

# ULJANA EGLI

UX consultant | UX/UI

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**M** [hello@uljanaegli.com](mailto:hello@uljanaegli.com)

# HELLO, I AM ULJANA!

I am highly experienced UX specialist with over 15 years of consulting as well as design experience crafting human-centric visions. By focusing on understanding people and leveraging empathy, I create holistic solutions that resonate, genuinely meet people's needs, and align with strategic business objectives.

## I OFFER...

- a comprehensive, systemic, and integrated way of thinking to solve complex broad reaching problems.
- a mindset that is open, that observes, challenges the status-quo as well as asks questions.
- a people focused approach to innovation and UX.
- a structured, analytical and efficient, yet empathic, collaborative way of working.

## SERVICES & SKILLS

UX Strategy, UX Consulting, UX/UI, Interaction Design, User Centric Design, Customer Experience Design, Customer Life Cycle, Agile Methodology, Concept Development, Customer Journeys, Process Flows, Workshops Facilitation, Wireframing, Prototyping, Information Architecture, Content Structure, User Tests, Art Direction, Digital Branding, Styleguide, Design Systems

## TOOLS

Figma, Adobe Creative Suite, Miro, Jira, Confluence, Microsoft Office, Keynote, Teams, Slack, Zoom, Chat GPT

## LANGUAGES

German (native speaker), English (fluent), Swedish & Russian (basic)

## INTERESTS

Outdoors (Hiking & MTB), Psychology, Photography, Drawing & Painting, Astrology

## UX CONSULTANT | UX/UI

since June 2011  
Freelance

## SENIOR INTERACTIVE DESIGNER

May 2010 - April 2011  
Peter Schmidt Group (Frankfurt a.M.)

## INTERACTIVE DESIGNER

August 2008 - April 2010  
Peter Schmidt Group (Frankfurt a.M.)

## INTERACTIVE DESIGNER

May 2008 - July 2008  
Brand Implementation Group (Frankfurt a.M.)

## INTERACTIVE DESIGNER

January 2006 - April 2008  
Lejbrink Bennerhult (Stockholm, Schweden)

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## BA (Hons) PRODUCT DESIGN & NEW MEDIA

2001 - 2004  
Kent Institute of Art & Design (Rochester, U.K.)

## INDUSTRIAL DESIGN

1999 - 2001  
School of Arts (Hamburg)

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## ABITUR

1999  
(Oschersleben, Germany)

## BRANDS



METZLER

**rexroth**  
A Bosch Company

KOENIG & BAUER



**SIEMENS**



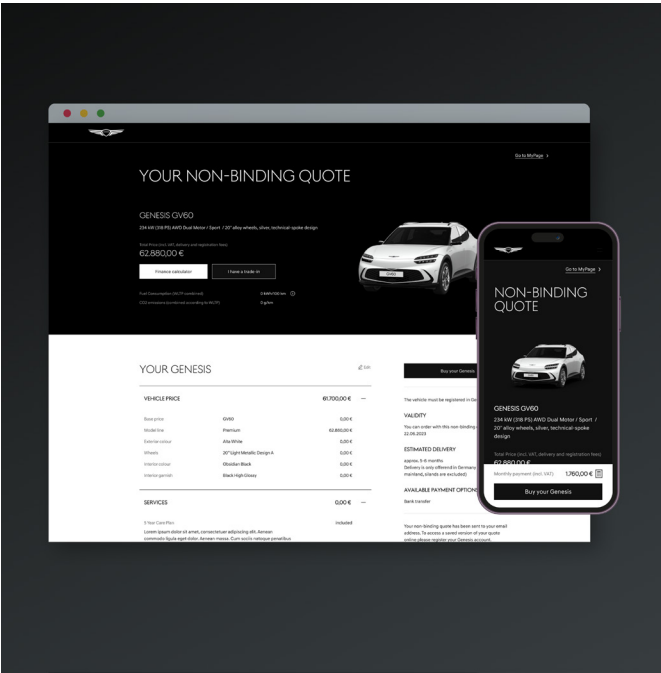
# AGENCY MODEL FOR GENESIS' ONLINE CHECKOUT PROCESS

**CLIENT**  
Genesis Motor Europe GmbH  
(Automotive)

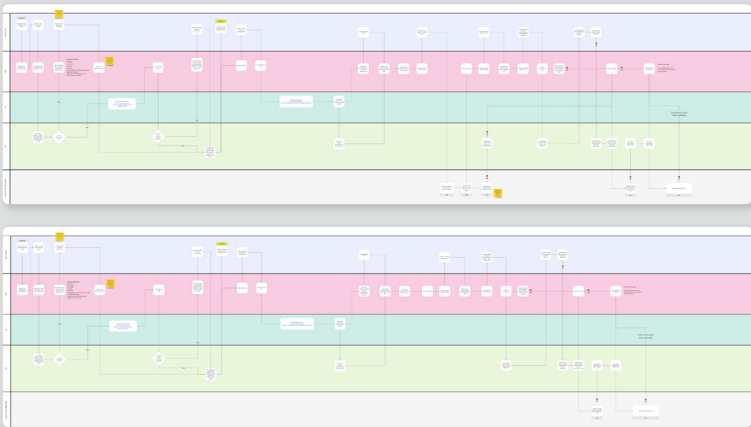
**AGENCY**  
Argonauten (Hamburg)  
03/2023 - 09/2023

**MY ROLE:**  
**LEAD UX DESIGNER**  
Implementing the process that reflects the new sales strategy from online-only to agency model across different European markets while advancing and improving the user experience.

- Workshop facilitation
- Collaboration with the client to make sure we were on track budget as well as timewise
- Process flows (Miro)
- Concept and UX design to improve the usability of the existing product
- Wireframing & prototyping (Figma)
- UI design and developing a design system (Figma)
- Close collaboration with backend- and frontend developers

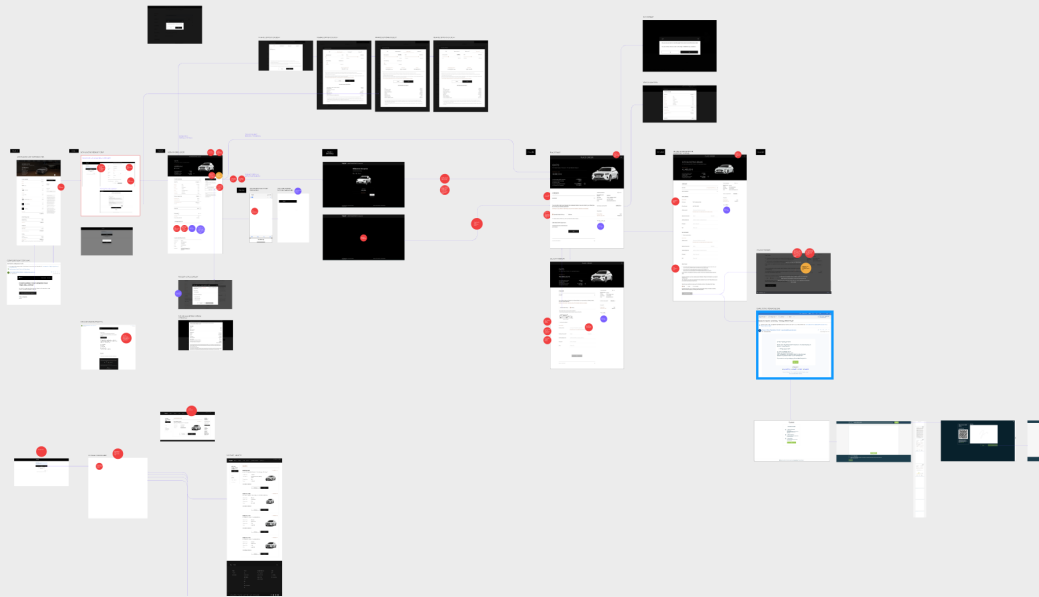


Process flows for different financing options used to collaborate and align with various stakeholders. They served as a basis for all backend developers setting up the requirement documents as well as interfaces.



