

2023

Portfolio



Melitta Lau
UX/UI Designer



Welcome!

I'm Melitta. As a designer, I have helped e-commerce clients grow and strengthen their visual branding, filling many different roles across the design spectrum. Eventually, I found my calling in user experience and interface design.

When creating digital products, I rely on a balance of data-driven decisions and empathy for customer needs. I bring together different teams to collaboratively develop solutions and excite my colleagues for usability and design. While working closely with development teams to ensure our project's technical performance and feasibility, I also discovered a passion for design systems.

[Download my CV here](#)

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Find more projects and insights on melittalau.com

Blue Friday Sale - Jetzt oder nie !!!

CONTORION

Suchen nach Produktnamen, EAN/GTIN, Artikelnummer, Kategorie

Q. Suche Mein Konto Merkzettel Warenstaple

Unser Sortiment Marken % Angebote Magazin inkl. MwSt.

Wir konnten leider nichts zu „hamsterrad“ finden.

- Versuche es mit einem ähnlichen Suchbegriff oder prüfe deine Schreibweise.
- Du kannst trotzdem nicht finden, wonach du suchst? [FAQ/Soforthilfe öffnen](#)
- oder kontaktiere deinen persönlichen Berater: [030 / 403 644 0](#)

Deine persönlichen Empfehlungen

Makita Akku-Bohrschrauber DDF453RFE ★★★★★ Lieferzeit: 1-2 Arbeitstage UVP 199,40 € 156,89 € inkl. MwSt.	Makita Nutfräse PJ7000J im MAKPAC ★★★★★ Lieferzeit: 1-2 Arbeitstage UVP 199,40 € 156,89 € inkl. MwSt.	Makita Akku-Kettensäge a, 2 x 18 V, 35 cm, Solo-Version ★★★★★ Lieferzeit: 1-2 Arbeitstage UVP 199,40 € 156,89 € inkl. MwSt.	Makita Einhandhobel KP0800 ★★★★★ Lieferzeit: 1-2 Arbeitstage UVP 199,40 € 156,89 € inkl. MwSt.	Makita Kettensäge im M... ★★★★★ Lieferzeit: UVP 199,40 € 156,89 € inkl. MwSt.
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Beliebte Kategorien

Akku-Schrauber & Akku-Bohrschrauber	Werkstattbedarf	Reinigungs-maschinen & -geräte	Elektro-Säge	Transportmittel	Sch

Akku-Bohrmaschinen & -hammer
Akku-Packs & Ladegeräte
Akku-Säge
Akku-Schleifgeräte
Arbeitsbekleidung
Baustellenbedarf
Beleuchtung

Bohrer
Bohrmaschine
Büroausstattung
Drehmomentwerkzeug
Entsorgung & Umweltschutz
Fräsgeräte
Garten- & Forstmaschinen

Koffer & Koffersysteme
Lagereinrichtung
Mobile Kompressoren
Sägeblätter
Schleifen
Schrauben
Schraubendreher, Bits

Schraubenschlüssel, Ratschen & ...
Schuhe & Stiefel
Steigtechnik
Stromversorgung
Werkzeugsets
Zange
Zwinge, Schraubstock & Spann...

Metabo

metabo®

- Metabo Kappsäge
- Metabo Kompressor
- Metabo Akku
- Metabo Winkelschleifer
- Metabo Kreissäge
- Metabo Kettensäge

PRODUKTVORSCHLÄGE

- Makita Ersatzakku 18,0 V 5,0 Ah Li-Ion BL1850B
- STIER Akku für Makita Typ BL1830 3,0 Ah 18V
- Makita Akku-Bohrschrauber DF331DZ Solo-Version

Product Discovery Experience at Contorion

04

Solo-UX/UI Designer in Contorion's 'Discovery Team'
Quantitative & Qualitative Research,
Prototype Design, User Testing, UI Design

About Contorion and Customers Needs

Contorion is an online shop focused on professional craftsmen and -women and craft enthusiasts.

With their active jobs, customers like to spend as little time as possible at their desk. So when it comes to finding the right tool in Contorion's vast catalogue, they are looking for a frictionless and fast experience.



Search Flyout

Contorion

The search flyout is the first touchpoint with search results and should give a clear overview on relevant products and categories. It gives customers an aid in navigation as well as a first feedback on what the shop offers. Together with Developers and the BI-team, I worked on improving the UI as well as the quality of search result suggestions to provide a successful start into the customers search-journey.

The screenshot shows the Contorion website interface. A search flyout is open over the main content area, displaying search results for 'Metabo'. The flyout includes a search bar with the query 'Metabo|', a list of product categories like 'Metabo Kappsäge', 'Metabo Kompressor', etc., and a grid of three product cards: 'Metabo Akku-Bohrschrauber BS 18' (116,81 €), 'Metabo Kapp-schiene KFS 30' (113,42 €), and 'Metabo Akku-Handkreissäge KS' (240,35 €). Below the flyout, the main page features sections for 'Unser Sortiment' and 'Marken', and displays 'Zuletzt zum Merkzettel hinzugefügt' and 'Zuletzt gekaufte Artikel'.

06

Category Filters

Product filters can be a powerful tool to quickly narrow down large lists of search results. Especially on mobile devices that don't provide as good of an overview as large screens, they can save customers a lot of time and frustration. To improve on the usability of our filters, I tested different models and measured time and task success to find the best design possible.

The image displays three wireframe prototypes of a product search interface for Contorion, illustrating different design approaches for category filters. The prototypes are arranged horizontally and show the header, search bar, navigation, and search results area.

Header: All three prototypes feature a dark header bar with the Contorion logo, a search input field, and four navigation icons: Menü, Anmelden, Merkzettel, and Warenstapler. The Warenstapler icon includes a notification bubble with the number '0' or '2'.

Search Bar: The search bar contains the word "Hammer".

Navigation: Below the header, there are links for "Menü", "Mein Konto", "Merkzette", and "Narenstapler".

Search Results: The results are titled "Suchergebnisse für „Hammer“".

Filter Options:

- Prototype 1 (Left):** Shows a "Kategorien" button and a "Filtern & Sortieren" button.
- Prototype 2 (Middle):** Shows dropdown filters for "Kategorie", "Marke", "Preis", and "Gewicht (kg)".
- Prototype 3 (Right):** Shows a "Kategorien" button, a "Marke" button, a "Preis" button, and a "Gewicht (kg)" button.

