

HELLO WORLD

# **STEFAN ULRICH**

## **PRODUCT DESIGNER**

## **& ART DIRECTOR**

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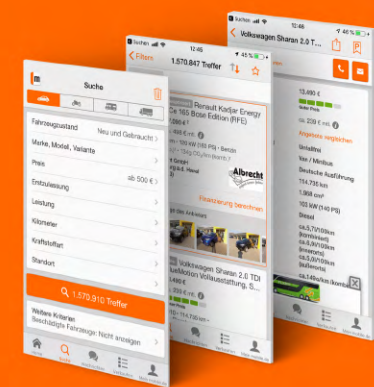
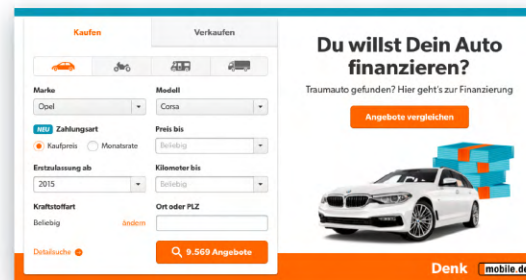
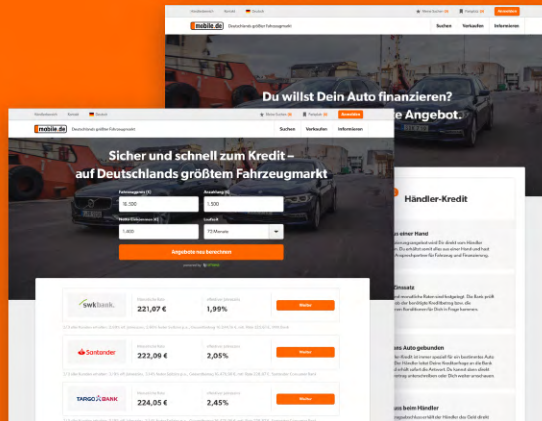
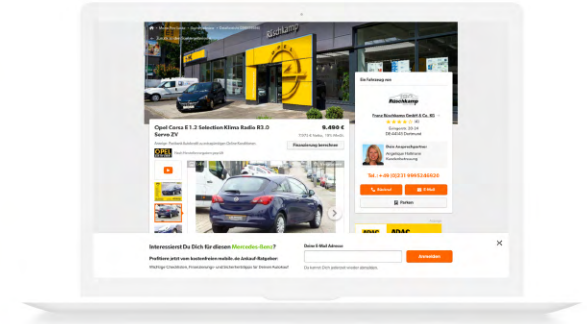
# mobile.de

My role in the financing team was to take a critical look at automatic offers, dealer flow and product development in a user-oriented way. This included the development of a Financing Hub. In addition, I increased the conversion rate and the qualitative clickouts into the financing funnel through a variety of CRO measures.

## Tasks and responsibilities

- + ideation workshops
- + concept & wireframing
- + prototyping
- + UI design
- + usability testings
- + live AB testings
- + agile working with Scrum
- + communication with the responsible product owners & stakeholders





# UFA

More than 100 years of UFA - the fascination of a great history. As one of the most traditional German companies for film and television, it was a special task to design the new digital appearance of the UFA. The new UFA.de was above all intended to reunite UFA and present the entire range of services, from film and TV productions to game and talent shows to web series.

## Tasks and responsibilities

- + workshop
- + concept & wireframing
- + user flow
- + ui design
- + prototyping
- + communication with stakeholders
- + QA & product development



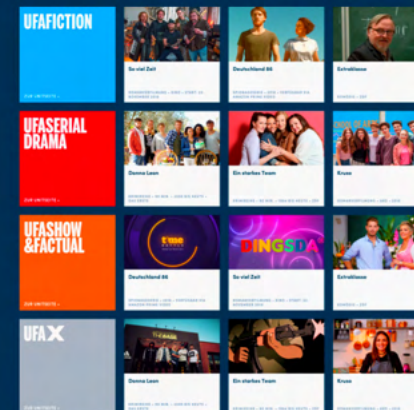


# UFA



## UNSERE WERTE – DIVERSITY UND NACH- HALTIGKEIT

Gesellschaftliches Engagement und Verantwortung ist uns auf allen Ebenen sehr wichtig. Somit stehen Diversity und Nachhaltigkeit auf der Agenda. In Anlehnung daran haben sich bei der UFA Teams zusammengefunden die einen offenen Arbeitsumfeld für alle schaffen wollen und den Prozess des ökologisch sinnvollen wirtschaftlichen Schritt für Schritt mit gestalten.

