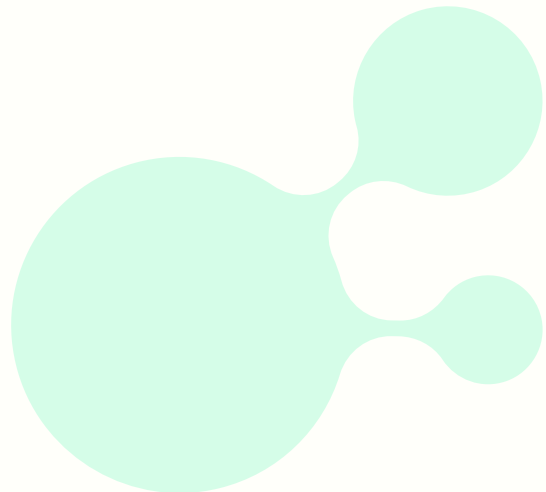


# Design Portfolio

Simon Hoffmann

I'M A CERTIFIED UX/UI DESIGNER WITH A BACKGROUND IN WEB DEVELOPMENT.

AFTER WORKING OVER 10 YEARS IN THE FINANCIAL SECTOR MY CURIOSITY LED ME TO TRANSITION MY CAREER TO DIGITAL PRODUCTS. ALWAYS MOTIVATED AND PASSIONATE TO LEARN MORE, WORK ON MY SKILLS WITH A FOCUS TO BUILD INNOVATIVE, ADAPTABLE, AND CREATIVE USER EXPERIENCES.



## **skills set**

Design Thinking  
User Research  
Wireframing  
Prototyping  
Usability Testing  
Visual Design  
Interaction Design  
Information Architecture  
Agile Methodologies  
3D Modeling  
HTML, CSS, Javascript, XML  
ReactJS  
GitHub

## **tools**

Figma  
FigJam  
VSCode  
Adobe CC  
ChatGPT  
Framer  
InVision  
Spline  
Notion  
Jira  
Trello

# Golden Cut

WEB DESIGN - FEATURE INTEGRATION - UI DESIGN

This project details the complete overhaul of small business website, a local hair salon in Frankfurt. The objective was to modernize the salon's digital footprint and integrate an e-commerce solution. Key elements of the redesign included an intuitive online booking system, a visually appealing gallery of styles, and clear pricing information. Through in-depth stakeholder interviews and user research, I was able to identify essential features that catered to the salon's diverse clientele, focusing on younger customers. The final high-fidelity prototype reflected a user-friendly interface, showcasing the salon's modern identity and professional services. This project demonstrated the transformative impact of user-centered design, significantly enhancing both the customer experience and the salon's market appeal.

[LINK TO CASE STUDY](#) ↗



## research & insights

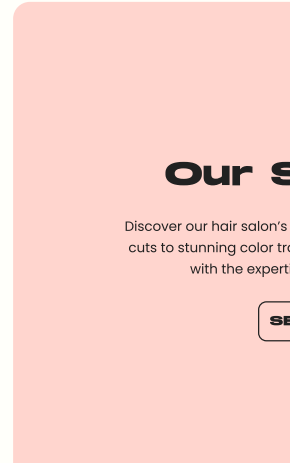
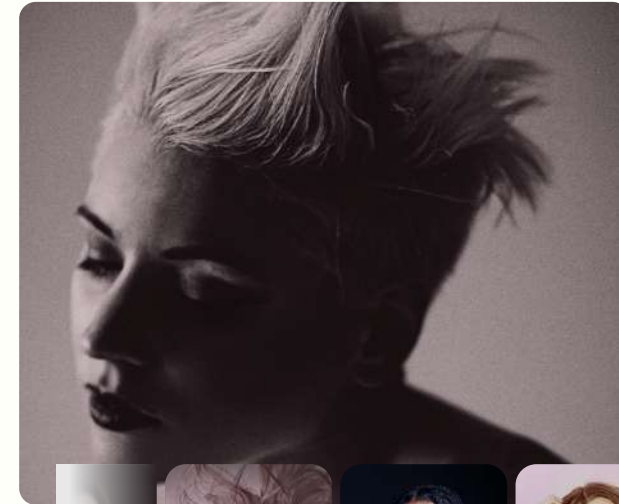
- Identified key areas for improvement through stakeholder interviews: attracting younger customers, implementing online booking, and enhancing visual appeal.
- Key findings: Importance of visual content, preference for online booking, and demand for transparent pricing.

## redesign features

- Developed sections for team introduction, booking with a calendar, appointment reminders, and a style gallery.
- Prioritized the online booking process in the MVP.

## usability testing & iterations

Conducted usability tests on the high-fidelity prototype and made iterative improvements based on user feedback, particularly in the booking section. The redesigned website significantly improved user experience, particularly in the booking process, and visually represented the salon's brand and ethos.



## GOLDEN CUT

### Pages

[Home](#)  
[Services](#)  
[Stylists](#)

[Price List](#)  
[Contact](#)

[Book Appointment](#)

### Social Media



### Stay in touch

© 2023 Golden Cut, Designed by gojiBerries





Style is  
priceless

We have a very competitive price list  
for all our luxury treatments and cuts.

