

Portfolio

PATRICIA FORSTER

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CONTACT

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LANGUAGES

German: fluent / **English:** fluent / **Italian:** basic

ADDITIONAL QUALIFICATION

- Teaching “Digital Design” at Miami Ad School Hamburg
- 6 year Agile project experience
- Certified Web Accessibility Expert & Speaker

CV

KAMANO Gmbh - Sr. UX /UI Designer

July 2020 – today

- Setup of several design systems and component libraries in Figma
- Prototyping in Figma
- Preparation, facilitation & evaluation of qualitative user tests via Lookback
- Process optimisation for agile projects
- Coaching & Talks Web Accessibility

Interone GmbH - Sr. Art Director Digital / Sr. UI Designer

April 2018 – July 2020

- Application & Tool Design in sketch
- Prototyping & User Testing in invision
- intense work with design systems and libraries, incl. digital adaption of analog CI
- Coaching & Talks Web Accessibility (WCAG 2.0) & Creativity Techniques
- Design lead & client presentations of pitch & regular designs

Interone GmbH - Art Director Digital

August 2016 – March 2018

- Application & Platform Design in sketch within agile teams
- Prototyping & User Testing in invision
- Mentorship: Juniors & Interns

Miami Ad School Europe - Teacher Digital Design

July 2016 – July 2017

Teaching:

- Basics web design
- Basics digital concept
- Basics responsive design

Interone GmbH - Junior Art Director Digital

March 2015 – July 2016

Interone GmbH - Screen Designer

September 2013 – March 2015

Interone GmbH - Intern Design

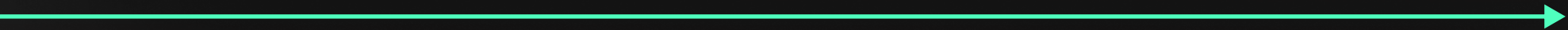
March 2013 – September 2013

Akademie U5

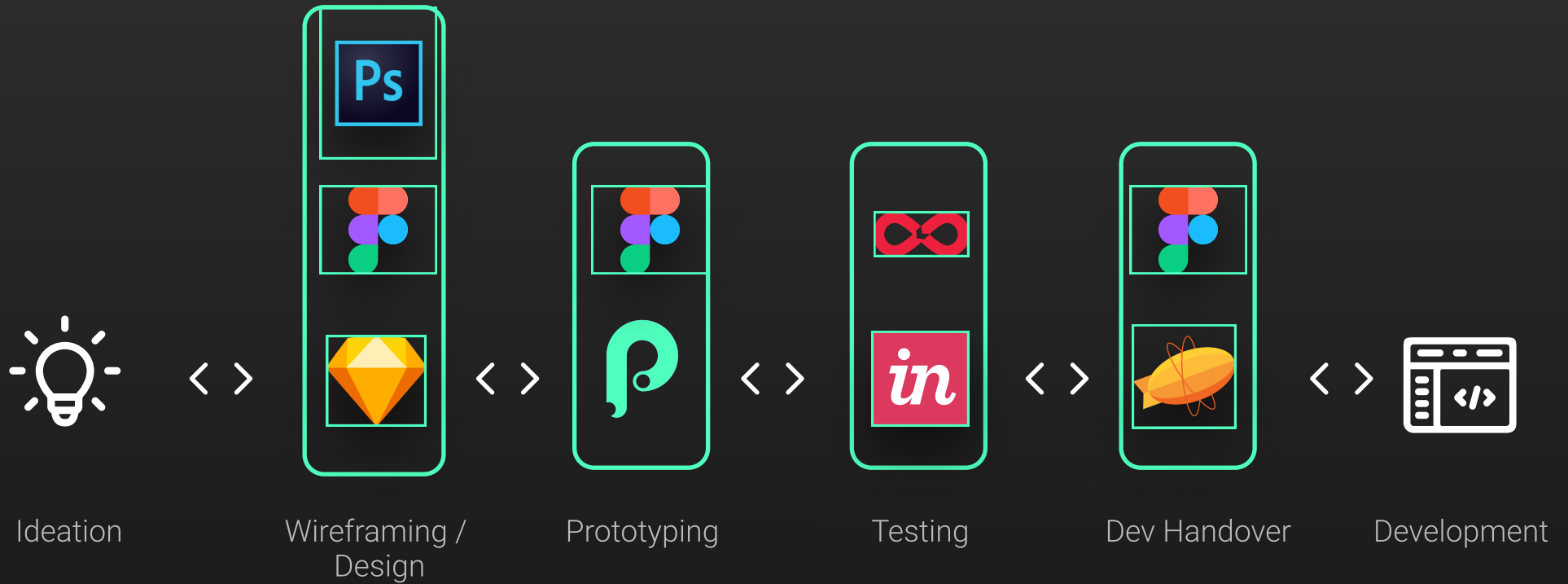
September 2009 – August 2012

Art Direction, visual design, conception

**I AM PASSIONATE ABOUT
USER CENTRIC DESIGN
WITH A PURPOSE**



PROCESS & TOOLCHAIN



CLIENTS



also: HVB, Continental, O2, and more

EXPERTISE



PRODUCT DESIGN

UX & UI for native apps (iOS & Android), webapps & complex webtools

DIGITAL CI

Style, usability and accessibility - based on atomic design guidelines & libraries

WEB ACCESSIBILITY

WCAG 2.0 & Human centric design principles

USERTESTING

Qualitative Usertesting & interviews, AB testing & user data evaluation

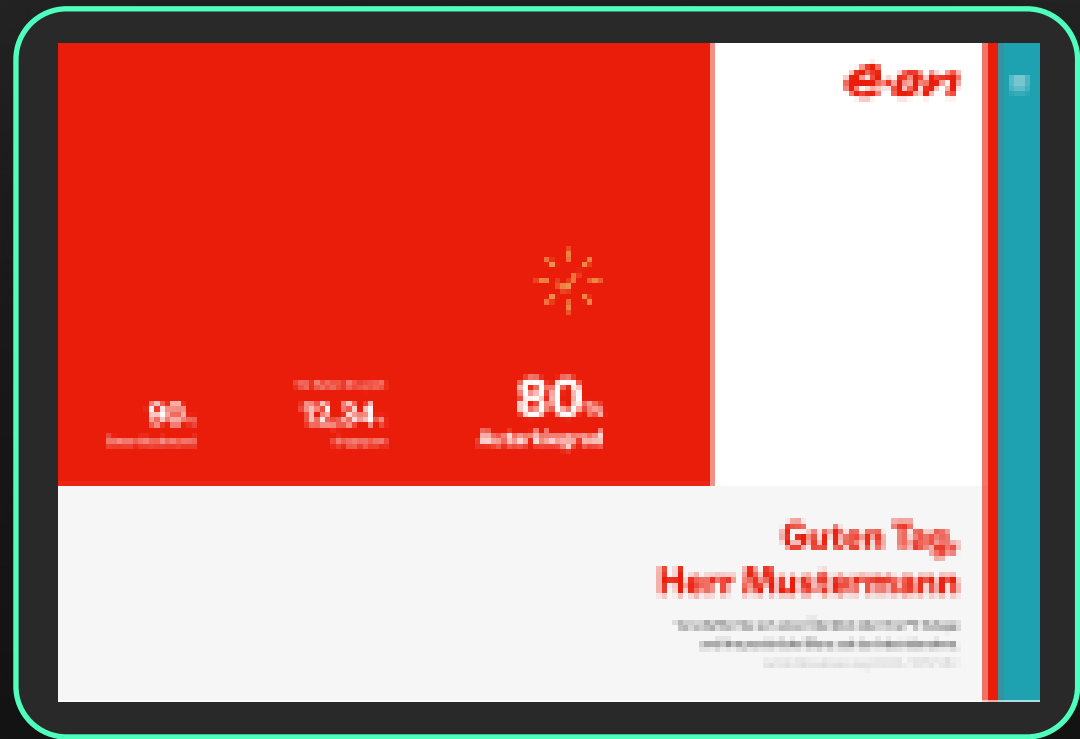
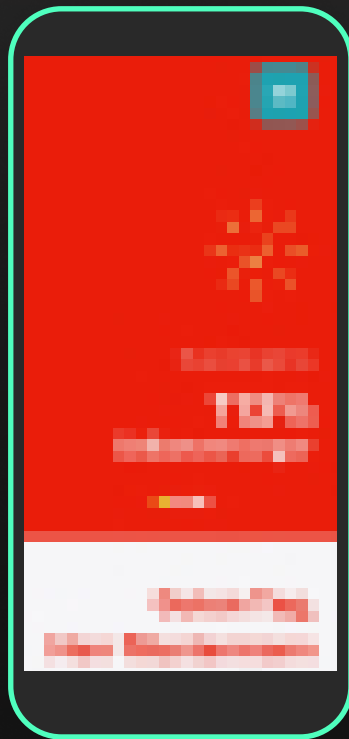
E.ON

