



fran caye

VISUAL DESIGN . UI & UX . ILLUSTRATION . EVENT DESIGN

I graduated in **advertising** and I also have a post-graduation degree in **marketing and communication**.

I've spent the last **15 years working on the creative market**, bringing inspiring ideas to life, always watching carefully to function, simplicity, quality, beauty, and sustainability. Whether for products or services.

Design, to me, is much more than creating visually appealing graphics. It is a process of **solving problems and creating solutions** that meet the needs of the user. Even better when it exceeds the expectations! And this requires a deep understanding of human behavior and psychology.

A good design not only **looks great**, it is also **intuitive, easy to use, and allow users to accomplish their tasks with minimal effort**. It should make people feel good and confident in their interactions with the product or service, whether it's on a website, mobile app, or physical device.

In that sense, **every project is unique to me**, and I love bringing creativity, commitment, coherence, and personality to all of them.



CASES

1. ZEISS MEDITEC AG

2. TELEFÓNICA

3. HUBERT BURDA MEDIA

4. INVERDIS BANK

5. FUJITSU RUNMYPROCESS

6. ALLE ANGELN

7. DEUTSCHE TELEKOM

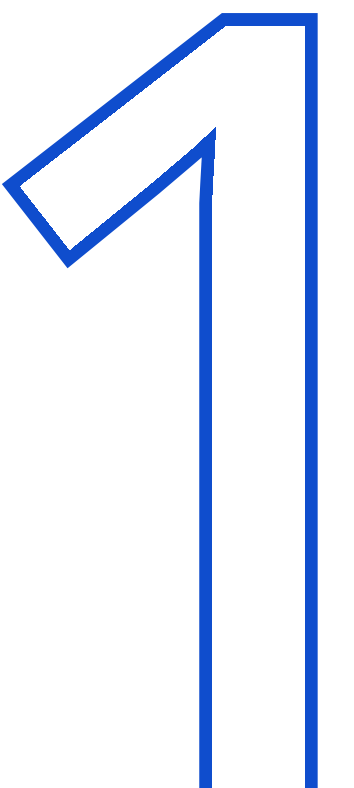
zeiss meditec ag

2019 & 2022 / 23

At Carl Zeiss, I was responsible for designing user interfaces for medical technology products. This included managing a complex design system that provided UI components for various application and code platforms, such as native mobile apps for students, web-based platforms for managing patient data, and sophisticated control panels for complex hardware systems coded in WFP.

my contributions

UI Design



By the time I entered Zeiss in 2019, most of their products had different user interfaces styles. So as a member of the ZUi (Zeiss UI) team, I had the opportunity to work on the "facelift" project, which aimed to standardise Zeiss's visual design language by incorporating their unique design system.

Our design system quickly became the base that everyone involved in the project could understand and refer to. Our aim was to develop an easy to use design system which allows us to consistently design products across diverse business backgrounds, applications and softwares platforms.

As part of my daily tasks, I worked on creating a collection of reusable components and a set of guidelines to ensure consistency across all Zeiss products.



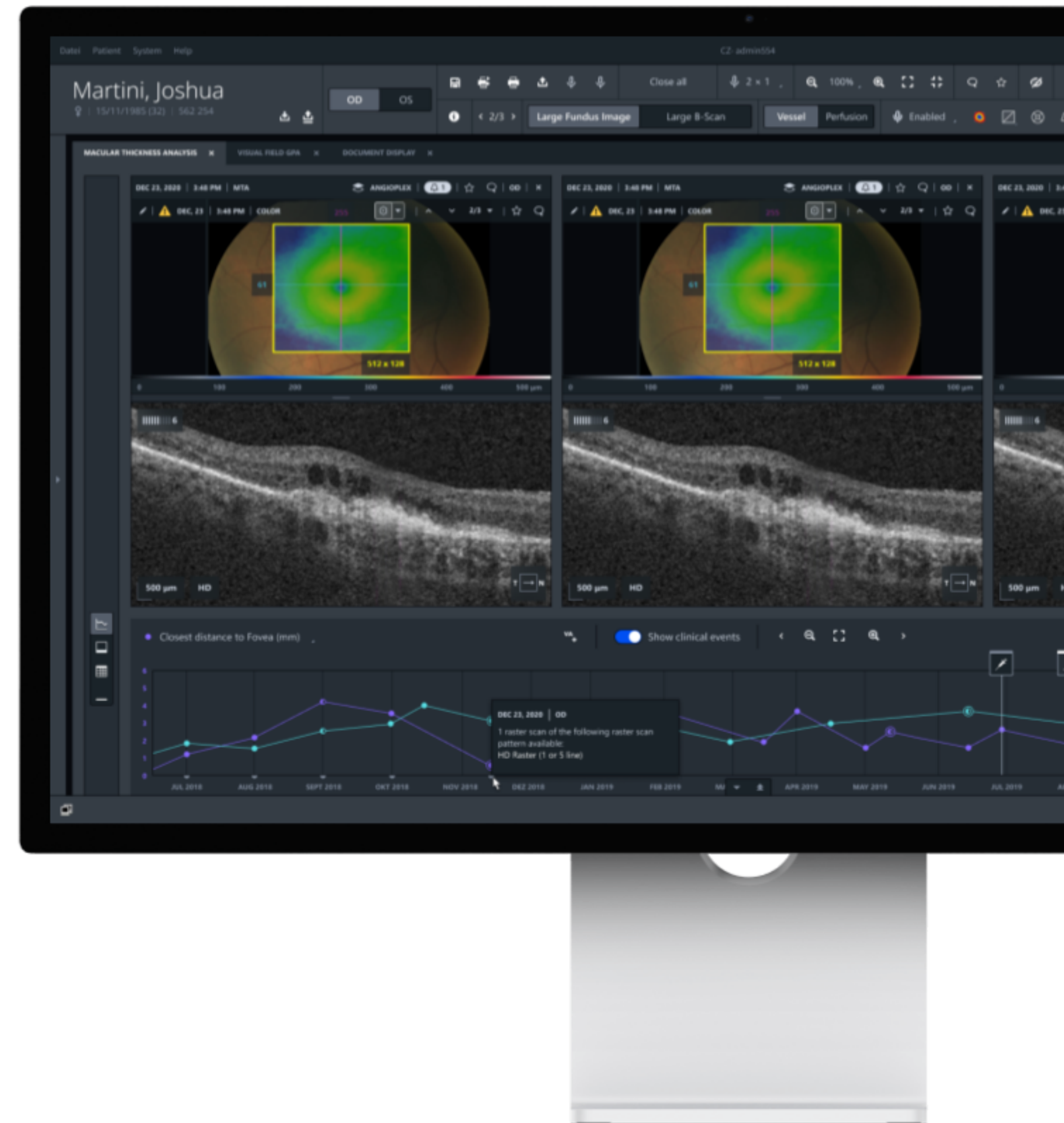
Project I've been involved in:

- Phacoemulsification and Vitrectomy System
(treat cataracts and vitreoretinal disorders)
- Artevo 800 surgical microscope
(for Cataract, Cornea, Retina and Glaucoma Surgery)
- FORUM data management software
(with dedicated pre-sets and workplaces for three major pathologies (Cataract, Retina and Glaucoma))



By 2019 my main responsibility was overseeing the redesign of the "FORUM Family" application and its plugins.

And by rejoining ZUi team in 2022 / 2023 the styleguide and libraries were already well-established, so my focus shifted towards updating older applications with fresh designs, providing developer support, offering design feedback on previewed screens, and mostly... crafting new designs from scratch.



telefonica

2019 - 2021

During a Design Sprint aimed at improving Telefónica's team culture, we set out to find ways to help the HR team gain a better understanding of the company's overall goals, as well as their own individual goals. Our solution was a platform that allowed the team to plan, receive feedback, and track their skills and important events all in one place.

By creating this platform, we were able to address the team's needs and promote a more collaborative and supportive work environment. Overall, the design sprint helped us to quickly and effectively develop a solution that met the needs of the Telefónica team.

