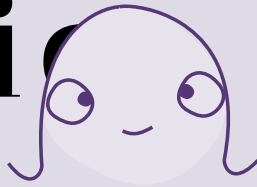


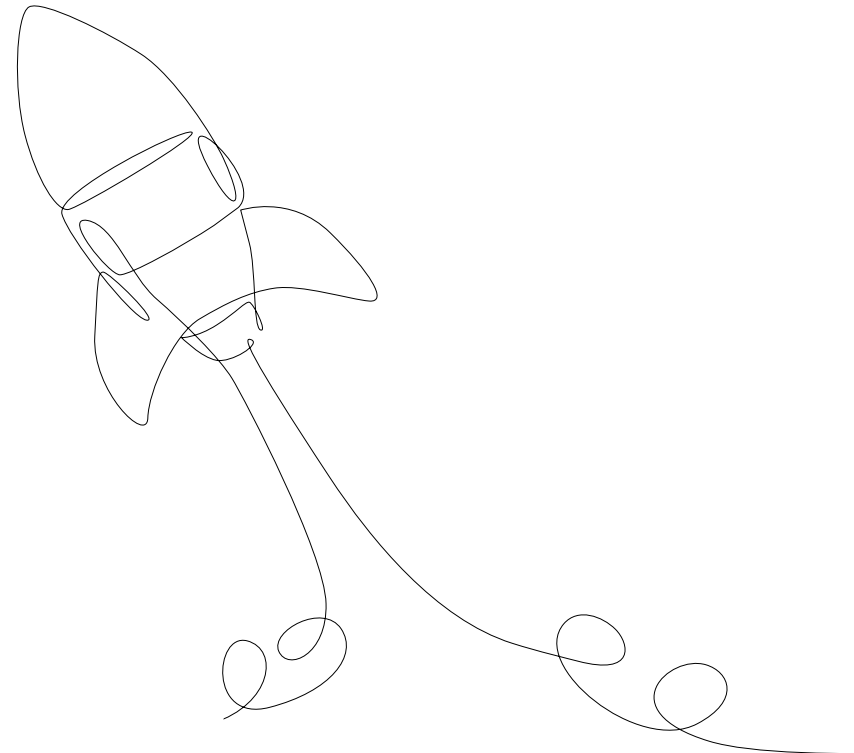
Portfolio

Julia Rockenbauer - Student



2025

Projects



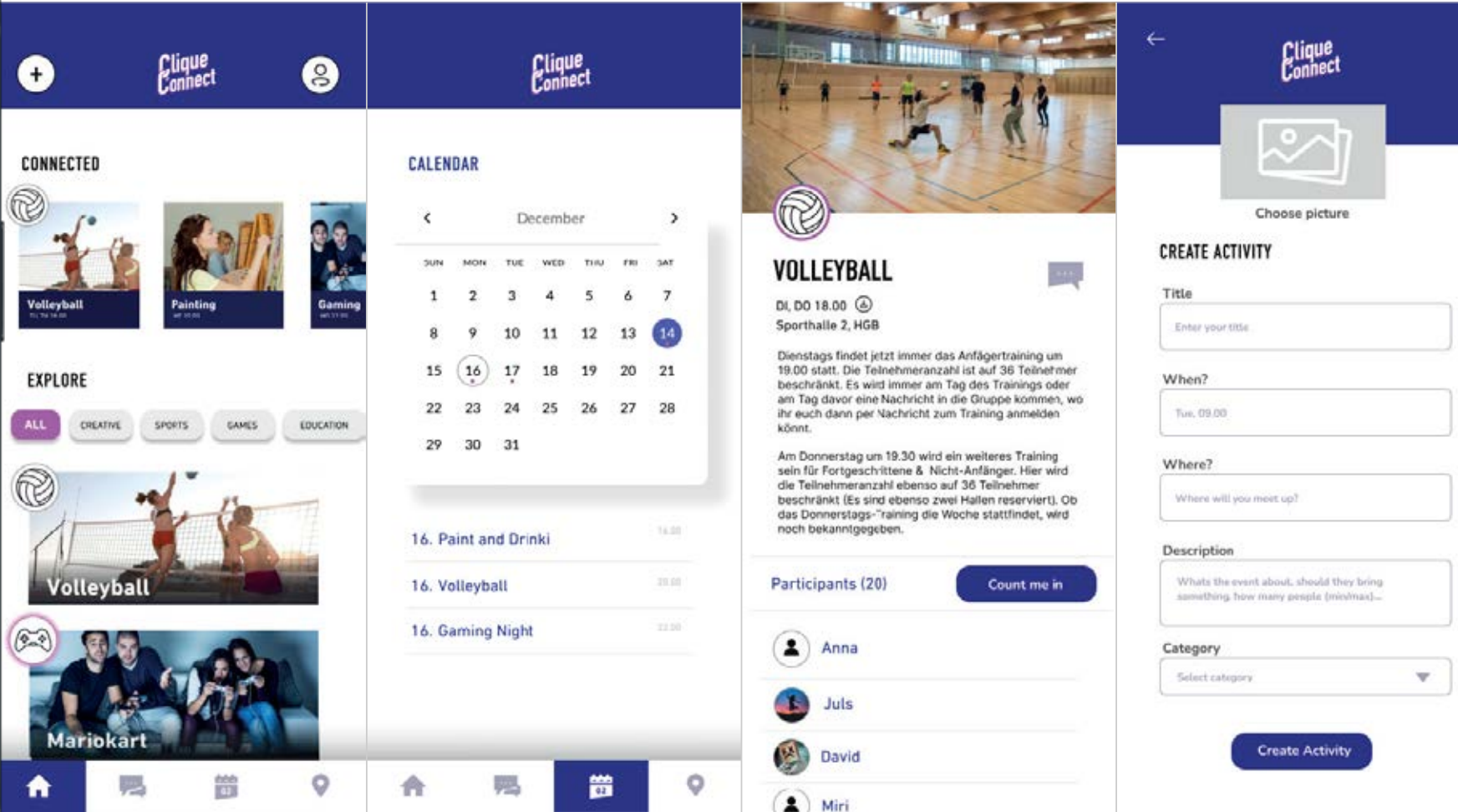
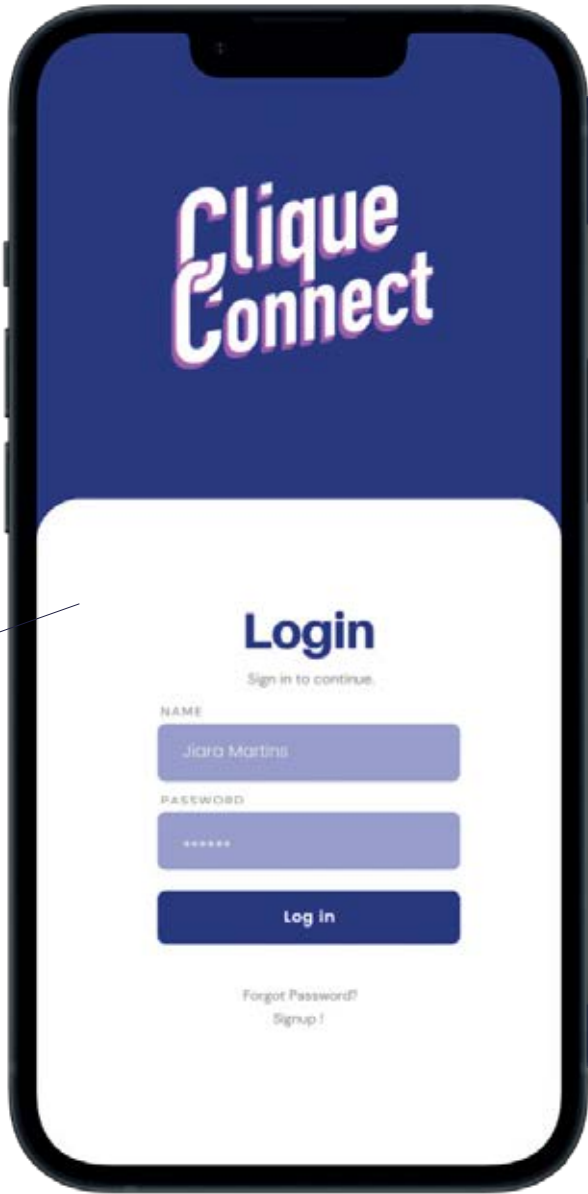
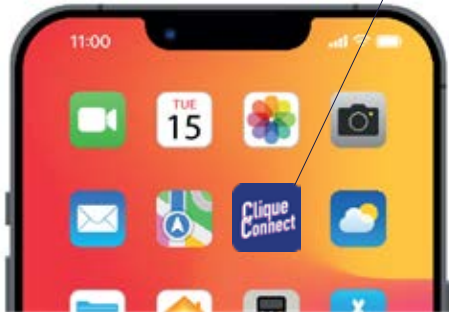
CliqueConnect

