

# Hello!

I'm Paméla Schmidinger a  
Zurich based interaction  
designer focused on digital  
products and user experience  
design.



**I value effective communication, which I practice by actively listening and empathizing with stakeholders to create meaningful experiences throughout the design process. This value drives my commitment to UX, research, and the principles of human-centered design.**

**When I'm not designing, you'll find me exploring the outdoors with my Shiba inu or immersed in the captivating world of MMORPG Final Fantasy 14 Online.**



# stratus

A strategic application designed for professional property managers, facilitating tasks from budgeting and planning refurbishments to the ongoing value maintenance of properties.

As a Lead UX-Designer, I created concepts with stakeholders, wireframes, mockups and prototypes. I worked closely with developers and was integrated into the sprints of two teams located in Zurich and Cluj. I prioritized effective communication with stakeholders and teammembers.

[Read more >>](#)

Context: FOND Design

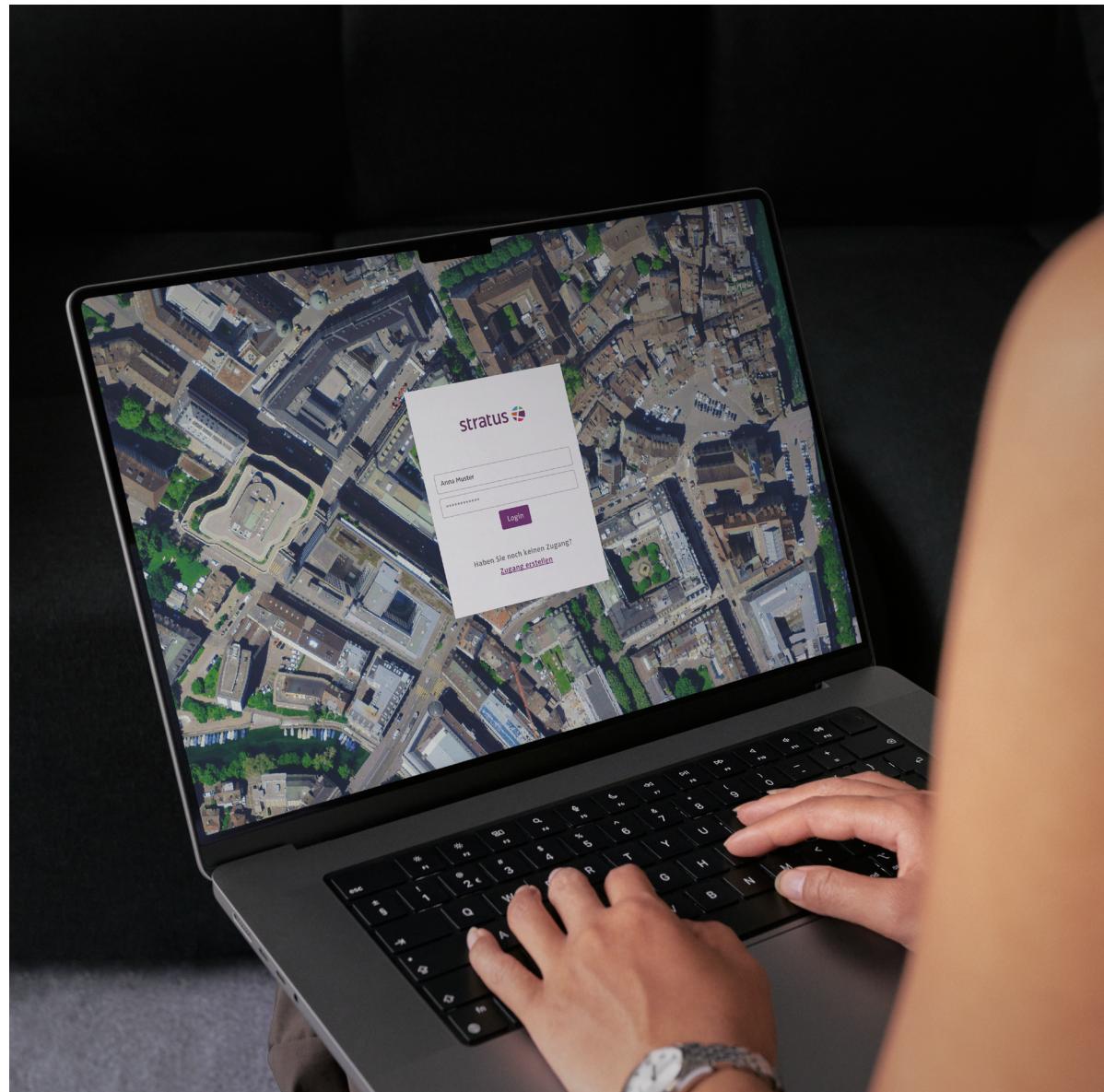
Client: Basler & Hofmann

Role: Lead UX/UI Design, Co-Creation Facilitation

Platform: Web

Tools: Figma, Miro, Jira

Date: August 2022-2023



# eBBV

Collaborating with the Amt für Raumentwicklung Graubünden (ARE) and Basler & Hofmann, we established the groundwork for a digitized building application process.