Product Listings: Each prototype shows a grid of hammer products with their names, delivery times, prices, and small images.

Page Number: The number "07" is visible on the right side of the third prototype.

No-Result Page

Sometimes, searches can lead to no results. When that happens, it's important not to leave the customer hanging, provide guidance and turn a feeling of failure into a more positive experience.

A good way to accomplish this, is to offer alternative starting points to navigate from. I designed the new no-result page to feature an overview of all categories and favourite brands as well as personalised product recommendations. Additionally, we offer B2B customers to contact their personal sales-agent at Contorion to support them with finding alternative products.

Blue Friday Sale - Jetzt oder nie !!!

CONTORION

Suchen nach Produktnamen, EAN/GTIN, Artikelnummer, Kategorie

Mein Konto Merkzettel Warenstaple

Unser Sortiment Marken % Angebote Magazin

Inkl. MwSt.

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Lieferzeit: 1-2 Arbeitstage
UVP 199,40 €
156,89 €
inkl. MwSt.

Makita Nutfräse PJ7000 im MAKPAC
★★★★★
Lieferzeit: 1-2 Arbeitstage
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Makita Akku-Kettensäge a. 2 x 18 V, 35 cm, Solo-Version
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Lieferzeit: 1-2 Arbeitstage
UVP 199,40 €
156,89 €
inkl. MwSt.

Makita Einhandhobel KP0800
★★★★★
Lieferzeit: 1-2 Arbeitstage
UVP 199,40 €
156,89 €
inkl. MwSt.

Makita Handkreissäge 68 mm im MAKPAC HS7601J
★★★★★
Lieferzeit: 1-2 Arbeitstage
UVP 199,40 €
156,89 €
inkl. MwSt.

Beliebte Kategorien

Akku-Schrauber &
Akku-Bohrschrauber
[>](#)

Werkstattbedarf
[>](#)

Reinigungs-
maschinen & -geräte
[>](#)

Elektro-Säge
[>](#)

Transportmittel
[>](#)

Schleifgeräte
[>](#)

Akku-Packs & Ladegeräte	Bohrmaschine
Akku-Säge	Büroausstattung
Akku-Schleifgeräte	Drehmomentwerkzeug
Arbeitsbekleidung	Entsorgung & Umweltschutz
Baustellenbedarf	Fräsegeräte
Beleuchtung	Garten- & Forstmaschinen

Koffer & Koffersysteme	Schuhe & Stiefel
Lagereinrichtung	Mobile Kompressoren
Mobile Kompressoren	Steigtechnik
Sägeblätter	Stromversorgung
Schleifer	Werkzeugsets
Schrauben	Zange
Schraubendreher, Bits	Zwinge, Schraubstock & Spann...

Beliebte Marken

Akku-Bohrmaschinen & Bohrhammer

Akku-Packs & Ladegeräte

Akku-Säge

Akku-Schleifgeräte

Büroausstattung

Drehmomentwerkzeug

Entsorgung & Umweltschutz

Fräsegeräte

Garten- & Forstmaschinen

Koffer & Koffersysteme

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Stromversorgung

Werkzeugsets

Zange

Bohrer

Bohrmaschine

Büroausstattung

Drehmomentwerkzeug

Fräsegeräte

Schraubenschlüssel, Ratschen & ...

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Mobile Kompressoren

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Transportmittel

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Reinigungsgeräte & -maschinen

Elektro-Säge

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Bohrmaschine

Büroausstattung

Drehmomentwerkzeug

Fräsegeräte

Schuh & Stiefel</

Classic Open Air

The screenshot shows the homepage of the 'Classic Open Air' website. At the top left is the text 'Open Air Classic'. Along the top right are three buttons: 'Programm', 'Information', and 'Tickets kaufen'. Below this, a large circular button contains the text 'Musik an'. The main headline reads 'Klassik neu erleben 04. – 08.07.'. A subtext below it says: 'Das beliebteste Open Air Festival der Klassik ist zurück in Berlin. Auf dem historischen Gendarmenmarkt. In lauer Sommernacht.' At the bottom, there's a section titled '5 TAGE KLASSEK' with the heading 'Programm 2019'. It features five thumbnail images with dates: '04. Juli' (First Night, hello Berlin!), '05. Juli' (Highlights der Klassik), '06. Juli' (Sounds of the World), '07. Juli' (Vier Pianisten), and '08. Juli' (not visible). A circular button at the bottom right contains the text 'Scrollen'.

