

check out my work 

“ Hej I’m Tom,  
thanks for your time!

As a **Digital Product Designer**, trained in programming and carpentry, I can enrich your team with unique set of skills in a variety of disciplines.

You will gain my repertoire of creative perspectives, expertise and passion to create a **strategic future impact** through **human centered products.** ”



# Hej I'm Tom!

and this my story ❤️

Growing up in southern Germany, I learned the value of forging my own path and building my life from scratch. Instead of traveling the globe, I found fulfillment in immersing myself in society and culture, fostering a deep sense of community wherever I went.

"Your eyes look french," someone from Greenland once told me, unaware that my grandfather was actually had roots in France. It's moments like these, filled with magic, that highlight the discovery of small similarities and differences across cultures, yet always getting a feeling of unity as europeans in this International city.

Leaving my hometown behind to pursue new opportunities in Copenhagen was a leap into the unknown. In a city where I knew no one and a country I had never visited, I embraced the challenge of starting anew, even without prior language experience.

This journey has been a profound exploration of my heritage, self-discovery, and the courage to venture beyond familiar boundaries. It's about seeking new perspectives, pushing past comfort zones, and continually embracing growth.

Alongside these experiences, here are some of my favorite things that accompany my life like old friends.

## Work

Working on the side has not only enabled me to pursue my long-term goals in life.

Viewing it as an opportunity, I have gained professional experience in various fields.

Moreover, the independence and insights I have gained have taught me to trust my skills and intuition.

Additionally, the people I work with in my side jobs have also taught me the importance of contributing to the common good.



## Education

There are countless ways to delve deeper into understanding the universe; the more you know, the more fascinating it becomes.

I often find myself getting lost in reading articles studies or learning new languages at the local community college.

Today, I am grateful to have found a profession where I can utilize the knowledge from every book I read to enhance my understanding of complex subjects.



## Sports

Having an activity in my schedule is crucial for my overall performance in life. Whether it's in the Alps on the slopes, on the football field, or in the sand, whether outdoors or in the gym,



I love to fill my free time with sports of all kinds. Throughout my life, I have been active in many clubs, from table tennis to gymnastics, and I am fortunate to enjoy every opportunity to move my body and engage in friendly competition.

## Arts

From utopias to the darkest realities, art serves as a means of exploration and inspiration. By day, I work to build my future, while at night, I indulge in my passion.

Over the years, I have performed in numerous musicals and plays.

I find joy in dancing to music, experiencing different perspectives through paintings or photographs, and being inspired by installations.



## Team

**Teamlead**  
Tom Bürkle

User Research  
Problem Definition  
Synthesis  
Design Strategy

**Product Manager**  
Svetlana Rodionova

Video after production documentation

**Scrum Mater**  
Anita Tapasztó

User Testing  
Design System

⌚ 4 Months

☐ 6. Semester

✉ Figma

ℳ Miro

▣ Notion

Pr Adobe Pr



Design Sprint

Product Video

Lean Design

Multi Platform

## Context

In 2022, a court decision mandated that employers provide a detailed tool for tracking their employees' work hours. This measure aimed to prevent undocumented overtime and empower employees to monitor their correct payment.

While many tools fulfill this requirement, the traditional pen and paper method is inadequate compared to the capabilities of digital solutions.

## Problem

Conventional software fails to fully digitize the process of tracking work time. Our competitor research revealed that existing programs still require significant effort from workers to document their time, leading to significant human errors and unreliable results.

The combination of memory-based tracking methods lacks accuracy and demands extensive rework and error correction, making time tracking a tedious and costly additional task. Additionally, these solutions often do not meet the company's need to accurately track work hours for calculating customer bills.

## Solution

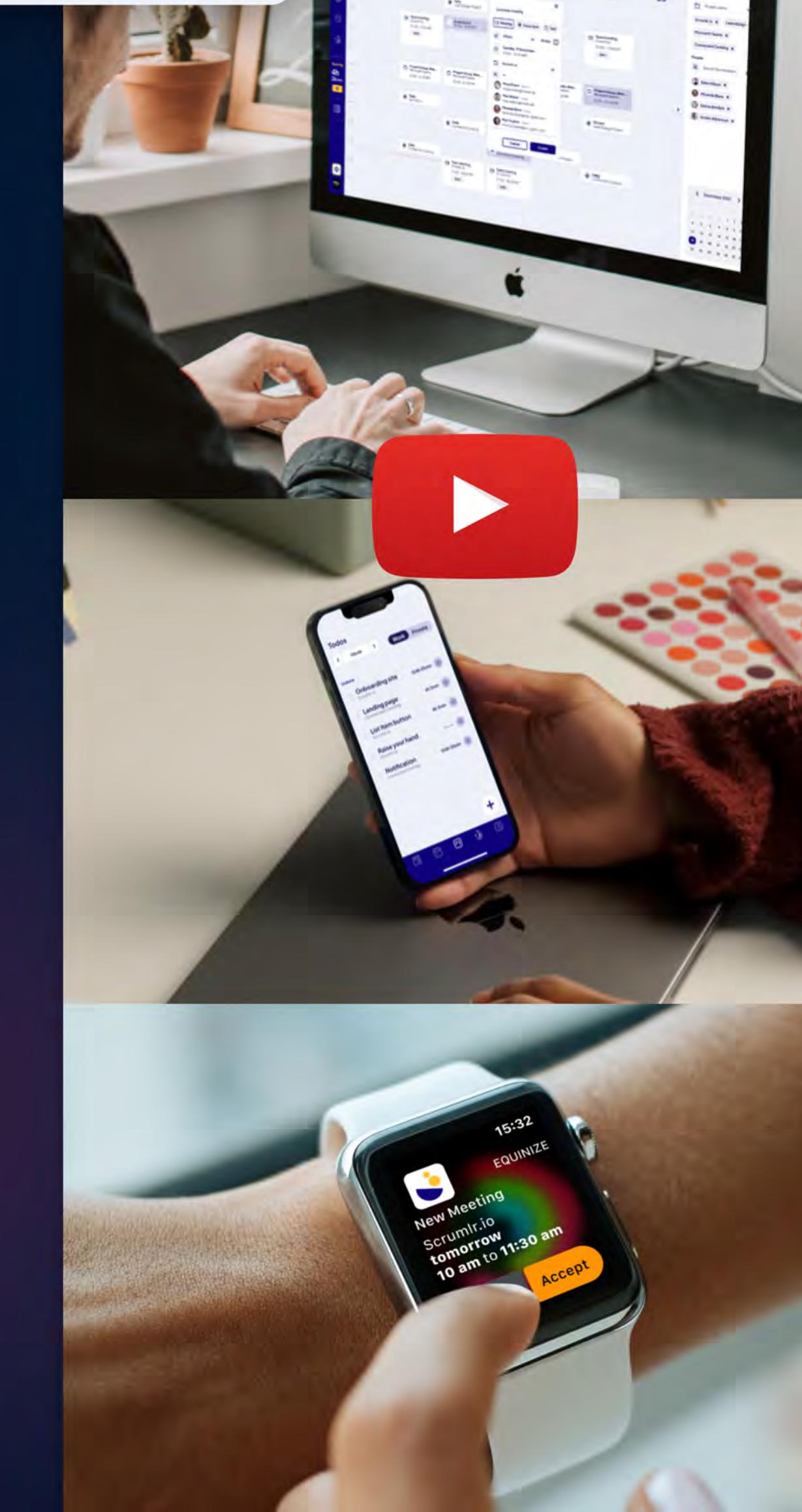
We have developed a client to integrate our existing workspaces, importing their projects, maintaining their calendars, and organizing daily to-dos. The platform uses metadata from your schedule and project map to track the timing of tasks, meetings, and processes as you would yourself.