my contributions

Design Sprint facilitator, UI & UX Design



Stimmungshistorie

letzte 4 Wochen

Stimmung diese Woche



KW 31



KW 32



vorletzte Woche



letzte Woche



1



6



13



Daniel Datist
Junior Data Scientist

Kann gut

- Analytics
- Statistics
- Design

Möchte gerne

- Projektleitung übernehmen

Aktuelle Initiativen

- Rechnungen verständlicher machen



Katja Kolumna
Senior Marketing Managerin

Kann gut

- Kommunikationsfähigkeit
- Social Media

Möchte gerne

- Coaching Ausbildung

Aktuelle Initiativen

- Kommunikation bei Störungen



Paul Projektor
Senior Projekt Manager

Kann gut

- Projektmanagement
- Datenschutz

Möchte gerne

- Arbeit reduzieren
- Altersteilzeit

Aktuelle Initiativen

- Face-Time



Ina Insat
Junior Projekt Manager

Kann gut

- Kreativität
- Social Media Marketing

Möchte gerne

- Führungskraft werden
- High Potential Program

Aktuelle Initiativen



Theo Tierlieb
Senior Projekt Manager

Kann gut

- keine Skills hinterlegt

Möchte gerne

- Projektleitung
- Universitas

Aktuelle Initiativen



Ingo Ingenplom
Data Specialist

Kann gut

- Analytics
- Data Storage

Möchte gerne

- neue Themen
- Social Media

Aktuelle Initiativen

MacBook Pro



Spezialist CSS

Kann gut

- CSS Prozesse
- Problemlösungsfähigkeit

Möchte gerne

- Job Rotation
- Projektleiterfähigkeit aufbauen

Aktuelle Initiativen



Senior Software Application Developer

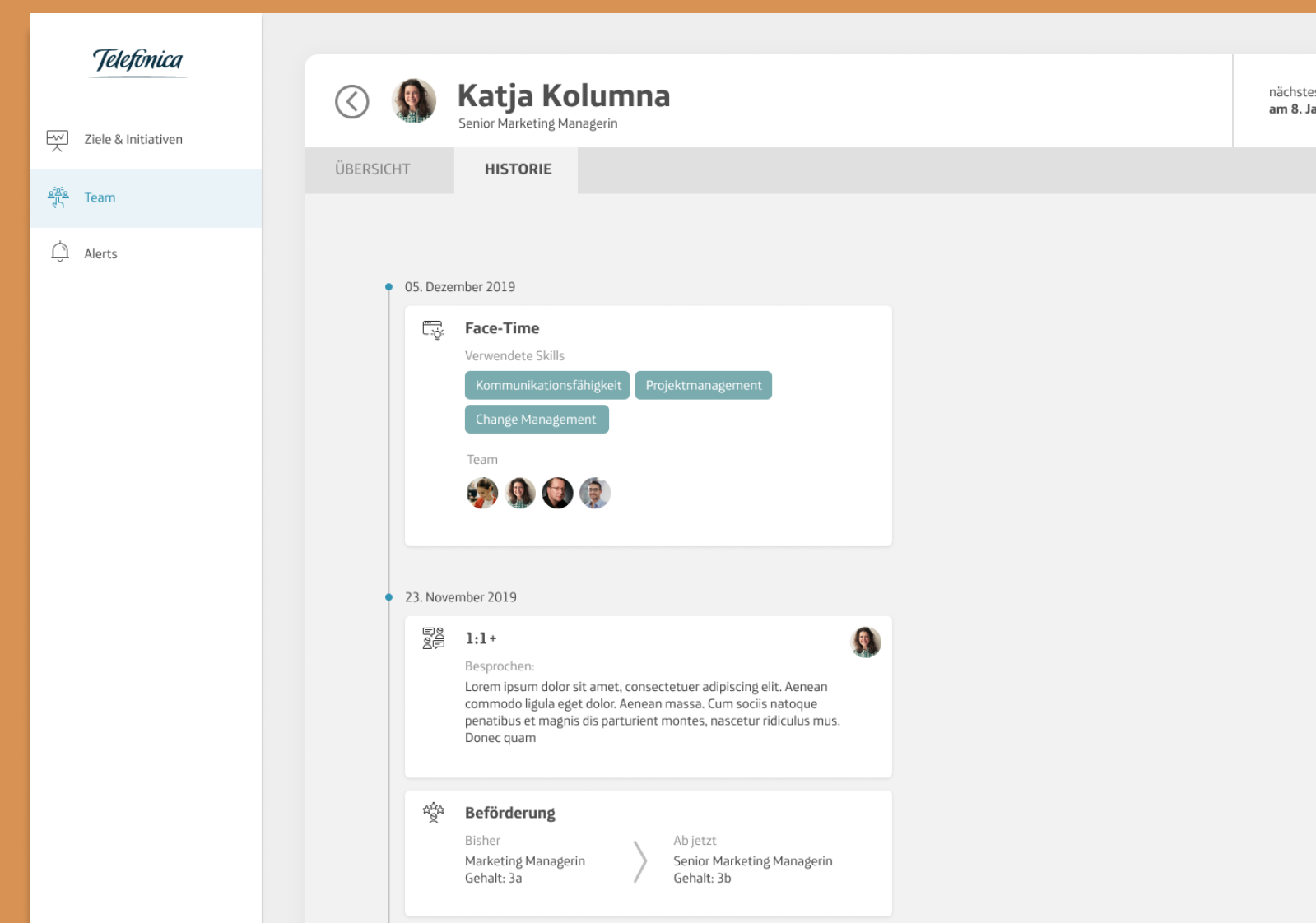
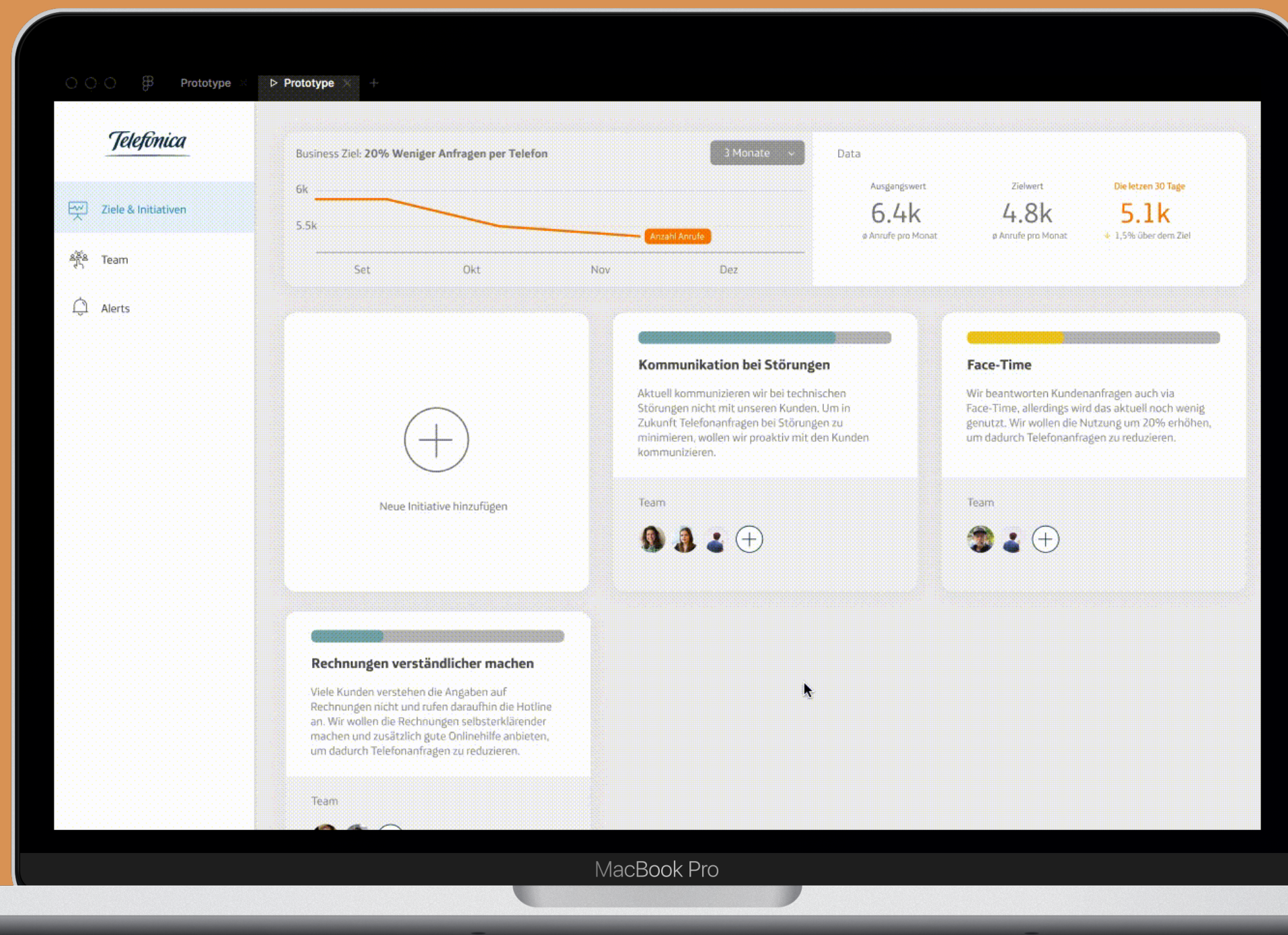
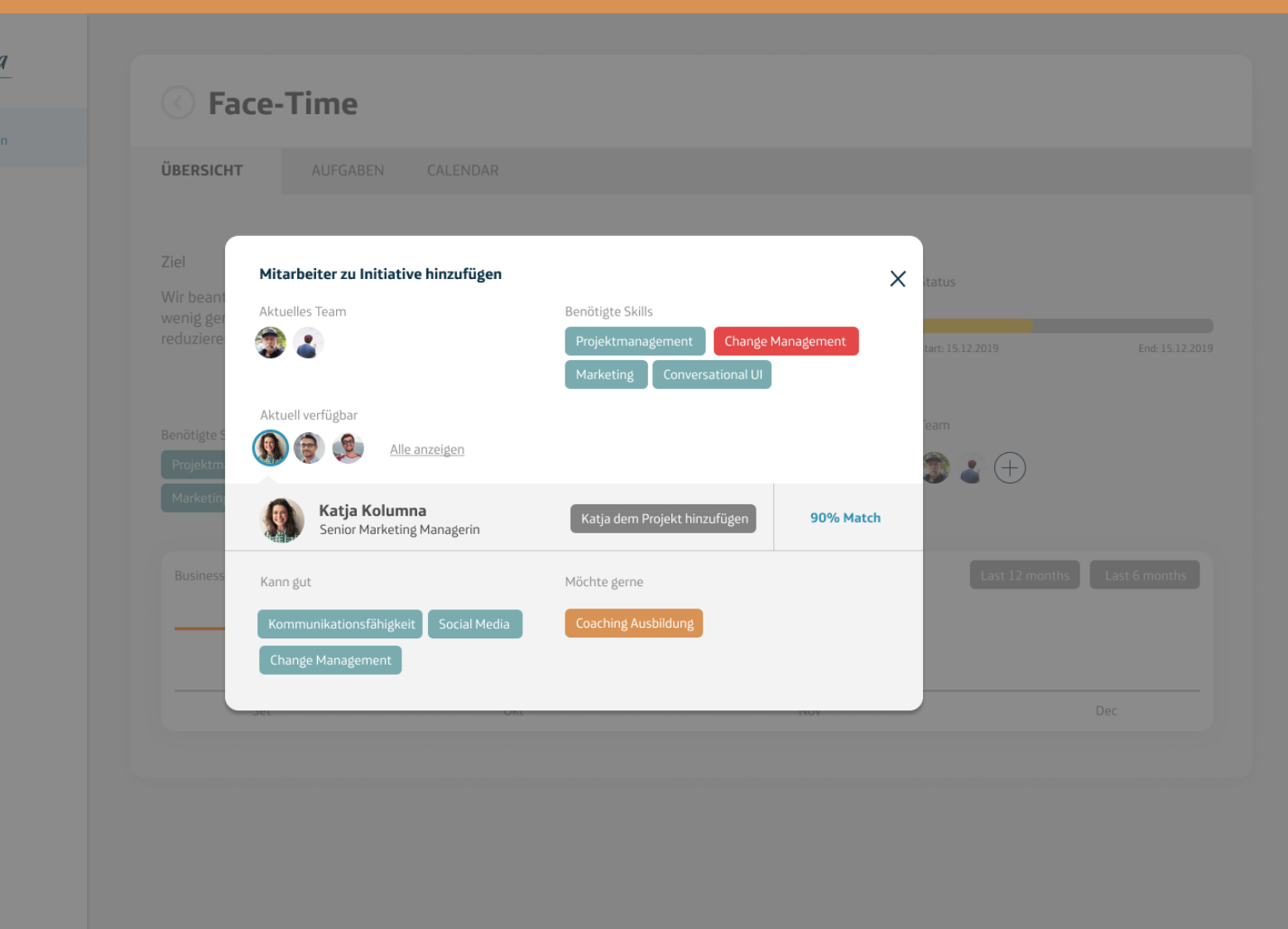
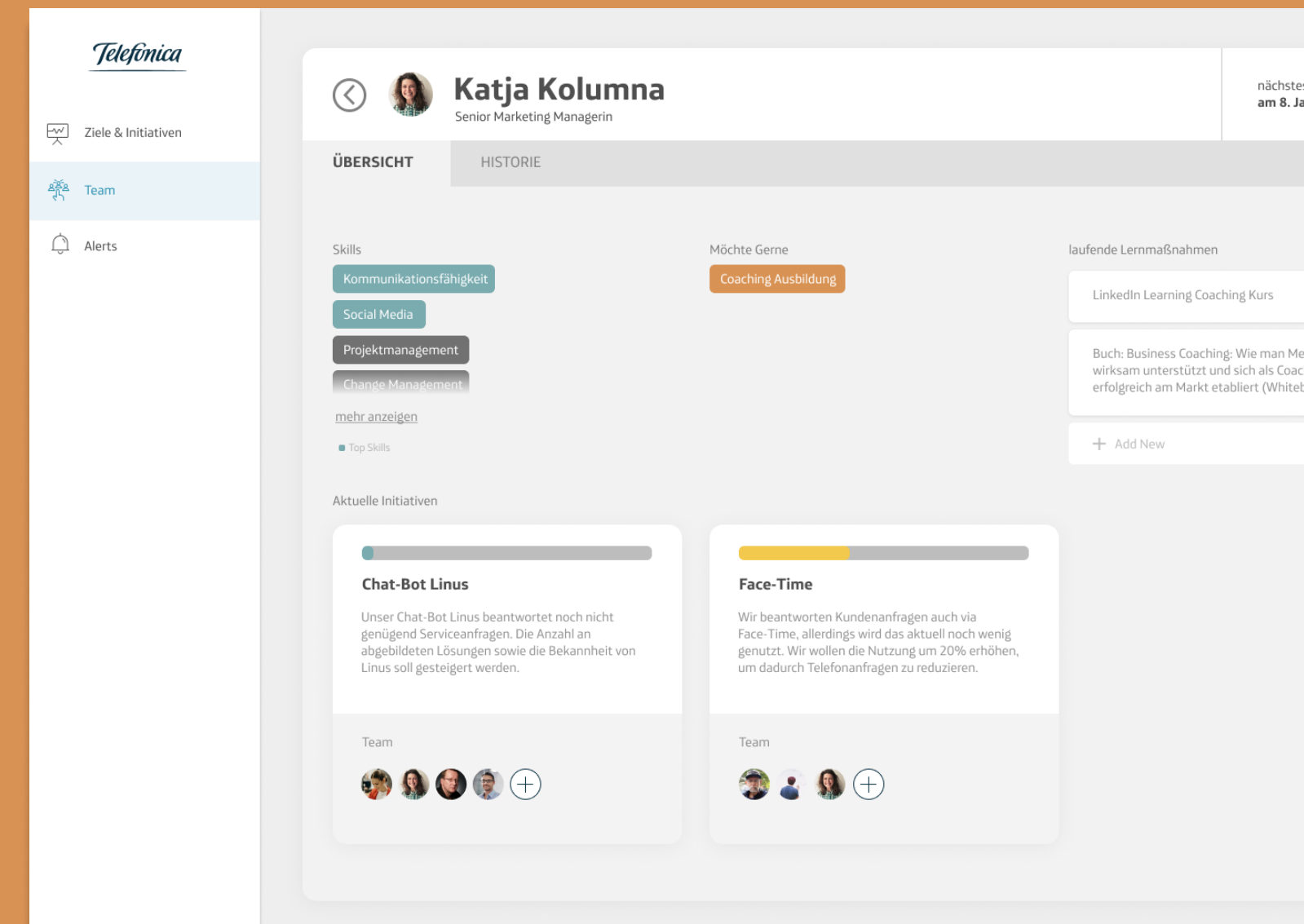
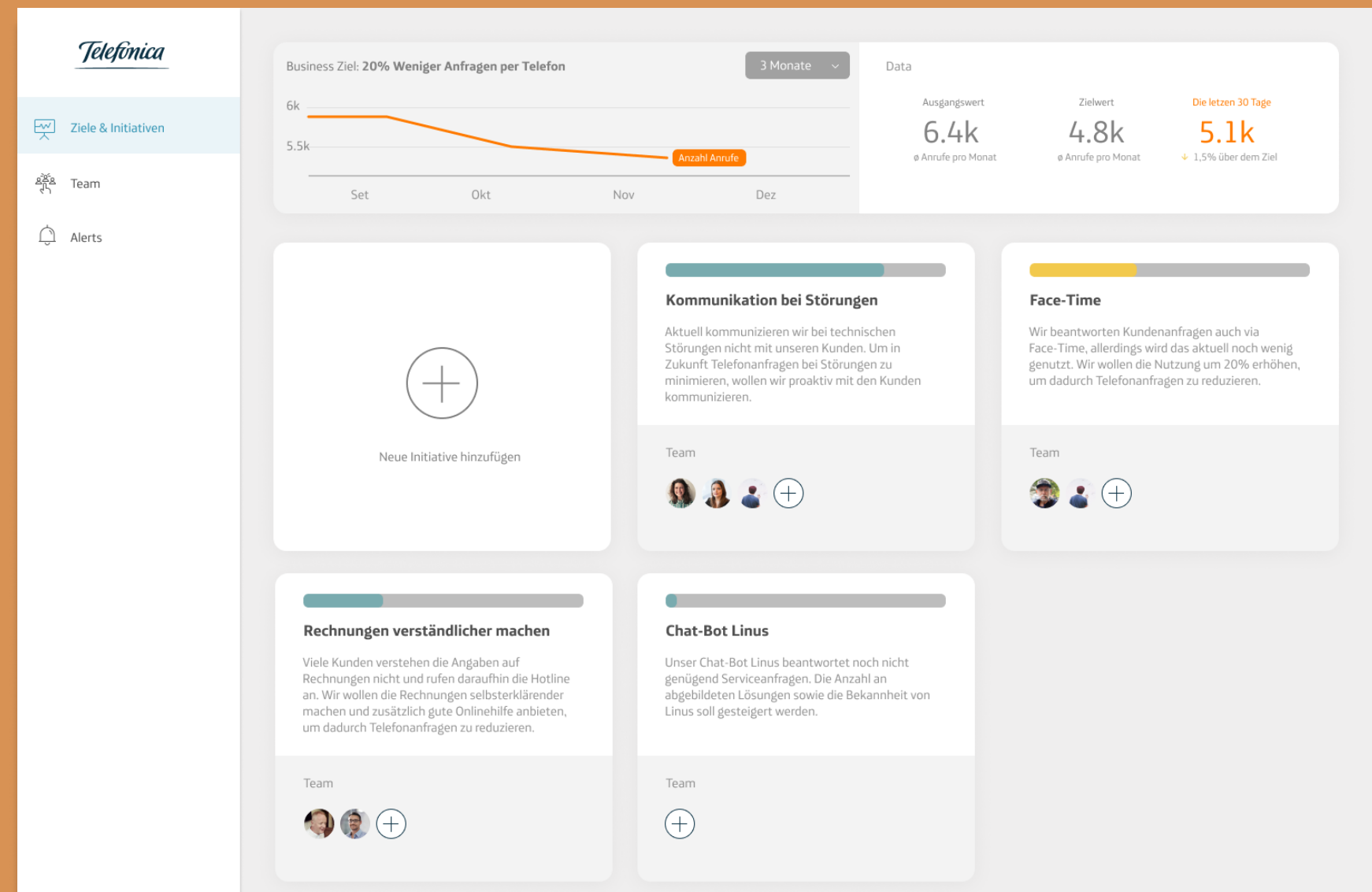
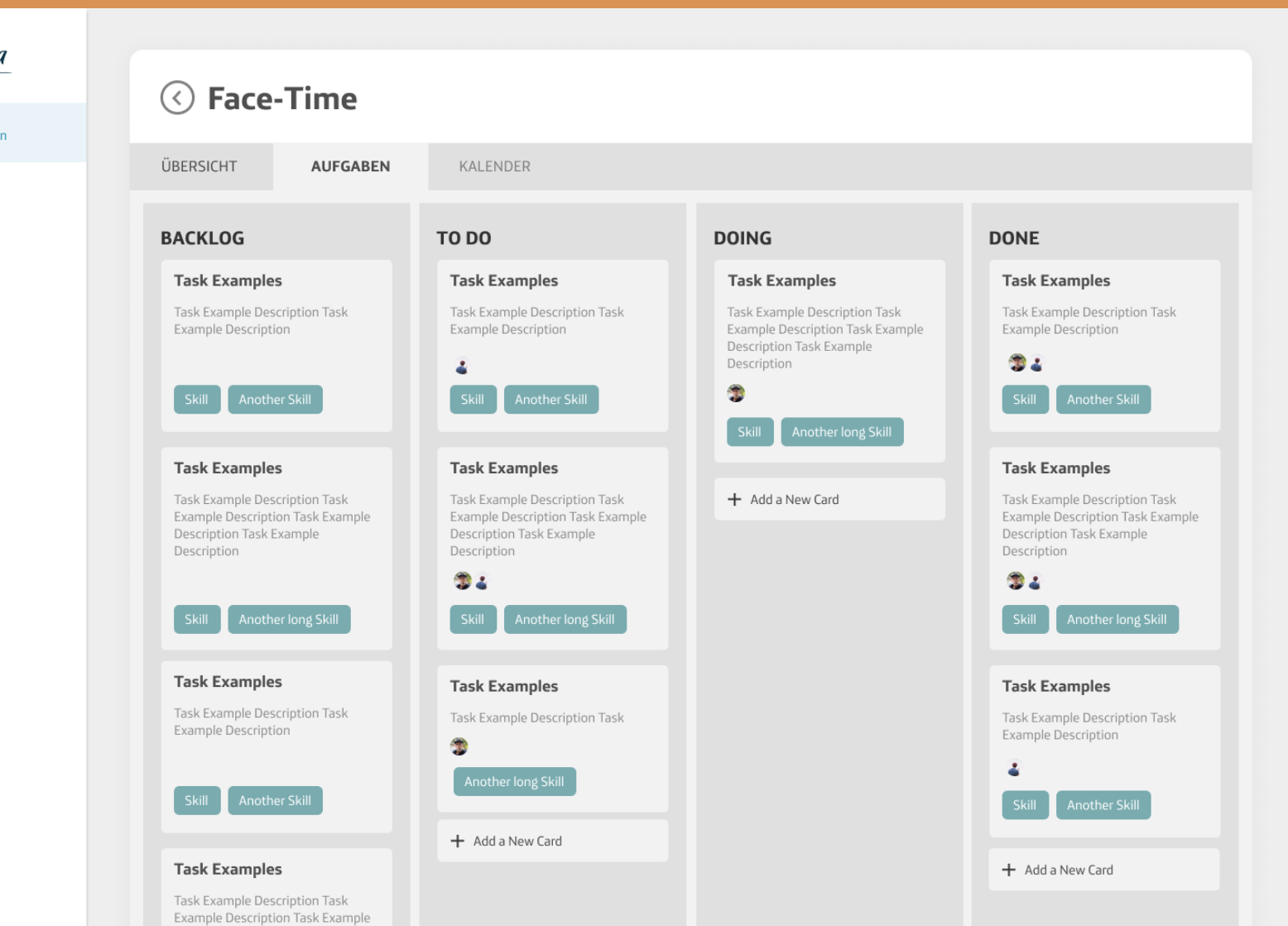
Kann gut

