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

Check out more on the next pages

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

Creative Entrepreneurship ISSCE UdK Berlin
July 2013 - Start Your Own Creative Business

Portfolio

Index of select work samples

Quality Management Dashboard

Enterprise Forecasting Tool

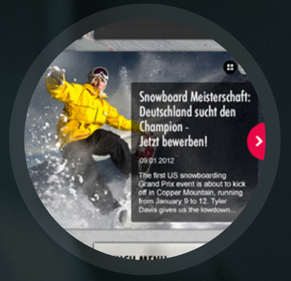
Big Data Telematics

LAB app

RoRAC Online Experience

SAP Smartwatch for Sales

Side Projects (Hobby)



Web Agencies + Freelance (Legacy)

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
Problems by Origin
Problems by Product Group
Problems by Priority
Problems by Plants
Top 5 Module
Top 5 Problems
Target Achievement
Sales Mix
Problems by Plants (Top 5)
Problems by Module (Top 3)
Malfunctions

Portfolio

Enterprise Forecasting Tool (1/3)

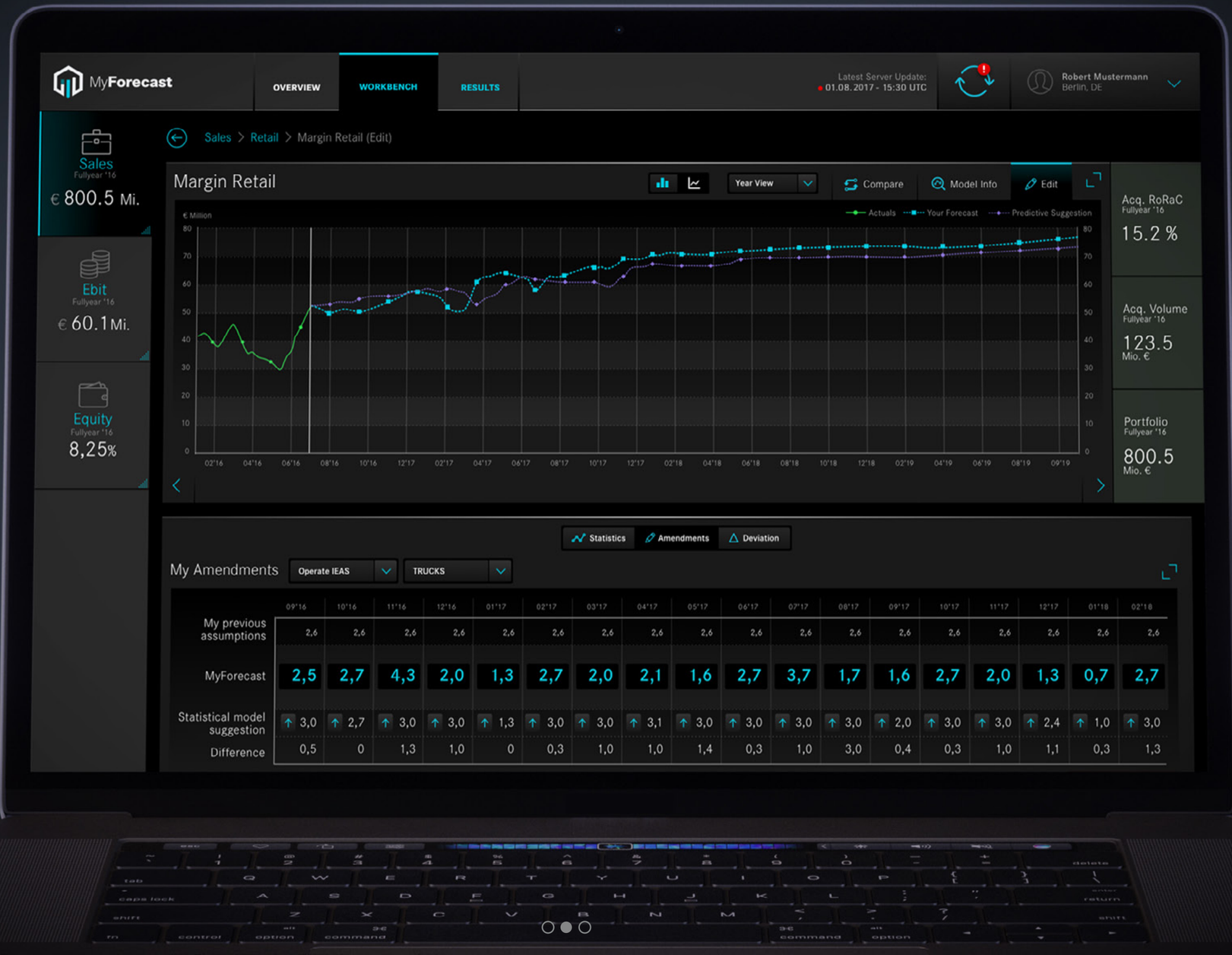
Measure, define and predict what is financially possible in a world-wide enterprise is an interesting challenge. The financial service department from a leading automotive company decided to translate and optimize its different forecasting tools and methods in a single product-solution.

