



# CHRISTOPHER BLUM

Freelance UI/UX Creative Director & lecturer

I shape ideas through clever and simple design solutions  
with functionality at its core and the users in mind.

**Lets make a positive impact together!**

ONLINE PORTFOLIO [➤](#)

E-MAIL [➤](#)

LINKEDIN [➤](#)





Christopher Blum

# PORTFOLIO OVERVIEW

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# BLENDING AESTHETICS & FUNCTIONALITY

## WHAT I LOVE TO DO

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Brand identity & Design

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App, Web & Software Design

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Team Lead

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Accessibility guidelines

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Design Thinking

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Creative & Art Direction

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UI , UX, IxD

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Workshops

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Design Systems

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Teamwork

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# SELECTED CLIENTS

I work for small and big clients, well known and unknown brands, individuals, agencies, startups and companies.

I really like that diversity.



NETFLIX



Coca-Cola

s.Oliver

KUEHNE+NAGEL

Miles & More

COMMERZBANK

SYZIGY

JUNGvMATT

MUTABOR

interone

# AWARDS



reddot



Designpreis  
Deutschland







# BILLIE

## BRANDING A FINTEC STARTUP FROM SCRATCH

Building a brand from scratch is a rare and exciting opportunity. Using my holistic approach of strategy, UX & UI, we began with a 2-day BxD branding workshop to deeply understand the company and its products. I then created the full corporate design, from logo to product and marketing websites, ending with a flexible design system.

[FULL CASE STUDY](#) ➔

2017 - 2021

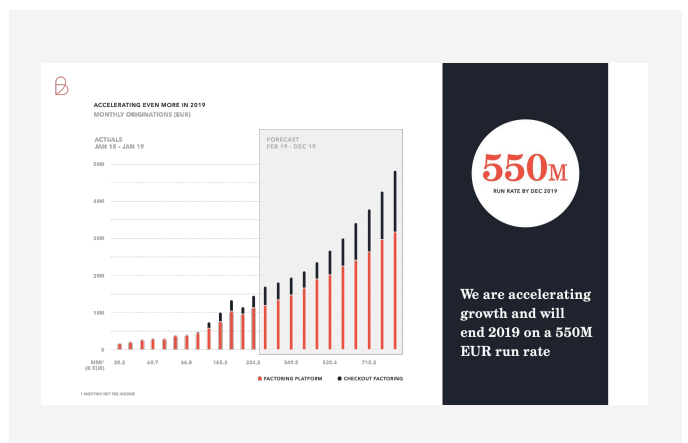
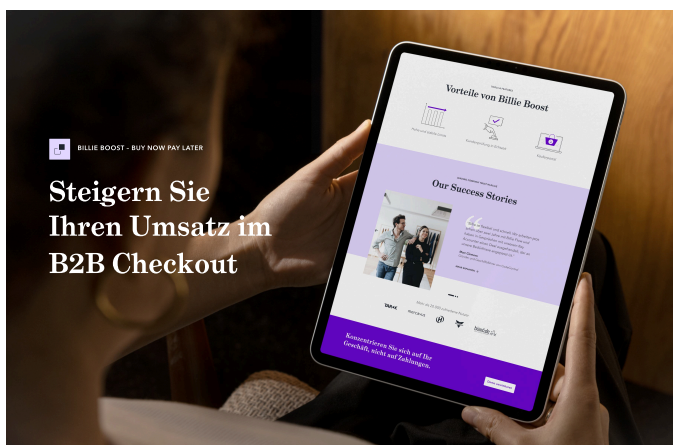
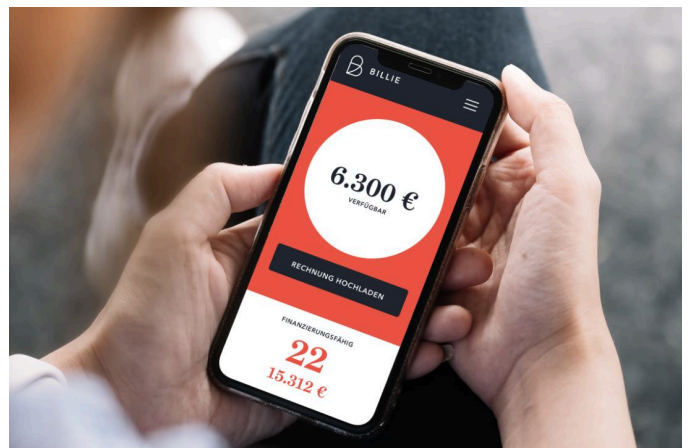
Brand Strategy