This not only provides minute-accurate records of your own work but also enables time tracking for projects to calculate the workload of entire teams. Overtime is automatically compensated with manageable vacation days on the dashboard.

Equinize also allows you to plan your free time, incentivizing you to keep your schedule organized and providing an overview of your actual work-life balance.

**Equinize**

Tracking time seamless



Every design evolves two product,  
**the product** and **the process** to create it.

### Initial Sprint and Stakeholder Interviews

- Conducted a 10-day sprint to delve into the initial idea and UX testing.
- Interviewed stakeholders and experts to understand information flow and sketched out data processing workflows.
- Gained a comprehensive overview of project scope and direction.

**Struktur**  
Auf der Grundlage der Ergebnisse der beschlossenen, eine schematische Darstellung des Rechnungslegungsprozesses funktioniert beteiligt sind, um ihn besser zu verstehen.

**Interessen**

- neue Technologien
- passt auf Hunde auf
- Finanzen

**Warum interessant?**

- finanziell flüssig, zahlt gern für guten Service
- kann gut mit Menschen umgehen
- digital Native, vertraut Online-Banking

**Fähigkeiten**

- zeichnet gut
- organisiert gerne Reisen

**Träume**

- eigenes Haus kaufen
- Familie gründen
- selbstständig werden

**Workspace**

**Projekt**

- Backlog
- Projektplan
- Team

Kunden (eingeschränkt)      HR/Buchhaltung      Kunden

Projektleiter

### Thorough Research and Market Analysis

- Conducted in-depth research post-sprint, ensuring compliance with data security regulations.
- Analyzed market and competitors to identify pain points and industry standards in time tracking.
- Identified repetitive manual tasks and lack of digitalization in time tracking processes.

**Interessen**

- Instagram Gesellschaft, Lebt nach was sie an optimalem Leben sieht.
- Sicherheit steigt im Leben
- Menschen Glücklicher
- Selbstoptimierung

**Wertesystem**

- Tätigkeits-tracking läuft konstant weiter
- Sensor erfasst alle Tätigkeiten (auch in der Freizeit)

**Befragten**

Inovex Mitarbeiter  
HfG Studierende  
Altergruppe

Altergruppe	Anteil
30-40	28%
25-29	26%
18-24	23%
40+	21%

**Tätigkeit**

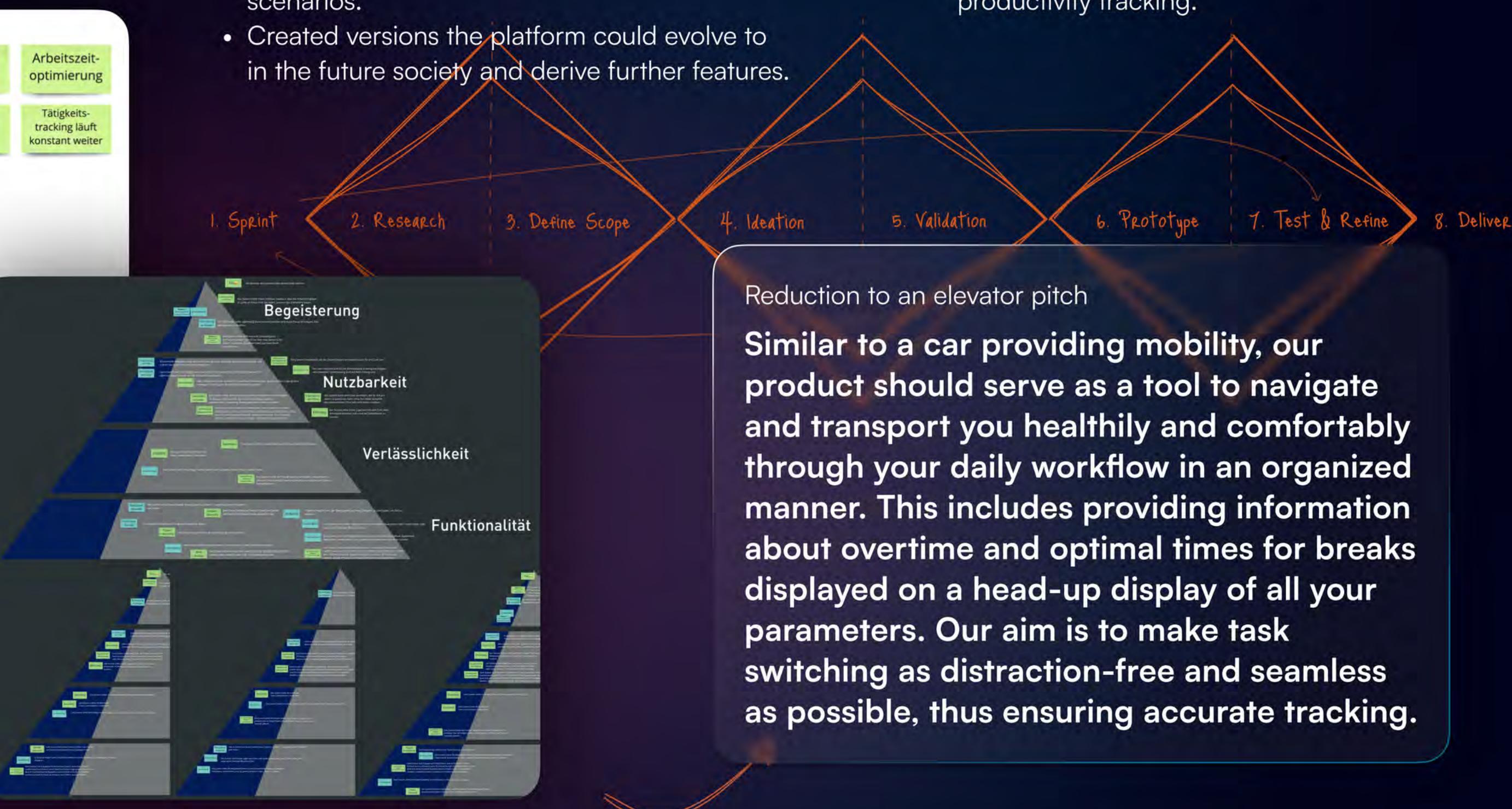
Tätigkeit	Anteil
Entwicklung/Gestaltung	87%
Administrativ/Management	12%
Marketing	2%

