

POMMER DESIGN



Interaction Design for Future-Proof Systems

OFFICES

Frankfurt and London

REACH

Operating worldwide

FOUNDED

2010

CONTACT

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POMMER DESIGN IS AN INTERACTION DESIGN CONSULTANCY FOR ORGANIZATIONS THAT COMPETE ON WHAT THEY KNOW.

Pommer Design works on operational software: audio interfaces at Harman, wealth management at Union Investment, energy trading at EnBW and flight operations at Boeing. We’ve also worked on data governance at Deutsche Bank, fraud detection at SCHUFA and rail travel at Deutsche Bahn.

Since 2010, we’ve worked inside our clients’ product teams. We work alongside the engineers who ship the software, the people who use it and the compliance teams who sign off on it.

FOUNDED	2010
OFFICES	Frankfurt and London
REACH	Operating worldwide
CLIENTS	Boeing, EnBW, Deutsche Bank, Union Investment, SAP, SCHUFA, Harman

WHY POMMER DESIGN

01

SENIOR FROM START TO FINISH

Senior people run every project, from the first interview to launch.

02

INSIDE THE PRODUCT TEAM

Our engagements are long and take place inside the client's product team, alongside the engineers who ship the software and the people who use it.

03

WE START WHERE THE WORK HAPPENS

Dispatch rooms, trading floors, compliance desks, working farms. We learn what people decide there, under what pressure and with what data.

04

REGULATION AS A DESIGN REQUIREMENT

Most of our projects are regulated: banking supervision, aviation safety, medical device rules. We treat those rules as design requirements from day one.

ENBW, ENERGY TRADING

40%



fewer interaction errors

Prototype tests against the legacy trading tools, indexed to 100.

ENBW, ENERGY TRADING

25%

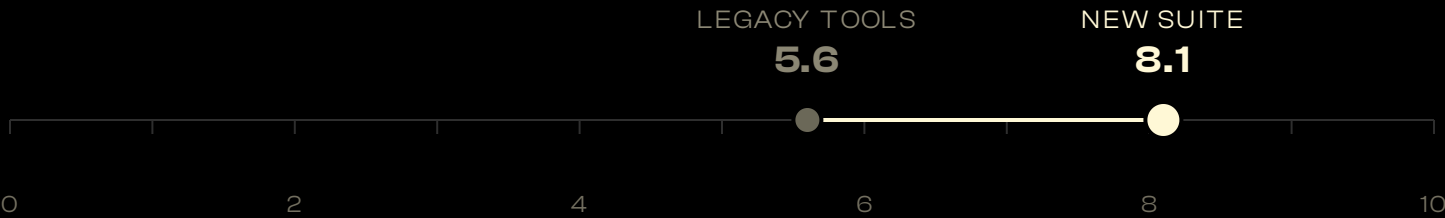


better task efficiency

The same tests, on deal capture, market monitoring and position tracking.

ENBW, ENERGY TRADING

8.1



usability rating, up from 5.6

Stakeholder ratings on a scale of 0 to 10, compared with the legacy tools.

BOEING

In production. New Fleet Insight features for airline dispatch, including timeline charts for a whole fleet.

ZALANDO

In daily use. The first Z Retail Center dashboard widgets, used by the order teams.

BOEHRINGER INGELHEIM

On hundreds of farms. The swine producer app, in daily work on large pig farms in the United States.

DEUTSCHE BANK

MVP built. The compliance redesign, defined with the product owner and core users, on its own interface component library.

04 //APPROACH

THREE PHASES

THREE PHASES, EACH WITH A CLEAR DELIVERABLE.

00 DISCOVERY Every project starts with a short discovery phase. We agree on goals, constraints and success criteria and put them in writing before design starts.

01 ANALYSIS

Field research with the people who do the work, down to every decision the product supports.

DELIVERABLE: THE DECISIONS THE PRODUCT HAS TO SUPPORT

02 DESIGN

Flows, information architecture and interfaces, tested with real users in realistic conditions.

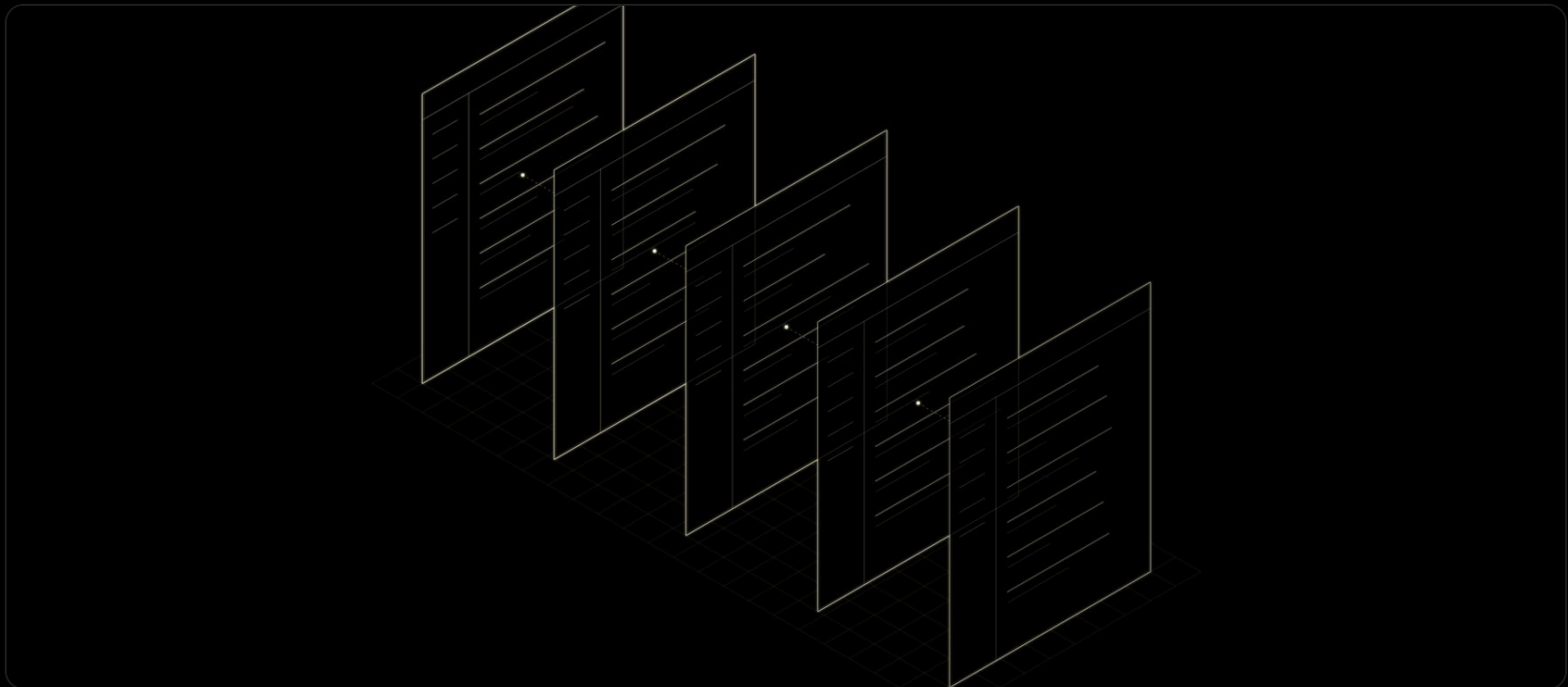
DELIVERABLE: TESTED FLOWS, INFORMATION ARCHITECTURE AND INTERFACES

03 DELIVERY

Specs and components handed off to engineering, then measured after launch.

