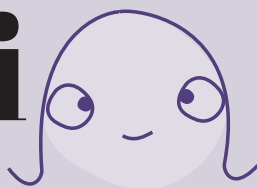


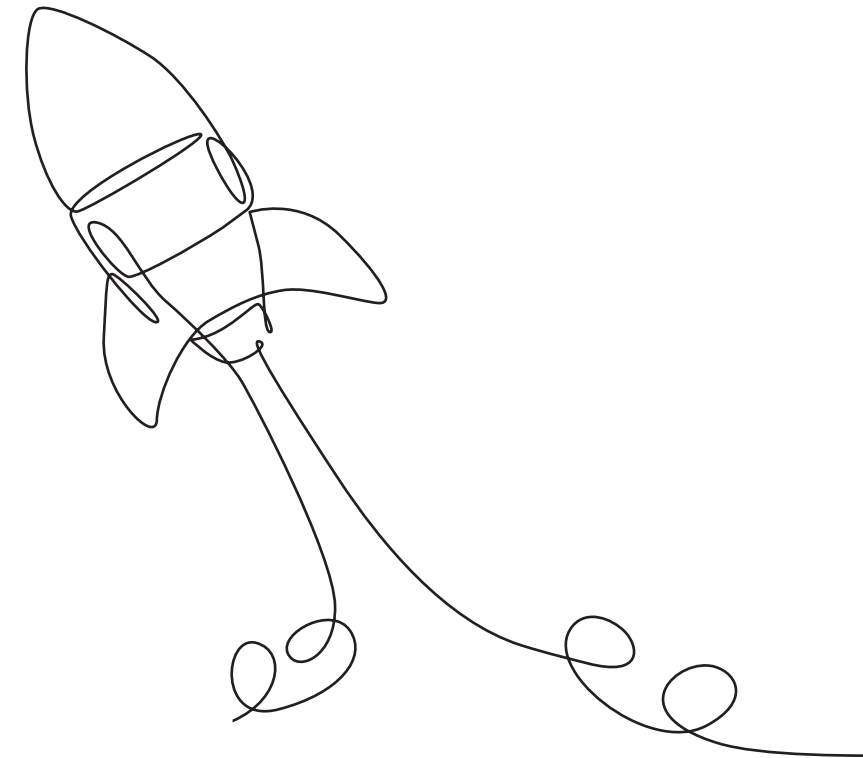
Portfolio

Julia Rockenbauer - Student



2025

Projects



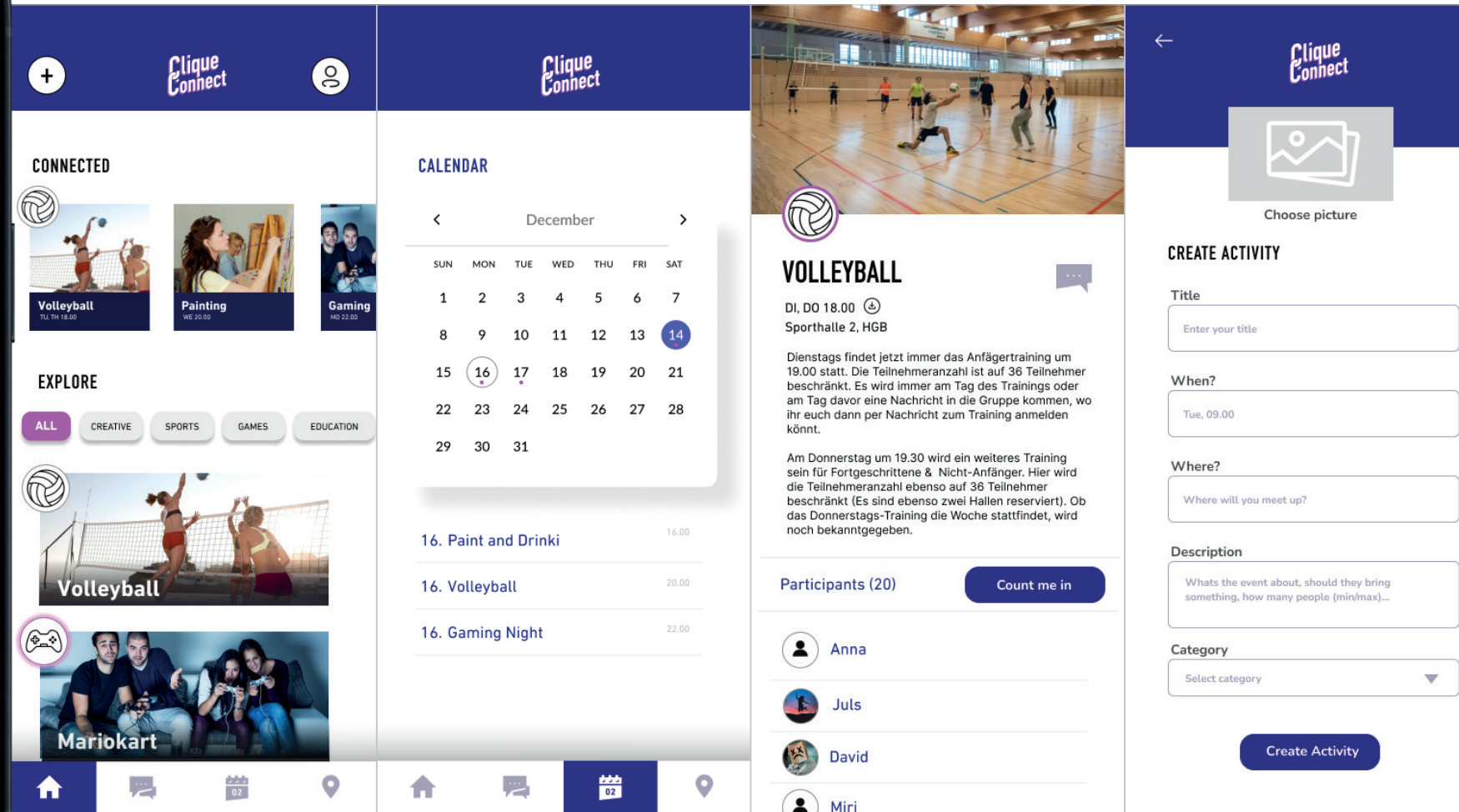
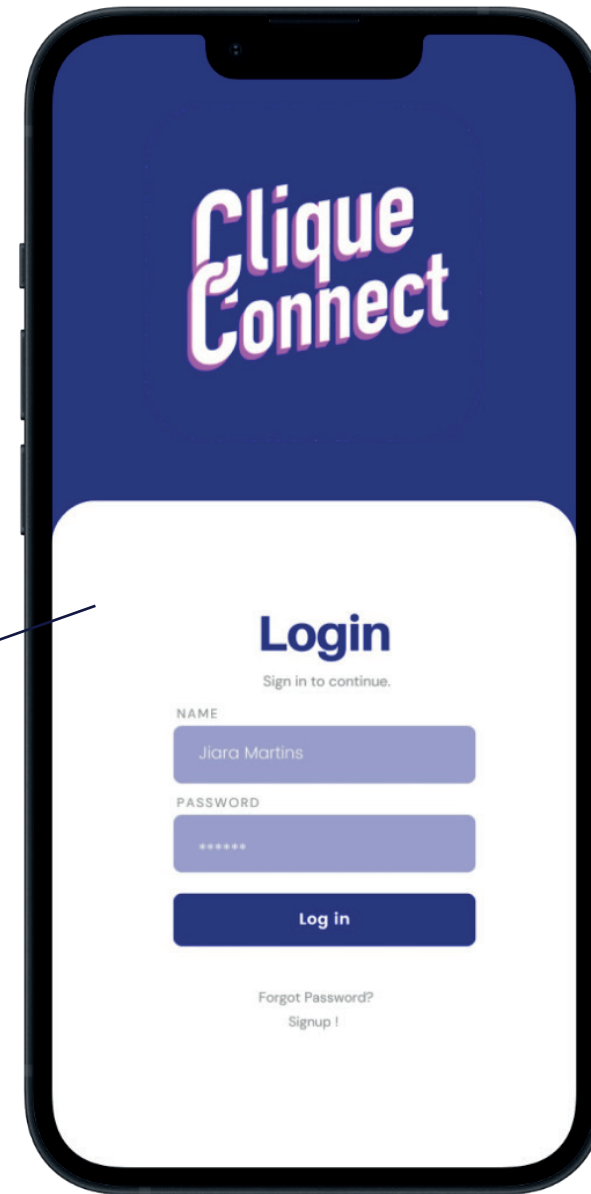
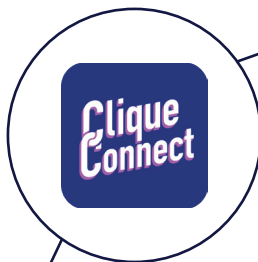
CliqueConnect

