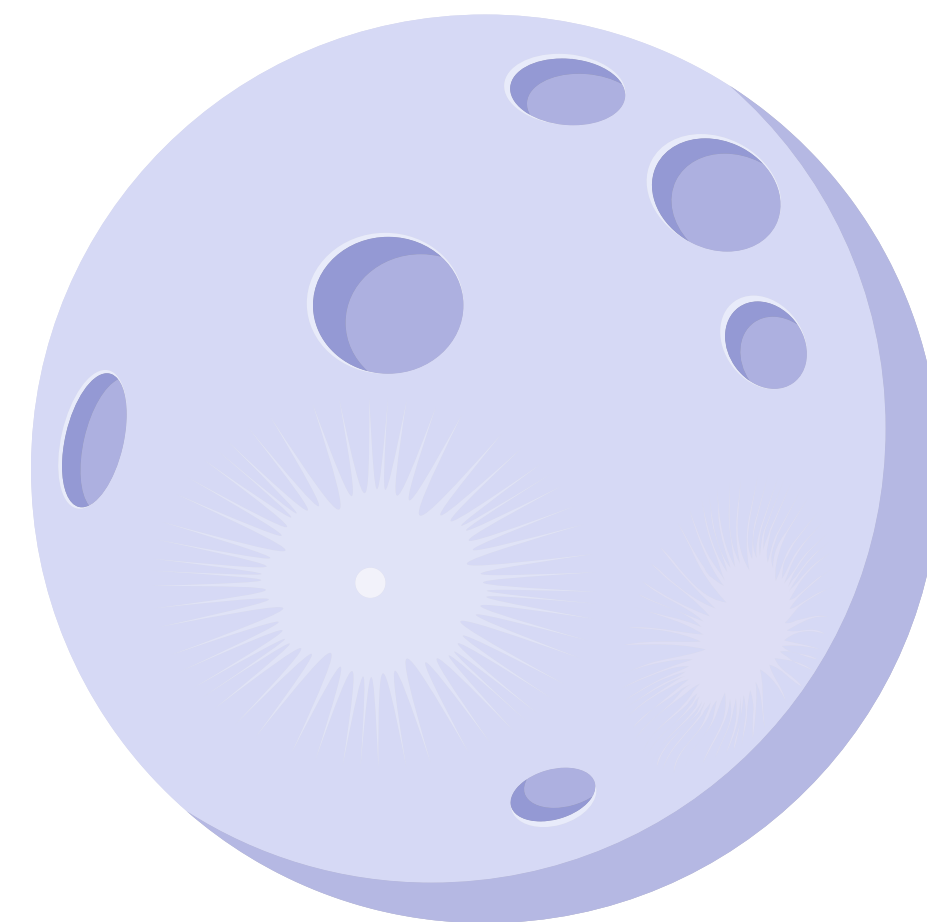


MAREKA PÄHRISCH DIGITAL PRODUCT DESIGNER



I create elegant solutions with a human-centered design approach, to help people make better products, services and all other kinds of experiences.



RECENT PROJECTS

God-Kings - mobile MMORP Game

as Senior UI/UX-Designer

04/2018 – 12/2019

at Innogames, Düsseldorf & Hamburg, Germany

- + + crafted and finished every detail in the product
- + + led cross-functional team from idea to launch
- + + created the experience of new features
- + + worked across every stage of product development
- + + prototyped and found creative solutions

Mobile & Online Banking for ING Bank

as Senior UI/UX Designer

06/2017 – 02/2018

at ING DiBa, Frankfurt, Germany

- + + unified mobile & online banking to one technology
- + + initiated & planned design system based on polymer
- + + designed use case reactive user interface
- + + improved client onboarding experience
- + + worked in cross-functional agile teams worldwide
- + + improved design team structure

Montblanc Website for AKQA

as Senior UX-Designer

06/2016 – 04/2017

at AKQA, Berlin, Germany

- + + identified use cases for live stream in event
- + + information architecture for use cases & edge cases
- + + developed wireframes & user journey
- + + worked in cross-functional teams in Germany and India

EDUCATION

University of Applied Sciences Potsdam

Interface Design BA

2012 – 2016 in Potsdam, Germany

Ernst-Litfass-School

High-School Diploma (Abitur)

Major: Digital Media Design & Maths

Grade: 1,3 (A+)

2010 – 2012 in Berlin, Germany

Ernst-Litfass-School / Webtrekk

Dual apprenticeship Digital Media Design

1/3 school 2/3 working in company

2006 – 2009 in Berlin, Germany

SKILLS

Tools

Adobe XD, Illustrator, Photoshop, After Effects, Sketch, proto.io, Marvel, Principle, Framer Studio, Flinto, Kite, Zeplin, Unity, Angular, React, Polymer, hands and feet, brain and mouth.

Competencies

User Experience Design, Graphic Design, Human-Computer-Interaction, Interface Design, Service Design, Digital Product Design, Information Architecture, Prototyping, Design Systems

DEETS

+49 (0) 172 934 96 70

mareka@paehrisch.de

linkedin.com/in/marekapaehrisch

xing.com/profile/Mareka_Paehrisch

instagram.com/mademoisellemoriarty

behance.net/mpa

www.paehrisch.de





GOD KINGS – MASSIVELY MULTIPLAYER ONLINE GAME FOR MOBILE APPLICATIONS

INITIATOR & CLIENT

InnoGames

PROJECT PHASE AND STATUS

Silent launch September 2018

/ Global launch October 2018

TEAM

Roman Salomon (Producer)

Sophia Ruppel (Product Management)

Jessica Boyd (Game Designer)