AURA SOLAR APP

2016 @ Interone for E.ON

Position - Art Director UI

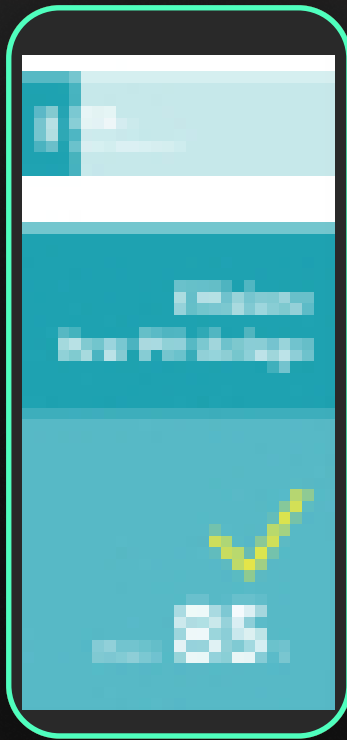
Task - Design a native app to monitor your solar energy system and use your own energy effectively and strategically.



E.ON AURA SOLAR APP

Solution

A web app with a dashboard in the first VP and dedicated areas for more detailed important monitored information and tips.

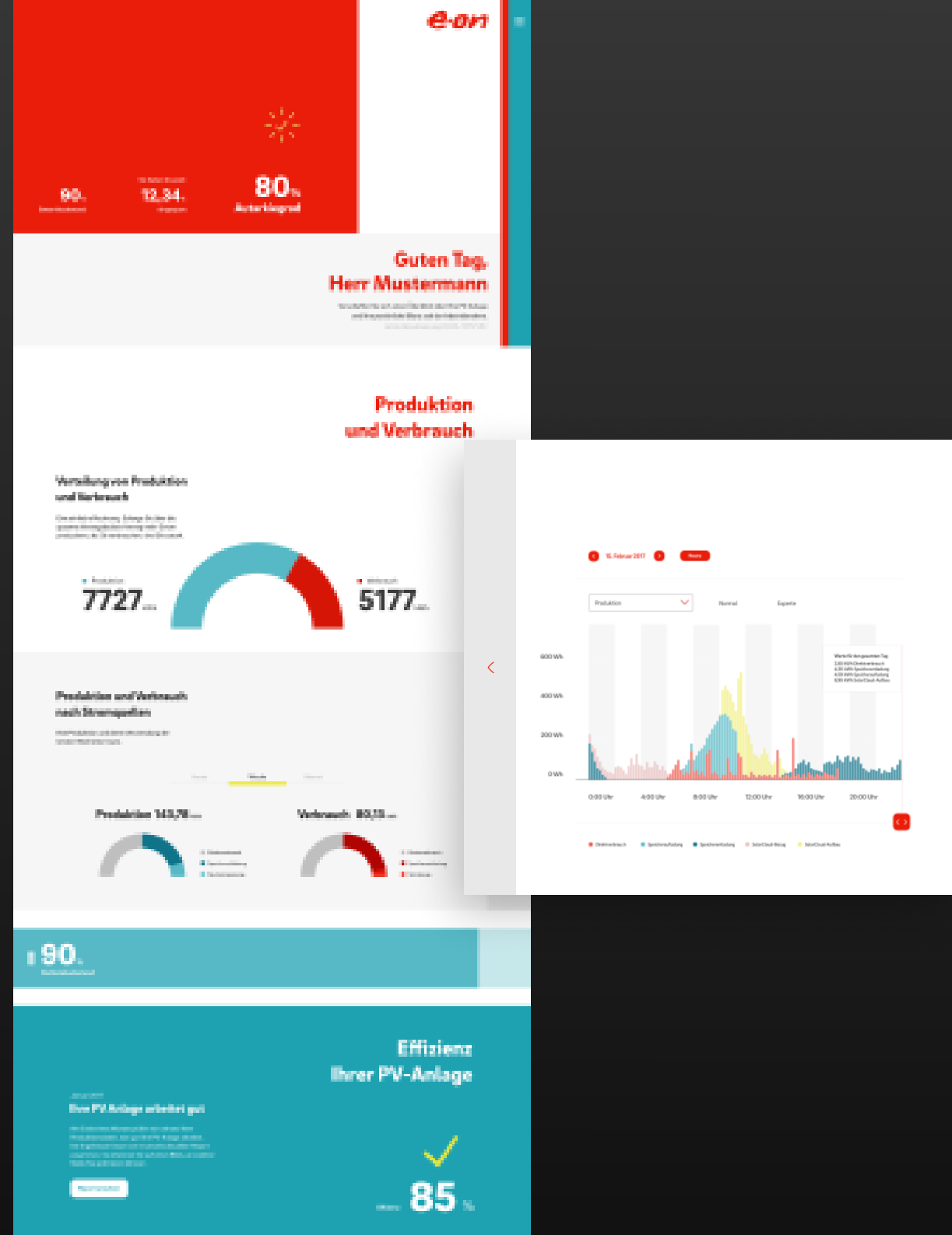


Dashboard

Production and consumption

optional: Battery

Efficiency level and tips



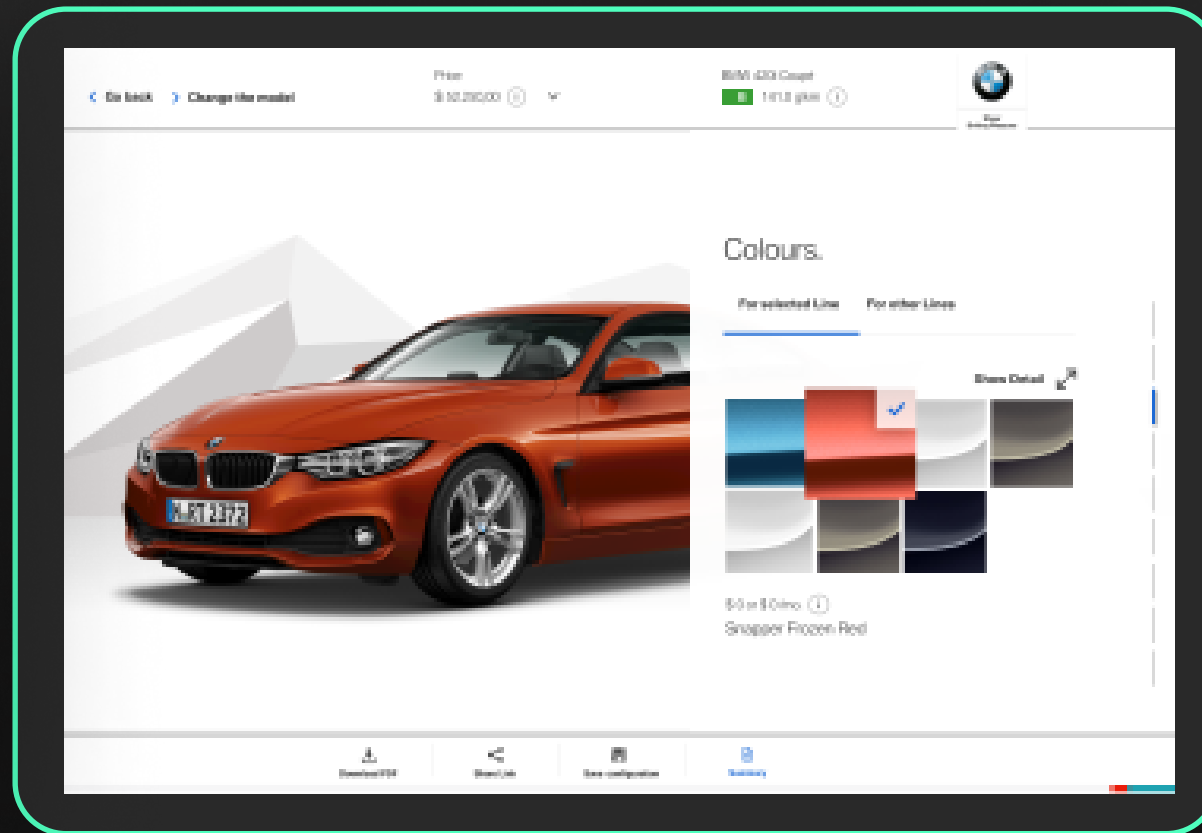
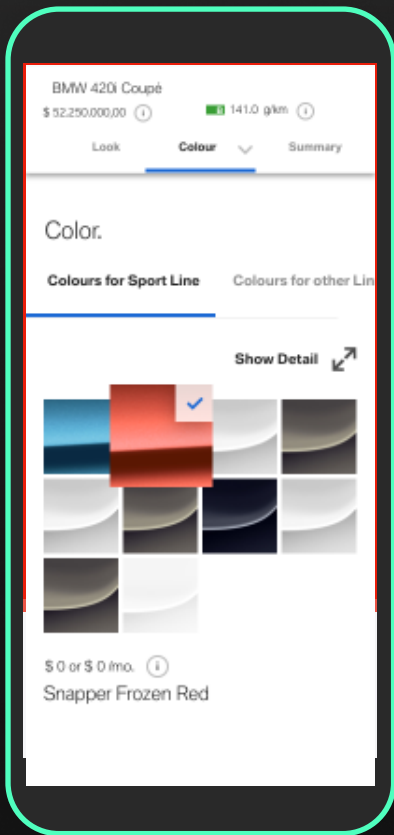
BMW

CAR CONFIGURATOR

2017 - 2019 @ Interone for BMW

Position - Senior UI & replacement Sr. UX

Task - Design a tool, that enables the user to configure and buy a car to their preference.



BMW CAR CONFIGURATOR

Solution

A system of layered interactions let the user interact with the car, while always having all options on hand and the overall price at hand.

The screenshot displays the BMW Car Configurator interface. At the top, there are navigation links: [Go back](#) and [Change the model](#). The current configuration is for a **BMW 420i Coupé** with a price of **\$ 52,250,00**. The car is shown in a 3D view, currently colored **Snapper Frozen Red**. The interface is divided into several sections for configuration:

- Colours:** A grid of color swatches with the selected color (Snapper Frozen Red) highlighted by a blue checkmark.
- Wheels:** A row of four wheel options with the selected option (19" M Light Alloy Wheels, Double-Spoke 704M, Bicolour, Performance RFT) highlighted by a blue checkmark.
- Upholstery:** A grid of upholstery swatches with the selected option (Black Dakota Leather with Oyster Contrast Stitching) highlighted by a blue checkmark.
- Trims:** A row of trim options with the selected option highlighted by a blue checkmark.

Hand icons indicate interactive elements: a vertical hand icon at the top right points to the color selection area, and a horizontal hand icon at the bottom center points to the car model image.

E.ON

SMART HOME APP PITCH

2018 @ Interone for E.ON

Position - Senior UI Designer

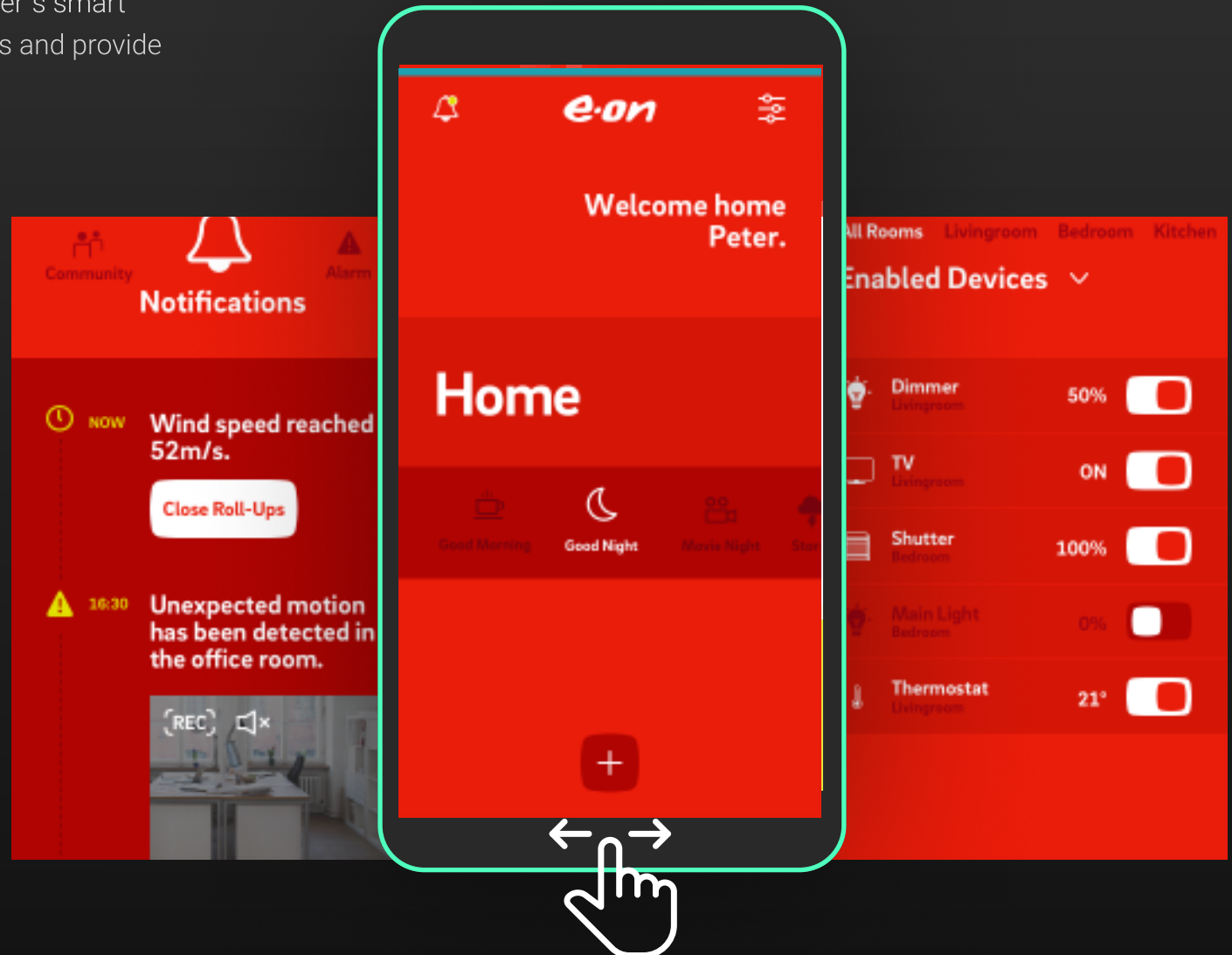
Task - Design a native app to handle all the user's smart devices. It needs to be easy to use for beginners and provide ample level of detail for pro users.

Approach

step by step disclosure of information by using presets and alerts to automate most things.

