

Christina Day

Product Design & More

ABOUT

Christina Day is a multidisciplinary designer with a focus on product design, design systems, marketing and brand identity.

Christina has two Bachelors of Fine Arts Degrees from The University of North Texas (class of 2010) where she studied New Media and Studio Arts.

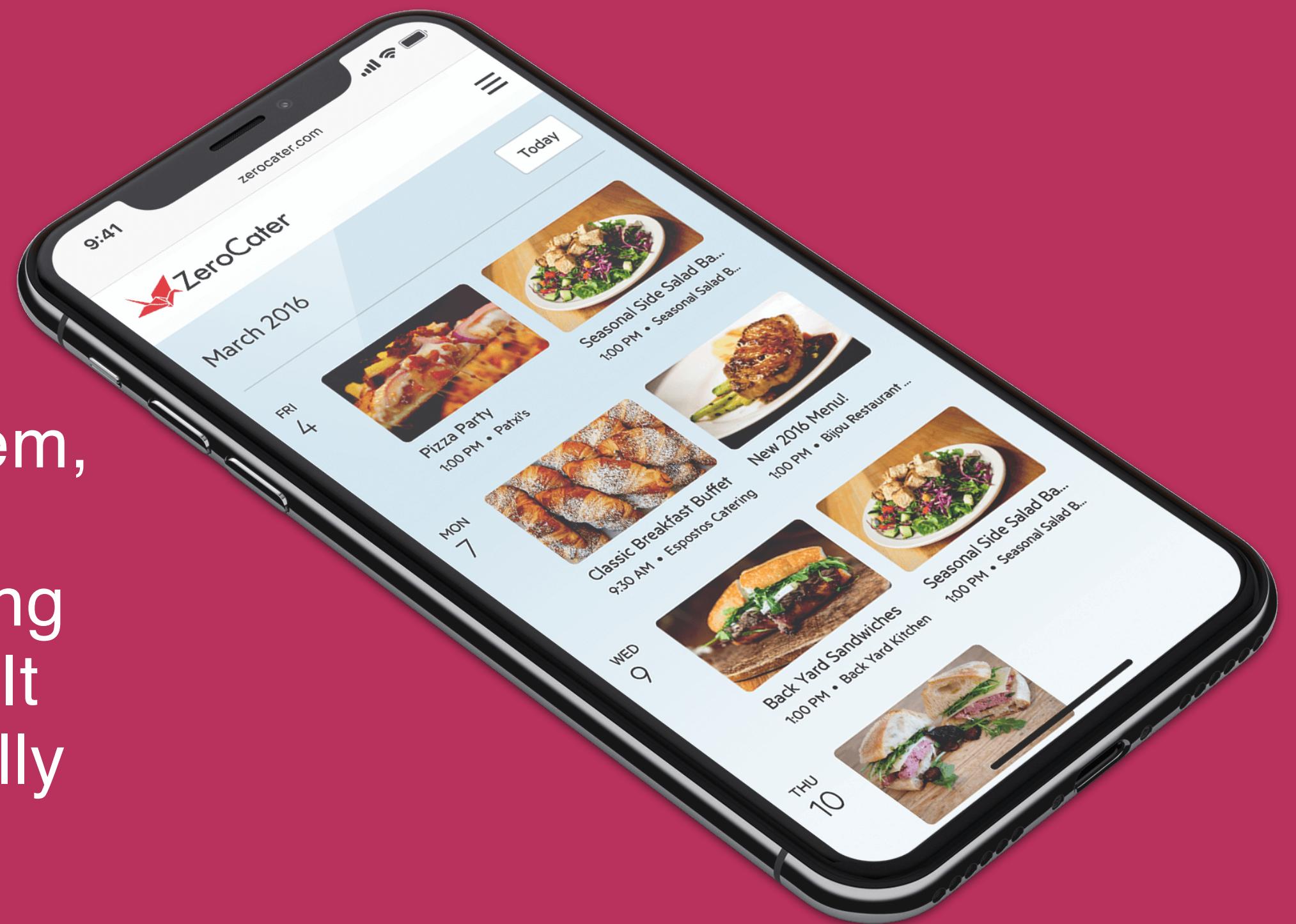
She is currently based in Oakland, CA.

CASE STUDIES

Expanding the ZeroCater Market Footprint With New Products

Some Context: ZeroCater and the Catering Platform

Redesigned in 2015 with the new design system, ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.



The screenshot shows the ZeroCater customer dashboard interface. At the top, there's a header with a back/forward button, a search bar containing "zerocater.com", and several icons. Below the header is the ZeroCater logo and the text "October 2017". On the left, a sidebar contains links for "Meal Calendar" (which is highlighted in red), "Meal Suggestions NEW", "Settings", "Billing", "My Team", "Internal Tools", and "Sign Out". At the bottom of the sidebar is a "LEARN MORE" button with "Menu Nutrition Info >". At the very bottom are links for "Home", "Terms", "Privacy", and "Support".

The main area displays a meal calendar for October 2017. It shows three days of meals:

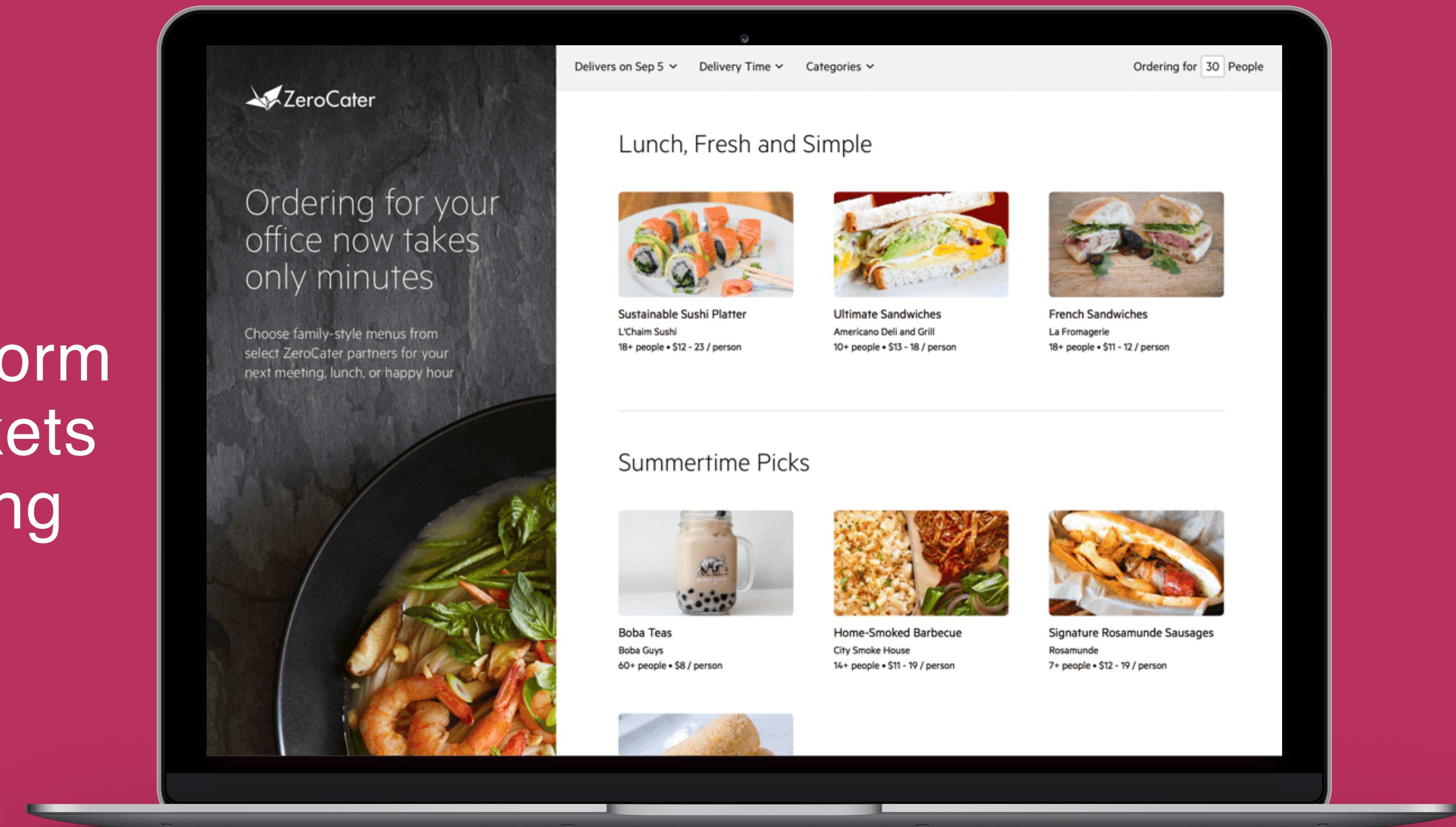
- MON 2:** Breakfast Tarts (10:00 AM • Peasant Pies), Lasagna (1:00 PM • Marcella's Lasagneria), Mediterranean (1:00 PM • THREE Restaurant)
- TUE 3:** On-Site Benedict Bar (9:50 AM • Zee Cooks), Build-Your-Own Dosirak (1:00 PM • Namu Gaji), Sandwiches Bonanza (1:00 PM • La Fromagerie)
- WED 4:** Seasonal Side Salad Bar- Fall's Bounty (12:00 PM - 1:00 PM • La Fromagerie), Oz Pizza (1:00 PM - 2:00 PM • Oz)

Each meal item has a small thumbnail image, the name of the meal, and the time it's served.

ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.

Designing & Building ZeroCater: Marketplace

ZeroCater's first expansion beyond the core catering platform led to exploring adjacent markets and audiences while addressing several business bottlenecks.



With the introduction of ZeroCater Marketplace, customers could place orders directly through a responsive website, increasing the company's capacity to generate revenue without hiring more personnel.

It evolved rapidly through iterations based on customer feedback and analytics tools.

The screenshot shows the ZeroCater Marketplace website. At the top right, there is a summary of the order: "About \$23 per person", "For 18+ people", "\$348.00 order minimum", "\$25.00 delivery fee", and a total of "\$2309.23 total before tax". To the right of the summary is a button labeled "Checkout \$2309.23". Below the summary, the page title is "Menus > Sustainable Sushi Platter". On the left, a sidebar menu includes "ZeroCater" logo, "Menus", "Orders", "Log In", and "Sign Up". The main content area features a section titled "Select Entrees" with three options: "California Roll Platter", "Chef's Choice Fish Roll Platter", and "Specialty Roll Platter". Each option has a checked checkbox icon next to its name. Below each name is a brief description and two portioning options: "Portion automatically" (with a checked radio button) and "Customize portions" (with an empty radio button). To the right of each description is a quantity input field showing the number 34, 33, and 33 respectively. At the bottom of the page, there are two small images of sushi rolls.

ZeroCater Marketplace allowed customers to place catering orders directly through a responsive website. It evolved rapidly through iterations based on customer feedback and analytics tools.

The image shows a laptop screen displaying the ZeroCater website. The website has a dark header with the ZeroCater logo and navigation icons. Below the header, there's a banner for a 'Build-Your-Own Pho' service. The main content area is titled 'Select Entrees' and lists three options: 'Hanoi Style Beef Pho', 'Chicken Pho', and 'Buddha's Pho'. Each listing includes a small image of the dish, a description, and a note indicating it contains soy. To the right of each dish is a button labeled '12 People' with minus and plus signs. Below the entrees section is another titled 'Select Sides' with one item listed: 'Cabbage Side Slaw'. A total order summary at the bottom right shows 'Ordering for 24 people' and a total cost of '\$214.99'.

zercater.com

Deliver on Sep 5 At 1:30 PM

Ordering for 24 people Buy Now \$214.99

ZeroCater

Build-Your-Own Pho

Rice Paper Scissors

Inspired by the sidewalk dining and street food they experienced in Vietnam, Kwan and Luu wanted to recreate the experience here in San Francisco — serving up traditional Vietnamese pho combined with Californian sensibilities, you won't find a better bowl in town.

About \$12 per person
\$443.00 order minimum

Select Entrees

Hanoi Style Beef Pho

Hanger steak and fresh rice noodles with beef broth (made with fish sauce). Comes with traditional Pho toppings of cilantro, onion, jalapeños, lime, ...

Contains soy

12 People

Chicken Pho

Chicken and rice noodles with chicken broth (made with fish sauce). Comes with traditional Pho toppings of cilantro, onion, jalapeños, lime, scallions with ...

12 People

Buddha's Pho

Tofu and seasonal vegetables with gluten-free rice noodles and vegan broth. Comes with traditional Pho toppings of cilantro, onion, jalapeños, lime ...

Contains soy

12 People

Select Sides

Cabbage Side Slaw

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore

24 People

The screenshot shows the ZeroCater Marketplace homepage. The top navigation bar includes links for "ZeroCater", "Log In", "Sign Up", and "Help". The main content area features a "WELCOME" banner with a "French-inspired duck and vegetable sandwiches" section and an "Order Now" button. A sidebar on the left lists "Menus", "Orders", "Settings", "Admin", and "Logout". The main content area is divided into sections: "EVERYDAY FAVORITES" (St. Louis Ribs and Chicken, Moroccan Meatballs and More, Grilled Chermoula Chicken), "FRESH INSPIRED BOWLS" (Vietnamese Noodle Bowls, Vietnamese Rice Bowls, Vietnamese Salad Bowls), and a "BROWSE" filter for "Vegetarian", "Vegan", and "Gluten-Free" meals.

- Menus
- Orders
- Settings
- Admin
- Logout

WELCOME

French-inspired duck and vegetable sandwiches

Order Now

ZeroCater Marketplace

Ordering family-style meals for groups in San Francisco just got easier. Choose menus from featured ZeroCater partners below.

EVERYDAY FAVORITES

St. Louis Ribs and Chicken
Cathead's BBQ
30+ people • \$15.50 / person

Moroccan Meatballs and More
Casablanca
50+ people • \$15.50 / person

Grilled Chermoula Chicken
Casablanca
20+ people • \$15.50 / person

FRESH INSPIRED BOWLS

Vietnamese Noodle Bowls
Freshroll

Vietnamese Rice Bowls
Freshroll

Vietnamese Salad Bowls
Freshroll

BROWSE

- Vegetarian
- Vegan
- Gluten-Free

Using customer feedback and analytics tools, the product evolved rapidly through iterations based on insights into usage patterns and areas where users commonly encountered issues.

Built for Growth, Tested for Quality

- The ZeroCater Marketplace was built in React, allowing for quick prototyping, modular design and relatively painless development
- Customer behavior was monitored and insights were drawn to drive growth and improvements in the product
- The first iteration of this product was informed by the behavioral patterns of office managers when they placed catering orders by phone or email.

Built for Growth, Tested for Quality

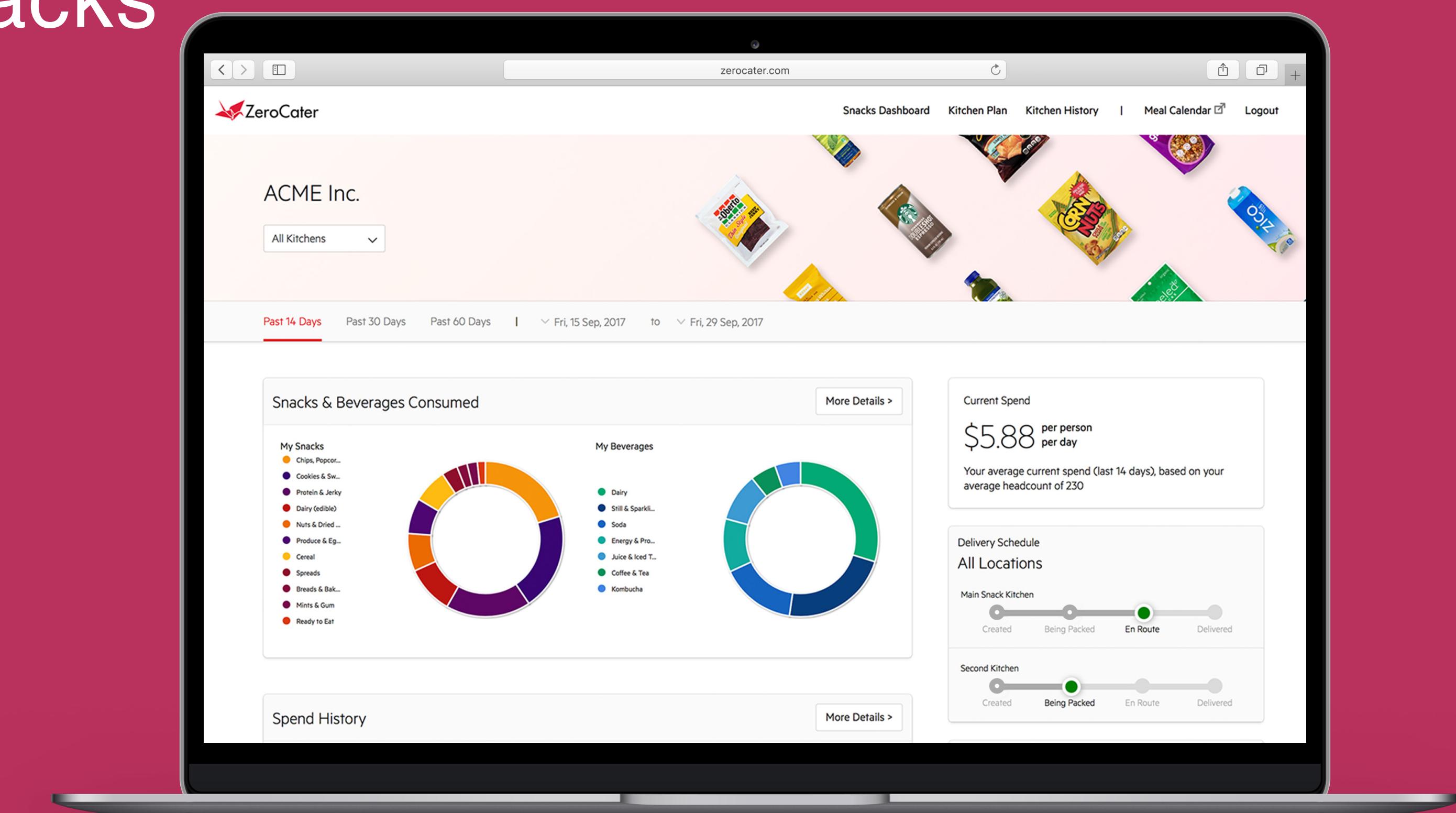
- Insights were often counterintuitive to the conventional wisdom of the industry.
- Customers at Caviar and Doordash valued wide selection and instant gratification in those services
- ZeroCater customers favored low per-person prices and crowd-pleasing menus that could be easily customized for dietary restrictions

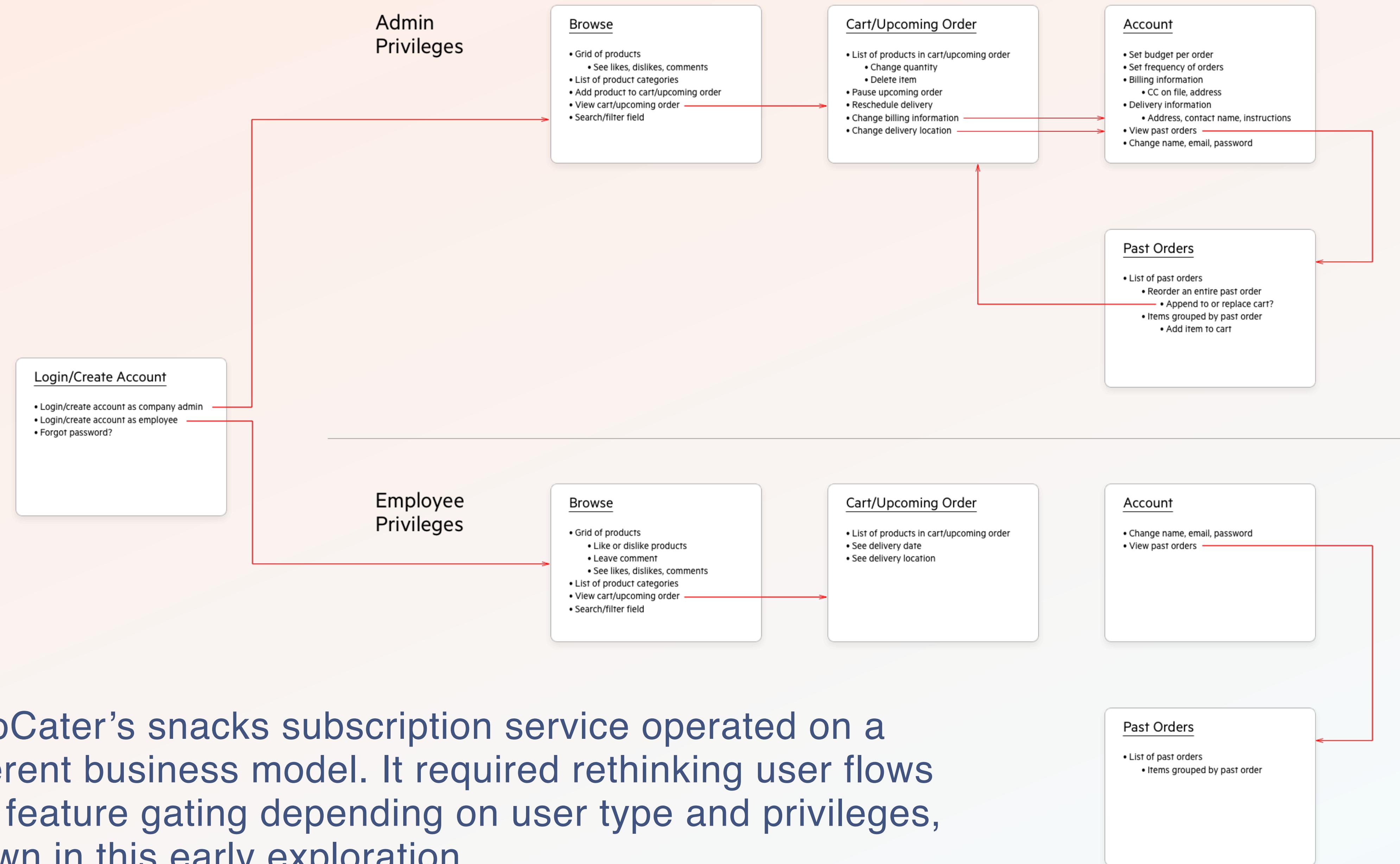
Customer interviews, market research, quantitative analytics, and conversion tracking drove the evolution of the ZeroCater Marketplace product design, from the digital storefront, to the order customization interface.

