

P o r t f o l i o

FABIAN ARCHNER

'26

»Hello I'm Fabian,
a product designer
with love for type
and reason in
interfaces.«

INFO & CONTACT

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EDUCATION & CAREER

●
since 2021
Productdesigner
BILD UX/UI

●
2015 – 2018
Media Designer
for various clients

●
2015 – 2020
Graphic Design
Working Student
BILD

●
2012 – 2019
Interfacedesign
Bachelor of Arts
FH Potsdam

●
2009 – 2010
Technical College
Entrance Qualification
OSZ IMT, Berlin

●
2006 – 2007
Apprenticeship:
Design Assistant
MSB, Potsdam

... and I offer

PRODUCT DESIGN & CREATIVE SKILLS



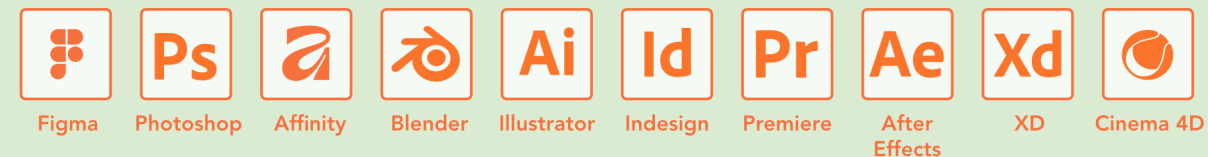
AI-ASSISTED WORKFLOW



WORKING SKILLS



TOOLS



Senior Product Designer at BILD UX/UI

Designing the experience for Germany's most visited website

Over nearly five years at BILD UX/UI, I grew from mid-level designer to **senior** – taking on responsibilities that extended well **beyond** that role. Within the team, I guided, coordinated, and mentored colleagues, supporting them in design decisions through feedback rounds and **1:1 sessions**.

Working in close collaboration with Product Management and stakeholders across other units, I held **responsibility for UX quality** and coherence across BILD's platforms and features – serving as a **primary point of contact** for design decisions, particularly in navigating the complexities of the grown BILD ecosystem. This also included **prioritizing** UX topics, driving cross-organizational projects, contributing to **hiring decisions**, and taking on innovation projects covering concept, design, and QA.



Advocating UX among many voices.

Organizational structures around our unit evolved frequently over the years. The 2025 constellation, shown in the diagram below, serves as one example: my six-person design team and a seven-person product team – together led by a Head of Product – made up BILD Product, sitting within National Media & Tech (NMT) – Axel Springer's central tech and product organization. In this setup, we collaborated directly with three developer units across web, Android, and iOS, acting as the UI/UX expertise and point of contact for new features and products across BILD and Sportbild.