[VIEW PRICES](#)

## Book an Appointment



First Name \*

Last Name \*

Email \*

Service \*

18.00 EUR ▼

Date \*

Time \*

Message

[CONFIRM YOUR BOOKING](#)

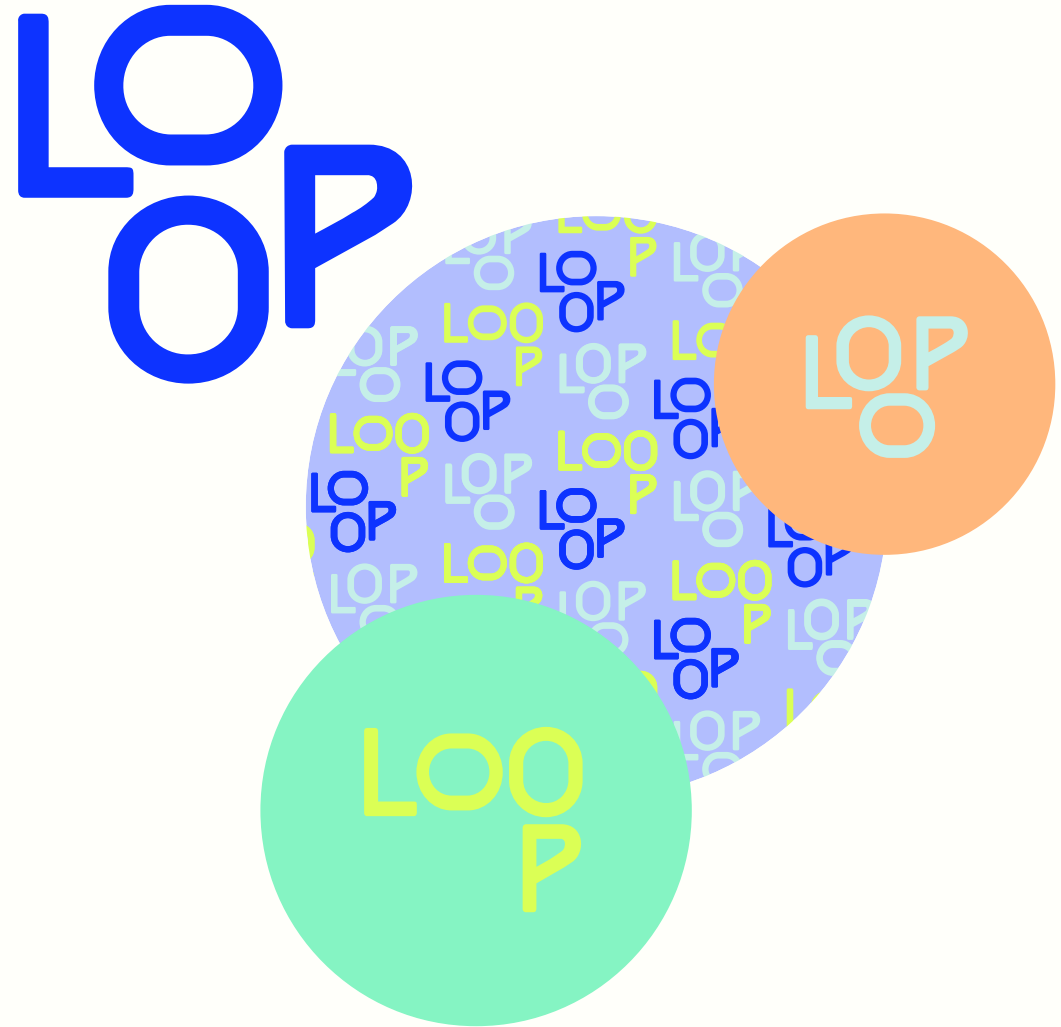
Or call us on +49 (0) 69 436070

# LOOP

BRANDING - WEB DESIGN - ADVERTISING

This project involved a branding and redesign pitch for LOOP, a company dedicated to reducing global waste by implementing a system that sells everyday consumables in reusable packaging. The challenge was to analyze the existing brand design and reevaluate how to communicate the message more clearly and playfully, targeting a broader audience.

The new logo was designed with playful animations in mind, allowing for various configurations. Additionally, a modernized color palette was introduced, retaining the company's signature blue but in a more saturated form.

