

TIM SCHOBER

UX/UI Design Lead
Portfolio

Mission: Analyse companies through AI
as basis to take decisions towards a more
sustainable economy

UX for AI 

For Briink

www.briink.com

Head of Design

Process

Discovery, User testing, Interviews,
Shadowing, Concepts and Information
Architecture, Brand Design, Design
System, Product-Led Growth

Solution

Get your enviromental,
social, governance
questionnaires (ESG)
auto-responded by AI

briink

+ Create new

Questionnaires

Templates

Responses

ESG chats

Policy assessments

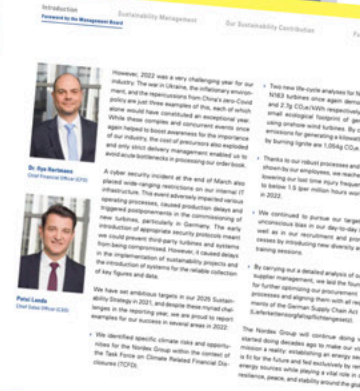
Documents

Help

Home > Questionnaires > Responses > Nordex Group ESG 2024

SustainabilityReport_Nordex_EN_2022.pdf

Nordex Code of Conduct For...



70 of 150 token



10x



SOLUTION: ESG QUESTIONNAIRE AI AUTO-RESPONDER

GT

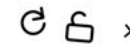
HIGHLIGHTS 2022

P.43

TEMPLATE

Green Fund DD Questionnaire

What is the company's policy on waste management?



What is the company's policy on waste management?



What is the company's policy on waste management?



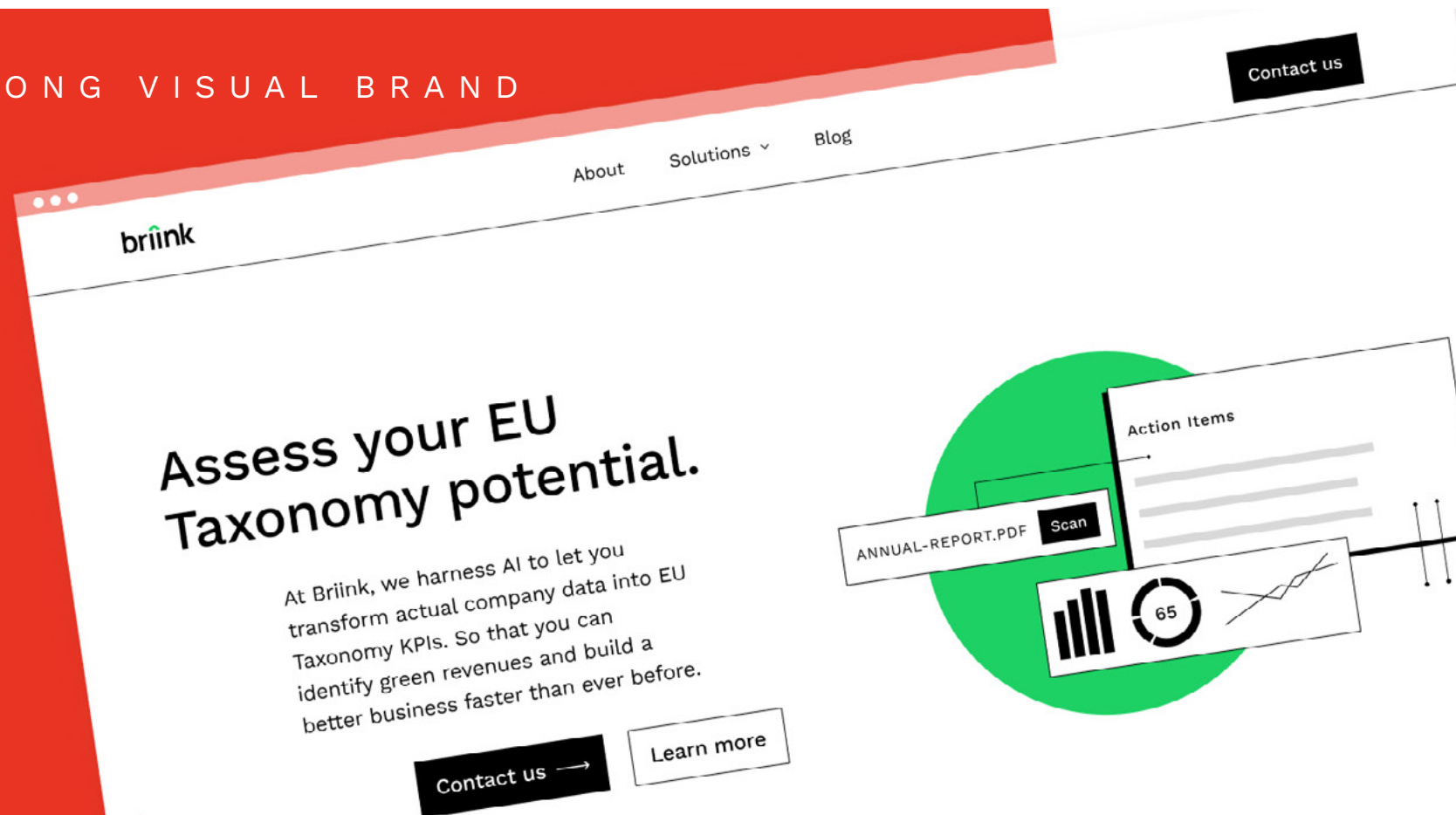
The company's policy on waste management is to follow the waste hierarchy principle of "Reduce, reuse, recycle." They aim to prevent waste generation, treat wasted material for reuse, and reprocess waste to become new materials. Disposal is considered as a last resort option. The company also has specific measures and targets in place to achieve zero production waste to landfill by 2025 and increase the waste recovery rate by five percentage points by 2025. They have implemented projects to prevent landfilling of production waste and increase reuse and recycling of materials.



How useful is the answer?



STRONG VISUAL BRAND



Be in good company:

Continental

un
reason
able

lightrock

MERANTIX

Don't leave chance.

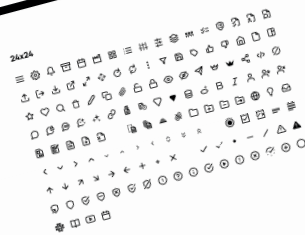
At Briink, we know that
take its security seriously.

- SOC2 compliant
- Secure Cloud data
- Fast in-app security

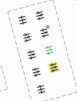
“Briink allows for a much
automation process which
that matters most.
tion, oversight of v
trend

COMPONENTS

ICONS



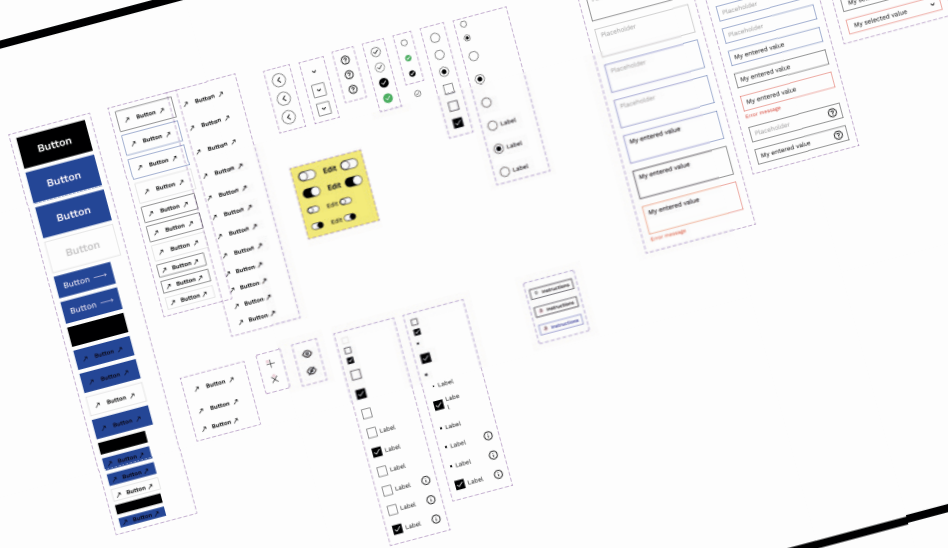
Indicators



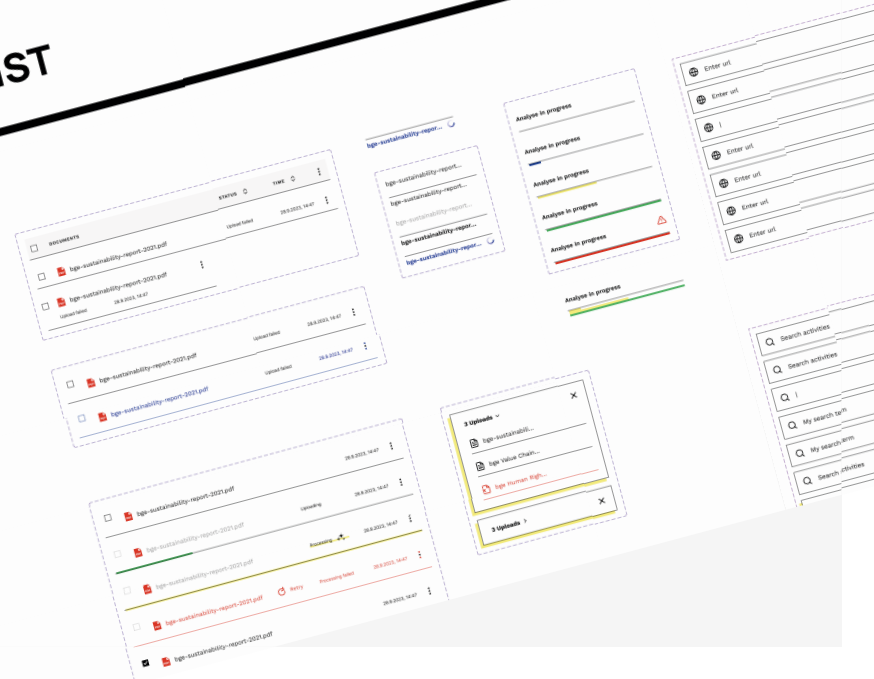
Not used in product yet



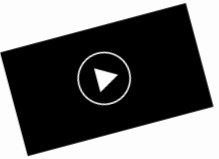
FORM



LIST



BASICS



success story
#learn-from-users



Situation

Complicated reporting regulations lead to limited amount of specialised users and few user data, feedback

Make everyone an ESG expert.

