

Portfolio 2023

GERO FALLISCH

Designer for Digital Products

Deutsche Welle

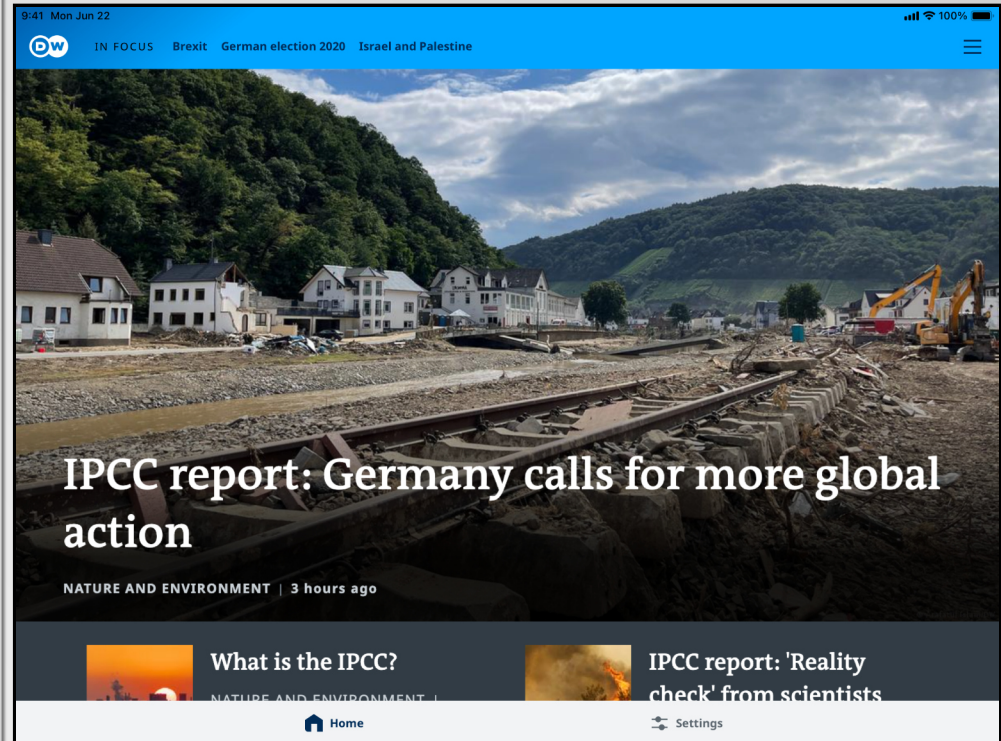
During my time as a UI Designer at Deutsche Welle, I contributed to exciting projects, creating new concepts with mockups, wireframes, and sitemaps, and updating existing UIs.

I honed my user-centric design skills, defining wireframes and interfaces for the DW Design System, prioritising user needs. Collaborating closely with user research and development teams, I ensured seamless user experiences, including the Corporate Design update for iOS and Android apps or DW's coverage of the 2020 US presidential election.

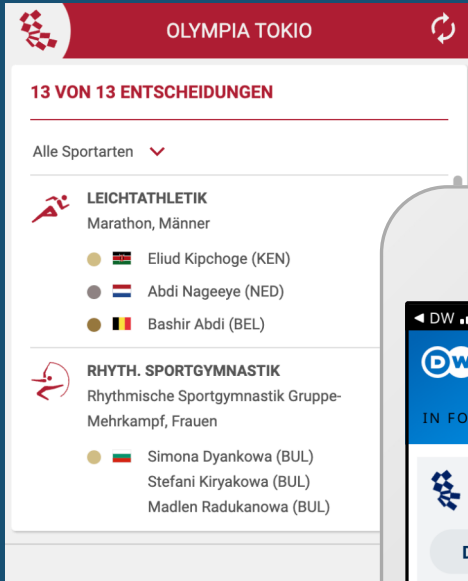
The design challenges often felt intense, akin to performing surgery on a beating heart, requiring precision and attention to detail.

