

ESTHER BÜTHE

ARTDIRECTION & UI/UX DESIGN



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PROFESSIONAL SUMMARY

I'm a results-driven talented designer and consultant with an BA of Fine Arts and 10+ years of experience, specialized in online-advertising and digital products. Focused on delivery of user-centered design solutions in fast paced, agile environments, with quick iterative cycles. Motivated to maximize traffic, ease-of-use, and best-of-class user experience. Used to working with cross-functional teams, collaborating with remote project teams to drive customer benefits. Achieves customer satisfaction by integrating marketing information, and taking ownership of projects from conception to completion.

WORK EXPERIENCE

UI/UX Designer & Consultant

- BE ArtDesign — Freelancer 04/2011 — present
Creation of effective sales-promoting design/marketing concepts for B2C customers,
Optimization of eCommerce shops & websites, corporate design, competent
Customer support and project management from A to Z
- compleet GmbH — Unterhaching 02/2022 — 04/2023
Senior UI/UX Designer
Creation of: online marketing campaigns, landingpages, social media banner,
exhibition and Display advertising, presentation templates such as powerpoint/PDFs
- HEINE GmbH (Otto Group) — Karlsruhe 09/2012 — 04/2014
Online shop and marketing UX/UI design implementation w/ KPI-based testing
to maximize traffic and revenues
- ePages GmbH — Hamburg 05/2010 — 03/2011
Deployment of turnkey webshop implementations for SME customers requiring
eCommerce solution. 100% customer satisfaction through outstanding designs
- ZigZag Animation BV — Amsterdam 01/2010 — 04/2010
Video-/audio editing & graphic-design for local community of Enschede, a
non-profit organization benefiting disadvantaged children.
- ImageAddict Ltd — Melbourne 07/2009 — 12/2009
Redesign of company's corporate identity, creation of instructional videos

TECHNICAL SUPPORT & EXPERIENCED CSR

- TomTom Customer Service Center — Amsterdam 08/2008 — 01/2009
Responsible for customer support & technical training
- Mercedes-Benz European Customer Assistance Center — Maastricht 09/2001 — 04/2006
Responsible for customer complaints/goodwill & technical support

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EDUCATION

B.A., INT. UNIVERSITY FOR FINE ARTS & DESIGN G. RIETVELD, AMSTERDAM, NL

2006 — 2009

Production of shortfilms & animation with 2d/3d character generation. Research in miscommunication, interaction and body-language, 2nd place in national shortfilm University competition w/ broadcast on HollandDoc. Subject: Digital surveillance represented by a collage of video, animation, and photography

EXCHANGE YEAR, ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - MELBOURNE, AU

2008

3d character invention and development in Autodesk Maya
Creation of a game stage and scene based on a Japanese author's script
Classic animation in Adobe Flash w/ focus on Gamedesign & Animation

CERTIFIED MEDIA DESIGNER, VOCATIONAL SCHOOL OF DESIGN & ENGINEERING, AACHEN, DE

2002 — 2004

Communication & Digital Mediadesign

CERTIFIED FINE ART STUDENT, ABK UNIVERSITY FOR FINE ARTS - MAASTRICHT, NL

2001 — 2002

General Fine Arts Education

LANGUAGE

	GERMAN	NATIVE
	DUTCH	FLUENT
	ENGLISH	FLUENT
	FRENCH	BASIC

REFERENCES

MARC BUSE - HEAD OF DESIGN
United Internet AG, 1&1, WEB.DE, GMX
Contact details on request

TOM TISCHNER - CEO
Tischner Consulting Services - US
Contact details on request

INTERESTS



ADDITIONAL SKILLS

MS OFFICE / OS X	● ● ● ● ● ○
ADOBE CC	● ● ● ● ● ●
HTML / CSS / CMS	● ● ● ● ○ ○
ANIMATION 2D	● ● ● ● ● ●
DISPLAY ADS	● ● ● ● ● ●
UX DESIGN	● ● ● ● ● ○
UI DESIGN	● ● ● ● ● ●

INTERPERSONAL SKILLS

- ✓ Assessing the needs of customers
- ✓ Adapting to changing circumstances
- ✓ Team Player
- ✓ Ambitious & positive attitude
- ✓ High interest in Technology & Design
- ✓ Ability to Work under Pressure
- ✓ Solution-oriented mindset