**Fragebogen**

- Freizeitausgleich
- Zeitkonto/Überstundenkonto
- Projektorganisation
- Arbeits Und Private Tasks ganzheitlich
- Stundendokumentation Manuell bearbeitbar
- machen.
- Homeoffice Selbstorganisation
- Pendeln einbinden Zeit Nutzen
- Pausenzeiten Flexibel anpassbar.
- Personalisierbares tool, Wichtigkeit der Tasks
- Bestimmen.
- Kommunikationsverbesserung im Team

### Conceptualization and Idea Generation

- Developed a controller for workers to automate task switching based on project plans.
- Employed various methods (Walt Disney, stakeholder interviews, future scenarios) to gather and evaluate ideas.
- Combined ideas focusing on project-driven workflows to automate work hour identification and provide tools for organizing work hours comprehensively
- Investigated mega trends defined by the Zukunftsinstitut and developed future scenarios.
- Created versions the platform could evolve to in the future society and derive further features.

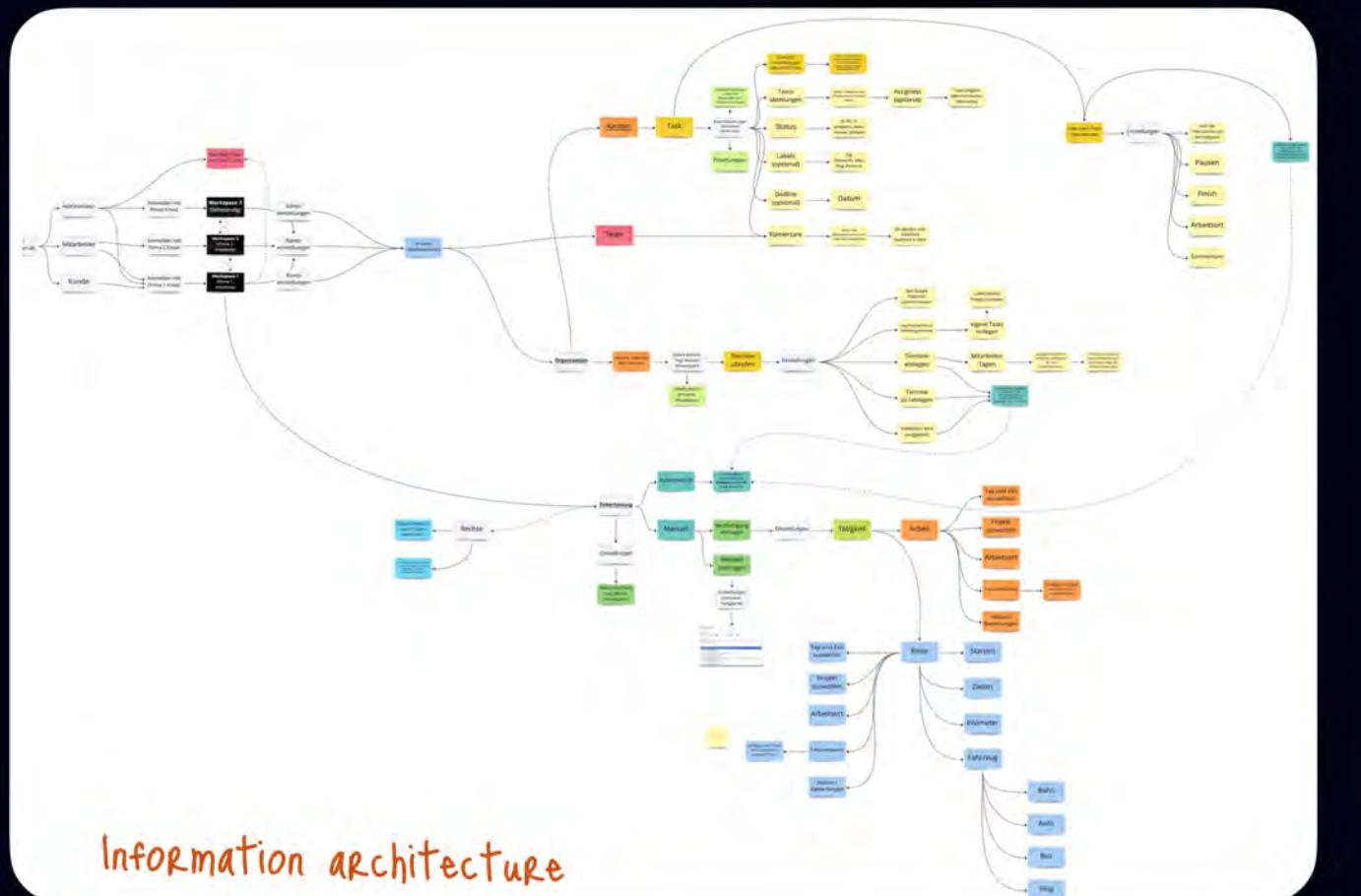


### Evaluation of requirement Catalogue

- Categorized solution details and dependencies, creating a requirements pyramid.
- Clustered ideas into three categories for MVPs: health-related time tracking tool, organizer, and project planner.
- Set up a catalog of requirements based on user data and selected key ideas to test in MVPs.
- Developed a platform allowing workers to import and edit schedules from the project planner, while also facilitating dialogue through notifications to ensure accuracy and productivity tracking.

