Design Portfolio

Valesca Neumayer

2026

Hi, I'm Valesca

I'm a digital product designer with a background in Business Development. That combination helps me connect user needs with business goals—and see how individual design decisions fit into the bigger product picture.

I help startups and product teams define MVPs, simplify complex workflows, and turn ideas into intuitive, implementation-ready products. My work spans B2B and B2C, from early discovery and concept exploration to detailed UI design and delivery.

Learn more →

View my CV →



I create experiences that make the **hard** stuff feel **obvious**.



Strategy

Structured exploration to find the real problem before anyone starts building.



UX/ UI Design

End-to-end design that works for your users and holds up in production.



Workshops

Collaborative sessions to support your team through complex problems.

01

Building a Compliant Invoice System Under Regulatory Constraints

Company

Jobrad GmbH

Period

09/2025 - 03/2026

Team

1 Design & 1 Tech Lead, 3 FE, 2 BE, 2 Full-Stack, 1 QA

Role

UX/ UI Designer

Challenge

Customer service had no system to invoice valid costs once leasing contracts expired. Manual workarounds via Word and CSV were time-consuming, error-prone, and caused revenue loss. Regulatory and technical constraints ruled out direct access to the accounting system — requiring a compliant, standalone solution.

Solution

A lightweight web interface that enables customer service to create itemised invoices independently — designed to operate without direct ERP access.

Approach

- Mapped the end-to-end invoicing flow, defined 7 delivery phases and aligned building team and stakeholders before any design work began.
- Ran iterative design-engineering reviews per delivery part — catching edge cases, logic gaps and open questions before they became build problems.
- Deliberately kept the UI surface simple while the underlying logic was complex — for example, the cancellation flow was legally irreversible (Storno) but had to feel recoverable to the user — solved through dialogs, status flags, and watermarks that made every invoice's state visible at all times.

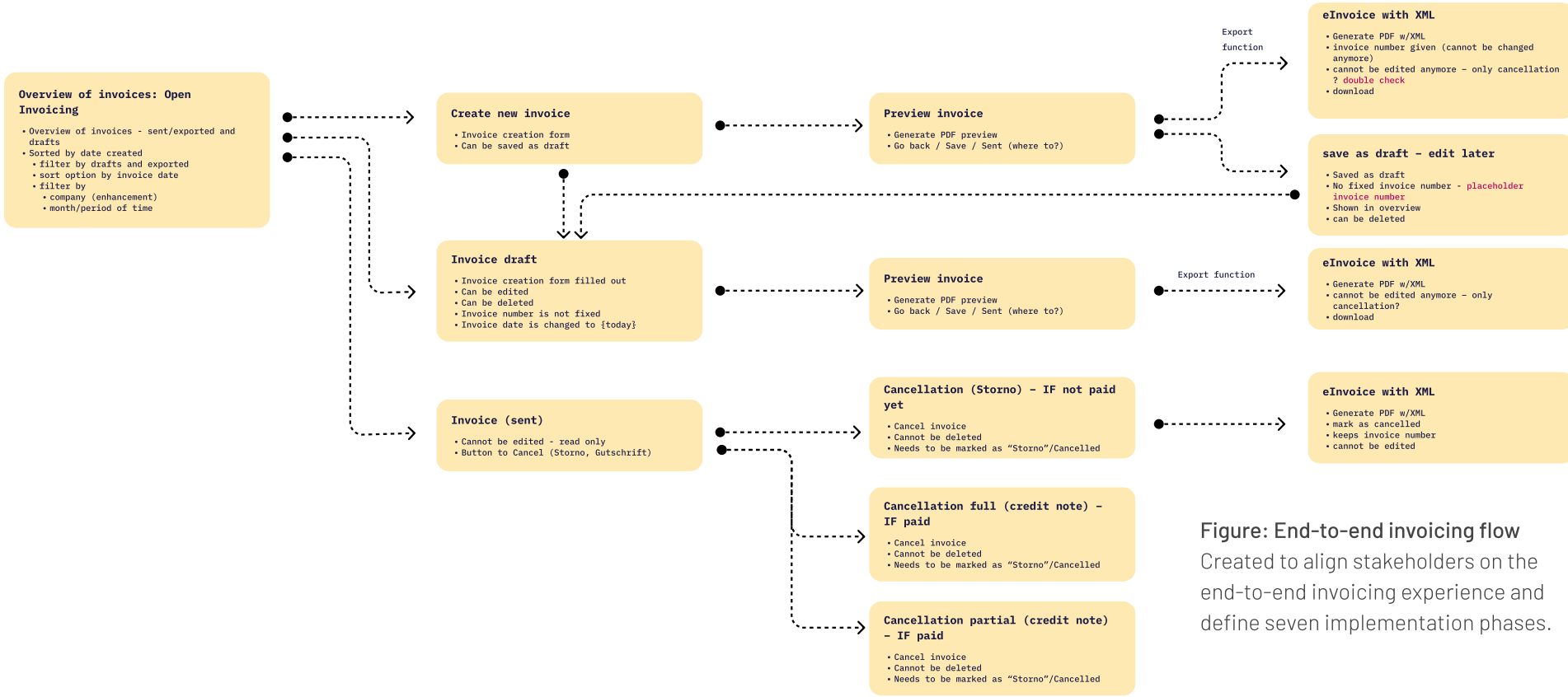


Figure: End-to-end invoicing flow
Created to align stakeholders on the end-to-end invoicing experience and define seven implementation phases.

Outcome

- Enabled customer service to create itemised invoices independently without ERP access, eliminating reliance on manual workarounds.
- Replaced fragmented Word and CSV-based processes with a compliant, scalable invoicing workflow, reducing manual effort and operational risk.
- Reduced implementation ambiguity through detailed specifications, minimizing engineering back-and-forth throughout all delivery phases.
- Enabled engineering to implement complex workflows independently through comprehensive documentation of system states, business rules, and edge cases.

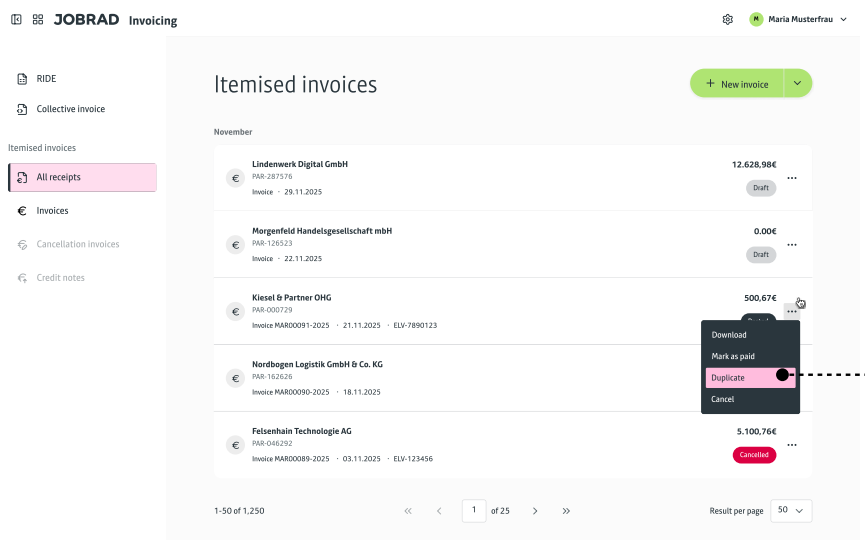
Example: Defining Invoice Duplication Behavior

Question: How should invoice duplication preserve user context?
Decision: Create a draft and add it directly to the overview.