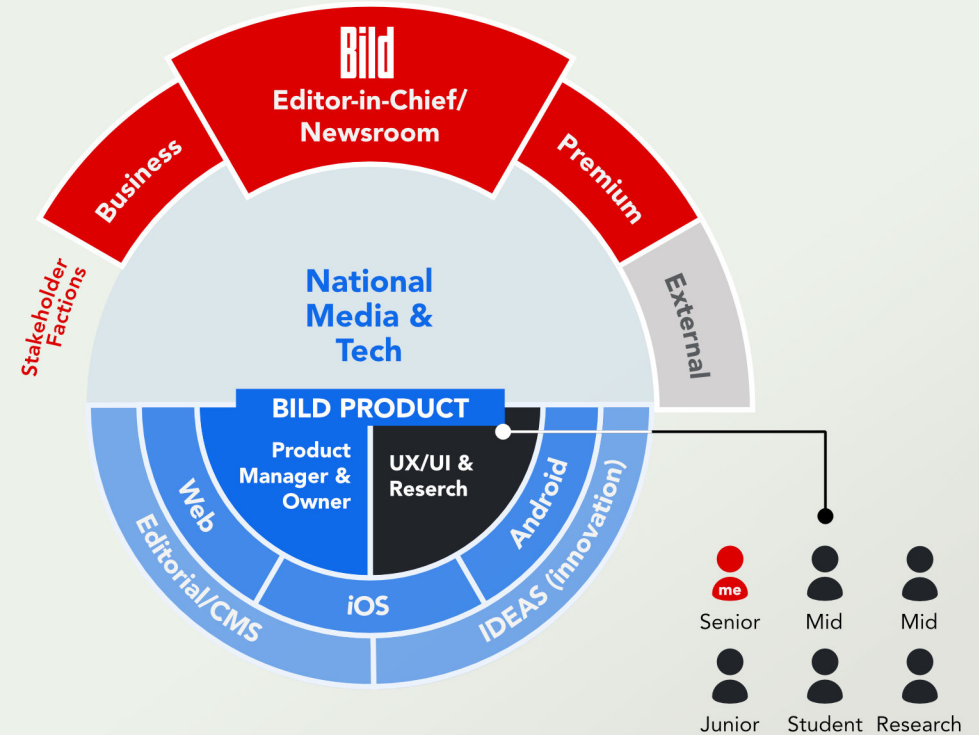


BILD UX/UI

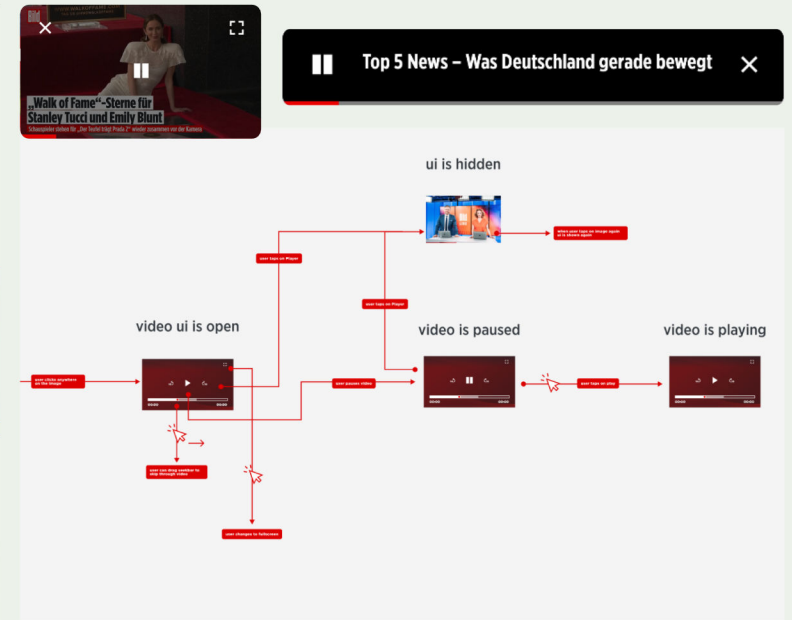
Recent Contributions

Streamlining media, widening access.

Video/Audio-Overhaul

Following a thorough optimization of the web codebase in 2024, it was time to turn attention to the user-facing side of our video UI. The improvements addressed ergonomic aspects (easier to reach controls), accessibility (on-hover labels and improved keyboard navigation), and direct user pain points (overlay behavior during pause).

The resulting video UI later also served as a starting point for overhauling the media player of the BILD app. The scope here extends further to cover audio (podcast and TTS) and adds a picture-in-picture function across all media types.



Left: Mobile fullscreen view in portrait **Top-left:** Video PiP-Player **Top-right:** Audio-PiP **Large:** UI-Flow for mobile

Less scrolling for the audience, more showing for editorial.

IDA – ideal digital article

IDA is a cross-functional project bringing together expertise from across the company to improve the reading experience of the BILD article – while also serving internal goals by increasing article completion rates and giving additional features greater prominence in the layout.



