

Clarity with *play*

Branding + UX/UI + Art Direction + AI Concepts

01 **About**
Semjon Janzen

02 **TRG**
Branding

03 **Systopia**
UI Design / Branding

04 **smapp**
UX/UI Case Study

05 **SkySails Power**
Rebranding

06 **ODD SOCKS CLUB**
UX/UI Case Study

07 **CEO**
CD & Employer Branding

08 **Hushly Oropax**
AI Case Study

09 **Volkswagen**
Lifestyle Catalogue

10 **SEAT SOMOS / CUPRA**
Editorial Design

A large, bold, orange '01' is centered within a rounded rectangle. The rectangle has a thin orange border and a dark gray background. The '0' is a simple circle, and the '1' is a vertical bar with a small horizontal tick at the top.

01

About Semjon Janzen

Hi, I'm Semjon.

I'm a Senior Art Director and UX/UI Designer based in Hamburg. I believe playful exploration can lead to clarity. With colours, shapes, spaces and ideas that do not quite know where they want to go yet.

I push, test and sort them until something emerges that is clear, works well and feels right. My background is in branding, brand communication and art direction. Illustration still shapes the way I think and work today.

I believe illustration can tell almost anything: playfully, simply and sometimes with a bit of humour. Today, I translate this way of thinking into digital products, UX/UI design and AI concepts. After 14 years working with brands and clients from very different fields, I bring experience in branding, brand communication and digital projects.

I like simple solutions that are not boring. Loud ideas that do not need to shout. And design with the courage to see things differently. AI is not a magic trick to me. More like a little nudge. Sometimes I talk to it. But I still do the thinking and make the decisions myself.

I look forward to hearing from you.



Profile

Personal

· Senior Art Director & UX/UI Designer
· Branding · Digital Products · Illustration

Education

· B.A. Graphic & Communication Design
· FH Bielefeld · 2007–2011
· Shenkar Tel Aviv · 2010–2011

Qualifications

· UX/UI Design & AI Bootcamp · 09/2025–01/2026
· AEVO Trainer Certificate · 12/2021–03/2022

Awards

· Red Dot · ADC · BCM Gold · DDC · NY Festivals

Languages

· German · English · Russian · Hebrew (basic)

Career

Professional Experience

· Senior Art Director · LeFee Healthcare
· 12/2024–06/2025

· Senior Art Director & Head of Creation ·
mattrr Branding Agency
· 07/2021–09/2024

· Senior Art Director · Dammannworks GmbH
· 03/2017–06/2021

· Art Director · BBDO Hamburg/Berlin
· 08/2016–01/2017

· Art Director · elevenfifteen Hamburg
· 11/2015–04/2016

· Art Director · Jung von Matt Brand Identity
· 04/2015–10/2015

· Art Director · Mutabor Design Hamburg
· 11/2014–01/2015

· Art Director · FCB Hamburg
· 08/2011–10/2014

Tools

Print & Design

· Illustrator · Photoshop · InDesign

UX/UI & Concept

· Figma · Miro · Notion

Motion

· After Effects · Premiere

AI & Visuals

· Midjourney · Adobe Firefly
· OpenArt AI · Claude · ChatGPT

Skills

Branding & Concept

· Brand Identities · Style Guides · Brand Strategy

UX/UI & Digital

· Interfaces · Prototyping · Digital Products

Illustration & AI

· Illustration · AI Visuals · Prompting · AI Workflows

A large, bold, orange number '02' is centered within a thin, rounded rectangular border. The background is a solid dark navy blue.

02

The Relevance Group Branding

The Relevance Group: Clarity from Data

Branding case for a Hamburg-based group of companies focused on data, technology and customer intelligence.

Challenge

Data-driven services are often abstract, complex and difficult to grasp visually.

Solution

The branding translates data expertise into a precise system of typography, contrasts, fragmented shapes and a modular grid.

Process

Analysis → Concept → Branding → Design System → Rollout

Info

Client: The Relevance Group

Agency: mattr's Branding Agency

Year: 2024–2025

Image credits: © TRG · mattr's Branding Agency

Branding

Corporate Design

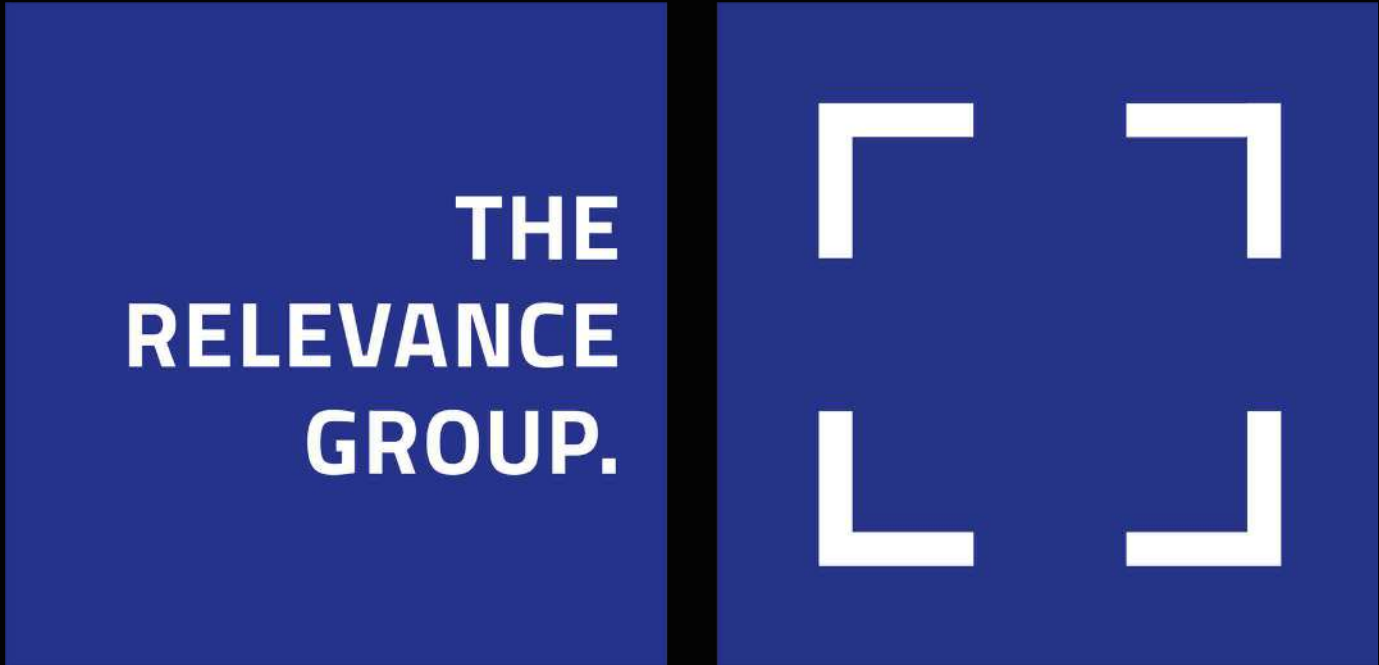
Design System

Brand Strategy

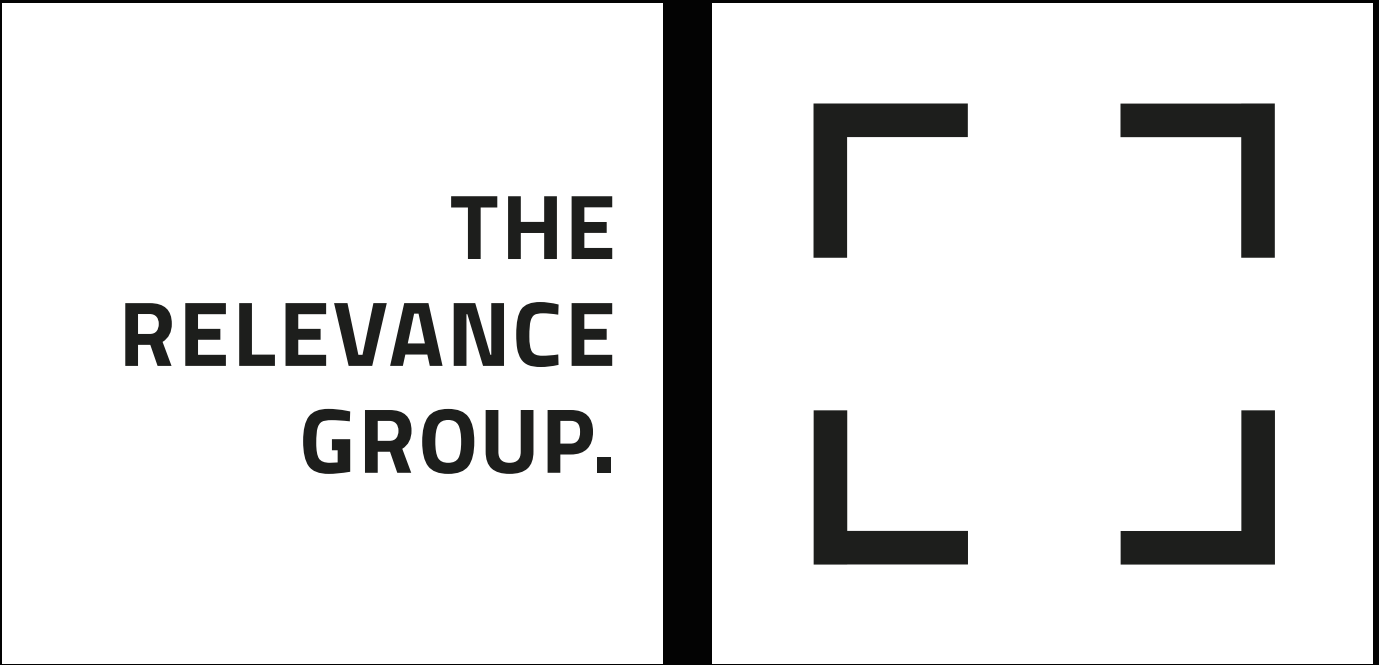


Style Guide

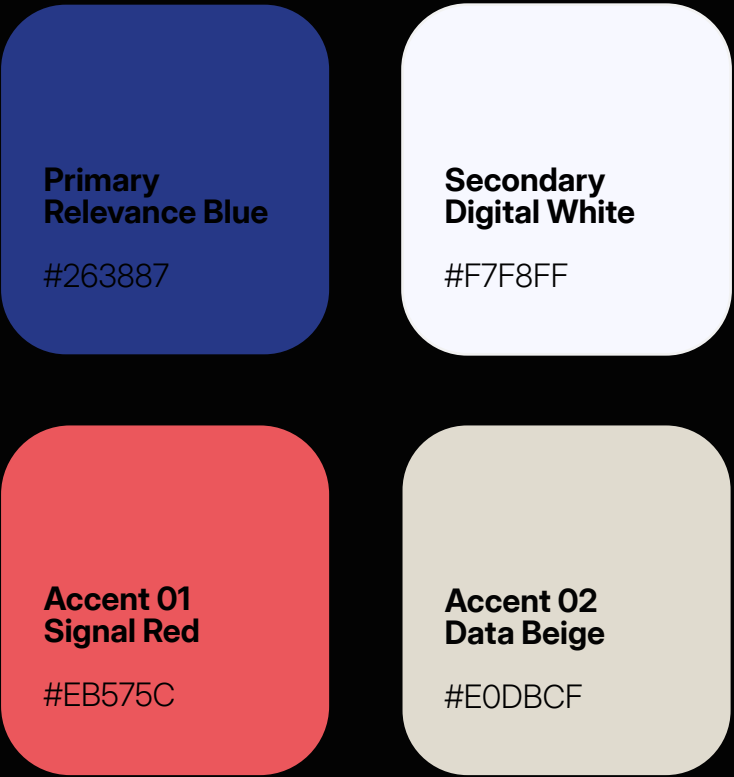
Wordmark / horizontal / primary version



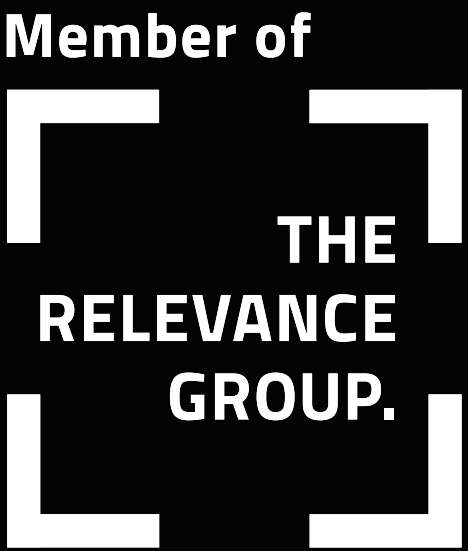
Wordmark / horizontal / black and white



Colours



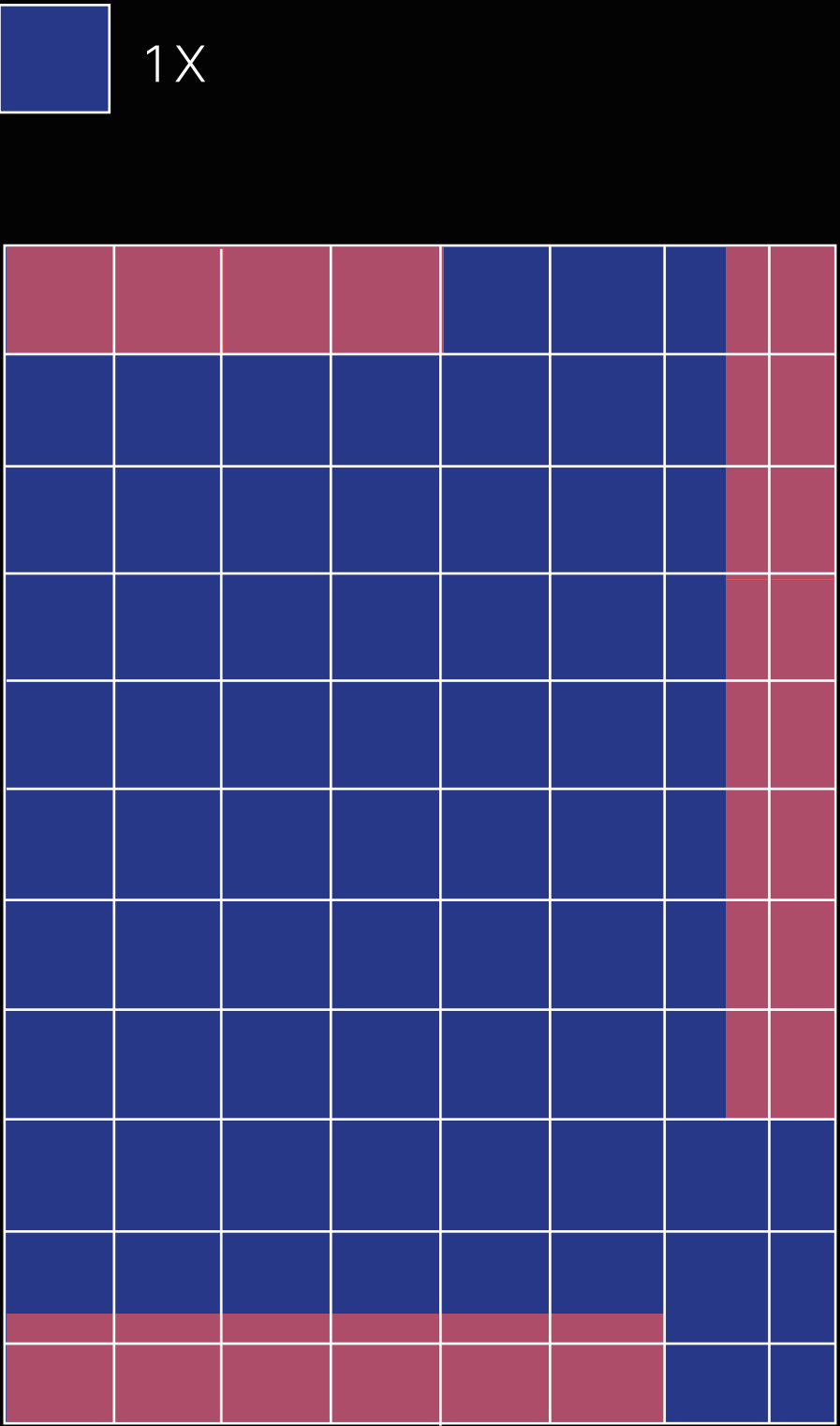
Partner Logo



Signet



Fragmentation / Grid



Pictograms



Design Elements



A ?!

