

# Luke Caish-Sadlek

Australian-born, Berlin-based,  
creative problem solver.

Working with a strategic  
approach across products,  
services, and experiences.

+49 151 2893 3608

[luke@calek.co](mailto:luke@calek.co)

[calek.co](http://calek.co)

## In this document

Founderland Pitch Ai Mentor	3
PayPal App Innovation	8
Lancôme Glow-Up	12
YouTube Studio Vision	17
E.ON Design System	22

# 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 web-based application titled "Pitch Ai Mentor". At the top right are three buttons: "My results", "Resources", and a black button labeled "Pitch again". The main headline reads "YOUR PITCH IS ▢ SHARP. JUST A FEW POINTS TO POLISH ★". Below this is a large downward-pointing arrow inside a circle. The section "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 the message "Your pitch had potential, but let's crush some of the complexity and gain impact.", and "ENGAGING" (pink background, three-dot icon) with the message "Balancing complexity and simplicity is the goal. Let's find that perfect harmony."

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

<b>TEAM &amp; SKILLS</b> The number one feature investors look for when evaluating founders, & good balance between technical and business expertise.	<b>PERSONALITY</b> Demeanor is common for founders to request training to improve what they see as successful founders, identify the success factors and map individual features.	<b>DRIVE &amp; LEADERSHIP</b> Identifying and communicating the problem, the opportunity is one of the pitch's most critical features; depending on the stage, investors will have different requirements.	<b>PEOPLE SKILLS</b> Building a relationship and presenting in person is the preferred option.
<b>BACKGROUND</b> Investors expect the main educational background and experience as one of the important decision factors when evaluating a pitch.	<b>PROBLEM</b> Problem is an important feature when presenting a pitch. Investors want to ensure the problem is real and will help drive the business.	<b>OPPORTUNITY</b> Pitch presentations are part of the homework but investors will have reassurance that founders have a plan to stay ahead of them.	<b>COMPETITORS</b> Competitor analysis is part of the homework but investors will have reassurance that founders have a plan to stay ahead of them.
<b>INVESTMENT</b> Usually, the investment is discussed before the presentation, so both parts are aligned and focus on the opportunity.	<b>SECURITY</b> 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.	<b>SHARP FOCUS</b> 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.

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

**DELIVERY**  
The investors expect a Clear message and a 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?**

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

**CONFIDENCE & GUIDANCE**

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?

**WIP  
PRIORITYZATION  
FRAMEWORK**

	Needs	Founder Strength	Investor Desire	Impact	Priority
Content	Low	Low	Low	Low	Green
Delivery	Medium	Medium	Medium	Medium	Yellow
Delivery	High	High	High	High	Red

**JOURNEY MAP**

	HELP ME DISCOVER	HELP ME PITCH	HELP ME GROW				
<b>PHASES</b>	<b>01 Awareness</b>	<b>02 Consideration</b>	<b>03 Onboarding</b>	<b>04 Presentation</b>	<b>05 Feedback</b>	<b>06 Revisions</b>	<b>07 Support</b>
<b>USER NEED</b>	Help me discover that FIL 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
<b>USER ACTIONS</b>	+ Discover AI pitch tool	+ Understand value prop. + Understand the process	+ Login or register + Complete checklist + Learn about audience	+ Technical setup (recyclain) + Link slideware + Present to AI tool + Wait for results to load	+ Understand feedback & recommendations	+ Make updates to your pitch	+ Exploring resources + Connect w/ support network + Pitch again to AI tool
<b>CHANNELS</b>	Social	Website	Pitch tool	Support network			

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

<b>Do Now</b> Content (technical check): Problem, Opportunity, Solution, Business Model, Demo, Competitors, GTM Strategy, Projections, Team & Skills, Investment Slideware: Text, Accessibility, Grammar Delivery: Speed and Cadence, Length	<b>Do Next</b> Content (technical check): Intro, Conclusion, Competitor Insights and Recommendations Slideware: Look & Feel, Logical Structure, Imagery, Simplicity, Start Strong Delivery: Clarity, Confidence, Enthusiasm, Conciseness	<b>Do Later</b> Slideware: Look & Feel, Logical Structure, Imagery, Simplicity, Start Strong Delivery: Engagement, Body Language, Volume & Tones, Video Background	<b>Don't Do</b>
---	---	--	-----------------

LOW EFFORT / HIGH VALUE      HIGH EFFORT / LOW VALUE

## 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.

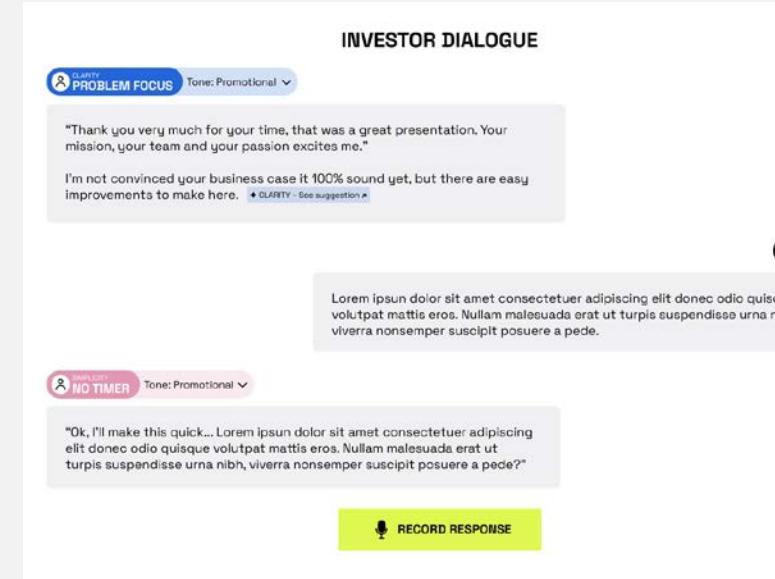
In the early stages of synthesis and brainstorming, three themes emerged as essentials for better pitches: content, slideware, and delivery. Through close collaboration among UX, UI, copywriting, and development teams, we explored feature prioritisation informed by our research insights.

## Concept exploration

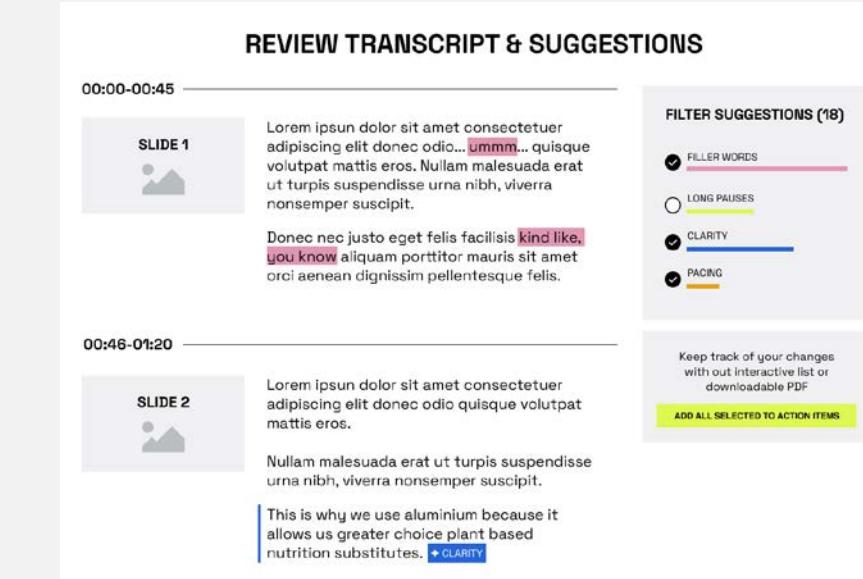
During the concept phase, we explored ways to bring top-priority features to life through innovative AI design patterns, including ‘Open Conversational Input’, ‘Style-Lenses’, and ‘Daemons’.

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.

