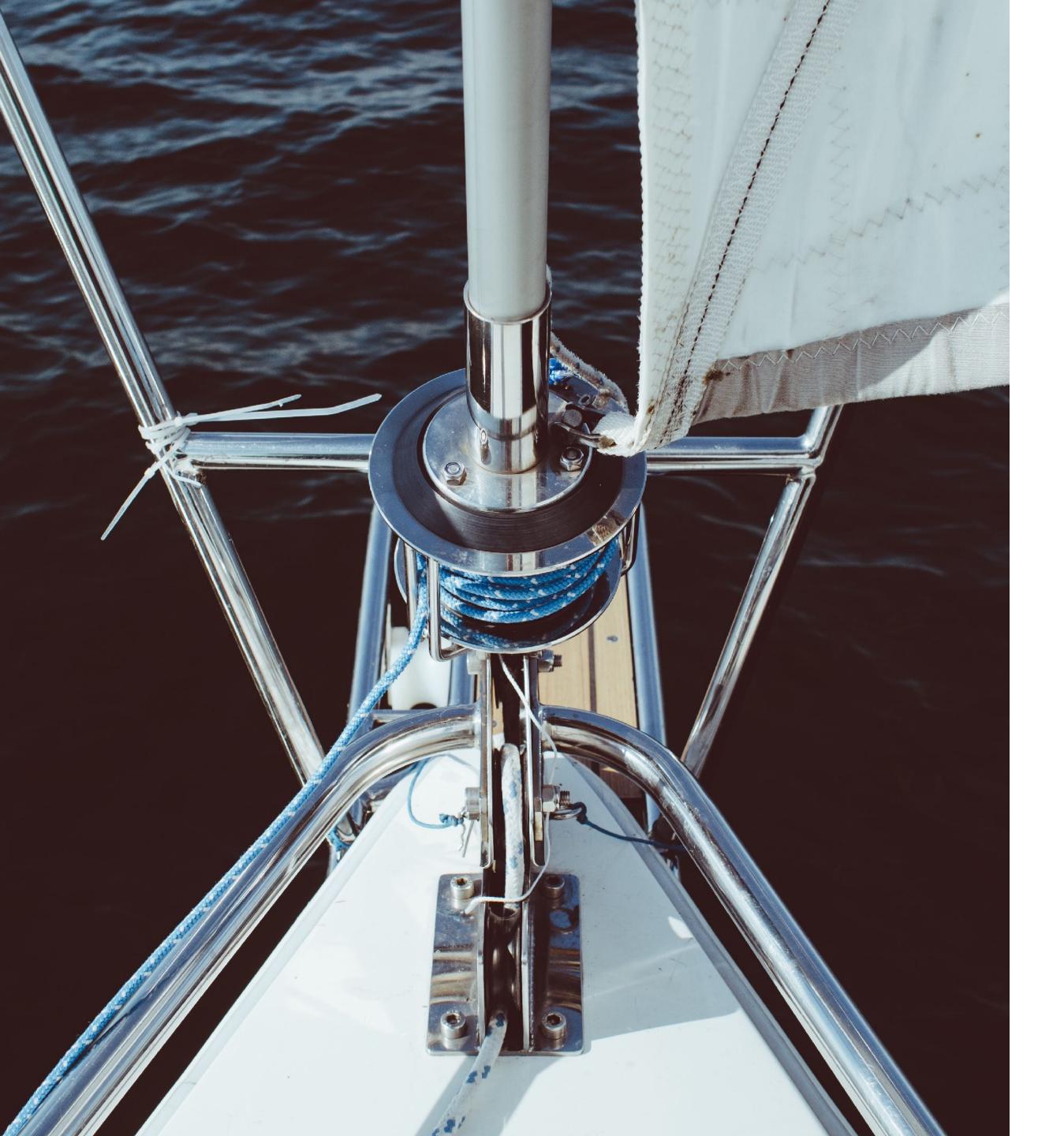


UX Designer

Mike Kotsch



Luerssen

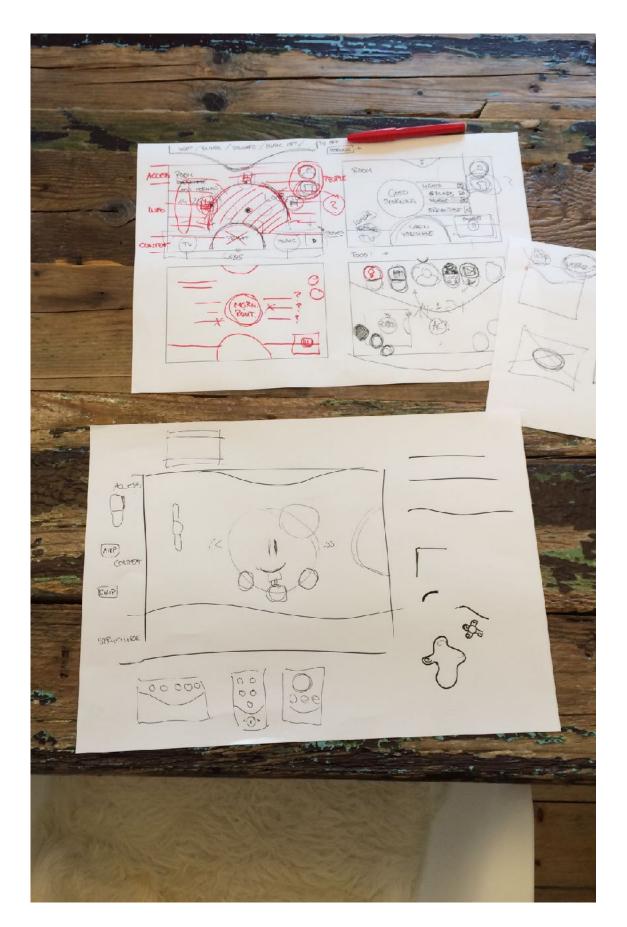
Jupiter

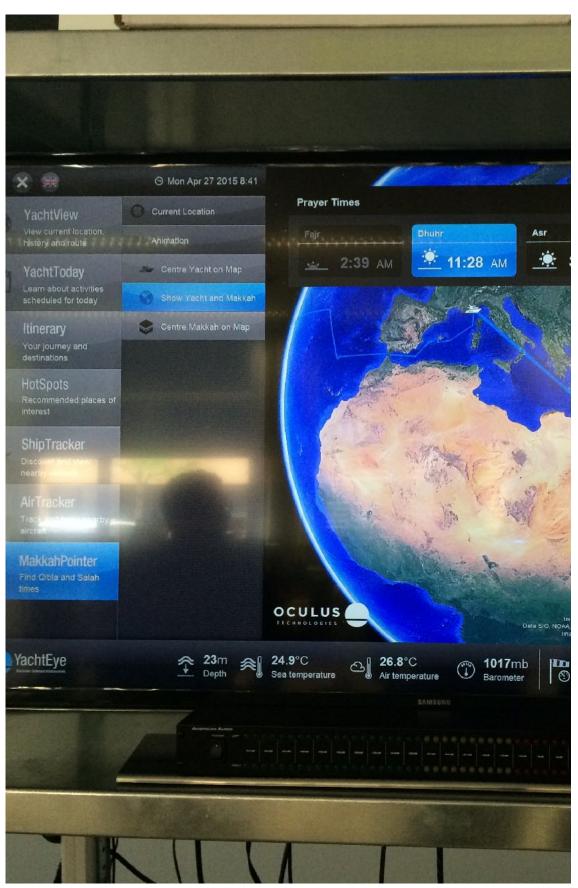


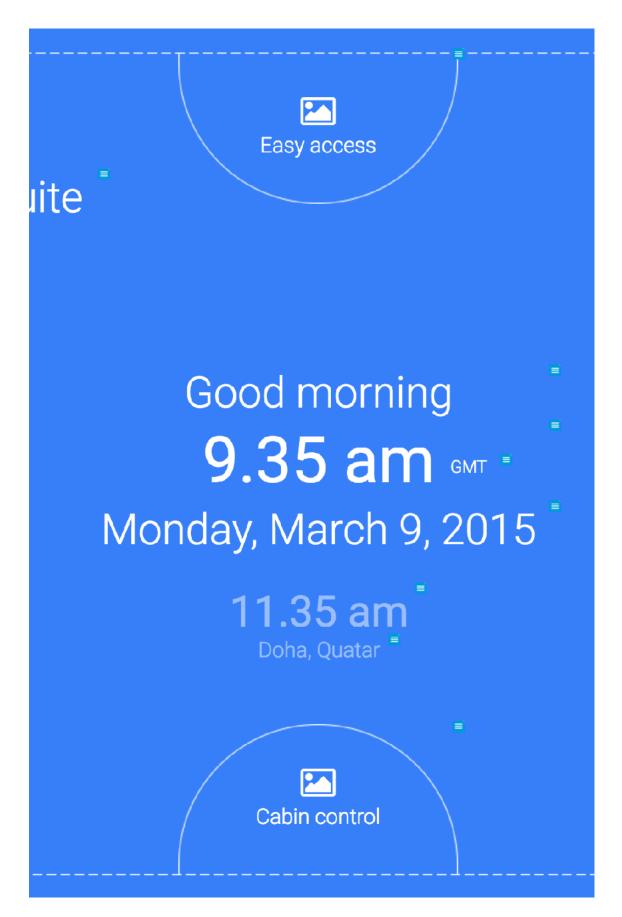
UX Designer from Jan – May 2016

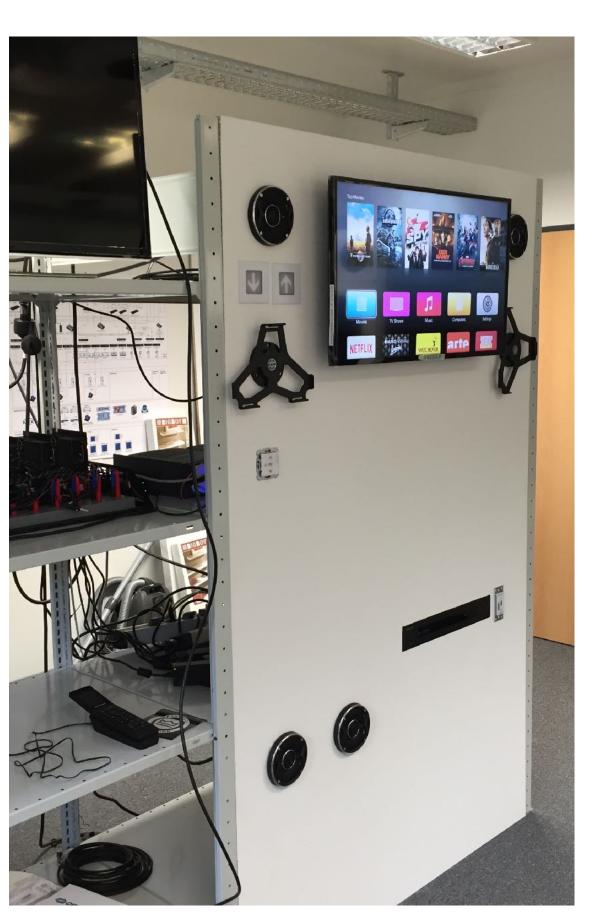
Luerssen—one of the big players in high end shipbuilding—discovered that onboard entertainment systems are the competitive differentiator for the next generation of vessels. Together with Faktor3Design, I was assigned lead UX designer for developing the first tailor-made home automation app for a yacht 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.









