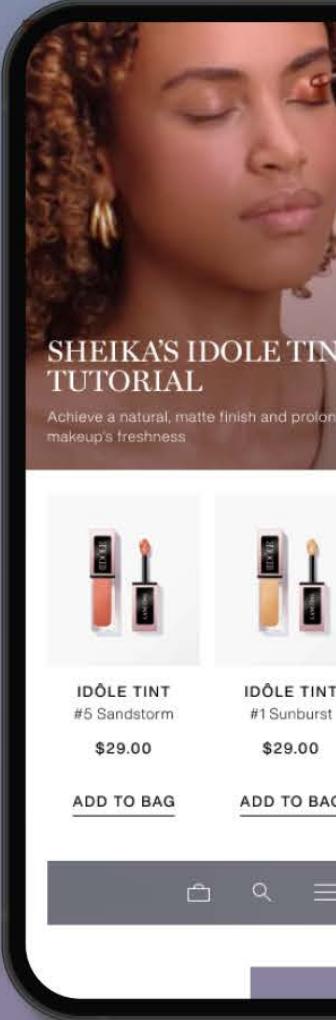
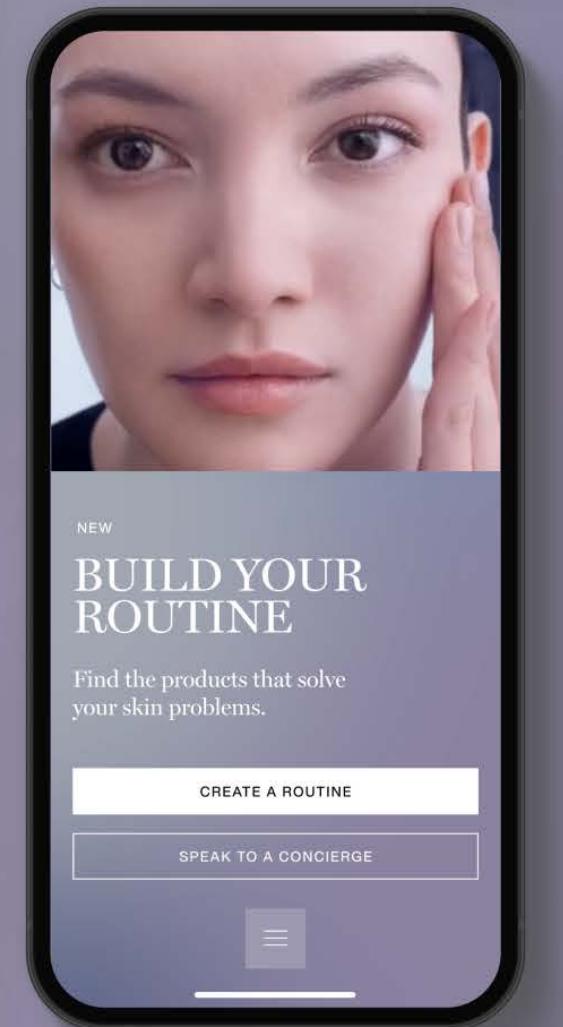
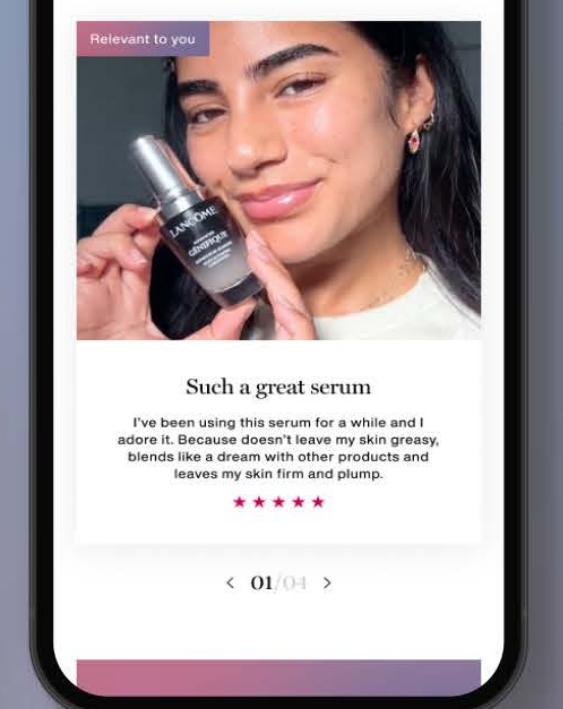
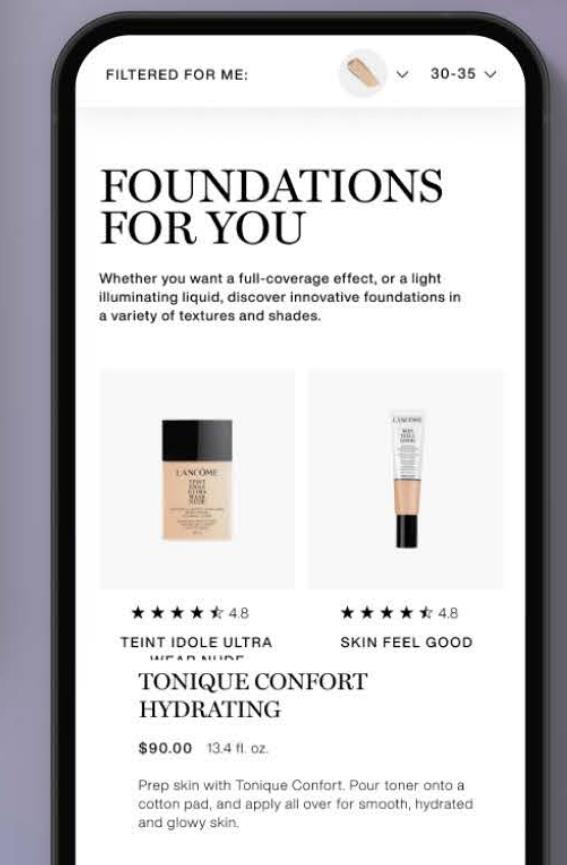
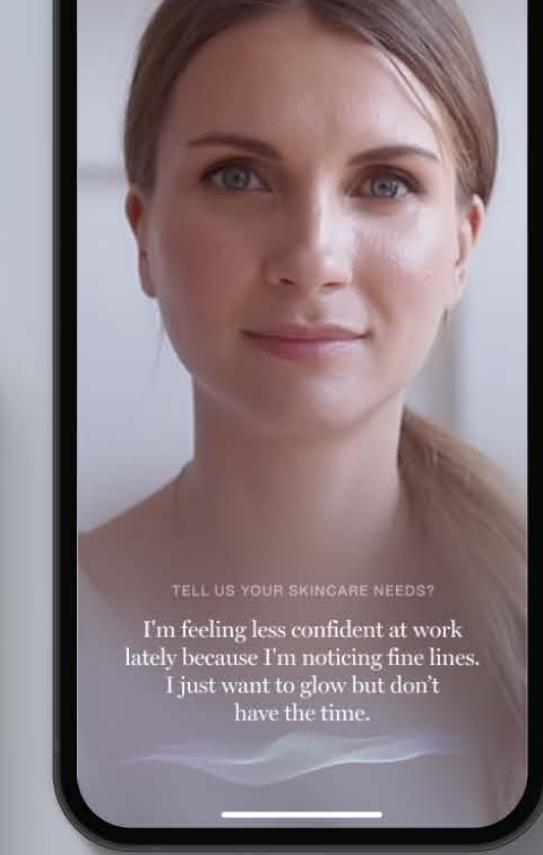
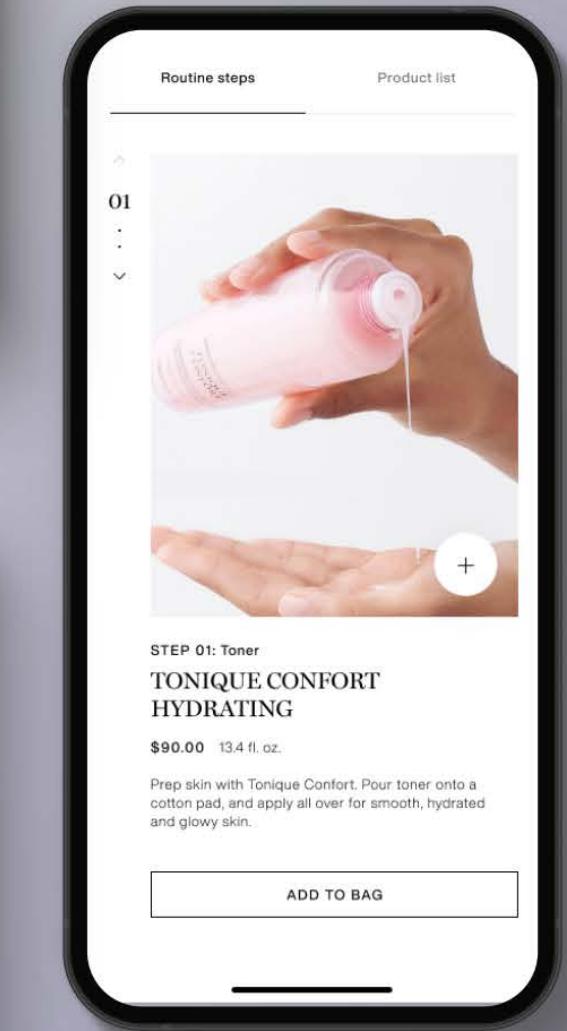
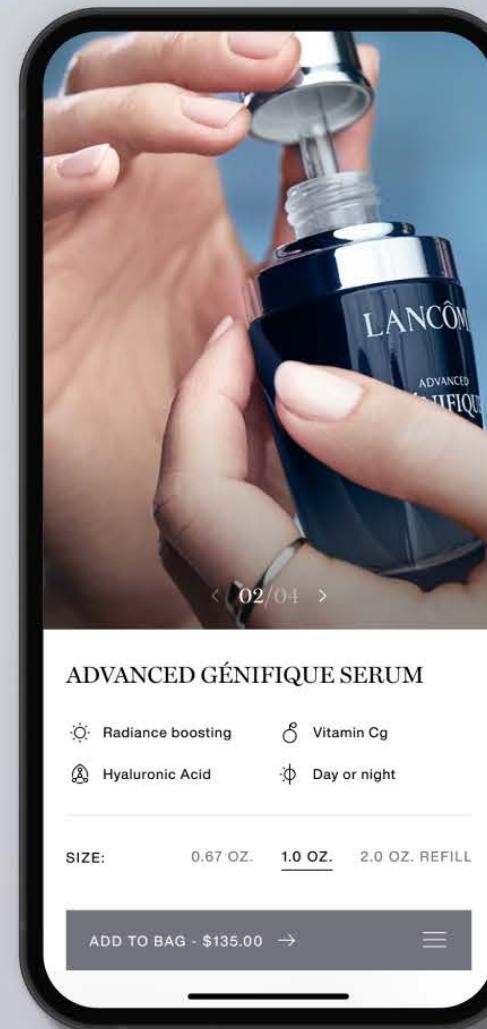
As one of L'Oréal's premium brands, Lancôme has been facing challenges in competing with new digital-first, influencer-backed beauty brands that have recently launched. The brief was to re-establish Lancôme as the industry benchmark by 2027.

The first phase in this three-year project focused on developing an experience vision and a Golden Path outlining the opportunity for a Lancôme relaunch, to secure funding for full development.

My role: Experience design lead.

Project team: Creative Director, Strategy Director, Experience Design Director (me), Senior Experience Designer, Senior Visual Designer, Senior Copywriter, Project Manager.

Scope: Qual & quant research, strategy, experience vision, golden path, testing & validation, business case, development roadmap.