DELIVERABLE: SPECS, COMPONENTS AND RESULTS AFTER LAUNCH

SYSTEMS BEFORE SCREENS



STRUCTURE

We design a platform as one system: the data, the decisions and the people who make them. Screens come last. That’s how a product stays consistent as teams and releases change.

INTERFACES AS INSTRUMENTS

Dispatchers, traders and analysts work in these interfaces for hours a day. We judge every layout by one thing: how quickly and safely it lets them act.

MEASURED QUALITY

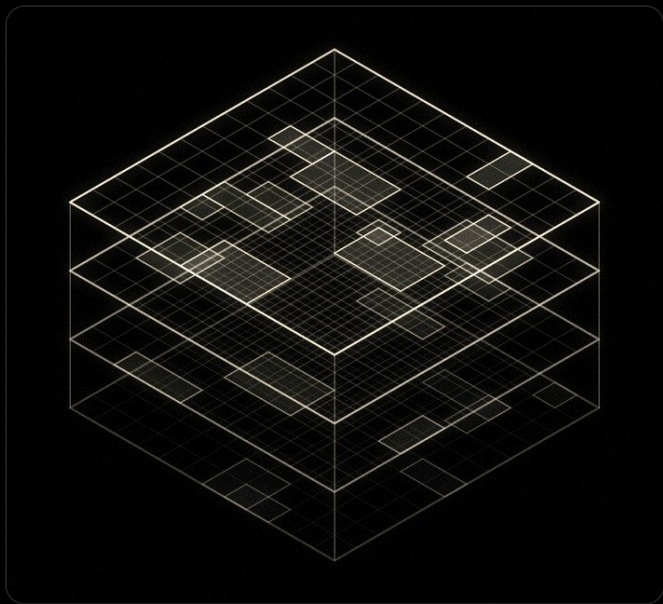
We measure quality in task time, error rates and usability scores, against targets set before design starts. Test results decide what ships.

BUILT TO LAST

Design and engineering work as one team. We make decisions with maintenance and the product’s next five years in mind, so what ships can be extended instead of replaced.

SERVICES

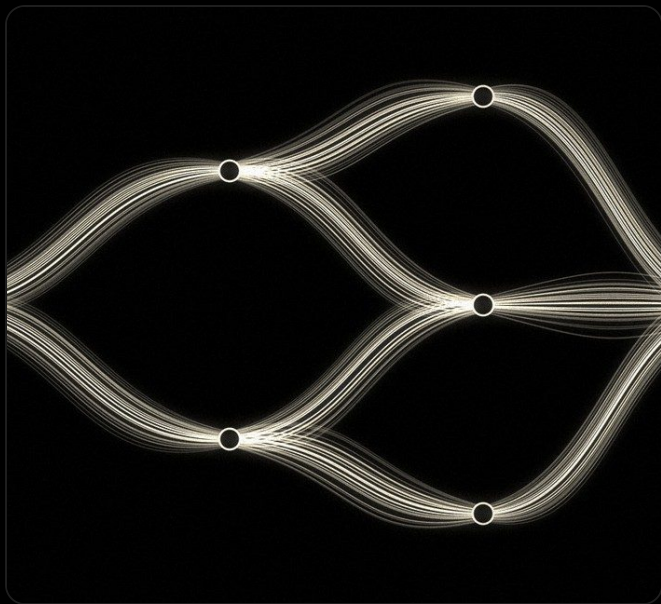
Five disciplines, one team, from the first interview to launch.



01

PLATFORM AND PRODUCT DESIGN

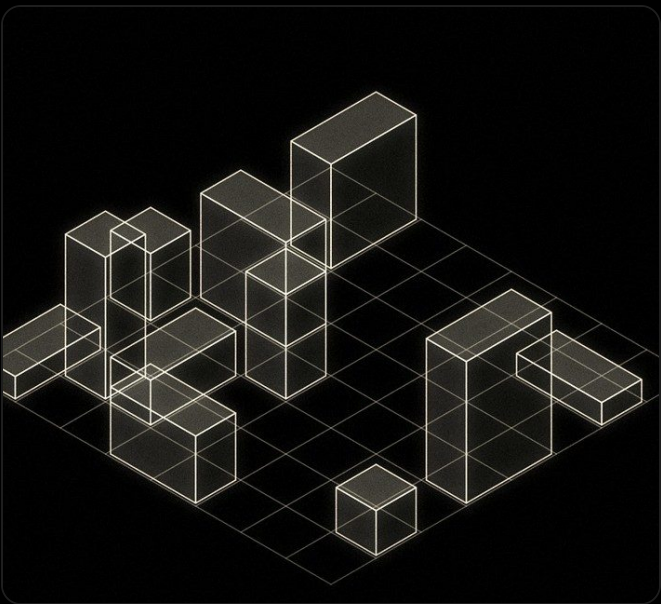
Operational platforms designed end to end, down to production-ready UI.



02

INTERACTION DESIGN

Decision flows and interaction models, tested with the people who use them.



03

DESIGN SYSTEMS

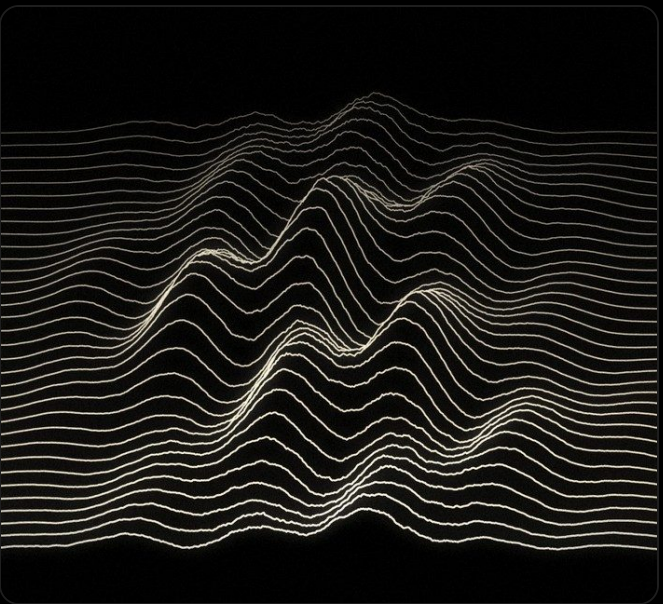
Component libraries and standards that engineering teams build on.



