



Hi there, my name is Alex J. Wendpap, experienced in the fields of interface design (UX/UI), information design and business analytics. Detail oriented, brazilian born, german based, with a subtle canadian touch and a healthy level of perfectionism.

With 15 years of experience and the major focus in interface design as a whole, my skills involve also design research, user journeys and user experience alignment to business KPIs, innovation workshops and design team management.

With a fast forward approach, I aim to realise ideas as quick as possible, enabling business discussions over concrete results, catalysing understanding and maximizing business value, leveraging all options the design profession has to offer.



About me

Curriculum overview

FULL NAME **Alex Jonatan Wendpap**
COUNTRY **Originally from Brazil, currently living in Berlin**
TITLE **Bachelor in Graphic Design / Industrial Design**



NATIONALITY **Brazilian**
MARITAL STATUS **Married, 2 kids and a pair of good old boots**
CURRENT VISA STATUS **German permanent residency** (Niederlassungserlaubnis)



2. From 01.2008 until 08.2011 I lived and worked in Vancouver, Canada. There I improved my english and UX/UI design skills, learned a bit of snowboarding, to be more polite and to complain about rain.



3. After Canada I decided to embrace a new challenge: improve my german skills and eventually settle in Berlin. Here, besides learning german, I've reached a reasonably deep level of knowledge regarding UX/UI design, innovation workshops and design team management.



1. I was born in very south of Brazil (way down there, where it gets cold again - seriously). I lived there until end of 2007. At the age of 18 got my first (hands-on) contact with design work (CAD design). I studied graphic design at the UFSM, and gathered experience in graphic, web and motion design for the first 4 years after university.

*“Inspiration exists,
but it has to find you working”*

Pablo Picasso



About me

Curriculum

EDUCATION

02.2016 **Design Thinking - Train the Trainer**
Hasso Plattner Institute, d-school - Potsdam, BB - Germany

10.2010 - 12.2010 **Continuing Studies - North American Business Culture**
Simon Fraser University (SFU) - Vancouver, BC - Canada

04.1999 - 02.2003 **Bachelor's Degree - Industrial Design (Graphic Design)**
Universidade Federal de Santa Maria - (UFSM) - Santa Maria, RS - Brazil

WORK EXPERIENCE

02.2019 - to date... **Experience Architect**
1 year, 7 months... [Salesforce.com Germany](#) - Berlin, BE - Germany

ACTIVITIES: Enabling customers for optimal new implementations or upgrade-transitions of the platform from classic to lightning, based on user-experience (design) best practices. Catalyzing user/customer success through client meetings, task-scoping, and execution of user research-interviews, analysis, ideation, and prototyping. Depicting user and customer journeys, interaction flows as well as screen designs for optimal business KPIs alignment with a guided-implementation.

08.2018 - 01.2019 **Head of Design KODAKOne**
6 months [RYDE GmbH](#) - Berlin, BE - Germany

ACTIVITIES: Hands-on design management, responsible for all design related outputs with major focus on the design system, UX/UI and quality assurance of the KODAKOne Image Rights Management Platform.

06.2015 - 07.2018 **Sr. Consultant - Lead Designer**
3 years, 2 months [Deloitte Analytics Institute](#) - Berlin, BE - Germany

ACTIVITIES: Design team management, task scoping and distribution, hands-on UX/UI for dashboard designs and business analytics visualisations, as well as rapid prototyping. Organization and presentation of custom-made design thinking and dashboard design workshops. Direct report to internal project managers and client stakeholders for several DAX 30 enterprises. Creation and implementation of custom-made design trainings inside the company.

03.2014 - 05.2015 **Visual and Interaction Designer**
1 year, 2 months [D-LABS GmbH](#) - Potsdam, BB - Germany

ACTIVITIES: User interface design, from desktop to responsive/mobile approach. Interaction design with rapid prototyping for user interfaces on websites, softwares and intranet concepts.

06.2013 - 02.2014 **Sr. UI Designer as Self-employed**
9 months Freelance - Berlin, BE - Germany

ACTIVITIES: User interface design and user experience design services, as well as co-founder of [www.themelize.me](#), being responsible for the visual interface in responsive web templates based on twitter bootstrap. Additional activities with graphic and branding design services.

02.2012 - 05.2013 **Visual Designer**
1 year, 4 months [Publicis Pixelpark AG](#) - Berlin, BE - Germany

ACTIVITIES: One of the responsables of apps and web interface design, from desktop to responsive/mobile approach for several leading german clients such as Mercedes-Benz, Red Bull, Berlin Airport, Coca-Cola and others.

10.2007 - 01.2012 **Lead Designer**
*4 years, 4 months** [ImageX Media](#) - Vancouver, BC - Canada

ACTIVITIES: Responsible for the design process of each project, UX/UI design for corporate and educational websites and web-based applications, reporting directly to clients and internal project managers. Also responsible for plan and design of the marketing materials for the company.

** This position has started as remote freelance, with an average of 20h/week, since January 2007, and ended actually by 2014.*



About me

Curriculum (continued)

ADDITIONAL INFO

2019 - 2020 **Volunteer - Career Mentoring Program @ JOBLINGE e.V.**

JOBLINGE e.V - Berlin, Germany
“GEMEINSAM GEGEN JUGENDARBEITSLOSIGKEIT”

During the years 2019 and 2020, I have been mentoring 2 young students to find their way into a professional career. Activities included advise and consultancy on discovering the best matching career path, professional strenghts, trainings and learnings, resilience and personal growth.

2015 - 2018 **Trainings & Workshops**

Deloitte Analytics Institute - Berlin, BE - Germany

Right from the beginning, as a senior designer I have been responsible to create, moderate and present together with other design colleagues, two design trainings which where presented inside the company as well as directly to clients, both in english or german. The developed trainings are as follow:

VISUAL COMMUNICATION - Is a training that aims to teach the foundation of visual principles, infographics and some best practices on data visualization. The objective is to enable the participants to convert ideas, project steps, processes and complex systems into a simple and understandable visual presentation, facilitating comprehension and communication of the subject between stakeholders.

UX-WIREFRAMING - This training was developed to enable the collaborators to work more independently when it comes to convert quick notes and ideas produced in workshops such as design thinking, into comprehensible and well organized personas, wireframe sketches, user journeys and requirement lists. Finally, this oputput should be understood by all people involved, and facilitate the first steps of a minimum viable product.

Besides these 2 Trainings, I have also supported and moderated several **Design Thinking Worshops** inside the company as well as directly to the client.

2010 - 2011 **Organizer of the Vancouver Web Design Meetup Group**

Vancouver, BC - Canada

ACTIVITIES: Organizer of the meetup. Contact and preparations, as well as the monthly agenda setup, bringing together between 30 to 40 professionals to discuss relevant matters in the field of design and front end development.

