PROJECT SHOWCASE

Three products — built, launched, and owned.

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01 · ARAL SUPERCARD · 2021

Launching a digital gift card

From plastic-only to a digital product — and its market debut.

CONTEXT

Aral’s fuel gift card existed only as physical plastic. The task: develop a digital SuperCard and change the underlying systemic infrastructure to support it.

WHAT I DID

Led the initiative as intermediary across every stakeholder — payment provider, POS vendor, IT security, the digital-card solution provider — and owned the market launch.

#1

Best-selling product & top revenue driver in 2021

+132 %

Total revenue vs. the prior year

3

Further products built on the new infrastructure

02 · MAGENTAZUHAUSE APP · 2023

Rebuilding a contract booking journey

A full platform rebuild, delivered on time in a regulated setup.

CONTEXT

The booking platform was embedded in the smarthome.de webshop. A strategic split forced separation — so we chose a complete new build of the platform.

WHAT I DID

Ran a tight planning phase, locked binding timelines across all parties, and drove the rebuild — coordinating booking service, partner portal, customer database and IT security.

+21 %

Completed contract bookings

-59 %

Error rate on bookings

On time

Shipped to production as scheduled

03 · WÜSTENROT · 2024

A middle-office layer for loan officers

AI-assisted gathering & editing between intake and the system of record.

CONTEXT

Loan officers processed fragmented application data by hand. We built one layer that gathers, edits and enriches every application type — with AI for document analysis and extraction.

WHAT I DID

Led and owned the build in the regulated financial domain — from MVP to a production platform now handling the full range of individual applications.

~90 % faster

Average application processing time

70,000+

Applications processed since launch (Sept 2024)

+6

Verticals added since the MVP

THE THROUGH-LINE

Launch. Rebuild. Own.

Across every product the same skill: hold the whole-system map, align every stakeholder, and make delivery predictable — so the system carries the load, not the people.

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