

PORTFOLIO — 2020

# Alexander Bachor

Product / Service Design · Branding · Art Direction



ABOUT ALEXANDER BACHOR

# Introduction



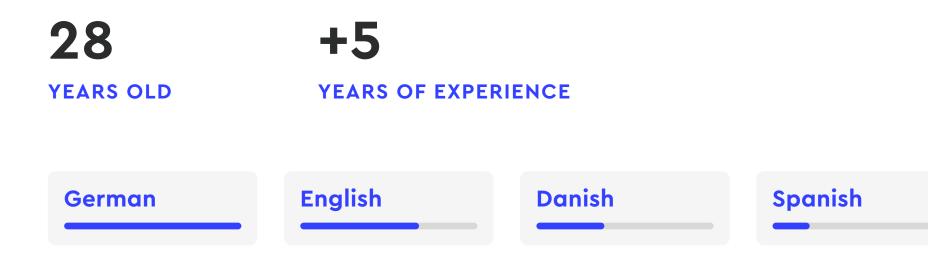
# Hey, I am Alex,

I was born in February 21st, 1992 and grew up in Lübbecke (close to Bielefeld). After my graduation in Graphic and Print Production in 2013, I came to Berlin to study Communication Design.

Since my early youth I was thrilled by good design—whether products, packaging, architecture or interior. But especially I was interested in analog and digital media. So I started to learn designing on my own and later also to code (non-professional) out of curiosity. This curiosity remained until today which helps me to stay up-to-date and I am still improving myself to ensure I can deliver the most useful and effective solutions.

### Problems are made to solve.

That's my credo and I am passionate about building and designing thoughtful experiences. As technology progresses things are getting more and more complex. As a designer, I have the ability to make these complex contents simple, delightful, easy to consume and to use every day.





Curriculum v	vitae
	OWL CONCEPTS — MI
2011 + 2012	Internshi
	LEO-SYMPHER-BERUF:
2010-2013	Diploma

DESIGN AKADEMIE BERLIN — BERLIN 2013 - 2016

MOTOR KOMMUNIKATION — BERLIN

2016—now

2015

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DEN

### , Art (á 4 weeks)

OLLEG — MINDEN

### **Diploma in Media & Print Production**

### **Bachelor of Arts, Communication Design**

### Internship, Art (6 months)

MOTOR KOMMUNIKATION — BERLIN

**Art Director** 

#### ACTIVE & PASSIVE

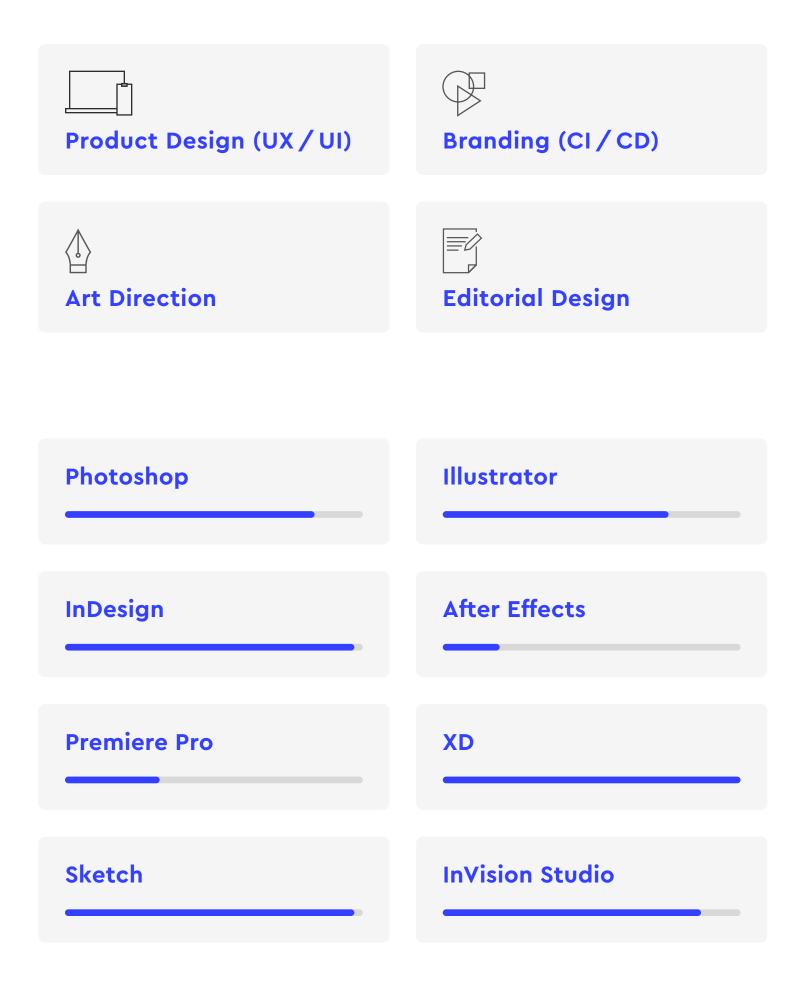
# **Clients I worked for**

Amnesty International
BVR (Bundesverband Volksbanken Raiffeisenbanken)
BOMBARDIER Transportation
COMEDY CENTRAL
CONDOR Versicherungen
DKMS (Dt. Knockenmark Spenderdatei)
Emma Matratzen
FC Viktoria 1889 Berlin
Haus der kleinen Forscher
Havelpark Dallgow
Irlbacher Brauerei
L&T SPORT
NETFLIX
R+V Versicherung
SCROOSER
Stiftung Luisenlund
Volksbanken Raiffeisenbanken
Westermann Gruppe
Zentralrat der Juden in Deutschland

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#### PASSION

## **Skills & Favorites**



LATEST WORK

# **Portfolio Samples**

This portfolio is just an excerpt. You can find all samples and cases in detail online: **alexbachor.de** 



#### **CONDOR VERSICHERUNGEN**

# Art Calendar 2018

#### CATEGORY

Idea, Art Direction

#### CREDITS

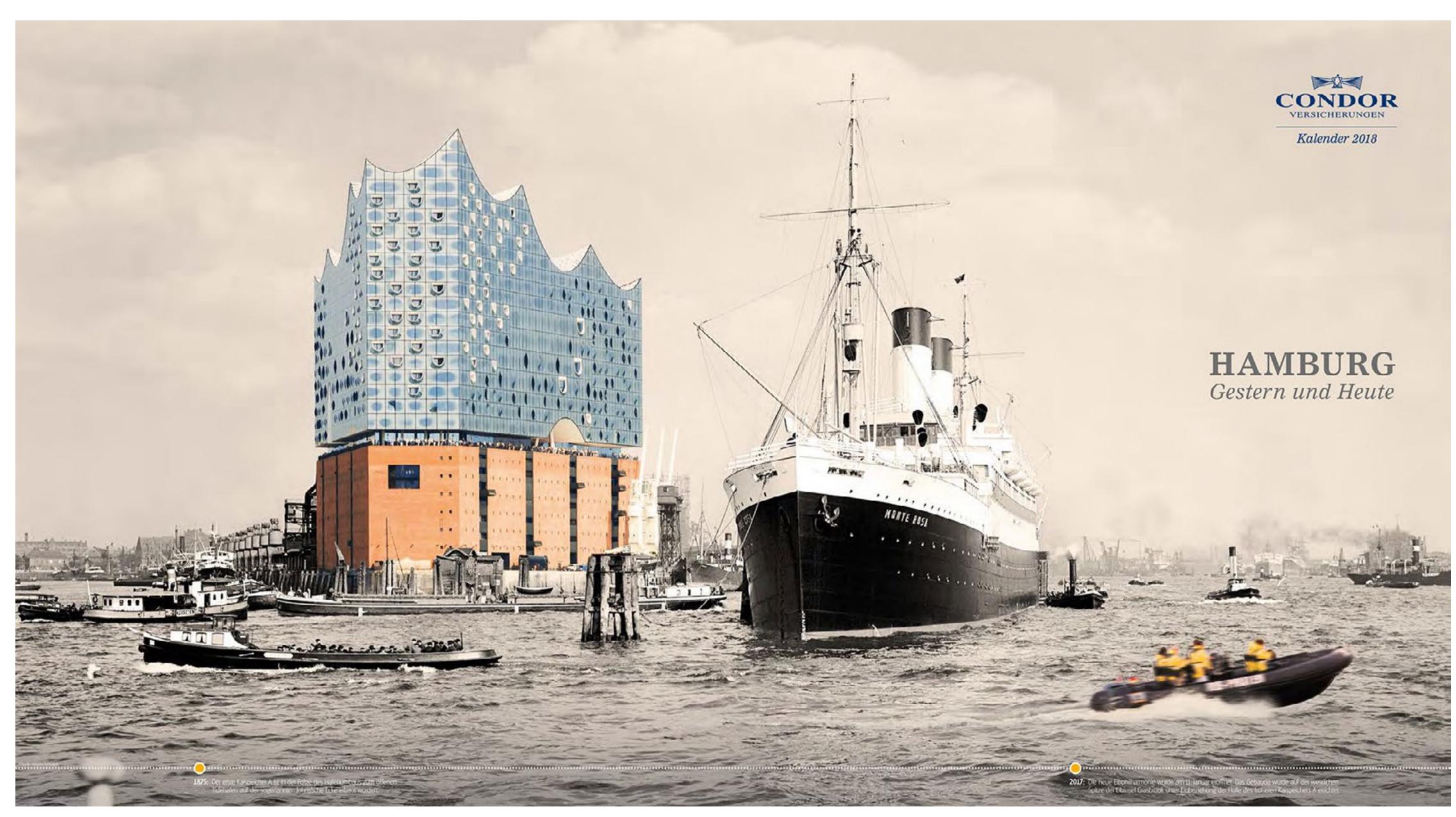
Frederik Hofmann, CD Alexander Bachor, AD Rene Neumann, Photo

#### DESCRIPTION

Condor Versicherungen, which was founded in Hamburg, has been part of R+V Versicherung from Wiesbaden since 2008. Condor Versicherungen feels a special connection to the Hamburg location and the Hanseatic values. Condor has always worked exclusively with independent brokers — they receive an annual calendar which is over one meter wide with 12 motifs plus title. The Hanseatic world always plays an important role in the motifs, particularly from Hamburg.

