



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 maximising business value and leveraging all options the design profession has to offer.



# About me

Information and whereabouts

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

Overview and experience

## PROFILE

15+ years' experience in the fields of interface design (UX/UI), information design and analytics.



Skilled at design research, user journeys, innovation workshops and a user experience that aligns perfectly with business KPIs.

A natural team leader and mentor, adept at empowering others to reach their goals. Creator and presenter of engaging innovation workshops, educational programs and industry meetups.

## EXPERTISE

- STORYTELLING, PRESENTATION SKILLS
- DESIGN DELIVERY
- EDUCATIONAL / INSTRUCTION
- TEAM / PROJECT LEAD, TEAM BUILDING
- COACHING / MENTORING
- CONSULTING

## IT & TECHNOLOGY

- UX DESIGN - UXC CERTIFIED (NN/G)
- SCRUM MASTER & PRODUCT OWNER - CERTIFIED
- SALESFORCE - ADMINISTRATOR CERTIFIED
- DESIGN THINKING
- FRONT END DEVELOPMENT

## LANGUAGES

**English** **Fluent.** Nearly 4 years living and working in Canada.

**German** **Fluent.** Over 8 years living and working in Germany.

**Portuguese (BR)** **Native language.** Born and raised in south Brazil.

**Spanish** **Advanced/Fluent (B2)**

## LATEST EXPERIENCE

02.2019 - to date...  
1 year, 9 months...

### Experience Architect

[Salesforce.com Germany](#) - Berlin, BE - Germany

Enable customers for optimal new implementations or upgrade-transitions of the platform from classic to lightning, based on user-experience (design) best practices.

- Catalysed quick user/customer success through client meetings, task-scoping, and execution of user research-interviews, analysis, ideation, and prototyping. The client reported dramatically improved performance & usability
- Depicted user and customer journeys, interaction flows as well as screen designs for optimal business KPIs alignment with a guided implementation
- Utilized multi-lingual and intercultural skills to spearhead a task force that executed global user interviews, to overhaul the client's service platform successfully

08.2018 - 01.2019  
6 months

### Head of Design KODAKOne

[RYDE GmbH](#) - Berlin, BE - Germany

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

- Successfully finetuned the vision for and created presentations (including infographic and microsite design) for the product that attracted new investors
- Spearheaded an internship program (that is still running today) with the Macromedia University to fill key unfilled roles in the company.

06.2015 - 07.2018  
3 years, 2 months

### Sr. Consultant - Lead Designer

[Deloitte Analytics Institute](#) - Berlin, BE - Germany

Team management, task scoping and distribution, hands-on UX/UI for dashboard designs and business analytics visualizations, as well as click-dummy mockups and rapid prototyping.

- Organized and presented custom-made design thinking, ideation and dashboard design-related workshops on Visual Communication, UX- Wireframing as well as moderating several Design Thinking client workshops
- Promoted to direct report of internal project managers and client stakeholders for several DAX 30 enterprises
- Built-up, trained and mentored a design team of 5
- Created and implemented highly regarded customized design trainings

*For a more complete work experience list, please refer to my CV document.*



# Tools & Certifications

Tools and language knowledge



## WORKING TOOLS EXPERIENCE



### Sketch

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



### Adobe XD

Interface design (low & high definition), interactive prototyping



### Figma

Collaborative interface design and prototyping tool



### Miro

Collaborative whiteboard and ideation platform



### Adobe InDesign

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



### Adobe Illustrator

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



### Axure

Interactive prototyping as Clickable dummies



### Adobe Photoshop

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



### MS Office / PowerPoint

Presentations, proposals, communication and training materials



### Atlassian Jira

Project management, tasks and stories coordination

## CERTIFICATIONS & RELEVANT TRAININGS



### UX Certificate (UX Management) via Nielsen Norman Group

September 2020 - UXC# 1039932



### Professional Scrum Master (PSM I) via Scrum.org

July 2019 - Credential ID# 436164



### Professional Scrum Product Owner I (PSPO I) via Scrum.org

August 2019 - Credential ID# 440588



### Salesforce Certified Administrator

June 2019 - Credential ID# 20186562



### Design Thinking Train-the-Trainer at HPI

February 2016 via Deloitte



Universität der Künste Berlin  
Berlin Career College

### Creative Entrepreneurship ISSCE UdK Berlin

July 2013 - Start Your Own Creative Business



# 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





**SUPERB** Quality Management

OVERVIEW PRODUCT GROUP CROSS FUNCTION PLANTS MODULES PROBLEMS

APPLIED FILTERS: Period: 2017 Sensors: Quality Global

**Problems by Origin** (Problems per 100 vehicles)

**Problems by Plants** (Problems per 100 vehicles)

MBC	98/122
Munich	96/118
Berlin	92/107
London	98/101
Shanghai	94/96
Stockholm	96/92
Paris	96/91
Brussels	98/91
Oslo	96/89
Barcelona	91/88
Lisbon	

**Problems by Product Group** (Problems per 100 vehicles)

Sport	38(-)
Compact	23(+)
Van	14(+)
Overall	82(+)
City Car	28(+)

**Problems by Priority** (Problems per 100 vehicles)

**Target Achievement**

- Quality Global (per 100 vehicles): 101
- Quality Regional (per 100 vehicles): 70
- Breakdowns (Score in %): 1.5
- Customer N-AY (9-25%): 97.5

**Sales Mix**

- Nierland (52%)
- Loren Ipsum (25%)
- Domec Sit (12%)
- ABC (9%)
- Pelensesque (4%)

**Top 5 Problems** (Problems per 100 vehicles)

Problem	2017	2016
Front left Legroom Water intake	14	11
Trunk space / Luggage space - Water intake	11	8
Low beam light rectx - low Calibration	11	12
Front right Legroom Water intake	9	4
Roof cover -Vario roof - Retaining clip / Lose anchor bolt	8	10

