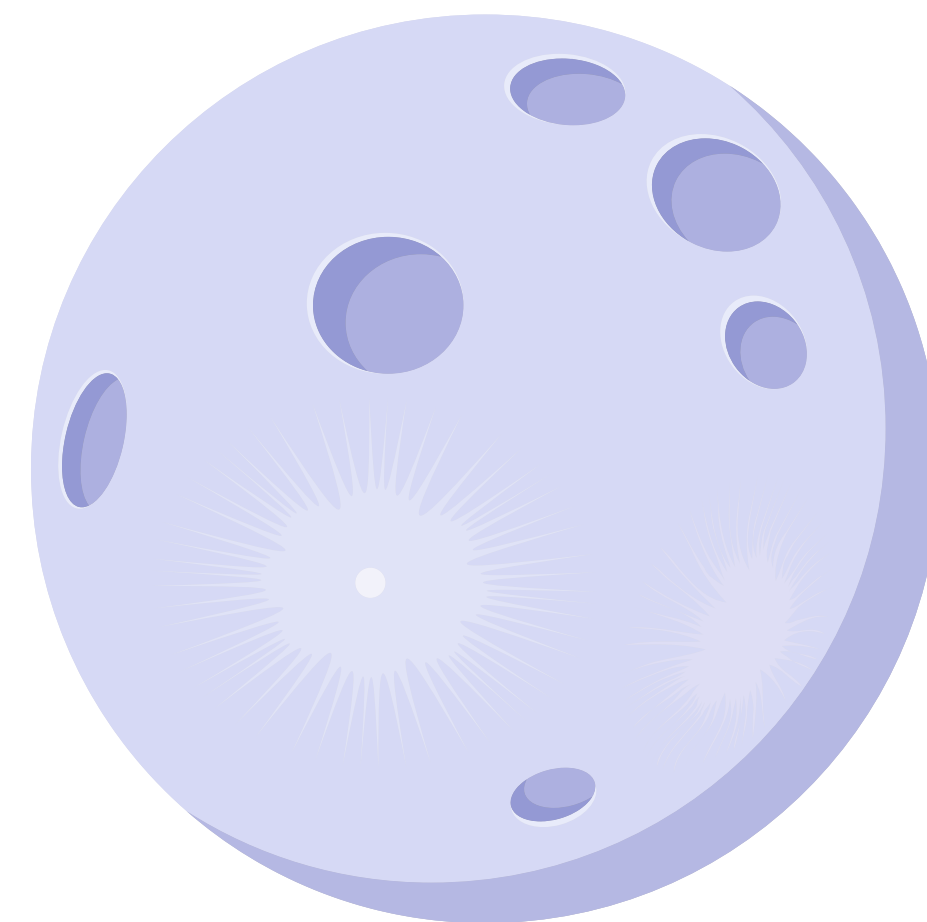


# MAREKA PÄHRISCH DIGITAL PRODUCT DESIGNER



I create elegant solutions with a human-centered design approach, to help people make better products, services and all other kinds of experiences.



# RECENT PROJECTS

## Tower Defense Mobile Game

as Senior UX-Designer

08/2020 – 01/2021

at Rumble, San Mateo, CA

- + + created UX wireframes & flows for game experience
- + + designed User Interfaces for features in sketch
- + + implemented final layouts in unity
- + + tested implementation in early user tests
- + + evaluated user tests
- + + iterated UX flows & UI implement. based on user needs

## Pandemic Home Schooling Platform

as Senior UX-Designer

06/2020 – 08/2020

at Cornelsen, Berlin, Germany

- + + final UIs based on prototype and MVP definition

## MATE Event SAS

as Senior UX-Consultant (Freelancer)

03/2018 – 04/2018

Berlin, Germany

- + + redesigned Interface for event managment tool
- + + workshops with client and customers

- + + analysed UI and identified issues in user journey
- + + improved user journey & information architecture
- + + interactive wireframe prototype and lo-fi mockups

## God-Kings - mobile MMORP Game

as Senior UI/UX-Designer

04/2018 – 12/2019

at Innogames, Düsseldorf & Hamburg, Germany

- + + crafted and finished every detail in the product
- + + led cross-functional team from idea to launch
- + + created the experience of new features
- + + worked across every stage of product development
- + + prototyped and found creative solutions

# EDUCATION

## University of Applied Sciences Potsdam

Interface Design BA

2012 – 2016 in Potsdam, Germany

## High-School Diploma (Abitur)

Major: Digital Media Design & Maths

Grade: 1,3 (A+)

2010 – 2012 in Berlin, Germany

## Ernst-Litfass-School / Webtrekk

Dual apprenticeship Digital Media Design

1/3 school 2/3 working in company

2006 – 2009 in Berlin, Germany

# SKILLS

## Tools

Adobe XD, Illustrator, Photoshop, After Effects, Sketch, proto.io, Marvel, Principle, Framer Studio, Flinto, Kite, Zeplin, Unity, Angular, React, Polymer,

## Competencies

User Experience Design, Graphic Design, Human-Computer-Interaction, Interface Design, Service Design, Digital Product Design, Information Architecture, Prototyping, Design Systems

# DEETS

+49 (0) 172 934 96 70

mareka@paehrisch.de

linkedin.com/in/marekapaehrisch

xing.com/profile/Mareka\_Paehrisch

instagram.com/mademoisellemoriarty

www.paehrisch.de



## HOME SCHOOLING PLATFORM

INITIATOR & CLIENT  
Cornelsen

PROJECT PHASE AND STATUS  
Summer 2020

### TEAM

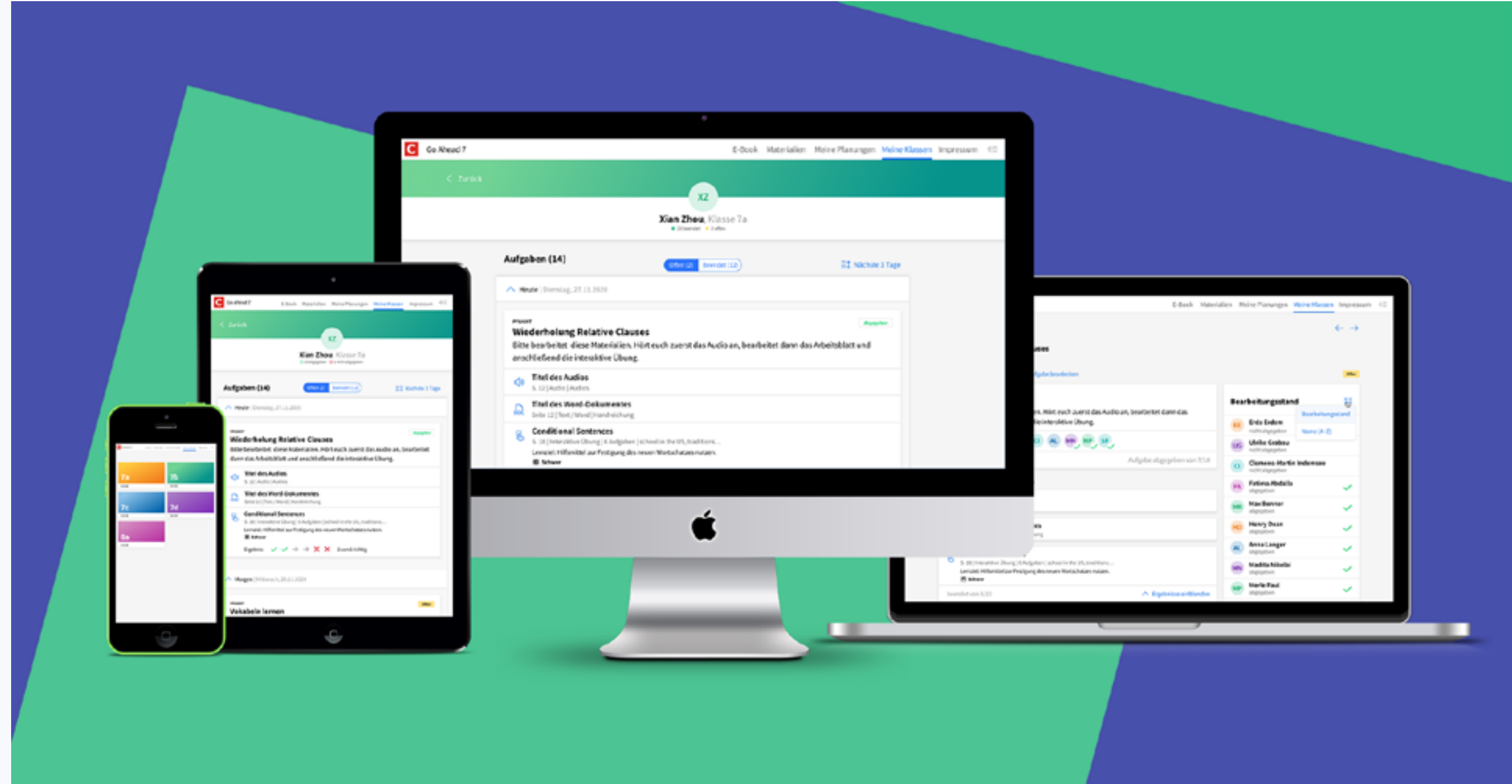
Caro Vix (UX Designer)

Niki Kraus (Design Program Manager)

Takuya Furukava (Product Designer)

Andreas Witt (Product Manager)

...



