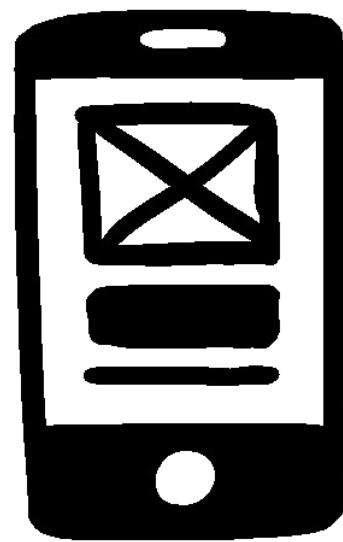
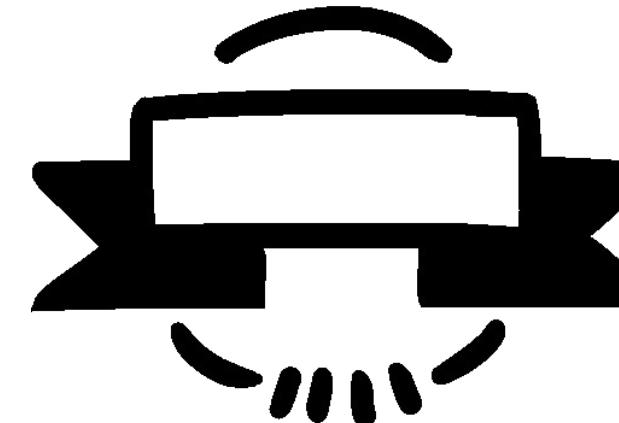


SAM BALLARD PORTFOLIO

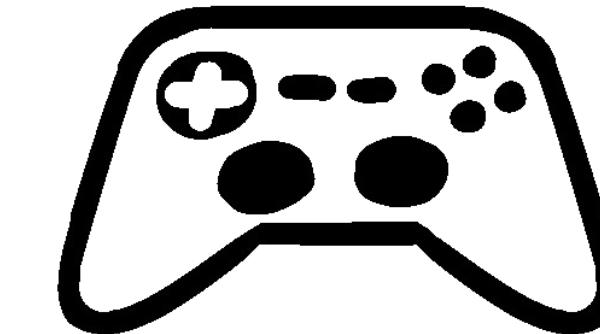
UI / UX



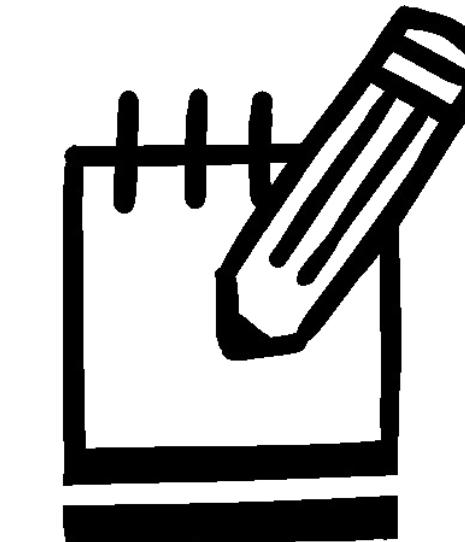
BRANDING

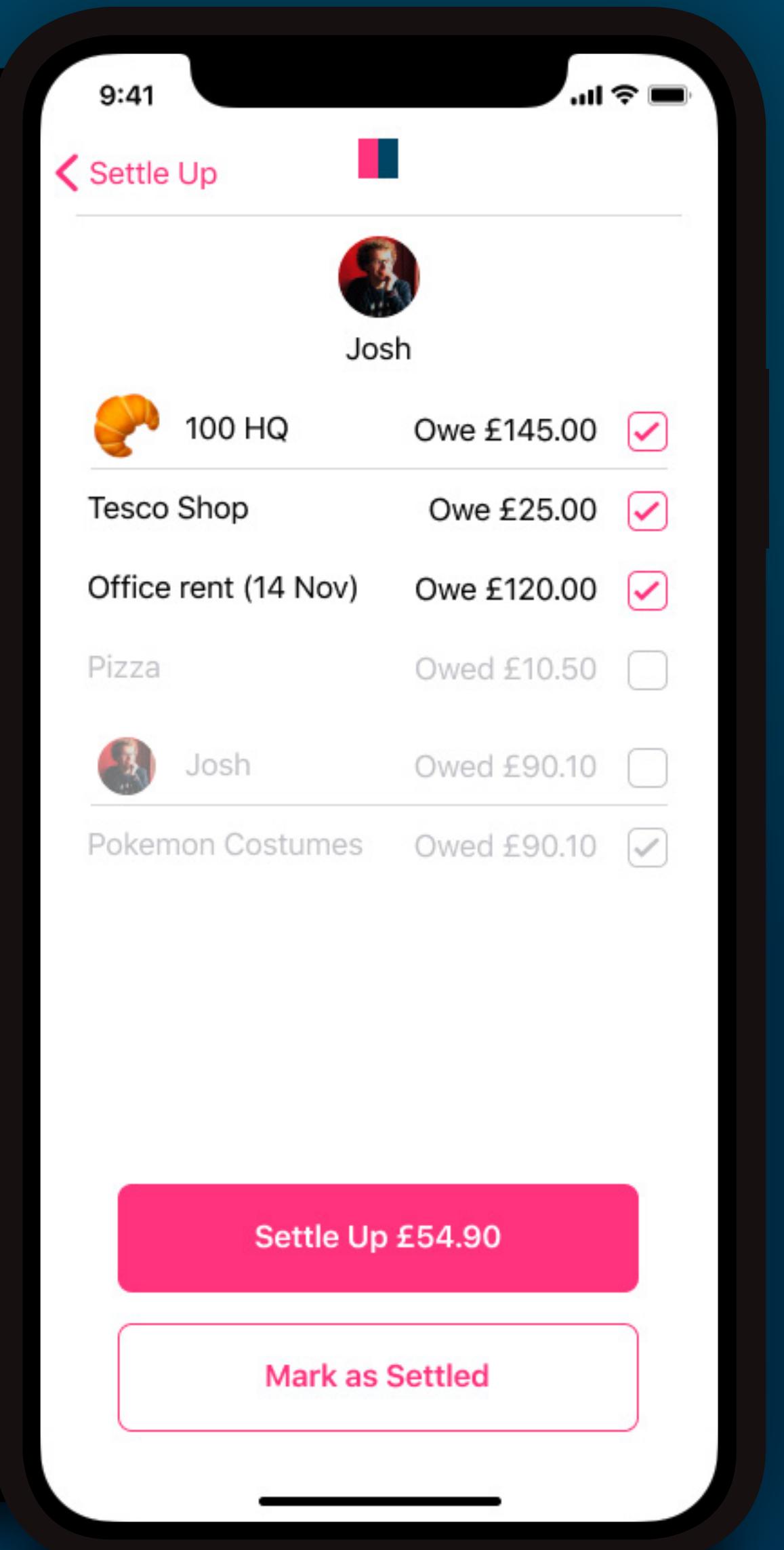
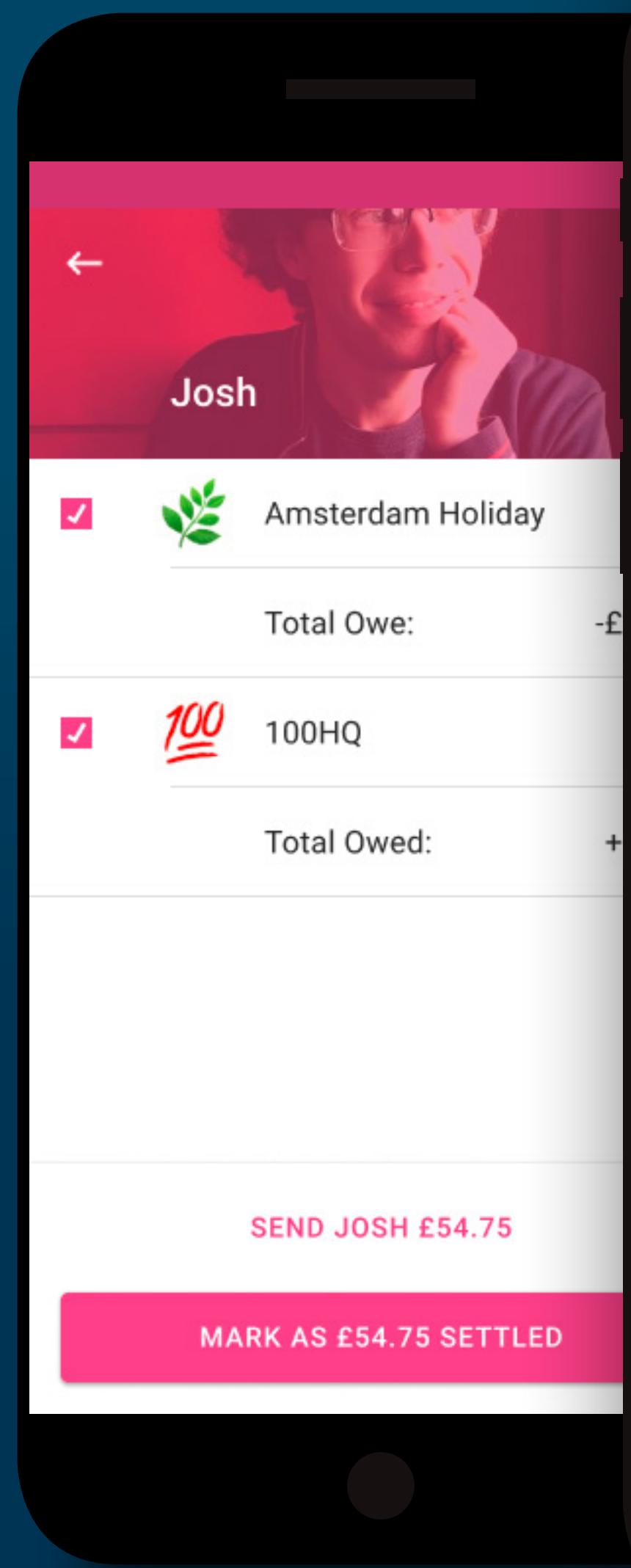


GAMES



ILLUSTRATION

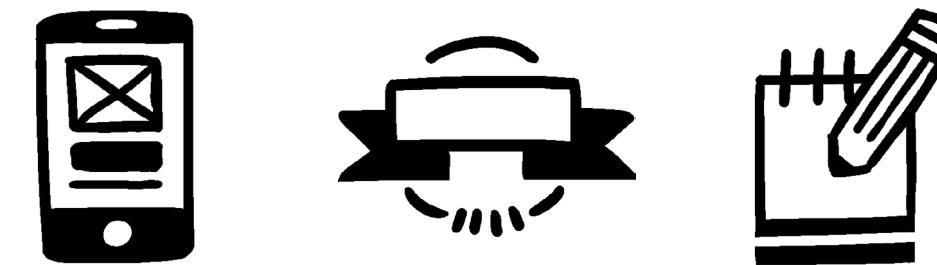




SPLIT THIS

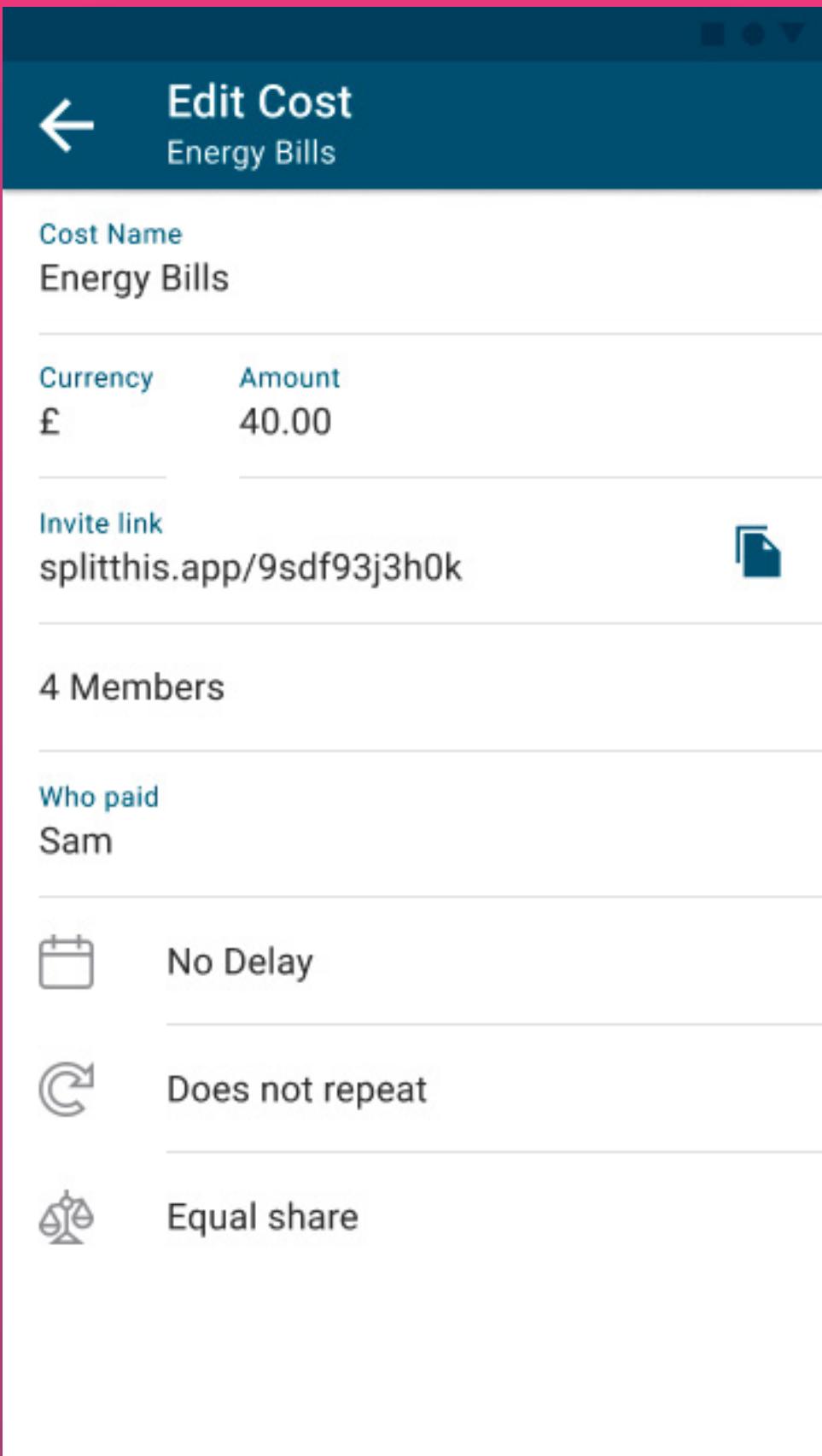
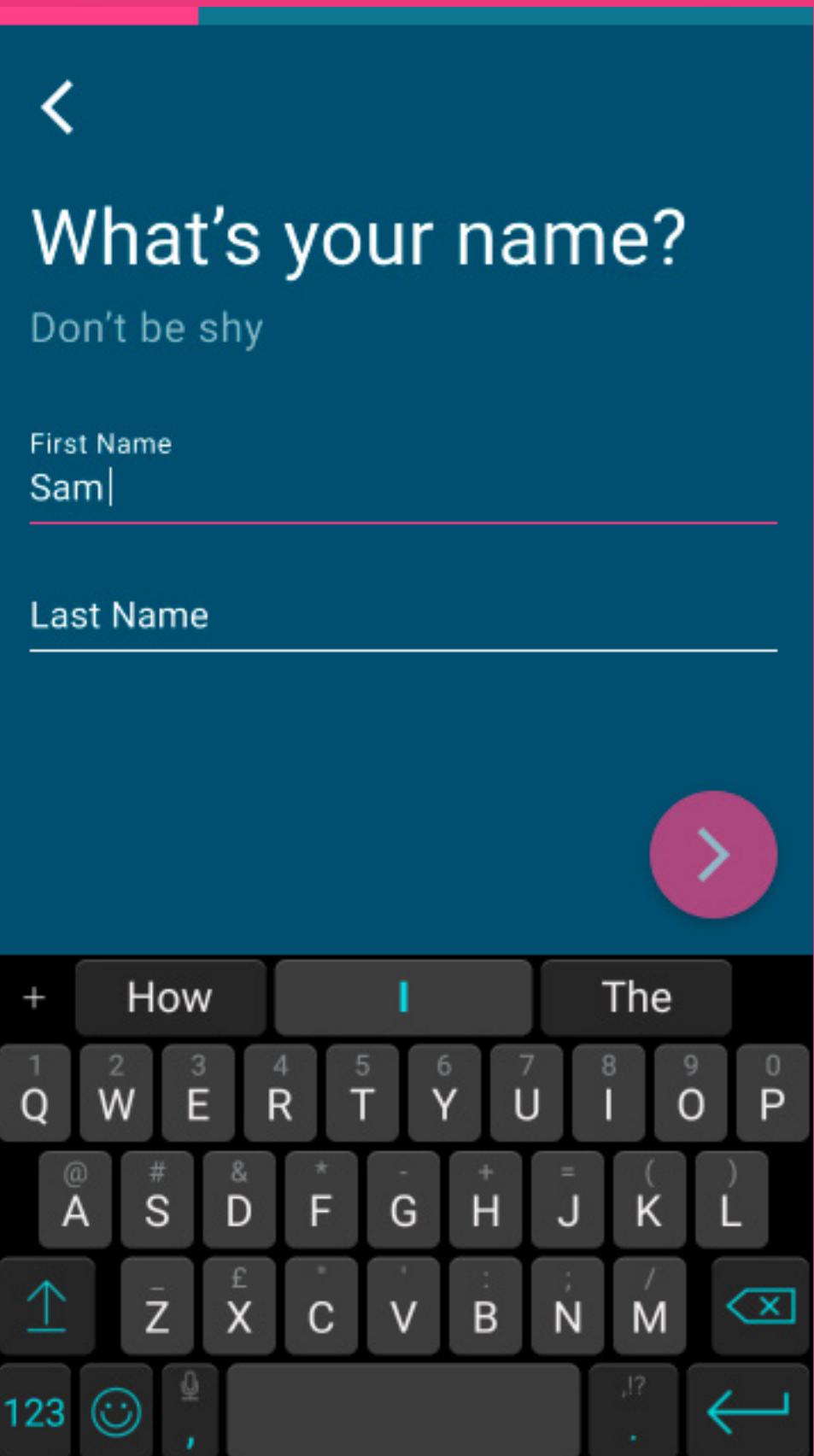
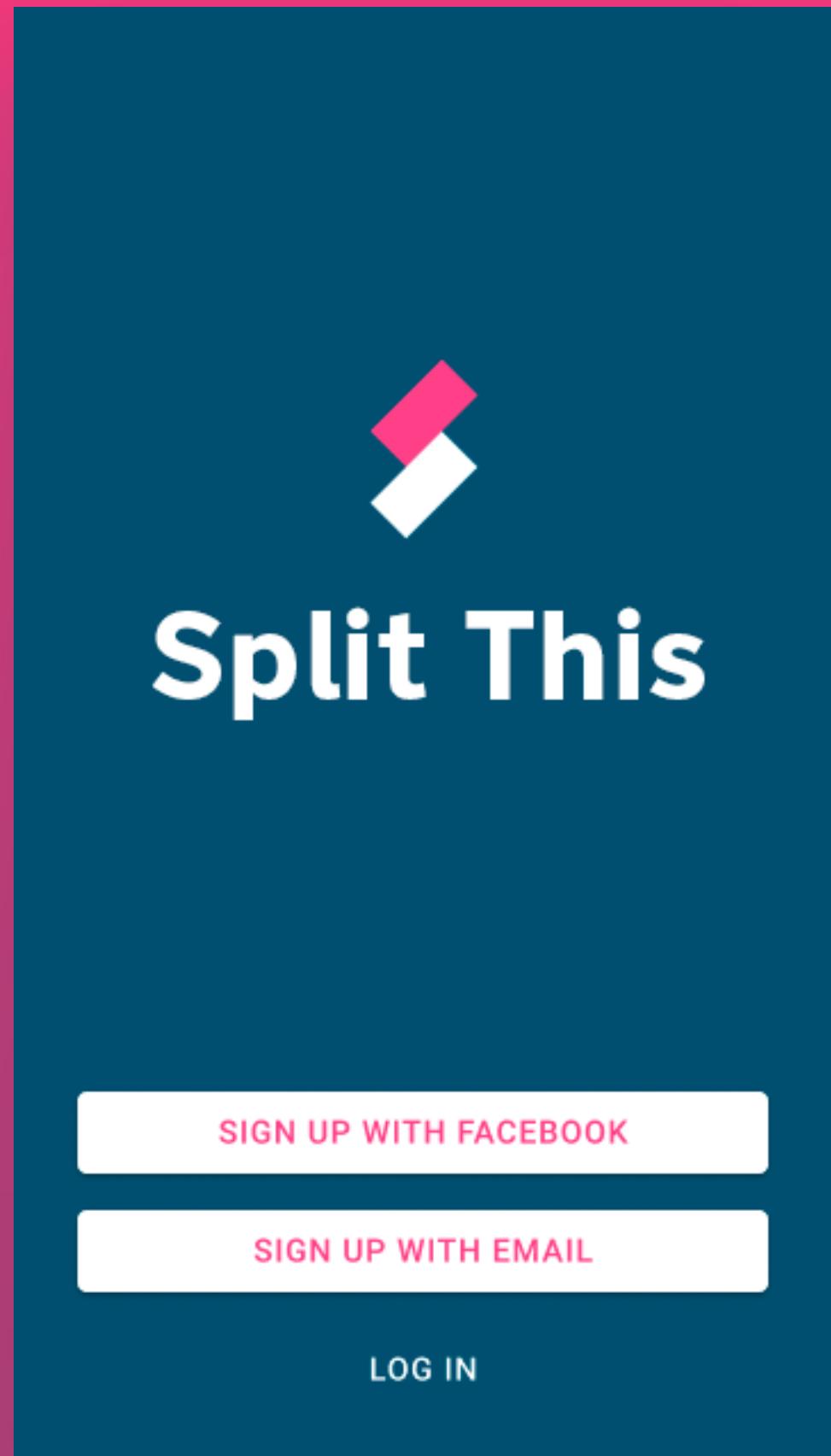
Split This is a cost sharing app. From purchase to settling up, the app allows you to plan for and track costs between groups.

