

Kjell Wierig

Freelance Senior UI/UX Designer

Product design · Figma · A11Y · Design systems · iOS, Android & Web

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Hello. I am Kjell Wierig.

A Freelance Senior UI/UX Designer from Hamburg
with 14+ years of experience, creating digital products,
web experiences, A11Y-guidelines and design systems.

Being a freelancer means that social skills are just as important as the experience.



Communication

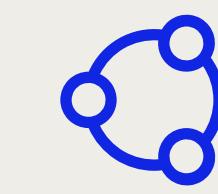
I pay attention to clients needs to understand their vision and requirements. On the other hand i articulate my ideas, designs and feedback clearly to clients and team members.



Empathy

Having an understanding of user needs will always create a better user experience.

I appreciate clients perspectives, business goals and challenges to build better relationships.



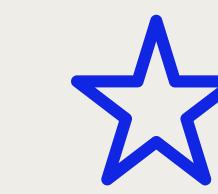
Collaboration

By working efficient with all team members and welcome constructive feedback will bring a huge impact to the design process.



Cultural Awareness

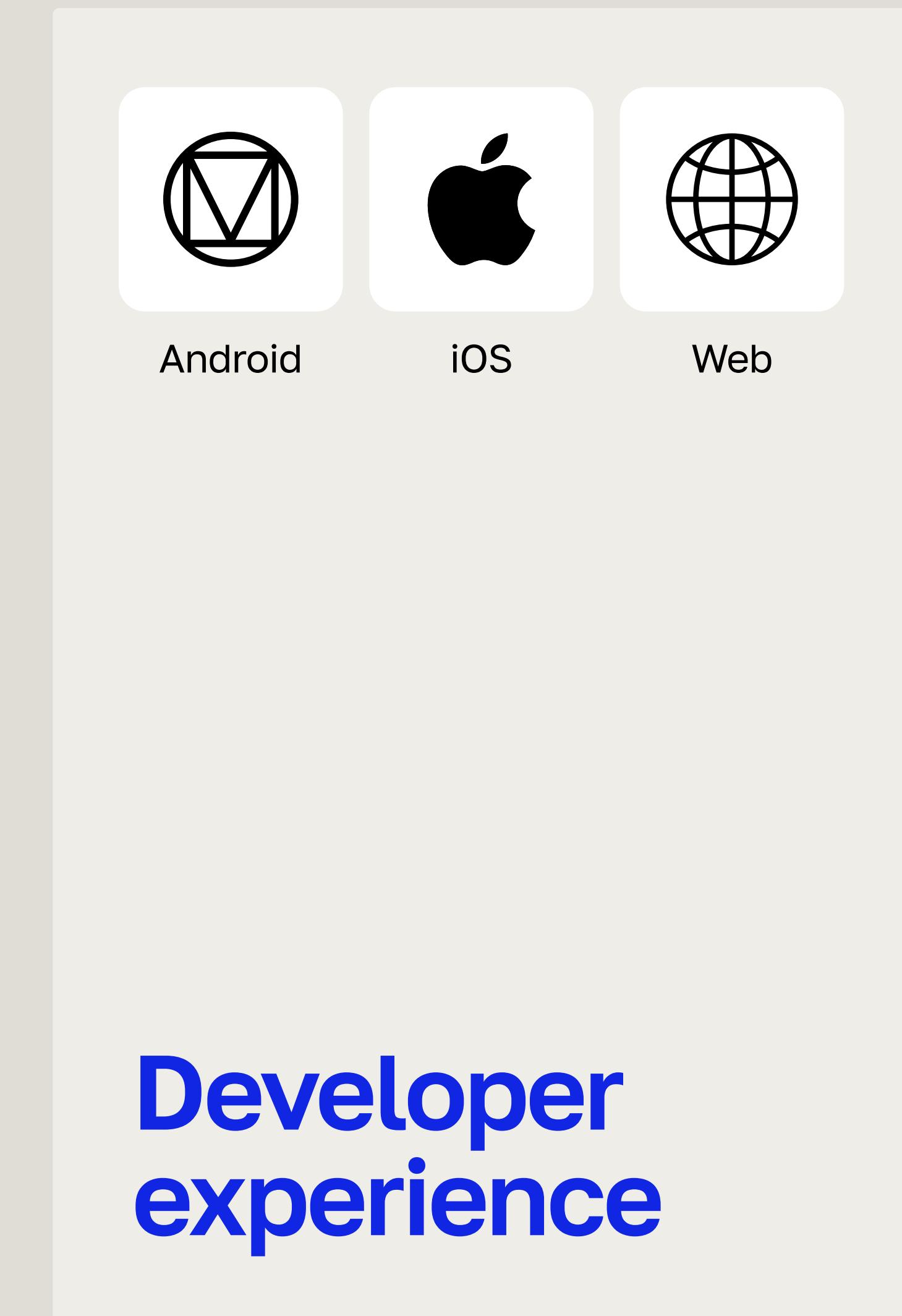
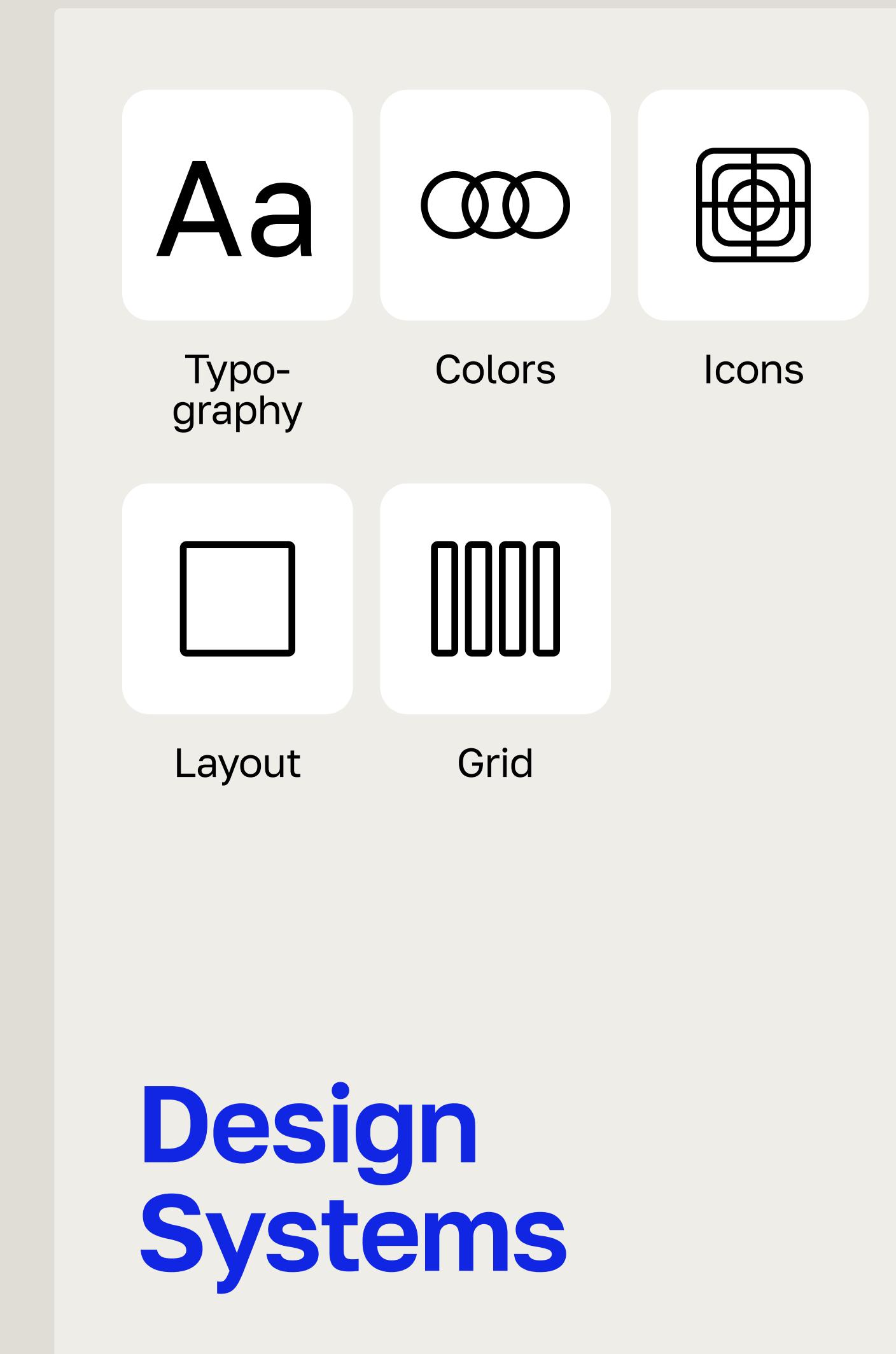
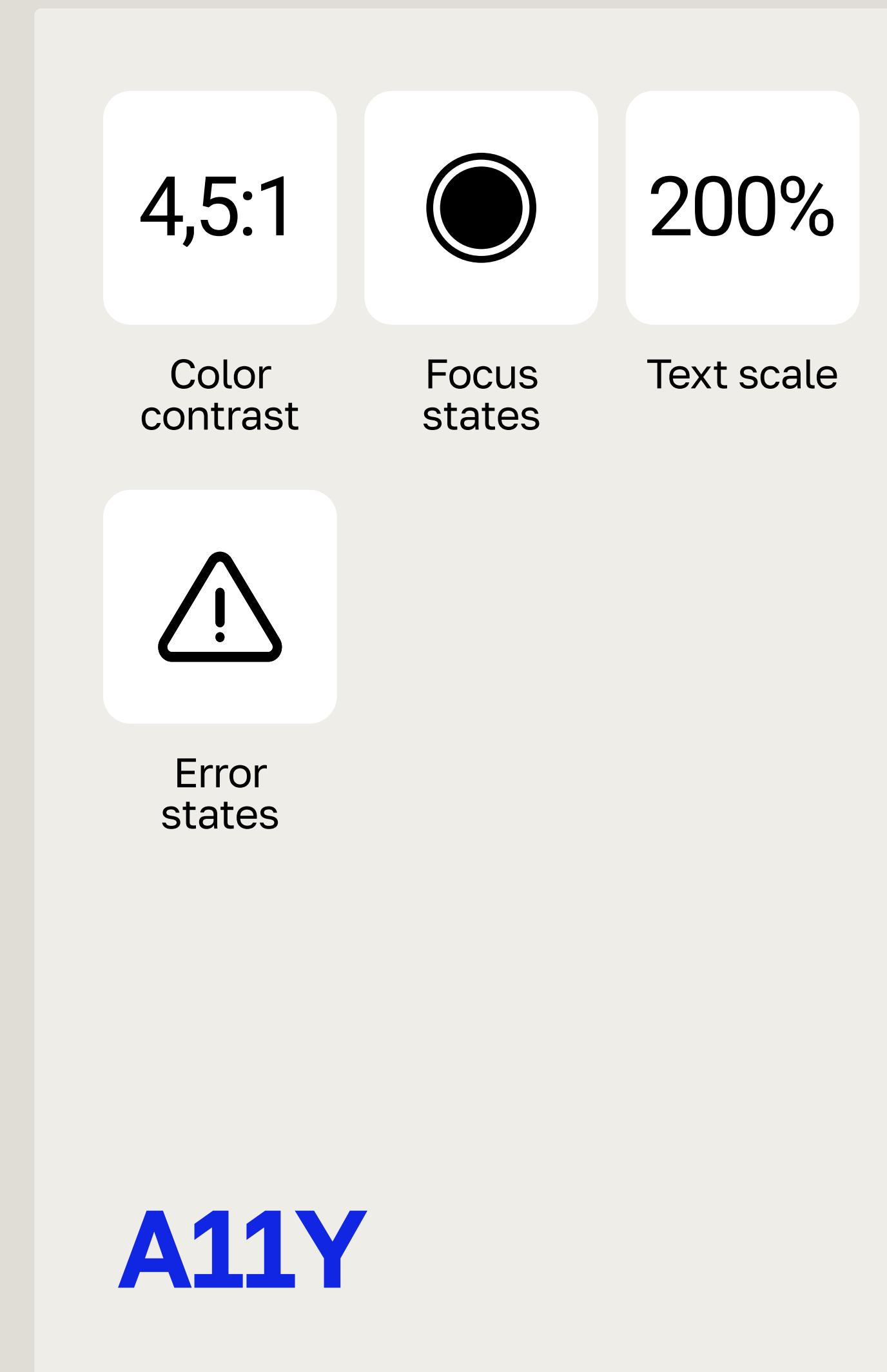
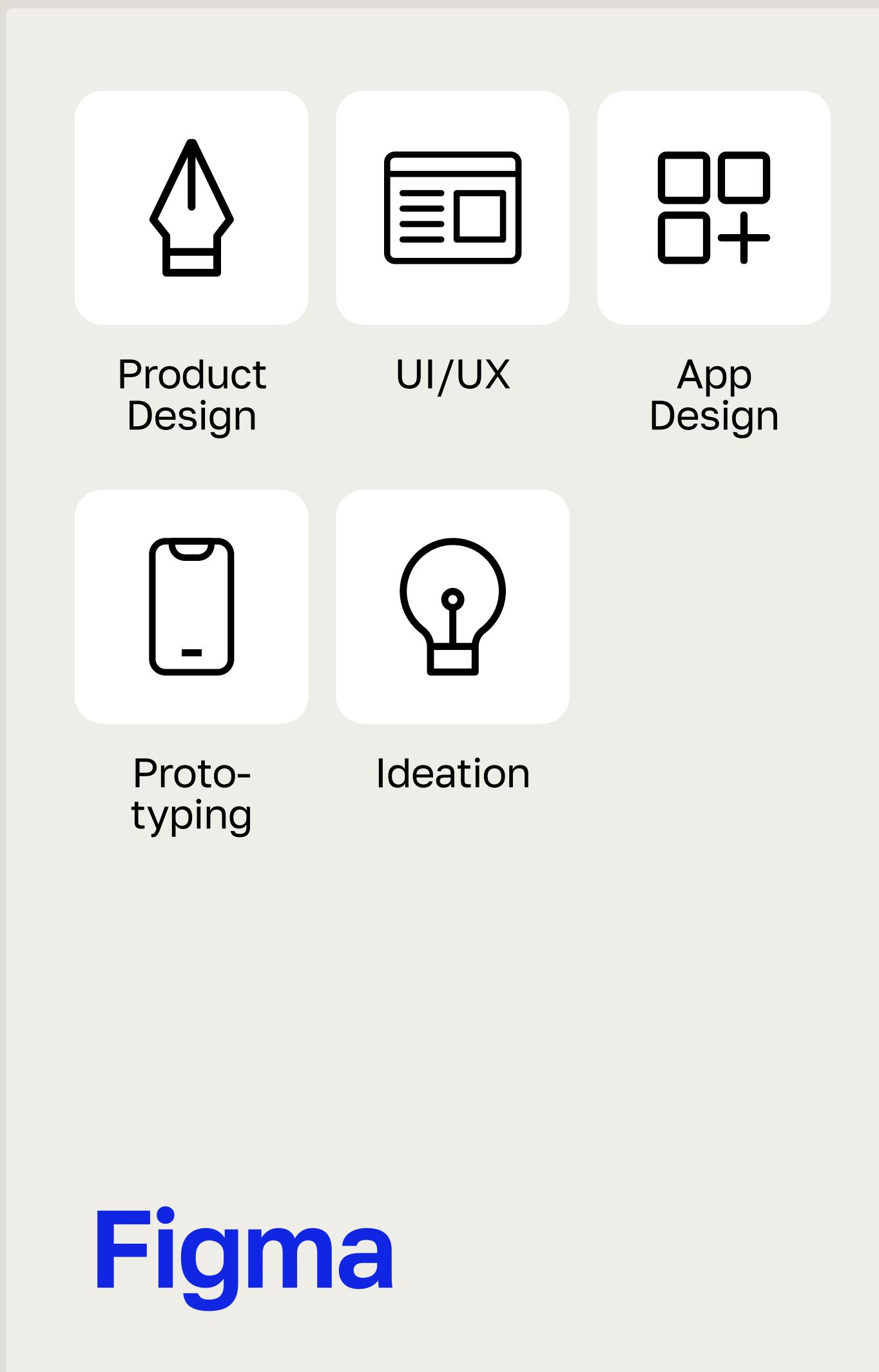
I understand cultural differences to create inclusive designs and strong relationships.



