Oliver Jahn

Product Designer (UX)

CV & Selected Work Samples

Latest Update: July 10 2017

Oliver Jahn / CV

Job Experience

since 12/2011	**Product Designer (UX)**	
	Freelance	
since 01/2017	**Senior Experience Designer**	
	USEEDS	
07/2015 – 12/2015	**User Experience Designer**	
	Zalando	
10/2013 – 06/2015	**User Experience Designer**	
	Gruner + Jahr // welldoo	
01/2013 – 09/2013	**Designer & Frontend Developer**	
	Gruner + Jahr // welldoo	
12/2010 – 11/2011	**Screendesigner**	
	kmf Werbung	

Education

10/2013 – 01/2015	**Interaction Design**
	btk - Hochschule für Gestaltung
	Certificate: Bachelor of Arts,
	Grade: 1.6
02/2009 – 07/2010	**Media Designer Digital & Print**
	arTec - visual solutions
	Certificate: certified media designer
	Digital & Print,
	Grade: 3
09/2007 – 01/2009	**Media Designer Digital & Print**
	IG Nord
04/2004 – 08/2007	**Prehistoric and Protohistoric Archaeology, Medieval and Modern History, History of Arts**
	Christian-Albrechts-Universität

About

Originally from:	Holsteinische Schweiz, Schleswig-Holstein
Date of Birth:	9 January 1982

Soft Skills

Team player, foster lean workflows, results matter, research-based, user-centric, open-minded, think big - mind the detaills, business rock 'n' roll

Languages

German	**English**
native speaker	business fluent
French	**Latin**
fluent	advanced proficiency diploma

Interests

Arts, innovation, technology, music, film, history, cultures, philosophy

Clients

zalando

Cornelsen

Amway

BMW

MEDIA - SATURN

TK
Techniker Krankenkasse

VW

janssen
PHARMACEUTICAL COMPANIES
of Johnson&Johnson

bonprix
it's me!

