

Oliver Heilmair

Portfolio

-  Berlin, Germany
-  oliverheilmair@gmail.com
-  +49 162 5604851
-  oliverheilmair.com
-  [Linkedin](#)

Oliver Heilmair

About me

With over 15 years of experience in web and product design, I've had the privilege of working on diverse projects ranging from enterprise platforms and e-commerce sites to online magazines and mobile apps. My designs go beyond aesthetics - I strive to create solutions that are functional, intuitive, and seamless to use. For me, the heart of great design lies in balancing visual appeal with usability, ensuring that every project achieves both business goals and user needs.

User-centered design is my passion, and I ensure the user remains the focal point at every stage of the process - whether it's brainstorming, validating concepts, building MVPs, or scaling solutions. A career highlight has been designing digital experiences for over 8 million users, transforming complex systems into intuitive, engaging platforms that people genuinely enjoy.

Efficiency is a cornerstone of my work. I leverage web builders and low-code tools to rapidly prototype and develop MVPs, enabling quick iterations, early user feedback, and fine-tuning before final implementation. This approach has proven invaluable in fast-paced projects where agility is key.

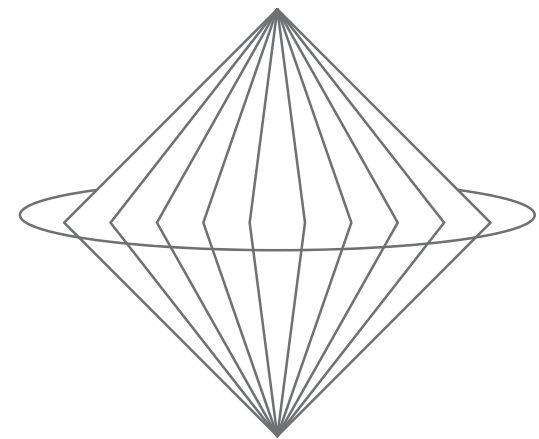
At the end of the day, I love solving complex problems and contributing to products that make a tangible difference in people's lives.

Outside of work, I'm an avid climber, surfer, and cyclist who enjoys spending time in nature. Cooking, arts and crafts, and creative side projects fuel my inspiration and energy.



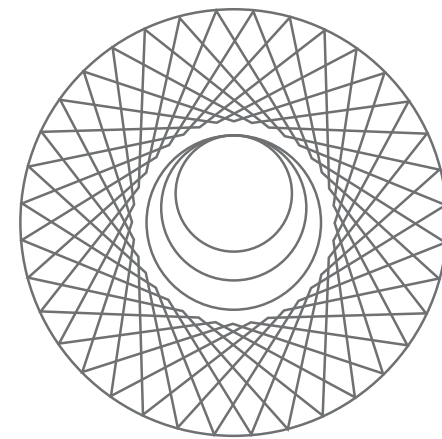
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Skillset



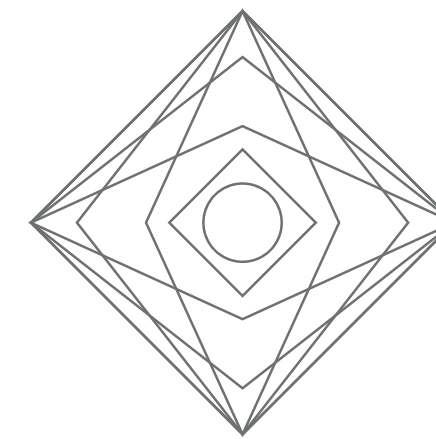
Design Systems

I excel at creating and managing design systems that maintain consistency and scalability across projects. By aligning designs with brand identity and user needs, I foster collaboration and ensure workflows are efficient, delivering high-quality user experiences.



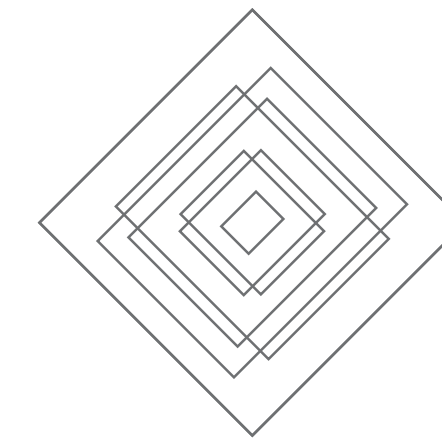
Team development

Mentoring and building strong, collaborative teams is a key part of my work. I aim to create environments where team members can thrive, learn, and grow while contributing their best. Team development is about cultivating trust, sharing knowledge, and empowering individuals to achieve collective success.



Customer Experience

I'm dedicated to crafting customer experiences that are smooth, enjoyable, and memorable. By understanding user needs and building meaningful interactions, I focus on creating touchpoints that leave a lasting positive impression.



User Interface

Creating visually appealing, functional, and intuitive interfaces is my forte. I strive to blend aesthetics and usability, ensuring every element contributes to a seamless and enjoyable user experience.

Elektronische Patientenakte

Project #1

Objective

To develop an innovative digital solution for the German public healthcare system that allows users to securely store, manage, and share medical documents and information through a single app. This app also enables doctors and hospitals to exchange information with patients, creating a seamless and secure flow of medical data.

Key Challenge

Designing a comprehensive and complex system from scratch while ensuring it remains user-friendly and accessible to people of all ages and technical abilities. This required a focus on simplicity, clarity, and usability to cater to the diverse needs of users.