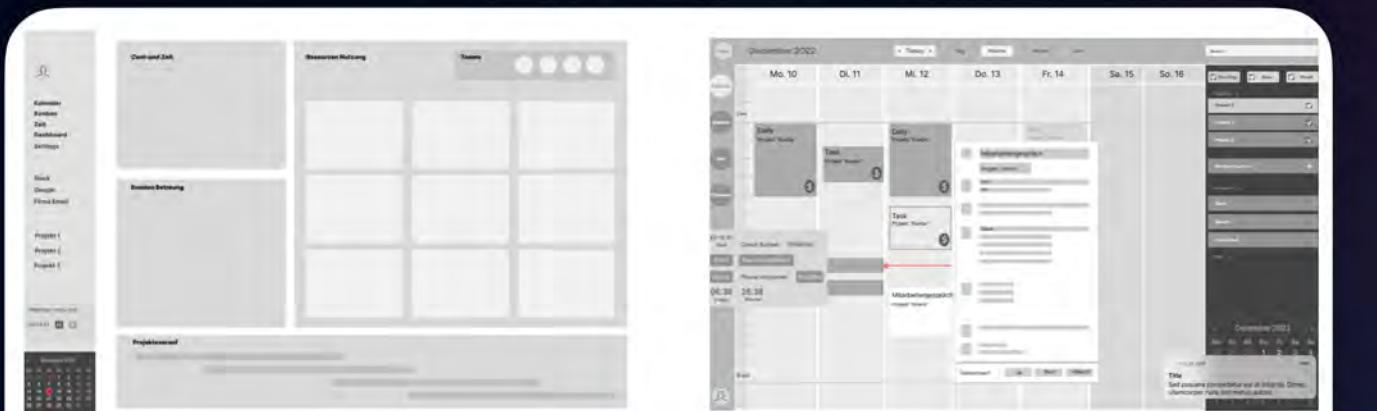
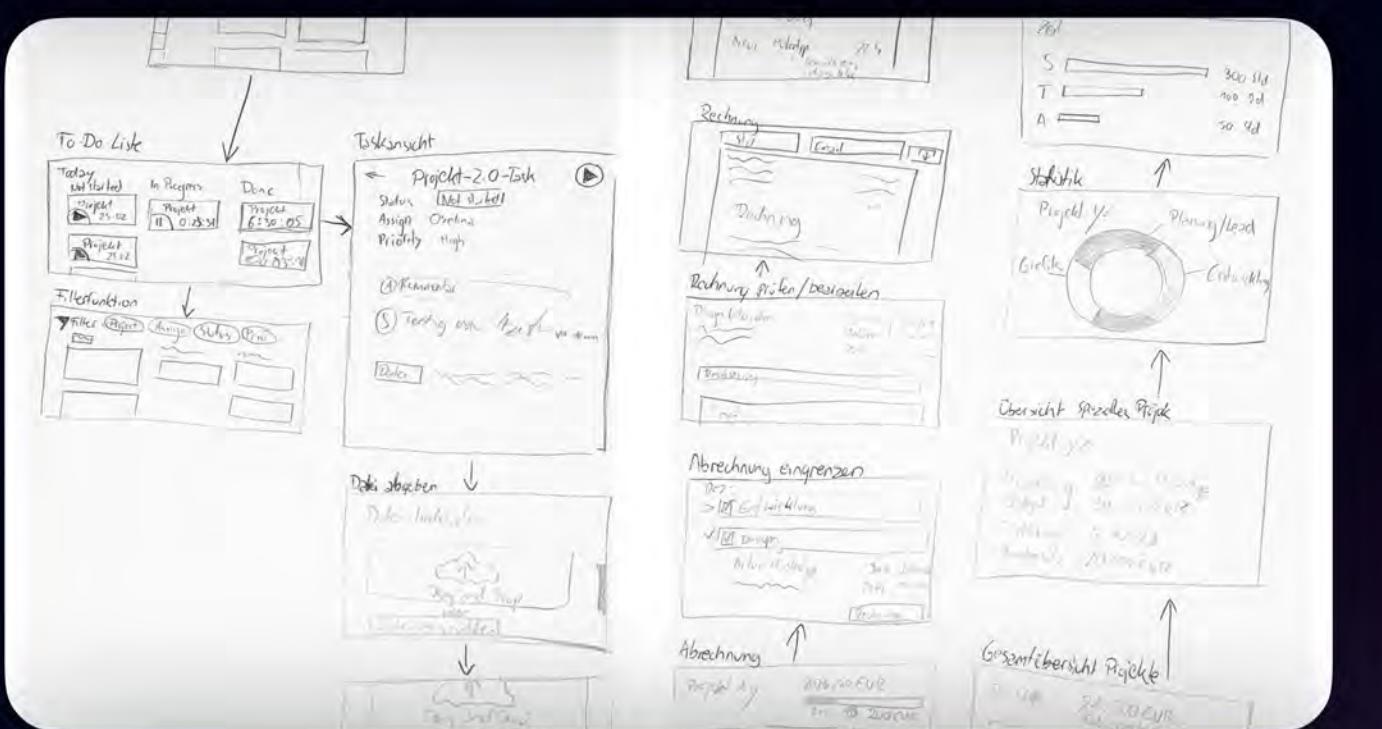
Reduction to an elevator pitch

**Similar to a car providing mobility, our product should serve as a tool to navigate and transport you healthily and comfortably through your daily workflow in an organized manner. This includes providing information about overtime and optimal times for breaks displayed on a head-up display of all your parameters. Our aim is to make task switching as distraction-free and seamless as possible, thus ensuring accurate tracking.**



## Information architecture

- Before we began prototyping, we laid out the architecture of our application.
- The architecture had to include features for managing your schedule, project map, recording your work hours for HR and team leads, generating invoices for customers, and providing an overview of all tasks you're working on and your workload.



## Wireframes & Mid Fidelity Prototype

- To find a suitable layout, we sketched details, pages, pop-ups, and information on paper first.
- Box models helped gather further information.
- The initial draft of the Task Controller had already been tested in the sprint, so we knew it had to be in the top layer.

## High fidelity user test

- After laying out the processes and defining the application, we sketched three use cases and built a clickable dummy to test the users' understanding of the product.
- The tests indicated that changes were needed in the navigation and the information displayed on the workload dashboard.
- As a requested feature, we included a vacation day overview and a selector to directly schedule vacation days.

## Product delivery

- Before we presented the final product, we created a product video.

## Product Video

active menu bar

Task controller

Musste verbessert werden:

- Taskübersicht: Timer soll tatsächlich gearbeitete Zeit anzeigen
- Hierarchie bei Icons auf Nav-Bar: Dashboard an erster Stelle erwartet
- Bei Navigation-Bar wurden Labels beim Hovern erwartet

