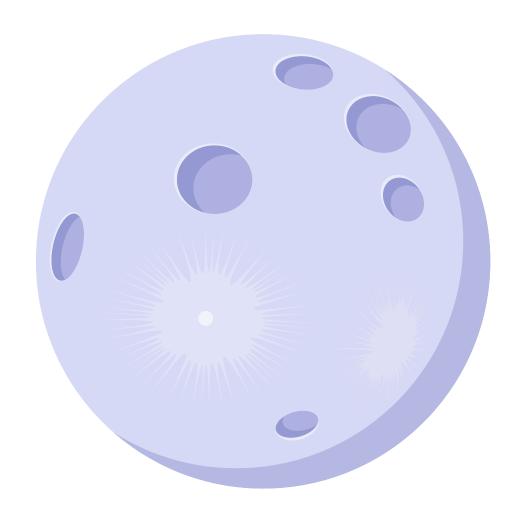
MAREKA PÄHRISCH DIGITAL PRODUCT DESIGNER

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



RECENT PROJECTS

CoffeeB by Café Royal MIGROS & Delica AG

as Lead UI/UX-Designer 09/2021 – 09/2022 remote Zürich, Switzerland & Berlin, Germany

- *** designed online shop from scratch
- *** UX-flows, wireframing, prototyping, testing, UI
- *** road map planning and collaboration with PO and PM
- ** collaboration with dev
- *** build up design team to execute further road map
- *** design system design

Tower Defense Mobile Game

Rumble Entertainment, Plarium

as Senior UX-Designer 08/2020 - 01/2021 remote San Mateo, CA USA

- *** 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

Cornelsen

Pandemic Home Schooling Platform

as Senior UX-Designer 06/2020 - 08/2020 & 07/2021 - 08/2021 remote Berlin, Germany

† final UIs based on prototype and MVP definition

MATE (now Sweap)

as Senior UX-Consultant 03/2018 – 04/2018 Berlin, Germany

- *** redesigned Interface for event managment SaaS
- *** 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

EDUCATION

University of Applied Sciences Potsdam Interface Design BA

2012 - 2016 in Potsdam, Germany

High-School Diploma (Abitur)

Major: Digital Media Design & Maths 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

Competencies

UX Design, HCI, UI Design, Service Design, Digital Product Design, Information Architecture, Prototyping, Design Systems, German, English, Spanish

MIGROS



INITIATOR & CLIENT

Migros / Delica, Zürich, Switzerland

PROJECT PHASE AND STATUS

Released 2022

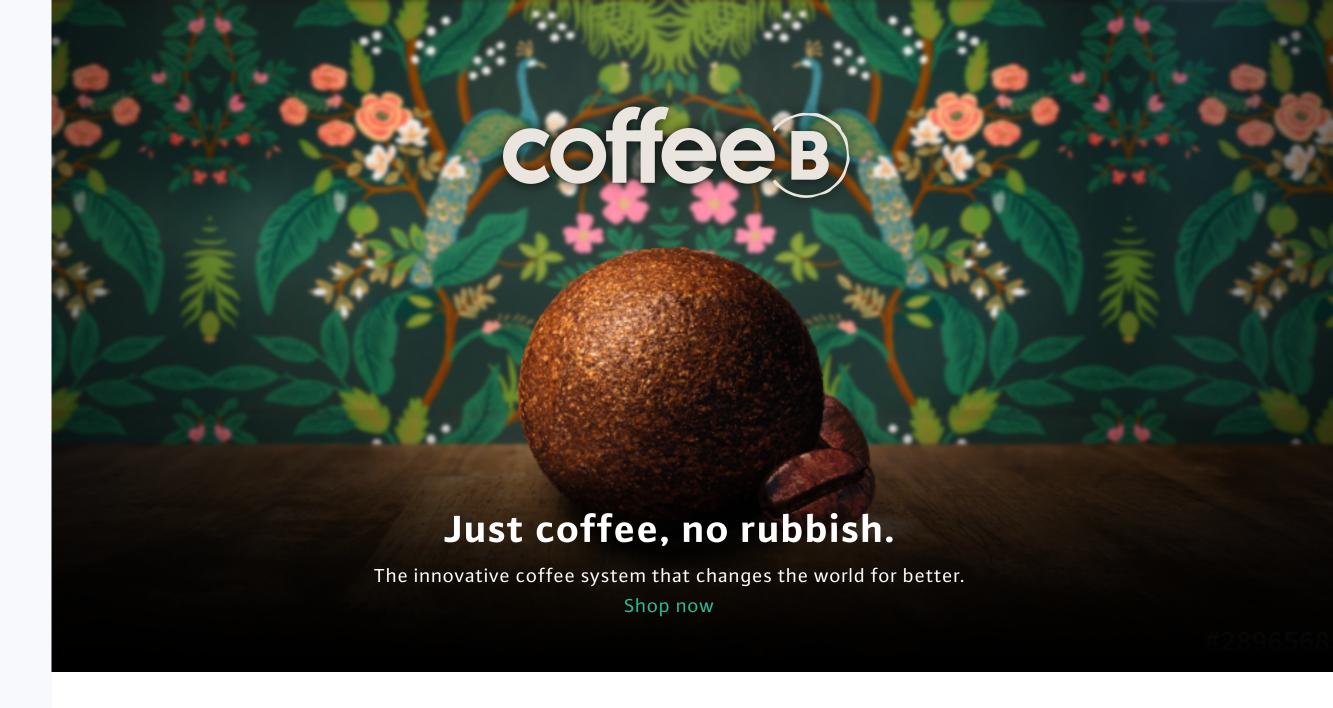
POSITION

Lead UX / UI Designer

TEAM

Thomas Kohler (Digital Project Lead)

https://www.coffeeb.com



MIGROS is Switzerland's largest retail company, its largest supermarket chain and largest employer. It is also one of the forty largest retailers in the world. It is structured in the form of a cooperative federation (the Federation of Migros Cooperatives), with more than two million members.

Delica AG, is a business enterprise of the M-Industry and belongs to the Swiss trading group Migros. Its field of activities comprises the procurement, refinement, packaging and marketing of raw materials and commodities from around the world, with particular emphasis

on coffee and non-perishable foods such as dried fruits and mushrooms, nuts and kernels, spices, as well as legumes.