Approach

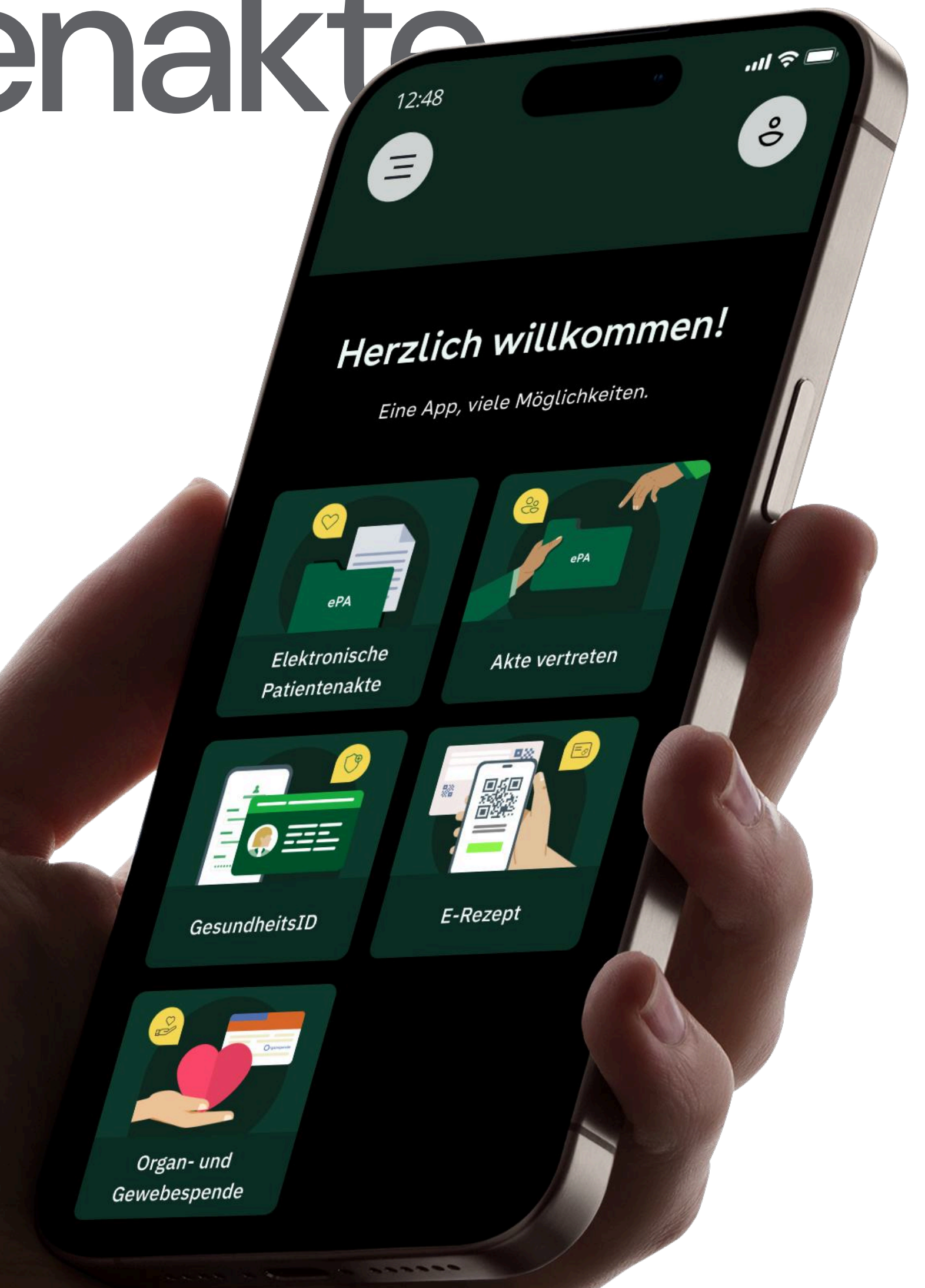
- Focused on simplicity and clarity to accommodate users of all ages and technical abilities.
- Collaborated with legal and compliance teams to ensure adherence to government regulations.
- Integrated accessibility features and GDPR-compliant data management practices.
- Designed and developed a robust design system to ensure consistency and scalability.

Outcome

The app has been successfully adopted by an increasing number of users and is positioned as the future of the German healthcare system. The app is now a key component of the digital transformation in healthcare, streamlining the management and exchange of medical data.

Impact

This project has significantly contributed to modernizing Germany's healthcare system, empowering users to take control of their medical information while fostering better communication between patients and healthcare providers.



Conception & Starting from scratch

Working with Government Requirements

Balancing strict regulations with user-friendly design to create a compliant and accessible healthcare solution.

