Volker Schubert

Digital Art Direction - Branding - UX Design

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Portfolio

Volker is always observing and thinking about how design and it's influence can be seen and felt in our everyday experiences, continually learning and developing problem solving solutions and skills in this ambiguous and sophisticated environment we inhabit. Volker's design vernacular is informed by using design thinking to understand complex challenges, to start creating, iterating, testing and evolving to make them feel simple, clean and intuitive yet realistic and tangible to the user and client.

Volker's approach is hands on, comfortable working in relatively flat and dynamic teams has a attitude of "give it a go" using 15+ years of human centred design experience spanning sectors across government, enterprise and academia. Volker's design fluency is diverse; from product launches, exhibition design, corporate collateral, interaction design, customer experience and brand strategy. Volker's digital knowledge, traditional design skills, strategic direction and co design methods provides a language for sectors across business to work together.
Volker's work in Fintech, Health, Government, Architecture, Corporate while collaborative and empathetic uses a mindset to solve problems, to solve challenges through the language of design and design thinking.

This document presents a snapshot of work that spans diverse sectors, volkers expertise in design is integrated to support diverse clients needs. This ranges from Branding, UX, CX and supported by research when possible.

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Portfolio

Clients worked for

Brand Identity - Print - IRESS

IRESS - Global Trader Magazine,
Asia Pacific Edition,1 page advertisement
for the Smart Hub Product.

The design expanded the IRESS brand identity evolving from the newly designed website. New images depicting the sense of the product, emotive use of colours, iconography and clean type were all designed to extend the new IRESS brand look and feel to help it stand out for it's international financial market competitors.
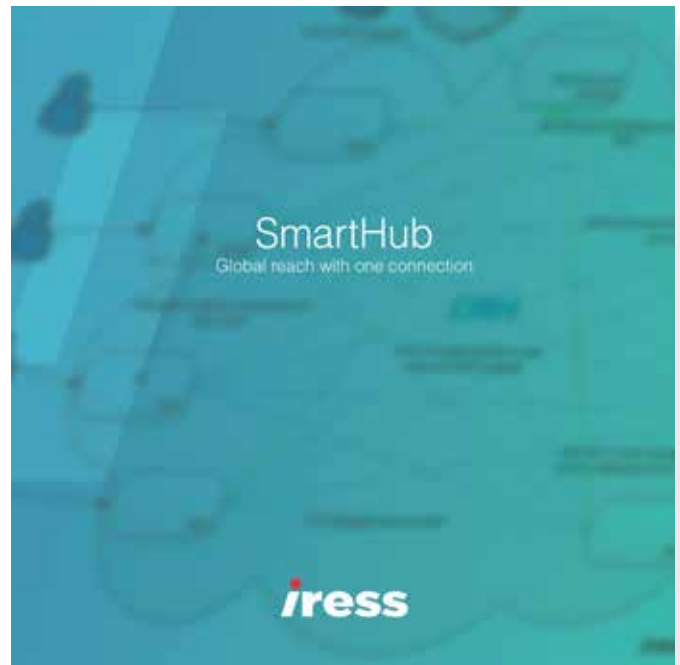
Brand Identity - Print - IRESS

1. XPLAN Parent Factsheet
2. XTOOLS Child Factsheet Front
3. XTOOLS Child Factsheet Back

IRESS XPLAN Factsheets

Working with the IRESS XPLAN product manager, coptywriter, sales manager we built up a robust two teir factsheet system, 4 main sheets giving the XPLAN overview for customers and then 12 Product feature factsheets. Considerations were layout, colour, iconograhy, type, considered user images and product shots.

Brand Identity - Print - IRESS

Brand Identity - Print/Launch - muse

Winter at Tantora Report

Winter at Tantora, AlUla, Saudi Arabia
Report 04 – April 2020

How do visitors experience your museum?

muse is a solution to better understand your visitor...

How do visitors experience your museum?

8 pioneering museums define the future of engagement...

How do visitors experience your museum?
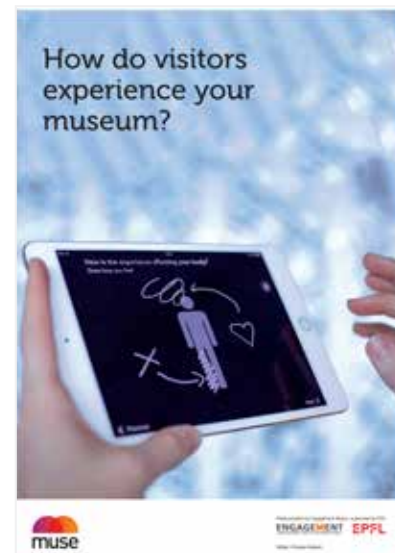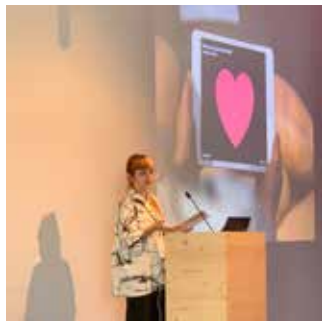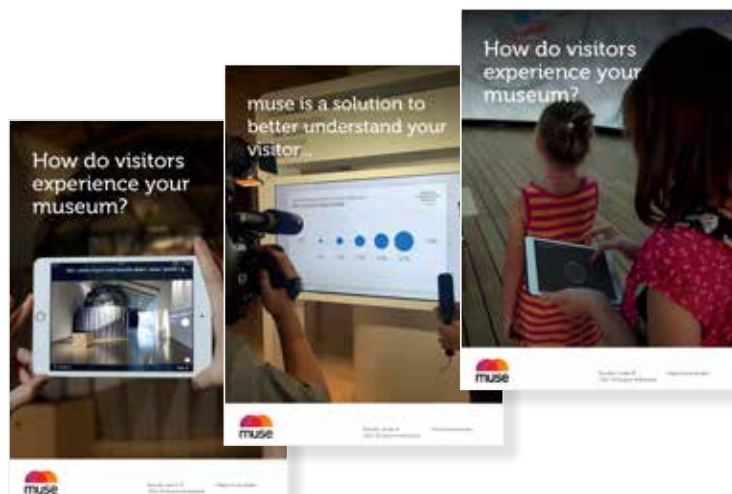
1 | 2
3 | 4

