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HI

I'm a UI/UX Designer based in Munich. My professional background is in performing arts – I studied and worked as theater / opera director before I moved my focus to digital design in 2009.
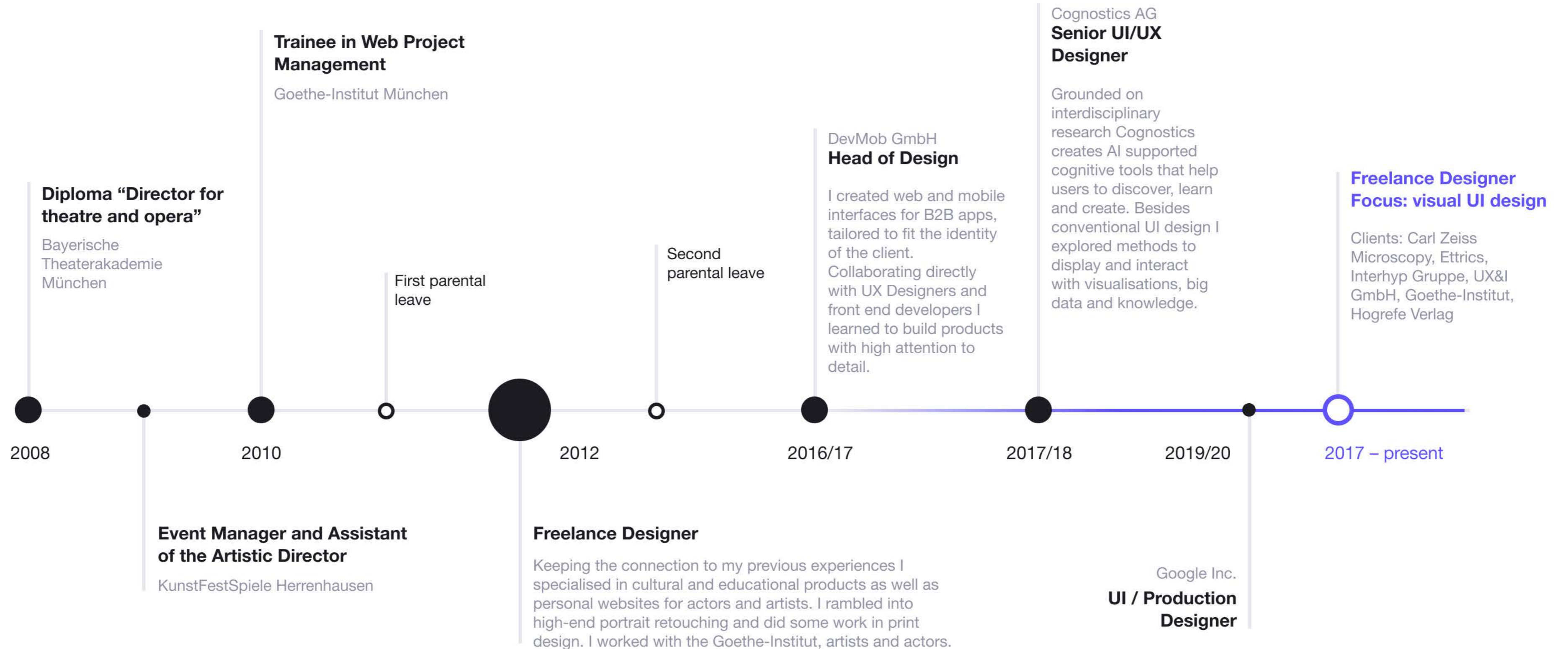
Born and raised in Leipzig, I now live in Munich with my husband and two kids. I am currently working as a freelance designer for various clients in meditec and industrial research sectors. Previously, I was employed as Senior UI/UX Designer by Cognostics AG, creating innovative products using AI, machine learning and neuroscience and as Producion / UI designer for Google Munich.

While interaction- and visual UI design are my core strengths, you'll often find me participating in a variety of cross-disciplinary activities including user experience design, information architecture, content strategy or gamification design.

I hold a degree as director for opera and theater, a dream I wanted to pursue after finishing school. Although I've grown out of the realms of performing arts, directing and storytelling is still something I like to do, just projecting to another stage.

When it comes to work, I want to be involved in projects that I find challenging with teams that inspire me and people I can learn from.

01

Experience

Trainee in Web Project Management

Goethe-Institut München

Cognostics AG
Senior UI/UX Designer

Grounded on interdisciplinary research Cognostics creates AI supported cognitive tools that help users to discover, learn and create. Besides conventional UI design I explored methods to display and interact with visualisations, big data and knowledge.

DevMob GmbH
Head of Design

I created web and mobile interfaces for B2B apps, tailored to fit the identity of the client. Collaborating directly with UX Designers and front end developers I learned to build products with high attention to detail.

**Freelance Designer
Focus: visual UI design**

Clients: Carl Zeiss Microscopy, Ettrics, Interhyp Gruppe, UX&I GmbH, Goethe-Institut, Hogrefe Verlag

Diploma "Director for theatre and opera"

Bayerische Theaterakademie München

Second parental leave

First parental leave

| 2008 | 2010 | 2012 | 2016/17 | 2017/18 | 2019/20 | 2017 – present |

Event Manager and Assistant of the Artistic Director

KunstFestSpiele Herrenhausen

Freelance Designer

Keeping the connection to my previous experiences I specialised in cultural and educational products as well as personal websites for actors and artists. I rambled into high-end portrait retouching and did some work in print design. I worked with the Goethe-Institut, artists and actors.

Google Inc.
UI / Production Designer

02

Education +/ Skills

Education

09/2004 – 06/2008

Bayerische Theaterakademie

Stage Directing for theatre and opera,
Diploma in June 2008

Conducted a total of 5 productions, developing
artistic vision and interpretation of classical and
modern plays, autonomous casting of actors,
conceptual impact on stage design and costumes,
budget management and organisational tasks. Got
into every aspect of theatre while growing aesthetic
sense and a personal perspective towards art.

09/2002 – 09/2004

University of Leipzig

Studies in Humanities

Took courses in art history, cultural studies,
sociology, western philosophy, comparative literature
and theatre studies. Learned how to deal critically
with subjective, complex, imperfect information.
Developed skills in writing and critical reading while
reasoning about being human.

Technical Skills

FIGMA	• • • • • • • • •	PROTOPIE	• • • • • • • • •
SKETCH	• • • • • • • •	PRINCIPLE	• • • • • • • •
PHOTOSHOP	• • • • • • •	HTML/CSS	• • • • • •
ILLUSTRATOR	• • • • • • •	AFTER EFFECTS	• • • • •

Personal Interests and Expertise

State of Matter

(Radar chart axes: MOBILE, WEB, UI, BRAND, PROTOTYPING, IxD, UX, STORY)
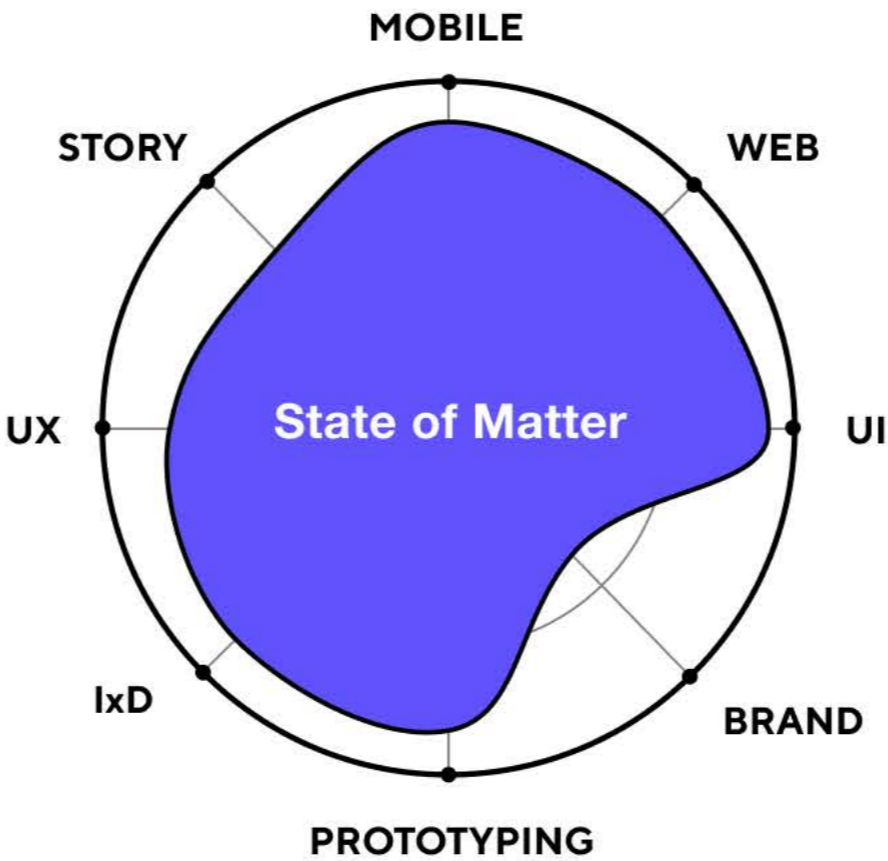
Behaviour-Based Design

Motivation, Habit Formation, Gamification

A product is only as good as its ability to co-opt behaviour. I'm not
only interested in perfect design execution, but in acquiring true
user adoption. Which requires products to fit into, or even change
the behaviour patterns of their users.

Education Technology

Personalised Learning and Knowledge Management

The human brain will demand for digital support systems, coping
with exploding levels of complexity and huge amounts of new
knowledge. I'm interested in new ways of knowledge processing
and visual problem solving.

03

AI Health Monitoring App
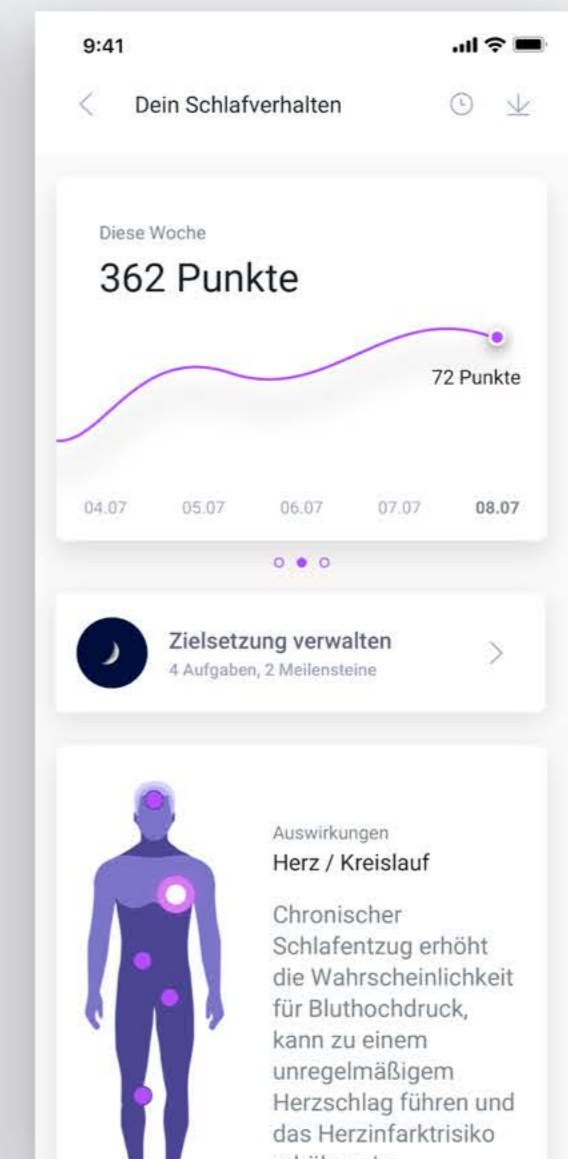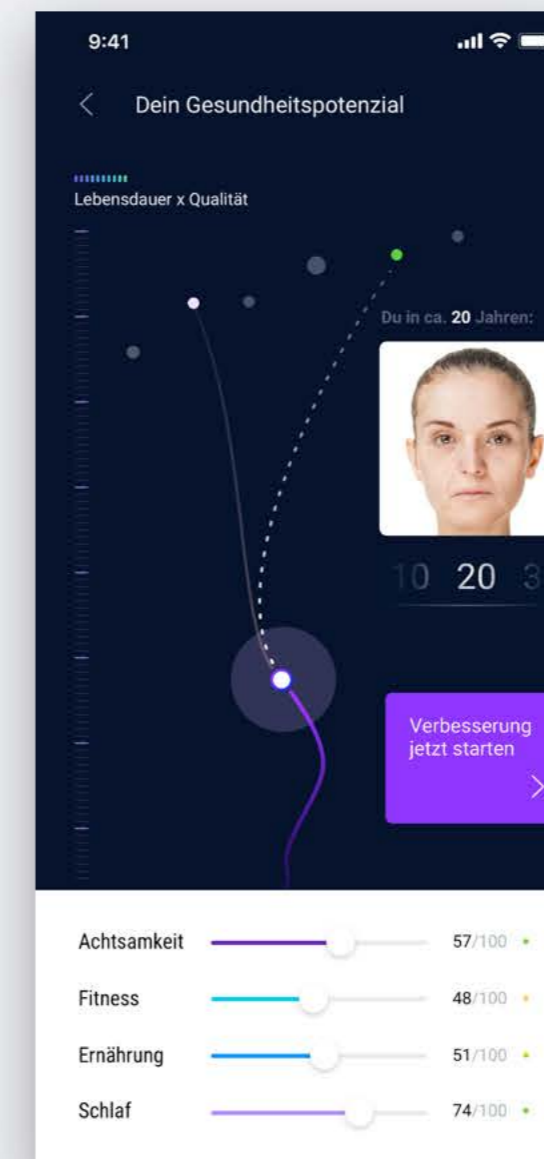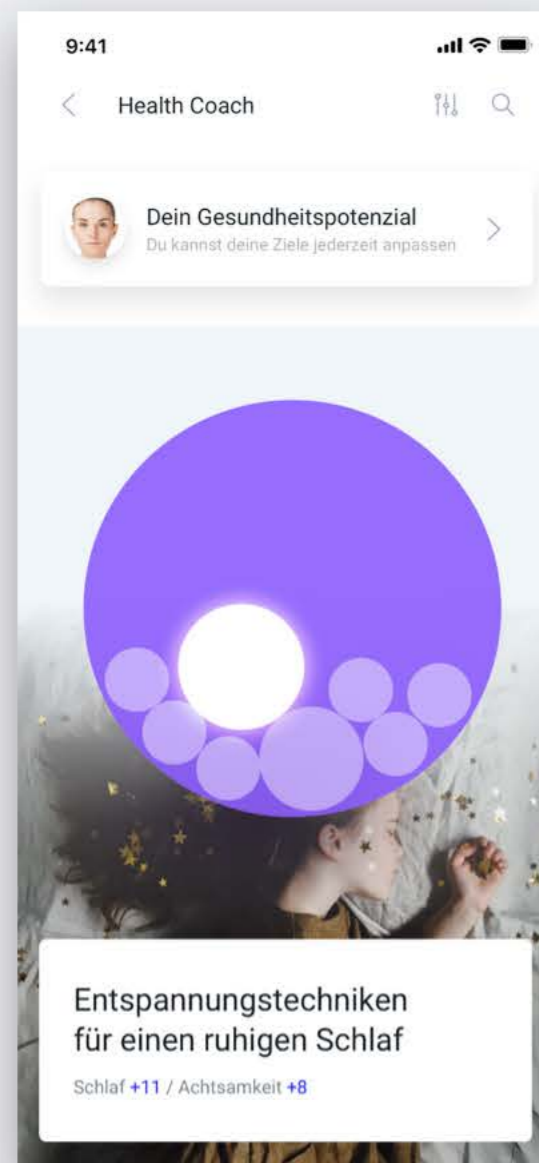
iThrive – Personalised Wellbeing and Prevention Coach

The biggest health threats in modern societies are well-known and it is also well established that more than 50% of them can be avoided by some consequently applied preventive measures.

iThrive is a mobile app that allows smartphone users to document and reflect on their mental and physical condition. The app then generates individual suggestions, perfectly tuned to the individual health situation and even adapting to the circumstances of each individual day.