Question: Should duplication be available globally or only from the overview?
Decision: Restrict duplication to the overview for consistency and reduced complexity.

Question: What information should be copied when duplicating an invoice?
Decision: Create a 1:1 copy with a new creation date and Draft status.

Question: How long should an invoice be considered a duplicate?
Decision: Only while it remains an unmodified draft.



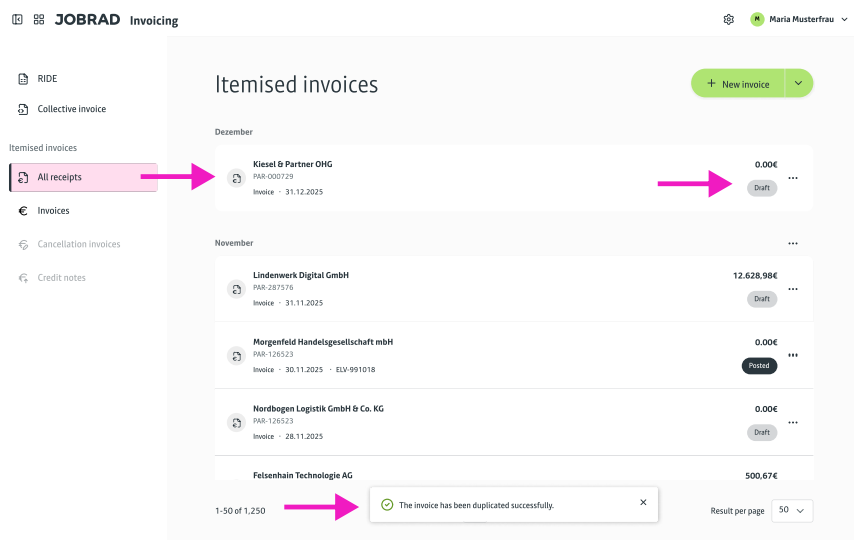


Figure: Resolving Invoice Duplication Logic
A representative example used to define system behavior, resolve edge cases, and reduce implementation ambiguity before development.

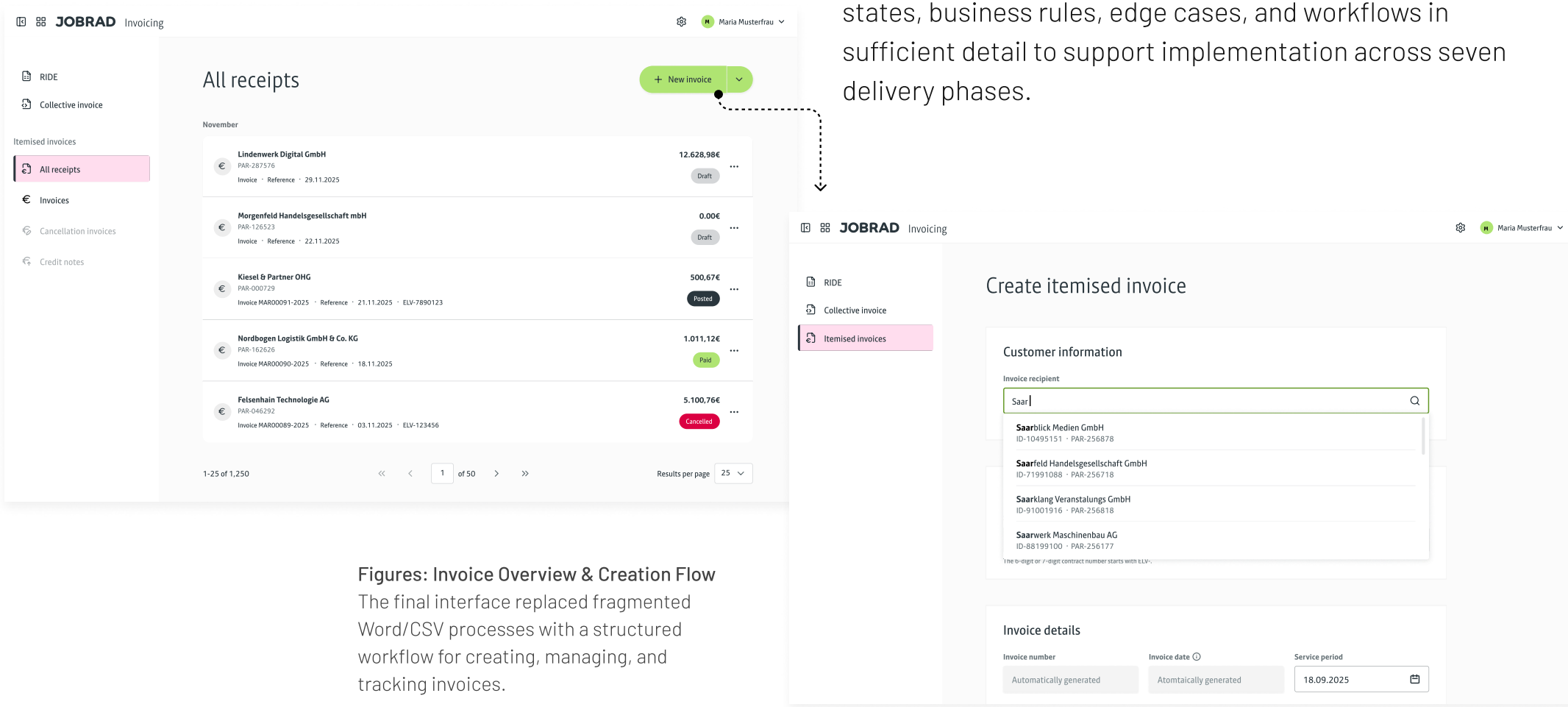
Question: Should duplicated invoices be marked as duplicates?
Decision: No. Draft status and creation date provide sufficient context.

Question: How should users be informed of successful duplication?
Decision: Use a success toast without interrupting the workflow.

Edge Case: A duplicate may be hidden by active filters.
Discussion: How should successful creation be communicated when the draft is not visible?
Status: Deferred for a future iteration.

Highlights

- **From Manual Workarounds to a Scalable System** – Replaced fragmented Word/CSV processes with a structured, compliant invoice workflow — reducing errors and manual effort.
- **Designing Under Constraints** – Built a standalone interface without ERP access by translating regulatory constraints into clear interaction patterns and integrating existing data sources.
- **Engineering-Ready Specification** — Defined system states, business rules, edge cases, and workflows in sufficient detail to support implementation across seven delivery phases.