1. muse survey reports
2. Muse Brochures (Launch)
3. Muse Launch EPFL Lausanne
4. Muse Posters (Launch)

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Museums live through their visitors. muse is the voice of the visitor that inspires museums to create better exhibitions, programs and experiences. The muse seamless platform allows customisation directly to the ipad user interface. From a customisable backend to a well designed front end, muse provides a user-centred-design experience.

Brand Identity - Print - iShoU & WEF
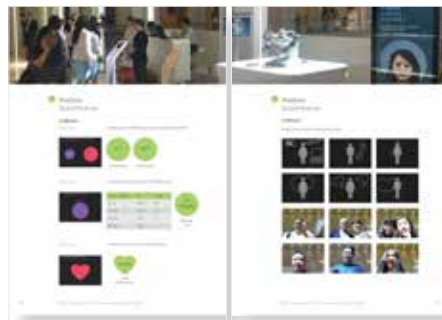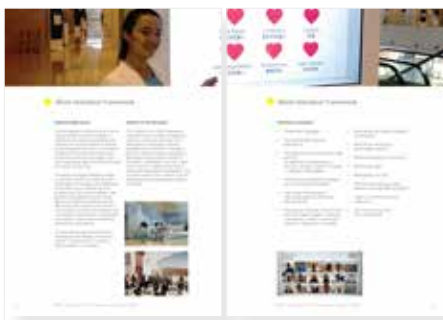
iShoU WEF Tianjin Report
World Economic Forum, Tianjin, China,
"Annual Meeting of the New Champions"
26—28 June 2016

After WEF used iShoU as a test bed at Davos in Switzerland, the full iShoU system was implemented at the World Economic Forum, Tianjin in China. The system comprised of iPads that displayed collected data in real time on large LCD screens. This collected data was dissected, ported and turned into a PDF and print report.

Brand Identity - Print - JWA & NODEM
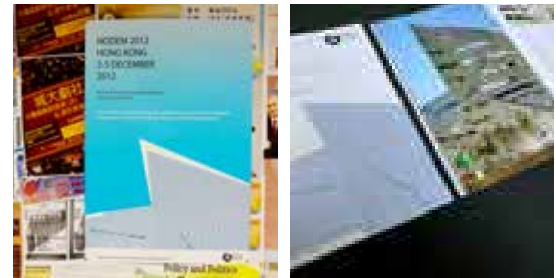
John Wardle Architects
Print collateral, branded items, Reports, Tenders.

NODEM Hong Kong
Conference Collateral

John Wardle Architects are one of the most respected "Design" architecture practices within Australia.

Volker's media design management knowledge was crucial to shaping John Wardle Architects brand. Volker was responsible for communicating the diverse facets of the practice to internal and external stakeholders.

As Brand custodian Volker has evolved the corporate graphics with the external graphic designers and help manage the media profile of a leading architectural design practice. As design manager he lead the team to develop strategy, design systems, content and projects like the intranet and new website. Internal branded items such as submissions, tender documents, competition collateral were also part of his responsibilities.

I was invited to design and create a identity and items for a leading international conference to be held in HK. The conference was to boost the professional persona for this new Department within City University in Hong Kong.

SOLUTION
As the Conference items would be used across and range of items from a badge to a banner, the branded elements needed to have a strong identity of their own. Clean modern yet professional and strong. The Run Run Shaw building was used as inspiration for the main stylised element, blue, red green were used to bring out the three streams of the conference. Banners, Signage, programmes, screens were produced as required. It was a great success for the department improving the profile within HK and through the museums of the world.

Brand Identity - Print - Corporate & Dental

Corporate and Annual Report clients where
Victoria Police
Yarra Valley Water
EPA Environmental Protection Agency
Ambulance Service Victoria
Melbourne University

During my time at BBDA I was involved in the design
and production of annual reports, performance reports
and similar collateral. For over 10 years, I worked
towards independently designing and producing the
reports alongside the principal of the company.

SOLUTION
In a digital age Annual Reports have to work with
viewers small attention spans requiring maximum
information. Ubiquitous information is vital and must
express the brand, the content and the data.

The reports were well received and the challenge for every
year was to invigorate the brand, convey the data and
bring information to the investor and or shareholder.

smilegroup - Specialist Dental Service
Brand Identity, Interior Branding,
Signage, Promotional Items.