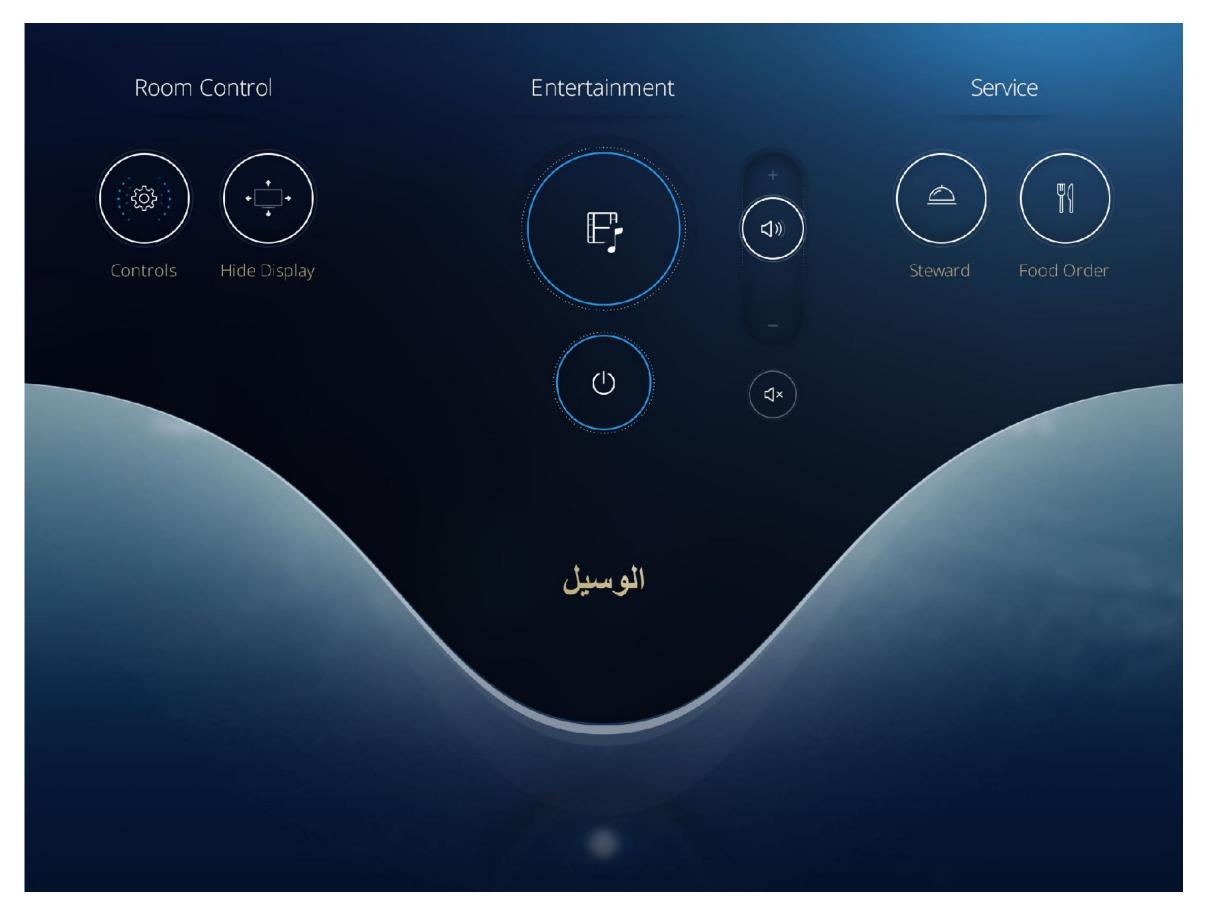
Competitive analysis

Software prototyping

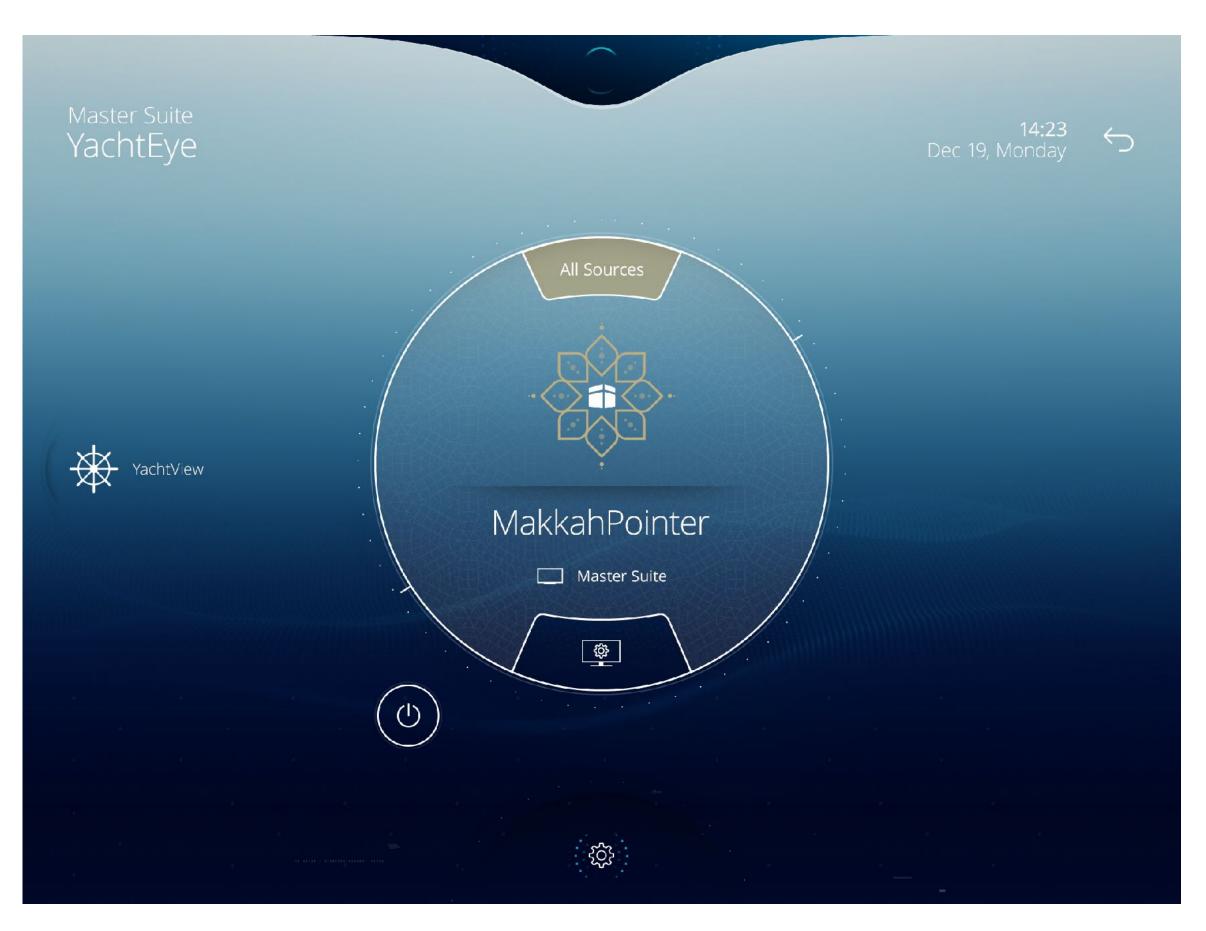
Hardware prototyping

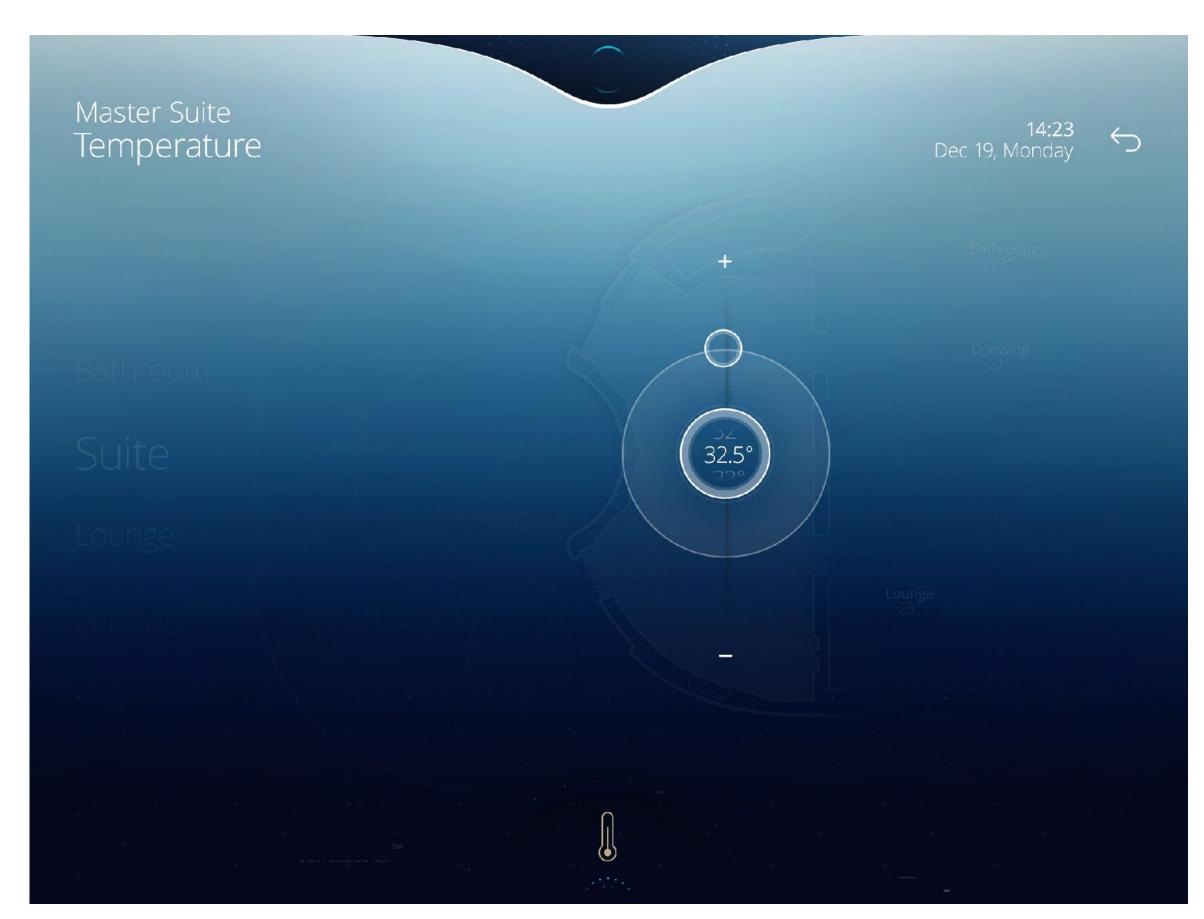
Ideation





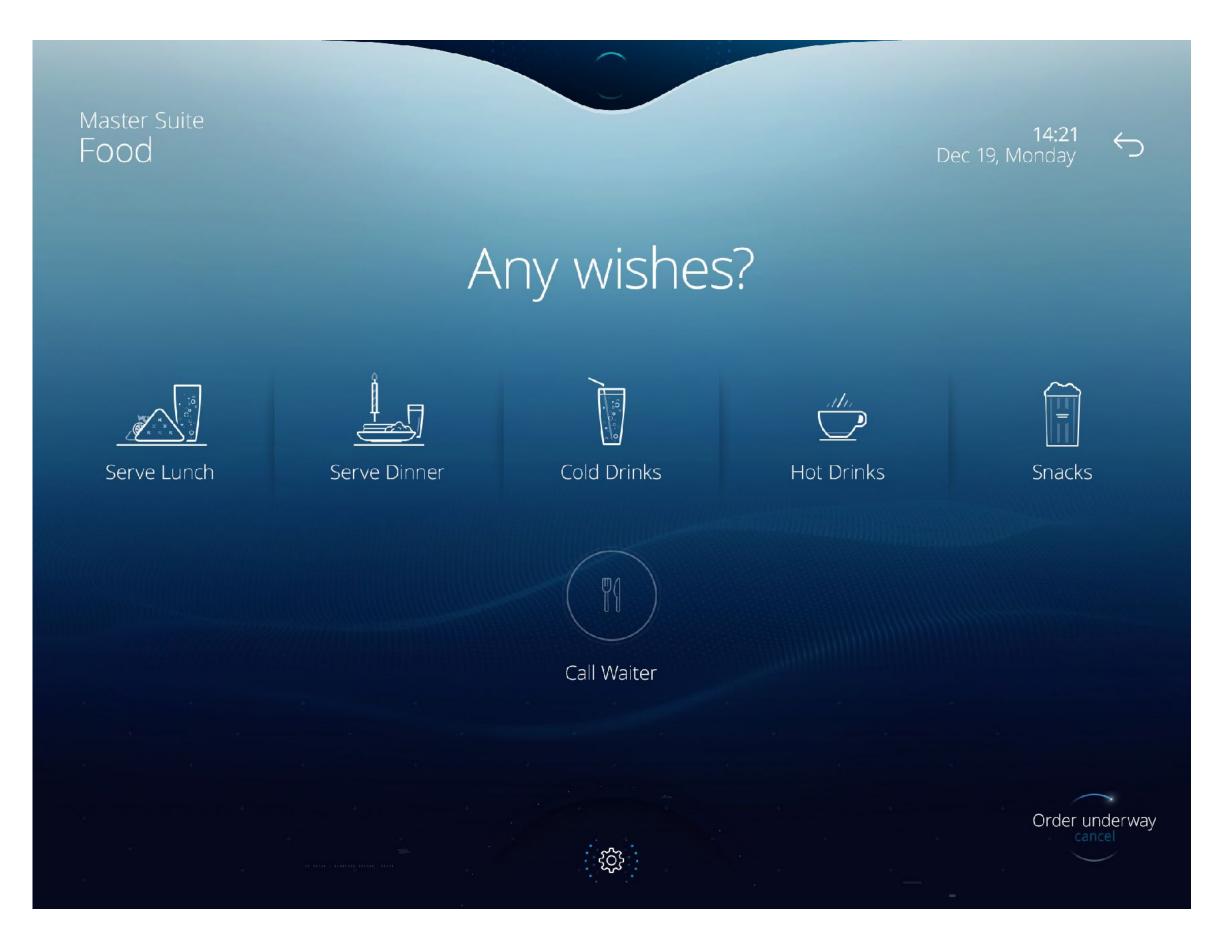
Welcome screen Easy access menu





Makkah pointer application

Temperature control





Food order interface

Media widget



McDonald's

Mein Burger

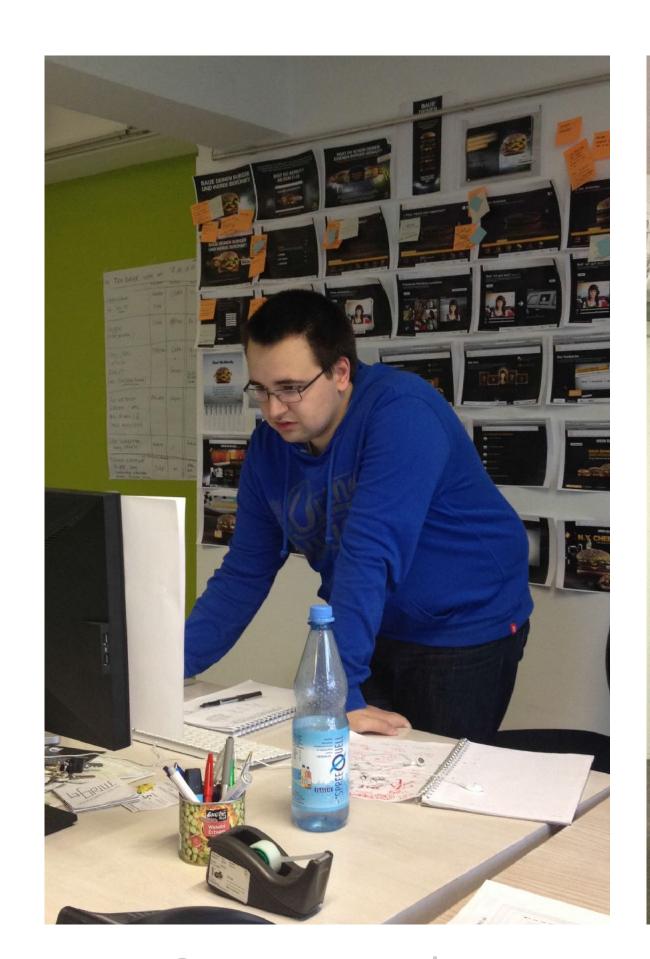