ESG AI Toolbox

ESG Questionnaire Assistant

ESG Document Chat

Good Governance Screener

The screenshot shows the 'brink' ESG AI Toolbox interface. It includes a sidebar with options like 'Create new', 'Questionnaires', 'Templates', 'Responses', 'ESG chats', 'Policy assessments', 'Documents', and 'Help'. The main content area displays a 'Sustainabilityreport_Nordex_EN_2022.pdf' document with a 'FOREWORD BY THE MANAGEMENT BOARD' and a 'Green Fund DD Questionnaire' form. The questionnaire asks about the company's policy on waste management. A '70 of 150 token' indicator is visible at the bottom left.

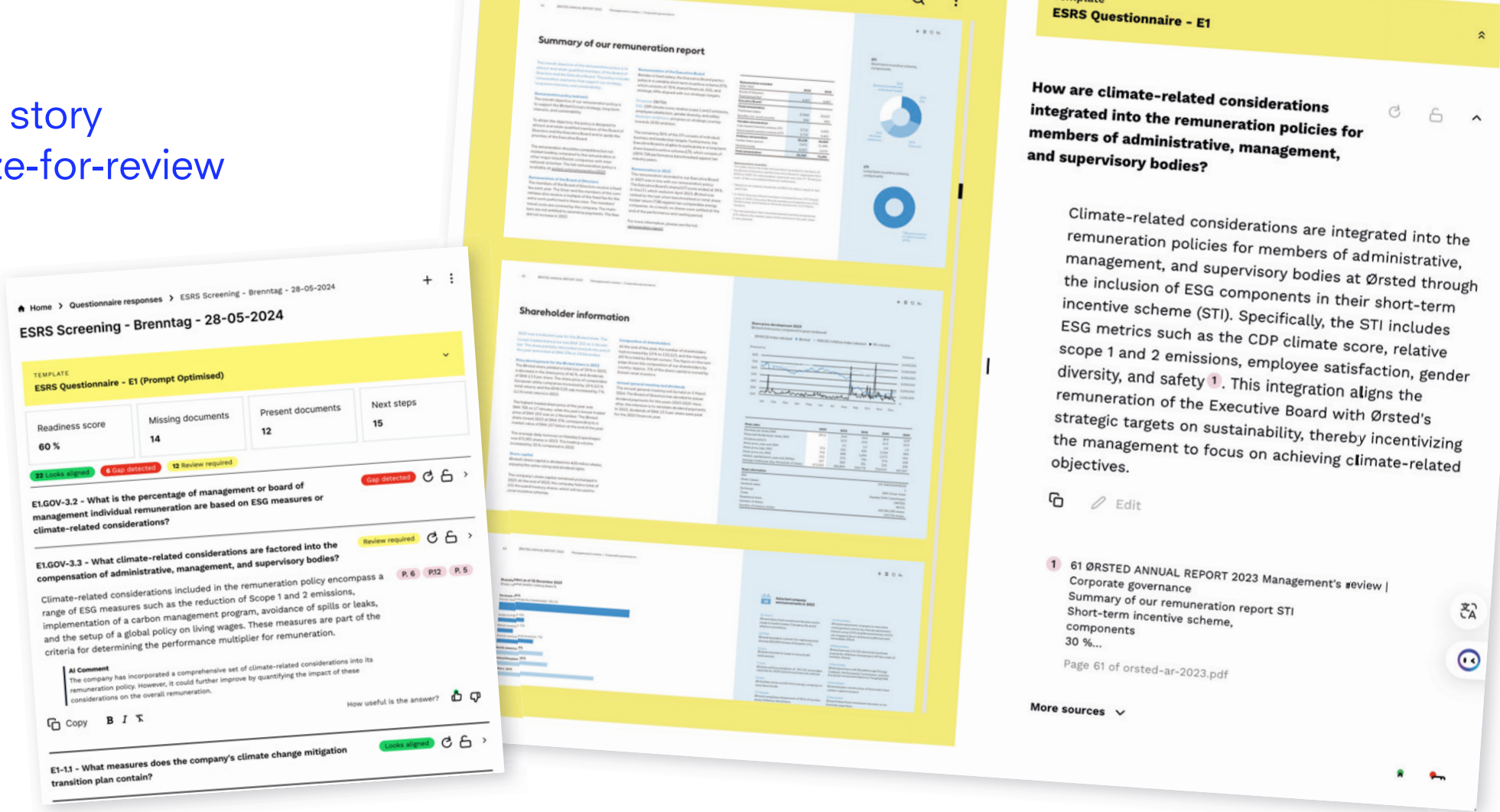
Action

Create a ESG toolbox MVP for small tools serving one generic task very efficiently and allow free access (freemium)

Results

Hundreds of new users generated valid analytics that allowed to understand and iterate fast to retain users

success story
#optimize-for-review



Situation

Users churned because of a complicated and time consuming process to review the generated answers

Action

Show source close to relevant text and open referenced source document aside while jumping to referred content

Results

A reduced review time of more than 50% and positive feedback led to a clear drop in the churn rate (~10%)

success story #help-to-phrase



Situation

The result quality was highly dependent on how a question is phrased, expectations and context were not understood

Action

LLM generated suggestions for optimised questions, option to add keywords, definitions, provided prompt guidelines

Results

Result quality satisfaction nearly doubled, users understood how they can influence results to match their personal needs

Edit Instructions

Questionnaire **SFDR Principal Adverse Impact (PAI) Indicators** All questions

Keywords

Add keywords, separate by comma

You can add synonyms or related terms that might be useful for your analysis. For example, if you are looking to identify a company's ESG targets, you might include other common phrasing such as "ESG roadmap", "ESG pillars", "ESG strategy".

Definitions

Add terminology clarification, separate by comma

Add a unique id...

How are climate-related considerations integrated into the remuneration policies for members of administrative, management, and supervisory bodies?

Suggestion

Could you provide information on the integration of climate-related considerations into the remuneration policies of administrative, management, and supervisory bodies?

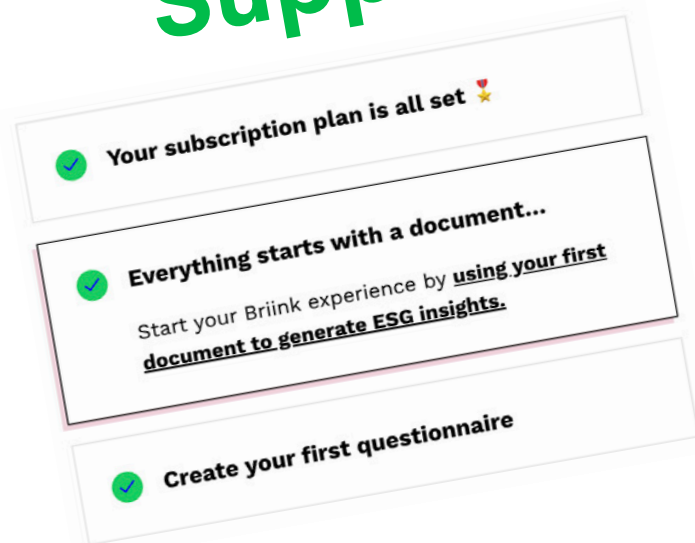
Dismiss Use this

Your question is clear, but it may benefit from a more direct and polite phrasing to solicit the needed information better. Hence the suggested replacement.

Delete

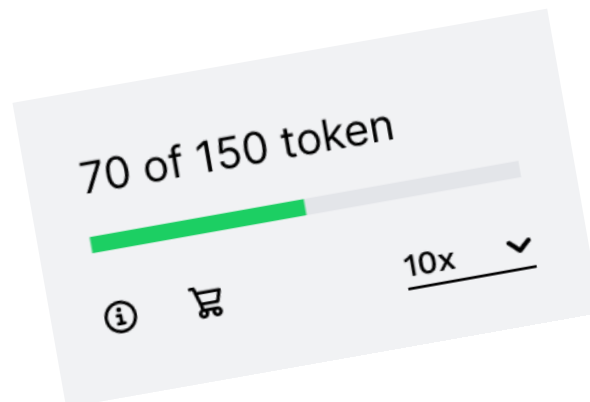
Short Answer Instructions

How Design Supported Business



Win new Users

Assisted onboarding & unified create button
→ significant drop of churn rate after login



Convert to clients

Trial, shortage and simple subscription
→ drop of marketing effort per client < 1/2 hr



Engage and retain
Email reengagement & regular updates
→ lifted long term retention by 20%

Mission: Win lead agency account for a leading cosmetics manufacturer with several brands