CERTIFICATES

- Design Thinking: The Beginner's Guide
- Become a UX Designer from Scratch
- Mobile User Experience (UX) Design
- Webdesign for Usability
- Gestalt Psychology and Web Design
- Conducting Usability Testing
- Accessibility: How to Design for All
- Information Visualization
- How to Design for Augmented and Virtual Reality
- Psychology of E-Commerce: How to Sell Online
- More infos & certificates on LinkedIn profile



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ARTDIRECTION & UI/UX DESIGN

COMPANIES & AGENCIES

- ARCLINE INVESTMENT
 - Tischner Consulting Services
 - Degussa Bank
 - 1&1 Energy GmbH
 - Virtual Identity AG
 - ePages GmbH
 - iRead Media oHG
 - Horst Wackerbarth Fotokünstler
 - Heinrich Heine GmbH
 - 1&1 Mail & Media GmbH
 - Ilona Hirth Grafik Design GmbH
 - Help – Hilfe zur Selbsthilfe e.V.
 - DDM - Donau Digital Agentur
 - Image Addict Ltd Australia Zig
 - Zag Film BV - Joost Ranzijn
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B2C CLIENTS

- RSR-RACING UG - Porsche Partner
- Wingfield GmbH
- Frischdienst Union GmbH
- Haufe-Lexware GmbH & Co. KG
- MOOG GmbH
- Doli Elektronik GmbH
- TOM Digital GmbH
- STADLER GMBH & CO. KG
- Brehm Präzisionstechnik GmbH
- Autohaus Karl Eppler GmbH & Co KG
- Hagmeier Gebäudetechnik
- EUMEPS European Manufacturers of EPS
- Canimix GmbH
- Hagmeier Gebäudetechnik
- Hörakustik Tiesesch
- W. Fromm Bauunternehmen
- MCC Metropolis GmbH & Co. KG
- Zentrum Naturheilk. Homöopathie
- KFZ Meisterbetrieb Ismet Es
- Tripfez Travel Sdn Bhd
- TQU BUSINESS GMBH
- RESQSHIP e.V.
- chris and friends GbR
- Brauerei Blank - Brauereigasthof
- Kräutler Werbetechnik GmbH
- ÖKA GbR Garten- u. Landschaftspflege
- Duckek-Bedachungen GmbH
- Café Seeblick in Königsbronn
- Chicolino Fashion in Langenau
- Hotel Restaurant Löwen
- Stadt Gaggenau
- FilmFreundeFischer tv & film
- EMASCD e.V.
- Mister U OHG
- De Keukenstudio VOF
- Rike Oetzel - Künstlerin
- Weinhandel - JOOSTWIJN.NL
- MsWolf Agency Natascha

Reference letter

Ms. Esther Büthe, born October 19, 1981, was employed by our company as a Senior UX/UI Designer in the Marketing Department from February 14, 2022, to March 31, 2023.

compleet GmbH is a leading medium-sized software and service company based in Unterhaching near Munich. Our software solutions for vendor management, recruiting and workforce management benefit companies with medium to very high staffing requirements and their customers in particular. You get everything from a single source, from the personnel requirement notification, through the entire recruiting process, to time recording and the accounting of in-house and external personnel. The range extends from intuitive lightweight solutions to highly customized, process- and automation-controlled solutions.

Ms. Büthe's main responsibilities included the following activities:

- Working on the user interface design (graphical user interfaces) for the company website, various portals, etc.
- Design and optimization of landing pages (wireframe creation up to finalization and going live)
- Design of display advertising on social media platforms such as Facebook, LinkedIn, YouTube, Xing etc.
- Creation of concepts for user interfaces (CTA button/heroes/forms/navigation objects "menu")
- User experience design: website (structuring content for a better user experience for our clients, including imagery research and editing of graphics.
- Developing and implementing design ideas for the performance marketing/brand communications division
- Digital product design, including product branding for promotional items for trade fairs, events
- Production of online and offline applications for the marketing of the company
- Concept and design of company presentations (PPT/PDF) for the managing directors, managers
- Creation of mockups and scenarios (consumer journey map/mood boards/user flow maps and sitemaps, storyboards, etc.)
- Development of a brand style guide and further development of the corporate design (font concept/mood board visual language/color world/logo refinement and use)
- Design coaching and induction of new colleagues in the marketing/brand & communication team
- Quality control and assurance of the uniform CI of the created advertising media in the company and for partners
- Cross-media collaboration/interface & contact for UX team, performance marketing team, units, sales, etc.
- Project support: Consulting/expertise from a UI/UX perspective, including chatbot, navigation structure web pages, landing pages
- Creation of micro-interactions and animations with 2-D (SoMe banner)
- Trade fair design
- Graphic design for print media: e.g. posters/business cards/battle cards/stand-up displays/square flags etc.

