

Ben Pauer

Full-
Stack
Designer

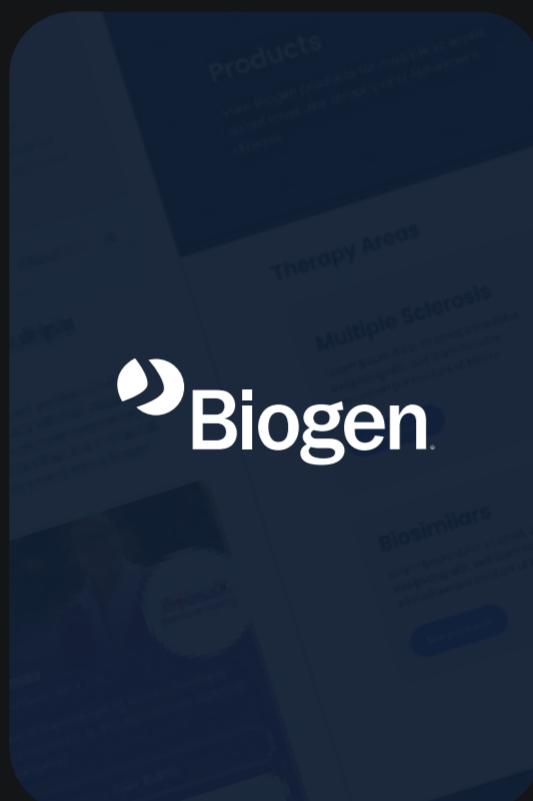
- 02. Profile
- 05. Showcase
- 21. Contact

Freelance — Full-Stack Design

2018 - present, Remote

Freelance Full-Stack Designer covering the entire design process of SaaS products from first concept to final release.

Recent clients & brands I worked for include:



Previously

Jimdo — Full-Stack Designer

2014 - 2018, Hamburg

Iterative data informed development of www.jimdo.com. Creation and maintenance of a UI Library. Creation of responsive templates for the website builder. Test-driven conversion optimization.

Freelance — Web Designer (Part-Time)

2007 - 2014, Hanover/Bremen/Remote

Education

University of the Arts — Digital Media

2009- 2014, Bremen

In addition to my studies, I helped to organize workshops and symposia for the University of the Arts and was a TA for design principles and web design (HTML & CSS).

Projects

Cssclasses Hamburg — Volunteer Coach

2016 - 2020, Hamburg

Community organized CSS workshops from the people behind CSSconf EU and Open Tech School. www.cssclass.es

Skills

Product Design

UX / UI Design

Design Systems

Accessibility (a11y)

Agile Development

Interaction Design

User Flows / Journey Mapping

Wireframing

Prototyping

High Fidelity Design

Responsive Design

Usability Testing

Page Performance

A/B Testing

Documentation

Creative Direction

Cross-Functional Collaboration

Roadmapping

Mentoring

Languages

German – native

English – fluent

Software

Figma, Sketch, Adobe XD

Jira, Wrike, Trello

Notion, Confluence

Miro, Figjam

GitHub, GitLab, Bitbucket

Browserstack

VS Code

iTerm

Google Analytics

Chrome DevTools / axe DevTools

Lighthouse

Code

HTML & CSS

SASS / SCSS

JSON / YAML



I thoroughly enjoy building great digital products, but I also need a (literal) breath of fresh air once in a while. Traveling, hiking, and photography are some of the things I enjoy doing to keep a balance.

