

BENJAMIN REGALI

UX / UI DESIGN PROFESSIONAL

WHAT I DO

I'm a UX / UI Design Professional with 12 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 / HolidayCheck / frog design / MAN / Mozilla / Park Bench / ProSiebenSat1 / Pivotal Labs / Siemens / XING / Zeiss /

PROJECTS

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.

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.

Benjamin Regali

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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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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.

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**

Subsequent to the Marketplace project, Xing commissioned me to design their »Easy Entry?« App. It's an iOS app that supports event organisers with scanning tickets, managing visitors and retrieving information of attendees on location. My assignment was to design the app UI for iPhone as well as iPad.

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TOOLS

Conceptual work

Miro

iA Writer

Prototyping

Pen & Paper

Flinto

Principle

Invision

Design

Sketch

Figma

Adobe Creative Cloud

Animation

After Effects

Lottie

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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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