



## JONATHAN ARBELY

Digital Enthusiast

E-Mail

[jonathan@bymagellan.co](mailto:jonathan@bymagellan.co)

Phone / iMessage / Signal

+49 (0)176 392 000 32

👋 Hej

# I'm Jonathan, Senior Designer & Developer.

I have been working as a designer (UI & UX/ Print, & Product), WordPress expert, fullstack developer and consultant for 10 years. During this time, I have had the privilege of working with a wide range of companies at home and abroad on a variety of projects.

Always creating measurable added value and working conscientiously are just as important to me as creating pixel-perfect designs and writing clean, comprehensible code.

For me, every task offers the opportunity to achieve the unexpected, the surprising and the impressive - so I always strive to achieve the best possible results, regardless of the discipline or gravity of the task.

Even after many years, my clients trust the results of my work, which is a special recognition for me. Especially where the interaction with the respective target group is most intensive.

In addition to my specific specialist skills, I have a broad general knowledge of the digital world. I apply this to find creative and innovative solutions to a wide variety of problems and tasks.

Sharing feedback openly and bringing a new perspective to projects and teams is a matter of course for me.

### Get to know me, my skills, approach and work:

👤 Web-Portfolio: [bymagellan.co](http://bymagellan.co)

👤 LinkedIn incl. project history: <https://bit.ly/jonathans-linked-in>

📸 Dribbble: [dribbble.com/jarbely](https://dribbble.com/jarbely)

🎨 Behance: [behance.net/jonathanarbely](https://behance.net/jonathanarbely)

🏞️ Unsplash: [unsplash.com/@jonathanarbely](https://unsplash.com/@jonathanarbely)

💻 GitHub: [github.com/jonathanarbely](https://github.com/jonathanarbely)

If a collaboration sounds attractive, I look forward to hearing from you.

Best Regards

*Jonathan Arbely*

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### Design

Design Language & -Systems

Product, Print & Illustration

UX-Research & Testing

Design Thinking

Design Systems

Branding & CI

UI & UX

Frontend Development

HTML (Pug) & SASS (BEM)