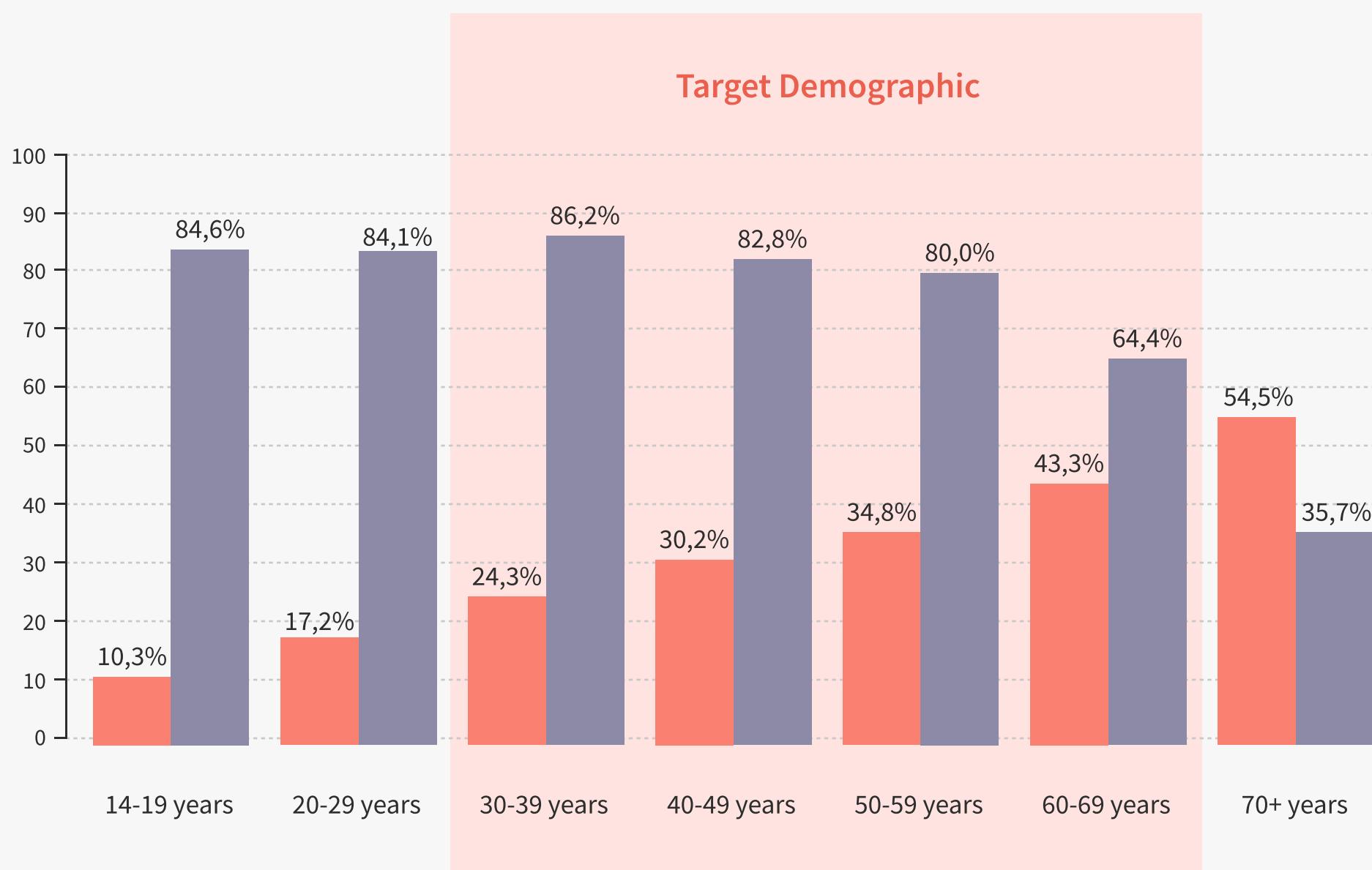
Event-Microsite for 'Classic Open Air'

Student Project for IRONHACK
Quantitative Research, Rebranding,
Interface Design & Animation

Understanding the Festival and the Audience

I very much enjoy listening to / I also enjoy listening to ...

Classical Music, Piano Concerts & Sinfonies
Pop- and Rockmusic



Every summer, the historic Gendarmenmarkt in Berlin hosts the ‘Classic Open Air’ Festival, a five-day event that features a variety of classical music styles supported by light shows and fireworks. Typically, classical music is enjoyed mostly by an older demographic (as seen in the chart), however, the ‘Classic Open Air’ Festival aims to make it more appealing to a general audience by inviting well-known pop artists to perform alongside the orchestra. As a result, 70% of visitors do not usually attend classical music events (according to the ‘Classic Open Air’ website).

Fulfilling User Needs

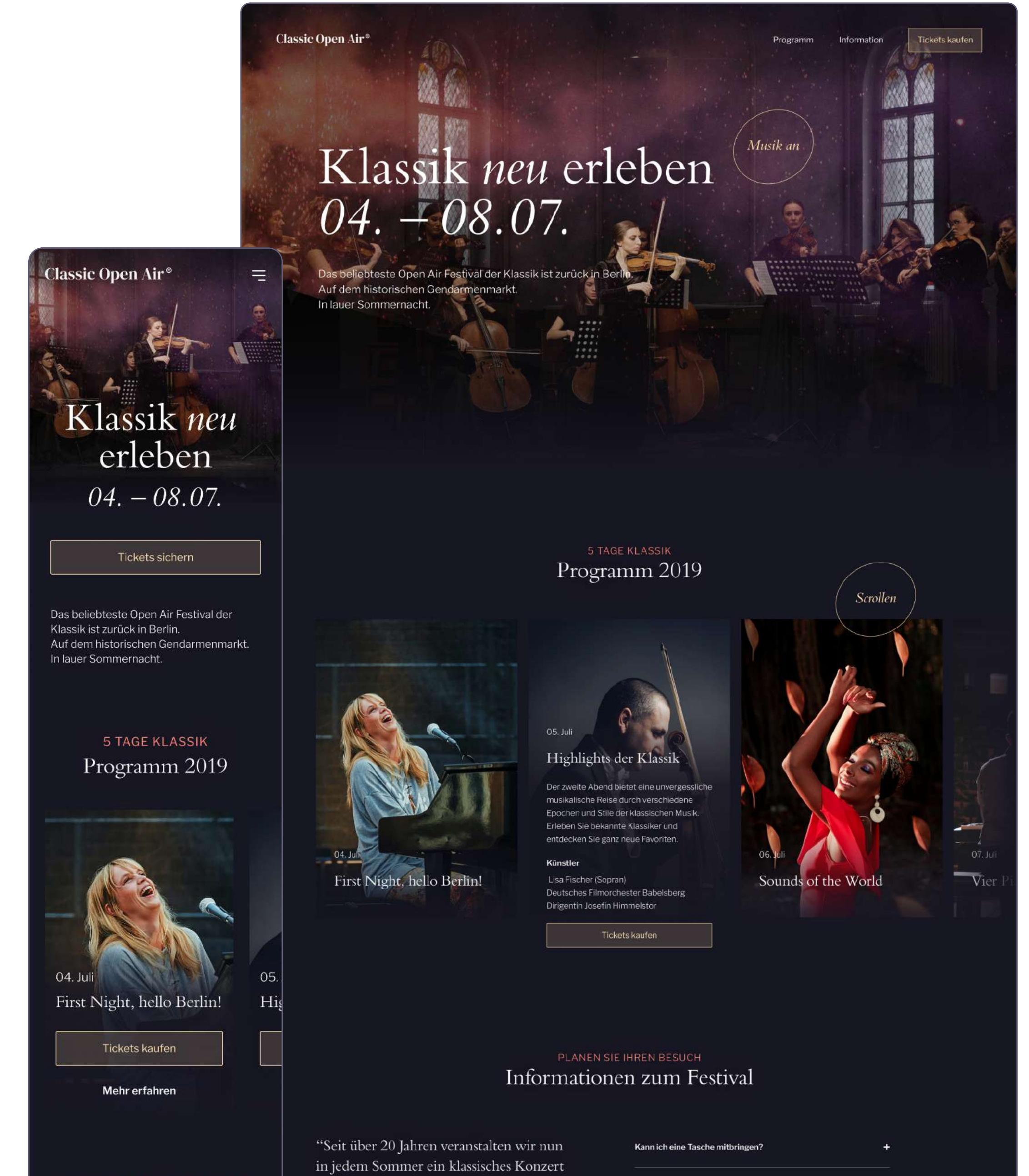
On the festival's landing page, visitors are mainly looking for festival program information.

