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

BLENDING AESTHETICS & FUNCTIONALITY

WHAT I LOVE TO DO

Brand identity & Design	Creative & Art Direction
App, Web & Software Design	UI , UX, IxD
Team Lead	Workshops
Accessibility guidelines	Design Systems
Design Thinking	Teamwork

SELECTED CLIENTS

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

I really like that diversity.

Mercedes-Benz   NETFLIX   BMW   Coca-Cola

s.Oliver   KUEHNE+NAGEL   Miles & More   COMMERZBANK

SYZYGY   JUNGvMATT   MUTABOR   interone

AWARDS

reddot   ADC   Cannes Lions   iF   Designpreis Deutschland   THE WEBBY AWARDS
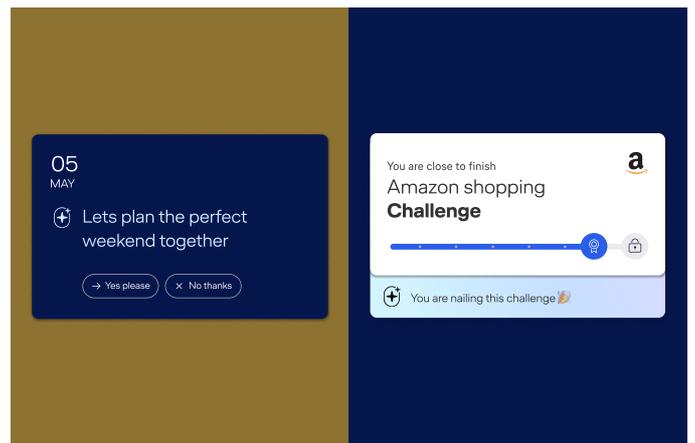
MILES & MORE

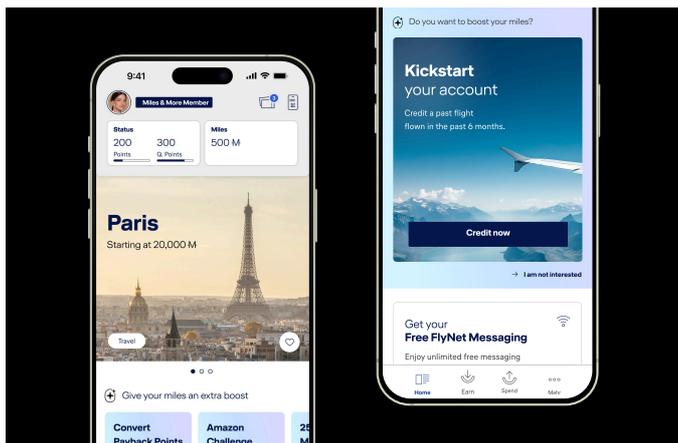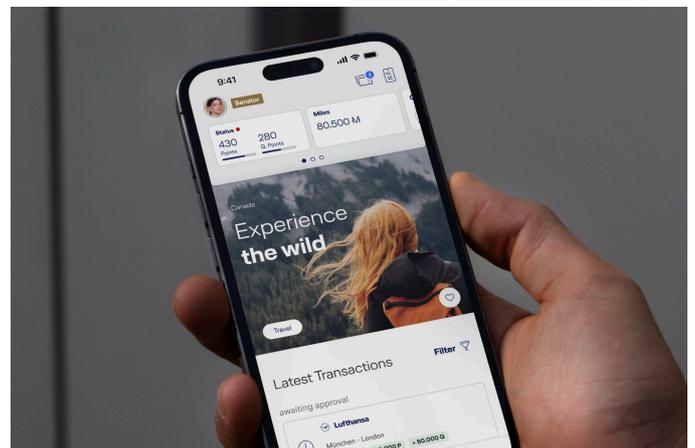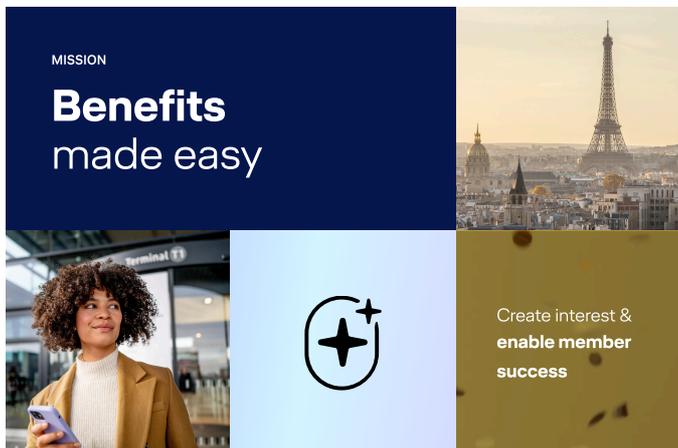**EXPERIENCE VISION APP**