JS (ES\*) & JQUERY

Ionic Framework

Storybook

Vue.js

Backend Development

Firebase Realtime DB

PHP & MySQL

REST API

GraphQL

Workflow

CI/CD Flows

Browserify

NPM

Gulp

Git

WordPress

Custom Plugins & Themes

ACF, Elementor, Breakdance

Perf. Hosting, Headless CMS

Compliance

Consent Management

Serverside Tracking

Accessibility

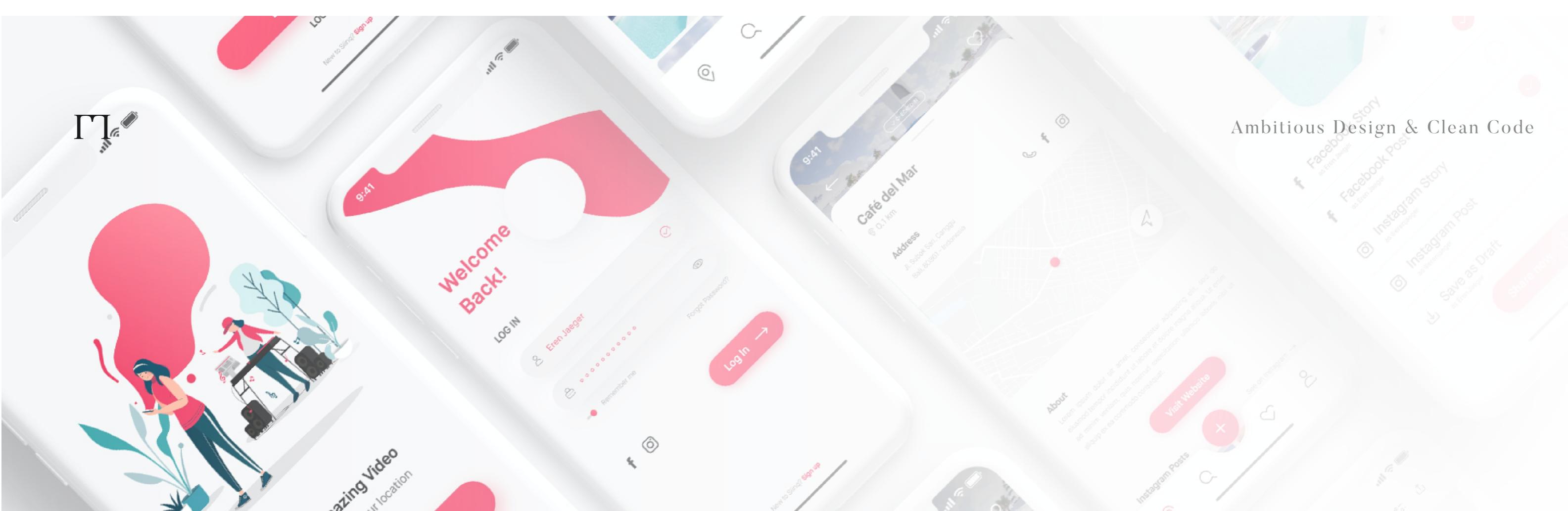
& more

Shopify & WooCommerce

Web Performance Metrics

CloudFlare

Web DRM



CV · Complete project history: <https://bit.ly/jonathans-linked-in>

## Recent Projects · Design, User Testing, QA & Research

### TIMELINE

02. 2024  
08 2024  
7 Months

### KUNDE & POSITION

Chargecloud GmbH  
Senior User Interface- & Experience Designer, Consultant  
Köln · Hybrid

### STACK & SKILLS

- Art direction & Designlead for App & Direct Payment 2.0 both white-label digital products for their hundreds of clients and their millions of users. High stakes in a highly competitive market environment.
- Major contributions towards a new, atomic Figma design system (Auto Layout 5.0) for all their Dashboard based products.
- Multi-staged, manual User Tests with Customers, Users and inexperienced individuals. Compilation of recommendations and iterative design process based on those findings.
- AA-Accessibility (APCA) compatible white-label color system

10. 2023  
03. 2024  
6 Months

DocMorris Apotheke N.V.  
Senior User Interface- & Experience Designer, Consultant  
Heerlen, NL · Hybrid

### TRACK RECORD

Won larger follow-up Project      Enthusiastic employees

- Project: Redesign and critically enhance SAP based Internal Tool
- Team: Data Entry Control
- Proof: Key User Tests via Manual User Testing and KPI measurements
- Meta Goal: Create a Design-System for internal software that's the basis for the next 10 years.