The development of this app is based on a novel field of basic scientific research, aiming to better understand how the human brain copes with the challenges of the modern world and to develop innovative tools for supporting it in this rapidly growing challenge.
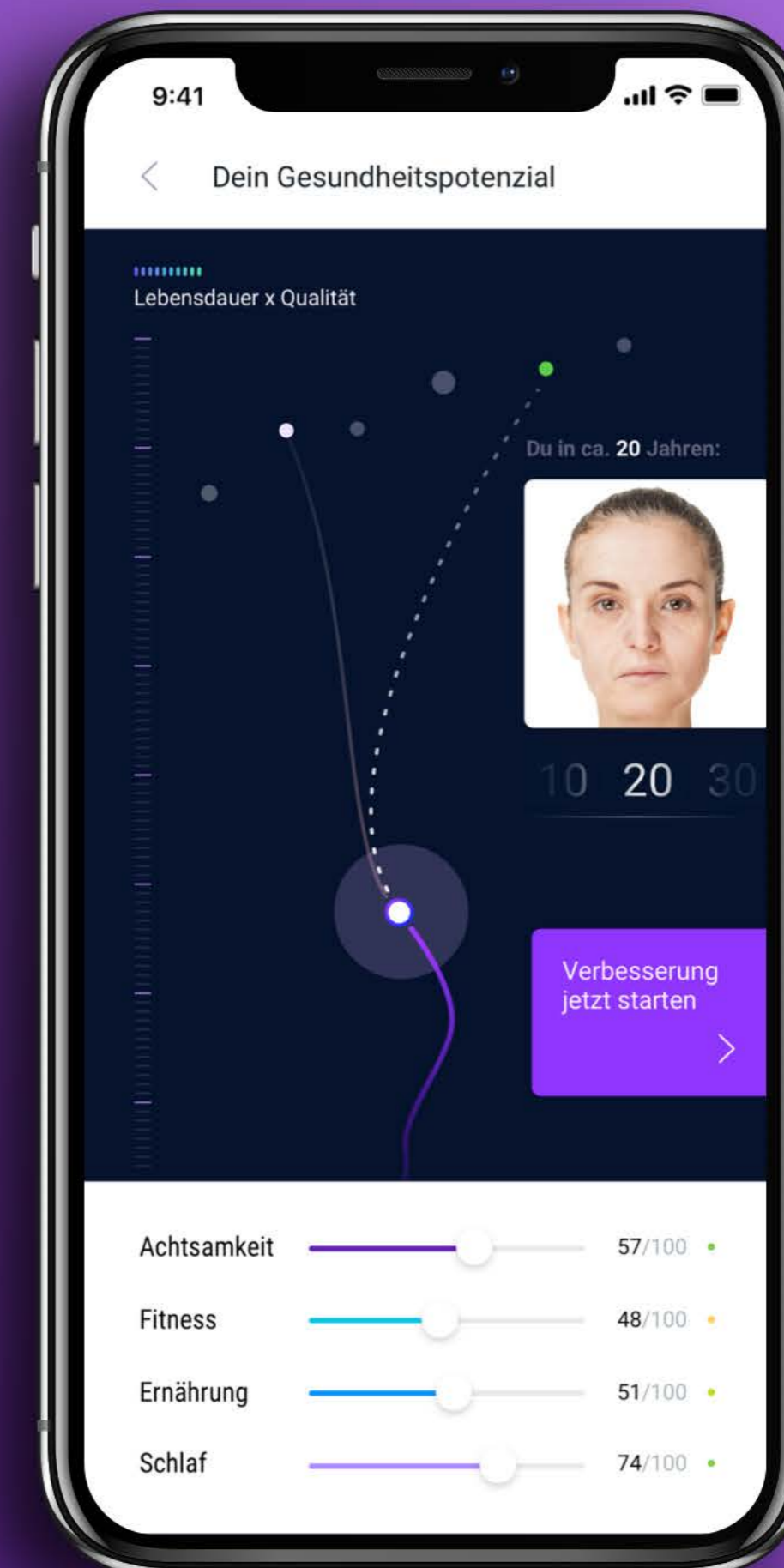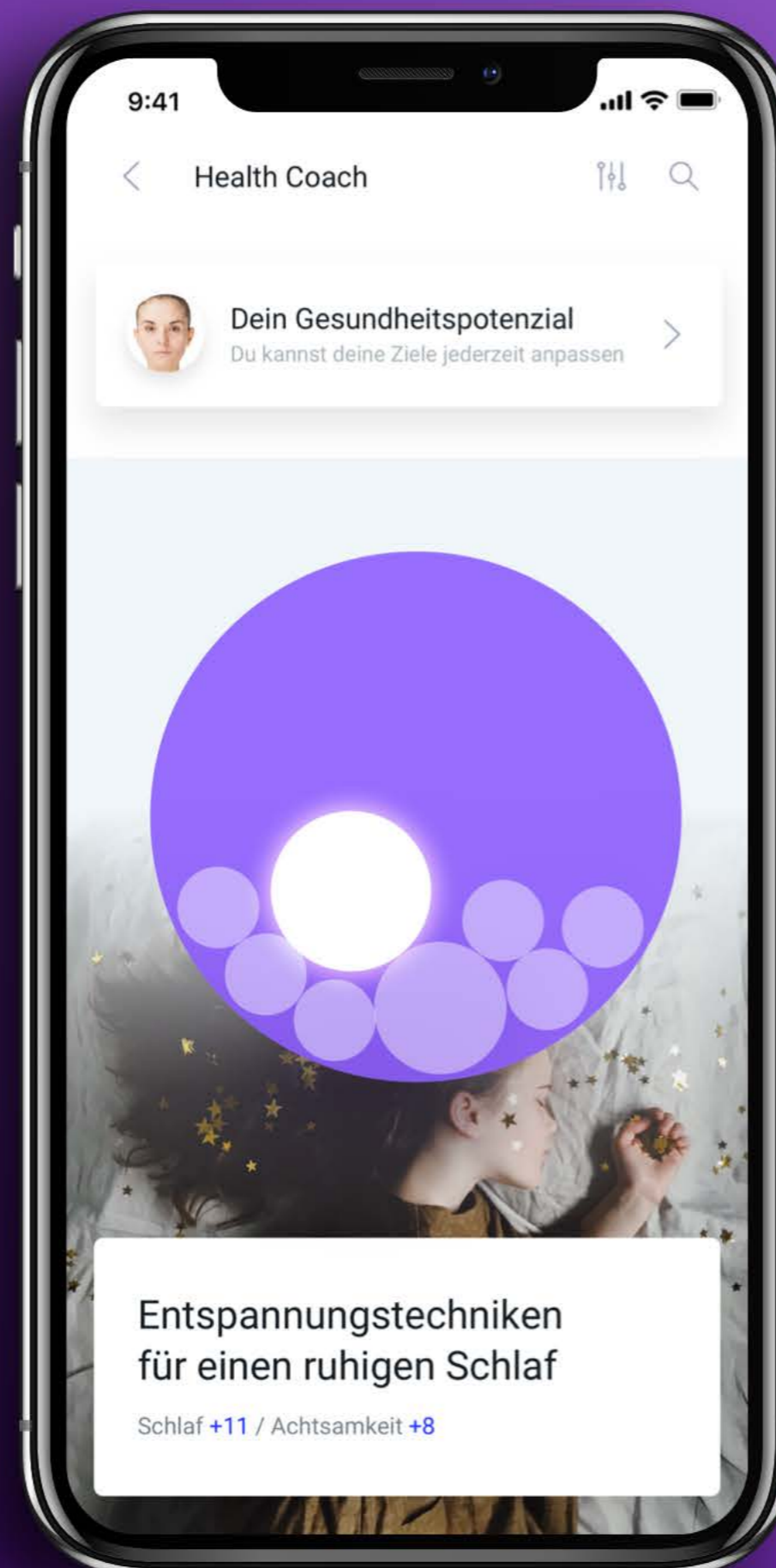
Company / Year

Cognostics AG, 2017/18

My role on iThrive

I was involved in the early concept phase, primarily as a user experience and visual designer. My job was to make the vision understandable and prepare it for presentations. The design of the app architecture also fell into my responsibility, in close coordination with our neuro-scientists and technical team.

After the project was pitched successfully, it was redesigned and simplified for a more specific use case of a health insurance company.

Deliverables

Concept papers and presentations; Wireframes and high-level flows; Refined visual designs and mockups; Interactive click-dummies and explorations for interactions

iThrive

Key Concept / Vision
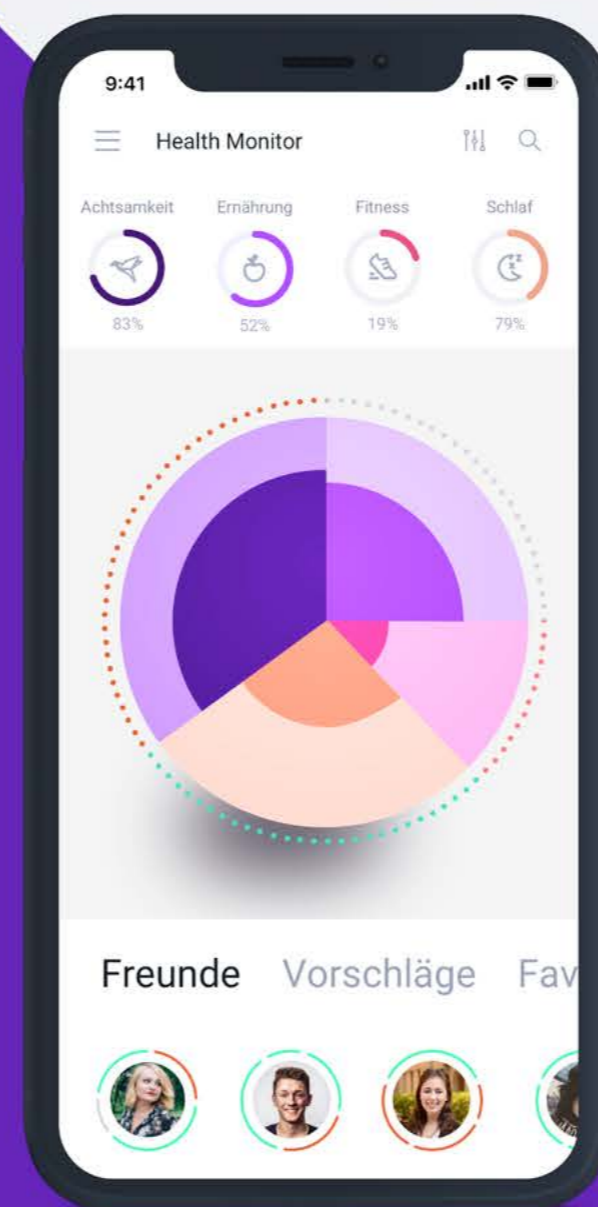
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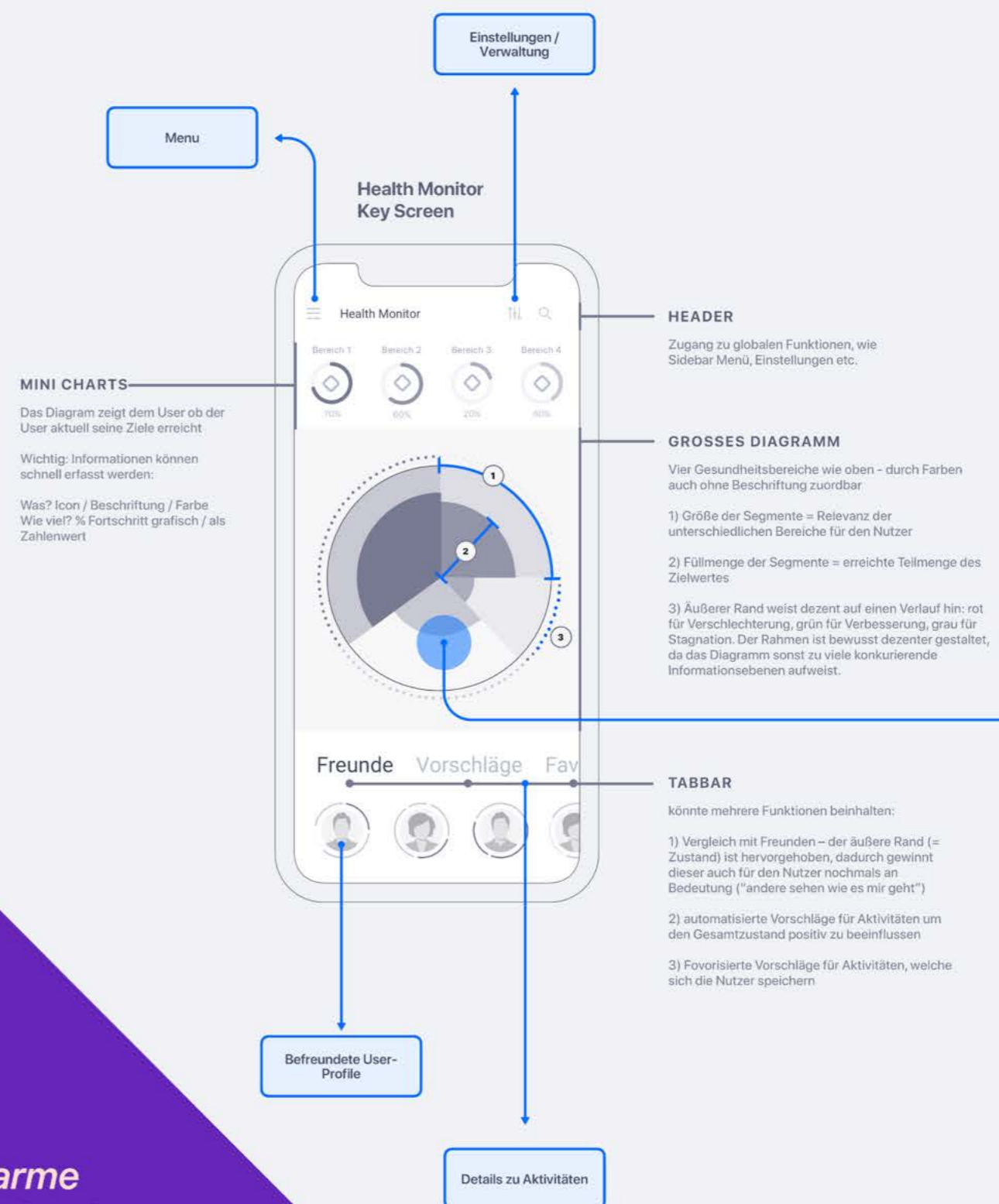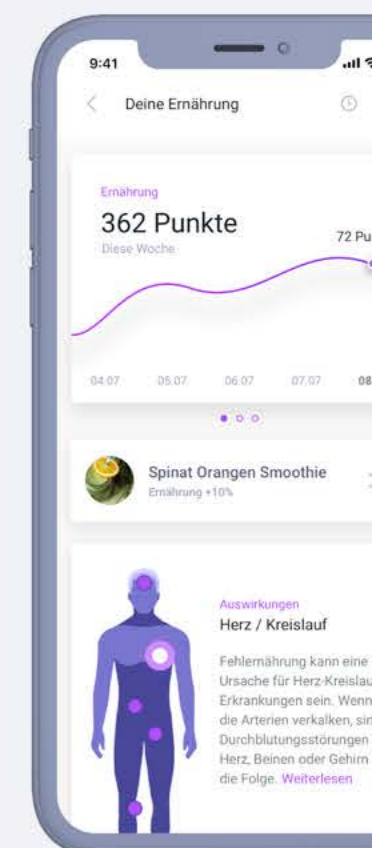
06