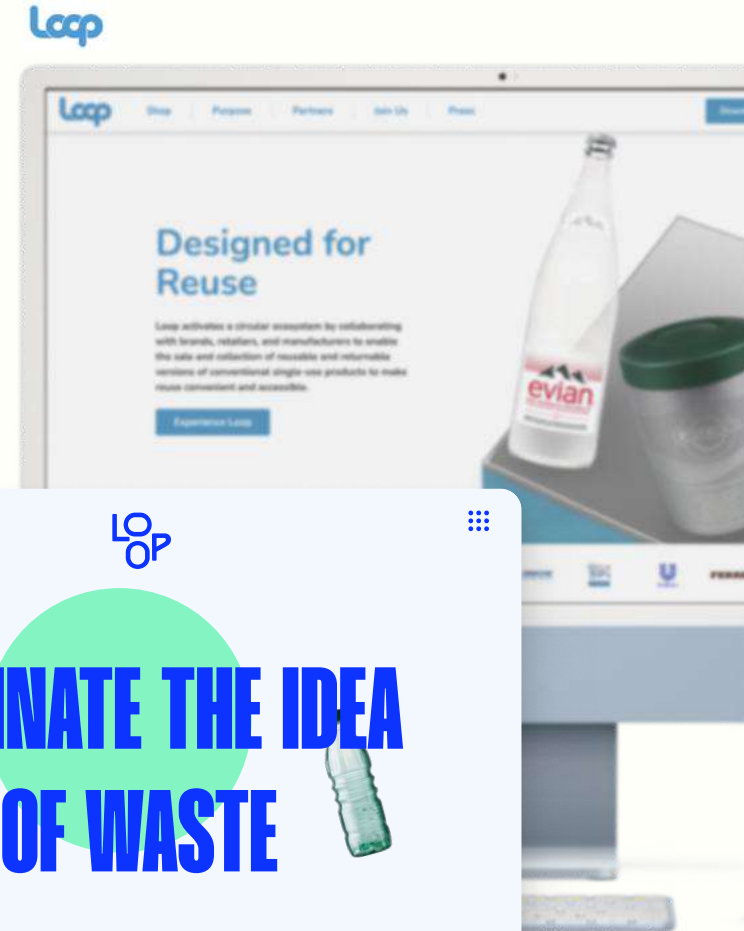
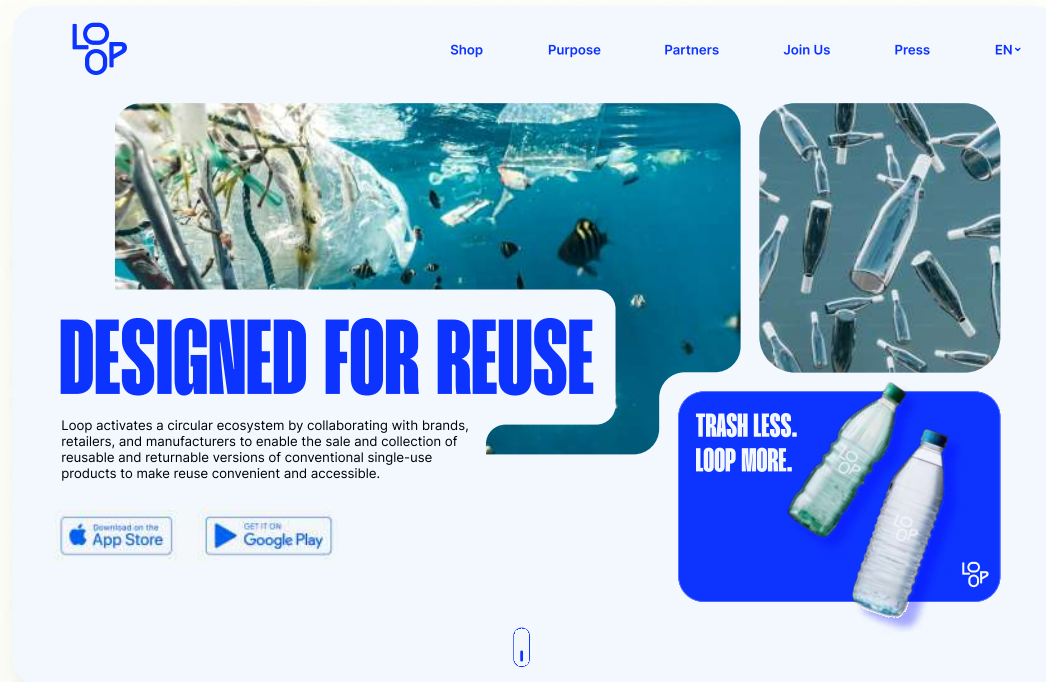


## new look

- Adjusting the focus on the actual company message and making it a key factor of the design.
- The addition of micro animations throughout the website.
- Reducing the CTAs compared to the old version, getting the user to focus on the actual product and leading them to download the app.

## clear message

- Communicating the vision with less distracting content and focus
- Strong visual references paired with playful animations



## bold advertising

- Using the new more colourful design and a short but clear message to capture peoples attention