04

CONCEPT DEVELOPMENT

New product ideas, validated before anyone writes production code.



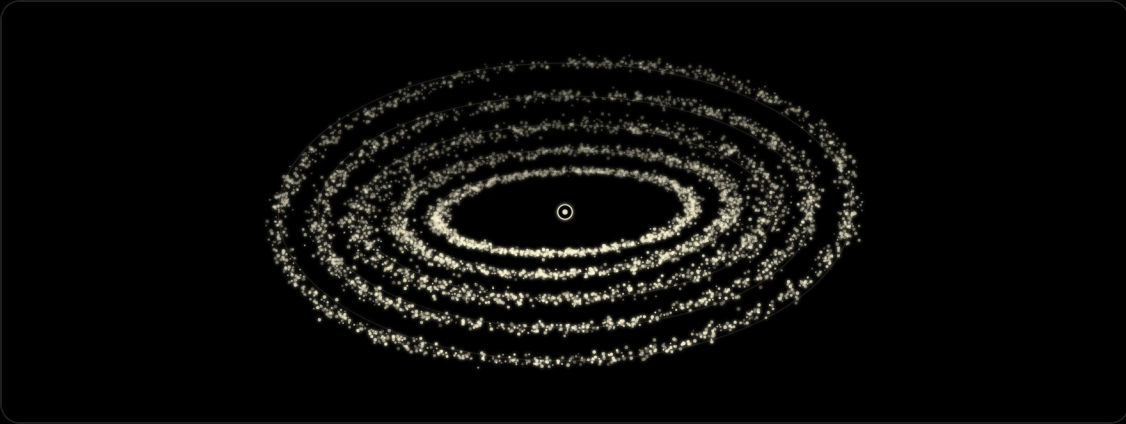
05

VOICE AND AI INTERFACES

Voice UI, conversational flows and LLM features for products people talk to.

SELECTED WORK

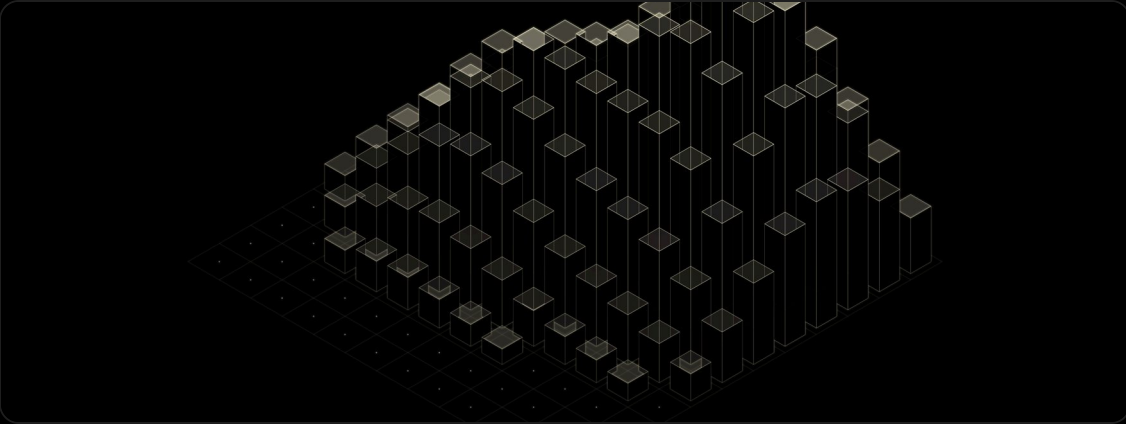
Operational software for wealth management, energy trading, flight dispatch, data compliance, retail operations and livestock farming. Every project starts with the people who use the product and ends with interfaces and components that engineering can build on.