>App Implementation<

As part of the UX/UI course, we were tasked with developing an app design. Throughout the project, we conducted multiple usability tests to refine the user experience. At the end a case study encapsulated our process and key findings.



real life app implementation
using dart

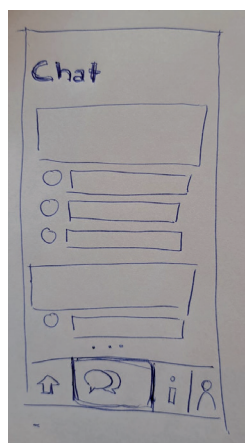


first designed in Figma

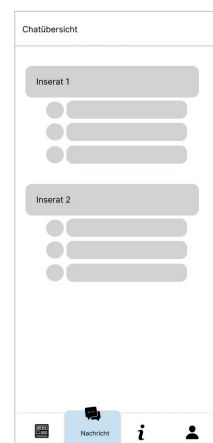
Gemeinsam Gut

>App Design<

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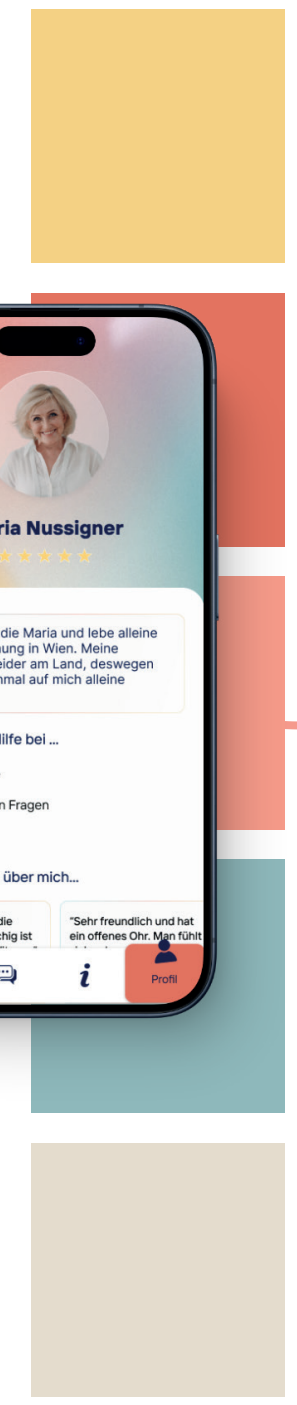
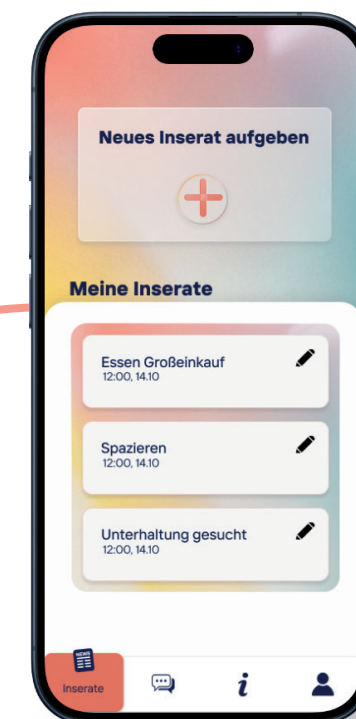
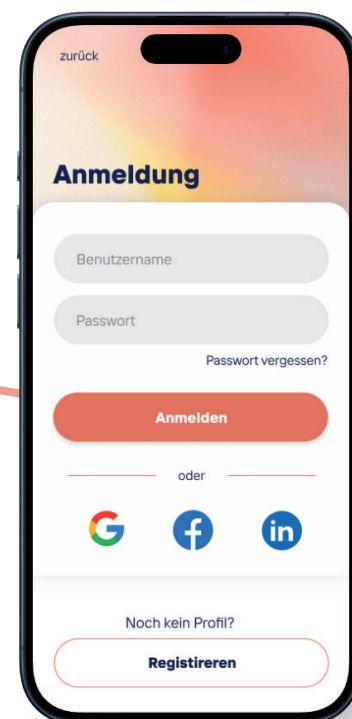
Low Fidelity