CAFÈ ROYAL is one of the MIGROS owned brands that produces coffee to sell in various forms such as beans, ground coffee, pads and capsules.

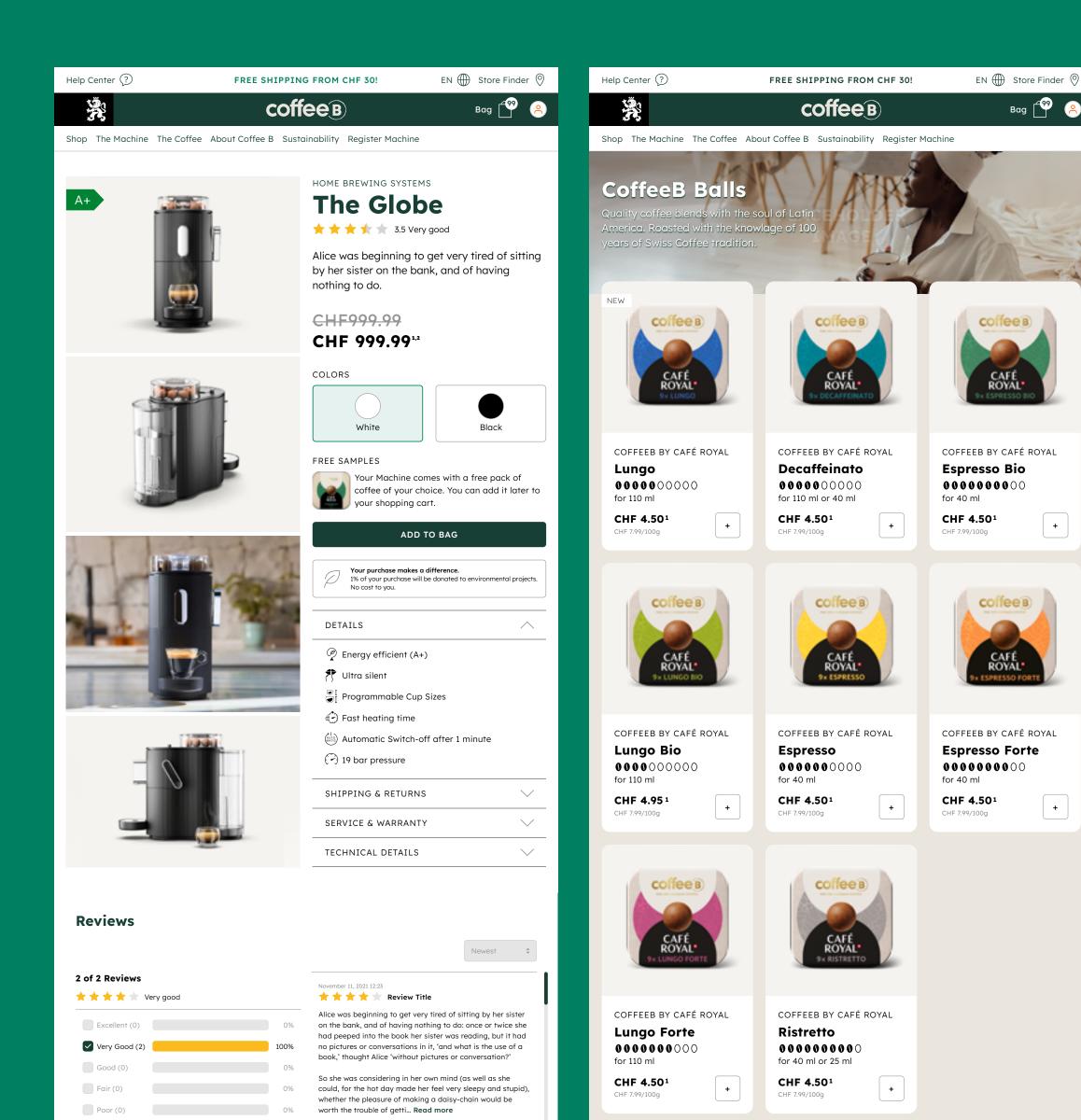
The capsule system invented by NESPRESSO has been heavily criticised for its lack of sustainability. Capsules are made of aluminium. The production of aluminium causes ecological damage and the environmental impact of its waste is enormous.

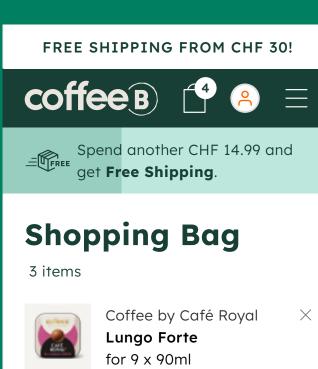
As a reaction for a better sustainability, Delica invented coffeeB - a new home brewing system that is as convenient as a capsule system without producing any waste. CoffeeB is a coffee machine that uses pressed coffee balls coated in an flavour neutral algae coating that keeps the roast fresh and in shape. Once the coffee ball is used up, it can be composted.

The Delica AG hired me to design a shop system that runs on their already established infrastructure that is connected to Café Royal's production line, their inventory software and their distribution platform. As a brand of MIGROS group the shop needed to follow MIGROS brand values and it needed to be able to connect to the MIGROS customer login and account management system. The shop version for France and Germany on the other hand need to have their own account management and login system that works congruent and conform with the Swiss store.

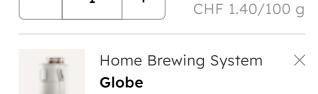
In coordination with the digital project lead I defined a vision, the production scope and the road map for feature releases. Once the direction was set I designed all UX flows and layouts following usability guidelines (ISO and Nielsen Norman) and current industry conventions (best practices). I built wireframe prototypes and tested them on an internal test group using maze.

In alignment with the Delica brand department I Defined the style guide for digital interfaces. I built the foundation for a design system and designed all necessary components for the user interface (UI).

