DOROTHEE SCHUSTER

₩ en

UX/UI Design & Front-End Development

PERSONA

SKILLS



ABOUT ME

Hello, I am Dorothee Schuster, UX and front-end designer with nearly ten years of experience. 2011 I started my career as an conceptor and copywriter (German). Since 2013 I am working as an UX designer and front-end developer.

Name: Dorothee Schuster Born: 1983 Home: Berlin

Job: UX-designer **Telephone:** +49 (0)176 954 93 616 E Mail: hallo@dorothee-schuster.de

GOALS

Visual Studio Code

Git

I would like to yield, improve and focus my skills in a larger team.

TOOLS

SEM SEO

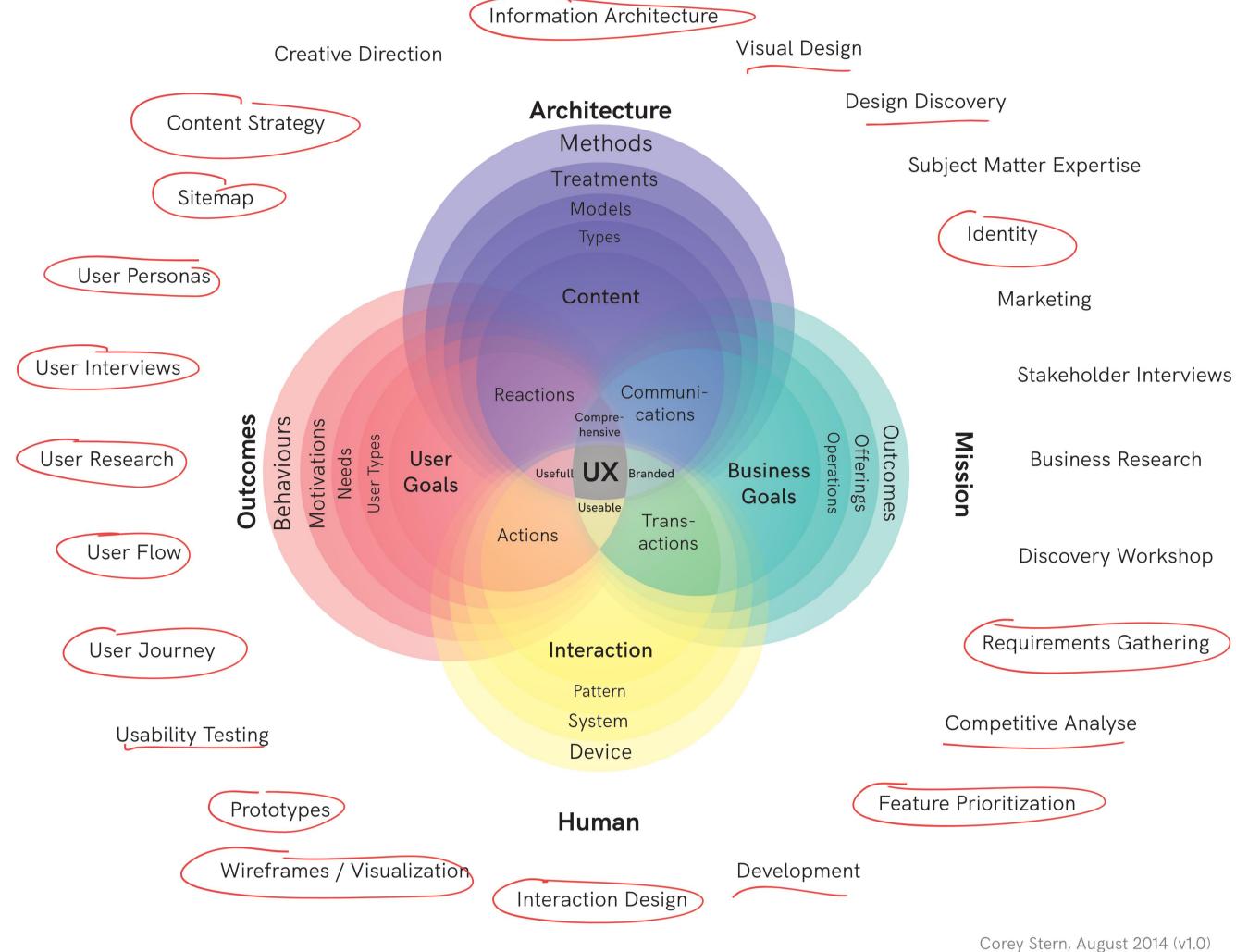
Strategy Brand Identity Visual Branding Adobe XD Invision Affinity Designer Concept Information Architecture UX Design Wireframing Adobe Illustrator WordPress HTML, CSS, JS SCSS, less **UX** Copywriting **UI-Design** Front-End-Design Self management Project Management Prototyping

