Enes Ünal is your hands-on partner for brand, product & experience design.

Client voices

"Enes Ünal has a solid work ethic and delivers outstanding results. Working with him is exciting because he always has something new & unexpected to bring to the table that steers and pushes thinking. He is bright, professional, and friendly, making him an excellent choice for a high performing team."

Joel Martinez
Product Owner

DB BAHN

"It was a great pleasure to work with Enes. His expertise in User Experience was invaluable! Enes is a great expert and truly loves what he does. On top of that Enes is a remarkable person with a high degree of empathy and compassion. I would love to work with Enes again on new projects!"

Dimitri Abalenkov
Product Owner

Deutsche Bank

Creating and managing human-centered brand, product and service experiences.

With purpose, style and perspective.

Driven by curiosity, fanatical to improve.

No marketing jargon here.

Ready to go the extra mile.

Visible and tangible results only.

Always with an eye for connecting dots.

Teaming up through ideation, design, development and launch.

01

Research & Insights, Visioning & Strategy

Enes navigates you through the complexity of the service & product economy. By combining user, market & trend research, he enables you to adapt to technological and social change, anticipate the needs of customers, envision new markets, identify opportunities and start shaping your further innovation steps.

e.g. Competitor Audit, Trend Radar, Field Study, Focus Group Interview, Survey, Persona, Card Sorting, Customer Journey Mapping, User Flows, Use Case Development, Scaling
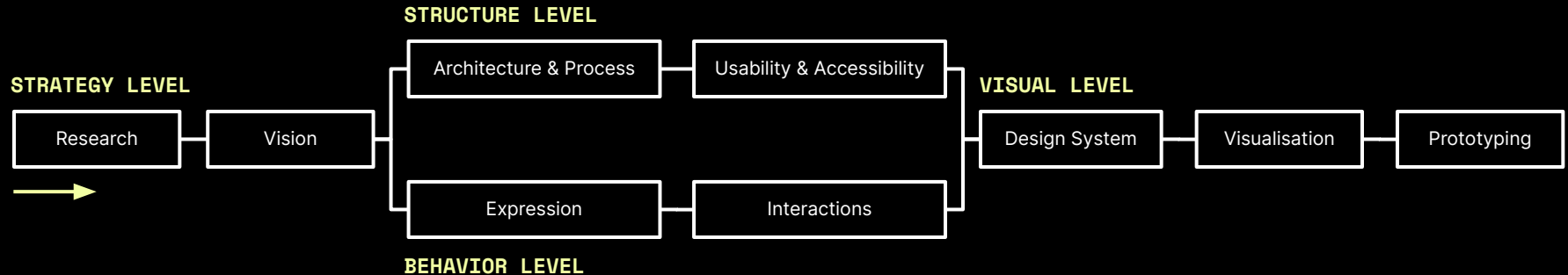
02

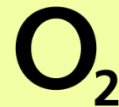### Service & Product Design, Testing & Optimization

Enes cares about the harmony between the analogue and digital space. With a keen focus on meaningful customer experiences, he develops next-generation service & product interfaces. Enes works closely together with your team to retool existing innovation efforts or create new service & product scenarios.

e.g. Information Architecture, Wireframe Concept, Storytelling, Storyboard, Branding, Design System, Interface Design, Data Visualization, Icon Design, Usability Testing, Expert Review

Tackling complex problems.

By understanding human needs and business goals involved, and by adopting a hands-on approach in prototyping and testing.

STRUCTURE LEVEL

STRATEGY LEVEL

VISUAL LEVEL

| Research | | Vision |

| Architecture & Process | | Usability & Accessibility |

| Design System | | Visualisation | | Prototyping |

| Expression | | Interactions |

BEHAVIOR LEVEL

entega

Deutsche Bank

Mazda

O₂

vodafone

DB

BOMAG

Lufthansa

napster

KFW

Microsoft

Jägermeister

SAMSUNG

uvex

DAIMLER

Co-hosting the global design movement IxDA Frankfurt

IXDA
FRANKFURT

Enes is organizing and co-hosting the Frankfurt chapter of the global IxDA (Interaction Design Association). Every year, Frankfurt's designers, developers and strategists are invited to come together and discuss the future of Interaction Design.

Learn more:

www.ixdafrankfurt.de

Holding lectures at the Darmstadt University of Applied Sciences

h_da
HOCHSCHULE DARMSTADT
UNIVERSITY OF APPLIED SCIENCES

After his Bachelor and Master studies in 2016, Enes became lecturer at the Media Campus of h_da. Since then, he is holding sessions and workshops in the area around Usability and Storytelling.

Learn more:

www.imd.mediencampus.h-da.de

Honored to be featured in the German press.