Figures: Invoice Overview & Creation Flow
The final interface replaced fragmented Word/CSV processes with a structured workflow for creating, managing, and tracking invoices.

02

Transforming fragmented requirements into a product vision

Company

Avolta GmbH

Period

07/2025

Team

Global Product Director

Role

Product Designer

Challenge

Create a stakeholder-ready vision prototype for a new self-service advertising platform while transforming fragmented requirements, workflows, and business rules into a coherent product experience.

Solution

Mapped core user journeys, structured campaign management workflows, established a lightweight design system, and delivered an interactive MVP vision prototype that aligned stakeholders around a shared product direction.

Approach

- Started by converting scattered requirements, wireframes, and stakeholder inputs into end-to-end user flows, ensuring alignment on how users would create, manage, and optimize campaigns.
- Used iterative wireframing sessions to challenge assumptions, uncover missing requirements, and define a coherent product structure before investing in visual design.
- Built a foundational design system and interactive prototype in parallel, allowing stakeholders to evaluate the future product experience while maintaining consistency across the growing feature set.

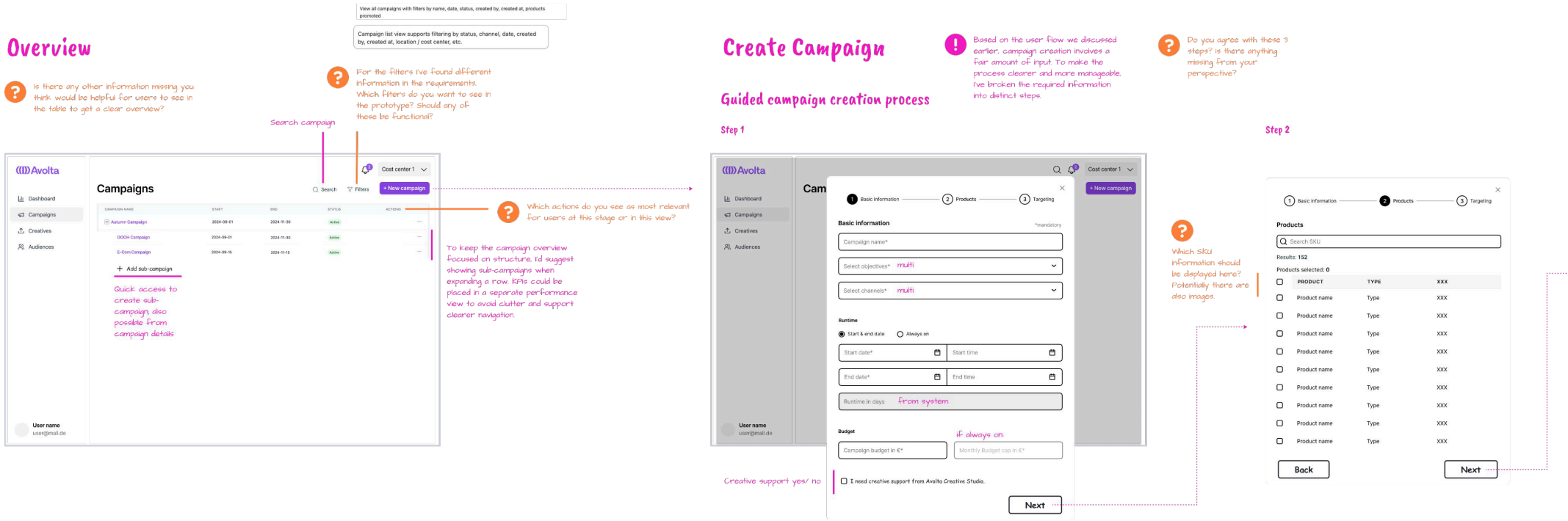


Figure: Figure: Translating requirements into product structure
Iterative wireframes helped transform fragmented requirements into a coherent campaign management experience, enabling rapid stakeholder feedback and early validation of product decisions.

Outcome

- Translated fragmented requirements into a structured product vision, creating a shared understanding of the platform's core workflows and MVP scope.
- Delivered a clickable prototype covering campaign creation, management, audiences, and creatives, enabling stakeholders to evaluate the product end-to-end before development.
- Established a lightweight design system with reusable components, tokens, and interaction patterns to support consistent product evolution.
- Reduced decision-making uncertainty by visualizing complex workflows and business requirements in a tangible, interactive format.

