



Product Designer

Mike Kotsch



Luerssen

Jupiter

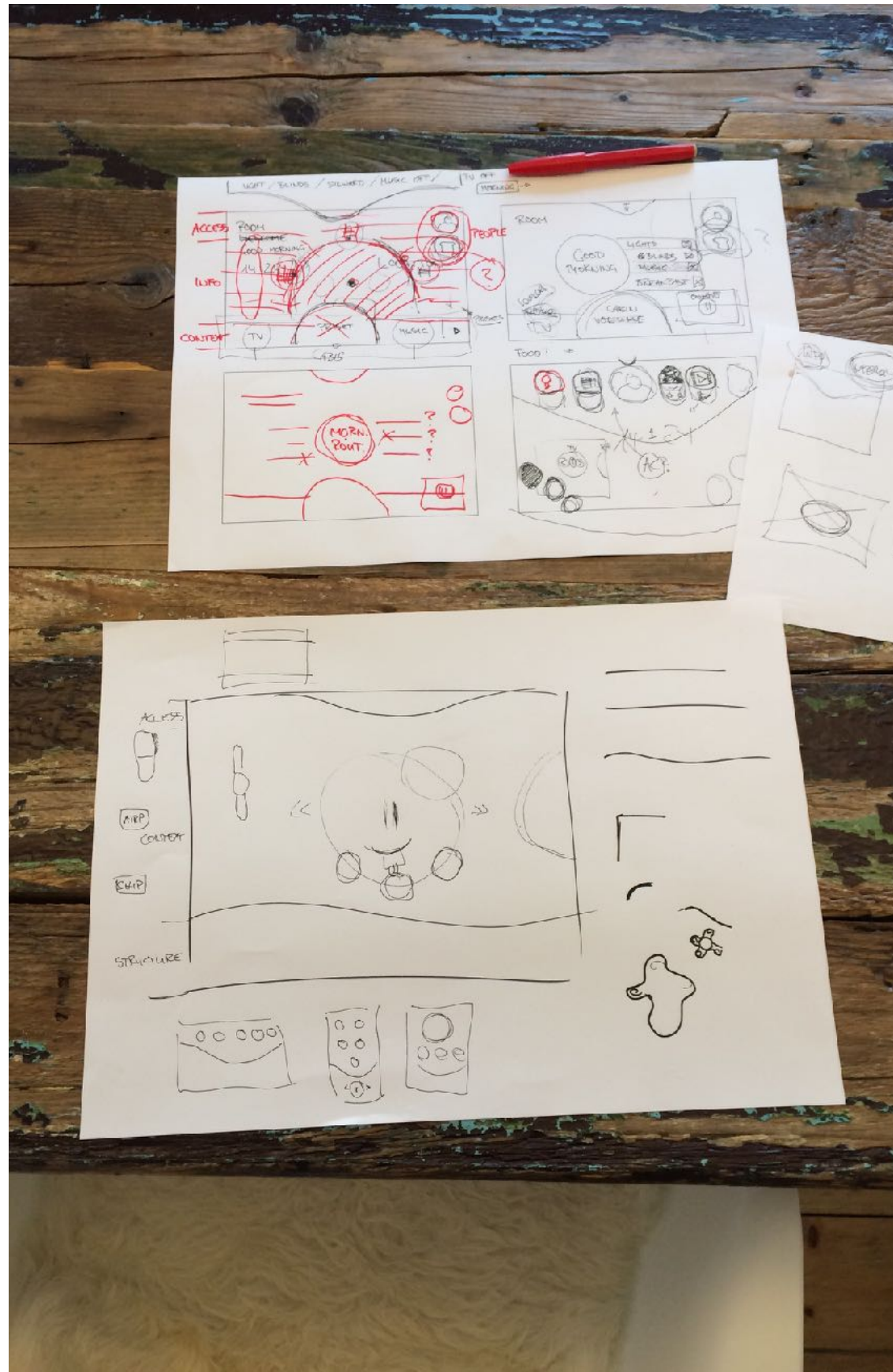


UX Designer from Jan – May 2016

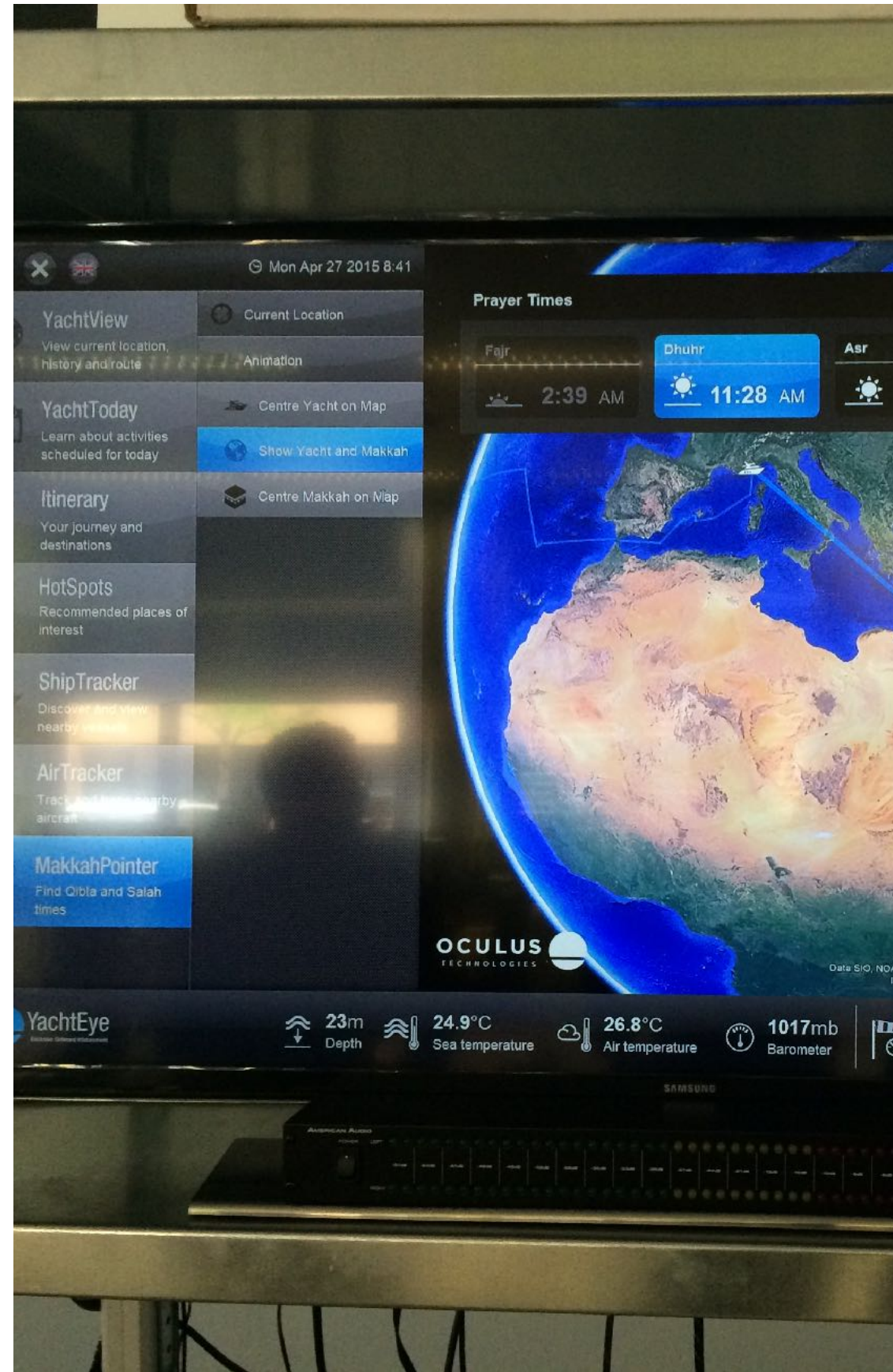
Luerssen—one of the big players in high end shipbuilding—discovered that onboard entertainment systems are the competitive differentiator for the next generation of vessels. Together with Faktor3Design, I was assigned lead UX designer for developing the first tailor-made home automation app for a yacht that let the interior shine. We made controlling lights, blinds, temperature, entertainment system and many more things a walk in the park.

Heavy testing and rapid prototyping didn't just happen on paper, we built digital and hardware prototypes to validate our ideas—developing an entire software deployment process together with Luerssen along the way.