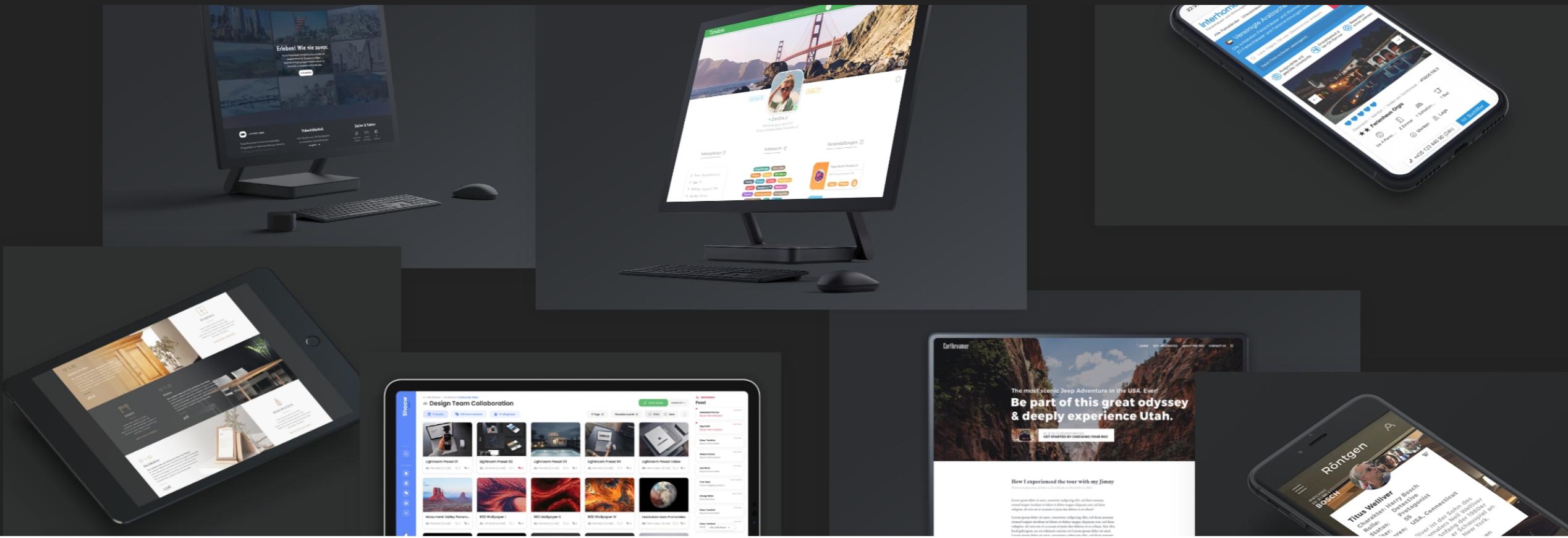
07. 2024  
1 Month

Mercedes-Benz AG  
External UX-Tester  
Böblingen · Vor-Ort

- Project: Refine & test a digital assistant
- Team: Mercedes-Maybach

& 30 additional Projects

IT



CV · Complete project history: <https://bit.ly/jonathans-linked-in>

## Recent Projects · Development & Design

### TIMELINE



02. 2021

05. 2023

2 Years  
4 Months

### CUSTOMER & POSITION

TeleClinic GmbH

WordPress Developer & (Fullstack) Designer

München · Remote

### REDESIGN KPIs

Ø Bounce Rate: -7 %

Ø Avg. Sess. Duration: +61 %

Ø Signup CVR: +47,5 %

### STACK & SKILLS

- WordPress & Elementor
- Web Vitals / CDN / Load Balancing
- Serverside Google-Tag-Manager Tracking
- Custom PHP & JS (JQUERY)
- Cybersec: Cloudflare, HTACCESS Rules & Wordfence (Plugin)
- Nighttime Emergency Response (Downtime / Bugs)
- API Implementation
- Pixelperfect Redesign (Figma x Adobe XD)



12. 2019

08. 2021

1 Year  
9 Months

Mekomaga GmbH

Frontend Developer & Designer

Emmendingen · Remote

### Pixelperfect Design

· PWA & SPA based on vue.js

· JSON Web Token (JWT)

· Web DRM

· UI Design

· HTML (Pug) & SASS (CSS)

· Gulp.js & Browserify Workflow

· Serverside Build & Deploy (Git Tasks)



08. 2021

10. 2022

1 Year  
3 Months

Messmer Pen GmbH

WooCommerce Shop with 3D Product-Configurator

Emmendingen · Hybrid

### SHOP KPIs

B2B Requests: +105 %

B2C Orders: +42 %

· Pens digitalised in Blender (photorealistic 3D modelling)

· WooCommerce

· PayPal-Integration

· 3D Product-Configurator

· Customized Theme

· Customized Video Plugin

& 30 additional Projects

# Project Showcase

An insight into my diverse design work.

The collage illustrates the following features:

- Home Page:** Shows the main navigation bar with links like "So funktioniert's", "Ratgeber", "Für Ärzte", "Für Apotheken", "Über Uns", "Behandlungen", and a user profile icon. It highlights a "TESTSIEGER" award for a self-test product.
- Erfahrungen mit TeleClinic:** A section featuring patient reviews and ratings for the app on AppStore, PlayStore, Trustpilot, and Google.
- Mit e-Rezept einfach & schnell Viagra erhalten:** A landing page for ordering Viagra online, featuring a circular image of a man in pajamas holding a smartphone, and a "TESTSIEGER" badge.
- Hashimoto Selbsttest für Zuhause:** A page for home self-tests, showing a product image and a "Selbsttest bestellen 89,00 €" button.
- Was unsere Patienten über uns sagen:** A section displaying a tweet from a patient (@hrmmewlf) praising the app for its convenience.
- Unsere Produkte:** Product pages for Viagra (ab 50,04 €), Sildafanil (ab 14,78 €), and Tadalafil (ab 12,86 €), each with a "Direkt zur Bestellung" button.
- Online-Anamnese und Terminkoordination:** A diagram illustrating the digital consultation process, showing a patient in a digital waiting room and a doctor performing an online consultation.
- DIGA-Behandlung:** A section for starting digital therapy, listing various programs like zanadio, somnio, and HelloBetter.
- So einfach funktioniert's:** A three-step guide for ordering medicine via app, showing a user's journey from registration to receiving their prescription.
- Häufige Fragen:** A frequently asked questions section with expandable answers.
- Einfache Bezahlung mit:** Payment options including Klarna, Skrill, and PayPal.
- Machen Sie jetzt den ersten, wichtigen Schritt.** A large circular image of a man with glasses and a beard, with the call-to-action text overlaid.

The collage consists of several screenshots from the teleclinic website, showcasing its user interface and key features:

- Top Left:** A landing page section titled "Diskrete Erstberatung bei psychischen Belastungen". It highlights "Termin buchen" (Booking) and "Aktuell kostenfrei" (Currently free). Below this, a circular graphic shows three mobile devices displaying the teleclinic app interface.
- Top Middle:** A section titled "So funktioniert die Erstberatung:" (How it works) showing a 3-step process: 1. Registrieren & Wunschtermin wählen, 2. Rezept per App, 3. Medikament erhalten. It includes a "Termin buchen" button and a "Spart Zeit und Sorgen" (Saves time and worry) note.
- Top Right:** A large teal banner with the "teleclinic" logo.
- Middle Left:** A section titled "Bei diesen Symptomen können wir beispielsweise helfen" (For these symptoms we can help) with links to "Coronavirus", "Rückenschmerzen", "Herzrhythmus-Störung", "Hautkrankheit", and "Blasenentzündung".
- Middle Center:** A "Vertrauen Sie auf erfahrene Fachärzte" (Trust in experienced specialists) section featuring a doctor's photo and a quote from Nikolai Schmidt-Sibeth.
- Middle Right:** A "Was tun, wenn es keinen Arzttermin gibt?" (What to do if there is no doctor's appointment) guide.
- Bottom Left:** A "Häufige Fragen" (Frequently Asked Questions) section with links to "Werden die Kosten von meiner Krankenkasse übernommen?", "Kann jeder das Angebot nutzen?", etc., followed by a "Termin buchen" button.
- Bottom Center:** A "Machen Sie jetzt den ersten, wichtigen Schritt für Ihr Wohlbefinden." (Take the first, important step for your well-being) call-to-action with a "Termin buchen" button.
- Bottom Right:** A "Behandlungen" (Treatment) section with a "AU anfragen" (Request AU) button, a "Rezept anfragen" (Request prescription) button, and a grid of service cards for "Frauengesundheit", "Männergesundheit", "Mentale Gesundheit", "Kindergesundheit", and "Chronische Erkrankungen".



**mekomaga**

MADE IN EMMENDINGEN

## Kopiergeschützt Medien teilen und kollaborieren

GDPR/DSGVO-Konform Digital-Rights-Management (Kopierschutz) Server in Deutschland

Mekomaga ist eine private Cloud-Lösung für die Regio, mit der Datenaustausch sicher, kopiergeschützt und Datenschutzkonform gelingt. Dafür legen wir Wert auf großtmöglichen Schutz Ihrer Medien via DRM, einzigartig in der Branche, und orientieren uns für die Weiterentwicklung unserer Lösung an Ihrem Feedback, Wünschen und Anforderungen.