**Top 5 Module** (Problems per 100 vehicles)

Module	2017	2016
Front left Legroom	26	24
Trunk space / Luggage space	21	21
Left Lighting Unit	18	21
Low beam light Function	16	18
Front right Legroom	11	11

**Problems by Plants (Top 5)** (Problems per 100 vehicles)

Munich	16/30	[42]
Berlin	21/26	[38]
Pekin	18/19	[36]
Madrid	17/12	[41]
Shanghai	14/6	[37]

**Problems by Module (Top 3)** (Problems per 100 vehicles)

Module	per 2016	2015
Switches / Controls / Display	10/14	[17] 27
Interior / Doors	11/14	[22] 29
Exterior	14/19	[29] 21
Engine/Transmission	12/14	[20] 18
Lights / Parking Sensor	14/3	[24] 14

**Top 5 Problems** (Problems per 100 vehicles)

Attribute	per 2016	2015
Seat Squeak/Rattles, Abnormal Noises	15/36	[42] 22
Excessive Wind Noise	18/27	[37] 24
Controls/Displays Difficult to Understand	16/22	[29] 30
Park Assis/Backup Warning	17/18	[35] 17
Trunk/Hatch/Tailgate - Hard to Open/Close	16/14	[19] 21

**Malfunctions**

Munich	28/41
Berlin	22/29
	24/25
	20/19

**Module**

Module	per 2016	2015
Audio System	18/24	10
Engine/Transmission	12/21	17
Switches / Controls / Display	15/17	16
Brakes	15/16	12
	13/14	11

**Top 5 Problems** (Problems per 100 vehicles)

Attribute	per 2016	2015
Navigation System - Difficult to Understand	7/12	19
Navigation System - Innacurate	8/11	14
Built-in Bluetooth Mobile Phone / Device Pairing	8/10	11
Excessive Fuel Consumption	9/10	10
Brakes Vibrate/Shudder	10/10	9

**Target #/Current # [Total #]**

- Target Reached
- Target Over
- Trend Positive
- Trend Negative



# 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





MyForecast

OVERVIEW WORKBENCH RESULTS

Latest Server Update: 01.08.2017 - 15:30 UTC

Robert Mustermann Berlin, DE

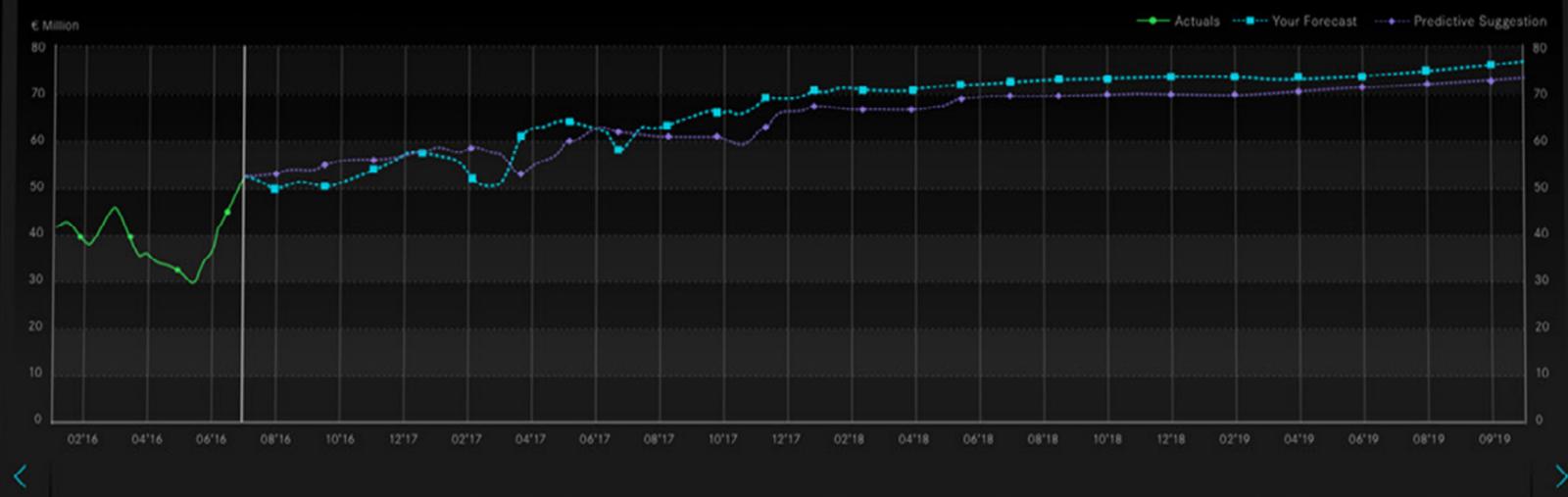
Sales Fullyear '16 € 800.5 Mi.

Ebit Fullyear '16 € 60.1 Mi.

Equity Fullyear '16 8,25%

Sales > Retail > Margin Retail (Edit)

Margin Retail



Acq. RoRaC Fullyear '16 15.2 %

Acq. Volume Fullyear '16 123.5 Mio. €

Portfolio Fullyear '16 800.5 Mio. €

Statistics Amendments Deviation

My Amendments

Operate IEAS TRUCKS

	09'16	10'16	11'16	12'16	01'17	02'17	03'17	04'17	05'17	06'17	07'17	08'17	09'17	10'17	11'17	12'17	01'18	02'18
My previous assumptions	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6	2,6
MyForecast	2,5	2,7	4,3	2,0	1,3	2,7	2,0	2,1	1,6	2,7	3,7	1,7	1,6	2,7	2,0	1,3	0,7	2,7
Statistical model suggestion	↑ 3,0	↑ 2,7	↑ 3,0	↑ 3,0	↑ 1,3	↑ 3,0	↑ 3,0	↑ 3,1	↑ 3,0	↑ 3,0	↑ 3,0	↑ 3,0	↑ 2,0	↑ 3,0	↑ 3,0	↑ 2,4	↑ 1,0	↑ 3,0
Difference	0,5	0	1,3	1,0	0	0,3	1,0	1,0	1,4	0,3	1,0	3,0	0,4	0,3	1,0	1,1	0,3	1,3





