

The background is a dynamic, abstract composition. It features a dark navy blue field filled with sweeping, luminous streaks of red, orange, and cyan. These streaks vary in thickness and direction, creating a sense of movement and depth. Scattered throughout are numerous small, glowing circles in red, orange, and yellow, resembling distant stars or particles. A large, multi-layered circular frame, composed of concentric rings in red, orange, and cyan, is centered on the page. The text is placed within the dark center of this frame.

Oliver Westphal

UI/UX Designer &  
Artist

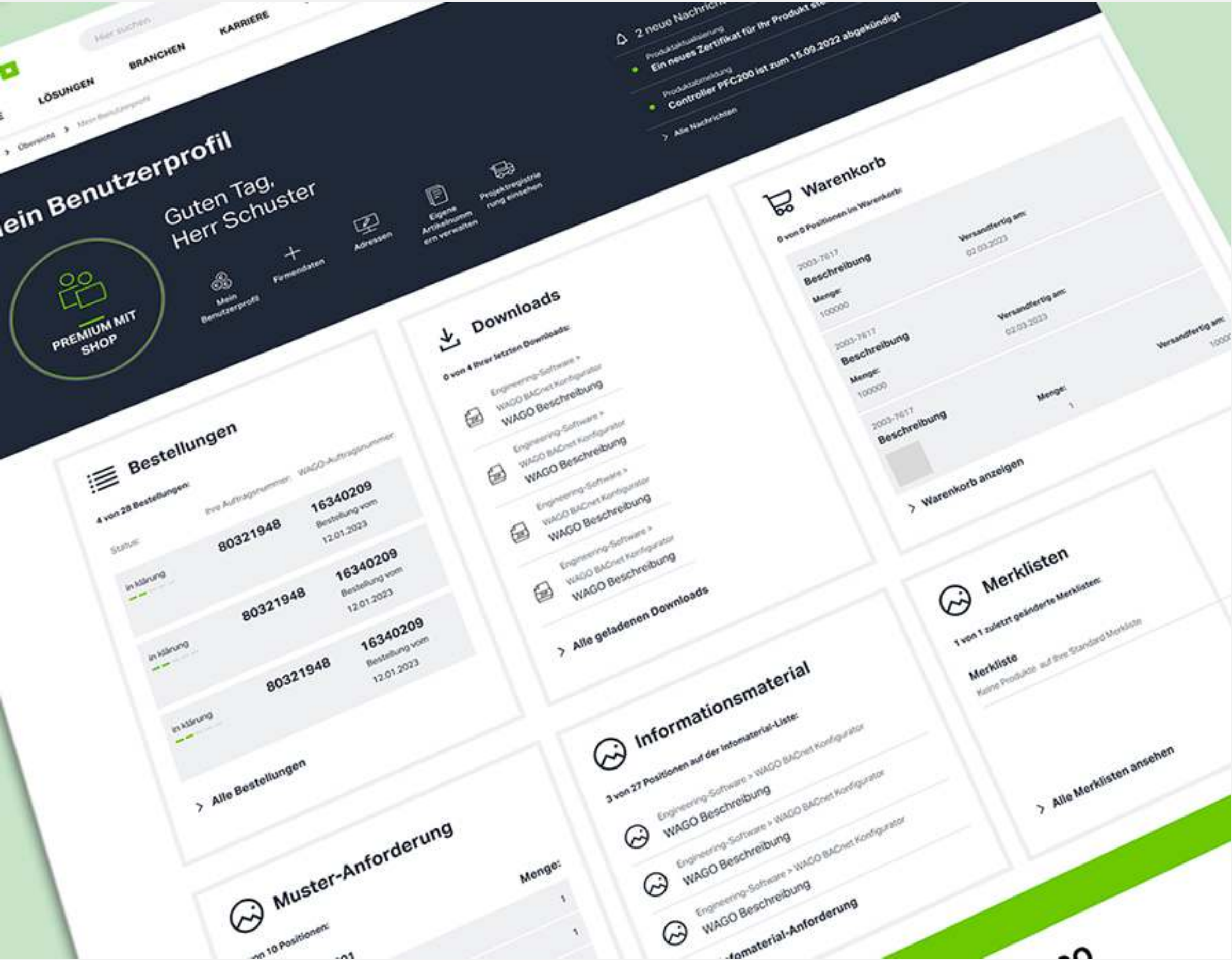
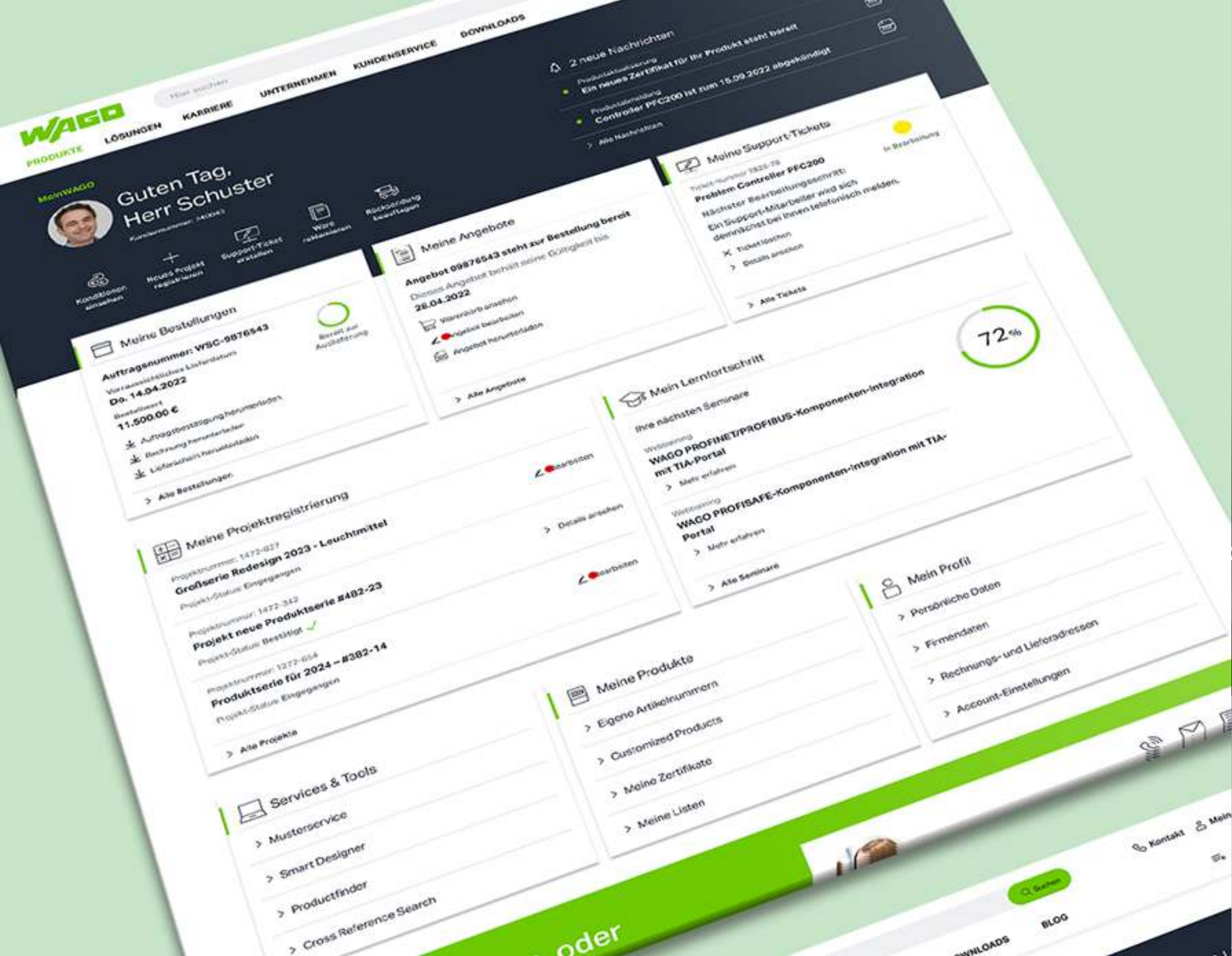


# Portfolio

Oliver Westphal

## WAGO - Creation of a new MVP

As a UI designer at WAGO, I designed user interfaces for the company's website, created wireframes and prototypes using Figma, and conducted UX/UI research. I collaborated with the UX and development teams to ensure practical and feasible designs. I analyzed low-fidelity screens, suggested potential improvements, created a real prototype, and tested the functionality and usability of the design using wireframes and prototypes.