Professional

I'm able to deliver quality work on time and maintain transparency to my design process.

Experience as an UI/UX designer

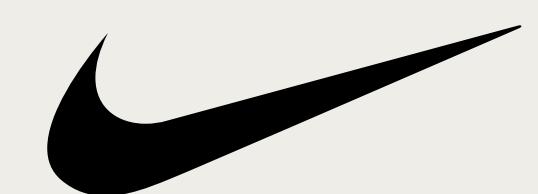


Companies, brands and agencies i collaborated with.

RTL

>hvV

fielmann



C&A

MONT
BLANC

TUI

DDB[•]

tesa

smart

T . .

DEPT.[®]

PHILIPS

Lufthansa

JAKALA

RTL+ Accessibility

In 2025, I collaborated with UX designer Katrin Hoppe to support RTL+ in making key user journeys fully accessible. We evaluated and redesigned essential flows – including booking, payments, account management, registration and login – based on WCAG 2.1 AA. Our goal: a seamless and inclusive experience for all user.

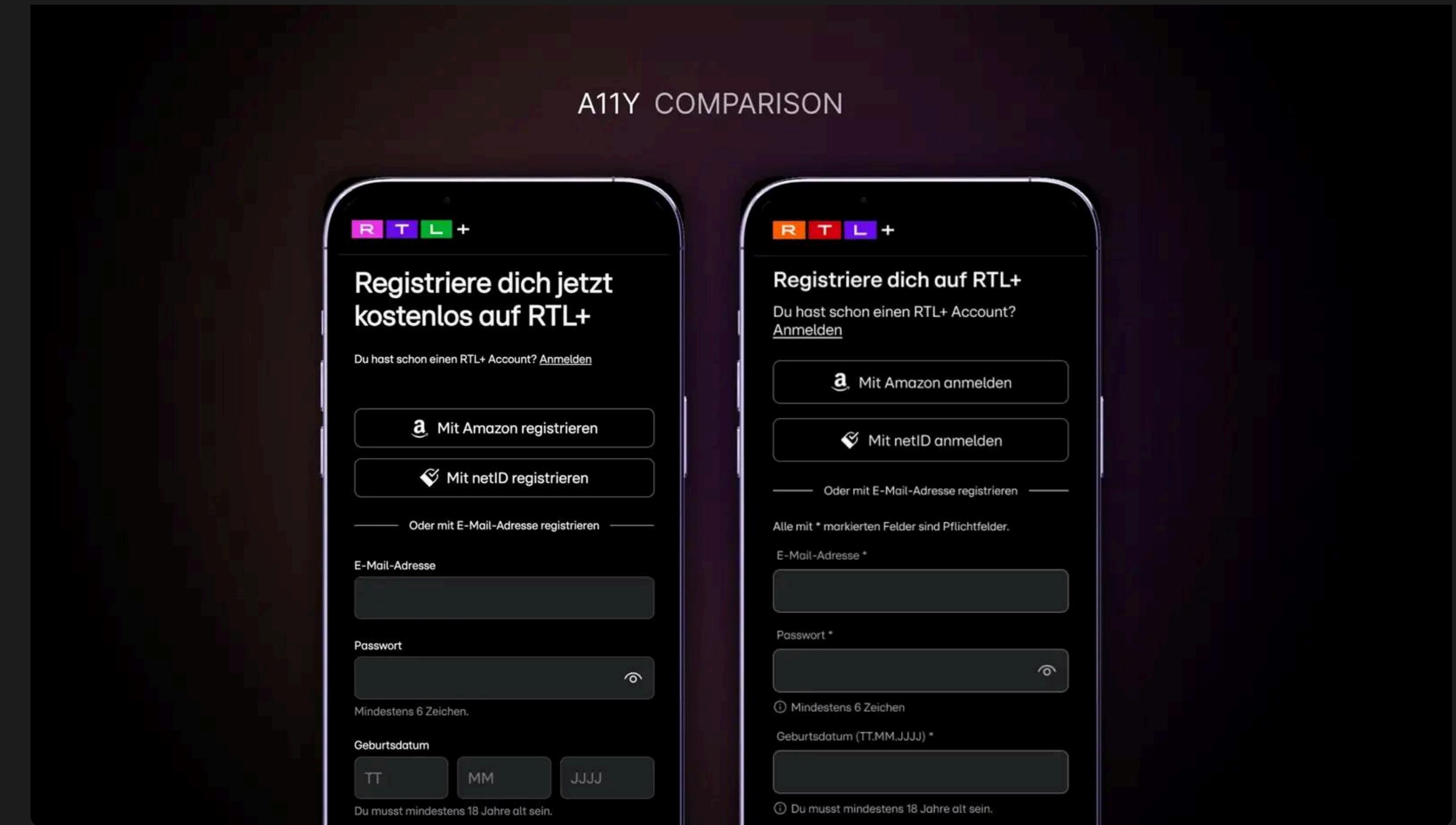
A11Y

Contrast

Error states

Text scale

A11Y COMPARISON



A11Y ANALYSE & DOCUMENTATION

| FIELD | REQUIREMENT | STATUS | LINK |
|-------|--|---------|----------------------|
| 1. UX | Verhindern der Nutzertrennung, dass eingespeicherte Daten nicht wiederhergestellt werden können. | ERFÜLLT | Link |
| 2. UX | Navigationselemente müssen innerhalb der Anwendung auf der gleichen Seite aktualisierbar sein. | ERFÜLLT | Link |
| 3. UX | Navigationselemente müssen innerhalb der Anwendung auf der gleichen Seite aktualisierbar sein. | ERFÜLLT | Link |
| 4. UX | Gleichbleibende Navigation auf der Webseite | ERFÜLLT | Link |
| 5. UX | gleicher Aufbau von Funktionen auf einer Webseite | ERFÜLLT | Link |
| 6. UX | Mindestens 18 Jahre alt sein. | ERFÜLLT | Link |