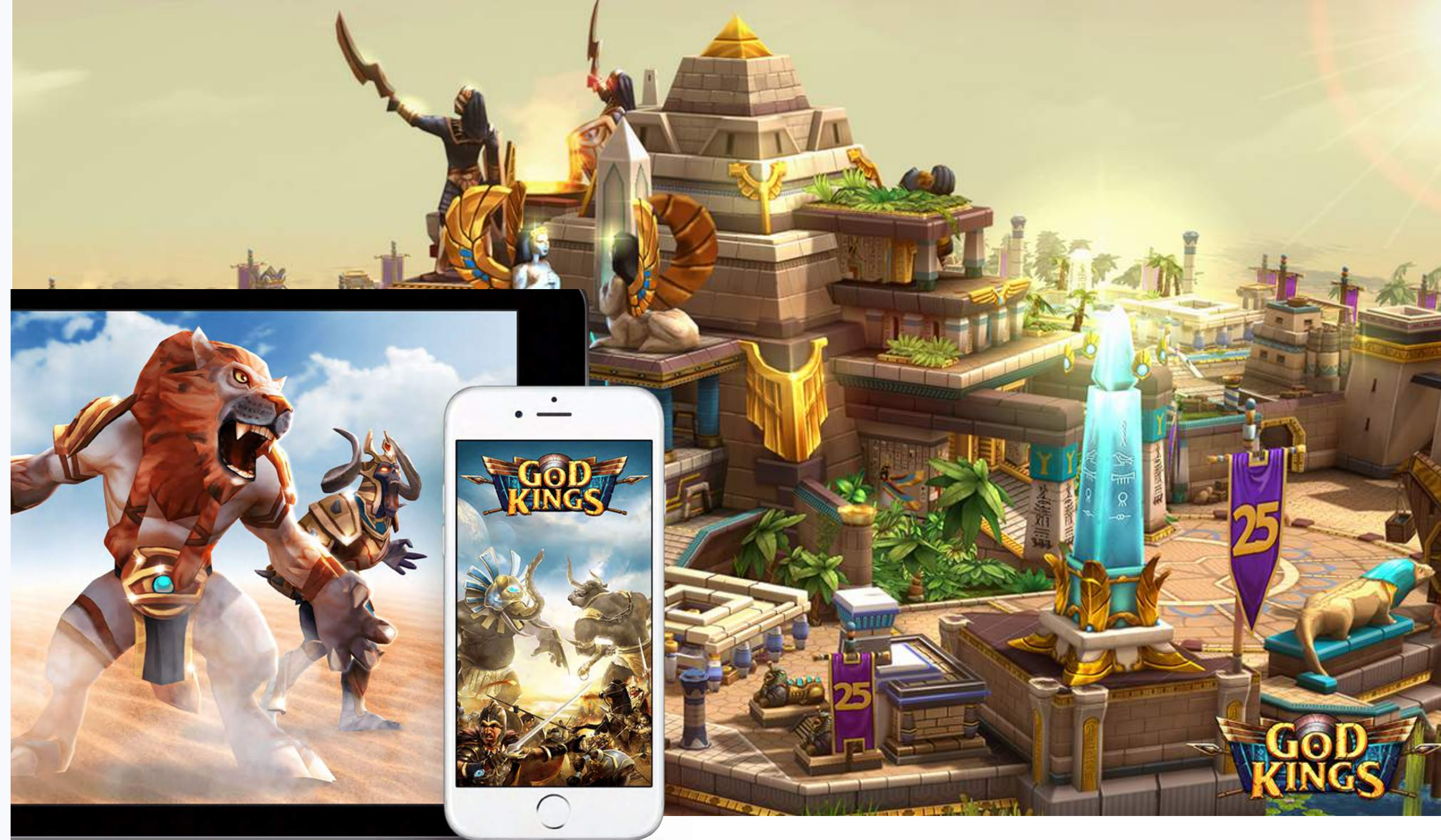
Frank Hoffmeister (Game Designer)

Aaron Lawrence-Smith (Game Designer)

Heiko Achilles (UI Artist)

Stephanie Hermes (UI Artist)

...



User Experience Design for God Kings

God Kings is a Massively Multiplayer Online Game that features player vs. player battles made for a hardcore competitive audience. In order to ship the game for global release in October 2018 my team and I had to implement additional game mechanics to complete our feature set. We first tested them in the US market, where the game already was silent launched and iterated them until they reached the aimed KPI values.

Crafting and Guardian Equipment Feature

I would like to explain my workflow with an example of one feature I created in the beginning of 2019: the **»Crafting and Equipment feature«**. This feature would increase the lifetime value of the player in its first thirty days and give the game more depth with more content to explore.

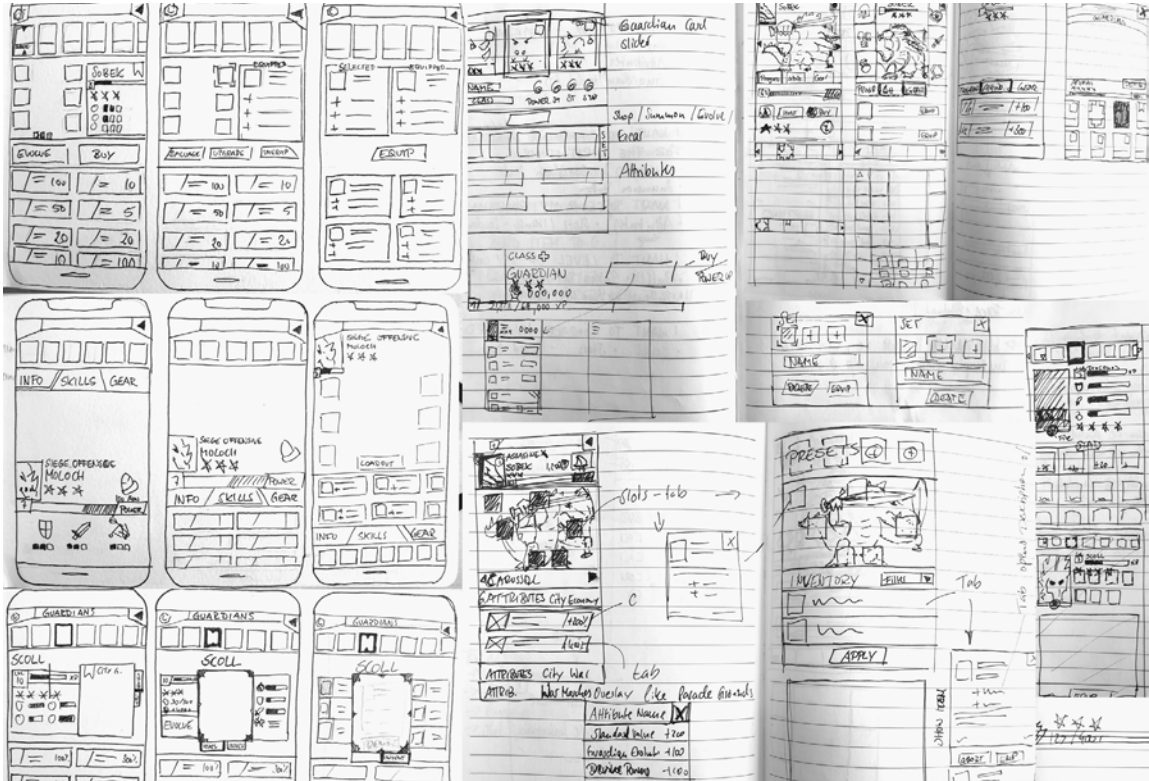
»Crafting« would influence the whole core loop and affect almost all important screens of the game.