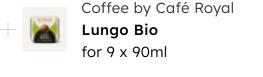












FREE



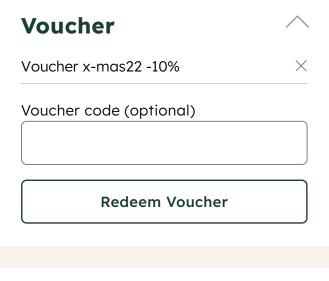
FREE

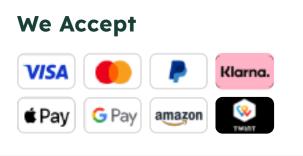
CHF 4.77

Summary

Subtotal CHF 29.97 CHF 3.99 Shipping Voucher x-mas22 -10% CHF -2.99 CHF 37.95 **Total** (incl. VAT)¹

GO TO CHECKOUT

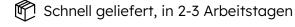




We offer

100% natürlich

(5) 100% CO2 kompensiert

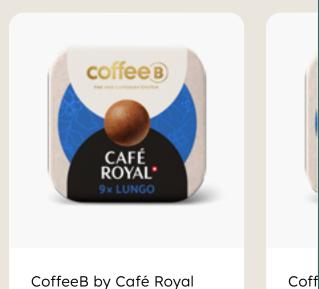


COFFEE BALLS

Coffee Range

Explore our range of coffee balls.

Shop all coffee balls >



CoffeeB by Café Royal Lungo

Lu



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1.Inkl. MwSt., zzgl. Versand, Lieferzeit ca. 2 - 3 Tage,

for 110 ml

CHF 4.50¹

CHF 7.99/100g

14 Tage Widerrufsrecht,

NEWSLETTER

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Your e-mail address

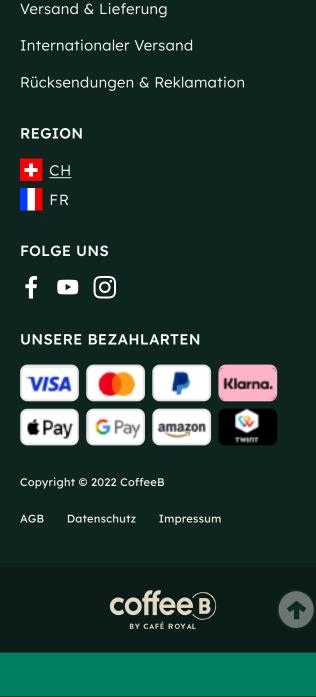
Stay informed

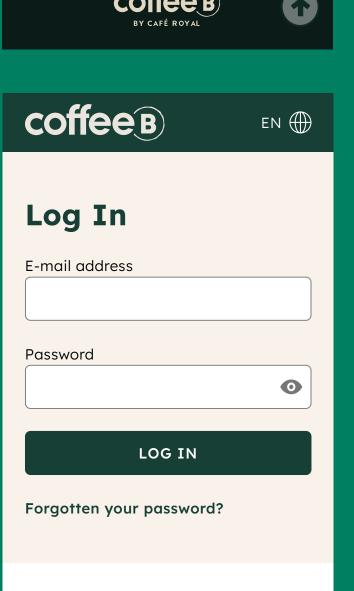
Sign in for the latest news and

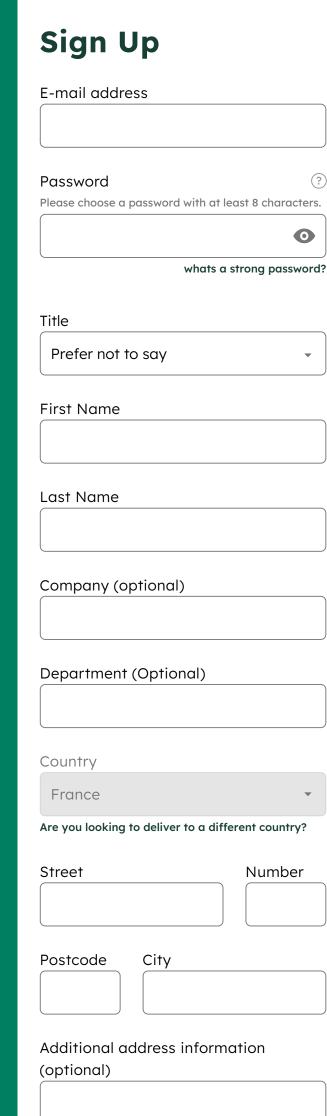
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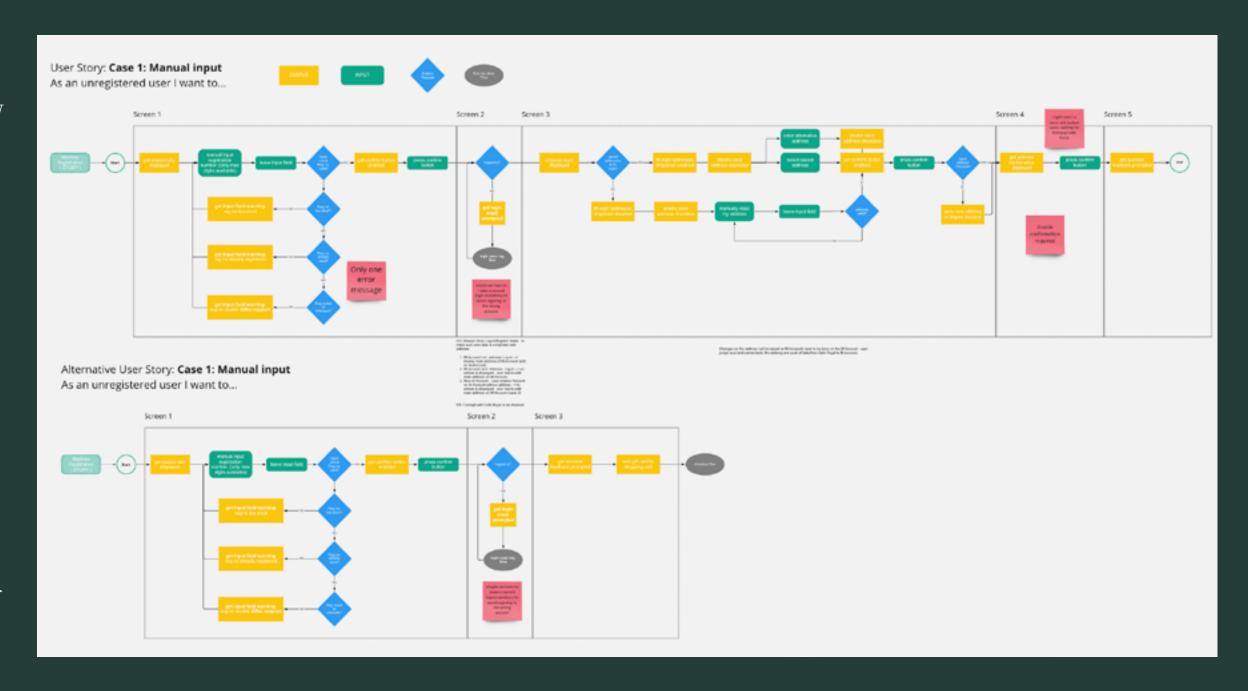
Send my invoice to a differnt