Collaboration Platform
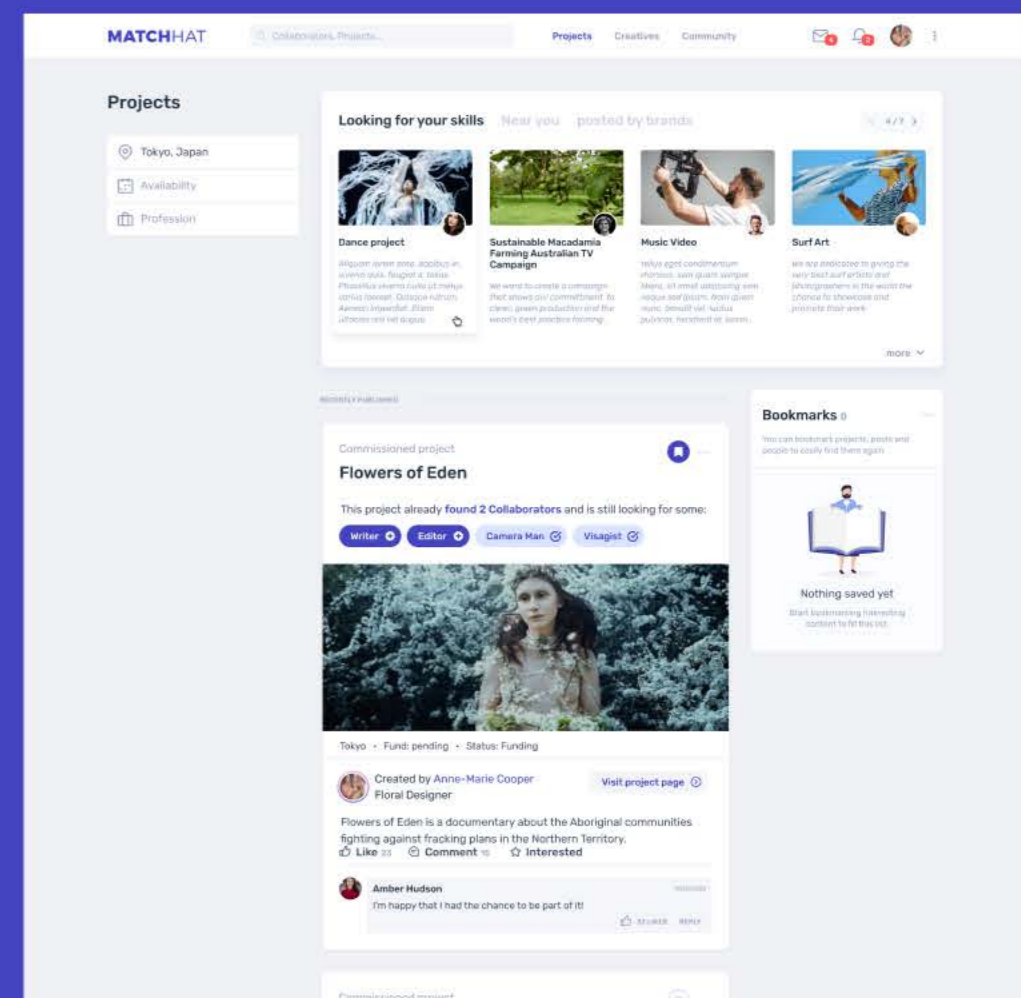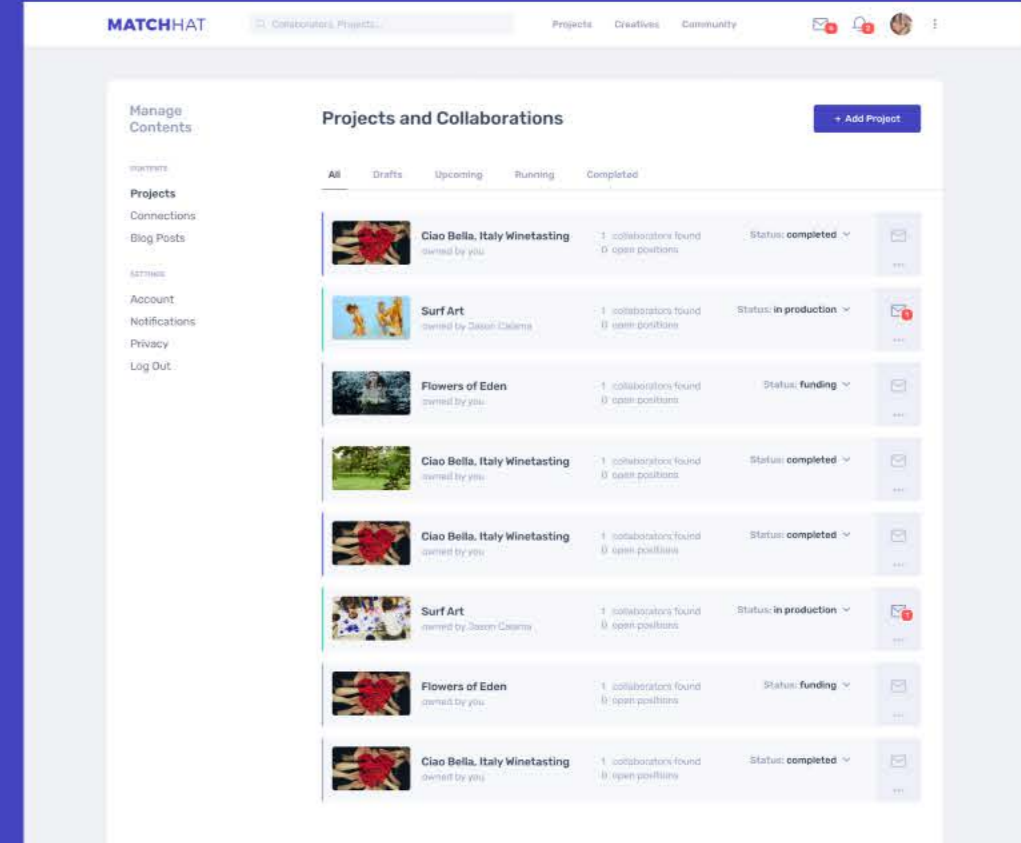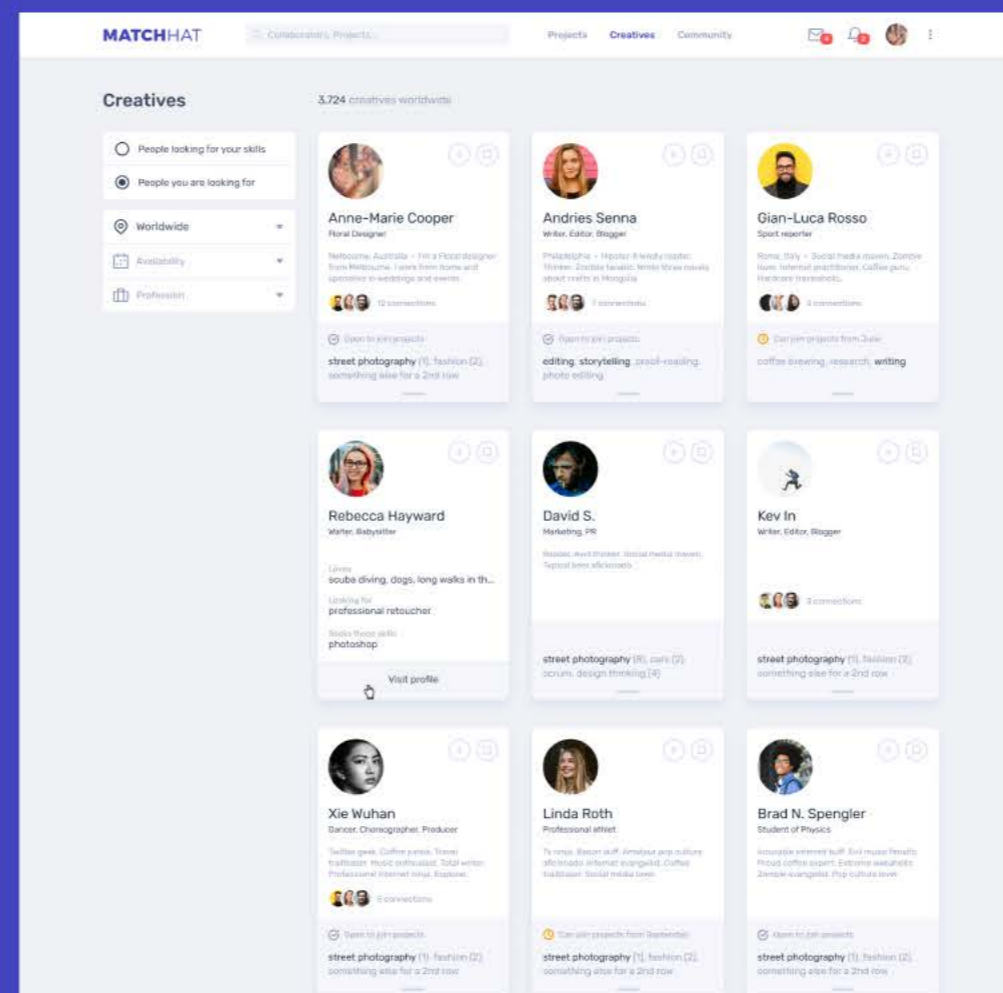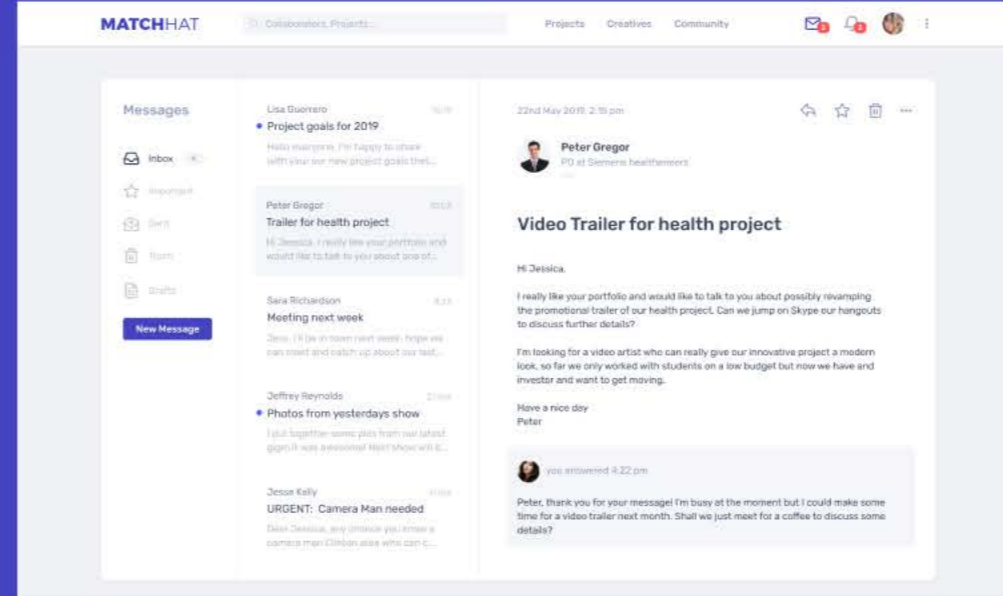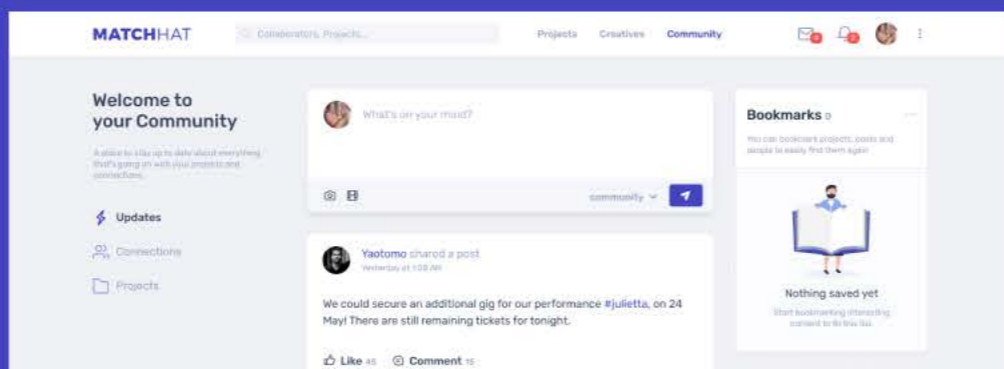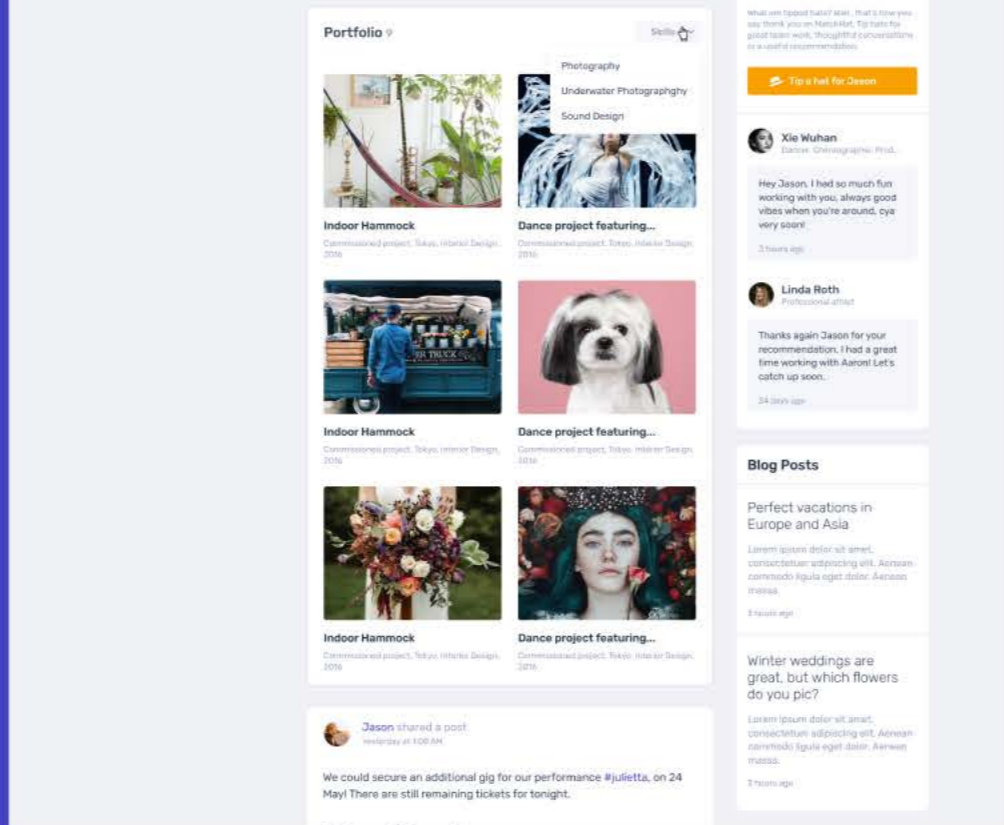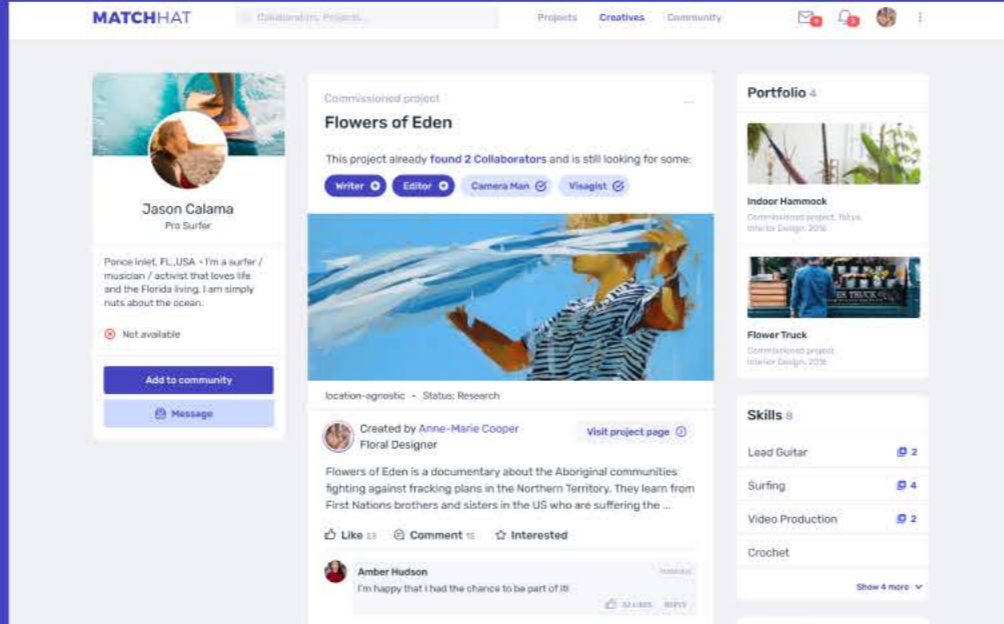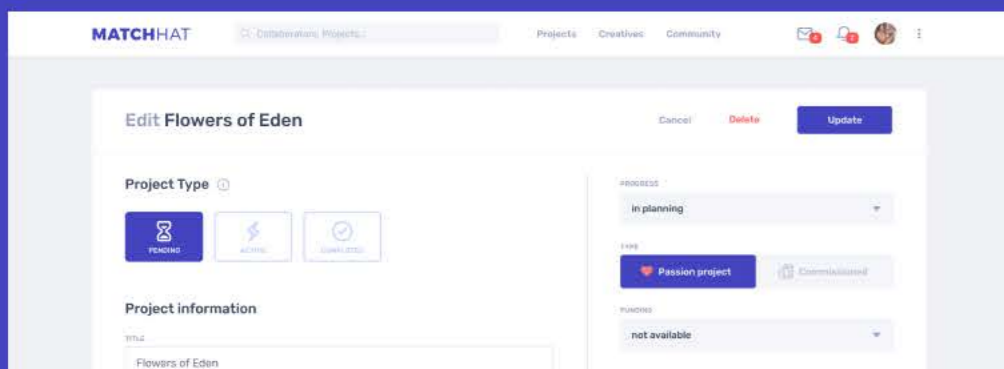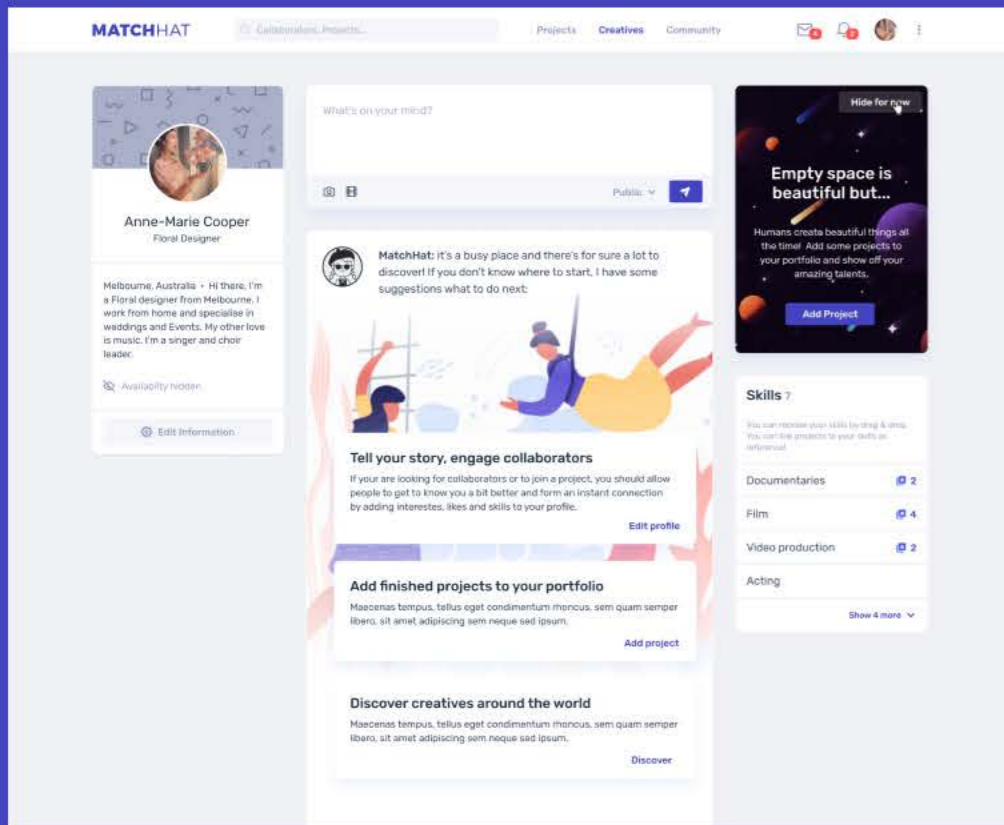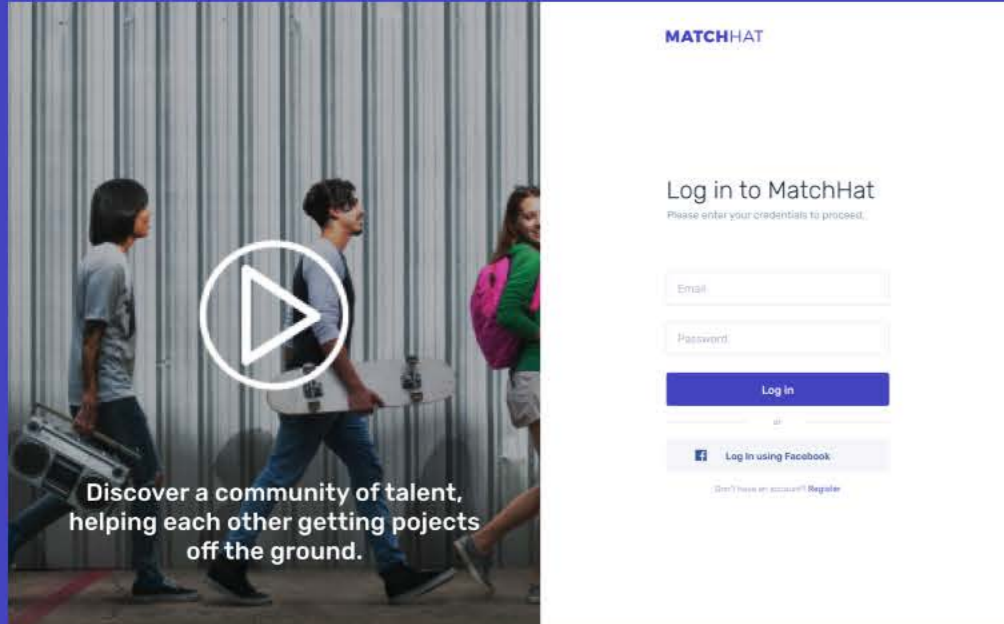
MatchHat
Collaboration platform

