

Kristof Gatter **Digital Product Designer**

Portfolio

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I build digital products that feel right and make sense.

Digital product development is a complicated process where working siloed can lead to a lot of frustration of the people involved. In my experience, the best way to avoid this is by being committed to a closely integrated, agile design and development process.

I believe that user research, understanding strategic goals and working closely with developers and other stakeholders are all equally important in achieving the best results.



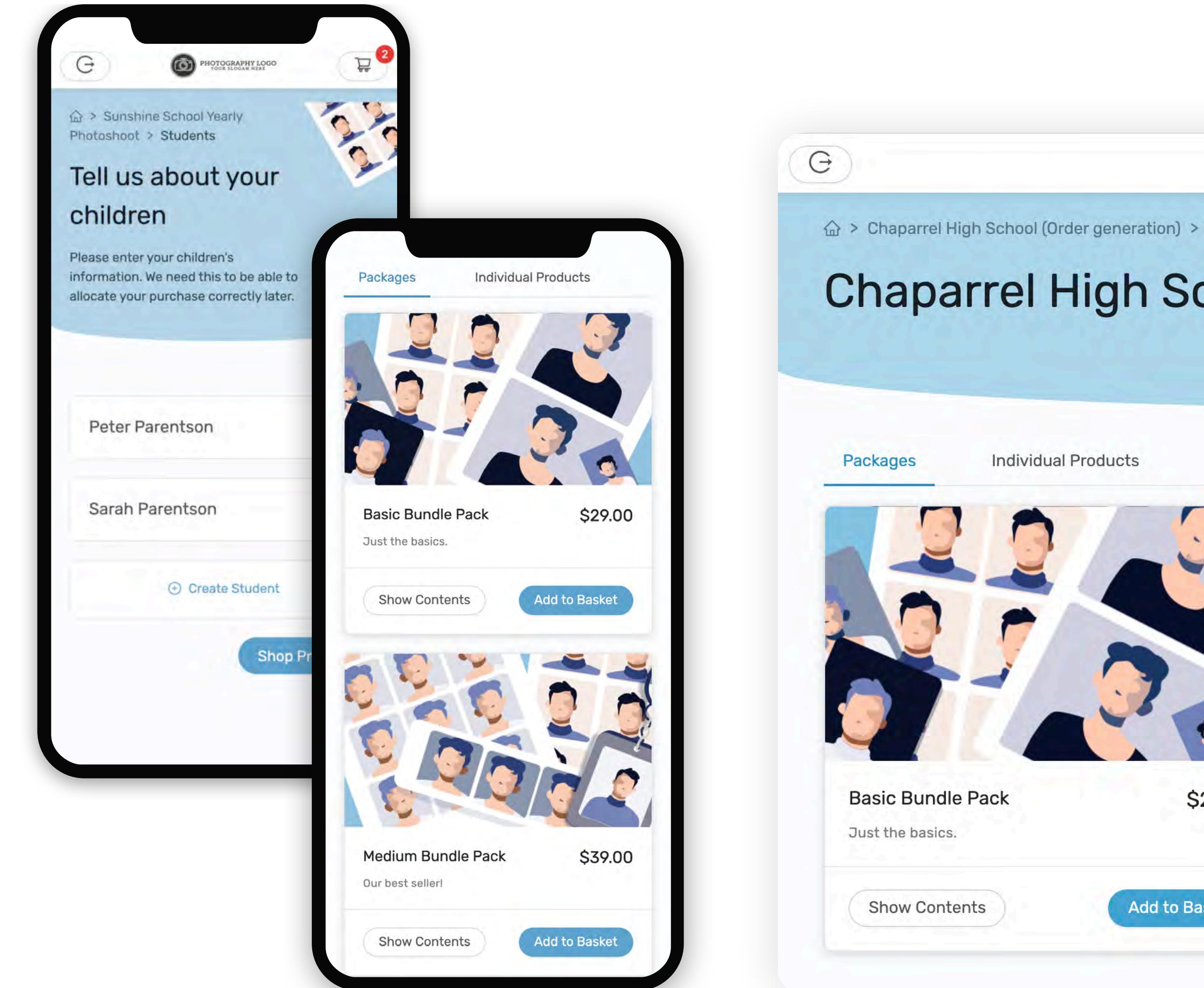
Digital Product Design

NOTE

While digital product design is my main focus, due to the nature of consultant work, a substantial number of projects I am or was involved with cannot be displayed publicly.

Case Study

Bootstrapping a Lean Webshop Client for GotPhoto



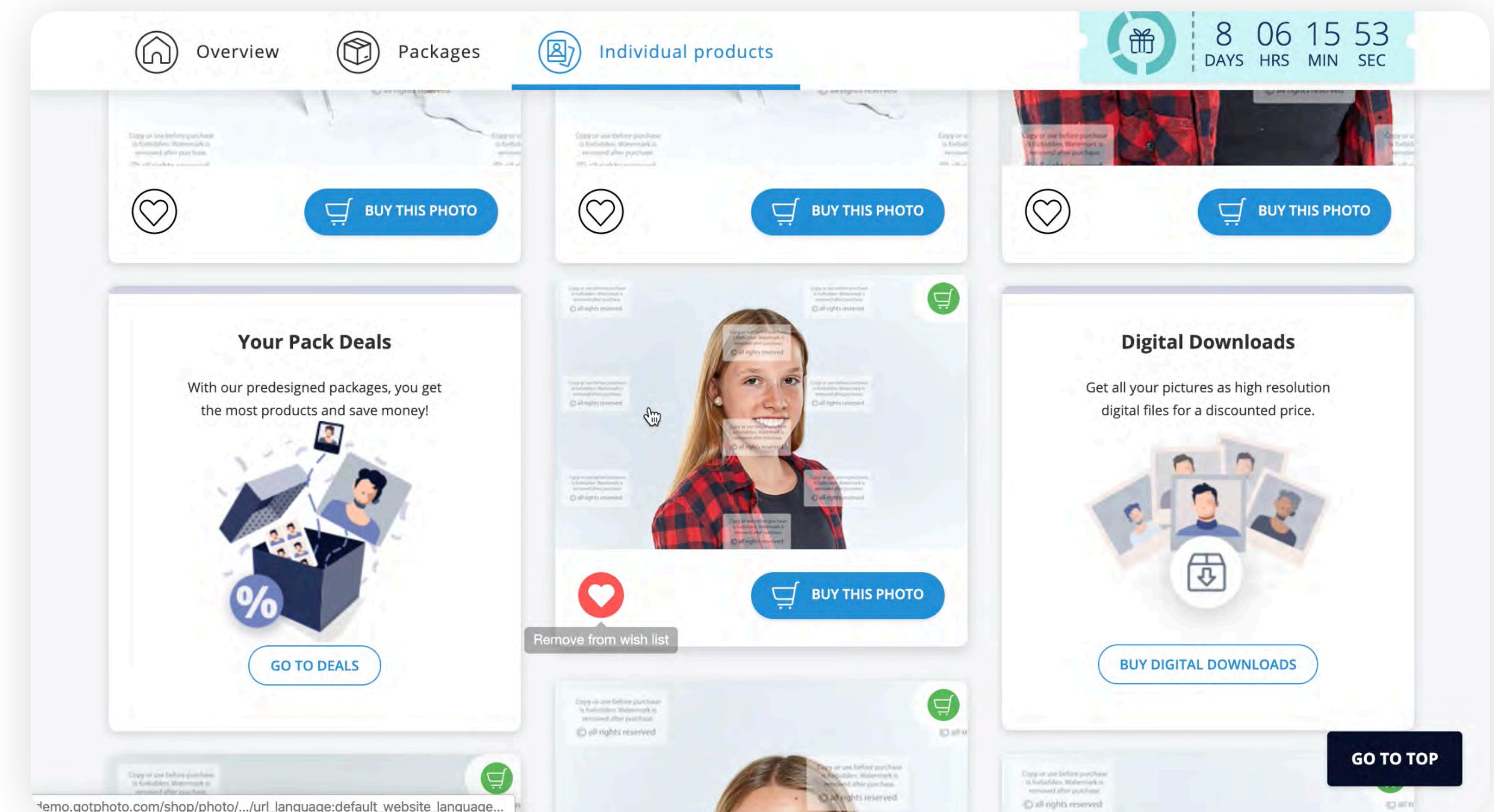


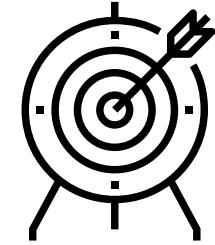
About GotPhoto

GotPhoto is an online shop system for volume photography.

Photographers can set up their own shop á la Shopify and sell print and download products through partnered labs and their own production methods to their customers (e.g. parents of schoolchildren).

GotPhoto operates under different names in major EU markets like UK, France and Germany among others as well as in the US.





Project Goals (Problem)

Primary Goal

🎯 Build a “Prepay Shop”

Paying before the photo shoot: US market specific scenario not covered by the original product.

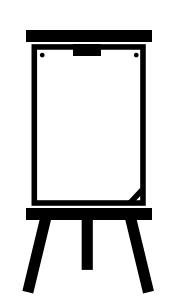
Lots of older & larger photography studios operate with a paper / envelope / cash or check system instead of online sales.

Secondary Goals

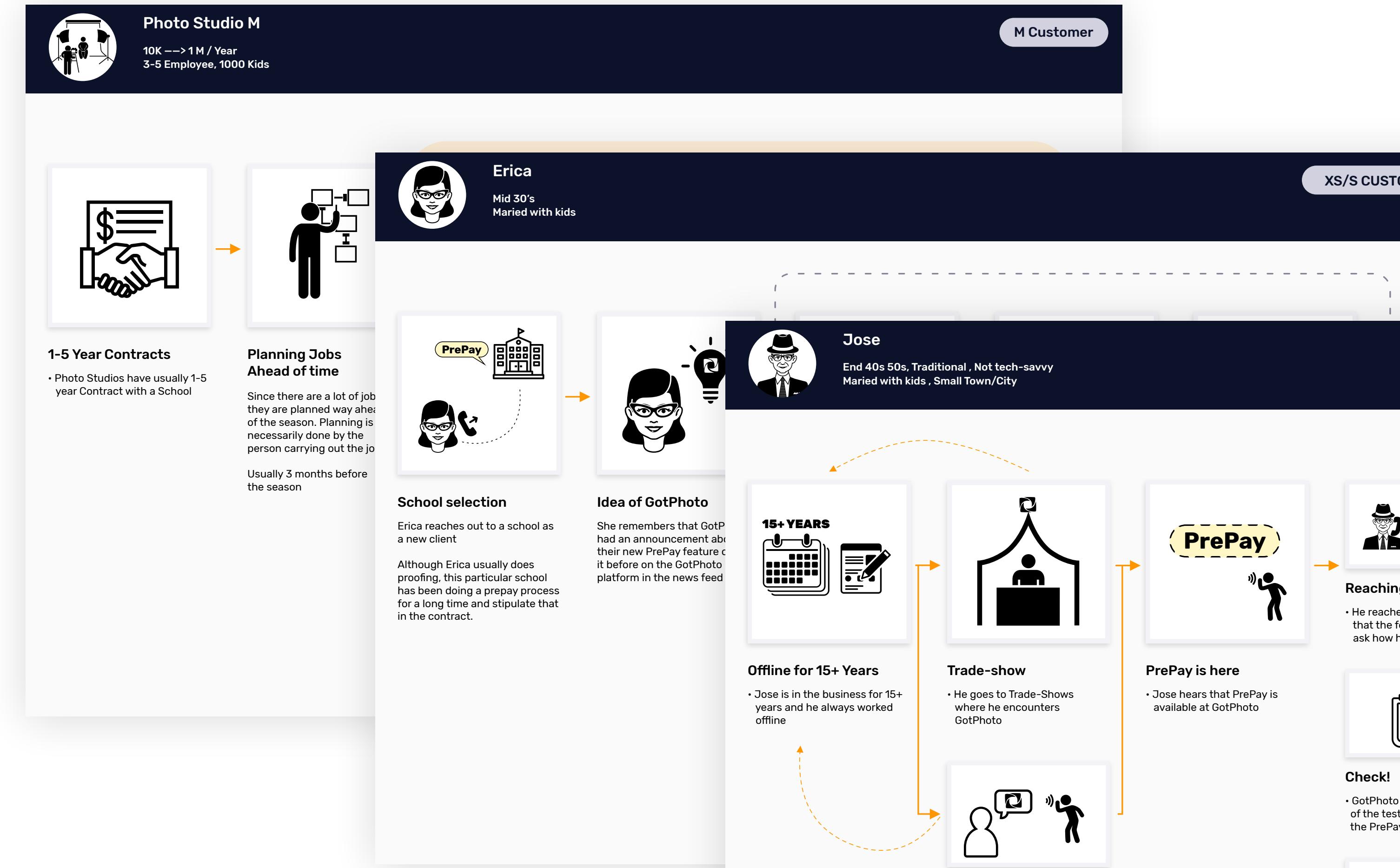
🎯 Work toward a more modularized shop system – smaller shop clients hanging on a standardized API for different scenarios

🎯 Test GraphQL / React setup (moving away from legacy PHP/Cake UI) and establish coding standards for further modules

🎯 Establish a unified visual language (a.k.a design system)



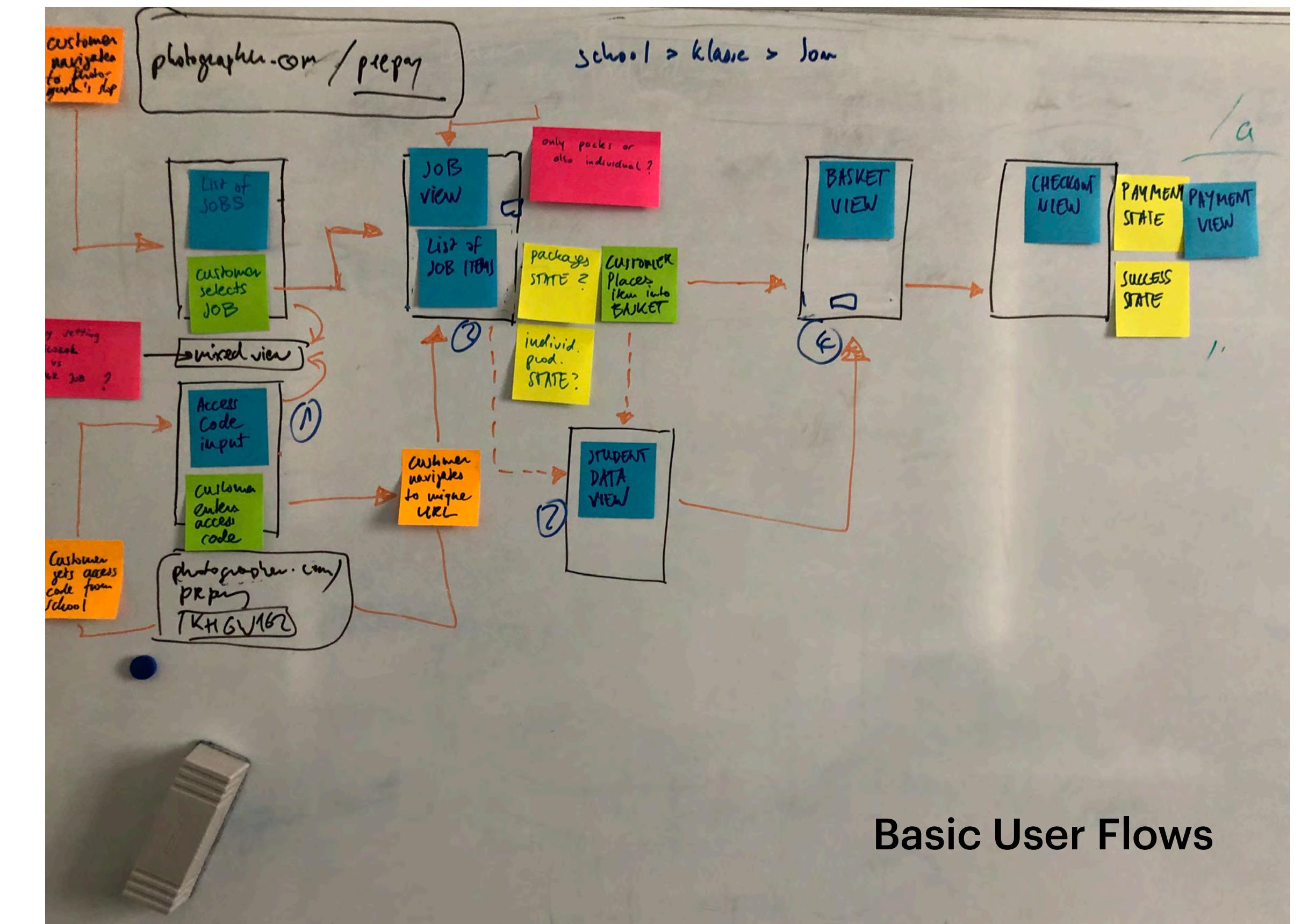
Mapping Out Scenarios & Personas with Customer Facing Teams



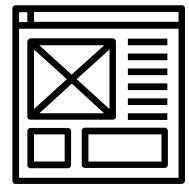
Workshopping the Product Idea with the Dev Team



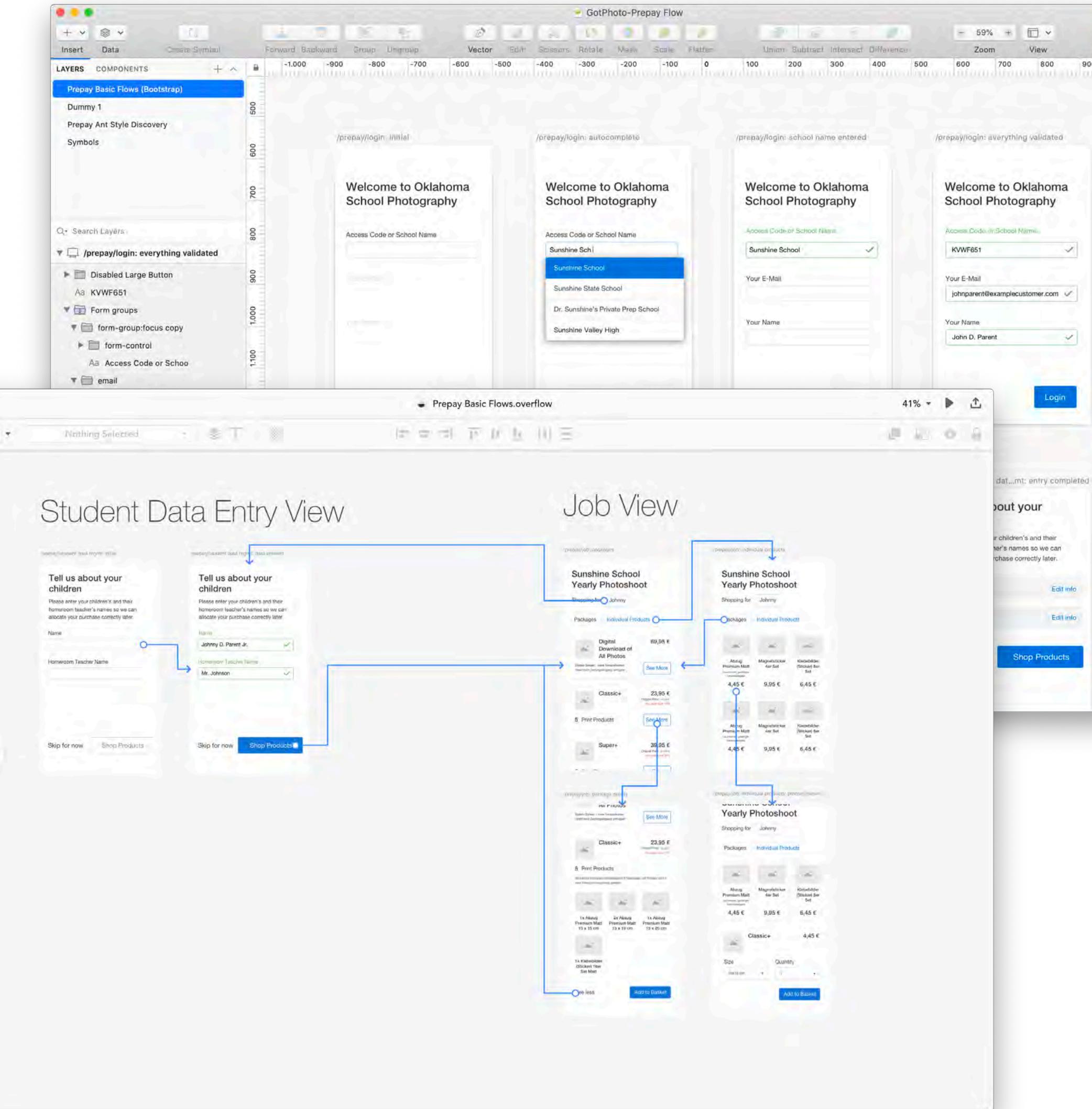
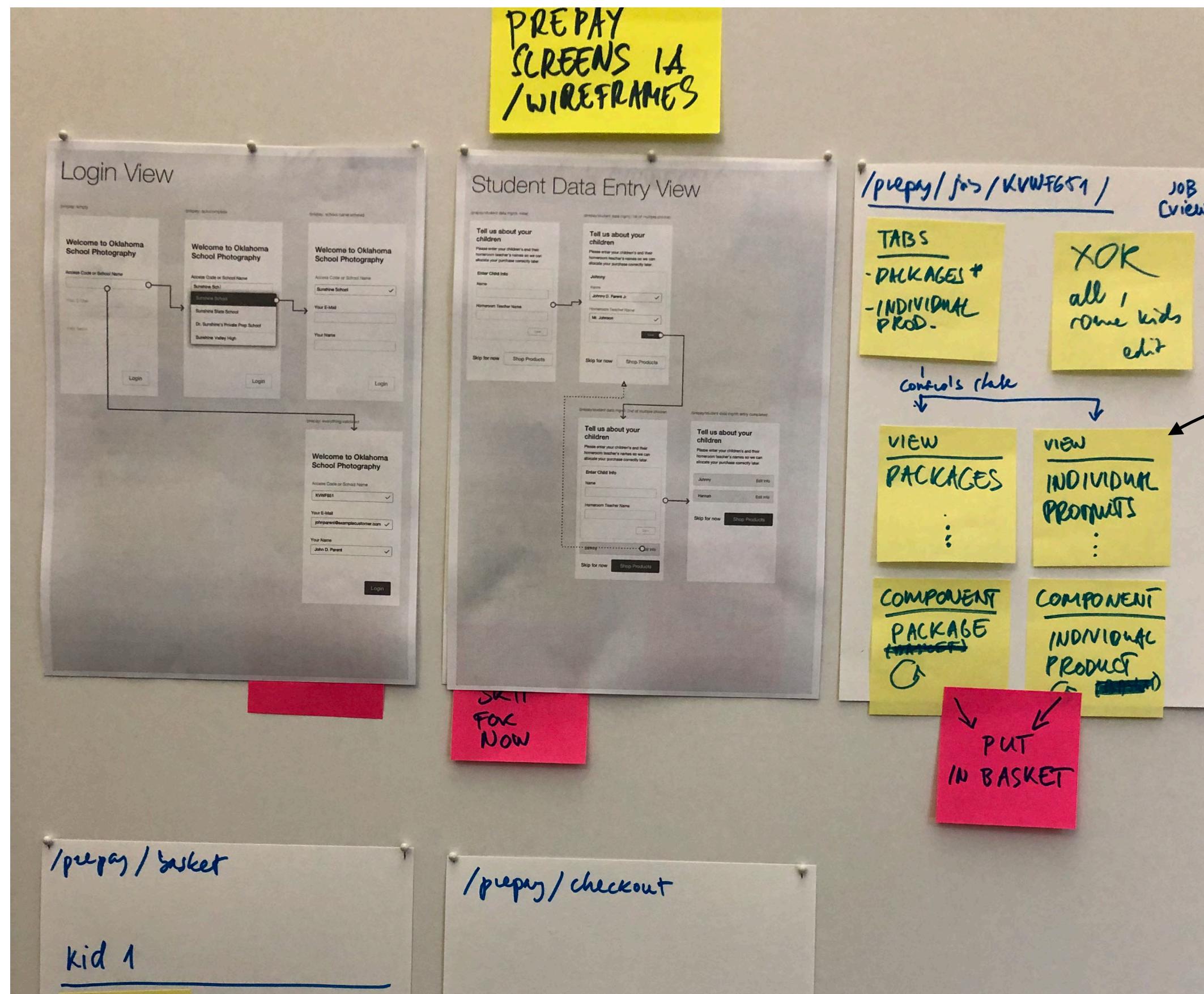
Eventstorming

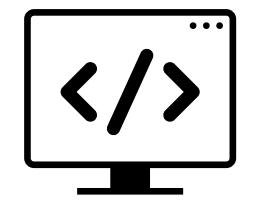


Basic User Flows



Defining Basic iA & Wireframes





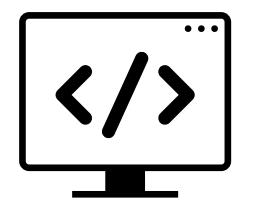
UI Development Groundwork: UI Framework Evaluation

The screenshot shows a digital product interface titled "FDE / Framework Eval". The main section is titled "Framework Eval" and displays a "UI Frameworks Evaluated Overview" table. The table has columns for Name, Styling, Documentation, Major Upsides, Major Downsides, and Comments. The rows list six frameworks: Ant, Chakra, Grommet, Bootstrap, BlueprintJS, and Semantic UI. Each row includes a checkbox for evaluation status, styling type (Global or Inline), documentation level (High or Low), and a brief description of major pros and cons.