While the website also offers touchpoints to buy tickets, it might not be the user's primary goal. Visitors of the 'Classic Open Air' Festival are most comfortable buying tickets at their local theatre box office or an established online ticket reseller, such as eventim.

The new website contains not only the program for the 5-day event but also any other information visitors might need, from accessibility to accommodations and transport.

The design should spark excitement and inspire users to attend the event. Therefore the user flow is more explorative.

You can find an interactive desktop prototype here



A new Visual Identity

The design of the brand should reflect the festival itself. It should be elegant and timeless while also conveying the emotions that music evokes. Colour palettes of rich gold and salmon accents and dark base colours resemble the ambience of stage lights and fireworks. The well-readable Libre Franklin for paragraphs mixes harmoniously with the elegant, timeless serif font Borgia Pro for display titles.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

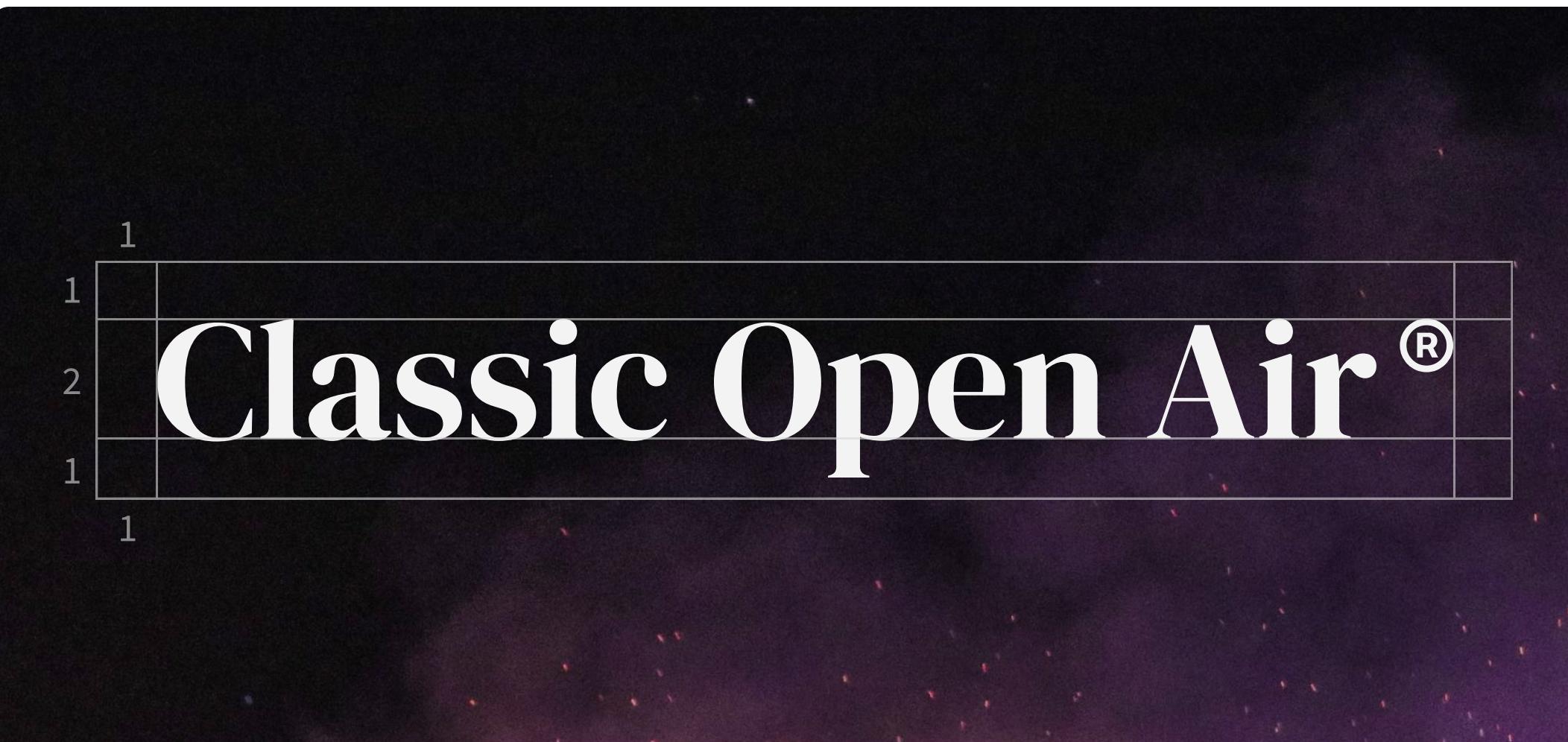


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Logo

The new logo is recognizable, well readable, and scalable while speaking a language of elegance. The design uses the high-contrast transitional typeface DM Serif (Display), which is bold yet well balanced. It has a classical yet modern feel to it, which makes it a great fit for a classical music event.