# Branding - Startup

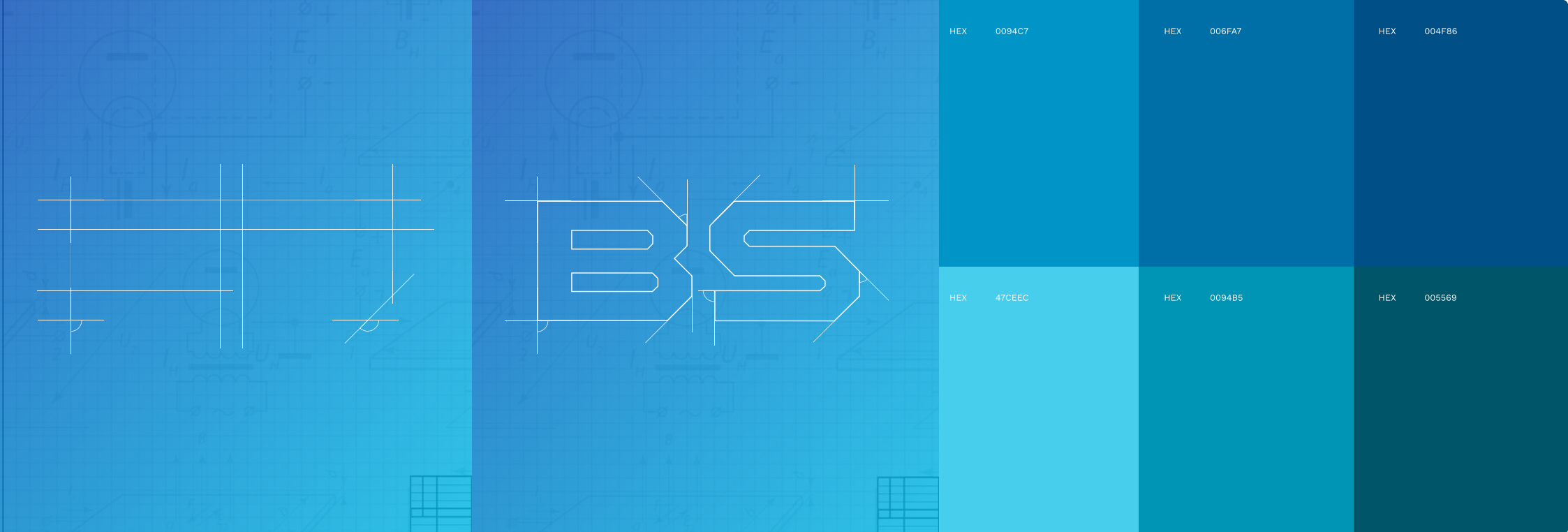
LOGO DESIGN - BRAND IDENTITY - UI DESIGN - WEB DESIGN

Complete branding including logo design and development of a brand identity of a newly founded engineering startup in Germany. Taking inspiration from the past and how the field of work evolved from hand drawn blueprints to fully digital computer generated solutions. The choices of color and typeface resemble a modern take on the materials and tools used to craft highly complex construction drawings. The logo itself is inspired by that as well using hard edges and angles taking inspiration from the work of an engineer. The website design has a modern look and feel and stands out in comparison to competitors within the same field.

[www.bs-ingenieure.com](http://www.bs-ingenieure.com) ↗







**BS | INGENIEURE**

**BS**

**BS | INGENIEURE**

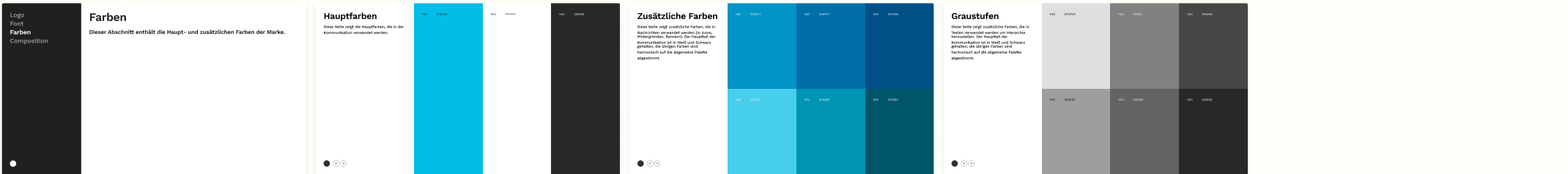
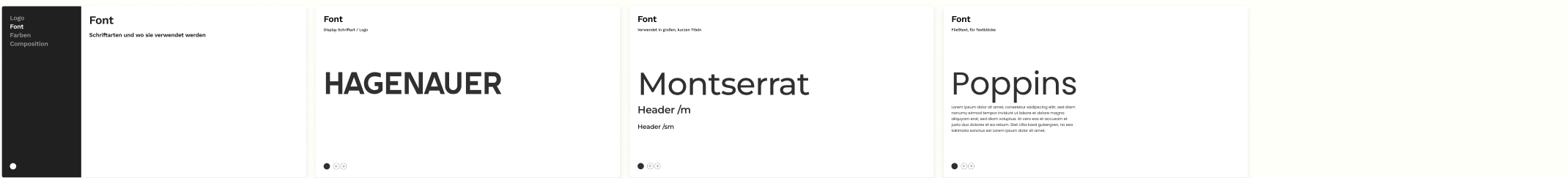
**BS**

---

STANDARD

---

SHORT





# Final homepage design



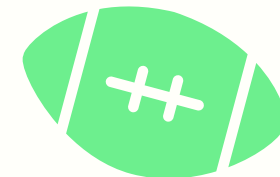
# Never Not Play

BRANDING - ART DIRECTION - UI DESIGN

Founded as a game design startup, Never Not Play is committed to creating products that provide a fully engaging experience without requiring excessive time from users. This allows individuals to have fun, share their achievements, and still remain present in their daily lives.

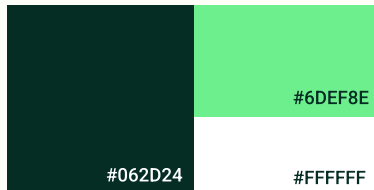
The brand identity of the studio is designed to be bold and modern, while maintaining a playful and light-hearted essence that reflects its gaming roots. This is exemplified in the alternative logo, which creatively transforms the company initials into an emoji icon. The brand colors are inspired by the studio's origins in sports-based games, symbolizing the arena and the green pitch.