2015 – 2022

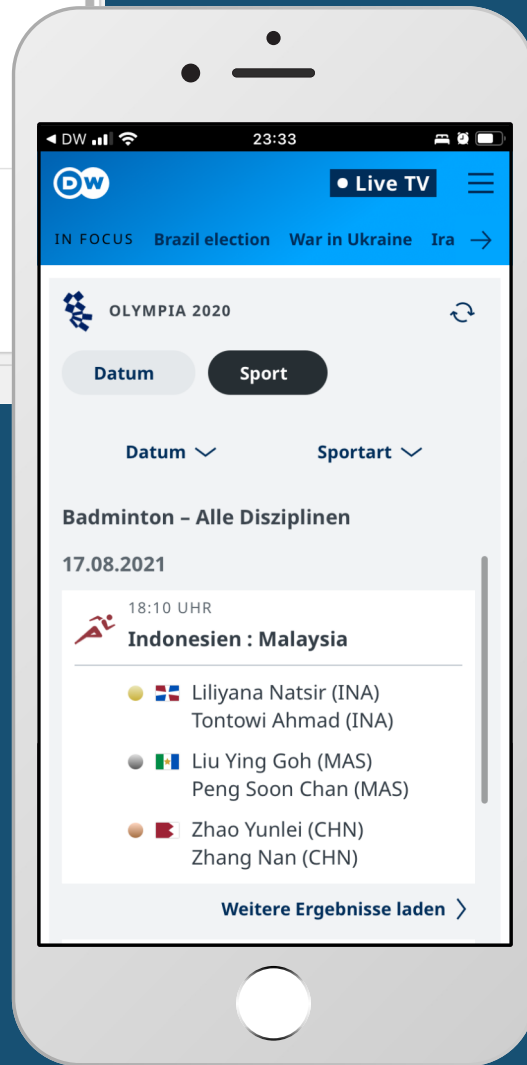
Research, Concept, Quality Assurance, UI Design (Web, iOS/Android), UX Design, Icon Development, Logo Design, Data Visualisation, Design System



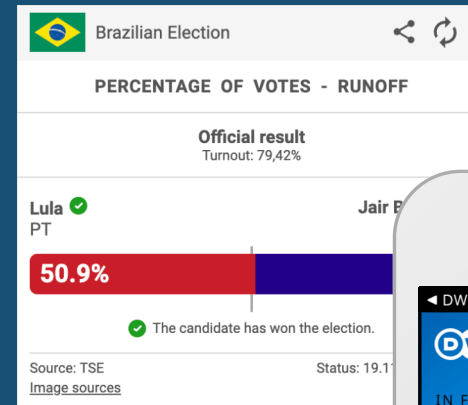
Sample screenshots of the app "DW News" for iOS