A11Y ERROR STATES

| BANNER: ERROR | |
|---|--|
| Fehler beim Registrieren: | Alle mit * markierten Felder sind Pflichtfelder. |
| • E-Mail-Adresse – Bitte gib eine gültige E-Mail-Adresse ein. | E-Mail-Adresse oder Passwort nicht korrekt |
| • Passwort – Bitte gib ein gütiges Passwort ein. | |
| • Geburtsdatum – Du musst mindestens 18 Jahre alt sein. | |
| A11Y SETTINGS | |
| Fehler beim Registrieren: | Alle mit * markierten Felder sind Pflichtfelder. |
| • E-Mail-Adresse – Bitte gib eine gültige E-Mail-Adresse ein. | E-Mail-Adresse oder Passwort nicht korrekt |
| • Passwort – Bitte gib ein gütiges Passwort ein. | |
| • Geburtsdatum – Du musst mindestens 18 Jahre alt sein. | |
| Alle mit * markierten Felder sind Pflichtfelder. | |
| E-Mail-Adresse: | |
| Bitte gib eine gültige E-Mail-Adresse ein. | |
| Passwort: | |
| Das Passwort muss mindestens 6 Zeichen lang sein. | |

VIEW WORK ↗

Hochbahn

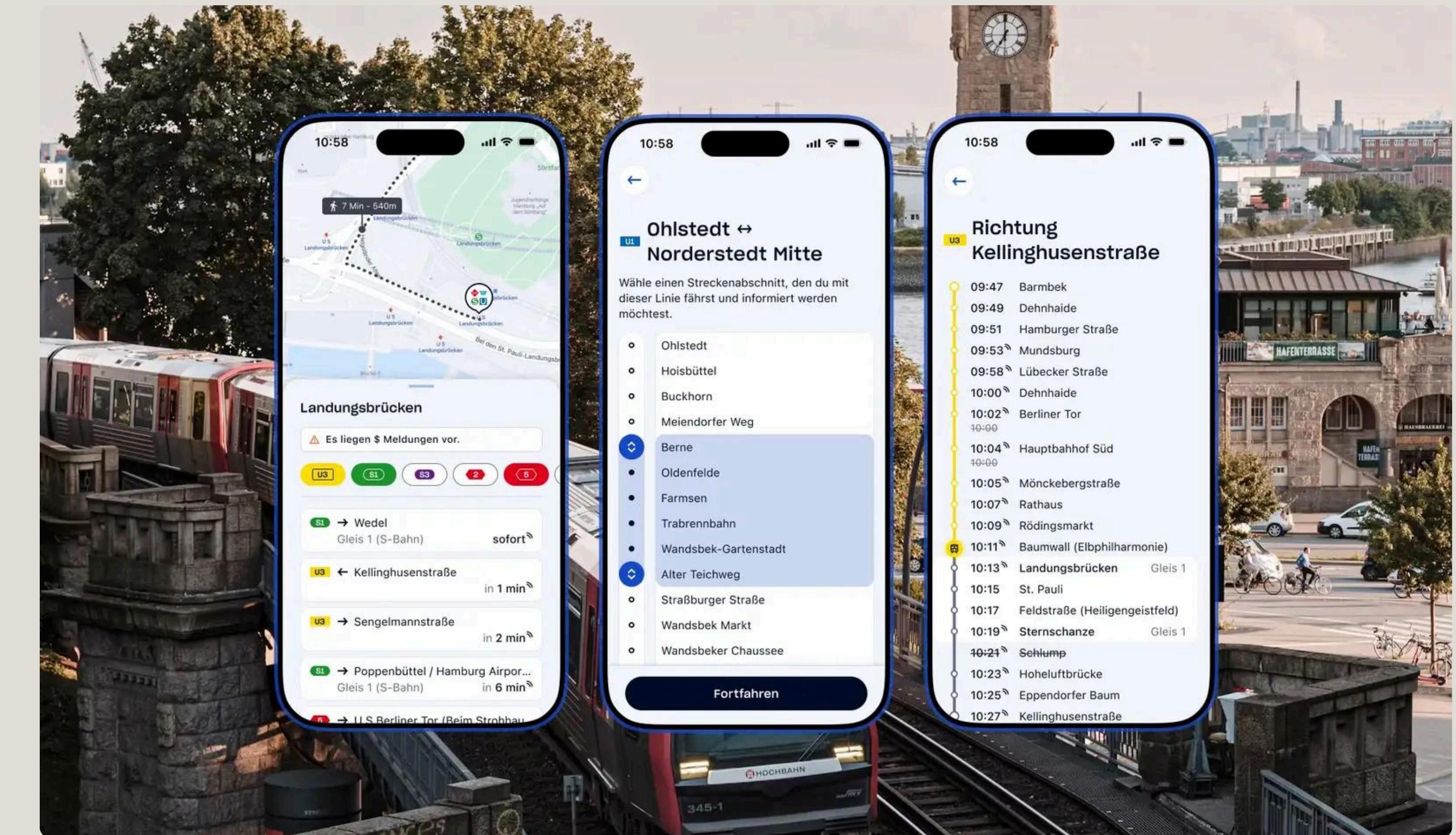
Jakala asked me to join their team to redesign the new hhv switch app. My task was to create various parts of the app with the new corporate identity, ensure seamless integration into the design system and collaborate closely with product and development teams.