Analysing the customer journey using screenshots of the existing UI was a pragmatic time-saving approach to visualize and prioritize to-dos to incorporate the agency model.

The red dots highlight missing dialogues that were needed to optimize the user experience. This approach gave everyone in the team as well as the client an overview of our focus.



## CHALLENGE

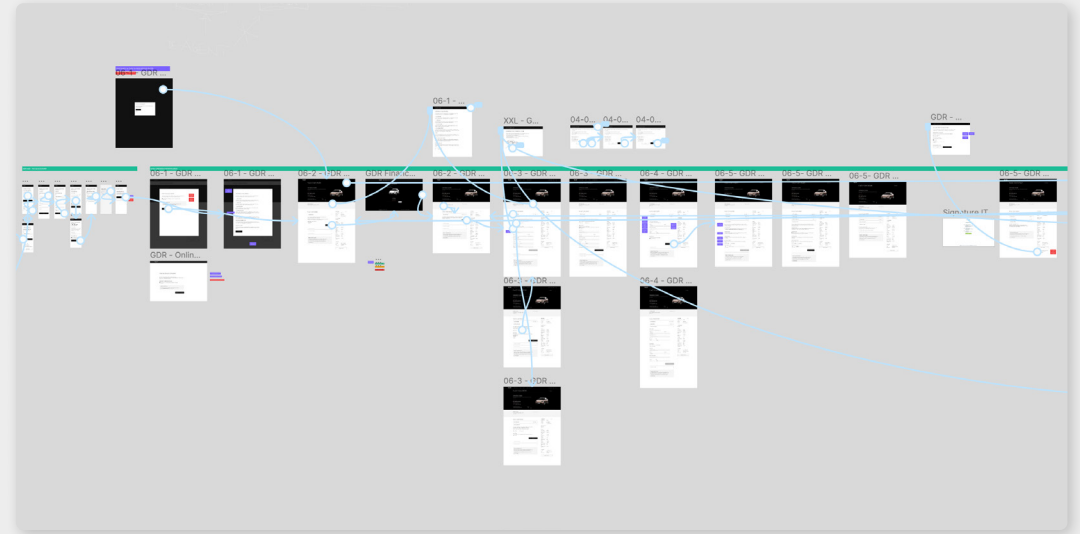
A very tight deadline, on-going updates on business requirements, as well as a small team size required a very flexible approach, a holistic view, quick comprehensive thinking, and a deep understanding of all processes.

## PROCES & SOLUTION

Due to the circumstances (tight deadline, budget constraints, team size, changing requirements) we decided upon a 20/80 approach. Instead of re-designing the checkout completely, we prioritized details in the user experience that would have a major impact on the customer not being able to complete the process.

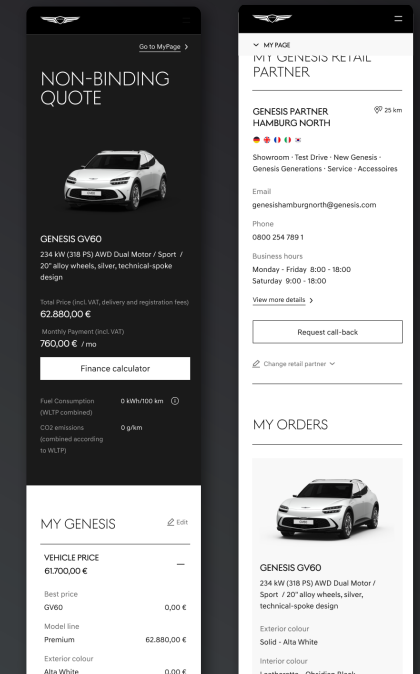
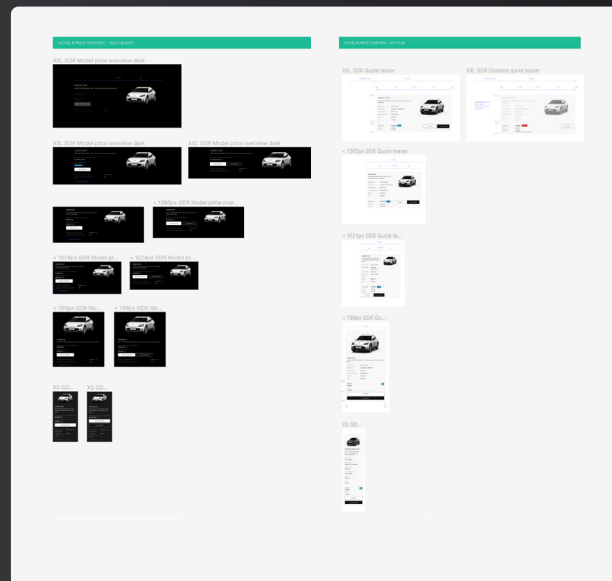
This meant updating the navigation, adding dialogues that helped guide the customer, improved ux writing, and visually tidying up the UI proving more structure and focus on important information as well as interactions.

Building high-res wireframes and creating prototypes to showcase the entire customer journey which served not only as a basis for development but also to align with all OEMs.



Redesign of all components to align the UI with the current European brand website.

I collaborated closely with the frontend developers during the design and technical implementation phase to avoid misunderstandings which could have cost a lot of time which we didn't have.