#### YEAR







#### **CONDOR VERSICHERUNGEN**

# **CONTEXT** Magazin

#### CATEGORY

Editorial

#### CREDITS

Frederik Hofmann, CD Alexander Bachor, AD Thomas Rendel, Text Rene Neumann, Photo

#### DESCRIPTION

Condor has been part of R+V Versicherung for 10 years now. This issue of the CONTEXT magazine, which is popular with brokers, deals, among other topics, with the membership of R+V Versicherung, the view into the future and, above all, life insurance, which is the subject of criticism — to which Condor is still clearly committed.

#### YEAR







#### ENTORIAL Die erfolgreiche Konstante im Wechsel der Gezeiten

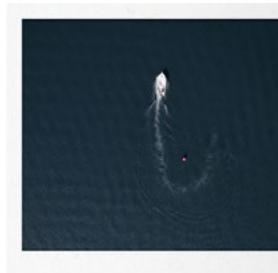


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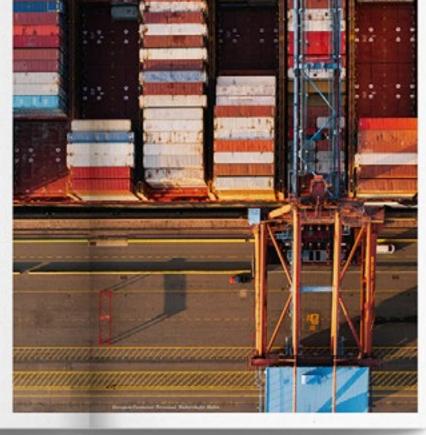


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seite 34

Inhalt



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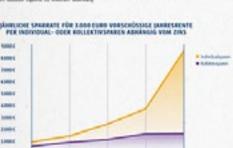
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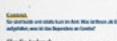


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VORSTANDSINTERVIEW Ein Ausblick für die Condor Leben



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#### **VOLKSBANKEN RAIFFEISENBANKEN**

# WILHELM

#### CATEGORY

Branding

#### CREDITS

Frederik Hofmann, CD Alexander Bachor, AD

#### YEAR

2018

#### DESCRIPTION

WILHELM makes insuring smarter. In the Web and by App. With WILHELM you get a quick overview of all your insurance contracts and you can optimize them directly in the app, if required. WILHELM is part of the cooperative financial group Volksbanken Raiffeisenbanken. Besides the positioning and naming, we created a new brand design which is nearly based on the brand design of Volksbanken Raiffeisenbanken.





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### DER SMARTE VERSICHERUNGSSPEZIALIST



Genossenschaftliche FinanzGruppe Volksbanken Raiffeisenbanken

Vermaßung | Logo mit Deskriptor

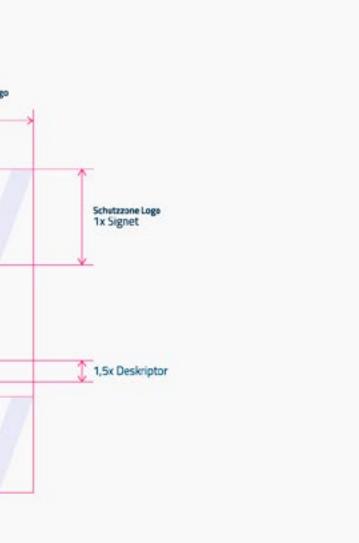
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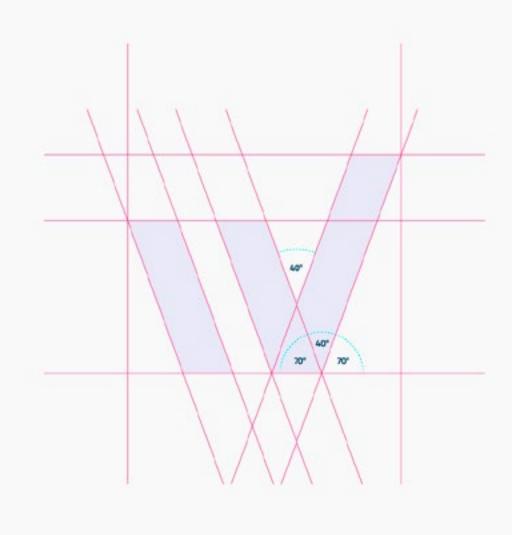
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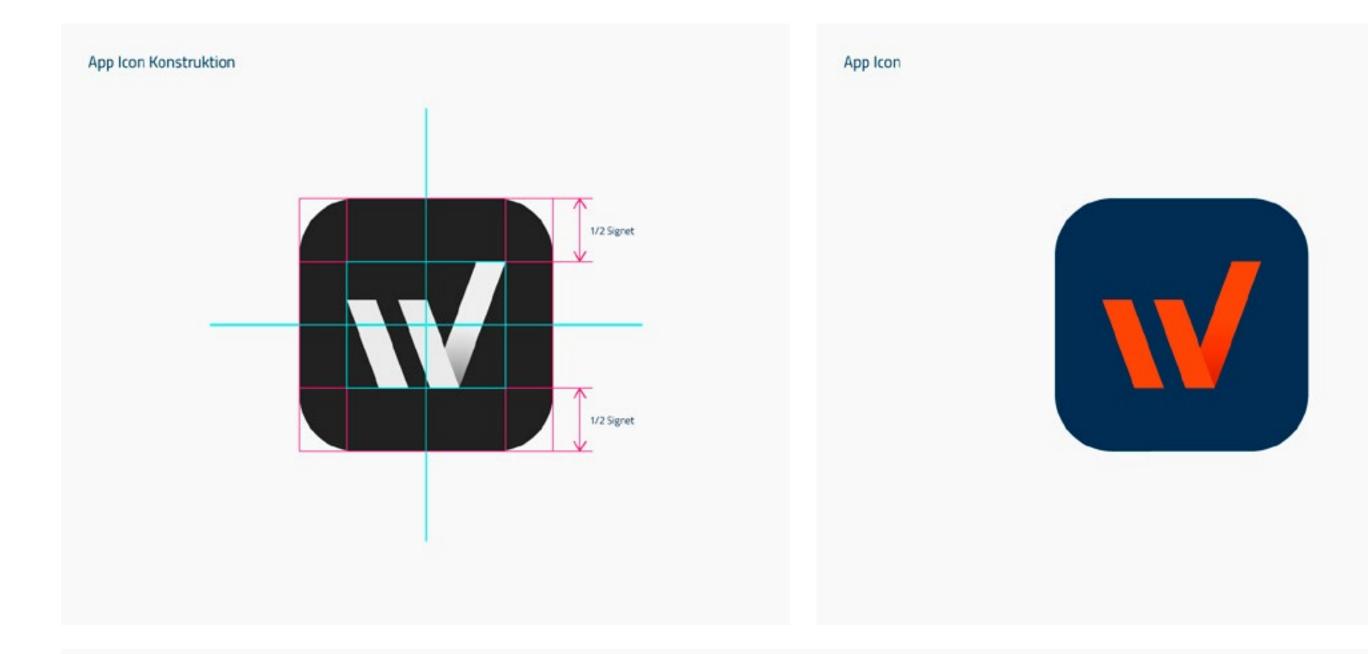
Vermaßung | Logo mit Deskriptor und Logo FinanzGruppe



#### Signet







Schrift

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TITELÜBERSCHRIFT IN VERSAL

#### ZWEIZEILIGE HEADLINE IN EXTRALIGHT.

TITILLIUM WEB BOLD

Aa

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#### Farben

#### Primary Brand Colors

Orange		Dunkelblau		Hover Blau		
#ff4614	4	#003154		#003e6	ib	
R 255 G 70 B 20	C 0 M 82 Y 99 K 0	R 0 C G 49 M B 84 Y K	100 60 13 60	R 0 G 62 B 107	C 100 M 58 Y 9 K 44	

#### Secondary Colors

Blaugrau	Helgrau	Wel6		
#e8e8f7	#f3f3fa	#ffffff		
R 232 C 10 G 232 M 9 B 247 Y 0 K 0	R 243 C 6 G 243 M 4 B 250 Y 0 K 0	R 255 C O G 255 M O B 255 Y O K O		

#### **Functional Colors**

Violett		Himbeere	Gelb		
#7652e	3	#ad2e65	#fac16c		
R 118 G 82 B 227	C 70 M 79 Y 0 K 0	R 173 C 4 G 46 M 91 B 101 Y 24 K 14	R 250 C O G 193 M 32 B 108 Y 68 K O		

#### CTA Colors

Orange		Hover Orange
#ff461	4	#ff6e14
R 255 G 70 B 20	C 0 M 82 Y 99 K 0	R 255 C 0 G 110 M 72 B 20 Y 100 K 0

TITILLIUM WEB REGULAR

Aa

TITILLIUM WEB EXTRALIGHT Aa

#### WILLKOMMEN IM ZWEITBESTEN VEREIN DER WELT

# FC VIKTORIA 1889 BERLIN

#### CATEGORY

Campaign, Brand Design

#### CREDITS

Frederik Hofmann, CD Alexander Bachor, AD Roland Weber, Text Thomas Rendel, Text

#### YEAR

2019

#### DESCRIPTION

FC Viktoria 1889 Berlin is a German football club whose 1st men's team plays in the fourth highest division and with about 1600 active members it is one of the largest in Germany.

Unfortunately the club has gone through a turbulent period after an insolvency. In order to strengthen the club externally, we have repositioned the club with an image campaign which aims to win fans for the club and to attract them to the stadium.

