



PORTFOLIO — 2020

Alexander Bachor

Product / Service Design · Branding · Art Direction

ABOUT ALEXANDER BACHOR

Introduction

ABOUT ME

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.

28

YEARS OLD

+5

YEARS OF EXPERIENCE

German

English

Danish

Spanish



TIMELINE

Curriculum vitae

OWL CONCEPTS — MINDEN

2011 + 2012

Internship, Art (á 4 weeks)

LEO-SYMPHER-BERUFSSKOLLEG — MINDEN

2010—2013

Diploma in Media & Print Production

DESIGN AKADEMIE BERLIN — BERLIN

2013—2016

Bachelor of Arts, Communication Design

MOTOR KOMMUNIKATION — BERLIN

2015

Internship, Art (6 months)

MOTOR KOMMUNIKATION — BERLIN

2016—now

Art Director


ACTIVE & PASSIVE

Clients I worked for


- Amnesty International
- BVR (Bundesverband Volksbanken Raiffeisenbanken)
- BOMBARDIER Transportation
- COMEDY CENTRAL
- CONDOR Versicherungen
- DKMS (Dt. Knochenmark 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

PASSION


Skills & Favorites




Product Design (UX / UI)



Branding (CI / CD)



Art Direction



Editorial Design

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

XD

Sketch

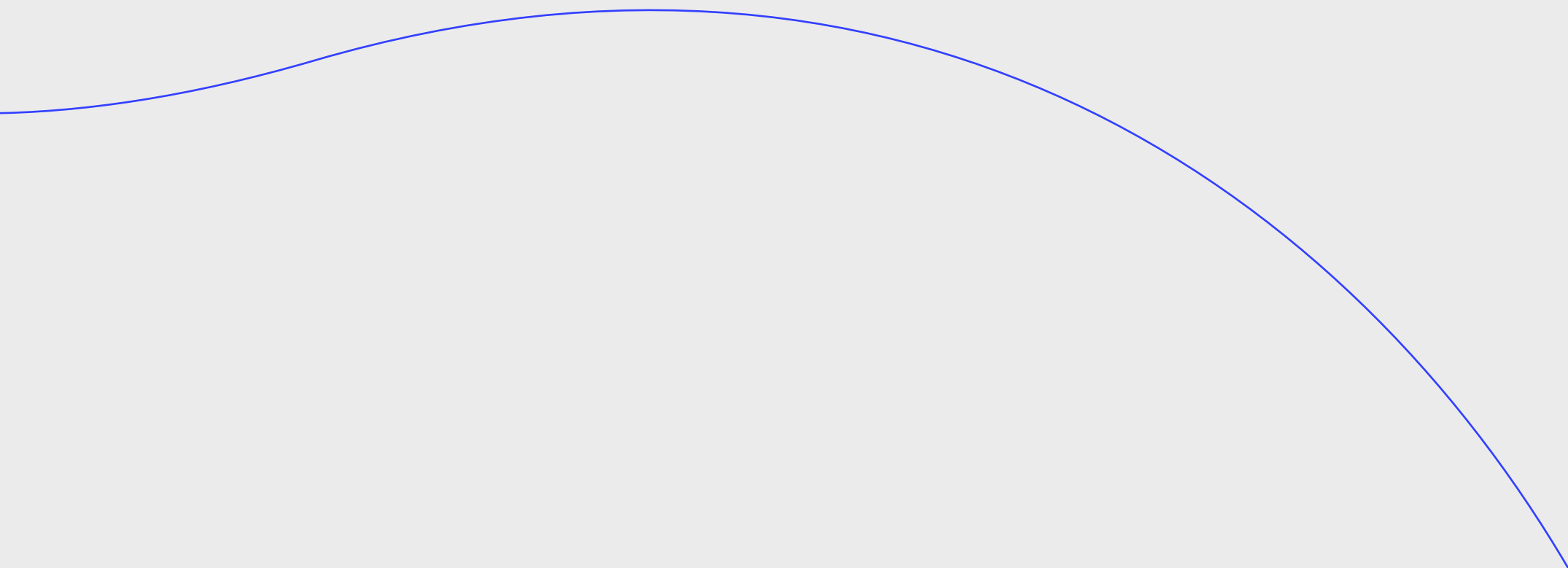
InVision Studio



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

YEAR

2017

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.



alexbachor.de/condor/kalender/2018 ↗

HAMBURG

Gestern und Heute

1875: Der erste Kaspischer A-B in der Fassade des Hafenumbaus zum öffentlichen
Industrie- und Lagerhaus auf der sogenannten Kaspischen Fassade erbaut worden.

2017: Die neue Elbphilharmonie wurde am 11. Januar eröffnet. Das Gebäude wurde auf der westlichen
Spitze der Elbwerft Gashook unter Erhaltung der Fassade des Hafenumbaus erbaut.



CONDOR VERSICHERUNGEN

CONTEXT Magazin

CATEGORY

Editorial

CREDITS

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

YEAR

2018

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.

alexbachor.de/condor/context ↗



CONTEXT

Perspektivwechsel

DAS GESCHÄFT MIT LEBENSVERSICHERUNGEN HAT SICH VERÄNDERT.
WORAUF ES JETZT ANKOMMT.

Neue Argumente

Warum Lebensversicherungen
gerade jetzt sinnvoll sind.

Neuer Fokus

Was für Makler künftig
besonders wichtig ist.

Neuer Vorstand bei R+V

Ein Ausblick für
die Condor Leben.



[illegible][illegible]

Unternehmenskennzahlen 2015 - 2017 in %

	Breunert	Alfaro	Die Leinwand	Alfa	Conti	Cometstar	MS	IT 101	Reinhardt	IT 100 (Lohn 8)	Neptun	Seis Inc	Volvo Rent	W&M
Finanzkennzahlen	2017 106,9%	114,9%	177,02	111,97	176,11	140,03	94,79	119,73	117,27	126,31	110,61	116,79	112,76	100,09
	2016 100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%
	2015 101,12	171,17	194,95	104,99	107,04	110,08	104,02	179,11	112,01	102,09	107,04	179,19	111,12	102,12
Bilanzkennzahlen	2017 6,17	8,12	1,68	1,16	1,04	1,08	11,07	1,77	1,88	12,05	8,12	4,46	1,18	4,05
	2016 6,61	9,02	1,62	1,21	1,39	1,11	6,71	6,61	8,61	1,26	9,16	4,21	1,04	4,97
	2015 6,77	8,77	1,88	2,04	1,61	6,78	1,04	9,76	6,76	6,79	6,76	2,11	6,09	2,62
Liquide Cash unternehmungen	2017 112	6,19	1,68	4,39	1,16	2,67	2,75	1,15	2,97	1,99	1,16	1,64	1,19	1,25
	2016 1,16	1,16	2,77	2,95	1,68	1,16	1,08	1,68	2,74	1,65	1,63	4,68	1,04	4,97
	2015 1,62	1,99	2,19	1,68	1,61	1,68	1,79	1,71	1,15	1,77	1,99	4,68	1,76	1,79
Das W&M 100 ist die Unternehmenskennzahl	2017 2,89	4,69	1,76	2,62	2,96	1,12	1,12	1,09	1,17	2,83	1,96	1,16	1,76	1,68
	2016 1,61	6,19	1,19	1,08	1,17	1,16	1,67	1,12	1,16	1,19	1,17	1,11	2,94	1,68
	2015 2,96	6,18	1,17	1,11	1,16	1,61	1,11	1,19	1,61	1,18	1,17	1,19	1,12	1,68
Stammes Unternehmenskennzahl	2017 4,18	1,64	1,19	1,19	1,12	4,19	4,19	1,19	4,17	1,12	1,16	4,11	1,11	1,11
	2016 6,12	1,62	8,19	1,12	4,08	6,76	6,76	1,19	6,17	1,12	1,16	4,11	1,11	1,11
	2015 6,79	1,77	1,16	1,14	1,12	4,17	4,14	4,14	4,14	1,19	1,12	4,11	1,11	1,11
Wettbewerbskennzahlen	2017 6,12	6,18	1,68	1,16	4,17	6,71	1,17	6,16	6,12	6,16	6,16	6,16	6,16	6,16
	2016 6,76	6,11	4,19	1,16	4,19	4,19	6,16	4,12	1,16	4,19	4,12	4,11	1,16	1,16
	2015 6,79	6,19	6,16	1,16	4,17	1,19	2,67	4,12	6,16	1,19	4,11	6,16	6,16	6,16
Wettbewerbskennzahlen	2017 2,19	6,16	1,19	1,16	2,67	2,19	1,16	2,19	1,19	1,19	1,19	1,19	1,19	1,19
	2016 2,16	1,16	1,16	1,16	2,19	2,19	1,16	2,16	1,19	1,16	1,19	1,19	1,19	1,19
	2015 2,16	1,16	1,12	1,16	2,19	2,16	1,19	2,19	1,16	1,16	1,19	1,16	1,19	1,19

Bei diesen Kennzahlen handelt es sich um die Kennzahlen der Unternehmen, die in der Tabelle aufgeführt sind. Die Kennzahlen sind in der Tabelle aufgeführt. Die Kennzahlen sind in der Tabelle aufgeführt.