changes from UX test

## Team

UX design  
Product Development  
Tom Bürtle

⌚ 8 Months

📅 3. Semester

Vue.js

Miro

Node.js

Adobe XD

GitHub

MQTT

Arduino

MongoDB

UX Invention

Fullstack Development

Security by Design

Software Architecture

Product Development

Fullstack Development

## Context

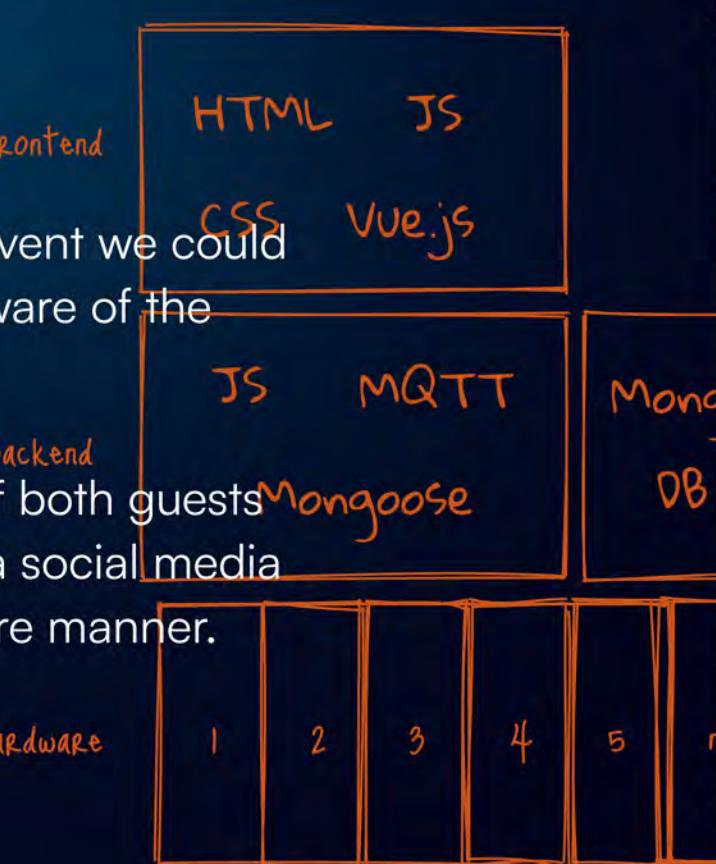
A group of friends once hosted a house party across six flats, providing a shuttle service to hop between them for anyone in town who wanted to join the festivities. The event welcomed hundreds of guests into private homes without any complications.

The idea of a decentralized party resurfaced during the lockdown when only ten people were allowed in a flat in Germany. The initial idea of this project was to circumvent the lockdown rules by hosting a decentralized party using an app. The app would indicate which student flats in our small town had space available and facilitate commuting between them, creating outdoor meetings along the way.

## Problem

Have you ever wondered, "What's happening tonight? Is there an event we could attend right now?" Have you ever found yourself in a new city, unaware of the interesting cultural events to explore?

Digitalizing real-life events in a way that aligns with the intentions of both guests and hosts is not easy. In this project, I explored how I could create a social media platform that effectively brings people together in real life in a secure manner.



## Solution

Guestbook provides an overview of all events currently taking place on a map. These events offer information on the number of attendees, available space, and whether any of my friends or close acquaintances are present. This information is displayed anonymously, helping individuals decide whether to meet new people or join friends.

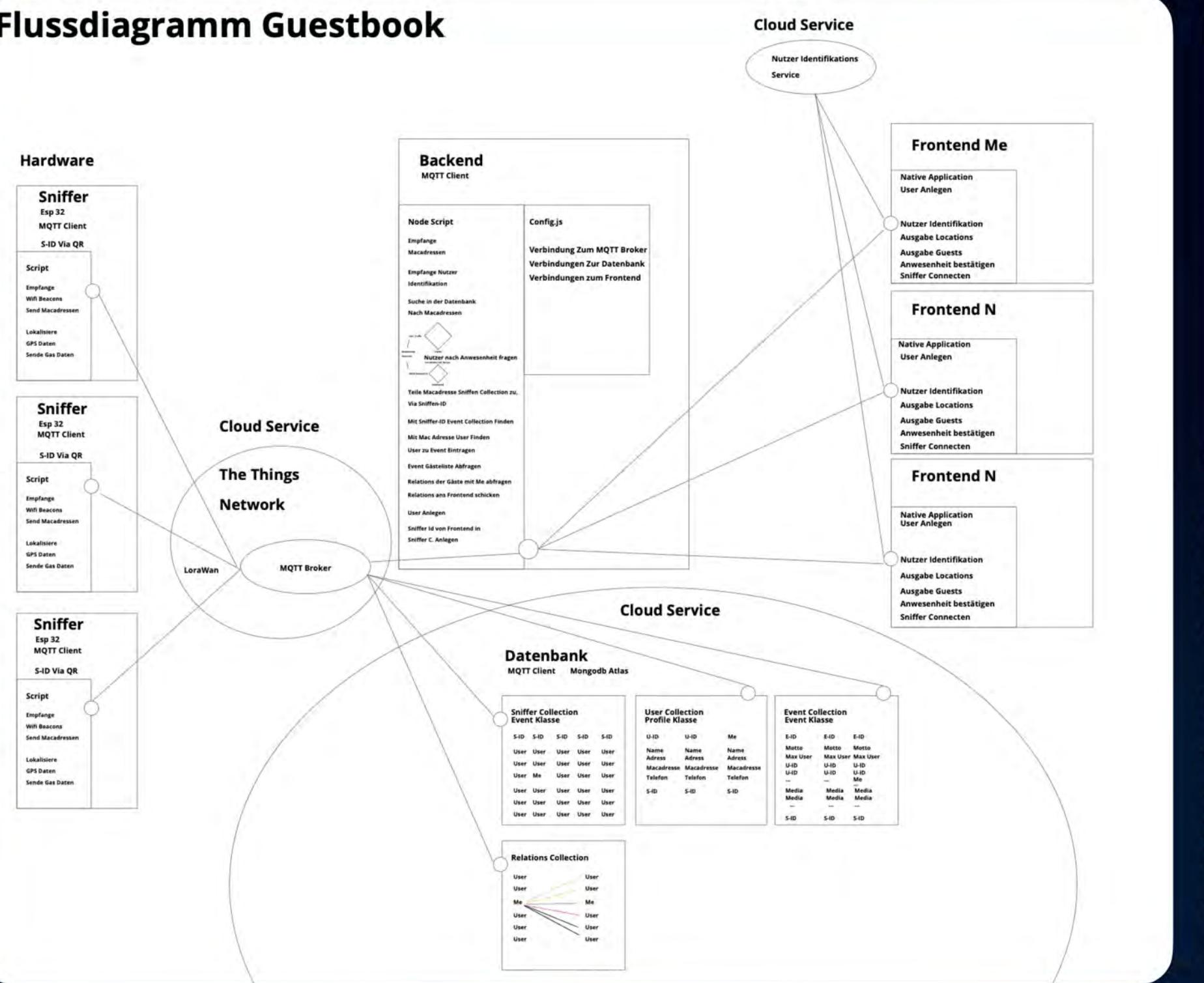
To host an event, a tracking device must be purchased. This device indicates the number of people at the party. Hosts can create and promote events by inviting friends.

Guests can attend events by physically going there, where the tracking device will automatically identify them and prompt them to join the event.