I was asked to create the design for a side project of a friend, called MatchHat. The platform enables people to create value through collaboration, to join the creative forces of talents and passions.

We worked our way to a complete prototype displaying all core features, based on a design system that we created from scratch. We then did user tests to varify important key assumptions from our storymaps and assembled a pitch deck to find investors or collaborators.

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02. | Controls

INPUT FORMS

DEFAULT | PASSWORD | LEFT ICON | DROPDOWN
Placeholder | Password | Placeholder | Selected
Active | ●●●●●● | Ab | Selected
Typing | | Typing | Dropdown
 | | | Value
 | | | Value
RIGHT ICON | | | Value
 | | Placeholder |
 | | Active |
Typing | | Typing | Tokyo

SEARCH

SEARCH BAR
Enter a city or landmark...
Iceland
Collaborators, Projects...
Tran Duy Hung
san franc
San Francisco
San Francronaldo
San Franchue
San Francocain

Photography
Underwater Photraphghy
Sound Design

DIRECTION FORM
Your location
Enter destination...
Your location
6256 Camille

DATE PICKER

DATE PICKER
dd/mm/yyyy
21/09/2018
21/09/2018

September 2018
MON TUE WED THU FRI SAT SUN
28 29 30 31 1 2
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 1

01. | Typogr...

OVERLINE
Headline 3

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half...