Evaluate...	Name	Styling	Docume...	Major Upsides	Major Downsides	Comments
<input checked="" type="checkbox"/>	Ant	Global	High	Styling, Versatility of Comps	written in LESS	
<input checked="" type="checkbox"/>	Chakra	Inline	Low	Styling, quick to MVP	No community, developed by 1 guy, too opinionated	
<input checked="" type="checkbox"/>	Grommet	Inline	Low	Theme editor, modern grid system	Bad documentation, feels like beta (hover is weird)	
<input checked="" type="checkbox"/>	Bootstrap	Global	High	Mobile first, already used	styling not great, grid system old & outdated	
<input checked="" type="checkbox"/>	BlueprintJS	Global	High	Solid Components & Docs	No grid, hard to overwrite styling	
<input type="checkbox"/>	Semantic UI	Global	High			



Picked AntDesign mostly for a styling that felt pretty close to where we wanted to go visually and good extendability & modularity using CSS Modules and selective style imports with babel (see next slide for a sneak peak)



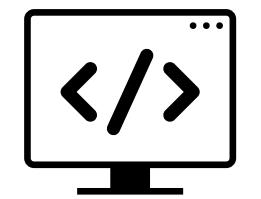
UI Development Groundwork: Extending AntD

The screenshot shows a code editor interface with two files open:

- Button.tsx** (left panel):

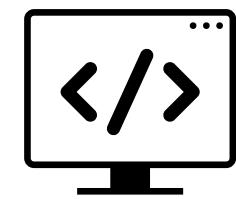
```
storefront > src > atoms > Button > TS Button.tsx > ...
You, 4 months ago | 4 authors (You and others)
1 import { Button as AntdButton } from "antd";
2 import { ButtonProps } from "antd/lib/button";
3 import cN from "classnames/bind";
4
5 import React from "react";
6 import styles from "./Button.module.scss";
7
8 interface IButtonProps {
9   type?: "default" | "primary" | "ghost" | "dashed" | "danger" | "link"
10 }
11
12 export class Button extends React.Component<IButtonProps & ButtonProps> {
13
14   public render() {
15
16     return (
17       <AntdButton
18         shape={"round"}
19         type={this.props.type === "plain" ? "default" : this.props.type}
20         {...this.props}
21         className={cN(this.props.className,
22           styles.Button,
23           { [styles.plain]: this.props.type === "plain" }
24         )}
25       >
```
- Button.module.scss** (right panel):

```
storefront > src > atoms > Button > PS Button.module.scss > ...
You, 4 months ago | 1 author (You)
1 @import "../../styles/Global";
2
3 .Button {
4   &:global(.ant-btn:not(.ant-btn-link)) {
5     &:not([disabled]):hover,
6     &:not([disabled]):focus {
7       border-color: customColor(--defaultAccentColor);
8       color: customColor(--defaultAccentColor);
9     }
10   }
11   &:global(.ant-btn-primary:not(.ant-btn-link)) {
12     background-color: customColor(--defaultAccentColor);
13     border-color: customColor(--defaultAccentColor);
14     color: $lightTextColor;
15     text-shadow: none;
16
17     &:not([disabled]):hover,
18     &:not([disabled]):focus {
19       background-color: lightness(var(--defaultAccentColor), 0.85);
20       border-color: lightness(var(--defaultAccentColor), 0.85);
21       color: $lightTextColor;
22     }
23   }
24   &:disabled {
25     background-color: disabledcolor(var(--defaultAccentColor));
26     border-color: disabledcolor(var(--defaultAccentColor));
27   }
}
```



UI Development Groundwork: Storybook

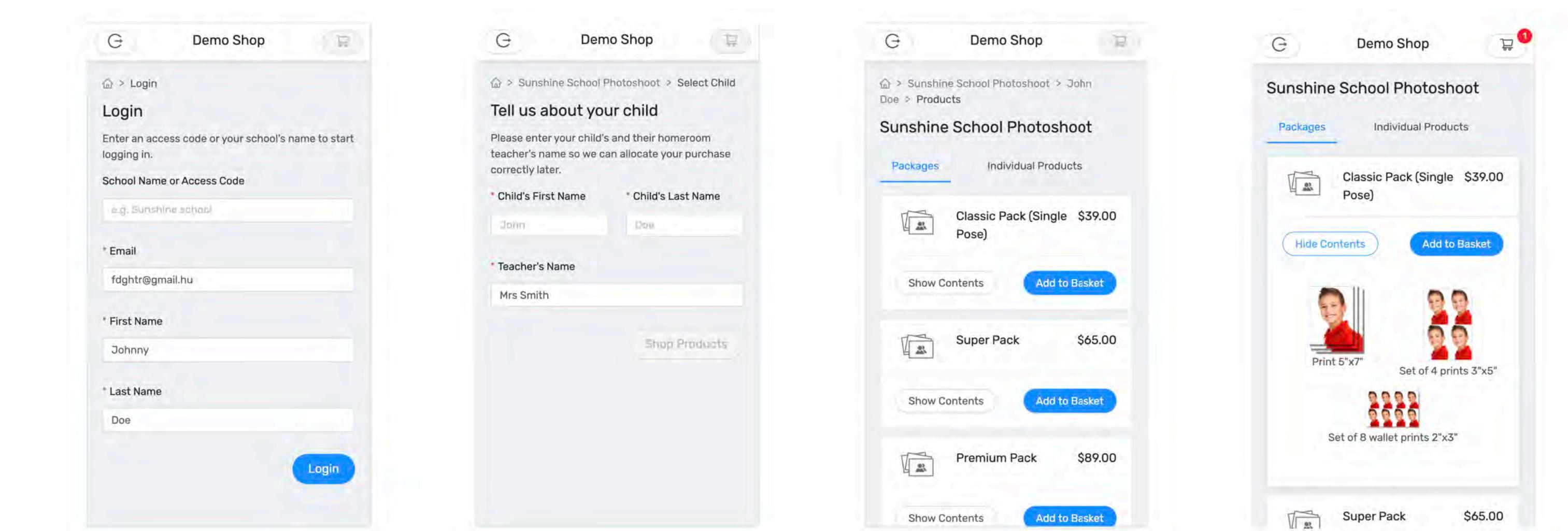
The screenshot shows a Storybook interface running in a web browser. The title bar indicates the page is 'PageHeader - Default · Storybook'. The address bar shows the URL 'localhost:9009/?path=/story/pageheader--default'. The left sidebar lists various UI components under the 'Storybook' heading, with 'PageHeader' currently selected. The main canvas displays a green rounded rectangle containing the text 'Tell us about your children' and a note about entering children's information. To the right of the text is a small illustration of two children. A dropdown menu in the bottom right corner shows several options: 'login', 'customer', 'basket', 'job', 'students' (which is highlighted with a blue selection bar), 'checkout', 'confirmation', and 'orders'. The overall interface is clean and modern, typical of a developer tool for UI design.



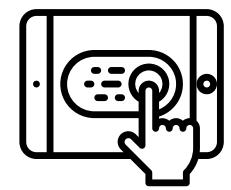
Building a Click-Dummy Directly Inside the Development Environment

We built a click-dummy of the app directly inside the dev environment using the default AntD components.

This way, the developers can already jumpstart working on the logic and functionality while we have more time finding a good visual design direction.







Start Usability Testing Early & Often

We used Lookback to test the first working prototype directly on phones, with real prospective clients from the relevant market segment.

The screenshot shows an email invitation from Kristof Gatter via Calendly. The subject line is "14. November 2019, 15:00 - 15:20 [REDACTED] and Kristof Gat...". The recipient is Kristof Gatter. The event name is "Pre-Pay Product Test Live Session". The message asks the recipient to follow a link to download the "Lookback Participate" app. It includes links for iPhone and Android app downloads, a location link, and links for cancellation and rescheduling. The email is powered by Calendly.com.

14. November 2019, 15:00 - 15:20 [REDACTED] and Kristof Gat... Maybe Decline Accept

Kristof Gatter 12. November 2019 at 23:31 [REDACTED] KG

[REDACTED] and Kristof Gatter To: [REDACTED]

Event Name: Pre-Pay Product Test Live Session

Please follow this link from your phone to download the "Lookback Participate" app which we are using to facilitate the testing session.

Join Session (<https://participate.lookback.io/WeqWEh?live>)

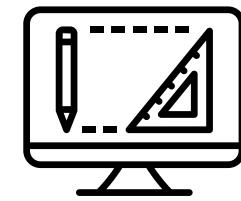
iPhone App Download (<https://apps.apple.com/us/app/participate-4/id1465098893>)

Android App Download (<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=2ahUKEwjZmcKX5cbIAhUHsaQKHb3WBrUQFJABegQICxAE&url=https%3A%2F%2Fplay.google.com%2Fstore%2Fapps%2Fdetails%3Fid%3Dio.lookback.participate%26hl%3Den&usg=AOvVaw3CtT9LGjSXCkkHaRvczPnw>)

Location: <https://participate.lookback.io/WeqWEh?live>

Need to make changes to this event?
Cancel: <https://calendly.com/cancellations/GBNONCB56CK2XOFM>
Reschedule: <https://calendly.com/reschedulings/GBNONCB56CK2XOFM>

Powered by [Calendly.com](#)



Finding the Right Visual Design Language



Once the visual direction is defined, we can directly start integrating it inside the app / storybook by building / extending components – the app effectively becomes a style guide itself.

POPULAR

Premium Mega Pack with 13 Print P

I am a text that explains you why this package that I am representing is the best . My duty is to provide you with value.

POPULAR

Classic Pack Multi Value (Single Pose)

I am a text that explains you why this package that I am representing is the best . My duty is to provide you with value.

\$139.99

\$139.99

LOGIN

Welcome

Enter Access code or School name for login

INSTITION

Sunshine School

Packages Individual Products

Resin Art Frame 12"x15"
\$32.99

See Product

Input field name
Select...

Print Book Family Edition 5"x7"
\$9.99

Basic Classic (Prints only)
\$139.99

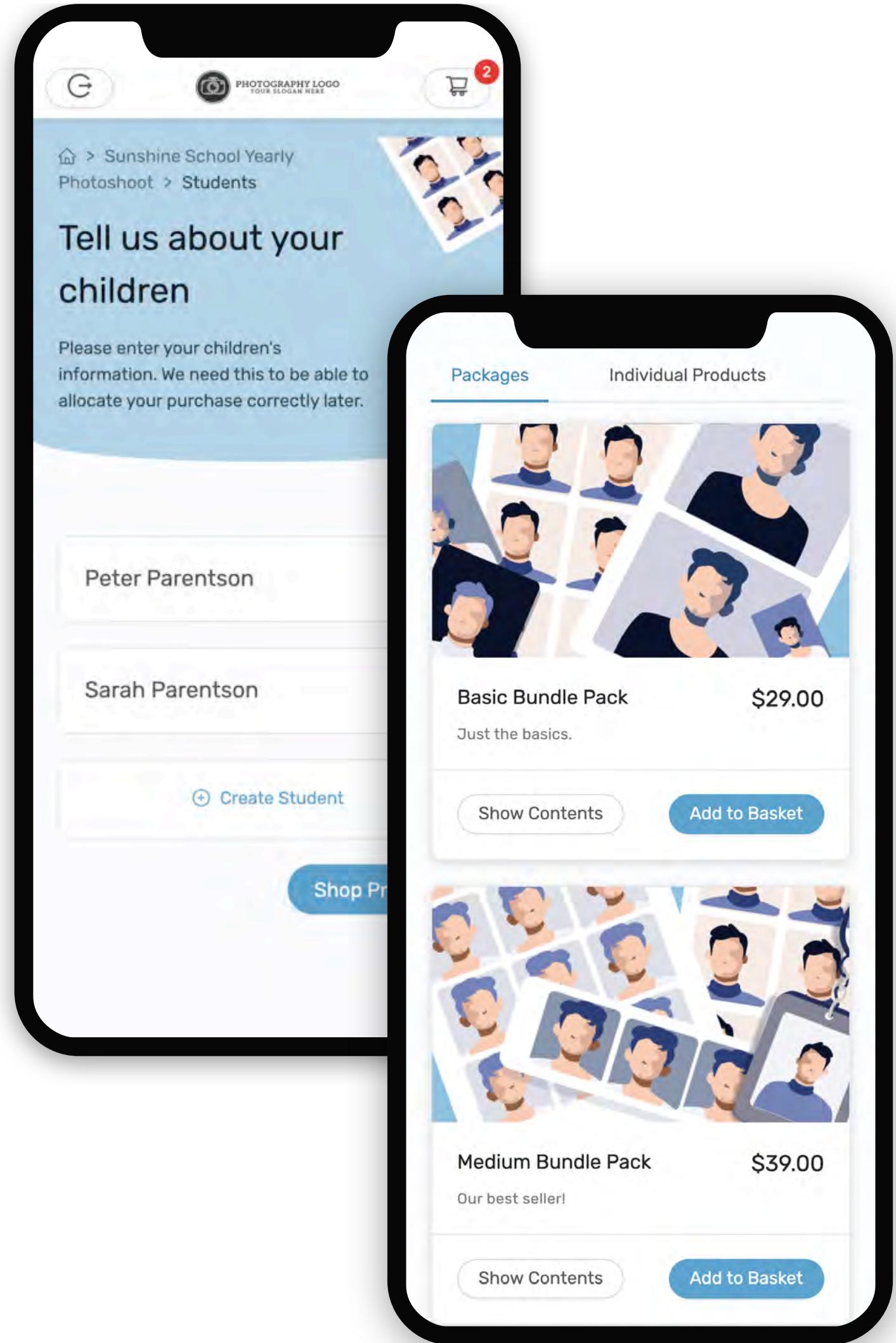
I am a Button

Show Content ▾

✓ Child's information added

I am a Button

✓



The desktop browser window shows the "Chaparrel High School" product page. The header includes a navigation bar: Home > Chaparrel High School (Order generation) > Students > Products.

Chaparrel High School

Packages Individual Products

Product	Description	Price
Basic Bundle Pack	Just the basics.	\$29.00
Medium Bundle Pack	Our best seller!	\$39.00
Large Bundle Pack	Everything you ever wanted!	\$49.00

Show Contents **Add to Basket**

Sunshine School

Packages Individual Products



Basic Photo Print

\$2.59



Mounted Print

\$9.99



Basic Photo Print

Some nice description....

Size

7"x5" (\$2.59)

Quantity

1

Add to Cart

\$2.59



\$4.99



Photo Mug

\$14.99

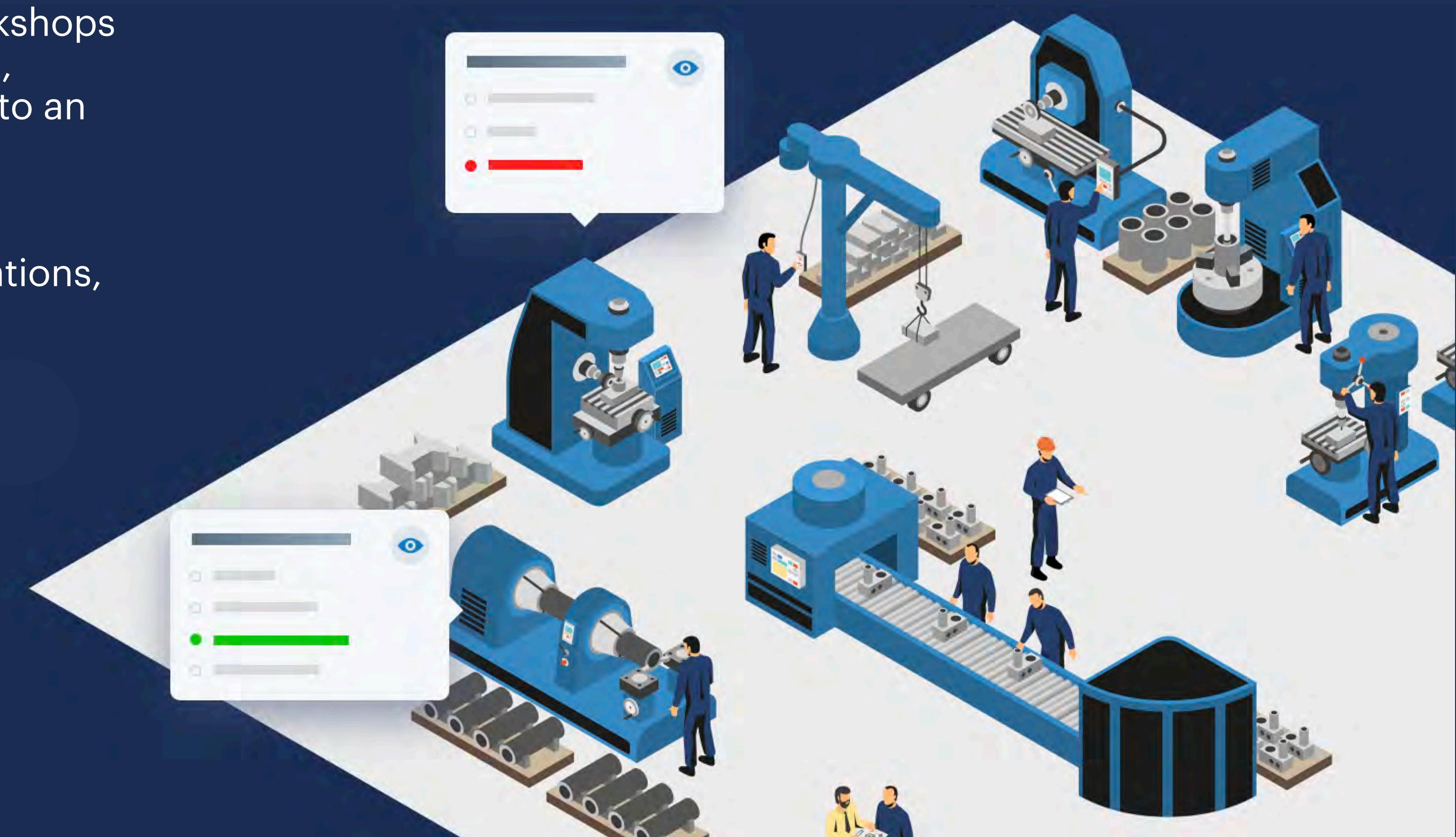


Atlantis KY1 (2019)

UX / Product Designer, UI Developer

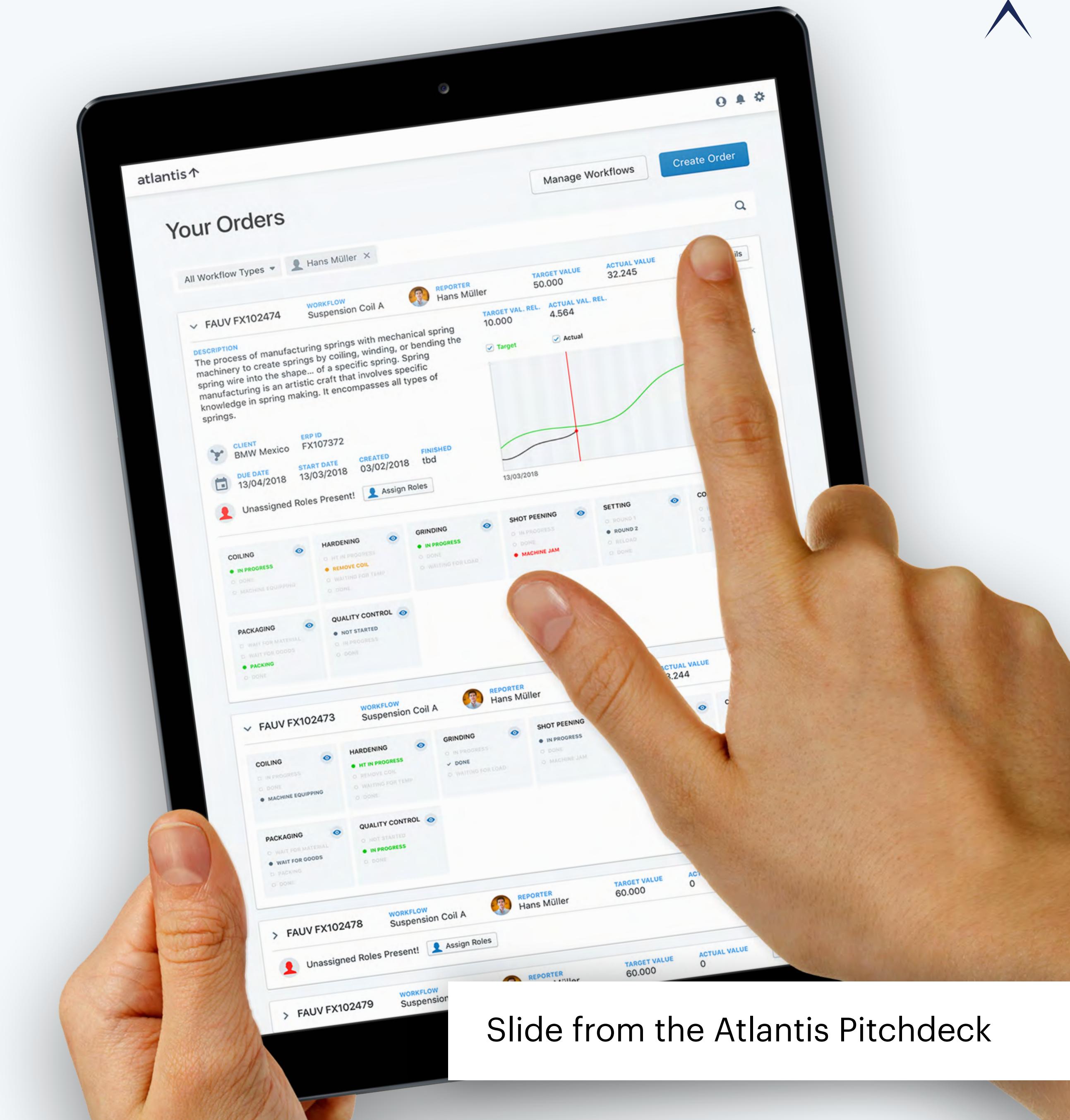
Atlantis KY1 is a productivity software for machine workers and process engineers, created by Hackerbay, built on their Atlantis platform. I was the principal designer on the project. I facilitated several workshops with the CEO, the CTO and project management, helping to transform the vision of the product into an actual working MVP in less than three months.

Beside the theoretical and UX/UI work, I've been involved with creating branding assets, presentations, as well as writing code for the UI.



