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2025

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Internship as a UX designer at



muse case

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muse case

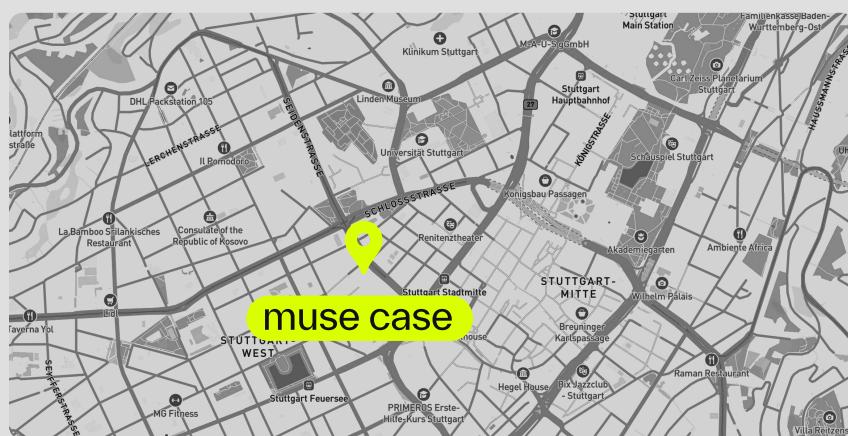
What is muse case

This is what musecase says about itself:

We develop customized software products, design systems, and digital brands – all measurable, sustainable, and focused on users. The core of our work is frontend software development and UX design.

Where is muse case

musecase has an office in the heart of Stuttgart, but is also represented in Portugal and New York.



muse case is an interdisciplinary team of strong characters who tackle challenges together and find solutions. With our individual expertise in various fields, we share a common goal as a team: user experience that excites. Products that rock!

We are a rock band – not a brass band. We are a speedboat – not a tanker.

- Quote: [muse case Website](#) -

Who is muse case

Founder:

Dan Wojcik

Tobias Lauer

Team Members:

15

Of those, attended HFG

6

2

- You work in agile, interdisciplinary teams – hand in hand with designers, developers, partners, and clients.
- Together as a team, you question the status quo and are always looking for new approaches to solve problems.
- You actively support the team in the areas of research, design explorations, interface design, as well as prototyping and testing. There is always time for fun and coffee/shakes :)
- You independently take on smaller projects and engage directly with clients.

- excerpt from the job posting -

UX Design

Main focuses of the internship

The internship focuses on collaboration within the UX team, with clear responsibilities across various task areas. It deepens work methods and best practices, as well as the professional use of tools like the Figma ecosystem. A key component is the exchange with stakeholders and the precise presentation of interim results and versions. UX decisions are made based on sound reasoning and transparency: the foundation includes recognized research guidelines (e.g., Baymard), established heuristics, and targeted research; assumptions and alternatives are made transparent and documented.

The content centers on transferring complex information into clear, understandable structures to create orientation and make relationships logically comprehensible. Building on this, a sense for UI is sharpened that goes beyond standards – modern, coherent, and visually appealing. Consistency is achieved through the systematic use of patterns and components within design systems. Accessibility forms the binding framework. Thus, the interplay of information architecture, pattern logic, and visual quality remains consistent and scalable.



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"Instead of just following one project, I worked across multiple projects, gained diverse insights, and took on additional smaller tasks. This significantly increased my learning growth."

- Johannes Biess -

Tasks

Projects in Detail

- | | |
|---|-------|
| 1. Designing and conceptualizing a contact form flow | 5 - 6 |
| 2. Adapting a keynote presentation into a Figma slides template for the company profile. | 7 |
| 3. Collaborating on the redesign and UX optimization of the Porsche Timepiece configurator. | 8 |
| 4. Designing and conceptualizing an interactive table for company representation. | 9-10 |
| 5. Contributing to a UX vision for a design system. | 11 |
| 6. Writing articles for the corporate blog focusing on motion design and UI animation. | 12 |
| 7. Participating in an accessibility seminar. | |
| 8. Engaging with Baymard UX guidelines. | |

Project One

Designing and conceptualizing a contact form flow

Duration: 11 weeks

This task involved the following requirements:

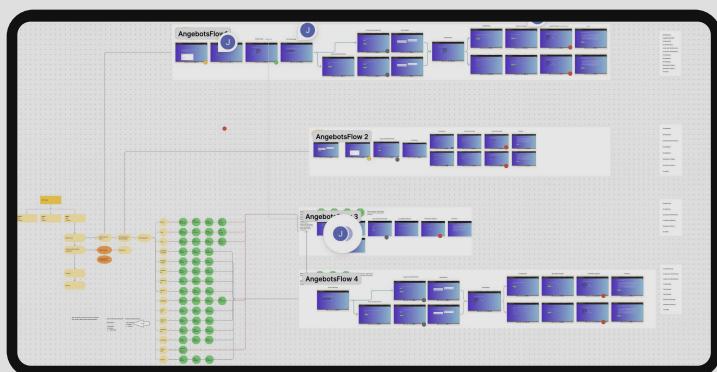
Reviewing and organizing the many existing surveys/forms on a website

Lead generation & UX optimization

User-centered rather than product-oriented

Step 1

Collecting and analyzing existing form flows regarding structure and content.



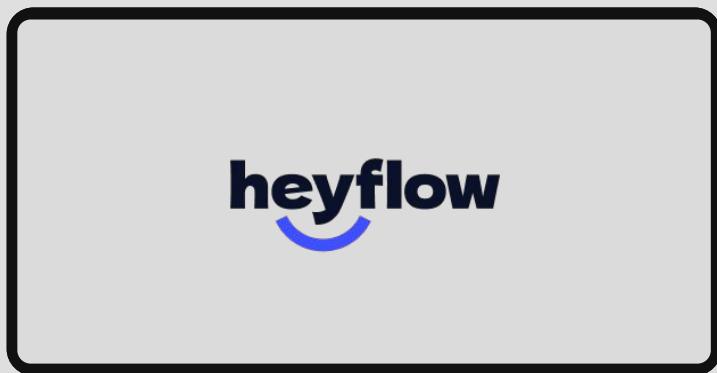
Step 2

Develop a user-centered concept. What do users want to achieve when they make contact? In this case, four different flows were sensible.

- Interest in software → Offer
- Questions about the software → Consultation
- I am an existing customer → Support
- Unsure which product → PA

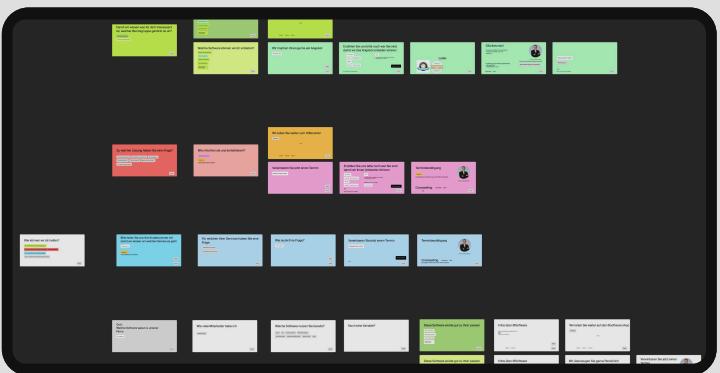
Step 3

A survey tool was specified by the stakeholder. The possible scope of design had to be determined. The tool needed to be explored.



Step 4

Iterative design of the UI, first in low-fidelity in consultation with project management, then in mid-fidelity with feedback discussions with stakeholders.



Project Example One

The Start Screen wireframe shows a user flow for support requests. It begins with a general question: "Gut, dass Sie uns gefunden haben. Wie können wir Sie unterstützen?". Below this, there are four main categories represented by cards:

- Ich bin noch kein Kunde**: "Ich habe Fragen zu einer Software oder einem Service und wünsche Beratung. Unsere ExpertInnen beraten Sie gerne. →"
- Ich bin bereits Kunde**: "Ich habe mich bereits informiert und möchte ein Angebot. Wählen Sie welche Lösung für Sie von Interesse ist. →"
- Ich bin unsicher, welches Produkt für mich geeignet ist.**: "Gemeinsam finden wir heraus, was zu Ihnen passt. →"
- Ich habe Probleme mit einer Software oder einem Service und benötige Support.**: "Unser Service-Team hilft Ihnen schnell und zuverlässig. →"

Start Screen

It is important to emphasize that the needs of the users are the focus. A contact form can serve multiple purposes. It was important to create a short yet tidy modern path that promotes quick completions while still offering users options and opportunities, thus encouraging cross-selling and personal contact.

