



Benjamin Tuma

Contact

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- https://tuma.design

About Me

I am a Swiss-based designer, working from Langenthal in Bern for clients in Switzerland, Germany, Spain, and across the world. Fluent in both English and German, I am able to communicate effectively across a range of markets and industries, while continuing to learn on the job, day in and day out.

With 15 years’ experience working with some of the largest companies across multiple markets, I am adept at finding the right solution for every challenge. The client, my key stakeholders, and, first and foremost, the users are at the centre of all my endeavours.

Short Facts

Worked in

8 industries

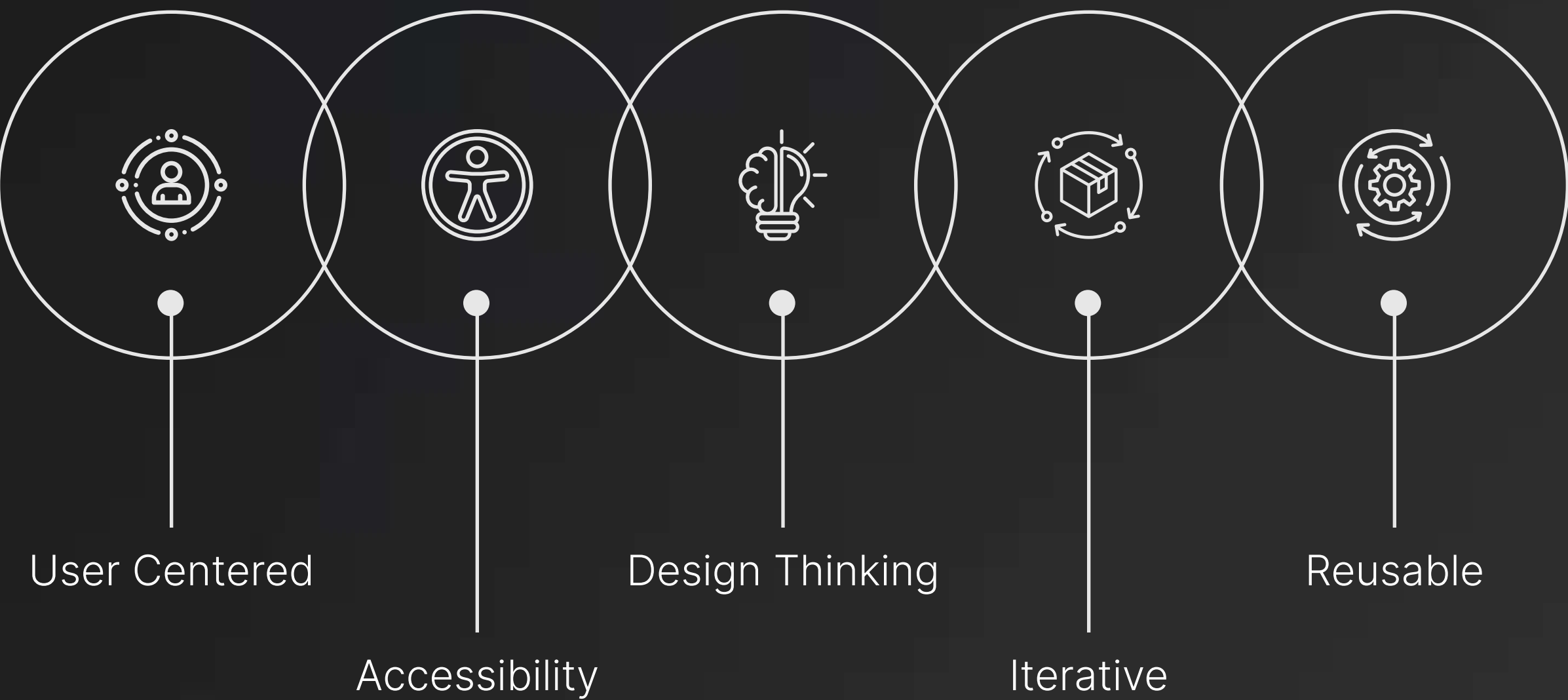
Worked in design

15+ years

Led teams up to

30 people

Core Principles

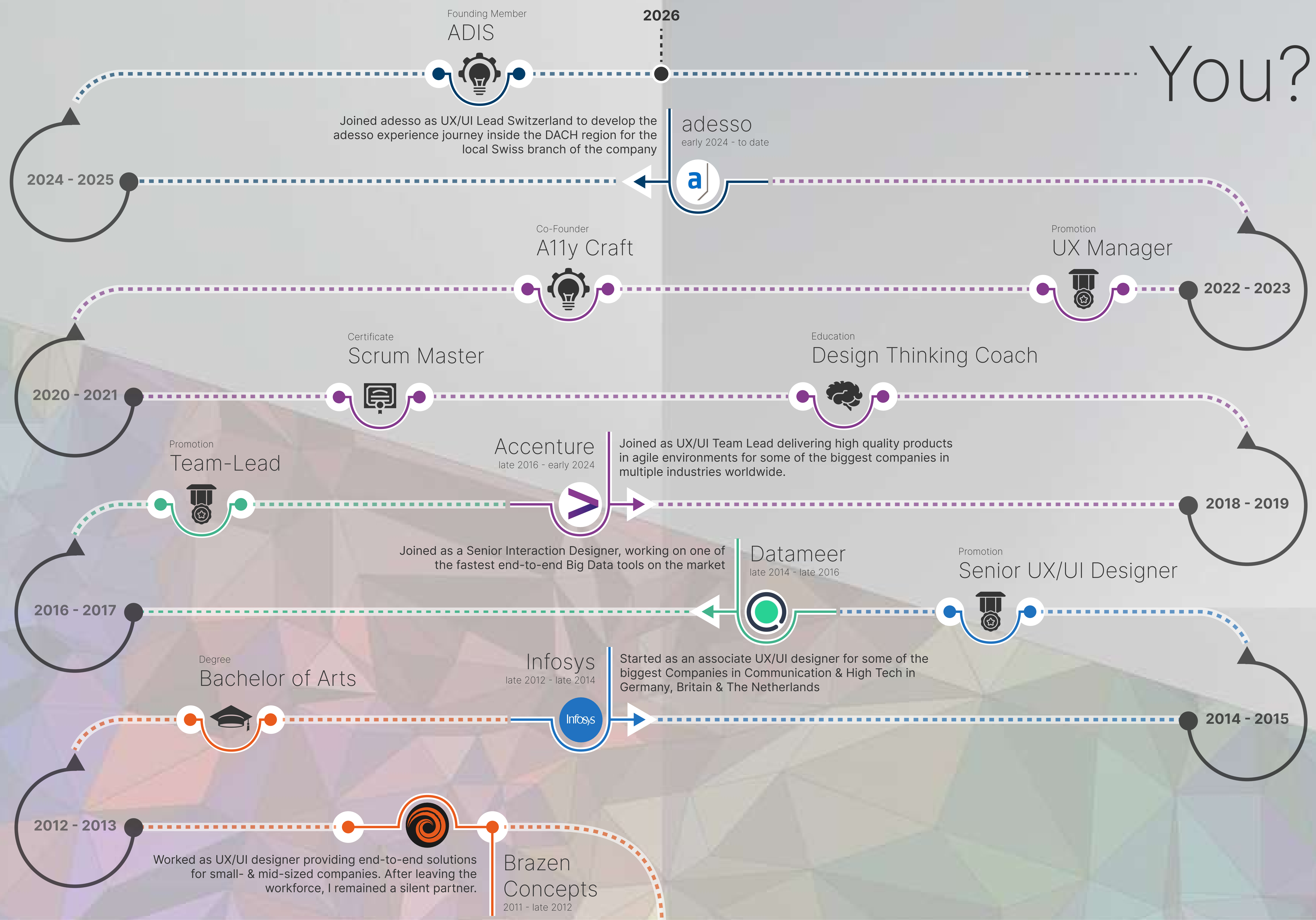


Skills

Hard Skills	Software (Selection)
Building Design Systems	Figma
Prototyping	Figma Make
Graphic Design	Supernova
User Testing	Axure
HTML/CSS	Maze
JavaScript (pure)	Miro
Agile Environments	Balsamiq
(Kanban, Scrum, SAFe - Certified Agile ScrumMaster)	Sketch
Requirement Engineering	Claude Code
(Certified IREB Agile Primer)	Cursor
AI-assisted Prototyping	Jira & Confluence
	Adobe Suite (Ps, Ai, Pr, Ae)
	ProCreate
	Blender

Soft Skills

- Public Speaking
- Team Organization
- Doodle Documentation
- Philosophy & Logic
- Solution Oriented
- Creative Methodology
- Career Coaching
- Crisis Communication



Selected Clients



Julius Bär



Deutsche Bank



EUROPEAN CENTRAL BANK



BMG

sky



Website



CV Figma

Design System

Health Insurance

What it was about

As a team lead of 10 designers, I have built a large-scale design system for a leading German health insurer: a Figma UI library from atoms to templates, linked to a code UI library through design tokens synchronised via Supernova. A new component architecture separates functional controls from decorative styling, cutting the variants of the regular button from 120 to 10. Versioning, a changelog and status labels safeguard quality, while internal and external teams build on one single source of truth.