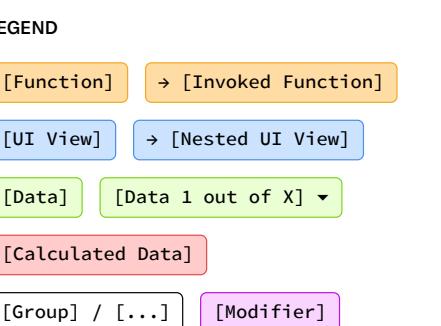
Atlantis – Productivity Software for Manufacturing

- **Amazing User Experience** to reduce increasing complexity in manufacturing processes
- **Smart Workflows** to seamlessly connect humans and machines
- Transparency about production activity due to **Automatic Data Aggregation** from SAP R/3 and Machines and Sensors
- **Intelligent AI Predictions** to increase efficiency

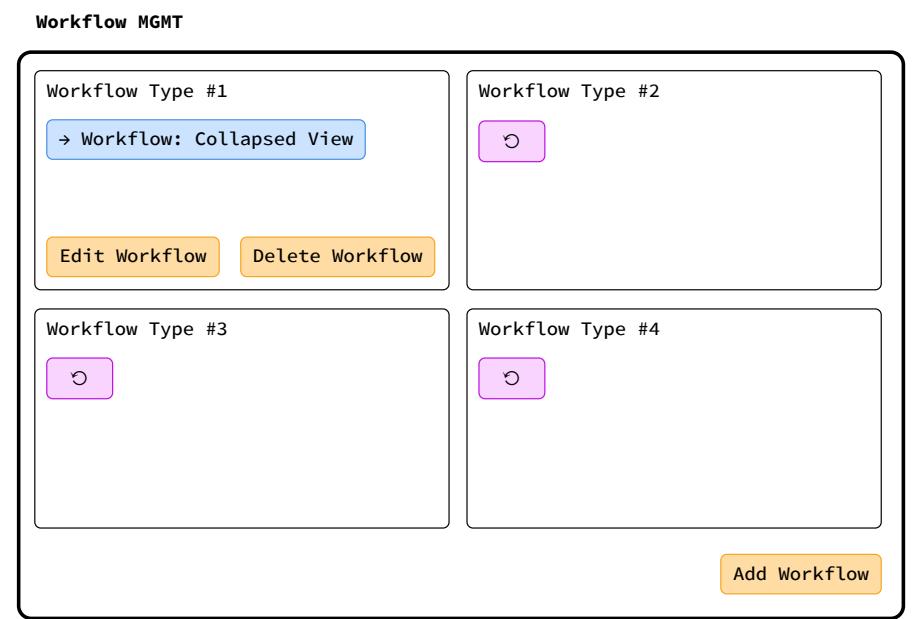


Atlantis KY1

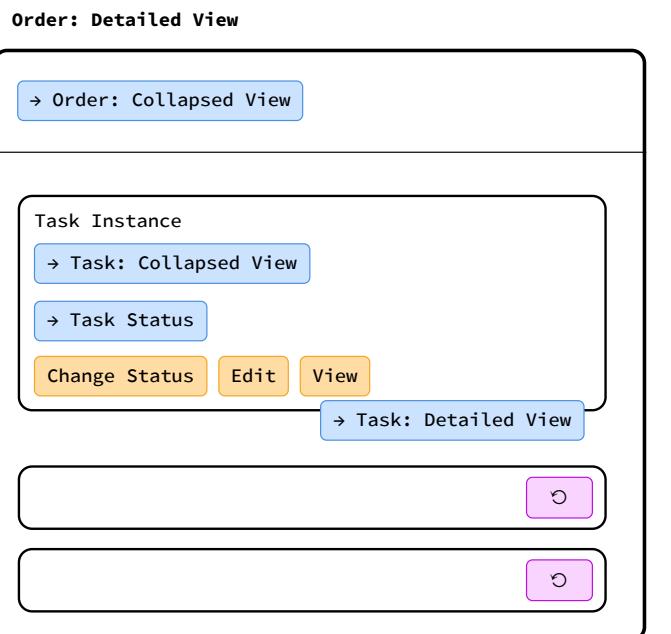
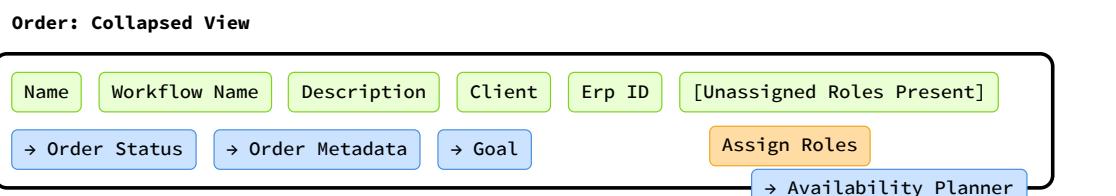
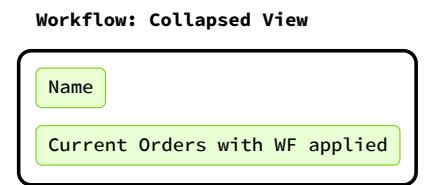
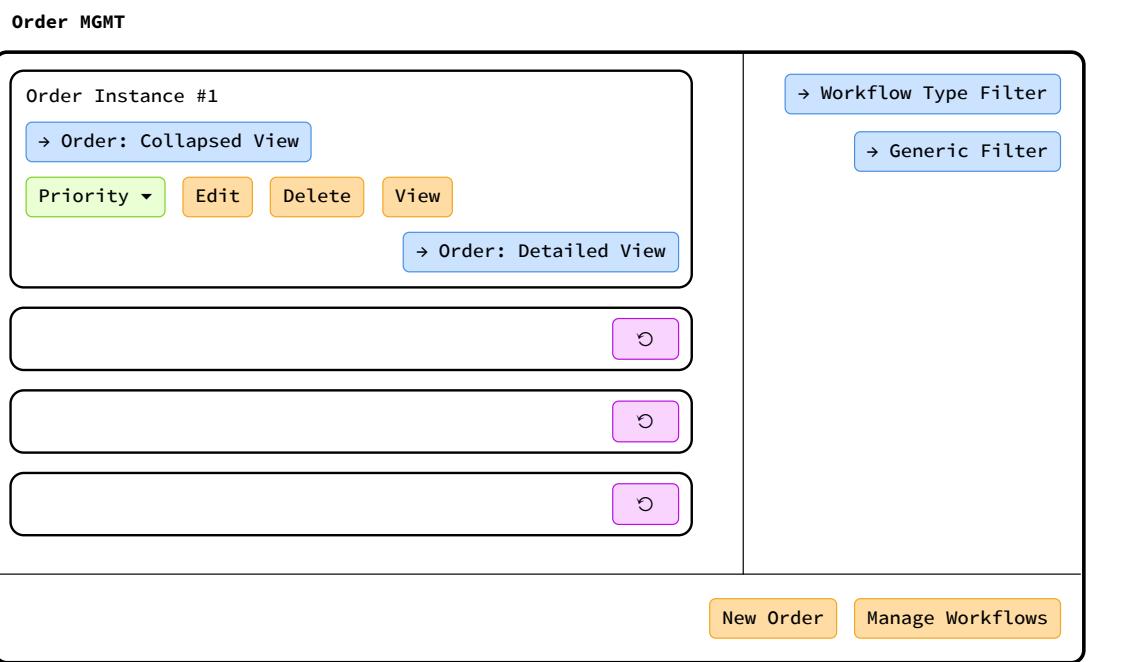
Information Architecture



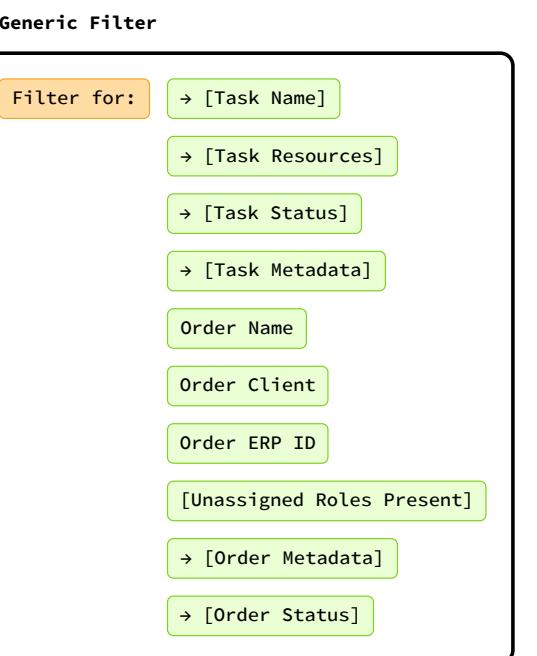
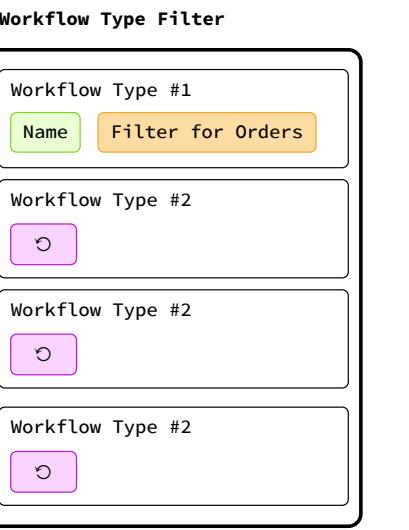
Workflow



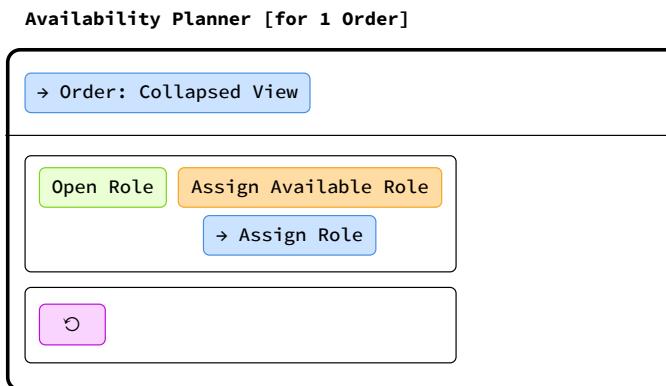
Order



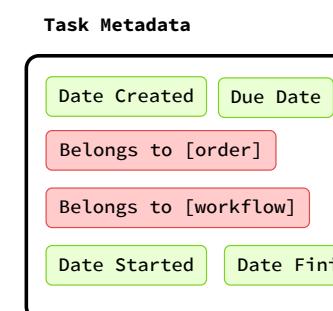
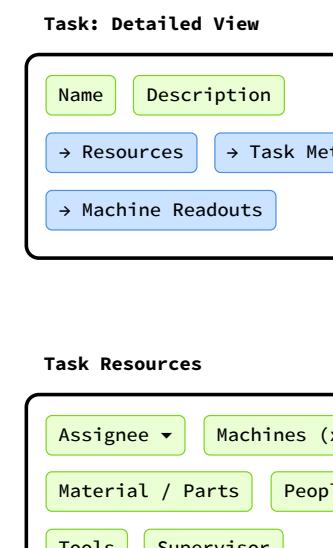
Filters



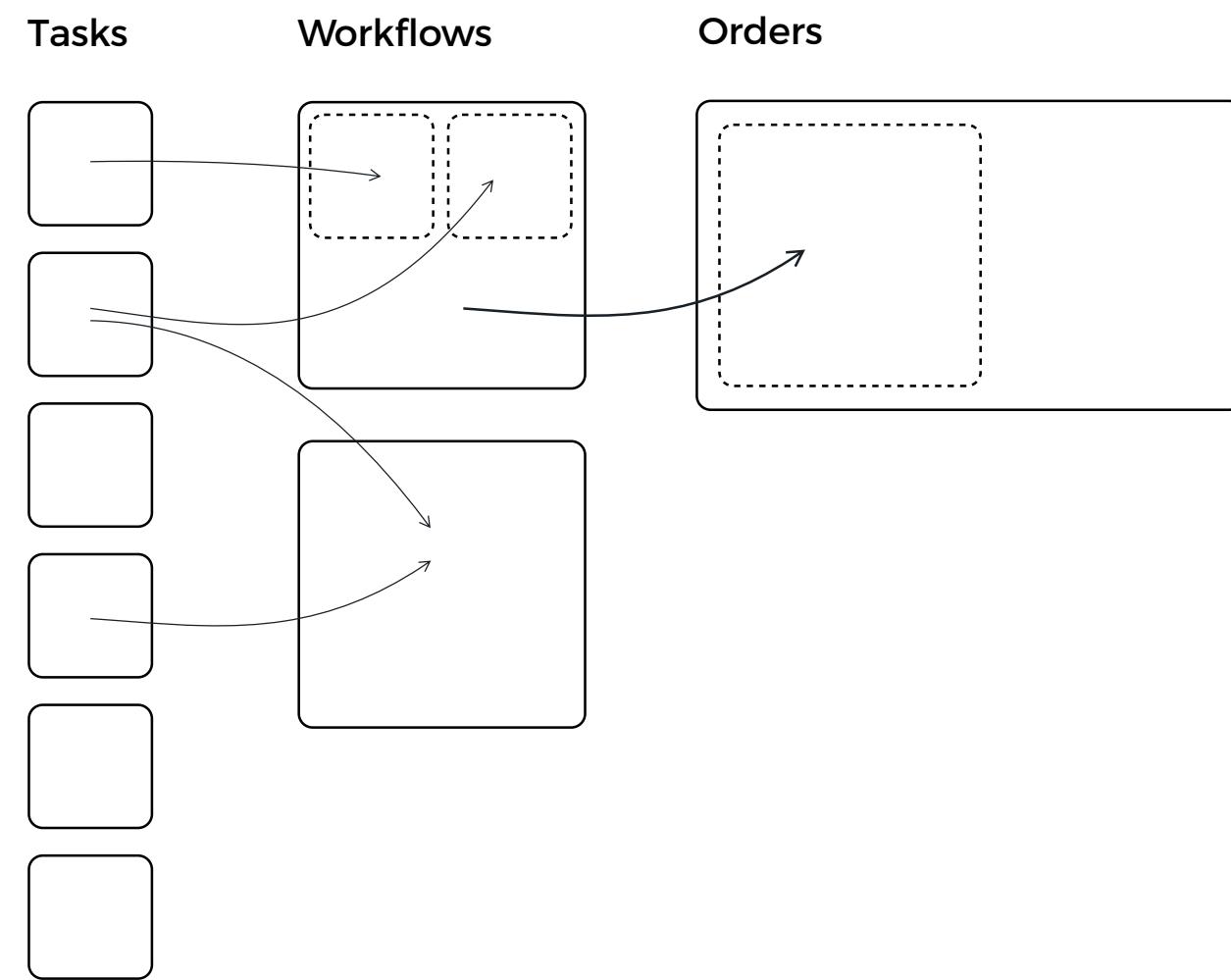
Availability Planner



Task



Workflow Creator



Task / Edit

Edit Task Template (Canvas)

Task Name

Task / View

Task Template: Compact View

Task Name

Task Template Status

Label

Workflow Editor

Create / Edit Workflow

Name

Task (part of workflow)

Transition

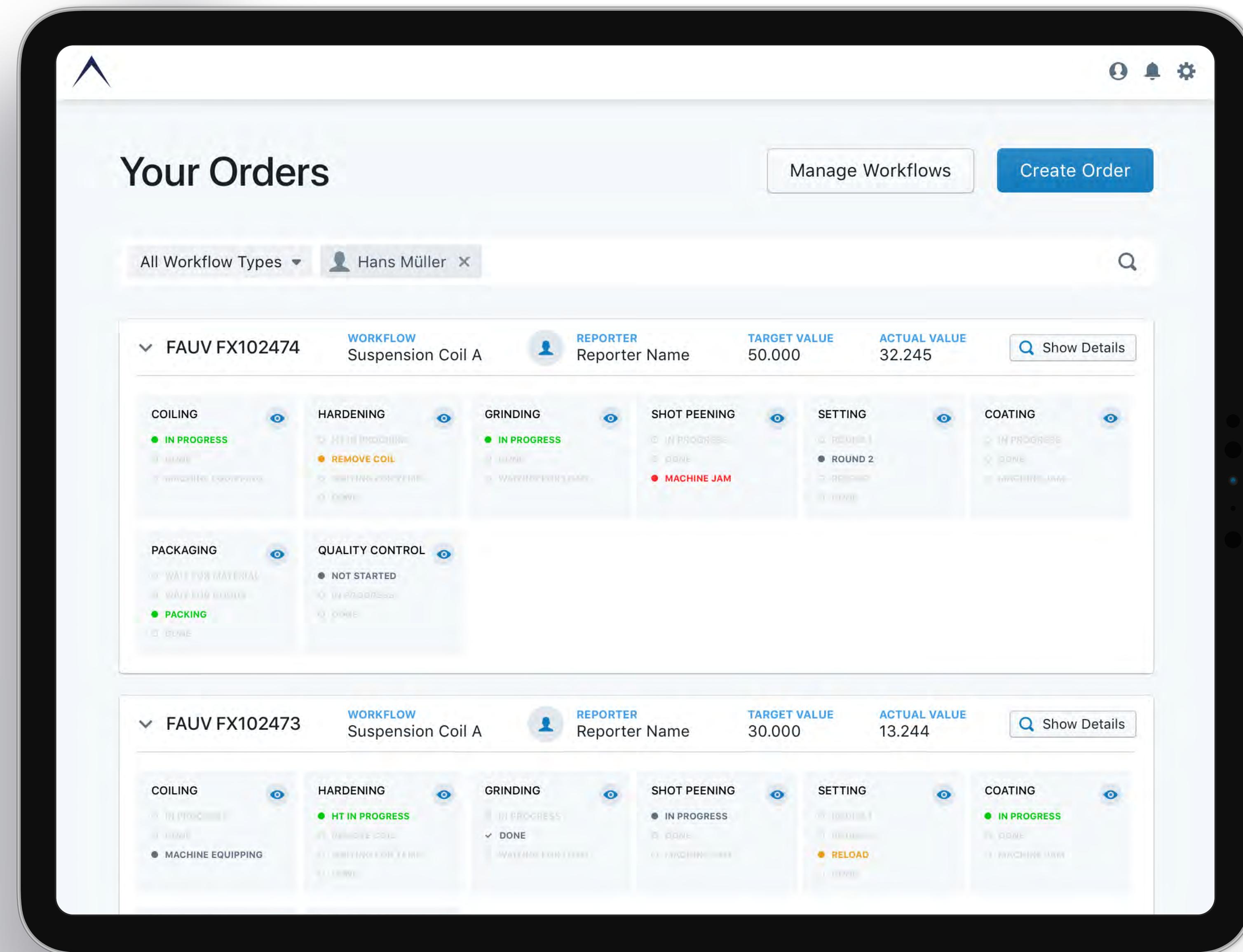
Transition

ID [to] [or / with ?] Transition Context

Transition Context

Internal Transitions are transitions between two statuses of the same task.

External Transitions are transitions between statuses of two different tasks added to a workflow.



Workflows > Suspension Coil A

Workflow Settings Add Transition

Add Transition

Coiling / Not Started → Coiling / In Progress

Name: Start Hardening

Triggers:

Date & Time: This transition will execute on a specific date and time defined when an order based on this workflow is created.

Actions:

Push Notification:

- Recipient Role: Operator – Coiling
- Notification Priority: Normal

Message Text: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Execution Delay: 00h 00m 00s

Save

The screenshot shows a workflow editor interface for a process named "Suspension Coil A". On the left, there are three state boxes: "Coiling" (with states: Not Started, In Progress, Done, Machine Jam), "Hardening" (with states: Not Started, In Progress, Remove Coil, Waiting for Load, Done, Machine Error), and "Grinding" (with states: Not Started, In Progress, Waiting, Done). A transition arrow connects the "Done" state of the Coiling box to the "In Progress" state of the Hardening box. The "Add Transition" dialog is open on the right, showing the source state as "Coiling / Not Started" and the target state as "Coiling / In Progress". The transition is named "Start Hardening". The "Triggers" section indicates it will execute on a specific date and time when an order is created. The "Actions" section contains a "Push Notification" action for the "Operator – Coiling" role with a normal priority, sending a message about the start of hardening. The execution delay is set to 00h 00m 00s. A "Save" button is at the bottom right of the dialog.

Atlantis - Unleash the full poten... <https://atlantishq.com>

ATLANTIS

Contact

Unleash the full potential of global manufacturing

Atlantis is a Silicon Valley backed enterprise software startup that develops productivity software for machine workers and process engineers

Get in touch

Track Manufacturing Orders and Identify Problems in Real Time

Atlantis KY1 is designed for every part of your manufacturing process, be it man or machine, to plan, analyze, and predict the optimal production order.

Avec App (2019)

UX / UI Designer

Avec is a convenience store brand created by Valora, a Swiss retail holding company operating mainly in German-speaking countries. Working with the Hackerbay development team, we created a mobile app for Avec X, the experimental, cashierless flagship store of the brand located in Zurich's Central Station.

The app enables a fully cashierless shopping experience. Customers can scan and pay items directly on their phones and can even use the app to unlock the doors at night or whenever no support personnel is present. After a successful test run in April 2019, a rollout of this system to other locations in Switzerland is underway.



Onboarding/Tutorial

Onboarding/Register

Onboarding/Phone Number

Onboarding/Activation Code

Onboarding/ID/Pre-Scan

Onboarding/ID/Scan Complete

Welcome to the Avec App

Preview app

Log in Register

Set Up an Account

Your E-Mail Address
Password
Repeat Password
 Terms of Use

Create Account

Your Phone Number

Mobile Phone Number

Ask for activation code

Activation Code

Activation Code

Scan ID

ID Card

We need to scan your ID card or passport in order to verify your age.

Please allow access to the camera.

Allow Camera Access

ID Card

Please scan the back of your ID card

Non-EU ID card?
 E-Mail us a photo of your ID

Scan Card

ID Card

First Name: Johnny
Last Name: Appleseed
ID Number: GH4873832
Expiration Date: 13/06/2025
Date of birth: 13. 08. 1983
Nationality: German

Re-Scan

Confirm

Onboarding/Login

Welcome Back

E-Mail Address
Password

Log in

Onboarding/Payment Method

Set Up Payment Method

Apple Pay
Kreditkarte

Skip

Onboarding/Payment Method/Credit Card

Set Up Payment Method

Name on Card
Credit Card Number
Expiry Date: MM / YY
Security Code

Save

Onboarding/Skip

Set Up Payment Method

If you don't set up a payment method, you won't be able to use the app for purchasing items in the Future Store.

Check in/Location

Check in

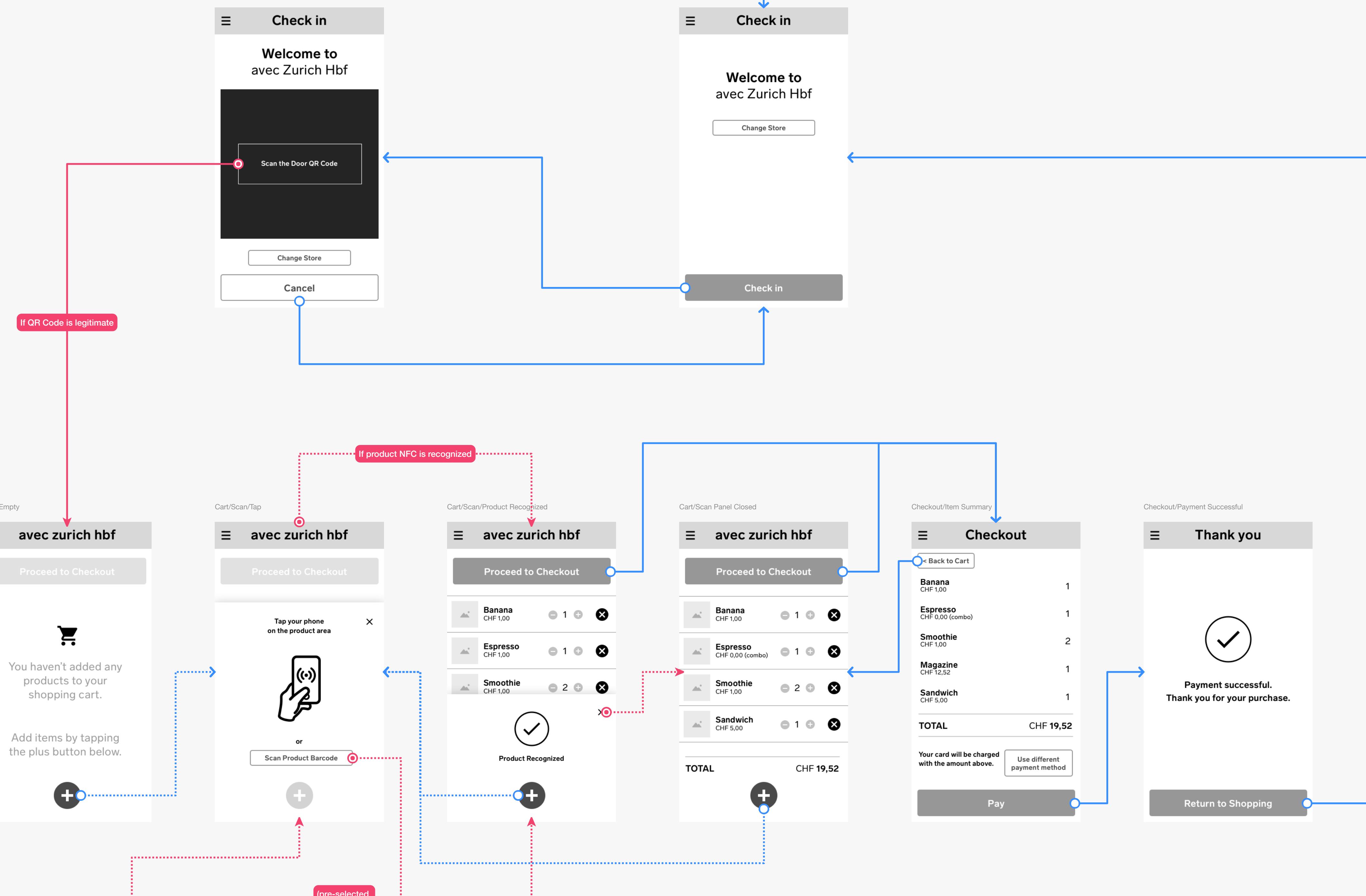
Welcome to the Future Store

save photo

Native iOS
Apple Pay Prompt(s)

Check-in to Store

Check in/Location Copy



Welcome to Future Store Zürich HB



You haven't added any products to your shopping cart.