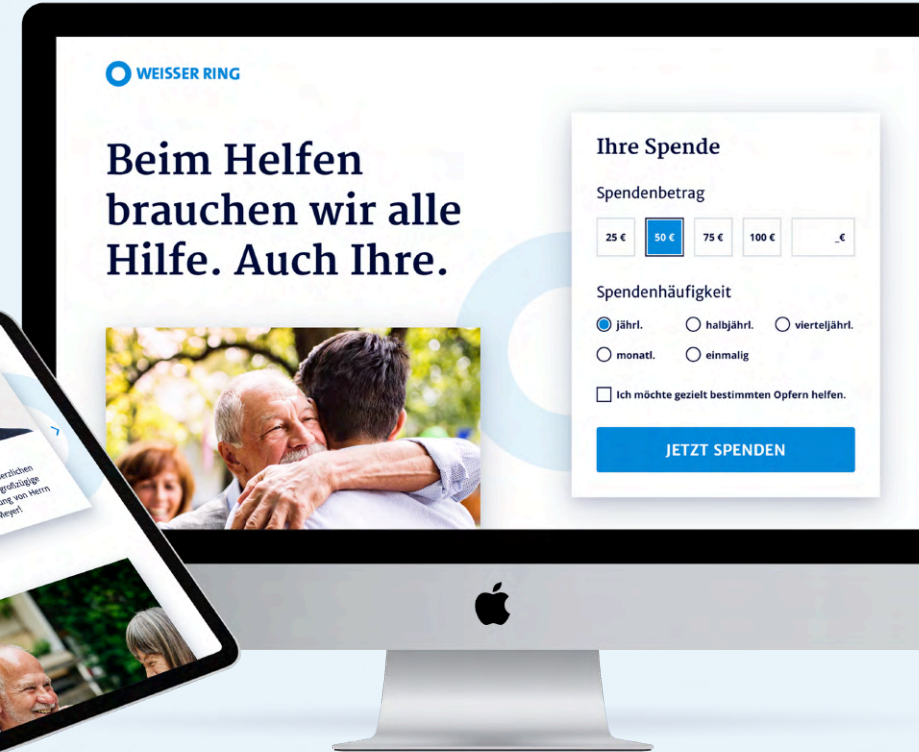


# Weisser Ring

In cooperation with the full-time representatives, we have realised one of the most important pillars of fundraising in the future. I contributed my expertise to the creation of a user-oriented product. Through UX and research measures we have rethought the donation side from scratch.

## Tasks and responsibilities

- + customer workshops
- + ideation & design thinking
- + concept
- + wireframing & prototyping
- + user research & usability testing
- + data analysis
- + responsive screendesign
- + QA & product development





### Ihre Spende

**Spendenbetrag**

25 € **50 €** 75 € 100 € \_ €

**Spendenhäufigkeit**

☒ jährl.
 ☐ halbjährl.
 ☐ vierteljährl.

☐ monatl.
 ☐ einmalig

☐ Ich möchte gezielt bestimmten Opfern helfen.

**JETZT SPENDEN**





# Truma

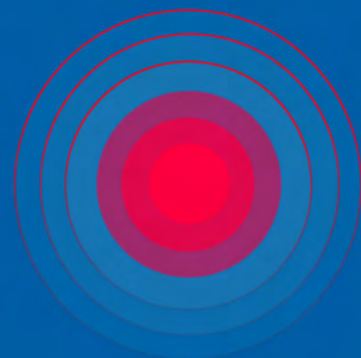
My area of responsibility with this product was to rethink the user interface for caravan heating control. Through a lot of user testing me and my team were able to find out which needs the user has.

## Tasks and responsibilities

- + client workshop
- + concept & wireframing
- + prototyping
- + user testings
- + design thinking
- + QA & product development