The challenge was to keep the development lean and in scope and to not cannibalize other already existing game mechanics.

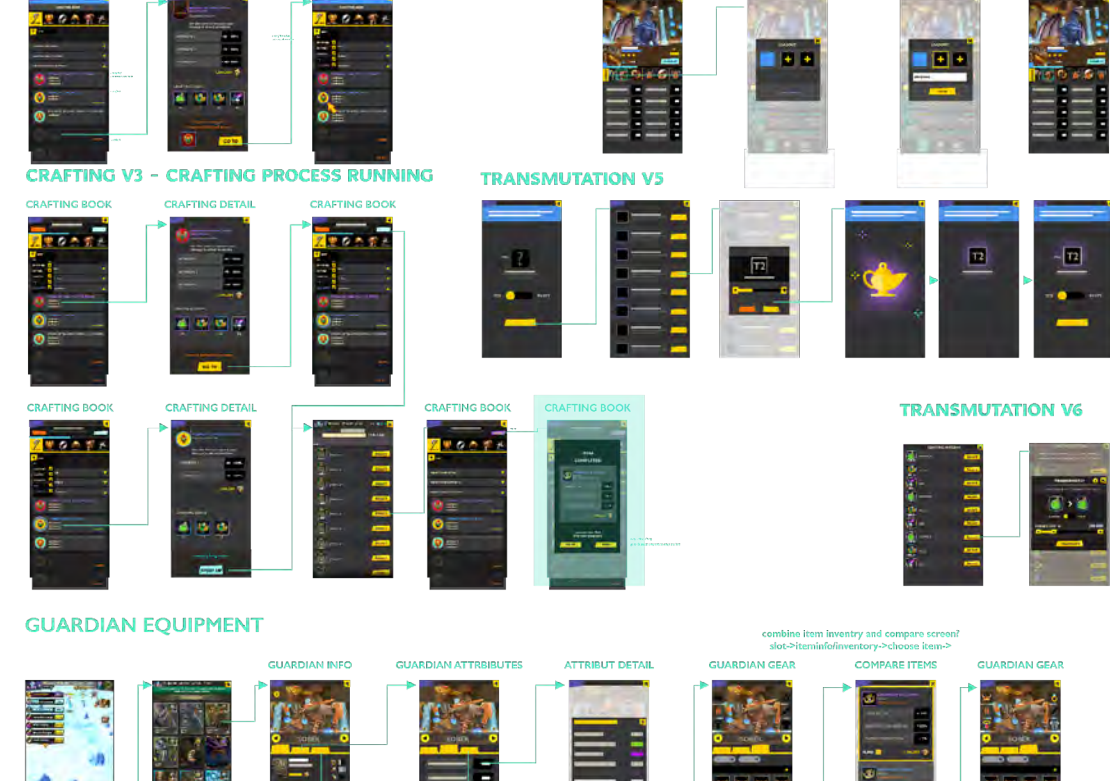
Guardians - Powerful Warriors and City Protectors
God Kings' core game mechanic is about summoning beasts and battling them against other players. With »Crafting and Equipping« the player is now able to create weapons and armor for their beasts to customize their guardian's special abilities. Equipment gives the whole battle system more complexity because it allows the players to customize their guardian's special abilities.

Constraints
At the beginning I was given a long list of weapons and armor with different rarities, along with a list of crafting materials that are needed for creating equipment in



the forge. These materials also had rarities. It meant an incredible amount of assets, particularly when the game has already reached its maximum possible data limit. Meaning I had to come up with a system that allows us to combine and tint art assets to save megabytes but display the full range of game design data. The complexity was not lessened by the fact that we had an equipping system with inventories for up to fifteen beasts with the constraint that equipment must not be shared between them to keep up montatization over long term.

Information Architecture and Feature Loop Conception
I started with easy notebook sketches and tried out some very rough flows. This helped me to play around quickly with a few scenarios. With a limited space on a mobile we simplified the screen by dividing it in many



smaller chunks of information which minimizes the efficiency of a user to fulfill its task. The goal was to find a usable and self-explaining design which was at the same time effective enough to please the core audience. Once a flow worked I went more into detail with wireframes and drew out different screen states and interactions. I discussed the main flow with Game Design and negotiated changes in the systems design in favor of a better UX until the whole user journey was defined.