UX Designer from Jul – Dec 2012

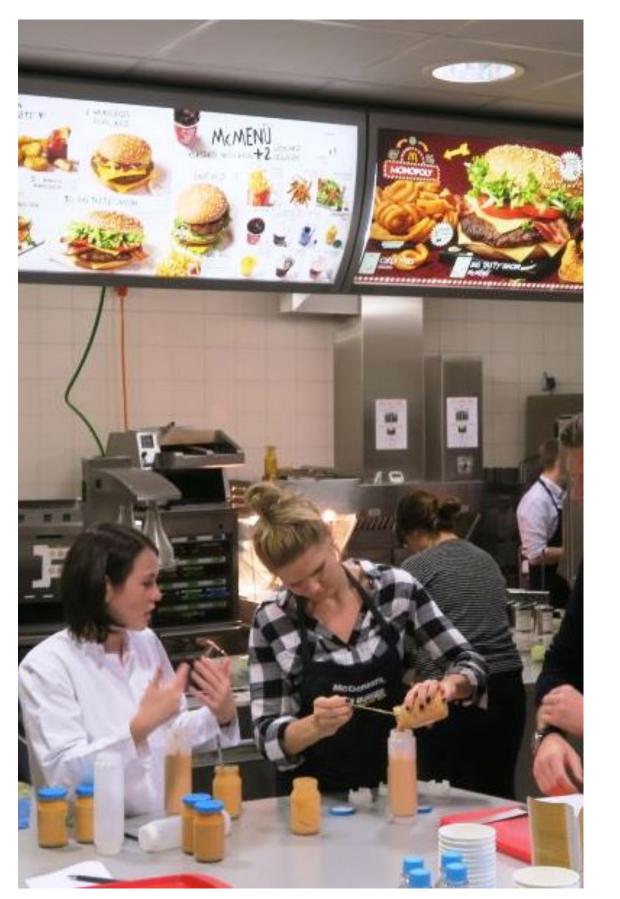
McDonald's is known for changing its line of burgers regularly. To break the yearly cycle, we gave burger lovers what they really wanted: a tool to create their very own burger. With digital burger configurator, over 116k burgers were created online—making it the most successful campaign ever launched 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.