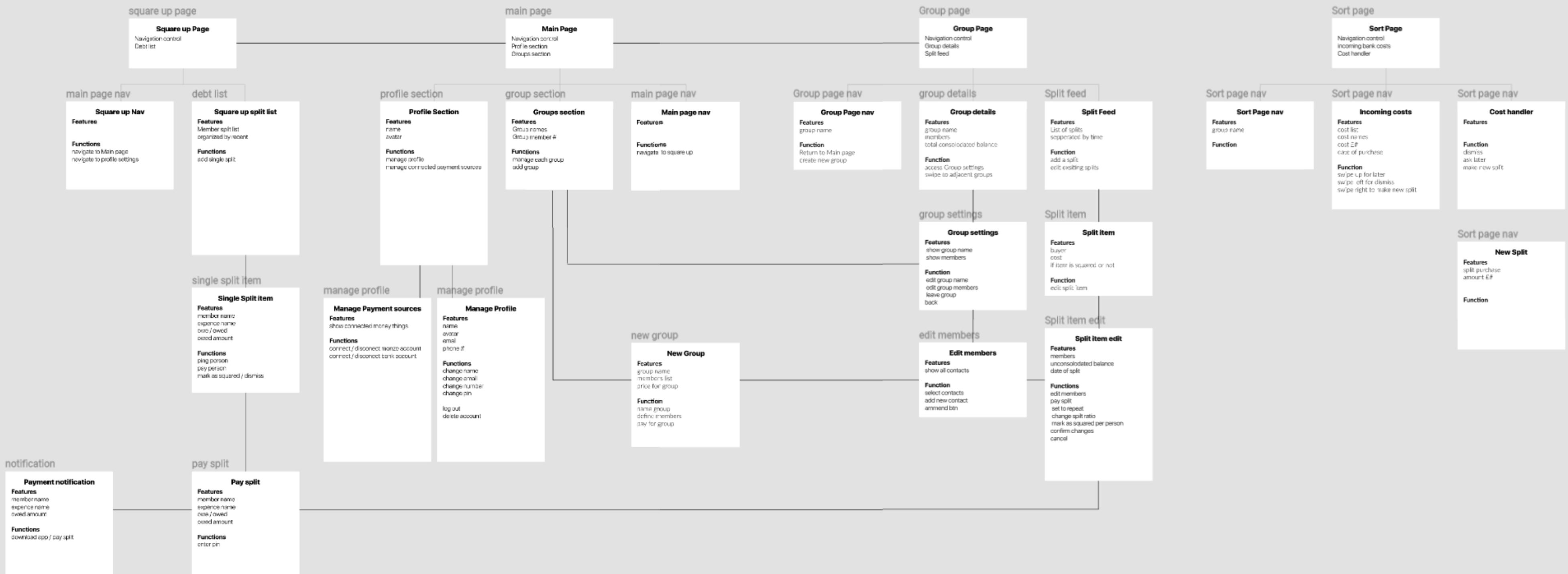
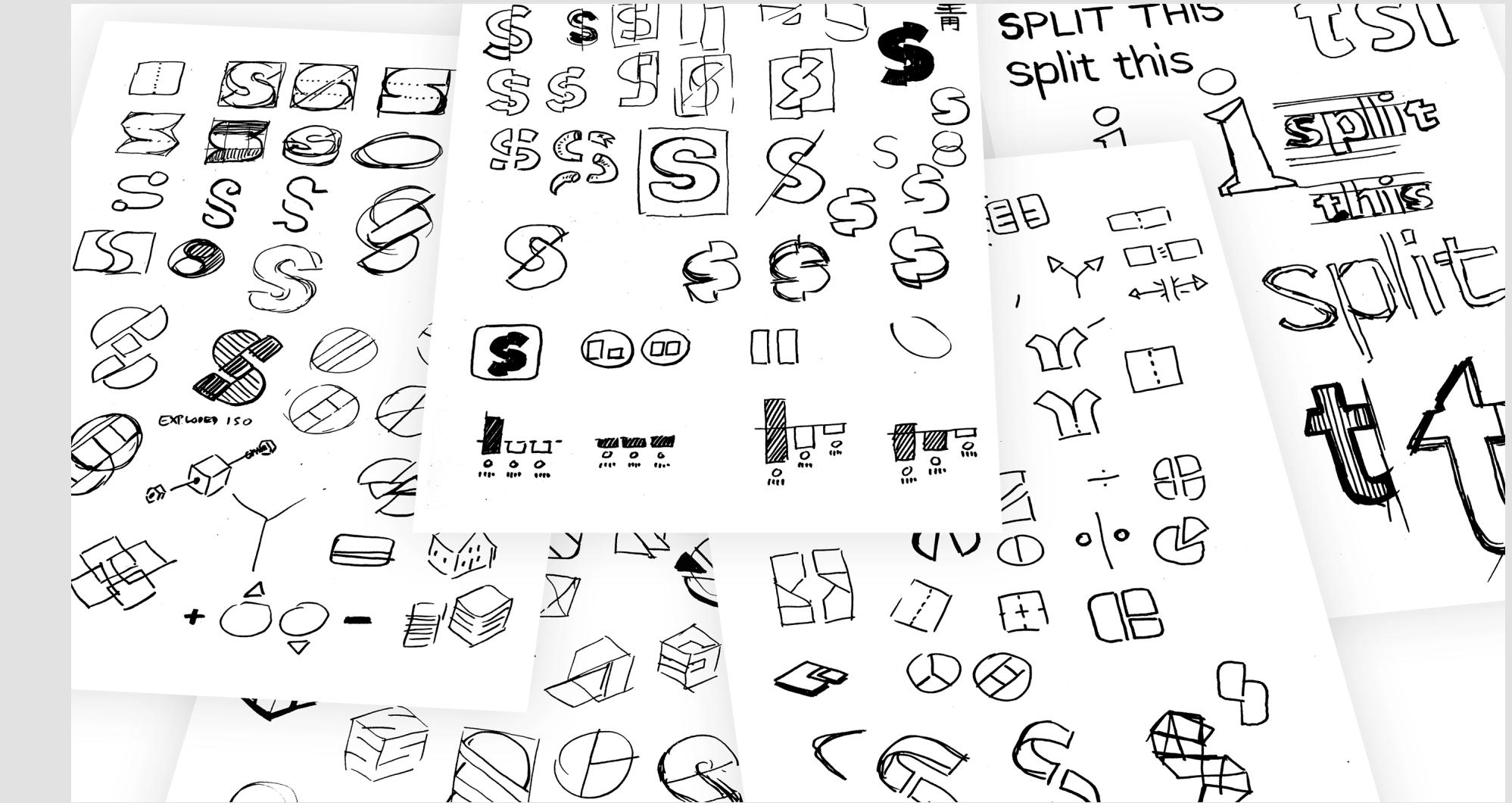
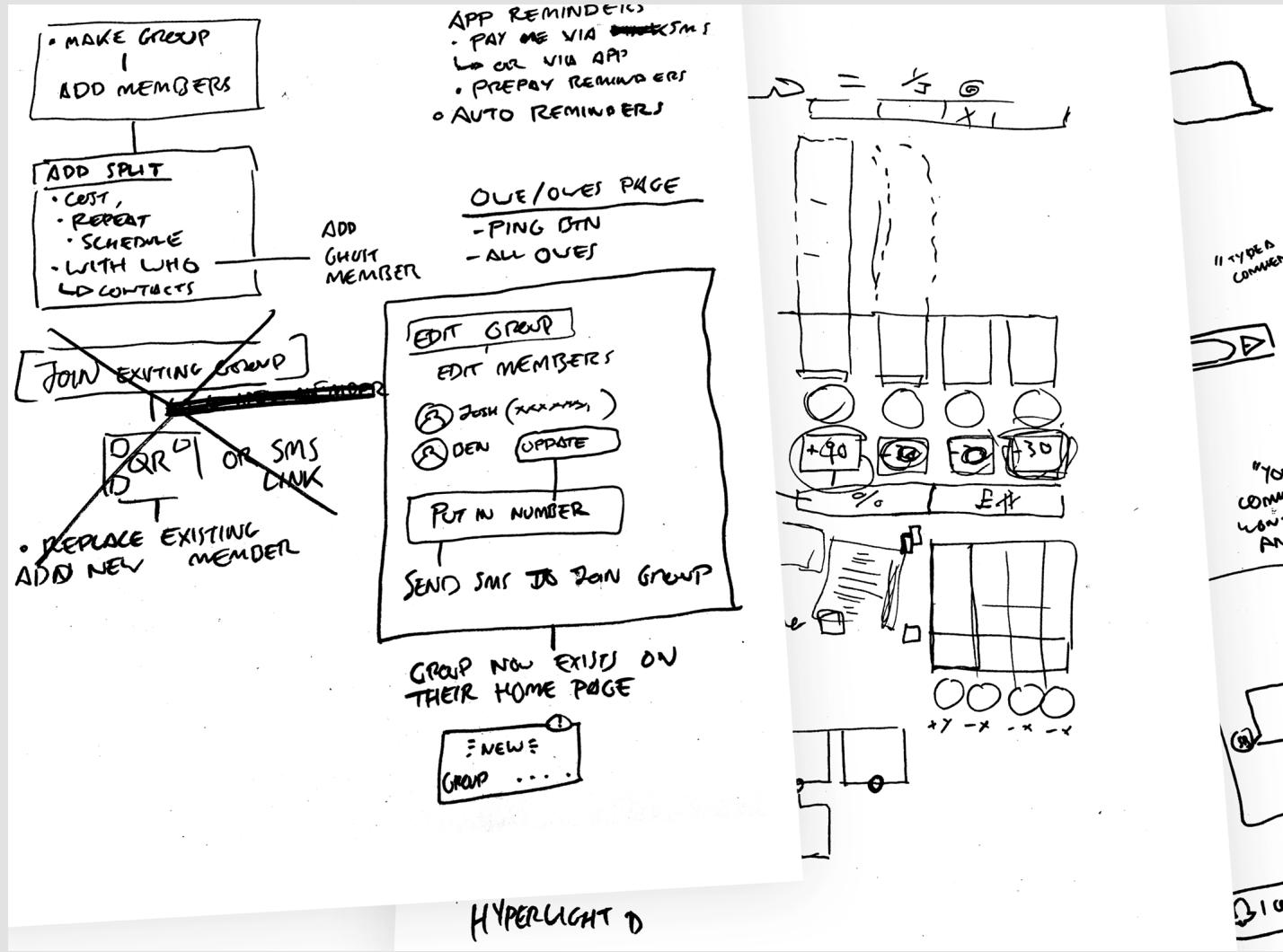
For IOS and Android.



TASKS

- Collaborate with CEO and CTO to define strategy, direction, app architecture and navigation, mapped out user flow.
- Define all the visual language: logo design, color palettes, design language, illustration. As well as tone of copy.
- Design brand guidelines
- Design for IOS and Android using HIG and Material.
- Designed and developed intractable prototypes using figma
- Worked closely with developers to assist workflow and develop best practice.
- User testing





PROCESS

During my time with Split This, I lead the design development from early stages to release.

I began by brainstorming visuals, mapping user flows and structure while having in mind potential directions for additional functionality.

SPLIT THIS • DESIGN JOURNEY

1: RESEARCH

- Identify Users
 - Students
 - Holiday planners
 - Couples
 - Office socials

- Identify Users Needs through interviews
 - Discover motivations
 - Uncover pain points
 - Failures of similar products

- Distil Insights from interviews
 - Non committal interaction
 - User to user cost tracking
 - Organize purchases by group
 - Quick cost settling
 - Cost member discussion

2: (RE)DEFINE THE BRIEF

- Use personas and user journeys to translate user needs to functions and structure.
 - Top level hierarchy: Purchases / Groups / Settling
 - Consolidate costs across individual users
 - Costs shareable with non-app users
 - Splitting costs and settling via notifications
 - Pre-purchase decision making
 - Forward payment for expensive purchases
 - Clear state of purchases

3: DESIGN DEVELOPMENT

- Develop brand aesthetic
 - Icons
 - Colors
 - Logo
 - Tone of voice
 - Design language

- Design App structure
 - Information hierarchy
 - Use Material Library and HIG base components
 - Design unique components
 - Transition animations

4: STRUCTURE AND TESTING

- Develop structure and navigation
 - Feedback loops
 - Wireframing
 - Onboarding

- Close collaboration with developers and founders
 - Iteration
 - Test builds
 - Feature freezing
 - Spec management

