



As a Digital Product Designer (UX & UI), I conceptualize and design user centered products and services such as websites, apps and other user interfaces.

Portfolio excerpt

[User Experience Design \(UX/UI\)](#)

Skills and knowledge

WORK EXPERIENCE

Subject / Topic	Scale *
UX Research	4
UX Design	5
UI Design	5
Graphic Design (digital and print)	4
Typography	4
Digital image composing	3
Inventiveness / finding process	4
Drawing / sketching	3
Illustrate	2
Project management	3
Photography	2

* Self-evaluation

SOFTWARE

Figma	5
Sketch und InVision	4
Balsamiq	4
Miro and Mural	4
Adobe InDesign CC	4
Adobe Photoshop CC	4
Adobe Illustrator CC	4
Adobe After Effects CC	2
Microsoft Word, Excel, Powerpoint	4
Google Docs, Sheets, Slides	4

TECHNOLOGIES

Hardware and software components	3
Programming knowledge: Java, C++	2
Internet technologies	4
HTML / CSS / JavaScript	4
WordPress, Joomla, Neo	3
Database Modelling / SQL	3

OPERATING SYSTEMS

PC, Windows	4
Mac, OS	4

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Personal details

Date of birth: December 9, 1974 Nationality: Swiss Civil status: single

Design disciplines

UX Research UX Design UI Design Prototyping Graphic Design Branding

Professional experience

9/2023 – today



BKW Management AG (Energy sector), Bern: Senior UX/UI Designer

- › Conception and design of comprehensive user experiences for digital products and services of the customer portals
- › Supporting the business in the development of the product vision with interaction design with user research (user interviews, usability testing), sketching, wireframing and prototyping.
- › Design lead and further development of the component-based BKW design system.
- › Creation of interactive prototypes, design system components, mockups and icon sets with Figma, Balsamiq and Adobe Creative Cloud Suite.
- › Development of user flows and comprehensive interaction design.
- › Interface position to business / realization / programming in close cooperation with product owners and software developers in an agile environment (Scrum with Jira and DevOps).
- › Planning, implementation and evaluation of innovation workshops (Design Studio) to expand our expansion of our digital services.
- › Reviews and analyses of existing web and mobile apps in accordance with user experience standards and corporate design.
- › Education of trainees in the field of user experience design.
- › Further development and documentation of UX design processes.

8/2022 – 7/2023



Die Ergonomen Usability AG, Zurich (temporary): UX/UI Designer

- › Development of design concepts and visual designs
- › Creation of usability concepts, wireframes and prototypes
- › Conception and development of design systems
- › Use of Figma, Balsamiq, Axure and Adobe Creative Cloud applications
- › Presentation and moderation of usability workshops
- › Problem and requirements analysis
- › Usability testing of mobile and web applications
- › Close collaboration with software developers in Scrum teams

Projects in railroad and medical technology projects

- 1 SBB: Train yard management app, 2 Ypsomed AG: Tempo Pump System

6/2021 – 7/2022




Createria Nicolas Ehlert, Zurich: UX/UI designer on a self-employed sideline


Ideation, conception and design of user-centered products and services such as websites and apps. UX research and facilitation of usability workshops, design studios and software branding.


Projects in automotive industry, engineering, personnel services and retail trade

- 3 Red Rocket GmbH: Webshop relaunch, IT-Personalvermittler: Job portal relaunch, Arendi AG: Corporate rebranding, KissSoft AG: Iconsets, 4 Kyburz Switzerland AG: Digital twin app

Languages

German: Mother tongue 

English: C2, C1, C1* 

French: B1, A1, A2* 

2015 – 2021: Using English in daily business at Nobel Biocare and NDD Medical Technologies

* **1:** Understanding, **2:** Speaking, **3:** Writing

Projects

1 TRAIN YARD MANAGEMENT APP 12/22 – 4/23

Mobile and web application: Planning and execution of track assignments for runs, maintenance and reservations by different user groups such as shunters. Order management and wagon search are designed to increase efficiency and timeliness of the track diagram.

Schweizerische Bundesbahnen: Rail production Passenger transport

UCD Methods: Design Studio workshops, personas, scenarios, user flows, wireframes, prototyping, hallway and RITE testing.