I conducted user research and tests, observing user behaviour and subsequently formulating insights. Following this, I translated these insights into wireframes and developed the UX/UI components.

Context: FOND Design

Client: Amt für Raumentwicklung Graubünden (ARE), Basler & Hofmann

Role: UX/UI Design, Analysis

Platform: Web

Tools: Figma, Miro

Date: 2022

The screenshot shows a digital application interface for 'Gemeinde ABC' (Community ABC). The top navigation bar includes icons for 'A', 'B', and 'C'. The main header reads 'Überblick' (Overview) and 'Fristenkontrolle' (Timeline Control). On the left, there is a vertical sidebar with icons for home, file, list, help, user, and settings. The central content area displays a table for 'Fristenkontrolle' (Timeline Control) with the following data:

Dossiernr.	Nachforderung	Frist	Status
2023-0045	Grundbucheintrag	22.06.2023	zu erledigen
2023-12562	Gewässerschutz	22.06.2023	zu erledigen
2023-0045	Projektadresse	23.06.2023	erledigt
2023-0045	Koordinierter Entscheid: BAB	26.06.2023	erledigt
2023-0045	Einspruch	28.06.2023	offen
2023-0045	Vermassungen	11.07.2023	offen

# tuuls

tuuls is a platform for renting power tools, comprised of a physical station and app. In collaboration with Bosch, we delved into expanding their concept with an app having a distinctive brand presence, as well as ensuring a consistent and intuitive user experience.

For this project, I conducted user research, tested and created the UX/UI for the app, as well as high fidelity mockups and prototypes.

[Read more >>](#)

Context: Zürcher Hochschule der Künste /  
Tamara Trabucco

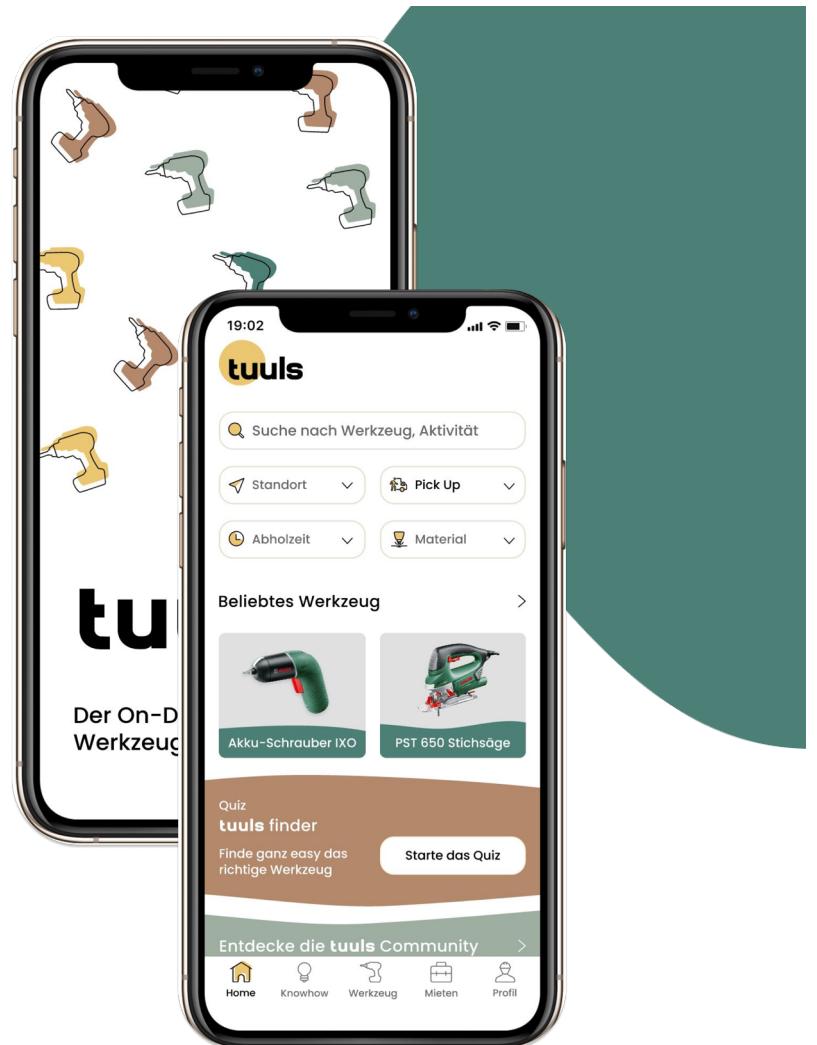
Partner: Bosch Switzerland

Role: UX/UI Design

Platform: Mobile

Tools: Figma, Miro

Date: 2021



# MobileConnect Plus

Our aim with MobileConnect Plus consists of making education accessible from anywhere whilst improving the remote learning experience. With this service proposition for Sennheiser, we expanded their current concept "MobileConnect" by addressing the unique needs for hearing impaired students.