- Modelling
- Programming
- Lean Development

Möchte gerne

- Führungsverantwortung
- Übergreifende Projekte

Aktuelle Initiativen



fit tech summit - burda

2018

I had the pleasure of contributing to the success of the FitTech Summit, which was Europe's first conference on fitness innovation, health, and lifestyle held in Munich in 2018. Back then, we were a team of only 5 people and I provided my expertise in logo design and branding, event design, visual design (including print materials), web design, social media, and motion design.

My role in the success of the event was to create a seamless and memorable experience for the attendees that came from over 10 different countries.

my contributions

Logo Design & Branding, Event Design, Visual Design





Ben
McAllister
Lindor Armour



Markus
Götting
Focus

move
BIKES

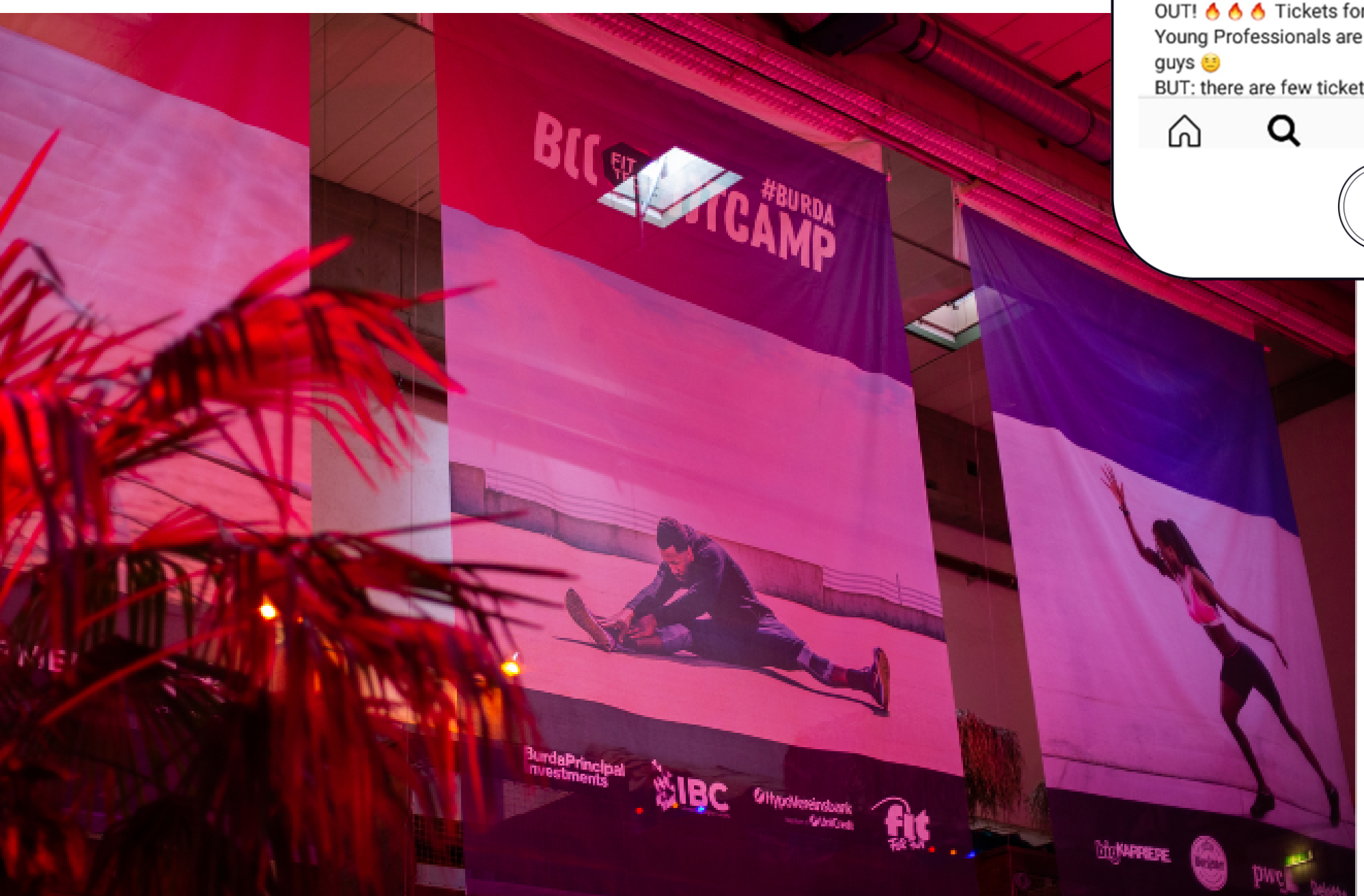
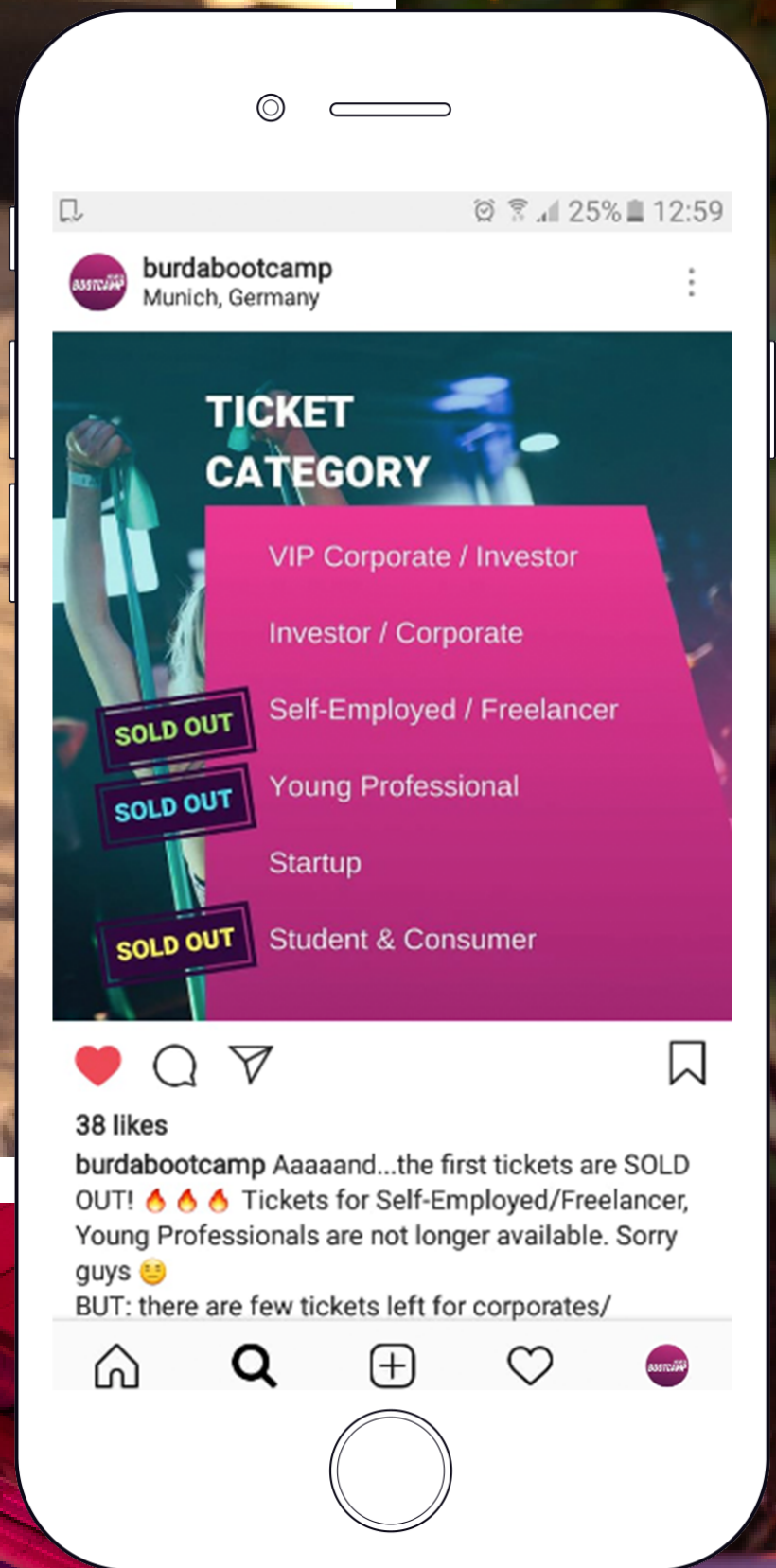
Red Bull