In 10 years of working I collected a lot of experiences and skills. So here is the quick overview for the skills relevant for the job I want:

DO I MATCH YOUR REQUIREMENTS?

CUBI User Experience Model

Information Architecture



Design, Feature Prioritization, Requirements Gathering, Identity, Development, Usability Testing, Competitive Analysis, Visual Design, Design Discovery

(Machine read version) My skills mapped in the CUBI User Experience Model: Information Architecture, Content Strategy, Sitemap,

User Persona, User Interviews, User Research, User Flow, User Journey, Prototypes, Wire frames / Visualization, Interaction

EXPERIENCE

JOURNEY

07/2020 — today Freelance - Conzept, UX-Design, front-end and UI design

09/2018 — 04/2020

ca. 2013 — 08/2018

fintas GmbH - Senior UX-designer and front-end developer

UX/UI design, concept & strategy, consulting, front-end design and development

UX/UI design, front-end design and development, SEO, SEM, information architecture, content strategy, coaching

Freelance - + UX design, front-end and UI design

UX/UI design, information architecture, front-end design and development, brand strategy, design strategy, content strategy, consulting

Freelance - Concept, Copywriting, Translation Communication concepts, content strategy, copywriting, layout, translation (English to German)

06/2011 — ca. 2015

EDUCATION

April 2009 - Mai 2011 Regensburg — Law School

I learned, what I don't want and that projects, ideas and creativeness are my home. Also I learned a basic understanding of law...

September 2003 – Juli 2009

Berlin — Studying Philology (German), Philosophy and History I learned to think in abstract ideas, analyzing and understanding perspectives and motivations, that are not mine. I studied with passion, but without a goal, learned the skills, but not, what to do with it.

WORK

ONE PROJECT — ALL MY SKILLS Designing a platform for a Virtual Assistant Service

call it my little Frankenstein Project, because it's unifying the requirements of Project Management Tools, Crowdworking Platforms, Human Resource Management, Controlling Tools AND Collaboration Platforms. As this is the non-public back end of a customers project, please excuse, that some details are confidentially and I can not show the original wireframes. In a personal conversation, I happily tell you more details and the link to the living project.

In this project I invested nearly four years of work and all my know-how. Nowhere else I worked harder and learned more. I fondly

PROBLEM The work organization between customers, lead assistants and basic assistants is organized via mail or phone. A

To Do

Done

results, billing, gather feedback

Therefor the business is not scalable. The customers vision was a taskboard, where customers and

GOALS

assistants organize their work together.

For Customers: Quick and easy delegation of tasks to the

virtual assistant, better follow up on the status and flawless

management and capacity utilization, creation of systemic

standard process for quality management is not established.

STAKEHOLDERS **IDENTIFYING USER ROLES** In Preparation split, prepare, search & filter, delegate, clearify

Taskboard

In Review

In Progress

For Employees: Standardization and automation of workflows, payoff and feedback For the business: Developing KPIs particularly for quality

integration of assistents into the own workflow

incentives to encourage compliance and expansion of the service as project management tool

were not possible, due to a lack of time resources.

