chilli(mind

creating digital value

chilli mind

is a design agency based in central Germany in the city of Kassel. Founded in 2001 the company now consists 22 passionate designers with various backgrounds.

Over the years chilli mind has increased their client network and is now working together with companies from ten different industries ranging from telecommunication to agriculture.

Creating digital value for their clients includes:
- Branding (naming, corporate colors, Image)
- Websites (UX/UI Design | UX Architecture)
- Service Design
- Workshops (remote & on site)

My Tasks

During my internship at chilli mind, I have been working with several smaller projects, but I have also been included in projects of larger scale which exceed the timespan of my internship. I have been able to reuse familiar tools like sketch & Mural but also developed new skills working with different CMS.

Content Filling

One of my tasks was to build articles for an international design award conference whose website was launched during my time at chilli mind. While creating the articles I had to consider readability as well as aesthetics.

Being creative within certain limitations is a key skill for any designer since most companies have a corporate design which needs to be followed.

SharePoint

Another one of my tasks was to develop a SharePoint site for a leading company in the pharma industry. The goal was to create a sales hub in which employees from different departments can collect information about the newest sales tools or download internal forms & documents

Methods

Not every project I worked on required the exact same methods but using the iterative process of research | prototyping | testing | repeat should be applied to any design.

I had to test my designs both on a conceptual and technical level. The conceptual level meant challenging my own ideas and if necessary, kill my darlings. The technical level refers to bugs or other issues that needed to be reported to the developers.

Lessons Learned

I Take Notes

Writing down every piece of important information is crucial to succeed in your projects. Because missing something can have serious consequences

II Professional Pace

The professional environment moves much faster than the academic world. Clients want results as fast as possible and finding the balance between the right amount of research, enough iterations and fitting everything into a specific timeframe with only a limited budget can at times be challenging.

III Budget

I learned a lot about how much the work of designers cost in today's industry and I gained valuable insights on how business offers are created.