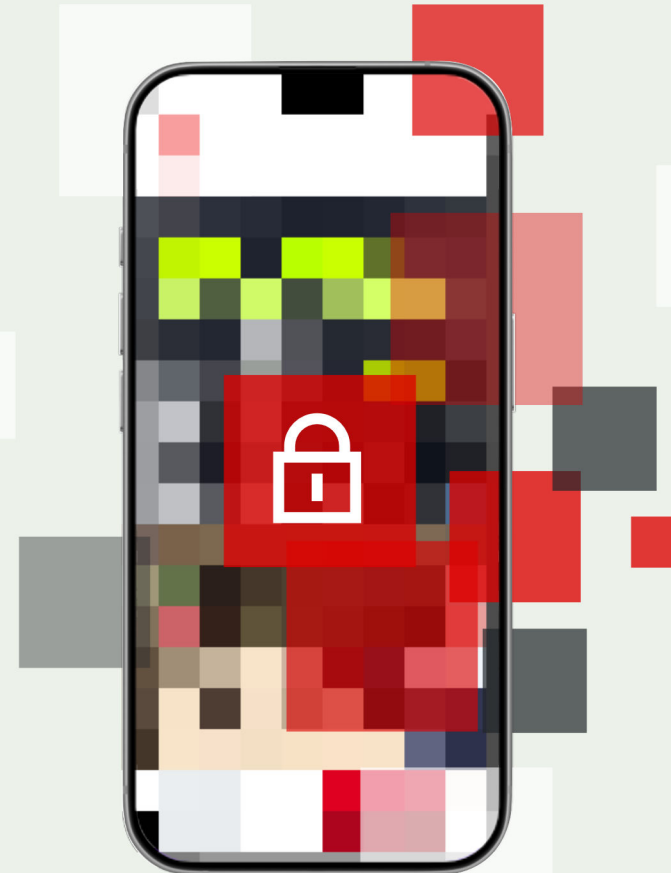
The **current (left)** article entry alongside an **improved variant (right)**. The focus is on better use of space to enable a faster entry into the article text. Note: this particular variant will not ship – which is why it can be shown here.

Unlocking potential – in product and team.