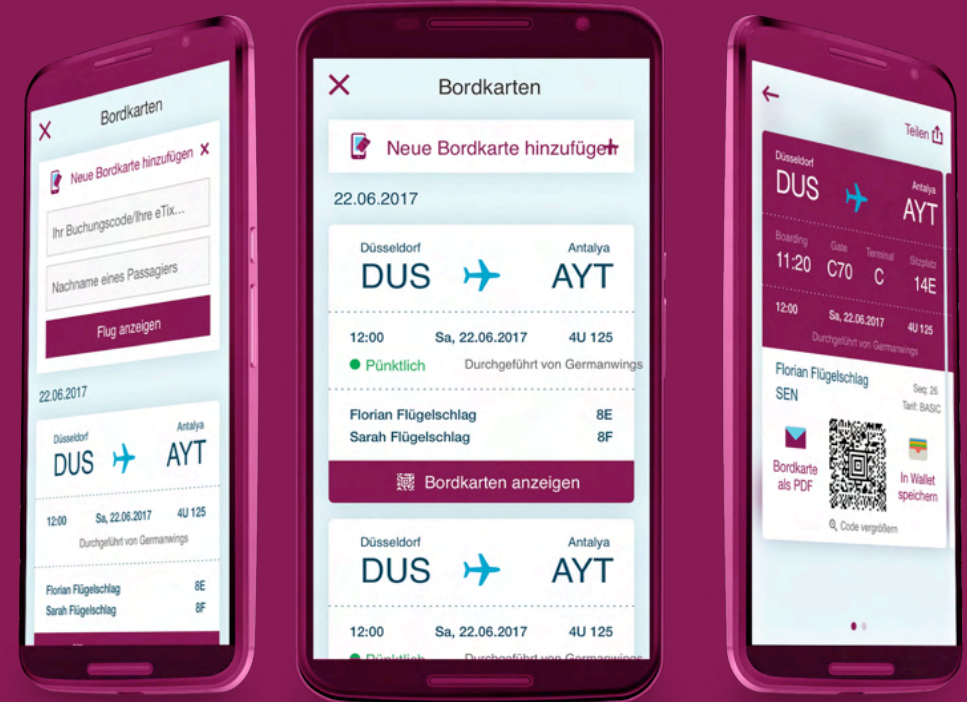


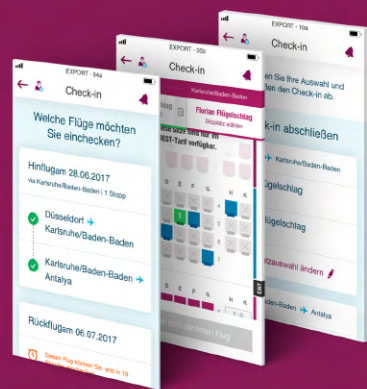
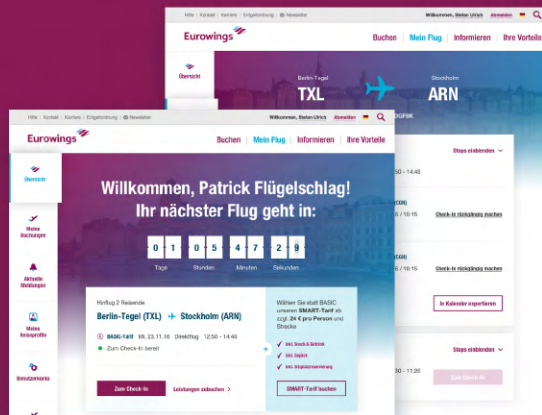
# Eurowings

I was mainly responsible for relaunching the site with focus on mobile first. I also developed the personal customer area "myEurowings" conceptually and visually. Together with my team, I also carried out various touchpoint analyses in order to integrate the seat reservation and the eTicket into the booking process in a more user-friendly way.

## Tasks and responsibilities

- + concept & wireframing
- + prototyping
- + UI design & design system
- + responsive design
- + usability testings
- + user interviews
- + communication with stakeholders
- + creation styleguide





# BOSCH Creator

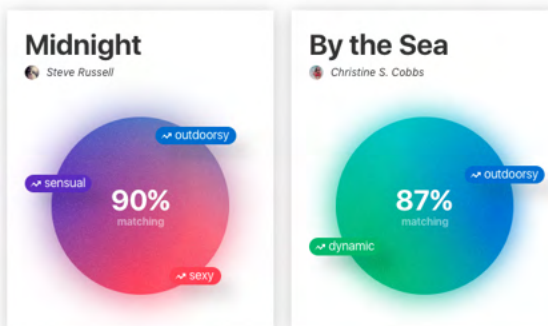
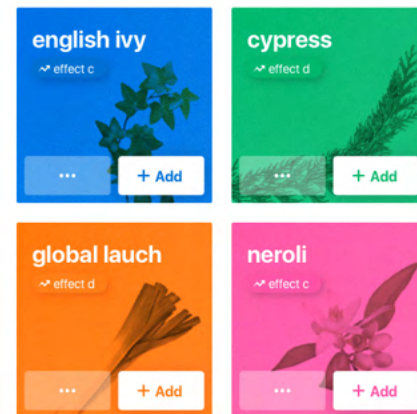
In a team I worked for the product development department of Bosch on the vision of a new product. I created a user interface concept for an analog scent machine. This is a concept for a scent configurator. The user can create his own scent with the help of the app and the machine.