# UPDATE GENESIS EUROPEAN BRAND WEBSITE

## CLIENT

Genesis Motor Europe GmbH  
(Automotive)

## AGENCY

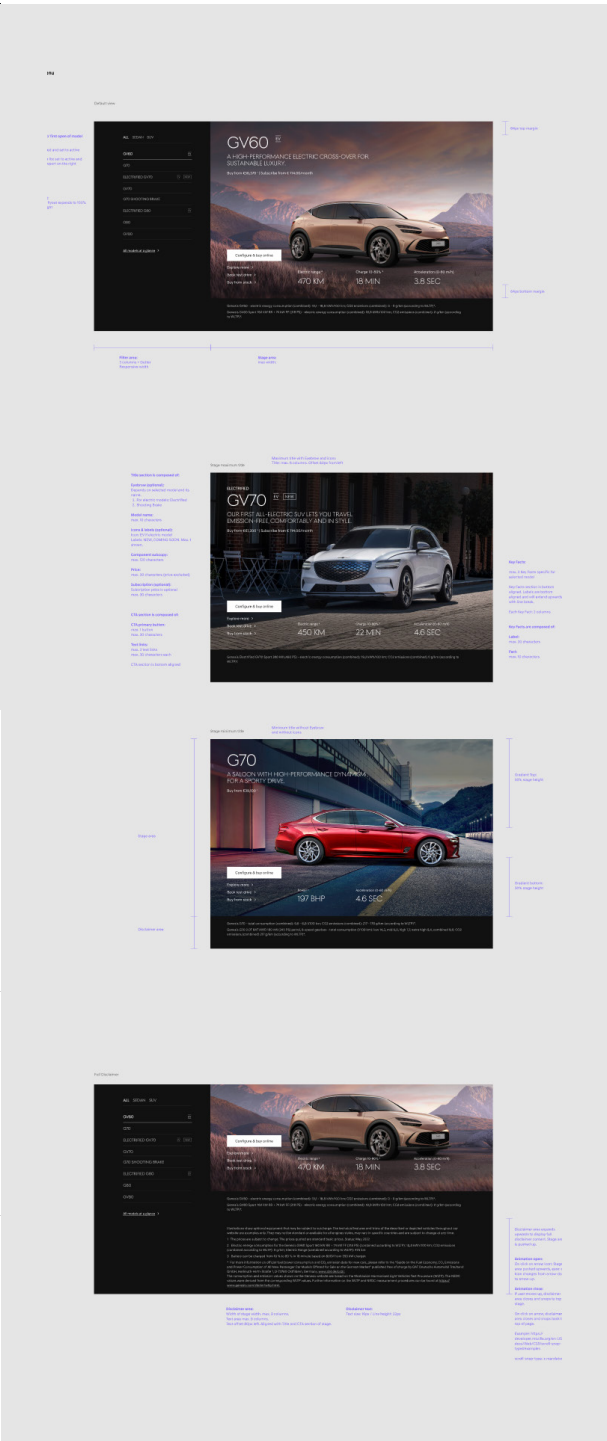
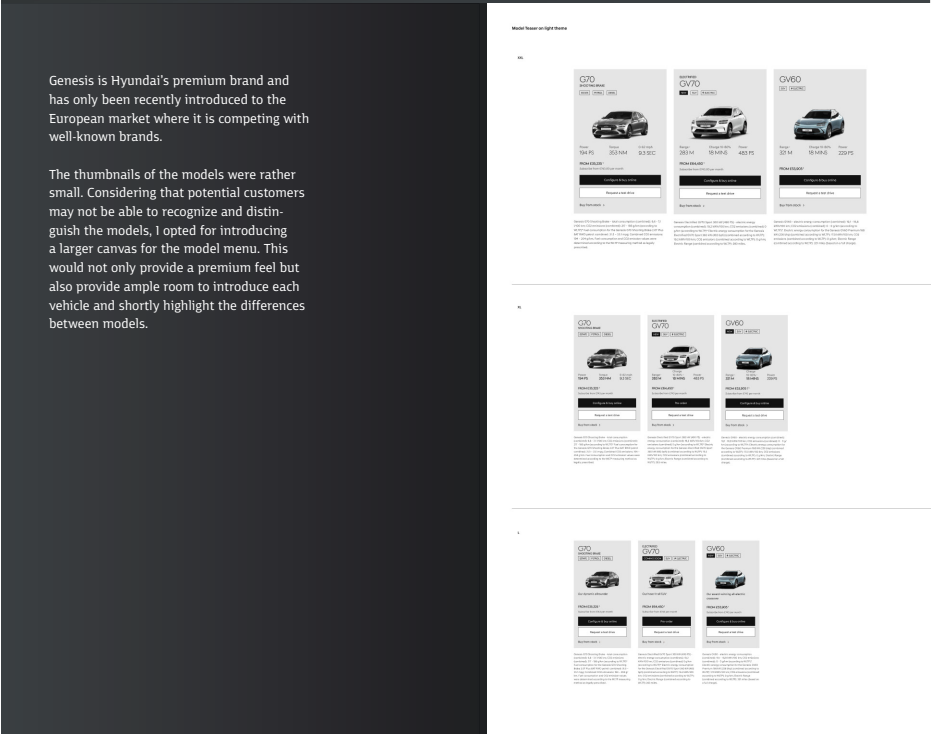
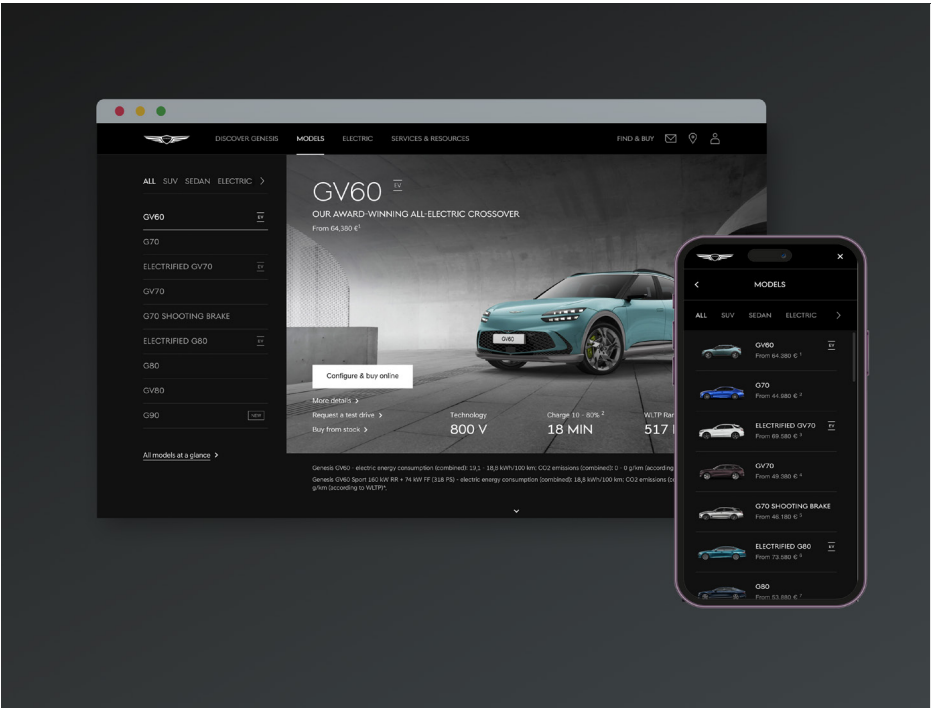
Argonauten (Hamburg)  
08/2022 - 03/2023

## MY ROLE:

### SENIOR UI DESIGNER

Continuously advancing the European Genesis brand website and online buying process by improving the user experience to drive and convert more traffic.