The core idea of the campaign is to establish the club as the "second best club in the world". In Berlin live many newcomers who probably already have their favourite club. So we have made FC Viktoria 1889 Berlin a club, with still hard and real football, attractive as a second favourite club to the new Berliners.



alexbachor.de/viktoria 7



#### CLUB COMPARISONS

FC VIKTORIA 1869 BERLIN

#### 20

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### WIE BAYERN. NUR IN EINER ANDEREN LIGA.

Aber immerhin dreimaliger Deutscher Meister.

WILLKOMMEN IM ZWEITBESTEN VEREIN DER WELT



### WIE DER BVB. NUR LEISER.

Keine 80.000, aber auch Fans aus vollster Überzeugung.

WILLKOMMEN IM ZWEITBESTEN VEREIN DER WELT



### WIE FRANKFURT. NUR NICHT SO VIELE AUSWÄRTSFANS.

Wovon wir genauso viel haben: Eintracht.





### WIE DER EFFZEH. NUR NICHT MIT GANZ SO VIEL KARNEVAL.

Unsere Fans müssen aber auch einiges mitmachen.

WILLKOMMEN IM ZWEITBESTEN VEREIN DER WELT

#### TICKETS

JERSEY







#### SOCIAL MEDIA ACTIVITY

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#### MANIFEST (EXCERPT)



#### ZWEITBESTEN ...?

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TZENKÖNID UM DIE DEUTSCHE MEISTERSCHAFT (1907/08, 1908/09, 1910/11) PFACHER NATIONALSPIELER (1909-12, FÜNF TORE)

DOPPELTER DOPPELTORSCHÜT: N DEN MEISTERSCHAFTSENDSPIL (1907/08 UND 1910/11)

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#### **R+V VERSICHERUNG**

# Cyber Security

#### CATEGORY

Idea, Art Direction

#### CREDITS

Frederik Hofmann, CD Alex Bachor, AD Veronika Glotz, Graphic Thomas Rendel, Text

#### YEAR

2016

#### DESCRIPTION

The task was to create an approach concept for brokers and Volksbanken Raiffeisenbanken stores on the topic of "Cyber Security" for medium-sized companies. R+V Versicherung offers various concepts to protect companies. Furthermore, R+V Versicherung sees itself not only as an insurance company, but also as a comprehensive partner in IT and data security.



alexbachor.de/ruv 7

### IHR PLUS: SCHUTZ VOR DIGITALEN EINBLICKEN.

Wir sichern Sie ab gegen die Folgen von Cyber-Angriffen.

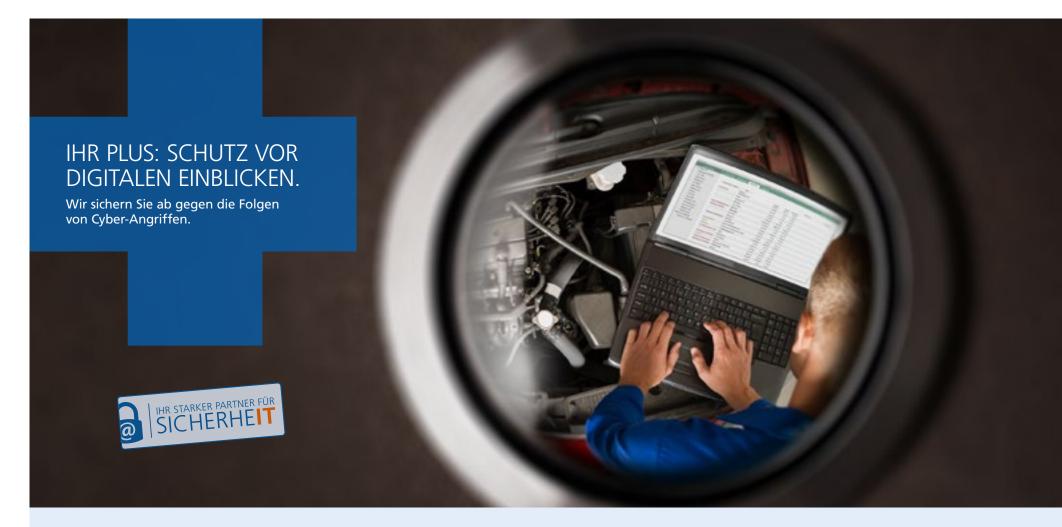




Genossenschaftliche FinanzGruppe Volksbanken Raiffeisenbanken



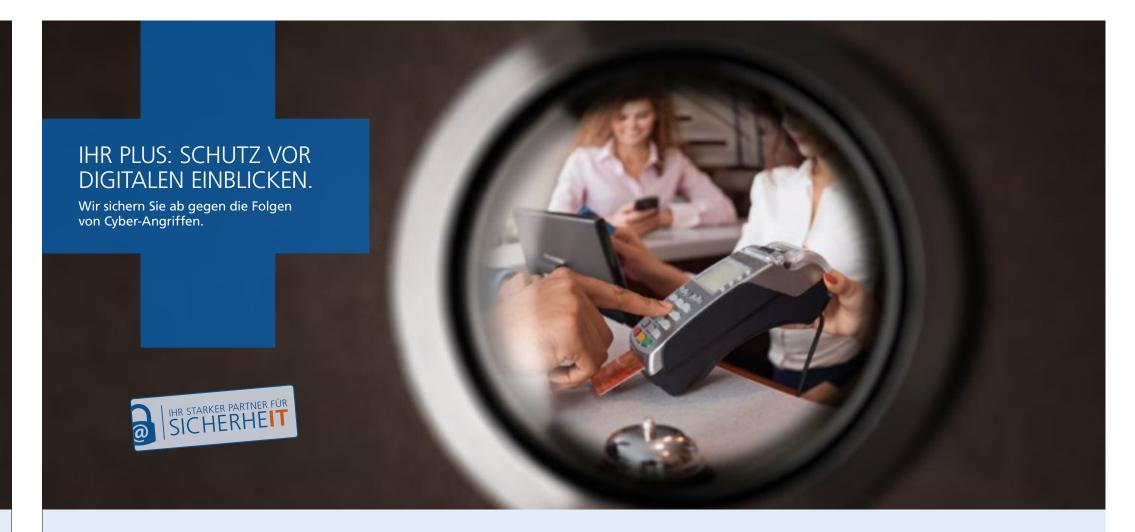




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Genossenschaftliche Finanz Gruppe
Volksbanken Raiffeisenbanken
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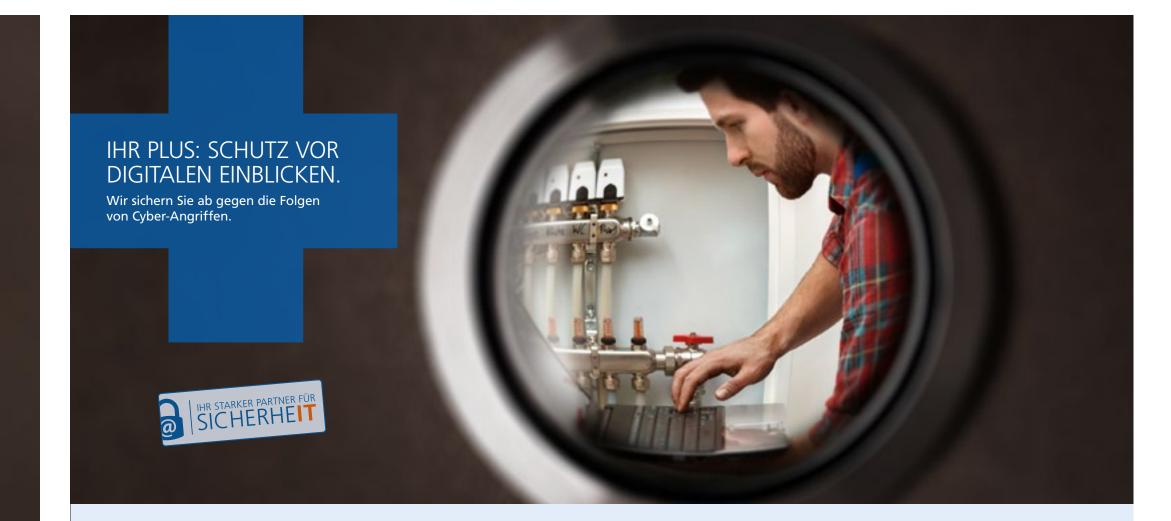