CERTIFICATIONS & RELEVANT TRAININGS



**Professional Scrum
Product Owner I (PSPO I)
Scrum.org**

August 2019
Credential ID 440588



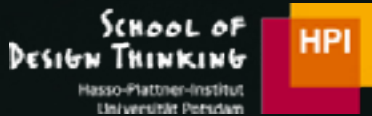
**Professional Scrum Master
(PSM I) - Scrum.org**

July 2019
Credential ID 436164



**Salesforce Certified
Administrator**

June 2019
Credential ID 20186562



**Design Thinking
Train-the-Trainer at
Hasso-Plattner-Institut**

February 2016



Universität der Künste Berlin
Berlin Career College

**Creative Entrepreneurship
ISSCE - Universität der
Künste Berlin**

Start Your Own Creative Business
July 2013



Tools, Skills & Capabilities

Tools and language knowledge

WORKING TOOLS



Adobe Photoshop

High-definition interfaces and assets, photo treatment and correction, art direction



Adobe Illustrator

Infographics, user journeys, project processes, interaction flows, icons, illustrations, logo design



Sketch

Interface design (low & high definition), visual assets, user journeys, interaction flows



Adobe InDesign

Papers and studies, proposals, marketing materials, user journeys, personas



Axure

MID-ADVANCED

Interactive prototypes (Clickdummies)



Adobe XD

MID-ADVANCED

Interface design (low & high definition), interactive prototyping



MS Office / PowerPoint

MID-ADVANCED

Presentations, proposals, communication and training materials



Atlassian Jira

MID-INTERMEDIATE

Project management, tasks and stories coordination



Miro

MID-INTERMEDIATE

Collaborative whiteboard and ideation platform



Figma

INTERMEDIATE

Collaborative interface design and prototyping tool

CAPABILITIES

Management

Design task scoping and distribution, quality assurance and communication with stakeholders. Strategy and roadmap definitions. Outcome presentations.

Workshops and trainings

Design thinking and UX-wireframing workshops moderations - from ideation to wireframing and requirement definitions. Creation and coordination of design-related trainings.

User experience (UX) design

Whiteboard and flipchart sketches, user journeys and user stories definition, interactive prototypes, information architecture. Usability improvements for digital products based on experience and user tests.

Business Intelligence & customer journeys

Improved user and customer journey designs for optimal alignment with business KPIs.

User interface (UI) design

High-definition mockups, branding guidelines conformity, systematic assets creation and distribution, interface improvements and quality assurance.

LANGUAGES

Portuguese (BR)

Native language. Born and raised in south Brazil.

English

Fluent. Nearly 4 years living and working in Vancouver, BC - Canada.

German

Fluent (B2-C1). Over 8 years living and working in Germany.

Spanish

Intermediate/Fluent (B2). Besides similarities to Brazilian Portuguese, and geographic proximity ([see Portugu ol](#)), I am currently taking classes at Instituto Cervantes in Berlin (B2.2)



Portfolio

Index of select work samples





Portfolio

Select works

Quality Management Dashboard (1/2)

The air is thin at the top of Germany's automotive market. A small detail decides over ranking and leadership, specially when the client decided not only to trust in perfect products but moreover in perfection. Each and every car since then has been equipped with sensors, providing data on conditions and states from a variety of components.

My contribution on this project was as main designer, participating in several workshops, sketching, revising and presenting a solution that bundles all sensor information in a powerful quality management dashboard.

A finalized tool concept with an accurate brand-conform look was successfully delivered. Moreover, quality assurance and further design assets development where made with a total of 3 designers involved, enabling 2 additional phases for the project.

INDUSTRY

AUTOMOTIVE / QUALITY MANAGEMENT





Portfolio

Enterprise Forecasting Tool (1/3)

Measure, define and predict what is financially possible in a world-wide enterprise is an interesting challenge. The financial service department from a leading automotive company decided to translate and optimize its different forecasting tools and methods in a single product-solution.

Through design thinking and additional UX-wireframing workshops, my input here was helping to understand the status quo and project goals, simplify and consolidate all technical and users requirements, to finally design a starting concept for a financial forecasting tool.

The major challenges encompassed the understanding of user needs, simplifying the current highly-complex methods and techniques the company already use, and together with the technical requirements, generate an optimal dashboard solution with positive impact to all stakeholders.

INDUSTRY

AUTOMOTIVE / FINANCIAL SERVICES









Portfolio

Big Data Telematics

Making the most out of the available data is crucial within the progressive competitiveness that reigns the insurance world.

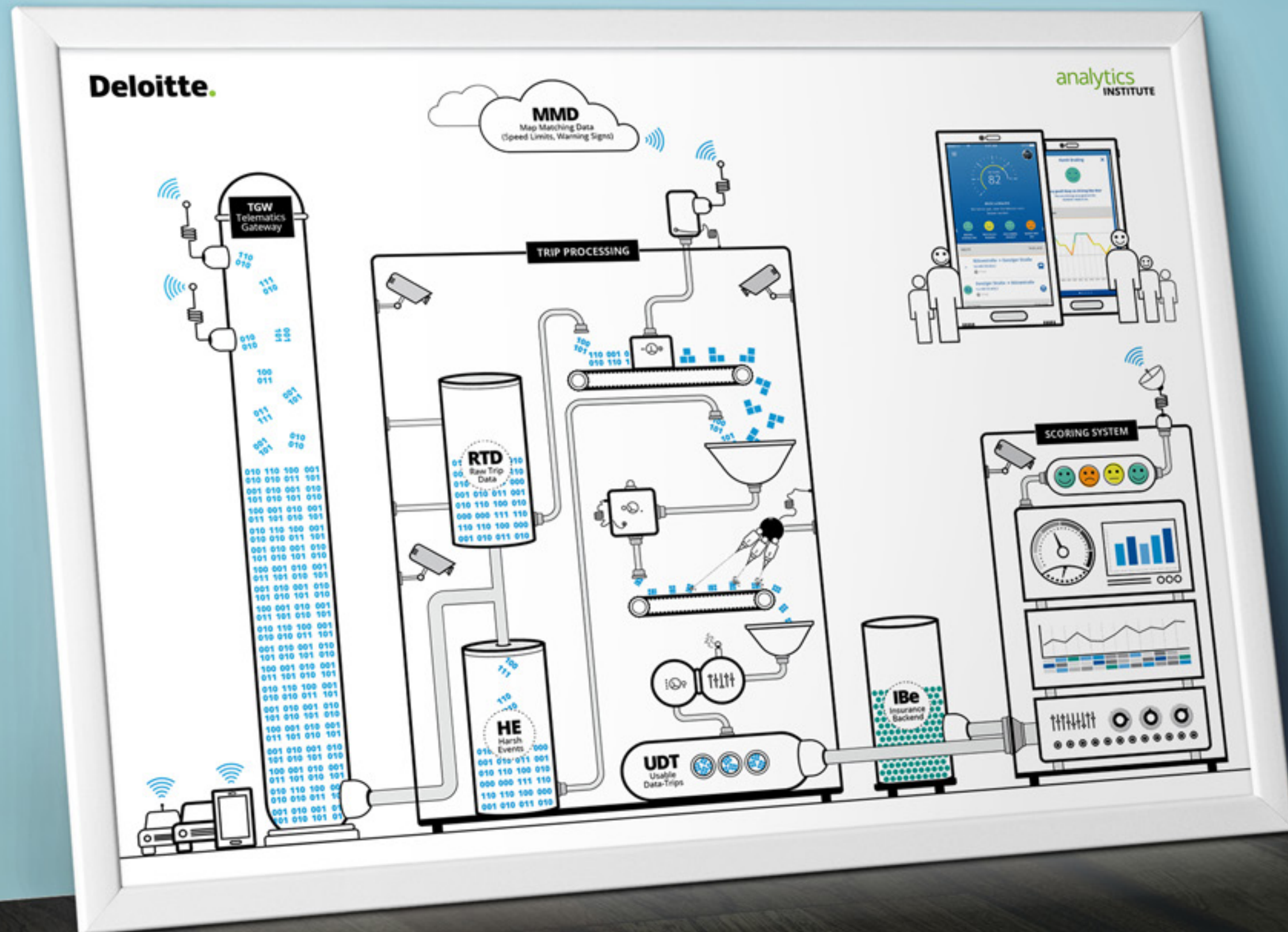
For a major player in the worldwide insurance industry, a solution that allows a fairer option for its product pricings while granting optimal service and client satisfaction was generated.

