

Leyendeckerstr. 69a
50825 Cologne
Germany
m@martin-gude.com
Mobile: +49 163 6316525
Skype: martin.gude

Martin Gude

User Experience Consultant
Digital Strategist
Information Architect

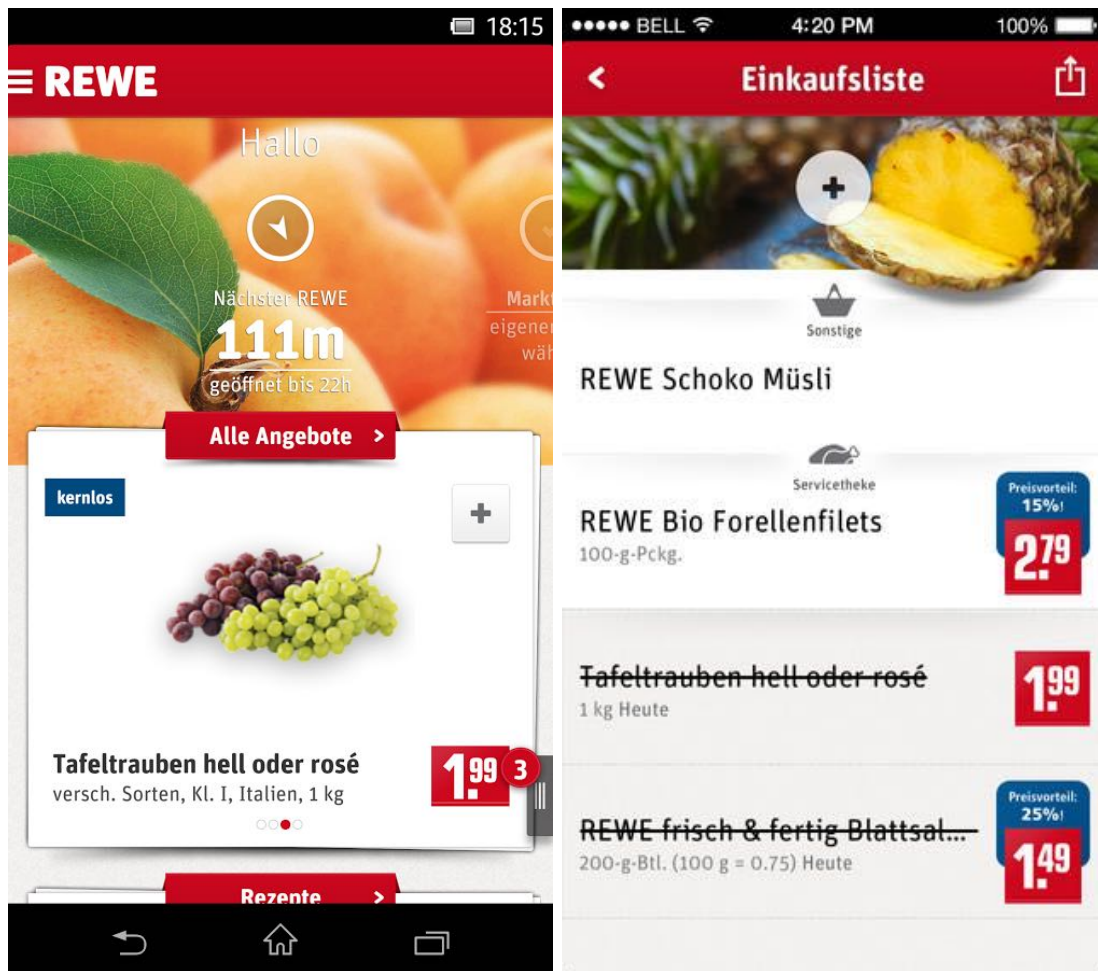
Portfolio



Project TEYIA – a glass construction software

Task KL®megla is a leading manufacturer of fittings like hinges and clamps for glass construction. KL®megla faces the problem that glaziers do not select fittings on a per project basis, as they fear difficulties with different fittings. Hence a software tool should be build that enables glaziers to plan, build and manage their glass constructions. TEYIA was planned as a combination of a design tool with ERP and payment functionalities. TEYIA was to be built in a new startup company. The product reached the conceptual phase.