"Mit dem Interaction Design Kit von Enes Ünal gelangt man quasi spielend zur gelungenen Nutzererfahrung (...) »Der Schlüssel für eine gute User Experience liegt in der Geschichte des Produkts«, sagt UX Designer Enes Ünal."

"Enes Ünal hat sich eines der gängigsten Konstrukte des Geschichtenerzählens vorgenommen und auf seine Tauglichkeit für Onlinemarketing & E-Commerce hin abgeklopft. Bei Airbnb fand Ünal fast das gesamte Konzept klug und einfühlsam umgesetzt."

"UX-Experte Enes Ünal hat ein Muster gefunden, dass so einfach zu implementieren und gleichzeitig so wirkungsvoll ist."

Read more:
PAGE-Magazin, 2016

Read more:
Absatzwirtschaft, 2017

Read more:
Etailment, 2016

Landed some big conference stages in Germany to talk about design, storytelling and future media.

Interaction Design Kit - How to create narrative, heroic user experiences

TOOLFEST, BERLIN (2019)

Virtual Prototyping - Testing market fit without building a product

IA SUMMIT, BERLIN (2018)

Narrative Interaction Design - Turning users into heroes

WEBINALE, BERLIN (2017)

Narrative Interaction Design - Turning users into heroes

UX CONGRESS, FRANKFURT (2016)

Get a taste of how your brand could look & feel like.
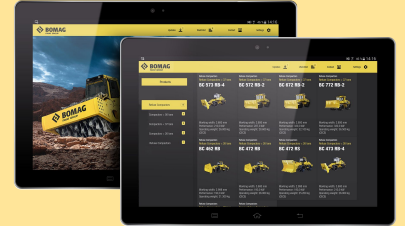
PROJECTS

Deutsche Bank
Developer Portal

2017, 2018, 2019, 2020

Responsibilities: Competitor Audit, User
Interviews, Persona Development, Customer
Journey Mapping, Use Cases, Functional
Requirements, Information Architecture,
Wireframe Concept, and Usability Testing

Handelsblatt
DIAMOND STAR

WINNER
Best Decision Maker
Documentation
**DEVPORTAL
AWARDS**
2018

deutscher
digital award
SHORTLIST 2019

Explore live:

www.developer.db.com

shift.agency
Website

2016

Responsibilities: Responsibilities: Competitor Audit, Customer Journey Mapping, Information Architecture, Wireframe Concept

AWWWARDS®

Explore live:

www.shift.agency

DFV Deutsche Familienversicherung
Mobile App

2018, 2019, 2020

Responsibilities: Competitor Audit, User Interviews, Persona Development, Customer Journey Mapping, Use Cases, Functional Requirements, Information Architecture, Wireframe Concept, Visual Design, Icon Design, Interaction Design