Medium Fidelity



High Fidelity

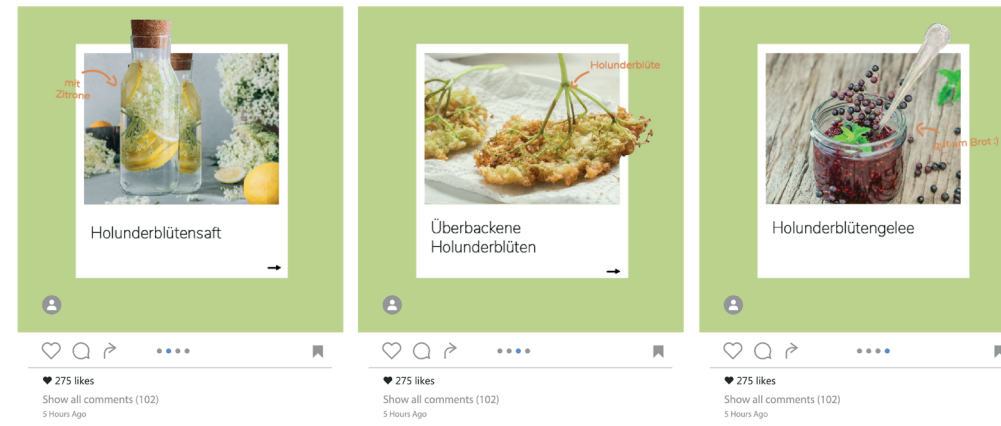
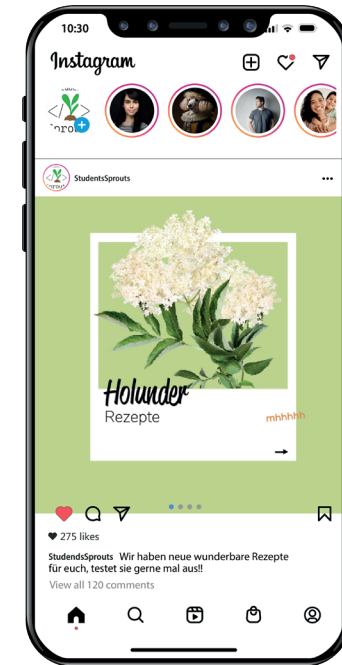


Student Sprouts

>Marketing<

A ,theoretical' project, where the main focus is to put everything learned about marketing into practice. For example how to have a proper online presence, what advertising to post and where etc.v

Template from Canva
realization via Illustrator



posters / ads visualized via canva



newsletter mailingchain visualized via canva + illustrator

Ableger selbst schneiden

1. Zuerst musst du den Ableger ca. 0,5 Zentimeter oberhalb einer Blattstelle abschneiden

2. Gib' den Steckling in ein Glas Wasser und stelle ihn an einen dunklen Ort

3. Lass' ihn so lange im Wasser, bis er erste Wurzeln schlägt

4. Nun kannst du deinen selbst gezogenen Steckling einsetzen

ACHA
 Pflanzen, die besonders gut dafür geeignet sind:
 - Aglaonema
 - Alocasia
 - Calathea
 - Efeutute
 - Hoya
 - Monstera
 - Philodendron
 - Sansevieria

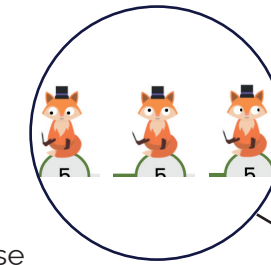
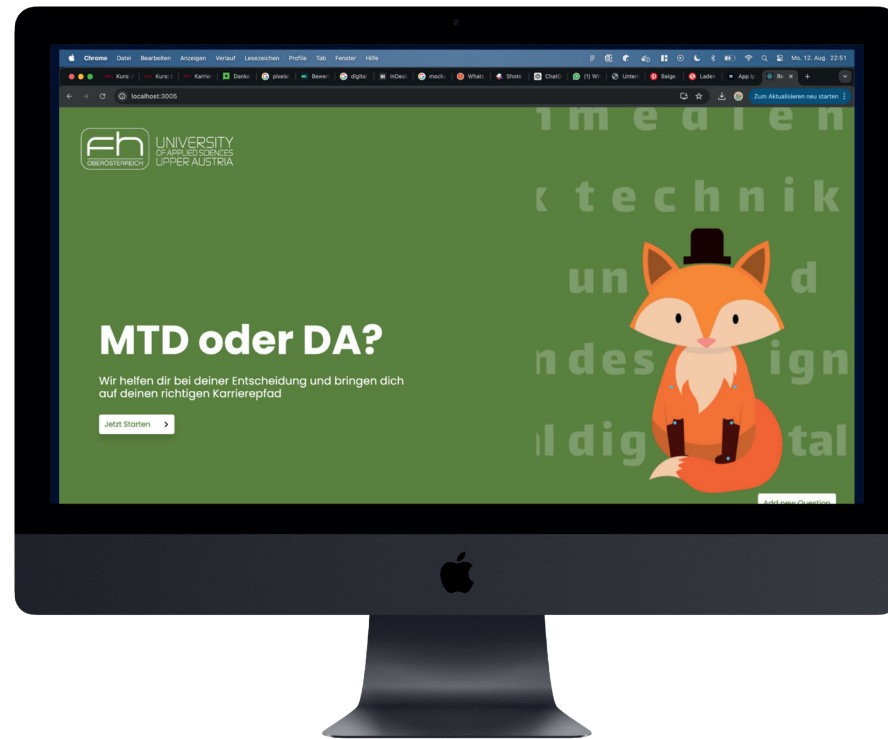
Achtung
 Nicht alle Pflanzen lassen sich nach diesem Prinzip vermehren! Erkundige dich am besten noch einmal, bevor du loslegst.

Choice-O-Mat

>Online test<

Choice-o-mat is a test for our school to differentiate between two similar study programs: Media Technology & Design and Digital Arts. We conducted surveys and used Figma to design the test. My role focused on front-end development and designing pages.

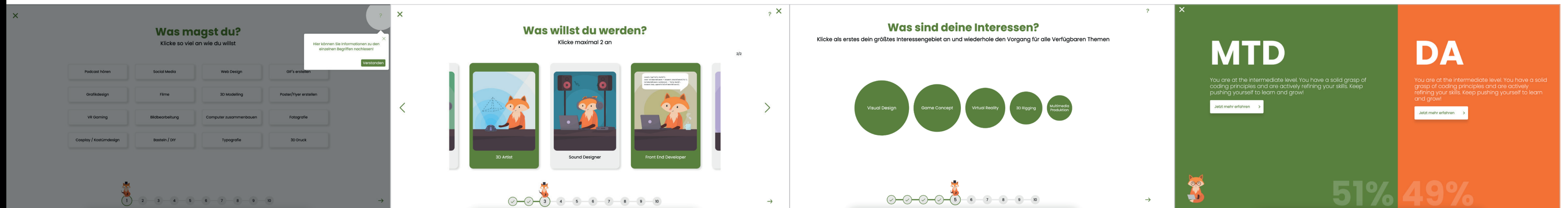
front end via react



fox eyes follow the mouse



responsive Design



JEMM

>Brand Identity<

Designed in collaboration with colleagues from the St. Pölten and created in the "Brand Identity" course.



Landing Page
Logo, Menüs, Account-Information, Warenkorb

Erklärung der Menüpunkte
Home zeigt die Keyfacts auf einem Block, führt durch CTAs auch zu den einzelnen Pages
Shop zeigt zwei diverse Card von den Lautsprecher Events, Unisex-Merch geht auch für die Community, daher ist es ein auch wichtig für Events die eigene Page zu haben, dort soll eine noch für wichtige Events sein
About Us zeigt die Geschichte, Visionen, Missionen, Werte, Team, Kontakt, Social Media, etc.
Account zeigt die Karte mit allen Bestellungen, versendet und Detail den User ihre eigenen Daten einsehen.