Original



Corporate Design



Original



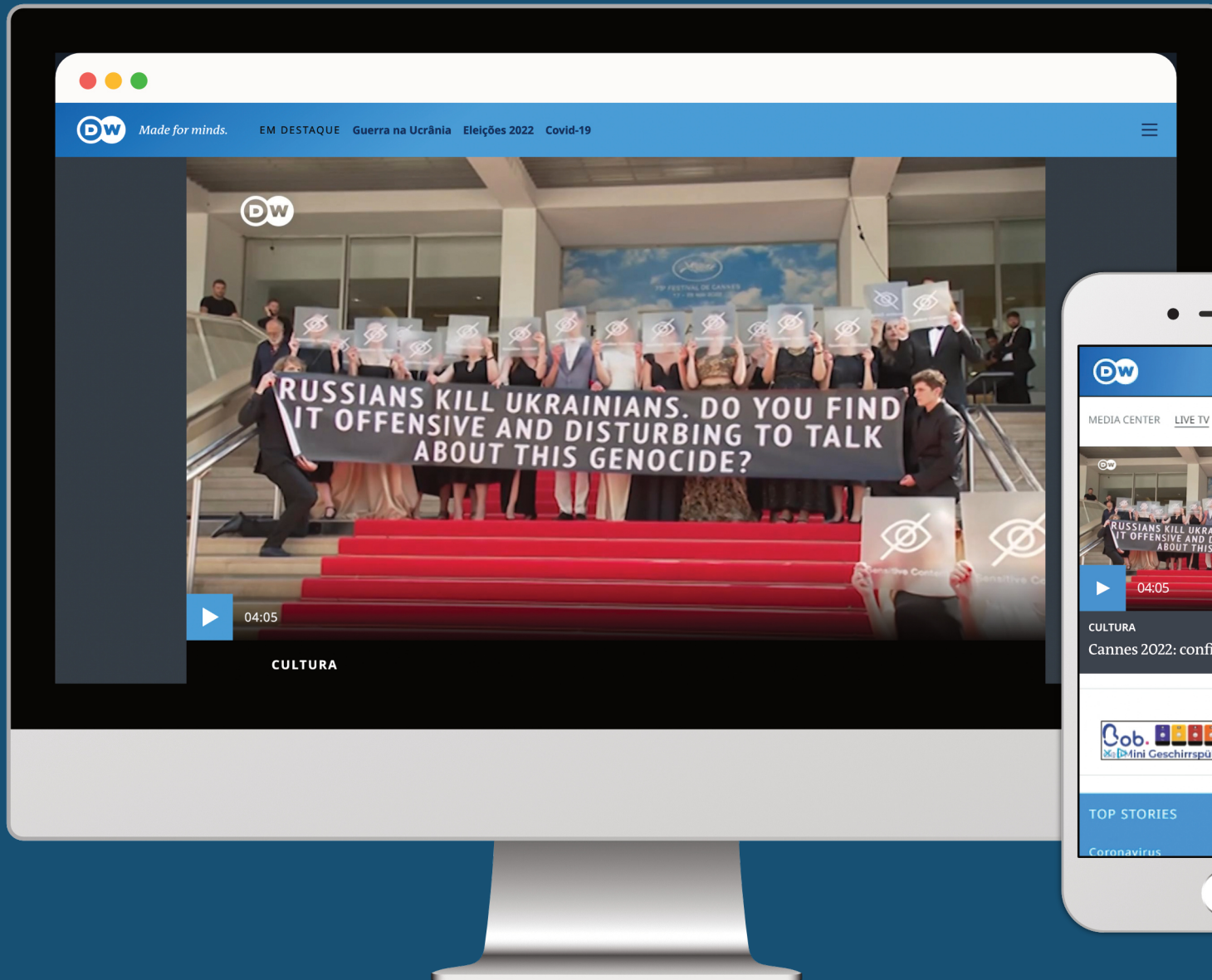
Corporate Design

Samples of web widgets aligned with the corporate design

Twitter interface showing DW Deutsch content. The main feed features a tweet from DW Deutsch (@dw_deutsch) with a bar chart titled "Stimmen zum Sieg" (Votes for Victory) showing Biden with 270 electoral votes and Trump with 212. The tweet text reads: "Die #Elections2020 werden zu einem Kopf-an-Kopf-Rennen. p.dw.com/jp/3kpZz". Below the tweet is a photo of police officers in riot gear. To the right, a sidebar lists trending topics: #Pennsylvania, Stimmen, Staaten, and Amtszeit.

Facebook interface showing a post from DW News (@deutschevelenews). The post features a photo of a man holding an American flag and a "BLACK LIVES MATTER" sign. The text of the post states: "Joe Biden has won the crucial battleground state of Arizona, giving him 11 electoral college votes. It's only the second time in 72 years that Arizona has backed a Democratic presidential candidate. Biden - 238 electoral votes, Trump - 213 electoral votes. Follow the latest here: https://p.dw.com/p/3kWN". Below the post is a map of the United States with red and blue states, and a smaller bar chart showing Biden with 238 electoral votes and Trump with 213.