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.

alexbachor.de/wilhelm ↗



WILHELM

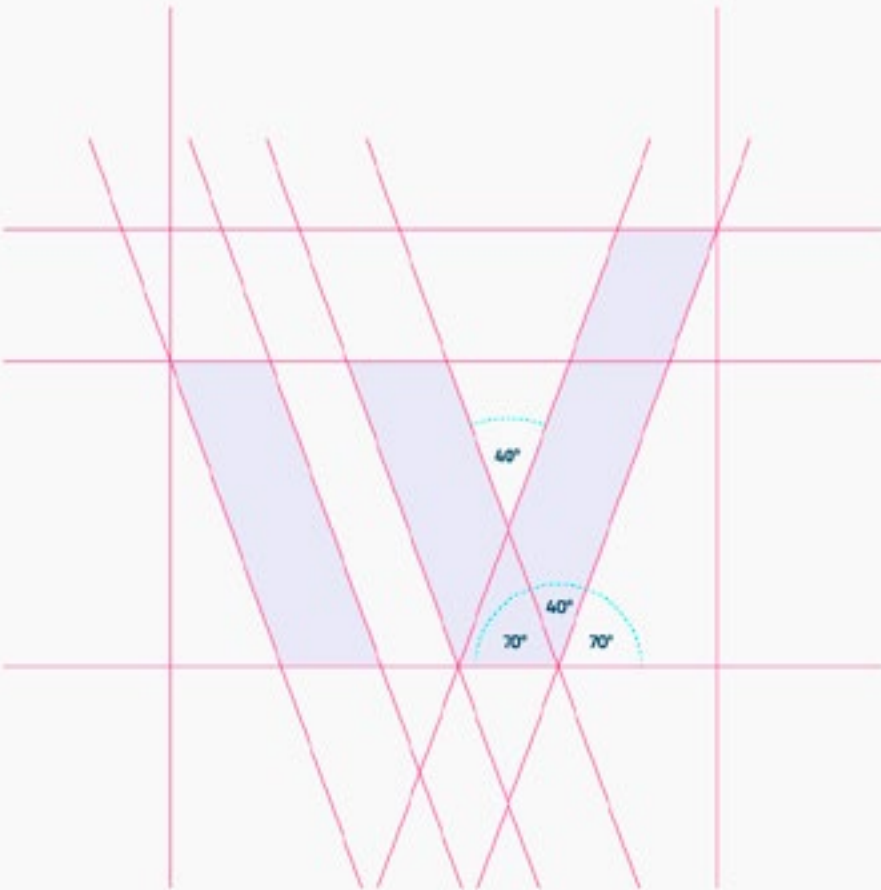
DER SMARTE VERSICHERUNGSSPEZIALIST

 Genossenschaftliche FinanzGruppe
Volksbanken Raiffeisenbanken

Vermaßung | Logo mit Deskriptor



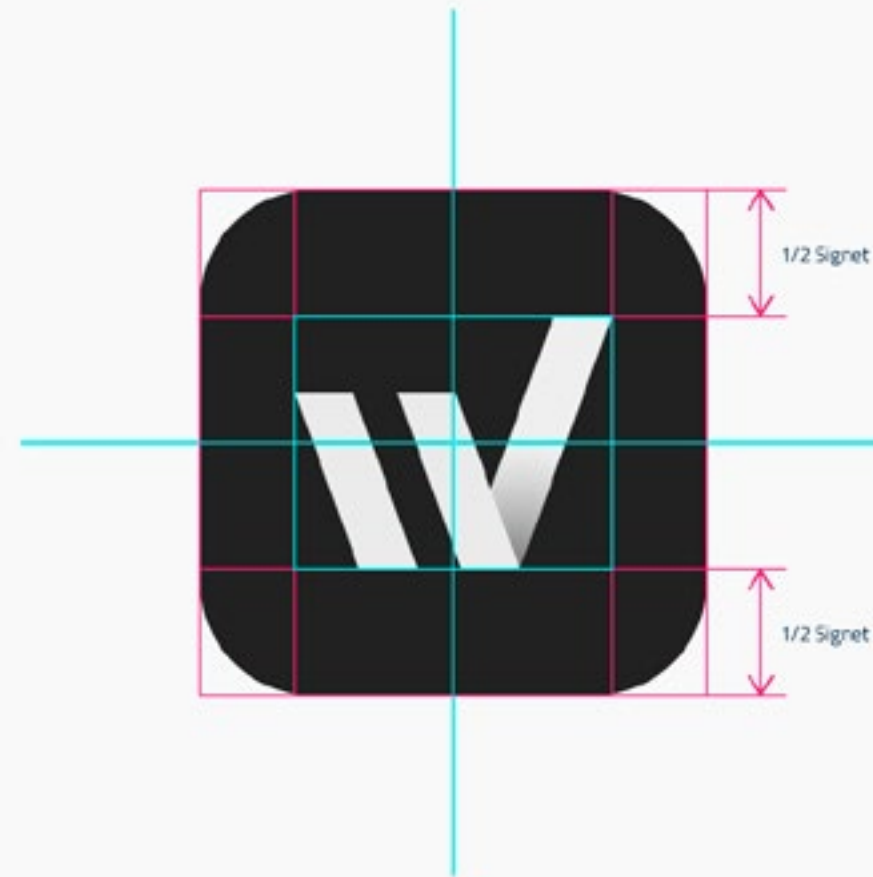
Signet



Vermaßung | Logo mit Deskriptor und Logo FinanzGruppe



App Icon Konstruktion






App Icon






Farben

Primary Brand Colors

Orange	Dunkelblau	Hover Blau
		
#ff4614	#003154	#003e6b
R 255 C 0 G 70 M 82 B 20 Y 99 K 0	R 0 C 100 G 49 M 60 B 84 Y 13 K 60	R 0 C 100 G 62 M 58 B 107 Y 9 K 44



Secondary Colors

Blaugrau	Hellgrau	Weiß
		
#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 0 G 255 M 0 B 255 Y 0 K 0

Functional Colors

Violett	Himbeere	Gelb
		
#7652e3	#ad2e65	#fac16c
R 118 C 70 G 82 M 79 B 227 Y 0 K 0	R 173 C 4 G 46 M 91 B 101 Y 24 K 14	R 250 C 0 G 193 M 32 B 108 Y 68 K 0

CTA Colors

Orange	Hover Orange
	
#ff4614	#ff6e14
R 255 C 0 G 70 M 82 B 20 Y 99 K 0	R 255 C 0 G 110 M 72 B 20 Y 100 K 0

Schrift

TITELÜBERSCHRIFT IN VERSAL

ZWEIZEILIGE HEADLINE
IN EXTRALIGHT.

Text-/ Zwischenüberschrift in Bold

Fließtext in Regular lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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TITILLIUM WEB BOLD

Aa

TITILLIUM WEB REGULAR

Aa

TITILLIUM WEB SEMIBOLD

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 ↗





CLUB COMPARISONS

20

45



FC VIKTORIA
1889 BERLIN

WIE BAYERN.
NUR IN EINER
ANDEREN LIGA.

Aber immerhin dreimaliger Deutscher Meister.

WILLKOMMEN IM
ZWEITBESTEN
VEREIN DER WELT



FC VIKTORIA
1889 BERLIN

WIE DER BVB.
NUR LEISER.

Keine 80.000, aber auch Fans aus vollster Überzeugung.

WILLKOMMEN IM
ZWEITBESTEN
VEREIN DER WELT



FC VIKTORIA
1889 BERLIN

WIE FRANKFURT.
NUR NICHT
SO VIELE
AUSWÄRTSFANS.

Wovon wir genauso viel haben: Eintracht.

