Christina Day

Product Design & More

ABOUT

Christina Day is a Senior Product Designer, Marketing and Branding Expert. She is currently based in Oakland, California.

Christina has over a decade of professional experience designing for companies and organizations both large and small. Her career is defined by helping her clients and employers score huge wins. Whether launching a new product or an entirely new brand, Christina brings a deep market knowledge, an extensive technical tool-belt, and a wealth of experience to each project.

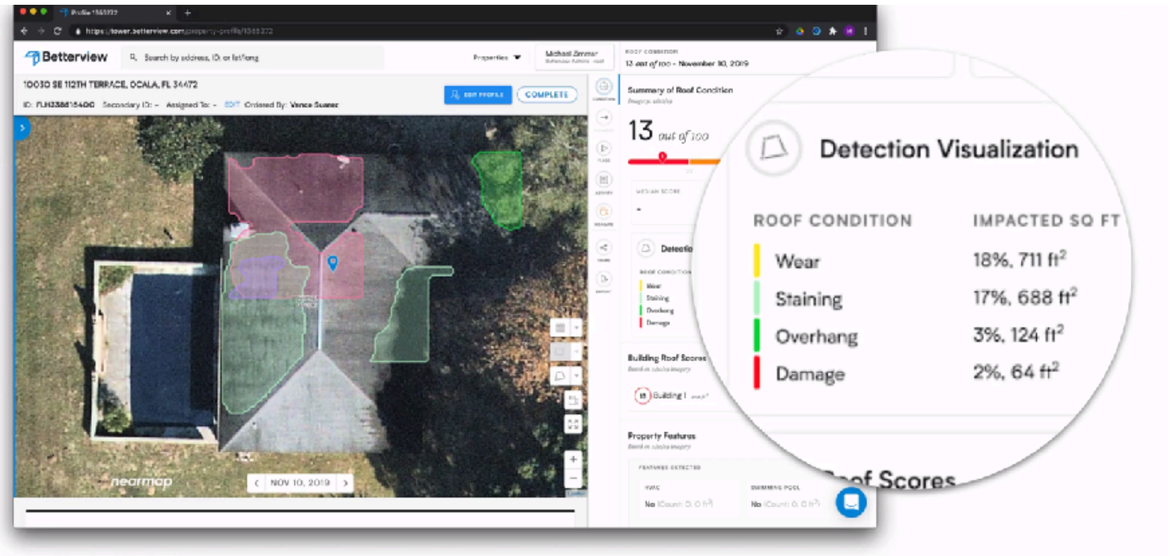
Education: University of North Texas; BFA: New Media Art, BFA: Studio Art

CASE STUDIES

Designing Optimized Visualizations & Exportable Reporting for Betterview Spotlights

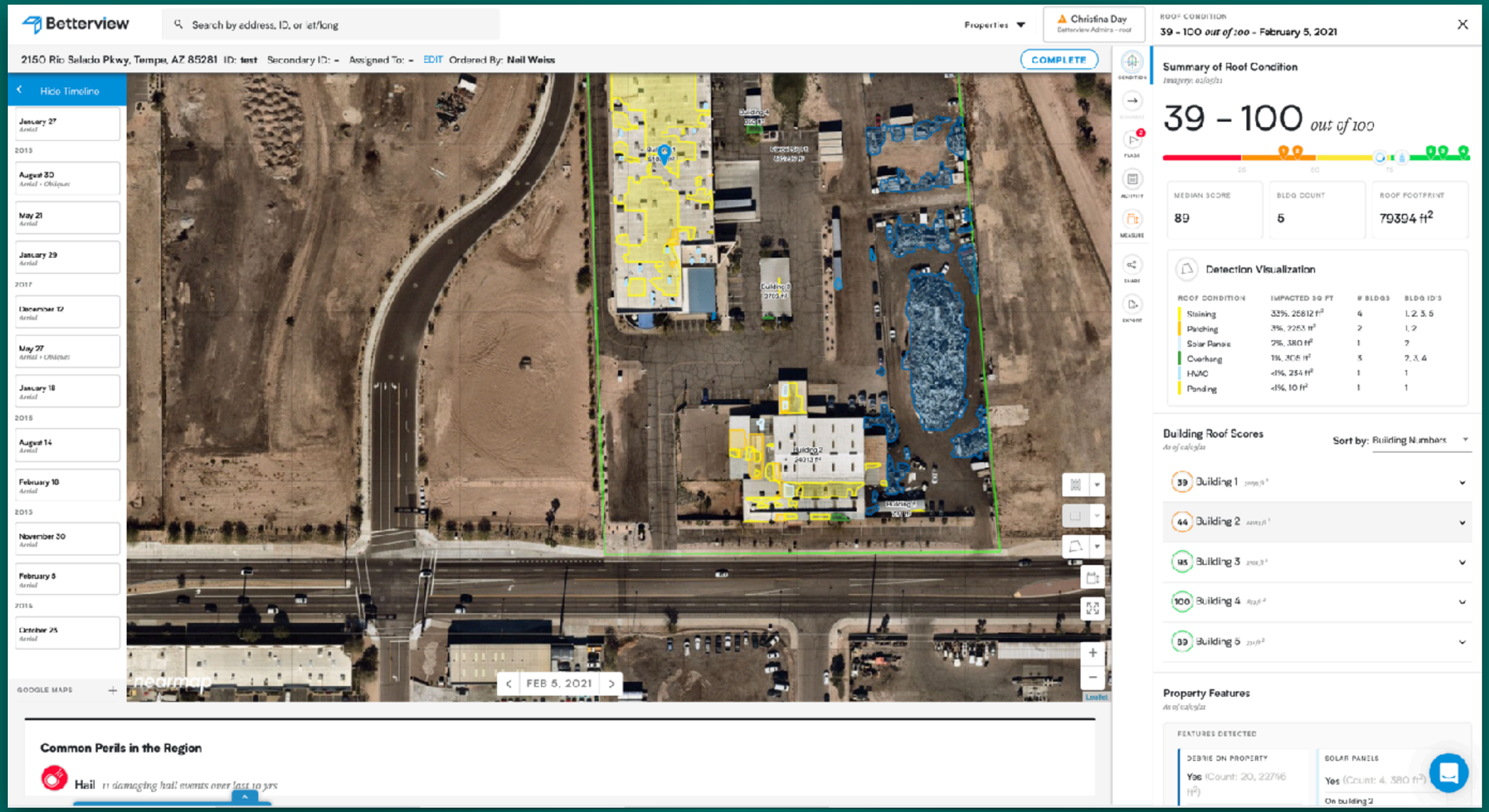
Spotlights

Spotlights are a key feature to the Betterview platform that uses an advanced computer vision algorithm to identify, rank and score potential property risks. These risks are visualized in the form of outlined annotations overlayed upon aerial map imagery.