Overview

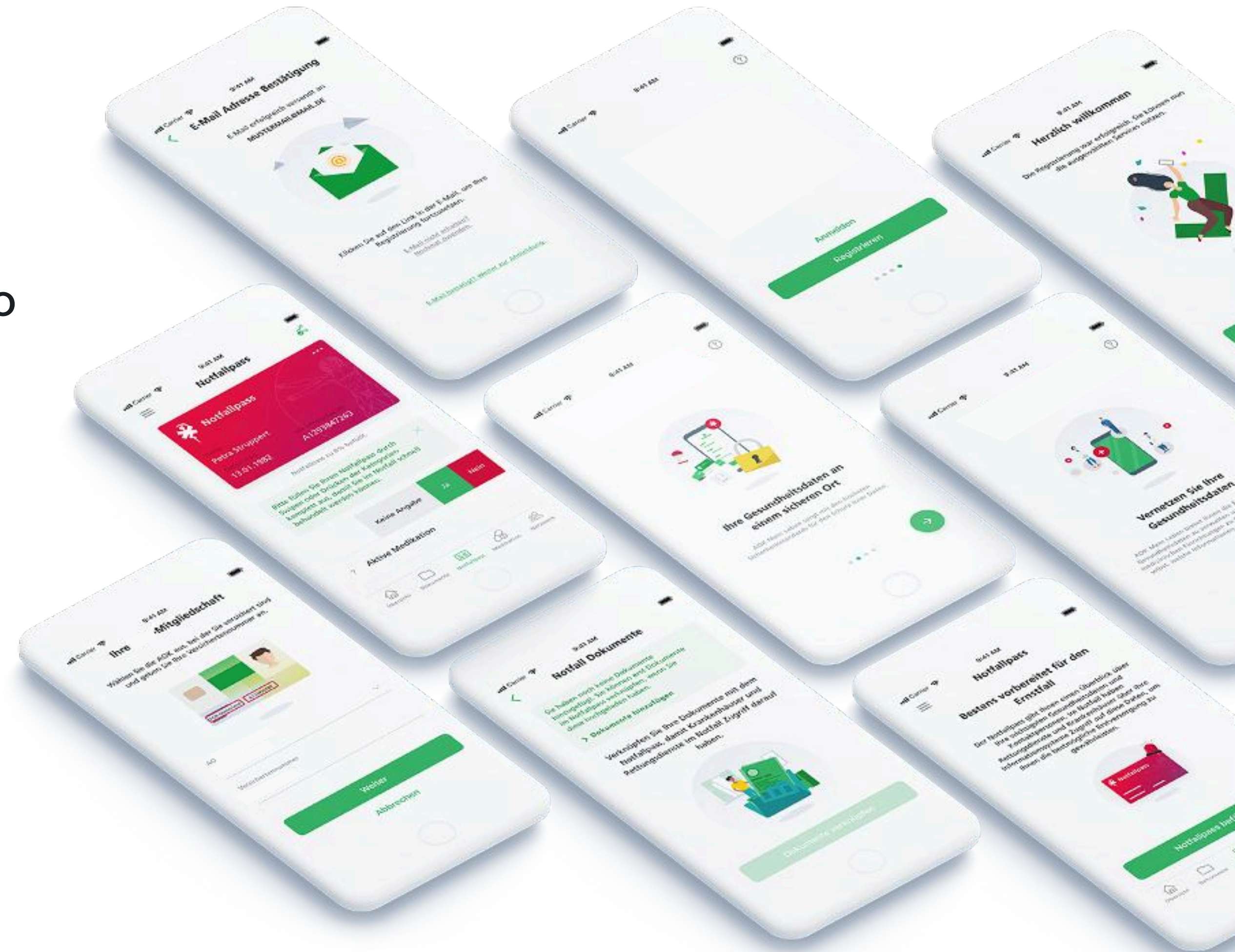
Designing the Elektronische Patientenakte (EPA) came with the unique challenge of adhering to strict government-mandated requirements. These guidelines dictated various aspects of the app's functionality, security, and accessibility to ensure compliance with German public healthcare standards.