Katherine Ngu is a respected specialist pediatric
Dentist who was looking to start a new practice.
The identity was a cautious move as conservative
choices in this industry were commonplace. This
specialist had to communicate to all three user
groups, children, parents and the dental fraternity.

Creating a branded icon that represented her three
main clients, babies, toddlers and young boys and girls
where key it the visual narative. The notion was to have
a happy, fun, and a inviting graphic would appeal to
both markets. By using strong elements like the orange
colour, type and pattern we were able to also convey the
feeling of a clean, modern and professional practice. The
identity has been well received both by clients, dental and
hospital colleagues who refer young patients to her.
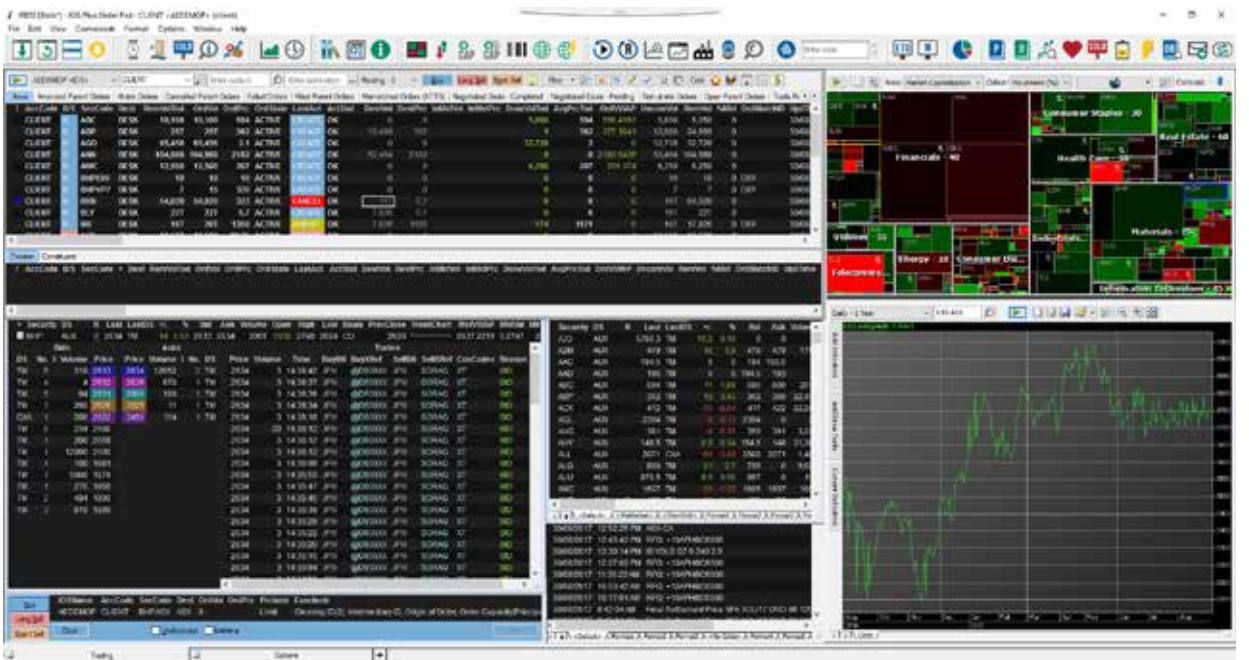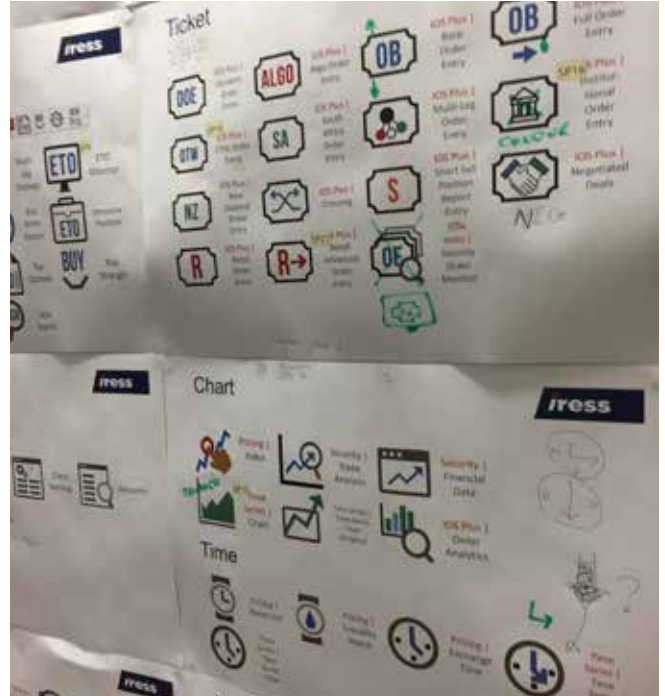
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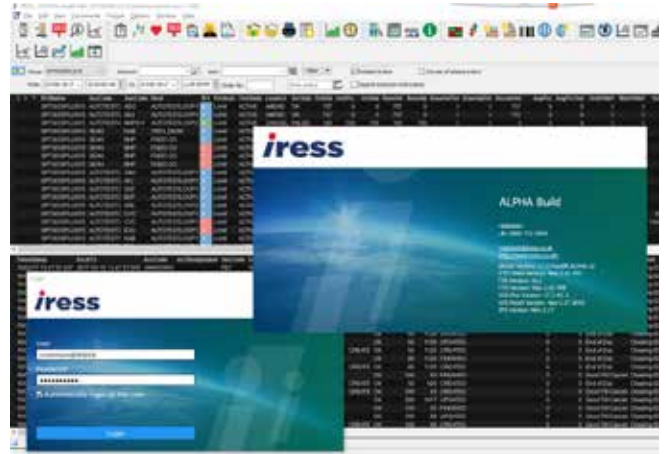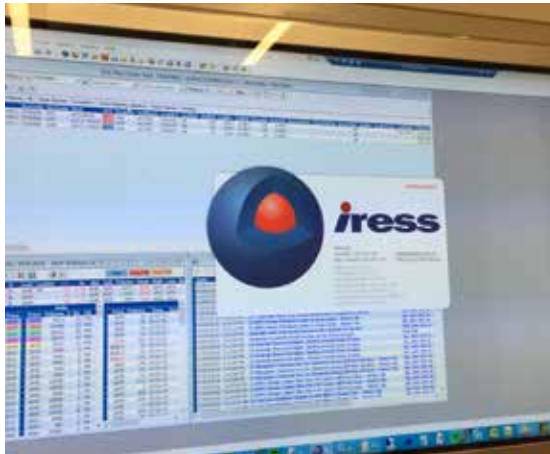# Brand Identity - UX Design - IRESS