2020 US election: samples of elements for social media



Samples of dw.com

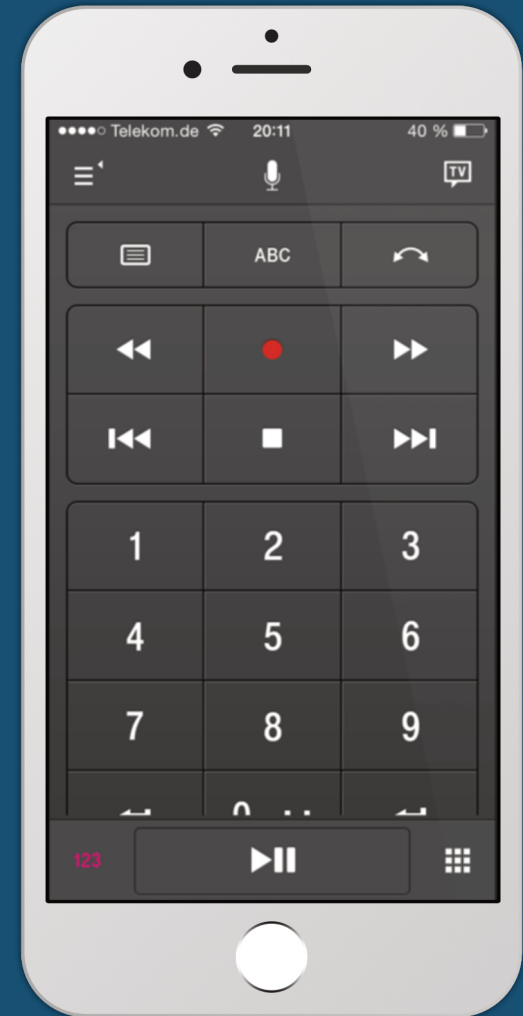
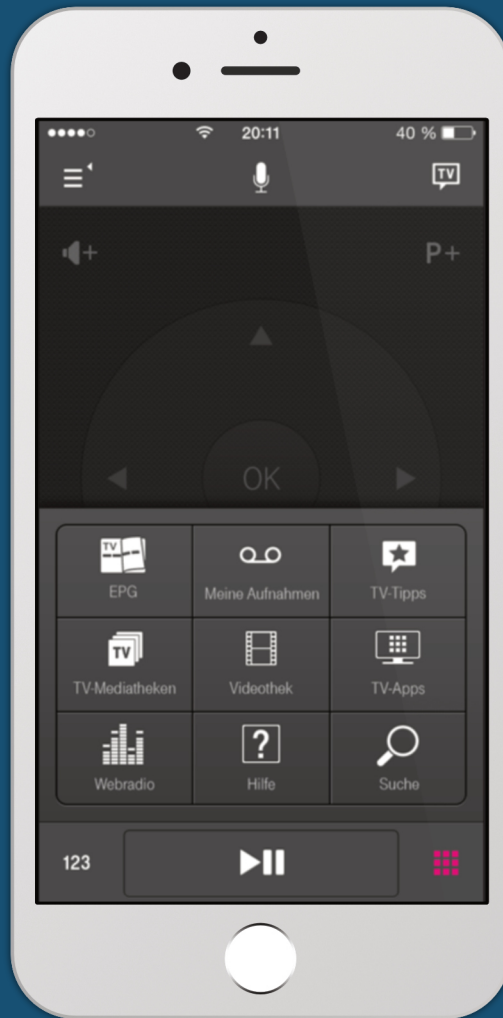
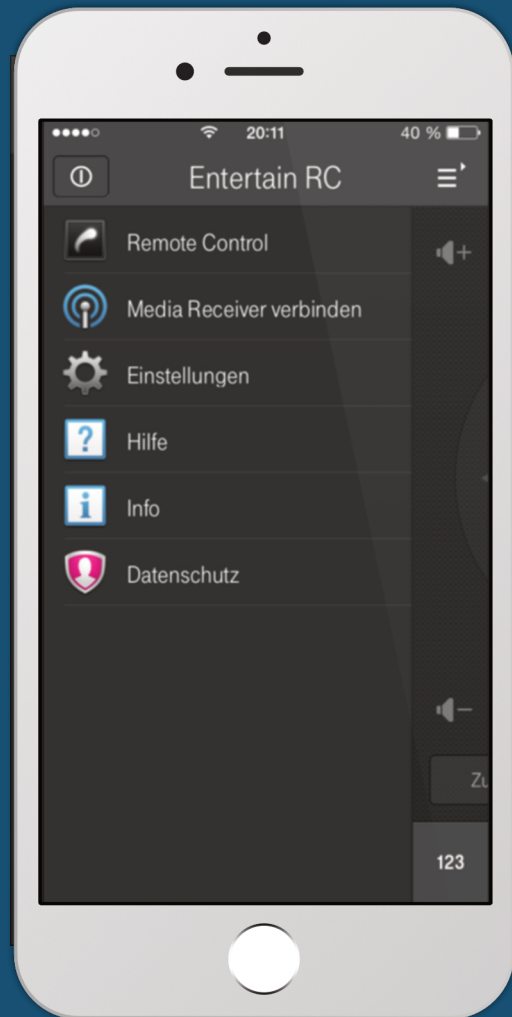
Entertain RC

During my studies, as an intern at Telekom Innovation Labs, I focused on extensive market and user research, designing interactions, and conducting user testing. Combining low-fidelity wireframes and high-fidelity prototypes, we explored the uncharted territory of the smartphone era, where possibilities seemed endless. Witnessing the transformative impact of mobile technology was exhilarating.

Although the specific service is no longer available, I take immense pride in our creation, delivering a positive user experience. Seeing our efforts translate into tangible benefits for users was truly gratifying.

2012

Research, Concept, Interaction Design, User Testing



Sample screens



Interaction depiction

Berlin, Porto und Berlin

In 2009, I embarked on an exhilarating hitchhiking adventure from Berlin to Portugal. Documenting my journey in a travel diary, I created a captivating map using a circle metaphor.