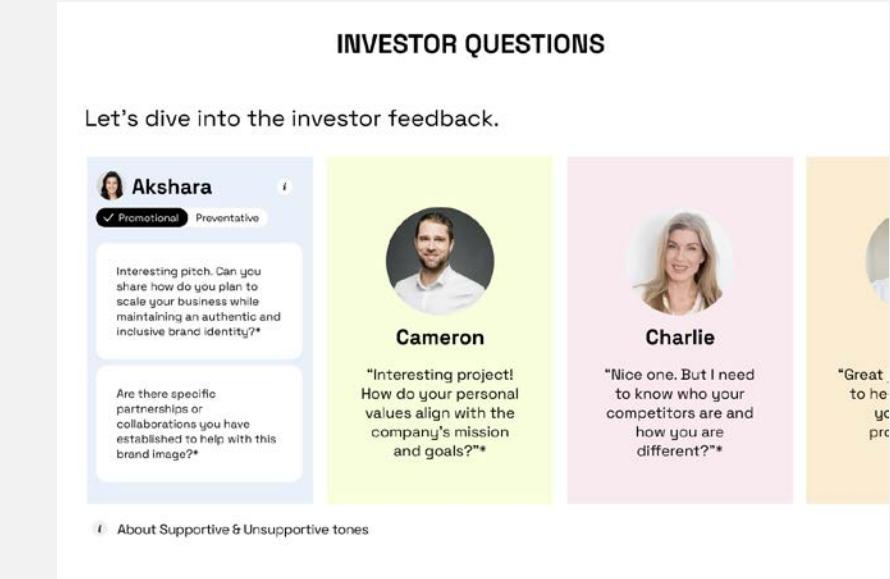
### Conversational interface concept



### Style lens concept



### Daemons concept

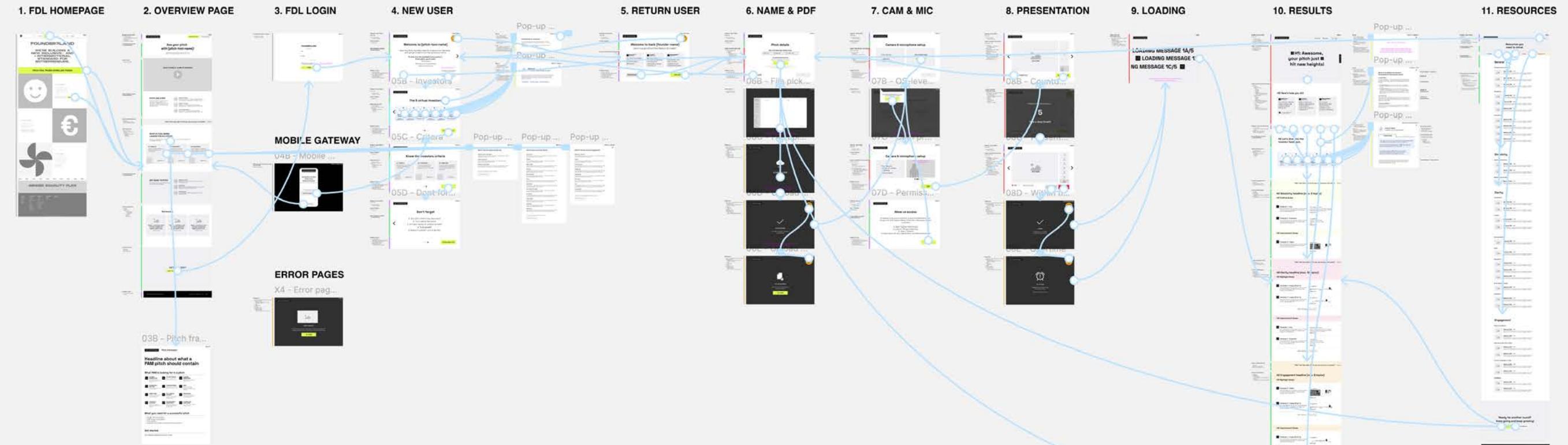


## Designing for AI

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

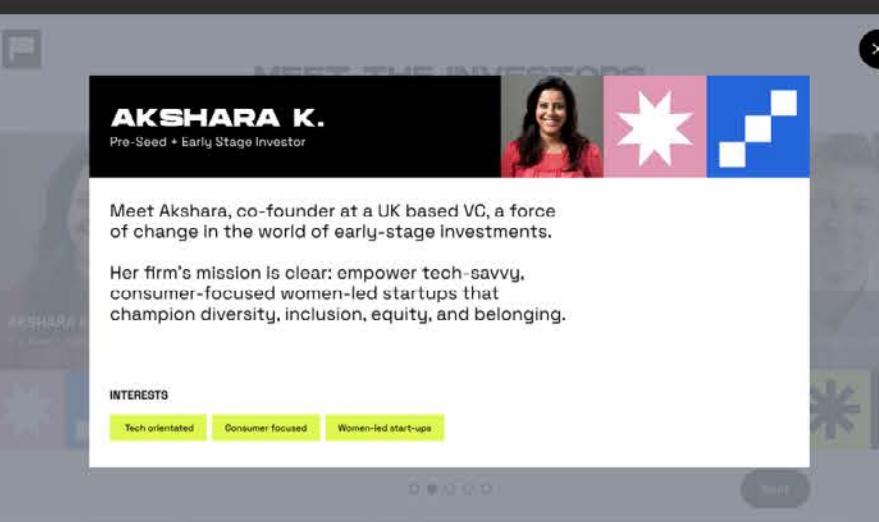
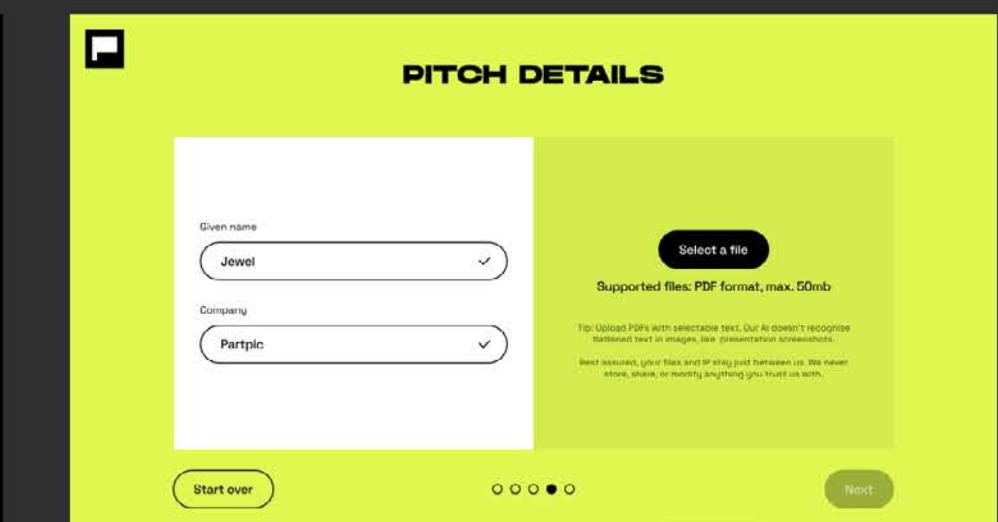
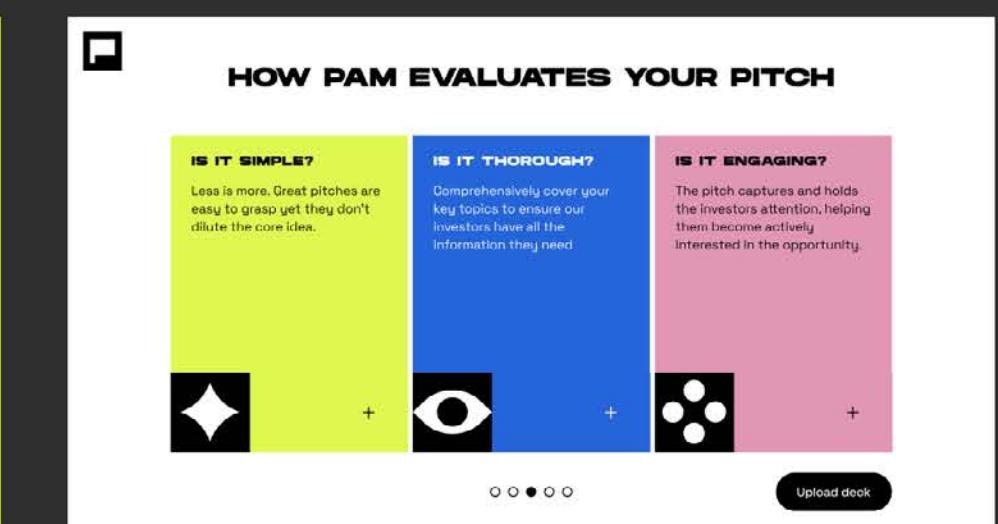
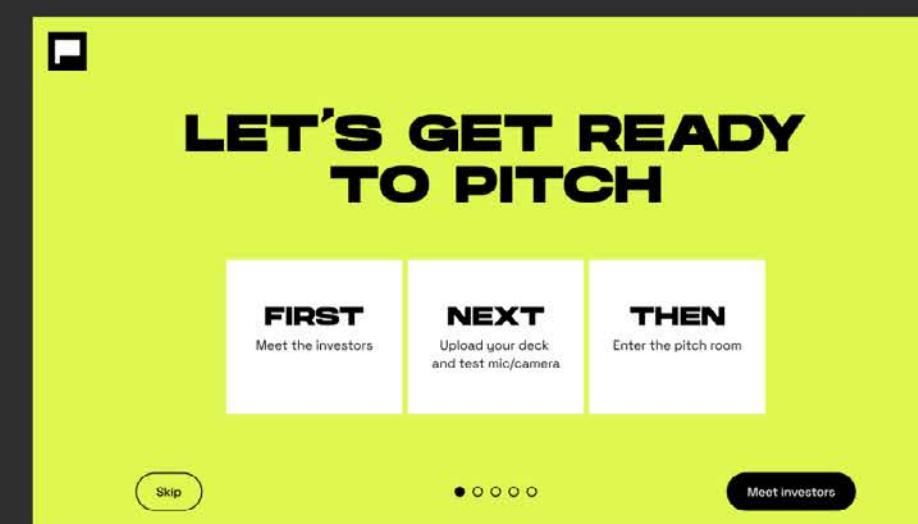
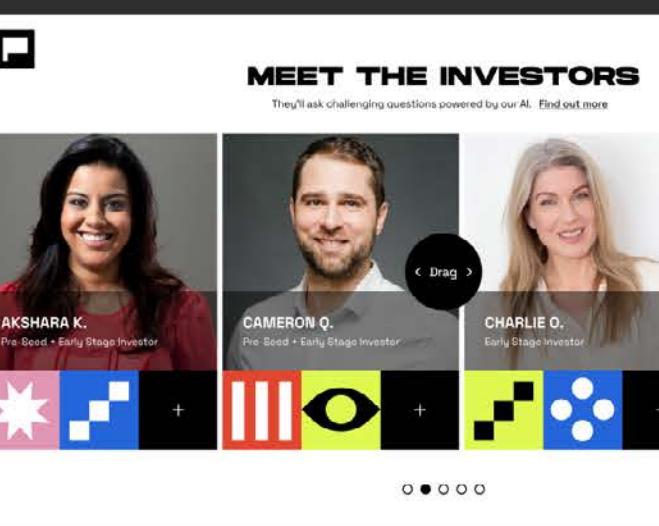
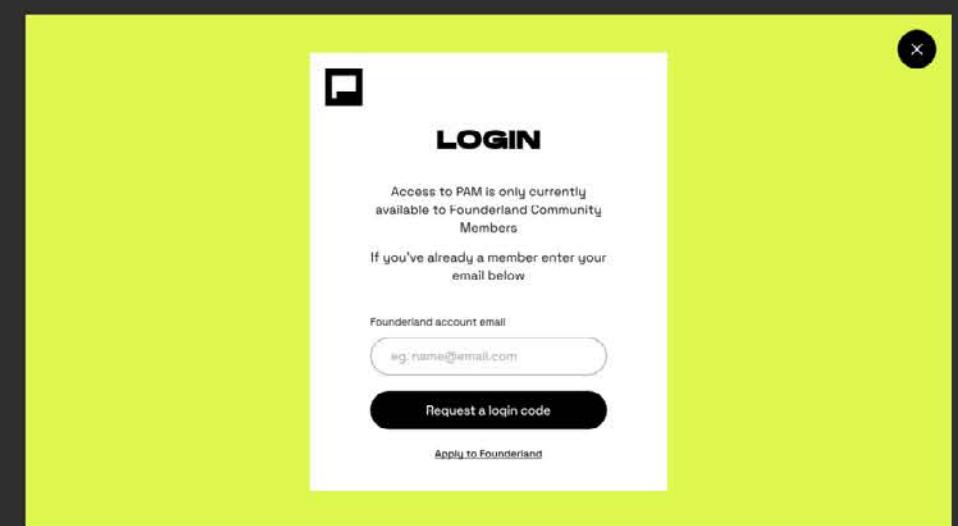
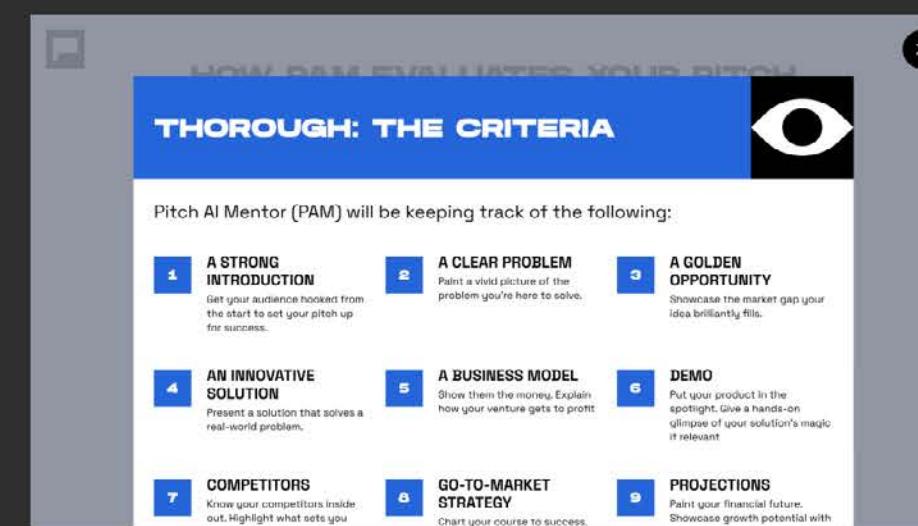
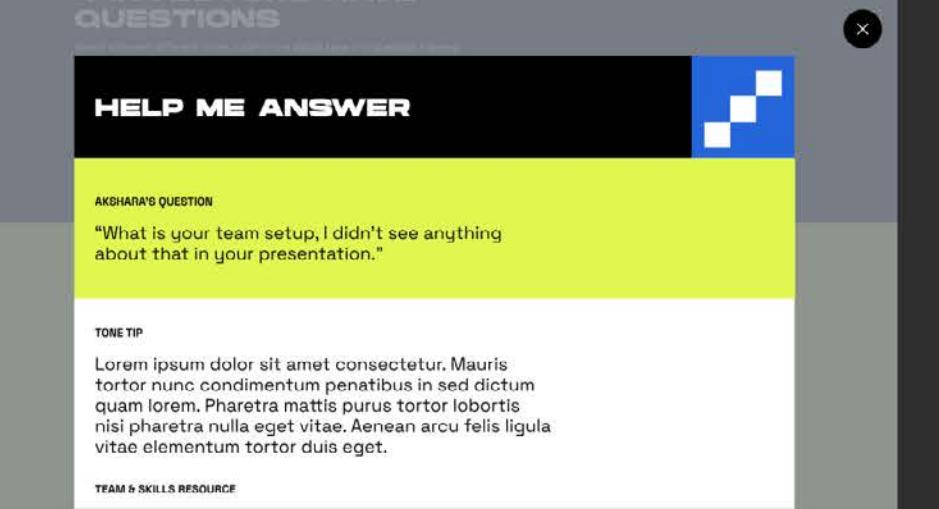
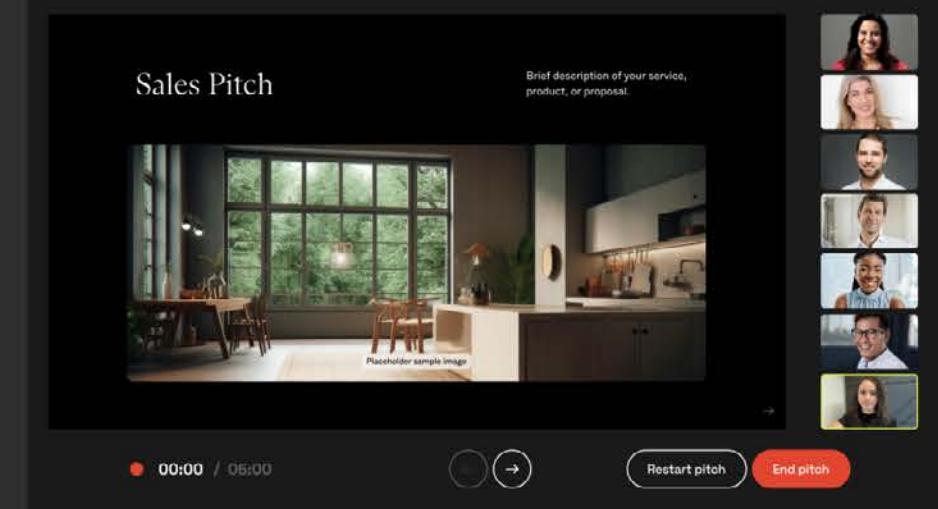
Your PDF was uplo  
successfully.

## 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**

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

- ① SLIDE 3 mispicted → misplaced
- ① SLIDE 5 biosicience → bioscience
- ① 4 more

→ Resource link

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**YOUR PITCHING SPEED**

Slow Moderate Fast

→ Resource link

Show 2 more items

**HERE'S WHERE TO IMPROVE**

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

**SUNSEEKER**

- ① SLIDE 3
- ① SLIDE 5

① And 4 OTHERS, please review for improvements

→ Resource link

**E SIGHT OF WHO YOU ARE AND YOUR OWN POWER."**

**DID YOU HIT THE KEY BEATS?**

**HERE'S WHAT'S ON POINT**

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

Lore ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros. Nullam malesuada erat ut turpis suspendisse.

**HERE'S WHAT'S ON POINT**

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

Lore ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros. Nullam malesuada erat ut turpis suspendisse.

→ Resource link

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

- ① SLIDE 3 mispicted → misplaced
- ① SLIDE 5 biosicience → bioscience
- ① And 4 OTHERS, please review for improvements

→ Resource link

**HERE'S WHERE TO IMPROVE**

**TITLE**  
Short description of how you did... Lorem ipsum dolor sit amet consec tetuer adipiscing elit donec odio quisque volutpat mattis eros.