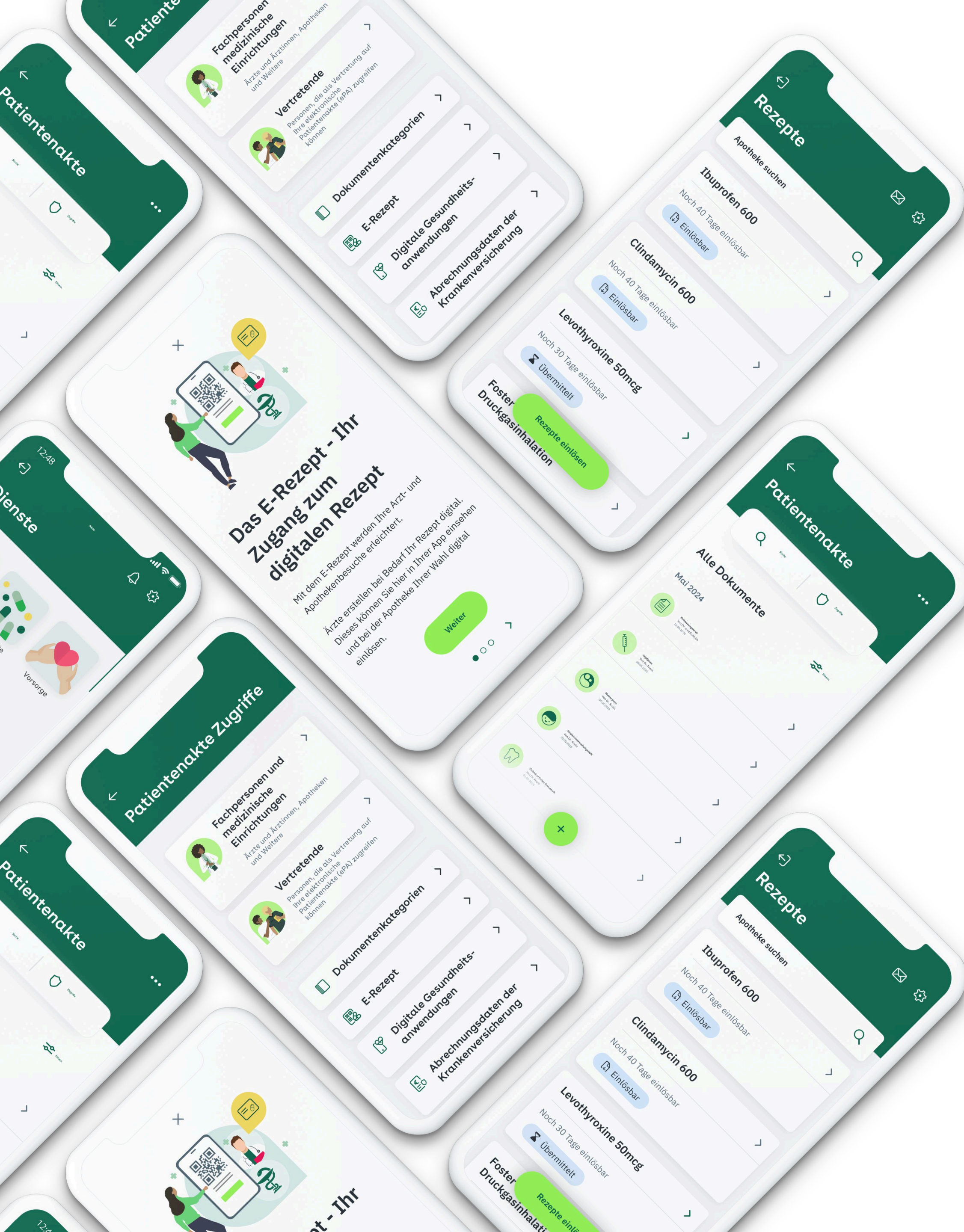
Key Challenges

- **Stringent Standards:** Ensuring the app met all legal and regulatory requirements for data privacy, security, and accessibility, particularly with sensitive medical information.
- **User Inclusivity:** Designing for a wide demographic, from tech-savvy users to older individuals less familiar with digital platforms.
- **Complexity of Regulations:** Navigating and interpreting extensive and detailed requirements while balancing usability and design quality.

Outcome

The EPA app successfully met all government requirements while maintaining a user-friendly design. By balancing compliance with usability, the app gained broad adoption and established itself as a critical tool in Germany's healthcare system.





Scaling & Redesigning for a White Label Solution

Redesign and White Label Adoption

Redesigning for flexibility and scalability through a white-label solution with custom client features.

Overview

The next phase of the Elektronische Patientenakte (EPA) project involved a complete redesign and the adoption of a white label solution. This evolution aimed to improve scalability, align with client-specific corporate identities, and incorporate custom-developed features tailored to unique client needs.

Key Challenges

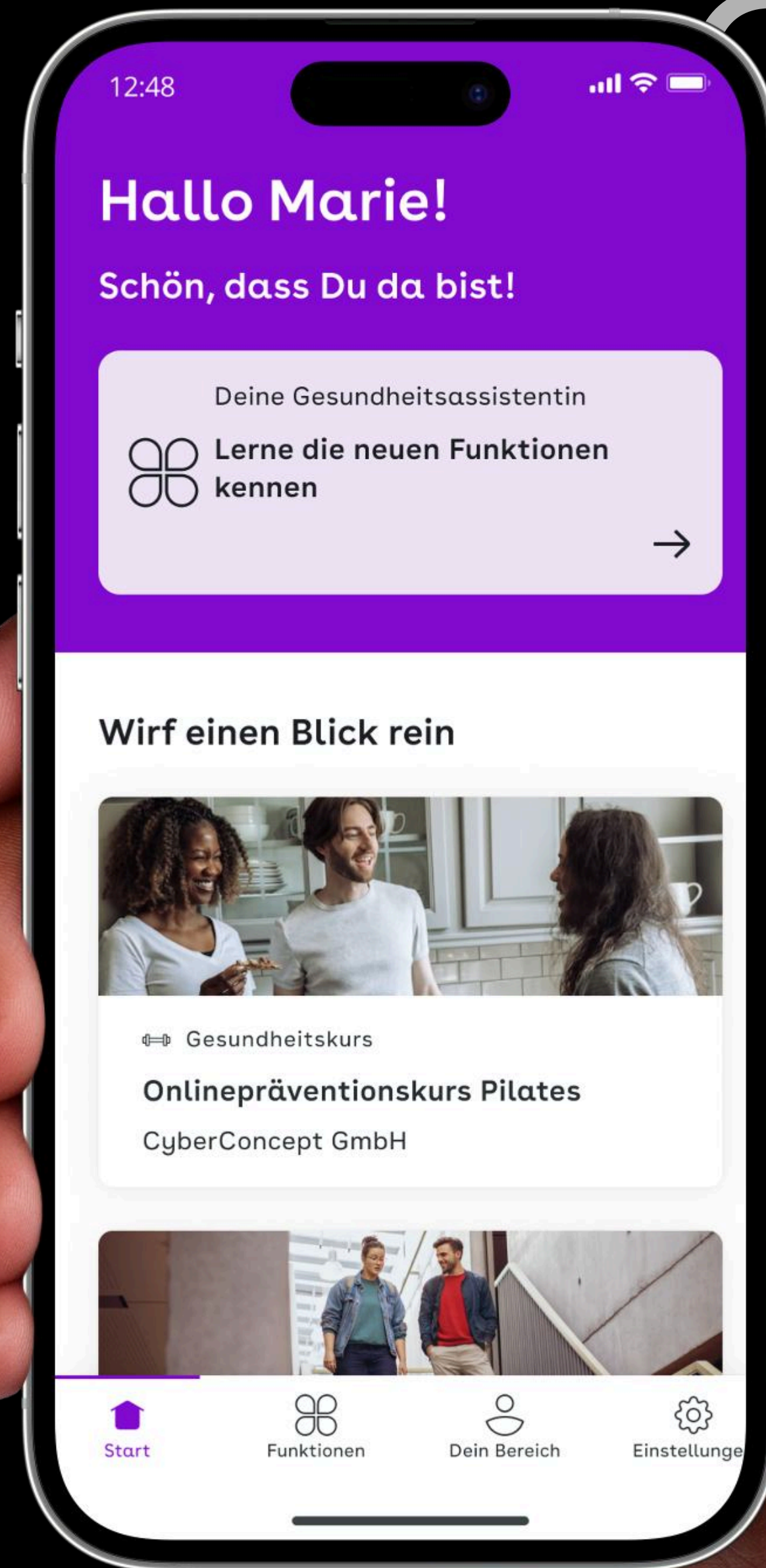
- Redesigning for White Label: Balancing the consistency of the core design system while allowing for customization to reflect the distinct corporate identities of different clients.
- Feature Integration: Adding bespoke features tailored to client requirements without disrupting the overall functionality and user experience.
- Future-Proofing: Ensuring the new solution could support smooth and organized scaling for future implementations across diverse user bases.