It symbolises the round trip mindset, with vibrant colours representing the outbound and return journeys.

This project highlights my proficiency in effectively handling and leveraging large volumes of data.

Im Sommer 2009 unternahm ich eine Reise zur Iberischen Halbinsel. Den Großteil dieser Strecke legte ich per Anhalter zurück. Dabei notierte ich mir meinen kompletten Weg mit allen Umsteigeorten und Schlafpunkten. Bei Gesprächen mit den Fahrern erfuhr ich stets ihre Strecke und fand die Zufälligkeit unserer Begegnung sehr interessant.

Berlin, Porto und Berlin

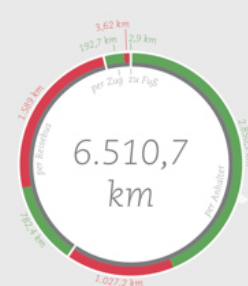
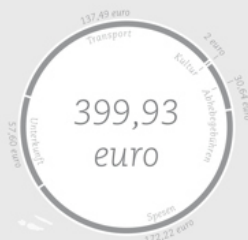
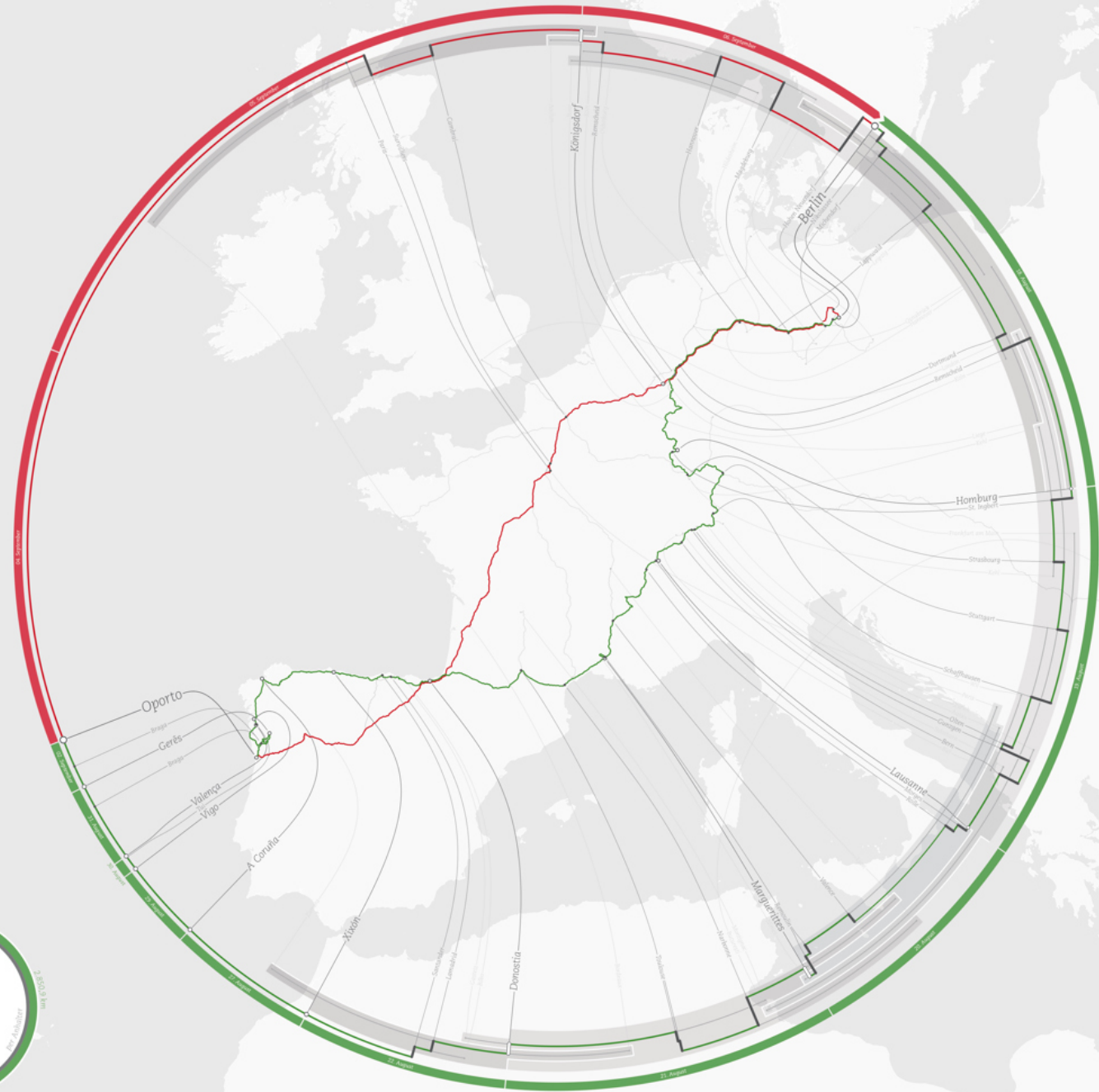
Die entstandene Karte zeigt die zurückgelegte Strecke meiner Reise und die der Fahrer. Die unterschiedlichen Start-, Umsteige- und Zielpunkte werden dabei verglichen; in der Metapher vom Kreis wird die Idee einer Rundreise deutlich.