Note

The Pitch was designed and presented by me. The budget was won, but I only worked on the actual project sparingly, so I decided to include the pitch design here.



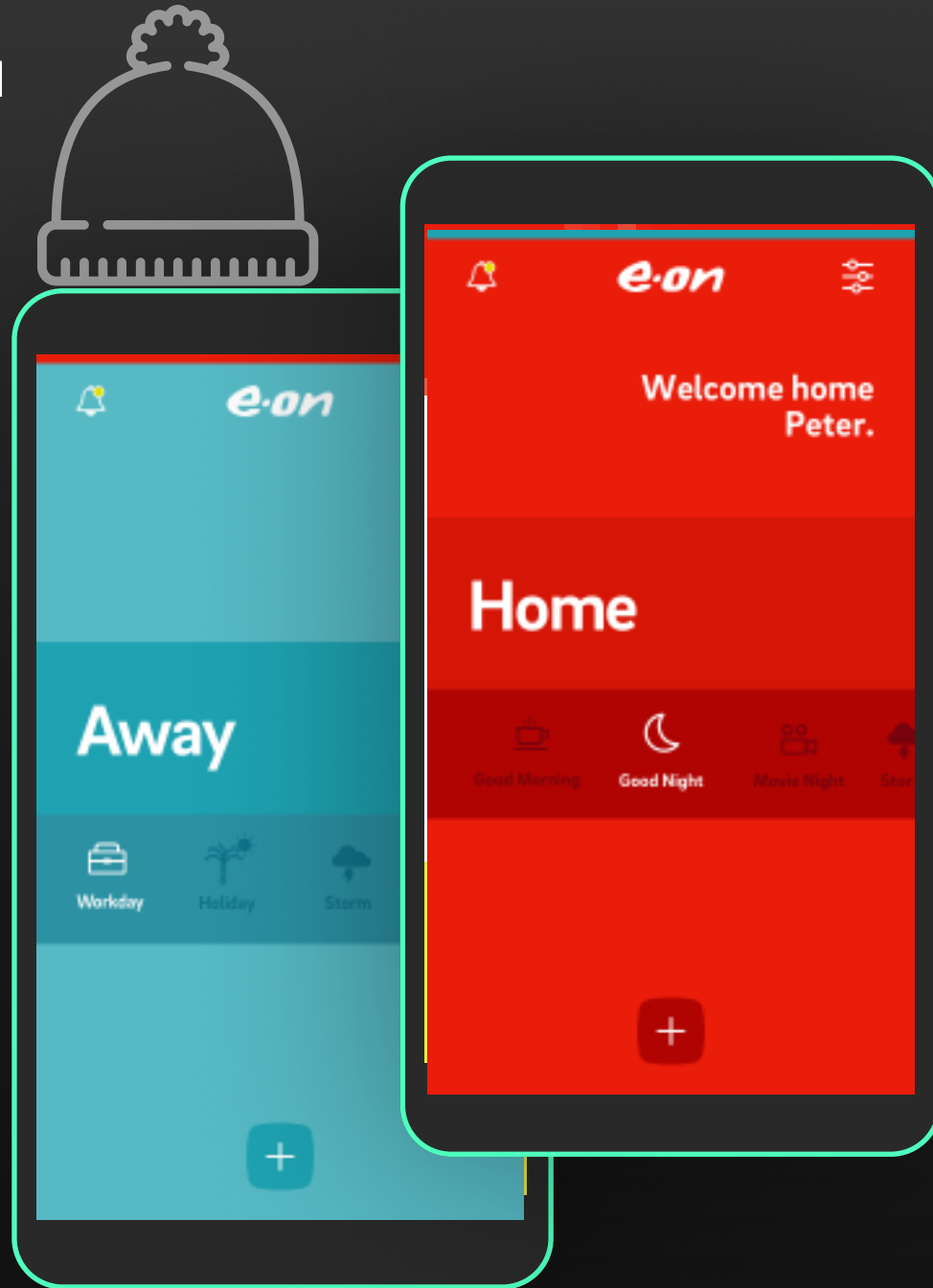
E.ON

SMART HOME APP PITCH

Approach

Automate basic actions location based.
e.g.: automatically secure the house upon leaving

Adjust the available presets / preset order based
on the users location.

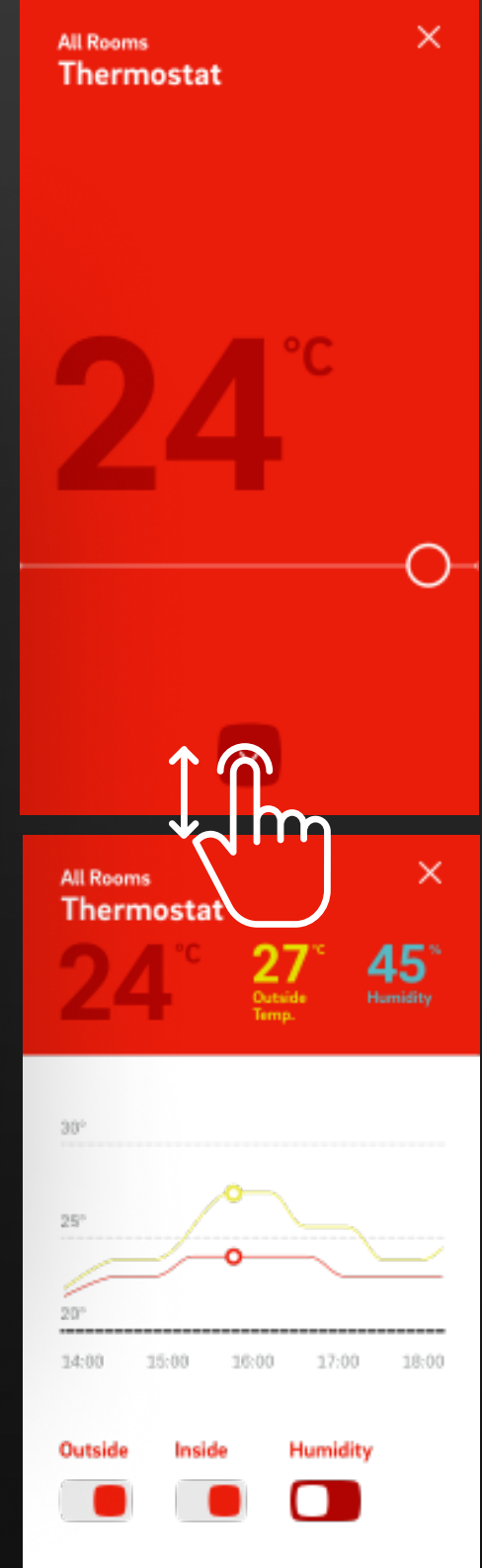
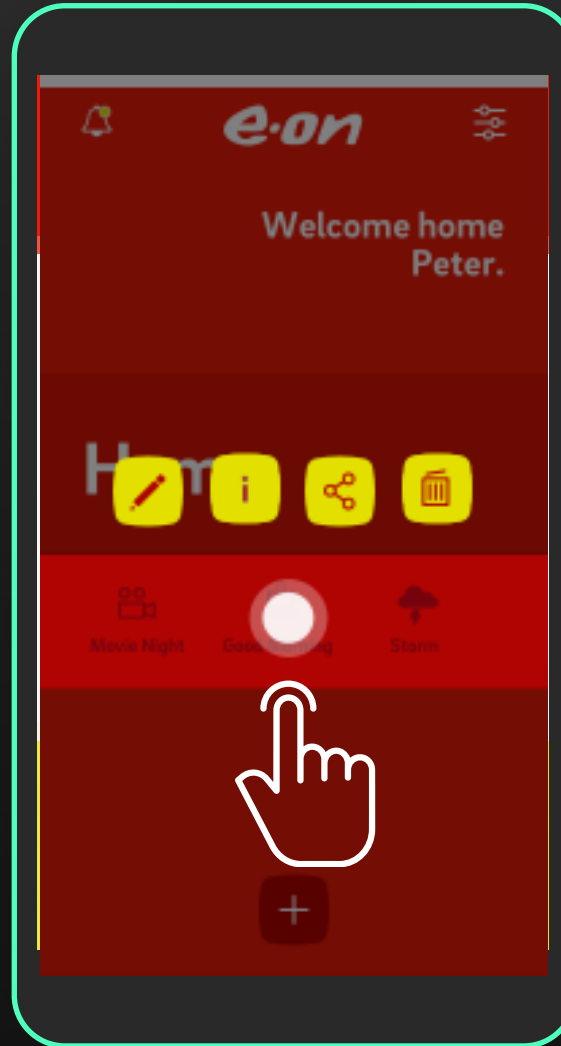


E.ON

SMART HOME APP PITCH

Approach

stack the levels of information, with smart interaction patterns to keep the focus of the user.