The Contact Details Screen wireframe shows a form for creating an individual offer. It includes fields for:

- Website Ihrer Praxis
- Checkboxes: "Daten aus meiner Website übernehmen" and "Wollen Sie diese Option ausgewählt lassen, erhalten unsere Mitarbeiter Ihre Kontaktdaten Ihrer Website und Sie müssen hier nicht wieder ausfüllen."
- Ihr Name
- Praxisadresse
- Anzahl Mitarbeiter
- Buttons: "Angebot anfordern" and "Ich möchte ein Optima-Konto erstellen"
- A sidebar with contact information for Max Mustermann, including a photo, name, phone number (1106-2025), and email (1400 Uhr). It also includes a "Kostenloses Beratungsgespräch anfordern" button and a newsletter subscription option.

Contact Details Screen

With the goal of keeping the form as short as possible, the option to schedule an appointment was not placed on a separate screen as usual, but presented here as an opt-in. This principle is consistent across all screens. Additionally, the input of contact details was implemented based on current user research guidelines. Notable features include address search instead of typical "address lines" and the absence of separation between first and last names, as users think of their names as a whole.

The Confirmation Screen wireframe shows a thank you message: "Vielen Dank für Ihre Anfrage!" followed by booking details for Max Mustermann on June 11, 2025, at 14:00. It includes a photo of a woman at a desk, a link to her website, and a note about the website being updated from Monday to Friday. At the bottom, there is a "Zurück zur Website" button and a note about using the Helpcenter.

Confirmation Screen

In the confirmation screen, the stakeholder's goals were also considered. Cross-selling played a relatively significant role but was deprioritized and placed behind the submission of the contact request instead of before it. This keeps the barrier before the acquired lead lower.

My Learnings in the Project

It is worth noting that I learned to balance customer wishes and user-centered thinking. I also had to learn to subtly guide the stakeholder and not to discredit ideas from the perspective of a UX "expert" but to incorporate them as alternatives, work them out, and hopefully clarify that the idea is not good. - Show don't tell - My knowledge of scientific UX principles has grown massively, as almost all decisions regarding UX must align with the guidelines from the Baymard Institute, and my eye for UI has also improved.

Project Two

Adapting a Keynote presentation into a Figma Slides template for the company profile

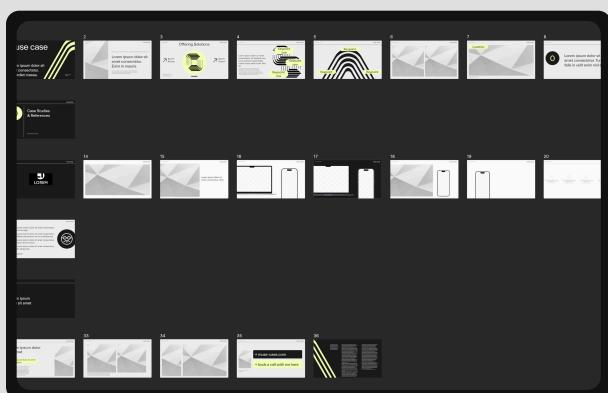
Duration: 2 weeks

The task was to further consolidate our tool landscape and migrate the company presentation from Keynote to Figma Slides. Goal: To create presentations faster, design them more consistently, and maintain them more easily together.



Step 1

I specifically explored Figma Slides and adopted best practices. Based on this, I revised the existing design and established a clear structure: central variables for colors, typography and spacing tokens, meaningful naming, grids, and auto-layout as standard. This makes layouts scalable and changes apply centrally.



Step 2

Next, I transferred the Keynote slides to Figma and consistently mapped them to the defined variables. Recurring elements (e.g., headers, text blocks, and tags) were built as modular components with variants. This resulted in a robust slides template – reusable across projects, with less maintenance effort and a consistent look.

My Learnings in the Project

I gained a much deeper understanding of the possibilities within the Figma ecosystem. I also spent a lot of time studying design systems. How are design systems composed? How are they built in Figma? I have become significantly better at building Figma components and generally using Figma as a design tool. I also learned a lot about how to structure and design presentations.