**HOW TO IMPROVE FURTHER**

**SUNSEEKER**

- 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

**FOUNDERLAND** Founderland.com Privacy policy Terms of Use Cookies 2023 © Founderland gUG (haftungsbeschränkt)

# PayPal App Innovation

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

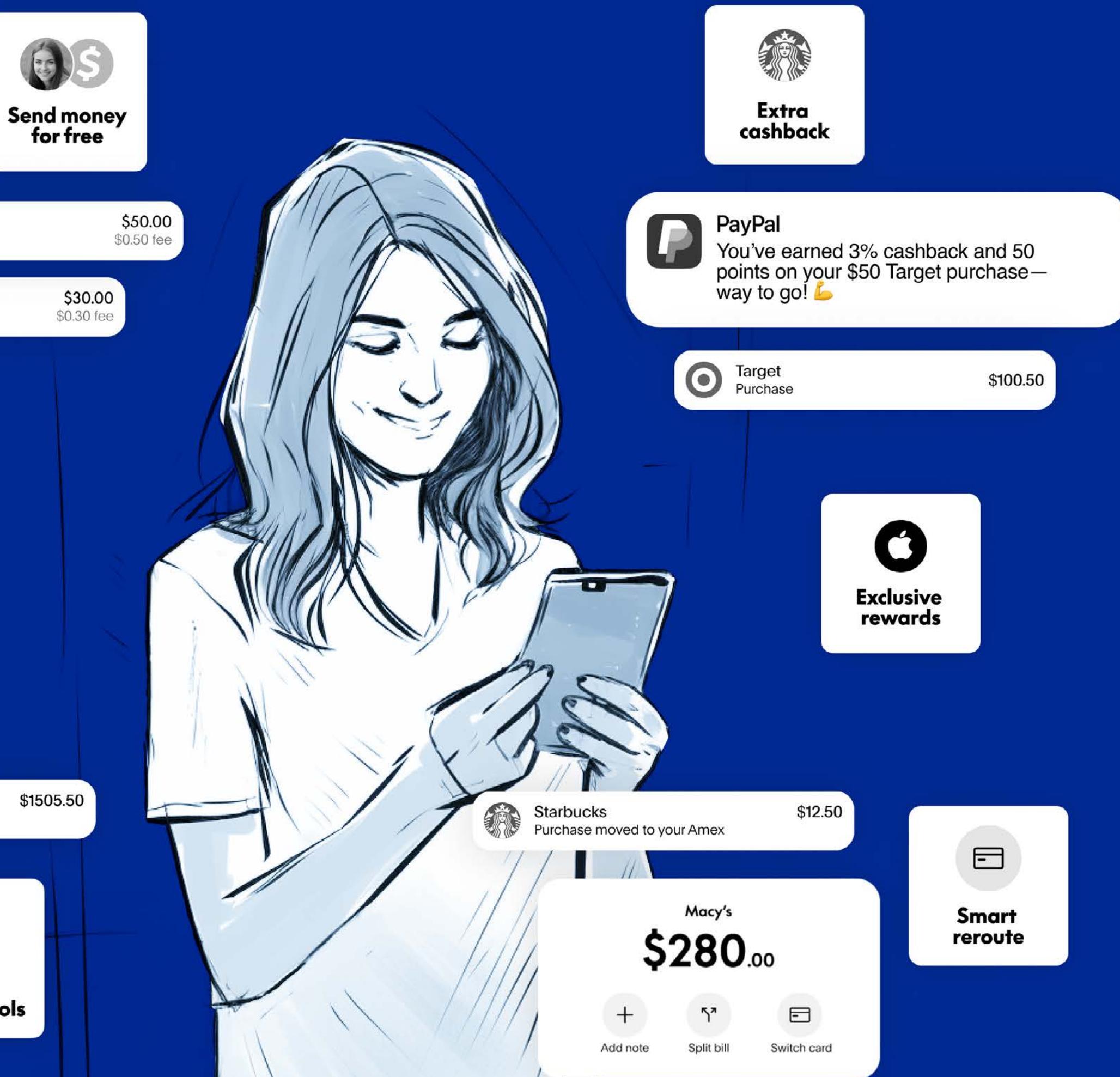
The leading peer-to-peer (P2P) payment company is undergoing a phase of reinvention with a rebrand launch across .com and app in 2024. With the recent cost-of-living crisis, perceptions of money have shifted, prompting PayPal to explore how to evolve to better serve current customers while also appealing 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 need increased 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**  
Reprove from the mental load having to keep track of all the payment methods.

**Opportunity**  
People in jobs and careers want to know their spending, see their balances and insights on how to optimize their spending.

Trying to survive financially  
Financial situation is main cause of stress  
Very little time to manage my finances  
Only pay attention to finances if there is a problem  
Separate spending for travel, food, etc. across different financial apps, cards, etc.  
Debt financial apps that tell me to slow down spending, take the fat out, etc.  
Quality of rewards matters more than where they are from  
Value more highly up-front difference compared to adjacent segment

**Stability Seekers**  
Young, high-earning adults who prioritize financial stability and security, seeking trustworthy and intuitive money management tools.

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

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

## 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.

**70%**  
of Affluent Angst-ers are just trying to survive financially  
even with  
**~\$100k**  
as average annual income

## 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.

PayPal should become the smart wallet and be the primary interface for the customer's money

Smart Wallet

Banking Credit Cards Embedded Wallets Mobile Wallets

Compete with credit card companies by pulling them into your wallet and disintermediate the customer relationship.

1 This is the direction of travel of the market.

2 It leverages your core capabilities of trust, scale and merchant network.

3 This is where new value can be created for underserved customers.

PayPal should play here for 3 reasons

Compete with banks by offering money insights and better ways to manage and spend.

App Innovation - 2024

The 3 year product vision

Headline: The first truly intelligent wallet that thinks, adapts and maximizes your money so you can live your life.

Who is it for: Affluent Angst-ers: who love to spend, but feel the pinch and have no time to manage their money.

Feature pillars: Spend, Send, Manage, Rewards

Features:

- Spend**: One wallet. Smart routing for every purchase. Maximize rewards. All in one wallet.
- Send**: Pay anyone. Instant transfers to any wallet or bank. Seamless sending, simplified.
- Manage**: Manage pools. Organize, share, and optimize your funds. Purpose-driven spending with personalized perks.
- Rewards**: Reward multiplier. Intelligent reward optimization. Stock offers, multiply benefits, boost your cashback.

App Innovation - 2024

## 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.

Example concept (WIP)

Scenario: Janet is planning a winter trip together with her family. She decides to start a group fund so everyone can contribute towards the budget for the trip, which is set to take place in 4 months.

Visual: Janet sitting down at home with phone in hand setting up a group pot.

Signature moment: Pot being created and virtual card activated, while anywhere.

Scenario: The family start to contribute to the pot / feed. Set their goal. Destination polls. PP AI suggests something.

Visual: Split screen: Invite + Conversation starter.

Signature moment: Feed / activity. Multiplayer money.

Scenario: Janet and her family are enjoying their holidays and Janet uses the virtual card to buy tickets for a group activity (Skiing).

Visual: Janet buying tickets for a group activity.

Signature moment: Pay via Wallet / Virtual card/ Cashback earned.

Scenario: To maximize rewards, PayPal routes the payment through Janet's American Express, and allocates funds for her to cover the end-of-month statement.

Visual: Digital smart receipt. Showing itemised purchase.

Signature moment: Option to switch to maximise cashback / air miles. Changes rewards post-purchase. Up to 30 days.

App Innovation - 2024

01 You receive a friendly notification that you received a gift (or money).

02 As you open the Smart Wallet app and log in, you are greeted with a personal video recorded by the sender, the message and amounts.

03 And to make the money gift go further, Smart Wallet offers more options, such as the creation of an interest-earning pot, discovery of cashback offers and more.

04 You are prompted to say "thank you" or write back to the sender.

05 Smart Wallet takes you through a simple set of screens to customize your new pot.

06 Next step is to set how much you would like save for your purchase.

07 You are presented with two options on how to fund your pot: Smart Pot (uses all of the contributions for the pot and makes it available to withdraw at any time) or Manual (lets you choose what you want to add to the pot without you doing anything).

08 YAY! You've created your pot! You can decide when and how you want to add money into your pot, or keep it private.

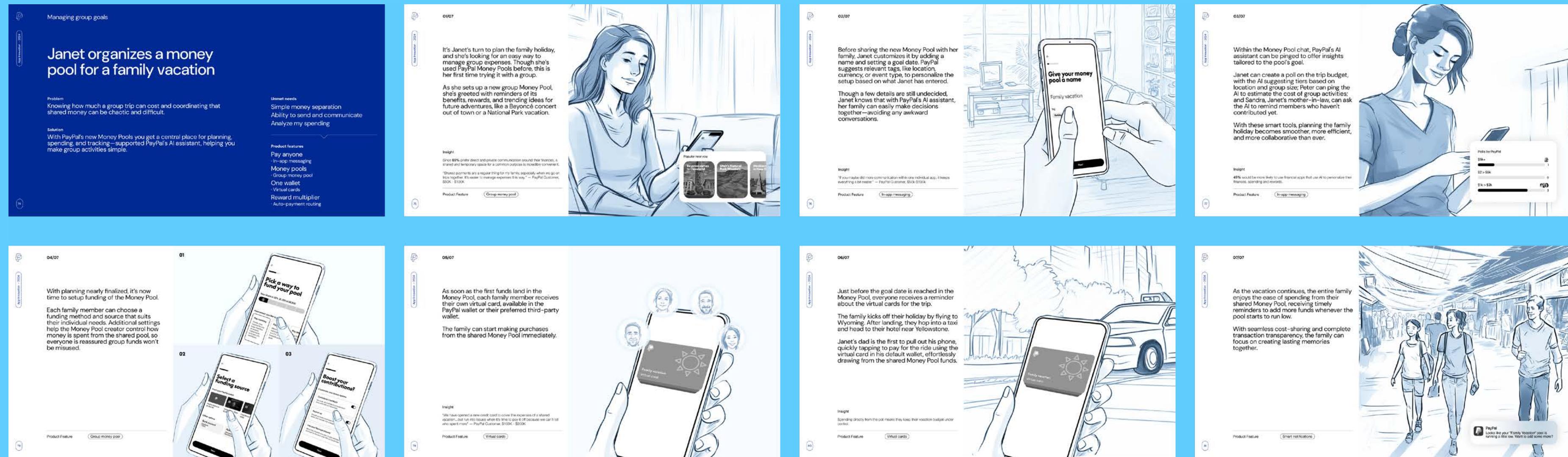
09 Your pot overview will show how much you've saved, how much is left against your target and how you boosted your goal via cashback or interest.

The feed gives you updates and recommendations to help you achieve your goal and make your money work harder for you and personalized deals.

Each pot has a virtual card that can be used to spend from it in-store or even online.