Spotlights: Overview

- Spotlights are a key Betterview feature that help underwriters identify critical areas of interest on a property as they perform their routine evaluations.
- In one scenario, underwriters use this feature to prospectively score properties while bridge contracts with their clients are being created.
- In another, more urgent scenario, underwriters are using this feature to evaluate potential damage and risks a property might have accrued during a natural or man-made disaster.
- Transparency risk prevention are the goal. The outcome? Providing this important information for their clients directly impacts the bottom line for all property insurance providers and their underwriting staff.



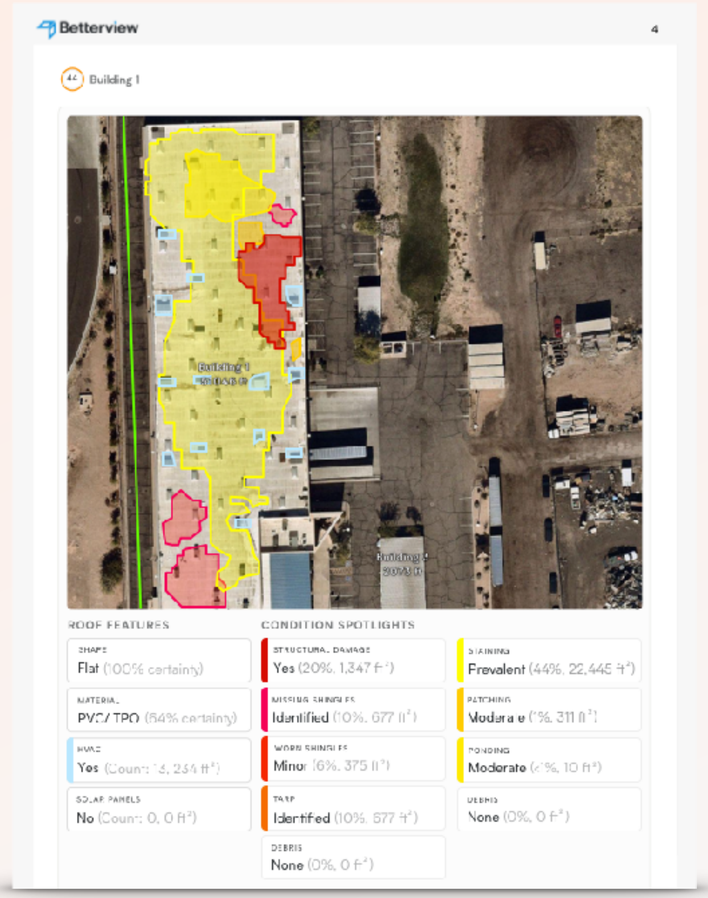
Spotlights features many datapoints that in the past were not exportable and only lived on the Betterview Dashboard. Here are some examples of how Spotlights helps underwriters guarantee their clients the most relevant risk analysis and estimate information possible

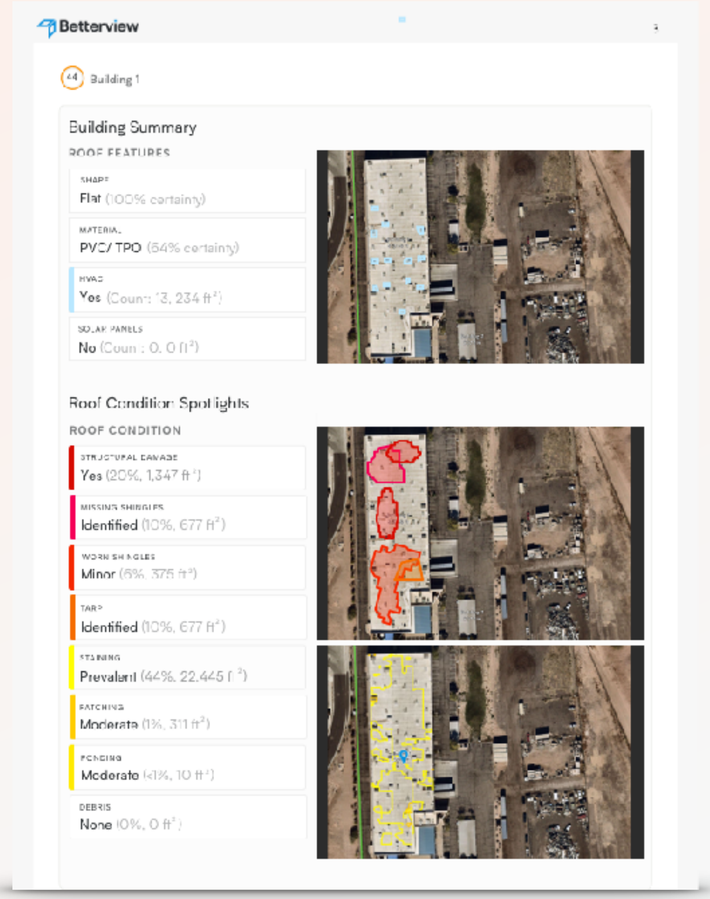
Spotlights show a visualization of all the elements that combine to form the entire property score, which in-turn directly impacts the evaluation of each property insurance premium, as well as the priority placed on properties that have many urgent perils that effect the safety and security of each insured building.

Each building on a property profile can be **individually scored** via the Spotlights analysis system. An intuitive interface allows for easy browsing of each building and its associated scoring details.