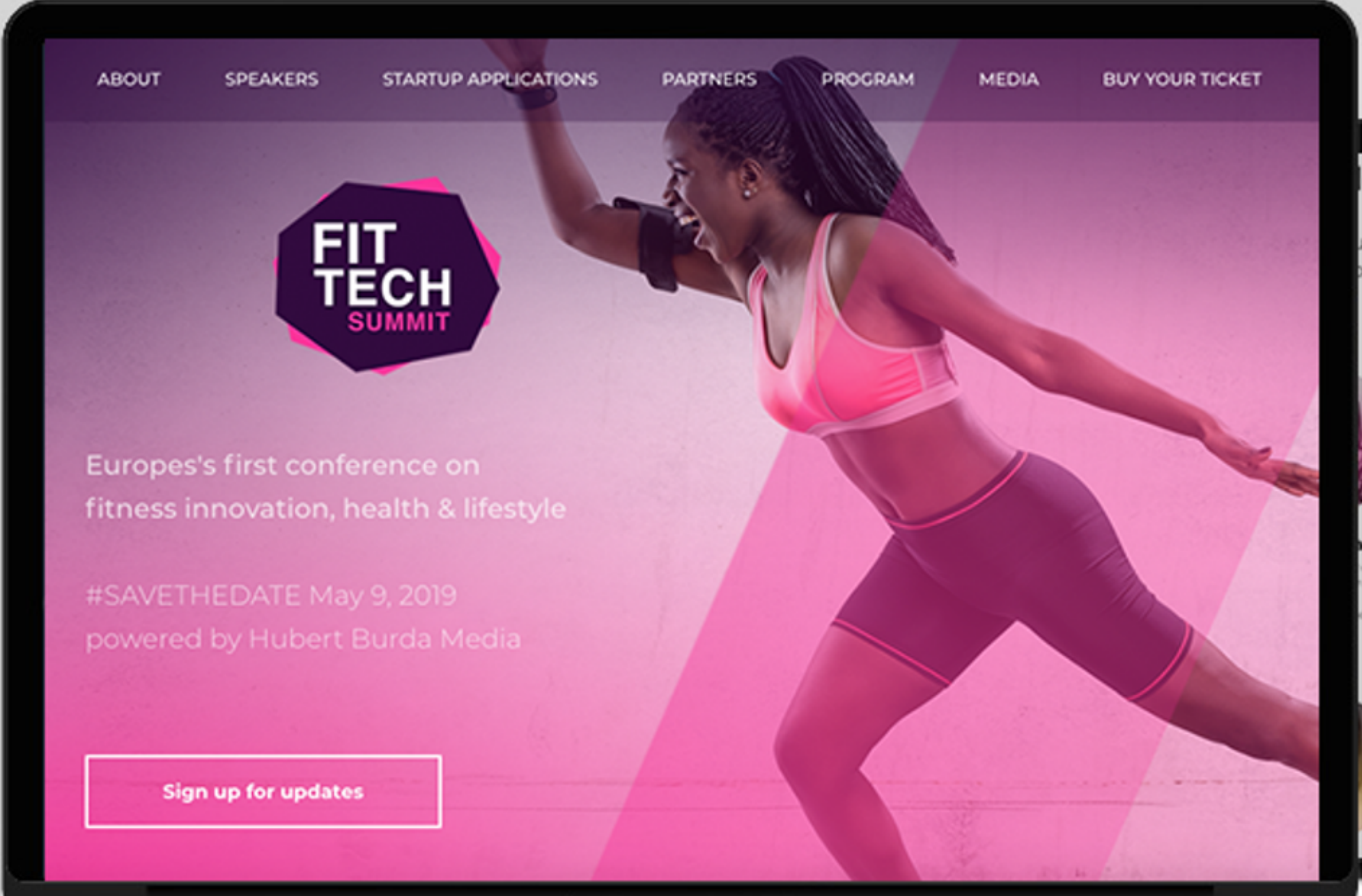
Baroda

Baroda

MAIN STAGE AGENDA

10:00	Welcome Why are we here?		KEYNOTE
10:30	Data driven athletes: How digitalization is changing professional sports for ever	Rahab Kusbarova (Burda Dotsana)	KEYNOTE
11:00	VR revolution: It's not work if it's fun	Mounir Zek NEXT SPORTS (ex. US Olympic Committee)	KEYNOTE
11:30	VR revolution: Where do we go from here?	Aaron Standen (VR Institute of Health & Exercise)	KEYNOTE
12:00	Everything is a sensor: Connected fitness for the masses	Moderator: Johannes Schall (ICAROS) By Philipp Mayer (Power Beats VR) Tobias Hahn (Synchr)	PANEL
12:30	Everything is a sensor: Creating connected fitness experiences	Don McAllister (Under Armour)	KEYNOTE
13:00	Everything is a sensor: How to create a new sports brand and survive	Moderator: Darabek Wicrowan (Looping Group)	INTERVIEW
13:30	Everything is a sensor: The new religion: The birth of the next fit thing	Rand Wigger (Hood)	KEYNOTE
14:00	Everything is a sensor: The perspective: The future of the	Julia Belaya (Plug and Play)	KEYNOTE
14:30	Everything is a sensor: The experiences	Moderator: Carole Dellea (Burda Principal Investments) Sofia Wrona (Robert Burda Media) Eugene Borukhovich (Bayern) Ben Parkert (SportsTactics)	PANEL
15:00	Everything is a sensor: The experiences	Moderator: Kay Rehschlag (Antelop) Johanna Müller (Daner's Circle) Lauren Perkins (Flyfit) Benjamin Roth (Lüben Sports Club) Simon Grünwald (Gymnasia)	PANEL
15:30	Everything is a sensor: The experiences	Dr. Med. Dominik...	PANEL