- Wireframing & prototyping (Figma)
- Concept and UI design to improve the usability as well as implement the new brand design
- UI design and developing a design system
- Design documentation (Figma)
- Collaboration with other UI & UX designer in the team
- Collaboration with different client teams in different OEMs



# WEBSITE RELAUNCH AOK SACHSEN-ANHALT “DEINE GESUNDHEITSWELT”

## CLIENT

AOK Sachsen-Anhalt  
(Health/Insurance)

## AGENCY

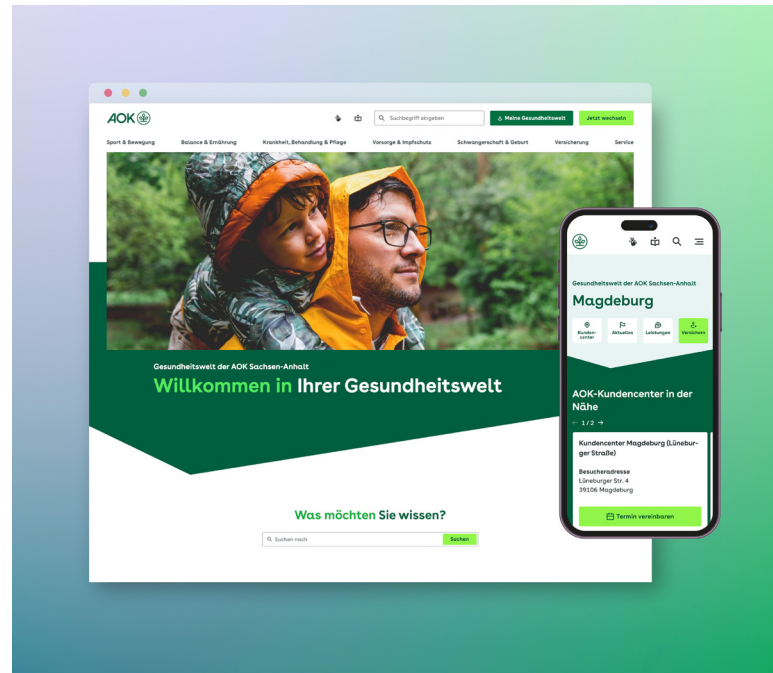
queo (Dresden)  
08/2019 - ongoing support

## MY ROLE:

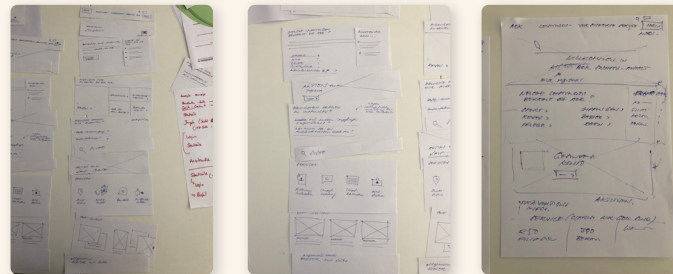
### LEAD UX/UI DESIGNER

Developing a customer journey as well as UX/UI design for the German health insurance company AOK, in particular it's Sachsen-Anhalt branch. The client wanted to clearly differentiate itself from the main AOK website to appeal to its customer base and generate new leads.

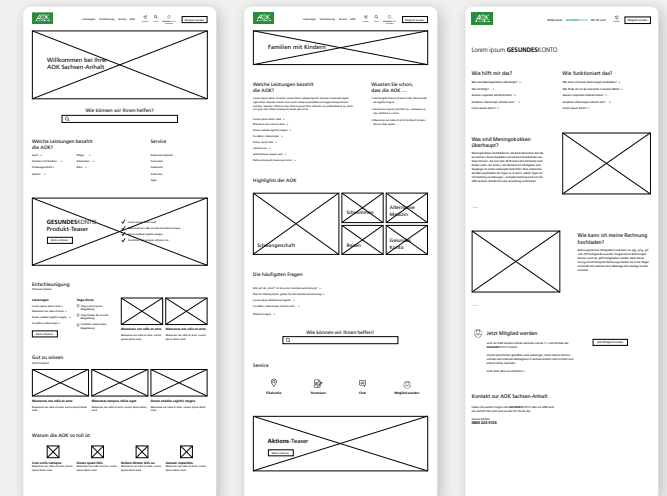
- Workshop facilitation
- Prototyping & wireframing with the team to develop user journeys
- Concept development
- User centered design
- Developing the navigation and content structure
- UI design and developing a design system using Figma
- Ongoing support for developers



Design Thinking workshop with rapid prototyping using paper showing modules to build all needed content pages. This approach facilitated a collaboration within the team and fast iteration to develop the customer journey.



Next step: Low-res wireframes to concretize content for each page type.





## CHALLENGE

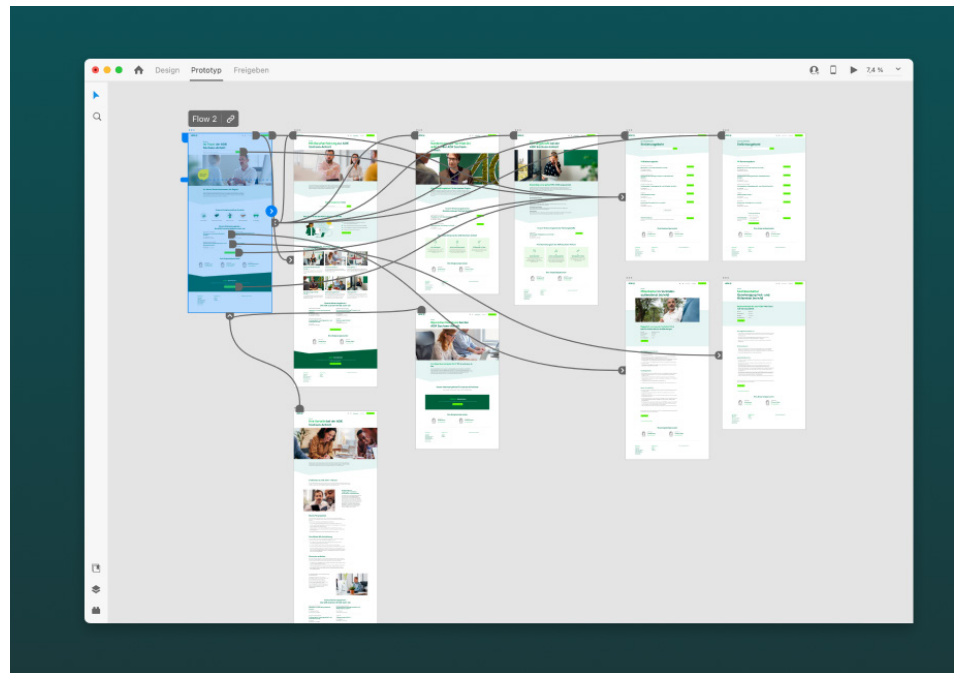
As a health insurance that is part of a federal association with its own design guidelines, we needed to create a visual distinction while also appealing to a broad target group.