>App Implementation<

As part of the UX/UI course, we were tasked with developing an app design. Throughout the project, we conducted multiple usability tests to refine the user experience. At the end a case study encapsulated our process and key findings.



real life app implementation
using dart



first designed in Figma

Gemeinsam Gut

>App Design<

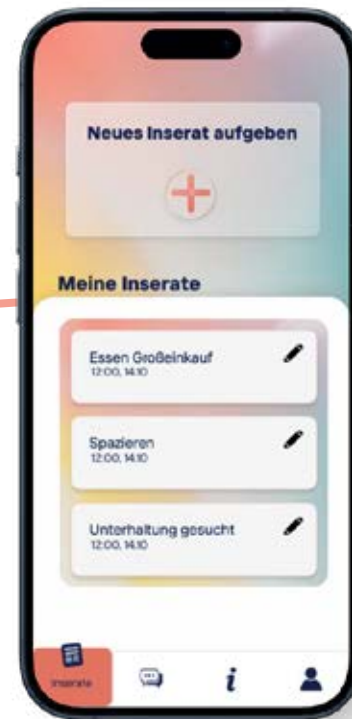
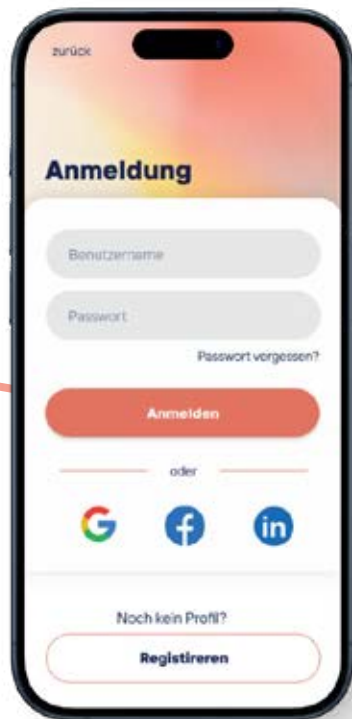
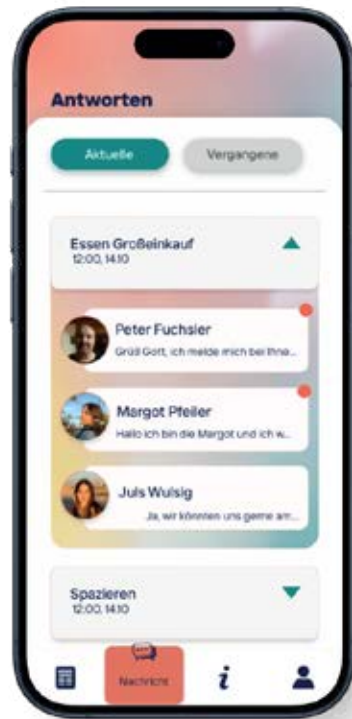
As part of the UX/UI course, we were tasked with developing an app design. Throughout the project, we conducted multiple usability tests to refine the user experience. At the end a case study encapsulated our process and key findings.