With a straightforward design approach, my collaboration was on the creation of a detailed infographic that made the whole project journey, its requirements and technical challenges very easy to understand.

Moreover, discussions about problems, solutions and related outcomes with each stakeholder were immensely eased.

INDUSTRY

INSURANCE





Portfolio

LABapp (1/2)

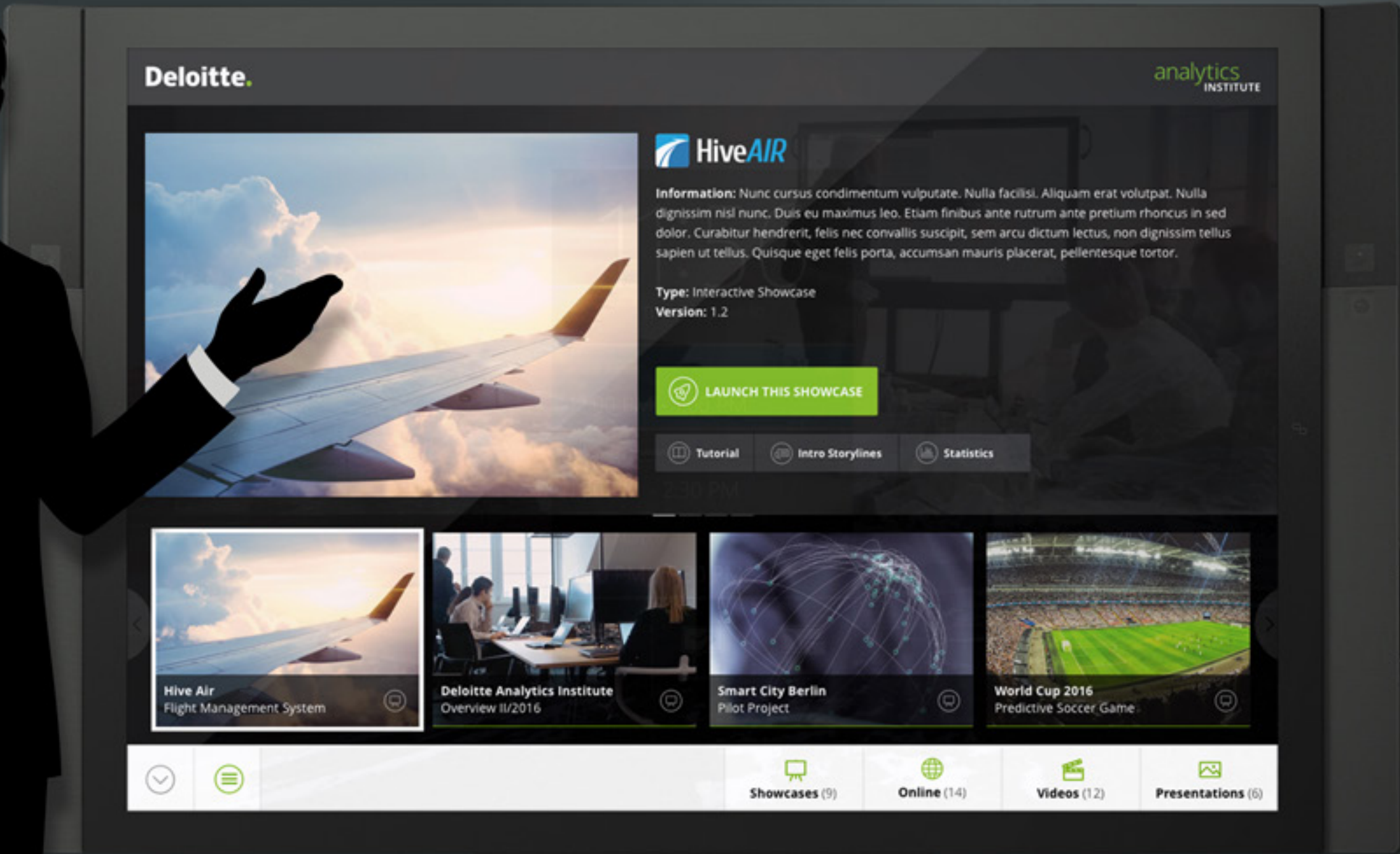
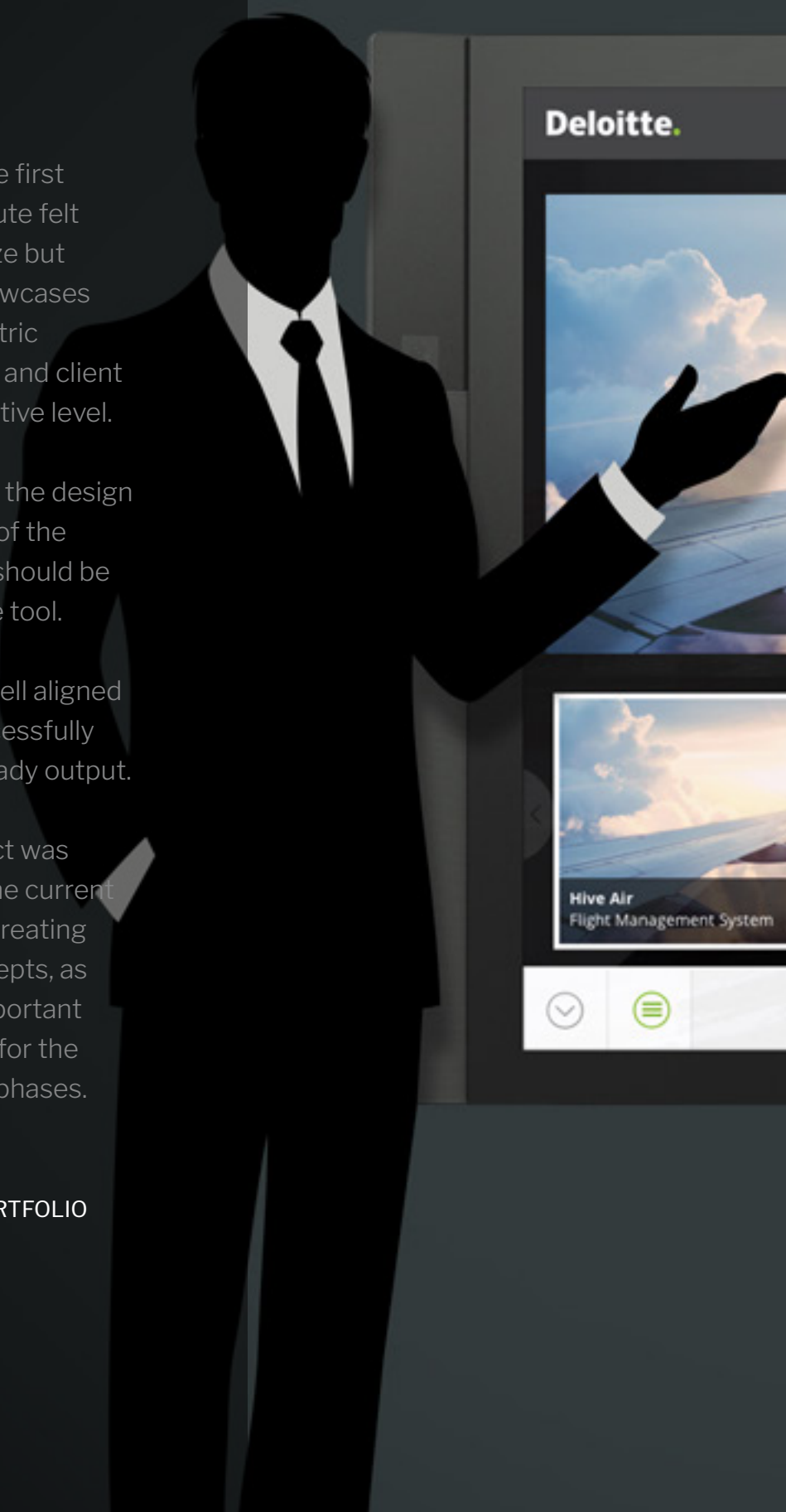
With an astonishing productive first years, Deloitte Analytics Institute felt a clear need to not just organize but also present its innovative showcases in a user-friendly and user-centric approach, bringing workshops and client presentations to a next qualitative level.