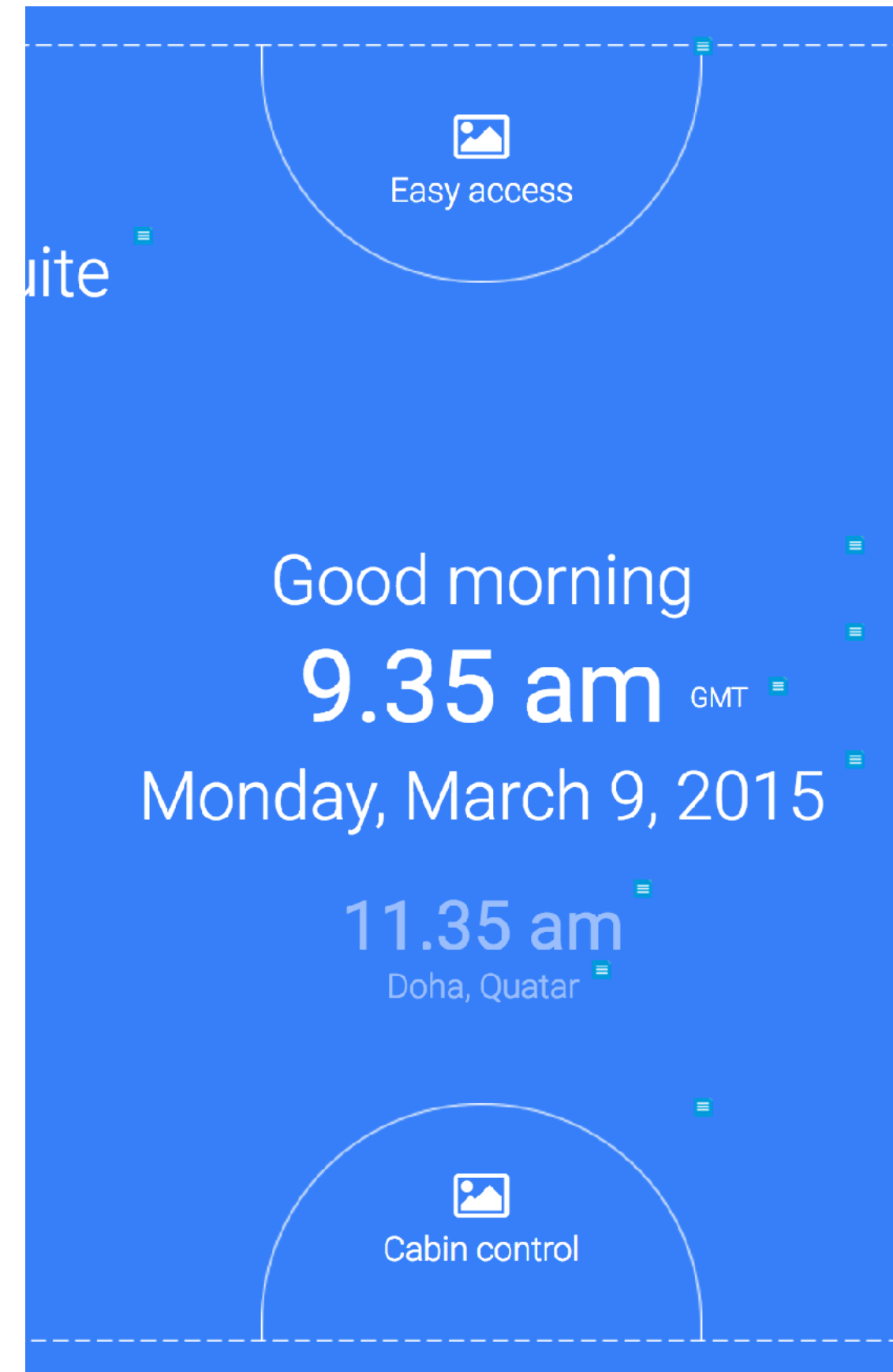
LÜRSSEN



Ideation



Competitive analysis



Software prototyping

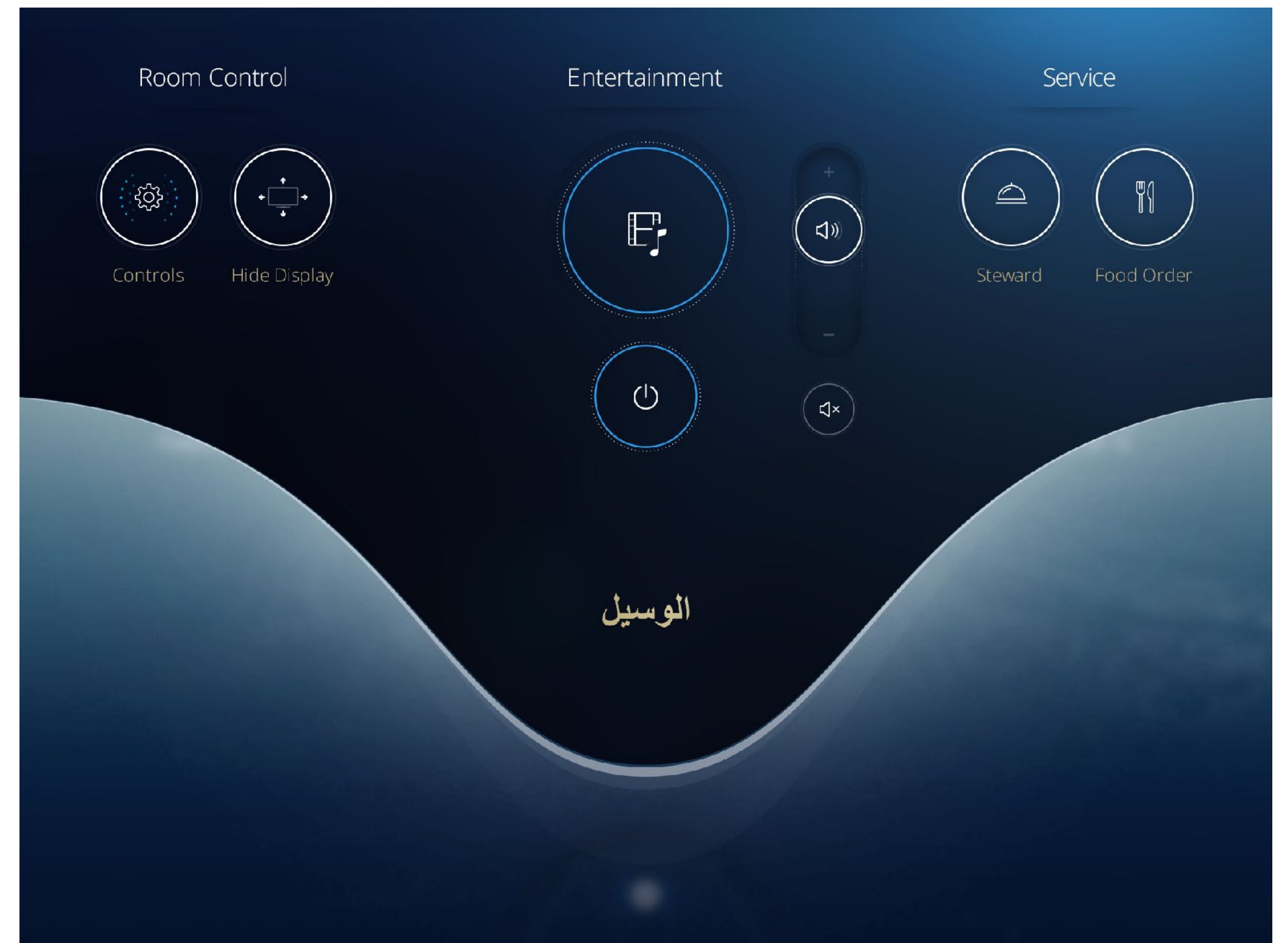


Hardware prototyping

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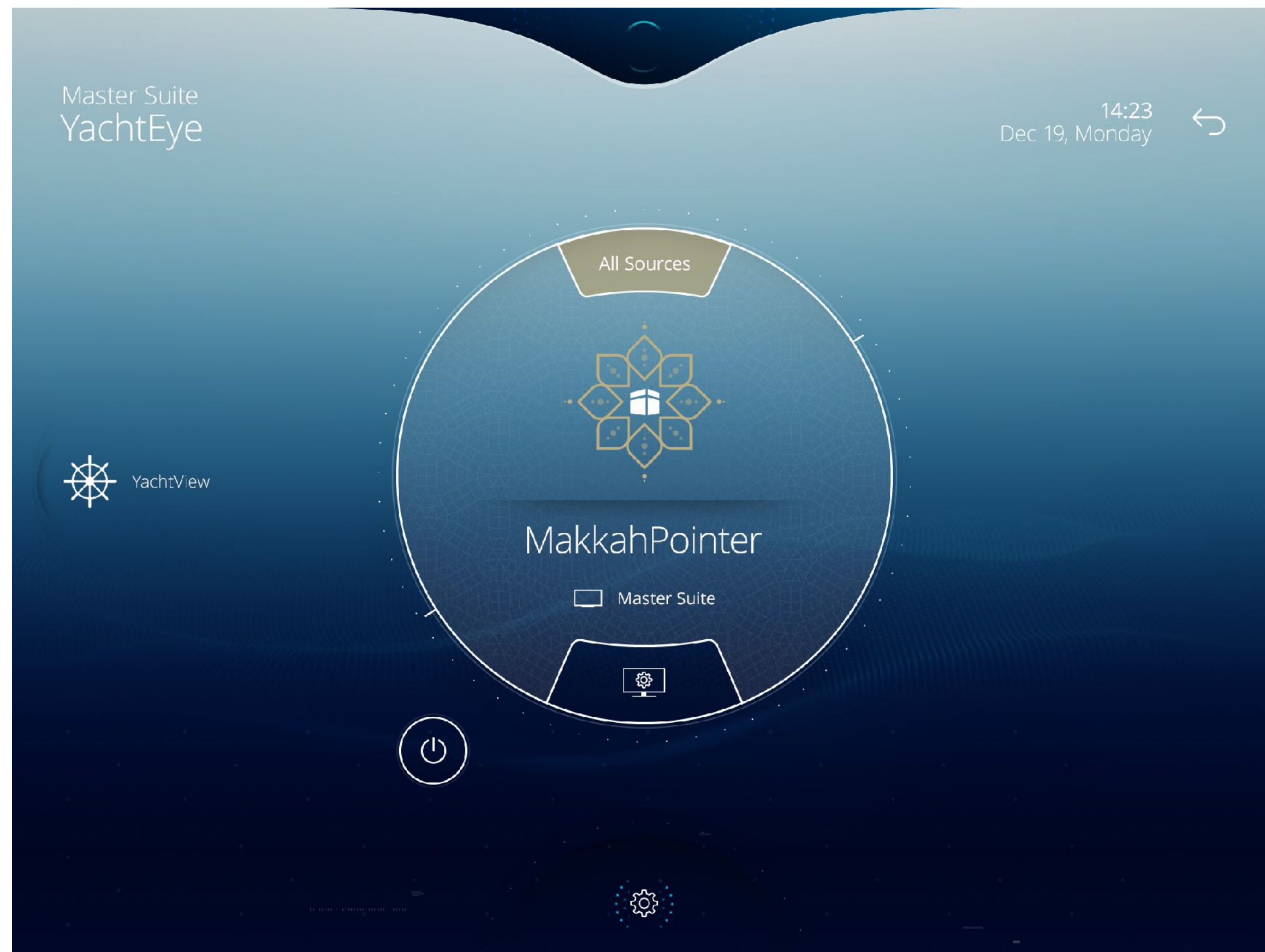