## Germany's Federal Education System goes digital for COVID-19

The German school book publisher Cornelsen developed a learning platform for teachers and students. This allows them to have digital classes with all the necessary learning material online.

I was responsible for the part of the product that covers class preparation.

Teachers can now create new exercises and assign them to each student individually. Knowing their students' strengths and weaknesses in particular subject matters, teachers can assign targeted tasks as well as check their student's progress at any time.

I created final visual mockups and worked closely with development during implementation.

This process included modifying UX flows for both teachers and students, and creating high fidelity styles and assets.





## TOWER DEFENSE GAME

### INITIATOR & CLIENT

Rumble, San Mateo, USA (Plarium)

### PROJECT PHASE AND STATUS

Summer-Winter 2020 / Unpublished title

### TEAM

Mark Spenner (CEO)

Jeremy Forson (Lead UX Designer)

Phillip Chung (Senior Game Designer)

Albert Truong (Art Director)

James Fielding (Executive Director)

Chad Flemming (Product Manager)

...



### User Experience Design for Tower Defense Game

In June 2020 I joined Rumble, Plarium for a 6 month contract to help them overcoming their UX/UI bottleneck and designing features for an until now unpublished and unnamed mobile title. I was responsible for designing early retention features such as daily and weekly retention calendars, the quest system and setting up the shop for the game. Since Rumble's team working on that new project remains very small, I did everything from transferring early game designs and rough systems data into wireframes, develop the UI

elements and implement those assets into functional unity layouts. Once a feature was ready to play, we tested it immediately in our early testers group, evaluated the results and iterated the design if possible already in the next sprint.

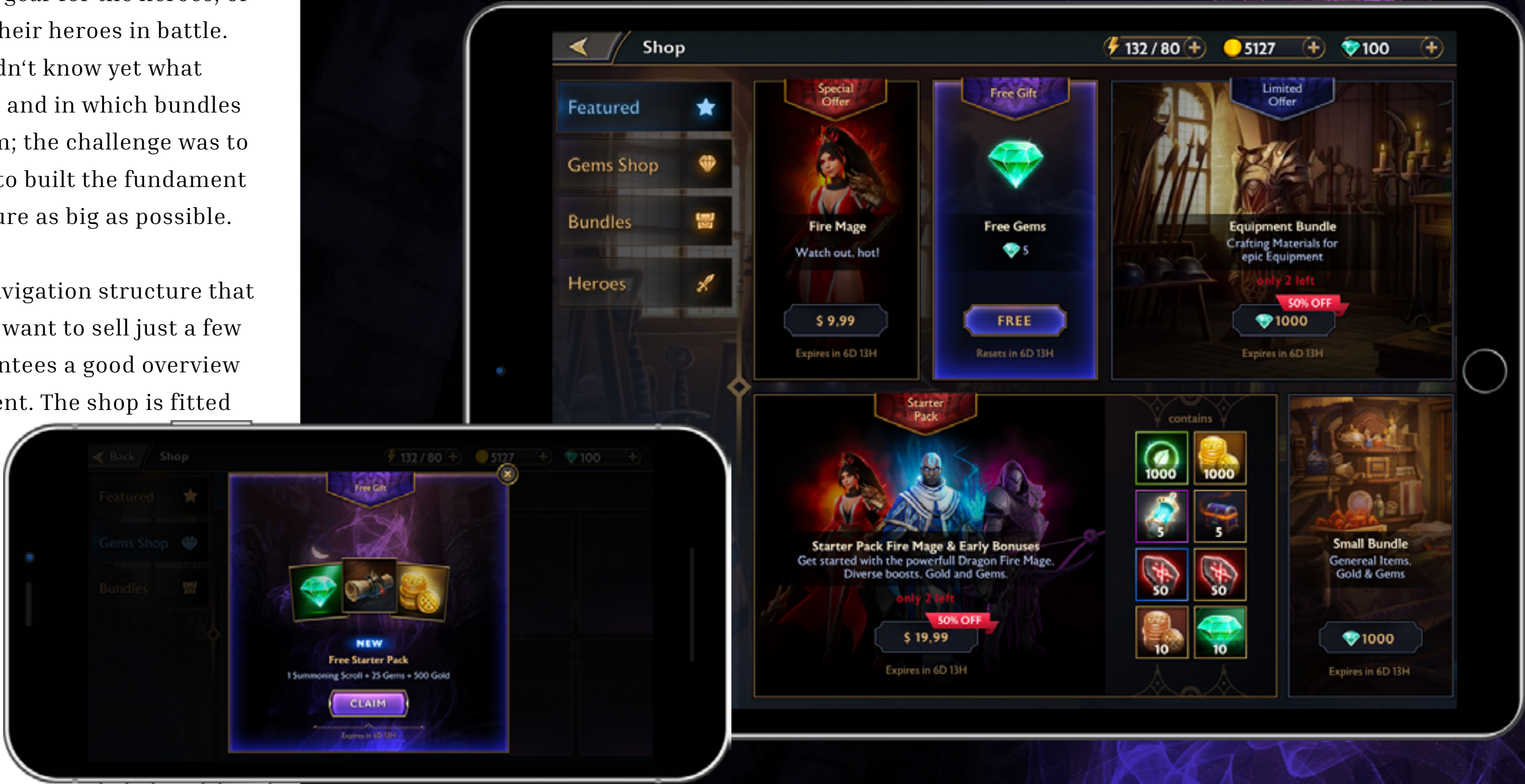
The game is built as a free-to-play real time strategy tower defense game similar to Arknights with a more western and classical RPG game approach. Rumbles startegy is to replicate the mobile success Arknights from Japan and transfer it to a western audience through simplicity in UI and an easy accessible story.



The Shop

The most important project I was working on was the ingame shop where players can buy game currencies, heroes that fight on the players battlefield or items such as weapons or gear for the heroes; or simply boosts that support their heroes in battle. Since the game designers didn't know yet what exactly they are going to sell and in which bundles players will want to buy them; the challenge was to keep the layout flexible and to built the fundament for the information arcitecture as big as possible.

I came up with a 3 leveled navigation structure that looks simple in case we only want to sell just a few selected offers but also guarantees a good overview even with a massive assortment. The shop is fitted with an vertically scrollable main navigation for rough sorting categories on the left side, an horizontally scrollable natigation on top for the second level and bundle offers that may contain several items in one package on the third level. To help guiding attention and point out the important offers that players are supposed to buy, the shop grid is designed for several offer sized from small single item offers to extra large bundles.