# Portfolio

## Big Data Telematics

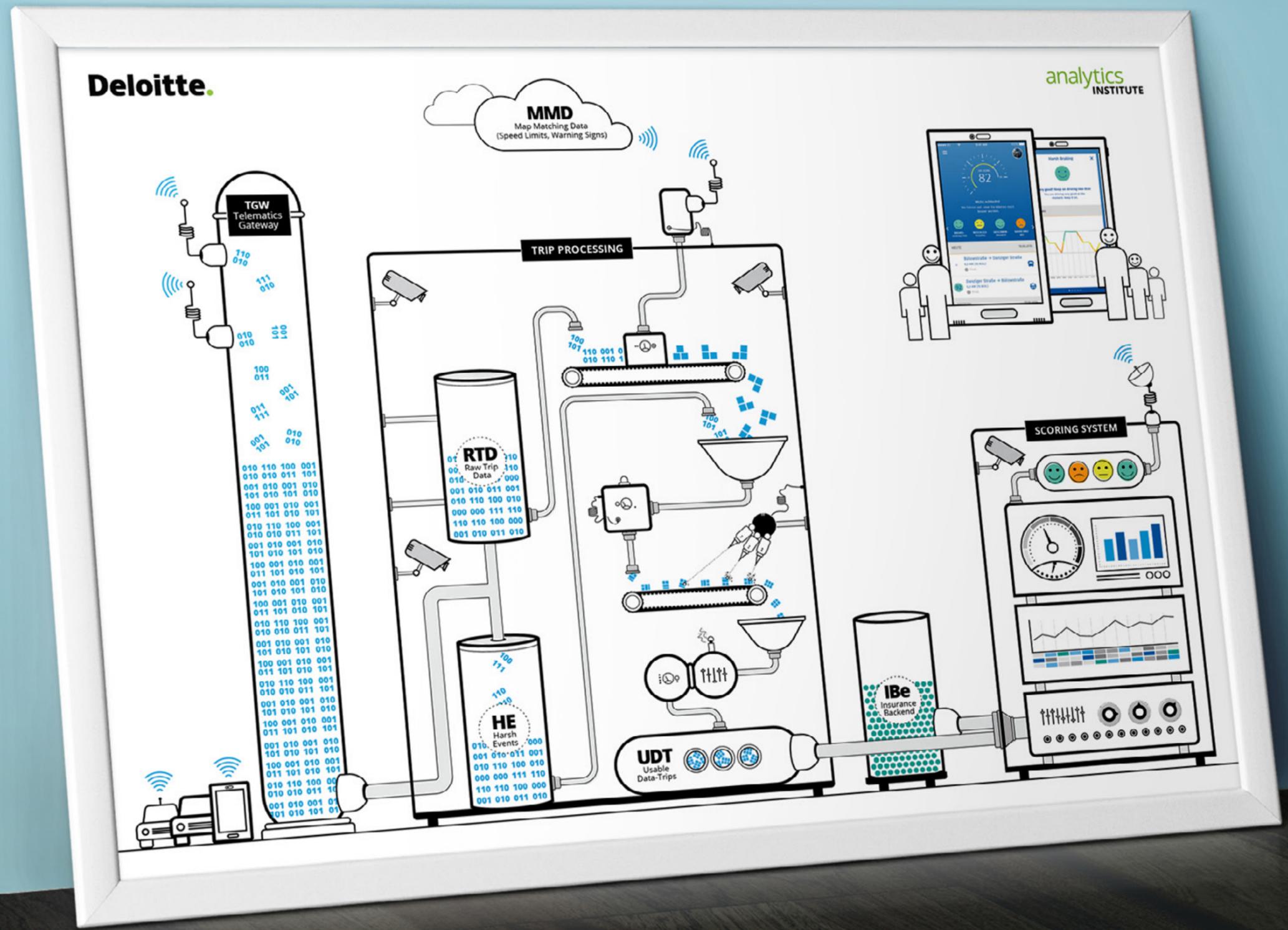
Making the most out of the available data is crucial within the progressive competitiveness that reigns the insurance world.

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.