Creative Direction

UI & UX Design

Design System

Pitch Presentation





# BIRDY7

## RENEWABLE ENERGY SOFTWARE

Birdy7 is a software for managing renewable energy systems. In a small team, I helped create a clear, user-centric design, focused on making complex data easy to understand and act on. We built a flexible design system, a customizable multiscreen monitoring center, and tailored visualizations. The UI includes industrial age inspired elements.

[FULL CASE STUDY](#) ➔

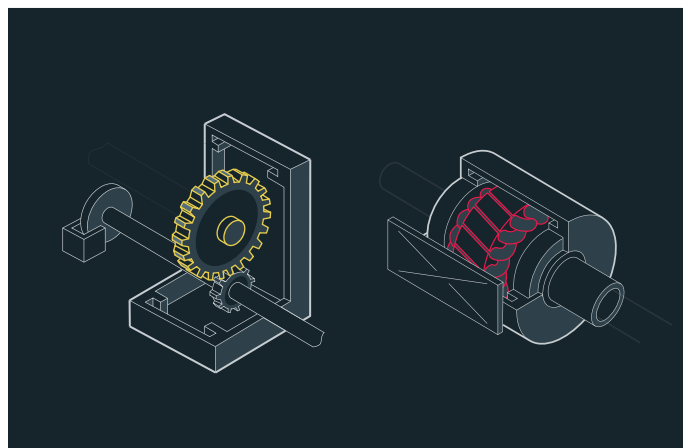
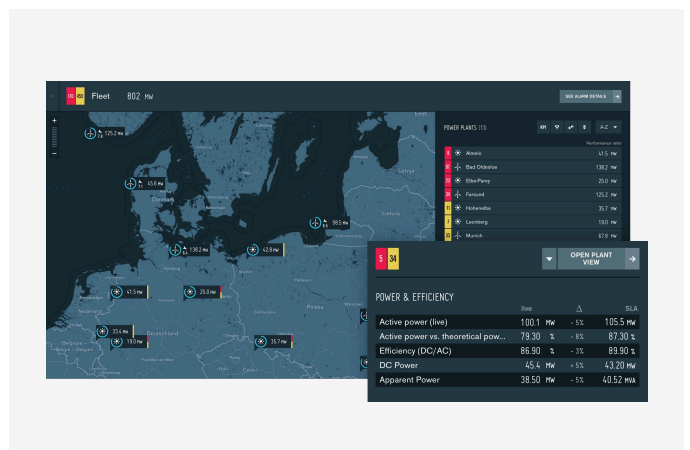
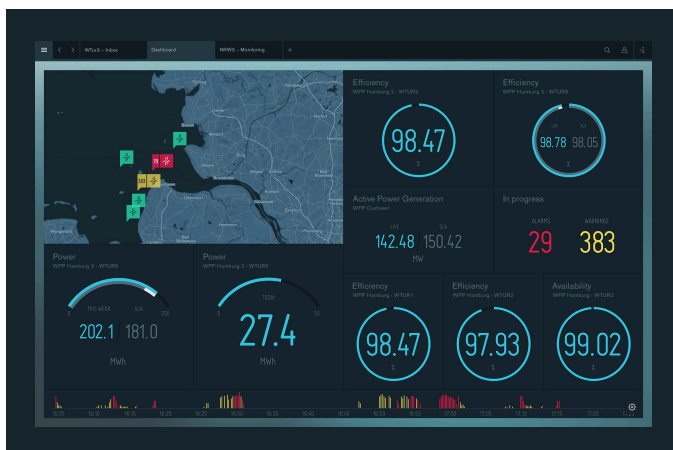
2015 - 2016, natcon 7

Senior Art Direction

UX/UI Design

Technical Illustrations

Design System





# ORCHESTER DER KULTUREN

## BRANDING A WORLD SYMPHONY

The Orchester der Kulturen is the world's only orchestra that blends classical symphonic music with diverse vocals and global rhythms & instruments to create a truly unique sound. The new branding celebrates diversity and energy with a generative logo of global letterforms, bold colors and vibrant visuals that capture the spirit of its performances.

