



# Personal User Experience and User Interface Design Portfolio

Jekaterina Miežite

BACHELOR'S THESIS  
December 2022

Media and Arts  
Interactive Media

## ABSTRACT

Tampereen ammattikorkeakoulu  
Tampere University of Applied Sciences  
Media and Arts  
Interactive Media

MIEZITE JEKATERINA:  
Personal User Experience and User Interface Design Portfolio

Bachelor's thesis 79 pages, of which appendices 33 pages  
December 2022

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The purpose of this thesis was to create a personal UX/UI (User Experience/User Interface) design portfolio that includes projects while studying Interactive Media at Tampere University of Applied Sciences.

The theoretical part of the thesis incorporates research on UX/UI job requirements, which includes the required skills, tools, experience, and education necessary to apply for the position. Self-analysis was conducted with the aim to create a personal brand to utilize in the portfolio creation. A survey was made for personal assessment as well. Lastly, UX/UI design portfolio guidelines for content and design were researched, and benchmarking on other professionals' UX/UI design portfolios was conducted.

Based on the research data and guidelines for the portfolio and established mood board, content, and layout, an interactive prototype was created and finalized within two iterations. The final result of the thesis is an interactive prototype made in Figma design software and is accessible online.

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Keywords: user experience design, user interface design, portfolio

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## 1 INTRODUCTION

To apply for UX/UI (User Experience/User Interface) designer jobs, an essential part is to be able to present a portfolio of work done in the field.

UX/UI designers' main job is to improve or create user experience while using or interacting with a product or a service. The stages until the final solution usually includes extensive research, based on which new or improved concept is created. Then the solution is visualized starting from low-fidelity sketches and wireframes and finalized with a high-fidelity prototype that is ready for development. Prototyping is usually done in an iterative approach, improving based on user feedback and user testing.

A UX/UI design portfolio usually consists of several projects done in the field with a thoroughly described process and design choices explained behind the solutions. It also presents the designer's skills and personality to the potential employer.

When applying for a job, the designer can present their work portfolio in a form of a printed document, an electronic PDF file, a website, a presentation, or an online prototype.

The goal of this thesis is to create a personal UX/UI design portfolio in a form of an online interactive prototype made in Figma design software presenting the projects done during the study period in Tampere University of Applied Sciences, Interactive Media.

## **2 THEORETICAL BACKGROUND**

### **2.1 User Experience (UX) design**

User Experience (UX) design is a process where a designer or design team creates how the end-users will interact with a product in a meaningful way. The main goal is to learn about and meet the user's requirements and needs within the product and meet them with functionality and usability in mind. However successful UX design encompasses also other aspects other than the product itself from the moment of end-user learns about it, acquisition, and until the actual usage. The whole process may include the stages of marketing, engineering, industrial design, and interface design. (Interaction Design Foundation 2022; Norman & Nielsen n.d.)

### **2.2 User Interface (UI) design**

The user Interface (UI) is the user's access point for interacting with computerized products, such as software applications, websites, or operating systems. These can be categorized accordingly:

- Graphical user interfaces (GUIs) - graphical layouts in digital form that users can interact with.
- Voice-controlled interfaces (VUIs) – interaction is done using voice commands.
- Gesture-based interfaces – interaction using body gestures.

User Interface design focus is to ensure that the interface elements are laid out properly so the users can understand the functionality and achieve their tasks easily (Usability.gov n.d.).

A UI designer is responsible for building interfaces that are visually appealing and easy to use. User Interface design normally happens at the later stages of the

project, when extensive user and development research is done. (Interaction Design Foundation 2022; Kreimer 2021)

### **2.3 UX/UI design portfolio**

UX/UI design portfolio is used to showcase the designer's skills when applying for a job. It mainly consists of an overview of projects done in the past, as well as the process behind them. The goal of a portfolio is to demonstrate the designer's skills in the field. (Interaction Design Foundation 2022; UX Design Institute 2021)

### **2.4 UX/UI designer job definition**

User Experience and User Interface designer's goal is to create an enjoyable and purposeful experience for users who interact with a product or a service. It is a user-centered approach, meaning that the uttermost priority is to design for the end-users and validate the product based on their feedback. (Parmenter 2022)

Depending on the company's size and the unique requirements for the job, UX/UI designer is often involved in the whole process of the product's life cycle – from research to implementation. At smaller startups the designer oversees the project from start to finish, being the “advocate” for the end users. They might be working with developers and company leaders. In bigger companies, there might be a specialized UX/UI department with a design team of different seniorities and the designer might be involved only in one particular stage of the project. (Parmenter 2022)

UX and UI designer jobs tend to overlap when it comes to required skills and responsibilities. Most often a UX designer is expected to have the knowledge not only in research and problem solving that happens in the early stage of a project but also knowledge of UI design and visual skills, that are merging into the UI designer's job definition. (Designlab 2022) I will separate the two definitions in this theoretical background report part.

### 2.4.1 UX designer job definition

The main responsibility of a UX designer is to create or improve user experiences, focusing on usability and accessibility. To accomplish that, the designer needs a good understanding of end users and design practices. A UX designer would typically go through these main stages in a project:

- Defining the problem: make sure that the problem is clearly defined between all stakeholders.
- Research: analyzing the product requirements, doing market research and competitor analysis, understanding user needs by conducting interviews, surveys, and other inquiry methods with the target group.
- Result analysis: combining all the gathered data from research and creating a comprehensive picture using such tools as personas, affinity diagrams user flows, etc.
- Wireframing: creating a rough outline of the product with low-fidelity sketches and/or layout frames using digital software. The main focus is on the features and information structure, not the visual design.
- Prototyping: based on the created wireframes, the designer makes prototypes that may include visual design and even interactivity. It is often an iterative process, where the goal is to bring the designs closer to the end product with every phase.
- User testing: different fidelity prototypes can be tested to validate the designs and avert investing too many resources. A UX designer's responsibility is to test the designs with real users and identify any pain points or weaknesses and improve based on the received feedback. (Designlab 2022; Usability.gov n.d.)

## 2.4.2 UI designer job definition

A UI designer is responsible for building interfaces that are visually appealing and easy to use. User Interface design normally happens at the later stages of the project, when extensive user and development research is done. (Interaction Design Foundation 2022; Kreimer 2021) With the creation of high-fidelity mock-ups and prototypes, the focus is on the visual side of the product. The UI designer would typically be responsible for the following design activities:

- Mockups and interactive prototypes: high-fidelity visualizations of the product that closely depict how the product will look like and interacted with. These are created based on wireframes and the designer may suggest optimizations for a consistent layout and user flow.
- Establishing design system and visual language: to make sure the designs stay consistent during the design process and in the future, pre-established UI elements and guidelines can be reused in creating layouts. There is often a library of reusable components, such as buttons, icons, images, graphics, etc.
- Designing brand identity: if no branding is in place already, the UI designer may take up the responsibility of creating branding elements for the product, such as logos, color palette, and typography. (Designlab 2022; UX Design Institute 2022)

## **3 RESEARCH**

### **3.1 UX/UI designer job requirements**

To understand what the requirements in UX/UI designer job market are and get familiar with the target audience, a.k.a. potential employment companies, I have analyzed ten different job advertisements in Finland and remote jobs in European Union using the most popular job search sites. This analysis will be used as the knowledge base for which skills and projects I should concentrate on when creating the content of my portfolio. It will also help me to understand what expectations are the target companies looking for and tailor the content to address those expectations (Baron 2009).

I have picked those job advertisements that seemed the most likely to fit my background and skills in UX/UI design. In the following sections, I have summarized the required skills, tool knowledge, education, and work experience from the job descriptions (See the full job advertisement posts in Appendices 1-10). The requirements listed on the analyzed job descriptions vary depending on what services or products the advertising company provides, however, I mainly concentrated on researching the general skills and common patterns in the requirements, which would help me in creating a portfolio that can be used to apply for multiple job positions.

#### **3.1.1 Required skills for a UX/UI designer**

##### **Practical skills**

The general practical skills listed in the job advertisements were the following:

- Experience in User Interface and User Experience.
  - Ability to understand user and company needs through data-driven research and implement them into practical UX solutions.
  - Ability to create user flows, user journeys, and storyboards.
  - Familiarity with interaction design and information architecture.

- Knowledge of conducting user tests and concepting workshops.
- Skills in prototyping starting from low-fidelity sketches and wireframes to high-fidelity prototypes.
- Experience in visual and graphic design.
- Experience in creating and applying design systems.
- Experience with mobile applications.
- Familiarity with responsive design practices.
- Experience with agile working methods.
- Fluency in English.
- Fluency in Finnish.

Two out of ten job descriptions mentioned a digital portfolio as a requirement.

### **Soft skills**

- Energetic.
- Emphatic.
- Result-driven.
- Good listener.
- Fast learner.
- Curios.
- Well-organized.
- Can work independently.
- Able to work in teams.
- Creative.
- Has a problem-solving attitude.
- Pays attention to details.
- Has good communication and presentation skills.
- Has a positive attitude towards learning and improving skills.
- Has good collaboration skills.
- Is enthusiastic about design, the latest design trends, digital design practices, and emerging technologies.

### **3.1.2 Required tools for a UX/UI designer**

The general required tools for a UX/UI designer listed in the job advertisements were the following (ordered from the most occurring to least):

1. Figma.
2. Other prototyping/UI design software (InVision, Sketch).
3. Adobe Creative Suite.
4. Microsoft Office.
5. Miro.
6. Trello.
7. Balsamiq.

### **3.1.3 Required job experience for a UX/UI designer**

The general job experience that the recruiters preferred in the field of UX/UI design were varying from 1-3 years.

### **3.1.4 Required education for a UX/UI designer**

The general education requirement for a UX/UI designer in Finland and the EU was an MSc. Or BSc. Education in UX/UI design or similar fields, for example, Design, Digital Design, Art, and HCI.

## **3.2 Self-analysis**

Based on the previous research of UX/UI designer job research, for self-analysis I will identify my personal brand and summarize my own knowledge and experience, keeping the focus on UX/UI design.

### 3.2.1 Personal assessment

According to Baron (2009), “Portfolios are bound together by the personality and goals of those who create them. When you define the type of work you want and identify yourself within it, you lay the first building block for your unique portfolio.”

A portfolio can raise quick assumptions about a person from those who review it, which is why it is important to evaluate myself and have a clear image of how I want to present myself to potential employers. (Baron 2009)

To understand my personal goals, interests, qualities, weaknesses, and strengths, I will conduct a personal brand assessment based on Anderson’s (2016) personal brand self-assessment study. This will help me to build a unique brand identity within my portfolio both content and design-wise. I will also gain a better understanding of how to present myself to a potential employer and what skills and qualities I should emphasize.

Anderson (2016) mentions that self-evaluation will “propel your personal and professional growth, and the resulting insights will enrich the story you’re telling” and “insights will translate into visual cues for the design of your brand identity.”

The self-assessment study contains eight exercises that are done on a printable template (Anderson 2016), however, I will do only seven of them:

1. **Inside self** for identifying interests, talents, and passions, as well as strengths and weaknesses.
2. **Values** for understanding my core values that guide who I am, my attitude, and actions.
3. Identify **interests, talents, and passions**, which are the unique identifiers that distinguish me from others in the job market.
4. **Strengths and weaknesses** to address my personal strengths and personality traits that I would want to emphasize when applying for a job. And identify weaknesses, which would make me aware of which jobs and responsibilities are not suitable for me and be prepared to address them in a job interview.

5. **Outside self** to learn about myself from the perspective of others – my behavior, attributes, and personal style, which would help me to identify how my personal brand is perceived by others. This exercise requires involvement from other people that are familiar with me. For this purpose, I created a survey (see Appendix 12) that was filled out by 9 respondents.
6. **Inside self + outside self** summarizes the key insights from my self-assessment, which would lead me to an understanding of what values I can offer to the potential employer and develop my brand story.
7. **Creative brief** to understand my ideal job destination, which further will help me to define and inspire my brand identity and narrow down my personal wants and qualities.

The results of this exercise have given me valuable insights into my personality, goals, and how others view me. The last exercise “Creative brief” serves as the summary of all exercises and as a statement of my personal brand. See all the filled answer sheets in Appendix 11.

The Creative Brief (see Picture 1) summarizes the following points about me:

### **Target audience (Where you want to work)**

**Field of Interest:** UX/UI Design

**Type of company:** Software or design company

**Company location:** Preferably Finland, but large remote work allowance

**Company size:** Small enough to fit in one office

**Type of job:** UX/UI designer

### **Value proposition (What you can offer to the target audience)**

1. I have a positive outlook on challenges.
2. Always thoughtful and compassionate towards others.
3. Curious for experiences and knowledge.
4. Independent, but highly collaborative in teams.
5. Inspired by life experiences and highly energetic.

**Brand statement (What your brand stands for)**

Outside my work and studies, I seek to spend my positive energy with friends or make new acquaintances. On quiet days I turn to singing, playing guitar and piano, reading, or playing board games. The continuous life project that I am passionate about is traveling and seeking out odd experiences.

**Brand promise (Your unique differentiating brand proposition)**

Designs full of energy, yet considerate towards users.

**Brand characteristics (Qualities that best describe you)**

Energetic, Adventurous, Empathetic, Curious, Easy-going, Positive.

