



**KATRIN  
SCHLIERKAMP**



**MOBILE EXPERIENCE  
DESIGNER**

**CREATIVE**

**PROFICIENT**

JUST ASK  
MY MUM

# CONTACT



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18. Juli 1985 | Werne (NRW), Germany  
 katischlierkamp gluehwuermert

## SUMMARY

As a full-stack designer I solve problems by thinking creatively. I love being creative and working in an inspiring work environment as part of an interdisciplinary team. Prototyping the interaction concepts of holistic user interfaces and focusing on the user-centered design process using everything from scribbles to Axure or Balsamiq Mockups and Photoshop is my forte. I design products to be user-friendly, intuitive and joyful. When I am not UX-ing you can find me acting in the theatre, or browsing fleamarkets!

## EDUCATION

- 05/2015 Educational Training  
ESL St. Giles | Vancouver, Canada
- 07/2012 Bachelor of Arts, Information Design (1,7)  
Hochschule der Medien (Stuttgart Media University) | Stuttgart
- 05/2012 – 06/2012 Educational Training  
ISIS Greenwich | London, Great Britain
- 12/2011 – 03/2012 Bachelor thesis/ note (1,3)  
West German Broadcasting Corporation (WDR) | Cologne  
User Experience for children using the example of 'Mouse TV',  
a German educational children's program
- 10/2008 – 07/2012 Bachelor-Studium: Information Design  
Hochschule der Medien | Stuttgart  
Specialities: Adobe Creative Suite for UI and UX design, applications based on user-experience design methods, accomplishing participatory design sessions and scenario-based design, creating educational systems (E-Learning)
- 09/2011 – 09/2011 Intercultural Design Camp  
Intensiv Programm Erasmus | Grebbestad, Sweden  
Working in an international team of 5 people, the project work covered conceptual work and hands-on experience. Presenting and campaigning the project, a travellers community to share experiences with augmented reality.
- 08/2004 – 07/2007 Traineeship: media designer, operating  
Aschendorff Medien GmbH & Co. KG | Münster
- 2004 Fachhochschulreife (1,7) (Equivalent to A-levels)  
Fachoberschule für Gestaltung | Dortmund

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## WORK EXPERIENCE

- 01/2014 – present **UX Designer**  
Katrin Schlierkamp | Munich  
Visual & editorial design, implementation of interaction concepts of user interfaces
- 05/2014 – 06/2016 **Mobile Experience Designer**  
Sixt SE | Munich  
Interaction concept implementation and visual design of mobile carsharing-apps: 'DriveNow', 'myDriver' and 'Sixt rent a car'. Responsible for a good usability and a great user experience. Creating native design patterns for cross-plattforms: Android L, iOS 8/9 and Windows 10.
- 01/2013 – 04/2014 **Junior Interaction Designer**  
User Interface Design GmbH | Munich  
Interaction concept implementation of digital user interfaces for embedded systems on usability methods of the user centered design process including user research.
- 10/2008 – 07/2012 **Freelance Graphic Designer**  
Greentomato Media Solutions | Stuttgart  
Handling a variety of different printed material, including books, newsletters, information leaflets and internal forms.
- 08/2010 – 02/2011 **Intern Interface Designer**  
Ravensburger Digital Munich  
Visual design of a range of materials mainly for web, including adverts, banner, and newsletters. Design and implementation of game concepts, serious games, post-production of educational based learning videos for young children.
- 08/2009 – 09/2009 **Intern Digital Compositor**  
West German Broadcasting Corporation (WDR) | Cologne  
Associated and getting an overview of the progress of 'Mouse TV' - a German-educational children's program and 'neuneinhalb' - a German educational teenager's program.
- 08/2007 – 07/2008 **Media Designer, Operating**  
Aschendorff Medien GmbH & Co. KG | Münster  
Liaising with printers to produce final prints, design of various printed matter, including internal forms and advertisements, digital image processing.

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## ADDITIONAL SKILLS

Languages German (native), English (fluent), Spanish (basic)

Softskills   
Contributes to a pleasant work environment and provides a positive customer experience. Advocates for a team-based mentality.

  
Has built unsurpassed empathy for user needs and the ability to tell stories from any angle.

  
Has a head full of ideas. Feeds herself with balanced diet of research, big walks among large trees and playing improvisational theatre helps her for sparking creativity.

Qualifications Yoga teaching kindy to tweens (LifeSKILLS Group, Sydney)