Biogen

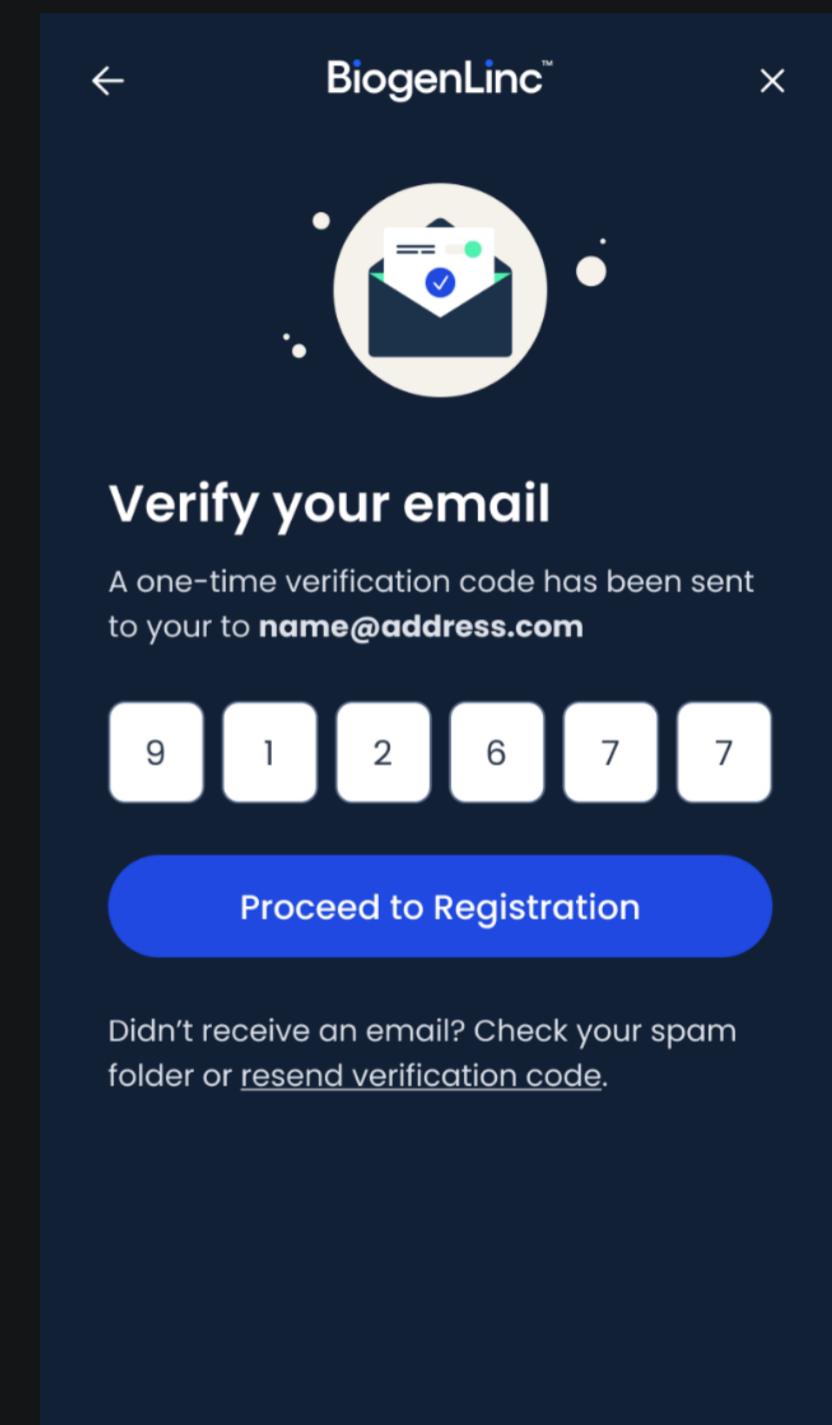
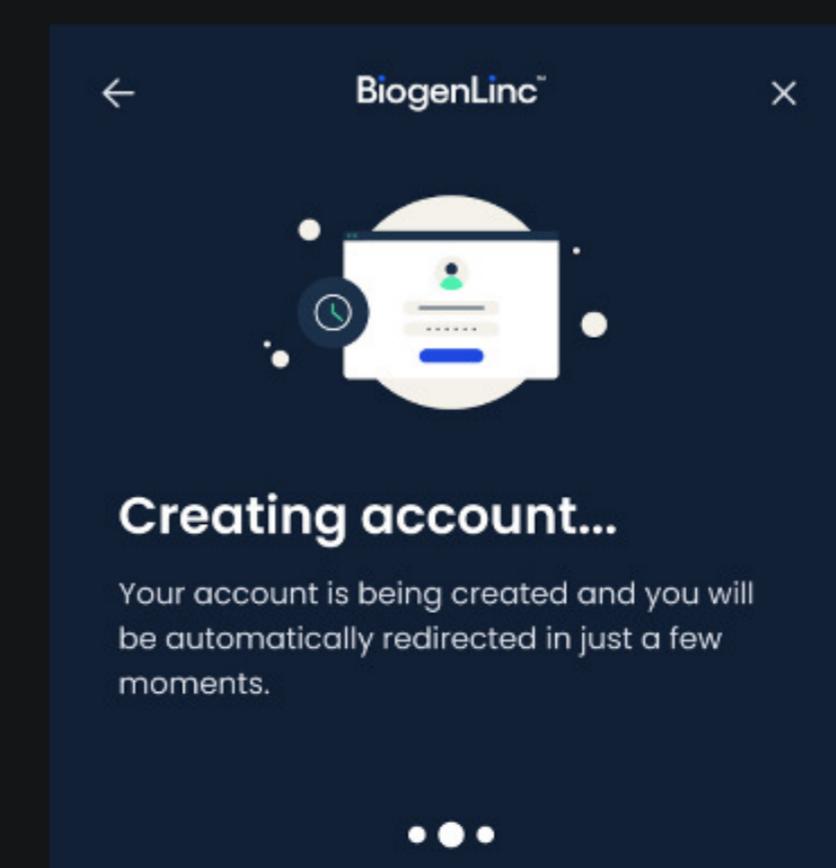
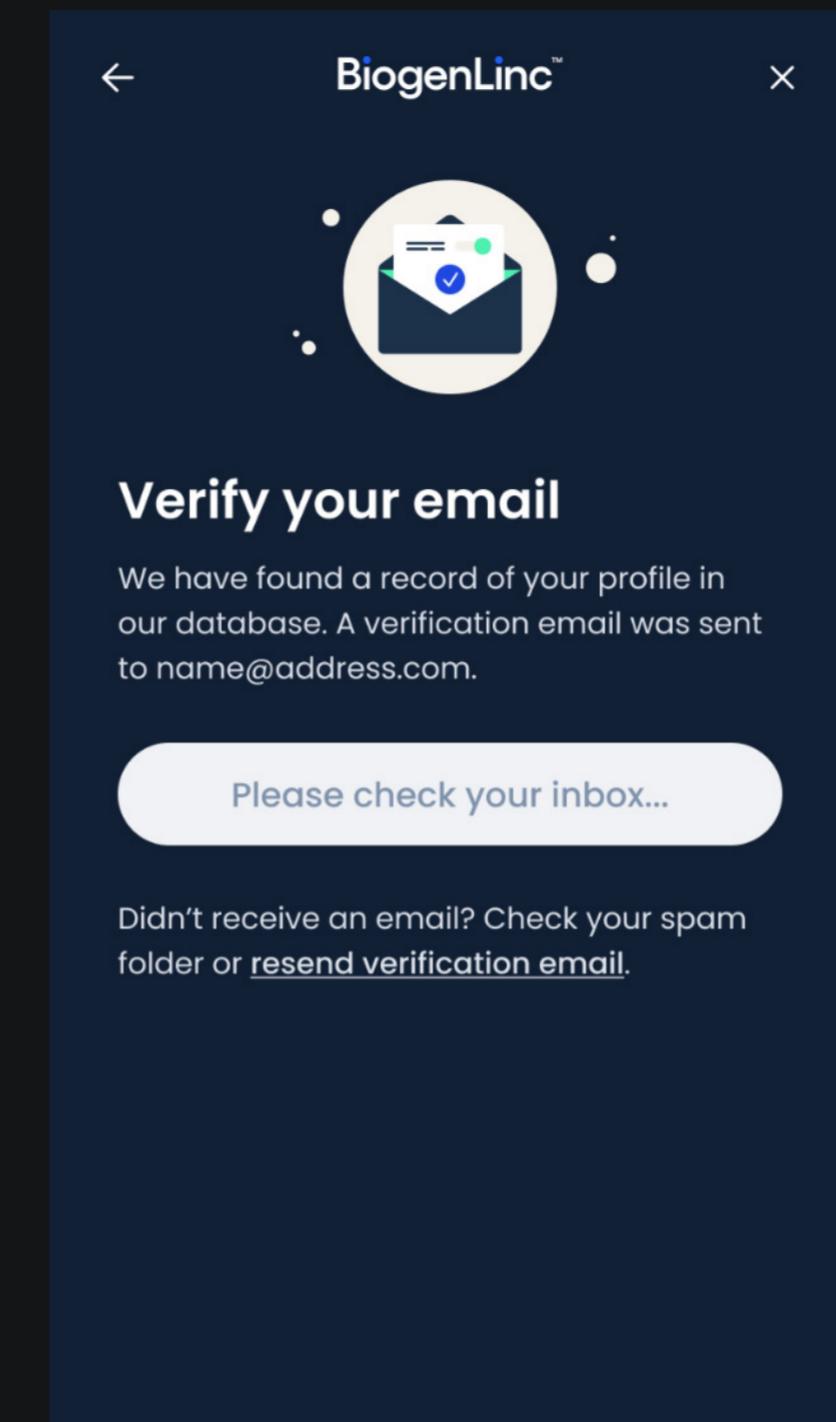