Having led several workshops, the design team already had a solid base of the requirements and issues that should be addressed when designing the tool.

The finalized concepts were well aligned with all requirements and successfully delivered in a development-ready output.

My collaboration on this project was first on redesigning some of the current showcases, and furthermore creating wireframes and finalized concepts, as well as assets for the most important screens, enabling a solid base for the frontend and implementation phases.

INDUSTRY
CONSULTING / SHOWCASES & PORTFOLIO





Lab Session



Session Configuration



Lab Session Items



Access Statistics



Settings



Users

LAB SESSION SELECTION

Lab Session Retail - Mai.2017

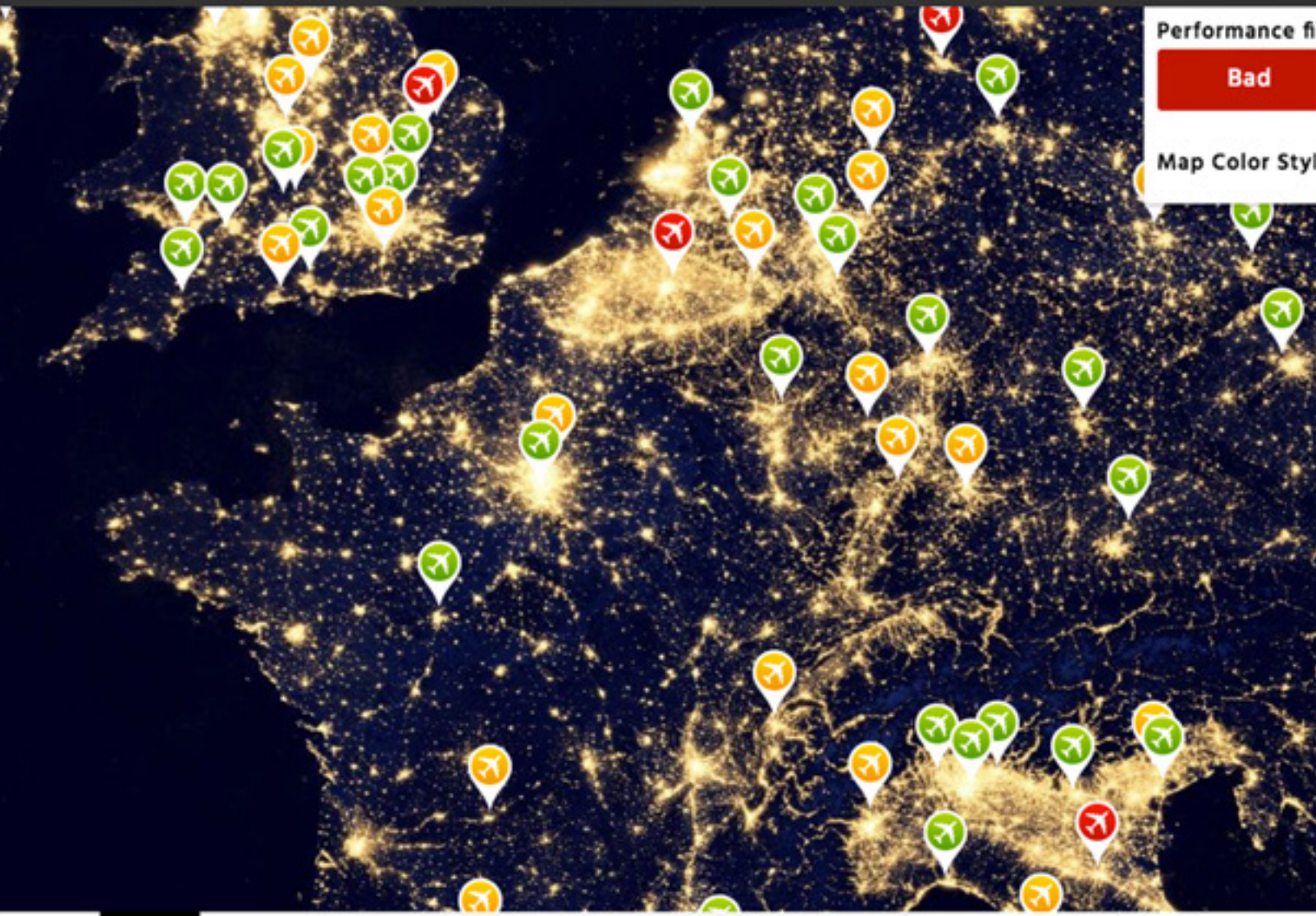
LAB SESSION MODUS

CONFIGURATION

© 2017 Deloitte Consulting GmbH
LABapp V. 1.0.1

Deloitte.

HiveAIR



HiveAIR



Showcases (9)



Online (14)

MacBook



Portfolio

RoRAC Online Experience (1/2)

The client was in the process of building up a centralized and globally standardized RoRAC online calculation service tool, as well as a digital pricing and approval experience for all sales stakeholders.

Concept and ideation (Design Thinking approach), stakeholder analysis, review of user needs, user stories, sketches, wireframes, up to finalized screen design samples and first round of feedback with the users where the steps taken for this project.

The provided output were documented workshop materials and wireframe guidance, detailed sketches of the main screens with user requirements, technical requirements and workflow, and finally, finished (Brand-conform) design of the chosen screens built into a working (MVP) prototype.