WILLKOMMEN IM
ZWEITBESTEN
VEREIN DER WELT



FC VIKTORIA
1889 BERLIN

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

22

45

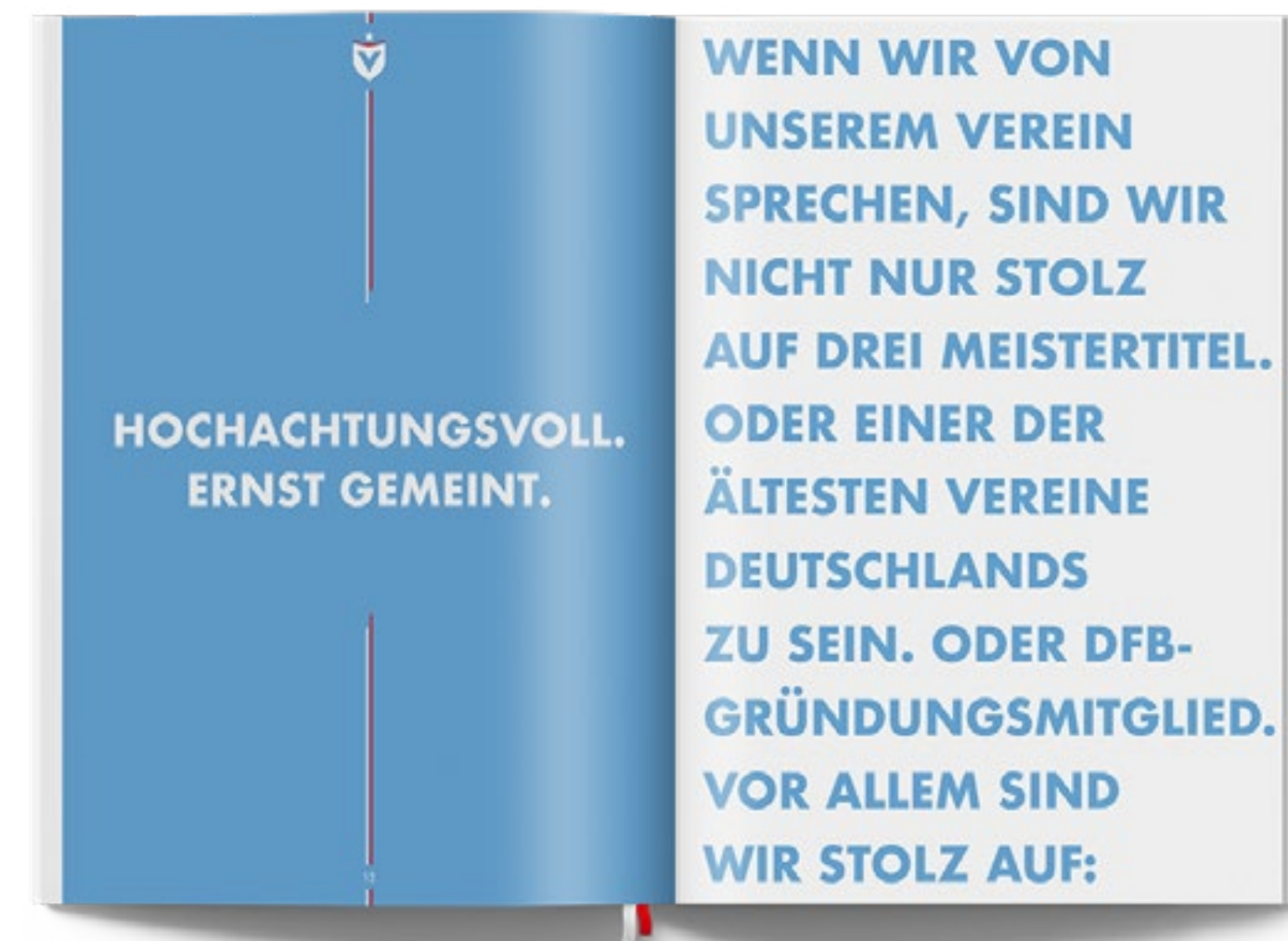
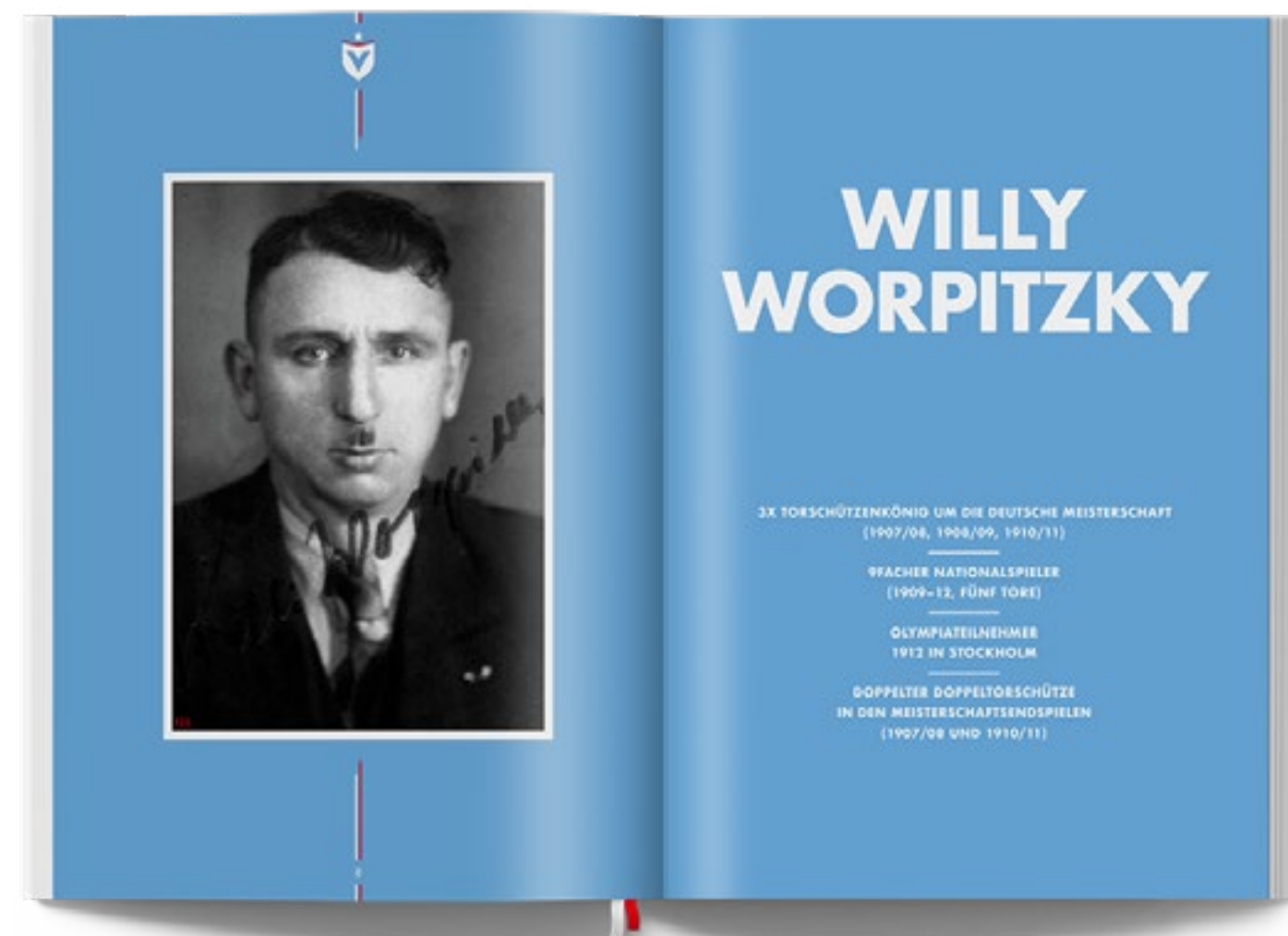


MANIFEST (EXCERPT)



23

45



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 ↗



IHR PLUS: SCHUTZ VOR DIGITALEN EINBLICKEN.

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



IHR PLUS: SCHUTZ VOR DIGITALEN EINBLICKEN.

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

IHR PLUS: SCHUTZ VOR DIGITALEN EINBLICKEN.

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

IHR PLUS: SCHUTZ VOR DIGITALEN EINBLICKEN.