Mission accomplished


For Cosnova

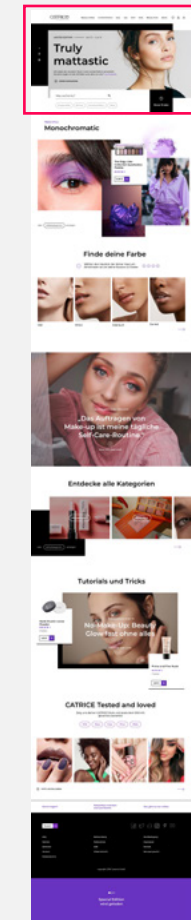
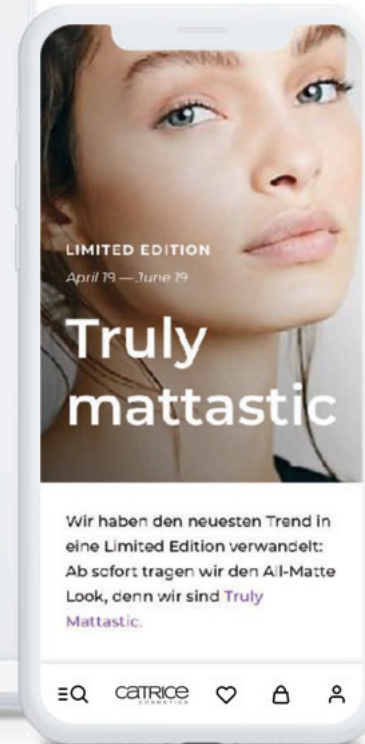
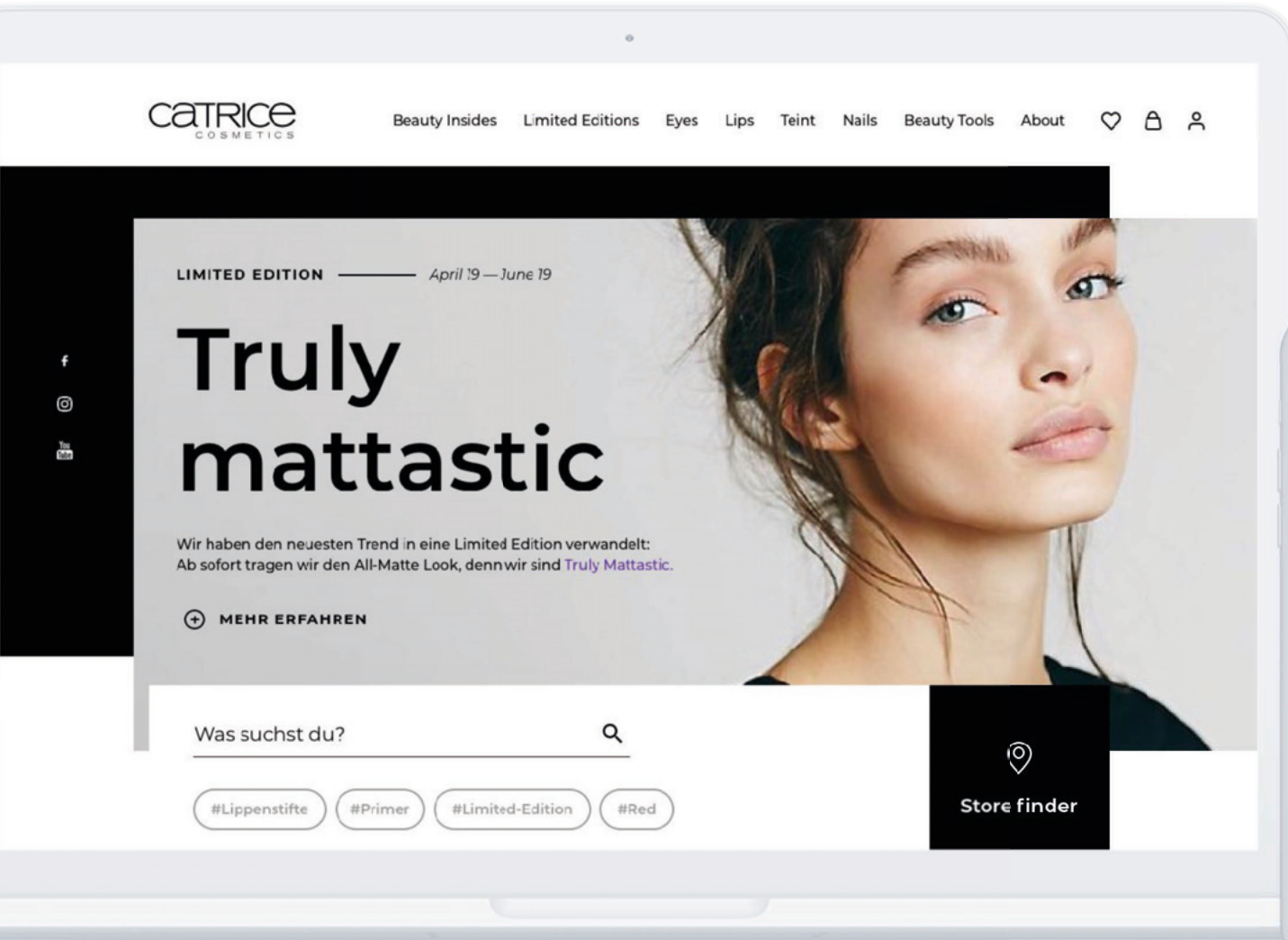
UX lead as Design
Director at
Sinnerschrader /
Accenture Song

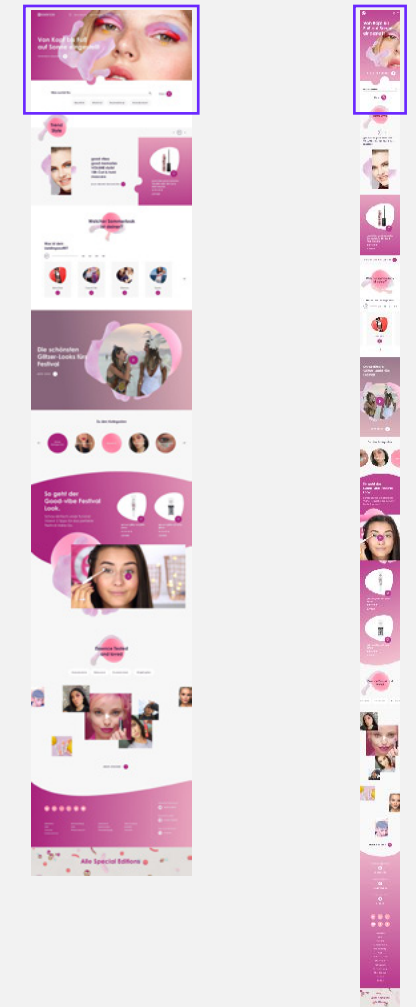
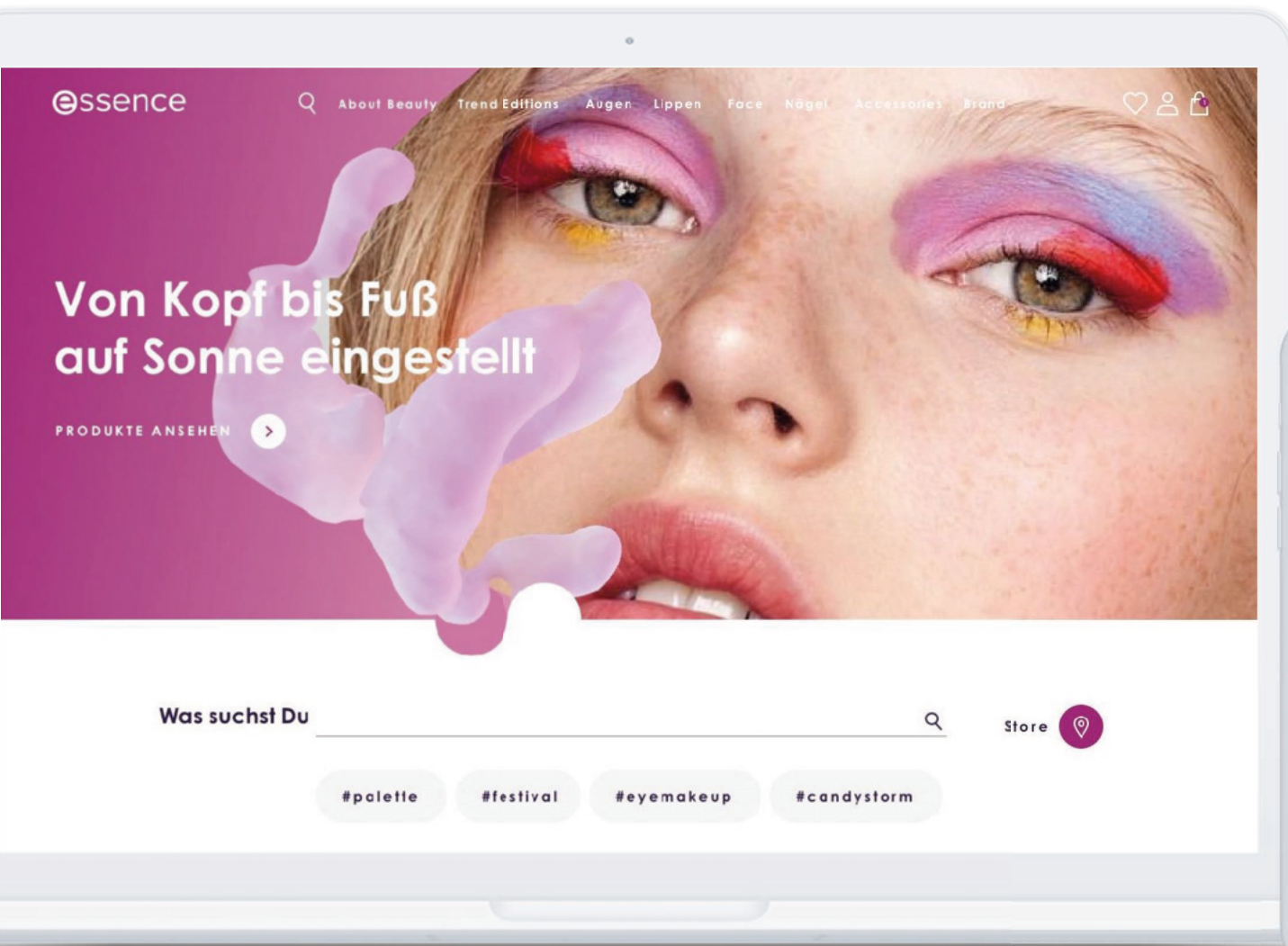
Process

Pitch Presentation and Document,
Account UX Lead, Personalisation
Concept, Brand Design, Multi-brand
Design System, User Testing

Solution

Two beautiful unique brand
designs and web shops for
different user groups based
on shared resources