Porsche

ESPORT RACING PLATFORM PITCH

2019 @ Interone for Porsche

Position - UX/UI Lead

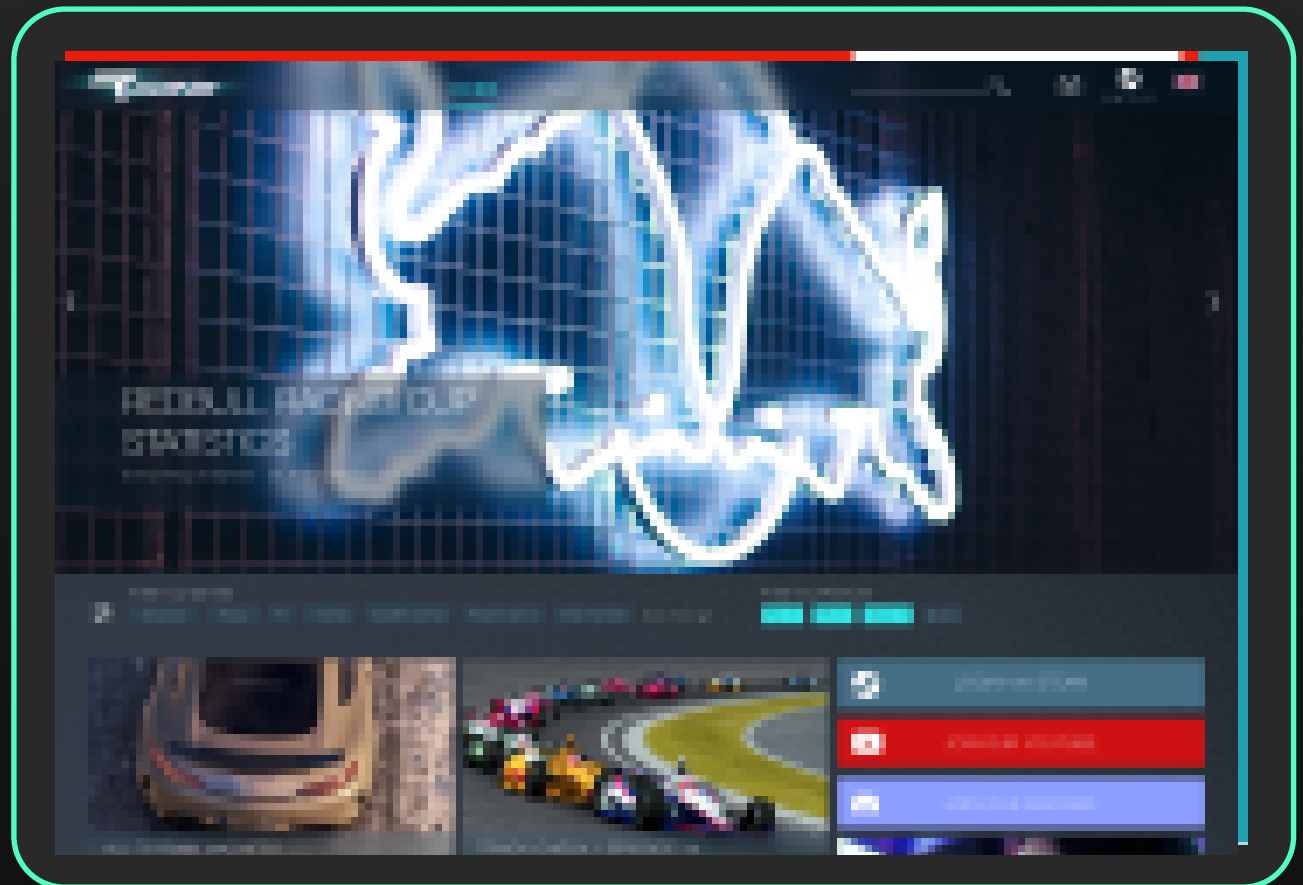
Task - Create a platform for E-Racing fans and practitioners, to get insights, information and helpful tips and tricks on their sport.

Solution

Know the target group and listen to their needs, to be able to provide a service, that can establish itself on an already pretty lively market.

Note

The pitch was not won, due to financial circumstances. I include the project, since I was the Lead in UX and UI and it shows my process very well.