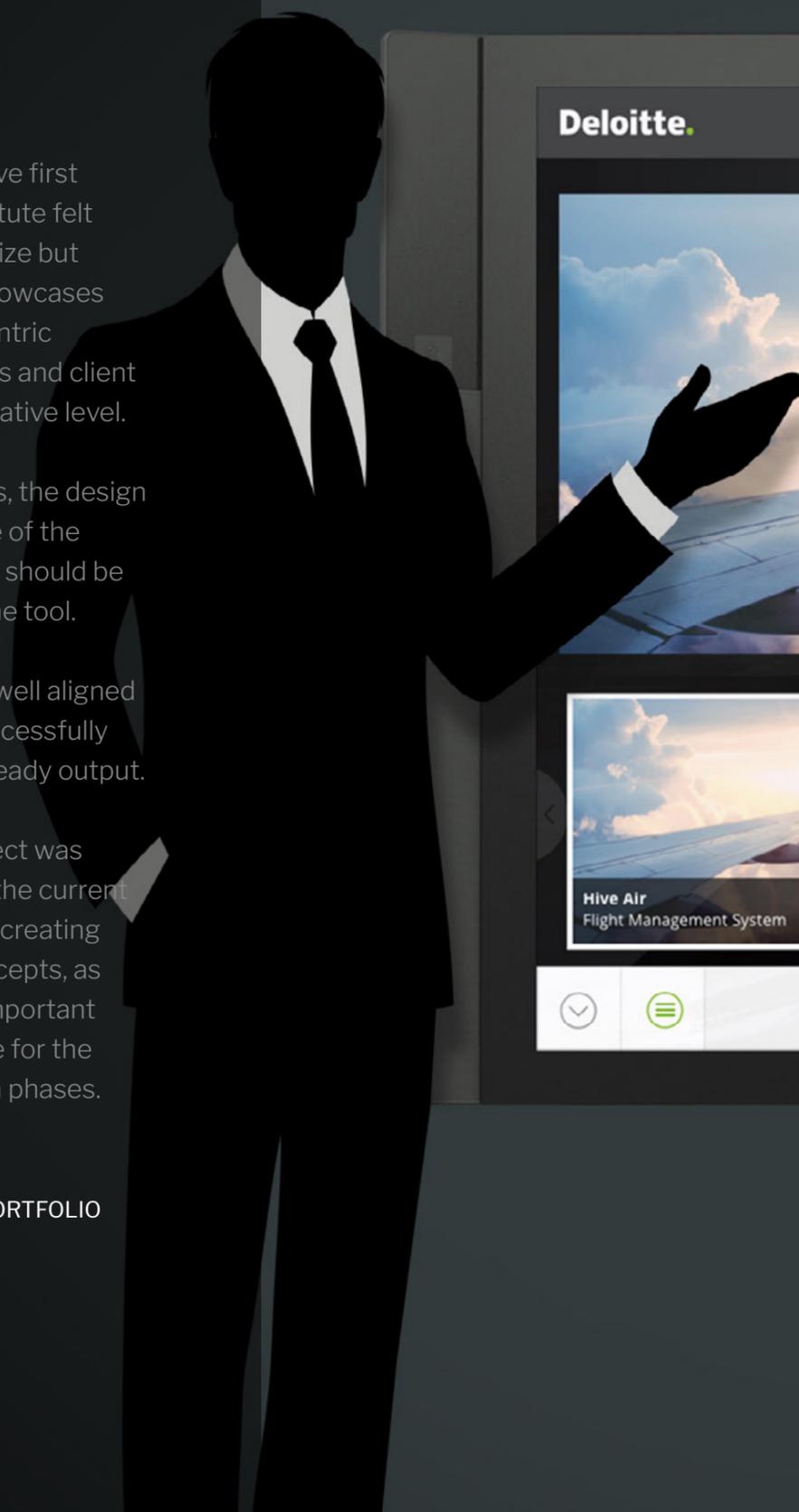
Having led several workshops, the design team already had a solid base of the requirements and issues that should be addressed when designing the tool.

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



The screenshot displays a user interface for a showcase. At the top left is the 'Deloitte.' logo, and at the top right is the 'analytics INSTITUTE' logo. The main content area features a large image of an airplane wing flying over clouds. To the right of the image is the 'HiveAIR' logo and a block of placeholder text: 'Information: Nunc cursus condimentum vulputate. Nulla facilisi. Aliquam erat volutpat. Nulla dignissim nisl nunc. Duis eu maximus leo. Etiam finibus ante rutrum ante pretium rhoncus in sed dolor. Curabitur hendrerit, fells nec convallis suscipit, sem arcu dictum lectus, non dignissim tellus sapien ut tellus. Quisque eget felis porta, accumsan mauris placerat, pellentesque tortor.' Below this text, it says 'Type: Interactive Showcase' and 'Version: 1.2'. A prominent green button reads 'LAUNCH THIS SHOWCASE'. At the bottom of the main content area are three tabs: 'Tutorial', 'Intro Storylines', and 'Statistics'. Below the main content is a horizontal scrollable list of four showcase thumbnails: 'Hive Air Flight Management System', 'Deloitte Analytics Institute Overview II/2016', 'Smart City Berlin Pilot Project', and 'World Cup 2016 Predictive Soccer Game'. At the very bottom is a navigation bar with icons for 'Showcases (9)', 'Online (14)', 'Videos (12)', and 'Presentations (6)'.



Lab Session

Deloitte.