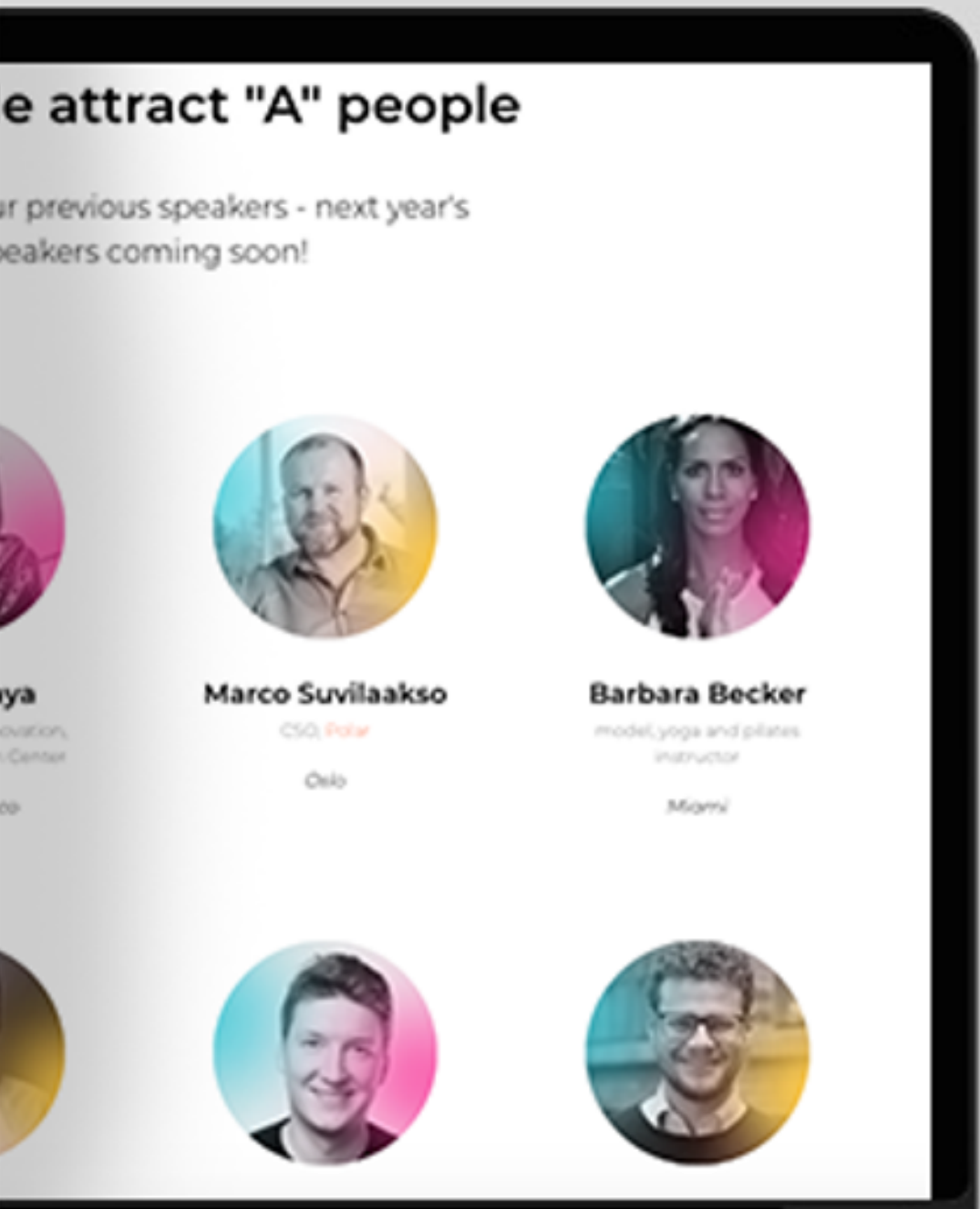
ABOUT SPEAKERS STARTUP APPLICATIONS PARTNERS PROGRAM MEDIA BUY YOUR TICKET



Europe's first conference on fitness innovation, health & lifestyle

#SAVETHEDATE May 9, 2019 powered by Hubert Burda Media

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We attract "A" people

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ya
novation,
in-Center
top



Marco Suvilaakso
CSO, *Proxi*
Oslo



Barbara Becker
model, yoga and pilates
instructor
Mami



inversis bank

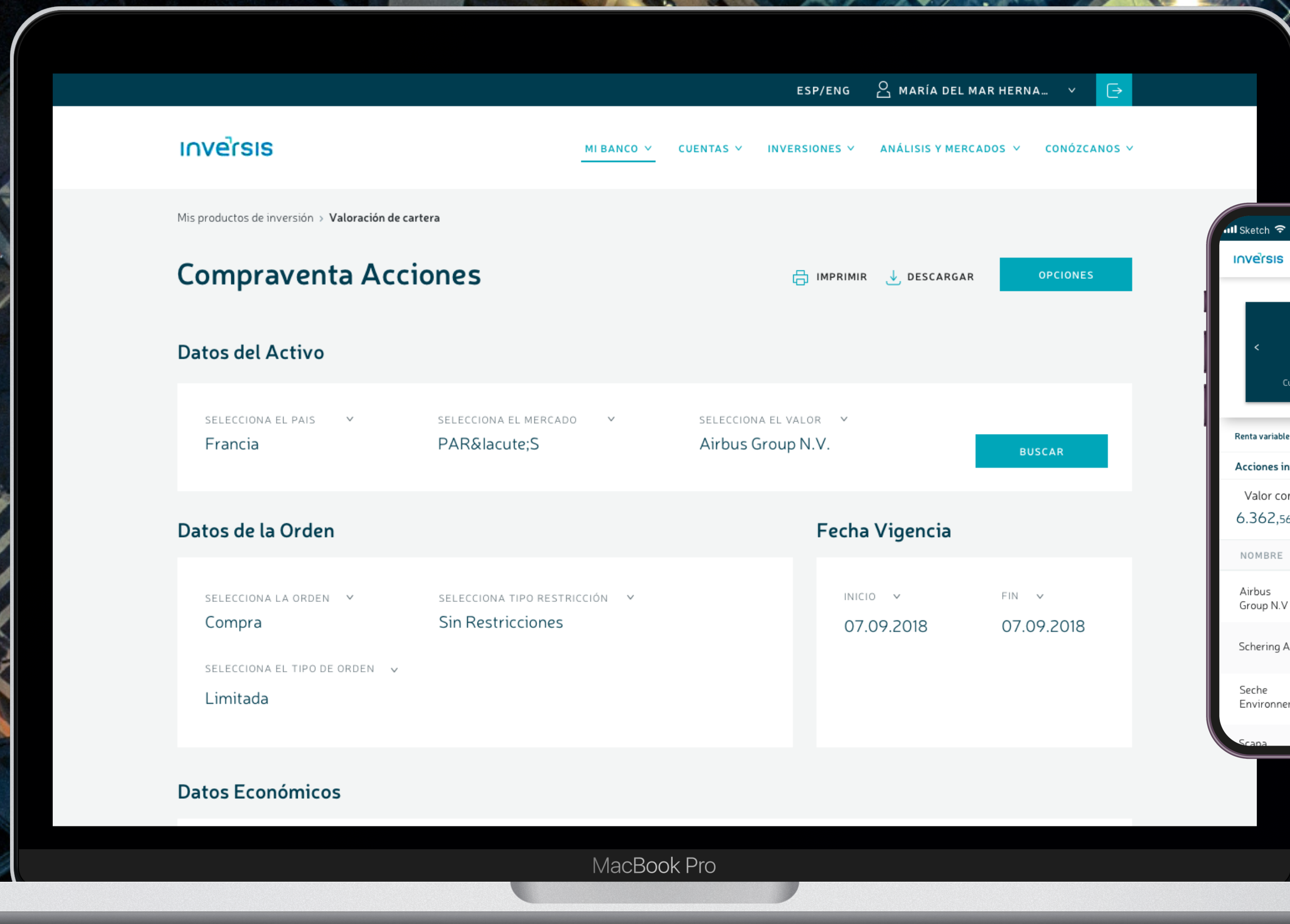
2018

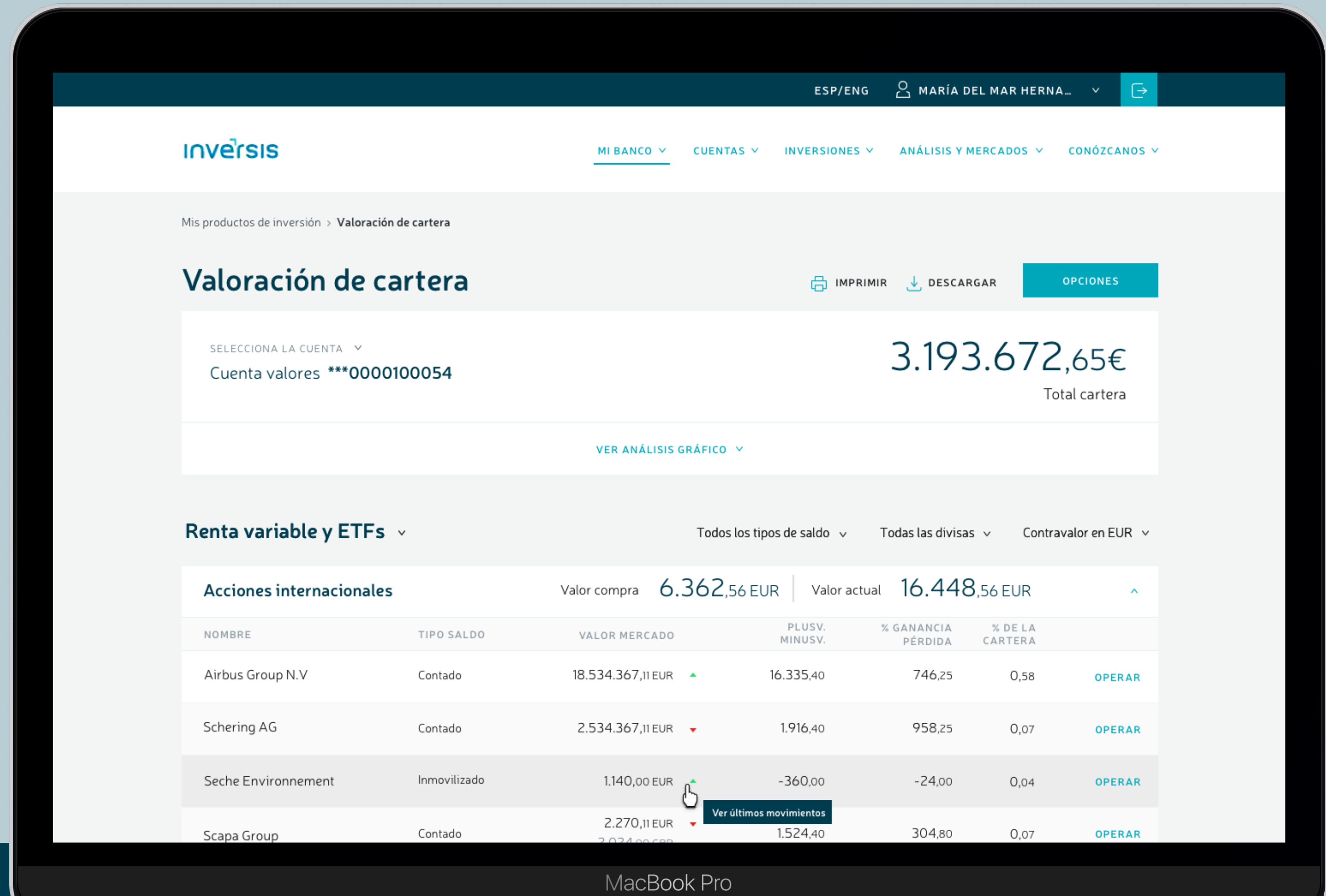
I worked with Banco Inversis, S.A. in Madrid, Spain, to create a user-friendly internal system for the bank's employees. Our goal was to make it easy for them to navigate complex banking processes, using engaging transitions and interactions. The end result was a system that improved overall productivity and provided a better user experience.

my contributions

UI & UX Design, Icon Design







Mis productos de inversión > Valoración de cartera

Valoración de cartera

IMPRIMIR
 DESCARGAR
 [OPCIONES](#)

SELECCIONA LA CUENTA
 Cuenta valores ****0000100054

3.193.672,65€
 Total cartera

[VER ANÁLISIS GRÁFICO](#)

Renta variable y ETFs

Todos los tipos de saldo
 [Todas las divisas](#)
[Contravalor en EUR](#)

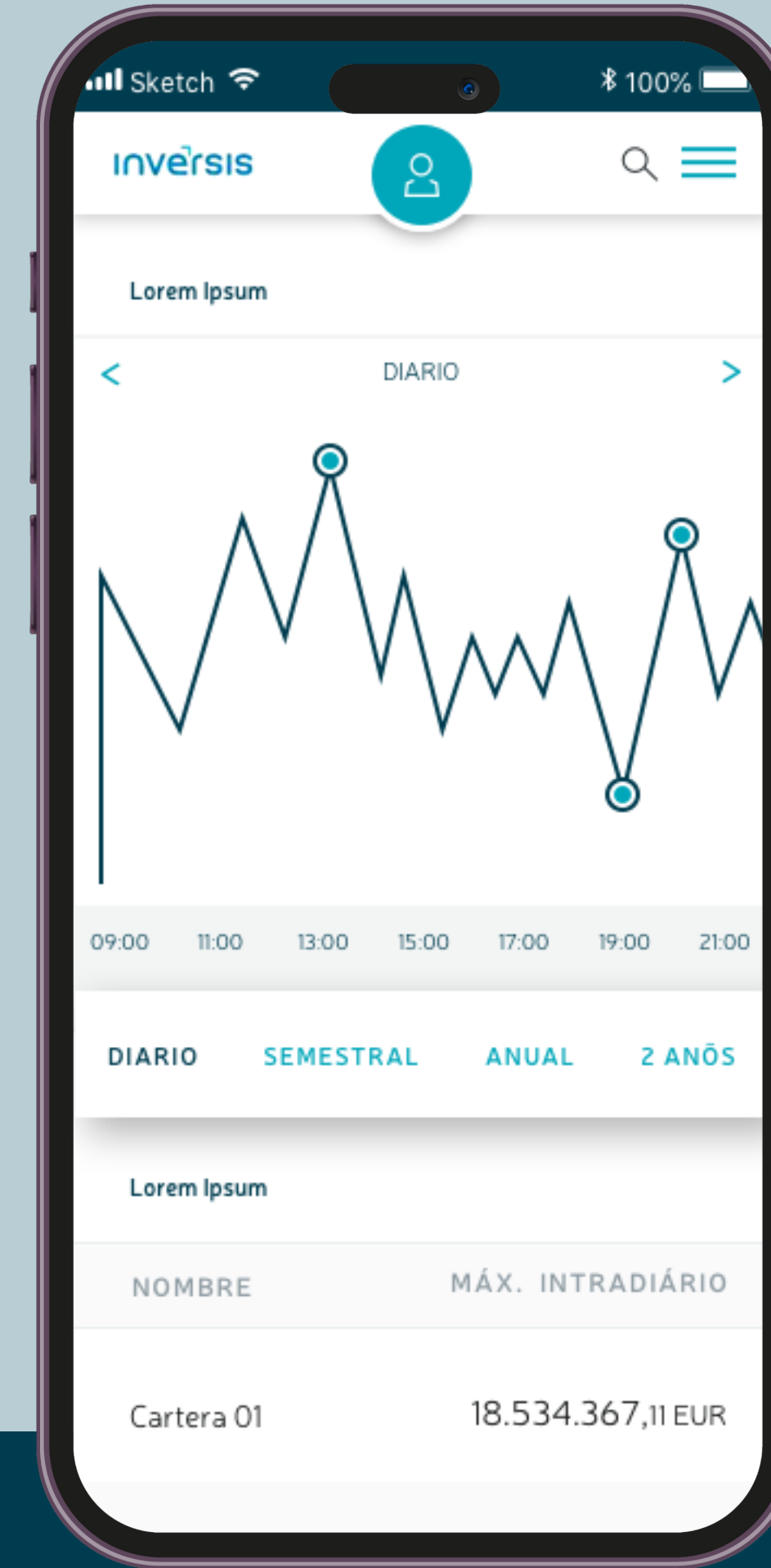
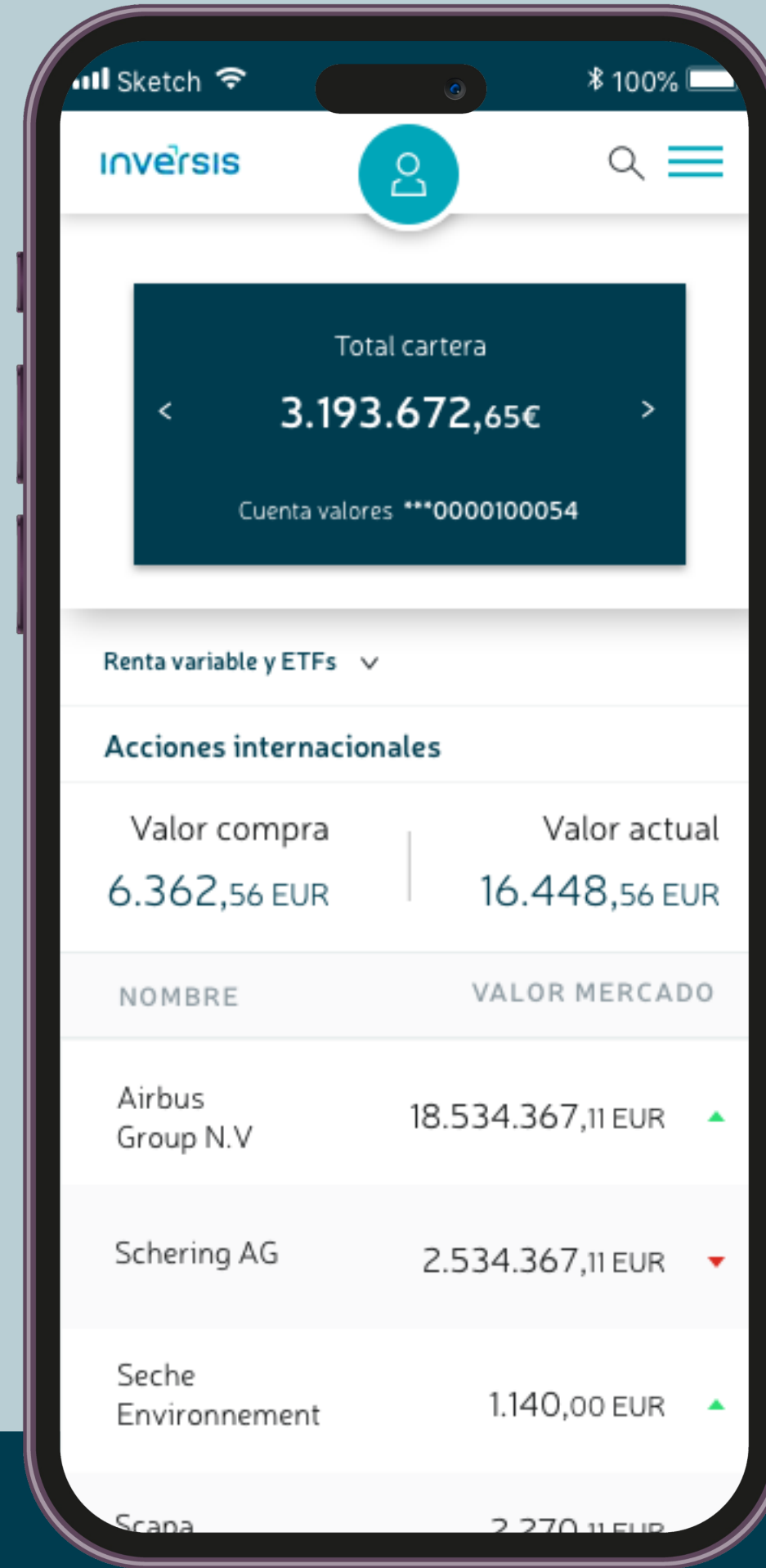
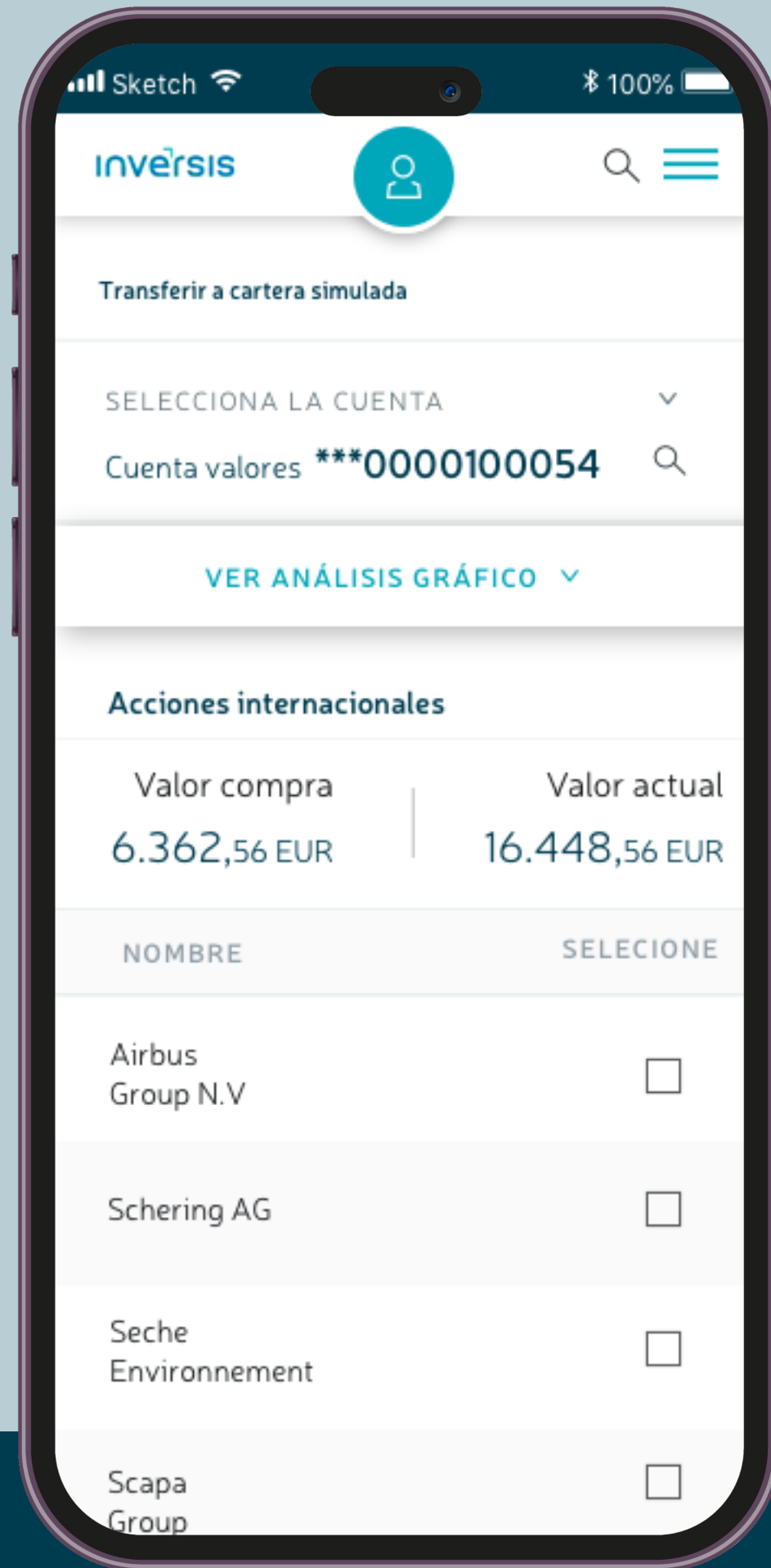
Acciones internacionales

