



ALEXANDER WENDT

Senior UX & UI Designer • Creative Director Digital  
Freelance • Hamburg, Germany

# About.

## Senior UX & UI Designer • Creative Director Digital

Grew up in Lüneburg

Since 2007 in Hamburg

Self-employed since 2009

## Studies - Graduation 2010

Media Management – Crossmedia & Online-Management

## Agencies / Companies (selection)

MUTABOR • Lukas, Lindemann & Rosinski • Deltatre • Sportec Solutions

LA RED • Select World • Dederichs Reinecke & Partner • B+D Communications

VOK DAMS • TankTank • reinprofil

## Brands (selection)

BUNDESLIGA • DFL (Deutsche Fußball Liga) • DFB (Deutscher Fußball-Bund) • Miele

GROHE • Seeberger • Golden Toast • Lieken Urkorn • Merck • OECHSLER • Depesche

fritz-kola • LE CROBAG • EatSmarter! • WELEDA • Rotkäppchen • WELLA • senseo

Stage Entertainment • Acqua di Parma • CinemaxX • GUHL • System Professional



# Skills.



## Consulting & Product Development

Idea development & optimization



## Online Conception & Analysis

Conception of websites, online shops, portals, newsletters & mobile apps • Design of wireframes •

Creation of navigation structures & information architectures • Development of click dummies • Optimization of landing pages • User guidance & conversion optimization • Usability testing



## Responsive Design & Layout

Layout & design of websites, online shops, portals, newsletters & mobile apps • Graphic optimization for tablets & smartphones •

Landing page design

DFL (Deutsche Fußball Liga / German Football League)

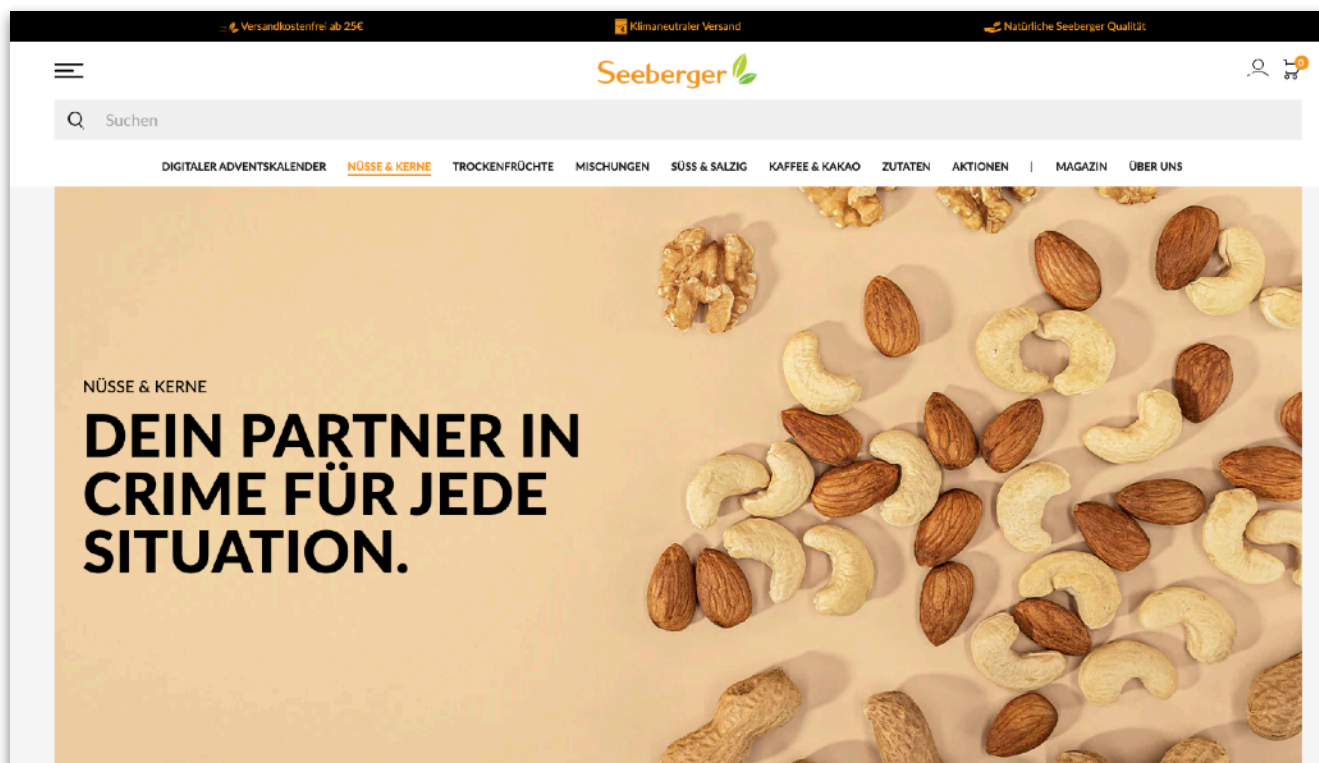
The Match Analysis Hub is the new official game data portal of the BUNDESLIGA, which is exclusively accessible to club and media partners.

