

PORTFOLIO
ESTHER BLUM

HELLO@ESTHERBLUM.DE
0151 6522 8442

Hi!

I am Esther Blum
Freelance Senior UI/UX Designer
from Hamburg.



C&A ONLINE SHOP

Interface Design

03-08



LIEBESKIND BERLIN

UX/UI Design

19-24



**BEACON
REPLY XCHANGE**

App Design

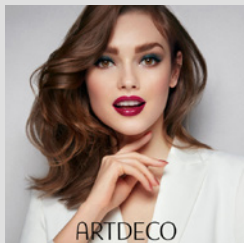
09-12



ARTDECO

Interface Design

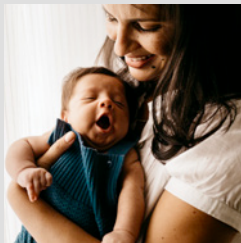
25-28



BABYJOE

Branding & Interface Design

13-18



AHOI DIGITAL

Branding Vision

29-36



C&A revises its brand identity and focuses more on the themes of sustainability, inclusiveness, value for money and modern appearance. The logo was adapted. The iconic letters are detached from the frame and appear larger as a result. The new design is straightforward and gives the brand more self-confidence. Our task at Dept: To transfer the new look to the online shop and to raise the online shopping experience to a modern level.

Our approach: With the help of the Brand filter, we got a pretty accurate picture of the look & feel, the tonality and the navigation and interaction concept. We worked out the design principles in various mood boards. These were not only evaluated in-house by C&A but also presented to a selected group of users in a user test. All the feedback was incorporated into a consolidated layout and the final design direction was created.

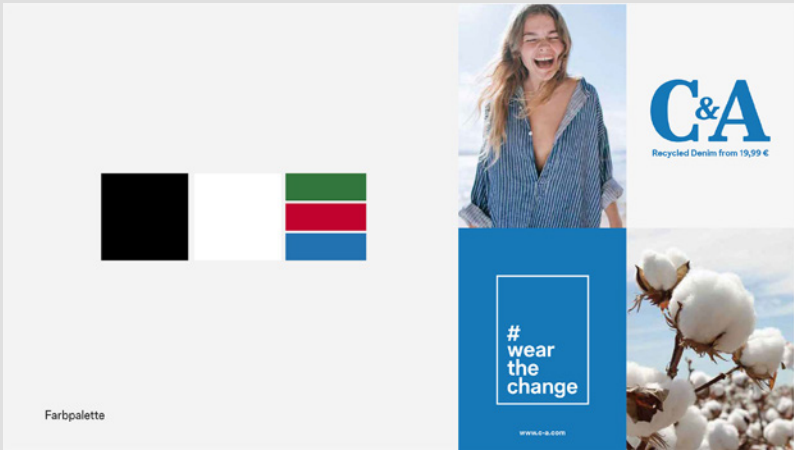
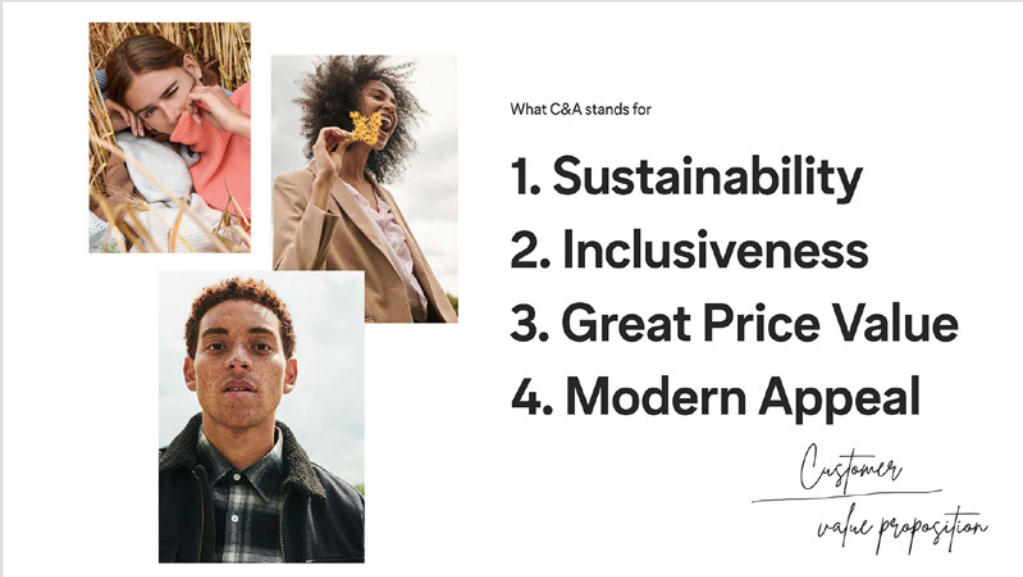
My role:

UI lead designer & creative direction during the project
Preparation and implementation of workshops
Setting up a design system in Figma
Client consultation

Client:


Dept, 2021



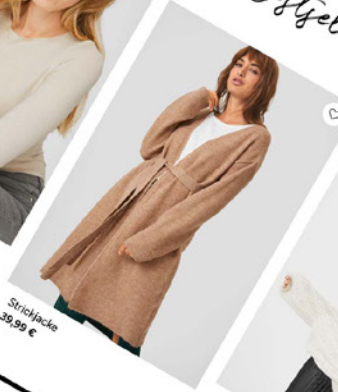


Jacken →
Große Größen →
Clockhouse Girls →
Mund- & Nasenschutz →
Elegante Loungewear →

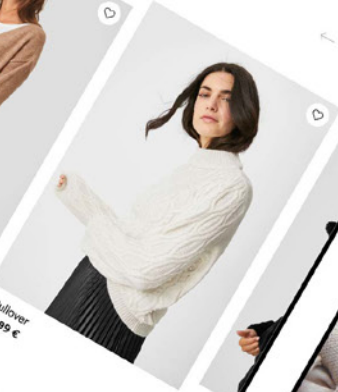
Bestseller




Basic-Langarmshirt
7,99 €



Strickjacke
39,99 €

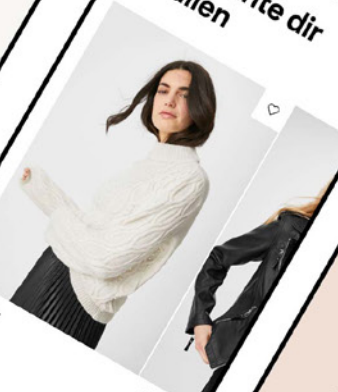


Pullover
29,99 €




Kurze
49,99 €

Das könnte dir gefallen



Pullover
29,99 €



Bitterjacke
39,99 €

TOP-KATEGORIEN



Jacken & Mäntel
Unterwäsche
Große Größen
Clockhouse Girls
Nachtwäsche

FEATURED

Elegante Loungewear

Eigentlich zu gut, um sie nur in den eigenen vier Wänden zu tragen. Die Rede ist von Loungewear, die nicht nur kuschelig, sondern gleichzeitig auch stylisch sein kann.