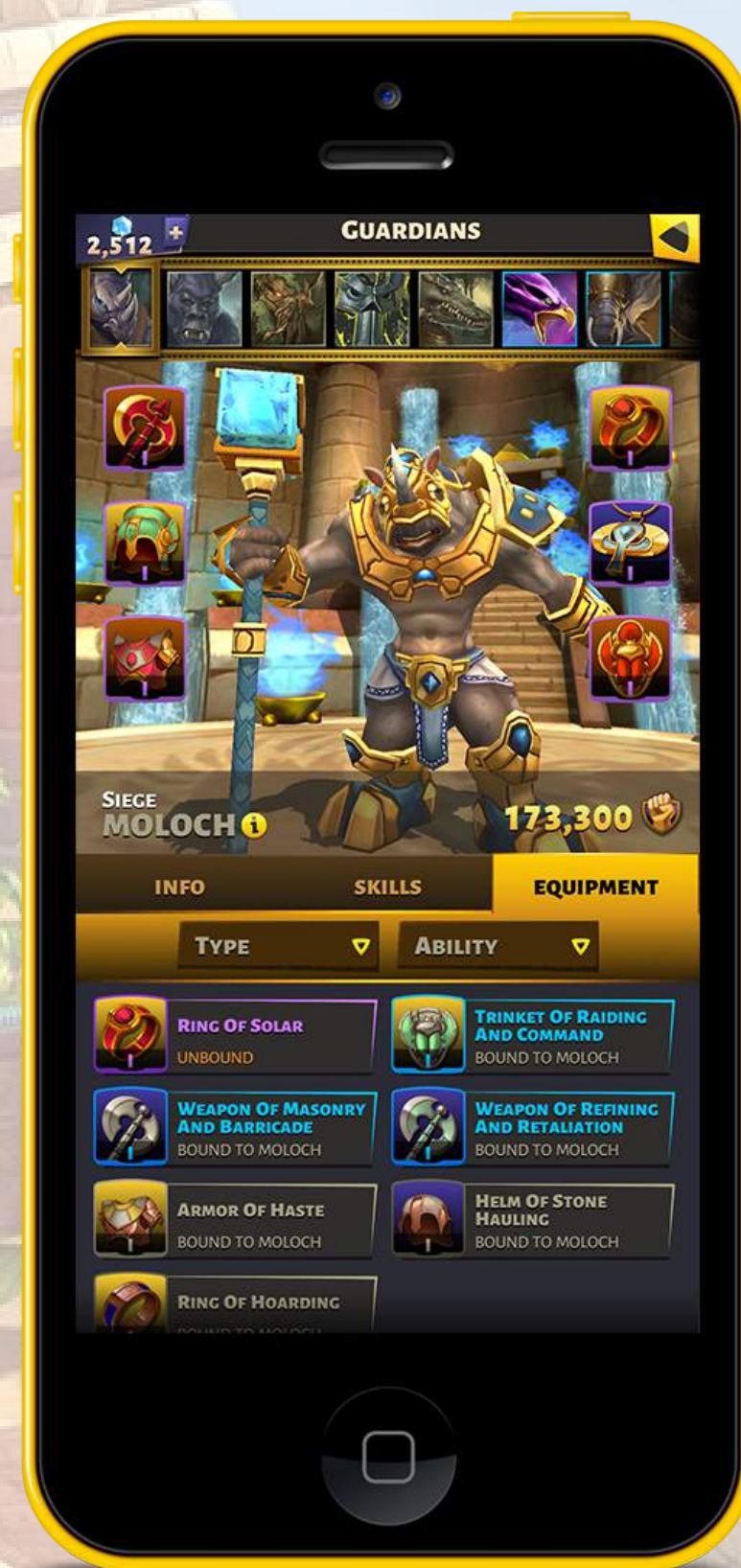
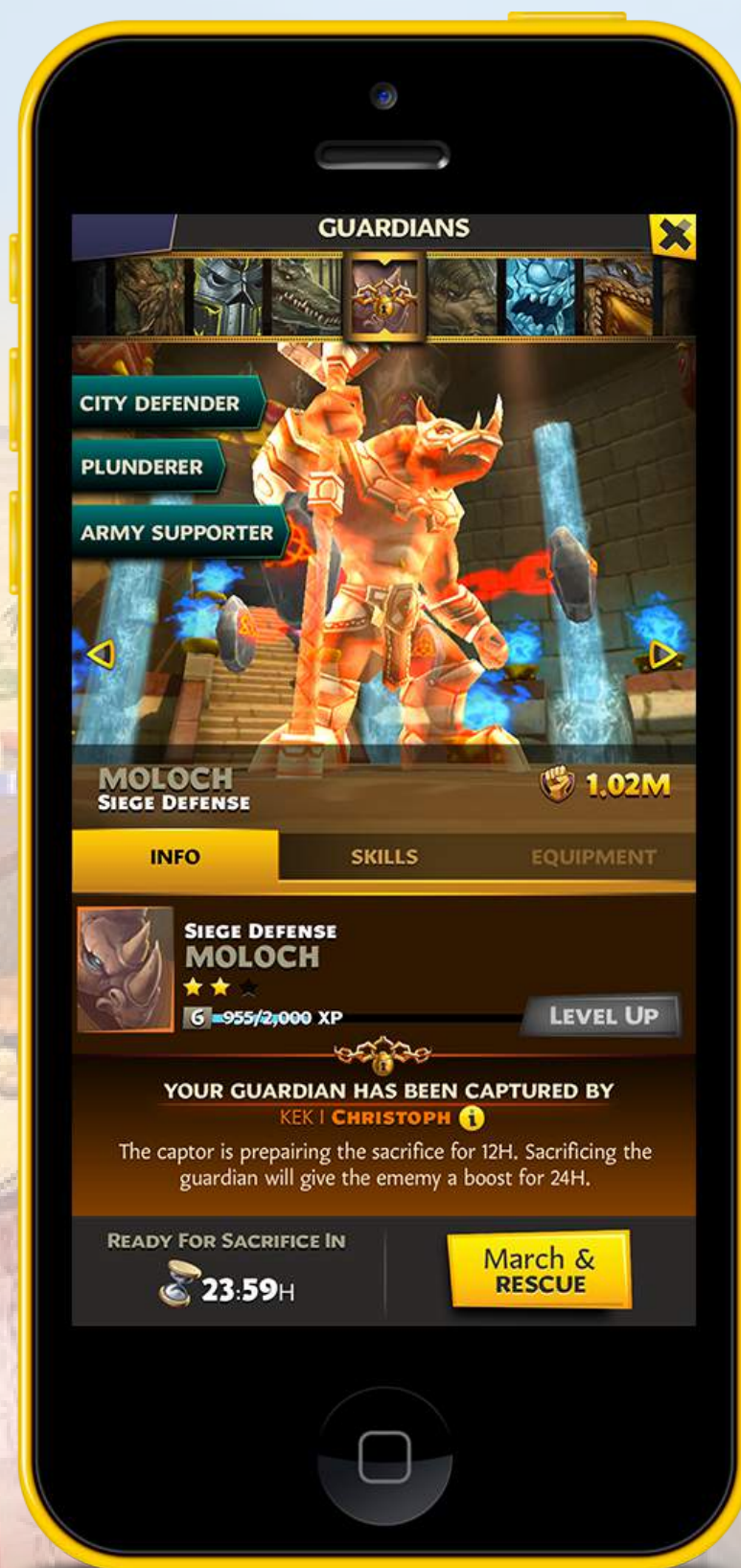
I divided the feature into two parts: »Crafting Phase« and »Equipping Phase«. I worked through all use cases and edge cases in the crafting phase on a wireframe basis and arranged on the information architecture. The player should be able to craft armor and weapons in it's forge inside of it's city. The forge will show blueprints for gear which contain information about all needed requirements