Industry

E-commerce

Tools

Figma

Jira/Confluence

Methods

User interface

User experience design

Creation of wireframes  
and prototypes

UX research

UI research



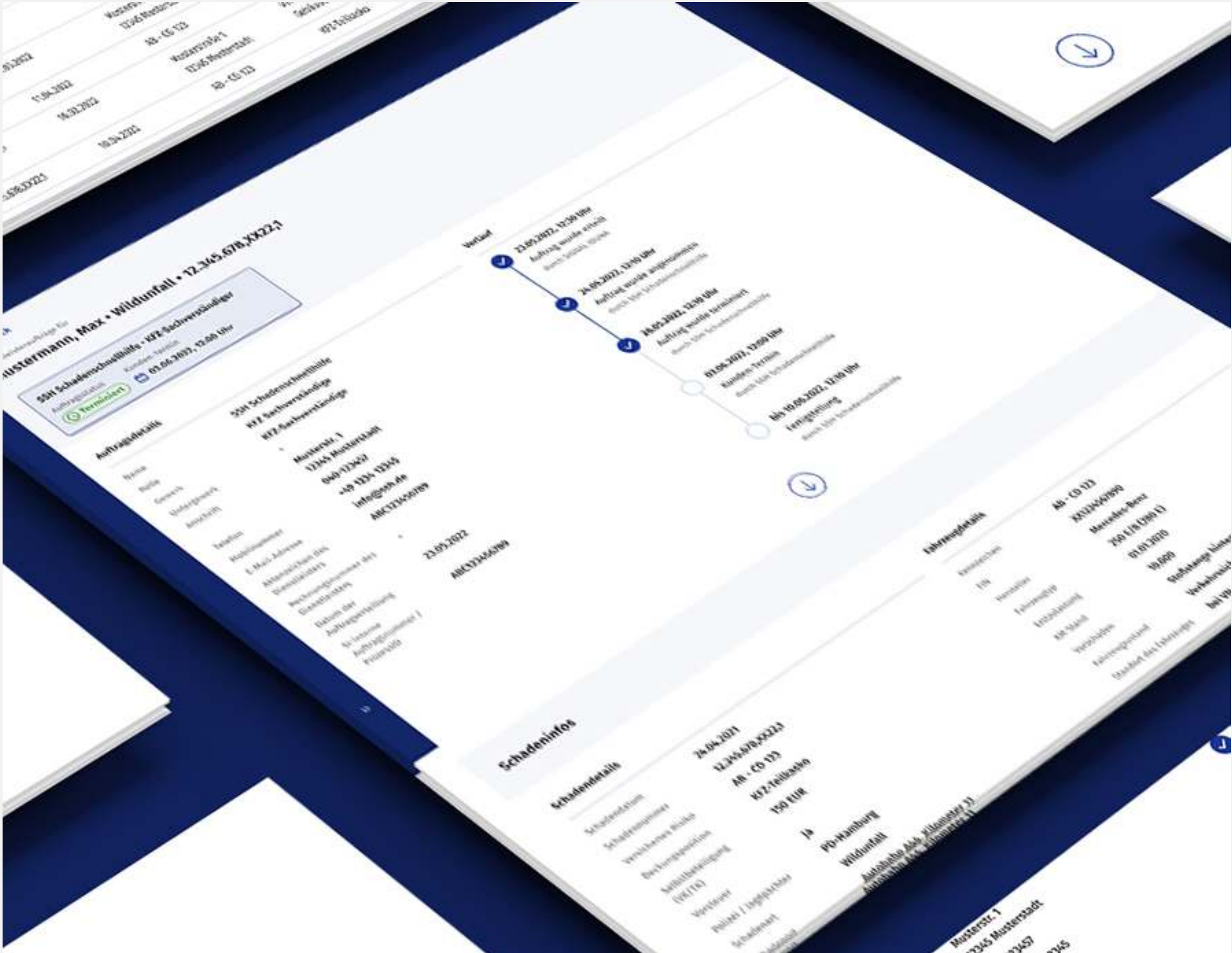
# Portfolio

Oliver Westphal

## Signal Iduna - Redesign & creation of the design systems

During my time at Signal Iduna, I supported two teams in redesigning design systems and creating an MVP, using a variety of design methodologies. User interviews and research were conducted to gain insight into user needs and preferences, resulting in user-centered designs.

Design thinking was used to solve complex problems and identify critical issues, while prototyping in Figma allowed us to test ideas and get feedback from stakeholders. Agile project management was also used to break the work into manageable sections and deliver high-quality products within the given timeframe. Overall, a combination of user-centered design methods, prototyping, and agile project management was critical to the successful redesign of the systems and creation of an MVP.



Industry

Insurance

Tools

Figma

Jira/Confluence

Methods

User interviews

User research

Further development and  
Redesign of the systems

Design thinking

Prototyping

Agile



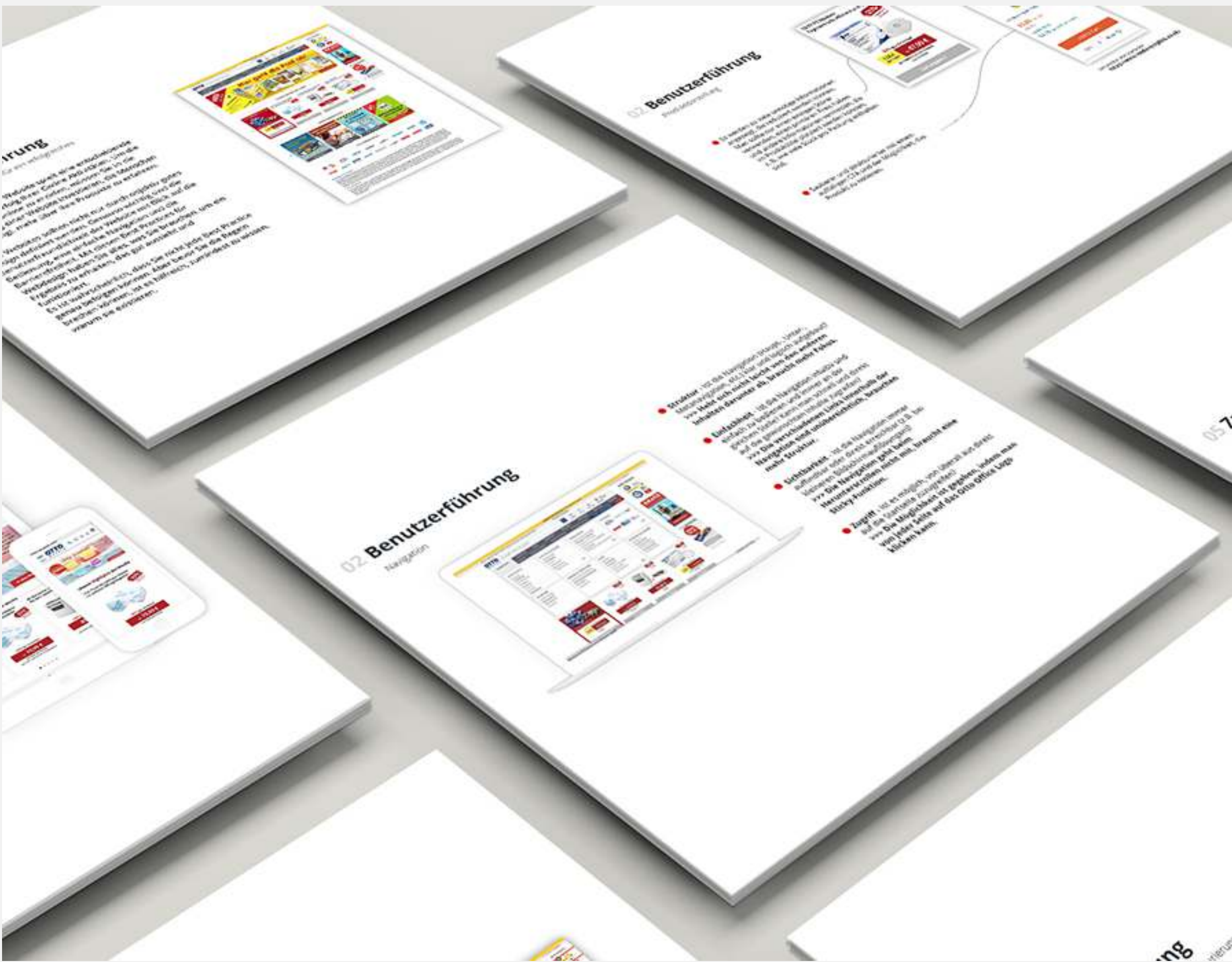
# Portfolio

Oliver Westphal

## Otto Office - Analysis and optimization of the store

As a specialist for user interface design, it was my task to optimize the homepage of Otto Office. I analyzed the homepage in detail and looked at layout, navigation and content as well as user data such as traffic and bounce rates. Using design thinking methods, I created new user concepts and developed prototypes for new designs and layouts. This involved sketching rough ideas and creating wireframes to bring my ideas to life.

To evaluate the effectiveness of the new design changes, I conducted UI/UX research through usability testing and A/B testing. This allowed me to determine which design elements were most effective in increasing engagement and revenue. By applying my expertise in user interface design and consulting, I was able to provide Otto Office with the best possible solutions to optimize their homepage and improve usability. The result was a visually appealing and functional website that met the needs of both Otto Office and their customers.