The screenshot shows the ZeroCater Marketplace interface. At the top right, there is an 'Order Headcount' input field set to '100'. Below it, a red button says 'Checkout \$2309.23'. To the left of the checkout button, there is a summary: 'About \$23 per person', 'For 18+ people', '\$34.00 order minimum', '\$25.00 delivery fee', and '\$2309.23 total before tax'. The main content area is titled 'Menus > Sustainable Sushi Platter'. It features a section for 'L'Chaim Sushi' with a description and a photo of a plate of sushi. Below this, there is a 'Select Entrees' section with three options: 'California Roll Platter', 'Chef's Choice Fish Roll Platter', and 'Specialty Roll Platter'. Each option has a photo, a brief description, and two portioning options: 'Portion automatically' (selected) or 'Customize portions', followed by a dropdown menu showing the current count (34, 33, or 33). At the bottom, there are two more photos of sushi platters.

Building ZeroCater: Snacks & Kitchens

ZeroCater's Snacks & Kitchens product, a program that provides curated snacks and kitchen equipment to offices and their hungry employees.





ZeroCater's snacks subscription service operated on a different business model. It required rethinking user flows and feature gating depending on user type and privileges, shown in this early exploration.

Early Explorations

- Discoveries were paired with insights from interviews with current and potential client-company office administrators and internal data from the Client Success team
- Consumption Data, Spend Data, Delivery Data: all of these metrics came up over and over in our user research interviews

2018 Snacks Product Roadmap

Last Edited: Dave Cao - 12/19/2017

Linked Documents:

[2018 Snacks Operations V2MOM](#)

[2018 Managed Catering Product Roadmap](#)

Product Vision and Philosophy

ZeroCater's Snacks program has grown at a breakneck pace adding nearly \$3MM of ARR in under a year. We have proven that strong market demand exists for this service and, with the exception of one competitor, all existing incumbents are dinosaurs in the Office Snacks space. In 2018, we plan on growing Snacks to **\$[20]MM+ ARR with at least [4] enterprise level clients with 500+ HC [and expanding to one other geography outside the SF Bay Area]**.

To support these goals, we will be investing in Sales efforts, scaling our existing CS and Logistics infrastructure, and building out technology around our core product to separate our service from our competitors'.

In Q1 2018, the primary ways we will achieve this is by:

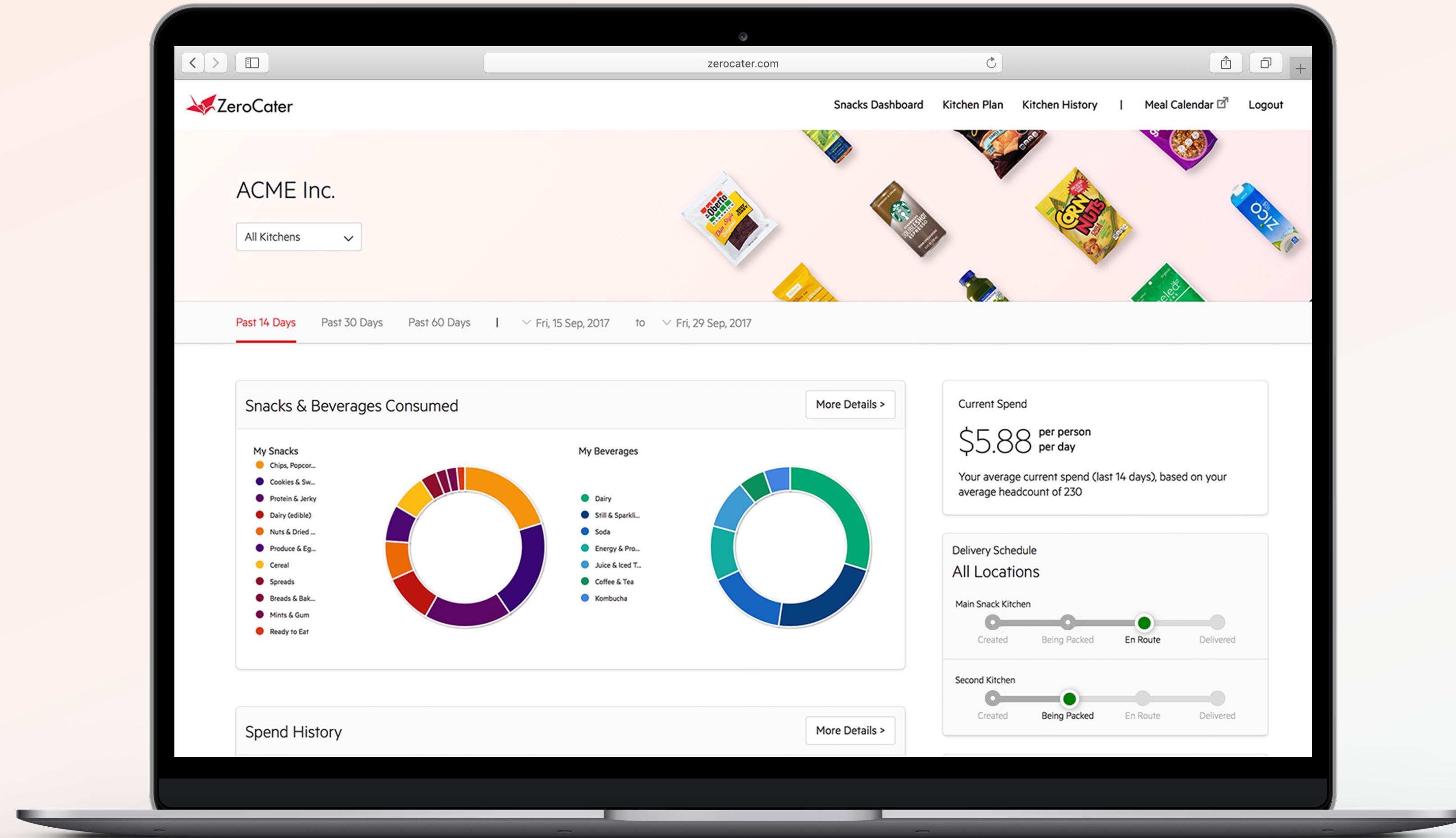
- Continuing to build out the internal tools necessary for CS, Logistics and Warehouse teams to automate workflows and manage client relationships and subscriptions.
- Focusing on end-user engagement and feedback collection to create delight and increase product stickiness.
- Building out analytics around recurring client issues to increase visibility and improve processes.

If these initiatives are executed successfully, the Sales team will be able execute on its Enterprise client attack plan and we will be able to export the Snacks model to other geographies.

- Creating the Product Roadmap for Snacks & Kitchens for Q1 in 2018
 - Written by myself in the absence of a Head of Product and our VP of Engineering after both left the company.
 - Edited by David Cao, our acting Product Manager

Solving Problems While Creating Opportunities for Growth

- The ZeroCater Snacks & Kitchens dashboard solved two large business challenges:
 - First, accurate reporting data from the new ZeroCater inventory warehouse located South of San Francisco.
 - Second, a bottleneck in Client Success personnel man-hours created a need for a more automated way to keep clients up-to-date on their subscription performance`



The dashboard took shape in the form of colorful graphs and the familiar visual language of progress analysis and indicators

ZeroCater

Main Snack Kitchen

Past 14 Days

Past 30 Days

Past 60 Days

Sat, 06 Jan, 2018

to

Mon, 05 Feb, 2018



Snacks & Beverages Consumed (01/06/2018 - 02/05/2018)

[More Details >](#)

My Snacks

- Nuts & Dried Fruit
- Bars, Protein & Jerky
- Cookies & Sweets
- Produce & Eggs
- Chips, Popcorn & Pretzels
- Dairy (edible)
- Cereal
- Spreads
- Mints & Gum
- Breads & Bakery



My Beverages

- Still & Sparkling Water
- Juice & Iced Tea
- Dairy
- Energy & Protein
- Kombucha
- Soda
- Coffee & Tea



Spend History (01/06/2018 - 02/05/2018)

[More Details >](#)

Spend Per Person

\$15

Current Spend

\$5.95 per person per day

Your average current spend (last 14 days), based on your average headcount of 80

Delivery Schedule

Expected Next Delivery: in 14 hours

Contact Us

[I want more/less of a snack](#)

Location:

Main Snack Kitchen

Date:

2/5/2018

Full reporting capabilities being demonstrated on the dashboard

Company Name

All Kitchens

Past 14 Days Past 30 Days Past 60 Days | Mon, 22 Jan, 2018 to Mon, 05 Feb, 2018

Kitchen History
Consumption and Spend Data

Filter By:

- Snacks**
 - Cereal
 - Chips, Popcorn & Pretzels
 - Nuts & Dried Fruit
 - Ready to Eat
 - Dairy (edible)
 - Spreads
 - Breads & Bakery
 - Mints & Gum
 - Bars, Protein & Jerky
 - Produce & Eggs
 - Cookies & Sweets
- Beverages**
 - Coffee & Tea
 - Dairy
 - Energy & Protein
 - Juice & Iced Tea
 - Kombucha
 - Soda

Item	Price Per Serving
Cuties Seedless Mandarins, 5 lbs, whole bag	\$0.34
TCHO, Milk Chocolate, 33.60 oz, 120ct bag	\$0.50
Horizon Organic Half & Half, 16 fl oz	\$0.22
Bananas, 1 ct	\$0.50
Betty Crocker Fruit By The Foot, 0.75 oz	\$0.50
Pepperidge Farm Cheddar Goldfish, 1.00 oz	\$0.90
Coca-Cola, Coke Zero, 12.00 oz	\$0.75
Meiji-Hello Panda Chocolate Filled Cookies, 0.75 oz	\$0.70
Corn Nuts, Original, 1.70 oz	\$1.25
Red Bull Energy Drink, Original, 8.4 fl oz	\$2.25
Sabra Hummus, Singles, 2 oz	\$0.40
Oreo Thins, 1.02 oz	\$0.70
Corn Nuts, Ranch, 1.70 oz	\$1.25
Betty Crocker Fruit Gushers, Tropical Flavors, 0.9 oz	\$0.75
La Croix Sparkling Water, Lime, 12.00 oz	\$0.68
Oberto Classic Beef Jerky, Peppered, 1.20 oz	\$2.99

Company Name
Main Snack Kitchen

Snacks Beverages Supplies

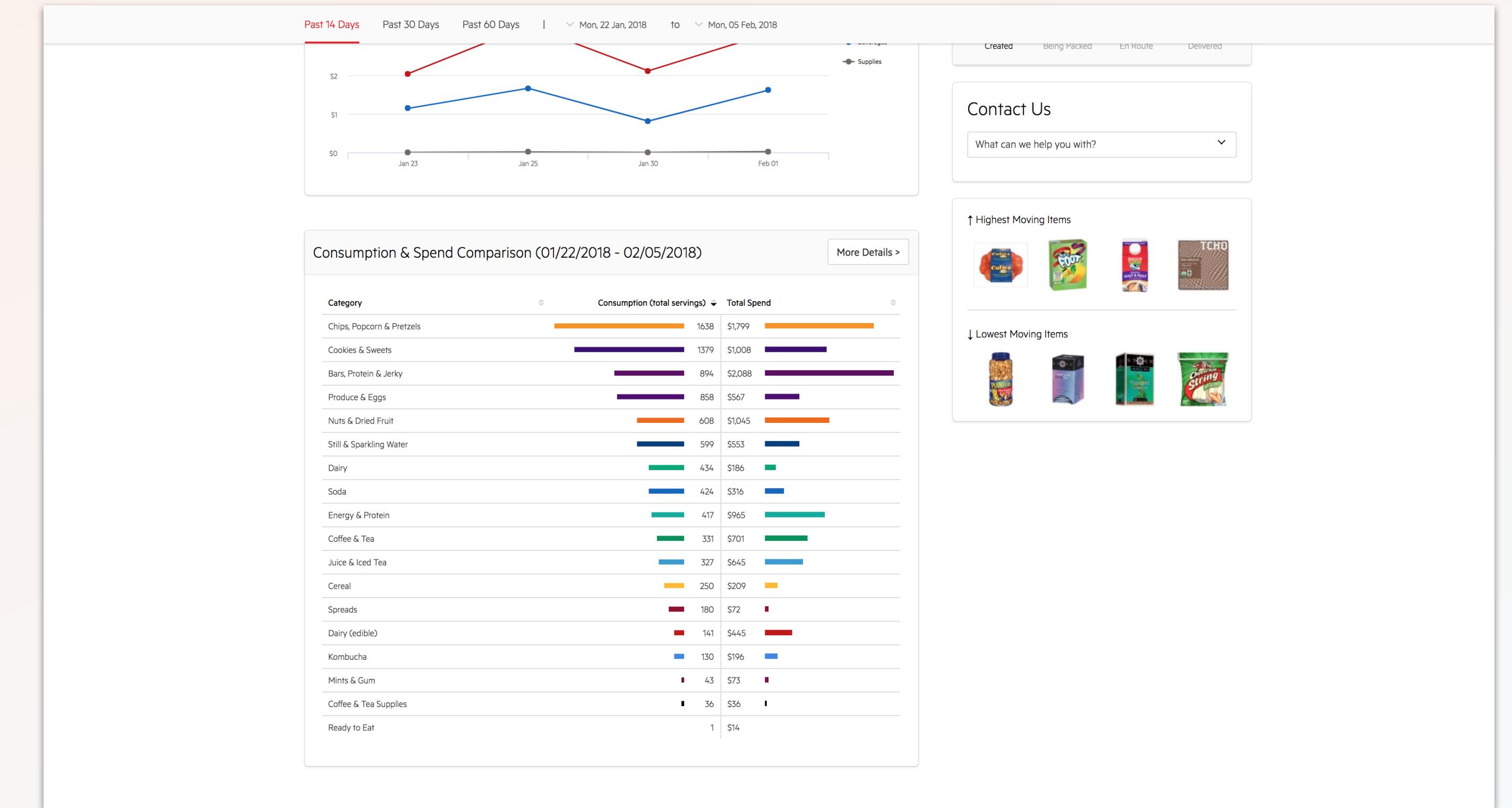
Kitchen Plan
A complete view of your snacks subscription

Category	Total Planned Items	Total Planned Servings
> Chips, Popcorn & Pretzels	9	193
> Bars, Protein & Jerky	10	132
> Spreads	1	100
> Cookies & Sweets	5	77
< Nuts & Dried Fruit	3	66

Current Item	Qty	Next Delivery	On	Qty
Kirkland Dry Roasted Almonds, 2.5 lbs, bulk jar	30	Restocking	Feb 06	30
Blue Diamond Almonds, Lightly Salted, 1.50 oz	24	Restocking	Feb 06	24
bare Snacks Apple Chips, Granny Smith, 1.70 oz	12	Restocking	Feb 06	12

Subscription insights were created to help ensure ZeroCater's clients get the most out of their Snacks & Kitchens subscription.

- Built in a quasi-experimental Vue codebase, the dashboard took advantage of the design engineering asset library that had been built in 2017, allowing for quick prototyping
- The dashboard also helped to alleviate the bottleneck in customer service manpower by providing automated reporting.



Many iterations of a customer feedback flow were explored

Feedback form A - Multiple choice

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- Everything was great - thank you!
- Some items were missing from my replenishment
- Some items in my replenishment can be removed next time
- My snacks could be organized in a better way next time
- My replenishment specialist was unprofessional
- My replenishment specialist was professional
- My delivery was late
- My delivery did not arrive
- Anything else?

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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Feedback form B - Icons

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

Everything was great - thank you!	Some items were missing from my replenishment
Some items in my replenishment can be removed next time	My snacks could be organized in a better way next time
My replenishment specialist was unprofessional	My replenishment specialist was professional
My delivery was late	My replenishment specialist was unprofessional
My delivery did not arrive	Anything else?

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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Feedback form C - Cards

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

Everything was great - thank you!	Some items were missing from my replenishment
Some items in my replenishment can be removed next time	My snacks could be organized in a better way next time
My delivery was late	My replenishment specialist was unprofessional
My delivery did not arrive	Anything else?

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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Feedback form D - Cards 2

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

Everything was great - thank you!	My delivery was late or did not arrive
I am missing a snack item!	There was an incorrect quantity of items (too few/ too much)
My replenishment specialist was unprofessional	View more

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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Feedback form E - Simple

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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2.b Delivery Feedback -webform Copy 3

ZeroCater

Chariot

How was your last snacks replenishment?
Delivered: March 1, 2018

Please select all that apply

<input checked="" type="checkbox"/> My delivery was late or did not arrive	<input type="checkbox"/> My replenishment specialist did not follow expected procedure	<input type="checkbox"/> My delivery confirmation was incorrect or false
<input type="checkbox"/> My snacks could be organized in a better way next time	<input checked="" type="checkbox"/> I received a twin-reorder item	<input type="checkbox"/> I am missing a snack item!
<input type="checkbox"/> There was an incorrect quantity of items (too few/ too much)	<input type="checkbox"/> There was an incorrect quantity of items (too few/ too much)	<input type="checkbox"/> Other

Comments (optional): Can you tell us more?

[Submit](#)

2.b Delivery Feedback -webform Success

ZeroCater

Chariot

How was your last snacks replenishment?
Delivered: March 1, 2018

"My delivery was late or did not arrive"

Can you tell us more?

[Submit](#)

My delivery was late or did not arrive	My replenishment specialist was unprofessional
My snacks could be organized in a better way next time	I received a twin-reorder item
I am missing a snack item!	There was an incorrect quantity of items (too few/ too much)
There was an incorrect quantity of items (too few/ too much)	Anything else?

Comments (optional): Can you tell us more?

[Go to Dashboard](#)

delivery-feedback_email

ZeroCater

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

Need to contact your ZeroCater account representative?

[Contact My Representative](#)

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delivery-feedback_webform

ZeroCater

Chariot

How was your last snacks replenishment?
Delivered: March 1, 2018

Please select all that apply

<input checked="" type="checkbox"/> My delivery was late or did not arrive	<input type="checkbox"/> My replenishment specialist did not follow expected procedure	<input type="checkbox"/> Comments (optional): Can you tell us more?
<input type="checkbox"/> I am missing a snack item!	<input type="checkbox"/> There was an incorrect quantity of items (too few/ too much)	<input type="checkbox"/> Other

Comments (optional): Can you tell us more?

[Submit](#)

2.b Delivery Feedback -webform Confirmation

ZeroCater

Chariot

Thank you, your feedback has been submitted.

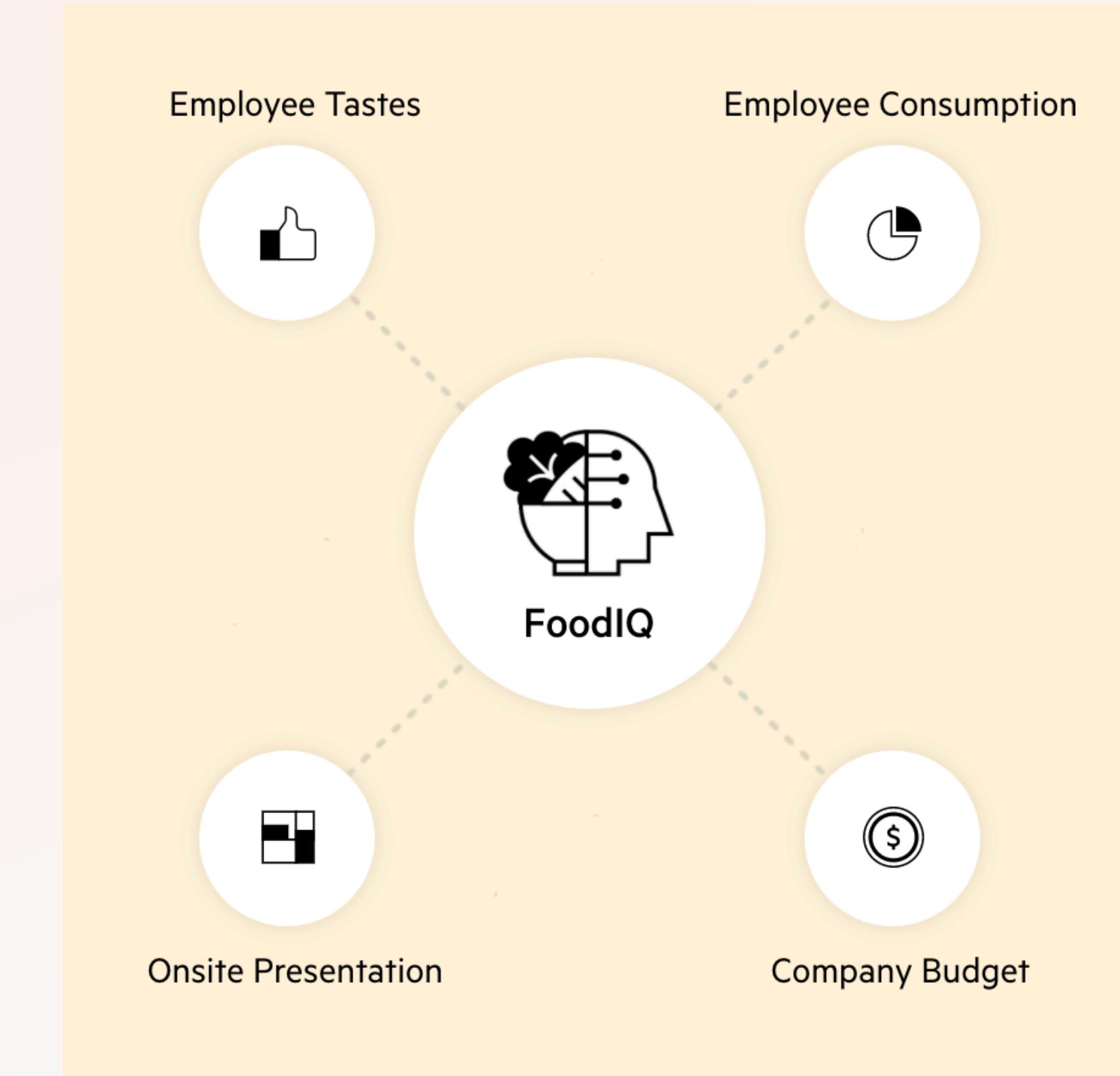
Visit our Snacks Dashboard for more insights into your ZeroCater Snacks & Kitchen dashboard

[Go to Dashboard](#)

Results That Keep Paying Off

- The Snacks & Kitchens dashboard became the template on which the rest of the ZeroCater platform evolutions were based.
- Using the same technologies that made Snacks & Kitchens successful, the final union between the Catering and Snacks products was built
- Finally there is a single log-in point for all ZeroCater clients, with itemized spend reporting for customers who use both ZeroCater products.