Improvements & Expansion of Spotlights' Offerings

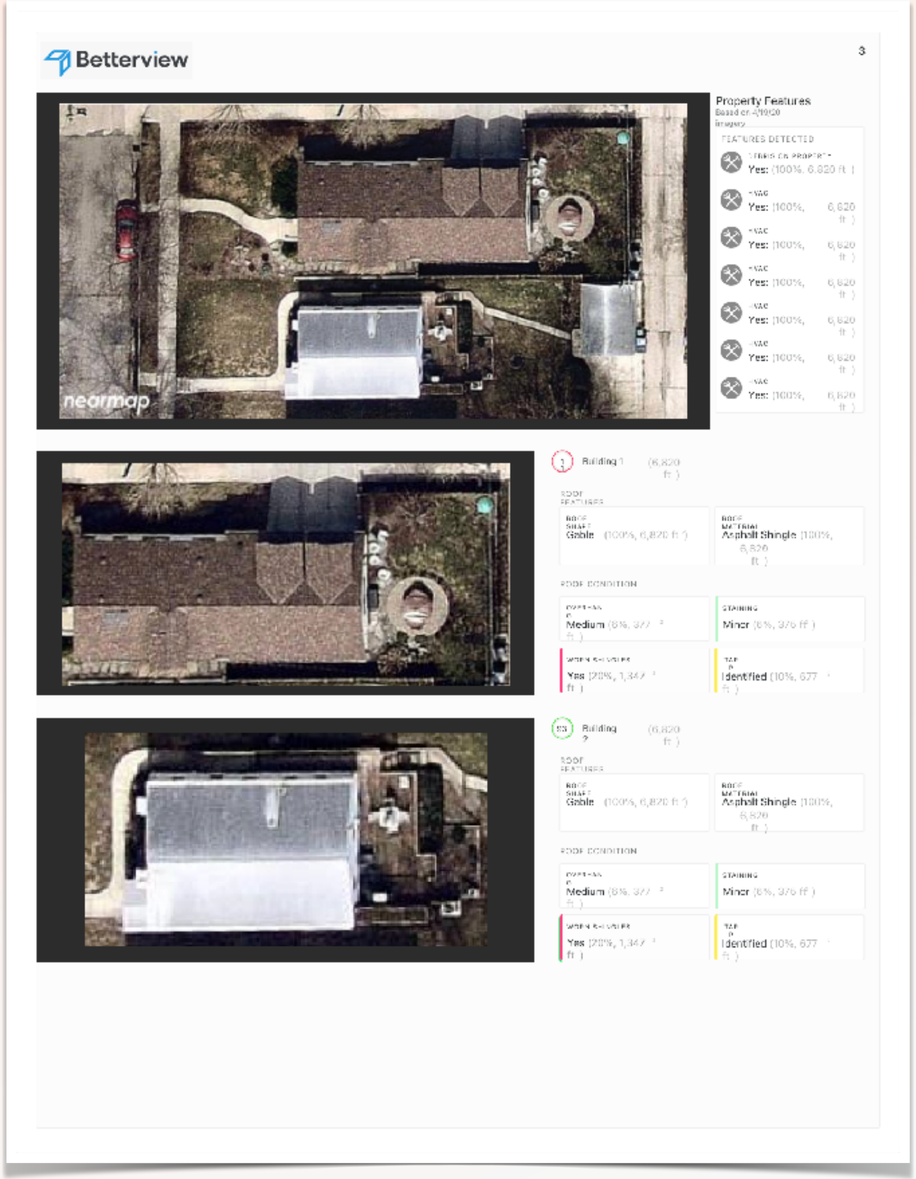
Making **Betterview Spotlights** even **better**

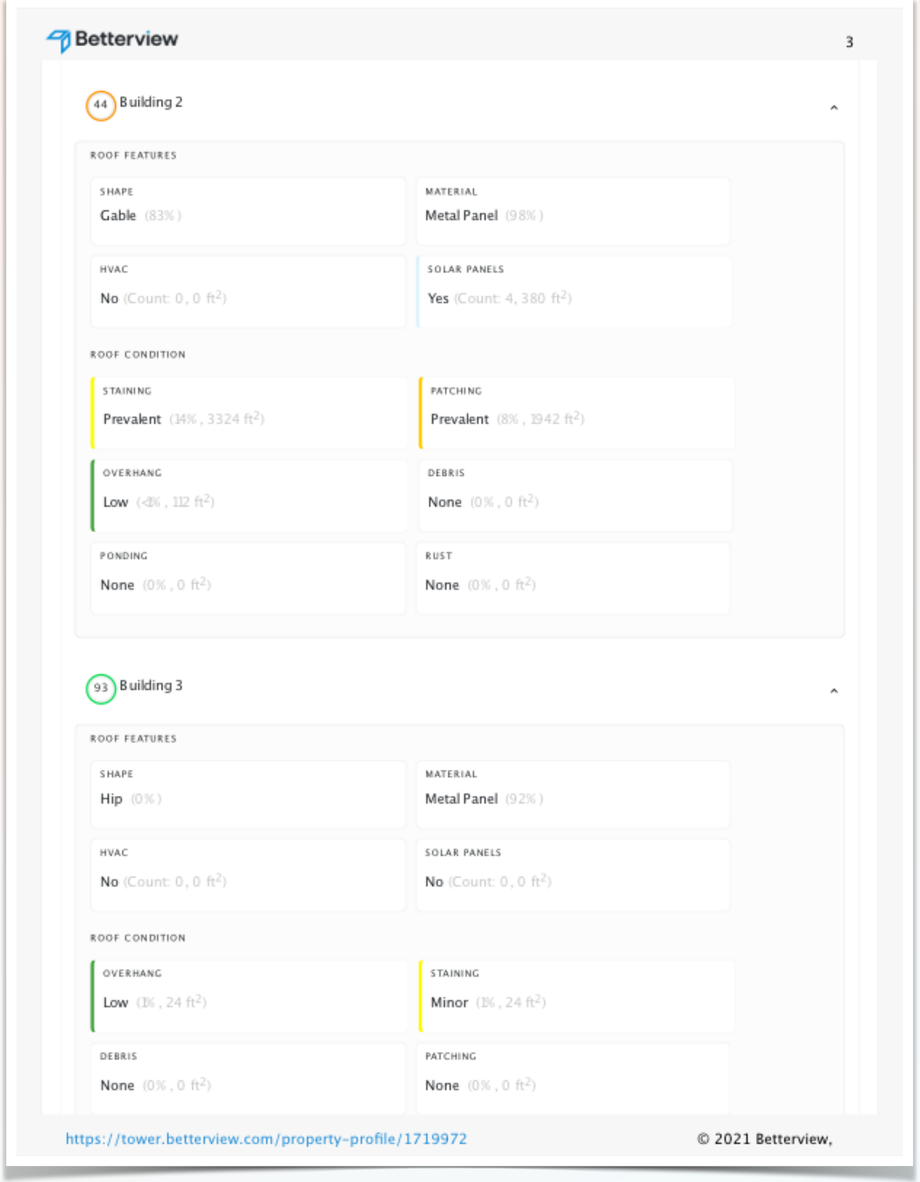




Spotlights and Reporting

When I joined Betterview, crucial Spotlight imagery and analysis was excluded from the exported reports that underwriters could download to attach to a client's property file or for any legal archiving of property profiles within their own proprietary systems.