## COMPUTER SKILLS

Adobe Indesign 

Adobe Photoshop 

Adobe Illustrator 

Axure 

Balsamiq 

Sketch 3 

InVision 

Microsoft Office 

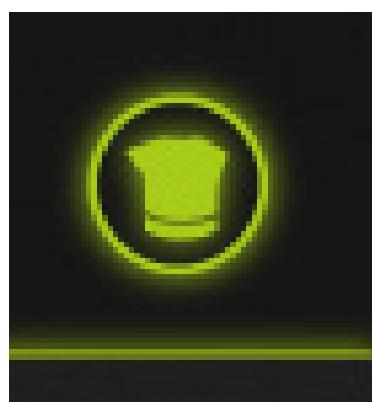
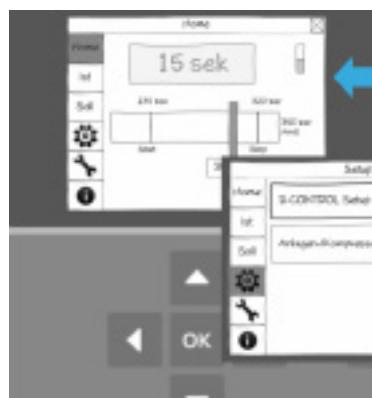
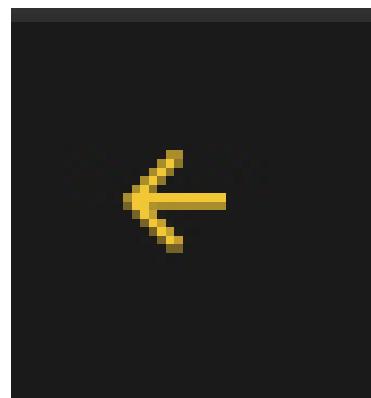
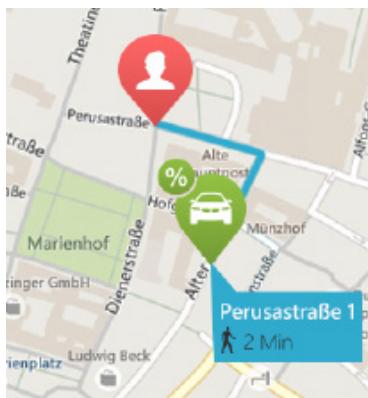
## INTERESTS

corporate design/  
gamification/  
board games/  
improvisational theatre/  
fleamarkets/  
playing saxophone/  
standup paddling/  
cutting figures out of wood/  
travelling  
yoga

THE PROOF  
IS IN THE **WORK**



## WHAT I'VE DONE



# PROJECT MY BUCK'S PARTY

# A creative book

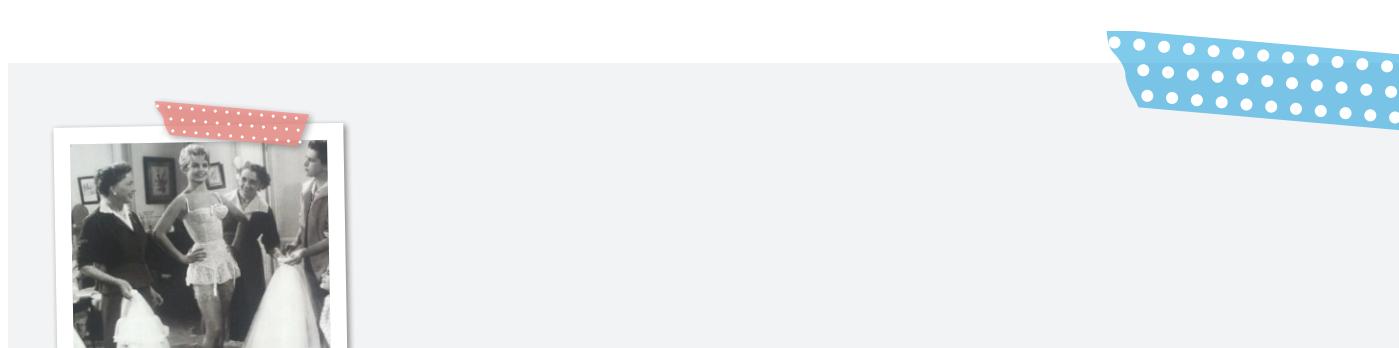
## The second most beautiful day (after the first)

wedding day of course, should be celebrated and stored in the archives forever. With this book the whole day is recorded pictorially and in written form. The bride is lead through the whole day by solving creative, hilarious and playful tasks. By the end of the day she will discover what kind of bride she is: praiseworthy, cheeky or perhaps a brilliant bride? This book delivers the answer ...

I was responsible for the entire project

- Brainstorming, analysis & research

- Concept, text, layout & design
  - Experience testing
  - Final designs in InDesign, Illustrator and Photoshop



# PROJECT DRIVE NOW

## Windows-Phone-Application

### PROJECT BRIEF (SIXT)

Drive Now is a joint venture between BMW and Sixt that provides carsharing services in several cities. I was asked to build their new windows application and their first new feature – a car radar.

### ROLE - UX & VISUAL DESIGNER

I oversaw the entire UX design process and participated in relevant sprints. My responsibilities included:

- Survey and competitive analysis
- Information architecture, sketches
- Hallway usability tests
- Design of early wireframes in Axure
- Final mockups and specifications

The screenshots illustrate the following features:

- User Cockpit:** Shows balance, package information, and a refer-a-friend button.
- Car Details:** Displays car model (MINI Coupe), license plate (M-DN-4721), location (Sebastian), and driving rates.
- Features:** Includes options to unlock or lock the car, cancel reservations, and report issues.
- Car Filter:** Allows filtering by car type (e.g., MINI Cabrio, MINI Coupe) and city.
- Personal Destination:** Shows a map with a destination marked at "Offic | Amiralplatz 12, Munich, Germany".
- Car Radar:** A feature that highlights a specific car in a list with a blue circle, indicating its current location.
- Car List:** Shows a filtered list of available cars, including MINI Coupe, BMW 1 Serie Convertible, BMW 1 Series, MINI Coupe, and BMW 1 Series.
- Login Data:** A form for entering personal and payment information.
- Payment Data:** A form for entering bank account details.
- Private Business:** A placeholder screen for business users.