to start the crafting process. To be able to usertest the flows early I built a functional prototype and invited InnoGames company members to play through it. With the constructive feedback in hand I moved on and finalized the User Interface Design.

I worked closely with the Development Team to refine and reiterate the project until we brought the »Crafting and Equipping« feature to full cohesion. This was a project heavy directive with extensive cross team collaboration from Game Designer and Management over Backend and Frontend, Tech Artists, Illustrations, 3D-Artists, Animators, QA to Marketing and Community Manager that I spearheaded and pushed the entire development smoothly to release.







ING DIBA ONLINE BANKING RELAUNCH

INITIATOR & CLIENT

ING Bank

PROJECT PHASE AND STATUS

Summer - Winter 2017 / launched in 2018

TEAM

Björn Brockmann (Lead UX Designer)

Pia Lebowitsch (Project Owner)

Peter Carlos Kirsch (Senior UI Designer)

Georg Kuklick (Senior UX Designer)

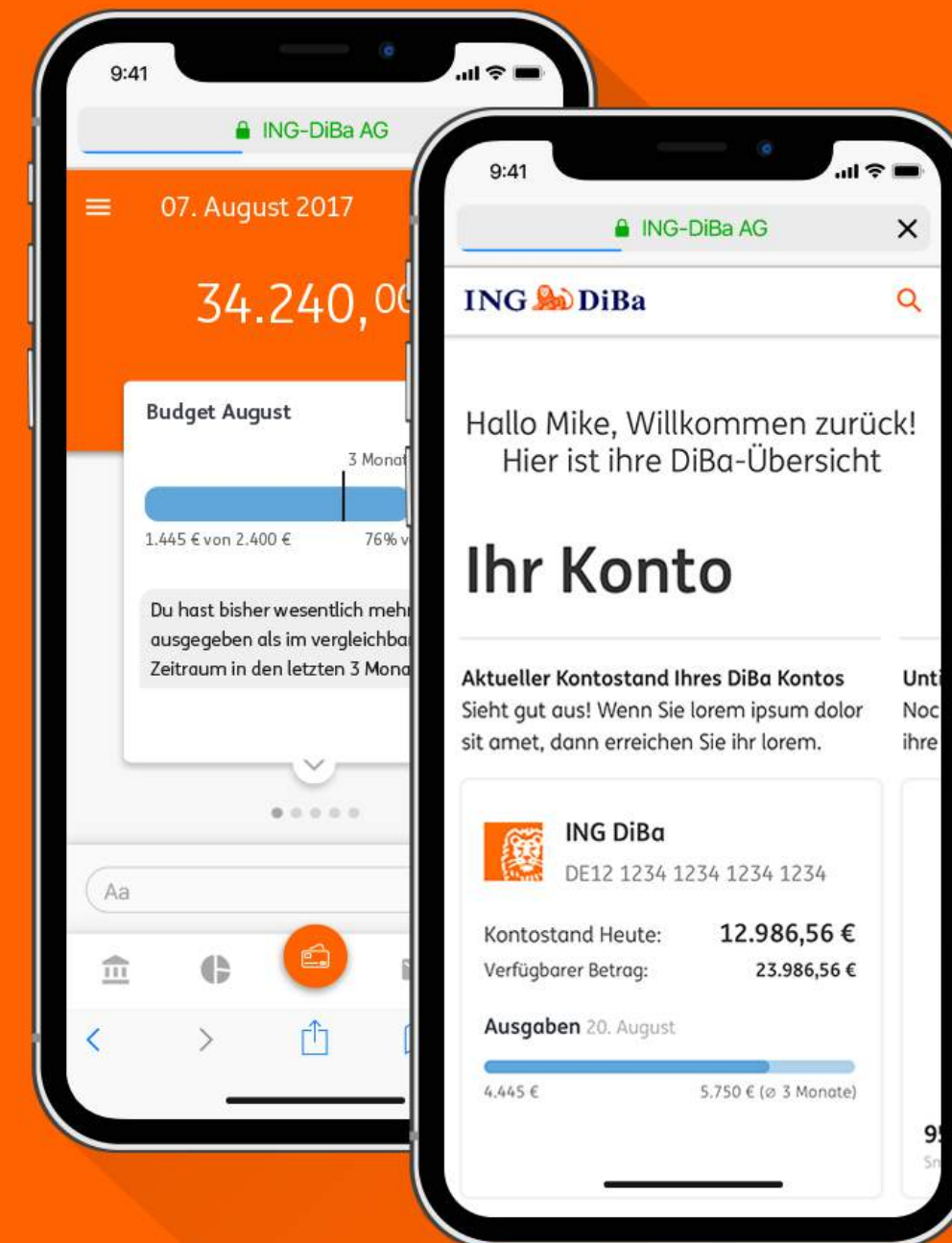
MY ROLE

User Experience & Interface Design.