Add items by tapping the plus button below.

Magazin

CHF 10,00

(+) 1 (-)

Grüner Smoothie

CHF 4,90

(+) 3 (-)

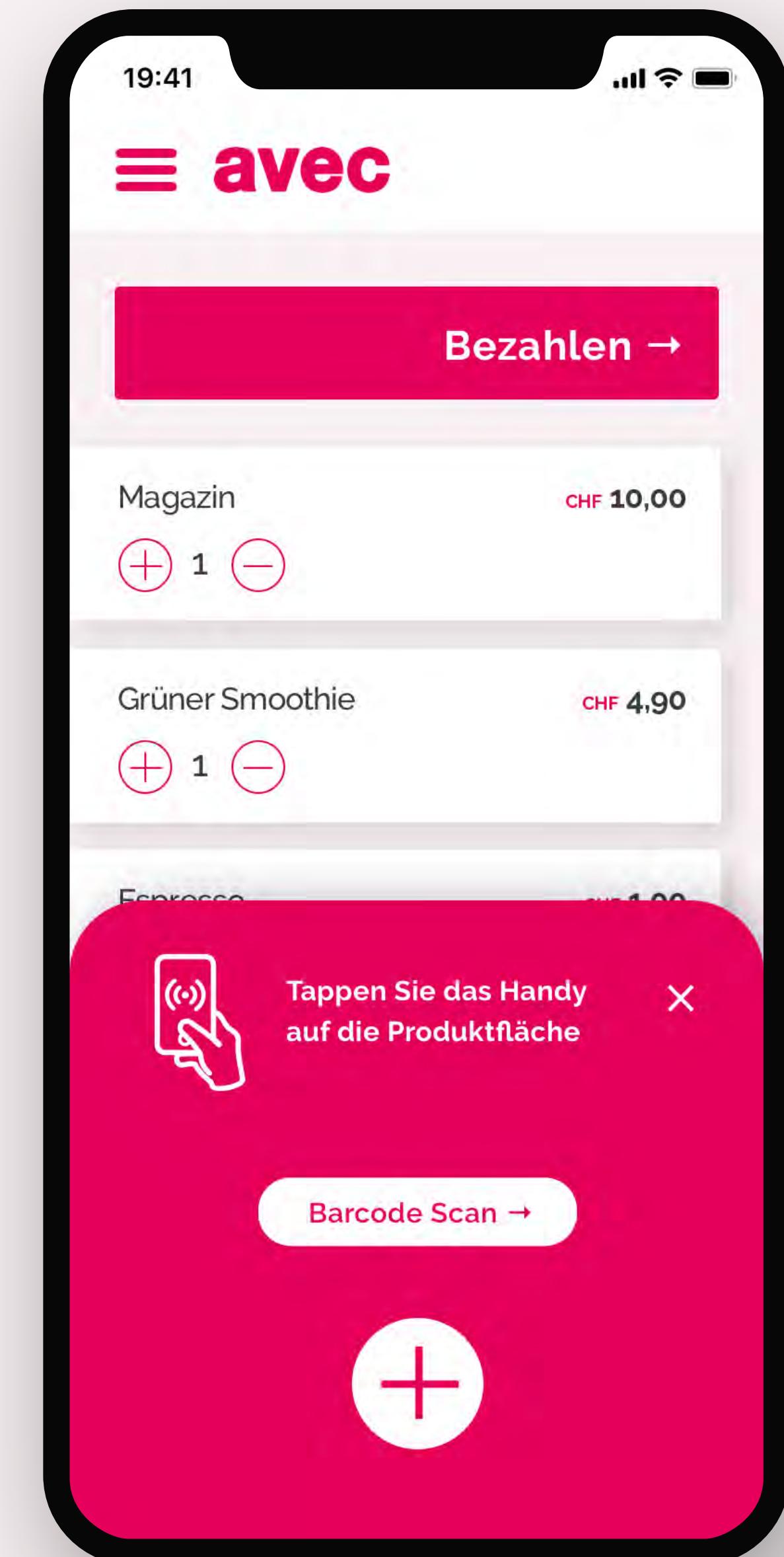
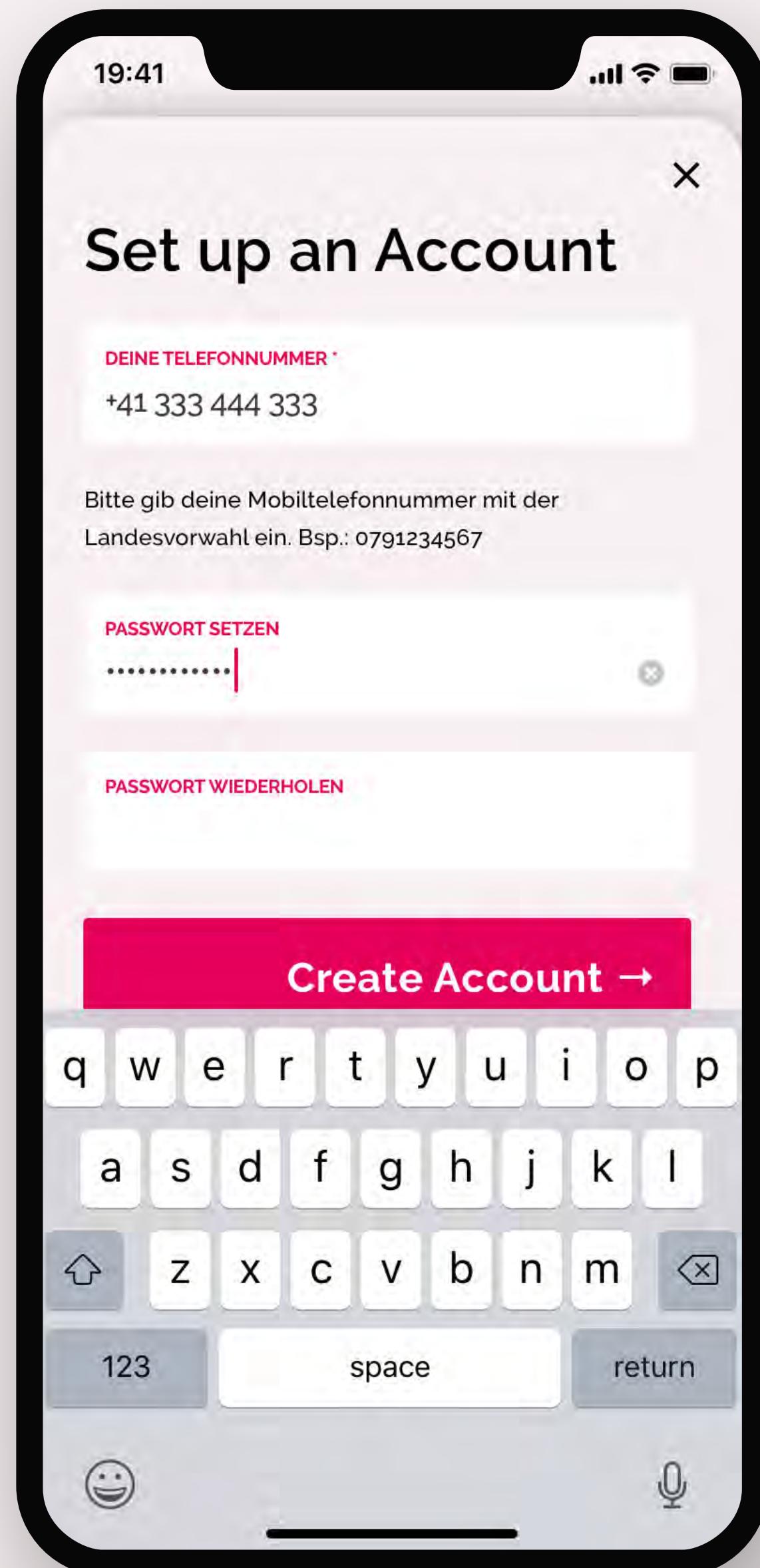
Überspringen

Check in →



Look & Feel Board Final Version



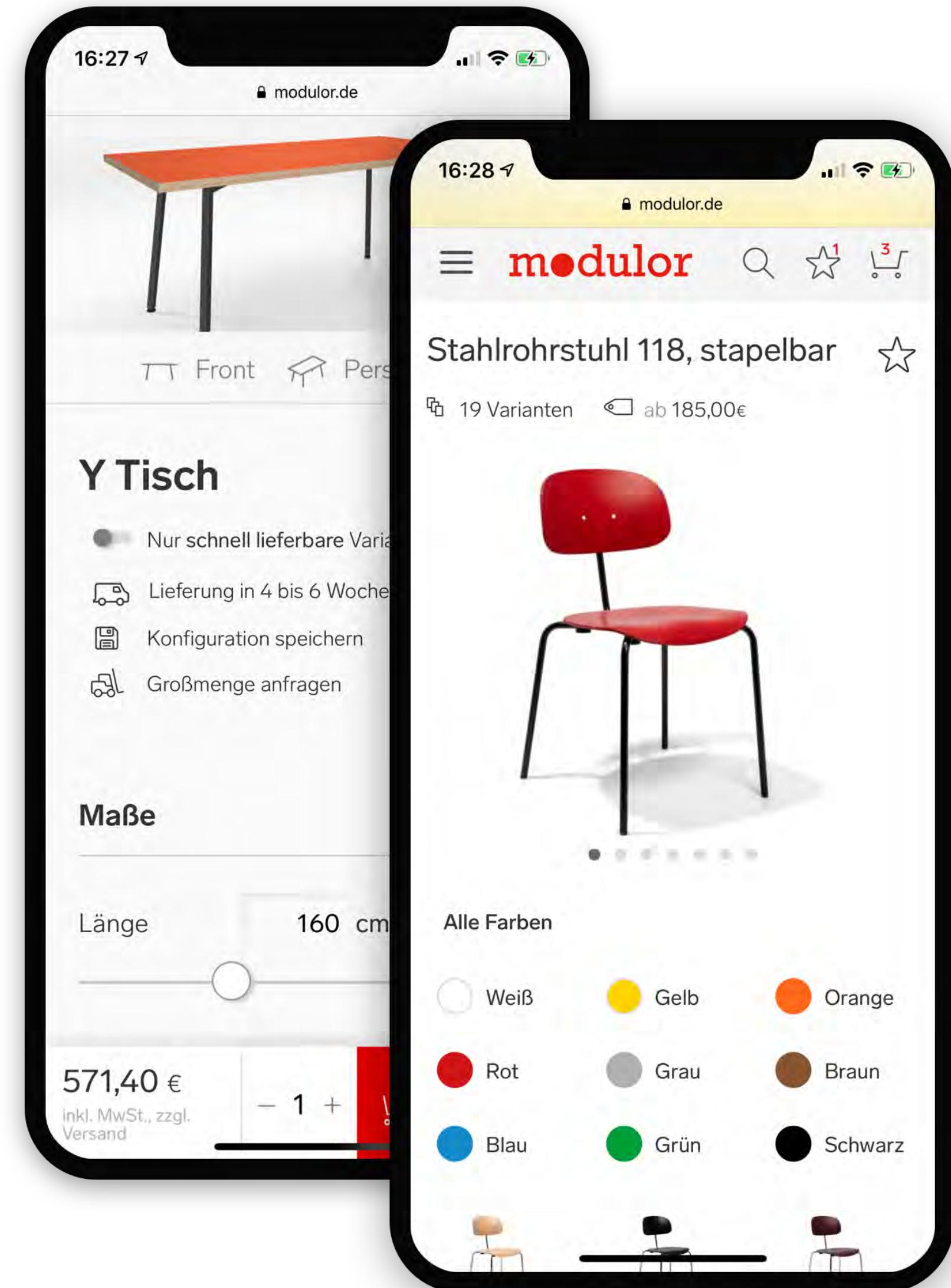


Modulor

UX / UI Consultant

Modulor is a large arts supply retailer in Berlin, with a unique standing among artists and architects across the city. As a freelance UX consultant for their online division, I have helped optimize their current online retail offerings in several ways. Among many smaller upgrades, several iterations on the UX/UI of their online furniture configurator including a mobile-friendly version and improving the product detail view esp. on mobile devices were the most impactful. I also had an impact on the product design process itself: I advocated for the introduction of a living styleguide enabling the in-house graphic designer to directly tweak the look and feel of UI elements in the store, moving the development process toward a more agile one.

These improvements were made possible by workshops with employees from all departments of the company; mapping out customer journeys as well as vigorous user- and A/B testing, extensive discussions with employees about and advocacy for a leaner product design process were all necessary in order to generate buy-in across the board.

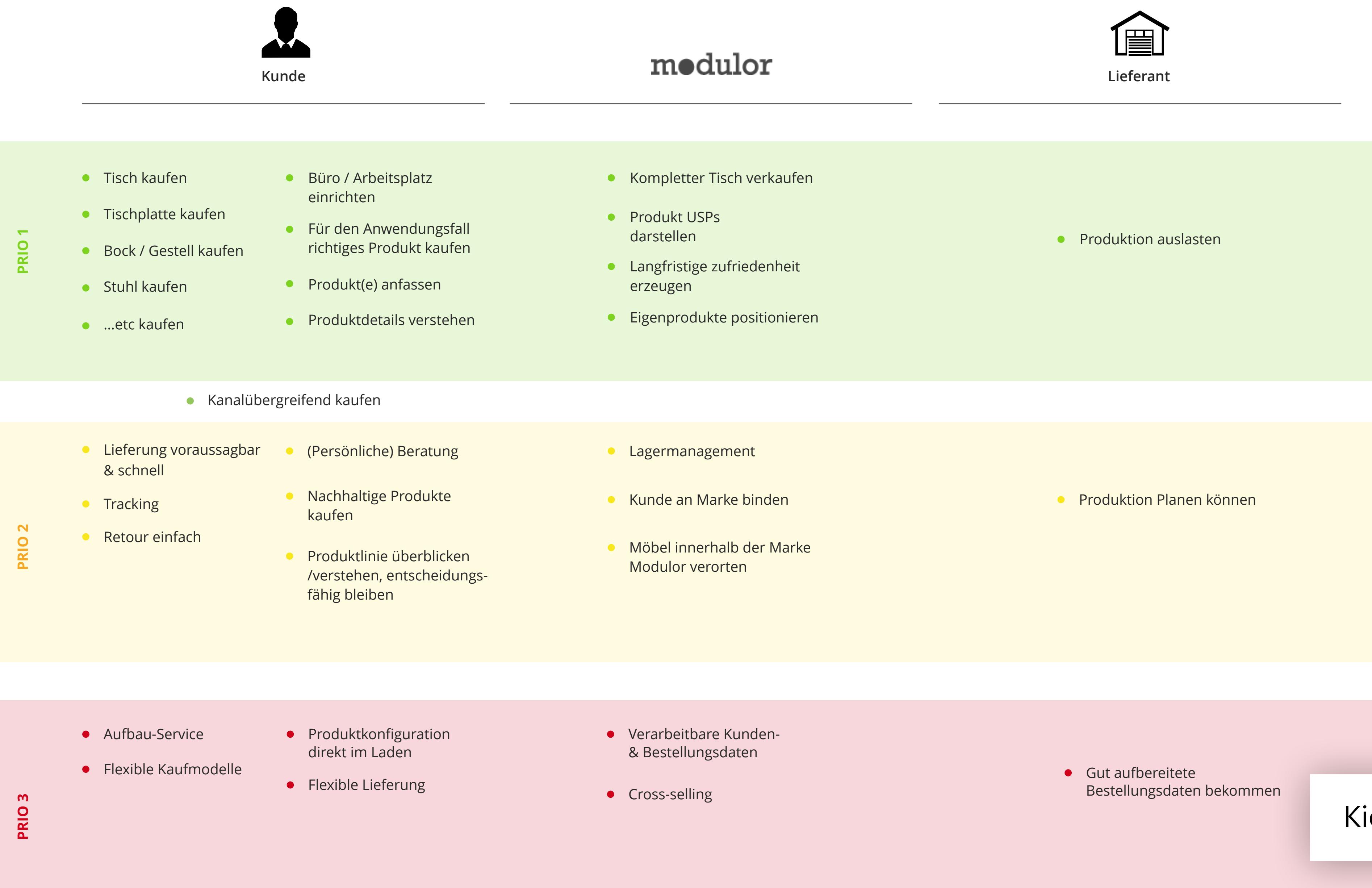


Kick-Off Workshop

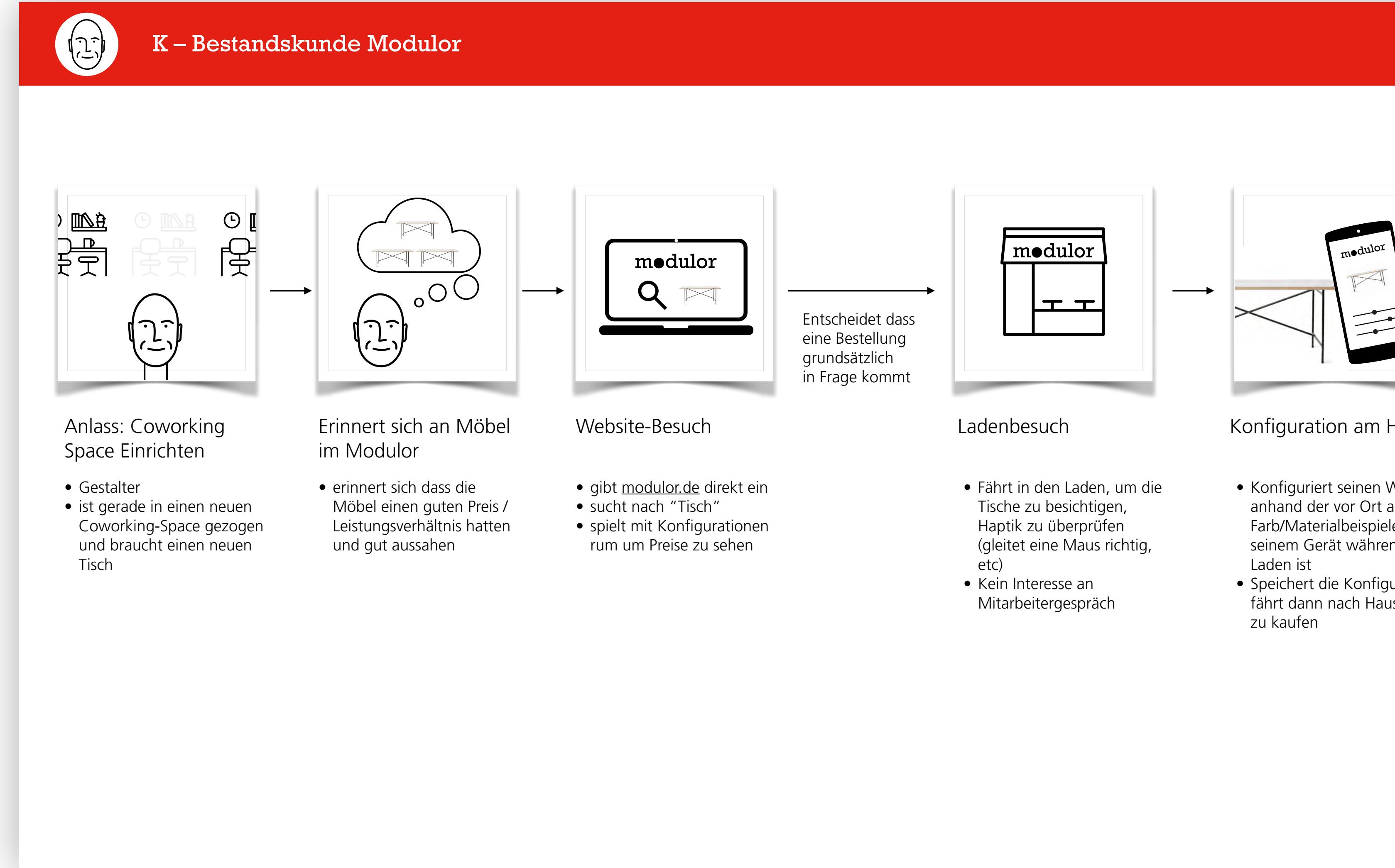
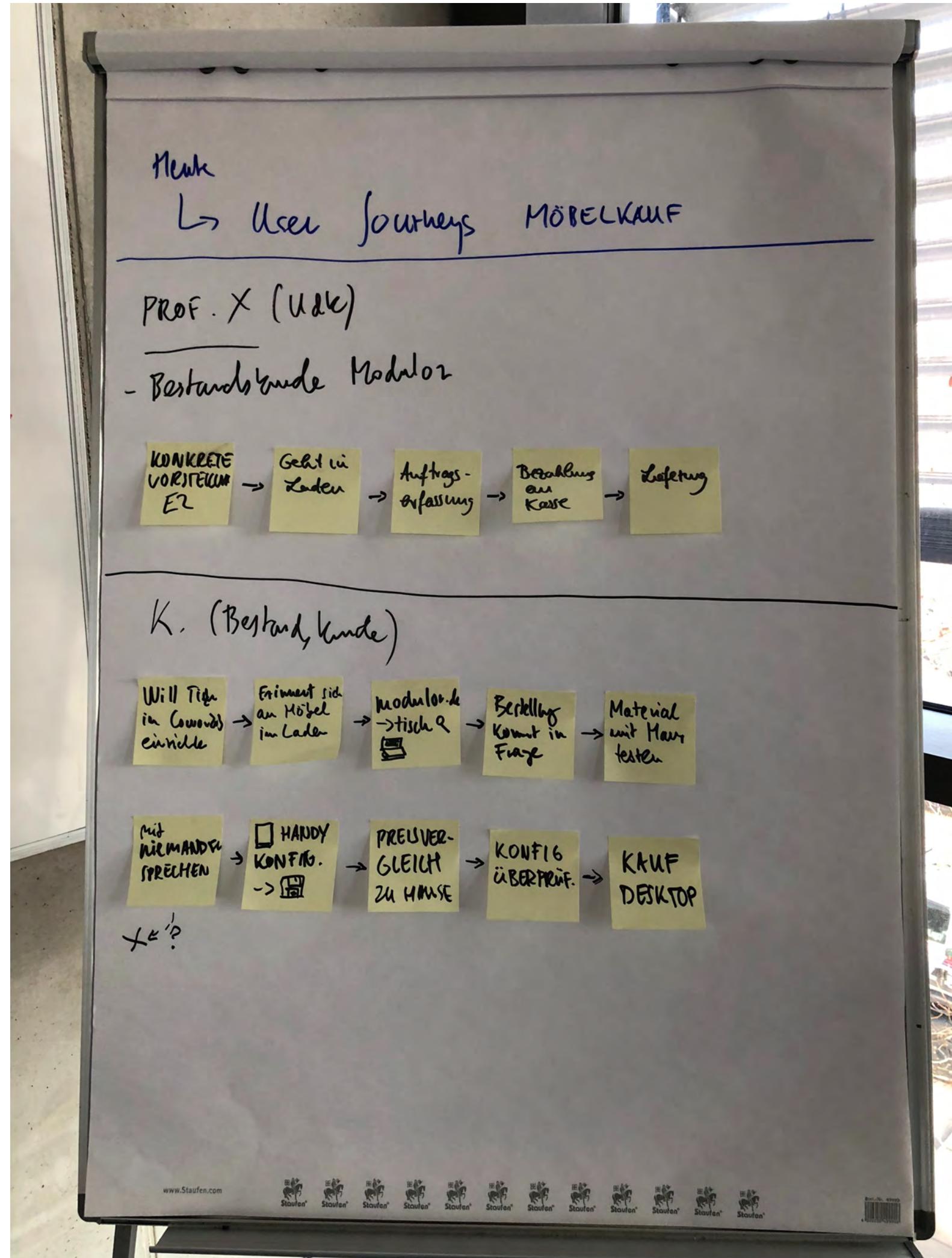


Modulor Webpräsenz Stakeholder – Wants & Needs

Modulor Webpräsenz Kontext

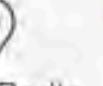
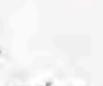
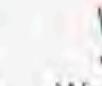


Kick-Off Workshop Summary



Example Customer Journey:
Need for Mobile Configurator Established

Suche in über 30.000 Artikeln hier starten 

Laden Berlin  Geschäftskunden  Mein Konto  Warenkorb 

Möbel & Leuchten Bilderrahmen Papier & Stifte Mehr Anwendung Materialwissen Angebote NEU

Platte



Linoleum
Hochwertig und langlebig
255 € / m²

Melamin
Robust und preiswert
105 € / m²

Keine

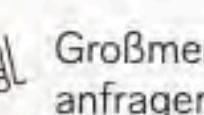
Oberfläche

Farben

weiß, seidenmatt  weiß geperlt  weißgrau geperlt  lichtgrau geperlt  dunkelgrau geperlt 



394,40 € inkl. MwSt., zzgl. Versand

- 1 +  In den Warenkorb  Großmenge anfragen

Front  Perspektive 

Lieferung in 4 bis 6 Wochen

16:27  modular.de



Front  Perspektive 

Y Tisch

Nur schnell lieferbare Varianten anzeigen

 Lieferung in 4 bis 6 Wochen

 Konfiguration speichern

 Großmenge anfragen

Maße

Länge 

571,40 € inkl. MwSt., zzgl. Versand

- 1 +  In den Warenkorb

Farbiges

FDP-Color/None Selected

Faber-Castell Polychromos Farbstift ab 1,65€

Farbgruppen

Alle Farben

1,65€ 1,65€ 1,65€ 1,65€

1,65€ 1,65€ 1,65€ 1,65€

1,65€ 1,65€ 1,65€ 1,65€

+ 108 Varianten

- ✓ besonders hochwertige Pigmente für beste Zeichenergebnisse
- ✓ äußerst lichtbeständig
- ✓ wischfeste und wasserfeste Farbe
- ✓ vielseitig einsetzbar

FDP-Color/Selected

Faber-Castell Polychromos Farbstift ab 1,65€

Farbgruppen

Alle Farben

1,65€ 1,65€ 1,65€ 1,65€

Stift, weiß (101) Art.-Nr. 4500004-101-ST

1 Stück 1€ pro 100ml

10-er Pack 1€ pro 100ml

In 2-4 Werktagen bei Ihnen (DE)

30 Tage Rückgabe

Ort im Laden

1,65 € inkl. MwSt.