Genossenschaftliche FinanzGruppe Volksbanken Raiffeisenbanken









# **#MILESNOTMINUTES** MILES Mobility

CATEGORY Product-/ Service Design

CREDITS Alexander Bachor

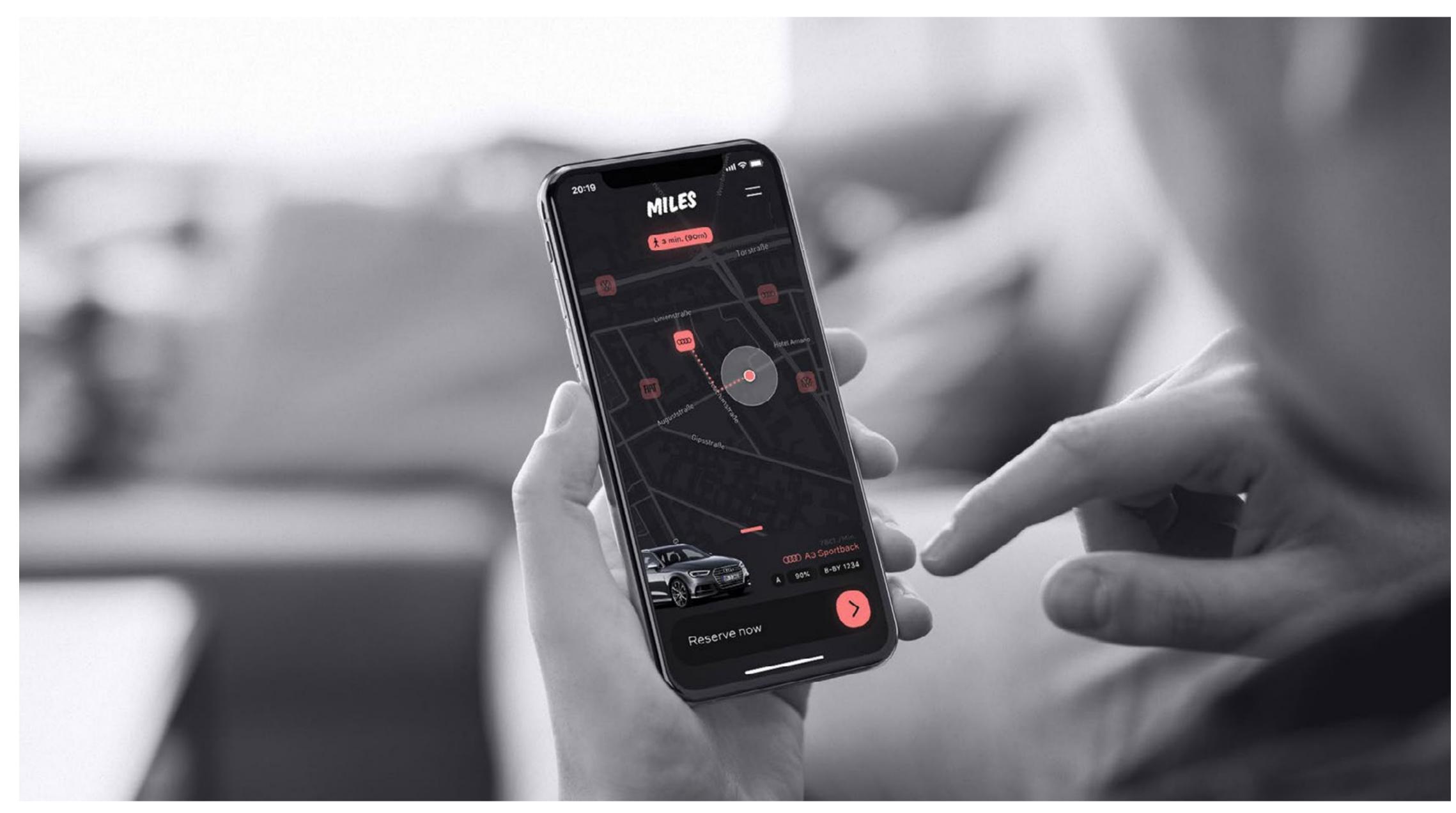
YEAR 2018/19

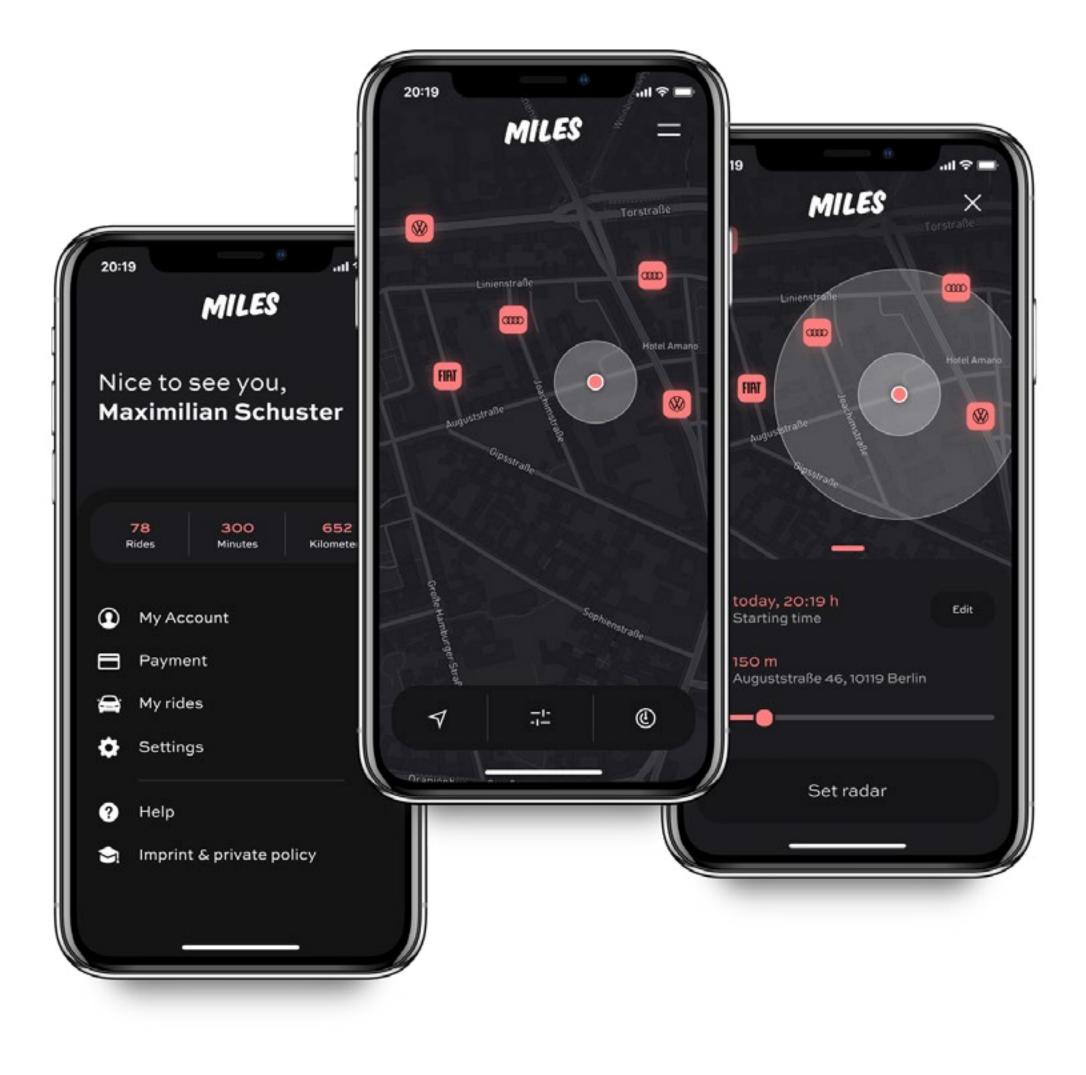
#### DESCRIPTION

I am an enthusiastic "carsharer" and I regularly use one of the local providers like SHARE NOW (formerly DriveNow & Car2go) or SIXT Share. I really love the business modell of MILES, because you pay by kilometers not by minutes. The point which motivated me to this study is the app. It is undoubtedly the most important interface between customer, brand and the service itself. But the app needed an improvement, and that's what I focused on. I don't want to invent something completely new, but I want to improve the user experience and increase the interest and fun of using the app.