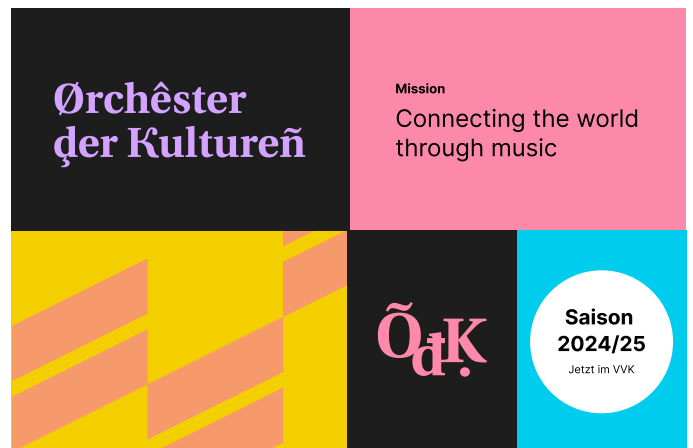
[FULL CASE STUDY ↗](#)

2024/25

Brand Design

Creative Direction

CD Design







# S.OLIVER

## PERSONALIZED FASHION APP

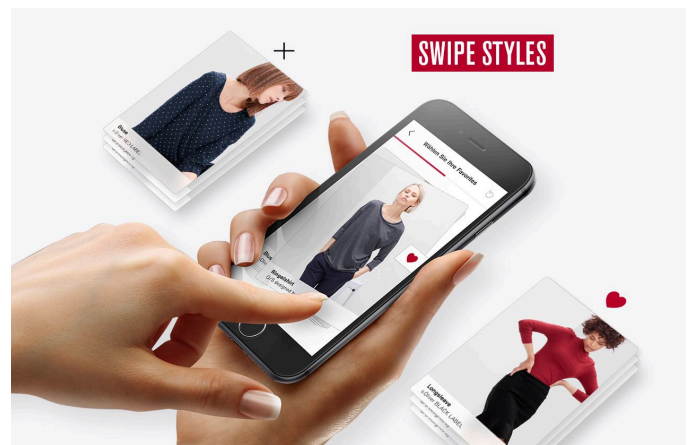
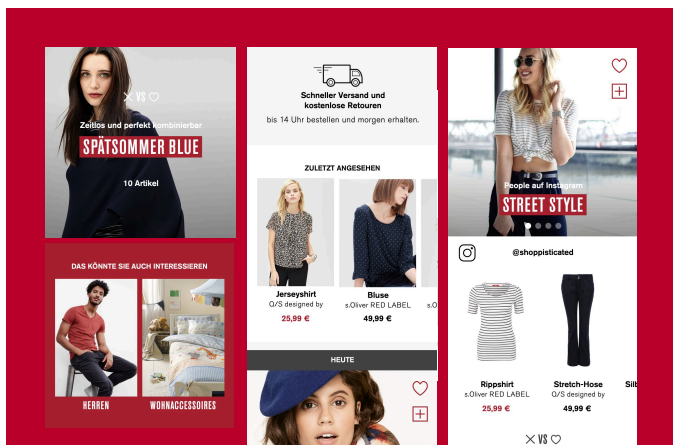
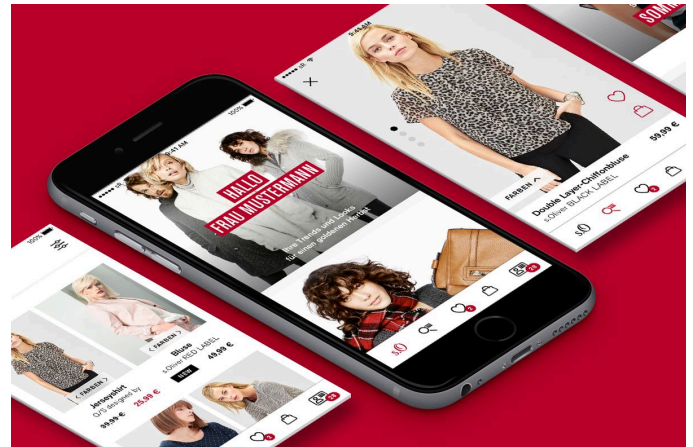
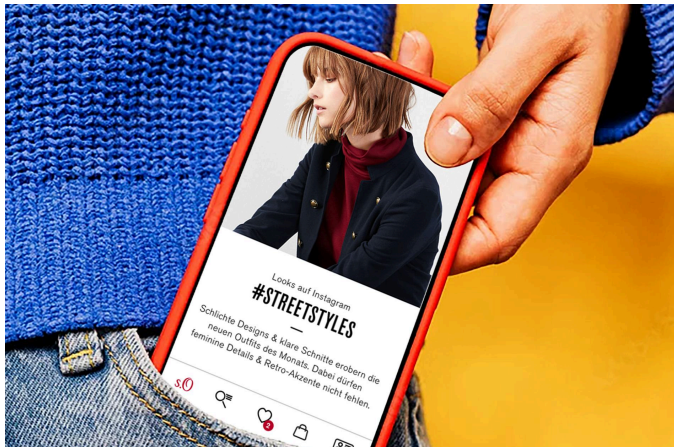
2017, DEPT