- 1 + In den Warenkorb

1,65€ 1,65€ 1,65€ 1,65€

1,65€ 1,65€ 1,65€ 1,65€

16:28 ↗ modulor.de

modulor

Stahlrohrstuhl 118, stapelbar Art.-Nr. 4501092-004-ST ST

19 Varianten ab 185,00€

Alle Farben

Weiß Gelb Orange

Rot Grau Braun

Blau Grün Schwarz

1,65€ 1,65€ 1,65€ 1,65€

16:29 ↗ modulor.de

195,00 € 195,00 € 195,00 €

lachs gebeizt, chrom 195,00 €

rot gebeizt, chrom 195,00 €

enzianblau gebeizt, chrom 195,00 €

rot gebeizt, chrom Art.-Nr. 4501092-004-ST ST

Stück

- 1 + 195,00 € inkl. MwSt.

In den Warenkorb

Rabatt für Großmengen

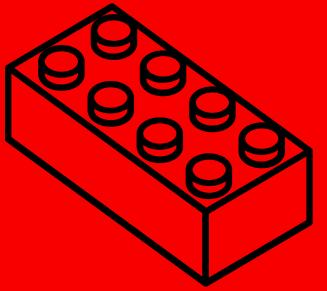
In 2 – 4 Werktagen bei Dir

Bestellen und im Laden abholen

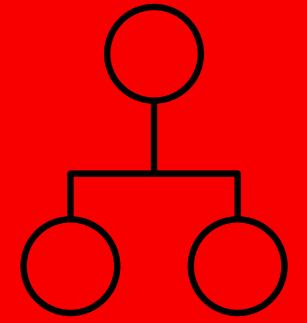
Kostenlose 30-Tage-Rückgabe

Ort im Laden: G1EP05

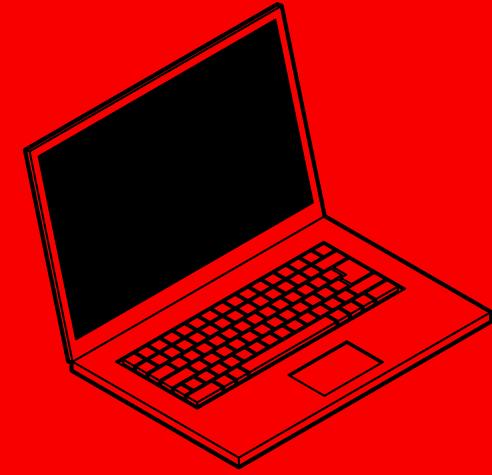
Shop-Umbau Grundprinzipien



Modularität
in sich geschlossene Module,
überall einsetzbar
und Inhalt-spezifisch



Model / View / Controller
Leichte Änderung oder
Erweiterung des Systems



**Visuelle Repräsentation
der Organisationsprinzipien
in der UI**

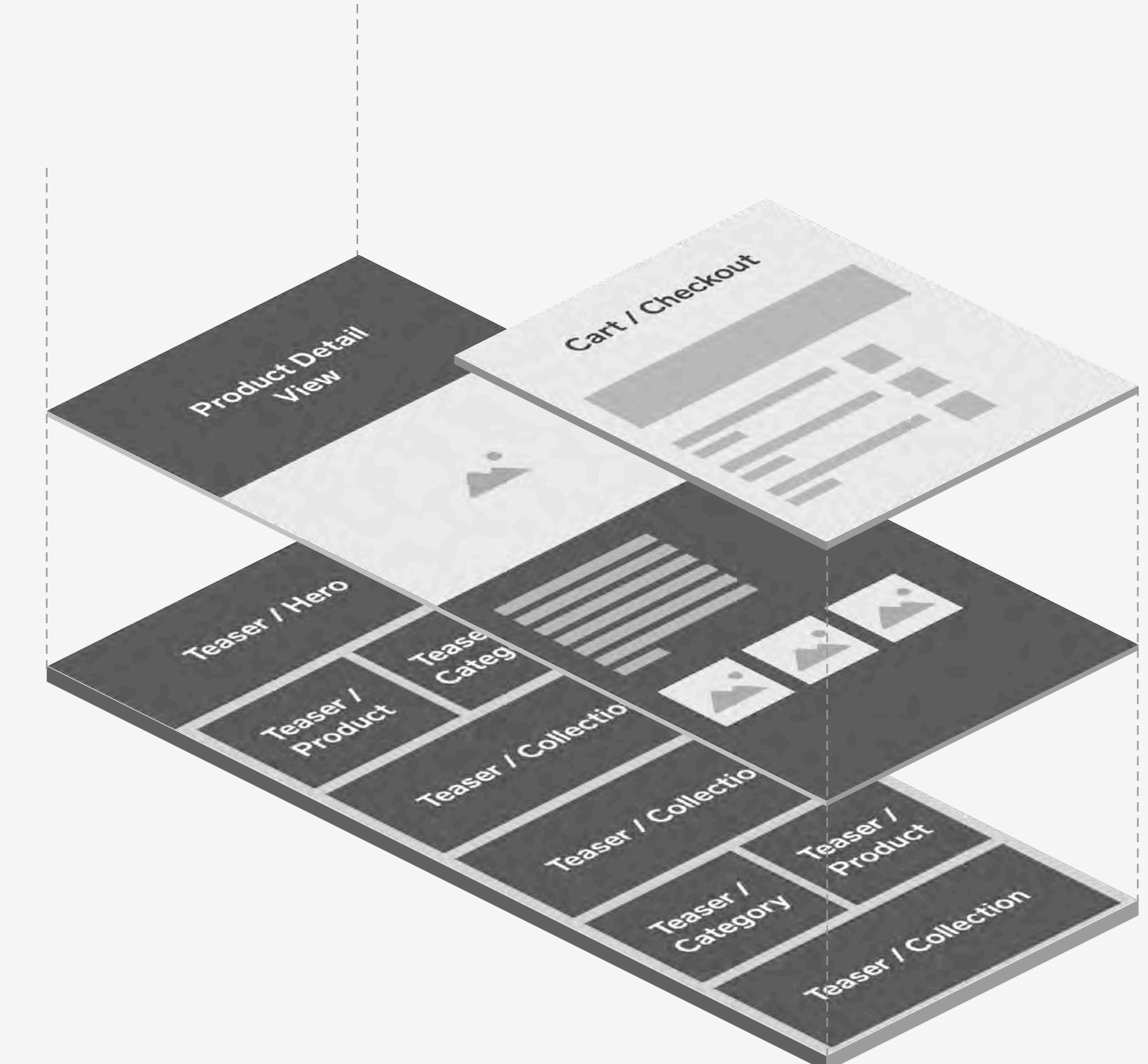
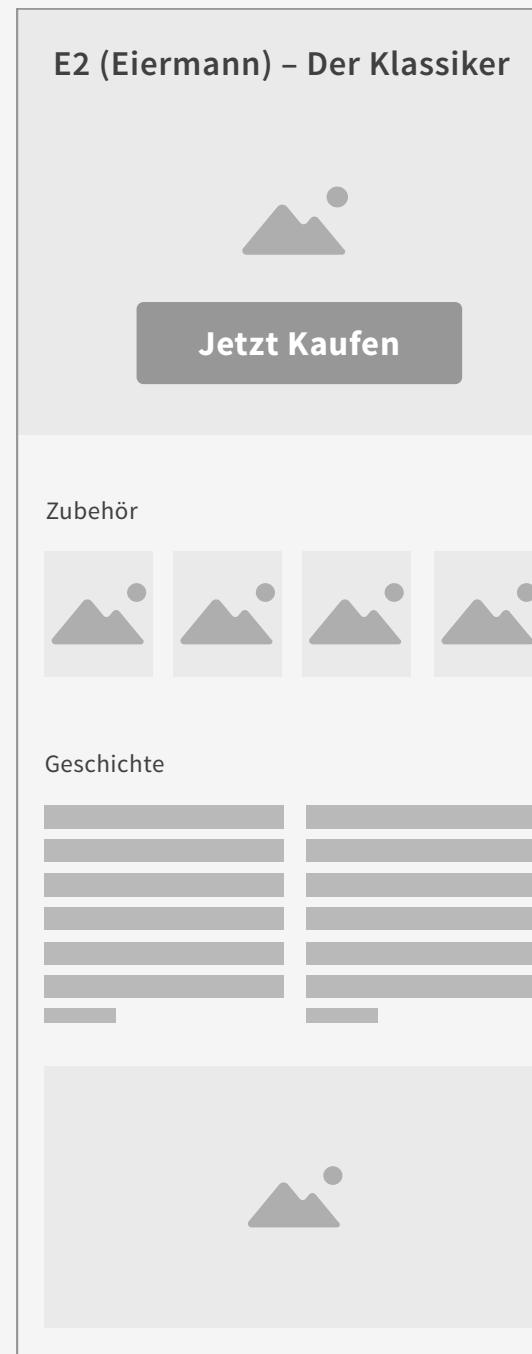
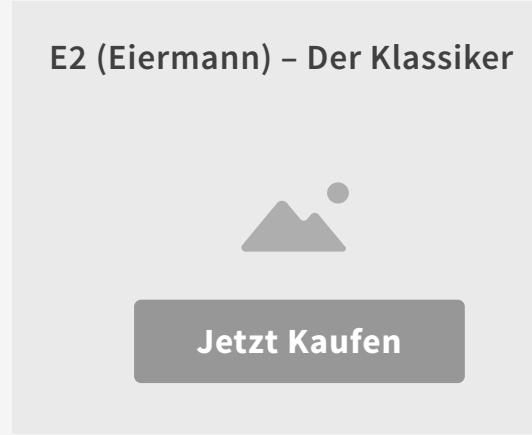
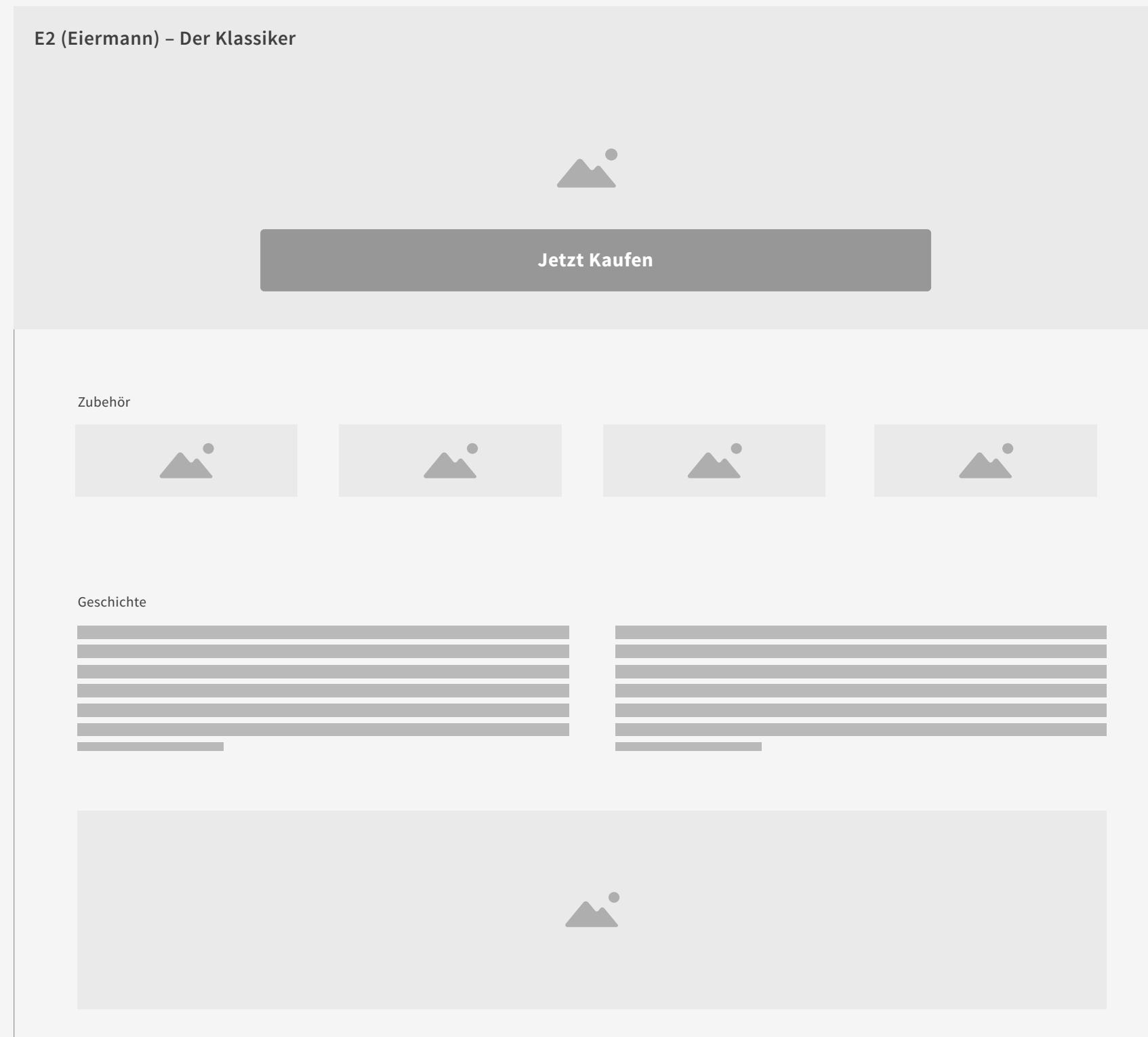


Responsive UI
Plaformübergreifende
Funktion

Teaser / Product — Collapsed



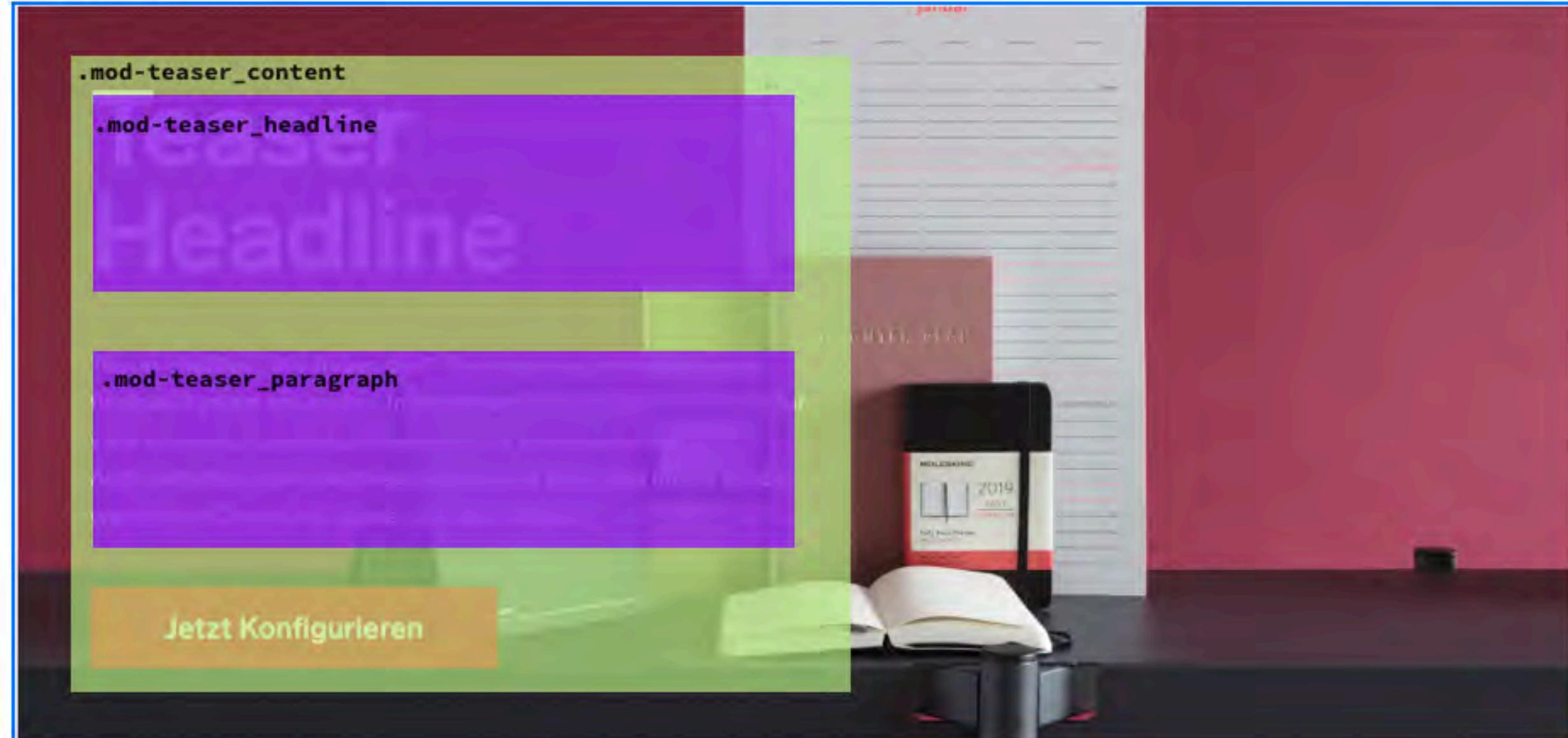
Teaser / Product — Extended



Teaser

Main Structure

.mod-teaser



Possible Modifiers

.mod-teaser--hero

centered with larger headline, can hold video

--multiply-background

sets background image to multiply blend mode – background to blend on color should be adjusted inline if necessary

--dark

sets all text to white in case the background image is dark (or multiplied)

--business-area

allows product-item-list to be inserted and + to be styled in a different weight with span

--full

sets a minimum height for the teaser so it covers most of the screen (e.g. when used as an intro to configurator or product page)

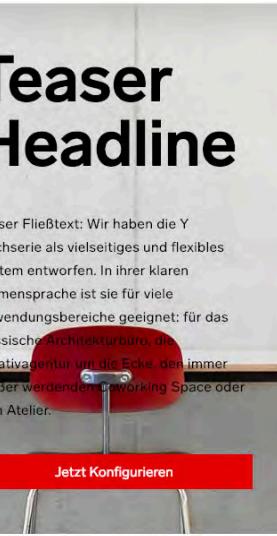
Groups

.mod-teaser_group

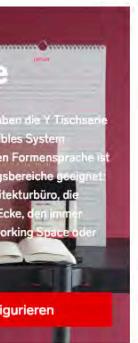
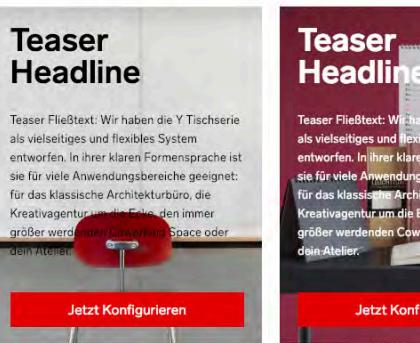
--2



--3



--4



Note:

3/4 groups shouldn't use mod-btn--L or

Small Improvements

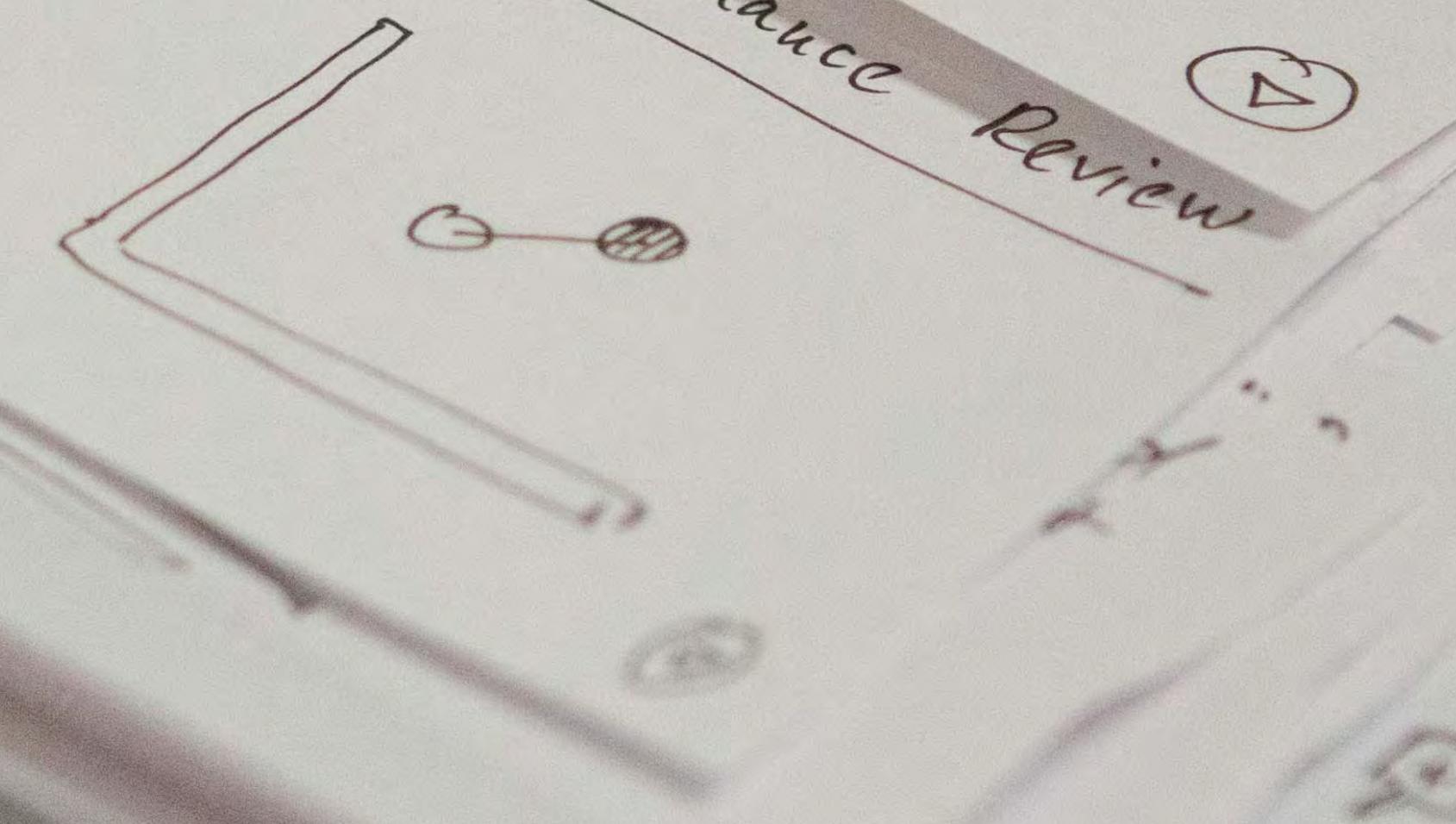
UX/UI Developer & Designer

- Part of the Responsive UI Transition team
- Introduced systematic user testing and other UX principles at the company
- UI/UX overhaul of the 360° Feedback, a flagship feature of the software
- Experience working with angularJS & React



(At the SI Company Retreat SF 2015)

Q3 Performance Review



- Previous
- What will CP
- Be well?
- What could CP
- Be better?
- What needs to connect

→ size

Dashboard

Messages

Reviews

360° Feedback**Your 360° Overview**

Company Overview

Cycle Management

Objectives

Administration

What did Kristof do well?



Kolja Lange

I'm really impressed with your work recently. I think reworking the cycle create screens is a really challenging task, you applied your methodic process and it looks like the result will be awesome. You've also been a very important part of the responsive project, making sure we put a proper concept behind our work.