2022 - 25

Our experience vision positions the Miles & More app as a daily companion for global travelers. It makes benefits easy to understand, reduces mental load, and elevates personalization. We aim to spark interest rather than assume it, celebrate member success, ensure full accessibility (WCAG compliant) and strengthen long-term loyalty.
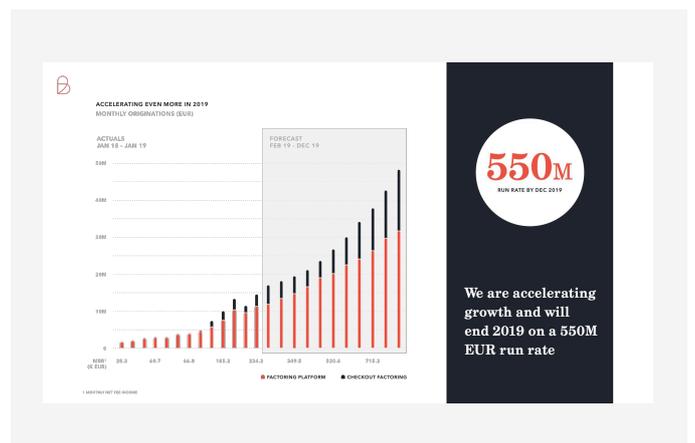
Creative Direction

UI & UX Design

User Research

FULL CASE STUDY ↗

MISSION

Benefits made easy

Create interest & **enable member success**

Experience the wild

Latest Transactions   Filter

awaiting approval

Lufthansa

München - London

9:41

Miles & More Member

Status
200   300
Points   Q. Points

Miles
500 M

Paris
Starting at 20,000 M

Travel

Give your miles an extra boost

Convert
Payback Points

Amazon
Challenge

Do you want to boost your miles?

Kickstart
your account

Credit a past flight
flown in the past 6 months.

Credit now

→ I am not interested

Get your
Free FlyNet Messaging
Enjoy unlimited free messaging

Home   Earn   Spend   More

05
MAY

Lets plan the perfect
weekend together

→ Yes please   × No thanks

You are close to finish
Amazon shopping
Challenge

You are nailing this challenge 🎉

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 BIxD 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.
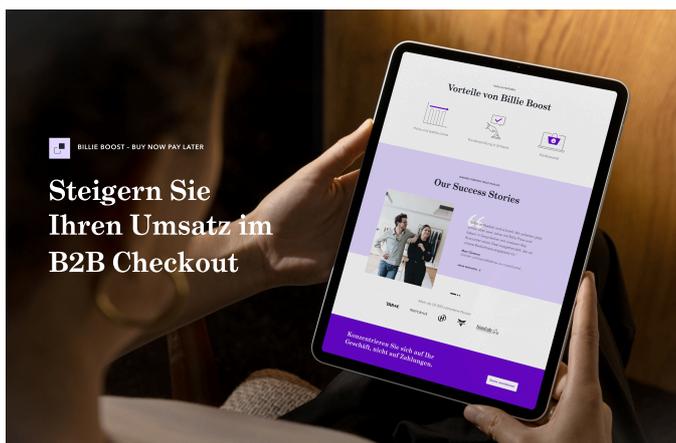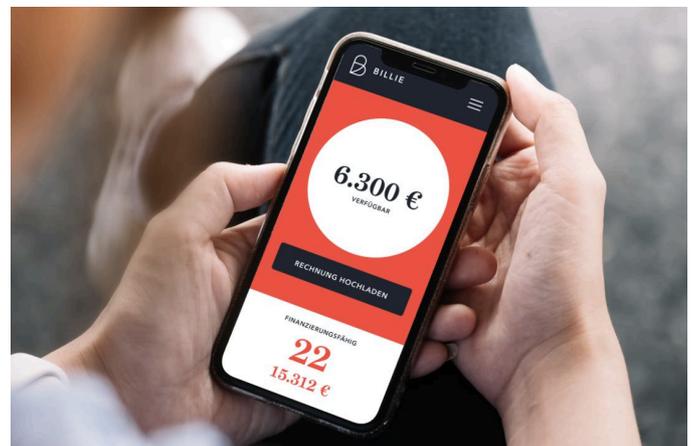
FULL CASE STUDY ↗