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

#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 ↗



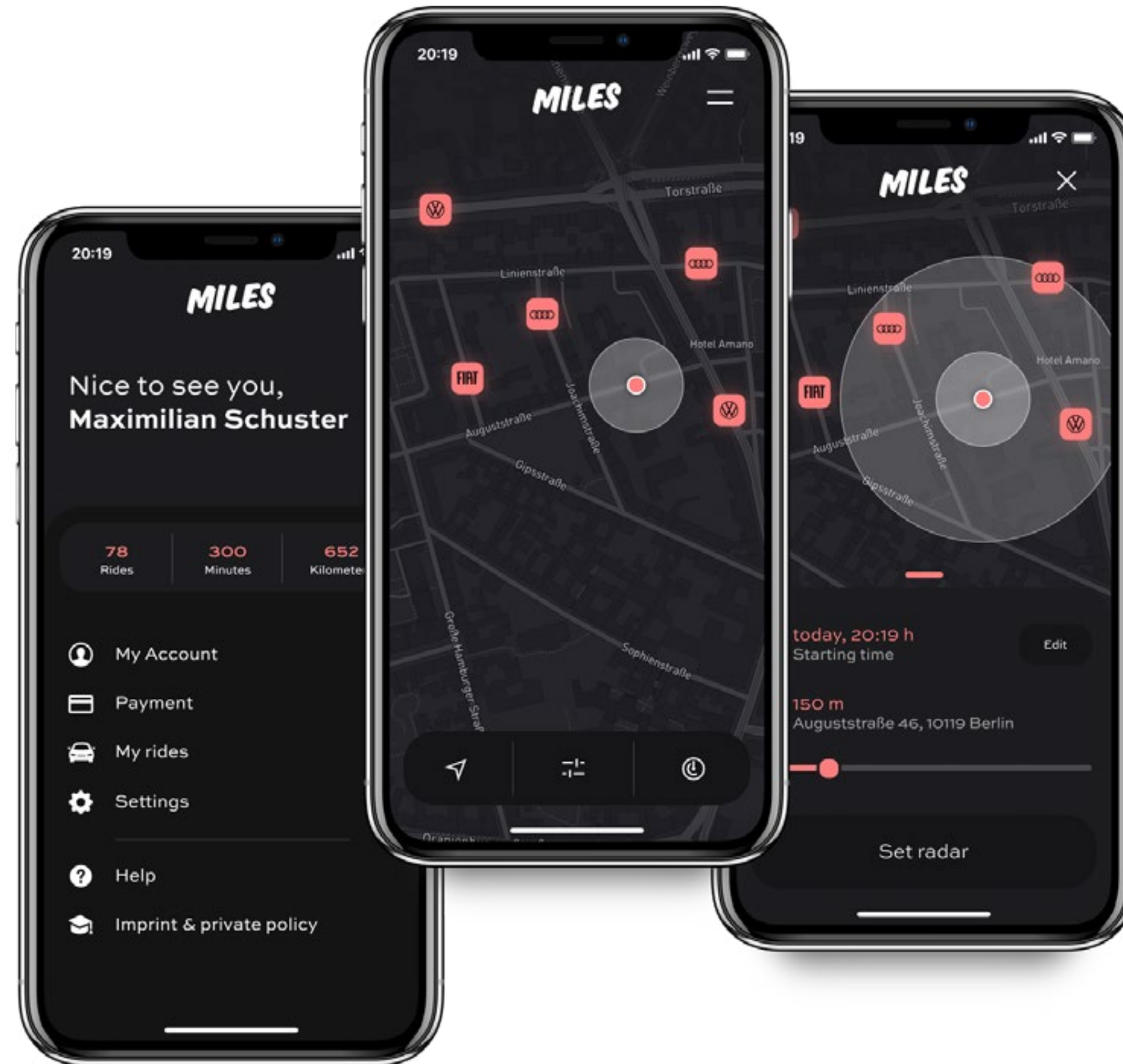


30

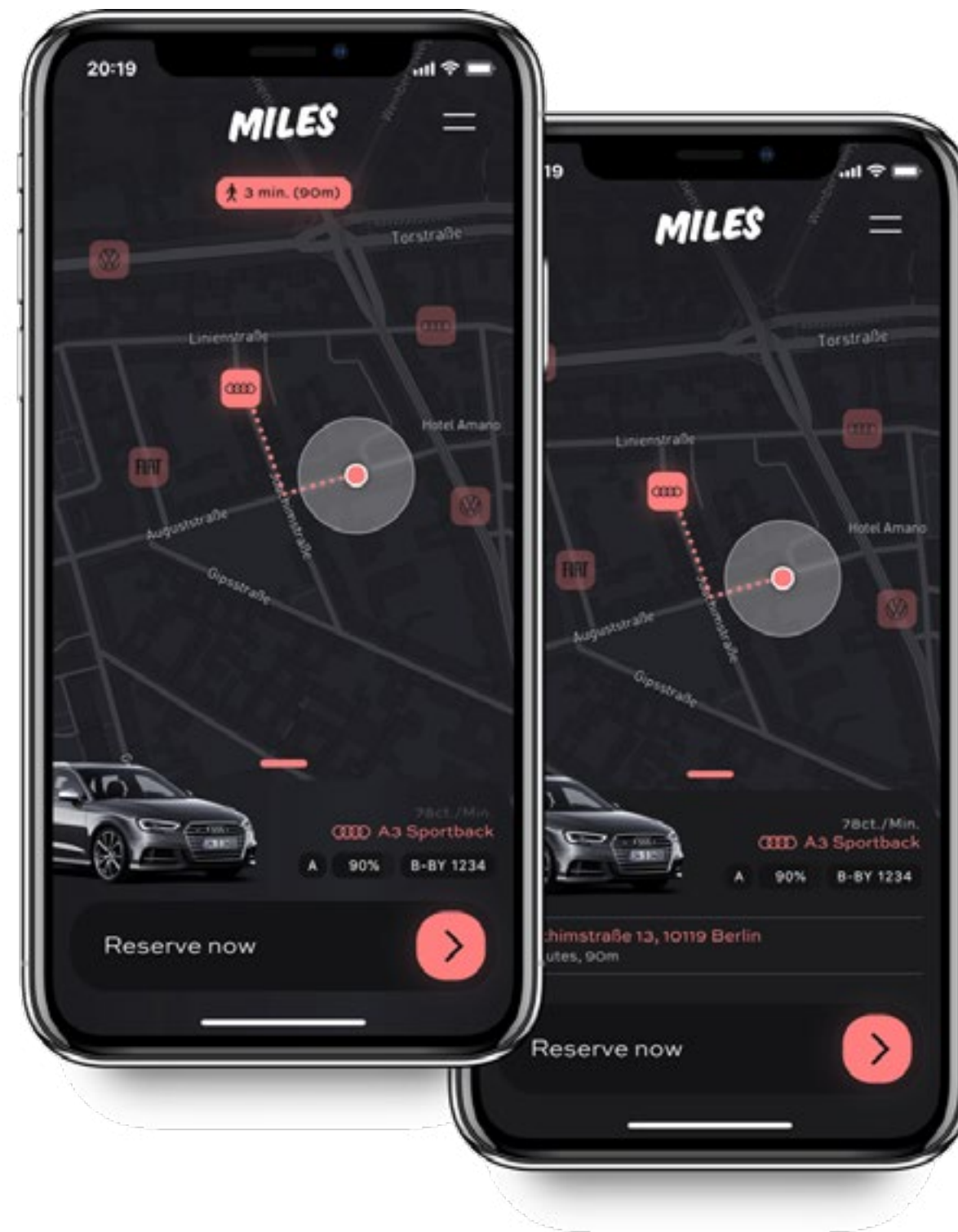


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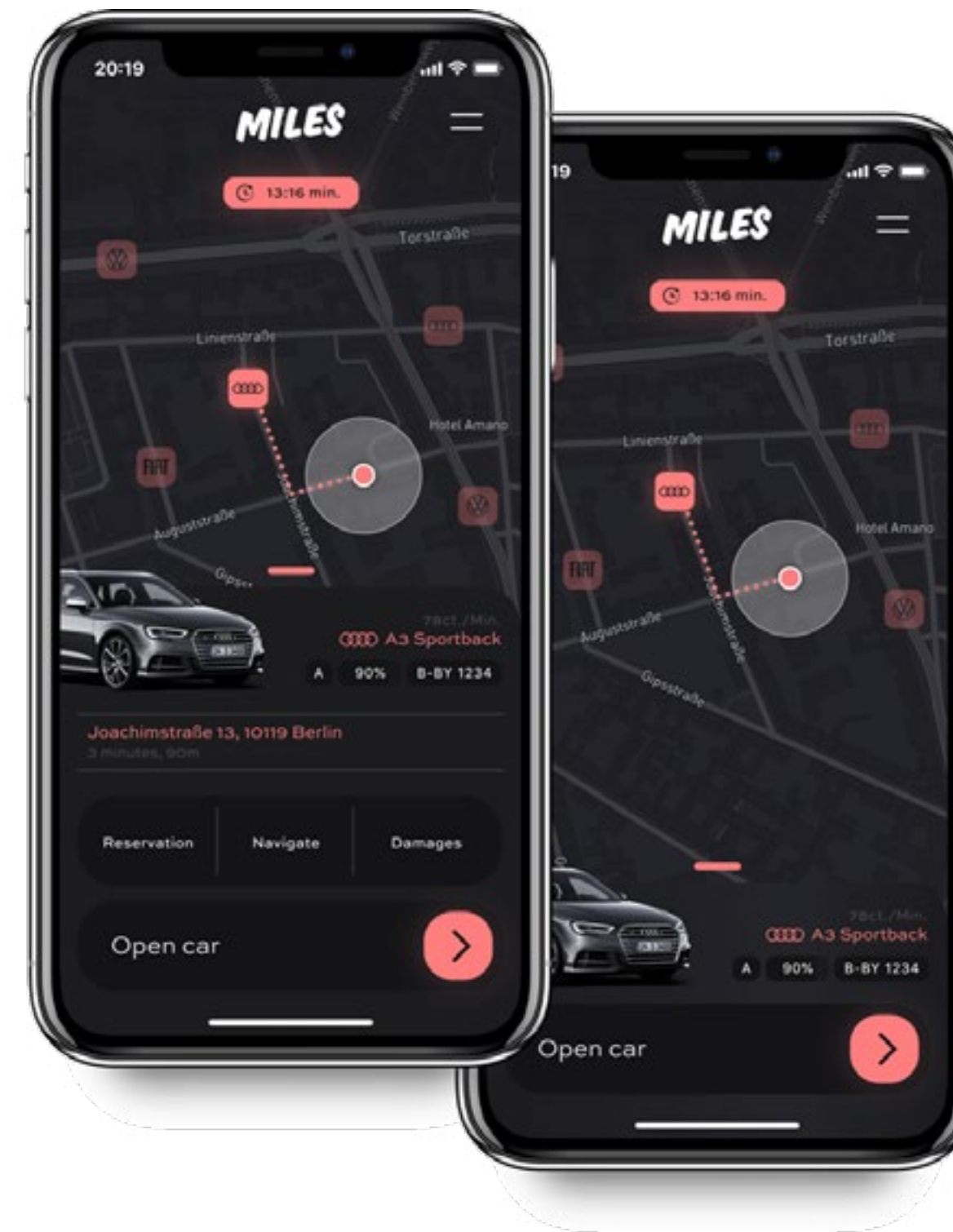
MILES



