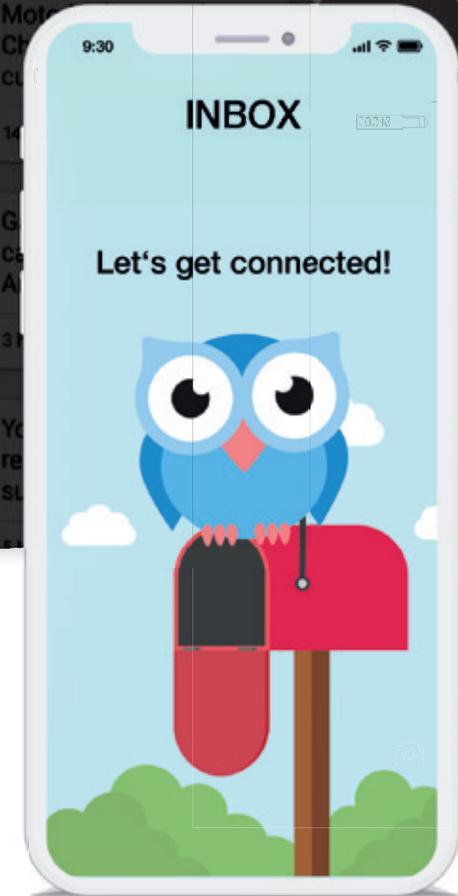


PORTFOLIO

Kathrin Haupt

As a UI/UX Designer, I help companies to make their products easy to use.



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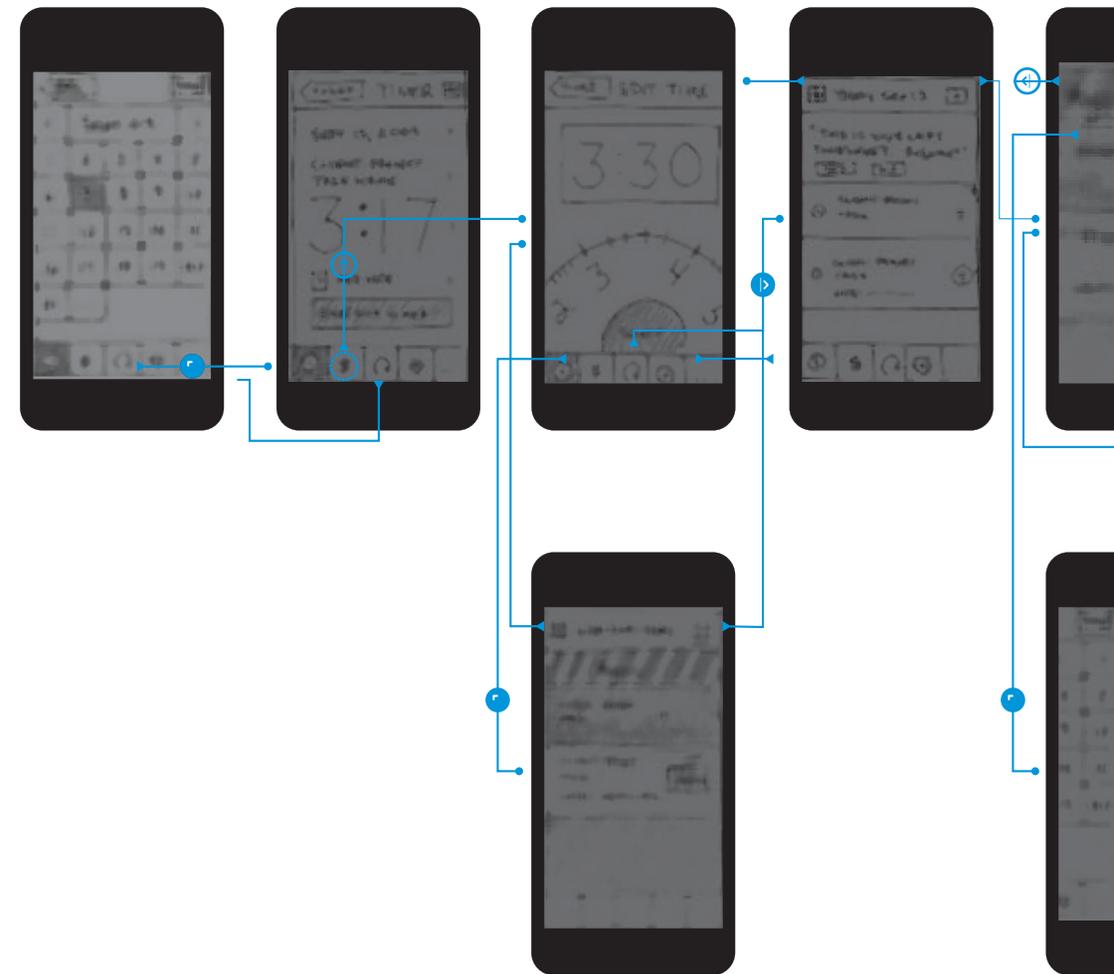
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We learn the watch
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ABOUT ME - INTRODUCTION



I have been a Graphic Designer since 2002 and I'm based in Berlin. In recent years my work has been focused on UI/UX design for software, web and mobile devices. I'm now a user experience designer specializing in the development of innovative user experiences for mobile and desktop applications.

I follow a user-centered design approach.

A strategic thinker and effective leader, with a passion for design and learning, who brings together development teams to tackle complex and fast-paced projects. Adept at creating compelling UX design solutions which make powerful technologies easy and enjoyable to use. I am seeking to join a team of creative professionals in the development of innovative and successful products.

Process

- 1. Learn Gain** Gain knowledge of users, context, technologies, etc.
- 2. Explore** Produce design concepts for possible solutions.
- 3. Select** Evaluate and select design concept(s) for development.
- 4. Develop** Evolve concept into full design solution.
- 5. Refine** Evaluate design with stakeholders to obtain feedback.
- 6. Deliver** Complete design and produce deliverables.

I also have extensive experience in developing traditional advertising materials. My other interests are illustration and photography, which I have used on previous occasions in several different jobs.