Classic Open Air

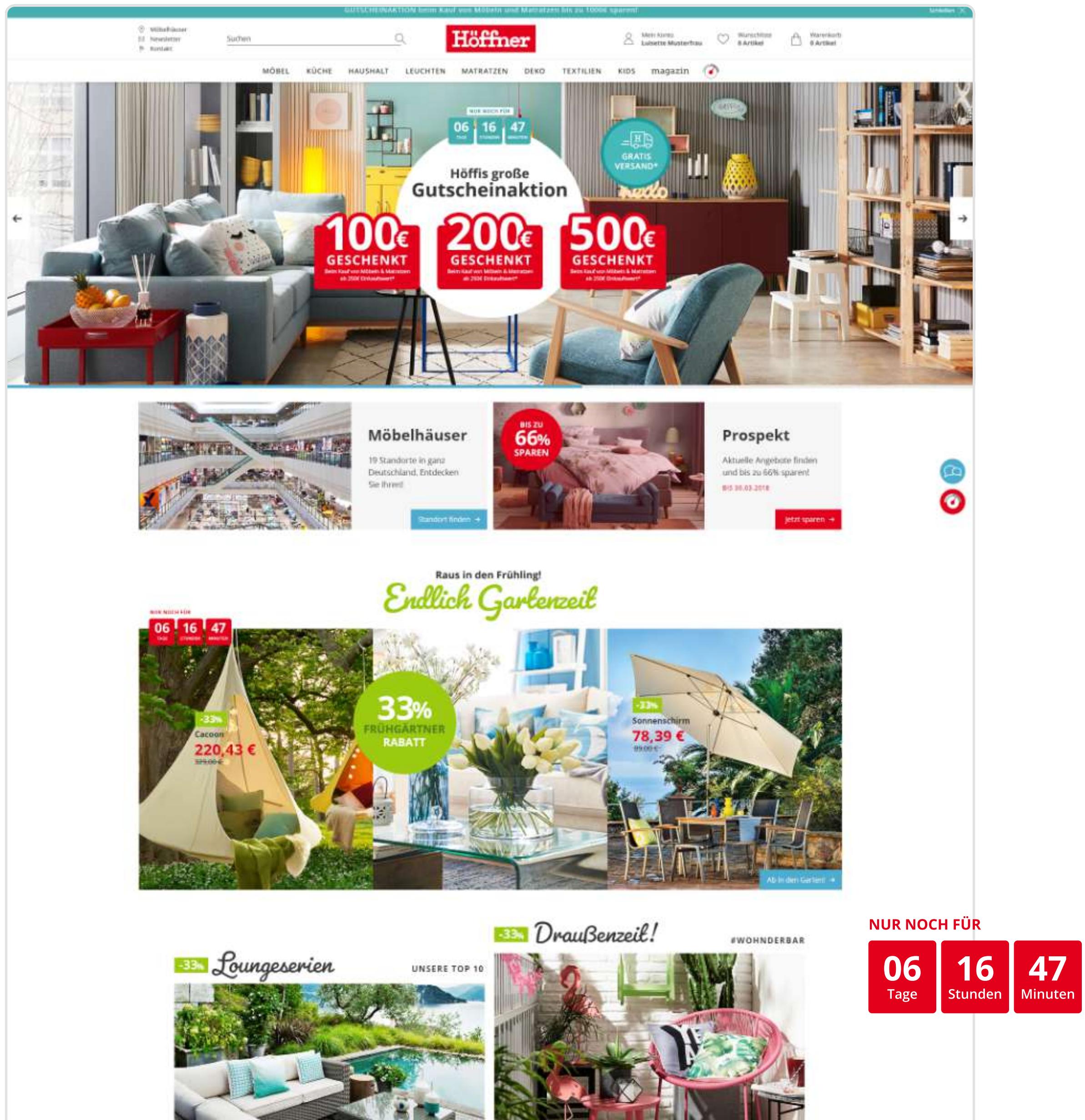


The quick
brown fox jumps

DM Serif Display



Classic Open Air®



Möbel Höffner Homepage Redesign

Webdesigner at KOS (Möbel Höffner Online)
Competitive Research, Interface Design,
Graphic Design

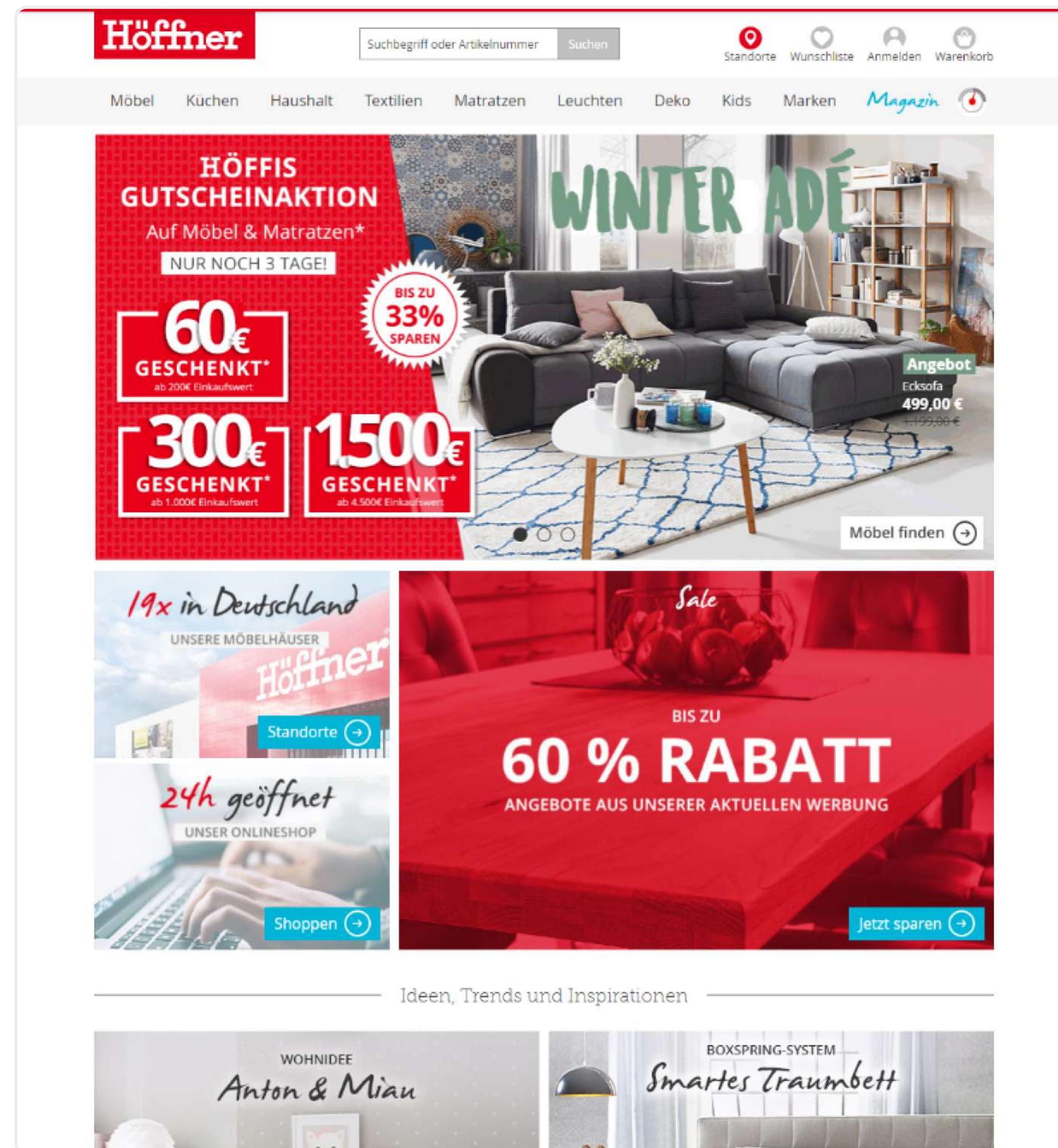
Status Quo, Redesign Objectives and Online Customers

The former homepage was visually quite outdated and unclear in some places. While it showed some brands and product lines, it didn't present them in an interesting enough way that made the users want to click and explore further. Visually, an accumulation of many different styling- and design decisions created an inconsistent image and negatively influenced readability and usability on mobile devices.