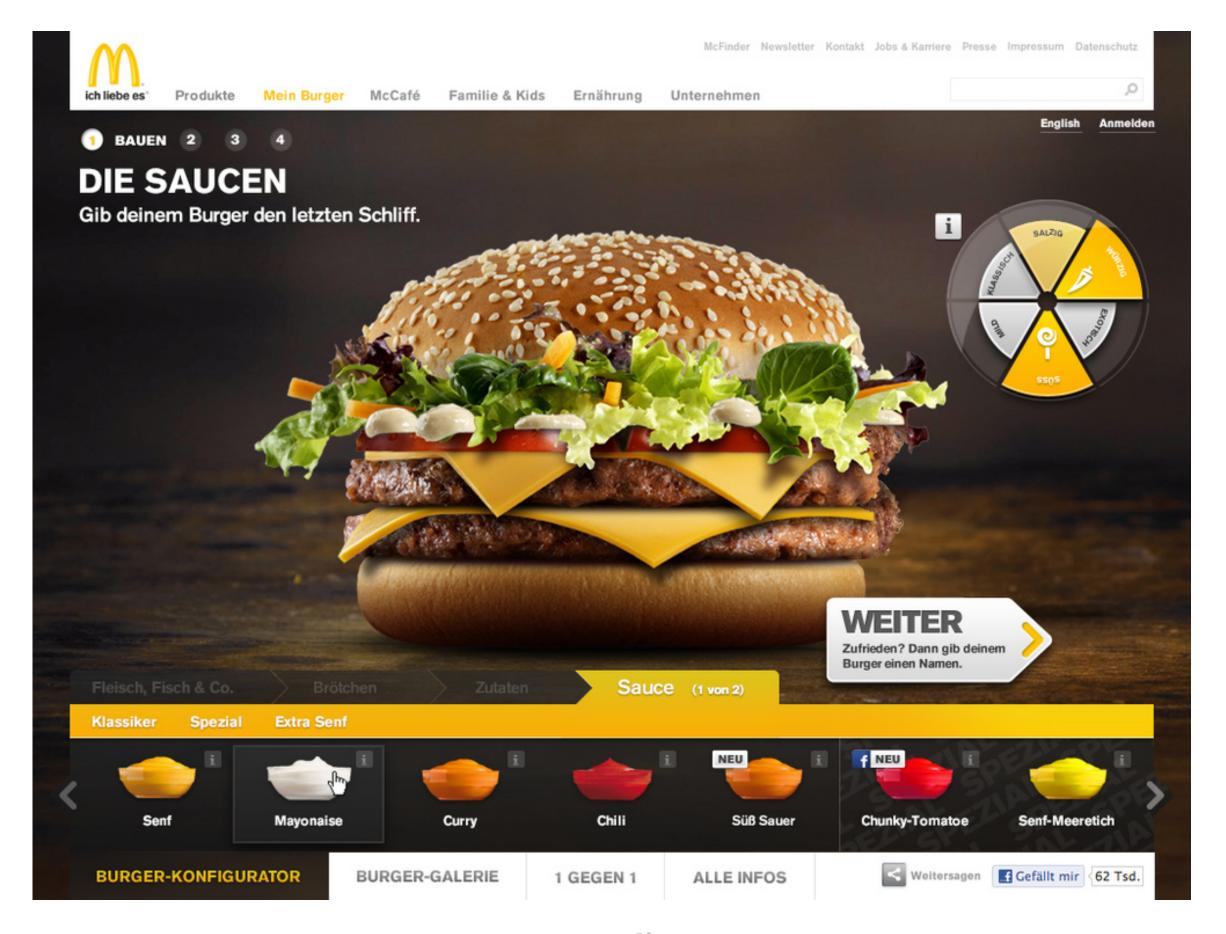
Setup user testing

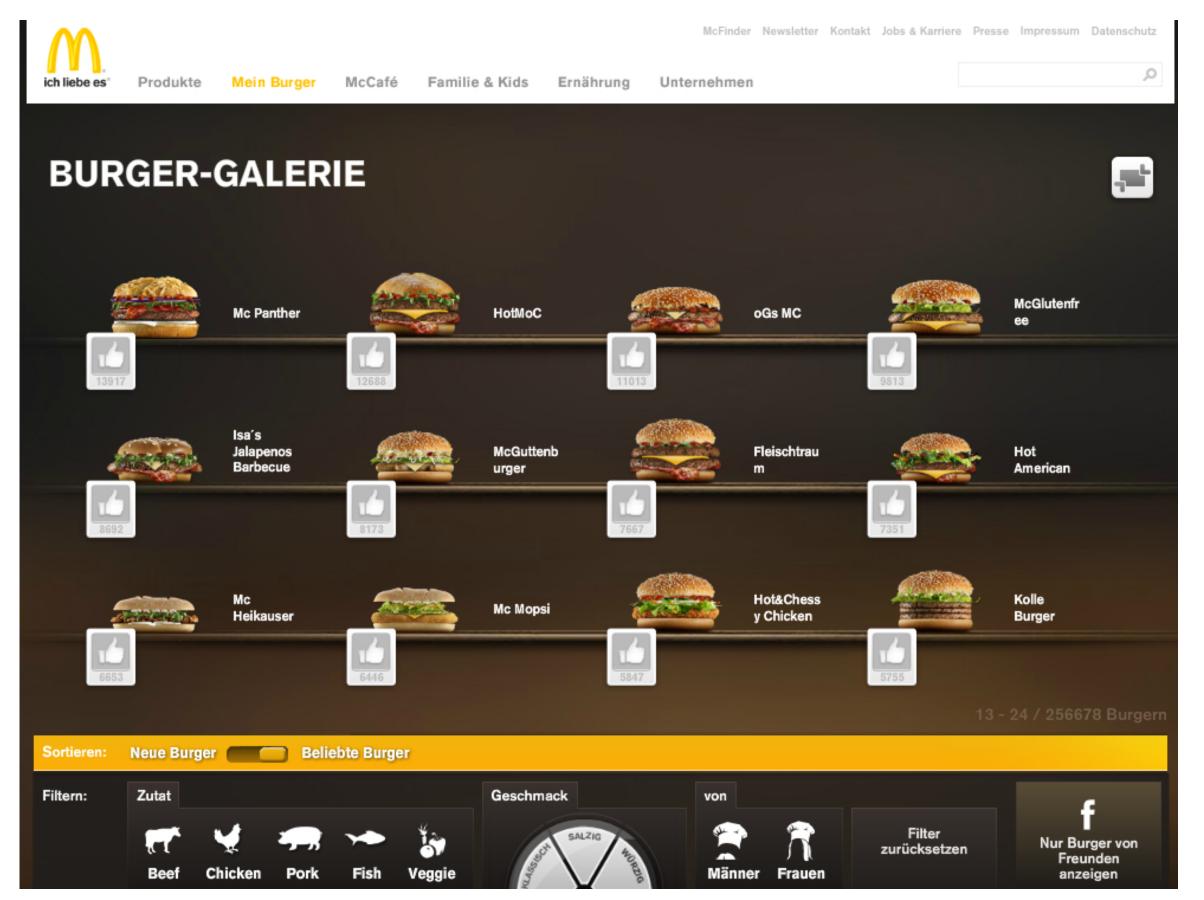
Research validation

Setup test kitchen

Social media planning

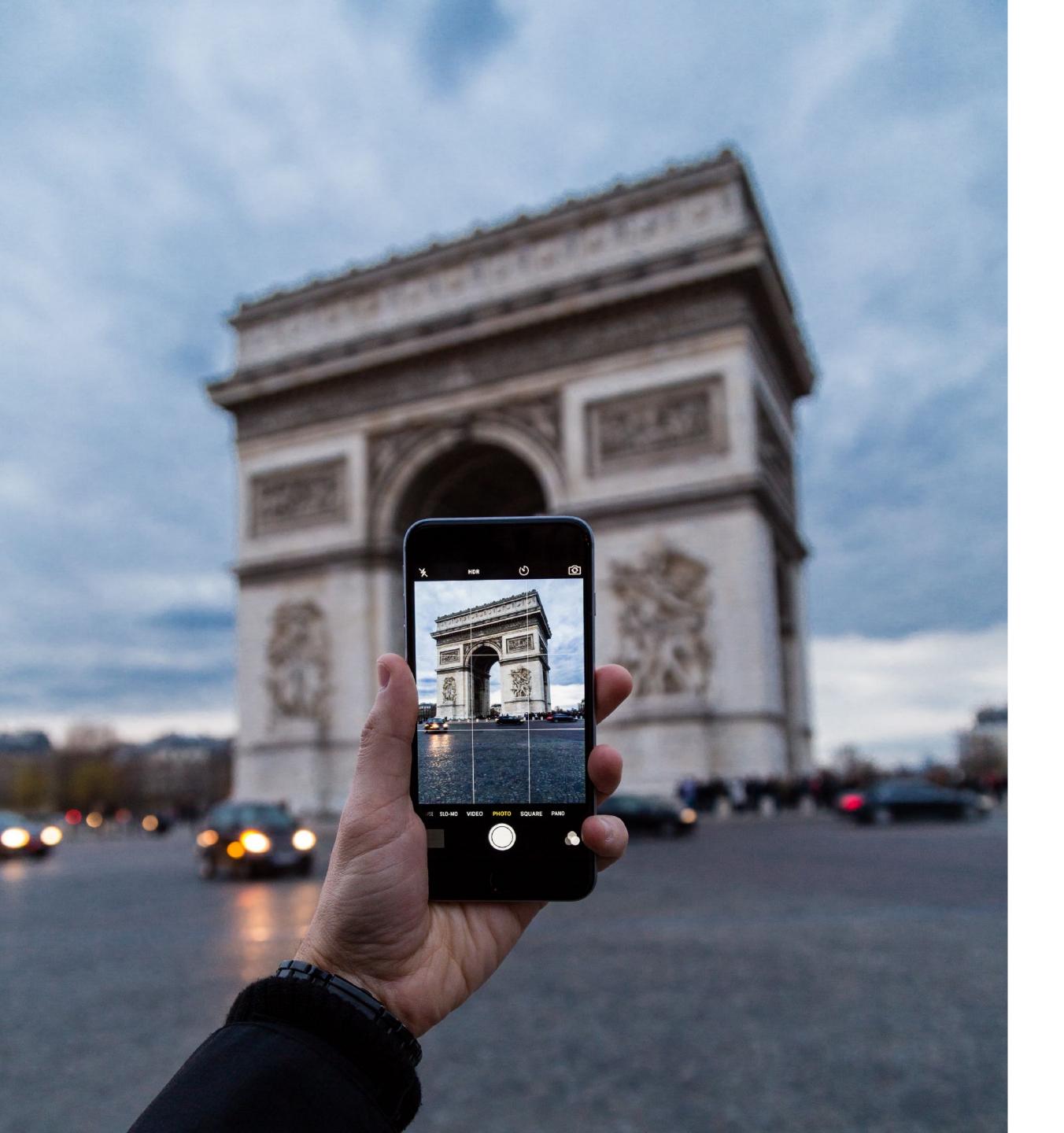






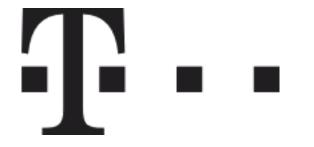
Burger configurator

Burger gallery



Telekom

HotSpot

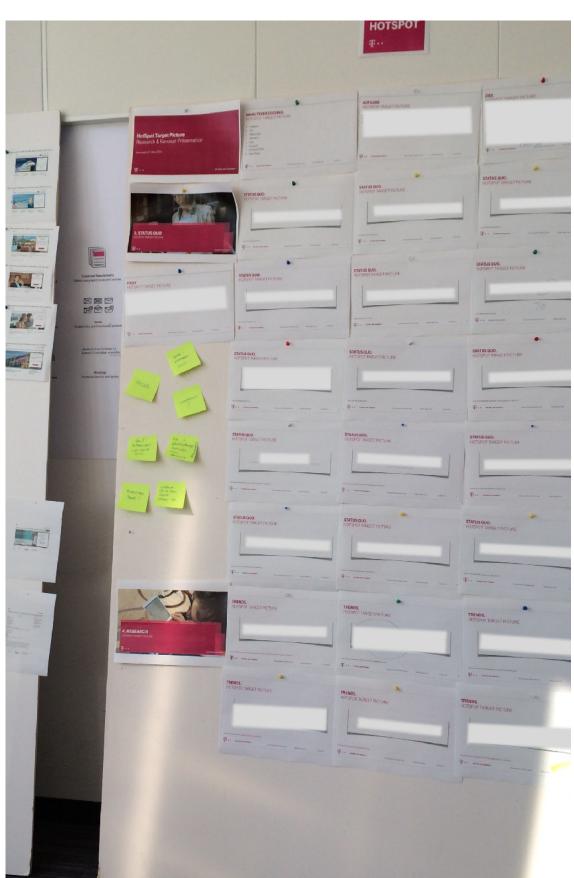


Product Designer from Apr – Aug 2018

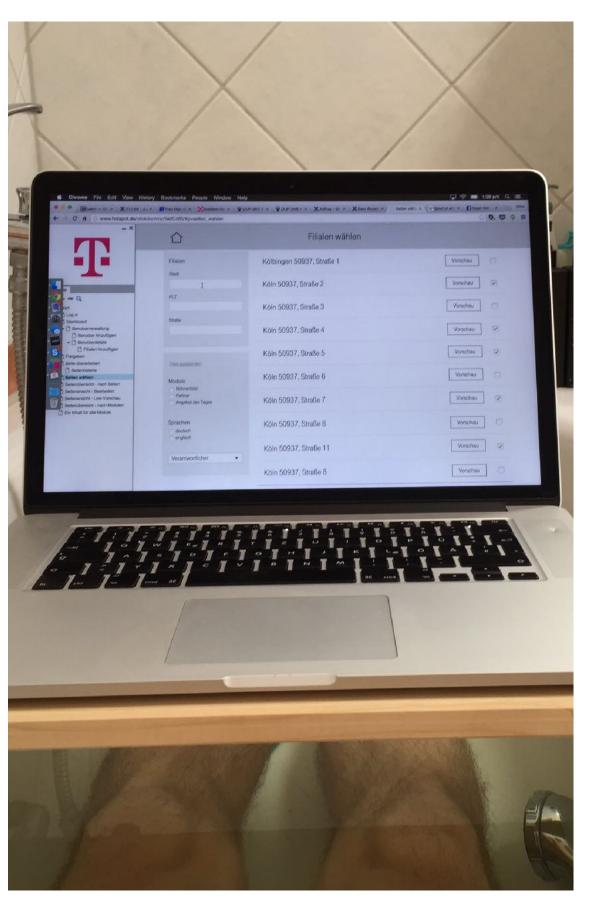