Product Design

App Design

A11Y

Design systems



Redesign of hhv switch app for iOS & Android user

A11Y - App Screens

VIEW WORK ↗

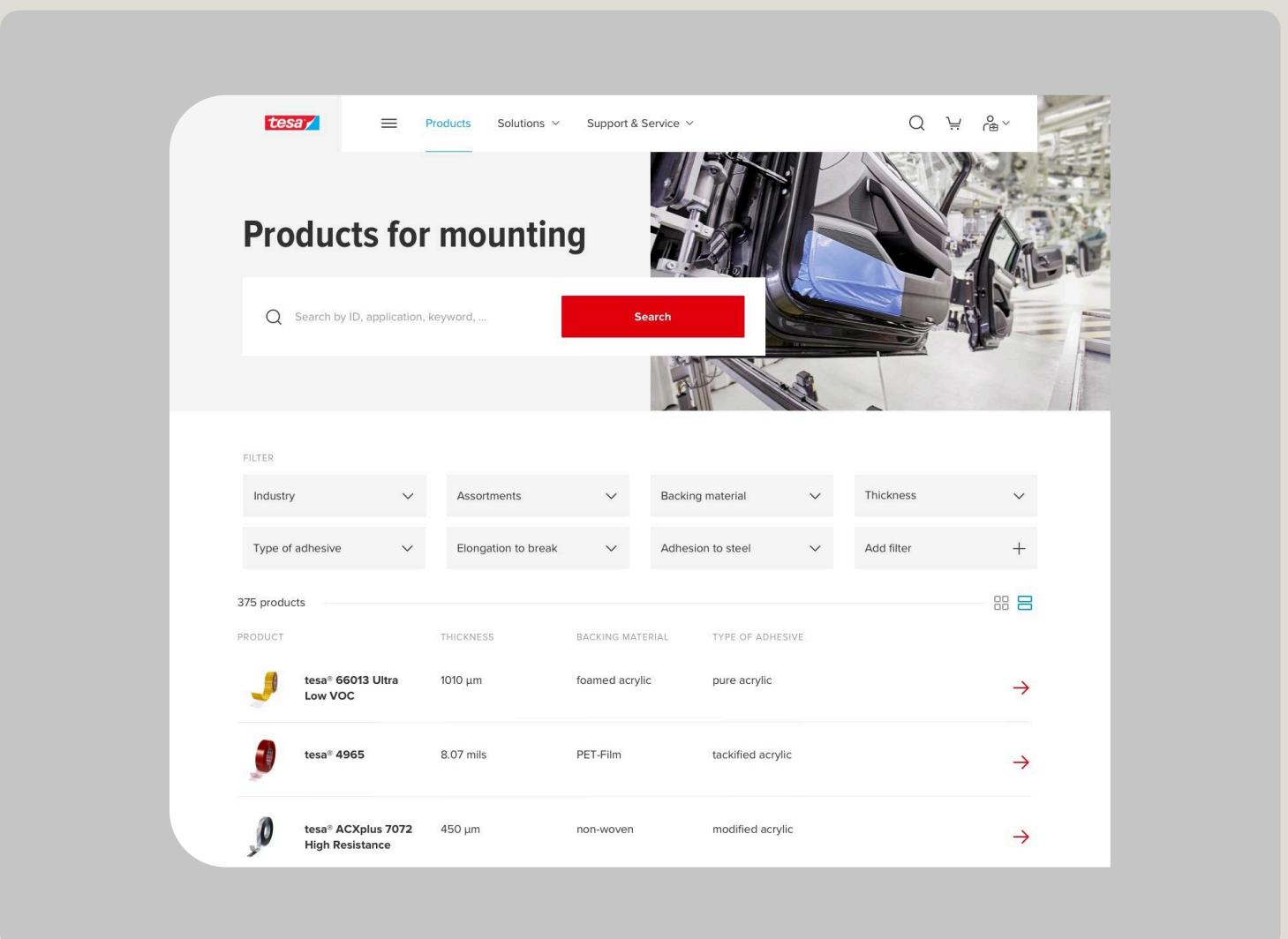
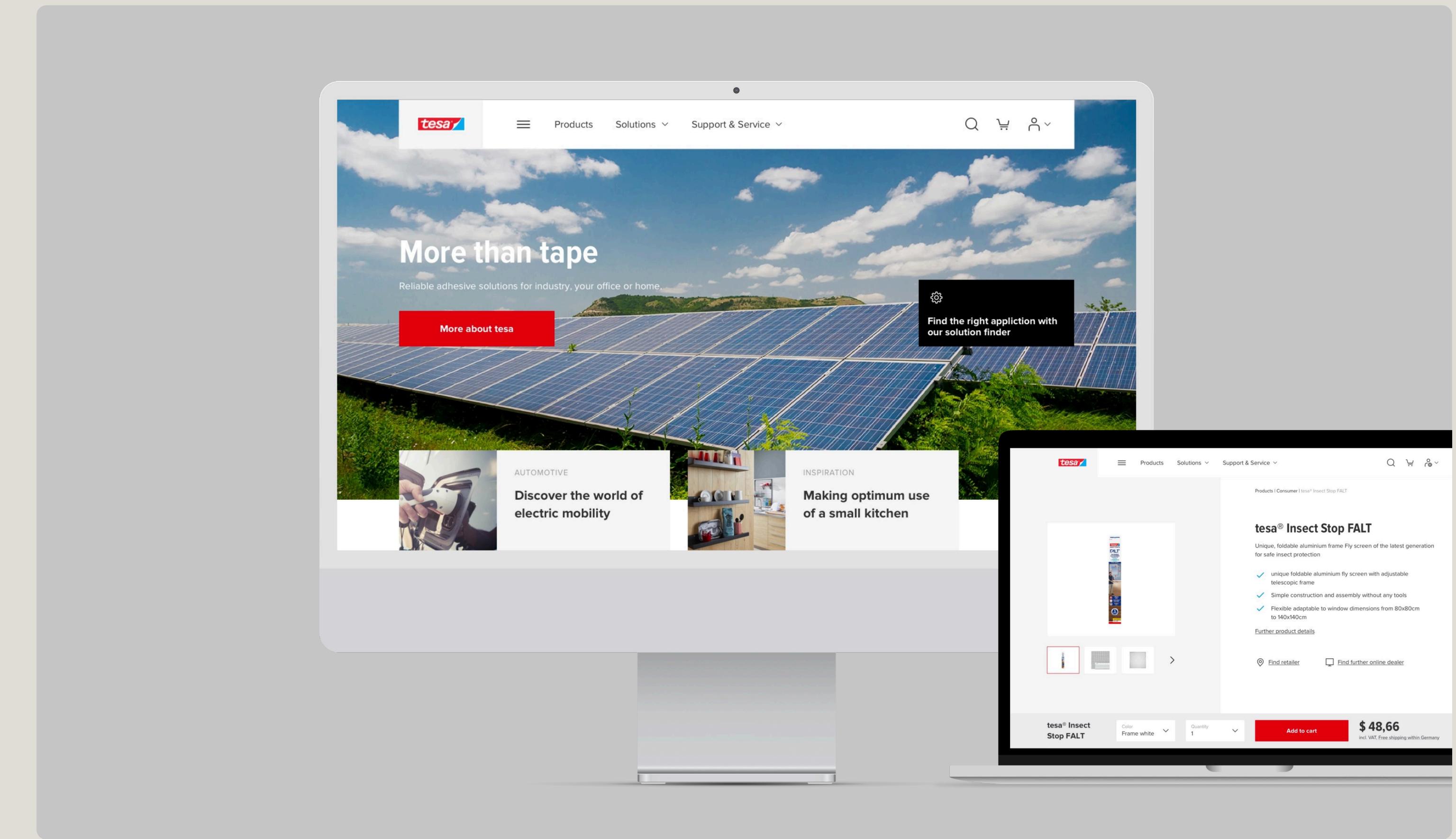
tesa

I was asked by Tesa to create a visionary digital experience. The approach was to create a new digital identity, develop an integrated design system and relaunch their business software interface.

Product Design

UI/UX

Design systems



[VIEW WORK ↗](#)