01.
CAR SELECTION



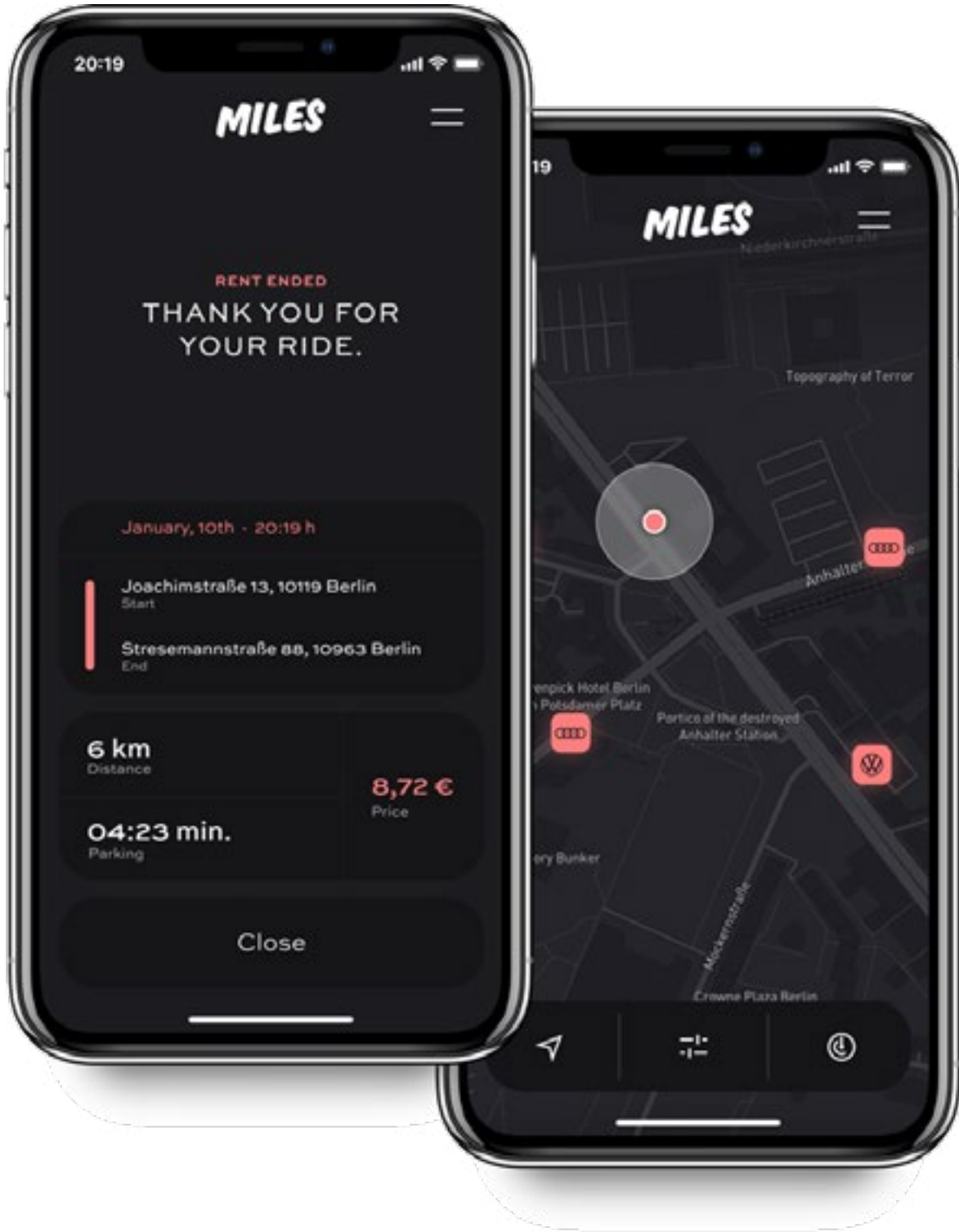
02.
RESERVATION



03.
ACTIVE RENT



04.
END OF RENT



CAR SELECTION



CAR DETAIL



RESERVATION



ACTIVE RENT



DIE BAHN

DB Navigator

CATEGORY

Product-/ Service Design

CREDITS

Alexander Bachor

YEAR

2019

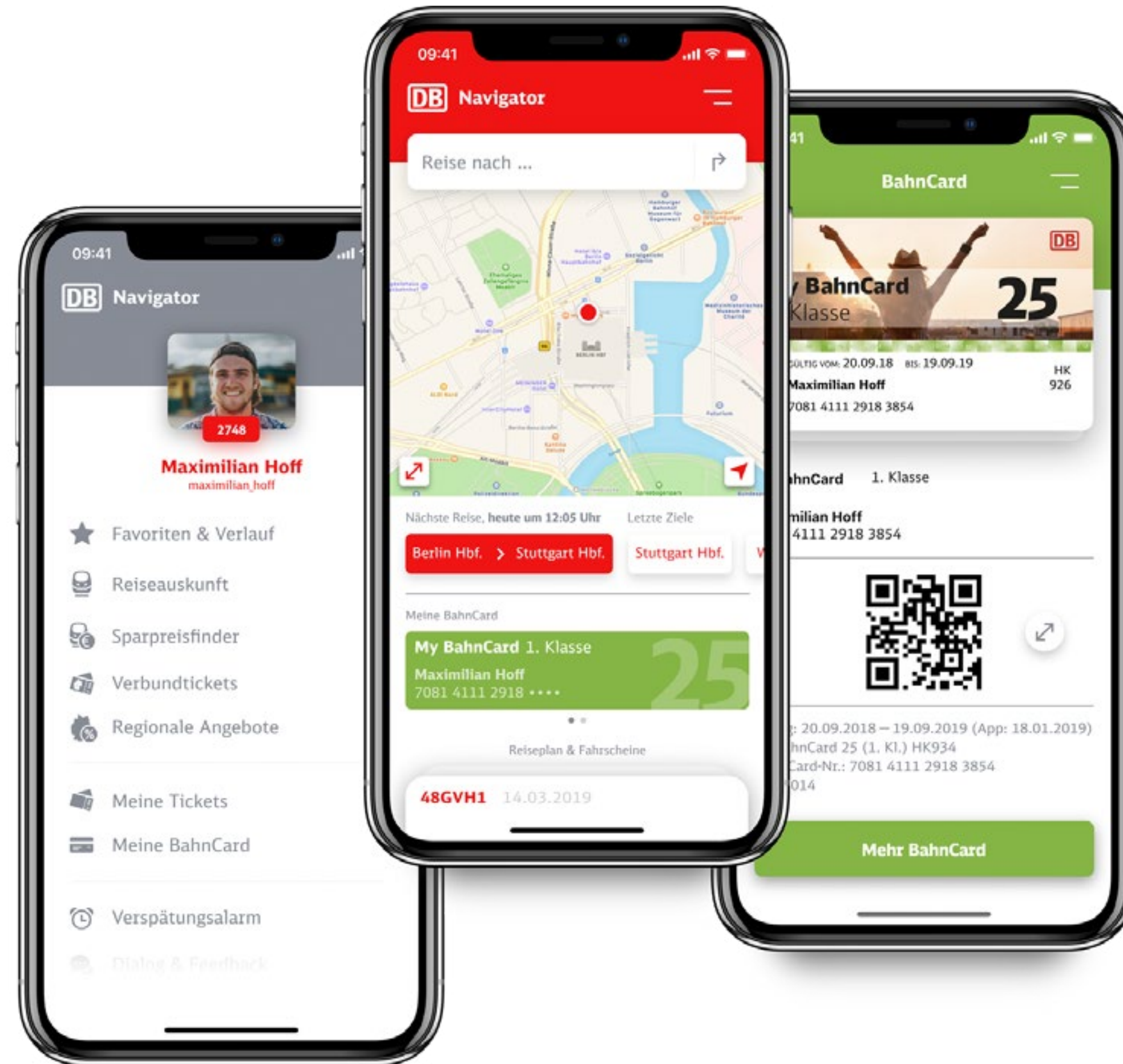
DESCRIPTION

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.