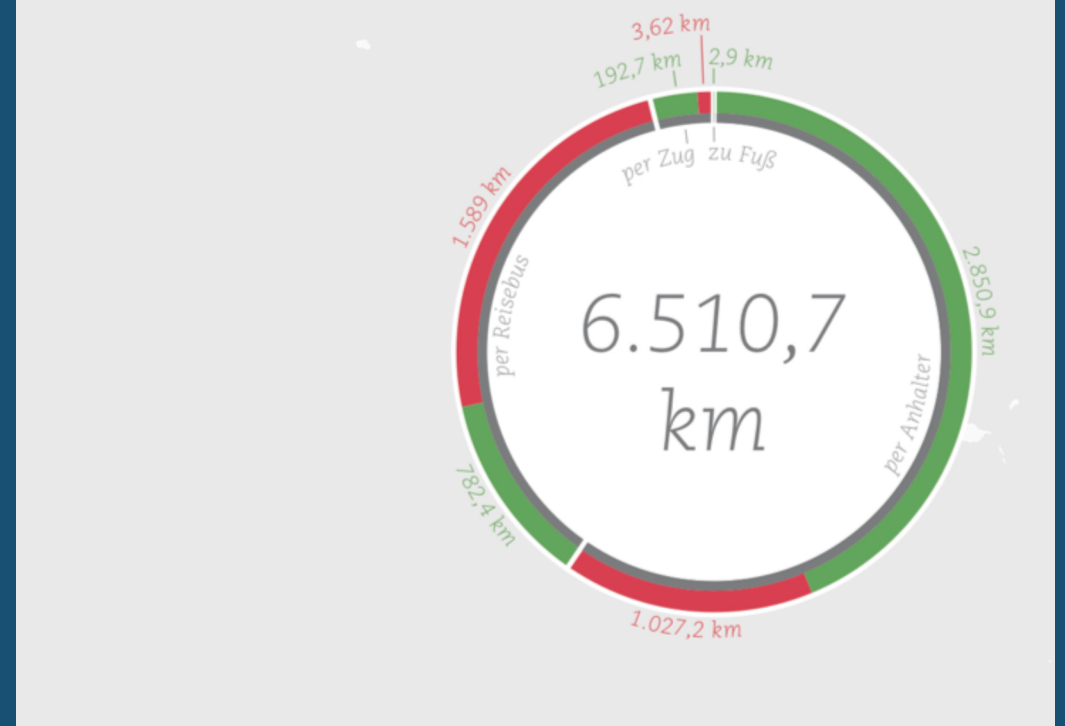
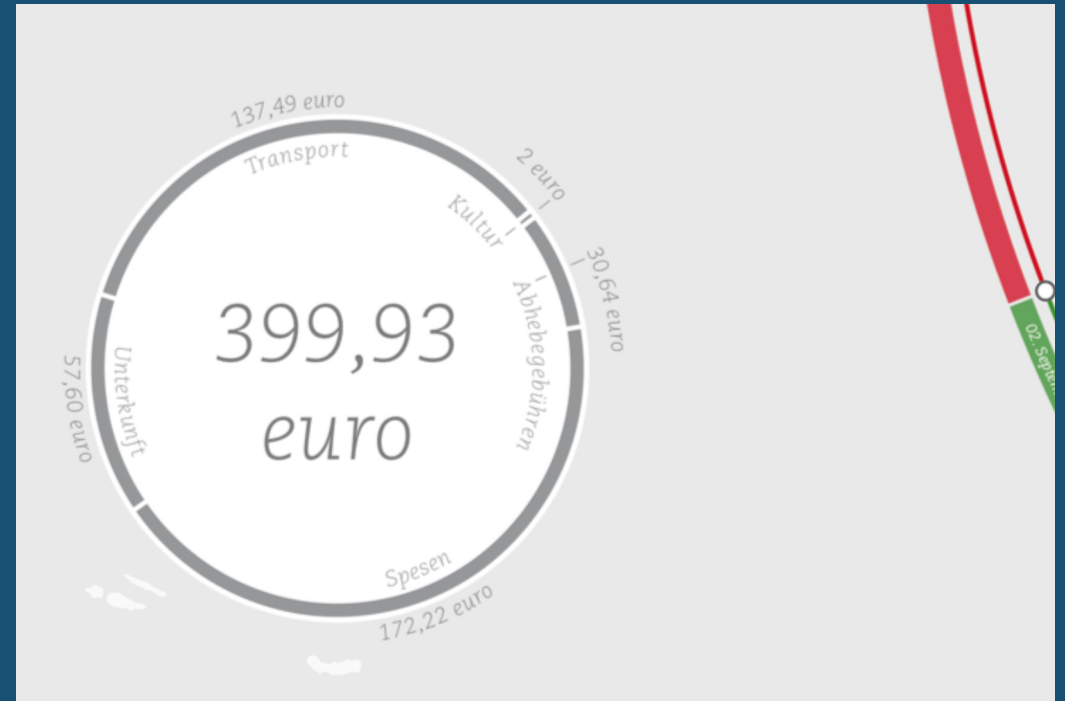
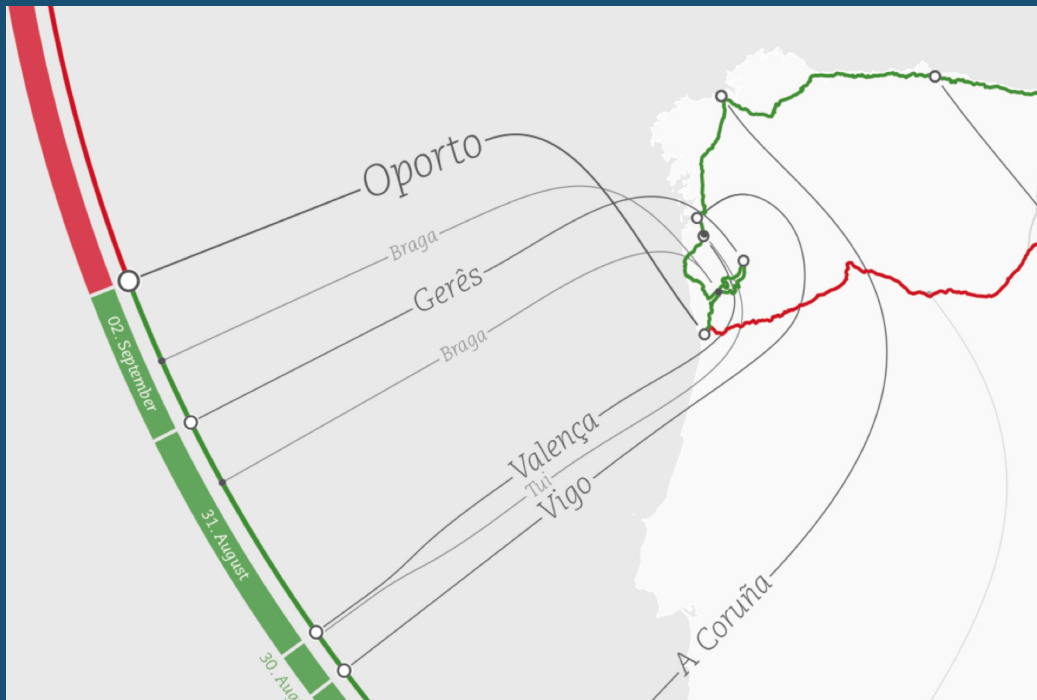