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, simplyfying 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 > Retail > Margin Retail (Edit)
Sales
Fullyear '16
€ 800.5 Mi.
Ebit
Fullyear '16
€ 60.1Mi.
Equity
Fullyear '16
8,25%
Margin Retail
Year View
Compare
Model Info
Edit
€ Million
Actuals
Your Forecast
Predictive Suggestion
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
My previous assumptions
MyForecast
Statistical model suggestion
Difference

Margin Retail
Statistical Suggestion
Actuals
Local FC
Ac. RoRac
15.2 %
Acq Volume
123 mio
Portfolio
800.3
EDIT
602 Mio
EQUITY
8.2 %
Financed Amount
Residual Value
OPEX
Fee & Others
JULY
Compare with:

MyForecast
OVERVIEW
WORKBENCH
RESULTS
Latest Server Update:
01.08.2016 - 15:30 UTC
Robert Mustermann
Stuttgart, DE
Sales
€ 800.5 Mi.
Ebit
€ 60.1Mi.
Equity
8,25%
Sales > Retail > Margin Retail
Margin Retail
Year View
Compare
Model Info
Edit
Acq. RoRaC
15.2 %
Acq. Volume
123.5
Portfolio
800.5
Statistics
Amendments
Deviation
Financed Amount
Residual Value

Portfolio

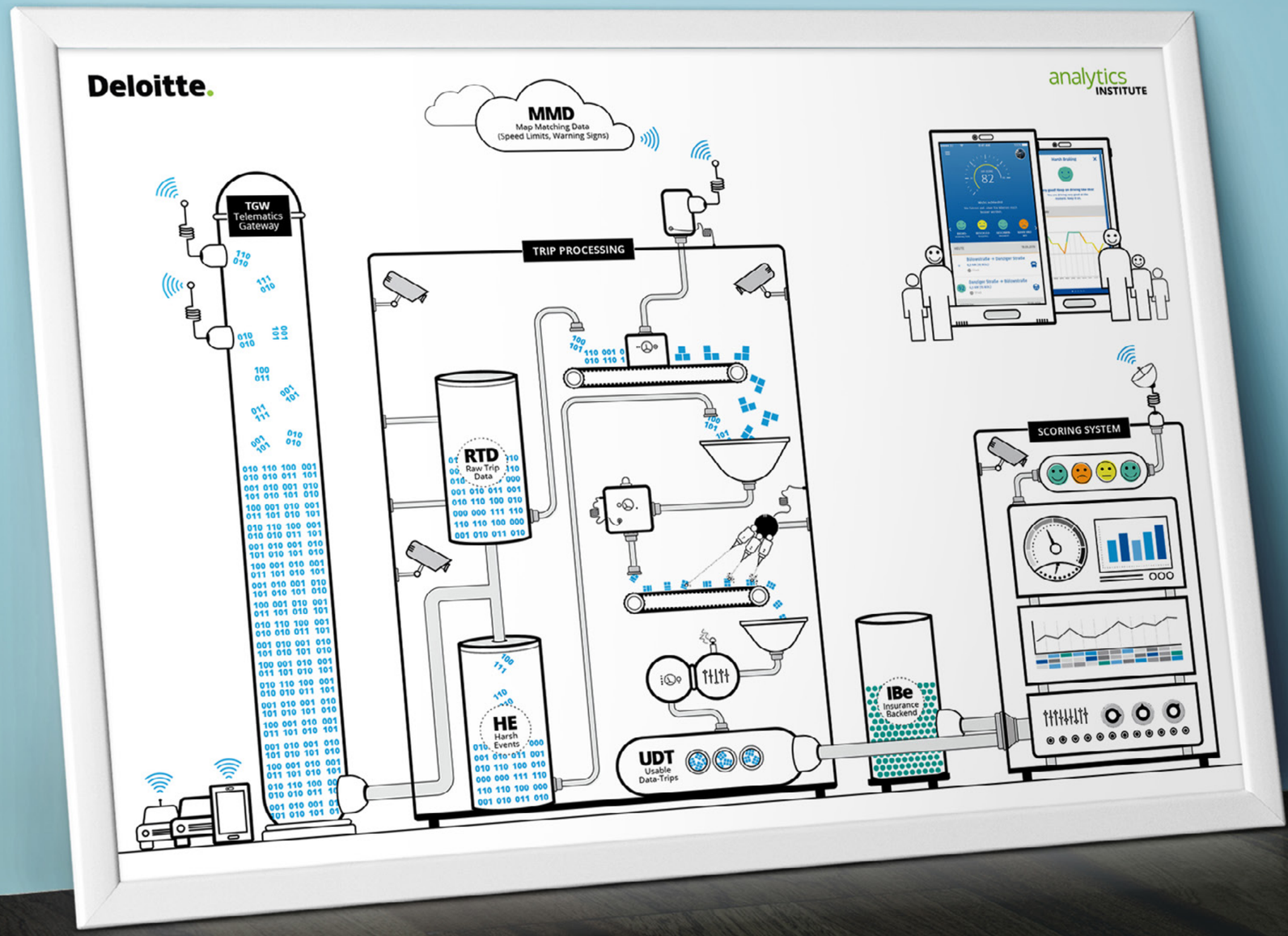
Big Data Telematics

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.

