

# BENJAMIN REGALI

UX / UI DESIGN PROFESSIONAL

## WHAT I DO

I'm a UX / UI Design Professional with 13+ years experience providing design solutions to help businesses create and rethink products and services. I provide research and evaluation methods to understand user needs in order to design meaningful, easy-to-use and therefore successful digital products for human beings.

## CLIENTS

1und1 / Allianz / Best Secret / BMW / Conrad Electronics / Deutsche Telekom / Designaffairs / ESIM / frog design / HolidayCheck / jameda / MAN / Mozilla / Park Bench / ProSiebenSat1 / Pivotal Labs / REWE / Siemens / XING / Zeiss / ....

## PROJECTS

2020 – 2021 **jameda**

I was commissioned to create a comprehensive design system using Figma. The scope was to create a consistent design language, simplify every-day work for designers and create templates for the development team to work with. In collaboration with the inhouse design team we identified to-dos, retired obsolete elements and created a prioritized backlog for components. I created a styleguide to provide a basis for all the different components and applied an atomic design approach – starting with simpler items up to very complex elements which include other components as well.

2019 **ProSiebenSat1 Digital**

I helped design the iOS comedy app »Smyle«. The app offers users short clips of comedians on the go. If the user enjoys a short clip he can watch the whole show or swipe through a curated selection of young and upcoming comedians. I supported with the design of a backend movie editor, where editors can edit clips, organize and curate content – hassle-free and conveniently.

2018 – 2019 **Allianz**

Allianz Smart Pocket is a new car insurance with an end-to-end approach. Business, Design, Development and Support as one team to serve customers an experience from one single source – a learning experience directly influenced by customers combined in one team. I was lead design for the app team and worked closely within a team of designers and stakeholders, business, product owners and developers. I created concepts, supervised and evaluated user tests, designed solutions and solved problems for both user needs and business requirements.

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## EDUCATION

2002 – 2007

**Bachelor of Arts in Multimedia  
Media Production**

Graduated with first-class honors  
University of Applied Sciences  
Darmstadt

## METHODS

### Discover

Contextual Inquiries

Interviews

Shadowing

Competitive Analysis

Analytics

### Decide

Personas

User Scenarios

User Flows

User Journey Maps

### Create

Inform. Architecture

Interaction Design

Wireframing & Prototyping

Visual/UI Design

### Validate

Usability Testing

Expert Review

Focus Groups

Surveys

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## PROJECTS

2017 – 2018 **Conrad Electronics**

Germany's biggest electronic online shop »Conrad« is shifting towards a fully digital in-house process and started developing software on their own with a customer centric approach in mind. I provided research, conceptual and product design to create an overall successful shift into human centric product development and an improved user experience for their employees.

2016 – 2017 **Allianz**

As part of the digital transformation »Allianz« is switching to an agile approach of creating digital products for their customers. Together with Pivotal labs and Allianz developers & product owners I designed a brand new app with an interdisciplinary team in London. I worked as lead user experience designer, designed user flows and the UI as well as doing researching which involved supervising and conducting user tests on biweekly basis. Among the biggest challenges were stakeholder management as well as working closely together with the Development team on a tight schedule while delivering a focused experience for the customer.

2015 – 2016 **HolidayCheck**

I joined the HolidayCheck design team to help to improve the experience for users using their services in search of their next dream vacation – the tasks ranged from supporting the transition from the status quo to a new and simplified design language, creating consistent design patterns as well as prototyping visions for their upcoming mobile app.

2014 **BMW**

Based on »Circuit« which I did for Siemens I worked on concepts on how to integrate the communication tool into the existing ecosystem of the BMW iDrive to create a flawless communication experience for drivers while being on the road.

2014 – 2015 **frog design / Siemens**

As part of the frog design team I helped to create »Circuit« – a B2B communication software that was created from scratch for Unify (Siemens). It improves the daily working life by bringing together communication channels and devices into a single, seamless experience. I provided interaction designs and flows as well as UI designs and specifications for the development team.

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## TOOLS

### Conceptual work

Miro

iA Writer

### Prototyping

Pen & Paper

Flinto

Principle

Invision

Figma

Sketch

### Design

Sketch

Figma

Adobe Creative Cloud

### Animation

After Effects

Lottie

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## PROJECTS

2014      **MAN**

The truck company »MAN« transitioned to a fully digital way display information and creating infotainment hubs for their upcoming fleet of trucks.

I helped to create a design system providing everything necessary – assisting and entertaining the driver on the road. The scope consisted of dashboard concepts as well as an infotainment system and a touch-based remote control. The design strategy was done in collaboration with one of the most creative design studios in Munich.

2014      **Best Secret**

The german online fashion store »Best Secret« requested an UX expert review to improve their online shopping experience. I reviewed the complete sign up process, shopping funnel as well as the use of product pages – end to end. I highlighted the most important touch points for users and identified problematic areas in their existing flows. In the end I delivered a detailed review document with improvements to enhance the overall experience.

2013      **Xing**

A product team from »Xing« reached out for a redesign for a new service called »Marketplace« – a website where organisers can promote their upcoming events and provide a ticketing service for the attendees. I supported the team with the interaction and UI design. The spacious and clean design features a new layout with an easier scannability and significantly improved readability.

2012 – 2014      **Park Bench**

In collaboration with the small development studio »Park Bench« I worked on the iOS app »Little Locations«. I helped to create the app from scratch while closely cooperating with the one man development team. The work involved the overall interaction and UI design – as well as a cleaner, minimalistic redesign due to the iOS7 design overhaul by Apple. The app supports users with creating, collecting and managing locations and travel logs in an accessible, beautiful, and convenient way so they can store their beloved memories digitally.

2012      **Deutsche Telekom**

Consulting and design for the relaunch of »Gamesload« & »Videoload« – Both commercial websites for downloading games and music in the German-speaking area. I worked closely on the design with the London based agency »Method«.

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