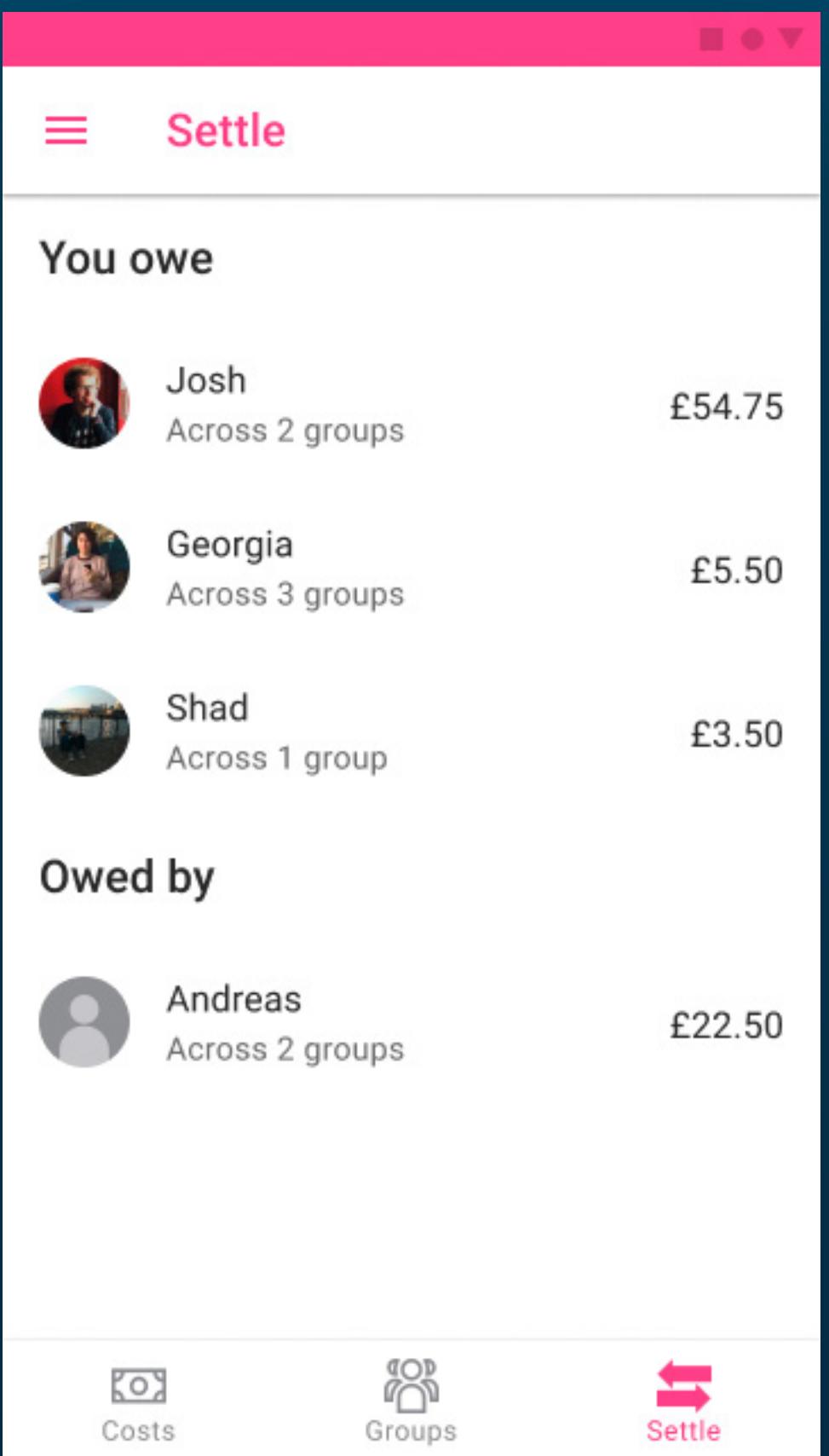
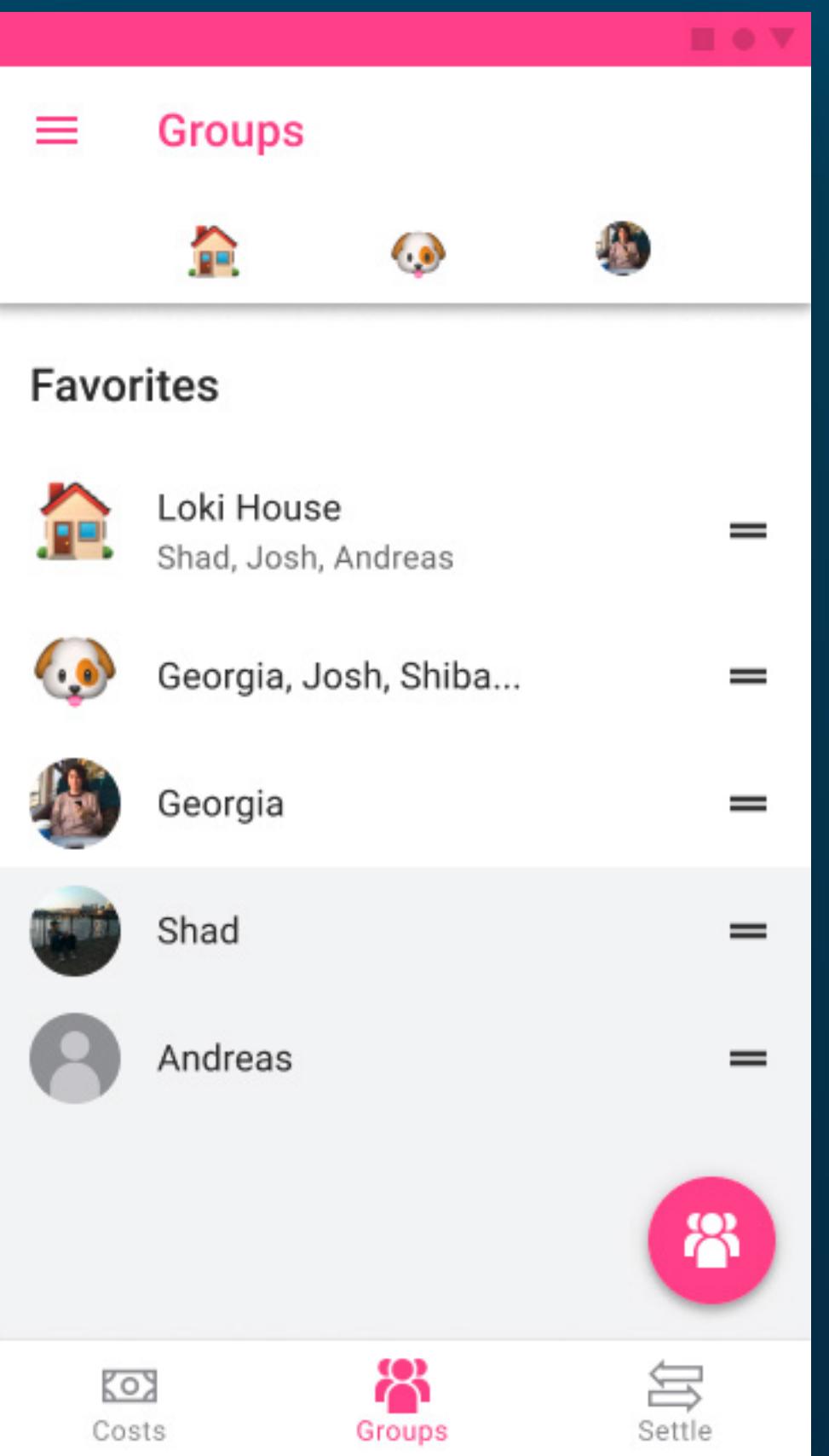
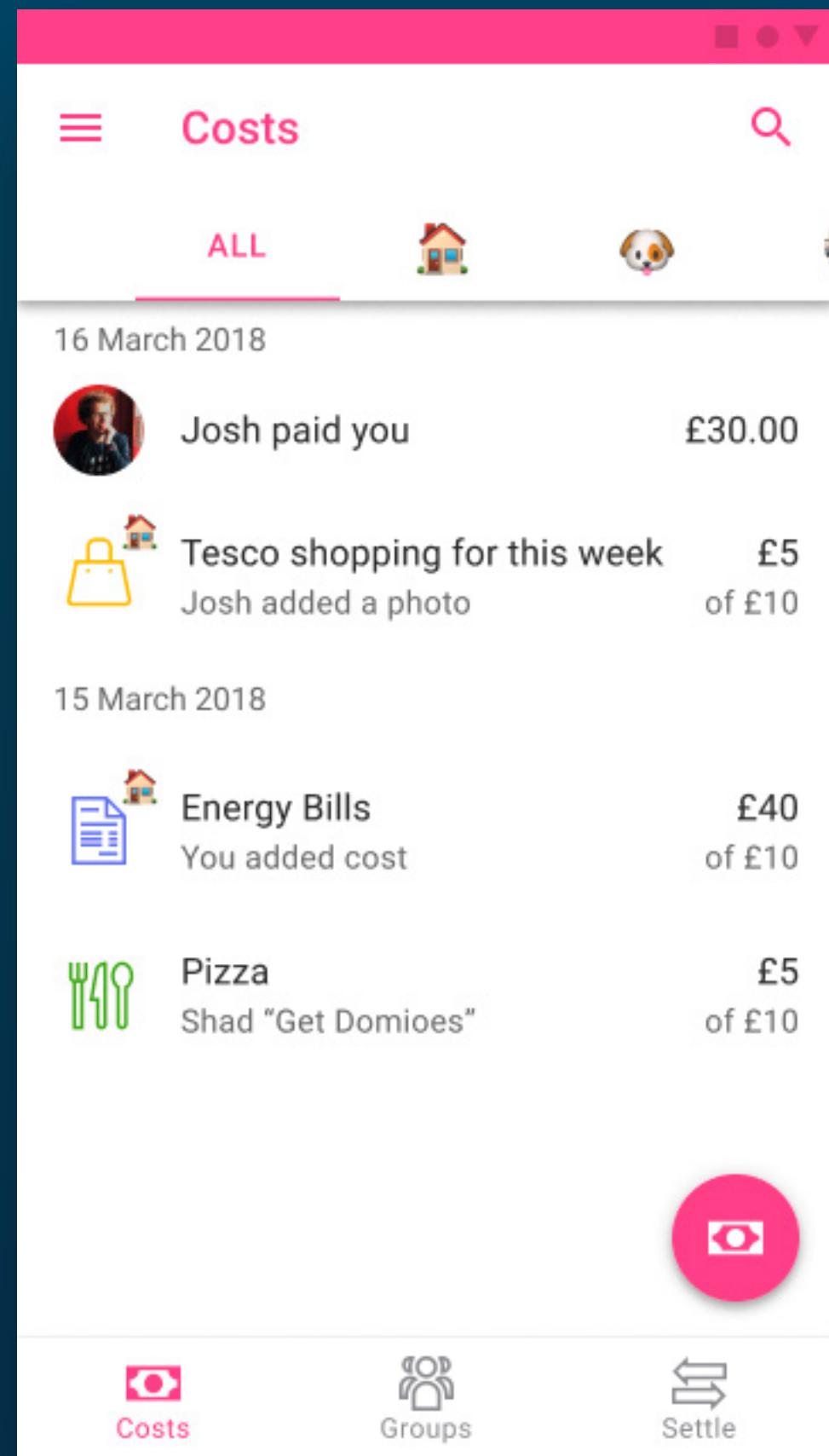
FUNCTIONALITY

The app made use of newly changed banking legislation which allowed us to give the user the option to split a cost at point of purchase with traditional banks.

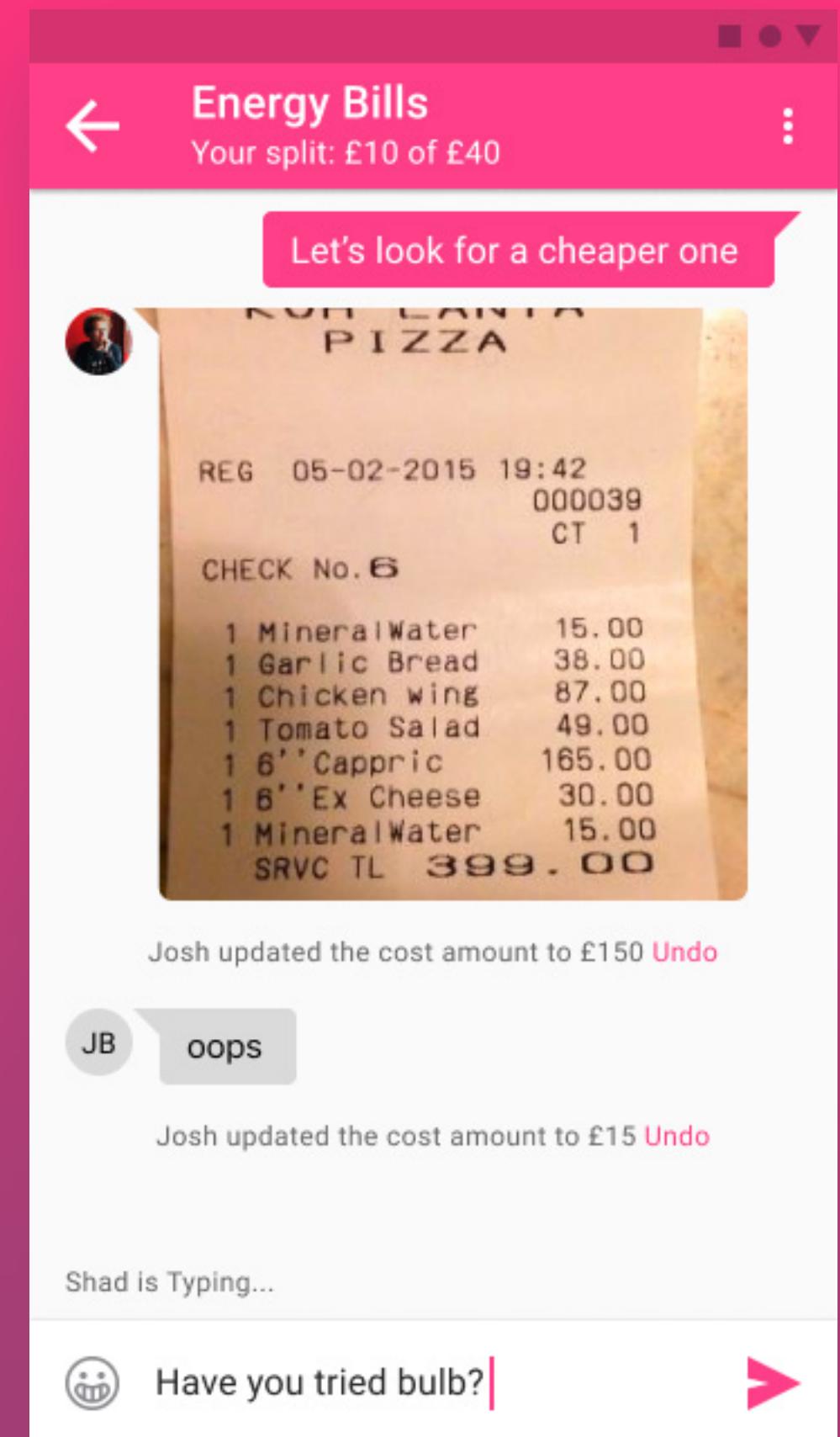
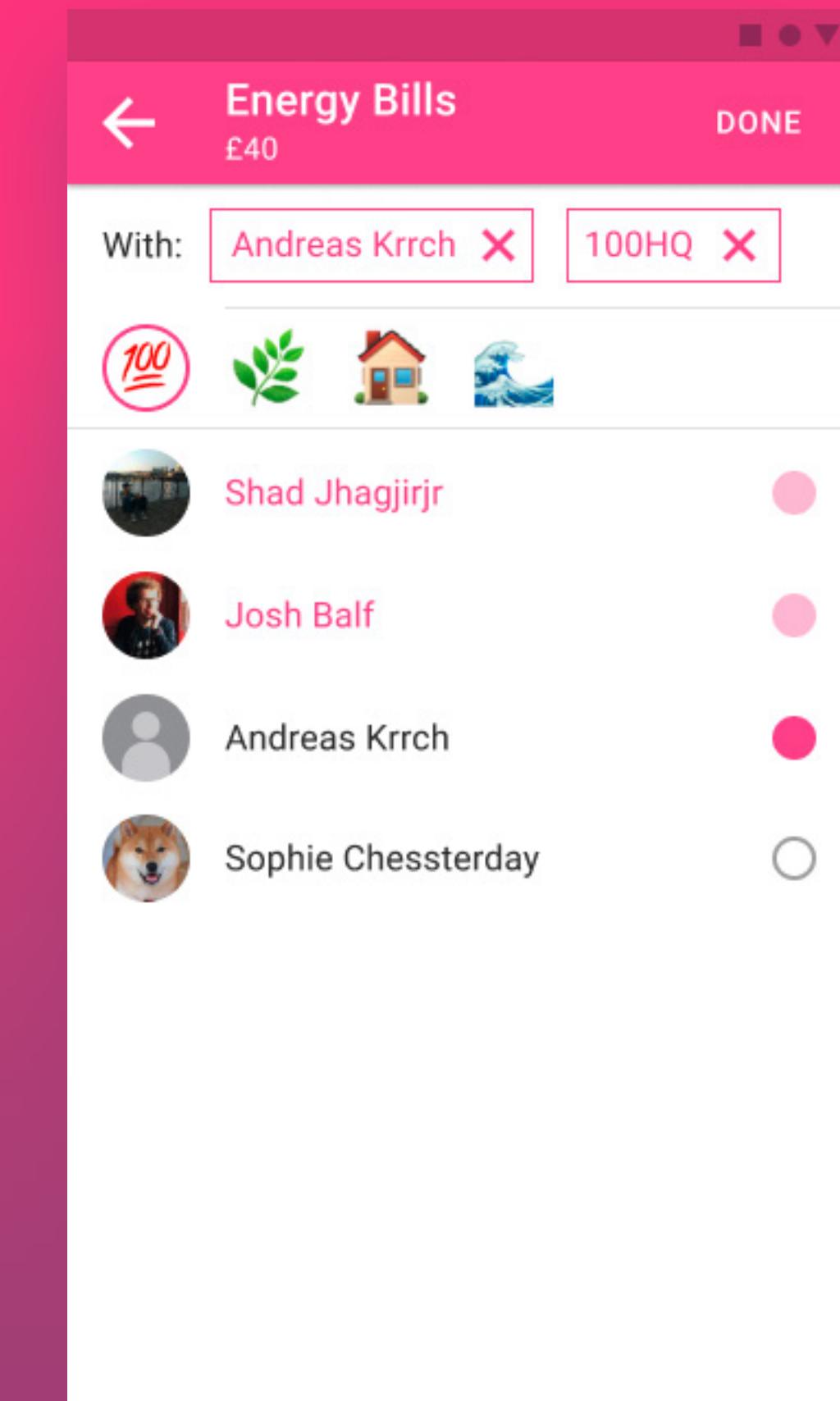
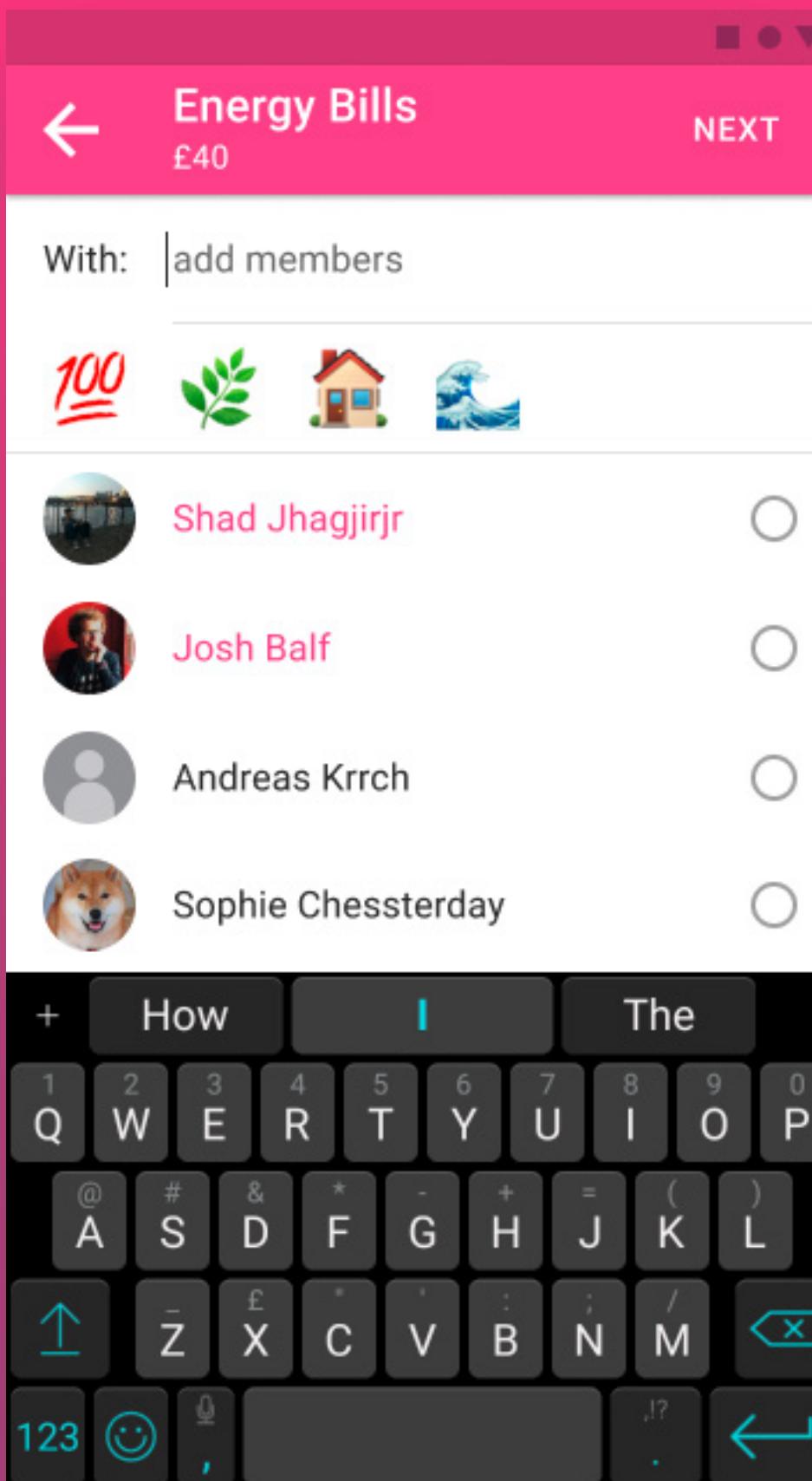
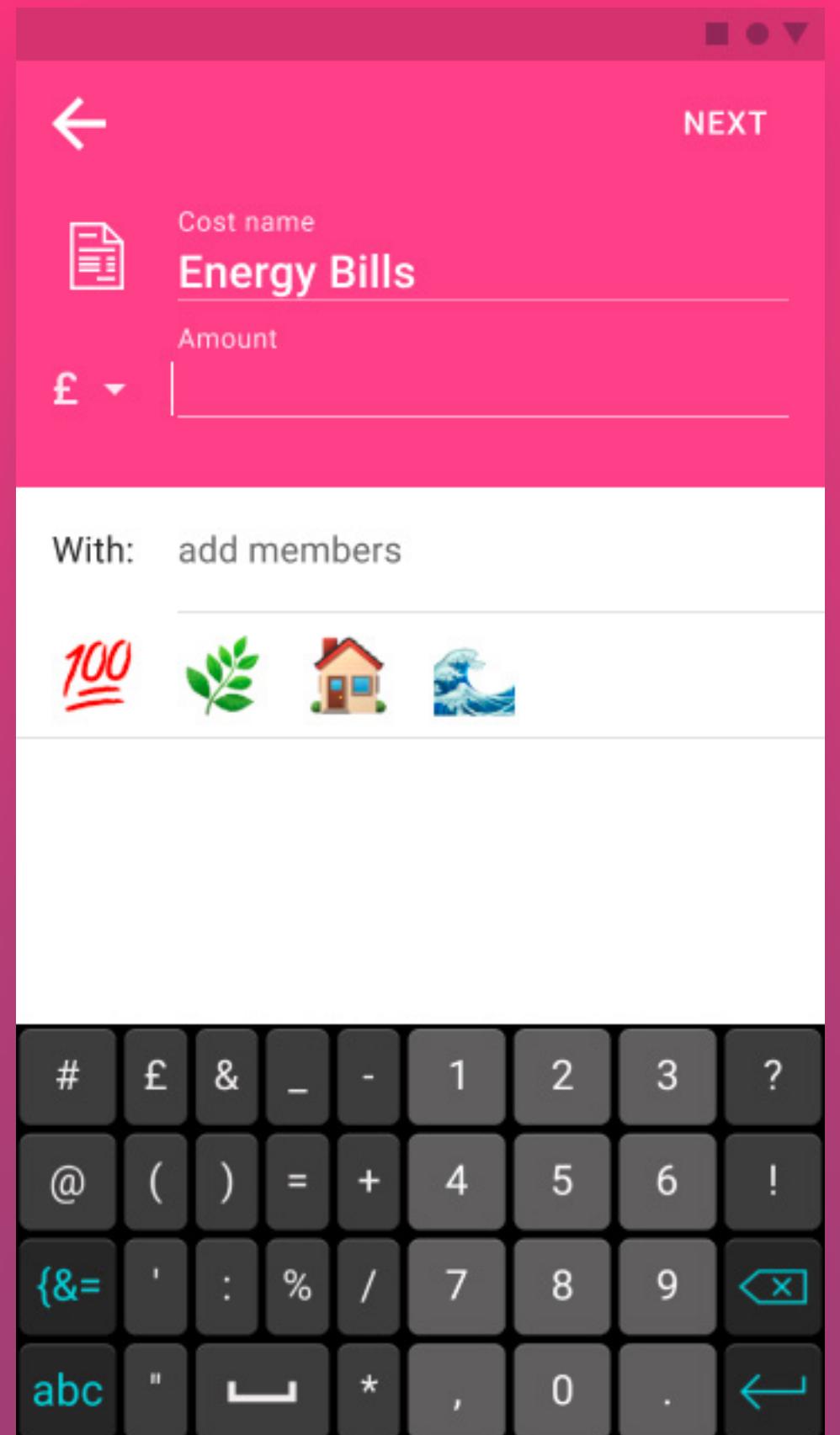
Should costs be manually entered, users would be able to pick between existing contacts or link out non-user, non-contacts to the cost.