## creative brief | [ Your Name ] *Katerina*

TARGET AUDIENCE (Where you want to work)	
Field of interest:	UX/UI Design
Type of company:	Software or design company
Company location:	Preferably Finland, but large remote work allowance
Company size:	Small enough to fit in one office
Type of job:	UX/UI designer
VALUE PROPOSITION (What you can offer the target audience)	
1.	I have a positive outlook on challenges.
2.	Always thoughtful and compassionate towards others
3.	Curious for experiences and knowledge
4.	Independent, but highly collaborative in teams
5.	Inspired by life experiences and highly energetic.
BRAND STATEMENT (What your brand stands for)	
<p>Outside of my work and studies I like to spend my positive energy with friends or make new acquaintances. On quiet days I turn to singing, playing guitar and piano, read or play boardgames. The continuous life project that I am passionate about is travelling and seeking out new experiences.</p>	
BRAND PROMISE (Your unique differentiating proposition)	
<p>Designs full of energy, yet considerate towards users</p>	
BRAND CHARACTERISTICS (Qualities that best describe you)	
<ul style="list-style-type: none"> <li>• Energetic</li> <li>• Adventurous</li> <li>• Empathetic</li> </ul>	<ul style="list-style-type: none"> <li>• Curious</li> <li>• Easy-going</li> <li>• Positive</li> </ul>

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PICTURE 1. Filled Creative Brief from self-assessment exercise (Anderson 2016)

### 3.2.2 Analysis of own knowledge and experience as a UX/UI designer

#### Education and work experience

The relevant education for UX/UI designer job that I currently have is the following:

- 2-year Academic Profession Degree in Multimedia Design (University College of Northern Denmark, 2016-2018).
- Bachelor's degree in Media and Arts (Tampere University of Applied Sciences, 2018 - present).

My previous work experience in UX/UI design or similar is the following:

- Front-end/UI developer intern (2018 January - 2018 April).
- App designer and developer, study project intern (2018 May - 2018 June).
- Web design intern (2020 June - 2020 August).
- UX/UI Designer and Graphic Designer (2020 September – present).

#### Skills

During my studies, internship, and work experience, I have gained the following skills in UX/UI design:

- Ability to conduct user and market research and apply the findings in product creation.
- Create user flows, user journeys, storyboards, personas, and mood boards.
- Create product prototypes – from low-fidelity sketches and wireframes to high-fidelity interactive prototypes ready for development.
- Ability to facilitate concepting workshops with stakeholders.
- Conducting user tests and iterating through prototypes based on the results.
- Design system creation and application.
- Experience in visual and graphic design.

- Experience with mobile applications.
- Familiarity with responsive design practices.
- Designing brand identity.

Other skills that I possess are not directly related to UX/UI design, however, they might prove useful:

- Basic web & front-end development skills (HTML, CSS, JS, CSS frameworks, WordPress, SEO, Google Analytics).
- Knowledge in digital marketing.

## **Tools**

Tools that I am familiar with and are applied in UX/UI design work, are the following:

- Figma
- AdobeXD
- InVision
- Adobe Creative Suite

## **3.3 UX/UI design portfolio guidelines**

### **3.3.1 Content guidelines**

Before starting to build a portfolio, it is important to pick out the most suitable content that reflects the expertise and technical skills in the area. The portfolio should represent the best examples of your designs and concepts, (Myers 2014) as well as your personal brand (Anderson 2016). A portfolio is “a powerful branding tool so it should always accurately reflect who you are as a designer, the value you can offer, and where you’re at in your career.” (UX Design Institute 2022)

According to Anderson (2016), “The projects in your portfolio should show off your best and most original ideas, and they must be well executed. Showcase the work that you love and the type of work that you’d like to be hired to produce. Anything you include should demonstrate your skills, abilities, range, talents, and experience. “

According to Myers (2014), “Employers want to know not only what work experience you have had but what skills you gained on the job.” It is important to show your involvement in each project that is demonstrated in the portfolio. Some projects might not be in use after the completion or be only at a concept level. These, however, are worth including, since they demonstrate how the project progressed from the beginning until the final solution and shows your thought processes and design abilities. (Myers 2014) The projects may feel much more authentic when the process is shown by preliminary sketches, word maps, prototypes, and such. It would demonstrate your attention to detail and prototyping abilities to the employer. (Anderson 2016) Anderson (2016) emphasizes that “Learning about a project’s back story allows your viewer to better understand the concept, design direction, or process that made it successful.” In UX projects, UX Design Institute (2022) emphasizes that process and problem-solving are the focal point when talking about a project. The descriptions should begin by addressing the problem to solve and follow a chronological structure afterward. A reflection of how the final result has solved the problem and what impact has it made. (UX Design Institute 2022)

In some cases, the projects might be done in groups, where it is important to clearly define your involvement in the project. It also demonstrates the ability to work effectively in a team. (Myers 2014)

Design work done in college or technical school can be included as well. Many of the tasks in design-based classes will demonstrate your style in designing. Student portfolios tend to be quite general, therefore it is important to emphasize your area of expertise and demonstrate your unique abilities. (Myers 2014)

It is important to select the job you’re interested in and tailor the portfolio to it, including only those samples that match the particular job. It might be a good idea

to research each company and adjust your design work in the portfolio according to that. (Myers 2014) Putting some thought into what projects support the industry, type of company or job position you are aiming for will show the potential employer the experience or familiarity with the company's requirements.

There are different opinions on whether a portfolio should show a diverse set of skills and projects or whether it should be narrowed down to a smaller range. According to Myers, it depends on the job you are applying for. If the company asks for a specific set of skills, it might be a good idea to tailor the portfolio to that. However, if you are just starting out in the field, it might be better to showcase different types of projects and styles that you can offer to the employer. (Myers 2014) It might be beneficial to show some variety in client and identity types with different projects. That would demonstrate the ability to approach projects in different ways and shows the versatility and flexibility of the applicant. (Anderson 2016)

It must be noted that potential employers need to quickly assess your skillset, so you need to filter out only the strongest and most cohesive work (Anderson 2016). The most important thing is to show your best efforts in a project, so it is not a good practice to include "weak pieces", even though they might demonstrate a particular skill that the job requires (Myers 2014). Including low-quality work, even though it might be the only piece that shows a particular skill set, makes the reviewer think that this is the quality they might receive if they hire you, devaluing the portfolio. Minimizing the number of projects to include, can also minimize the inclination to present inferior work. strength (Baron 2009). Krause (2019) suggests including 3-5 detailed case studies in a UX design portfolio that align with the job description in question.

Besides an aesthetically pleasing display, the presented work in the portfolio must first speak about how it addresses the objectives of the project, solves a certain problem, or creates a meaningful user experience. Otherwise, the work serves only decorative purpose, while the foremost thing that the employer should be looking for is the meaning and quality of your work. (Anderson 2016)

Baron (2009) suggests including the following information in the portfolio:

- **Work identifiers**, such as short title, the client, and my role in the project.
- **Introduction of myself** by providing a description of myself. If the description doesn't fit in three lines or less, it might be a better idea to have a separate "about" page to navigate to, but let the work speak for itself first.
- **Explanation of creative thinking** and process comments in presented projects provides an appreciation for the designs and tells about the project and its challenges.

The portfolio should communicate the skills that you can offer to the potential employer. However, it is worth including skills that do not directly concern the job in question, since those can give a sense of who you are as a person and give a sense of how you could fit into the company's culture. (Anderson 2016)

When talking specifically about UX portfolios, UX Design Institute (2022) recommends following a well-established format, which most of hiring managers will expect to see:

- A landing page with an "elevator pitch" introduction and links to the case studies.
- An "About me" page.
- Portfolio section with several case studies.
- A "Contact" page.

Once the portfolio is completed, it is a good practice to ask for feedback from others. An opinion from "outside" might prove helpful for catching grammar mistakes and giving insights about the content and overall experience of the portfolio. (Krause 2019)

### **3.3.2 Design guidelines**

Since my goal is to build a UX/UI design portfolio, it is vital to deliver a flawless user experience to the reviewers through the user interface.

Before deciding on the visual components of the portfolio, a good starting point is to design a mood board, that includes core elements, such as typography, colors, and images that would best represent my own brand identity. This will help me to understand what unique qualities that will differentiate me from other applicants, I want to emphasize through visual language. (Anderson 2016) UX Design Institute (2022) emphasizes that the chosen colors and typography should create a consistent brand, while also keeping general design rules in mind, such as contrast and legibility. Whatever the decisions are when designing the portfolio, it should always reflect my personal brand and style and represent me as both a designer and a person. (Designlab 2022)

According to Baron (2009), simplicity is the most important aspect when designing a portfolio. She suggests keeping these guidelines in mind when designing:

- **Focus on a design that is easy to create.** Most likely elements that are overcomplicated to create, will also be too distractive for a portfolio.
- **Keep animations minimal.** Even better if the animations are responding to user interactions only to avoid distractions.
- **Limit color palette.** Stick to two colors plus black and white.
- **Keep the design work in focus.** The displayed images of the projects should be the focal point on the pages.
- **Make a wise choice of backgrounds.** It is easy to go wrong with colorful backgrounds and the safest option is to stick with a solid, neutral color.
- **Make enough white space** for the pages to appear more spacious.

Every page should be consistent throughout the portfolio and major elements placed in the same place on the page. A column grid when designing might prove useful in this case. The layout should follow the actual content when designing, instead of using placeholder texts and images. While considering the layout of the portfolio, it must be kept in mind that the content will eventually need to be updated or modified. (Baron 2009)

Images in the portfolio can visually tell the story behind the presented work. They often work as the primary elements communicating the essence of the projects and have a strong impact on the viewer. Therefore it is important that the imagery is not there only for aesthetics, but that they enhance the message conveyed with text. Elements in the images must look consistent and well-executed to successfully present the project. If multiple projects are built for the same mediums, for example, an app, the images should be displayed in the same way. This can be achieved by applying the same layout, device type, size, perspective, lightning, and shadows. (Anderson 2016)

### **3.4 Benchmarking on UX/UI design portfolios**


To get an understanding of what are the common patterns in content and structure when it comes to UX/UI design portfolios, I have conducted benchmarking on several UX/UI and Product designer professionals' websites. I also wanted to gain insight into how other designers convey their personal brand through visuals and the interface.

#### **Moritz Oesterlau ([moritzoesterlau.de](http://moritzoesterlau.de))**

Moritz Oesterlau, a UX/UI designer, has taken a minimalistic approach in presenting his work. He starts with a small introduction about himself accompanied by an animated profile image. Three case studies are listed further down with brief descriptions added to them. There is only one page in the navigation bar and a clickable email link.

**Moritz Oesterlau**  
UX/UI Designer


Work [hello@moritzoesterlau.de](mailto:hello@moritzoesterlau.de)



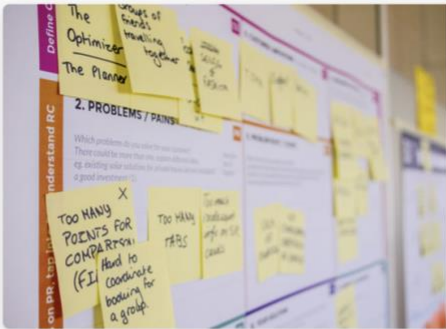
**Hi, I'm Moritz** 🙌

I'm a UX/UI Designer with over six years experience conceptualizing and crafting digital products, helping businesses and non-profits expand their capacity for impact 🚀

As a tutor at CareerFoundry, I help aspiring UX design students build a career they love by giving feedback and sharing my knowledge and passion for design, technology, and the field of education 🎓



**Not in the mood to read? Listen to Ran.**  
My portfolio was reviewed and approved by the grand Ran Segall 🙌 Honored!




FACILITATION / WEB DESIGN / BRANDING

**Building a Website Concept Through Fast-Paced Workshops**

How to act strategically despite limited time and budget.

View Case Study



RESEARCH / PRODUCT DESIGN

**An Approach to Digitization in Education**

An attempt to push forward future-proof education.

View Case Study

PICTURE 2. Moritz Oesterlau portfolio landing page (Oesterlau n.d.)

Moritz introduces his work with an overview of the sector, challenge, role in the project, and project time.

# Building a Website Concept Through Fast- Paced Workshops

How to act strategically despite limited time and budget


<b>Sector</b>	Nonprofit, Culture, Youth Education
<b>Challenge</b>	The organization's website needs to be redesigned to better connect with its audiences, including building a more intuitive information architecture and developing a coherent visual language.
<b>My Role</b>	Workshop Facilitation, Information Architecture, Webdesign, Branding
<b>Project Time</b>	3 weeks (before handoff to development)

PICTURE 3. Moritz Oesterlau portfolio case study introduction (Oesterlau n.d.)

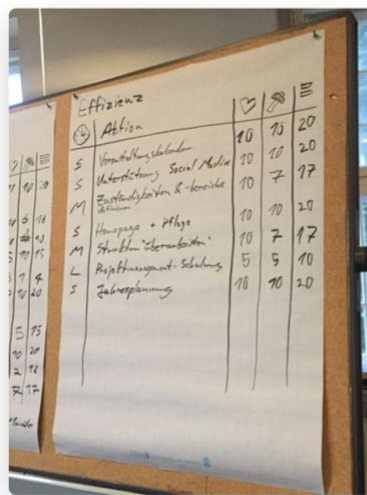
All of Moritz's projects go into the process and design choices on a highly detailed level. Such steps as ideation, initial sketches, user research and testing, prototypes, etc. are described, leading the viewer through the whole life cycle of the project.

### Setting Goals

By brainstorming and prioritizing ideas in terms of efficiency (*"How can we make our internal processes or the processes within our products or services more efficient?"*) and awareness (*"What can we do to be seen?"*), we quickly came to a roadmap with the next steps, focusing not just on the website, but also on the organization itself – I believe that a strong organization is more likely to create strong products and services.