Powered by feedback, FoodIQ becomes your company's food expert



Powered by the Snacks & Kitchens dashboard, FoodIQ is a key value pillar in ZeroCater's product offerings

Results That Keep Paying Off

- Now branded as ‘Food IQ’, the technology behind the Snacks & Kitchens dashboard has provided its value many times over.
- Accurate inventory and delivery data combined with feedback from a built-in employee-facing form provides the best possible experience for ZeroCater clients.

Catering Dashboard + Snacks & Kitchens Dashboard are now....

October 2017

MON 2

Breakfast Tarts 10:00 AM • Peasant Pies

Lasagna 1:00 PM • Marcella's Lasagnaria

Mediterranean 1:00 PM • THREE Restaurant

TUE 3

On-Site Benedict Bar 9:50 AM • Zee Cooks

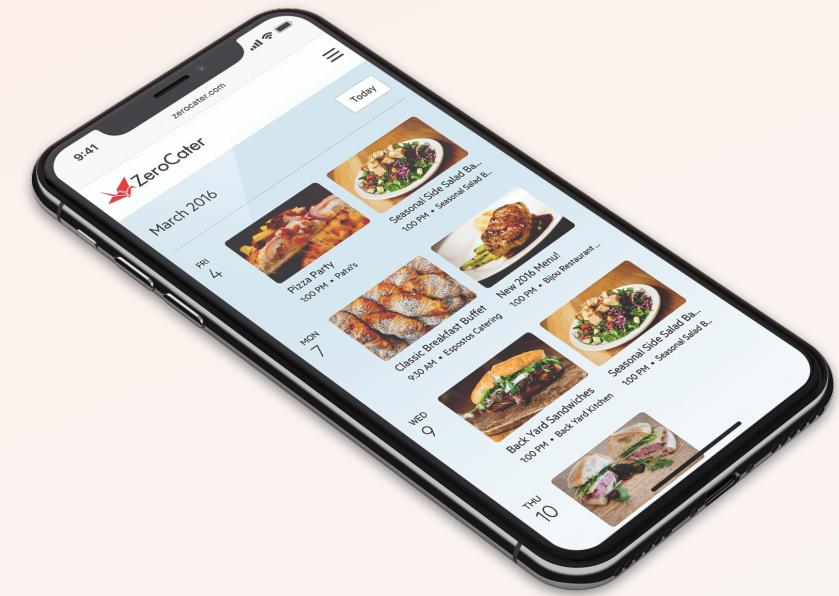
Build-Your-Own Dosirak 10:00 PM • Namu Gaji

Sandwiches Bonanza 1:00 PM • La Fromagerie

WED 4

Seasonal Side Salad Bar- Fall's Bounty

Oz Pizza



ZeroCater Main Snack Kitchen

Past 14 Days Past 30 Days Past 60 Days | Mon, 22 Jan, 2018 to Mon, 05 Feb, 2018

Snacks & Beverages Consumed (01/22/2018 - 02/05/2018)

My Snacks

- Nuts & Dried Fruit
- Bars, Protein & Jerky
- Chips, Popcorn & Pretzels
- Produce & Eggs
- Cookies & Sweets
- Spreads
- Dairy (edible)
- Cereal
- Mints & Gum
- Breads & Bakery

My Beverages

- Still & Sparkling Water
- Juice & Iced Tea
- Chew
- Energy & Protein
- Rode
- Kombucha
- Coffee & Tea

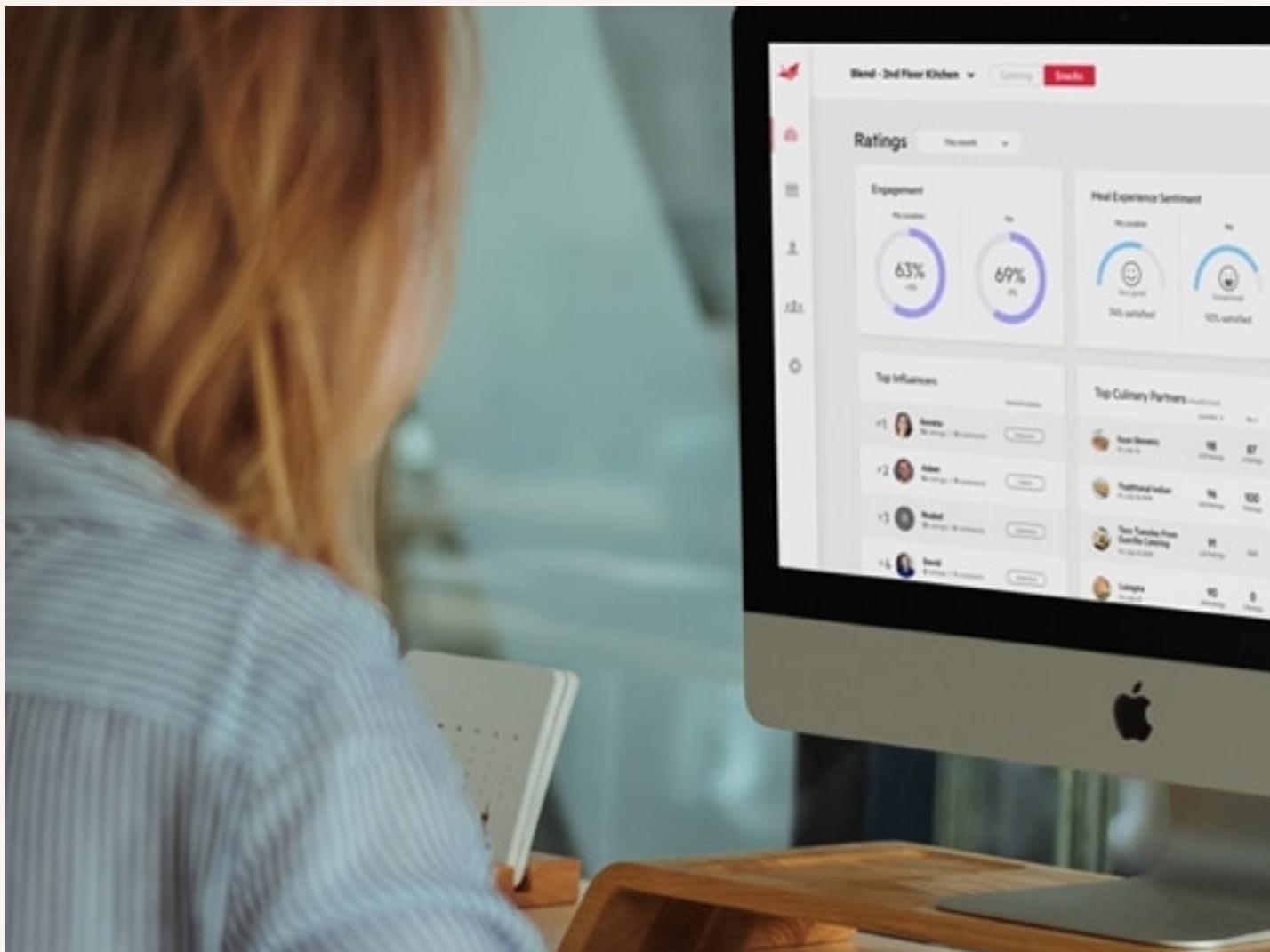
Current Spend \$5.95 per person per day

Delivery Schedule Expected Next Delivery: in 14 hours

Contact Us

What can we help you with?

One Platform to Completely Feed Your Employees



Blind - 2nd Floor Kitchen

Ratings

Engagement 63% Heat Experience Sentiment 69%

Top Influencers

Delivery Schedule List / Weekly Subscription View

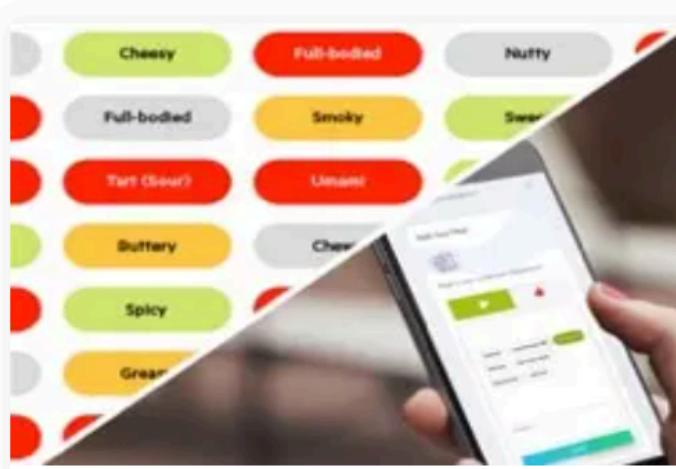
Wed, Jul 31, 2019 - Wed, Aug 14, 2019

Subscription Week	DAILY REVENUE	FEE BUDGET	FEE SERVICES	REPLACEMENTS	DELIVERY STATUS	SUBSCRIPTION STATUS
Week of Aug 5th	\$0.00	\$0.00	0	0	Monday 08/05/19 Delivered Tuesday 08/06/19 Delivered Friday 08/09/19 Delivered	Completed
Week of Aug 12th	\$0.00	\$0.00	0	0	Monday 08/12/19 Delivered Wednesday 08/14/19 Delivered Friday 08/16/19 Delivered	Active
Week of Aug 19th	\$0.00	\$0.00	0	0	Monday 08/19/19 Delivered Wednesday 08/21/19 Delivered Friday 08/23/19 Delivered	In planning



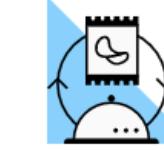
THE ZEROCATER ADVANTAGE

The four pillars of our corporate catering and snacks advantage



FoodIQ Technology

Meal and snack recommendations customized to your company's unique tastes, consumption, budget, and presentation



Ecosystem of Culinary Partners and Snack Brands

An unmatched variety of food with hundreds of cuisines and thousands of snack brands



Enterprise-caliber Dining and Micro-Kitchens

A technology-enabled dining and micro-kitchen experience for even the most complex enterprise companies



Data-driven Insights

Technology-powered dashboards and a dedicated food concierge team give you control over your food programs

The Snacks & Kitchens dashboard is now touted as a product that officially set ZeroCater apart from the competition. No other competitors could offer this level of engagement and transparency in the form of an all-in-one platform.

CASE STUDIES

Building a Design System to Scale
and Improve the ZeroCater
Customer Experience

Brand and Logo (Recommended Usage)



Use the logo's optical footprint for positioning and alignment purposes, rather than the boundaries of the logo.

- It is preferable to left-align the logo horizontally.
- It is preferable to top-align or center-align the logo vertically.



Allow for adequate space around the logo. The minimum padding around the logo should be 150% of the wordmark's vertical height.

Typography (Type Styles)

- Use proper capitalization.
- Leading headings (Headings 1–5) should generally be in sentence case. Small headings (Heading 6) should be in title case. Headings should not contain ending punctuation.
- Paragraph text should be in complete sentences with proper punctuation.

Metric Thin
57px / 5.8rem
1em line-height

Heading 1

Metric Thin
48px / 2.9rem
1em line-height

Heading 2

Metric Thin
40px / 2.4rem
1em line-height

Heading 3

Metric Thin
33px / 2.0rem
1em line-height

Heading 4

Metric Light
23px / 1.4rem
1.2em line-height

Heading 5

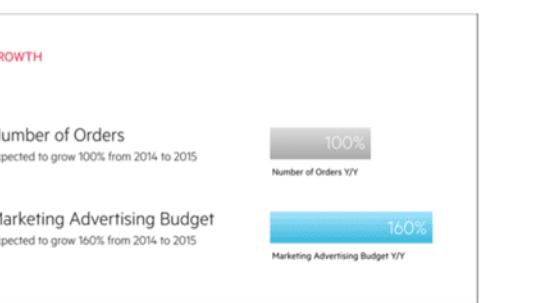
Metric Regular
16px / 1rem
1.2em line-height

Heading 6

Metric Light
16px / 1rem
1.2em line-height

Paragraph Text

Quantitative Data and Visualizations



Average Service Costs	Salad Bar	Sandwiches	Main Lunch
Total cost per person	\$15.00		
Food cost per person	\$12.50		
Markup on restaurant charges	\$0.00		
Service fee	8%		
Tax	8.75%		

20%
Feedback engagement

4x
Increase in user engagement

- Display of quantitative data should be free of embellishments, ornamentation, or elements that may influence how data is interpreted.
- Charts, graphs, and data visualizations should be monochromatic. Where more than one color is required to convey information, use of analogous colors is recommended.
- Reduce prominence of elements such as lines, borders, and markers. For example, keep line weights to 1 point or less.

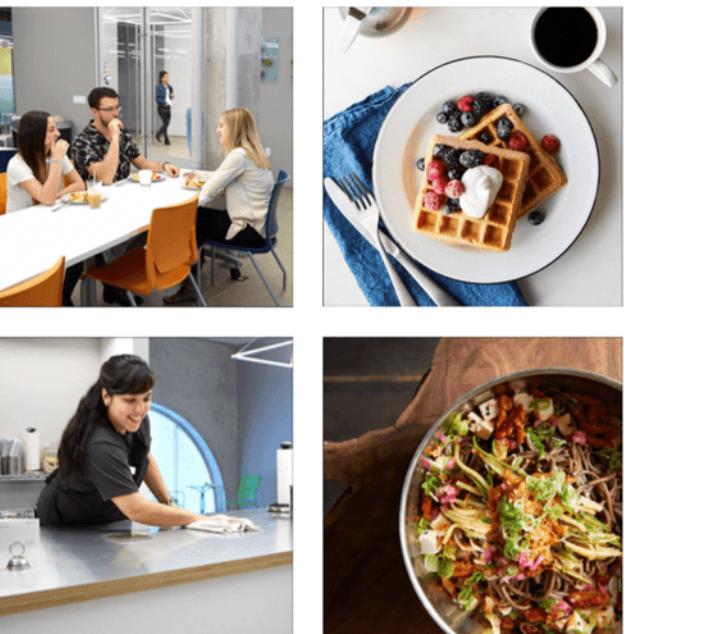
Color

- Text should be set in pure black on solid white or light backgrounds.
- Text should be set in pure white on medium or dark backgrounds.
- Avoid relying on color as a primary means to convey information or differentiate content.
- Avoid overuse of ZeroCater Red due to its prominence; reserve for primary elements, such as the logo or large headings.
- Avoid using ZeroCater Red as a solid background color in layouts.

Principal Colors	Secondary Colors	Grays
Black #000000	Blue #428BCA	Light Gray 1 #FAFAFA
White #FFFFFF	Pale Blue #D8E6EE	Light Gray 2 #F5F5F5
ZeroCater Red #E31857	Bright Green #7ED321	Light Gray 3 #E5E5E5
Green #6FBAD1	Medium Gray #999999	Dark Gray 2 #666666

Photography

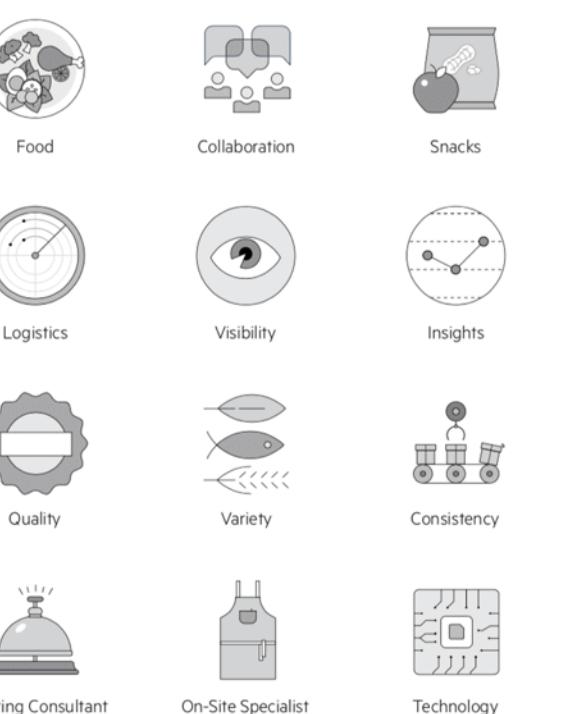
- Usage of photography should be contextually relevant and thematically appropriate with subject matter and content.
- Use custom ZeroCater photography assets, if possible. Avoid use of stock photography.



Photography can generally be grouped into two types: situational (left) and food (right).

Iconography

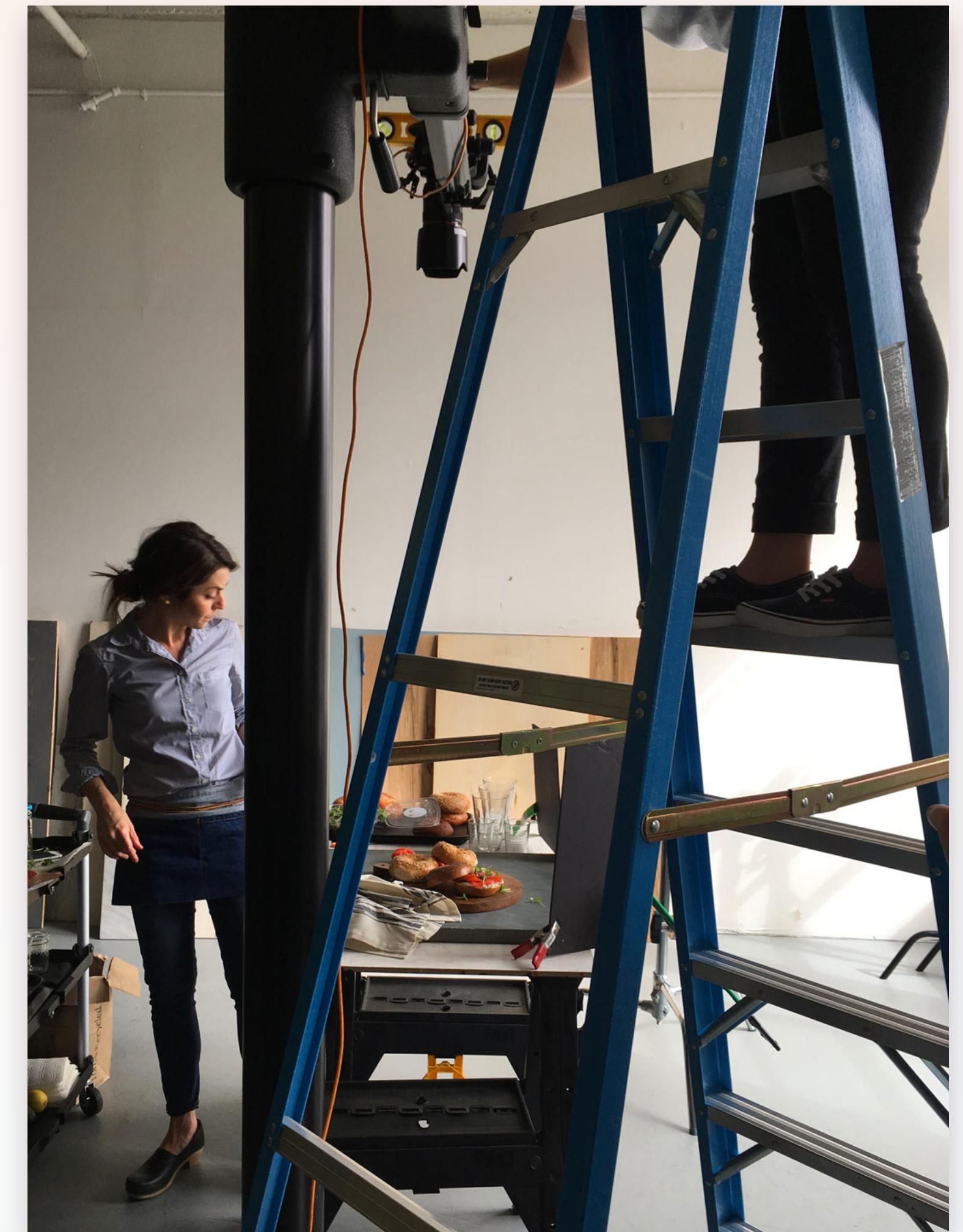
- ZeroCater products, services, features, and concepts can usually be expressed through an icon.
- It is most effective to pair an icon with accompanying text.



The new ZeroCater design system and style guide became the foundation for new and redesigned products as well as updated marketing communications.

The design team provided art direction and worked on-site with professional photographers to create a custom asset library.

Here we are in the studio with our professional food photographer, Alissa Wyntalia and her crew of chefs and food-stylists.



The screenshot shows a web browser window for zerocater.com. The page features a large image of a bowl of noodle soup with shrimp, garnished with lime slices. To the left, there's a form for entering contact information: Full Name, Company, Email Address, Phone Number, Location, and Zip Code. A red "Get Started Now" button is centered below the form. At the top right, there are navigation links for Internal Tools, Meal Calendar, and Sign Out. The ZeroCater logo is in the top left corner.

Get family-style meals delivered to your office

Full Name	Company
Email Address	Phone Number
Location	Zip Code

Get Started Now

The #1 way companies feed their teams with millions of meals served
Serving tens of thousands of meals every day

Photographs from these studio sessions were then used to quickly and flexibly create custom imagery for the web and more.

zerocater.com

Tailored to your team

- Personalized Meals**
Menus are drawn from restaurants across the city. Each dish is hand-selected to match your team's tastes and dietary needs.
- Dietary Labeling**
What's a team lunch if your whole team can't eat it? Dietary alternatives are the standard, not a special order.
- Vast Selection**
Explore the best BBQ, sushi, Mediterranean, and New American restaurants in your city—not just those within walking distance.
- Transparent Feedback**
Indicate what you liked, what you loved, and ZeroCater will refine future menu selections based on your preferences.
- Mindful Menus**
ZeroCater offers lighter options and seasonal spreads as a balance to the occasional indulgence.
- Reliable Service**
Enjoy your meal without the stress of logistics. Your order is tracked from preparation to arrival.