INDUSTRY
AUTOMOTIVE & TRANSPORTATION





Hand-drawn wireframe of the RoRAC interface. It includes sections for 'INPUT MASK', 'MCF & CF Analysis', 'CUSTOMER', 'RESULT', and 'EXPORT'. The 'CUSTOMER' section has fields for Name, ID, Address, and Contact. The 'RESULT' section shows a table with columns for 'WON' and 'LOST'. The 'EXPORT' section has buttons for 'CLEAR', 'SAVE', and 'EXPORT (PDF)'.

▼ Drop down (the tool will know what the options for the user)

* mandatory

* Advance Func.

⚠ If any input is updated and the user

→ missing mandatory field(s) will

→ can we remove target pricing?

Define Results/
Effect of:
Calculate - save

dynamic
fields?
on required fields

Wireframe
could
clarify how it
feels

How do
we approach
testing?

Hand-drawn wireframe of the RoRAC interface, showing a table with columns for 'Deal ID', 'Customer', 'Vehicle', and 'Contract'.

Hand-drawn wireframe of the RoRAC interface, showing a table with columns for 'Deal ID', 'Customer', 'Vehicle', and 'Contract'.

Hand-drawn wireframe of the RoRAC interface, showing a table with columns for 'Deal ID', 'Customer', 'Vehicle', and 'Contract'.

RoRAC Online Experience (2/2) interface. The interface is divided into several sections: 'OVERVIEW', 'MY QUOTES', 'NEW QUOTE', 'Customer Information', 'Vehicle', 'Contract Information', 'Payment Details', 'Calculation Result', and 'EXPORT DEAL AS...'. The 'Customer Information' section includes fields for 'Manual PD', 'DFS Rating/Scoring', and 'Customer Name'. The 'Vehicle' section includes fields for 'Numbers of Vehicles', 'List Price per Vehicle', 'Age of Used Vehicle', and 'Additional Financed Item'. The 'Contract Information' section includes fields for 'Financial Product Type', 'Sales Price Excluding Taxes', 'Financed Amount', 'Downpayment', 'IDC/Commission/Subsidy/Fee Periodic', '% per anno', 'Payment Mode', 'Payment Frequency', 'First Installment Date', 'Payout Date', and 'Customer Rate'. The 'Payment Details' section includes fields for 'Payment Mode', 'Payment Frequency', and 'First Installment Date'. The 'Calculation Result' section shows a table with columns for 'Nominal' and 'Effective' rates, and a 'RoRAC' value of 11,37%. The 'EXPORT DEAL AS...' section has a button for 'EXPORT DEAL AS...'. The interface also includes a 'Guarantee' button and a 'SAVE DEAL' button.

	Nominal	Effective
Customer Rate	7,00%	7,00%
IDC/Commission/ Subsidy/Fee Upfront	0,00%	
Deal Rate (IRR)	7,00%	7,33%
Cost of Debt (100% Matched Funded)	3,33%	
Gross Interest Margin	3,67%	3,74%
Capital Advantage	0,28%	
Net Interest Margin	3,95%	4,02%
Standard Cost Cred. Risk	1,14%	1,40%
OPEX	0,00%	
IDC/Commission/ Subsidy/Fee Periodic	1,41%	1,47%
Net EBIT Margin	8,31%	
Economic Capital		
RoRAC	11,37%	

RoRAC result is obsolete. Your input has changed since last calculation, please review the numbers and calculate again.

Net EBIT Margin
Nominal / Effective
1,97% / 2,43%

**Avg. RoRAC
Grand TOTAL**
14,57%

Portfolio

SAP Smartwatch for Sales (1/2)

The goal of this project was to create a pioneering and innovative application for smartwatch that could support sales managers in a very opportune manner. This project was made for SAP (San Francisco, USA) to be presented at the SAPPHIRE NOW event.

The tasks that embraced for this project where user research, interviews, concept and ideation, user stories and storyboard, wireframing, research for smartwatch user interface requirements and its limitations, up to finalized screen design samples.

The provided output from my side in this project where support on the development of the user stories, whole storyboard generation for the chosen stories, wireframing and user interface design. A video overview of the finalized product, than named “The perfect meeting” can be seen here.

INDUSTRY SOFTWARE





SAP SMARTWATCH 4SALES

SCENARIO 03



1. After arriving just in time and sitting down in the meeting room,...



2. Bill again checks his smartwatch (since he already forgot most of the information he read on the way there)...



3. and access additional data from an overview by simply selecting the relevant dimension he had tagged while preparing the meeting beforehand.



4. Then he clicks on the participants tab...



5. and assigns the photos to the attendees' relative position by simply helping the photos in the respective direction of the attendees.



6. The smartwatch stores the photos and names in the assigned position like in a compass.

III 9-LABS III I II I

SAP SMARTWATCH 4SALES

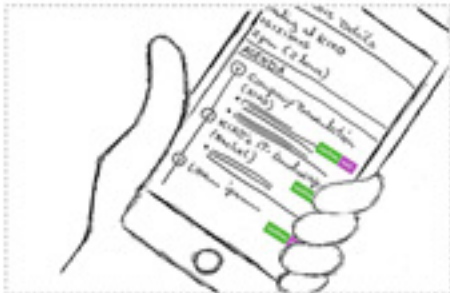
SCENARIO 07



1. Right after the meeting...



2. Bill already starts to post-process the meeting while in the taxi. He quickly enters the information via speech recognition into his smartwatch.



3. The smartwatch turns this information into text, shows them on his iPhone enabling Bill to quickly check the data before it is really saved and shared.



4. Discussions, formal and informal information, tasks and planned follow-ups, Bill can tag these data accordingly, save and confirm, hide or also delete irrelevant notes.

III 9-LABS III I II I



< Meeting @ KIXO 09:44
About KIXO

Opportunity

EXPECTED
REVENUE

\$1,4Mi

Sales Phase:
Sales accepted lead

Expected Date to
Close the Deal:

JUNE
24th
Wednesday

Sales History
\$12.1m year-to-date

Service History
0 open escalations

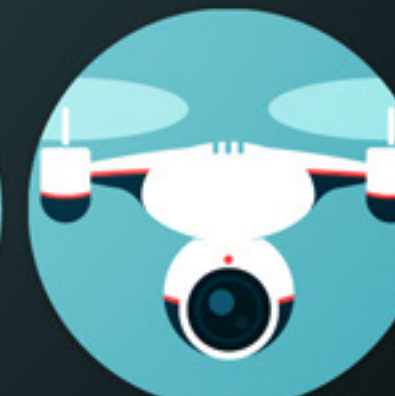
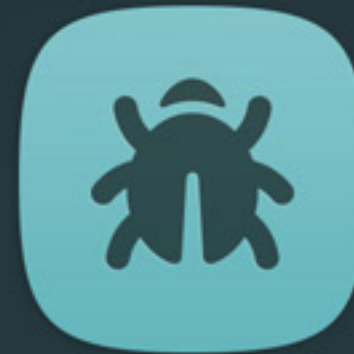