My Impact

 UX/UI Design

 Research & Requirements

 User Testing

 Team Lead

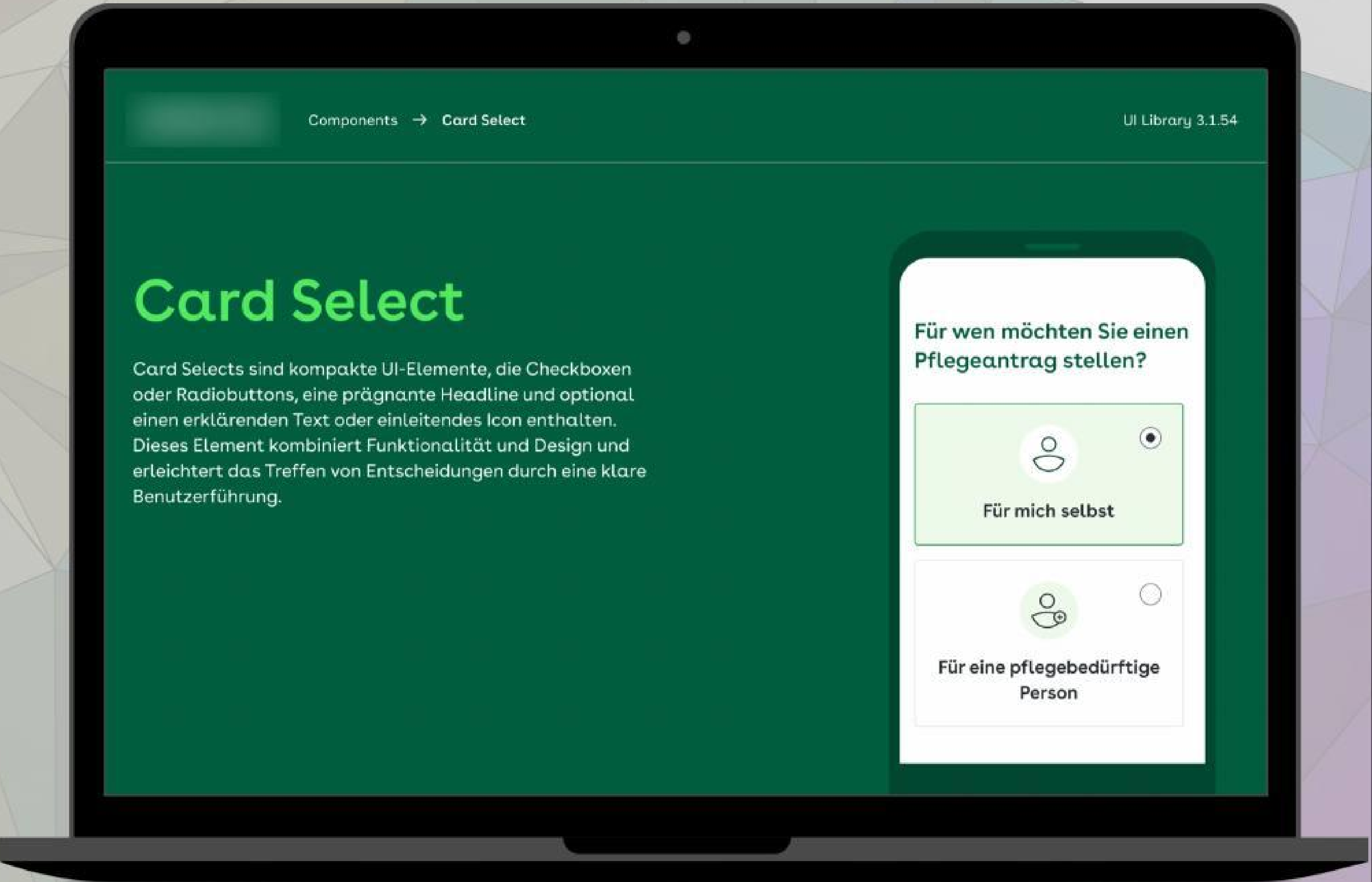
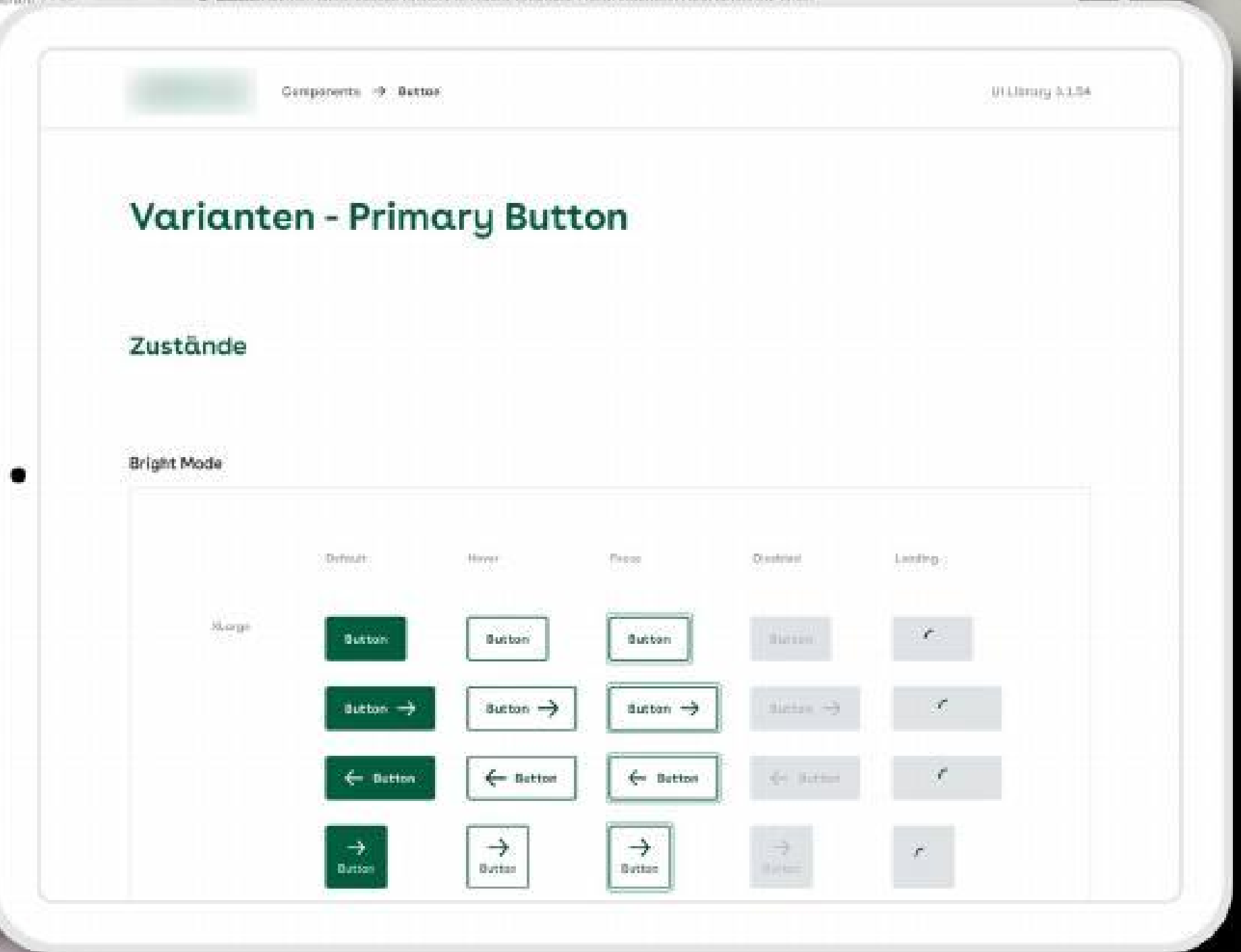
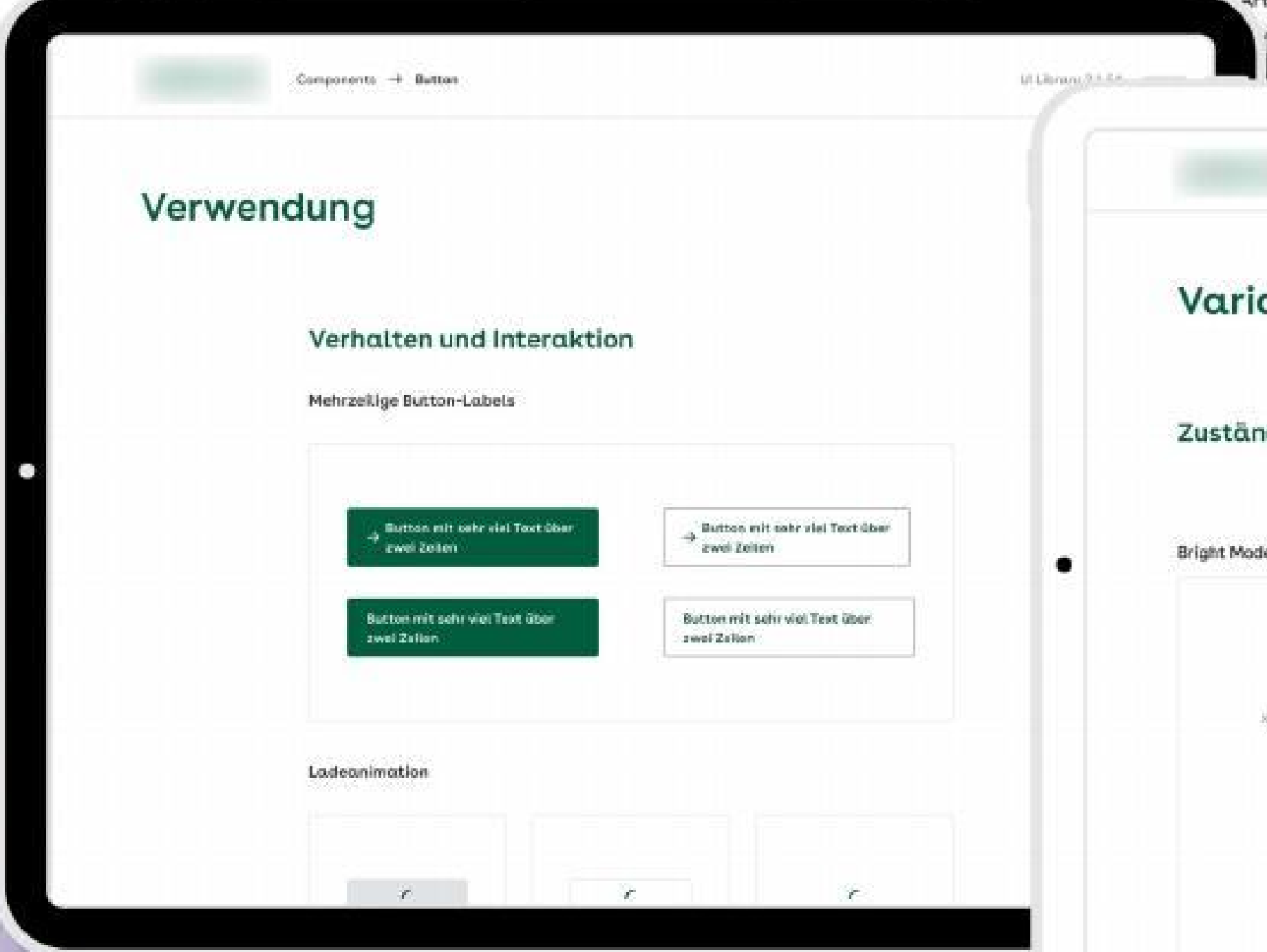
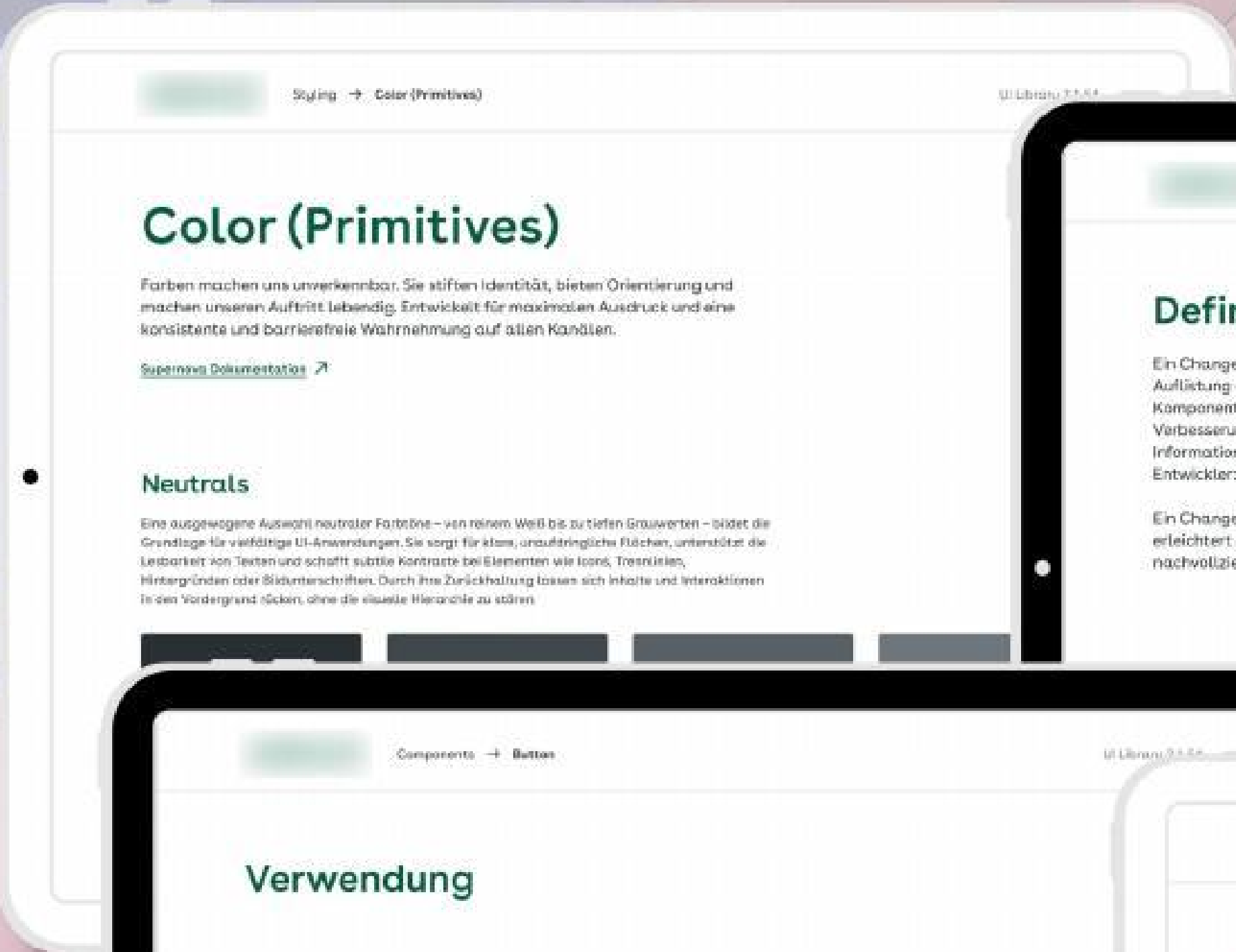
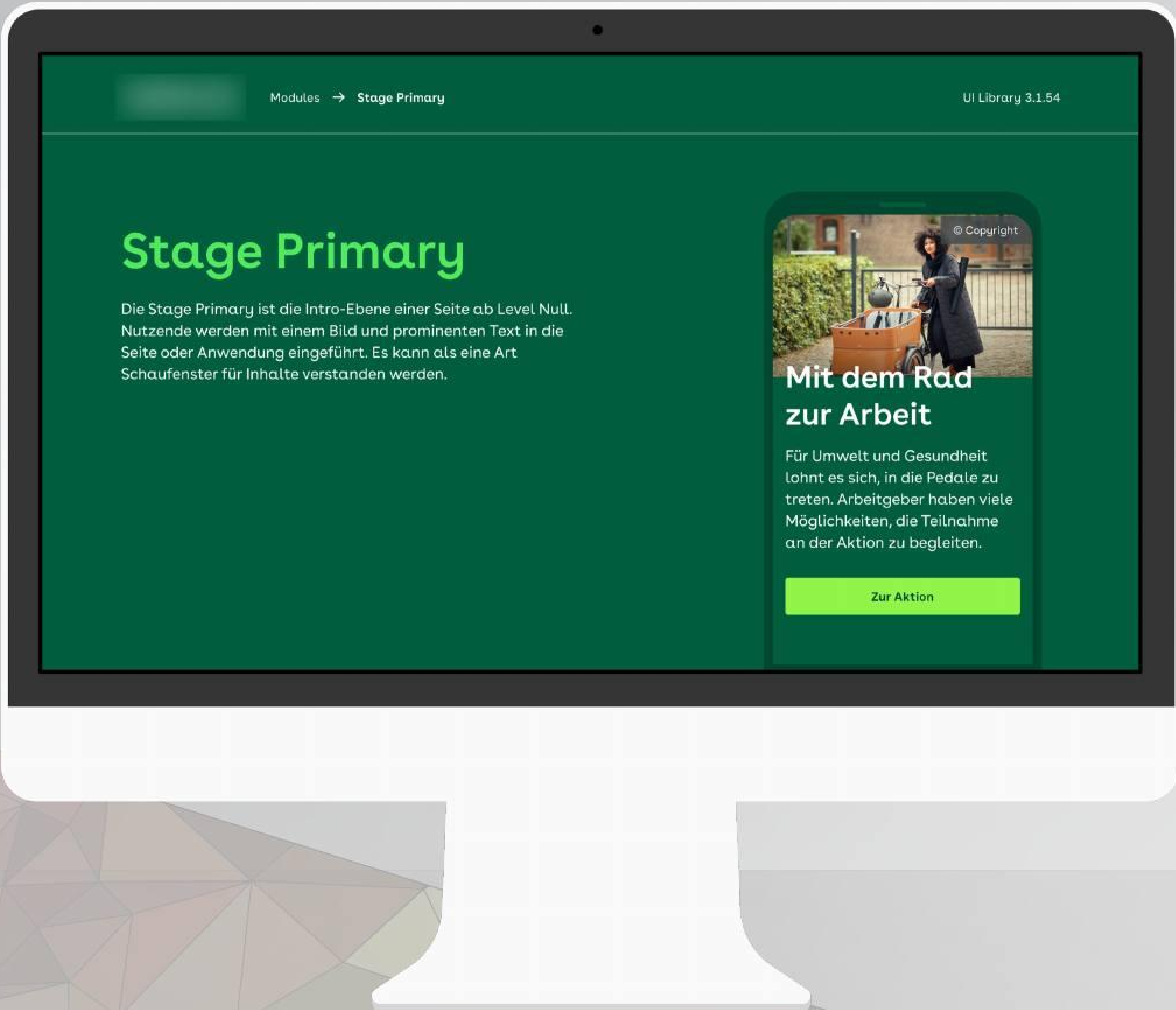
 Client Contact