Titillium Web / Light

A ?!

Titillium Web / Regular

A ?!

Titillium Web / Bold

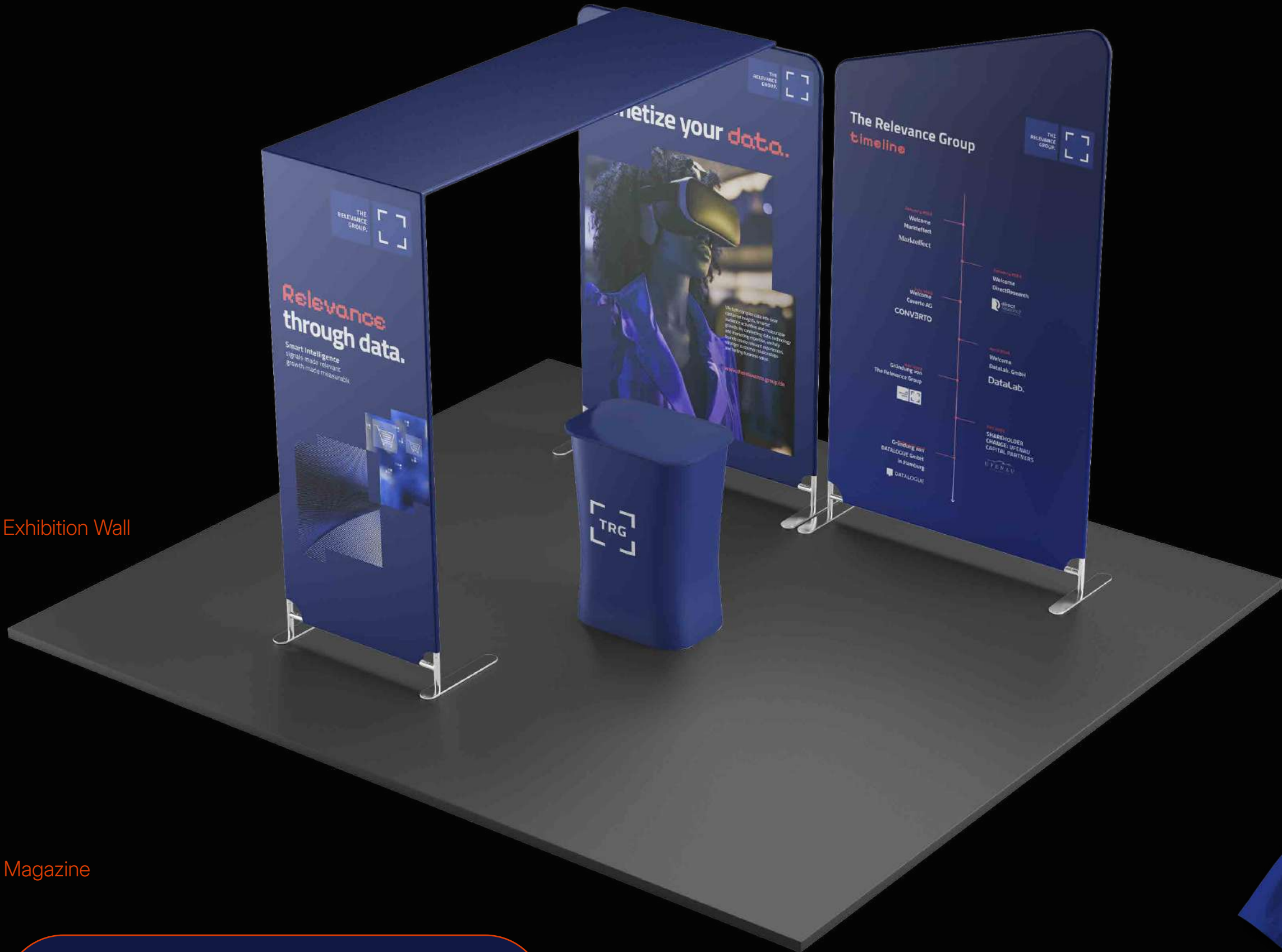
A ?!

Pixelify Sans / Bold

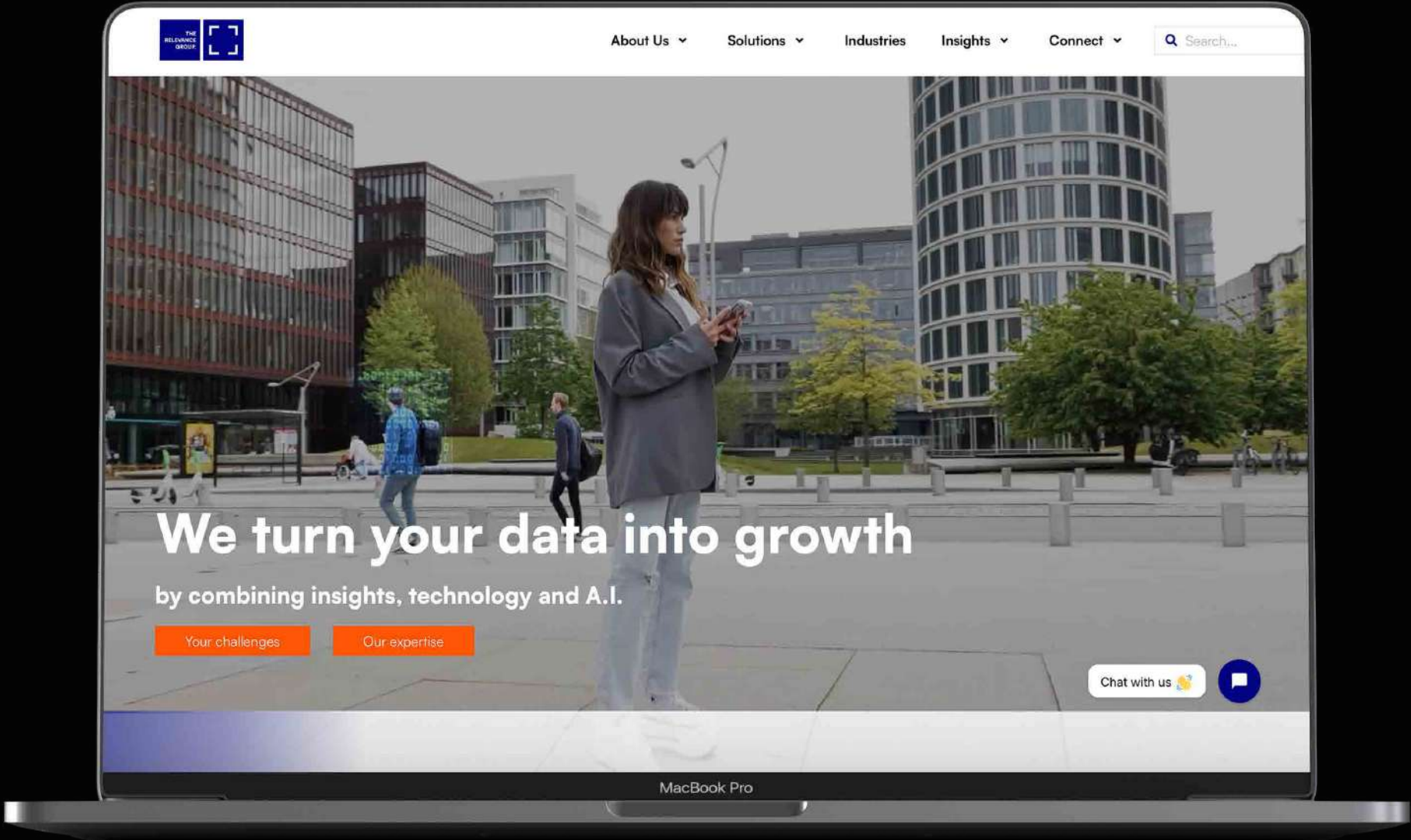
Brand Applications

Landing Page / Brand Video

→ Website



Exhibition Wall



Polo Shirt

Magazine



Merch



Business Card



THE
RELEVANCE
GROUP.

Füße im Wasser, Daten im Fokus.

An underwater photograph showing a pair of feet in white sneakers and dark socks, positioned as if they are about to step out of the water. The water is clear and blue, with a tiled pool floor visible at the bottom.

Lorem ipsum dolor sit amet, consetetur
saddipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua. Lorem ipsum
dolor sit amet, consetetur saddipscing elitr,
sed diam nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat, sed
diam voluptua.

www.therelevance.group/de

THE
RELEVANCE
GROUP.

Fokussiertes Daten-Crossing.

An aerial view of a person in a wheelchair crossing a street with a zebra crossing. The person is wearing a white shirt and dark pants. The wheelchair is orange and black. The street is paved with asphalt, and the zebra crossing has white stripes.

Lorem ipsum dolor sit amet, consetetur
saddipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua. Lorem ipsum
dolor sit amet, consetetur saddipscing elitr,
sed diam nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat, sed
diam voluptua.

www.therelevance.group/de

THE
RELEVANCE
GROUP.

Hand in Hand mit Technologie.

A photograph showing two hands reaching towards each other against a bright blue sky with scattered white clouds. The hands are positioned one above the other, with fingers slightly spread, as if they are about to clasp or are in a gesture of connection.

Lorem ipsum dolor sit amet, consetetur
saddipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua. Lorem ipsum
dolor sit amet, consetetur saddipscing elitr,
sed diam nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat, sed
diam voluptua.

www.therelevance.group/de

TURN **DATA**
INTO PROFIT

THE
RELEVANCE
GROUP.



Aus Daten werden klare Signale.
The Relevance Group verbindet
Customer Intelligence, Technologie
und Marketing zu Lösungen, die
Zielgruppen besser verstehen und
Wachstum messbar steigern.

www.therelevance.group/de

THE
RELEVANCE
GROUP.



Monetize your **Data.**

Daten werden zu relevantem Marketing.
The Relevance Group verbindet Technologie,
Strategie und Customer Intelligence
zu Lösungen, die Zielgruppen präzise
erreichen und Wachstum messbar machen.

www.therelevance.group/de

03

Systopia UI Design / Branding

Systopia: Rebranding and Website Relaunch

Systopia develops CRM systems, portals and software solutions for non-profits, associations and foundations.

Challenge

The brand presence needed to become more contemporary and digital without losing the collaborative attitude of the brand.

Solution

A modular design system, vivid colours and an abstract visual world translate software topics into an open and accessible brand presence.

Process

Analysis → Rebranding → Design System → Relaunch

Info

Client: Systopia

Agency: mattr's Branding Agency

Year: 2024

Image credits: © Systopia · mattr's Branding Agency

Corporate Design

UX/UI

Design System

Illustration



Style Guide

Wordmark / horizontal / primary version



Wordmark / horizontal / black and white



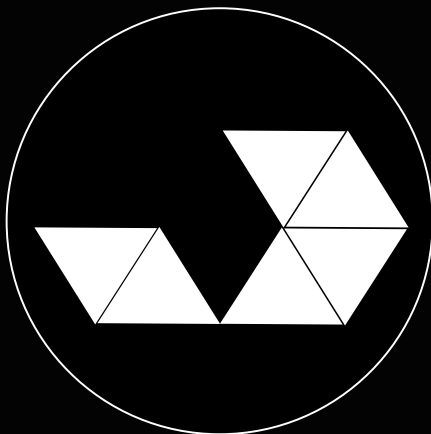
Colours



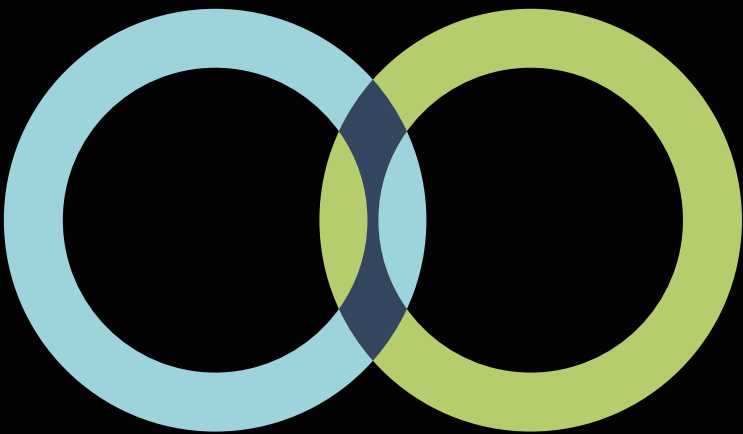
Signet / primary version



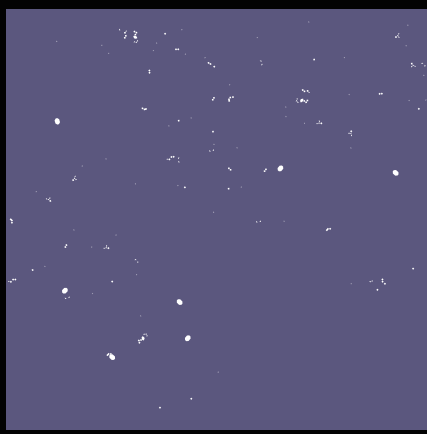
Signet / black and white



Graphic



Grain



Pictograms



Shapes & Overlaps



Illustration



Typography

A ?!

DINPro | Light

A ?!

DINPro | Bold



Type + Graphics

Landing Page / Desktop



Landing Page / Mobile

Subpage / Desktop



Subpage / Mobile



04

smapp UX/UI Case Study

smapp: Report Damage Easily

UX/UI case study for simple damage reports in public spaces.

Challenge

Damage reporting is complicated, bureaucratic and not user-friendly. Many processes feel more discouraging than helpful.

Solution

smapp guides people step by step through the report: with clear language, a reduced structure and a simple flow from damage to submission.

Process

Research → UX → User Flow → Branding → UI

Info

Client: UX/UI Design & AI Bootcamp / neufische GmbH

Project context: Capstone Project

Year: 2025–2026

Image credits: © Semjon Janzen · Uwe Clausen · Bastian Beck

UX/UI

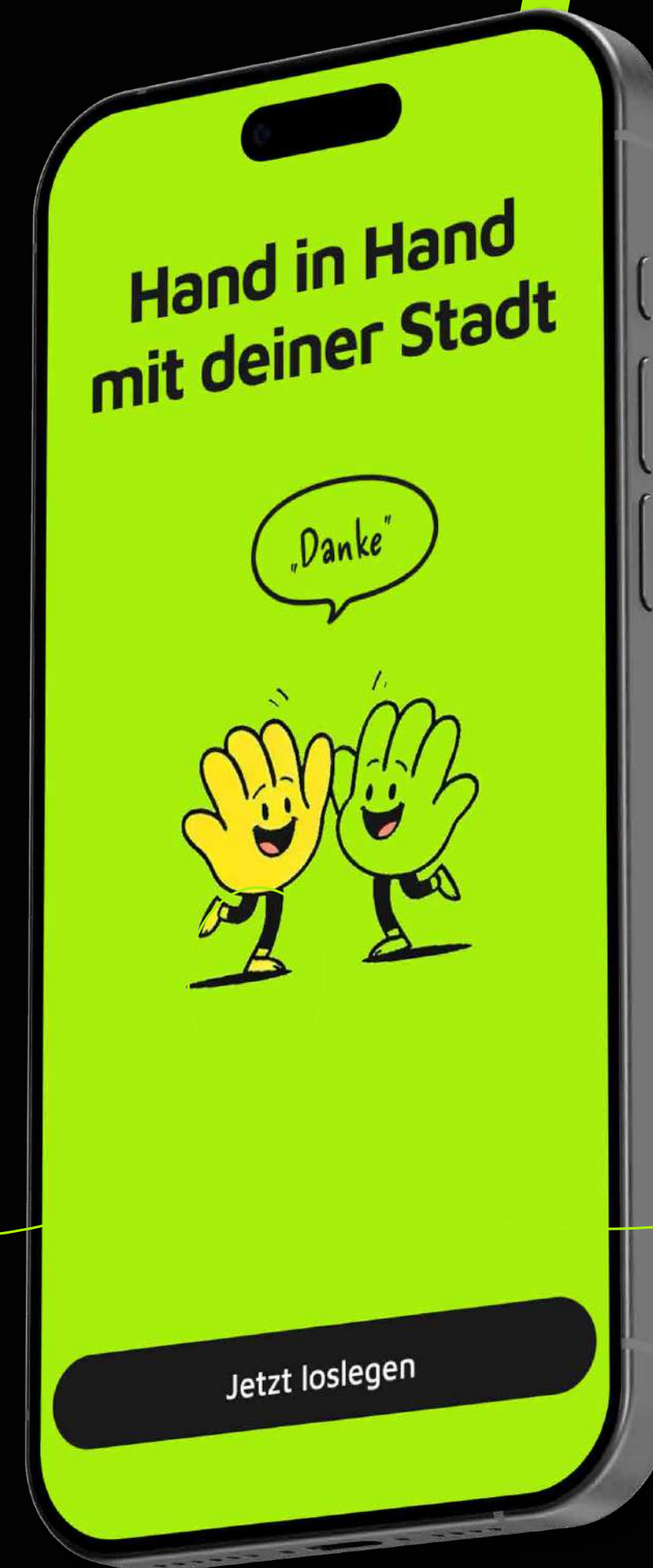
Branding

AI Art Direction

Illustration

Animation

smapp



→ Case Study

Typography

A?!