[Read more >>](#)

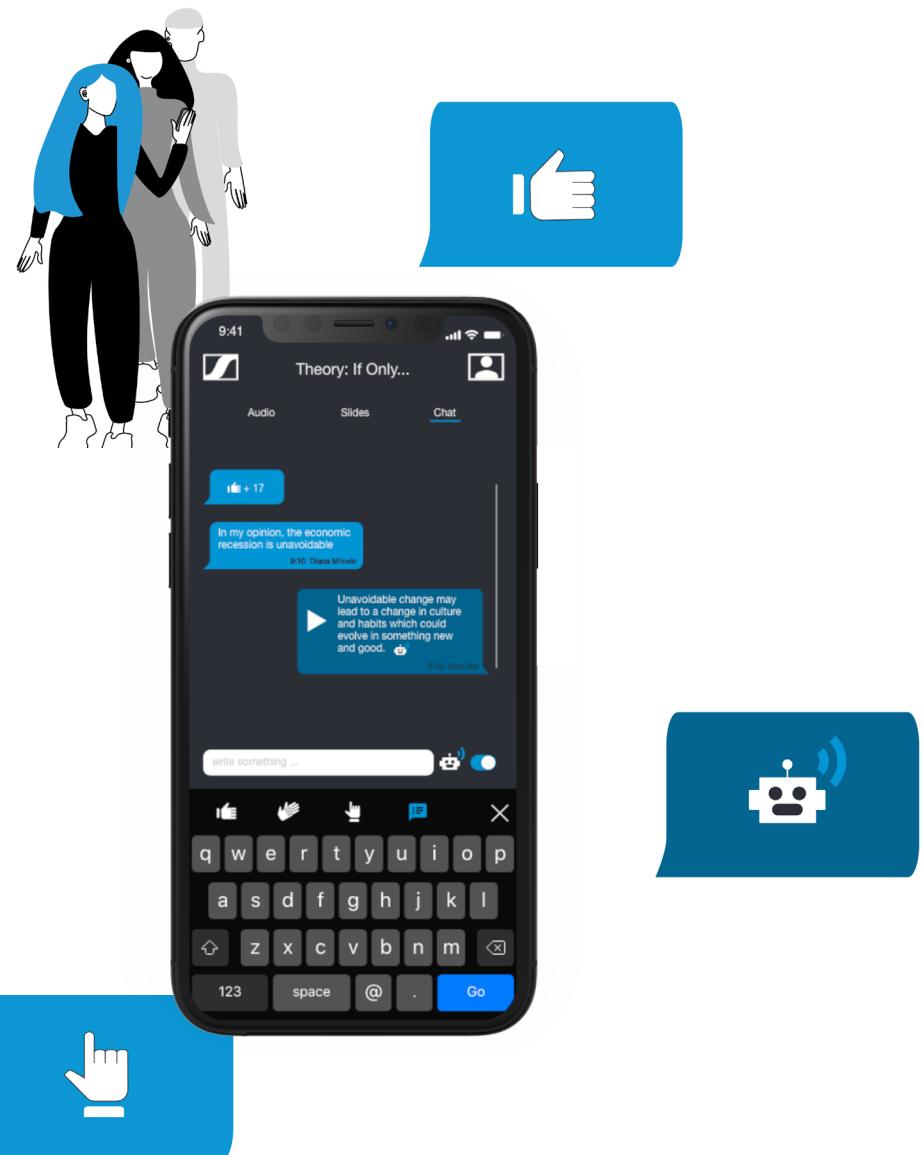
Context: Zürcher Hochschule der Künste /  
Danuka Ana Tomas, Roman Engler

Role: UX/UI Design, Service Design

Platform: Mobile

Tools: Adobe Xd

Date: 2020



# ONE TWO TREE

ONE TWO TREE is an interactive interface on a multitouch table where people can learn more about the impact of a forest on climate change. It teaches visitors in a playful but serious way that they can have a positive impact on the world.