Erste Präsentation der Lautsprecher mit Name und Slogan, welcher eingetragene Marken sind.
Hintergrund ist ein Dreieck.

Präsentation der Lautsprecher
Technische Zeichnung mit USP's der Lautsprecher, CTA, Links über 1000 zu Shop Seite, wo genaue Spezifikationen bekannt gegeben werden.

Shop
Präsentation der beliebtesten Lautsprechermodelle mit der Möglichkeit, dass durch die Warenkorb zu gehen, Sortieren und Filtern können, indem sie Item, Start, um dem User eine klare Navigation auf ihre Ansicht zu geben. Außerdem gibt es noch einen CTA-Button, der durch einen Klick zur Shop Seite führt, wo es einen Lautsprecher angeboten wird.

Inspiration für die Community, wo diese den Lautsprecher verkaufen kann. Denn dazu reicht schon ein Klick, um den User zu verkaufen.

Filmreife
Hier kann man Filtern und Dropdowns genutzt werden, um die weiche JEMM anbieten.

Bei Click auf die Buttons werden die Funktionen auf die entsprechende Seite des Gerätes weitergeleitet.

Newsletter
Am Ende der Seite gibt es die Möglichkeit, sich für ein Newsletter anzumelden.

Nutzer können können die Mail-Adresse in das Feld schreiben und bei Click auf den Button diese abschicken.

Ein Muster aus dem Logo-Symbol ist ein Filter ein, von hier aus kann man direkt auf die wichtigsten Funktionen zugreifen werden.
Am Ende des Footers befinden sich Links zum Impressum, Nutzungsbedingungen und Social Media Accounts.



OUR VISION

Designed for real life

Designed for real life
The speaker technology you have been dreaming about. Long lasting battery life, strong sounds and wireless design all combined in one speaker.

Load when you need it

Load when you need it
The speaker technology you have been dreaming about. Long lasting battery life, strong sounds and wireless design all combined in one speaker.

Reliability built, made to last

Reliability built, made to last
The speaker technology you have been dreaming about. Long lasting battery life, strong sounds and wireless design all combined in one speaker.

FOUNDERS

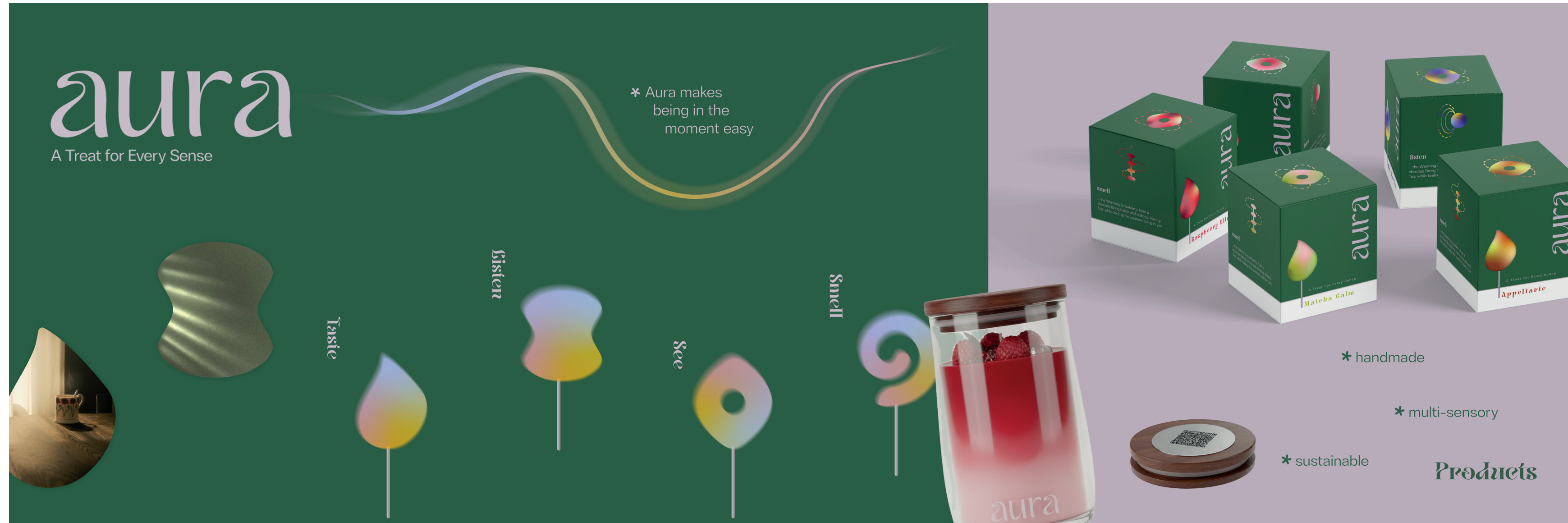
Julia Rosenbauer
Co-Founder & CEO
Michaela Döberl
Co-Founder & CMO

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Am Ende des Footers befinden sich Links zum Impressum, Nutzungsbedingungen und Social Media Accounts.

AURA

>Brand Identity<

A colleague assigned me the task of developing a candle brand design. This also included developing personas and everything else related to creating a good Brand Identity. All of the elements were designed and created by me.