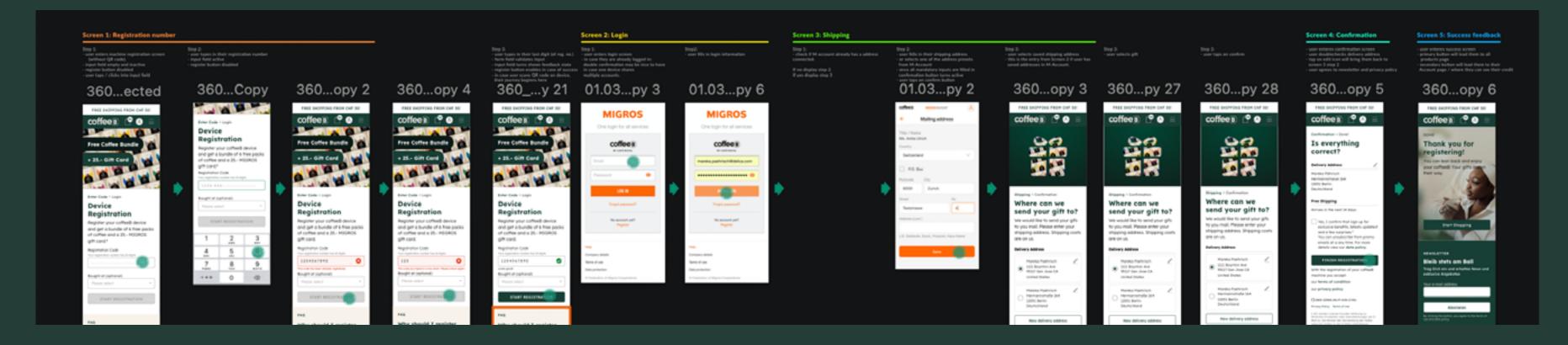
address

This is one example case of a user flow design from a flow chart concept (on the right hand side) to the UI design flow (on the bottom of the page).

In the user story the user wants to register his coffeeB machine to get an assortment of free coffee balls and a CHF 25.- gift card to shop in all MIGROS stores and retailers. In order to get it, they need to scan the QR code on the sticker of the machine or manually enter their machine registration code. The machine registration will be connected to their MIGROS Account (in Switzerland) or in their coffeeB Account (outside of Switzerland).

If the user doesn't have an existing account, they are getting forwarded to the registration flow. The system needs to ensure there is a delivery address connected to the user account so the gift card can be send out in a letter.





Cornelsen

HOME SCHOOLING PLATFORM

INITIATOR & CLIENT

Cornelsen

PROJECT PHASE AND STATUS

Summer 2020

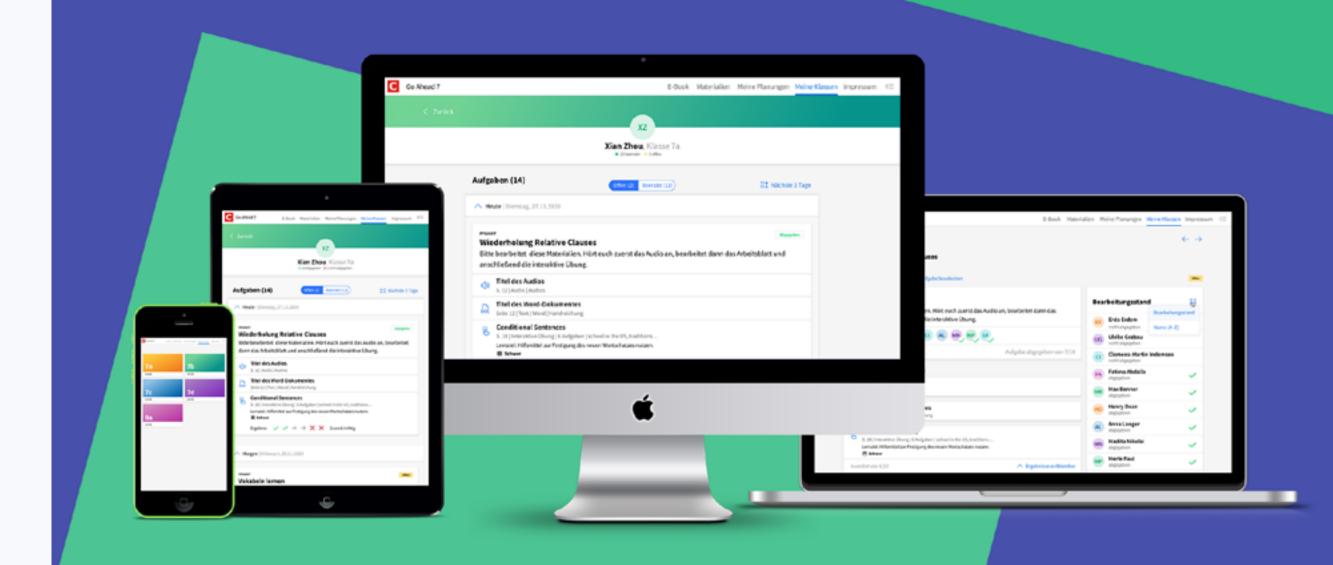
POSITION

Senior UX / UI Designer

TEAM

Caro Vix (UX Designer)
Niki Kraus (Design Program Manager)
Takuya Furukava (Product Designer)
Andreas Witt (Product Manager)

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Germanys Federal Education System goes digital for COVID-19

The German school book publisher Cornelsen developed a learning platform for teachers and students. The platform provides digital classes with all the necessary learning material for students online.

I was working for a few months on a feature that covers teachers 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 / Unpubished title

POSITION

Senior UX / UI Designer

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 transfering 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.