★
4,9   Best Insurance App on the Apple App Store

 Download on the
App Store

Miles & More
Mobile App

2017, 2018

Responsibilities: Competitor Audit, User Interviews, Persona Development, Customer Journey Mapping, Use Cases, Functional Requirements, Information Architecture, Wireframe Concept, Gamification Concept
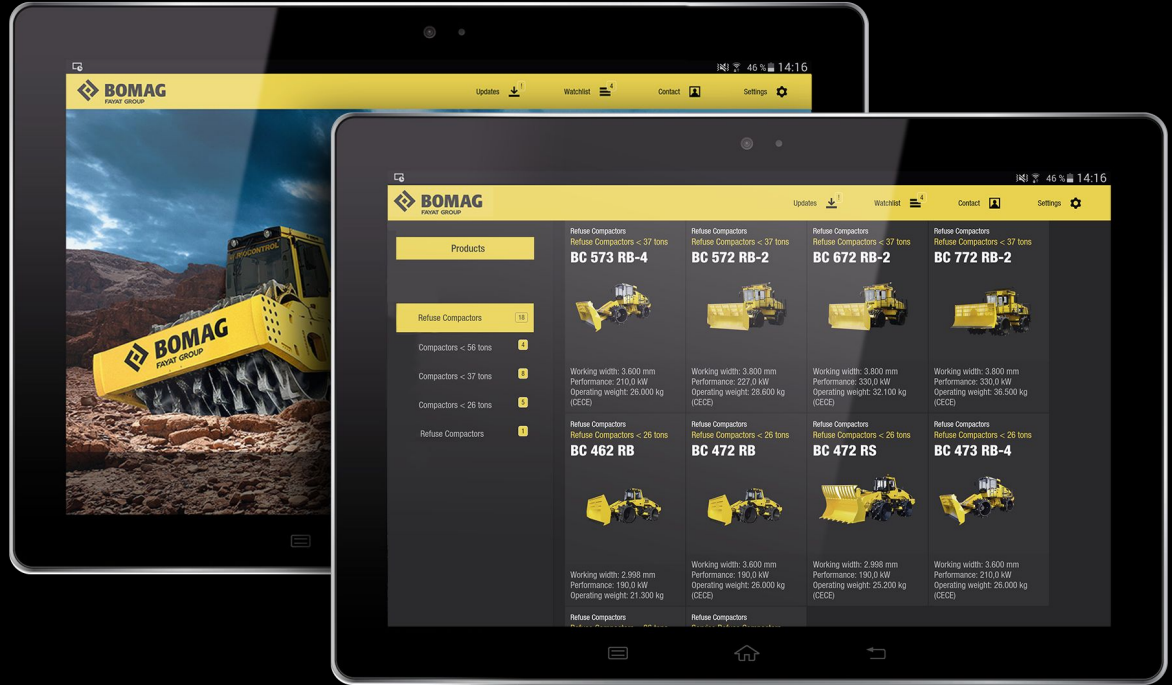
Download on the
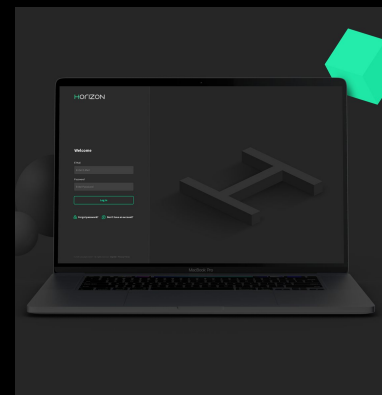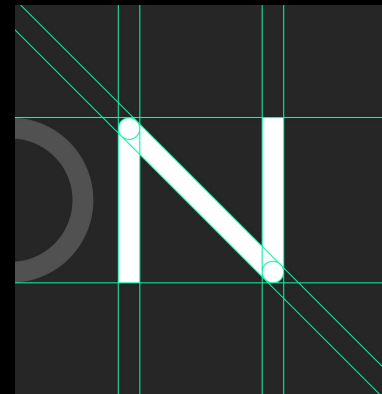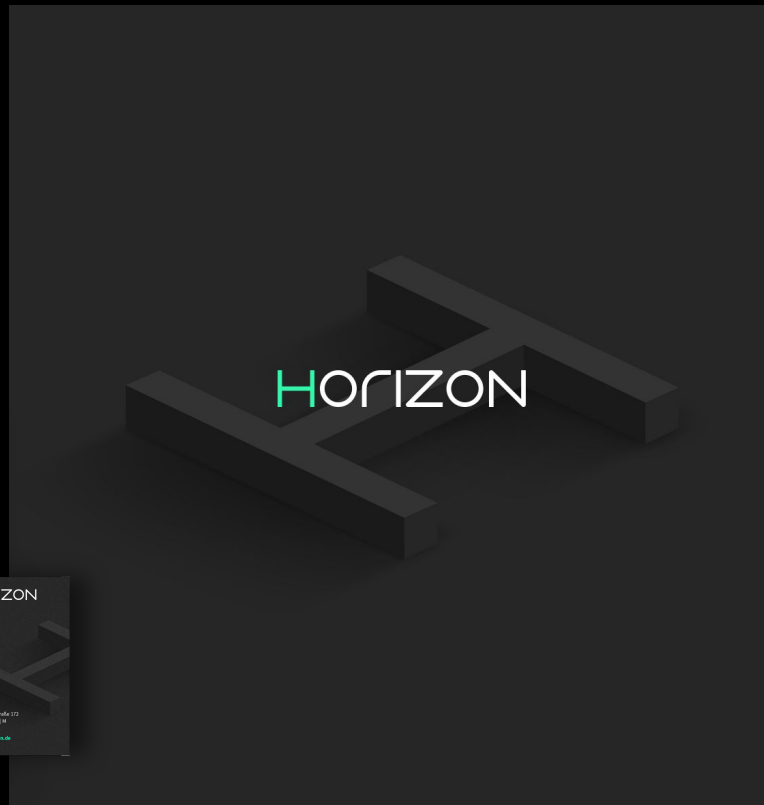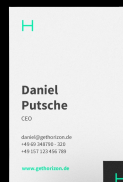**App Store**

BOMAG
Sales App

2015

Responsibilities: User Interviews, Use Cases, Functional Requirements, Information Architecture, and Wireframe Concept

Horizon
Branding

2020

Responsibilities: Competitor Audit, Logo Design, Icon Design, Business Materials

Are we a **good match?**

Let's talk.

Enes Ünal

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