 C-Level Communication

 Design Transformation

 Quality Assurance

 Prototyping



Digital Transformation

Automotive Industries

What it was about

A digital transformation project aimed to revolutionize the distribution channels of the company towards a heavily web-based approach. Joining directly after the branding team was done, my main work was about defining core user flows around the main navigation and the checkout process as a whole. Talking to many key stakeholders put me in the best position to emphasize accessibility and other crucial UX-issues early in the process.

My Impact



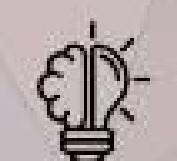
UX/UI Design



Team Lead



Design Transformation



Research & Requirements



Client Contact



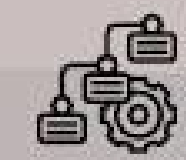
Quality Assurance



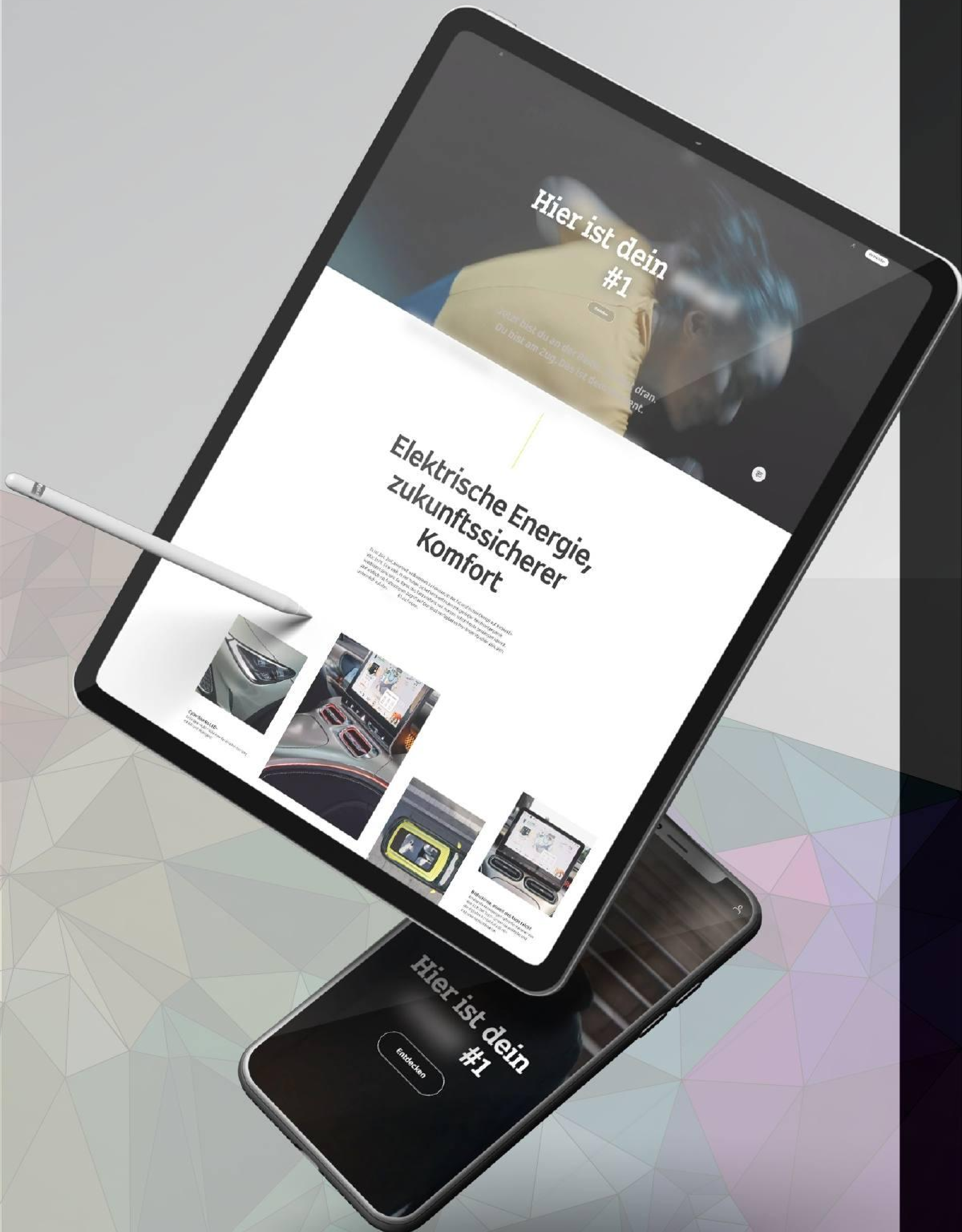
User Testing



C-Level Communication



Prototyping



Technical Product Design

Medical Diagnostics

What it was about

Working in a highly regulated medical environment demanded precision and flexibility while keeping the users specific needs in mind. The resulting software is often used under extraordinary circumstances with users wearing special gear (like gloves or goggles) and while they are under some time pressure. Having a clear UX and high-class user flows, easy to follow and to understand was my main focus.

