

# JOSEPHA GEHRKE

SENIOR UX & UI DESIGNER / FREELANCER / DIRECTOR

Berlin, Germany  
07 Oct. 1978

contact@byjjdesign.com  
+49 152 340 89 781



## Project history

### ● **Europace / 2017 - 2019**

Leading web-based platform for mortgage finance and related financial and insurance products in Germany.

- Concept, prototyping, wireframing, testing, visual design for new digital document file on AI based technology (web)
- various feature development for financing whitelabel platform
- UX establishment in the product development process: persona development, userjourneys, validation guide, envisioning papers, UX standard templates lean UX guide, planning and moderation of workshops + design sprints
- Concept and visual design of sales reports and KPI dashboards
- Event design of 3 conferences
- Style guide and development of a design system
- Corporate redesign in a team

### ● **Kittysplit / 2019**

Startup for splitting costs with friends

- Concept, wireframing, visual redesign (responsive Web)

### ● **Dr. Klein / 2018 - 2019**

A big internet-based bancassurance provider in germany.

- Concept, wireframing, testing, visual design for a new financing platform for housing companies: wowifin.de (web)

### ● **Douglas / 2018 - 2019**

Europe's leading premium beauty retailer

- Concept, wireframing, visual design various features of the guided selling app (Android tablet)
- Concept, wireframing, visual design various features of the customer app (iOS & aOS )
- Concept, prototype (aOS) und visual design of the Beauty Mirror App (iPad)

### ● **Thalia / 2017 - 2018**

Europe's leading book retailer

- Concept, wireframing, visual design for various features of the guided selling app (Android tablet)
- Concept, wireframing, testing, visual design for various features of the customer app ( iOS & aOS )

Computer skills



Adobe CS



Sketch



InVision



Axure



Office



Keynote

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- **Frankfurt airport: fraport app / 2016 - 2019**

Biggest airport in germany

Appstore design. Appicon design.

Design of the german and chinese playstore appearances

- **Motogadget GmbH: m.ride app / 2016**

Big retailer for high quality instruments & innovative accessories for the motorcycle market

- UX design android app and iOS, benchmarking, envisioning, developing persona, flowcharts, usecases, wireframing.

- UI design for android and iOS, development of imagery, keyscreens, iconography and typography. Creation of a style guide.

- Corporate redesign/art direction. Development of a new logo, images, color definitions, packaging design, corporate web, styleguide

- **VW mobile / Agentur: Dayone / 2015**

Global automotive

wireframing for new VW supplier inquiry

b2c and b2b

- **Axel Springer: „Welt“app / 2014 - 2015**

Leading publishing house in germany

UX and UI for windows tablet und phone. Flowcharts, wireframing and layout keyscreens & asset production.

- **Provincial app/ Agency: Iconmobile / 2013**

Provincial is a big insurance company in germany

UX and UI for iOS tablet. Flowcharts & wireframing, layout keyscreens & asset production.

- **Claas / 2013**

One of the world's leading manufacturers of agricultural machinery

UX und UI for iOS tablet. Claas academy instruction app. envisioning paper: developing persona, usecases, userstories, flowcharts, wireframes, layout key-screens & asset production.

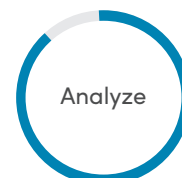
- **Telekom / 2012-2013**

One of the world's leading companies in communication & information technology

- UX Design "Dsl hilfe" app: envisioning paper, developing persona, benchmarking, usecases & userstories, developing user testing, flowcharts, wireframing.

- UI Design "Dsl hilfe" app: keyscreens, illustrations, asset production

Personal  
skills



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## Languages

German

English

- **Agency: Aperto move / 2010 - 2011**

Aperto is a leading digital agency and part of the global IBM iX agency family  
UX and UI for Telekom, mpass, VW, Stiftung Warentest mobile website, uvm.

- **Freelance Art Director / jjdesign studio / 2006 - 2019**

Immobilienscout24, Telekom AG, Mercedes Benz, ebf GmbH, Bertelsmann AG  
(bloomstreet.net), EAF | Europäische Akademie for women in politics and eco-  
nomy Berlin e.V., Vivento (Telekom AG), Humboldt University of Berlin,  
NewYorker, SOS Kinderdorf, uvm.

- **Junior art director / Design Bureau Vetter / 2005 - 2006**

- **Graphic designer / Salzkommunikation Berlin / 2004 - 2005**

- **Internship / Lückendesign / 3 month 2003**

- **Internship / galery poll / 5 month 2002/2003**

## Education

- **Art History (3 Semester) / 2003 - 2004**

University of Augsburg

- **Diploma/Bachelor Communication Design / 1998 - 2003**

University of Applied Sciences Augsburg

- **A-levels / 1998 - 2003**

Technical secondary Design school Augsburg