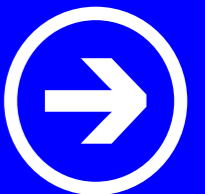


CREATIVE PORTFOLIO

N. CHRISTINE RAEUBER



→ ABOUT

→ WORK EXPERIENCE

→ UX DESIGN 2 PROJECTS

→ BRAND IDENTITY 1 PROJECT

→ EDITORIAL 5 PROJECTS

→ CAMPAIGNS 3 PROJECTS

→ VISUAL & TYPOGRAPHY VARIOUS

→ SOFTWARE & SKILLS

**ADOBE INDESIGN, ADOBE PHOTOSHOP,
ADOBE XD, ADOBE ILLUSTRATOR, XCODE,
PREMIERE PRO, MAGENTO 1.9, WORDPRESS,
HTML, CSS, SWIFT**

My Name Nadine Christine Räuber, I'm a graphic designer, writer, and art director. Before gaining my state-certificate as graphic designer in 2011, I organized live shows and festivals and worked as a live dj and sound engineer. After finishing my degree I did freelance work for various design agencies, where I led design pitches and planned and budgeted large scale campaigns. The last 5 years I spent as creative director and marketing manager with an ethical footwear retailer, where I was responsible for media and content creation, marketing efforts and five online stores in three languages.

Since the start of the pandemic I've been studying Xcode and Swift Programming and deepening my knowledge of Adobe XD and UI/UX Design.

EDUCATION

GRAPHIC DESIGN
LETTE-VEREIN STIFTUNG ÖFFENTLICHEN
RECHTS, BERLIN, 2011

LITERATURE, GENDER STUDIES
ALBERT-LUDWIGS-UNIVERSITÄT
FREIBURG, 2005 - 2007

ADDITIONAL

PRODUCT MANAGEMENT, EVENT MANAGEMENT & PRODUCTION, COPY
WRITING, SOUND ENGINEERING, SOUND DESIGN AND PRODUCTION
(RADIO), TOUR MANAGEMENT, PHOTOGRAPHY, VIDEO EDITING

EVENT PRODUCTION

LOKAL BERLIN, FOOTLOOSE SHOWS, FOOTLOOSE FESTIVAL, DOOMTREE RECORDS, FAKE FOUR, FESTSAAL KREUZBERG, :// ABOUT BLANK



2005

JUNIOR ART DIRECTOR

KURISV BERLIN
Corporate Design, Editorial Design, Web Design, Concept & Campaigns



2011

CREATIVE DIRECTOR

AVESU VEGAN SHOES
Brand Design, UX/UI & Design, Product Marketing, Exhibition Design & Management, Brand Management, Copy Writing, Online Store Management



2014 - 2020

MARKETING MANAGER

AVESU VEGAN SHOES
Marketing Strategy, Creative Direction, Digital & Social Marketing Management,



2015 - 2020

2011



GRAPHIC DESIGN

KORNBERGER & PARTNER, FLMH, KURSIV BERLIN, LENA MAHR, ZEITSRAFE RECORDS, PAUL SNOWDEN
Graphic Design, Editorial, Record Sleeve Design

2013



JUNIOR ART DIRECTOR

GEGENFEUER
Editorial, Campaign Design, Graphic Design

2019



CREATIVE DIRECTOR

PETROLETTES
Art Direction, Copy Writing, Strategy, Social Media Management, Web Design

AVESU ONLINE STORE

Client Name

AVESU VEGAN SHOES

Project Solutions

BRAND RELAUNCH

Tools

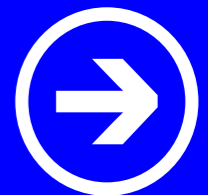
ADOBE XD

ADOBE INDESIGN

BRIEF

AVESU is the biggest retailer for vegan and ethically produced footwear worldwide, fulfilling up to 200 orders daily in five online stores in three languages.

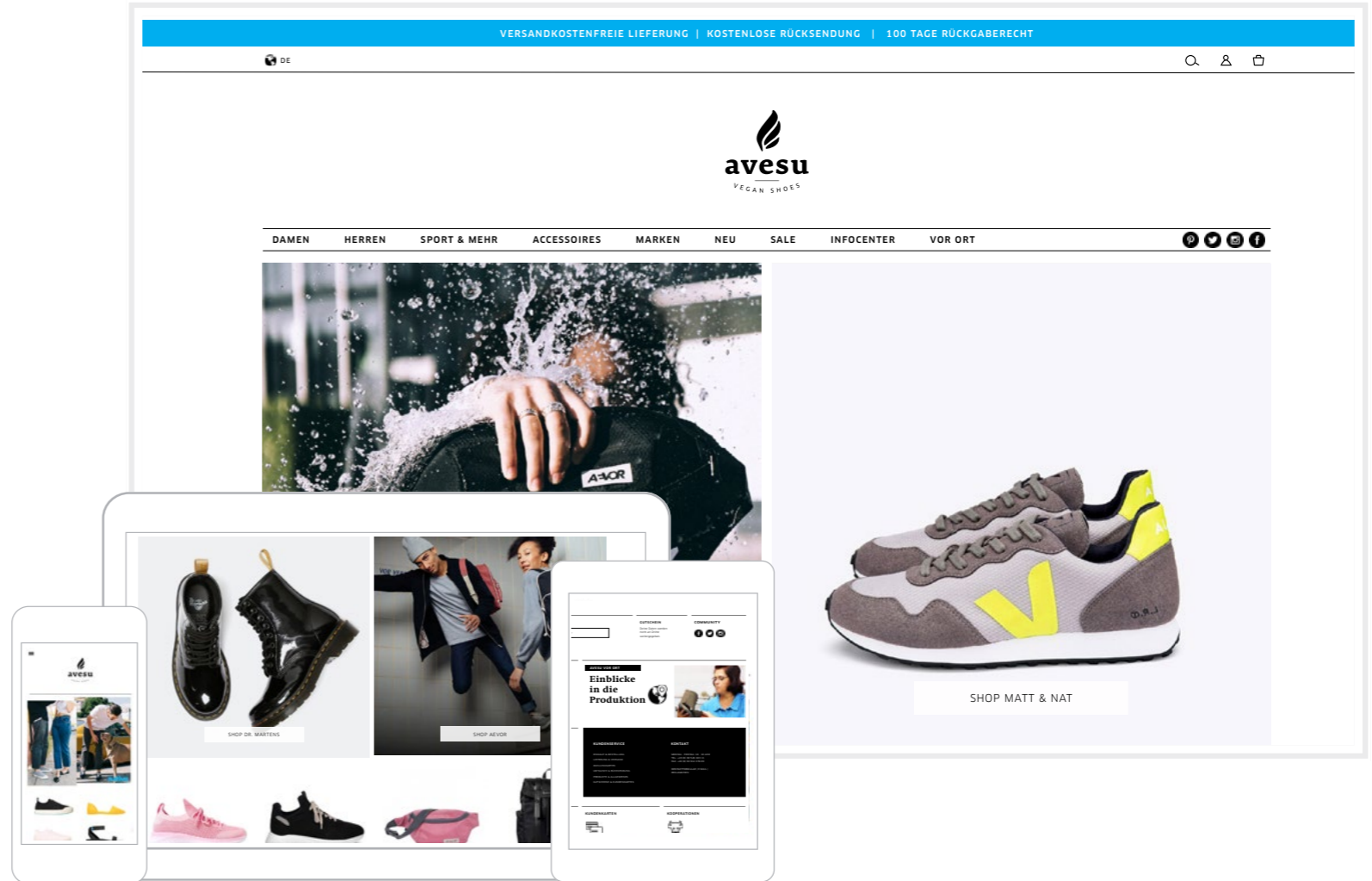
However, the online store is lacking behind when it comes to a smooth shopping experience users are used to from large online retailers. The project's goal was to create a more user-focused, engaging and seamless shopping experience.



AVESU VEGAN SHOES ONLINE STORE

PROJECT OUTLINE

To make the online store more engaging, my goal was to put a stronger visual focus on fashion and style, and promote the brand's core values more prominently. Additionally, the redesign should incorporate well-established online store functions across all devices. Since the company is still small and works with an external developer team, the additions had to be implemented in Magento 1.9 in a way that was accessible to other team members.



KEY REQUIREMENTS

Responsive, mobile first layout of front page, catalogue and product pages, smoother checkout, extensive footer area

STRATEGY & TOOLS

Competitive research, best practices, wireframing and prototyping
Software: Adobe XD, Adobe Indesign, Magento 1.9, Magento Ultmio Theme

TEAM MEMBERS

UI/UX Design: Chris Raeuber
Graphic Design: Jennifer Eckert
Developpers: Stefan Weigel, Chris Raeuber

NUMBERS

Page visits/month
~ 160 orders/month

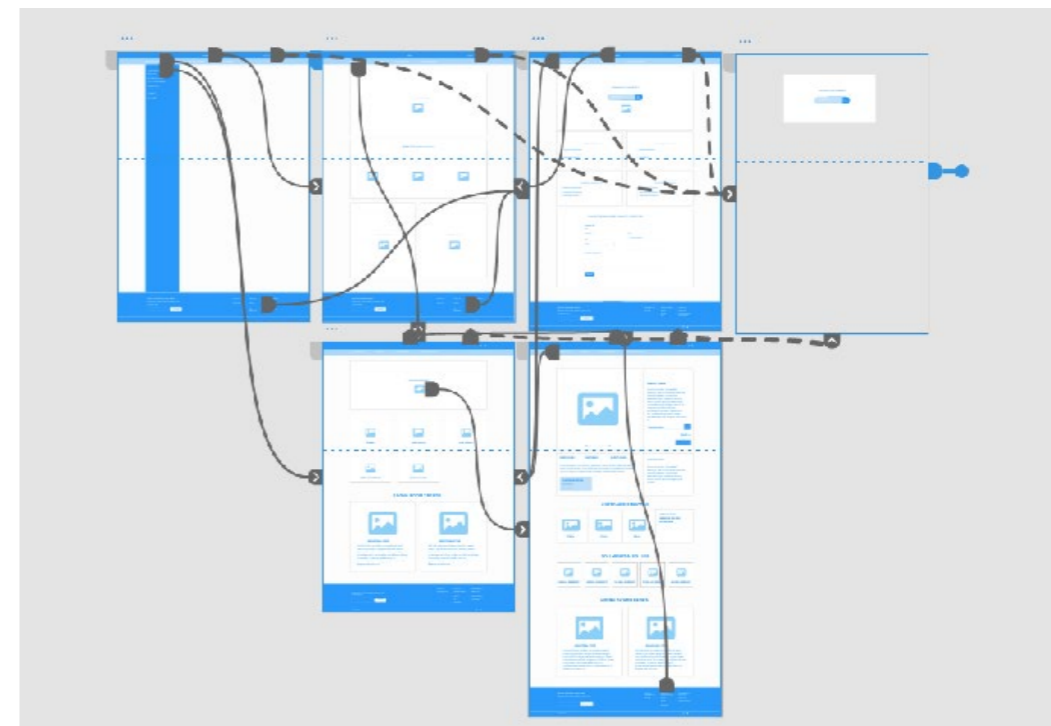
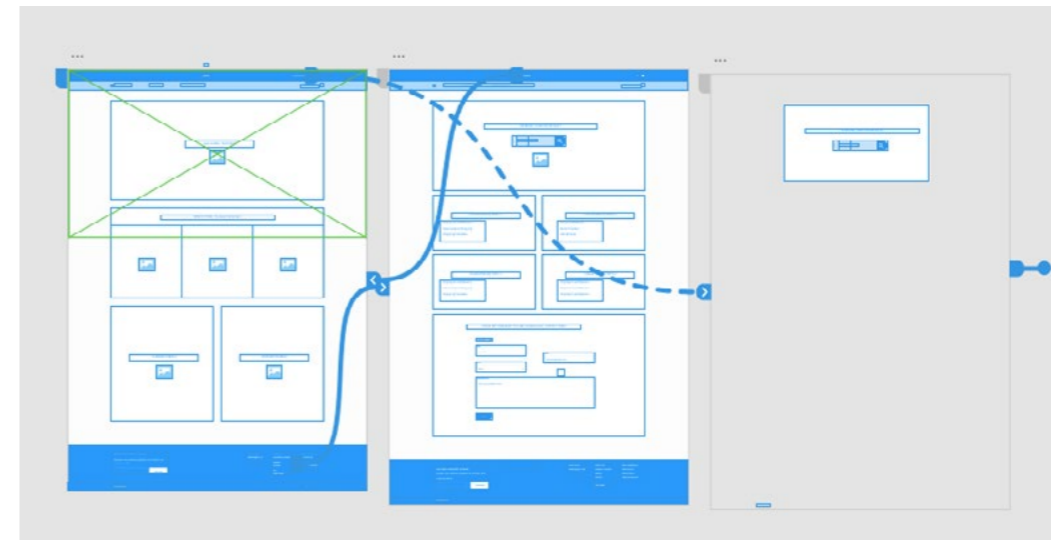
TIME FRAME
09/2018 – 12/2018