OFFIZIELLE SPIELDATEN			MYANALYTICS			PRE MATCH			LIVE MATCH			POST MATCH			DOWNLOADS							
BUNDESLIGA	SPIELTAG	SPIELTAG 8	PR: 18:10 20:30 ZDF Sportstudio	SA: 19:10 20:30 Sportkanal HD	SA: 19:10 20:30 UOL	SA: 19:10 20:30 PSS	SA: 19:10 20:30 NOS	SA: 19:10 20:30 SWF	SA: 19:10 20:30 RSC	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München	SA: 19:10 20:30 FC Bayern München					
2019/2020			SSE	RSC	NOS	PSS	NOS	SWF	RSC	FC Bayern München	FC Bayern München	FC Bayern München	FC Bayern München	FC Bayern München	FC Bayern München	FC Bayern München	FC Bayern München					
10 Eintracht Frankfurt	11	121	42	29	34	1	0	1	5	2	28	10	79	0	42	311	1	7	6	20	239	203.2
11 VfL Wolfsburg	10	83	28	22	21	0	0	0	2	1	11	7	45	3	38	73	2	8	4	21	167	200.4
12 Borussia Dortmund	9	94	34	24	24	0	0	0	4	4	15	9	41	0	53	85	0	7	5	20	183	170.7
13 SC Paderborn 07	9	82	21	23	26	2	1	1	1	1	10	6	44	3	38	73	1	6	9	18	161	190.6
14 FC Augsburg	8	71	24	16	17	2	0	2	5	1	13	7	44	1	27	63	2	6	6	17	140	144.9
15 1. FSV Mainz 05	7	104	34	27	31	0	0	0	5	3	26	7	61	0	43	97	1	5	6	14	207	182.4
16 1. FC Union Berlin	6	83	31	19	20	1	0	1	6	0	12	5	50	1	33	77	1	4	3	11	164	159.7
17 RB Leipzig	6	83	31	19	23	2	1	1	2	2	21	5	60	1	23	77	1	6	2	13	162	191.2
18 1. FC Köln	5	80	26	17	28	1	1	0	6	3	18	5	55	0	25	75	0	3	3	10	158	175.7
= Summe	205	1677	550	404	429	30	14	16	71	33	300	174	1061	24	616	1479	27	158	163	413	3329	3568
Ligadurchschnitt	11.4	92.2	30.6	22.4	23.8	1.7	0.8	0.9	3.9	1.8	16.7	9.7	58.9	1.3	34.2	82.2	1.5	8.7	9.1	22.9	184.9	198.2

