

ROLF PIECHURA

Product Design ○ Service Design ○ Experience Design

About

I am a designer of digital & physical products as well as user-centric services from end to end. I also run a product design label and moderate UX trainings and Design Thinking workshops.

I work cross-functionally, hands-on in UX, UI, 3D, HTML/CSS and content, but I am also experienced in leading design teams to create meaningful products and an enjoyable user experience that helps companies succeed. The most know-how I could gain in the fields of user research, prototyping and usability testing.

Innovative technology with a clean, intuitive design and love for the details is what I am passionate about. I think it is very important to be pragmatic and to choose the right tool or process for the right job. That is why I like working with open minded people in lean processes.

Pushing innovation in mobility, publishing & digital services.

Having been able to work with great teams in well-known design agencies, start-ups and corporations. I learned a lot about innovation in mobility, publishing and other digital services. Having freelanced in diverse fields also helps me today getting into new topics quickly.



Mercedes-Benz

NOKIA



BOSCH

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

idealo



Volkswagen



FJORD™

... also razorfish ○ Aperto (IBM) ○ Siemens ○ DHL ○ KfW ○ Volksbanken ○ German Red Cross ○ Deutsche Bahn ○ Deutsche Telekom ○ Nolte & Lauth ○ C3 ○ HiReS! ○ ekomia