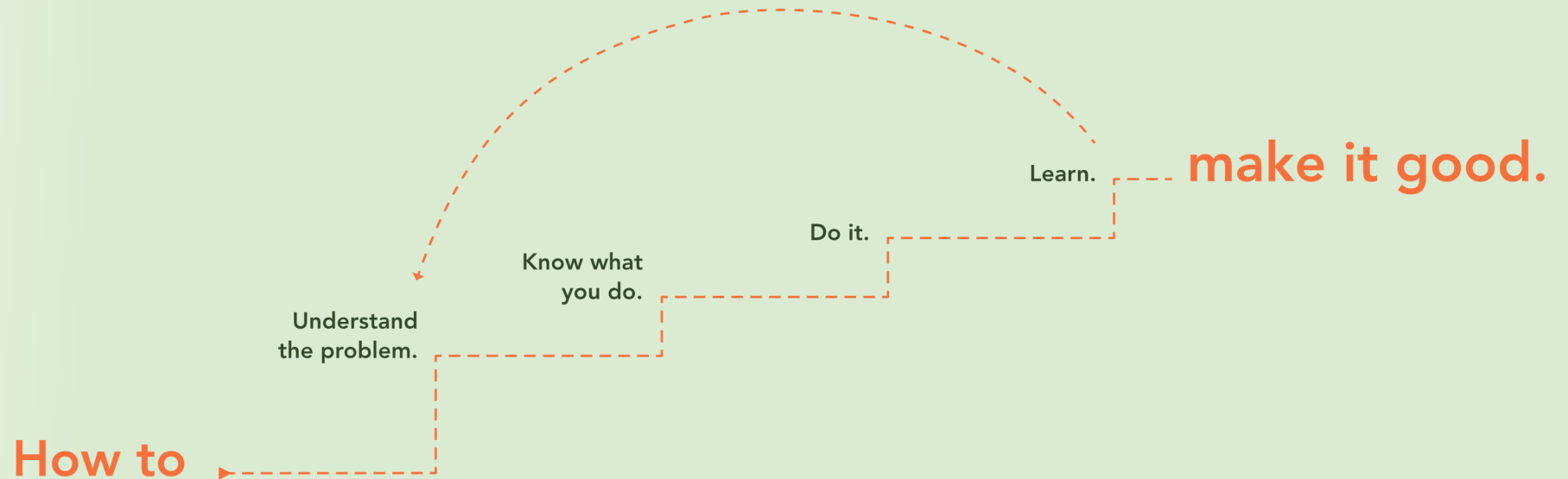
A new app concept

Despite a complete technical rebuild in recent years, the BILD app still held considerable potential for UI and UX improvement. In the latter months of 2025, part of my team was dedicated to exploring this – alongside new feature opportunities. I initially accompanied the process in an advisory capacity before taking a more hands-on role in the later stages.

Beyond a fully overhauled navigation and a comprehensive visual refresh, users can look forward to a range of new features in the updated app. More than that cannot be revealed at this point.



FEATURED PROJECTS



AR-Video-App

In 4 Days from vision to product

It has always been a core ambition of the BILD brand to be present at the forefront of new developments as early as possible. When Apple unveiled its XR headset, the Vision Pro, in June 2023, it was a given that the brand would want to be represented at launch. However, with the device itself subject to strict secrecy until shortly before release, developing an app for it proved to be no small challenge.



BILD x Vision Pro

Setup and Process

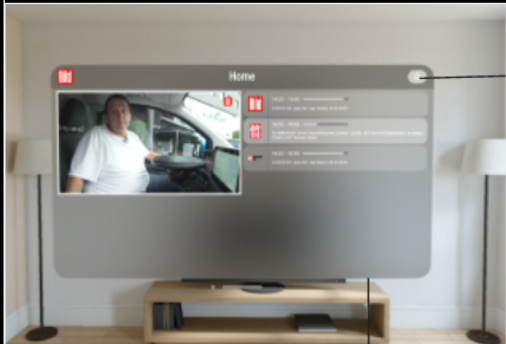
The project was divided across three units: Ideas, Business, and UX/UI. While Business kept strategy and goals in focus, two colleagues from Ideas – the in-house innovation lab – handled the technical implementation. The UX side was covered by a colleague and myself. Four days(!) was all we had to turn a rough technical proof of concept into a viable app for the store.

Me, presenting the final product at the inhouse conference TechCon



Day 1 Wires

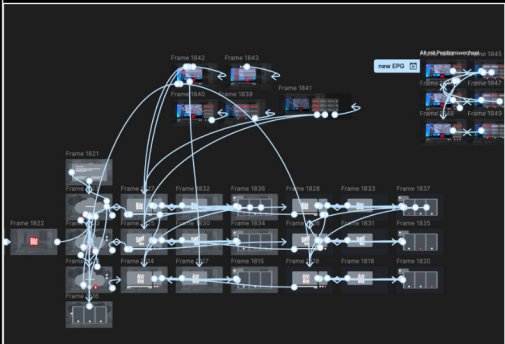
Starting from a technical proof of concept, we developed initial wireframes as a first step.



feedback
&
iterate

Day 2 Prototype

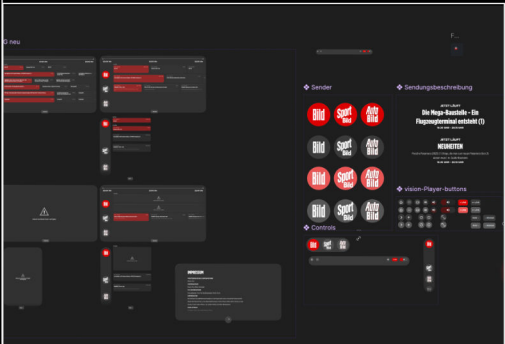
Building on these, we created a prototype to get a feel for the application's haptics.



feedback
&
iterate

Day 3 Components

Once we reached a satisfactory point, we translated the existing work into components.



feedback
&
iterate

Day 4 Final Prototype

This allowed us to finally hand off a complete overview of all elements, alongside a final prototype, to our developers.