Union Investment

WEALTH MANAGEMENT

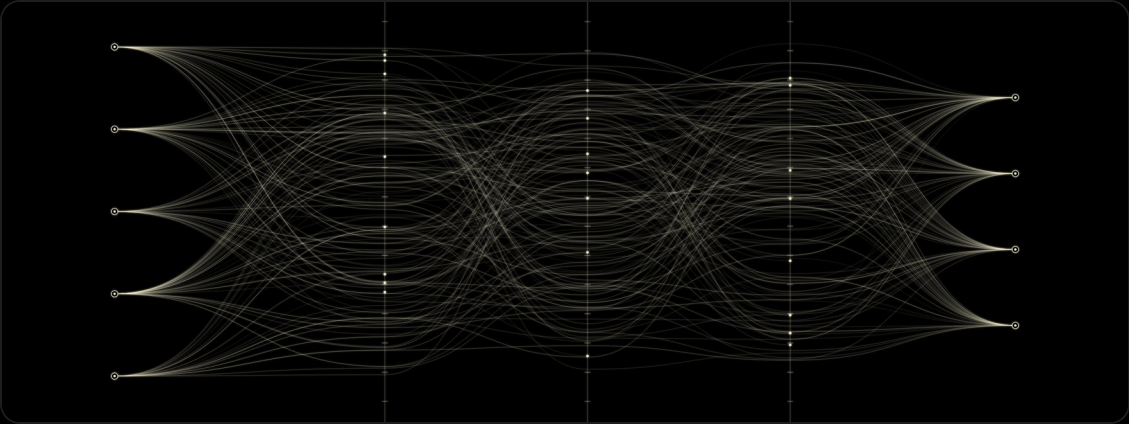
2025



EnBW

ENERGY

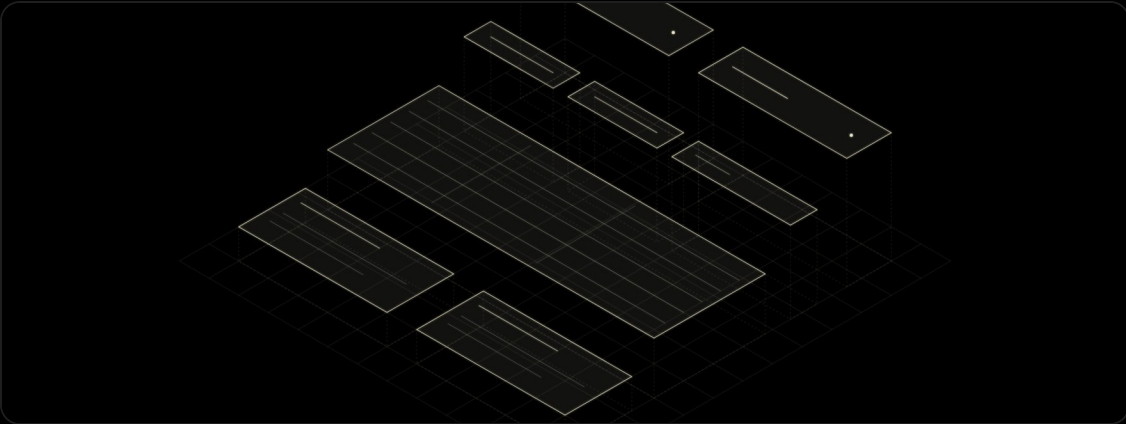
2024



Boeing

AVIATION

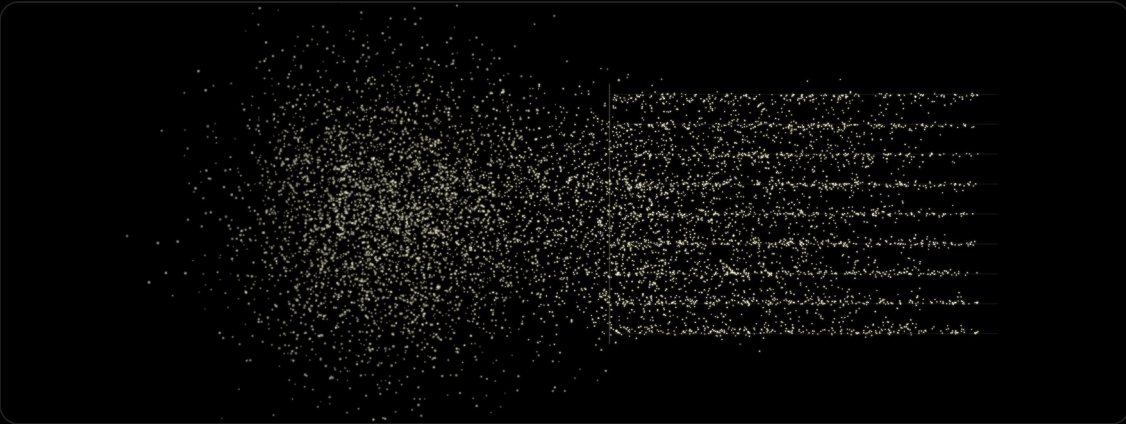
2023



Deutsche Bank

BANKING

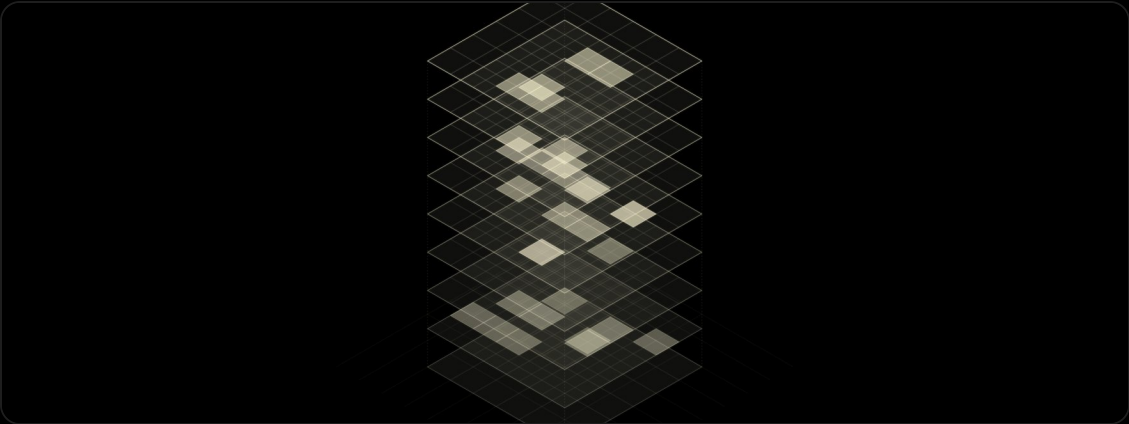
2022



Zalando

FASHION

2022



Boehringer Ingelheim

PHARMA

2019

UNION INVESTMENT

YEAR

2025

CATEGORY

Wealth management

DURATION

Since October 2025

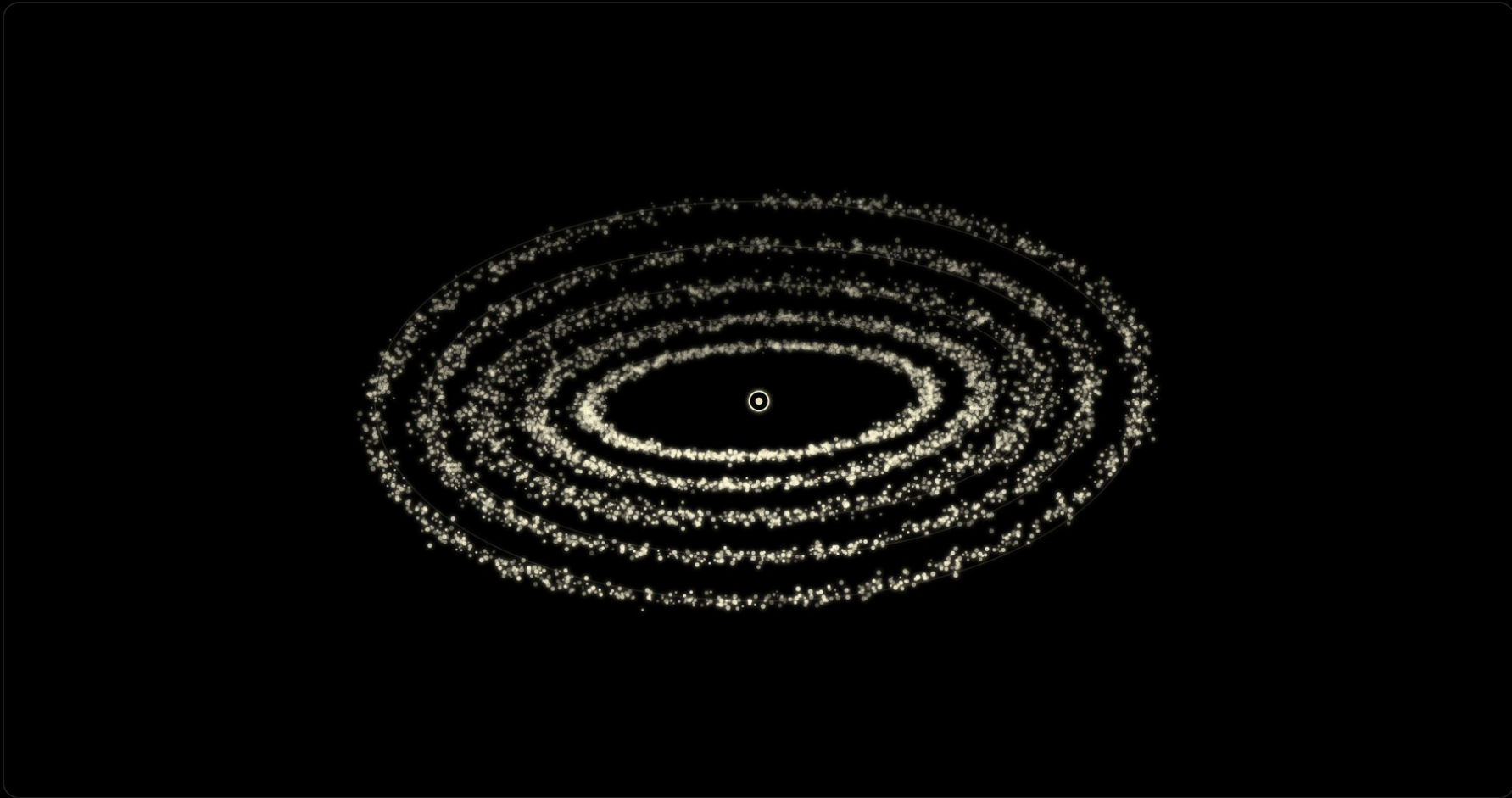
Union Investment is one of Germany’s largest asset managers. Its Financial Home shows a member’s Union Investment holdings next to brokerage accounts, funds and bank accounts at other providers such as Commerzbank, Sparkasse and Trade Republic.