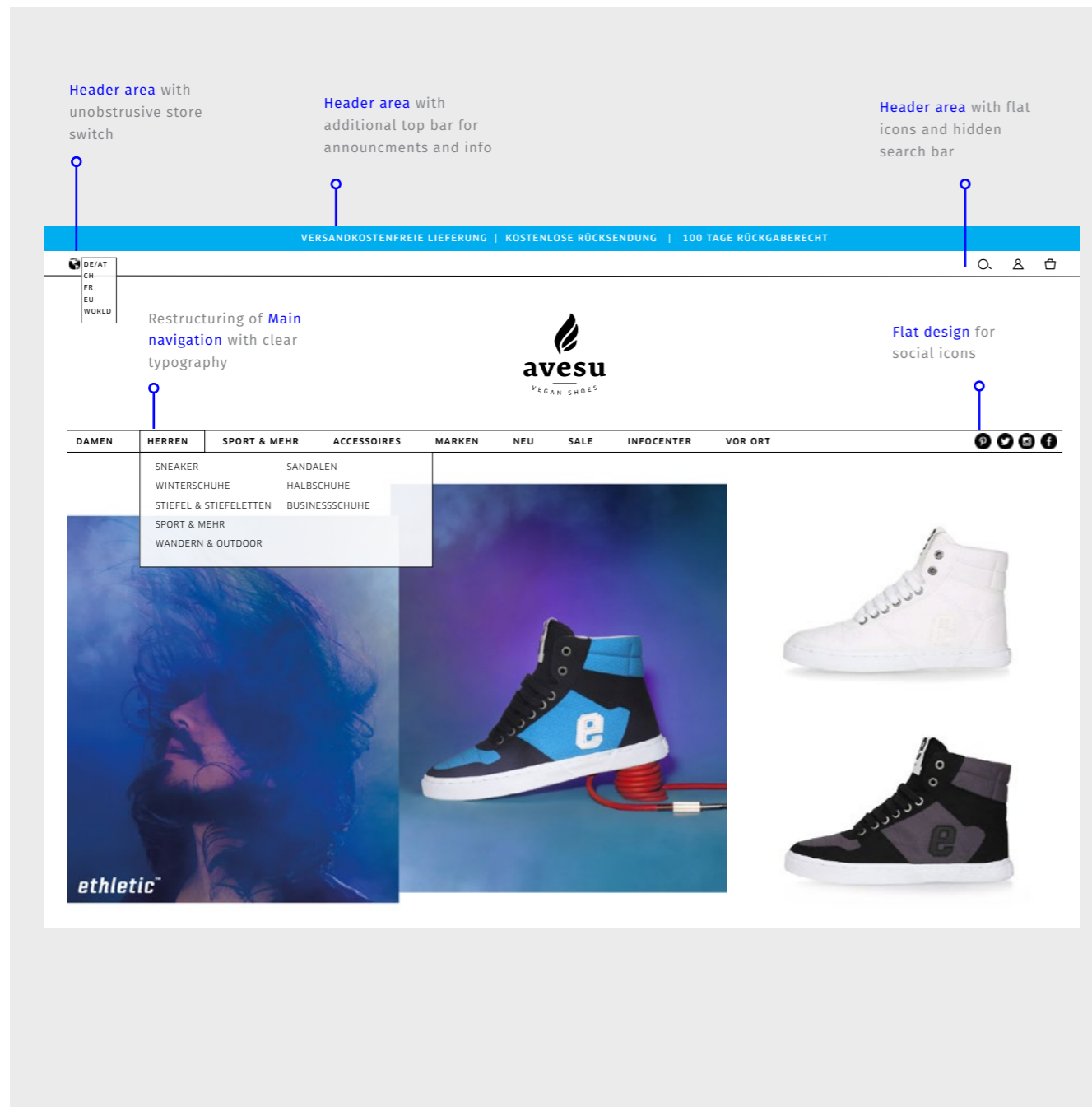


DISCOVERY

1 / Having worked with the company over the last years, I had already outlined many of the missing features, as well as necessary design adaptations to bring the store up to speed to current UI/UX-standards.

To work well across mobile devices I switched to a more square and portrait layout for images, as well as a more standardized responsive layout to simplify the biweekly front page design rotation. The new front page design offers more options to feature different product types and seasonal offers. Additionally implemented functions were a smoother one-page checkout, a broader footer area to highlight the brands USPs, a clearer layout of the header area, and a new product page.



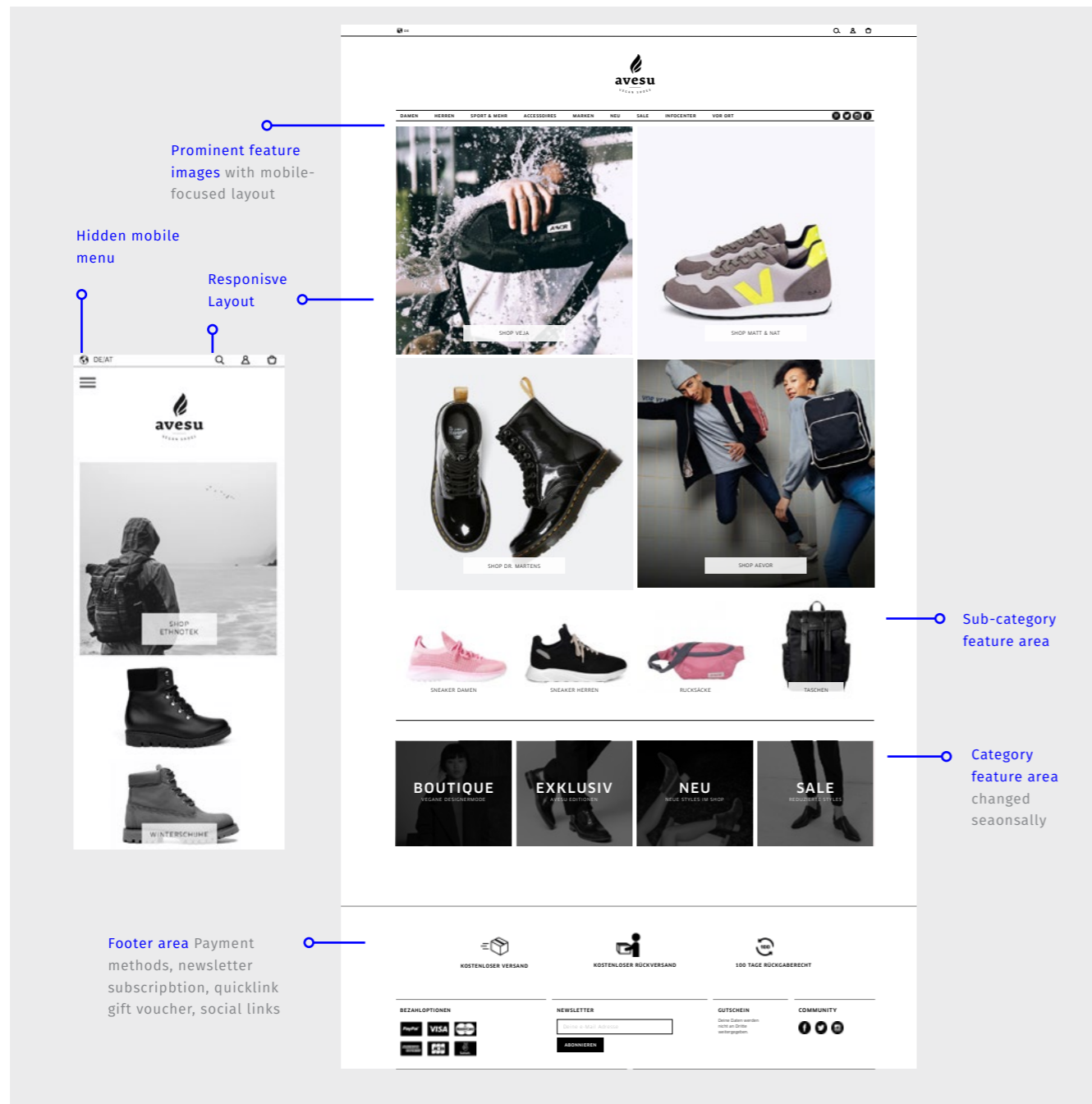


PROCESS

2 / The new compact header area featured flat, unobtrusive icons and a clear layout with a hidden search bar and a customizable top bar for announcements.

I led the design team in developing UI elements and a new typography structure for the store. New header features included a customizable top bar, an easy to use, unobtrusive store switch, a hidden search bar, a hidden mobile menu, prominent logo placement, flat icons and a two layered main navigation.





PROCESS

3 / A front page design features large images, a responsive layout and three product feature areas.