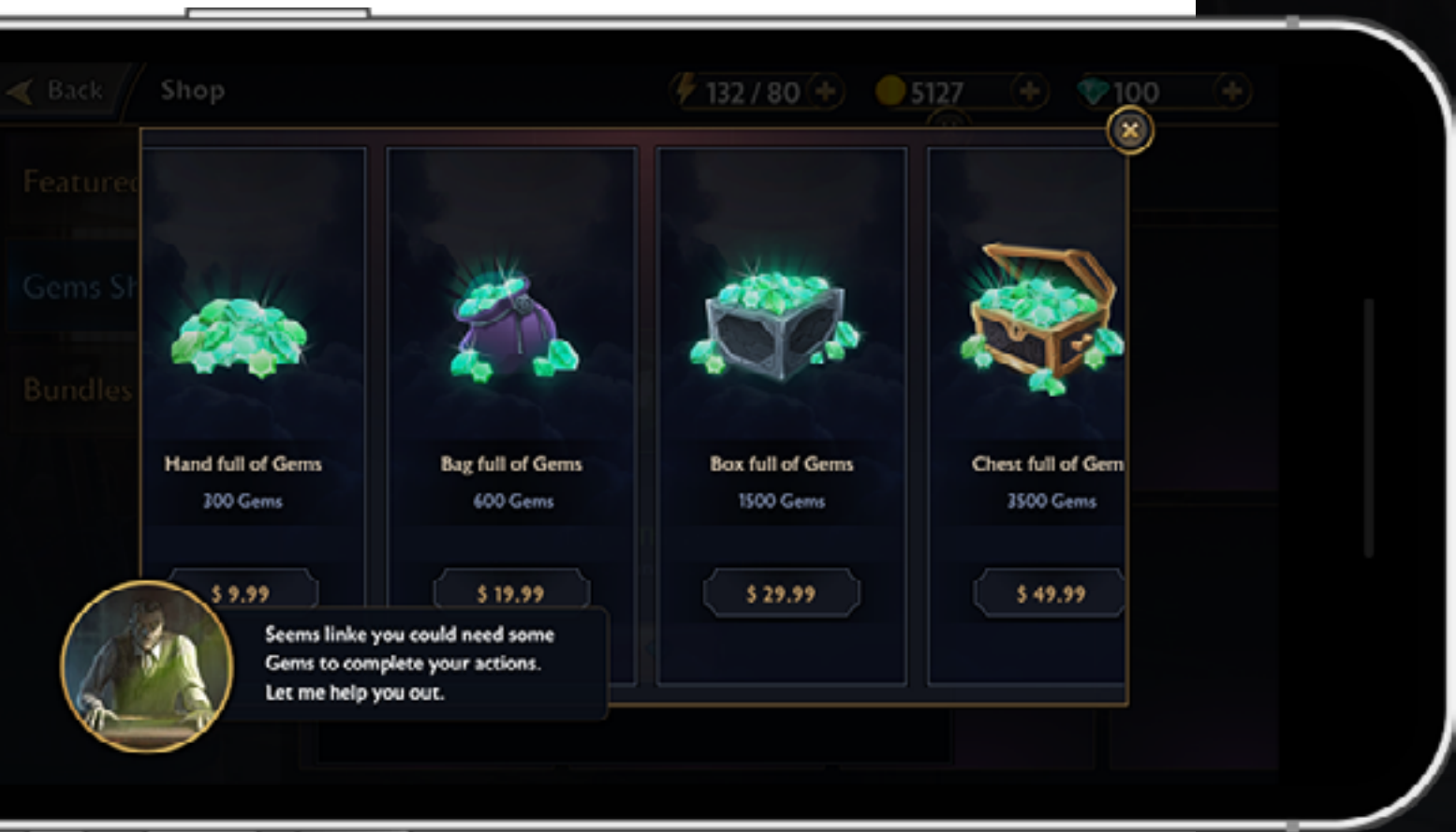




### The Shop keeper

The shop keeper was meant as a guide who points out new offers that game designer want players to purchase. I designed him as an dodgy character that distrusts everyone and only gives discounts depending on players reputation based on players loyalty to the game and previous in-game purchases. Giving him a conspicuous character that underlines the dark fantasy art direction of the game turnes the in-game purchase into an actual fantasy shopping experience.

He would offer the player bundles that seem to fit player needs based on their campaign progressions and their consumption behavior.



**Welcome to the Gem Shop!**  
**I have everything you need to win the war against the horde.**  
**Tap to continue**





Retention Features

Another feature I have worked on was the early player retention calendar which the game designers wanted to be a reward machine that motivates players to return to the game and built up a habit of checking in every day.

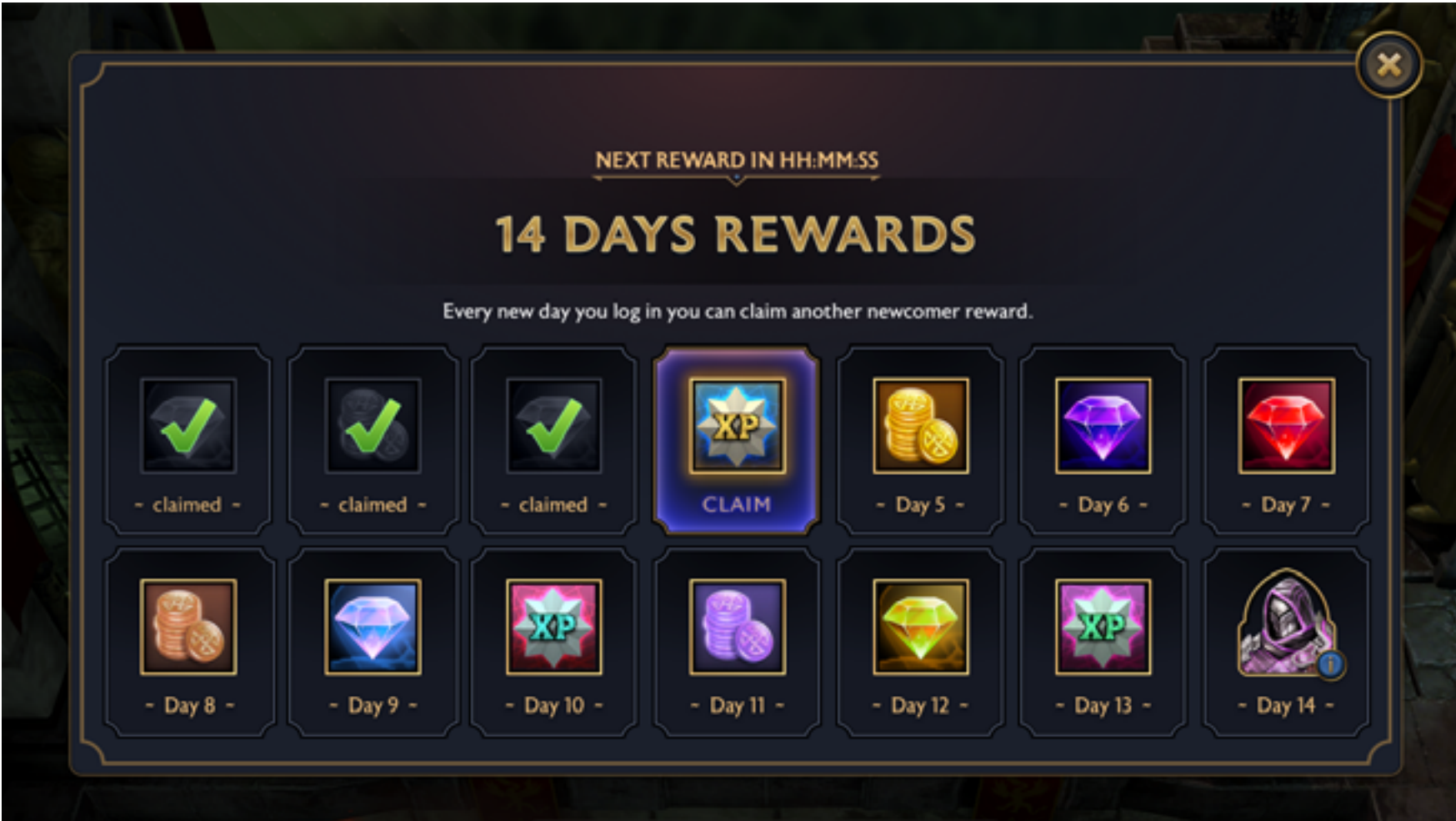
This calendar can be accessed over a floater in the main screen and was originally designed to be shown only to new players in their first 2 weeks.

Info Library

Every more complex feature requires from game design further explaination such as drop rates and possible rewards. This panel was designed to be recognizable as an explanatory content different from the other feature UI.

Quests

The following page contains an example of a flow for Quests that helped us planning the development of the feature.





DAILY QUESTS

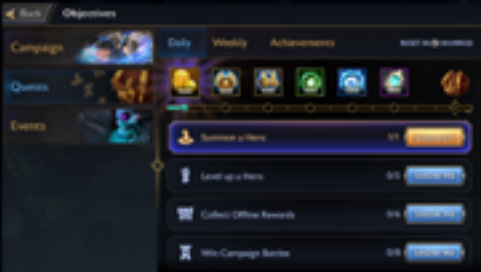
First display daily quests after player fulfilled one task (from tutorial)



Quests icon in main interface is highlighted

Action:  
tap on quest  
button

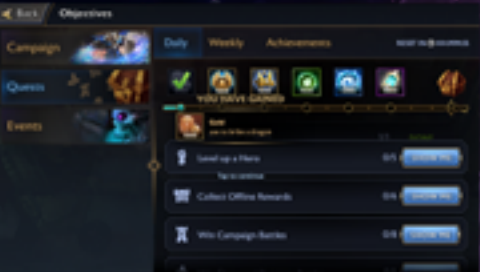
// complete objective



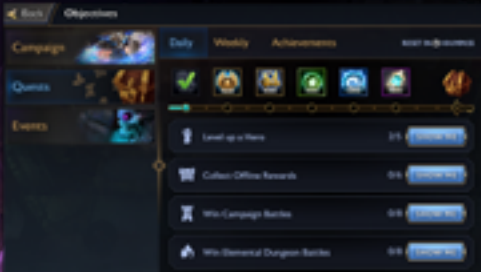
- one quest should be completed through tutorial
- scroll to position with first collectable quests
- completed quest background is highlighted
- collect button is highlighted
- quest progress 100%
- show initial quest image

Action:  
tap on collect  
button

// claim reward



- total progress bar fills up
- quest markers as completed
- quest progress bar disappears
- completed quest disappears
- uncompleted quests move up
- first stage reward claims automatically
- stage reward markers as claimmark, grayed out reduced opacity and checked
- scroll to next claimable quest