Industry

E-commerce

Tools

Figma

Jira/Confluence

Methods

UI

Consulting

UI/UX research

Creation of user concepts

Design thinking

Prototypes



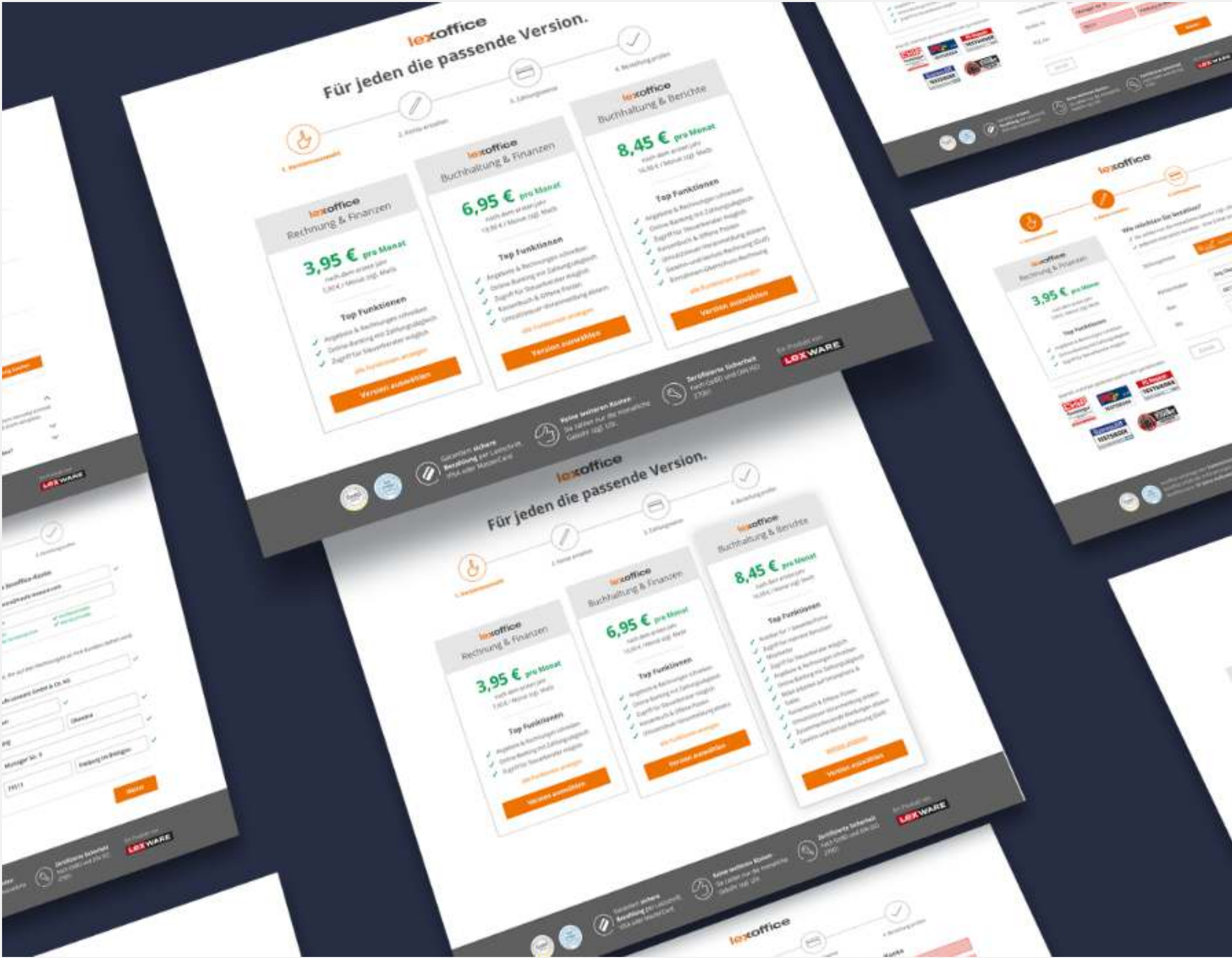
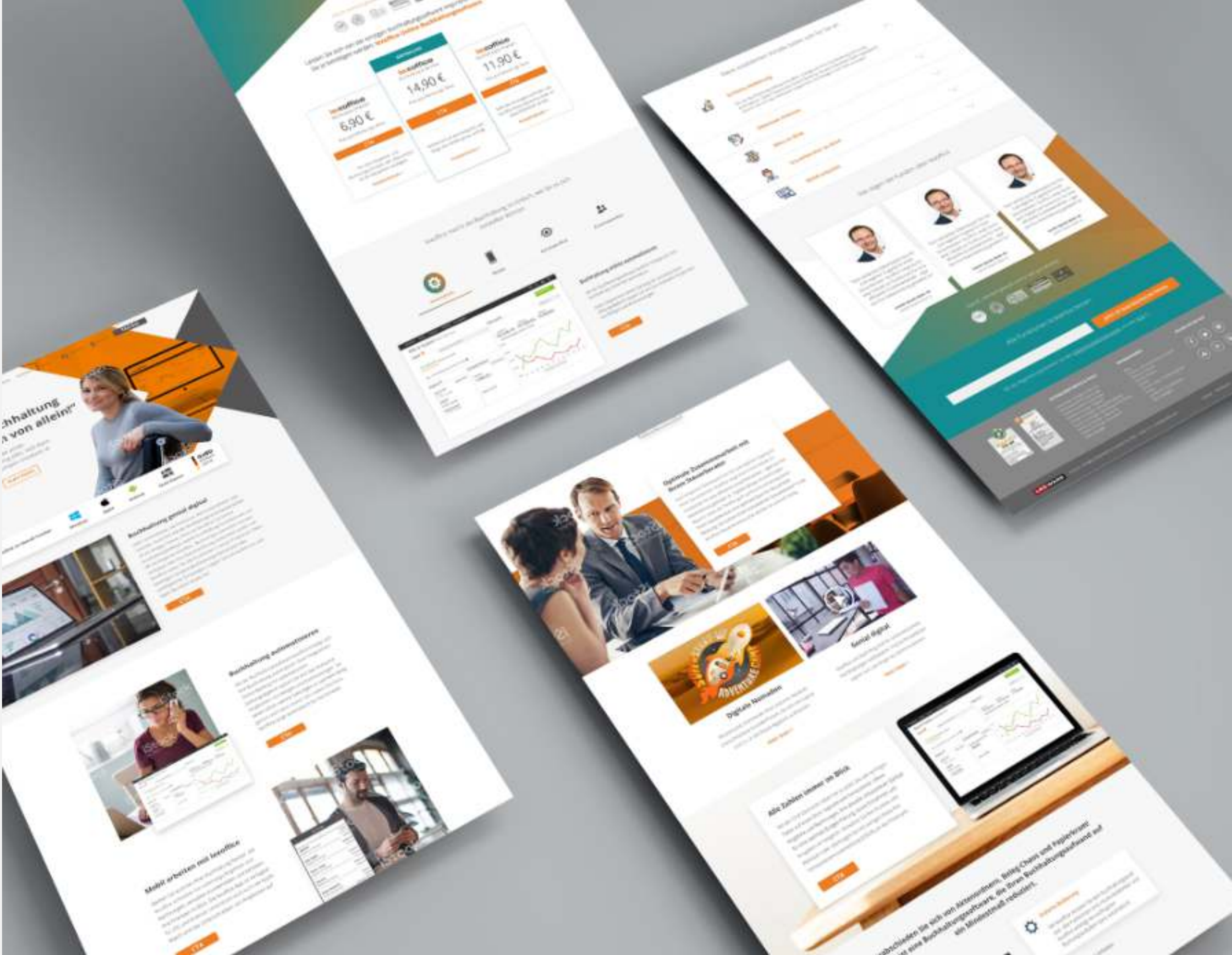
# Portfolio

Oliver Westphal

## Lexoffice - Redesign and product development

As a UX/UI designer at lexoffice, I optimized the homepage to improve the user experience on the product and purchase pages. I conducted extensive research, created wireframes and prototypes, and conducted A/B testing to create a user-friendly and intuitive design. In addition to website optimization, I also worked to improve the company's customer service.

I conducted user interviews to identify areas for improvement and developed a new system that streamlined the customer support process. My work led to a significant improvement in the website's usability, which in turn led to an increase in the company's sales. The new customer support system also helped reduce response times and increase customer satisfaction. Overall, my contributions helped lexoffice provide a better product and customer service to its users.



Industry

E-commerce

Tools

Sketch	XD
Photoshop	Illustrator
Figma	

Methods

User interface	User experience design
Creation of wireframes and prototypes	A/B tests
UX research	UI research
Redesign	Creation of website analyses



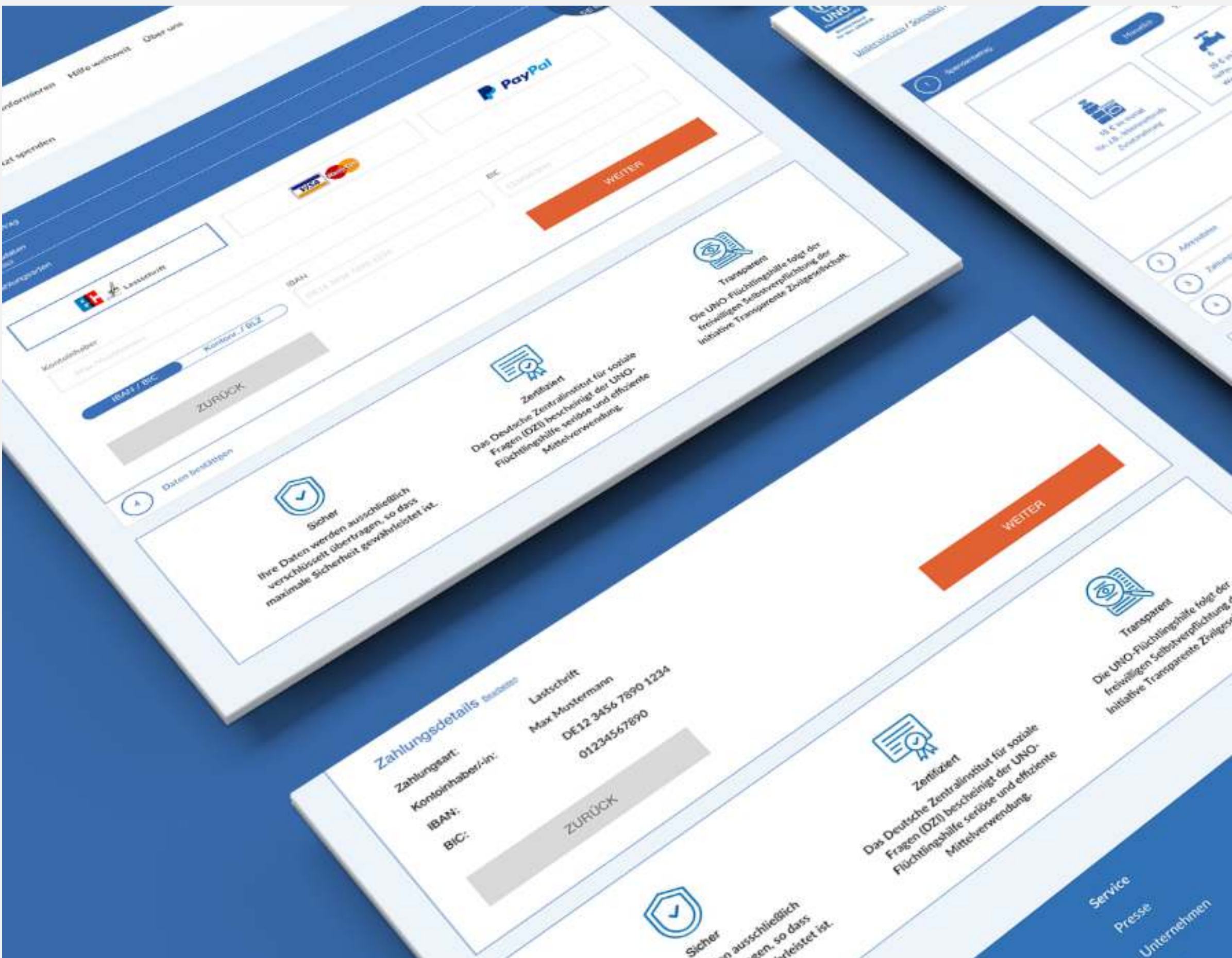
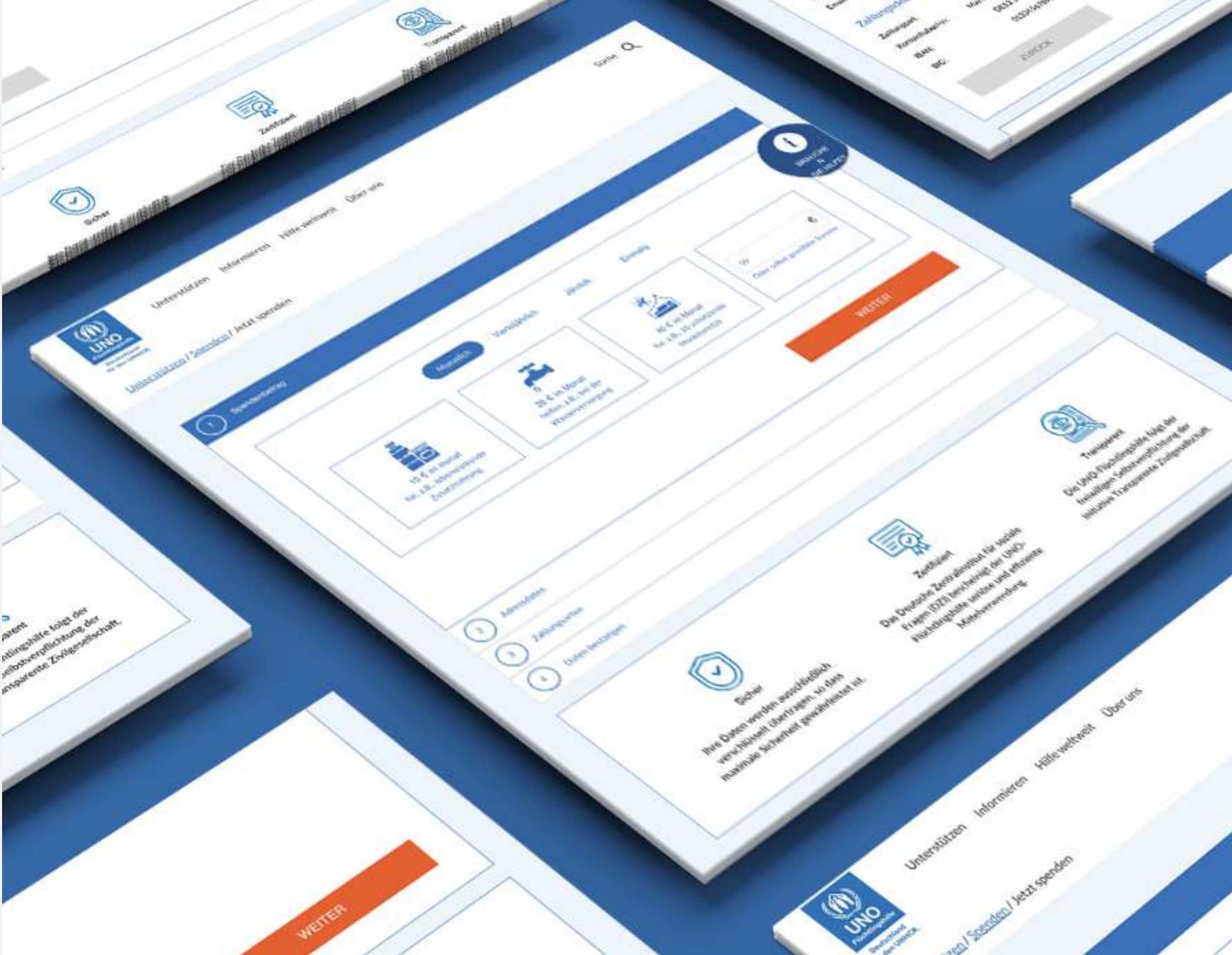
# Portfolio