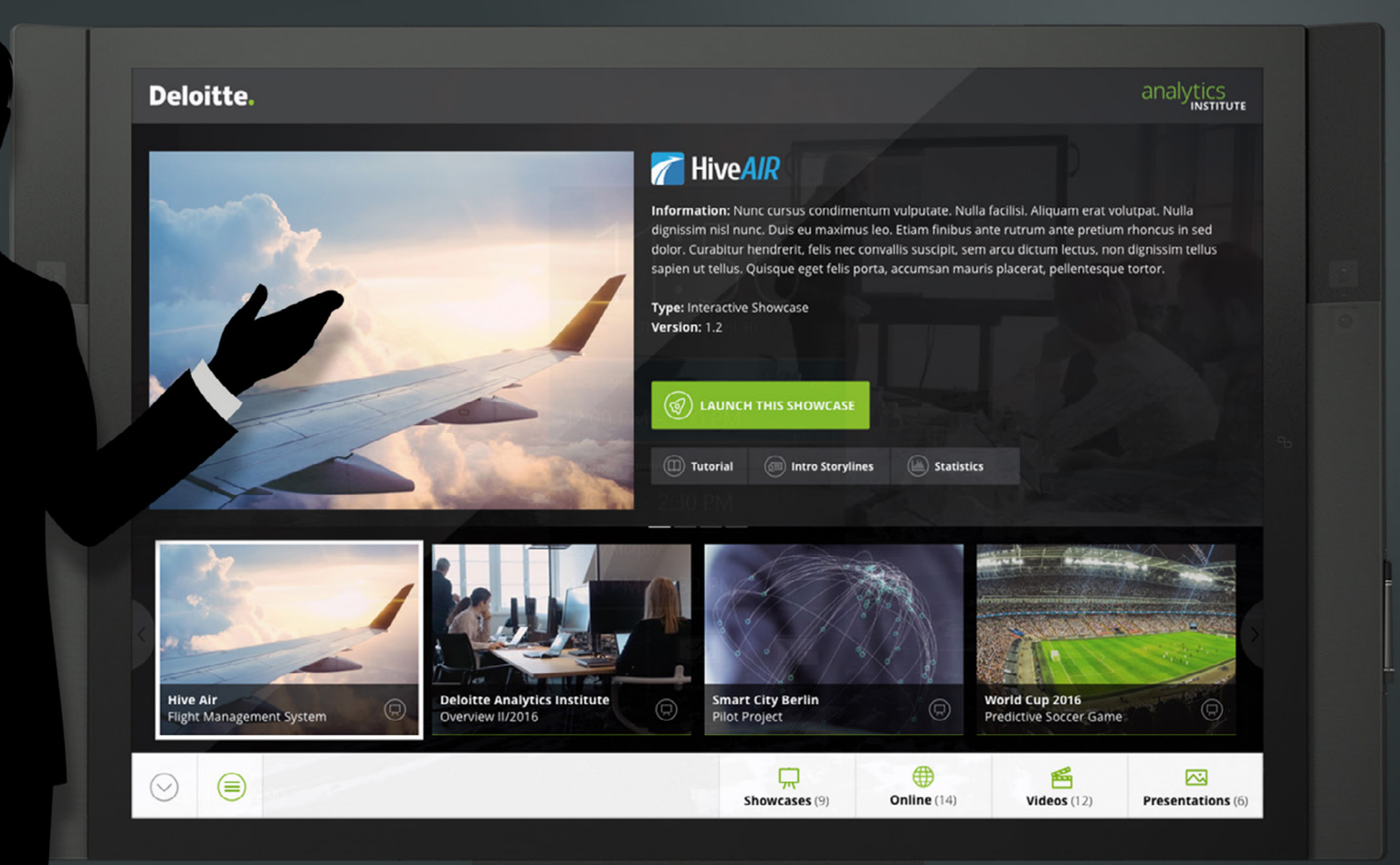
Having led several workshops, the design team already had a solid base of the requirements and issues that should be addressed when designing the tool.