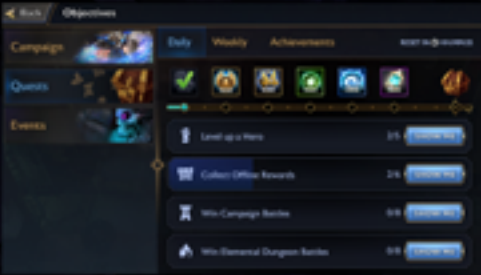


- stage reward claimed, grayed out reduced opacity and checked
- time spent disappeared
- checked at the end of the list only if list scrollable

uncompleted objective



Action:  
tap on quest  
button



- quests in a vertically scrollable list
- scroll progress bar displays percentage of progress
- completed quests are at the end of the list
- following sequence quests are hidden

evolve quest

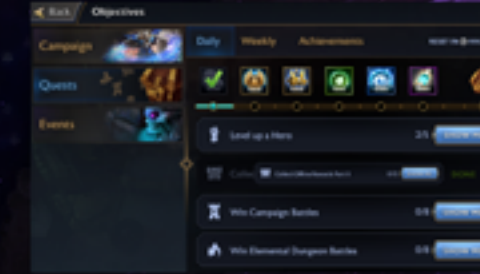


Action:  
tap on quest  
button



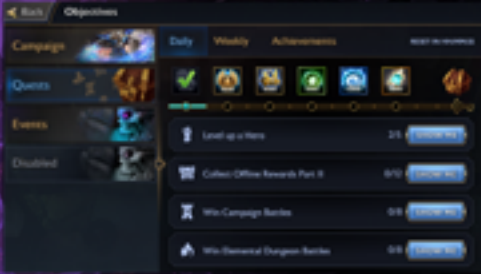
- one quest is completed and ready to collect

Action:  
tap on collect  
button



- Quest points are added
- old quest markers as done
- darken and
- make button
- mark as "done"
- new quest appears and scales up
- former quest disappears

wait



- follow progress to next quest evolution level
- hide previous quest



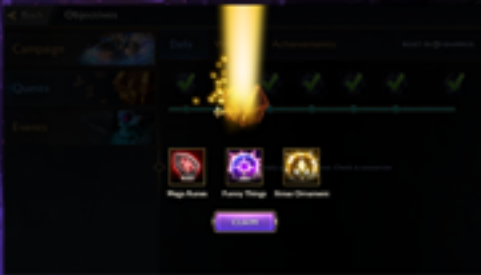
- only one section left to last stage reward
- multiple collectable objectives/quests possible, collecting any of them will trigger main reward

Action:  
tap on collect  
button

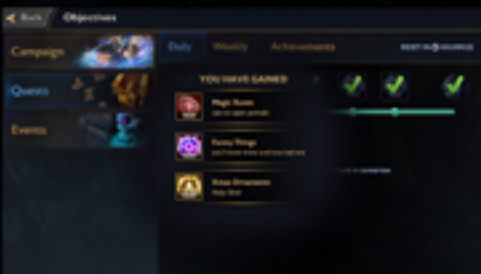
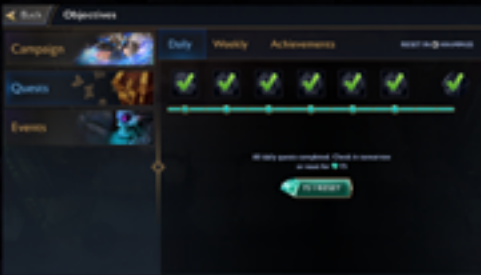


- all objectives mark as done
- progress bar fills up
- last stage rewards automatically claimed

wait for animation



Action:  
tap on claim  
button







MONTBLANC TIMEWALKER CAMPAIGN  
WEBSITE & GOODWOOD FESTIVAL OF SPEED  
SPONSORSHIP LANDING PAGE

INITIATOR & CLIENT

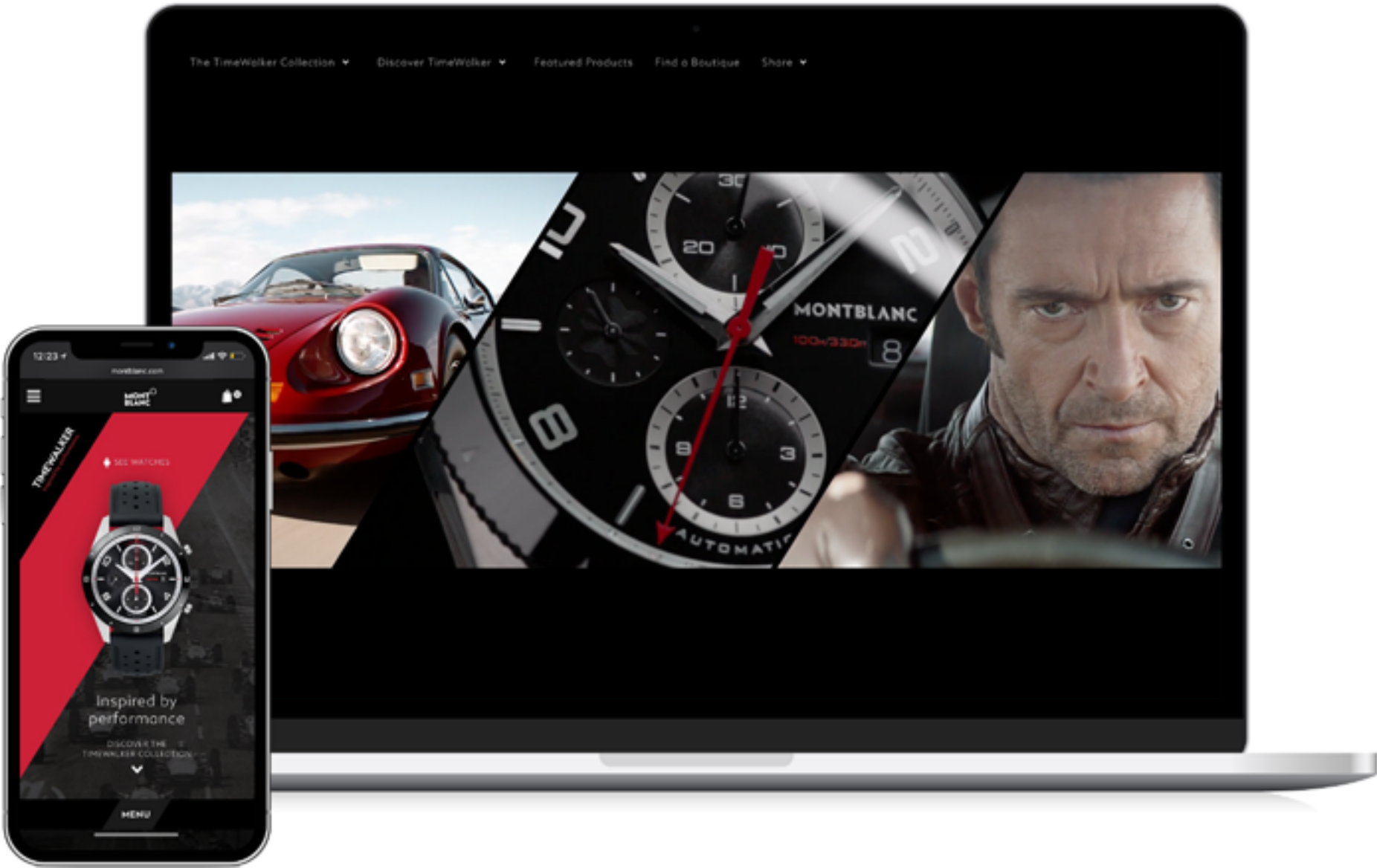
AKQA for Montblanc

PROJECT PHASE AND STATUS

May 2017 / Launch at June 2017

TEAM

- Anthony Lui (Lead UX Designer)
- Ashley Youett (Senior UX Designer)
- Helene Stroem (Programme Coordinator)
- Felipe Sona (Art Director)
- Moe Vieweg (Senior Account Director)
- Mario Fuerderer (Programme Director)
- ...