## Tasks and responsibilities

- + workshop
- + concept & wireframing
- + user flow
- + ui design
- + prototyping
- + communication with stakeholders





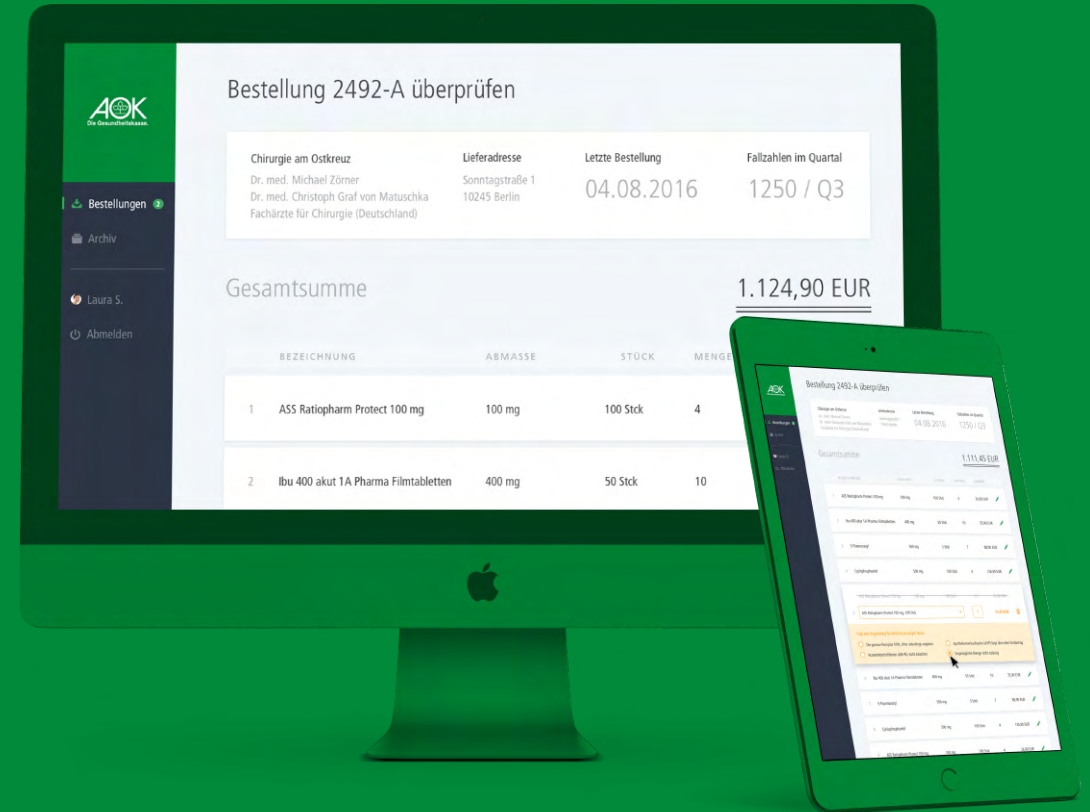


# AOK

For IBM, I worked as an external employee on the big data vision of AOK health insurance. I worked on a concept to improve communication and medication ordering between doctors and insurance companies. For this purpose I designed a user flow and processed it into a prototype.

## Tasks and responsibilities

- + workshop
- + concept & wireframing
- + user flow
- + ui design
- + prototyping





ASS Ratiopharm Protect 100 mg 100 mg 100 Stck 15 26,90 EUR

5 ASS Ratiopharm Protect 100 mg, 100 Stck 7 13,45 EUR

Füge eine Begründung für diese Anpassungen hinzu:

☐ Die genaue Rezeptur fehlt, bitte unbedingt angeben. ☐ Apothekenverkaufspreis (AVP) liegt über dem Festbetrag

☐ Arzneimittelrichtlinien (AM-RL) nicht beachtet ☒ Ursprüngliche Menge nicht zulässig

Bestellung 2492-A überprüfen

Ärztin am Telefon Dr. med. Michael Ehret Dr. med. Reinhard Ehret (nur bei Bedarf) 04.08.2016 1250 / Q3

Bestellung 1831-N überprüfen

Ärztin am Telefon Dr. med. Michael Ehret Dr. med. Reinhard Ehret (nur bei Bedarf) 04.08.2016 1250 / Q3