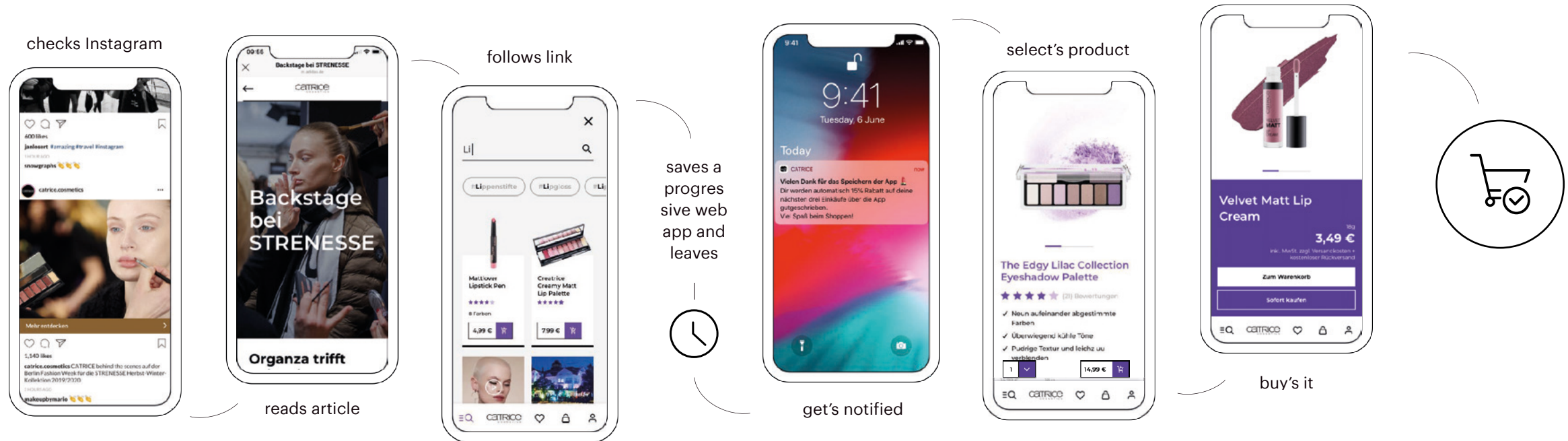


success story #user-journey-mapping



„I would call myself a bit of a beauty addict. I could spend all day looking for new products.“

Sarah, 23 | Student from Berlin



Situation

The Cosnava Briefing requested static page types

Action

Map full user journeys of research-funded personas to understand their experience and feelings

Results

An user centered shopping experience that adapts to diverse real-world journeys, including offsite moments

success story

#multi-brand-design-system

The Pattern Library is documented and made accessible to everyone in a Living Styleguide (LSG)

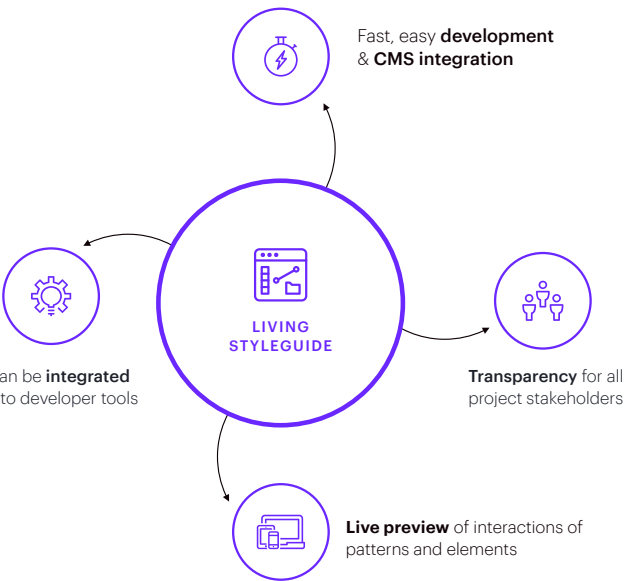
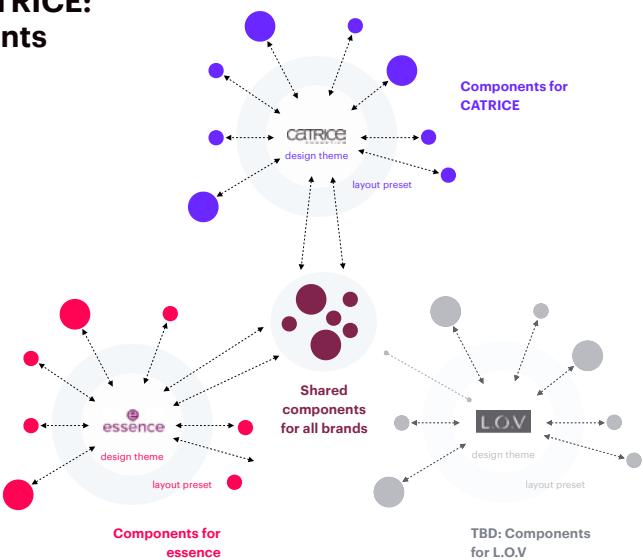
The LSG presents and provides all components as both design and code.

> **Designers** use the components to create new CI

Pattern libraries for essence and CATRICE: Synergies by using shared components

CATRICE and essence have similar interface requirements but strong, individual designs. To exploit synergies, an **integrated Pattern Library** can be used.

- ✓ Synergies in development and maintenance
- ✓ The double design system could also be extended for L.O.V.



Situation

Request to create multiple online shops for very unique brands and different target groups with limited resources

Action

Create a multi-brand Design System with skin-able shared components, but also allow additional specialised patterns

Results

Cheaper, faster and better maintainable unique shops based on shared code, for very targeted user experiences

How we persuaded

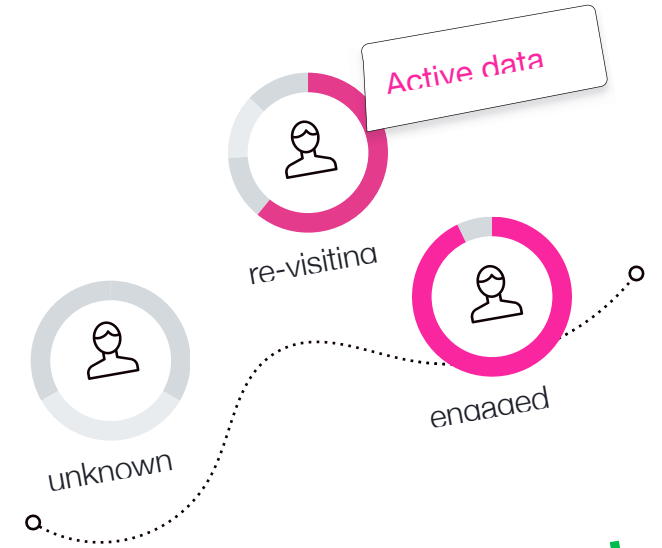
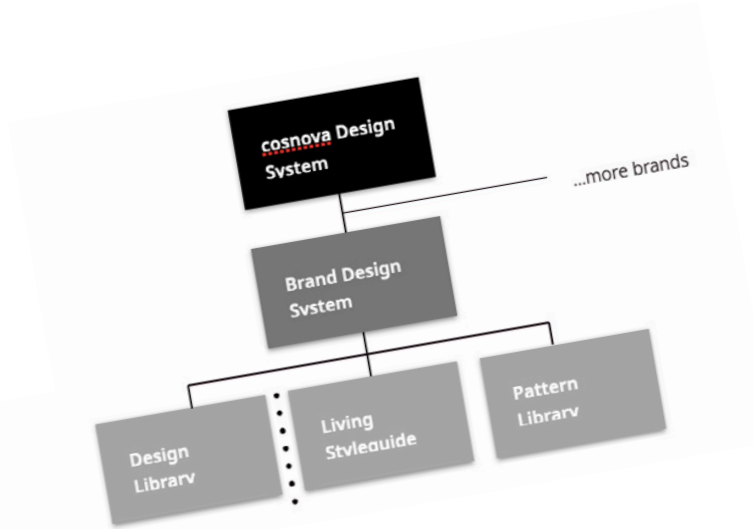


Awareness through relevant content

Lead generation through influencers and social media beauty insights

Reusability through design system

Skin-able reusable patterns for two unique brand sites



Relevance through personalization

Create unique beauty experiences, in any context & interaction

Mission: Preparing drivers for the new age of e-mobility

For Volkswagen

UX/UI lead as
Design Director at
Sinnerschrader

Process

Agile Work Setup, Design System,
Service Blueprint, User testing, Layouts
and Prototypes in Sketch & Abstract