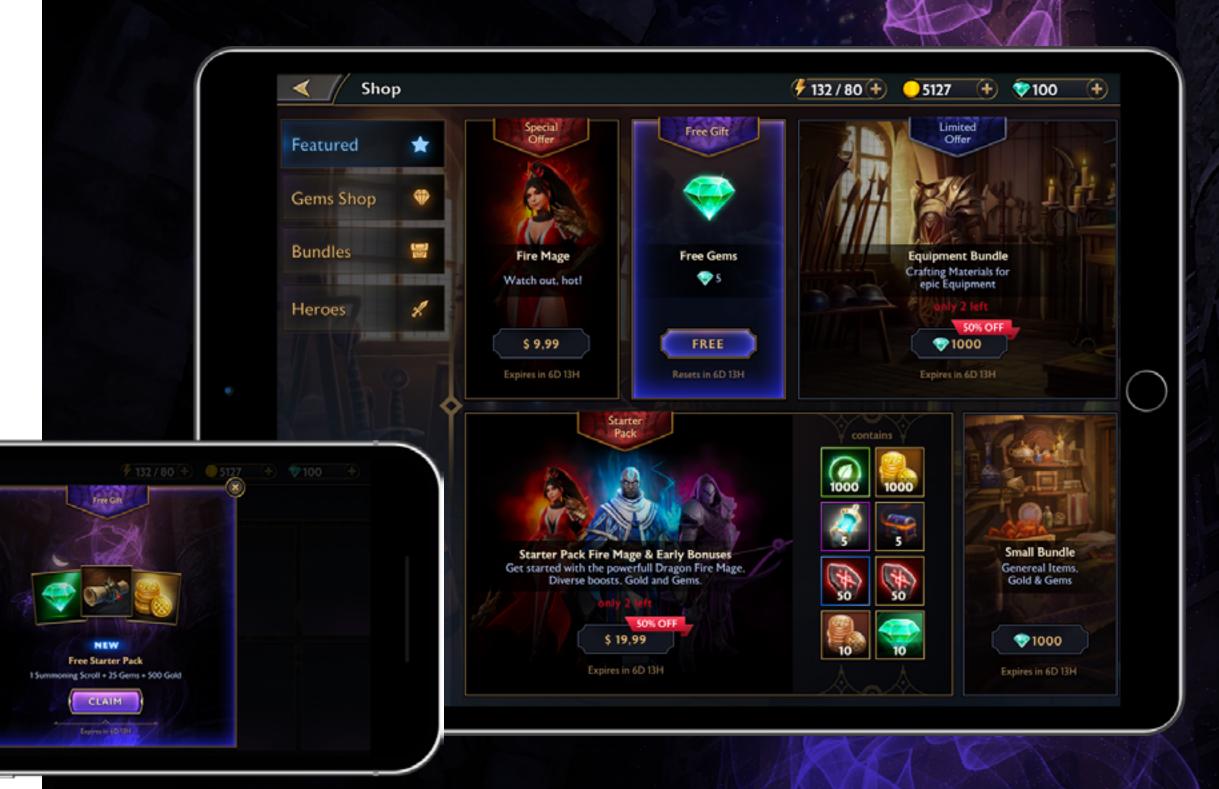
The Shop

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 garantees a good overview even with a massive asortment. 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

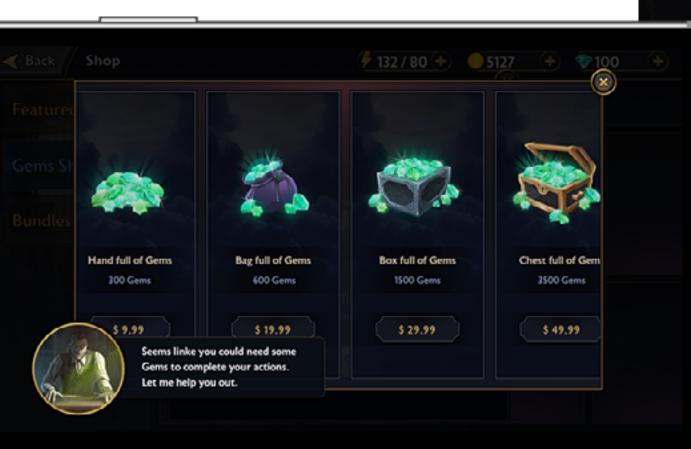
and point out the important offers that players are supposed to buy, the shop grid is designed for several offer sized from small single item offers to extra large bundles.



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 conspicious 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.

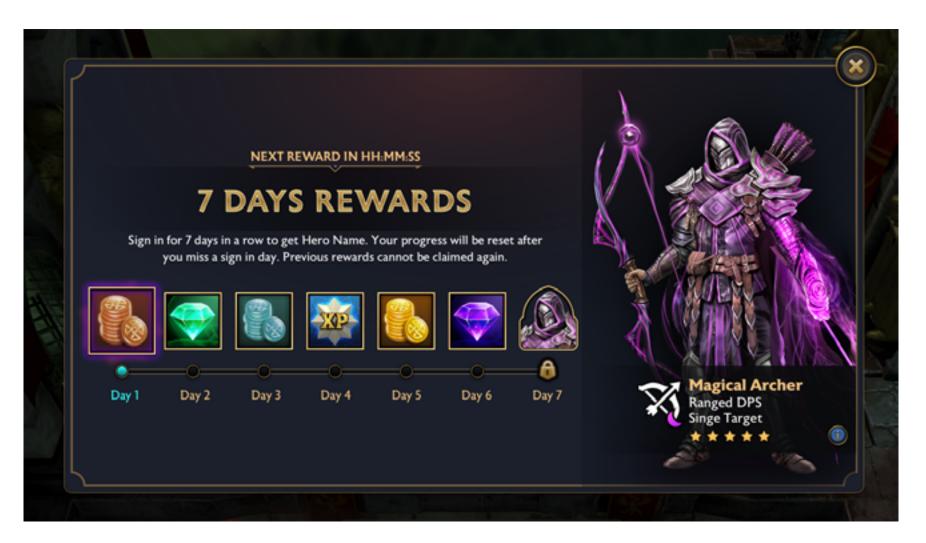




Welcome to the Gem Shop!

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 mashine that motivates players
to return to the game and built up a habit of checking in every day.