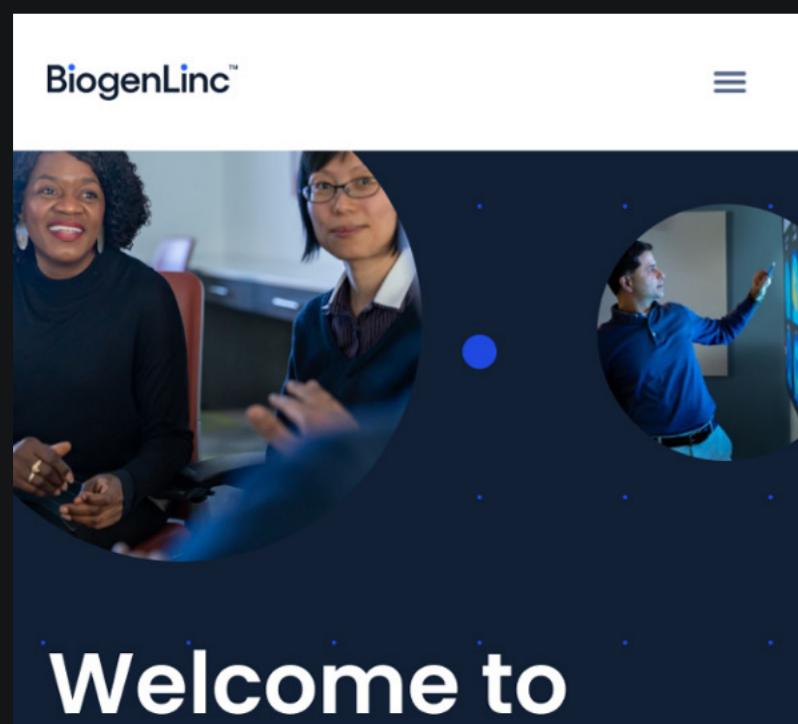
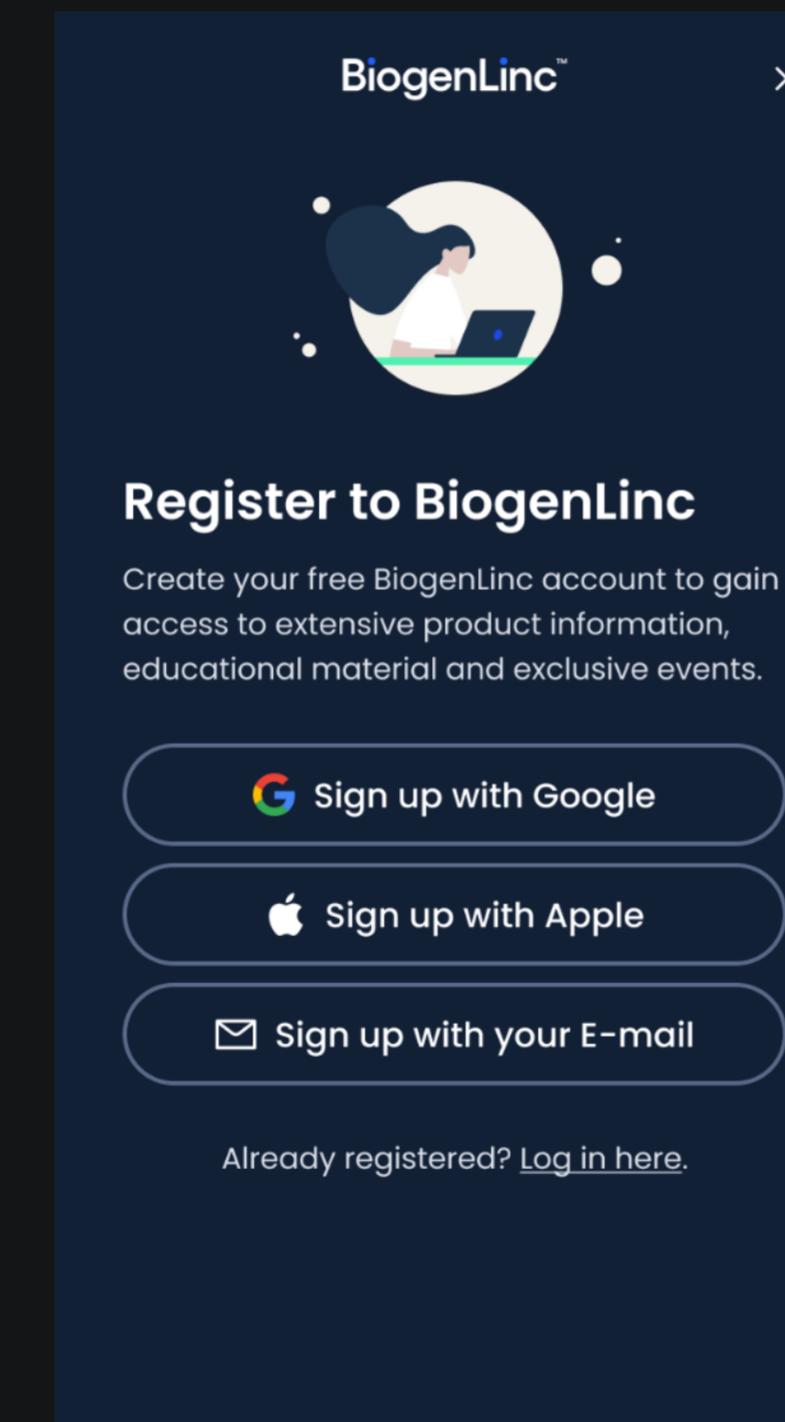
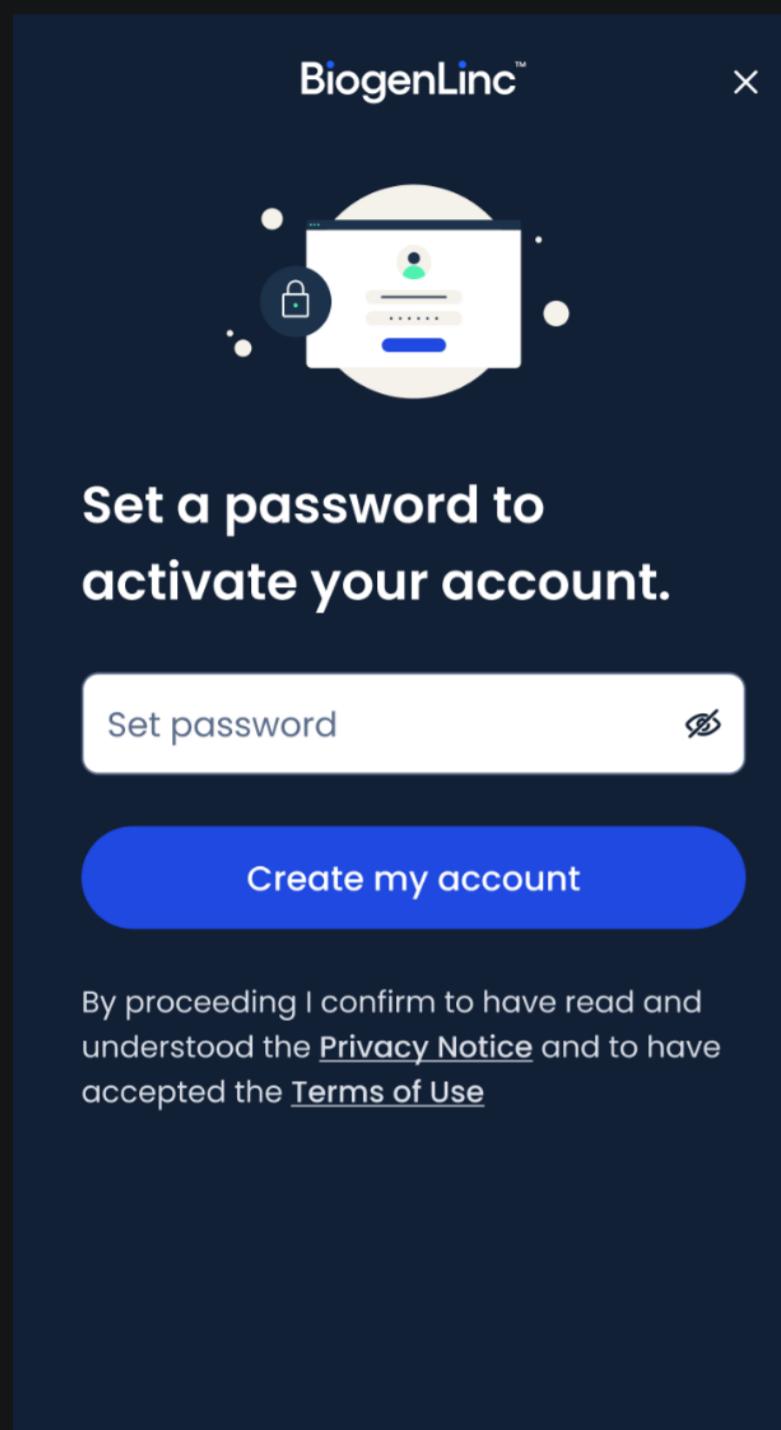
Pharma, Education