[Download my GitHub repository here to set up and test the prototype.](#)



# Flussdiagramm Guestbook

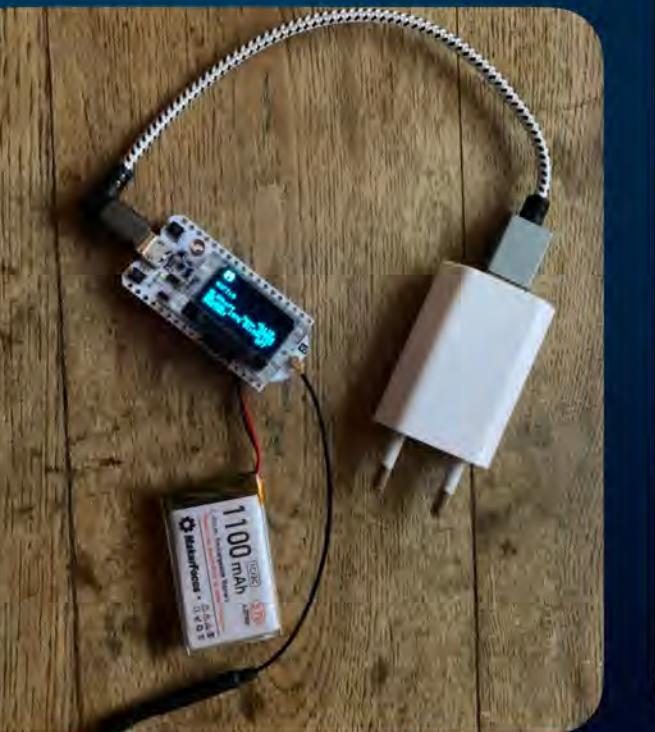


## Flow Chart

The flowchart built the overall visualization for the entire full-stack.

# **Hardware**

The hardware is structured as its own stack in terms of functionality. Here, an MQTT client runs on an ESP32, powered by a battery for mobile use and a plug for stationary use.



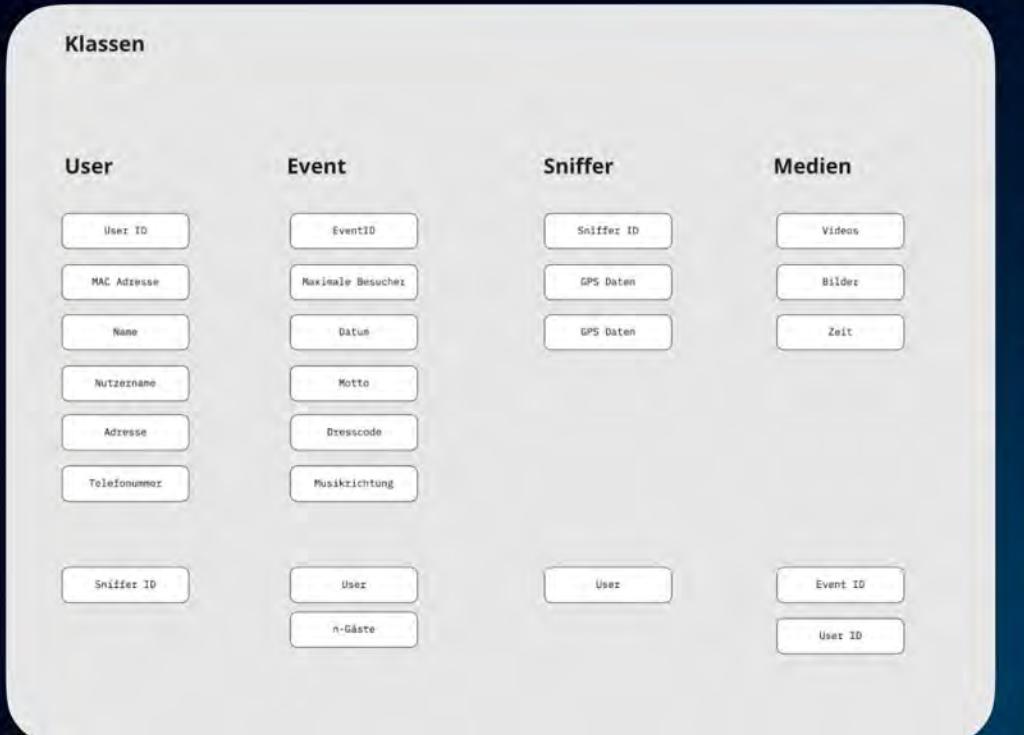
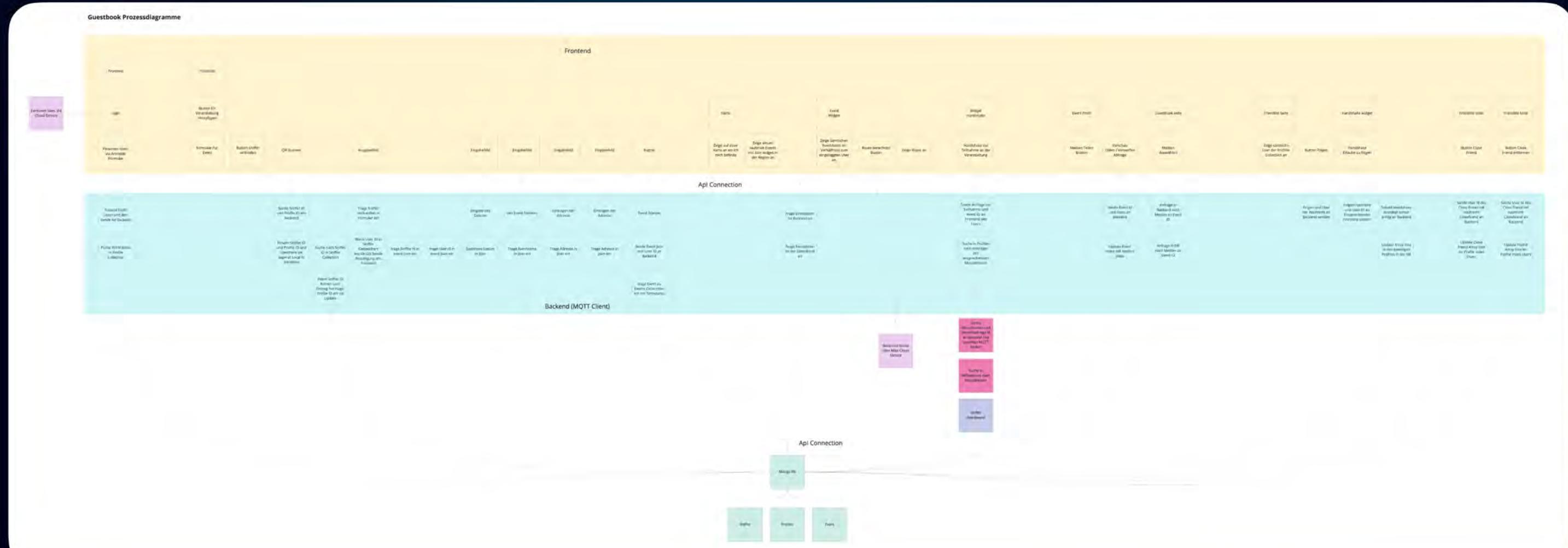
# Information architecture

In this project, the information architecture not only provided the foundation for designing the user experience but also for the technological flow.

It was straightforward to define all components and data classes based on this overview.

Similar to the wireframes, the software architecture evolved parallel to the fidelity level throughout the project.