ABOUT ME - EXPERIENCE/EDUCATION

Work experience

- 2019 -** **Selfemployed at CarrerFoundry, XDI, Artop, Usability Academy as**
Trainer, Mentor, Consultant for User Experience Design, Design Thinking,
User Interface Design including different software tools
- 2018 - 2019** **Permanent position at Automotive Artificial Intelligence AAI GmbH as**
UI/UX -Senior Designer, Research & Development Department
(UI/UX design of software applications)
- 2016 - 2018** **Permanent position at SensoMotoric Instruments GmbH (SMI)**
as UI/UX -Senior Designer, Research & Product Development
Department (UI/UX design of software applications)
- 2014 - 2016** **Permanent position at MAGIX Software GmbH and Co. KGaA**
as Art Director Screendesign (UI/UX Design of software and apps)
- 2013** **Permanent position at payleven Holding GmbH**
Lead UI/UX-Senior Designer, Product Development department
- 2011 - 2012** **Freelance activities for various companies and agencies, including:**
Media Media GmbH, PMG Monitor GmbH, All you need GmbH,
ImmobilienScout GmbH, Oviva AG and others see next page
- 2010** **Permanent position at Maico Diagnostik GmbH**
Graphic Designer, Marketing department
- 2005 - 2009** **Freelance activities for various companies and agencies, including:**
Rummel Matratzen, Inforum Verlags GmbH, Schauspielagentur Vogel,
Jamba Techniker Krankenkasse, Galileo Design,
Krowne Communication, Otto GmbH und Co KG and others
- 1998 - 2003** **Placements undertaken during studies**
Pressestelle Bundesärztekammer, AgenturLehwald – Screen Designer

Education

- 2019** UXQB Certified Professional for Usability and User Experience
- 2001 - 2003** Media Consultancy postgraduate course at Technische Universität Berlin
Graduated with degree in Media Consultancy
- 1998 - 2002** Media Design undergraduate course at Berlin University of the Arts
Graduated with degree in Media Design

Software and programming skills

Sketch, Principle, InVision, Figma, Axure, Zeplin (very good knowledge)

Adobe Creative Suite - InDesign, Illustrator, Photoshop, Adobe XD and other
(very good knowledge)

HTML, CSS and Responsive Web Design (good knowledge)

Comprehensive knowledge of the development of UI/UX designs for mobile devices (Android, iOS) and software applications. I'm familiar with Apples „Human-Centered Design Guidelines“ and Androids „Material Design Guidelines. “I'm used to working over Scrum in sprints, to organize tasks about Jira and document with Confluence as well as to work in an Agile development environment.

Language skills

German: native
English: fluent
French: B2 - level (is in progress)

ABOUT ME - CUSTOMER SELECTION



UX DESIGN RESEARCH

As a member of the UX design teams, I have participated in and often lead the planning and conducting of design research.

Context of use

My projects have included research into the context of use for products. Collecting and analyzing detailed information about the intended users, their tasks, and the technical and environmental constraints. The data for a context of use analysis I gathered using interviews, workshops, surveys, site visits, artifact analysis, focus groups, observational studies, and contextual inquiry.



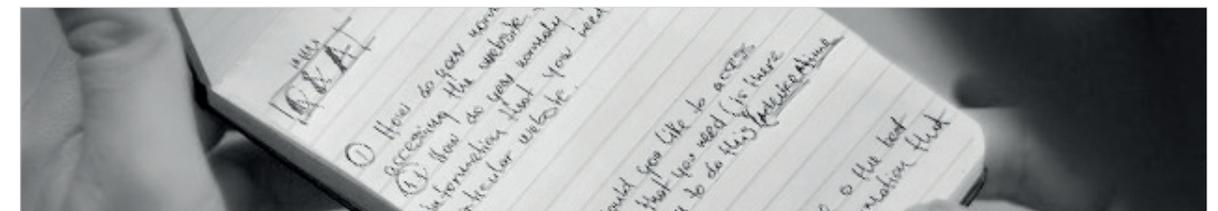
Personas

My projects have included developing or updating target user personas.

PERSONA 1	PERSONA 2
 <p>DANIEL STORM Fotograf - 29 Jahre</p> <p>Meine Familie und meine Freunde sind das wichtigste in meinem Leben!</p>	 <p>SUSANNE LEHMANN Biologin - 31 Jahre</p> <p>Ich bin neugierig und interessiert aber auch sehr kritisch mit mir selbst.</p>
<p>Beruf Daniel (29) arbeitet als freiberuflicher Fotograf. Seine Aufträge bekommt er hauptsächlich aus der Industrie, er versucht aber auch, als Landschaftsfotograf Fuß zu fassen. Daher reist er sehr viel und hat vor allem in Asien Zustände gesehen, die er gerne verbinden würde.</p> <p>Einkaufsverhalten Umweltschutz ist für ihn genauso ein Thema wie fairer Umgang mit Menschen, die er schon viele Male in den Geschäften gesehen hat. Auch bei Kleidung legt er viel Wert auf fairen Handel. Leder ist es sehr schwierig Kleidung zu finden, die auch seinem Geschmack entspricht, da die Anbieter oftmals ein Öko-Image verkaufen.</p>	<p>Beruf Susanne Lehmann (31) hat Biologie studiert und arbeitet vor der Geburt von Luca im Bereich Mitarbeiter bei der AGES (österreichische Agentur für Gesundheit und Ernährungssicherheit GmbH), wegen Luca bleibt sie im Moment zu Hause, will aber bald wieder anfangen zu arbeiten. Ihr Mann Oliver Lehmann (35) hat eine Ausbildung zum Bankkaufmann gemacht und arbeitet nun bei der Volksbank. Ihr Sohn Luca ist 1 1/2 Jahre alt und ihr Ein und Alles.</p> <p>Einkaufsverhalten Susanne schaut sich gerne in Online-Shops um, da sie sich für die neueste Mode interessiert und gerne einkauft. Vor einigen Wochen ist Susanne dabei zum ersten Mal auf Fairtrade-Kleidung gestoßen. Da ihr die Idee gefällt, googelt sie ein wenig und schaut sich die Angebote der verschiedenen Marken an.</p>
<p>Freizeit In seiner Freizeit macht Daniel gerne Sport, wie z.B. Klettern. Außerdem interessiert er sich für Kunst und besucht gelegentlich Ausstellungen. Seine Freunde, mit denen er gerne etwas unternimmt, sind ihm wichtig. Momentan ist Daniel Single und wohnt alleine in einer geräumigen Wohnung.</p> <p>Internetnutzung Daniel nutzt verschiedene Angebote im Internet sehr aktiv und schreibt unregelmäßig in einem eigenen Blog über seine Reisen. Soweit seine Einkäufe als auch Kundenkontakte wickelt er online ab. Die Marke Wertfar kennt er schon länger und bestellt sie manchmal über www.wertfar.de. Auch auf der Seite www.amaestage.de kauft er gerne ein und bestellt sich in der Community.</p>	<p>Freizeit Die Familie Lehmann ist sehr aktiv. Susanne geht regelmäßig joggen, Oliver spielt am liebsten Tennis. Auch sonst verbringen sie so viel Zeit wie möglich an der frischen Luft. Die Eltern finden das für Luca besser, als gefahren die Natur aber auch einfach selbst gerne. Deshalb versuchen sie auch in ihrem alltäglichen Leben umweltfreundlich zu leben und umweltverträgliche Produkte zu benutzen. Susanne und Oliver haben sich z.B. vor 3 Jahren ein Öko-Haus bauen lassen.</p> <p>Internetnutzung Susanne Lehmann nutzt das Internet beruflich sehr viel. Privat informiert sie sich über aktuelle Trends und liest dafür Online-Zeitschriften und Blogs. Online einzukaufen macht sie sehr gerne, musste allerdings in der letzten Zeit auch öfters Produkte wieder zurückschicken, weil sie auf der Seite der</p>