Information Architecture

Concept

Visual Prototyping.



tap on screen to start video



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MONTBLANC TIMEWALKER CAMPAIGN
WEBSITE & GOODWOOD FESTIVAL OF SPEED
SPONSORSHIP LANDING PAGE

INITIATOR & CLIENT

AKQA for Montblanc

PROJECT PHASE AND STATUS

May 2017 / Launch at June 2017

TEAM

Anthony Lui (Lead UX Designer)

Ashley Youett (Senior UX Designer)

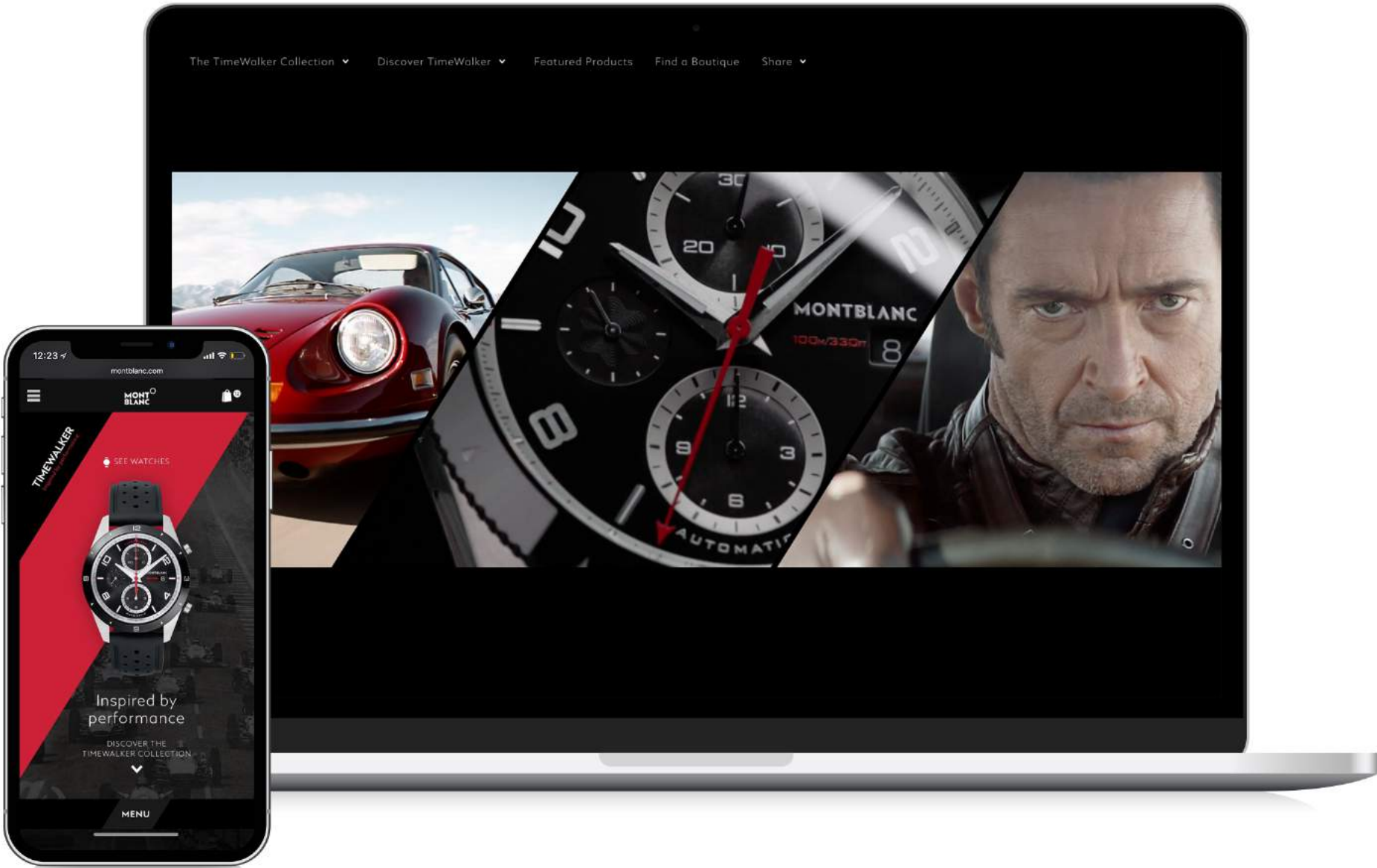
Helene Stroem (Programme Coordinator)

Felipe Sona (Art Director)

Moe Vieweg (Senior Account Director)

Mario Fuerderer (Programme Director)

...