BILD x Vision Pro

The final app

That the app would be a video app – initially covering three channels from the BILD portfolio – was established before we were brought into the project.

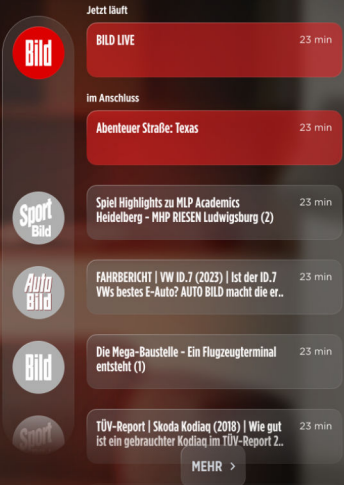
The concept of the final app is built primarily around the Vision Pro's second screen approach: go about your day and stay informed on the side. An immersive mode that puts content front and center does exist, but is not the focal point.



A central hub serves as the entry point, offering a muted live preview of each channel's current program.



The extended EPG is accessible from anywhere within the app.



The app itself centers around a single viewport for the main content, flanked by two visionOS-typical Ornaments: a control UI and the EPG. Both can easily be hidden – and of course there is an immersive mode that additionally dims the surroundings.

Fame Fighting VR

Bringing everyone ringside – with VR and a tight schedule.

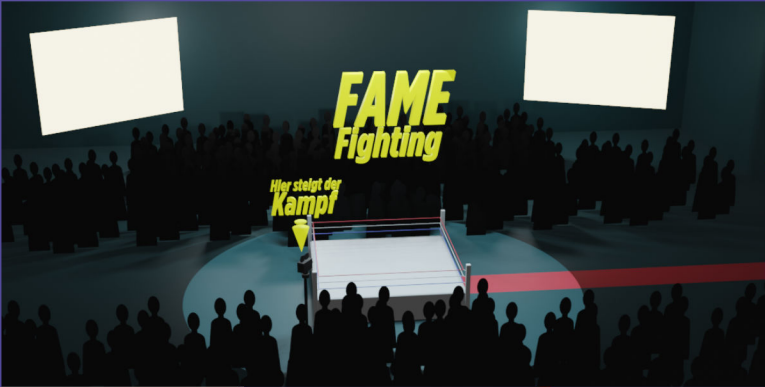
Fame Fighting is an annual event where reality TV celebrities get the chance to settle their conflicts in front of a large audience inside a boxing ring. Since the demand for this event – primarily organized by BILD – far exceeds the available seating capacity, a small team came up with the idea of using VR to bring fans who couldn't get tickets as close to the ring as possible. Within four months, we turned this idea into reality.



Fame Fighting VR

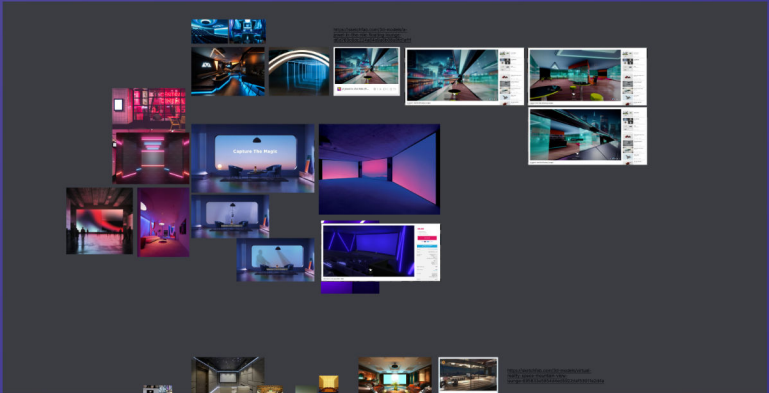
Concept & Design

The final product is a Unity-based app for the Meta Quest, allowing users to watch the fights in 3D from the edge of the ring. To prevent boredom between fights, users could also follow the regular stream from a VR lounge aesthetically designed to match the event.