ROLE

Pommer Design leads UX: research, user flows, information architecture, interactive prototypes and visual design in Union Investment’s design language.

APPROACH

The hard part is trust. Consent sits in the main flow: a toggle for each provider, a plain statement that no payments can be made, and consent members can withdraw at any time.



OUTCOME

With outside providers connected, members see total wealth, allocation across providers and year-to-date performance in one view. From there, the platform suggests concrete steps: rebalancing toward a target equity range, specific funds, and a retirement plan that shows what it takes to reach the goal.

[FULL CASE ON POMMERDESIGN.COM](#) ↗

[ALL CASES](#)

ENBW

YEAR

2024

CATEGORY

Energy

DURATION

Nearly 2 years

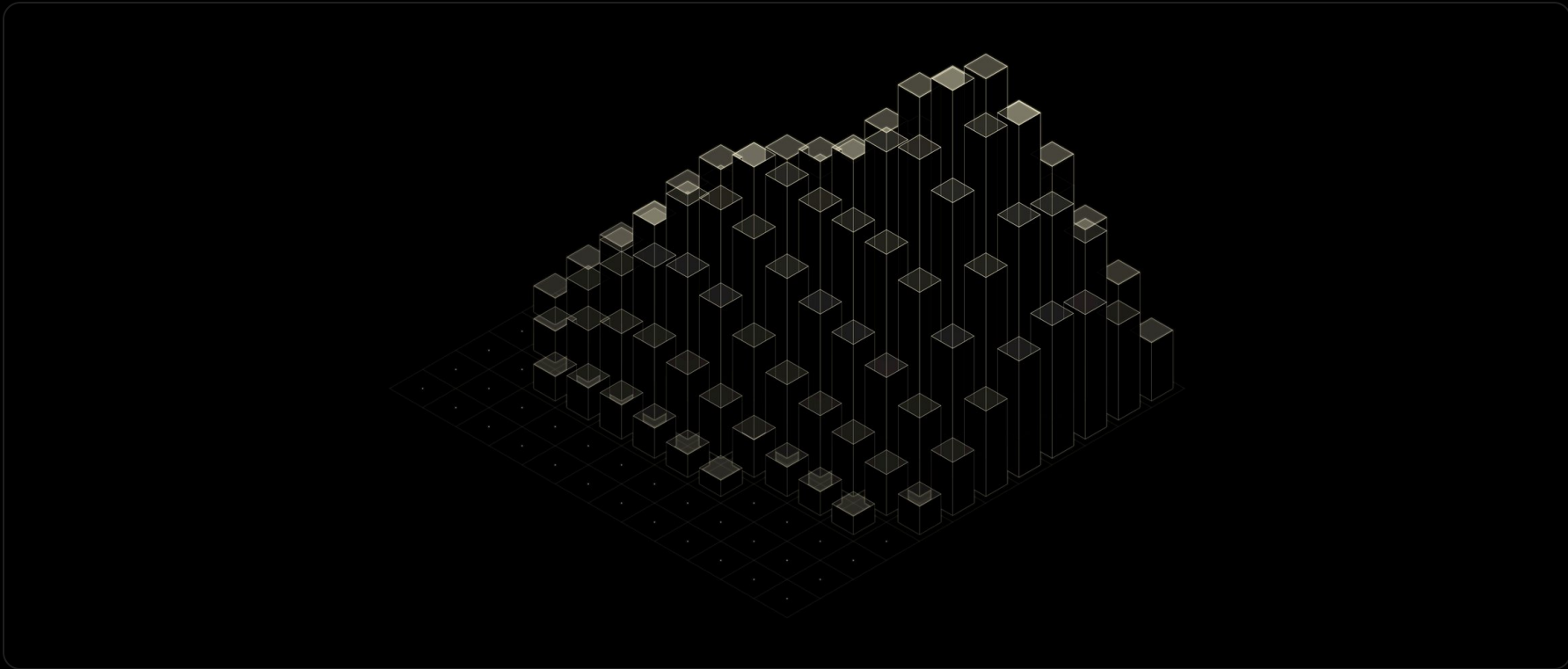
EnBW, one of Germany’s largest energy companies, is building a new cloud platform for its energy trading: the software its power traders and analysts work in all day. Pommer Design led UX for the trading suite.

OBJECTIVE

On a trading floor, a slow or unclear screen costs money. The new platform had to make core trading workflows simpler and faster than the legacy tools did.

ROLE

Eight interviews and two co-creation workshops with traders and analysts, user journeys across the front, middle and back office, and prototypes and final UI in EnBW’s design language.



OUTCOME

40%



fewer interaction errors

25%



better task efficiency

8.1



usability rating, up from 5.6

The first stable beta is being prepared for rollout to several trading desks. After launch, an analytics dashboard will measure the time per trade.

[FULL CASE ON POMMERDESIGN.COM](#) ↗

[ALL CASES](#)