Gesamtsumme 124,90 EUR

ANFORDERUNG	ANFORDERUNG	ARTIKEL	MENGE	PREIS	STATUS
1. Muskelpersonal 10 Stck	10 Stck x 10 Stck	100 Stck	4	5,20 EUR	✓
2. Zahnarzt-Komplexion 10 St	10 Stck x 10 Stck	1 Stck	10	20,00 EUR	✓
3. Zahnarzt-Komplexion 10 St	10 Stck x 10 Stck	1 Stck	10	20,00 EUR	✓
4. Zahnarzt-Komplexion 10 St	10 Stck x 10 Stck	1 Stck	10	20,00 EUR	✓
5. Zahnarzt-Komplexion 10 St	10 Stck x 10 Stck	1 Stck	10	20,00 EUR	✓

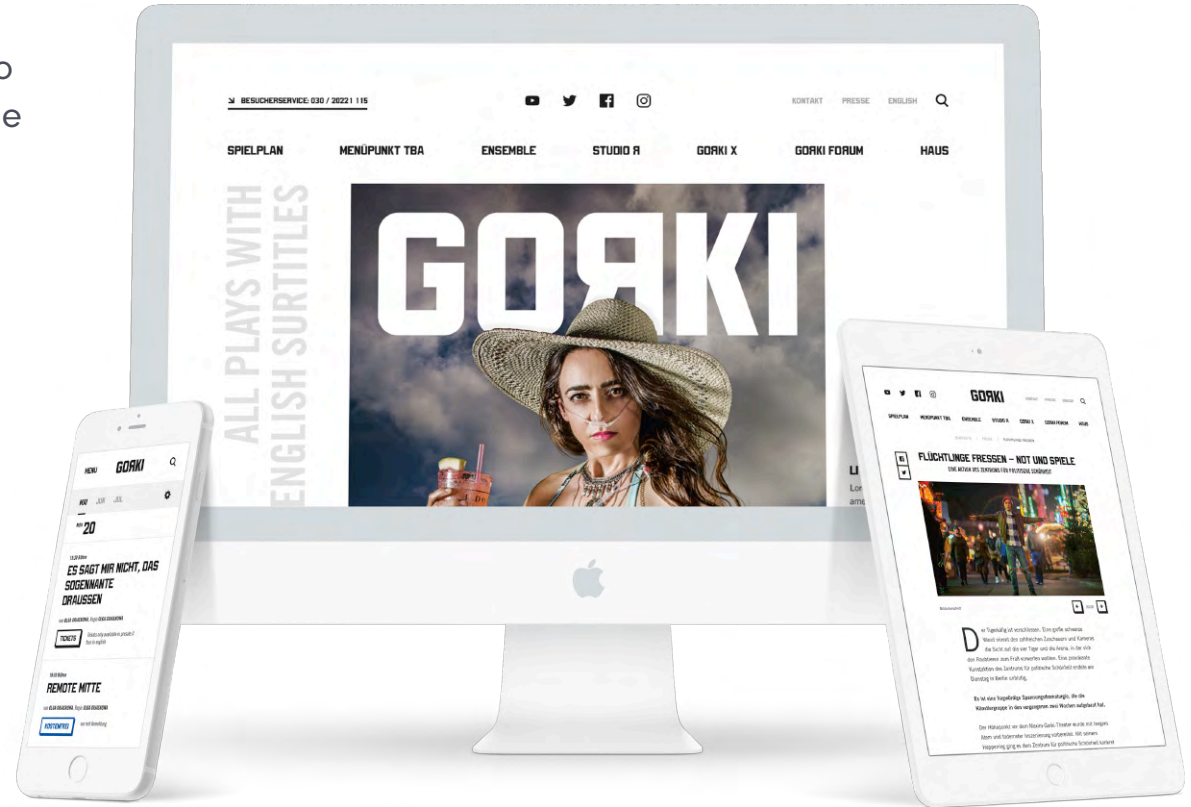
BESTELLNR.	DATUM	ANTRAGSTELLER	ARTIKEL
1829-N	14.09.2016	Dr. med. Dorothee Römer	20
1831-N	14.09.2016	Chirurgie am Ostkreuz	20
1832-N	14.09.2016	Internistische Praxis	18
1837-N	14.09.2016	Dr. med. Reinhard Ehret	20

# Gorki

In close cooperation with the Gorki team I was responsible for the relaunch of the new website. Through various interviews with employees and viewers, we were able to learn more about the users' needs and take the valuable knowledge into account during the conception phase.