Brainstorming and prioritizing goals in terms of awareness

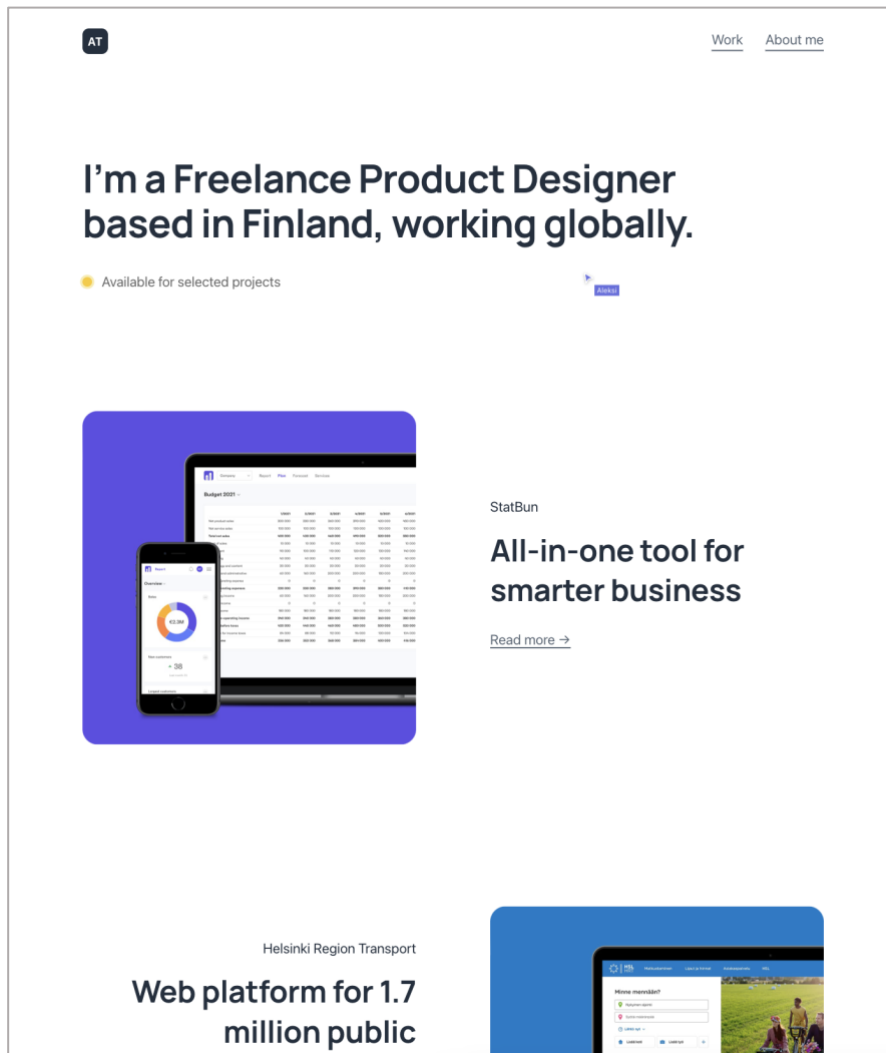


...and efficiency.

PICTURE 4. Moritz Oesterlau process reflection (Oesterlau n.d.)

## Aleksi Tappura (aleksitappura.com)

Aleksi Tappura is a freelance product designer and mainly presents his work with digital services. His portfolio is simple and professional-looking. There are two pages in the navigation – Work (also landing page), where he lists five projects, and About Me where he describes his working style and clients, he worked with.



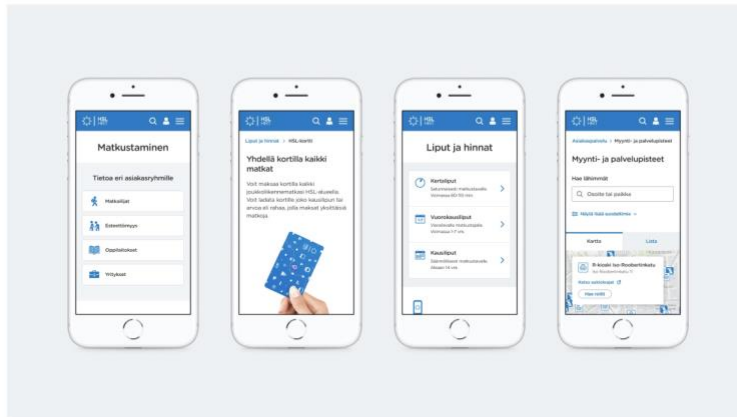
PICTURE 5. Aleksi Tappura portfolio landing page (Tappura 2022)

In the individual case studies, Aleksi presents an image of the ready-made product and moves on to describe the background of the project, briefly mentions the working methods and process, and shows the final project in detail explaining the decisions behind the design choices.

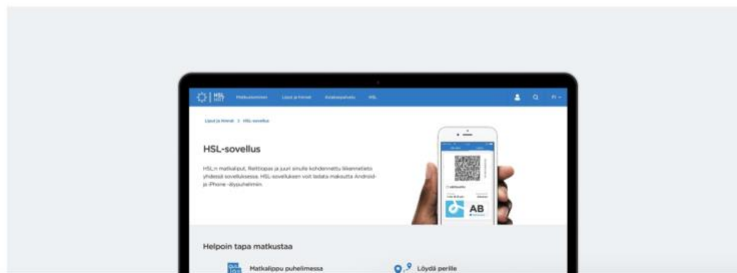
## Solution

Our team created a new website with a modular structure, which enables the HSL.fi to function as a platform for multiple services and teams. From the customer's perspective, the user can find all of their information from one place, instead of multiple services with inconsistent user experience.

Design methods used during the project included journey mapping, facilitating workshops, user interviewing, usability testing, UI/UX design and prototyping solutions.



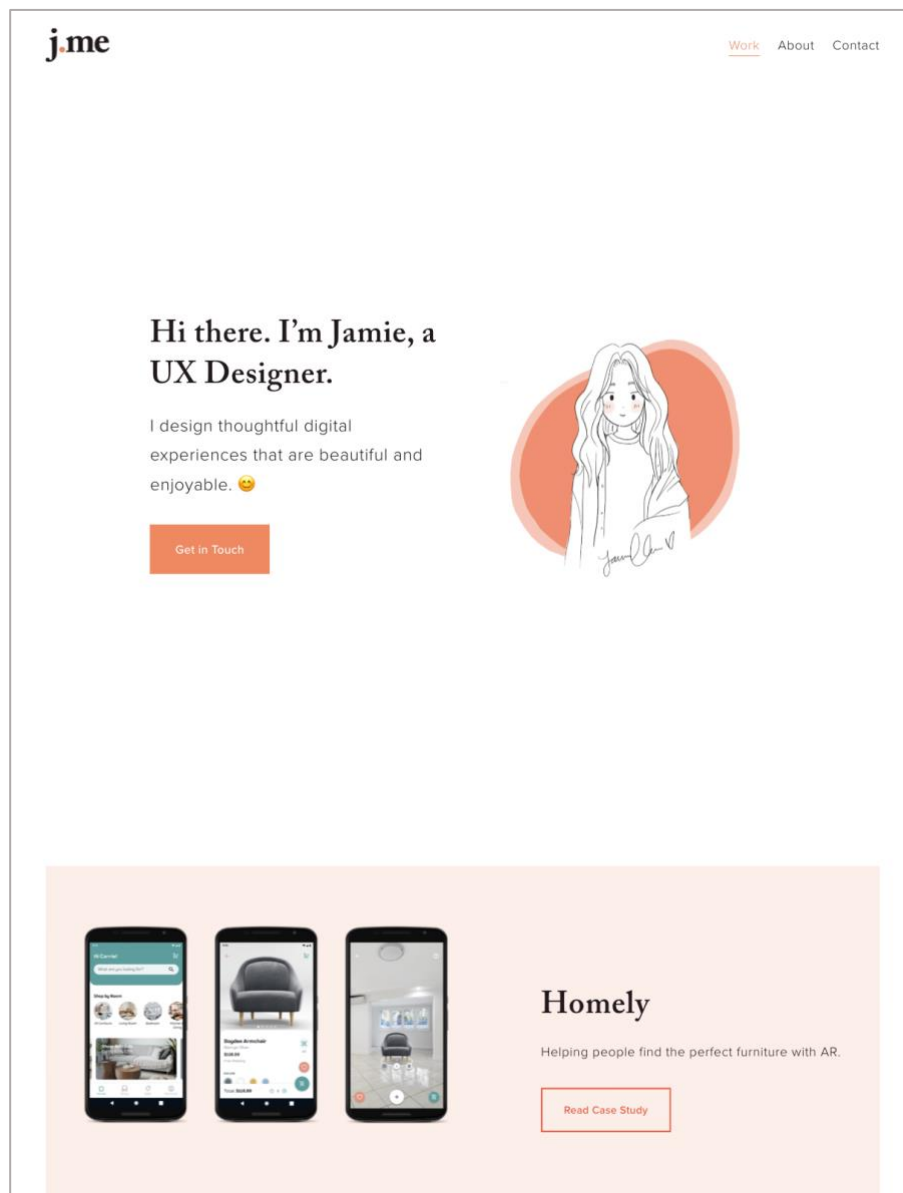
Over 70% of the customers browsed the site using a mobile device. Our goal was to make the site intuitively navigable on every device.



PICTURE 6. Aleksi Tappura HSL.fi project page (Tappura 2022)

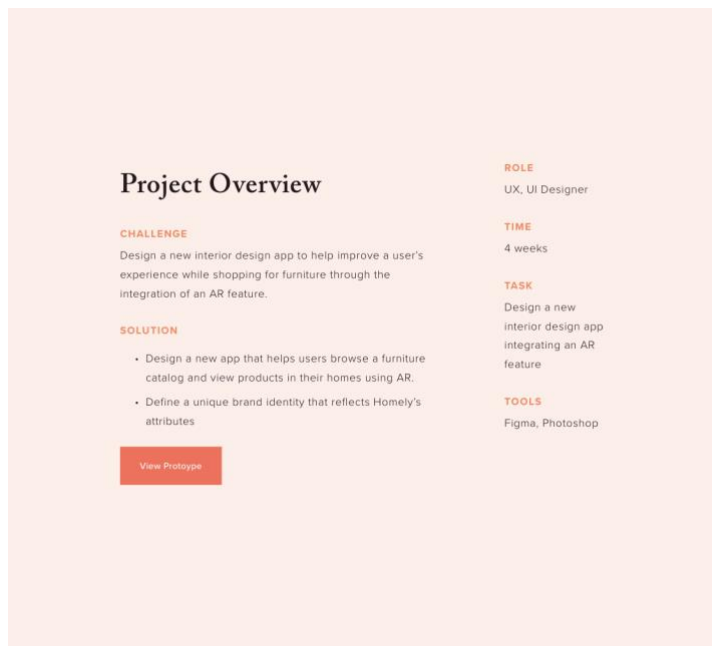
## Jamie Choi (jamiejchoi.com)

Jamie Choi, a UX designer has also taken a simplistic approach on her portfolio. On the landing page, she starts with a short introduction line, an illustration, and a call-to-action button to get in touch. Then she lists four case studies. There are three pages in total – Work (also the landing page), About, and Contact.



PICTURE 7. Jamie Choi portfolio landing page (Choi n.d.)

On every case study page, Jamie includes a comprehensive overview of the project. There is also a “View Prototype” button that opens up a Figma prototype of the final solution.



PICTURE 8. Jamie Choi portfolio project overview (Choi n.d.)

Every project that Jamie displays, includes an in-depth process description from the early research stage to the final product. In the end, she also adds a reflection and next steps section.

### Empathy Map

To synthesize all the information I had gathered from the user interviews, I wrote my findings on sticky notes and created an empathy map. By identifying common patterns across my findings, I was able to uncover key insights which helped me understand who Homely's users are and what they truly need.



From the major patterns that I identified from the empathy map, I discovered the following key insights which helped me to understand what the user's needs are:



Value & Price

Expectation vs. Reality

Finding the Perfect Item

PICTURE 9. Jamie Choi portfolio project process overview (Choi n.d.)

## Josie Allison (itsjoisie.com)

Josie, A UX/UI, graphic, and product designer has taken a creative approach in building her portfolio. On the landing page there is a large illustration and under it clickable links that lead to the project pages. On the right-hand side under the “Extra” splash illustration, is a link to the page where she displays her artwork, thoughts, interests, etc. The portfolio has three main pages – Index (landing page), About, and Contact.



PICTURE 10. Josie Allison portfolio landing page (Allison n.d.)

Each case study subpage has a large image of the product, followed by an introduction to the project and her role in it.



PICTURE 11. Josie Allison portfolio case study page (Allison n.d.)

The case studies have sections stacked in an accordion list and the viewer can click on them to learn more about each step of the project. The process is described in high detail and imagery. She also includes interactive prototypes of the final product.



PICTURE 12. Josie Allison portfolio case study sections (Allison n.d.)

### 3.4.1 Benchmarking conclusion

The benchmarked portfolios had quite a few similarities when it comes to structure and content, however, each of them had unique aspects as well.

These are the conclusions I made when researching the portfolios:

- Each of the designers shows their identity clearly through the interface and visuals, which makes each of them unique and memorable.
- The portfolios consist of three to eight case studies.
- The case studies are described in high-level detail, going deeply into the process and design decisions throughout the project. The description structure followed the UX process of research, data analysis, brainstorming, prototyping, and user testing.
- Images of sketches, boards, wireframes, user research, etc. were used to effectively describe the process of the project's early stages. The finalized product had detailed images of the UI and/or interactive prototype.
- Most of the benchmarked portfolios include Work, About Me, and Contact page or information.