My Impact

**UX/UI Design**

**Research & Requirements**

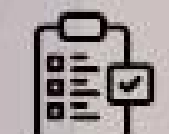
**User Testing**

**Team Lead**

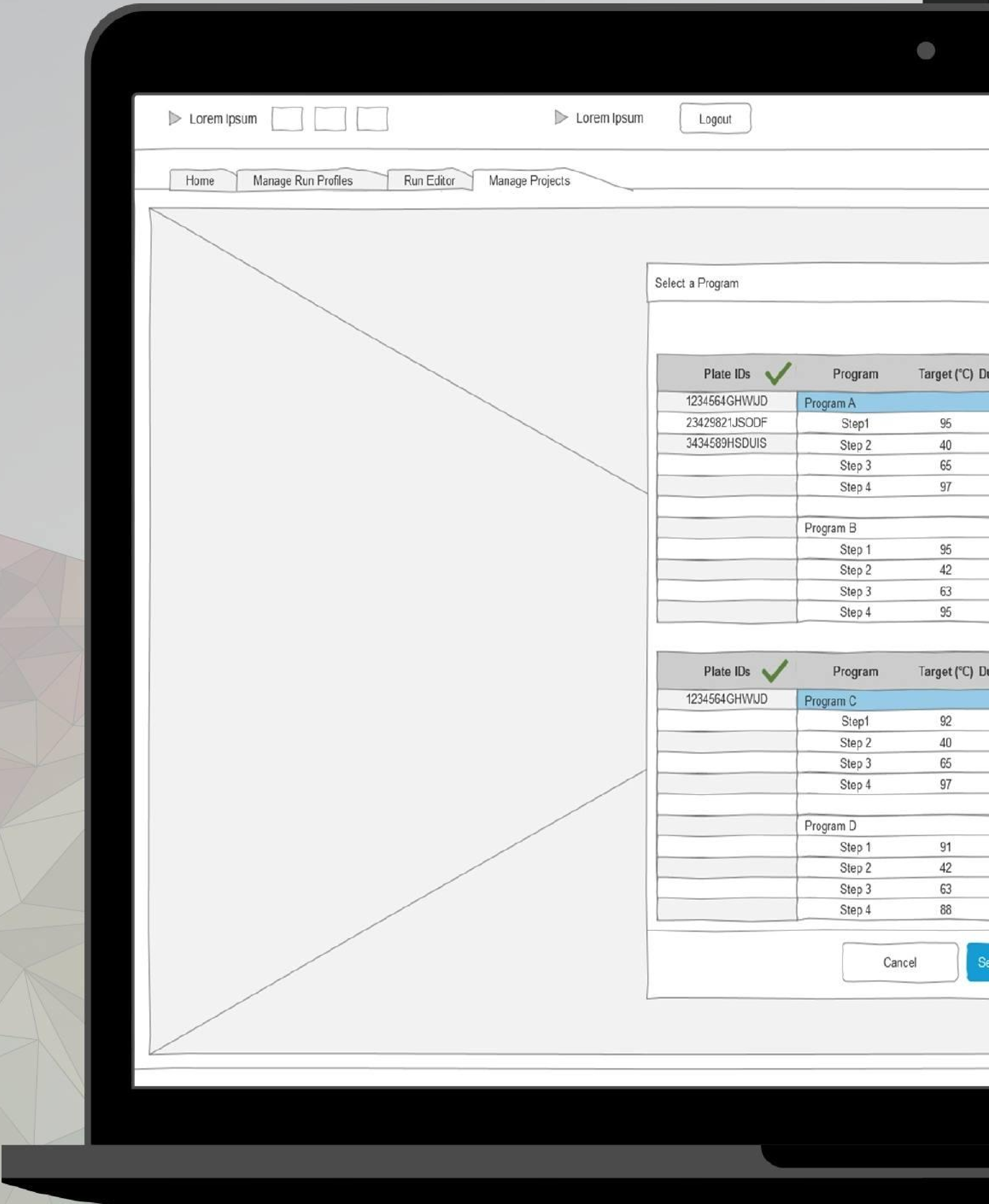
