

HOLLIE TANNER

CERTIFIED LEADER IN USER EXPERIENCE & PRODUCT DESIGN

Volkswagen's VW Cup

I created the site concept and designed the badge system for VW CUP, focusing on gamification strategies to enhance employee engagement and learning outcomes. I designed gamification patterns such as achievement tracking, point systems, and leaderboard mechanics, ensuring they aligned with industry best practices for digital learning environments. My work involved implementing a user-centric design that encouraged participation and progress while integrating compliance tracking features and real-time performance feedback for dealership employees.