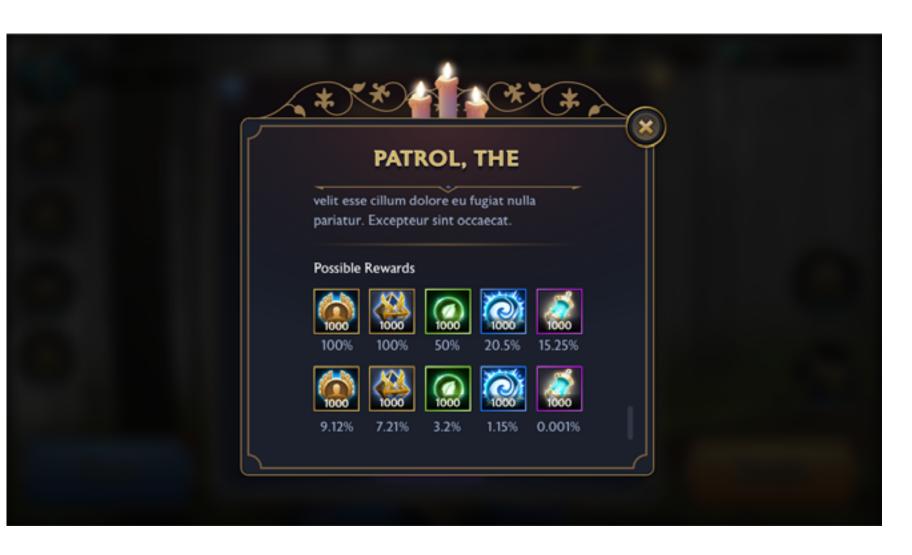
This calendar can be accessed over a floater in the main screen and was originally designed to be shown only to new players in their first 2 weeks.

Info Library

Every more complex feature requires from game design further explainattion 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 fullfilled one task (from tutorial)



uncompleted objective



evolve quest













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MONT BLANC

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

INITIATOR & CLIENT

AKQA for Montblanc

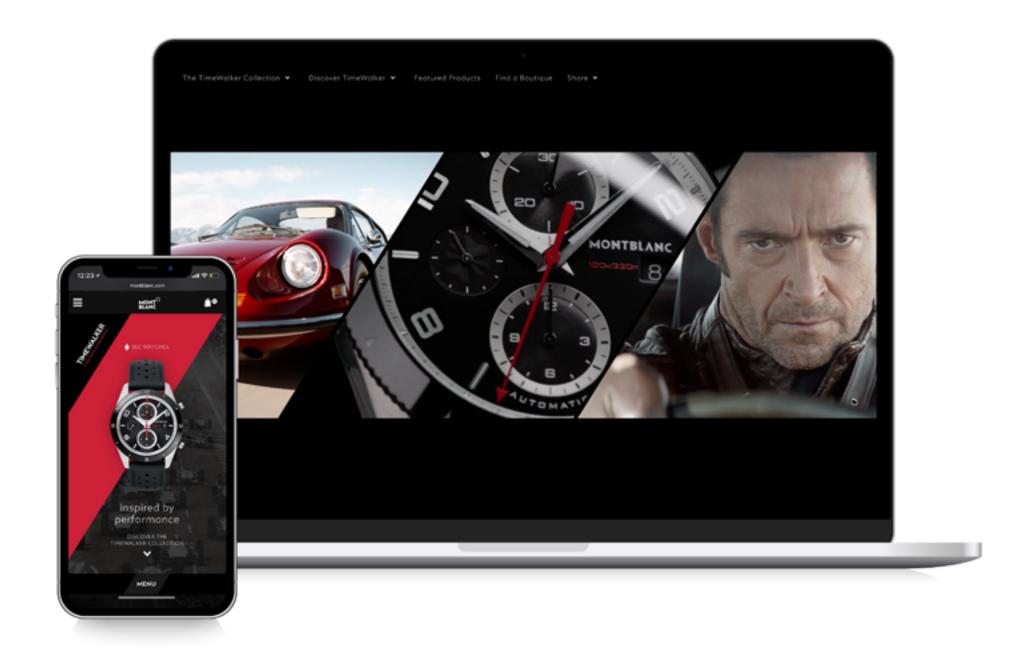
PROJECT PHASE AND STATUS

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)

• • •

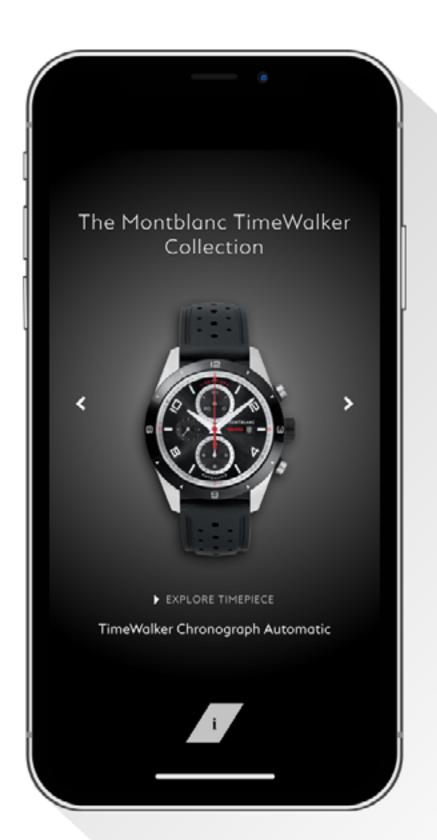


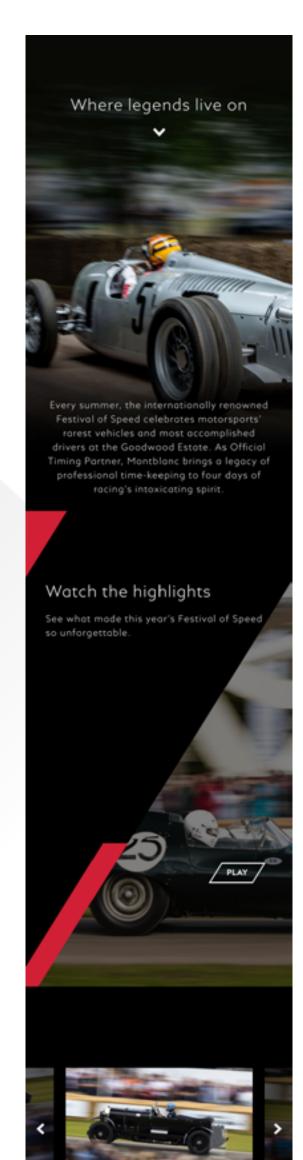
User Experience Design for Montblanc Campaign

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.