## Tasks and responsibilities

- + interviews
- + concept & wireframing
- + prototyping
- + responsive Design
- + communication with stakeholders
- + QA & product development







## STAY IN TOUCH

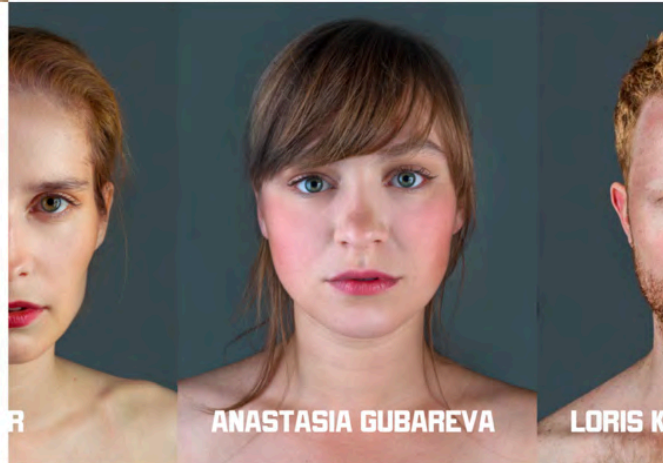
Ihre E-Mail-Adresse für unseren Newsletter

Adresse

ANMELDEN



# GORKI



### DAS NEUE SPIELZEITHEFT #17

Die ersten Monate der  
neuen Spielzeit 18/19 im  
Überblick

### DIE NEUE SPIELZEIT 2018/19

Mit zwei neuen Stücken  
von Yael Ronen und Suna  
Gürler eröffnet das Maxim  
Gorki Theater die  
kommende Spielzeit

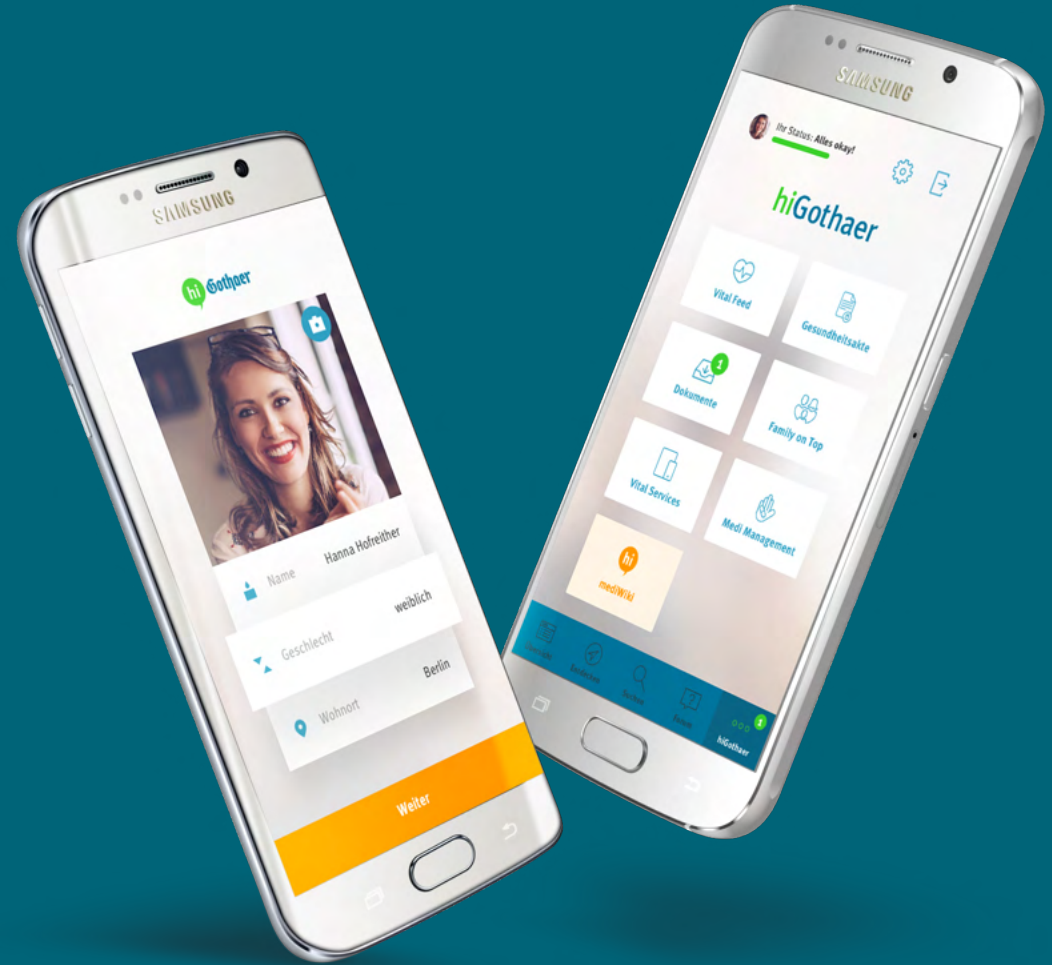
# PREMIERE 2018/2019

# Gothaer

As an external employee I worked for IBM on the big data vision of Gothaer insurance. For this I worked on a concept which should offer the insured an own account as an added value. For this purpose I designed a user flow and processed it into a prototype.