aura
A Treat for Every Sense

* Aura makes being in the moment easy

Taste

Listen

See

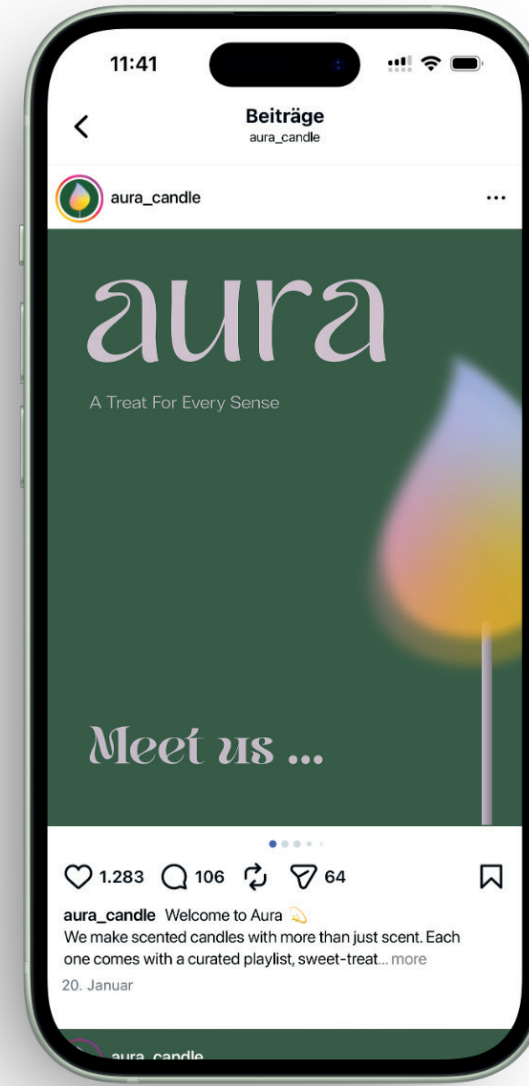
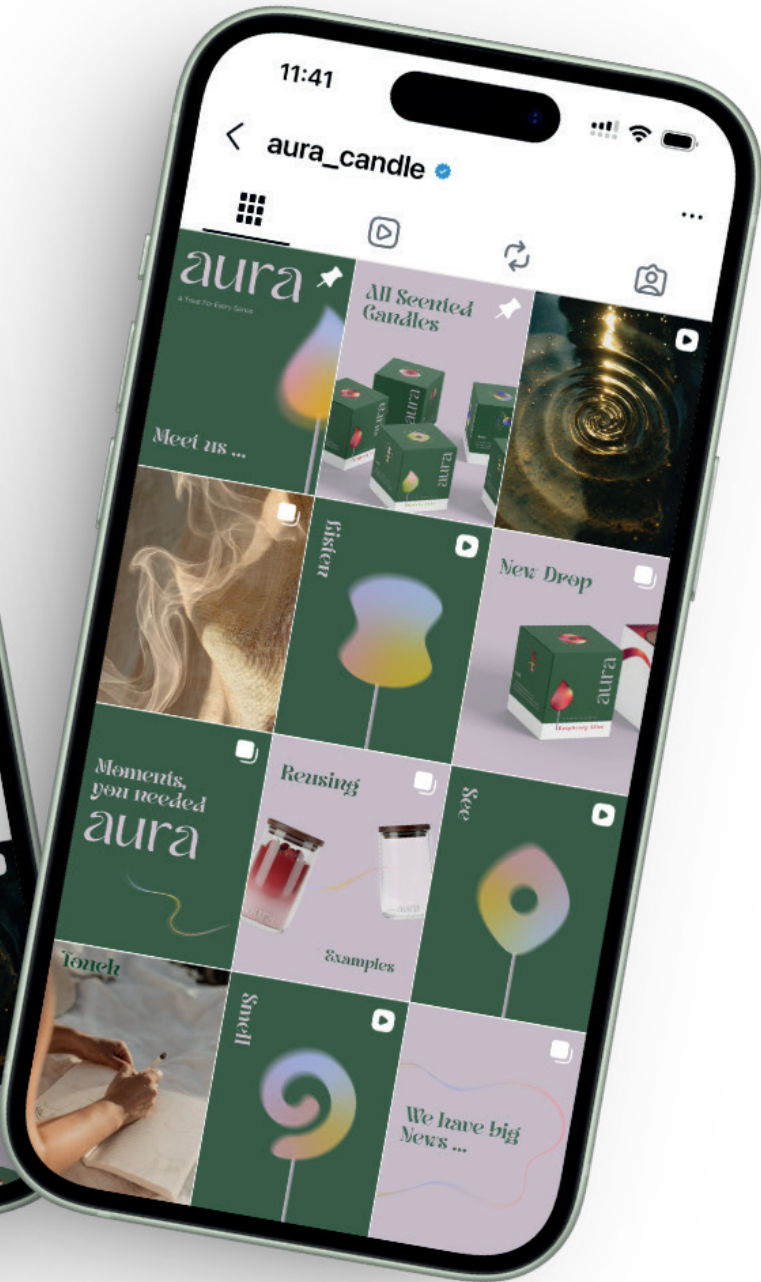
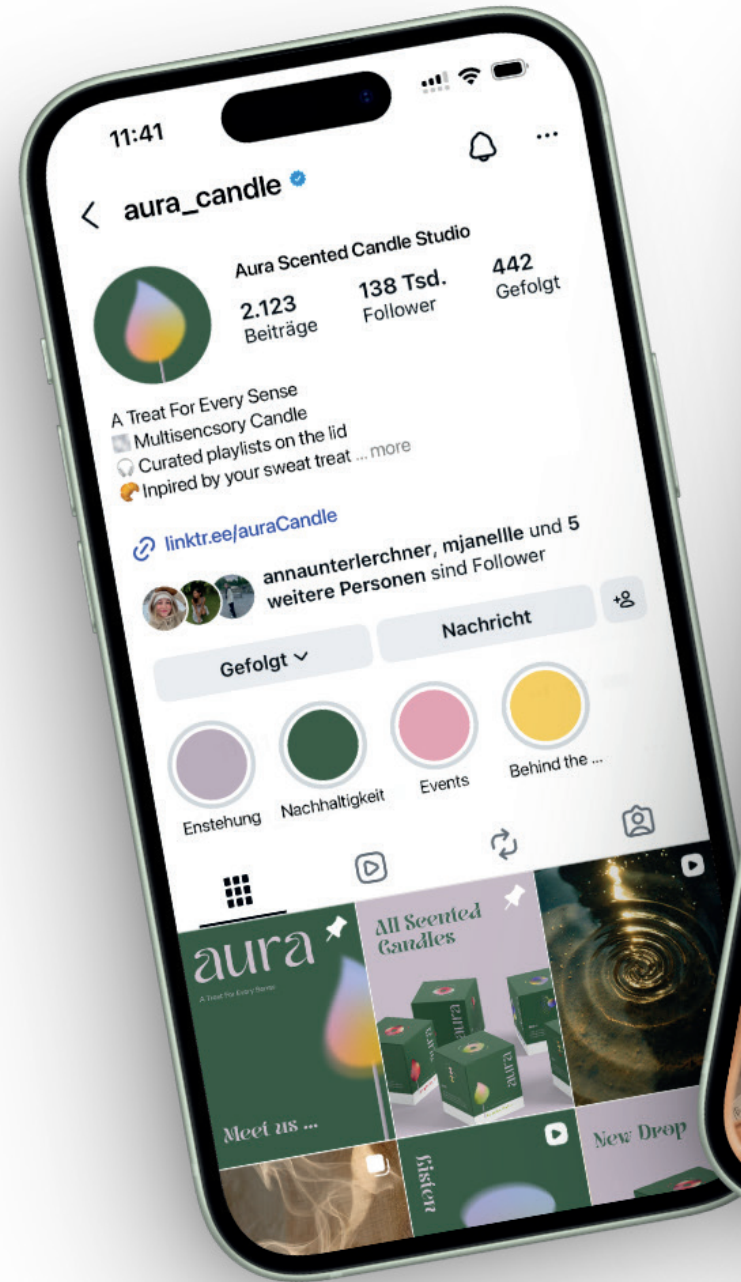
Smell

* handmade

* multi-sensory

* sustainable

Products



We make scented candles, **but with a multi-sensory touch:**

- * Each candle of **aura** comes with a curated playlist to match your mood.
- * Made for easy rituals: light it and be in the moment.

Inspired by the taste of sweet treats

Sweet-treat notes turned into crafted fragrances.

Scan the lid and press play. A playlist designed for that exact vibe.

Flavor becomes visual: colors and design reflect the sweet treat.

What about the "touch"?