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
Performance fi
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

INPUT MASK
MCF & CF Analysis
VERSION!
CHN MBL
RESULT
CUSTOMER
Name
ID
Rating
Cus.type
Manual PD
Glance info about
AVG RoRAC
CLEAR
SAVE
EXPORT
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?
Lyreco
Deal 1
Deal 2
Customer
vehicle
result
contract
Avg
RoRAC
Search Keyword
Target RoRAC
Manual CF & CF Analysis
OVERVIEW
MY QUOTES
NEW QUOTE
My Quotes / Auto Deininger GmbH & Co. KG
Customer Type:
Dealer
Deal ID (System Generated)
2434875619-1
Customer Name:
Auto Deininger GmbH & Co. KG
Customer Information
Manual PD
DFS Rating/Scoring*
5
Vehicle
Numbers of Vehicles*
4
List Price per Vehicle (€)*
34.535,00
Asset Valuation Curve*
Age of Used Vehicle*
New/Used*
New
Contract Information (per One Vehicle)
Financial Product Type*
Dealer Financing / Leasing Credit Line
Sales Price Excluding Taxes (€)*
24.587,00
Additional Financed Item
10.000,00
IDC/Commission/Subsidy/Fee Upfront (€)*
10.000,00
Downpayment*
37.585,00
42.585,00
Financed Amount (€)
37.585,00
Credit Term (months)
24
Interest Rate Type*
FIXED
IDC/Commission/Subsidy/Fee Periodic (%)*
% per anno
2,00
Non-Guaranteed RV
% of FA
2,00
Customer Rate (%)*
7,00
BM
PAYMENT DETAILS
Payment Frequency*
Monthly
Payment Mode
In Arrears
First Installment Date*
Payout Date*
LAST CALCULATION: 23.11.2016 - 14:17
Calculate
Advanced
Guarantee
Customer, Vehicle and Contract *
SAVE DEAL
EXPORT DEAL AS ...
Calculation Result
Nominal
Effective
Customer Rate 7,00% 7,00%
IDC/Commission/Subsidy/Fee Upfront 0,00%
Deal Rate (IRR) 7,00% 7,23%
Cost of Debt (100% Matched Funded) 3,33%
Gross Insterest Margin 3,67% 3,74%
Capital Advantage 0,28%
Net Interest Margin 3,95%
Standard Cost Cred. Risk 1,14% 4,02%
OPEX 1,40%
IDC/Commission/Subsidy/Fee Periodic 0,00%
Net EBIT Margin 1,41% 1,42%
Economic Capital 8,31%
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)

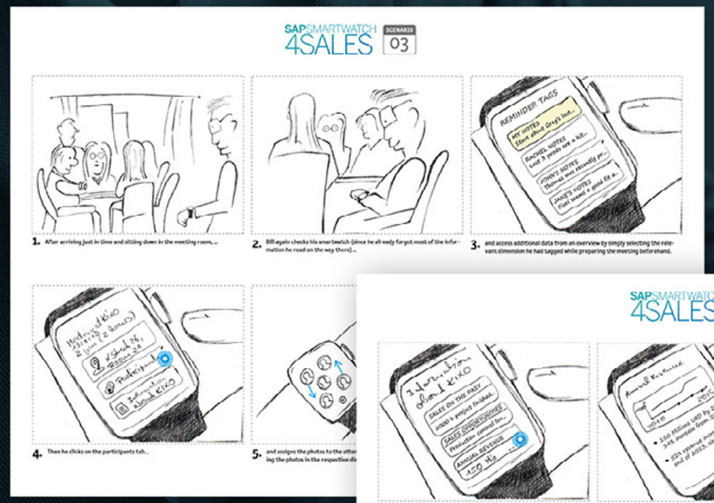
The goal of this project was to create a pioneering and innovative application for smartwatch that could support sales managers in a very opportune manner. This project was made for SAP (San Francisco, USA) to be presented at the SAPPHIRE NOW event.

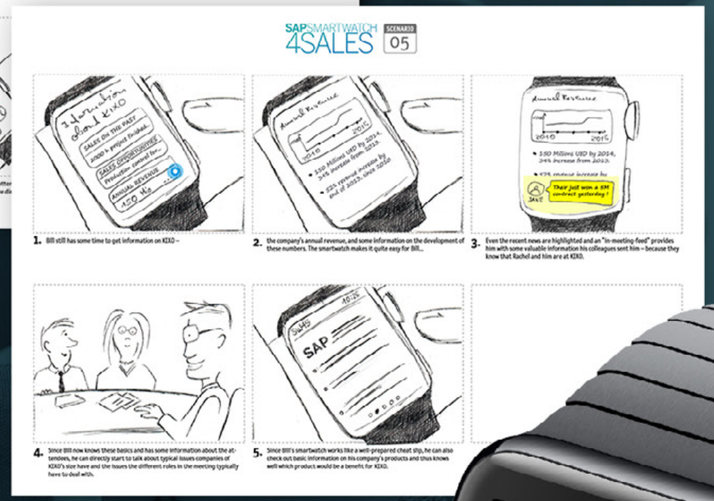
The tasks that embraced for this project where user research, interviews, concept and ideation, user stories and storyboard, wireframing, research for smartwatch user interface requirements and its limitations, up to finalized screen design samples.