It seems like you have a vision of how you want SI to improve, and no one managed to discourage you yet :)



Robin Wieruch

I like how you follow a clear process when planning a new feature. When you present your outcome, everyone can see a clear pattern which leads to a solution. Moreover each one can contribute to that solution in a discussion. After all I think every team should have a more conceptual person like you, who can address some more time to think about an upcoming feature. That gives a great foundation on how to develop the feature in the future. Moreover this would help each team to kick off a new feature properly.

Your Invision projects help everyone to plan and improve an upcoming feature. Even though not everybody is taking that chance to collaborate, I think it is still a powerful and necessary step in our



Timur Çelikel

Cycle create sieht toll aus. Zu mir ist auch der Prozess der Entstehung gut rüber gekommen.

Nicht von nahem mitbekommen, aber dein Engagement zu User und A/B Tests etc ist super.

Die UI Taskforce hat Spaß gemacht und war auch erstaunlich Produktiv! Wir haben uns gut ergänzt und mit deinen Präsentationen hast du immer eine Lücke gefüllt, die niemand anderes besetzen wollte ;). Ich freue mich, wenn das durch ist.



Gernot Höflechner

Very efficient when we work closely with each other

I think it clearly shows how much we are dependent on having clear and purposeful projects to work on, because this is when we are at our best: We sometimes have really good sprints working together - when all our heads are in it and when we have a clear goal, I do think that we can really work efficiently with each other. Most recently this was seen in our hackathon project, but there are more such examples (custom export, view feedback screen, re-thinking cycle creation and others).

Spacial Organization of Elements

Z-Index

Small Improvements UI
Update Org Chart



Display Styles

Elements that are relevant to a card or the layout of cards (e.g. separators, lines, buttons or descriptions of cards) are sitting directly on the ground pane.

Button

Card Section

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary.

Card

Cards are stacked on top of the ground pane and therefore have a border style that mimics a very minimal shadow – like a business card on top a table.

Static Page Content

Static page content is displayed on the same Z-axis level as the ground pane, but has a white background that runs out of into the bleed at least on the top or the bottom of the page. It cannot have cards on top of it.

Rules for Cards

A card is a self-contained unit.
It should be fully understood by
a user without any extra context.

A card should be able to modify or
perform meaningful actions on itself.

Actions manipulating information
represented in multiple cards at
the same time or doing
manipulation on a higher level
shouldn't be on cards.

While the cards have to be self-contained,
this does not mean that there can be no
relationship between them – e.g. sorting
cards into order as part of the feedback-
cycle-section-create is still acceptable.

Card Semantics

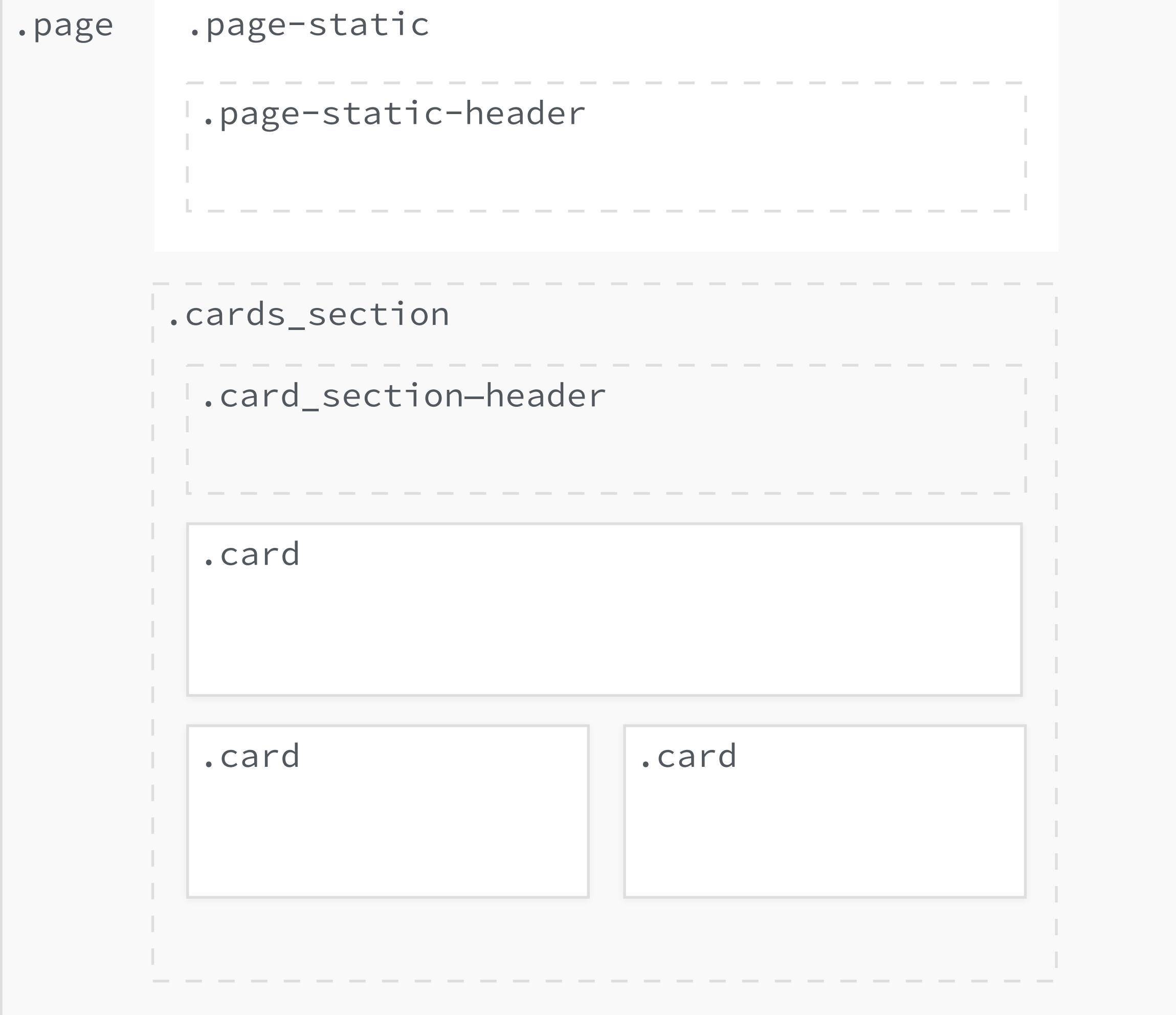
```
<section>
  <h2>Card Section Title</h2>
  ...
</section>
```

```
<h1>Card Name</h1>
<section>
  <h2>Card Section Title</h2>
  ...
</section>
```

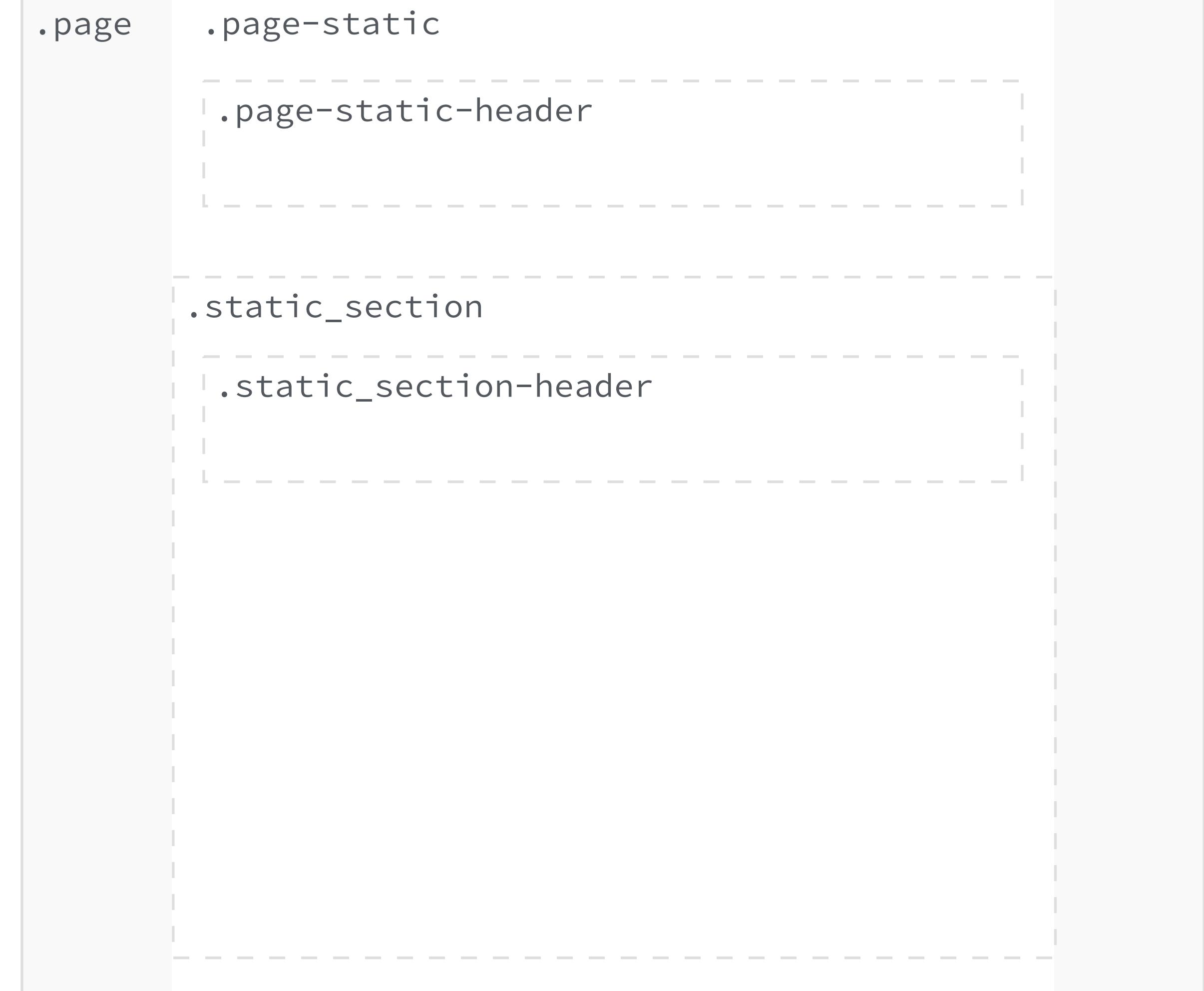
```
<h1>Card Name</h1>
<section>
  <h2>Card Section Title</h2>
  ...
</section>
```

CSS Class Names

User Content Pages



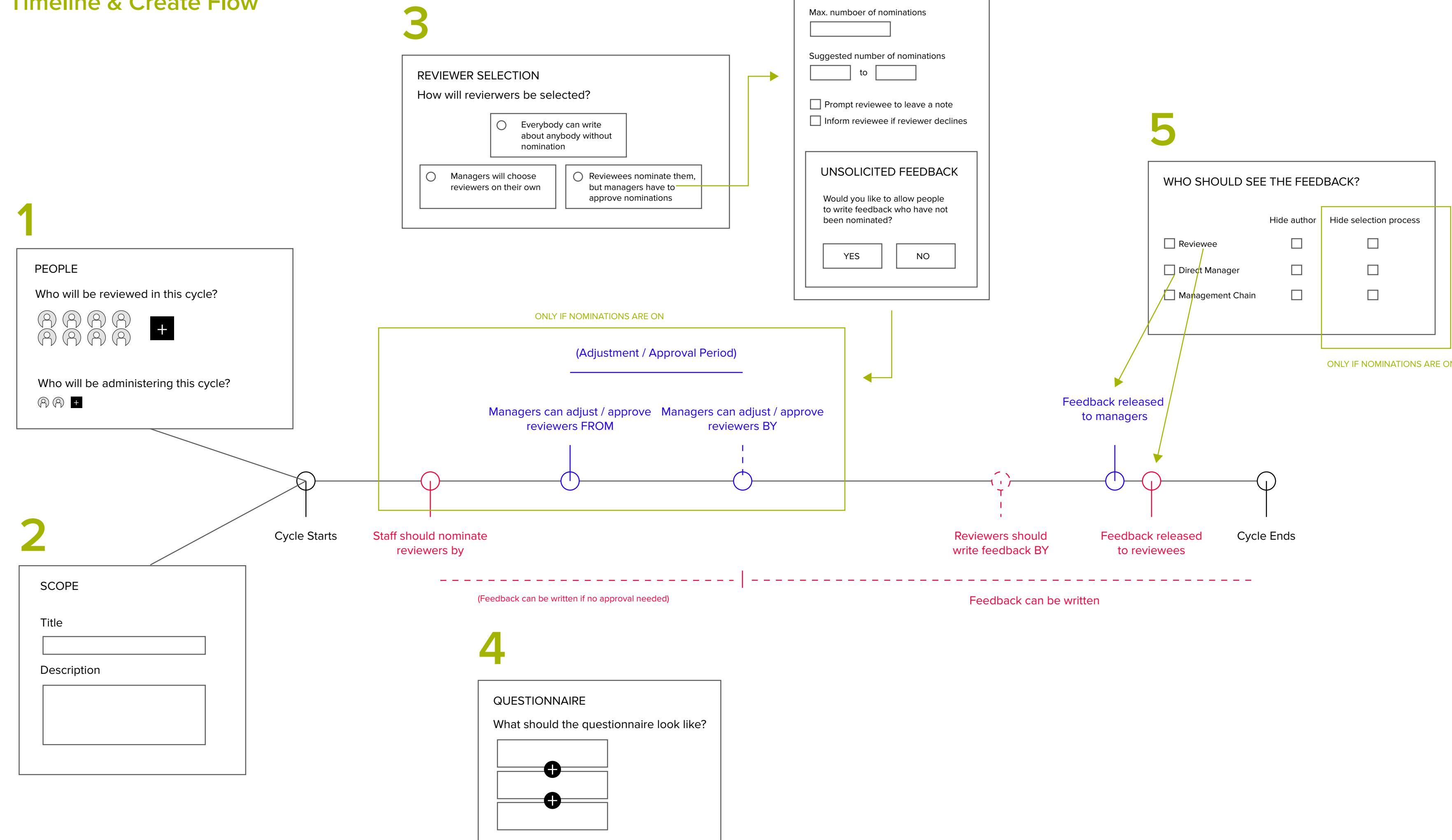
Static Pages

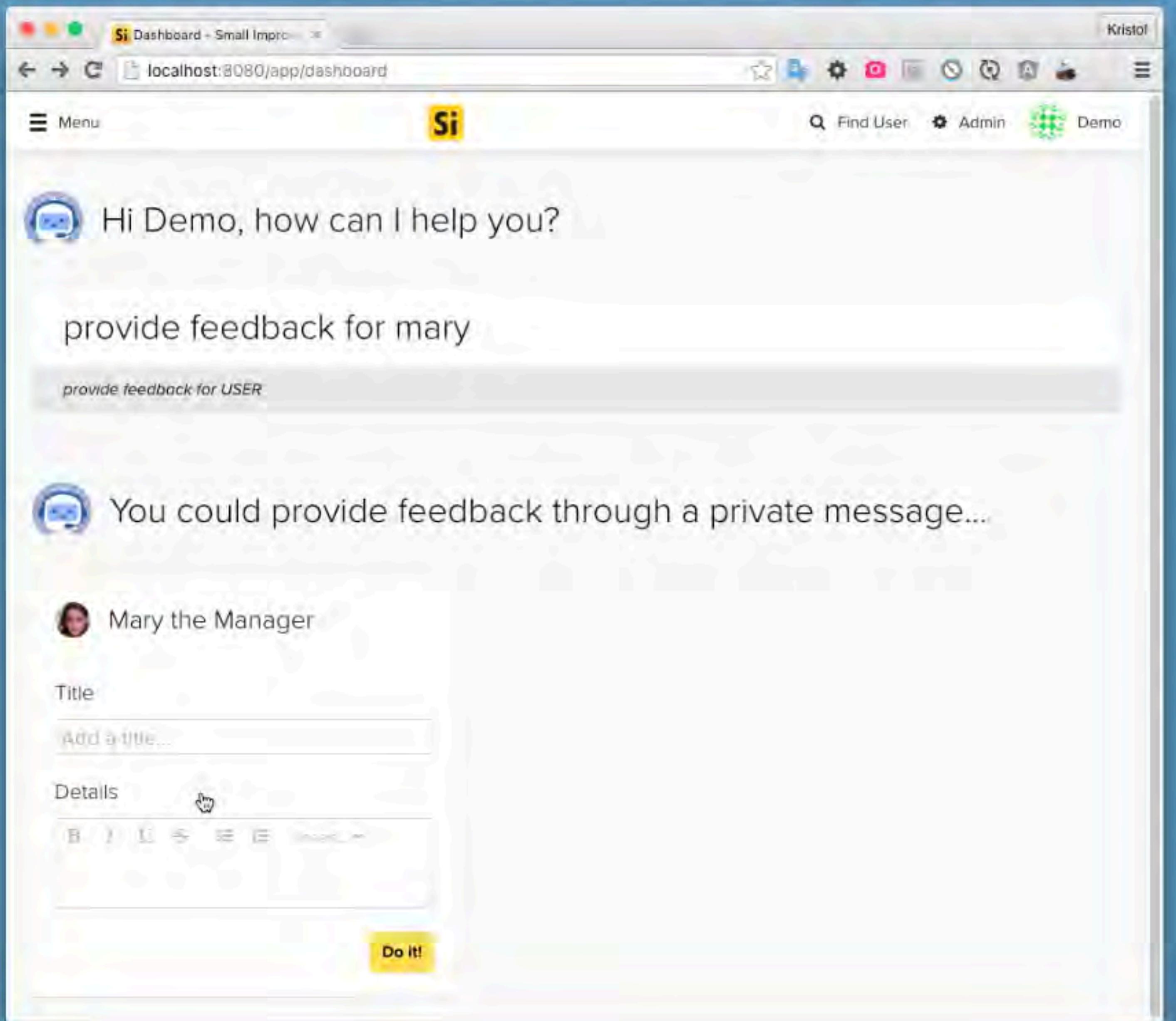


Typography Size Rules

Font Size	Corresponding HTML Elements			Sample <small>NOT ACTUAL SIZE!</small>
	Static Page / Ground Pane	Cards	LESS Variable name	
30px	<h1>		@fontSizeXXL	Small Improve
25px	<h2>	<h1>	@fontSizeXL	Small Improveme
20px	<h3>	<h2>	@fontSizeL	Small Improvements
15px	<p>	<p>	@fontSize	Small Improvements
12px	<small>	<small>	@fontSizeS	Small Improvements

360 Cycle Timeline & Create Flow





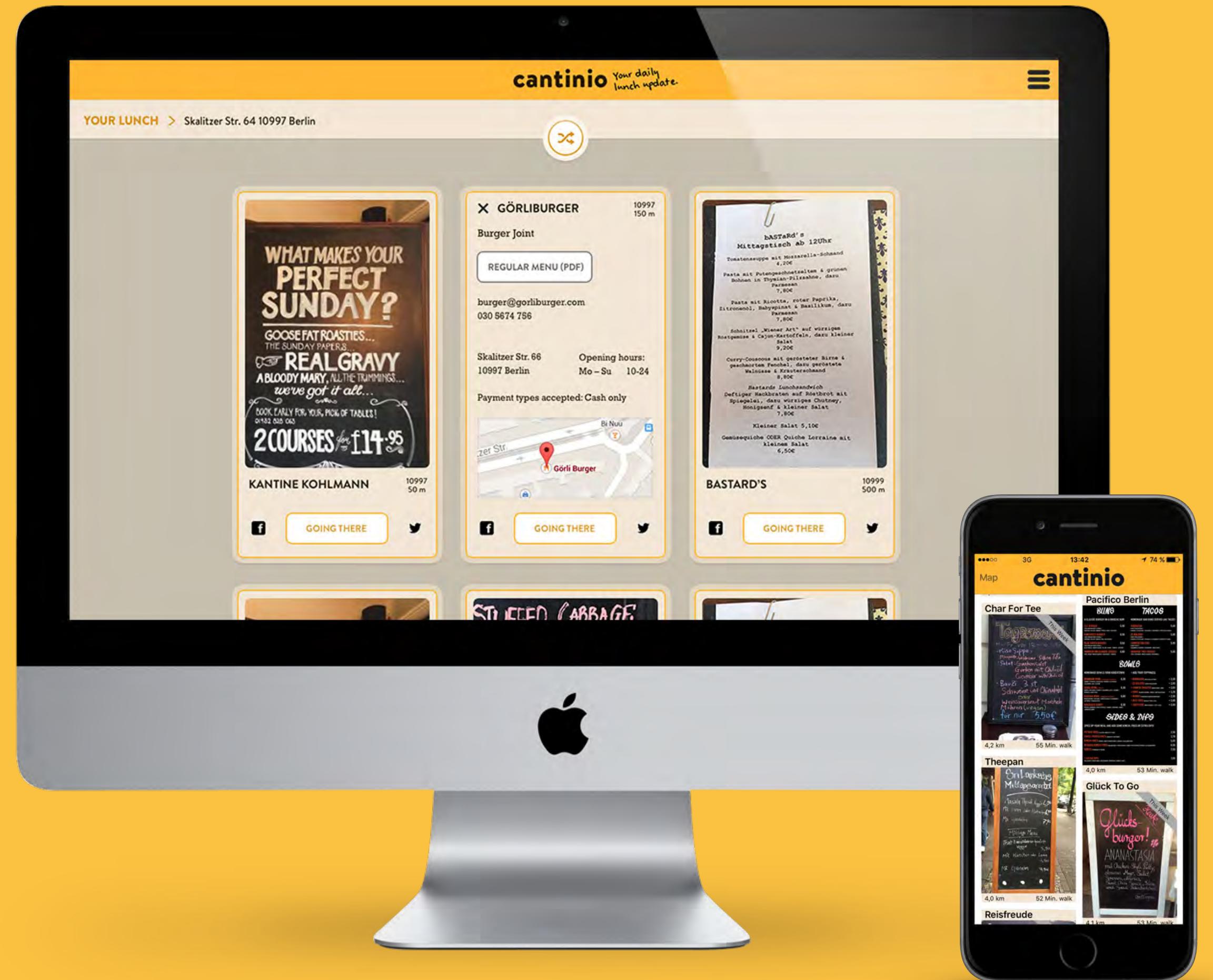
Hackathon: Conversational UI for Small Improvements

Cantinio

Logo / Corporate Identity

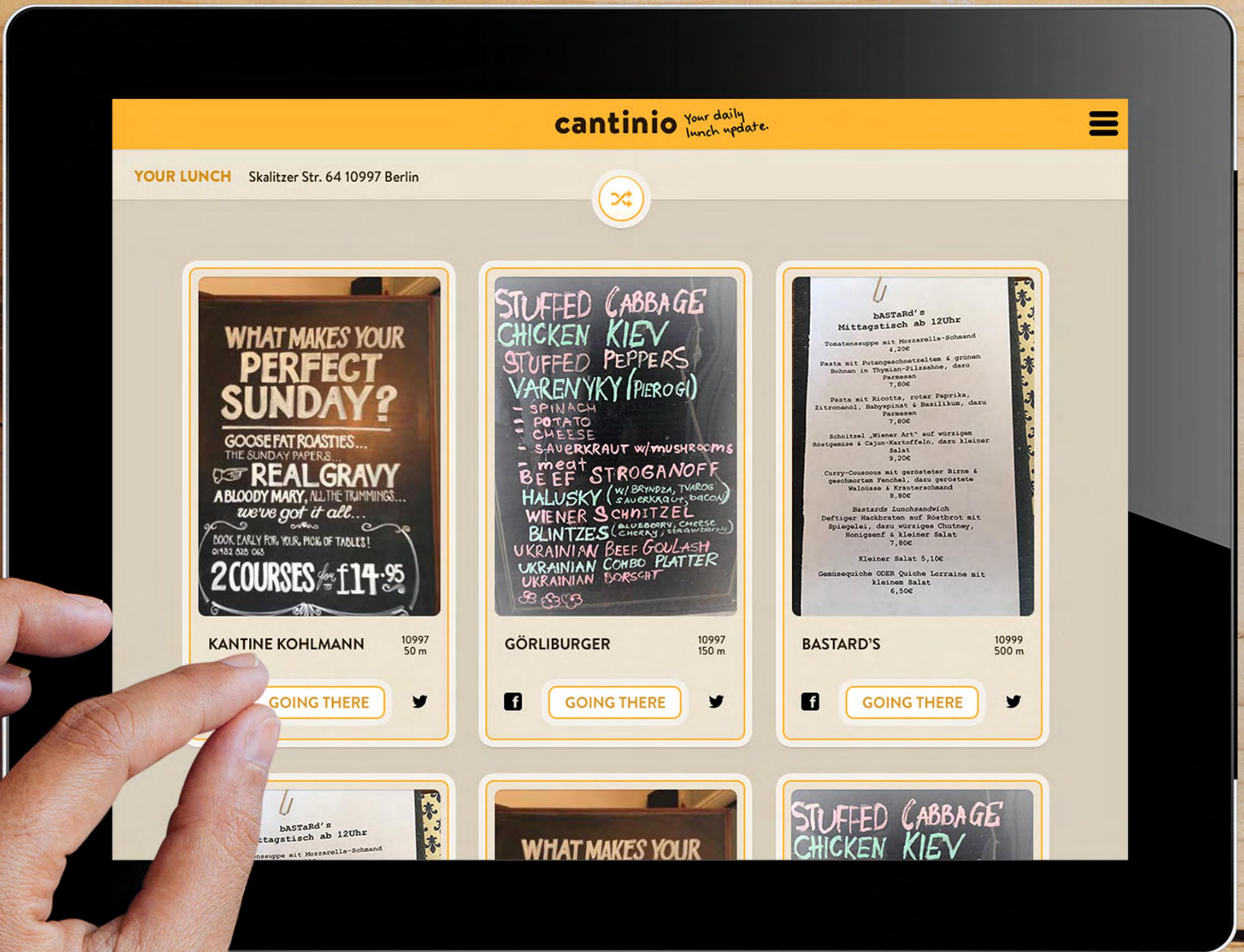
MVP UI/UX

cantinio users get a daily, organized overview of relevant lunch options in their area. The app both optimizes the restaurants' current social reach while also generating a completely new customer stream.



cantinio

Your daily
lunch update.