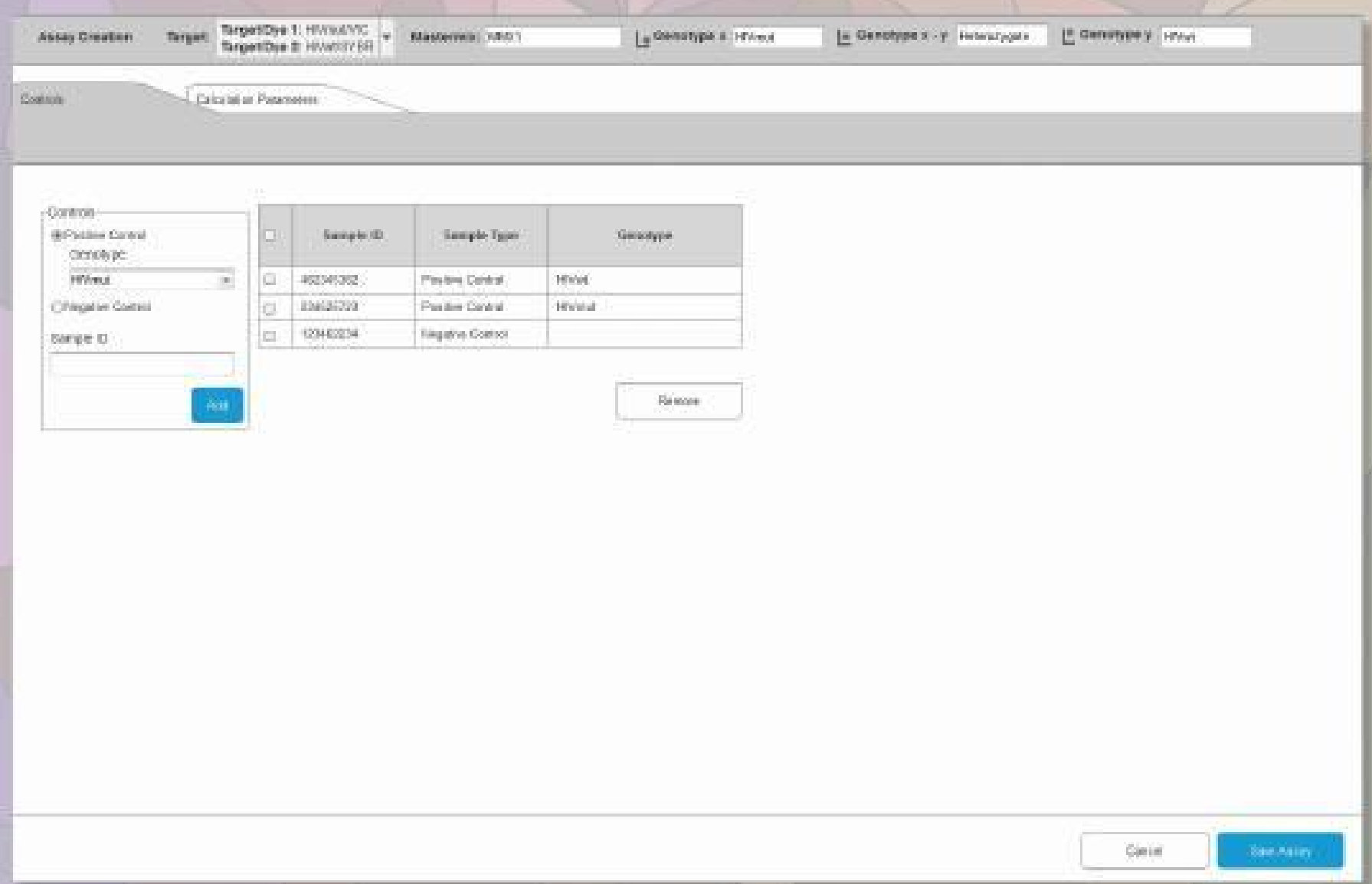
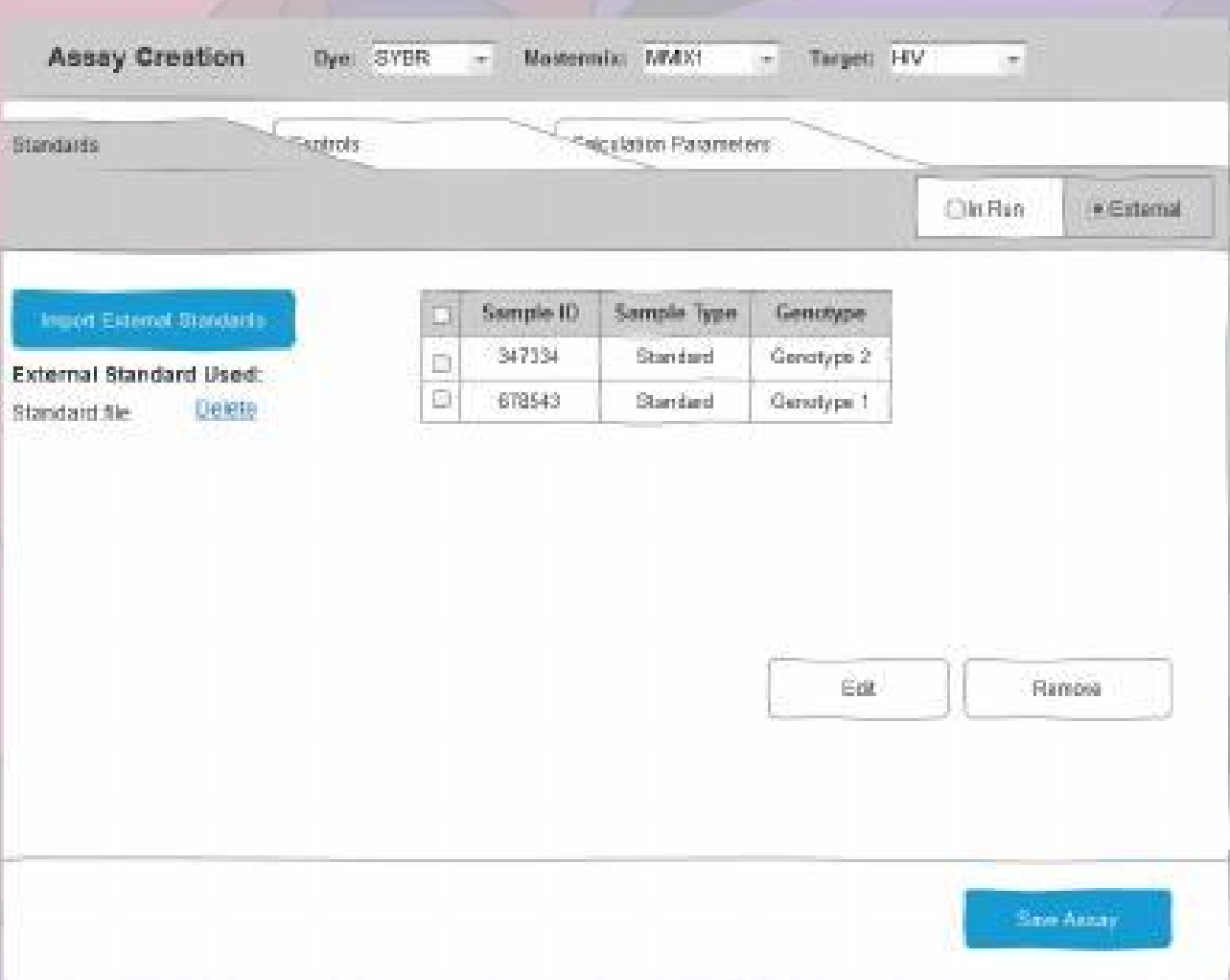
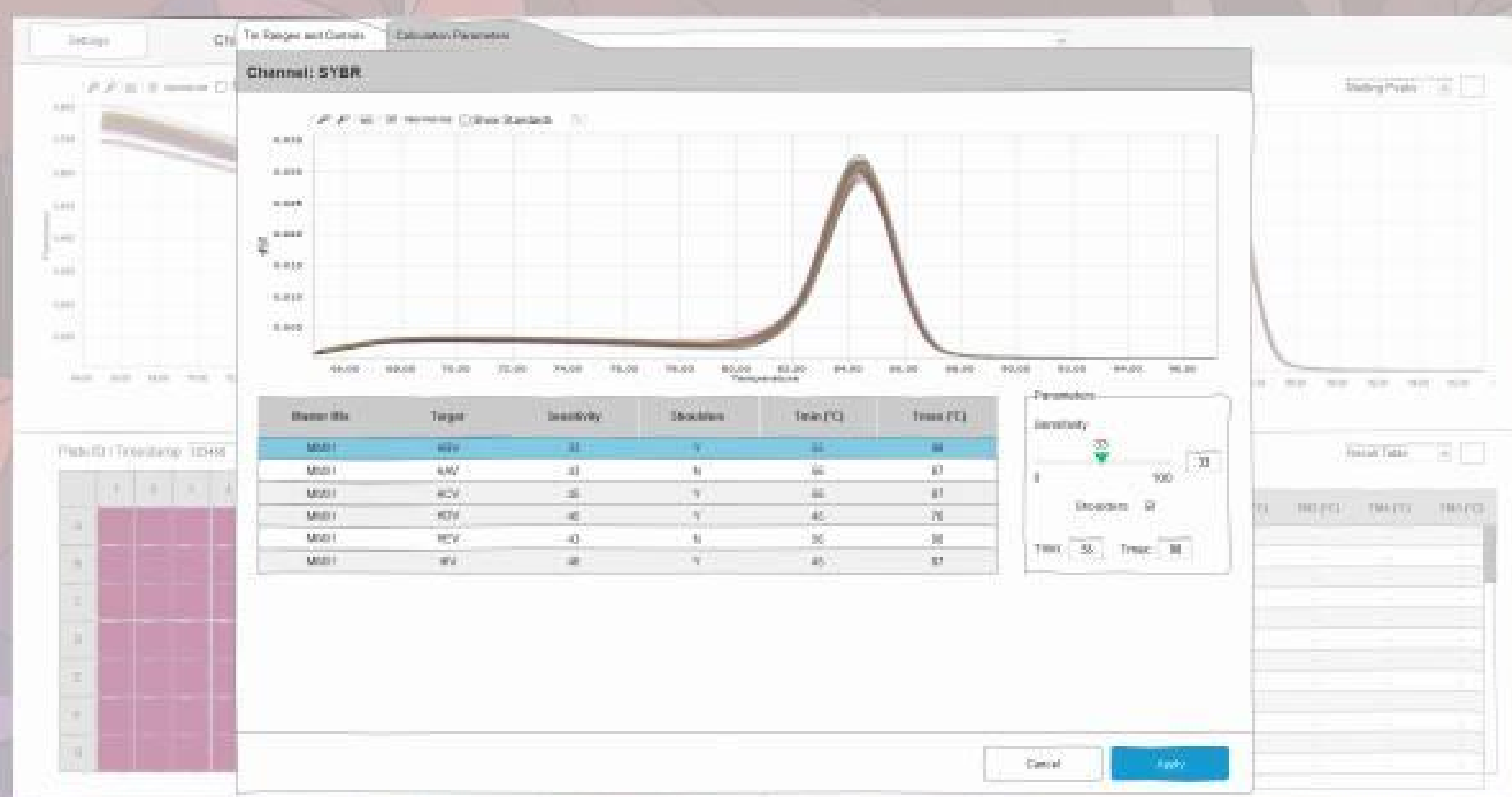
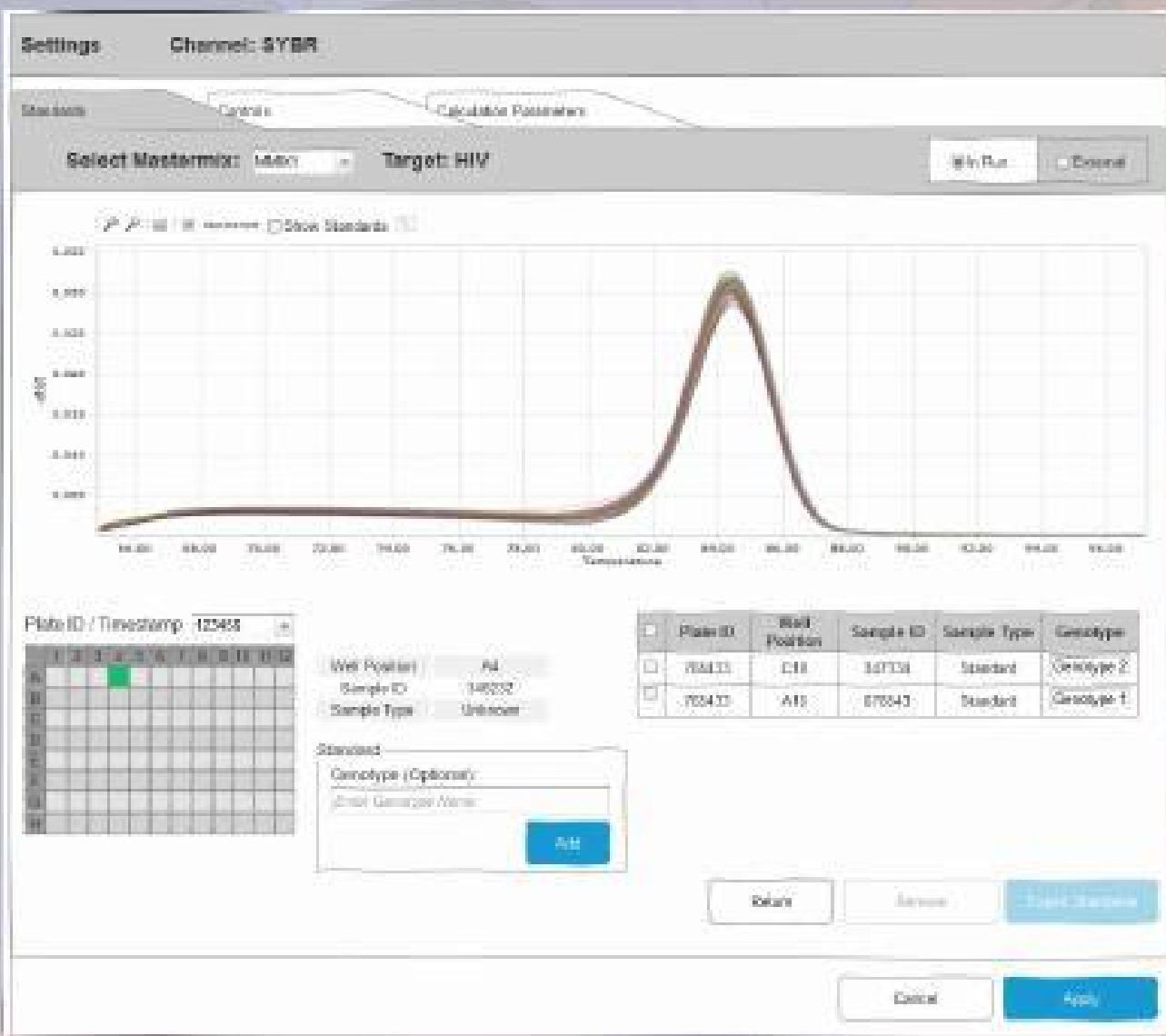
**Client Contact**