Kufam / Semibold Italic
/ Logo

A?!

IBM Plex Mono / Regular
/ User Comment

A?!

Maven Pro / Semibold Italic
/ Headline

A?!

Maven Pro Regular
/ Body Copy

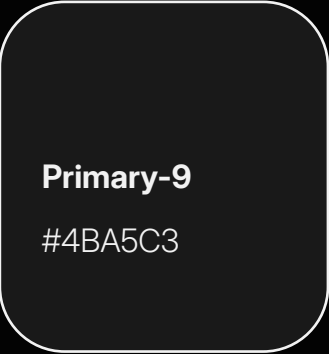
A?!

Delicious Handrawn
/ Regular / Speech Bubble

App



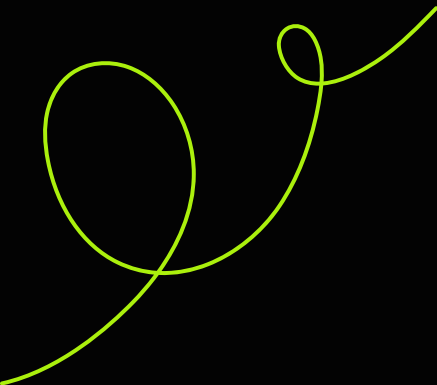
Colours



Favicon



Scribble Line



Wordmark | horizontal



Illustration



Phosphor Icons









Status: unveröffentlicht

10.10.2025

Wo befindet sich der Schaden?

Luisenstraße 83
23456 Neustadt



 54.6770 | 9.1884

Zu welcher Kategorie gehört der Schaden?

 Beleuchtung

 Radweg

 Spielplatz

 Abfall

Schaden melden

Schaden bestätigen

Schaden bestätigen





99

99

99

99

99

99



Luisenstraße 83
23456 Neustadt

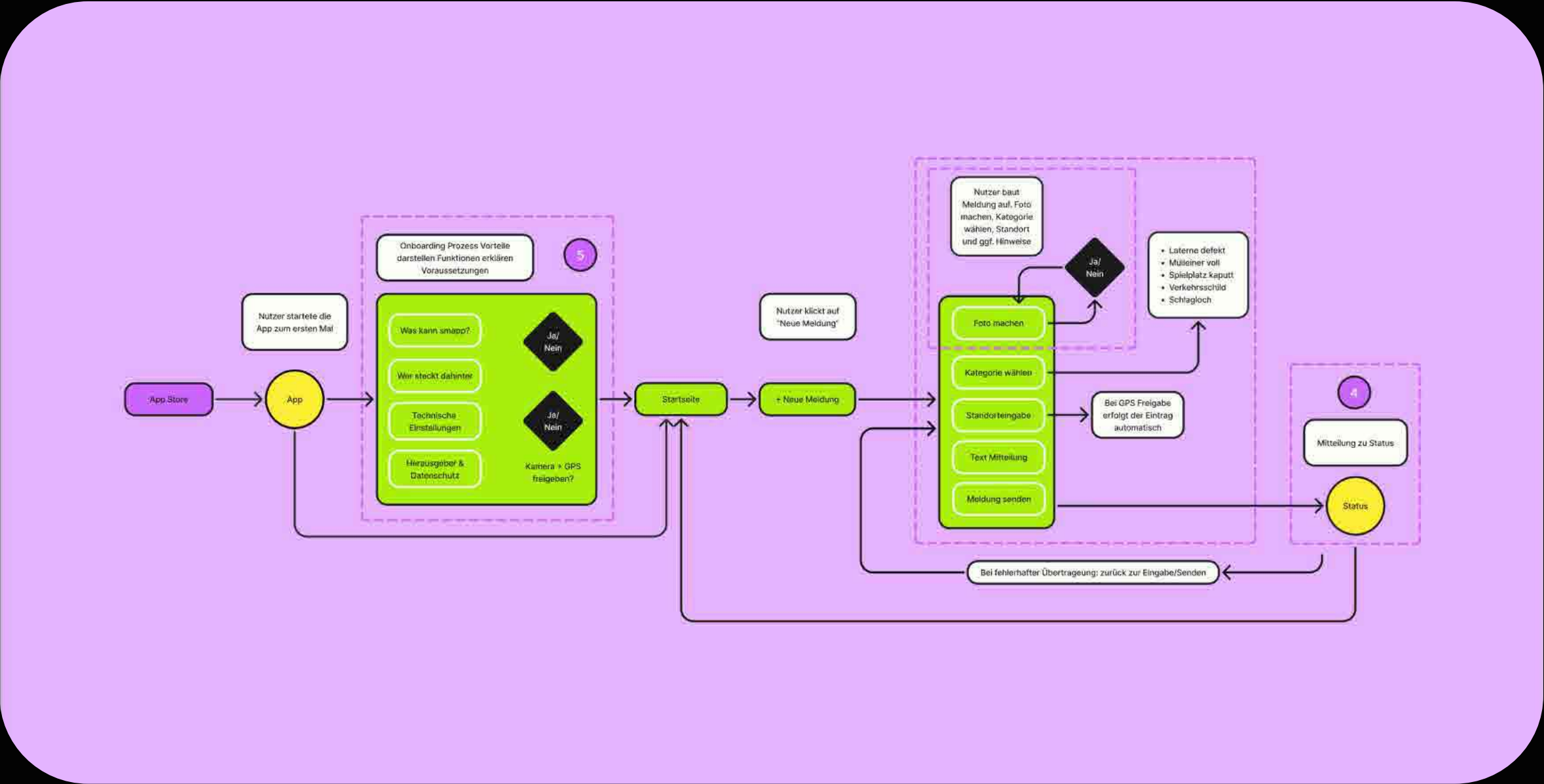


Hier einen Schaden melden

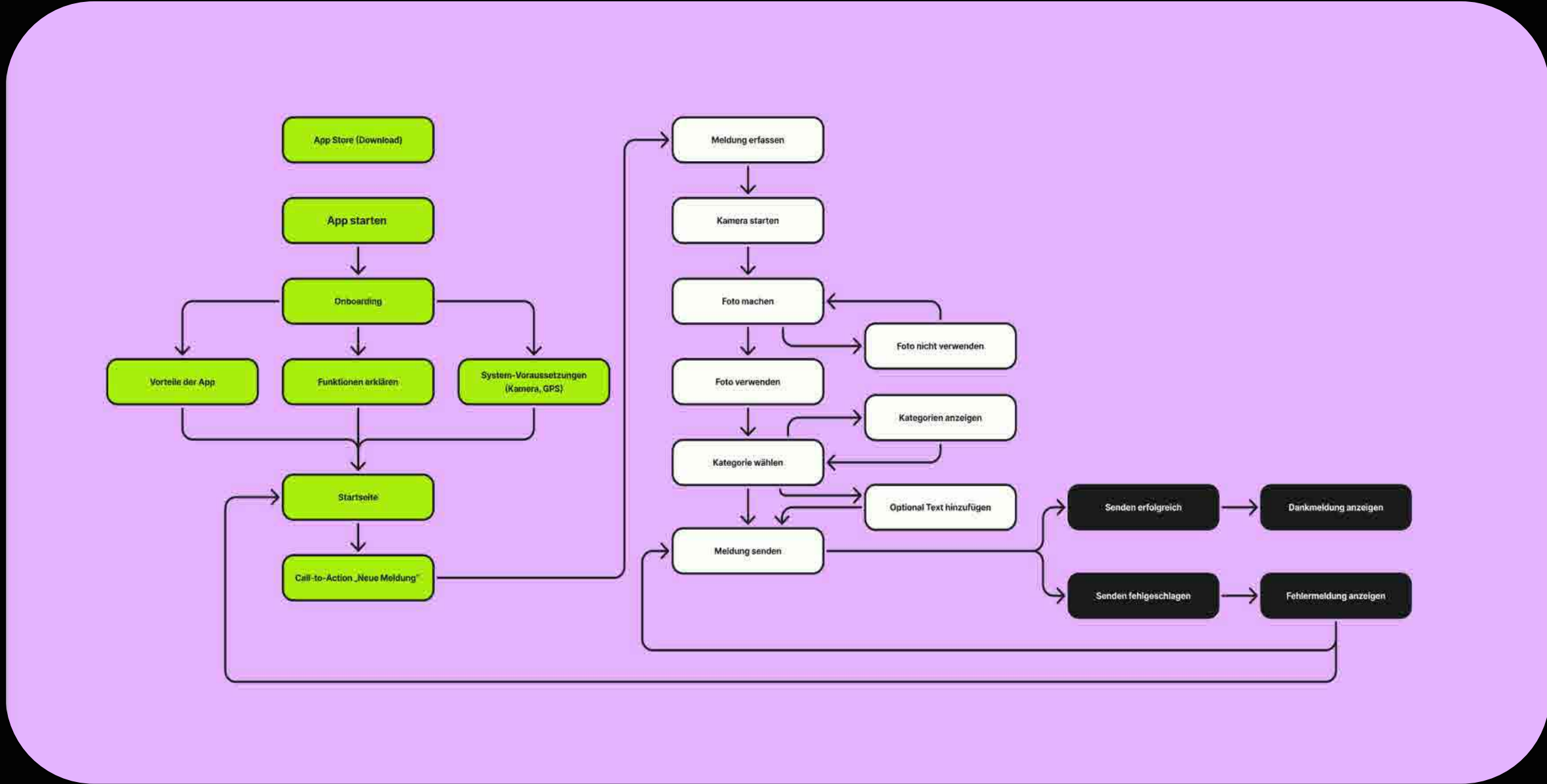


User Flow

First-Time User

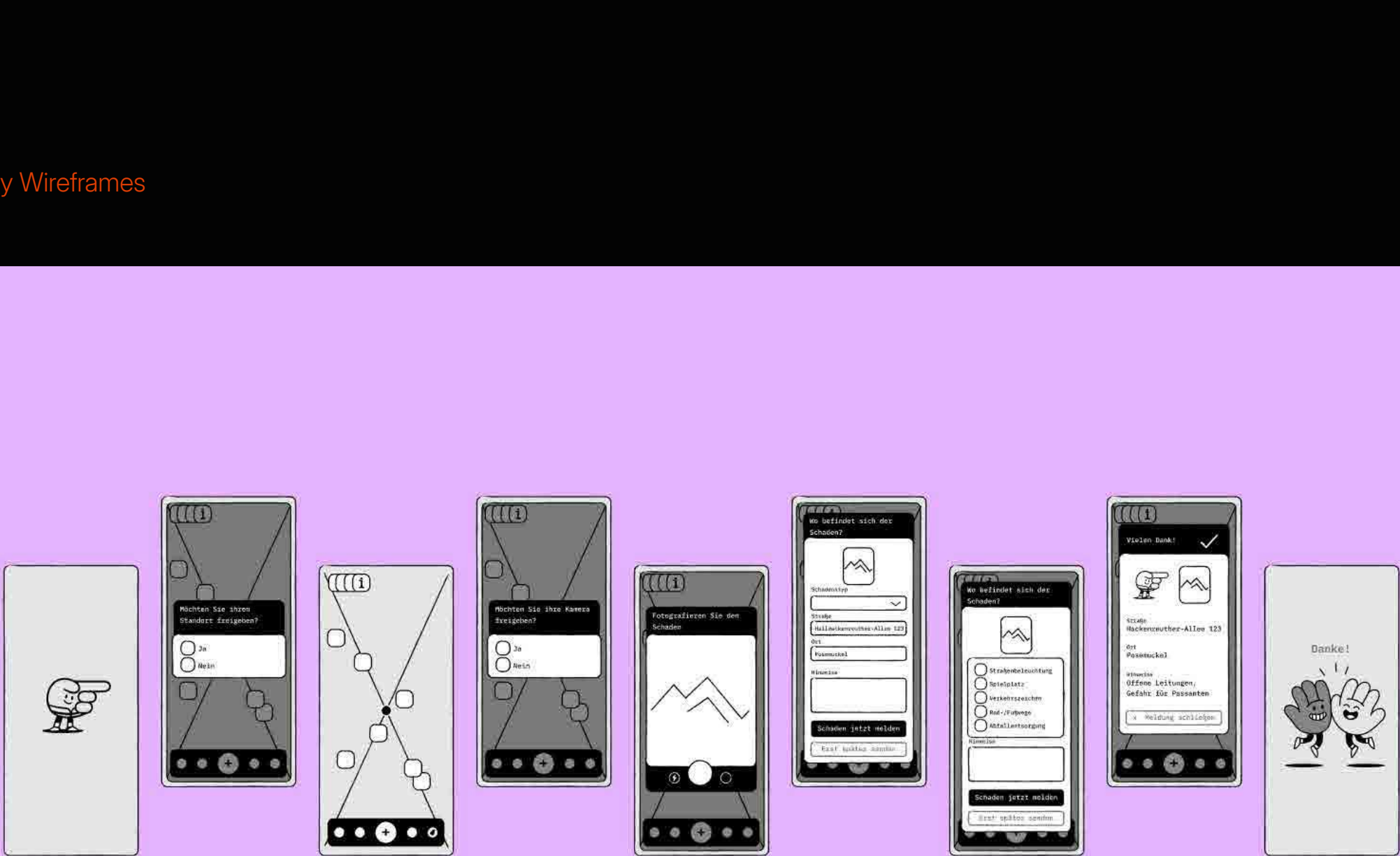


Direct Path

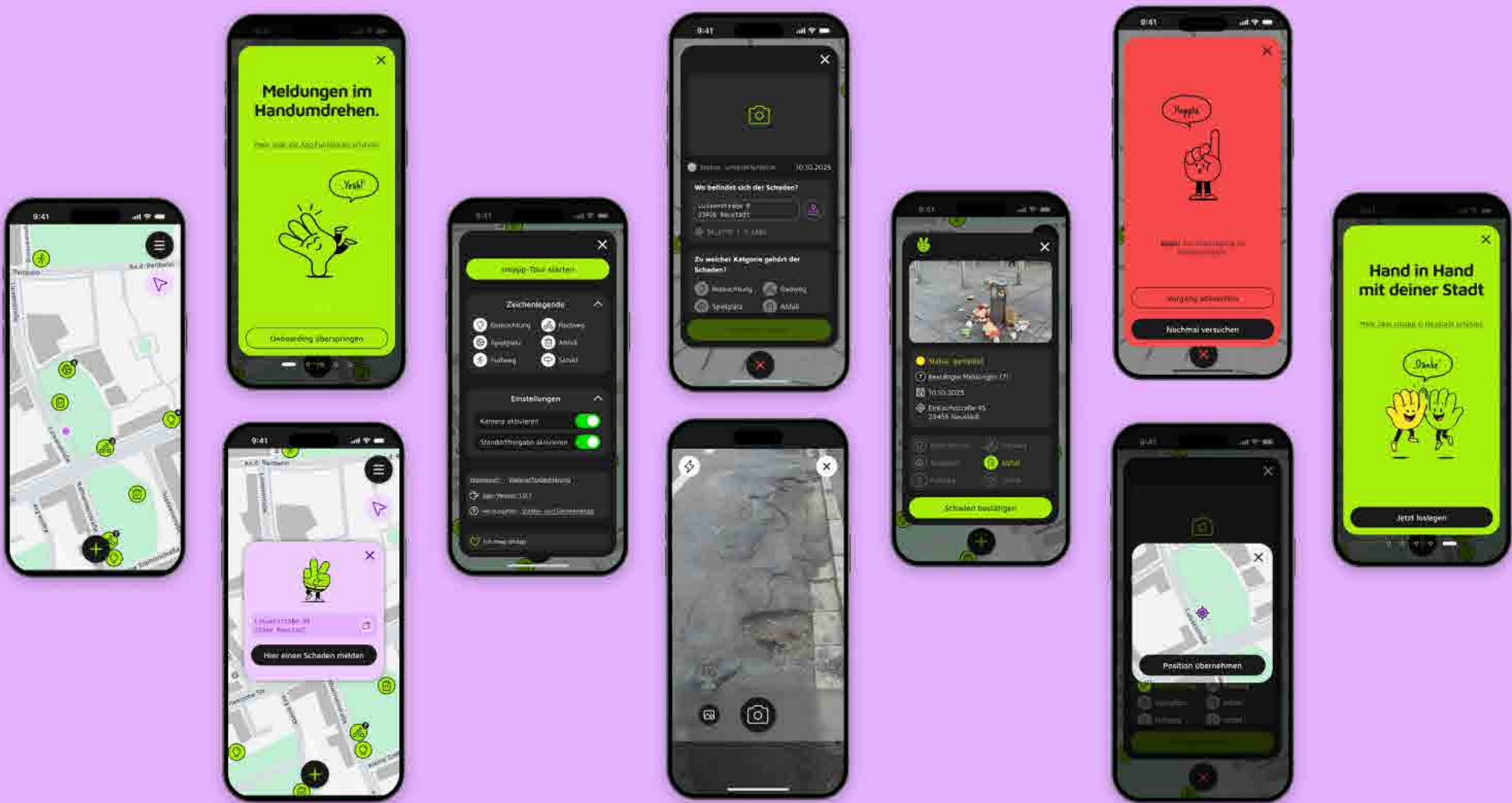


Wireframes

Low-Fidelity Wireframes



High-Fidelity Wireframes







Hand in Hand
mit deiner Stadt



Jetzt loslegen

05

SkySails Power Rebranding

SkySails Power: Rebranding and Visual System

SkySails Power develops kite systems that make high-altitude wind energy usable.