Senior Art Direction

Design Lead

We redesigned the s.Oliver Fashion app, modernizing its mobile design with a focus on personal, inspirational, and simple user experiences. The result: higher engagement and user satisfaction. Our small UX/UI team delivered the app as a cross-channel shopping hub, with personalized features, gamification, and a minimal, device-optimized interface.

FULL CASE STUDY [➔](#)





# KÜHNE + NAGEL

## DESIGN SYSTEM FOR WHOLE APPLICATION LANDSCAPE

2019 - 2022

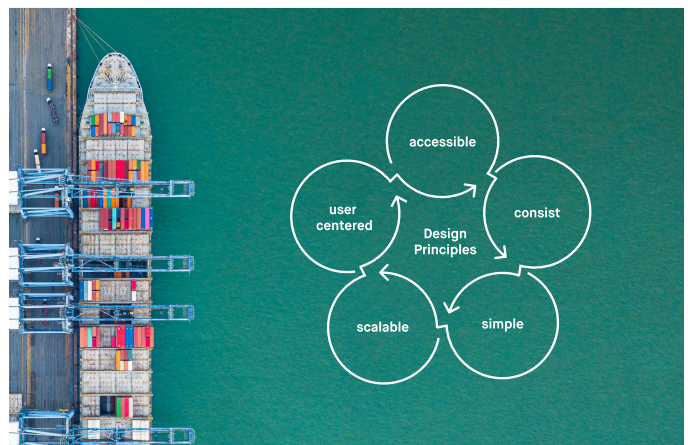
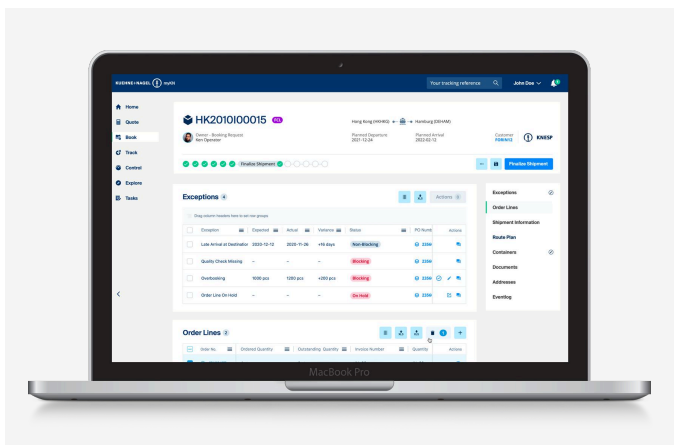
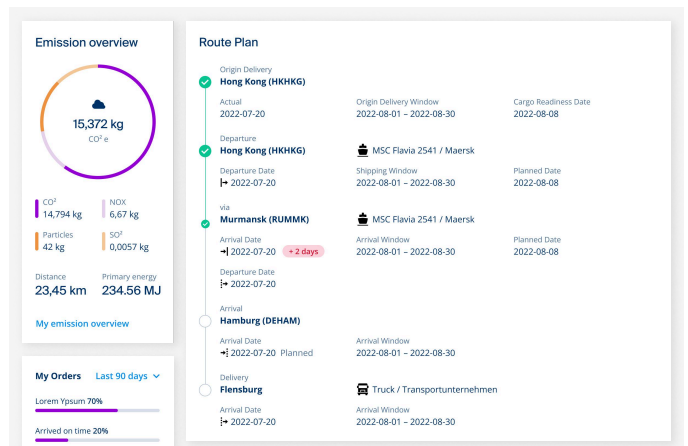
Logistics at K+N involved multiple complex applications. Our challenge was to unify different tools into a single, cohesive platform. Through close collaboration across departments, user research, and deep process understanding, we created a shared design system with unified UI components and UX patterns with improved accessibility & data visualization.