**C-Level Communication**

**Design Transformation**

**Quality Assurance**

**Prototyping**



User Testing

Educational Publishing

What it was about

For a Swiss publisher of educational materials, I ran and evaluated a qualitative usability study of their pay-as-you-go platform for digital teaching materials. Six teachers with different roles and levels of experience worked through four core flows: login, overview & navigation, users & groups, and lending & loan management. Task Success Rate, Expectation Measure and an adapted UX Curve turned their behaviour into prioritised findings and concrete design actions.

My Impact

UX/UI Design

Team Lead

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Prototyping

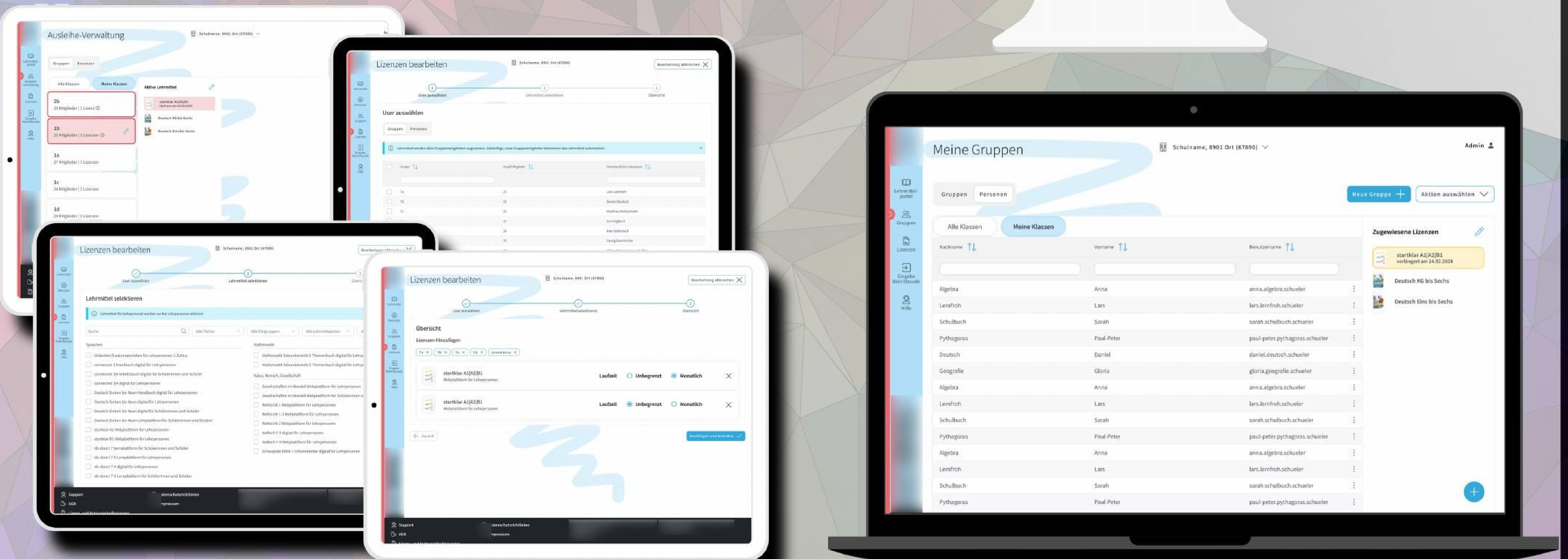
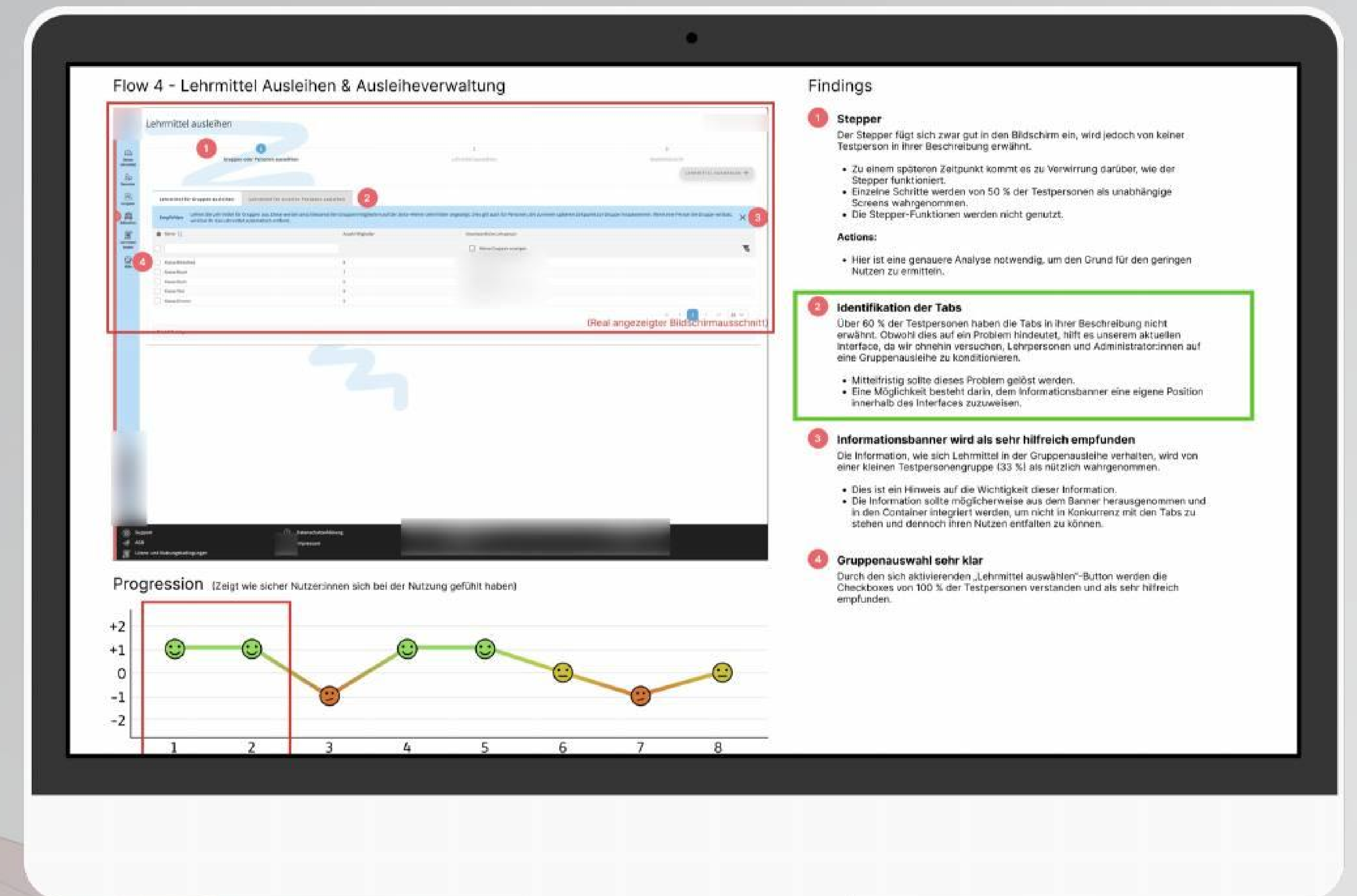


Illustration & Services

Tobacco Industries

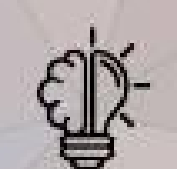
What it was about

In the effort to create something entirely new communication is key. But it is not only the consumer who needs to be convinced: Revolutionizing a whole industry starts from within and needs to be properly communicated throughout the company. I produced a modern "Service Blueprint" to illustrate the whole cycle of a product, yet to be designed - even long before we had any real market data. This helped everyone to grasp the revolutionary ideas around a product line that set out to change everything.