Portfolio

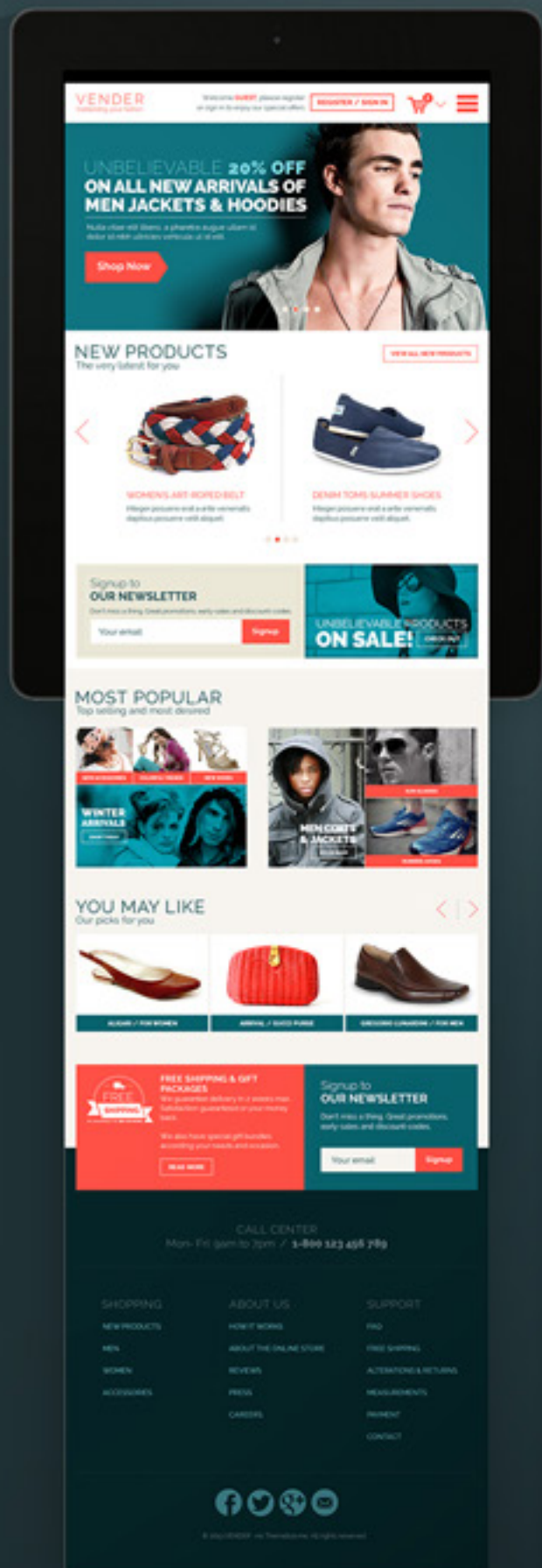
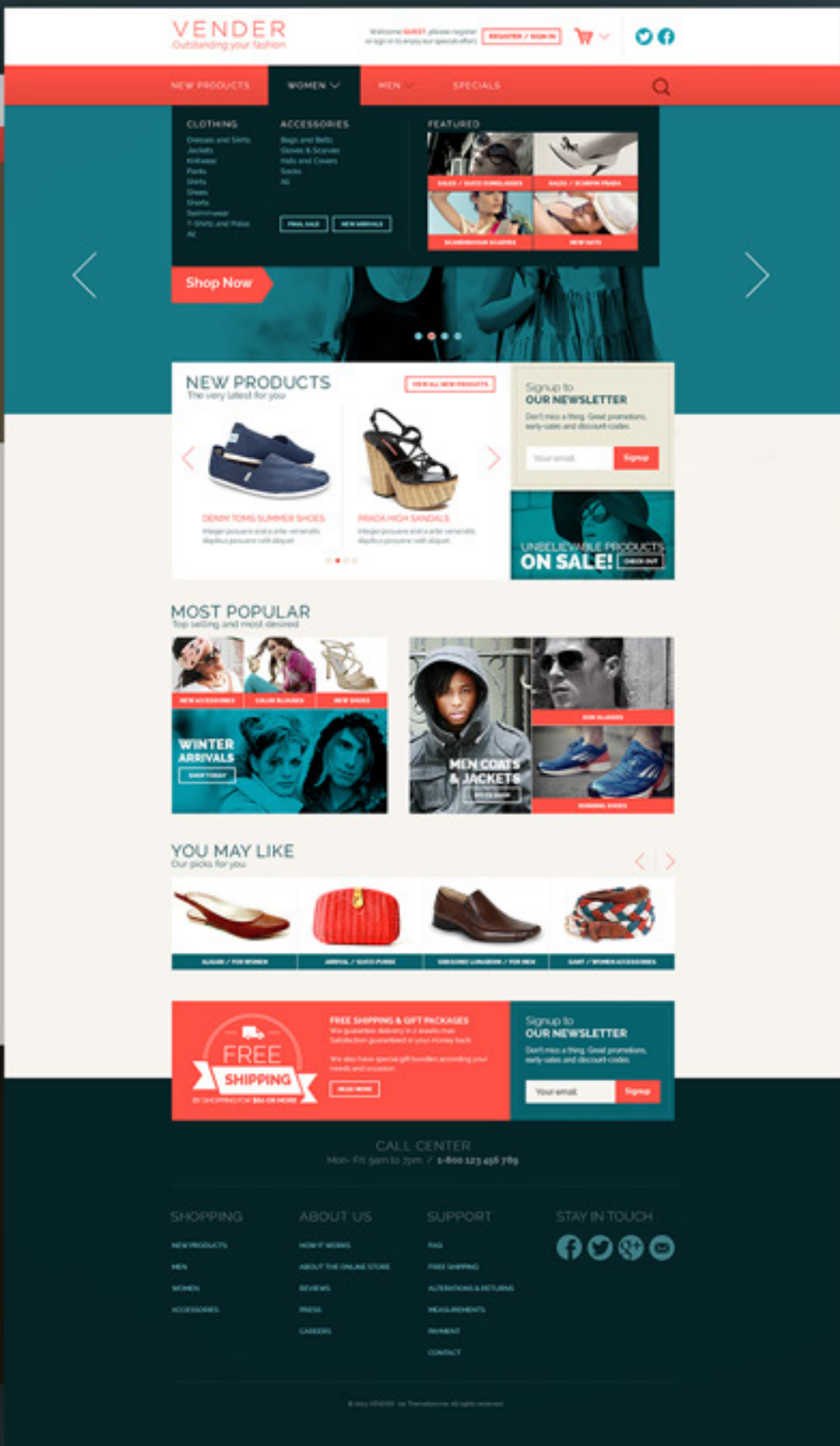
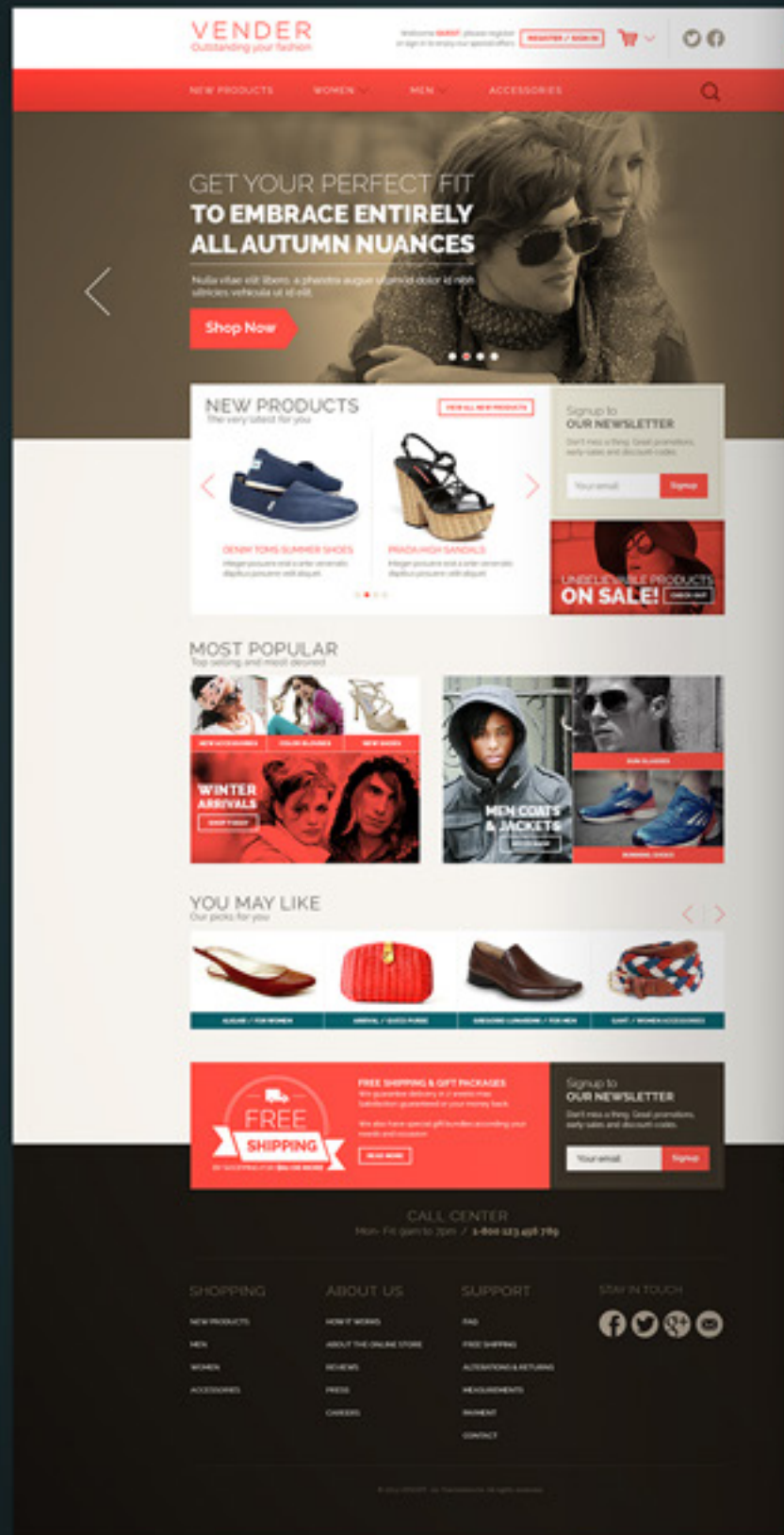
Side Projects (Hobby) (1/3)