Usability testing

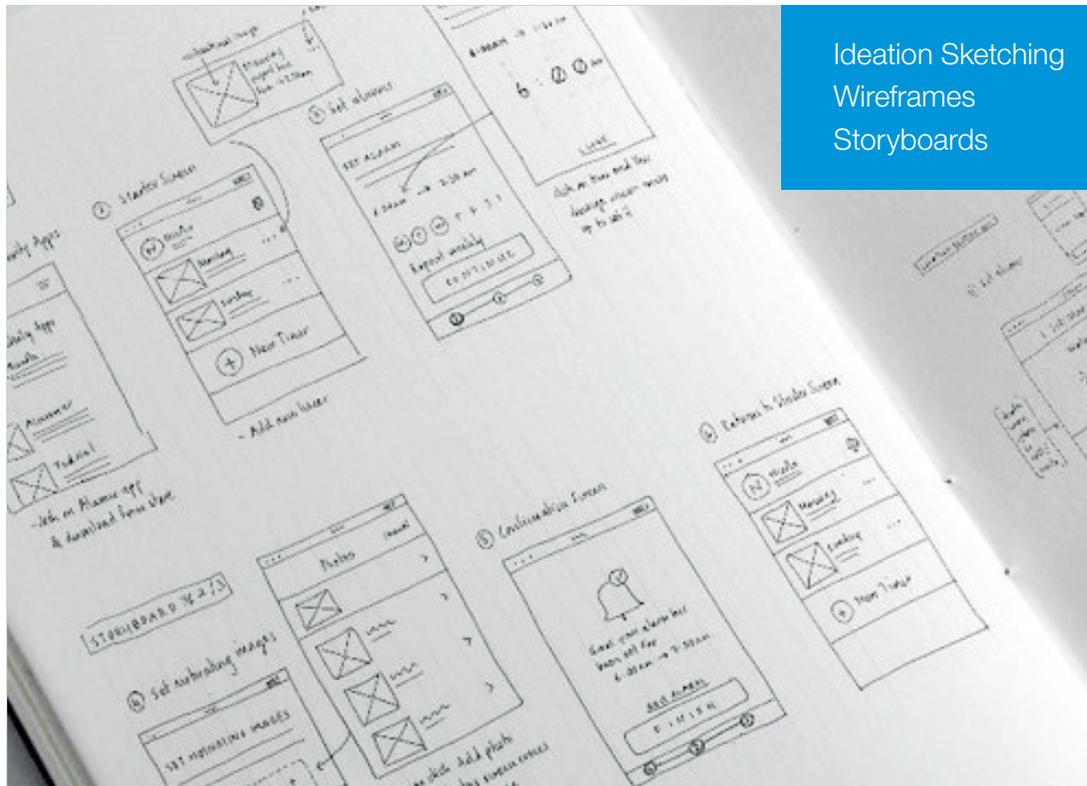
Usability is part of my recent and current work. Usability testing refers to evaluating a final product or concept by testing it with representative users. As methods, I often used focus groups, individual interviews, and conceptual interviews.



UX DESIGN DEVELOPMENT

Interaction Design

Developing the design for the UI screens/pages supporting the defined user-system interactions using sketching, drawing and diagramming tools. Producing annotated screen wireframes, screen renderings, and UX storyboards for review and approval by project stakeholders.



Visual Design

Developing the visual design for product user interface. Specifying the color palette, backgrounds, style of illustration, photography, typography, and control states and behaviors. Incorporating business and product branding into the visual design. Producing low and high fidelity screen renderings for review and approval by stakeholders. Producing the digital assets (logos, buttons, icons, etc.) required to build an app or device UI. Producing diagrams and other imagery to visually communicate technical or instructional information. Developing screen layout grids and templates.

SENSOMOTORIC INSTRUMENTS GMBH



AUTOMATED SEMANTIC GAZE MAPPING (ASGM)

Founded in 1991, SMI is a world leader in dedicated computer vision applications. Working closely with their clients, they have more than 20 years experience in developing and marketing application-specific gaze & eye tracking systems. SMI eye trackers and software products combine a maximum of performance and usability with the highest possible quality, resulting in high-value solutions.

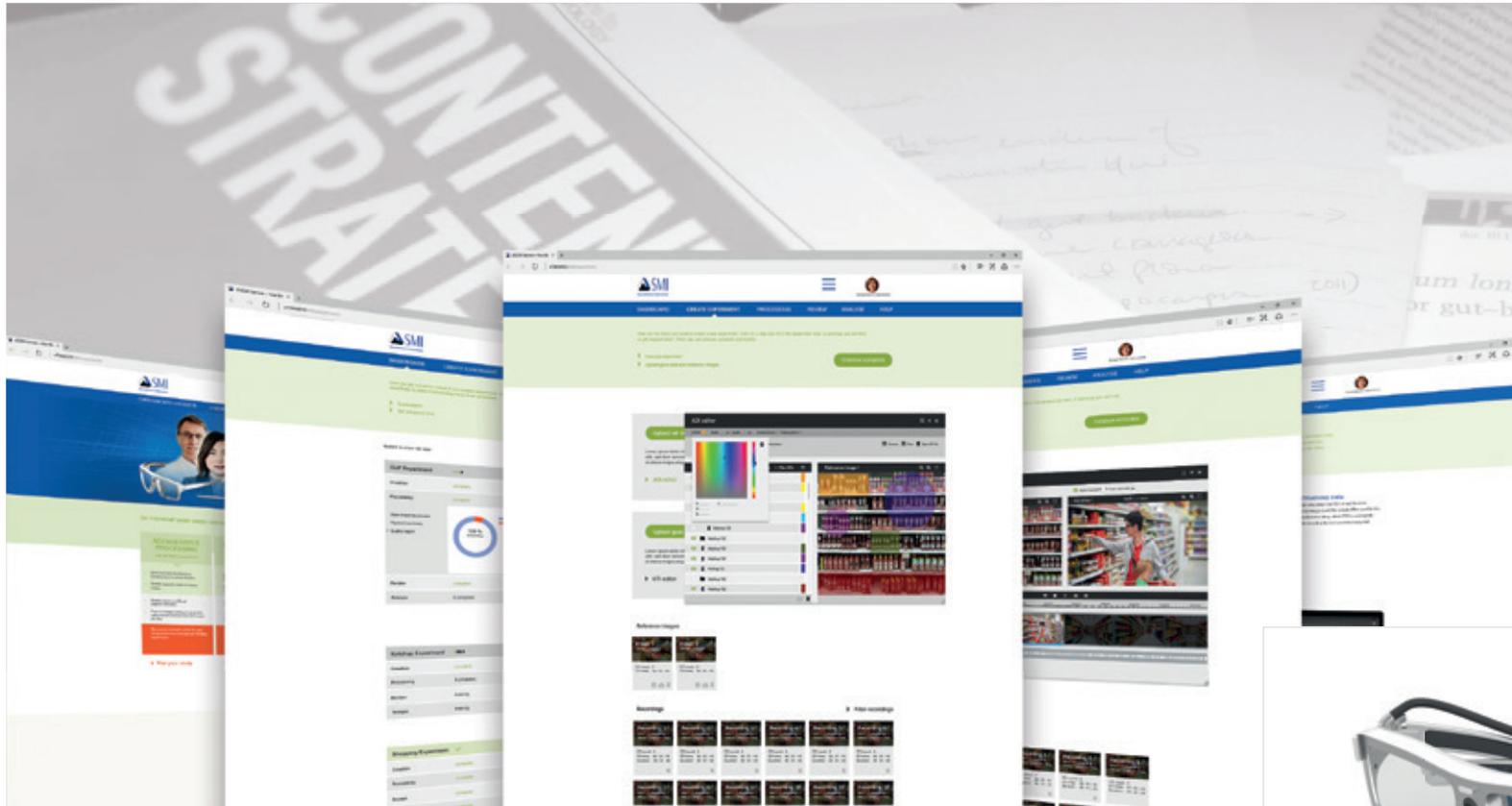
SMI provides the latest eye tracking solutions and support for almost every field of application. The range spans medical research, diagnostics, and surgery, via psychology, performance sports, and man-machine interaction, right up to market research.