H0 / Rubik Medium

H1 / Rubik Regular

H2 / Rubik Regular

H2 / Rubik Medium

H3 / Rubik Regular

H3 / Rubik Medium

Body 1 / Rubik Regular

Body 2 / Rubik Medium

Subtitle 1 / Rubik Regular

09. | People Widget

Fans 47
Anne-Marie Cooper
Floral Designer
I'm a Floral designer from Melbourne, and I work from home and specialise in weddings and events.
Message
Show 4 more

Recommend a friend

Connection
Anne-...
Profe...
Adries...
Writer
Gian-L...
Sport
Rebeca
Walter
David
Market
Kev In
Writer
Xie Wu
Chore
Amy w
Sound
Jason
Pro Sa

08. | Skills Widget

AS SEEN BY OWNER

Skills 7
You can reorder your skills by drag & drop. You can link projects to your skills as reference!

Documentaries 2
Film 4
Video production 2
Acting
Show 4 more

Skills Widget
Owners can drag and drop to reorder them.

By default the widget shows 4 (so you want to reorder the important ones to be shown)

If there are more than 4, it displayed at the bottom and expands the widget to show the complete list

08

Atlas Learning Platform

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Fascination based learning with Atlas

Atlas is a learning platform built for digital natives and meant to become one's very own digital brain.

It provides an individual learning environment, implementing a variety of groundbreaking tools for problem solving, reasoning and future thinking.

Students can easily navigate through complex topics with the help of interactive knowledge maps. They also take advantage of an evolving artificial intelligence, which is programmed to learn about what the student finds most fascinating, presenting him with the right content at the right time.

Atlas provides students with a fascination-based learning process and features an collection of tools for problem solving, reasoning and future thinking.

Whatever your mind is tackling, Atlas will empower you to reach the next level.
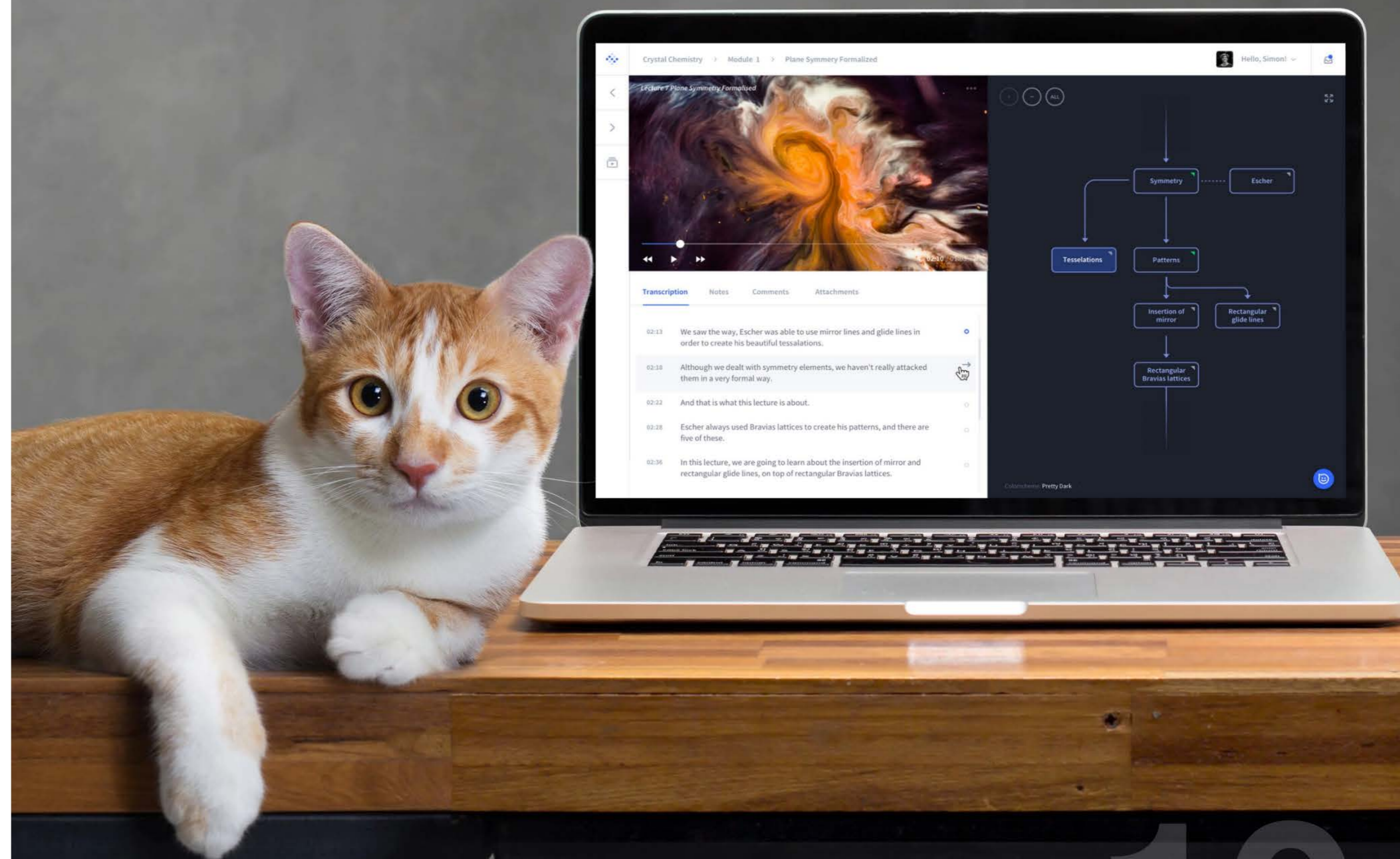
Company / Year

Cognostics AG, 2017/18

My role on Atlas

Initially I was asked to facelift an existing prototype. It soon turned out that the entire UX and navigation concept was highly confusing. I took a research and concept phase and started building a design system from scratch. Gradually we could bring screens into production and add new features to provide students with an enjoyable and motivating environment. The platform is actively being used by the NTU Singapore.

Deliverables

User research; UX concept; Design system creation and maintenance; high fidelity screen design and flow testing through click-dummies; production design + hand off for development via zeplin.io

Designing the Q&A board in Sketch
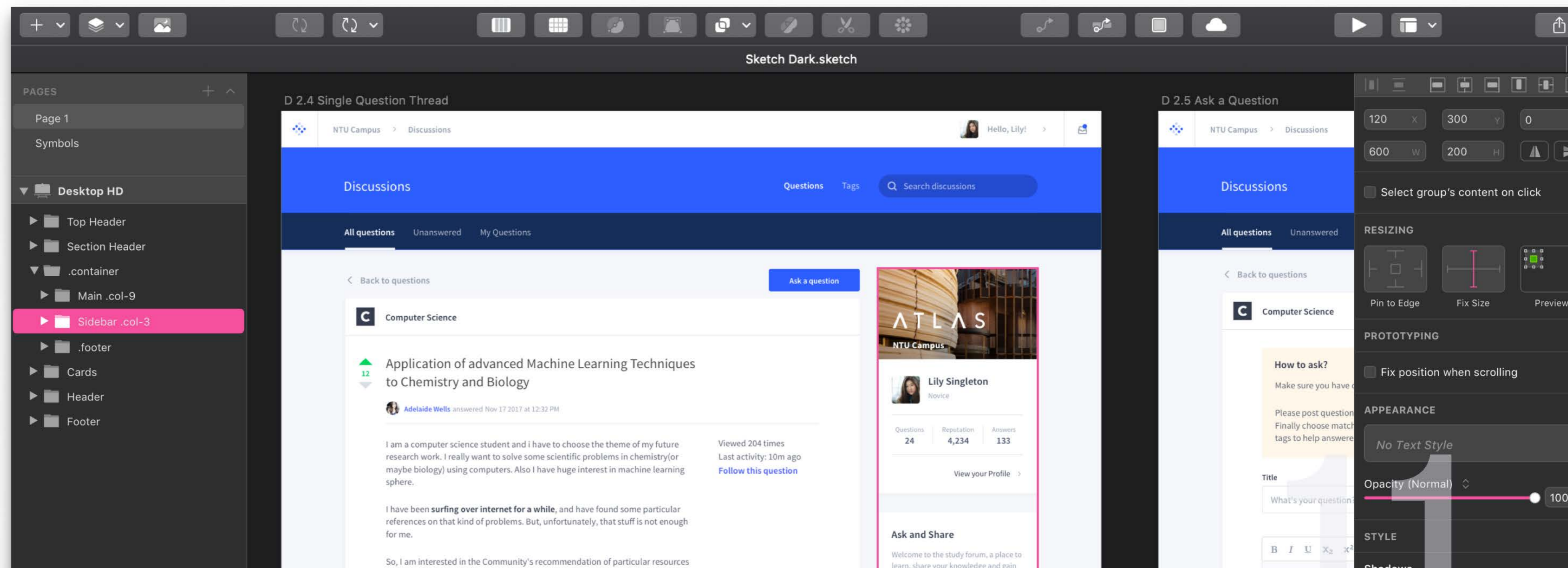
Atlas Offspring

Because the focus of an AI powered learning platform can be set quite differently, we explored numerous use cases and experimental UIs.

Reasoning tools in your pocket

The original idea of Atlas refers to "reasoning tools" that support the human brain to perform complex thinking. That's why we looked into concepts that focus on problem-solving and reasoning, with highly intuitive but rather unusual UIs that are controlled with touch and voice gestures.
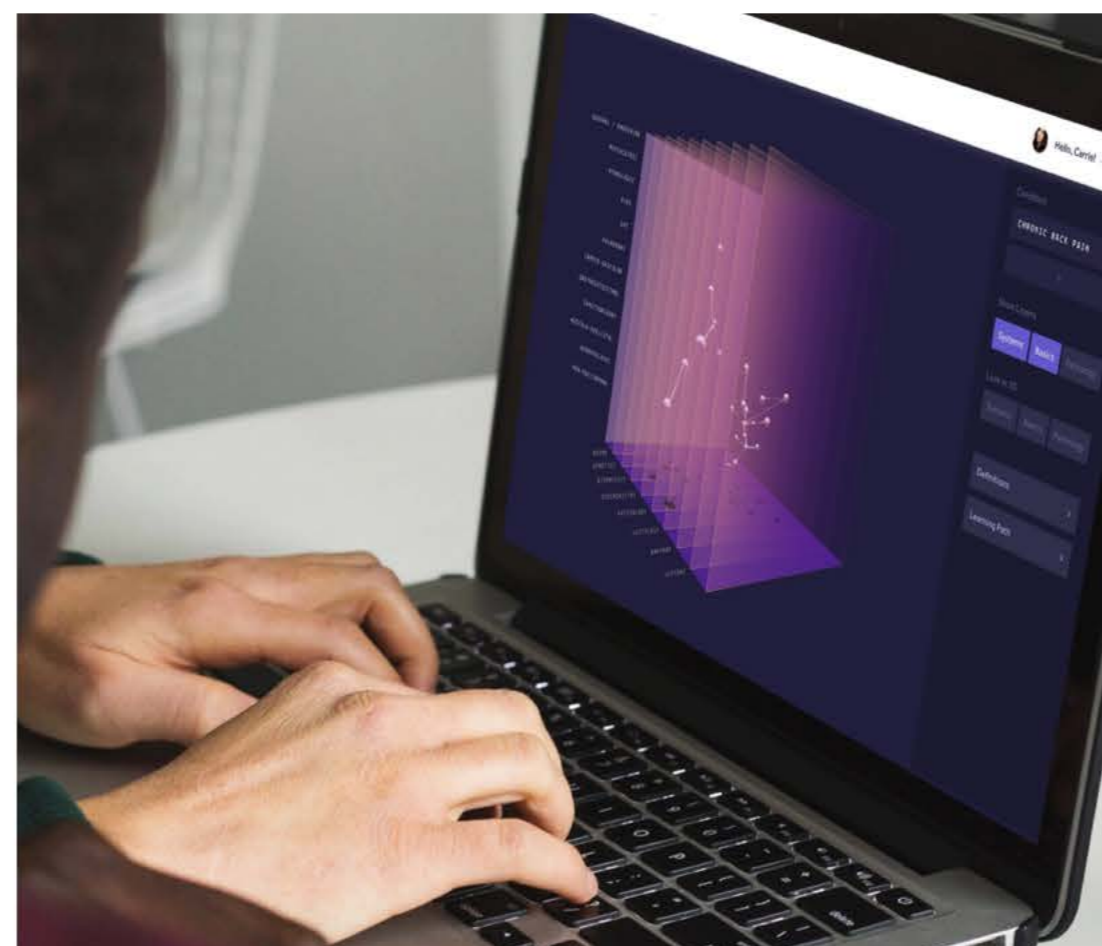
Atlas for holistic medical studies

Also in cooperation with the NTU Singapore, we created a prototype that shows medical symptoms as interconnected objects embedded in a continuous 3D matrix. These floating structures represent an infinite number of complex relationships between different body systems and medical conditions.
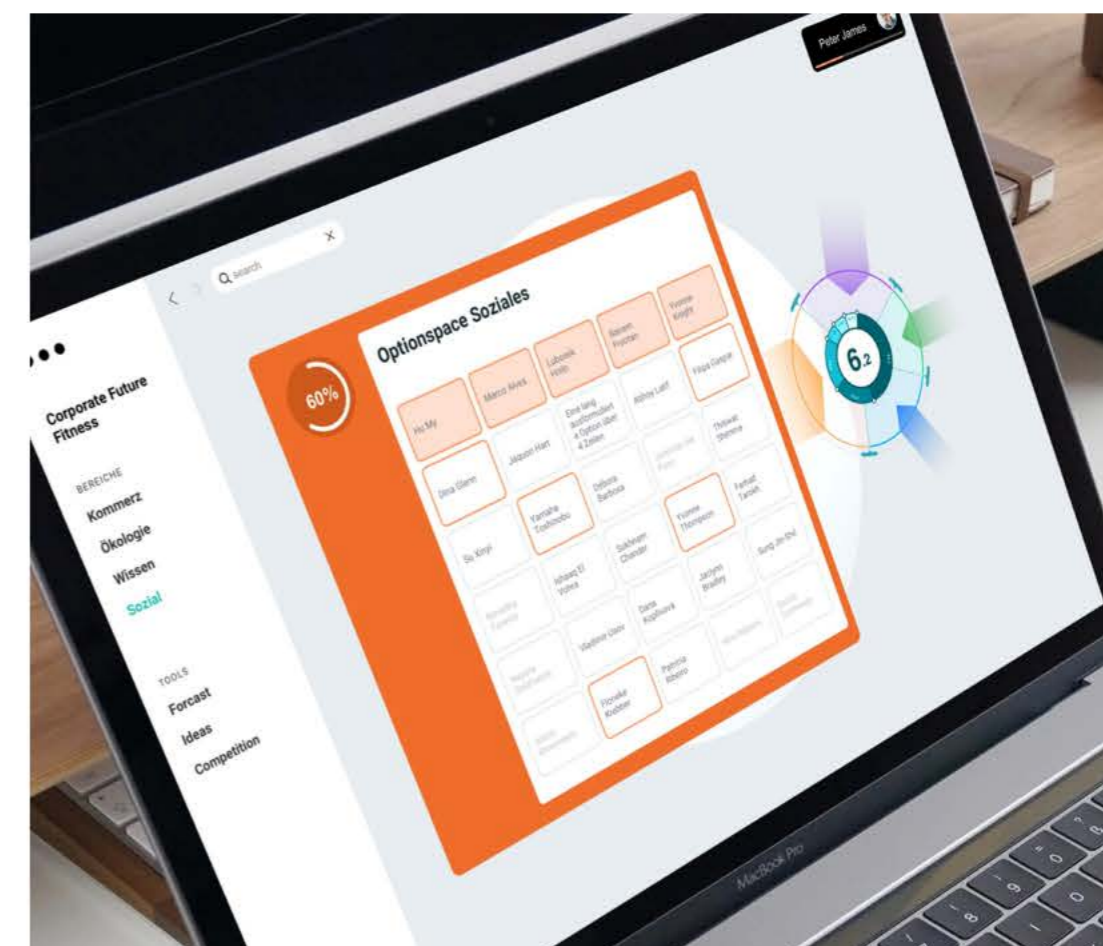
Atlas for data- and knowledge management

Other versions that are used in business and administration, offer special tools for the evaluation and intuitive structuring of large amounts of data and knowledge.