Betterview
3
Property Features
Based on 4/19/20 imagery
FEATURES DETECTED
Yes: (100%, 6,820 ft²)
nearmap
Building 1 (6,820 ft²)
ROOF FEATURES
ROOF SHAPE
Gable (100%, 6,820 ft²)
ROOF MATERIAL
Asphalt Shingle (100%, 6,820 ft²)
ROOF CONDITION
OVERHANG
Medium (6%, 377 ft²)
STAINING
Minor (6%, 376 ft²)
WHEN RAINSIDE
Yes (20%, 1,347 ft²)
TAP
Identified (10%, 677 ft²)
Building 2 (6,820 ft²)


Betterview
3
44 Building 2
ROOF FEATURES
SHAPE
Gable (83%)
MATERIAL
Metal Panel (98%)
HVAC
No (Count: 0, 0 ft²)
SOLAR PANELS
Yes (Count: 4, 380 ft²)
ROOF CONDITION
STAINING
Prevalent (14%, 3324 ft²)
PATCHING
Prevalent (8%, 1942 ft²)
OVERHANG
Low (<1%, 112 ft²)
DEBRIS
None (0%, 0 ft²)
PONDING
None (0%, 0 ft²)
RUST
None (0%, 0 ft²)
93 Building 3
ROOF FEATURES
SHAPE
Hip (0%)
MATERIAL
Metal Panel (92%)
HVAC
No (Count: 0, 0 ft²)
SOLAR PANELS
No (Count: 0, 0 ft²)
ROOF CONDITION
OVERHANG
Low (1%, 24 ft²)
STAINING
Minor (1%, 24 ft²)
DEBRIS
None (0%, 0 ft²)
PATCHING
None (0%, 0 ft²)
https://tower.betterview.com/property-profile/1719972
© 2021 Betterview,

44 Building 2

ROOF FEATURES

ROOF SHAPE
Gable (100%, 6,820 ft²)

ROOF SHAPE
Gable (100%, 6,820 ft²)

ROOF SHAPE
Gable (100%, 6,820 ft²)

ROOF CONDITION

STRUCTURAL DAMAGE
Yes (20%, 1,347 ft²)

MISSING SHINGLES
Identified (10%, 677 ft²)

WORN SHINGLES
Minor (6%, 375 ft²)

TARP
Identified (10%, 677 ft²)

RUST
Yes (20%, 1,347 ft²)

PATCHING
Identified (10%, 677 ft²)

PONDING
Minor (6%, 375 ft²)

STAINING
Medium (6%, 377 ft²)

© 2021 Betterview,

Betterview 3

44 Building 2

ROOF FEATURES

ROOF SHAPE
Gable (100%, 6,820 ft²)

ROOF MATERIAL
Asphalt Shingle (100%, 6,820 ft²)

ROOF MATERIAL
Asphalt Shingle (100%, 6,820 ft²)

ROOF MATERIAL
Asphalt Shingle (100%, 6,820 ft²)

ROOF CONDITION

STRUCTURAL DAMAGE
Yes (20%, 1,347 ft²) SD

MISSING SHINGLES
Identified (10%, 677 ft²) MS

WORN SHINGLES
Minor (6%, 375 ft²) W

TARP
Identified (10%, 677 ft²) T

RUST
Yes (20%, 1,347 ft²) R

PATCHING
Identified (10%, 677 ft²) PA

PONDING
Minor (6%, 375 ft²) PO

STAINING
Medium (6%, 377 ft²) S

https://tower.betterview.com/property-profile/1719972
© 2021 Betterview,

Spotlights for Clarity

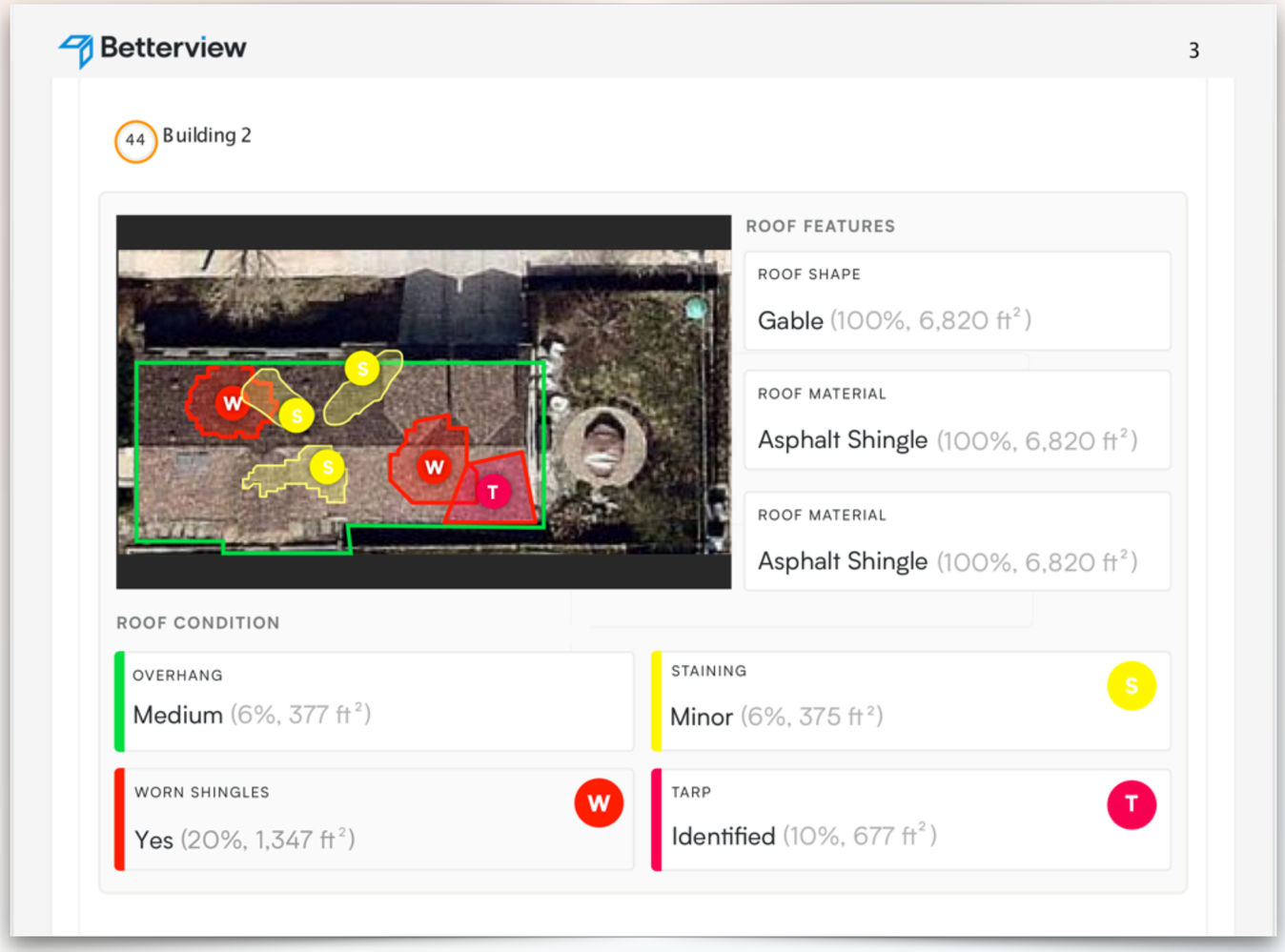
Now nuanced information has more visibly discernible, including options for colorblind Betterview users