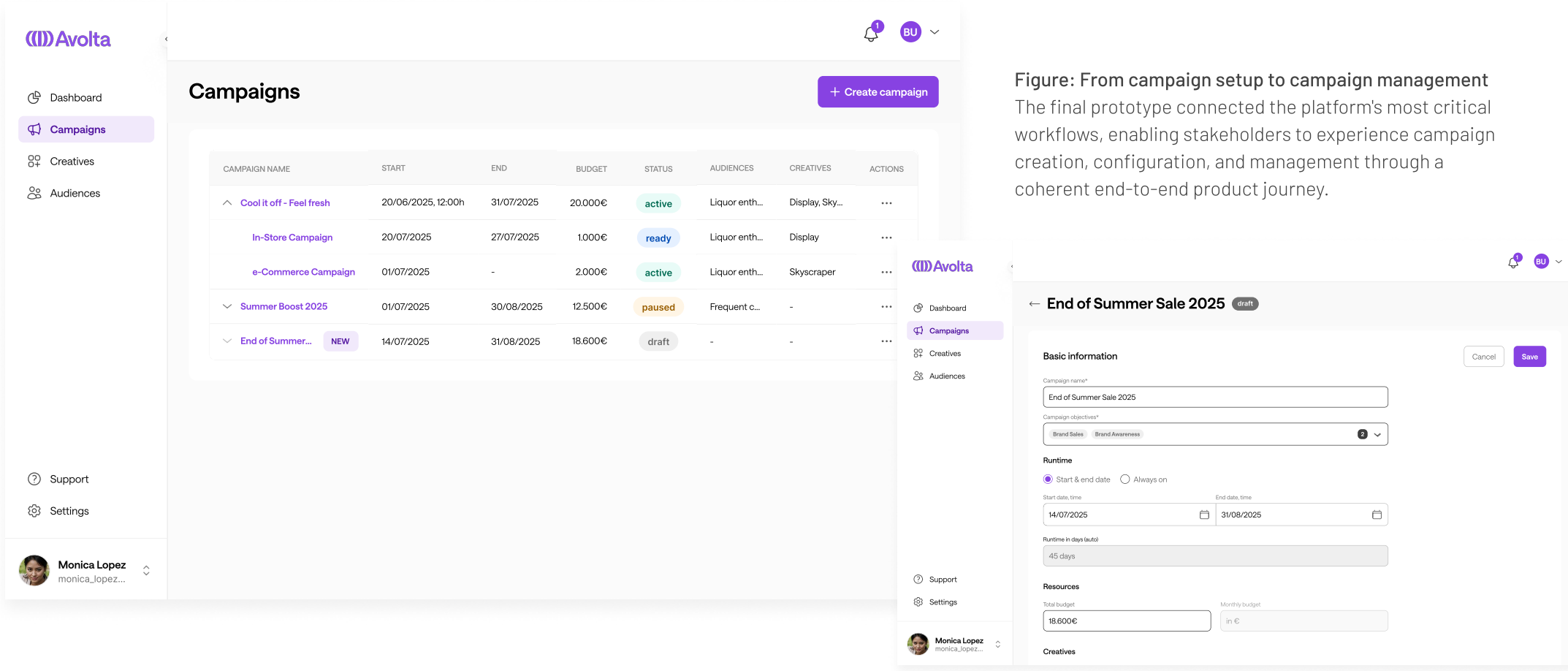


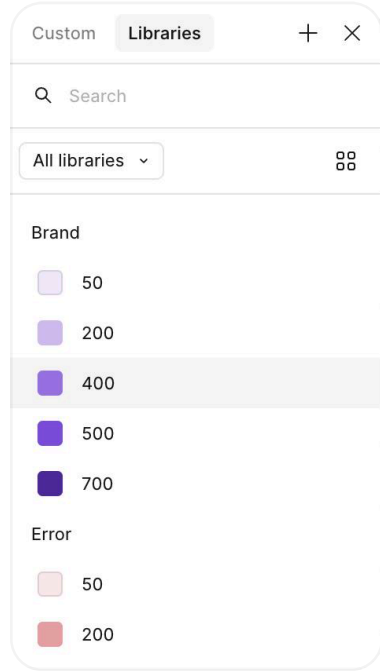
Figure: From campaign setup to campaign management
The final prototype connected the platform's most critical workflows, enabling stakeholders to experience campaign creation, configuration, and management through a coherent end-to-end product journey.

Highlights

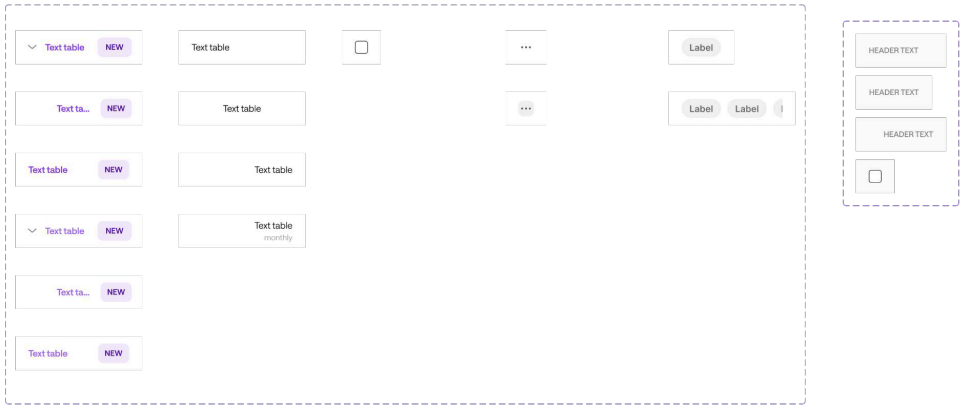
- **From Requirements to Product Vision**
  Translated extensive requirement documents into structured user journeys, workflows, and interaction models that created a shared understanding of the product direction.

- **Rapid MVP Definition**
  Defined the core platform architecture, user flows, and UX concepts while continuously aligning with the Global Product Director throughout a four-week engagement.

- **Scalable Foundation**
  Established a lightweight design system with reusable components, tokens, and patterns that accelerated prototyping and created consistency across the product experience.



Tables

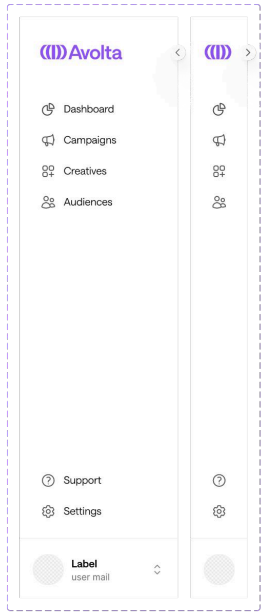


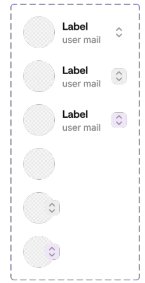
Samples



Navigation

Sidebar







Buttons

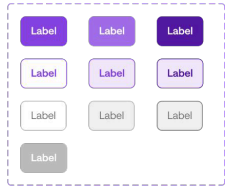


Figure: Establishing a scalable design foundation
To support rapid MVP delivery, I established a lightweight design system with reusable components, tokens, and interaction patterns that accelerated design decisions and ensured consistency across the growing product surface.

03

Redesigning a Performance Insights Tool for Node Operators

Company

Atalma - VIdo

Period

06/2025 - 08/2025

Team

Design Lead, UI Designer, Brand Designer, Client PM

Role

UX Designer

Challenge

The platform had grown fragmented — inconsistent navigation and poor discoverability made it hard for new users to find key functionality. Expanding to new blockchain networks made scalability just as critical as simplification.

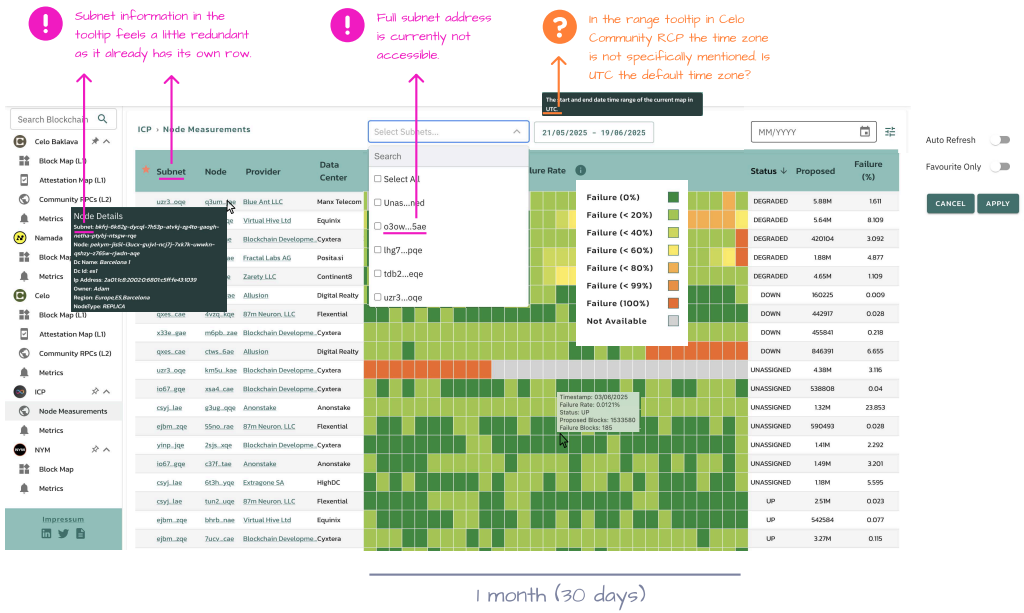
Solution

A redesigned validator monitoring experience that makes Vido's full value discoverable — built to scale across multiple blockchain networks without fragmenting the interface.