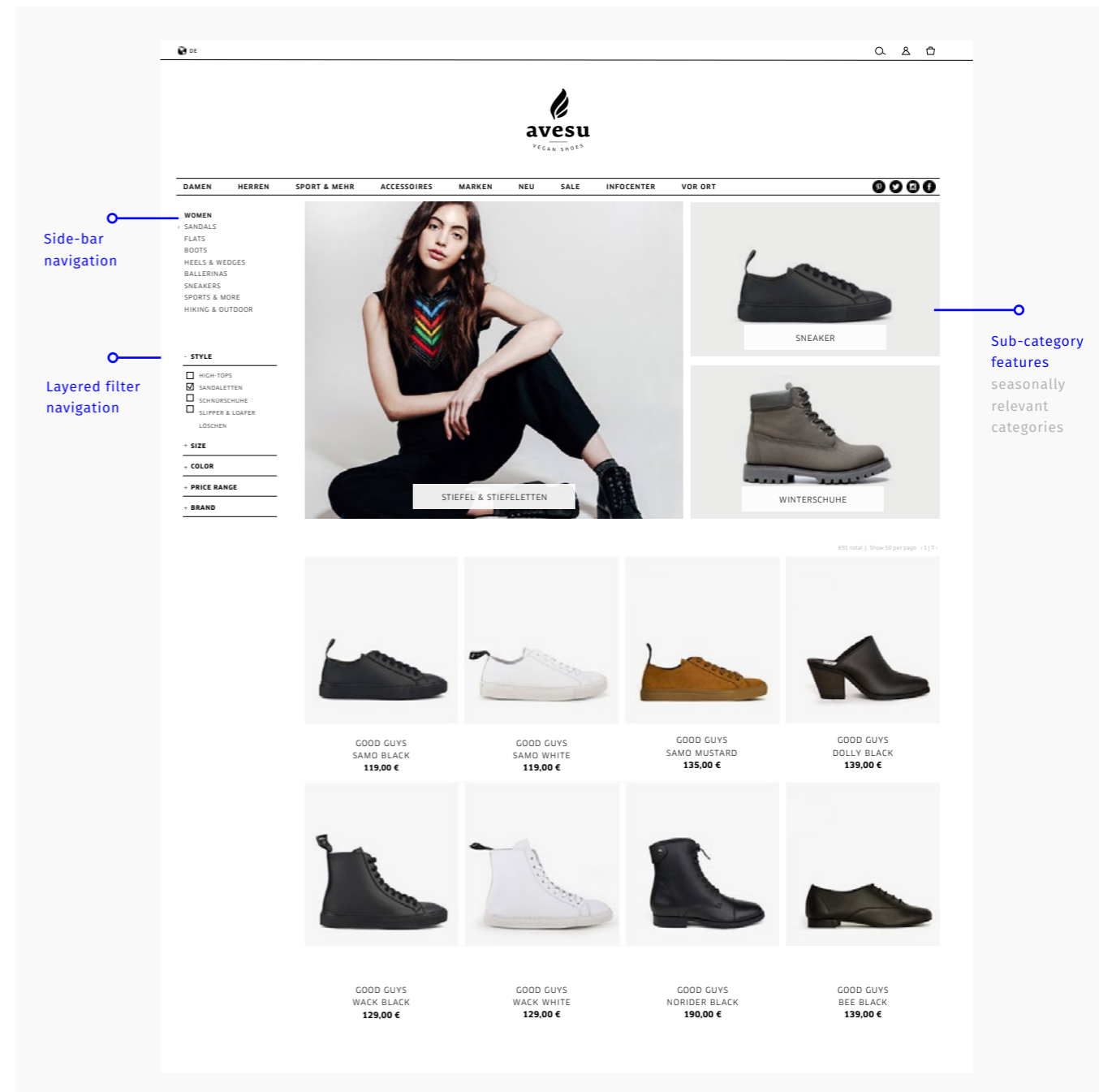
The main area is based on a basic 2 by 2 layout designed for best display on all devices, but also to reduce design and layout effort for the creative team. The company works almost exclusively with very limited third party content, so the design was created to work with a combination of third party editorial photography and simple product shots. Two additional areas can be used for product features and product category features.



PROCESS

4 / The category pages were designed to include a sub-category feature area, a clean side bar design with layered navigation.

The feature area was created in the main categories to highlight seasonally relevant products. Like with the front page, the design was based on a combination of third party editorial shots and product photos due to limited availability of content.



Prominent product photo placement

Mobile-friendly Image Slider

Brand area with brand portrait snippet, logo and cross-sell options

Upsell-area with related products

SAMO MUSTARD

GOOD GUYS DON'T WEAR LEATHER

Key product features
Price, size selection, add to cart button, wishlist button

Responsive layout with full width product picture

135,00 €

inkl. MwSt. Versandgebühren

36	37	38	39
40	41	42	43
44	45	46	

GROSSE WÄHLEN

IN DEN WARENKORB

AUF DEN MERKZETTEL

Der Samo von GOOD GUYS ist ein ebenso simpler wie schicker Sneaker. Er ist aus atmungsaktivem Wildlederimitat gefertigt und hat eine Sohle aus braunem Gummi. Wie alle Schuhe von GOOD GUYS ist er hervorragend verarbeitet und bietet einen gehobenen Tragekomfort. Der Schnitt des Sneakers ist klassisch, ja fast schon zeitlos. Mit seiner monochromen Farbgebung ist der Samo aber dennoch oder gerade deswegen modisch voll auf der Höhe der Zeit.

Hergestellt in Portugal unter fairen Arbeitsbedingungen.

Achtung: Aufgrund der Passform fällt der Schuh fällt etwa eine halbe Nummer kleiner aus.

Farbe: braun

Obermaterial: Mikrofaser

Sohle: Gummi

Fußbett nicht herausnehmbar

Kaum eine Stadt gilt so sehr als Synonym für Mode und Stil wie die französische Hauptstadt Paris. Nicht umsonst stammen viele Begriffe der Modewelt wie Haute Couture oder Prêt-à-Porter aus dem Französischen.

→ mehr zur Brand

MEHR VON GOOD GUYS

DAS KÖNNTE DIR AUCH GEFALLEN

PROCESS

5 / Central to the redesign was a new product page with a stronger focus on the actual product and more cross-sell options.

The responsive layout features a clear focus on the product, with a high-resolution photo slider and prominently placed key information right next to it. The broad use of white space adds even more focus on product itself and the comprehensive product description. The additional areas for up-selling and cross-selling are clearly structured and don't distract from the main product. The mobile layout features an intuitive swipe-to-slide photo slider.

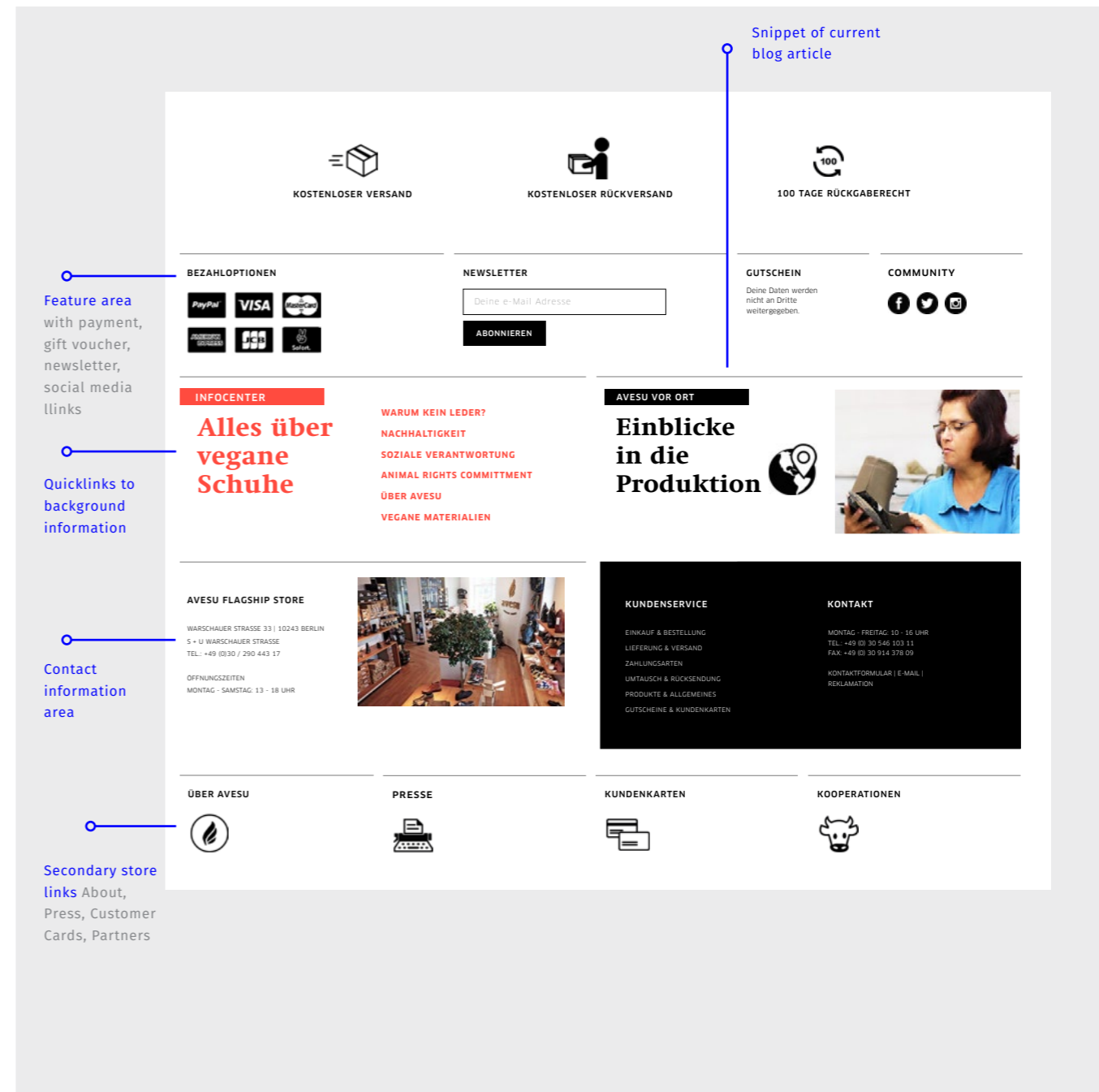


PROCESS

6 / The new footer area showcases the brand behind the online shop. As a company based on the principles of ethical and animal-friendly production, these core values are equally important to customers and the company.

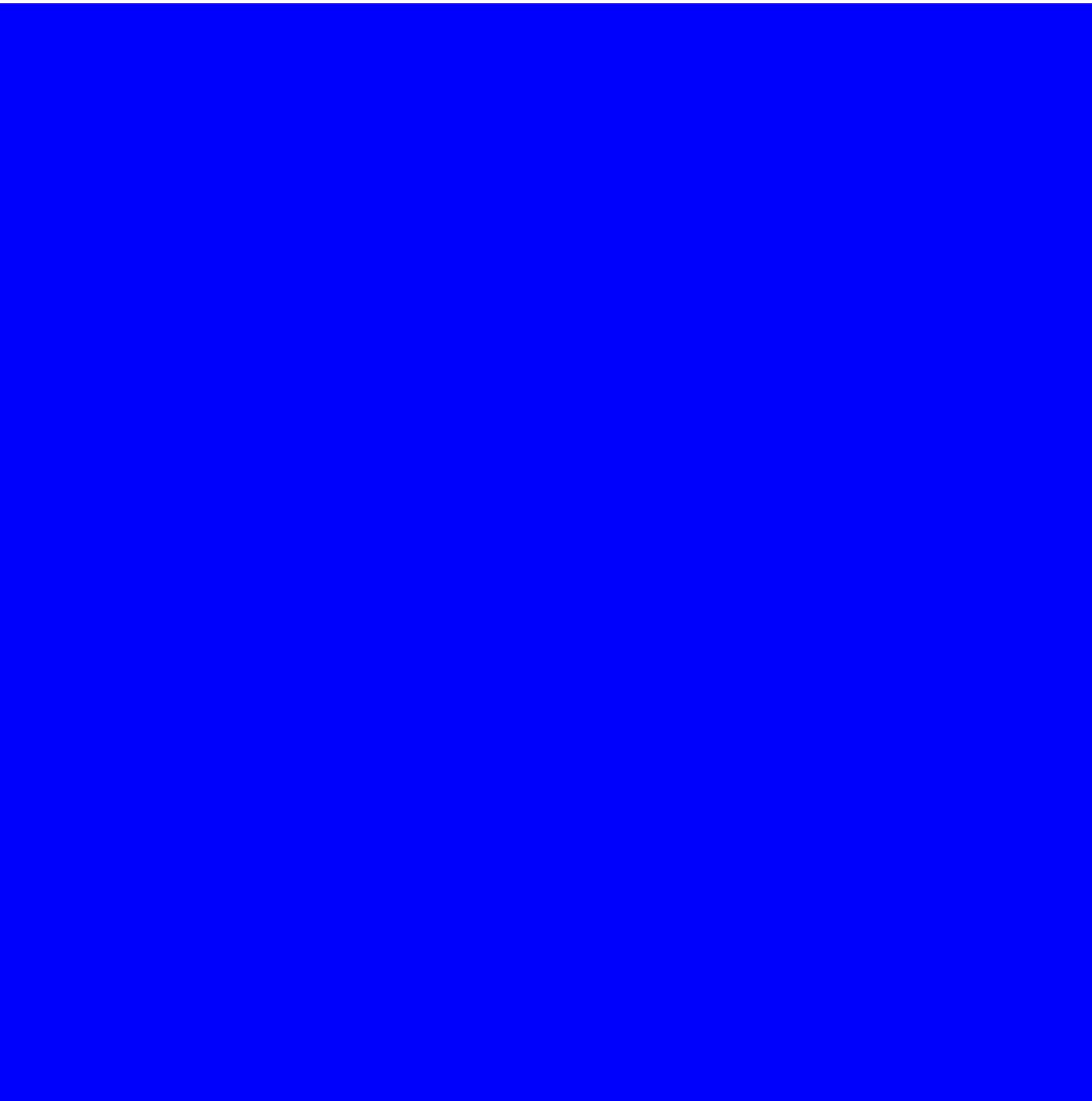
The extensive footer gives an overview over functions of the online store but also the available background information and the company's core values. The footer area includes direct links to the company's information center with topics like social responsibility and production, as well as a snippet of one of the brand reports.