PROCESS ANALYSIS THE LIFE OF A TASK The first interviews for exploration were done with the CEO and lead assistants. Interviews with basic assistants and customers Programms and plattforms were analyzed, that offers, but not unify similar features: project management tools, crowdworking platforms, time tracking applications, CRM tools and platforms for collaborative works.

IDEATION For the ideation I created customer journeys and workflows to cover different types of tasks and users and gathered the tools and paths. On the service site workflows for the assistants (lead and basic) were created to solve the problems and time

THE TEAM

RESEARCH

consumers discovered in the interviews. To keep up the team spirit in a scaled up service, personal profiles and networking options were implemented.

The whole UX and wireframing process was done by me as a freelancer. Feedback and ideas to support came from my client,

with whom I discussed topics like personnel management, customers ties and restraints, marketing and controlling, and their

mirroring in the interface. With feedback and resources I also got supported from one lead assistant. The visual design was created by a freelancer and the development done by software development company. In the process of solicitation these suppliers, I was consultant and project manager for my client. Until the finalization in 2018 I was occasionally

supporting the project with feedback and answering follow up questions.

WIREFRAMES Due to the sheer amount of features, the biggest challenge

was to sort, categorize and clearly arrange them. For simple use cases short cuts had to be found, so features and services were grouped by customer types to skip lengthy processes. On the taskboard functions appear / disappear or are

again. So the solution is leaving the path, which supposedly already happened, when the unavailable action is needed in that stage. **RESULTS** Center Piece of the platform is the Kanban taskboard. The

status of a task is synchronized through all three involved

available in different stages.

user roles. According to the users role different actions are

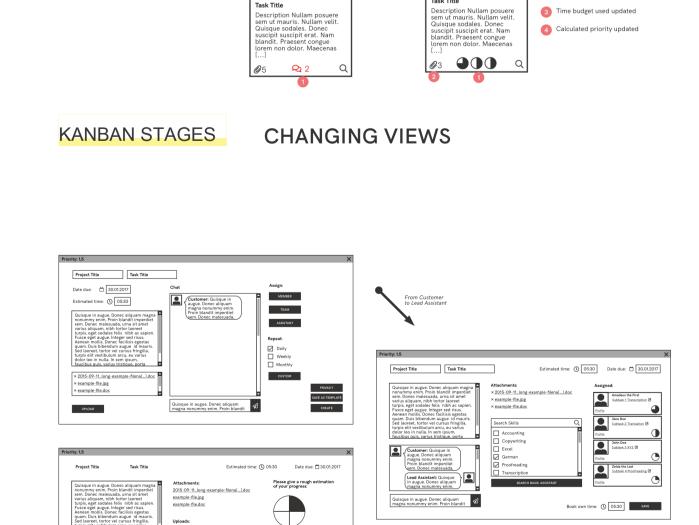
prioritized different according to the stage the task is in. To

controversial decision, but helped to unbloat the interface and

navigate the intended paths. With changing (including setting

back) the stage of a task, those functions become available

make functions unavailable in certain stages was a



USER ROLE IN ONE TASK AT ONE STAGE

Customers can delegate tasks quick and easy. They can organize whole projects with their teams on the platform and book assistant time when needed. This way the assistant becomes more a team member of the customer. The overhead of assistants is drastically reduced. They are supported in their own time management and can better overview and regulate their workload.

For the customer it became a scalable service. KPIs for

capacity utilization, demand, restraint and quality allow to

pilot the whole business. Positive leadership is supported through mentoring and systemic incentives. **REVIEW** The extent and complexity of the project my client and I both dramatically underestimated in the beginning. In the phase of

development, user testing, feedback and demand were also not possible.

"TO DO"

has placed in me.

THANK YOU FOR YOUR TIME AND ATTENTION

Mail: hallo@dorothee-schuster.de

ideation they grow immense, but the method was not changed to an iterative-incremental approach. Due to classic waterfall

Overall this project was an invaluable experience for me. As a one-manwoman-show bringing this project from an idea to a

working system I had to grow into so much more roles than just being an UX-Designer. I am very grateful for the trust my client

Interested? Phone: +49 (0)176 954 93 616