Valor compra **6.362,56 EUR** | Valor actual **16.448,56 EUR**

NOMBRE	TIPO SALDO	VALOR MERCADO	PLUSV. MINUSV.	% GANANCIA PÉRDIDA	% DE LA CARTERA	
Airbus Group N.V	Contado	18.534.367,11 EUR ▲	16.335,40	746,25	0,58	OPERAR
Schering AG	Contado	2.534.367,11 EUR ▼	1.916,40	958,25	0,07	OPERAR
Seche Environnement	Inmovilizado	1.140,00 EUR ▲	-360,00	-24,00	0,04	OPERAR
Scapa Group	Contado	2.270,11 EUR ▼	1.524,40	304,80	0,07	OPERAR

Ver últimos movimientos

Coca Cola	Inmovilizado	4.644,70 EUR ▲ 5.433,60 USD	5.184,58	2.081,99	0,14	OPERAR
Coca Cola Bottling	Contado	2.953,11 EUR ▼ 3.455,00 USD	2.197,00	174,60	0,07	OPERAR
Hibernia Cl.A	Contado	5.205,79 EUR ▲ 6.090,00 USD	5.082,00	504,17	0,16	OPERAR



run my process - FUJITSU

2017

Fujitsu RunMyProcess provides a Platform-as-a-Service that integrate, deploy, and run customized business application development. I worked at Fujitsu as an employee for about a year, my main function was to maintain the UI consistency and create a friendly design foundation.

my contributions

Branding, Visual Design, UI & UX Design, Illustrations





RunMyProcess.
a Fujitsu company

Technology Solutions Case Studies Resources Vision About Contact

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MacBook Pro

RunMyProcess - Fujitsu

Logo



Visual Identity

Alternative colouring



- 1. Dark background**
This is the primary RMP logo and should be used for the majority of requirements for the brand. The housing should always remain the same and should be tampered with.
- 2. Reverse colouring**
The reverse colouring is white on a coloured background. The colour of the frame matches with the A Fujitsu Company wording in all cases.
- 3. This version of the logo is to be used for branding social media accounts and other online platforms. It conveys the brand in a compact but impactful way when space is at a premium.**

Isolation Area

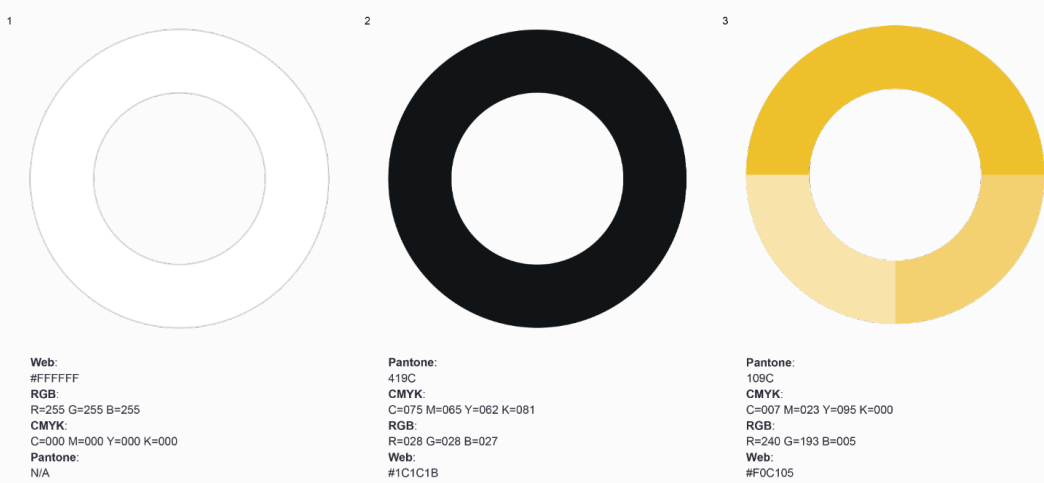


Minimum Size



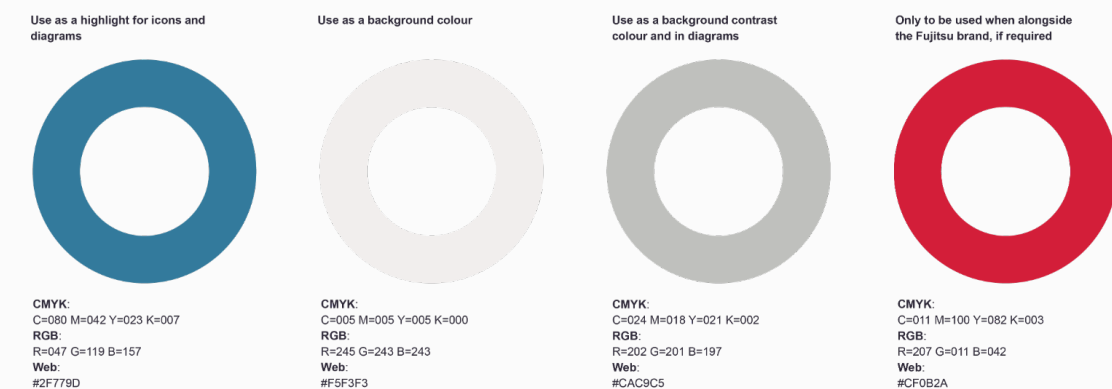
- Isolation Area**
The isolation area should be worked out using the overall frame size, and then adding that to the topline of type. This will give a good safes space for the brand.
- Minimum Size**
The logo's minimum size should not drop below the size shown, however, this is up to the judgement of the designer at the time and the context in which it is being placed.

Colours



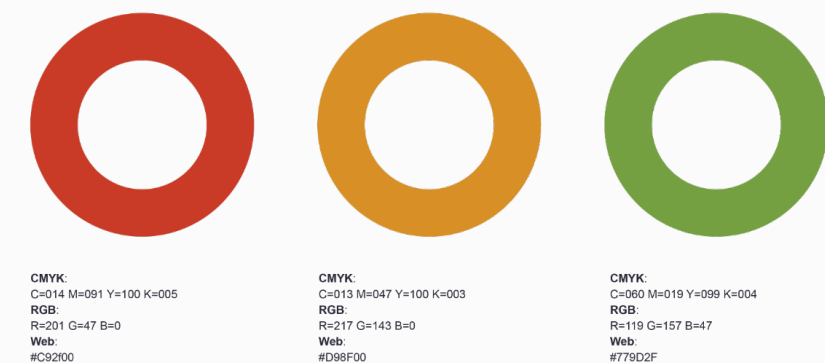
- 1. Primary Colour**
The primary colour for the brand is white - this seems odd, but the white space in design and promotional items is vitally important to give space and modernity to the design.
- 2. Secondary Grey**
Dark Grey is the primary colour of the brand and should be used throughout all documentation, designs and promotional items.
- 3. Gold**
The gold is to be used sparingly and in small quantities but when used it gives quality and vibrancy.

Secondary colours



- The supporting palette of secondary and alert colours, are not too challenging in an aggressive way, but used correctly will give differentiation from competitors.
- They can be used to highlight specific information, keywords and in diagrams. Moderation should be taken into consideration when using the secondary colours.

Alert colours



Colour use ratios



This chart gives an indication of the proportions of how different colours should be used. This is not strict as some pages may be predominantly white, or charcoal. The key thing is to use the yellow and blue sparingly and as highlights only.

Typography (primary)

AaBbCc

Museo Sans 900

Sub-Heading
Museo Sans 500

Third level
Museo Sans 300

Body Copy
Proxima Nova Regular
10/15pt

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Erat? Puda nonne abort volentur? Quis ducimo durti lantia quibus ea est, qui ductum ea commendatam is et laut as maximum f loque dresedidit dicitur volorum quibus nient mri, ornemolap labicum et as ut aliquidquid ditor dituderum dicit expiab lictipi fonnemquid occentur spergo seclur, occus, senitit core dit rendorem sanis sit aut voluptato. Itit et que eos ea del maximit faccupia net voluptur saque commolorum rature es prepratemaq.

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Nascia velit que venissum, optatem. Rum faga. On et uparis emngend maxornempe nobit maxone quideque opta ven quo culpa voluptati ditor sim volota invelabo. Nem aut.

Web sites & contact details should be in **semibold**.

Typography (fallback for web safe and Google docs)

AaBbCc

Arial Black

Sub-Heading
Arial Bold

Third level
Arial Regular

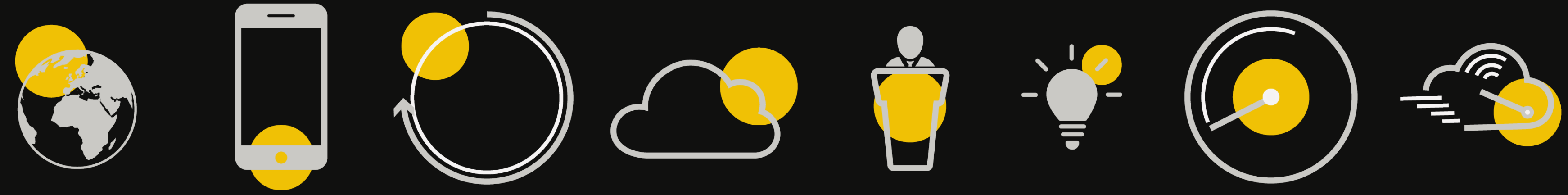
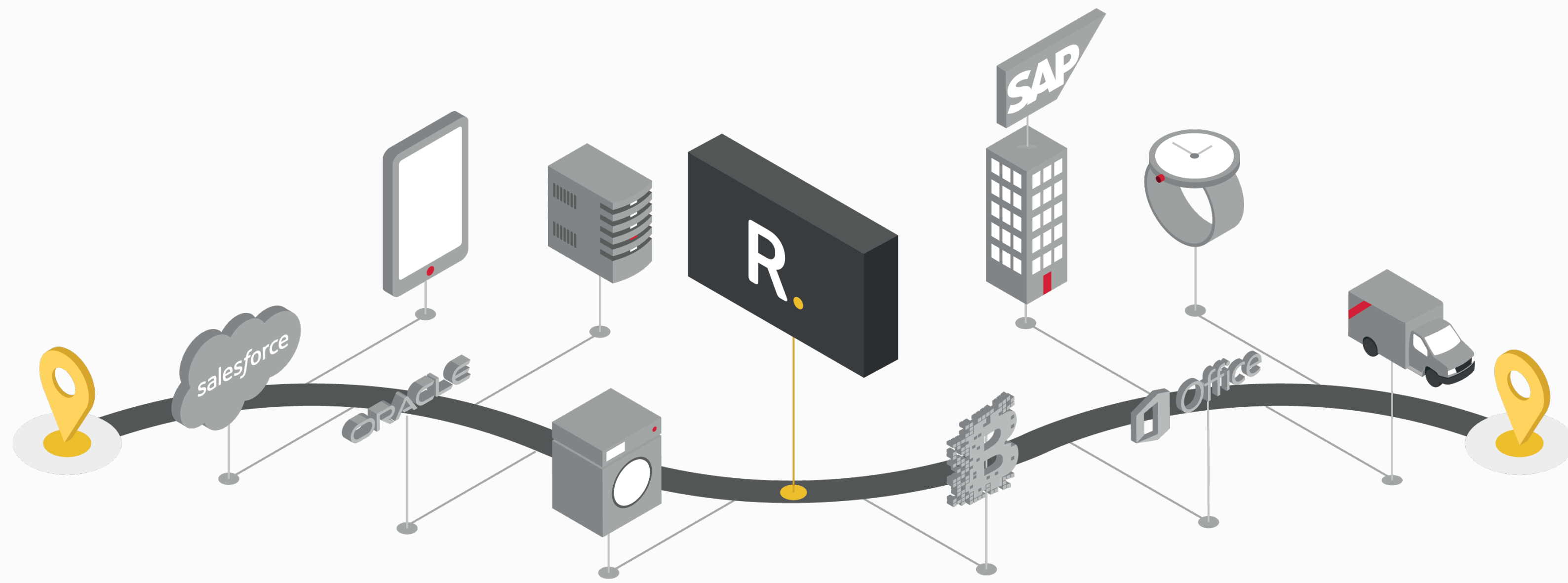
Body Copy
Arial Regular
10/15pt