Creative Direction

UX/UI Design

Design System

FULL CASE STUDY [➔](#)







# BMW GROUP

## SITE RELAUNCH / 100 YEARS REBRANDING

2016, interone

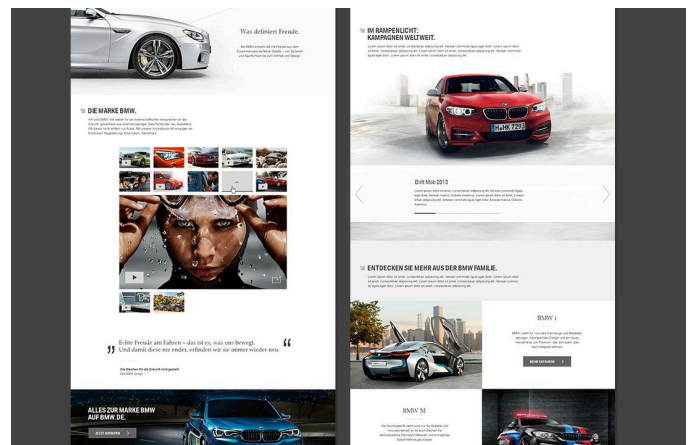
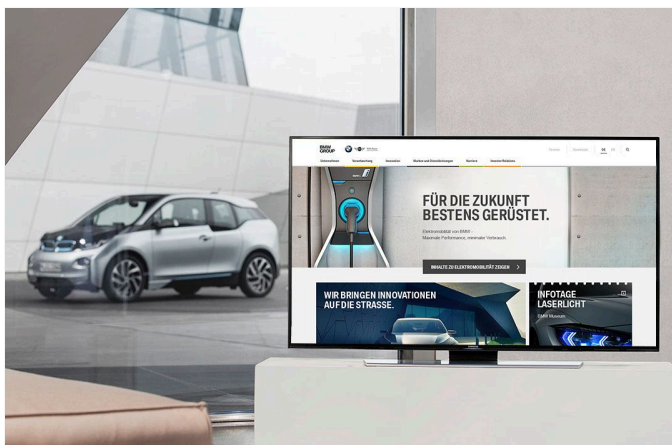
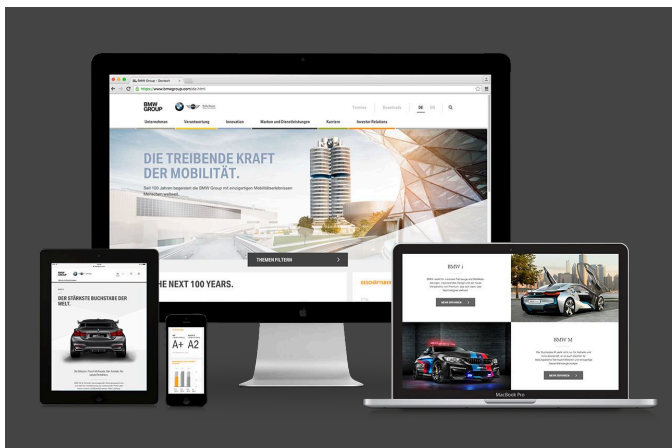
Bold, informative, and highly functional - a responsive web experience for BMW Group's 100th anniversary. We redesigned the corporate online presence with a mobile-optimized interface. Clear navigation, motion design, and a future-focused look support both daily use and the 100 years campaign.

