

The Delivery Layer for Shopware projects

Close the gap between approval and implementation.

I align **client, design and development** before handoff, so approvals stick, developers build once, and your margin stays intact.

Book a 30-minute project call

4.5 years

Principal Design System Architect, Shopware

10+ years

Digital design for Mercedes-Benz, Bosch, Unilever, Viessmann

44

Published e-commerce guidelines

2

Service packages: flat fee & retainer

01 Problem & Result

WITHOUT THE DELIVERY LAYER

☐ Revision loops between client, design, and dev eat the fixed-price margin

☐ “That’s not what we approved” — after the build, not before

☐ Brand customizations land in the wrong theme layer and break on the next update

☐ Developers translate client wishes — instead of developing

WITH THE DELIVERY LAYER

☒ One approved build specification, signed off by every party

☒ Change requests are translated into consequences before they reach the dev team

☒ Storefront customizations are documented update-safe

☒ Acceptance against the approval — not against memory

02 Who it's for

AGENCIES

Shopware agencies

Running larger storefront projects, launches, relaunches, or SW5 → 6 migrations. You keep your process and your team — I take responsibility for the layer between client requirements and development that nobody officially owns today. Your client sees: the agency brings in the architect who built the system.

MERCHANTS

Shopware merchants

Facing a migration, relaunch, or a larger storefront investment. I sit on your side of the table: I translate your requirements into a specification your agency can't misread, assess proposals and migration plans independently, and check that what gets delivered matches what you approved — before the final invoice is paid.

03 Phases of work

01	Discovery Stakeholder interviews, audit of theme & storefront	Requirements catalog · as-is analysis of the theme architecture	BLUEPRINT
02	Specification Design intent mapped against Shopware reality	Theme layer mapping · effort & update risk per requirement	BLUEPRINT
03	Alignment & Approval Workshop with client, design, and development	Build specification signed off by every party	BLUEPRINT
04	Build Supervision Ongoing layer between client ↔ development	Translated change requests · decision logs	RETAINER
05	Acceptance As-built check against the approval	Acceptance report · update-safe documentation	RETAINER

04 Packages & fees

PHASES 1–3 · FLAT FEE

Storefront Blueprint

from €4,500 flat

2–3 weeks, before development starts

For a launch, relaunch, redesign, or SW5 → 6 migration

Ends with the approved build specification

Also available as an independent migration assessment

PHASES 4–5 · MONTHLY

Interface Retainer

from €2,800 / month

Per project, for the duration of the build

I take over client communication on the build

Fixed availability, participation in client calls

Cancellable monthly

Pilot terms

— Reduced rates apply for our first project together — in exchange for a reference statement on completion.

05 About

4.5

Years as Principal Design System Architect at Shopware

I spent 4.5 years at Shopware, responsible for the Storefront Design System and the UI foundations of Composable Frontends — the base Shopware agencies build on every day.

Across 10+ years in digital design, I've also worked on digital products and experiences for **Mercedes-Benz, Bosch, Unilever** and **Viessmann**.

I know both sides of a project: what gets approved in the stakeholder meeting, and what development can actually build, maintain and update.

Let's talk about your next storefront project.

Book a 30-minute project call

06 Getting started

Step 1

30-minute project call

You bring the upcoming project — a launch, a migration, or a running client.

Step 2

Assessment within 48 h

I name where the revision loops will appear in your project — free and specific.

Step 3

Blueprint or Retainer

The right package, a fixed price, start aligned with your project kickoff.