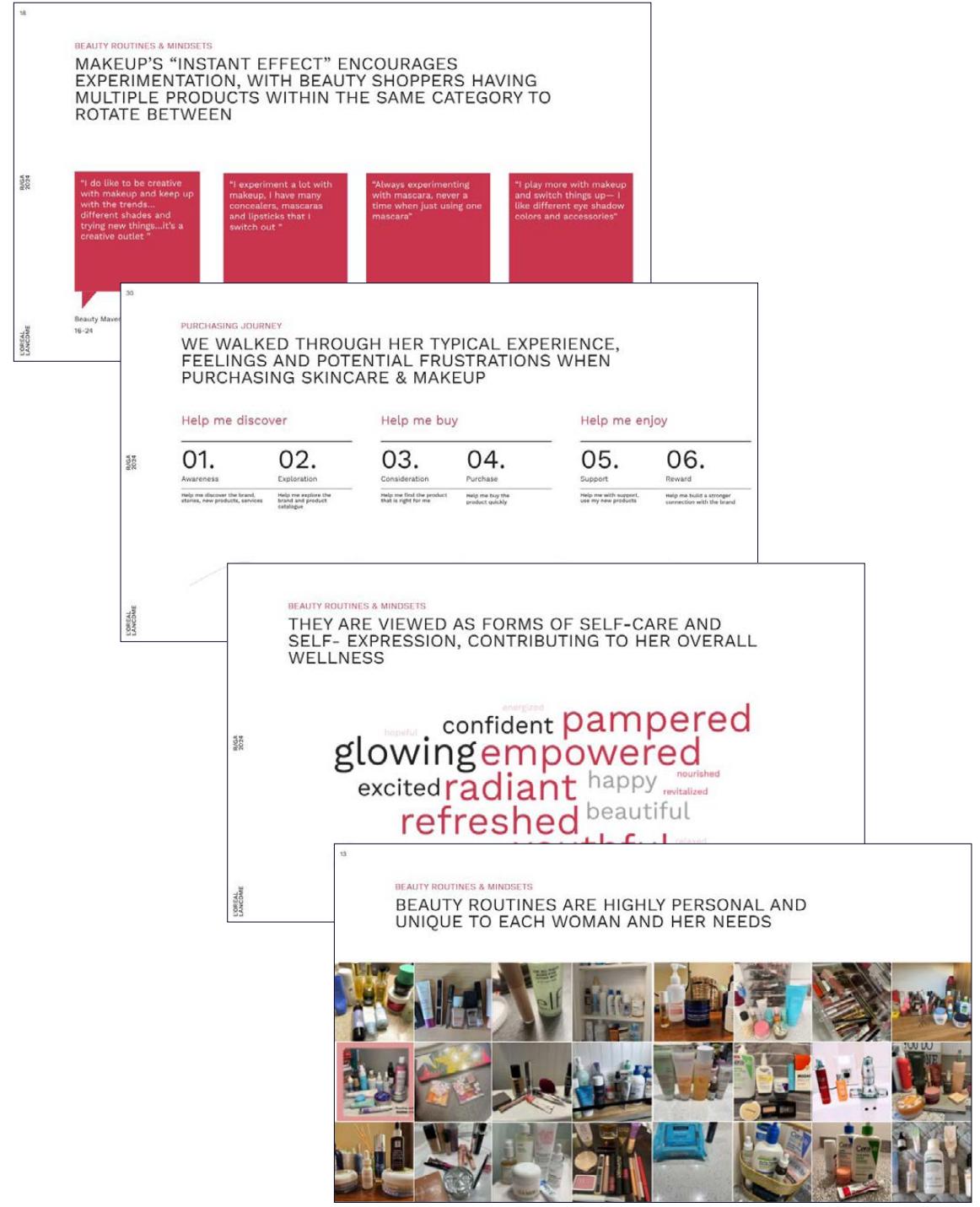


Understanding beauty customers

To build a solid foundation for our vision, we began with a six-week “understand” phase focused on identifying our primary design target.

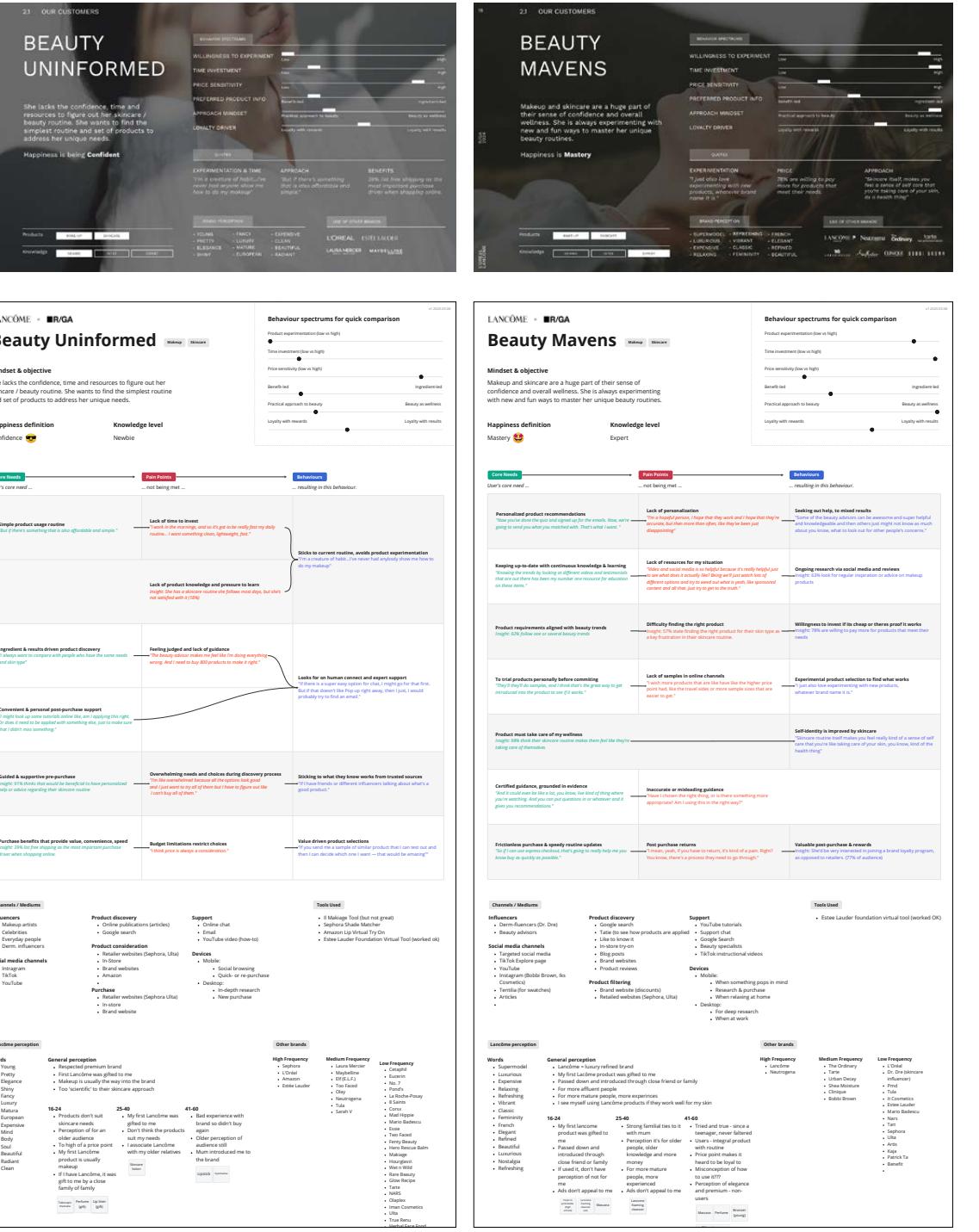
Qual and quant research reports

The highlight of the qualitative research was the collection of “shelf-ies”—photos of participants’ makeup shelves. Glimpses into the daily skincare routines of our design target.