The design team worked with low-fi wireframes and mockups, and prepared the design for developers with CSS directions.



CONCLUSION

The challenge of this project was the outdated and already heavily customized Magento theme that had to be adapted rethought for a more current design. As the head of the design team, I could hardly think outside the limits that the theme gave us. The design challenge was to create a visual language and system that would be compelling with limited and often low-quality content. Additionally, the developer team were two single remote developers. The solution were a lot of patience, acceptance for set backs, a project management tool, a great design team and daily phone calls.



SWOCKET APP

Client Name

ALUMIA

Project

MOBILE APP & WEB APP

Tools

ADOBE ILLUSTRATOR

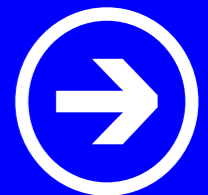
ADOBE XD

ADOBE PHOTOSHOP

BRIEF

Swocket is a hardware startup from Berlin aiming to make the smart home reality.

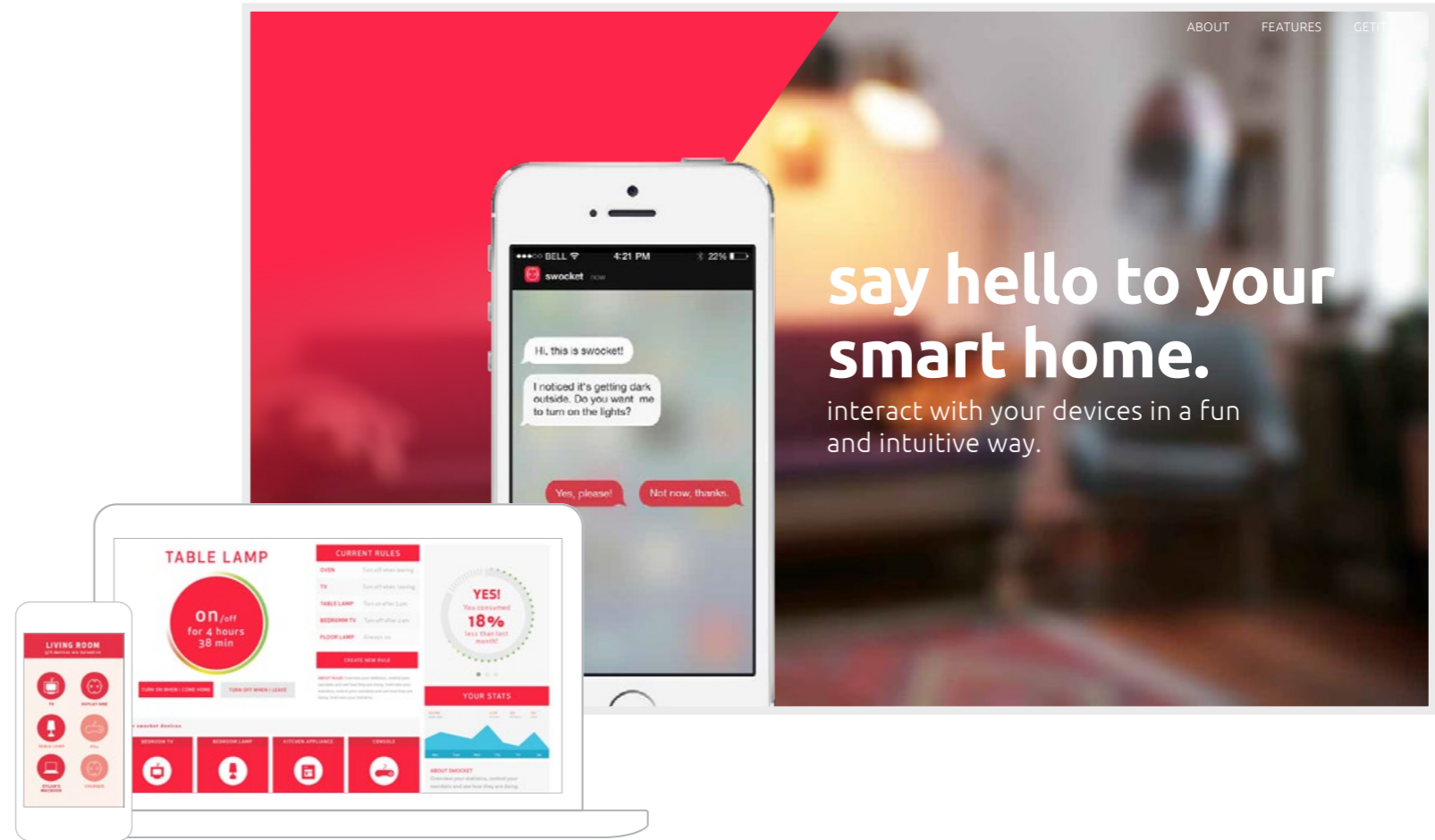
The “swocket” is a plug-in device that can be turned on and off from any smart phone. The accompanying app would also give an overview over the user’s energy consumption.



SWOCKET APP

PROJECT OUTLINE

We outlined the project requirements in a team workshop. The team wanted a fun, intuitive mobile app with a chat-like feature as a form of communication with the “sowcket”. In addition to a power-off/on function, the app should allow users insight into how much energy they consumed and ways to save power. The goal was to create high-fidelity wireframes and presentation slides for presentations with potential investors and stakeholders.



KEY REQUIREMENTS

Wireframes, mid-fidelity prototypes for mobile and web app, UI Elements, single landing page, Presentation slides for stakeholders

STRATEGY & TOOLS

Team Workshop, user research, wireframing, prototyping
 Software: Adobe Illustrator, Adobe XD, Adobe Indesign, XCode

TEAM MEMBERS

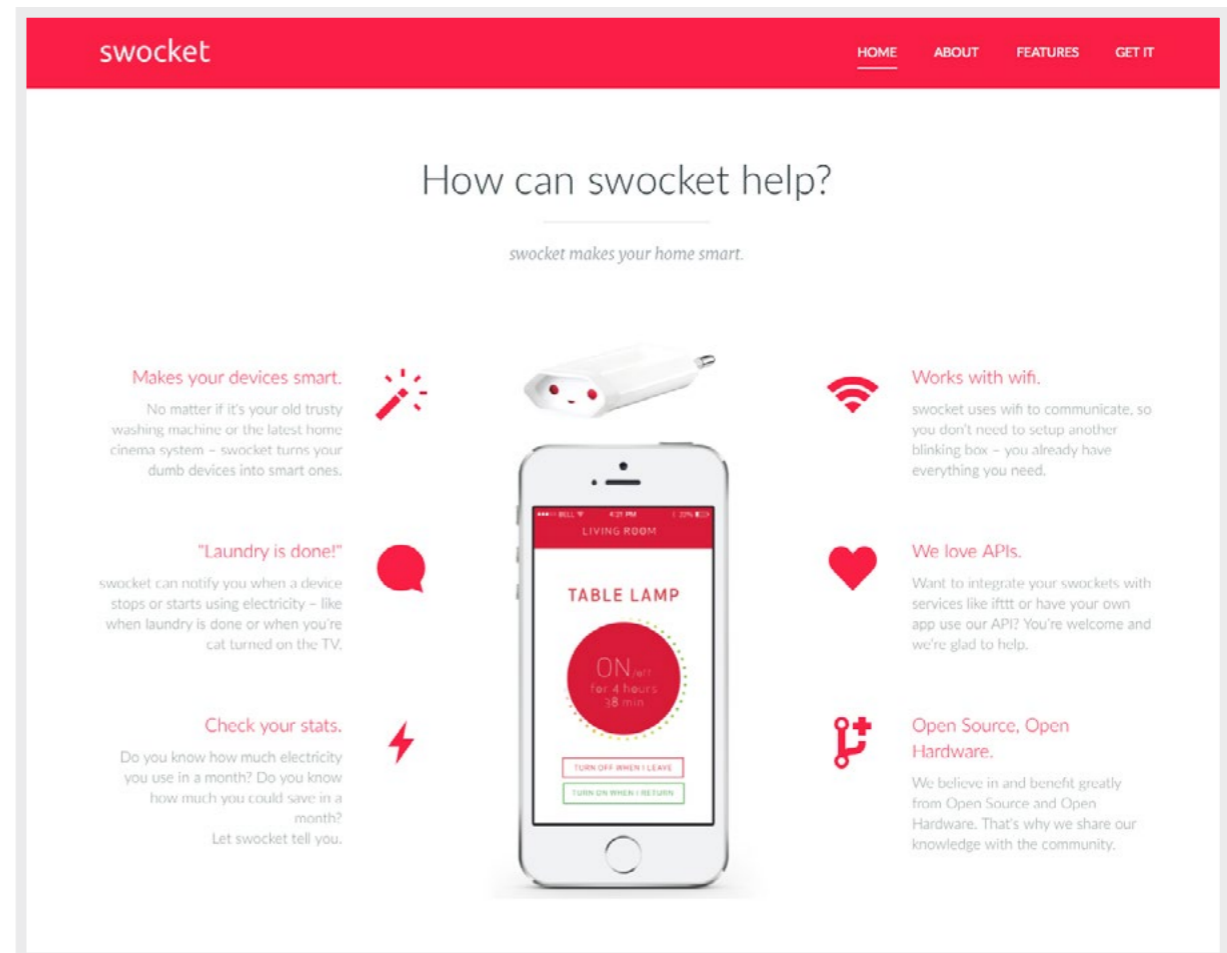
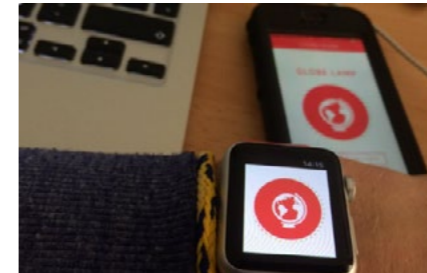
UI/UX Design: Chris Raeuber
 Developer: Rin Raeuber, Angelo Wiszengrad