2017 - 21

Brand Strategy

Creative Direction

UI & UX Design

Design System

Pitch Presentation

New standard
for B2B payments

BILLIE

6.300 €
VERFÜGBAR

RECHNUNG HOCHLADEN

FINANZIERUNGSFÄHIG
22
15.312 €

BILLIE BOOST – BUY NOW PAY LATER

Steigern Sie
Ihren Umsatz im
B2B Checkout

ACCELERATING EVEN MORE IN 2019
MONTHLY ORIGINATIONS (EUR)

550M
RUN RATE BY DEC 2019

We are accelerating
growth and will
end 2019 on a 550M
EUR run rate
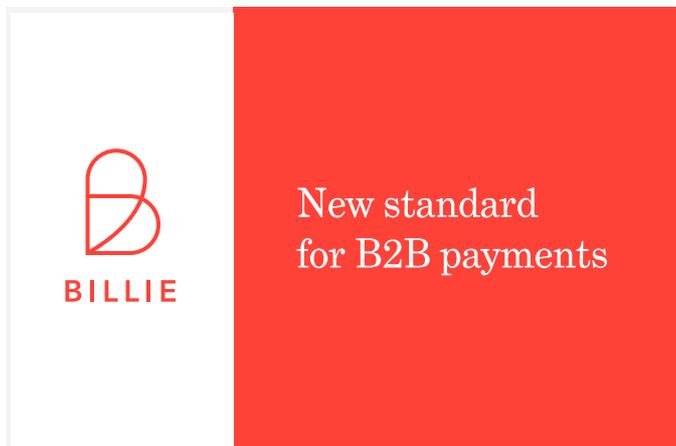
BIRDY7

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.
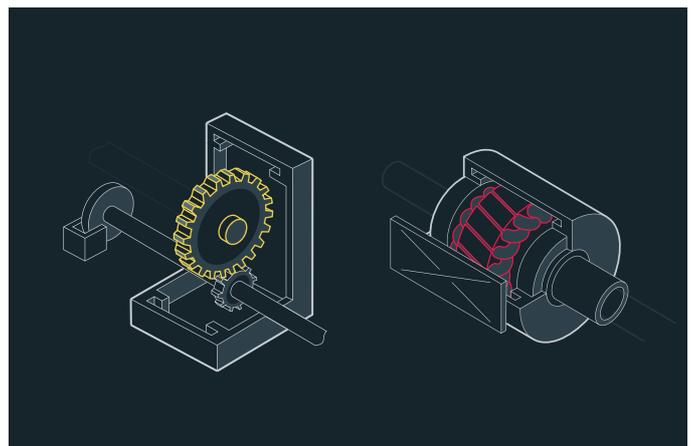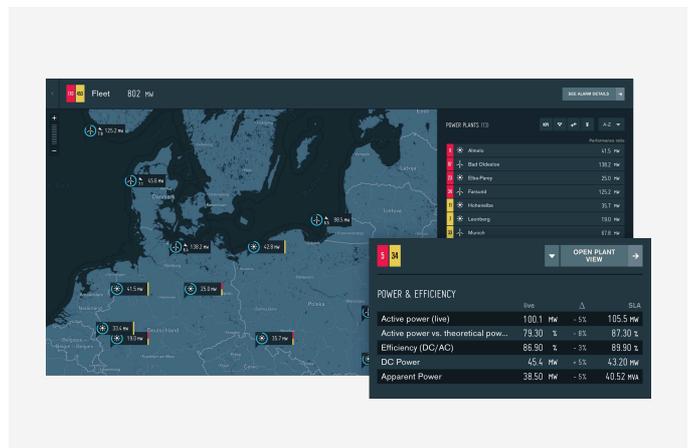
FULL CASE STUDY ↗