Femme Actuelle

AXA

HUMBOLDT-UNIVERSITÄT ZU BERLIN

BOSCH
Invented for life

Freie Universität Berlin

Tools

Pen & Paper

Sketch

Craft

InVision

HTML5

CSS3

Atom.io

UXpin

Photoshop

Illustrator

InDesign

Axure RP
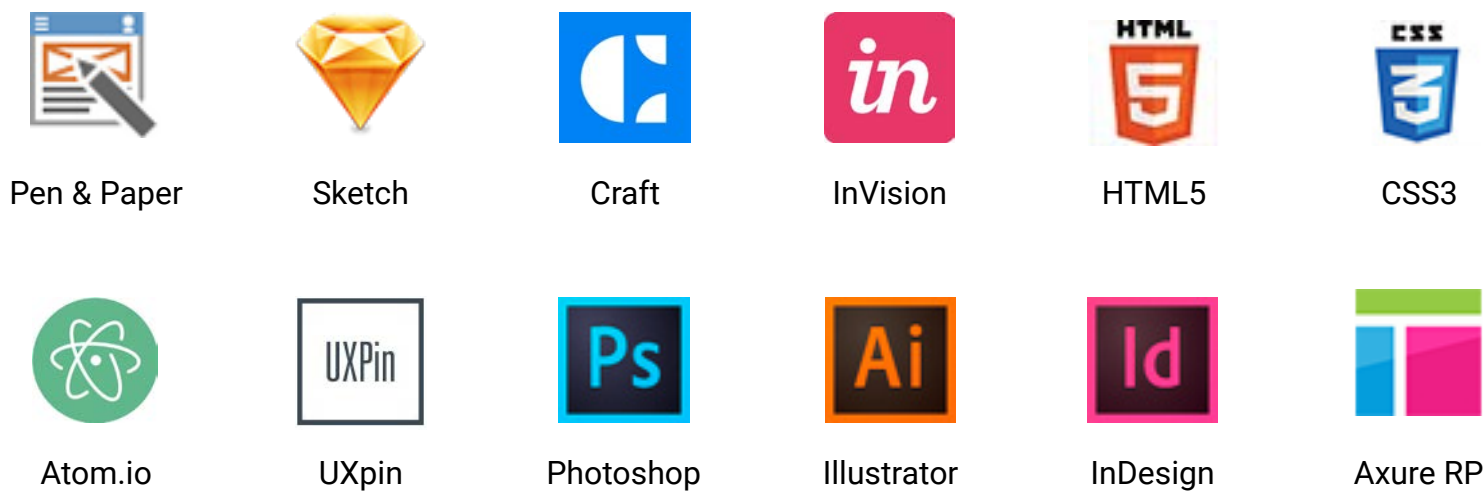
Methods

▸ Lean UX & Design Studio

▸ Design Thinking

▸ Disruptive Innovation

▸ Value Proposition Canvas

▸ Positioning Analysis

▸ Interviews

▸ Surveys

▸ Usability Testing

▸ Feedback-based Iteration

▸ (Proto-)Personas

▸ Hypothesis Writing

▸ Customer Journeys

▸ Information Architecture

▸ Flow Charts

▸ Paper Prototypes

▸ Mid- & High-Fidelity Prototypes

▸ UI Style Guides / UI Patter Libraries

▸ Atomic Design

▸ Visual Designs

▸ Agile Processes / Development
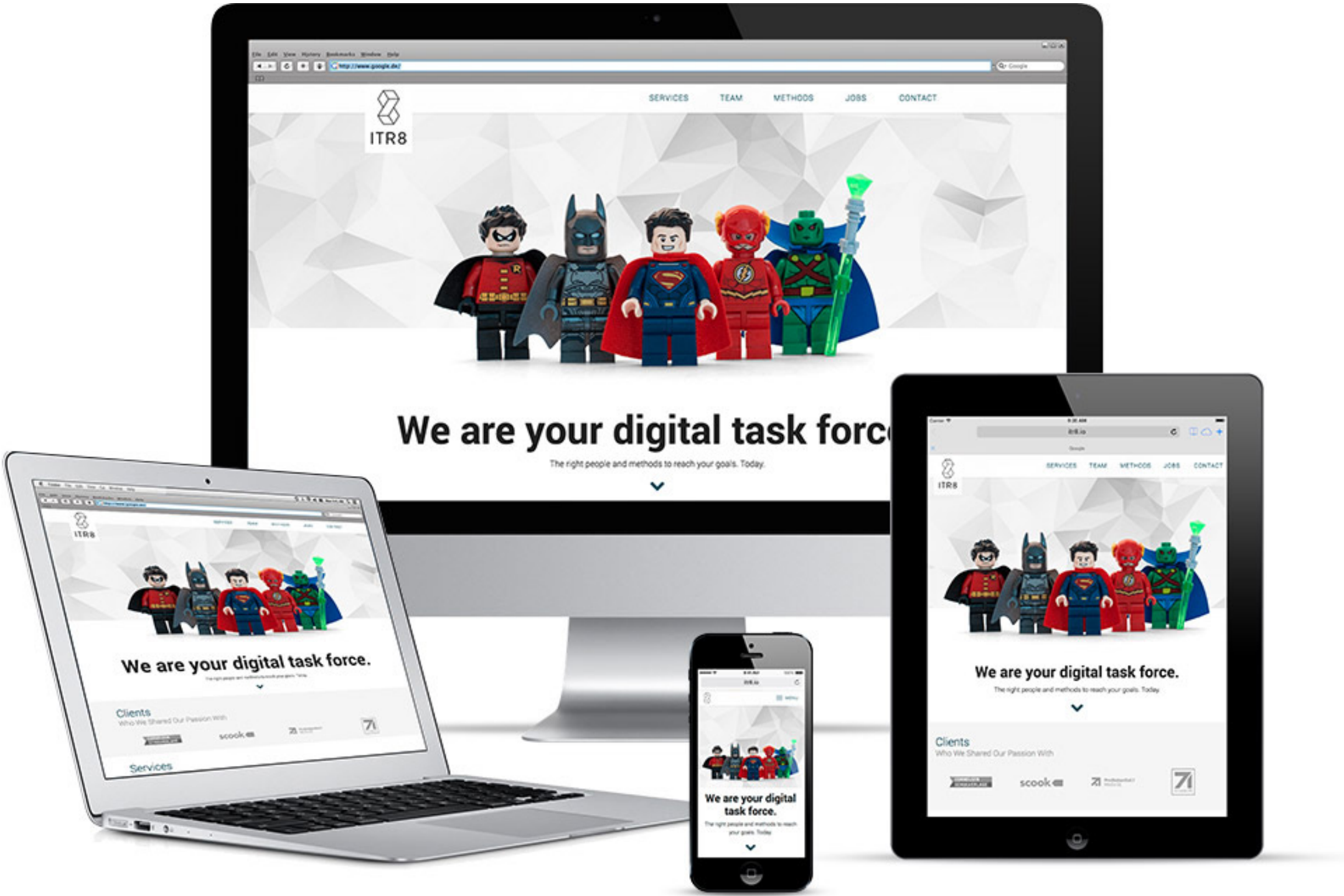
ITR8 Product Agency
RESPONSIVE ONE-PAGE MVP

ITR8, an agency for digital product development, offers support on ressource shortages and innovation projects.

The reponsive website serves as an MVP to learn more about how to communicate ITR8's services to their target group and to acquire new project requests.

Validated by interviews and testings, the structure and content of this one-page site have been arranged to sections of claim, services, team, methods, job and contact.

To minimize the efforts on design and development, every further information on team members and job offers have been sourced out and linked to social media.

Client: ITR8
Year: 2016
Tasks: UX research, responsive UI design, prototyping, usability testing, iteration, visual design
Tools: Pen & paper, UXpin, HTML5, CSS3, jQuery, Photoshop

Step 1: Understand the problem
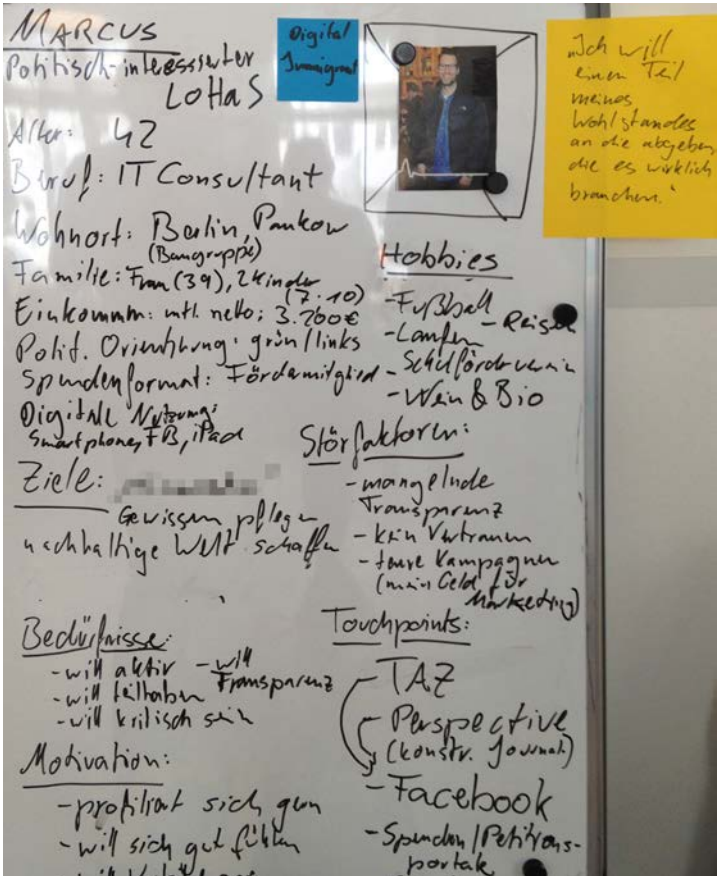
Step 2: Observe the user (proto-persona)