Low Fidelity



Medium Fidelity



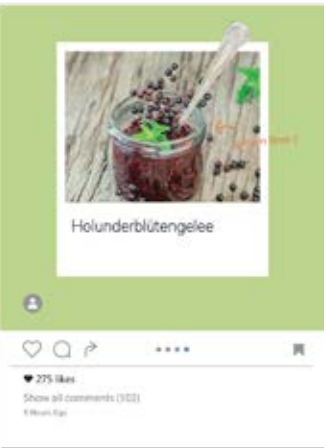
High Fidelity

Student Sprouts

>Marketing<

A ‚theoretical‘ project, where the main focus is to put everything learned about marketing into practice. For example how to have a proper online presence, what advertising to post and where etc.v

Template from Canva
realization via Illustrator



posters / ads visualized via canva



newsletter mailingchain visualized via canva + illustrator



Choice-O-Mat

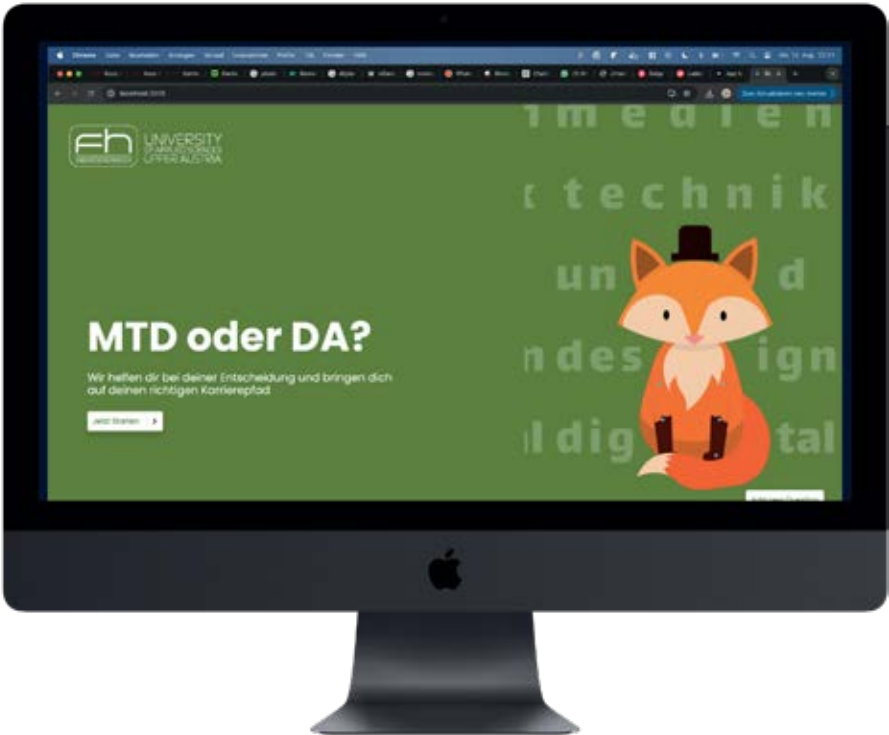
>Online test<

Choice-o-mat is a test for our school to differentiate between two similar study programs: Media Technology & Design and Digital Arts. We conducted surveys and used Figma to design the test. My role focused on front-end development and designing pages.