# PROJECT MYDRIVER

## Chauffeur-Application (iOS & Android)

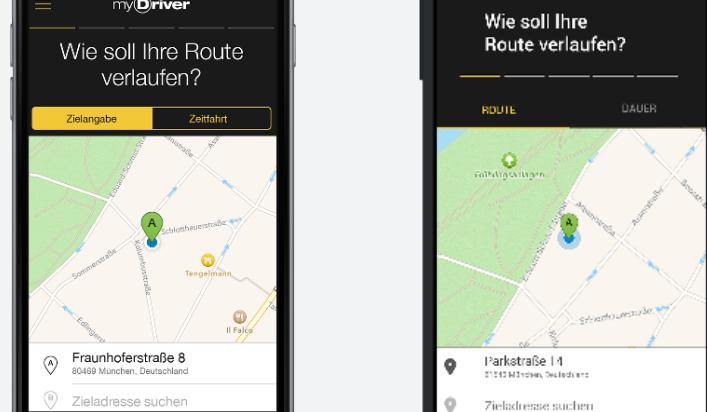
### PROJECT BRIEF (SIXT)

MyDriver is a part of the Sixt Group and combines a car rental service with a personal driver. In this project my partner and I provided an iOS and Android App. Over time, the app did not have a crafted brand-new checkout and payment experience, thus indicating we had to initiate a complete redesign.

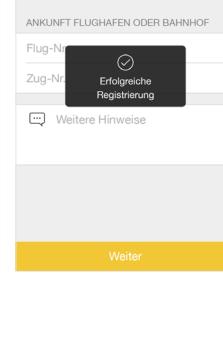
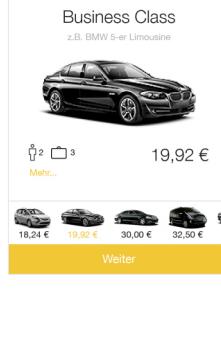
### ROLE - UX & VISUAL DESIGNER

I am directly responsible for designing Android and iOS features. I work closely with developers to ensure high quality implementation of visual designs. Additionally my tasks include:

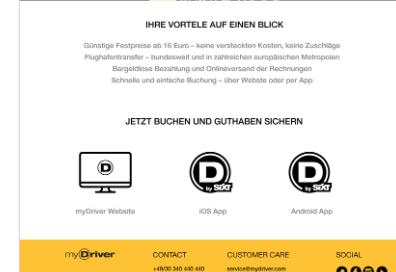
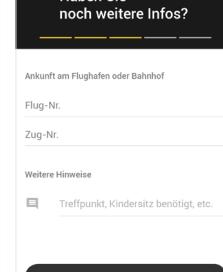
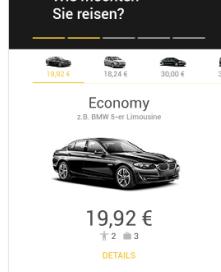
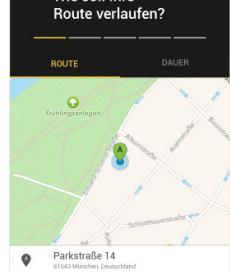
- User interviews, personas
- Design of early wireframes
- Sketches, final mockups
- Development of user interface assets



iOS and Android Designs

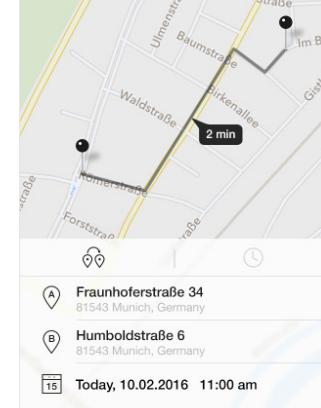
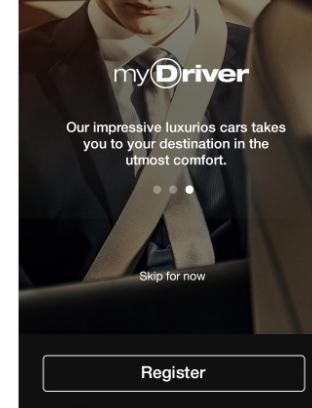
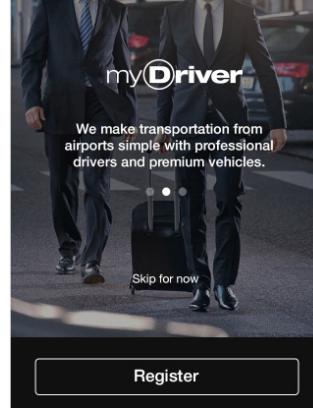
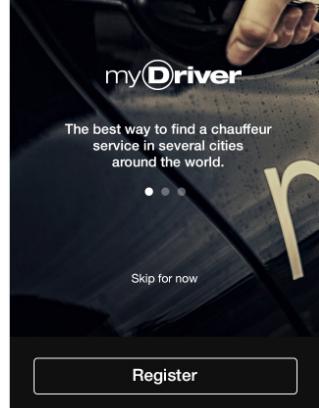


Some iOS-Designs



Some Android Designs - Material Design

Newsletter myDriver



When opening the app for the first time the user wants to see the walk through explaining him the benefits of myDriver.

ReBranding - new main screen

# PROJECT ELOMA

## UI baking oven

### PROJECT BRIEF (UID)

Eloma, a worldwide leading manufacturer of combi steamers and bake-off ovens for professional use prompted a new concept for a touch interface.

### ROLE - INTERACTION & UX DESIGNER

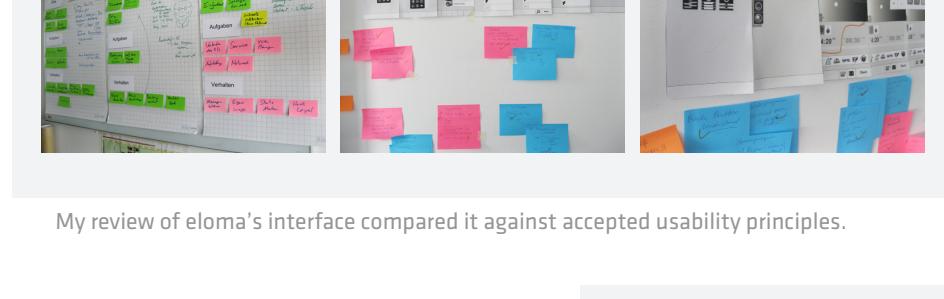
For this project we were tasked to figure out the pain points, goals and expectations of the old existing interface. We created an early prototype with Axure to test elements of the wireframes I conceived.