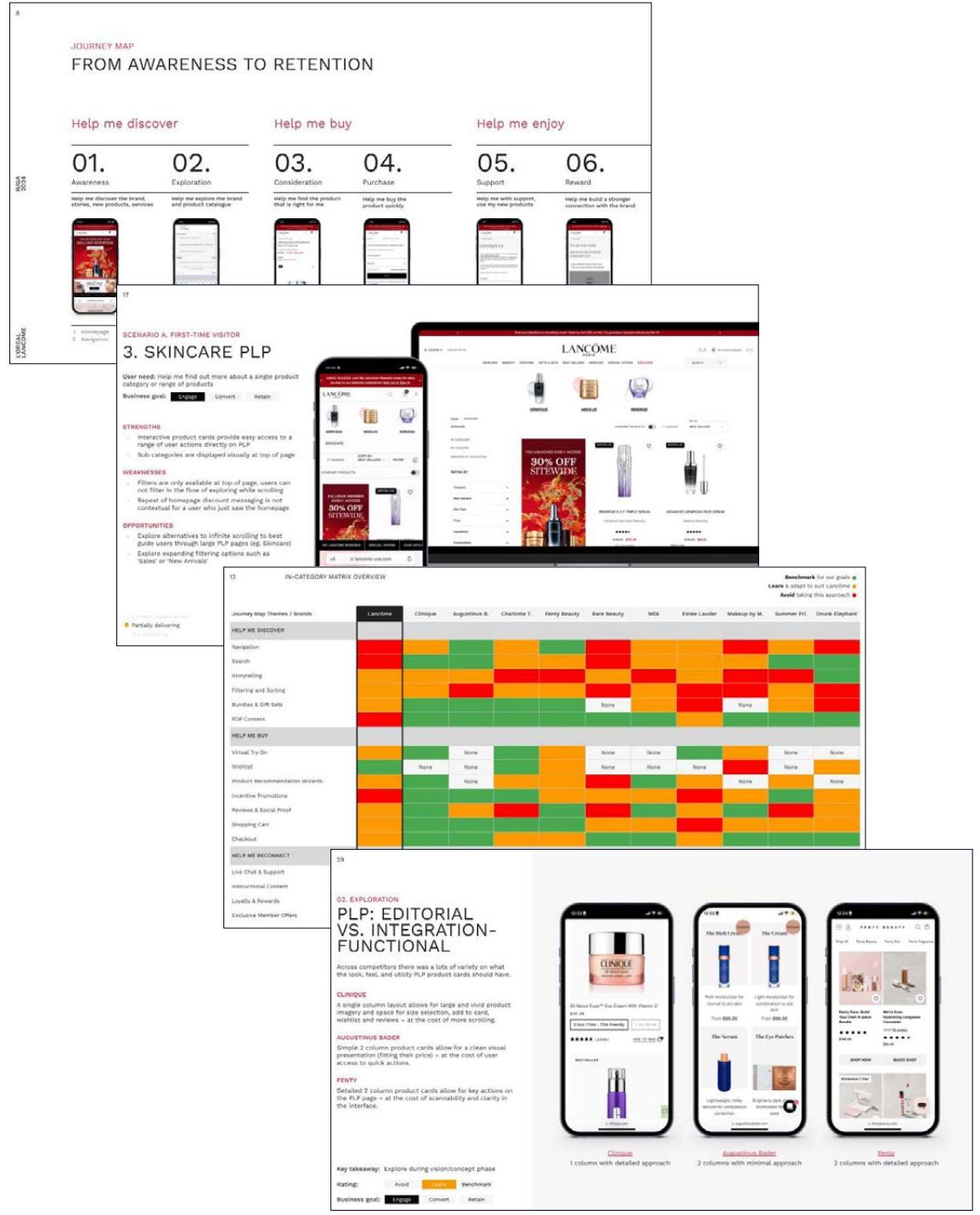
Archetypes

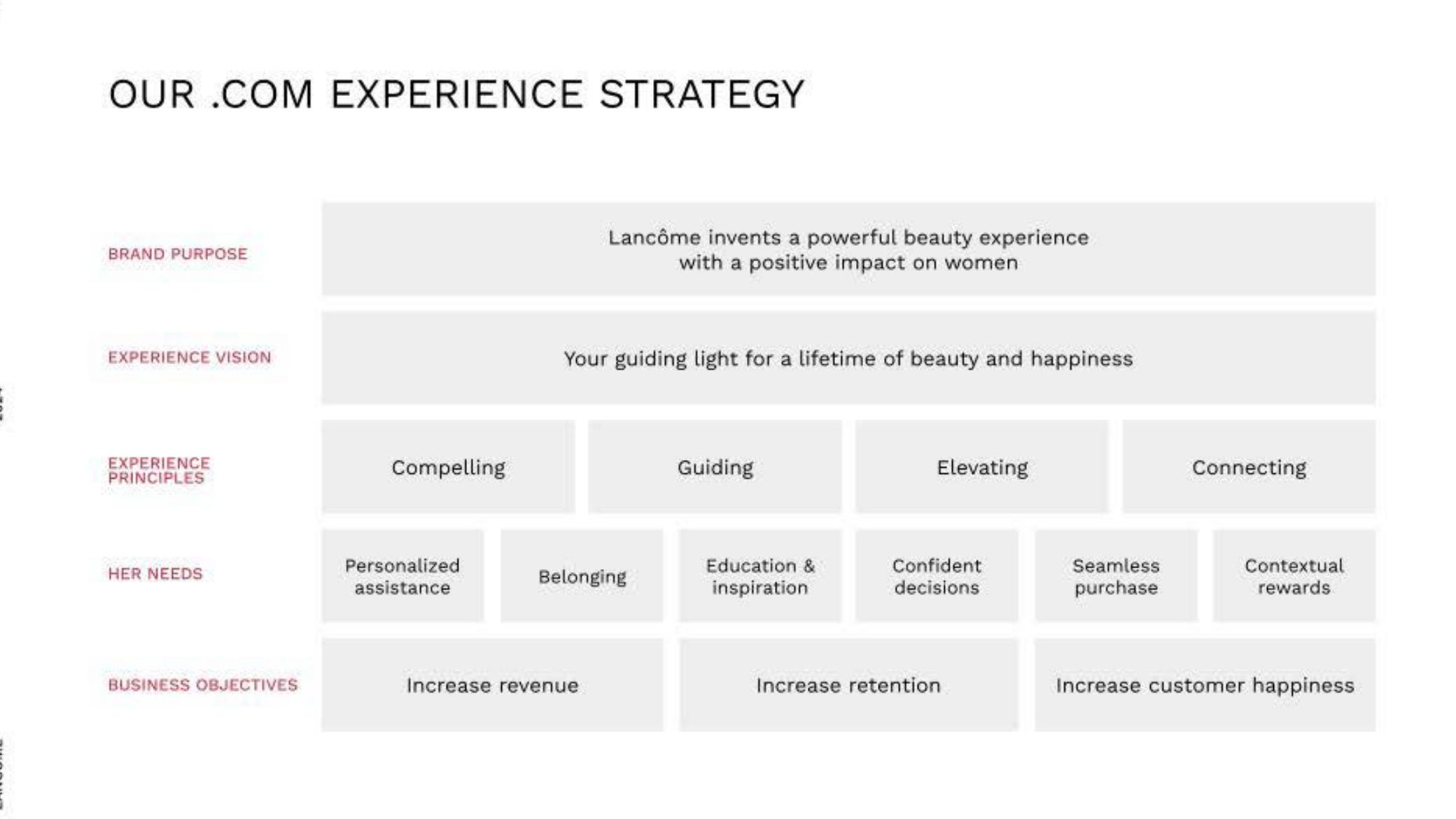
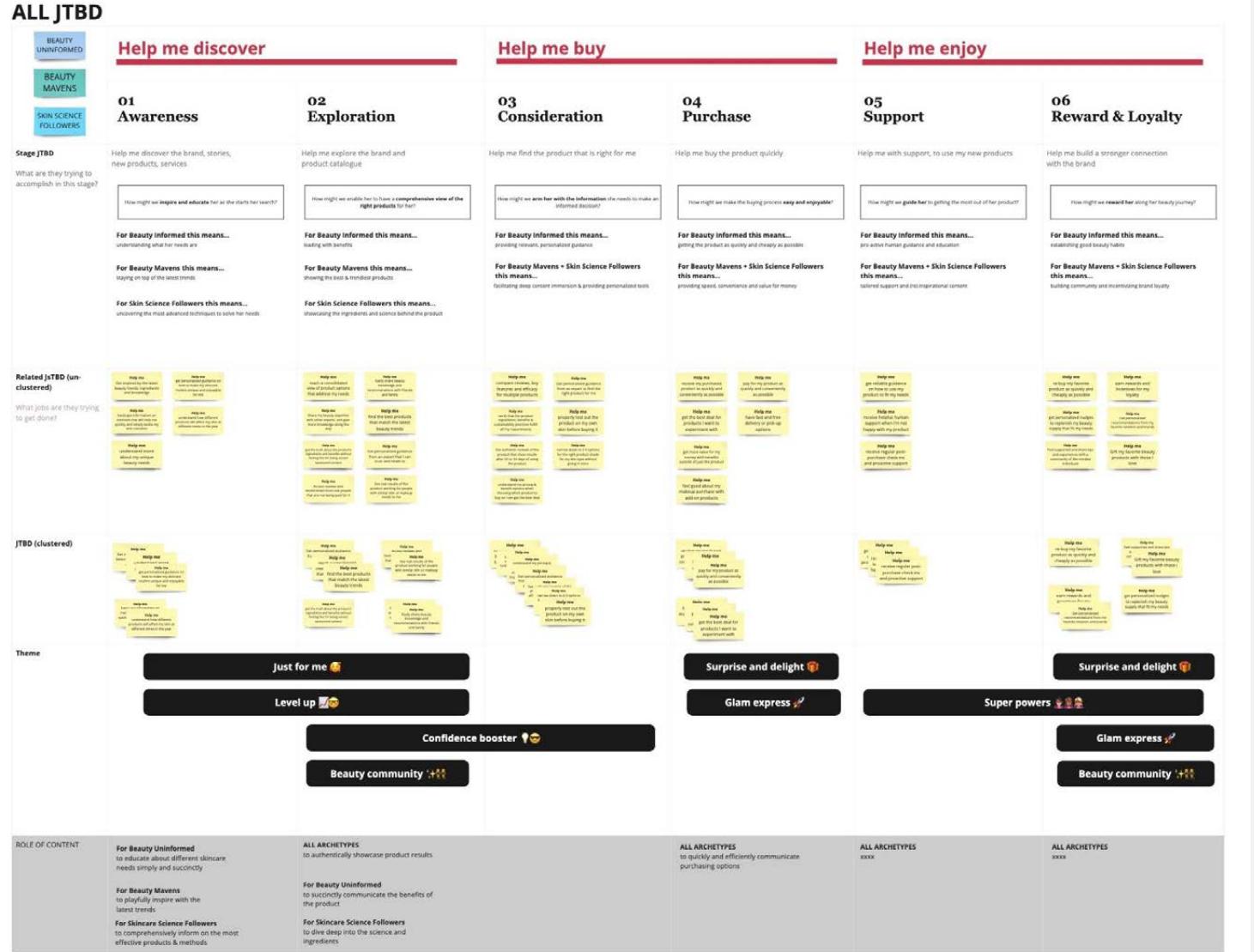
Based on our research, we identified three primary archetypes that reflect how we can help each customer type grow by supporting their unique definition of happiness.



Audit and benchmarking

In-depth analyses of the current experience and both in- and out-of-category competitors helped establish the quality bar we needed to surpass within the beauty category.





Synthesising insights into a vision

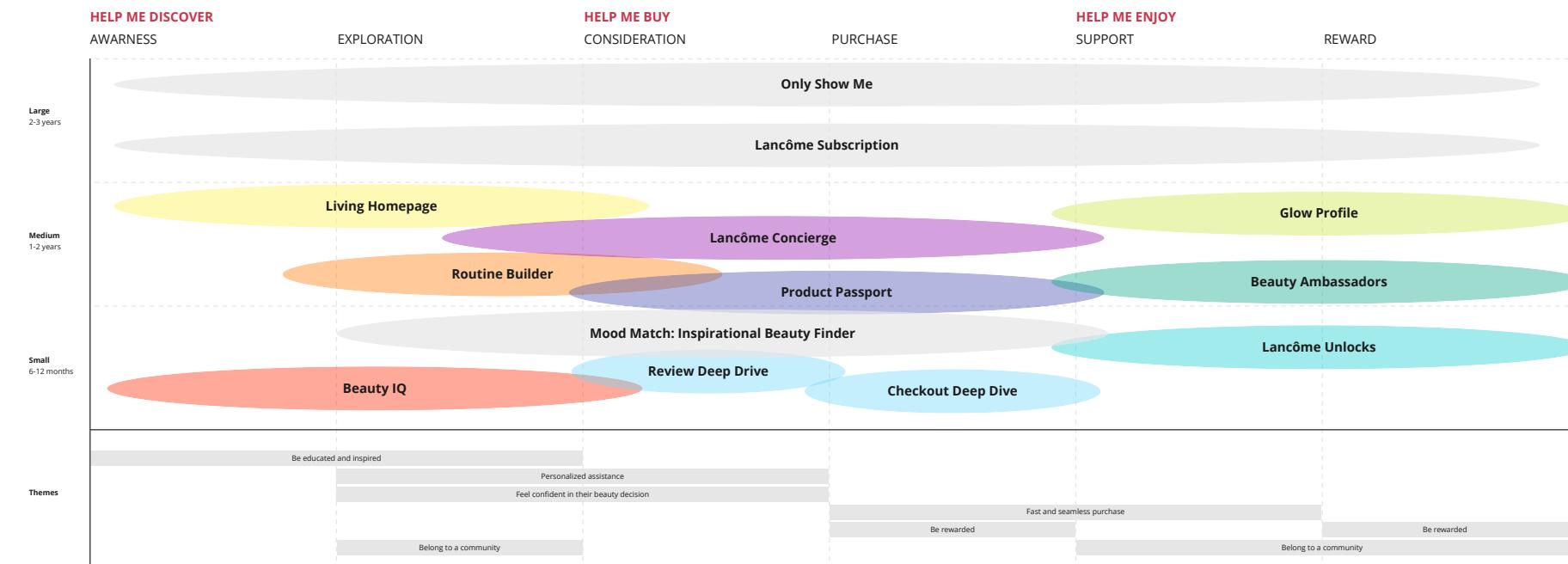
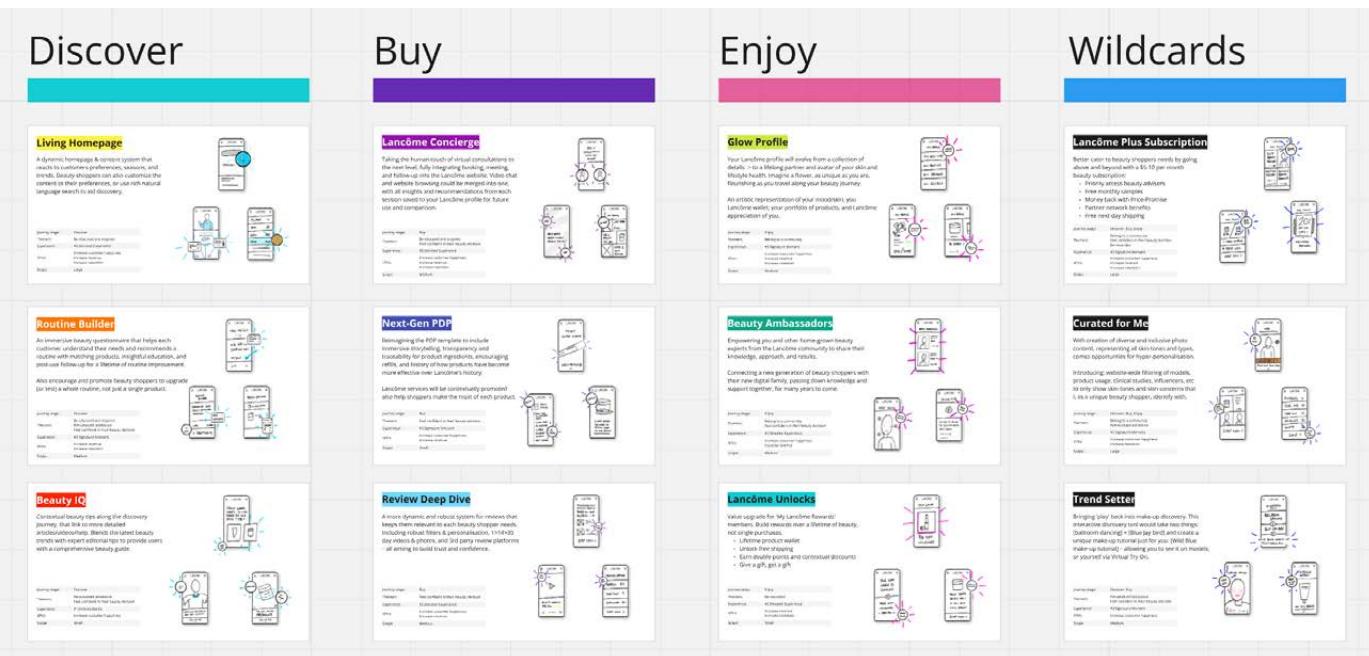
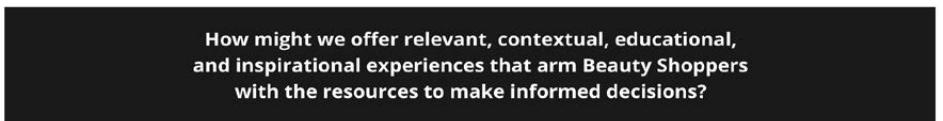
With a comprehensive understanding of customer needs, pain points, and opportunities, we defined future success across multiple elevations:

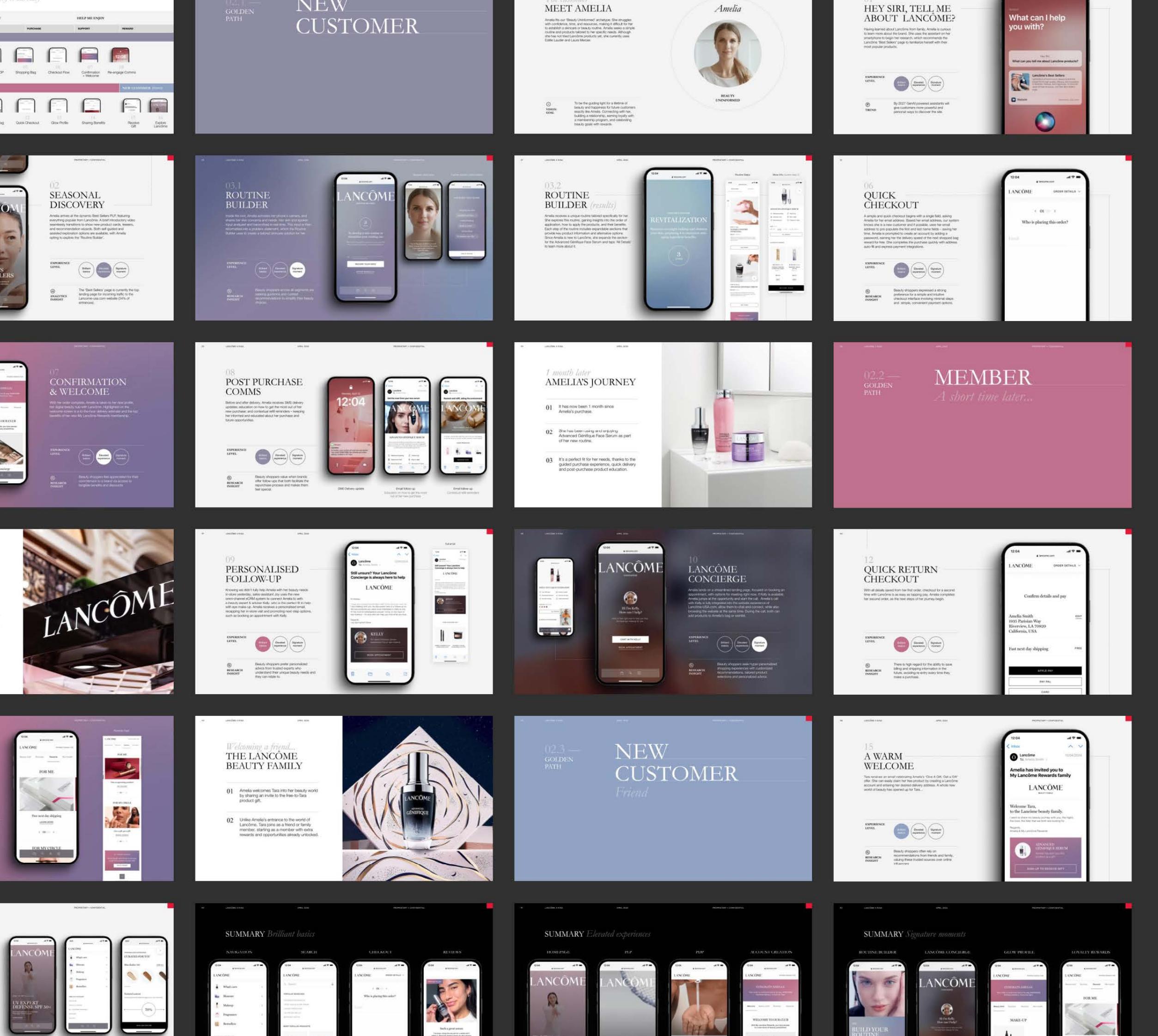
- **Detailed view** (left) of core Jobs-to-be-Done and their sub-jobs, mapped to the full customer journey. This served as the fuel for future ideation.
- **Summary view** (right) providing an at-a-glance overview of how Lancôme's brand purpose and our research inform our vision and design principles. This served as the single truth for communicating the project's value.

Concepting the golden path

In the ideation phase, I facilitated a series of workshops designed to tap into the creativity of the entire team, from strategists to producers.

We began by sketching six rounds of Crazy 8s on HMW questions shaped by our vision. Next, we grouped ideas into themes, which we then combined to create one-page concept summaries. Finally, we adjusted and refined these concepts to ensure they addressed all user needs across the entire journey.





Validation testing

With 13 refined concepts, we proceeded with a round of qualitative and quantitative validation. The concept one-pagers, animated wireframes, and design mockups were shown to beauty customers, who rated their desirability and fit with their beauty routines. Testing revealed three signature moments:

- **Lancôme Concierge** elevated bespoke advice by connecting beauty shoppers with beauty advisers through interactive video calls, allowing them to explore the website and products together.
- **Routine Builder** enhanced the discovery process, using the latest advancements from GenAI to better understand customers' existing routines and help build new ones.
- **Glow Profile** transformed a collection of account and purchase information into a lifelong partner for skin and lifestyle health. This feature included mood and skin trackers, saved routines, and the latest concierge advice.

Outcome

The three signature moments, along with many other essential basics like improved checkout and navigation, defined a new customer Golden Path (shown left) and product roadmap for the next few years of development. The path to becoming the beauty category benchmark was now crystal clear.

Project Glow-Up was presented to the L'Oréal board members, who signed off on bringing our vision to life. Design and development work is currently ongoing.

YouTube Studio

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

YouTube Studio is a dedicated app that helps creators understand, connect with, and grow their audience. Currently, the app focuses on channel management, but its interactions feel laborious and lacklustre compared to emerging competitors like TikTok and Instagram Reels.

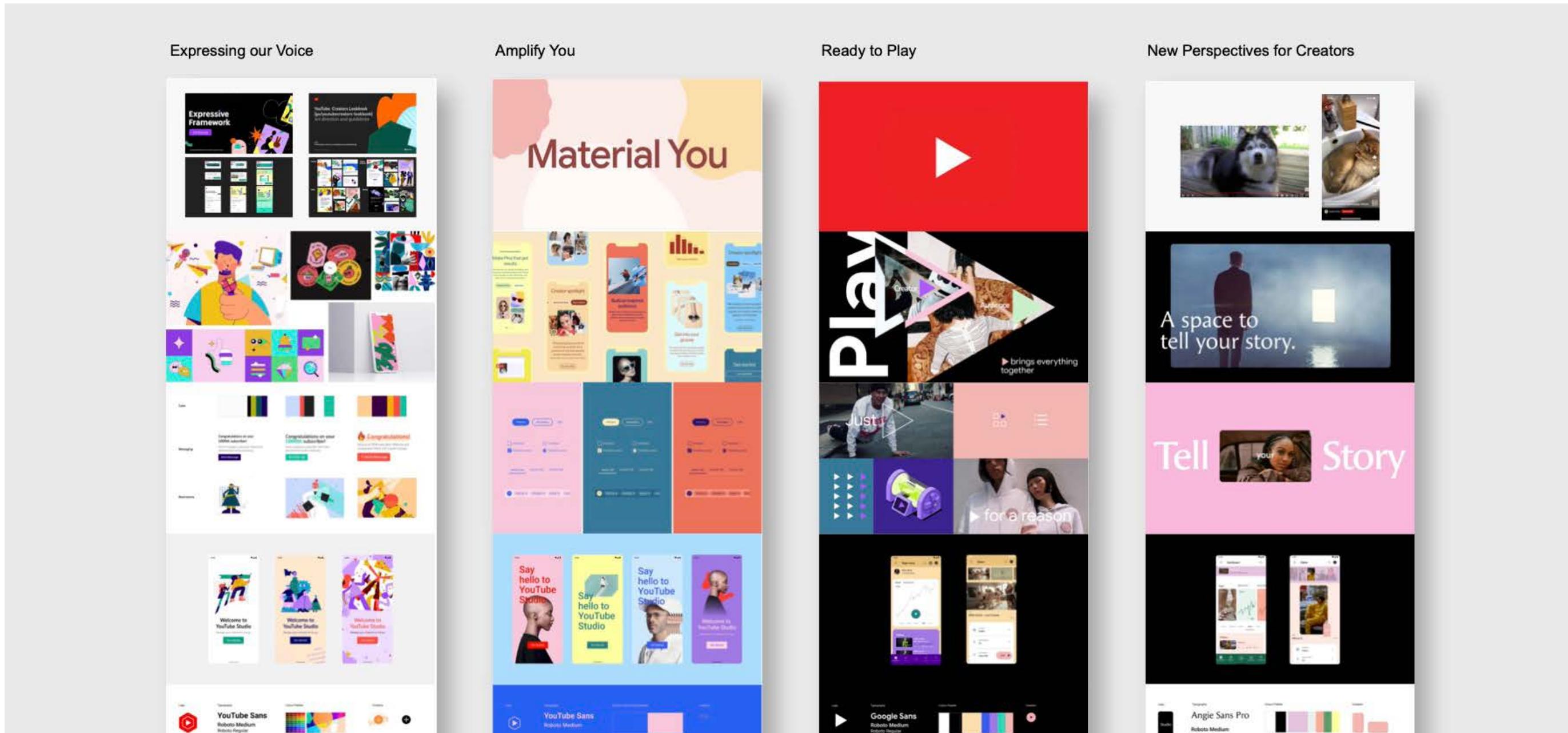
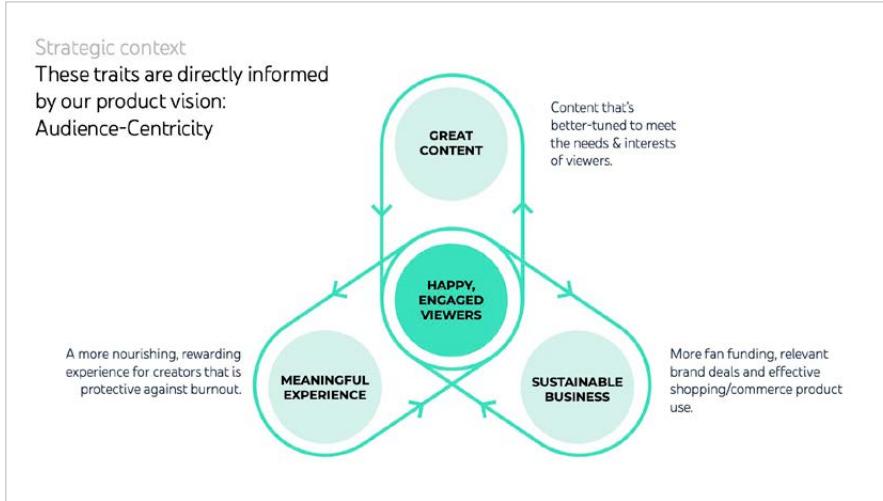
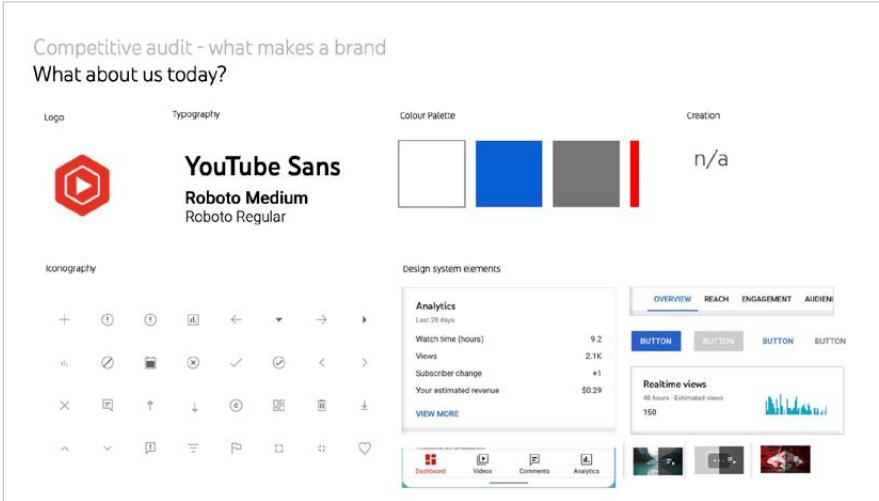
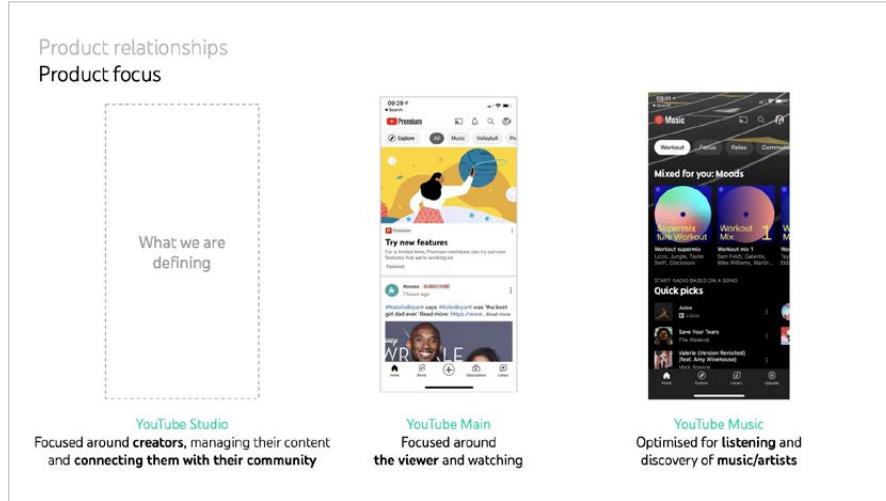
YouTube's brief was to envision the future of YouTube Studio—one that would inspire internal teams over the next two years. In collaboration with a Strategy Director, I led a design team to completely reimagine the mobile-first creator experience through a new concept vision and design system.