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Web sites & contact details should be in **semibold**.



alle angeln

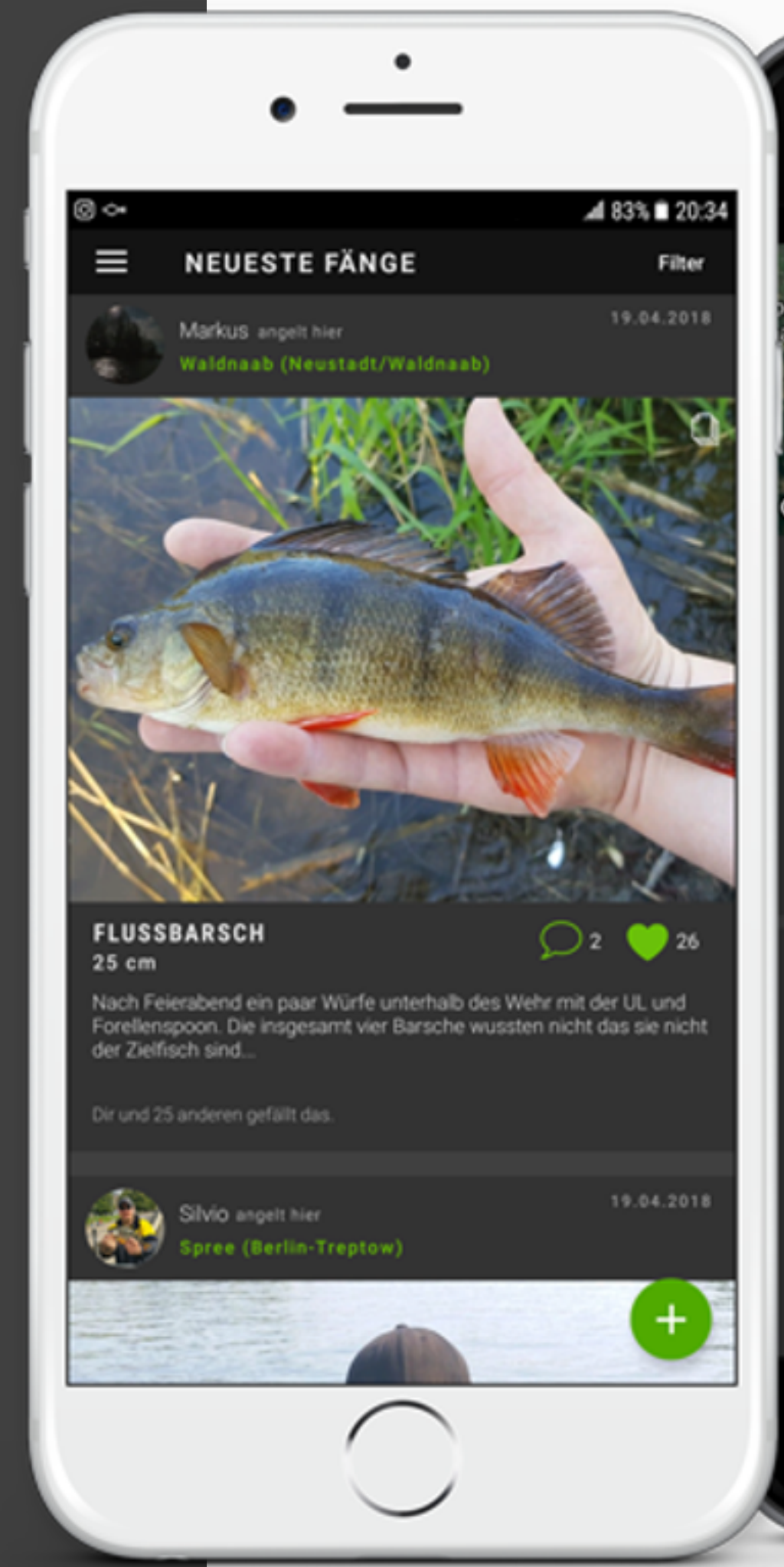
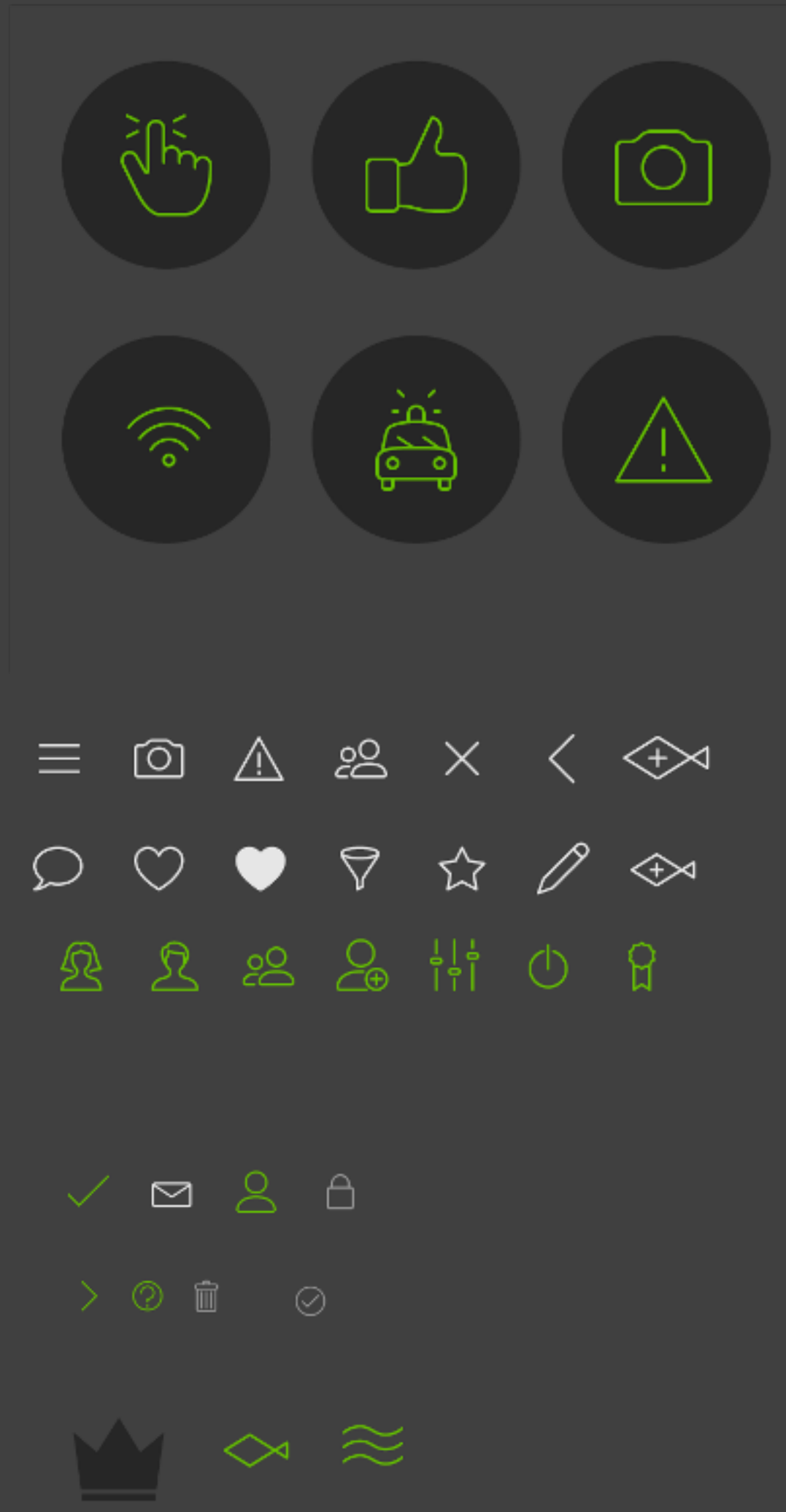
2016

Alle Angeln is a German App and social network for anglers where they are able to discover the best fishing spots, stay up to date and exchange tips and tricks with others. Fishing is one of the favorite German hobbies, but finding a way to make people use the App on a regular basis was one of the challenges, so we decided to integrate importante features as share your catches, find new friends and catch more fishes. This created a nice community of 50,000+ people.