I performed multiple paper prototyping tests with users regarding the importance of features, the feel of early screens, and the overall friendliness of the interface. Summarized my tasks included:

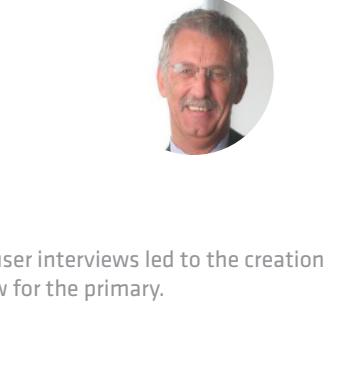
- Heuristic evaluations (Nielsen's Heuristics)
- Benchmark analysis, personas & scenarios
- Flowchart, information architecture
- Sketches, Design of early wireframes in axure
- Interviews and contextual inquiry
- Paper prototyping
- Final mockups



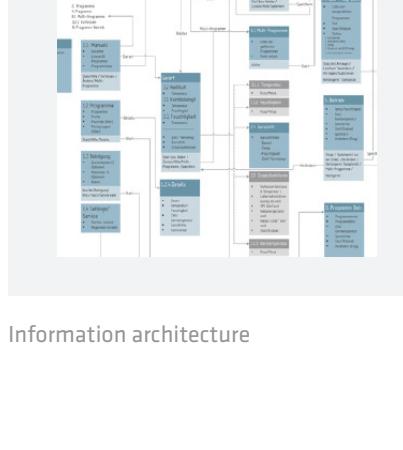
An example of a combi steamer



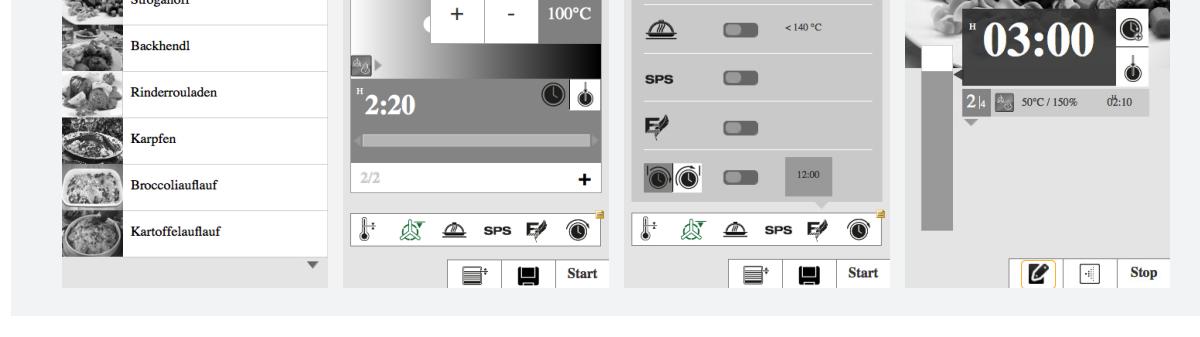
My review of eloma's interface compared it against accepted usability principles.



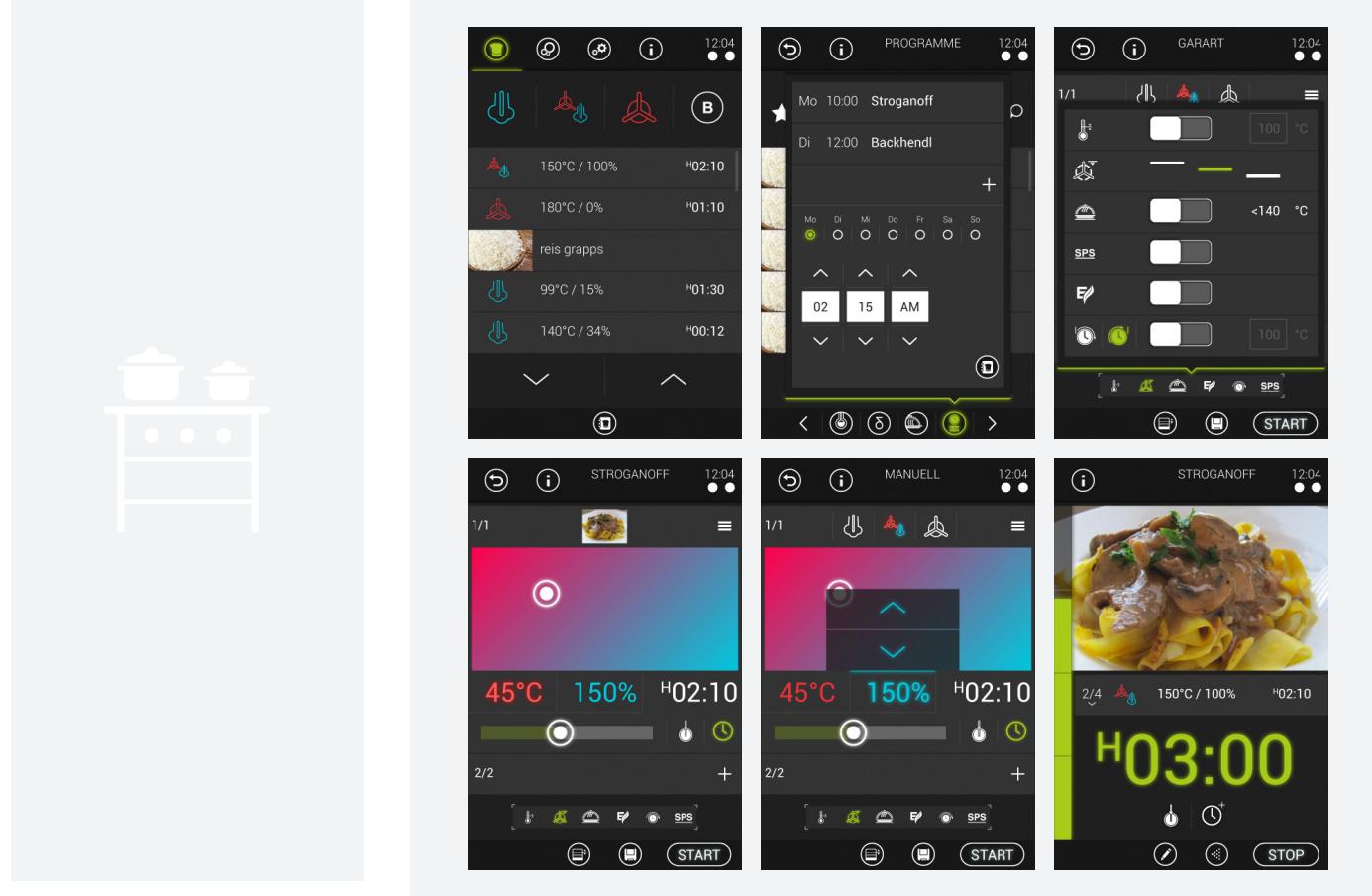
Competitive analysis and 4 user interviews led to the creation of 4 personas and a user flow for the primary.