The goal for a new homepage design was to improve usability, make it more interesting, create transparency and add elements that are relevant for our users.

While the Höffner stores mostly attract an older demographic, the online shop and Höffner's social media presence target a younger audience, who get inspired on instagram or pinterest, enjoy exploring new trends and change things up in their home frequently.

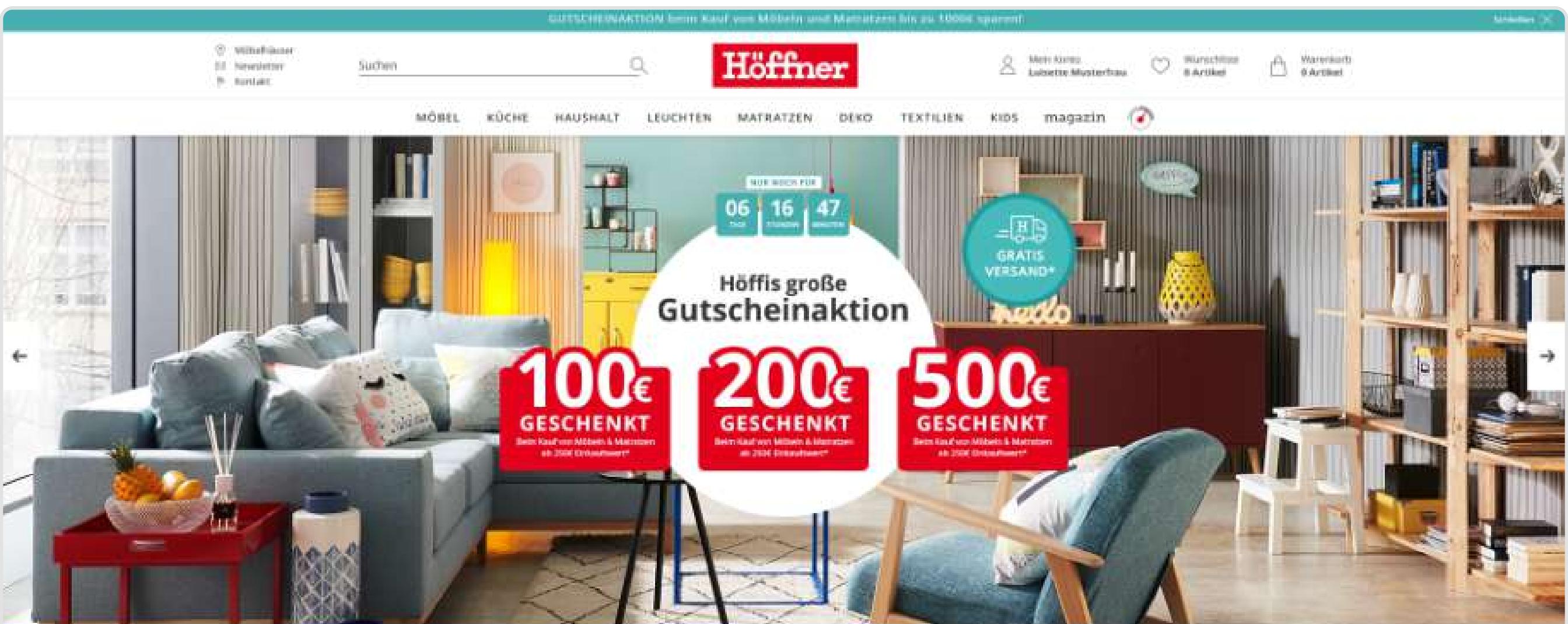
Möbel Höffner's Homepage Design, Desktop, 2018



More Exploration, more Transparency

In the Höffner stores, plenty of showrooms invite customers to discover products and display seasonal or discounted items.

I wanted to distil this experience into the homepage. The page should also give an overview on current campaigns, but with a sense of transparency and without cognitively overwhelming the user.



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Below, two important teasers remain within the viewport: an overview of store locations and the “Prospekt”, a product overview page that shows all discount highlights.



More Community, more Flexibility for the Team

To boost the online community engagement, a large section is dedicated to an instagram integration as well as the Höffner Magazin, which frequently features small influencers.

From the technical side, improving usability and readability as well as making banner creation and editing faster for the team was a priority.

[View the full desktop design here](#)



10€ Gutschein sichern!

Höffner Newsletter abonnieren & immer auf dem Laufenden bleiben.
Mit Ihrem Newsletter-Abo erhalten Sie 10€ Rabatt auf Ihre erste Bestellung!

E-Mail-Adresse eingeben Anmelden →
Anmeldung gemäß möglich Datenschutzbestimmungen