My Impact



UX/UI Design



Research & Requirements



User Testing



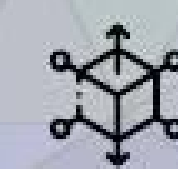
Team Lead



Client Contact



C-Level Communication



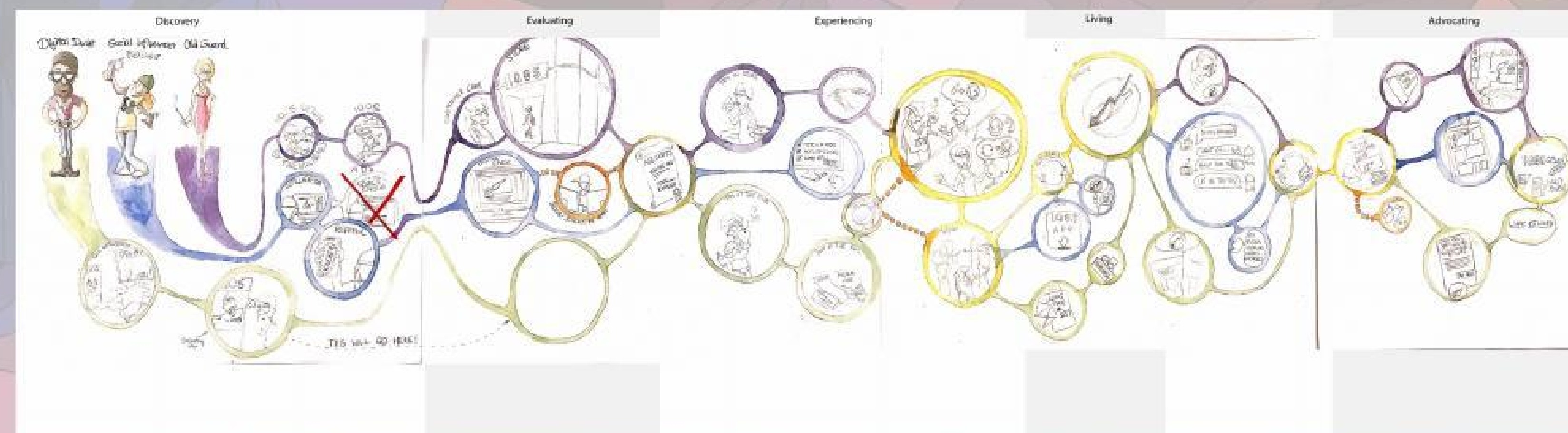
Design Transformation



Quality Assurance



Prototyping



Digital Transformation

Online & Offshore Retail

What it was about

During this project we helped a traditional, German retailer to take the next step into the digital world, by introducing the concept of a broader online retailing system to them. This was an end-to-end effort including supply chain management for a global operating client. While IP protection was very important, so was also the education on client side itself, helping them to understand the necessities around the topic of a global UX, especially when it comes to foreign markets. A different system around how to display prices and logos and a huge emphasis on accessibility was the result.

My Impact



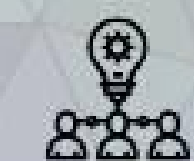
UX/UI Design



Research & Requirements



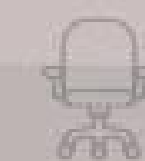
User Testing



Team Lead



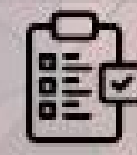
Client Contact



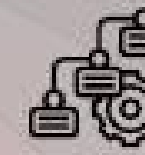
C-Level Communication



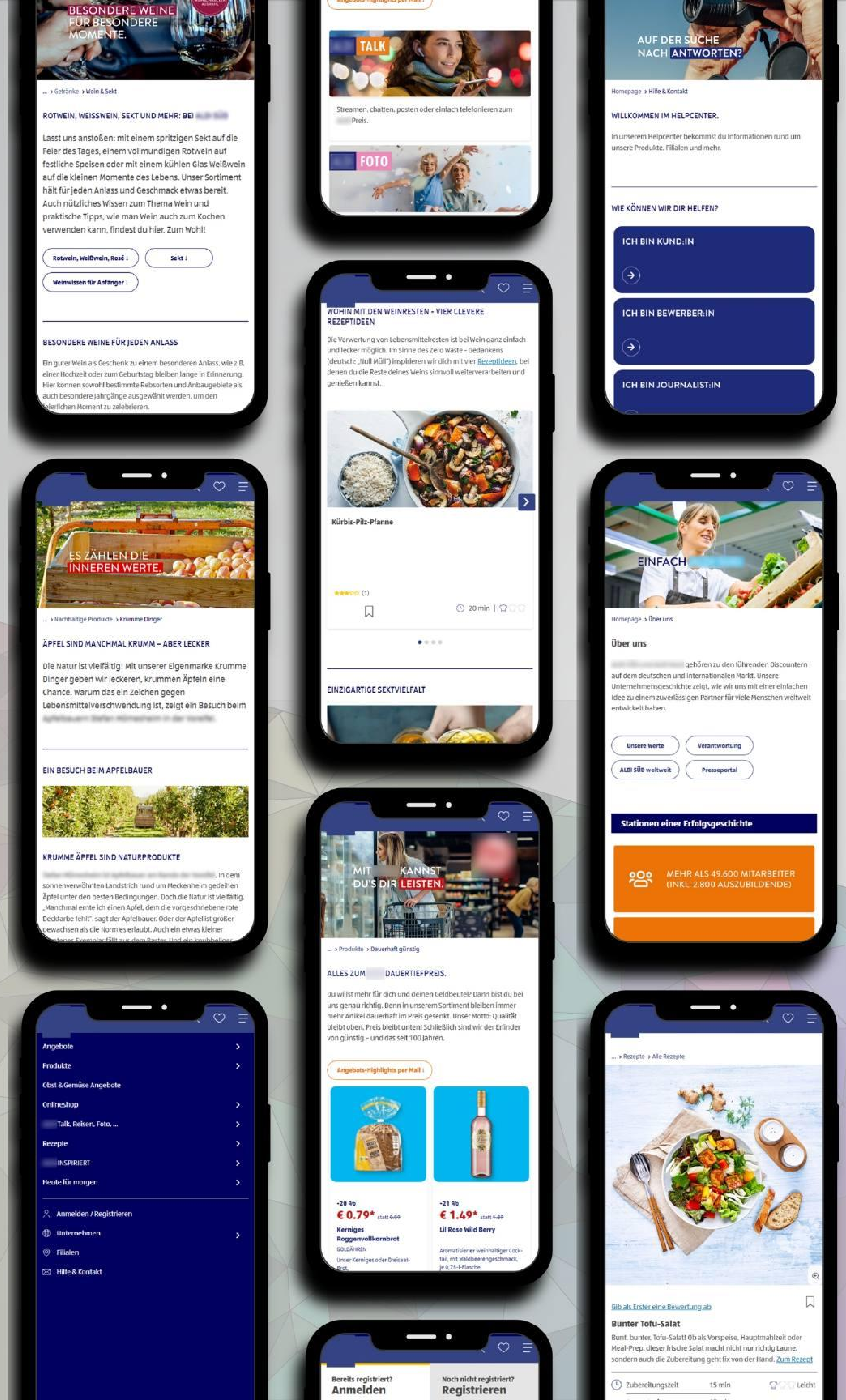
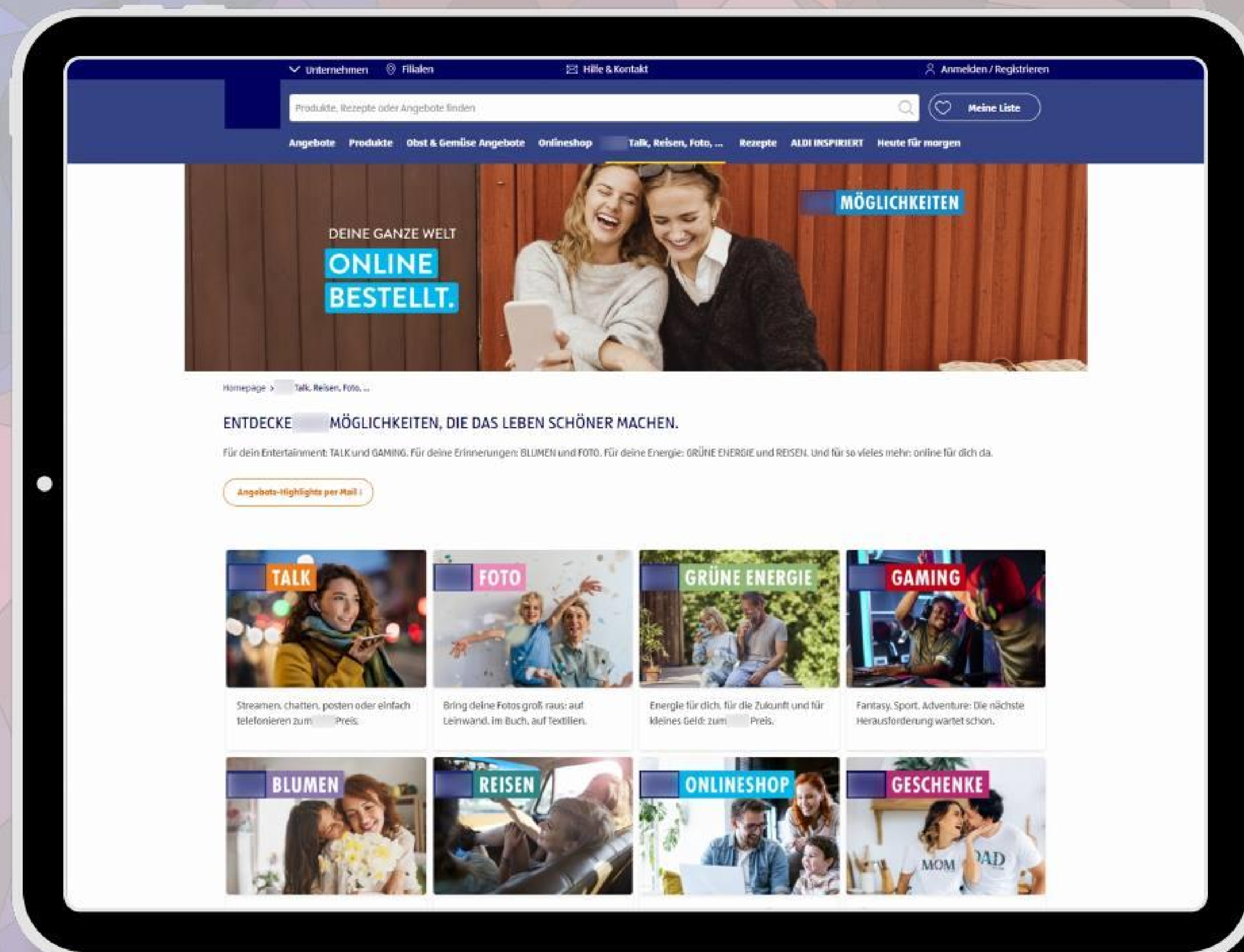
Design Transformation



Quality Assurance



Prototyping



Design Transformation

Energy Industries

What it was about

Putting yourself into the users shoes is always the best way while striving for a better, more inclusive world, using UX-techniques. But what are these techniques? How can I break out of my daily understanding of how processes work? And what can I do, if I'm not considering my job as a very creative one? These questions and many more are tackled by my design thinking workshops, spanning from 1 - 5 days. They're presenting not only ideas, but also tools to every client, to help them thinking out of the box.