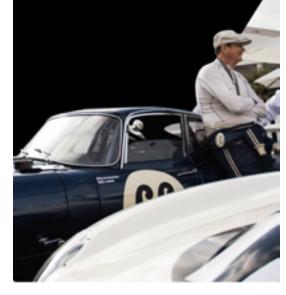


Motorsport's Game Changers" celebrates machines so powerful and innovative the rules of racing had to be changed to rein them in. This heritage not only highlights these extraordinary vehicles, but also the showcases the record-breakers from the best



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





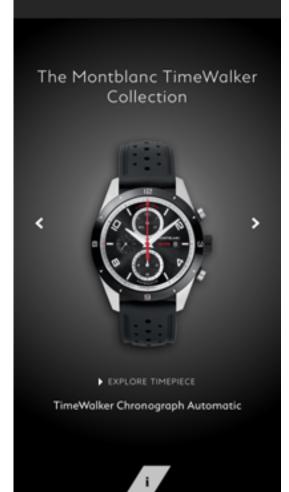
Pictures shown in this section with courtesy of Goodwood Festival of Speed. Copyright of The Goodwood Estate Company Limited @2017 and Nick Dungan, Jayson Fang, Drew Gibson, Nicole Hains, Nigel Harniman, Daminic James, Paul Melbert, Sam Todd

Follow The Festival Of Speed



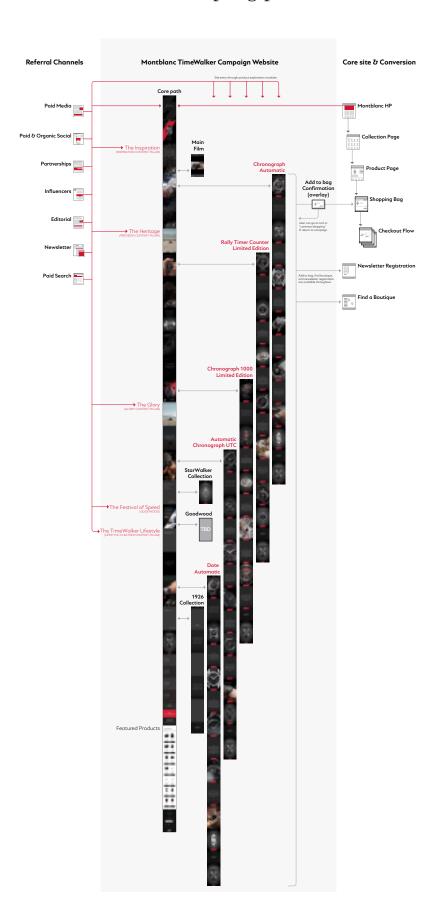






User Journey Map

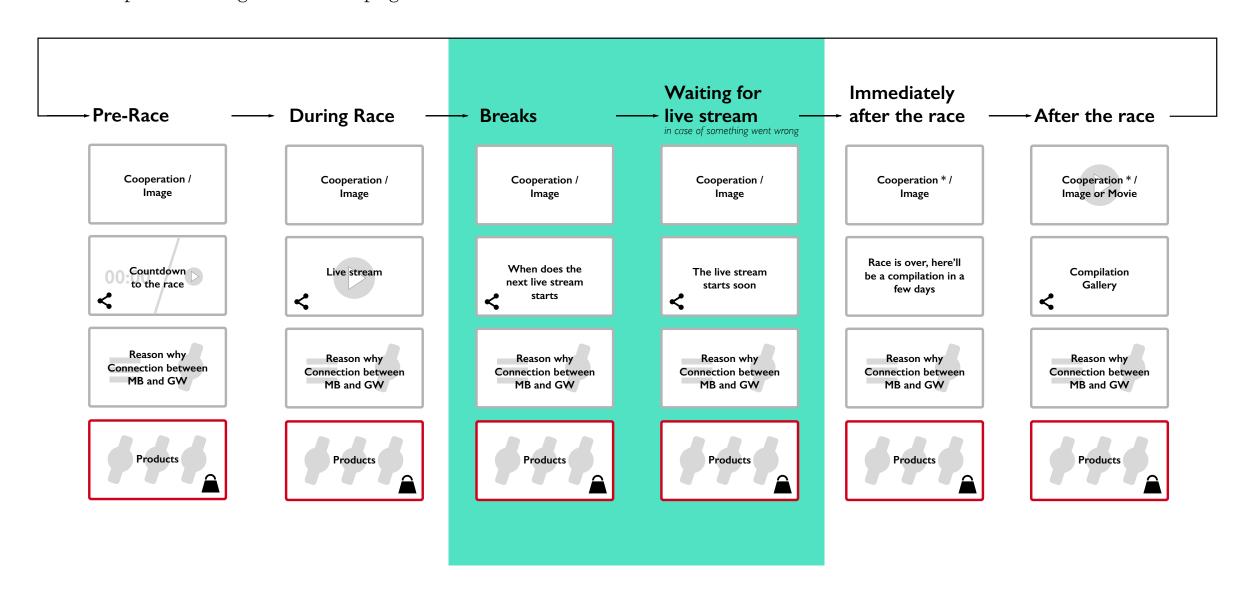
Drawing a user journey map helped us to keep the whole ecosystem in mind and coordinated every work unit for an efficient developing process.



Phases for Race landing page

optional

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.