App Innovation - 2024

## 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.

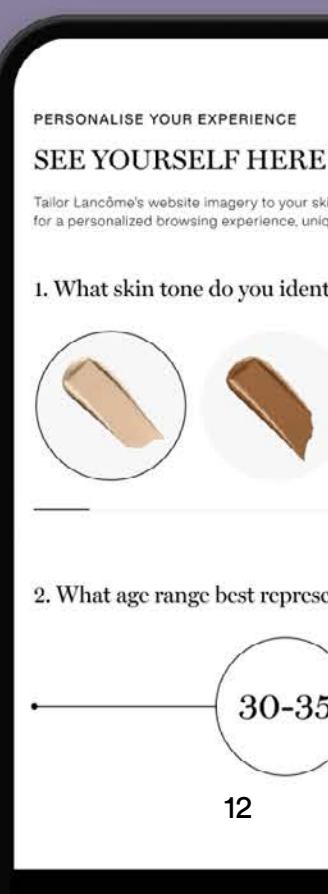
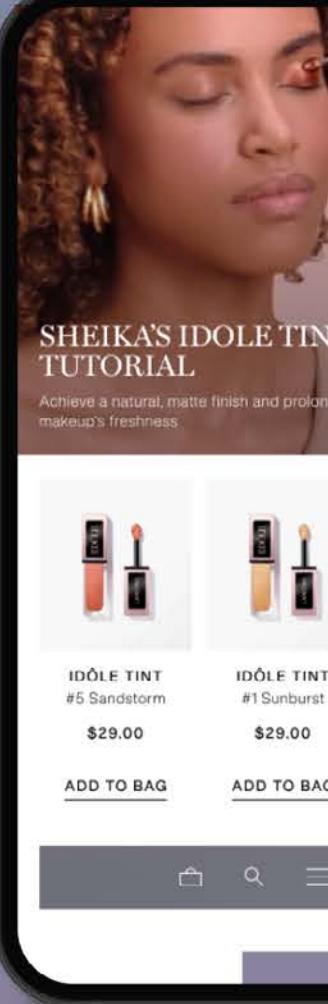
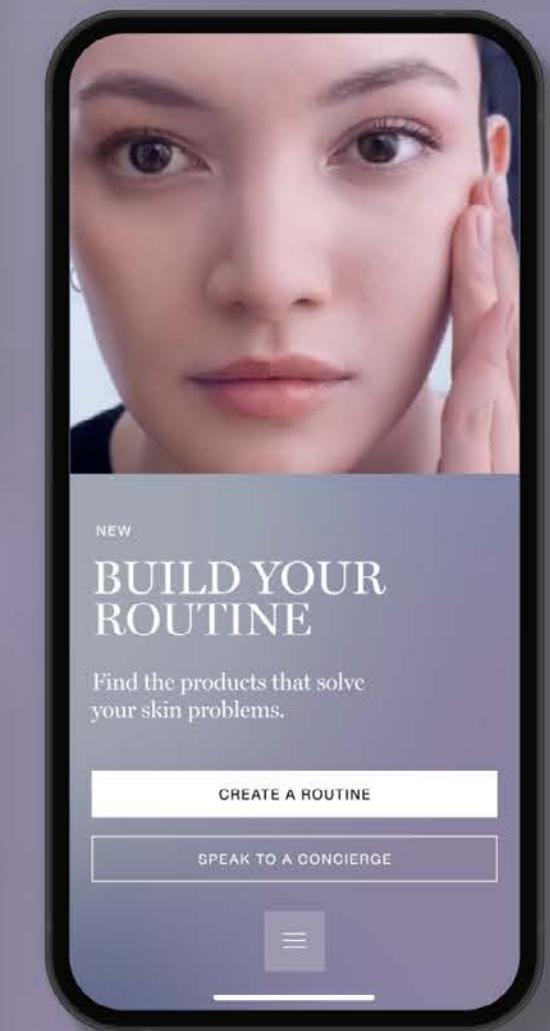
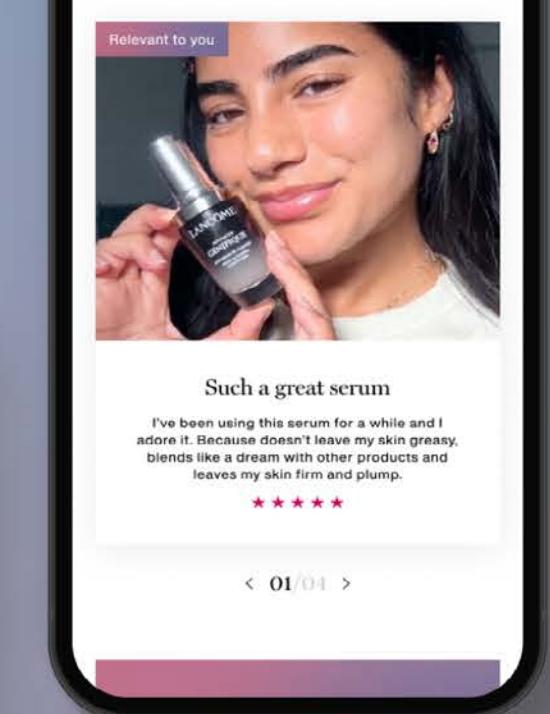
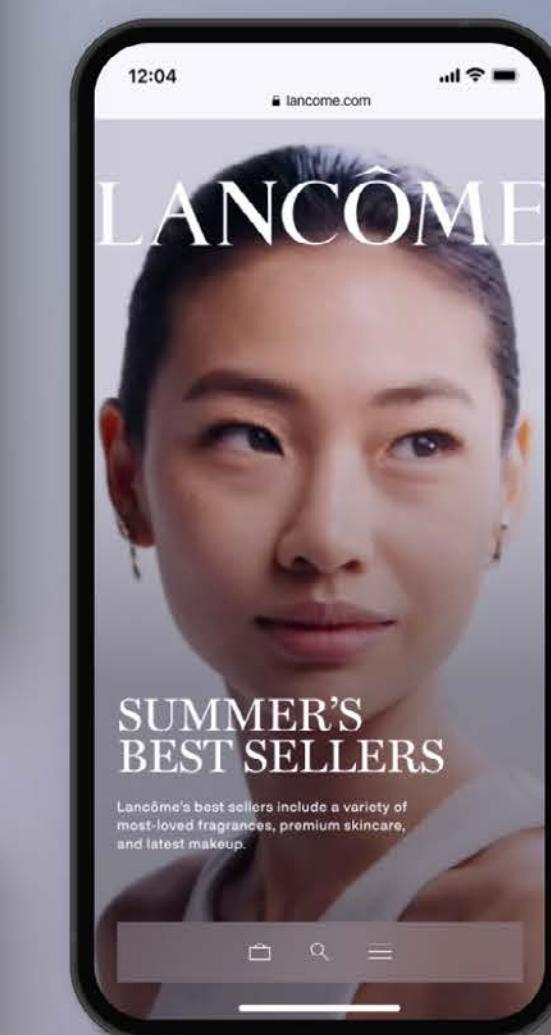
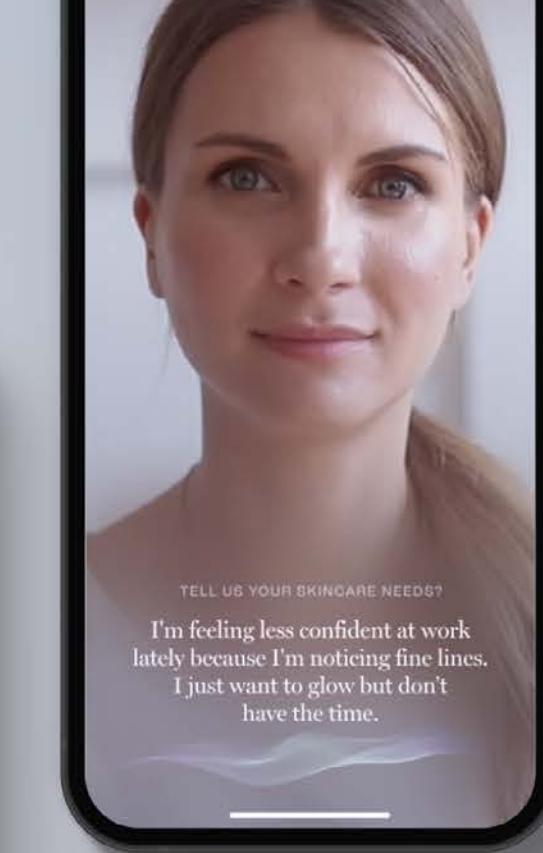
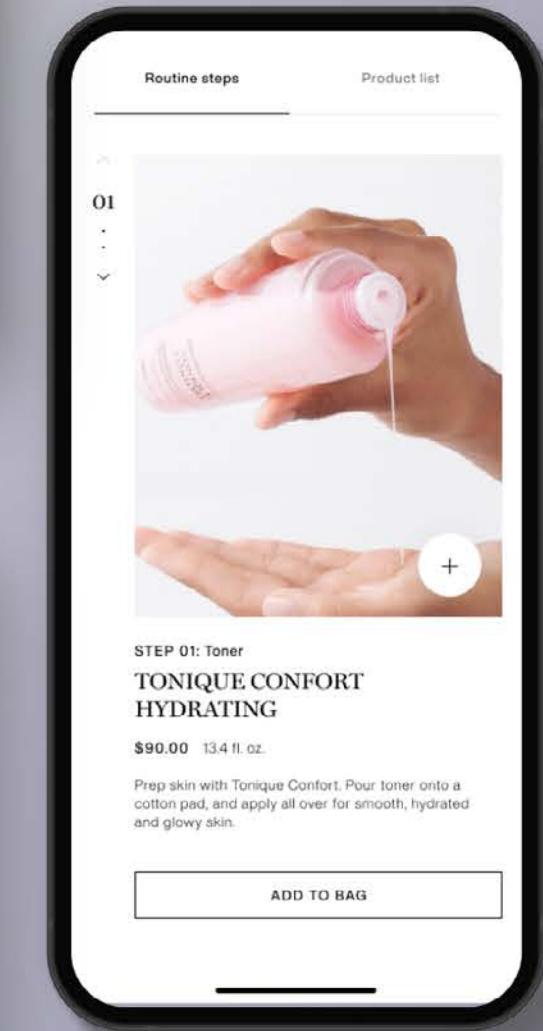
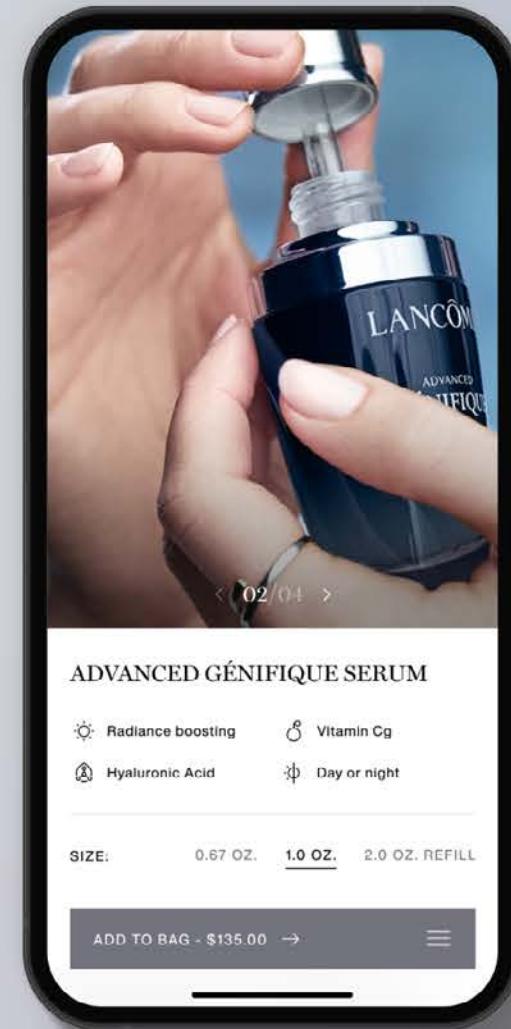
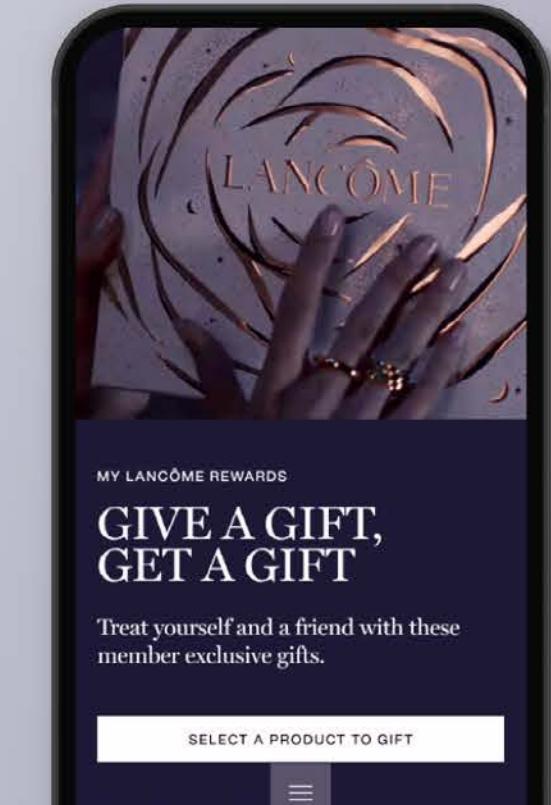
As one of L'Oréal's premium brands, Lancôme has been facing challenges in competing with new digital-first, influencer-backed beauty brands that have recently launched. The brief was to re-establish Lancôme as the industry benchmark by 2027.

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.

This section contains two screenshots from a qualitative research report. The top screenshot shows a grid of photos of makeup shelves with quotes from participants: "I do like to be creative with makeup and keep up with the trends... different shades, mascaras and lipsticks that's it's a creative outlet"; "I experiment a lot with makeup; I have many concealers, mascaras and lipsticks that I switch out"; "Always experimenting with mascara; never a time when just using one mascara"; and "I play more with makeup and switch things up—I like different eye shadow colors and accessories". Below this is a 'Purchasing Journey' diagram showing a flow from Awareness to Reward, with sub-steps like Help me discover, Help me buy, and Help me enjoy. The bottom screenshot shows a grid of skincare products with a central quote: "They are viewed as forms of self-care and self-expression, contributing to her overall wellness". Below this is a list of words describing beauty routines: glowing, pampered, confident, excited, radiant, happy, nourished, revitalized, refreshed, and beautiful.

## Archetypes

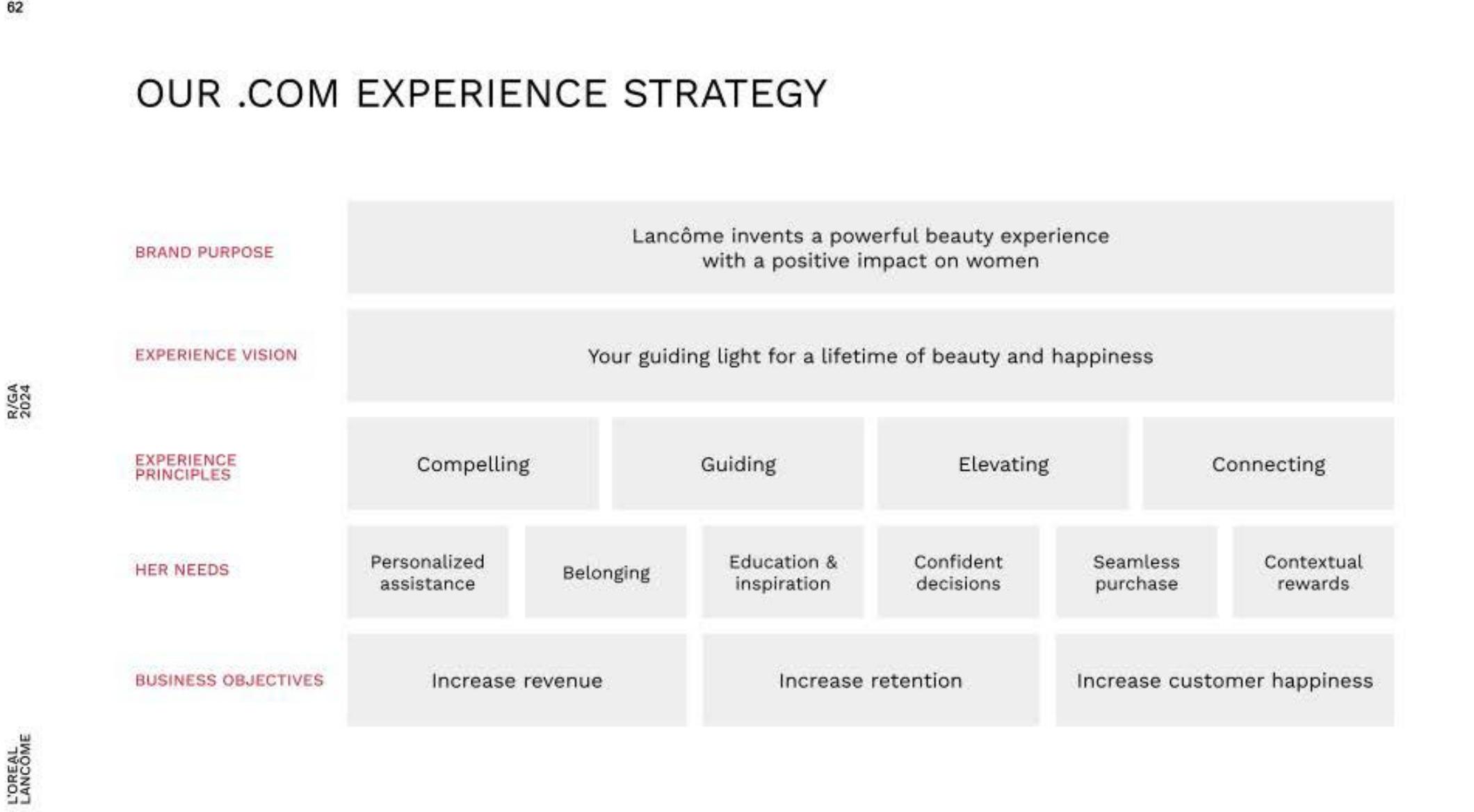
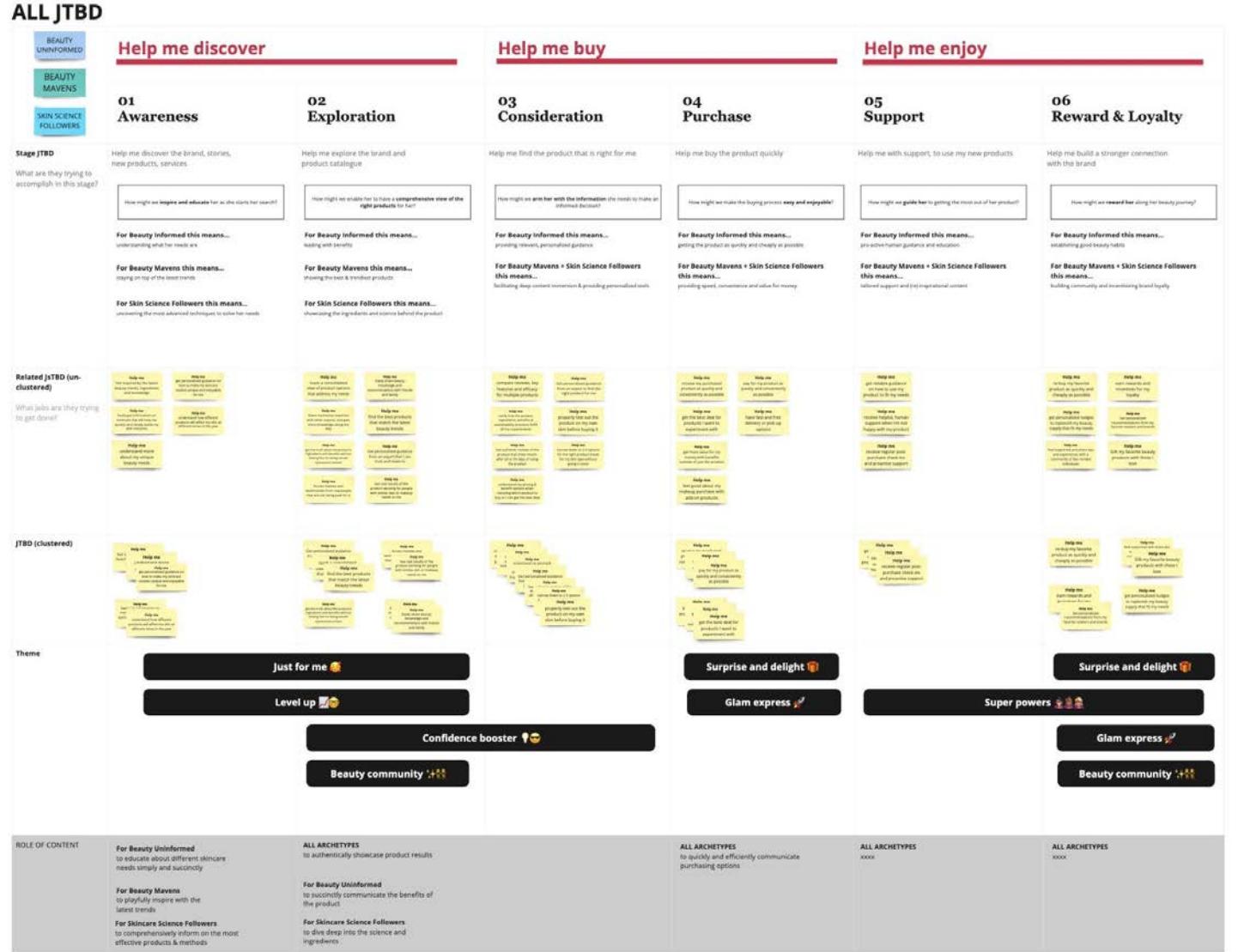
Based on our research, we identified three primary archetypes that reflect how we can help each customer type glow by supporting their unique definition of happiness.