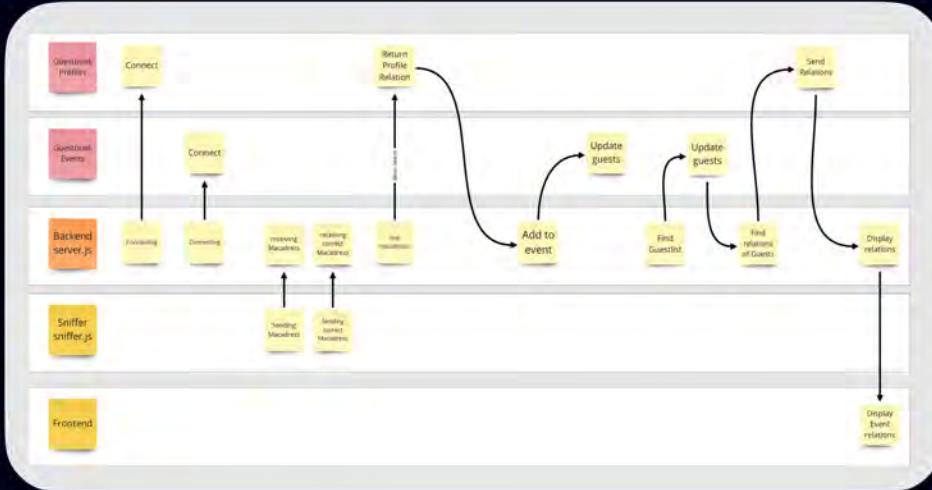
## The development of the architecture for the technological prototype.



# Organigram

Similar to the software architecture, the organizational chart depicted the communication and data flow across the stack.

It was a helpful diagram for creating the overall system architecture, which also encompasses the lifecycles of the components.



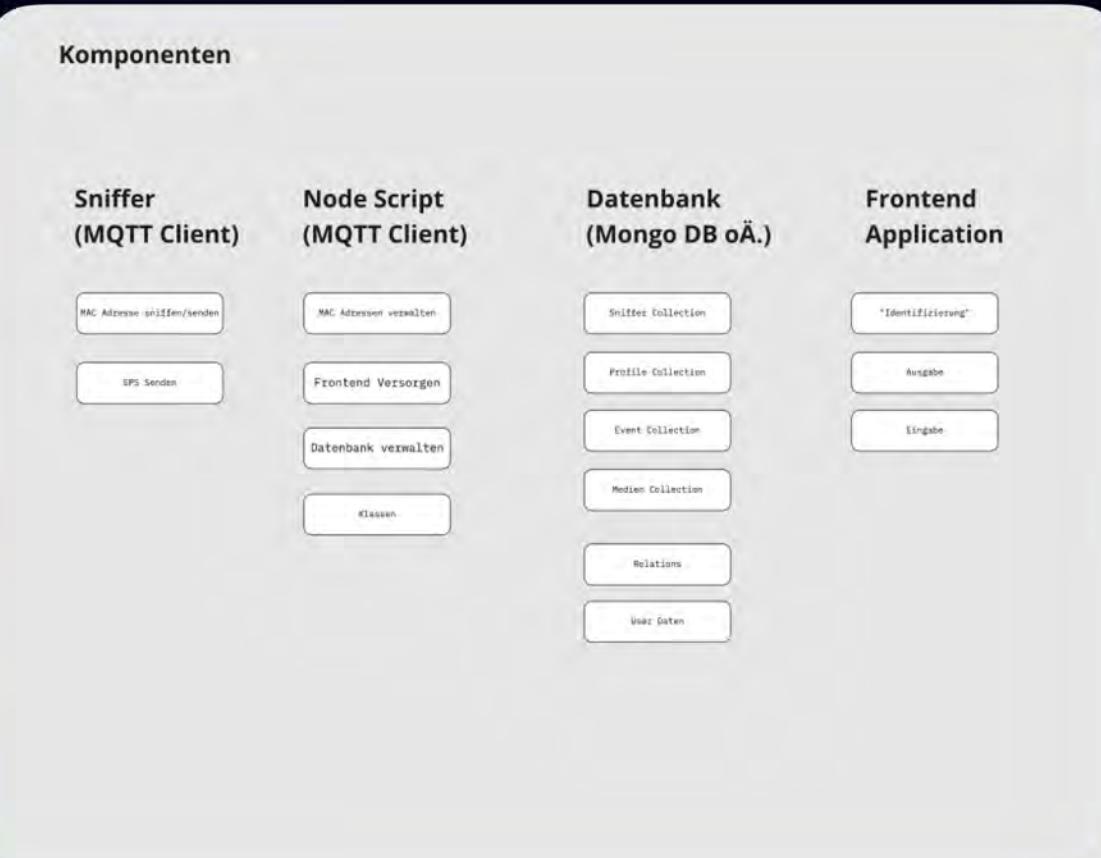
# It security

We systematically screened our system for weaknesses and potential attack points.

Both the technological components and the architecture itself had to be examined to eliminate any vulnerabilities.

Additionally, intentional and unintentional uses were identified, along with profiles of potential abusers.

These aspects were then incorporated back into the design process.



## Team

Research  
Strategy  
Design  
Tom Bürkle

⌚ 4 Months

📅 7. Semester

Figma

Notion

8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Bussiness  
Structure

User journey

Research

UX Strategy

## Context

The bachelor thesis explores talent development within companies and examines how the evolving demands of transformation necessitate a culture of learning and a networked organizational approach.

The challenge lay in synthesizing the intricate interplay between corporate structures, shifts in the job market, and the evolving needs of both employees and companies within a cohesive framework.

## Problem

The success or failure of a company hinges on the collaboration and performance of all its components. Failures often stem from the intricate interconnections within the organization. Mistakes may go unnoticed until they manifest in indicators like increased sick leave or turnover, leading to crisis and difficulty in rectifying issues.

A poor corporate culture exacerbates these challenges by hindering effective communication and learning from mistakes. This breakdown erodes trust among employees, undermining the company's resilience.

Transformative shifts in the economic landscape further complicate matters, necessitating integration of employee expertise to navigate challenges effectively. Only through cohesive collaboration can companies adapt and thrive amidst evolving demands.

## Solution

### Networking

Utilizing existing communication tools, the platform allows workers to operate within their community, integrating talent development with internal expertise.

### Talent Development

Development plans tailored to individual skill profiles enable workers to qualify for new positions. Content for learning programs is curated and pre-evaluated by Endeo, facilitating personalized talent development.

### Analysis

Participation on the platform generates valuable meta data for human resources to gain insights into the company's culture, with this sensory, tool providing an accurate of its status.



## Team

**Process Design  
Implementation**  
Tom Burkle

⌚ 5 Months

📍 Ulixes GmbH

-sama Figma

chip Der Assistent

3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Prozess Design

UX Design

Inclusion Design

Developement

## Context

During my practical study semester, I worked at formerly Ulixes, now Sightproc. At the time Ulixes was a tech startup with only eight employees pioneering the Industrial production assistant market.