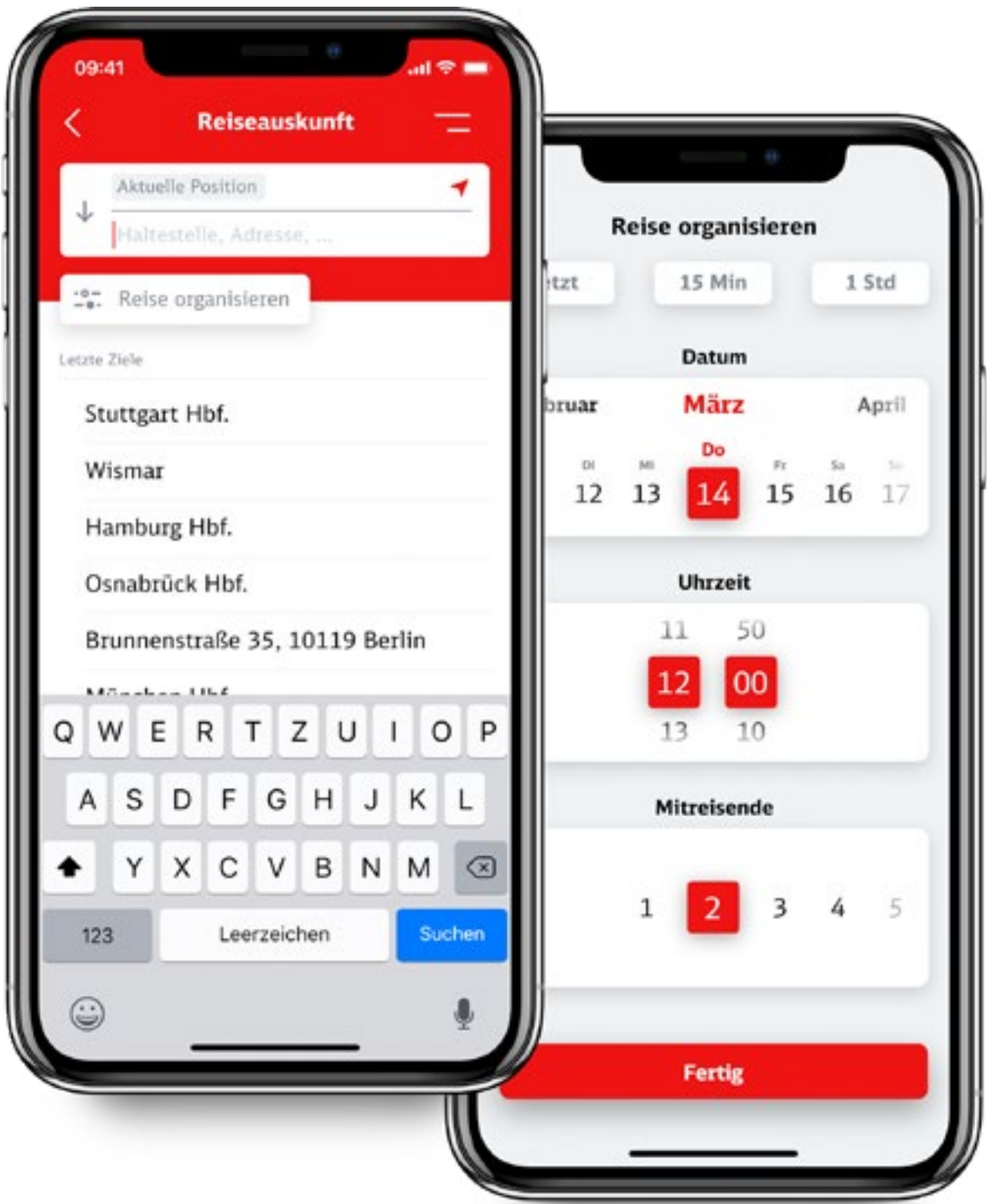
alexbachor.de/die-bahn ↗



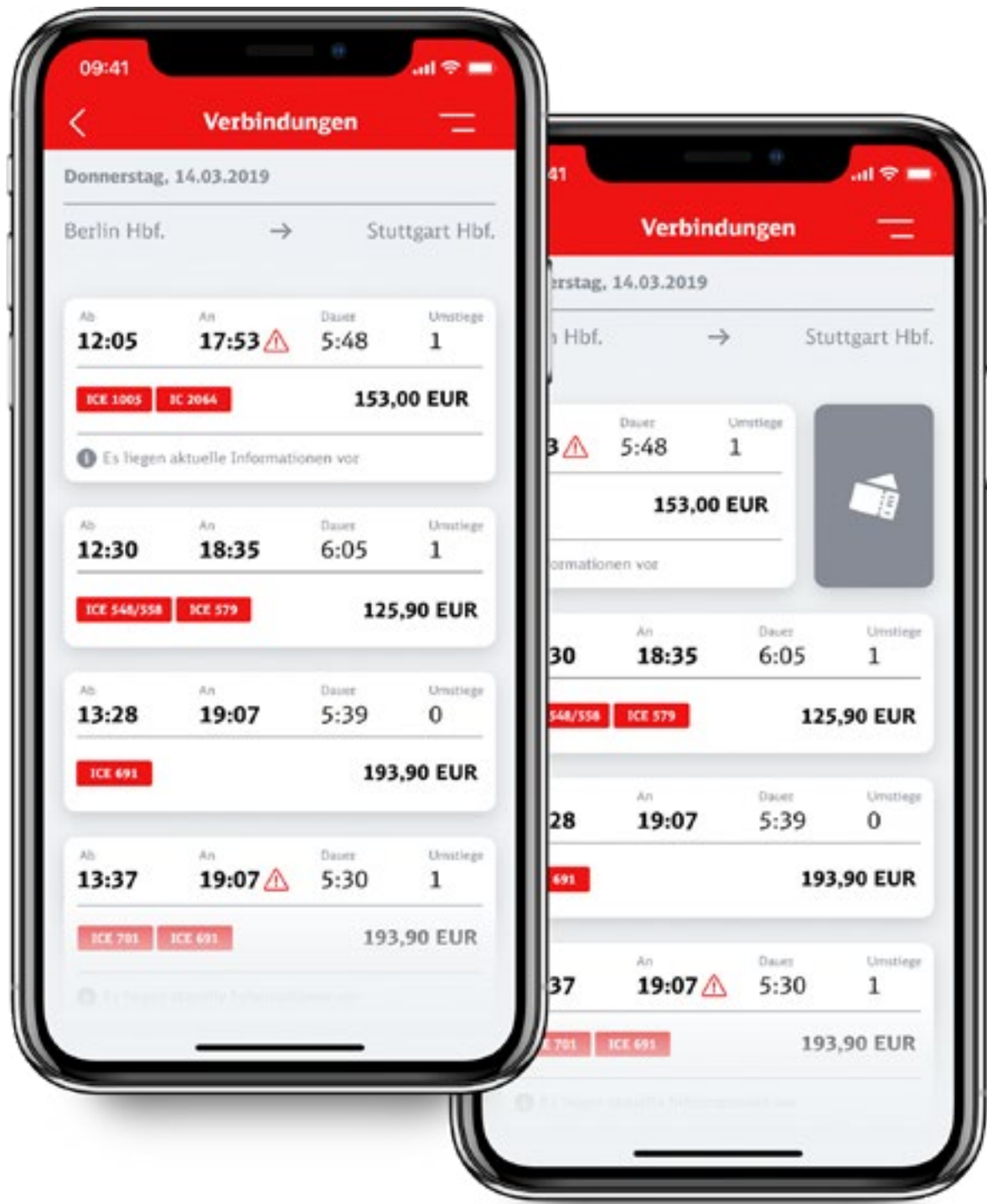




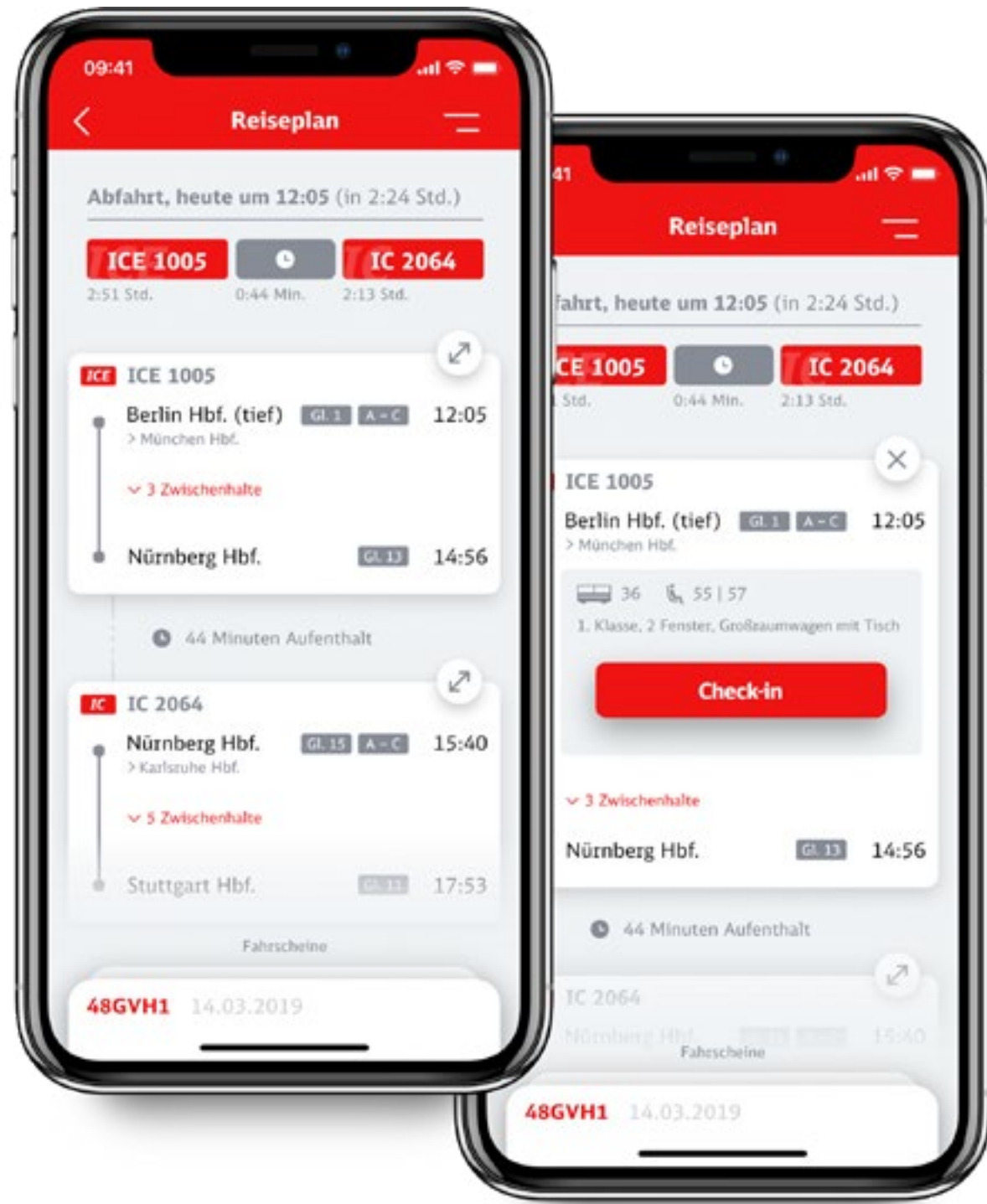
01.
SEARCH FOR CONNECTION



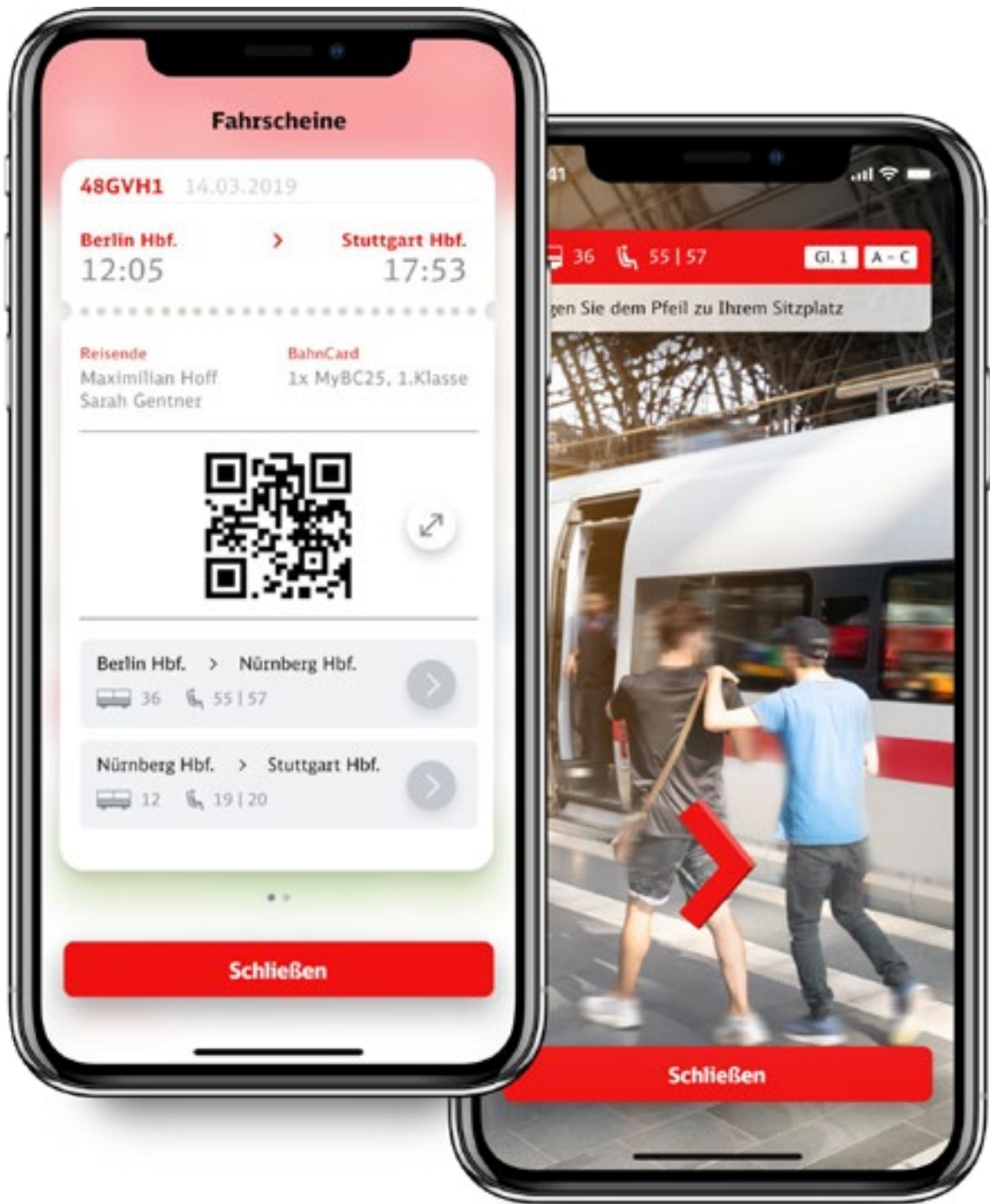
02.
CONNECTIONS OVERVIEW



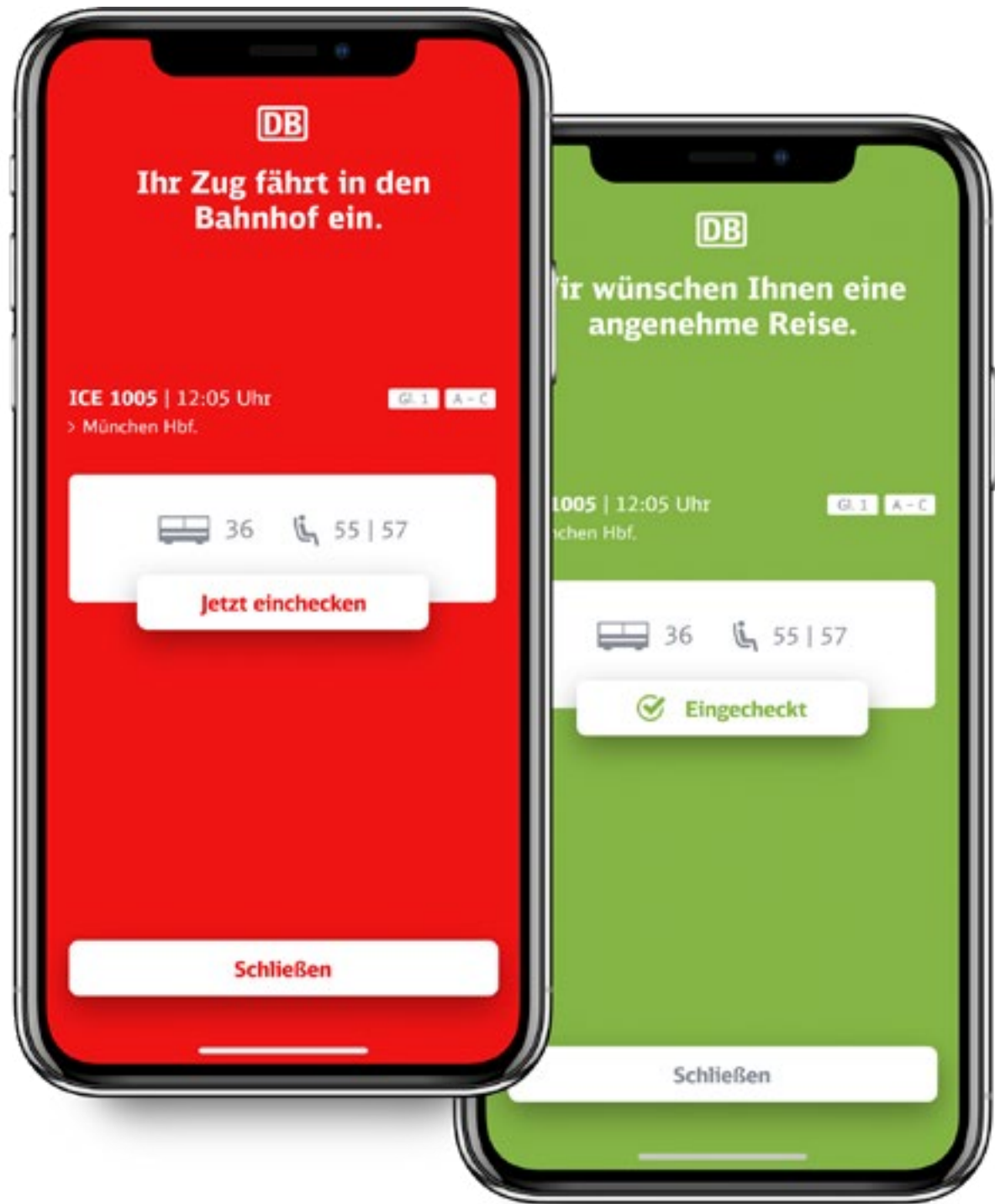
03.
TRAVEL PLAN



04.
TICKET AND SEAT FINDER (AR)



05.
COMFORT CHECK-IN