Challenge

The brand presence needed to become more digital, human and flexible, while communicating complex technology clearly.

Solution

The flight paths of the kites become the basis for a visual system that connects technology, movement and energy. Clear typography completes the brand presence.

Process

Analysis → Concept → Rebranding → UX/UI → Rollout

Info

Client: SkySails Power

Agency: mattr's Branding Agency

Year: 2025

Image credits: © SkySails Power · mattr's Branding Agency

Rebranding

Corporate Design

Design System

UX/UI



Style Guide

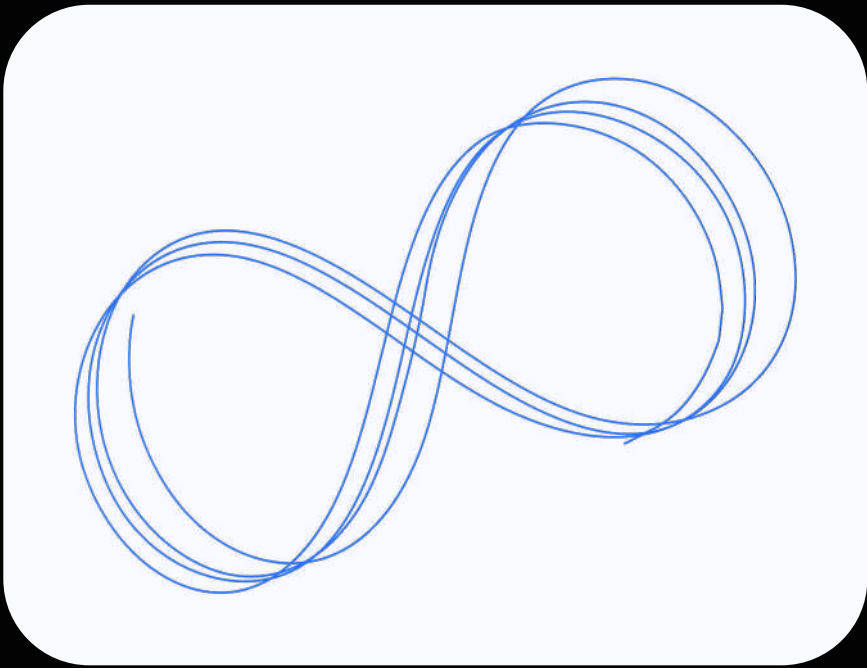
Wordmark / horizontal / primary version



Wordmark / horizontal / black and white



Key Visual



Colours



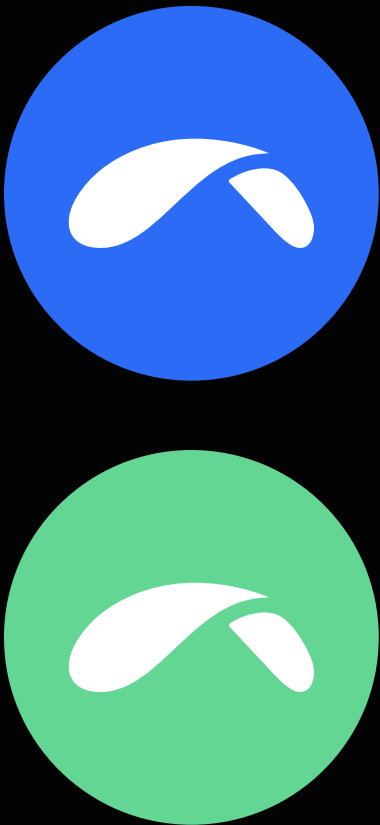
Clear Space



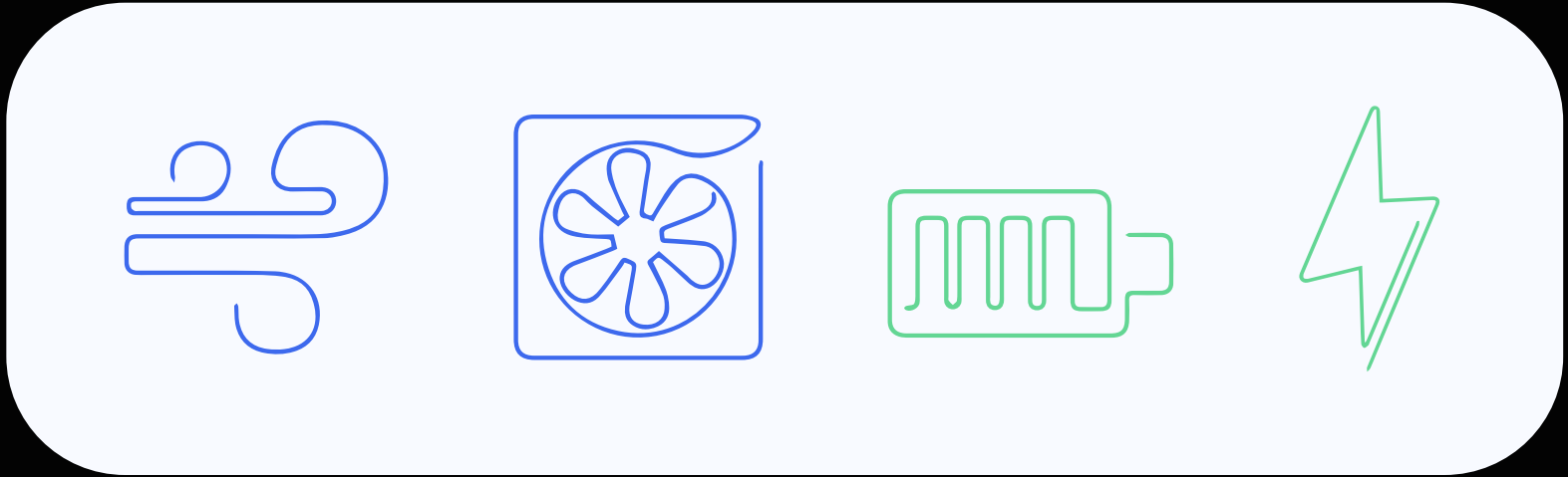
Illustration



Signet / primary version



Pictograms



Typography



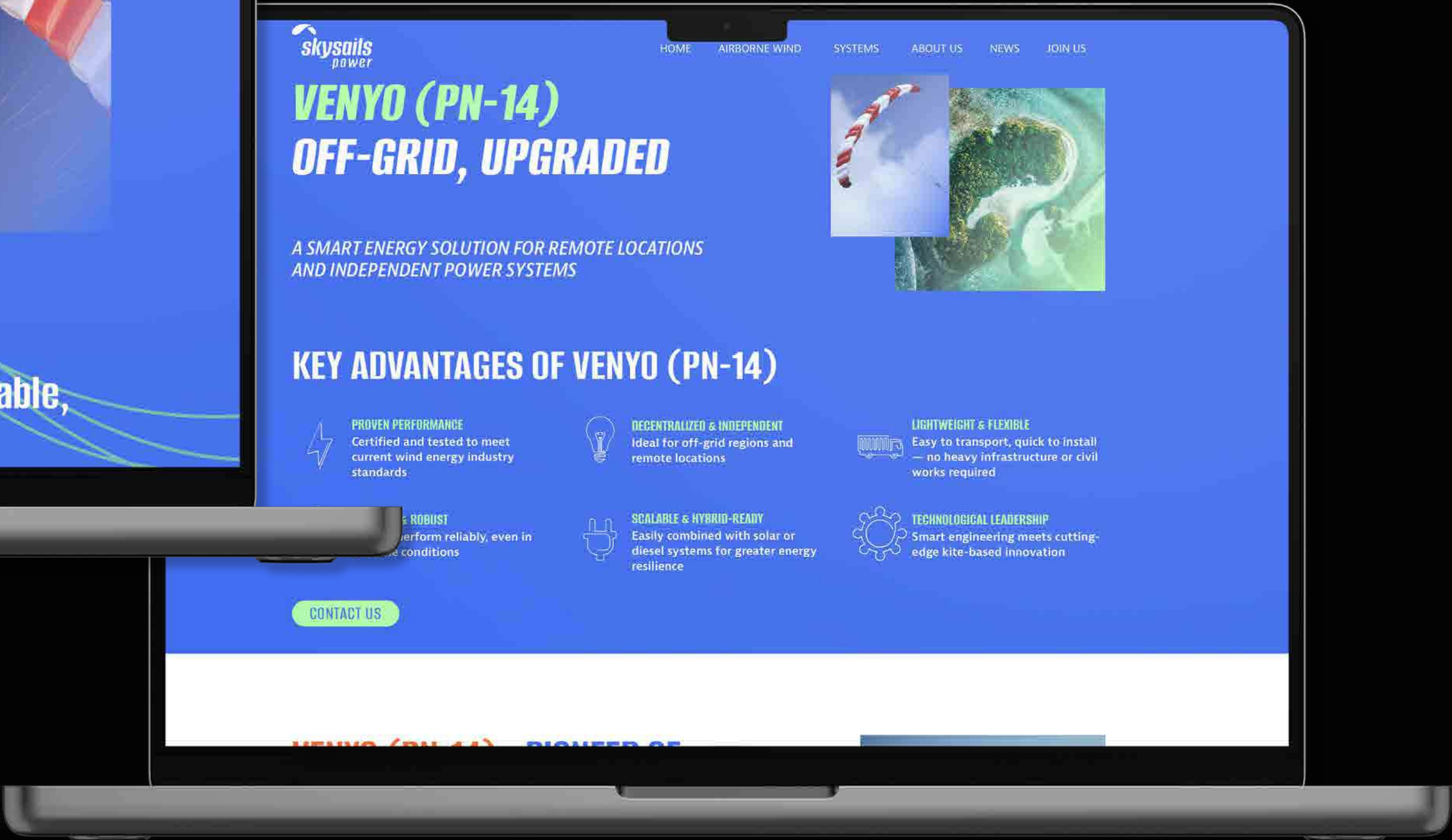
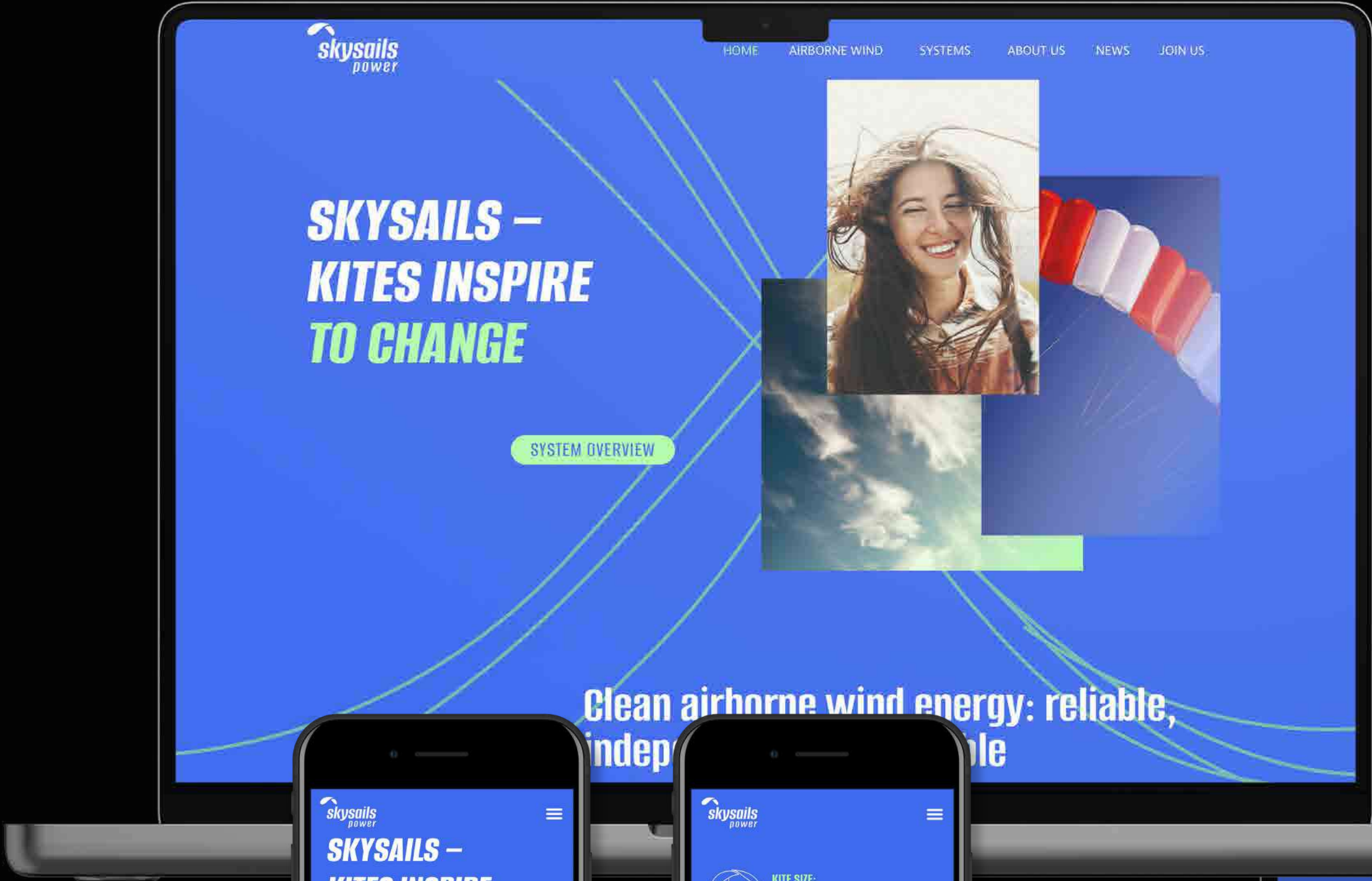
Alumni Sans / Light