IRESS - Pro Facelift - UX Design
Windows Environment
Iconography - Toolbar - Login
540 Icons

UX Design, development and implimentation, the key areas were Iconography and Toolbars, Usability, Colour Schemes & Fonts, Company Branding and Command Interactions & Controls. It is a cosmetic refresh of the UI and iconography to achieve a more modern look and feel.
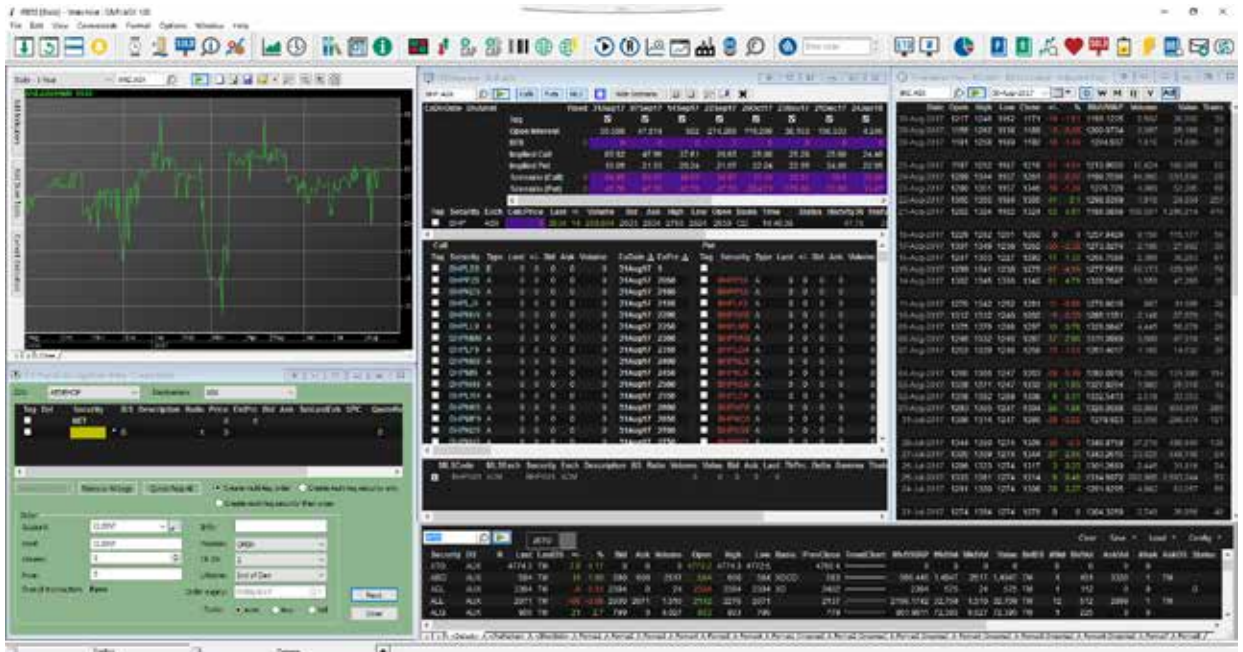
Brand Identity - UX Design - IRESS

IRESS intro / login windows brand update, new inspriational image, interface colour themes. Left original, right new look and feel.

IRESS colour groupings, monotone, blue colour dark theme options, early flat tone ideas for icon redesign.

IRESS - Pro Facelift - UX Design
Windows Environment
Iconography - Toolbar - Login
540 Icons

UX Design, development and implimentation, the key areas were Iconography and Toolbars, Usability, From the legacy windows top left, I was asked to input design thinking and usuability ideas into improving the look and feel of the IRESS interface while working within limited and set program structures. This lead to the incrimental improvements above use of colour, tone, menu placements content areas.