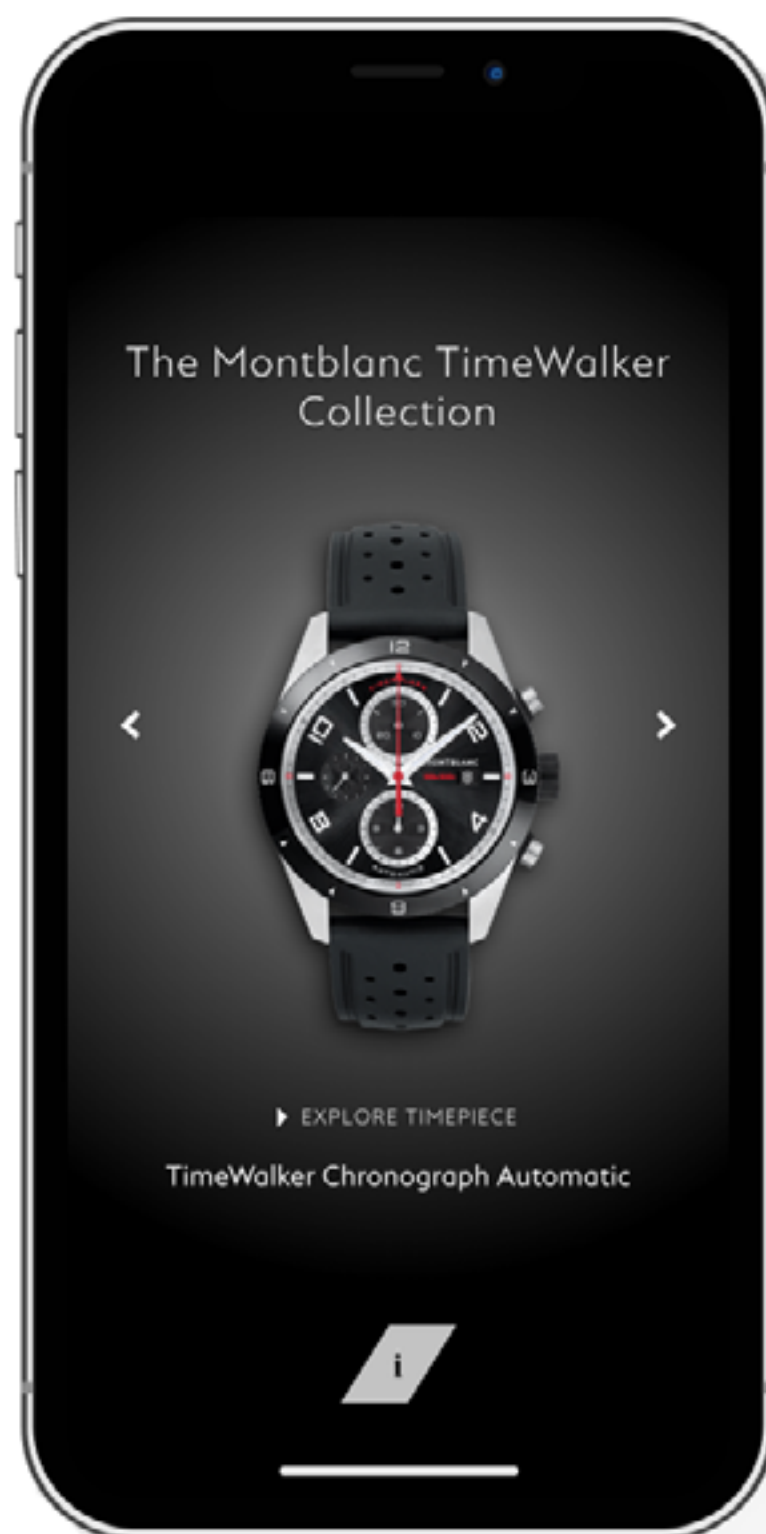
User Experience Design for Montblanc Campaign

With the launch of the new TimeWalker collection, the Luxury Maison brings its timekeeping heritage to one of the world’s most important automotive events with a five year partnership.

Every summer, Goodwood hosts the internationally renowned Festival of Speed, one of the most iconic events in the British sporting and social calendar that brings

together the most accomplished drivers in the world’s rarest and most spectacular machinery.

In June 29th to July 2nd 2017, Montblanc lent its time-keeping expertise to one of the greatest festivities of car culture in the world today. As the Official Timing Partner of the Festival of Speed, Montblanc presented its new TimeWalker collection and highlighted its Minerva legacy for professional time-keeping instruments, celebrating some of the most remarkable icons of the 20th century automotive history.



Where legends live on

Every summer, the internationally renowned Festival of Speed celebrates motorsports' rarest vehicles and most accomplished drivers at the Goodwood Estate. As Official Timing Partner, Montblanc brings a legacy of professional time-keeping to four days of racing's intoxicating spirit.

Watch the highlights

See what made this year's Festival of Speed so unforgettable.

PLAY

This year's theme "Peaks of Performance - Motorsport's Game Changers" celebrates machines so powerful and innovative the rules of racing had to be changed to rein them in. This heritage not only highlights these extraordinary vehicles, but also the showcases the record-breakers from the best of the rest.

Montblanc's partnership with Goodwood recalls legendary victories and the timepieces that defined them. Legendary racers didn't just break records - they broke them with style.

From start to finish, the new TimeWalker collection celebrates the glory days of racing with superb materials and vintage style.

Montblanc shares this history of ambition and precision. As pioneers in precise chronometry, Minerva - now the Montblanc Manufacture - drove professional timekeeping forward.

Paying tribute to this extraordinary heritage, the new TimeWalker collection revives the spirit of professional high-performance timepieces from racing's gold

timepieces from racing's gold

Pictures shown in this section with courtesy of Goodwood Festival of Speed. Copyright of The Goodwood Estate Company Limited ©2017 and Nick Dungan, Jayson Fong, Drew Gibson, Nicole Hains, Nigel Horniman, Dominic James, Paul Melbert, Sam Todd