[Read more >>](#)

Context: Zürcher Hochschule der Künste / Andreas Bütler, Pascal Jeker, Sophie Anderhub

Partner: Crowther Lab, ETH Zurich

Role: UX/UI Design, Data Visualization

Platform: Multitouch Table

Tools: InVision

Date: 2019

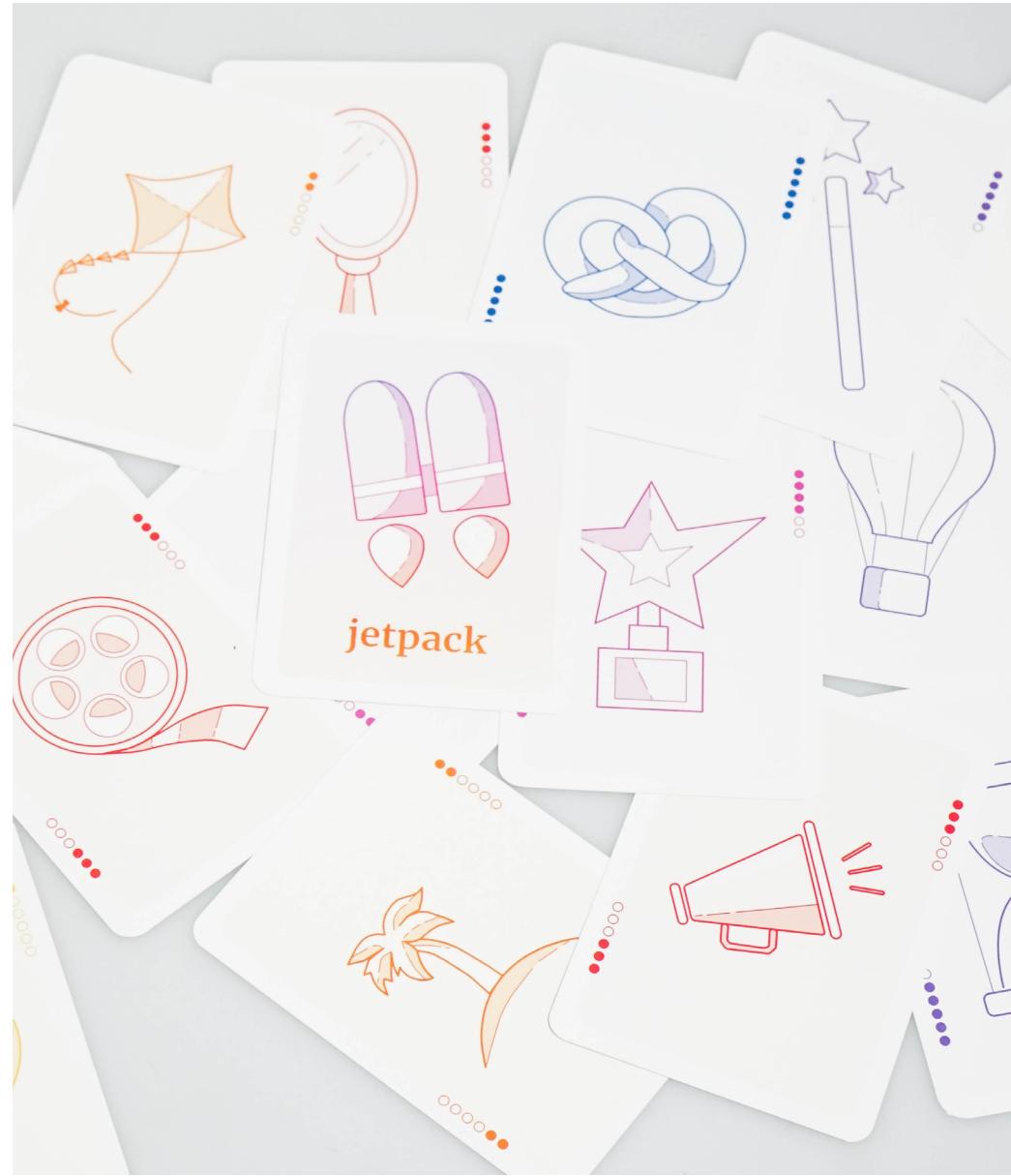


# jetpack

This game is a method, which supports designers in connecting with the participants during field research, by starting conversations and building trust. We created this game together with the psychiatric clinic in Wil, Switzerland. There we also used it as a tool to get to know the patients and build a relationship with them. Today, the staff still uses the game to get to know the patients better.

[Read more >>](#)

- Context: Zürcher Hochschule der Künste / Damaris Büchner, Fabian Frey, Tamara Trabucco
- Partner: Psychiatrie Nord St. Gallen
- Role: Design Research, UX Design, Design Method, Illustration
- Date: 2019



**Keen to find out more?  
Drop me a line:)**

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