Solution

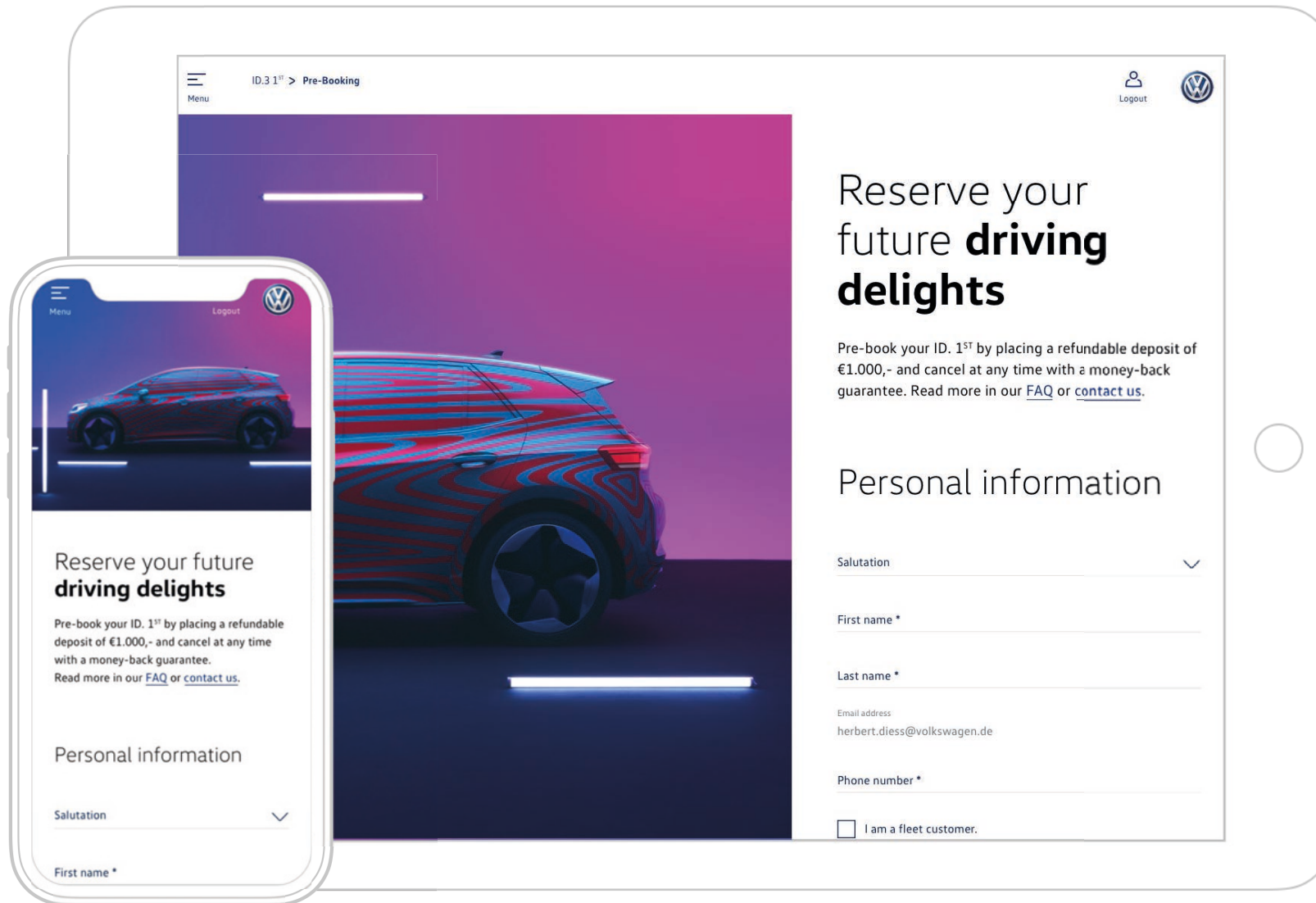
Pre-booking of electric car
embedded in customer
change journey



Your first step
into the future.

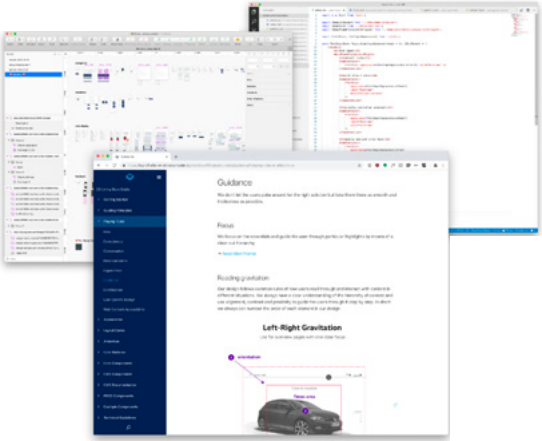
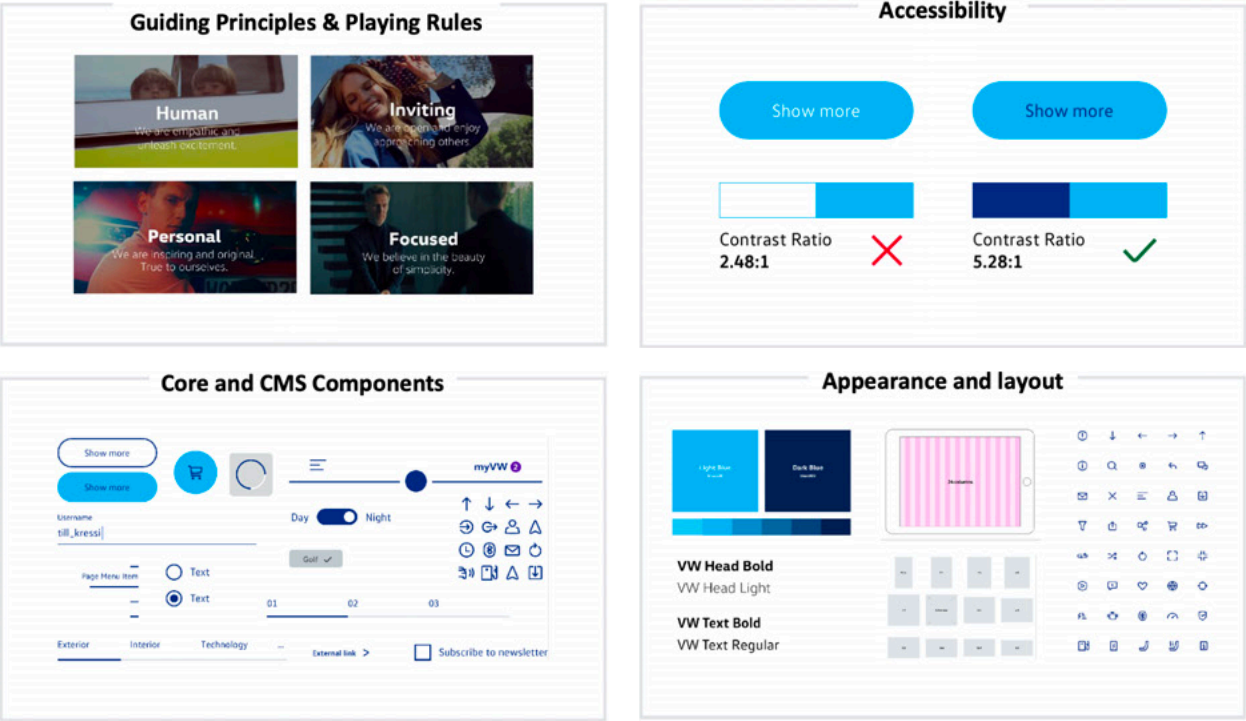
Pre-Book the ID.3 now





success story

#living-styleguide



Design Component Library

React Component Library

Living Styleguide (LSG)

Situation

Redesign of Volkswagen brand and launch of a complete new information hub across many teams and organisations

Action

Create a Living Styleguide across design and code developed by feature teams in a agile co-creation setup

Results

The LSG created a common basis to achieve a consistent result and accelerated the creation process

How we ensured a seamless experience

Vorteile & Kosten

Laden & Reichweite

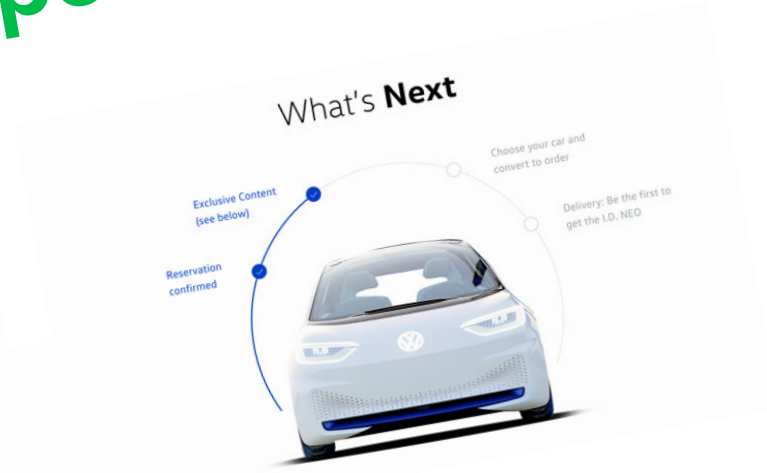
Technologie & Batterie

Nachhaltigkeit

Elektromobilität erleben

Agile Collaboration

Regular meet across disciplines and agencies at WV ID. Launchhouse



Map User Journey

Ensure a seamless user journey from first reads to car delivery

Your Pre-Booking Details

Deposit
€1.000,-

Order Number
IDNeo1xvrpQGmxbX5

Reduce Complexity
Radical simplified Pre-booking with reduced data collection

Mission: Provide the big picture and guidelines of a value adding and user centered Member Section as a foundation for implementation of concrete use cases

Design Sprint 🤝
Co-creation solution

For Eurex

Project lead as
Design Director at
Sinnerschrader /
Accenture Song

Process

User Interviews, Card Sorting, Design
Sprint, Information Architecture, UI Kit
and Styleguide (SAP Fiori UI5), Layout
and Prototyping in Figma

Solution

Co-creation in Design Sprint
core UX principles, layouts
and a prototype, summarise in
UI Kit and Styleguide

OverviewActivitiesTechnologyContacts+

Open Activities (6)

Create

Trader exam registration

ID 37692

14.10.2020

due: 13.12.2020

James Smith

open

Approve new registration

ID 94682

07.12.2020

due: 06.01.2020

Mallory Brookes

new

Provide GUI User ID

ID 72046

02.11.2020

due: 18.12.2020

Omar Ryan

open

Renew Certificate

ID 83709

30.11.2020

due: 31.12.2020

Eurex Clearing...