BiogenLinc is Biogen's online platform for healthcare professionals, offering product information, medical education material and events.

I joined BiogenLinc just after its initial launch and worked on the project for almost 1.5 years, covering the whole product design spectrum. I helped to define and align the platform design, build and maintain a design system, and worked on new features across all areas of the product. Later in the project, I also helped to hire and mentor new team members, as well as take over planning and cross-team communication responsibilities.

www.biogenlinc.com





Component: landing-intro/level

Component: landing-intro/level2

Component: brand-intro/unbranded

Component: brand-intro/branded

Component: text-intro/unbranded

[Overview](#)

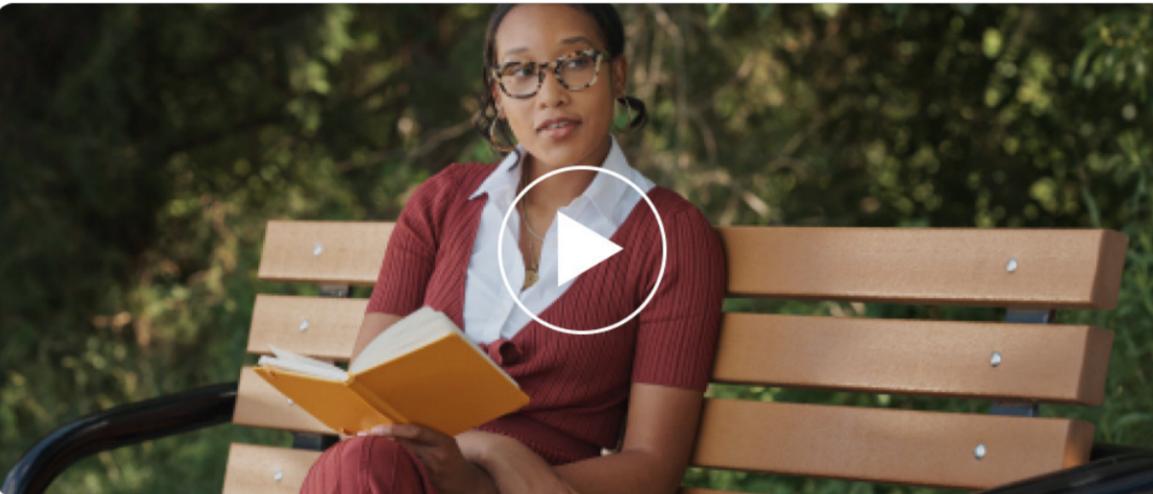
[Pipeline](#)

[Clinical Trials](#)

[Patient Services](#)

Multiple Sclerosis

Biogen has pioneered the development of multiple sclerosis (MS) treatments for more than 25 years. We continue to innovate to advance MS treatment and improve outcomes for patients. Our research is focused on potentially transformative therapies, including the potential repair of the damage caused by MS. Our ongoing research into neurodegeneration and nerve repair will help pioneer new therapeutic solutions that may bring us closer to a cure for MS.



BiogenLinc™

[Home](#) [Products](#) [Education](#) [Therapy Areas](#) [Events](#)

Products

View Biogen products for multiple sclerosis, spinal muscular atrophy and Alzheimer's disease



Therapy Areas

Multiple Sclerosis

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore.

[See products](#)



Spinal Muscular Atrophy

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[See products](#)



Global (English) [Change](#)

BiogenLinc

[ADvance](#)

[Events](#)

Contact

[Contact](#)

Information

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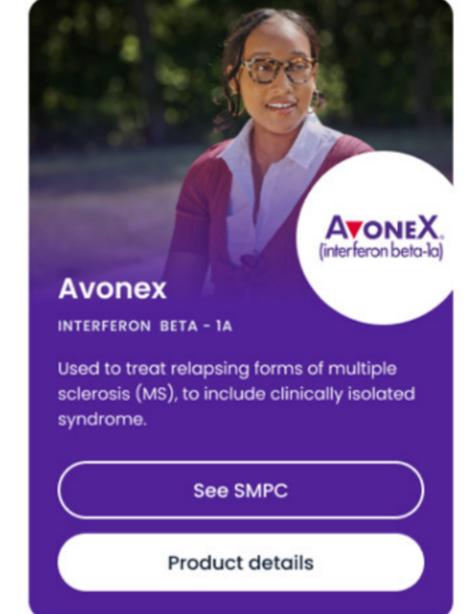
This website is organised and funded by Biogen. This site is exclusively intended for healthcare professionals residing in Europe & Canada, excluding United Kingdom & Ireland. Biogen International GmbH Neuhoefstrasse 30, 6340 Baar - Switzerland. Biogen-122552 | Date of prep: December 2021

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[Show all](#) [Multiple Sclerosis](#) [Spinal Muscular Atrophy](#) [Biosimilars](#)

Products for Multiple Sclerosis

[View MS-Portfolio](#)



Avonex
INTERFERON BETA - 1A

Used to treat relapsing forms of multiple sclerosis (MS), to include clinically isolated syndrome.

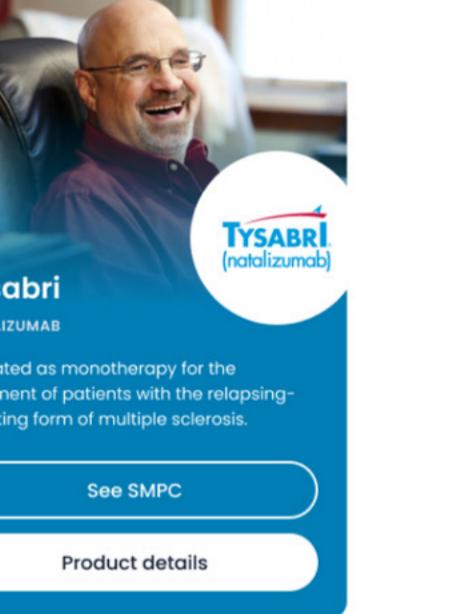
[See SMPC](#) [Product details](#)



Fampyra
FAMPRIDIN

Used to improve walking ability in adults with multiple sclerosis (MS) who have a walking disability.

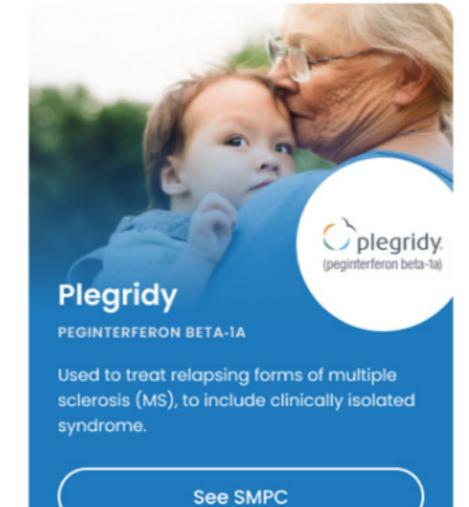
[See SMPC](#) [Product details](#)



Tysabri
NATALIZUMAB

Indicated as monotherapy for the treatment of patients with the relapsing-remitting form of multiple sclerosis.

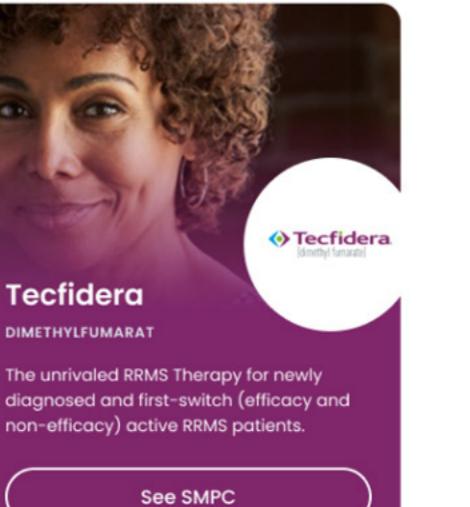
[See SMPC](#) [Product details](#)



Plegridy
PEGINTERFERON BETA-1A

Used to treat relapsing forms of multiple sclerosis (MS), to include clinically isolated syndrome.