**NEVER**  
**NOT**  
**PLAY**



# branding

## \_COLOR



## \_EXAMPLES



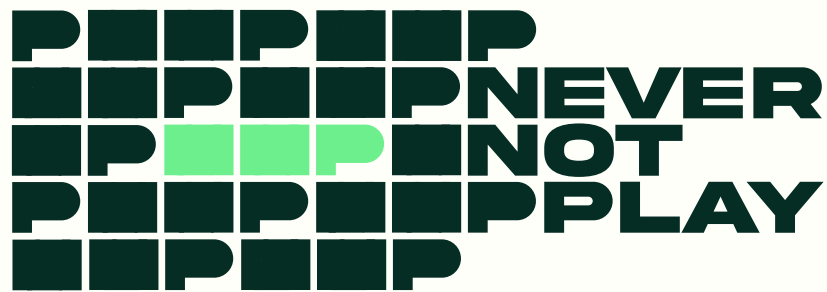
## \_TYPEFACE

### \_1 HEADER

**AKIRA EXPANDED**

### \_2 BODY

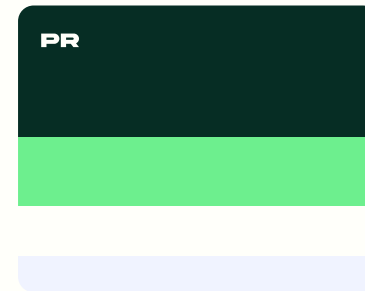
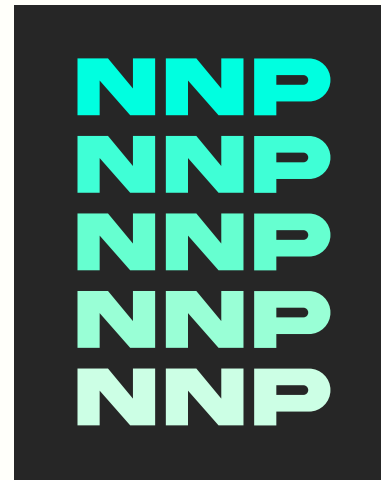
ROBOTO



NP

**NEVER  
NOT  
PLAY**

**NNP  
NNP  
NNP  
NNP  
NNP**



**NEVER NOT PLAY  
NEVER NOT PLAY  
NEVER NOT PLAY  
NEVER NOT PLAY  
NEVER NOT PLAY**

# haddock

UX RESEARCH - DESIGN SYSTEM - FEATURE IMPLEMENTATION

Collaboration with Haddock, a restaurant-focused SaaS provider from Barcelona, to address their increasing churn rate in a focused 10-day UX/UI project. Through surveys and user interviews, me and my team were able to identify key operational challenges in software utilization. Our solution was a streamlined task management feature, integrating seamlessly with Haddock's platform to improve delegation and internal communication. The project involved competitive analysis, user-centered design, and usability testing, resulting in an enhanced user experience and operational efficiency for Haddock's clients.

[LINK TO CASE STUDY](#) ↗



# problem Identification

Increased churn rate due to restaurant owners' difficulty in updating the software.