Figma Slides

Design System

Figma Ecosystem

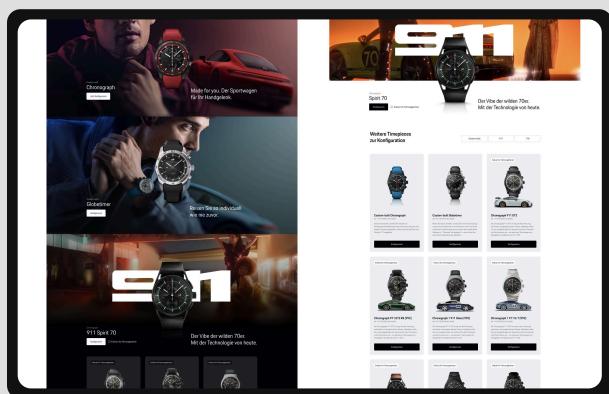
Presentations

Project Three

Collaboration on the redesign and UX optimization of the Porsche Timepiece configurator

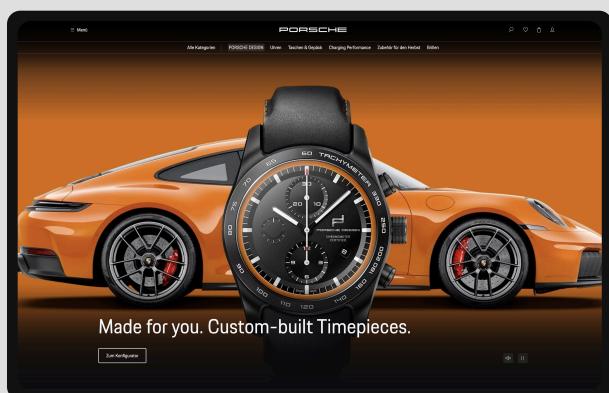
Duration: 3 weeks

This task involved redesigning the landing page of the Porsche Timepiece shop. The content should still be represented but better structured, clearer, and with a look and feel that matches the rest of the shop.



Step 1

Here, the first step was to analyze the page. There are various model lines, some exclusive, some configurable, and others configured by famous partners. Before starting with Lo-Fi and Mid-Fi variants of the page, the content had to be clustered, and a logic for order and presentation defined.



Step 2

With iterative steps, always in consultation with my responsible colleague, a design was created that I was proud of - and then discarded - as I discovered that the overarching page of the Porsche Design Shop already had an approach that needed some revision and could then be adapted. The watches are prominently placed in the design shop, and the intermediate step of an overview landing page was eliminated when landing directly in the configurator from the shop.

My learnings from the project

In this project, I significantly improved my layout skills. I also learned to appreciate the purpose of mood boards and competitive analyses. Most importantly, I learned that sometimes you need to take a step back from your small task and look at the bigger picture.

Redesign

Web Layouts

Content Clusters

UI Methods

Presentations

Project Four

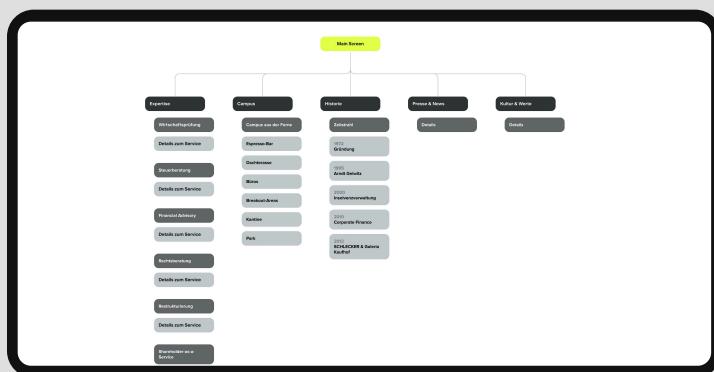
Designing and conceptualizing an interactive table for company representation

Duration: 9 weeks

This project involved creating an interactive table that stands in the foyer of a law firm and is intended to leave an impression on applicants and clients who have to wait a few minutes for their appointment, including the company history and campus.

Step 1

Researching and sorting possible content based on stakeholder wishes.



Step 2

Creating personas and aligning content accordingly. The main difference in the personas lies in the timeframe and areas of interest at the table.

Mandanten

Interessensfelder

- Expertise
- Renommee
- Campus
- Unternehmensgeschichte
- Aktuelle Neuigkeiten

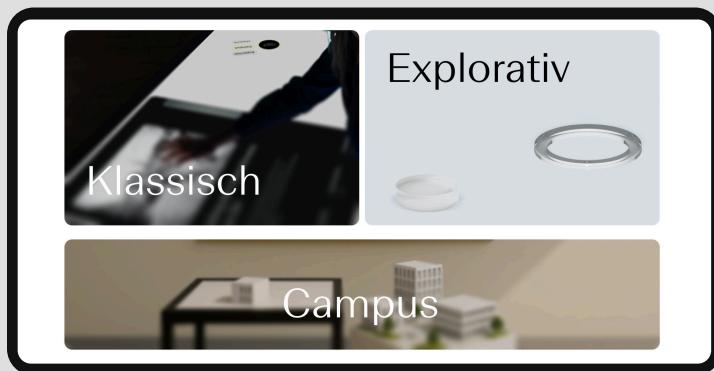
User Case / Verweildauer in der Lobby

Mandantengespräch ca. 4–6 Minuten

Kommt ggfs. zu zweit?