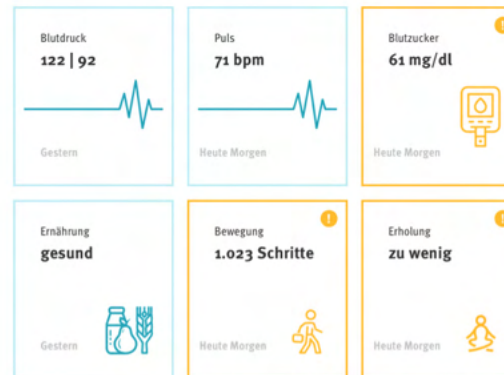
## Tasks and responsibilities

- + workshop
- + concept & wireframing
- + user flow
- + ui design
- + prototyping





## Ihre Asthmaprognose





# Biskitty

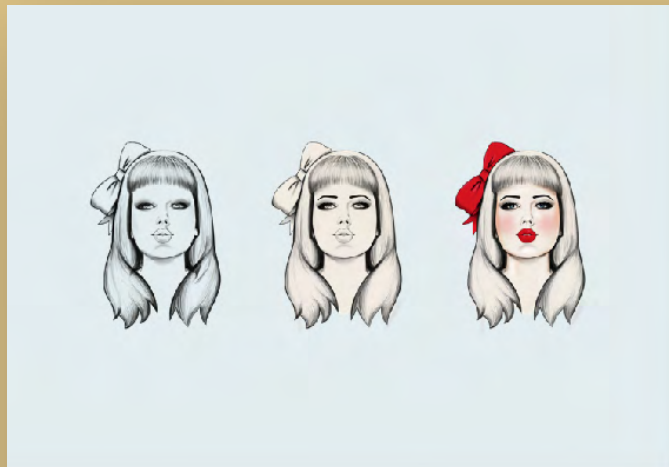
Brand development and creation of an online cake configurator with countless creation possibilities. In the growing food segment, the focus was to create communication with impressive branding and unique UX. Biskitty has received several awards for this originality. In November 2017, Biskitty was presented on VOX in the TV show "Die Hölle der Löwen" and has experienced above-average customer growth since then.

## Tasks and responsibilities

- + participation of business strategy
- + creation of name & brand
- + concept for visual language
- + corporate design & art direction photo shooting
- + usability conception & wireframing
- + web design
- + QA & product development