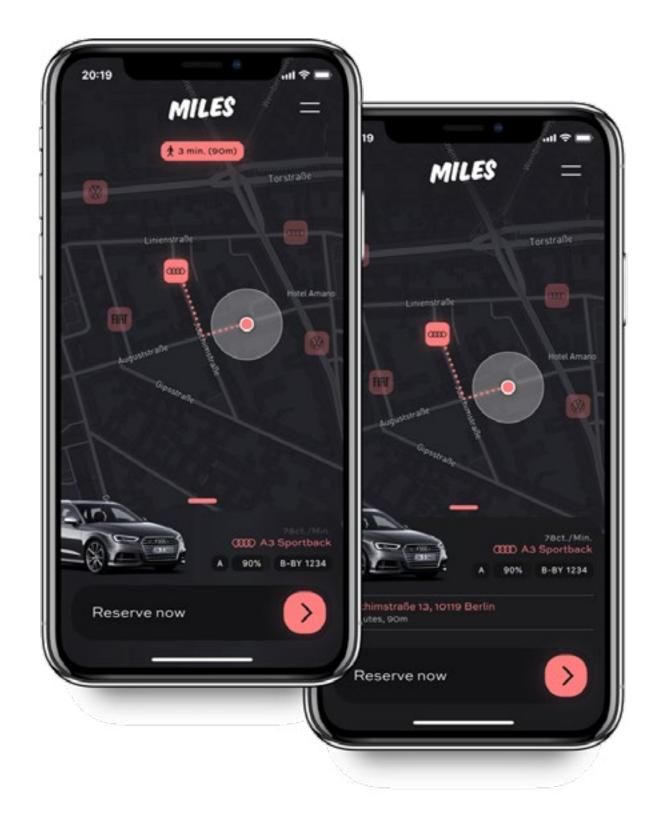
alexbachor.de/driveby 7





# MILES

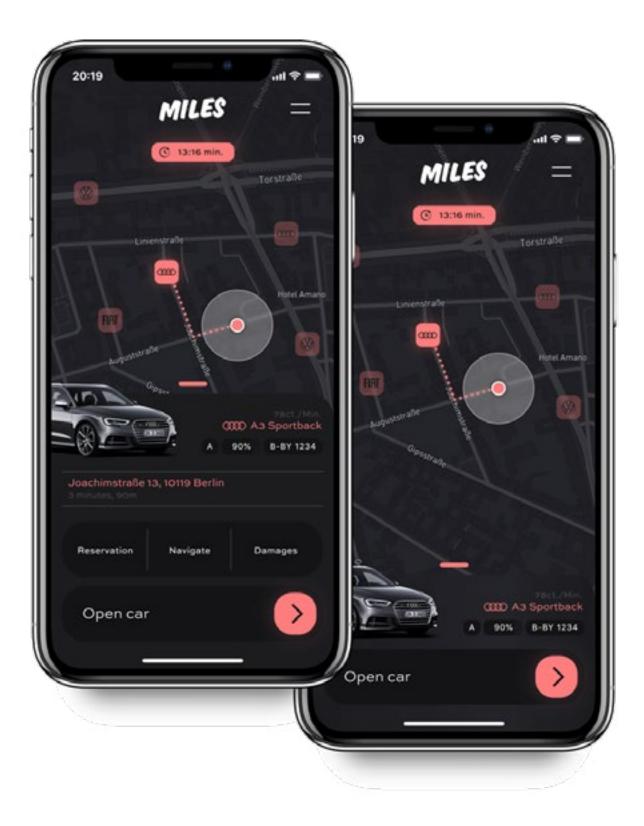
#### 01. car selection



31

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#### 02. reservation



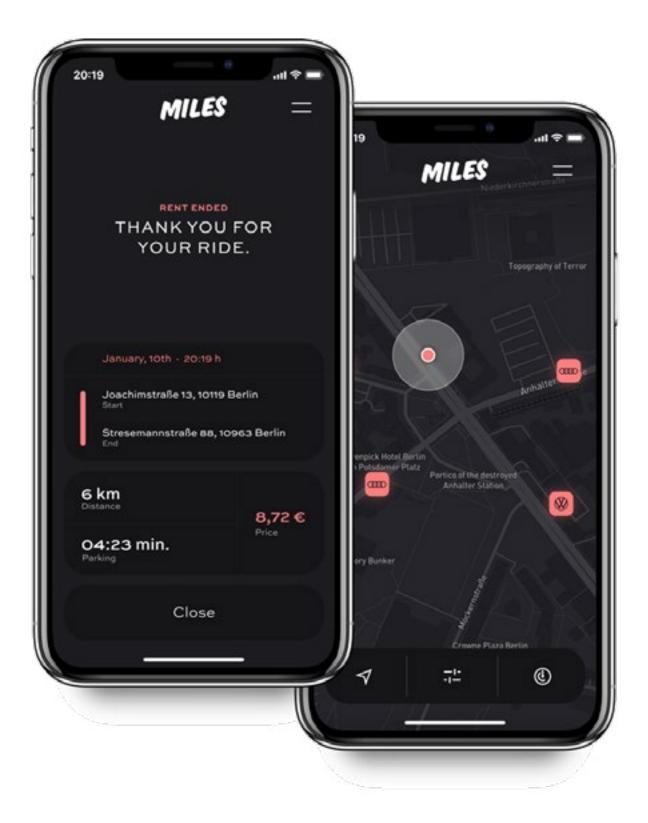
#### 03. active rent

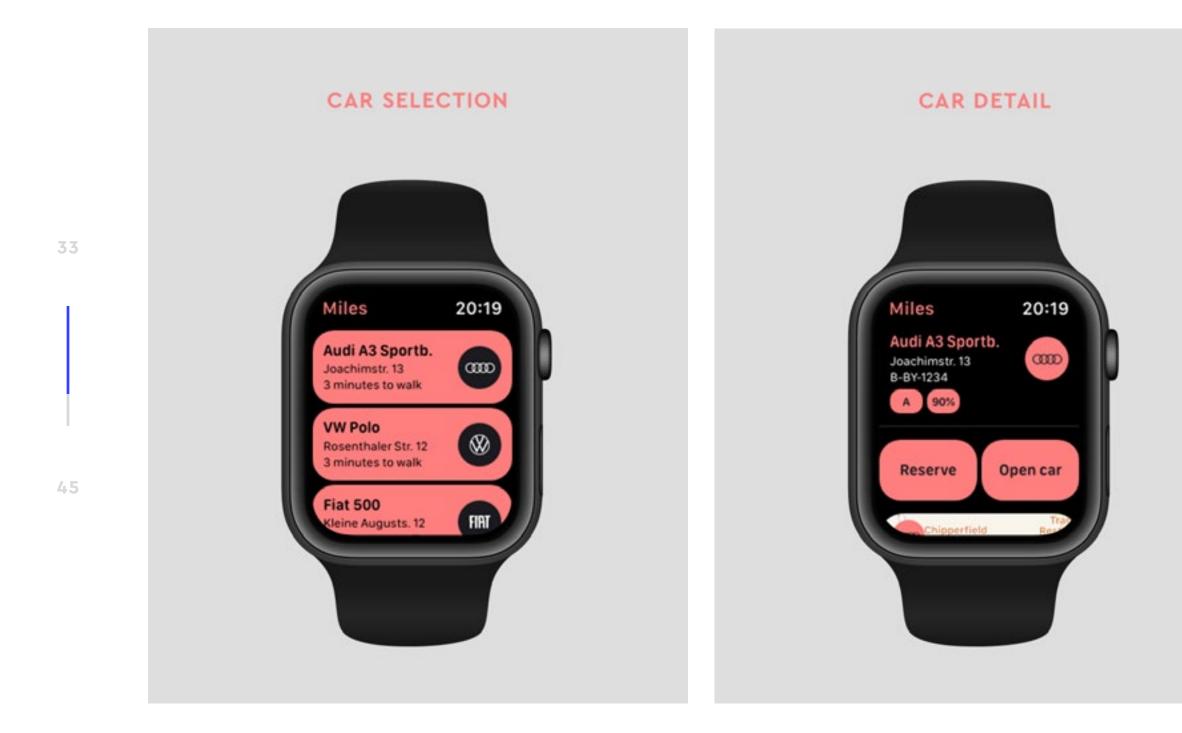


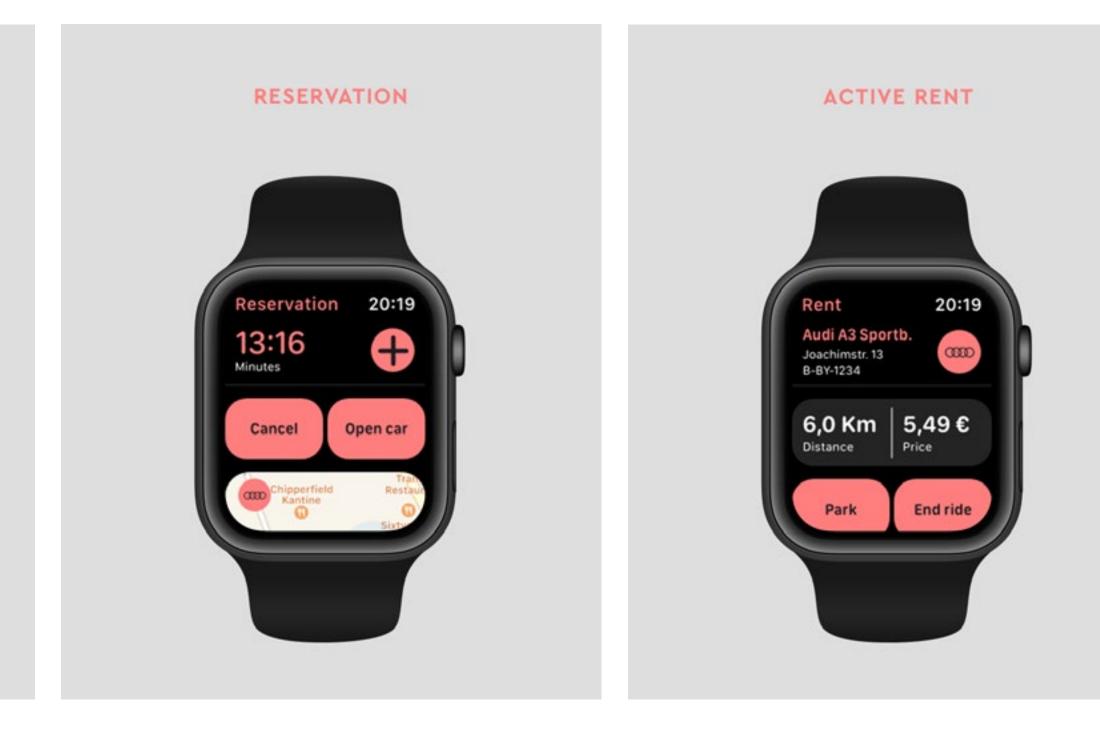
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#### 04. end of rent