## My Tasks

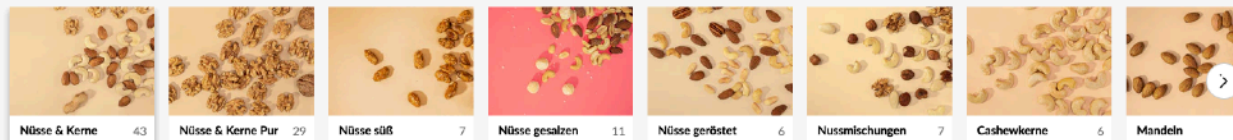
- Lead UX & UI Design
- Development of the navigation structure
- Wireframe design
- Conception of content modules
- Design of all content and modules
- Usability testing and quality assurance





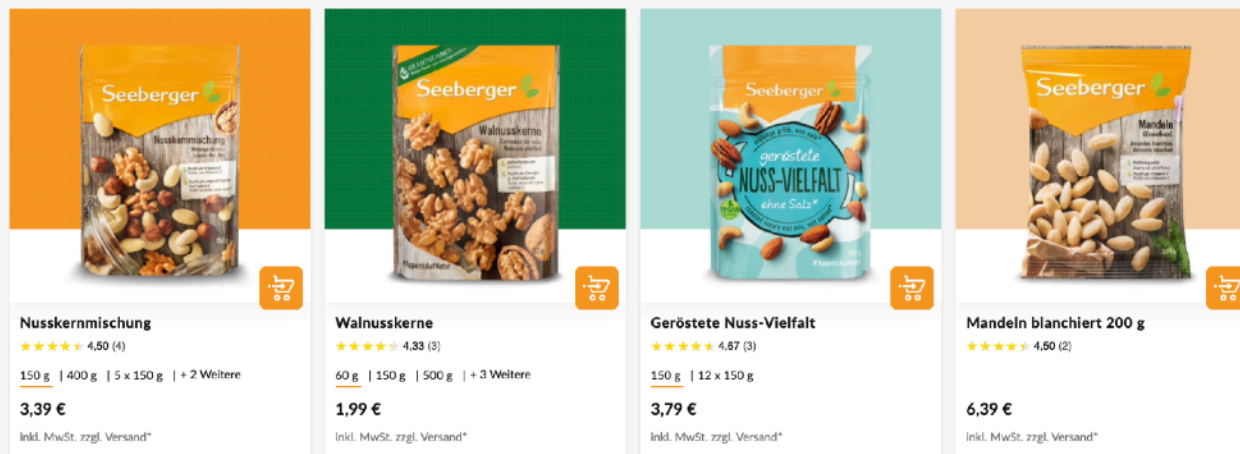
## NÜSSE & KERNE

43 Produkte



Nach Ernährungsform filtern

Ausgewählt



# Seeberger - Website & Online-Shop

## Client

Seeberger

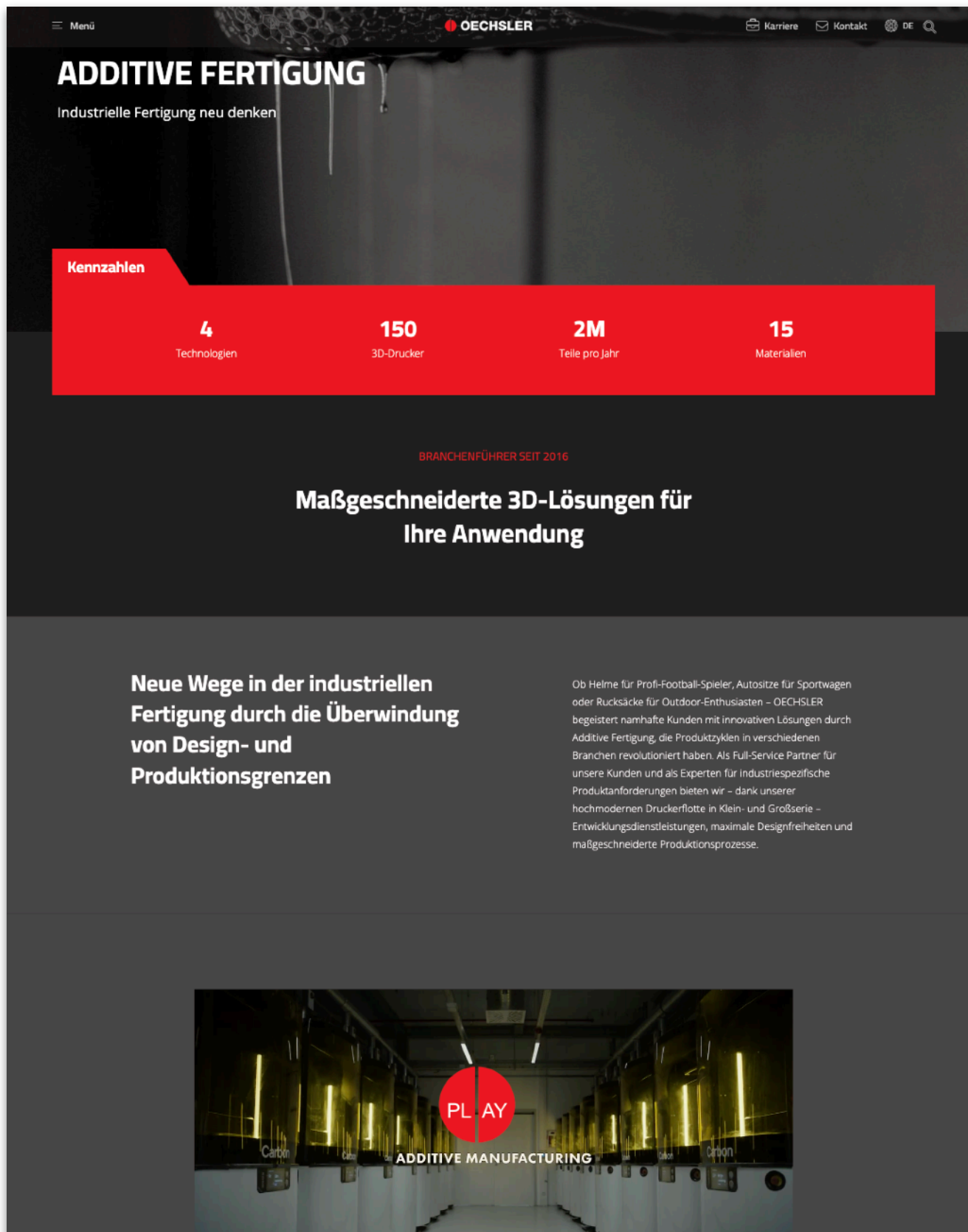
## About the project

Seeberger is a German family business that was founded in 1844 and specializes in nuts, dried fruit and coffee.

As part of the brand realignment, the website was also completely relaunched. Here, the focus was placed on the eCommerce area, whereby the brand is also communicated across the entire website. This is mainly due to the design, while maintaining optimal user experience. The user can thus buy any product in the Seeberger range online and also find out more about the company and the brand.

## My Tasks

- Lead UX & UI Design
- Development of the navigation structure
- Wireframe design
- Conception of content modules
- Design of modules
- Usability testing and quality assurance



# OECHSLER - Website Relaunch

## Client

OECHSLER

## About the project

OECHSLER is a traditional German company, founded in 1864, in the field of plastics technology.

The website was also completely relaunched as part of the new corporate design. In addition to a new user interface, a very modern and futuristic look was chosen.

The focus is on the company's numerous high-quality use cases. The user is brought closer to the company's products and philosophy by means of first-class photographs, videos and storytelling.