Jetzt shoppen



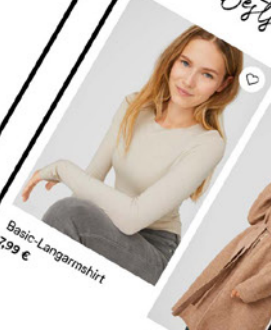
C&A

Winterjacken
Lorem Ipsum


Jetzt shoppen →



Bestseller



Basic-Langarmshirt
7,99 €



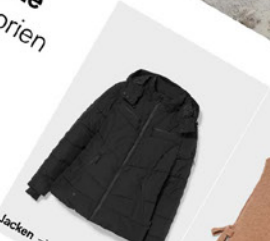
Strickjacke
39,99 €

It's time to wear the change


Learn more

C&A

Beliebte Kategorien



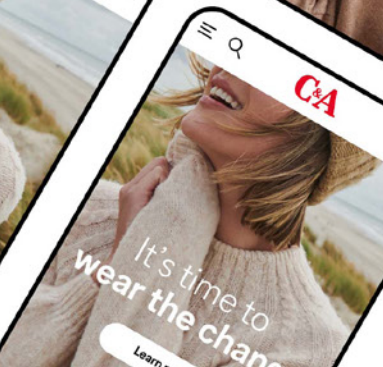
Jacken



C&A

It's time to wear the change

Learn more



C&A

[Damen](#)[Herren](#)[Clockhouse](#)[Kinder](#)[Babys](#)[Sale](#)[#wearthechange](#)

Suche

2

Damen


[NEU in Bekleidung](#)[Sale / Angebote](#)[Jetzt im Trend](#)[Bekleidung](#)[Premium](#)[Jacken](#)[Größe Größen](#)[Umstandsmode](#)


Mehr Stretch.
Mehr Freiheit.

[4-Way-Stretch entdecken](#)

NEUHEITEN

[Neu in Bekleidung →](#)[Kleider →](#)[T-Shirts & Tops →](#)[Röcke →](#)[Jacken →](#)





C&A

[Damen](#)

Suche

2

Damen


[NEU in Bekleidung](#)[Sale / Angebote](#)[Jetzt im Trend](#)[Bekleidung](#)[Premium](#)[Jacken](#)[Größe Größen](#)[Umstandsmode](#)

Mehr Stretch.
Mehr Freiheit.

[4-Way-Stretch entdecken](#)

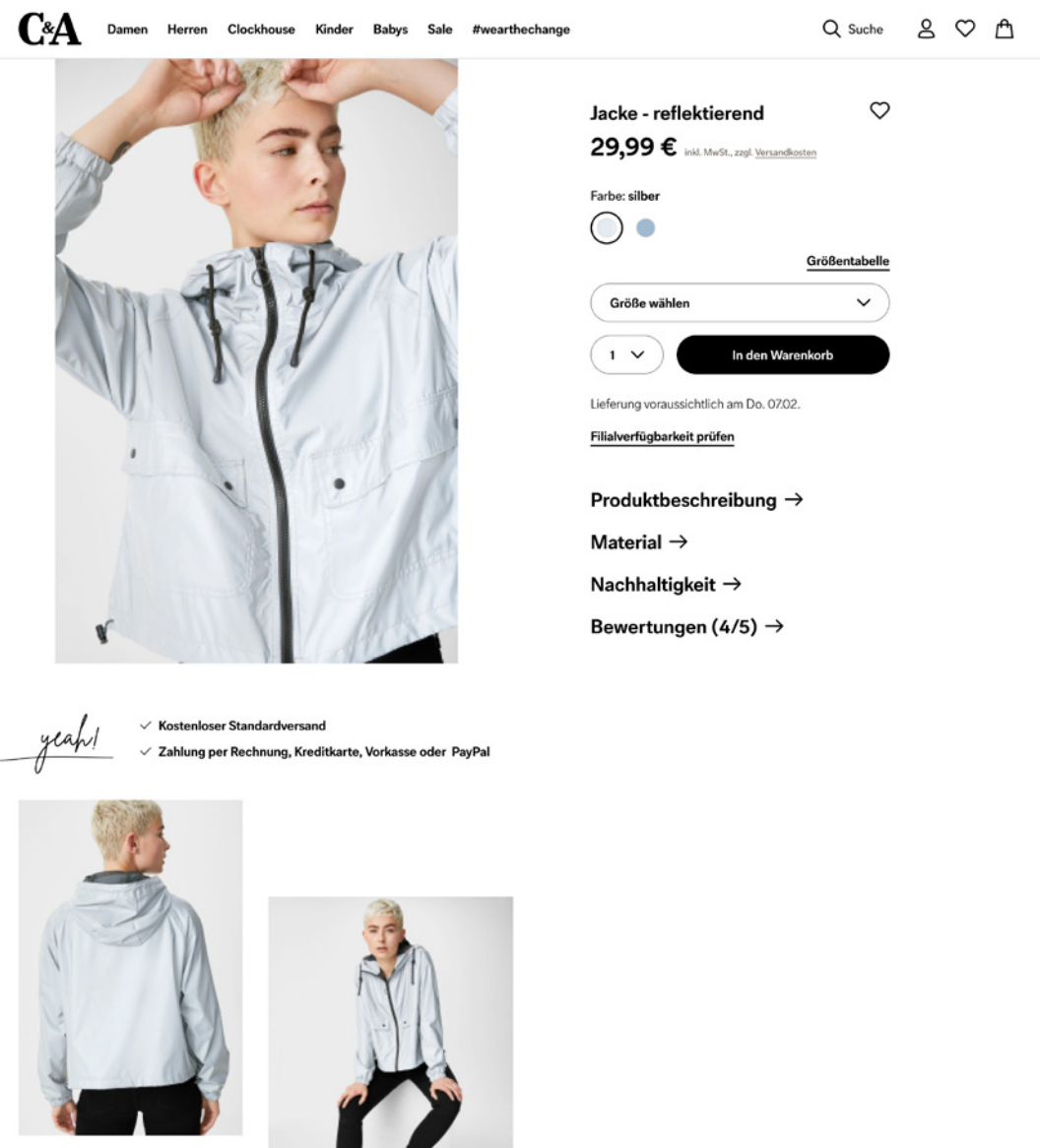
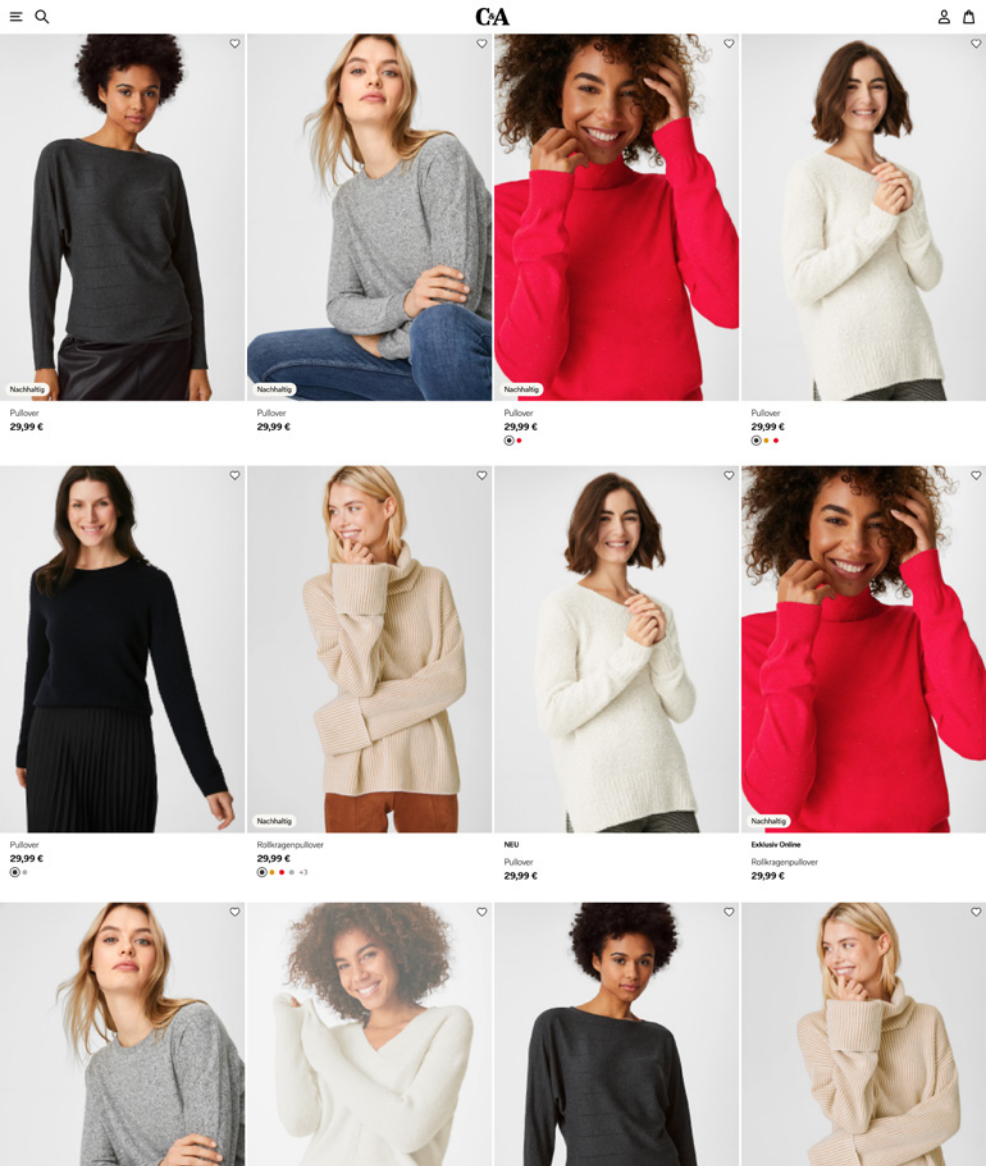
NEUHEITEN