Information architecture



Some of my wireframes of early screens



Final Mockups

# PROJECT BAUER

## ReDesign UI compressors

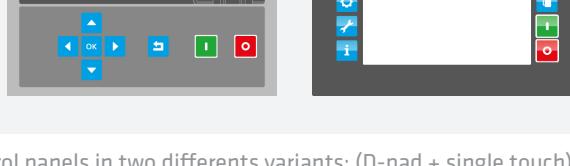
### PROJECT BRIEF (UID)

Bauer offers state-of-the-art compressors for the field of sports & safety. Bauer worked on two control panels which are operated variously: directional pad (D-pad) & single touch. Our team was tasked to create a unified interaction concept for the users so that they are able to operate consistently in spite of different interaction possibilities.

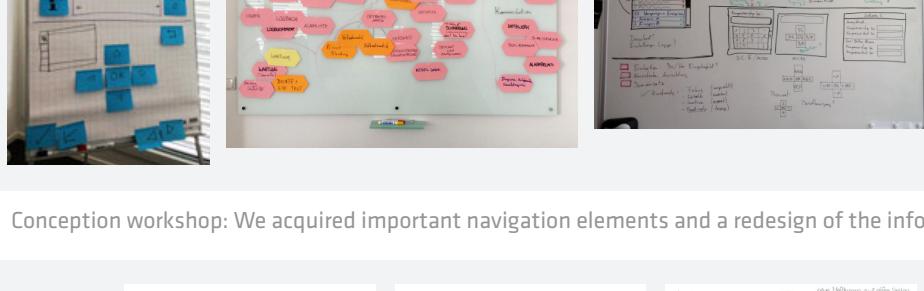
### ROLE - INTERACTION & UX DESIGNER

I oversaw the entire UX design process. My responsibilities included:

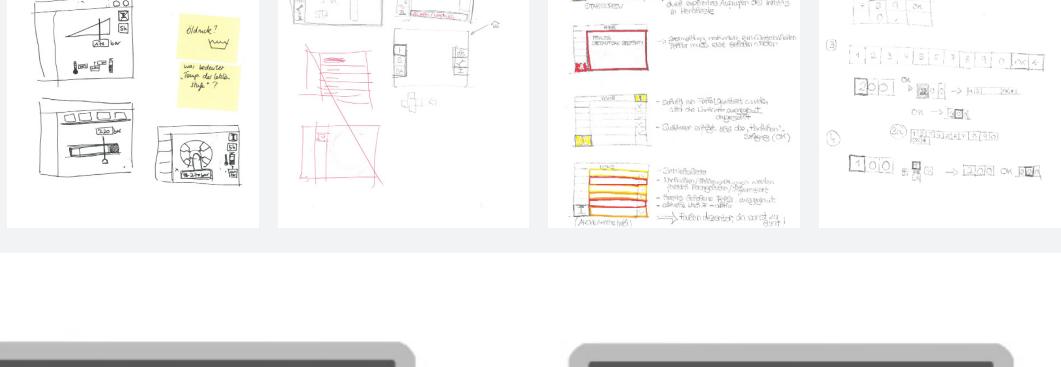
- Benchmark analysis, personas & scenarios
- Information architecture, sitemap
- Sketches, moodchart workshop
- Design of early wireframes in Axure
- High-fidelity ui prototype



Control panels in two different variants: (D-pad + single touch)



Conception workshop: We acquired important navigation elements and a redesign of the information architecture