Costs are managed in chat threads where the purchase is the topic, this keeps discussion focused on the cost. Users are able to create costs which have not yet been purchased, allowing you to use Split This for planning purchases.

Groups allow short-cuts to selecting many contacts at once.



SPLIT THIS · ADD COST FLOW



View Shad

Remove Shad from Loki House

Andreas Krrch X

have you tried bulb?

Let's look for a cheaper one

CREATE GROUP

Set Cost date

25 October 2018

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

CANCEL SET DATE

Sophie Chessterday

Andreas Krrch

Shad Jhagjirjr

Add Members

Shad

Link copied to your clipboard DISMISS

Which Category is this?

Shopping	Bills	Holiday
Groceries	Restaurant	Transport
Expences	Night out	Family
Gifts	Other	

CANCEL SET CATEGORY

← NEXT

? Cost name

£ Amount

SIGN UP WITH FACEBOOK

Costs Groups Settle

Costs Groups Settle

Josh Across 2 groups £54.75

Amsterdam Holiday

Pizza +£12.00

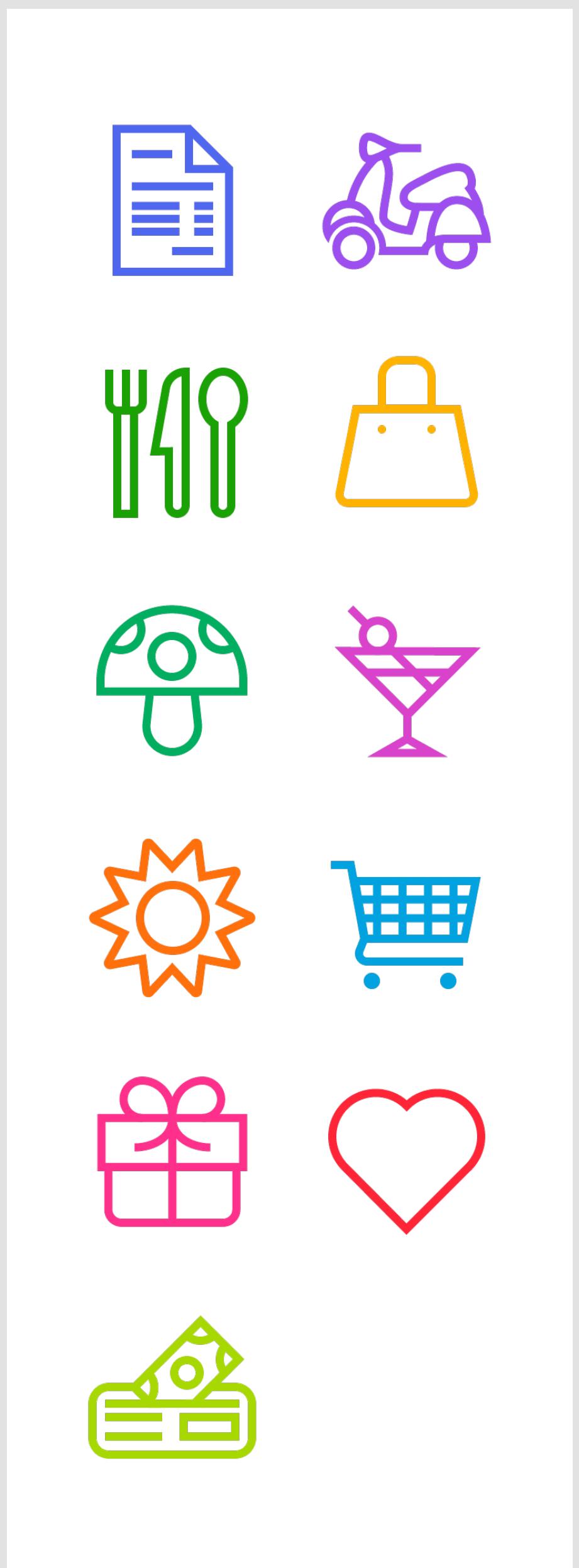
ALL

First Name Sam

Invite link splithis.app/9sdf93j3h0k

No Delay

25/10/2018



COMPONENTS

Split This was designed with IOS' Human Interface Guidelines and Android's Material Components as the base for the component libraries, to maximize platform recognizability and reduce development time.

I worked closely with the developers to ensure parity between platforms.

Icons were made to describe categories of costs.

ArtTactic® Forecaster

Competitions Community About Blog bscherli (49) ▾

Welcome to Art Forcaster! You can win prizes for correctly deducing the prices of art in upcoming art auctions and markets. Play a quiz to begin!

LIVE QUIZZES

			
Ends in 20 minutes	Ends in 2 hours	Ends in 14 days	Ends in 15 days
Prints @ Phillips Editions & Works on Paper, NY, 18. 18 April 2017 Prints and Editions	Painting @ Sotheby's 20th Century Art/ Middle East, LDN 25 April 2017 Paintings	Painting @ Christie's Milan Modern and Contemporary 27 April 2017 Paintings	Painting @ Christie's Post-War & Contemporary Art Evening Sale, NY, 17 May 2017 Painting
VIEW LIVE FORECAST	PLAY	PLAY	PLAY

CURRENT COMPETITION LEADERBOARDS

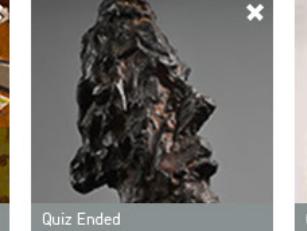
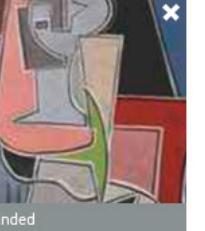
15 DAYS UNTIL COMPETITION CLOSES

Rank	Player	Accuracy	Rank	Player	Accuracy
1	Michelangelo (27)	34.5%	1	Michelangelo (27)	34.5%
2	avenger(24)	32.5%	2	avenger(24)	32.5%
3	Milos Sekluic (33)	30.6%	3	Milos Sekluic (33)	30.6%
4	symon (19)	29.2%	4	symon (19)	29.2%
5	Akari (26)	27.6%	5	Akari (26)	27.6%
57	bscherli (49)	15.2%	57	bscherli (49)	15.2%

[SEE ALL RANKINGS](#)

PAST QUIZZES

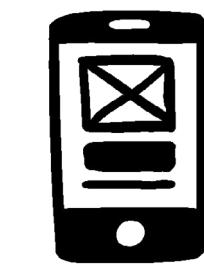
Scores on past results will not contribute towards your overall or competition score

			
Quiz Ended	Quiz Ended	Quiz Ended	Quiz Ended
Prints @ Phillips Editions & Works on Paper, NY, 18. 18 April 2017 Prints and Editions	Painting @ Sotheby's 20th Century Art/ Middle East, LDN 25 April 2017 Paintings	Painting @ Christie's Milan Modern and Contemporary 27 April 2017 Paintings	Painting @ Christie's Post-War & Contemporary Art Evening Sale, NY, 17 May 2017 Painting
VIEW RESULTS	PLAY	PLAY	PLAY

[LOAD MORE](#)

ARTFORECASTER

Artforecaster is an art market research site on which users compete in estimating the sale price of upcoming art at international auctions.



USER EXPERIENCE • USER INTERFACE • INFORMATION ARCHITECTURE • 2017

DESIGN JOURNEY

Analyse Product

- Define Content
- Features
- Strategy
- User stories



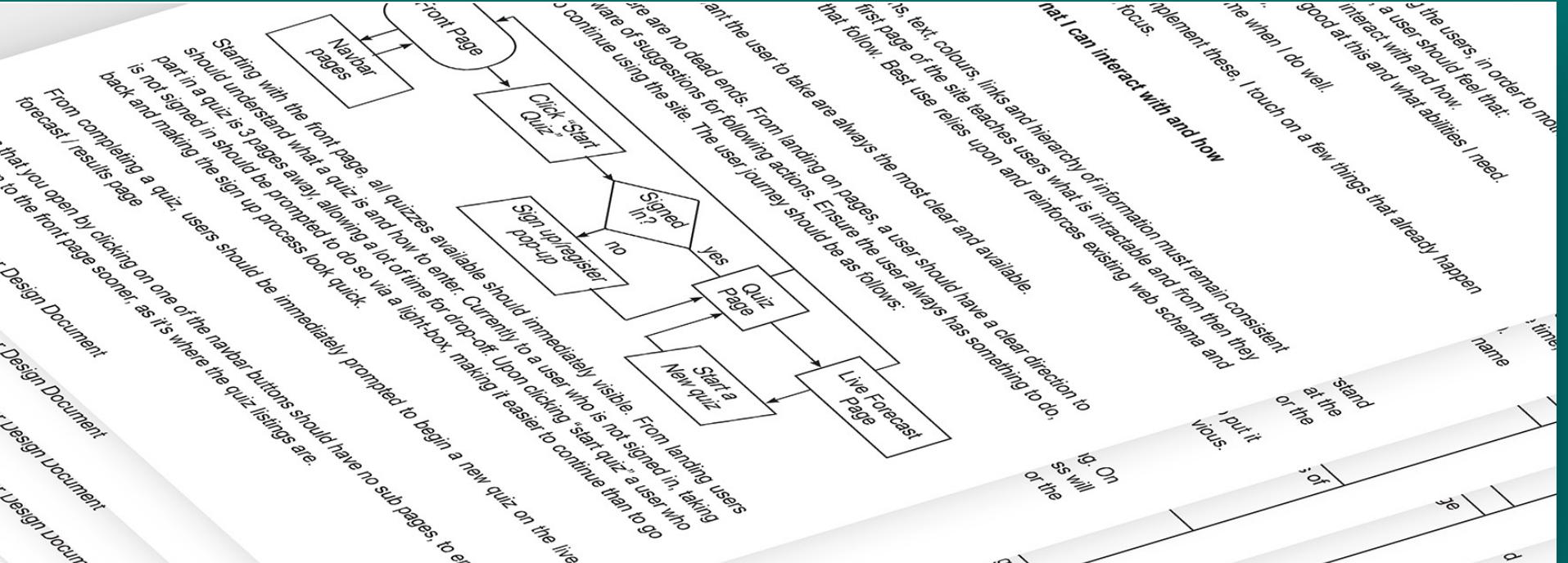
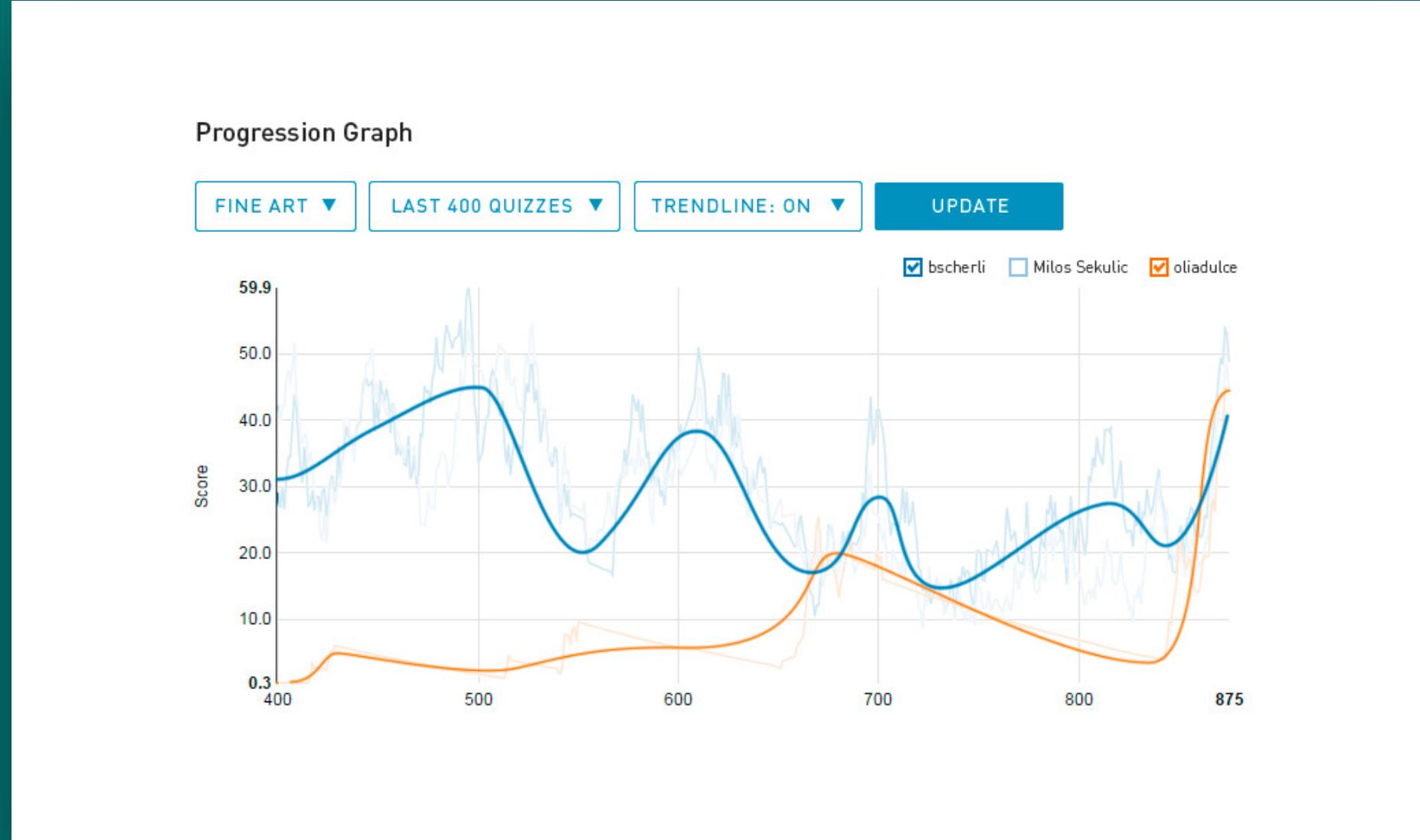
Redesign