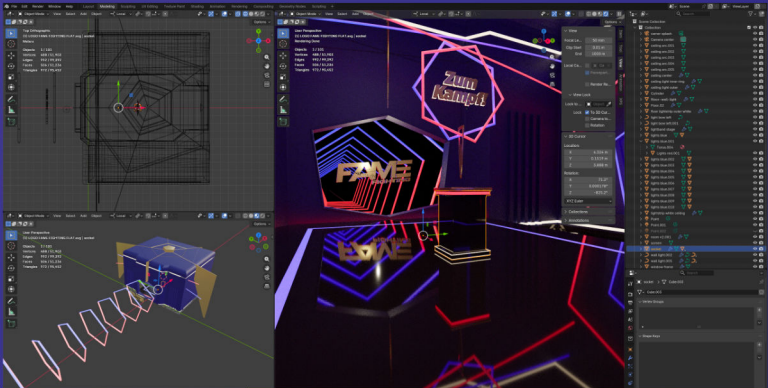
Concept Vision

Early concepts envisioned a far more static app framework, drawing more heavily from the functionality of classic DVD menus.



Visual Ideation

Together with two colleagues from the IDEAS UX team, we gathered inspiration and ideas to fill the visual gaps not covered by the event's CI.



3D Modeling

What the lobby looked like in Blender: a late-stage impression of our main asset in the editor.



In engine crafting

An early-stage impression taken from Unity, showing (from left) the onboarding overlay, the fight portal, and the screen for 2D content.

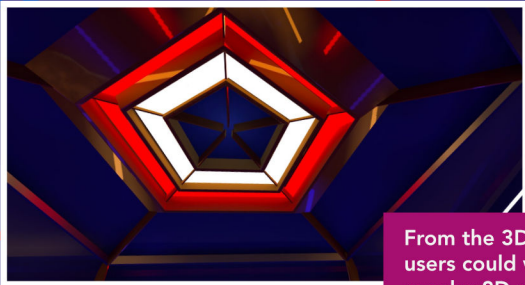
Fame Fighting VR
Ringside for everyone



During the fights, users were able to follow the action from a corner of the ring.



Not just the fights – everything happening in and around the ring could be followed from closer than ever before.



From the 3D lobby, users could watch the regular 2D stream between fights.



Once the event concluded, fight replays were also accessible directly from this space.

Making subscriptions matter more.

BILD Club serves as a platform to strengthen the connection between subscribed users and the brand. Its primary objective is to extend the duration of subscriptions by offering additional benefits such as exclusive events, bonus content, and contests.

My main tasks in this project:

- Defining a foundational content structure with stakeholders and translating it into a UX concept.
- Creating a visual identity for the club.
- Design and supervise the development of the Website (mobile & desktop).

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Internal Units

- Sales Impact
- BILD UX/UI
- BILD Art Direction (temporarily)
- Editorial Stakeholders
- BILD Plus
- BILD Brandmanagement

2

External Units

- CANTENATE GmbH
- Userlutions GmbH



BILD Club

Half a year, one new product

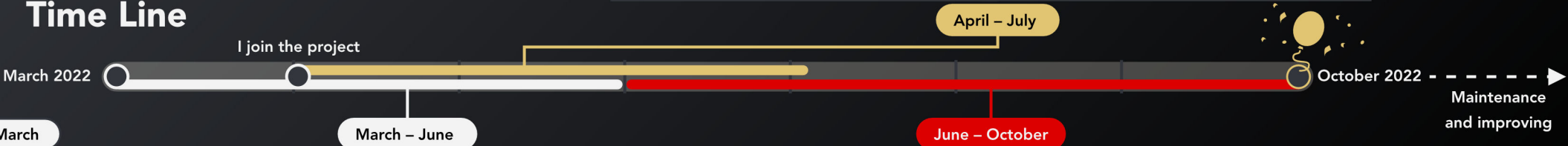
To meet the project's tight time frame and to provide a familiar environment for new visitors, we leveraged existing components and layouts wherever possible, resulting in significant time savings. However, it was essential that everything appealed to our audience and accommodated various use cases. Thus, the challenge was to develop a new visual language that would differentiate the club from the regular product.



