

Project Profile

Tom Büscher

Senior UX Strategist & Requirements Mapping Consultant

AI Solution Architecture · Service Design · AI Workflows · LLM Systems

Selected work in UX strategy, requirements mapping, workflow analysis and implementation-ready product structures.



How to read this profile

This project profile provides selected examples of my work at the intersection of UX strategy, requirements mapping, workflow analysis, AI-enabled work systems and implementation-ready product structures.

My work often happens between established roles: between research and implementation, requirements and development, concept and prototyping, visual design and operational workflows.

For this reason, the following projects are not presented as classic visual design case studies. They focus on the structural contribution behind the work:

- the context of the project
- the challenge that needed to be clarified
- my role and responsibility
- the approach used to create clarity
- the deliverables created
- the relevance for implementation, collaboration or AI integration

Some project details have been reduced for confidentiality reasons.

Key Projects

KLaaS SIGNATURE

AI Communication Systems

Context

KLaaS SIGNATURE is a Personal Brand Voice system designed for professionals who use LLMs in communication but want to preserve their own voice, thinking structure and recognizable signature.

Challenge

AI-generated communication often becomes generic. It may be correct, polished and efficient, but it frequently weakens the individual voice of the person using it. The challenge was to create a system that allows AI support without flattening the user's style, perspective or communication identity.

Role

AI Communication Systems Designer

Approach

I designed a system that analyzes and protects voice patterns, thinking structure, communication habits and platform-specific expression. Instead of teaching the AI to write "better" in a generic way, the system helps preserve what makes the user recognizable.

Deliverables

- Voice architecture
- Communication rules
- Prompt structures
- Style protection logic
- Platform-specific writing workflows
- Anti-generic output rules
- Personal Brand Voice framework

Tools

ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity

Relevance

KLaaS SIGNATURE demonstrates how LLM systems can be used for communication without erasing human specificity. It is relevant for executive communication, founder communication, personal branding, social media workflows and AI-assisted writing systems.

KLaaS CC

AI Solution Architecture

Context

KLaaS CC is a method for turning scattered AI chats into a coordinated AI work system. It was developed to solve a recurring problem in AI-supported knowledge work: important project context gets fragmented across multiple chats, while results are difficult to reuse, brief, track or reintegrate.

Challenge

Many people and teams use AI regularly, but without a stable working structure. Chats become isolated, context gets lost, and results remain disconnected from the broader project. The challenge was to design a practical system that allows AI to support real project work without pretending to be a fully autonomous agent system.

Role

AI Solution Architect / Method Designer

Approach

I designed a Command Central structure in which one central chat holds project context, status and decisions, while specialized task chats work on clearly briefed assignments. The system uses structured briefings, handoffs and status updates to keep work connected and usable across multiple AI interactions.

Deliverables

- Method architecture
- Command Central workflow
- Briefing structures
- Handoff logic
- Status structure
- Prompt systems
- Workshop format
- Training and implementation structure

Tools

ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity

Relevance

KLaaS CC demonstrates my ability to design practical AI work systems that connect context, tasks, decision-making and implementation. It is especially relevant for teams that want to integrate AI into existing workflows without losing control over context, quality and handoffs.

KLaaS DECIDE

AI Decision Systems

Context

KLaaS DECIDE is an AI-powered decision system designed to help knowledge workers transform unstructured thoughts, ideas and information into clear decisions, concrete actions and measurable outcomes.

Challenge

Many professionals do not lack information. They lack a clear way to move from information to decision. Standard AI chats often produce more options, more analysis or more text, but not necessarily direction. The challenge was to design an LLM-native system that reduces ambiguity and creates actionable decision outputs.

Role

AI Product Designer / LLM System Architect

Approach

I developed a structured decision workflow for LLM-based interaction. The system distinguishes between situations where a clear decision is possible and situations where the core problem first needs to be defined. It was iteratively tested and refined through break tests, output validation, edge-case handling and instruction design.

Deliverables

- Product logic
- Decision workflow architecture
- Instruction design
- Output structure
- Edge-case handling

- Test scenarios
- Validation logic
- Positioning and product framing

Tools

ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity

Relevance

KLaaS DECIDE shows how LLMs can be designed as focused decision-support systems instead of general-purpose chat interfaces. The project is relevant for AI product design, prompt-system architecture, decision workflows and operational AI use cases.