- Information architecture
- Site map
- User flow
- Style guide / Design language
- Javascript Components
- Copy writing



Hand-off

- Documentation
- Resources
- Wireframes



LIVE QUIZZES

Ends in 20 minutes

[Prints @ Phillips Editions & Works on Paper, NY, 18.](#)
18 April 2017
Prints and Editions

[VIEW LIVE FORECAST](#)

Ends in 2 hours

[Painting @ Sotheby's 20th Century Art/ Middle East, LDN](#)
25 April 2017
Paintings

[PLAY](#)

Ends in 14 days

[Painting @ Christie's Milan Modern and Contemporary](#)
27 April 2017
Paintings

[PLAY](#)

Ends in 15 days

[Painting @ Christie's Post-War & Contemporary Art Evening Sale, NY, 17 May 2017](#)
Painting

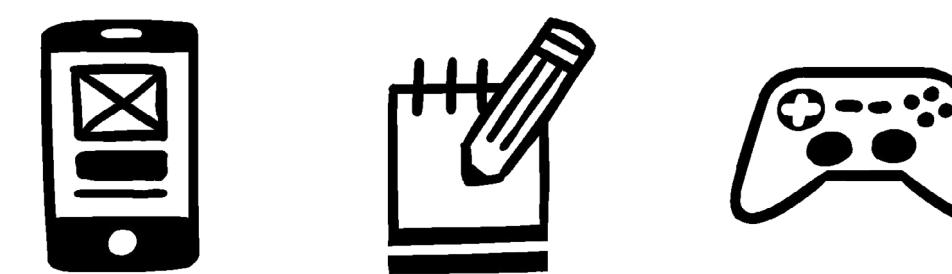
[PLAY](#)

1	Michelangelo (27)	34.5%
2	avenger(24)	32.5%
3	Milos Sekulic (33)	30.6%
4	synon (19)	29.2%
5	Akari (26)	27.6%
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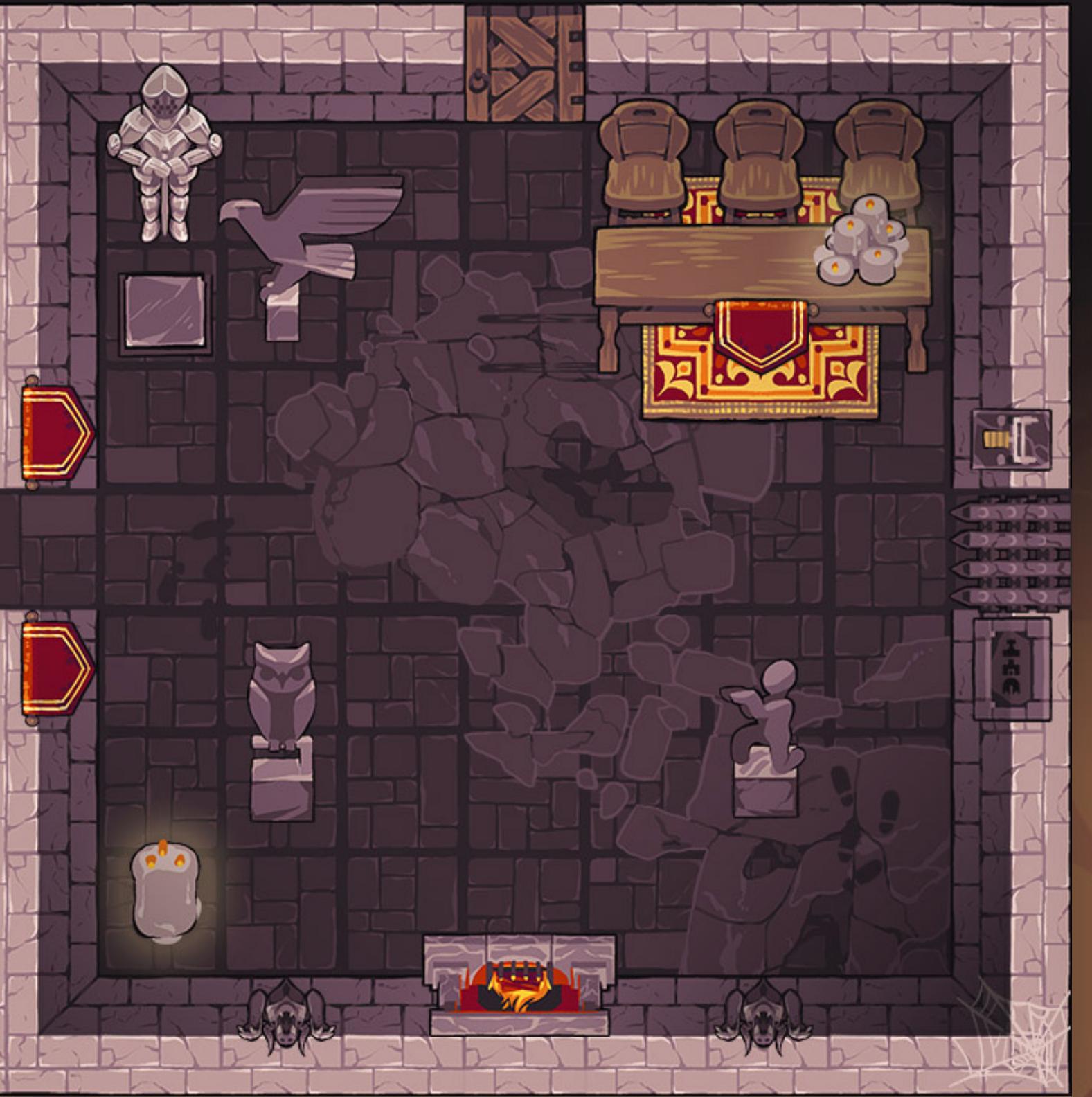


BLABYRINTH

Blabyrinth is a collaborative phone and tablet game for 2-4 players. Mimicking an escape room, players hunt for clues, solve puzzles and find treasure in a randomly generated dungeon.



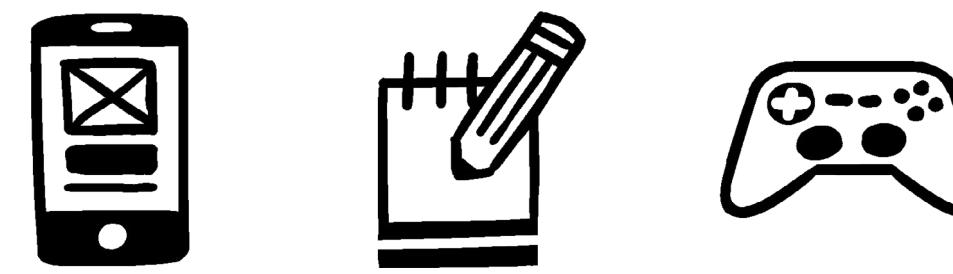
DESIGN DIRECTION • USER INTERFACE • ILLUSTRATION • 2018-19



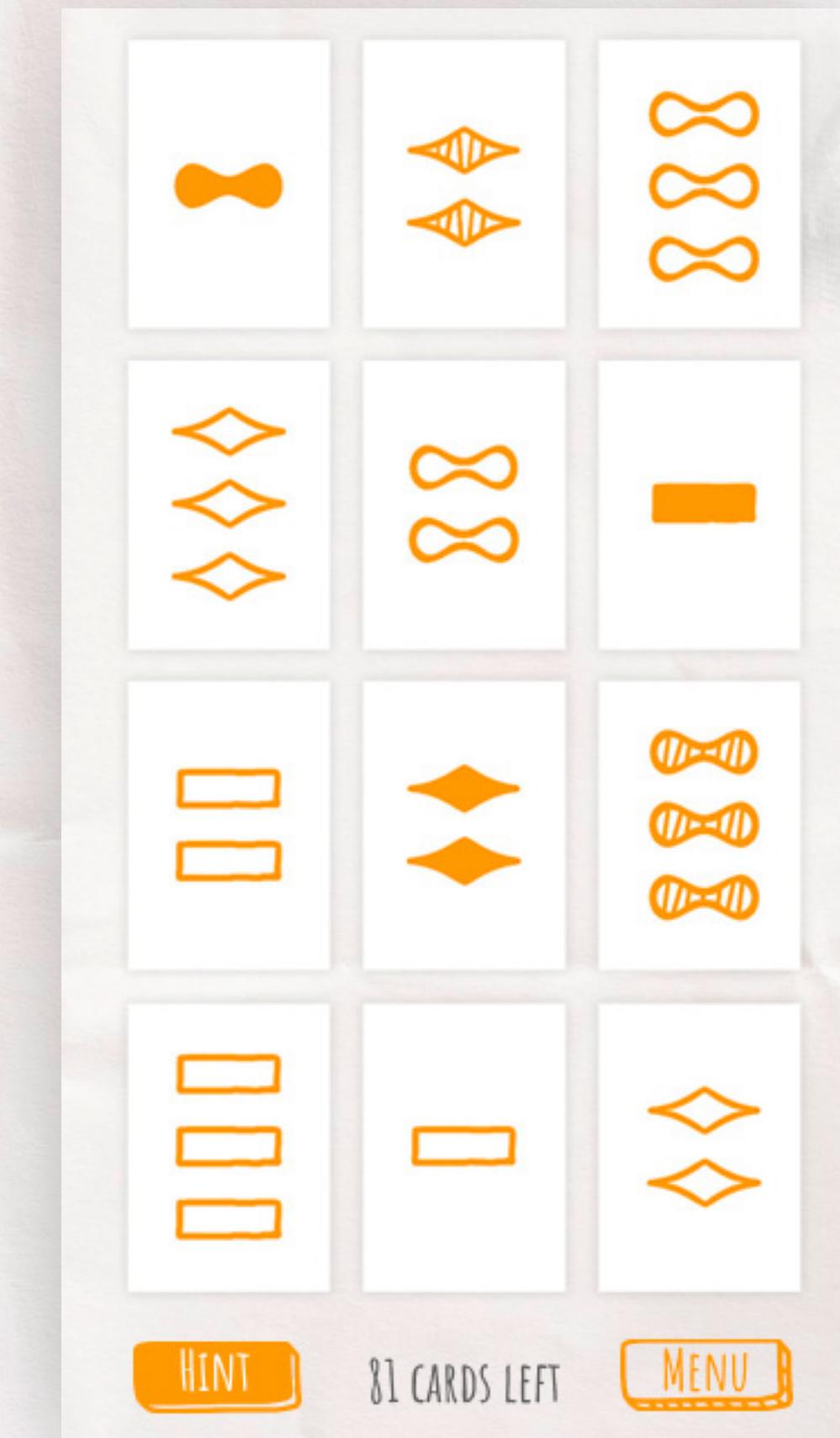
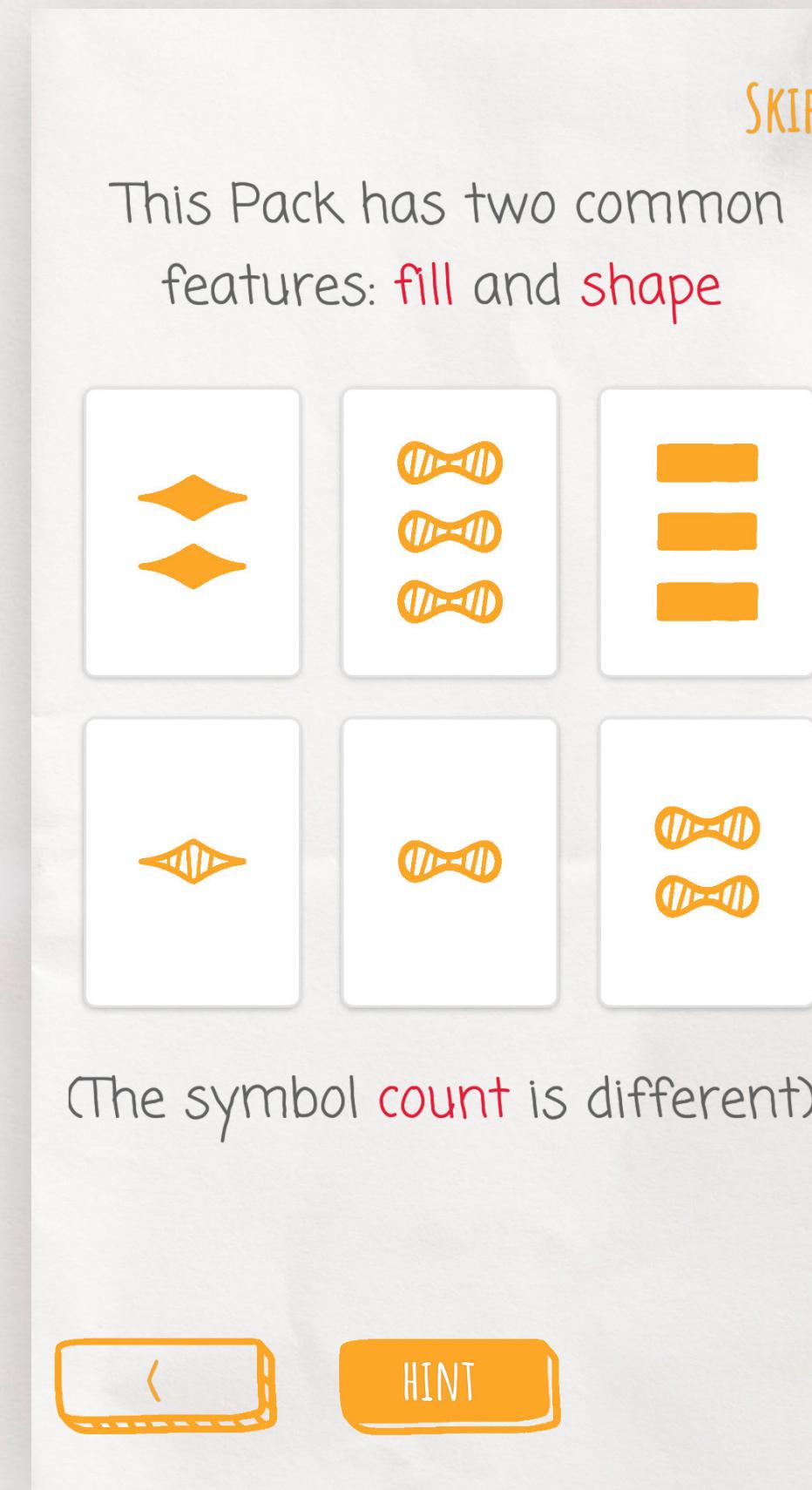


PACKS

Packs is a pattern matching card game for Android and IOS

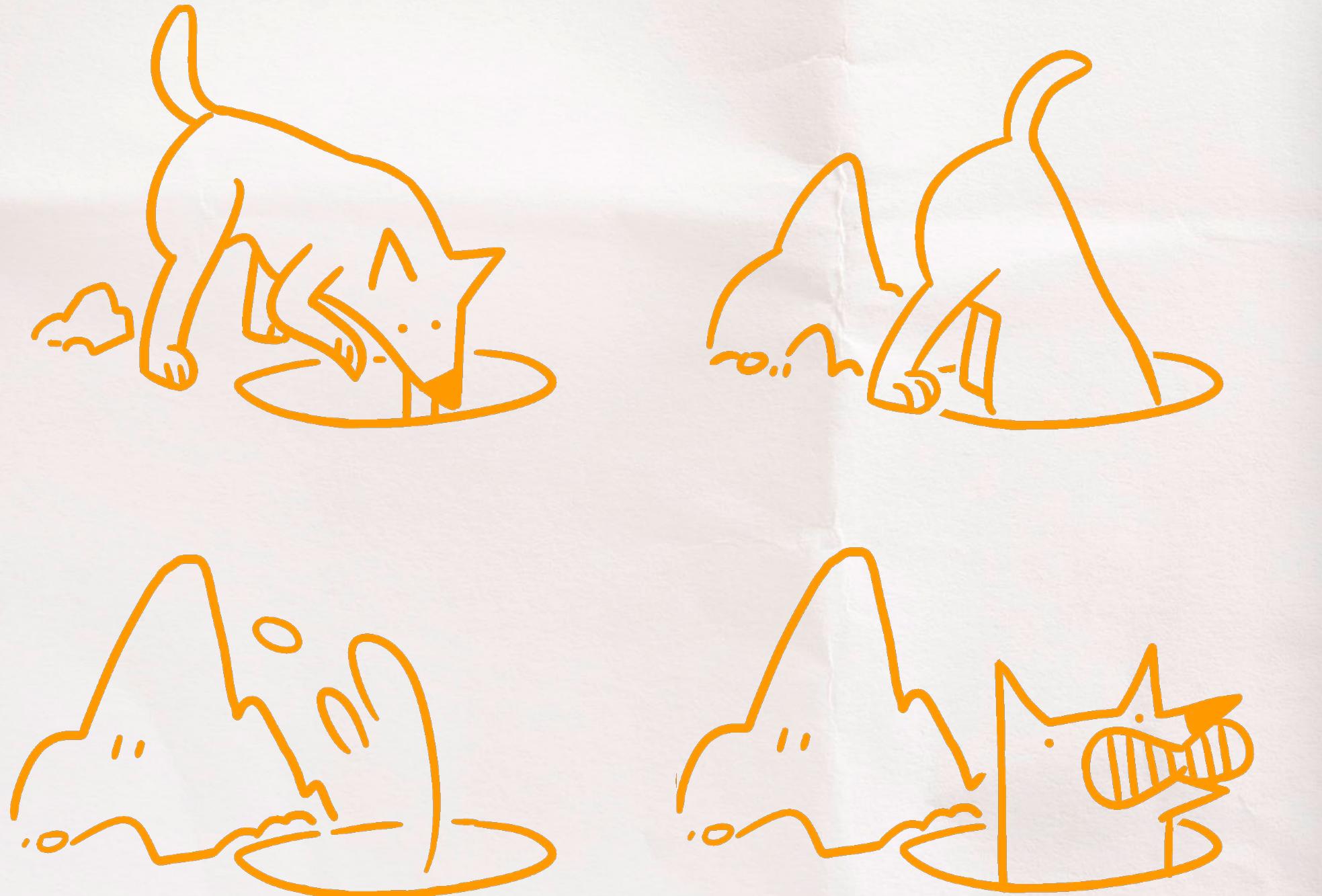
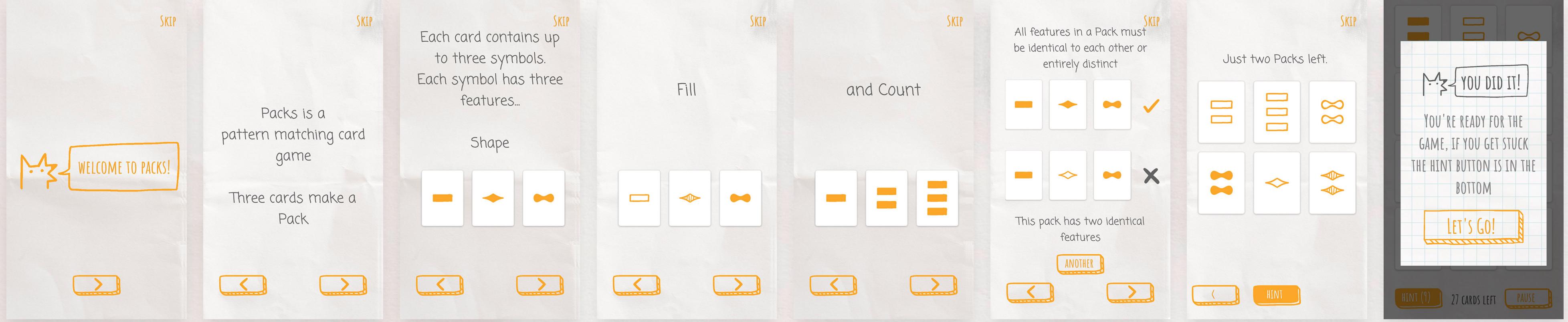


DESIGN DIRECTION • USER EXPERIENCE • USER INTERFACE • 2018



TASKS

- Collaborate with founders, directors and developers to define strategy and map user experience.
- Define all the visual language, logo design, color palettes, illustration, animation
- Onboarding
- Develop prototype with Figma
- User flow
- User testing
- Game design



FEATURES

Because Packs is a particularly difficult game, the hardest challenge was constructing an onboarding flow which made the player feel capable of learning it.