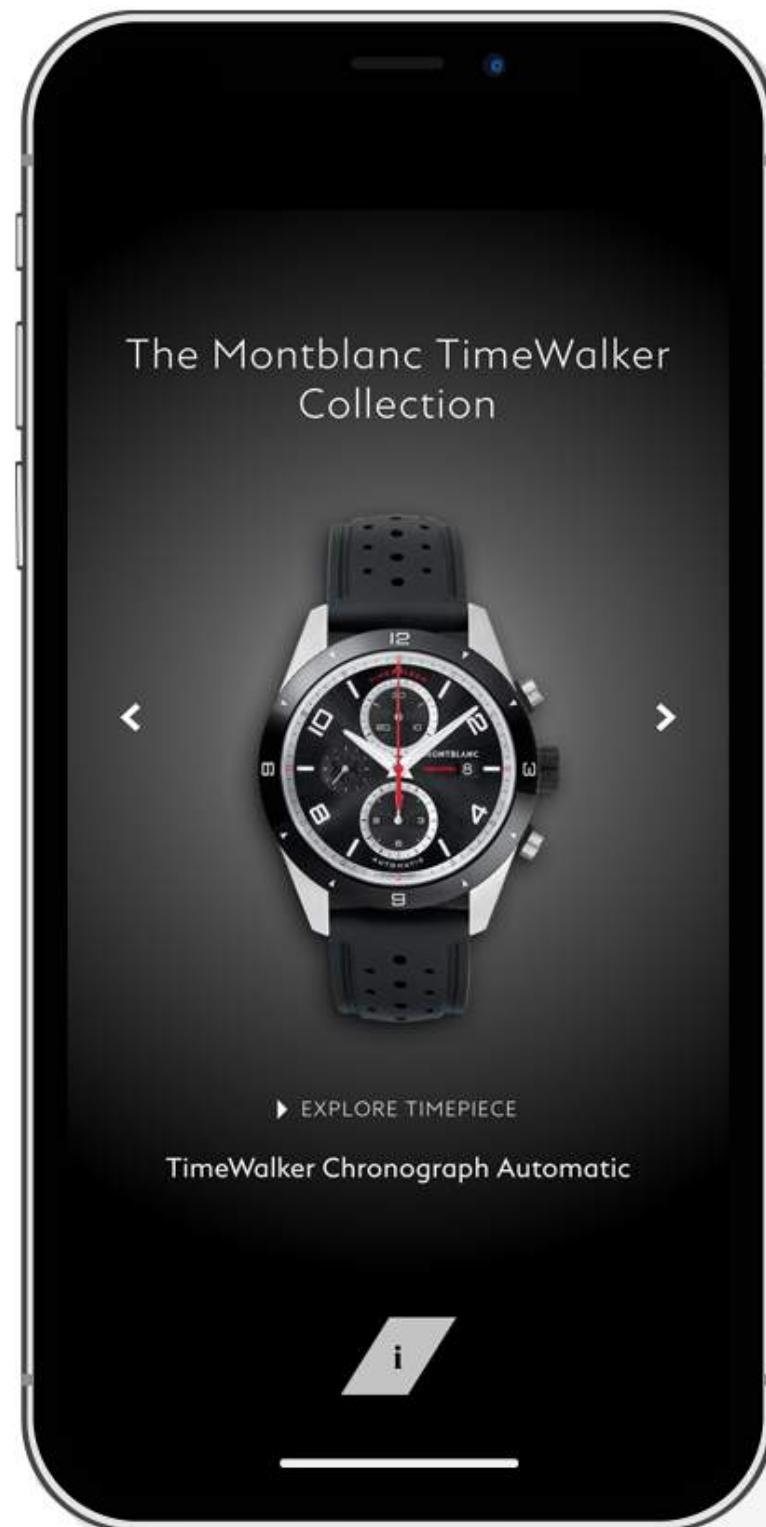
User Experience Design for Montblanc Campaign

With the launch of the new TimeWalker collection, the Luxury Maison brings its timekeeping heritage to one of the world’s most important automotive events with a five year partnership.

Every summer, Goodwood hosts the internationally renowned Festival of Speed, one of the most iconic events in the British sporting and social calendar that brings

together the most accomplished drivers in the world’s rarest and most spectacular machinery.

In June 29th to July 2nd 2017, Montblanc lent its time-keeping expertise to one of the greatest festivities of car culture in the world today. As the Official Timing Partner of the Festival of Speed, Montblanc presented its new TimeWalker collection and highlighted its Minerva legacy for professional time-keeping instruments, celebrating some of the most remarkable icons of the 20th century automotive history.



Where legends live on

Every summer, the internationally renowned Festival of Speed celebrates motorsports' rarest vehicles and most accomplished drivers at the Goodwood Estate. As Official Timing Partner, Montblanc brings a legacy of professional time-keeping to four days of racing's intoxicating spirit.

Watch the highlights

See what made this year's Festival of Speed so unforgettable.

PLAY



This year's theme "Peaks of Performance - Motorsport's Game Changers" celebrates machines so powerful and innovative the rules of racing had to be changed to rein them in. This heritage not only highlights these extraordinary vehicles, but also the showcases the record-breakers from the best of the rest.

Montblanc's partnership with Goodwood recalls legendary victories and the timepieces that defined them. Legendary racers didn't just break records - they broke them with style.

From start to finish, the new TimeWalker collection celebrates the glory days of racing with superb materials and vintage style.

Montblanc shares this history of ambition and precision. As pioneers in precise chronometry, Minerva - now the Montblanc Manufacture - drove professional timekeeping forward.

Paying tribute to this extraordinary heritage, the new TimeWalker collection revives the spirit of professional high-performance timepieces from racing's gold

timepieces from racing's gold

Pictures shown in this section with courtesy of Goodwood Festival of Speed. Copyright of The Goodwood Estate Company Limited ©2017 and Nick Dungan, Jayson Fong, Drew Gibson, Nicole Hains, Nigel Harniman, Dominic James, Paul Melbert, Sam Todd