#### **DIE BAHN**

# DB Navigator

#### **CATEGORY** Product-/ Service Design

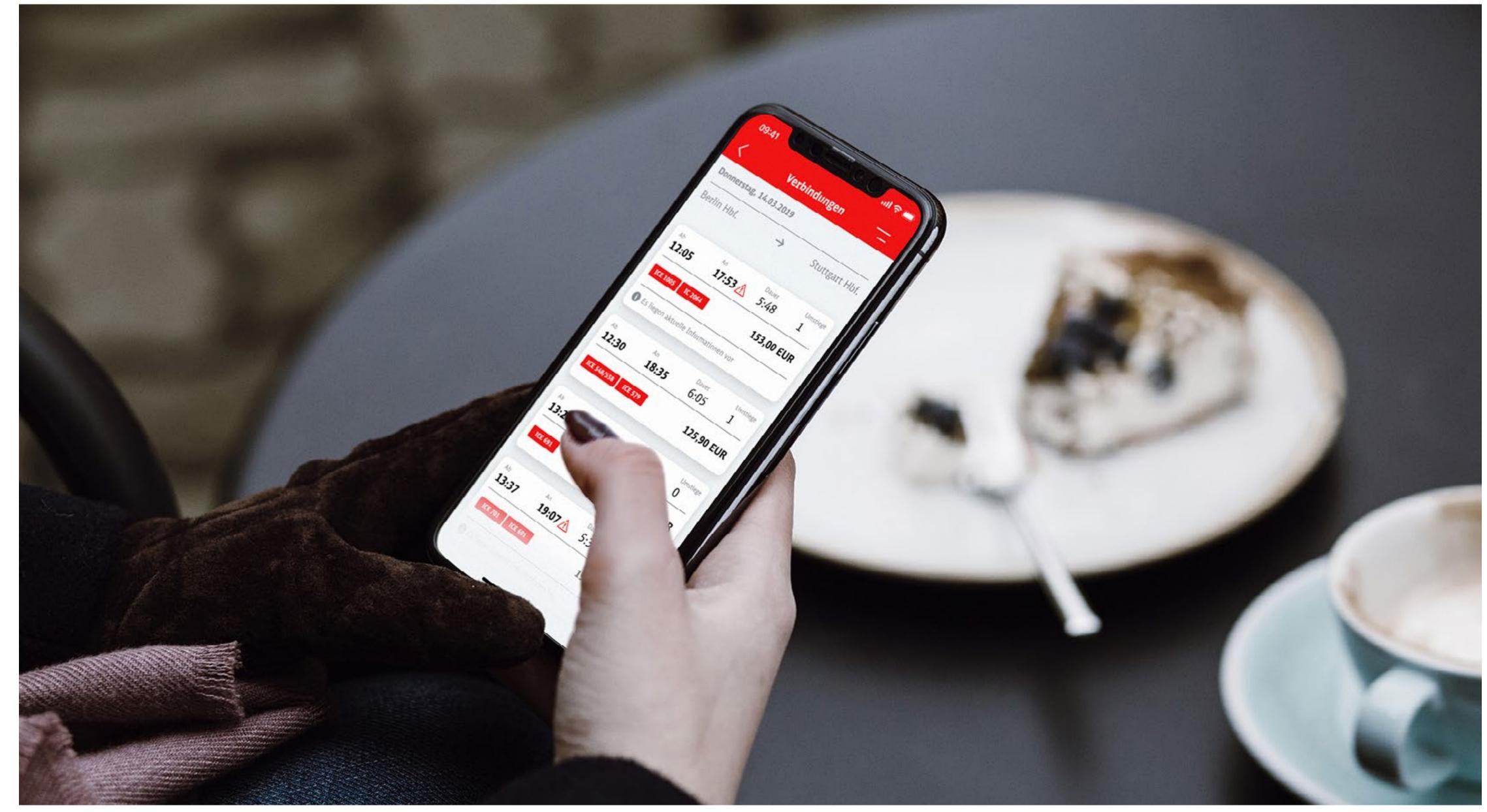
#### **CREDITS** Alexander Bachor

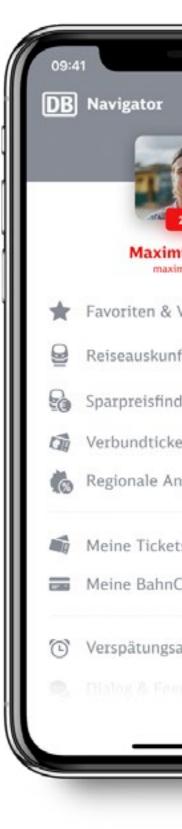
### **YEAR** 2019

#### DESCRIPTION

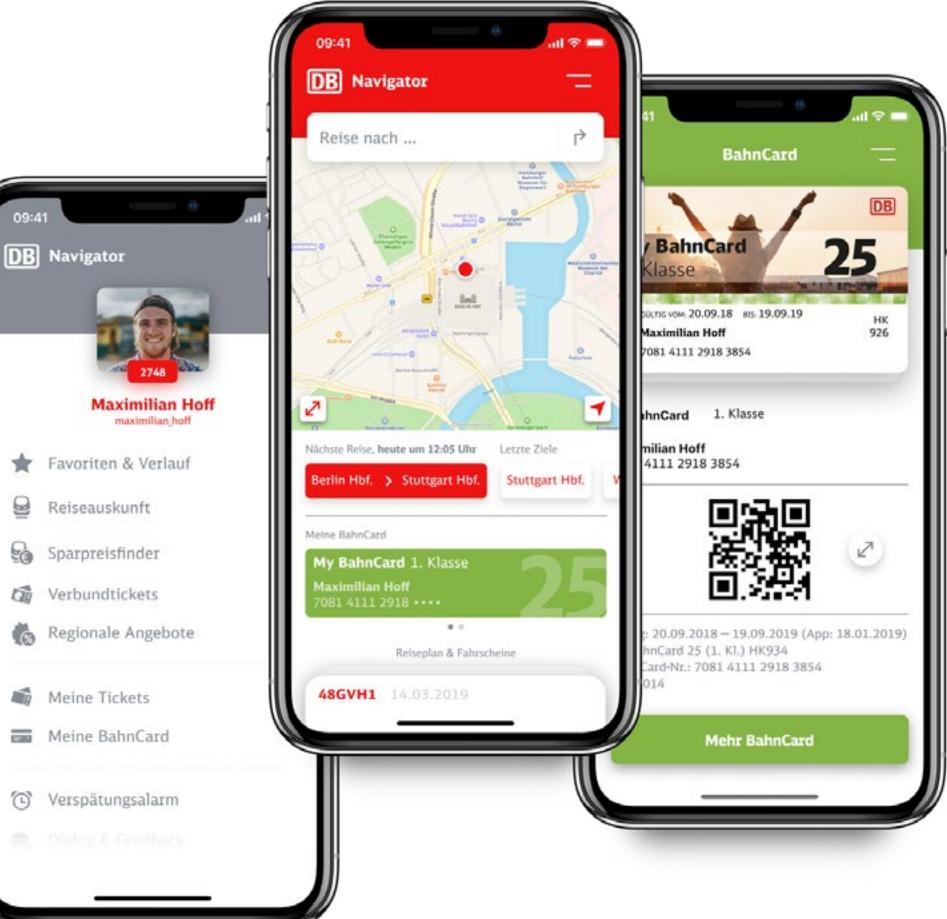
When I was a student, I regularly travelled between Berlin and my old home town Bielefeld by train and I often used the DB Navigator App. Technically, the app is a success, but from a creative and informative point of view it is not. The app seems a bit outdated. All contents of Deutsche Bahn website were implemented into the app without any consideration for usability. This makes the app too difficult to understand and confusing. I changed the design of the app and tried to merge entries and different options and to emphasize the main features of the app more.