© Mercedes-Benz, symbolic illustration

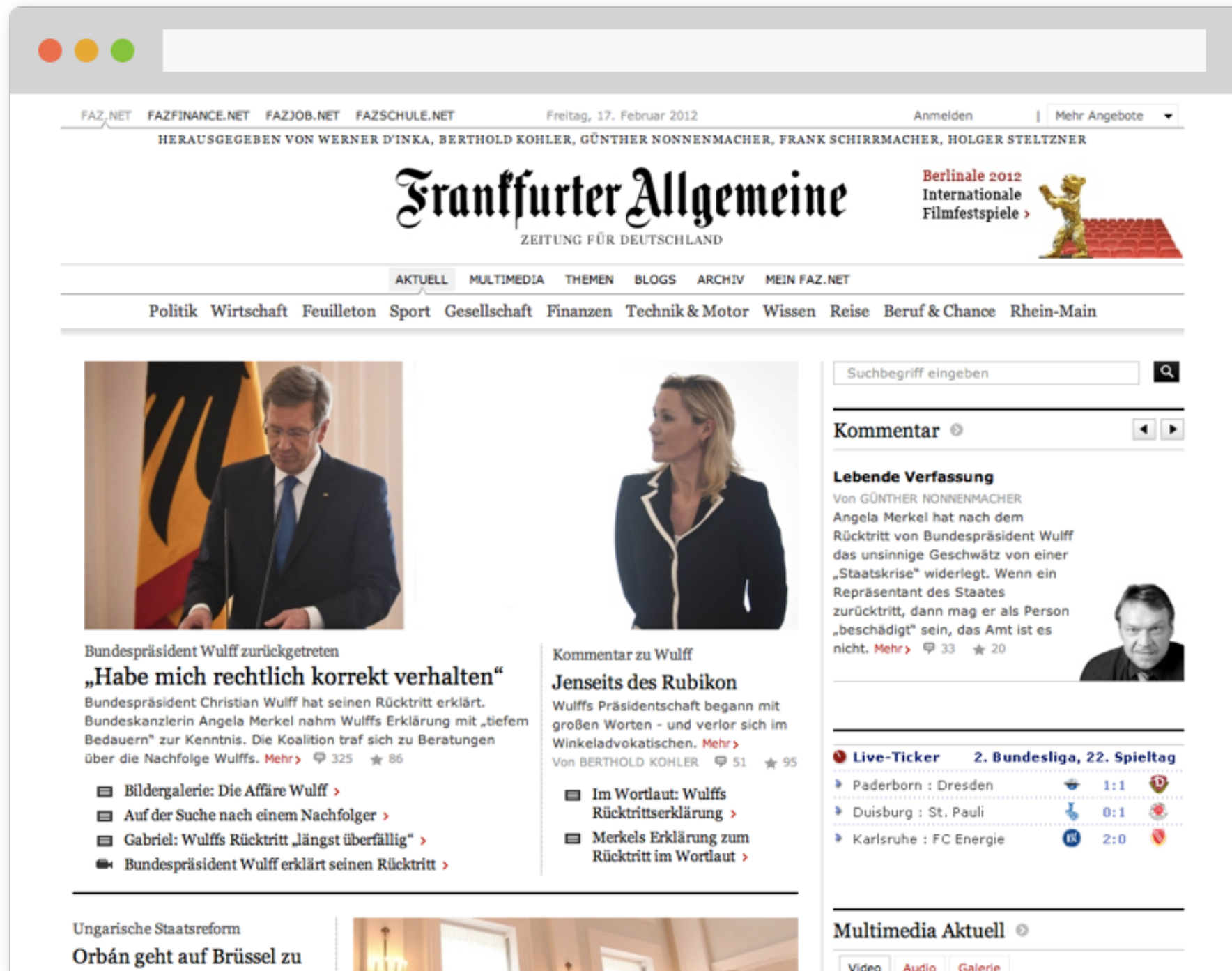
Mercedes-Benz Vision

Creating a strategy paper for Mercedes-Benz. Choosing how the user experience of a car will look like in the future throughout the whole customer life cycle. Many of the ideas take shape today, especially in car connectivity and added values during usage.