Outcome

The redesigned and white-label-compatible solution successfully addressed client-specific needs while retaining the core functionality and usability of the EPA. It provided a flexible framework that enabled a streamlined scaling process, paving the way for broader adoption and future growth.

Gesundheitsassistentin

Project #2



Objective

To develop an innovative solution for the German public healthcare system, allowing users to access and utilize various third-party integrated applications for health benefits, including sports and preventive medicine.

Key Challenge

The project faced challenges in encouraging user retention and re-engagement through partnerships with third-party providers. Designing a seamless experience for integrating diverse health-related applications required balancing user experience with technical constraints and accommodating third-party requirements.

Approach

User-Centric Design

- Designed an intuitive interface that encourages exploration of third-party applications.
- Prioritized ease of navigation and usability to reduce friction for first-time and returning users.

Third-Party Integration

- Collaborated with partners to understand integration requirements and ensure compatibility.
- Developed user flows and prototypes in Figma to streamline integration points and maintain design consistency.

Re-Engagement Strategies

- Worked closely with stakeholders to implement features like personalized recommendations and notifications.
- Designed gamification elements and rewards tied to third-party services to incentivize regular use.

Outcome

The app successfully introduced users to various third-party health benefits, with increasing adoption rates. However, challenges remain in boosting user retention and re-engagement, which are areas of ongoing focus for improvement.

Design System

State of the art Design System

Laying the foundation for seamless and scalable design.

Overview

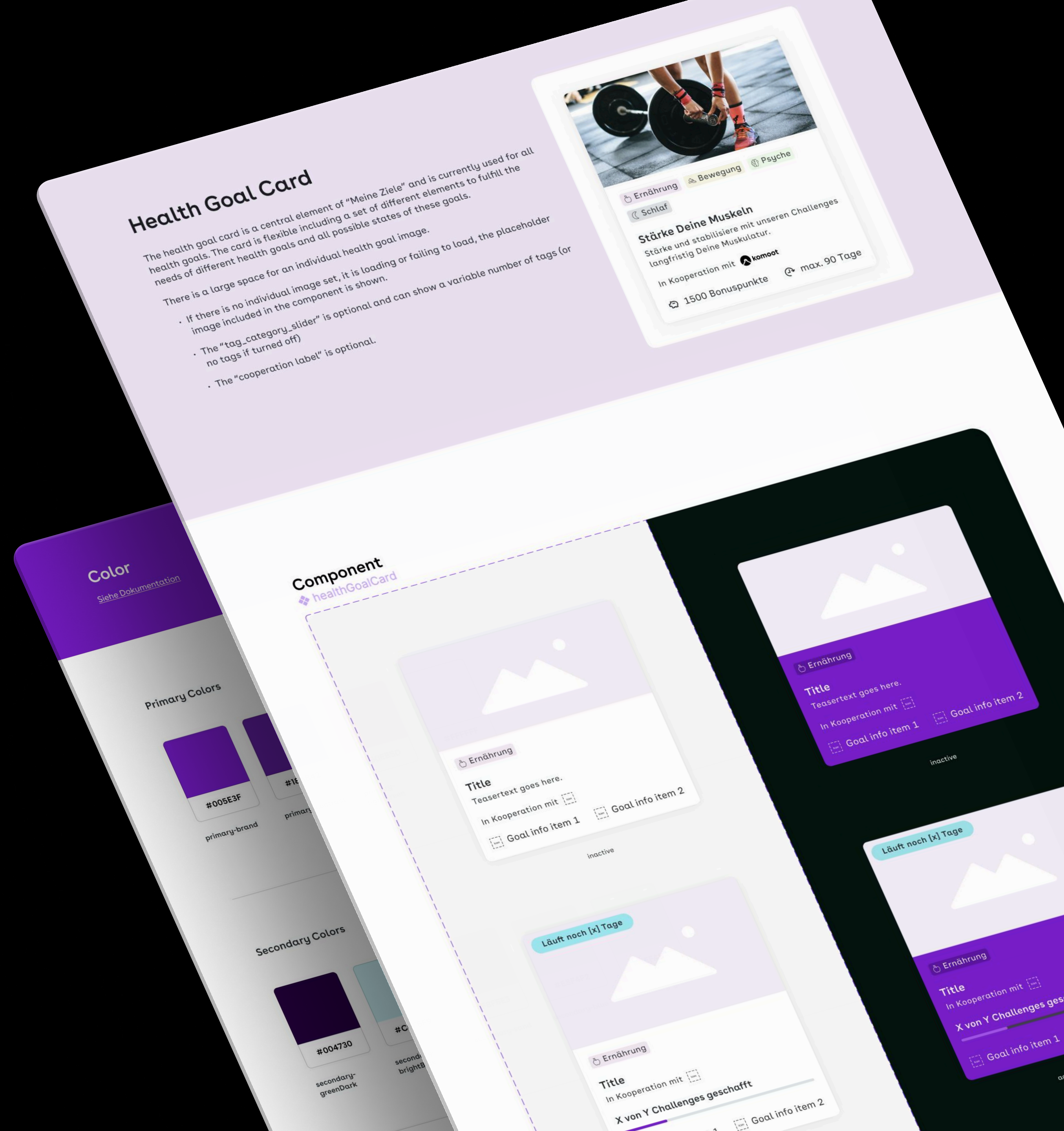
As part of the Gesundheitsassistentin project, a comprehensive and state-of-the-art design system was developed to ensure consistency, scalability, and efficiency across the application. This system served as the foundation for creating a seamless user experience while accommodating the diverse needs of third-party integrations.