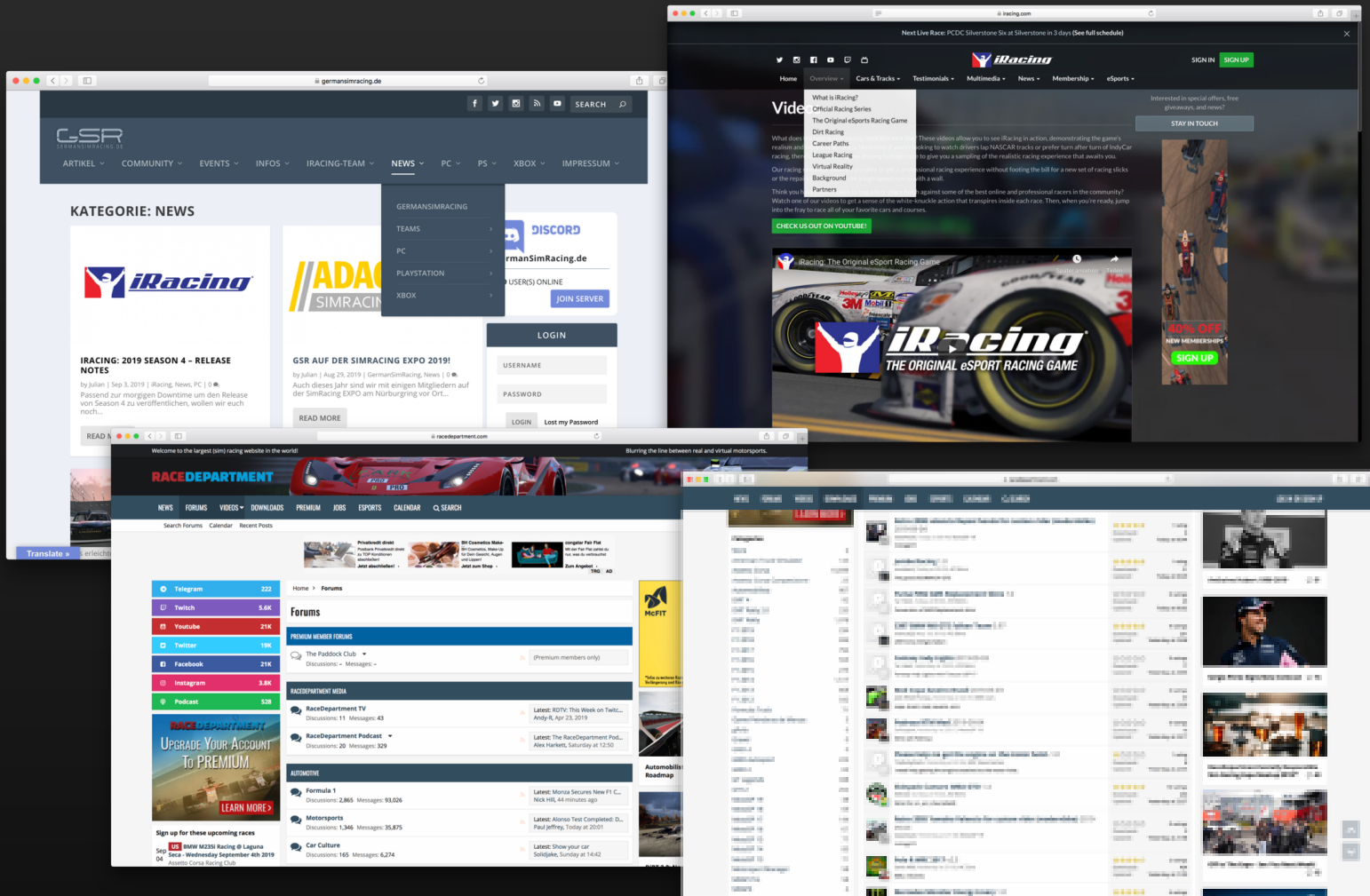
Porsche

ESPORT RACING PLATFORM PITCH

1

Establish the targetgroup and analyse the competition

- user survey with 160+ Users
- detailed interviews with 2 industry experts



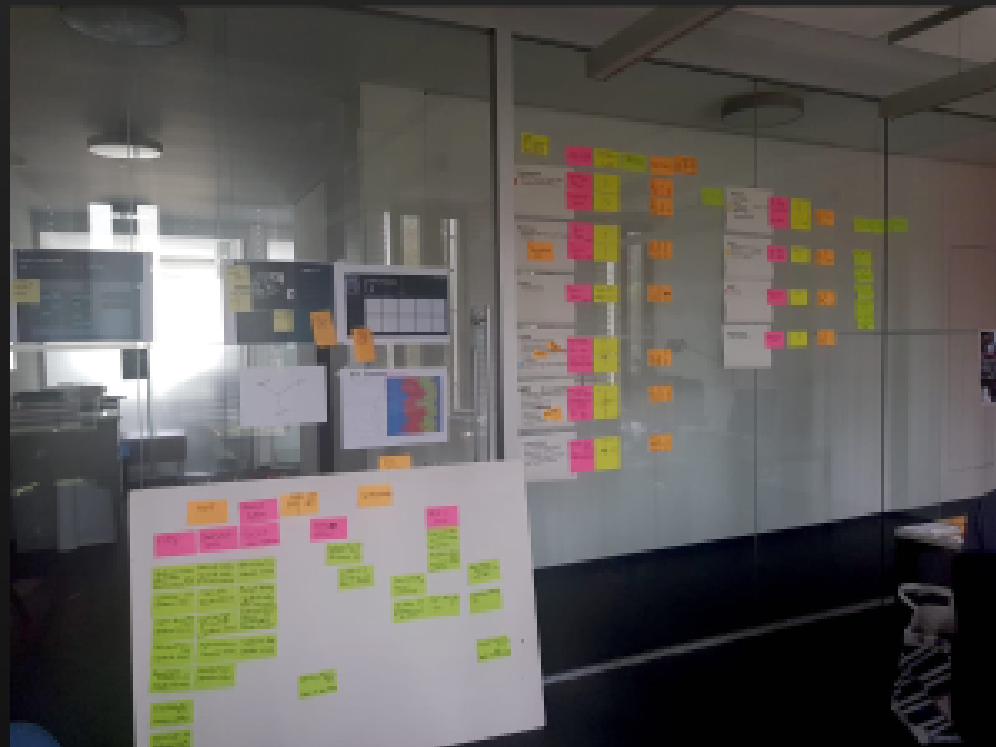
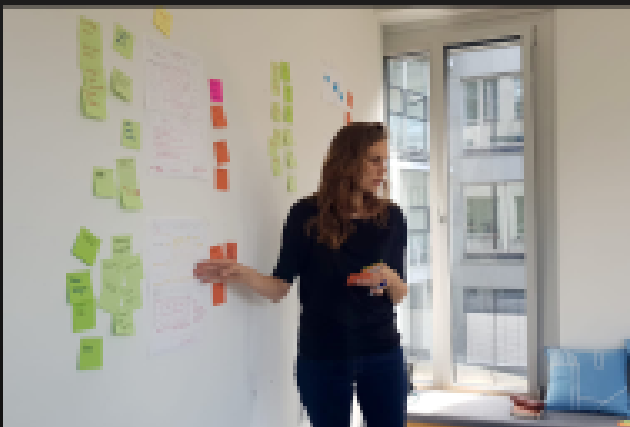
Porsche

ESPORT RACING PLATFORM PITCH

2

Deduct a component catalog based on the insight

- Including evaluation of necessary features & highlight features for the user
- Including evaluation of approximate effort
- Including a roadmap



Porsche

ESPORT RACING PLATFORM PITCH

3

Die Nutzeranalyse ergibt 5 UX Prinzipien.

Die Nutzer sind hochgradig kritisch bei Plattform-Entscheidungen und legen Wert auf Transparenz. Es geht bei diesen Bewegungen über Ästhetik.

Die Plattformen sind leicht zugänglich und flexibel. Nutzer sind flexibel. Nutzer sind flexibel. Nutzer sind flexibel.