RTL+ Musik

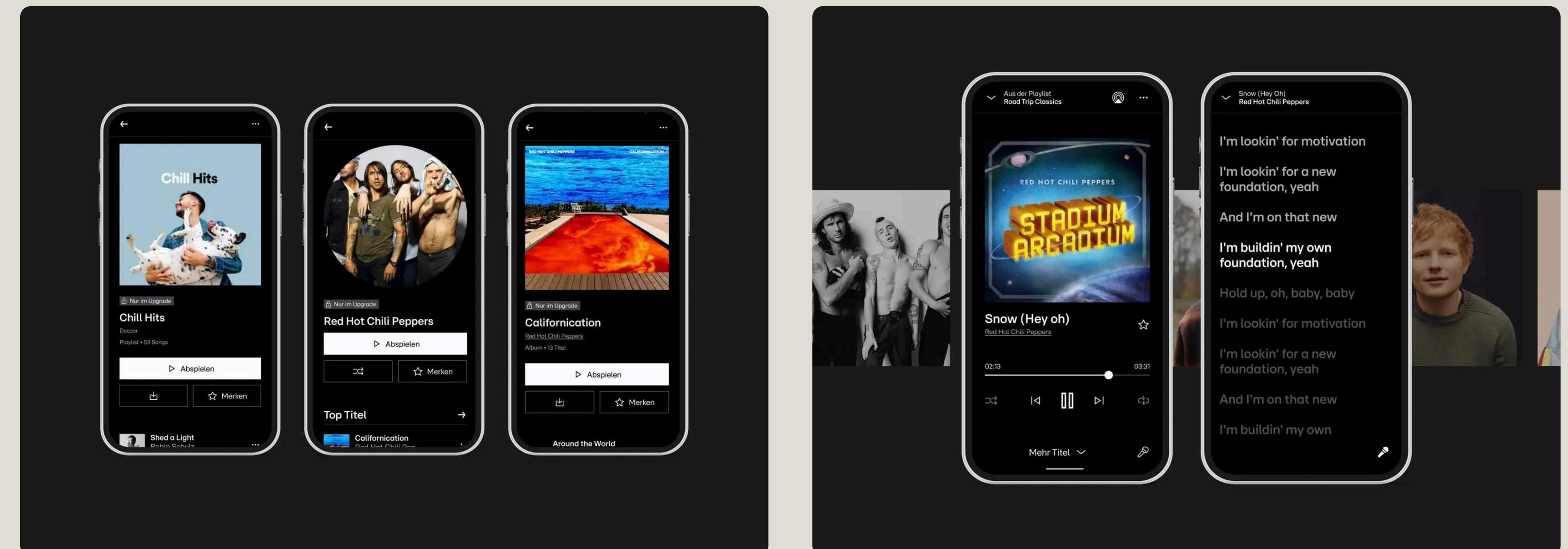
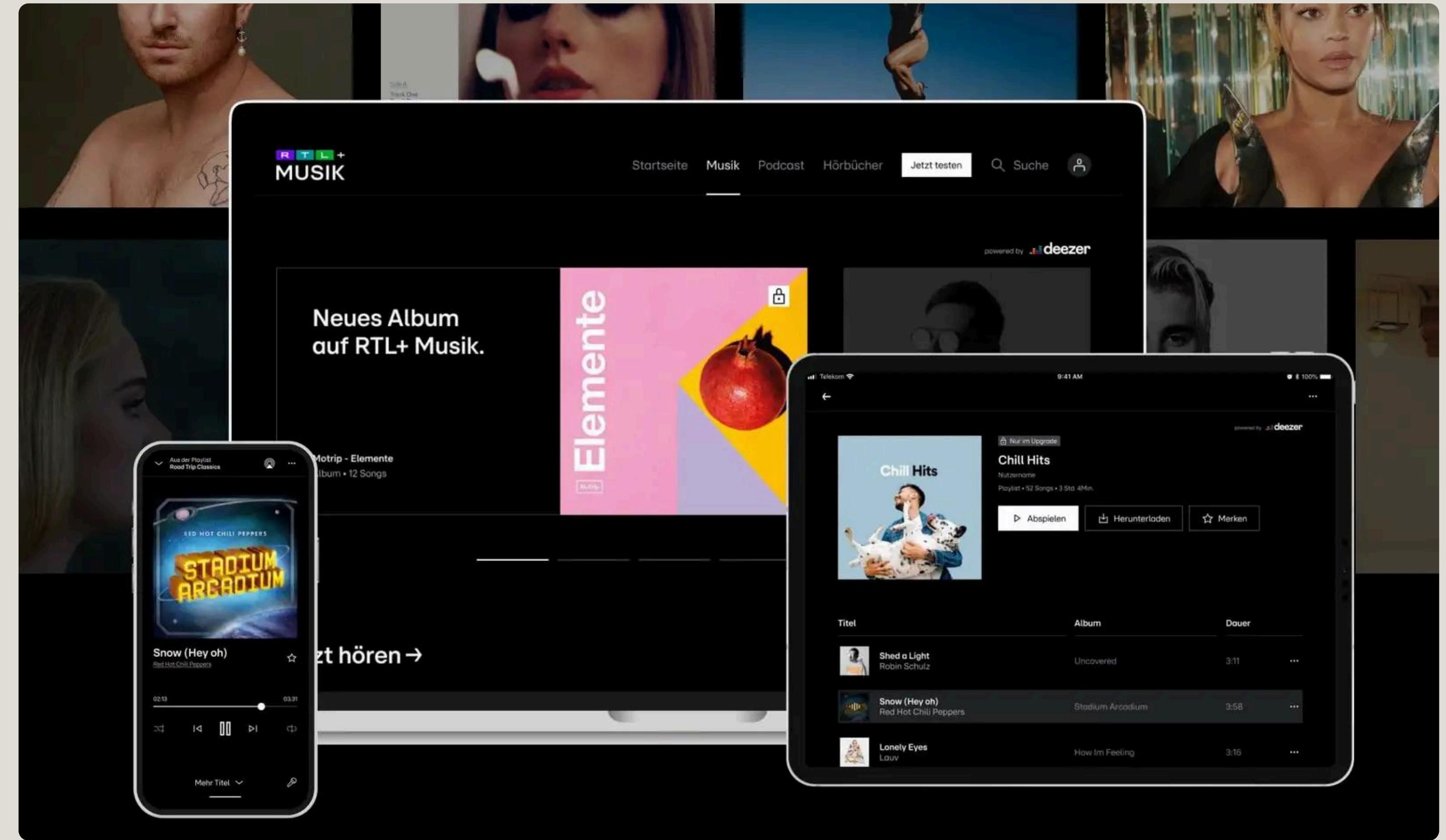
By collaborating with RTL, we launched a music streaming experience as part of a digital business strategy. With individuals from product, concept and developers, we created a new digital brand experience for all relevant systems and run an integrated design system.

Product Design

App Design

Design systems

[VIEW WORK ↗](#)