Telekom wanted to improve the HotSpot user experience, strengthening one of its most profitabel business branches. Mapping out every major decision point from consideration to billing, I lead a team to improve the user experience significantly on all major touch points. With the help of excessive research—quantitative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

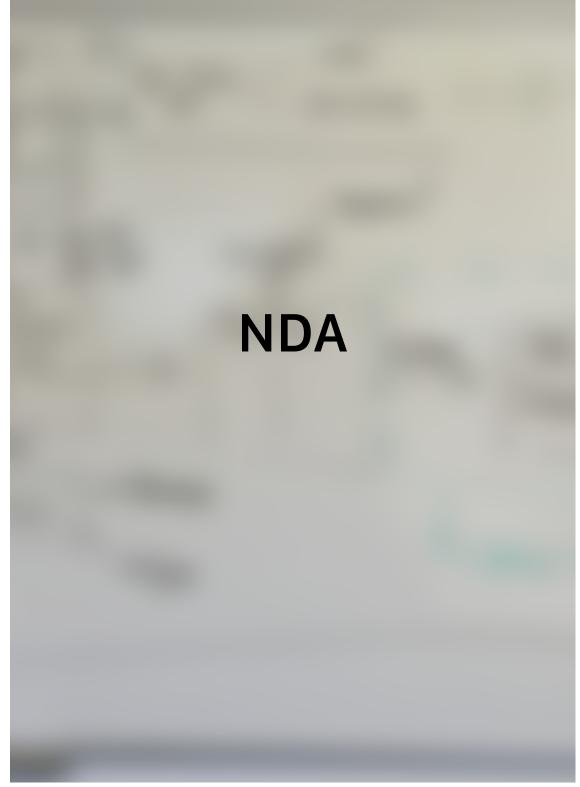
When prototyping the mobile purchase process, the new product reduced 13 input fields into 3 single taps—making the process blazing fast and almost too easy.