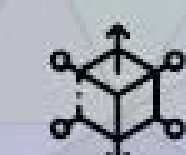
My Impact



UX/UI Design



Team Lead



Design Transformation



Research & Requirements



Client Contact



Quality Assurance



User Testing

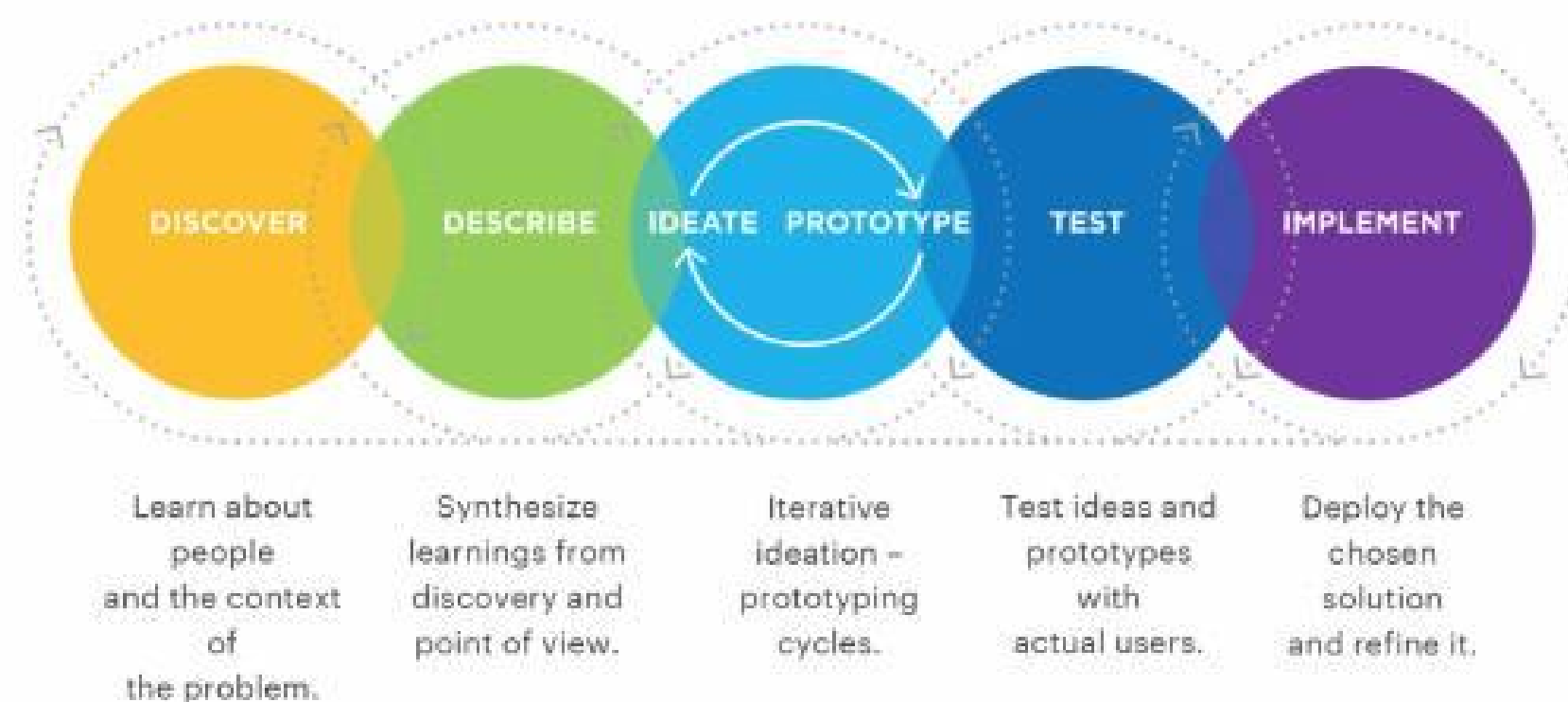


C-Level Communication



Prototyping

DESIGN THINKING PROCESS



BRAIN DUMPING CYCLE 1

The more ideas the better - quantity before quality at this stage.

Silent brainstorming by your own (5 Minutes)

Sharing, sticking and collecting the sticky notes



PERSONA CREATION CYCLE 2

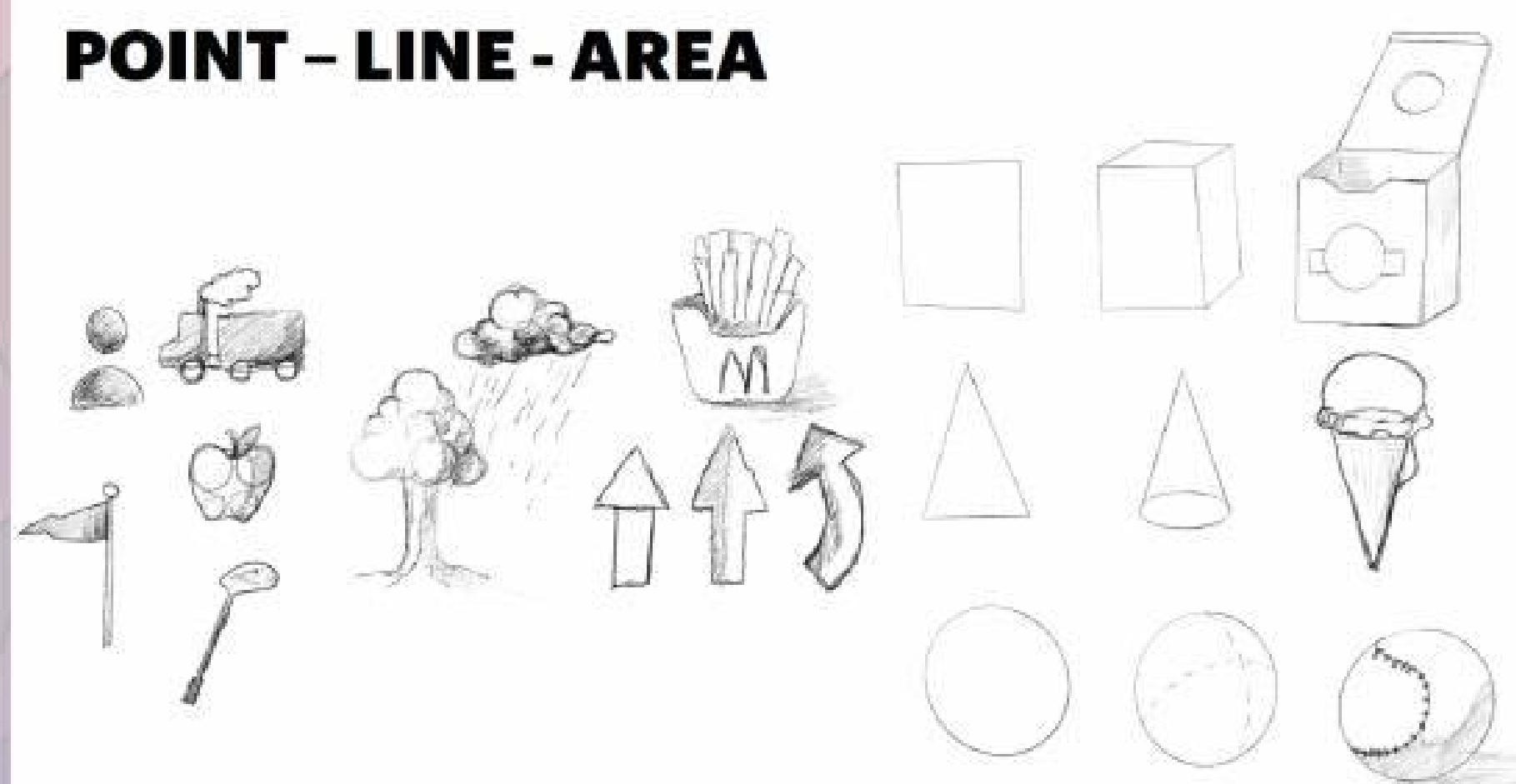
Human centered design needs humans - personas.

Profile

- Gender
- Age
- Field of Expertise
- Keywords
- Goals
- Frustrations
- Quote



POINT - LINE - AREA



YES AND... WARM UP

... or how spoken language influences our thinking.

Build pairs (if needed triangle)

Plan a party together

"Yes, but..."

"Yes, and..."



USER INTERVIEWS CYCLE 1

Questions lead to new questions and stimulate the creativity.

1 person of each group changes the group

Ask questions about the person, behavior, requests, ...

Scribble on sticky-notes your findings



accenturetechnology

DESIGN THINKING WORKSHOP 2019

THANK YOU EVERYONE
FOR THE GREAT TIME!



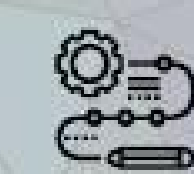
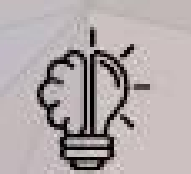
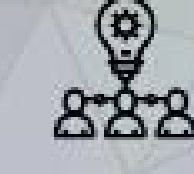
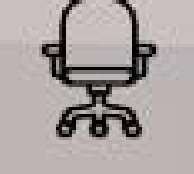
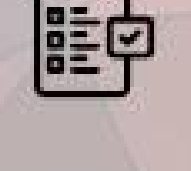
Product Launch/Branding

Tobacco Industries

What it was about

International or interregional operating clients are always about understand the necessity for market based change. In this management role I was part of the huge effort to rebrand a whole industry. I was leading multiple teams, which created a versatile design system, able to serve markets all around the world, while discussing the results with the upper management in a very time efficient manner. We ended up with a AEM cloud based system, that's capable of being directly controlled by local markets, without breaking the overall brands CI in the process.

My Impact

-  UX/UI Design
-  Research & Requirements
-  User Testing
-  Team Lead
-  Client Contact
-  C-Level Communication
-  Design Transformation
-  Quality Assurance
-  Prototyping