Responsibilities Team lead, product management, Scrum product owner, strategic planning, requirements engineering, human resources, business planning, wireframes, user experience design, information architecture

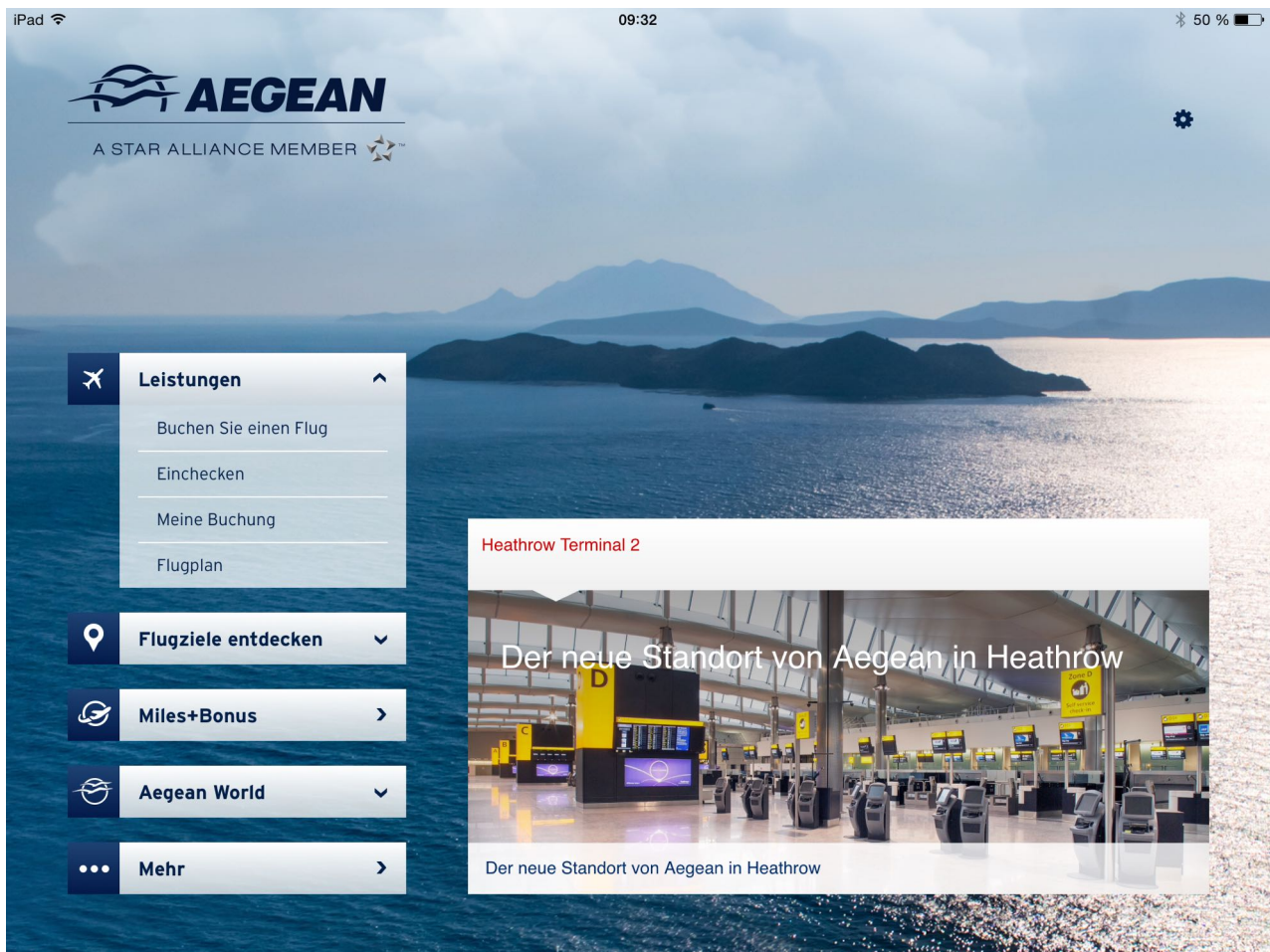


Project REWE Supermarket – iPhone and Android App

Task REWE Supermarket is one of the large German grocery stores. The apps offer localized and personalized information about REWE branches as well as offers, recipes and a personal shopping list.