Halvtone

Creative Direction, App UX / UI, Print Materials



halvtone

Halvtone combines user-customizable

Design

with automated

Production

making it accessible to everyone through

smart web

Software

.



halvtone.com/en/

fb host pocket+ ksNYk tech teaching webkurs Süddeutsche Zeitung Deutsche Bank Google Maps
halvtone - Your design, custom milled. - halvtone.com

DE / EN
Fragen? 030-55579866 

hålvtone

Dein Motiv, individuell gefräst.

Liebevoll handgefertigte Unikate - aus Berlin mit ❤

 Jetzt Foto hochladen

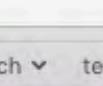
So funktioniert's:

1. Dein Bild hochladen... 
2. Individuell designen 



halvtone.com/en/

fb host pocket+ ksNYk tech teaching webkurs Süddeutsche Zeitung Deutsche Bank Google Maps
halvtone - Your design, custom milled. - halvtone.com

DE / EN
Fragen? 030-55579866 

from 49€

in ein einzigartiges optisches Erlebnis zu verwandeln.

In drei Größen und fünf Farben erhältlich



S: 49€
25x25cm

M: 79€
36x36cm

L: 119€
49x49cm

 Black/Grey

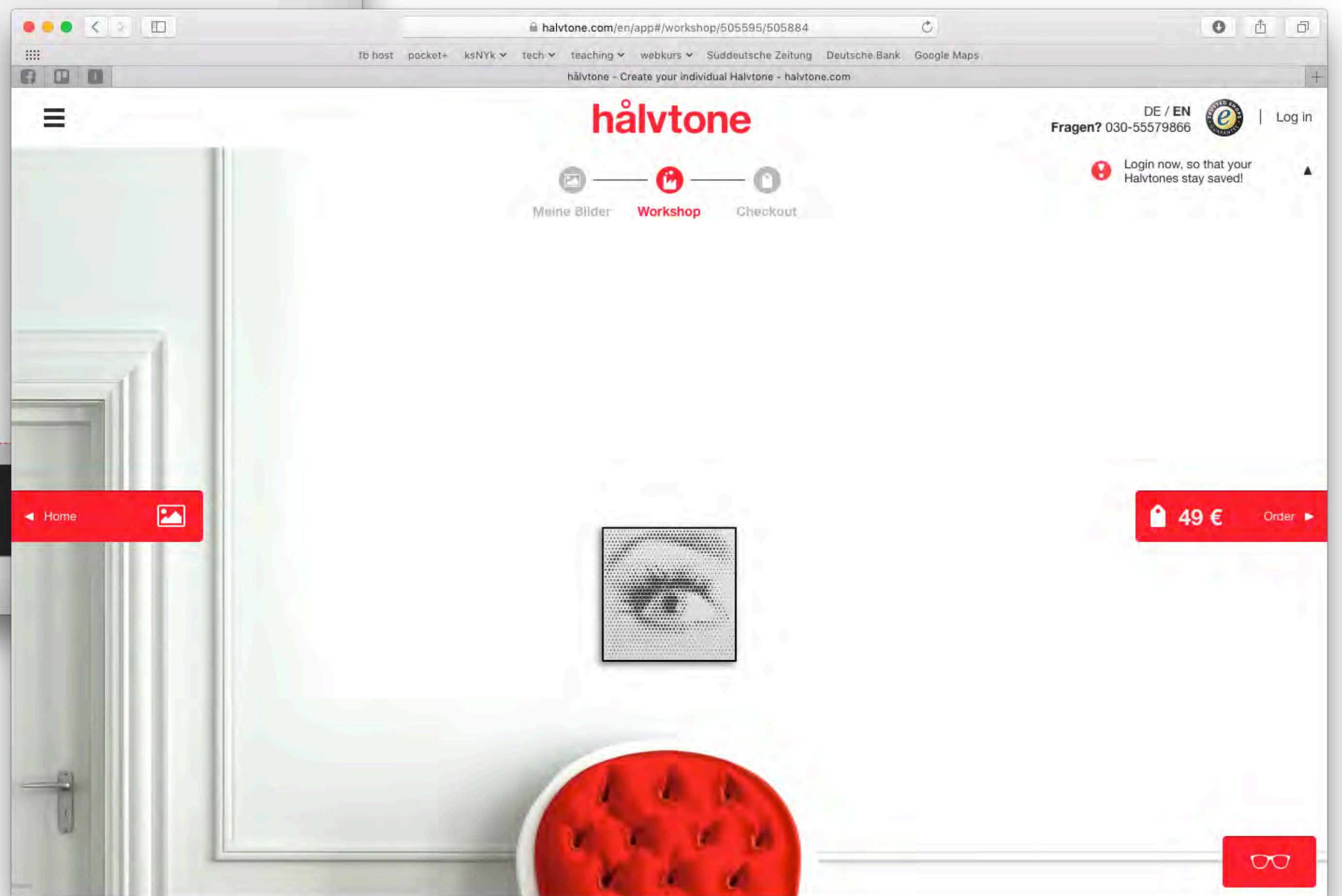
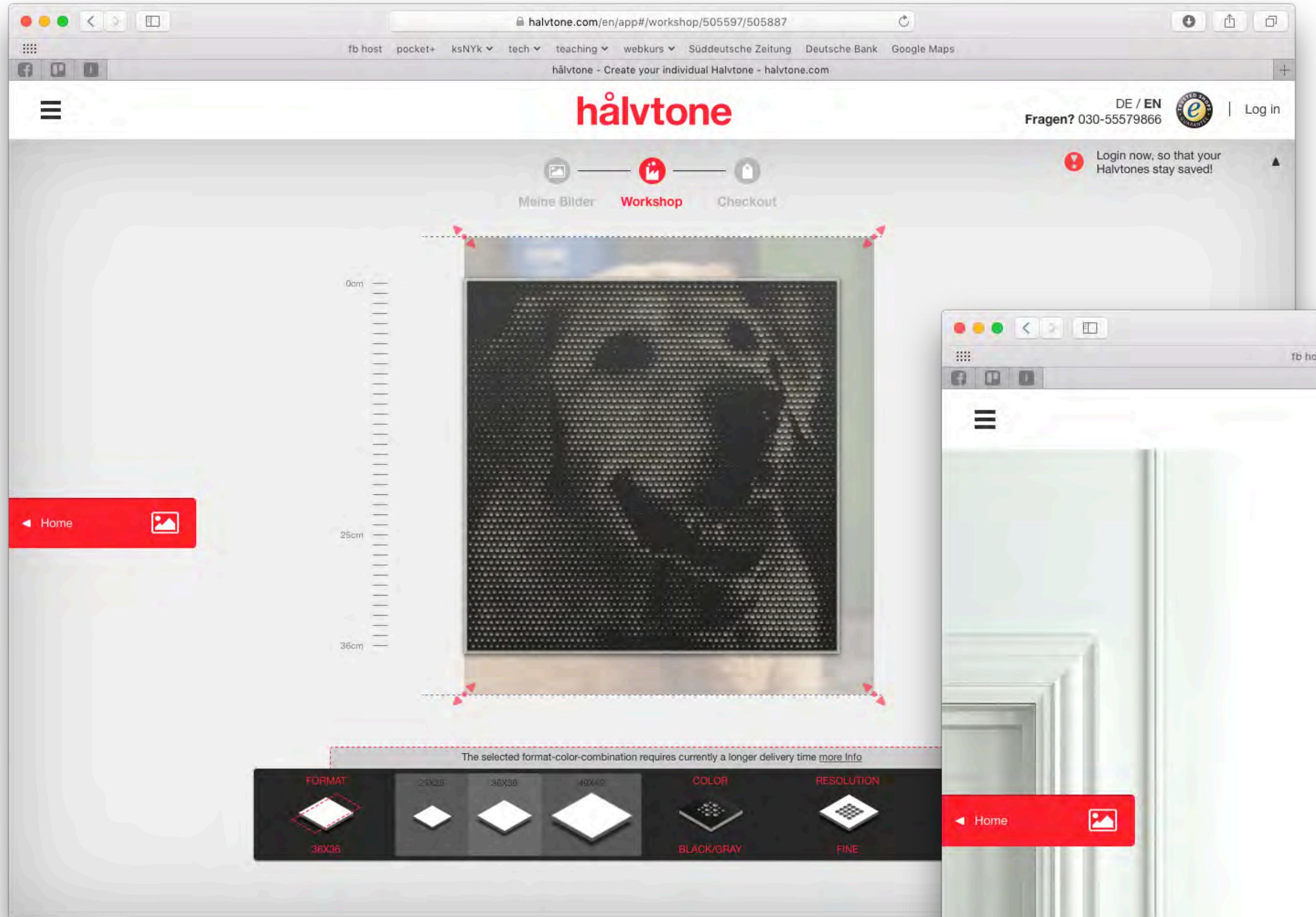
 White/Black

 Black/Red

 Schwarz/Braun

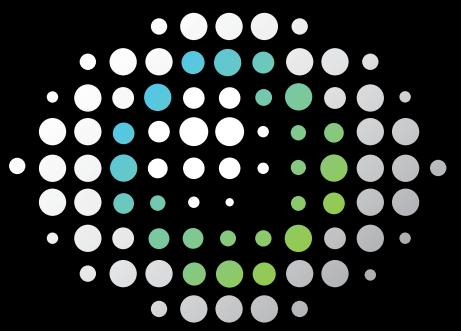
 White/Brown





golem.de

Creative Direction,
UX / UI Consulting



golem.de
IT-NEWS FÜR PROFIS

I was an external consultant for ads/
promotion and internal development
for golem.de for several years until 2015.

I have participated in several larger
development projects, some of which
were unfortunately scrapped due to
changes at the company around that time.

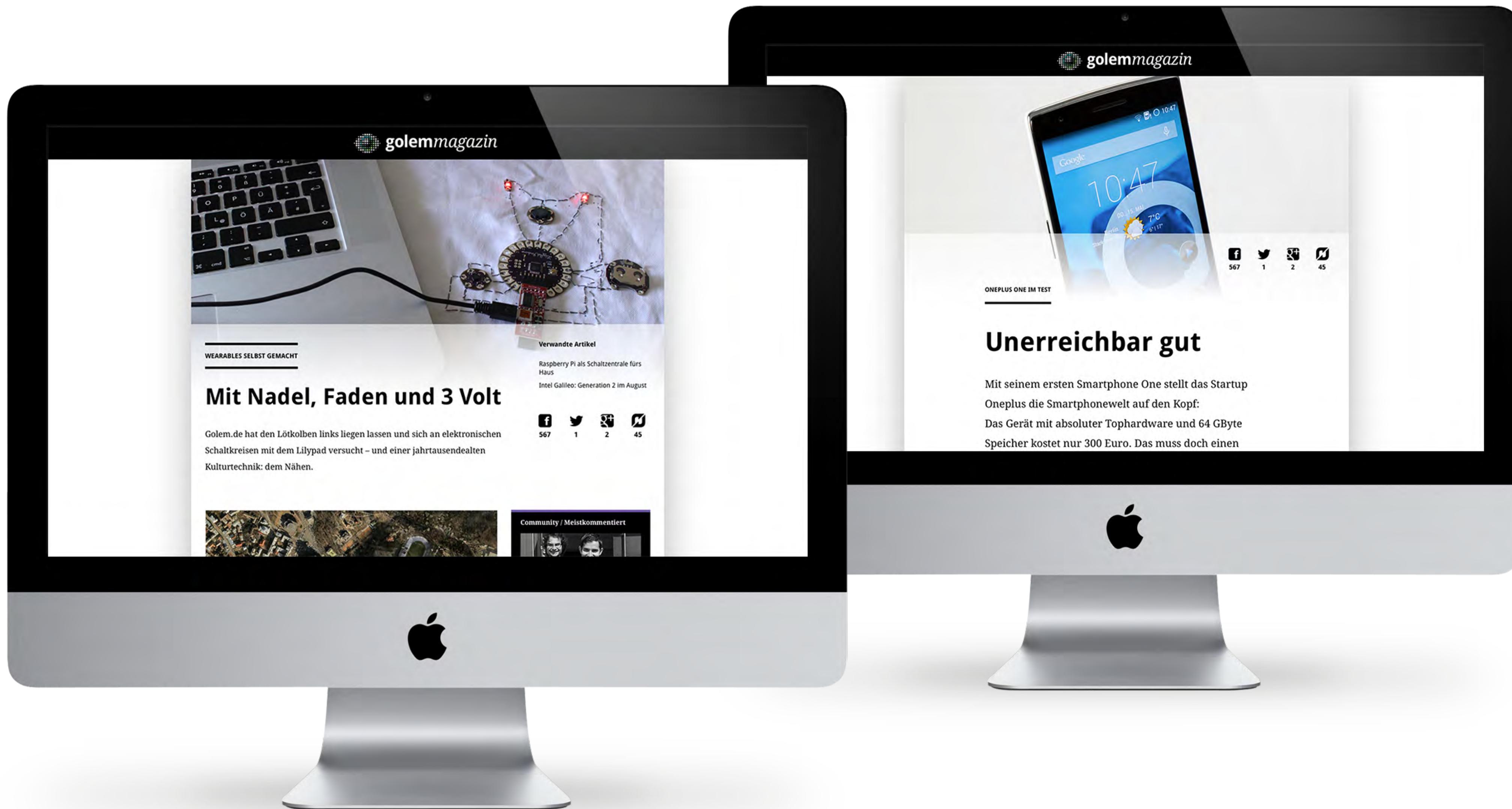
Golem.de Subscription Service

Signup UX / UI & Initial Promotion Campaign



golemmagazin Concept

(working dummy)



21 Jahre nach seinem fulminanten Start in Europa geht Mario Kart mit Teil 8 der Serie in die nächste Runde. Golem.de hat mit dem mehrfachen Super-Mario-Kart- Weltrekordhalter Sami Cetin gesprochen und erinnert sich an die Anfänge des Funracer-Genregründers.

[f 567](#) [t 1](#) [g 2](#) [m 45](#)

Das Geschäft mit der Nahansicht aus dem All

Immer näher zoomen Kameras von Satelliten aus an uns heran, immer mehr ist auf ihren Bildern von der Erde zu erkennen. Unternehmen wollen mit ihrer Erdbeobachtung praktisch in Echtzeit Geld verdienen - auch Google mit dem Satellitenbetreiber Skybox Imaging.

[f 567](#) [t 1](#) [g 2](#) [m 45](#)



NSA-AFFÄRE



ONEPLUS ONE IM TEST

Artikel Titel zweizeilig

Lörem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[f 56](#) [g 12](#) [m 6](#) [t 76](#)

Ratlos, privatlos

Bedingungsloses Grundmisstrauen in einem Weltkrieg, der kaum bemerkt wird: Zum ersten Jahrestag der Snowden-Enthüllungen ein paar Anmerkungen über das Geheimnis und das Innerste der Macht. Ein Essay.

[f 567](#) [t 1](#) [g 2](#) [m 45](#)

Unerreichbar gut

Nach Chromebooks kommt jetzt die Chromebox: Wir haben uns den kleinen NUC-ähnlichen Rechner von Asus genauer angesehen.

[f 567](#) [t 1](#) [g 2](#) [m 45](#)

Was für eine "Leistung"

Autor morningstar 01.06.14 - 14:11

Ist doch völlig egal, auf welchem Gebiet man eine Leistung erbringt, noch dazu, wo man dabei Spaß hat. Dass es eine Leitung ist, wird ja primär von anderen festgelegt.

Für mich ist es zB keine nachvollziehbare sinnvolle Leistung, Jahre seines Lebens zu opfern, oft unter Schmerzen, um dann einmal einen Diskus am weitesten werfen zu können. Andere vergeben dafür eine Goldmedaille.

golemvideo Overhaul Concept

(incl. working HTML5 video player)



Websockets und Bluetooth LE

567 1 2 45

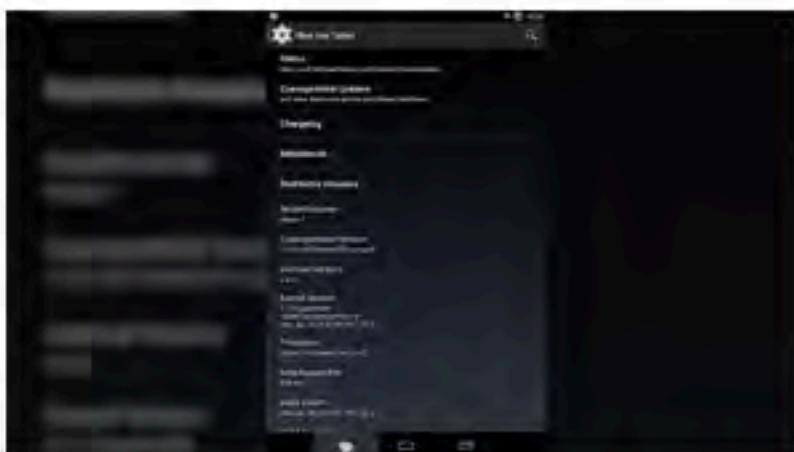
Golem.des hauseigener Bastler Alexander Merz erklärt, wie mit Hilfe von Bluetooth LE und Websockets ein Raspberry Pi zur fernbedienbaren Fernbedienung wird. So kann iTunes auf dem Laptop gesteuert werden, ohne den Rechner zu berühren.

[Sprechtext einblenden](#)

[Videodatei herunterladen](#)



Oculus Rift Development Kit 2 ausprobiert



Oculus Rift Development Kit 2 ausprobiert



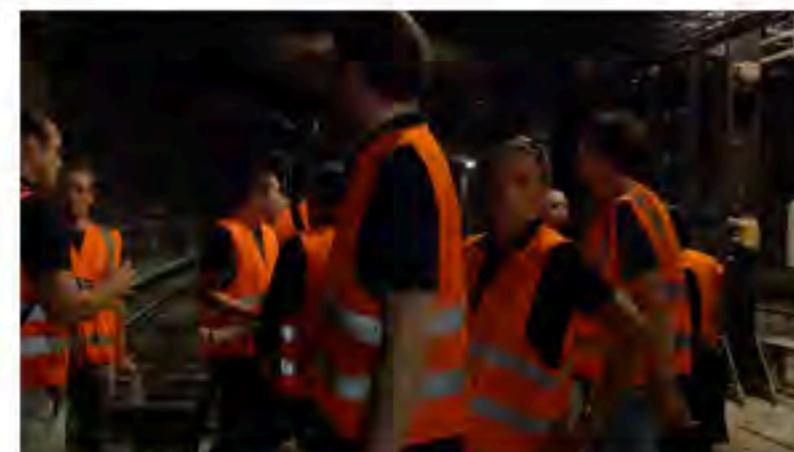
Oculus Rift DK2 – Unboxing

Wir drehen mit dem Developement 2 des Virtual-Reality-Headsets Oculus Rift ein paar Runden in Project Cars, streifen durch den Kokiri Forest aus Zelda und tauchen in einer Variante von Pong ein.

567 1 2 45



The Last of Us Remastered – Grafikvergleich (PS3 vs PS4)

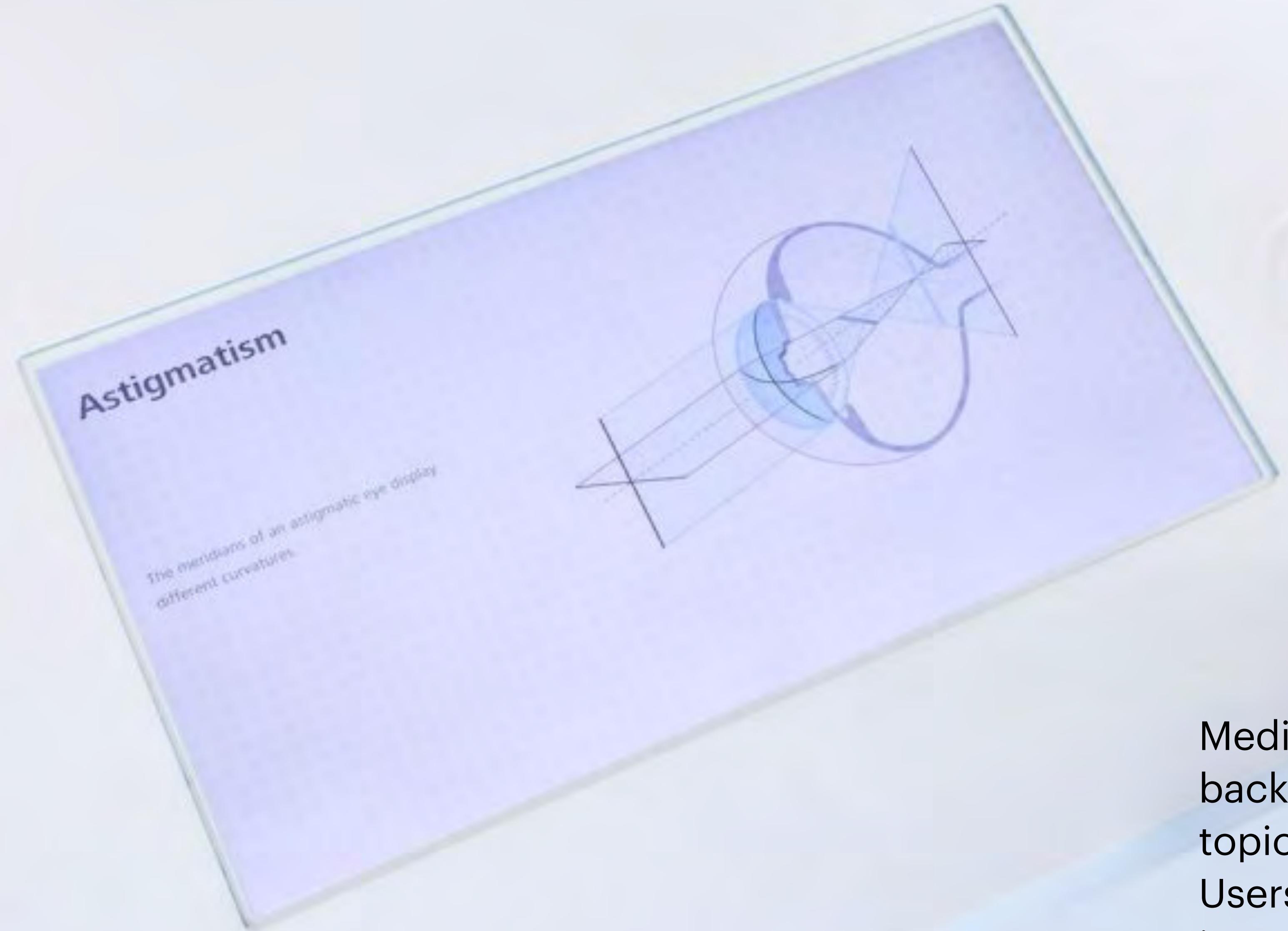


Oculus Rift Development Kit 2 ausprobiert

Zeiss Museum of Optics Interaction / Interface Design

with Studio TheGreenEyl



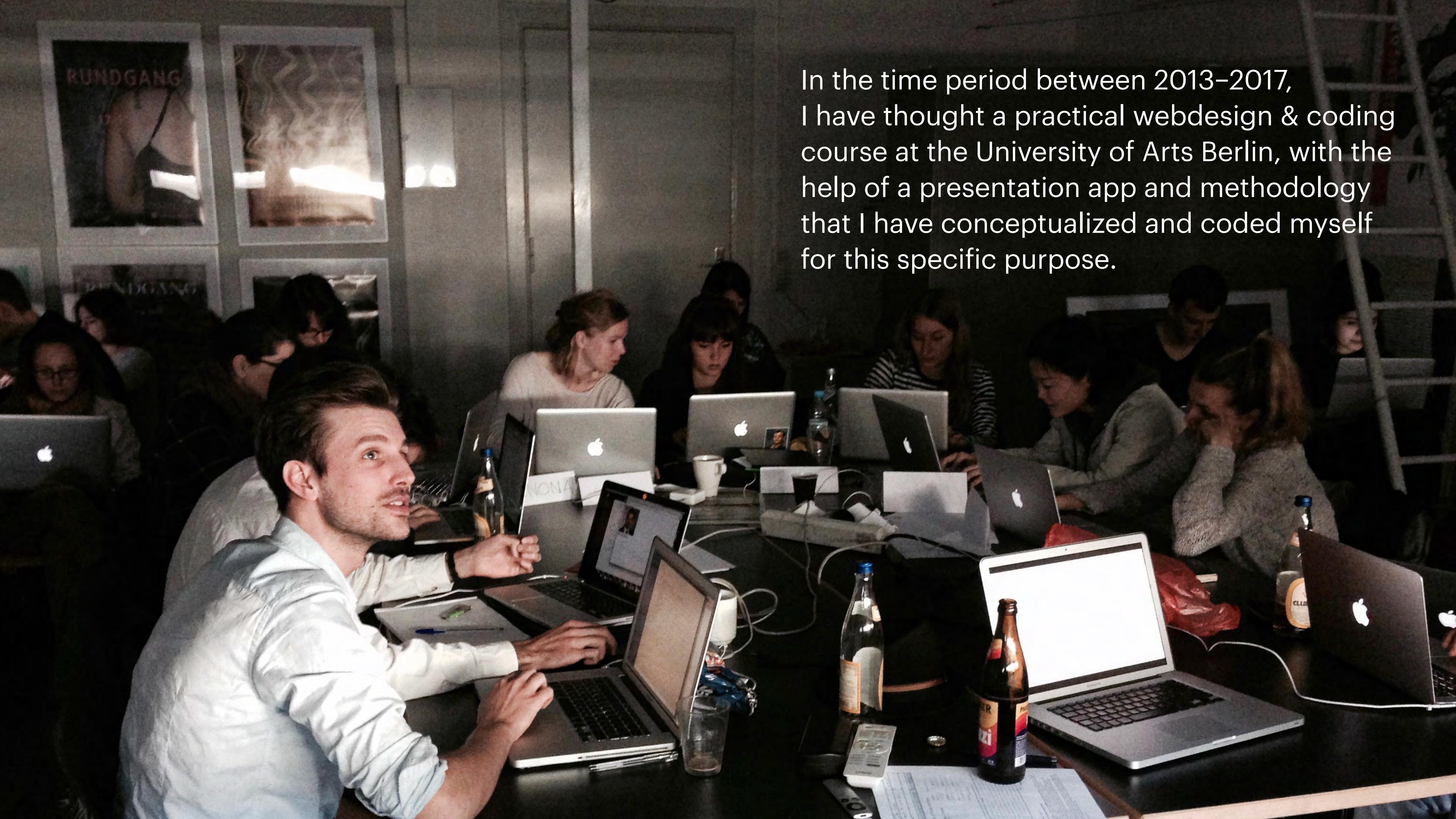


Media terminals provide background information on all topics throughout the exhibition. Users interact via circular touch interfaces enabling them to scroll through the content.