Visual Identity / Branding

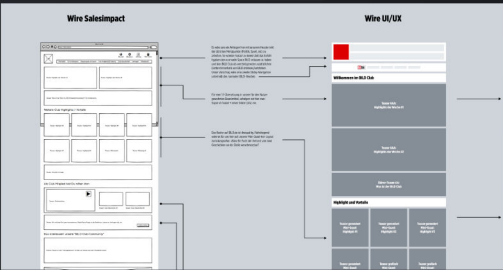
- Early concepts defined by visual intensity – oversized typography, heavily filtered imagery, dominant brand red
- Vision sharpened toward a more considered visual language
- Ultimately landing on a brass and vinyl aesthetic to evoke a jazz club atmosphere

Time Line



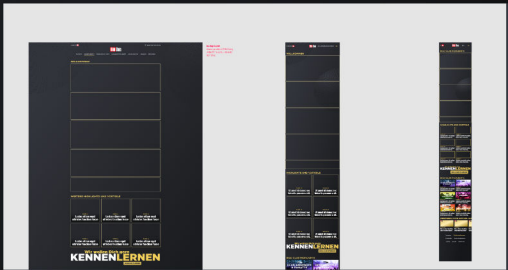
Kick Off

- Plan for a BILD benefits portal is presented to the work group.
- Initially conceived to closely mirror Autobild's and Sportbild's portals



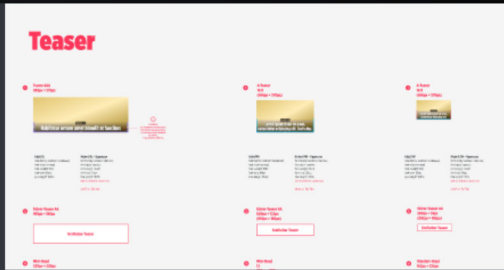
Rebranding

- Mirroring quickly deemed unsuitable
- Visual DNA of the Bild website adopted as foundation – forging a distinct identity of its own



Design meets Development

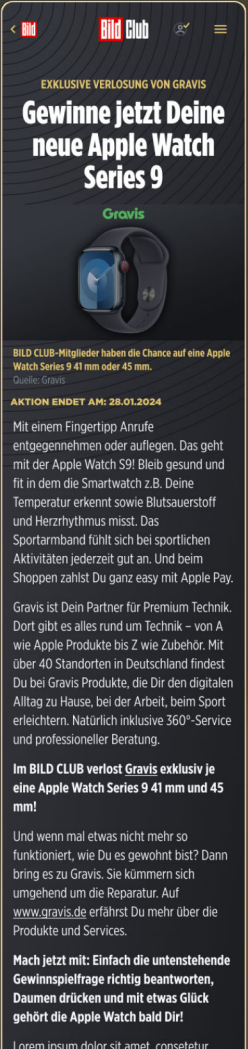
- External development launched in May
- Design phase still ongoing – elements handed over dev-ready
- Layout foundations and grids handed over first