NOTIFICATION



NAVIGATOR



CONNECTION



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.

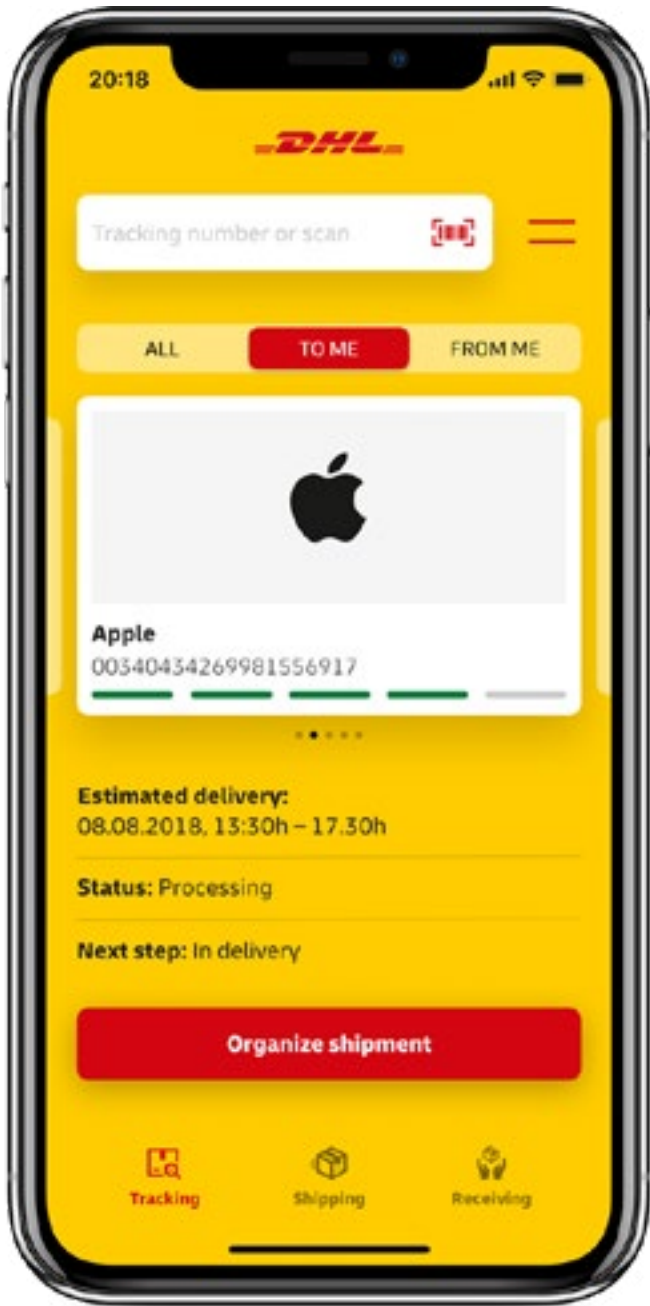
So I challenged the current app version to create a modern service design which represents the high claims of a global company like DHL. The Outcome is a minimal design which makes the use of the app more exciting and also more comfortable.