front end via react

fox eyes follow the mouse

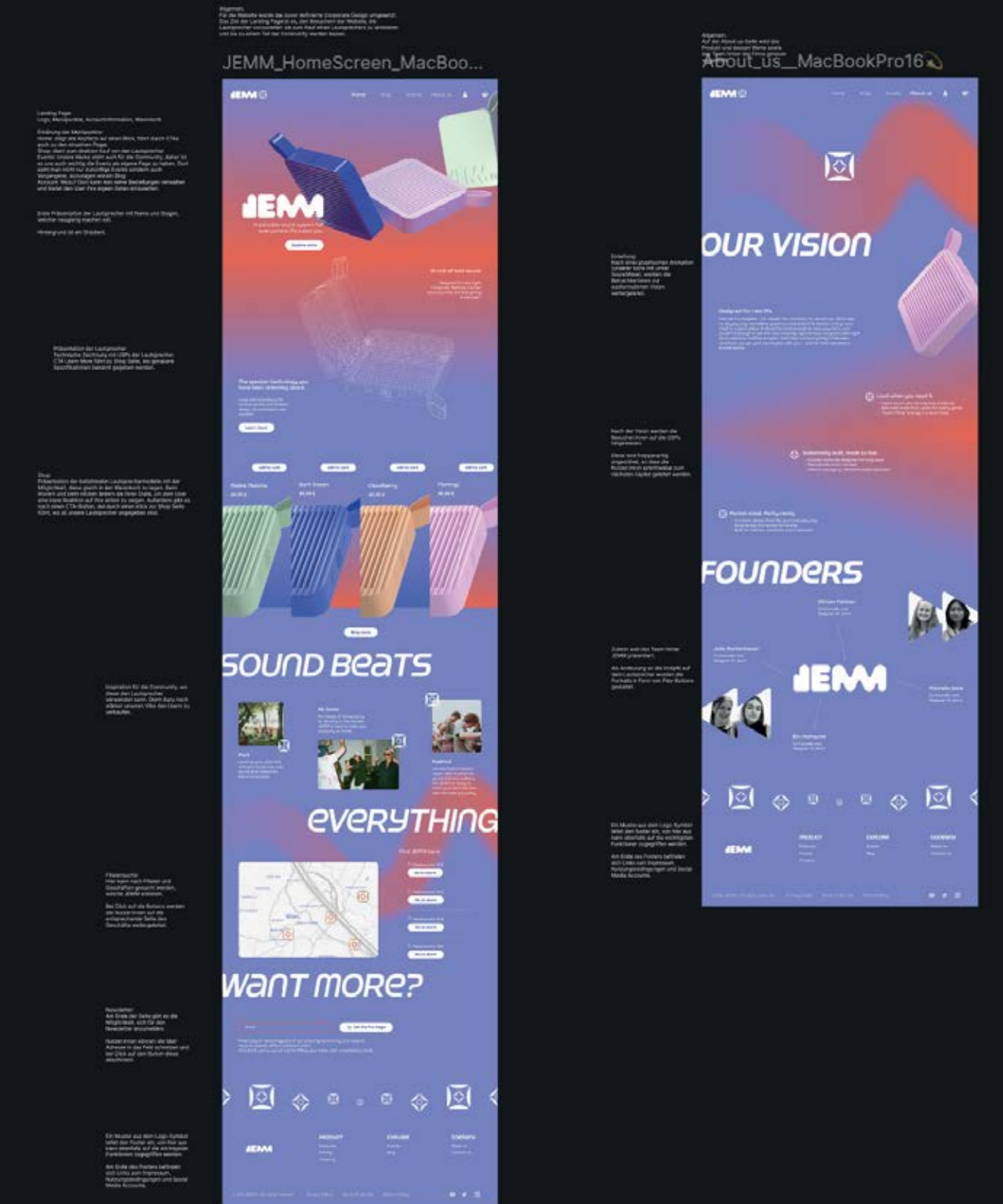
responsive Design



JEMM

>Brand Identity<

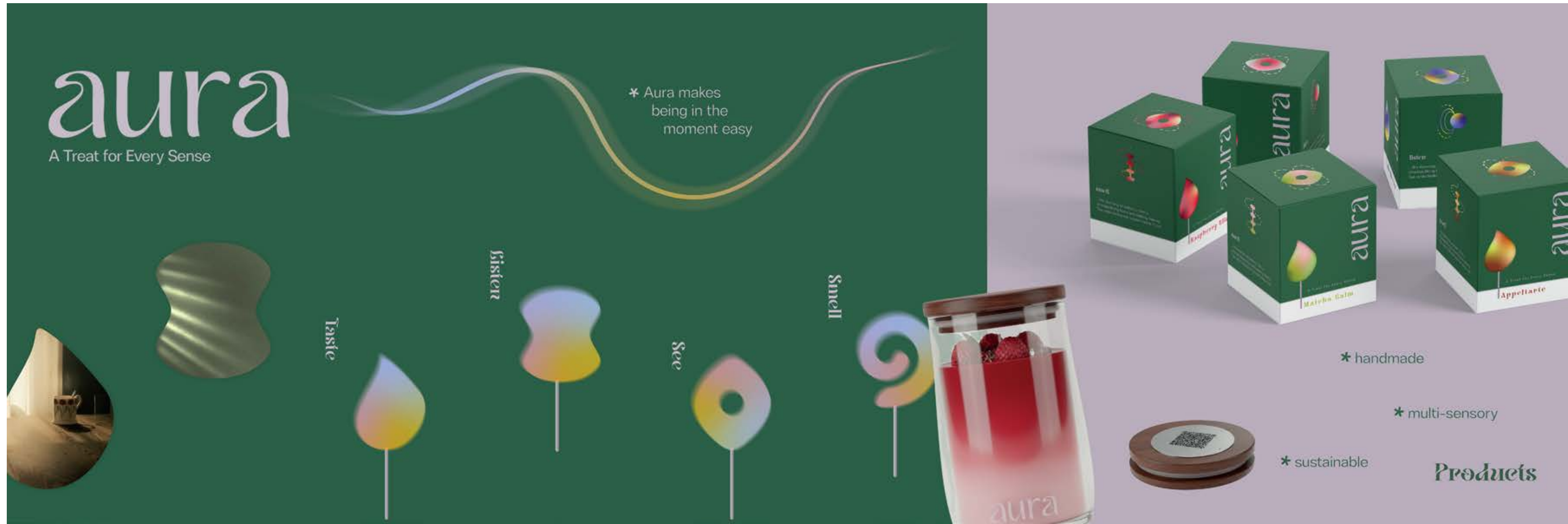
Designed in collaboration with colleagues from the St. Pölten and created in the "Brand Identity" course.