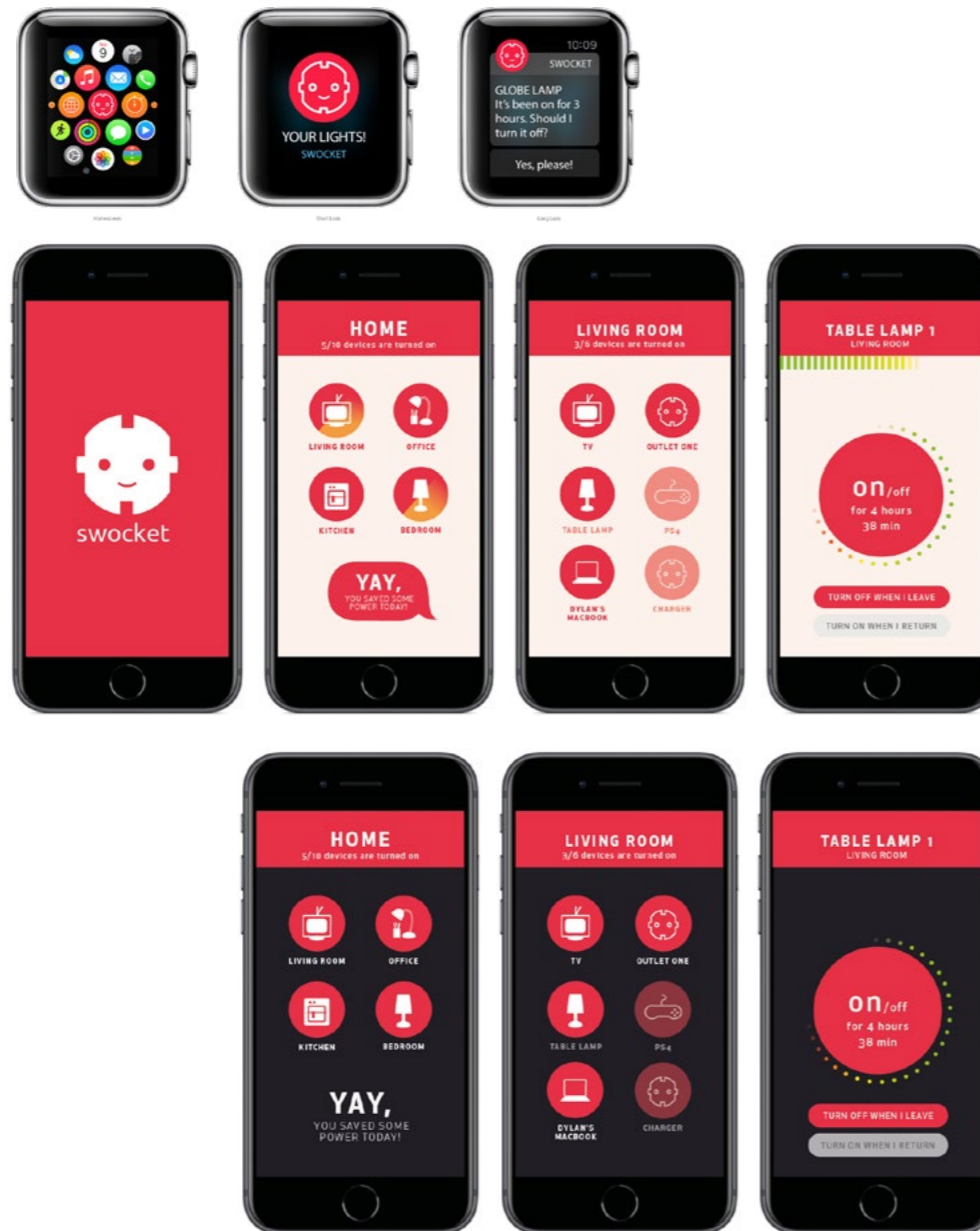


DISCOVERY

1 / The existing logo was simple, with an open-source and tech-appeal. The idea was that the device was personalized as the „swocket“ and actively talked to the user. The corresponding app should translate this technical aspect of swocket into an intuitive, smart and fun product.

Key functions of the app prototypes should include turning swocket devices on and off, setting up new devices, setting up a user home with different rooms and devices within a room, monitoring power consumption. In addition, “swocket“ would give tips for its better usage.



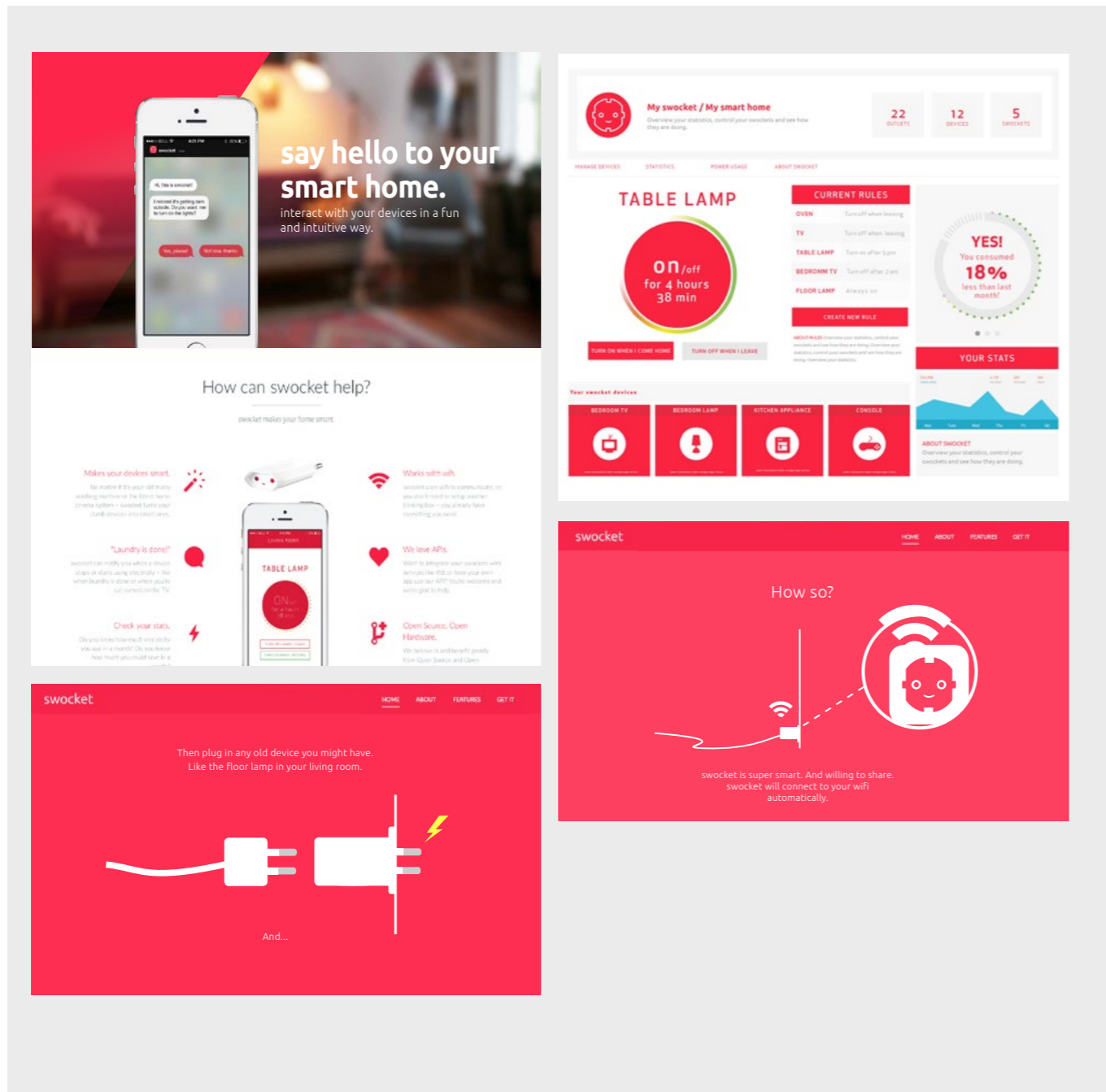


PROCESS

2 / I designed UI Elements for the basic functions outlined in the team workshops, such as icons for home appliances and electronics, buttons, and progress-bar, as well as typography and color scheme.

I created low-fidelity and some high-fidelity prototypes for mobile app. The team created a simplified version of the app to work with the first prototype of the hardware product to turn a lamp on and off during presentations with possible stake-holders.





PROCESS

3 / Based on the hardware product's functions and the UI elements I created a draft for the web app and a one-page landing page for the product.

The web app design included basic functions on a dashboard, like managing and setting up devices, creating rules for devices, and power consumption stats. The landing page featured a product presentation, social media links, a team section and a newsletter sign-up and was implemented in wordpress. Alongside I created presentation slides for exalators and pitches with possible investors.



CONCLUSION

The challenge in this project was that the digital product had to be created from scratch while the hardware product it was based on was still in a developing stage, which meant working with lots of variables. The start-up gained a lot of interest from national and international stakeholders, so fast-paced working was key. I really enjoyed working with a young, dedicated team.

“

“Working with Chris has helped us to bring our product to the next level. As a hardware start-up, we knew we wanted the product and the brand to be fun, but still trustworthy.

Chris understood our vision and gave the product the face we were looking for.”

Dilan Aytac



AVESU REBRANDING

Client Name

AVESU VEGAN SHOES

Project Solutions

REBRANDING

Tools

WORKSHOP BRAND VALUES

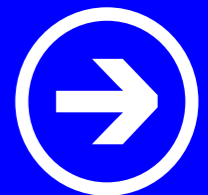
MARKET RESEARCH

ADOBE INDESIGN

ADOBE ILLUSTRATOR

BRIEF

AVESU VEGAN SHOES is the world's largest multi-brand retailer for vegan and ethically produced footwear. In 2014, my role was to redesign the brand's visual identity, print media and the online store.



AVESU REBRANDING

PROJECT OUTLINE

The goal was to give the brand a new look that speaks to the potential customer and communicates modern ethical consumerism. The brand had a logo, but no further design guidelines and needed a complete overhaul. Requirement were a new logo, typography and colors, imagery and a new concept for the online store as well as the three physical stores. I started by hosting a workshop for the CEO's to outline and reassess the brand values, USPs and market goals.