Responsibilities Strategic planning, wireframes, user experience design, information architecture

URL itunes.apple.com/de/app/rewe-besser-leben./id714121079?mt=8
play.google.com/store/apps/details?id=de.rewe.app,



Project **Aegean Airlines iPad App**

Task Aegean Airlines is the leading Greek airline. The iPad app helps travellers to plan their trips and during online check in. In order to reduce development effort, mainly content from the existing mobile website has been reused.

Responsibilities User experience design, information architecture, prototyping.

URL itunes.apple.com/gr/app/aegean-airlines-for-ipad/id768697874?mt=8



Project Coop Switzerland

Task Coop is the second largest retailer in Switzerland. Information from several Coop websites is bundled on the company's homepage. In order to reduce content management efforts, all information is shown automatically.

Responsibilities Strategic planning, wireframes, user experience design, information architecture, involved in entire development process including UX testing and on-going monitoring of implementation.

URL www.coop.ch

REWE Green Building gewinnt bei "Stores of the year 2010"

HDE zeichnet CO2-neutralen
Supermarkt in der Kategorie
Food aus

1 2 3 4 5 **6** 7



PRESSEMELDUNGEN



UNTERNEHMEN



NACHHALTIGKEIT



KARRIERE

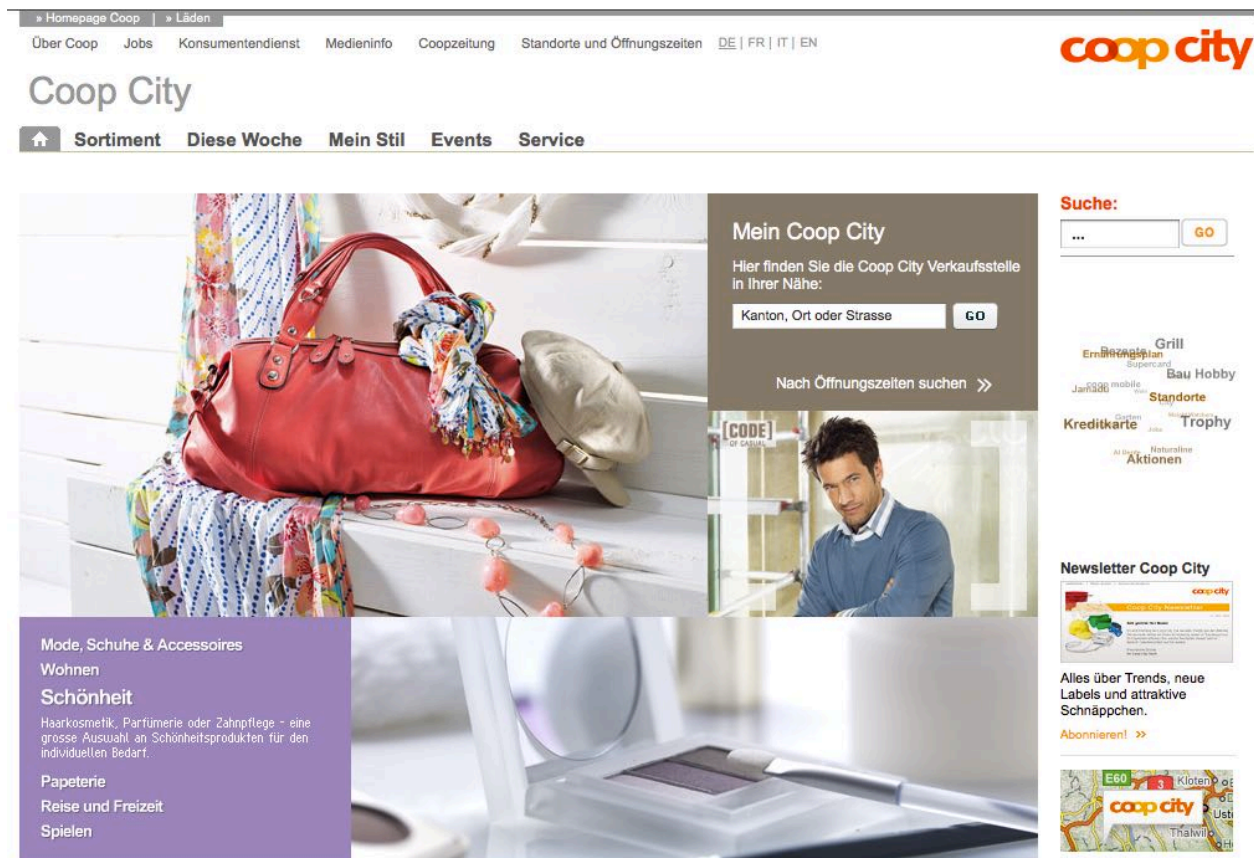


Project **REWE Group – Corporate Website**

Task REWE Group is one of the leading retailers in Germany. The corporate website presents the essential information about the group, press releases, sustainability projects and career opportunities in the group.

Responsibilities Strategic planning, wireframes, user experience design, information architecture, on-going monitoring of implementation.

URL www.rewe-group.com



Project Coop Switzerland – department store

Task Coop City is the Coop department store. The Coop City website provides the visitors with information about their variety of products. As a special service, a style advisor helps with clothing tips tailored to the user.

Responsibilities Strategic planning, wireframes, user experience design, information architecture, on-going monitoring of implementation.

URL www.coop.ch/city



Project **REWE Supermarket**