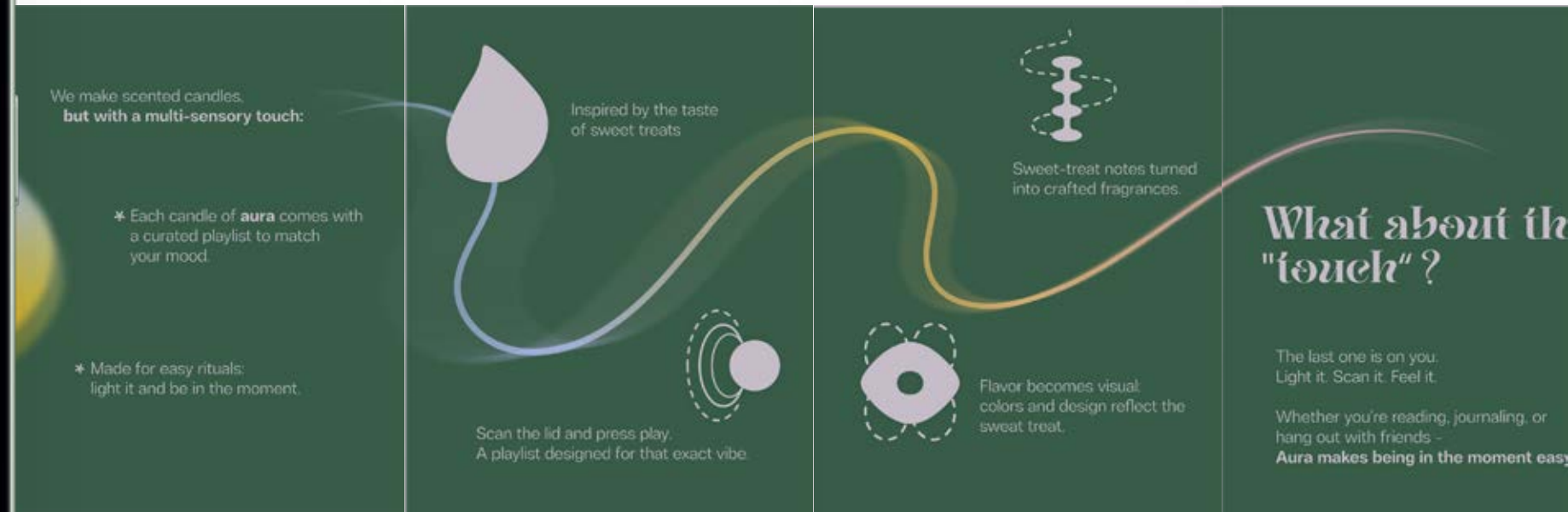
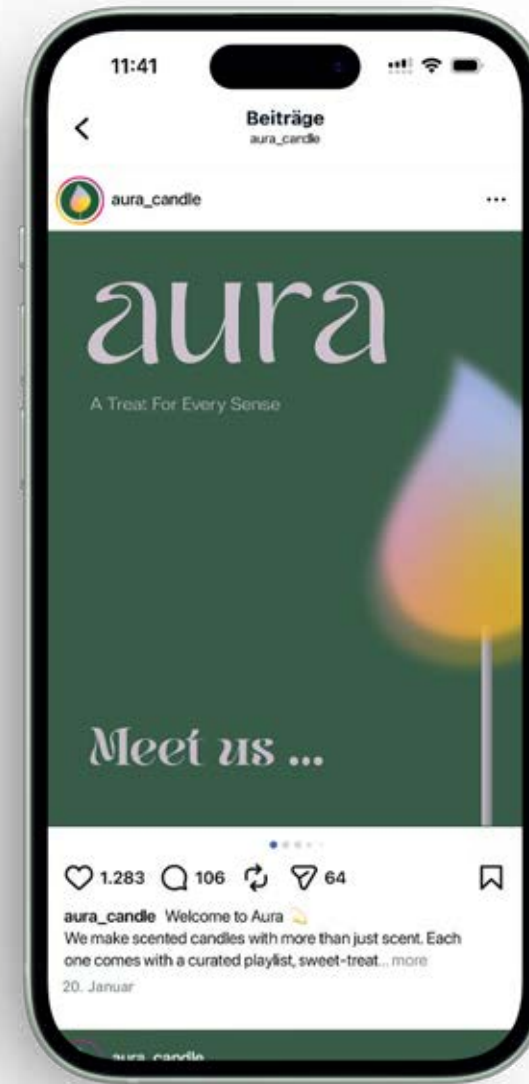
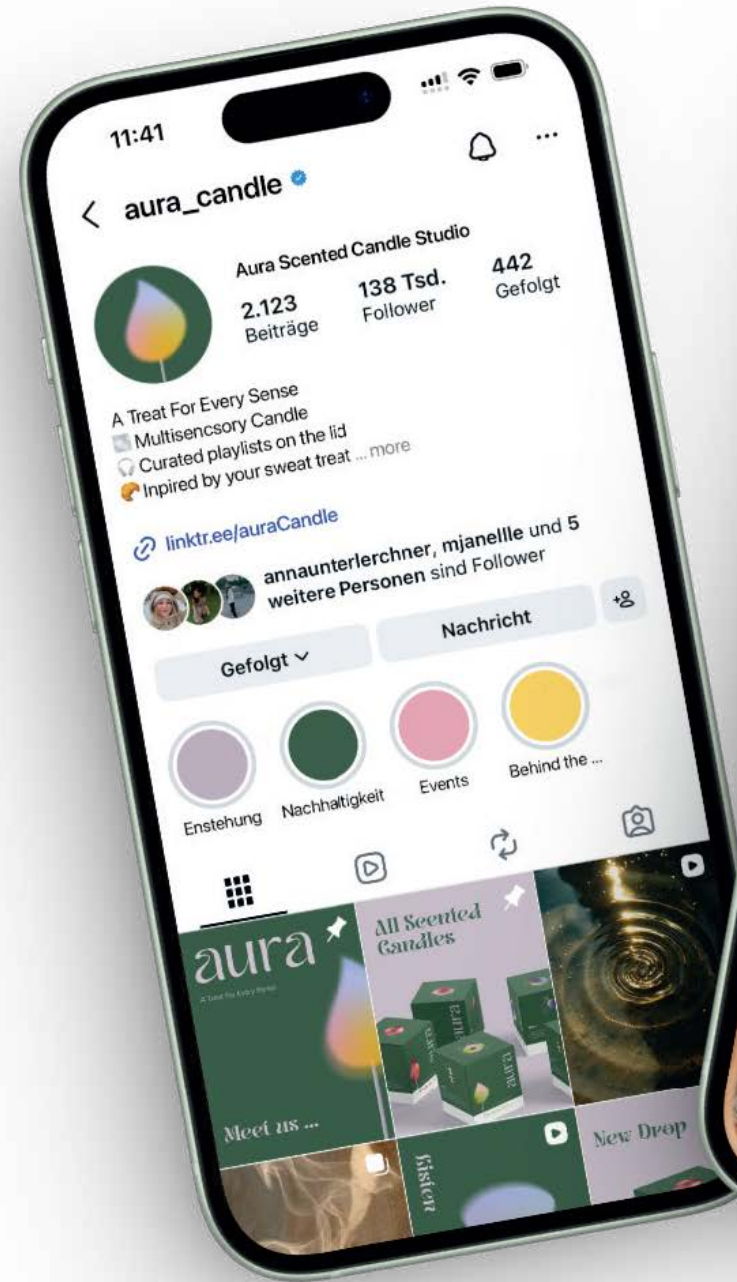