Oliver Westphal

## UN Refugee Assistance - Redesign

As the designer for the UN refugee website, I followed a step-by-step process that included researching user needs and the UN's donation process, creating wireframes and mockups, and testing the designs with the client. Once the design was finalized, I used prototyping tools to create a clickable prototype that simulated the user experience and highlighted potential issues.

I also designed A/B tests and provided quality assurance for various projects and websites. Overall, my design approach and attention to detail helped create a streamlined and user-friendly donation site that improved the overall customer journey and encouraged more donations to the UN Refugee Program.



### Industry

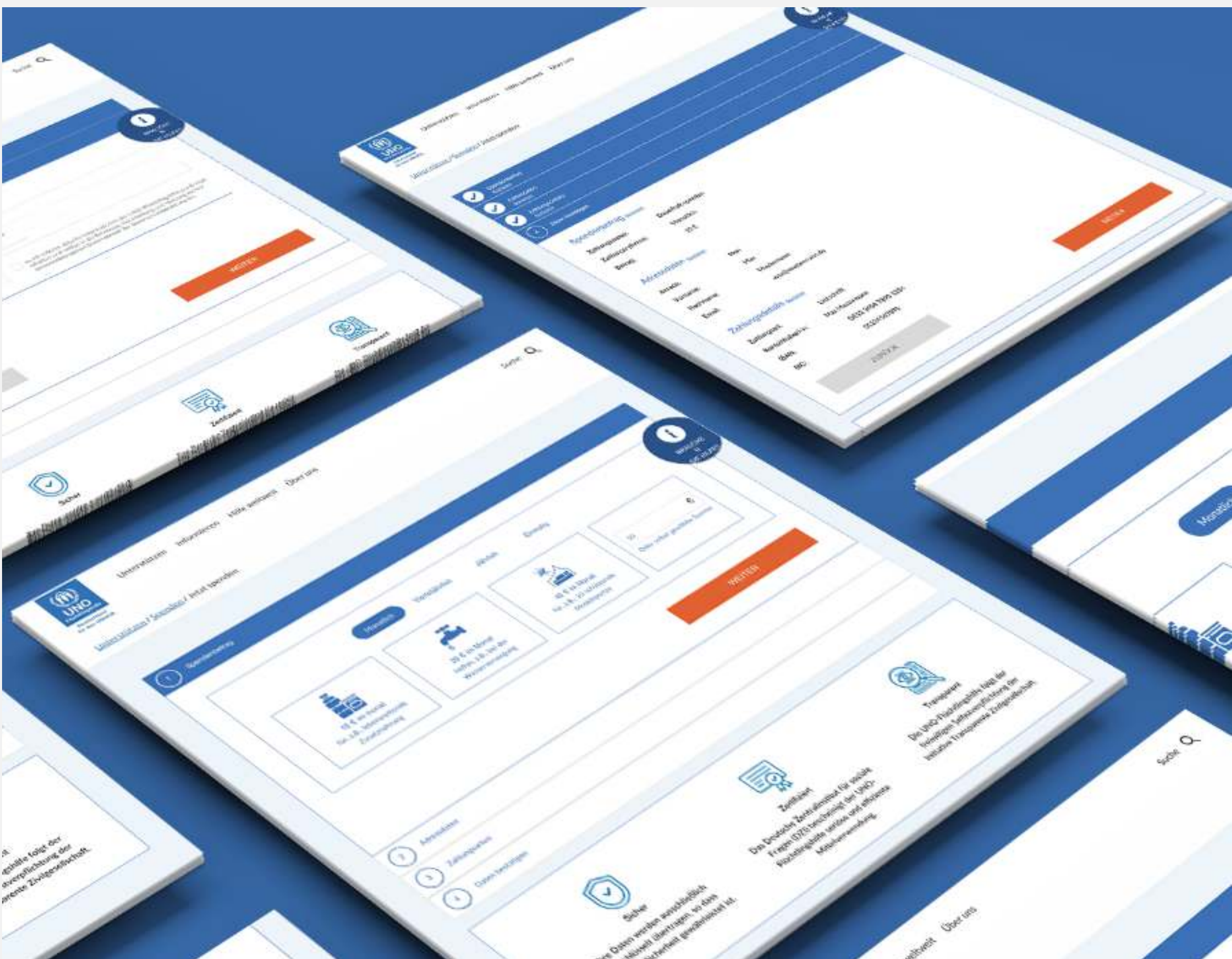
NGO

### Tools

- |             |        |
|-------------|--------|
| Photoshop   | XD     |
| Illustrator | Sketch |
| Figma       |        |

### Methods

- |   |                          |
|---|--------------------------|
| Quality assurance for various projects and websites | Designs for A/B testing  |
| Prototyping   | Improve customer journey |
| Redesigns   | UX optimization          |





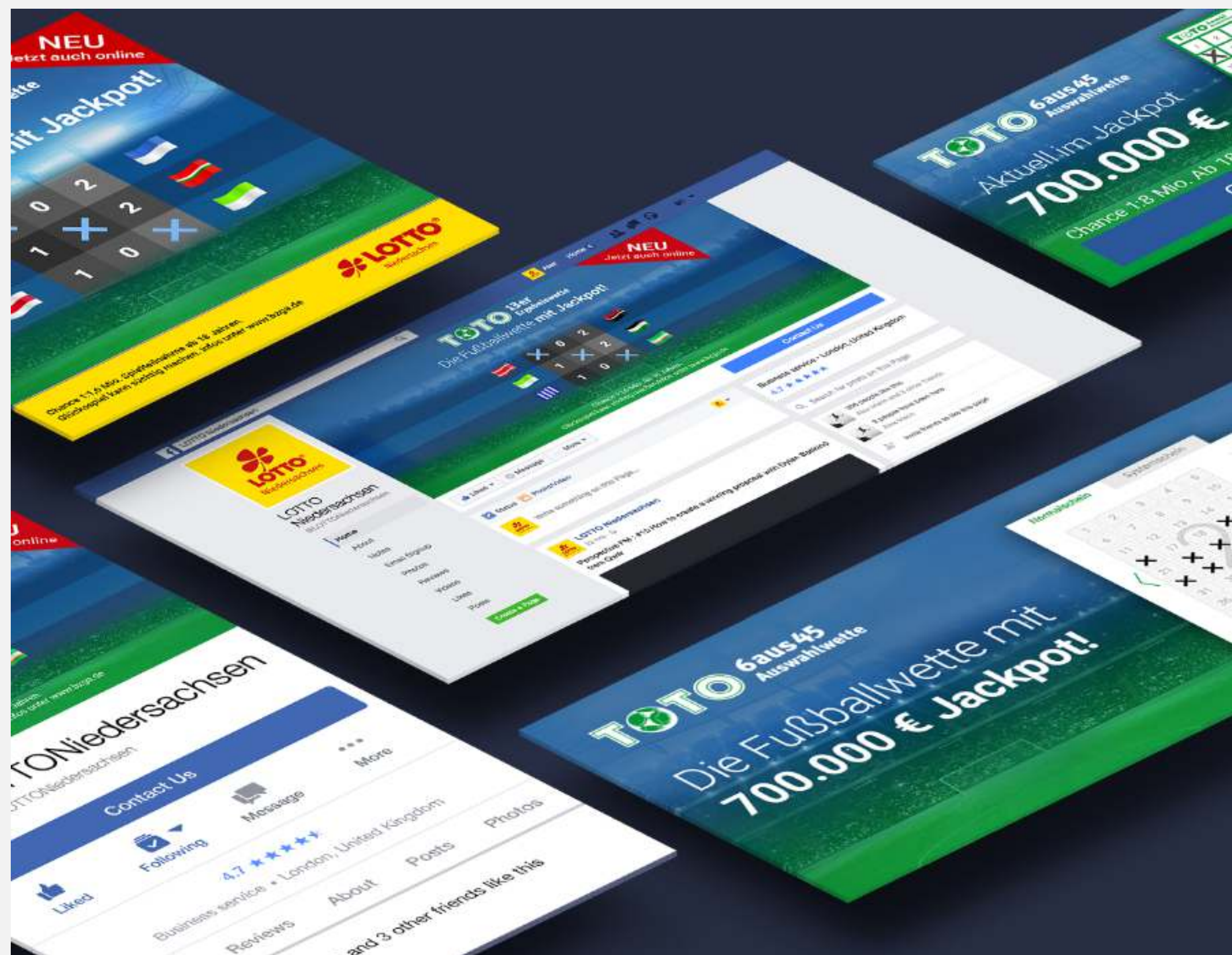
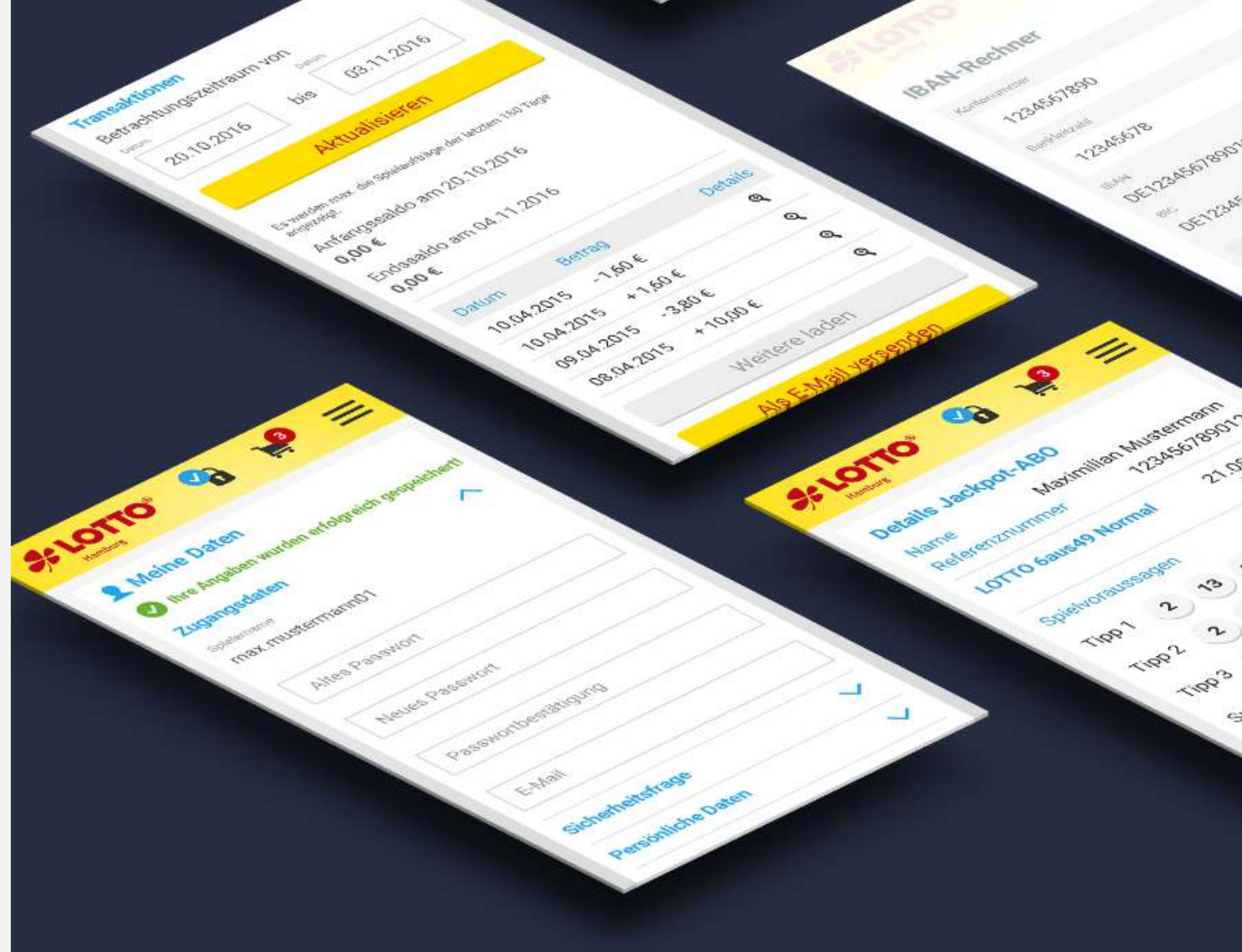
# Portfolio