## My Tasks

- Creative Direction / Lead UX & UI Design
- Development of the navigation structure
- Design of all content and modules
- Design of all detail pages
- Usability testing and quality assurance





# followfood – Website

## Client

followfood

## About the project

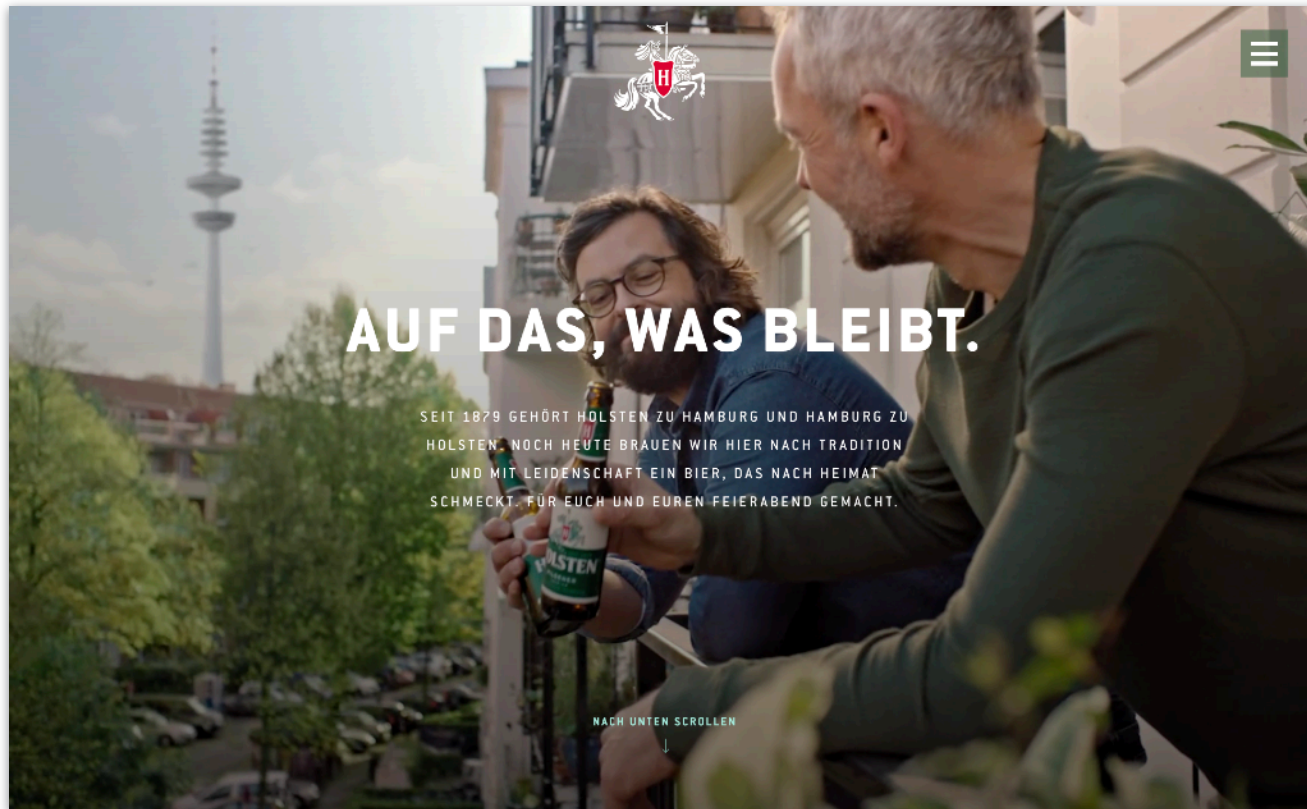
followfood is a food company founded in 2007.

The range includes over 90 products that are 100% sustainable and mainly come from the areas of fish, pizza, vegetables, vegan ready meals and ice cream. A major focus is on the so-called tracking code, which consumers can use to track exactly where their products come from and where they are processed.