To stay current with hands on capabilities and to know the latest tools, trends and challenges within interface design, a parallel activity also takes place by executing side projects such as icon libraries and products/concepts for front-end development.

1. In this screen a few examples of icon design can be seen. A total of near one thousand icons can be found at an online store named [iconfinder](#), where the best output is up for sale. This is an ongoing project which is handled as an hobby.
2. On the next page you can see Firmattic. A tentative of an UI Bundle, further on planned to be unfolded as a design system product.
3. On the third page from here an online store design called VENDER was made. The idea was to scale the designs into a bootstrap frontend theme/product for e-commerce purposes.









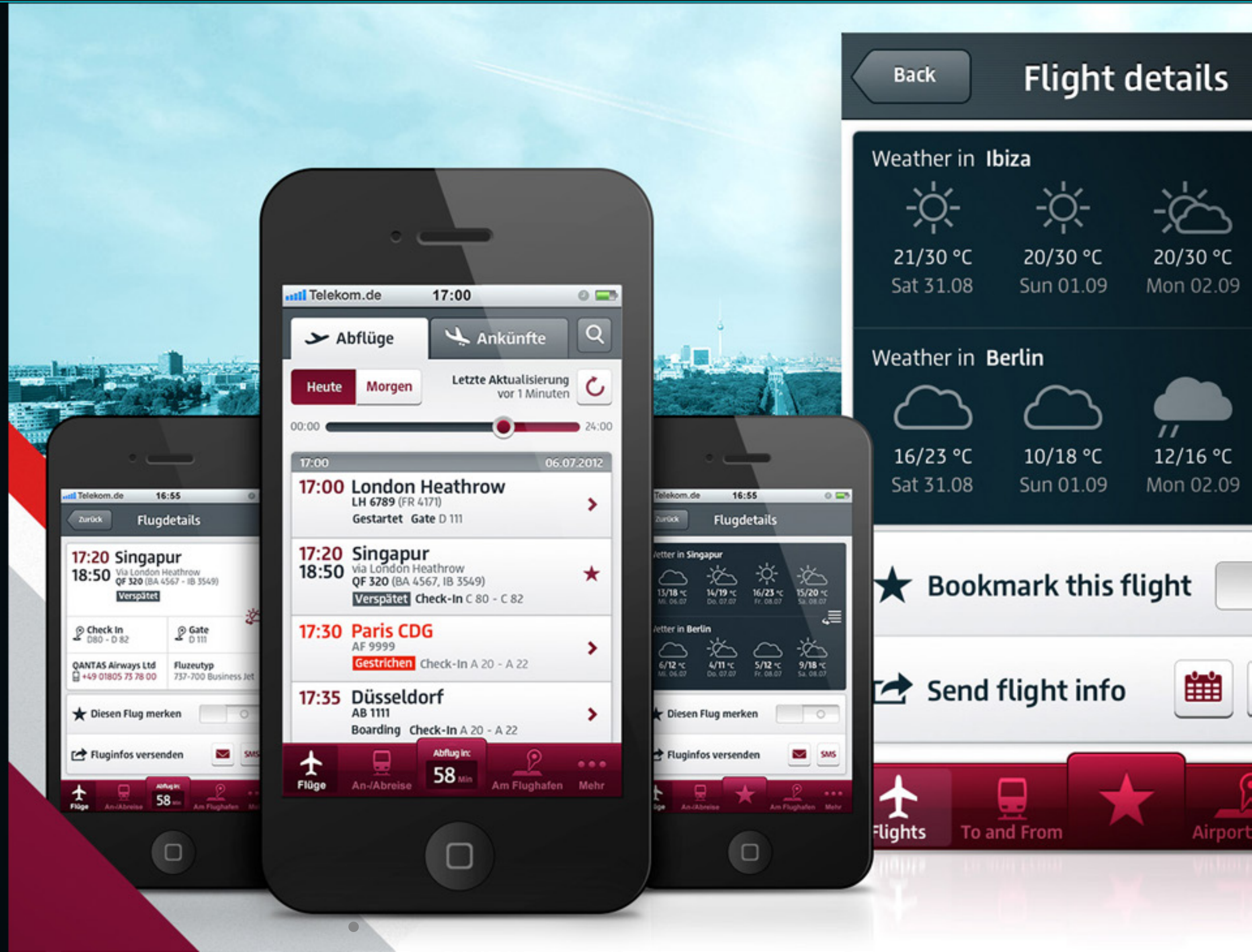
Portfolio

Web Agencies and Freelance (Legacy) (1/2)

Here 2 dated items are shown as a past experience examples by working as UI designer at a digital agency in berlin called [Publicis Pixelpark](#).