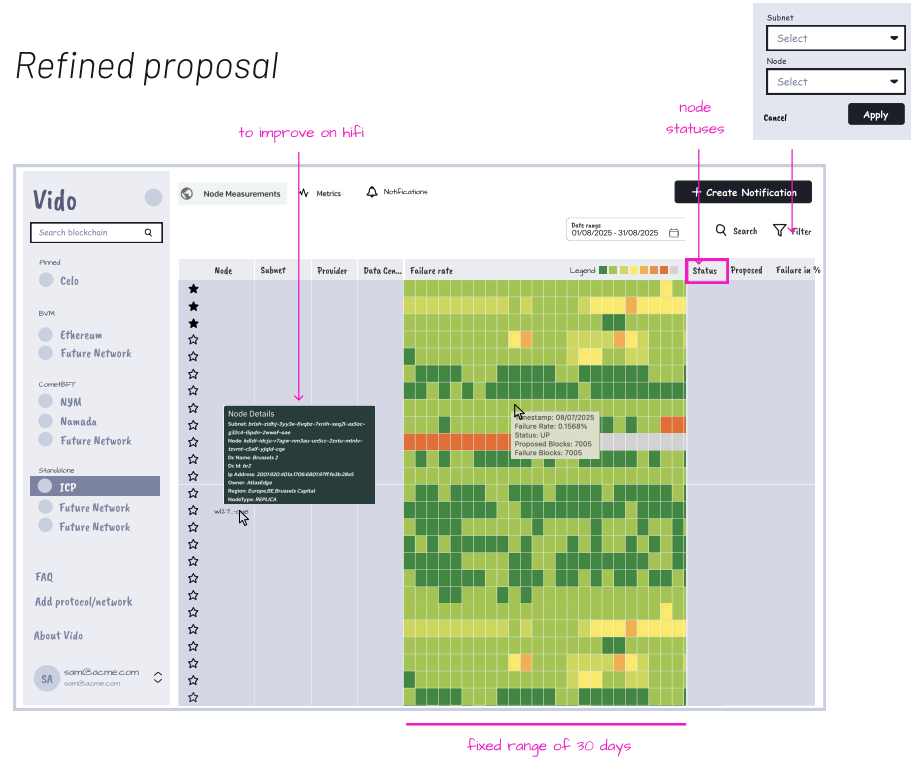
Approach

- Analyzed cross-network workflows and requirements to define a consistent experience model that could scale with future integrations.
- Facilitated iterative decision-making with the client through structured feedback loops, using each round of input to refine the solution.
- Restructured data-heavy interfaces to surface critical information faster and reduce cognitive load for node operators.
- Created an end-to-end product blueprint that brought together all UX decisions, user journeys, navigation, views, and system behaviors to guide UI design and implementation.

Early exploration



Refined proposal



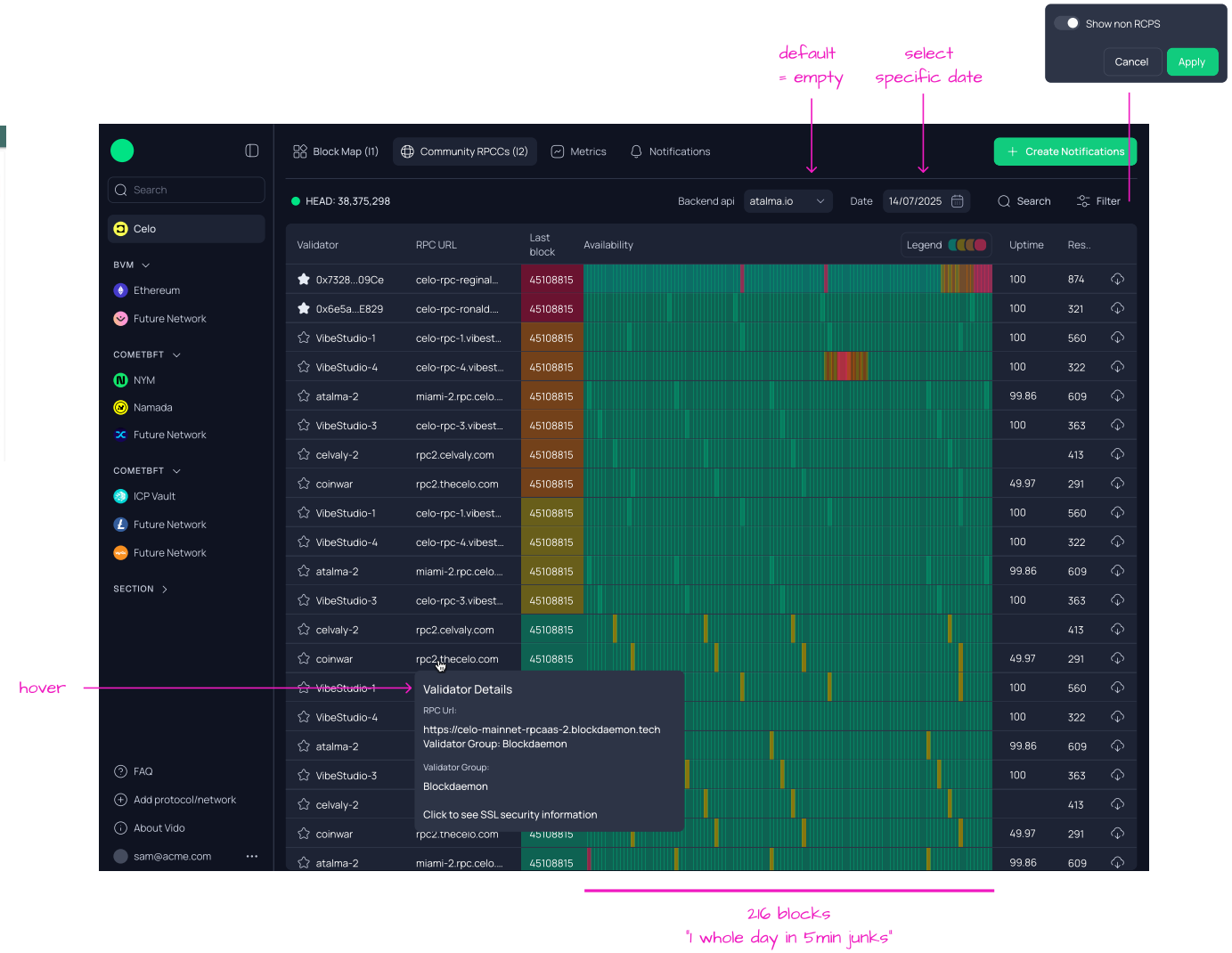
Figures

Iterative exploration of one network (ICP) - from uncovering problem spaces to a refined interaction proposal

Outcome

- Shipped a unified interface that works consistently across multiple blockchain networks without custom-casing each one.
- Resolved the discoverability problem identified in the brief — key functionality surfaced through a clear two-level navigation hierarchy.
- Simplified data-heavy views so operators can interpret performance at a glance.
- Established a scalable design foundation that accommodates new network integrations without requiring a redesign each time.