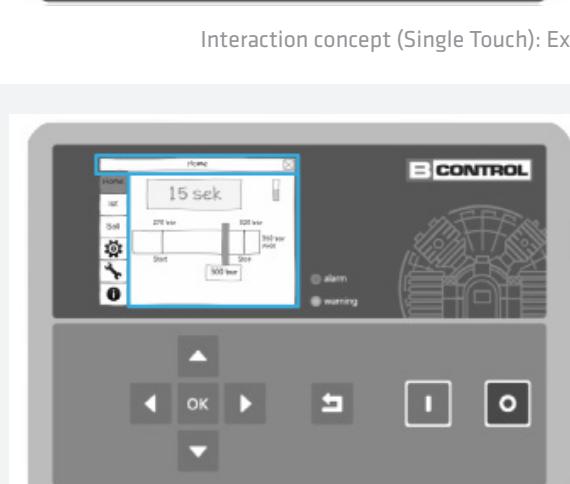
Scribbles



Interaction concept 1 (D-pad): Example of the navigation experience



Interaction concept (Single Touch): Example of the menu and a further subpage



Ultimately we had a concept for both different control panels

# PROJECT SENDUNG MIT DER MAUS

## UX/ Usability for children

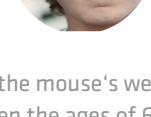
### PROJECT BRIEF (Bachelor thesis, WDR)

My thesis dealt with an experience-oriented concept for the website of the mouse ('Die Seite der Maus'). The page was designed with regard to children's development-psychology-theories and focused on the 'stimulation need'. There were factors of stimulation being used as a basis that may have had a significant influence on the user experience design.

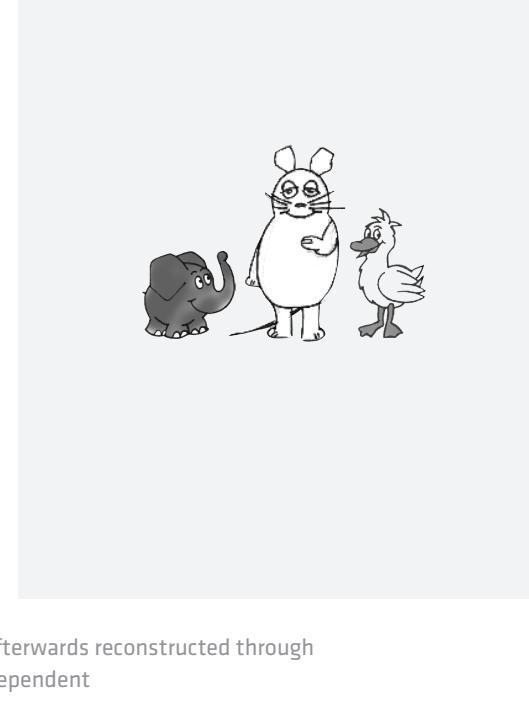
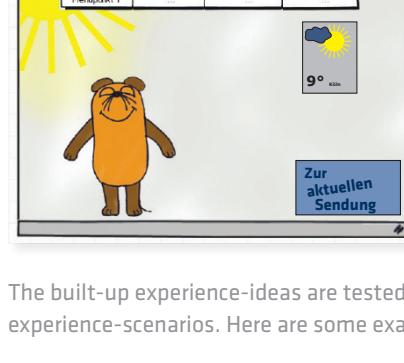
### ROLE - UX RESEARCHER & UX DESIGNER

I created and built new ideas for kids within scenario based design. My responsibilities included:

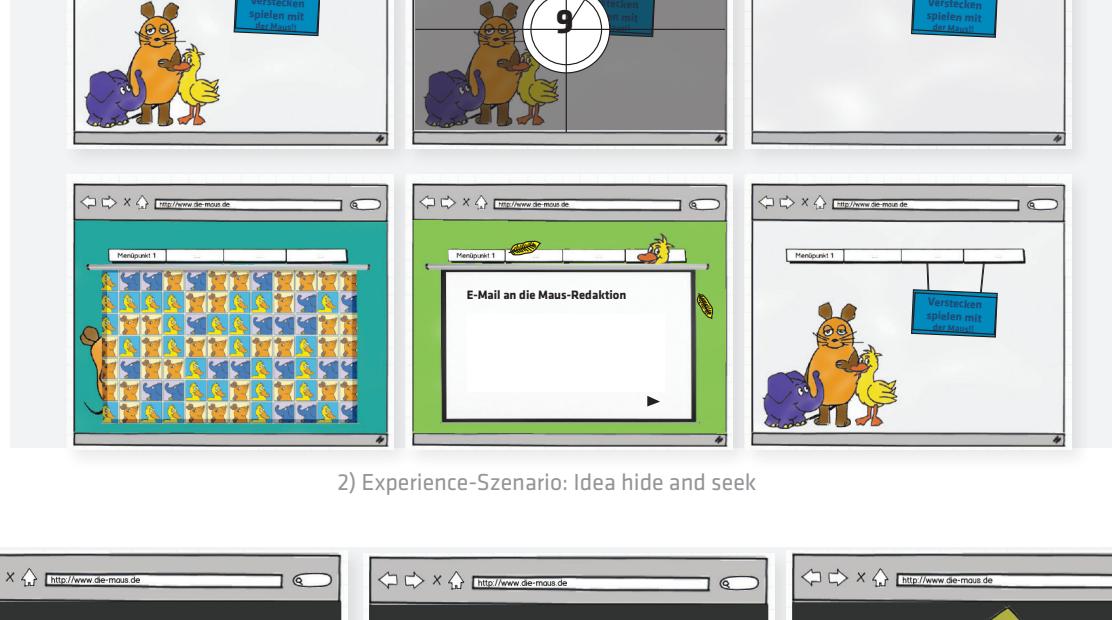
- Analysis, research, personas & szenarios
- Survey of the 'stimulation need', developmental psychology of children
- Pencil scribbles
- Final mockups in Balsamique



