NINA POHL

UI/UX PORTFOLIO

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ABOUT ME

Hi, I'm Nina a multifaceted designer based in Cologne, Germany with 5+ years of experience across UX/UI, illustration, motion design and digital marketing. I bring a meticulous eye for detail and a strategic mindset to help clients shape meaningful brand identities and intuitive digital experiences that feel as good as they look.

BA Hons Graphic Design & Visual Communication
University of West London, 2018 - 2020

EXPERIENCE

Feb 2024 - Present

Mar 2020 - Feb 2024

Jul 2020 - May 2022

Mar 2020 - Jul 2020

Freelance UI & Brand Designer

Clients incl. Perpede, Rugged-IT, MVZ Porz, Dopios, Perigee • Cologne, Germany

Social Media Content Creator

Freelance, Platforms: Instagram, YouTube, Twitch • Cologne, Germany

Junior UI/UX Designer

Qoob, Projects incl. Deutsche Telekom, Trackle, Fressnapf • Cologne, Germany

UI/UX Design Working Student

Qoob • Cologne, Germany

KEY PROJECTS

RUGGED-IT

MODERNISING A TECH E-COMMERCE WEB EXPERIENCE

FOCUS

Redesigned an e-commerce site for a client specialising in industrial barcode scanners, RFID tablets and related devices. Building on the original owner-created site, the new design strengthened brand presence, improved user engagement and delivered a more professional, trustworthy interface.

The project also included integrating DHL printers and Self-Scan Kiosks as part of their partnership, expanding the product range and service offering.