SMI Automated Semantic Gaze Mapping (ASGM) is a web-based automated analysis solution for mobile eye tracking data. It processes studies of any size, eliminates the need for manual mapping, affords faster through put times, and is highly scalable.

ASGM uses SMI's algorithms to aggregate gaze data from eye tracking videos and delivers quantitative results for immediate analysis. It is aimed at both academic and commercial users of SMI Eye Tracking Glasses.

My challenge was to transform the existing PC software BEGAZE into a cloud solution as well as improving this software and developing additional features.

SENSOMOTORIC INSTRUMENTS GMBH

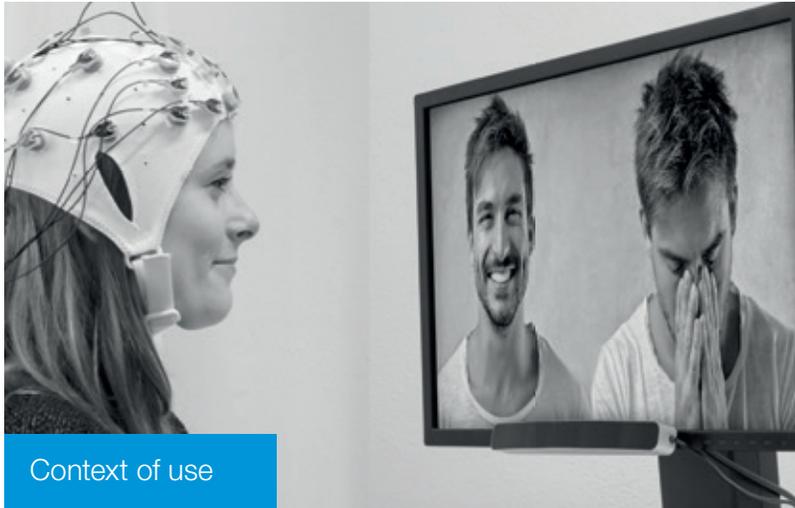


WHAT I DID IN DETAIL:

- ▶ Stakeholder interviews
- ▶ Establishing key audiences
- ▶ Building personas
- ▶ Creating scenarios
- ▶ Creating user journeys and stories
- ▶ Creating sitemaps
- ▶ Content audit and inventory
- ▶ Creating experience maps
- ▶ Conducting UX research
- ▶ Conducting competitive research
- ▶ Low-fidelity prototypes
- ▶ High fidelity prototypes
- ▶ Creating wireframes
- ▶ High-fidelity design
- ▶ Usability testing



SENSOMOTORIC INSTRUMENTS GMBH



Context of use



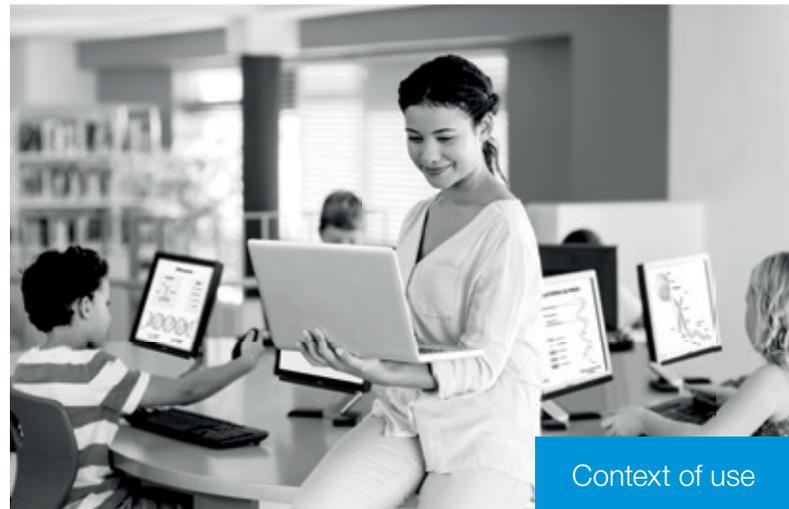
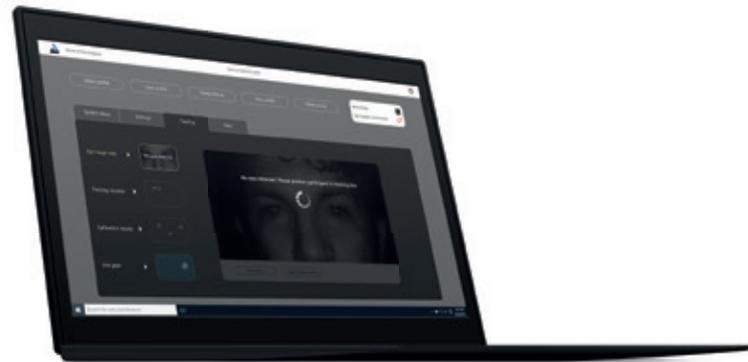
Usability testing

VIEW 2K

iView 2K platform combines ultimate data quality with a new level of versatility and intuitive use - for chinrest, remote and MRI studies. SMI iView 2K serve research fields including perception & cognition, clinical psychology, psycholinguistics, and neurology. For the specification and development of the new iView 2K platform we had intensive conversations with many leading researchers in all major markets about their experiences with current high-speed systems.