## My Tasks

- Lead UX & UI Design
- Conception and redesign of the homepage and the Tracking Code and Careers sections
- Conception for animations
- Concept and design of statistics display
- Extension of content modules
- Creation of a technical concept
- Technical project management, usability testing and quality management



# Holsten – Website Relaunch

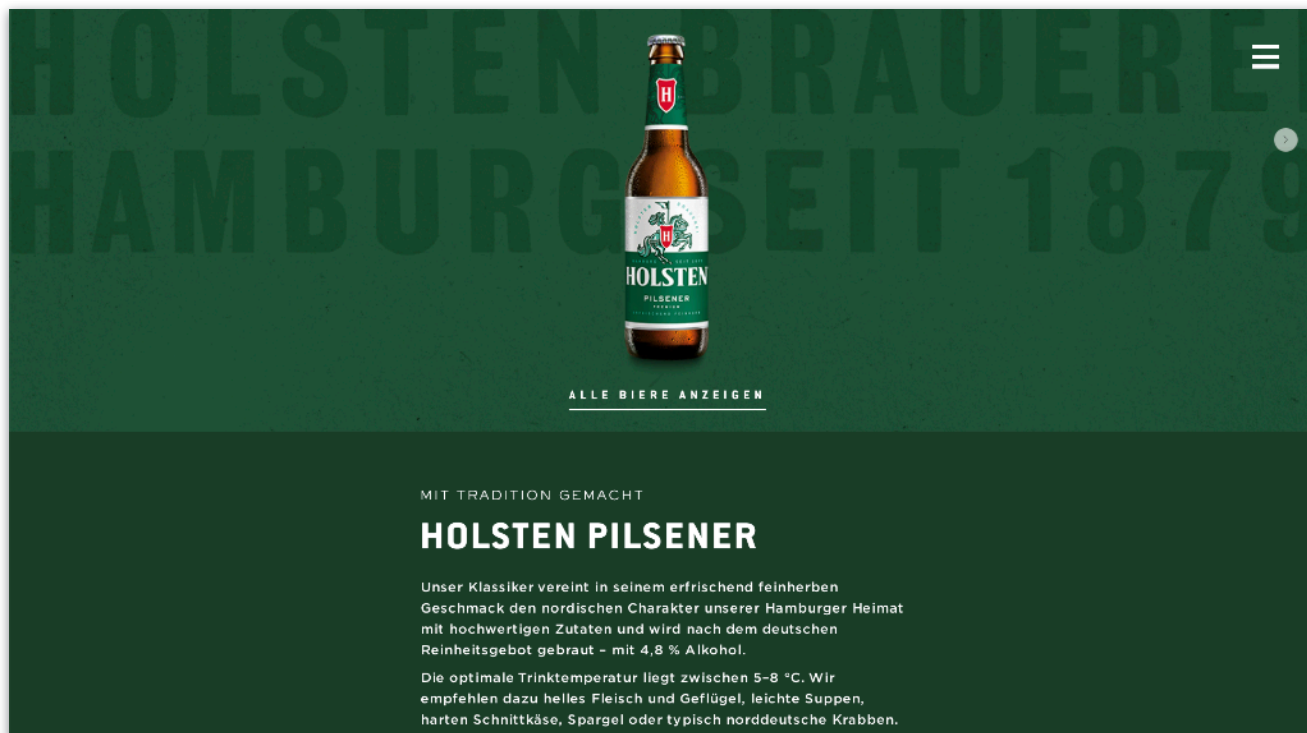
## Client

Holsten

## About the project

The well-known brewery Holsten was founded in 1879 in Hamburg-Altona. Especially in northern Germany, but also throughout Germany, it enjoys a high level of awareness and above all stands for a Hanseatic attitude to life and a long tradition.

As part of a new communication strategy, a high-quality and interactive website was conceived, designed and implemented, which places great value on moving images and high-quality photographs. The focus here is primarily on the origin of the brand and the people of the company.