Alumni Sans / ExtraBold



Alumni Sans / Bold

Alumni Sans / ExtraBold / Italic

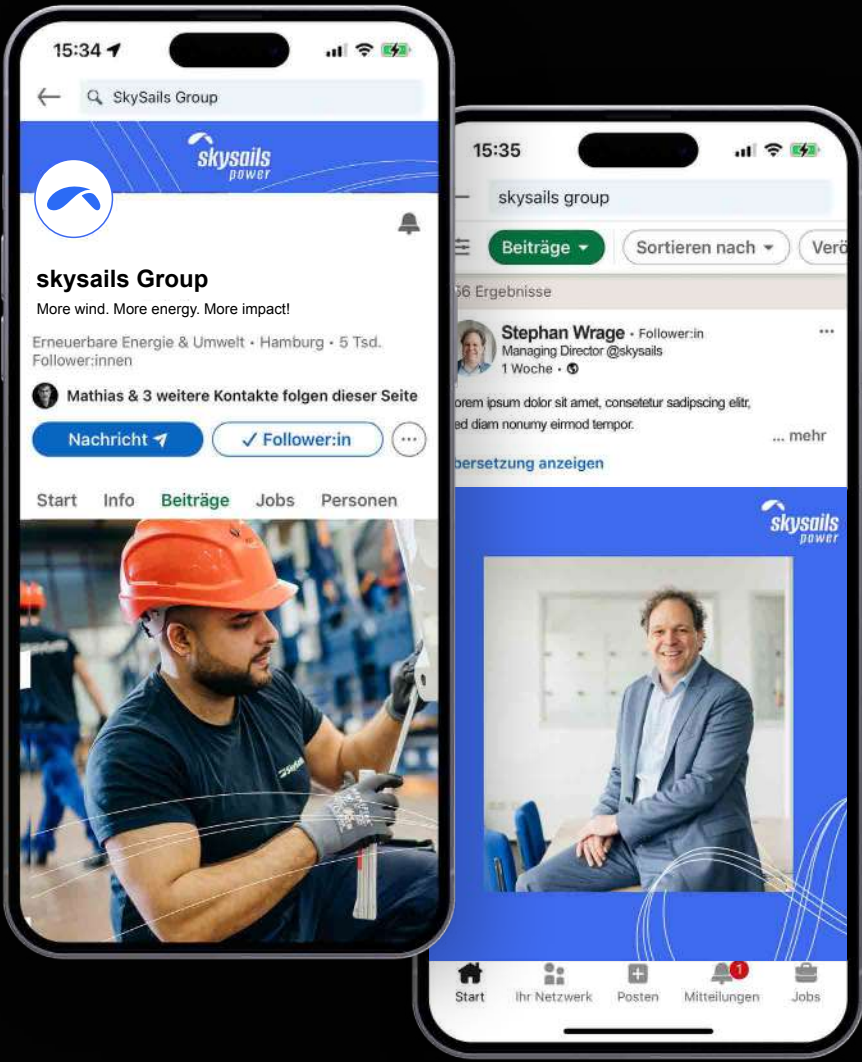


Brand Applications

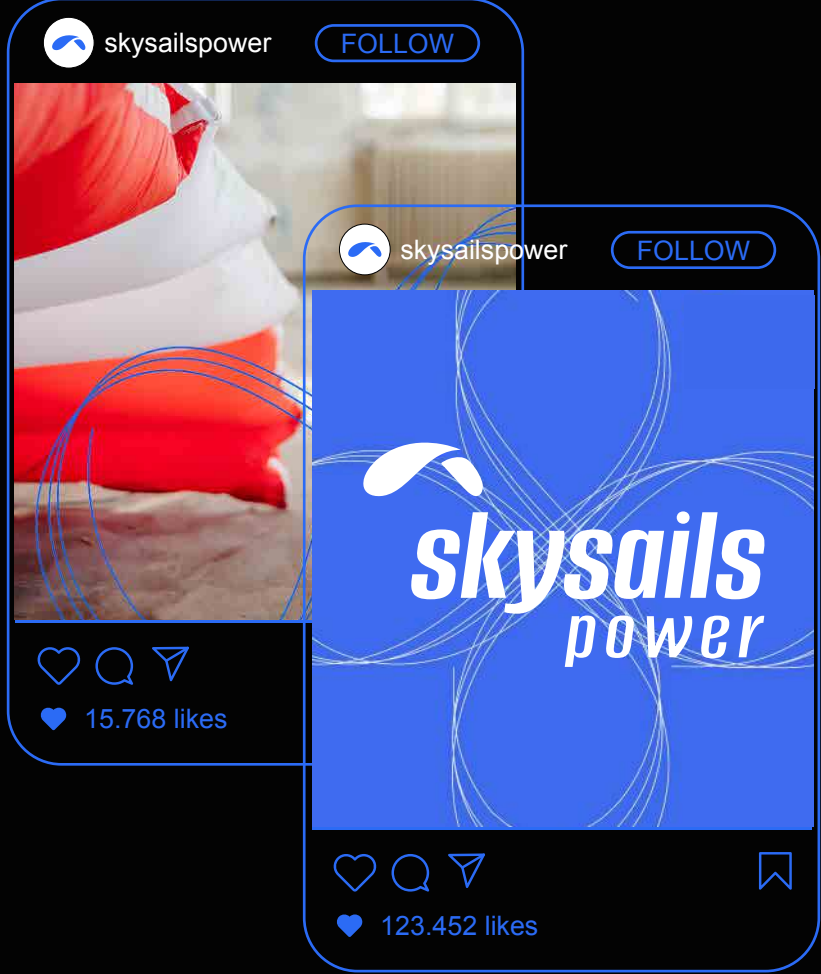
Poster Series



LinkedIn



Instagram



Whitepaper



Exhibition Wall

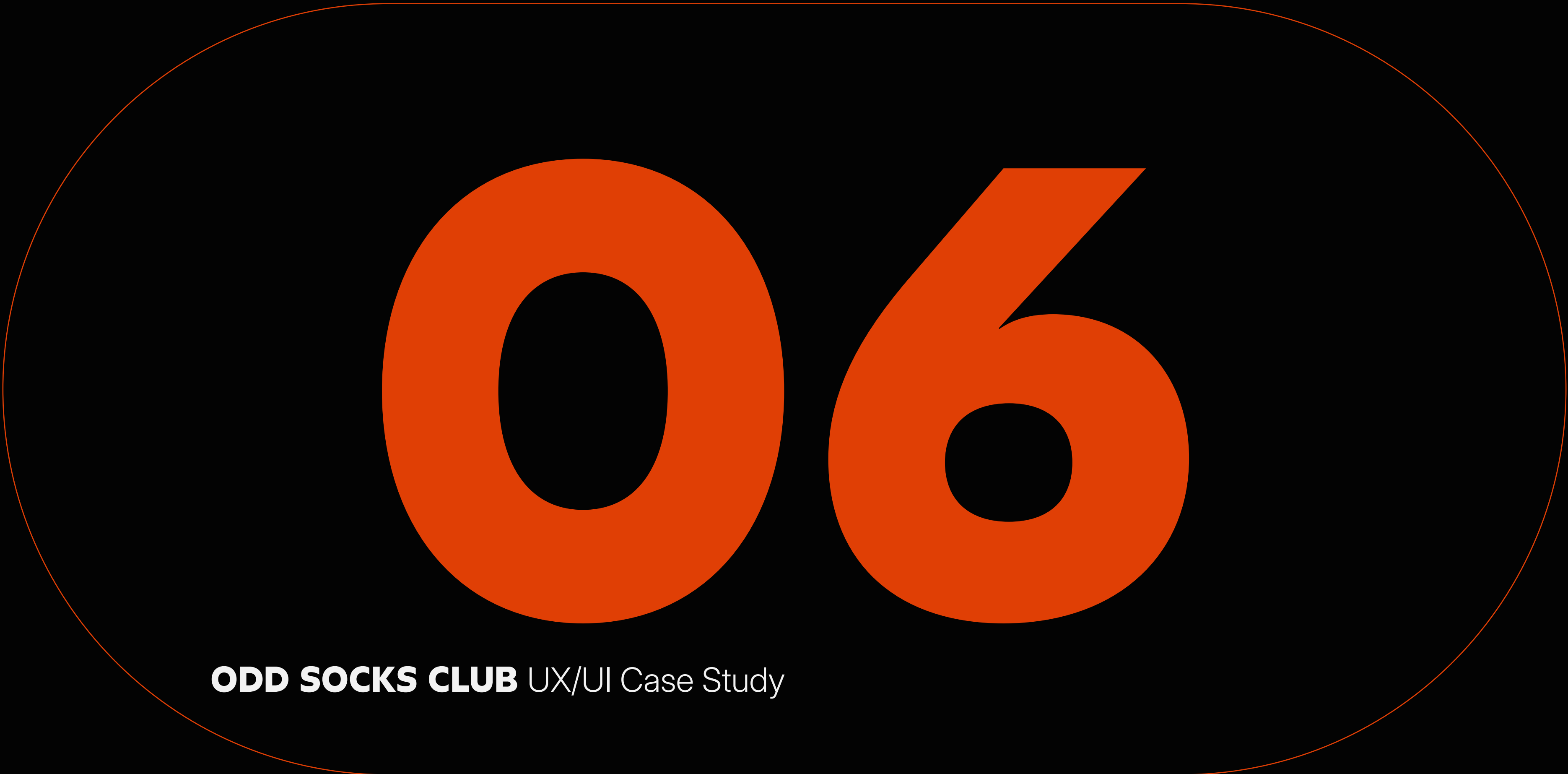


Merch



Business Card



A large, bold, orange number '06' is centered within a rounded rectangular frame. The frame is defined by a thin orange line on a dark background. The number '0' is a simple, thick ring, and the '6' has a distinctive slanted top and a solid base.

06

ODD SOCKS CLUB UX/UI Case Study

ODD SOCKS CLUB: Socks Remixed

UX/UI case study for a fictional shopping app around intentionally mismatched socks.

Challenge

Sock shopping is often functional, interchangeable and rarely feels personal. The buying process is seldom memorable.

Solution

ODD SOCKS CLUB turns mismatched socks into a digital shopping experience: with Mix & Match, a slot machine, limited drops and a clear app structure all the way to checkout.