PROCESS & OUTCOME
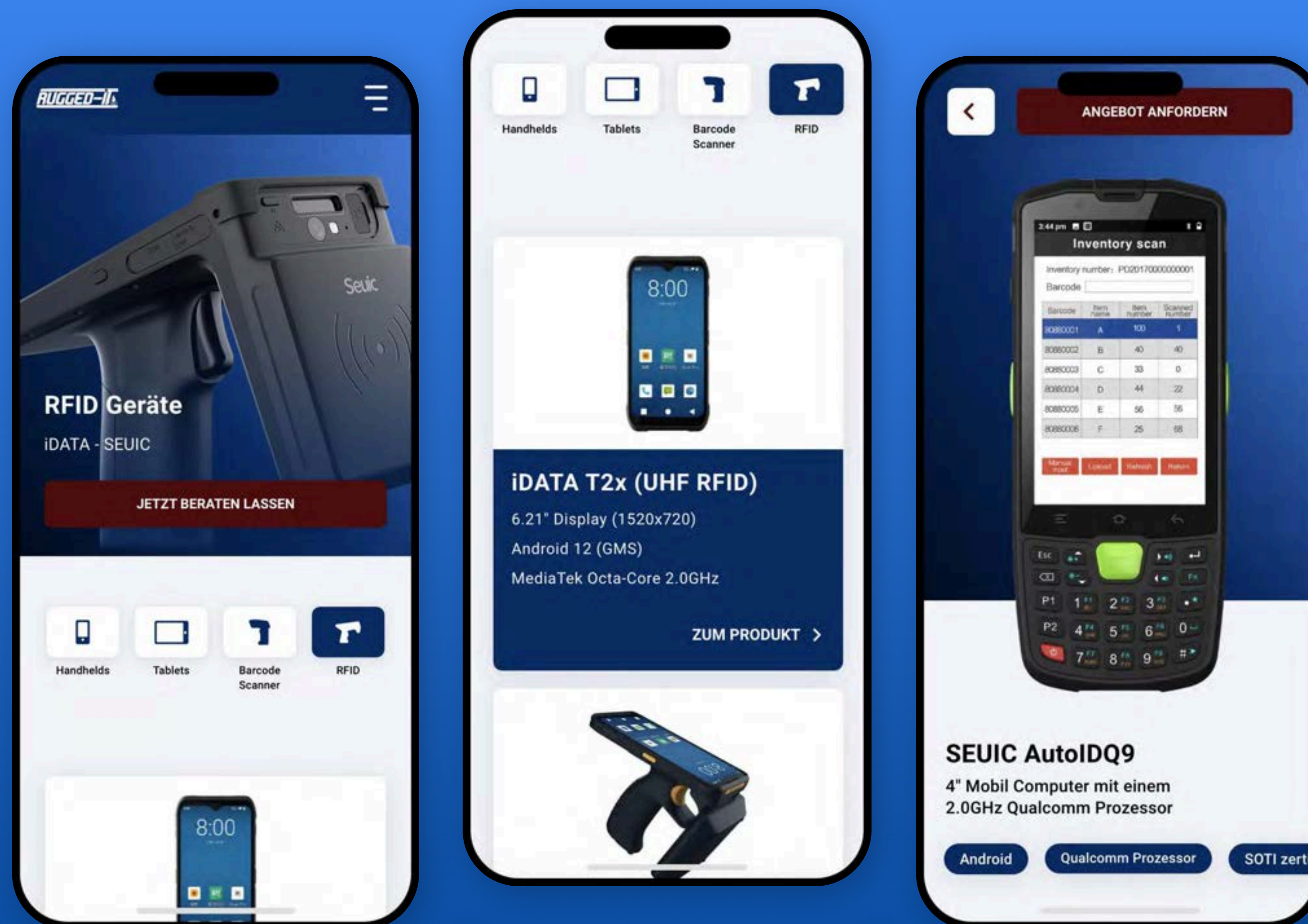
RESHAPING THE VISUAL IDENTITY

The brand's digital presence was modernised with a refreshed visual identity. A cool-toned palette paired with red accents maintained brand recognition while enhancing clarity and professionalism.

Carefully chosen typography and imagery created a cohesive, approachable look across the site.

BUILDING A FLEXIBLE DESIGN

A modular design system was created to be both flexible and scalable. Clean layouts and reusable components ensure consistency, while allowing easy updates and content expansion.

The responsive interface delivers a seamless experience across all devices.

PERPEDE

CRAFTING A CARE-FOCUSED PEDICURE BRAND

FOCUS

A complete branding and website were developed to reflect the podologist's medical yet caring approach. Soft, neutral tones and an illustrative logo create a welcoming atmosphere.

The responsive site showcases services, pricing and products, with an integrated booking portal and loyalty program to enhance client engagement.