AURA

>Brand Identity<

A colleague assigned me the task of developing a candle brand design. This also included developing personas and everything else related to creating a good Brand Identity. All of the elements were designed and created by me.

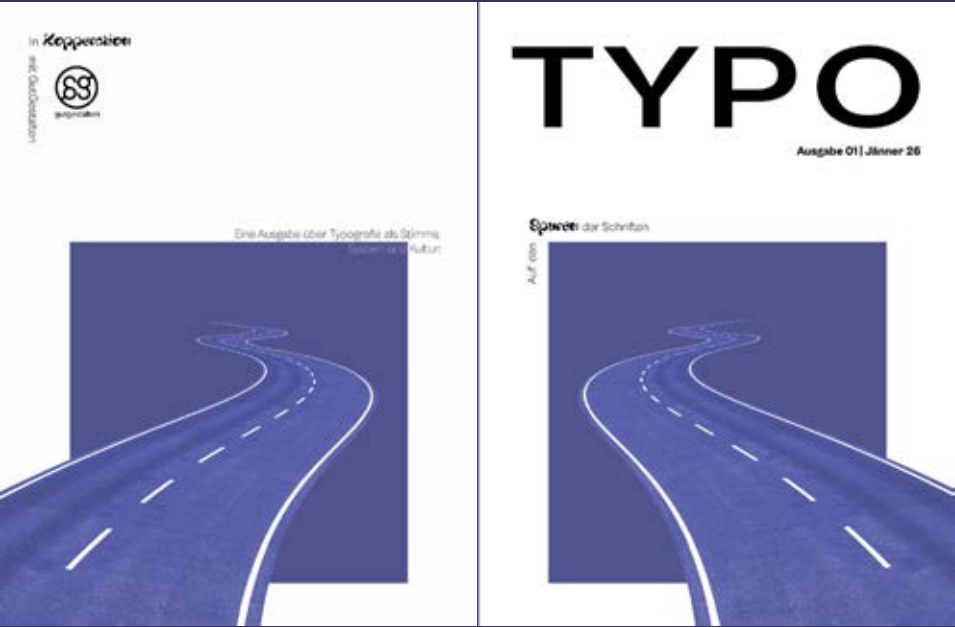




GutGestalten

>Magazin<

Had to made a magazine



cover

Werbegeschenke

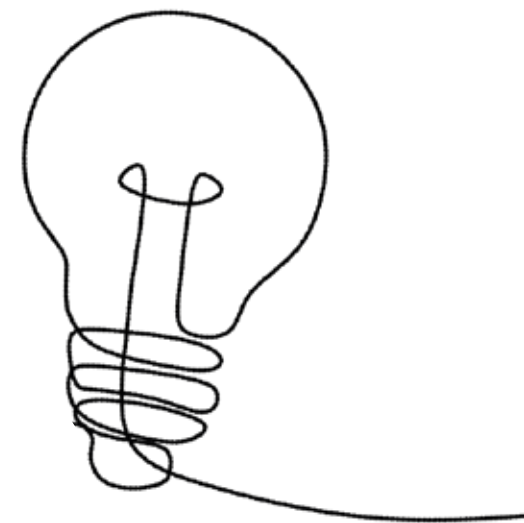
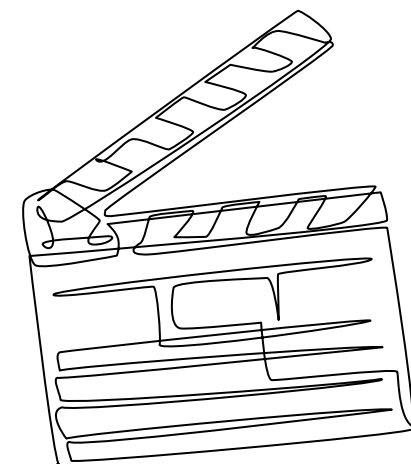
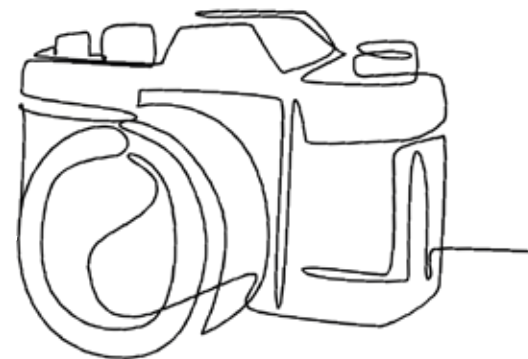
›ControllerInstitut‹