Approach: Lean UX, Dual Track Agile

2 TEMPO PUMP SYSTEM 8/22 – 3/23

Mobile app: Ideation of new features and clickable prototypes for blood glucose monitoring, control and data management. Multibranded architecture and design system with Composable Components and Authored Components properties in Figma.

Ypsomed AG: Medical Technology

UCD-Methoden: User journeys, scenarios, wireframes, Hi-fi prototyping, hallway testing.

Approach: ISO 9241-210

3 ONLINE STORE RELAUNCH 6/22 – today

Online store: User research, conception and redesign to increase sales, ideation and conception of new UI patterns and flows for Shopware to improve usability and SEO ratings.

Red Rocket GmbH: Toy retail

UCD Methods: Personas, customer journeys, contextual surveys, expert interviews, online questionnaires, wireframes, RITE and unattended testing.

Approach: Lean UX

4 DIGITAL TWIN APP 6 – 11/21

Idea and concept for retrieving model and manufacturer data from scanned vehicles, managing service appointments for early detection of potential component failures based on manufacturer data and fleet experience.

Kyburz Switzerland AG: Electric vehicle manufacturer

UCD Methods: Expert interviews, personas, Design Studio, hallway testing and wireframes.

Approach: Goal Directed Design

8/2019 – 5/2021

NDD Medizintechnik AG, Zurich: Senior Graphic Designer & Brand Manager

(Mass dismissal during Corona crisis)

- › Develop visual concepts for websites and marketing campaigns in the international digital marketing team
- › Conception and further development of the NDD brand and sub-brands in all channels with responsibility for CI/CD and its guidelines.
- › User interface design and UX consulting for spirometry devices
- › Design of key visuals, icon sets, infographics, illustrations, newsletters, banner sets, product and corporate materials
- › Art direction and redesign of imagery and product photography

NDD: Rebranding and web portal redesign

1/2019 – 3/2019

Ergosign Switzerland AG, Zurich: UX Designer (Internship)

- › Ideation and prototyping of customer project «premium calculator» for Helvetia
- › Development of wireframes and hi-fi mockups for B3i
- › Accompaniment of Contextual Inquires and Usability Tests
- › Prototyping with Sketch, Figma and Antetype
- › Design of icons and key visuals

12/2015 – 8/2018

Nobel Biocare Services AG, Zurich-Kloten: UI- and Graphic Designer

(Dismissal due to dissolution of the marketing department)

- › UX/UI design for web relaunch and online ordering process optimization
- › Development of sub-brands, key visuals, icons and infographics for various advertising campaigns and scientific topics
- › Creation and production of diverse digital and analog advertising materials such as online campaigns and «Science First» magazine
- › Responsibility for training and compliance with Nobel Biocare CI/CD guidelines
- › Creative image retouching and image composing

5 Nobel Biocare: Dental online store

7/2013 – 9/2015

Schiller AG, Baar / ZG: Graphic designer (digital and analog)

- › Project management, conception, design, training and responsibility for the new corporate identity
- › Development of a company-wide, universal concept for product photography, visual imagery and illustrations
- › Designing marketing material and photographing products and live scenes in the company's own studio

Schiller: Rebranding and web portal redesign

10/2012 – 6/2013

Professional reorientation: Freelancing

- › Youplus Assurance AG: Design and production of online marketing materials
- › Aquawell Group AG: Brand development, product design and brochures

8/2009 – 9/2012

Kovikom Werbeagentur AG ASW, Zurich: Polygraph with project leadership

(Termination due to insolvency)

- › Substitution of the agency manager
- › Conception, creation, design and realization of periodicals, stationery, advertising and communication material of international groups
- › Complete management and consulting of key customers with final responsibility in production and offer development
- › Development and design of corporate identities for new clients

Client projects: Bank Vontobel, Atout France, Skandia Leben AG

3/2008 – 6/2009

Man Investments AG, Pfäffikon SZ: Artworker (designer) in internal agency

(Mass dismissal during financial crisis)

Creative development of visual identity, brochures, product pages, ads, posters, flyers and merchandising products incl. production, graphical and technical consulting. Evaluation of K4 publishing system and the Marketing resource management system of iBrams as pilot project.