Oliver Westphal

# Lotto Hamburg – Webseiten Weiterentwicklung/Redesign

Lotto Hamburg ist einer der größten Lotterieranbieter in Deutschland. Eine meiner Hauptaufgaben war die kontinuierliche Optimierung verschiedener Lotto-Webseiten, von diversen Anpassungen in den kleineren Modulen der jeweiligen Webseite bis hin zu neuen Designs für die Registrierung oder diverse mobile Anwendungen.

Dabei stand ich immer in engem Kontakt mit dem Kunden, um die verschiedenen Prozesse zu optimieren. Zu meinen weiteren Tätigkeiten gehörte die Gestaltung des Marketings für die verschiedenen Facebook-Seiten von Lotto Hamburg sowie die Erstellung von neuen monatlichen Werbekampagnen inklusive animierter Banner.



## Industry

## Glücksspielindustrie

## Tools

# Photoshop

Premiere

InDesign

### Sketch

## Methods

## Weiterentwicklung von Websites für verschiedene Kunden

## Redesign von responsive Websites/Mobile Apps

## Optimierung der User Journey

## Gestaltung von Facebook-Kam



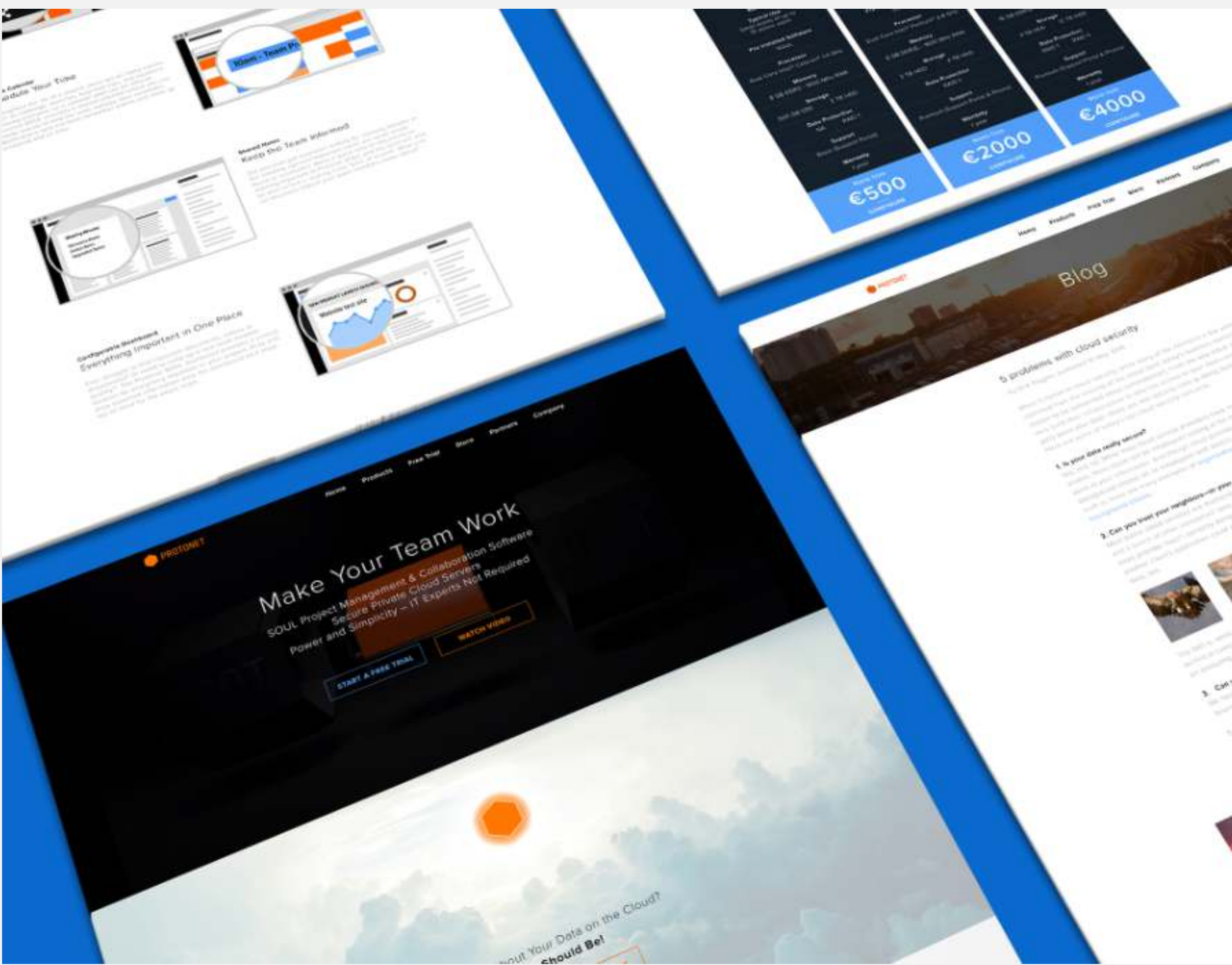
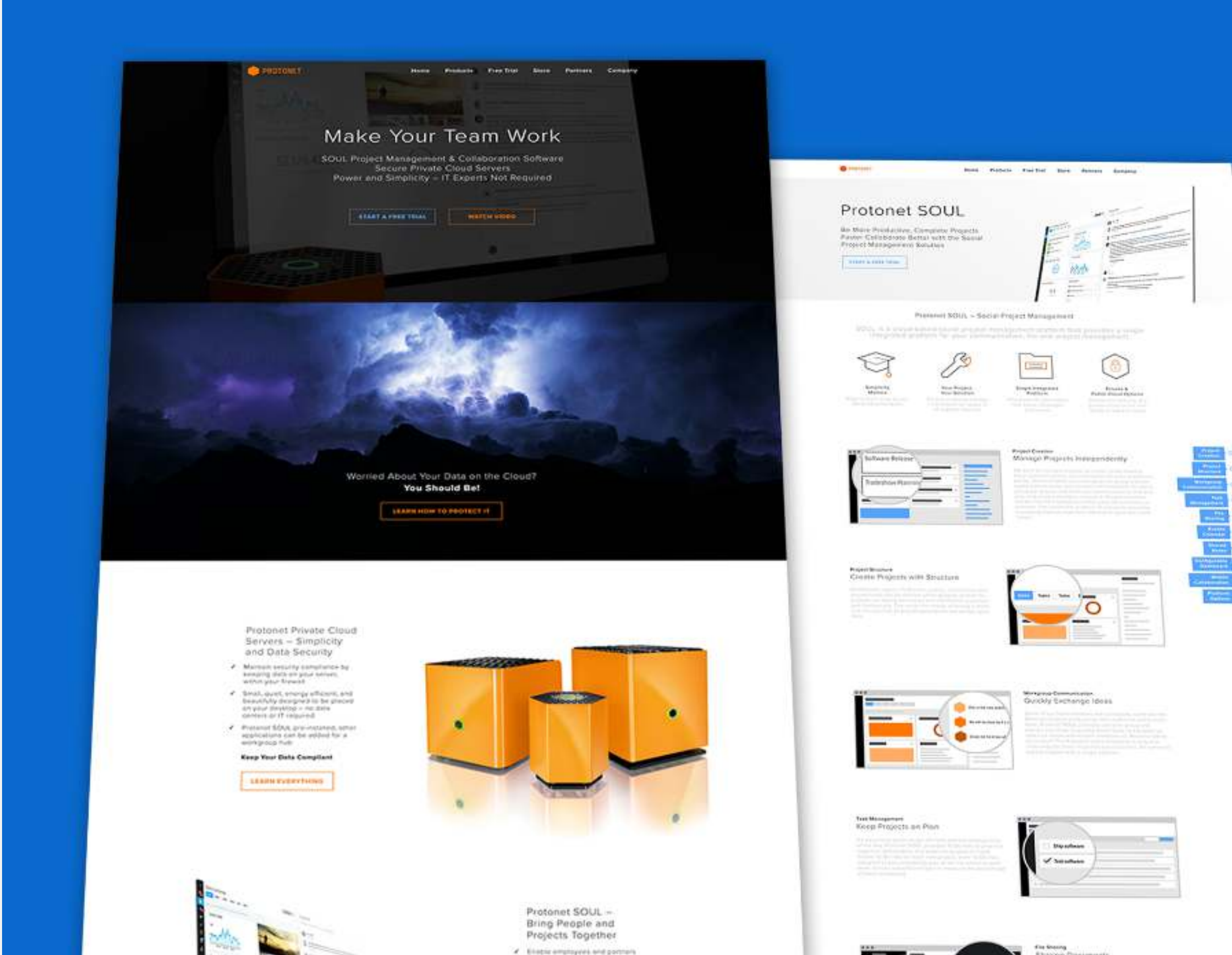
# Portfolio