## PROCES & SOLUTION

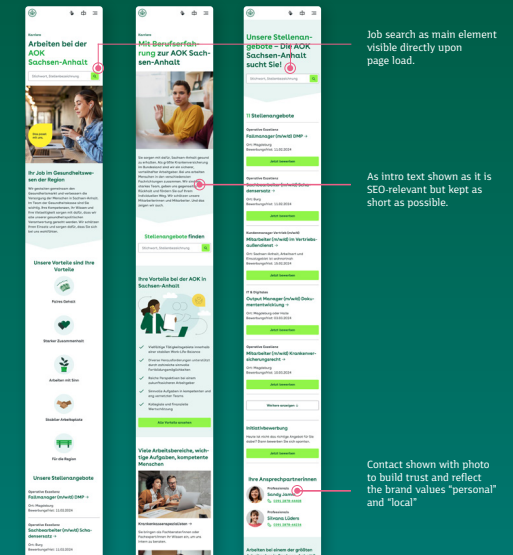
Understanding that customers don't visit a health insurance website to randomly browse and explore topics but rather have a very clearly formulated need or question in mind, we focused on ways to present information and answers.

This user centered approach led us to use a question-answer content structure to describe services, such as "How much will AOK Sachsen-Anhalt cover?"

All text was reduced to a minimum, mostly serving an optimized SEO ranking. Instead we structured main pages with clear headlines, links, and used a question-answer approach. This also reduced scroll depth which we optimized further for service oriented pages by removing header images.



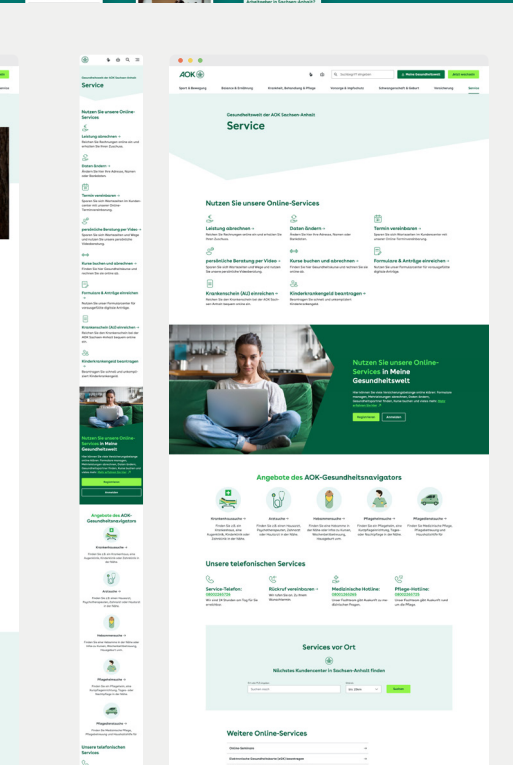
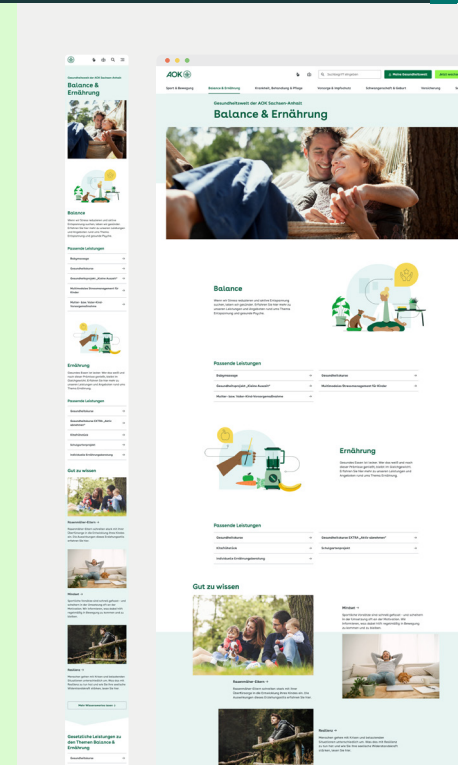
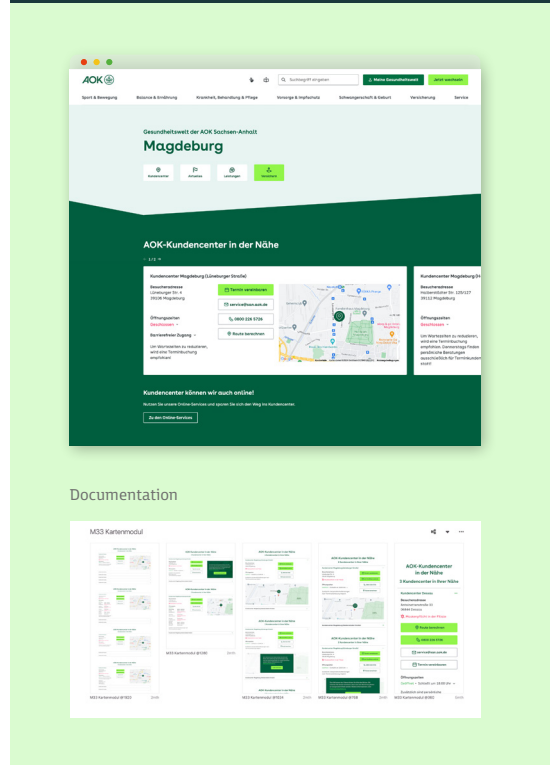
Career pages based on the same design system.



Job search as main element visible directly upon page load.

As intro text shown as it is SEO-relevant but kept as short as possible.

Contact shown with photo to build trust and reflect the brand values "personal" and "local"





# METZLER CUSTOMER PORTAL

## CLIENT

Metzler  
(Banking/Finance)