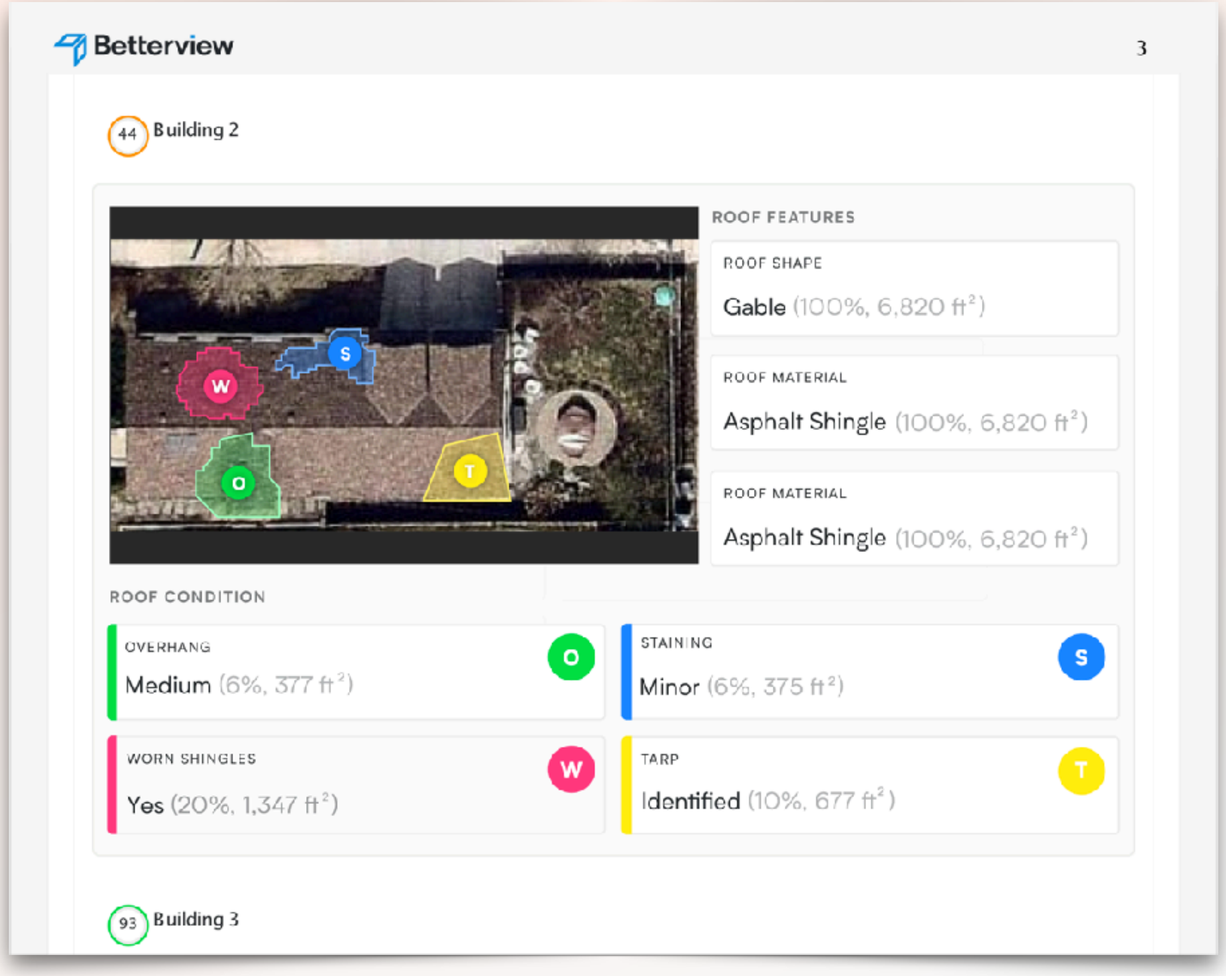
Spotlights for More Information

In addition to high-contrast viewing options, Spotlights also features various information filters to allow toggling between various information schemes and data points