Feedback needed to be instantaneous and given no matter what the player interacted with. Illustrations in the games background animated when tapped.

While designing, we were aware of dark patterns and aimed to create a compelling game free of addictive, manipulative loops.

The aesthetic was designed to be approachable, as low stress as scribbles on paper.

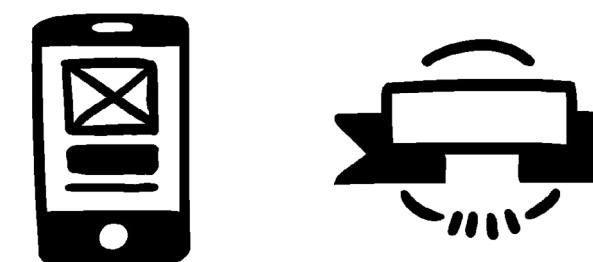
Players can purchase skins, which allow the card symbols to be swapped out, keeping the game fresh and allowing the player to manage the difficulty.

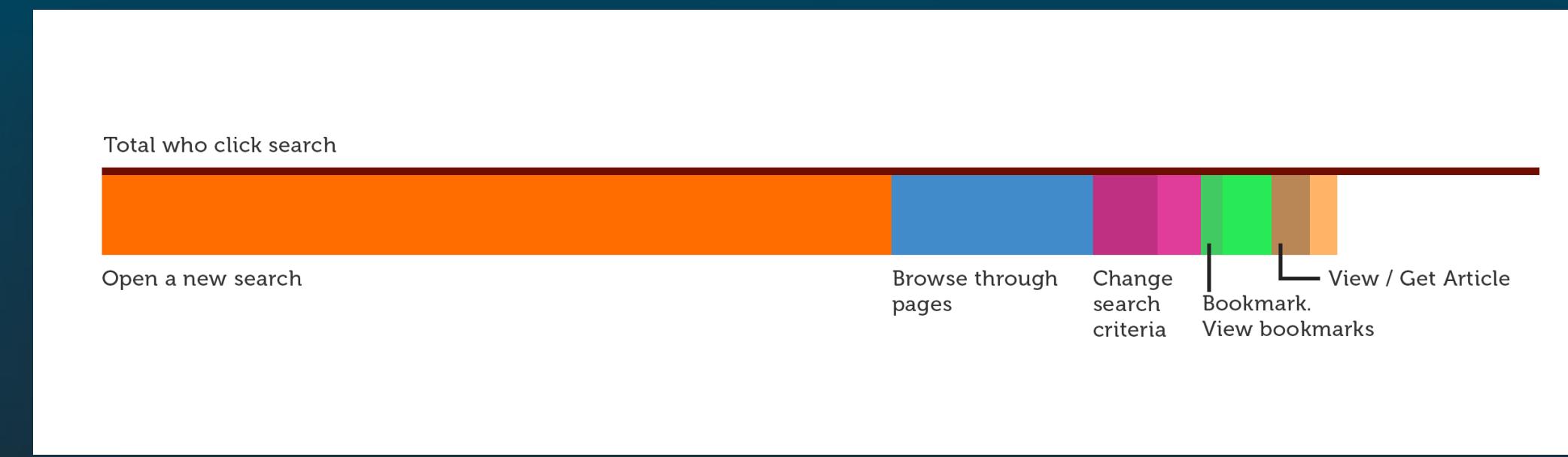
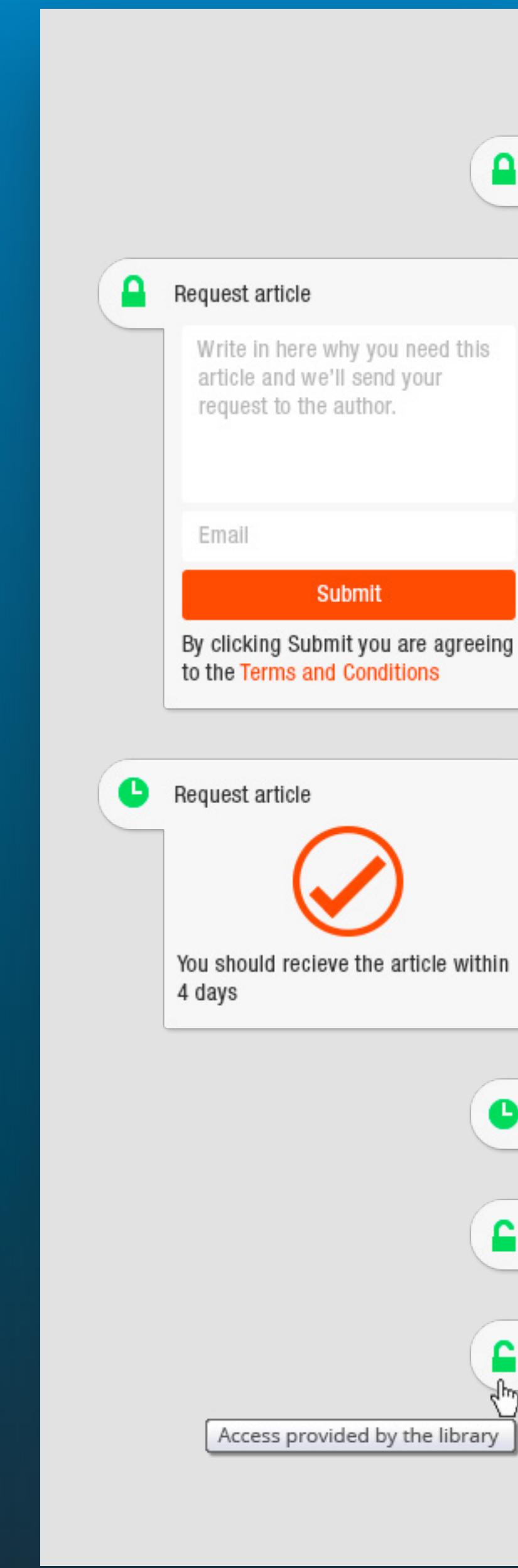
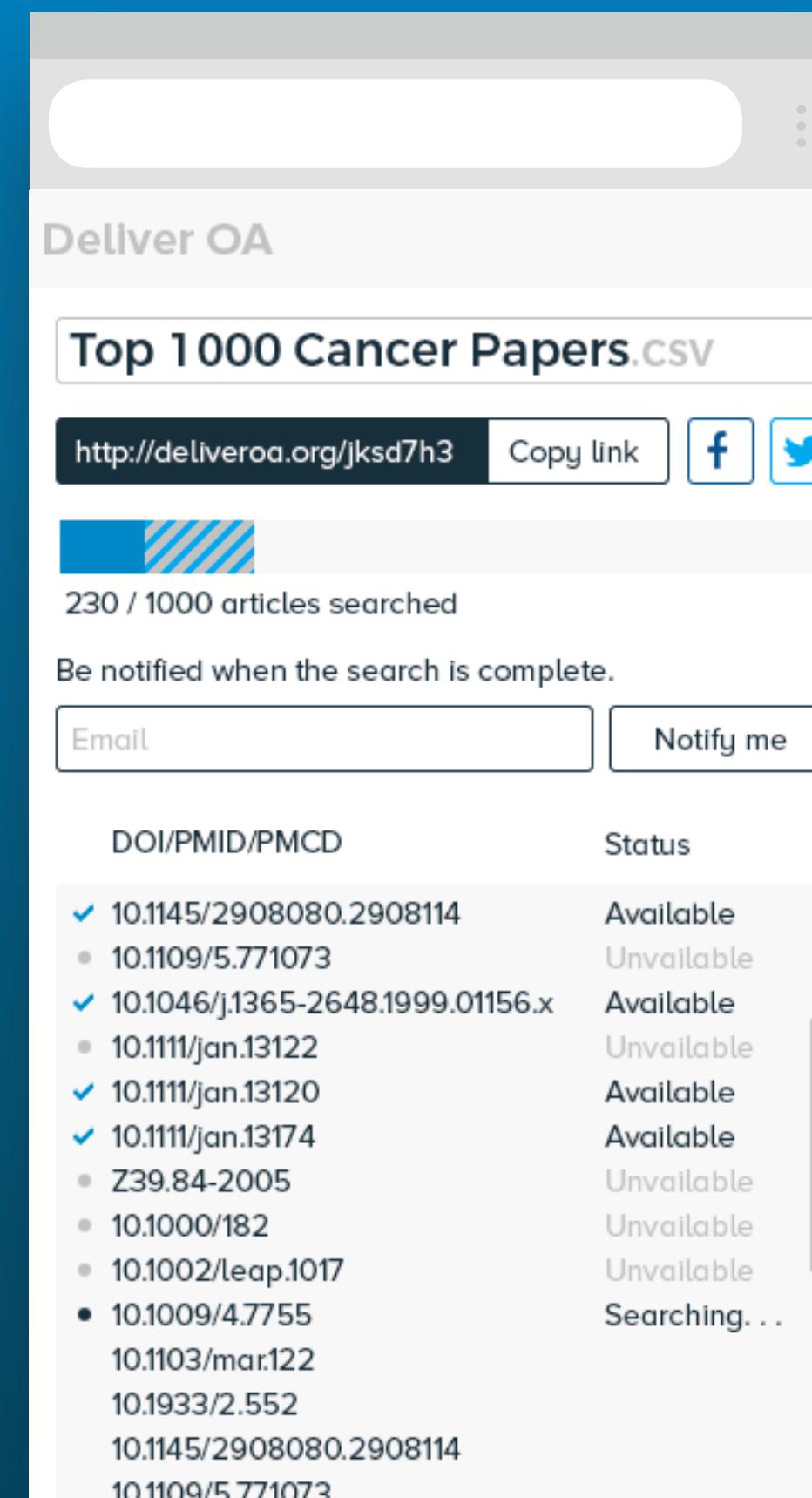
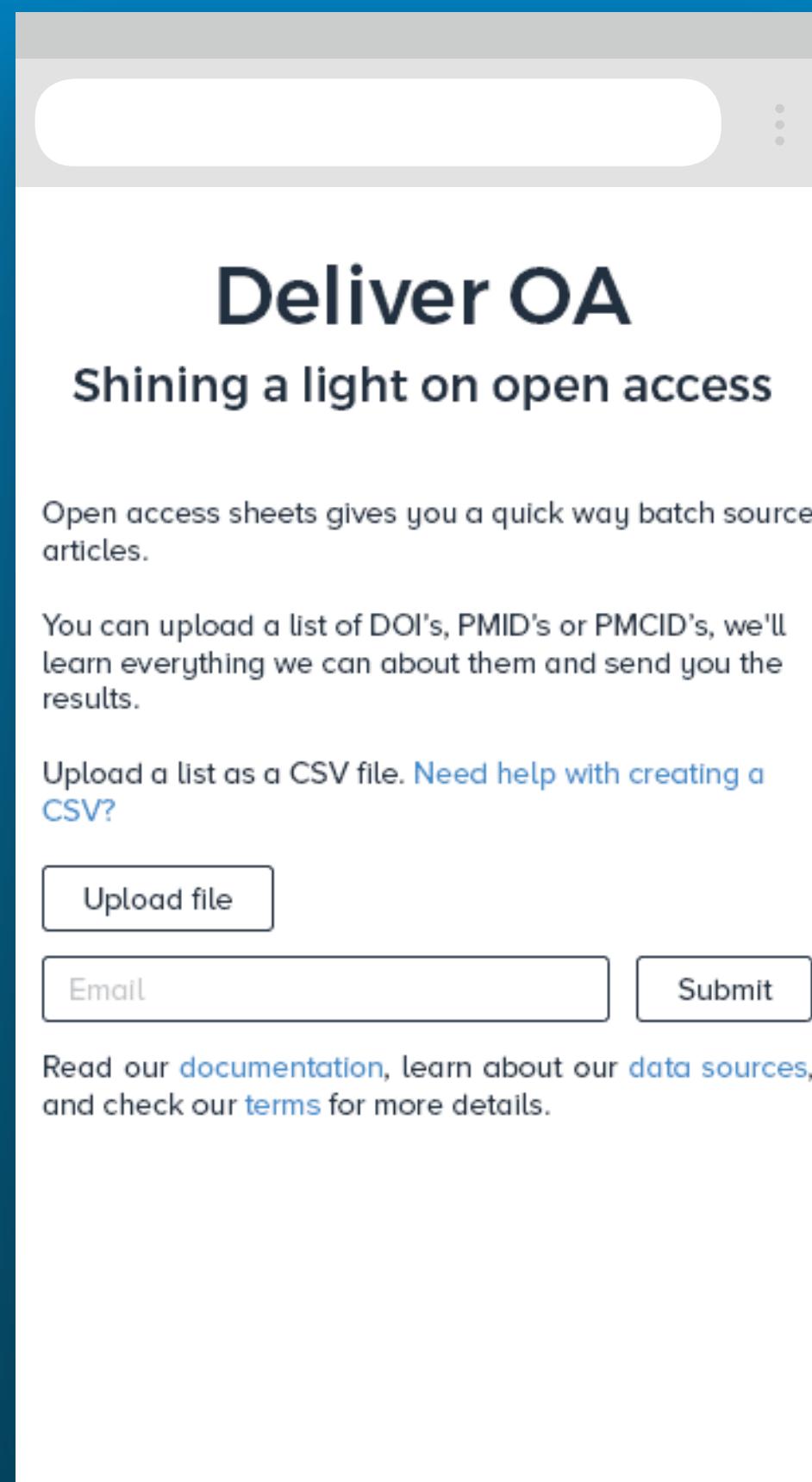


OPEN ACCESS BUTTON

Open Access Button is a group focused on publicising and releasing research articles and documentation which are currently locked behind paywalls.

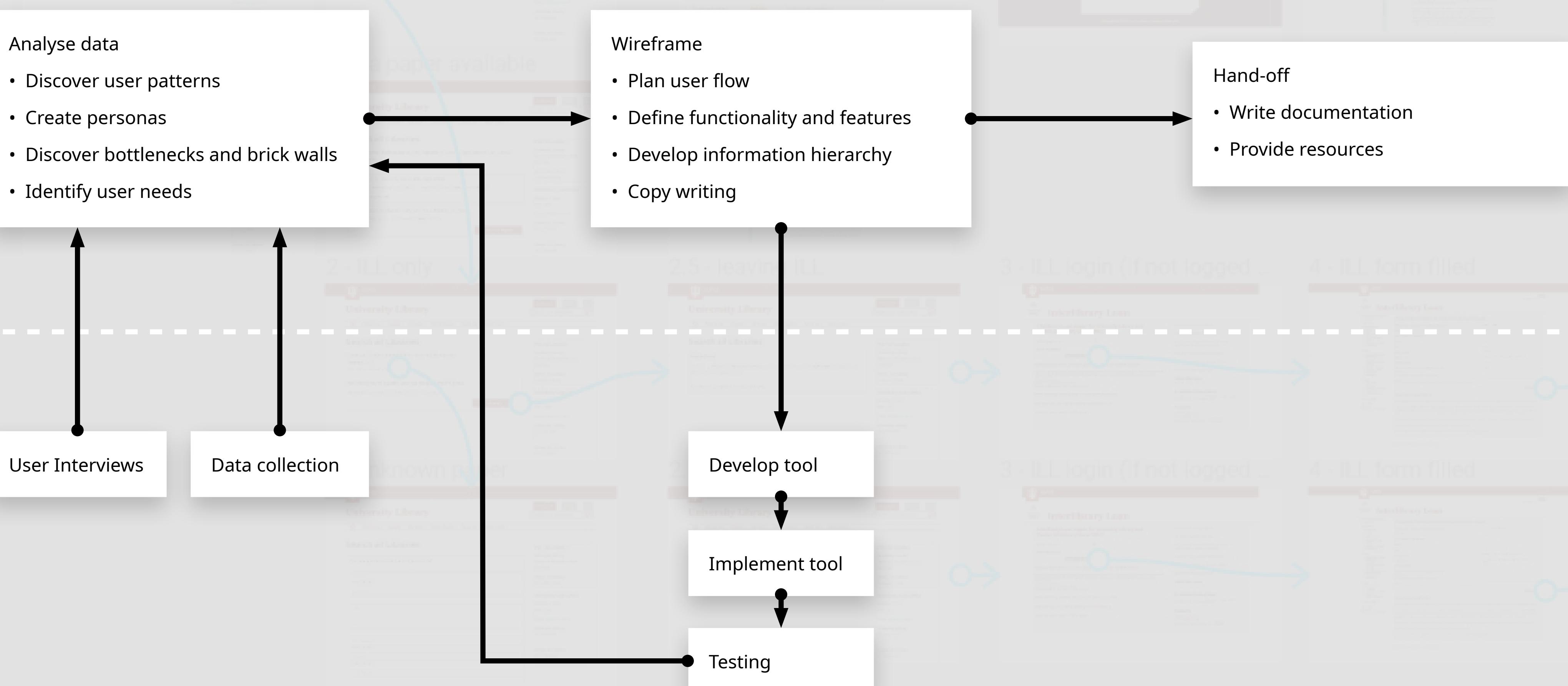
This is achieved by creating a family of library-aligned open source tools built to allow easy and free request of information.