My role: Project creative lead.

Project team: Experience Design Director (me), Strategy Director, Senior Experience Designer, Senior Visual Designer, Motion Designer, Copywriter, Project Manager.

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





Status quo & strategy

In early collaboration with the YouTube team, themes such as audience-centricity (where the audience is creators themselves) and fostering happy, engaged viewers emerged as essential factors to shape our future concepts.

Initial explorations

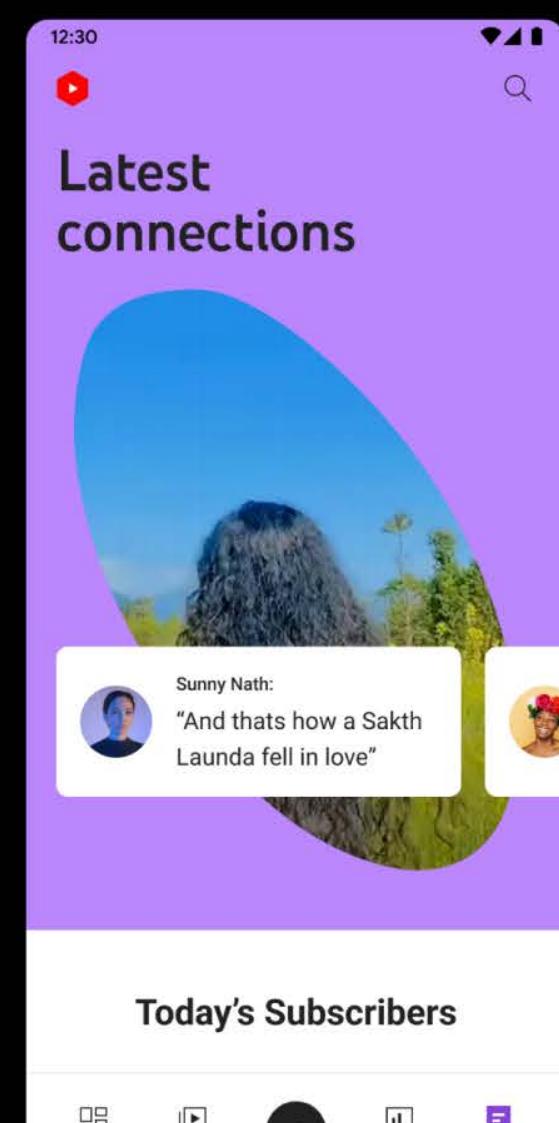
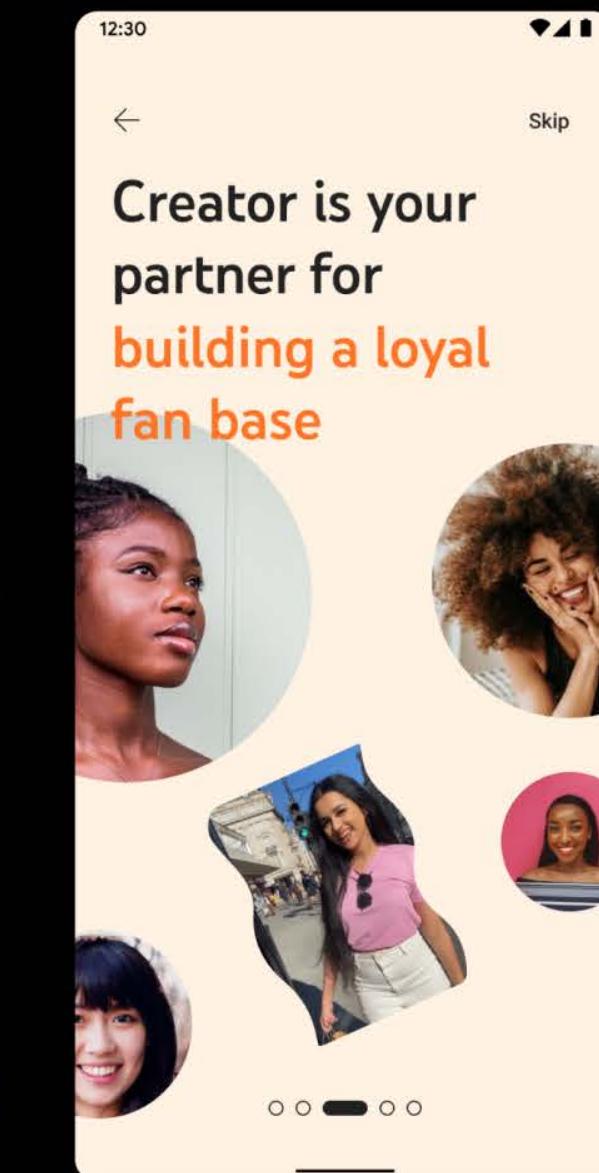
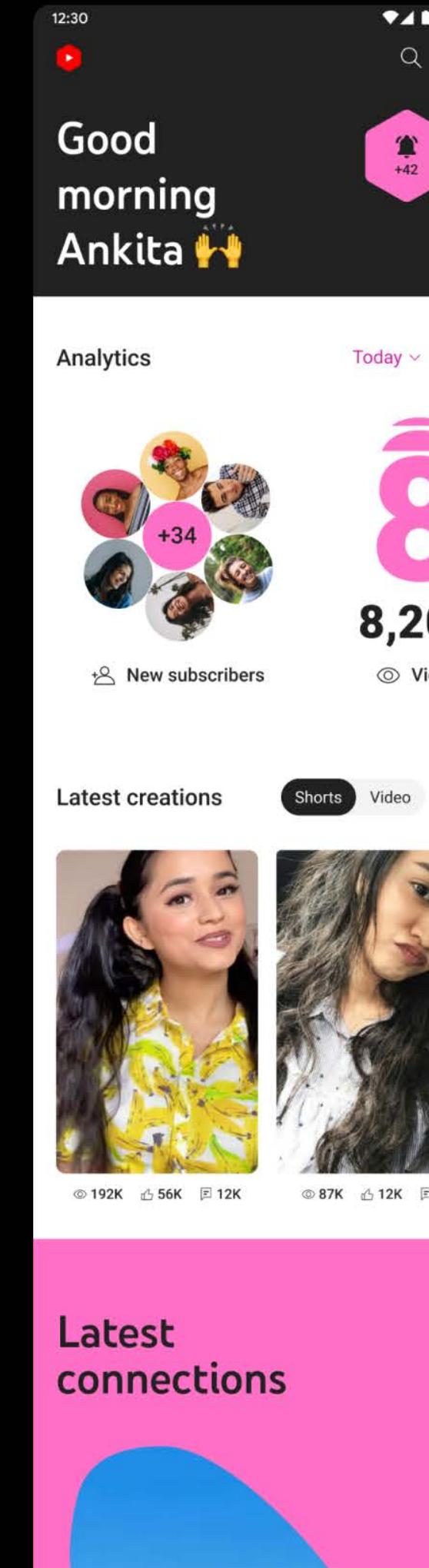
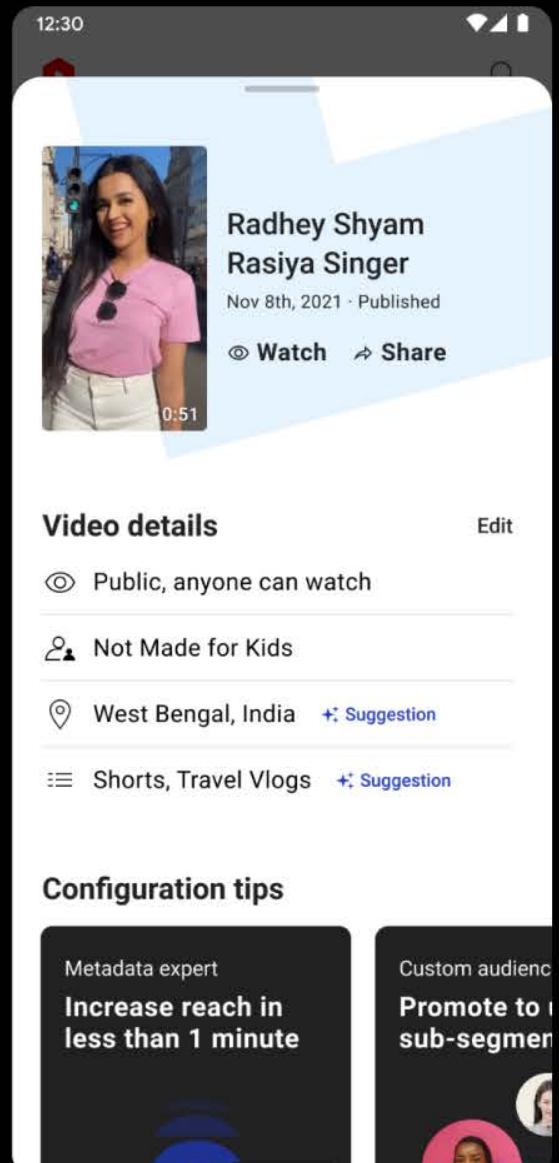
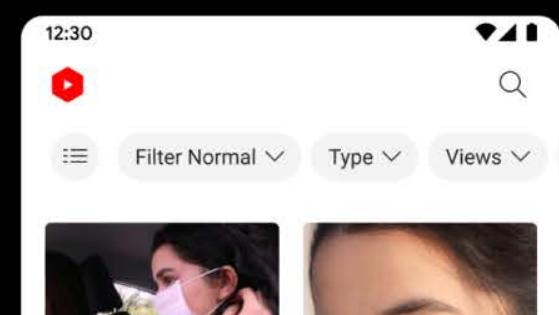
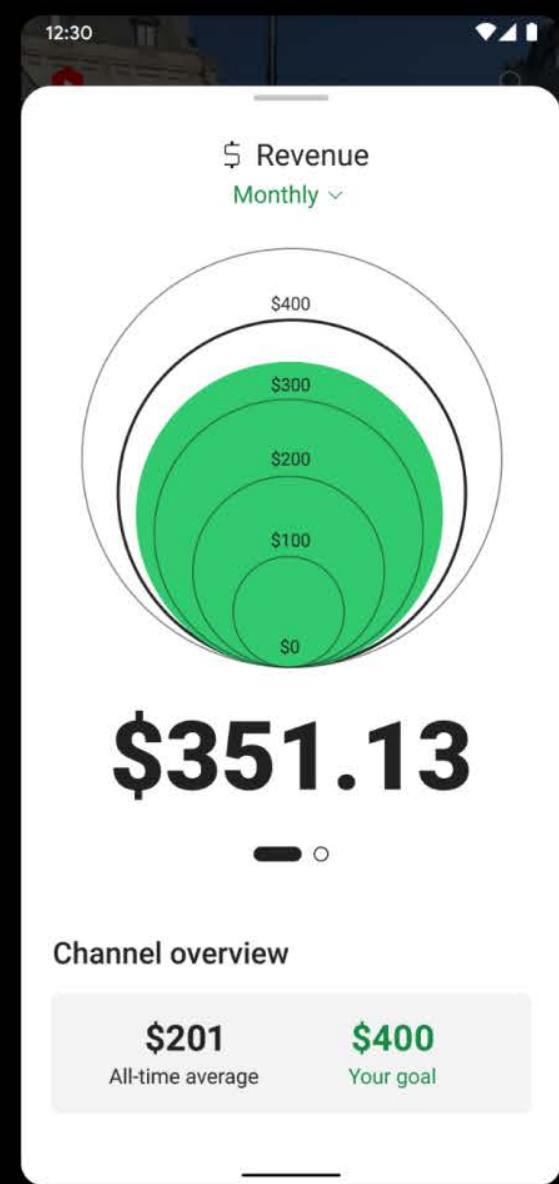
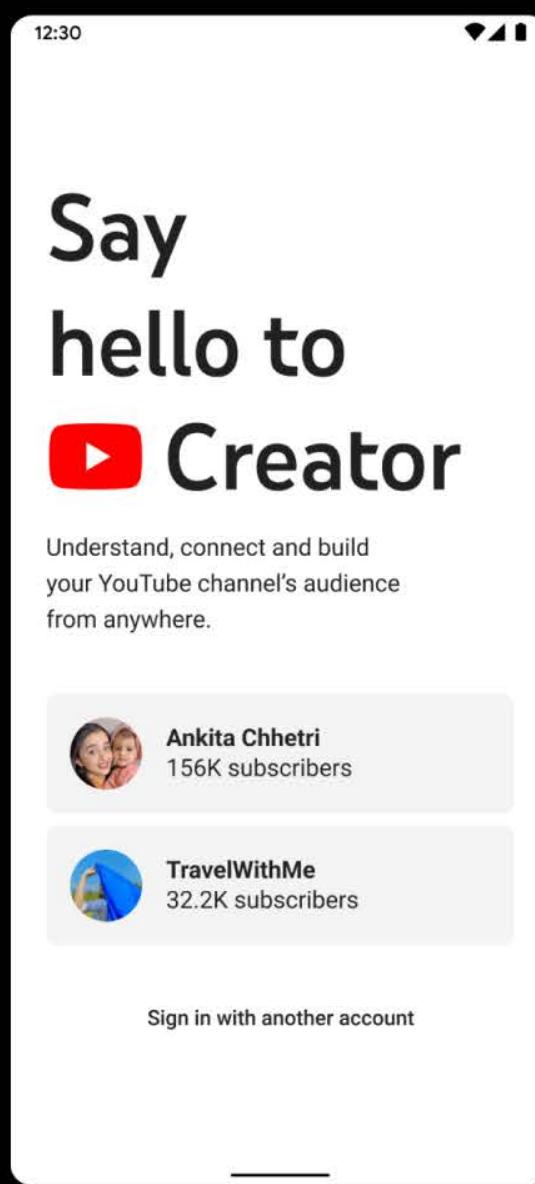
Divergent conceiving explored many options for conceptual and visual directions, ranging from mild ideas that built upon existing concepts within YouTube and Google to wild ideas that explored uniquely ownable elements like the play button and video format ratios.