Step 2: Observe the user
(customer journey)

Step 4: Ideation by method 635
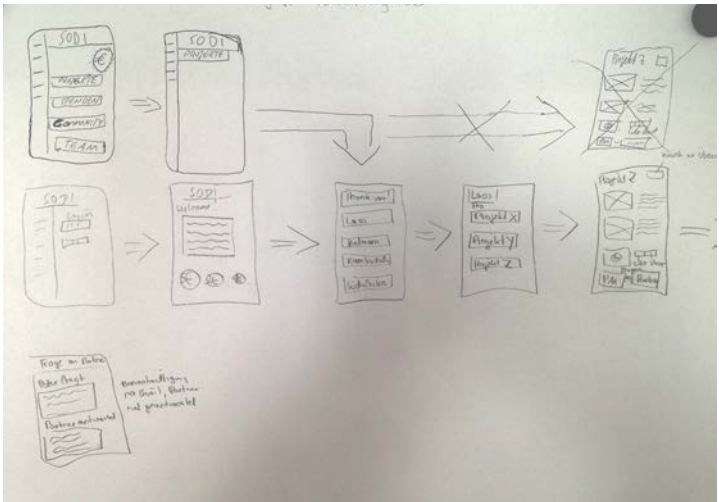
Step 5: Prototyping by paper sketches

Design Thinking
CHARITY DONATION IMPROVEMENT

SoDi is a non-governmental organization that collects donations to support charity and building projects in developing countries.

To develop a solution in order to raise income of donations from people in the age of 30 to 50 years, a Design Thinking workshop was held with the client. A team of 6 members went through the steps of understanding the context of the problem, observing the potential users, redefining the design challenge on a promising, likely solvable aspect, generating ideas, developing conceptual prototypes and quickly testing them with people on the street.

Client: SoDi

Year: 2016

Tasks: problem summary, ideation, prototyping, solution validation, workshop lead, result summary

Tools: Design Thinking by 6 steps, proto-persona, customer journey, method 365, paper prototyping, hallway testing

Diagnose & Fördern
LEARNING EVALUATION & SUPPORT

Cornelsen Schulverlage is one of the largest publishers of educational literature in Germany.

As a part of their product famaily, "Diagnose & Fördern" was designed and developed to identify learning weaknesses of secondary school students and support them on improving their performances.

Settled in the context of a classroom, the product had to tackle challenges of slow, unreliable or even no wifi access. This was managed by giving the teachers the possibility to have their students tested at home and print out support material as an offline exit point from the interaction flow.
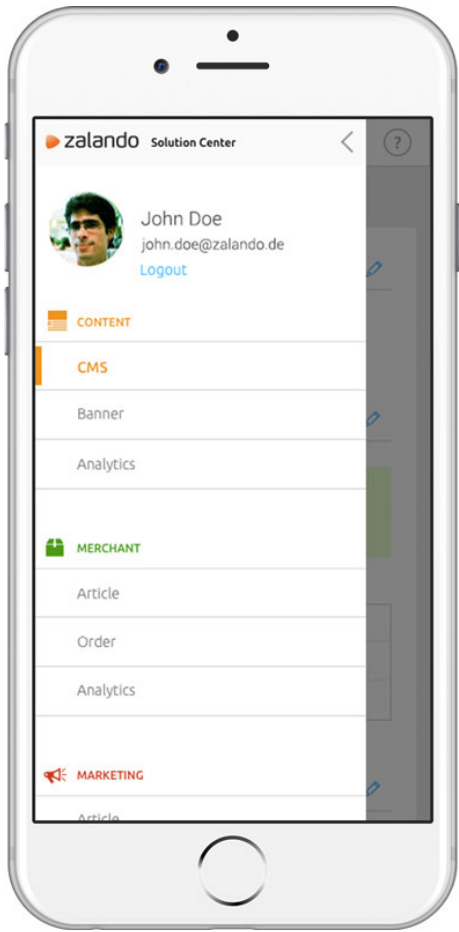
Product Video:
▸ **http://bit.ly/2ublIZA**

Client: Cornelsen Schulverlage
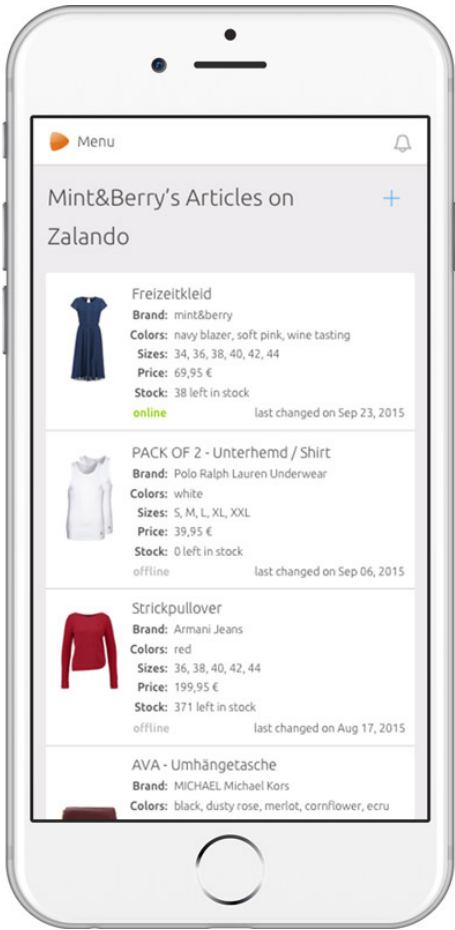**Year:**   2016
Tasks: UI design, prototyping,
               usability testing, iteration,
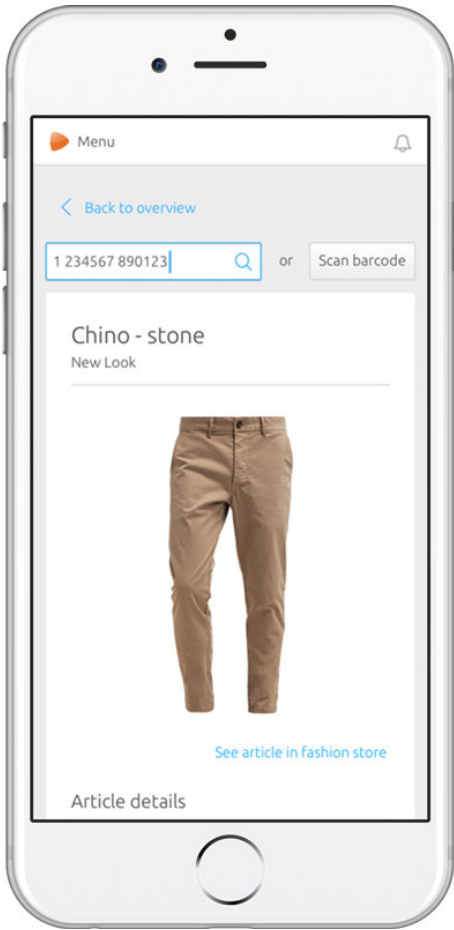   visual design
Tools: Design Studio, pen & paper,
               Sketch, InVision