## My Tasks

- Lead UX design
- Development of the navigation structure & information architecture
- Wireframe design
- Conception of content modules
- Creation of a technical concept



# DFL – Commentary Live System

## Client

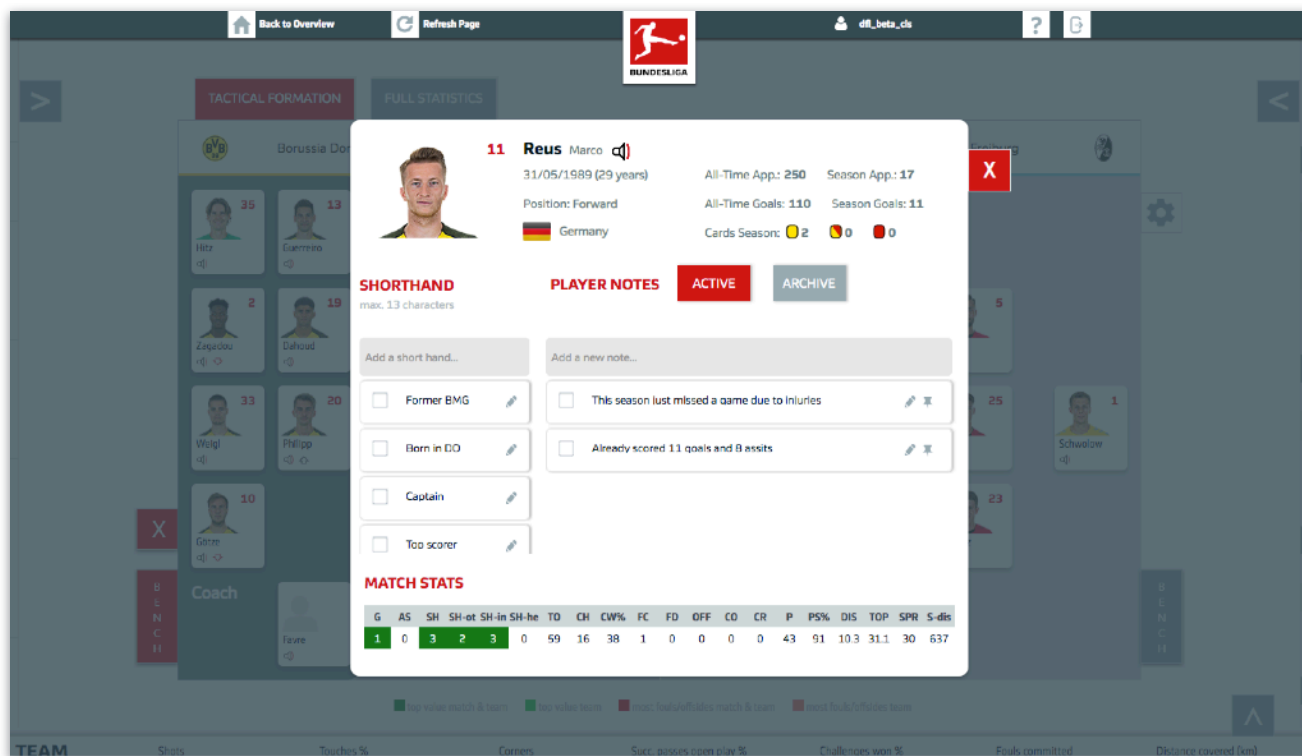
DFL (Deutsche Fußball Liga / German Football League)

## About the project

With the Commentary Live System (CLS), a desktop and tablet web app was created, which supports commentators worldwide in live operation. Before and during the game, commentators can store their own notes on games, clubs and individual players. Each commentator can create an individual user interface through various settings and adapt the application to their wishes. In addition, the commentators are constantly supplied with important statistics and information about the game by the BUNDESLIGA editorial team through various modules.

## My Tasks

- Lead UX & UI Design
- Development of the navigation structure
- Wireframe design
- Conception of content modules
- Design of all content and modules
- Icon designs
- Usability testing and quality assurance



# Contact.

**You can book me on a daily, weekly or monthly basis**

Daily rate 960.00 € (excl. travel expenses & VAT)

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