Figures

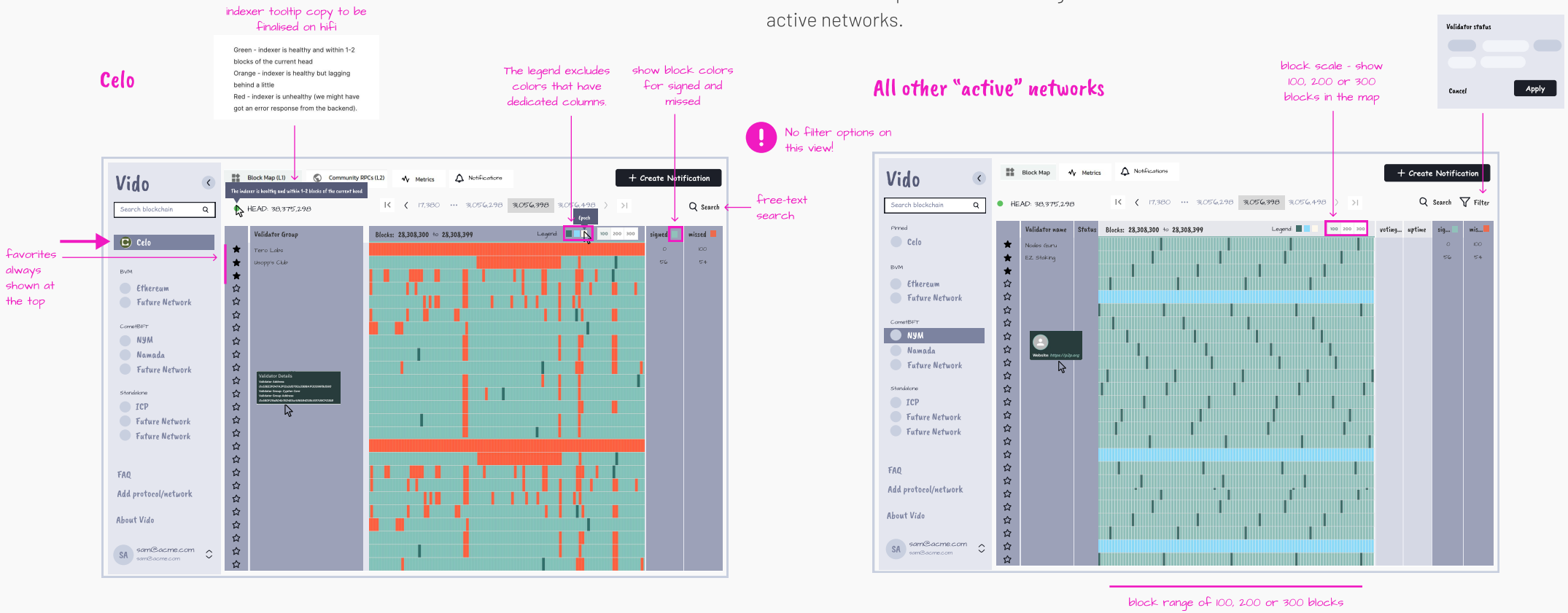
ICP network — before: fragmented navigation with poor discoverability. After: unified hierarchy with consistent interaction patterns.

Highlights

- **Scalable Cross-Network Architecture** — Unified multiple blockchain networks into a single extensible framework while preserving network-specific workflows.
- **Faster Operational Insights** — Simplified block map visualizations through clearer hierarchy and status encoding for quicker issue detection.
- **UX-to-UI Handover** — Resolved all open UX questions and defined the overarching navigation structure, giving the UI designer a clear foundation without needing further UX input.

Figures

Final UX wireframes with annotations — delivered as hi-fi handover specs for the UI designer across all active networks.



04

Turning rough Product Ideas into a Buildable MVP

Company

Beetroute GmbH

Period

11/2024 - 12/2024

Team

Founding team (CEO, CIO, CMO)

Role

UX/ UI Designer and Consultant

Challenge

The founding team had strong ideas, early wireframes, and multiple feature concepts, but no shared product direction. Key questions around scope, user flows, and feature interactions remained unresolved, making it difficult to define a focused MVP.

Solution

Structured the team's ideas, assumptions, and early concepts into a focused, build-ready MVP with defined user journeys, scope, and product direction.

Approach

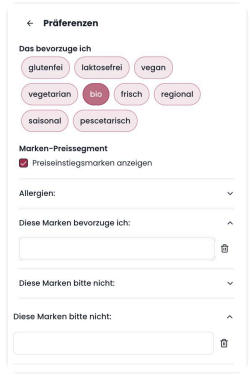
- Reviewed existing concepts, wireframes, and product assumptions to identify key product questions and opportunities.
- Defined core user journeys, navigation patterns, and product structure across the MVP.
- Translated evolving concepts into a cohesive, build-ready UX solution.
- Aligned business goals, user needs, and MVP scope through iterative stakeholder workshops and feedback sessions.

Starting point

Challenge

How might we support users defining shopping preferences without overwhelming the experience?

Existing concept

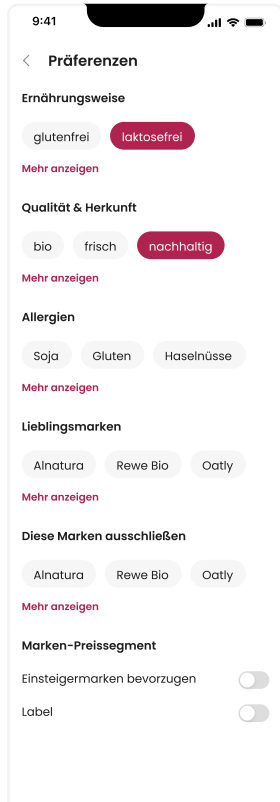


Solution exploration

All-In-One Config

Pros
- Everything visible
- Low interaction cost
- Fast scanning

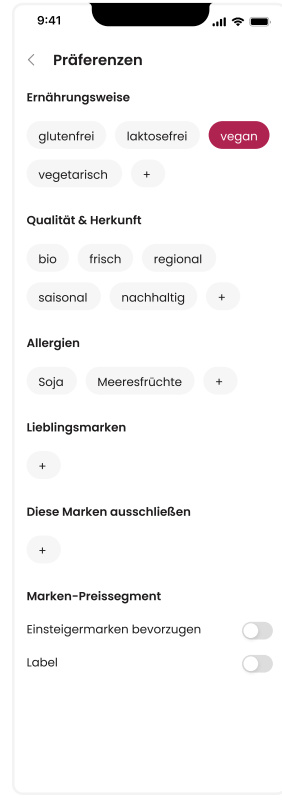
Cons
- High cognitive load
- Poor scalability
- Irrelevant information