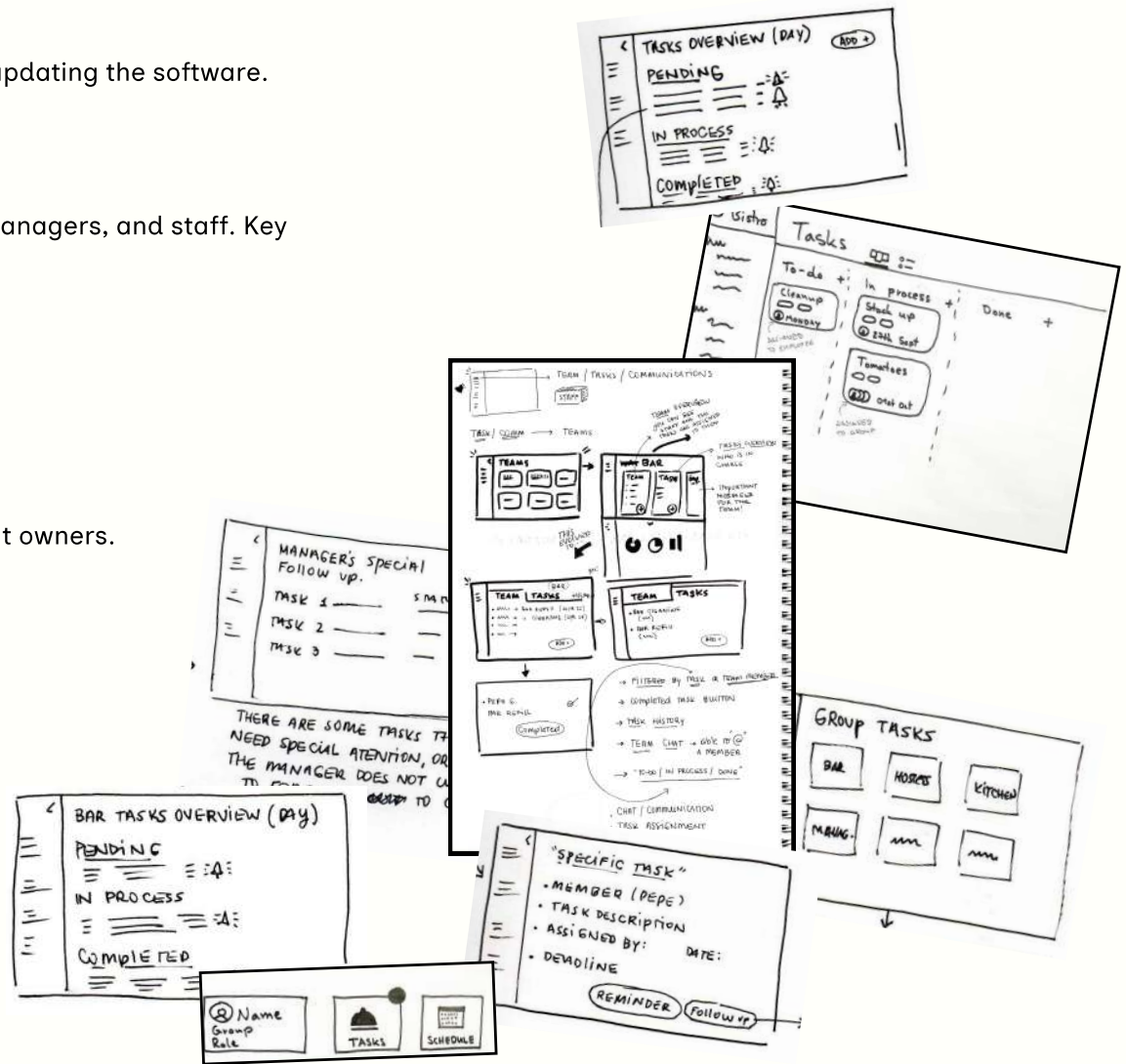
# research & discovery

Conducted surveys and interviews with restaurant owners, managers, and staff. Key findings were:

- High belief in digital solutions for management efficiency.
- Time constraints hinder software implementation.
- Communication barriers in task delegation.
- Predominant use of WhatsApp for staff communication.

# focus

Streamline task delegation and communication for restaurant owners.



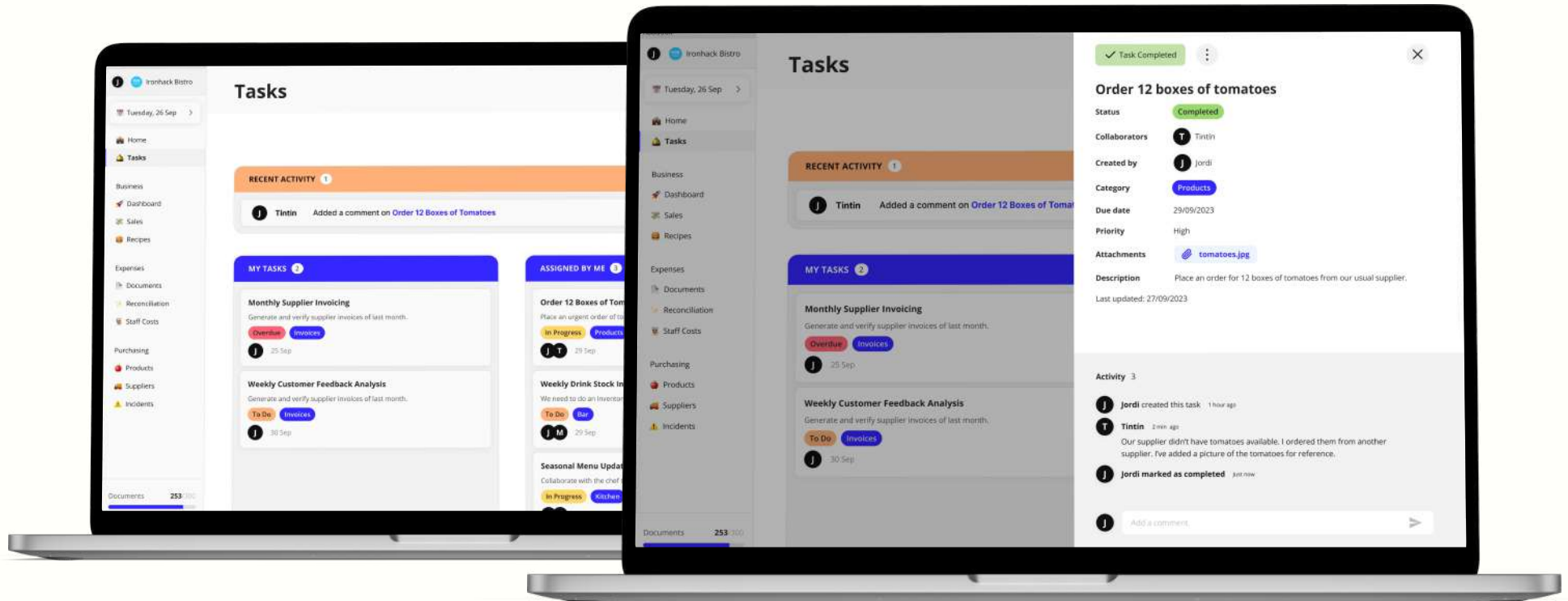


## new features

Integrated task management with prioritization, comments, activity tracking, and reassignment capabilities confirmed through several rounds of usability testing and design iterations.