Showbox v.1.0.0

### Alle Shows

- Design Team Collaboration
- Frontend Team Collaboration
- Backend Team Collaboration
- Marketing 101
- Wallpaper Team I
- Wallpaper Team II
- Andromeda Initiative (ai)
- Minimal Setups

EINZIGARTIGKEIT. MADE IN EMMENDINGEN.

### Vergleich mit anderen Anbietern

Unsere Lösung vereint einzigartigen Kopierschutz, Datenschutz und mehr als bloß die gewohnten Funktionen.

	Server & Daten bleiben in	Kopierschutz (DRM)	Entwickelt in	Beitreibbar auf eigenem Server	Kollaboration
<b>mekomaga</b>	•	•	•	•	•
OneDrive					
Dropbox					
I&I Cloud	•				

mekomaga.net

→ Design Team Collaboration "Palmen" Wallpaper

8 Assets 143 Kommentare 14 Mitglieder

Asset Aktivitäten Feed

Klaus Tandem

An dieser Stelle könnte der Ton noch deutlich lauter sein. Der vermeindliche Effekt bei 02:49 jedoch sollte definitiv deutscher implementiert werden. Das ist der Grund, warum es sich hierfür schneidet der Farbumwandlung abzuweichen.

Hilma Karlos

Neues Feedback

Maria Koller

Das entspricht perfekt unserem neuen Image. Ich fällt 10:58 leicht über nach der herkömmlichen Fassung.

Janna Rot

Das müssen wir ändern

Hilma Karlos

Neues Feedback

Andrea T. Kynsaki

This looks good, like it! The look & feel really captures our design...

Simon Schuster

Neues Feedback

Kommunizieren 12/5/48

35 GB 50 GB Upgrade

Upload

mekomaga.net

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SO FUNKTIONIERT'S

SO SIEHT EINE HOCHGELADENE DATEI AUF

mekomaga.net

→ Design Team Collaboration

8 Assets 143 Kommentare 14 Mitglieder

Asset Aktivitäten Feed

Lightroom Preset 01

Lightroom Preset 02

Lightroom Preset 03

Lightroom Preset 04

Lightroom Preset Video

RED Wallpaper

RED Wallpaper II

Text Dokument

PDF Dokument

Play

Wie funktionieren Showlinks?

Jeder generierte Showlink spezifiziert und instanziert den optimale Standort Assets.

Link generieren Show teilen

4 Tags Neueste zuerst Grid Liste

mekomaga.net

→ Design Team Collaboration

8 Assets 143 Kommentare 14 Mitglieder

Asset Aktivitäten Feed

Lightroom Preset 01

Lightroom Preset 02

Lightroom Preset 03

Lightroom Preset 04

Lightroom Preset Video

RED Wallpaper

RED Wallpaper II

Text Dokument

PDF Dokument

Link generieren Show teilen

Wie funktionieren Showlinks?

Jeder generierte Showlink spezifiziert und instanziert den optimale Standort Assets.

Link generieren

4 Tags Neueste zuerst Grid Liste

Wir freuen uns auf Sie!

Jetzt 30 Tage kostenfrei testen

Fragen oder Feedback?

Kontaktieren Sie uns

mekomaga

Theramara GmbH, Freibergerstrasse 9/1, 79312 Emmendingen



**easyMoney.com**

Calculate your **investments yield** over time.

Investment plan  
Premium: 4.03 %  
Invested amount  
£ 10,000  
**Start Earning**  
This calculator is for informational purposes only. Calculated yields assume that principal and interest remain in your account.

In 33 months you will have **£ 13 169 20**

HOW MUCH COULD YOU EARN?

SECURE UK PROPERTY

Where is your **money invested?**

We focus on quality rather than quantity of our peer to peer investment loans to help protect your money. Your funds are gradually diversified across bridge and development loans to property professionals.

£ 17,000,000 Development Loan  
£ 17,000,000 Development Loan  
£ 17,000,000 Development Loan  
£ 565,000 Bridge Loan  
£ 565,000 Bridge Loan

Rated excellent on **Trustpilot**

Earn up to **8.00 %** on your **investment** per year on loans secured by UK property

Invest in peer to peer loans backed by UK property - from one of Europe's best-known brands

Ask to withdraw at any time - average over past 12 months: under one day

No loan has ever made a loss!