Slide-in Menu (mobile)

Article Overview (mobile)

Article Detail (mobile)

Brand Solutions
ARTICLE & ORDER MANAGEMENT

Zalando's department Brand Solutions cares for brand relations and enables them to manage their articles on Zalando and the incoming orders on their own.

Constantly validating user-related assumptions and interface designs in a lean process, an MVP was designed and iterated, containing tested interaction flows and navigations to add articles into the Zalando shop and handle customer orders until their very deliveries.

The whole product was designed as a responsive, web-based service, optimized to be easily used on smartphones, tablets and desktop computers.

Client: Zalando
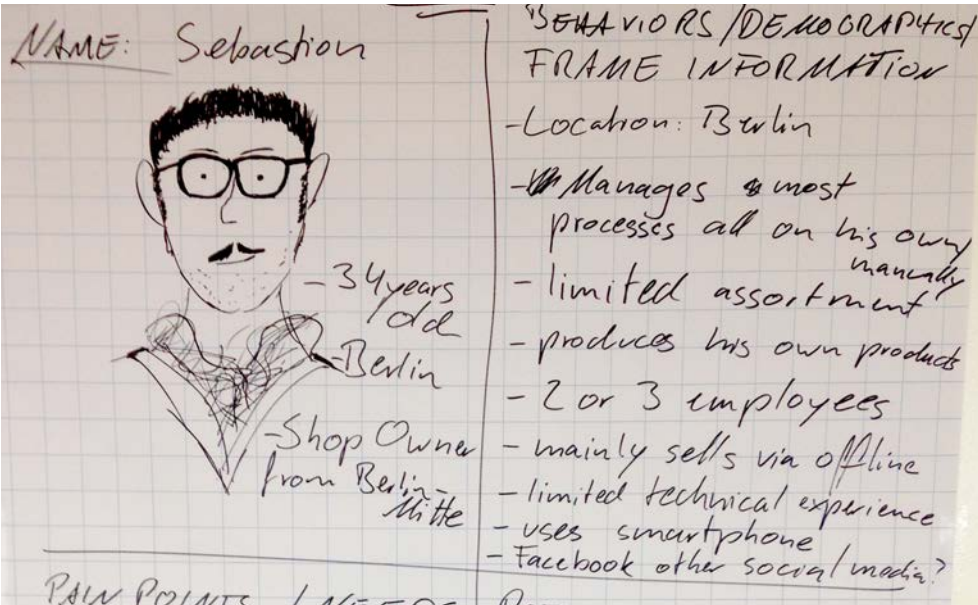**Year:**   2015
Tasks: UX research, responsive UI design, prototyping, usability testing, iteration
Tools: Proto-personas, Design Studio, pen & paper, Sketch, Axure RP, interaction flows, Value Proposition Canvas
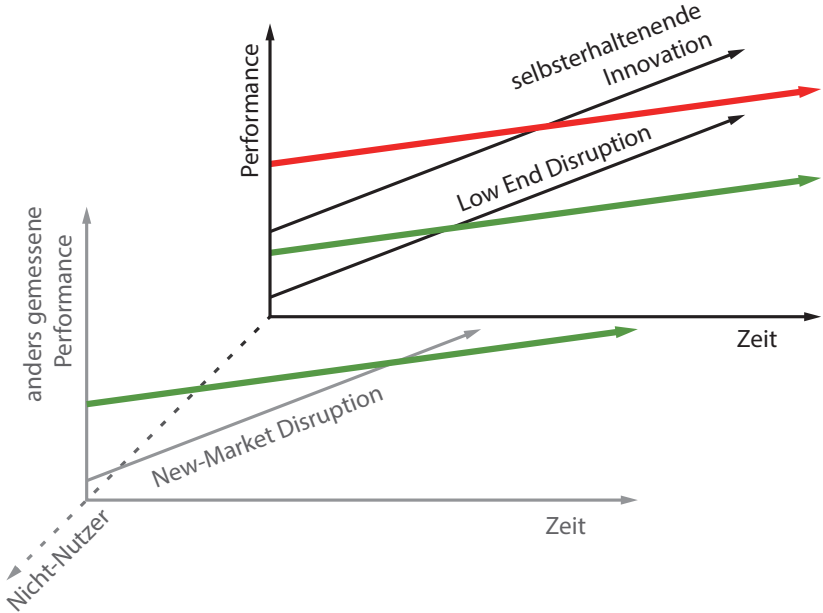