HiveAIR

Session Configuration

Lab Session Items

Access Statistics

Settings

Users

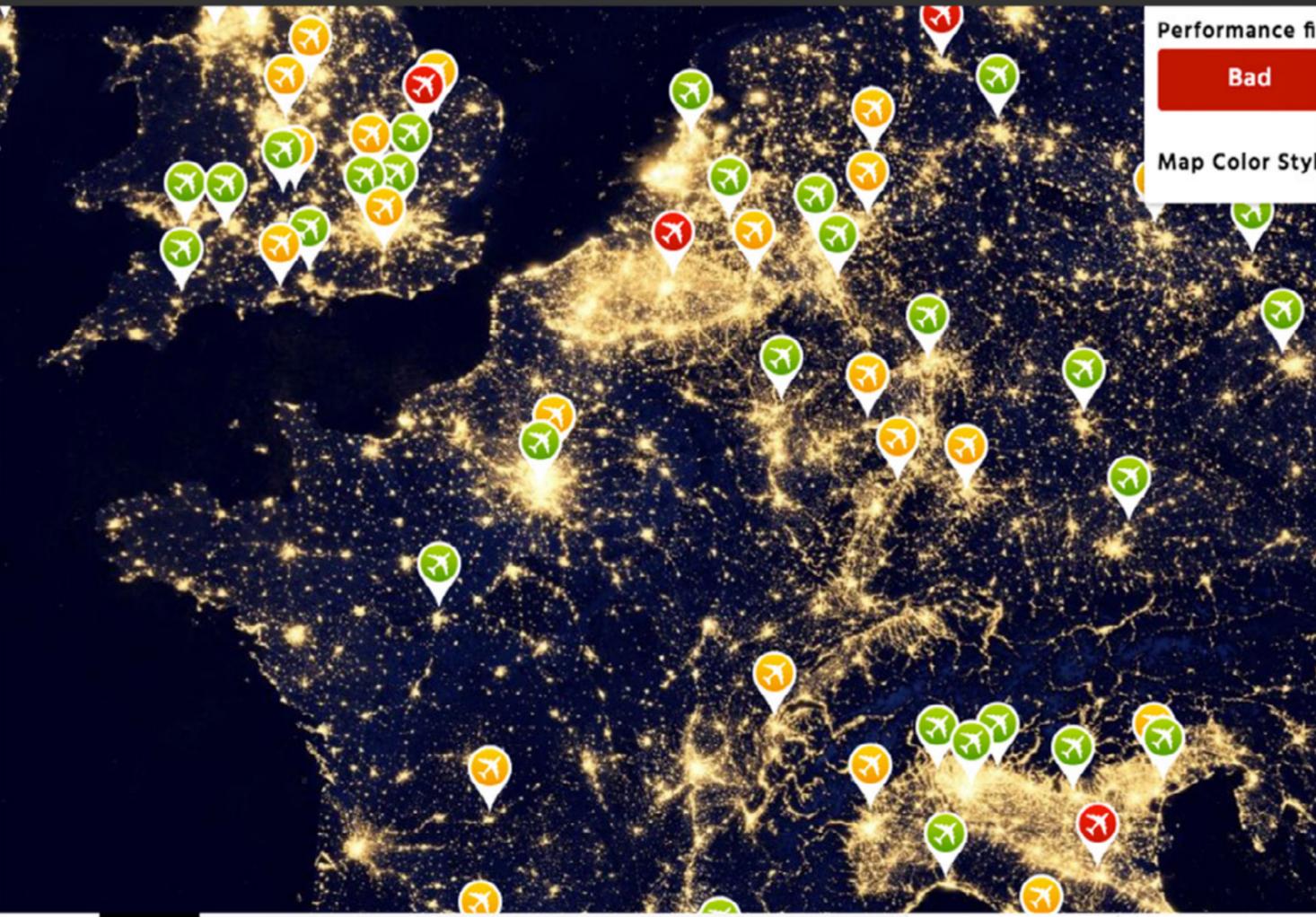
LAB SESSION SELECTION

Lab Session Retail - Mai.2017

LAB SESSION MODUS

CONFIGURATION

© 2017 Deloitte Consulting GmbH  
LABapp V. 1.0.1



Performance f

**Bad**

Map Color Styl



HiveAIR



Showcases (9)

Online (14)

MacBook



# Portfolio

## RoRAC Online Experience (1/2)

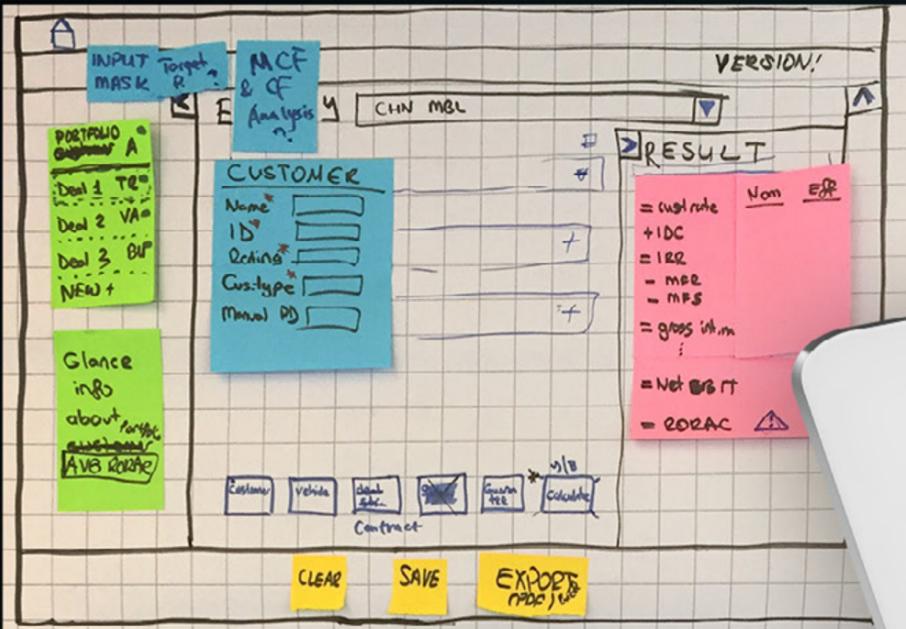
The client was in the process of building up a centralized and globally standardized RoRAC online calculation service tool, as well as a digital pricing and approval experience for all sales stakeholders.

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





▼ 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

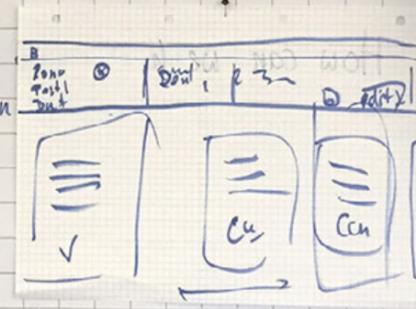
→ can we remove target pricing?

Define Results / Effect of: CALCULATE - SAVE

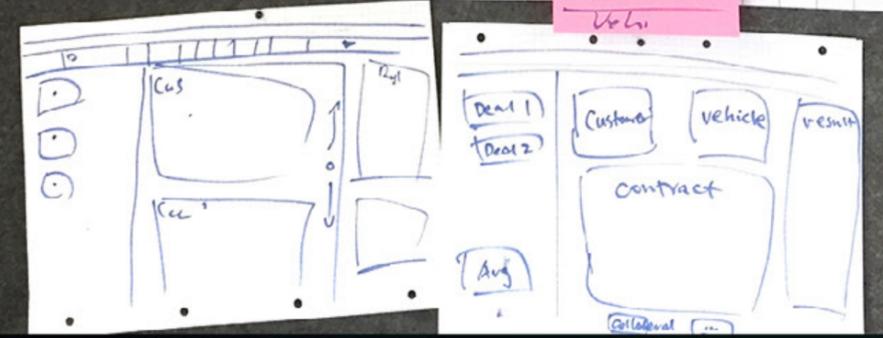
dynamic fields? on required fields

Wireframe should clarify how it feels

How do we approach testing?