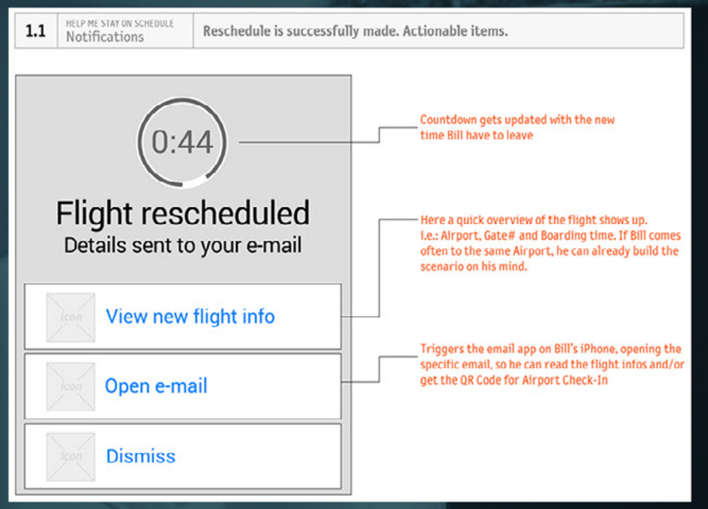
The provided output from my side in this project where support on the development of the user stories, whole storyboard generation for the chosen stories, wireframing and user interface design. A video overview of the finalized product, than named “The perfect meeting” can be seen here.