12

Taris – Interior Design
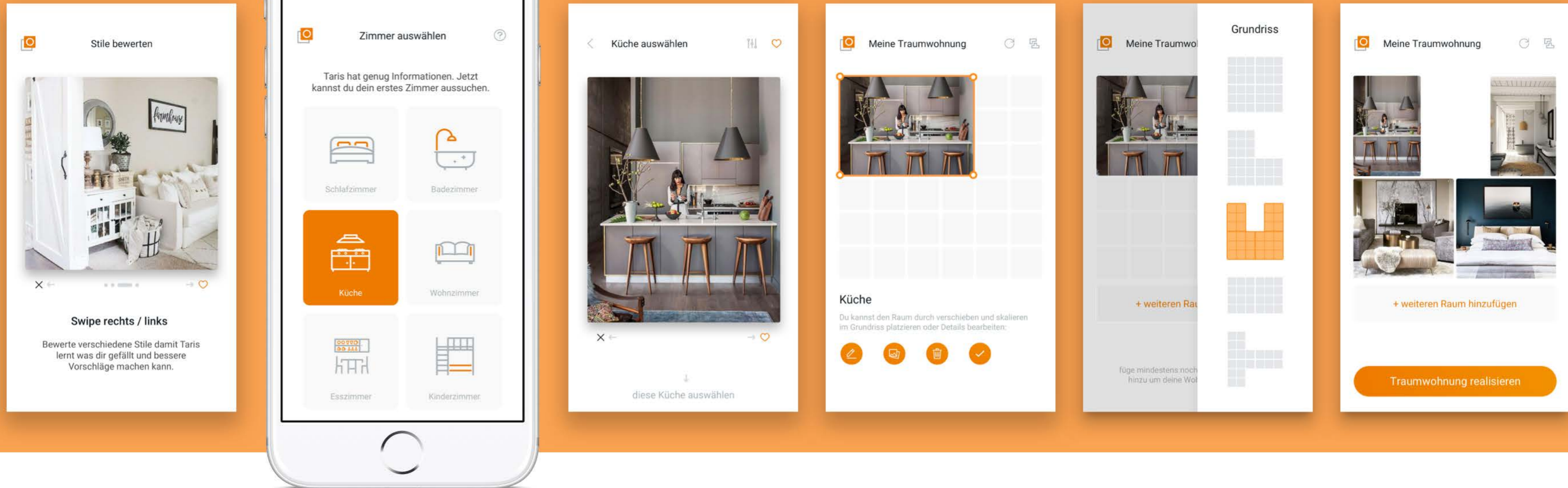
TARIS

Taris is the result of a 4-day sprint. The task was to playfully encourage future homeowners to think about their potential dream home. In Tinder style, users swipe interior designs left and right to eventually create a moodboard which resembles a simplified floor-plan. The app then provides additional functionalities for notes and budget calculations.

13

Interhyp for real estate investors

The result of a 5-day sprint is a website targeting users interested in purchasing real estate.

They get information about the current number of purchases in certain regions, so that interesting cities or even neighbourhoods can be discovered and compared. In addition, Immoscout objects for sale are displayed on a map for the corresponding regions, accompanied by information and consulting services offered by Interhyp.

‹ zurück zur Startseite

Interhyp Kapitalanleger Index

| Deutscher Immobilienindex | Solid Medium Cities | Emerging Cities |
Die 30 größten deutschen Stände

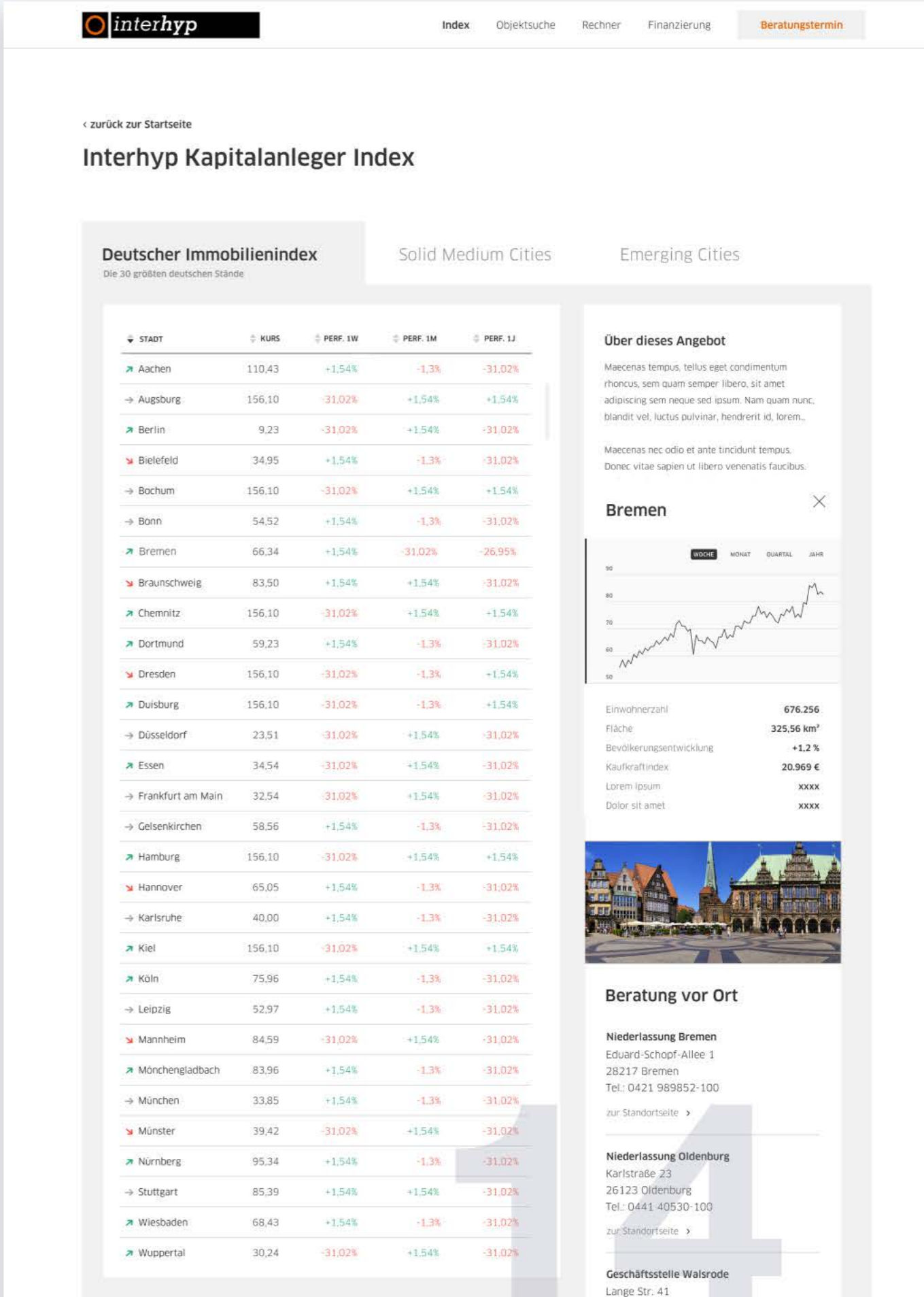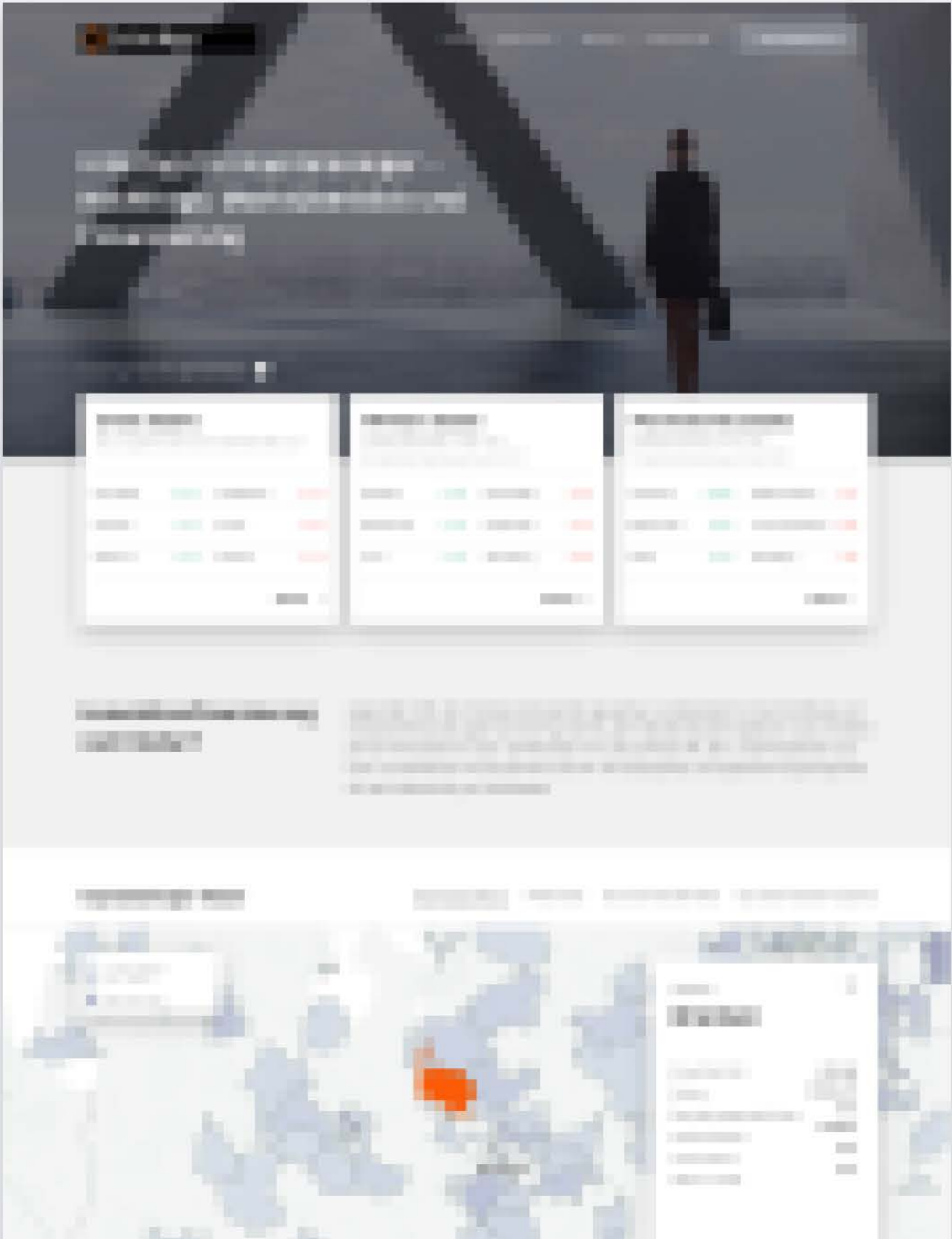|	STADT	KURS	PERF. 1W	PERF. 1M	PERF. 1J
↗	Aachen	110,43	+1,54%	-1,3%	-31,02%
→	Augsburg	156,10	-31,02%	+1,54%	+1,54%
↗	Berlin	9,23	-31,02%	+1,54%	-31,02%
↘	Bielefeld	34,95	+1,54%	-1,3%	-31,02%
↘	Bochum	156,10	-31,02%	+1,54%	+1,54%
→	Bonn	54,52	+1,54%	-1,3%	-31,02%
↗	Bremen	66,34	+1,54%	-31,02%	-26,95%
↘	Braunschweig	83,50	+1,54%	+1,54%	-31,02%
↗	Chemnitz	156,10	-31,02%	+1,54%	+1,54%
↗	Dortmund	59,23	+1,54%	-1,3%	-31,02%
↘	Dresden	156,10	-31,02%	-1,3%	-1,54%
↗	Duisburg	156,10	-31,02%	-1,3%	-1,54%
→	Düsseldorf	23,51	-31,02%	+1,54%	-31,02%
↗	Essen	34,54	-31,02%	+1,54%	-31,02%
↗	Frankfurt am Main	32,54	-31,02%	+1,54%	-31,02%
↗	Gelsenkirchen	58,56	+1,54%	-1,3%	-31,02%
↗	Hamburg	156,10	-31,02%	+1,54%	+1,54%
↘	Hannover	65,05	+1,54%	-1,3%	-31,02%
↗	Karlsruhe	40,00	+1,54%	-1,3%	-31,02%
↗	Kiel	156,10	-31,02%	+1,54%	+1,54%
↗	Köln	75,96	+1,54%	-1,3%	-31,02%
→	Leipzig	52,97	+1,54%	-1,3%	-31,02%
↗	Mannheim	84,59	-31,02%	+1,54%	-31,02%
↗	Mönchengladbach	83,96	+1,54%	-1,3%	-31,02%
↗	München	33,85	+1,54%	-1,3%	-31,02%
↗	Münster	39,42	-31,02%	+1,54%	-31,02%
↗	Nürnberg	95,34	+1,54%	-1,3%	-31,02%
↗	Stuttgart	85,39	+1,54%	+1,54%	-31,02%
↗	Wiesbaden	68,43	+1,54%	-1,3%	-31,02%
↘	Wuppertal	30,24	-31,02%	+1,54%	-31,02%

Über dieses Angebot

Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem...

Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

Bremen

WOCHE MONAT QUARTAL JAHR

Einwohnerzahl	676.256
Fläche	325,56 km²
Bevölkerungsentwicklung	+1,2 %
Kaufkraftindex	20.969 €
Lorem Ipsum	XXXX
Dolor sit amet	XXXX

Beratung vor Ort

Niederlassung Bremen
Eduard-Schopf-Allee 1
28217 Bremen
Tel: 0421 989852-100
zur Standortseite ›

Niederlassung Oldenburg
Karlstraße 23
26123 Oldenburg
Tel: 0441 40530-100
zur Standortseite ›

**Geschäftsstelle Walsrode**
Lange Str. 41

Real estate search platform

"Are future home buyers ready to think about financing before they even find a property?" To get answers we created a clickdummy and tested a target group.
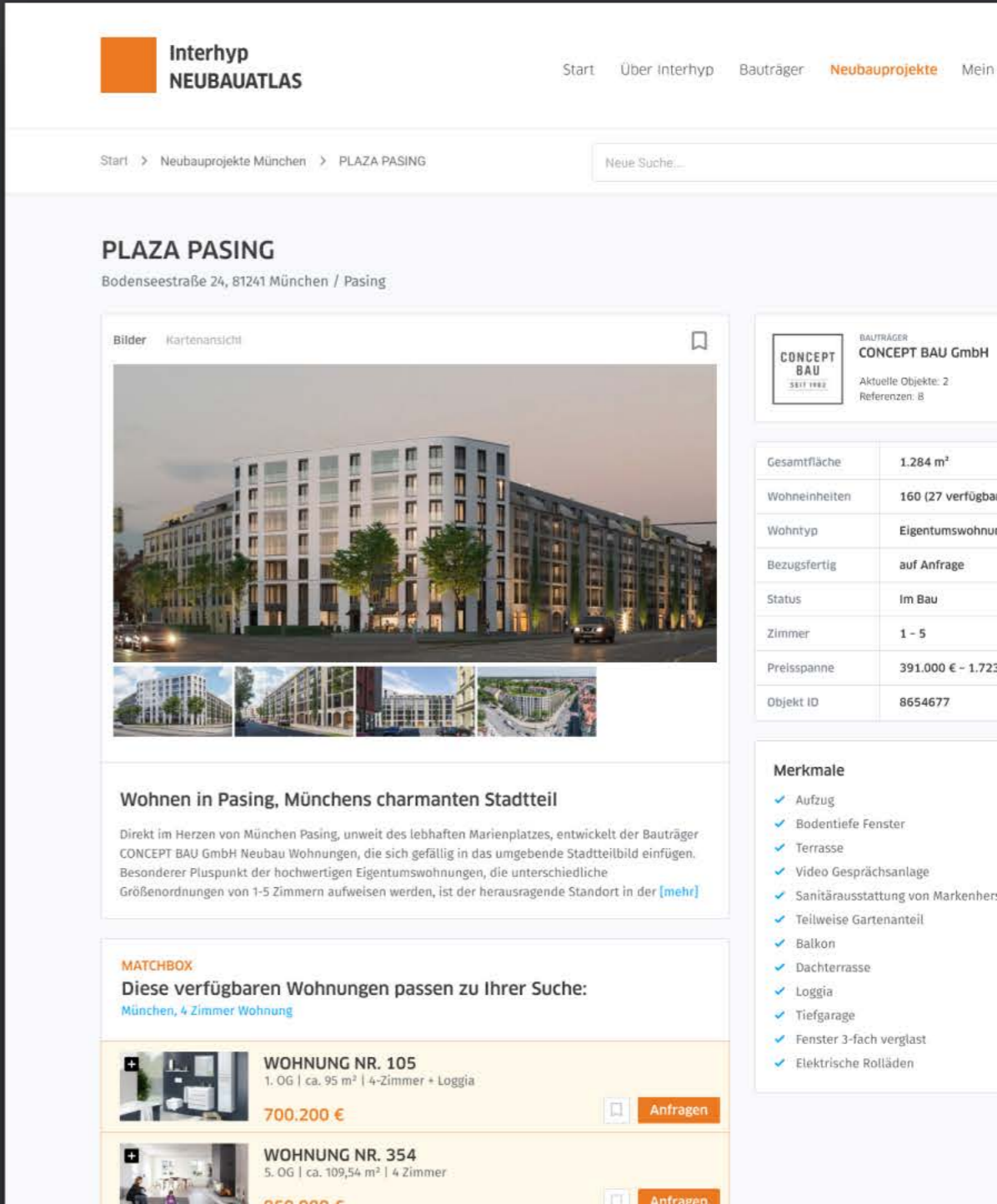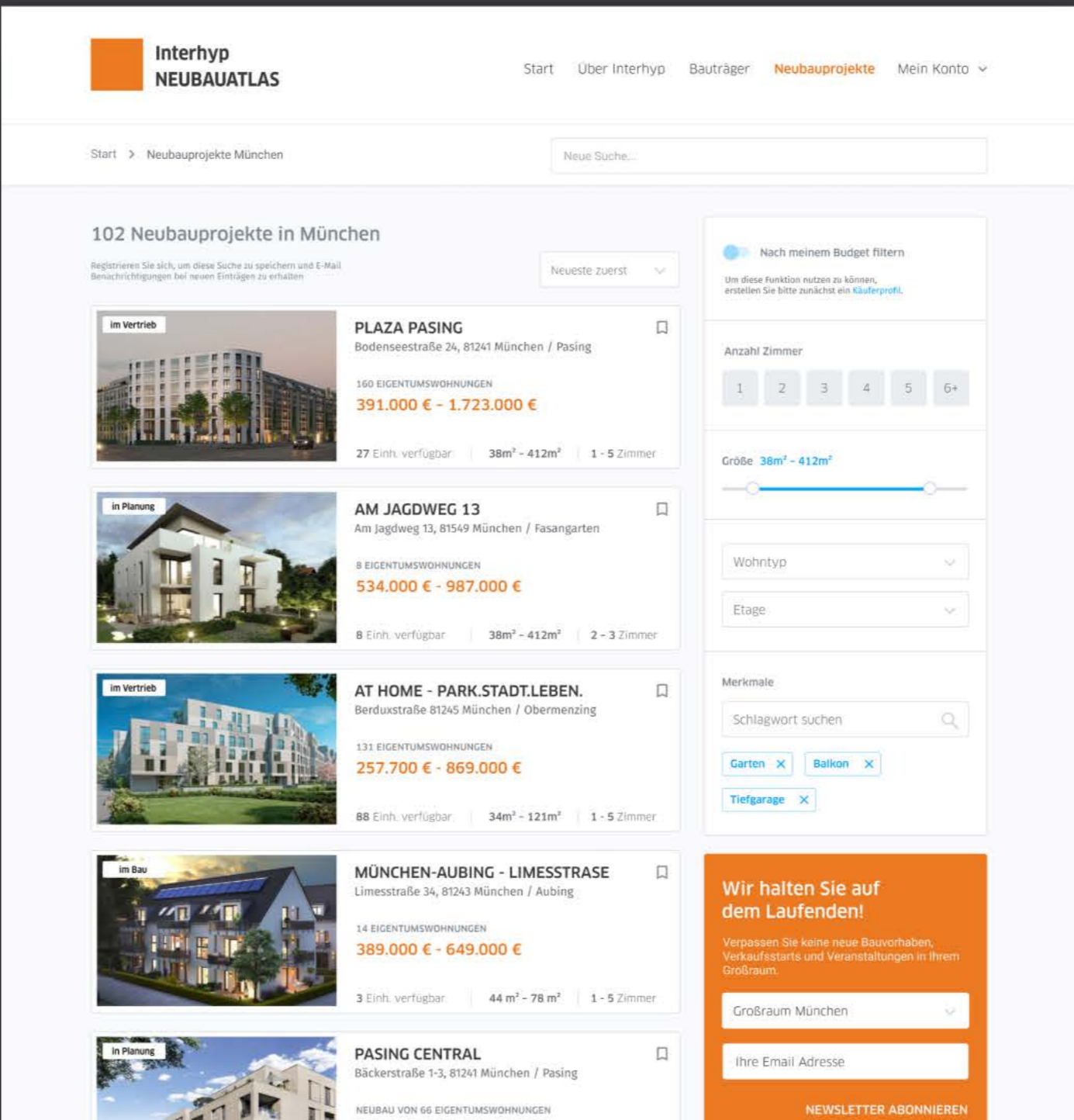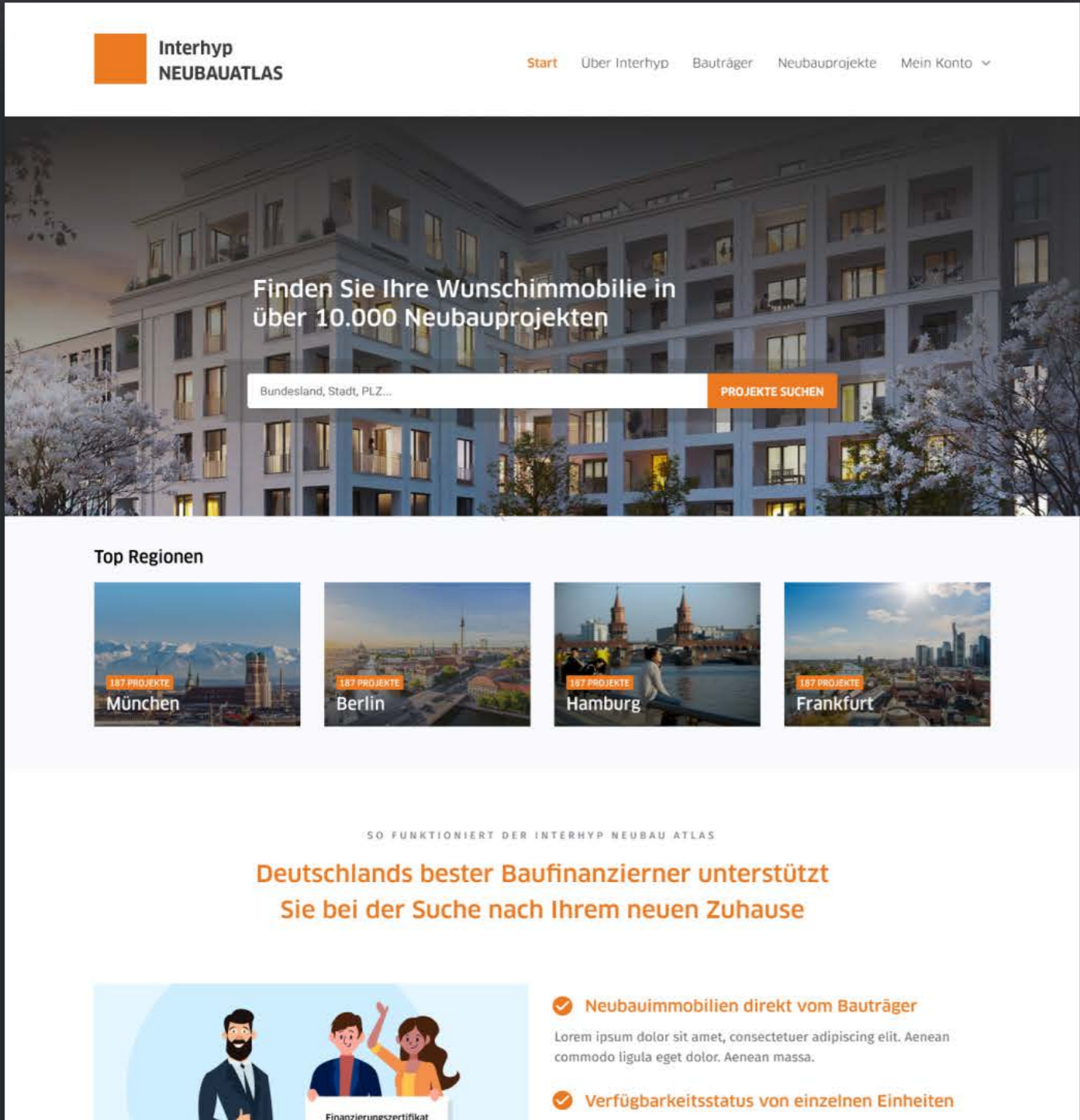
Carl Zeiss
UI Design & Design systems