Finding the right balance of direction was a deeply collaborative process with the YouTube team. Their extensive product and audience knowledge grounded discussions in practicality, while our team's external perspective, agility, and high level of craft continually pushed the boundaries.

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

Amplification

In line with the strategic focus on 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. The design flexes from more formal login screens, as shown on the left, to bold, celebratory screens on the right.

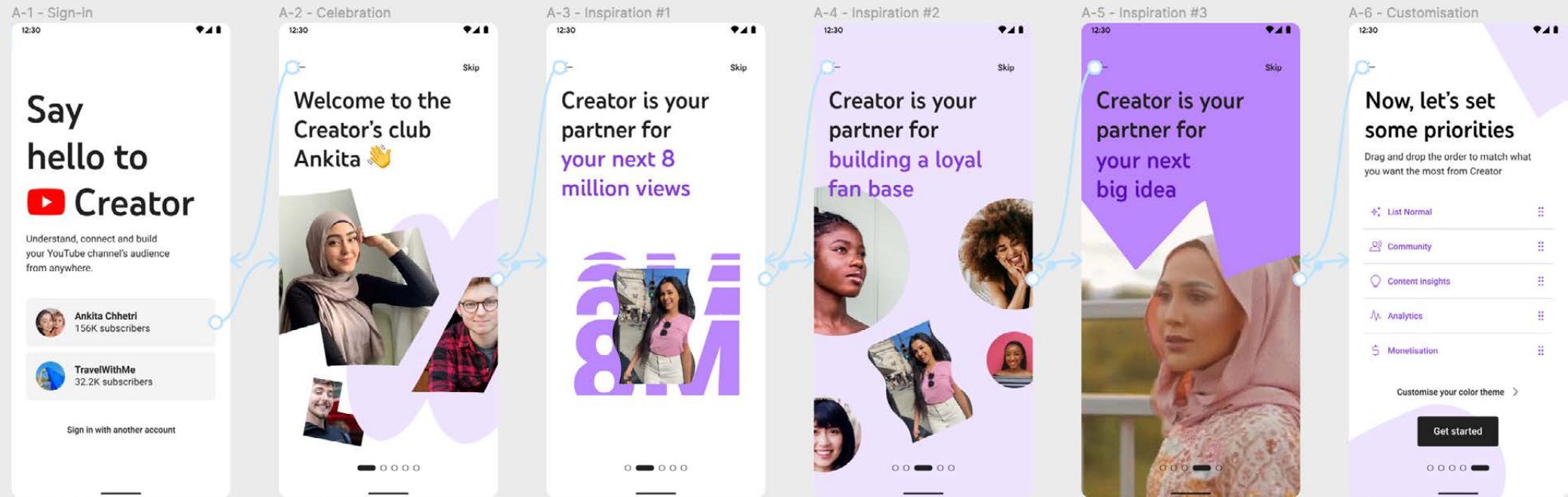


Creator is your partner for your next big idea

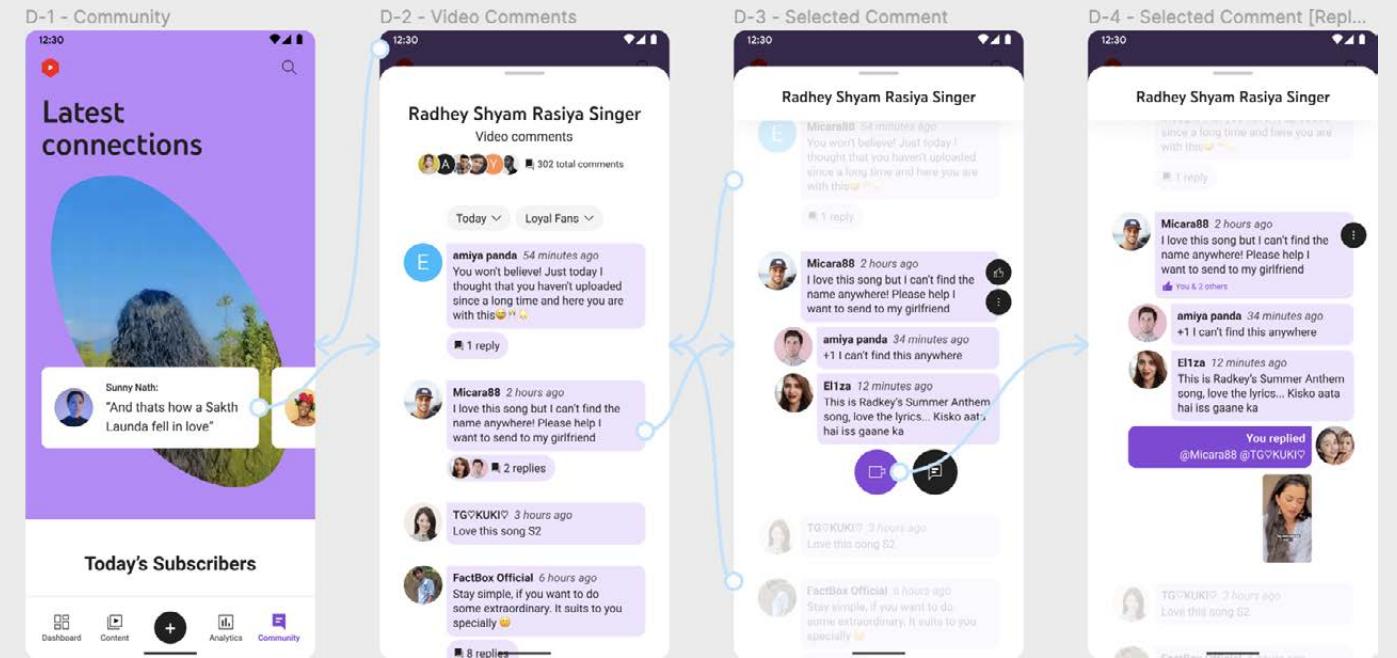


Figma click-dummy journeys

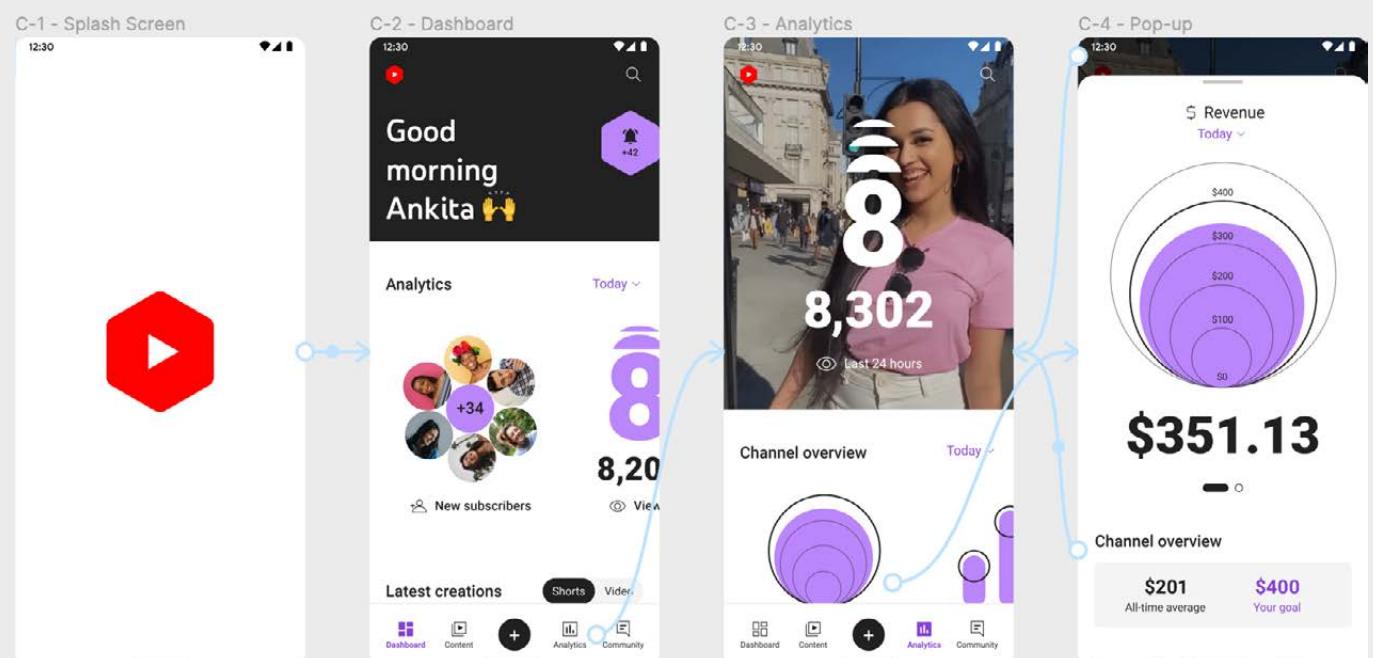
Onboarding



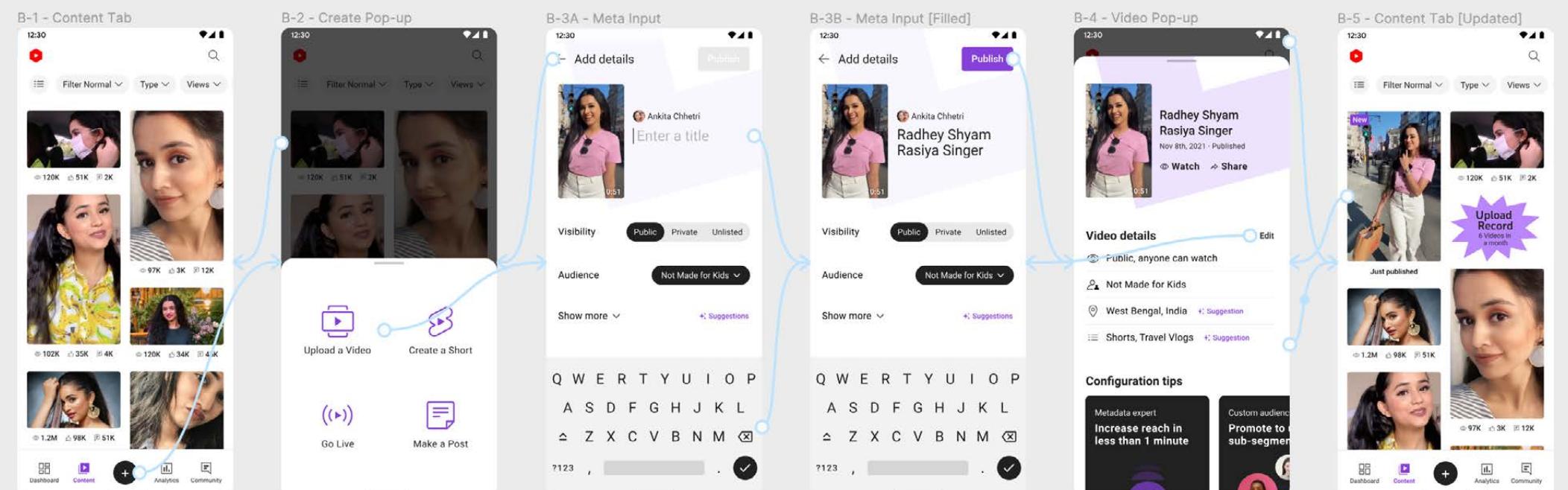
Interacting



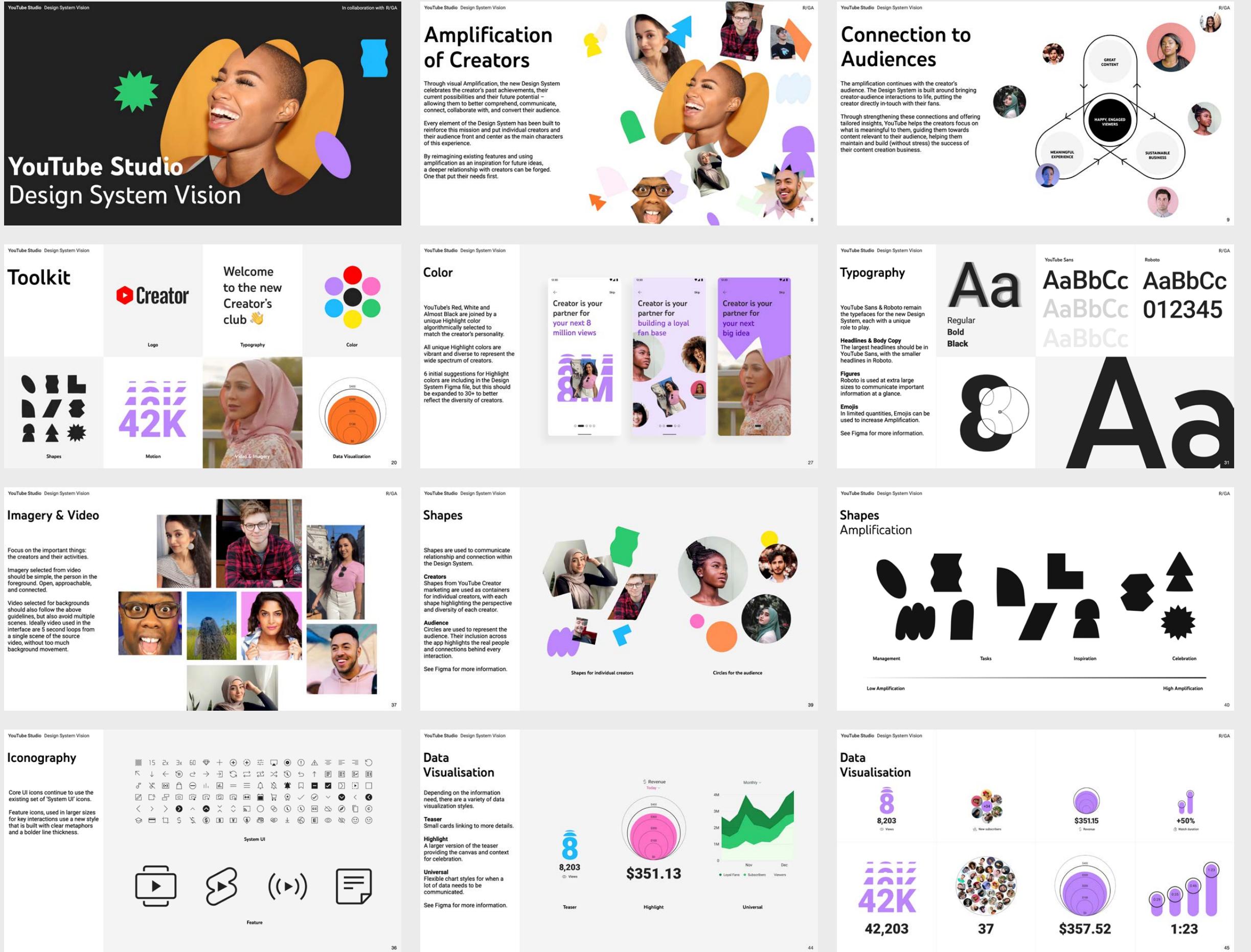
Analysing



Creating



Handover documentation of design system



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** offered a playground for designers to create new screens and features, or for other stakeholders to interact with the journeys.
 - **High-fidelity animated mockups** created in After Effects provided inspiration for going beyond typical UI transition animations.

Project feedback underscored how our work provided YouTube with a valuable vision of the future, fuelling further development and refinement within the company.

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 also innovate their branding, communications, and experiences.

In collaboration with a branding Creative Director, I led an experience and visual design team to re-launch E.ON's digital design system, suited to modern digital touchpoints and fully bringing to life the brand's new strategy and mission to connect everyone to good energy.

My role: Experience design lead, co-lead.

Project team: Branding Creative Director, Experience Design Director (me), Brand Designer, Experience Designer, Project Management.

Scope: Strategy, brand design vision, digital design system.

Checkbox list (x2+)

- Optional 1
- Optional 2
- Optional 3