Hybrid Selection Model

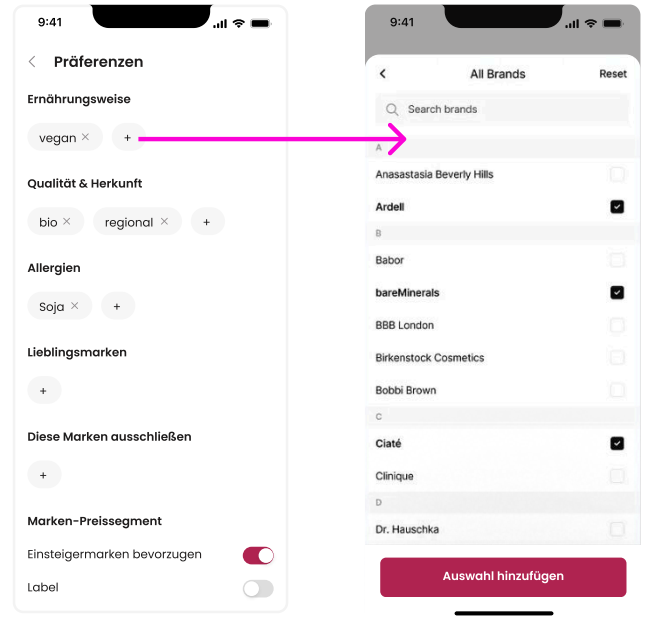
Pros
- Faster access
- Lower visual density

Cons
- Mixed patterns
- Inconsistent behavior
- Lower predictability



Progressive Selection

Pros
- Focused decision making
- Consistent patterns
- Scalable structure



Selected approach

Progressive Selection prioritizes clarity and scalability over configuration speed. Users focus only on relevant preferences while interacting through a consistent pattern across all categories.

Figure: From initial concept to selected direction

Started from the team's existing concept, evaluated alternative interaction models, and identified the approach best suited for the MVP.

Outcome

- Transformed loosely defined ideas into a clear, shared product vision and MVP scope.
- Reduced decision-making friction by providing a structured framework for evaluating product direction.
- Created a unified user experience that connected key product workflows into a coherent MVP.
- Delivered a build-ready UX concept within a 12-day engagement.
- Established a foundation for continued product development, leading to a follow-up engagement with the team.

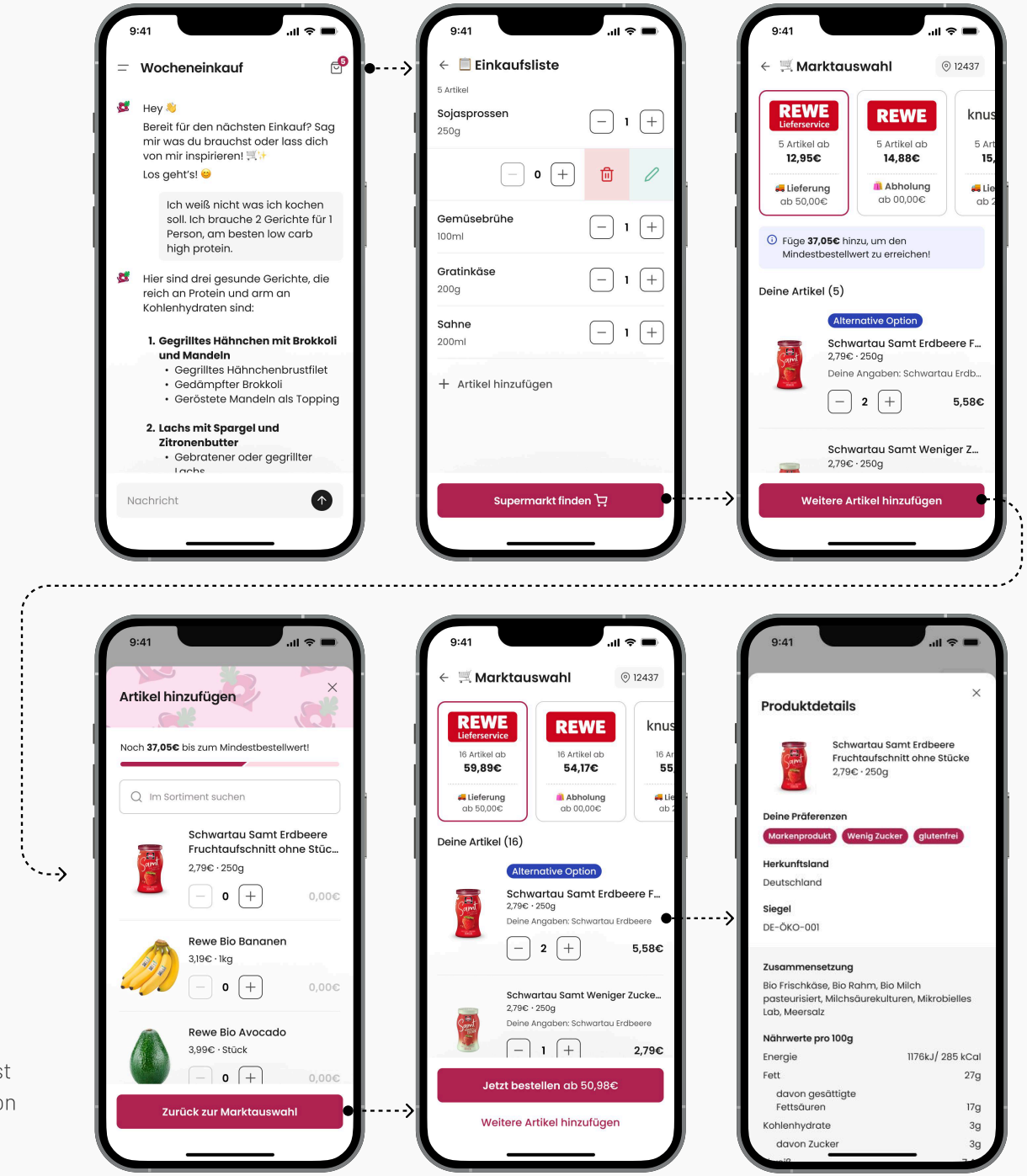
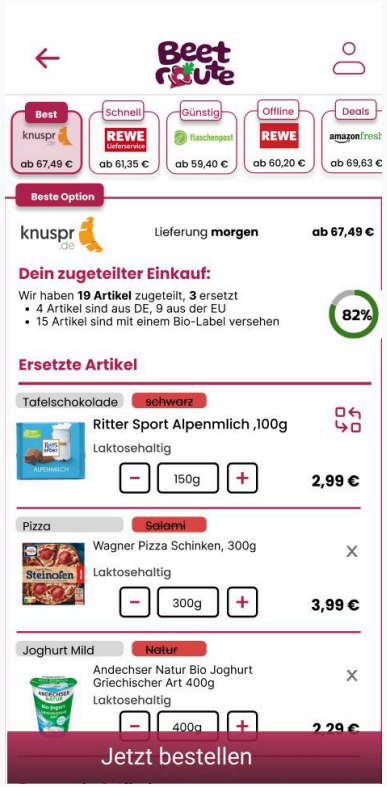


Figure MVP user flow
Final concept illustrating how conversational guidance, shopping list creation, and supermarket comparison were integrated into a cohesive user journey.