Follow The Festival Of Speed

The Montblanc TimeWalker Collection

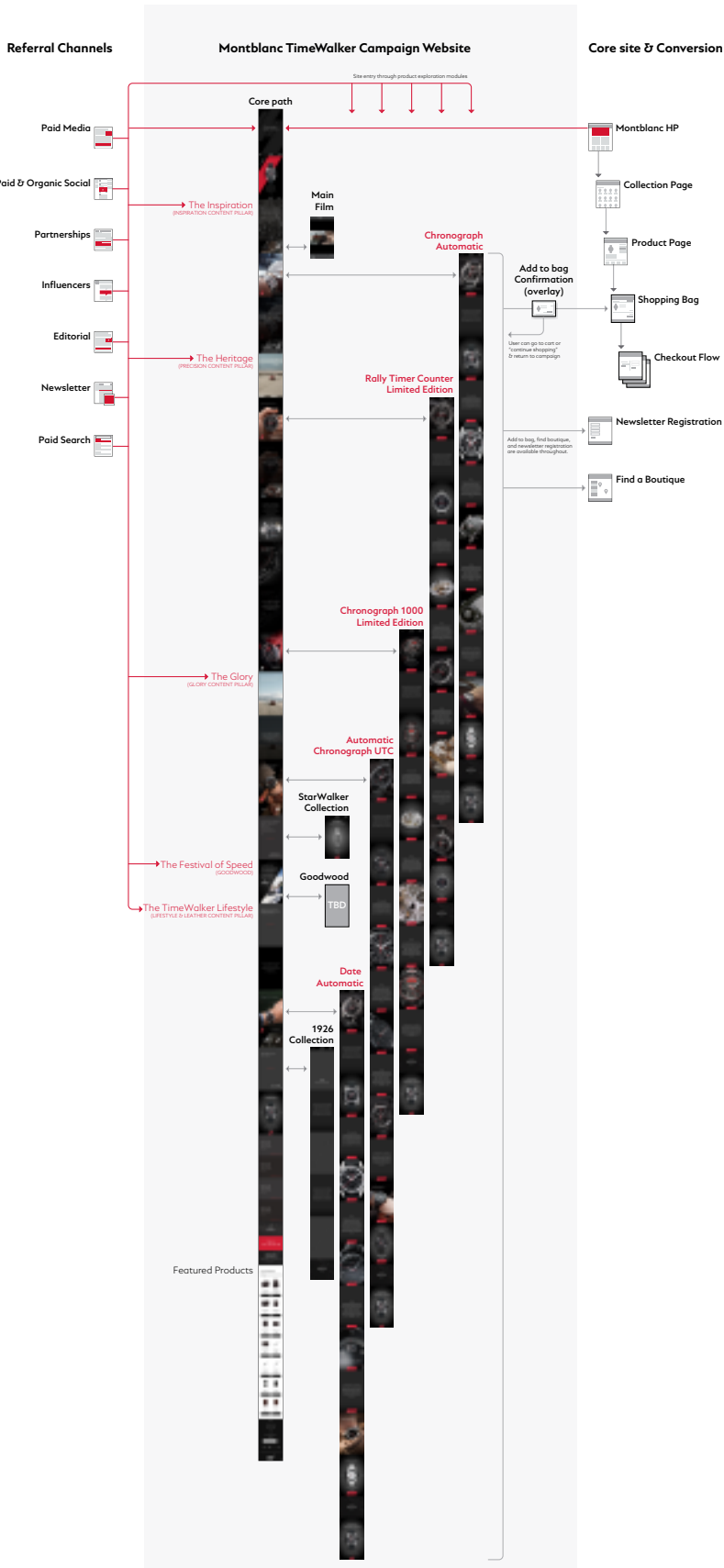
EXPLORE TIMEPIECE

TimeWalker Chronograph Automatic



User Journey Map

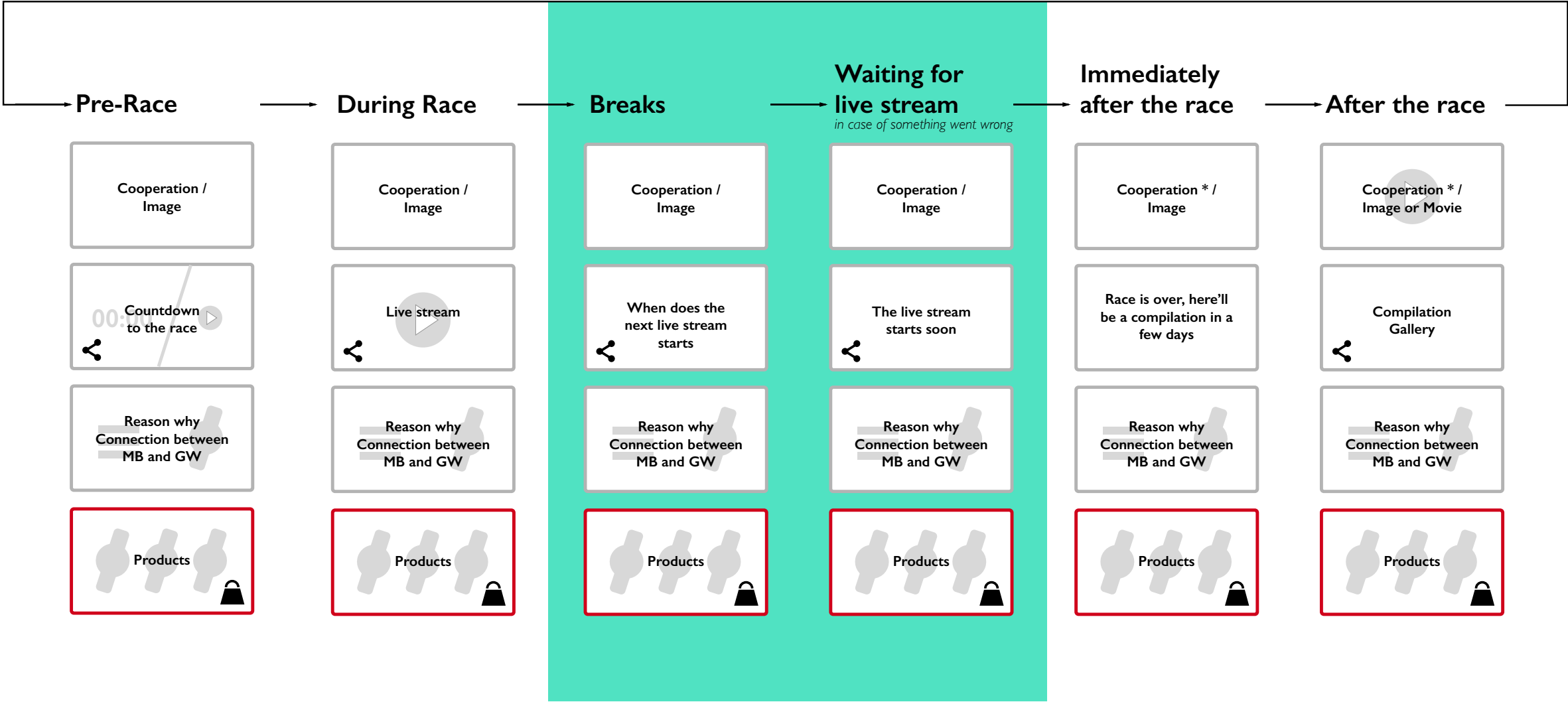
Drawing a user journey map helped us to keep the whole ecosystem in mind and coordinated every work unit for an efficient developing process.



Phases for Race landing page

The TimeWalker campaign came with a live video stream of the Goodwood Festival of Speed. It was reachable from the core path leading to another page on the

second level for which we needed different states for each phase of the race. One state for the announcement; three for the live stream and two for after the race.



optional



## ING DIBA ONLINE BANKING RELAUNCH

### INITIATOR & CLIENT

ING Bank

### PROJECT PHASE AND STATUS

Summer - Winter 2017 / launched in 2018

### TEAM

Björn Brockmann (Lead UX Designer)

Pia Lebowitsch (Project Owner)

Peter Carlos Kirsch (Senior UI Designer)

Georg Kuklick (Senior UX Designer)

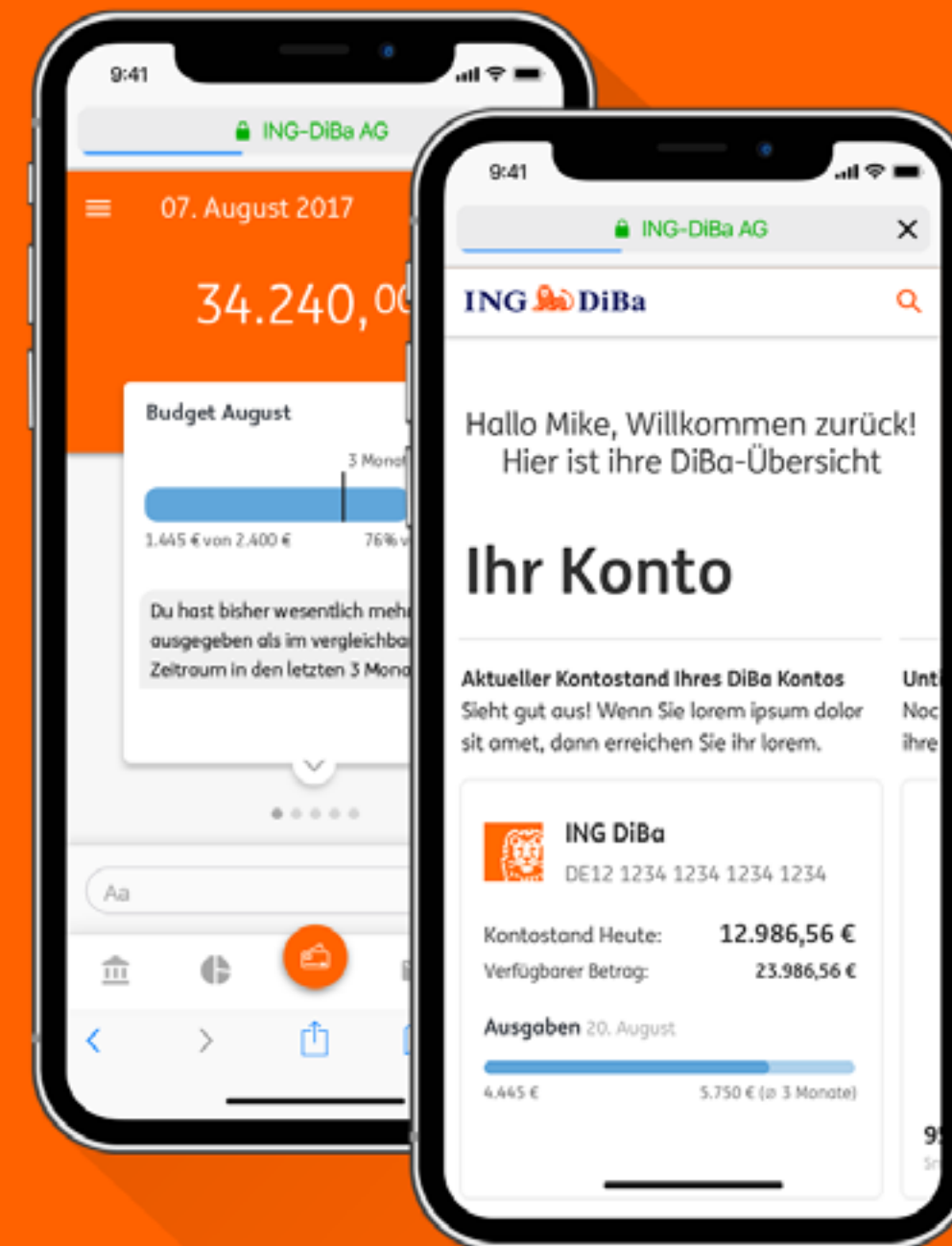
### MY ROLE

User Experience & Interface Design.