open

Confirm your updated contact data

ID 63549

19.10.2020

due: 07.01.2021

My Profile

open

Submit Due Diligence Questionnaire

ID 63640

30.09.2020

due: 31.12.2020

Eurex Clearing

pending

Completed

Approve new registration

ID 63549

19.10.2020

due: 18.12.2020

Manuel Reynolds

closed

Confirm your updated contact data

ID 55298

03.11.2020

due: 04.12.2020

My Profile

closed

Provide GUI User ID

ID 39015

18.11.2020

due: 29.11.2020

Edmund Harris

closed

Imprint

Data Privacy

Technical Requirements

Terms of use

Trader exam registration

ID 37692

created: 14.10.2020

due: 13.12.2020

status: open

Add Comment

Register trader James Smith for the trader exam

open task

Register

View Details

DBG approved application details

04/12/2020 at 3:26 PM

Michael Adams new assignment

04/12/2020 at 3:24 PM

James Smith → DBG

James Smith added a comment

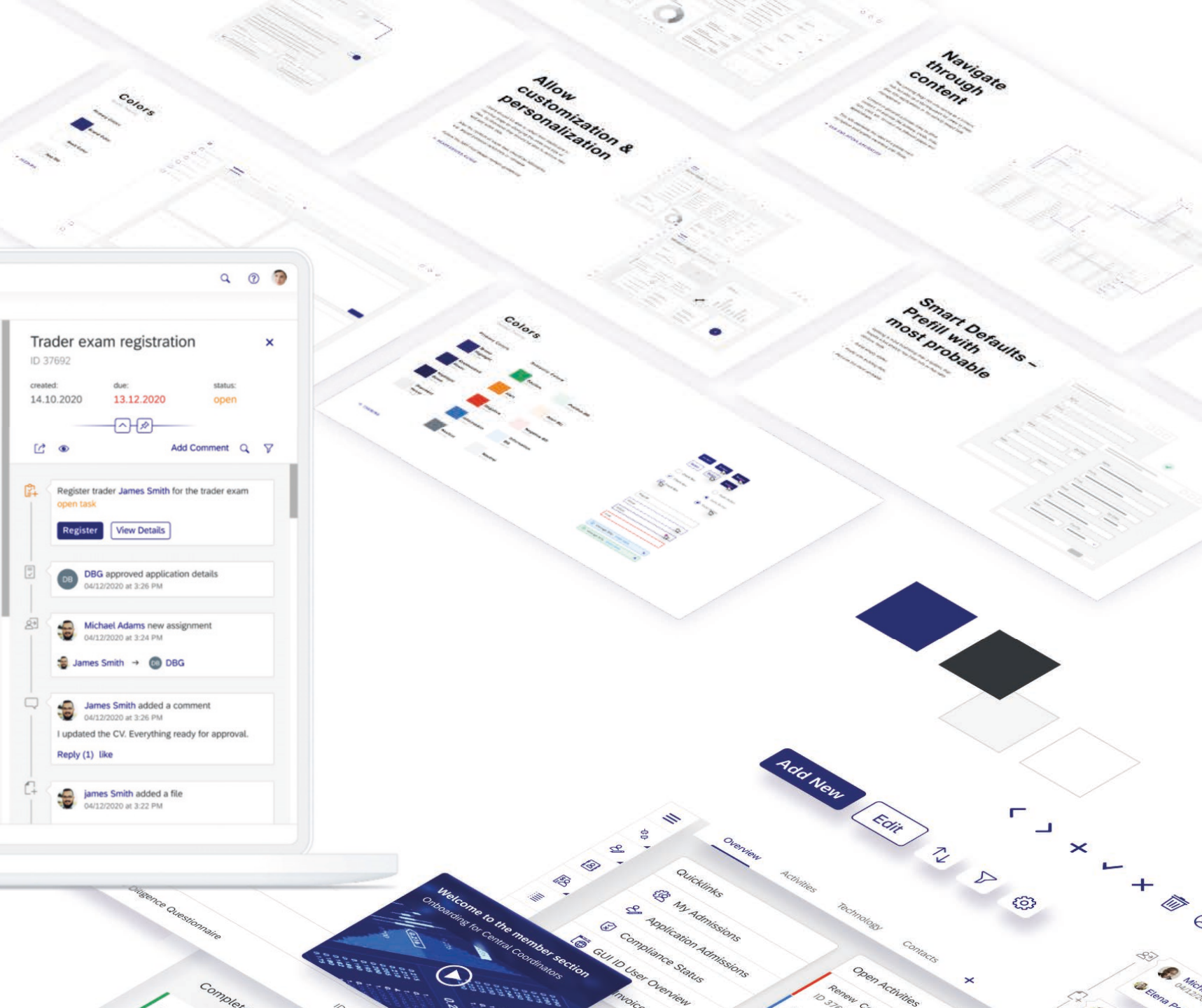
04/12/2020 at 3:26 PM

I updated the CV. Everything ready for approval.

Reply (1) like

James Smith added a file

04/12/2020 at 3:22 PM



How we want to reach a state of the art user experience

Content on Landing Page.

visibility,
accessibility.

Customization.

Relevant content only.

Home as hub for deep
dives or activities.

Easy in place navigation patterns.

cards, sidebars,
timelines.

Guide the user along
the task they want to
achieve.

Display of status.

colors, labels, icons,
graphs.

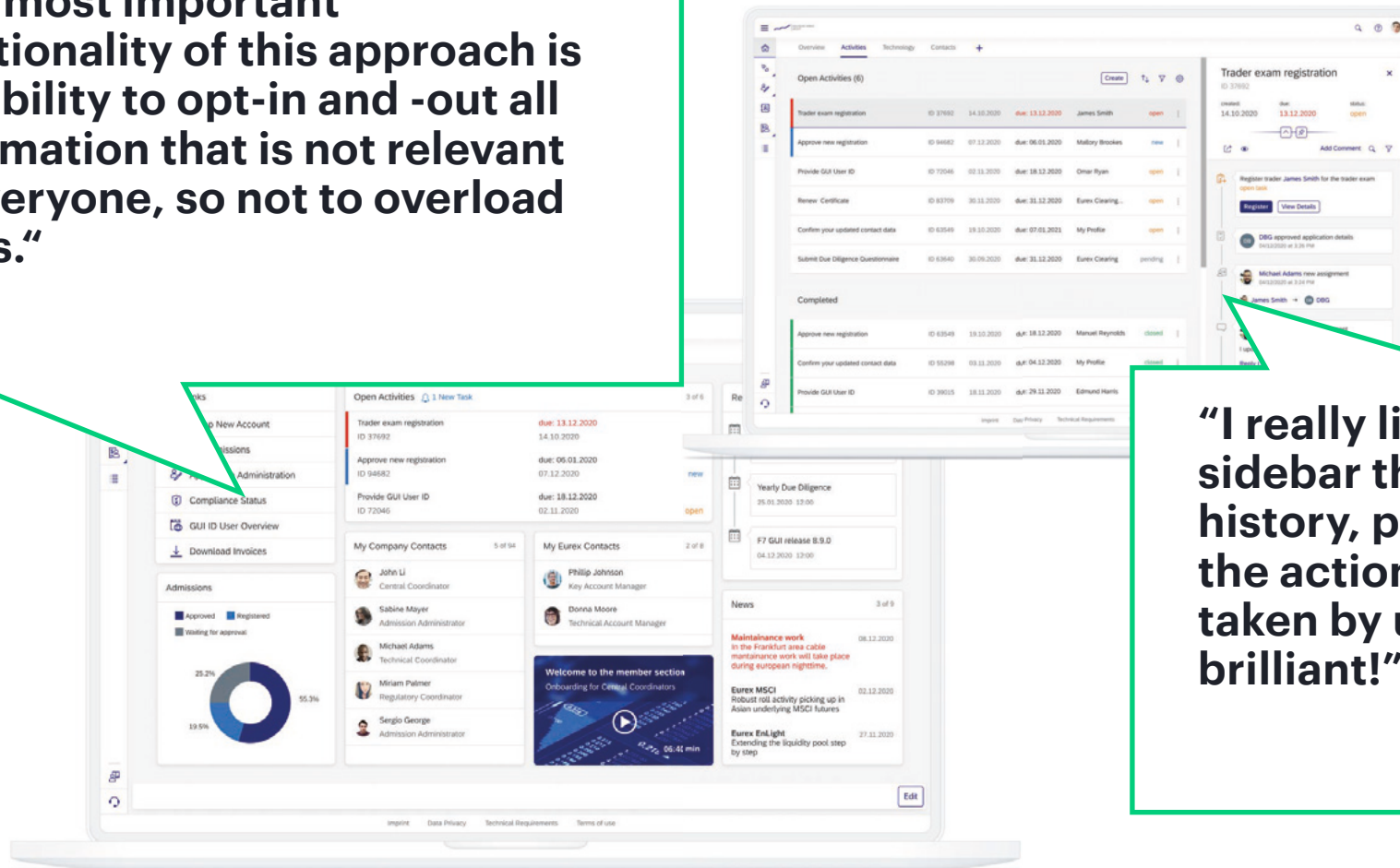
UX Principles



Prototype validation by Eurex experts

„The most important functionality of this approach is the ability to opt-in and -out all information that is not relevant to everyone, so not to overload users.“