Fielmann

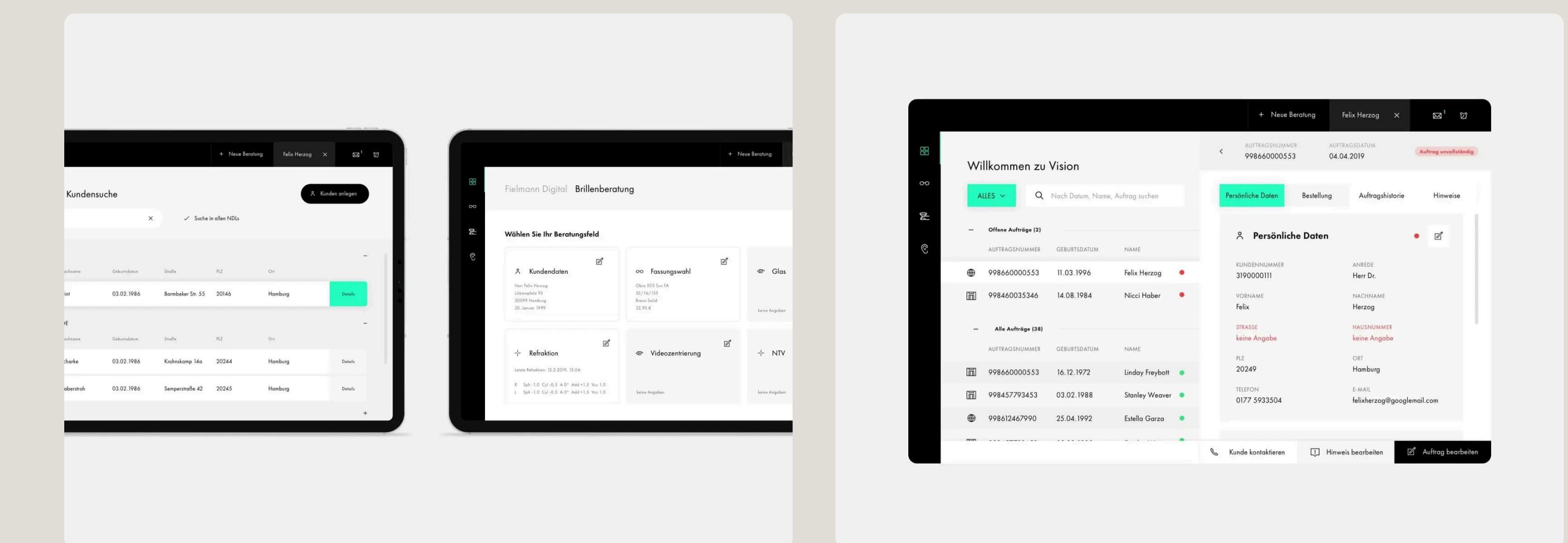
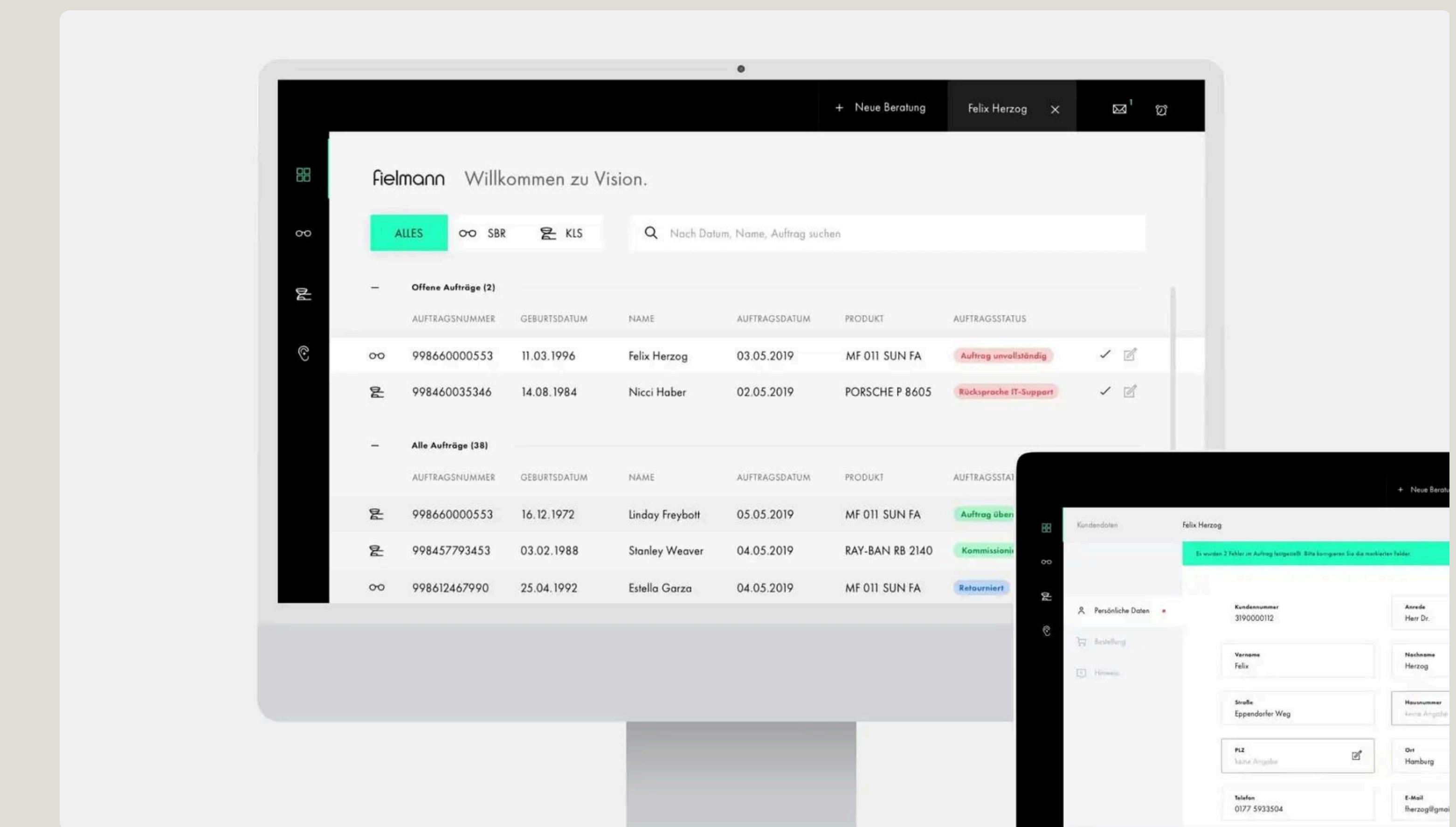
I was asked by Fielmann to develop their digital products with selected individuals. The approach was to create a new digital identity, develop an integrated design system and relaunch their business software interface.

Product Design

UI/UX

App Design

Design systems



VIEW WORK ↗

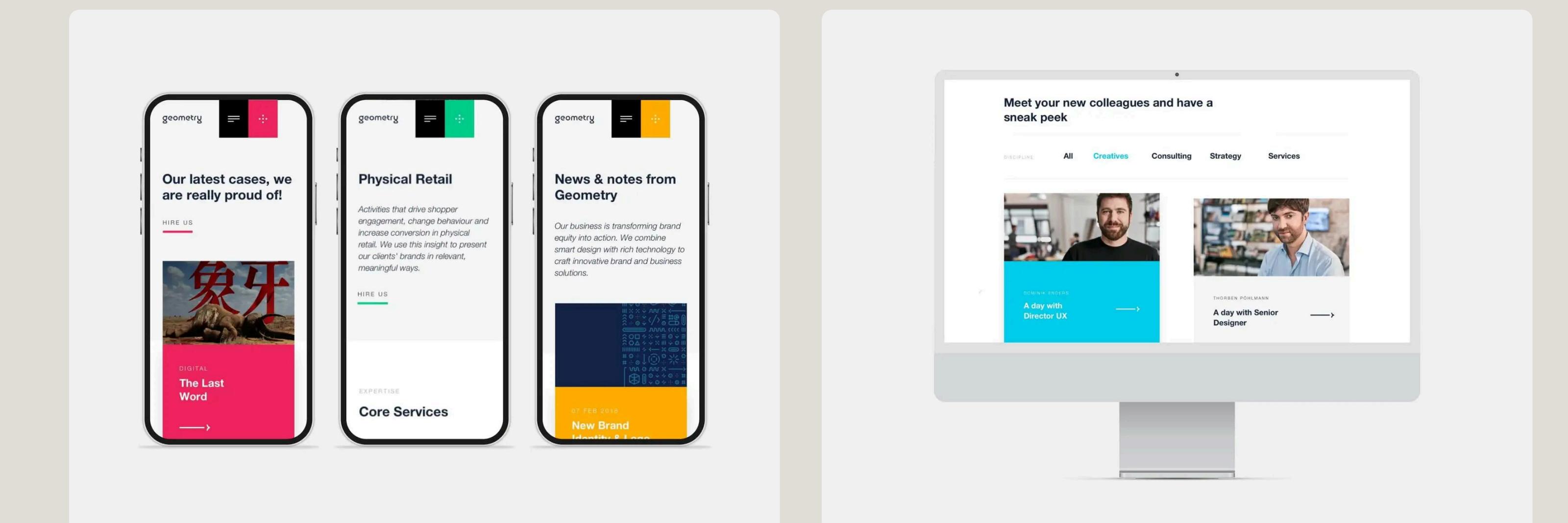
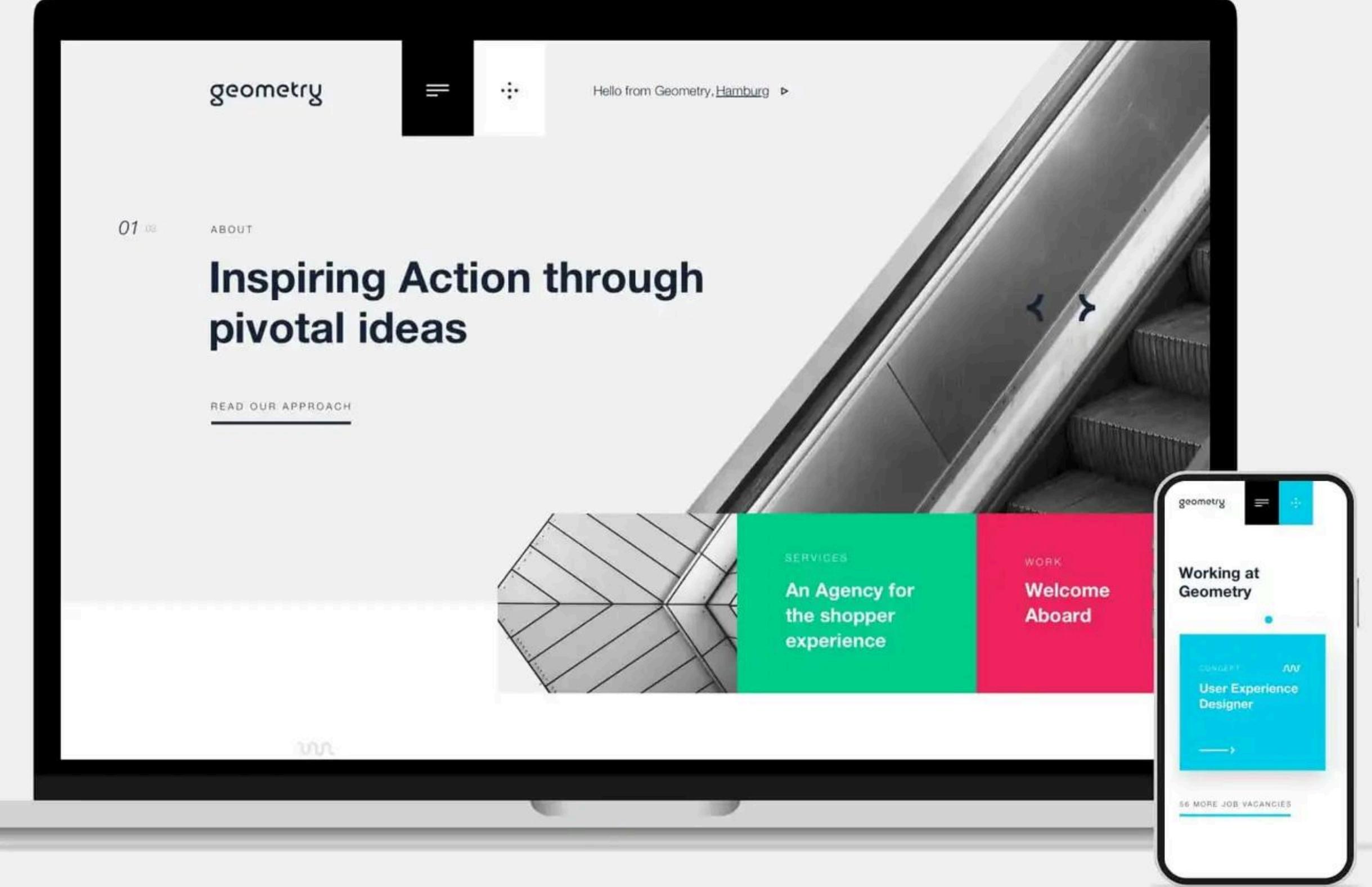
Geometry Global