Welcome screen

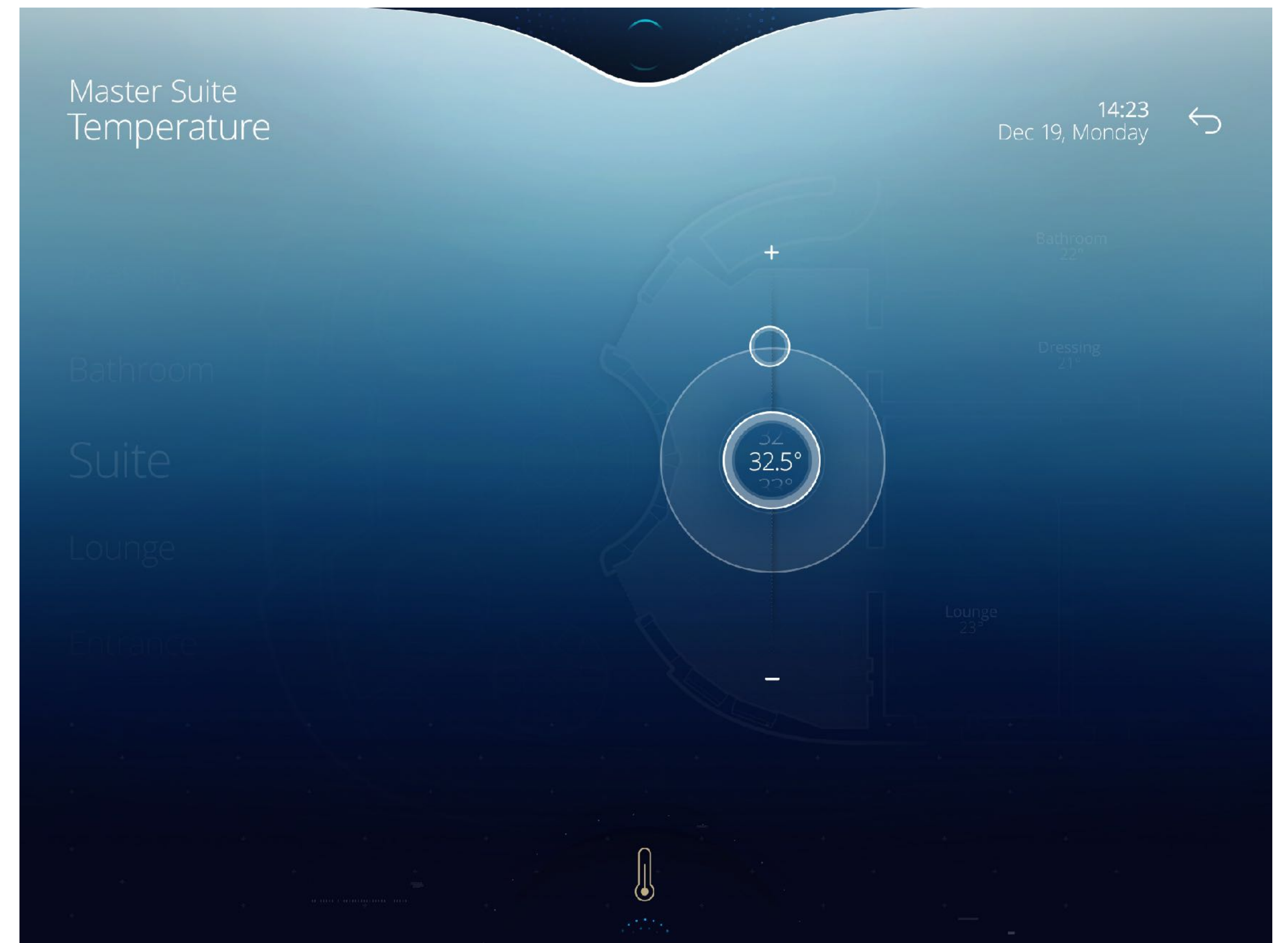


Easy access menu

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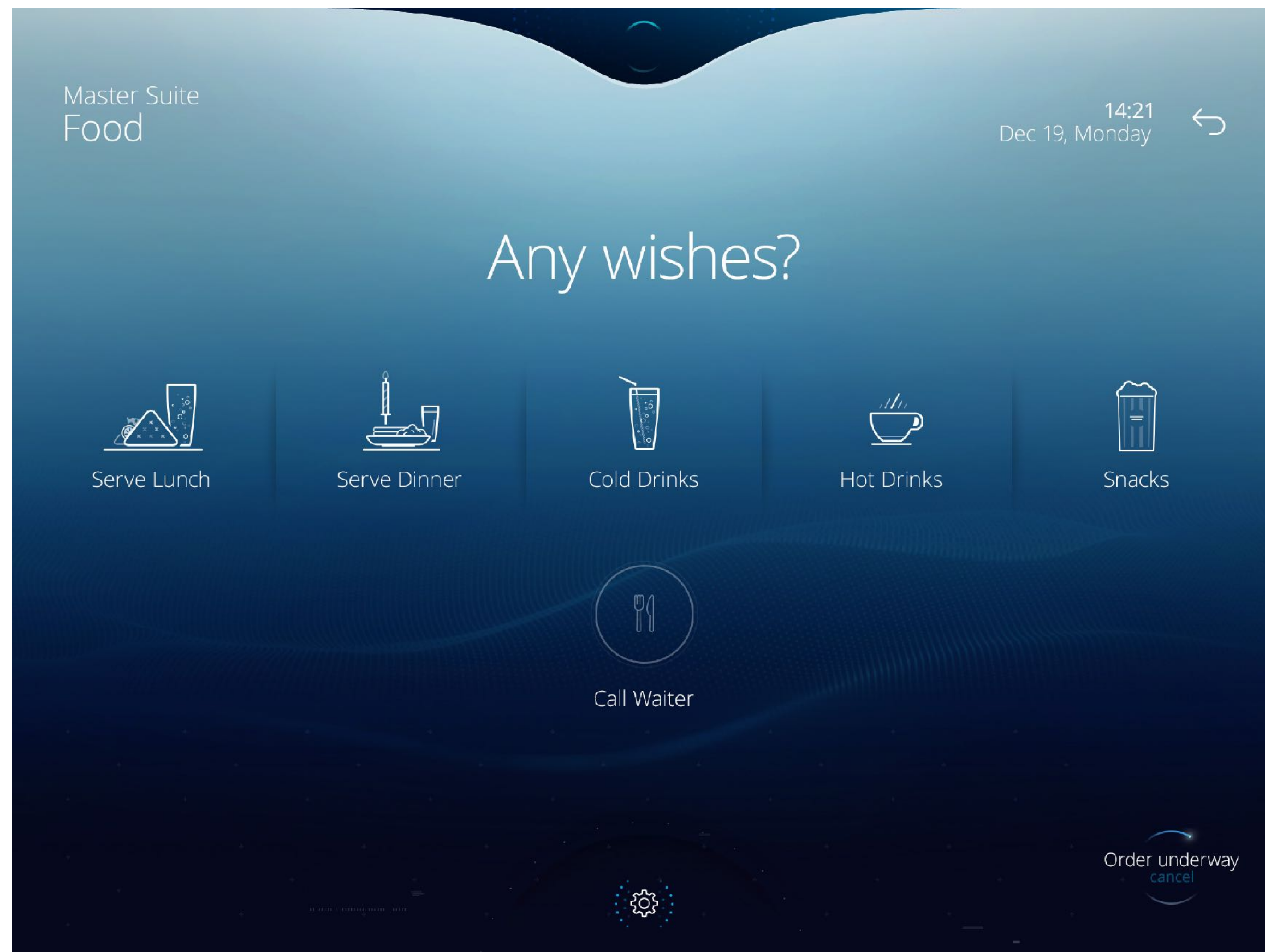


Makkah pointer application



Temperature control

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Food order interface



Media widget



McDonald's

Mein Burger



UX Designer from Jul – Dec 2012

McDonald's is known for changing its line of burgers regularly. To break the yearly cycle, we gave burger lovers what they really wanted: a tool to create their very own burger. With digital burger configurator, over 116k burgers were created online—making it the most successful campaign ever launched for the golden dove. And as the 5 most voted sandwiches made it to 1400+ McDonald's restaurant in Germany, fans went crazy.

It was my part to shape vital parts of the interactions online as well as numerous client presentations, convincing them to shift media budgets into content spendings—way before everybody else started doing it.