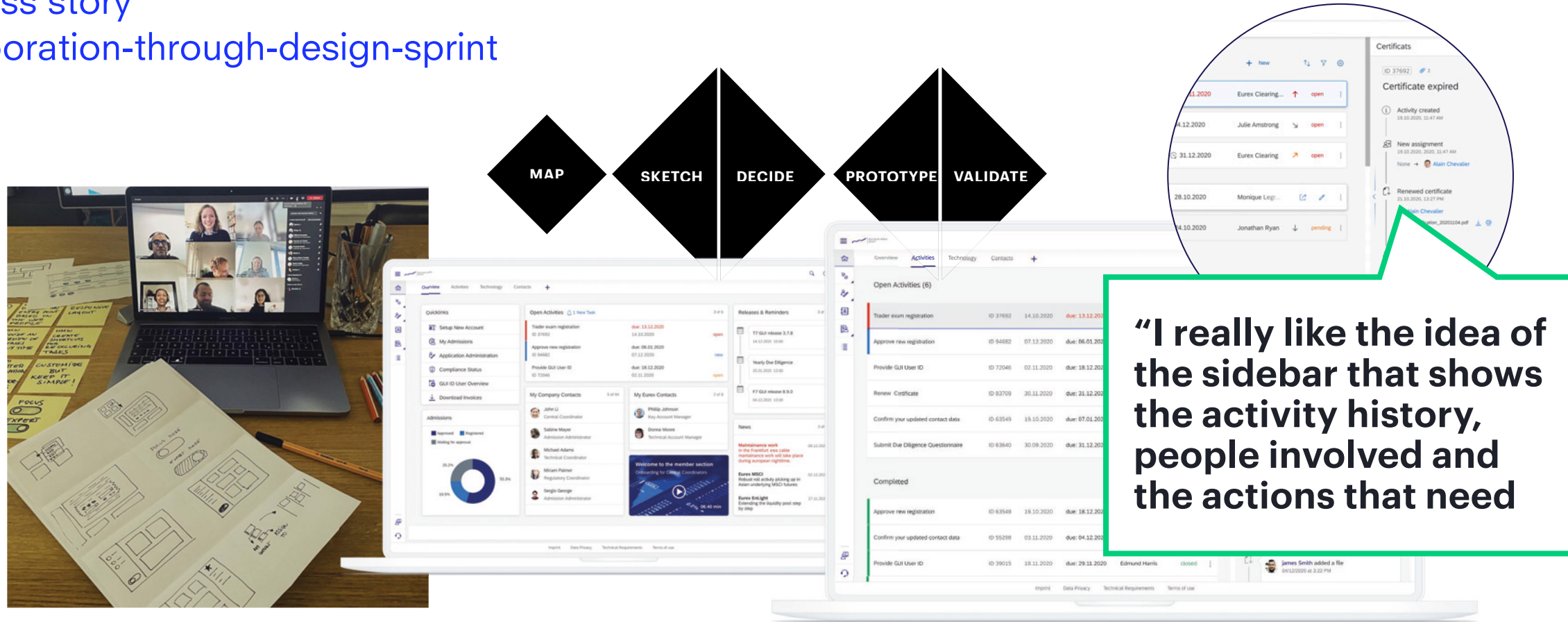
User 
testing



“I really like the idea of the sidebar that shows the activity history, people involved and the actions that need to be taken by users. That’s brilliant!”

success story

#collaboration-through-design-sprint



Situation

Negative user feedback for Member Section experience, but many different stakeholders blocking changes

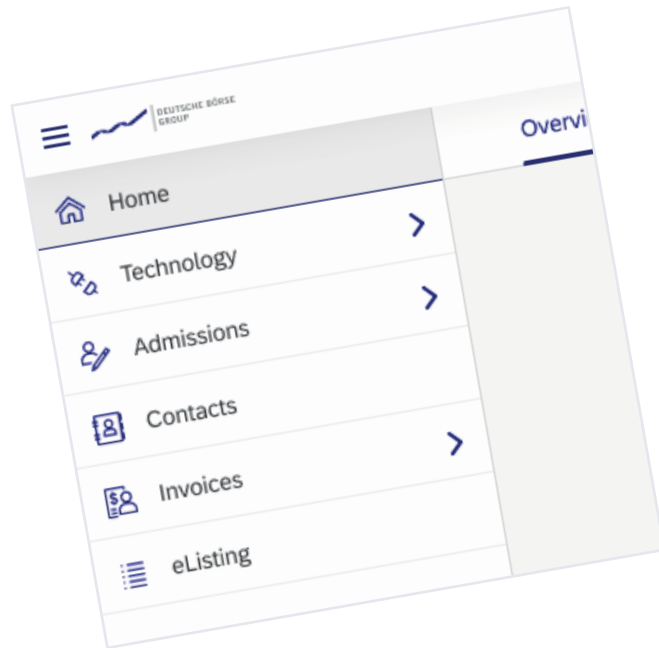
Action

Bring together all involved stakeholders for 1 week to analyse issues and ideate on aligned vision for next iteration

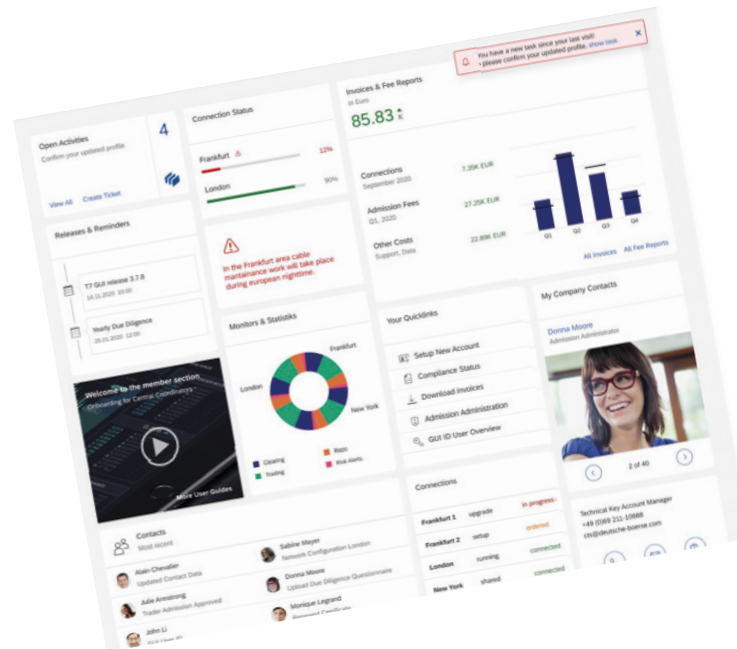
Results

Aligned core screens and underlying concepts for future implementation, styleguide and UX principles with examples

How we crafted a state-of-the-art user experience



Simplified
Navigation



Personalized
Dashboard

Activities (6)					
Confirm your updated contact data	ID: 63545	12.11.2020	John Li	open	
Certificate expired	ID: 57552	13.11.2020	Eurex Clearing GUI	open	
Provide GUI User ID	ID: 72046	04.12.2020	Julie Armstrong	open	
Submit Due Diligence Questionnaire	ID: 63545	31.12.2020	Eurex Clearing	open	
Your Eurex trader admission	ID: 23981	28.10.2020	Monique Legrand	pending	
Your Eurex QBO admission	ID: 40553	24.10.2020	Jonathan Ryan	pending	
Completed					
Your admission has been approved	ID: 51298	28.10.2020	Michael Adams	closed	
Initiate new session	ID: 39035	28.10.2020	Sabine Mayer	closed	
Provide GUI User ID	ID: 63543	19.10.2020	Peter Johnson	closed	

Activity based
Task Management

The first Industry 4.0 cloud solution for the sheet metal industry.

For Trumpf

Senior Service &
UX/UI Designer at
IXDS / now PWC

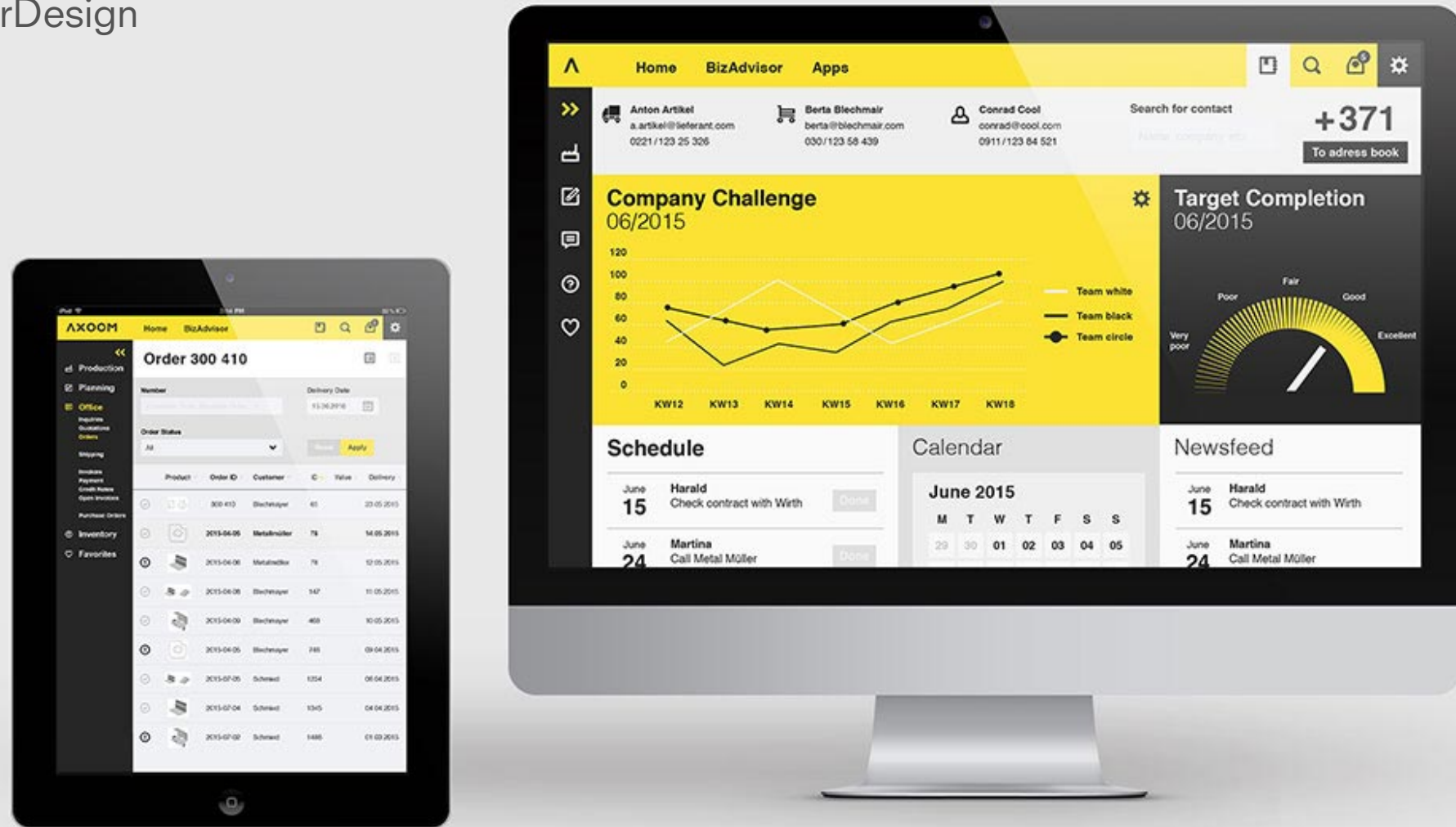
Process

Field Research, Interviews, Shadowing,
Service Definition via Blueprint,
Information Architecture, Wireframes