During this time, I was tasked with creating three programs on the Assistant platform. The Assistant is a visual worker guide for production stations and quality checks. The product was primarily implemented in workshops for supervised work and living for people with disabilities.

With digital guidance from the Assistant, the production process for workers increased from 3-5 self-supervised work steps to over 20.

## Problem

The facility where the tenants and workers of the workshop lived and worked also had to provide everyday knowledge and practices such as tool usage or waste separation. The combination of work guidance and execution protocol served as a foundation to test if the Assistant could autonomously educate the workers in these areas. Three programs were requested:

1. usage and reloading of a hand-tape roller
2. waste separation and the concept of recycling
3. usage of screwdriver and learning the different versions

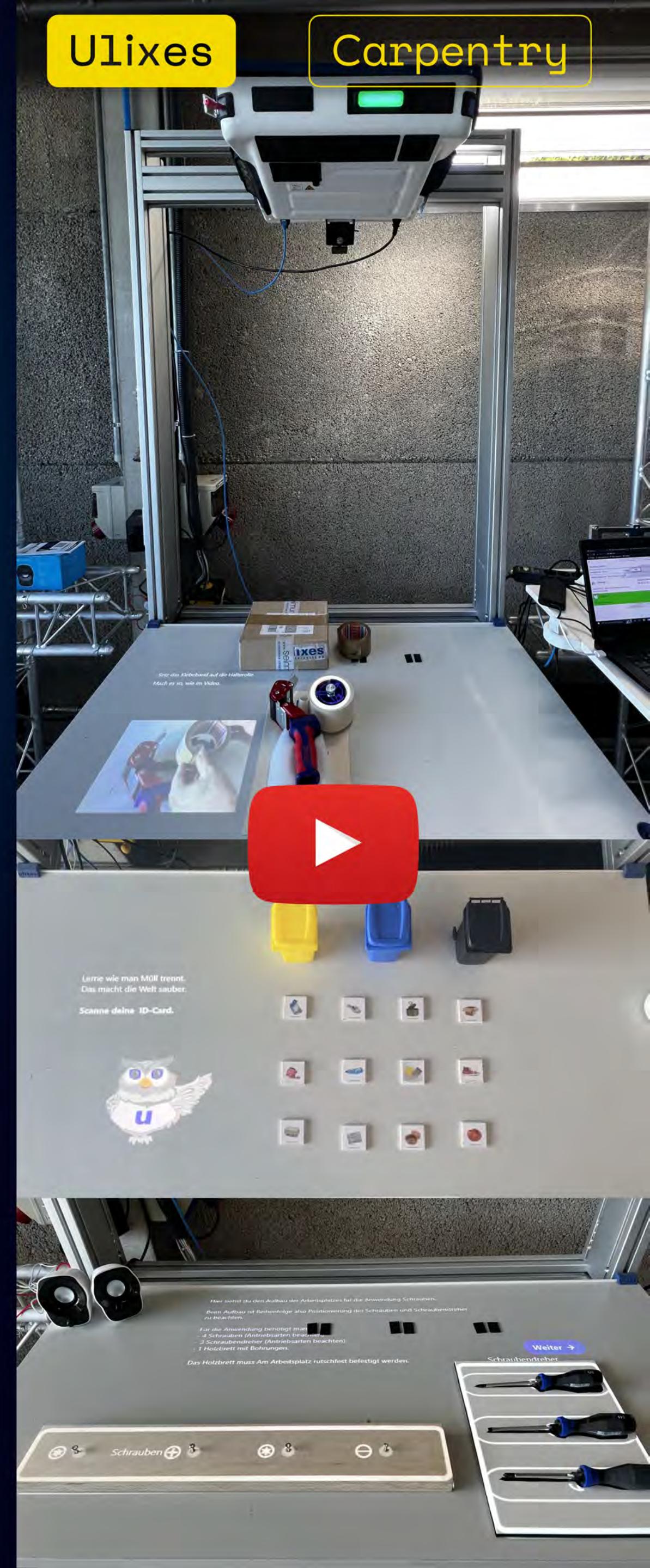
## Solution

The initial step involved breaking down the knowledge into pedagogically correct steps that transformed the information into digestible pieces and actionable steps.

Once the sequence was established, the specific objects on which the worker would focus their educational efforts were defined. This allowed me to develop a layout and interaction strategy for solving the program in a gamified manner.

Tests conducted with the workers indicated that they could learn the topics independently and also replicate the starting point of the protocol with additional guided steps.

The Prototypes were all Programmed on the Assistend by myself.



## Gesellenstück

Inspired by the boat deck of my friend's boat, I aimed to design a mid-century coffee table that resembled a sleek plate when viewed from the side in the room. To achieve this, I chamfered the edges of the case and incorporated a plate as a lockable door to prevent children from getting their fingers pinched when attempting to open it.

I utilized computer software to design the feet and sourced them from a specialist wood turning supplier. With the exception of the inlay and the bottom of the case, the entire table is crafted from oak and smoked larch. Additionally, the tabletop features three internally embedded iron poles to prevent the thin plate from bending due to fluctuations in humidity levels.

Following construction, I meticulously sanded and oiled the surface for a smooth finish. I conducted extensive research on materials and personally managed all ordering processes. Furthermore, I assumed sole responsibility for every aspect of the project from start to finish.

- METALS
- POLYMERS
- PROCESS STEPS
- BOUNDARIES
- NATURAL FABRICS
- PROFESSION
- SECURITY
- CARPENTER
- SKILLS
- CHEMICAL FINISHES
- MECHANICS
- WINDOWS
- HANDWORK
- PRACTICES
- CONSTRUCTION
- PERSPECTIVE
- CONFIDENCE
- EMPLOYMENT
- SMOKE TIGHTNESS
- HANDWORK
- HISTORICAL TECHNIQUES
- GLUES
- ROOFERS
- EXPERIENCES
- EN NORMS
- OBSTACLES
- ARCHITECTURAL CONSTRUCTION
- WOOD
- JOINTS
- INSULATION
- INSTINCT
- TRUST
- MACHINE CRAFTING
- FIRE REGULATORY NORMS
- DOORS
- PROJECT
- MODERN REQUIREMENTS
- TECHNICAL DRAWINGS
- SOUND RESISTANCE
- COMMUNICATION
- RESTORATIONS
- RENOVATION
- DESIGN PROJECT
- ENERGY CLASSES
- DEPENDENCIES
- BIOLOGICAL FINISHES
- FURNITURE
- CAD
- MATERIALS
- IMPULSES
- IDEATION
- OVERHOURS

## Exam Requirements

- Construct and build a piece of furniture with a swinging door using a classical mechanism.
- Include a drawing component.
- Incorporate a classical lock into the design.
- Include an element with a classical joint.
- Ensure the final product meets all professional requirements and EN norms, from construction to manufacturing.