Software prototyping

Technical concept exploration

Qualitative research

NDA NDA



Volkswagen

Chatbot

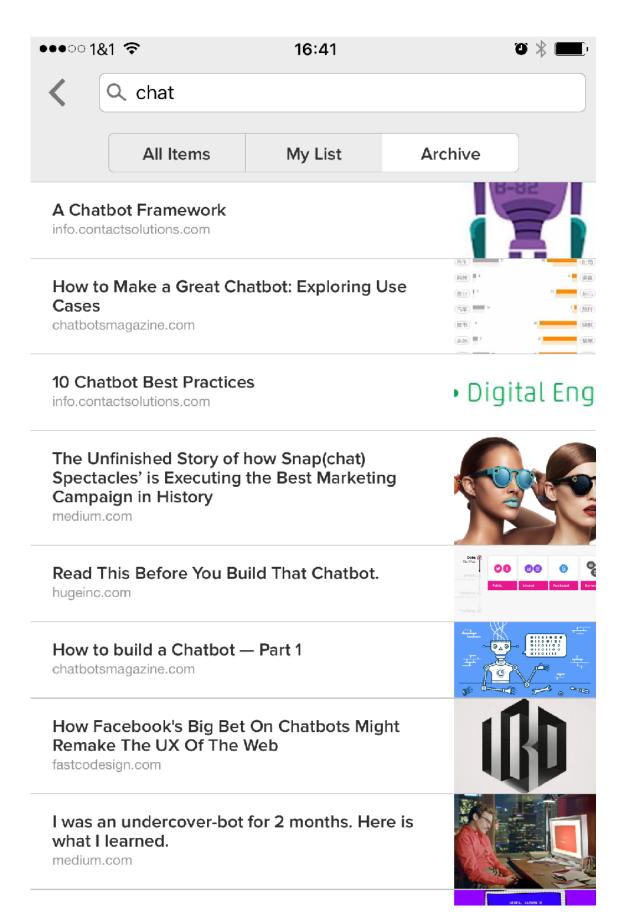


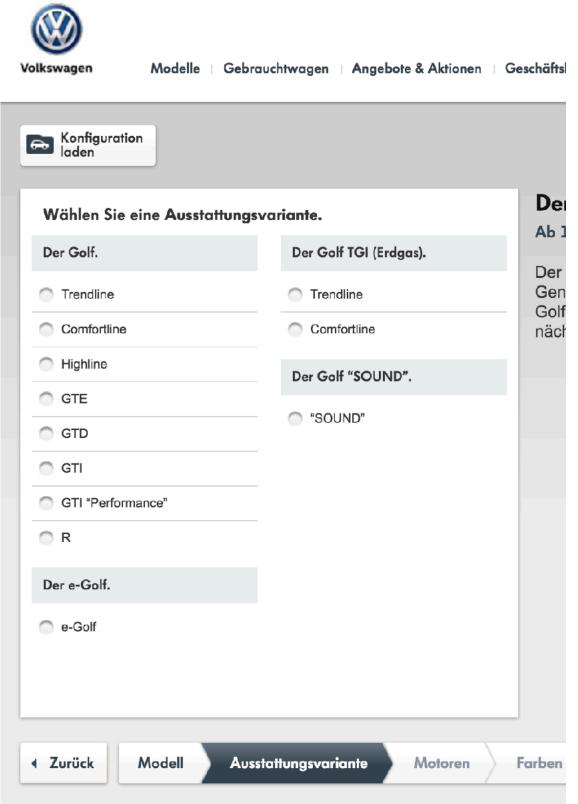
UX Designer from Oct – Dec 2016

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.

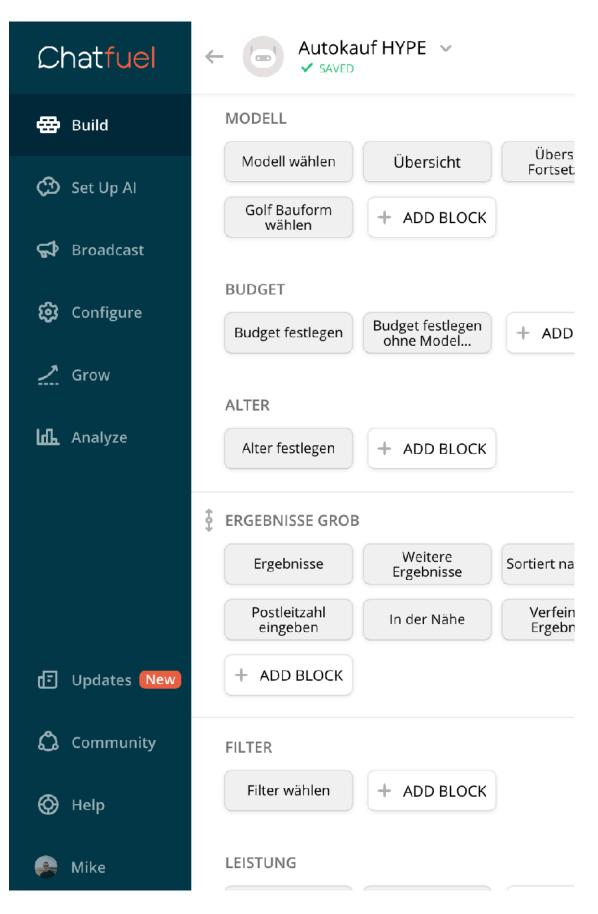
While decision tree making and prototyping the messenger app was my main task, we prepared an overall strategy for dealing with currents in the ever changing digital social landscape.









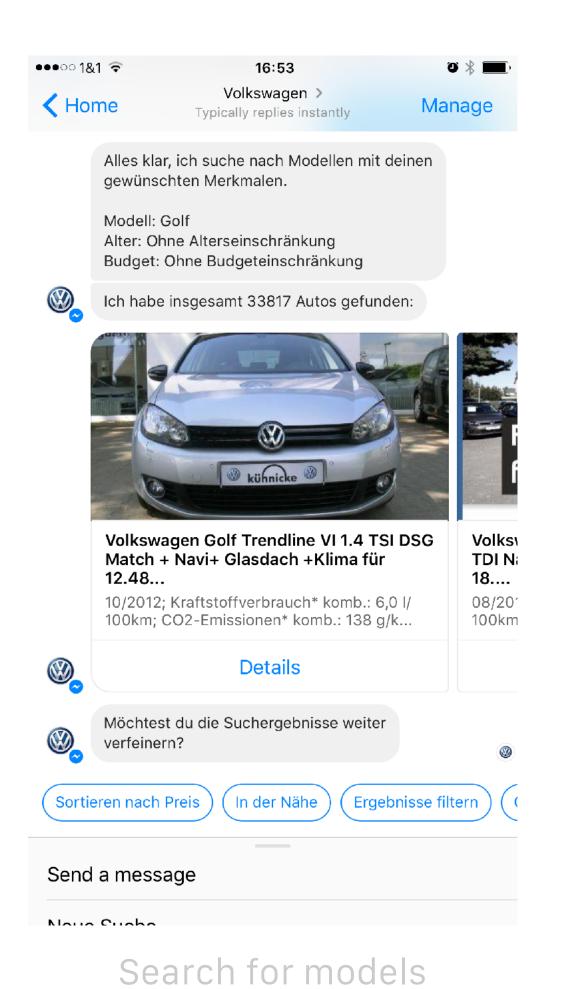


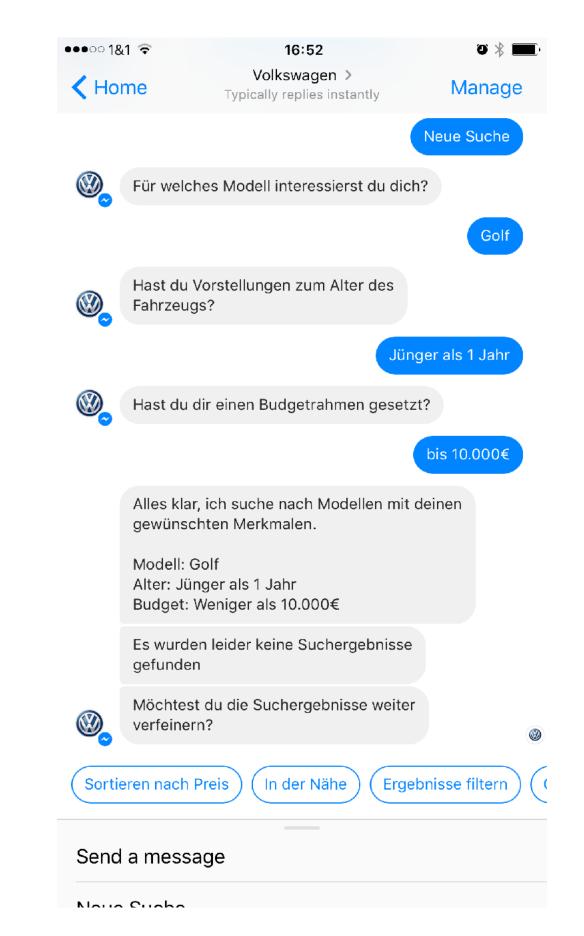
Reading articles Research current models