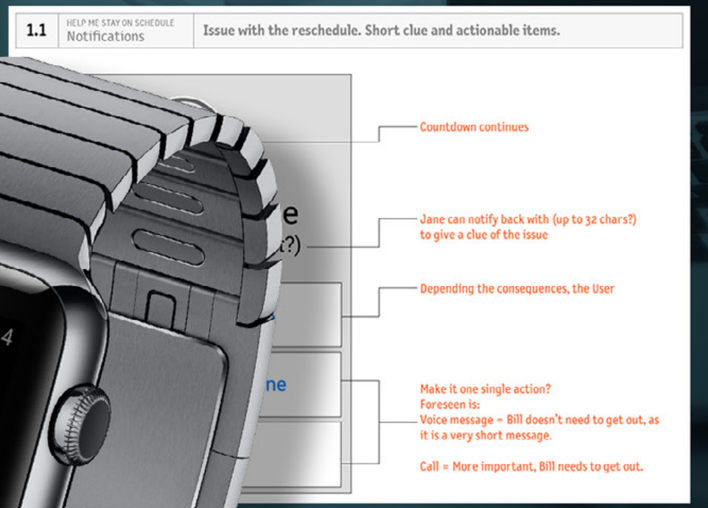
INDUSTRY

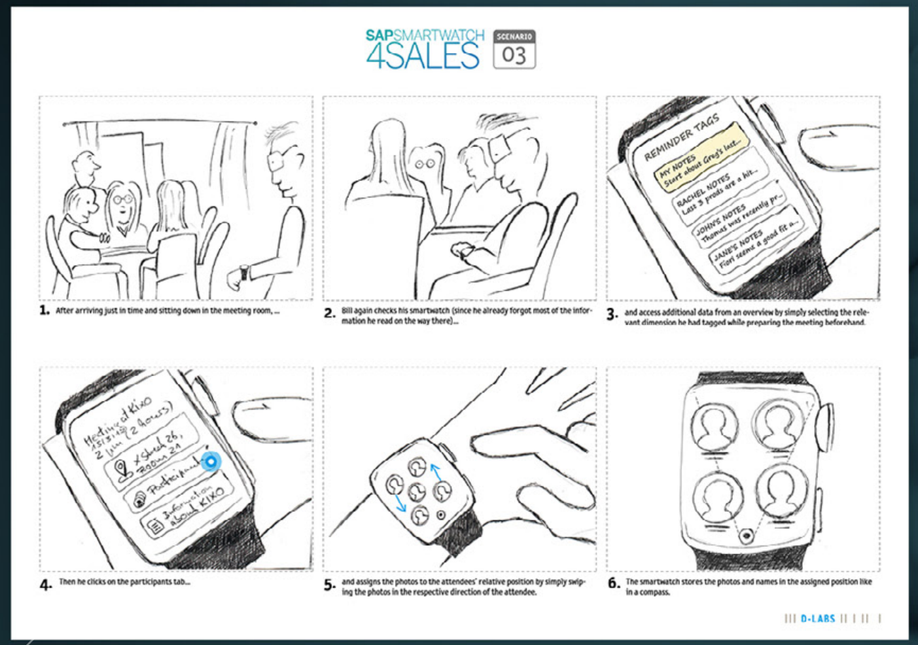
SOFTWARE

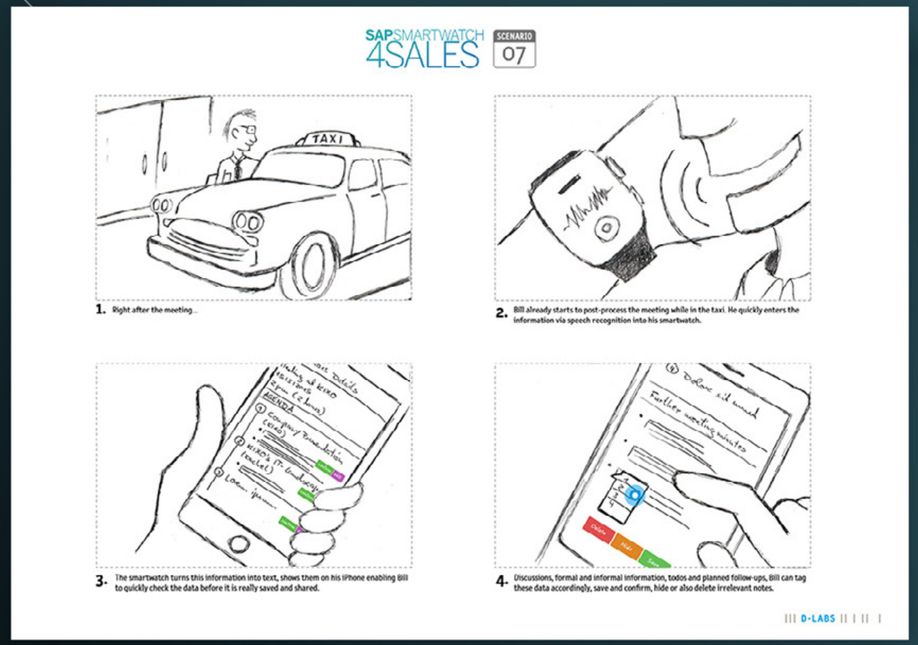









SAP SMARTWATCH 4SALES SCENARIO 03
1. After arriving just in time and sitting down in the meeting room, ...
2. Bill again checks his smartwatch (since he already forgot most of the information he read on the way there)...
3. and access additional data from an overview by simply selecting the relevant 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 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 09:42
About KIXO
Company Snapshot
REVENUE (US$ Billion)
12
8
4
05 07 09 11 13 15
$690m ▲58% Revenue 2014 (YOY)
$11,95b market cap
Meeting @ KIXO 09:44
About KIXO
Opportunity
EXPECTED REVENUE
$1,4 Mi
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)

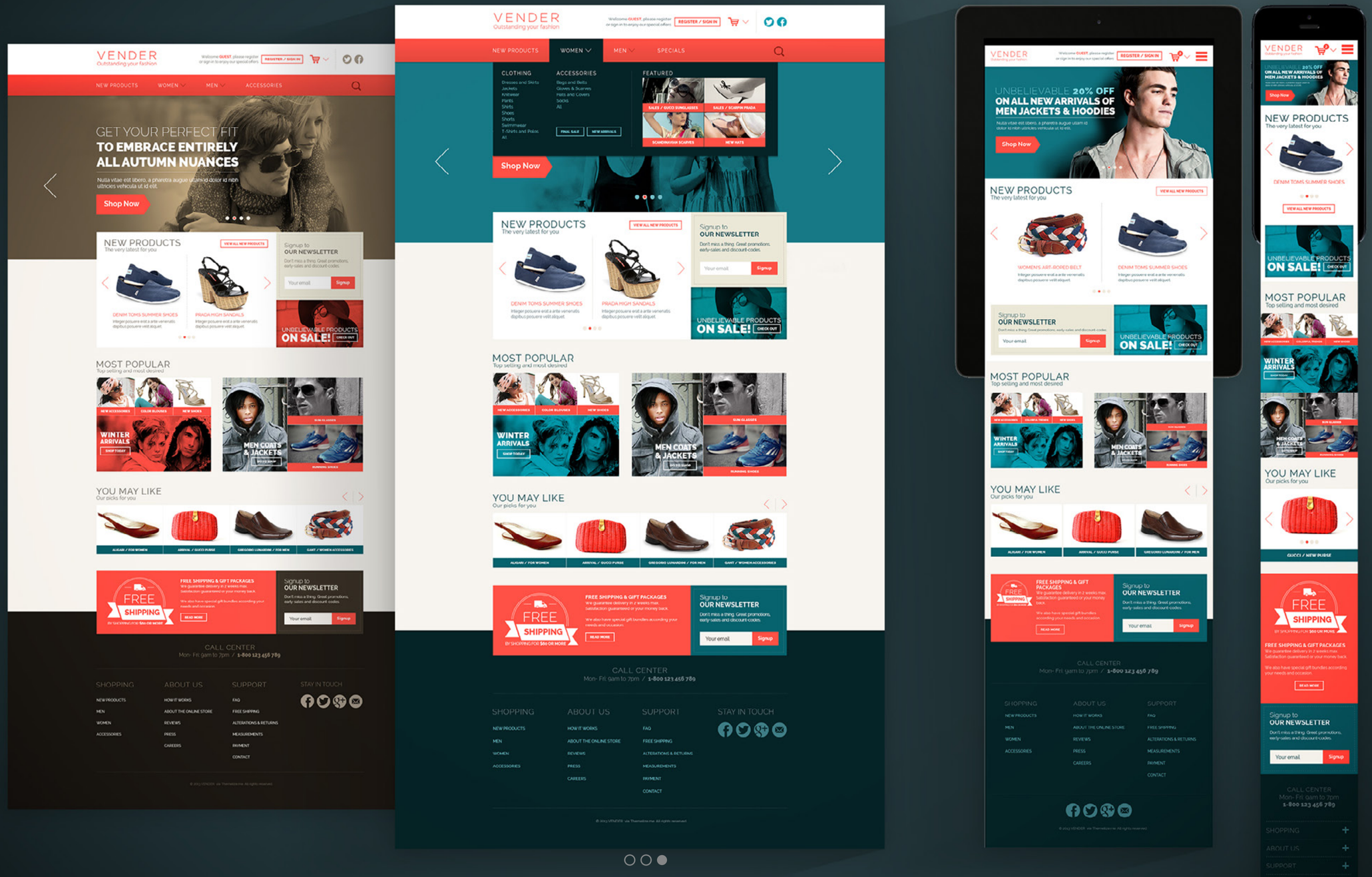
To stay current with hands on capabilities and to know the latest tools, trends and challenges within interface design, a parallel activity also takes place by executing side projects such as icon libraries and products/cpncepts for front-end development.