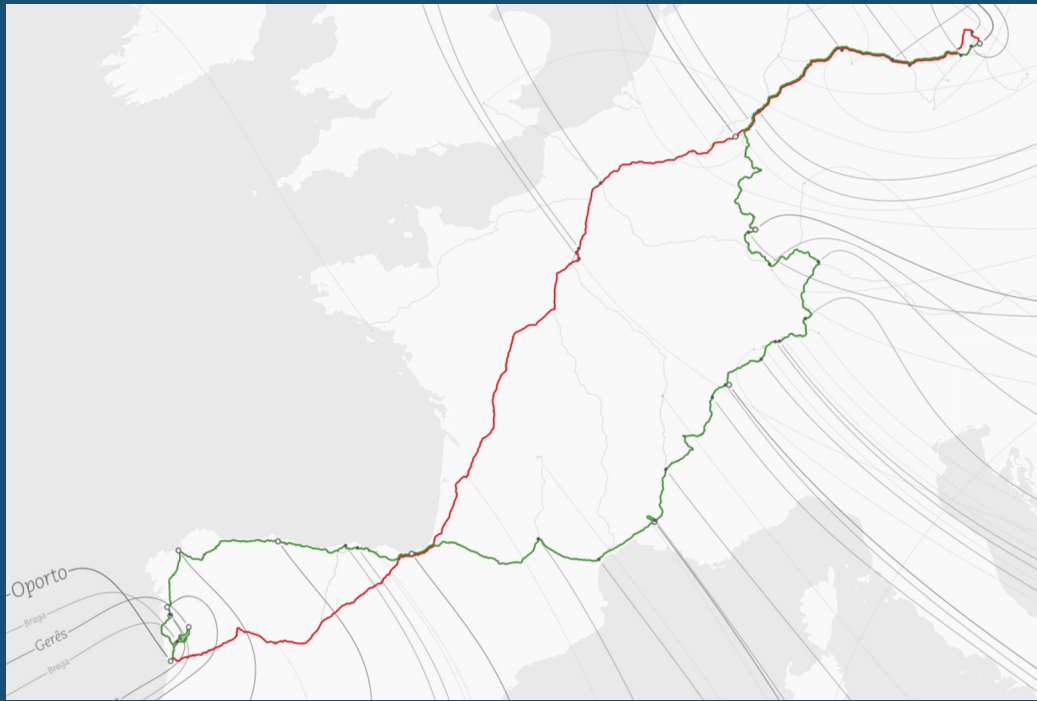
18. August 2009 – 20 Tage
06. September 2009