Senior Art Direction

UX/UI Design

Brand Design

[FULL CASE STUDY](#) ➔





# MUTABOR & LINGUA 365

## NEW BRAND SITE AND SOCIAL MEDIA PLAYGROUND

2014

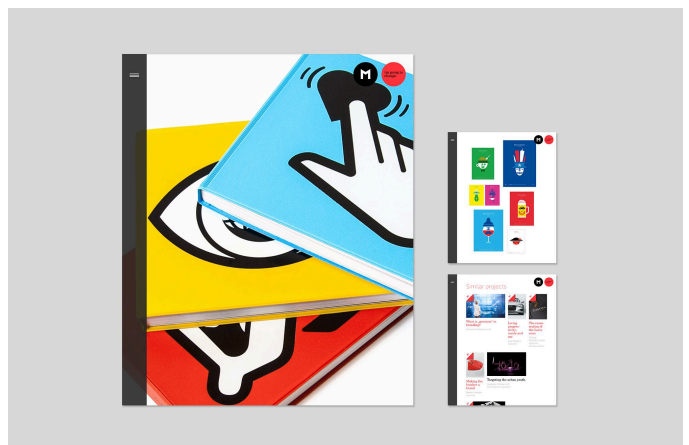
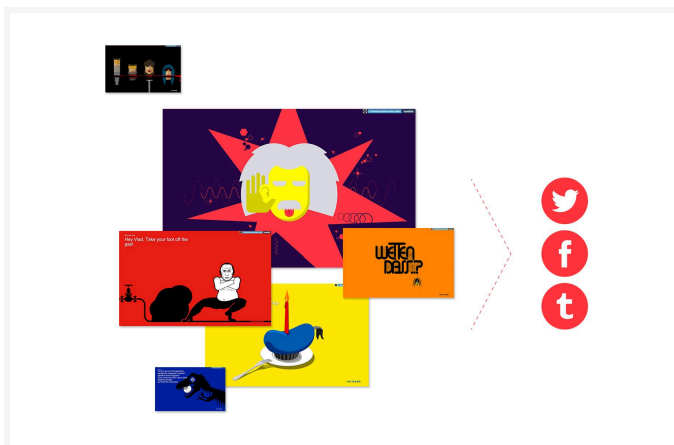
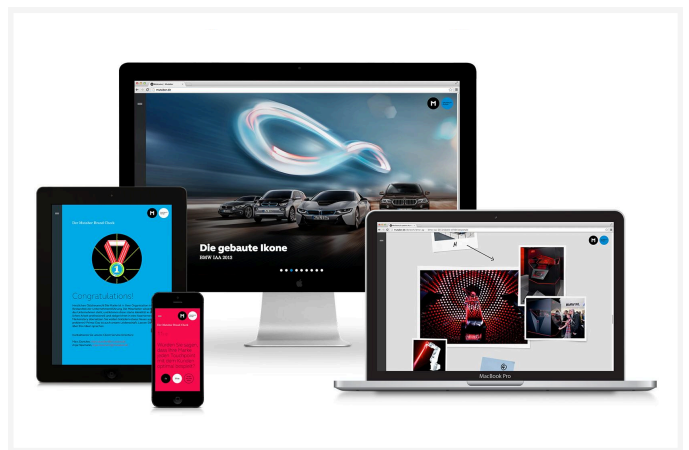
Mutabor first booked me for their client DFL, then for their brand site and social strategy. We built a soulful site with a flexible grid, bold type, full-screen visuals, and unique case studies. For social, we launched The Daily Change, a wordless icon calendar interpreting global events, shared successfully across Tumblr, Facebook, and Twitter.

Brand Design

Art Direction

UI & UX Design

[FULL CASE STUDY ↗](#)





# WHAT MY CLIENTS SAY

“I've been fortunate enough to work with Christopher as a freelancer for nine years now – on a wide variety of projects and budgets. He constantly surprises me with fresh, innovative ideas that take our joint projects to a new level every time.”



**THORSTEN BECKER**

Creative Director at SYZYGY

“Very strong Creative Director with an outstanding portfolio and strong people management skills. Christopher helped us to completely revamp our product design, website structure, creatives, user flows and even came up with the initial version of the Billie logo. I would definitely work with Christopher again in the future at any time.”



**DR. MATTHIAS KNECHT**

Co-Founder at Billie

“I have been working with Christopher Blum for 13 years. His exceptional creativity, interpersonal skills, and reliability in execution are not only reason enough for our trusting collaboration to date, but also a solid foundation for future projects.”