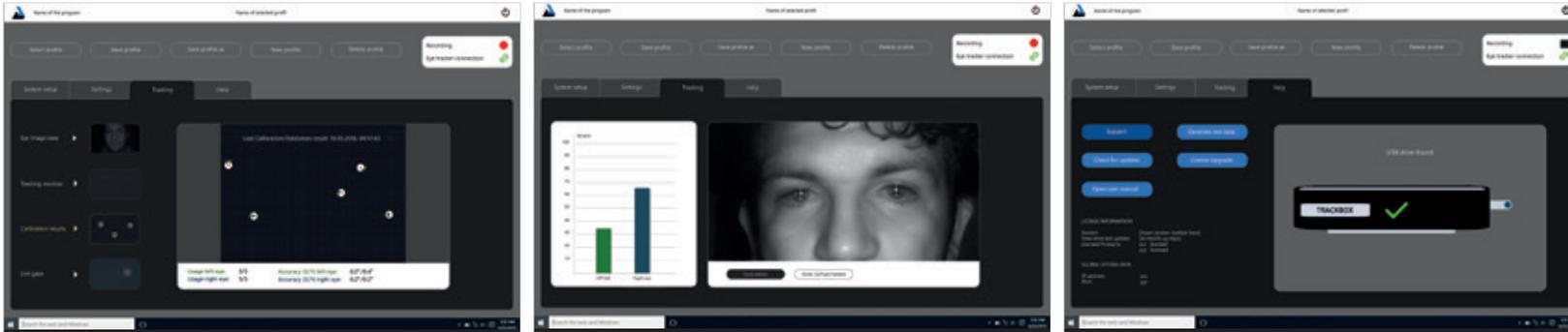
The result is a platform that combines the latest innovations and thinking in computer vision, eye modeling, camera technology, optics, illumination, interface technology and modular and user-centered design - delivering ultimate tracking quality for the broadest range of research cases and participants. The versatility and ease of this platform mean quality results can be obtained faster and more reliably and, time saved can be used to reduce effort, publish faster or enhance statistics. The SMI iView 2K works with a broad variety of participant groups - including infants, patients and the elderly - with a new standard of participant comfort and flexible remote study control via tablet.

Here was my challenge to develop a new PC software which controls the device and an app over which the participants of a study can be controlled remote via tablet.



Context of use

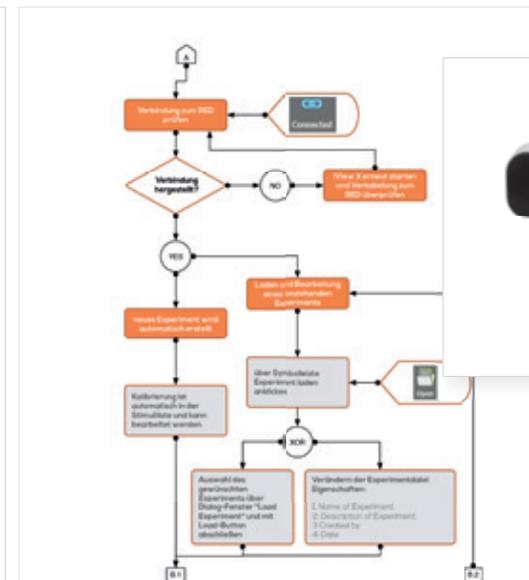
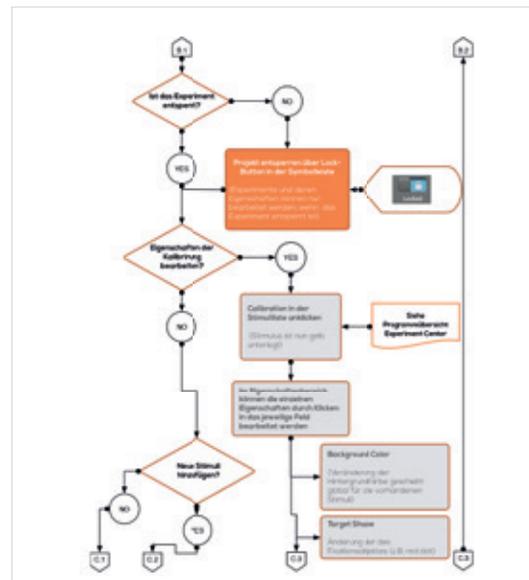
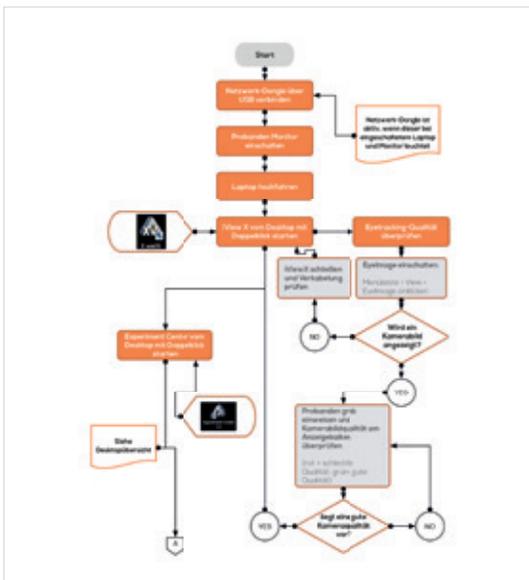
SENSOMOTORIC INSTRUMENTS GMBH



Eyetracking processes and screens software

WHAT I DID IN DETAIL:

- ▶ Setting goals and objectives
- ▶ Stakeholder interviews
- ▶ Establishing key audiences
- ▶ Building personas
- ▶ Creating scenarios
- ▶ Conducting competitive research
- ▶ Low-fidelity prototypes
- ▶ Creating wireframes
- ▶ High-fidelity design & guidelines
- ▶ Usability testing



MAGIX SOFTWARE GMBH & CO. KGAA



Audio Remote App for iOS and Android

Music Maker Jam for iOS, Android and Windows

MAGIX produces multimedia software and apps for video, photo, website and music editing. Both beginners and professionals can find the perfect solution for creating, designing, archiving and presenting their own videos, music, photos, graphics, and websites.

One of the music programs is the **MAGIX MUSIC MAKER**.

The user can drag and drop songs and other files into it, record and mix high-resolution audio, and publish, share the tunes over social media channels.

As I started there as art director some features of the program have now been exported to apps and thus made applicable for mobile devices. The MAGIX Audio Remote app lets you the program's virtual instruments on your tablet or smartphone. The Music Maker Jam app lets you record vocals with ease and share them with the music community. I was involved in all steps of the development of the software. I managed and conducted the design team and I worked closely in direct dialogue with the developers, product managers and the marketing department responsible for the evolution of the UX/ UI for the computer software and the new apps.

WHAT I DID IN DETAIL:

- ▶ Research, conceptualization, design (involved in all processes)
- ▶ Managing the whole design process of multiple projects
- ▶ Support, organize and mentor other designers
- ▶ Reviewing the work of designers
- ▶ Balance the impacts of deadlines and resources
- ▶ Controlling the creative output
- ▶ Usability testing

MAGIX SOFTWARE GMBH & CO. KGAA



Movie Edit Touch for Windows and Android

MAGIX Video Deluxe is a video editing program from MAGIX offering lots of templates, effects, and practical wizards that make it possible for anyone to edit and create unique videos with ease. The user can access high-quality effects and easy operation for amazing results.