- Concluding with a finished front-end and an adequate dev file

BILD Club
Front End

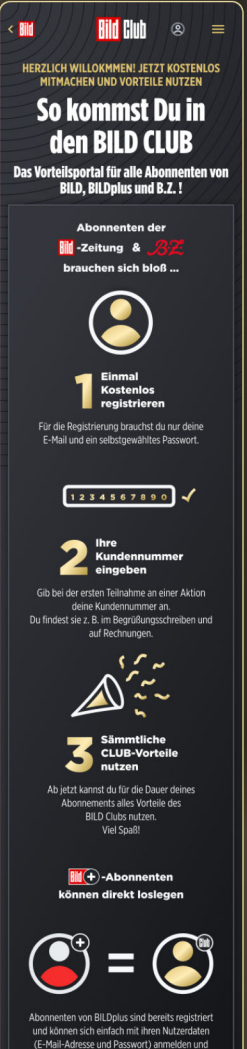
Article



Home



How to



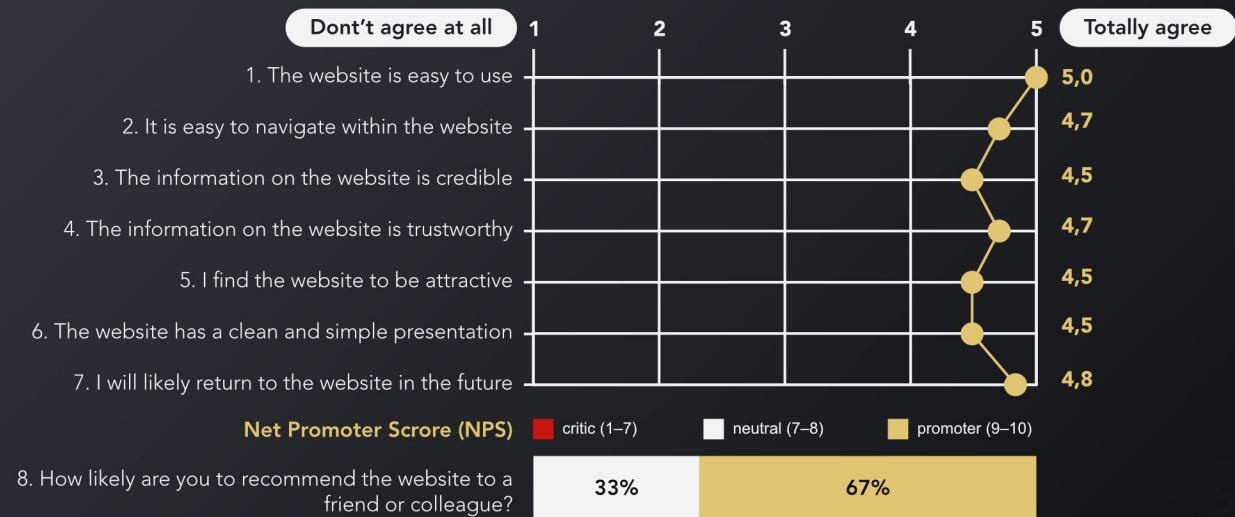
Visual Design



BILD Club

Highscore for instinct

With the project running on a tight schedule, many decisions along the way were grounded in expertise rather than validated data. An agency was brought in to put that to the test through user research. The results came back very satisfying.



SUPR-Q = 92/100
Source: userlutions



GANYMED

This font family is at first sight a classic renaissance antiqua with eight weights, but it owns some characteristics that clearly show it to be a modern typeface.

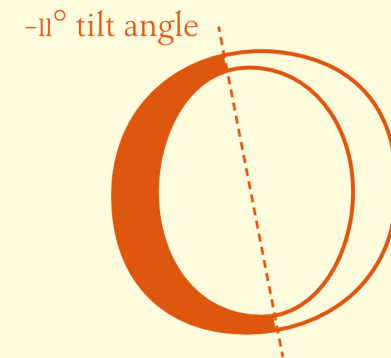
Its character is friendly and inviting while still appearing elegant. To expand on the gentle nature of its styling there are little birds to be found on every stem.



GLYPHS

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CHARACTERISTICS



Starting out
Light

Aa

elegant and soft,
Book

The quick brown
fox jumps over the
lazy dog

Ganymed becomes,
Regular

with every
Semibold

weight gained,
Bold

ever more sharp
Black

and expressive.
Ultra

Aa

The quick brown
fox jumps over
the lazy dog

END