alexbachor.de/dhl ↗

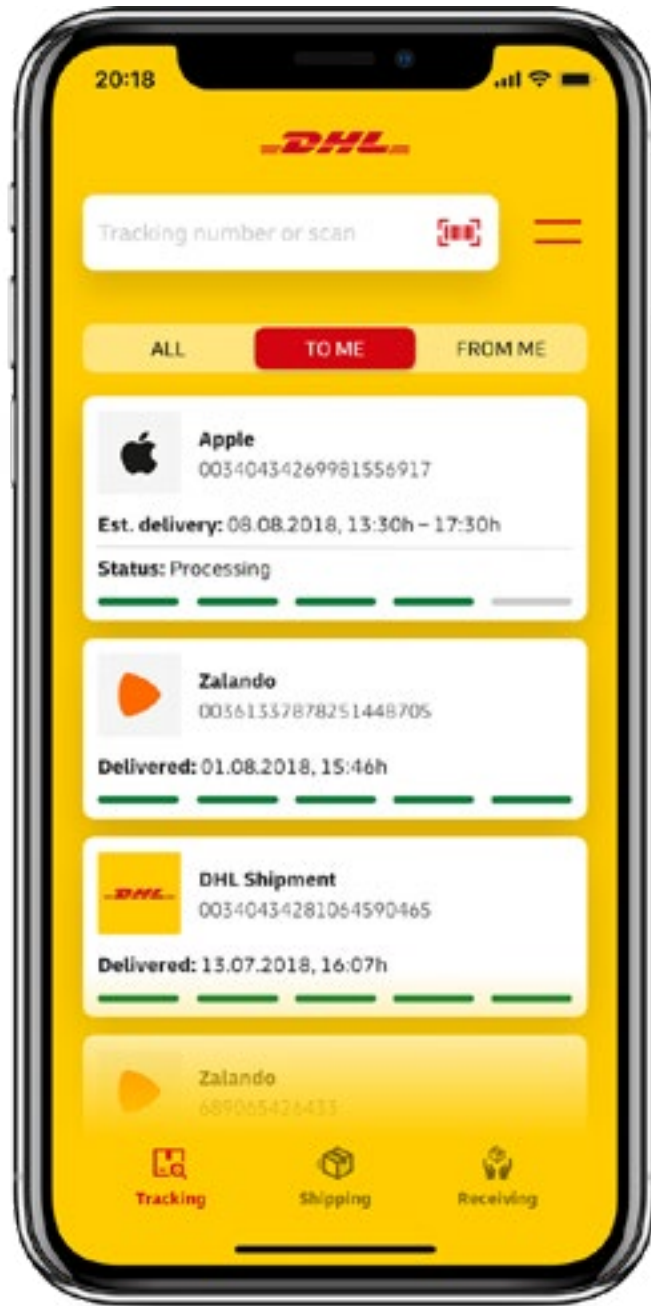




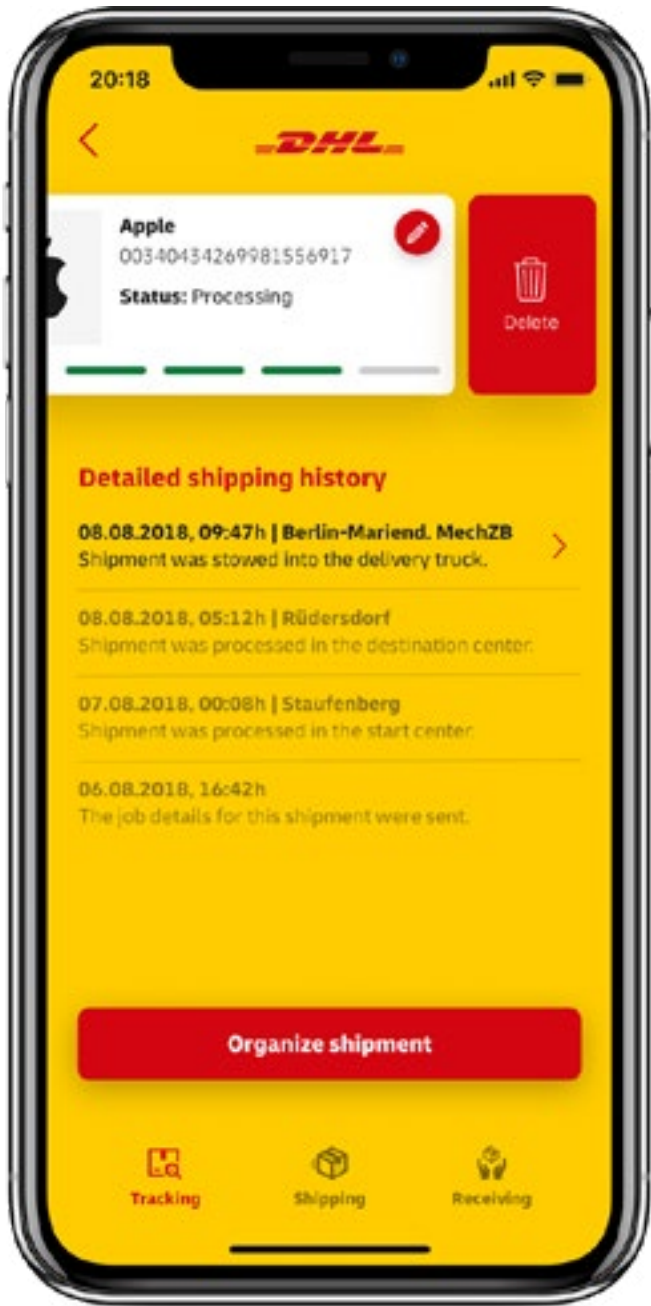
01.
SHIPMENTS CARD VIEW



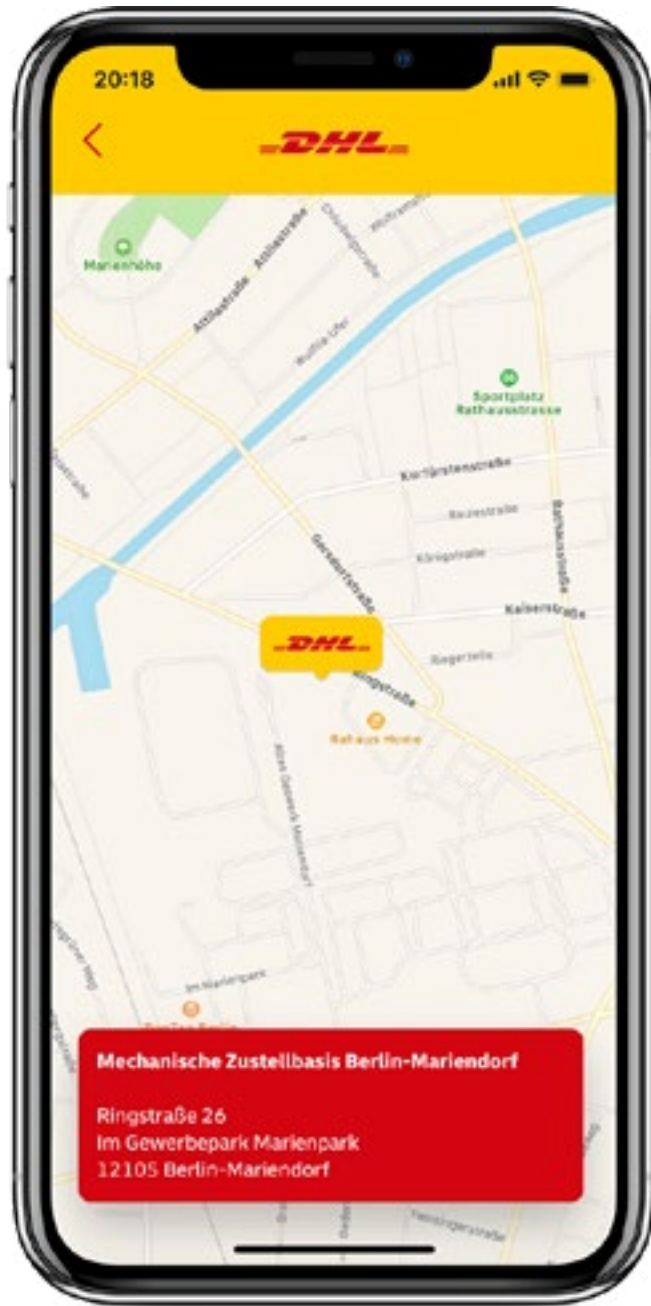
02.
SHIPMENTS LIST VIEW



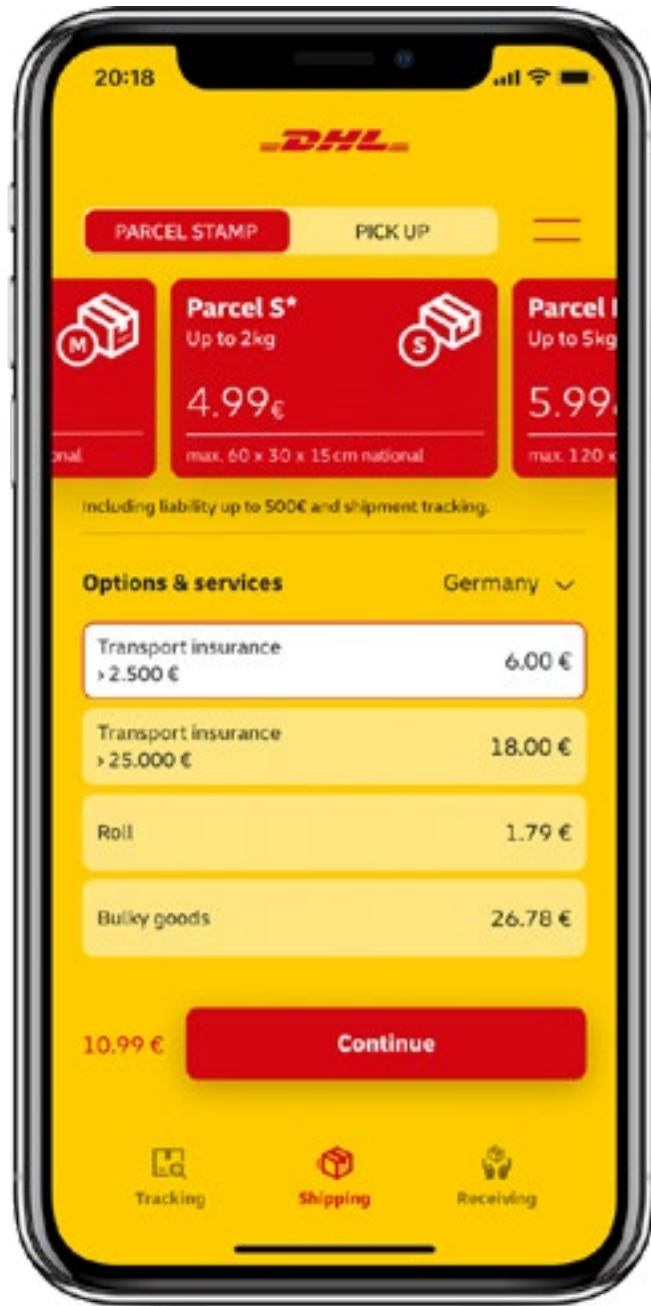
03.
SHIPMENT DETAIL



04.
SHIPMENT LOCATION



05.
SHIPPING STAMP PRODUCTS



43

45

NOTIFICATION



SHIPMENTS



SHIPMENT DETAIL



GET IN TOUCH

Contact

MAIL

info@alexbachor.de

CALL

+49 (0) 151 241 77 153

BROWSE

alexbachor.de

POST

**Oberlandgarten 14,
12099 Berlin**

FOLLOW

Instagram

WORK

XING

LISTEN

Spotify

ALEXANDER BACHOR | PORTFOLIO — 2020

Thank you! 🙌

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