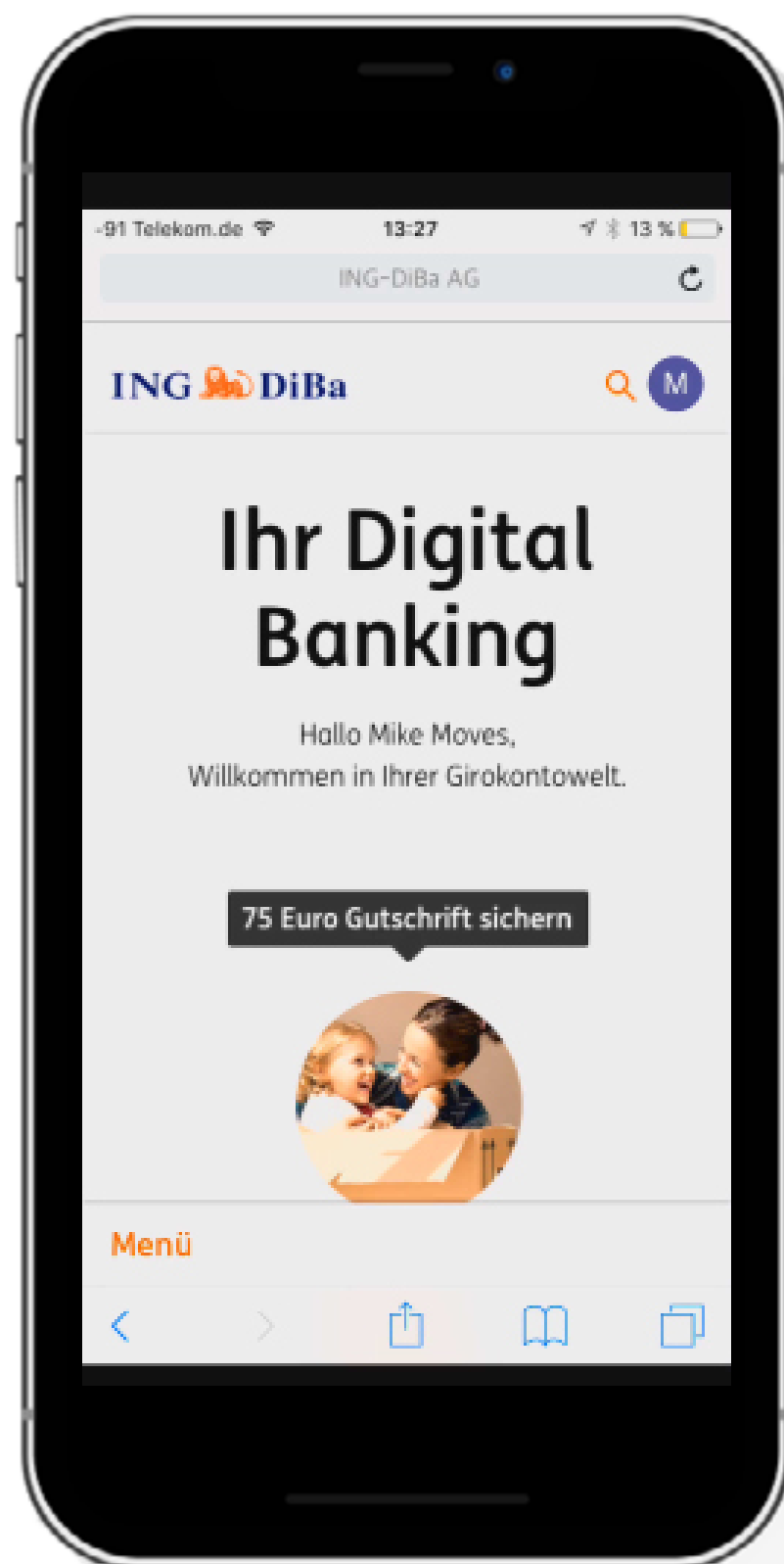
Information Architecture

Concept

Visual Prototyping.







75 Euro Gutschrift sichern

## Digital Banking

Weil das Leben kompliziert genug ist. Für Sie allein oder mit Ihren Partner.

**Konto eröffnen**

Studenten erhalten ein kostenloses DIE ZEIT Abo.

### Kostenlos ohne Bedingungen

Nur wenn Sie Ihr Konto überziehen oder Geld in einer Fremdwährung abheben entstehen Kosten.

- ✓ Keine monatlichen Grundgebühren
- ✓ Null Gebühren für Überweisungen, Daueraufträge, Lastschriften
- ✓ Kostenlose Kontoauszüge

Details in unserer [transparenten Übersicht](#)

### Ihr neues Konto in nur 10 Minuten eröffnen

Sicher, digital und ohne Aufwand. Alles was Sie benötigen ist Ihr Personalausweis oder Ihr Reisepass.

### VISA Card & girocard – kostenlos

**kostenlose VISA Card**  
Mit der VISA Card können Sie Europaweit Bargeld am Automaten abheben, im Internet shoppen und im Ausland bezahlen. Buchungen sehen Sie bereits nach zwei Tagen

**kostenlose girocard**  
Mit der girocard, eine EC-Karte, können sie bequem im Geschäft bezahlen und an der Kasse im Supermarkt ab 20 Euro Einkaufswert bis zu 200 Euro abheben.

### Bargeld in Ihrer Nähe

Sie können an über 59.200 Geldautomaten und beim Einkauf im ALDI-Süd, REWE, Penny Markt, toom Baumarkt und Netto Marken-Discount in Deutschland kostenlos Bargeld abheben.

### Banking einfach selbst in die Hand nehmen

Überweisen ohne TANs, Rechnungen einfach abfotografieren und den Kontostand immer im Blick.

### Sie haben Fragen? Wir die Antworten :)

75 Euro Gutschrift

Eröffnen jetzt ihr Girokonto – und wir bedanken uns mit 75 Euro. Ihre Prämie überweisen wir auf Ihr verzinstes Tagesgeldkonto, das Sie kostenlos zum Girokonto dazubekommen. Einzige Voraussetzung: Zwei aufeinanderfolgende monatliche Eingänge über mindestens 1.000 Euro in den ersten 4 Monaten.

Extra-Konto mit Zinsen inklusive

Girokonto Voraussetzungen

[ALLFAQs](#)

### Haben Sie noch mehr Fragen an uns?

Chat starten

069 / 34 22 24

sicher. einfach. direkt.

- ✓ lorem ipsum dolor sit amet consetetur
- ✓ sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et
- ✓ Dolore magna aliquyam erat sed diam

[Jetzt anmelden](#)

Datenschutz

AGB

Impressum

Download on the App Store

GET IT ON Google Play





## GOD KINGS – MASSIVELY MULTIPLAYER ONLINE GAME FOR MOBILE APPLICATIONS

### INITIATOR & CLIENT

InnoGames

### PROJECT PHASE AND STATUS

Silent launch September 2018

/ Global launch October 2018

### TEAM

Roman Salomon (Producer)

Sophia Ruppel (Product Management)

Jessica Boyd (Game Designer)

Frank Hoffmeister (Game Designer)

Aaron Lawrence-Smith (Game Designer)

Heiko Achilles (UI Artist)

Stephanie Hermes (UI Artist)

...



### User Experience Design for God Kings

God Kings is a Massively Multiplayer Online Game that features player vs. player battles made for a hardcore competitive audience. In order to ship the game for global release in October 2018 my team and I had to implement additional game mechanics to complete our feature set. We first tested them in the US market, where the game already was silent launched and iterated them until they reached the aimed KPI values.

### Crafting and Guardian Equipment Feature

I would like to explain my workflow with an example of one feature I created in the beginning of 2019: the »Crafting and Equipment feature«. This feature would increase the lifetime value of the player in its first thirty days and give the game more depth with more content to explore.

»Crafting« would influence the whole core loop and affect almost all important screens of the game.





The challenge was to keep the development lean and in scope and to not cannibalize other already existing game mechanics.

### Guardians - Powerful Warriors and City Protectors

God Kings' core game mechanic is about summoning beasts and battling them against other players. With »Crafting and Equipping« the player is now able to create weapons and armor for their beasts to customize their guardian's special abilities. Equipment gives the whole battle system more complexity because it allows the players to customize their guardian's special abilities.

### Constraints

At the beginning I was given a long list of weapons and armor with different rarities, along with a list of crafting materials that are needed for creating equipment in



the forge. These materials also had rarities. It meant an incredible amount of assets, particularly when the game has already reached its maximum possible data limit. Meaning I had to come up with a system that allows us to combine and tint art assets to save megabytes but display the full range of game design data. The complexity was not lessened by the fact that we had an equipping system with inventories for up to fifteen beasts with the constraint that equipment must not be shared between them to keep up monetization over long term.

### Information Architecture and Feature Loop Conception

I started with easy notebook sketches and tried out some very rough flows. This helped me to play around quickly with a few scenarios. With a limited space on a mobile we simplified the screen by dividing it in many



smaller chunks of information which minimizes the efficiency of a user to fulfill its task. The goal was to find a usable and self-explaining design which was at the same time effective enough to please the core audience. Once a flow worked I went more into detail with wireframes and drew out different screen states and interactions. I discussed the main flow with Game Design and negotiated changes in the systems design in favor of a better UX until the whole user journey was defined.