Cu, Ccn, Vch





# 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

< Meeting @ KIXO 09:42  
About KIXO

**Company Snapshot**  
REVENUE (US\$ Billion)

\$690m Revenue 2014 **+58%** (YOY) | \$11,95b market cap

2900 Employees

**DESCRIPTION**  
Kixo is a printer-as-a-service provider. It was founded in 2003 and is headquartered in Palo Alto, CA.

**NEWS**  
- Kixo wins mega deal at XYZ (Mar 20)  
- Kixo broadens portfolio to unlock new channel opportunities (Mar 16)  
- Kixo agree to buy service

< Meeting @ KIXO 09:44  
About KIXO

**Opportunity**

EXPECTED REVENUE  
\$1,4 Mi

Sales Phase:  
Sales accepted lead

Expected Date to Close the Deal: **JUNE 24<sup>th</sup>** Wednesday

**Sales History**



1.1 HELP ME STAY ON SCHEDULE Notifications Reschedule is successfully made. Actionable items.

0:44

**Flight rescheduled**  
Details sent to your e-mail

View new flight info

Open e-mail

Dismiss

Countdown gets updated with the new time Bill have to leave

Here a quick overview of the flight shows up. I.e.: Airport, Gate# and Boarding time. If Bill comes often to the same Airport, he can already build the scenario on his mind.

Triggers the email app on Bill's iPhone, opening the specific email, so he can read the flight infos and/or get the QR Code for Airport Check-In

1.1 HELP ME STAY ON SCHEDULE Notifications Issue with the reschedule. Short clue and actionable items.

Countdown continues

Jane can notify back with (up to 32 chars?) to give a clue of the issue

Depending the consequences, the User

Make it one single action? Foreseen is:  
Voice message = Bill doesn't need to get out, as it is a very short message.  
Call = More important, Bill needs to get out.



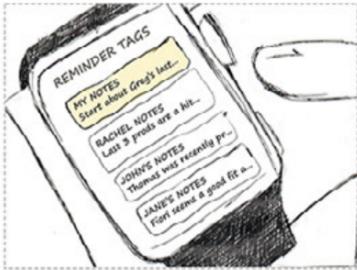
SAP SMARTWATCH 4SALES SCENARIO 03



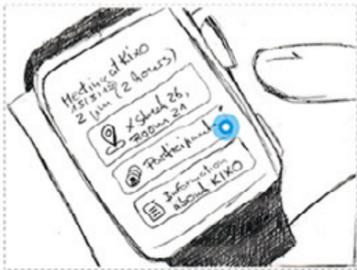
1. After arriving just in time and sitting down in the meeting room,...



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 swiping the photos in the respective direction of the attendee.



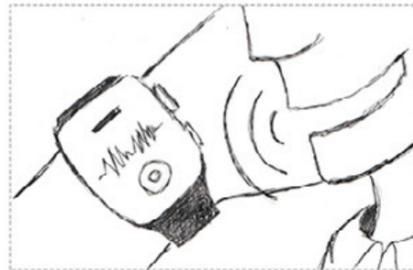
6. The smartwatch stores the photos and names in the assigned position like in a compass.

||| D-LABS |||

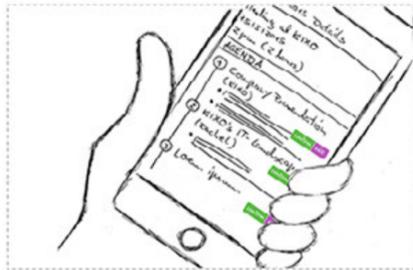
SAP SMARTWATCH 4SALES SCENARIO 07



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, todos and planned follow-ups, Bill can tag these data accordingly, save and confirm, hide or also delete irrelevant notes.

||| D-LABS |||



< Meeting @ KIXO 09:44  
About KIXO

### Opportunity



Sales Phase:  
Sales accepted lead

Expected Date to Close the Deal:	<b>JUNE 24<sup>th</sup></b> 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.





### Services with Commitment

Not just an usual web agency, but a change facilitator. Together, we're more than 83 people (in-house), coming from 8 different countries, sharing know-how and specialized working force.

**USER EXPERIENCE**

Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

**WEB DEVELOPMENT**

Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

**SEO & MARKETING**

Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

[VIEW ALL OUR SERVICES >](#)

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#### How long can you hold my hand?

Nullam quis mauris eget una mollis ornare vel eu leo. Donec ullamcorper nulla non metus auctor augue. Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

[LEARN MORE >](#)

#### Notifications

12 Notifications

Donec sed odio dui. Donec id elit non mi porta. Donec id elit non mi porta.

---

#### 78% Growth

Age Group

1,275 Downloads

#### News

Donec sed odio dui. Donec id elit non mi porta.

Nullam id dolor id nibh. Nullam id dolor id nibh.

---

#### Testimonials

Firmattic is fantastic! It simply saved us so much time and trouble during the user interface design phase. I couldn't recommend more.

Robert C. Williams, ACME LLC.

#### Statistics & Facts

- 36 Serum masters in our team
- 120 Websites designed and developed
- 7 Different native languages
- 47 Cyclists in our office

---

#### News

27 Vestibulum id ligula porta felis euismod semper. Ligula porta felis euismod semper ipsum dolor.

21 Maecenas faucibus mollis interdum. Maecenas faucibus mollis interdum.

17 Vestibulum id ligula porta felis euismod semper. Ligula porta felis euismod semper ipsum dolor.

[VIEW ALL NEWS >](#)

#### FROM OUR BLOG

27 Ligula porta felis euismod semper etiam. Ligula porta felis euismod semper etiam.

21 Praesent commodo cursus magna, vel scelerisque. Praesent commodo cursus magna, vel scelerisque.

17 Curfus magna, vel scelerisque. Curfus magna, vel scelerisque.

[VIEW BLOG PAGE >](#)

## Firmattic is a Corporate UI Kit named for your next website project.

Save time on the design phase, and focus on what you do best.

[GET IT TODAY >](#)

We create **relevance in digital services and products**, empowering our clients to positive and continuous development through appropriate change.

### Services with Commitment

Not just an usual web agency, but a change facilitator. Together, we're more than 83 people (in-house), coming from 8 different countries, sharing know-how and specialized working force.