Proto-Persona

Research Evaluation

Bachelor Thesis „Here Be Dragons"

Market Development of Disruptive Innovations

Design Thinking Phases and Process
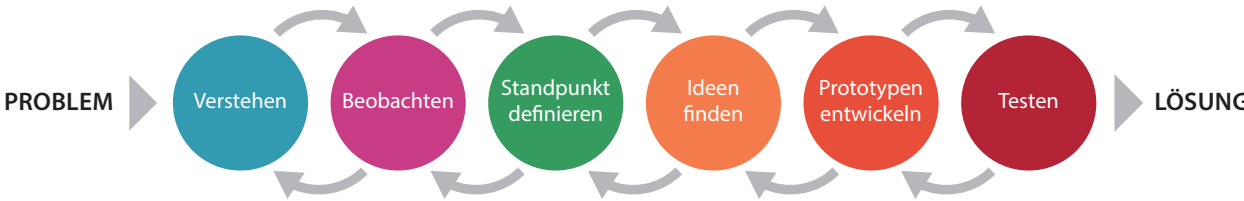

Iterative Disruption: Junction of Both Models

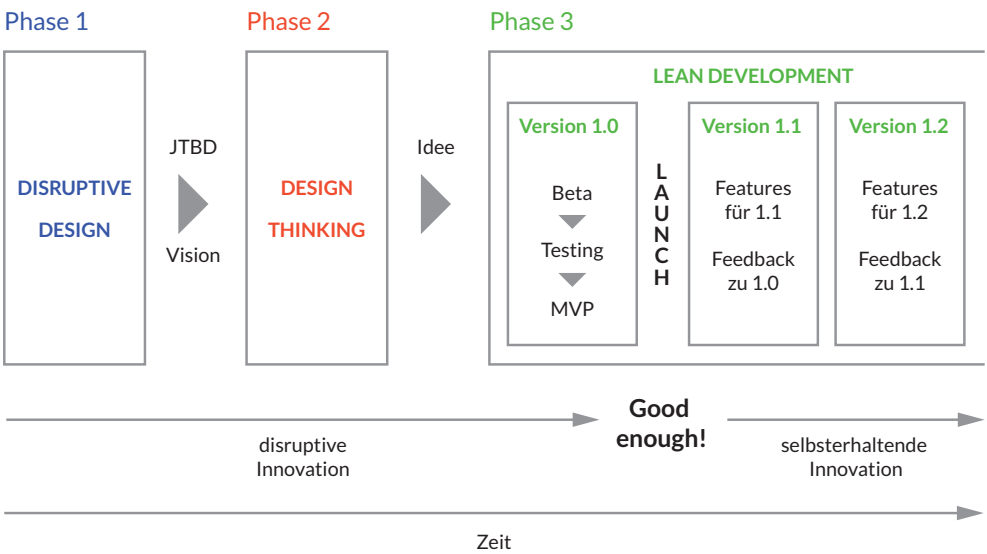# Here Be Dragons
DISRUPTIVE DESIGN & DESIGN THINKING

Developing unique products for unmet user needs gives a possibility to bypass highly contested markets. The bachelor thesis „Here Be Dragons" exactly deals with this subject and merges two methods into a fitting model.

Disruptive Design serves to identify an unmet user need, while Design Thinking delivers a resilient solution approach that can further be launched as an MVP.

Both methods are productively linked by the Iterative Disruption model.

PDF Download:
▸ **http://bit.ly/2b9iplh**

Year: 2014/15
Tasks: Method analysis,
                 Method junction
Tools: Disruptive Design, Design
                 Thinking, workshops, Pages,
                 Illustrator, Indesign

Casual Fitness

FITNESS APP FOR SMARTWATCHES

Following the Iterative Disruption model from „Here Be Dragons", a casual fitness app concept was developed for smart-watches.

According to the model, several workshops in Disruptive Design and Design Thinking identified an unsolved problem and developed a fitting solution concept.

The casual fitness app evaluates body, time, location and weather data by using smartwatch features. Based on this, exercises are suggested to users which easily may be implemented into daily life, always using just the right amount of time.

PDF-Download:
▸ **http://bit.ly/2b9iplh**

Jahr: 2014/15
Tasks: user research, usecase analysis, ideation, wireframes, testing, workshop lead
Tools: Disruptive Design, Design Thinking, Survey Monkey, Illustrator, paper wireframes

Was möchtest Du machen?

Allein   Challenge   Gruppe

Exercise Selection

Was möchtest Du machen?

Fun   Training

Exercise Type Selection

Slackline im Park
Volkspark 120 min

Exercise Suggestion

Willst Du die Übung speichern?

✓   ✕

Saving of a Finished Exercise

Deine Bewertung

Exercise Rating

Danke!
Übung bewertet.

Success Message

Promotional Landing Page

Dashboard

Régime & Plaisir
WEIGHT LOSS MANAGEMENT APP

The French women's magazine Femme actuelle developed a unique system to count calories and classify the nutritional quality of food.

By unifying elements of weight loss management, nutritional protocol and gamification, a smartphone app and a web app were designed and developed to support the magazine's readers to lose pounds and reach their ideal weight.

Core element of the app was the nutrition pyramid which displayed a personalised number of slots that could be filled by calories in three levels of food quality.