## AGENCY

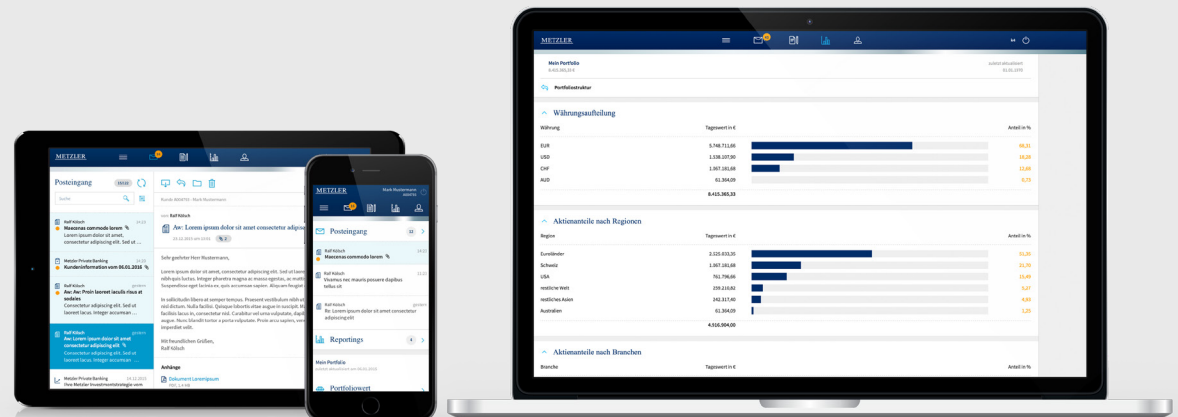
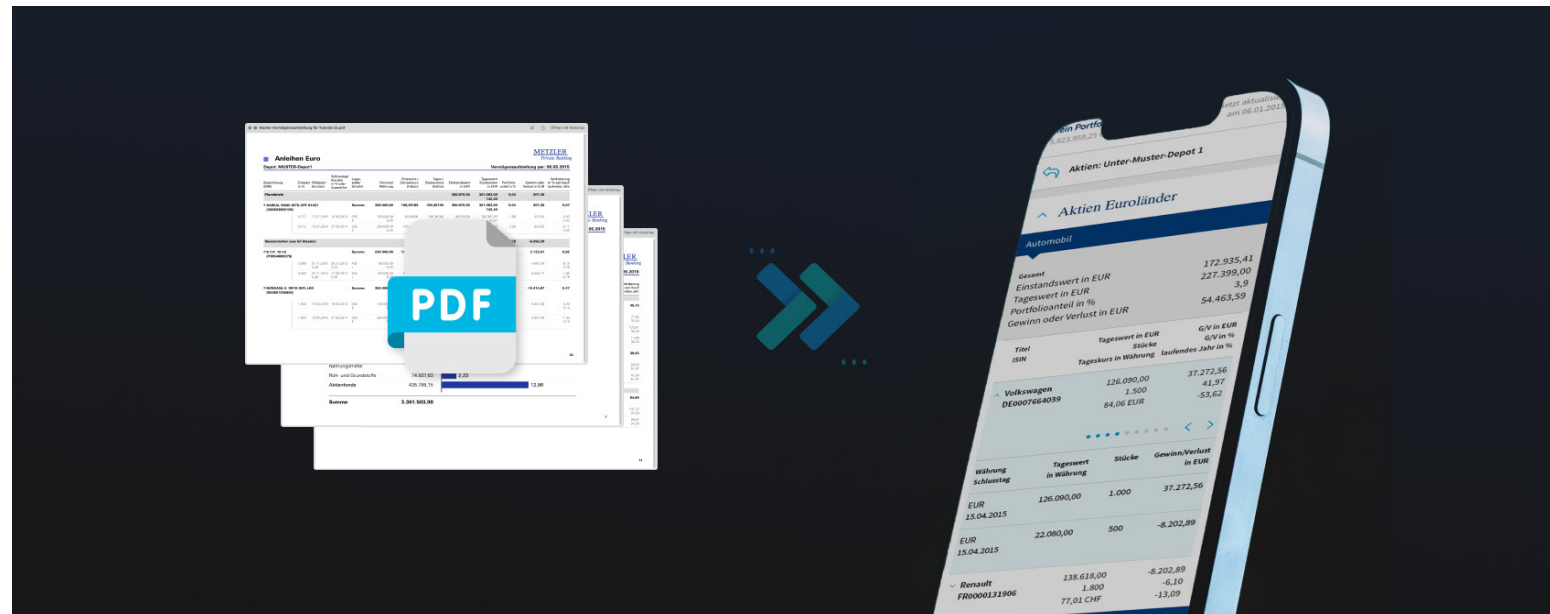
queo (Dresden)  
11/2015 - 07/2016

## MY ROLE:

### LEAD UX/UI DESIGNER

A login area for private banking customers to receive confidential messages as well as to access to their monthly portfolio reports.

- Workshop facilitation
- Concept, wireframing & prototyping
- Developing a navigation and content structure
- UX/UI design
- Collaboration with developers throughout the concept as well as design phase



## CHALLENGE

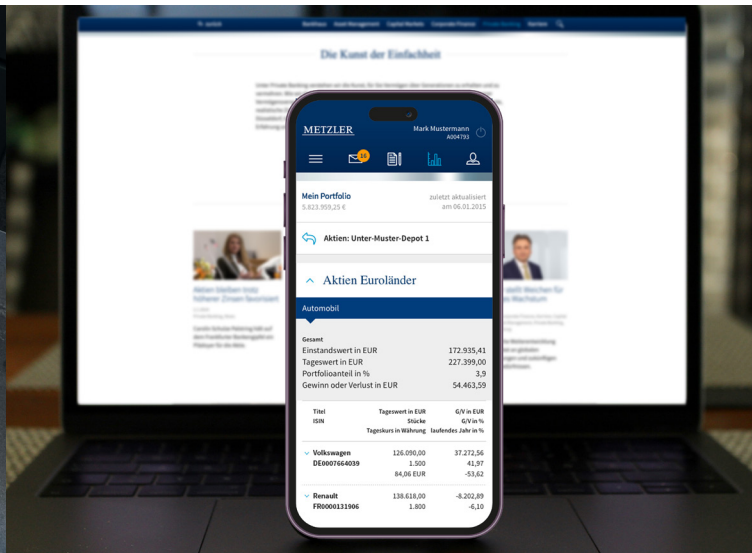
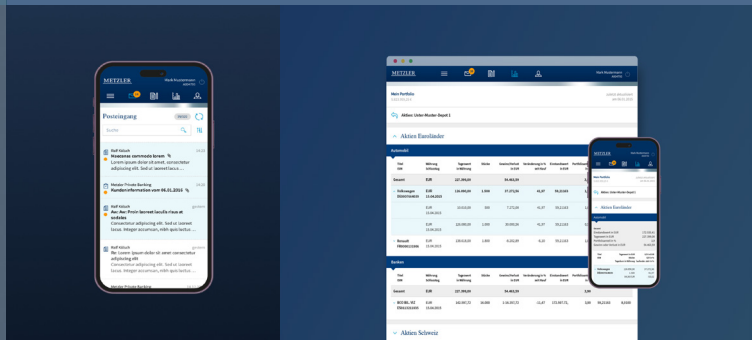
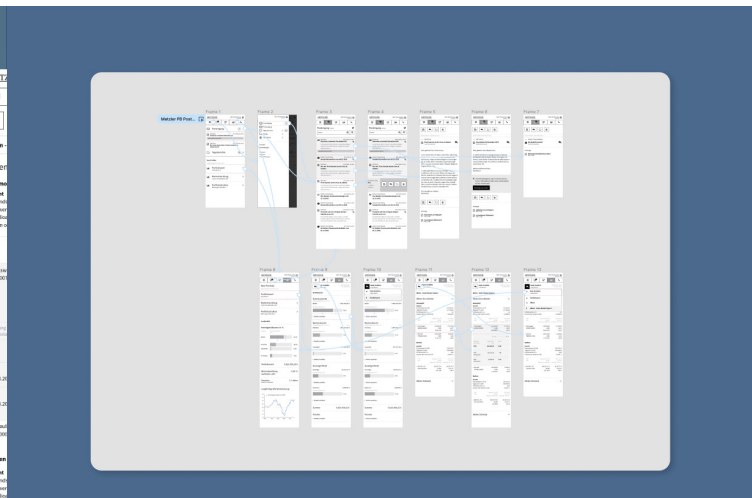
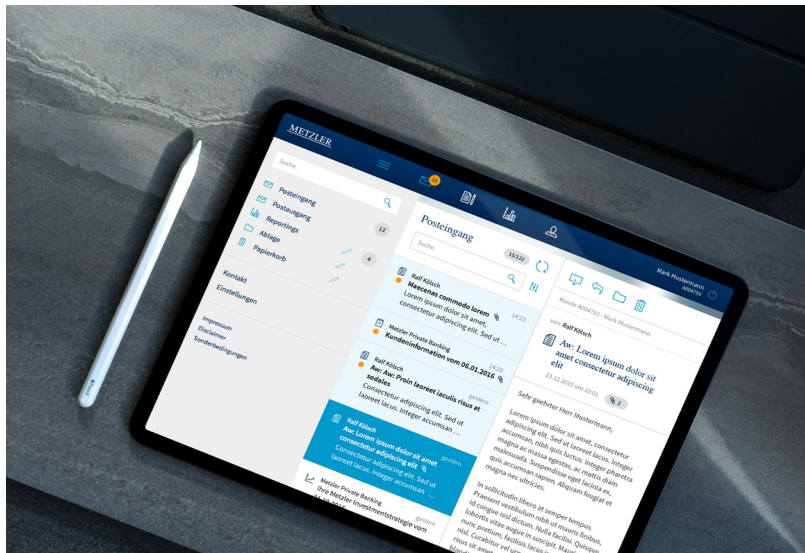
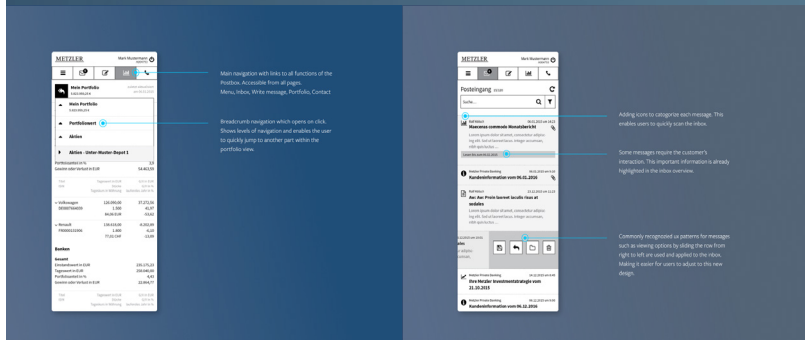
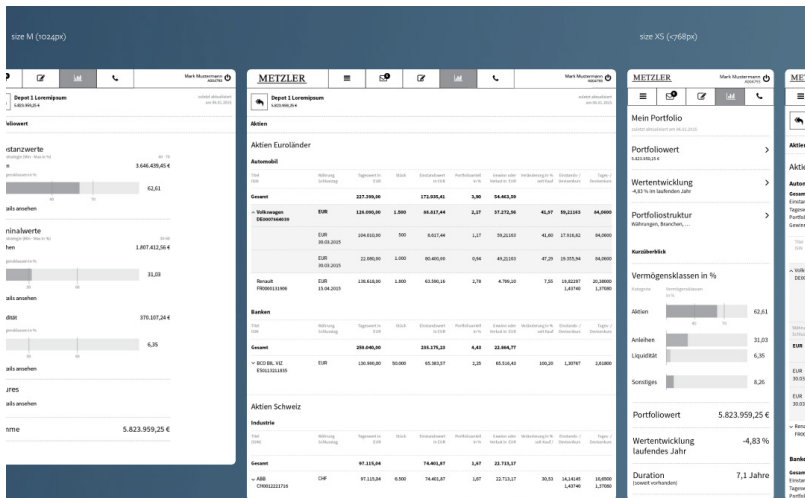
Converting a portfolio report into a responsive HTML version meant I had to fully understand the structure of these reports. I had to be able to abstract one sample report to a template that could display any variations of a report. As the requirement included a mobile view of the report, I had offer a solution to show all relevant data within a limited viewport size without sacrificing context and information.