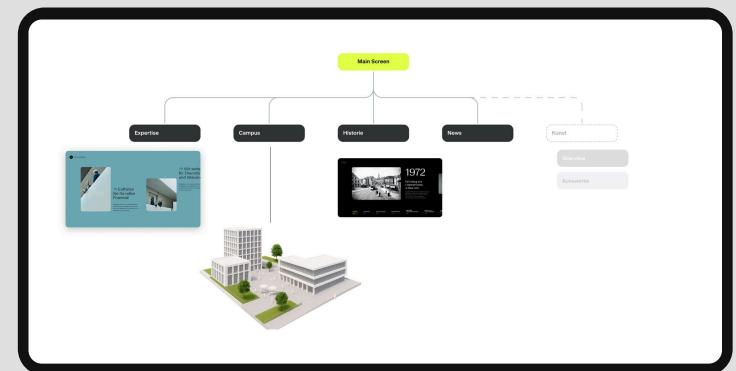
Step 3

Discussing a concept or variants as a UX vision that are simultaneously exploratory and impressive but also keep the learning curve low.

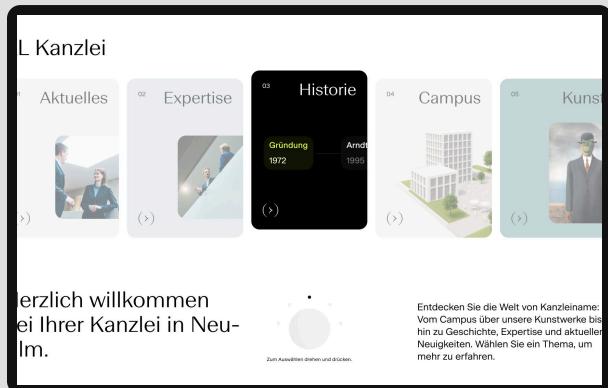


Step 4

Feedback discussions with the client to establish a preferred direction. Expanding with additional content that was still requested.



Results of Project Four



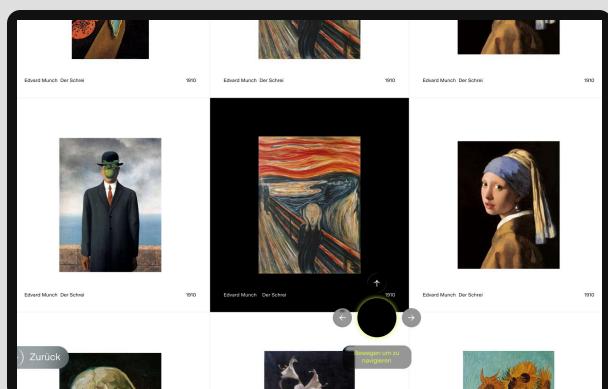
Main Screen

The exploratory variant was chosen, which brings a playful touch using Tangibles. The main screen serves as an overview of the content and the first navigation element. Here, the user learns that they can rotate the Tangible as a navigation element.



Campus Screen

For the campus, it is advisable to represent it as a 3D model and give the user the opportunity to look inside the buildings. This will impress especially applicants, but also clients. Here, the concept of Tangibles was further modified for additional variety. Important to keep the learning curve flat are indicators that convey at any time which function the Tangible is currently serving.



Art Screen

In the building, there is a lot of art hanging in the corridors that the stakeholder wants to make impressively explorable on the table.

My learnings from the project

I learned here that the order of steps is not always linear but often runs in parallel, even in a professional environment. Thus, content and variants as well as the sitemap were built more together than sequentially. I also learned to work even without much feedback from the stakeholder. When you are used to constant feedback in your studies, the way of working without feedback is fundamentally different. I also further improved my skills in Figma, my eye for UI, and my ability to work together with colleagues on a project while synchronizing ideas about how something should be.