KEY REQUIREMENTS

Definition of brand identity and key values, development of corresponding brand design including logo and imagery, brand language, typography and marketing strategy

STRATEGY

Market and competition analysis, customer personas, brand building, defining brand values and visual culture of target group

TEAM MEMBERS

Art Direction: Chris Raeuber
Copy Writing: Chris Raeuber, Rose Newell, Jan-Christian Göttsche
Strategy: Chris Raeuber

COMPANY NUMBERS (2015)

Product Range
~1,500 ethical fashion items by 40 brands

Orders Volume Online Store
~200 per week | up to 1.000 per month

Physical Stores
3



DISCOVERY

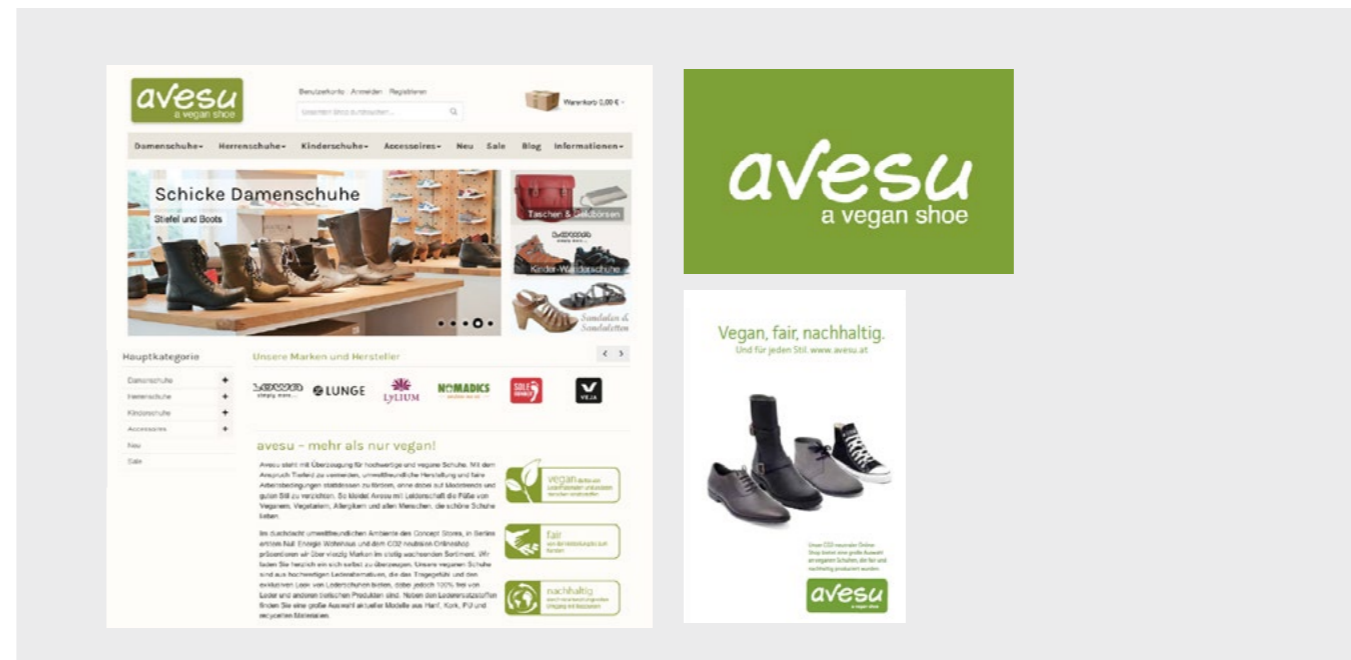
1 / The first step was to fully understand the brand's product, USPs and unique challenges. My research showed that the market was quickly growing, and commercial retailers were starting to show interest in the vegan and ethical niche.

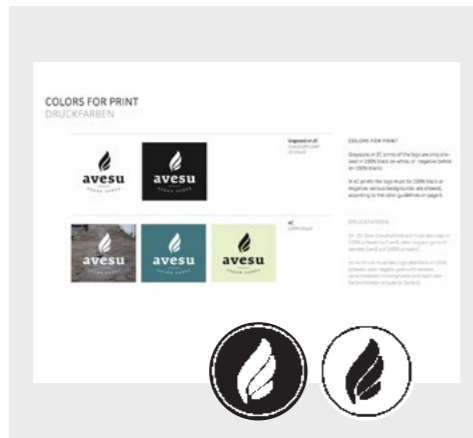
When the company was founded in 2010, veganism and ethical fashion were barely visible in any industry, and existing products were marketed towards an outdated customer cliché. My research showed that by 2014 the potential customers were mainly young, well-educated adults ages 21 to 35 with sufficient income. Over 80 % of them women, interested in fashion, trends and a health lifestyle.

However, the existing brand identity showed little to less communication with that target group. With muted colors, unstructured design and little focus on trendy products, the brand catered only towards the one type of customer persona, and not the growing potential customer base.

SOLUTION

The brand design had to be young, fashion-focused and fitting to upscale products.





PROCESS

2 / Since the company had limited means for fashion photoshoots and worked mainly with third party content, I created a design that works with a minimum of imagery and editorial photos, and instead uses typography and white space to put the focus on few selected items. In print ads or flyers, the idea of ethical consumerism is communicated with slogans and plain typography.

The logo incorporates a closeness to nature with the leaf/wing symbol that can be used separately on merchandise and print products. The logo's centric layout and the bold serif font reference vintage sign-painter and store front signs and communicate craftsmanship, tradition and tailor-made products, fitting to the brand's often handmade shoes by small, independent brands.

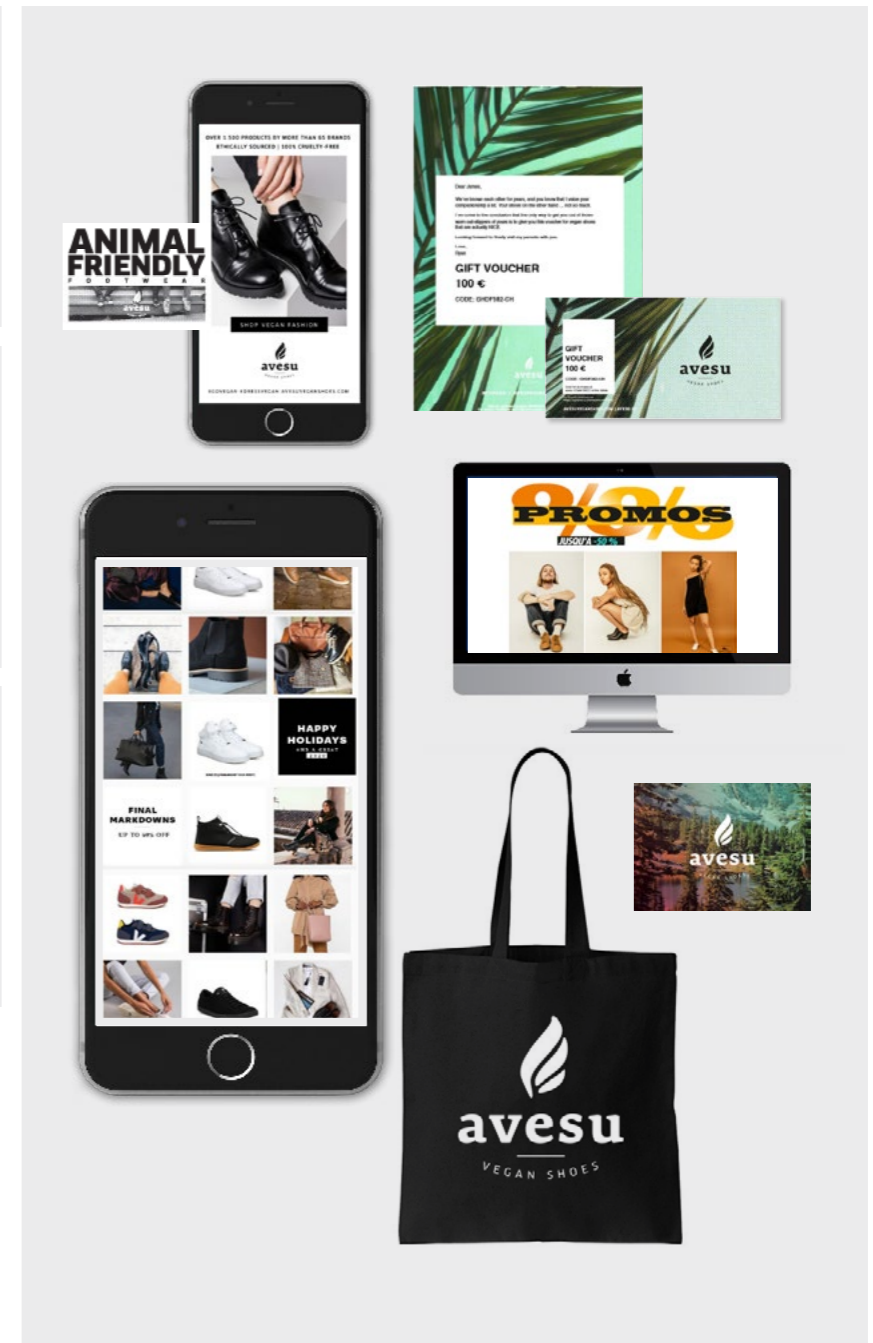
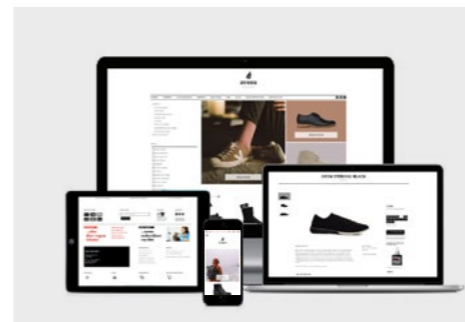
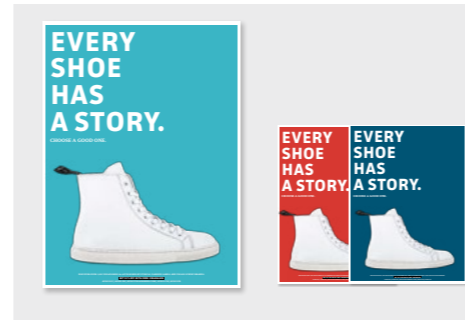
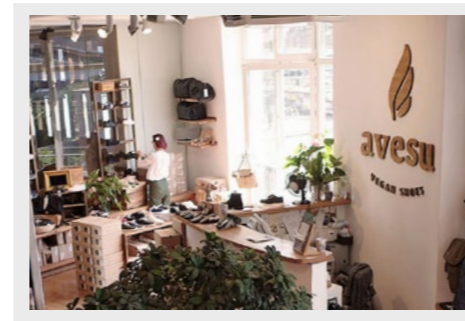
I outlined visual language, typography, colors and imagery. Subsequently I created guidelines for the brand language.

PROCESS

3 / The design was incorporated in the physical stores with a wooden logo, merchandise, stickers, postcards, printed shopping bags and flyers, and applied to all visual aspects of the logistic and shipping process.

I redesigned the online store including new layouts for all pages, typography and imagery, main navigation and filter navigation, and created a new user-friendly site structure. I developed a newsletter layout, created facebook pages in different languages and an instagram account and outlined the corresponding social media strategy. In the following years I launched 4 more online stores in two other languages for the brand.

Further work for the brand included: various print ads and slogans, merchandise, photoshoot collaborations, exhibition stalls, visual merchandising, ongoing editorial work, a private label sock designs, presentations for investors, social responsibility guidelines, an extensive brand questionnaire based on research and ILO guidelines, press-kits, and much more.