[Learn More](#)

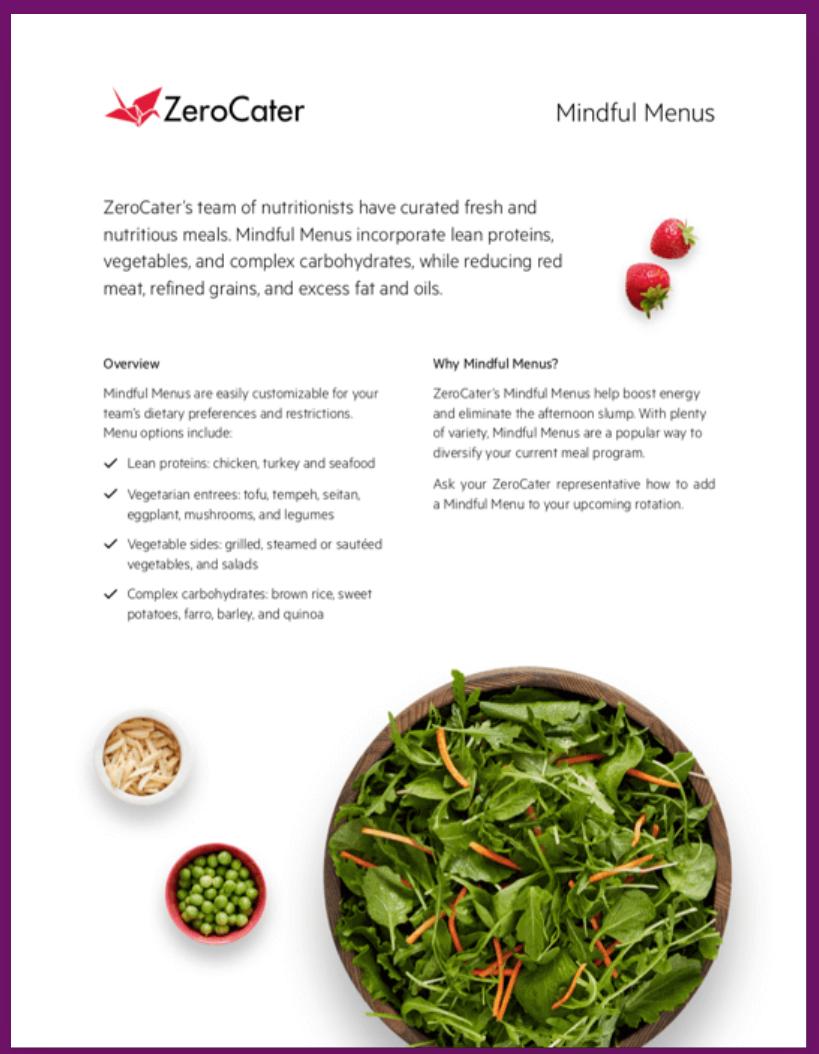
With the new design system doing the heavy lifting, new projects could be created, deployed, and iterated upon efficiently and consistently.

The new design component engineering library also helped ZeroCater's small team to smoothly iterate upon the rebuild of the Catering Platform and its client-facing dashboard.

The screenshot shows a web browser window for zerocater.com. The main content is a meal calendar for October 2017. The left sidebar contains links for ZeroCater, Meal Calendar (which is active), Meal Suggestions (NEW), Settings, Billing, My Team, Internal Tools, and Sign Out. A "LEARN MORE" button with "Menu Nutrition Info >" is also present. The right side displays a grid of meals for each day of the week:

Day	Image	Name	Time	Source
MON 2		Breakfast Tarts	10:00 AM	Peasant Pies
TUE 3		On-Site Benedict Bar	9:50 AM	Zee Cooks
WED 4		Seasonal Side Salad Bar- Fall's Bounty	12:50 PM	Catering Co., Inc.
		Lasagna	1:00 PM	Marcella's Lasagneria
		Mediterranean	1:00 PM	THREE Restaurant
		Build-Your-Own Dosirak	1:00 PM	Namu Gaji
		Sandwiches Bonanza	1:00 PM	La Fromagerie
		Oz Pizza	1:00 PM	Oz Pizza

At the top right of the dashboard, there are icons for location, calendar, and "Go to Today".



The Welcome page for ZeroCater shows the company logo at the top left. To its right is the word "Welcome". The page contains several sections: "About ZeroCater", "Ratings and reviews", "Create Your ZeroCater Account", and "Don't Miss Out". It also features a "Create Account" button and a calendar showing meal suggestions for April 2016.



The page is titled "Two solutions, same great service". It compares "Subscription" and "On-Demand" services. The "Subscription" section highlights a partnership with DishJoy, mentioning customized meals, personalized selections, and dedicated Client Success Coordinators. The "On-Demand" section emphasizes convenience for one-time events. Both sections include a "Sign up now" call-to-action.

The On-Site Cleaning page features the ZeroCater logo at the top left. To its right is the title "On-Site Cleaning". Below the title is a paragraph about ZeroCater staff cleaning up after meals. A price of "\$25 Per Standard Cleaning" is displayed. The page includes sections for "Standard On-Site Cleaning" and "Additional Customized Services".

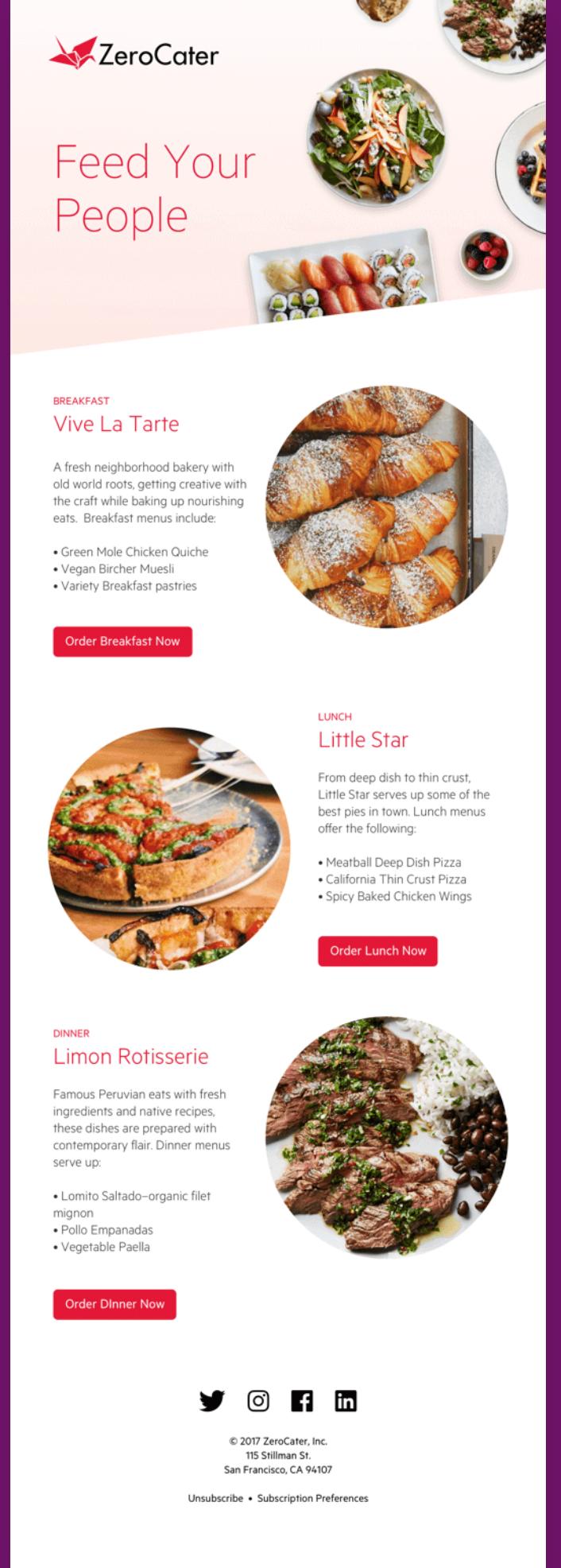
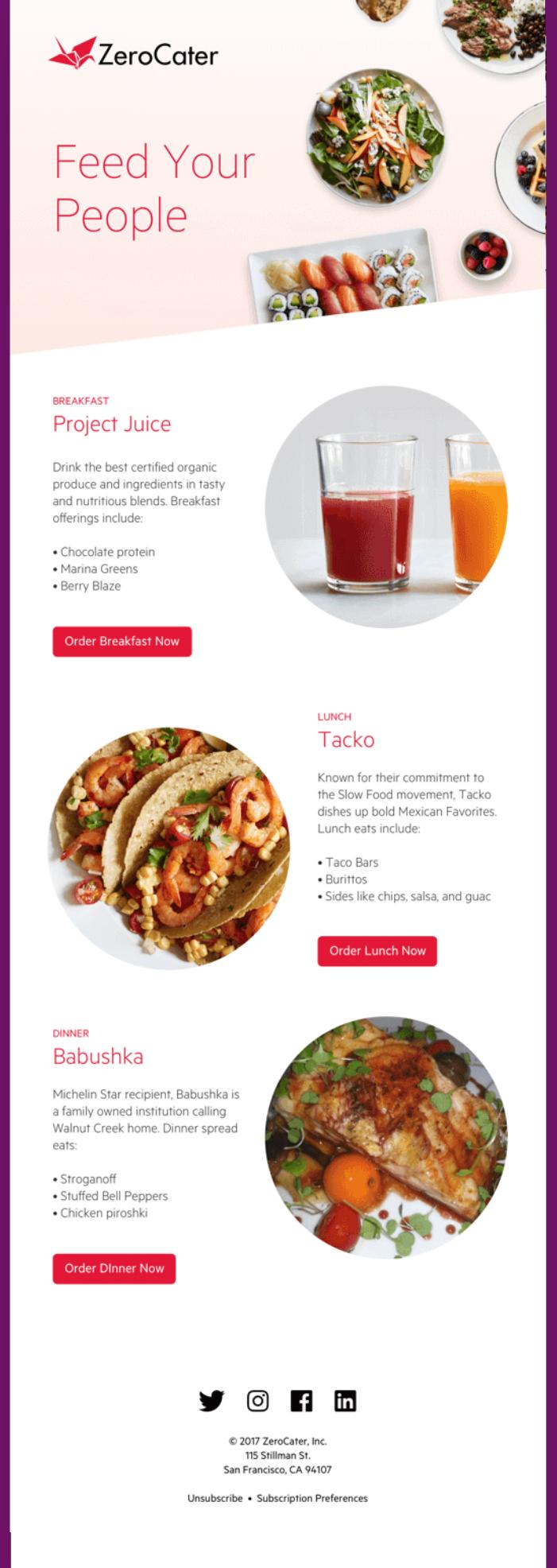
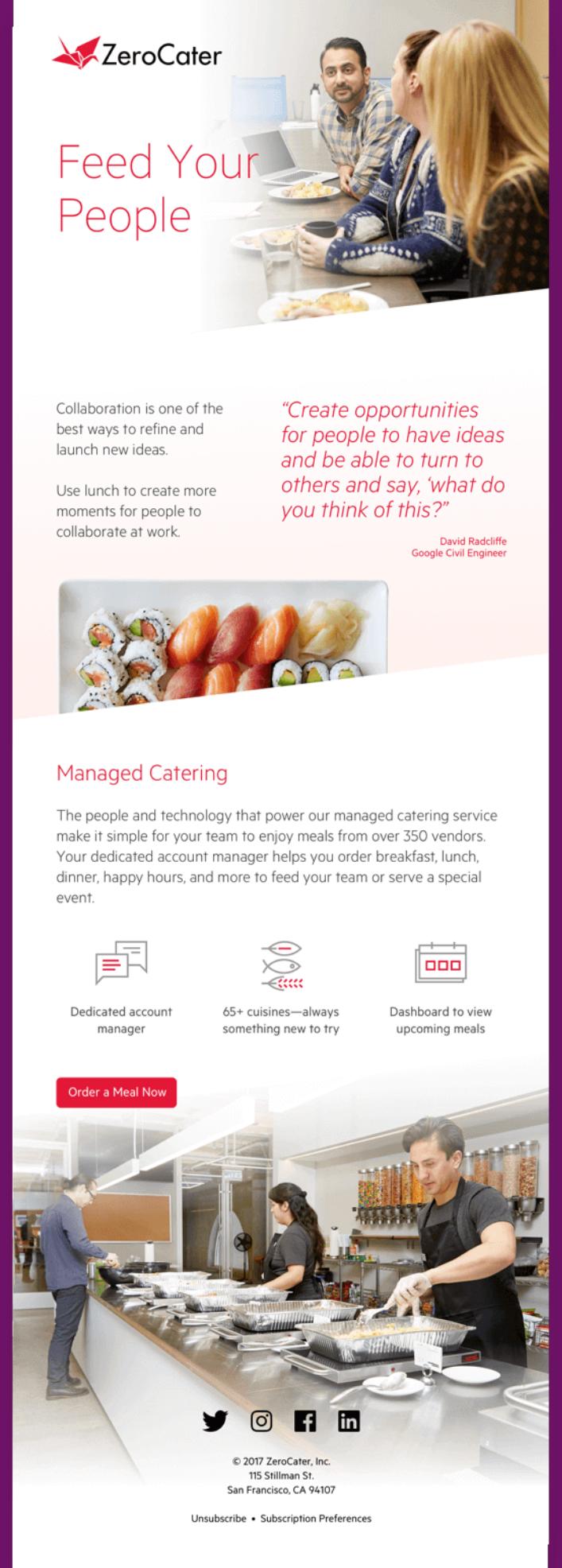
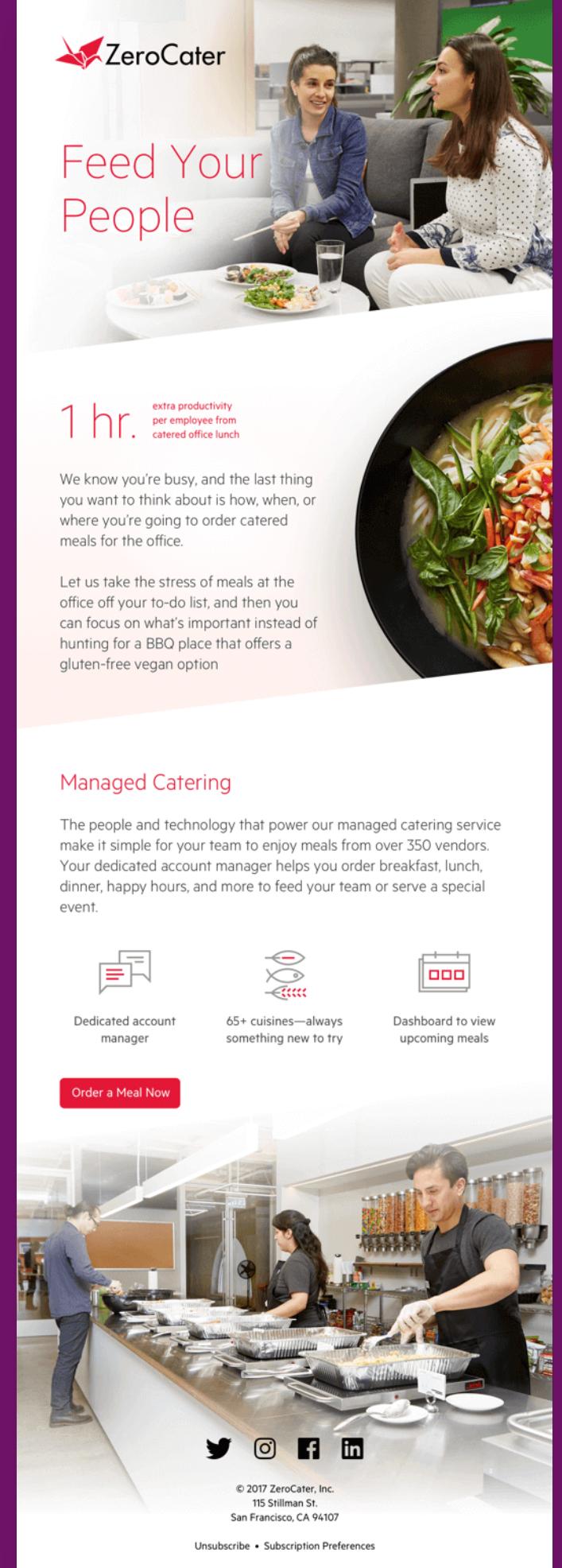
The Upcoming Meal Suggestions page features the ZeroCater logo at the top left. To its right is the title "Upcoming Meal Suggestions". Below the title is a paragraph encouraging employee feedback. The page includes three numbered steps: 1. Click/tap "Meal Suggestions" in the client dashboard sidebar. 2. Vote on upcoming meal suggestions submitted by your co-workers. 3. Don't see an idea? Submit your own suggestion. A "Submit Suggestion" button is located at the bottom.

The page features the ZeroCater logo at the top left. To its right is the text "Do good while cleaning out your fridge". Below the text is a photograph of a plate with a skewer of meat and a salad. The page includes a section about Re-Plate and a "re-plate" logo.

The Valentine's Day Eats page features the ZeroCater logo at the top left. To its right is the title "Valentine's Day Eats". Below the title is a paragraph about Valentine's Day being a perfect opportunity to show love. The page includes sections for "Marcella's Lasagna", "903 On-Site Ramen Bar", and "Mission Minis".

Centralized documentation and asset libraries shared across the company ensured that all departments could receive custom documents created quickly and within brand-guidelines.

Creating editable master templates that could be used flexibly for various communications empowered all teams to receive equal attention and quality.



Every step of email campaign journeys was overhauled, and replaced older designs that appeared disconnected from the company's new identity

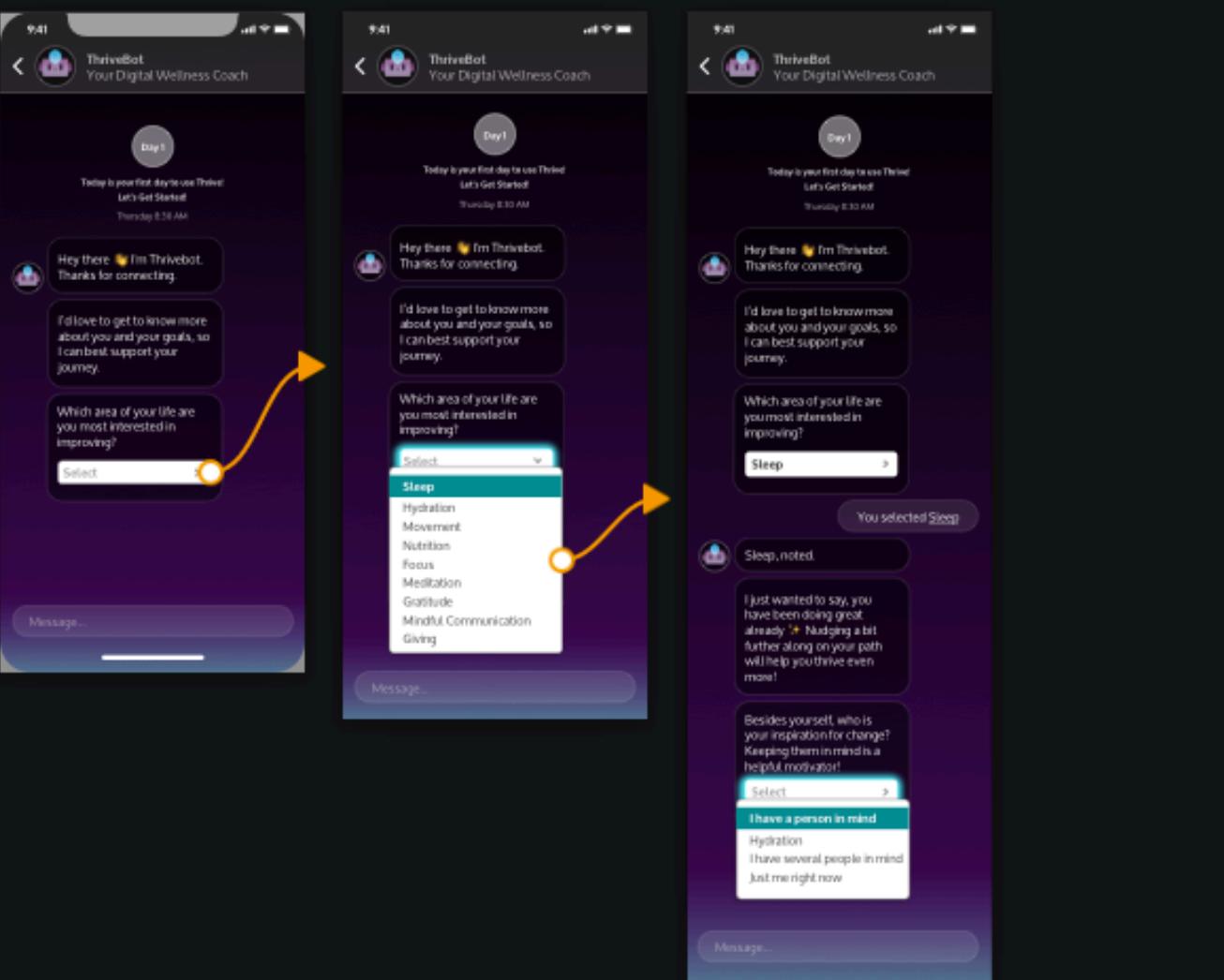
All Pardot development was done by myself until I handed the responsibility off to an off-shore team in late 2017

Street and event signage featuring fresh custom photography, and our new standards around layout and typography.