5 DENTAL ONLINE STORE

10/17 – 8/18



Revised the customer experience to simplify the entire ordering process, taking into account new POCs. New icon set and infographics for product application integrated.

Nobel Biocare Services AG:

Dental implantology

UCD Methods: Customer journey map, user flows, sketching, Hi-fi mockups.

Approach: Double Diamond

6 INTELLIGENT DOMAIN SEARCH

04/21 – 1/22



Kithara: With this mobile app, entrepreneurs can creatively find a domain that matches their company name using search terms and extensive filter settings. The search results can be evaluated by swiping (Tinder principle), whereby the AI provides increasingly suitable domain suggestions and the semantics recognizes search terms and user preferences. A scoring system provides information about the price-performance ratio, SEO quality and brandability of a domain suggestion. Search history, watch lists and dark mode are supported.

UCD Methods:

UX Research – Expert interviews, online questionnaires, personas, use cases, affinity diagrams, card sorting, scenarios, and customer journey maps.

UX Design – Sketching, wireframes, lo-fi and hi-fi prototypes, visual design and design system.

Approach: Lean UX

Spare time

ACTIVITIES

Salsa dancing, designing, drawing, reading, in-line skating, motorcycle riding and kite surfing.

INTERESTS

Art, design, architecture, films, robotics, artificial intelligence, foreign cultures and economic topics.



9/2005 – 3/2008

Self-employed, owner of sole proprietorship «Createria»: see «self-employed» below.

12/2003 – 9/2005



Wirz Werbung AG, Zurich: Polygraph (apprenticeship)
Design and production of ads, brochures and various other advertising materials in close collaboration with production, consulting and creation.

6/2001 – 8/2002

Siemens Schweiz AG, Zurich: information engineer
Versatile PC support, collaboration in Windows 2000 mitigation project.

2/2001 – 4/2001

Kabel New Media, Zurich: IT engineer, programming and website testing.

9/1995 – 7/1996

Zürcher Kantonalbank, Zurich: PC support in PC/LAN environment including first level support.

Self-Employed

Complete service package from conception, creation, design and production until the complete product.

Corporate design projects, layout of periodicals, business reports, stationery and Freelance work in the area graphic design, UI design, DTP and image processing for digital and analog media as polygraph and designer.

Client list: Credit Suisse, Man Investments AG, Multilateral AG, Linkgroup, Cluecraft Ltd., Neidhart & Schön AG, etc.

9/2005

Start-up & company foundation: Createria Nicolas Ehlert

Education

4/2019 – 3/2022

OST – Fachhochschule (formerly HSR UAS Rapperswil):
Master in Human Computer Interaction Design
– MAS Thesis (04/2021 – 03/2022)
– CAS Requirement Engineering (05/2020 – 03/2021)
– CAS Interaction Design (04/2019 – 03/2020)

6 Mach 6 GmbH: Intelligent domain search

9/2018 – 2/2019

Adaptation training self-study: UX/UI Design methodology, web technologies and digital design applications.



Engagement with professional literature: «About Face» – Interface and Interaction Design (Alan Cooper), «HTML5 und CSS3: Das umfassende Handbuch» (Jürgen Wolf), «The Sketch Handbook» (Christian Krammer). Autodidactic deepening of UX/UI design tools such as Sketch, Figma, Antetype and Balsamiq.

7/2010 – 7/2012

Vocational College for Art and Design in Zurich (Media Form Color):
EFA Typographic Designer

8/2002 – 8/2005

Wirz Werbung AG: Polygraph apprenticeship

11/1996 – 1/2001

HSR UAS Rapperswil: Information technology studies, diploma «Dipl. Inf. Ing. FH»

8/1991 – 8/1995

Siemens Schweiz AG: Electronics Technician with vocational high school

5/1982 – 7/1991

Primary and secondary school in Zurich

The hummingbird is associated with agility, endurance and dexterity. I share these qualities through my adaptability and high level of commitment, coupled with a passion for creativity and above-average quality awareness.