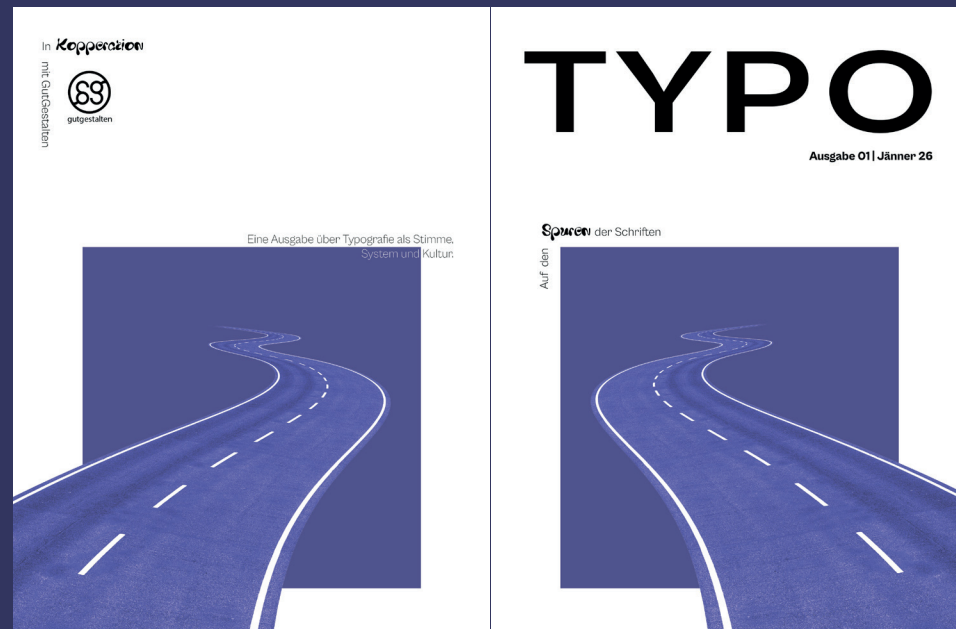
The last one is on you. Light it. Scan it. Feel it.

Whether you're reading, journaling, or hang out with friends - **Aura makes being in the moment easy.**

GutGestalten

>Magazin<

Had to made a magazine



cover

Werbegeschenke

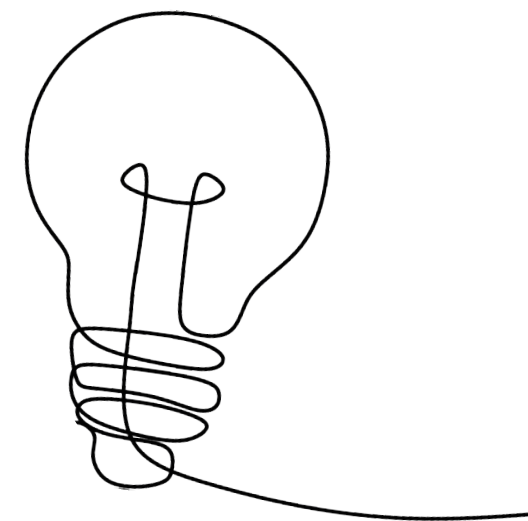
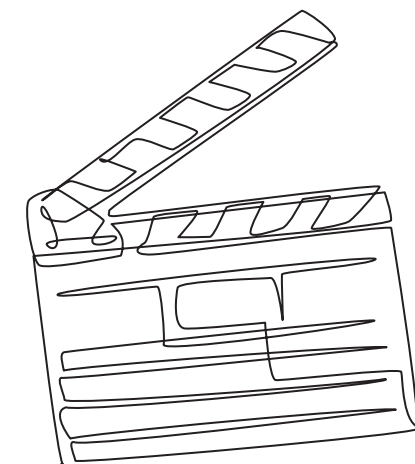
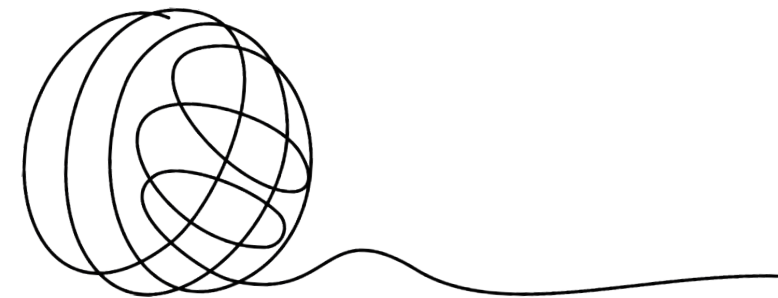
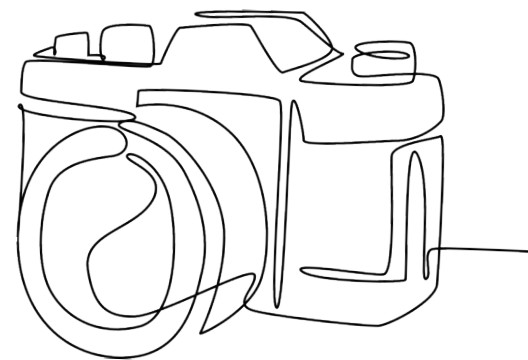
>ControllerInstitut<

different Products



Tante Emma

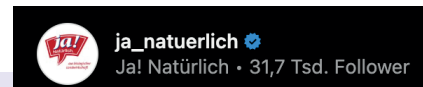
Praktikum



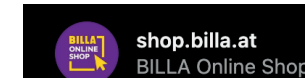
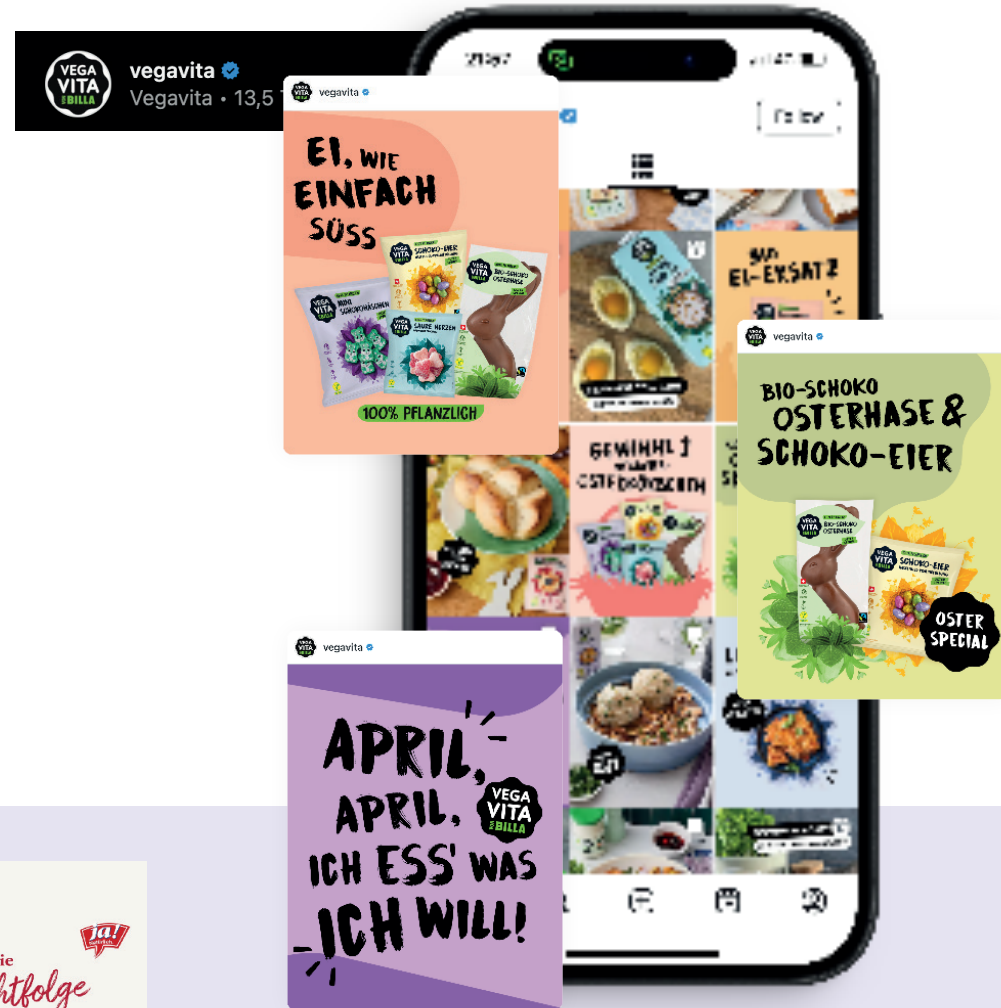
Instagram Posts