## PROCESS & SOLUTION

Spending time on creating the high-fidelity wireframes and showing the user flow in such detail may have seemed like a waste of time. Considering the complexity of the information we needed to show it was time well spent, though.

By building prototypes and iterating them after feedback from our client I was able to refine the overall user experience.

During this process I collaborated closely with the developers. The wireframes supported their work as they were involved early and knew how to structure as well as prioritize their work, saving everyone involved a lot of time during the UI design and technical implementation.



# CONCEPT AND RE-DESIGN OF THE MERCEDES-BENZ POINT OF SALE SYSTEM

## CLIENT

Mercedes-Benz  
(Automotive)

## AGENCY

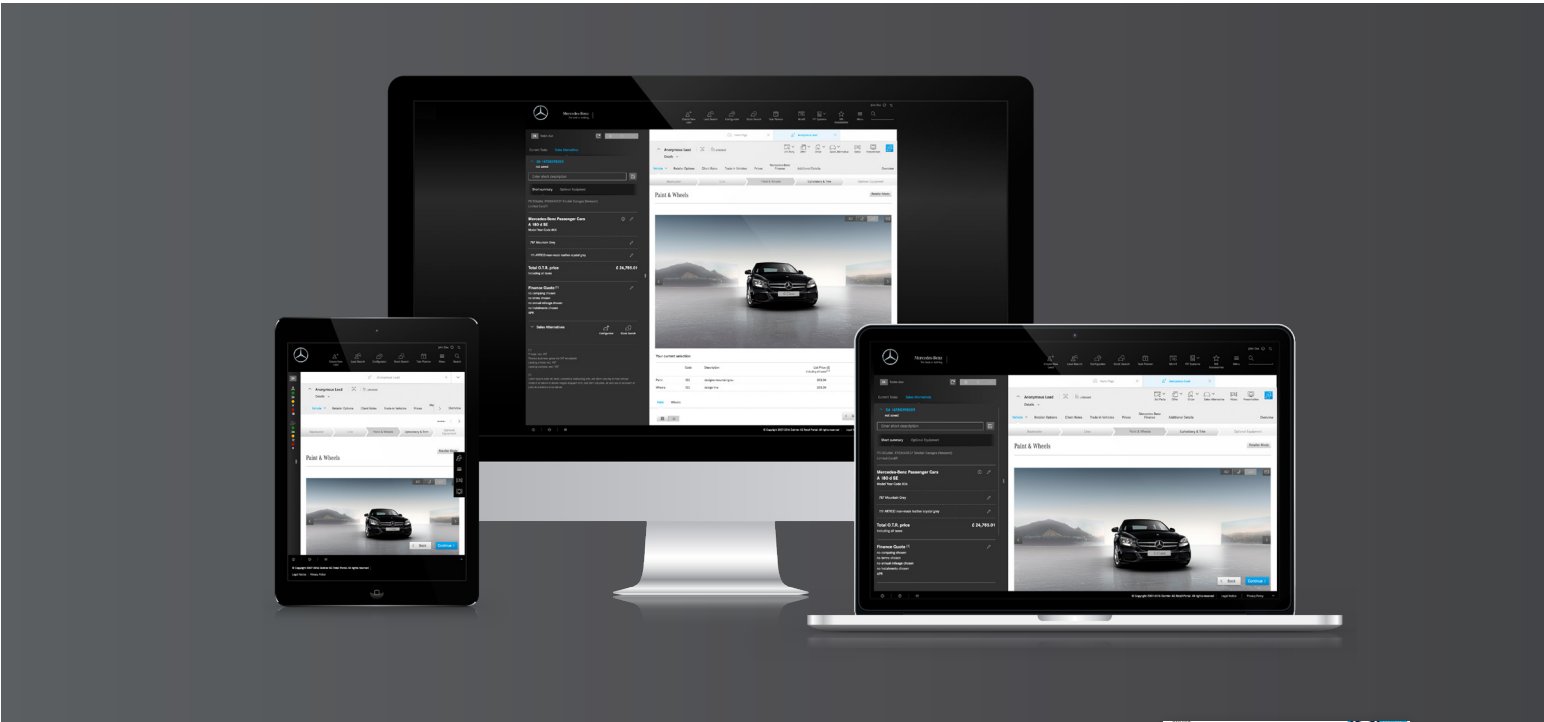
T-Systems Multimedia Solutions (Dresden & Leinfelden)  
11/2015 - 03/2017