Option of tax-free interest in an Innovative Finance ISA

Get started or learn HOW IT WORKS

Get started

TIERS

Choose your **investment amount**

As your investment level increases you automatically move to a higher target rate. You can ask to withdraw anytime, but please note instant access not guaranteed.

£1000+ Classic 3.08 % Target Rate P.A.  
£10,000+ Premium 4.03 % Target Rate P.A.  
£20,000+ Premium Plus 5.02 % Target Rate P.A.  
£100,000+ High Net Worth 6.01 % Target Rate P.A.

Interest paid monthly  
Ask to withdraw any time  
Backed by UK property  
Track your investment 24/7

Select Tier Select Tier Select Tier

We assess each of our peer to peer loans individually and the Target Rate shown is the average across the range of interest rates on our loans. As a property peer to peer lending company, we lend on carefully vetted property loans across different risk bands. Read more about the Target Rate on our Help Pages.

SECURE UK PROPERTY

Treating clients fairly is always our number one priority

We take legal charges  
All our projects have first or second charges. We do not offer a provision fund.

We want to protect your money  
Should easyMoney ever become insolvent we have arrangements in place to ensure the continued administration of each loan to help protect your money.

AS SEEN IN

Min. £1,000,000 Professional Investor 8.00 % TARGET RATE P.A.

Bespoke investment service Assess each deal individually Call us 0203 858 7269

WITHDRAW ANYTIME

Current time to get your **money back**

MINUTES 1 SECONDS 30

No withdrawal fees!

No money lost on loans over the past **16 years**:

2006	2007	2008	2009	2010	2011	2012
£0	0	0	0	0	0	0

2013	2014	2015	2016	2017	2018	2019
0	0	0	0	0	0	0

2020	2021	2022
0	0	0

Not one penny of investors money lost. Ever!

EARN & SAVE

Get exclusive benefits

Invest £1,000 or more and get valuable easyMoney plus membership for FREE

Savings of up to £1,000 a year with exclusive benefits and cash back  
Amazing discounts at over a thousand of the UK's leading retailers  
Easy to use in-store or online

easyMoney plus Smart Saver 14254605

Receive instant savings up to 55% at over 1,000 of Britain's biggest retailers.