1. In this screen a few examples of the iOS mobile application for the (yet to be finalized) new airport from Berlin (BER) can be seen. My participation on this project was the conversion of wireframes into brand-conform screen designs, plus quality assurance during the development and pre-launch phase.

2. The next screen shows 2 examples of a project made for Red Bull. The project intention was to build a unified and very consistent UI toolbox, enabling all allowed IT or co-related Red Bull workers to grab interface assets and brand references for internal development. Could be seen as a pioneering form of corporate design system. My collaboration on this project was almost purely UI Design, creating and exporting several different assets, icons and KPIs for further development.





MY WORKBENCH

DEPARTMENTS

TOPICS

APP-FINDER



TOP

EDIT WORKBENCH

COMPANY NEWS

First steps for Design Red Bull Social...
by Lars-Thorsten Sudmann • 2 weeks ago
Hi Daniel (Broking and Brandon Curtis, please connect together to define the... • [Show more](#)

Red Bull - New Landingpage
by John Traver • 3 weeks ago
Here is a basic brand style guide. It's possible to bend some rules with colors... • [Show more](#)

UX/UI Design Questions
by Ruth Bremser • 3 weeks ago
We saw that it's possible to replace the jive logo on the... • [Show more](#)

EMAIL

Max Mustermann 11:23 am
Meeting changed: WSE - Unified UX - Weekly Status

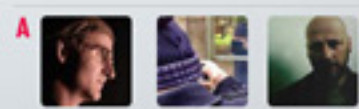
Susi Schmidt 11:05 am
Donec pede justo, fringilla vel,

Max Mustermann 10:45 am
Nullam dictum felis eu pede mollis pretium.

Susi Schmidt 09:23 am
Donec pede justo, fringilla vel,

Susi Schmidt 09:23 am
Lorem ipsum dolor sit,

CONTACTS



CALENDAR

Web, Jan 9th, 2013

11:30 am Meeting changed: WSE - Unified UX - Weekly Status

11:40 am Status Call

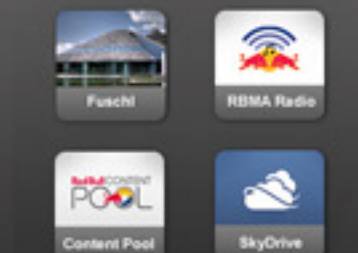
12:30 pm Lunchbreak

15:30 pm Alignment Meeting Pixelpark



COLLABORATION

MY SHORTCUTS



SNOWBOARDING FEED

1/23



Snowboard Meisterschaft: Deutschland sucht den Champion - Jetzt bewerben!
09.01.2012
The first US snowboarding Grand Prix event is about to kick off in Copper Mountain, running from January 9 to 12. Tyler Davis gives us the lowdown...

TRAVEL & VACATION INBOX

SALZBURG SZG	FLIGHT LH4404	BOARDING 7:45 pm
Tegel TXL	FLIGHT LH4404	BOARDING 7:45 pm



LUNCH MENU

Mohrenwirt

VORSPESSE
Gemüse-Sherry-Suppe mit Backerbsen

MENÜ
Rind "Straganoff" mit Butterspätzle
Asia Gemüsepfanne

DESSERT
Linzer Torte

[Sandwich bestellen](#)

AGENT RUNNER

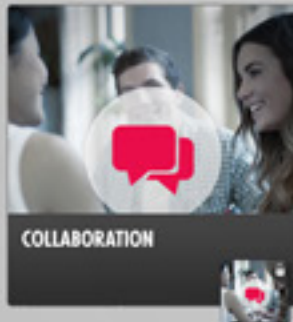
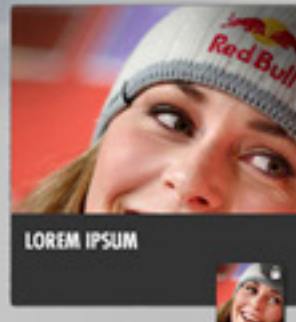
HR - November 2012
13.11.2012 | last edited by Stefan Radmann

Additional Red Bull Cans on
13.11.2012 | last edited by Stefan Radmann

New IT Department Org Chart
13.11.2012 | last edited by Stefan Radmann

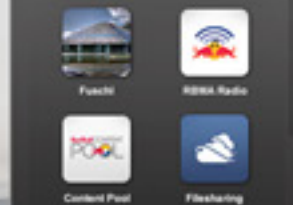
The new intranet project has started.
Please pay attention after logging in
13.11.2012 | last edited by Stefan Radmann

TEASER



SUMMARIZING

MY SHORTCUTS



MY SHORTCUTS



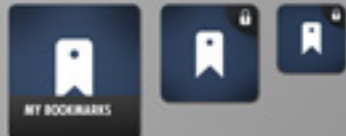
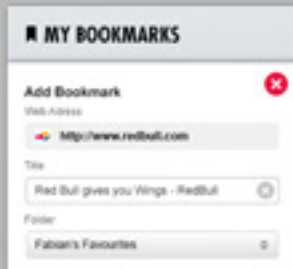
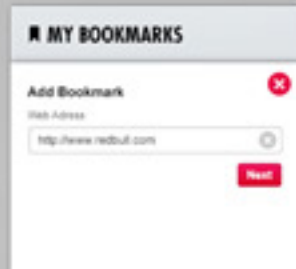
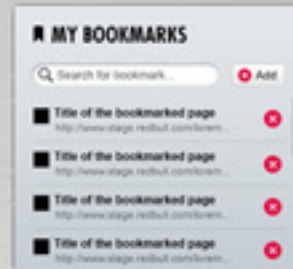
WORLD TIME CLOCK



DMS



BOOKMARKS





Contact

and additional information



Objectives

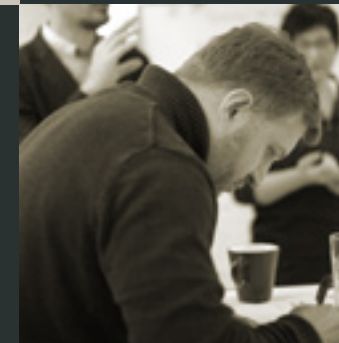
Act with a design perspective for innovative business ideas, in the prototyping and visualisation phases of new products and solutions in the fields of mobility, fin-tech, education and information technology (IT).

Catalyse understanding, optimise business value and generate a positive and impactful wave through the design “enabling-gears” capabilities.



Areas of interests within design

Team management, innovation and strategy, UX/UI design, product design, design systems and process optimization, business intelligence & design.





alexwendpap

Thank you for your attention

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of recruitment, without notifying its author.

If you have any question, please contact [Alex Wendpap](#).