2015 - 16, natcon 7

Senior Art Direction

UX/UI Design

Technical Illustrations

Design System

ORCHESTER DER KULTUREN

BRANDING A WORLD SYMPHONY

2024/25

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.
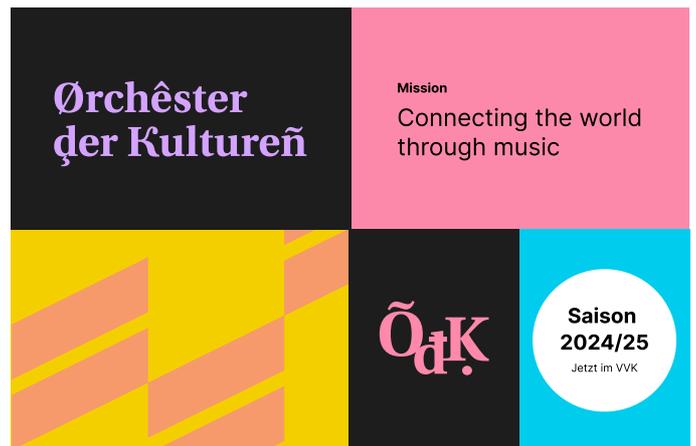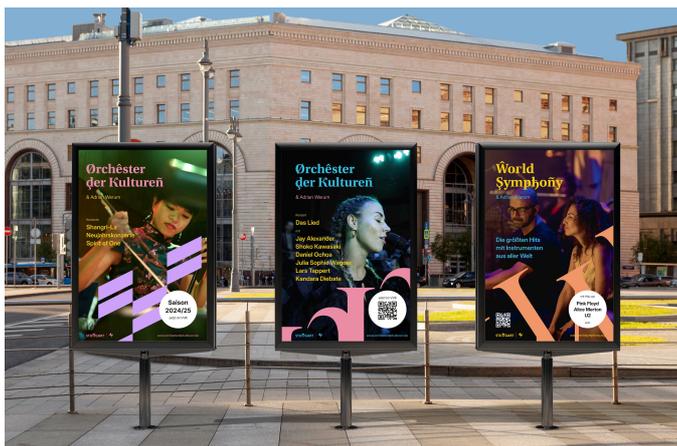
Brand Design

Creative Direction

CD Design

FULL CASE STUDY ↗

S.OLIVER

PERSONALIZED FASHION APP

2017, DEPT

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.

Senior Art Direction

Design Lead

FULL CASE STUDY ↗
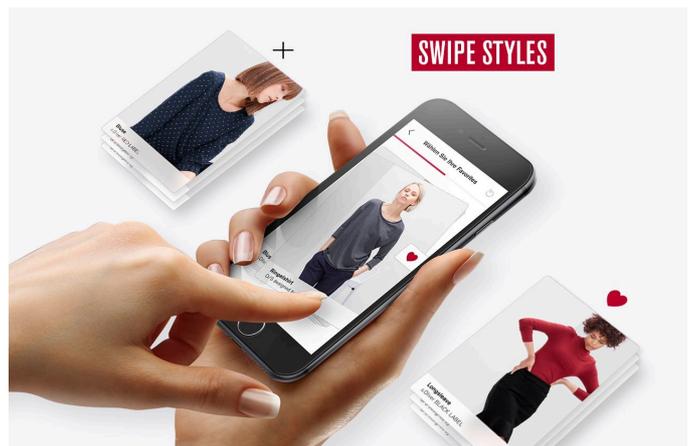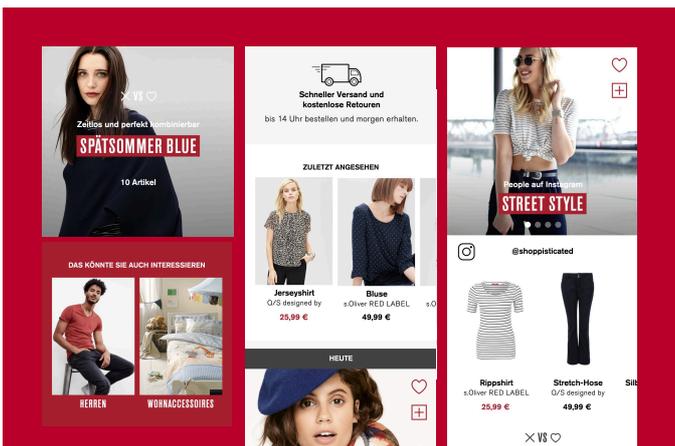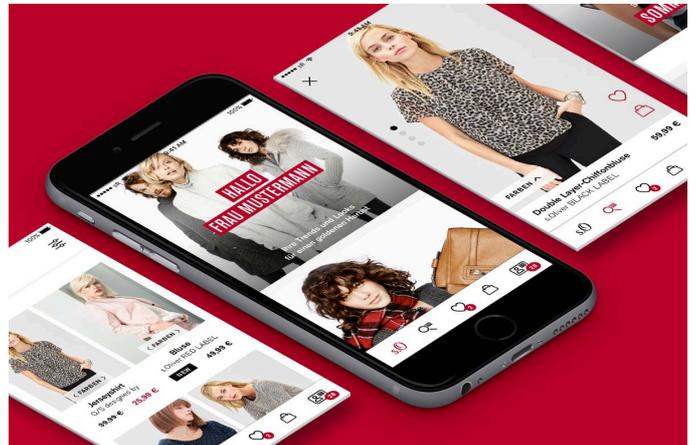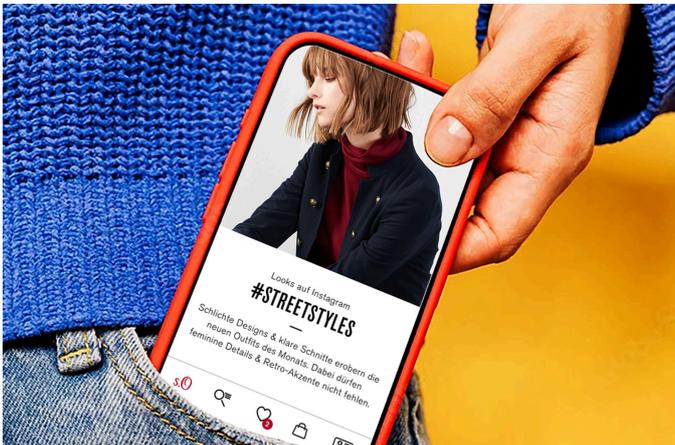
KÜHNE + NAGEL