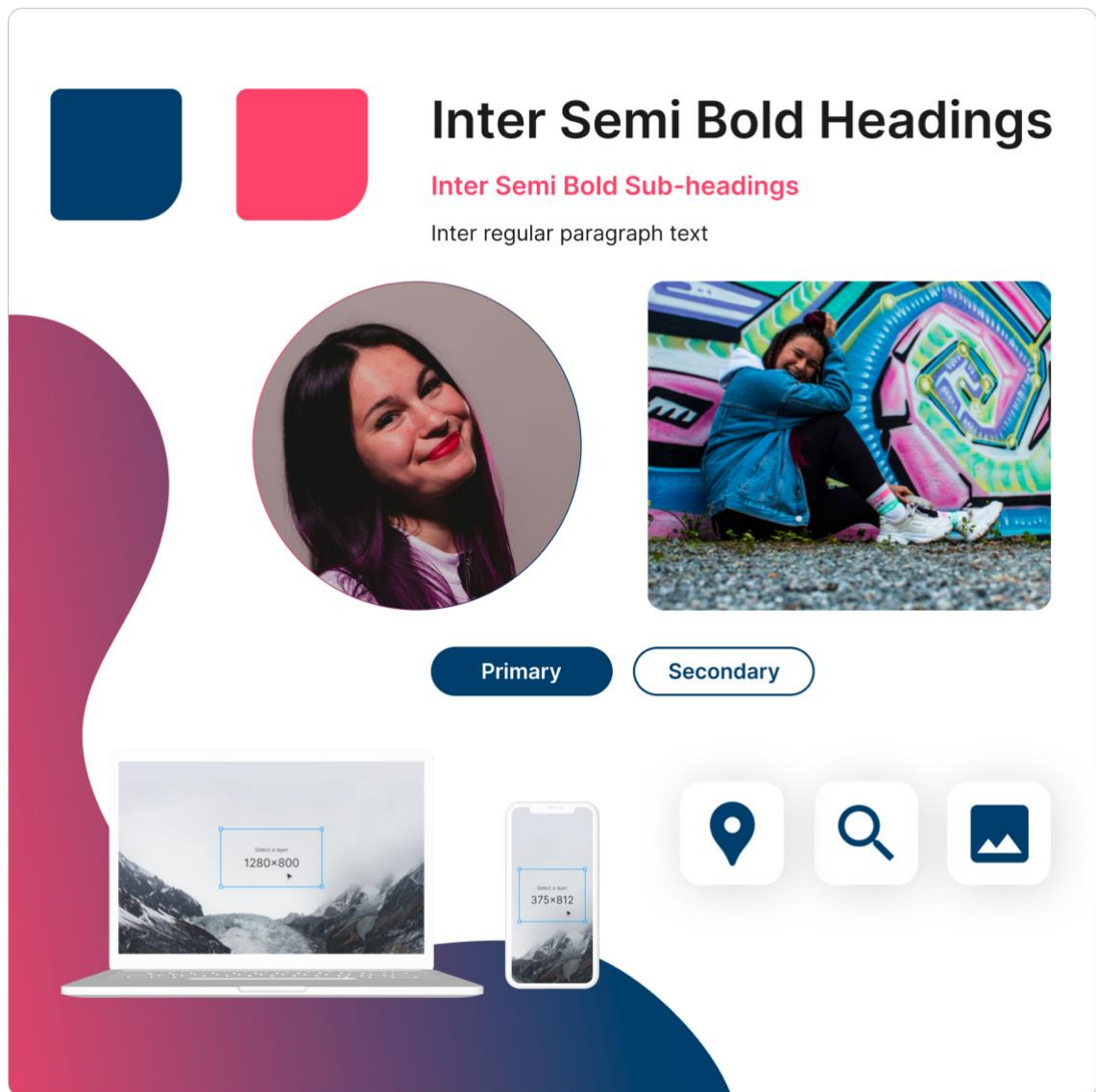
All of the portfolio case studies included an introduction section with the designers' role and project introduction. Some had included the time and sector of the project.

## 4 CREATION OF PERSONAL UX/UI DESIGN PORTFOLIO

### 4.1 Mood board

As a starting point for building my portfolio and ensuring the presence of my personal brand (Anderson 2016), I have created a mood board containing images, typography, illustrations, and colors. The choices have been inspired mainly by my personal assessment (see 3.2.1. Personal assessment section), while also adhering to design guidelines (see 3.3.2. Design guidelines section).

My goal was to create an energetic and daring feel with colors, while with my profile images I wanted to convey a positive and easy-going attitude. For the color palette, I used an online tool called Khroma, which is an AI-assisted color generator, which will produce colors based on your color preferences (Khroma 2022). With typography, button, and icon style, I wanted to give a modern feel to the portfolio, which might show the viewer that I can keep up with the latest design trends. For displaying images of my work, I mainly plan to use 3D clay mockups of desktop and mobile devices, since most of my project displayed will be web and app-based.



PICTURE 13. Portfolio mood board

## 4.2 Content and layout

Based on the content guidelines I have gathered (see 3.3.1. Content guidelines section) and benchmarking on other portfolios (see 3.4. Benchmarking on UX/UI design portfolios section), I have decided to have three main pages – Work (also the landing page), About, Contact. My goal is to create a predictable UI flow with an easy way to navigate between case studies. This structure is already familiar in portfolios, which will make it easier to navigate through the pages.

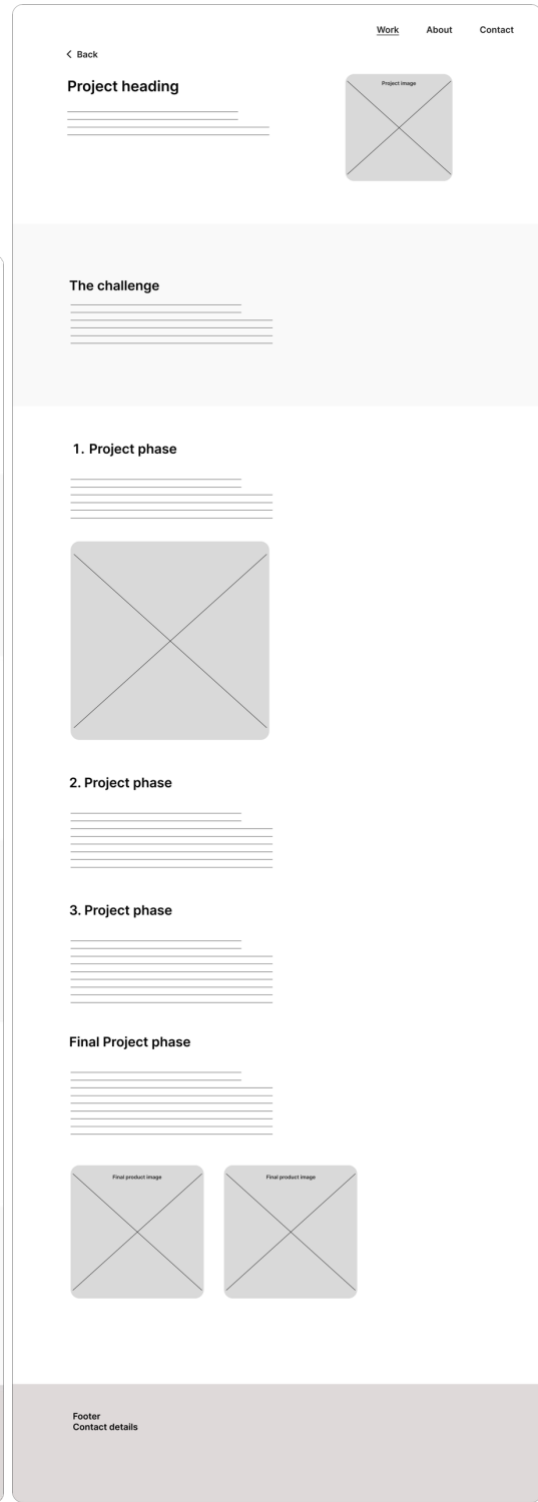
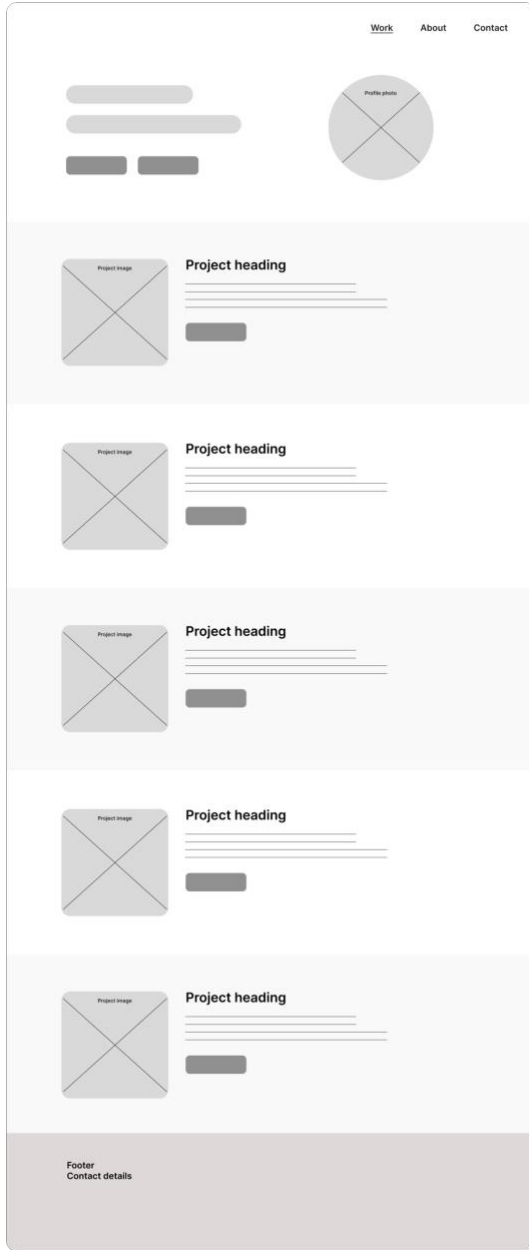
I have decided to include five case studies in my portfolio – four that I have done during my studies and one that I have done in my current UX/UI design position.

I have chosen projects that are UX/UI-centered and that I can provide detailed data about the whole process from research to the final solution. My goal is to show off both UX and UI design skills, as well as my knowledge of web-based solutions and mobile applications. Along with final product displays, I will also include images of the early stages of a project, such as sketches, user research images, mood boards, wireframes, etc.

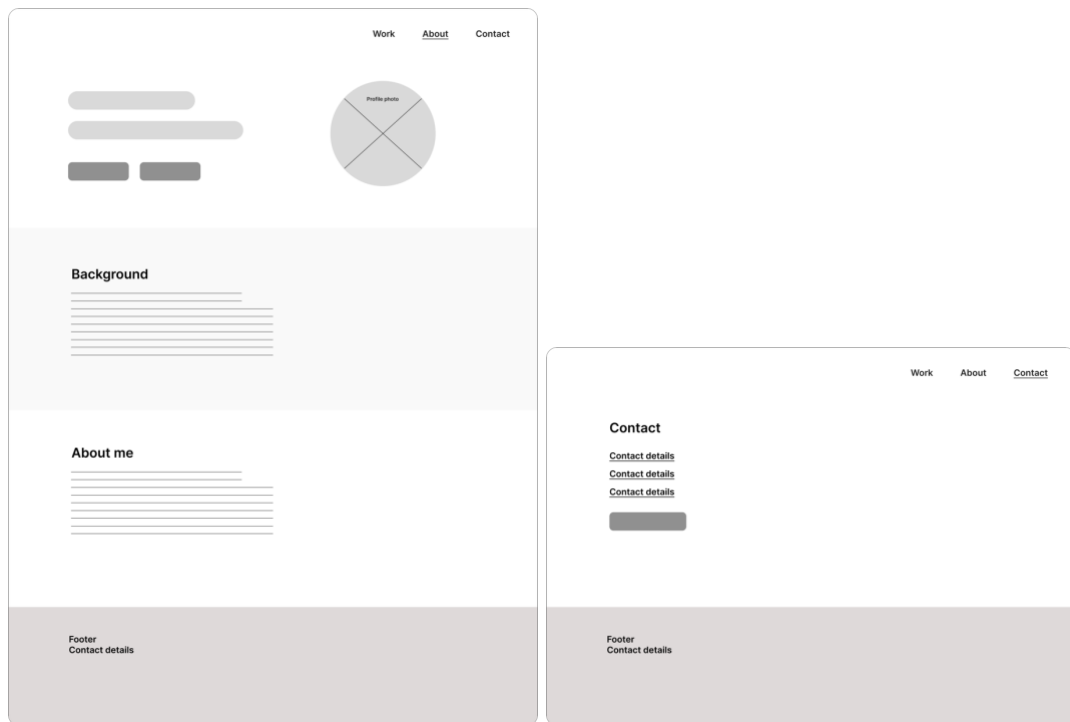
On the About page, I will briefly describe my professional background and a personality-centered section about me that will give the viewer a sense of who I am as a person. These are mainly based on my personal assessment (see 3.2.1. Personal assessment section).

The contact page will include my LinkedIn profile link and contact details. I will also include a possibility to download my CV from here.

To ensure layout consistency across all the pages and get a better understanding of how to place the needed content on the pages, I created wireframes for each type of page.