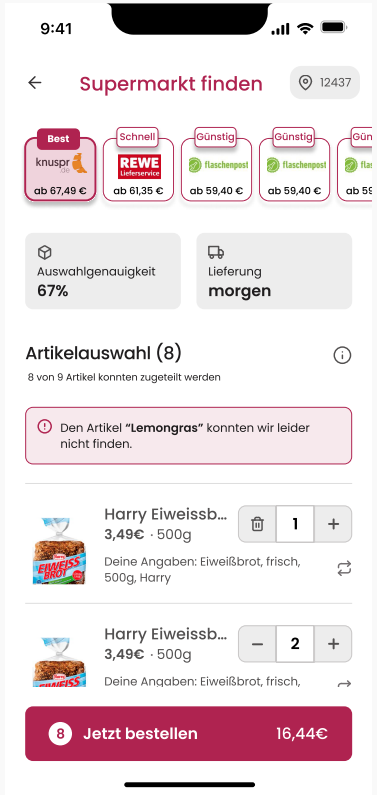
Highlights

- **MVP Definition** — Structured loosely defined ideas into a focused, development-ready MVP.
- **Product Alignment** — Guided the founding team toward consensus on priorities, scope, and product direction.
- **Rapid Product Discovery** — Delivered user flows, UX concepts, and implementation-ready specifications within a 12-day engagement.



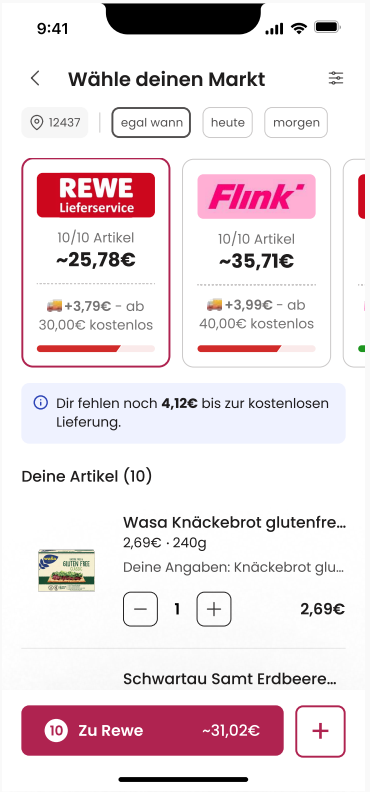
Messy concept

Multiple decision layers competing for attention in a single view.



Structured model

Introduced a structured retailer evaluation model with clearer availability and replacement handling.



MVP-ready solution

Prioritized retailer evaluation through clearer hierarchy and decision-focused presentation.

Figures: Evolution of the retailer comparison experience
The retailer comparison experience evolved from a feature-heavy concept into a structured decision-making workflow focused on availability, retailer evaluation, and basket management.

Additional experience

COMPANY	PROJECT	ROLE	PERIOD
Jobrad GmbH	Modular Invoicing Platform	UX/ UI Designer	09/2025 - 03/2026
Thryve Health	Health API Developer Platform Redesign	UX/ UI Designer	09/2025 – 03/2026
Avolta AG	Product Concept Prototype	UX Consultant & UI Designer	07/2025 – 08/2025
Atalma - VIdo	Performance Insights Platform Redesign	UX Designer	06/2025 – 08/2025
Zalando AG	Vision Type Research & Concept Exploration	Product Designer	05/2025
Lexware GmbH	Market Acceptance & Value Proposition Validation	UX Researcher & Designer	11/2024 – 02/2025
Beetroute GmbH	MVP Definition & UX Consulting	UX Consultant & UI Designer	11/2024 – 12/2024
Whatever.Works GmbH	Business Logic Documentation	UX/ UI Designer	08/2024
	HRIS Integration Concept	UX/ UI Designer	02/2024 – 03/2024
	Workation Editing System	UX/ UI Designer	10/2023 – 07/2024
Lumiform GmbH	Checkout Experience Optimisation	UI Designer	09/2023
Lexware GmbH	Business Controlling Discovery Research	UX Researcher & Designer	03/2023 – 11/2023
Numcamp GmbH	Design System Foundation	UI Designer	01/2023 – 02/2023
Contexthub GmbH - unea	Complex Trade Spend Campaign Wireframes	UX Designer	12/2022
	Feature Design, Workflow PoC & User Navigation Concept	UX/ UI Designer	05/2022 - 11/2022
	Persona Workshops & Alignment	Product Designer	04/2022
EOS GmbH	Global Customer Framework	Product Designer	08/2022 – 12/2022
	Employee Onboarding Experience	Product Designer	07/2022
	Customer Experience Strategy	Product Designer	04/2022 - 06/2022
Upday GmbH	Gamification Concepts	UX/ UI Designer	02/2022 – 03/2022

References

SlowLettuce

eos

JOBRAD

bandbyte

Lexware

Avolta

zalando

upday

kollex

haufe.group

Beet Route

atalma

WHATEVER. WORKS

unea

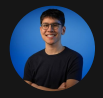
LUMIFORM

Albert Bauer

NUMCAMP

What clients say...

Working with Valesca has been a great experience, and I truly appreciate her professional support. I'm looking forward to our continued collaboration!



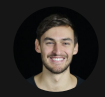
Paul Porstendorfer
Porstendorfer Softwareentwicklung

Valesca made an incredibly valuable contribution to our product and had a very positive impact on the team with her friendly, easygoing, and motivated personality. I really enjoyed working with her and appreciated her open feedback!



Alexander Schwertner - CEO
WHATEVER.WORKS GmbH

Valesca brings structure to our fast-paced startup. She tackles problems with focus, breaks them down, and delivers strong results. Beyond design, her project management skills and calm, positive presence make her a key asset to the team.



Pierre Möckel - CEO & Co-Founder
Beetroute GmbH

Valesca is highly detail-oriented and consistently delivers work quickly. She shows a deep interest in the topics at hand and puts in the effort to deeply understand them, which leads to high-quality results.



Roger Schlecht - Product Manager
Lexware GmbH

Contact

Valesca Neumayer
Digital Product Designer – Berlin

Available for freelance — remote or on-site.
Whether you have a project in mind or just want to talk it through, I'd love to hear from you.

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www.vn-digitaldesign.de