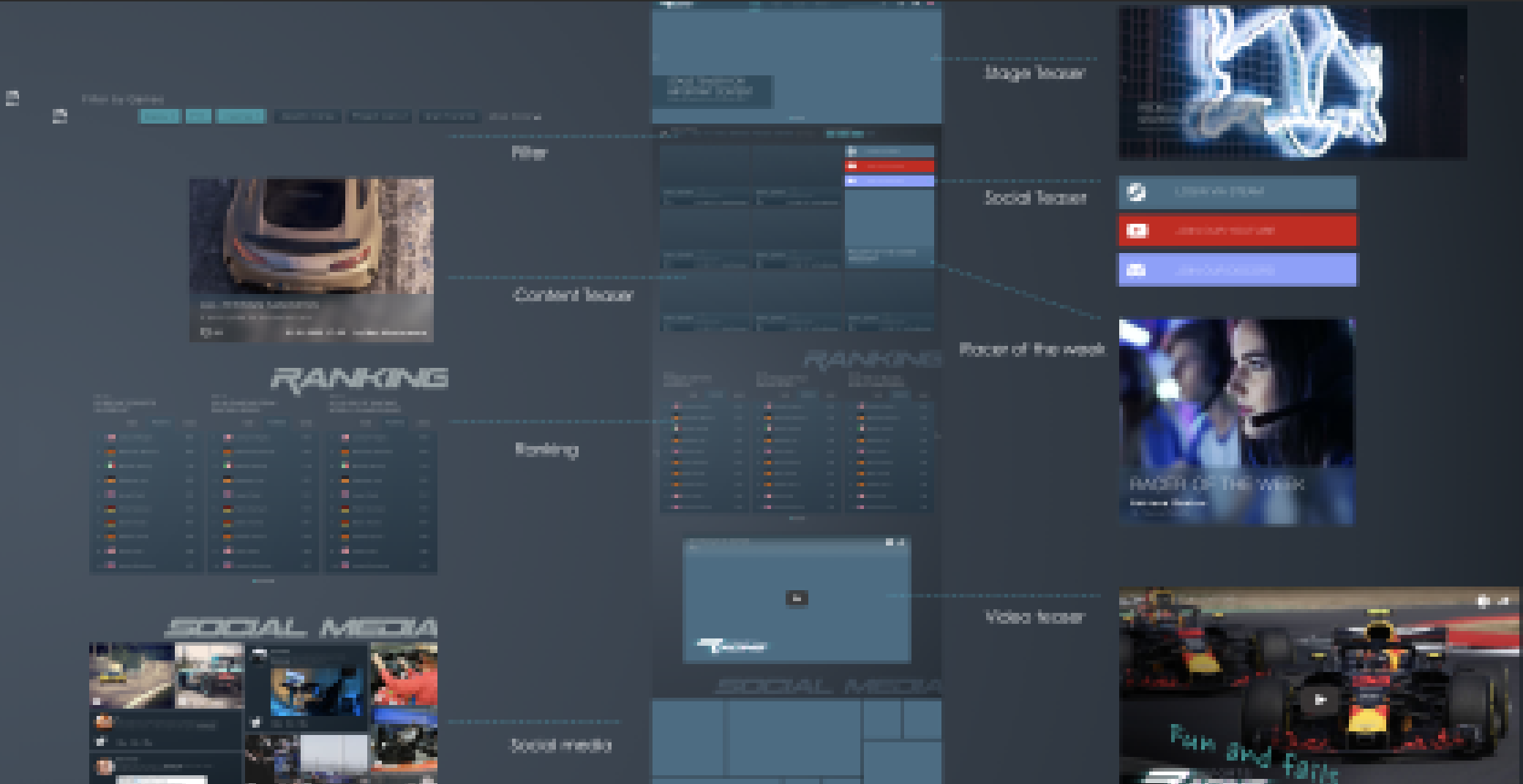


Die Anpassbarkeit und damit die Flexibilität sind die Hauptanforderungen der Nutzer.