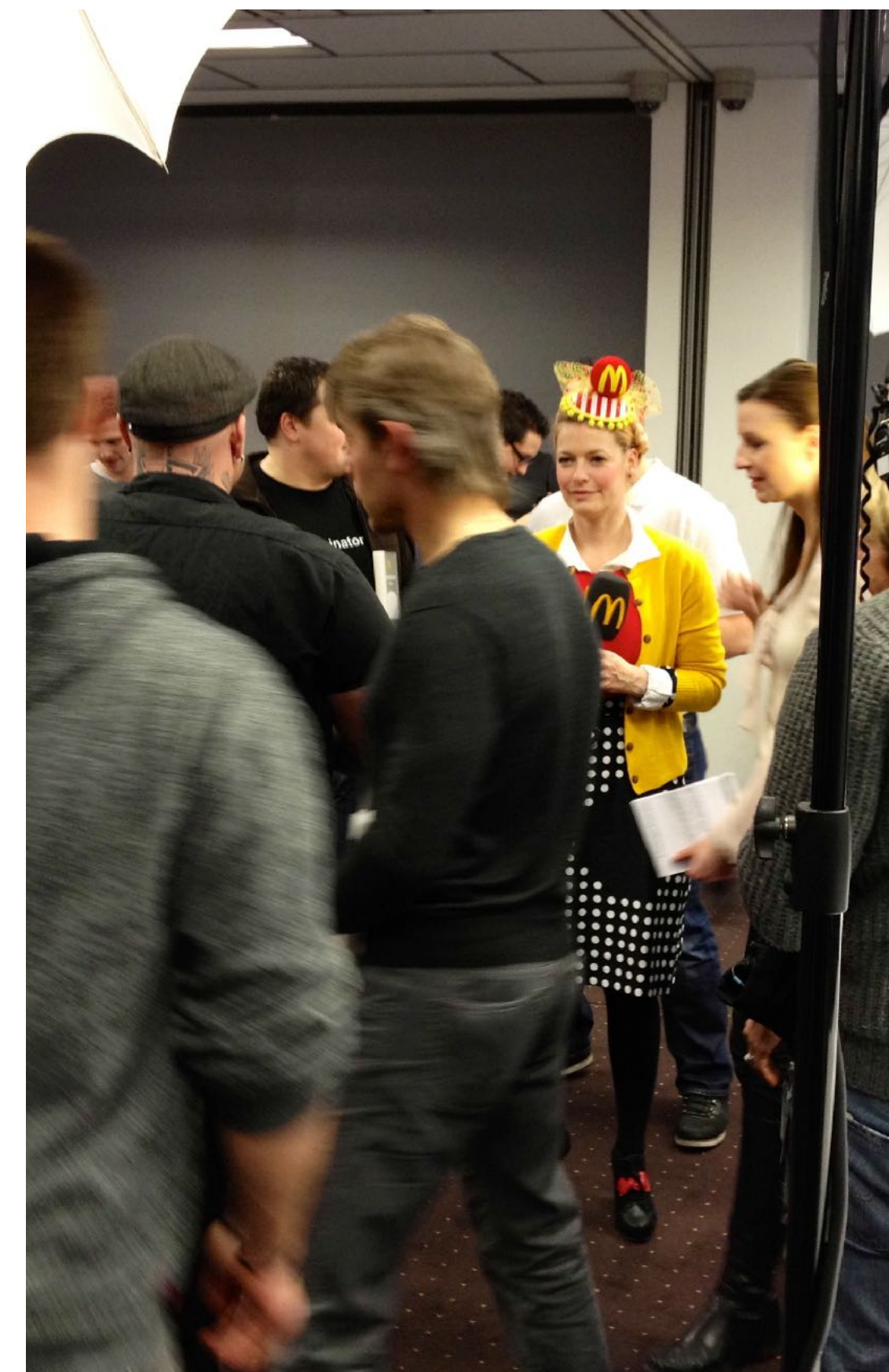
Setup user testing



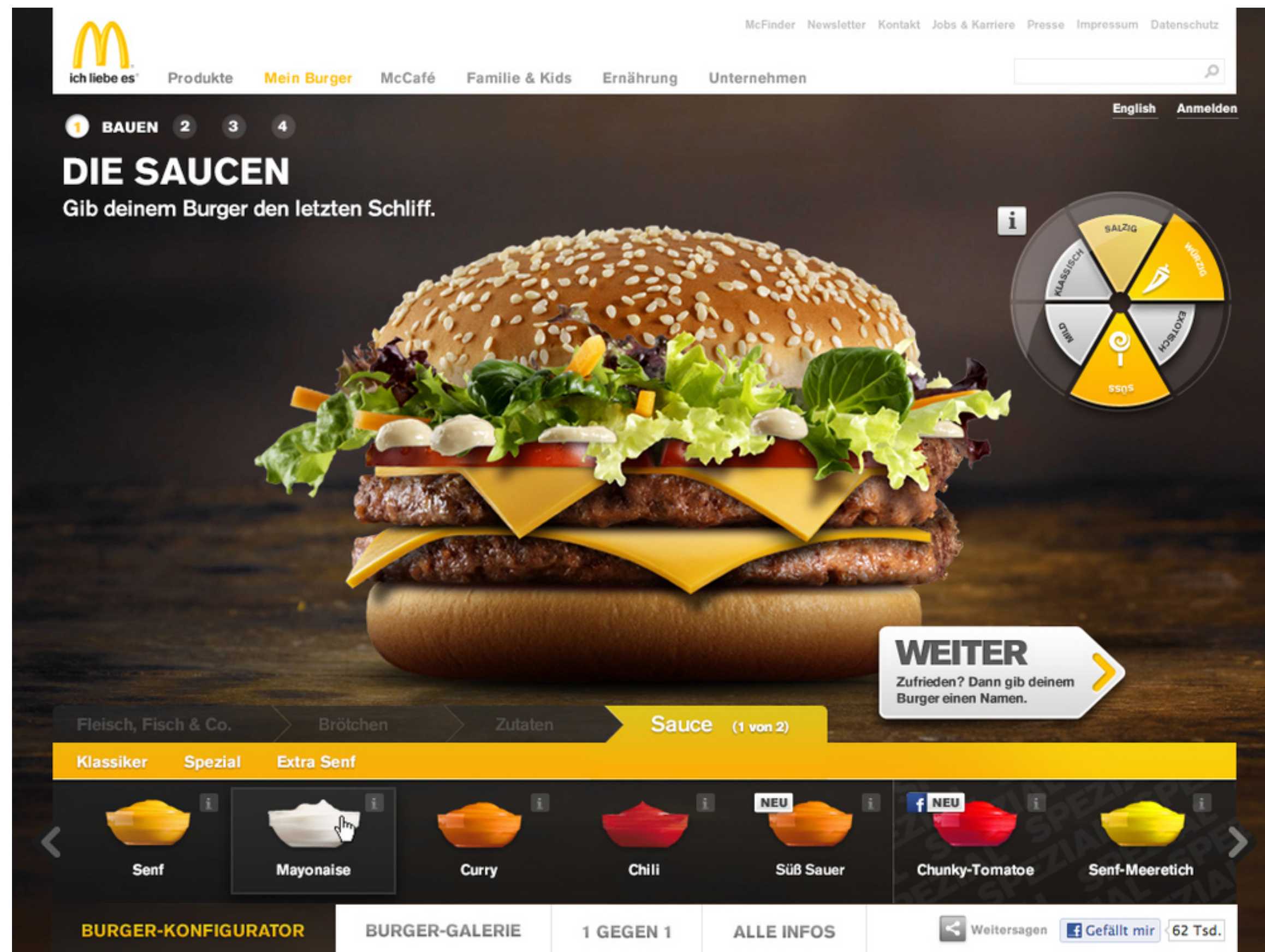
Research validation



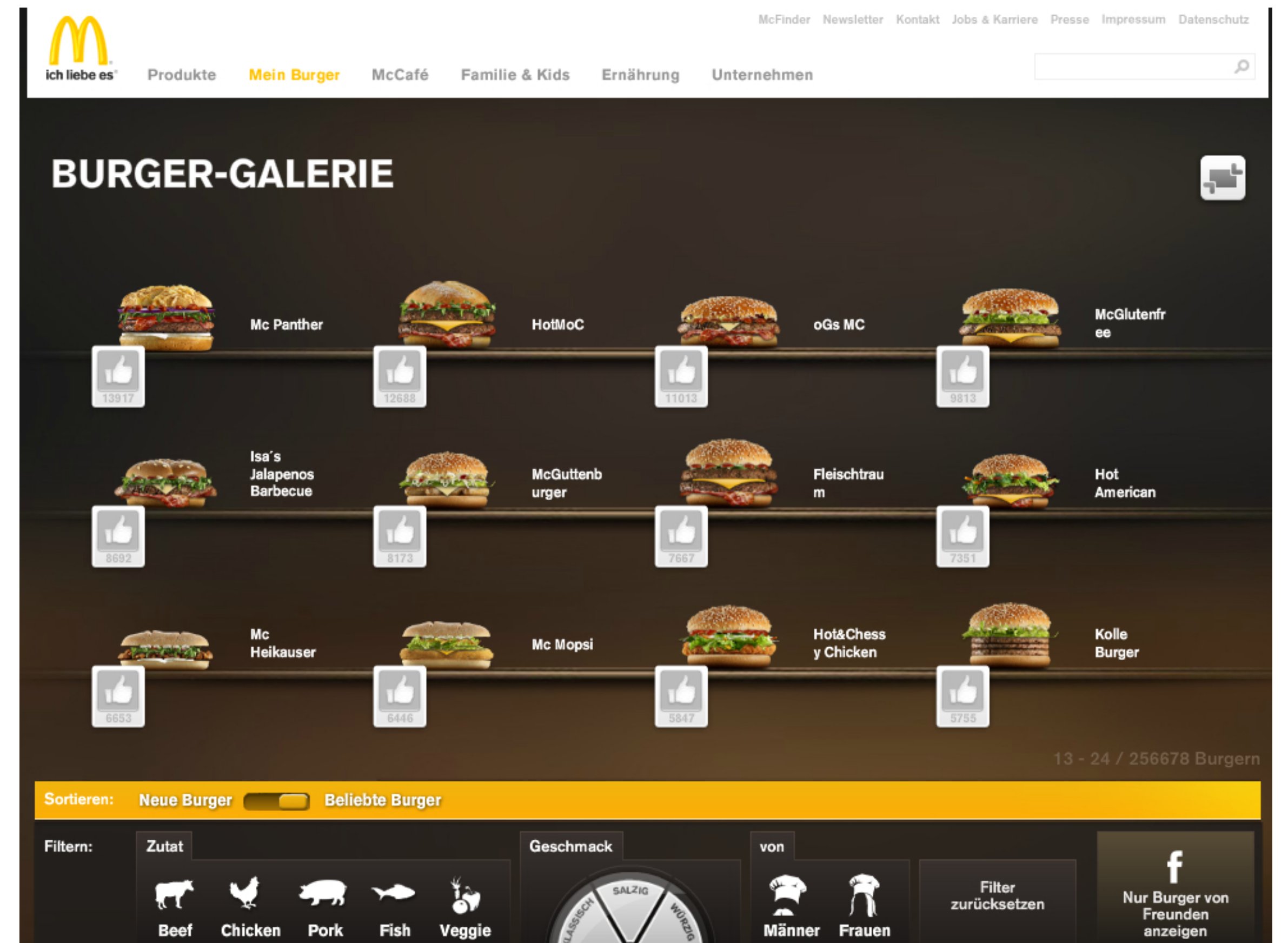
Setup test kitchen



Social media planning



Burger configurator



Burger gallery



Telekom

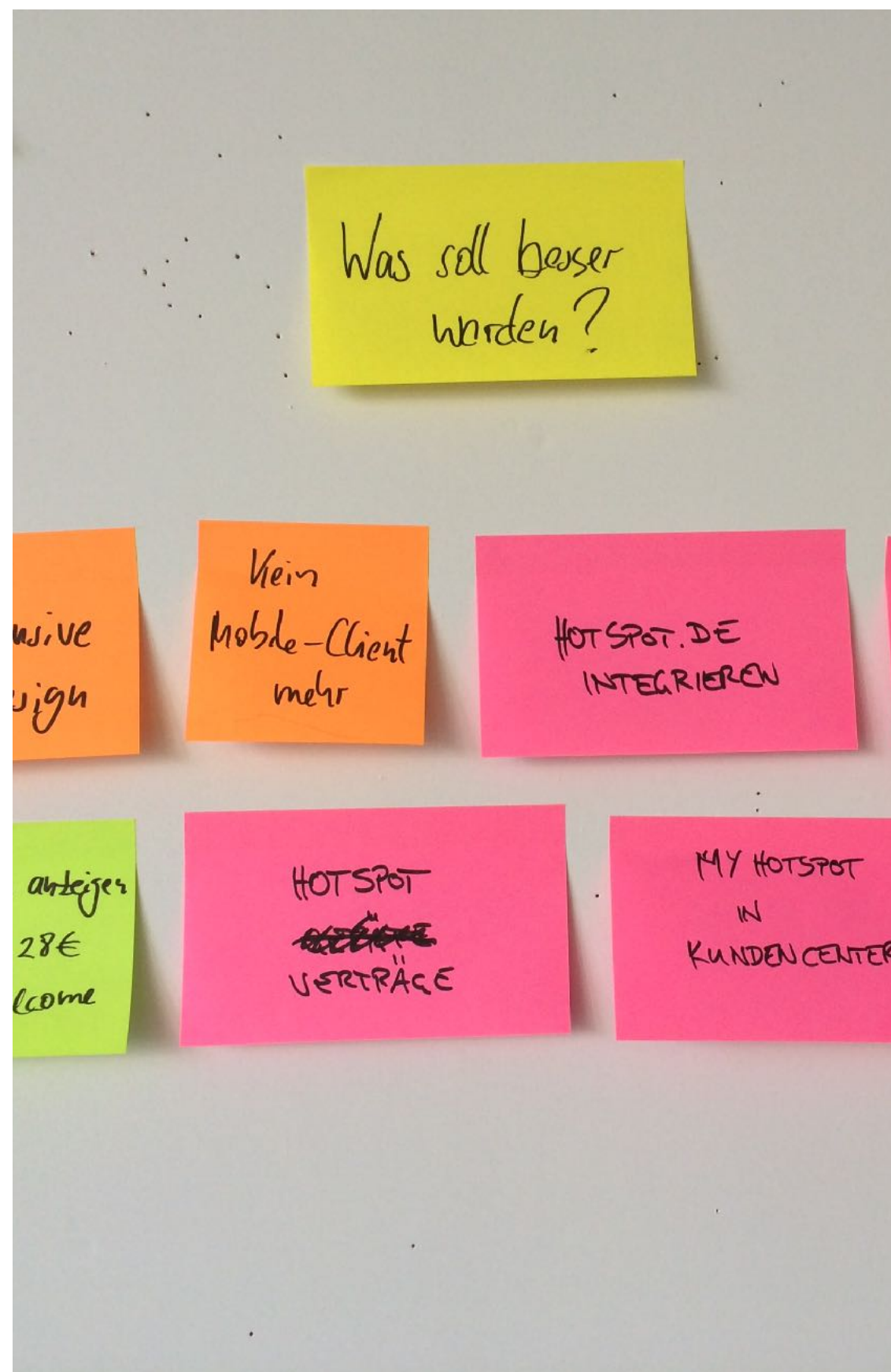
HotSpot



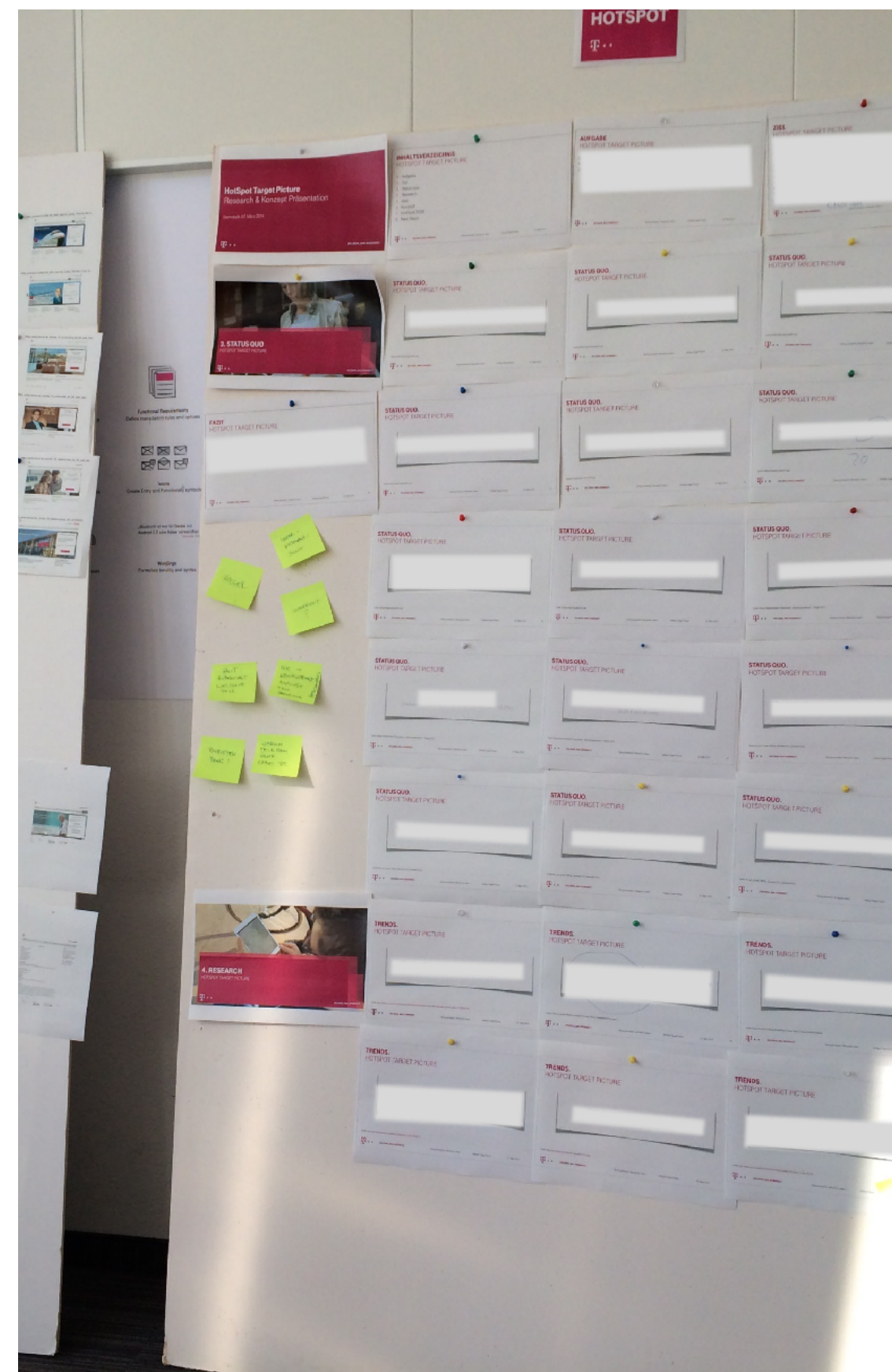
Product Designer from Apr – Aug 2018

Telekom wanted to improve the HotSpot user experience, strengthening one of its most profitable business branches. Mapping out every