Process

Research → UX → User Flow → Testing → UI

Info

Client: UX/UI Design & AI Bootcamp / neuefische GmbH

Project context: fictional UX/UI bootcamp project

Year: 2025–2026

Image credits: © Semjon Janzen · Arabella Zeciri

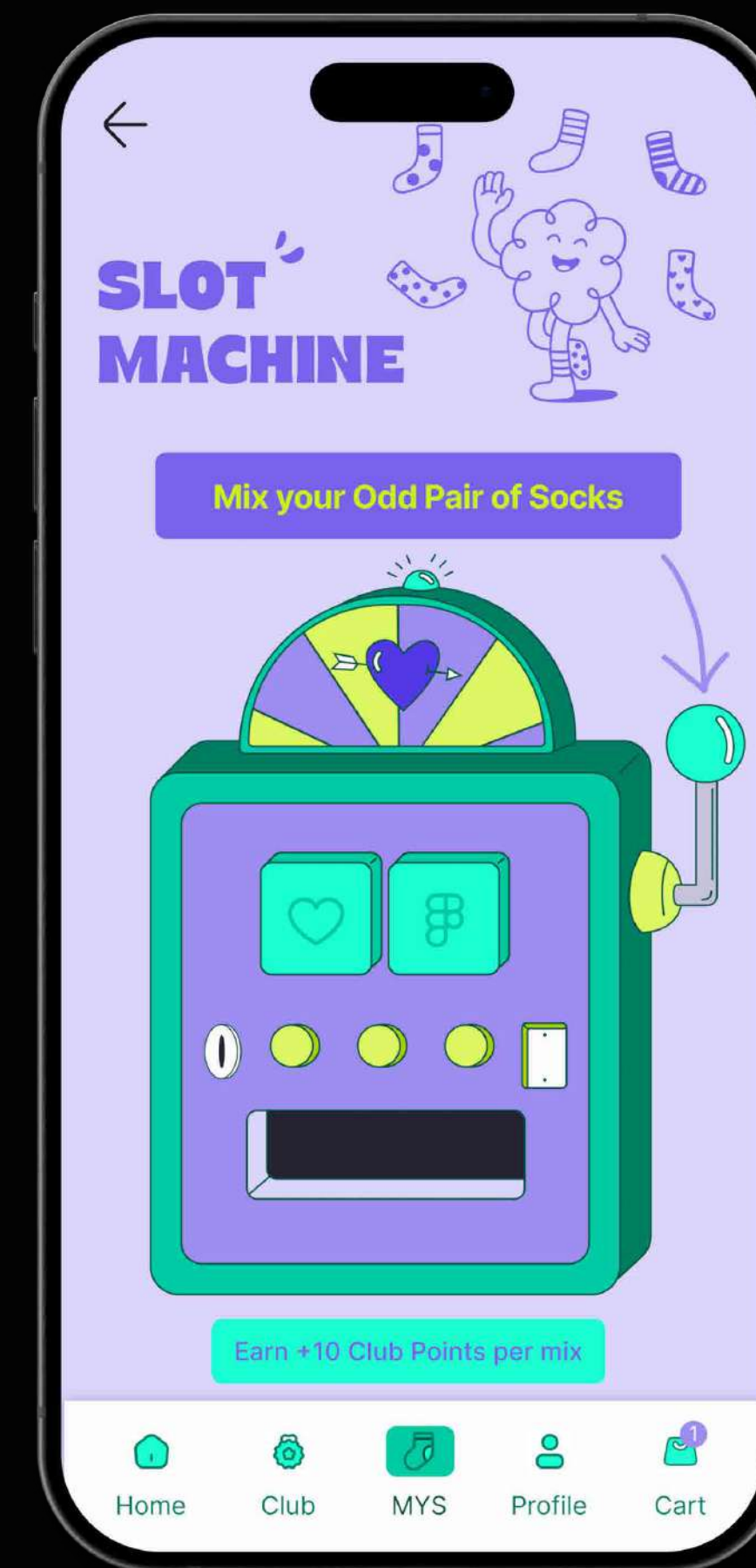
UX/UI

Branding

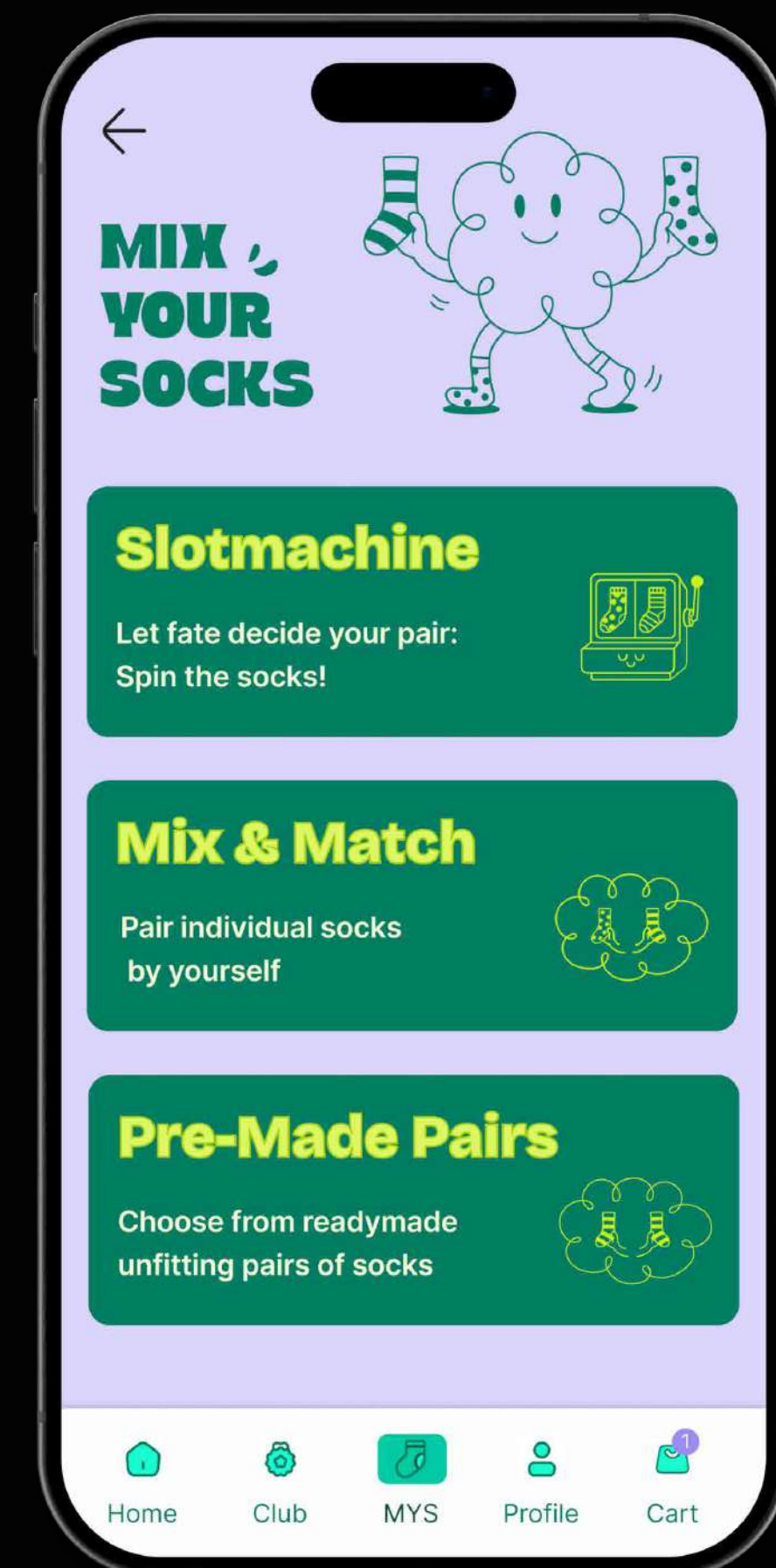
E-Commerce

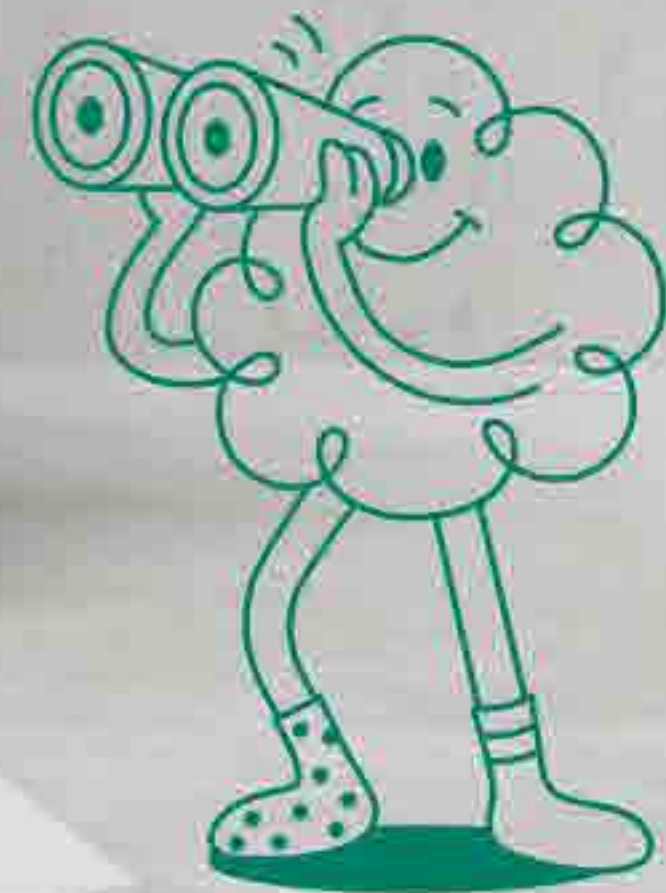
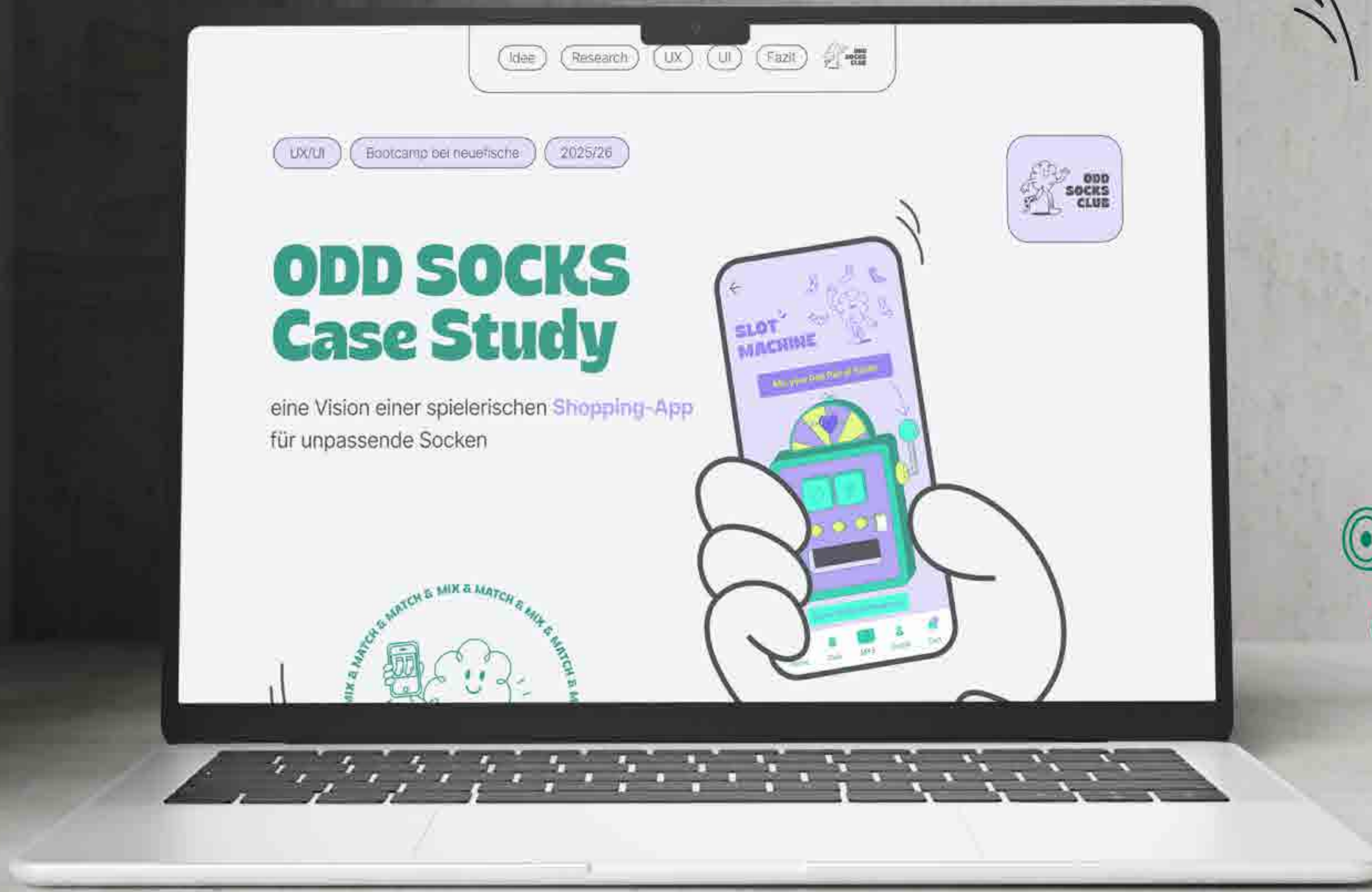
Illustration

Animation



→ Case Study





Typography

This Headline

Headline / Formiga / Black

This Headline

Subheadline / Bricolage Grotesque / Bold

Lorem ipsum dolor sit amet

Body text / Inter / Regular

Aa !?

Aa !?

Aa !?

Colours

Primary-3
#007E65

Secondary-3
#9D8DF1

Accent-3
#DCF763

Neutral-1
#EFF2F3

Pop-Up



ADD MYSTERY BOX ?

Surprise, surprise!
This will add a mystery pair of socks
to your cart.

Add to cart



ADD GIFT BOX ?

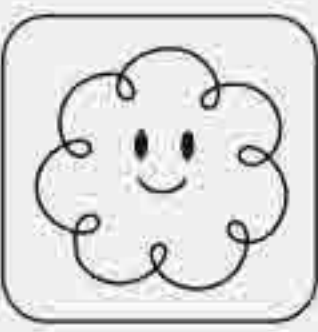
Add a Gift Box if you want
to surprise your dear ones.

Add to cart

Logo



Favicon



Button

Add to cart

Add to cart

Navigation

Home Club MYS Profile Cart

Home Club MYS Profile Cart

Illustration





//



~

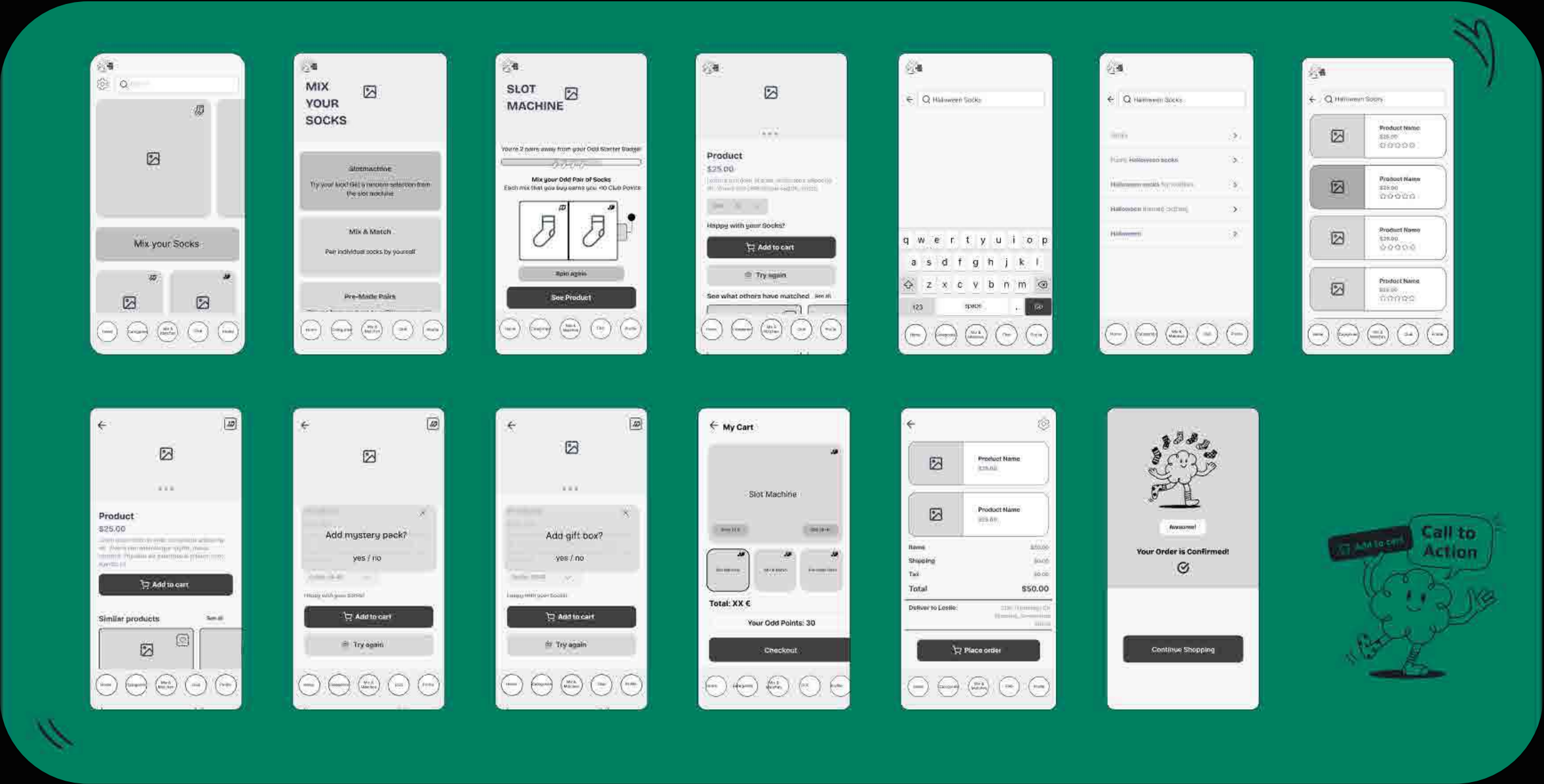


-

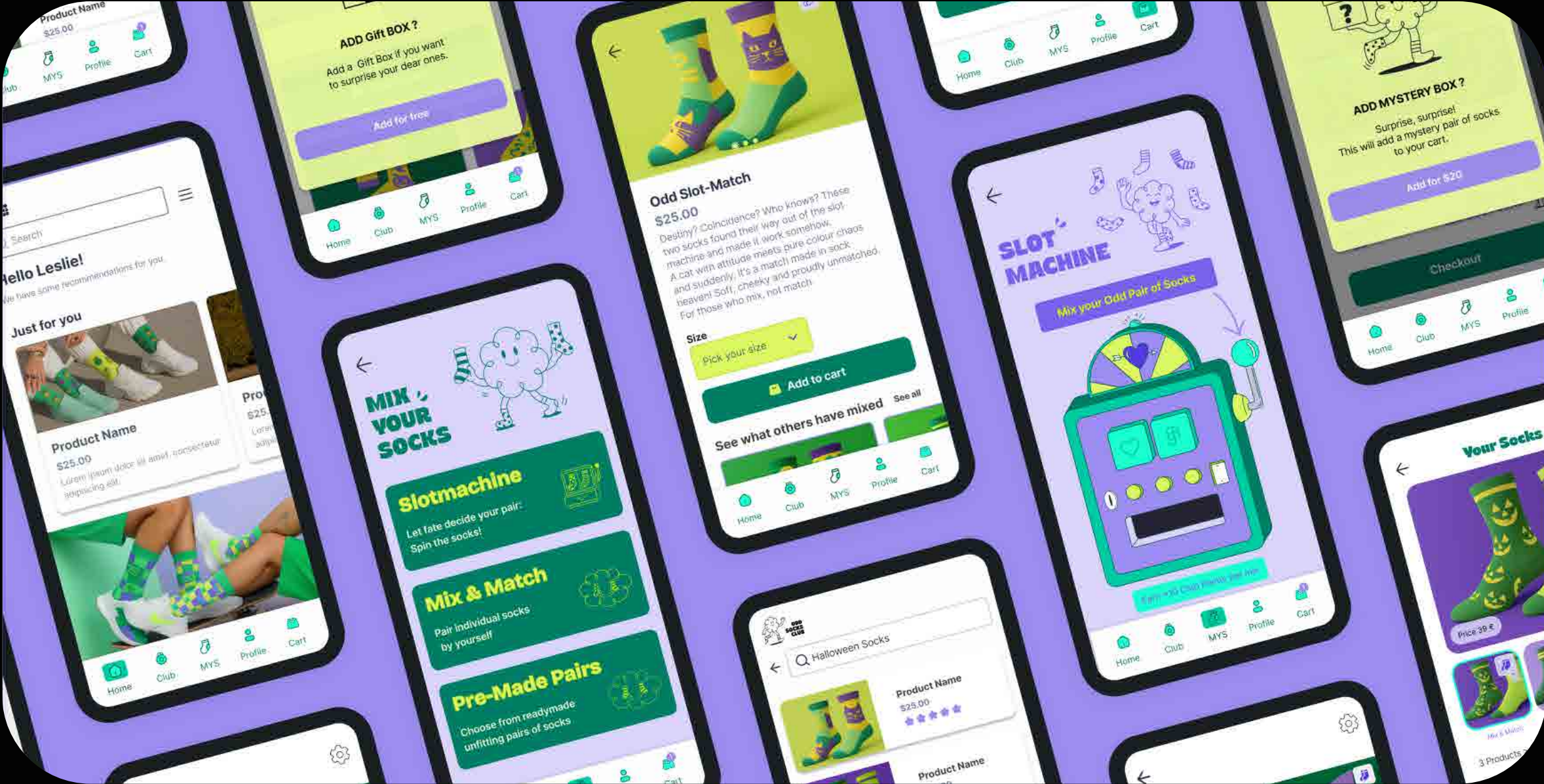


Wireframes

Low-Fidelity Wireframes



High-Fidelity Wireframes





A large, bold, orange '07' logo is centered within a rounded rectangular frame. The '0' is a thick, sans-serif circle, and the '7' is a thick, sans-serif numeral with a horizontal top bar and a diagonal stem. The entire logo is set against a dark background.

07

CEO CD & Employer Branding

CEO: Corporate Design & Employer Branding

Strategy and visual identity for Interreg North Sea / CEO:
from linear structures to circular systems.