Brand Identity - Print - Method Cards
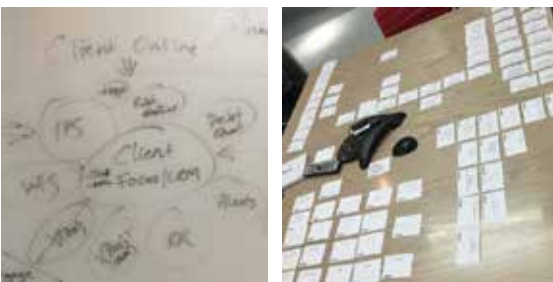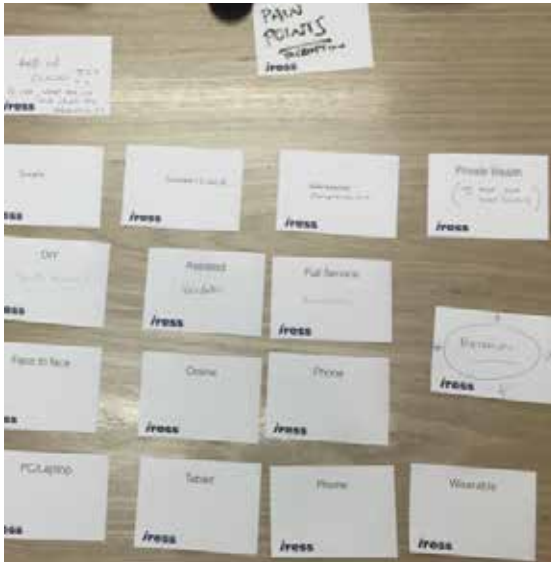
IRESS XPlan - Basic method card process

> Pain Points to XPlan
> Product managers drawn diagram
> Card Process - process

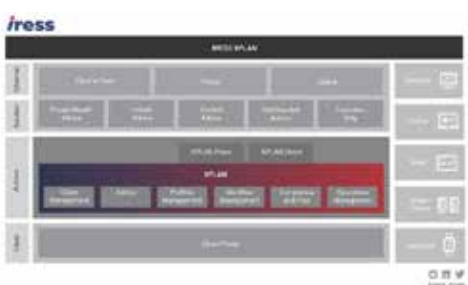While at IRESS the internal marketing management decided to call in all the senior product managers to workshop the future of the XPlan Product.

We proposed the use of a basic method card process and designed a default set so Product managers could, add, move, explore and order the future direction of the product. The process created the grid below.

SDF - Branded persona cards

> SDF branded "scenario" prompts
> SDF Persona Cards

Swinburne Design Factory wanted some custom persona cards for their innovation workshops. These cards have been used in a variety of worksops with clients. At the conclusion of the workshops the clients are able to take away the method cards sets,.

On the reverse side we collected and created a wide variety of SDF scenario prompts as reminders to the clients of SDF workshop processes, quotes, mantras.

Brand Identity - Screen - JWA simple intranet
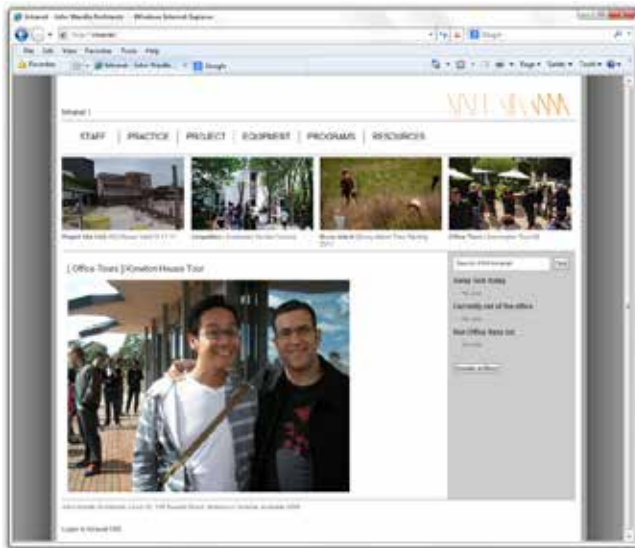
John Wardle Architects
- Intranet

John Wardle Architects required a central repository of commonly used information for all the staff to use. The existing structure presented a series of items such as drives, data and assets haphazardly. Information was parked across multiple drives and folders making the task to find certain information less that ideal. There was also no ability to track usage or easily update assets.