Key Challenges

- Balancing flexibility for integrating third-party applications with maintaining a cohesive visual and functional identity.
- Addressing the complexities of scalability to ensure future-proofing for evolving requirements and new features.
- Ensuring the system supports consistent user experience across diverse use cases and branding needs.

Outcome

The design system became a cornerstone of the Gesundheitsassistentin project, streamlining the design and development process. It provided a cohesive user experience while enabling flexibility for third-party integrations and future scalability.



THE HOOK

TRIGGER

What gets the user to the product?

External



Internal

What does the user really want?



What is the "bit of work" done to increase the likelihood of returning?

INVESTMENT

Product Requirements & User Journey

We've listened to the users

Putting users at the heart of every decision.

Overview

In the Gesundheitsassistentin project, we prioritized understanding and addressing user needs to drive a user-centric development process. By aligning product requirements with the user journey and actively listening to user feedback, we ensured that the app delivered a meaningful and engaging experience.

Key Challenges

- Translating complex product requirements into intuitive user flows and features.
- Ensuring the user journey accommodates diverse needs and expectations.
- Continuously adapting the app based on user feedback while maintaining development timelines.

Outcome

The app's development remained user-focused, resulting in a product that better aligns with user needs and expectations. By continuously adapting to user feedback, the project achieved higher levels of satisfaction and usability while maintaining its commitment to a user-centered approach.

Working together

Hand in hand with devs

Overview

With extensive experience as a product designer, I have collaborated with developers across the globe, consistently bridging the gap between creative vision and technical execution. By fostering seamless communication and mutual understanding, I've ensured that designs are implemented efficiently and accurately into high-quality digital products.

Key Challenges

- Ensuring precise design handoffs with clear assets.
- Balancing creative ideas with technical constraints.
- Managing iterative feedback loops during development.
- Building shared understanding between teams.

Approach

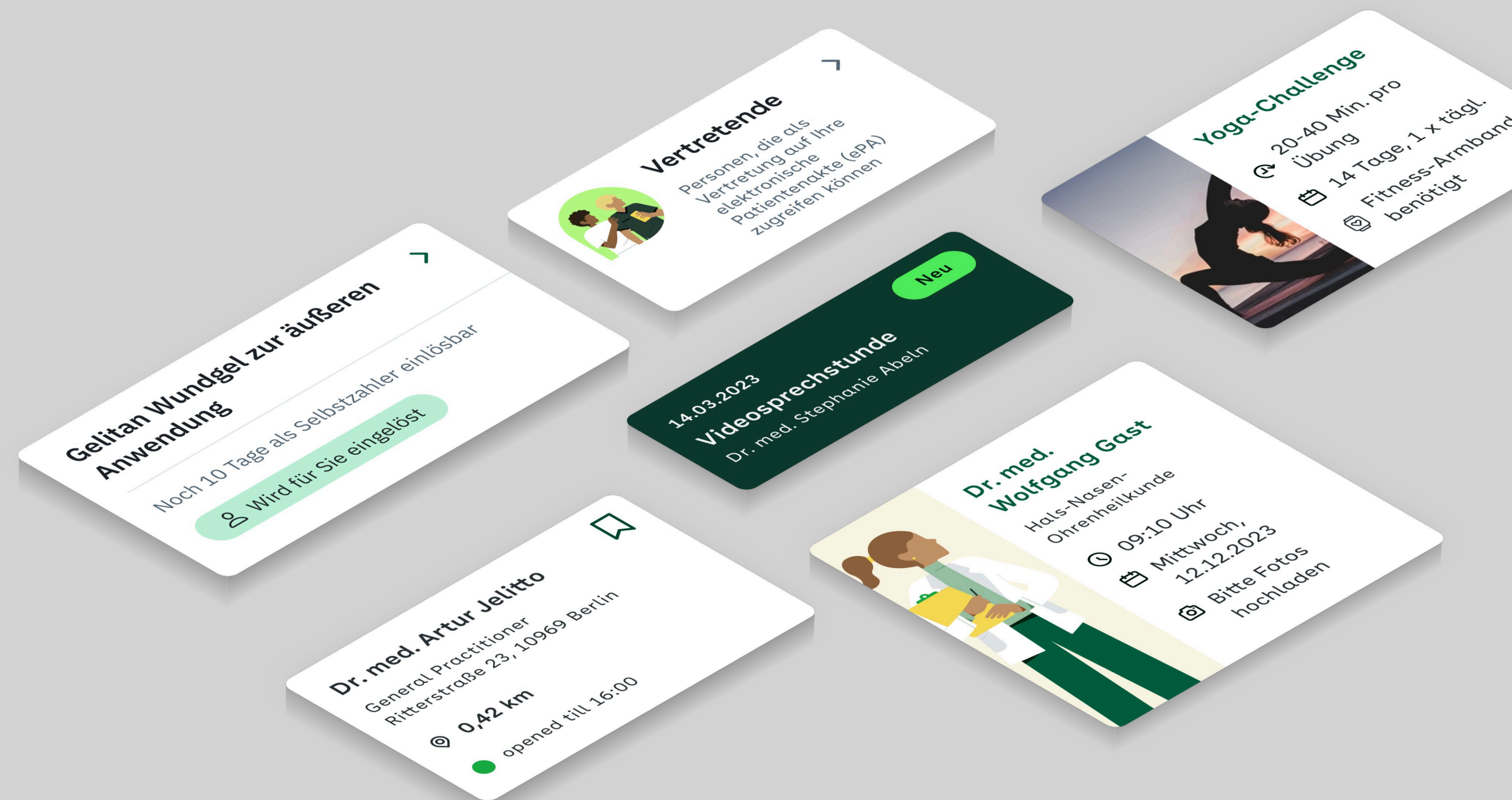
- Design Tools: Used Figma for detailed designs and prototypes.
- Collaboration: Regular syncs via Slack and Jira to resolve blockers.
- Design Reviews: Conducted reviews to maintain alignment.
- Knowledge Sharing: Bridged gaps with shared design and tech principles.