This section contains two screenshots from quantitative research reports. The top screenshot is for the 'Beauty Uninformed' archetype, showing a user profile with 'WILLINGNESS TO EXPERIMENT' at 100%, 'TIME INVESTMENT' at 100%, 'PRICE SENSITIVITY' at 100%, 'PREFERRED PRODUCT INFO' as 'Beauty', 'APPROACH MINSET' as 'Utility Driver', and 'LOYALTY DRIVER' as 'Guilt'. The bottom screenshot is for the 'Beauty Mavens' archetype, showing a similar profile with 'WILLINGNESS TO EXPERIMENT' at 100%, 'TIME INVESTMENT' at 100%, 'PRICE SENSITIVITY' at 100%, 'PREFERRED PRODUCT INFO' as 'Beauty', 'APPROACH MINSET' as 'Mastery', and 'LOYALTY DRIVER' as 'Loyalty with results'. Both screenshots include a 'Behaviour spectrum for quick comparison' chart and a detailed breakdown of user needs and challenges across various purchase stages.

## 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.

This section contains several screenshots from an audit and benchmarking report. It includes a 'JOURNEY MAP FROM AWARENESS TO RETENTION' showing a 6-step process: 1. Awareness, 2. Exploration, 3. Purchase, 4. Consideration, 5. Support, and 6. Reward, each with corresponding mobile app screens. Below this is a 'SCENARIO A: FIRST-TIME VISITOR 3. SKINCARE PLP' showing a product listing page for Lancôme. This is followed by 'IN-CATEGORY MATRIX OVERVIEW' tables comparing various brands across categories like Clinique, Augustinus B., Charlotte T., Fenty Beauty, Bare Beauty, Milk, Estée Lauder, Makeup by M., Summer H., and Drunk Elephant. The final screenshot is a 'PLP: EDITORIAL VS. INTEGRATION-FUNCTIONAL' analysis comparing different layout approaches for product listing pages.



## Synthesising insights into a vision

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

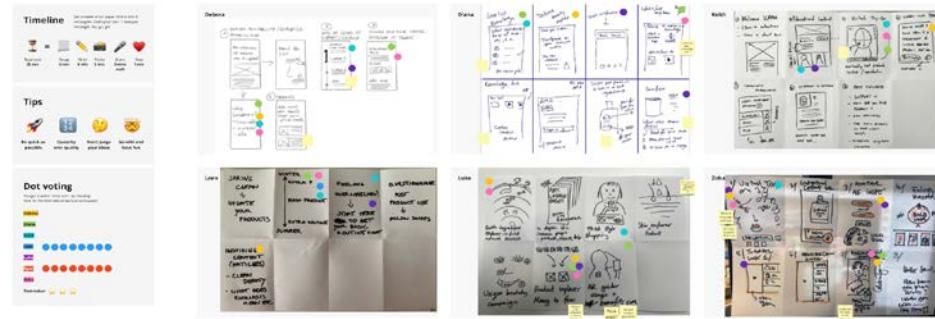
- **Detailed view** (left) of core Jobs-to-be-Done and their sub-jobs, mapped to the full customer journey. This served as the fuel for future ideation.
- **Summary view** (right) providing an at-a-glance overview of how Lancôme's brand purpose and our research inform our vision and design principles.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

# Concepting the golden path

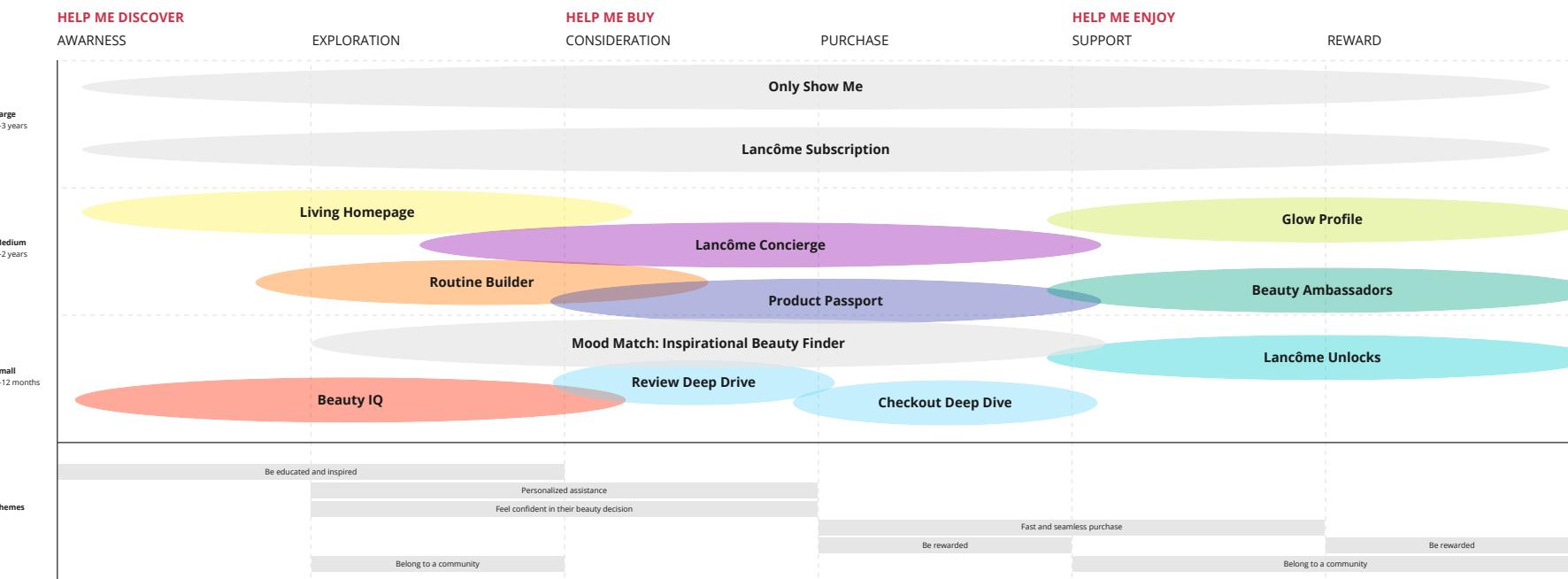
In the ideation phase, I facilitated a series of workshops designed to tap into the creativity of the entire team, from strategists to producers.

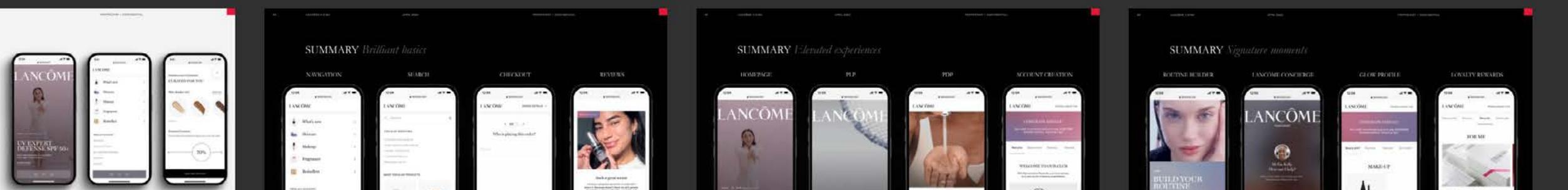
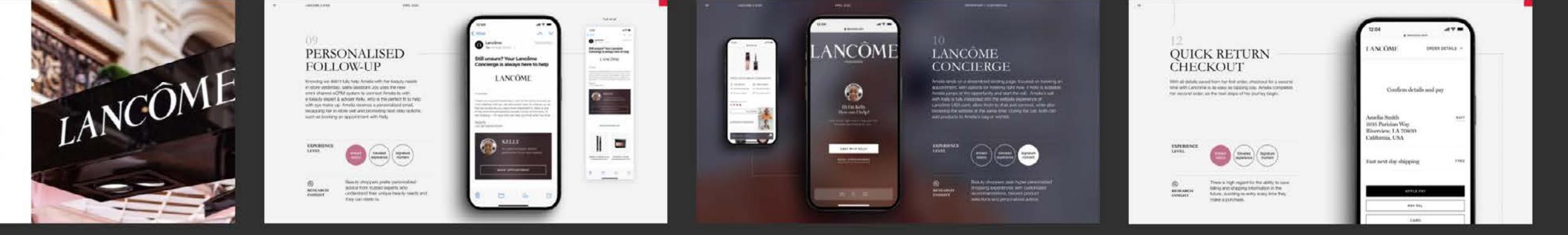
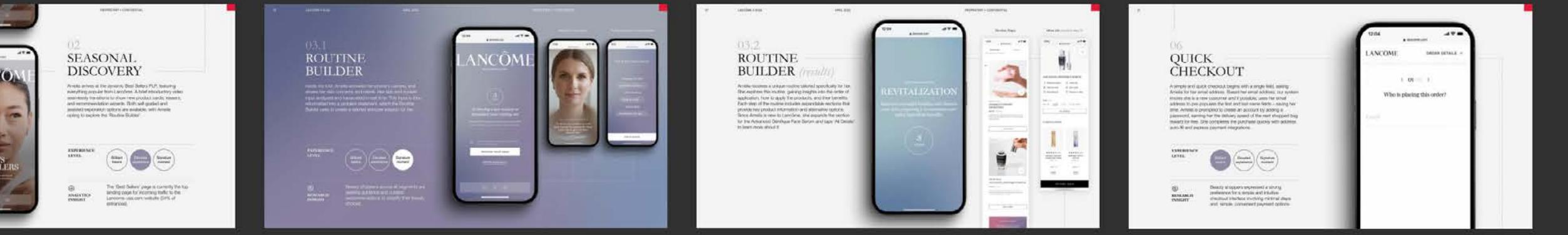
We began by sketching six rounds of Crazy 8s on HMW questions shaped by our vision. Next, we grouped ideas into themes, which we then combined to create one-page concept summaries. Finally, we adjusted and refined these concepts to ensure they addressed all user needs across the entire journey.

How might we offer relevant, contextual, educational, and inspirational experiences that arm Beauty Shoppers with the resources to make informed decisions?



Discover	Buy	Enjoy	Wildcards
<b>Living Homepage</b> A dynamic homepage featuring a custom dashboard that tracks user preferences, reviews, and trends. It includes a search bar, product recommendations, and a community center for user-generated content or user reviews.	<b>Lancôme Concierge</b> Taking the concierge model from a collection of emails to a lifelong partner and advisor of your skin and beauty needs. It will include a digital concierge who can answer questions about skincare, makeup, and overall well-being.	<b>Glow Profile</b> An AI-driven profile tool that merges your Lancôme skincare and makeup products into a single, personalized profile. It will also suggest new products based on your skincare and makeup needs.	<b>Lancôme Plus Subscription</b> Offering a monthly subscription service where users can receive a curated box of Lancôme skincare and makeup products every month.
<b>Routine Builder</b> An AI-powered routine builder that helps users create their daily skincare and makeup routines based on their preferences and needs.	<b>Next-Gen PDF</b> A personalized PDF document that summarizes the user's skincare and makeup routine, including product names, descriptions, and usage instructions.	<b>Beauty Ambassadors</b> A program where users can become Lancôme ambassadors and receive exclusive perks, including early access to new products and discounts.	<b>Curated for Me</b> A feature that recommends products based on the user's skincare and makeup needs.
<b>Beauty IQ</b> A feature that provides users with skincare and makeup knowledge, including articles, quizzes, and videos.	<b>Review Deep Dive</b> A feature that encourages users to provide detailed reviews of their skincare and makeup products.	<b>Lancôme Unlocks</b> A feature that rewards users for completing skincare and makeup challenges, such as trying new products or sharing their skincare routine.	<b>Trend Setter</b> A feature that tracks skincare and makeup trends and provides users with recommendations based on current trends.