PROCESS & OUTCOME
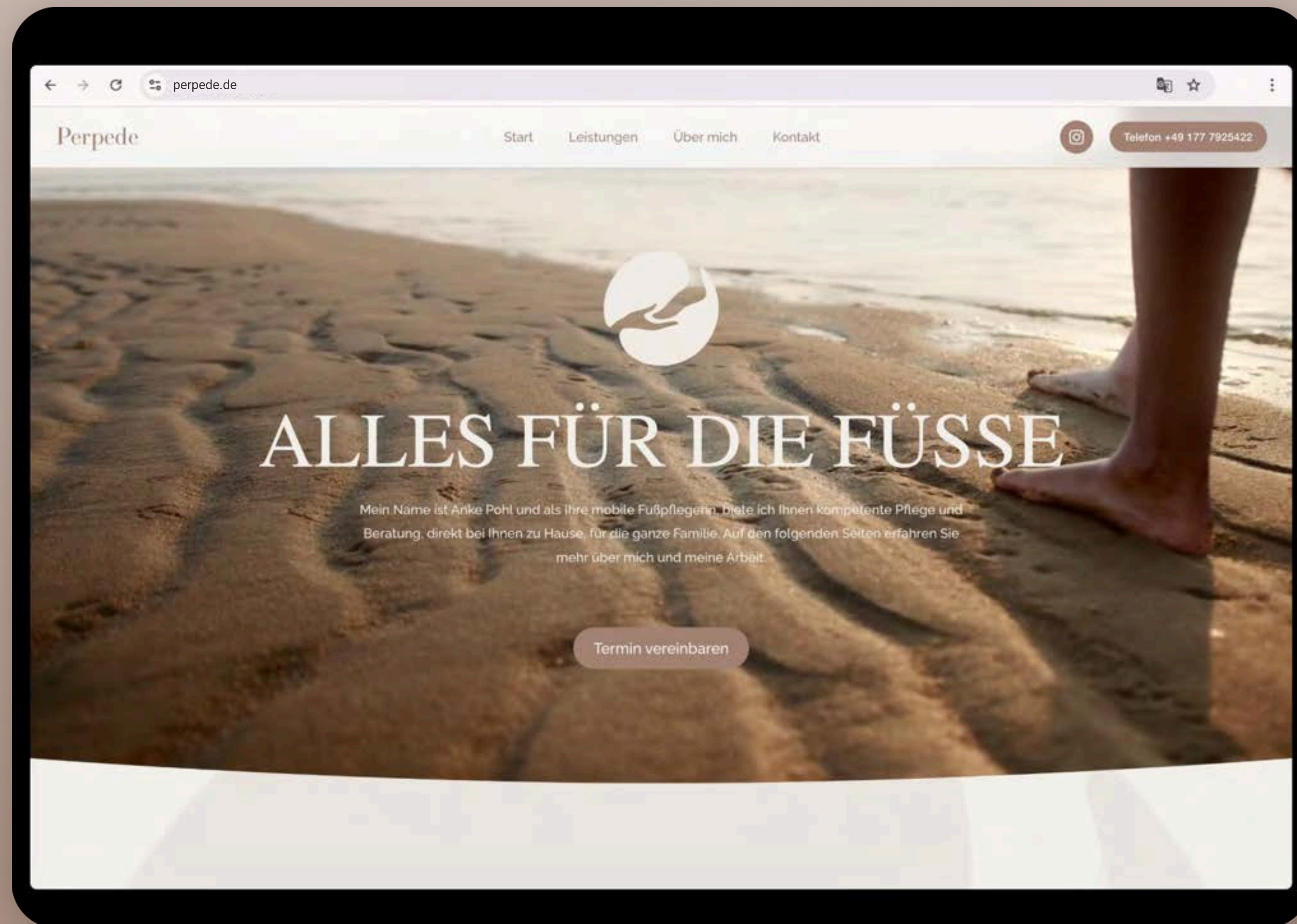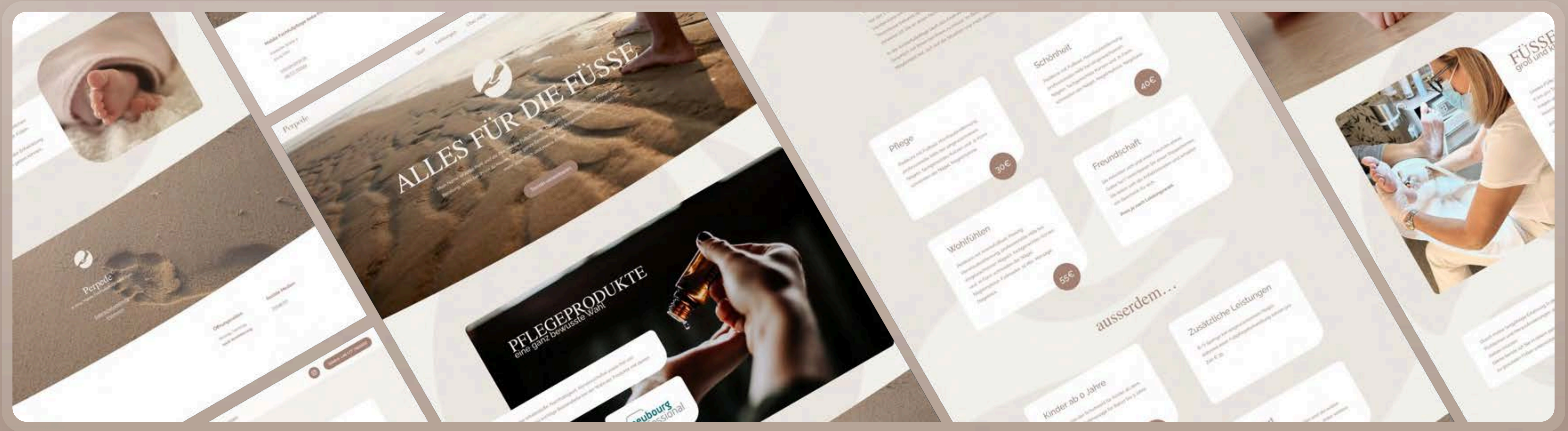
DESIGNING A SOFT BRAND DNA

A soft, neutral color palette and illustrative logo were designed to represent the podologist's medical and caring services.

The cohesive branding extends to leaflets and business cards with a loyalty card feature, fostering repeat visits and customer connection.

A SEAMLESS USER EXPERIENCE

The website was designed for ease of use and flexibility, with clear service categories, pricing and a seamless booking portal. Special attention was given to creating an intuitive interface for all users, including older age groups, ensuring accessibility and legibility.

The responsive design adapts across devices, while images and videos reinforce a soft, professional atmosphere.

MAGENTA GAMING

A CROSS PLATFORM GAMING EXPERIENCE

FOCUS

Magenta Gaming was developed as a cross-platform service for devices ranging from smartphones to 4K TVs.