>Instagram, Facebook, etc.<

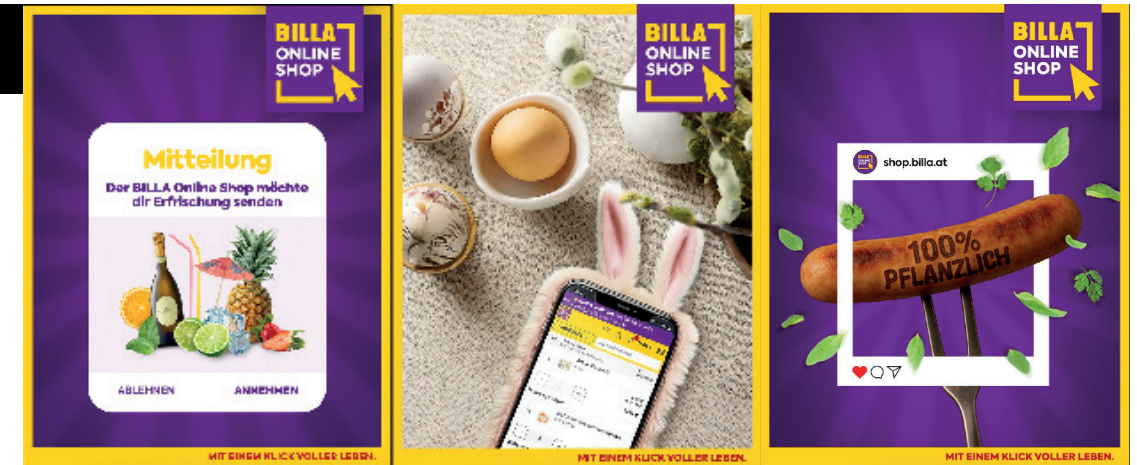
One of my main tasks was to make posts for various brands like 'ja natürlich', 'billa', etc. I always had a template like i did know which typography and which format but the design itselfs i could do what i want. Sometimes we had to use AI to generate Images



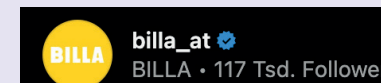
Excerpt from storyboard creation for a reel



Excerpt from storyboard creation for a reel



Excerpt from storyboard creation for a reel

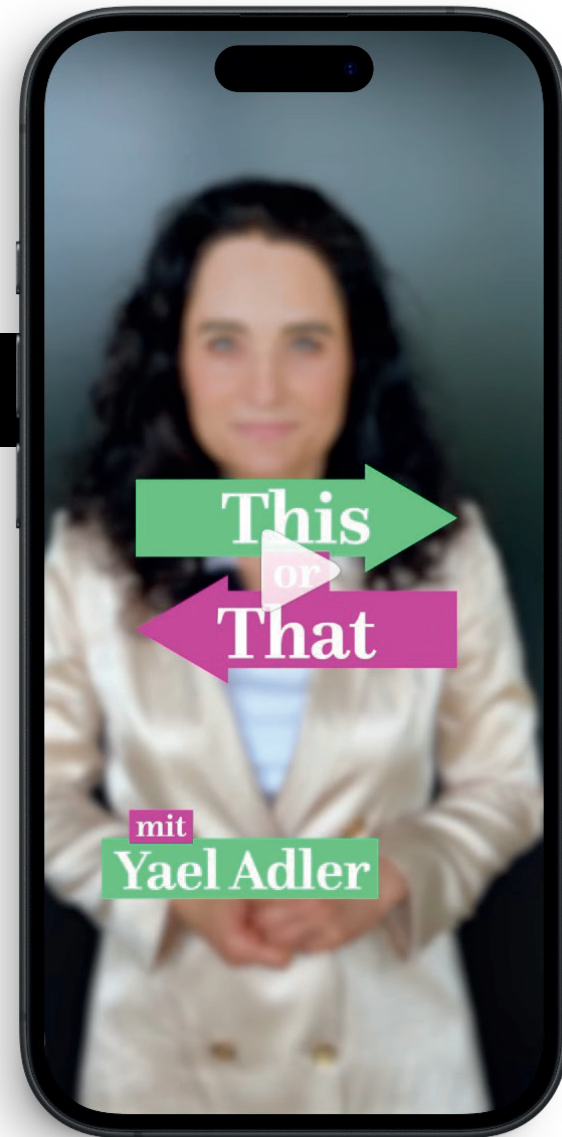
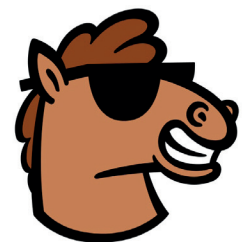