## 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.



**Product relationships**  
**Product focus**

What we are defining  
Focused around creators, managing their content and connecting them with their community

YouTube Studio

YouTube Main  
Focused around the viewer and watching

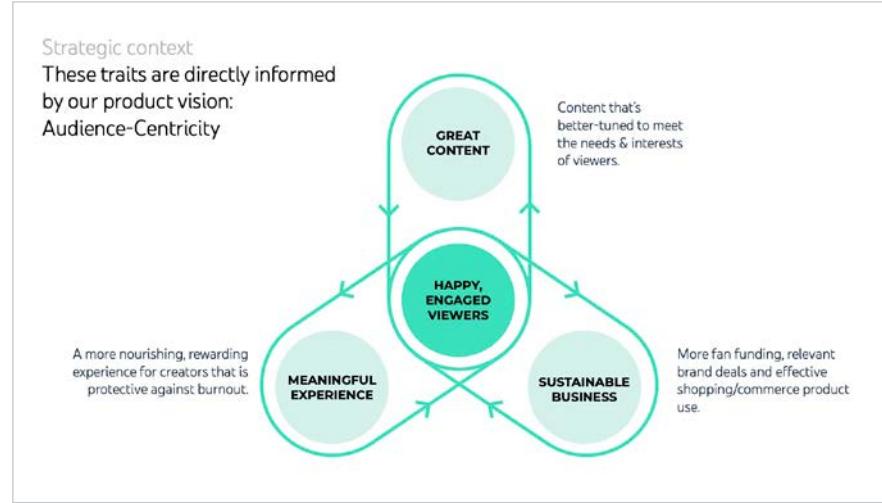
YouTube Music  
Optimized for listening and discovery of music/artists

**Competitive audit – what makes a brand**  
**What about us today?**

Logo: YouTube Sans  
Typography: Roboto Medium, Roboto Regular  
Colour Palette: White, Blue, Grey, Red  
Creation: n/a

Design system elements: Analytics, Overview, Reach, Engagement, Audience

YouTube Sans: Roboto Medium, Roboto Regular



**Expressing our Voice**

**Amplify You**

**Ready to Play**

**New Perspectives for Creators**

## 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

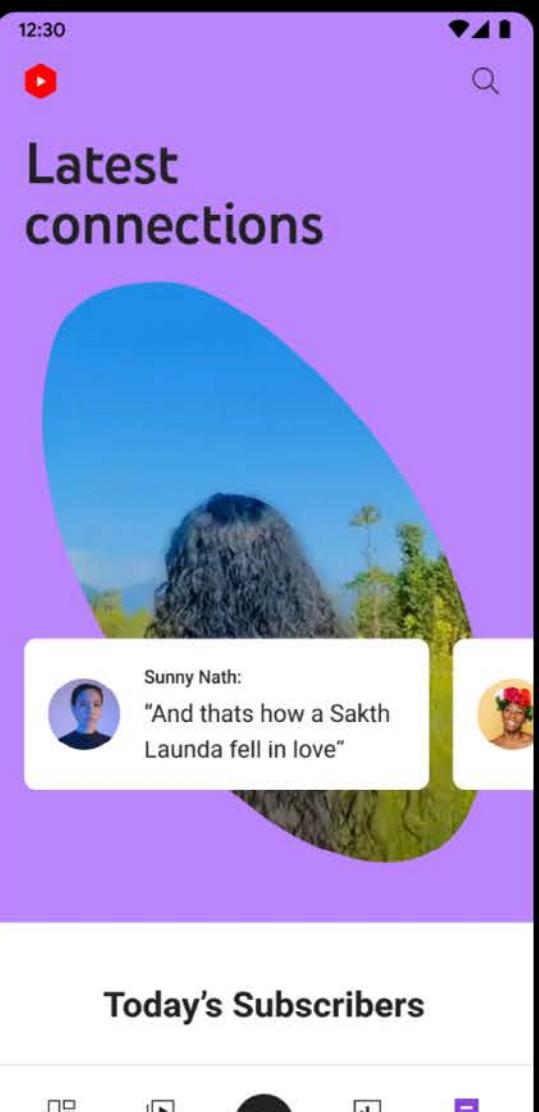
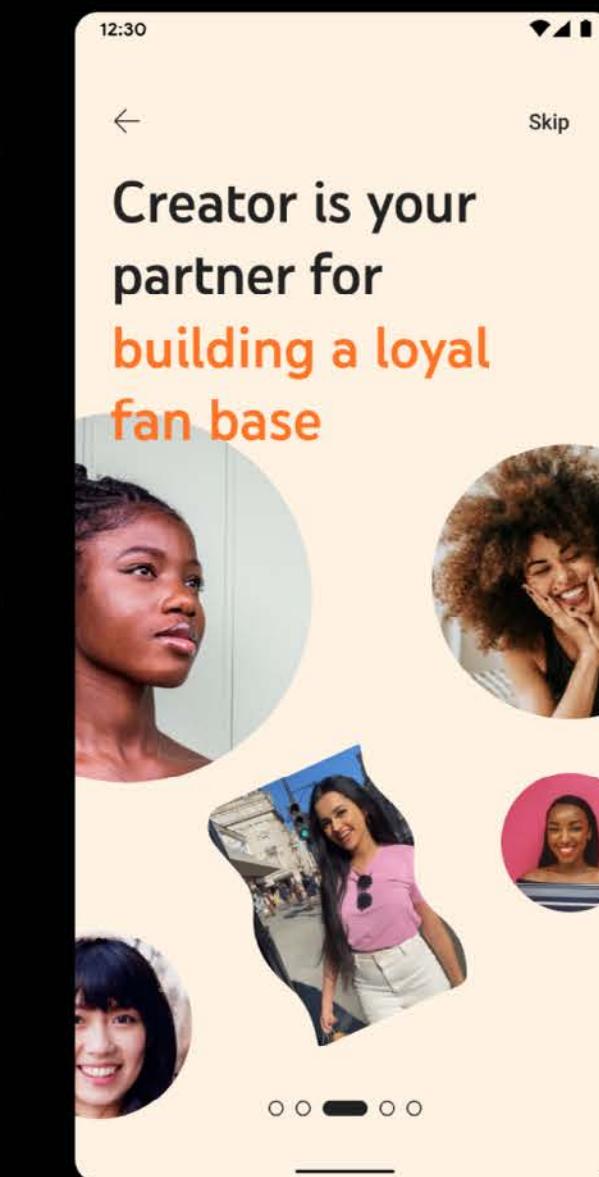
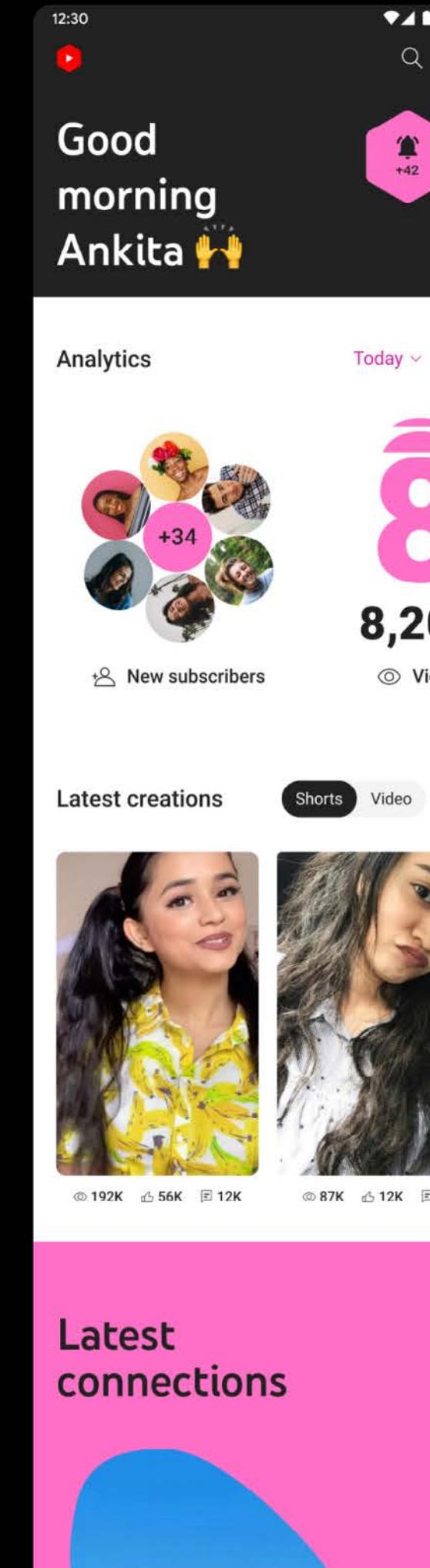
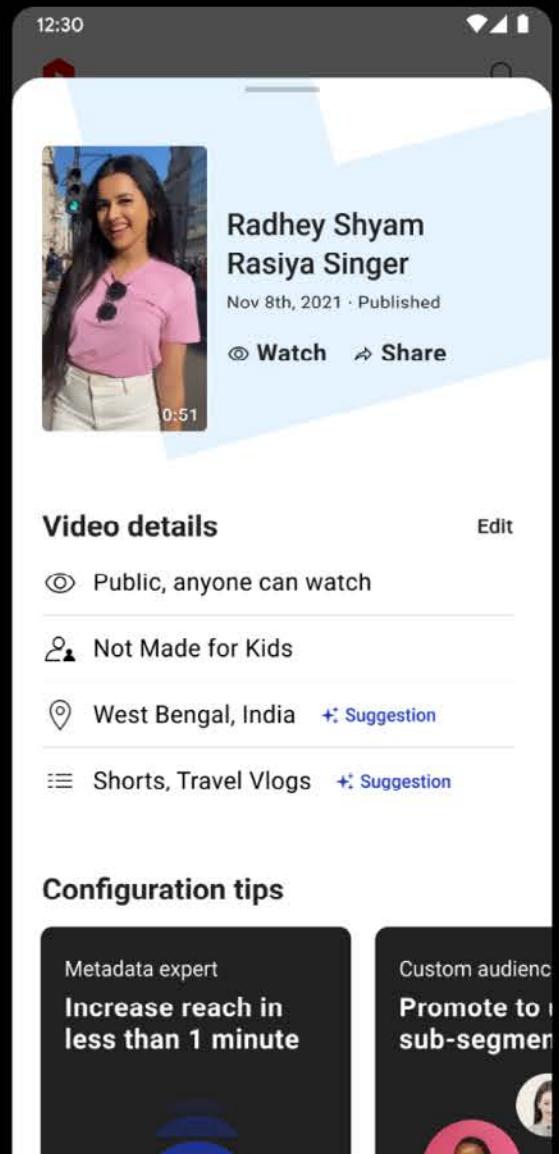
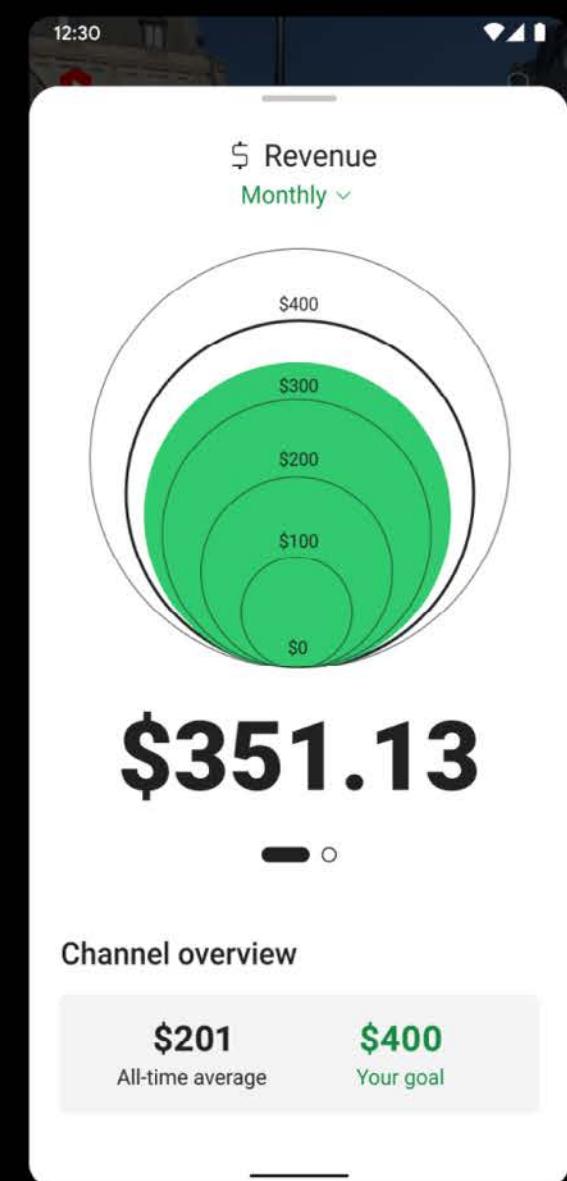
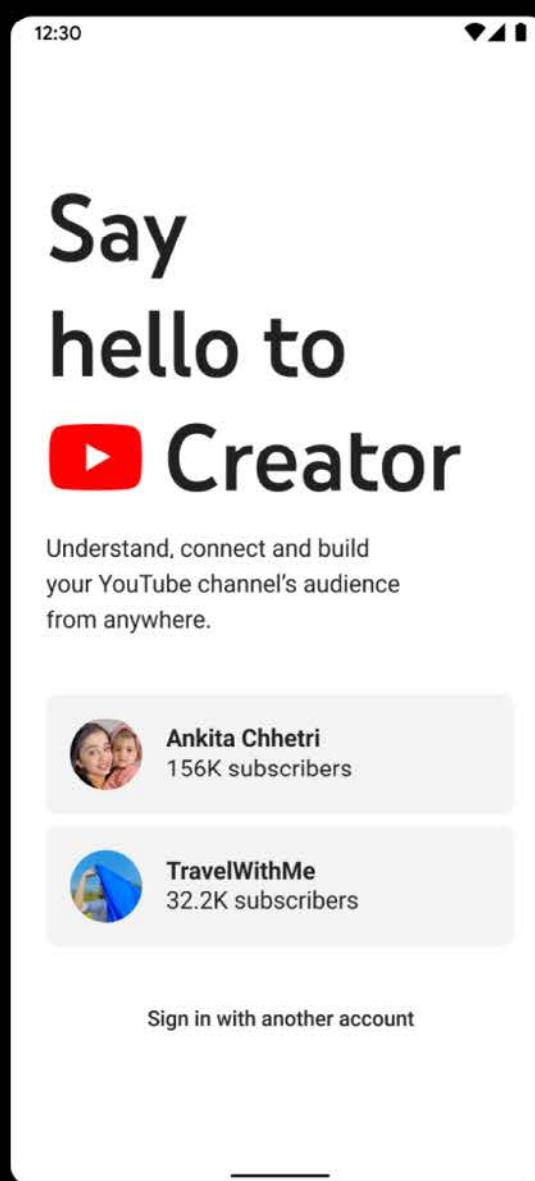
Divergent conceiving explored many options for conceptual and visual directions, ranging from mild ideas that built upon existing concepts within YouTube and Google to wild ideas that explored uniquely ownable elements like the play button and video format ratios.