I worked on turning a reduced form of the program into an app that allows videos to be edited on the spot and shared directly online. A user can optimize recordings manually or automatically: Cut and arrange clips, add favorite background music and own personal commentary.

As art director of the screen design department, my team and I drove the development of the program and developed the app from scratch closely with other involved departments like marketing, user research, development etc.

WHAT I DID IN DETAIL:

- ▶ Research, conceptualization, design (involved in all processes)
- ▶ Managing the whole design process of multiple projects
- ▶ Support, organize and mentor other designers
- ▶ Reviewing the work of designers
- ▶ Balance the impacts of deadlines and resources
- ▶ Controlling the creative output
- ▶ Usability testing

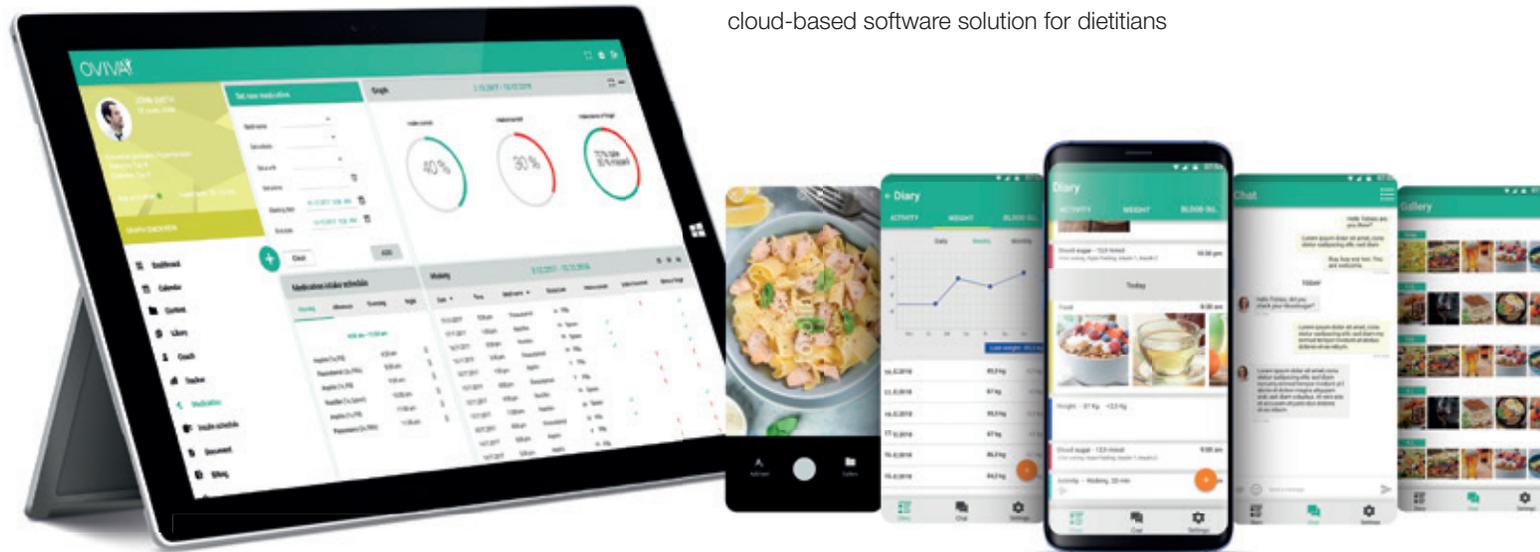


MAGIX GAME CONTROL is another program offered by MAGIX which allows gamers to monitor their computers. It provides gamers with everything they need to maximize gaming experience, from performance benchmarking and monitoring to performance boosting and screen capture tools. A second screen app lets them keep an eye on all of the important parameters while actively playing.

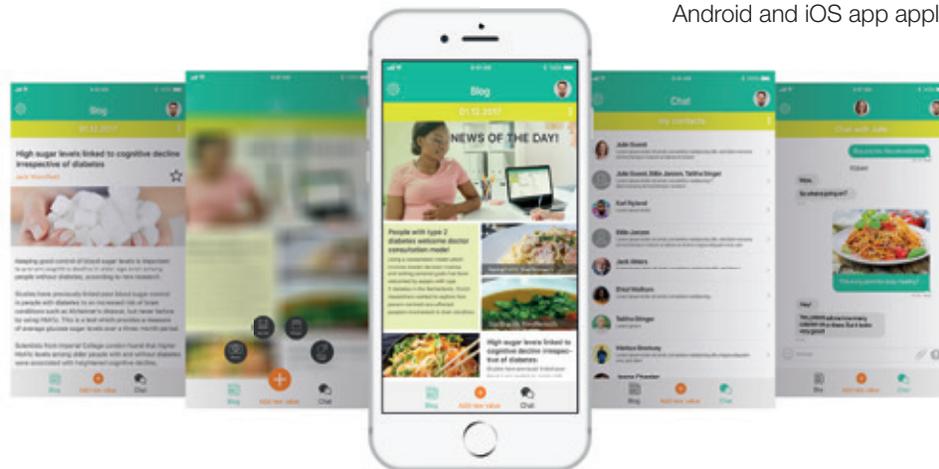
The challenge here was to understand this special kind of users and their passion. Therefore an intensive user research before starting conceptualization and visualization was necessary. I managed all steps of the development, came up with the design, graphics for this product and coordinated the technical implementation.

WHAT I DID IN DETAIL:

- ▶ Brainstorming
- ▶ Setting goals and objectives
- ▶ Building personas
- ▶ Conducting interviews, focus groups
- ▶ Creating scenarios and user journeys
- ▶ Conducting competitive research
- ▶ Supporting the research team
- ▶ Low-fidelity prototypes
- ▶ Creating wireframes
- ▶ High-fidelity prototypes
- ▶ High-fidelity visual design
- ▶ Controlling the creative output
- ▶ Usability testing



cloud-based software solution for dietitians



Android and iOS app application for clients

Oviva is a pioneer of technology-enhanced medical nutrition therapy. A digital health company, which provides medical nutritional counselling services to clients in Switzerland, Germany, and the United Kingdom. Dietitians provide treatment and care services for various medical problems in adult and pediatric populations, such as obesity, type 1 and type 2 diabetes, growth and development, high blood sugar, heart disease and stroke, digestive diseases, and allergy and intolerances directly in GP and specialist clinics, as well as remotely. They developed a smartphone application, which allows clients to communicate with their dietitian, record a photo food diary, monitor goals, and receive personalized information materials.

As a Senior UX/UI designer I was responsible by Oviva for the complete reworking, improvement and extending of the cloud-based dietitian software as well as for the patient app for the platforms iOS and Android. I was involved in the research, conceptualization, and redesign and worked closely with business development, product managers and support the development department by the implementation of new features.