The marketing was supported by a promotional landing page, displaying the features and benefits of the product.
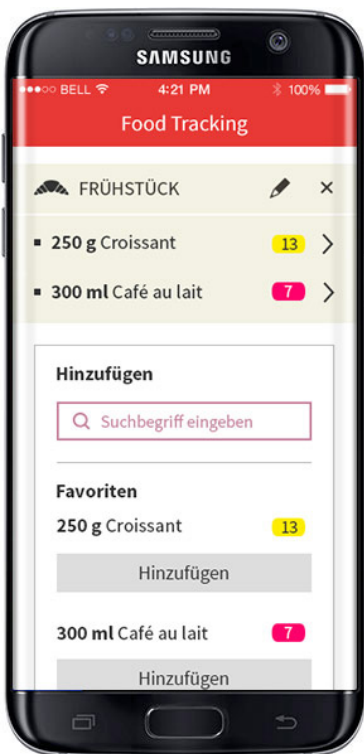
Client: Femme actuelle
Year: 2014
Tasks: UI design (desktop & mobile), page flows, visual design, icon design
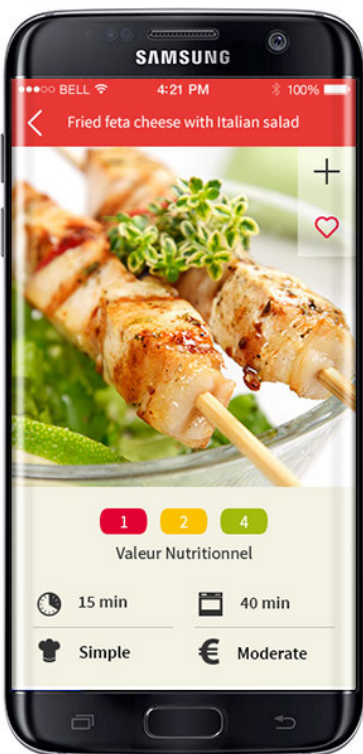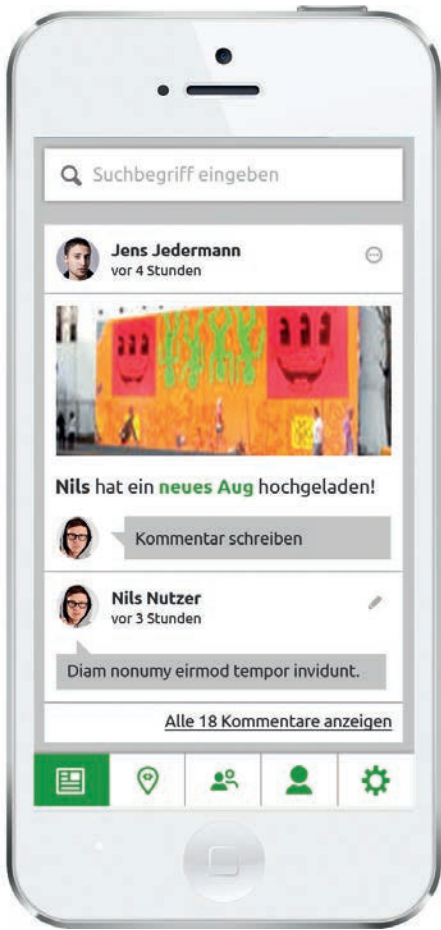**Tools:**   Photoshop, Illustrator, InDesign

Dashboard
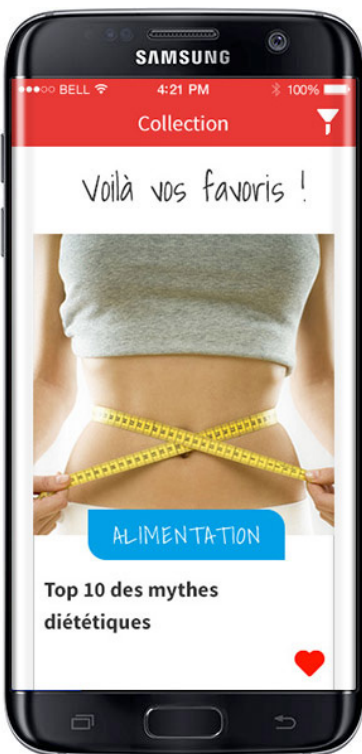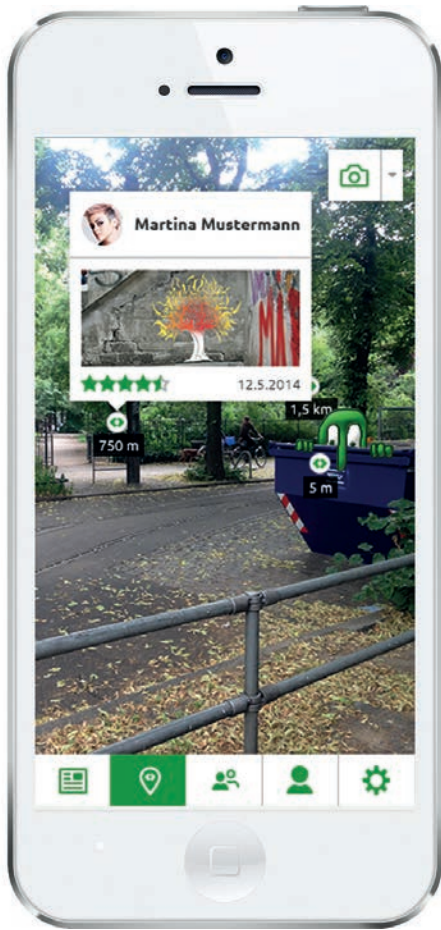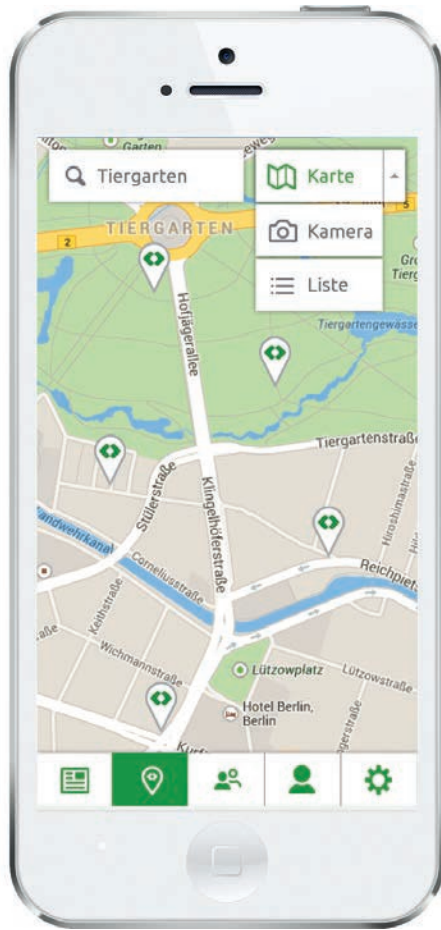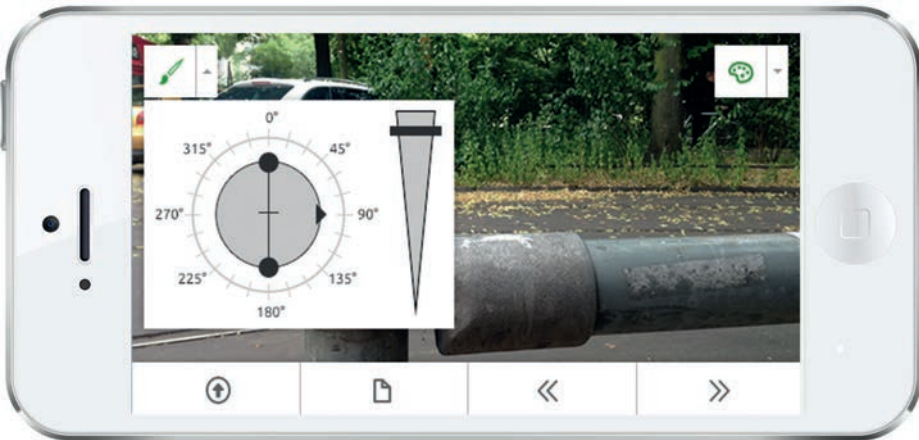