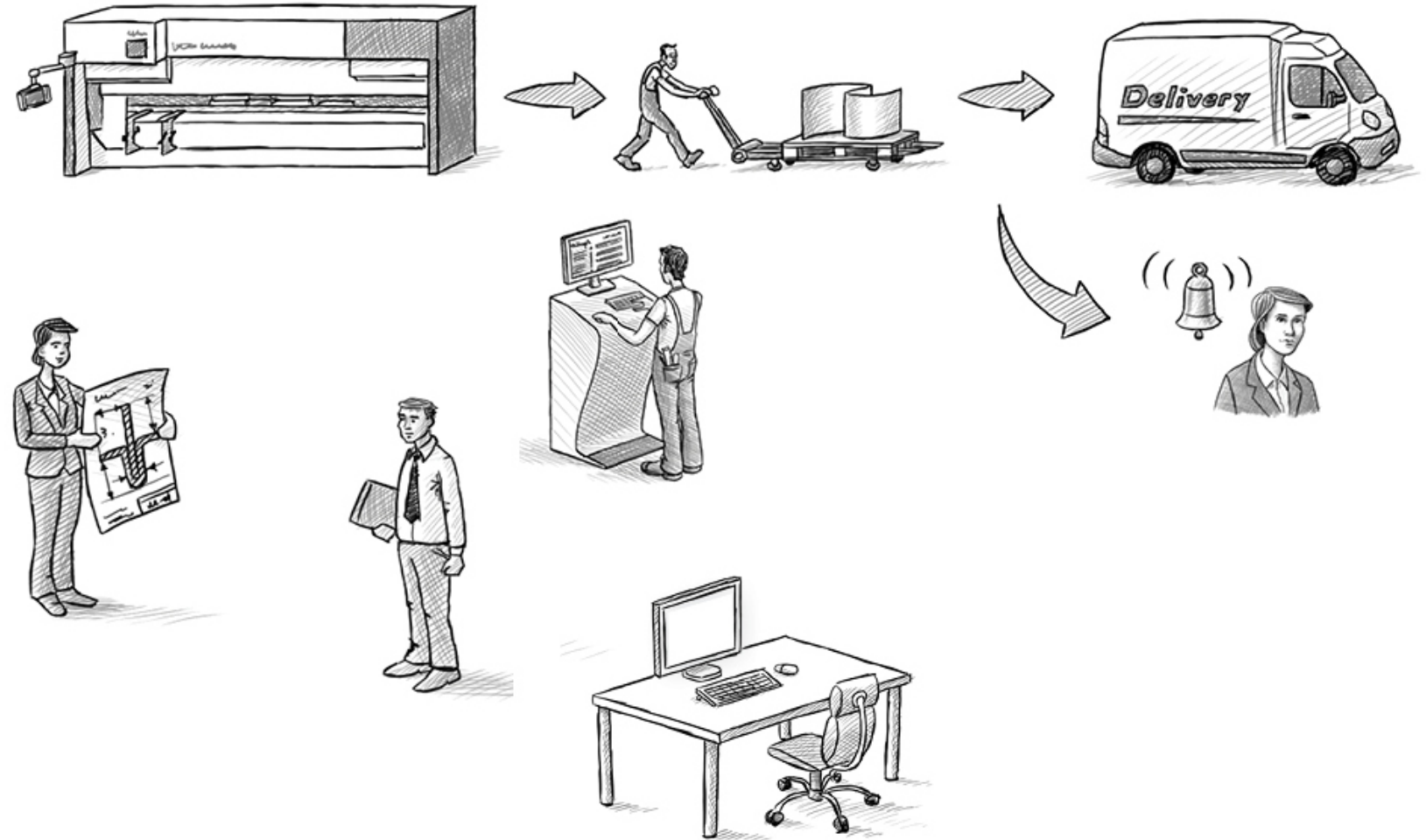
Solution

Wireframes of a cloud solution
integrating existing software
components to a end-to end
state-of-the-art workflow

later product...
design @wirDesign



success story
#journey-mapping



Situation

Isolated digital solutions for single activities within production with analogue steps and human experience based decisions

Action

Visite metal sheet manufacturer shopfloors, shadowing people while working, interviews with different stakeholder types

Results

Mapping full journey of metal sheet order and need based catalogue of requirements translated to wireframes

**State-of-the-art user experience
by closing digital gaps**

**State of
the art
UX**

Transparency

from experience based
estimates to realistic
calculated effort

Flexibility

From weeks of
preparation freeze to
last minute changes

Usability

Close digital gaps
with IoT, no more
printing and scanning

Some examples of student projects from my lectures

are —



»It's a match« tinder to find plants

matching —



»Klomotion« enhancing the toilet

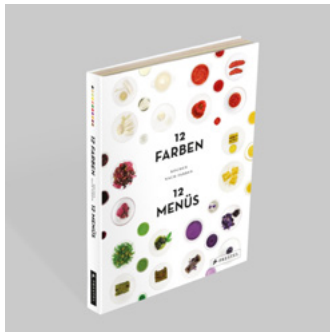
experience through digital service design —



»Terra0« a concept for self managed forests

(blockchain)

I am Co-Autor
of »The Designers
Cookbook«



**I AM LOOKING FORWARD
TO MEET YOU.**

Tim Schober
www.timschober.de
tim@timschober.de
[LinkedIn](#)

22.05.1971	Tim Schober, born in Neuilly-sur-Seine, France
1977 – 1979	Lycée International, St.-Germain near Paris
1979 – 981	Volksschule Neubiberg near Munich
1989	European School, Munich, baccalaureate degree
1980 – 1995	Bund der Pfadfinderinnen und Pfadfinder, active in bavarian formation program, team leader
1990 – 1991	Civil service in service center for elderly people
1991 – 1992	Studies of Economic and Social Geography at LMU
1992 – 1994	Studies of Political Science at the LMU
1995 – 1996	Instituto per l’art et restauro, arts & graphics in Florence
1996 – 2001	Studies at Bauhaus-University Weimar, product design
1997 – 1998	Internship at design office “Americanda”, Santiago de Chile
1998 – 1999	Student assistant with Prof. Heiko Bartels, Bauhaus-Universität Weimar
1999 – 2000	Foreign semester at ENSCI / Les Ateliers, Paris
2001 – 2007	Freelancer in Berlin
2007 – 2009	Senior art director at aperto AG, team leader
2009 – 2014	Freelancer in Berlin
2013 – 2014	“Sisybot”, installation with 6 vacuum cleaner robots, group work
2014	3rd prize at the competition Motion Picture 2.0, ZKM
2014 – 2017	Interaction designer (UX/UI) at IXDS Berlin
2017 – 2021	Product design director at Sinnerschrader Berlin
2022 – now	Head of design at Briink, a startup at Berlin AI Campus
Languages	german, french, english, spanish, italian (basics)
Code	Actionscript (3.0), Processing, Arduino, HTML, CSS, Javascript, PHP, ...
Tools	Mainly Figma, Notion, G Suite, Linear, June, Hotjar, Keynote, ...

Exhibitions

“Wo die Kunst zu Hause ist”, group exhibition, Berlin, 2002
“Weihnachtsfachgeschäft”, group exhibition, Berlin, 2002
“Ich war Künstler”, video, group exhibition ACC-Gallery, Weimar, 2005
“Sisybot”, installation with vacuum cleaner robots, group exh., Berlin, Bilbao, 2013/14
“Bitte läuten”, interactive installation, artornow, group exhibition, Tornow, 2015

Publications / Awards

Conference Cast0, Exploratory Media Lab, Fraunhofer-I., “spaceinva.de”, 2001
Contribution in “Medium Design”, Publisher of the Bauhaus-Universität Weimar, 2002
Publications regarding art cookbook “The Designer’s Cookbook: 12 Colors, 12 Menus”:
Arte Metropolis, Spiegel Online, Stern, Zeit-Magazin, Süddeutsche Magazin, Kulturradio, Radio
Eins, FAZ, Westart, u.a., 2014 –16
Award “50 best designed books of 2014”, American Institute of Graphic Arts, cookbook
3rd prize at the Motion Picture 2.0 competition from ZKM, Karlsruhe, 2014

Lectures / Lectureships / Poster

Poster at Cast01, Exploratory Media Lab, Fraunhofer I., “spaceinva.de”, 2001
Conference “Medium Design”, lecture, Weimar, 2002
Lectureship “spaceinva.de”, Digital Media, University of Kaiserslautern, 2003
Lectureship “Virtual Showcase” with Prof. Wolfgang Sattler, Bauhaus-Universität Weimar
Lectureship “Digital Design Basics”, Hochschule Anhalt, 2013/14
Lectureship “Deepening Course Digital Media Basics”, KH Berlin Weissensee, 2013
Lectureship “Digital Basics” with Prof. Kora Kimpel, University of the Arts, Berlin, 2015
Lectureship “UX / UI” with Prof. Kora Kimpel, University of the Arts, Berlin, 2016
Lectureship “UX / UI”, Hochschule Anhalt, Dessau, 2017

Professional Education

Leadership trainings
Presentation training
...

Clients (freelance)

Deutsche Telekom AG, agencies: q-bus, Fjord, IXDS
Danish Institute for Human Rights, agency: Bureau for Digital Good
Allianz + WWF, agency: Bureau for Digital Good
Siemens, agency: aperto AG
Die Bundesregierung, agency: Odeon Zwo Werbeagentur GmbH
Sony Ericsson, agency: Plantage
IG Metall, agency: Wegewerk
Deutsches Hygiene Museum Dresden
Schauhallen Berlin Contemporary Art
...

Clients (aperto AG, IXDS, Sinnerschrader)

Siemens Hausgeräte
Siftung Warentest
Deutsche Telekom, e.g. immmr
Continental AG
Vaillant
Rambus
Volkswagen
Erste Bank
Cosnova
SOS-Kinderdorf
...