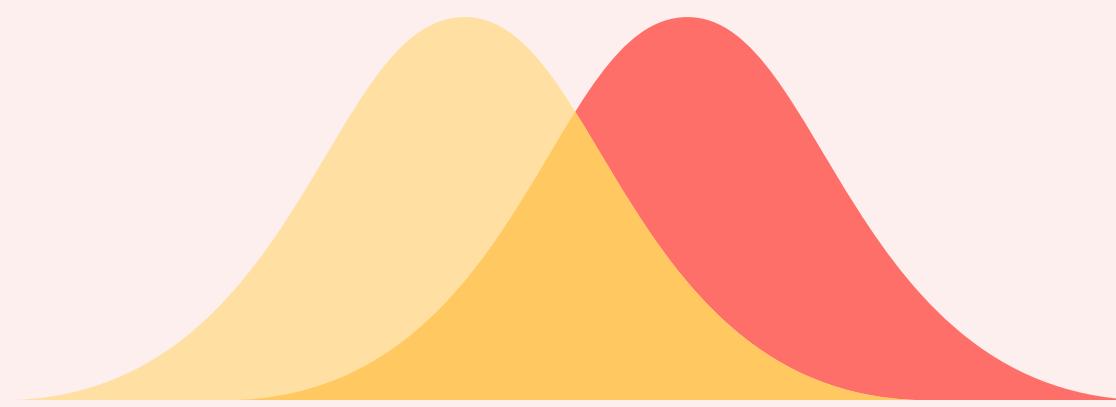




TASKS

- Collaborate with founders, directors and developers to define strategy, persona's and map user experience for multiple tools.
- User flow
- User research and data analysis
- Information architecture
- White label designs for integration with 3rd parties
- UI design for responsive web.

1: RESEARCH ANALYSIS**2: STRUCTURE AND TESTING****3: DELIVERY**

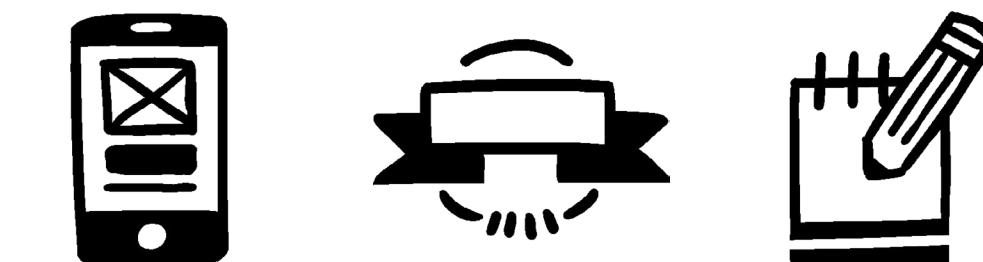


coefficient

The screenshot shows a modern website design. At the top left is the 'coefficient' logo with a yellow/red bell curve icon. The top navigation bar includes links for 'ABOUT', 'PRODUCTS', 'TEAM', and 'CONTACT'. Below the navigation is a large, high-quality photograph of a red cabbage's cross-section, showing its intricate, fractal-like internal structure. To the left of the cabbage, there's a smaller image of a green succulent. On the far left, the text 'We make your data work for you' is displayed in a dark blue font. Below this text is a paragraph describing the company's mission: 'Coefficient is a data science consultancy that helps businesses run more efficiently by identifying challenging areas, then finding and creating solutions.' At the bottom left is a red-bordered 'CONTACT' button.

COEFFICIENT

Coefficient is a data science consultancy that helps businesses run more efficiently by identifying challenging areas, then finding and creating solutions.



BRANDING • USER INTERFACE • 2018

DESIGN JOURNEY

Client Interviews

- Discover brand feel through questions and prompts
- Distill feedback into insights

Ideate

- Create moodboards

Design

- Logo
- Tone of voice
- Color palette
- Website structure

Hand-off

- Website
- Resources
- Documentation



Data Engineering

By sorting and storing potentially useful data sets, filtering out bugs, cleaning them up, we can discover how useful they are. We build dashboards, tools, and plugins allowing you and your team to oversee your data cleanly. This includes:

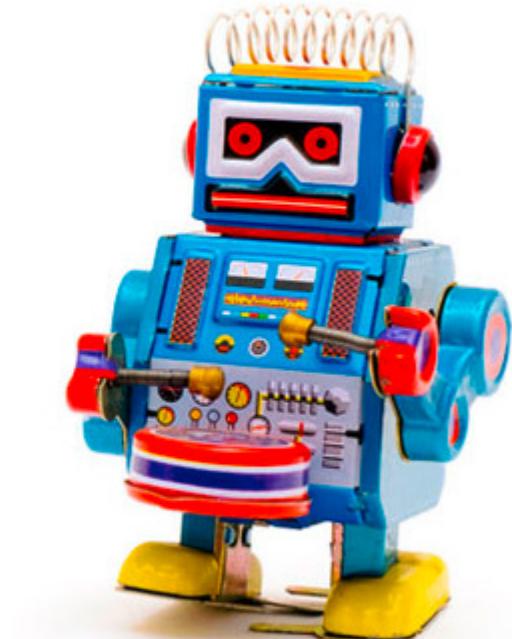
- Analyzing data for integrity
- Readyng data for accurate analytics
- Data architecture design
- Cloud database integration

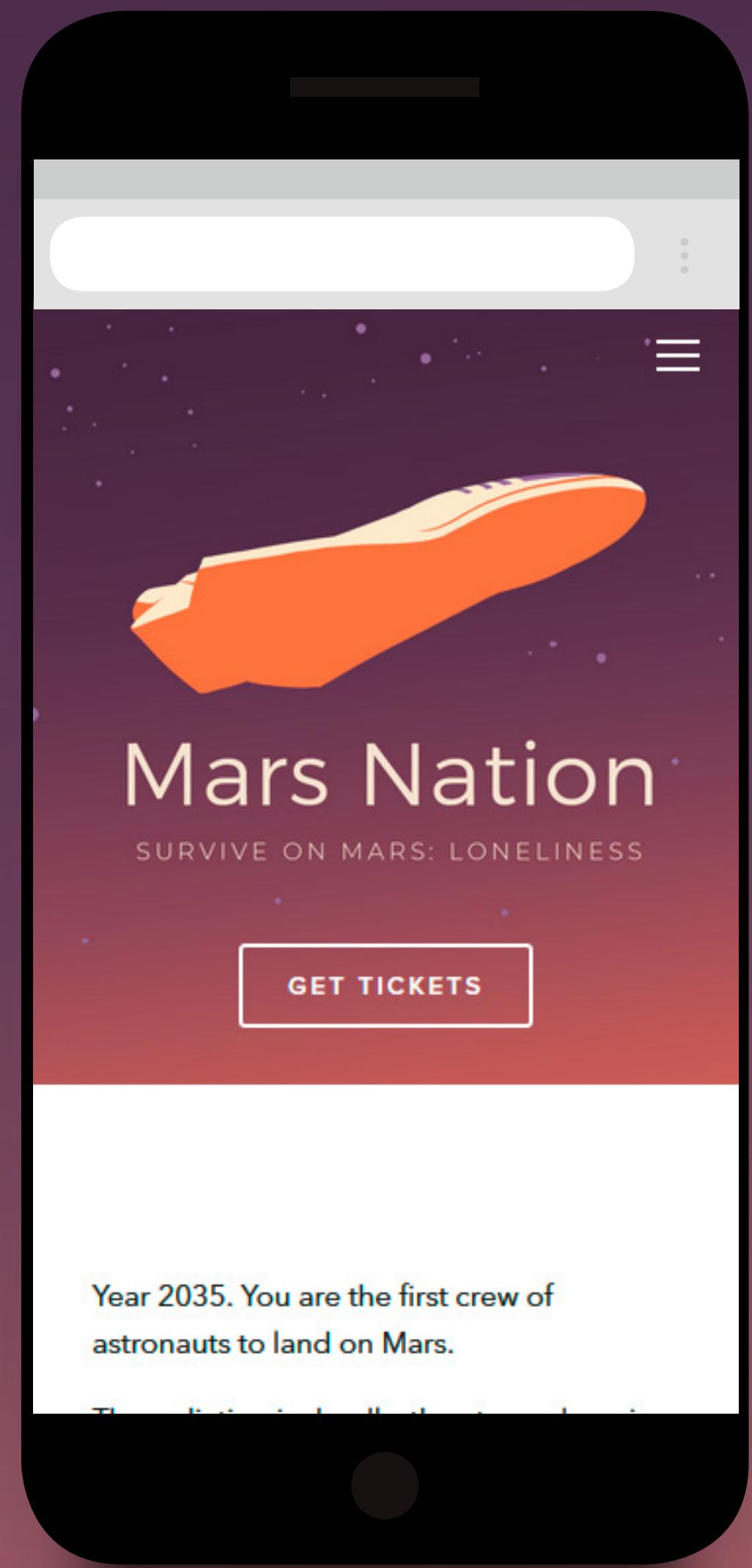
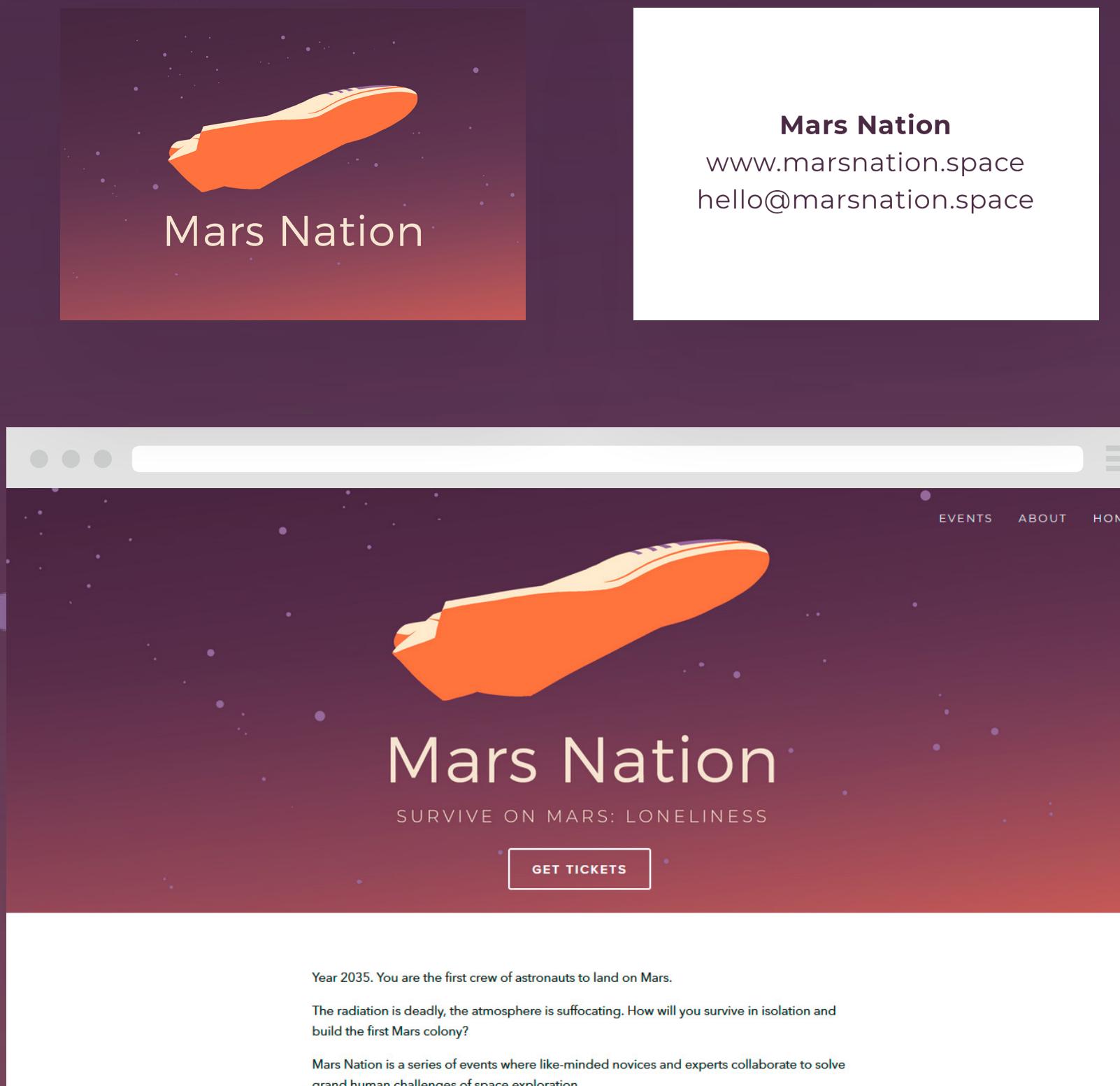


Machine Learning

By bringing together many unique data sets which may not usually used in data analysis, we can make important decisions. Like predicting stock returns, financial markets, or discover which horse is best for breeding. Applications include:

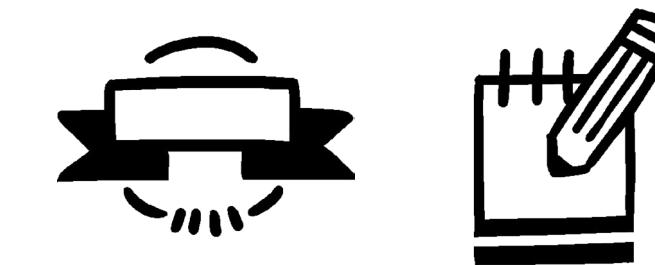
- Election prediction software
- Business Intelligence
- Recommendation systems
- Optimization algorithms





MARS NATION

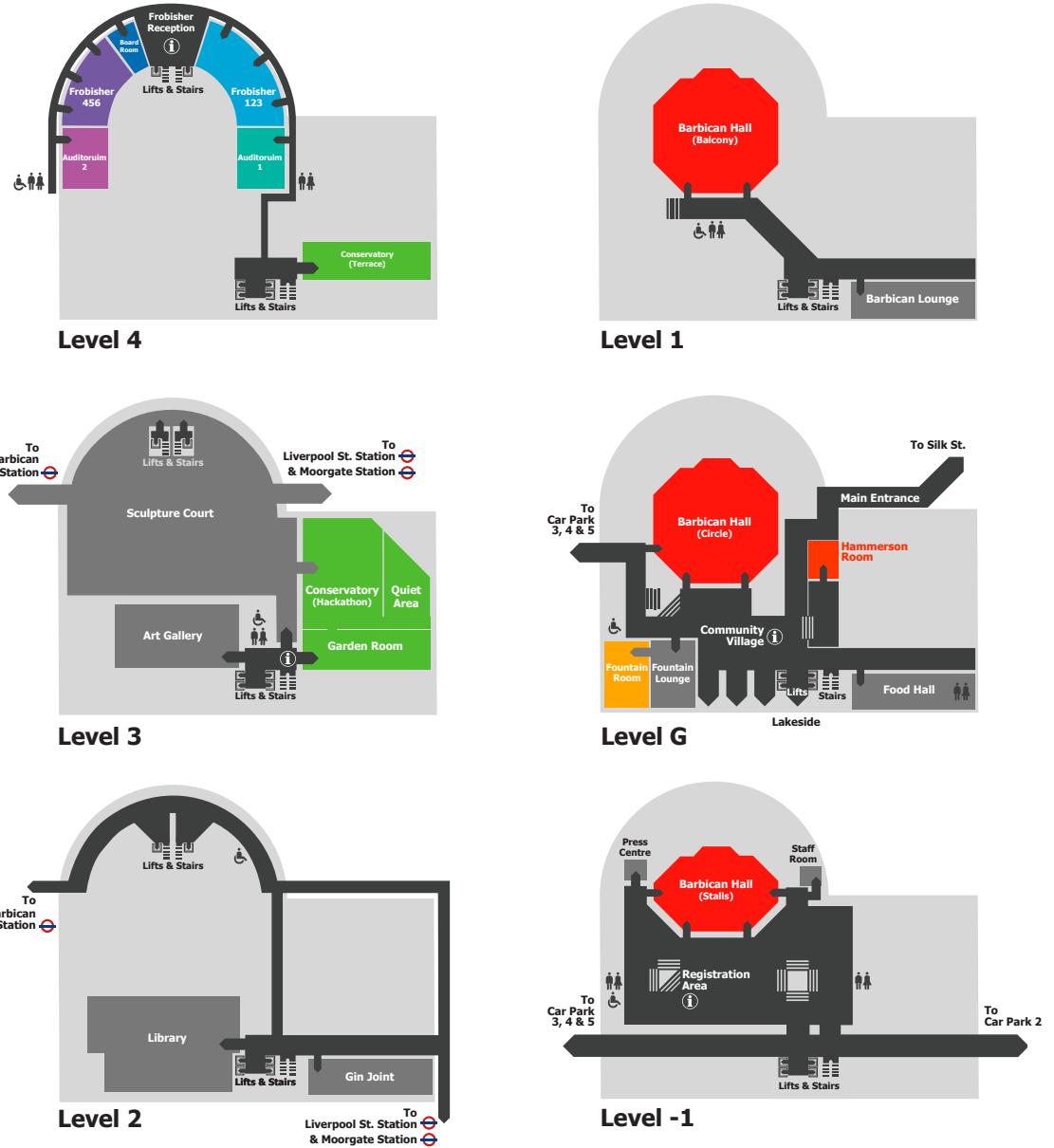
Mars Nation is a series of events where like-minded novices and experts collaborate to solve grand human challenges of space exploration.