I proposed an investigation with a small working party to establish needs of a busy architectural practice. We also engaging a programmer for a active custom made CMS. Specific demands of JWA employees were considered such as; a simple staff directory, seating plan for new employees, "out of office", booking equipment, leave tables for both a single worker, or internal teams, in office social events, site visit social stories and galleries.
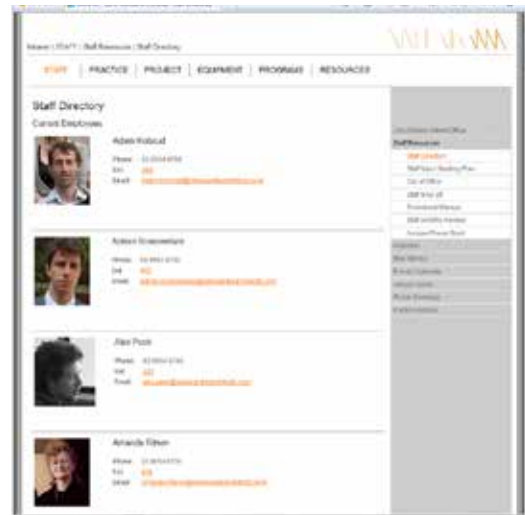
Brand Identity - Screen - iShoU
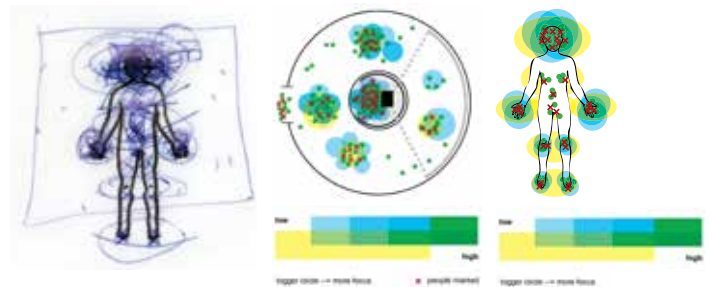
Overlay of paper survey data into combined drawn diagram
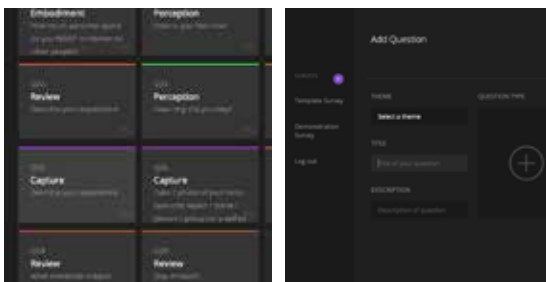
Mapping of paper survey data into digital diagrams

Eventual Digital survey integration of past research investigations.

iShoU
Visualising people's experiences

There has been a need for museums to analyse
and quantify their exhibition spaces. iShoU
engages with people helping them understand
and articulate their experiences. iShoU creates a
'pulse' of users responses, dynamically aggregating,
analysing and visualising this experiential data.
Create - Create and manage surveys
for multiple activities online
Collect - Visitors participate and complete
the surveys interactively
Visualize - Learn qualitative responses through visual data
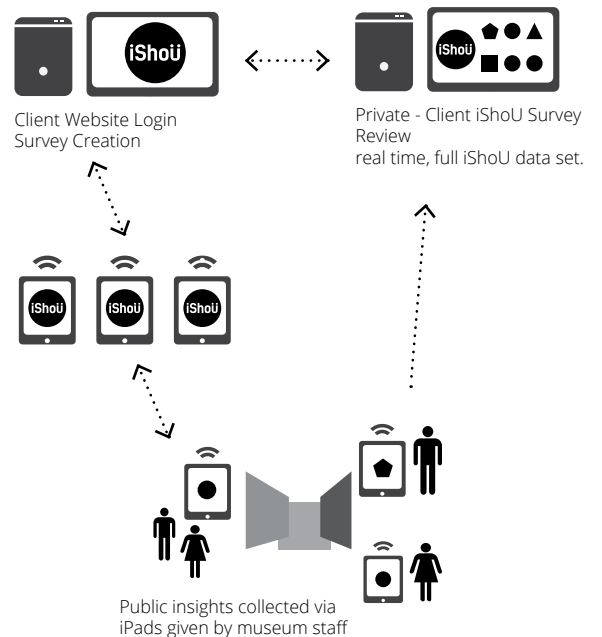
iShoU - Ways of Interaction
http://www.ishou.com.au

Client Website Login
Survey Creation

Private - Client iShoU Survey
Review
real time, full iShoU data set.

Public insights collected via
iPads given by museum staff

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Brand Identity - Screen - iShoU & WEF
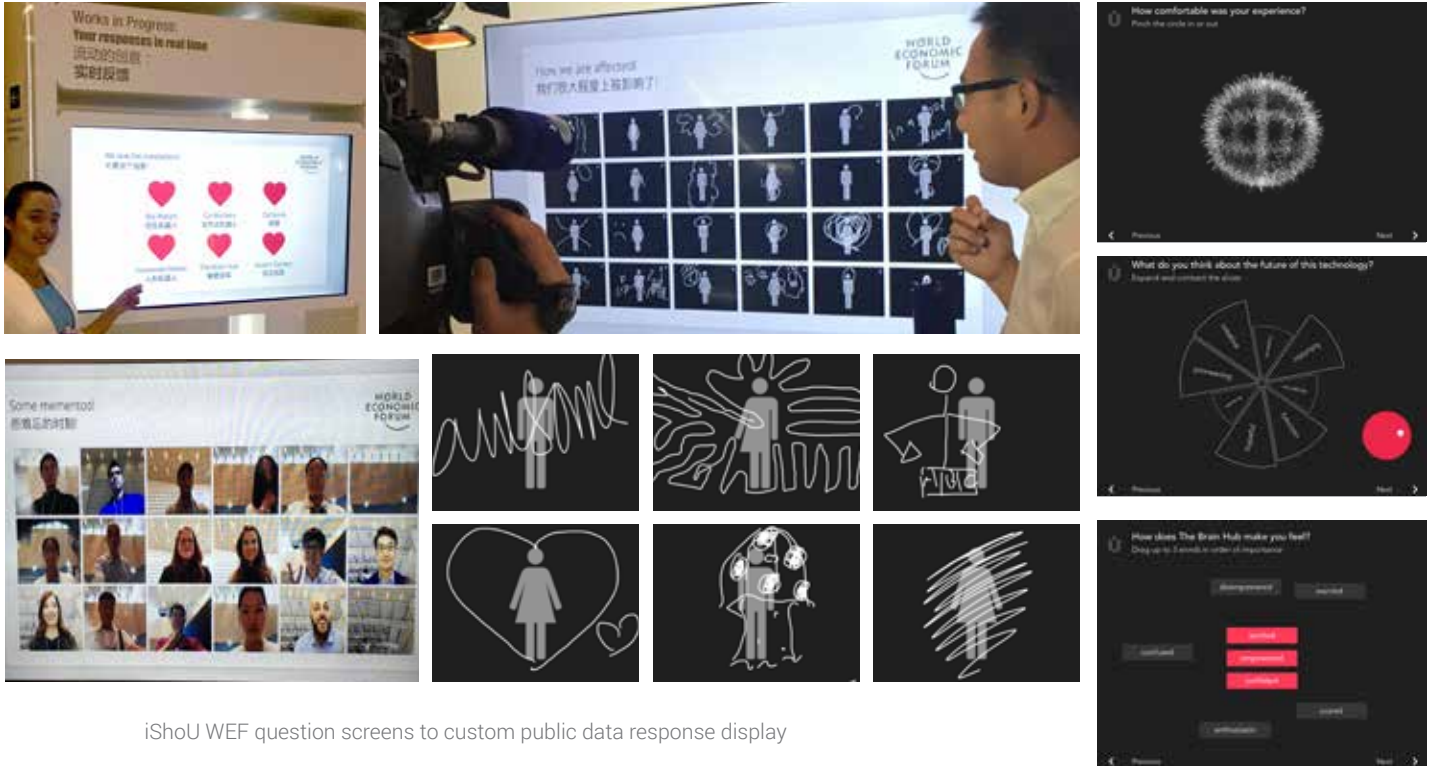
iShoU WEF question screens to custom public data response display