Challenge

A Europe-wide network needed a strategy and visual presence
that could communicate circular economy across countries.

Solution

A flexible branding system translates the circular economy
into key visuals, illustrations and templates for print, events,
social media and web.

Process

Analysis → Strategy → Branding → Templates → Rollout

Info

Client: Interreg North Sea / CEO

Agency: mattr's Branding Agency

Year: 2025

Image credits: © Interreg North Sea / CEO · mattr's Branding Agency

Corporate Design

Employer Branding

Brand Strategy

Illustration



Style Guide

Wordmark / horizontal / primary version

Wordmark / horizontal / black and white

Colours



CEO Coral #E89975	CEO Soft Blue #BDD2E3
CEO Light Rose #EFCCCA	CEO Light Green #BDDFB5

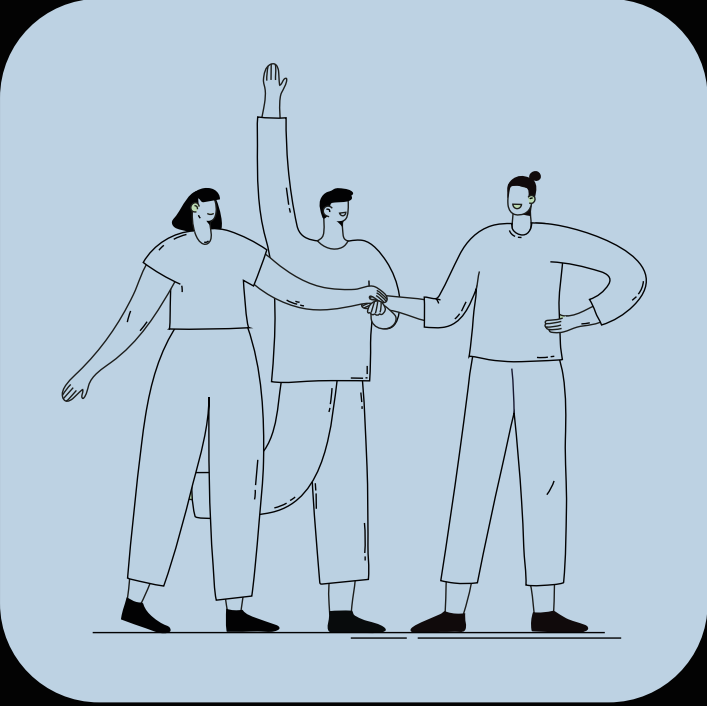
Signet / primary version

Signet / black and white

Key Visual

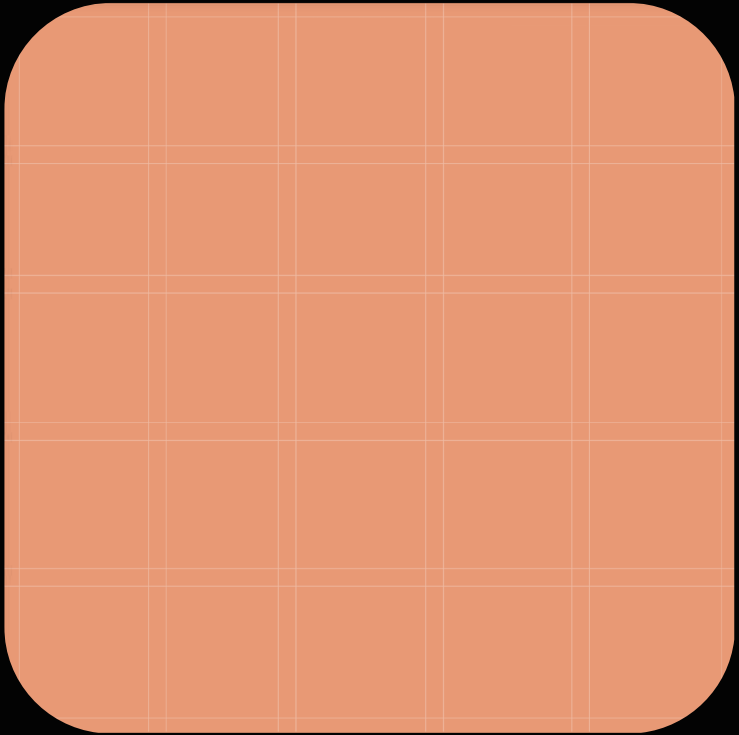
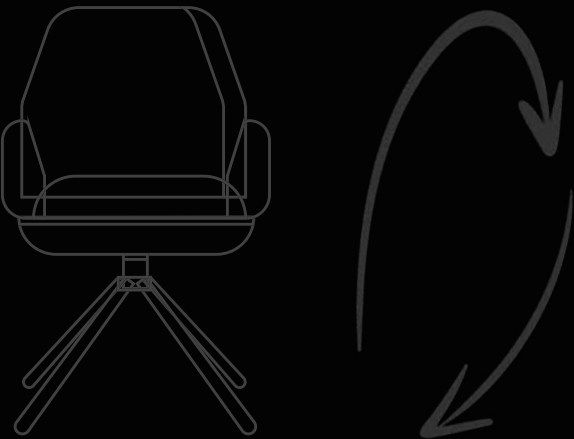
Illustration

Typography



Symbols | Sketches

Background Grid



A ?!	Avenir / Light
A ?!	Avenir / Medium
A ?!	Avenir / Black
<i>A a b</i>	Holland

Producers, retailers, office managers
we all must turn to the
circular economy!

collaborating in pilot projects in the North Sea Region

*France
Belgium
Netherlands
Germany
Denmark
Sweden*

impact by putting and consulting existing solutions

Economy

C Circular **O** Office

from linear to circular

responsible shift to circular

Interreg North Sea  Co-funded by the European Union

CEO  CIRCULAR ECONOMY OFFICE

interregnorthsea.eu/ceo

Producers, retailers, office managers
we all must turn to the
circular economy!

collaborating in pilot projects in the North Sea Region

*France
Belgium
Netherlands
Germany
Denmark
Sweden*

impact by putting and consulting existing solutions

Economy

C Circular **O** Office

from linear to circular

responsible shift to circular

Interreg North Sea  Co-funded by the European Union

CEO  CIRCULAR ECONOMY OFFICE

interregnorthsea.eu/ceo

Brand Applications

Social Media



Posters



Signet



08

Hushly Oropax AI Case Study

Hushly Oropax: AI Branding Visuals

Branding and packaging concept for a fictional brand around soft silicone earplugs.

Challenge

To develop a visual system with AI that presents an everyday product in a modern, unexpected and playful way.

Solution

Humorous AI illustrations and short animations tell stories from everyday life with unwanted noise. A strong key visual brings the brand to life and appeals to a young, urban target audience.