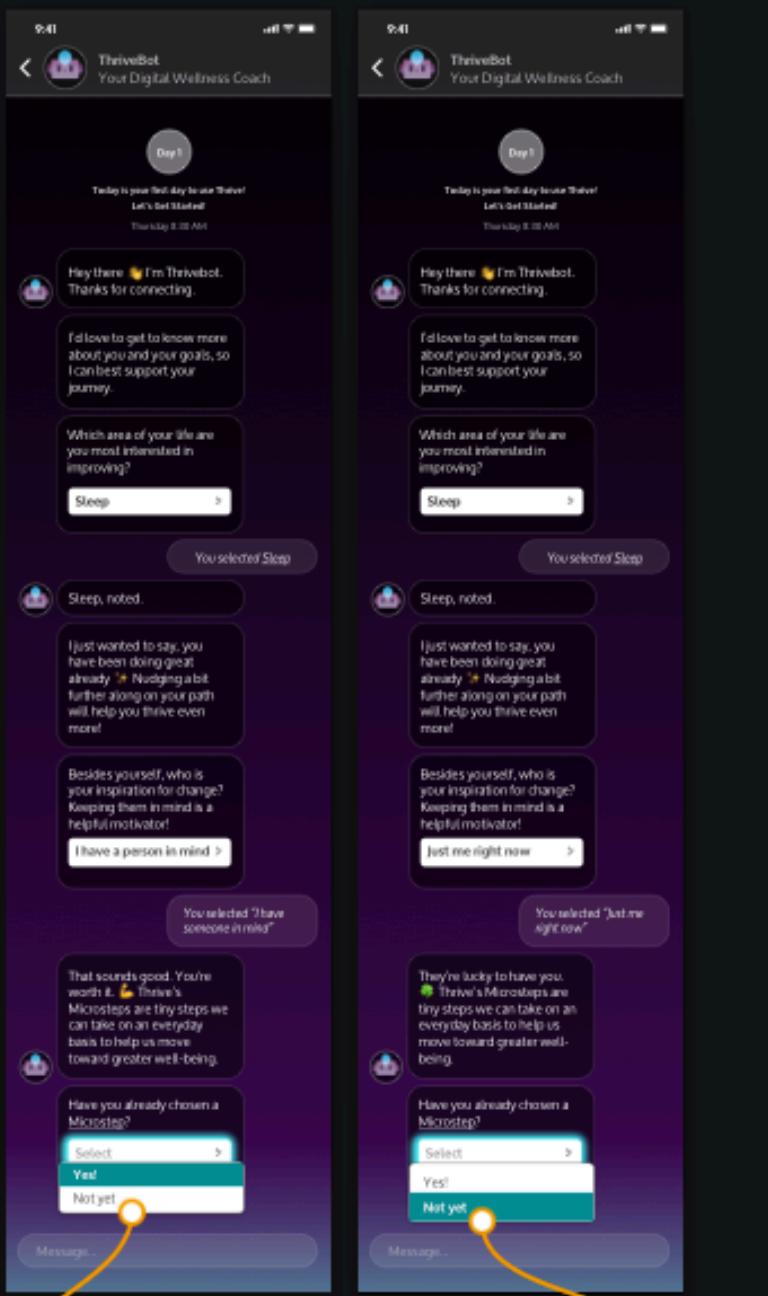


CASE STUDY

Creating ThriveBot: Your Digital Wellness Coach for Arianna Huffington & Thrive Global

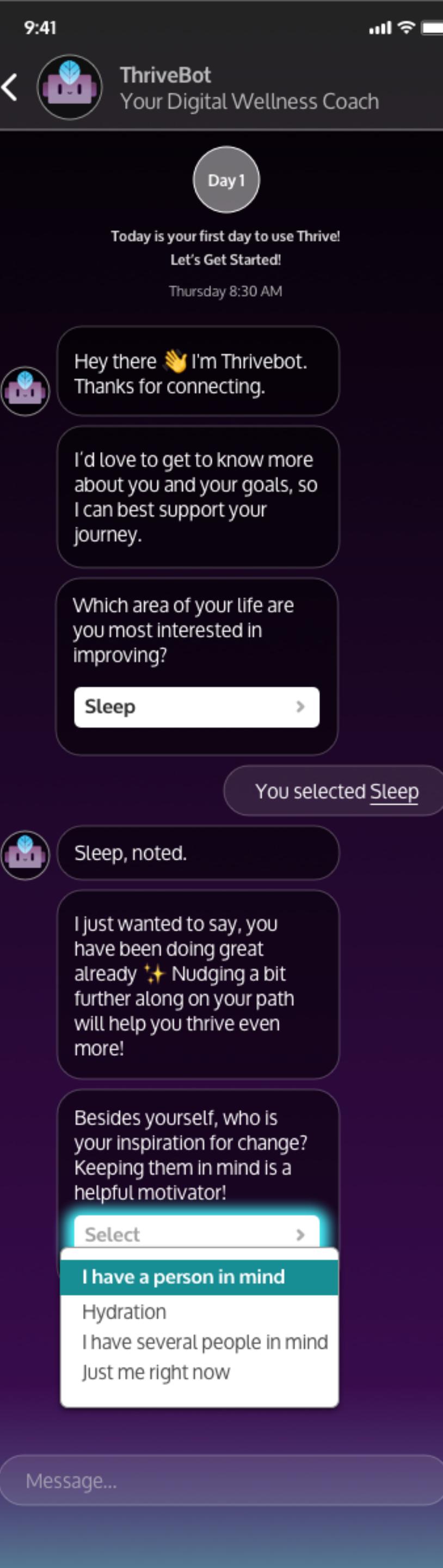


Onbo...stion 3a Onbo...stion 3b



Onbo...3a Yes

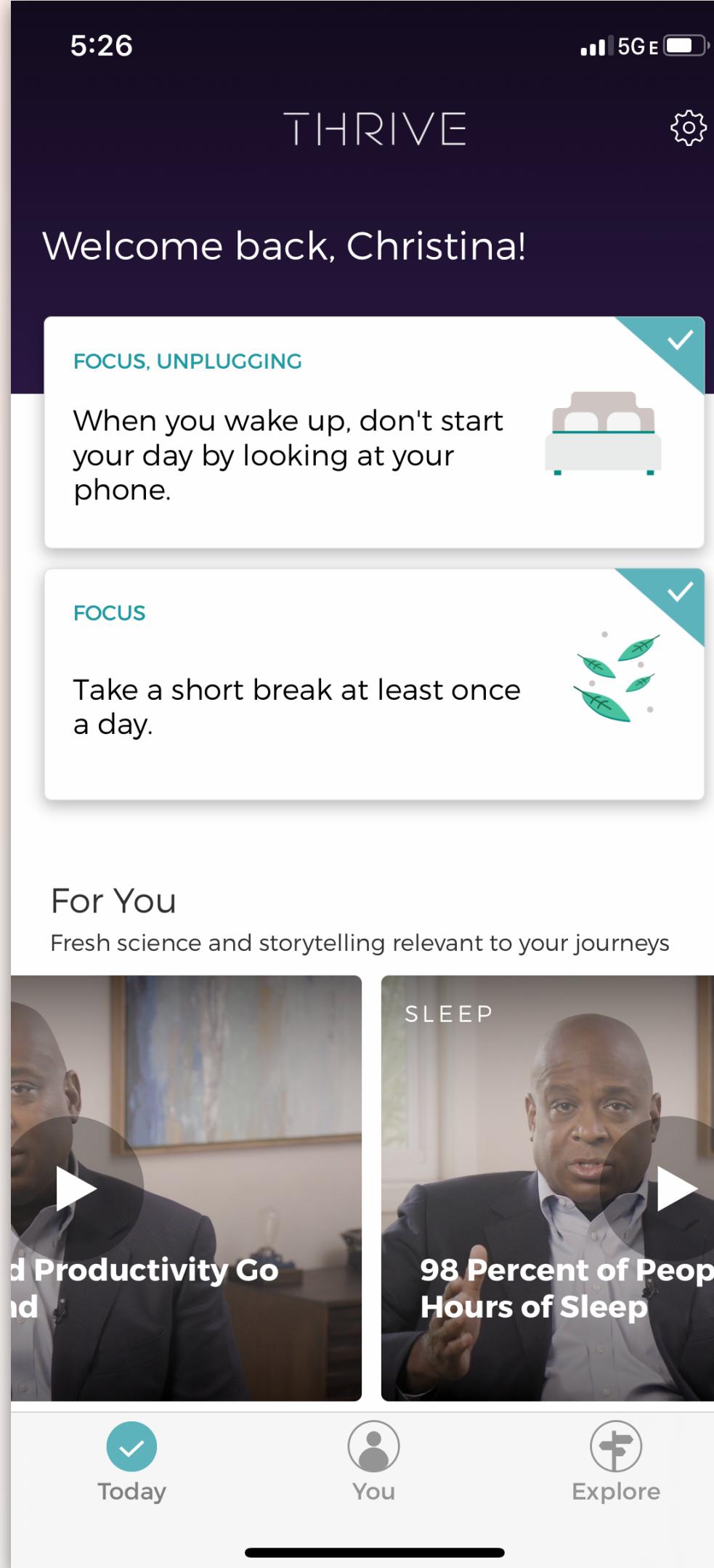
Onbo...ot Yet



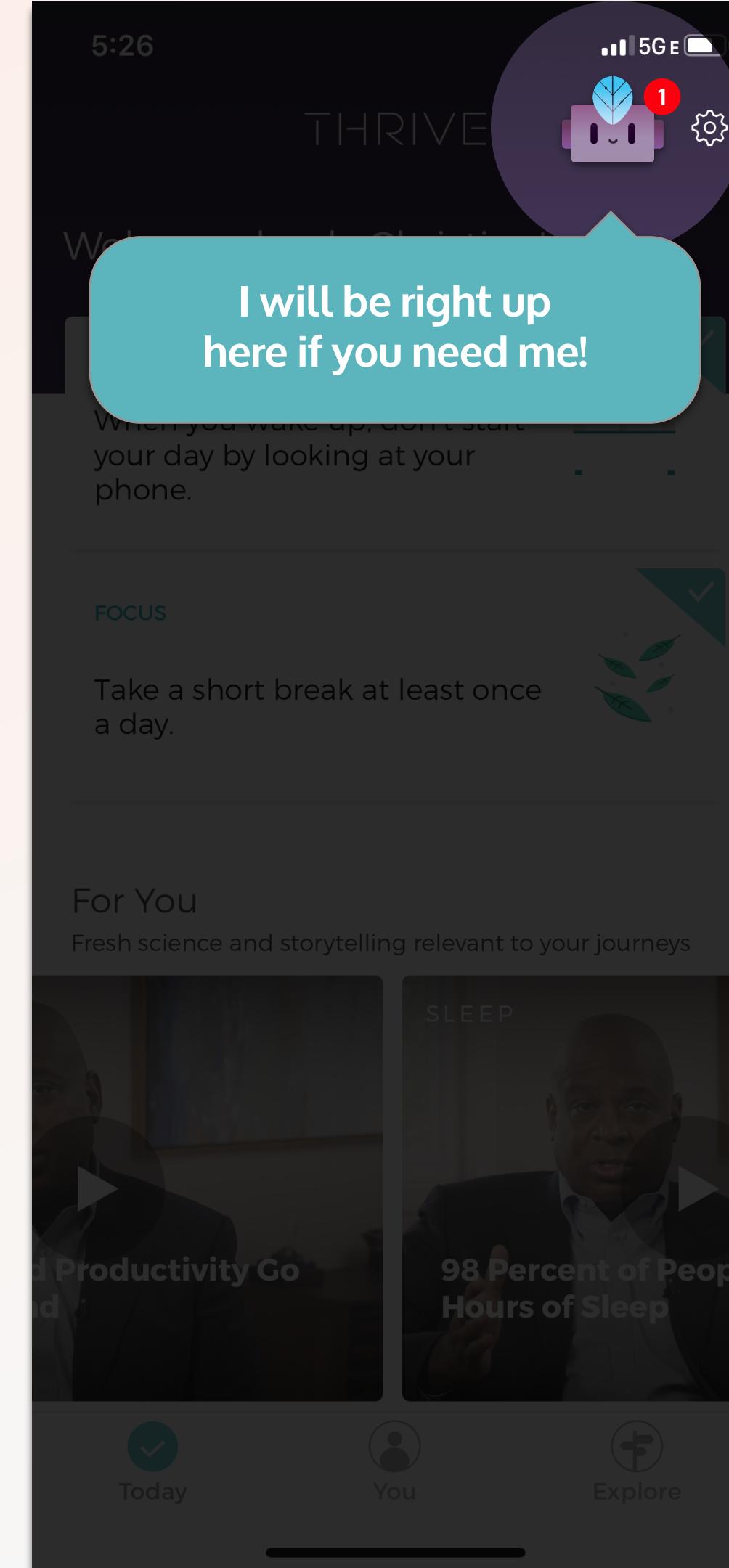
ThriveBot: Your Digital Wellness Coach

The Mission:

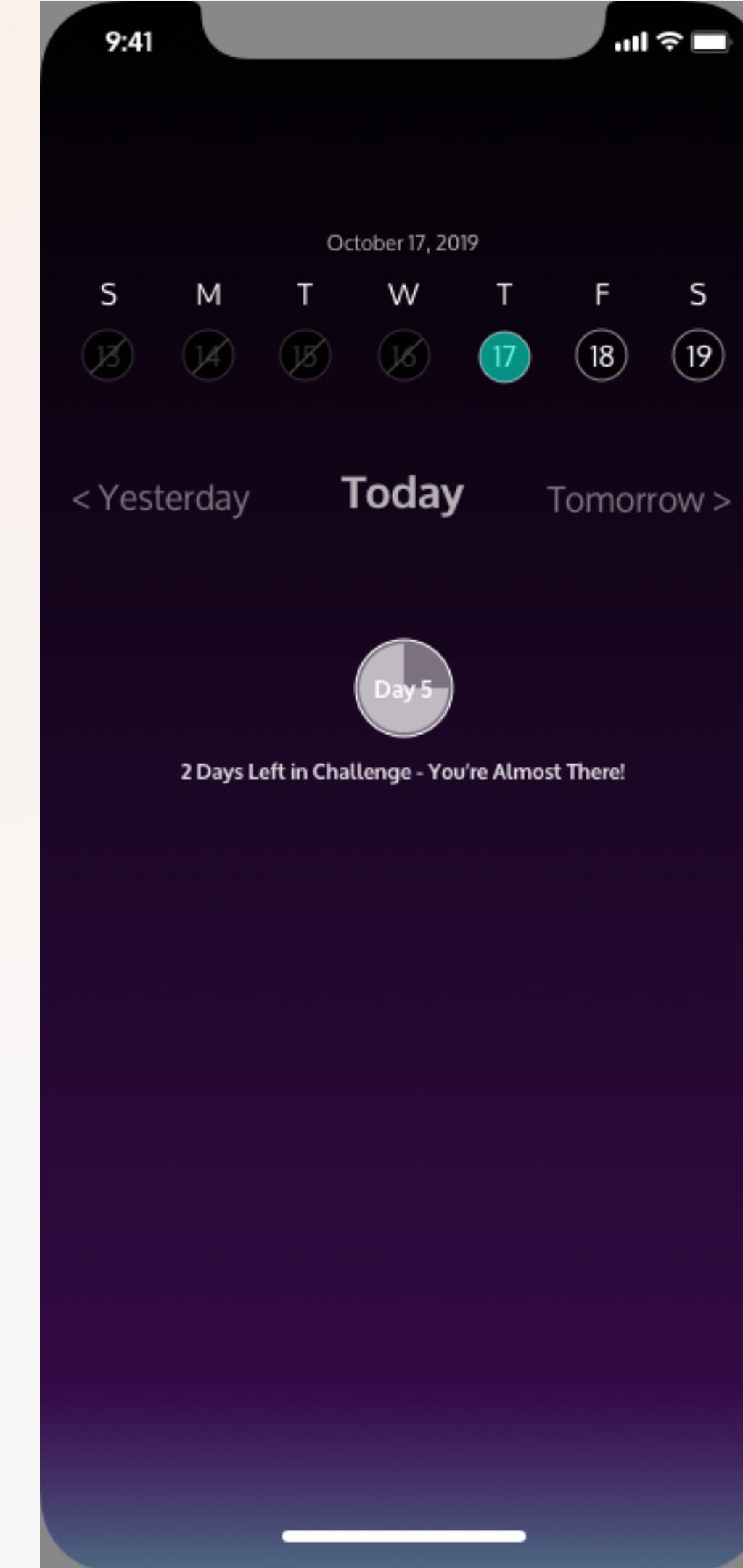
- High-fidelity product and user-flow suggestions to be presented to investors on a short timeline.
- Project included a full design treatment and animated assets to better communicate vision to stakeholders



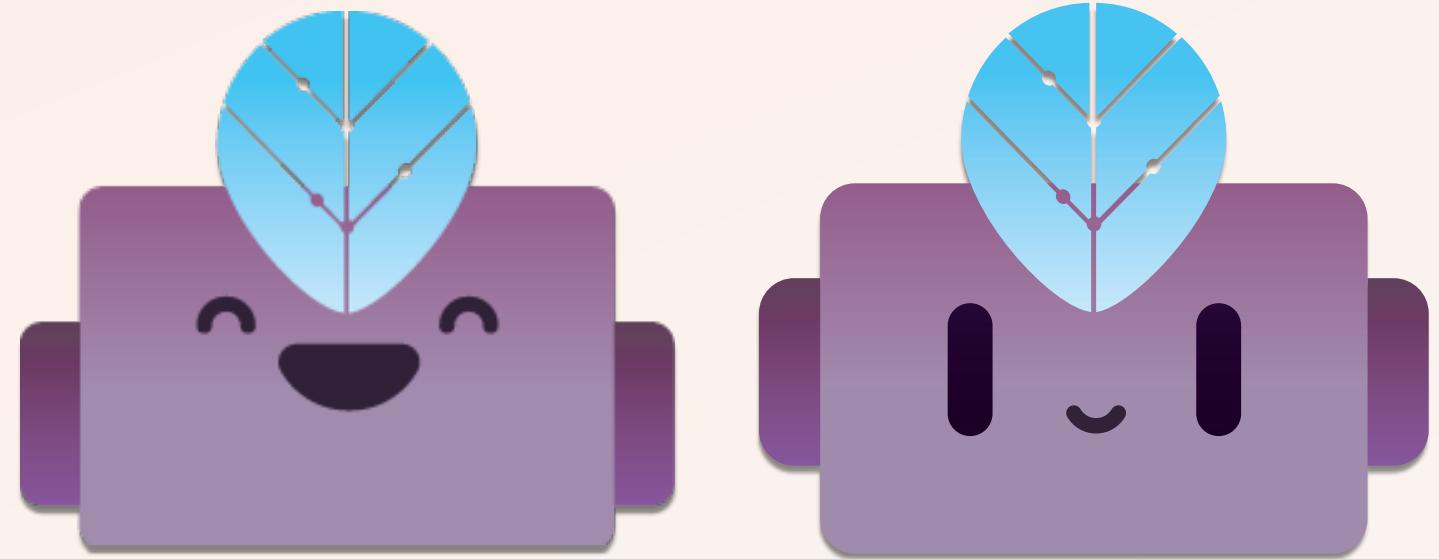
The existing Thrive app home-screen view.



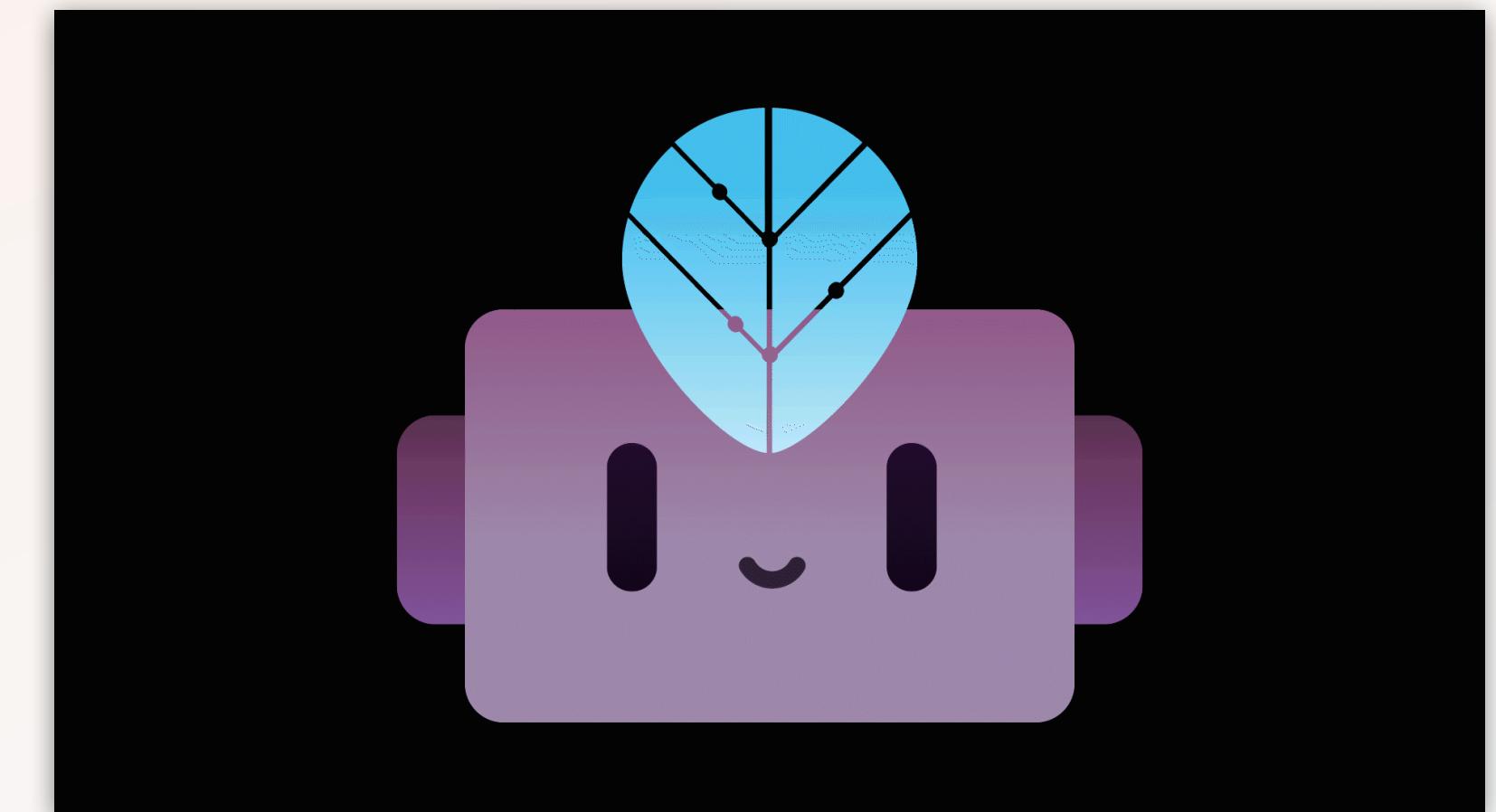
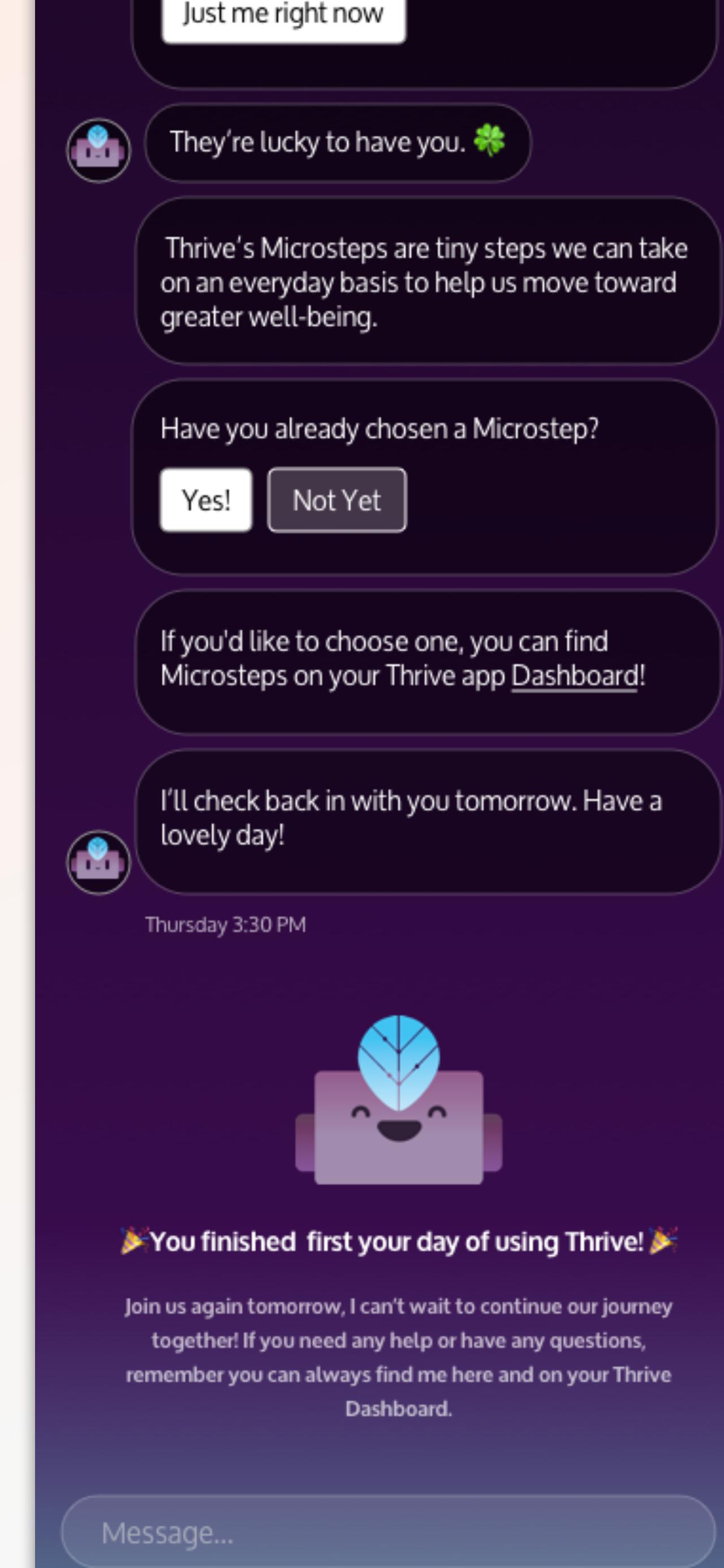
ThriveBot would 'live' in the top-right corner of the app view-screen



Accessing your schedule in the Thrive App



The shiny leaf featured in the Thrive Global logo mark also crowns the forehead of ThriveBot, acting as a little antenna as well as a stylish accessory.