I was asked by Geometry Global to relaunch their global website with selected individuals. The approach was to create a new web & mobile experience by running their new brand language and developing a design system.

UI/UX

Website Relaunch

Design systems



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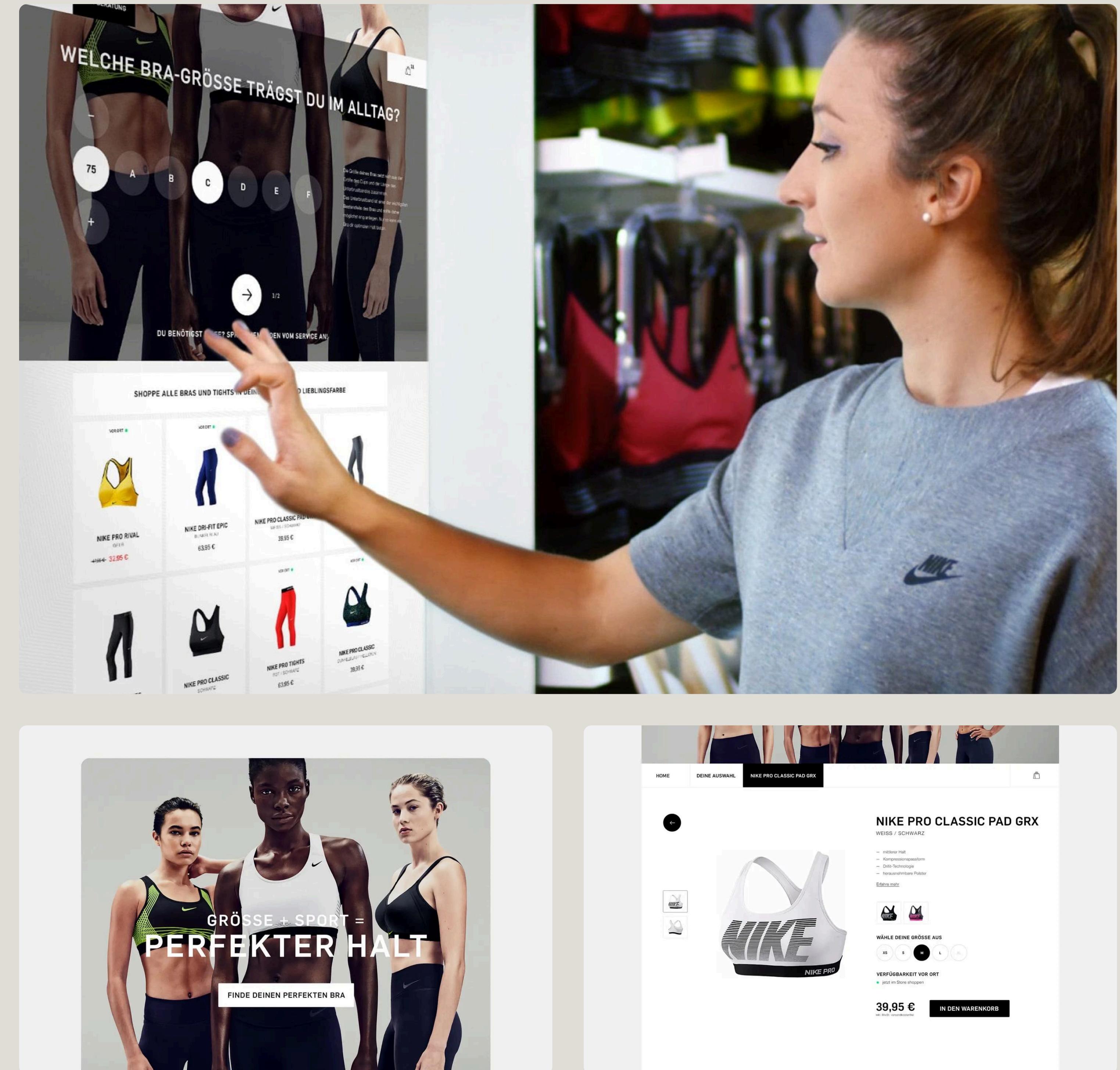
Nike

By Demodern Digital Agency we developed an interactive shopping experience for the SportScheck flagship store in Munich. For the release, we integrated products of the Nike Performance collection with focus on tights and sports bras.

UI/UX

E-Commerce

Installation



[VIEW WORK ↗](#)

What my bookings said.

"Kjell is a true asset to any UI project. His creative vision, attention to detail and professionalism were instrumental in the success of our project."

Eric Dinges, VP Design & User Experience at RTL

"Kjell has a great commitment to shape digital identities. With a team of individuals, we created a new visionary web experience by considering the brand values. His understanding of contemporary design is truly recommendable and helped us a lot."

Michael vom Sondern, Global Head of Digital Marketing & Sales at tesa

"Kjell stands out as a collaborative and highly adaptable product designer. His comprehension of concepts, coupled with his talent for creative problem-solving, empowers him to tackle challenges and deliver visually stunning solutions."

Stephanie Weber, Head of User Experience at Fielmann AG

**Do you need UI/UX Support for your project?
Lets come together.**

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