Happymensch

Health / DigitaContext

Context

Happymensch is a digital health and knowledge offering focused on natural, practical and everyday-oriented health topics. The work included website structure, digital products, content architecture, funnel logic and AI-supported work organization.

Challenge

The project required translating knowledge, experience and product ideas into a clear digital structure. The challenge was not only to build individual pages, but to connect offers, user journeys, messaging, content and purchase flows into a coherent system.

Role

AI Product Designer / UX & Content Systems Architect

Approach

I structured the website, product architecture and funnel logic around concrete user needs and clear entry points. The work connected product pages, freebie flows, thank-you pages, download structures, content formats and implementation workflows. AI-supported workflows were used to accelerate structure, copy development, content planning and iteration.

Deliverables

- Website structure
- Product architecture
- Sales page structures
- Freebie funnel
- Download and thank-you pages
- Messaging and content system
- AI-supported workflows
- Implementation support

Tools

ChatGPT, WordPress, Elementor, SureCart, Stripe, Canva, Google Workspace, Google Gemini, Perplexity

Relevance

Happymensch shows how AI product design, UX structure, content architecture and implementation can come together in a real business context. It complements the KLaaS projects by showing applied work beyond internal AI system development.

Selected Client Projects

Pharma & Diagnostics Group Mannheim

Pharma Industry

Scope

Workflow analysis, Quick-Win concepts, documentation and budget reporting for the post-market surveillance department.

Contribution

Structured complex workflows, clarified documentation needs and supported the translation of operational requirements into more visible and manageable working structures.

Tools

Google Workspace · Miro · Lucidboard

Relevant Keywords

Workflow analysis · Process documentation · Pharma · Post-market surveillance · Reporting

Advanda GmbH

Healthcare

Scope

Workflow analysis and conception of a collaborative back-office solution based on Google Workspace.

Contribution

Mapped experience-based workflows, made operational knowledge visible and supported the transfer of individual expertise into more structured, collaborative and partially digitalized working processes.

Tools

Google Workspace · Miro · Canva · Manychat

Relevant Keywords

Workflow analysis · Back-office systems · Knowledge transfer · Process visualization · Operational workflows

Eurowings Digital GmbH

Tourism

Scope

Customer-experience analysis, UX conception and design of the booking funnel, including team leadership for the UX design system.

Contribution

Worked on complex booking flows, customer experience structures and design system alignment within a digital tourism product environment.

Tools

Miro · Sketch · Flinto · Atlassian Software

Relevant Keywords

CX analysis · Booking funnel · UX design system · Product design · Tourism

Igus Motion Plastics GmbH

Plastics / B2B Product Structures

Scope

Product analysis, UX conception and design of the product catalog and sales funnels.

Contribution

Structured complex B2B product information and translated catalog and sales requirements into clearer UX concepts and funnel structures.

Tools

Miro · Sketch · Flinto · Atlassian Software

Relevant Keywords

Product catalog · Sales funnel · UX conception · B2B product structures

Postera Capital GmbH

Finance / FinTech

Scope

Customer-experience analysis, conception, design and prototyping of a Bitcoin payment app.

Contribution

Translated a complex financial technology use case into a clearer product concept, user flow and interactive prototype.

Tools

Miro · Sketch · Flinto · Atlassian Software

Relevant Keywords

FinTech · Bitcoin · Payment app · Prototyping · CX analysis

Selected References

Susanne

Principal, Pharma & Diagnostics

"What I appreciated most in my work with Tom Büscher was his clear and structured way of working and communicating, his transparency and his foresight. He acted as the perfect link between project members and work areas and kept the project on track with UX methods."

Mannheim · July 2024

Wolfgang Hau

Managing Director, Advanda GmbH

"Tom made my deeply branched professional experience visible and transferred individual work processes into a structured system. This helped us digitize and partially automate experience-based workflows that are highly relevant for our employees and for company succession."

Malterdingen · August 2023

Philipp Steiner

Head of PIM, IGUS Plastics GmbH

"Your method was much more granular and detailed than what we were used to in UX. It made the workflow significantly easier and allowed us to dive into details much more effortlessly than expected."

Cologne · June 2022

Contact

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AI Product Design & Solution Architecture

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