PICTURE 14. Work page wireframe. PICTURE 15. Project subpage wireframe



PICTURE 16. About page wireframe. PICTURE 17. Contact subpage wireframe

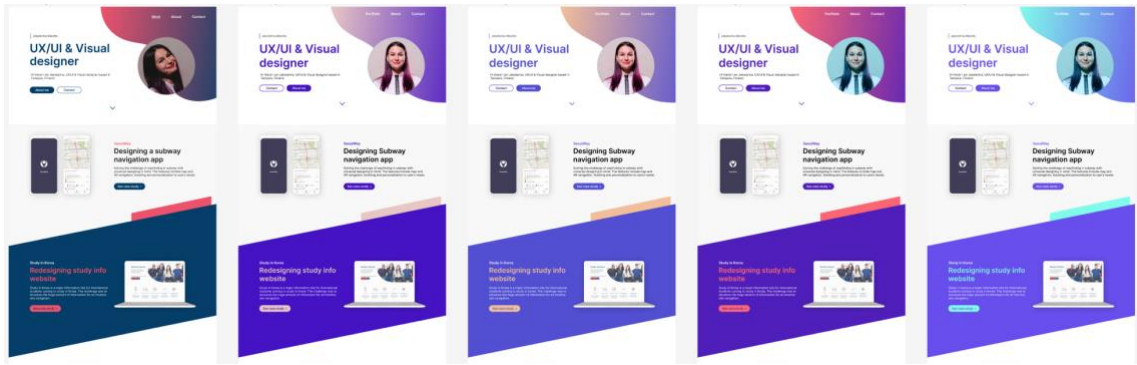
## 4.3 First iteration

### 4.3.1 Design

After the content and layout were established, I could start designing the UI of the portfolio's pages. For this, I used Figma design software. The end result of the first iteration was a high-fidelity interactive prototype.

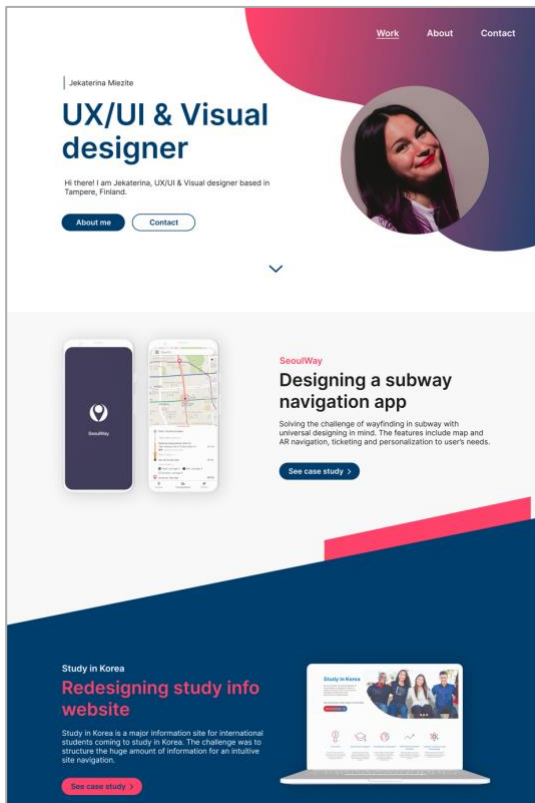
With the previously established mood board and wireframes, I started with designing the Work page and move on to. For layout consistency, I used a 10-column grid. I also pre-established typography for headings and paragraphs, buttons, iconography, and image styles. To display mockups of my projects, I gathered UI images and used a Figma plugin called Clay Mockups 3D.

Even though I had the color palette established, I wanted to experiment with other colors. After asking for feedback from fellow students and acquaintances, many agreed that the first blue-pink color scheme reflects my personal brand the best.



PICTURE 18. Work page different color schemes.

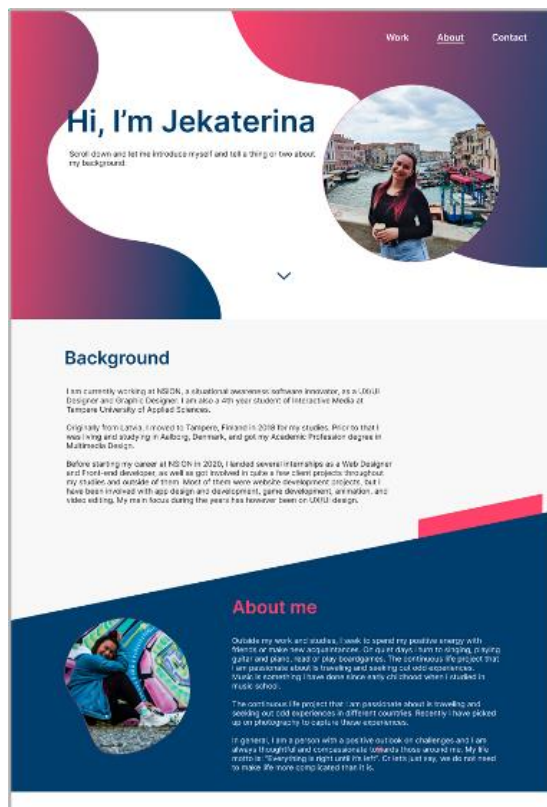
After the landing page was completed, I moved on to case study pages, About and Contact. I reused visual elements, such as section backgrounds, mockup image and process image styles, and font colors to keep visual consistency across all the pages.



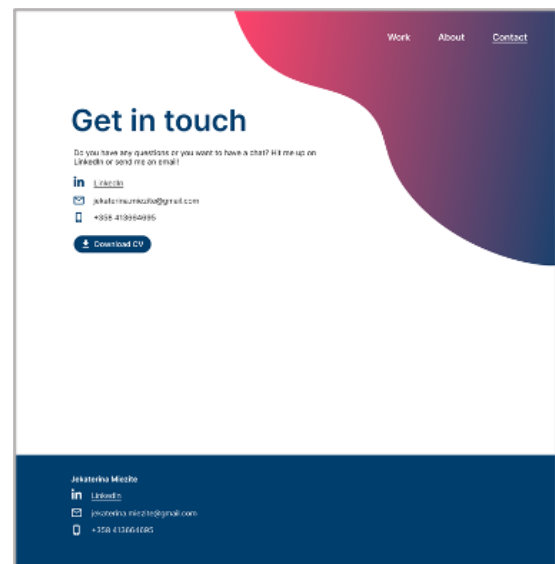
PICTURE 19. Work page first iteration.



PICTURE 20. Case study subpage first iteration.



PICTURE 21. About page first iteration.



PICTURE 22. Contact page.

I also designed my CV that matches the visual style of my portfolio. It is downloadable from the Contact page.

### 4.3.2 Feedback gathering

After the first iteration prototype was finalized, I forwarded it to seven fellow students and acquaintances for feedback, which will be used for improvements in the next iteration.

Overall, the feedback was positive with mentions of a clean, professional-looking, modern feel, as well as detailed and easy-to-follow case studies. The viewers also mentioned that my personal brand is clearly visible through the design.

There were some minor suggestions for improvement:

- Add bullet points of each case study's field, project length, and my role in it at the beginning of the project subpages.
- Remove repetition in the project descriptions, rephrase some headings and paragraphs, and fix grammar mistakes.
- The longer texts could have some animations added for a more dynamic feeling.
- Some images were blurry in the prototype.
- Repeated content in the CV.

After reflecting on the feedback, I could move on to the second and final iteration.

#### **4.4 Final iteration**

Based on the feedback received during the first iteration phase, I made adjustments to the Figma interactive prototype and the CV:

- Added summary bullet points at the case study sub-pages.
- Removed grammar mistakes and repeated content, and rephrased some headings.
- Fixed image blurriness.
- Removed repeated content in the CV

Also, during this phase, I had to make adjustments to the Malabadi case study, since I published the ready website, and that needed to be included in the case study description. I have also removed Visual Designer as my title, since according to previous job requirements research (see section 3.1. User Experience/ User Interface (UX/UI) designer job requirements) and benchmarking (see 3.4. Benchmarking on UX/UI design portfolios section), visual design skills are expected for UX/UI designer.

See the next section for the overview of the final results.

## 5 RESULTS

The project was successfully finalized and the interactive portfolio prototype is available through the following Figma link:

<https://www.figma.com/proto/7qMFFxCrAA7hs5PKiJ38WJ/Portfolio?page-id=0%3A1&node-id=17%3A203&viewport=-2585%2C-583%2C0.32&scaling=min-zoom&starting-point-node-id=17%3A203>

My UX/UI design portfolio includes three main pages Work, About, and Contact, as well as five case studies subpages, where I explain the project's challenge, process, and final results. The Contact page includes a downloadable CV.

Work About Contact


Jekaterina Miezte

## UX/UI designer

Hi there! I am Jekaterina, UX/UI Designer crafting pleasant digital experiences. Based in Tampere, Finland.

About me Contact

---



**SeoulWay**

### Designing a subway navigation app

Solving the challenge of wayfinding in subway with universal designing in mind. The features include map and AI navigation, ticketing and personalization to user's needs.

[See case study](#)


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**Study in Korea**


### Redesigning study info website

Study in Korea is a major information site for international students coming to study in Korea. The challenge was to structure the huge amount of information for an intuitive site navigation.

[See case study](#)



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**NSION**

### Establishing visual identity

NSION is a software innovator in situational awareness and was in a clear need to establish unified visual identity. The work included website redesign, graphic and UX/UI work, and design system establishment.

[See case study](#)


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**Unideals**


### Creating a student app concept

A map-based concept of a mobile application for students in Finland to locate student discounts. This project was made as a result of user-centered design course and was done in a team.

[See case study](#)



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**Malabadi**

### Redesigning homepage

Redesigned website of Turkish restaurant Malabadi, while keeping in mind their visual identity. The request was to make it more modern and simple.

[See case study](#)

Jekaterina Miezte  
[in](#) [LinkedIn](#)  
 jekaterina.miezte@gmail.com  
 +358 413664695

Work About Contact

← Back

## SeoulWay

### Designing a subway navigation app

SeoulWay is a mobile application concept for subway navigation in Seoul, Korea. The project was the result of a Service Design course of Visual Design studies in Korea.

- My role: UX/UI designer
- Project duration: 3 months
- End product: Figma prototype of an app

---

### The challenge

Seoul's subway navigation can be oftentimes confusing, especially for individuals that are new to their surroundings. The current solutions do not meet the standards of universal design. Moreover, they are not suitable for certain groups of people, for example, foreigners, parents with strollers and pet owners.

With the help of step-by-step research and iterations, a solution to fit commuters' needs has been created in a form of a mobile application.

The project was made in groups during the research phase, however product realization was individual for each student.

---

## 01 | Identifying problem points

In a team of five, we came together to identify what are the possible problems in the current subway navigation system from the wider perspective of service design.

**Service and stakeholder analysis**

We started by researching the current digital navigation solutions in Seoul as well as comparing Seoul's subway systems with those of other countries.

We also analyzed the stakeholders and subway service flow so we could identify what touchpoints in the customer journey should be tackled.

**Talking to the users**


We made sure to get as wide understanding as we could of subway commute by talking to different user groups, such as foreigners, elderly, young people, people with restricted movement issues, etc. We also observed how people handle the commuting journey to identify possible pain points in the customer journey.

Since our goal was to design a solution with an universal approach, meaning also for minority user groups for whom the navigation might be more challenging (e.g. visually impaired, people with restricted movement abilities, parents with strollers), we looked into how the subway premises address these user needs.

**Analyzing gathered data**


Based on the gathered data, we could create personas and storyboards. Most importantly, we could now identify what are the challenges of different user groups.

**Persona 3 - Foreigner**




*Creation of personas as a tool to narrow down customer needs*

**Customer Journey Map**




*Customer journey maps to identify what touchpoints we will focus on*


Our team could now identify the problematic touchpoints and user needs that needed to be addressed in subway navigation.




Problematic for people with restricted movement abilities or commuters with heavy loads, due to the lack of guidance to reach the train platforms without using the stairs.




No other guidance for the visually impaired other than physical elements on the floors and railings on the stations.



Challenging for non-Korean speakers to understand signs at the station or the navigation app solutions due to the language barrier.



For elderly it is challenging to navigate with signs and navigation apps if not familiar with their surroundings.



Rush hours, limited train capacity and transfer navigation pose challenges to all user groups.

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## 02 | Ideation

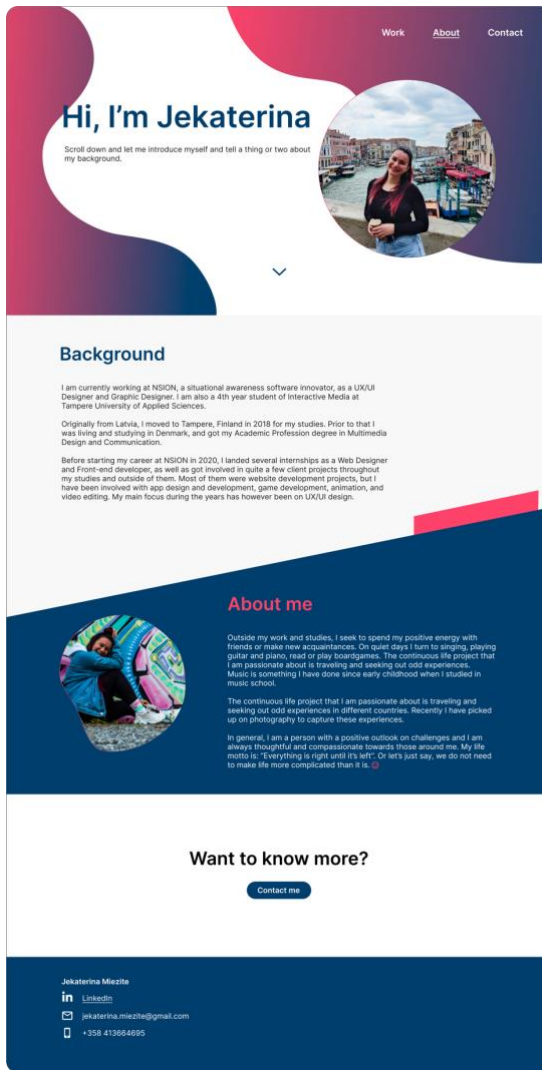
Now that the user needs are identified, our team could start narrowing down possible solutions that will address the problems in Seoul's subway navigation.