Reel ,This or That‘

>After Effects and Premiere<

One of my main tasks was to make instgram for various brands from ja naürlich until billa. I alyways had a template like i did know which typograhpy and which format but the design itselfs i could do what i want

used tools and programms:



graphics



animations



Mailing Campaign

>Creation of Key Visual<

One of my main tasks was to make instagram for various brands from ja natürlich until billa. I always had a template like i did know which typography and which format but the design itself i could do what i want

already had the 3d sackerl with the goods



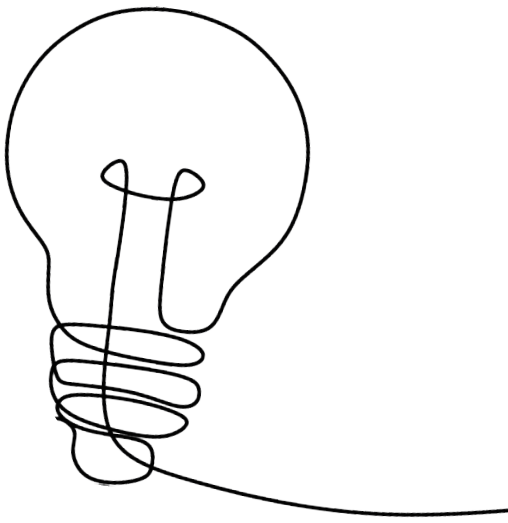
with adobe Illustartor

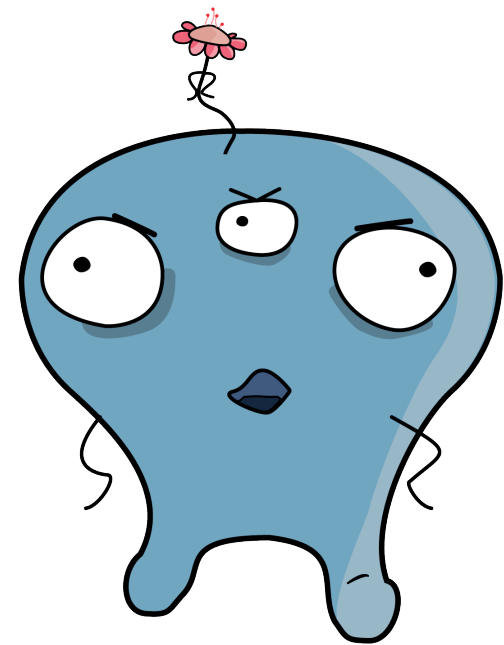
with AI

different formats and anpasungen

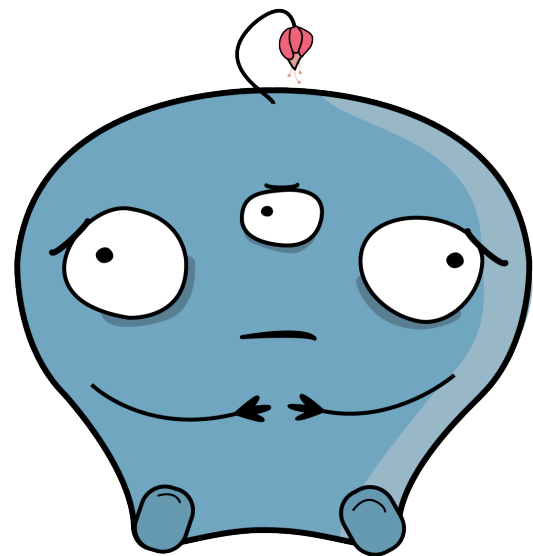


Design

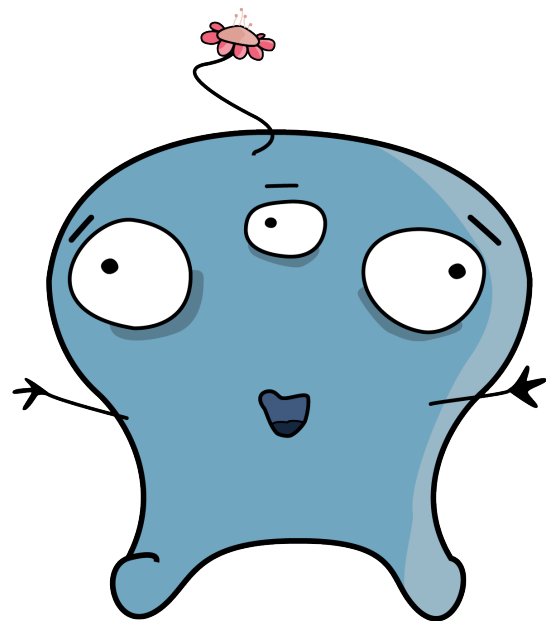




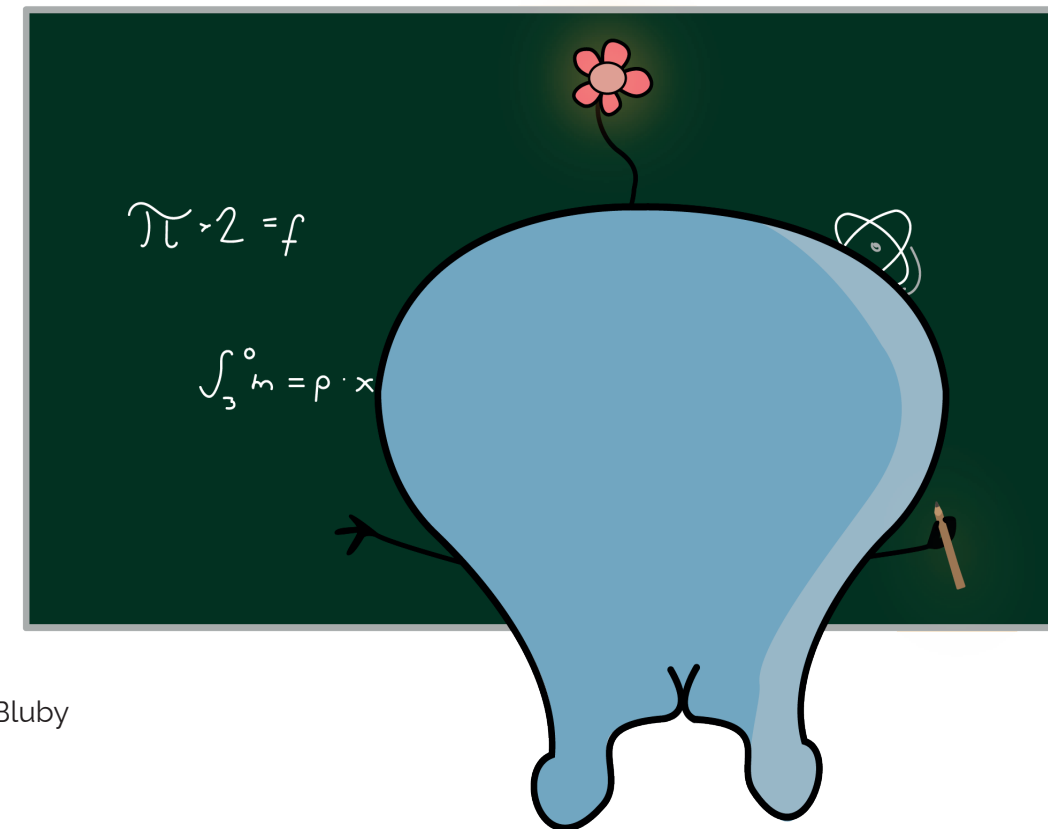
angry Mr. Bluby



scared Mr. Bluby



happy Mr. Bluby



scientific Mr. Bluby



with an emotional flower

Mr. Bluby

>Characterdesign using Illustrator<