New Spotlight Features Become Base for New Products

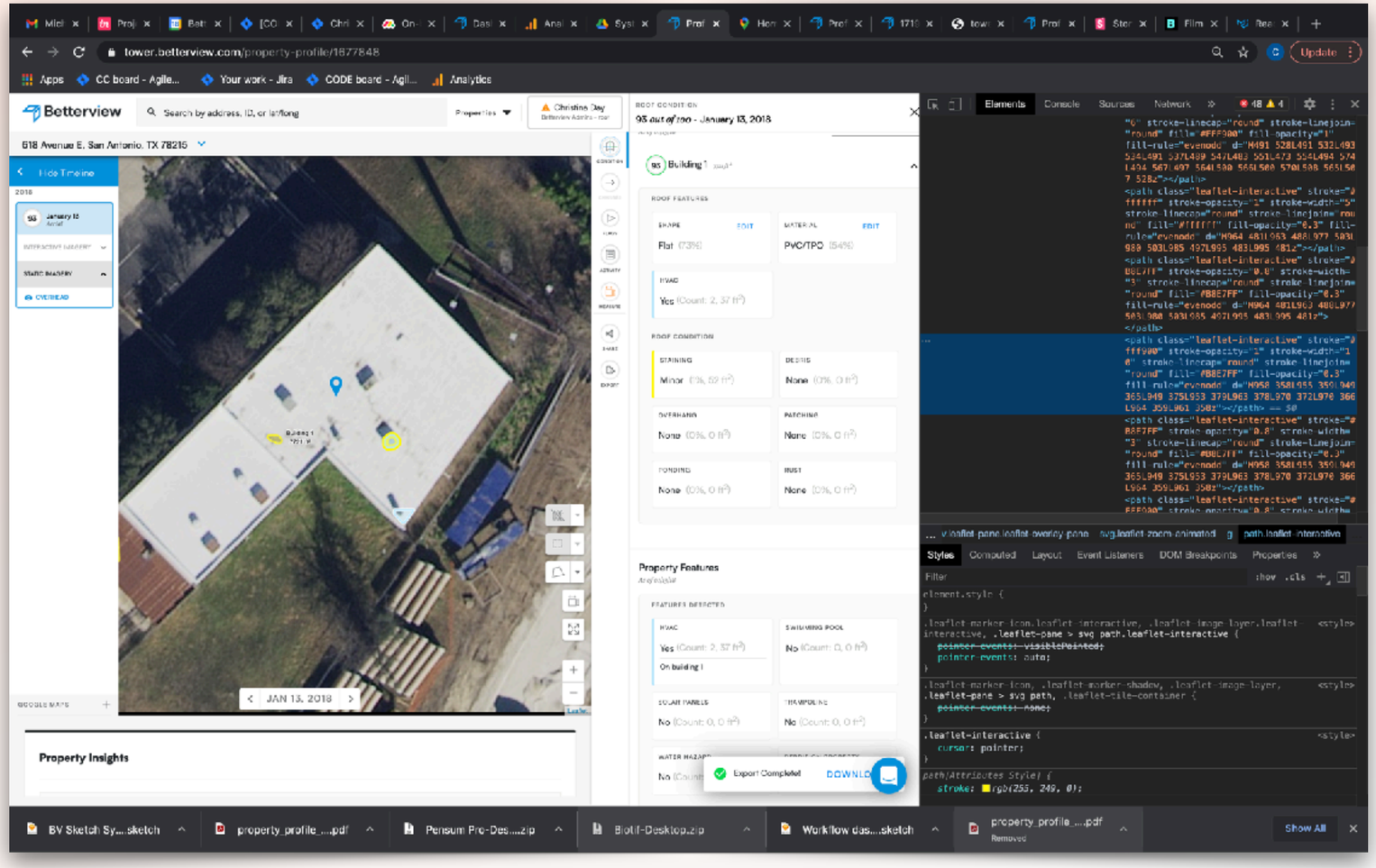
Other viewing options for analyzing Spotlight information that include an alphabetical legend. This design also became the basis of our **Flags** system.





New Spotlight Features Are Also More Accessible

Additional Spotlight viewing options like this key legend view also provided an accessible, high-contrast color scheme that we carried into the rest of the Betterview product interfaces