Article Collection

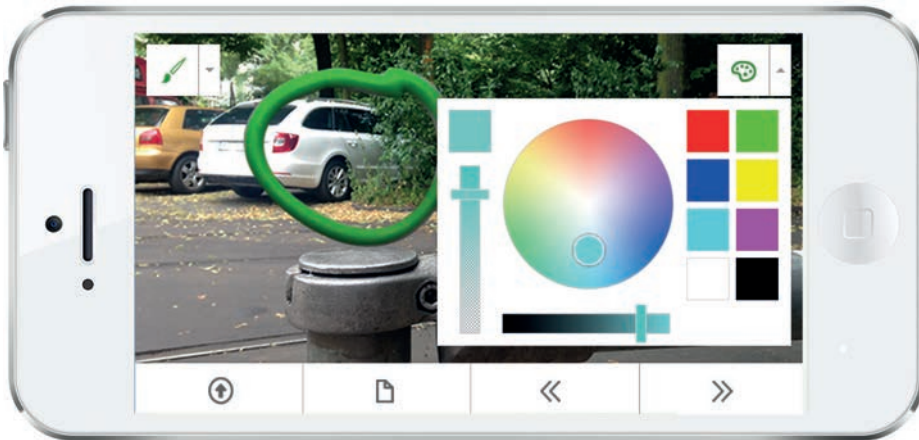Food Tracking

Recipe

Newsfeed

Camera View

Map View

Drawing Mode in Landscape Mode

Color Select Window with Drawn Object

Augit
AUGMENTED REALITY
DRAWING AND CREATIVE NETWORK

The Augmented Reality application „Augit" enables users to draw and upload three-dimensional images and objects into a virtually enhanced reality. The real world is enriched by the user's virtual works which can further be colored, moved and scaled in its environment.