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.

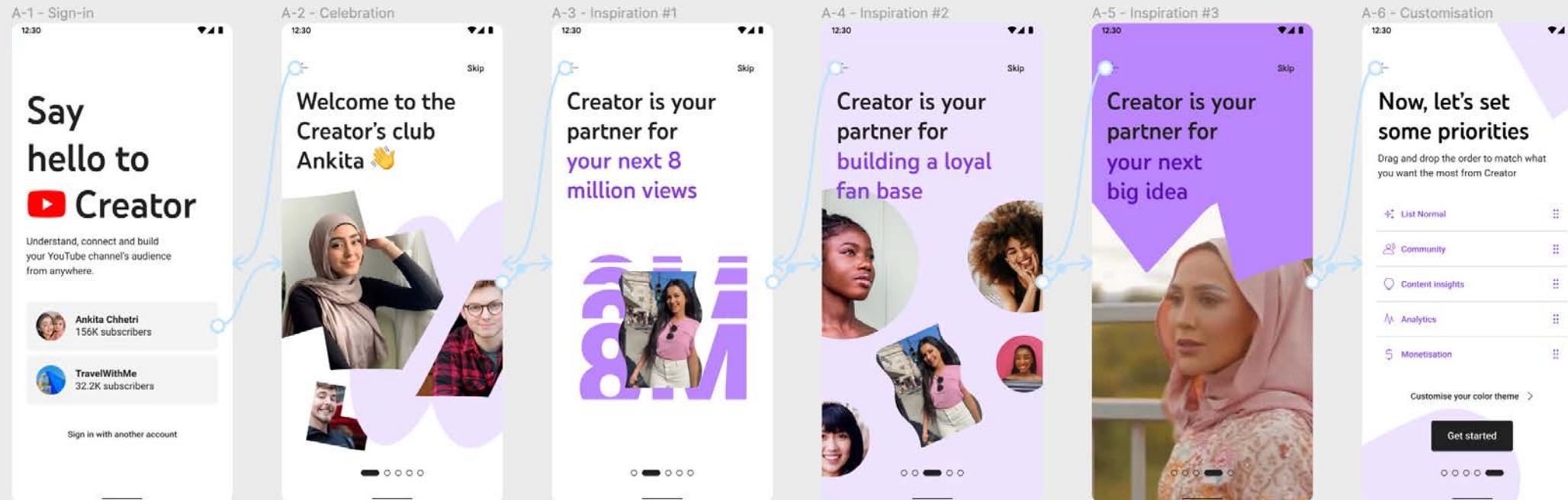
## Amplification

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.

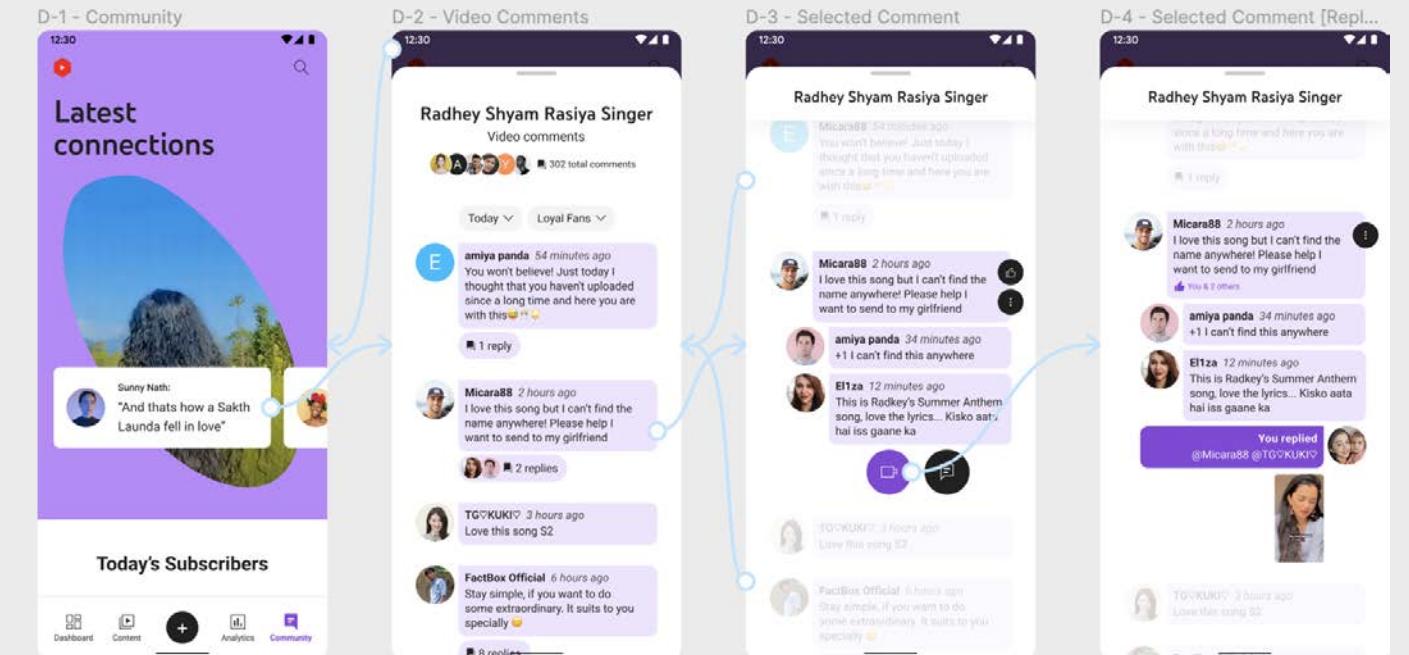


# Figma click-dummy journeys

## Onboarding



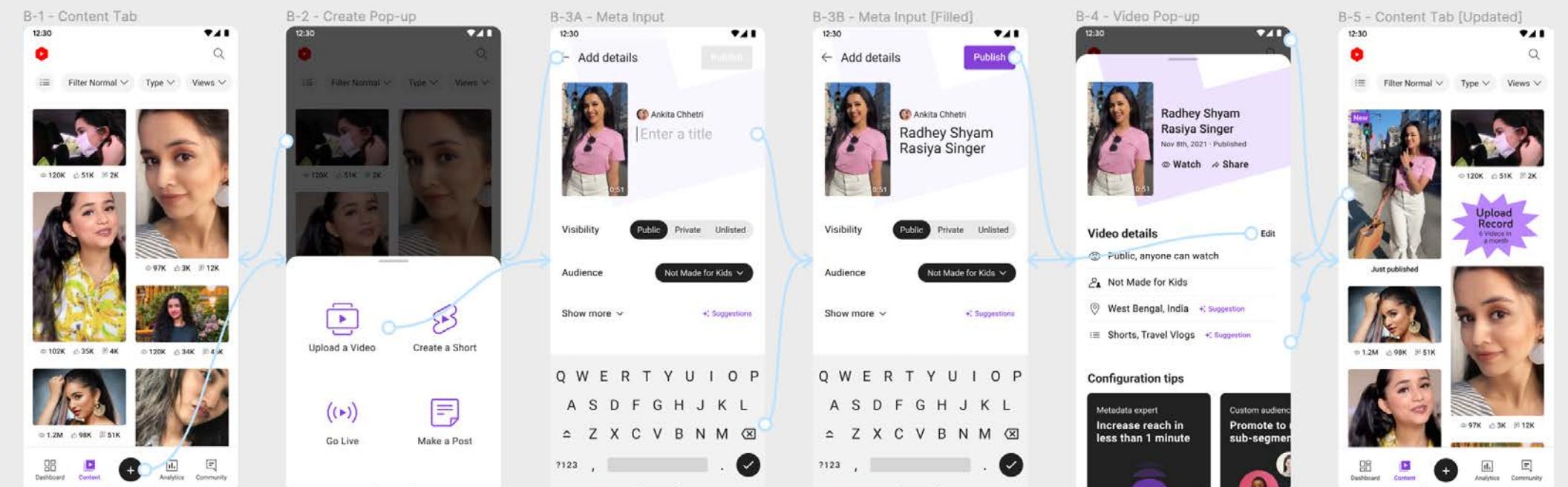
## Interacting



## Analysing



## Creating



## Handover documentation of design system

**YouTube Studio Design System Vision**

**Amplification of Creators**

**Connection to Audiences**

**Toolkit**

**Color**

**Typography**

**Shapes**

**Management**

**Tasks**

**Inspiration**

**Celebration**

**Iconography**

**Data Visualisation**

## Outcome

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

- **Detailed guidelines** provided an overview of the new design elements and recommendations on how to use them.
- **Figma design system** 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.

The collage illustrates the E.ON digital design system across various platforms and components:

- Top Left:** A "Hello" button on a red background with a white border and rounded corners. It includes a bounding box of 128px width and height, and a portrait image of a smiling person at the bottom.
- Top Center:** A "THERMOSTAT" interface showing temperature controls from 17°C to 21°C, with 19°C highlighted in red.
- Top Right:** A color palette with "E.ON Red 500" and "Turquoise 500" swatches.
- Middle Left:** A "Report 2021" card featuring a blue wavy background and the text "Annual Report 2021".
- Middle Center:** A "Driving the electrification of commercial vehicles" card with a light orange background.
- Middle Right:** A "E.ON gears up for the future e-transport market" card with a light orange background.
- Bottom Left:** A "THERMOSTAT" interface showing temperature controls from 17°C to 21°C, with 19°C highlighted in red.
- Bottom Center:** A "THERMOSTAT" interface showing temperature controls from 17°C to 21°C, with 19°C highlighted in red.
- Bottom Right:** A "THERMOSTAT" interface showing temperature controls from 17°C to 21°C, with 19°C highlighted in red.
- Far Right:** A "Howdy, Ryan" greeting card with a red header and a "My Day" navigation bar.
- Bottom Far Right:** A "It's time for action now" call-to-action button with "Explore Change Maker" text.

Checkbox list (x2+)

- Optional 1
- Optional 2
- Optional 3

Radio list horizontal (x2)