1. In this screen a few examples of icon design can be seen. A total of near one tousand 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
USER EXPERIENCE
WEB DEVELOPMENT
SEO & MARKETING
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
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.
STATISTICS & FACTS
36 Scrum masters in our team
120 Websites designed and developed
7 Different native languages
47 Cyclists in our office
News
Events
FROM OUR BLOG
Vestibulum id ligula porta felis euismod semper
Praesent commodo cursus magna, vel scelerisque
Cursus magna, vel scelerisque nisl consectetur
VIEW BLOG PAGE
H1 Sample: Roboto Slab; Bold; 36px; #252c33;
H2 SAMPLE: RALEWAY, LIGHT, UPPERCASE; 28PX, #252C33;
H3 Sample: Roboto Slab; Bold; 22px; #252c33;
H4 Sample: Raleway; ExtraBold; 18px; #252c33;
H5 SAMPLE: RALEWAY, LIGHT, UPPERCASE; 16PX, #252C33;
Overview
Features
Reviews
LOGIN


VENDER
Outstanding your fashion
NEW PRODUCTS
WOMEN
MEN
ACCESSORIES
SPECIALS
GET YOUR PERFECT FIT
TO EMBRACE ENTIRELY
ALL AUTUMN NUANCES
Shop Now
NEW PRODUCTS
The very latest for you
Signup to
OUR NEWSLETTER
UNBELIEVABLE PRODUCTS
ON SALE!
MOST POPULAR
Top selling and most desired
WINTER ARRIVALS
MEN COATS & JACKETS
YOU MAY LIKE
Our picks for you
FREE SHIPPING
FREE SHIPPING & GIFT PACKAGES
CALL CENTER
SHOPPING
ABOUT US
SUPPORT
STAY IN TOUCH