## MY ROLE:

### SENIOR UX CONSULTANT

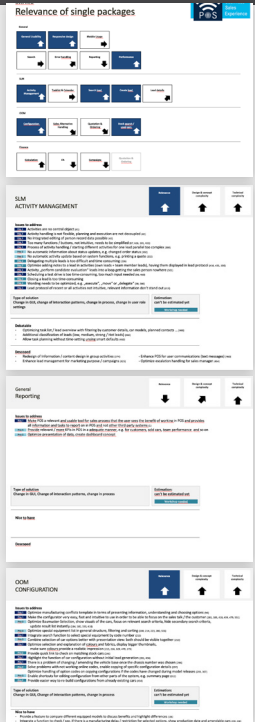
Internationally used web-based Point of Sale System for sales consultants in Mercedes Benz showrooms to manage leads as well as to configure and order vehicles.

- Workshops with client
- Planning and conducting user interviews with sales consultants in Switzerland and the U.K.
- Evaluating and mapping of results from all user interviews and workshops
- Concept, wireframing & prototyping
- UX/UI design
- Design specification as well as documentation
- Collaboration with the othre UX designer on the team
- Close collaboration with developers throughout the concept as well as design phase



Before re-designing the entire interface we conducted user interviews with sales consultants in Switzerland and the U.K. By visiting them on location we gathered useful insights on the way they worked as well as the cultural differences in the OEMs.

All feedback and ideas were collected, categorized, and prioritized. We presented all findings, offered high-level solutions and where possible an estimation of amount of work required.



## CHALLENGE

The point of sale system was the key web-based service which combined and held all vital information to process vehicle sales. Therefore the complexity of the system with its dependencies required a comprehensive understanding of the processes as well as how sales consultants worked across different markets.

## PROCESS & SOLUTION

Before starting the re-design process me and another UX designer conducted user interviews on location in two countries. We gathered an immense amount of feedback which needed to be processed, categorized, and prioritized.

We received a lot of feedback regarding the slow performance of the system as well as the amount of mandatory information that sales consultant had to insert. This resulted in additional time-consuming work load, instead of supporting their work.

We restructured templates, re-arranged forms to reduce complexity and overwhelm. A close collaboration with the developers supported a comprehensive design system.

Example of one template: Person Record Form

Before

Old user interface for collecting customer details. Structure felt very cluttered. The sequence of form fields did neither resemble the importance of information nor reflected the reality of a typical conversation with the customer.

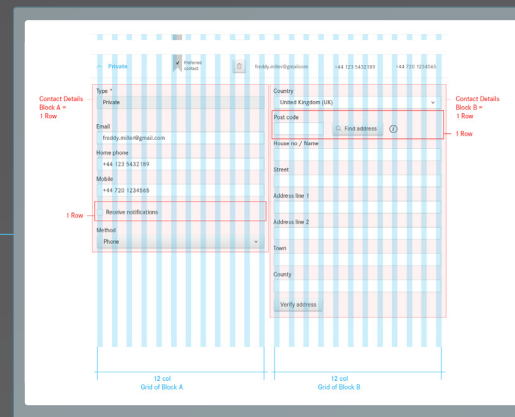
Sales consultants said that too much information was mandatory and had to be filled out, which was very time consuming. In addition, customers often weren't willing to provide all of their personal information in the beginning.

After

The new concept and UI reflected the reality of a sales conversation by structuring the form into two sections: mandatory/primary and secondary information. By hiding secondary information the complexity of the form was reduced.

The re-design also considered a smaller viewport.

Description for responsive behaviour of form.



The optimized UX considered country specific address forms.

## SELECTED PROJECT HISTORY

### Senior UX Consultant

**Siemens** | Virtual Identity

02/2021 - 06/2021

Discovery and concept paper for digitizing Siemens Customer Service

**My role included:** Collaborating with the client in discovery phase for deeper understanding of business and opportunities, Developing user journeys and process flows, Providing strategic solutions for digitizing the Customer Service Portal

### Lead UX/UI Designer

**Citi EMEA** | queo

08/2019 - 08/2021

Company website relaunch

**My role included:** Planning and conducting client workshops, Concept development, Developing a navigation and content structure, Wireframing & prototyping using Adobe XD, UI design (Adobe XD)

### Lead UX Consultant

**lexbizz (new name: Haufe X360)** | Haufe Lexware

07/2017 - 12/2018

Localization of a cloud ERP

**My role included:** Developing strategies for a user-centric customer experience, Developing, creating, and implementing the strategy across all touch points along the entire customer life cycle, Concept development and UX/UI design to improve the usability of the existing product, Collaboration with the interdisciplinary project team, Collaborating with other OEMs to optimise the usability of the core product Acumatica, Planning and conducting user interviews as well as workshops, Brand development lexbizz and creating different marketing assets (i.e. websites, newsletter, documents, etc.)

### Lead UX/UI Designer

**Bankhaus Metzler** | queo

11/2015 - 07/2016

Company website relaunch

**My role included:** Planning and conducting client workshops, Concept development & wireframing as well as creating prototypes, Developing a navigation and content structure, UI design, Collaborating with the developers

### Lead UX/UI Designer

**Koenig & Bauer** | queo

2015 - 2016

Company website relaunch of the world's oldest printing machine manufacture

**My role included:** Concept development, Customer journeys, Developing a content strategy, Developing a navigation and content structure, UI design

### Lead UX/UI Designer

**Bosch Rexroth** | Die Firma

2009 - 2014

Improving user experience and design of Bosch Rexroth's online product catalogue and e-learning platform while staying on brand

**My role included:** Developing a navigation and content structure, UI design, Collaboration with the client to ensure brand consistency, Design documentation, Styleguide

### Interactive Designer

**Linde AG** | Peter Schmidt Group

2009 - 2011

Website relaunch and brand portal

**My role included:** Digital branding, UI design, Design of the image library for Linde's employee brand portal, Developing styleguides for e.g. company website, landing pages, motion design

# THANK YOU!

If you have a project in mind or are simply  
interested in finding out more, get in touch!

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UX consultant | UX/UI

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79100 Freiburg i. Breisgau

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