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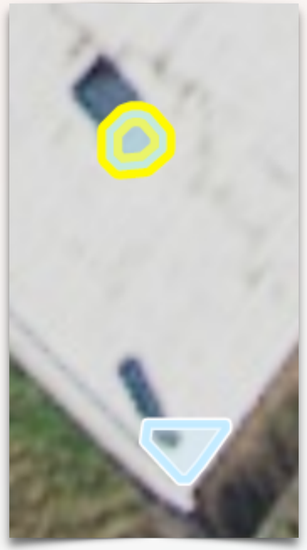
<path class="leaflet-interactive" stroke="#
ffffff" stroke-opacity="1" stroke-width="5"
stroke-linecap="round" stroke-linejoin="rou
nd" fill="#ffffff" fill-opacity="0.3" fill-
rule="evenodd" d="M964 481L963 488L977 503L
980 503L985 497L995 483L995 481z"></path> =
```



Some of the front-end engineering that I had done for my prototypes made it into the final update. I have a coding background that helps me communicate more collaboratively with engineering teams that support my design efforts. Bring mindful of costly engineering hours by proactively offering my suggestions has lead to very positive working relationships which in turn provide more solid solution

Results that Paid-Off From Day-One

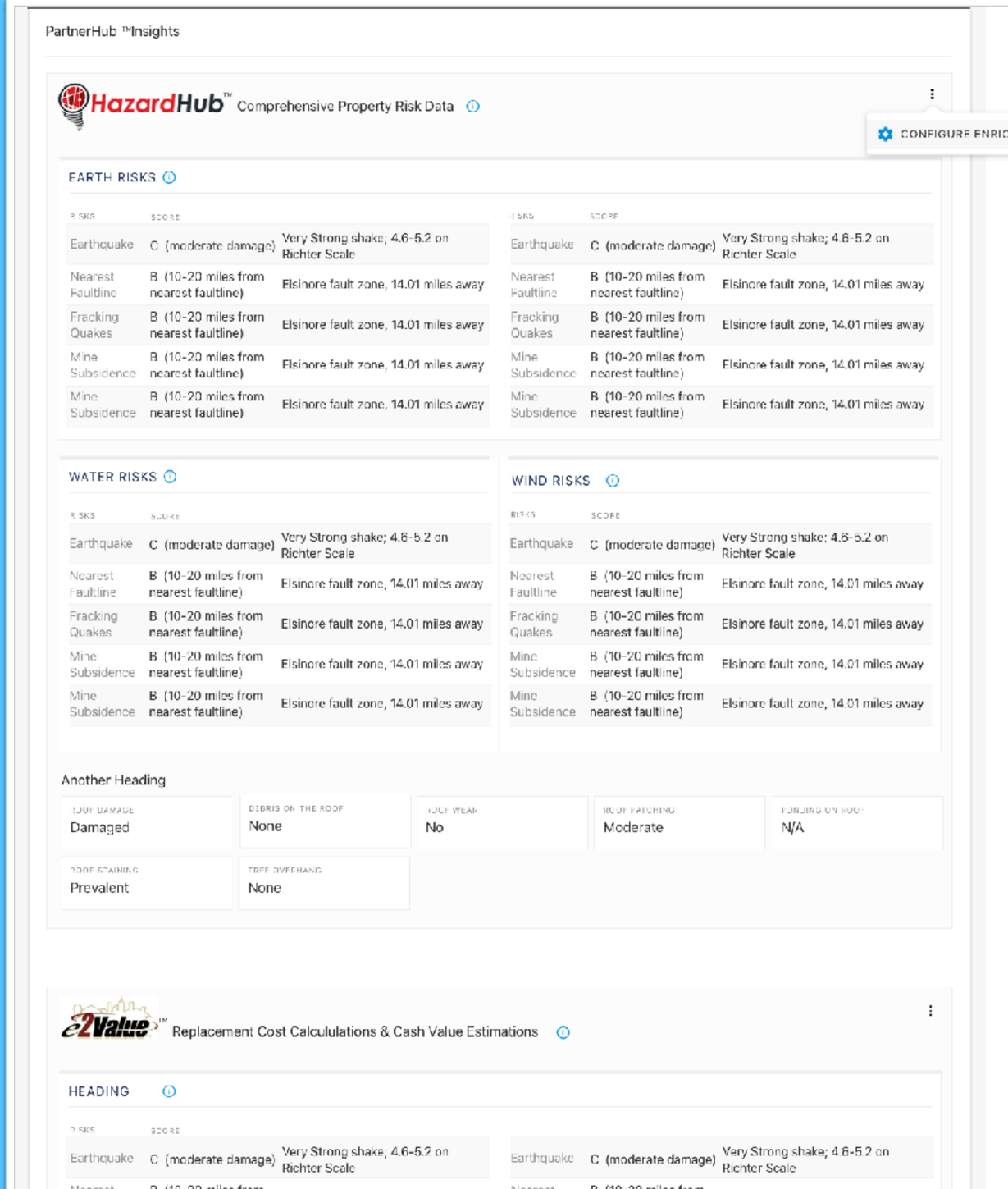
- Critical risk information contained within Spotlights is now included in exportable property profiles, which are the primary way that Betterview information is shared amongst underwriters and their clients