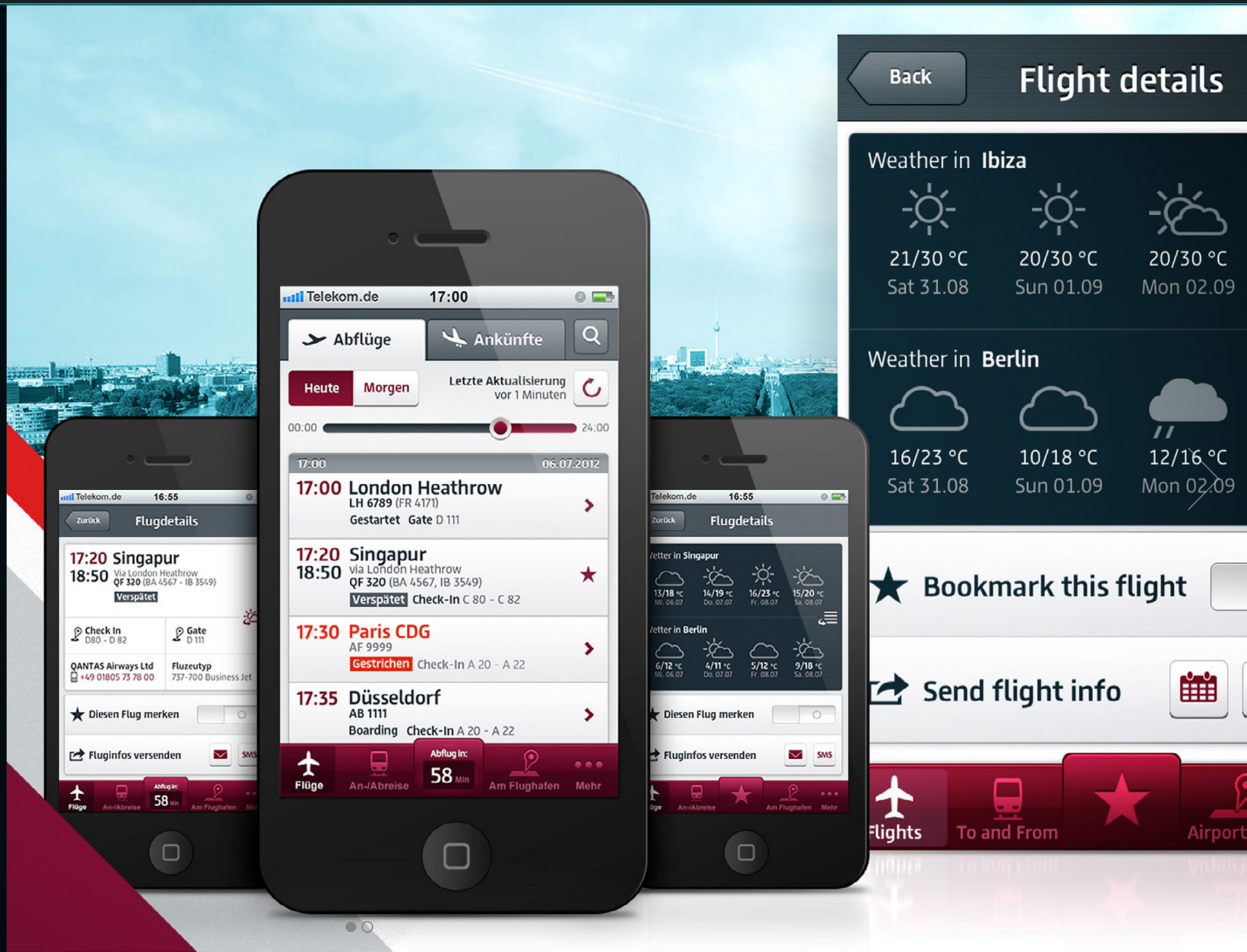
Portfolio

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

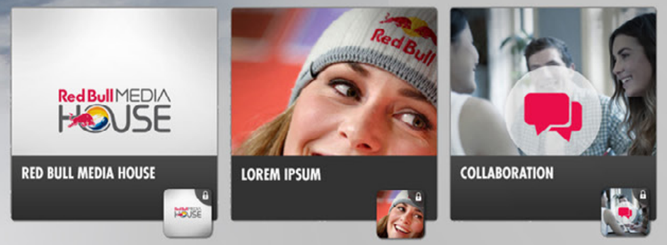
Here 2 dated items are shown as a past experience examples by working as UI designer at a digital agency in berlin called Publicis Pixelpark.

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.



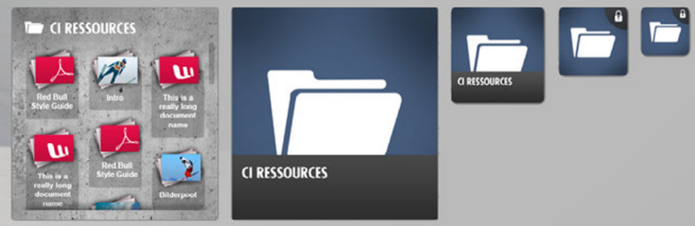
TEASER



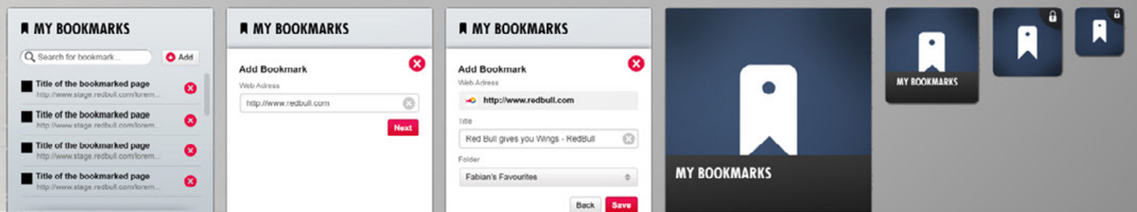
SUMMARIZING

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.

linkedin.com/in/alexwendpap/

dribbble.com/alexwendpap

xing.com/profile/Alex_Wendpap

pinterest.de/alexwendpap/

Areas of interests within design

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

twitter.com/alexwendpap

alexwendpap@gmail.com

alexwendpap

Thank you for your attention

© 2020 All rights reserved.
None of this content shall be shared further if not for the purpose
of recruitment, without notifying its author.

If you have any question, please contact Alex Wendpap