Successes

- Streamlined Handoffs: Minimized inefficiencies with clear workflows.
- Strong Collaboration: Built trust with developers for problem-solving.
- Accurate Execution: Delivered user-centered, functional products.

Outcome

This collaborative approach resulted in high-quality products that balanced design intent with technical feasibility, improved efficiency, and strengthened alignment across teams.



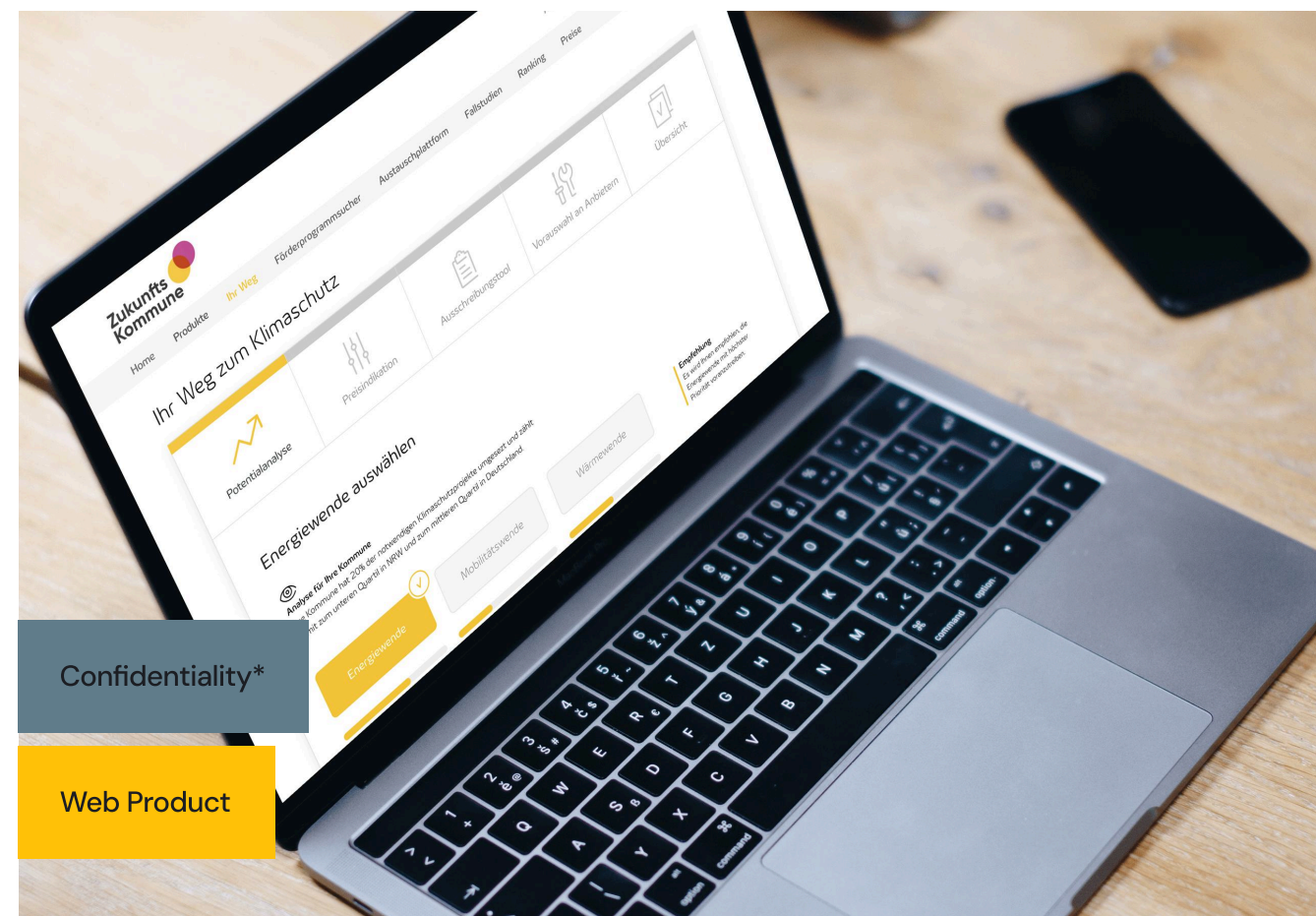
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Other projects