## measurable KPI's

Error reduction rate, Task completion rate, Task completion time.





# miboo

UX RESEARCH - UI DESIGN - BRANDING - PROTOTYPING

The Miboo project was an ambitious endeavor to design a mental health app tailored for individuals grappling with anxiety. Our team's approach was research-intensive, diving deep into the nuances of anxiety's impact and user needs. The app, Miboo, emerged as a personalized solution for managing anxiety, equipped with features like mood tracking, goal setting, and immediate relief tools. A key component was the 'first aid kit', designed for quick access during high-anxiety moments. The development process included analyzing competitors, integrating user feedback, and culminating in a minimalistic yet effective design. Miboo stands out with its empathetic branding and focus on user empowerment, setting the foundation for future enhancements to further support its users' mental well-being.

[LINK TO CASE STUDY](#) ↗



## problem Identification

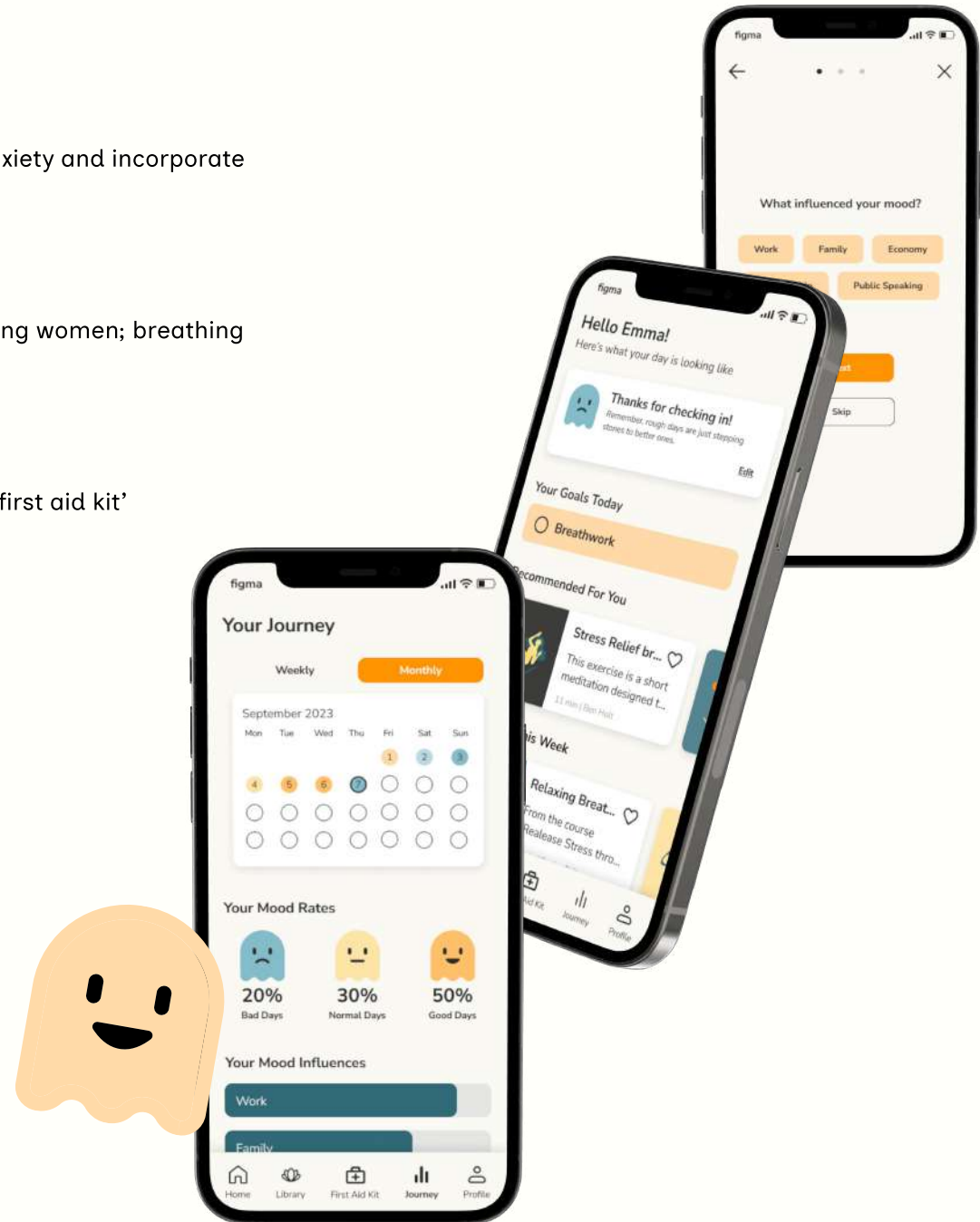
Addressing the need for a personalized approach to manage anxiety and incorporate coping mechanisms into daily life.

## research & discovery

High prevalence of anxiety, especially in the workforce and among women; breathing exercises and mood tracking are favored coping techniques.

## focus

Prioritized features such as mood tracking, goal setting, and a 'first aid kit' for immediate relief during anxiety peaks.