After uploading a piece into the „Augit" network and binding it to a geo-location, users can visit the creative work physically and comment, rate and add it to their favorites. Even the modification of a piece by others is possible and further improves the augmented reality experience.
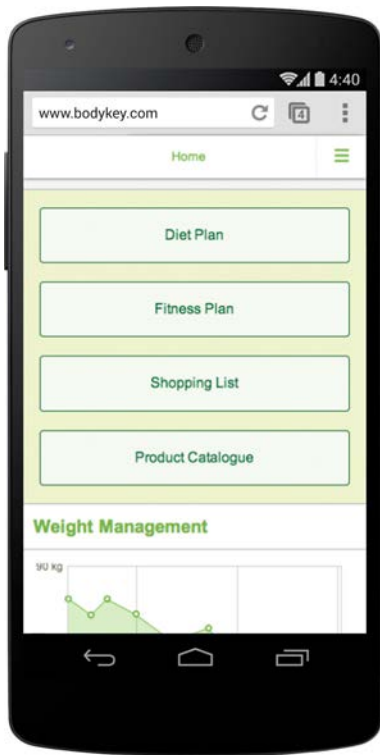
Year: 2014
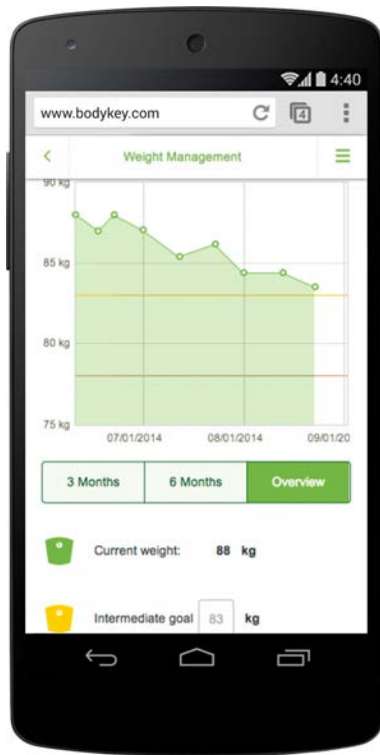**Tasks:** Logo design, vision, UX research, concept , UI design, wireframing, visual design
Tools: personas, Edge Reflow, Axure RP, Photoshop, Illustrator, Keynote
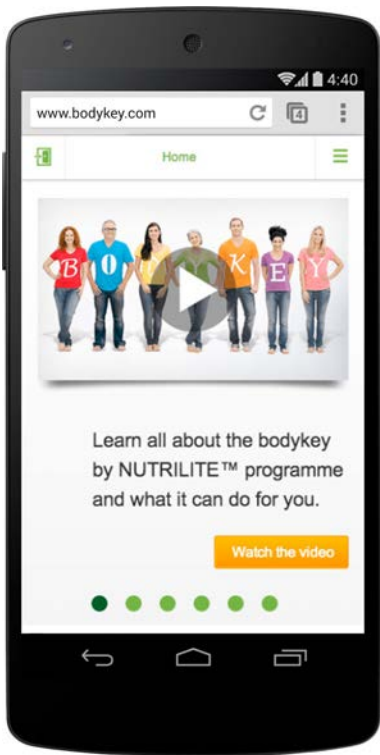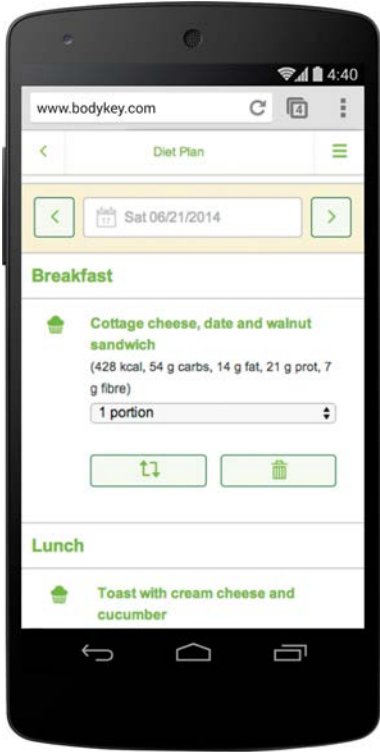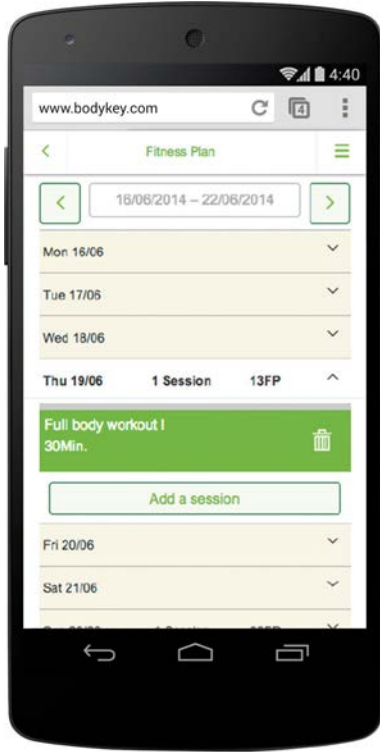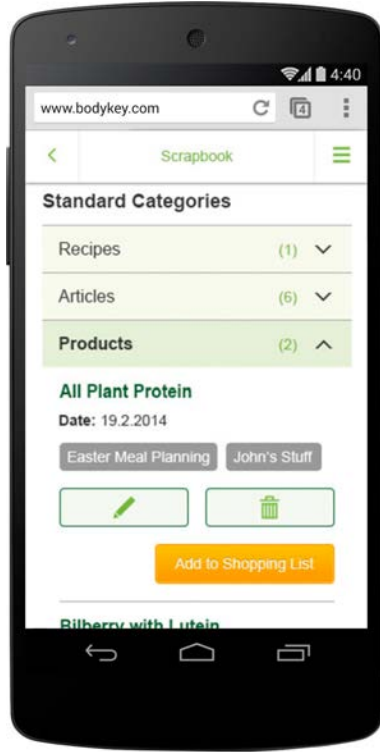
Public Site

Dashboard

Weight Control

Nutrition Plan

Fitness Plan

Favorite Content

bodykey mobile
NUTRITION & FITNESS COACHING

The task of Amway's bodykey is to help obese people to reach their desired weight goal easily. To adapt the diet, the digital coach uses the individual prepositions in the user's metabolism that are determined by a genetic screening.

The mobile-optimized version offers the full set of features that was part of the previously launched desktop version. These functionalities enable the user to check his weight development, plan his nutrition and fitness and to favor and collect different types of content.

▸ www.nutrilitebodykey.de

Client:	Amway
Year:	2013/14
Tasks:	product ownership, design and development supervision, wireframing, visual design
Tools:	Edge Reflow, SCRUM, later KANBAN, JIRA, Photoshop, Illustrator, paper prototypes

Hotel Leibers
RESPONSIVE WEB DESIGN

In the course of repositioning as an art ho-tel, a fully responsive web site was designed and implemented for Galerie-Hotel Leibers in order to better promote their art events and gastronomical offers.

The site's layout behaves fluidly and was optimized for smartphones, tablets and desktops. Menu as well as typography and button sizes are changed according to the requirements of the different devices and their contexts of use.

▶ **www.leibers.de**

Client:	Galerie-Hotel Leibers
Year:	2013/14
Tasks:	responsive UI Design, visual design, PDF Design, frontend coding
Tools:	Photoshop, Illustrator, Indesign, Edge Code, HTML5, CSS3, jQuery

URband
INTERACTIVE SOUND INSTALLATION

Supported by the interactive sound and light installation URband, waiting people get new opportunities of entertainment and communication at public places.
The user defines the volume level of an instrument by approaching a sensor point. The nearer the person steps, the louder the track is played. The cooperative conduction of this interactive song creates a new experience of learning about music and people.

Year: 2013/14
Tasks: user research, concept design, visualisation, audio editing, prototyping
Tools: personas, Photoshop, Illustrator, InDesign, GarageBand, Processing, beamer, speakers

Contact

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skype: jahn.oliver

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▸ **www.xing.com/profile/Oliver_Jahn14**