Radio list horizontal (x2)

- Option 1
- Option 2

Button Regular

A red rounded rectangle contains the word "Hello" in a large, bold, white sans-serif font. The rectangle has a thin blue border and four small blue square handles at its corners. A horizontal dimension line with arrows at both ends is positioned below the rectangle, labeled "128px".

A photograph of a woman with dark skin, wearing a light-colored beanie, round-rimmed glasses, and a red ribbed sweater under a tan jacket. She is smiling at the camera. The background is a blurred green landscape. A light blue grid is overlaid on the image, consisting of vertical and horizontal lines that intersect to form a pattern across the entire frame.

Day	Consumption (kWh)
S	180
M	150
T	220
W	180
T	200
F	160
S	234

512px

Annual
Report 2021

View the online report →

512px

A color calibration card with several color patches and associated text labels. At the top left is a red patch labeled 'E.ON Red 500'. To its right is a teal patch labeled 'Turquoise 500'. Below these are several vertical columns of color patches. At the bottom left is a yellow patch containing a small icon and the text 'THERMOSTAT'. Below this are four temperature labels: '17°C', '18°C', '19°C' (in large bold font), '20°C', and '21°C'.



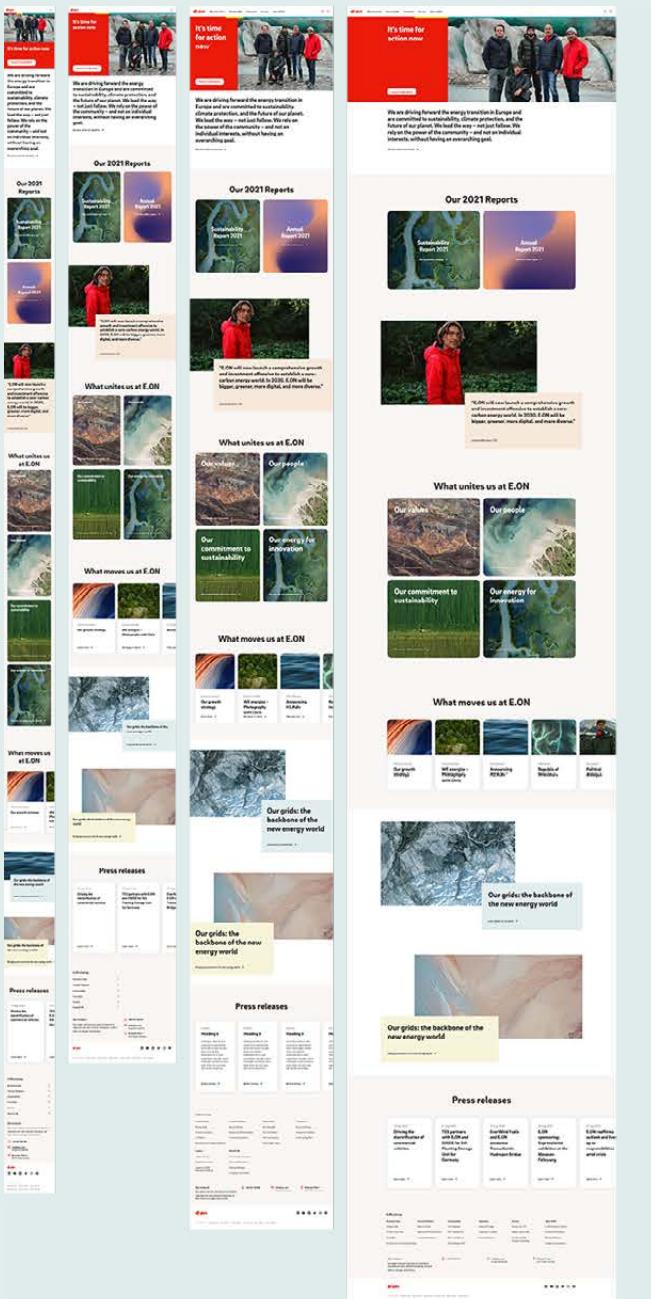
Driving the electrification of commercial vehicles

The image shows a mobile application interface for a smart home system. At the top, a large red title reads "Howdy, Ryan". Below it, a teal section titled "ENERGY CONSUMPTION" displays a total of "234 kWh" for "22. MAY – 28". A bar chart shows energy usage for each day of the week: Sunday (~100 kWh), Monday (~80 kWh), Tuesday (~120 kWh), Wednesday (~100 kWh), Thursday (~110 kWh), Friday (~90 kWh), and Saturday (~130 kWh). The bottom yellow section is titled "THERMOSTAT" and shows current temperatures: 17°C, 18°C, 19°C (highlighted in black), 20°C, and 21°C. A red progress bar at the bottom indicates a value between 17°C and 21°C. The footer features navigation tabs: "My Day" (selected), "My Home", "Insights", "Alerts", and "More".