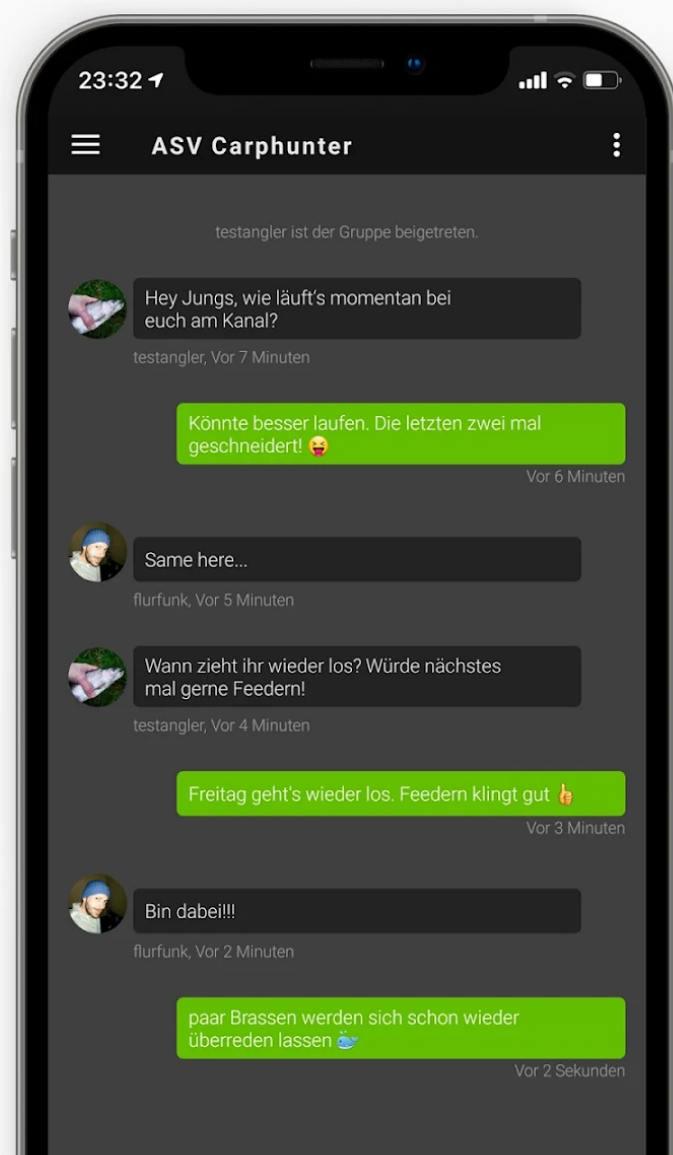
my contributions

UI & UX Design, Icon Design





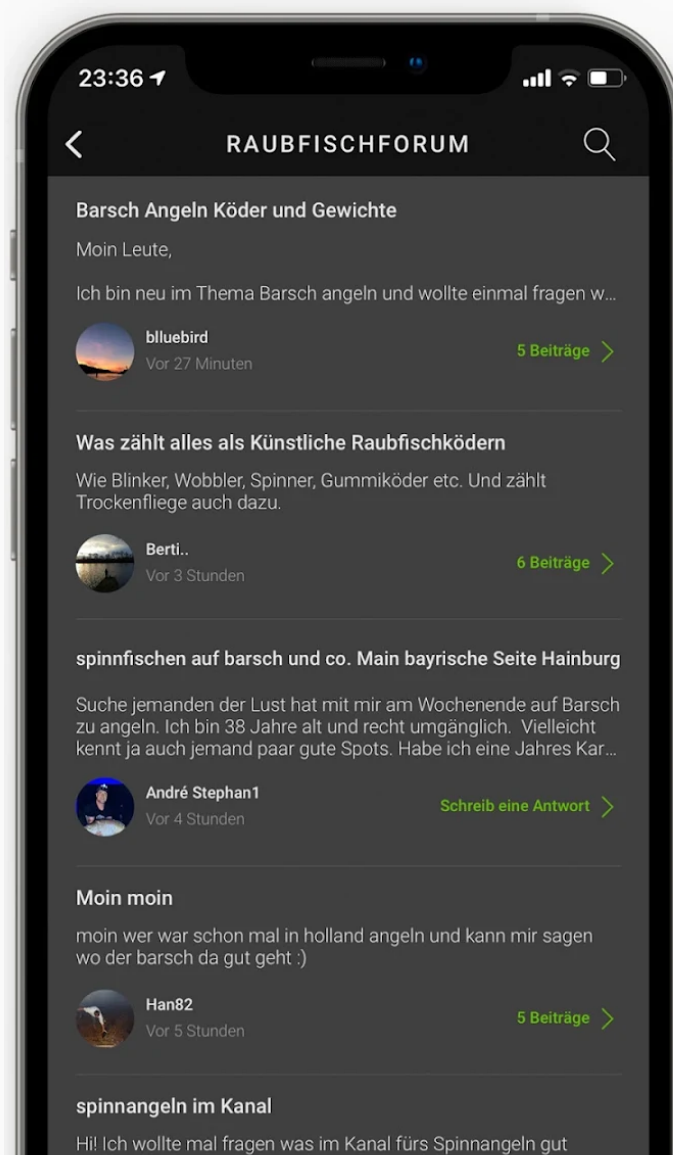
FINDE NEUE FREUNDE



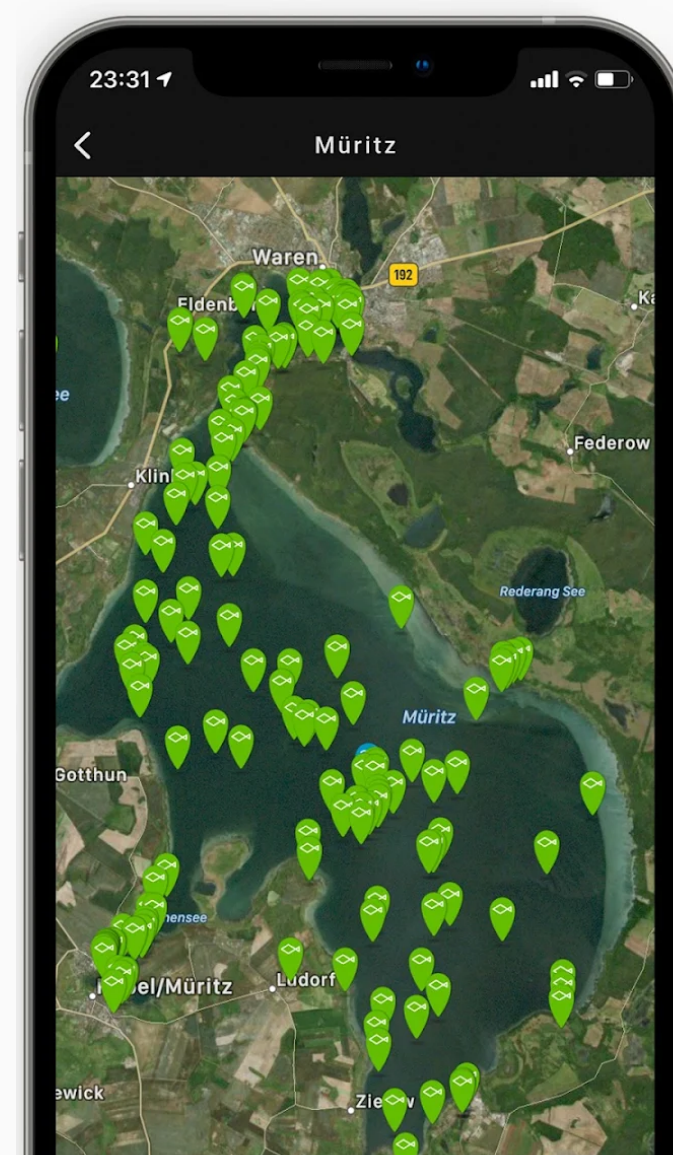
FANGE MEHR FISCHE!



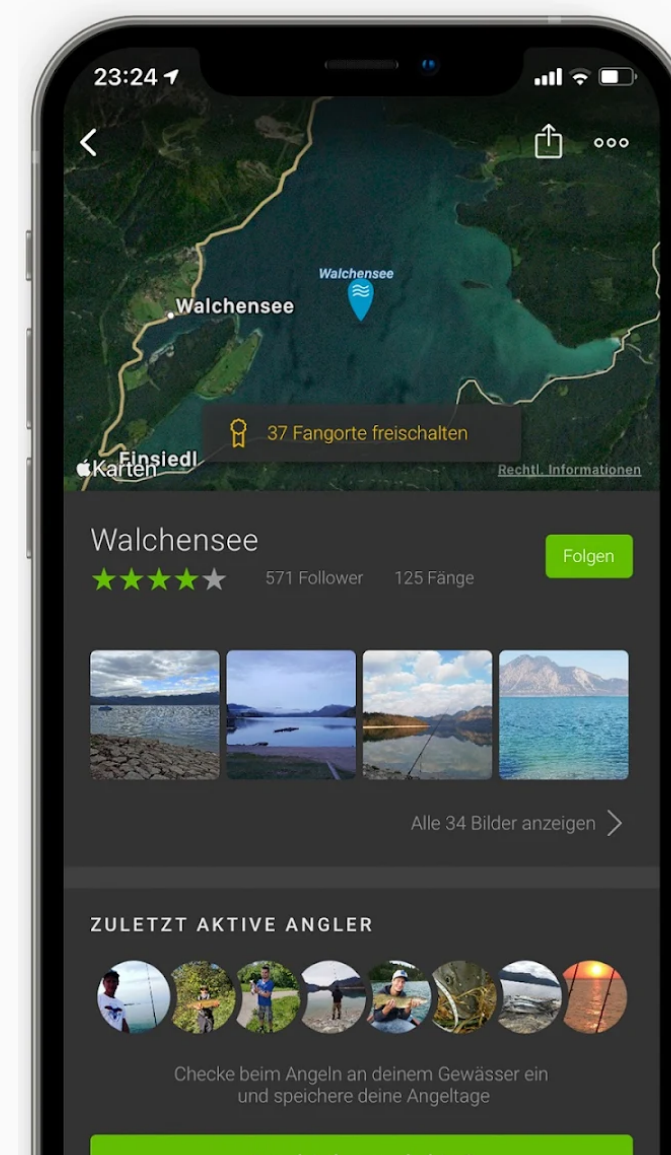
TIPPS & TRICKS



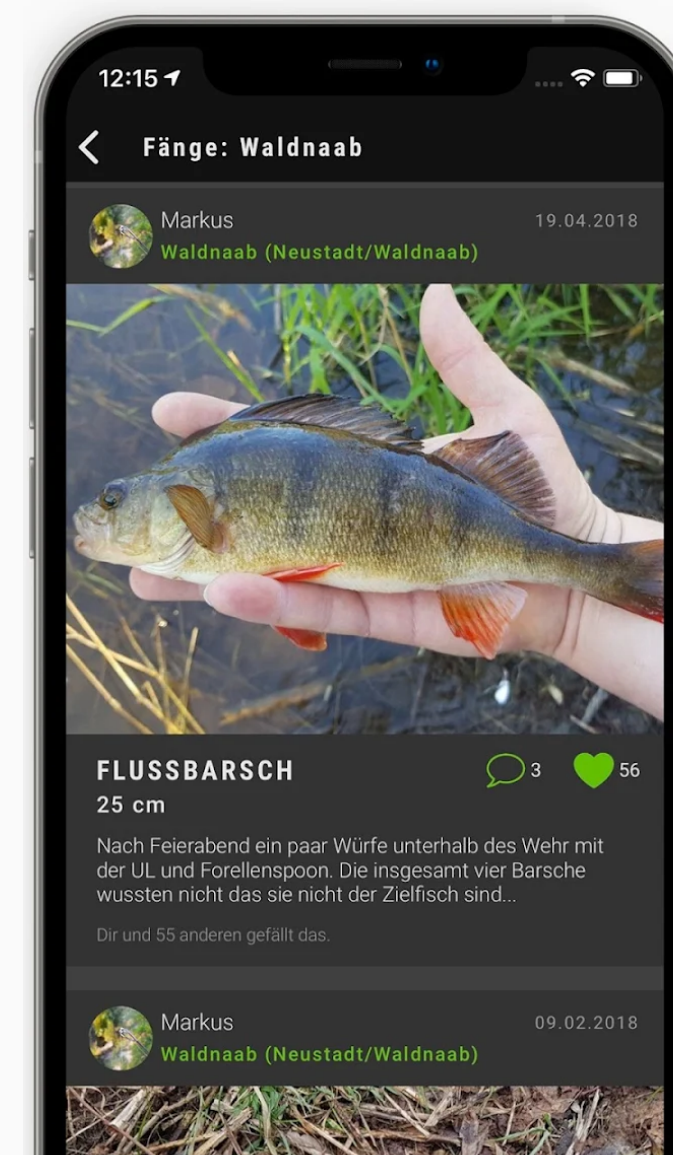
FINDE DIE BESTEN SPOTS



ENTDECKE NEUE GEWÄSSER



TEIL DEINE FÄNGE



telekom

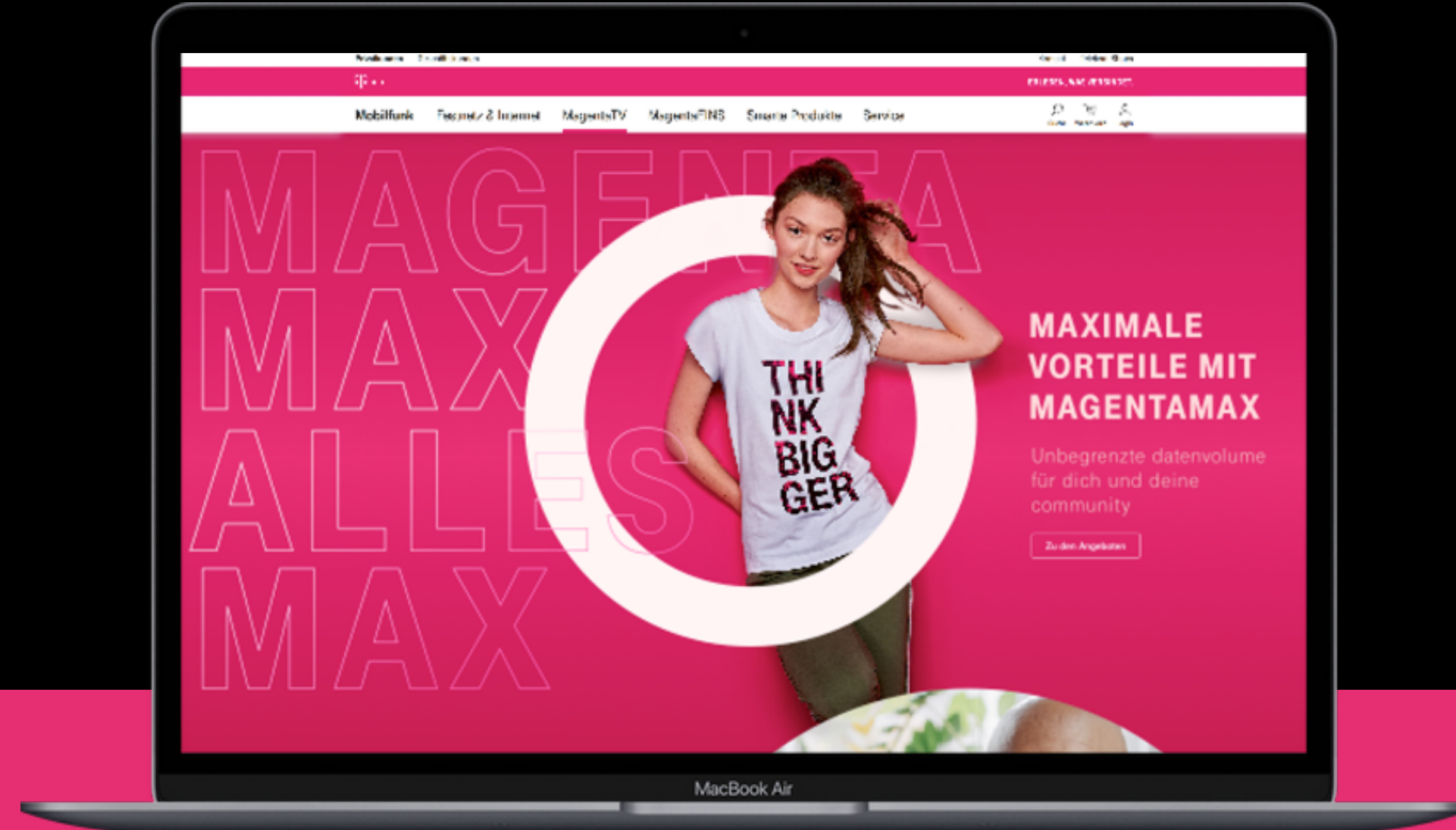
2020

As part of the i22 team in Bonn, we designed and implemented the website and mobile app for the MagentaMAX initiative in just two days. The result is a fun and easy-to-navigate website that easily adapts to the mobile version.

my contributions

UI & UX Design





MAXIMAL KUNDIGBAR

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MAXIMALES DATENVOLUME


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MAXIMALES DATENVOLUME



thank you

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 (49) 15733 922743

 Fran Caye

www.francaye.com