As a Junior UI Designer for Qoob and part of Telekom's 10 person design team, work included platform architecture, profile management and achievements. A modular, atomic-design system supported four device classes and multiple input types. Agile collaboration, rapid prototyping and user testing ensured a consistent, intuitive experience that aligned with Telekom's vision.
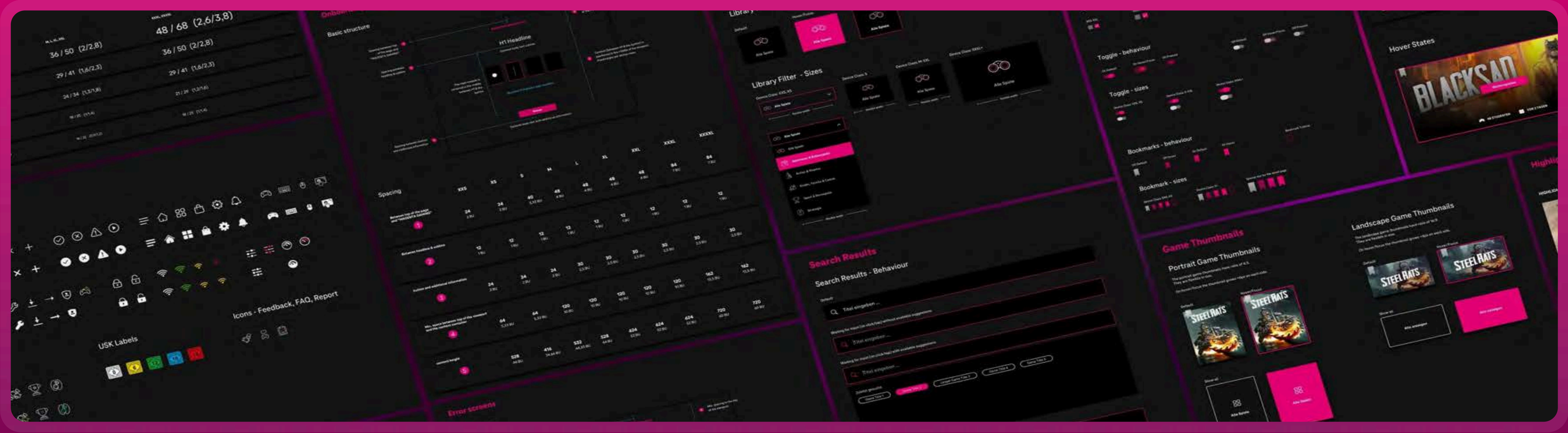
TV APP ADAPTATION & TECHNICAL FEATURES

Worked on adapting the product UI to large-screen formats optimised for input methods and screen constraints on devices like Android TV and MagentaTV Stick.

Another key responsibilty was the UI design for technical features, such as a speed test tool to assess streaming capability and the in-app achievement system.

AGILE WORKFLOW COLLABORATION & ASSET MANAGEMENT

Participated in agile sprints, daily stand-ups and design-dev handoffs. Supported user research and iterative prototyping to refine the user experience.

Ensured all designs and atomic assets according to Telekom's strict brand guidelines to maintain clean, structured and pixel-perfect files in the recognisable Magenta Look and Feel.

SEMICOLON

MENTAL HEALTH APP
PASSION PROJECT

FOCUS

Semicolon is a mental health assistant app originally developed as part of a bachelor's degree project and currently revisited as a personal redesign initiative.

Initial concept featured a contemporary aesthetic aligned with mental health industry standards but lacked visual clarity and emotional warmth. User flows were overly complex, particularly in time-sensitive scenarios requiring immediate support. The redesign focuses on improving navigational efficiency, enhancing accessibility and softening the visual language to foster a sense of safety and calmness for users seeking support.

A WELCOMING COMPANION

Mental health struggles can be overwehlming even physically where those affected are unable to move or speak.

To help users navigate the app in any situation an interactive companion to talk or text with will be introduced, who will suggest expedient app features, alert emergency contacts or simply keep users company in times of need.

NO-BRAINER USER FLOWS

Simplified user flows and partially "gamified" interactions make for a more natural and native feel whilst navigating the app.

Lighter colours, soft animations and updated features create a safe space for users to escape to without feeling overwhelmed.

LET'S TALK

OR EMAIL, I'M FLEXIBLE

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