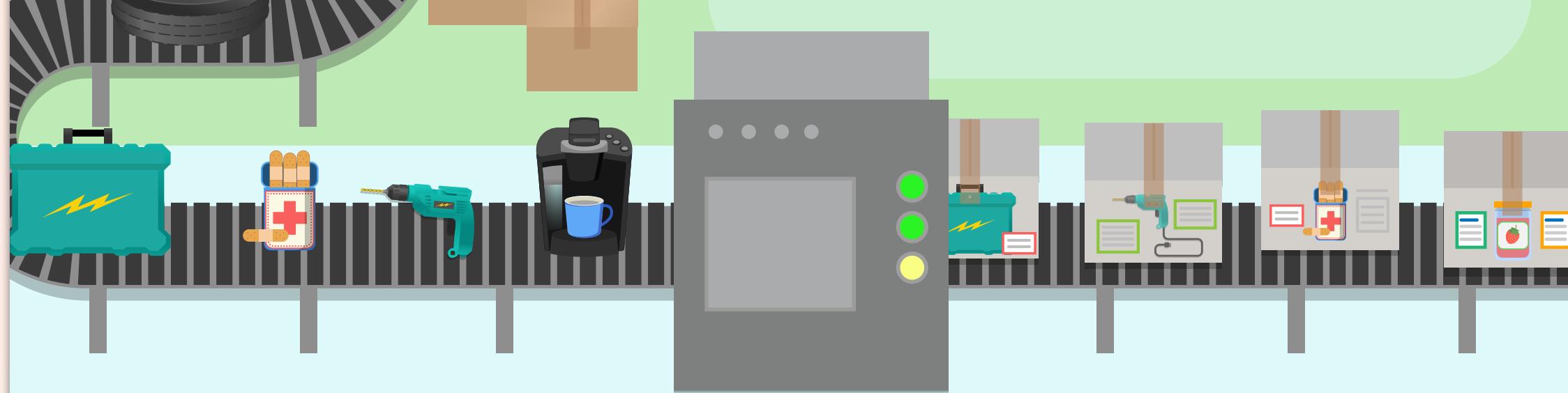
Witness ThriveBot come to life, created by myself in AfterEffects. ThriveBot provides much needed liveliness in a product that was suffering from a clinical, impersonal experience.

OTHER WORK

Syndigo

Marketing Design Consultant

2020



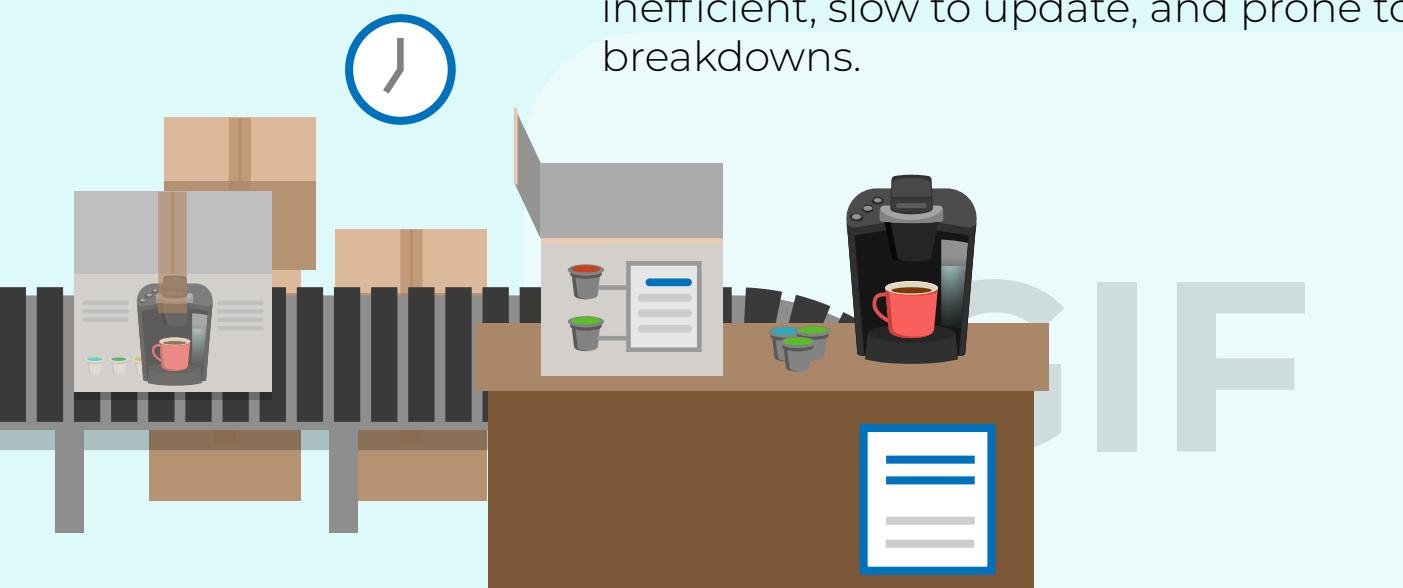
A brief history of Syndication

Syndication has always been about making a portion of product information available to another organization.

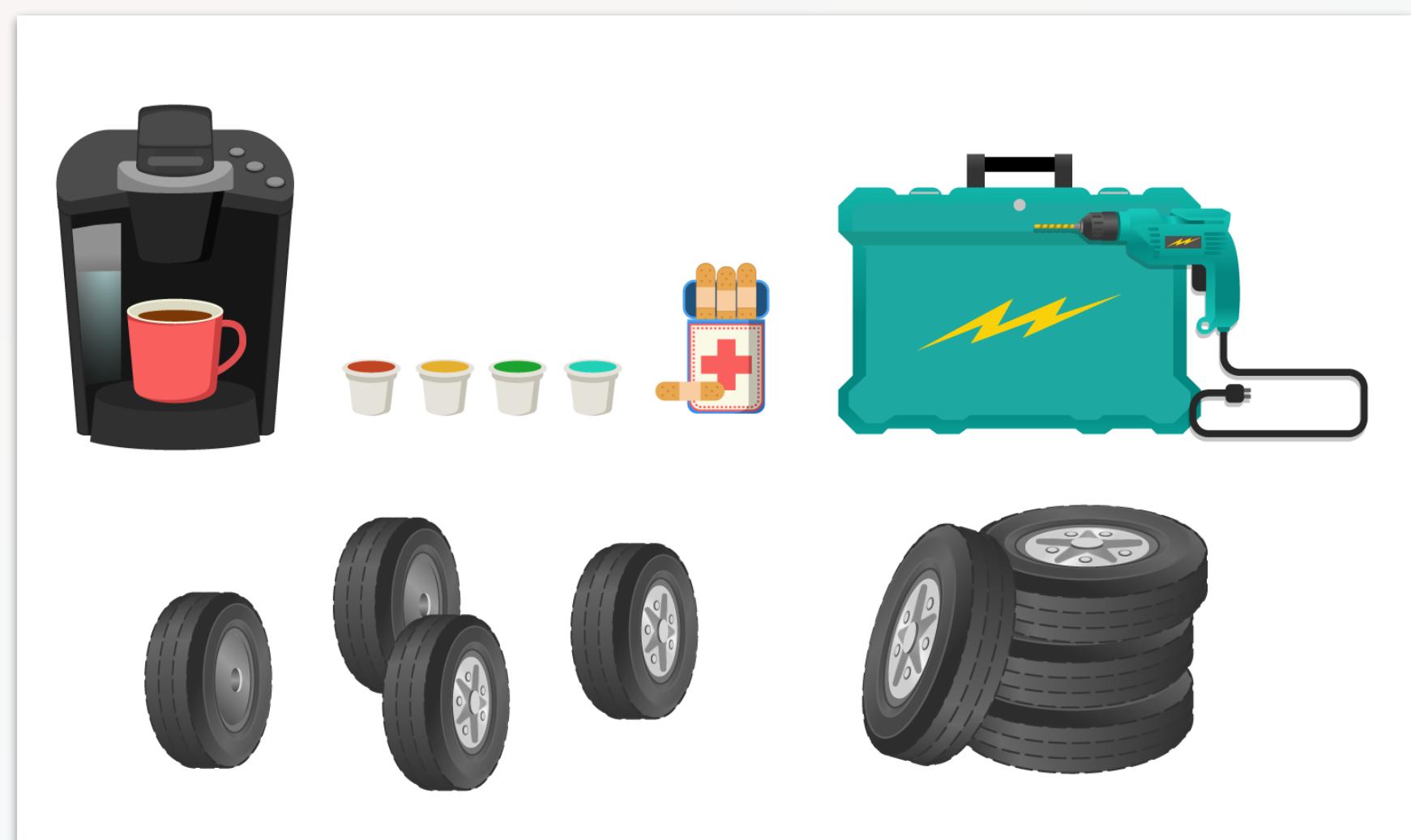
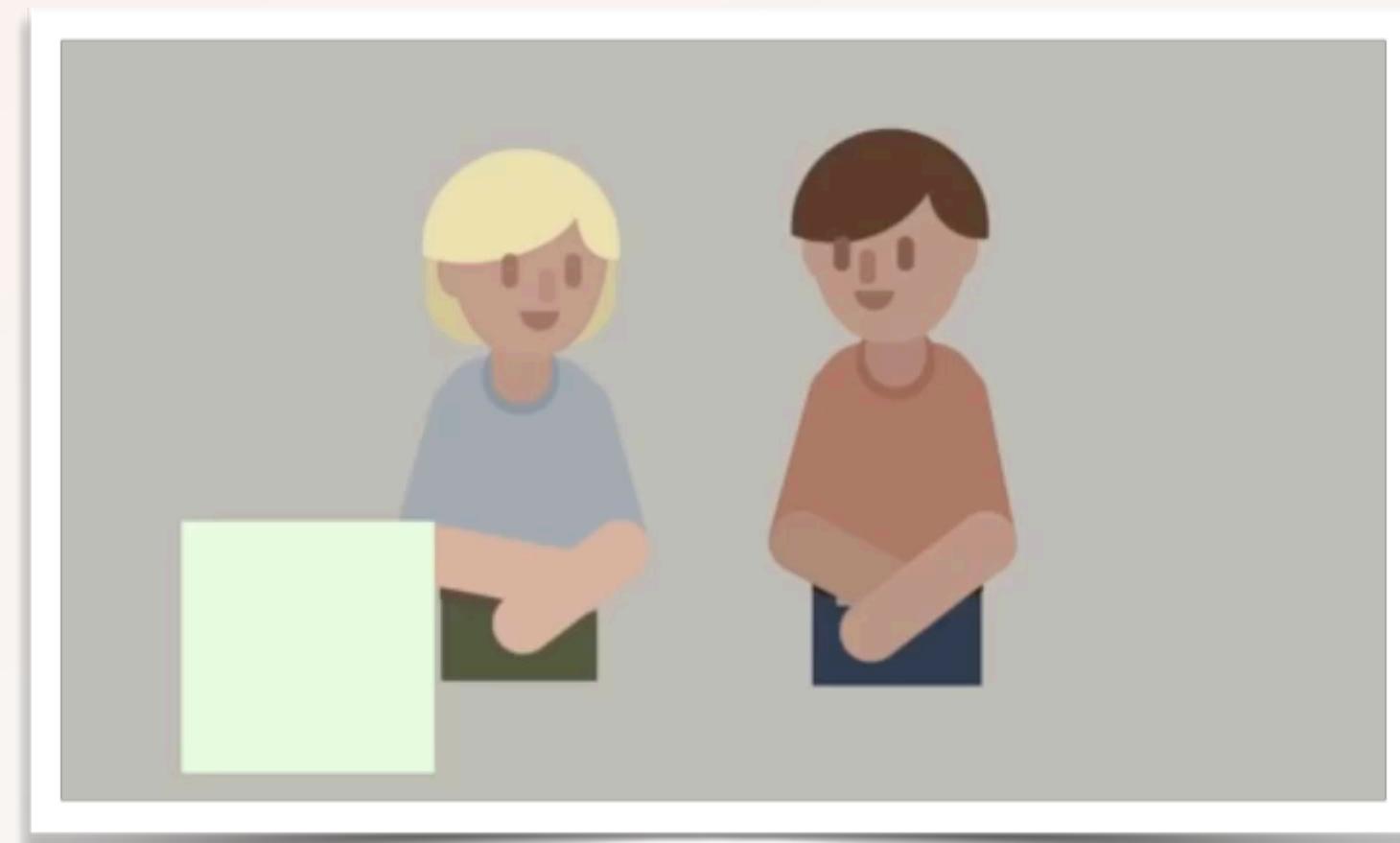
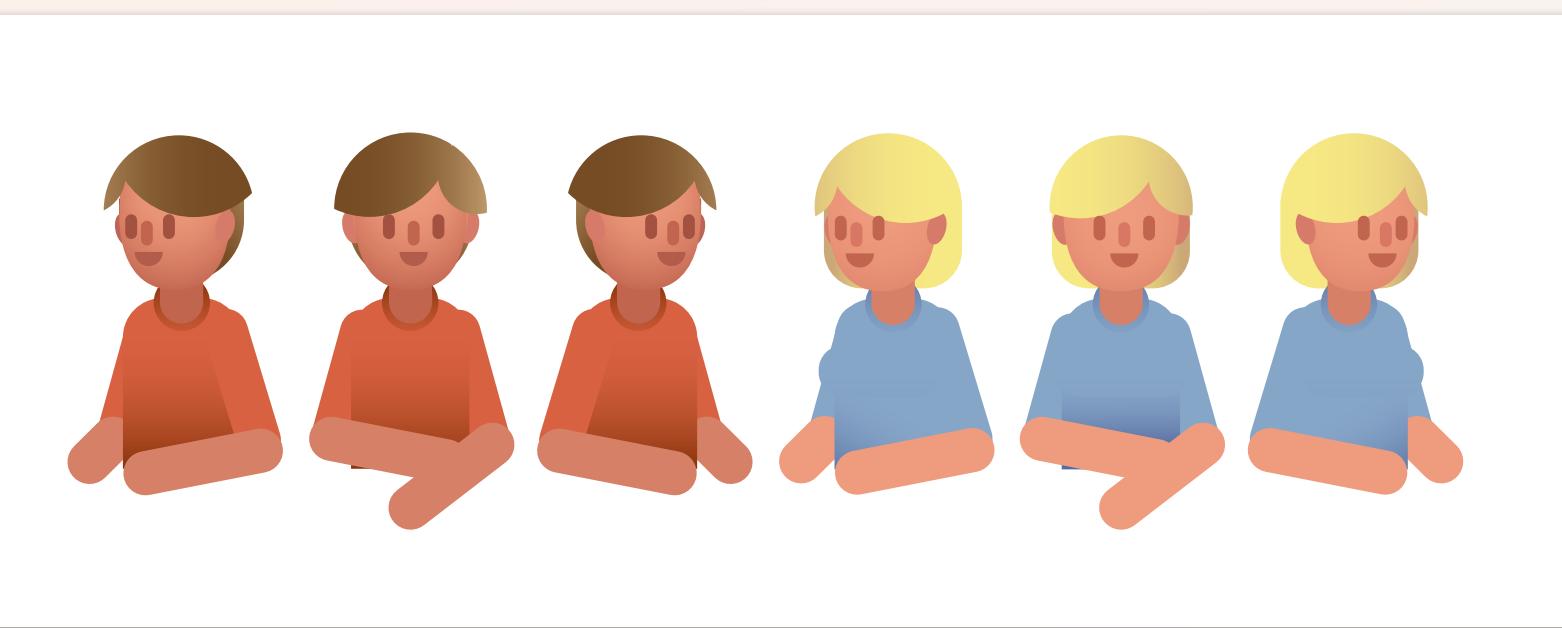
GIF

Originally, critical details required for different uses throughout the retail industry, such as SKU numbers and shipping dimensions, were often delivered simply through spreadsheets and email.

It was a simpler process, but it was also insecure, inefficient, slow to update, and prone to breakdowns.



Over the last 5 years, as the type of content required expanded with eCommerce enhanced content and the evolution of industry and retailer specific requirement, syndication became an increasingly complex process of collecting, changing, and automating product information



ANY PERK

Features The Perks Library Company Success Stories Log In

Employee Happiness Made Simple

PERKS AND REWARDS TO DELIGHT YOUR EMPLOYEES

[Request a Demo](#) [Learn More](#)

Meaningful Perks
Add ease and fun to your employees' lives by offering them preferred pricing on hundreds of products and services nationwide. Perks don't expire and can recur monthly.

Easy-to-Use Rewards
Inspire great performance with a rewards product that allows you to easily recognize your employees for noteworthy achievements.

Straightforward Analytics
Measure the value you're adding to the company. Track employee savings and use redemption stats to identify the most popular perk categories.

[Learn More](#) [Learn More](#) [Learn More](#)

CULTIVATE A HAPPY WORKFORCE
A 3-part breakdown of the simple ways you can culture and measure positive workplace culture.

[Download eBook](#)

FEATURED PERKS

amc Preferred Savings on Movie Tickets and Snacks **Budget** Preferred Savings on Car Rentals **gym** Preferred Savings on Gym Memberships
beats by dr.dre Preferred Savings on Headphones **ORBITZ** Preferred Savings on Hotels and Vacation Packages **bliss** Preferred Savings on Spa Services

[View All Perks](#)

OUR CUSTOMERS

"We continue to see the vast majority of our workforce regularly redeeming perks through AnyPerk. It's something our employees really love."

- Kim Otis, People Ops Business Partner, Zendesk

zendesk **seamless** **weebly** **BIRCHBOX+** **CUSHMAN & WAKEFIELD**

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ANY PERK

Features The Perks Library Company Success Stories Log In

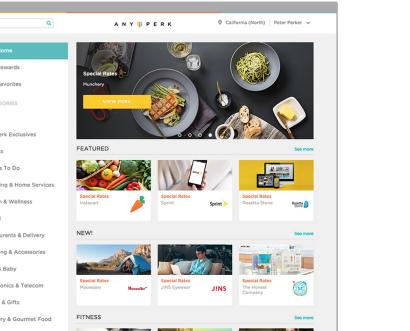
OUR PERKS

Perks Your Employees Love

Show everyday appreciation for your employees by making their lives easy and fun, inside and outside of the workplace. Delight your employees with perks they love.

[Request a Demo](#)

Add Ease & Fun to Your Employees' Lives
With AnyPerk, employees can use over 850 perks that have no limits on redemption frequency, don't expire and are redeemable immediately. From preferred pricing on gym memberships to childcare services, many perks recur monthly and are available nationwide. Employees can also make direct perk recommendations to AnyPerk, letting companies skip the time-loss of negotiating perks in-house.

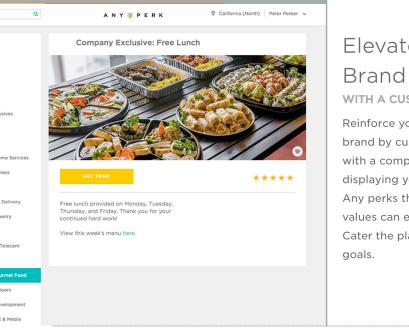


Partners **beats by dr.dre** **gym** **ORBITZ**
washio **zipcar** **Sprint** **MONSTER**

[View all Perks](#)

zendesk Kim Otis, People Ops Business Partner, Zendesk
"We've proven to over 500 employees in the U.S. and continue to see the vast majority of our workforce regularly redeeming perks through AnyPerk. It's something our employees really love."
[Read More Customer Testimonials >](#)

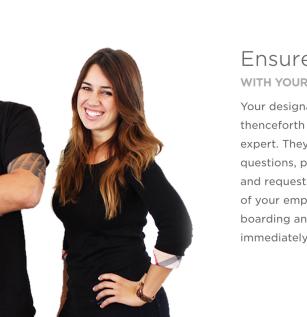
Elevate Your Employer Brand
WITH A CUSTOMIZABLE PLATFORM
Reinforce your company's core values and employer brand by customizing your company's perks platform with a company logo and a perk category devoted to displaying your company-specific events and perks. Any perks that are not aligned with your company's values can easily be hidden by the admin themselves. Cater the platform to your company's values and goals.