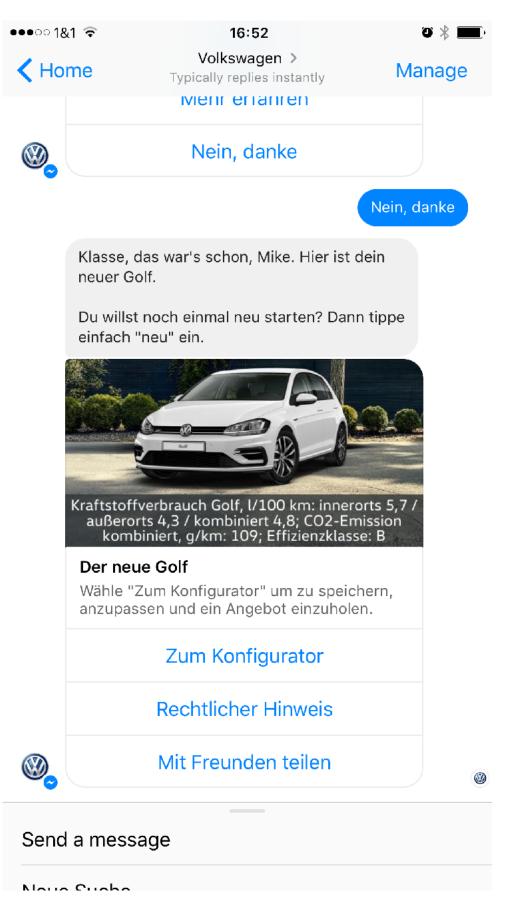
Journey mapping

Prototyping



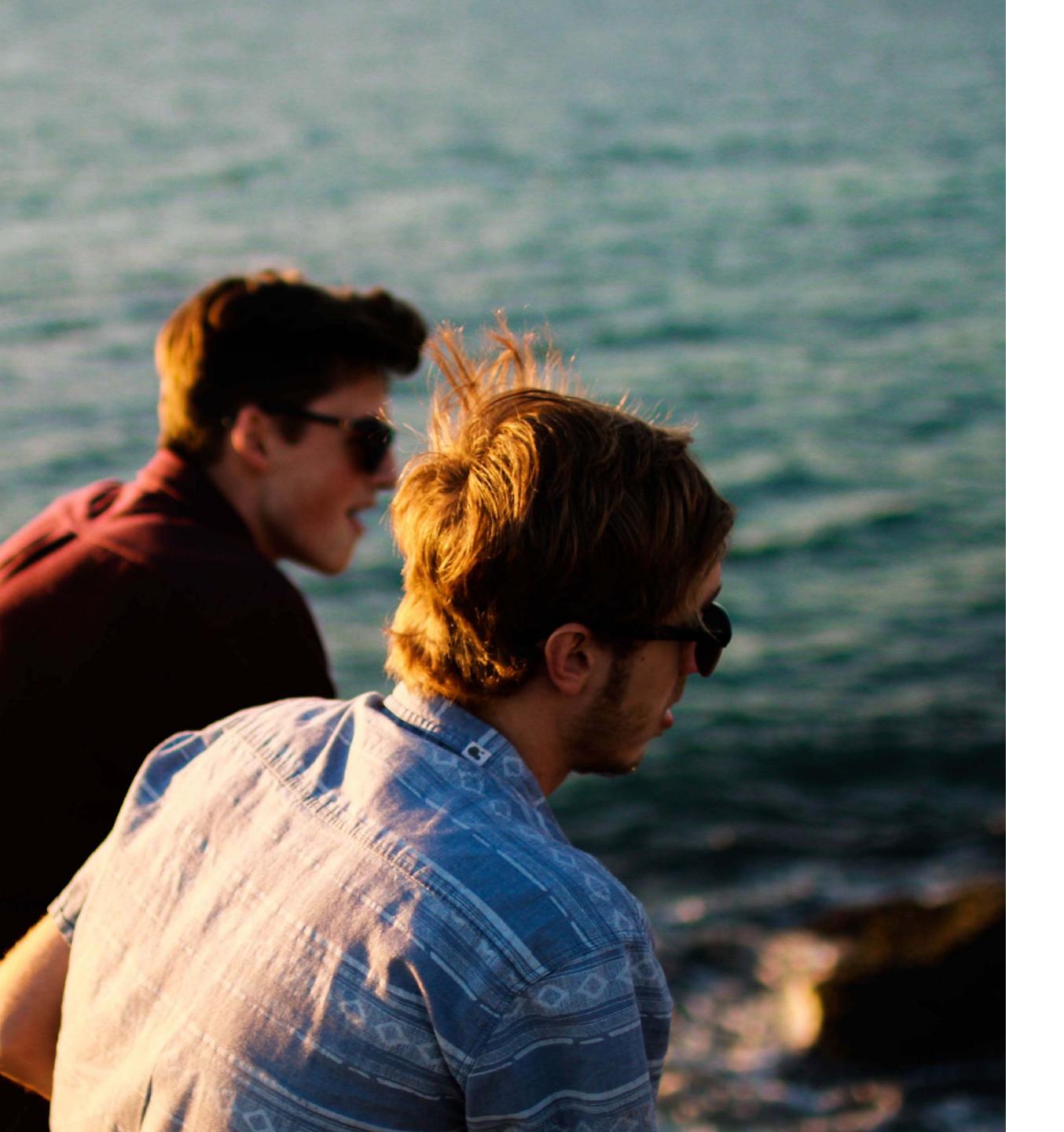






Find Golf

Configure your Golf



Bettertalk.to

Core Product

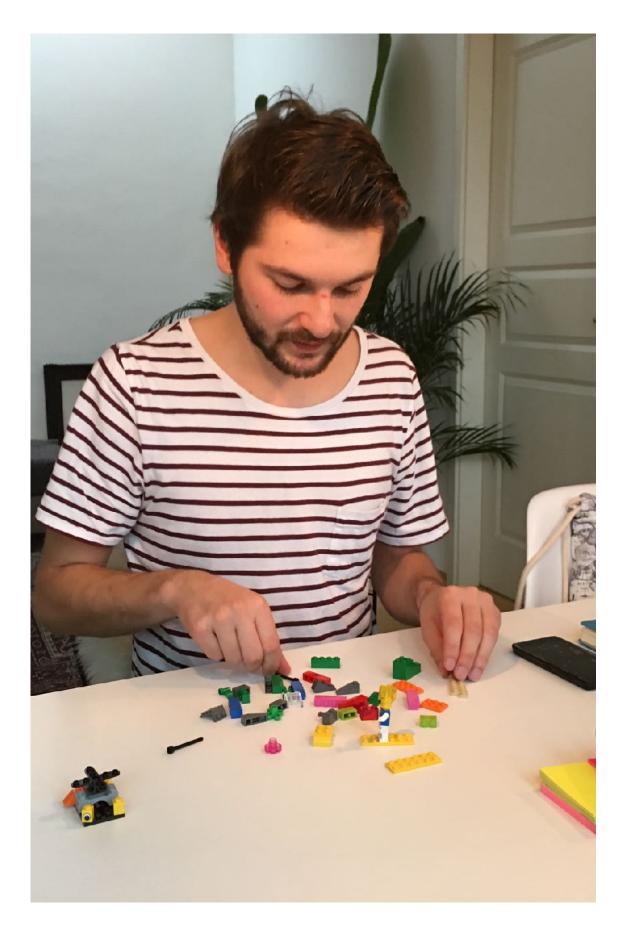


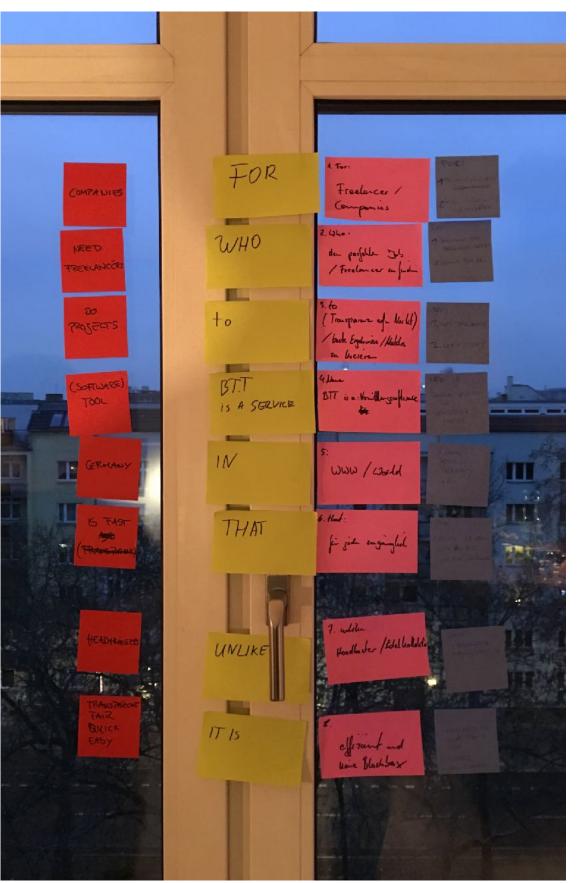
Co-Founder since Mar 2015

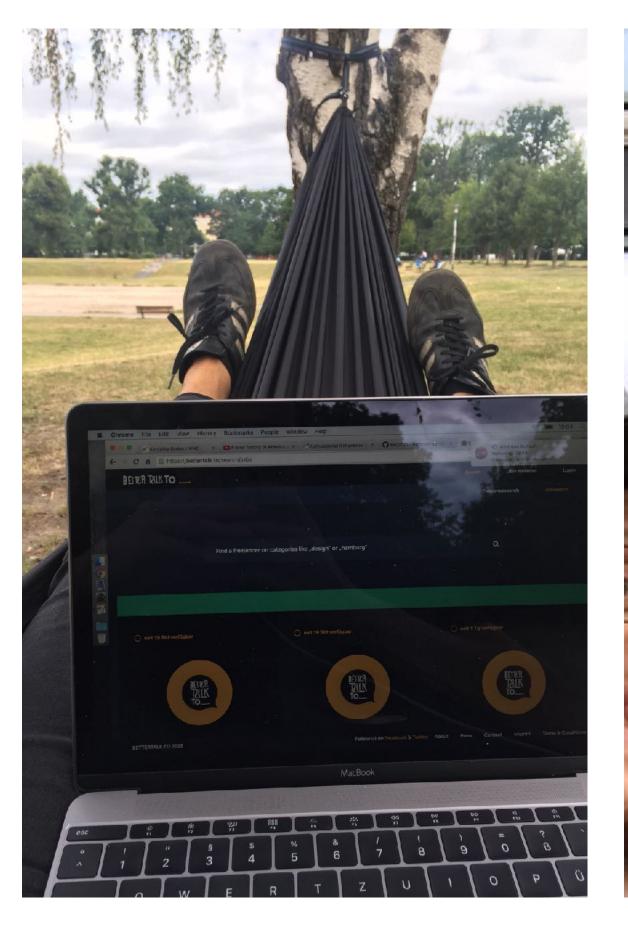
Bettertalk.to aims to become the freelance search engine for the digital industry. With almost 3.000 freelancers onboard, we already brokered more