BOEING

YEAR	CATEGORY	DURATION
2023	Aviation	1 year

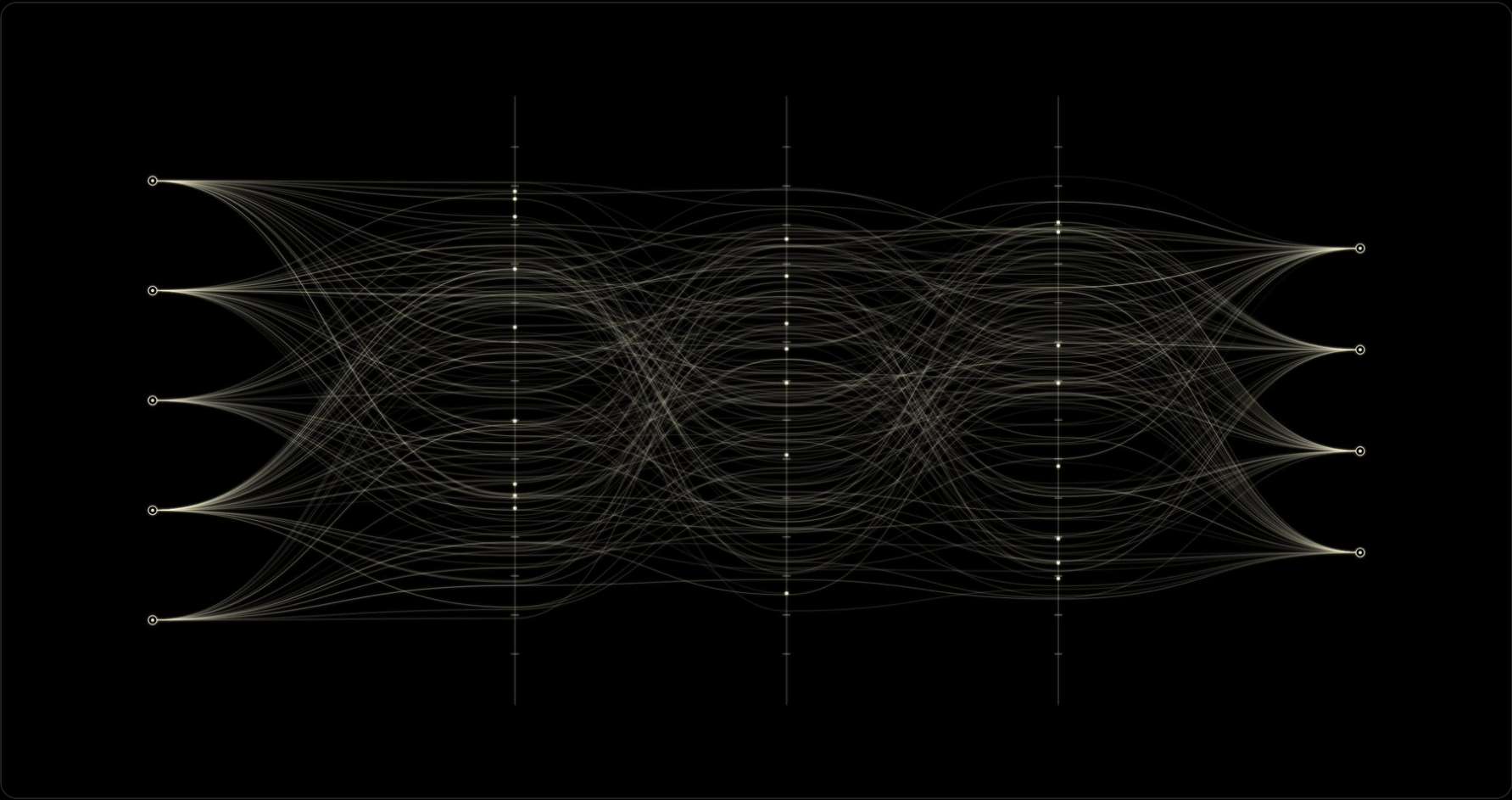
Boeing’s aviation software subsidiary **Jeppesen** builds the software airline dispatchers and operations control centers use to track their fleets. Pommer Design spent a year inside the **Fleet Insight** product team and designed new decision-support features for dispatch.

OBJECTIVE

Airline operations control runs around the clock. A new feature goes straight into live operations, so it has to work under full load from day one.

ROLE

Pommer Design owned the user experience: core user flows, interviews with dispatchers and control-center staff, and how fleet data is shown so people can act on it.



OUTCOME

New Fleet Insight features shipped to production, including Gantt-style timeline charts that show the status of a whole fleet in one view.

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DEUTSCHE BANK

YEAR

2022

CATEGORY

Banking

DURATION

7 months

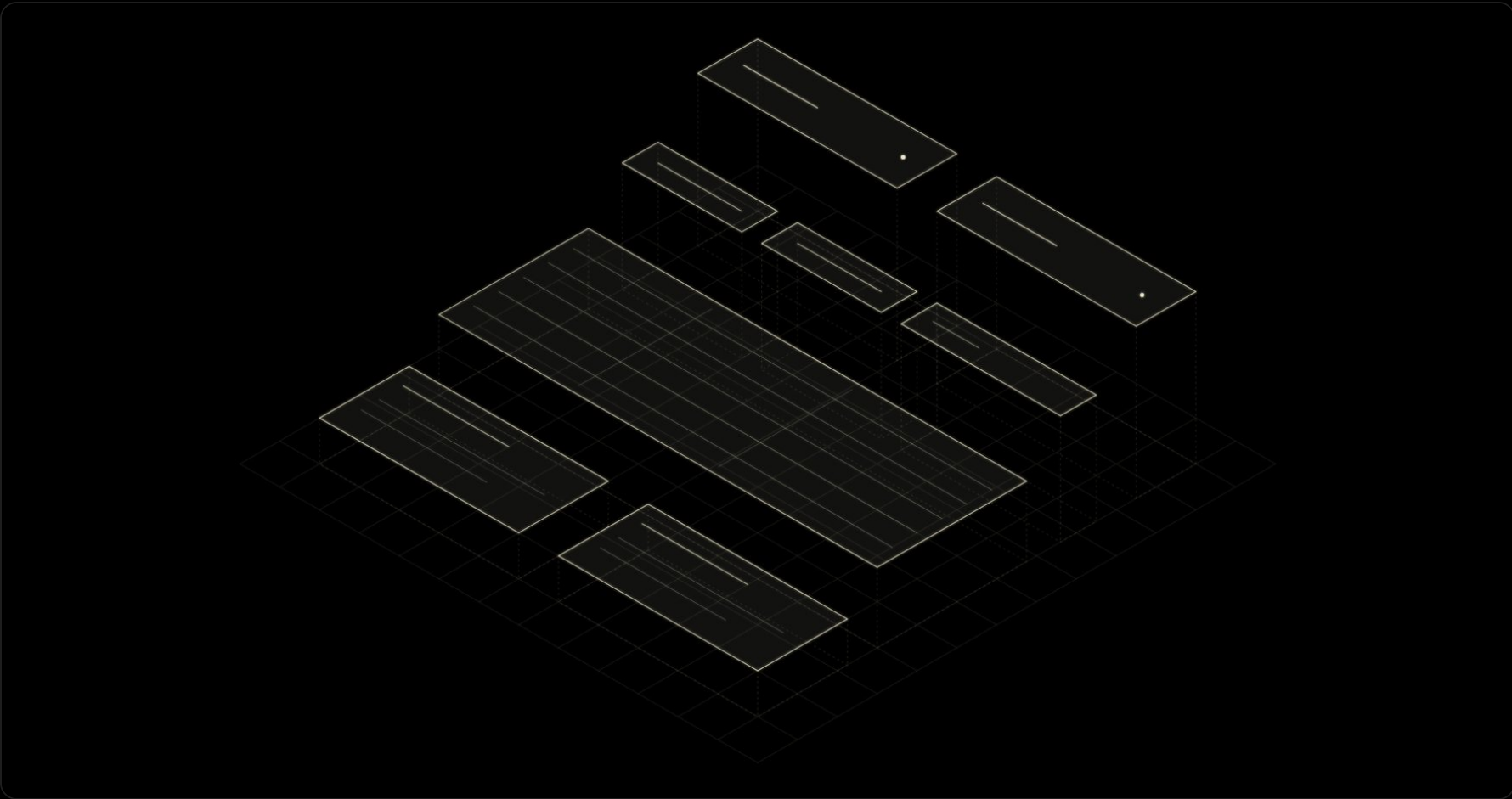
Deutsche Bank builds its own data compliance software: the tools its teams use to make sure data is handled in line with internal policy and regulation. Pommer Design led UX on the redesign, as part of an eight-person agile team in Deutsche Bank Wealth Management.