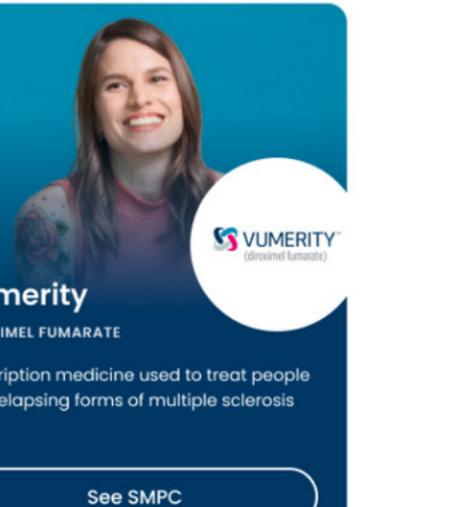
[See SMPC](#)



Tecfidera
DIMETHYLFUMARATE

The unrivaled RRMS Therapy for newly diagnosed and first-switch (efficacy and non-efficacy) active RRMS patients.

[See SMPC](#)



Vumerity
DIROXIMEL FUMARATE

Prescription medicine used to treat people with relapsing forms of multiple sclerosis (MS)

[See SMPC](#)

PART 2 Responsive Breakpoint

PART 2 Before-After Visualisation

Before

After

PART 2 Font Sizes & Styles

PART 2 Headline Size Adjustment

1 Size Scale
Create a size scale that makes each progression step feel visually consistent.

2 New Size
New size XXL will be added, to be used exclusively for immersive intros (Homepage, Lounges...).

3 Responsive Behaviour
Add consistency to responsive font scaling, by always progressing one step up or down the size ladder.

3b Exception to 3
Mobile sizes will be capped at 40px/2.5rem. So, the immersive Intro Size (XXL) will be the same as Large Intro (XL) on mobile.

INTRO: IMMERSIVE

Heading (56px / 3.5rem) +8
Heading (48px / 3rem) +8
Heading (40px / 2.5rem) +8
Heading (32px / 2rem) +8
Heading (24px / 1.5rem) +4
Heading (20px / 1.25rem) +4
Heading (16px / 1rem) 0
Heading (14px / 0.875rem) -2
Heading (10px / 0.75rem) -2

INTRO: LARGE

Heading Desktop (48px)
Heading Mobile (40px)

INTRO: REGULAR

Heading Desktop (40px)
Heading Mobile (32px)

SECTION

Heading Desktop (32px)
Heading Mobile (24px)

CONTENT

Heading Desktop (24px)
Heading Mobile (20px)

CONTENT

Heading Desktop (20px)
Heading Mobile (16px)

CONTENT

Heading Desktop (16px)
Heading Mobile (14px)

CONTENT

Heading Desktop (14px)
Heading Mobile (12px)



Jimdo

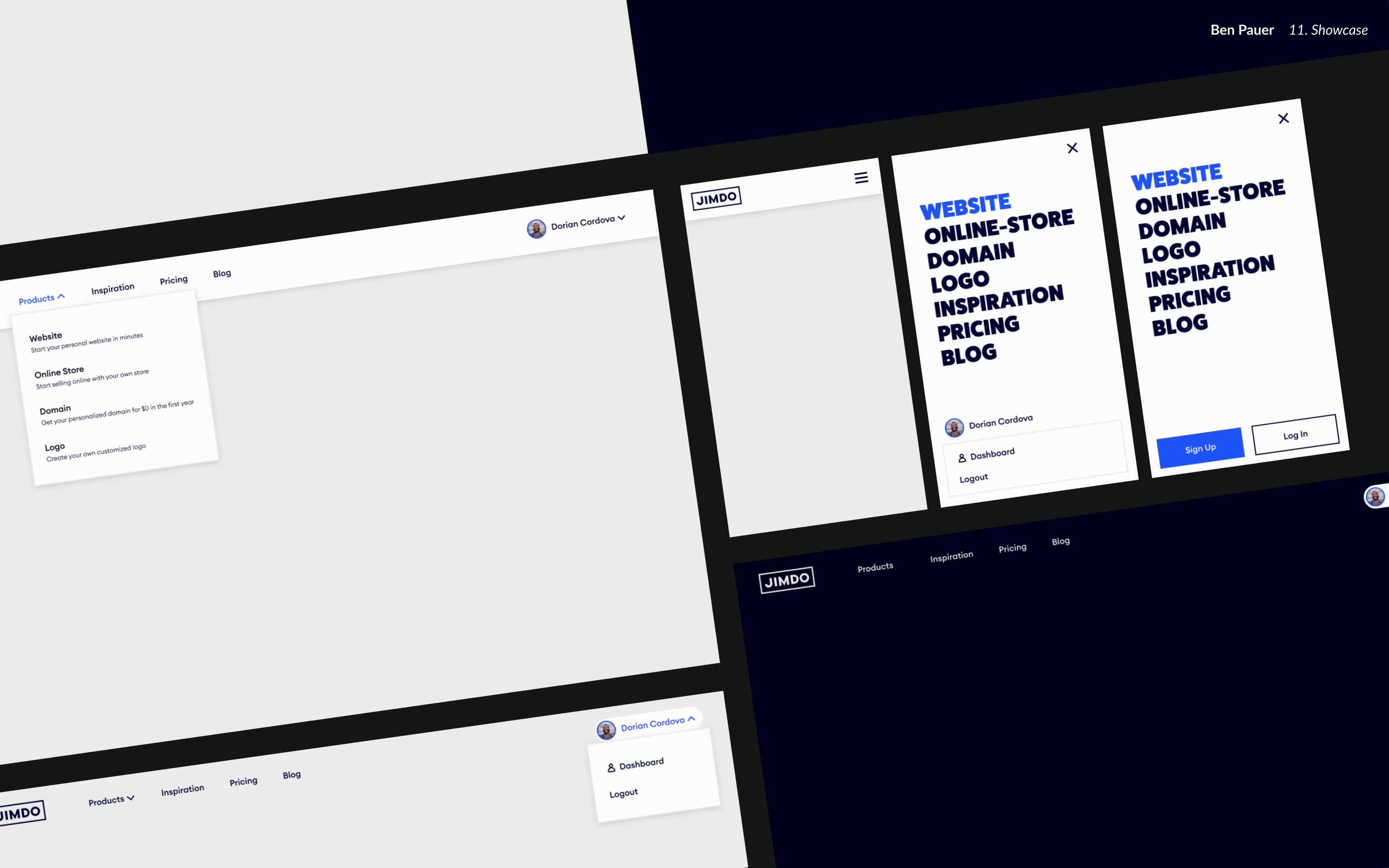
Website Builder

Jimdo is a SaaS website builder with heavy focus on ease-of-use.

I supported various teams within Jimdo on a multitude of projects over the past 9 years, covering product features, design templates, growth hacking and marketing. In the latest project I helped bringing the new brand from design concept into the actual product and iterating on it, based on user tests and performance data. I also created a new Component Library and helped adjusting the design workflow to ensure components are always aligned between design and development teams.