I divided the feature into two parts: »Crafting Phase« and »Equipping Phase«. I worked through all use cases and edge cases in the crafting phase on a wireframe basis and arranged on the information architecture. The player should be able to craft armor and weapons in it's forge inside of it's city. The forge will show blueprints for gear which contain information about all needed requirements



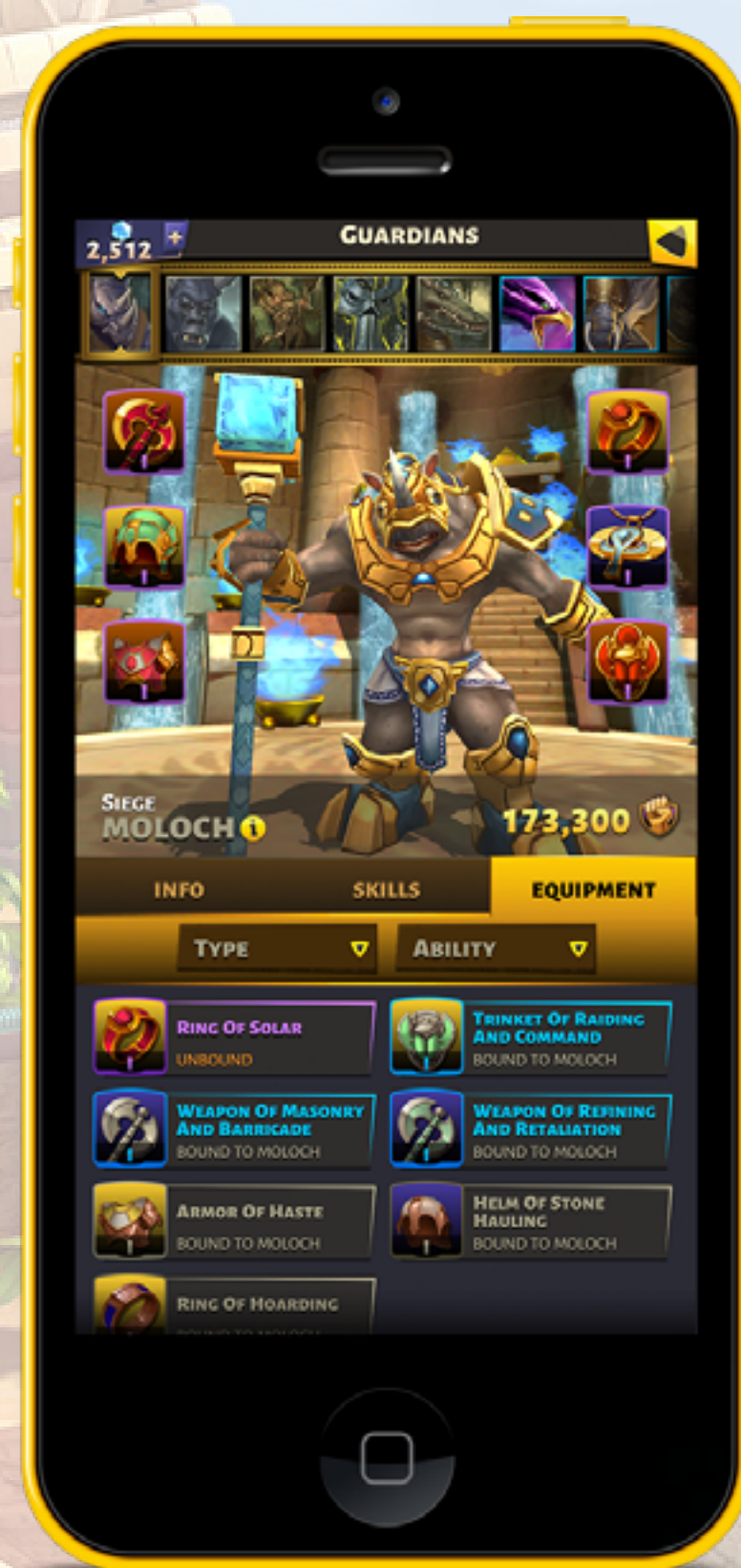
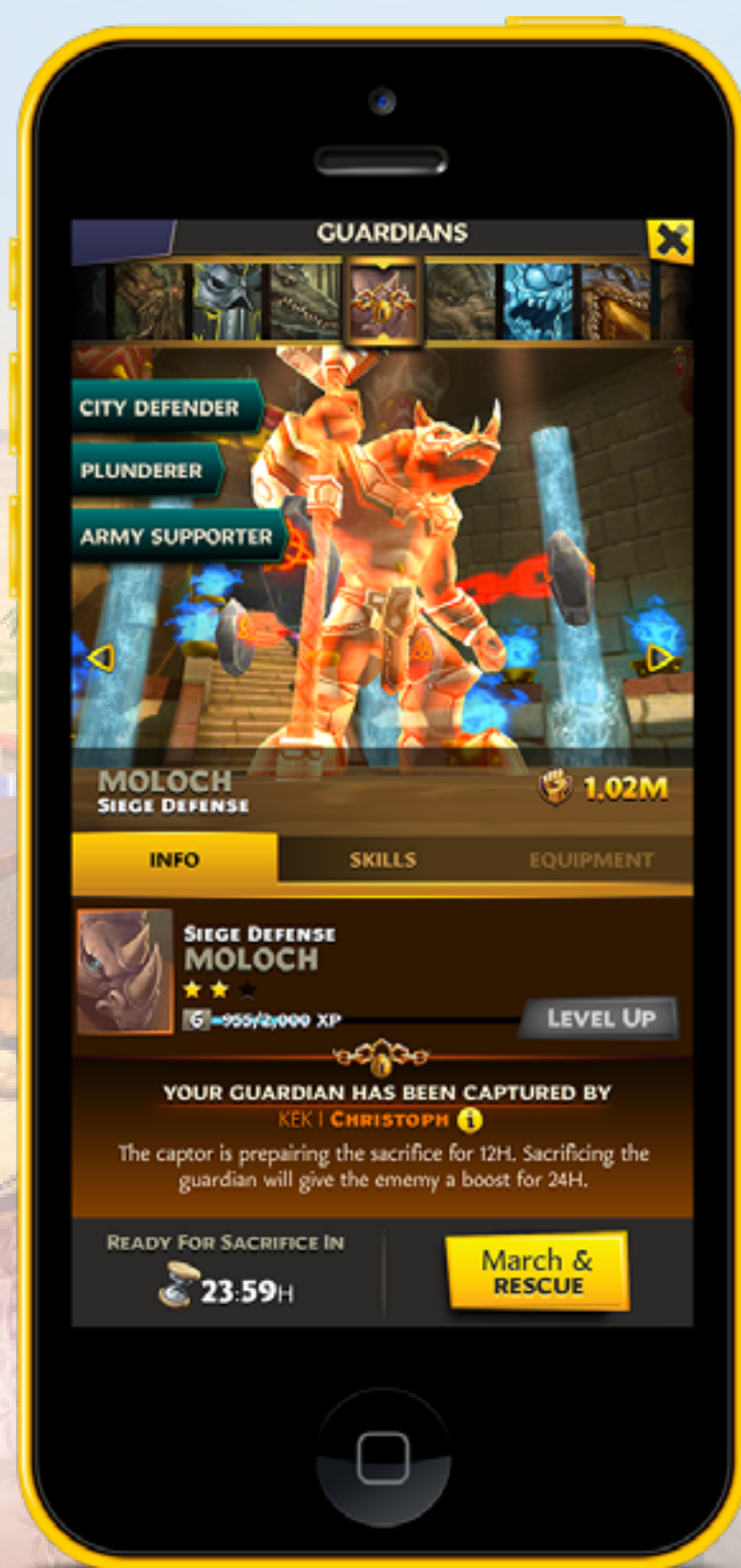


to start the crafting process. To be able to usertest the flows early I built a functional prototype and invited InnoGames company members to play through it. With the constructive feedback in hand I moved on and finalized the User Interface Design.

I worked closely with the Development Team to refine and reiterate the project until we brought the »Crafting and Equipping« feature to full cohesion. This was a project heavy directive with extensive cross team collaboration from Game Designer and Management over Backend and Frontend, Tech Artists, Illustrations, 3D-Artists, Animators, QA to Marketing and Community Manager that I spearheaded and pushed the entire development smoothly to release.









# THANK YOU!

**Now let's talk!**

+49 (0) 172 934 96 70

mareka@paehrisch.de

[linkedin.com/in/marekapaehrisch](https://www.linkedin.com/in/marekapaehrisch)

[instagram.com/mademoisellemoriarty](https://www.instagram.com/mademoisellemoriarty)

[www.mareka.paehrisch.de](http://www.mareka.paehrisch.de)