World Economic Forum, Tianjin, China, Annual
Meeting of the New Champions   26/28 June 2016

Across the exhibition, there were 437 participants who responded to the iShoU survey, with a small majority (56%) represented by Chinese speakers.
The gender breakdown was 52% male, 45% female, 3% transgender with an average age of 34.

On average, the respondents found engaging with the respective installations was 'blissful' (79%). The top-ranked word associated with how the various installations made respondents feel was 'excited' and the average that an installation changed a participant's mindset about technology was 66%.

When asked to express themselves how the installation affected them through drawing on a picture of a body, respondents drew images that can be broadly classified into the following types:
> Body augmentation
> Emotional expression
> Freestyle
> Annotation (written words)
> Environment

The top-ranked word associated with the future of technology was 'creative'. On a Likert Scale of negative to positive respondents ranked emerging technologies as 56% positive. Respondents reported they trust nature more than technology (70%).

Brand Identity - Screen - muse
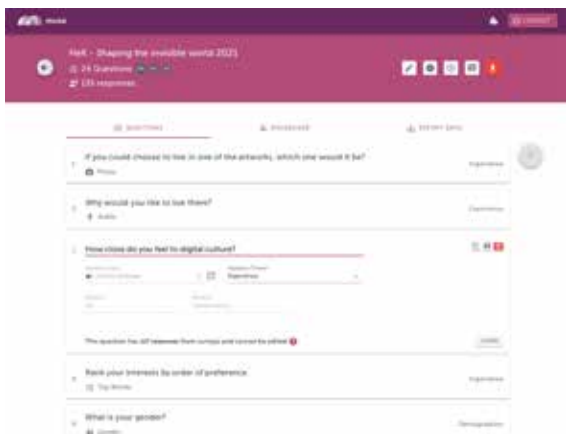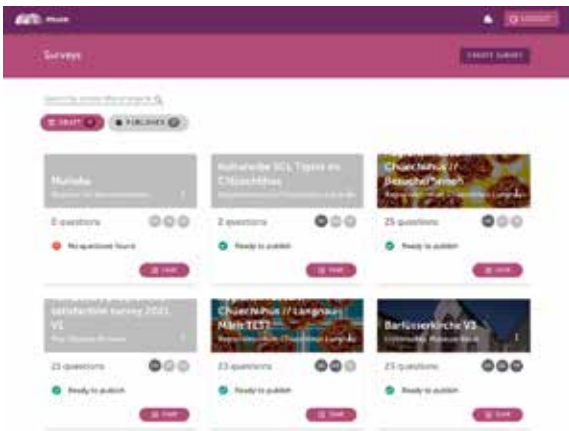
above, survey admin   below, survey questions