different Products



Tante Emma

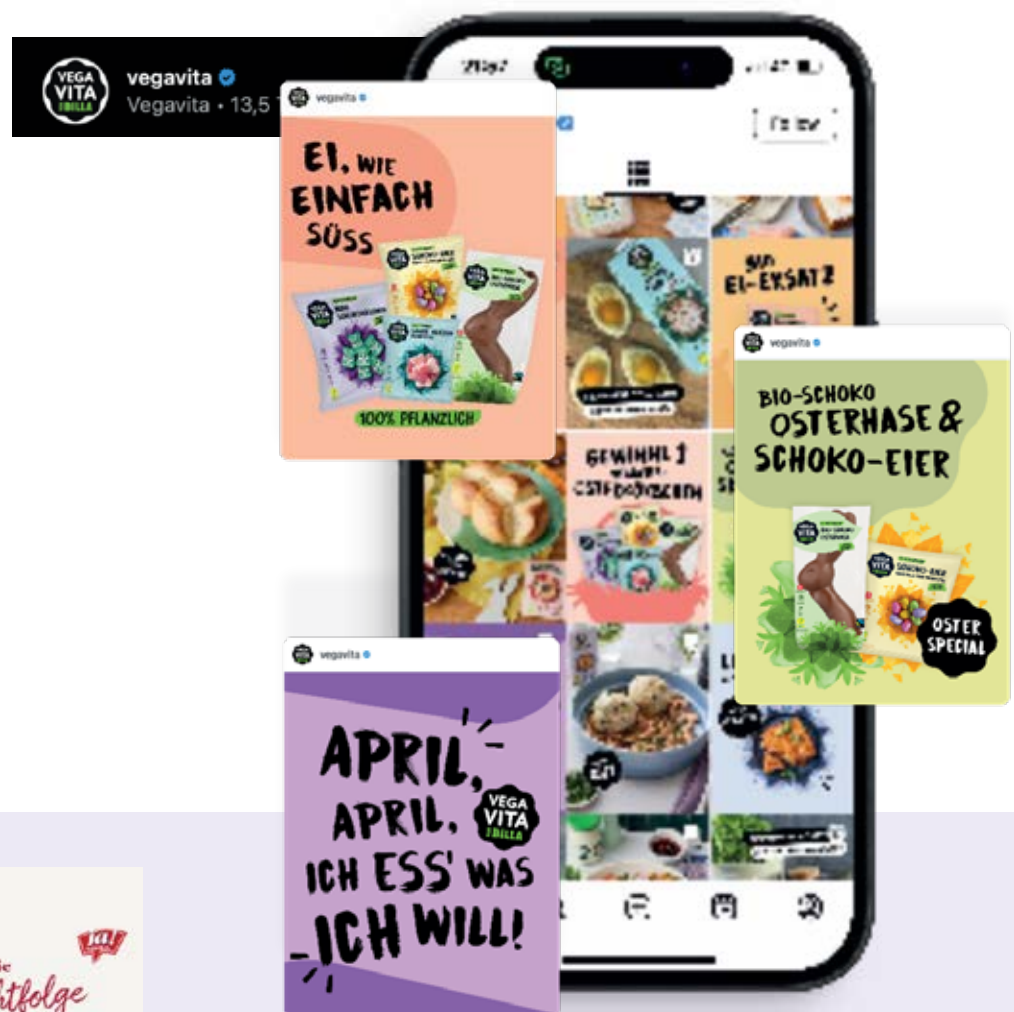
Praktikum



Instagram Posts

>Instagram, Facebook, etc.<

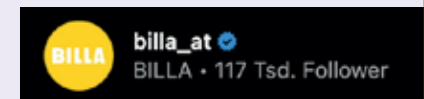
One of my main tasks was to make posts for various brands like 'ja natürlich', 'billa', etc. I always had a template like i did know which typography and which format but the design itselfs i could do what i want. Sometimes we had to use AI to generate images



Excerpt from storyboard creation for a reel



Excerpt from storyboard creation for a reel



Reel ,This or That‘

>After Effects and Premiere<

One of my main tasks was to make instgram for various brands from ja naürlich until billa. I alyways had a template like i did know which typograhpy and which format but the design itselfs i could do what i want

used tools and programms:



graphics



animations



Mailing Campaign

>Creation of Key Visual<

One of my main tasks was to make instagram for various brands from ja natürlich until billa. I alyways had a template like i did know which typograhpy and which format but the design itself i could do what i want