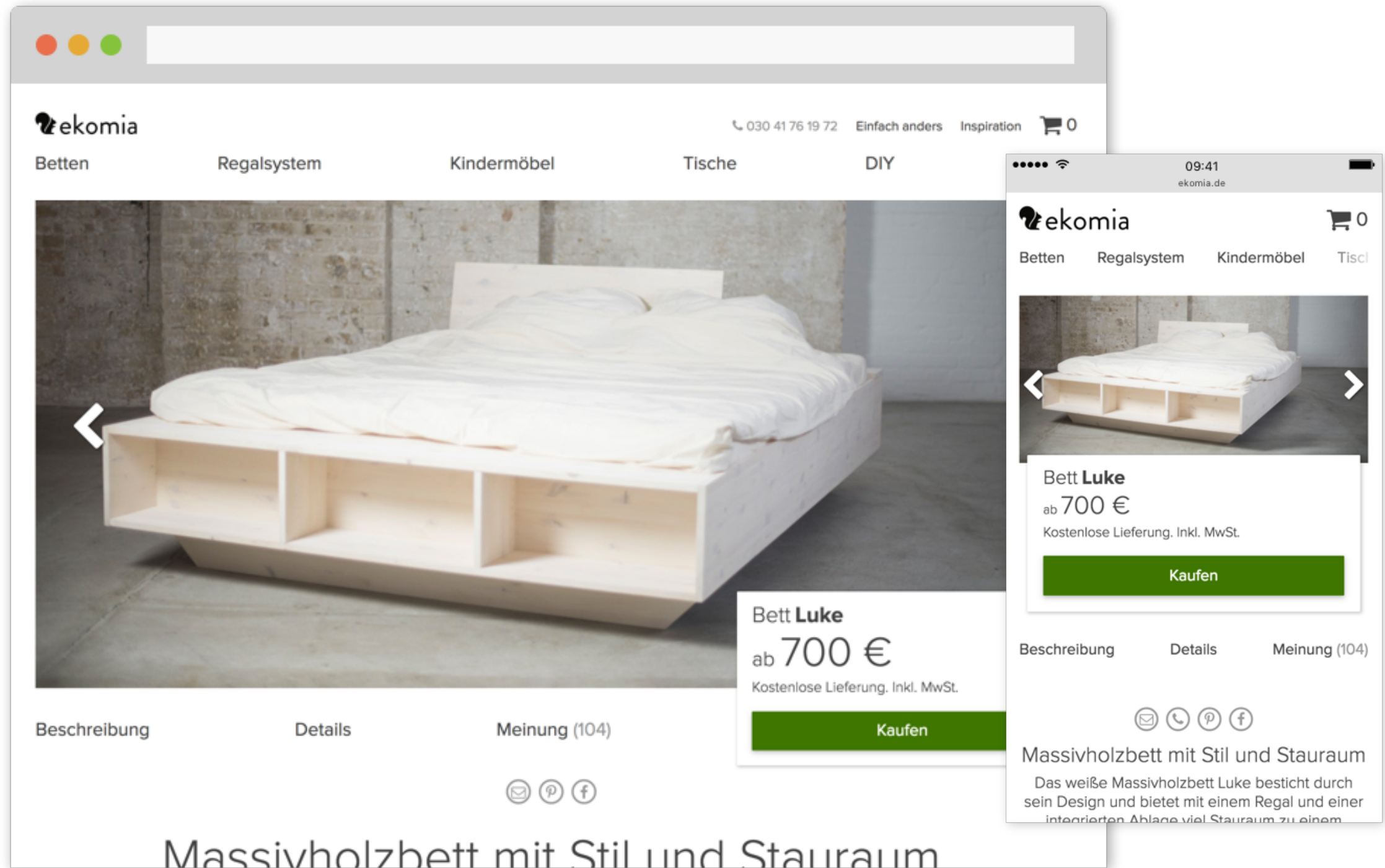
Nokia Location Service

Cross-device service around locations based on Here maps. Users can record, enhance and later play their track on a 3D map. Creating prototypes, user tests and agile processes. The App got the best usability score the lab ever recorded.



F.A.Z. Digital & Business Model

Relaunching F.A.Z. website & digital services. Wireframes, Information Architecture of news and community. Evaluating new business models. Laid the foundation for today's F.A.Z. design language.



ekomia eco-furniture start-up

Store for affordable eco-furniture. Unique designs sold directly without middlemen. After two years ekomia was well-established in a saturated market. Business strategy, UI design, code, marketing...



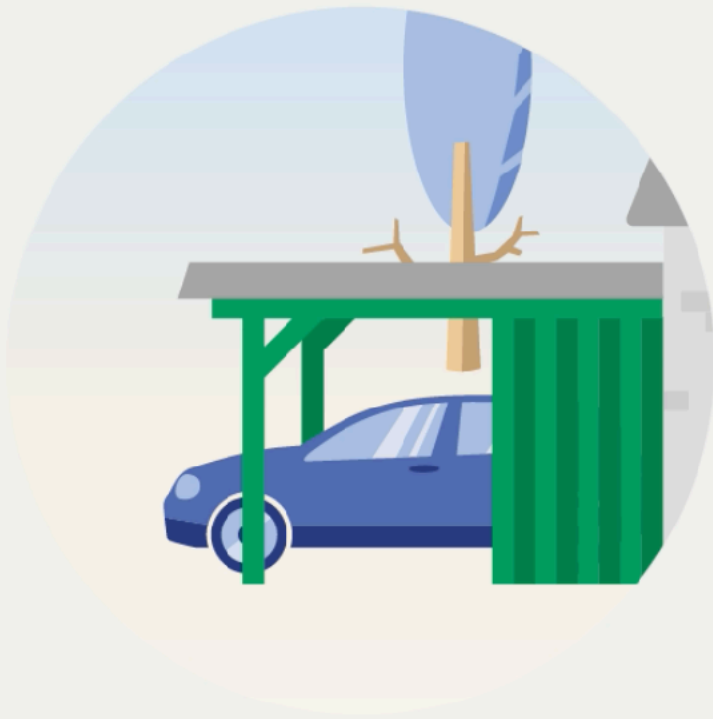
... as well as more than 20 product designs starting with user research, rough sketches, prototyping to detailed 3D models and user manuals for self assembly.



© KfW, symbolic image

KfW User Journeys “Founders”

KfW is a state-owned bank that especially supports founders in Germany. In-depth interviews with founders, design thinking workshops & user journeys helped KfW to find solutions to address the needs of founders within their entire founding process.