Teaching & Mentoring

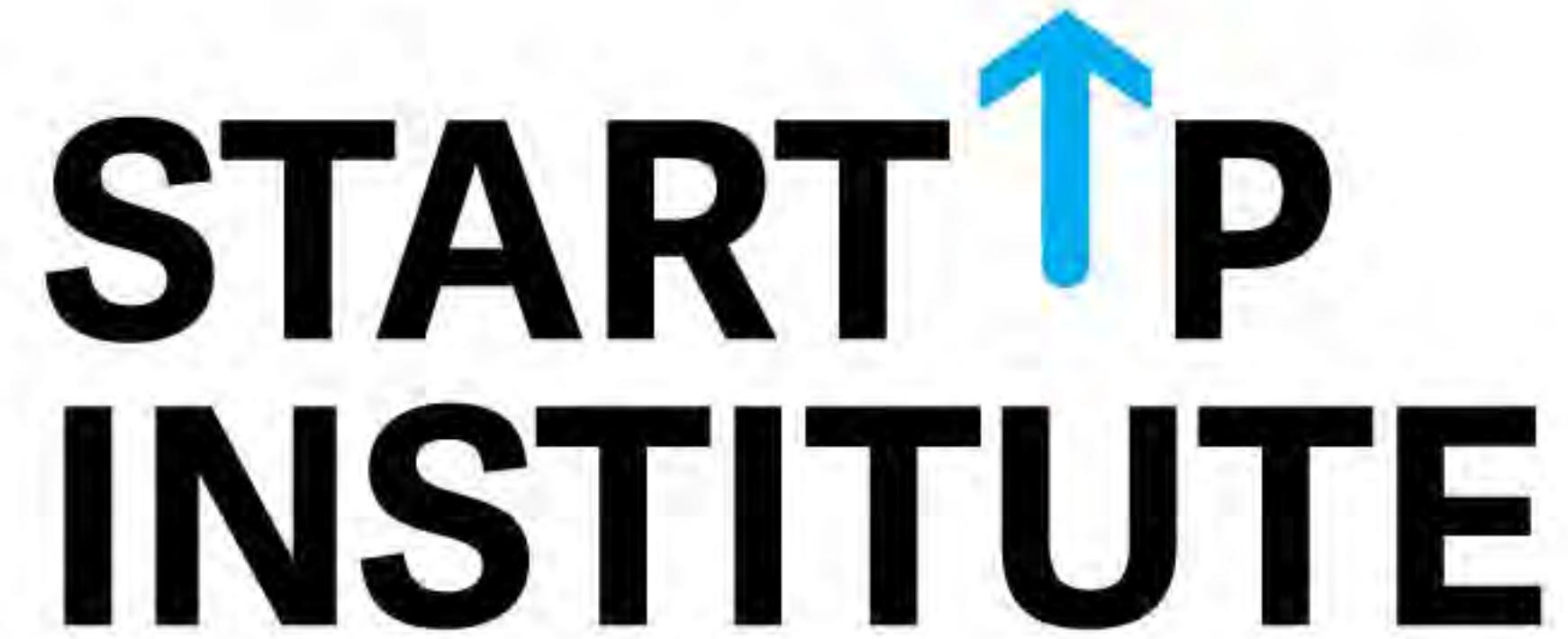
I regularly participate as a mentor in pitch-workshops for startups as well as established companies interested in innovation – here one in the Bauhaus bulding in Dessau, organized by the Power-to-Idea Accelerator program.



A photograph of a group of people sitting at a long table in a dimly lit room, focused on their laptops. In the background, several framed photographs are hanging on the wall, one of which has "RUNDGANG" printed on it. The scene suggests a collaborative workspace or a hackathon.

In the time period between 2013–2017, I have thought a practical webdesign & coding course at the University of Arts Berlin, with the help of a presentation app and methodology that I have conceptualized and coded myself for this specific purpose.

I was mentor-in-residence at
Startup Institute during their brief
tenure in Berlin in 2015.

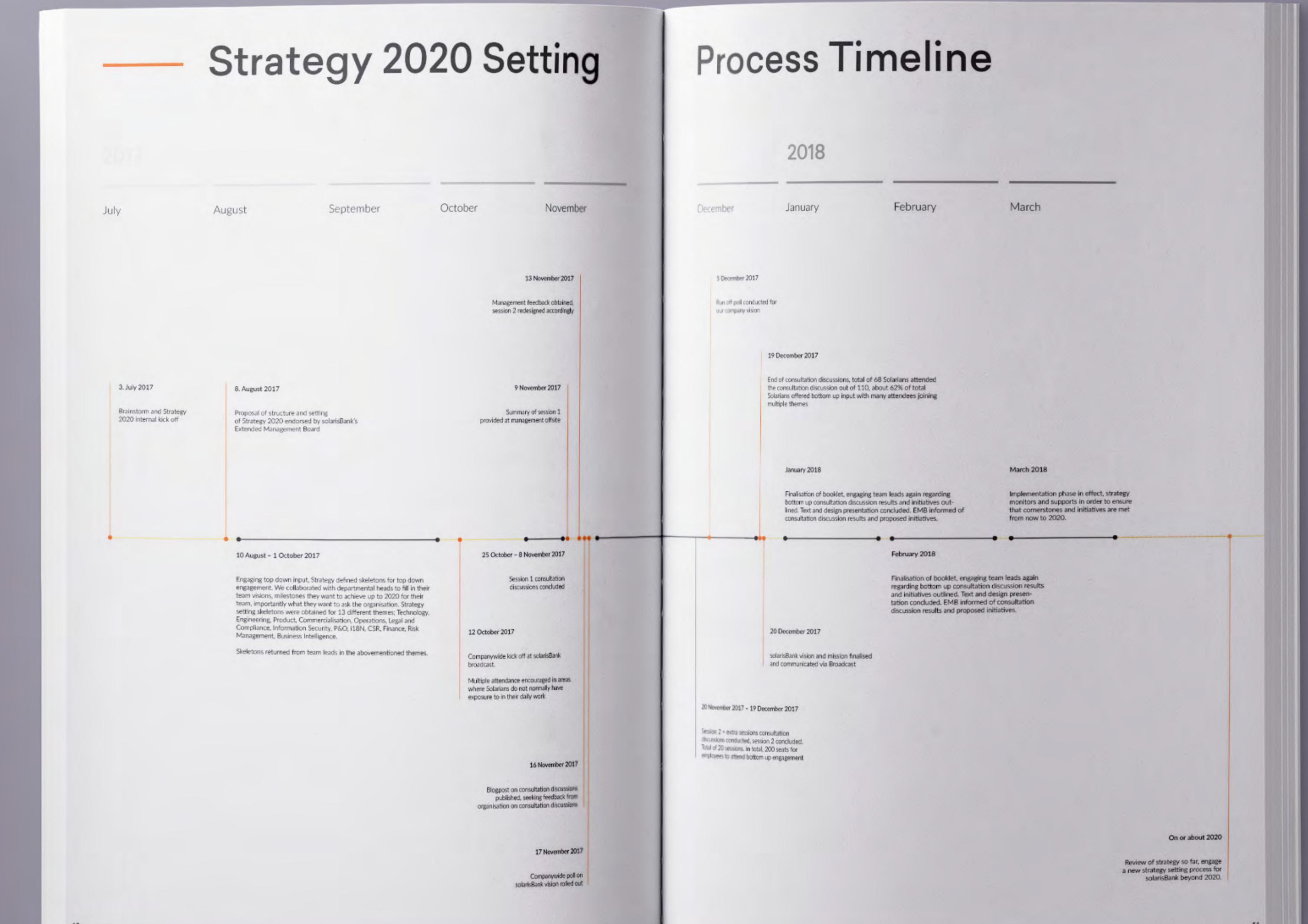
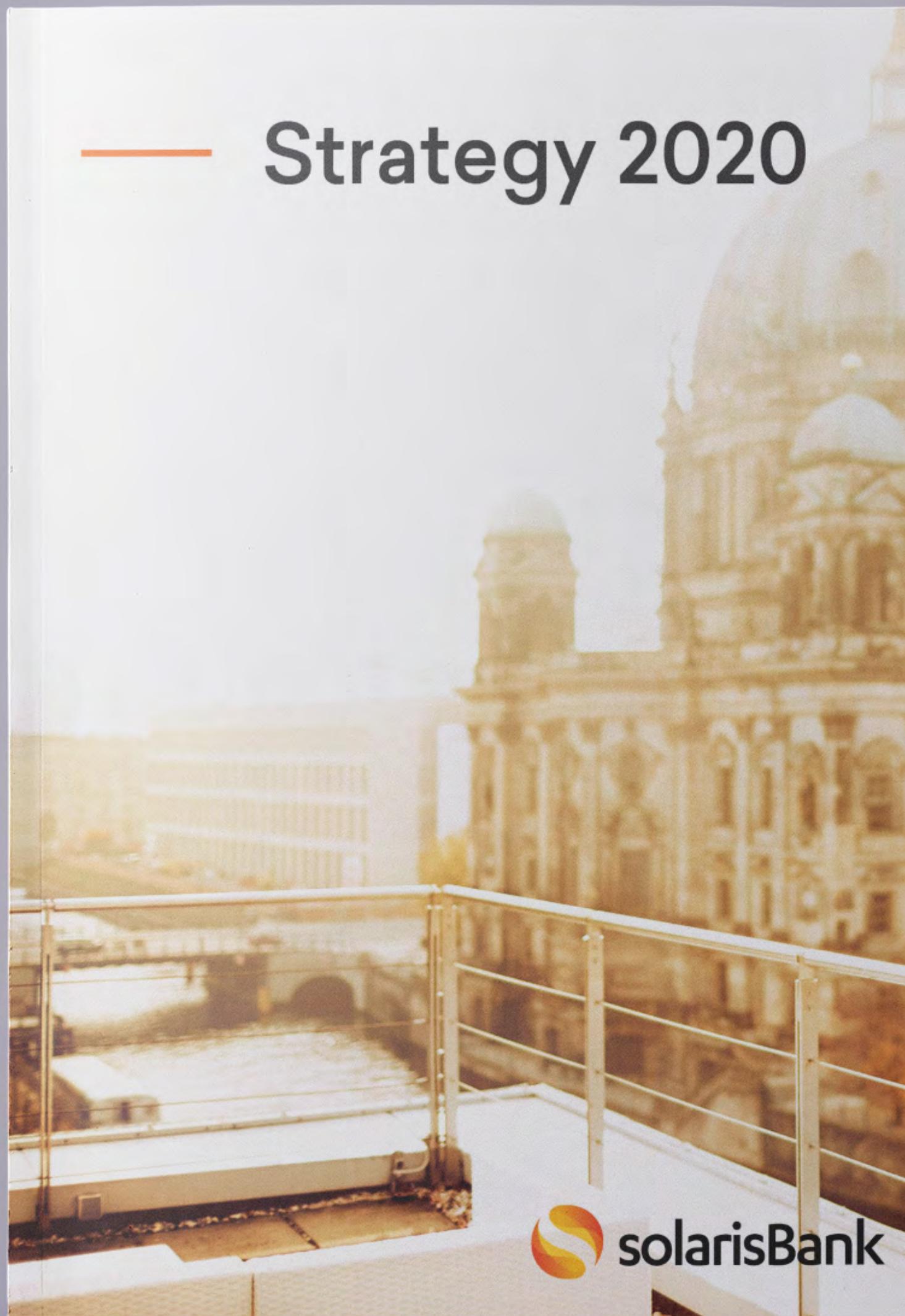


Corporate Design / Graphic Design

solarisBank Strategy Booklet

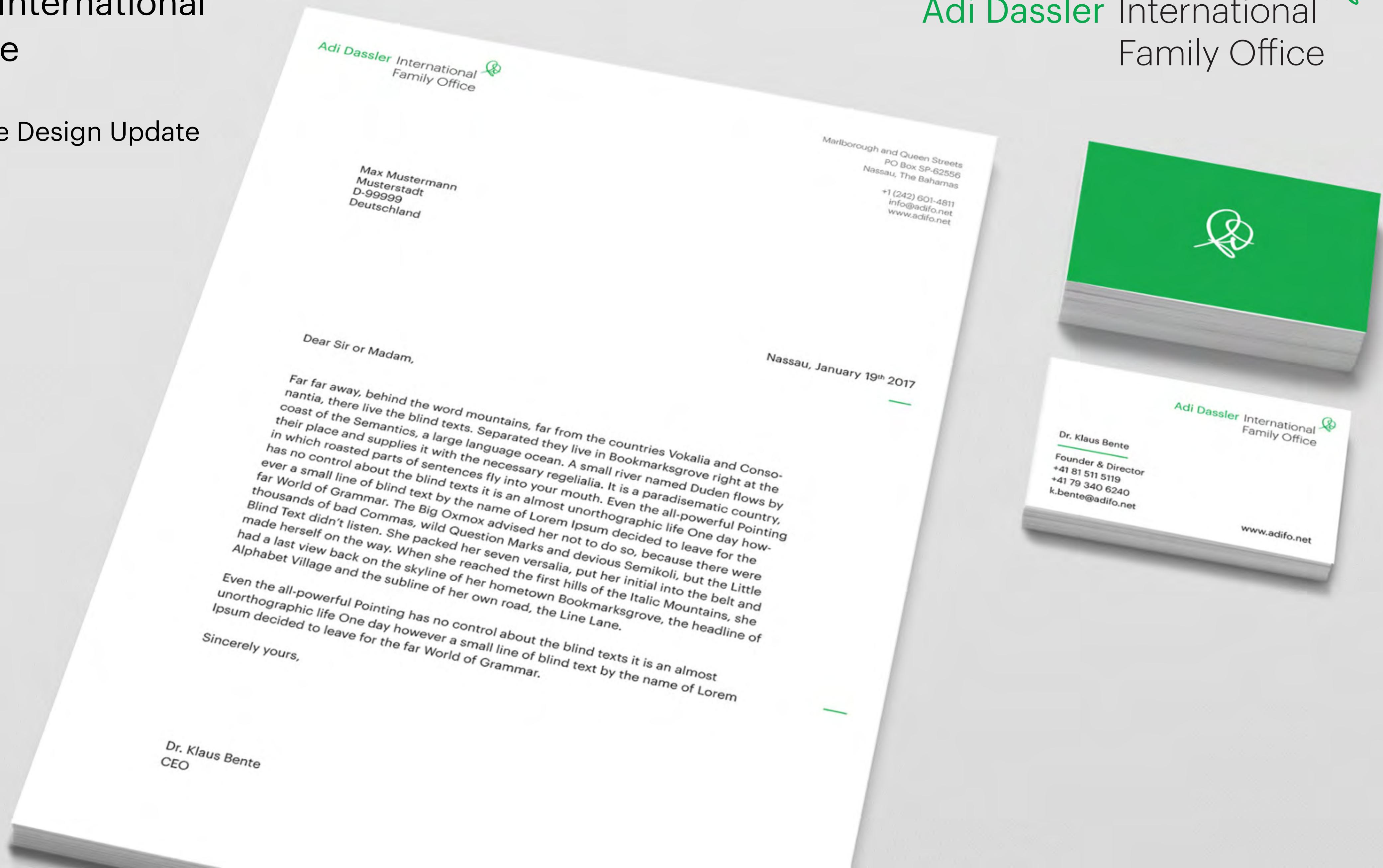
Graphic Design





Adi Dassler International Family Office

Logo, Corporate Design Update



ADIFO

Website Design & Development

Adi Dassler International Family Office

Home Legacy Team Services Commentary Contact

We are a privately owned Multi-Family Office founded by the three sons of Inge Dassler, the oldest daughter of Adi Dassler. We are sharing our experiences, our competence network and our unique and custom solutions with like-minded families and qualified individuals.

www.adifo.net

ADIFO

Website Design & Development

Family Office

The Adi Dassler International Family Office is completely autonomous, independent and free from conflicts of interest. Just like we do it for our family, finding the best solution available for every situation and need is our goal - no matter where it comes from.

Asset Protection, Strategic Structuring and Planning

We have relationships with several international legal teams to ensure our clients the proper legal structure specific to their needs.

Consolidated Reporting

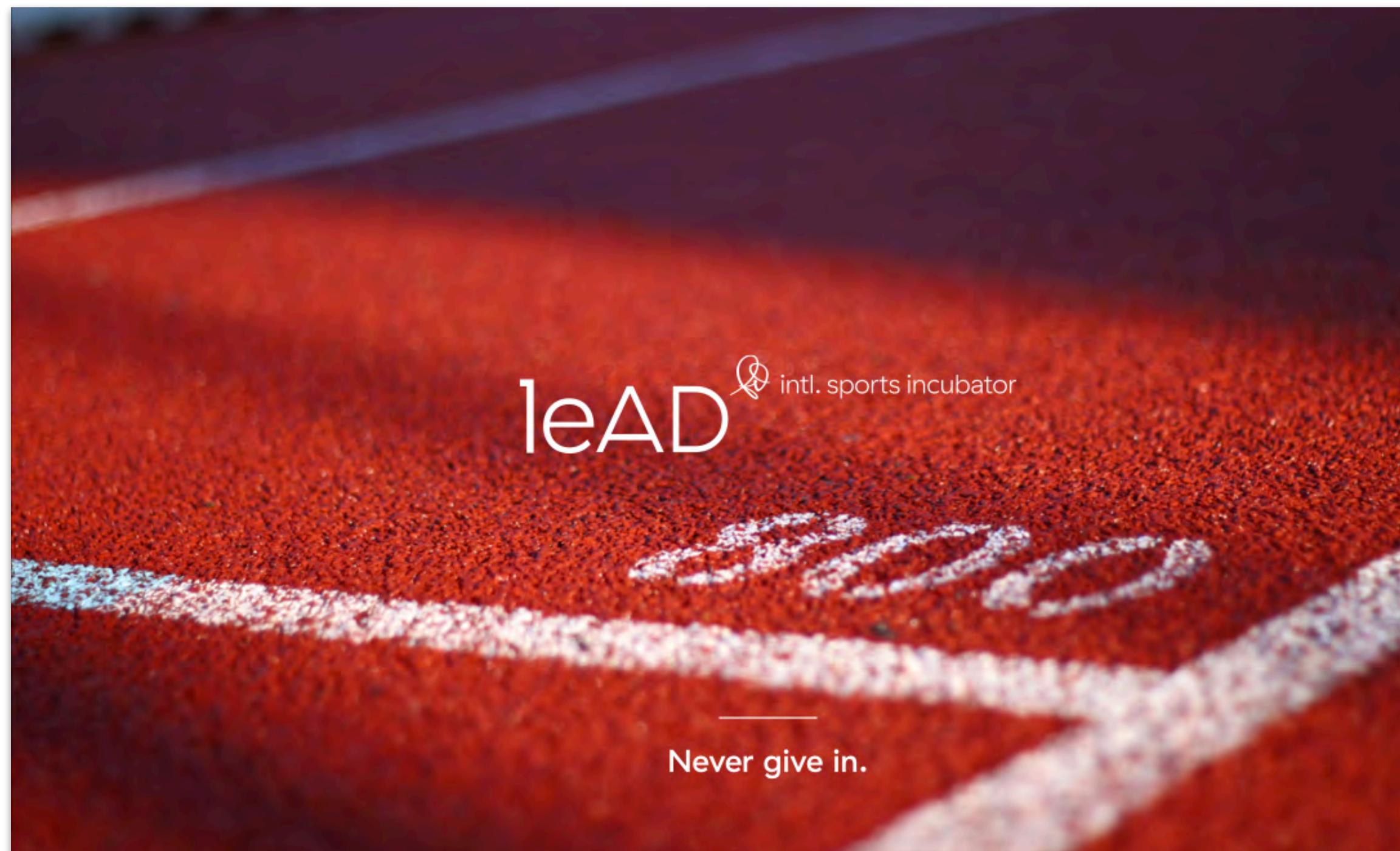
Our reporting and aggregating technology is made available for financial and non-financial assets in multiple currencies on a global basis. The reports are custom generated for each of our family's needs.

Asset Management and Investment Advice

A dedicated investment team will define an asset allocation / investment strategy customized for the clients needs. We offer open architecture, best in class and global custodians in a transparent manner.

leAD sports accelerator (Part of ADIFO)

Logo, CD, Website
<http://leadsportsaccelerator.com>



Never give in.

leAD sports accelerator

passion for sports.

tim kriegstein
managing director

+49 176 303 30860
tim@leadsportsaccelerator.com
skype: tim.kriegstein
www.leadsportsaccelerator.com

stakeholdeRS

Jury
An expert jury consisting of entrepreneurs, business angels, venture capitalists and athletes as well as shareholders and partners.

Investors
Sport industry insights and access to a **sustainable network** of venture capitalists, business angels and partners.

Mentors
Consisting of 30–50 entrepreneurs, business angels, investors, marketing experts, and athletes.

Athletes
Prototyping labs with selected top athletes to test, develop and receive profound feedback.

Sponsors
Global partners providing tools, tech's and support to efficiently create and develop.

Executive Team
Mainly responsible for execution and revenues supported by expert organizations.

eBay Germany

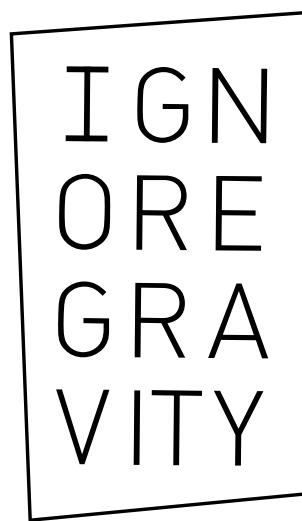
Brochure & Market Data
Overview Worksheet

REQUENT LOW AND MID SPENDERS

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