[Neu in Bekleidung →](#)[Kleider →](#)[T-Shirts & Tops →](#)[Röcke →](#)[Jacken →](#)



Frühlings-
gefühle

[Jetzt entdecken](#)



Design System



The Reply Xchange conference is designed for digital technology enthusiasts at all levels to provide fresh insights into tech trends, innovations, digital experiences, enterprise applications and much more. Reply Xchange is an invitation-only interactive event enriched by gamification elements.

At the end of Reply Xchange Conference 2014, each participant received a Reply backpack equipped with a beacon.

But what is it about the backpack and the beacon?

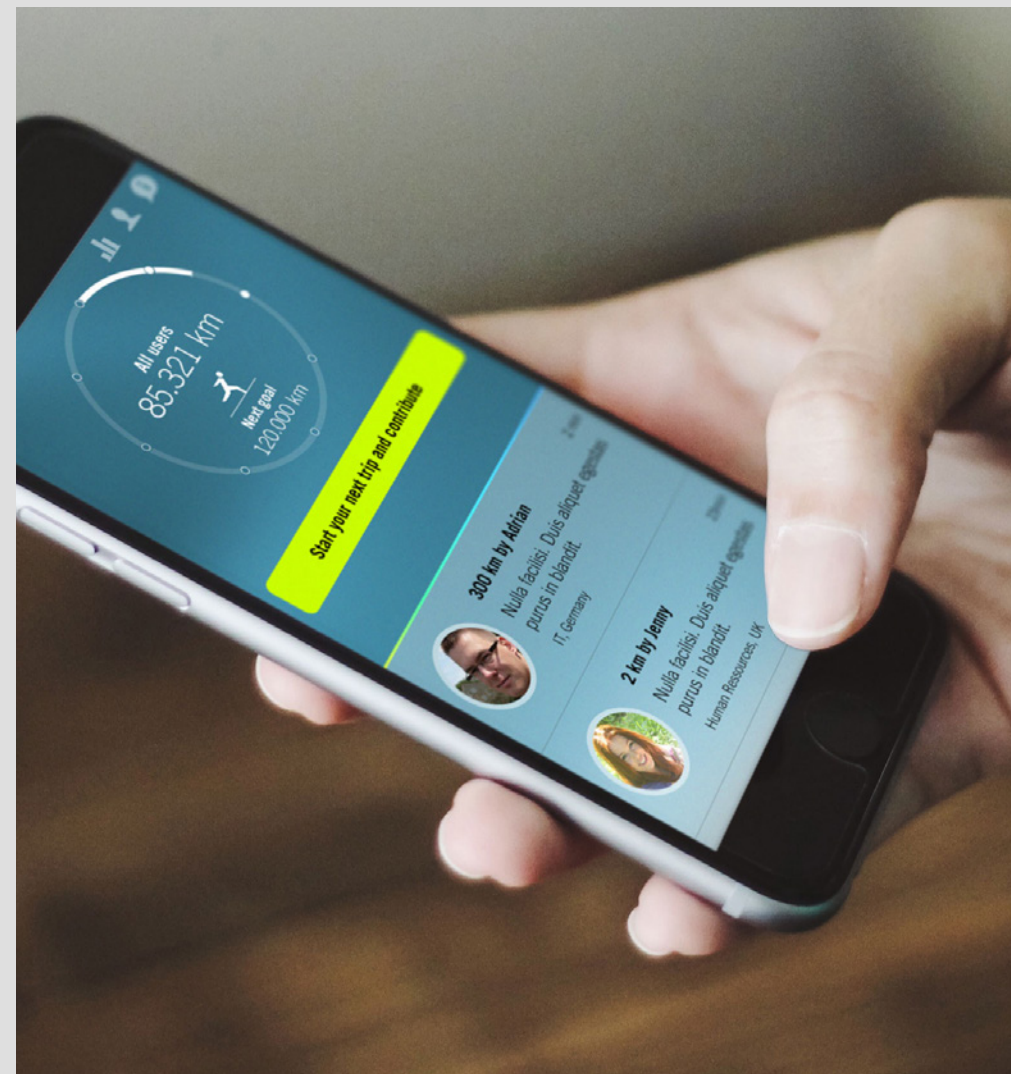
During every journey with the backpack, no matter whether it is a short or long distance, the kilometres are tracked. For every kilometre the participant travels with the backpack, Reply donates a certain amount to a good cause. So the game is not primarily about winning something for yourself or a competition, but about doing something together for a greater cause. The more the Reply community travels with their backpacks, the higher the sum donated in the end. The current status is visualised in an interactive infographic within the app.

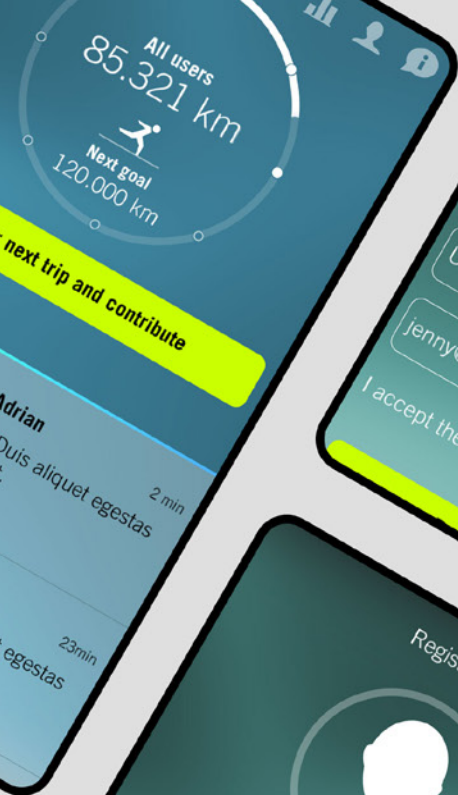
My part:

– App Design

Client:

Triplesense Reply, 2014





Registration form for Jenny:

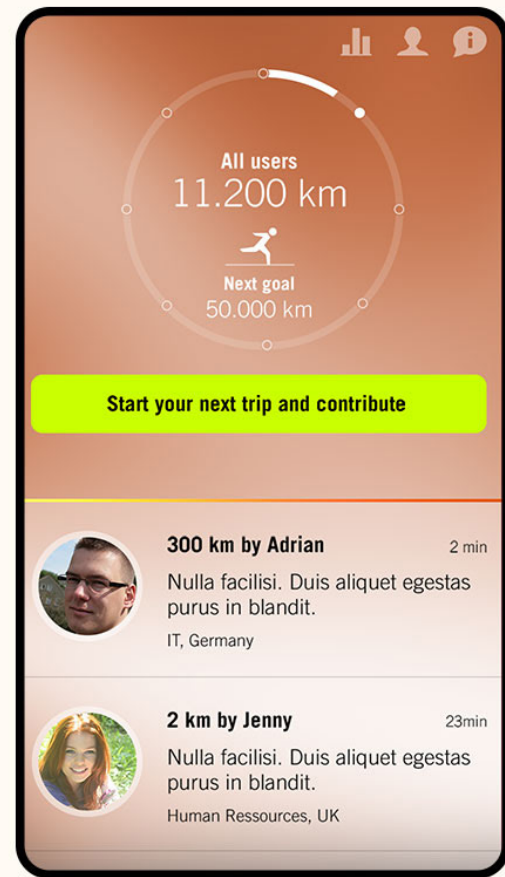
- Name: Jenny
- Gender: Female
- Department: Human Ressources
- Country: UK
- Email: jenny@web.de
- Terms: I accept the [terms & conditions](#)

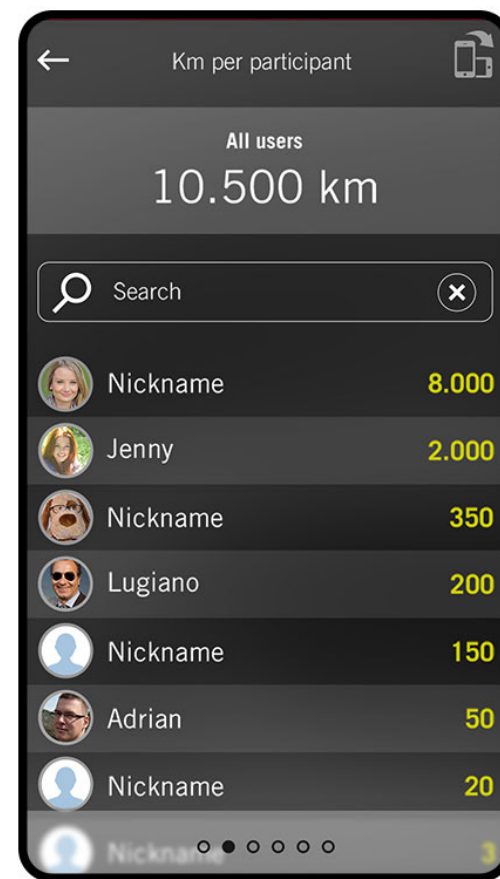
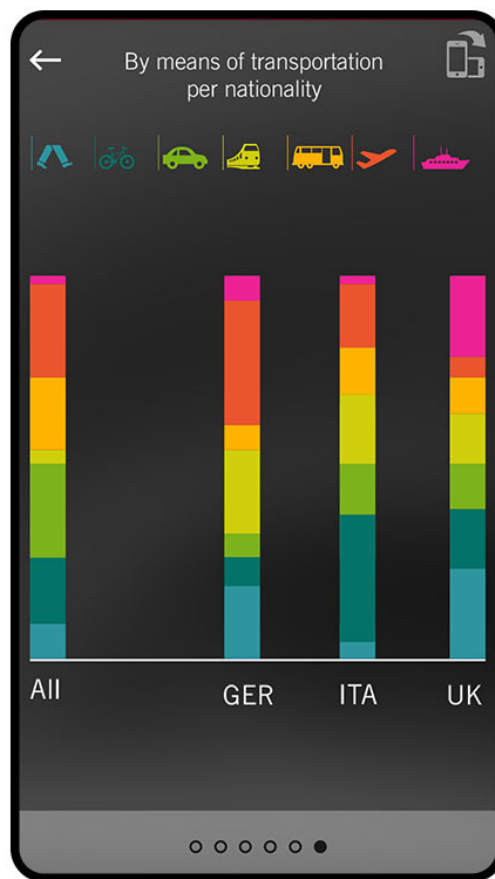


Registration form for Adrian:

- Text: Tap on the avatar to select an image.
- Field: Nick-Name
- Gender: Female
- Field: Select your department
- Field: Select your country







BabyJoe is one of the most successful baby and children's outfitter in Switzerland. Besides the stationary trade, the online shop is the most important sales channel for BabyJoe with a 95% share. My task was to accompany the reorientation of the brand and the modernisation of BabyJoe's online shop.

In a brand workshop with the client, we developed the brand personality and the brand filter as a working basis for the branding and the online shop. On this basis, we developed the new corporate design and the design language for the brand new online presence, including new fonts, colour palettes, design and interface elements.

In a design studio, the concepts for the new homepage and the product detail page were developed in parallel. This was followed by the conception of the shop and the development of prototypes for user tests.

My part:

Preparation and implementation of the workshops
Lead Designer & Creative Direction

Client:

Dept, 2019





860 • 500 Wil, Schweiz
• Fax +41 848 840 865
E-Mail vogel@babyjoe.ch

bj
BABY JOE

2

bj
BABY JOE

bj
BABY JOE

bj
BABY JOE

bj

bj
BABY JOE

Thorsten Vogel
GESCHÄFTSFÜHRER

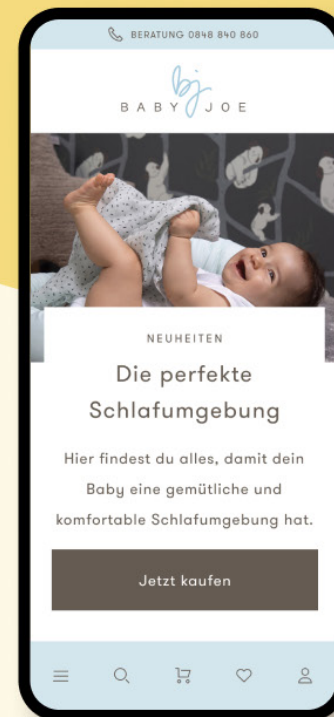
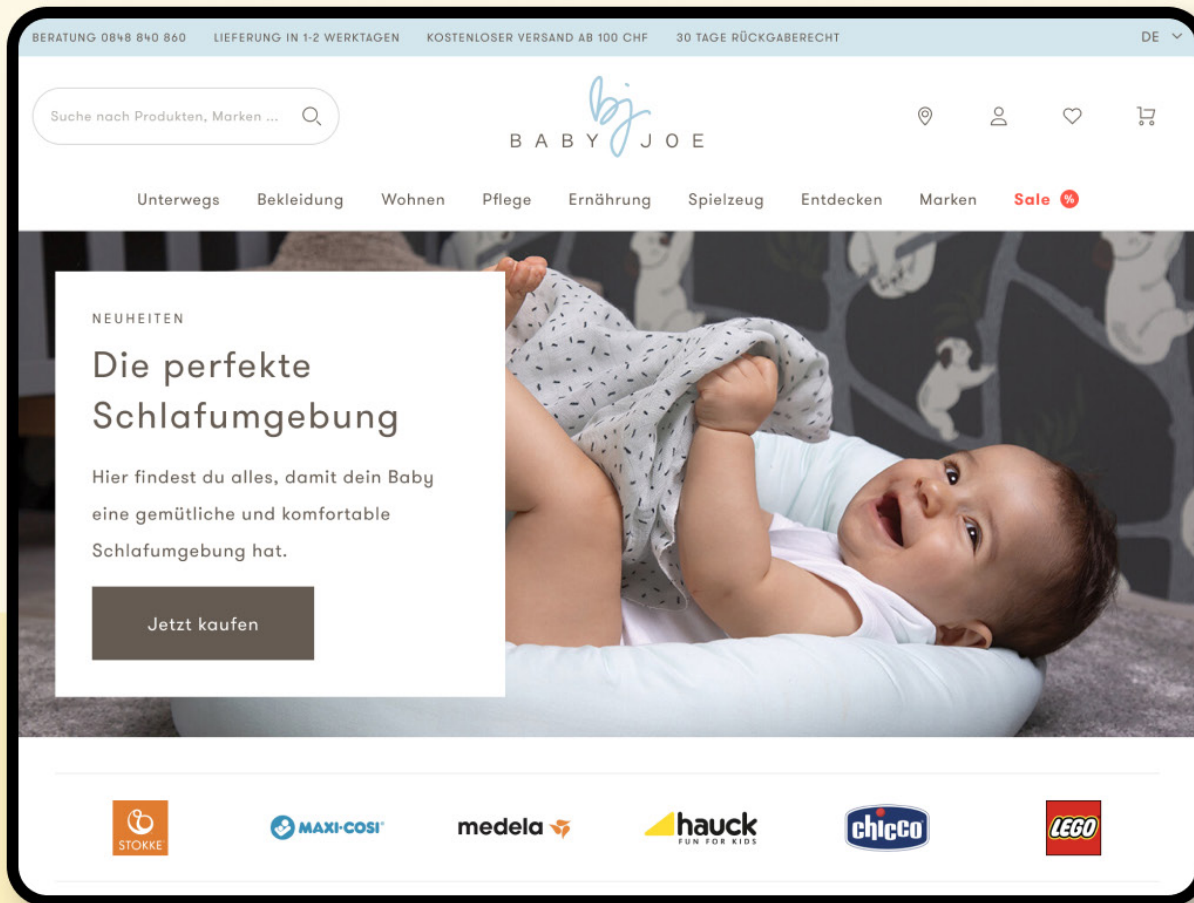
Sirnacherstr. 6, CH-9500
Tel +41 848 840 860
babyjoe.ch