**Brainstorming**

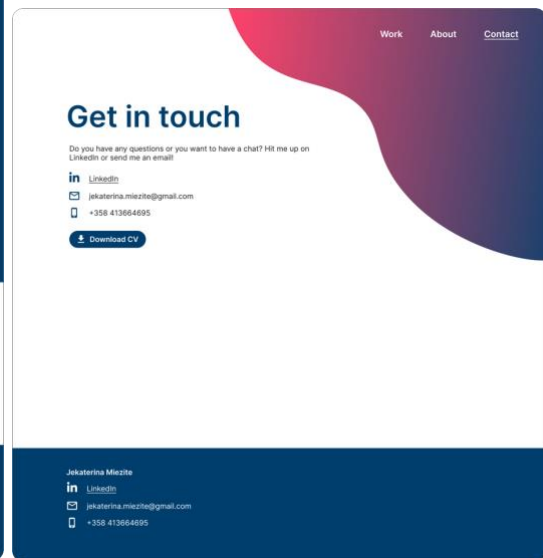
Having the user challenges gathered in one place, our team started generating ideas on how these challenges can be solved using different mediums, such as digital or analog signs, a navigation app, voice guidance, vending machines, and other. The goal was to gather as many ideas as possible no matter how viable they are.

PICTURE 23. Work page.

PICTURE 24. Case study subpage



PICTURE 25. About page



PICTURE 26. Contact page



PICTURE 27. CV.

## 6 DISCUSSION

The aim of this thesis was to create a personal UX/UI design portfolio that includes related work done during the period of my studies at Tampere University of Applied sciences.

To understand what the best practices are for creating content and design for the portfolio, research was carried out on these topics. Also, a self-assessment was done to establish a personal brand. The portfolio required two iterations for its completion.

This thesis project had a challenging start for me mainly when establishing a personal brand and understanding how to best present my skills through my work. It was also a difficult decision on which projects would be the best to showcase. But once the planning phase and general visual idea were established, building the portfolio was quite smooth. This type of portfolio thesis is a new option for Media and Arts studies and has not been done before by any other students.

In the future, I believe it would be beneficial to add a personal project that is not connected with studies or work. It would better show my interest in UX/UI design. To make the portfolio more appealing to potential employers, it would be valuable to get feedback on my portfolio from the target group. During the thesis work, I have tried to contact over 20 potential employment companies but have not received any response.

For a better experience across different devices, the next step would be to develop the portfolio into a website.

The portfolio is ready to be used for job applications and should be kept up to date with future projects.

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## APPENDICES

1(2)

### Appendix 1. Droppe UI/UX Designer job advertisement (Glassdoor, Inc. 2022)

Droppe – One-stop shop for all your wholesale

#### UI / UX Designer

Are you interested in using your UI/UX skills for something that has a real impact? Develop intuitive UIs from scratch with modern tooling? **Redesign how B2B E-commerce and Marketplaces work?** Building interfaces that are used daily by our industrial buyers, suppliers, and own product specialists? If so, then we want to learn more about you!

Droppe is an online wholesale marketplace that helps industrial buyers bulk order from Europe's top equipment manufacturers. At Droppe, we are bringing leading industrial brands to one place, unlocking access to direct bulk orders, and ultimately, getting European wholesale more connected.

Since 2020, Droppe has served 600+ industrial buyers in 3 countries.

As a **UI / UX Designer** you will be designing brand new features from scratch, doing rapid prototyping with stakeholders, and collecting and analyzing data for improving existing UIs and user flows. You will be working together with the development team on frontend web design as well as collaborating with stakeholders, customer success & sales on understanding customer product design needs.

#### We are seeking a self-starter that:

- Is energetic; empathic and cares about intuitive user interfaces and user experience
- Result-driven & resilient; ability to excel in a rapidly changing environment
- Good listener. The ability to understand the needs and reasons of different stakeholders
- Fast-learner. Ability to pick up new tooling as well as understand the other aspects of Droppe's operations & core business
- Enjoy fast-paced teams where the initiative and accountability do generate results every day
- Is creative; finds new solutions to old industry problems, likes to automate things & continuously remove bottlenecks

(continues)

**Required skills & proof of success:**

- Strong UI design experience and a good grasp of modern design patterns
- Experience in UX research and UX fundamentals
- Fluent in Figma or Sketch
- Good eye for design, cares deeply about solid UX and has projects to back this up
- Minimum 3 years in UI/UX design

In our day-to-day work, we use Figma, Trello, and Github for design-related tasks. Our tech stack consists of: Docker, headless Laravel based backend and PostgreSQL. Next.js, Typescript, Less & Jest for frontend. We're running on AWS & deployments are automated with CircleCI.

**What we offer:**

- A window into how a traditional industry is redesigned and redefined by a startup
- Ability to directly design and shape a Europe-wide marketplace that is already used by hundreds of leading Nordic companies
- Modern tooling & the possibility to get peer-learning web development topics
- Competitive salary & optional equity
- Mission-driven and unrivaled environment for driven personalities
- Caring meritocracy to support high performance
- Steep learning curve in software development and significant personal growth
- Flexible work hours and location (remote)

The position will report to Henrik (Co-founder, Tech & Brand) and the Scrum Dev team.

**To apply to the Droppe team**, please send a brief introduction, a link to your LinkedIn profile, and a link to your portfolio.

We enthusiastically look forward to hearing from you!

## Appendix 2. Piceasoft Oy UX/UI designer job advertisement. (Glassdoor, Inc. 2022)

Piceasoft Oy

### **UX Designer, full-time, Piceasoft Oy, Tampere**

Tampere

*Are you looking for an interesting UX Designer job? Do you already have couple of years suitable experience and good teamworking skills? If you answered yes, you might be the person we are looking for!*

#### **We are looking for an UX Designer**

We at Clevry are looking for an UX Designer for Piceasoft Oy. The position that we are looking to fill is full-time and permanent. The job is located in Tampere but it also has a remote-work possibility. The job start as soon as the right person is founded. The chosen person will be hired directly by Piceasoft.

We are looking for an UX Designer to design products that meet the customer's needs. You will design interfaces and workflows to enhance user experience. In this role, you should be an analytical and creative designer who is able to grasp user needs and solve problems. You have strong ambition to make Piceasoft's product more user-friendly and intuitive to attract and retain their customers. A strong portfolio of successful UX and other technical projects is essential. You will be working in the close collaboration with Piceasoft's Product management, SW Development, Sales and Marketing teams to speed up their growth.

#### **Piceasoft**

Piceasoft creates exciting solutions to expand the lifecycle of mobile devices. Their unique technology platform supports all major mobile devices and OS. Piceasoft offers omnichannel experiences in physical and digital channels and an awesome, high-skilled team that continuously develops new functionalities in advanced diagnostics and AI. Information security, data privacy and quality processes are Piceasoft's top priority.

As an employer Piceasoft maintains an open, flexible, and collaborative culture and will support you to develop your skills. Piceasoft has flexible working hours and a possibility to work remotely to accommodate your personal wishes regarding working hours. Read more: [www.piceasoft.com](http://www.piceasoft.com)

### Your key tasks

- Understanding of our products and user needs
- Working together with our Product Owners to make sure, that our products meet customer needs and are fit for their purpose.
- Define the right interaction model and evaluate its success
- Develop wireframes and prototypes around customer needs
- Find creative ways to solve UX problems

### Expectations

- Excellent understanding of mobile devices, mobile applications, and web services.
- At least 2 years of proven experience as a UX Designer, UI Designer or similar role
- Suitable educational background
- Strong portfolio of design projects
- Familiarity with interaction design and information architecture
- Proficient in design software, for example Figma, InVision, Sketch, Miro, Photoshop
- Problem-solving attitude

### What we offer

- We understand work is an important, but not the only, value in your life. To combine work more easily with other valuable things in your life, we offer you flexibility: Piceasoft have flexible working hours and a possibility to work remotely.
- You will be covered by wide occupational health care services and a top leisure-time accident insurance.
- Even though many of us work remotely, you are invited for a cup of coffee or a shared breakfast at the office once a week. As well as to Summer and Christmas Parties with the whole Team!
- Piceasoft's people are curious about the latest technologies, you can keep up with the new trends and learn how to apply new tools to your work – They will support you!

- Piceasoft's target is to keep work meaningful and seamless: you'll have a check-in meeting with your supervisor monthly and access to a chat for worry or stress where you can vent your feelings with medical professionals.
- And not to forget standard ones: telephone, lunch, and commuting benefits.

**Apply now!**

If you recognize yourself in this description, please apply for the position by 27.11.2022. However, we urge you to act quickly – we will proceed with potential candidates already during the application period. For more information, contact Recruitment Team Manager Jesse Saarenpää (jesse.saarenpaa@clevry.com).

*Please note that we cannot receive applications via email due to data privacy legislation and that we handle all inquiries on behalf of our client company.*

**Additional information about our recruitment process**

At Clevry, we believe that rather than focusing solely on hard skills, the key to success is based on soft skills and the willpower to rise beyond expectations. Therefore, our recruitment process involves psychometrical assessments that evaluates soft skills and cognitive abilities essential for this role. By assessing soft skills, we can help applicants to describe their own strengths more effectively and to find employment quicker and more easily.

When applying through us, you will receive a personal feedback report based on the personality assessment. The recruitment process also involves an interview with both Clevry and the client company, so you will get to know both as the recruitment process progresses.

**Additional information about Clevry**

For over 30 years we have been the change maker for a more soft skills driven work-life within talent acquisition, assessments and advisory. We operate globally with customers, consultants and candidates from North America to Singapore with headquarters in Brighton, Stockholm and Helsinki. At Clevry we have over 150 soft skills certified recruiters, business psychologists and experts at your service. We find the right candidate for the job, and the right job for the candidate!

Location: Tampere

### Appendix 3. eSystems UX/UI designer job advertisement. (LinkedIn 2022)

UX/UI Designer

eSystems Nordic Helsinki Metropolitan Area On-site

Full-time

51-200 employees

#### WHO WE ARE

eSystems is the best Low-Code house in the Nordics. We are a team of 50 highly motivated developers, architects, designers, engineers and trainers delivering low-code-based application development and integration projects to customers, speeding up the digitalization of their businesses.

Our mission is to create value both for customers and employees, and potential candidates can expect an energetic team with a lot of opportunities to grow and develop both personal and professional skills.

Our business is developing fast and we intend to expand our team in the next year with many bright and forward-looking professionals taking on all the exciting opportunities with new customers and partners in the market.

#### **What is this job about?**

As UX/UI Designer you work with different stakeholders to deliver high value solutions for our customers and create amazing applications that end-users love to use. You are able to engage throughout the whole design process carrying out different design activities, from project kick-off meetings to handing over UI design specifications to development teams.

#### **Detailed responsibilities and duties:**

- Work with users, customers and developers smoothly; iterating and validating design solutions

(continues)

- Create user journeys, wireframes and interactive prototypes at various levels of fidelity
- Conduct user testing sessions to validate new concepts and improve existing ones
- Facilitate discovery and research workshops with different stakeholders

**What we expect from you:**

- Efficiently generate and communicate design solutions
- Carry out user research at different stages of a project
- Communicating the impact of design to customers

**What you need to be successful:**

Be a visionary!

Great communication & presentation skills

Attitude to learn and continue improving your skills

Education level:

Msc. or BSc. on User Experience, Digital Design or similar field

**Experience and skills we are looking for:**

- You design digital products for international customers in B2B and B2C markets
- You conduct UX research to guide your design process
- You create wireframes and prototypes to materialize ideas fast
- You are empathic to effectively advocate for the user whenever decisions are being made about the direction of a product or service
- You work on different projects simultaneously in different levels of involvement

**Applications:**

- Figma
- Sketch
- Balsamiq
- Adobe Creative Suite
- Invisionapp
- Microsoft Office

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**What you get:**

- A place in a Superhero league with really cool colleagues
- A company where everybody truly cares about what they do, how they do it and why
- To be a very valuable part of the team. Your opinion will always matter, and your voice will always be heard
- Top-notch equipment as all the superheroes need to have super tools
- Monthly massage and 24/h gym at the Helsinki office
- Development courses to make you even better professional and happier employee
- Beautiful sauna with a view on the top floor of our office
- “Hero of the month” app with additional rewards that you can win
- Opportunity to relocate or work for some time in another office of eSystems Nordic (we have offices in Helsinki, Turku and Lisbon)

Does it all sound like you? Please, apply and let's find out! Remember to include your portfolio showing the best of your work!

Appendix 4. eSystems UX/UI designer job advertisement. (LinkedIn 2022)

## **UX Designer**

Knowit Tampere, Pirkanmaa, Finland Hybrid

Full-time · Mid-Senior level

1,001-5,000 employees · IT Services and IT Consulting

Our **Design Team** at **Knowit Solutions Oy** has a key role in building a top-class user experience for our customers' digital services. Our vision is to be a trusted partner, who delivers solutions that combine the needs of the customers' business with those of the end user. Our customers in heavy manufacturing industry and public sector provide our UX designers with many opportunities to learn new skills and make an impact.