- Option 1
- Option 2

Button Regular

Hello



E.ON Red 500

Turquoise 500

Howdy,  
Ryan

ENERGY CONSUMPTION

234 kWh

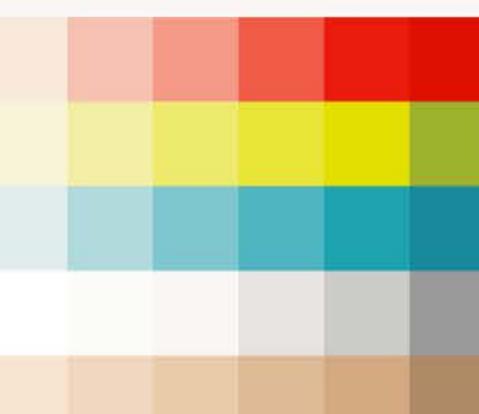
22. MAY - 28



THERMOSTAT

17°C 18°C 19°C 20°C 21°C

My Day My Home Insights Alerts More



It's time for action now

Explore Change Maker

Button Large

Button Large

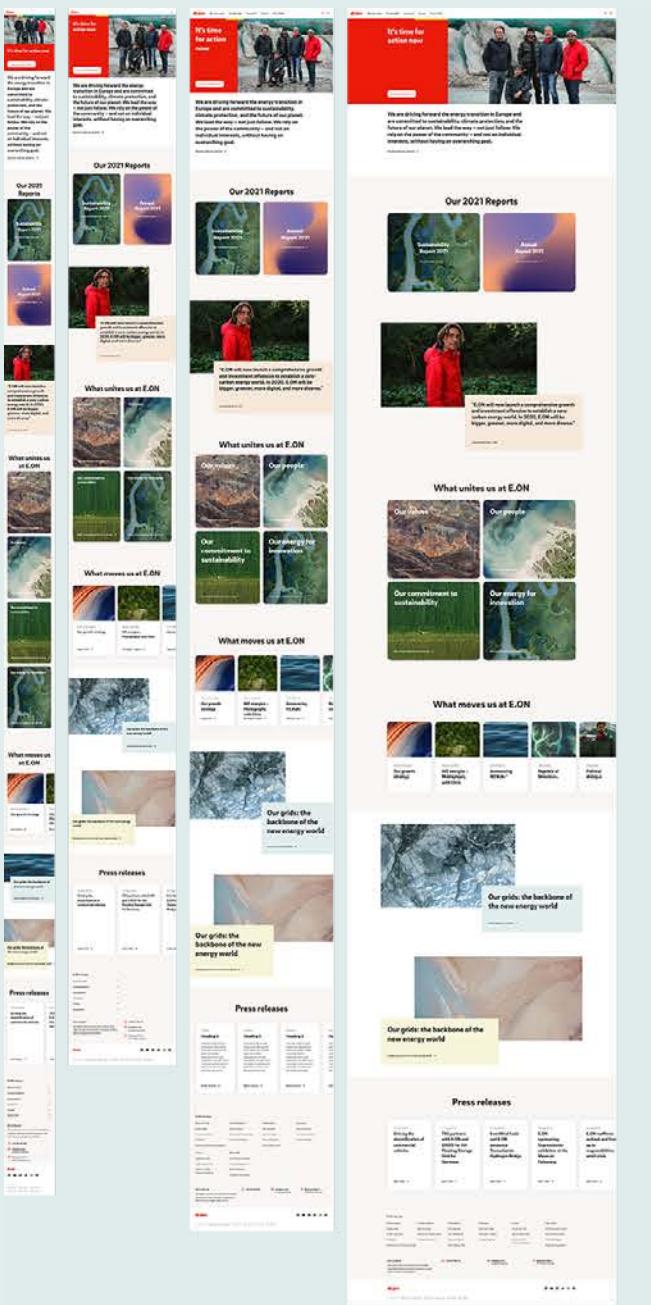
Button Regular

Button Regular

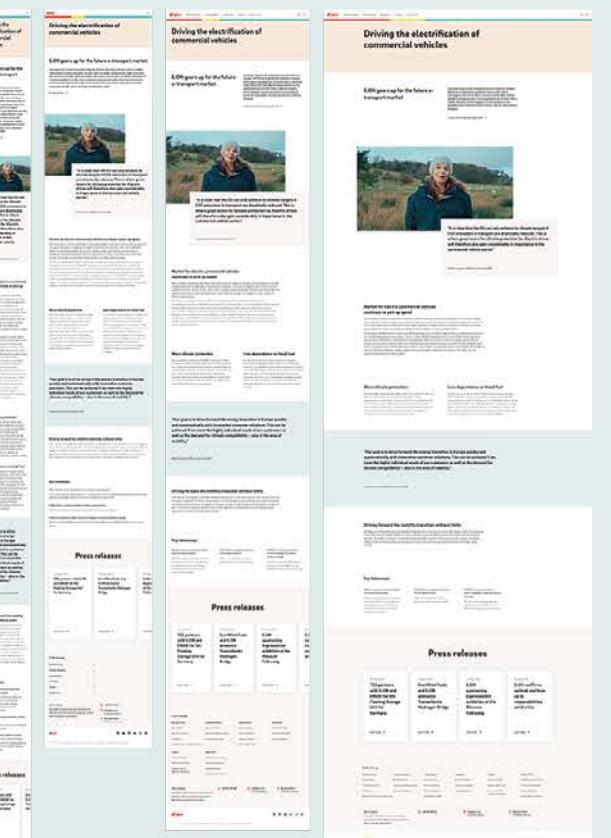
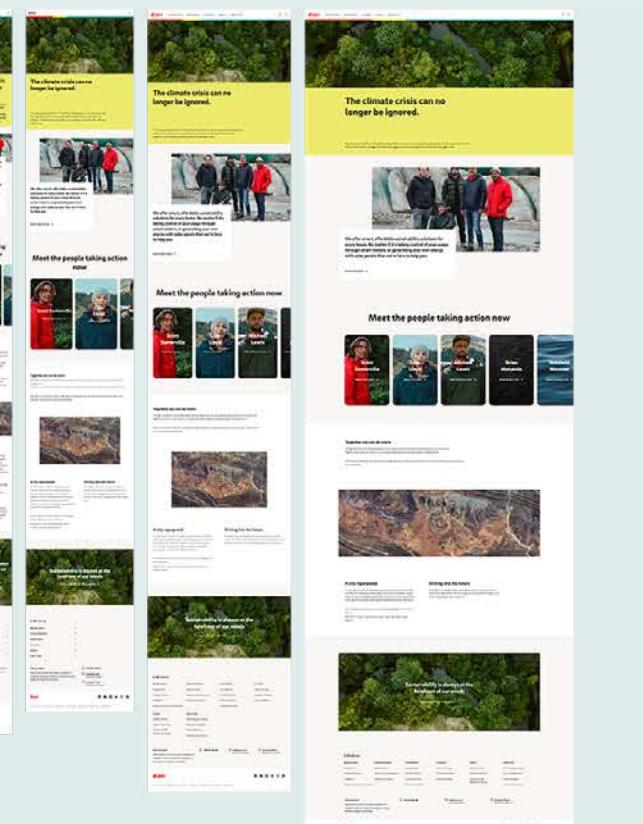
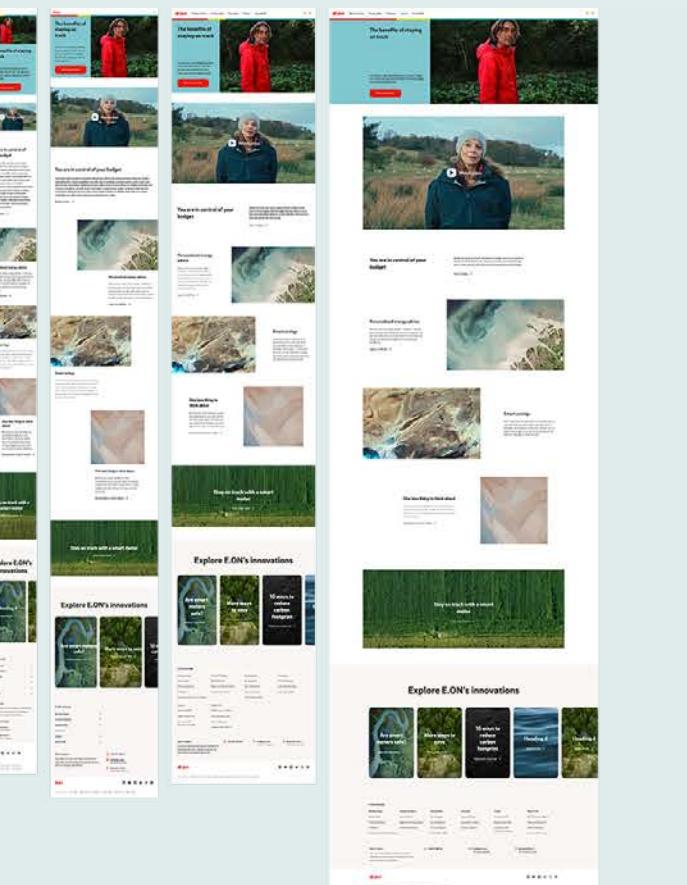
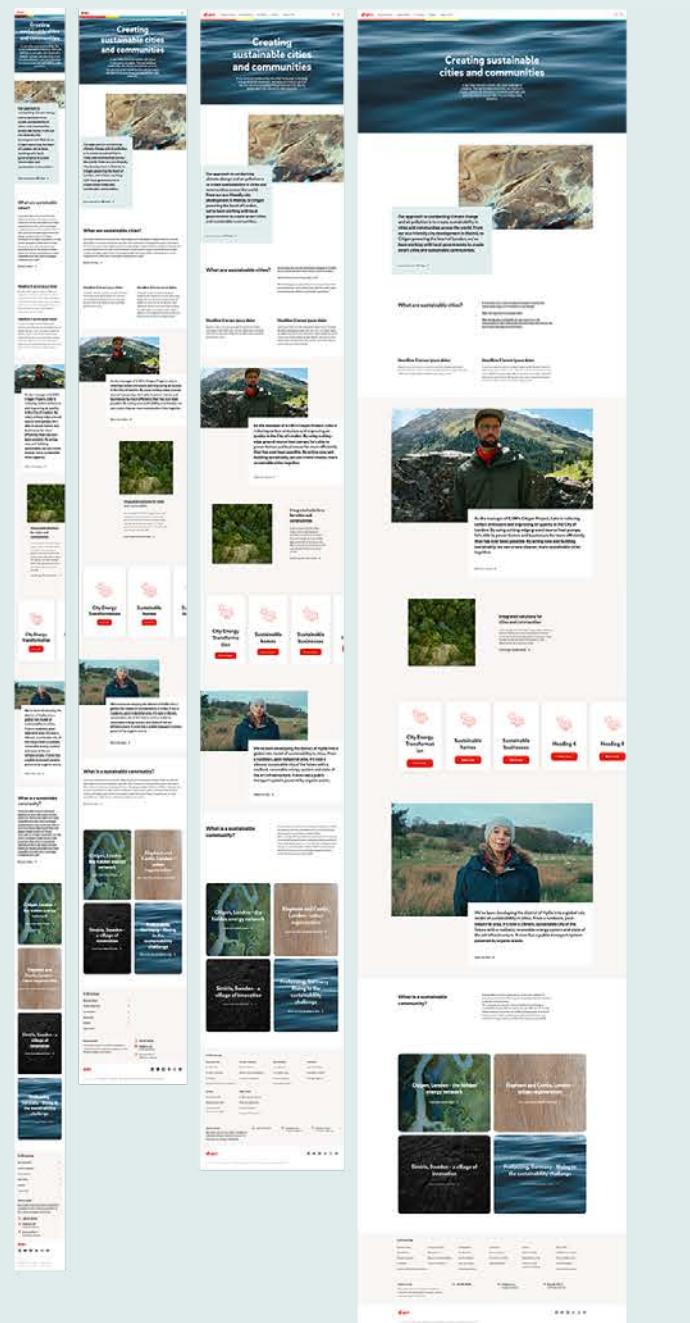
Button Small

Button Small

First impressions, high level of branding →



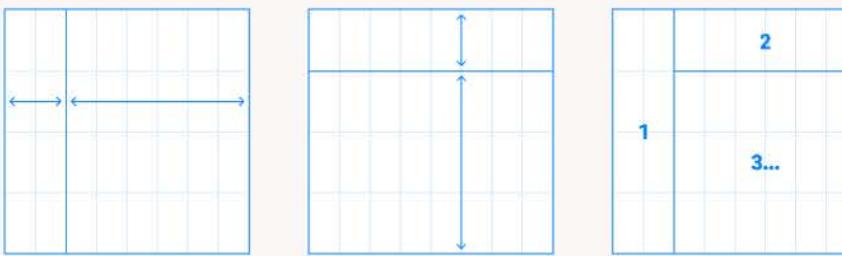
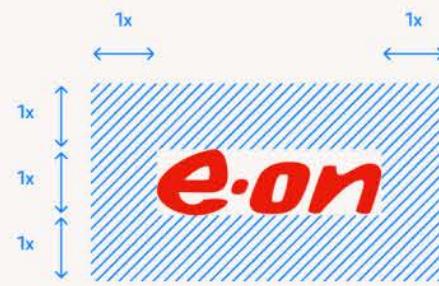
← Detailed content, low level of branding



## 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.

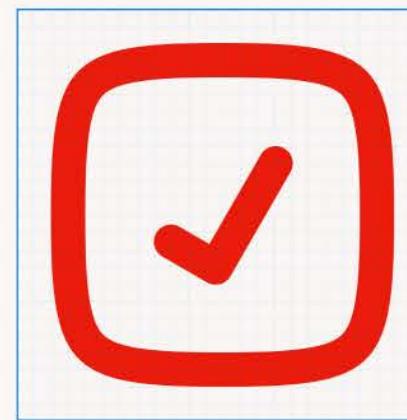
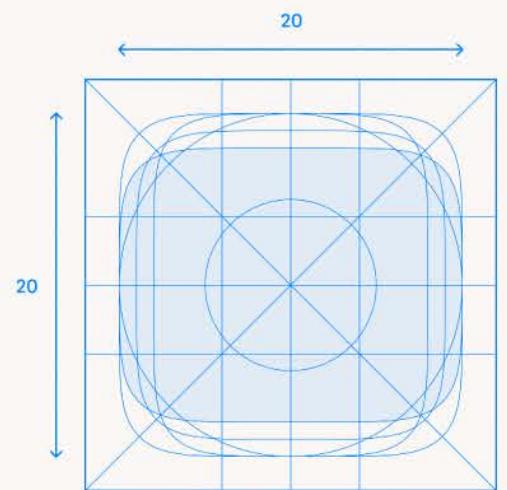


## Balancing consistency and flexibility

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.

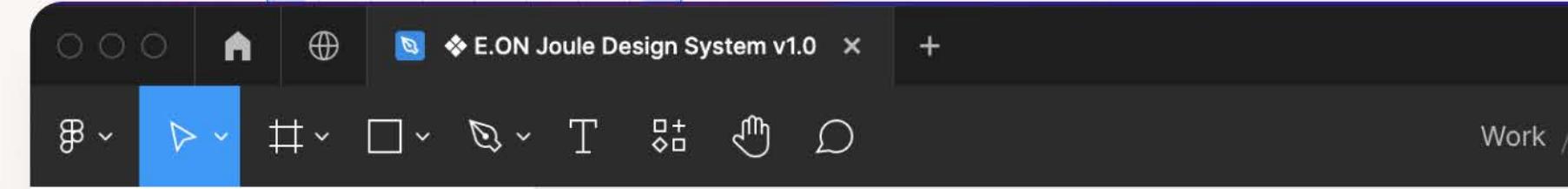
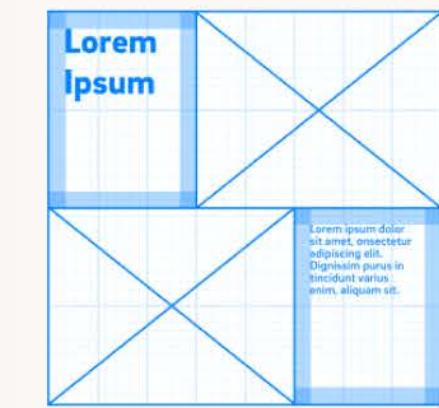
Clear documentation provided consistency across 32 components—within the flexibility of the brand design—and made working with layouts, creating new icons, or selecting the right button size accessible at any skill level.

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



❖ 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

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.

An aerial photograph showing a river flowing through a lush, green forest. The river's path is winding, creating a series of small loops as it cuts through the vegetation. The surrounding area is a mix of dark green trees and lighter green shrubs, with some patches of brown earth visible where the river has eroded the land.



**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](#)

A photograph showing three men in outdoor gear standing in front of a large, white, textured glacier. The man on the left is standing with his hands in his pockets, wearing a dark jacket and grey pants. The man in the center is crouching, also in dark outdoor clothing. The man on the right is standing behind them, wearing a dark puffy jacket and a beanie. They are standing on a rocky, light-colored surface.

**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 →

Luke Caish-Sadlek

+49 151 2893 3608  
[luke@calek.co](mailto:luke@calek.co)  
calek.co