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## Protonet - Redesign/rebranding of the product

I redesigned the website and corporate identity of Protonet, a start-up company specializing in microservers. I analyzed the existing website and branding, identified areas for improvement, and created a new design that communicates the company's values and offerings. The iterative process included several rounds of feedback with the client and colleagues, and I worked with the development team to ensure an efficient implementation.

The end result was a modern and streamlined website that focused on usability and conversion rates, as well as a new corporate identity that reflected the company's innovative and professional approach to microservers. I utilized the Atomic Design methodology and was responsible for wireframes and prototypes, design of brand collateral, marketing and redesign, print design and A/B testing.



Industry

E-commerce

Tools

Photoshop

Illustrator

InDesign

Premiere

After Effects

Invision

Methods

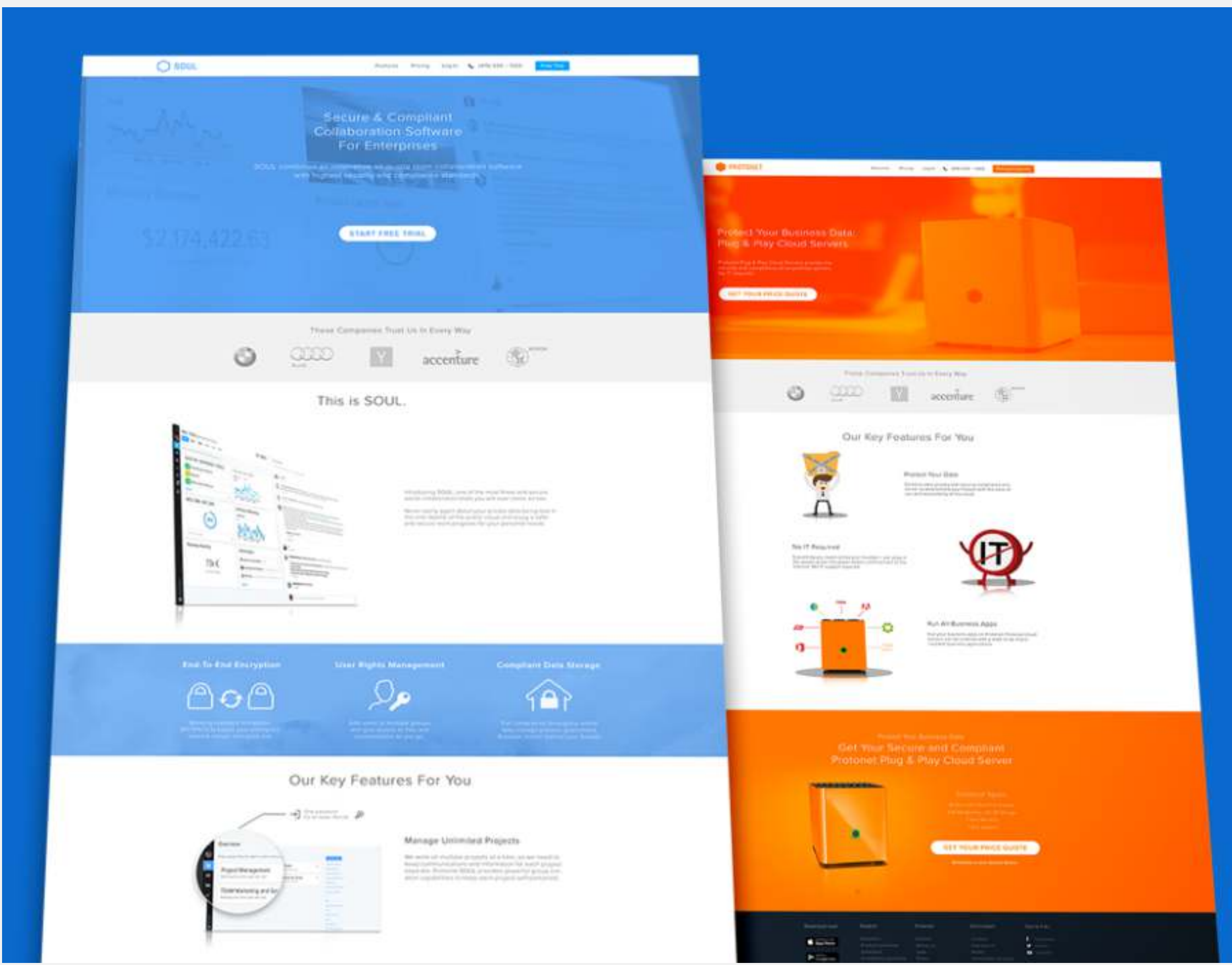
Creation of wireframes  
and prototypes

Creation of brand material  
(online/offline)

Print design

A/B testing

Atomic design





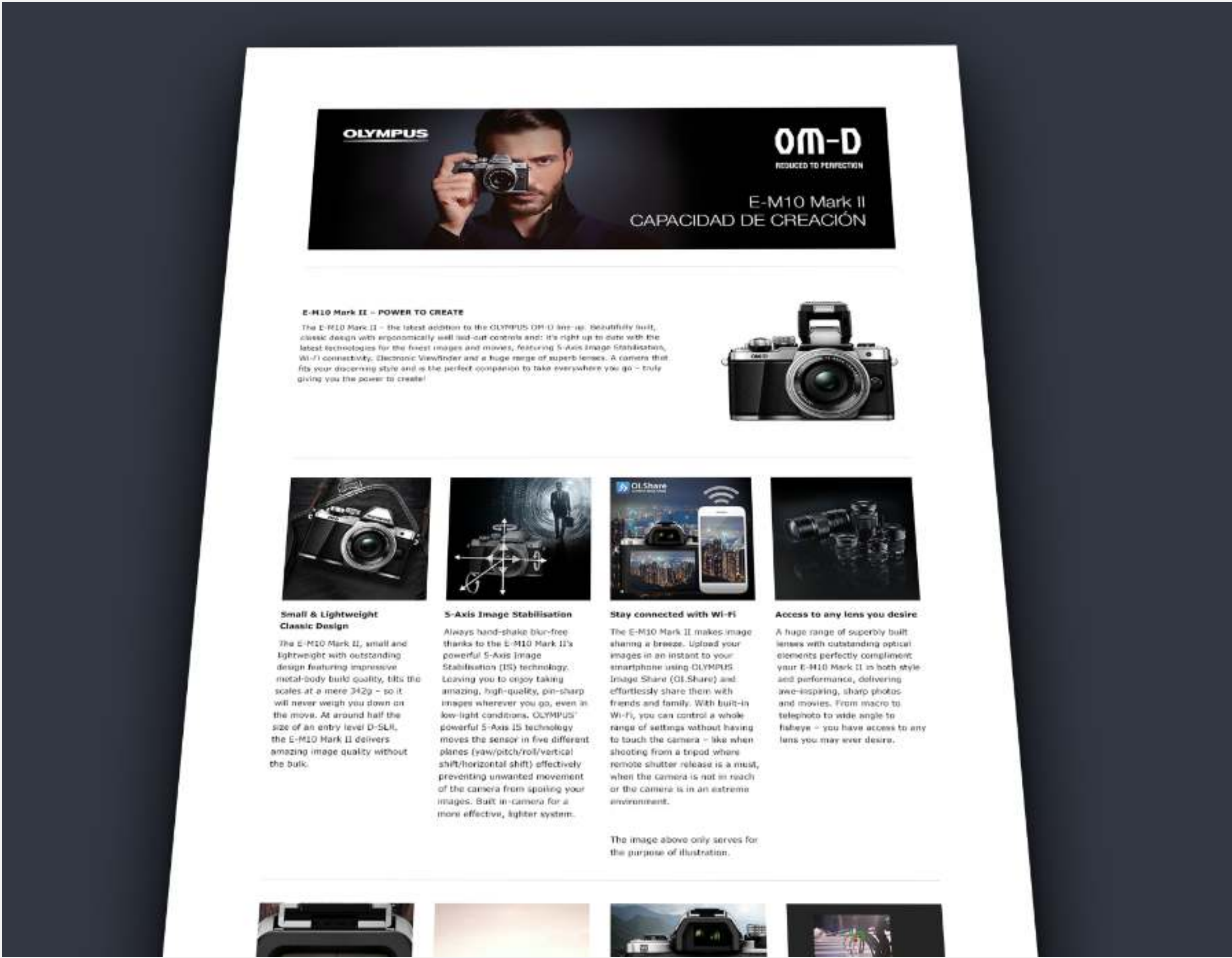
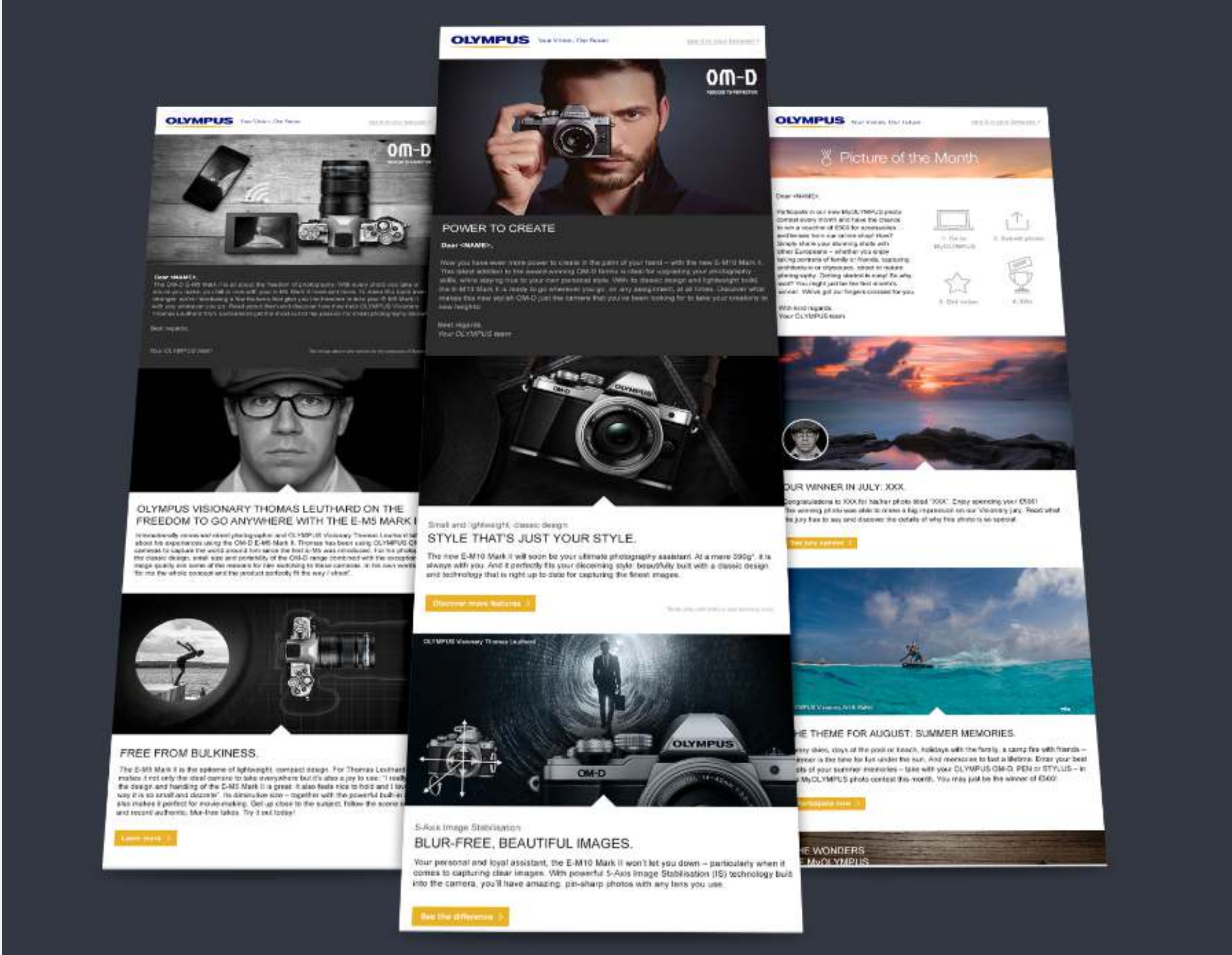
# Portfolio