We help our customers build innovative and practical digital services, and now we want to invite you to join our team of makers of a sustainable future!

We are looking for you, **UX Designer**, to plan and design functional digital services for different kinds of customers.

Our current Design Team consists of ten professionals, both service and UX designers, and they are located in Tampere and Helsinki.

### **What kind of role is this?**

This role is a unique chance to work on an expansive range of projects, customers and use cases. We offer excellent opportunities for professional growth; for us, people are at the core of everything we do.

As a **UX Designer** at **Knowit**, you get to work with customer projects which impact both enterprise businesses and everyday users of public services. This means that you have to have the capability to dive into the deep end and adapt to different working environments with different kinds of people. You have a chance to develop and drive innovative solutions to solve the challenges our

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customers face.

The tasks of this role include, but are not limited to, working with design systems, user research, data gathering and analysis, accessibility issues. If you don't yet have experience in working in software development teams and with agile methods, you will soon get the hang of it. We do expect, however, that you act as the voice of the customer in the project team, being able to articulate clearly the user experience. We will help you build your competences when it comes to ensuring that the optimum solution is achieved, irrespective of possible conflicting requirements.

### **Skills & Expectations**

To summarize, this is what we are looking for:

- Studies and work experience in UX design in the field of digital services
- Experience in design systems, understanding the merits and restrictions of each system
- Ability to translate customer requirements into practical UX solutions
- Strong communication, collaboration and problem-solving skills
- An eye for visual solutions. Experience in UI or graphics design considered an advantage
- Ability to work fluently in Finnish and English, since these are languages our customers use

Did we catch your interest?

If this opportunity might be something you'd be interested in, do reach out to us as we'd like to hear from you! If you have a portfolio to share with us, please enclose it with your application - we'd definitely like to get to know you better through your previous work cases if possible!

In case you come up with any questions related to the role or you want to know more what would it be like to work in our team, you can reach out to Talent Acquisition Partner Topias Niinivaara ([topias.niinivaara\(a\)knowit.fi](mailto:topias.niinivaara(a)knowit.fi) / 050 359 7727. More information what it's like to work at Knowit can be found from our career page as well

Hope to hear from you soon!

Appendix 5. eSystems UX/UI designer job advertisement. (LinkedIn 2022)

## **UX/UI Designer, Copenhagen/Helsinki/Stockholm**

Nordea Helsinki, Uusimaa, Finland On-site

Full-time · Mid-Senior level

Are you a passionate designer looking to have an impact on the financial experience of 11 million customers across the Nordics? If yes, then you'll fit right in!

Nordea's Customer Experience & Design team is rapidly growing and we are looking for three aspiring UX Designers to join our team. This is a chance for you who love tough problems and want to help to shape the next generation of future home buying customer experiences – both for Nordea customers as well as the advisors assisting them along the home buying journey.

Read on if you are ready to embark on a learning journey that will lead the way and push the limits in transforming the future of banking.

### **About This Opportunity**

Welcome to Nordea's Designer Community. The team is primarily located in Copenhagen but we also have team members in Helsinki and Stockholm and it includes all talents - Content, Service, Research, UX, and UI Designers – which is necessary to shape the future of banking today.

Inside Nordea, we add value by working at the forefront of intuitive, innovative, and beautiful products that enable our customers. We work across projects that affect nearly all our customers, from retail to business banking, web, mobile, chatbots and soon-to-be voice. We strive to learn and understand our users' needs, behaviours, and emotions that inform product strategy and design decisions. In this role you'll be designing top-notch banking solutions to serve

our customers' continuously evolving needs with a team of energetic and talented

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2(4)

designers.

We are looking for someone that is curious, continually looking for ways to grow their design skills, to work with our product development teams, to think critically about what we're doing and how to improve the customer interactions through empathy.

### **What you'll be doing:**

On a daily basis, you will be working on the end-to-end automation components and user flows to drive customer and employee experience from concept to development, while working side-by-side with our Designers, Developers and Business stakeholders

Designing solutions for complex customer needs in digital responsive platforms Partnering, influencing and supporting other cross functional delivery teams to shape the digital product or vision using Design Thinking practices

Working with the User Researchers to gather insight, test hypothesis and incorporate customer feedback into solutions

Continuing to stay abreast of the latest design tools and techniques, customer needs, behaviour and perceptions, as well as business and industry drivers

This is a full-time, permanent role with hybrid model of working opportunity. Base location either in Copenhagen, Stockholm or Helsinki.

### **What We Offer**

The Home Run team is designing end-to-end experiences when customers are buying a home! We have 6 team members – a multidisciplinary team that consists of a Design Lead, 2 x UX designers, 1 Service designer, 1 Content designer and 1 Researcher. There's a great team spirit, good collaboration across and they are very good at looking out for each other. You will be working

with an international team of highly trained specialists giving you the opportunity to sharpen your skillset and learn a variety of new design techniques. We are

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bringing the customer experience strategy to life across four countries.

Nordea offers great benefits and stable employment. In Denmark organize breakfast together on Thursday mornings. In Finland we have majority of our colleagues, which ensures excellent lunch companion in our beautiful office restaurant. In Sweden we are growing rapidly, and each Monday morning in our online meeting we chat about our weekends and other informal stuff.

### **Who Are You**

Collaboration. Ownership. Passion. Courage. These are the four key values that guide us in being at our best. We imagine that you enjoy learning and are excited about bringing your ideas to the table. You're dependable, willing to speak up – even when it's difficult – and committed to empowering others.

### **To succeed in this role, we believe you have:**

- A passion for all things design related, with a desire to push the boundaries of design and customer experiences
- Strong communication skills, including presentation skills and the ability to explain your design decisions
- A positive attitude and a passion for learning and growing
- Are a well-organised, independent and curious self-starter with a proven ability in enabling and producing high-quality design
- Good understanding of UX and UI design, digital trends
- 1+ years' of digital product design experience
- BA/MA degree in Art, Design, HCI or a related field

### **Additional background and/or skillset, that are useful in this role:**

- Experience working with multi-disciplinary teams and digital technologies
- Excel with an immaculate attention to detail
- A passion for complex problems
- Ability to create user flows through detailed sitemaps, wireframes, and related documentation

- Will to create a real impact and know how to uncover customer insights from data-driven environments
- Knowledge of how to extract customer insights from data-driven environments

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4(4)

- Experience in applying Design Systems to your work

If this sounds like you, get in touch!

### **Next steps**

Please note that we will start interviews already before job opening closes, submit your application and portfolio in English as soon as possible, no later than 30/11/2022. For more information about the position, please send an email to hiring leader [irene.ankersen@nordea.com](mailto:irene.ankersen@nordea.com).

At Nordea, we know that an inclusive workplace is a sustainable workplace. We deeply believe that our diverse backgrounds, experiences, characteristics and traits make us better at serving our customers and communities. So please come as you are.

Appendix 6. Futurice UX/UI designer job advertisement. (LinkedIn 2022)

UX/UI Designer

Futurice Helsinki Metropolitan Area On-site

Mid-Senior level

501-1,000 employees · IT Services and IT Consulting

Join us!

Ready to start the next chapter in your career journey? You're in the right place. We're always happy to hear from people who are eager to learn and grow, and share our values. Welcome home.

**About the role**

At Futurice, we create digital services that people love. We'd love you to take the opportunity to shape and influence our clients' business and raise the benchmark of design quality. As an UX/UI designer, you will have a key role in helping the world's leading businesses to develop compelling and well-thought out design solutions as a hands-on practitioner.

We are human first. And ethics matter tremendously. Mutual respect is an essential condition, as is passion, talent and energy. All team members need to be ambitious self-starters and have a desire to be part of a workplace with a lean, flat structure, built on a foundation of Nordic straightforwardness. Individuals are constantly given opportunities to learn and grow in collaboration with wonderfully nice and extremely talented people.

Above all, designers need to share an excitement about innovative and beautifully crafted digital experiences that have a positive impact on people's lives and deliver real value.

At Futurice UI/UX Designers typically work in agile design & development teams in longer term projects, supported by more senior designers. The work includes

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e.g. translating brand identities and guidelines into compelling user interfaces, creating user flows for digital experiences and prototyping solutions and validating them with end users. Depending on the case, our UX/UI designers may also conduct user research.

**What we expect:**

- Minimum 2-3 years of experience in designing UX/UI for digital products and services and ideally, also bringing them to market.
- Excellent communication & teamwork skills.
- Enthusiasm for learning about digital design best practice, new interaction models, design standards and emerging technologies.

**Nice-to-have:**

- Experience in user research and user testing
- Experience in coding and agile development
- Experience in digital marketing
- Fluency in Finnish or Swedish

One Nice-to-have would be excellent. Two would blow our minds. Three may bring us to tears. Your superpower is not on the list? Surprise and convince us!

A portfolio is a crucial accompaniment to your application, including at least some examples of completed UI/UX projects, ideally successfully launched products that demonstrate conceptual and creative thinking, reflecting understanding of the digital design process.

Does this sound like the opportunity you've been looking for? If yes, that's great news – please head on over to the next phase and submit your application.

Our application form is about as easy as it gets, just enter your contact information and upload your attachments. We're hoping to see at least your CV and a few lines about yourself and why you want to join Futurice. You'll also have the option to submit links to your LinkedIn and/or GitHub profile or your portfolio, as well as share other attachments relevant to the application.

We will process the applications in the order of their arrival. Those selected for

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3(3)

the interview phase can look forward to an initial discussion, both in order for us to get to know you better, and for you to get more familiar with life at Futurice. That will be followed by an in-depth talk with your potential future colleagues to dive deeper into your professional skills, and finally, one more general chat where you'll discuss things like your potential future projects.

#### Working at Futurice

Ever since Futurice was founded, we've been committed to offering a workplace people will genuinely enjoy coming to every morning, Mondays included. We've put tons of effort into fostering a healthy and welcoming company culture combined with fair and competitive salaries as well as perks that improve the wellbeing of each Futuricean.

Appendix 7. Ampstek UI/UX Designer job advertisement. (LinkedIn 2022)

UI/UX Designer

Ampstek European Union Remote 23 hours ago Over 200 applicants

Full-time · Mid-Senior level

1,001-5,000 employees · IT Services and IT Consulting

Hi,

Greetings!!

I have sent the Job Description for the below position of UI/UX Designer – Remote for your reference if you are interested kindly look it over and reply with your CV and daily pay rate expectation ASAP.

**Job Description:**

UI/UX Designer

Location: All over EU candidates

Job Type: Permanent / Contract

Portfolio link – Must Have

Complete Remote

- Mid-level UX Designers to support the development of Sanctuary 2.0 - Anywhere (ideally available for west coast timezone meetings)
- Translate concepts into user flows, mockups, and prototypes that lead to intuitive user experiences.
- Design and deliver user flows, user journeys, and mockups optimized for English and non-English experiences.
- Identify interaction problems and devise elegant revisions.
- Take a user-centered interaction design approach and rapidly test and iterate designs.
- Collaborate with other team members and stakeholders.
- Create visual user interface designs that implement a consistent brand style throughout.
- Incorporate feedback from members of the product and Snr. Leadership teams to refine artwork.
- Communicate design concepts through sketches, wireframes, low- and high-fidelity prototypes.

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- Present work for review and approvals to internal stakeholders.
- Self-manage deliverables to ensure schedules are met.

Thanks & Regards

Vidhya Lakshmi

Talent Acquisition Executive | Europe & UK

+44 (20) 45329689

vidhya.k@ampstek.com

Ampstek Services Limited,

Kemp House, 152-160, City Road

London-EC1V 2NX.

Appendix 8. Salt Freelance UX Designer job advertisement. (LinkedIn 2022)

## **Freelance UX Designer**

Salt European Union Remote

Contract · Associate

201-500 employees · Staffing and Recruiting

### **Freelance Junior- Mid UX Designer | 4 month contract | Inside IR35 | Remote working with hybrid option**

Are you looking for a fresh challenge within UX? Our client operates in the exciting SaaS space and is looking for a junior UX Designer to join their existing team on a contract basis.

This is truly a chance to join an exciting company that gives you the opportunity to make a real impact within their sector and increase your design skills

#### **Key Requirements**

- Create wireframes, storyboards, user flows.
- Great design skills, production value and attention to detail
- Collaborate with senior stakeholders and UX architects.
- Test and learn. Work with business units to create multivariate and A/B testing plans. Use the results to improve the relevant metrics.
- Future opportunities and industry updates. Keep up to date with developments and latest thinking regarding UX and design.
- Support and development. Create a support network for business units that allow them to share and discuss best practice in UX and design.
- Excellent visual design skills with sensitivity to customer/user experience practices
- Passion about new technology and latest trends in UX and UI.
- Create pixel perfect visual designs for hand-off to development teams
- Understanding of user needs and the needs of the business
- Support user research and evaluate user feedback with design work and practices
- Use and help develop design guidelines, best practices and standards
- Understand importance of user testing
- Create and maintain brand identity systems including logos and style guides

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1(2)

- Proven UX experience including mobile design (responsive and apps)
- Experience in creating pixel perfect designs from wireframes, storyboards.
- Create competitor activity monitoring for key user journeys along with building general awareness of best in class user experience.

Appendix 9. Emporix UX/UI Designer job advertisement. (LinkedIn 2022)

### **UX/UI Designer (f/m/x)**

Emporix European Economic Area Remote

Full-time · Mid-Senior level

51-200 employees · Software Development

As a UX/UI Designer at Emporix, you are responsible for gathering and evaluating user requirements in collaboration with our product managers and engineers and producing high-quality design solutions for our state-of-the-art digital platform.