ING DIBA ONLINE BANKING RELAUNCH

INITIATOR & CLIENT ING Bank

PROJECT PHASE AND STATUS

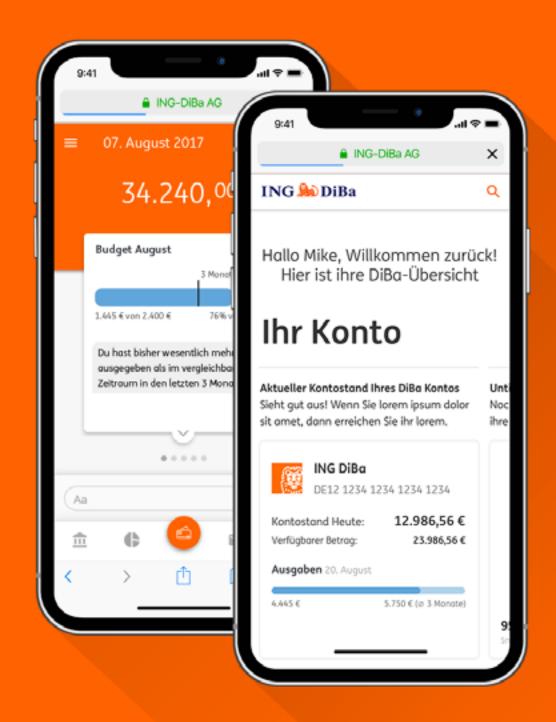
Summer - Winter 2017 / launched in 2018

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.





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kostenlose girocard

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Jetzt anmelden

<u>Datenschutz</u> <u>AGB</u> <u>Impressum</u>

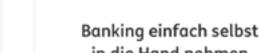


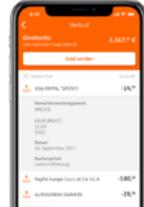
App Store











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





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

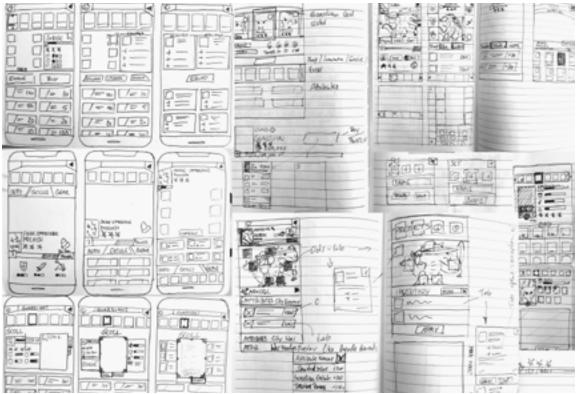
God Kings is a Massively Multiplayer Online Game that features player vs. player battles made for a hardcore competitive audience. In order to ship the game for global release in October 2018 my team and I had to implement additional game mechanics to complete our feature set. We first tested them in 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 montatization 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 effciency 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

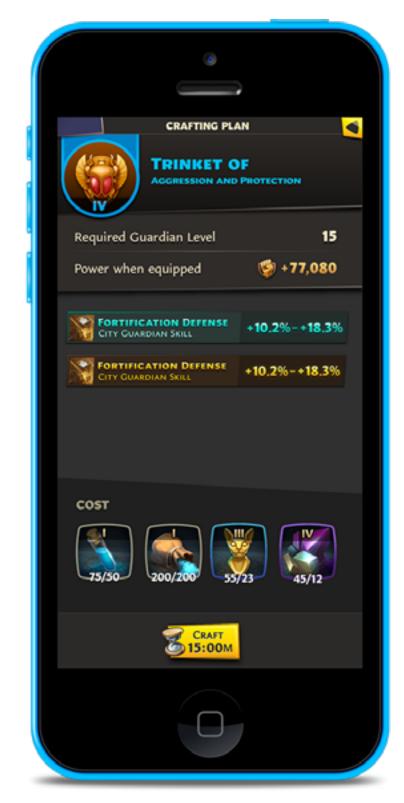


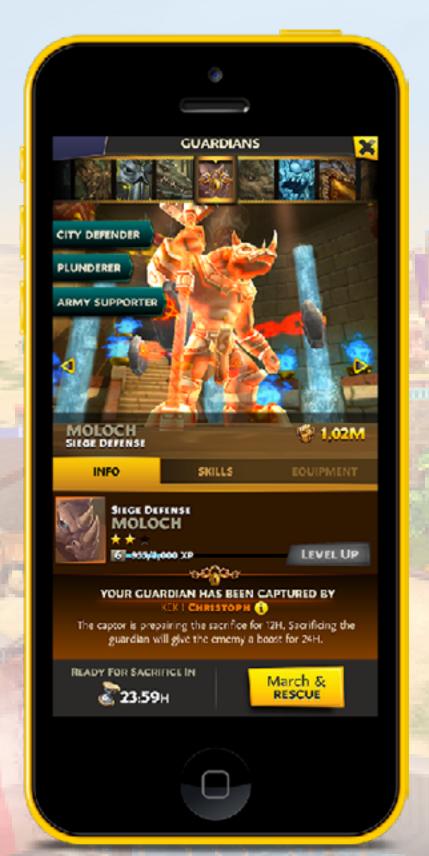
to start the crafting process. To be able to usertest the flows early I built a functional prototype and invited InnoGames company members to play through it. With the constructive feedback in hand I moved on and finalized the User Interface Design.

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, Illustratiors, 3D-Artists, Animators, QA to Marketing and Community Manager that I spearheaded and pushed the entire development smoothly to release.

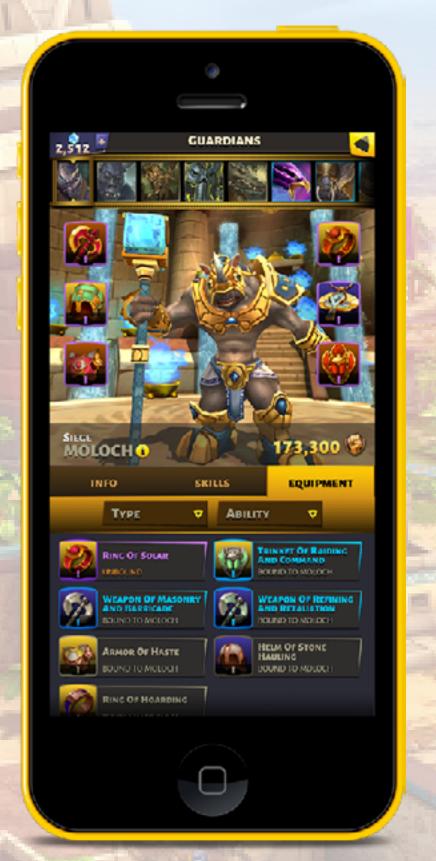
















THANK YOU!

Now let's talk!

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