Oliver Westphal

## Olympus - Maintaining the brand means

Olympus is one of the largest manufacturers of camera bodies and lenses in the world. I was responsible for the online marketing designs of various on and offline campaigns, mainly for the Olympus website.

Creating landing pages as well as brochures and maintaining the overall design of the current website was one of the main tasks.



Industry

E-commerce

Tools

Photoshop

Illustrator

InDesign

Methods

Creation of brand material  
(online/offline)

Implementation of  
Communication tools

Design of images  
and ads for Facebook



# Portfolio

Oliver Westphal

## Goodgame Empire - Optimize Goodgame Empire UI

As a member of Europe's fastest growing game company, I was responsible for the user interfaces of Goodgame Empire Four Kingdoms, the successful mobile adaptation of Goodgame Empire. My tasks included the development of different user interfaces for long-term events, redesigning user interfaces for optimal game mechanics, giving presentations to showcase the functionality and necessity of said dialogs, and being responsible for a clean and pixel-perfect workflow.



Industry

Gaming

Tools

Photoshop

Illustrator

Jira

Methods

Design, creation and polishing  
of wireframes and prototypes

UX research

UI research

User Interface Layouts & Design

Illustration creation





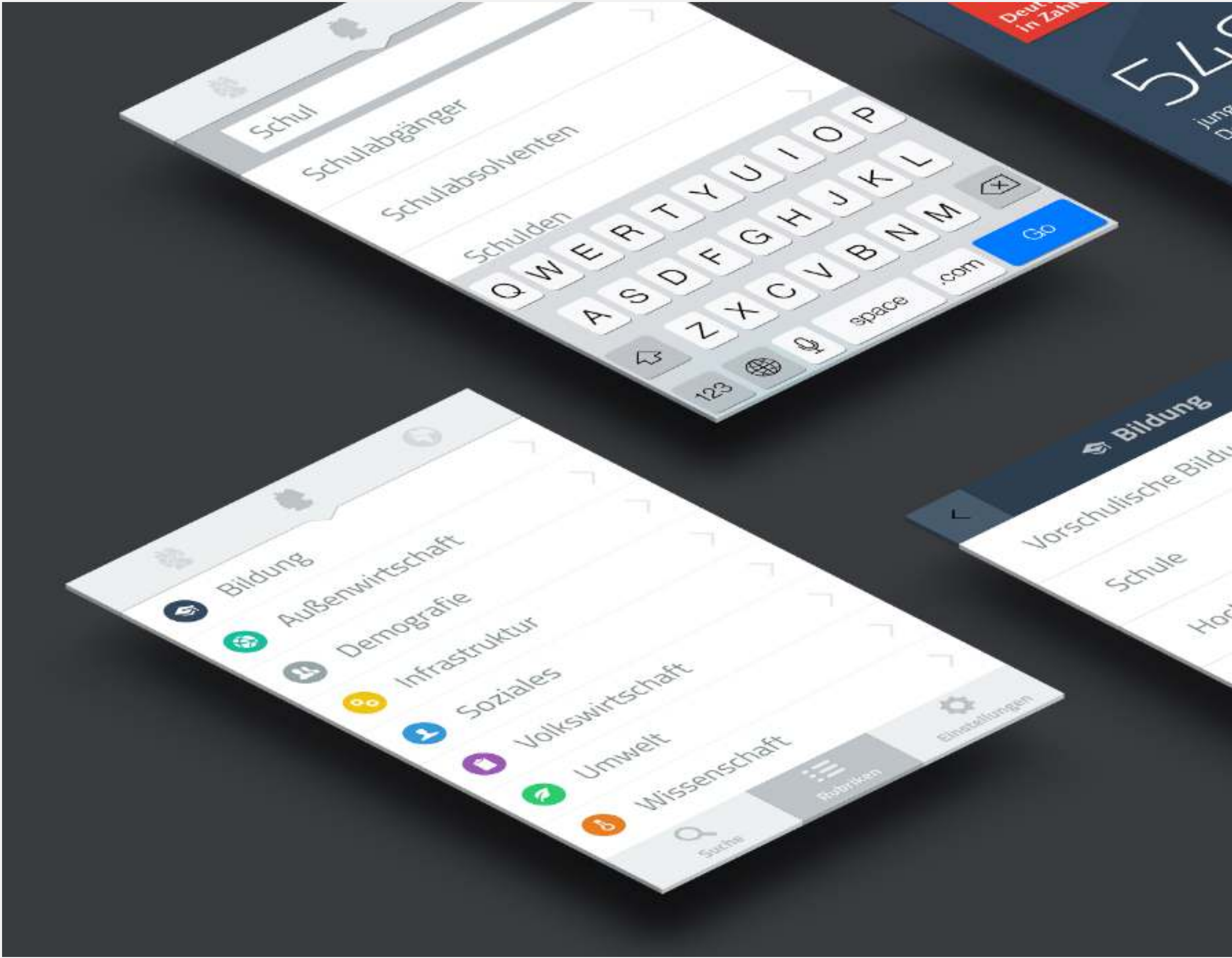
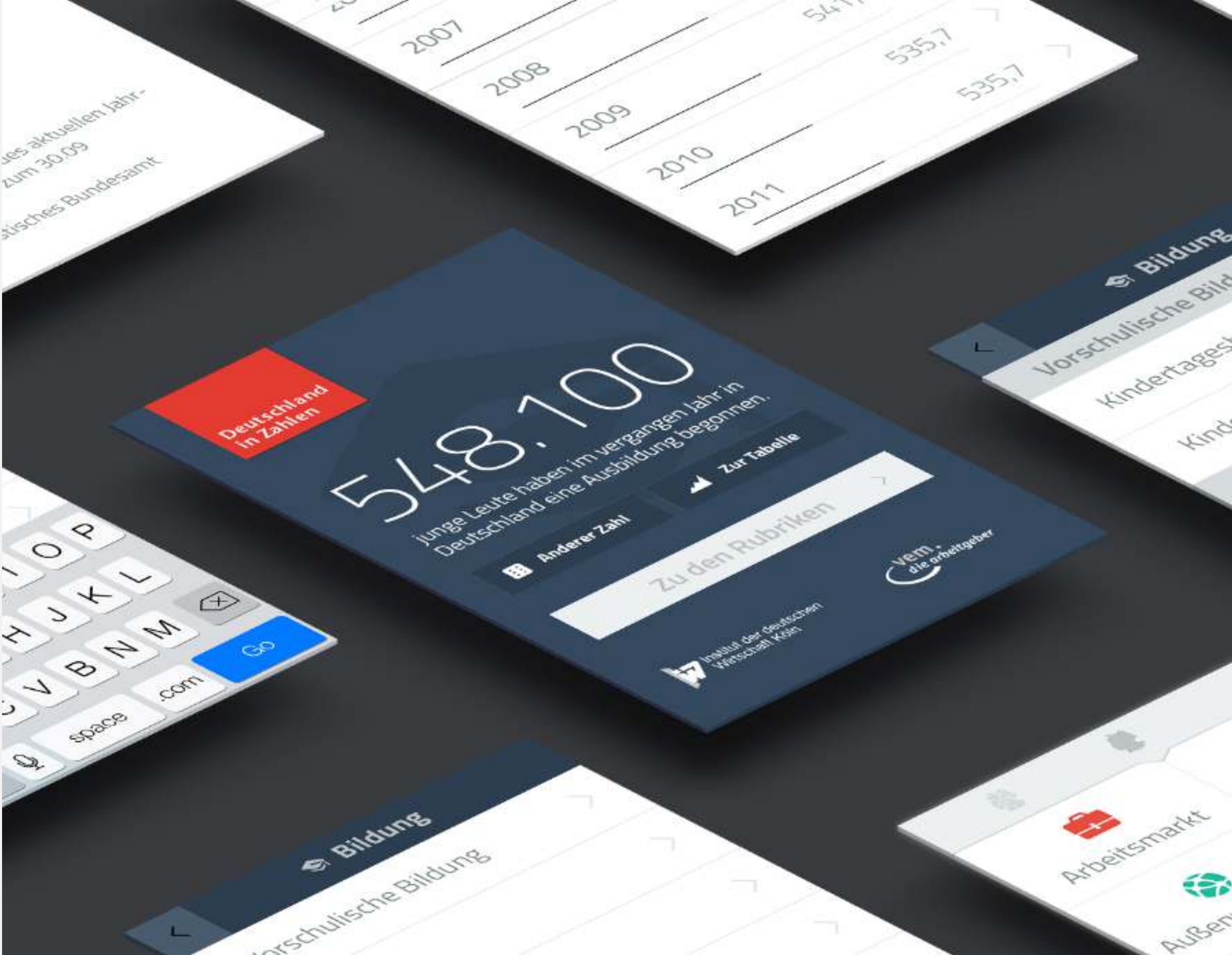
# Portfolio