already had the 3d sackerl with the goods



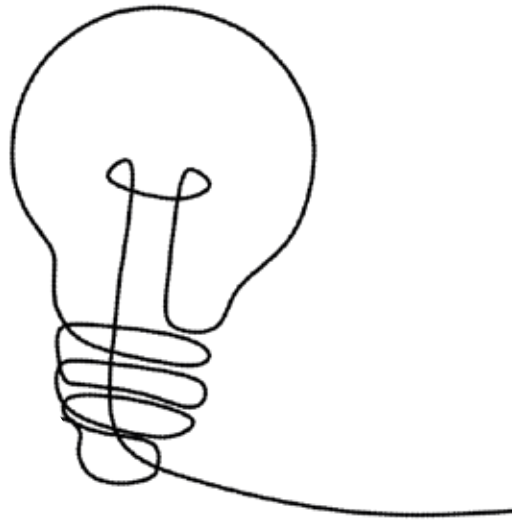
with adobe Illustartor

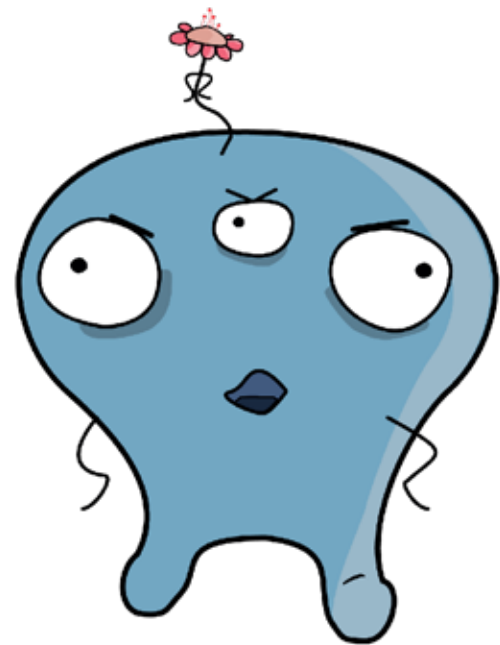
with AI

different formats and anpasungen

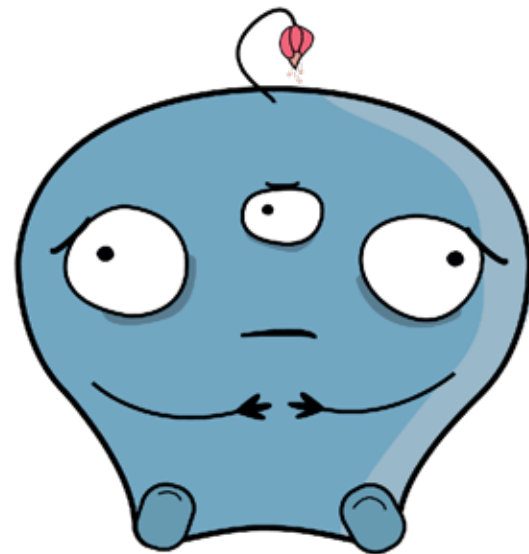


Design

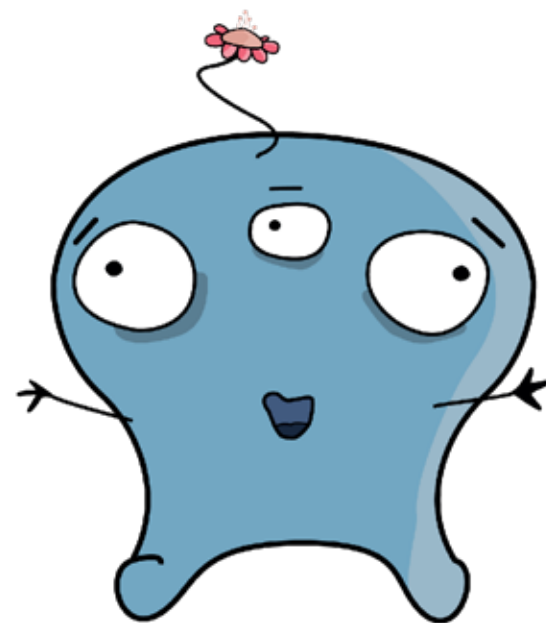




angry Mr. Bluby



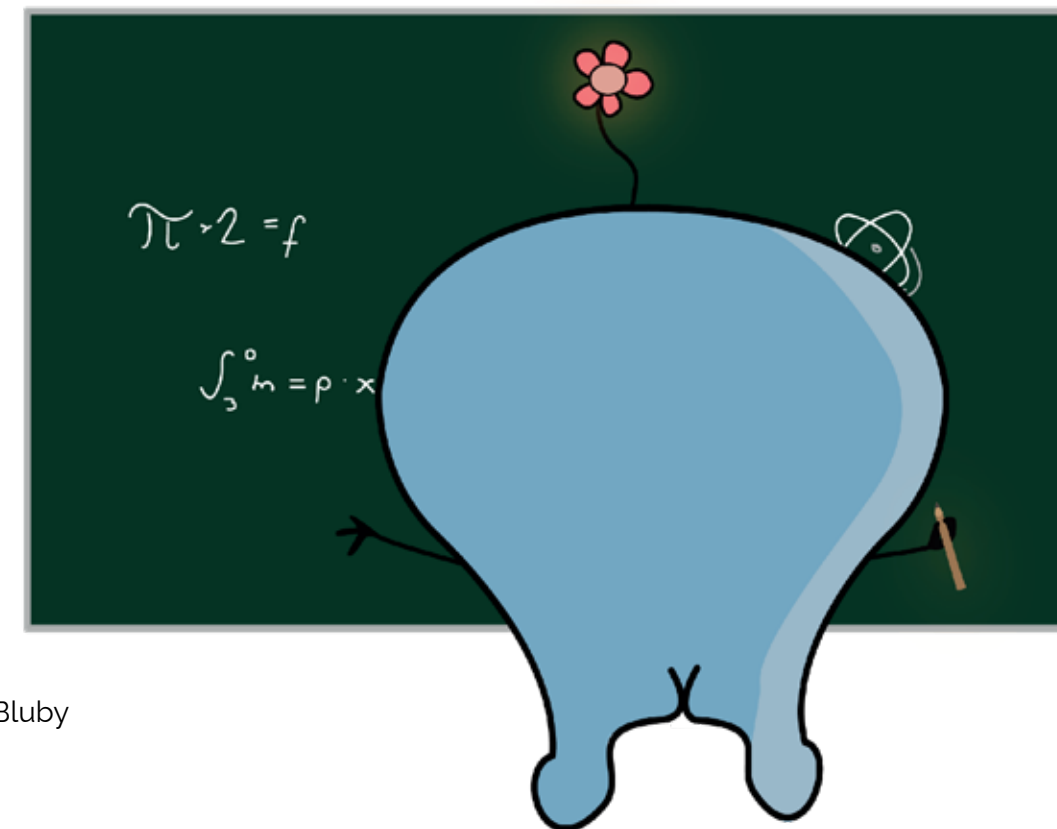
scared Mr. Bluby



happy Mr. Bluby



with an emotional flower



scientific Mr. Bluby

Mr. Bluby

›Characterdesign using Illustarator‹

Kontakt

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* julia.rockenbauer04@gmail.com