## DESIGN SYSTEM FOR WHOLE APPLICATION LANDSCAPE

2019 - 22

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 ↗
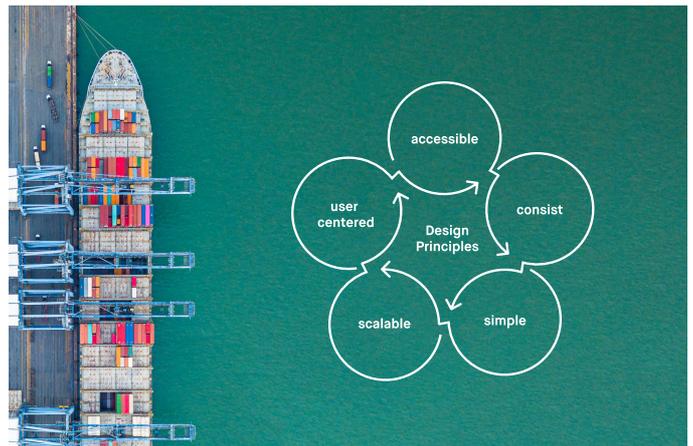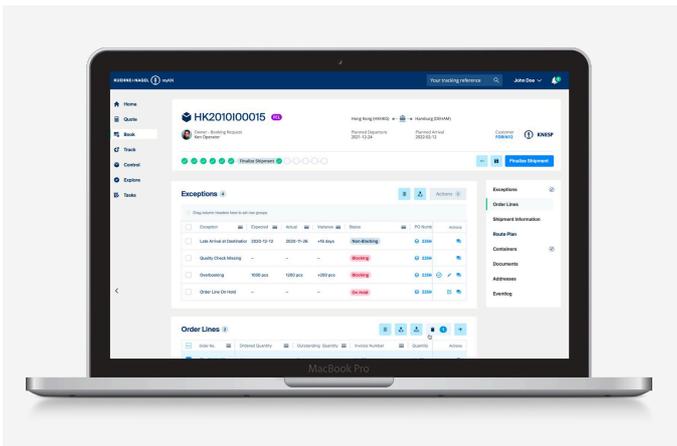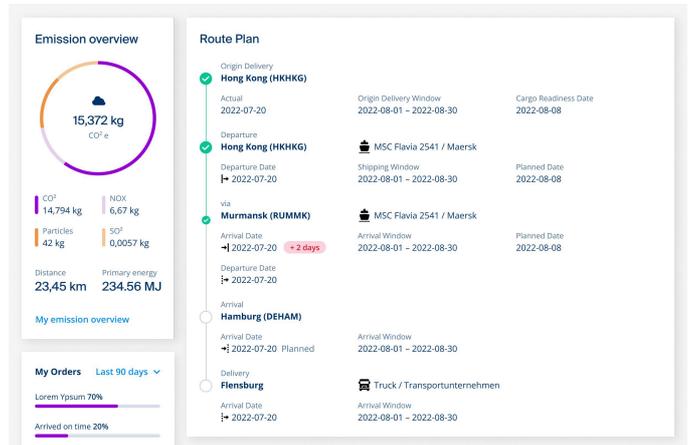
BMW GROUP