OBJECTIVE

Turn the existing compliance tools into one consistent product, starting with an MVP its core users would adopt in their daily work.

ROLE

Lead UX: workshops with the product owner, interviews with core users, wireframes and prototypes for the redesign plan, and an interface component library.



OUTCOME

The team defined and built an MVP with the product owner and core users, on a component library designed for the new product.

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ZALANDO

YEAR

2022

CATEGORY

Fashion

DURATION

7 months

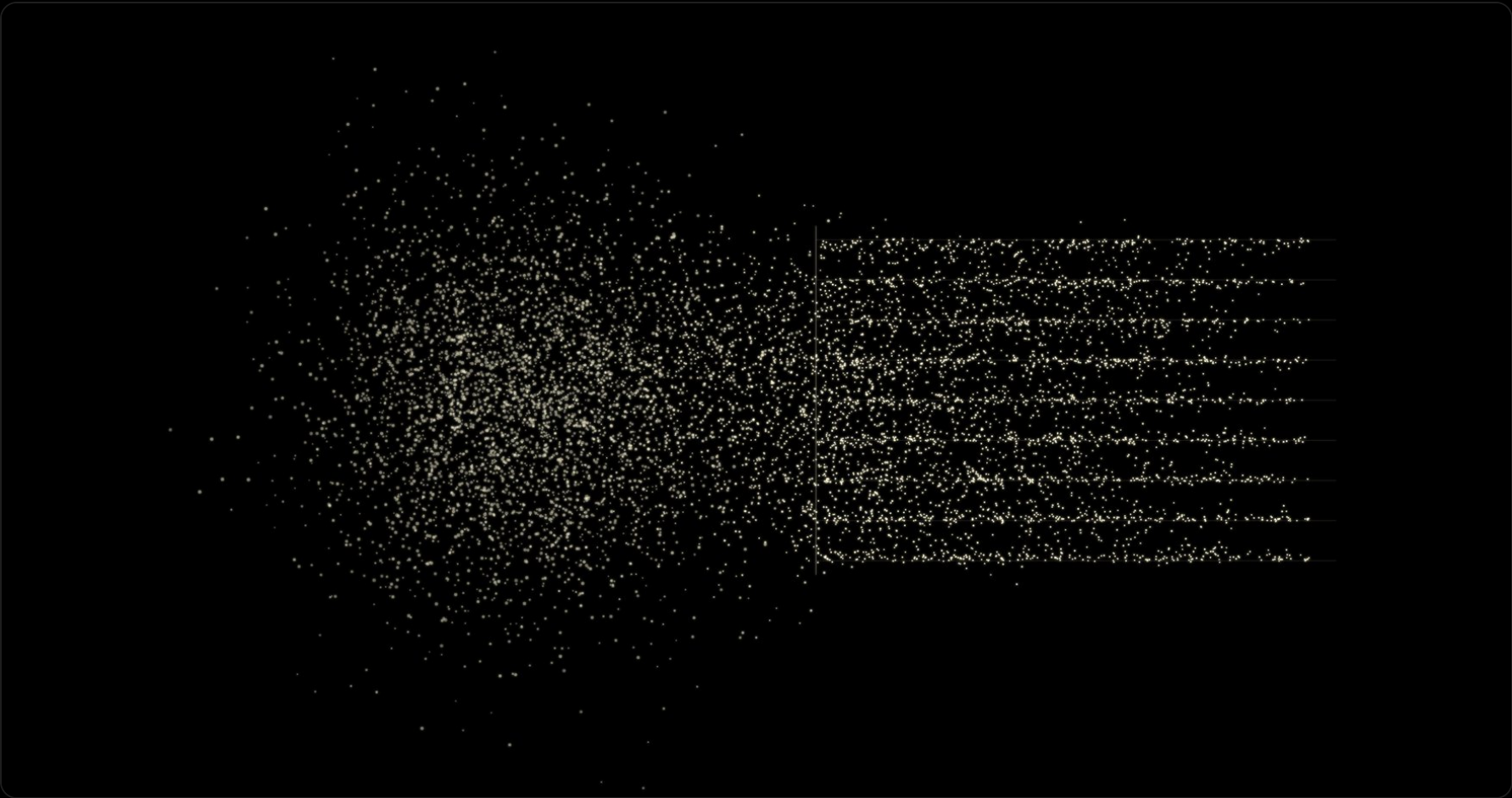
Zalando’s partners around the world send their product orders through one internal system, the Z Retail Center. Pommer Design led UX for its new dashboard.

OBJECTIVE

A dashboard for the Z Retail Center that makes order management measurably faster for the teams who use it.

APPROACH

Five modules, one per workflow: order intake, returns, inventory reconciliation, performance tracking and exceptions. Each one went from rough flows to high-fidelity prototypes in Zalando’s design system.



OUTCOME

The first widgets are in production, and the order teams use them every day, along with reworked follow-up flows. New rounds of user testing are shaping the next modules.