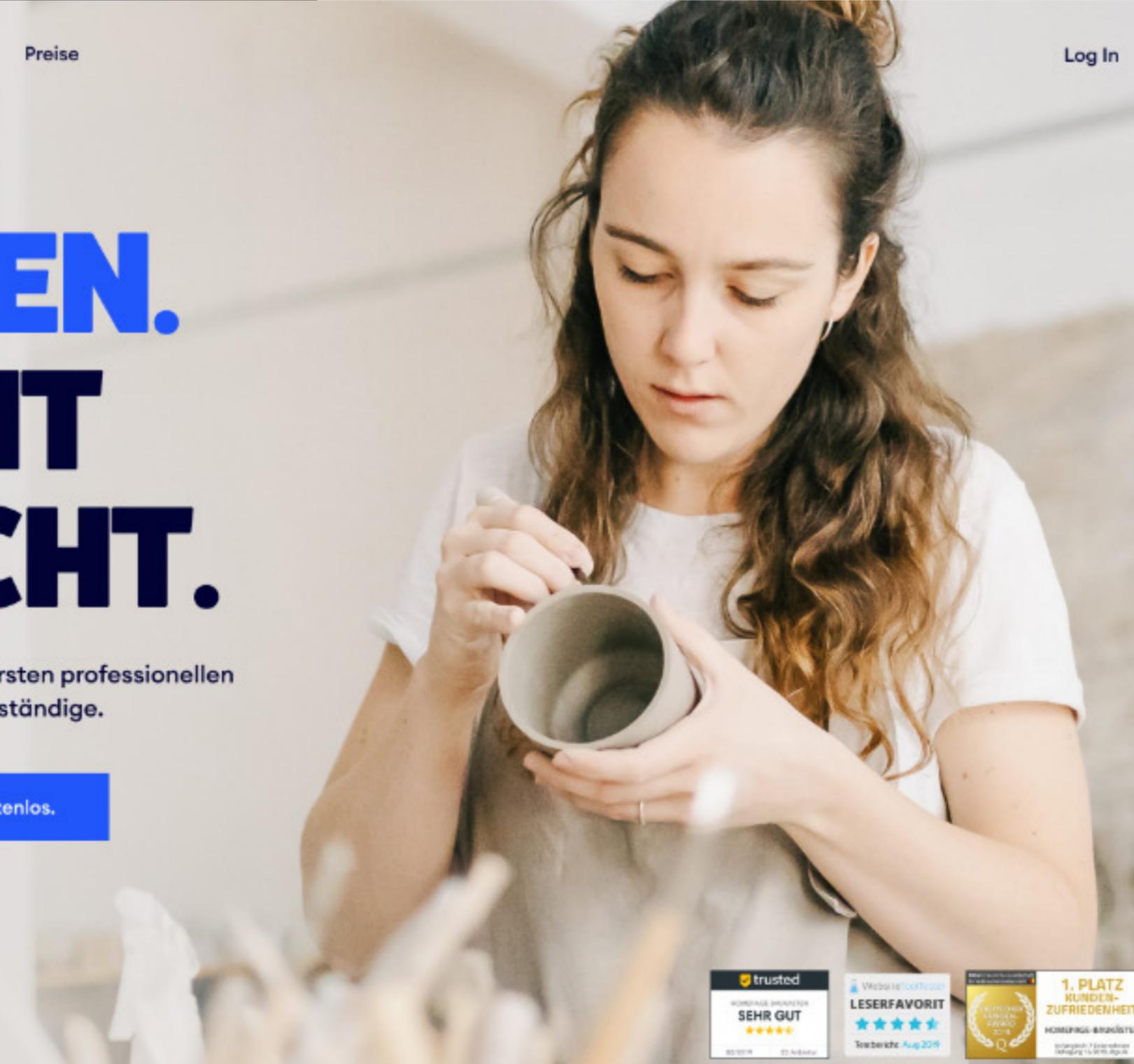
www.jimdo.com





ECHTE ONLINESHOP-BEISPIELE VON ECHTEN KUNDEN.

Einfach schön, schön einfach – selbstgebaute Onlineshops. Und das Beste:
Das kannst du auch.



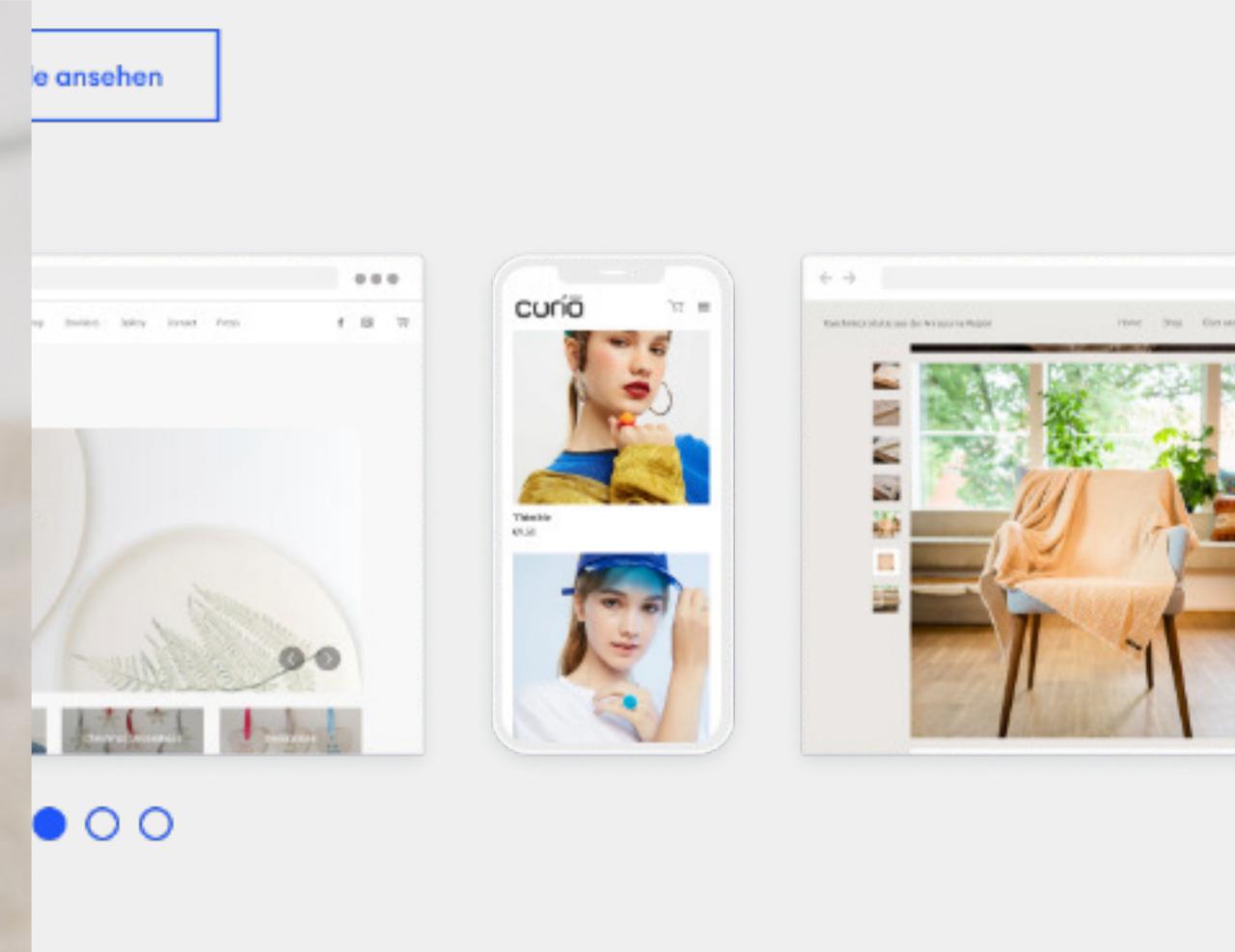
JIMDO Produkte ▾ Beispiele Preise Log In [Meine ansehen](#)

MACHEN. LEICHT GEMACHT.

Mühelos zur eigenen Website. Mit dem ersten professionellen
Websitebaukasten für Selbstständige.