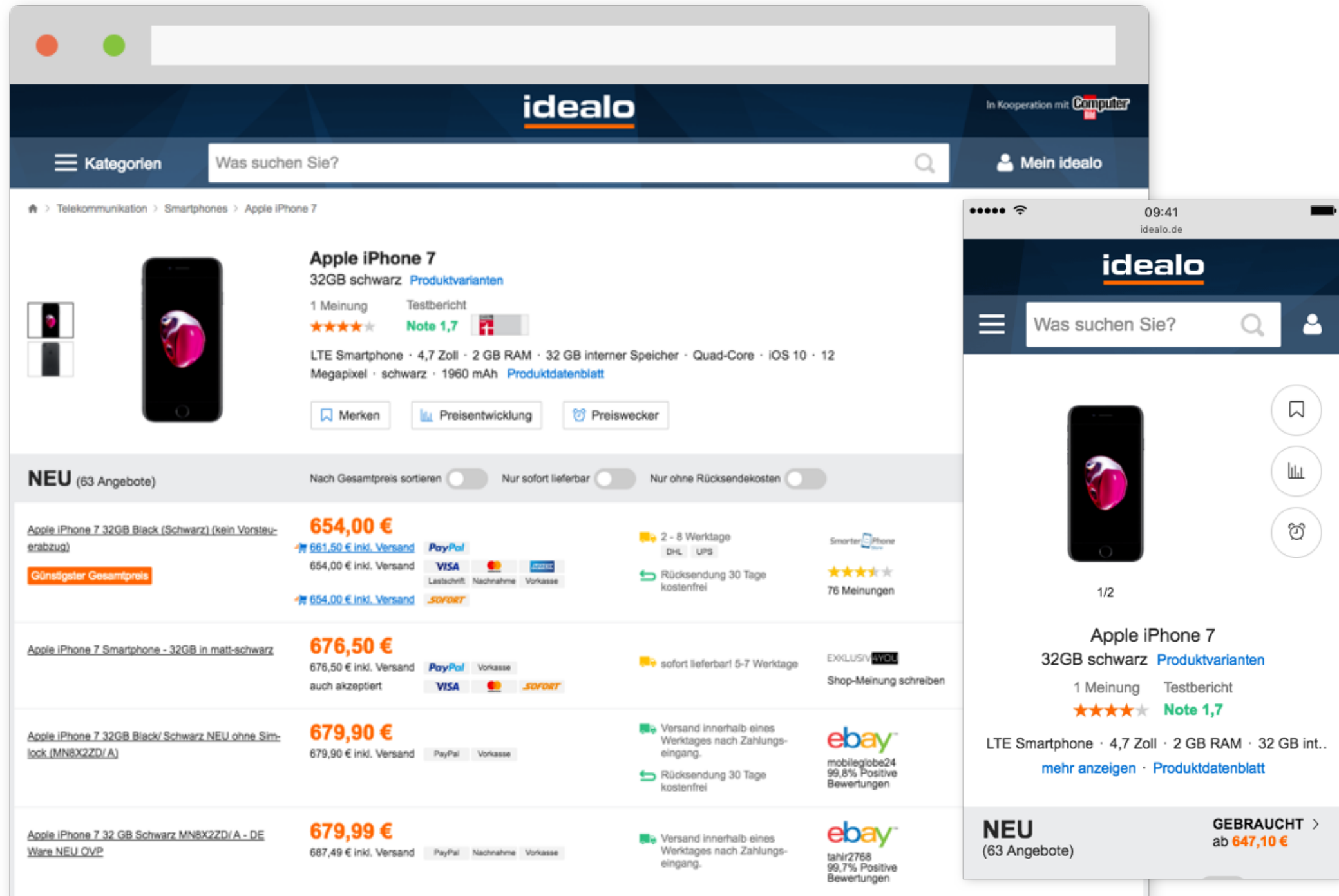
BOSCH

Invented for life



Bosch IoT Film

Bosch wanted to share their vision of how their DIY tools will create more value with the intelligent use of data, connected devices and sharing. Creative workshops, ideas & storyboard.



idealo responsive e-commerce platform

idealo is the European market leader in comparing prices on the web. Relunched with a responsive framework, enhanced user experience and launched user accounts. Workshops, prototyping, intensive user testing and agile dev support with special consideration of SEO requirements.

Thank You

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