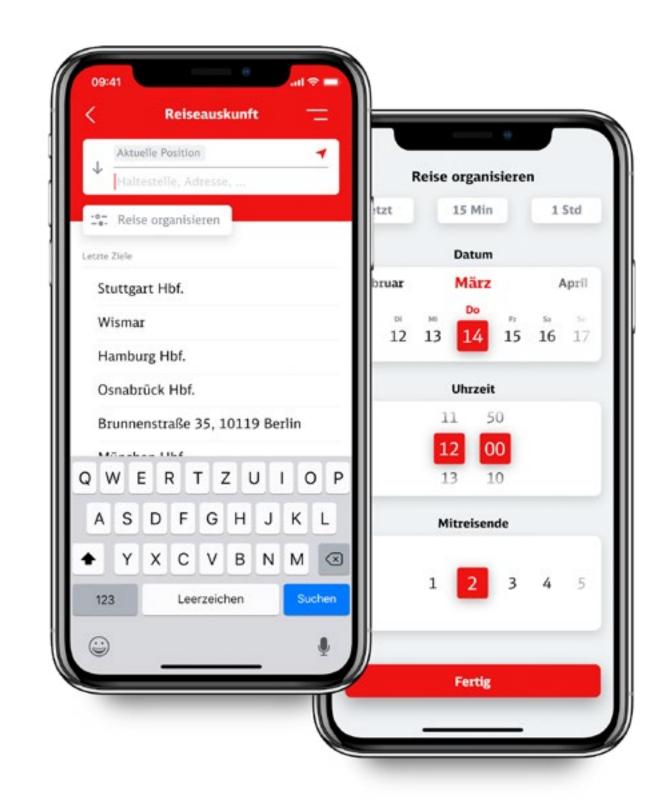




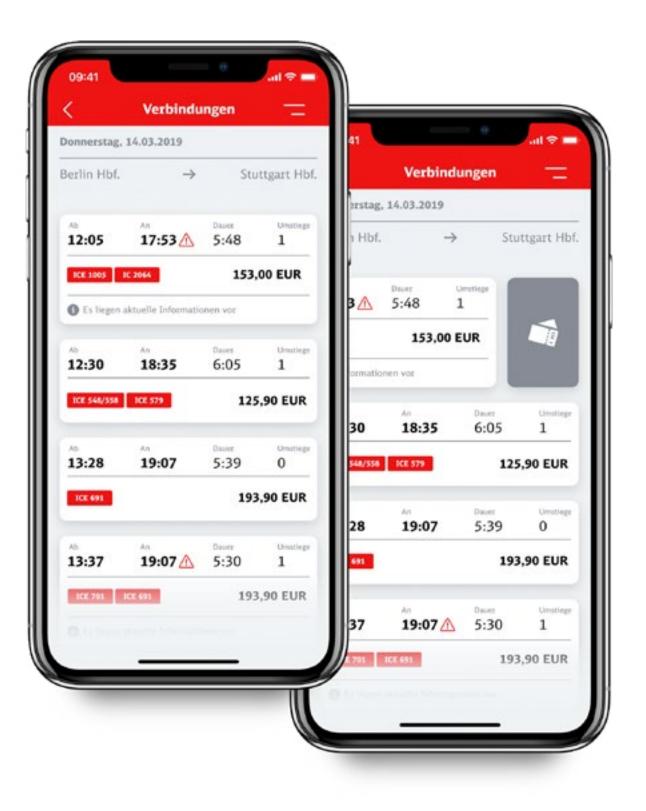




#### 01. SEARCH FOR CONNECTION

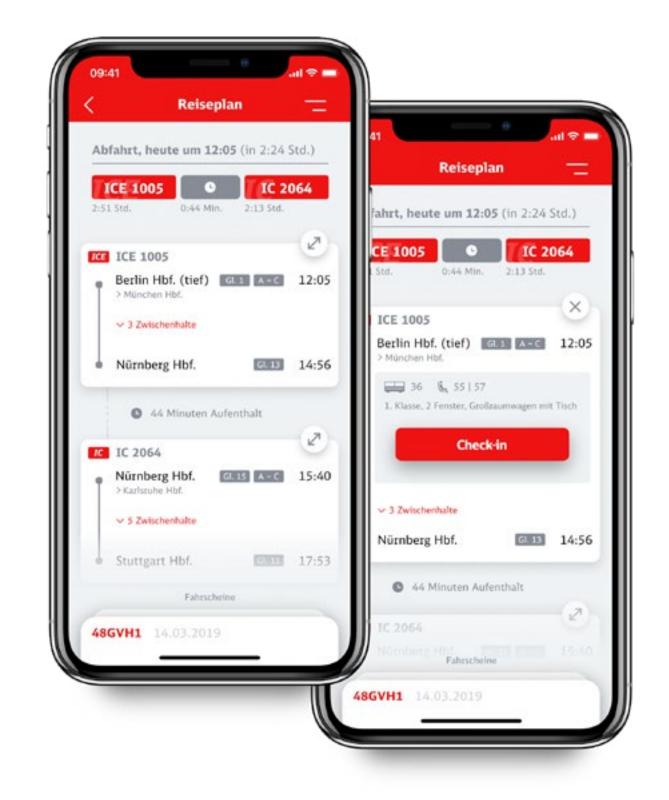


#### 02. CONNECTIONS OVERVIEW

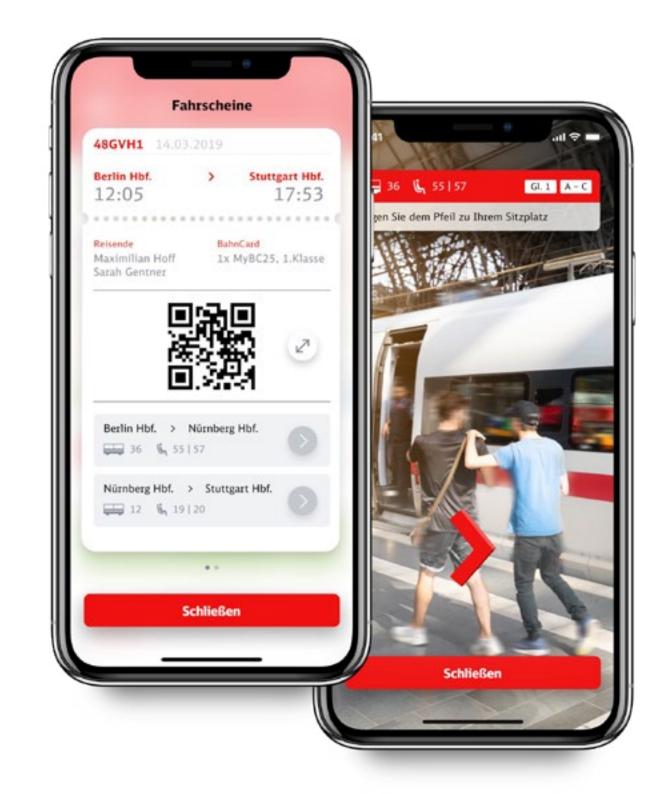


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#### 03. **TRAVEL PLAN**



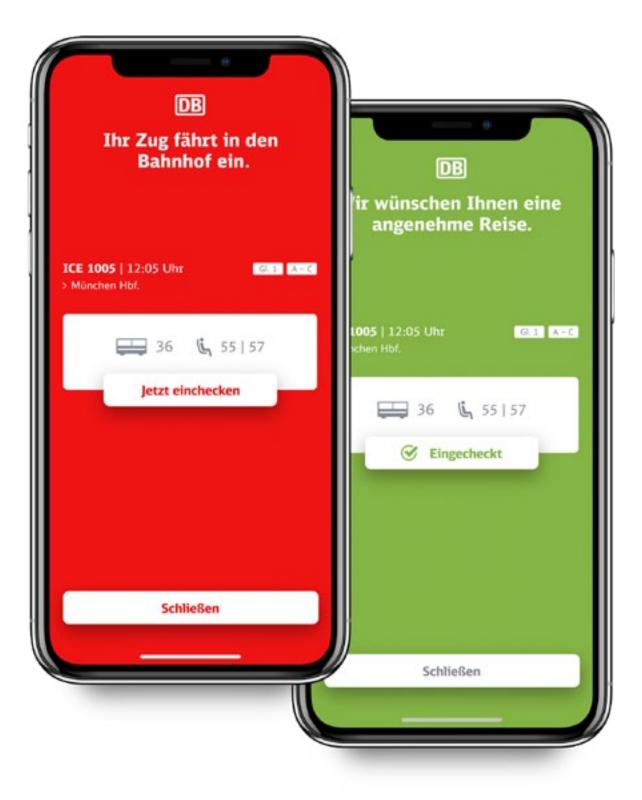
#### 04. TICKET AND SEAT FINDER (AR)