Process

Concept → AI Workflow → Key Visual → Animation → Branding

Info

Client: fictional brand Hushly Oropax

Project context: AI Case Study

Year: 2025

Image credits: © Semjon Janzen

AI Art Direction

Branding

Packaging

Illustration

Animation

Hushly

O R O P A X



Look & Feel

Wordmark / horizontal / primary version



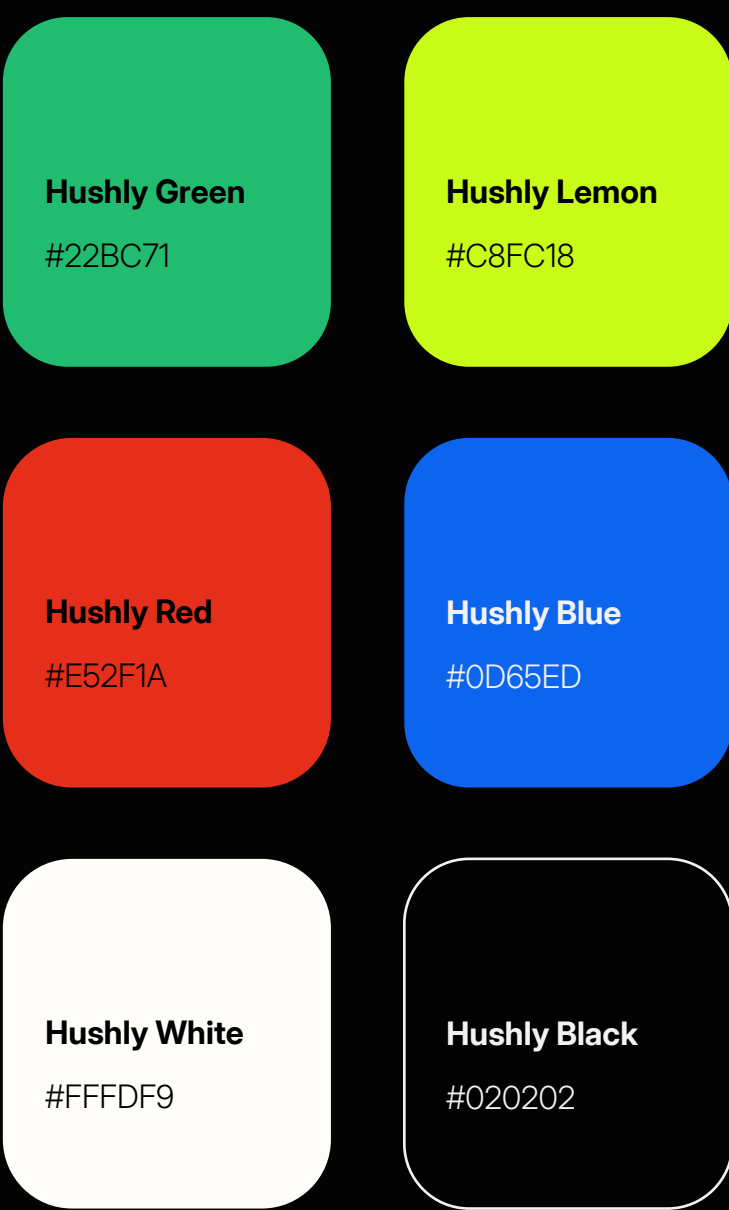
Wordmark / horizontal / black and white



Signet



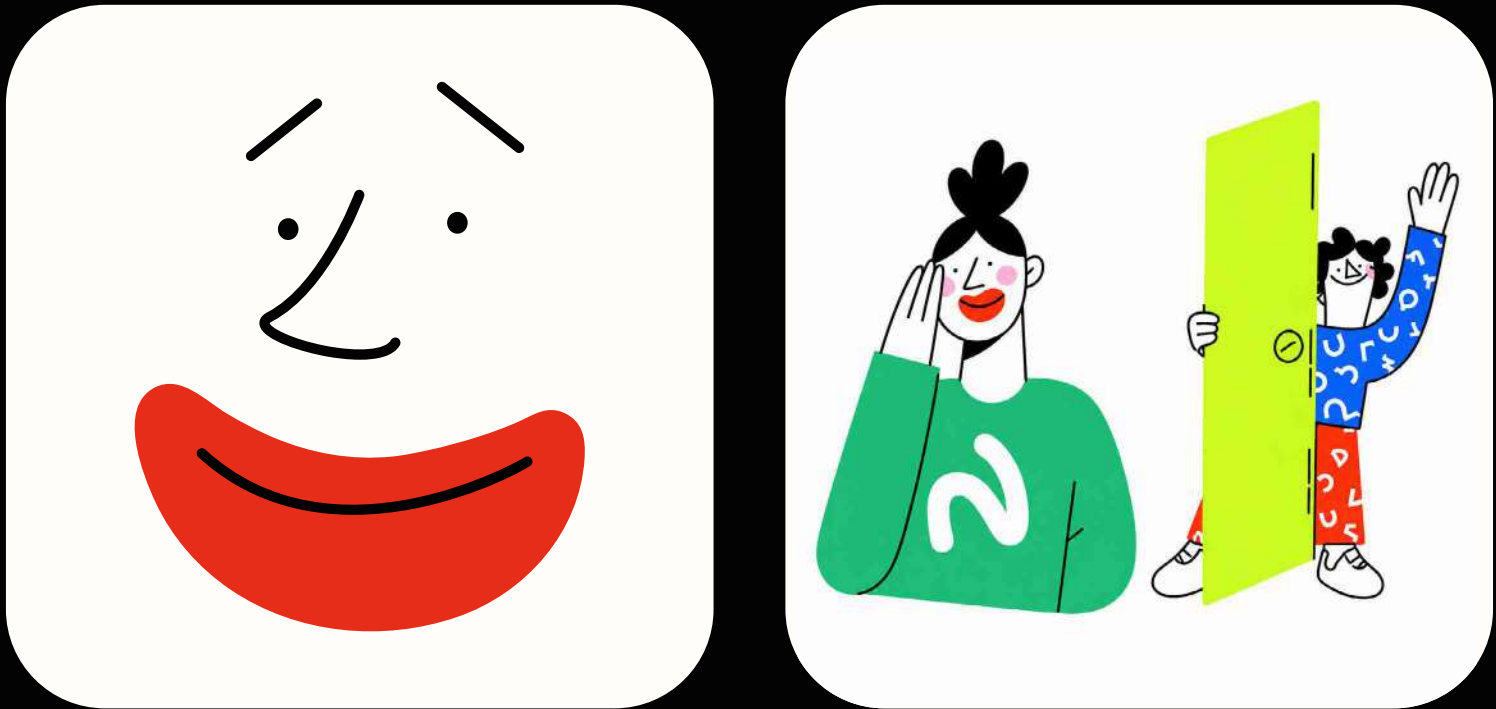
Colours



Key Visual



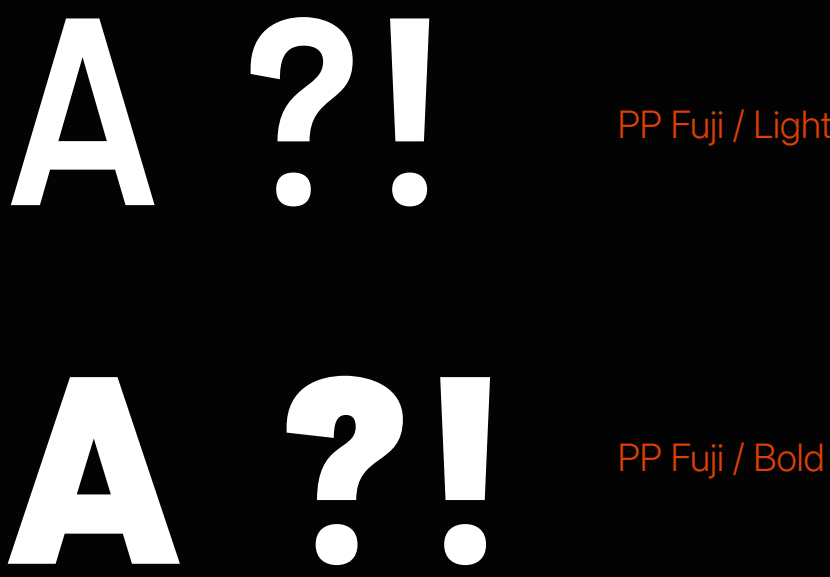
Illustration



Packshot



Typography





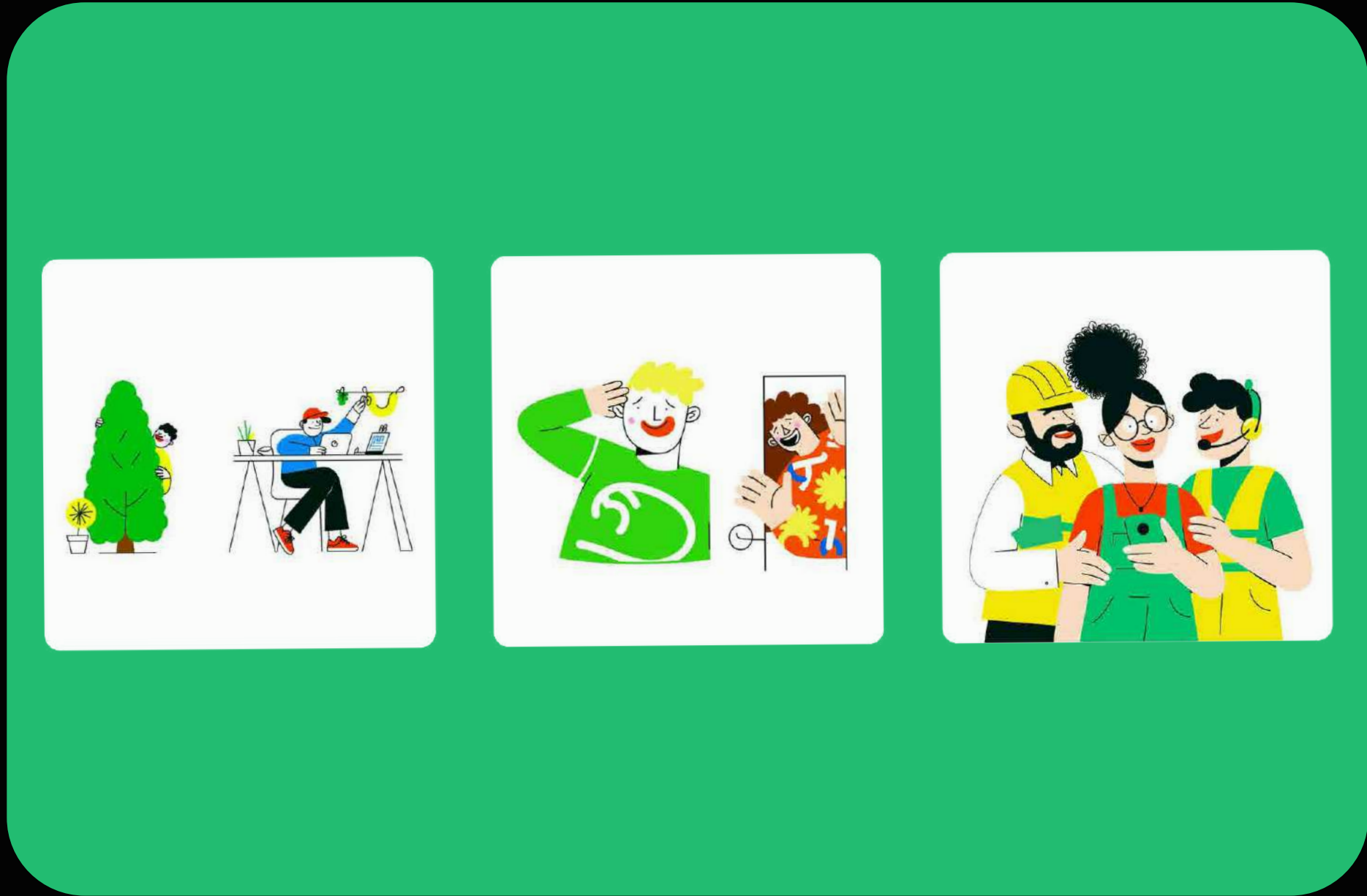
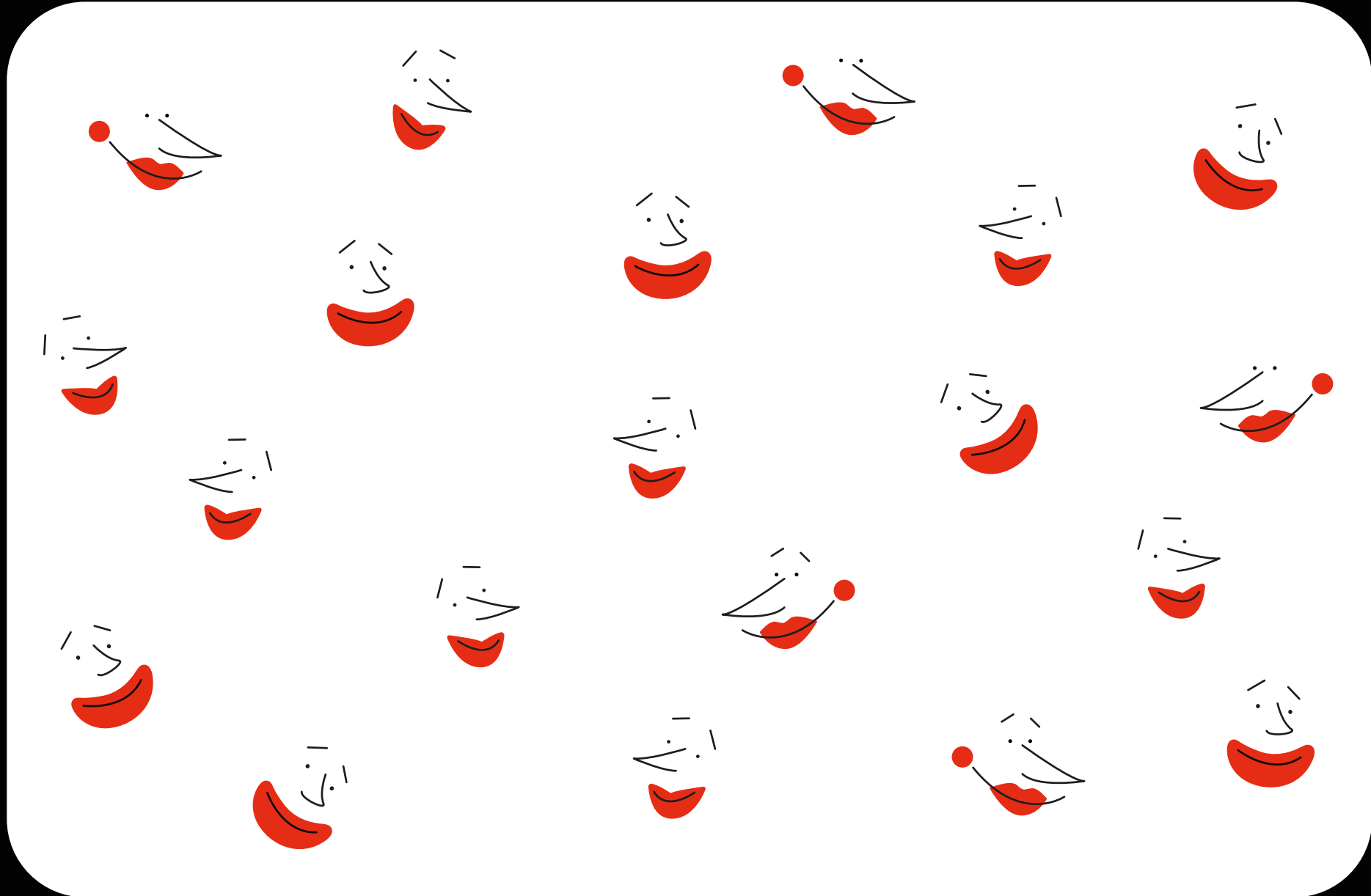
Hushly
OROPAX

**Für alle Nachbarn,
die du nicht hörst!**



Hushly
OROPAX







Volkswagen Catalogue

Volkswagen Lifestyle: On the move

Catalogue design for Volkswagen Lifestyle:
an editorial system for a brand in motion.

Challenge

Volkswagen Lifestyle needed more energy. Each collection required its own visual world within one shared system.

Solution

Under the guiding idea "On the move", a flexible catalogue system was created that stages each collection individually and connects them through layout, rhythm and imagery.

Process

Look & Feel → Layout → Shooting → Animation → Print

Info

Client: Volkswagen Lifestyle

Agency: Dammannworks GmbH

Year: 2018

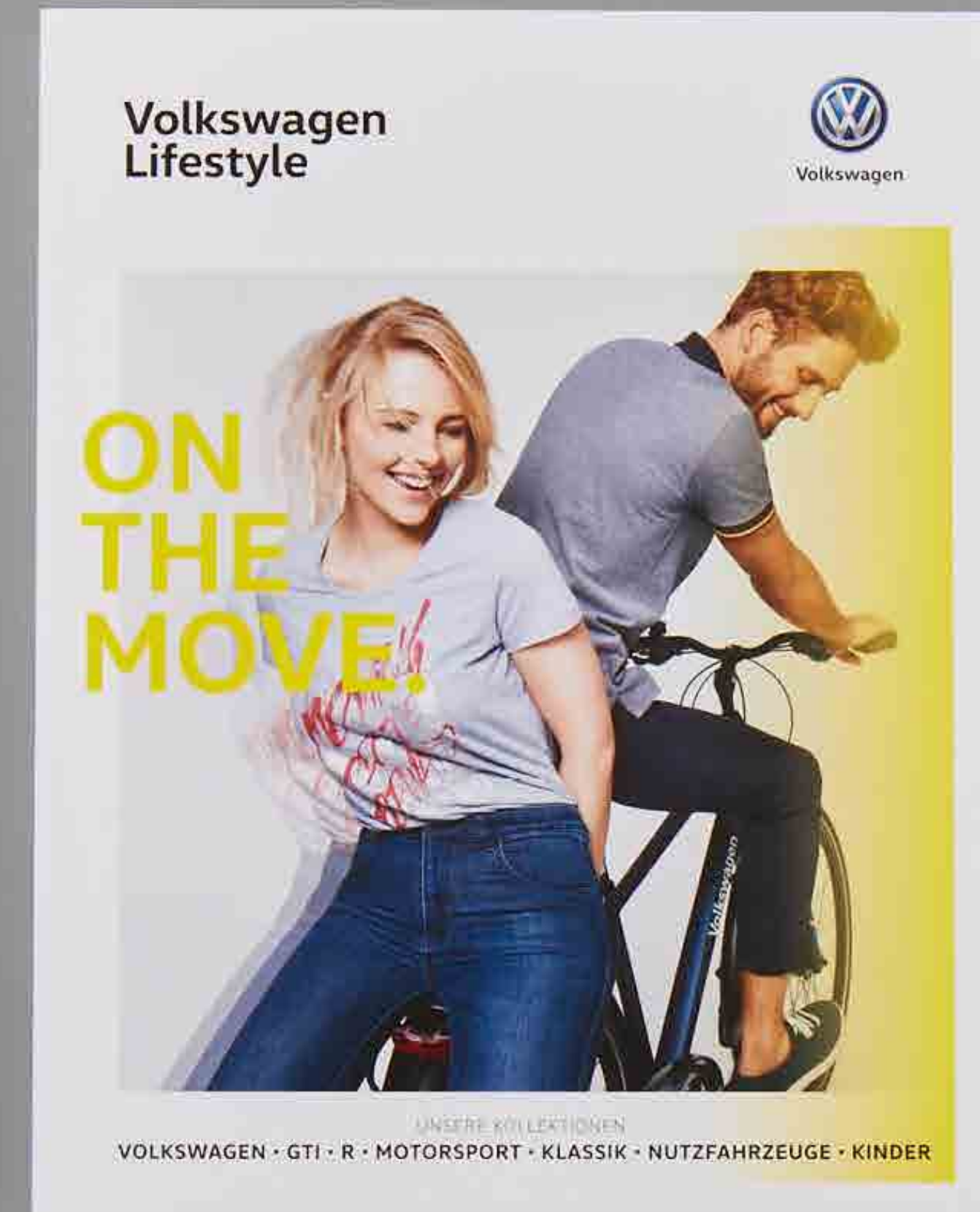
Image credits: © Volkswagen Lifestyle · Dammannworks GmbH

Editorial Design

Look & Feel

Art Direction

Shooting





KRAWATTE

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00

WECKER

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00

KUGELSCHREIBER MIT VOLKSWAGEN LOGO

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00

MANSCHETTENKNÖPFE

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WANDUHR

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00

THERMOBECHER

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00

POMMESCHALEN

Handgeknüpfte Seidenkrawatte mit breitem Streifen aus dem VW Logo. Die Krawatte ist in der Farbe Schwarz und ist mit dem VW Logo bedruckt. Material: 100% Seide. Farbe: Schwarz. Maße: 145 x 8 cm. € 130,00



SCHMECKT
NACH
MEHR





Volkswagen Collection



GTI Collection



R Collection



Kids Collection

A large, bold, orange number '10' is centered within a thin, rounded rectangular border. The '1' is a simple vertical bar with a small notch at the top, and the '0' is a thick, rounded circle. The entire graphic is set against a solid black background.

10

SEAT SOMOS / CUPRA Editorial Design

SEAT SOMOS / CUPRA: We Are SEAT

A dealer and employee magazine for SEAT Germany: bold, loud and close to the people behind the brand.

Challenge

The spirit of SEAT needed to become tangible internally and connect employees and dealers more strongly.

Solution

A flexible magazine concept combines reports, interviews, infotainment and brand stories into a lively SEAT world, with a CUPRA flip-cover section in its own look.

Process

Editorial Design → Art Direction → Illustration → Print

Info

Client: SEAT Germany

Agency: Dammannworks GmbH

Year: 2019

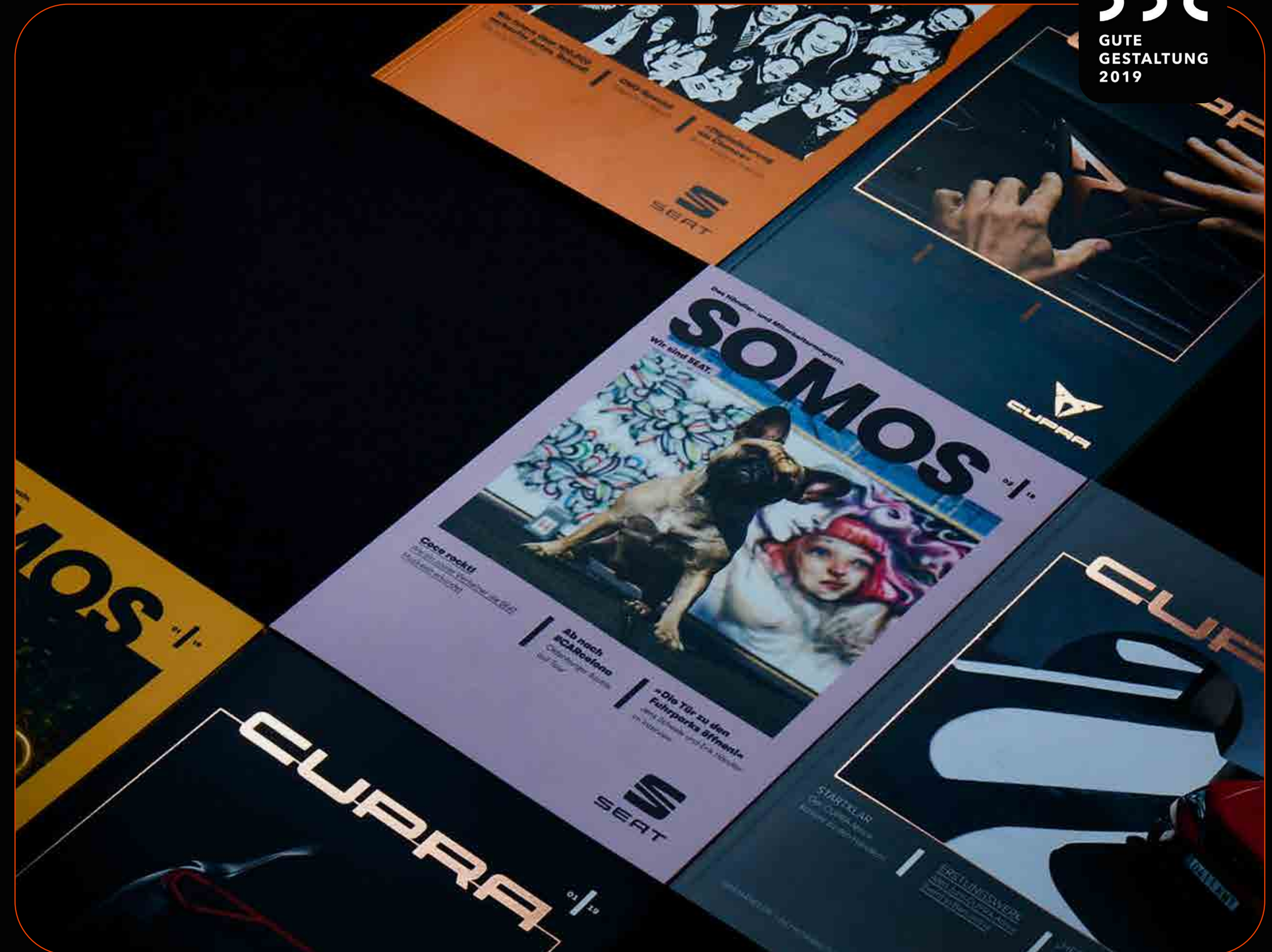
Image credits: © SEAT Germany · Dammannworks GmbH

Editorial Design

Magazine Concept

Art Direction

Illustration



AWARD
GUTE
GESTALTUNG
2019









THANKS

Semjon Janzen