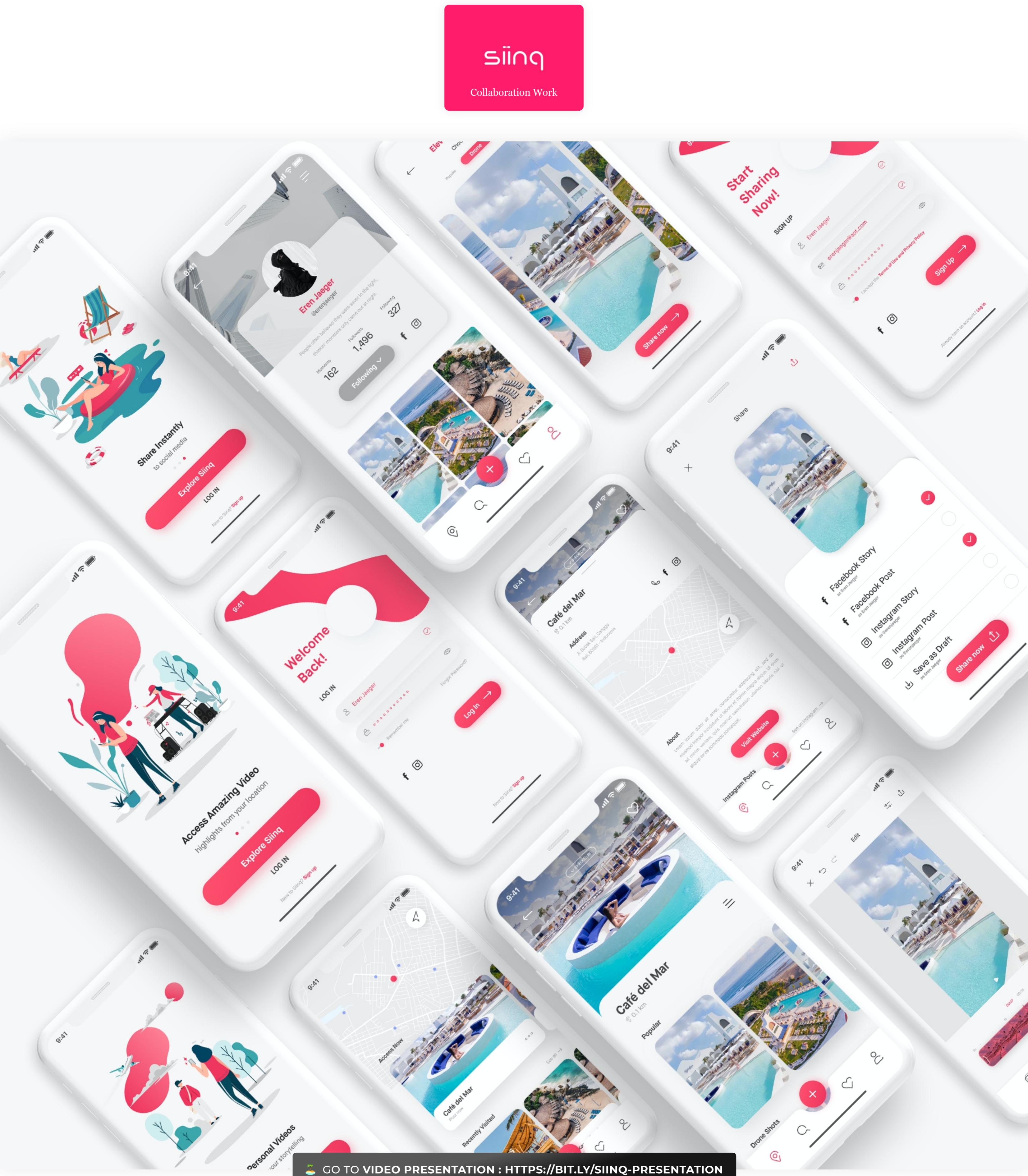
Google facebook Apple SONY Dell Microsoft Canon lenovo

TIME TO WIN

Sign-up and start your Regular or IFISA account

Name Group What Date? Continue

✓ Available to both regular and tax-free Innovative Finance ISA investors  
✓ Earn tax-free interest and invest all or part of your ISA allowance (£20,000). Tax treatment depends on individual circumstances and may be subject to change.



 GO TO VIDEO PRESENTATION : [HTTPS://BIT.LY/SIINQ-PRESENTATION](https://bit.ly/siinq-presentation)

Dashboard / Prüffall № 389233442 / 36023 Aufgabe: Kundenkennung prüfen – Error 292 Besteller: Jonathan Arbely – 342099302244 – 13.01.95 (29) Nach Details suchen 1 Hilfe

The screenshot shows a prescription form for a patient named Mustermann, Erika, with details like date of birth (12.08.1964), address (Heidestraße 17, 51147 Köln), and prescription number (A123456789). To the right, there's a detailed customer profile for Vanessa Lindt, including her gender (female), title (Dr.), first name (Alexandra), last name (Mind-Reuth), date of birth (18.08.1980), email (alexandria@hotmail.com), phone numbers (07641 958 111, 0176 392 000 32), street (Haydnweg), house number (3), zip code (79312), city (Emmendingen-Windenreute), country (DE), and insurance number (U56 7888 2334 2). A sidebar on the right lists recent purchases and a comment section.

Dashboard / Prüffall № 389233442 / 36023 Aufgabe: PLZ prüfen – Error Z07 Besteller: Jonathan Arbely – 342099302244 – 13.01.95 (29) Nach Details suchen 1 Hilfe

This screenshot is very similar to the one above, showing a prescription form for Mustermann, Erika, and a customer profile for Vanessa Lindt. The main difference is that the prescription form is blurred. The sidebar on the right also lists recent purchases and a comment section.