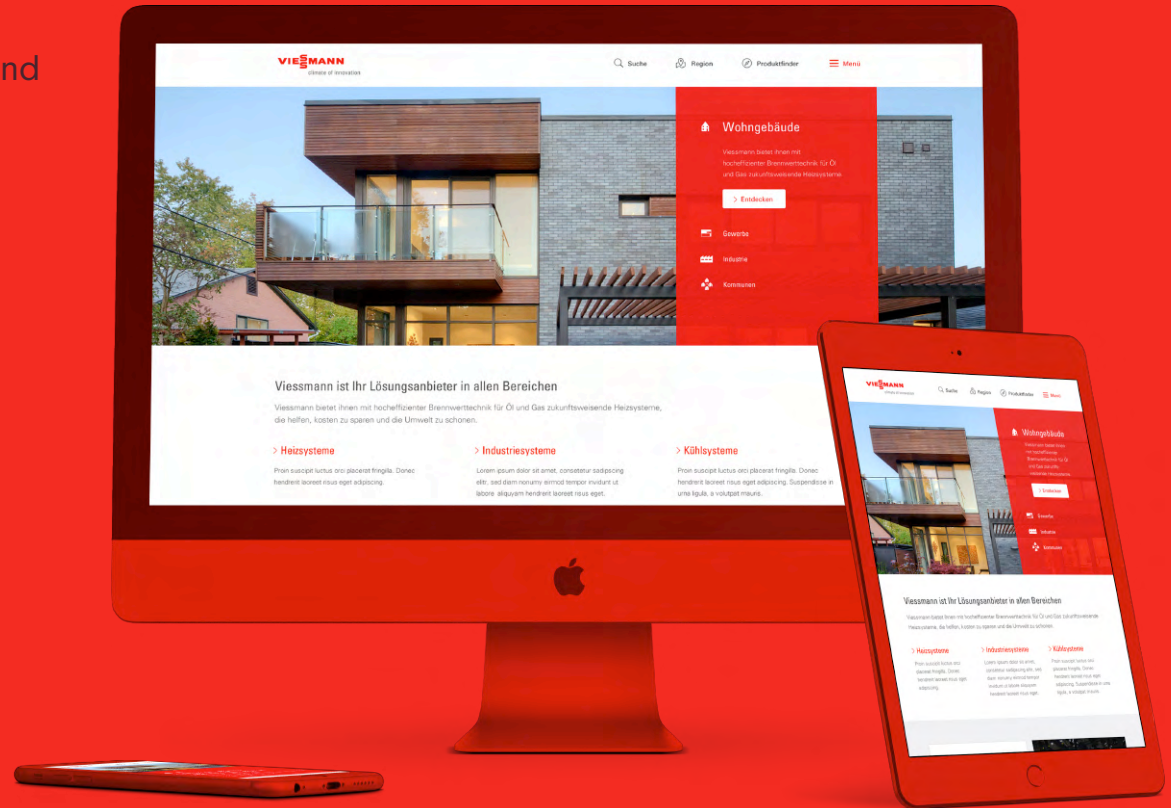


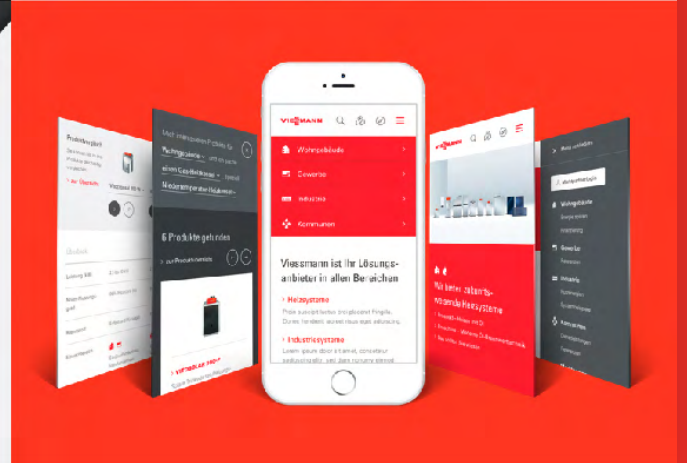
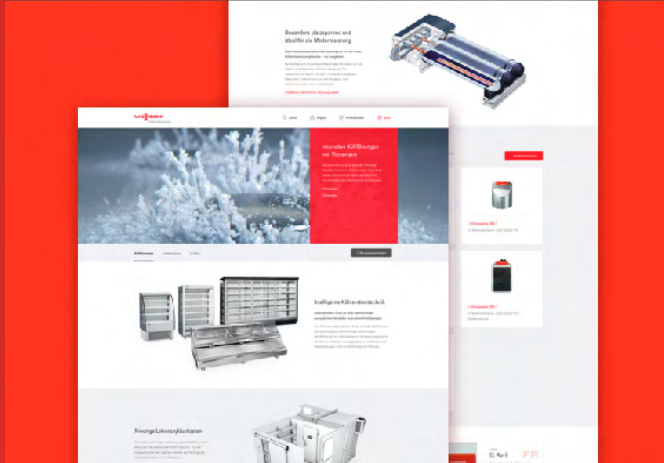
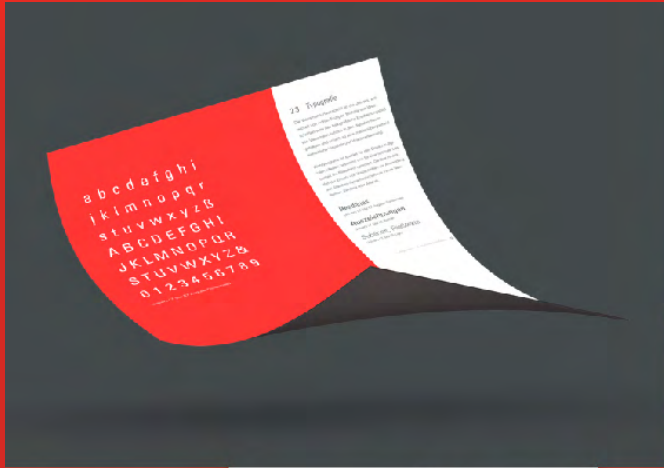
# Viessmann

My task for Viessman was to design a new corporate responsive website. It was a brand strategic relaunch in more than 50 countries for the global player in heating and energy systems.

## Tasks and responsibilities

- + ui design
- + responsive Design
- + QA & product development
- + creation styleguide







THANK YOU

**LET`S START!**  
**S\_ULRICH@GMX.DE**

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