This is a rare opportunity to make a daily impact and thrive to grow a growth-stage startup company in a fast-paced market environment.

#### **Tasks**

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Produce high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes
- Illustrate design ideas using wireframes and process flows
- Design graphic user interface elements
- Identify and troubleshoot UX problems
- Work from and contribute to our existing design system and UI pattern library
- Perform market and user research, including contextual inquiry, product feedback, data analysis, or competitive research
- Helping Software Developers understand and execute ideas

#### **Requirements**

- Academic degree or certificate in related field
- Proven work experience as a UI/UX Designer or similar role
- Background in a software company, preferably enterprise SaaS, is highly desirable
- Understanding of B2B business and cloud products
- Experience with common design software (Figma, Adobe Suite, Sketch, or others)
- Experience in identifying user needs and iterate solutions
- Capable of creating/working with existing design system proficiently and consistently

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- Able to choose logical UI patterns and deliver polished visual design and transitions
- Knowledgeable in user-centred design principles
- Comfortable with modern design and prototype tools
- Able to communicate ideas through effective storytelling with sketches, wireframes, and prototypes
- Excellent communication and presentation skills (in English)
- Start-up mindset, dynamic and a team player

### **Benefits**

- An exciting and involving role with significant impact on shaping the future of Emporix
- Creative freedom and exciting challenges in a highly competitive technology domain
- Collaboration with highly talented colleagues from around the world and an experienced international management team
- Flat hierarchies and a steep learning curve
- A high degree of autonomy and freedom in your decision making
- Flexibility to work from home or in one of our offices
- Choose the hardware and tooling you want to work with to achieve the best results

### **You should apply if...**

- You are passionate about bridging the gap between people and technology
- You have worked in UI/UX Design
- You have the mentality to work in a startup or have already done so
- You love to work hands-on yourself and grow with the requirements
- You can motivate yourself every day and work independently in a distributed company environment

Appendix 10. EMEA UX/UI Designer job advertisement. (LinkedIn 2022)

## **UI/UX Designer**

Distributed EMEA Remote 3 weeks ago Over 200 applicants

Contract · Mid-Senior level

51-200 employees · Software Development

## **UX/UI Designer (Elastic Team Community)**

### **Near Future Opportunity**

#### ***Who are we?***

We're a software development company building the world's Elastic Workforce, reinventing work and challenging the assumption that a local team = the best team.

We help businesses deliver technical projects better than ever before through our platform and on-demand Elastic Teams™.

***What's in it for you? Our mission is to create freelance jobs with more benefits than permanent.***

*Want to know more? read: <https://distributed.co/about>*

#### **Elastic Team Developer Exclusively joining our Community**

As a Distributed Elastic Team Developer, you will gain access to the opportunity to be part of our projects delivering high-quality products.

**If approved** to join our community by qualifying through the assessment process, you will automatically be one of the individuals who could be considered for exciting customer-centric projects that we are currently engaged in for our clients.

**Once on a project** you will be working closely with teams of engineers, QAs, and designers, producing detailed specifications and writing the programme codes, testing the product in controlled, real situations before going live.

We're proud to have Enterprise companies like Capita and BT, BBC, NHS, Virgin, Money, BP, Master Card, Tesco and Suzuki select us for delivering user-centric products.

(continues)

Our mission as an organization is to provide our community with access to the most exciting tech projects and to build a freelance career with us as we continue to scale as an organisation.

***We're creating this opportunity for talents to be able to join our Elastic Team, and then later be moved to a project when the matching projects become live.***

**We're interested to find :**

It would be ideal if you have expertise with

- User Centred Design
- Interaction Design
- Product Design
- Content Design
- User Experience Design
- Relationship Building
- User Journey Mapping

### ***About us***

*Distributed is proud to be an equal opportunities employer. Employees and contractors, as well as prospective employees and contractors, will all be treated equally and fairly. Distributed is committed to ensuring no less favourable treatment is experienced by any current or prospective employee because of any of the protected characteristics under the UK Equality Act 2010 or equivalent local equality legislation.*

*By submitting your application you give us permission to store and use the information from your CV and your answers to application questions.*

## Appendix 11. Stand Out Self-assessment worksheet (filled). (Anderson 2016)

## PERSONAL BRAND SELF-ASSESSMENT STUDY

## inside self

Q1 : Who are you?		
Understand your true and authentic self, and discover your core values.	<ol style="list-style-type: none"> <li>1. Adventure</li> <li>2. Energy</li> <li>3. Empathy</li> </ol>	
Q2 : What makes you stand out?		
Identify your interests, talents, and passions, and learn how they connect you to others.	<ol style="list-style-type: none"> <li>1. Traveling</li> <li>2. Singing, playing instruments</li> <li>3. Multiple language speaker.</li> </ol>	
Q3 : What are you good at?		
Know your strengths and weaknesses, so you can present tangible skills to an employer. List your strengths.	<b>Attributes</b> <ol style="list-style-type: none"> <li>1. Empathetic</li> <li>2. Adventurous</li> <li>3. Easy-going</li> </ol>	<b>Design Skills</b> <ol style="list-style-type: none"> <li>1. Web and app design</li> <li>2. Interaction design</li> <li>3. UX design</li> </ol>
	<b>Software Skills</b> <ol style="list-style-type: none"> <li>1. Figma and similar</li> <li>2. Illustrator</li> <li>3. Photoshop</li> </ol>	<b>Experiences</b> <ol style="list-style-type: none"> <li>1. Worked abroad (GR, FI, DK)</li> <li>2. Studied abroad (DK, KR)</li> <li>3. Studied multiple languages</li> </ol>
Q4 : Where are you going?		
Visualize your life's dream, and plan how to get there.	<b>Vision</b> A stable job that allows relocation/remote work	<b>Mission</b> <ol style="list-style-type: none"> <li>1. Obtain BSc. degree</li> <li>2. Get a stable job in a design company.</li> <li>3. Get some years of experience in the same job position.</li> <li>4. Find a company that supports my vision.</li> </ol>

## Interests | talents | passions

- Singing
- Piano, guitar play
- Multiple language speaker
- Traveller
- Travel photography
- Reading books

Mission -

(continues)

## PERSONAL BRAND SELF-ASSESSMENT STUDY

## values

Acceptance	Dynamism	Ingenuity	Results
Accomplishment	Efficiency	Innovation	Risk-aversion
Action	<u>Empathy</u> ③	Insightful	Risk-taking
Achievement	<u>Energy</u> ②	Intelligence	Sacrifice
<u>Adventure</u> ①	Enthusiasm	Intuition	Safety
Altruism	Entrepreneurship	Joy	Security
Ambition	Equality	Leadership	Self-awareness
Appearance	Excellence	Legacy	<u>Selflessness</u>
Authenticity	Excitement	Listening	Sensuality
Autonomy	Expertise	Love	Service
Balance	Expressiveness	Logic	Sharing
Beauty	Fairness	Loyalty	Simplicity
Belonging	Faith	Mastery	Spirituality
Calmness	Family	Obedience	Spontaneity
Capability	Fidelity	Openness	Stability
Carefulness	Financial security	Order	<u>Status</u>
<u>Caring</u>	Fitness	Patience	<u>Strength</u>
Challenge	Focus	Patriotism	Structure
Commitment	<u>Freedom</u>	Peace	Success
Community	Friendships	Perfection	Support-giving
Compassion	Fun	Perseverance	Teamwork
Competence	Generosity	<u>Positivity</u>	Thoughtfulness
Consistency	Goodness	Power	Timeliness
Control	Grace	Practicality	Tradition
Cooperation	Growth	Preparedness	Tolerance
Courage	<u>Happiness</u>	Principles	Trustworthiness
Creativity	Hard Work	Professionalism	Understanding
Credibility	Harmony	Purpose	Uniqueness
<u>Curiosity</u>	Health	Quality	Unity
Decisiveness	<u>Helpfulness</u>	Recognition	Usefulness
Dependability	Honesty	Reliability	Vision
Determination	Humility	Religion	Vitality
Discipline	Imagination	Resourcefulness	Volunteering
Discretion	Inclusiveness	Responsibility	Wisdom
Diversity	<u>Independence</u>	Respect	Work

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## PERSONAL BRAND SELF-ASSESSMENT STUDY

## strengths and weaknesses

Attributes		Design Skills	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Empathetic</li> <li>• Sincere</li> <li>• Adventurous</li> <li>• Energetic</li> <li>• Communicative</li> <li>• Easy-going</li> <li>• Positive</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Overthinker</li> <li>• <del>Overcritical</del></li> <li>• Judgmental</li> <li>• Sensitive</li> <li>• Soft-opinioned</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Interaction design</li> <li>• Web/app design</li> <li>• App design</li> <li>• Print material design</li> <li>• Typography</li> <li>• UX design</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Motion graphics</li> <li>• Video content</li> <li>• 3D</li> <li>• Illustrations</li> </ul>
Software Skills		Experiences	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Figma and Illustrator</li> <li>• Photoshop</li> <li>• <del>After Effects</del></li> <li>• Premiere Pro</li> <li>• Viva</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Blender</li> <li>• Sketch</li> <li>• After Effects</li> <li>• Any other motion graphics software</li> <li>• <del>Di</del></li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Over 2-years as full-time UX/UI designer</li> <li>• Multiple internships</li> <li>• Studies at TAMK</li> <li>• Studies in DK</li> <li>• Client projects</li> <li>• Travelled a lot</li> <li>• Studied in Korea</li> <li>• Worked seasonal jobs abroad</li> <li>• Studied multiple lang.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Can not get grounded in one place for a long time</li> </ul>

## PERSONAL BRAND SELF-ASSESSMENT STUDY

## outside self

## What words come to mind when you think of me?

List up to 12 qualities or characteristics that best describe my values, behavior, and personal style.

- |               |            |                |
|---------------|------------|----------------|
| 1 Adventurous | 5 Loyal    | 9 Energetic    |
| 2 Fun         | 6 Humorous | 10 Intelligent |
| 3 Honest      | 7 Kind     | 11 Fearless    |
| 4 Sociable    | 8 Curious  | 12 Proactive   |

## What am I good at?

What skills am I good at (strengths) and which ones do I lack (weaknesses)? List up to 3 words/phrases for each.

## Strengths

- Singing
- Socialising
- Being a good friend

## Weaknesses

- Gullible
- Frivolous
- Difficulty to open up to others

## What animal best describes me, and why?

Animals come in a variety of types and temperaments. What kind of animal would I be?

Wolf - they are there for their pack, but also enjoy to travel alone.  
 Cat - can be affectionate when felt, love it, but distant and cold when not.

## What color best describes me, and why?

Colors have meaning. What color(s) best represent me?

Purple - strong, mystical, capturing, equals warm and passionate.  
 Black - fun and carefree, but deep down a heart of gold

[ Add your question here. ]

[ Add your question description here. ]

## PERSONAL BRAND SELF-ASSESSMENT ANALYSIS

## inside self + outside self

COMMONALITIES	
Adventurous	Curious
Positive	Energetic
	Easy-going
	Selfless
	Friendly
DIFFERENCES	
You	Others
<p>Independent</p> <p><del>Posi</del> Judgmental</p>	<p>Sometimes too optimistic</p> <p><del>Friendly</del></p> <p>Difficulty to open up to others</p> <p>Gullible, Indecisive</p>
INSIGHTS	
<p>When people think of me, they think of fun, energy and loyalty. I always care for those around me.</p> <p>I can be indecisive and my opinions can be easily swayed.</p>	

## creative brief | [ Your Name ] *Katerina*

TARGET AUDIENCE (Where you want to work)	
Field of interest:	UX/UI Design
Type of company:	Software or design company
Company location:	Preferably Finland, but large remote work allowance
Company size:	Small enough to fit in one office
Type of job:	UX/UI designer
VALUE PROPOSITION (What you can offer the target audience)	
1.	I have a positive outlook on challenges.
2.	Always thoughtful and compassionate towards others
3.	Curious for experiences and knowledge.
4.	Independent, but highly collaborative in teams
5.	Inspired by life experiences and highly energetic.
BRAND STATEMENT (What your brand stands for)	
<p>Outside of my work and studies I need to spend my positive energy with friends or make new acquaintances. On quiet days I turn to singing, playing guitar and piano, read or play boardgames. The continuous life project that I am passionate about is travelling and seeking out wild experiences.</p>	
BRAND PROMISE (Your unique differentiating proposition)	
<p>Designs full of energy, yet considerate towards users</p>	
BRAND CHARACTERISTICS (Qualities that best describe you)	
<ul style="list-style-type: none"> <li>▪ Energetic</li> <li>▪ Adventurous</li> <li>▪ Empathetic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Curious</li> <li>▪ Easy-going</li> <li>▪ Positive</li> </ul>

## Appendix 12. Self-assessment questionnaire.

26/11/2022, 19:13

Self-assessment

### Self-assessment

Hi! I am Jekaterina, student at Tampere University of Applied Sciences, Interactive Media. If you have received this questionnaire, most likely you know me well. For my personal portfolio thesis project, I kindly ask you to dedicate a few minutes to answer some questions about me, which would help me to evaluate myself and build the greatest portfolio on earth. Any answers are correct and all the submissions are anonymous.

1. What words come to your mind when you think of me?

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2. What are my most likable personality traits?

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3. What are my most annoying personality traits?

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26/11/2022, 19:13

Self-assessment

4. What do you think I am good at?

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5. What animal would you compare me to and why?

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6. What color best describes me and why?

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