Task REWE Supermarket provides localized information, e.g. special offers and opening times, about every supermarket in Germany. In order to be able to choose a supermarket, a map based service is used.

Responsibilities wireframes, user experience design, information architecture.

URL www.rewe.de

[» Homepage Coop](#)
[» Läden](#)

[Über Coop](#)
[Jobs](#)
[Konsumentendienst](#)
[Medieninfo](#)
[Coopzeitung](#)
[Standorte und Öffnungszeiten](#)
[DE](#) | [FR](#) | [IT](#) | [EN](#)

[Bau & Handwerk](#)
[Garten](#)
[Wohnen & Freizeit](#)
[Für meine Pläne](#)
[Unser Service](#)
[Sortiment](#)
[Aktionen](#)

Für die grüne Alternative.

[Mehr >>](#)

AKTION

399.00

Wicker-Balkonset

Superpreis

SORTIMENT

NEU: BELISSA STEINDEKORATIONEN

Die dekorative Kombination aus Stahl und Stein! Von Steinmauern über Kräuterspiralen bis hin zu Hochbeeten - mit Belissa verschönern Sie Ihren Garten!

SORTIMENT

NEU: ARTOGARD GARTENDESIGN

Ob Rosenbogen oder Spalier - mit den Designobjekten von Artogard setzen Sie Gartentrends! Jetzt neu in Ihrem Coop Bau+Hobby!

AKTUELLE THEMEN

FÜR NACHHALTIGES WOHNEN: MINERGIE-P-HAUS

Das Portemonnaie schonen und dabei auf die Umwelt achten ist in! Bei Coop Bau+Hobby gibts jetzt zertifizierte Minergie und Minergie-P-Häuser!

Suche:

[Naturaline Grill](#)
[Kreditkarte](#)
[Supercard](#)
[Rezepte](#)
[coop@home](#)
[City](#)
[coop mobile](#)
[Al Dente](#)
[Garten](#)

Newsletter Bau+Hobby

Tipps und Tricks für Haus und Garten, Bau- und Handwerk, Wohnen und Freizeit. Mit aktuellen Aktionen!

[Abonnieren! >>](#)

Project Coop Switzerland – do-it-yourself division

Task The highlight of Coop's do-it-yourself division Coop bau+hobby is a detailed exposure of their variety of goods. Furthermore, Coop bau+hobby help their users with how-tos and information about sustainable building and living.

Responsibilities Strategic planning, wireframes, user experience design, information architecture, on-going monitoring of implementation.

URL www.coop.ch/bauundhobby



Project Coop Switzerland – Human Resources

- Task** Coop is a very important employer in Switzerland. Coop Jobs serves as a marketing means for Coop's social responsibilities as an employer but also for recruiting new employees – no matter for which career level.
- Responsibilities** Strategic planning, wireframes, user experience design, information architecture, on-going monitoring of implementation.
- URL** www.coop.ch/jobs