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 ↗
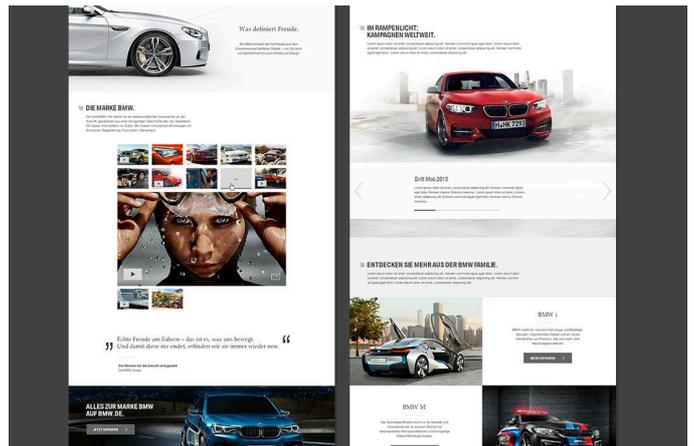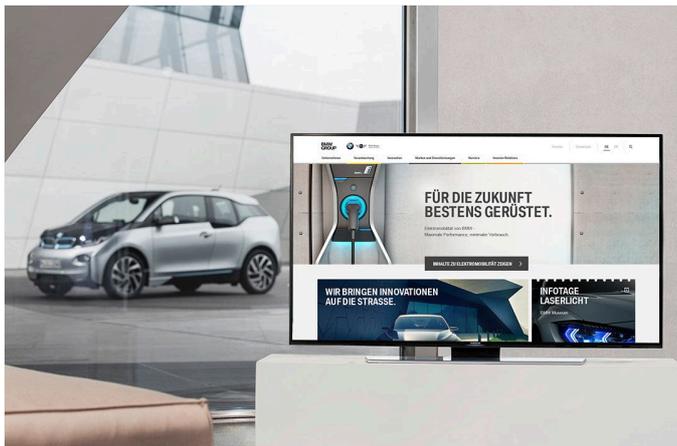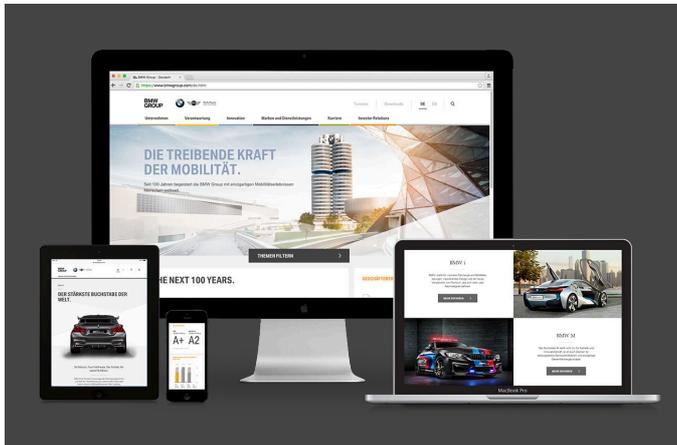
MUTABOR & LINGUA 365