Oliver Westphal

## Germany in numbers - Conception and development of the app

"Deutschland in Zahlen" (Germany in Figures) is a statistics service provided by the Cologne Institute for Economic Research (IW). The app presents facts and figures from A for labor market to K for consumption to Z for balance of payments.

For the app development, I first conceived wireframes and prototypes, which were then implemented in designs together with the front-end development.



### Industry

Economy

### Tools

Photoshop

Illustrator

Balsamiq

### Methods

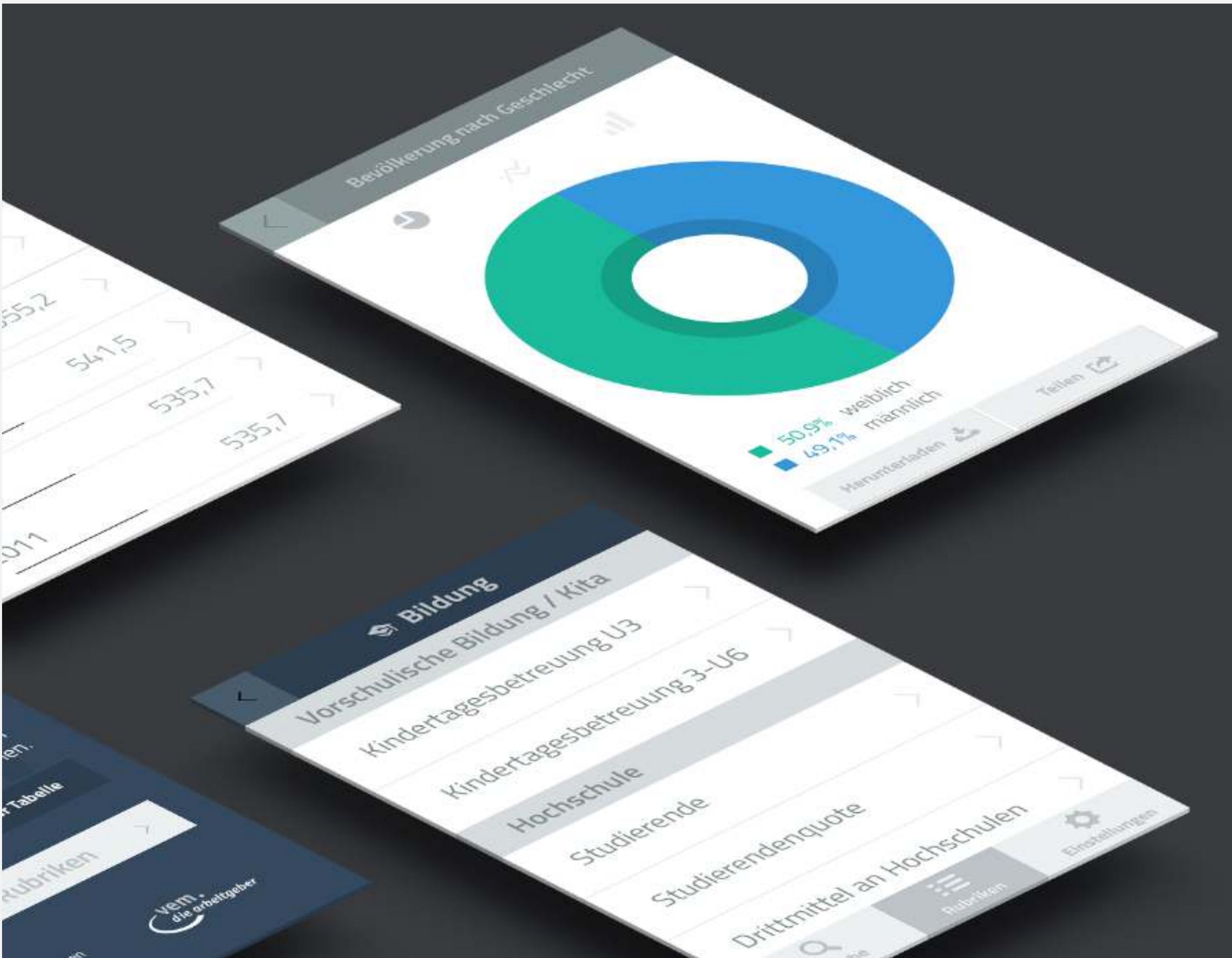
Wireframing

UX design

UI design

Research

UI research





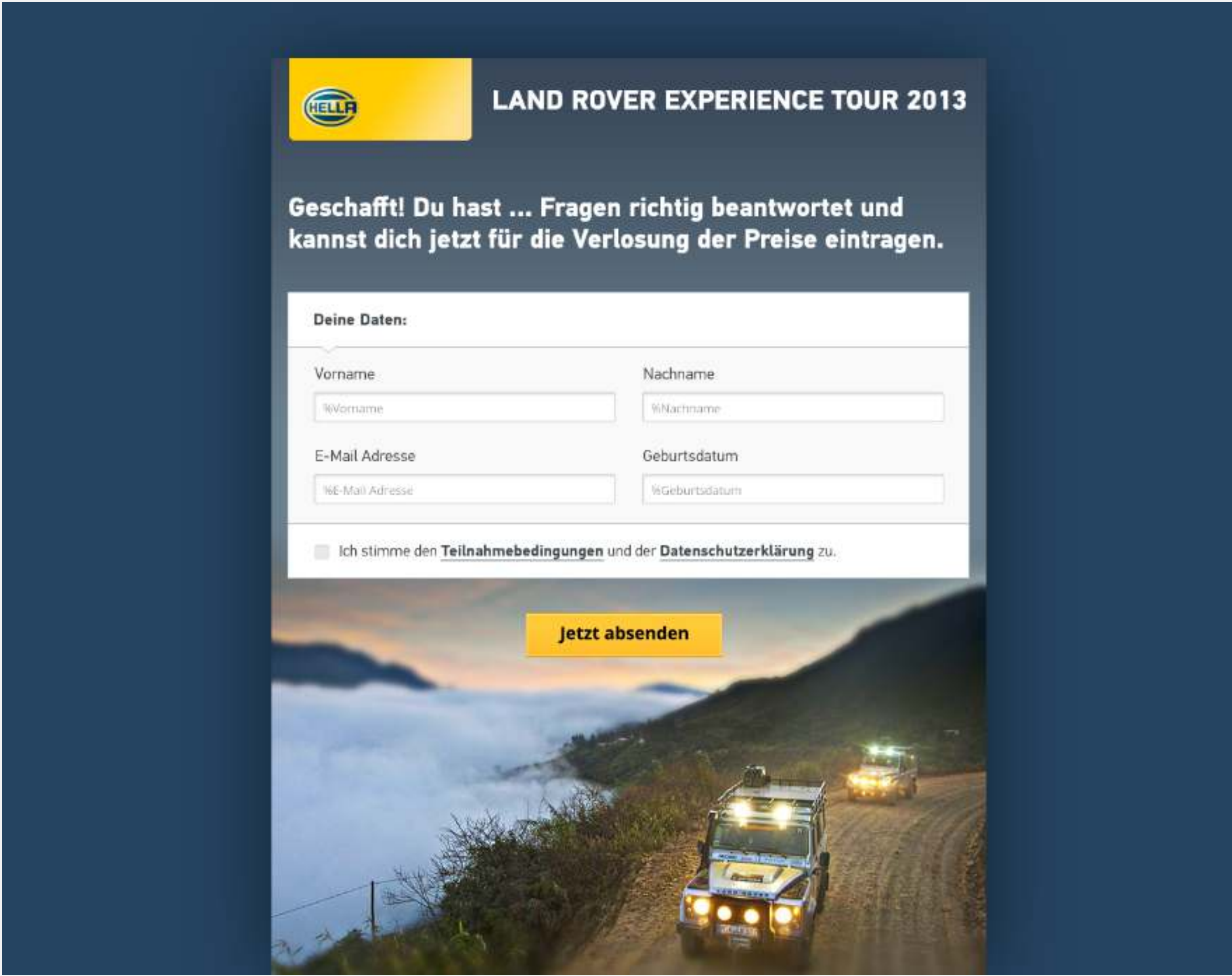
# Portfolio

Oliver Westphal

## Hella - Design for campaigns, microsites/LPs

Facebook Tabmaker was a marketing tool specially developed by 247Grad to design various microsites or advertising campaigns for well-known clients and easily integrate them on their Facebook landing page. I used this tool to design ad campaigns for Hella, among others, and integrated and maintained them on their page.

In addition, together with the project managers and developers, I helped design numerous advertising campaigns in the form of microsites or landing pages for companies such as Krombacher to reach a new target group.



### Industry

Automotive industry

### Tools

Photoshop      Illustrator

Photoshop      Sketch

Facebook  
Tabmaker

### Methods

Strategic conception of  
Social media campaigns      UI

Corporate design design      Website design

Microsites and LPs







# Contact

Thank you so much for reviewing my portfolio!  
If you have any questions, feel free to email me,  
contact me through my website, or visit my  
LinkedIn profile. I appreciate the interest and look  
forward to hearing from you!

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