Follow The Festival Of Speed

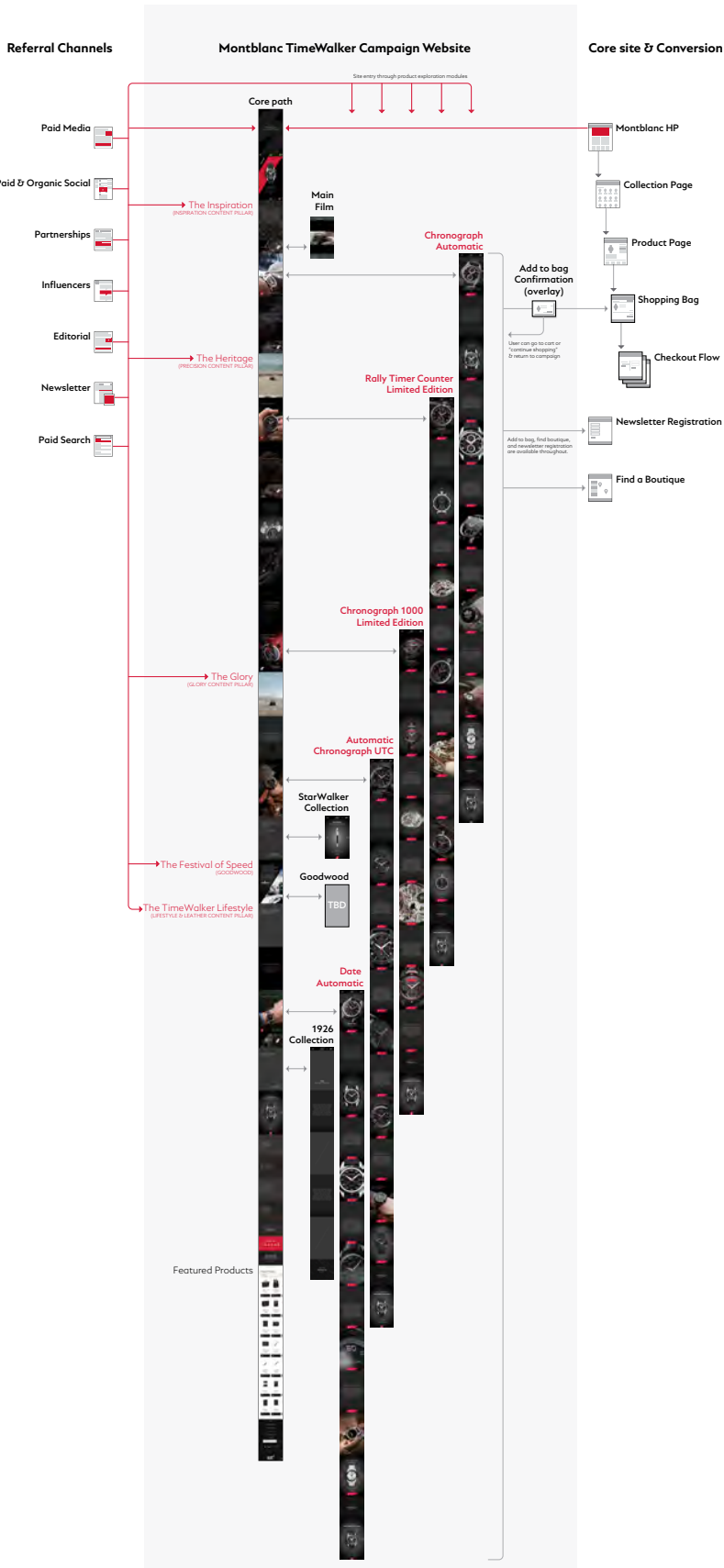
The Montblanc TimeWalker Collection

EXPLORE TIMEPIECE

TimeWalker Chronograph Automatic

User Journey Map

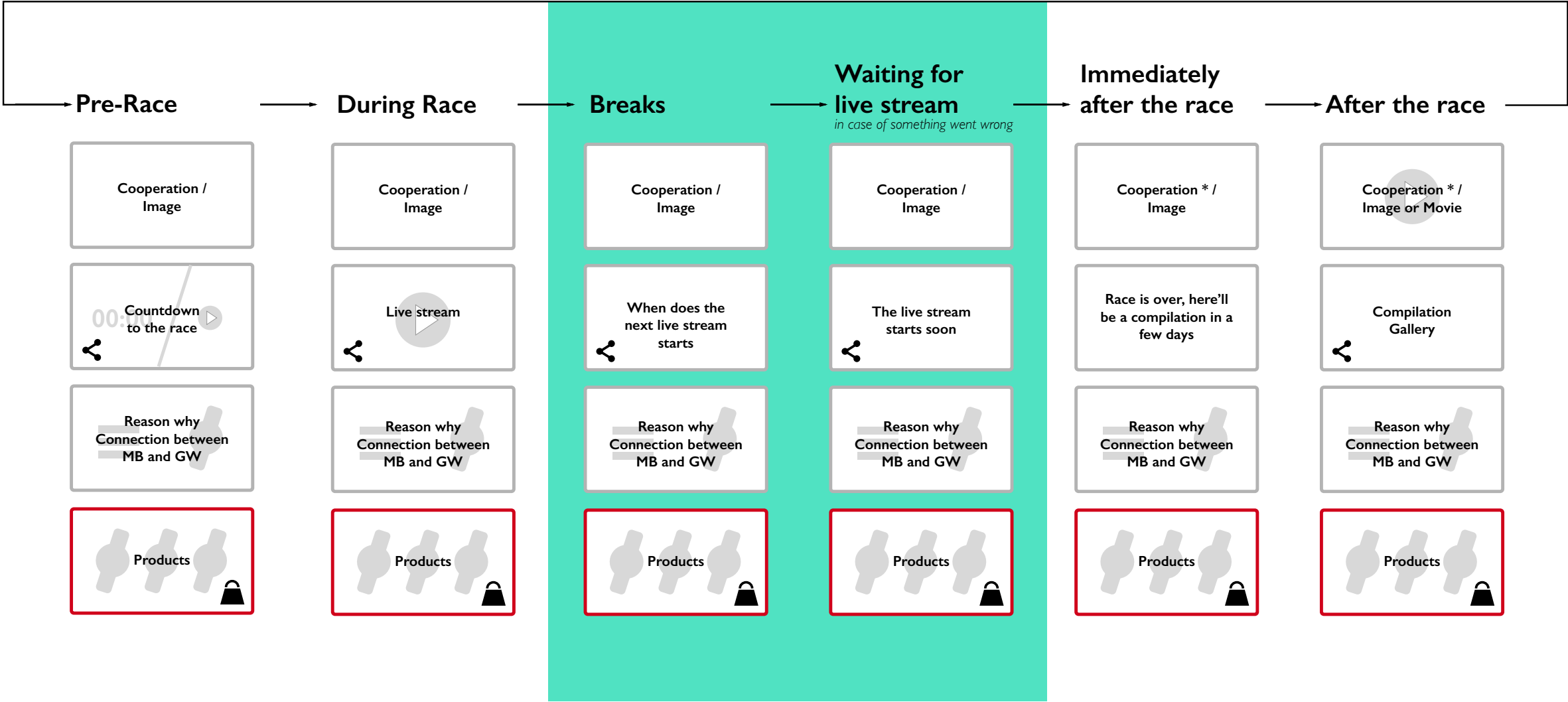
Drawing a user journey map helped us to keep the whole ecosystem in mind and coordinated every work unit for an efficient developing process.



Phases for Race landing page

The TimeWalker campaign came with a live video stream of the Goodwood Festival of Speed. It was reachable from the core path leading to another page on the

second level for which we needed different states for each phase of the race. One state for the announcement; three for the live stream and two for after the race.



 optional

THANK YOU!

Now let's talk!

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mareka@paehrisch.de

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[instagram.com/mademoisellemoriarty](https://www.instagram.com/mademoisellemoriarty)

www.mareka.paehrisch.de