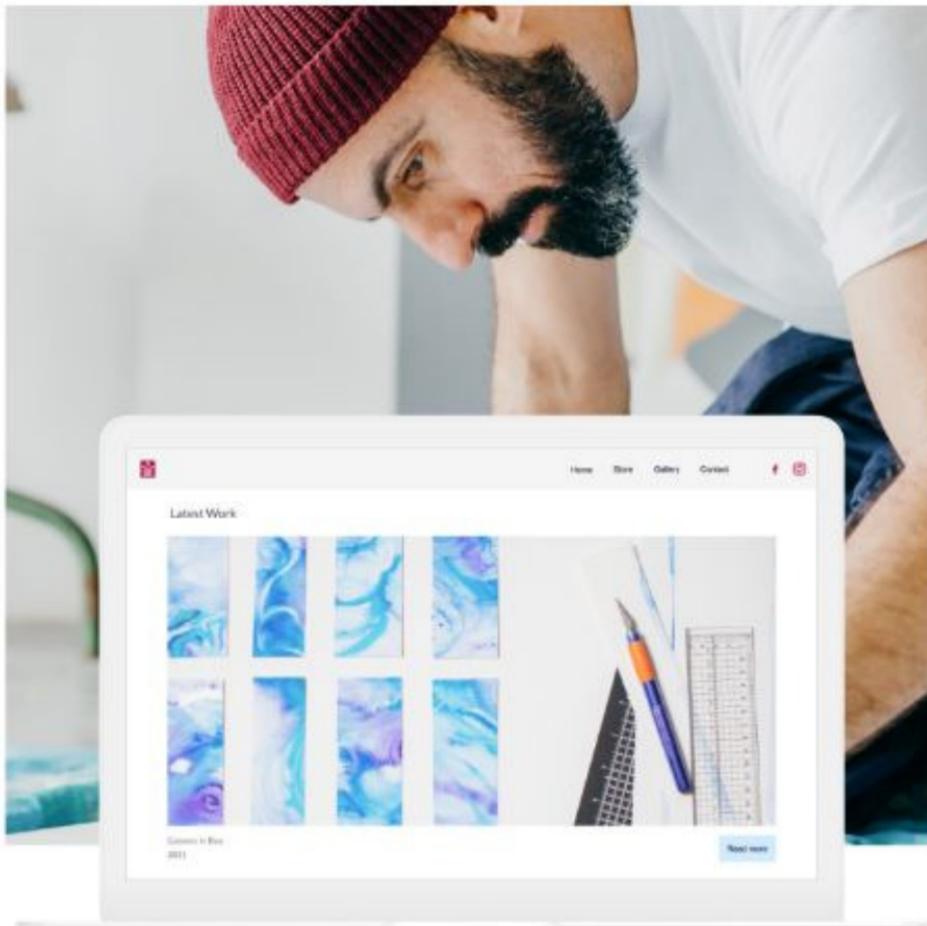
Lass uns einfach loslegen. Kostenlos.

trusted WEBSITE OF THE YEAR LESERFAVORIT INTERNATIONAL AWARDS 1. PLATZ KUNDEN-ZUFRIEDENHEIT



JIMDO

ERSTELLE DEINE WEBSITE. MÜHELOS.



Lass uns einfach loslegen. Kostenlos.

Zur eigenen Website ohne Programmierer oder Designer. Mit dem professionellen Websitebaukasten für Selbstständige.

trusted
HOMEPAGE BAUKASTEN
SEHR GUT
★★★★★
02/2019 25 Anbieter

WebsiteToolTester
LESERFAVORIT
★★★★★
Testbericht: Aug 2019

1. PLATZ KUNDEN-ZUFRIEDENHEIT
DEUTSCHER KUNDEN- AWARD 2019
Im Vergleich 7 Unternehmen Befragung 12/2019, dgvt.de

WEBSITE ERSTELLEN IN 4 EINFACHEN SCHRITTEN.

1. Erstelle ein kostenloses Konto und beantworte ein paar kurze Fragen über deine Website.
2. Lass' deine Unternehmensdaten von Plattformen wie Google und Facebook automatisch ergänzen.
3. Wähle ein Design. Verwende deine eigenen Fotos und Texte oder nutze unsere Mediendatenbanken.
4. Veröffentliche deine Website. Fertig!

Lass uns einfach loslegen.




RECHTSTEXTE BRAUCHST DU. RECHTSANWALT NICHT.

Mit dem Rechtstextemanager von Jimdo und Trusted Shops sind die Rechtstexte für deine Website immer korrekt und sicher vor Abmahnanwälten. Garantiert.

- Abmahnenschutz von Trusted Shops – keine Angst vor Anwaltskosten.
- DSGVO-konform: Impressum, Widerrufsbelehrung, AGB & Datenschutzerklärung
- Automatische Updates bei Gesetzesänderungen
- Einfache, schnelle Einrichtung für deine Website in 10 Minuten: Du musst nur ein paar Fragen beantworten.

[Rechtstexte-Manager: So geht's.](#) →

TRUSTED SHOPS

Xing

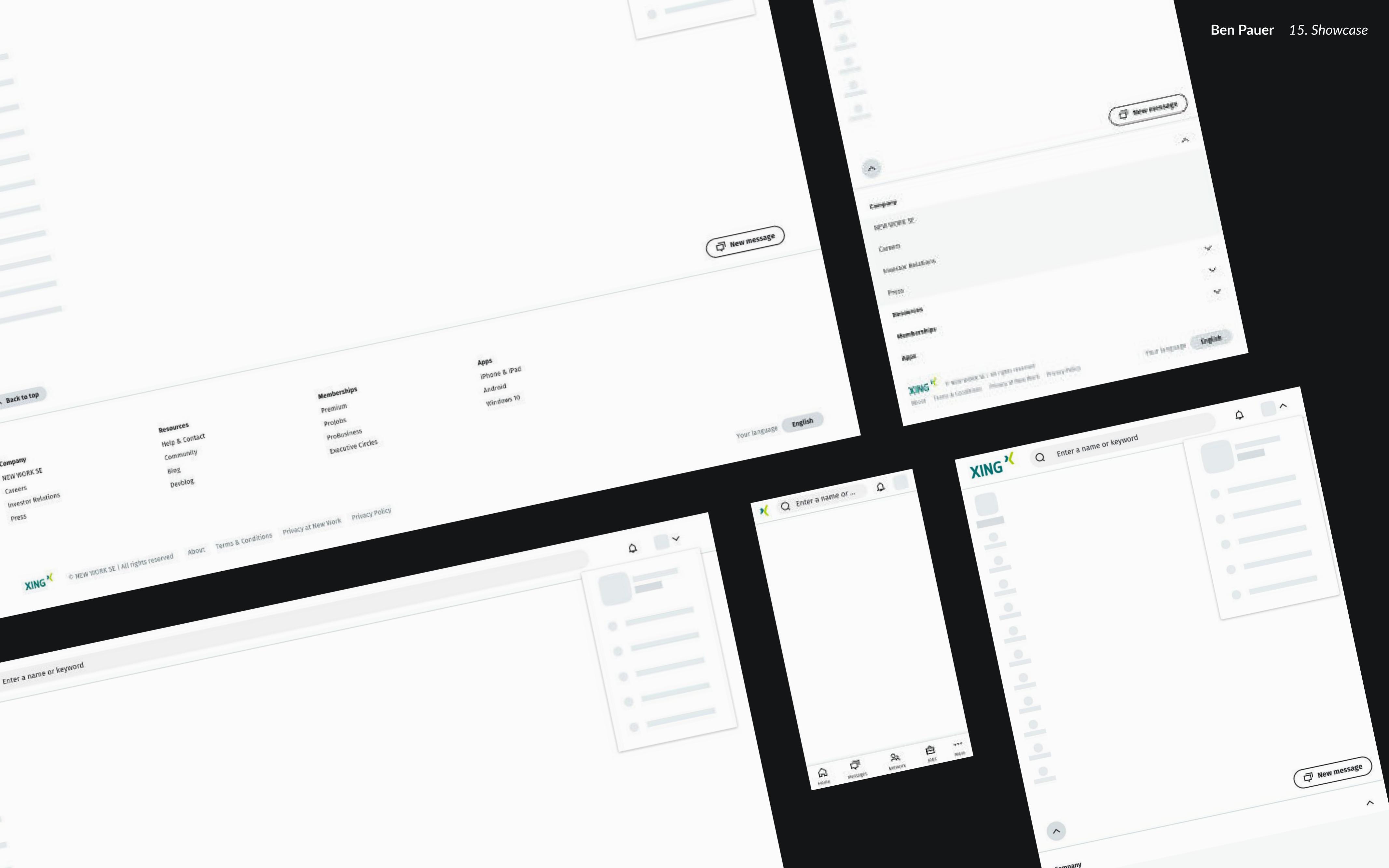
Professional Network, Social Media

XING is a social network for business professionals with more than 20 million registered members.