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

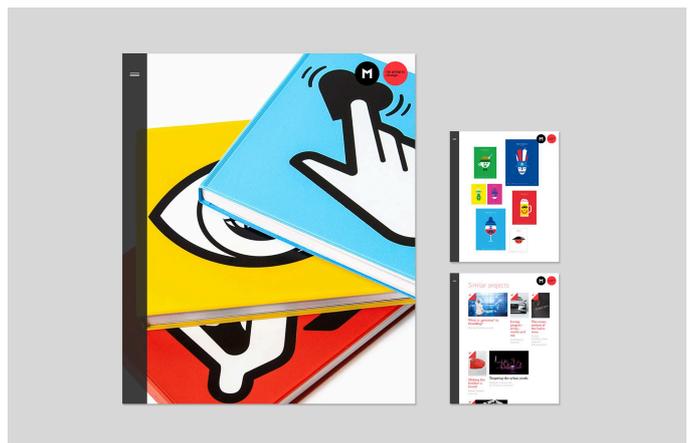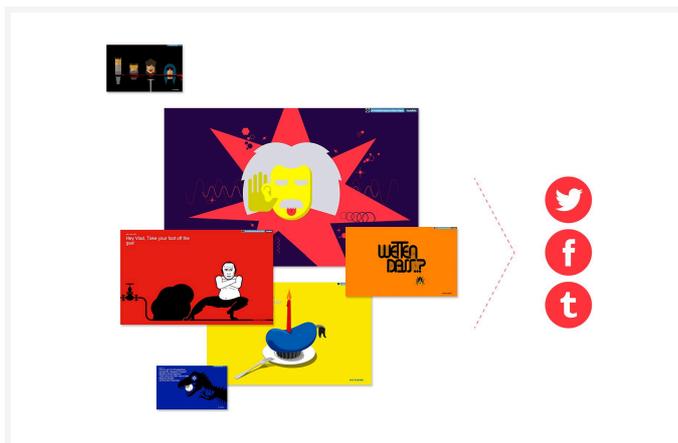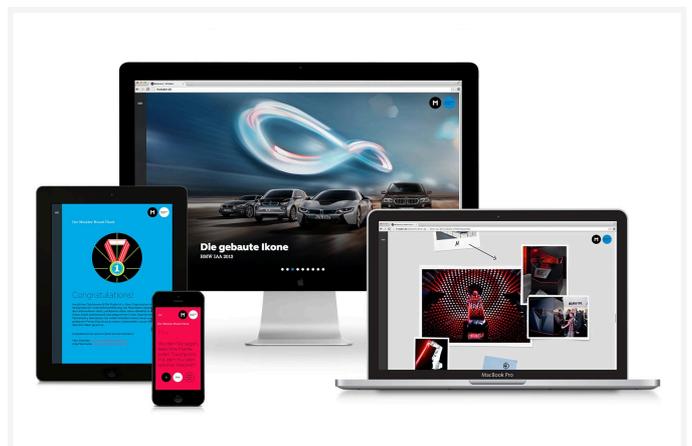"I've been fortunate enough to work with Christopher as a freelancer for nine years now – on a wide variety of projects and budgets. He constantly surprises me with fresh, innovative ideas that take our joint projects to a new level every time."

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 collegues, to create powerful results.

FREELANCE EXPERIENCE

2023 - today	**Freelance Creative Director UX/UI at SYZYGY** Miles&More App & Website, Pitch
2024	**Freelance Creative Director UX/UI at Orchester der Kulturen** Brandstrategy, Logo, Branding & Poster
2022	**Freelance Creative Director UX/UI at ClipMyHorse** Brandstrategy, Logo, Branding & Website
2021	**Freelance Creative Director UX/UI at Billie** Website, Design system
2019 - 2022	**Freelance Creative Director UX/UI at Kühne & Nagel** Logistic software, Design system for whole application landscape
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

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

2016	**Freelance Senior UI Designer at Cream Colored Ponies**
	Nürnberger Versicherungen Website
	Freelance Senior UI Designer at Natcon7
	Renewable energy software

2015	**Freelance Senior UI Designer at Natcon7**
	Renewable energy software
	Freelance Senior UI Designer at Kolle Rebbe
	Netflix promotions

FREELANCE EXPERIENCE

2014

Freelance Senior UI Designer at SYZYGY
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

2012

Freelance UI Designer at Scholz&Volkmer
Lufthansa App, Panasonic Eluga campaign

Freelance UI Designer at SYZYGY
KfW Bank Website, Miele Design principles & website

LECTURER, SPEAKER, AUTHOR, EDUCATION

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**

10/2002 - 07/2006	**Digital Media (BA) at University Ulm** **Graphic Design at University of Memphis, USA**

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.