major decision point from consideration to billing, I lead a team to improve the user experience significantly on all major touch points. With the help of extensive research—quantitative and qualitative—I built fully functioning prototypes, giving stakeholders a feeling of what a future HotSpot product could feel like.

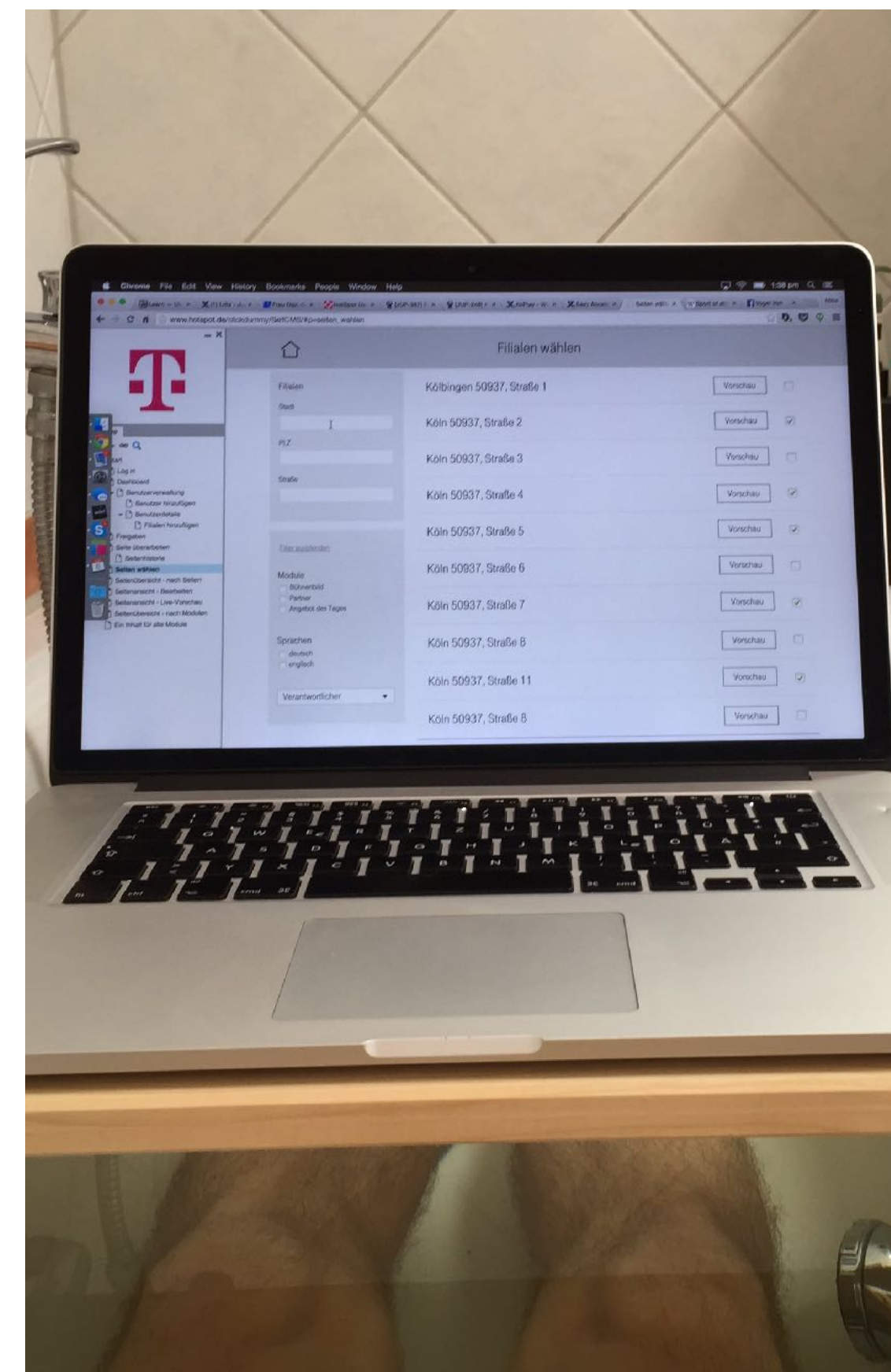
When prototyping the mobile purchase process, the new product reduced 13 input fields into 3 single taps—making the process blazing fast and almost too easy.