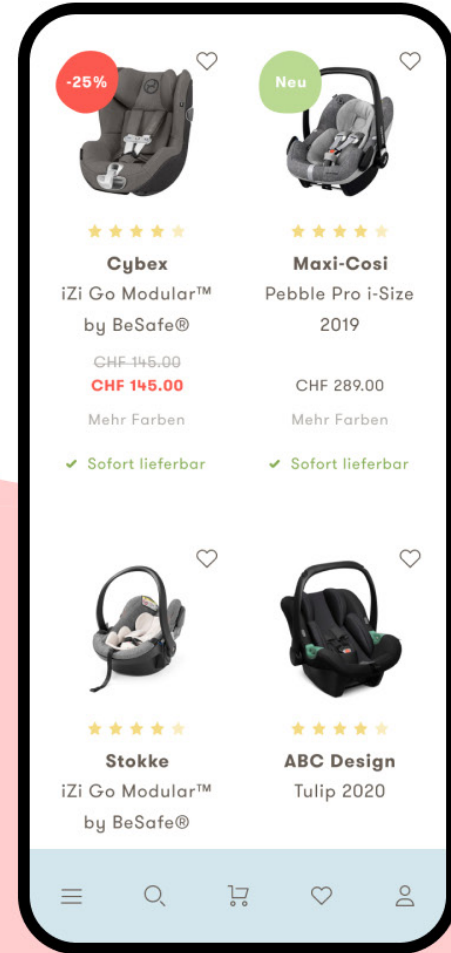
Thorsten Vogel
GESCHÄFTSFÜHRER

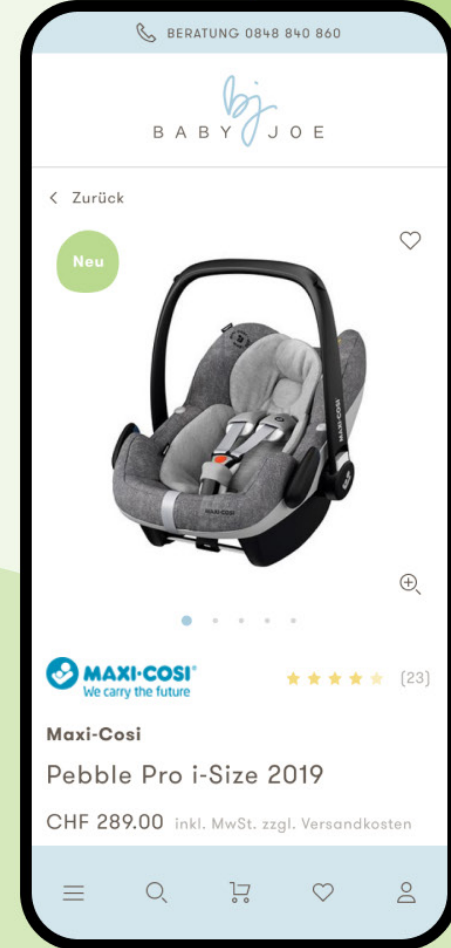
Sirnacherstr. 6, CH-9500 Wil, Schweiz
Tel +41 848 840 860 • Fax +41 848 840 865
babyjoe.ch • E-Mail vogel@babyjoe.ch

Thorsten Vogel
GESCHÄFTSFÜHRER

Sirnacherstr. 6, CH-9500 Wil, Schweiz
840 860 • Fax +41 848 840 865
• E-Mail vogel@babyjoe.ch







The aim of the new online shop: The seamless connection of shop content and modern brand image paired with a new look & feel.

The challenge: to make the Liebeskind online shop more emotional and innovative. Make the customer visible and audible within the site and create more Berlin spirit. Look & feel, usability and reduced design go hand in hand on the website.

The shop appears in black and white with lots of white space. Clean, cool and sophisticated, like the capital city brand itself. Products are staged as outfits, shop content and content merge seamlessly. Online shopping as an experience, as inspiration, as a declaration of love for an unmistakable German brand.

My part:

Pitchdesign

Lead designer on the subsequent project

Client:

Dept, 2015



#000000

#ac704c

#FFFFFF

LATO BLACK

HEADLINES

Lato Regular

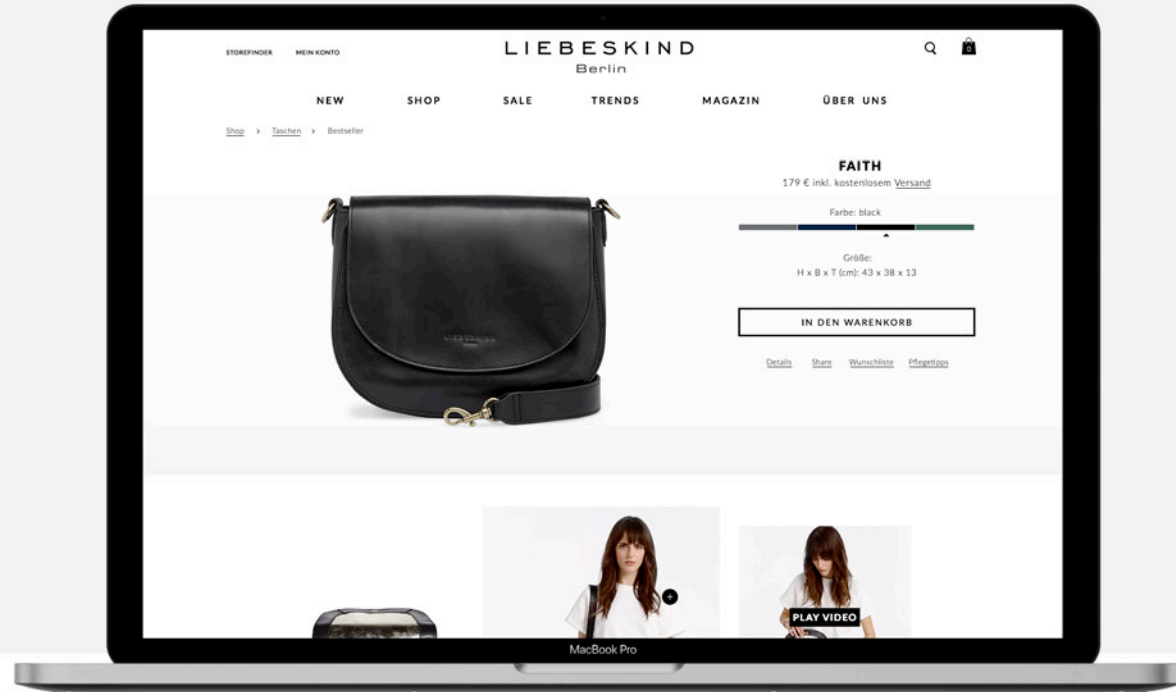
COPYTEXT, PRODUCT DESCRIPTION

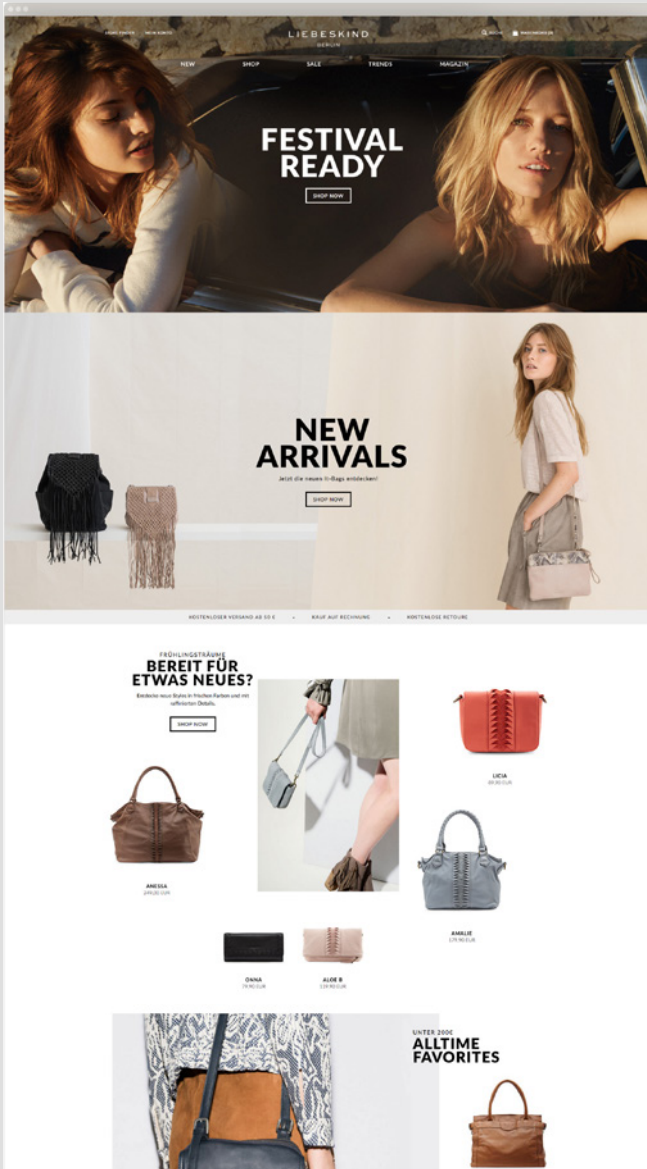
A

L

LIEBESKIND

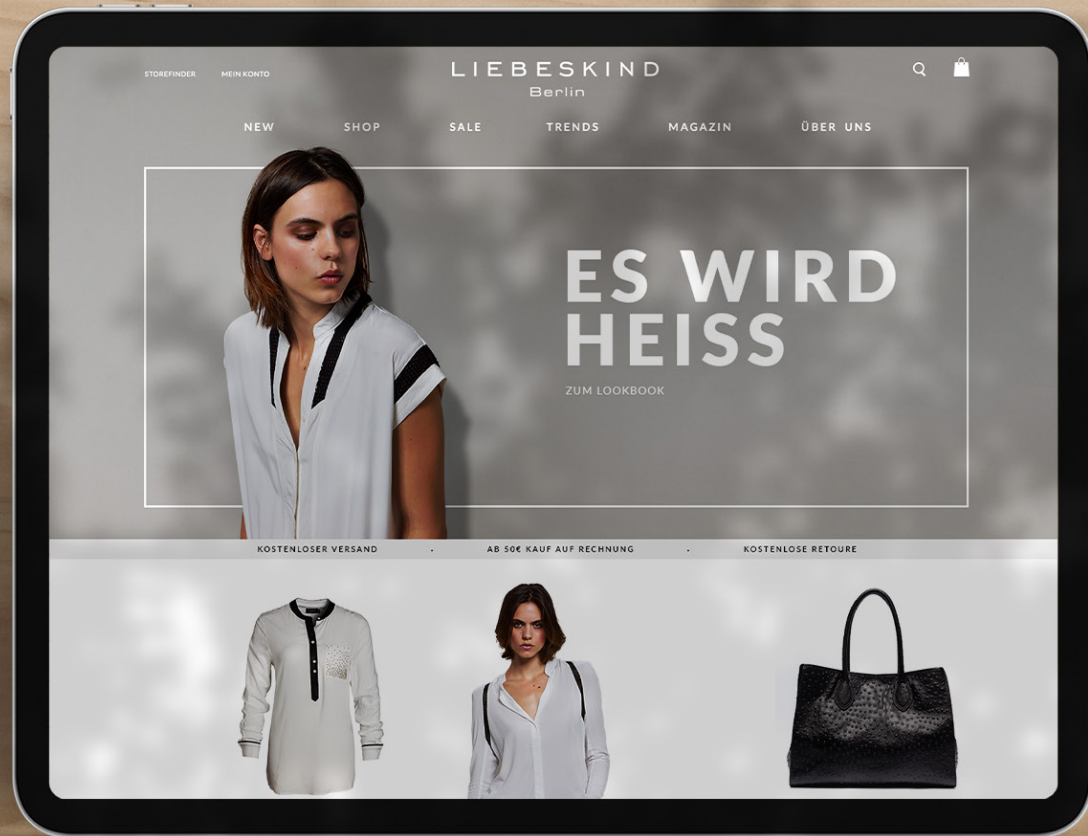
Berlin

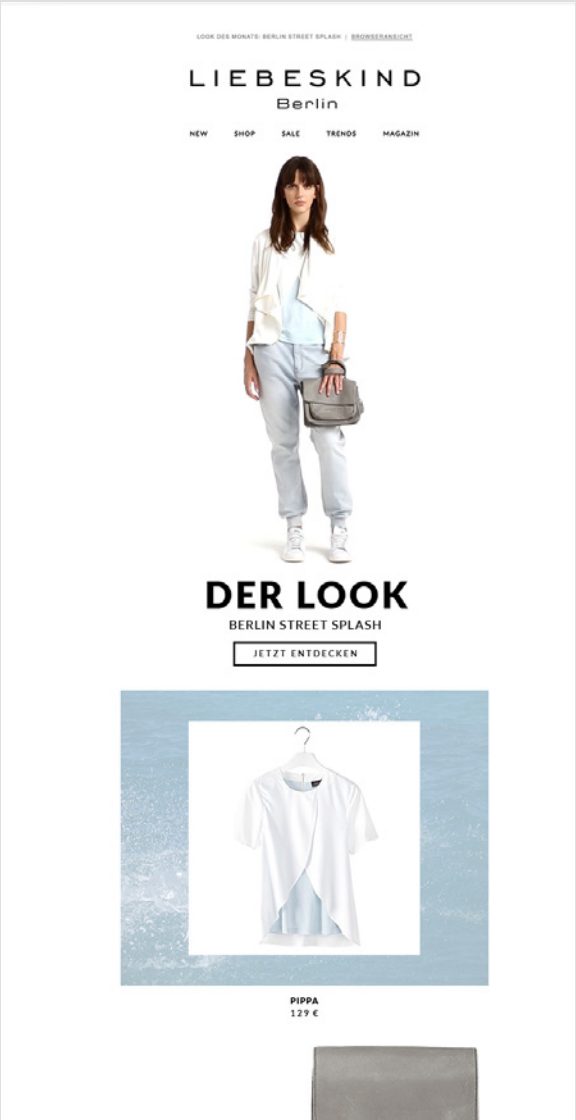
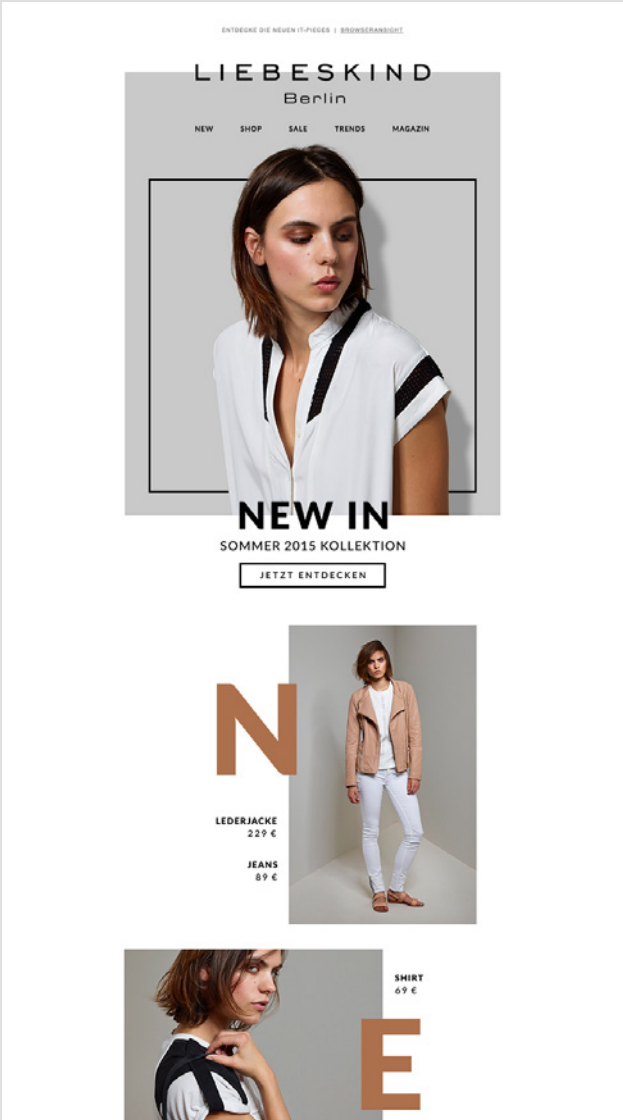




LIEBESKIND

Berlin





Focus of the relaunch: A uniform brand experience combined with a comprehensive digital realignment of the brand. ARTDECO's online shop is the most important touchpoint in the user journey.

The first step towards the realignment was a discovery workshop in which we collected all relevant