Porsche

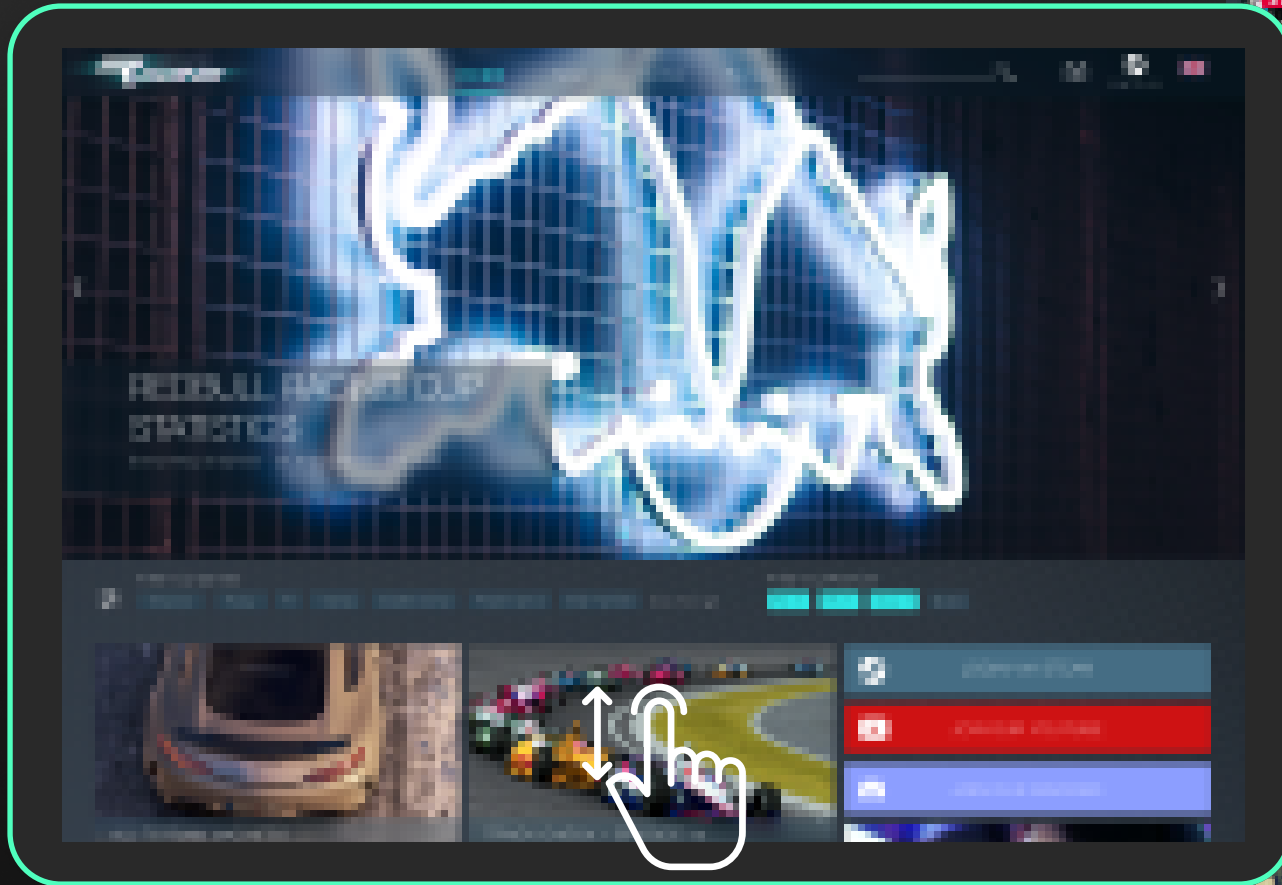
ESPORT RACING PLATFORM PITCH

4

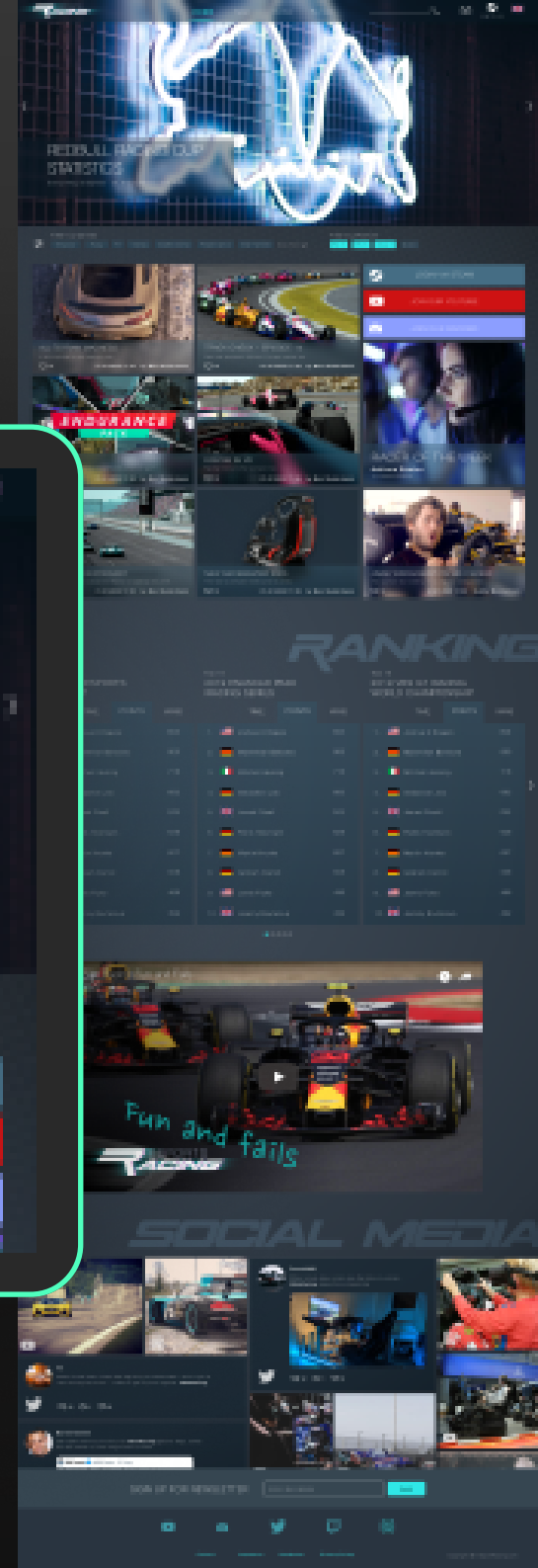


Porsche

ESPORT RACING PLATFORM PITCH

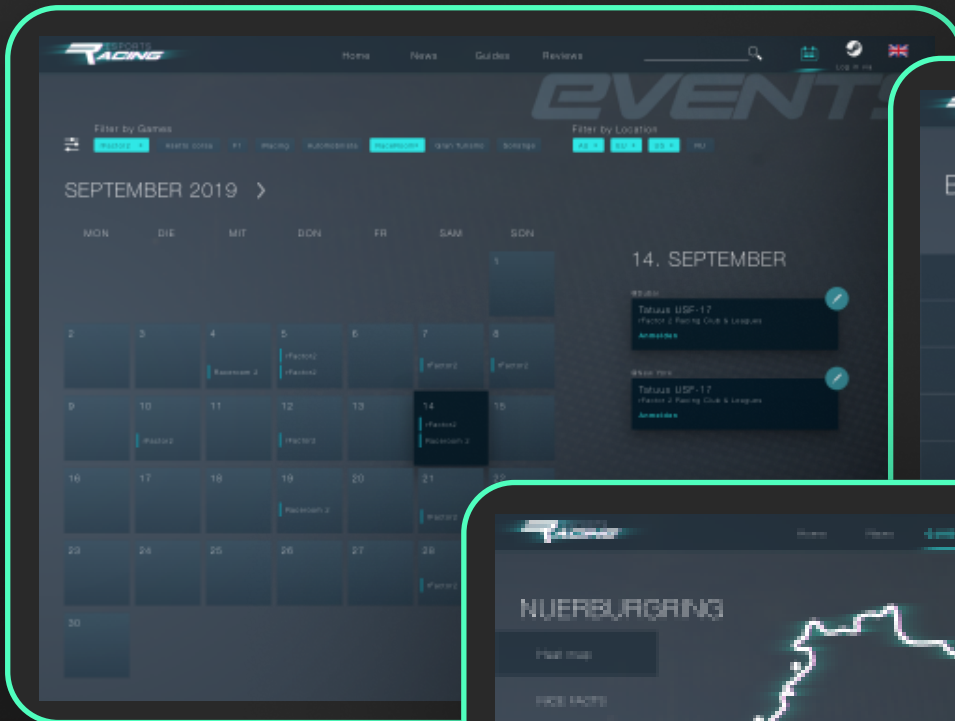


Home page



Porsche

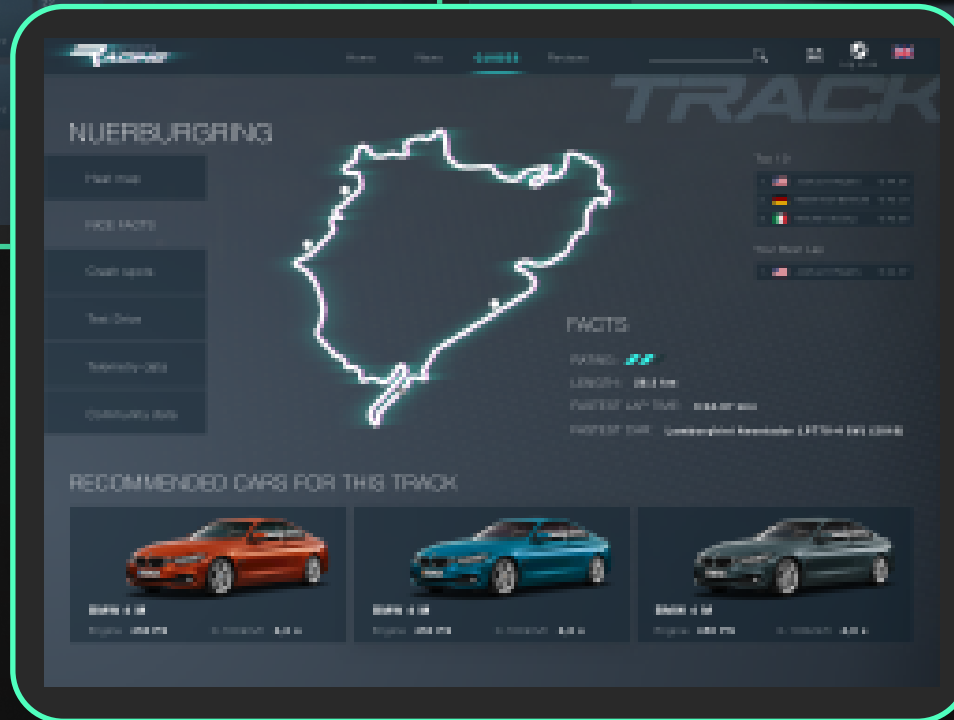
ESPORT RACING PLATFORM PITCH



personal event calendar

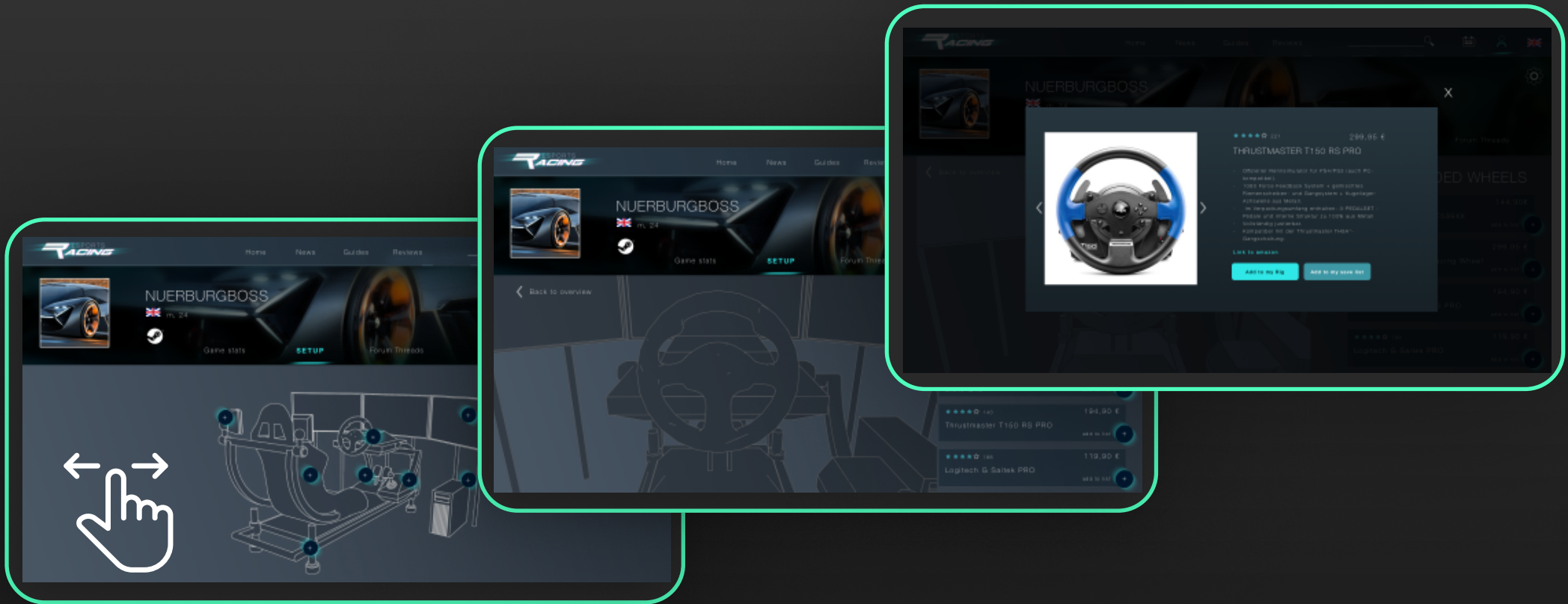


interactive car guides



interactive race track guides

Porsche - Esport Racing Platform Pitch



Hardware configuration tool

the biggest identified problem was the Hardware situation in e-racing. There is a plethora of different items - not all work with each other. Small changes in setup can make the deciding difference. Until now this problem is solved by excel lists - we make that easier.

Bonus: The tool can be used to refinance the platform