Ein Rucksack

1 Satz Besteck, 2 Handtücher, 1 Isomatte, 1 Kamera, 1 Tube Kleber, 1 Satz Kleidung, 1 Packung Kondome, 4 Landkarten, 1 Mütze, 1 Nadel, 1 Rolle Faden, 3 Notizhefte, 2 Stifte, 3 Plastiktüten, 1 Regenponcho, 1 Schlafsack, 1 Paar Schlappen, 1 Schnur, 1 Sonnenbrille, 1 Tube Sonnencreme, 1 Tuch, 1 Veganreisepass, 1 Wörterbuch, 1 Zelt

Seva Fällisch – Berlin, Paris und Berlin – Interfessionelle Pl. Politiken Prof. Dr. Frank Heilmann – Radical Pilgr – Teilnehmerreport 2009 | (C) BY-NC-SA





Hijkl

A contemporary sans-serif typeface. Boasting six distinct variations, this font effortlessly complements a plethora of design endeavors, from refined logos to captivating headlines.

Its generous x-height, abbreviated descenders and ascenders, and ornate letterforms render it a perfect fusion of form and function. Notably, I've incorporated a special letter, ß (capital ß or 'Eszett'), adding an exquisite touch of sophistication and flair to any composition.

WIP

Concept, Font Development

Character set

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsßſTtUuVvWwXxYyZz
1234567890[-— |],.!?

Sample

[GROßKÜCHE]
CAFUNÉ
FINGER-lickin' GHOUL!



Height relations

VOLL
FETT
HALBFETT
NORMAL
HALBMAGER
MAGER

6 different faces

THE CLOCK, NOT THE STEAM-ENGINE IS THE KEY-MACHINE OF THE MODERN INDUSTRIAL AGE.

Sample text

39

VINTE E UM DE FEVEREIRO UM MIL NOVE CEM E TRINTA

De repente, como se um destino medico me houvesse operado de uma cegueira antiga com grandes resultados súbitos, ergo a cabeça, da minha vida anónima, para o conhecimento claro de como existo. E vejo que tudo quanto tenho feito, tudo quanto tenho pensado, tudo quanto tenho sido, e uma especie de engano e de loucura. Maravilho-me do que consegui não ver. Estranho quanto fui e que vejo que afinal não sou.

Sample text

About me

I am a digital product designer specialising in user interface and interaction design, with a keen interest in typography and infographics. I hold a B.A. degree in Interface Design from FH Potsdam and am currently based in Berlin. With over 15 years of experience, I have worked on a diverse range of projects. I am now seeking new challenges where I can apply my skills for web and app.



Contact

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