than 15MM in daily rates. As the UX designer and product manager, I'm in charge of product management as well as UX oversight—ensuring the development of 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.











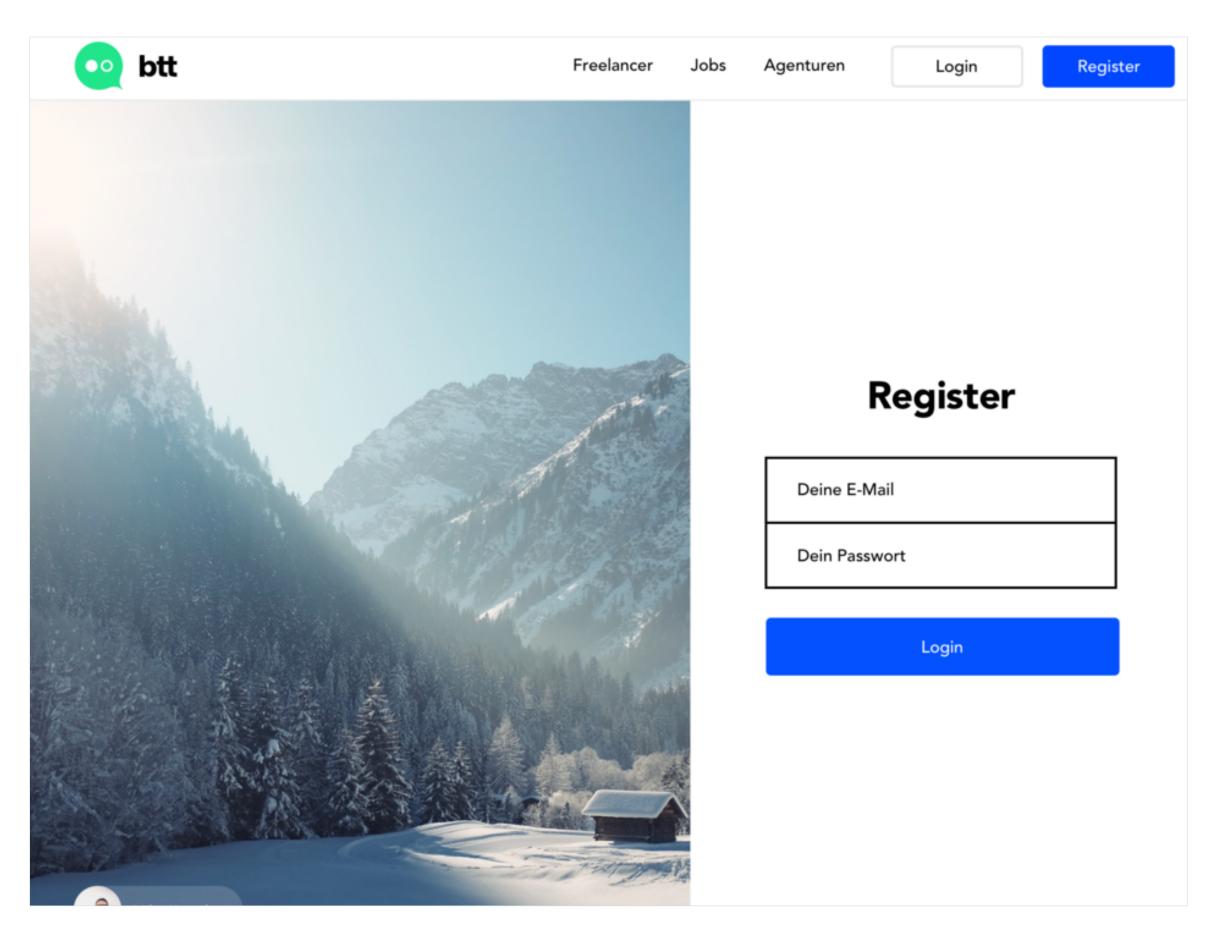
Lego serious play

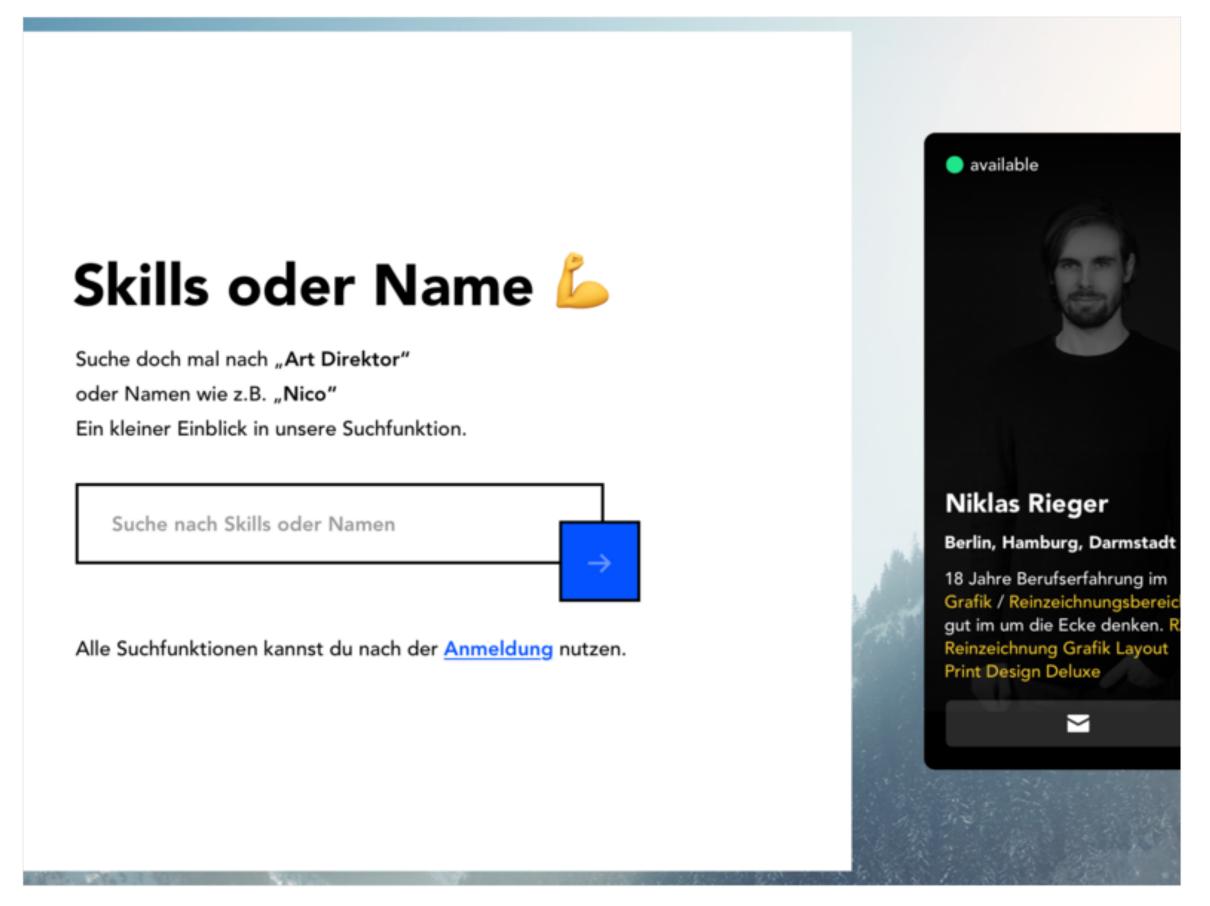
Business planning

Customer care / Research

Market fit testing







Register form Search



UX Designer

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