



**Sooo, here is the thing:  
I honestly can't really tell you  
what I do in detail - NDAs you  
know 🤔**

## **But I can tell you how I work**

This is the bullet point versio, because I know you don't have time 🙌

- **Witeboards all the way**
- **You can count on me to facilitate Teams and Workshops**
- **Tend to think more in longterm solutions then doing the obvious thing**
- **I'm usually more pragmatic then people realise when coming up with concepts**
- **Like to push boundaries and work on the hard problems**



## Get to know me

### Jung Colors



You can count on me to facilitate Teams and Workshops

Love collaboration and workshops

Always over prepared - I tend to output a lot in bursts and edit down after

Value ambition and truly living your job

Value first principles and having a solid foundation in the "why"

tend to see colleagues as friends and value trust when working with people

Sometimes I come across as cold or dominant - but that's never personal

Love helping people make progress - professionally and on a personal level

### MBTI Type



## First Principles



### 1. Question the constraints and requirements

Always question requirements. If there is a very small chance of something happening, it's not always necessary to complicate the process to create redundancies for something that may never happen.

Requirements should come with a name, not a department. This way you can talk to a person directly about why that requirement exists.

### 2. Delete the part or process step



If your not adding more than 10% of what you deleted, you are not deleting enough

### 3. Simplify and Optimise the part or process step



It's the most common error is to optimize something that shouldn't exist. The reason for this that convergent logic is programmed into us from a young age. Instead of asking "what is the answer to this question?", ask: "should we be answering this question?"

The paradigm should always be "The best part is no part"

### 4. Accelerate the system / the output



Don't go faster until you've mastered the previous 3 things. If you have requirements that are unnecessary, parts that are over engineered or processes that are unnecessary then speeding them up won't solve the problem.

### 5. Automate parts of the process



Try to make things work with as little human intervention as possible. Human error can slow you down. There is no need to have someone doing a job that a robot or a piece of code can do. Be weary of automation though, automating something that shouldn't exist in the first place can waste many hours.

Methods and Topics

# Methods

## Persona / scenarios

Try to predict who is using your product and why

## Stakeholder Map

Identify a projects stakeholders

## Ideation

generate strategies that solve needs and generate a roadmap

## Service Map

Customer, Front Stage, Back Stage, Ideas

## Blind Vote

Democratically make Decisions as a group

## \$100

Prioritise what ideas to focus

## Round Robin

Evolve each others ideas

## Mind Map

Sorting infromation and ideas into a hierachical structure

## Assumption

## Collection

Business & Users

## Roles & Responsibilities

Understand each other's roles better

## First Principles

Focussing on what is really needed to solve a problem

## How might we

Transform a problem into a solvable question

## Teambuilding

## Icebreaker

Getting people into the right mindset for collaboration

## Problem

## Statement

Capture the Goal

## User Story Mapping

enable user-centered conversations, collaboration, and feature prioritization

## Journey Map

Identify areas of improvements in UX

## G.R.O.W

Goal, Reality, Options, Will

## Empathy Map

User says, thinks, does, feels; Jobs, Pains, Gains

## Value Proposition

Target customer, Statement of need, Product name, Product Description, Statement of Benefit

## Impact Effort Map

Do now, later, forget it

## Storyboard

Draw your idea to understand how it works

## Who, what, when

Leave session with a clear plan

# Topics

## content topics

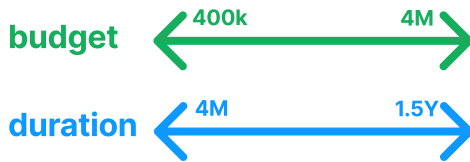
Fitness      healthcare      interior design      electricity  
gardening  
B2B Sales      groceries  
recruiting      B2C Sales      corporate health management  
digital learning

## solution topics

UX patterns      buisnness model  
navigation      content structure  
content reuse      search & filter      UX paradigms  
data structure      user flows  
insight tracking      SEO strategy      data analysis  
user jounrey  
automation      touchpoint strategy  
product development



## Project size



## Companies



An international germany based bathroom furniture manufacturer



A large german medical healthcare provider with more than 150 locations



A recruiting platform



A large swiss grocery and goods company with more than 2000 locations



A international germany based fertilizer and garding product manufacturer



A german public heath insurance provider



A international germany based grocery company with more than 3500 locations



A international germany based cable manufacturer

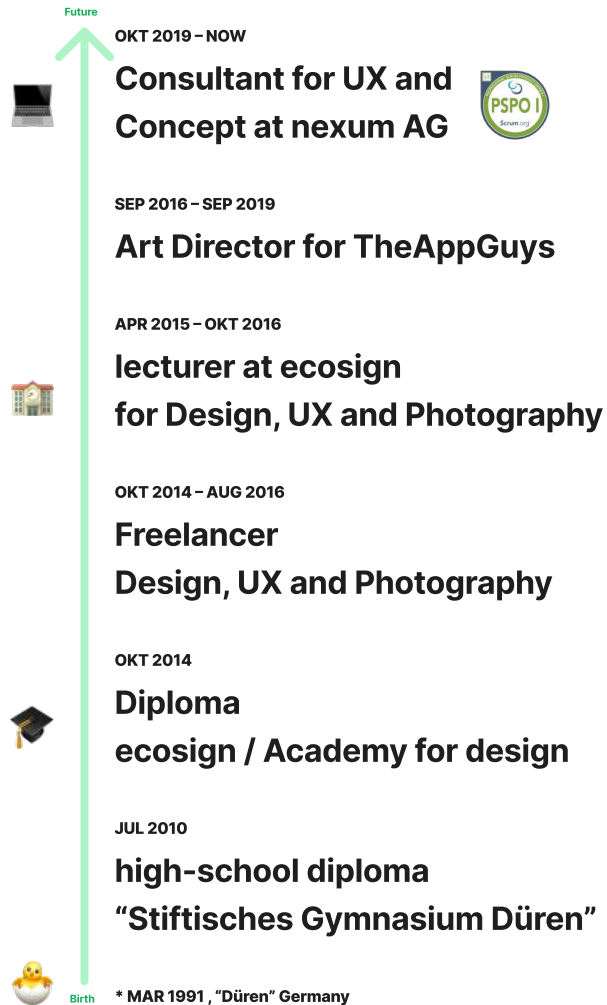


A german initiative about digital teaching and learning for school kids



The next one

## Resume



## Degrees and Certificates



**Diploma**  
Design & Photography  
at ecosign



**Product Owner Certificate**  
at scrum.org

## Logistical Info



**German**   
my mother tongue

**English**   
fluent