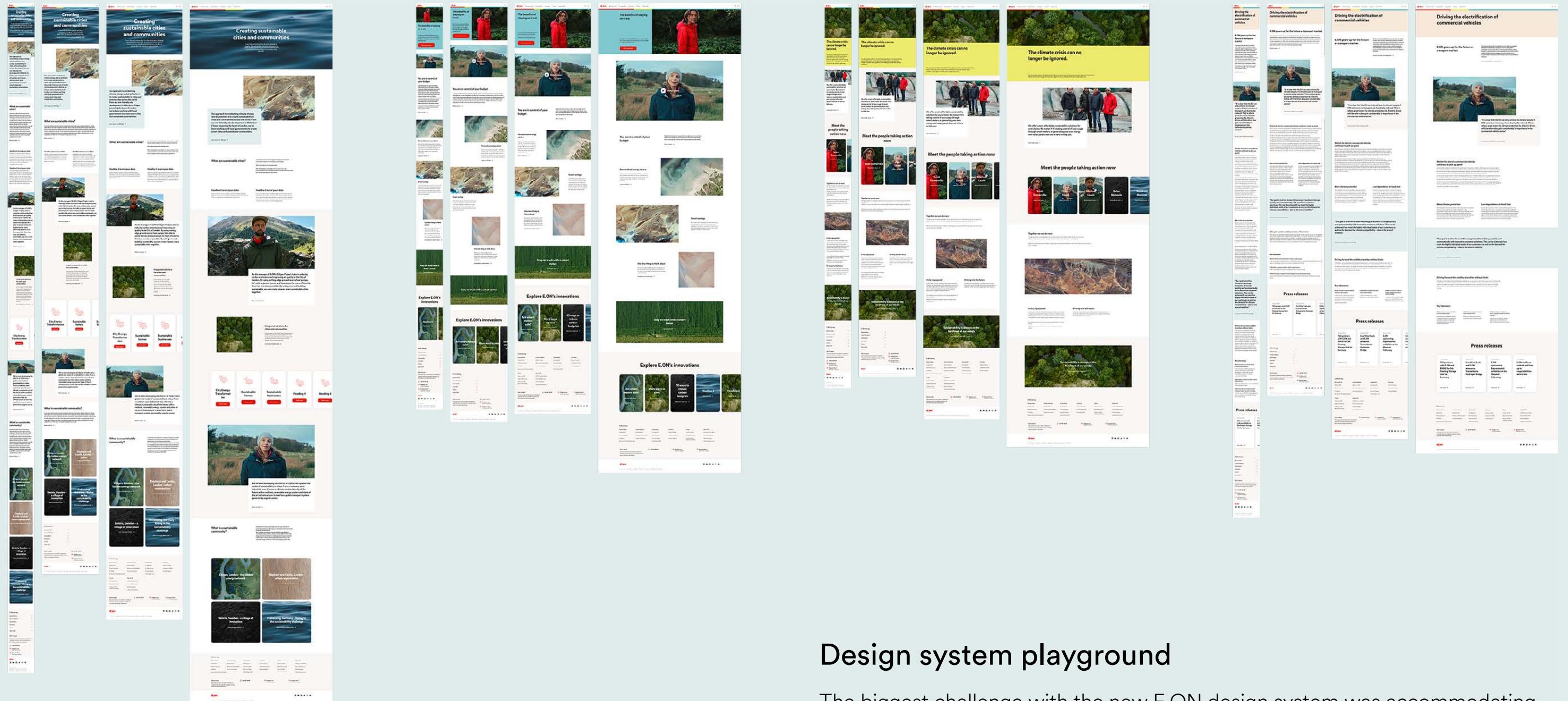
The image shows a presentation slide with a vertical teal bar on the left. At the top is a 5x6 grid of color swatches. Below it is a large red rectangular area containing white text and a button. At the bottom are six rounded rectangular buttons arranged in two rows of three.

Button Small

First impressions, high level of branding



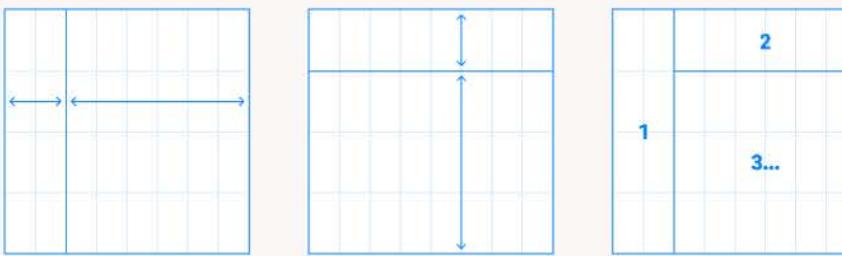
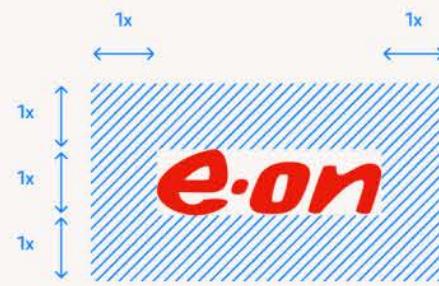
Detailed content, low level of branding



Design system playground

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

Iterative design sprints addressed the look-and-feel challenge by creating a design system playground that included 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.

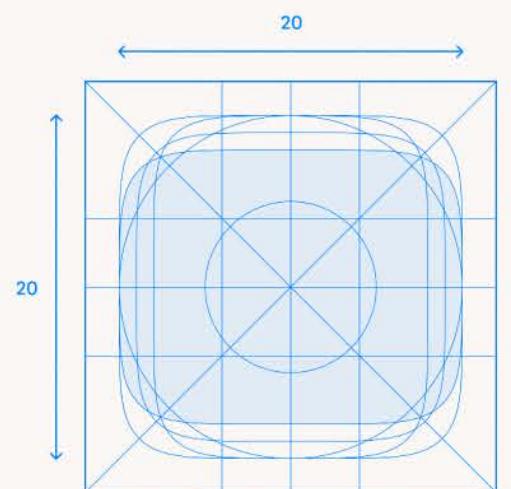


Balancing consistency and flexibility

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 accessible at any skill level.

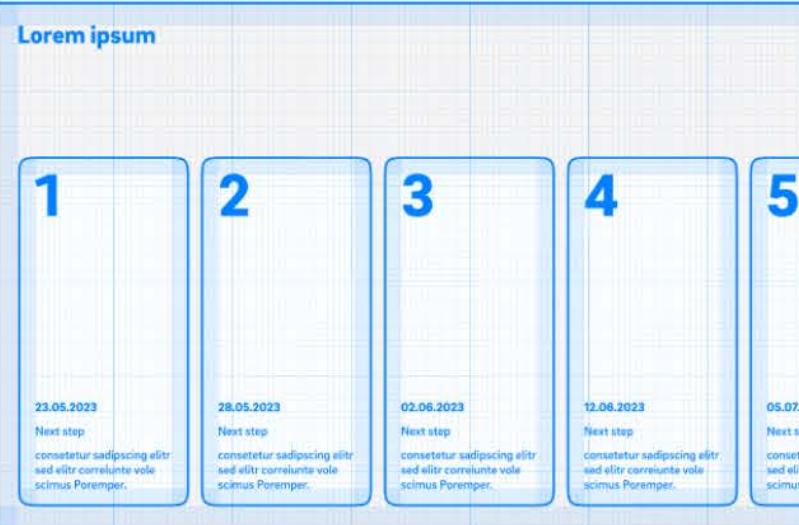
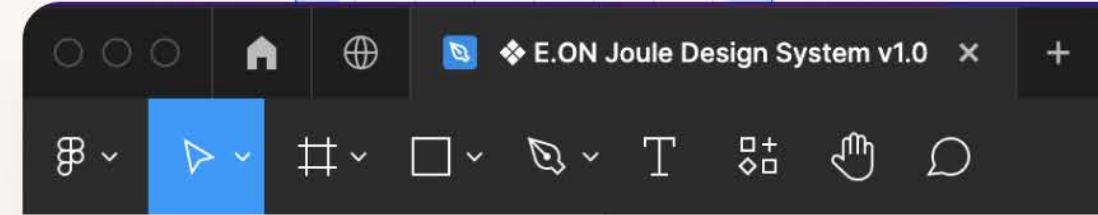
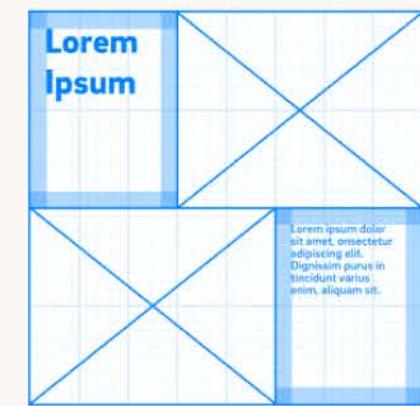
The design system was also given a name that represented its role in the company: E.ON Joule, providing energy for great experiences.



4

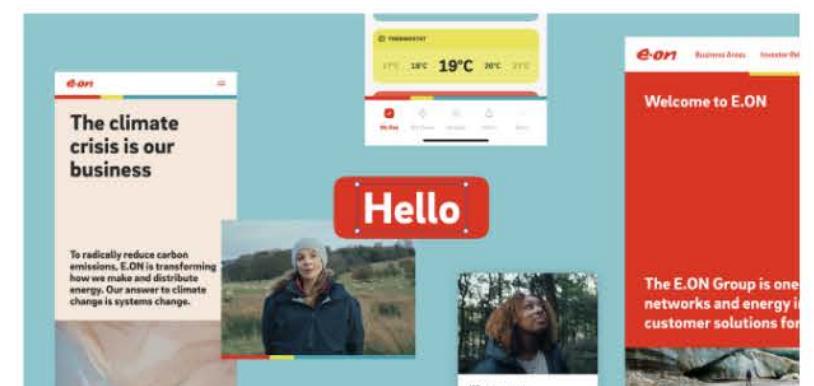
❖ Button / Primary / Red

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



Kickstart

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

With the release of v1.0, the new E.ON Joule design system included an expanded set of website components and a foundational set of basic app components. The updated look and feel emphasized true sustainability—embodied through content and actions—rather than relying solely on colours and imagery to appear sustainable. This approach aligns with E.ON's broader transformation goals for the future.

e.ON

Driving the electrification of commercial vehicles

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

Lorem ipsum dolor sit amet consectetur adipiscing elit donec odio quisque volutpat mattis eros. Nullam malesuada erat ut turpis suspendisse urna nibh, viverra nonsemper suscipit posuere a pede.

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.



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 →

e.ON

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