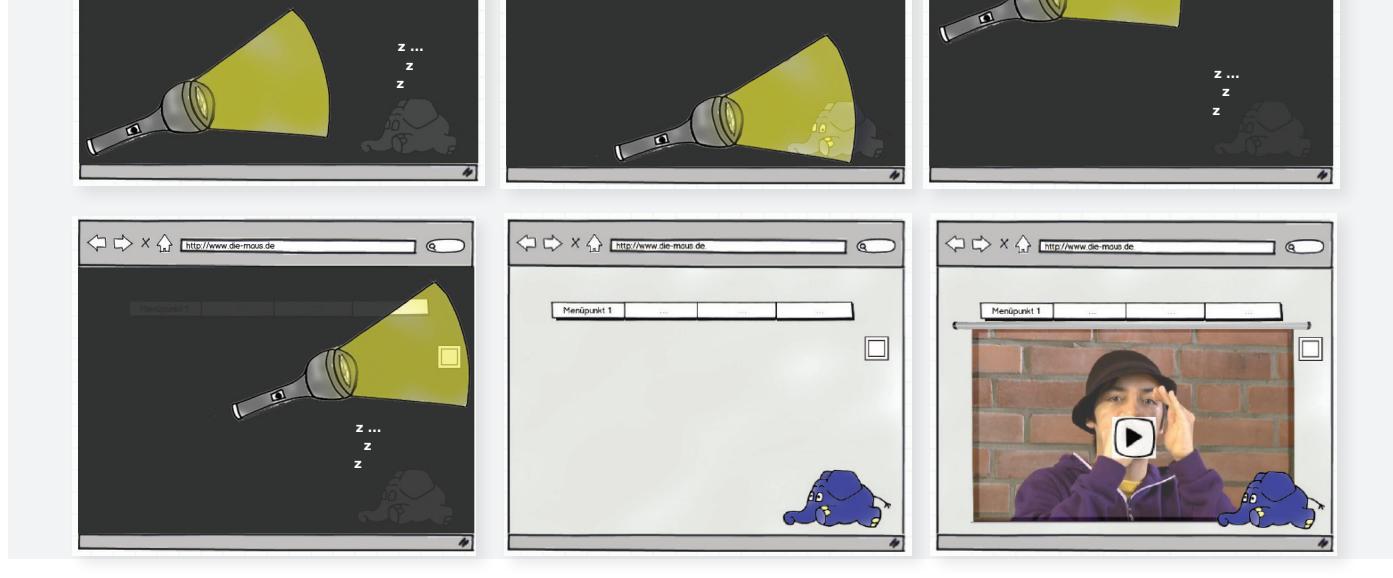
The main target group of the mouse's website is formed by children between the ages of 6 and 13.



The built-up experience-ideas are tested with regard to their level of stimulation and afterwards reconstructed through experience-scenarios. Here are some examples: 1) Experience-Szenario, Idea weather-dependent



2) Experience-Szenario: Idea hide and seek



3) Experience-Szenario: Idea adaptive lights

# PROJECT KICKSHOT

## Experiences for mobile photography

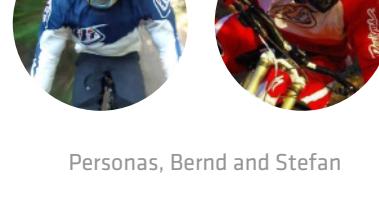
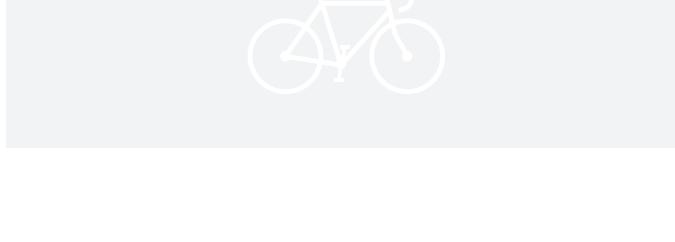
### PROJECT BRIEF (Study/ Carl Zeiss AG)

For this project we were tasked to create an application which is based on fulfilment of universal psychological needs, such as competence, relatedness, stimulation (...), to be the major source of positive experience with interactive technologies. We created ideas which were clearly linked to the context of extreme sport. The further the athlete jumps, the wider the view becomes,

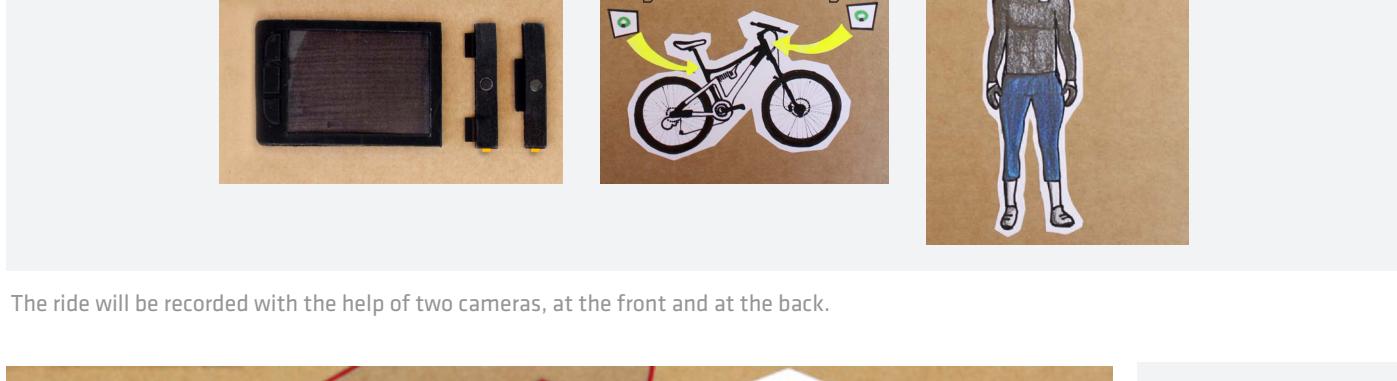
### ROLE - UX DESIGNER

I oversaw the entire UX design process. My responsibilities included:

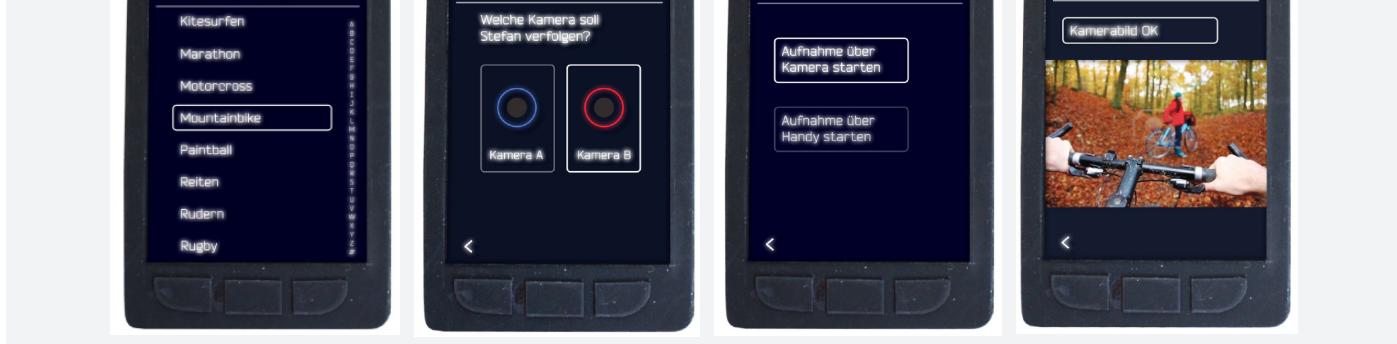
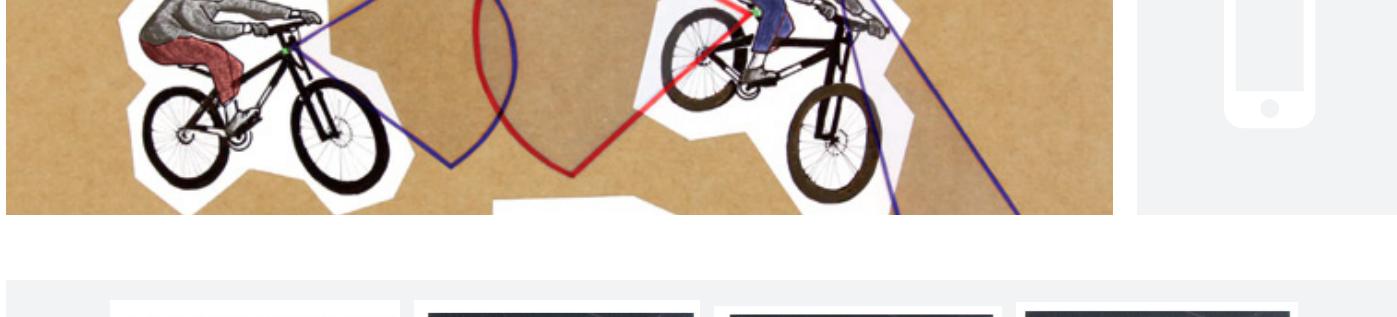
- Analysis, competitive analysis
- Personas & scenarios
- Ideas based on human needs
- Construction of the prototype
- Final mockups in Balsamique
- Moderation of user testing



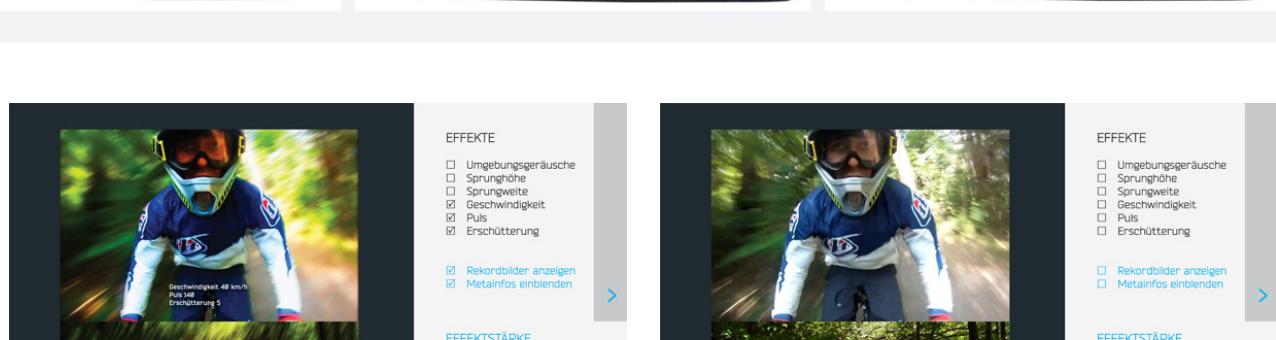
Personas, Bernd and Stefan



The ride will be recorded with the help of two cameras, at the front and at the back.



Prototype of mobile interfaces



The ride of the driver is affected by their movements.

**GOODBYE**



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