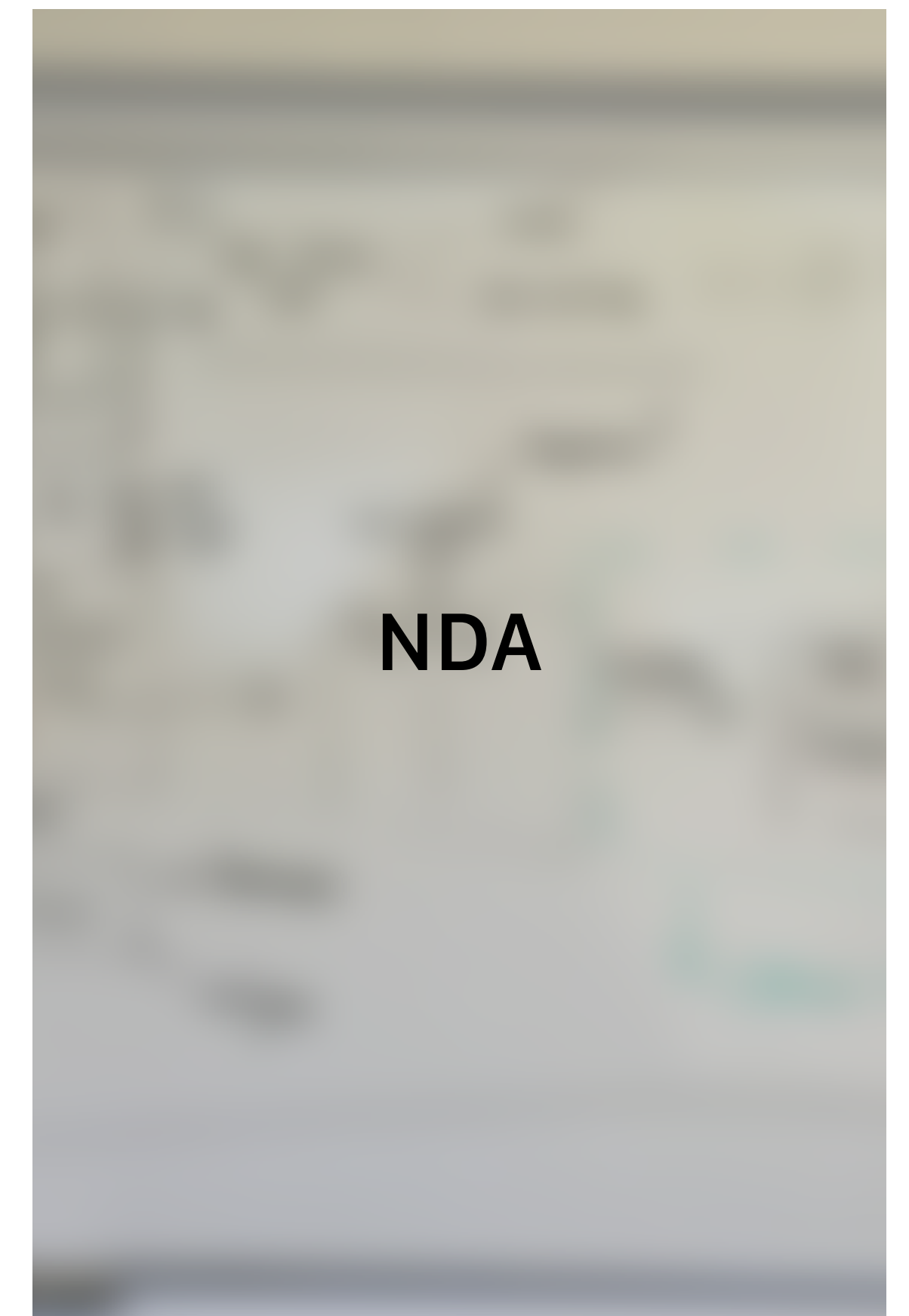
Qualitative research



Stakeholder presentation



Software prototyping

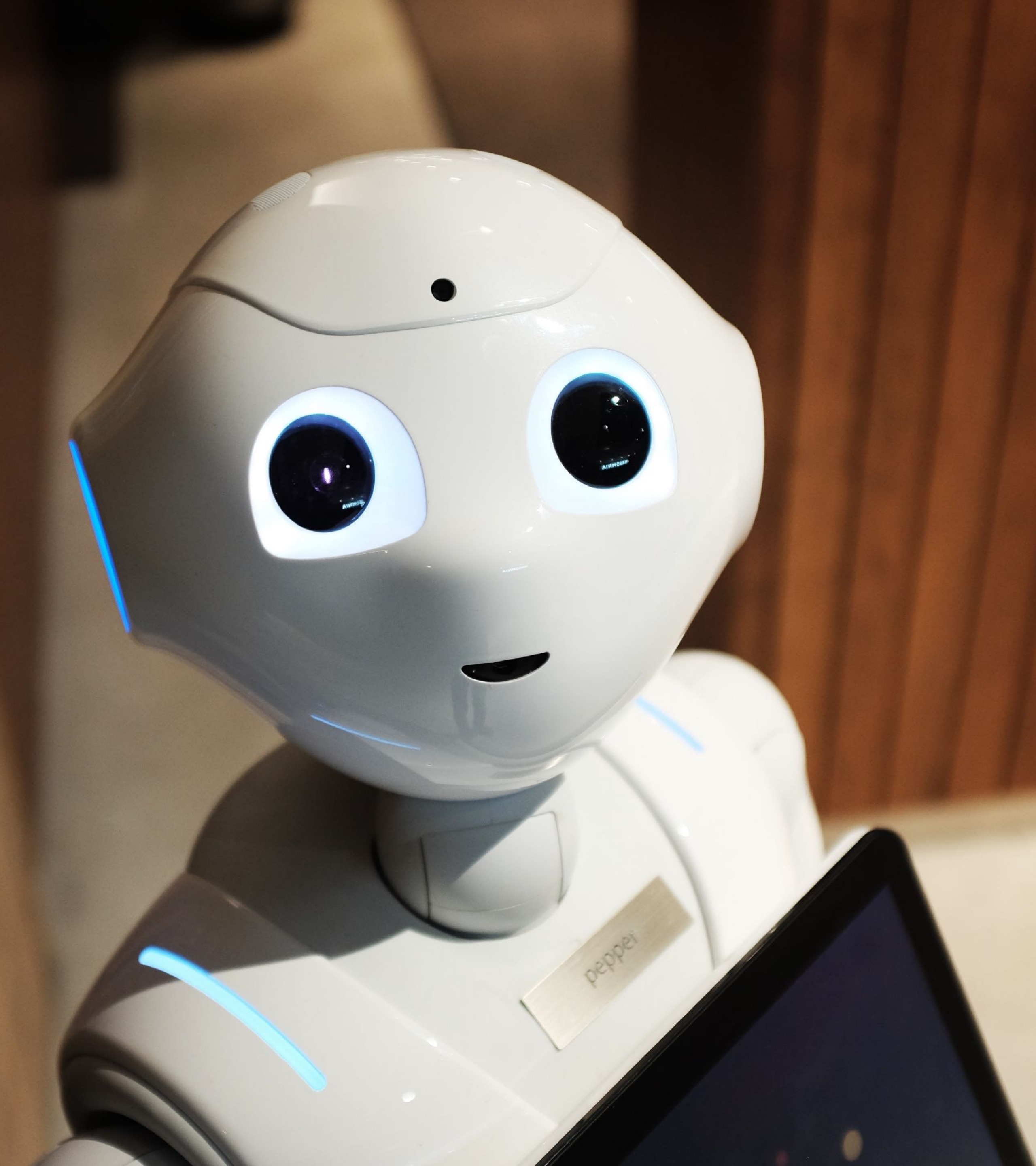


Technical concept exploration



NDA

NDA



Volkswagen

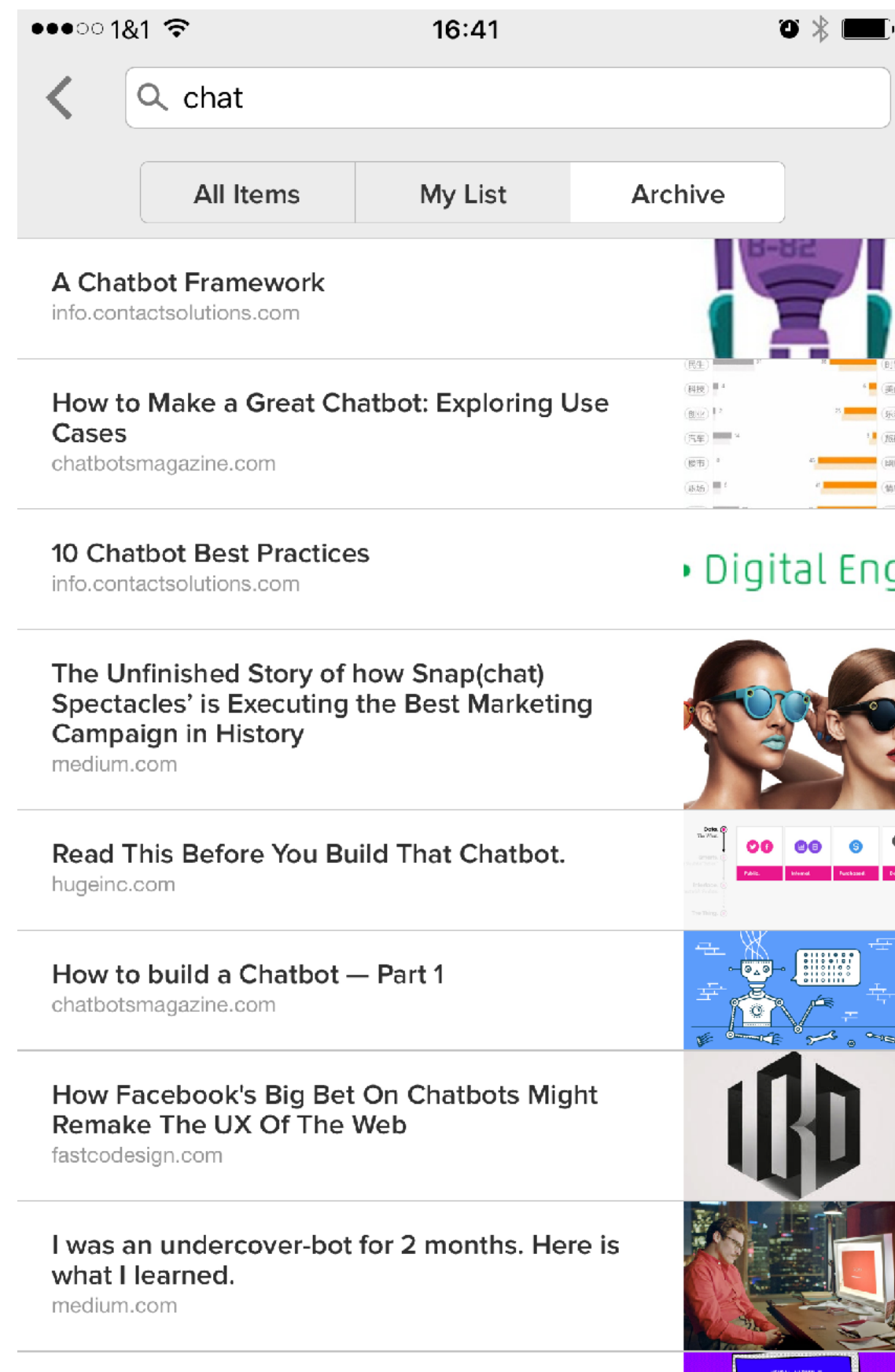
Chatbot



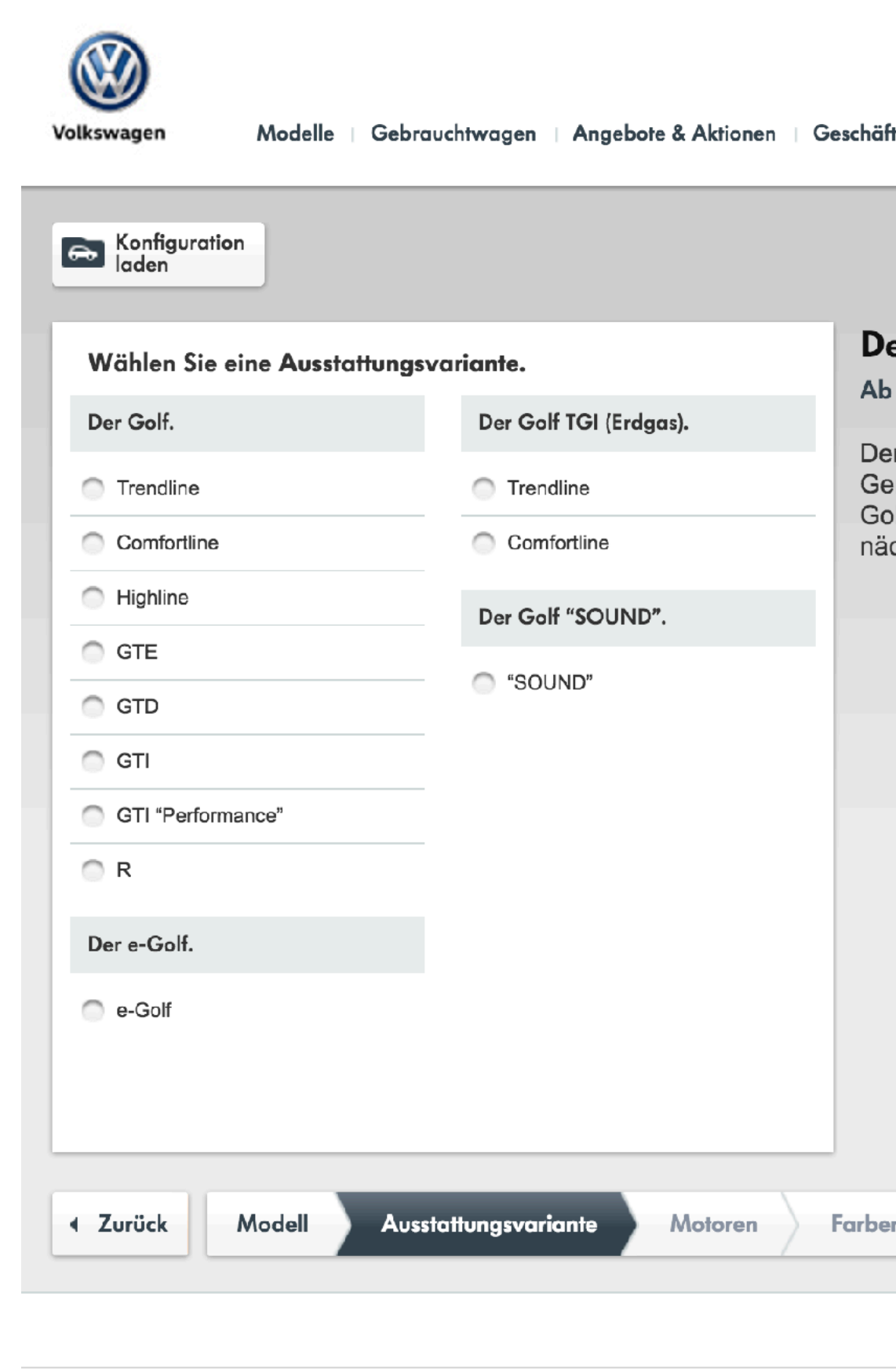
UX Designer from Oct – Dec 2016

With the launch of the all-new Volkswagen Golf, the German car manufacturer wanted to flex it's social muscles, bringing their latest offspring directly to Facebook Messenger—with the first car configurator chat bot. Finding an appropriate balance between detailed preference selection and smart defaults was key while going through quantitative data from existing car launches. Seamless integration of authorised dealerships allowed the chatbot to surprise the fans with the chance to book test drives straight away.

While decision tree making and prototyping the messenger app was my main task, we prepared an overall strategy for dealing with currents in the ever changing digital social landscape.