**USER EXPERIENCE**

Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

**WEB DEVELOPMENT**

Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

**SEO & MARKETING**

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[VIEW ALL OUR SERVICES >](#)

### Testimonials

A result of respect, understanding and reliable service, most of our clients aren't with us for a short term. Check out what some of them have to say.

*Firmattic is fantastic! It simply saved us so much time and trouble during the user interface design phase. I couldn't recommend more.*

Robert C. Williams, ACME LLC.

## Main awesome

A catchy enticing subtitle to be placed here.

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### H1 Sample: Roboto Slab; Bold; 36px; #252c33;

H2 SAMPLE: RALEWAY; LIGHT; UPPERCASE; 26PX; #252C33;

H3 Sample: Roboto Slab; Bold; 22px; #252c33;

H4 Sample: Raleway; ExtraBold; 18px; #252c33;

H5 SAMPLE: RALEWAY; LIGHT; UPPERCASE; 16PX; #252C33;

Larger text sample, as highlighted paragraph. Raleway; Regular; 18/23px; #252c33.

Regular text as paragraph. Raleway; 15/19px; Regular; #252c33.

#### FROM OUR BLOG

27 Ligula porta felis euismod semper etiam. Ligula porta felis euismod semper etiam.

21 Ligula porta felis euismod semper etiam. Ligula porta felis euismod semper etiam.

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21 Ligula porta felis euismod semper etiam. Ligula porta felis euismod semper etiam.

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PAGES

PORTFOLIO

BLOG

CONTACT

## Firmattic

Corporate UI Bundle

FEATURES PAGES PORTFOLIO BLOG CONTACT

Keyword

PROFILE

SETTINGS

LOG OUT

---

#### Overview

DESCRIPTION:

Nullam quis mauris eget una mollis ornare vel eu leo. Donec ullamcorper nulla non metus auctor augue. Etiam vitae elit libero, a pharetra augue. Sed posuere consectetur est at lobortis. Nullam quis mauris eget una mollis ornare vel eu leo.

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ACCESSORIES: Bags and Belts, Gloves & Scarves, Hats and Covers, Socks, All.

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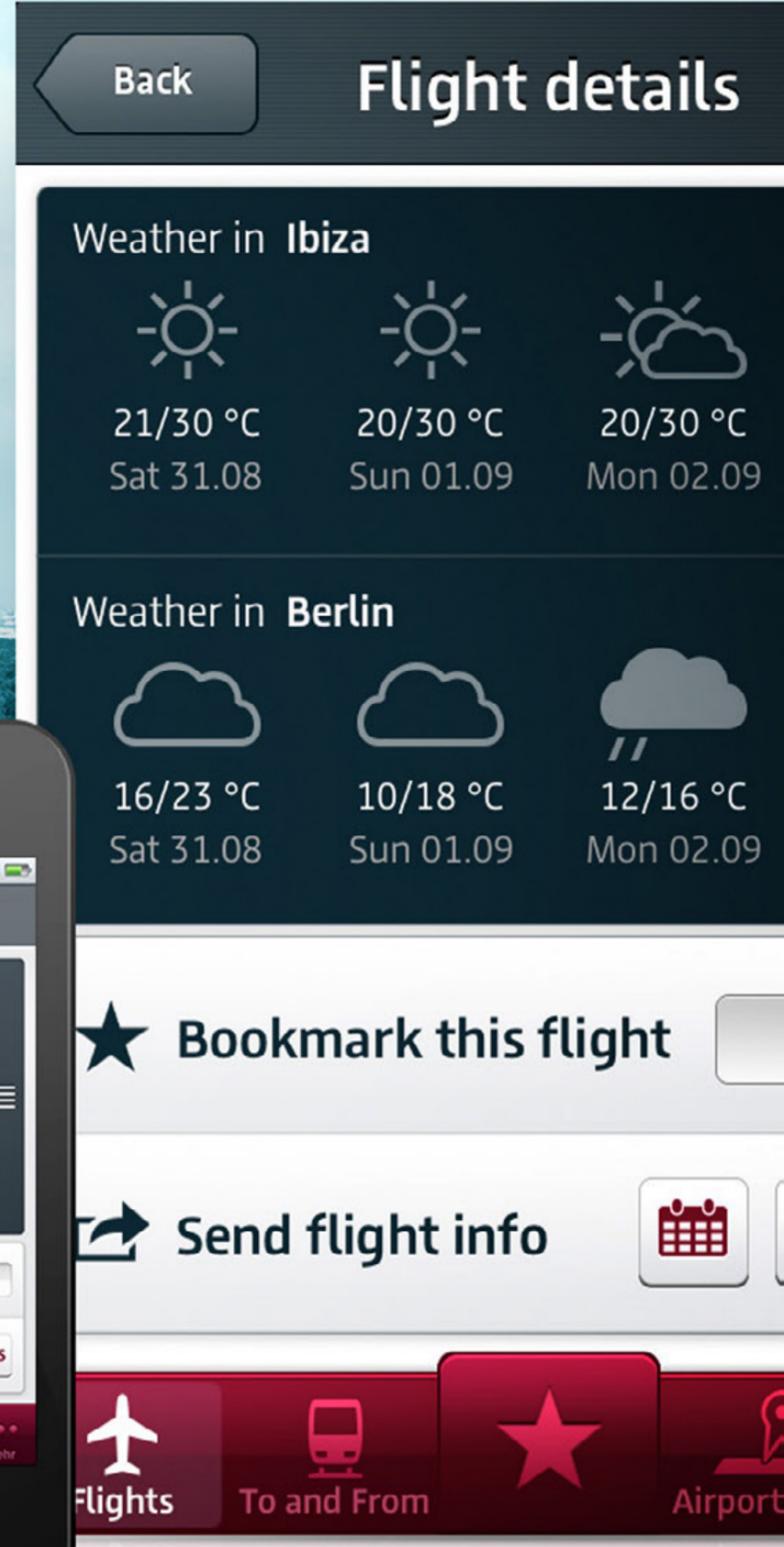
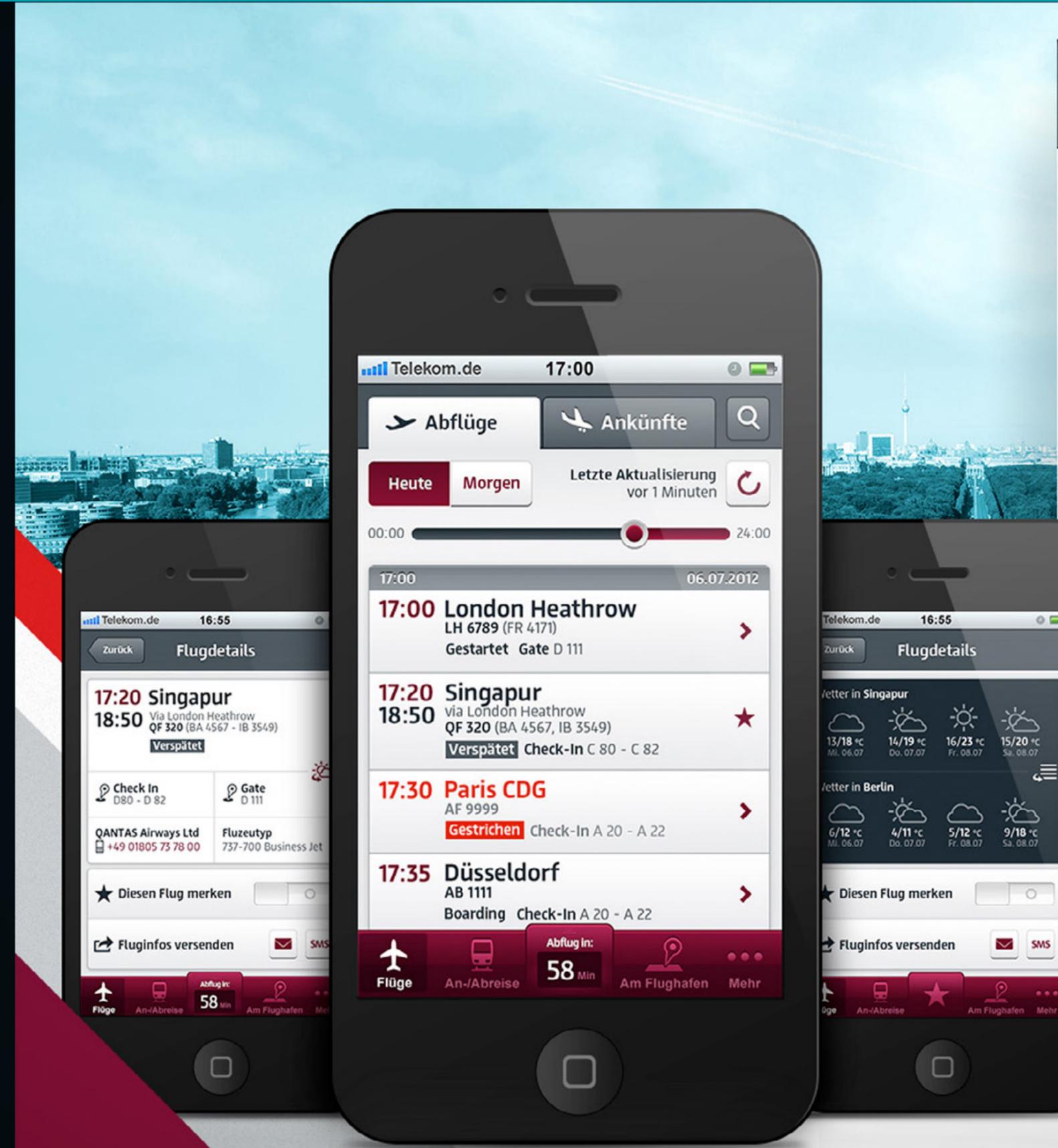
# Portfolio