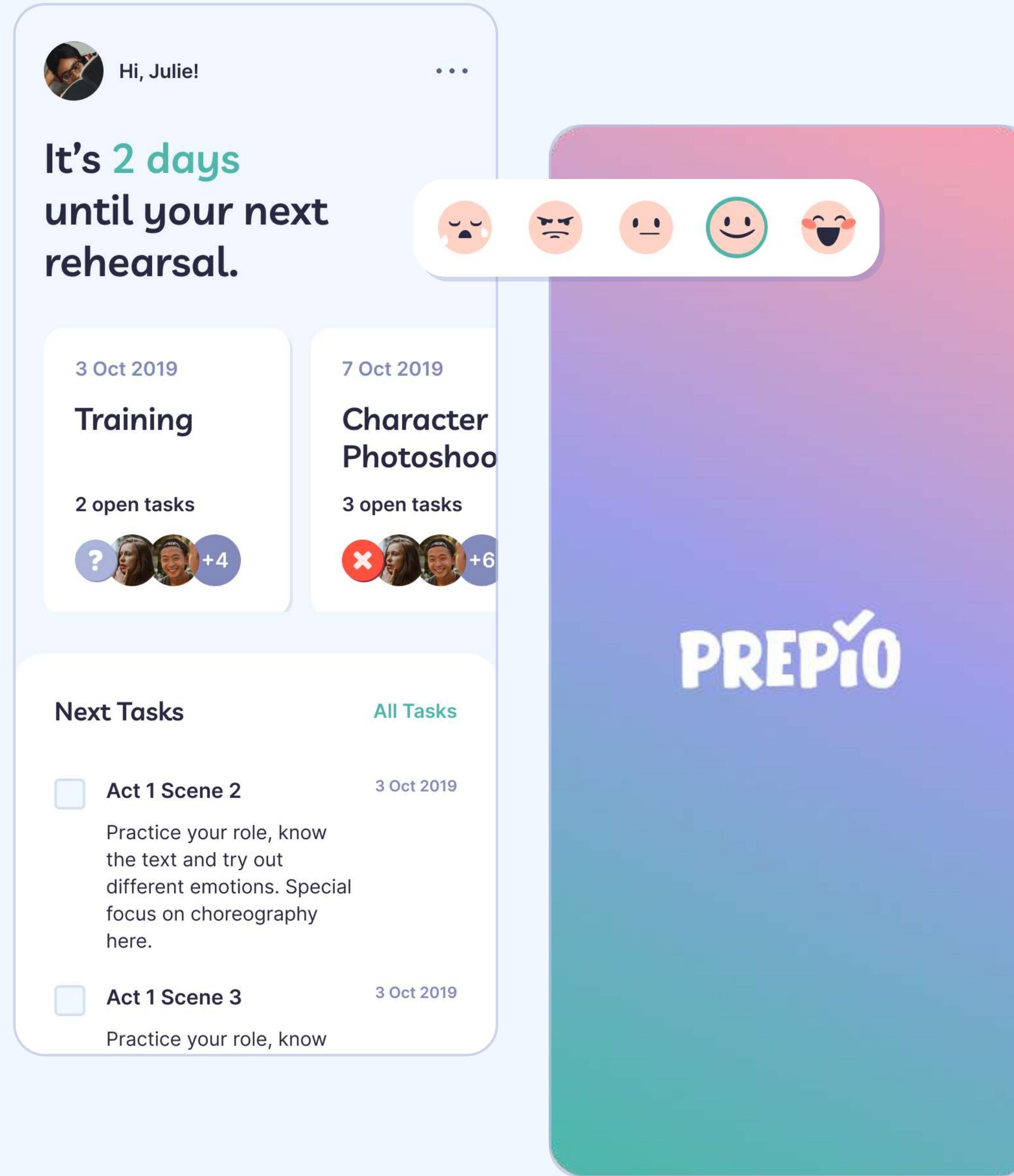


HMAGAZIN



Bester Service für Alle!





'Prepio' Web- App

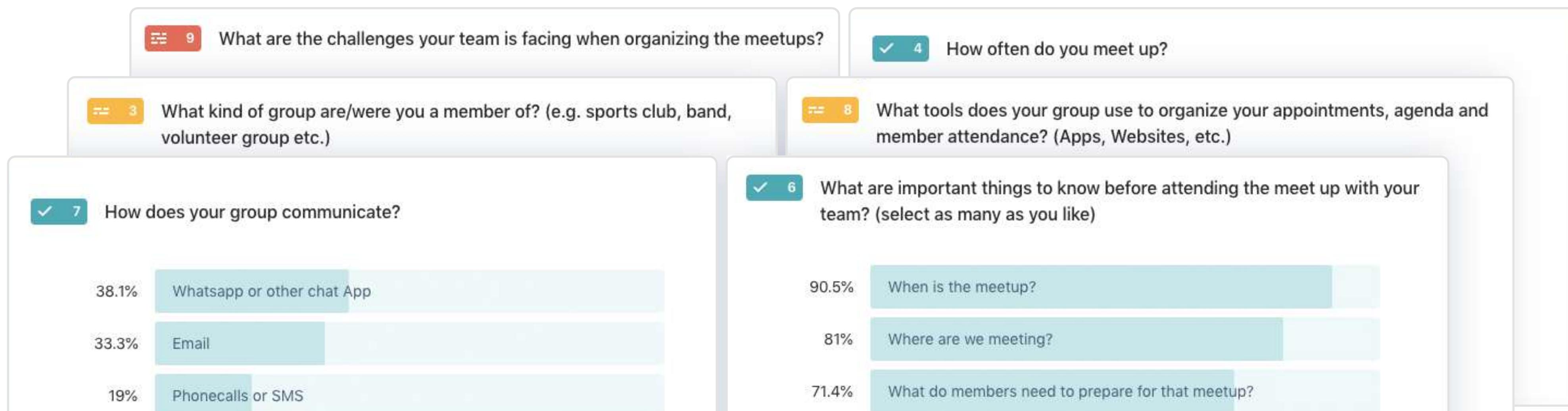
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Quantitative & Qualitative Research,
Prototype Design, User Testing,
Interface Design

Frustrations when planning rehearsals

Stage performances are complex to plan and execute. It can be challenging, even with an amazing team. Some people might drop out of rehearsal last minute or not turn up without notice. There can be too many channels used for communication and a lack of transparency on the agenda. With most group members being passionate about the project and investing much of their spare time, frustrations can be high when things fail.

