

Philipp Christoph Tautz

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Visa Status: Permanent resident

Biography: *Hi, I am Philipp.*

I am a unicorn who started out as a dressmaker, then learned Photoshop and consequently web design, moved on to Front End Development and web analytics and finally morphed into a Project / Team and Operations Manager. Currently I am once again focused on UX / UI Design and Front - End development, while project managing my own design sprints.

My greatest happiness comes with helping teams succeed while not standing in their way, keep the business running and communicate internally and externally with love and care.

When I ask questions or make suggestions I try to be clear and respectful. Communication comes easy to me, for everything else I put forth the energy needed to learn.

I also enjoy creating clear and usable UX designs which I can transfer into accessible, re-usable code.

Working in a respectful and diverse environment where all voices and concerns are heard regardless of title or position brings me joy.

Experiences:



Tripla, Lead UX/UI Designer & Developer

Tokyo October 2017 ~ September 2018

- ▶ UX and UI design of tripla's core products (an AI driven and human supported chat widget for the hospitality industry, the chat backend application and an upcoming traveller service)
- ▶ Design and coding of a design system / style guide, covering everything from branding, colour schemes, typography, templates and front end coding styles
- ▶ Creation of the corporate identity
- ▶ Coding of templates in HTML and CSS
- ▶ Occasional marketing asset creation



Qurate, Tokyo Operations Manager, Front End Developer

Tokyo & Fukuoka, September 2016 ~ October 2017

- ▶ Managing Business Operations, Tokyo
- ▶ Hiring Manager for Engineering, Marketing and Design
- ▶ Human Resources Support
- ▶ Project Management (with Trello and Zenhub)
- ▶ Customer Service
- ▶ Presales and Pitching
- ▶ Front End Development
- ▶ UI Design (one project)

Project Highlights:

Slush Tokyo 2017 Live (2017)

Responsibilities:

- ▶ Pre-sales of the Qurate Platform to the Person in Charge

- ▶ Design based off Slush design guide
- ▶ Front End coding of a new design for Qurate's Platform and the site itself within Qurate's Platform
- ▶ Coaching and after sales support

Results:

- ▶ Slush's media team in Tokyo used Qurate's app to great success to create a stream of chatter from Twitter and Facebook, plus selected articles
- ▶ The site was the main live stream for Slush Tokyo 2017. Additionally a video live stream was provided by another vendor.
- ▶ The page also helped Qurate to present a live project during the slush event.

Qurate Platform and Pre-sales & customer projects (2016 ~ 2017)

Responsibilities:

- ▶ front end development of an interim version of our new app design for Slush's media team
- ▶ several improvements to the front end of Qurate's Platform in HTML, CSS inside a rails app.
- ▶ development of several pre-sale and customer projects

Results:

- ▶ pre-sales projects have been instrumental in selling to customers
- ▶ customer projects include: Slush Tokyo 2017, Mirai Scape and Startup City Fukuoka



Rakuten Inc., Front-End-Developer, Performance Enhancer & Mobile UX-Designer
Tokyo, August 2013 ~ September 2016

- ▶ Design and Front End Development
- ▶ Code and image optimisation
- ▶ RWD Evangelism & training
- ▶ Project Management
- ▶ Data Analysis (A/B testing, speed testing, etc.)
- ▶ Training projects about code and image optimisation, responsive design (RWD), CSS pre-processors (SASS) and modern CSS (Flexbox, etc.) as well as project management for had-hog teams utilizing Jira in Ichiba, Rakuten, Inc.

Project Highlights:

Ichiba Smart Phone top page (2013)

Responsibilities:

- ▶ clean up code of the smart phone top page
- ▶ cleaned up CSS and moved it into an SCSS project
- ▶ removed up some html and js that was not needed

Results:

- ▶ reduced loading size by approximately 700kb
- ▶ saw a CVR increase of 0.5%

Ichiba Smartphone search (2014)

Responsibilities:

- ▶ create a new, modern, "flat" UI
- ▶ increase CVR and revenue (this was Rakuten 3rd most valuable page in the Rakuten group world wide)
- ▶ Changed automatic loading to a pager (it had problems with caching and often crashed on Android)
- ▶ also overhauled the overall UI, increased tap targets and made made the images bigger
- ▶ coded the whole front end for the new template.

- ▶ Project management insofar that I had to manage my own resources as well as the engineer in the development department and had to interface between design department (mine)

Results:

- ▶ changing automatic loading to pagination did yield:
 - ▶ +2.03% revenue
 - ▶ +0.07% CVR
 - ▶ -7.89% bounce rate
 - ▶ 4.47% exit rate
- ▶ the overall new UI was inconclusive. CVR was slightly positive, revenue was slightly down and bounce rate up.
- ▶ this was because I made the images 30% bigger in display size and full retina (2x the display size). Since images are not optimized the site got 500kb heavier and slowed down
- ▶ I noticed my mistake but was not allowed to correct the error and in result was not allowed to continue working on it.



Mobilous Inc., *Manager Design Team*, Front End Developer

Tokyo, April 2012 ~ July 2013

- ▶ IA and (re)Design of all parts of the Mobilous Website and the Mobilous products
- ▶ Front-End Development
- ▶ Management of the Design team
- ▶ Localisation Management
- ▶ Product Design & Planning
- ▶ Quality Assurance
- ▶ Team communication management (between teams in Tokyo and India)



Independent consultant, *Front End Developer and Designer*

Berlin & Yokohama, August 2006 ~ April 2013

- ▶ Planning (contents, UI, UX, wire framing)
- ▶ (re-)designing (Photoshop, Illustrator & in browser)
- ▶ localisation
- ▶ coding (HTML, CSS, JavaScript)
- ▶ Logo Design (Illustrator)
- ▶ Print design (Illustrator & InDesign)

Languages:

- ▶ German (native)
- ▶ English (fluent, Toeic IP: 970)
- ▶ Japanese (Basic conversational)

Technical Skills and design tools:

- ▶ HTML, CSS (SCSS)
- ▶ Responsive Web Design & Development
- ▶ Photoshop / Affinity Photo, Illustrator / Affinity Design / Sketch
- ▶ User Experience Design
- ▶ Ruby on Rails (templating)
- ▶ PHP (some)
- ▶ JavaScript (intermediate)
- ▶ Git
- ▶ Wordpress
- ▶ Omniture / Adobe Analytics
- ▶ People Management

Education:

- ▶ 2003 ~ 2006: Abitur (Major in Politics and English), Kolleg Schöneberg Berlin
- ▶ 2000 ~ 2001: Vocational baccalaureate diploma, OSZ Mode und Bekleidung, Berlin
- ▶ 1997 ~ 2000: Dressmaker with craft certificate, OSZ Mode und Bekleidung, Berlin

Publications:

Two of my photographs ([one](#), [two](#)) were published in 2011 in the Book “[2:46 – After-shocks: Stories from the Japan Earthquake \(#Quakebook\)](#)” along side essays, reports, illustrations and photographs about the 2011 Tohoku Earthquake. All proceedings of the project went to the red cross to help the victims of the quake.

A couple of my blog posts have been published on [blog.prototyper.io](#).