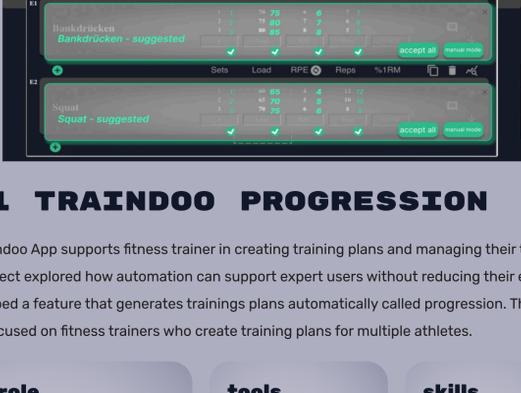


Julia Pühl

I am a UI/UX designer & developer - I design intuitive digital experiences and build modern web applications. Welcome to my portfolio! Discover a selection of my work below.

#01 Traindoo Progression

#02 Marketing Automation App - Push Notification UX



#01 TRAINDOO PROGRESSION

The Traindoo App supports fitness trainer in creating training plans and managing their trainees. This project explored how automation can support expert users without reducing their expertise. I developed a feature that generates trainings plans automatically called progression. The case study focused on fitness trainers who create training plans for multiple athletes.

| | | |
|--|--|--|
| <p>my role</p> <p>UX research • survey design • interaction design • prototyping and implementation of the progression tool</p> | <p>tools</p> <p>Figma • React • Typescript • Tailwind</p> | <p>skills</p> <p>UX Research • User Interviews • Survey Design • Interaction Design</p> |
|--|--|--|

Problem

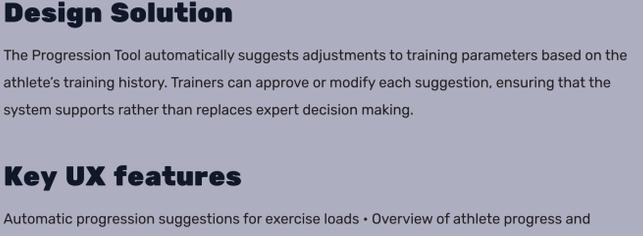
Creating training plans is a repetitive and time consuming task for trainers. At the same time, these plans require expertise and individual adaptation to each athlete. The challenge was to design automation that saves time while preserving the trainer's control and expertise.

Goal

Design and evaluate a tool that automatically generates training plan suggestions while allowing trainers to review and modify the results.

| | |
|--|---|
| <p>Research</p> <p>A user study with 48 trainers explored their workflows, motivations, and challenges. Results showed that the most time consuming tasks were communication with trainees and creating training plans.</p> | <p>RQ 1</p> <p>Automation supports users.</p> <p>RQ 2</p> <p>Automation restricts the integration of human expertise.</p> |
|--|---|

Prototype & Implementation



Design Solution

The Progression Tool automatically suggests adjustments to training parameters based on the athlete's training history. Trainers can approve or modify each suggestion, ensuring that the system supports rather than replaces expert decision making.

Key UX features

Automatic progression suggestions for exercise loads • Overview of athlete progress and training history • Editable suggestions for trainer customization • Approval workflow to maintain trainer control

| | |
|--|--|
| <p>Automation 2</p> <p>UI for minimal user modification</p> | |
| <p>Automation 1</p> <p>UI allowing manual modification</p> | |
| <p>Automation 0</p> <p>UI without automation</p> | |

Outcome

The study indicated that automation can significantly reduce planning time while maintaining the trainer's active role in decision making. The results highlight the importance of transparency and control when designing automation for expert users.



#02 MARKETING AUTOMATION APP - PUSH NOTIFICATION UX

This project explored how push notifications can enhance digital marketing automation and customer relationship management. The work combined research in digital marketing with the design and development of a mobile application connected to Salesforce Marketing Cloud.

| | | |
|---|--|---|
| <p>my role</p> <p>UX research, concept design, interaction design, and system modeling for a mobile application integrated with Salesforce Marketing Cloud</p> | <p>tools</p> <p>Wireframes • Swift • Salesforce Marketing and Sales Cloud</p> | <p>skills</p> <p>User Flows • System Design • CRM Integration • Marketing Automation</p> |
|---|--|---|

Problem

Companies often struggle to reach customers through traditional channels such as email. Messages are easily ignored, and communication rarely occurs at the most relevant moment. There was an opportunity to explore push notifications as a more contextual communication channel.

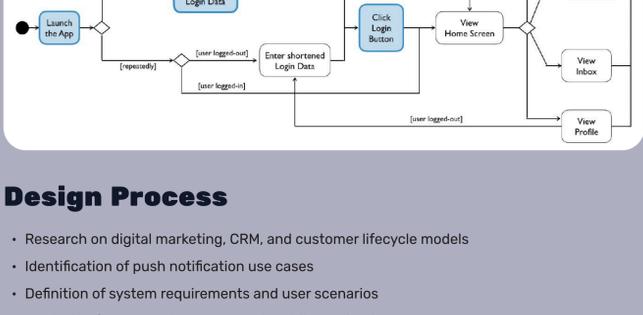
Goal

Identify effective use cases for push notifications and design a mobile experience that allows companies to deliver relevant, timely, and personalized interactions with customers.

Use Cases



User Flow



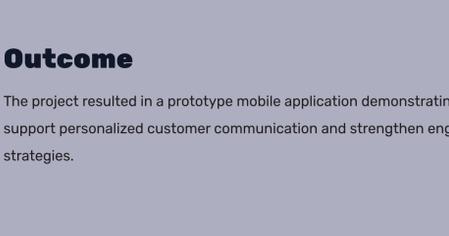
Design Process

- Research on digital marketing, CRM, and customer lifecycle models
- Identification of push notification use cases
- Definition of system requirements and user scenarios
- UX design for an event management mobile application
- Integration concept with marketing automation tools

Key UX features

- Event based and registration • Personalized push notifications triggered by user behavior • QR code based event reminders • Notification inbox for saved messages • Event check in via QR code

Implementation



Outcome

The project resulted in a prototype mobile application demonstrating how push notifications can support personalized customer communication and strengthen engagement within CRM strategies.