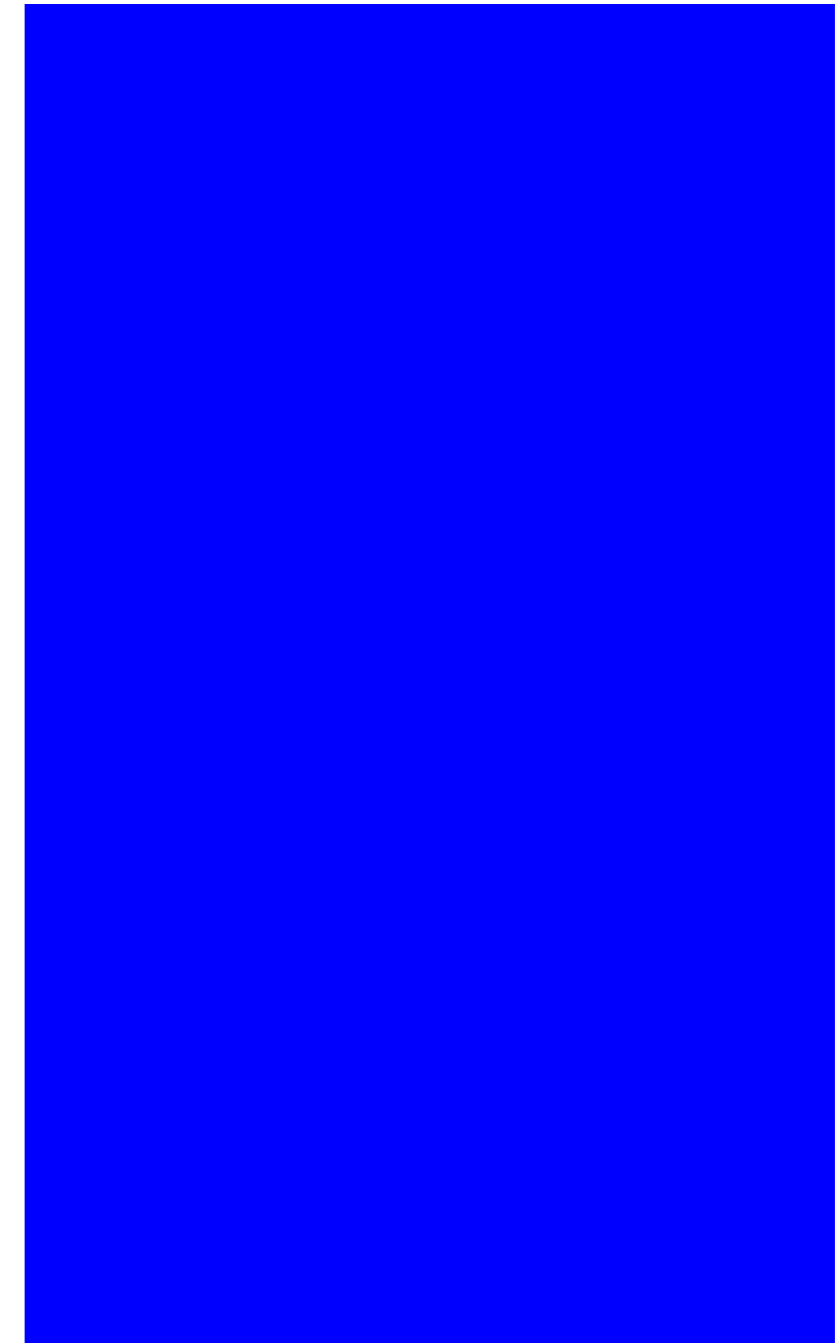


CONCLUSION

The challenge of this project was that the brand had to be almost completely reinvented. Even though it already existed for four years, there was no clear outline of the brand identity or brand design, nor was there a marketing strategy. The company had won its local regular customers in Berlin and its Facebook followers solely due to its niche product and with basically no marketing effort, so there was no content or material available to expand the customer base and stay on top of the fast growing market. In addition, the online shop was outdated and the physical stores lacked an inviting atmosphere.

This led me take on a whole range of additional responsibilities in an effort to lay the groundwork for a solid brand identity, while simultaneously updating existing aspects and creating long-needed ones, for a more appealing product for the target group. While being very challenging, it was a great experience to work so closely on almost every aspect of a business and build a brand from the ground up.

After the relaunch, the brand gained more interest from national and international partners and investors, and started recording constantly increasing sale numbers.



EDITORIAL

Clients

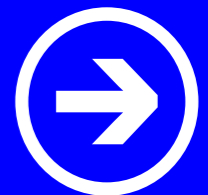
MAKE SOME NOISE //
GEGENFEUER
VOLKSHOCHSCHULE
MITTE // KURSIV
BMZ // GIZ // FMLH
PETROLETTES

MEDIA

BROCHURE
COURSE CATALOGUE
MAGAZINE

RESPONSIBILITIES

CONCEPT
LAYOUT & DESIGN
SETTING
ILLUSTRATION
PHOTOGRAPHY



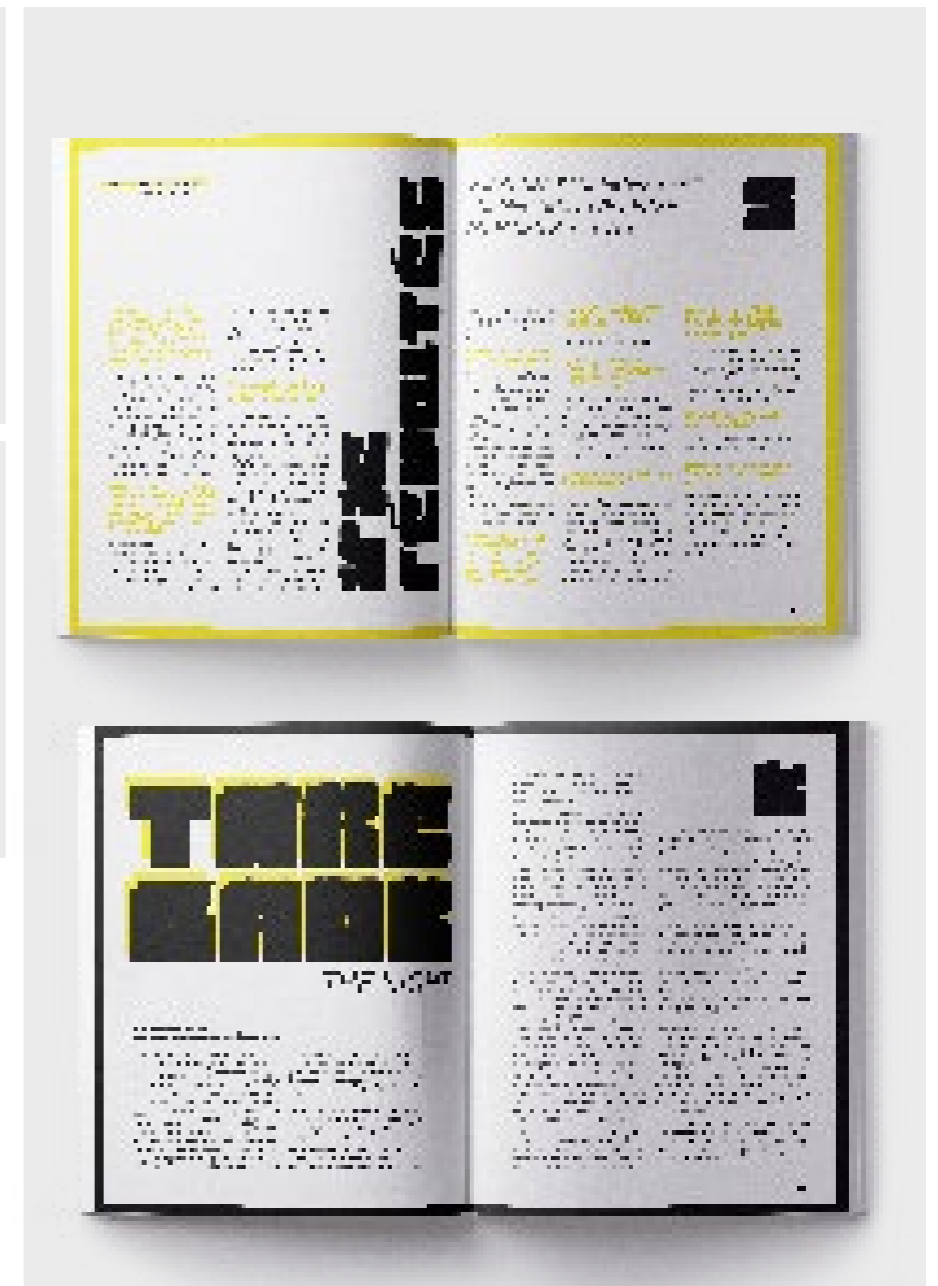
MAKE SOME NOISE

BACKGROUND

The initiative MAKE SOME NOISE was founded to raise awareness to misogynist and homophobic culture in hip-hop and reggae music. The 24-page campaign brochure featured background information and artist interviews.

SOLUTIONS

The two-colour design embraces the restriction of not being able to use photography with bold typography and flashes of colors to highlight quotes and relevant rap lyrics.



Tools

ADOBE INDESIGN
PHOTO COPIER

Media

INFO BROCHURE
24 PAGES

Responsibilities

VISUAL CONCEPT, DESIGN
LAYOUT & SETTING

ERNÄHRUNG SICHERN, ZUKUNFT ERNTEN.

BACKGROUND

The brochure “Ernährung sichern, Zukunft ernten“ (“Ensure alimention, harvest the future”) is to offer insight into the challenges of sustainable economic development. Topics covered are resource conservation, education and sustainable development of rural areas in the face of globalization.

SOLUTIONS

The visual concept is tailored towards different information purposes. Full page photographs offer an emotional approach, while different text formats and quotes highlight key information. More than 40 graphs offer deeper insight into complex issues like soil degradation or land-grabbing.



Client

FLMH | LABOR FÜR POLITIK UND
KOMMUNIKATION
GERMAN SOCIETY FOR
INTERNATIONAL COOPERATION
(GIZ)
MINISTRY FOR ECONOMIC
COOPERATION AND
DEVELOPMENT (BMZ)

Responsibilities

TYPOGRAPHY
SETTING

Media

INFO BROCHURE



PETROLETTES MAG VOL. 1

BACKGROUND

PETROLETTES is a motorcycle festival for women. The idea for the project was to portrait the diversity of the event and to inspire women as well as possible sponsors.

SOLUTIONS

The design focuses on portrait photography and quotes in bold typefaces, that create, alongside with editorial copy, a thread throughout the different photographer's styles.