## 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.





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

**A**

- Lars-Thorsten Alseben
- Brandon Arndt
- Thomas Amscheidt

**B**

- Horst Bach
- Heinz Bachelmann
- Ruth Bremser

**COLLABORATION**

### MY SHORTCUTS

- Fuschl
- RBMA Radio
- Content Pool
- SkyDrive

### 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

### 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 <b>SZG</b>	FLIGHT LH4404	BOARDING 7:45 pm	BERLIN <b>TXL</b>
Tegel <b>TXL</b>	FLIGHT LH4404	BOARDING 7:45 pm	Los Angeles <b>LAX</b>

**FUSCHL** 4:00 pm

**LONDON** 5:00 pm

**LOS ANGELES** 7:00 am

**AUCKLAND** 4:00 am

### LUNCH MENU

**Mohrenwirt**

**VORSPEISE**  
Gemüse-Sherry-Suppe mit Backerbsen

**MENÜ**  
Rind "Stragonoff" 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

- RED BULL MEDIA HOUSE
- LOREM IPSUM
- COLLABORATION

### SUMMARIZING

**MY SHORTCUTS**

- Fuschl
- RBMA Radio
- Content Pool
- Filesharing
- Winnog
- Ipsum

### WORLD TIME CLOCK

**FUSCHL** 4:00 pm

**FUSCHL** 4:00 pm

**LONDON** 5:00 pm

**FUSCHL** 4:00 pm

**LONDON** 5:00 pm

**LOS ANGELES** 7:00 am

**AUCKLAND** 4:00 am

**WORLD TIME CLOCK**

### DMS

**CI RESSOURCES**

- Red Bull Style Guide
- Intro
- This is a really long document name
- This is a really long document name
- Red Bull Style Guide
- Dinnerpool

**CI RESSOURCES**

### BOOKMARKS

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Search for bookmark

- Title of the bookmarked page

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Add Bookmark

Web Address: http://www.redbull.com

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Web Address: http://www.redbull.com

Title: Red Bull gives you Wings - Red Bull

Folder: Fabian's Favourites

**MY 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**

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