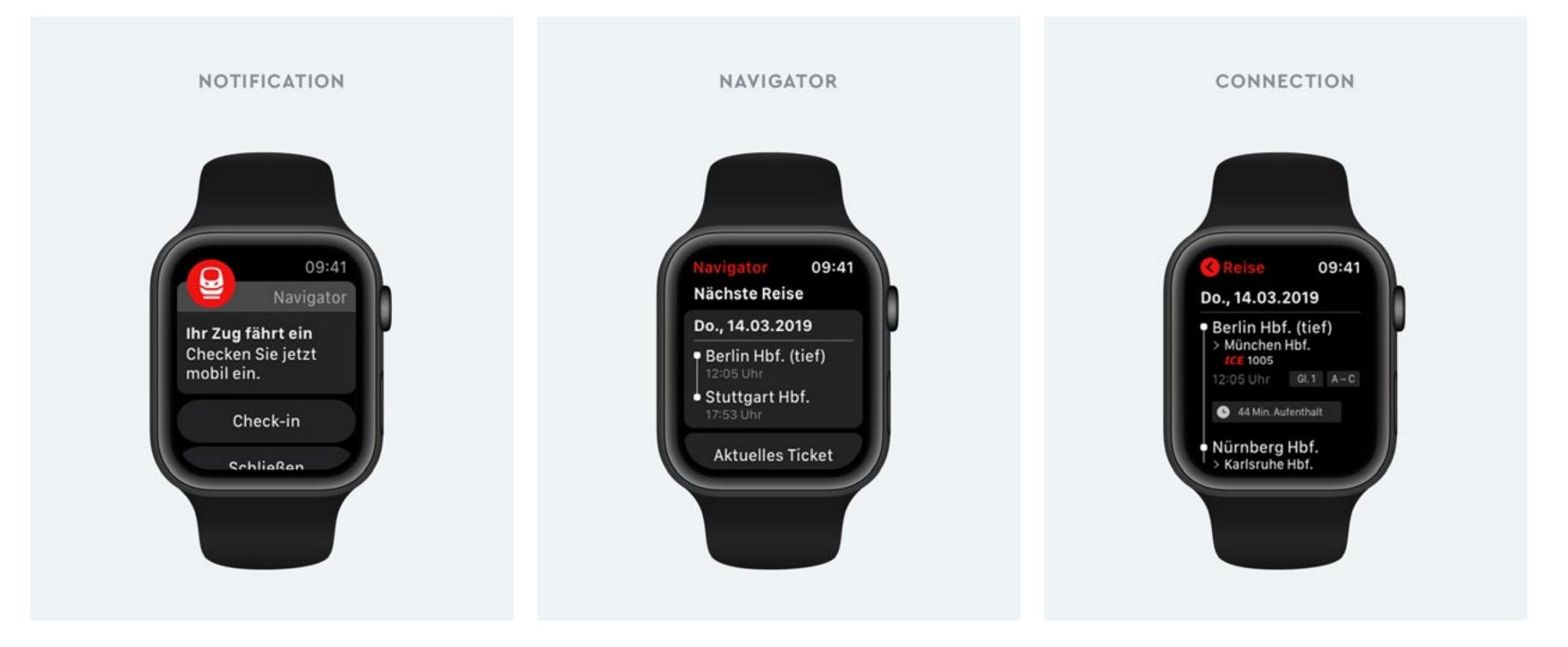


38



#### 05. comfort check-in





#### DHL

# Parcel App

#### **CATEGORY** Product-/ Service Design

#### **CREDITS** Alexander Bachor

### **YEAR** 2019

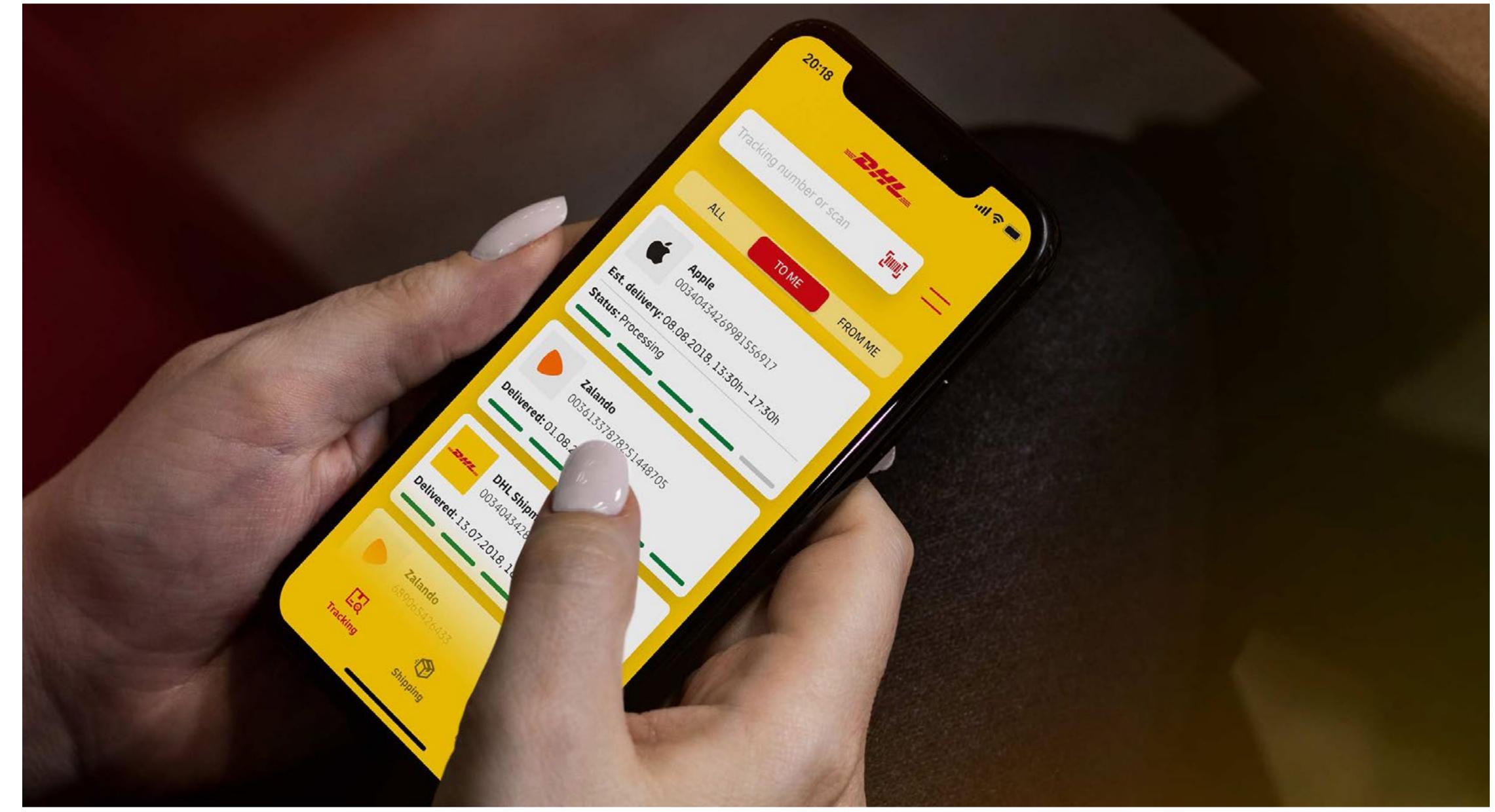
#### DESCRIPTION

DHL is known as one of the largest global player in delivery and transportation of goods and parcels. It is active in around 200 countries and delivers the huge amount of 1,502,000,000 parcels a year. It is a brand with thousands of touch points which work well in general. As online shopping and deliveries are growing, more and more people use tracking apps for their orders and shipments. So there is a reasonable importance of a well working tracking app. Technically, the DHL app works very well, but the user experience and design of the app are frustrating.

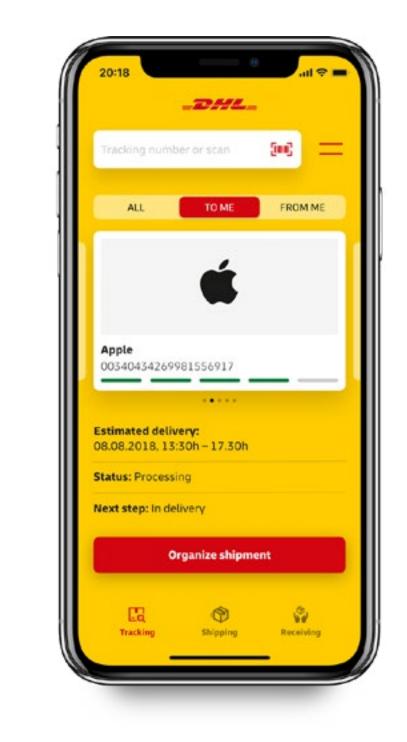
So I challenged the current app version to create a modern service design which represents the high claims of a global company like DHL. The Outcome is a minimal design which makes the use of the app more exciting and also more comfortable.



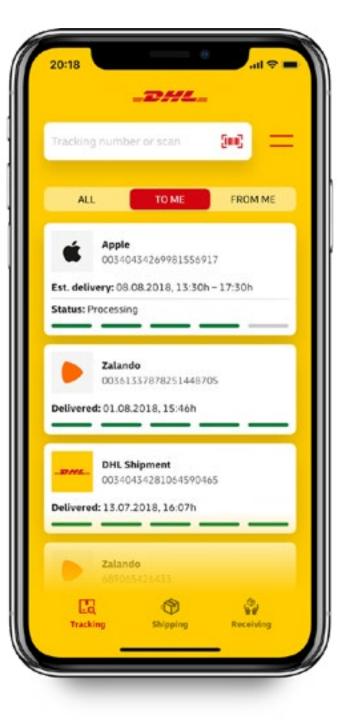
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#### 01. SHIPMENTS CARD VIEW



#### 02. SHIPMENTS LIST VIEW



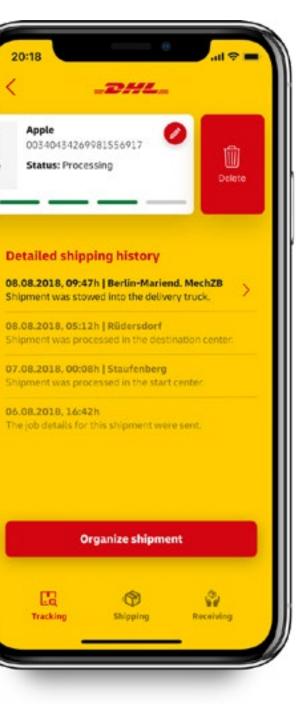




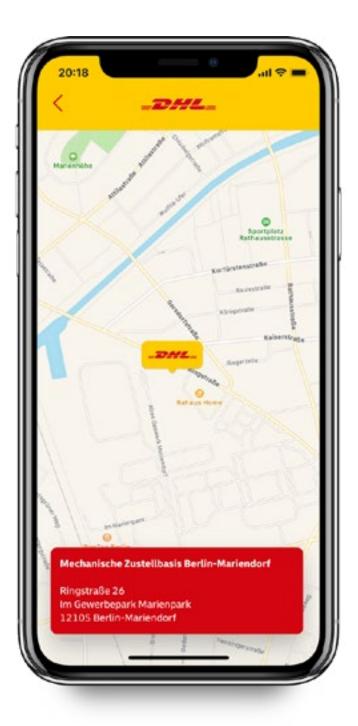
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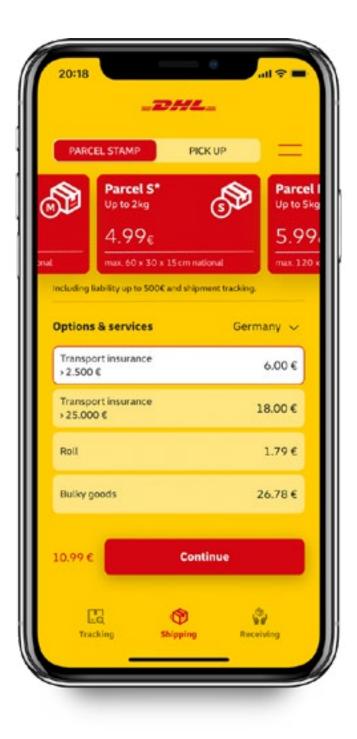
#### SHIPMENT DETAIL

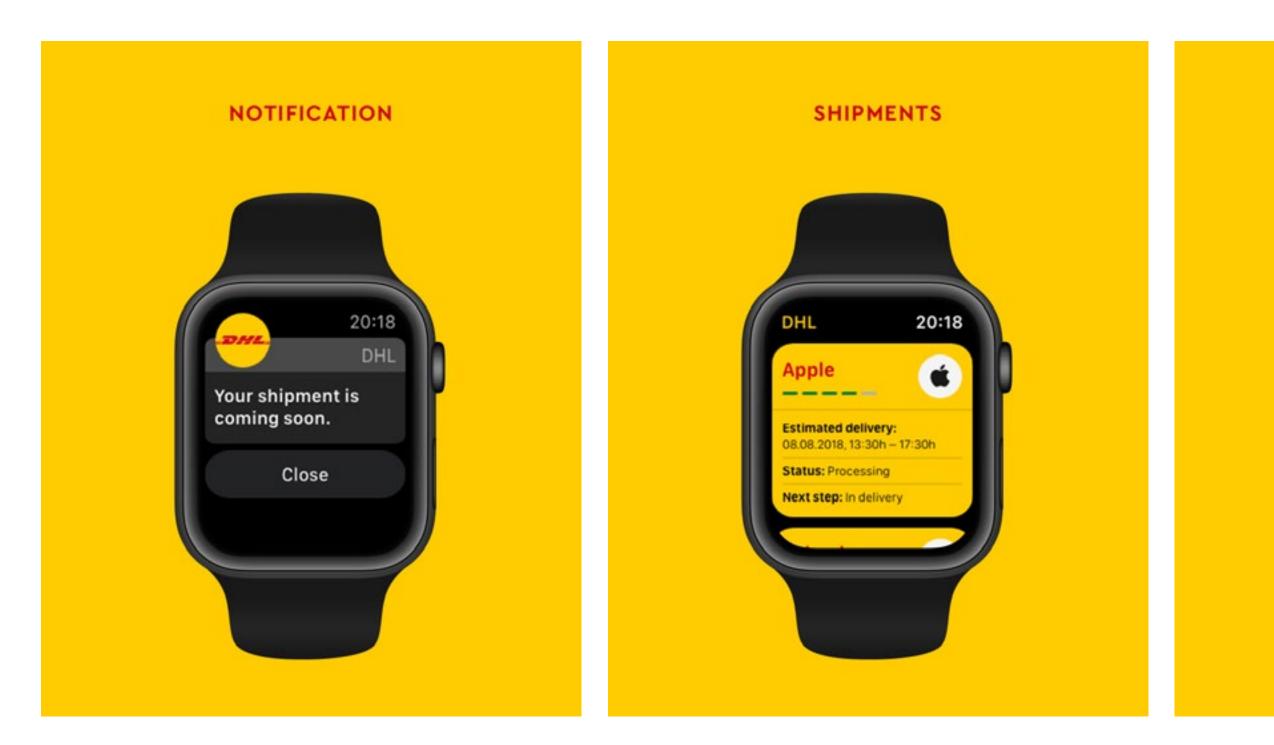


#### 04. SHIPMENT LOCATION



#### 05. SHIPPING STAMP PRODUCTS







#### **GET IN TOUCH**

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# Thank you!

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