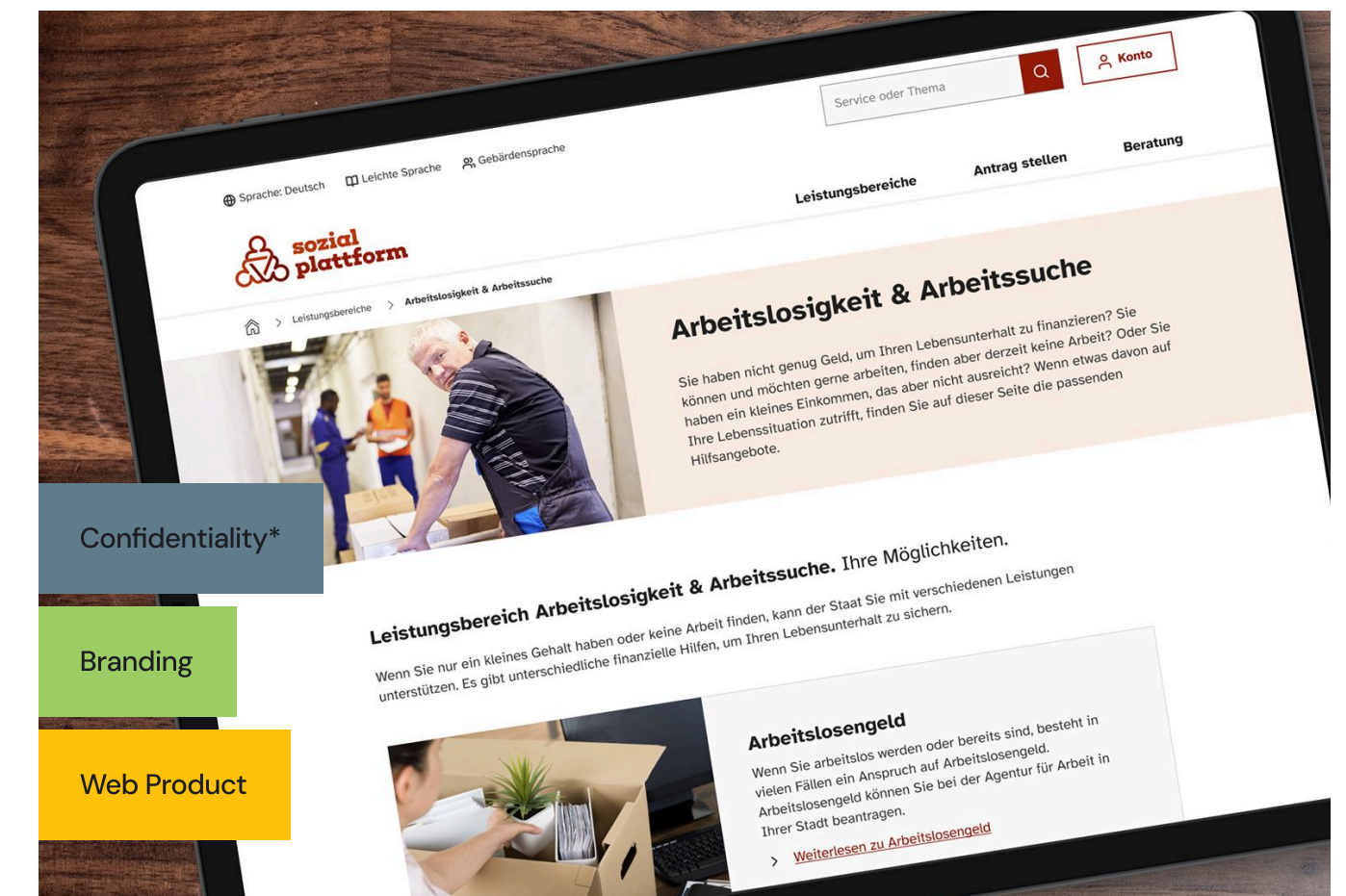
TanTan Noodle Bar

Revitalized the branding of a renowned Japanese restaurant in São Paulo by integrating traditional Japanese aesthetics with contemporary design elements. This process included crafting a new logo, redesigning menus, and creating cohesive visual guidelines.



Zukunfts Kommune

Created a user-friendly concept for estimating solar panel installation costs, empowering communities to embrace renewable energy solutions.



Social Platform

Collaborating with a German state, we refreshed the brand, optimized usability, and developed a comprehensive design system to ensure consistency across the entire platform. This work enhanced user experience and streamlined the platform's visual and functional cohesion.

Thank you

 Berlin, Germany

 oliverheilmaier@gmail.com

 +49 162 5604851

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 [Linkedin](#)