Ms. Bütke used the following programs for her work:

- Jira/HubSpot/Miro/SharePoint/Confluence
- Adobe CC (Photoshop/Illustrator/InDesign/XD/After Effects) and Figma
- Microsoft Office programs

Ms. Bütke has excellent and very profound knowledge, also in peripheral areas, which she has always brought to use in her work at our company in a highly profitable manner. To the benefit of our company, she has always successfully expanded and updated her comprehensive expertise through regular participation in training events.

Due to her excellent comprehension skills, she was always able to immediately accurately grasp even difficult situations and quickly find excellent solutions. Ms. Bütke continued to show great initiative and fully identified with and committed to her tasks and our company, whereby she also impressed with her exemplary enthusiasm. Even in situations involving considerable volumes of work, she always showed herself to be highly resilient.

She carried out all tasks independently, with extreme care and thoughtful planning. She always acted in a calm, deliberate, goal-oriented and precise manner to the highest degree. In addition, her commitment could easily be demonstrated in both qualitative and quantitative terms. Ms. Bütke was particularly reliable.

She never failed to find excellent solutions for all problems without exception. Without exception and in every respect, Ms. Bütke's achievements have earned our fullest appreciation.

She was well-appreciated for her consistently friendly and balanced character. She was always helpful, courteous and, when necessary, even set aside her personal interests. Her behavior towards superiors, colleagues and customers was, without exception, exemplary and loyal.

Ms. Bütke will leave our company on March 31, 2023, at her own request. We are extremely regretful about this because in her we are losing an exceptionally good employee. We would like to thank her for her consistently excellent performance and wish her continued success and all the best for the future, both professionally and privately.

Unterhaching, March 31, 2023,
komplett GmbH

[Signature]

July-Ann Tijmes
Head of Marketing

pp Irena Ellwanger
HR Manager

—
We open up language to everyone



translated.

Certification of Translation Accuracy

15/02/2023

Project N°:904024008

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Co-founder & Chairman

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Zeugnis

Frau Esther Bütke, geboren am 19. Oktober 1981, war vom 14. Februar 2022 bis zum 31. März 2023 in der Abteilung Marketing als Senior UX/UI Designerin in unserem Unternehmen tätig.

Die compleet GmbH ist ein führendes mittelständisches Software- und Dienstleistungsunternehmen mit Sitz in Unterhaching bei München. Von unseren Software-Lösungen für Vendor Management, Recruiting und Workforce Management profitieren besonders Unternehmen mit einem mittleren bis sehr hohen Personalbedarf und deren Kunden. Sie bekommen alles aus einer Hand, von der Personal-Bedarfsmeldung, über den gesamten Recruitingprozess, bis hin zu Zeiterfassung sowie der Abrechnung von Eigen- und Fremdpersonal. Die Bandbreite erstreckt sich von intuitiven leichten Lösungen bis hin zu sehr individuellen, prozess- und automationsgesteuerten Lösungen.

Zum Aufgabenbereich von Frau Bütke gehörten im Wesentlichen folgende Tätigkeiten:

- User Interface Design (grafische Oberflächen) für Firmen-Webseite, unterschiedliche Portale usw. erstellen
- Landingpages Konzeption/Optimierung (Wireframe Erstellung bis zur Finalisierung und Live-Gang dieser)
- Gestaltung von Displaywerbung u.a. SocialMedia Plattformen wie Facebook, LinkedIn, YouTube, Xing etc
- Erstellung von Konzepten für Bedienoberflächen (CTA Button / Heros / Formulare/Navigationsobjekte „Menu“)
- User Experience Design: Website (Strukturierung von Inhalten für ein besseres Benutzererlebnis unserer Kunden inklusive research Bildsprache und Retusche von Grafiken.
- Design-Ideen entwickeln und umsetzen für den Bereich Performance Marketing/Brand Communications
- Digitales Produktdesign, ua Produkt-Branding für Werbeartikel für Messen, Veranstaltungen
- Produktion von On- und Offline-Anwendungen für das Marketing des Unternehmens
- Konzept und Gestaltung von Firmen Präsentationen (PPT / PDF) für die Geschäftsführer, Manager & erstellen
- Mockups und Szenarien kreieren (Consumer Journey Map/ Moodboards/ User Flow Maps und Sitemaps, Storyboards...)
- Brand-Styleguide aufbauen und Weiterentwicklung des Corporate Designs (Schriftenkonzept / Moodboard-Bildsprache/Farbwelt/Logo Refinement und Einsatz)
- Design coaching und Einarbeitung von neuen Kollegen im Team Marketing/Brand&Communication
- Qualitätskontrolle und -sicherung der einheitlichen CI der erstellten Werbemittel im Unternehmen und für Partner
- Crossmediale Zusammenarbeit/Schnittstelle & Ansprechpartner für UX Team, Performance Marketing Team, Units, Sales etc.
- Projektbegleitung: Beratung/ Expertise aus UI/UX Sicht u.a. Chatbot, Navigationsstruktur Webseite, Landingpages
- Mikro-Interaktionen und Animationen erstellen mit 2-D (SoMe Banner)
- Messegestaltung
- Grafikerstellung für Printmedien: u. a. Poster/Visitenkarten/Battlecards/Aufsteller/Squareflag etc.



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Für die Tätigkeiten hat Frau Bütthe folgende Programme verwendet:

- Jira/Hubspot/Miro/Sharepoint/Confluence
- Adobe CC (Photoshop/Illustrator/InDesign/XD/AfterEffects) und Figma
- Microsoft Office Programme

Frau Bütthe verfügt über ein hervorragendes und auch in Randbereichen sehr tiefgehendes Fachwissen, welches sie in unser Unternehmen stets in höchst gewinnbringender Weise einbrachte. Zum Nutzen unseres Unternehmens erweiterte und aktualisierte sie immer mit gutem Erfolg ihre umfassenden Fachkenntnisse durch regelmäßige Teilnahme an Weiterbildungsveranstaltungen.

Aufgrund ihrer ausgezeichneten Auffassungsgabe war sie jederzeit in der Lage, auch schwierige Situationen sofort zutreffend zu erfassen und schnell exzellente Lösungen zu finden. Frau Bütthe zeigte fortwährend hohe Eigeninitiative und identifizierte sich absolut vortrefflich mit ihren Aufgaben und unserem Unternehmen, wobei sie auch durch ihre vorbildliche Einsatzfreude überzeugte. Auch in Situationen mit erheblichem Arbeitsaufkommen erwies sie sich immer als in hohem Maße belastbar.

Alle Aufgaben führte sie jederzeit vollkommen selbstständig, äußerst sorgfältig und planvoll durchdacht aus. Sie agierte immer ruhig, überlegt, zielorientiert und in höchstem Maße präzise. Dabei überzeugte sie stets in besonderer Weise sowohl in qualitativer als auch in quantitativer Hinsicht. Frau Bütthe war in ganz besonders hohem Maße zuverlässig.

Für alle auftretenden Probleme fand sie ausnahmslos ausgezeichnete Lösungen. Die Leistungen von Frau Bütthe haben ausnahmslos und in jeder Beziehung unsere vollste Anerkennung gefunden.

Sie wurde wegen ihres konstant freundlichen und ausgeglichenen Wesens allseits sehr geschätzt. Sie war immer hilfsbereit, zuvorkommend und stellte, falls erforderlich, auch persönliche Interessen zurück. Ihr Verhalten zu Vorgesetzten, Kolleginnen und Kollegen sowie Kundinnen und Kunden war ausnahmslos vorbildlich und loyal.

Frau Bütthe verlässt unser Unternehmen mit dem 31. März 2023 auf eigenen Wunsch. Wir bedauern dies außerordentlich, weil wir mit ihr eine ausnehmend gute Mitarbeiterin verlieren. Wir bedanken uns für die durchweg exzellenten Leistungen und wünschen ihr für die Zukunft beruflich und privat weiterhin viel Erfolg und alles Gute.

Unterhaching, 31. März 2023
compleet GmbH

July-Ann Tijmes
Head of Marketing

i. A. Irena Ellwanger
HR-Managerin