WHAT I DID IN DETAIL:

- ▶ Stakeholder interviews
- ▶ Establishing key audiences
- ▶ Building personas
- ▶ Creating scenarios
- ▶ Creating user journeys and stories
- ▶ Creating sitemaps
- ▶ Conducting UX research
- ▶ Conducting competitive research
- ▶ Low-fidelity prototypes
- ▶ High fidelity prototypes
- ▶ Creating wireframes
- ▶ High-fidelity design
- ▶ Usability testing

PAYLEVEN HOLDING GMBH - NOW SUMUP



Payleven worked on the future of cashless payments. The mobile payment system is app based and worked with two devices: Swipe & Sign and Chip & Pin. The app is compatible with iOS and Android devices.

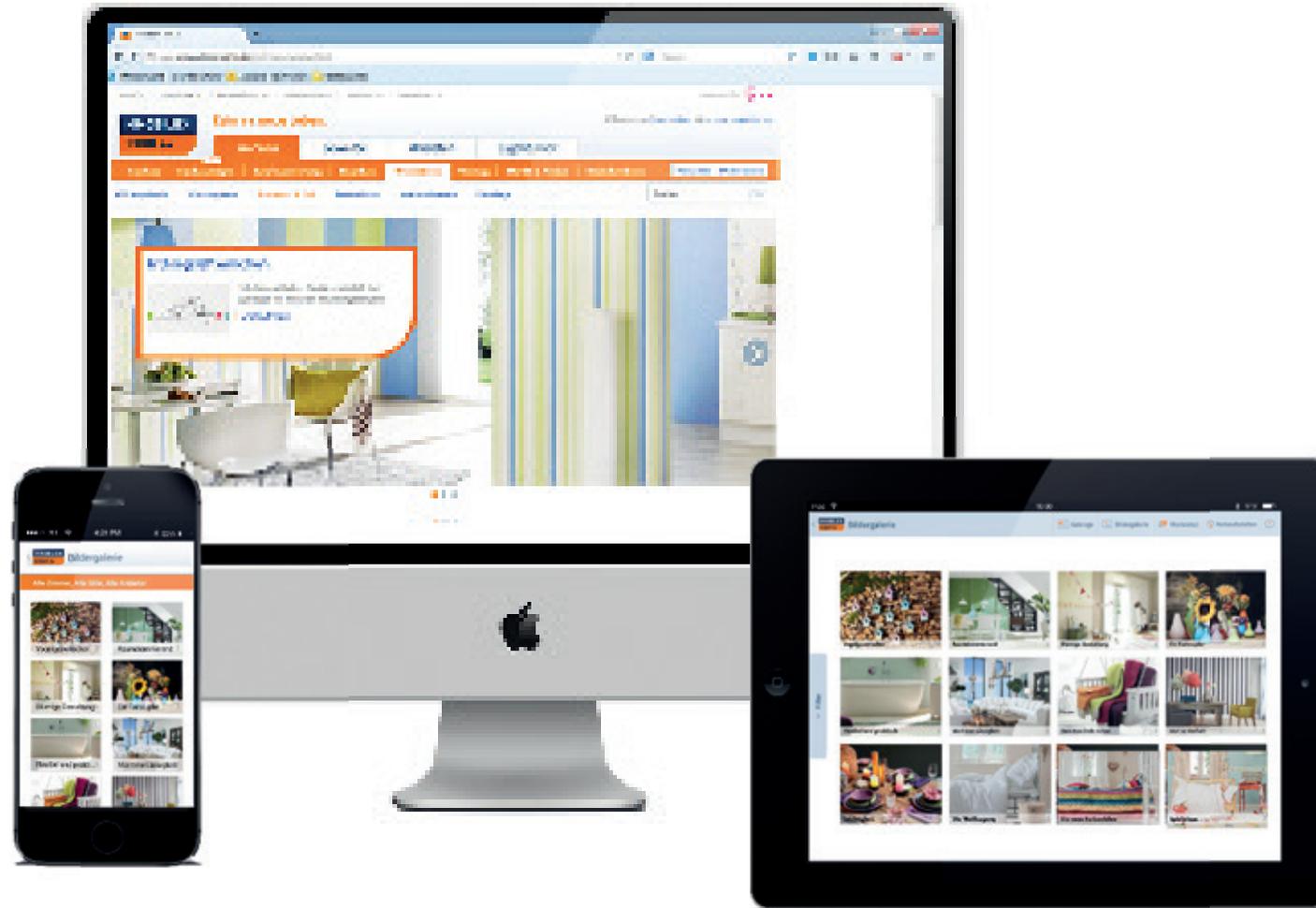
Payleven gives companies the freedom to accept cashless payments anywhere and at any time. The two solutions allow card payments to be easily accepted via smartphone or tablet. The app is used to handle cashless payments on the tablet or smartphone and includes different features which allow users to organize and monitor their orders. In 2016 Payleven and SumUp connected to one company.

By Paylen I worked as Lead UX/UI designer. My main responsibility was as part of the product development team to improve and extend the existing software for different industries as well as to mentor and lead other designers.

WHAT I DID IN DETAIL:

- ▶ Brainstorming
- ▶ Setting goals and objectives
- ▶ Stakeholder interviews
- ▶ Building personas
- ▶ Creating scenarios and user journeys
- ▶ Supporting the research team
- ▶ Low-fidelity prototypes
- ▶ Creating wireframes
- ▶ Create, improve and extend the software design
- ▶ Usability testing

IMMOBILIEN SCOUT 24



ImmobilienScout24 is the leading real estate portal in German-speaking Europe with millions of users and helps to bring buyers and sellers of real estate together. ImmobilienScout24 is divided into different types of properties and offers a number of apps and other services for each.