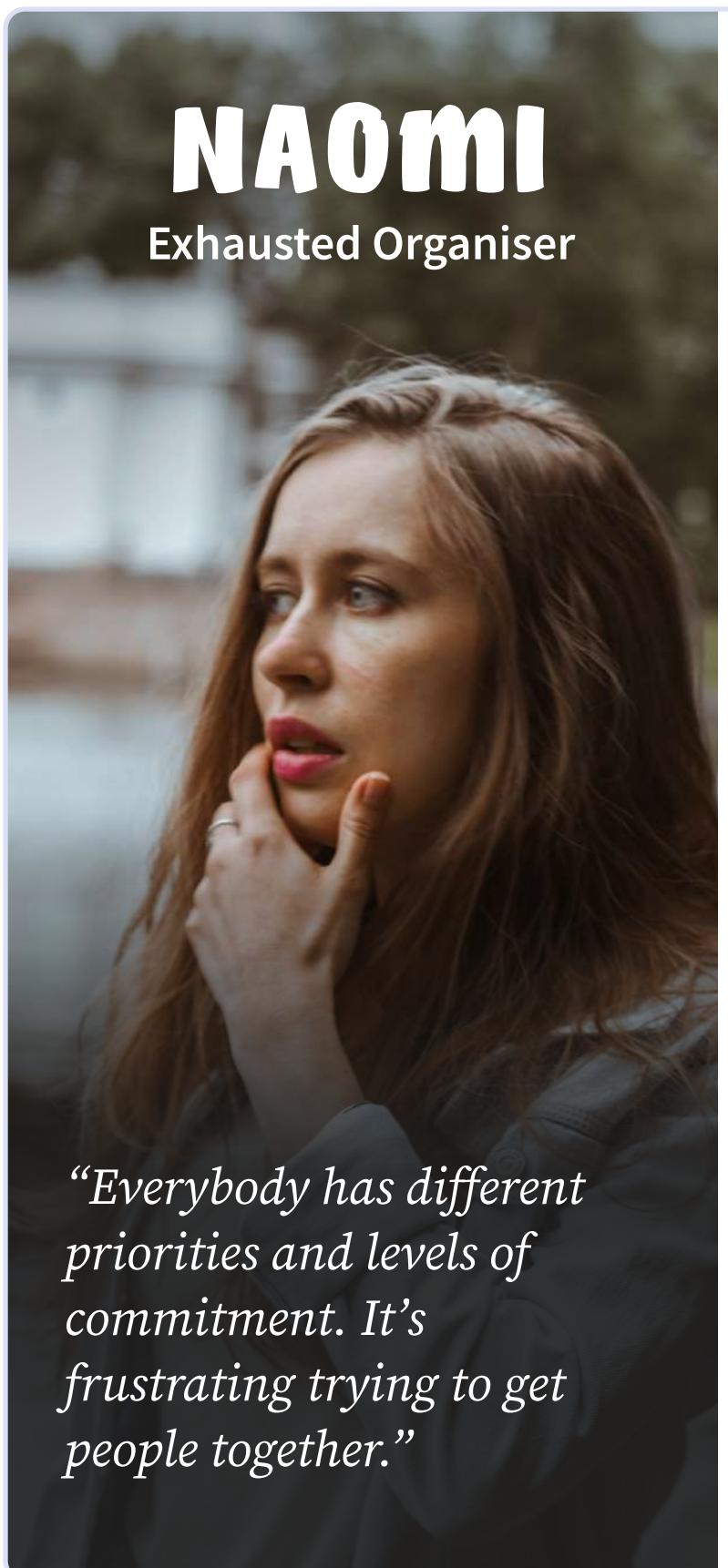
In larger groups that don't have a supervisor and organise themselves democratically, there is more focus on personal commitment and relationships, which can have a great impact on individual motivation.

How might we help groups create more transparency, nurture communication and foster commitment and motivation?



Personas and their Needs

To develop good solutions for the group's problems, it is important to understand the dynamics within the team, who the members are, what motivates them and what they need most. The spectrum of personalities within the group is large. These personas focus on the opposite ends of that scale.



NAOMI
Exhausted Organiser

"Everybody has different priorities and levels of commitment. It's frustrating trying to get people together."

28 years old 9-5 job single

Motivations
Wants to put on the show as best as possible,
Wants to inspire teammates and share the passion

Needs
Needs an easy way to keep track of who will be attending the rehearsal, so she can plan the session most effectively

Frustrations
Is annoyed when teammates are dropping out last minute; with fewer people attending, nothing gets done and motivation drops

Habits
Schedules her scarce spare time carefully and invests a lot of time into the group



JULIE
Busy Student Member

"I really want to attend, but there is always something more important coming up last minute."

21 years old 2nd year student working weekends

Needs
Needs a quick way to learn what the agenda and tasks for the rehearsal are because she wants to prepare herself at home,
Needs to know what to practise, in case she can not attend because she wants to contribute to the group's process even if she can not be there,
Needs an easy way to let people know if she can not make it

Frustrations
Is often too busy or exhausted to attend rehearsal,
Does not know what to prepare/practice

Habits
Unpredictable availability due to on-call mini-job

The App

Prepio

In the App, everything is in one place. Members of the team can find an overview on upcoming rehearsals and who is attending. They can sign off, if they can't make it and can give feedback after the rehearsal. With a task list, they can easily keep track of what to prepare.

The design of the app is fun and encouraging but at the same time conveys a feeling of transparency and organisation.



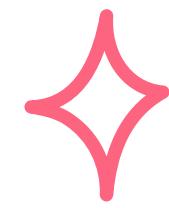
[View prototype on desktop here](#)

or scan the QR code with your phone to test out the prototype on mobile

The screenshots illustrate the following features of the Prepio app:

- Home Screen:** Shows a message "Hi, Julie!" and a notification "It's 2 days until your next rehearsal." It displays two tasks: "Training" (3 Oct 2019) with 2 open tasks and "Character Photoshoot" (7 Oct 2019) with 3 open tasks.
- Feedback Screen:** A user has given a positive review: "I am so happy everybody helped with the stage equipment. Special thanks to Toan for driving all of the stuff to the location." There are "Send Feedback" and "Send Privately to Admin" buttons.
- Task List Screen:** Shows three tasks: "Act 1 Scene 2" (3 Oct 2019), "Act 1 Scene 3" (3 Oct 2019), and "Song 'When the Lights go out'" (7 Oct 2019). Each task has a description and a due date.
- Profile Screen:** Features a photo of a user named Phil, described as "aka the boardgame-guy. Apart from being your trusted dungeons-master, I also do some warbla crafting and know a thing or two about fight choreos." It includes social media icons for WhatsApp, Twitch, and Instagram.
- Rehearsal Sign-off Screen:** Shows a list of attendees with their status: "Count me in!" (green checkmark) or "I can't make it." (red X). It also shows a section for "My tasks for this rehearsal" and the "Agenda" which includes "Warming Up", "Act 1 Scene 2", and "Act 1 Scene 3".

Thanks for reading.



If you are looking for an experienced UX/UI Designer to join your team,
get in touch! I am excited to hear from you.

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