I supported multiple teams within XING during a major rebranding and reorientation phase for the company, with my main focus being the user interface of their web app - one of the most crucial parts of their platform. I also assisted the teams working on the native mobile apps and created the first version of a new notification center.

www.xing.com





XING Enter a name or keyword

Find that job

that fits your lifestyle

Enter a keyword or job title

Enter a city

Search

Your recent searches:

- Product Manager 23 Jobs
- Account Manager, Los Angeles... 23 Jobs
- Account Manager, Los Angeles... 23 Jobs

Jobs we think you'd like

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

New message

Company

- NEW WORK SE
- Careers
- Investor Relations
- Press
- Resources
- Memberships
- Apps

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Your language English

XING Enter a name or keyword

Find that job

that fits your lifestyle

Enter a keyword or job title

Enter a city

Search

Your recent searches:

- Product Manager 23 Jobs
- Account Manager, Los Angeles... 23 Jobs
- Account Manager, Los Angeles... 23 Jobs

Jobs we think you'd like

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

Product Manager Marketing Solutions (m/f/x)
XING Marketing Solutions GmbH Hamburg
★★★★★
Posted 2 days ago
44% match

New message

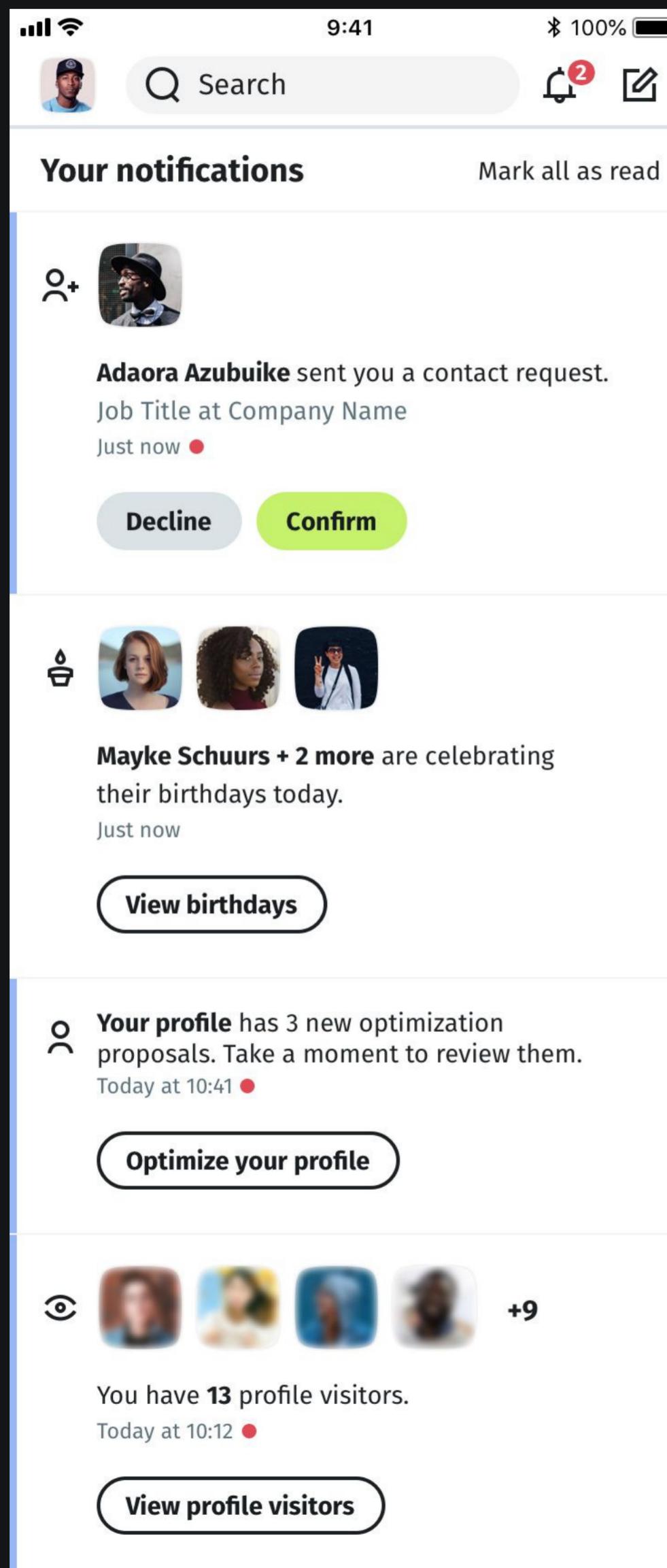
Company

- NEW WORK SE
- Careers
- Investor Relations
- Press
- Resources
- Memberships
- Apps

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Your language English



This image shows a detailed view of the LinkedIn contact request from Adaora Azubuike. At the top, there is a profile picture of Adaora Azubuike with a plus sign icon. The message text is:
Adaora Azubuike sent you a contact request.
Job Title at Company Name
Just now ●

Below this, a comment from William Diwedi is displayed in a box:
William Diwedi's comment:
Alas, poor Yorick! I knew him, Horatio, a fellow of infinite jest, of most excellent fancy. He hath borne me on his back a thousand ... [Read more](#)

At the bottom of the box, it says: You and Adaora Azubuike are now contacts. A large button labeled "Write a message" is centered below the box.

Porsche

Automobile

Porsche is a German automobile manufacturer specializing in high-performance sports cars.

I supported Porsche during multiple projects of an explorative greenfield phase with the target to create an improved global user guidance, as well as building the basis for a unified design system with a focus on accessibility, based on the WCAG 2.0 AA standard.

www.porsche.com



PORSCHE

PORSCHE

Select your country

Search 

- Africa 
- Asia 
- Australia/Oceania 
- Europe 
 -  Austria
 -  Belarus
 -  Belgium (Dutch)
 -  Belgium (French)
 -  Bosnia
 -  Bulgaria
- Latin America 
- Middle East 
- North America 

PORSCHE

Select your country

Search 

- Africa 
- Asia 
- Australia/Oceania 
- Europe 
- Latin America 
- Middle East 
- North America 

PORSCHE

Select your country

Search Pa 

-  Pakistan
-  Panama
-  Paraguay
-  Japan
-  Spain

Show Country List 

PORSCHE

Select your country

Search \$%\$" 

-  International Website

No matches found.

Sorry, but your search doesn't seem to match any of our supported countries.

You can try a different search term, pick a country from the list below or visit our [international website](#) instead.

Show Country List 

You are currently visiting Porsche USA. Would you like to choose another country instead? X

Bosnia and Herzegovina >

Show Country List

PORSCHE

Models Menu

Direction: Future.
Porsche E-Performance.

Models

Select your country

Search Q

Africa ▼

Asia ▼

Australia/Oceania ▼

Europe ▼

Latin America ▼

Middle East ▼

North America ▼

You are currently on the website for Porsche USA. Would you like to choose another country instead? X Close

Bosnia and Herzegovina >

Show Country List

Porscheusa.com My Porsche

PORSCHE

Models | Shopping Tools Shop & Services Porsche World Diesel Engine Settlement

Search e.g. 911 Carrera Q

Direction: Future.
Porsche E-Performance.

E-mail: contact@benpauer.com

Website: www.benpauer.com

LinkedIn: www.linkedin.com/in/ben-pauer/

XING: www.xing.com/profile/Benjamin_Pauer/