muse client side survey data dashboard
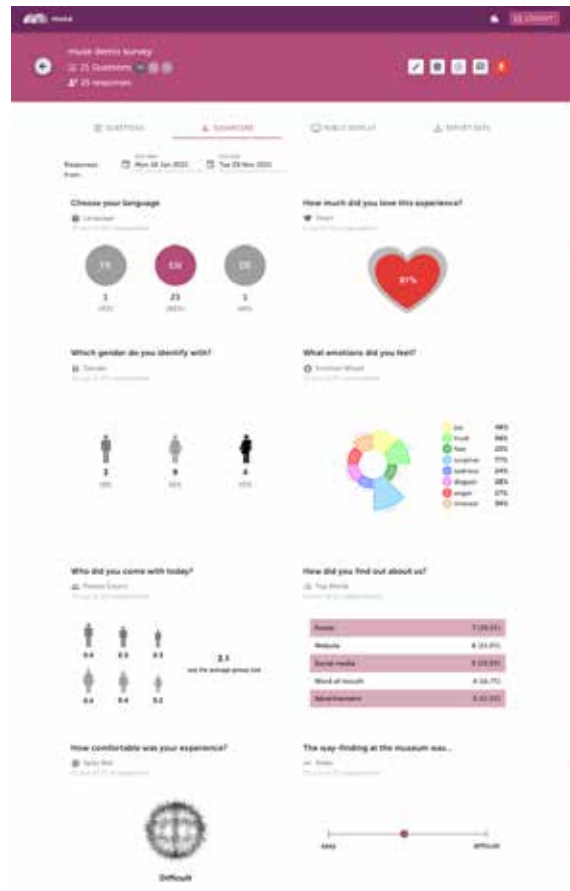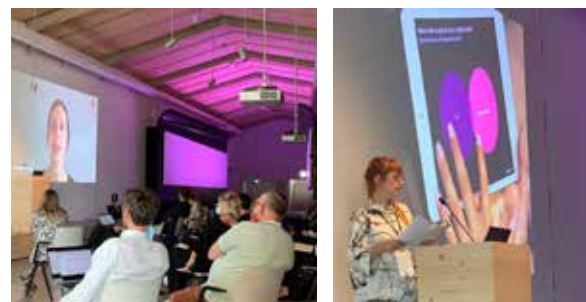
muse - the voice of the visitor
EPFL Lausanne Switzerland
https://muse.stream

Muse has evolved from iShoU directed toward
museums and the specific needs of that client base.
Engaging in a design-led approach through established
interaction and data insights muse has facilitated the
development of a responsive human centered tool to
include the 'voice of the visitor' at the center of museum
strategy (visitor-led as opposed to expert-led).
The muse seamless platform allows customisation
directly to the ipad user interface. From a customisable
backend to a well designed front end, muse provides a
user-centred-design experience.
muse 16 core partner museums expressed their views
and experience of muse at this first stage in the project.
The current "love factor" for muse is quite high (84%).
The top 4 words you chose to describe muse were
'playful', 'innovative', 'engaging' and 'insightful' and you
identified a large overlap between the user-centered-
design and the scientific robustness of muse (73%).

Live Data Display "wordcloud" - Olympic Museum, Lausanne

muse launch EPFL Lausanne Switzerland

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Brand Identity - Screen - muse

muse ipad client

muse ipad in the field - AlUla, Saudi Arabia

muse
the voice of the visitor
https://muse.stream/en/

Engaging in a design-led approach through established interaction and data insights muse has facilitated the development of a responsive human centered tool to include the 'voice of the visitor' at the center of museum strategy (visitor-led as opposed to expert-led).

muse was born out of a need to provide a service and a tool for museums to better understand their visitors as central to museum dialogue between directors, curators, education, marketing and production teams. muse aims at revealing both new ideas and unexpected connections across time and within a museums exhibition spaces and curated cultures. The muse tool and it's framework helps devising effective strategies for encouraging visitors to become active participants in culture, fostering social change.

Testing in the Desert, AlUla

The employment of narrative, metaphor, game, interactive, participatory technologies are utilized to organize our more abstract understandings of our experiences by patterns, images, drawing and other user led actions in the space and in the moment.

A major test was during a premier event called Winter at Tantora in Saudi Arabia that required multiple surveys (Arabic/English) deployed at different cultural installations, public, historical, music.

This test was during a twelve-week festival running from 19 December 2019 until 7 March 2020 organized by the Royal Commission for AlUla (RCU).

Brand Identity - Logos

1. EXPRESSO Experience Research Society
2. Muse - Voice of the Visitor
3. Kids Square Dental logo
4. Schubert Studios - artist logo

5. SODA Social Data Analytics Hub
5. Wrangler Jayne logo

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Brand Identity - Logos

1. VES Visitor Experience Systems
2. Vilokin, App logo india
3. Sugar Network - University Network
4. Flubbawabba - Digital Consultancy

5. DFGN Design Factory Global Network
6. Freefold Furniture - Independent
Sustainable designer
7. iShoU App Logo
8. Brightbike - Small Innovation company

9. Pillar - Digital User Experience and
Design Company logo concept
10. Ramsay Consulting - Town Planning
11. NuWoman - 3D Medical Ultrasound
12. Finland Australia Forum Logo

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Brand Identity - Logos

ecohouse

BLOOMFIELD TREMAYNE

heaven scent
pick of the bunch

WORLD expeditions

BUSY BEE CONSULTING

DIGITAL LUCIDA

CANINE ELEGANCE

CreativeUrge

astrotours

1. Local Government - EcoHouse project
2. Bloomfield Tremayne - Archi HR
3. Retail Flower Growers
4. SmileGroup - Pediatric Dentist

5. World expeditions adventures
6. Busy Bee Consulting
7. Digital Lucidia - Photo Editing
8. Canine Elegance - Dog Grooming

9. Creative Urge - Audio Suites
10. Centre for Astrophysics and
Supercomputing - Swinburne University

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Brand Identity - Logos

1. Emily's List - Labour Women
2. Sun Smart - Anti Cancer Council
3. IRESS - Customer Engagement
4. John Patrick - Landscape Architects

5. Next Wave - Management Consultancy
6. Hans Schonekas - Builder
7. AHURI - Commonwealth Institution

8. BP - Direct marketing logo
9. APA Solicitors
10. Auto Paris Automotive

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