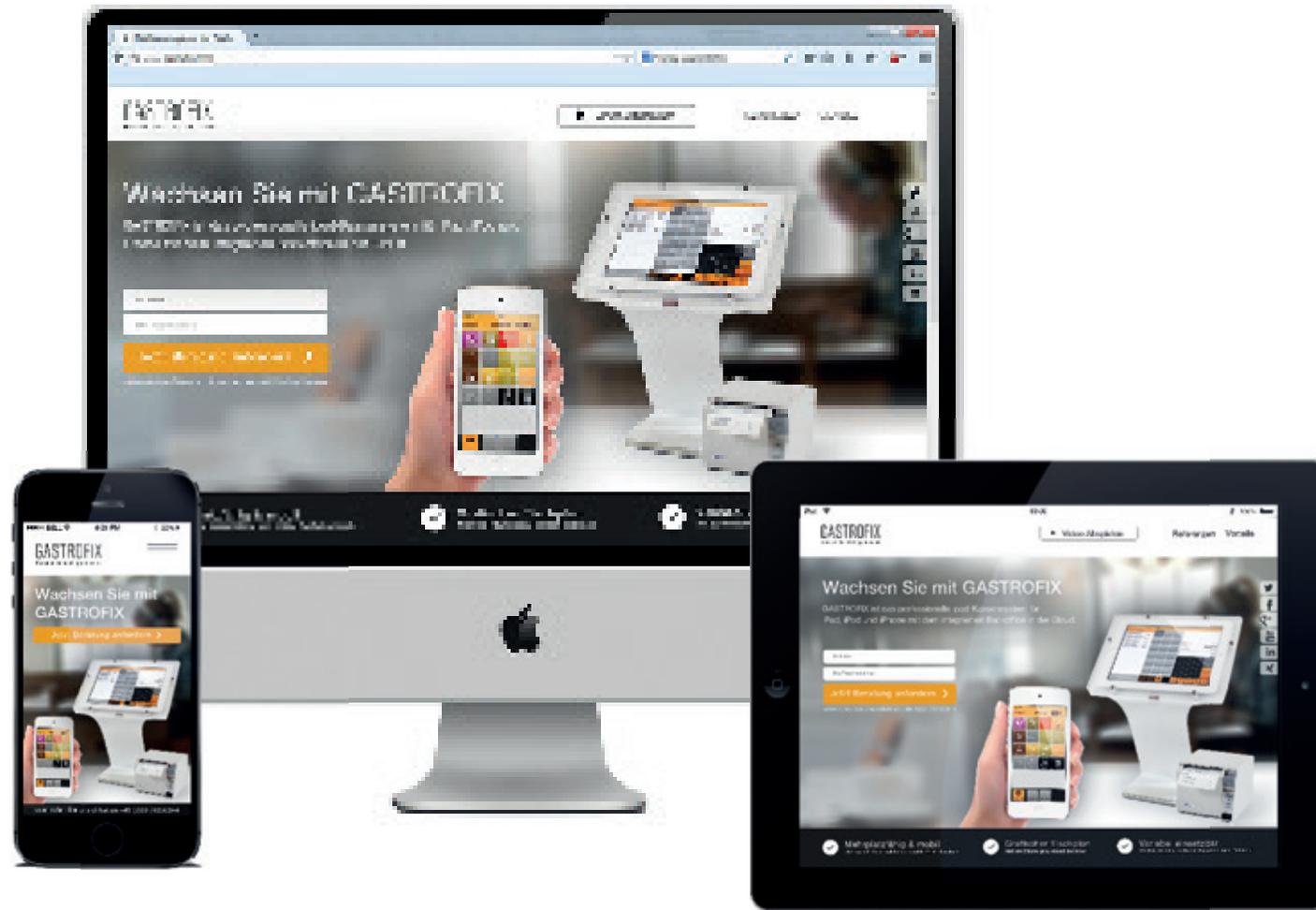
I worked there as UI/UX designer. My main task involved the on-site marketing of the „living ideas“ property site by developing, improving and extending responsive UX/UI designs for this part of the site. One of my challenges there was to develop an app (iOS, Android) which corresponded with this part of the website.

Special campaigns targeted to different audiences also took place regularly for which I designed and created newsletters, banners, teasers, etc.

WHAT I DID IN DETAIL:

- ▶ Brainstorming
- ▶ Setting goals and objectives
- ▶ Conceptualization of ideas
- ▶ Delivery of mock-ups, user flows, and screen designs
- ▶ Responsibility for entire prototyping and design workflow
- ▶ Defining interactive components
- ▶ Supporting the design team in the daily business
- ▶ Detailed visual specifications for development
- ▶ Usability testing

GASTROFIX GMBH



Gastrofix has developed a cloud-based restaurant management system for the management of independent and chain restaurants. Via iPad or smartphone cashes customers are able to easy to manage every part of their daily business.

My task in the marketing department was to redesign the website with the objective to bring it to the newest design and technical standard. This includes research, conceptualization, creating and further development of responsive pages for the websites and landing pages of various customers. This also included working directly with the developers, product managers, etc. as well as managing and ensuring the quality of the creative

WHAT I DID IN DETAIL:

- ▶ Gathering and evaluating customer needs, behaviors
- ▶ Identify user problems and devise simple solutions
- ▶ Setting goals and objectives
- ▶ Conceptualization of ideas
- ▶ Delivery of wireframes, mockups, user flows and screen designs
- ▶ Responsibility for entire prototyping and design workflow
- ▶ Validating and presenting prototypes
- ▶ Defining and implementing interactive elements
- ▶ Usability testing

WE LEARN THE WATCH



This is an educational game app by Mingoville designed to help children learn to understand time. It is an application for kids to learn and read clock and tell time. It teaches kids through interactive and fun learning mobile apps that ignite a curiosity and inspire creativity. Twelve levels for different ages with increasing levels of difficulty help the child gradually understand how clocks are constructed and how time „works“.

I conducted the development of the app from scratch. In collaboration with other members of the creative crowd, tutors, and the development department I made the conceptualization, visualization and implementation of the app for the platforms iOS and Android.

WHAT I DID IN DETAIL:

- ▶ Evaluating customer needs, behaviors
- ▶ Conducting interviews and surveys
- ▶ Brainstorming to find a solution-driven approach
- ▶ Creating user flows, user journeys, personas etc.
- ▶ Conceptualization of the ideas
- ▶ Creating the style guide and visualize the design based on it
- ▶ Responsibility for entire prototyping,
- ▶ Responsibility design workflow, implementation
- ▶ Usability testing

CHETOOH



Speed Booster from Cheetoh is an optimization and cleaning tool for Android which also includes a virus protection feature. The tool helps to increase the speed of smartphones and is a total solution for the optimization of Android phones. It can smart clean background processes, stop stealthy running apps etc.

I delivered the whole development of the app. I participated in the user research processes and conducted the conceptualization, visualization and supported the development department. This included the creation of wireframes, a graphic prototype, a style guide, etc. as well as preparing the data for the technical implementation.

WHAT I DID IN DETAIL:

- ▶ Setting goals and objectives
- ▶ Conducting competitive research
- ▶ Creating scenarios and user journeys
- ▶ Creating wireframes
- ▶ Low-fidelity prototypes
- ▶ High-fidelity prototypes
- ▶ Low and high-fidelity visual design
- ▶ Controlling the creative output
- ▶ Usability testing

CUTE TOOL



The music visualizer allows experience music in a visual way with beautiful music visualizations. The app translated music into colors and shapes in real time. The user can choose from various visualization methods and color schemes. Adjustable sensitivity and color animation give more control. The user can create own color gradients and own ambiance. It allows organizing music by albums, artists, genres, manage playlists and more

The challenge here was to create extraordinary design patterns with endless customization possibilities. Therefore intensive brainstorming and competitive research were necessary. I managed the development from the bottom up and worked alongside the project manager, the research department, and developers.

WHAT I DID IN DETAIL:

- ▶ Conducting brainstorming workshops
- ▶ Setting goals and objectives
- ▶ Conducting competitive research
- ▶ Building personas
- ▶ Conducting interviews, focus groups
- ▶ Creating scenarios and user journeys
- ▶ Low-fidelity prototypes
- ▶ Creating wireframes
- ▶ High-fidelity prototypes
- ▶ High-fidelity visual design
- ▶ Controlling the creative output
- ▶ Usability testing

FINISH

THANKS FOR YOUR INTEREST

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