Interactive Table Concepts

UI

UX

Sitemap

Wireframes

Interaction Design

Persona

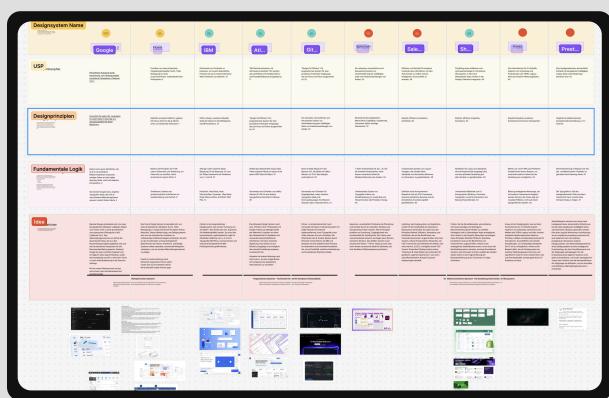
Teamwork

Project Five

Contributing to a UX vision for a design system.

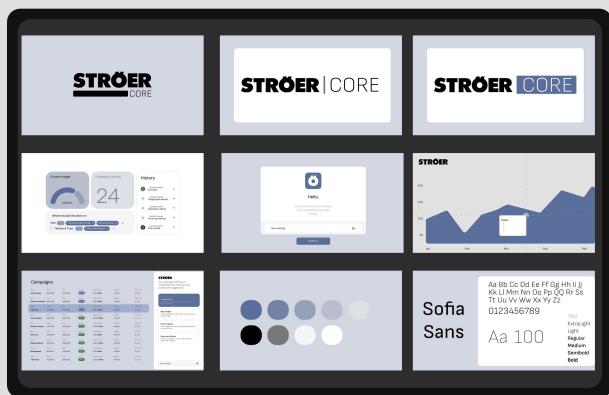
Duration: 2 weeks

Here we were tasked with creating a UX vision for a system that has grown over the years without a concept, consisting of various tools and complex programs.



Step 1

I was tasked with closely examining various design systems to take their principles, logic, and USPs as a mood board and foundation for ideas for the new one.



Step 2

How do you present a design system without actually creating one? You create a curated set of core components, a small token snippet, and a few reference screens that convey the desired look and feel. It's not about pixel perfection, but about direction, principles, and repeatability.

My learnings in the project

In this project, I significantly enhanced my knowledge of design systems. Not only how to apply them but also the fundamental logic behind them - what the idea is.

UX Vision

Design Systems

Presentations

Project Six

Engaging with current topics and writing articles for the company blog.

Duration: 2 weeks

Here I was to engage with topics that are currently interesting in the fields of design, software, and AI, and write blog posts about them.



Modell Context Protocoll

Post 1

AI Agents and MCP - Everything You Need to Know.
AI can now even order pizza for you. Did you know? LLMs like ChatGPT and Gemini are getting new features almost every month. Since this year, AI agents are available: they browse websites for users, compare complex offers, reserve tables, search for "that one" black dress, or automatically request quotes... [read more](#)



Post 2

Motion & Microanimations: How They Work and Their Benefits

They make system states visible, confirm user intentions, and synchronize expectation and outcome. This reduces cognitive load, accelerates understanding, and increases the feeling of security – without additional words or more complex UI structures... [read more](#)

My learnings from the task

In these tasks, I delved deeply into various topics and learned a lot of new things.

MCP

Microanimations

AI Agents

Motion Design

GEO & SEO

Headless CMS

Generative UI

Job Profile - Developer

Fonts and Their Impact

4

"I think I learned an incredible amount during these six months as a UX intern. I am grateful for the principles and skills I was able to develop and for the opportunity to gain insight into the daily work of a UX agency like muse case and to see the approaches of truly great UX designers."

- Johannes Biess -

Learnings

Professional

- Significantly deeper understanding of Figma and more confident, efficient use in daily work.
- Not only understood design systems but also built and utilized them effectively.
- Clearer understanding of how UX/UI teams work and make decisions.
- Improved usability noticeably through analysis of user flows and best practices.
- Professional stakeholder management: capturing needs, managing expectations, and constructively receiving feedback.

Personal

- Working in an agency was a new and very educational experience.
- Methods from my studies gained real utility in practice; details are more important than expected.
- Saw how work in a team can be meaningfully structured and divided.
- Understood how important clear communication in a team is for project success.
- Actively contributed, took on responsibility, and learned from mistakes.
- Continuously improved workflows.