information for the project together with the client - from the project vision to valuable brand insights and information about the competitors.

In a UI/UX workshop, all requirements for pages such as the product detail page were then determined and exceptions defined. Through the new interface design, the corporate design elements are reinterpreted and form the framework for a user-centric, fresh and modern appearance.

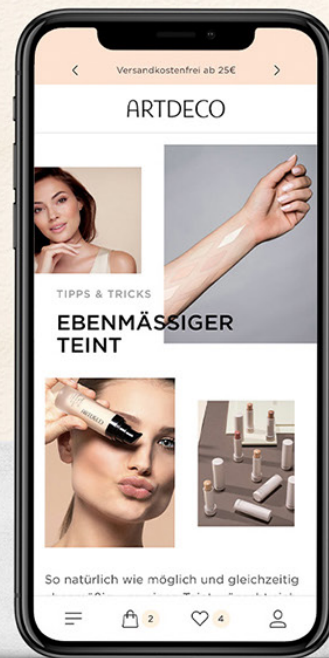
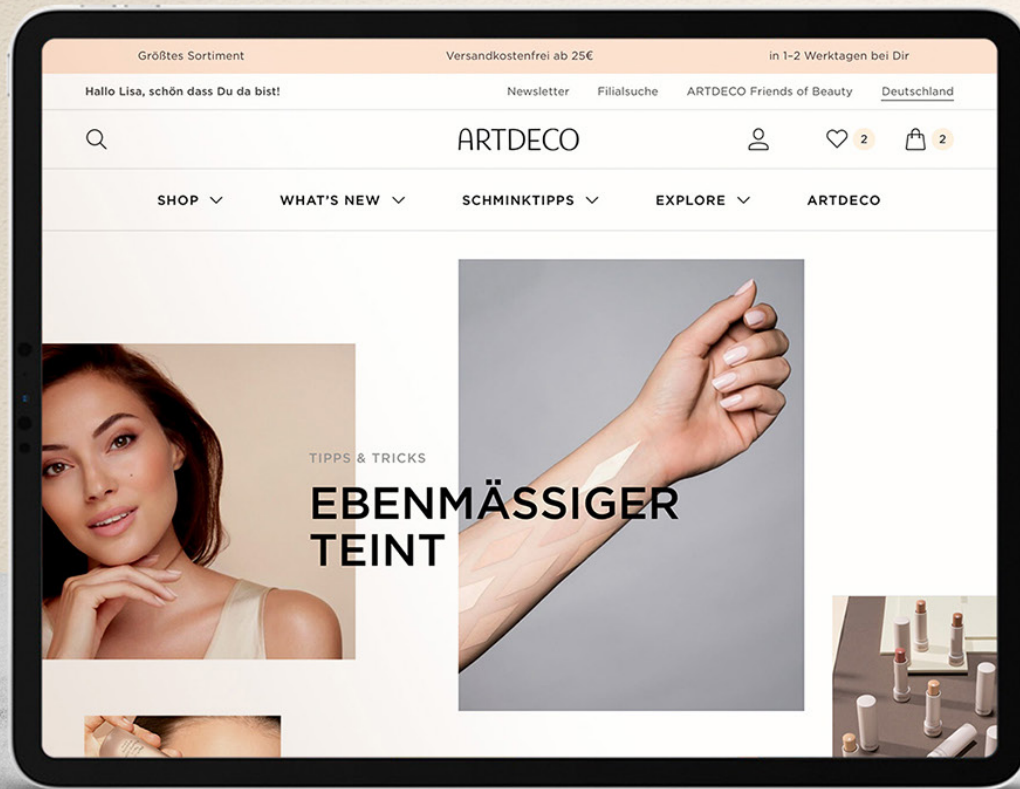
My part:

- _ Preparation and implementation of the workshops
- _ Lead Designer & Creative Direction

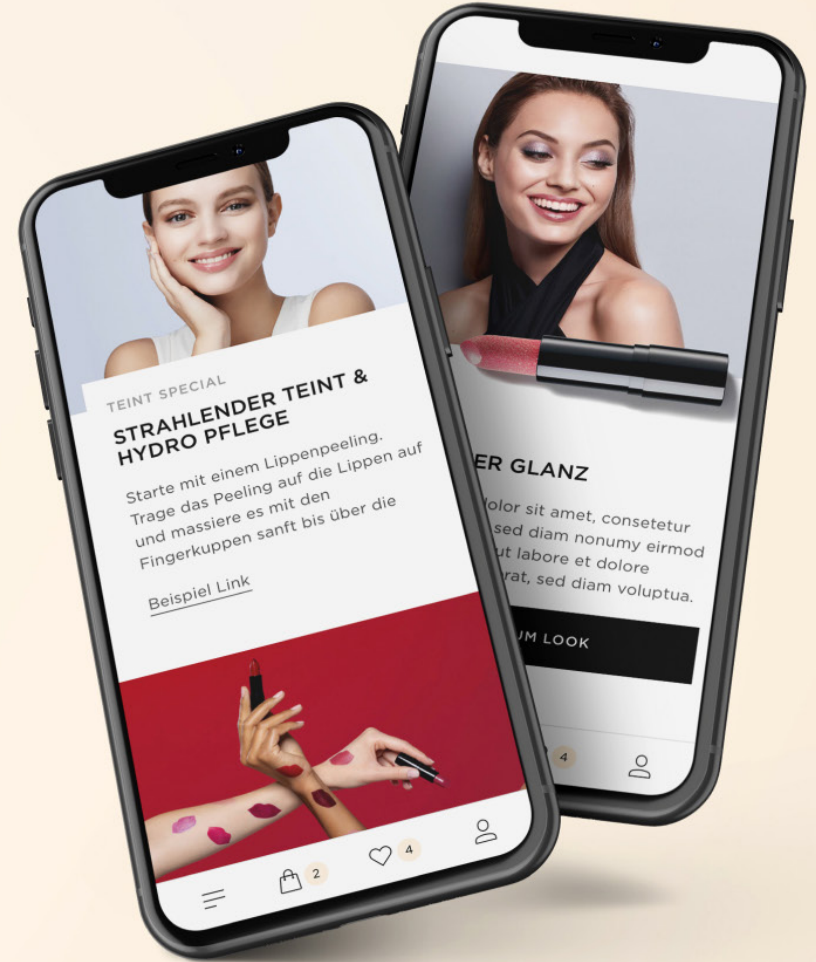
Client:

Dept, 2019









The Alliance of Hamburg Universities for Computer Science (ahoi.digital for short) wants to establish itself as the gateway of HAW, HCU, UHH and TUHH for the Hamburg location. Here, all information and topics related to computer science in Hamburg are bundled and made accessible to students, researchers, economic partners and interested citizens. ahoi.digital came to Dept with the desire for new branding. Together with the client, we developed the brand personality and a brand filter, which formed the basis for the design of the logo and the conception of the corporate website.

What is the nautical flag system? The flag alphabet is used in shipping to exchange messages visually between ships through signal flags. In these flag alphabets, each letter of the Latin alphabet is symbolised by a differently colored flag. Our idea: For the appearance of ahoi.digital, we use the nautical flag system as a visual bridge (Hamburg, shipping, communication) for a graphic pattern and thus create a unique, striking and memorable branding.

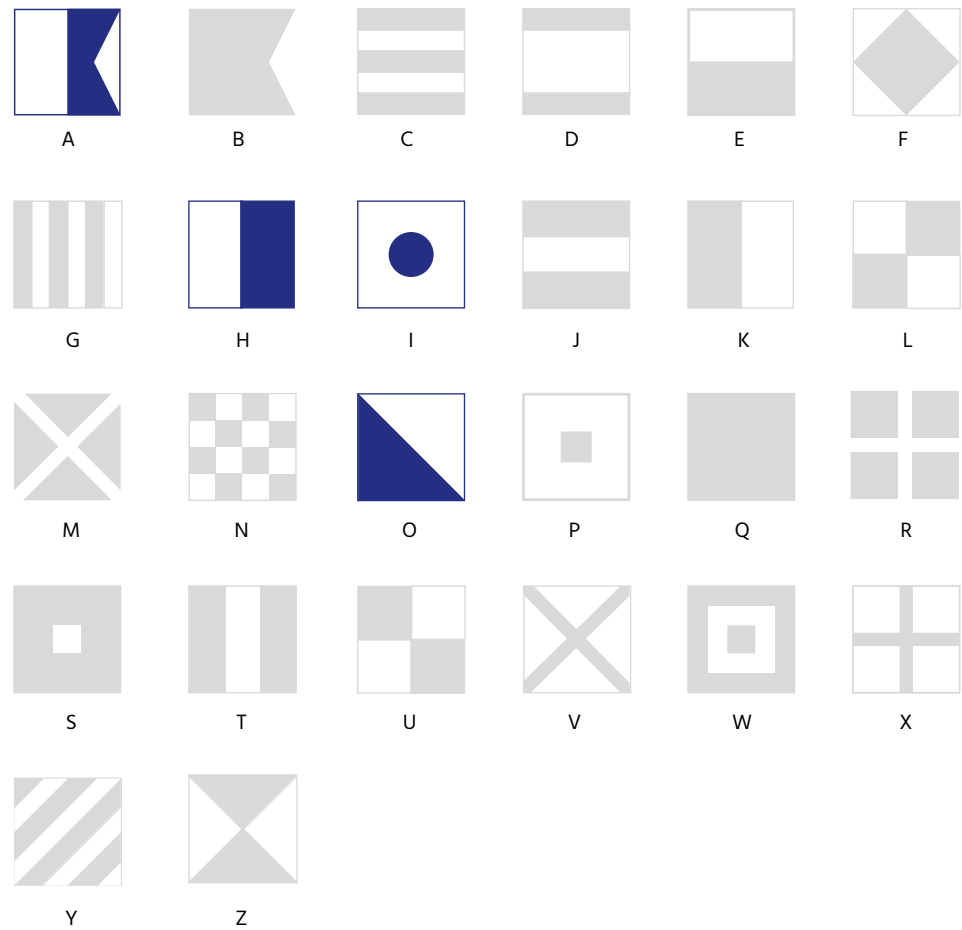
My role:

- _ Preparation and implementation of the branding workshop
- _ Ideation
- _ Creative Direction

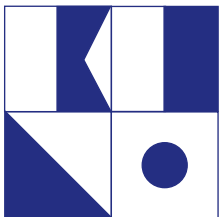
Client:

Dept, 2018





ahoi.digital Allianz Hamburger
Hochschulen für
Informatik



ahoi.digital Allianz Hamburger
Hochschulen für
Informatik

Dr. Martin Semmann
040 42883 2465
Vogt-Kölln-Straße 30
22527 Hamburg
www.ahoi.digital.de

ahoi.digital
Allians Hamburg
Hochschulen für
Informatik

Dr. Martin Semmann
040 42883 2465
Vogt-Kölln-Straße 30
22527 Hamburg
www.ahoi.digital.de

ahoi.digital
Allians Hamburg
Hochschulen für
Informatik

Dr. Martin Semmann
040 42883 2465
Vogt-Kölln-Straße 30
22527 Hamburg
www.ahoi.digital.de

ahoi.digital
Allians Hamburg
Hochschulen für
Informatik





Computer sind so klein, die sind jetzt überall, Data Mining bedroht unsere Jobs und unsere Privatsphäre und alles Böse kommt von Google! Der „Computer“ wird zur magischen Wunderbox, die alles kann und alles zerstört. Was aber können Algorithmen wirklich? Was ist denn Digitalisierung genau? Und wer forscht dazu? Wer könnte mir das einigermaßen verständlich erklären?

16.05.19
16:00 Uhr
HAW HAMBURG

Digital Science Night: Algorithmic Futures



ahoi.digital Allianz Hamburger
Hochschulen für
Informatik





Muli Bold

Headlines

Muli Regular

Copytext

SERVICES

- _Interface Design
- _App Design
- _Design Systems
- _Creative Direction
- _Branding & Corporate Design
- _Branding Workshops
- _Branded Interaction Design

SKILLSET

- _Figma
- _Sketch
- _Invision
- _Abstract
- _Adobe Creative Suite
- _Miro
- _Keynote








CAREER

- 2015 - 2021 Creative Director Digital + Teamlead
Dept Agency
- 2014 - 2015 Senior Art Director Digital
SuperReal GmbH (part of Dept)
- 2010 - 2014 Senior Art Director Digital
Triplesense Reply
- 2008 - 2010 Art Director Digital
Die Firma GmbH
- Bachelor Digital Media (Hochschule Ulm)
Vocational training as a media designer

AWARDS

- DDC Deutscher Designer Club,
- Mobile Agency Award, Annual Multimedia,
- iF Communication design, Interactive Me-
dia Awards, Europe Top Talent,
- Webby Award

CLIENTS

ARTDECO	ahoi.digital	
		
		



Interested in working together? Get in touch.

E-MAIL
hello@estherblum.de

PHONE:
+49 151 6522 8442

LINKEDIN
www.linkedin.com/in/esther-blum

XING
https://www.xing.com/profile/Esther_Blum2/cv