At Carl Zeiss, I designed interfaces for products in the fields of medical technology, microscopy and industrial metrology. I helped manage a complex design system that provides UI components for a variety of applications and code platfomrs. Including native mobile apps for schoolchildren, a web-based patient data management platform, or refined control panels for highly complex hardware coded in WPF.
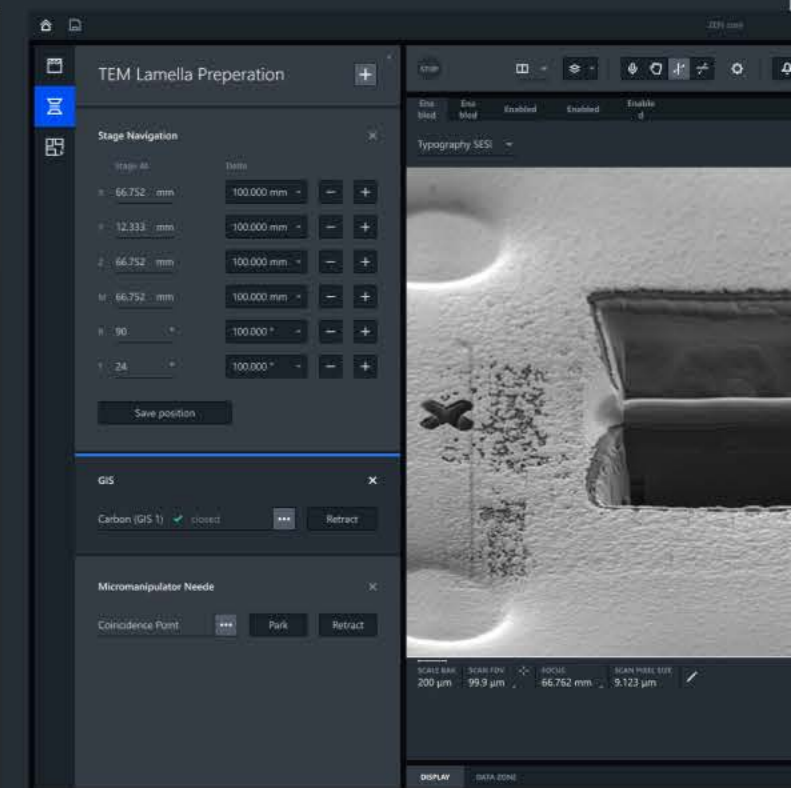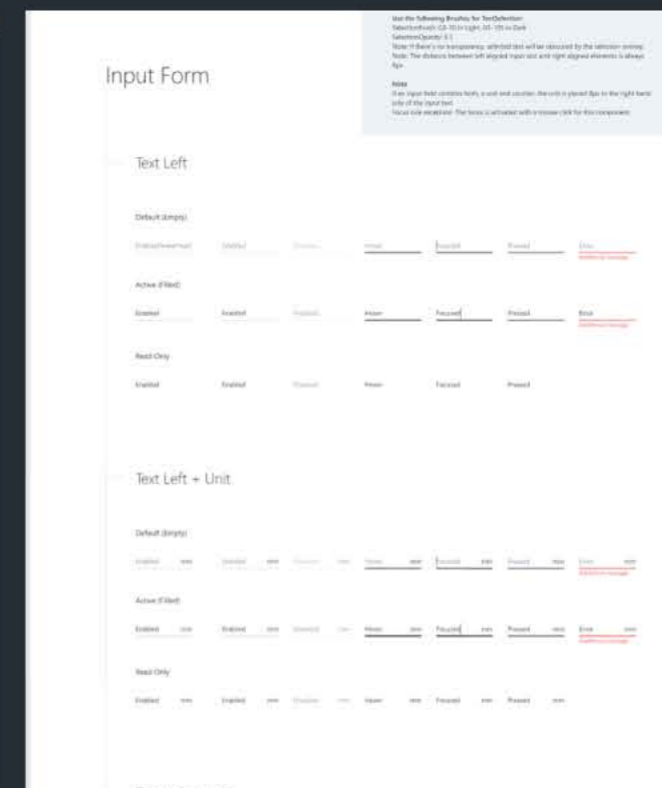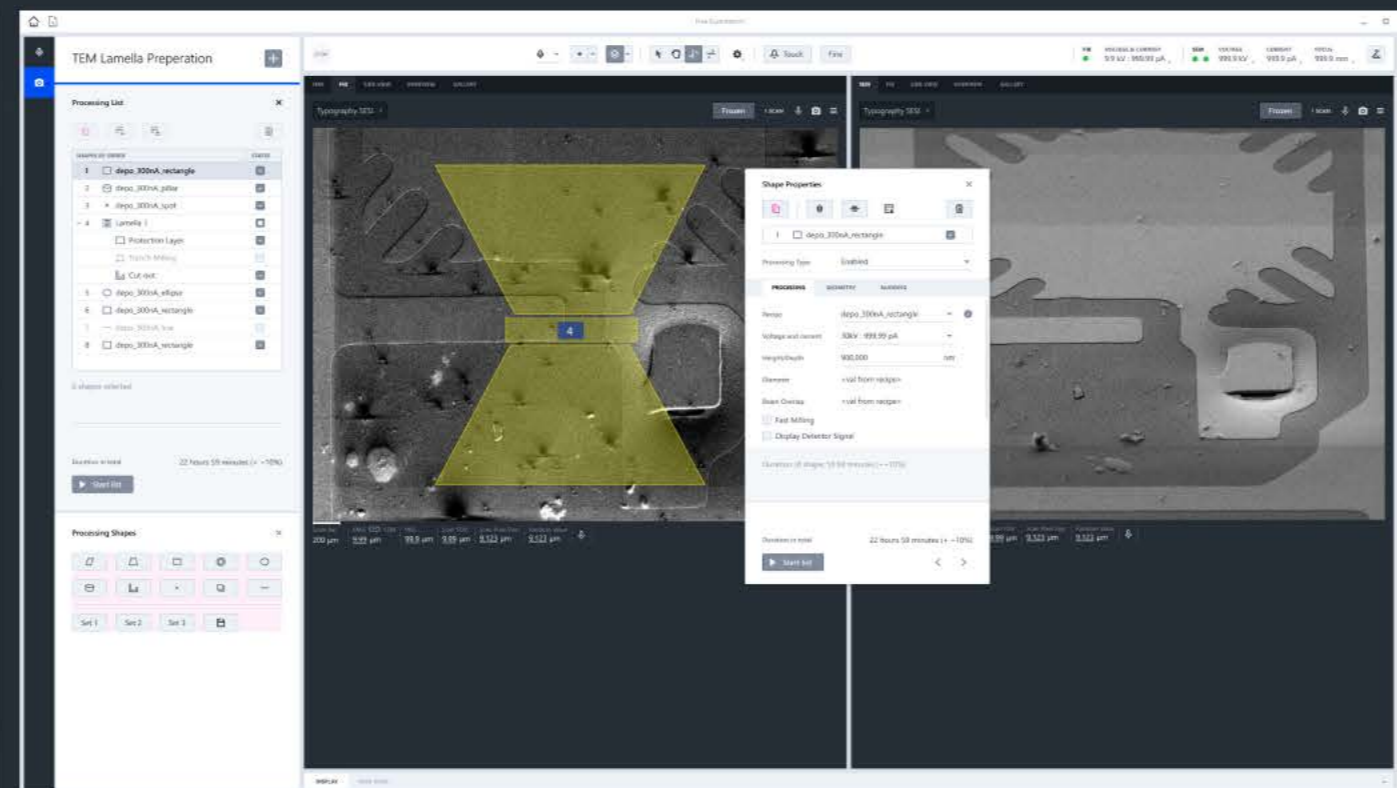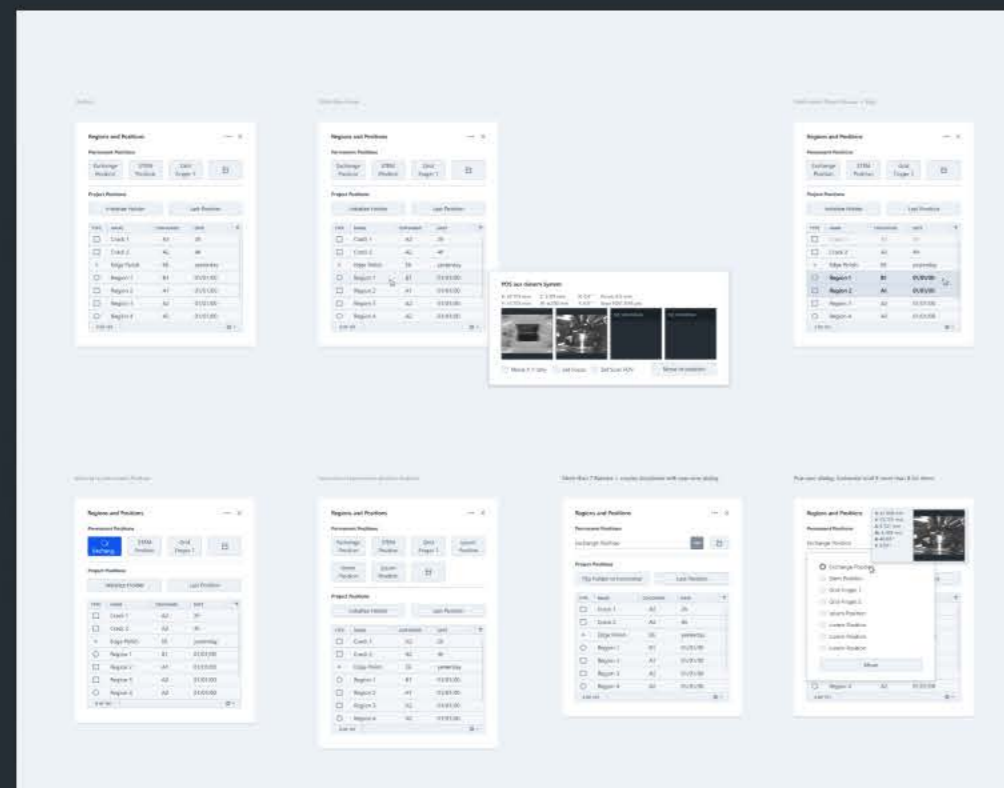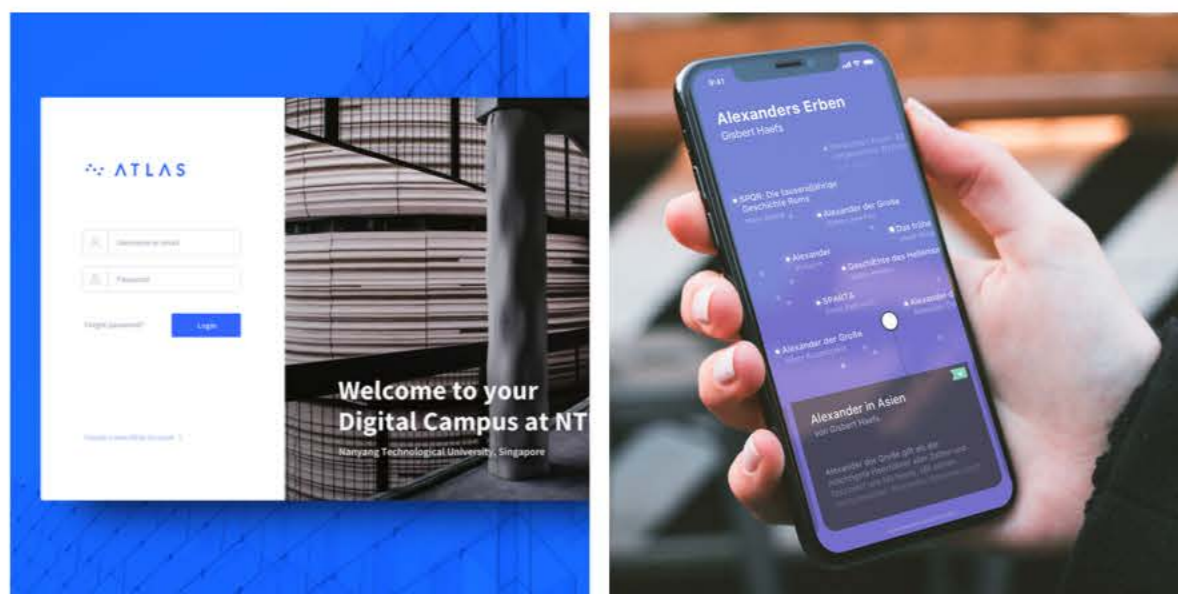
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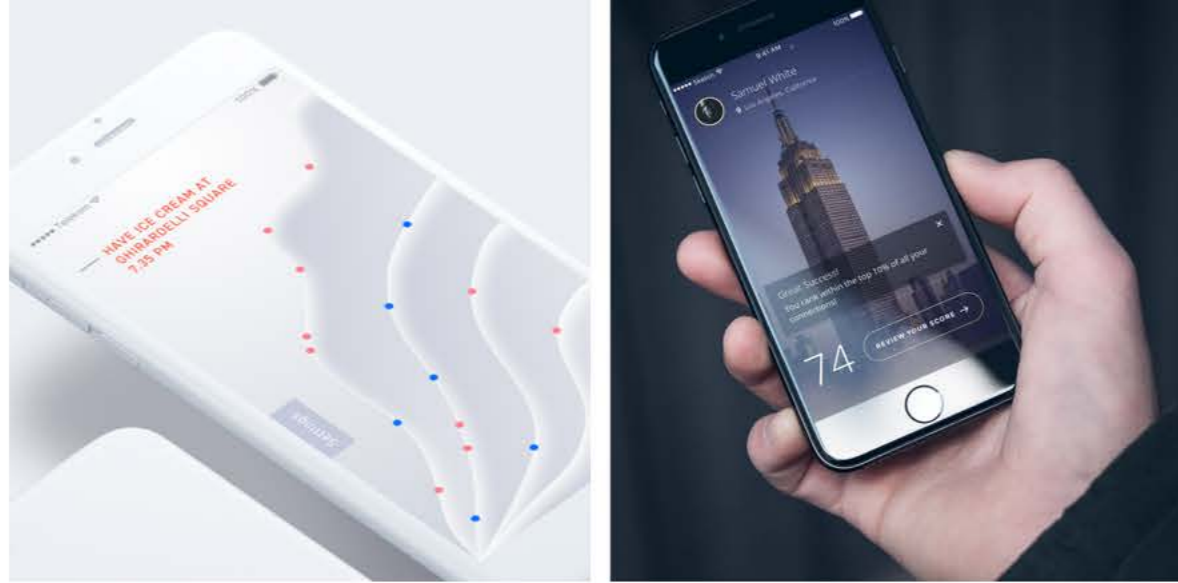
Thank you

I very much appreciate that you have invested some the time in this piece of information. You learned a bit about the hard facts of my work and personality but of course the impression is anything but complete. If you are seriously interested in working together, make an effort to get to know me better. Send me your hello through email, connect on LinkedIn or take out your phone and dial +49 160 97995569.

Mail.   lea.delazer@gmail.com
Mobile.   +49 160 97995569
Net.   linkedin.com/in/leadelazer

Exit