Client

PETROLETTES UG

Media

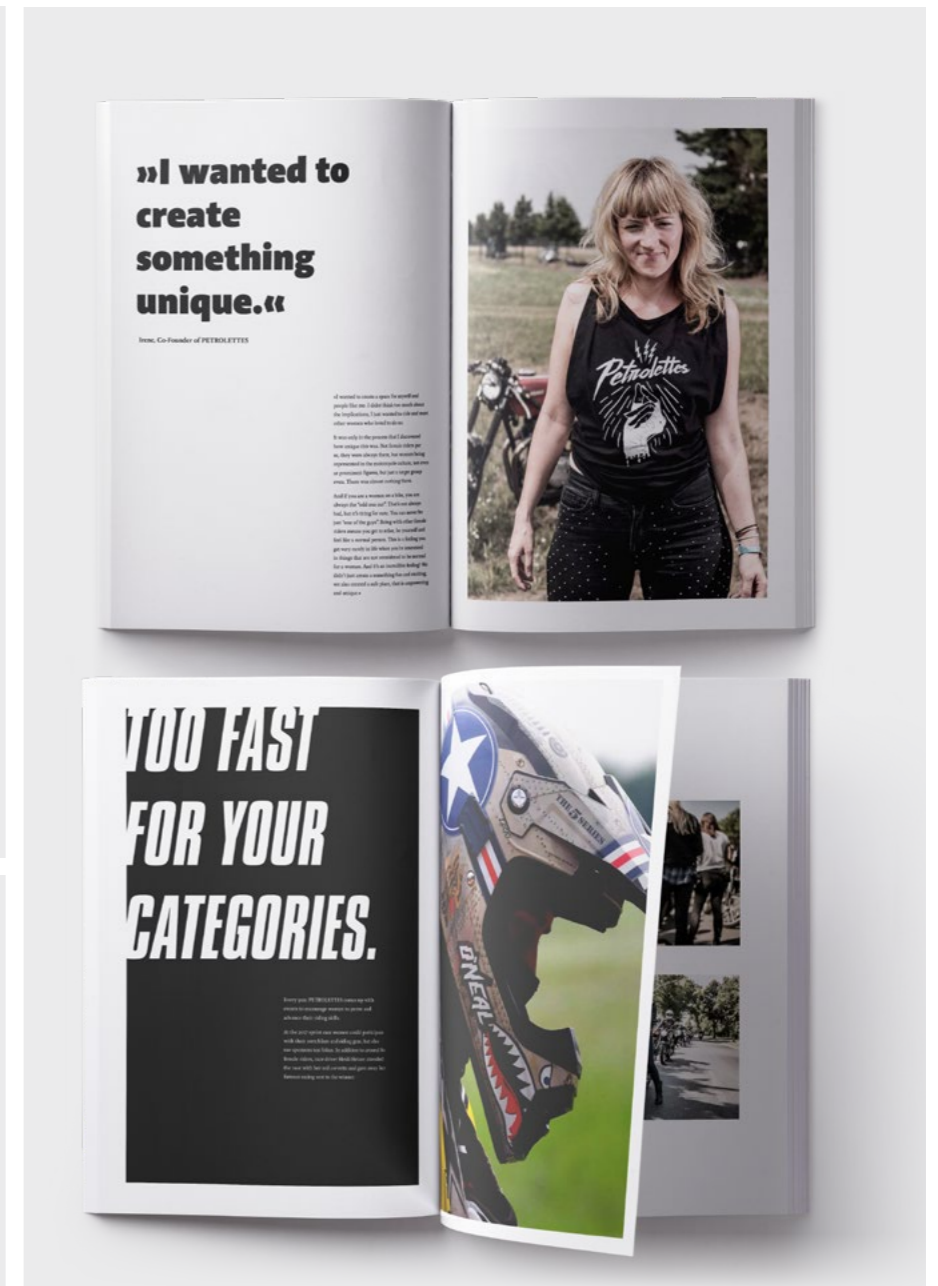
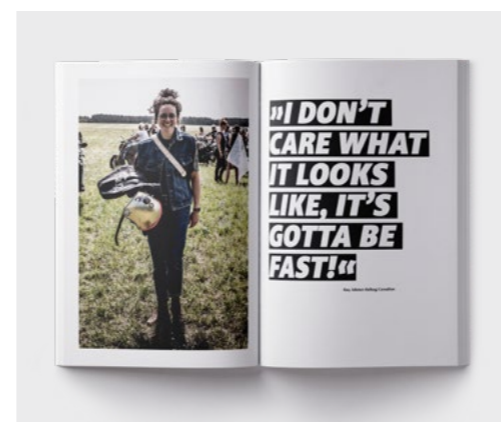
MAGAZINE, 60
PAGES

Tools

ADOBE INDESIGN
ADOBE PHOTOSHOP

Responsibilities

DESIGN & LAYOUT, SETTING
EDITORIAL TEXT,
PHOTOGRAPHY



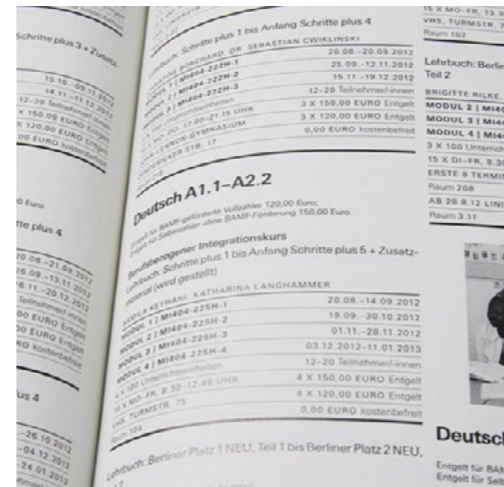
PROGRAM CATALOGUE VHS

BACKGROUND

The Volkshochschule Mitte offers a wide range of courses throughout the semester, ranging from foreign languages over sports to crafts. The course catalog had to structure the range of courses on 360 pages.

SOLUTIONS

kursiv created an intricate typographic system that tightly packed all the different information per course in a compact format, such as course level and modules, schedule, room numbers, different hours per weekday and much more.



Client

KURSIV
VOLKSHOCHSCHULE BERLIN
MITTE

Responsibilities

SETTING, PROOF READING

Media

COURSE CATALOGUE, 320 PAGES



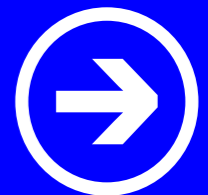
CAMPAIGNS

Clients

SENAT FOR LABOR, INTEGRATION AND
WOMEN // KURSIV KOMMUNIKATIONSDESIGN
AVESU VEGAN SHOES

Responsibilities

CONCEPT & BUDGET
ART DIRECTION
WEB AND PRINT DESIGN
COPY WRITING



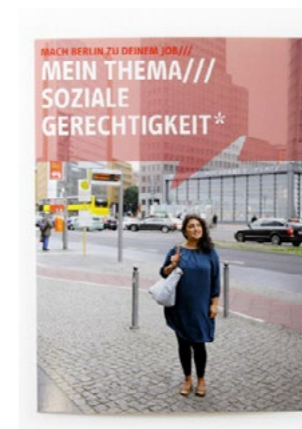
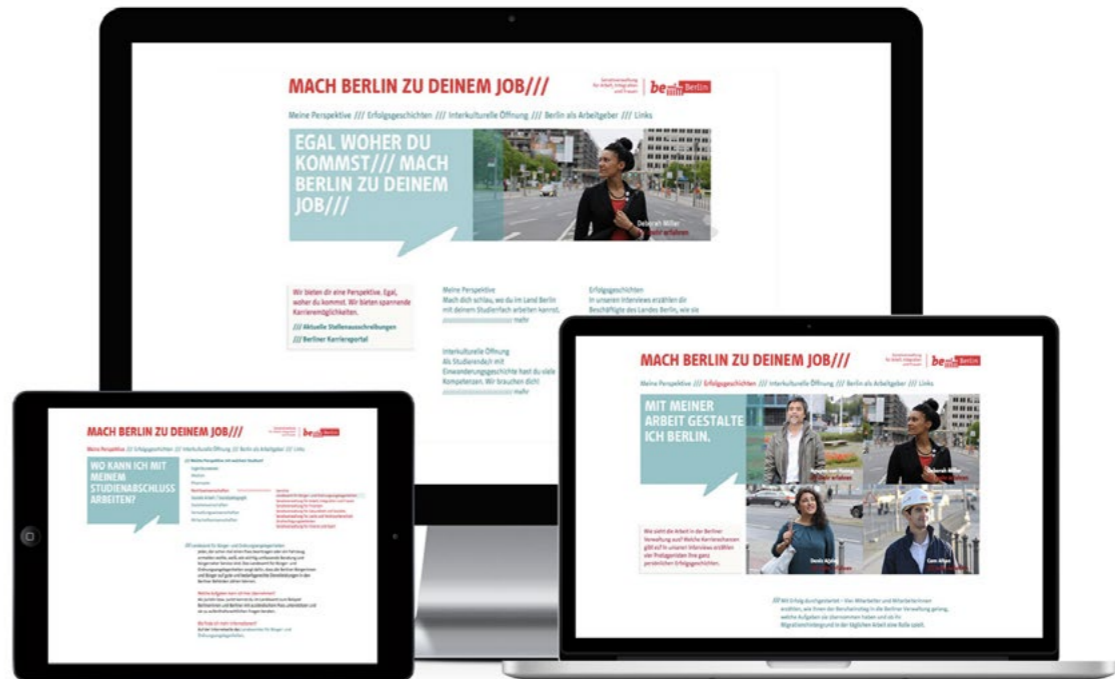
MACH BERLIN ZU DEINEM JOB!

ABOUT

The campaign “Mach Berlin zu deinem Job” [“Make Berlin your job”] was developed to foster cultural diversity in the Berliner administration.

The campaign was focused on testimonials, and was designed within the CD of the City of Berlin, adapting its design elements with fresh colors and emotional portrait photography towards a more youthful and energetic look for the campaign.

Posters and flyers at university, social media ads and an informational website were to grab graduate students interest for jobs at the city administration.



Client

KURSIV KOMMUNIKATIONSDESIGN
SENAT FOR LABOR, INTEGRATION
AND WOMEN

Responsibilities

GRAPHIC DESIGN, WEB DESIGN

Team

ART DIRECTION: KURSIV
GRAPHIC DESIGN, WEB DESIGN:
CHRIS RAEUBER
PHOTOGRAPHY: BARBARA DIETL
DEVELOPER: MIREN MIRKELBACH

Media

WEBSITE, FLYER, INFO
BROCHURE, POSTER SERIES

IT'S OK NOT TO WEAR LEATHER.

Client

AVESU VEGAN SHOES

Responsibilities

DESIGN

CONCEPT & SLOGAN

Media

STICKER, MERCHANDISE

DIGITAL BANNERS

The slogan is a reference to the “It's ok not to drink”-slogan popular the 80s straight-edge youth culture, that rejected the use of drugs and that was one of the first to also adapt a vegan lifestyle. It focuses on personal choice, rather than judgement of others.

Like the slogan the design references punk and hardcore subculture and draws its strength from the contradiction of the seemingly modest and undogmatic statement and a bold typography in high-contrast colors, visually suggesting a “DO NOT” statement. This makes the viewer trip and make them take a closer look. The design also incorporates the brand's idea to not point fingers, but embrace their personal choice.



ET TES POMPES, ALORS?

Client

AVESU VEGAN SHOES

Responsibilites

DESIGN

CONCEPT & SLOGAN

Media

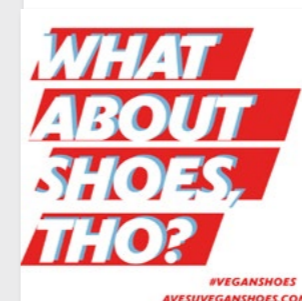
STICKER, MERCHANDISE

DIGITAL BANNERS

The campaign was created for promoting the vegan footwear store at a vegan trade show and later online. When thinking of veganism, most people, vegans included, think first about food, looking at clothes and every-day products is usually only the second step.

Since marketing the vegan aspect of a product at a vegan trade show seemed repetitive and less innovative the slogan focuses on that second step. “Et tes pompes alors?” – or in its English version “What about your shoes, tho?” – surprises with the suggestion of vegan shoes by casually asking the reader to consider this aspect of their new vegan lifestyle, too.

The design was used in a guerrilla style marketing operation at the trade show and in an accompanying online campaign.



→ VISUAL & TYPOGRAPHY

VISUALS & TYPOGRAPHY

Clients

VARIOUS

Media

DIGITAL

PRINT

ILLUSTRATION



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VISUALS

I've created visuals for online campaigns, online sales and offers, print media, record sleeves, print and social media ads and different kinds of merchandise. I like to focus on bold typography and saturated colors. Communication with the target group and their visual culture comes first, I love to focus on bold typography and saturated colors, and referencing different subcultures, urban culture and pop-cultural motifs.

CONTACT
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