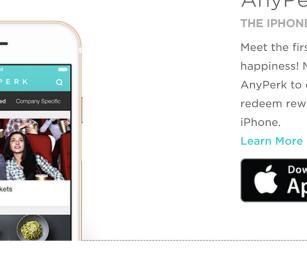
Prove You're Adding Value
WITH STRAIGHTFORWARD REDEMPTION ANALYTICS
Track engagement using perk redemption analytics that tell you the dollar amount employees are saving monthly with perks. See how much the company has saved as a whole since implementing AnyPerk, and gain insights into the interests of your team by keeping track of the most frequently redeemed perks. This lets you easily track ROI and program success.



Ensure Program Success
WITH YOUR CUSTOMER SUCCESS MANAGER
Your designated Customer Success Manager will therefore be your personal employee happiness expert. They will be your go-to for answering questions, providing feedback, addressing concerns and requests, and generally checking in on the health of your employees' happiness. Enjoy a seamless onboarding and program management experience to immediately begin delighting your employees.



AnyPerk, Anywhere
THE iPHONE APP
Meet the first iPhone app dedicated to employee happiness! Now it's possible for employees with AnyPerk to easily take advantage of their perks and redeem rewards, all from the convenience of their iPhone.
[Learn More >](#)



Never Miss a Perk
WITH ANYPERK'S CHROME EXTENSION
AnyPerk's Chrome Extension is available to any employee who never wants to miss out on a brand new or existing perk. This personalized extension



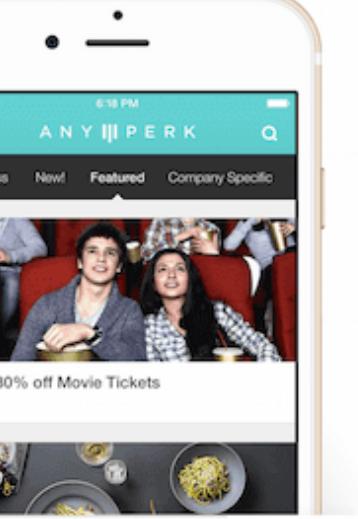
ANY PERK

Features The Perks Library Company Success Stories Log In

The AnyPerk iPhone App

[Download in the App Store](#)

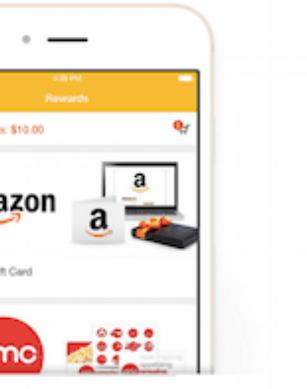
Now You Can Access AnyPerk, Anywhere!
Meet the iPhone app dedicated to employee perks and rewards! Now it's possible for employees with AnyPerk to easily take advantage of the hundreds of perks available to them as well as redeem their rewards all from the convenience of their iPhone.



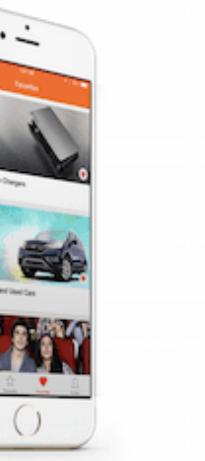
Access Perks On-the-Go
The AnyPerk app helps employees on-the-go take advantage of perks wherever they are! From discounts on dry cleaning to fresh fruit delivery, set your location and see the perks customized to your city or region.



Redeem Rewards Anytime
For companies using AnyPerk Rewards, view your Reward Credit balance and redeem them on a variety of great brands! The mobile Rewards tab seamlessly reflects the desktop experience, so employees can take advantage of their Rewards credits when they're most relevant.
[Learn About Rewards >](#)



Seamlessly track Your Favorite Perks
Like a particular spa, or a yoga studio you love, mark your favorite perks with a heart to easily find them later. The app syncs with your desktop experience, so you can favorite items on your computer and see them on the app when you're out and about.



This is just the start of a whole new way to increase employee happiness, so take it for a spin today.



ANY PERK

Features The Perks Library Company Success Stories Log In

The Employee Happiness Solution

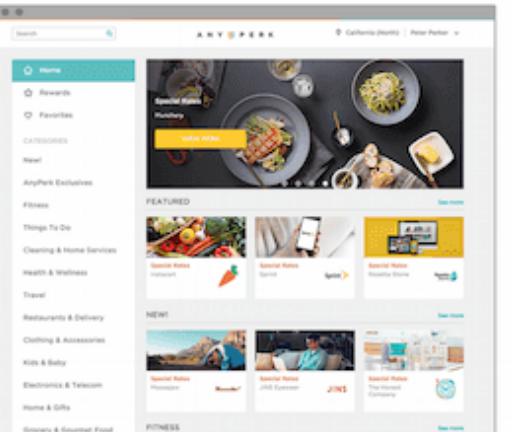
Request a Demo

Perks

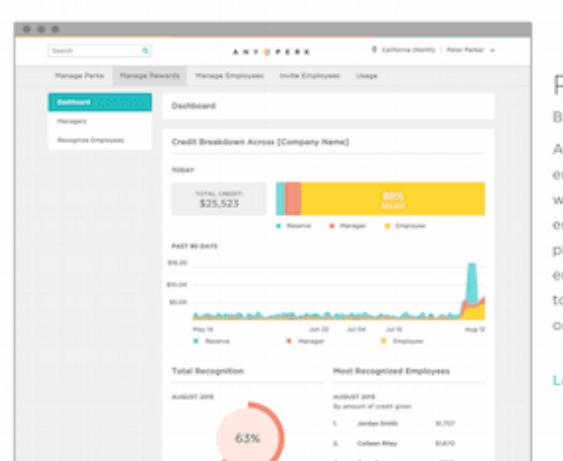
PERKS YOUR EMPLOYEES LOVE

Employees gain access to 850+ pre-negotiated perks that have no limits on redemption frequency, don't expire, and are redeemable immediately. From preferred pricing on gym memberships to childcare services, many perks recur monthly and are available nationwide. Employees can also make direct perk recommendations to AnyPerk, letting companies skip the time-loss of negotiating perks in-house.

[Learn More >>](#)



BIRCHBOX • Leah Colman, People Operations & Performance, Birchbox
"The perks on AnyPerk cater so well to our workforce, which is largely represented by educated, tech-savvy millennials. AnyPerk does everything for us so we don't have to."
[Read More Customer Testimonials >>](#)



Rewards • CUSHMAN & WAKEFIELD • Rich Borges, Managing Director, Global Travel & Corporate Procurement, Cushman & Wakefield
"When you have a workforce of thousands of people in multiple markets that you want to reward, you appreciate the work that AnyPerk has put in to making its platform uncomplicated, personal and customizable for the employees you want to delight or gratify."
[Read More Customer Testimonials >>](#)

Customer Success & Support

ACHIEVE YOUR EMPLOYEE HAPPINESS GOALS

Every AnyPerk customer receives a designated Customer Success Manager who is your strategic partner and helps you achieve your business objectives. Our employee happiness experts are always available to answer your questions, big and small.

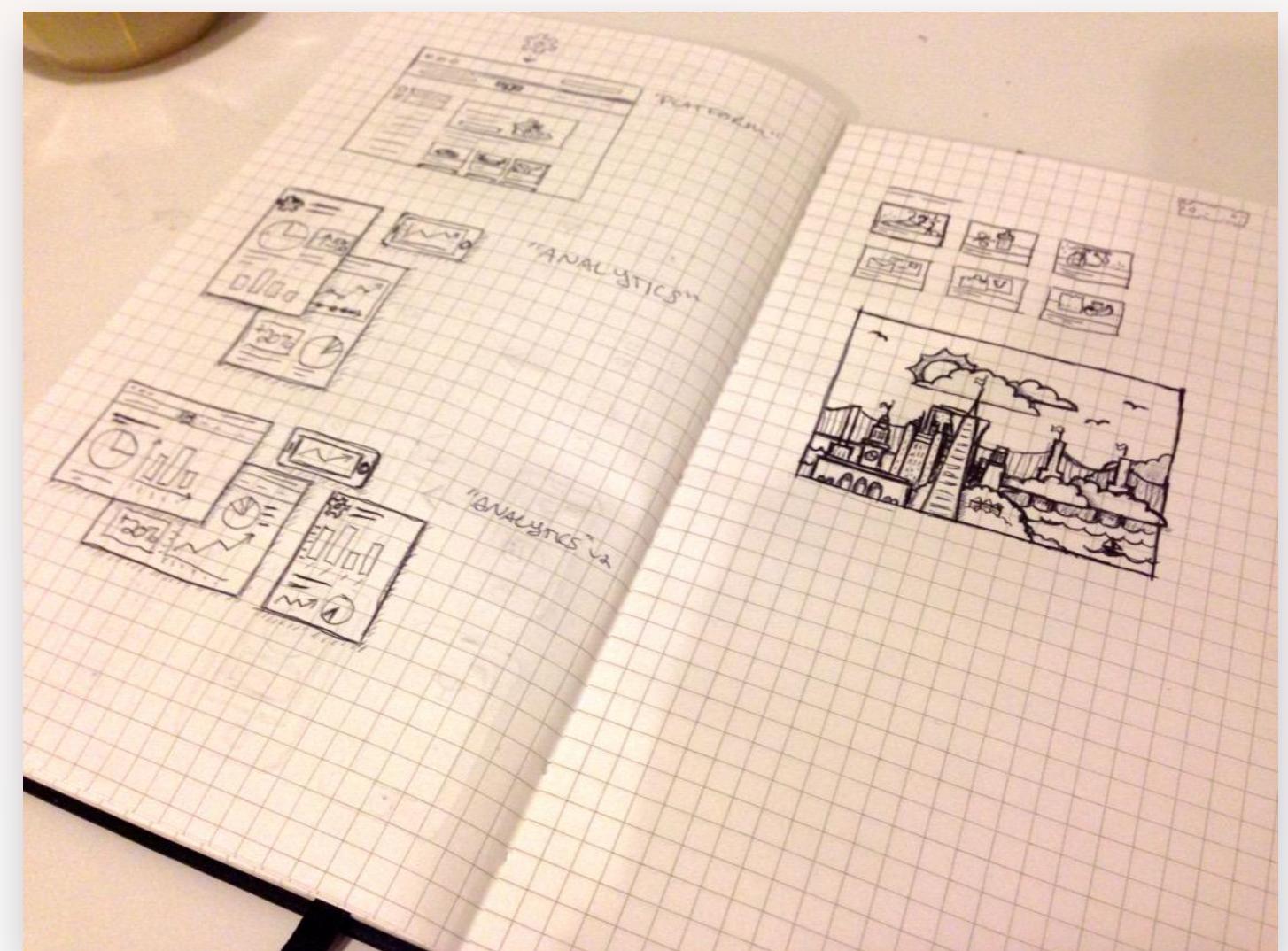
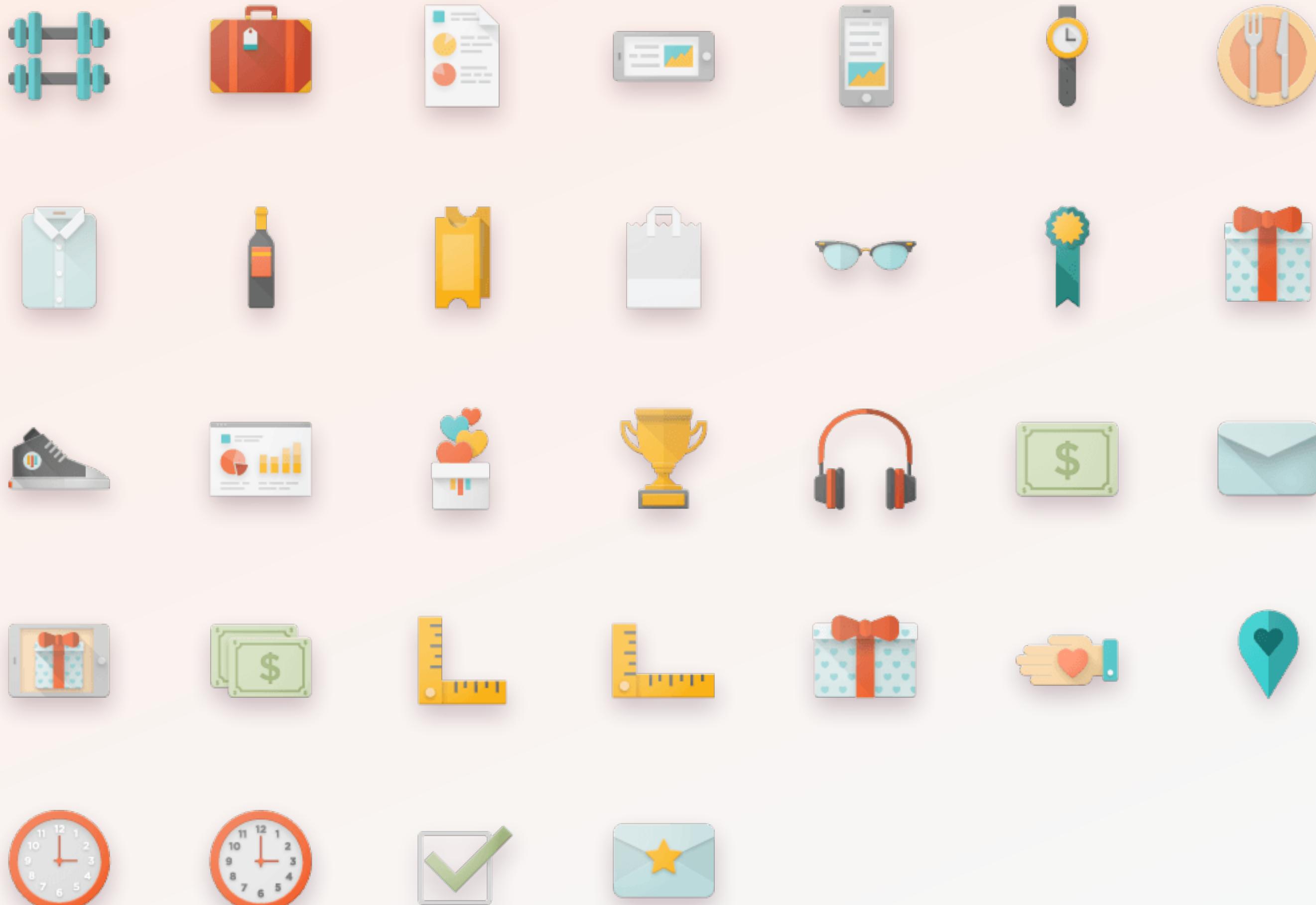


Employee Communications
STRATEGIC COMMUNICATIONS AROUND YOUR EMPLOYEE ENGAGEMENT INITIATIVES

Part of boosting happiness is making sure employees understand the breadth of engagement initiatives you offer them. We'll be your strategic marketing partner every step of the way.




Branding, Marketing Communications, Illustration, Development





OTHER WORK

MakerSquare

Lead Designer

2013-2015

MAKER SQUARE
Launches NYC Campus

makersquare • Following
Financial District

makersquare MakerSquare is expanding to a 4th campus - in New York City! Visit the link in our bio to get hired as a software engineer in the Big Apple!

222w

liviuasebastiantudor what about Europe ??!?!?

222w Reply

23 likes

MARCH 10, 2016



MAKERSQUARE VISITS THE WHITE HOUSE

makersquare • Following

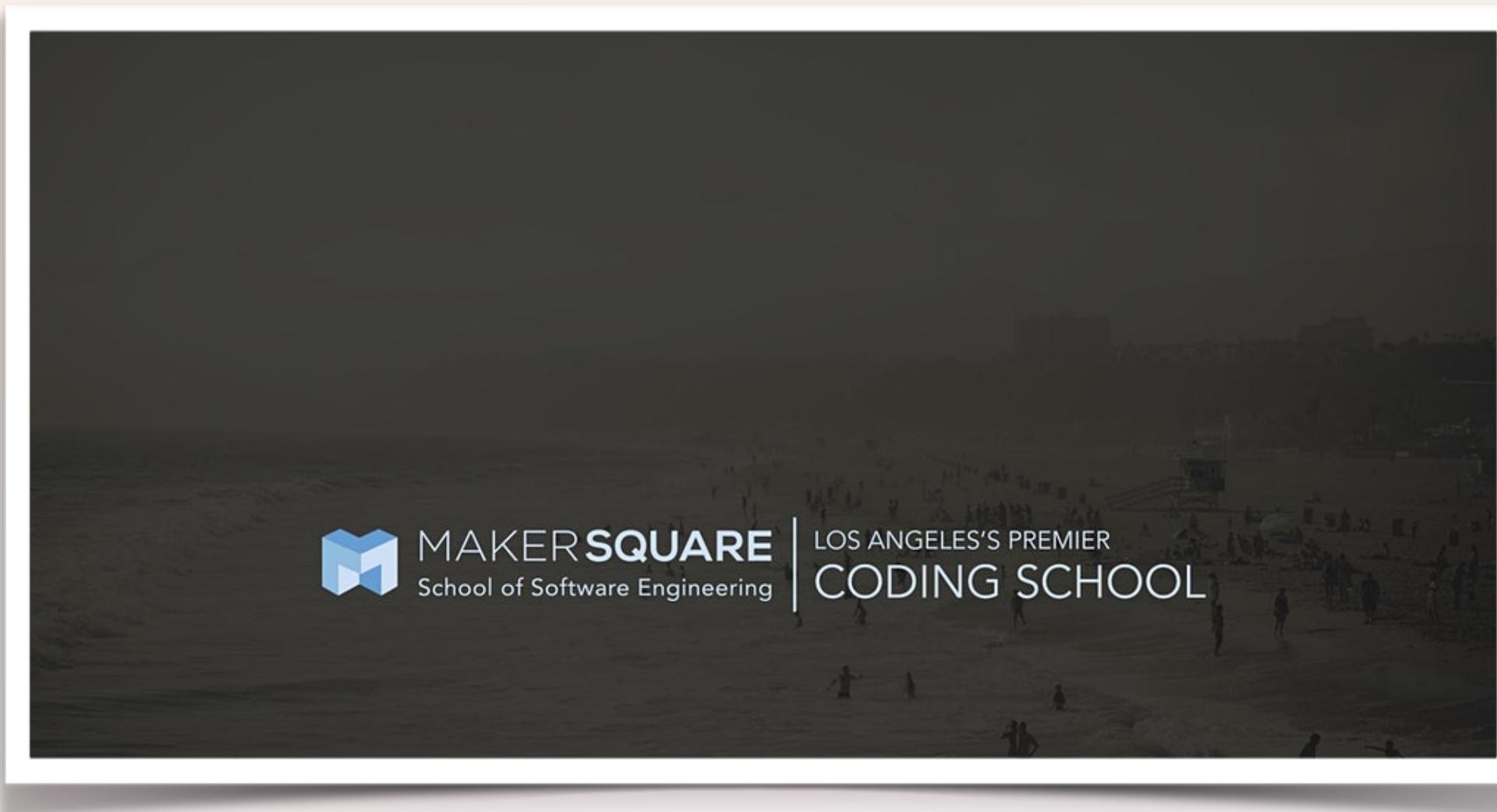
makersquare Next stop, the #WhiteHouse for the Accelerated Learning Roundtable to discuss programs for vets, low income, & minorities! #STEM #techeducation