**ADRIAN WERUM**

Founder at Orchester der Kulturen





# HOW I WORK

## **TODAY AND TOMORROW**

With more than 17 years of professional work experience and 12 years of freelancing I have seen a lot, but I am still soaking up new trends as the only constant in our digital world is change.

## **PRODUCT EXCELLENCE**

I have a holistic approach to brands and products to find the best creative solution. I don't differentiate too much between UI & UX and I love details as they are not just the details, they make the product excellent.

## **TEAMWORK**

I highly value teamwork with my clients. I can also be your one-stop-shop, but I love to be part of your team and integrate seamlessly. I play Ping-Pong with engaged colleagues, to create powerful results.



# FREELANCE EXPERIENCE

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2023 - today

**Freelance Creative Director UX/UI at SYZYGY**

Miles&More App & Website, Pitch

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2024

**Freelance Creative Director UX/UI at Orchester der Kulturen**

Brandstrategy, Logo, Branding & Poster

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2022

**Freelance Creative Director UX/UI at ClipMyHorse**

Brandstrategy, Logo, Branding & Website

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2021

**Freelance Creative Director UX/UI at Billie**

Website, Design system

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2019 - 2022

**Freelance Creative Director UX/UI at Kühne & Nagel**

Logistic software, Design system for whole application landscape

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2018

**Freelance Creative Director UX/UI at Tillhub**

Brandingstrategy, Redesign & Website

**Freelance Senior UI Designer at Superreal**

OTTO Whitelabel Shop & Design system, Atomic Design Workshop

**Freelance Senior UI Designer at Scholz&Volkmer**

Fraport interactive terminals



# FREELANCE EXPERIENCE

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2017

**Freelance Creative Director UX/UI at Billie**

Brandstrategy, Logo, Branding & Websites

**Freelance Senior UI Designer at Superreal**

s.Oliver Shopping App, Weber Grill Christmas card

**Freelance Senior UI Designer at Neugelb**

Commerzbank App Guidelines

**Freelance Senior UI Designer at JvM**

Mercedes Bank Website, Kind Website

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2016

**Freelance Senior UI Designer at Cream Colored Ponies**

Nürnberger Versicherungen Website

**Freelance Senior UI Designer at Natcon7**

Renewable energy software

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2015

**Freelance Senior UI Designer at Natcon7**

Renewable energy software

**Freelance Senior UI Designer at Kolle Rebbe**

Netflix promotions

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# FREELANCE EXPERIENCE

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2014

**Freelance Senior UI Designer at SYZGY**

Dr. Oetker Website, Marco Polo Website, Mercedes Vito Campaign

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2013

**Freelance Senior UI Designer at Scholz&Volkmer**

Mercedes Benz Connected Vehicles

**Freelance Senior UI Designer at MUTABOR**

DFL Digital Sports Website, Mutabor Agency Website

**Freelance Senior UI Designer at ACNE**

Economist Pitch Nelson Mandela Special

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2012

**Freelance UI Designer at Scholz&Volkmer**

Lufthansa App, Panasonic Eluga campaign

**Freelance UI Designer at SYZGY**

KfW Bank Website, Miele Design principles & website

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# LECTURER, SPEAKER, AUTHOR, EDUCATION

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03/2022 - 02/2025

**Lectureship Interaction Design**

HAW Hamburg

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03/2017

**Speaker at Forward Festival, Hamburg**

for DEPT. Agency

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03/2009 - 04/2012

**Art Director at Scholz & Volkmer, Wiesbaden**

for Mercedes-Benz, Coca-Cola, Panasonic

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10/2009 - 04/2011

**Freelance Autor at Weave Magazin**

interactive design & conception

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03/2007 - 02/2009

**Junior Art Director at Scholz & Volkmer**

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10/2002 - 07/2006

**Digital Media (BA) at University Ulm**

**Graphic Design at University of Memphis, USA**



Christopher Blum / Contact

# CONTACT INFO

## Christopher Blum

Freelance UI/UX Creative Director  
based in Hamburg, Germany

+49 176 218 706 43

hello@christopherblum.de

www.christopherblum.de

LINKEDIN ↗

XING ↗

# SAY HI!



Tell me about your project.

Let's collaborate and make great stuff.