## branding

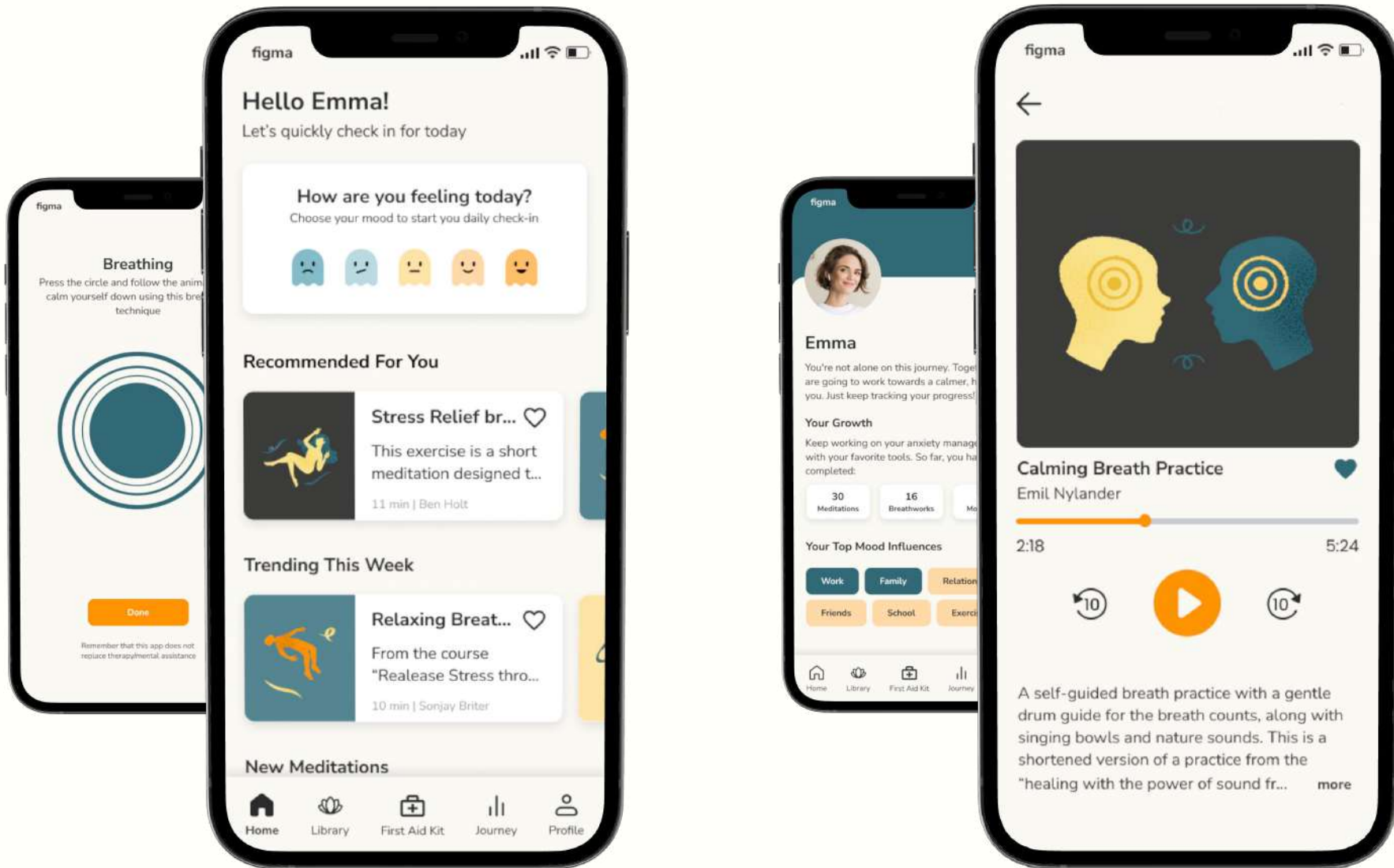
Developed the brand 'Miboo' with a focus on being calm, empathic, and supportive.

My Anxiety - My Fear - My Inner Ghost - My Boo.

The brand represents the idea that anxiety is a ghost that everyone carries with them, looming over their shoulder.



{maɪ buː}



# simkhoff

WEB DESIGN - BRANDING - UI DESIGN

This is one is completely personal but it has come a long way. Combing my passion for art, photography and design into my personal branding has been an exciting exercise and a great lesson in patience. Going through many iterations this has clearly been one of the longest but also most rewarding projects. The name simkhoff is a play on my full name and I'm happy to introduce this brand as my professional outlet going forward. The overall design includes brutalist work with typeface and combinations of shapes and colors while still trying to keep it minimalistic. I'm looking forward to future colllaborations and exciting projects.

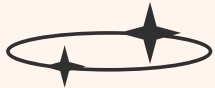
Cheers  
Simon Karl Hoffmann



LOGO

**simk.**

simkhoff



TYPOGRAPHY

**DISPLAY**

**THIS IS SOME TEXT**

**THIS IS SOME  
COLORED TEXT**

This is a paragraph



ICONOGRAPHY



COLORS







## contact

[SIMON\\_HOFFMANN@ME.COM](mailto:SIMON_HOFFMANN@ME.COM)

+49 1515 9199364

[LINKEDIN](#) <sup>↗</sup>