BRANDING • USER INTERFACE • COLLATERAL • 2017

WIKIMANIA 2014

the barbican centre



WIKIMANIA: AN OVERVIEW

Wikipedia is now one of the five busiest websites in the world with over 20 million unique visitors per month. It contains a comprehensive article on every topic you could imagine, from breaking news to obscure subjects. Wikipedia is a well-known fact, a well-known source of information, and a well-known project, whose mission statement is "to deliver the sum total of all human knowledge to everyone on the planet".

As such, Wikipedia has become something to the encyclopedias since its creation in 2001, with a very active core community of editors who work hard to keep the site up-to-date. Wikipedia would be the second largest employer in the UK by the NHS. With a wide range of topics covered, Wikipedia's output is not just the most popular reference work to have ever appeared online, but also the most popular reference work in the world. Not only is it at the forefront of an unprecedented scale, but it is also at the forefront of a rapidly growing field of activity. It's not an organization, or even a movement; we mean it as a social phenomenon.

On the other hand, Wikipedia is a network of articles making up the encyclopedias. The net is a network of hyperlinks between articles, and anyone can contribute if they are curious enough to contribute, be they expert lawyers or subject experts. Wikipedia is a network of articles, and anyone can contribute to the development of all forms of page designs and plugin extensions. Wikipedia is a network of people, and anyone can contribute. Wikipedia is a network of projects, and anyone can contribute. Wikipedia is a network of pre-existing Facebooks. Taken together, this unique mixture of amateur and professional, of open and closed, of self-sustaining mechanisms for scholarship that necessarily assemble the vast, incredible resource we take for granted today.

WIKIMANIA 2014

After a year long competitive bidding process, London was selected to host the first Wikimania conference in the UK for the first time. Wikimania 2014 will be the largest Wikimania ever and will be the first developed specifically for the UK. The conference will be held in Europe. It is a full 5 days, filling the Barbican Centre to its 4000 capacity. Wikimania 2014 will feature 100+ speakers, 100+ workshops, 100+ discussions, with a 120 hour hackathon as its centerpiece. Wikimania 2014 will be a mix of presentations, panel discussions, and lightning talks, as well as a variety of social events and 16 hour hackathons in the months preceding the conference.

With attendees from over 100 countries, it's an unrivaled opportunity for individuals to meet and collaborate with individuals with unmatched technical expertise in digital collaboration and open source projects. Wikimania 2014 will bring together software and information architects, process designers and policymakers, academics and students, programmatic content creators and community managers.

For general conference or press enquiries, please contact:

Edward Saparia

e: Ed@wikimanialondon.org

m: +44 (0) 7927 896 294

For information about sponsorship opportunities:

Ellie Young (PR)

e: Ely@wikimanialondon.org

m: +44 (0) 7927 896 294

James Clegg (Marketing)

e: James@wikimanialondon.org

m: +44 (0) 7927 896 294

"Wikimania is increasingly an integral part of our digital lives. We are excited to be involved in the development of the conference and to support the Wikimedia Foundation in their mission to make the world a better place. We hope to continue the US as Tech City in 2014, recognizing London as a centre of excellence for its digital expertise."

General Growth, CEO Tech City UK

"I am very excited about the prospect of a London Wikimania. I am a fan of the event and have attended previous ones. I'm excited that I can personally help put for the first time in a major city."

Jimmy Wales, Founder of Wikipedia

"As mayor of London, I would be delighted to see London host the first Wikimania conference. London is a great location for the city and a warm welcome will be extended to you throughout the city."

Boris Johnson, Mayor of London

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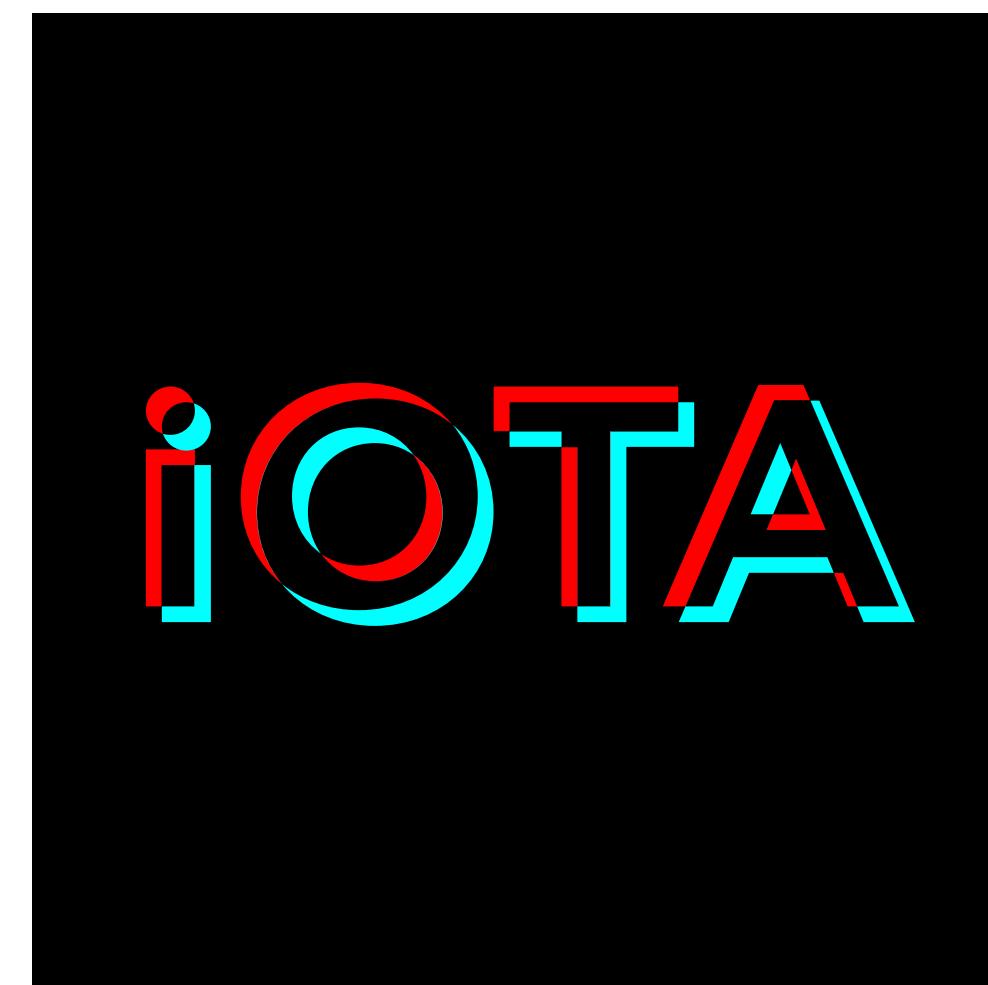
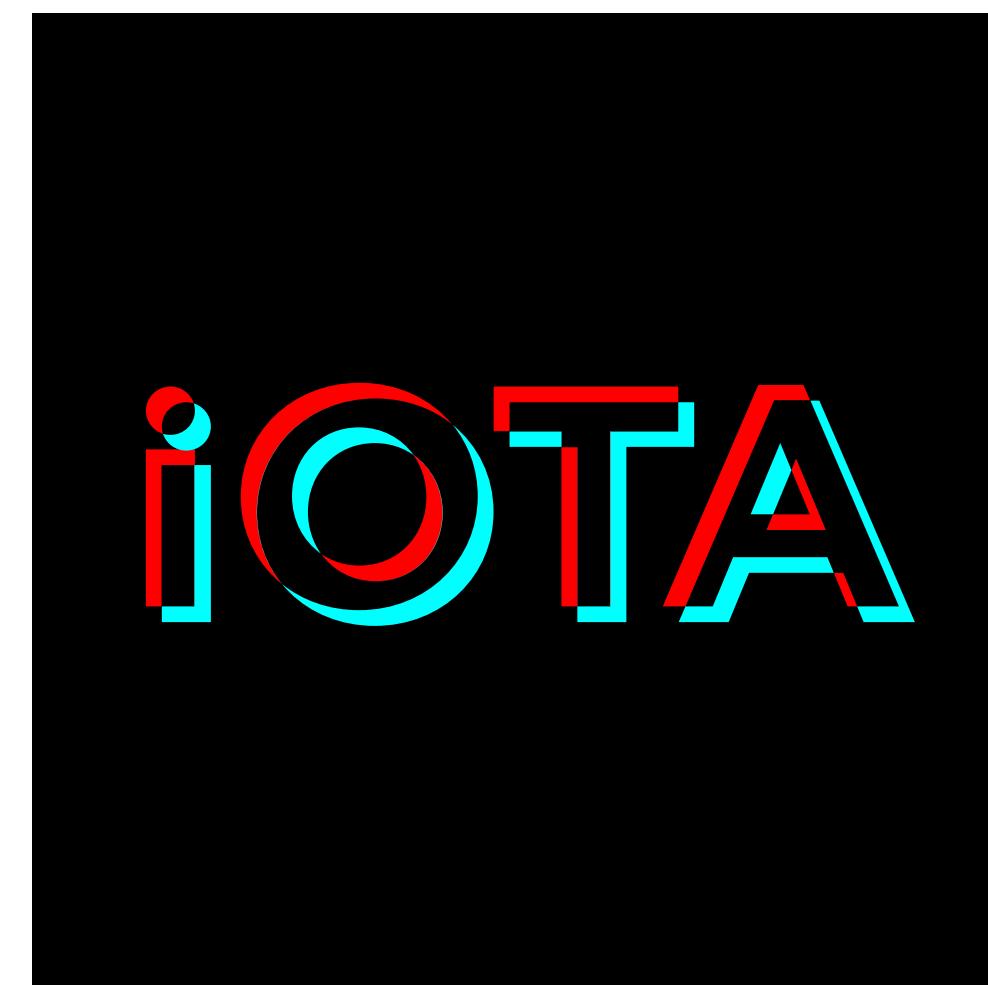
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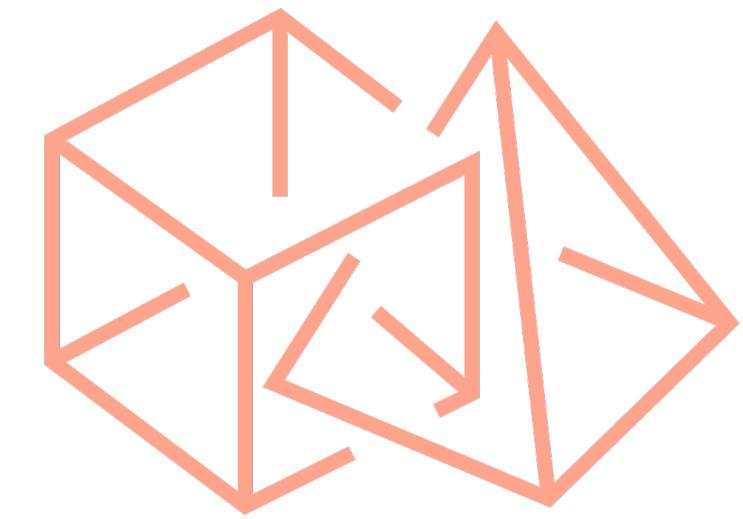
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CITIZEN*βeta*

CITIZEN BETA • 2015



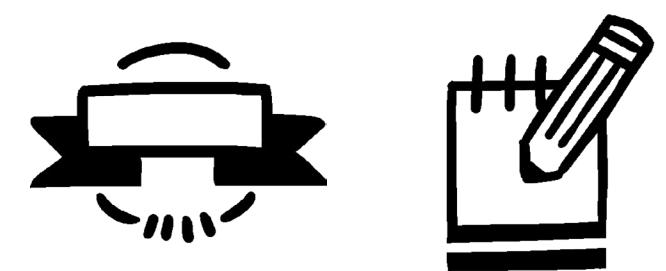
IOTA • 2017



BONDING • 2018



CARDBOARD GROVE • 2019



LOGOS • 2015-19

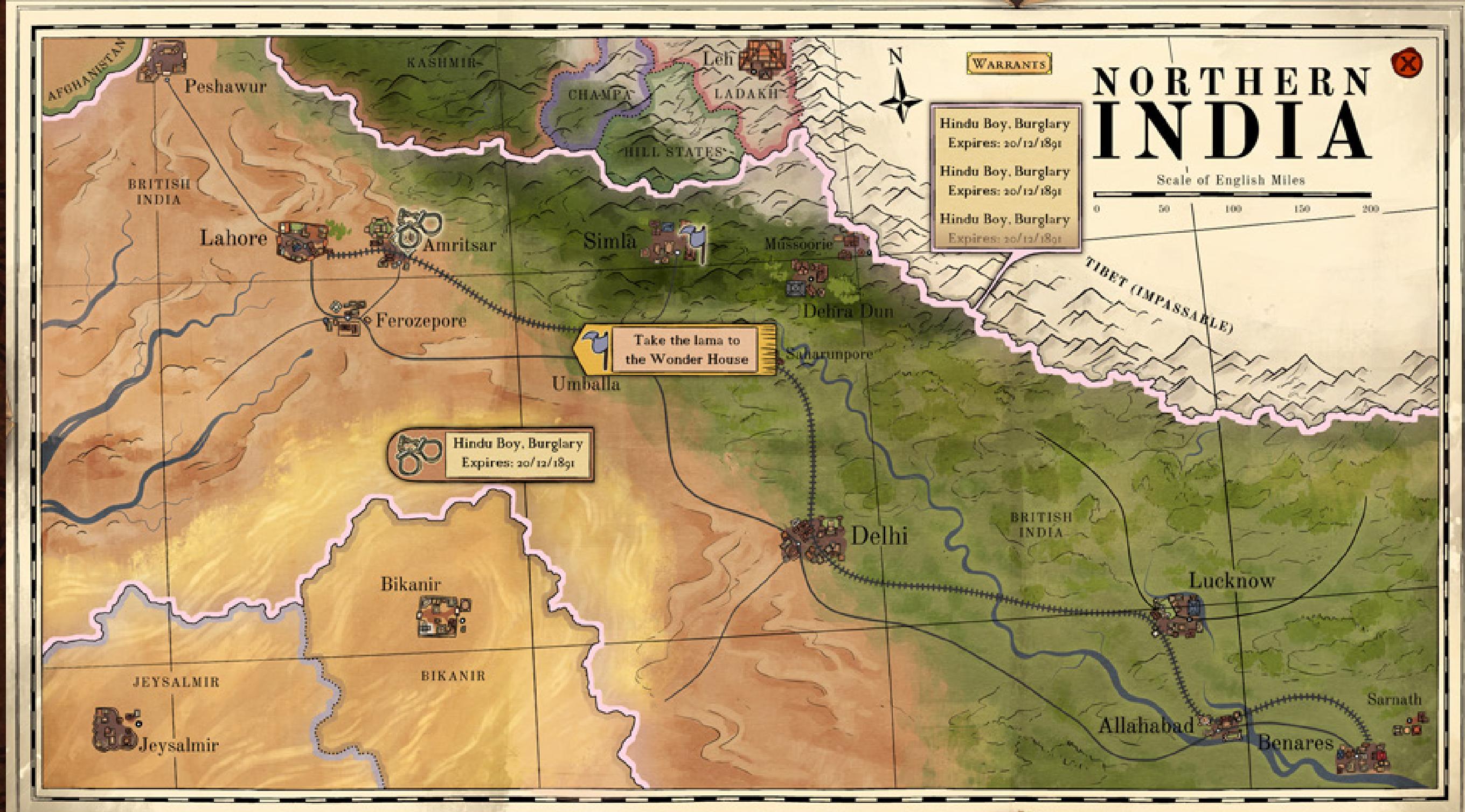


KIM

Kim is an open world RPG set in colonial India. Play as Rudyard Kipling's ragamuffin hero, Kim, and roam hand-painted towns and procedurally generated countryside.



DESIGN DIRECTION • ILLUSTRATION • USER INTERFACE • 2016



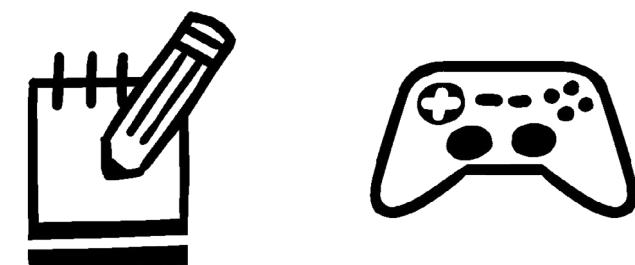




CORBYN RUN

CorbynRun is a satirical game created in 3 weeks and released 2 weeks before the 2017 General Election.

We had 8 months total worldwide game-time and reached over 1.6 million people in the 2 weeks leading up to the election.



BRANDING • USER INTERFACE • GAME DESIGN • 2017

THRONESTORM



THRONESTORM

Thronestorm is a deep strategy card game for two players, condensed into an intense ten minutes where each game is different and every move counts.



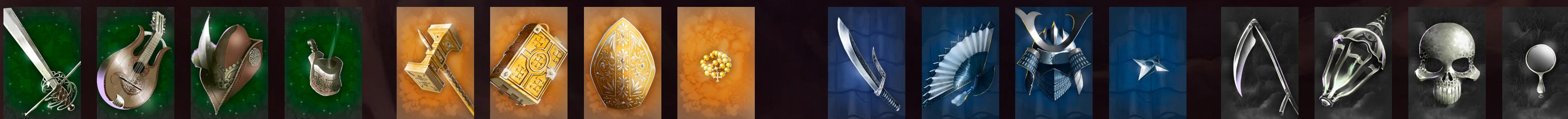
DESIGN DIRECTION • ILLUSTRATION • GAME DESIGN • 2017

GAME DESIGN

Thronestorm was designed to be playable as a card game without traditional symbols on the cards, like numbers or suit / type.

Instead, each item describes it's set by color and persona, and it's type by whether it's a weapon, a shield, a hat or trinket, each of which sit on the cards in a different position.

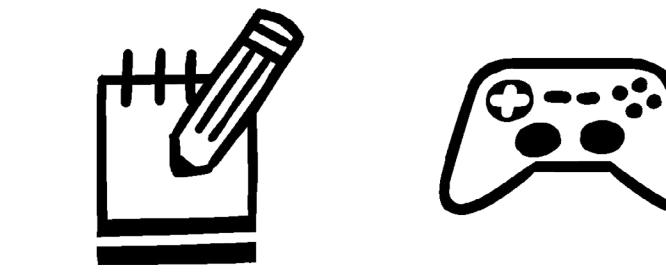
Colour-blind players are aided by the background textures and values; each set has a different brightness and contrast.





BAND MANAGER THE BOARD GAME

Band Manager: The Boardgame is a lively and ruthless game that uses band merchandise as the board and pieces.



DESIGN DIRECTION • ILLUSTRATION • GAME DESIGN • 2016