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BOEHRINGER INGELHEIM

YEAR

2019

CATEGORY

Pharma

DURATION

1 year

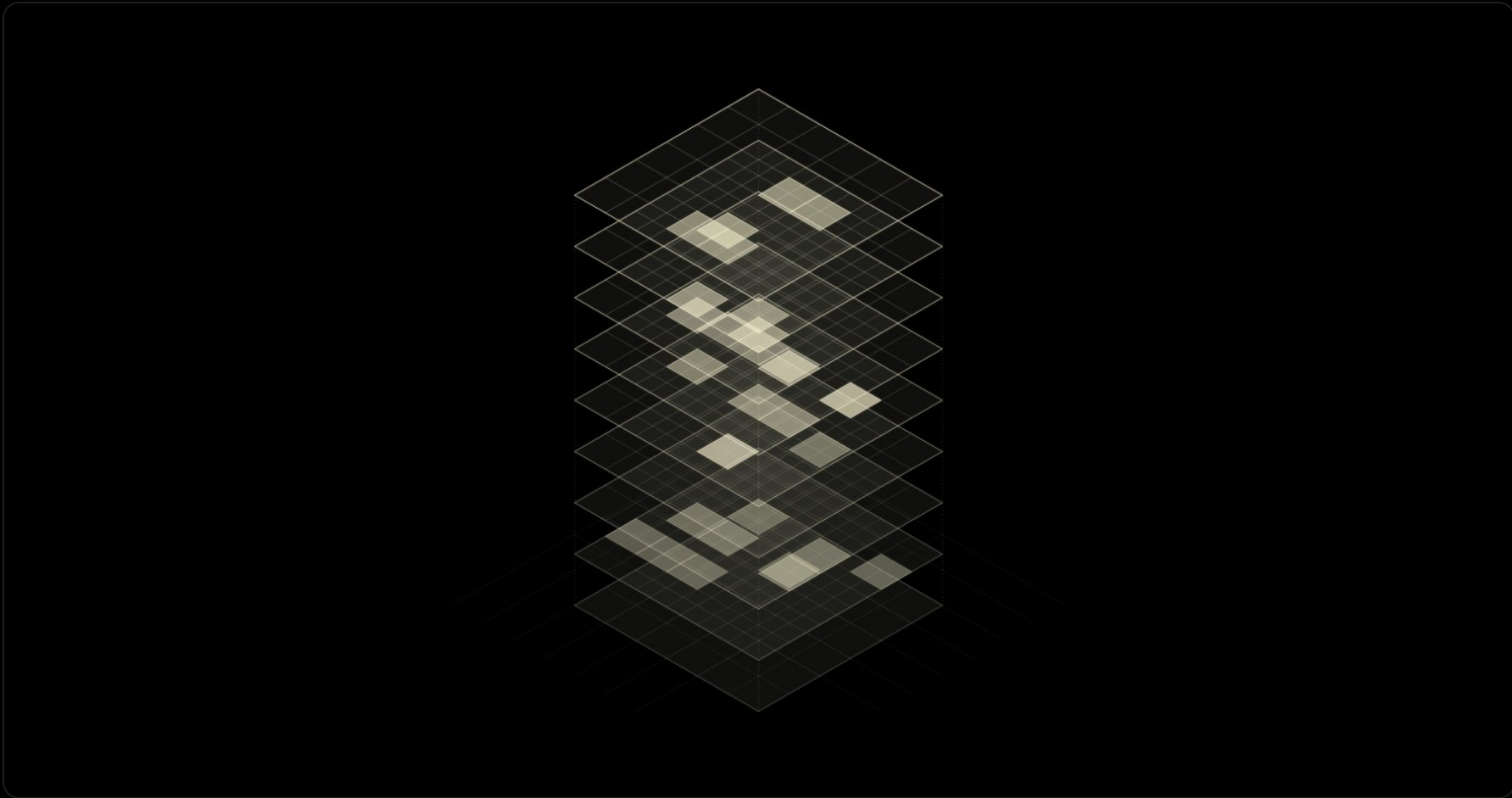
Boehringer Ingelheim’s animal health business serves the people who run large livestock operations. For its US swine business, the company built a mobile platform for pig producers. Pommer Design led the product experience.

OBJECTIVE

A mobile app for US swine producers that works in the daily routine of an industrial farm.

APPROACH

Requirements came from the farms. Pommer Design tested concepts with producers on site and reworked them until they held up there.



OUTCOME

The app came through a beta under heavy daily use and now runs on hundreds of large pig farms in the United States.

[FULL CASE ON POMMERDESIGN.COM](#)

[ALL CASES](#)

MORE REFERENCES

HARMAN INTERNATIONAL

AUDIO INTERFACES / VOICE

Voice interaction and device setup for Harman’s next generation of audio products, specified with engineering and tested against measured performance.

STEPSTONE

HR TECHNOLOGY / SAAS

One of Europe’s largest job platforms. We simplified and rebuilt the job-posting workflow for HR managers, with MVP prototypes and research across two agile teams.

DEUTSCHE BAHN

RAIL TRAVEL / MOBILITY

We redesigned ICE Portal, DB Navigator and internal B2B platforms with DB Systel, from research to release. Later, we designed new mobility apps for Mobimeo, part of the Deutsche Bahn Group.

GENERALI / DVAG

FINANCIAL ADVISORY / INSURANCE

Advisory platforms for Deutsche Vermögensberatung and Generali: market-ready MVPs in six-week cycles, with prototypes, research and design-system extensions.

LBBW

RISK MANAGEMENT / FINANCE

Germany’s largest regional state bank. We redesigned its risk-management tools: flows, a first MVP, test cycles and a new visual language.

SCHUFA

CREDIT SCORING / FRAUD
DETECTION

Germany’s largest credit bureau. We redesigned Fraud Pool for fraud managers and bank staff and tested it in production. We also built MVPs for institutional clients and SCHUFA’s first consumer app.

ADJUST

MOBILE MEASUREMENT / AD TECH

The measurement platform behind mobile app marketing. We designed internal analytics and ad-operations tools, from research to high-fidelity prototypes.

SWISSCOM

FIBER ORDERING / B2B SAAS

Switzerland’s largest telecom. ConnectNow is the B2B platform where contractors, architects and municipalities order fiber installation. We designed its flows, information architecture and interface for the beta release.

SAP

ENTERPRISE ANALYTICS / B2B

KPI dashboards and enterprise workflows for SAP’s internal teams: MVPs, an atomic component system and user testing. The interfaces were presented at SAP’s showcase in Orlando.

ABBOTT

MEDICAL DEVICES / HEALTHCARE

Device software for one of the world’s largest healthcare companies: screen flows, wireframes and interfaces for B2B healthcare, built with the team in Chicago.

CLIENTS

FINANCIAL SERVICES

**DEUTSCHE BANK, UNION INVESTMENT,
LBBW, SCHUFA**

Data governance, risk management, fraud detection,
investment platforms

INSURANCE

GENERALI, DVAG

Advisory platforms, from prototype to market-ready MVP

TECHNOLOGY

SAP, SWISSCOM, ADJUST, STEPSTONE

Analytics dashboards, B2B ordering, ad operations,
recruiting workflows

MOBILITY

**BOEING, DEUTSCHE BAHN, MOBIMEO,
HARMAN**

Flight operations, passenger apps, mobility services,
voice interfaces

ENERGY, HEALTH, COMMERCE

**ENBW, BOEHRINGER INGELHEIM, ABBOTT,
ZALANDO**

Energy trading, medical device software, pharma,
e-commerce

WORKING TOGETHER

01

HOW A PROJECT STARTS

With a short discovery phase. We agree on goals, constraints and success criteria and put them in writing before design starts.

02

WHO WE WORK WITH

Organizations that run on information: banks and insurers, airlines and rail operators, energy, pharma and software companies. Size matters less than what's at stake in the decisions the product supports.

Most of our projects involve regulated industries, several product teams, or specialists who use the product all day.

03

HOW THE PRODUCT STAYS CONSISTENT

With a design system that engineering owns as much as design does: shared components, documented decisions and a review process for changes. New teams build on it instead of starting from scratch.

04

HOW WE MEASURE SUCCESS

Against targets we agree on at the start: task time, error rates and usability scores. A project succeeds when the product is measurably faster and safer to use, and stays that way in everyday use.

11 // CONTACT

LET'S BUILD THE PRODUCTS YOUR ORGANIZATION RUNS ON.

If you've read this far, we're likely a good fit. The next step is a first conversation about your project.

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