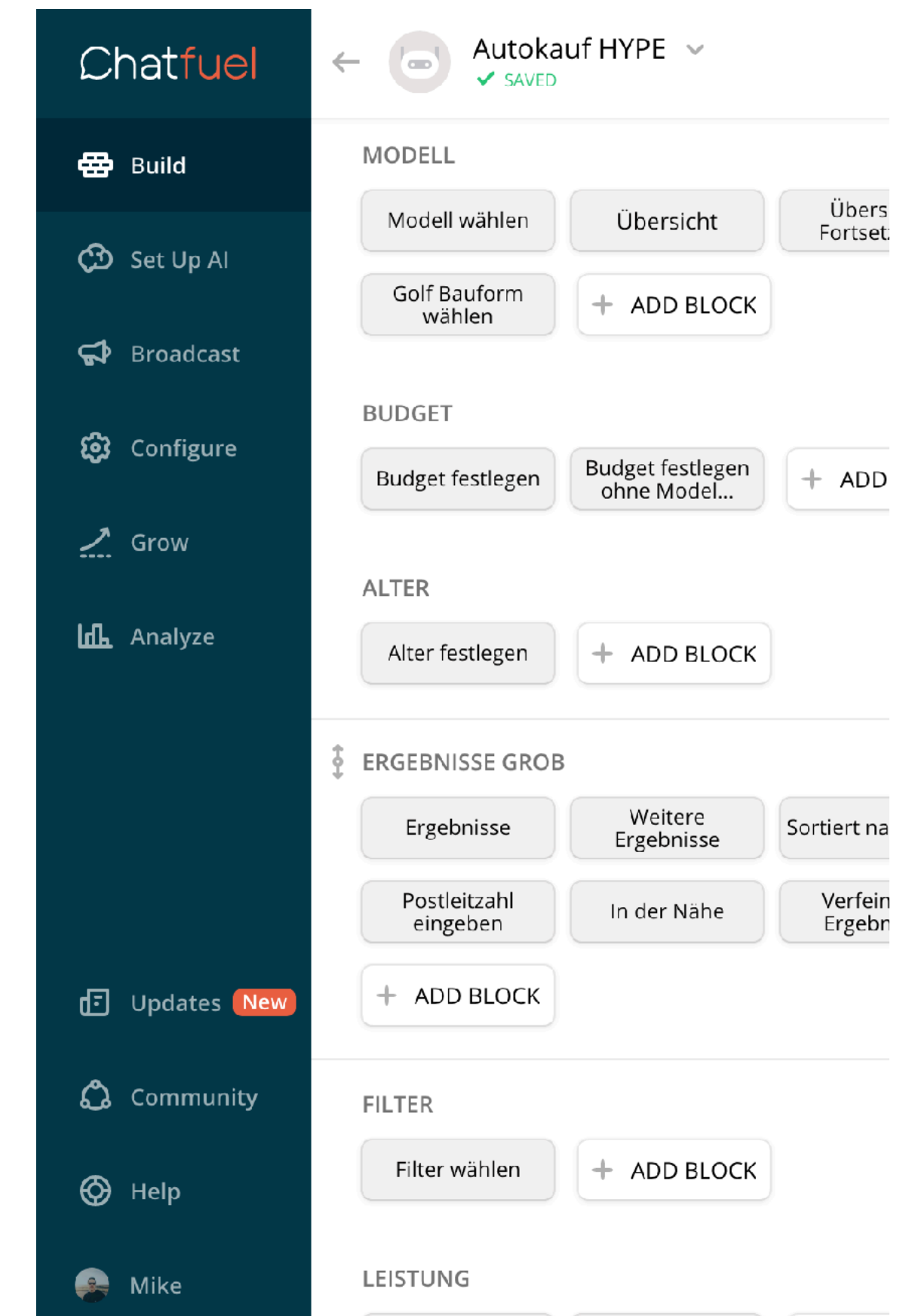
Reading articles



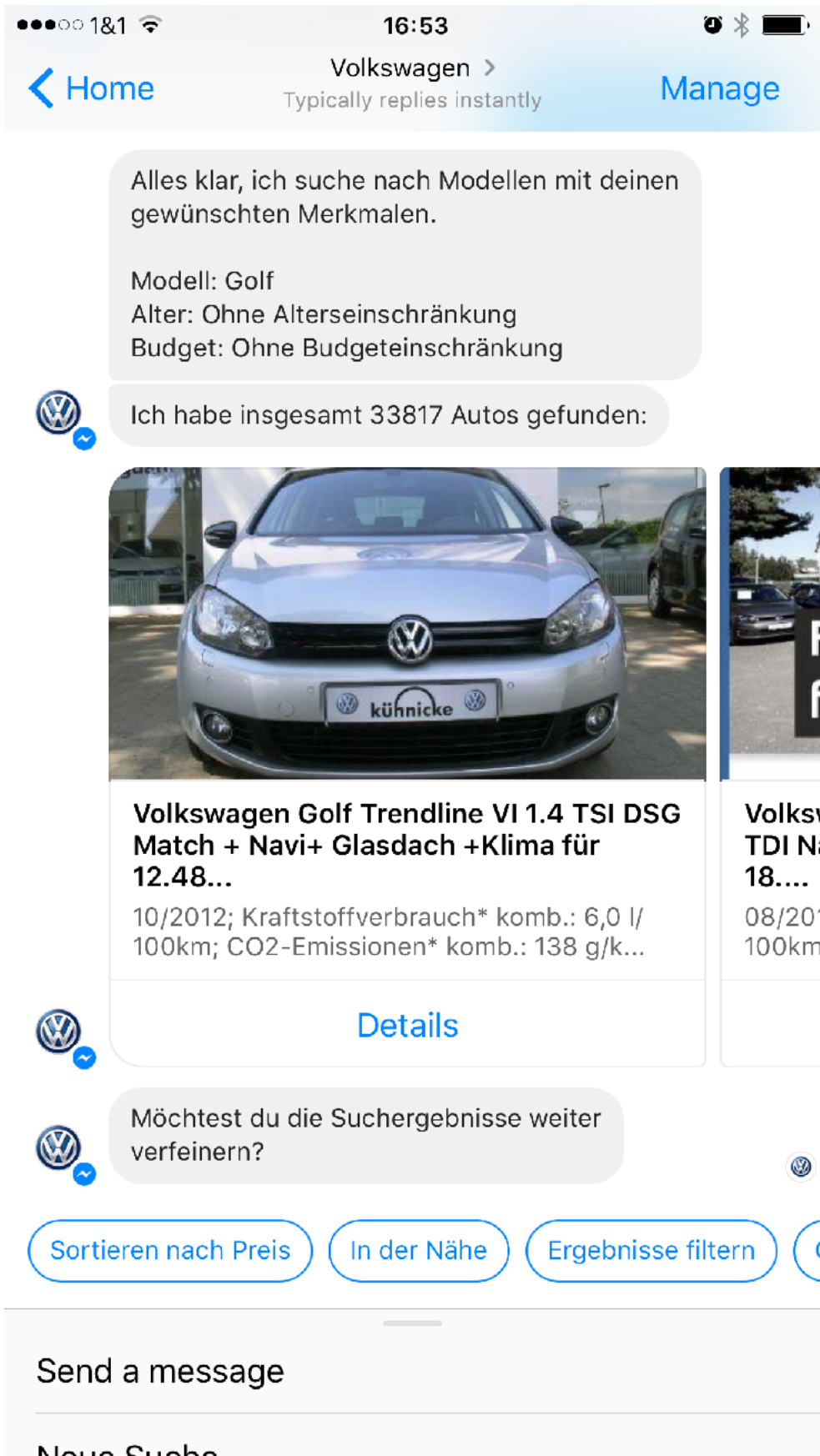
Research current models



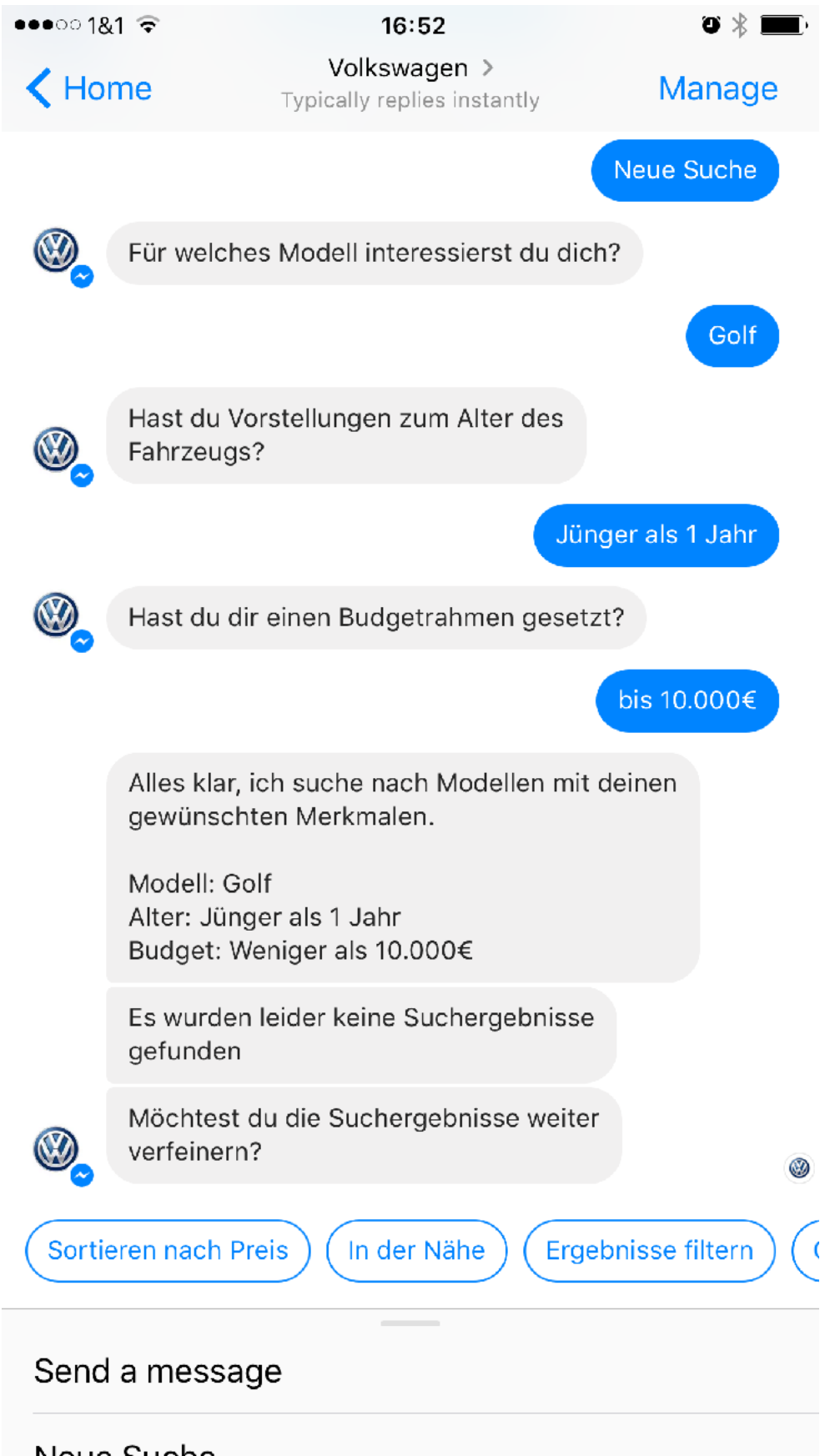
Journey mapping



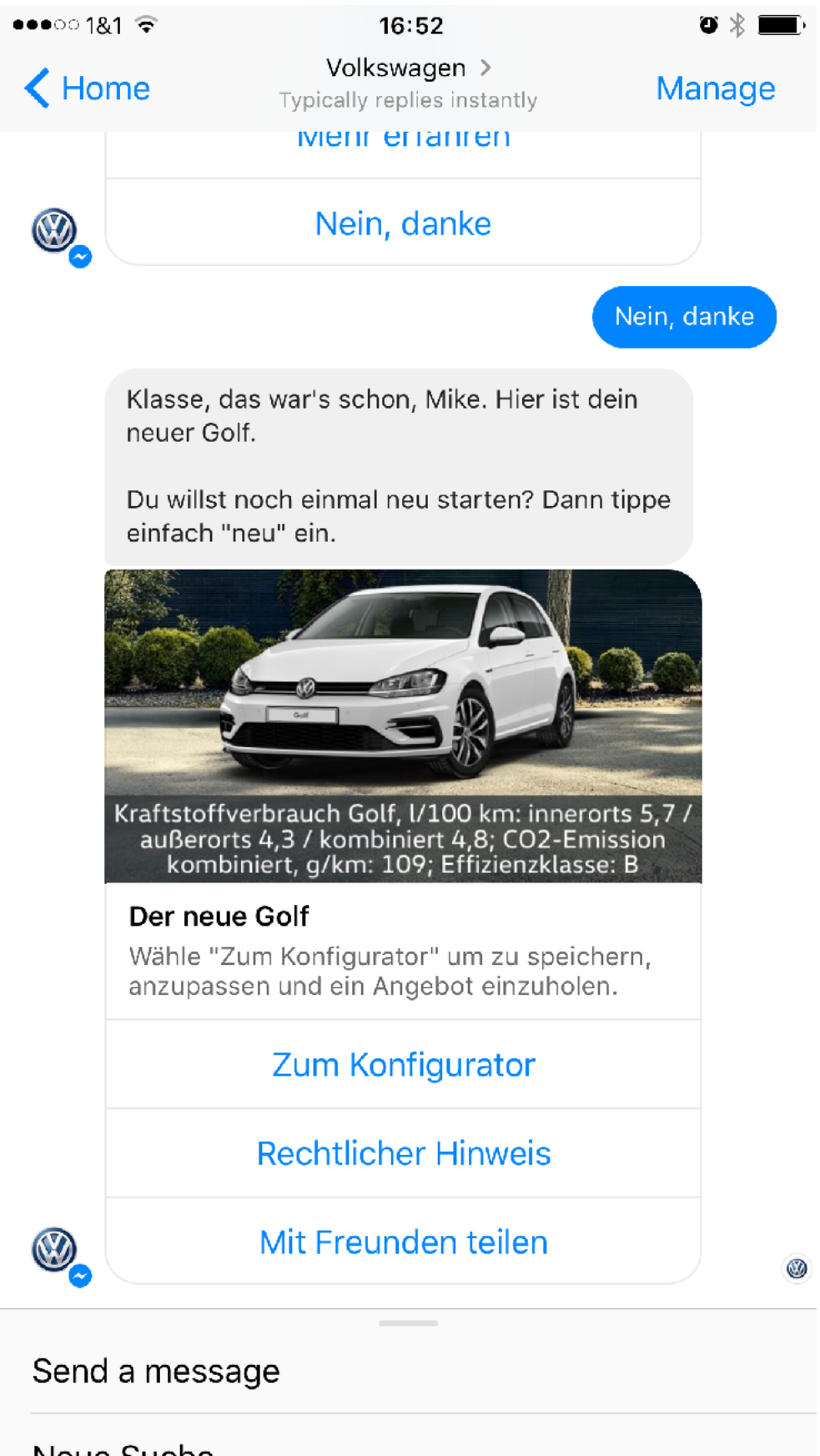
Prototyping



Search for models



Find Golf



Configure your Golf



Bettertalk.to

Core Product



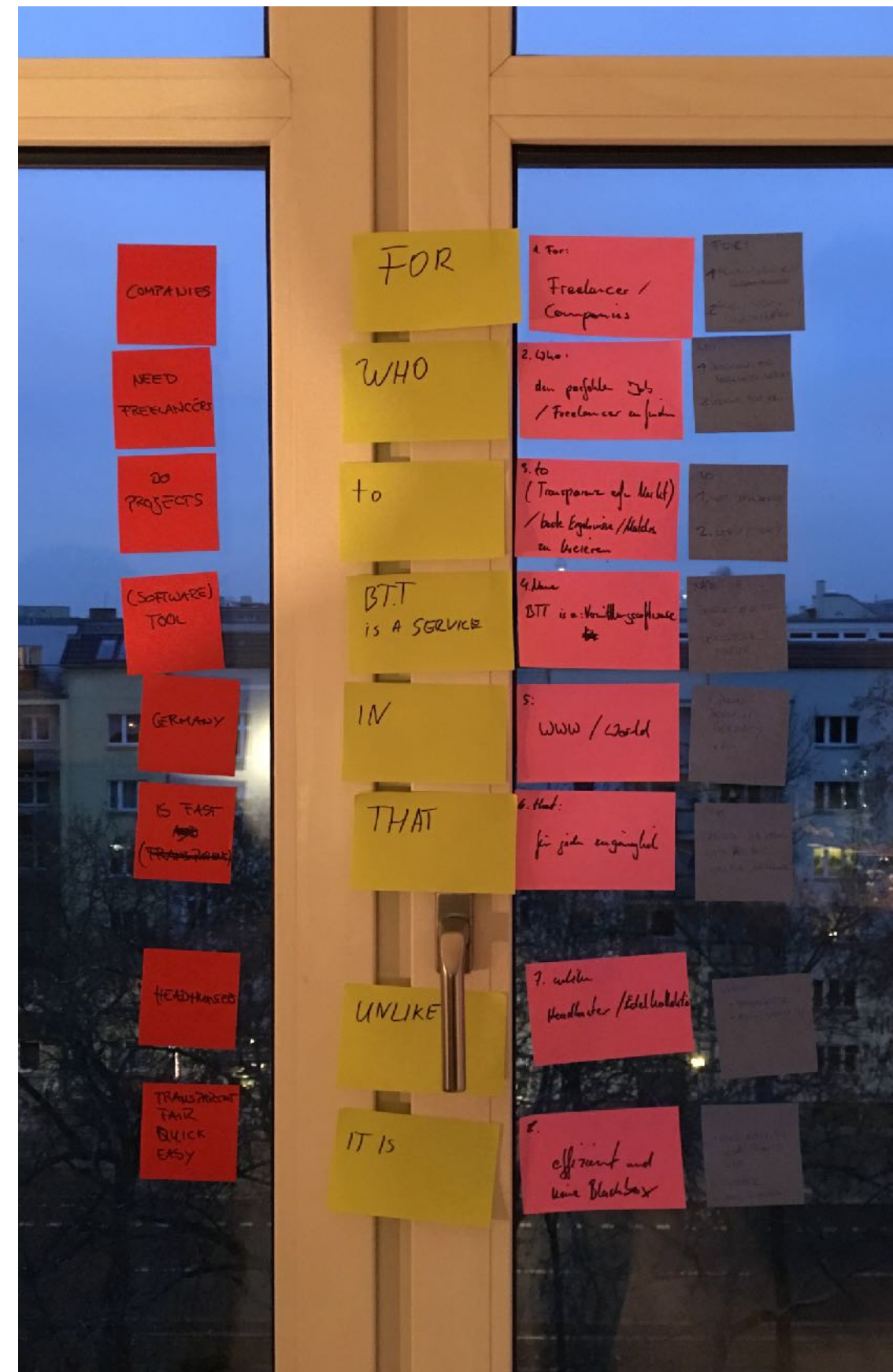
Co-Founder since Mar 2015

Bettertalk.to aims to become the freelance search engine for the digital industry. With almost 3.000 freelancers onboard, we already brokered more than 15MM in daily rates. As the UX designer and product manager, I'm in charge of product management as well as UX oversight—ensuring the development of core features and payment integration. With the core values transparency and fairness, we declined multiple investment offers to focus sustainable growth, a healthy product and a happy user base.