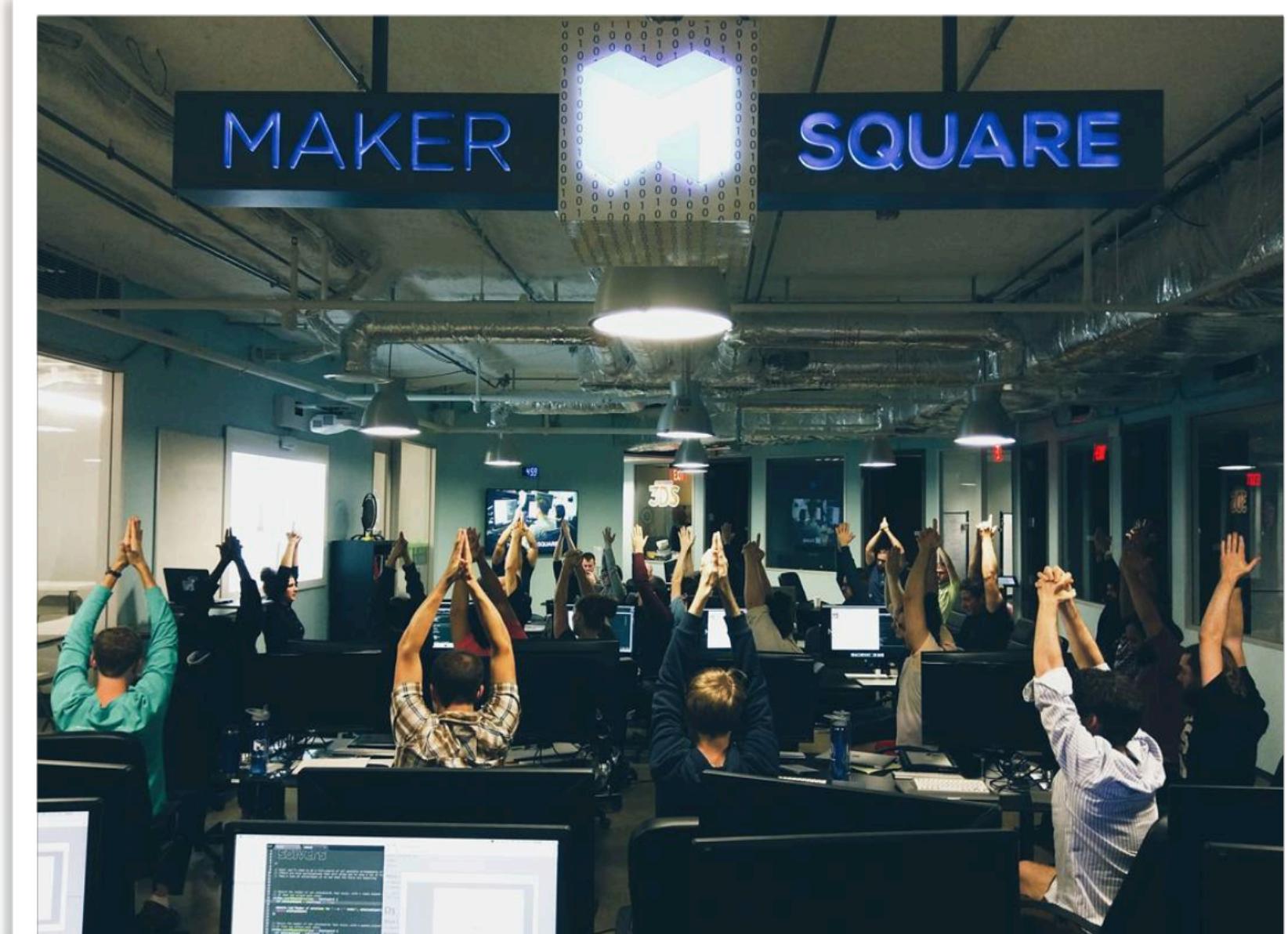
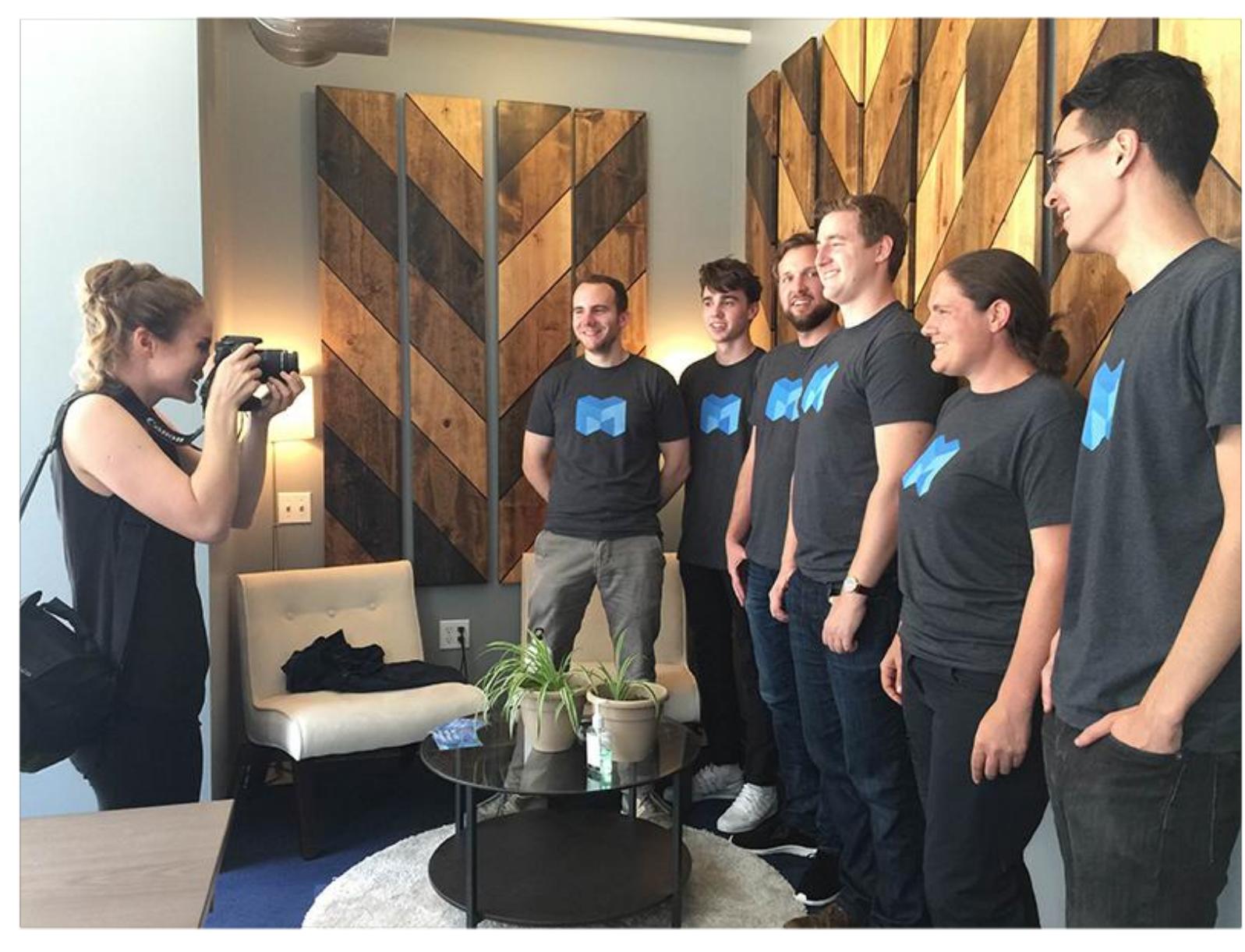
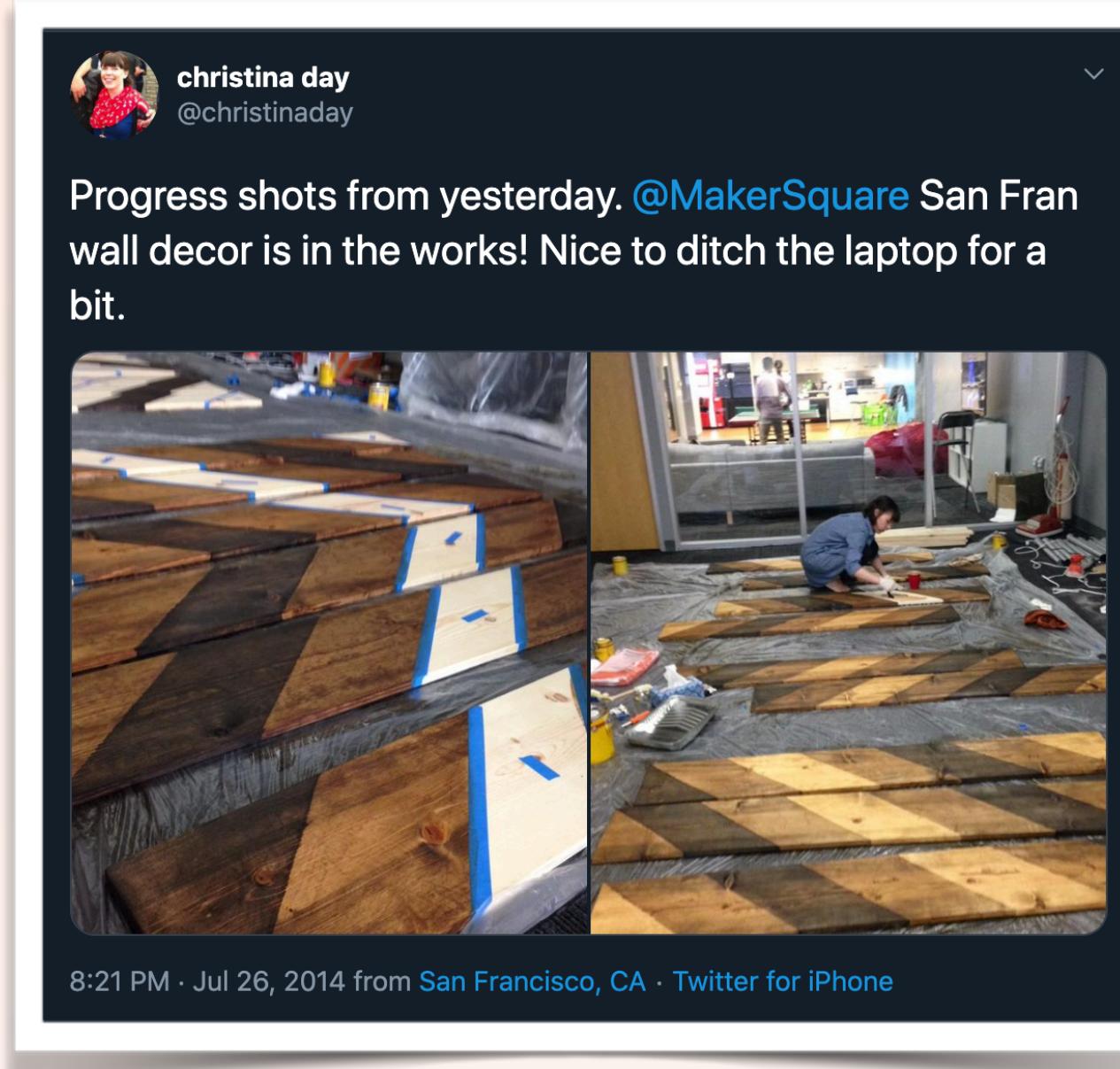
300w

23 likes

SEPTEMBER 8, 2014







EARLIER WORK

Bonsai.lo, ATX Nerdy Ladies,
Vespaio Restaurants Group

Design Consultant
2012-2015



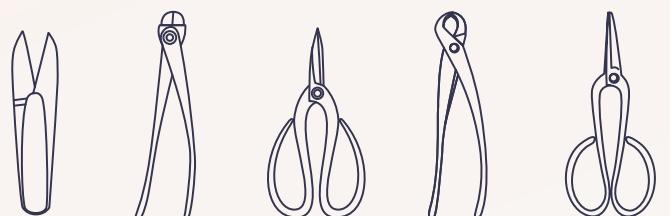
bonsai

This is could be an introduction

THIS COULD BE A TAGLINE

Call to Action

ICONS & ILLUSTRATIONS



STYLE-TILE No. 1

ADJECTIVES

Forward-thinking
Mindful
Experienced

Heading

SOMMET ROUNDED, THIN, 60PT

SUBHEADING

WHITNEY, MEDIUM, 18PT

Introductory paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditio molestie vis.

WHITNEY, MEDIUM, 18PT

Standard paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditio molestie vis.

WHITNEY, THIN, 18PT

[This is a link](#) [This is a link when you hover over it](#)

WHITNEY, BOLD, 18PT

SUBHEADING ON A DARK BACKGROUND

Introductory paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditio molestie vis [link text](#).



 bonsai

About Plans Blog Contact

Search

Getting started is easy,
just pay as your product grows.



Starter	Staging	Production	Business
Free!	\$45 per month	\$145 per month	\$445 per month
Start learning about Elasticsearch today	Budget-friendly for your staging and internal applications.	Multi-zone replication for solid production availability	Includes complimentary schema design & search integration consultation
1 shard No replication 2 connections	10 shards No replication 5 connections	20 shards 1x replication 10 connections	50 shards 2x replication 20 connections

bonsai

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This is a headline

This is a subheading, with more information.



Sample Text	Sample Text	Sample Text
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Elasticsearch, managed by experts.



Instant, self-serve provisioning, website search, Longstash, and Kibana.

Bonsai is a fully-managed full-text search engine. We'll run the servers so you can build a great app.

[Sign Up](#)

Reliable & Fast  Our production plans are served from super-fast SSDs, replicated in triplicate, and backed up off-site daily.

Easy Setup  Installation is super simple and we have documentation and support to walk you through every step.

Cutting Edge  Elasticsearch is an innovative new search engine built on Apache Lucene, the industry standard for search.

"Our clients are pleased, they've noticed a huge increase in performance and resilience."

-James Old, Managing Director, Magnolia Box



We're developers, too.

Our team members are experts at search and distributed systems, with backgrounds in web development and server operations. So we get it, and we're here to help. We'll not only get your Elasticsearch cluster up and running, we'll keep you pointed in the right direction when you have questions about how to use it.

[Launch a Cluster](#)

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Apache and Apache Lucene are trademarks of the Apache Software Foundation.

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About Plans Blog Contact

Search

Fast, reliable full-text search, managed for you by experts.



Results in Real-Time

Your customers need fast, full-text search. Bonsai delivers. Search your site's actual content, with Elasticsearch's cutting-edge near-time updates.

Supported by Specialists

We have been serving thousands of other customers since 2009. Our solar service means a year of the first, and most popular, Elasticsearch releases.

Distributed by Default

Partition your index into shards to expand your capacity, and add replicas to support higher availability and search traffic volume.

Great Support Comes Standard

All plans include email and ticket support during our business hours. If something isn't working quite the way it should, or you have any questions, just drop us an email to support@bonsai.io and we'll help get all sorted out.

For those apps where search integration is absolutely critical, we offer additional phone support and 24/7 support coverage for whatever urgent issues might come up. Drop us a support ticket at <https://support.bonsai.io> and we'll set that up for you.

Getting Started is Easy

All plans include email and ticket support during our business hours. If something isn't working quite the way it should, or you have any questions, just drop us an email to support@bonsai.io and we'll help get all sorted out.

[Install on Heroku](#)

Bonsai Blog

January 13, 2014 Elasticsearch 1.0 has launched!

February 20, 2014 New accounts are on 1.0, read on for our upgrade plans for customers on 0.90.

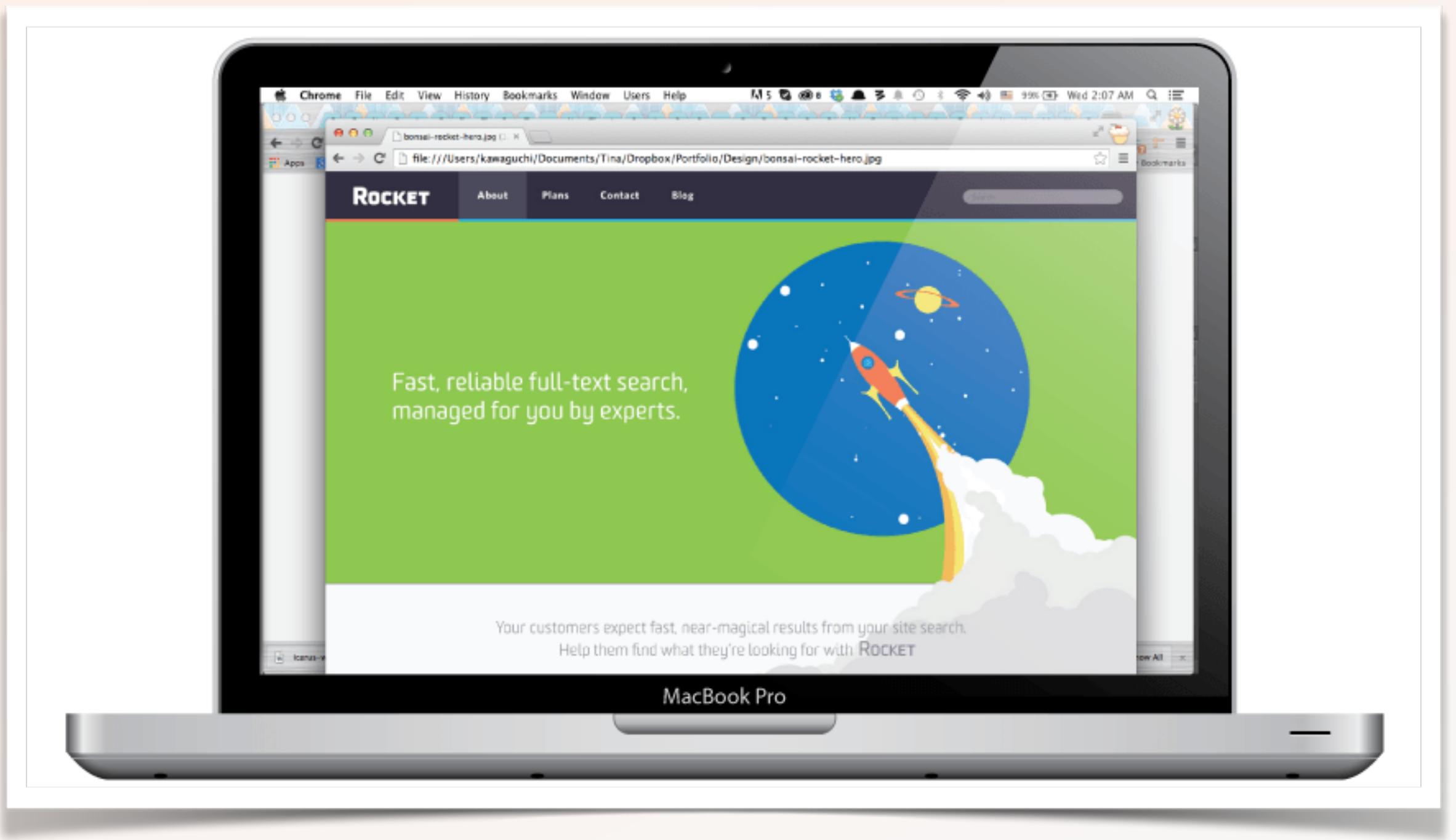
Stay in Touch

These are real people behind Bonsai, and we welcome your questions and feedback. Please, stay in touch!

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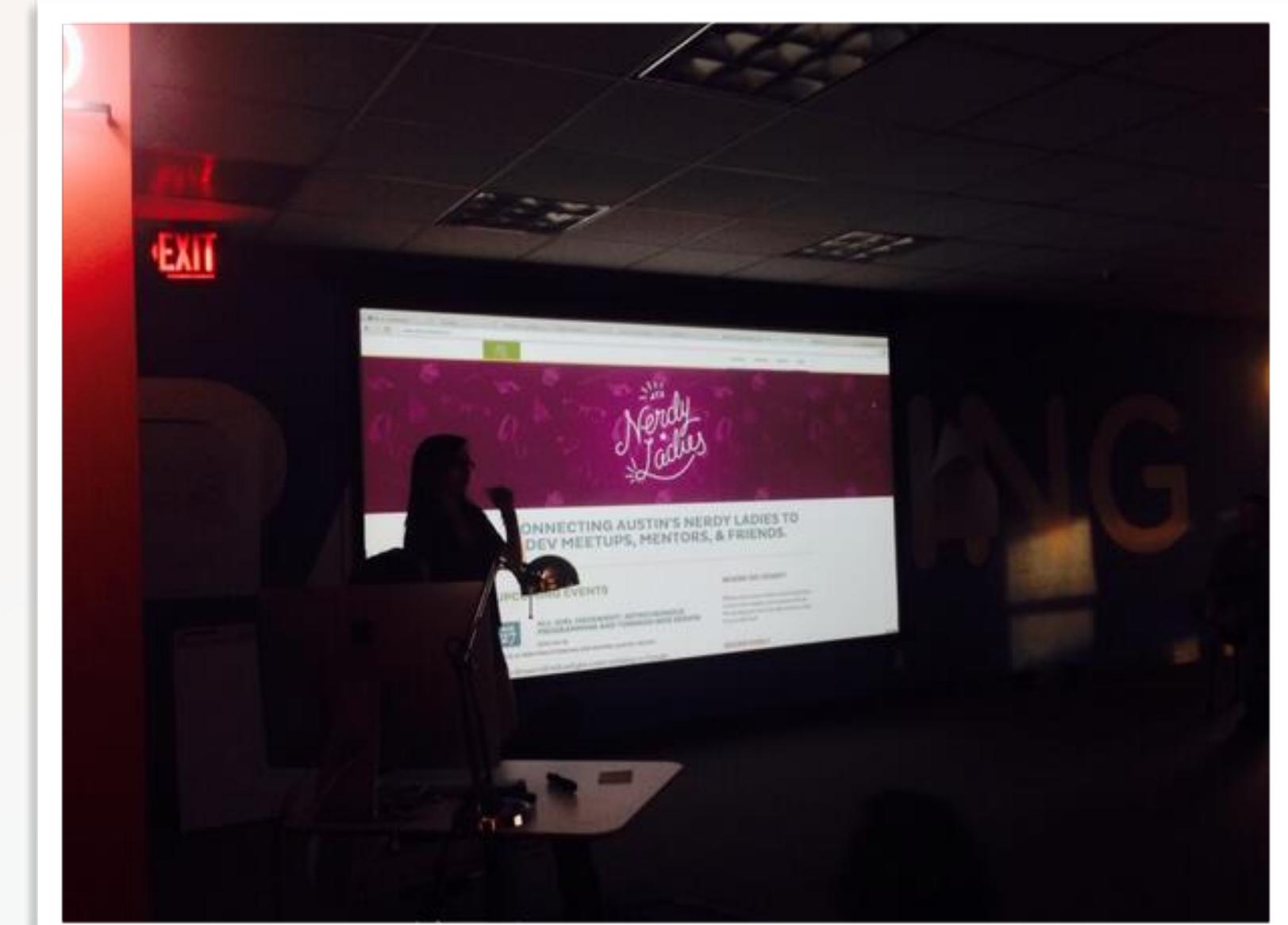
A screenshot of a web browser showing the homepage of the ATX Nerdy Ladies website. The browser's title bar reads "Home - ATX Nerdy Ladies" and the address bar shows "localhost:3000". The page itself has a dark purple header featuring the "ATX Nerdy Ladies" logo. Below the header, there is a large white text area containing the slogan "A HUB FOR CONNECTING NERDY LADIES TO TECH MEETUPS AROUND AUSTIN." in red capital letters. At the bottom of the page, there are two green buttons labeled "UPCOMING EVENTS" and "DON'T KNOW WHERE TO START?". A small "Fonts from" logo is visible in the bottom right corner of the page content.

ATX Nerdy Ladies

A HUB FOR CONNECTING NERDY LADIES TO TECH MEETUPS AROUND AUSTIN.

UPCOMING EVENTS

DON'T KNOW WHERE TO START?





PHILOSOPHY

- Creating a product that speaks to the human behind the screen.
- Iterative
- Servant-Leadership Philosophy - I am here to remove impediments to my team, not create more barriers. As long as I am the grease on the wheels and not the brakes, I feel like I am doing my job.
- Partnership is a core foundational part of my approach to design. As a collaborator with the audience in this process, rather than dictating the outcome.
- If you have data, Data first, but sometimes you have to make a call without those resources. When working with an incomplete picture, I have ways of maintaining confidence in my approach. User interviews, user research, comparative research of competing products, my expertise of developing products in the past.
- Build the right thing the first time - no v2
- Strong Opinions, weakly held. It's a business and sometimes things happen that are unexpected, and doing what is right for the business is the priority, period.
- ROI focused. I'm not here to build a pyramid, I am here to build the best experience possible for the user because ultimately that is what impacts the bottom line of the business through better retention and higher user engagement.
- An ounce of planning is worth a pound of prevention. Much better to catch it during the design phase than near the end of implementation.