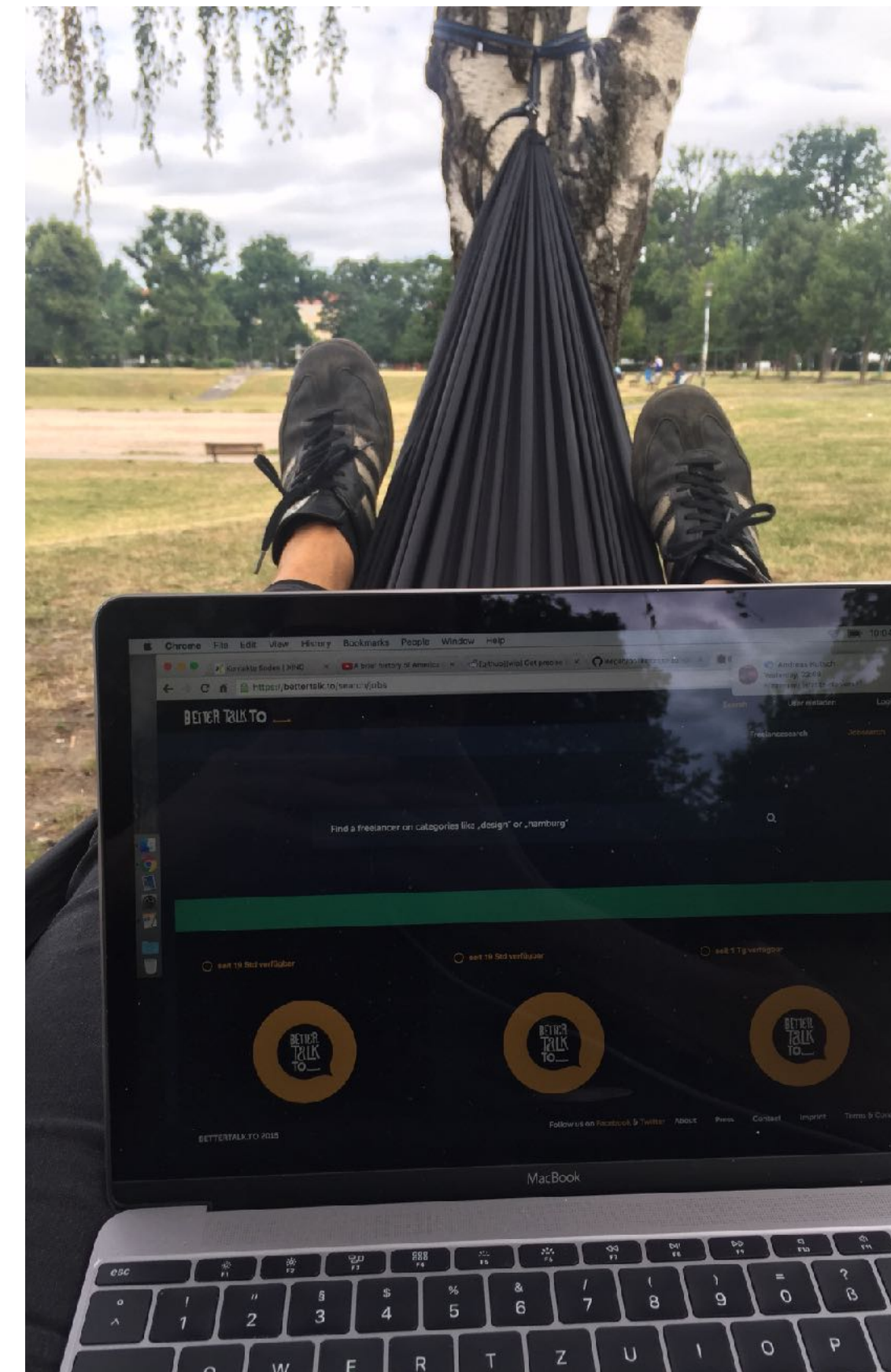
Prototyping, customer care, technical support, company formation, partnership management, you name it—this is all part of my evenings and weekends, making me a more versatile and comprehensive player in future teams.



Lego serious play



Business planning





Customer care / Research



Market fit testing



FreelancerJobsAgenturenLoginRegister



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Skills oder Name 💪

Suche doch mal nach „Art Direktor“
oder Namen wie z.B. „Nico“
Ein kleiner Einblick in unsere Suchfunktion.

→

Alle Suchfunktionen kannst du nach der [Anmeldung](#) nutzen.

available



Niklas Rieger
Berlin, Hamburg, Darmstadt
18 Jahre Berufserfahrung im
Grafik / Reinzeichnungsbereich
gut im um die Ecke denken. R
Reinzeichnung Grafik Layout
Print Design Deluxe

Search



Product Designer

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