- The urgent need to export Spotlight data was resolved with this improvement, unblocking thousands of underwriters that needed Spotlight, information to complete the internal case-work necessary to complete the contract process with their clients
- More granular data visualization provided by the new data layers within Spotlights provides a more comprehensive profile of each property and each building within the property that is included within the insurance premium for that client

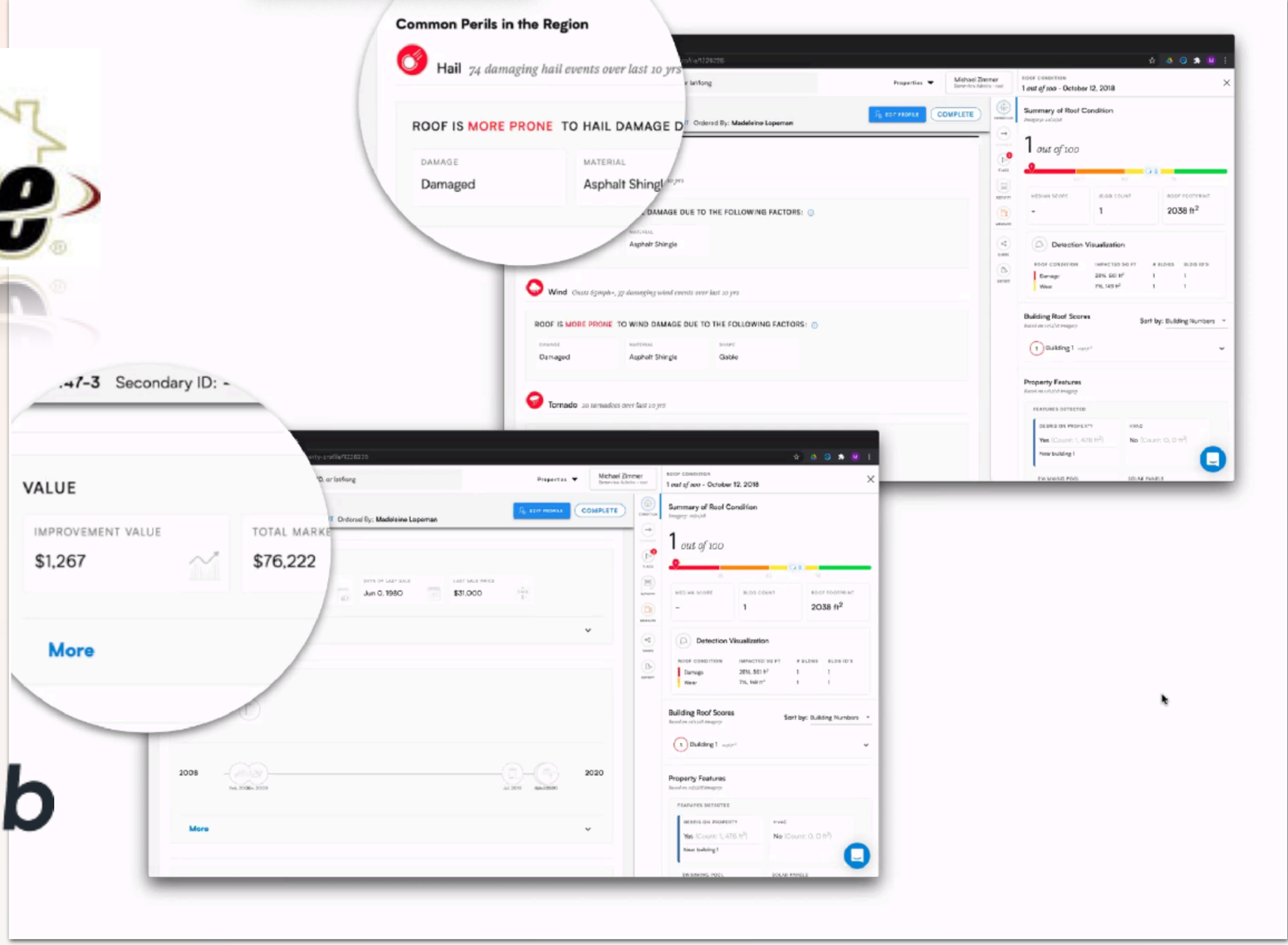
CASE STUDIES

Adding Value to the Betterview Experience With PartnerHub

The Market's Top Risk Assessment APIs, At Your Fingertips

After a windfall of awesome new vendor partnerships with risk management services like HazardHub, e2Value, and Buildzoom — Betterview added massive value to their platform by creating **PartnerHub**, a new part of both the Betterview interface and product offerings

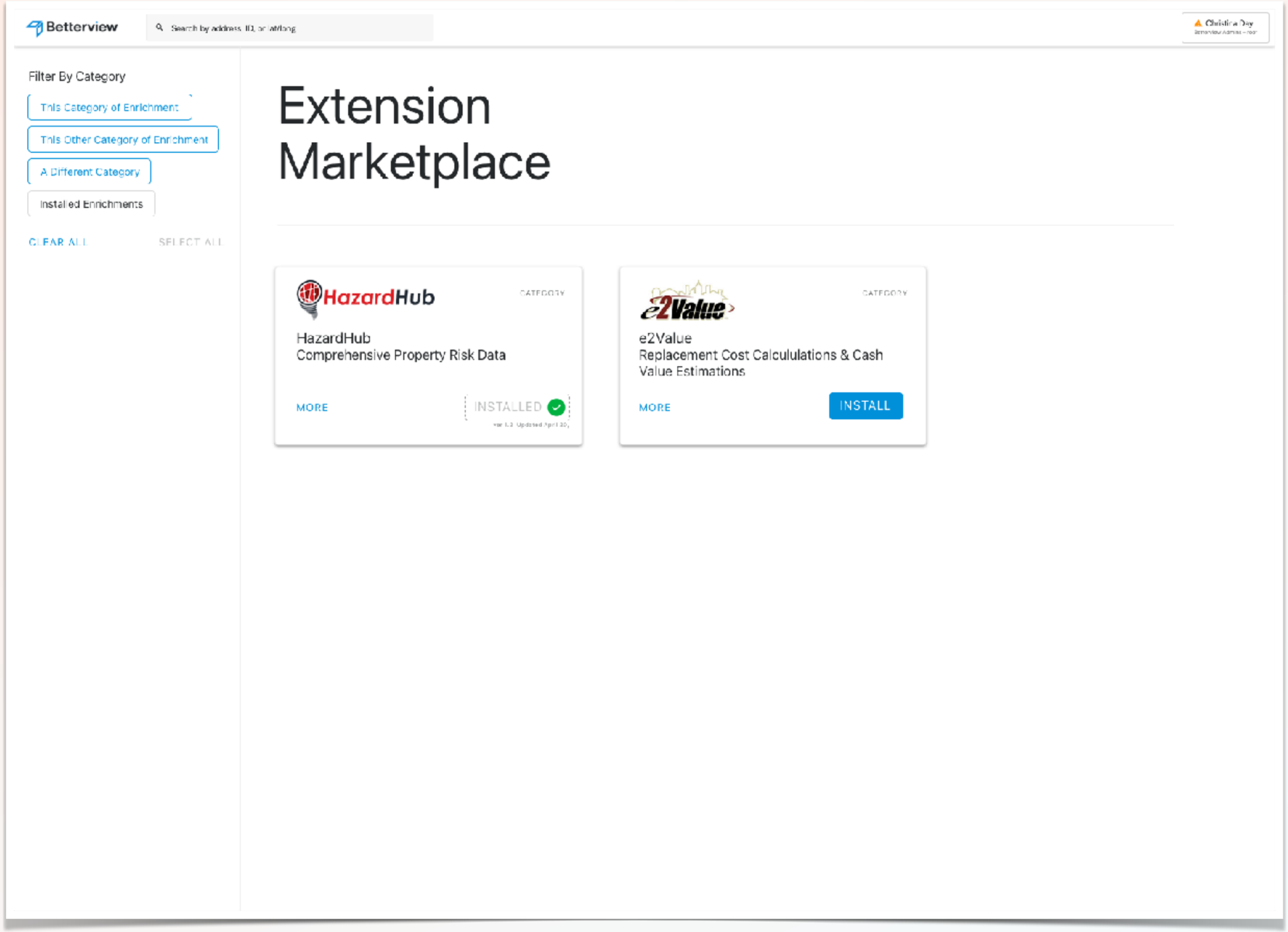


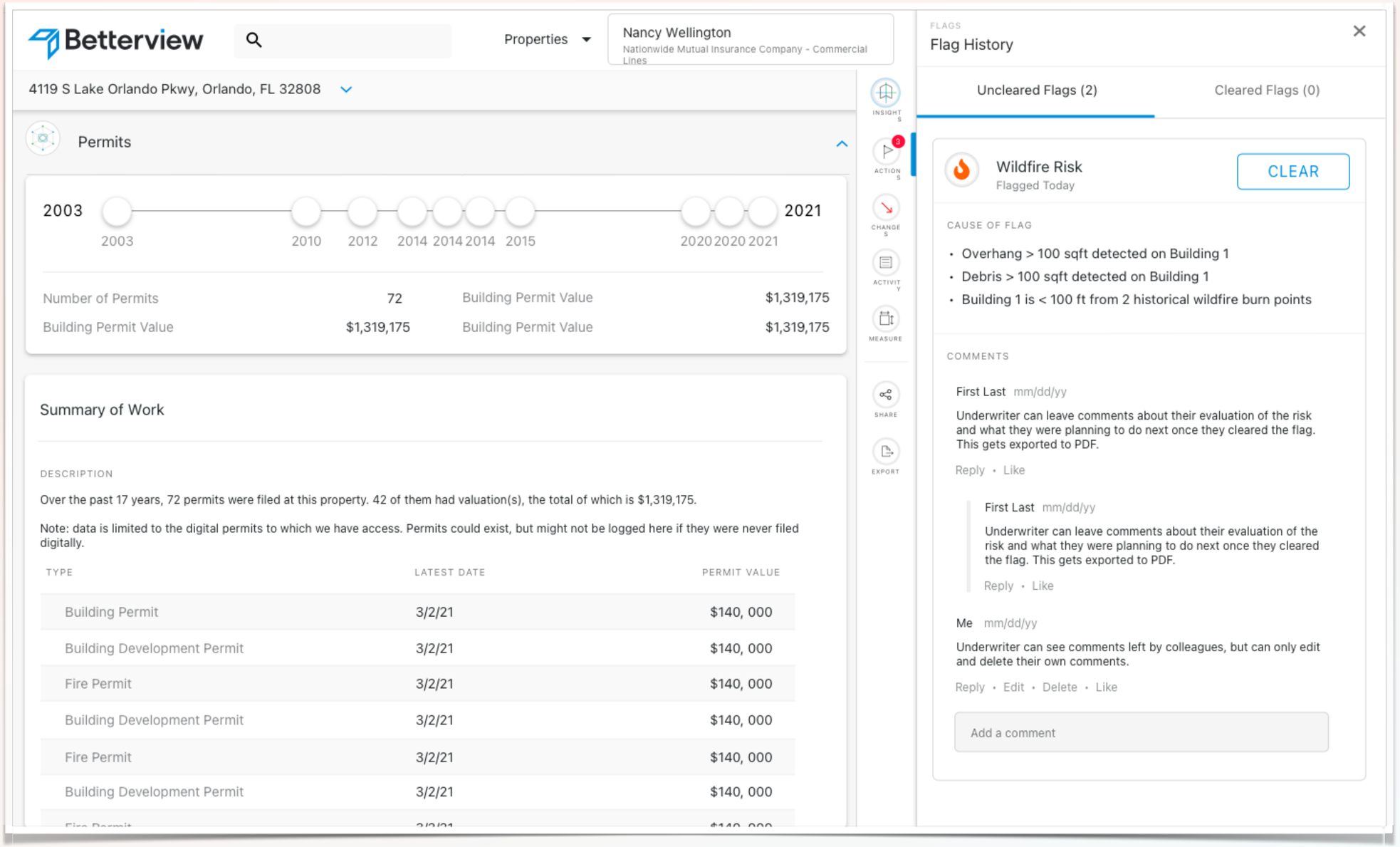


buildzoom

HazardHub

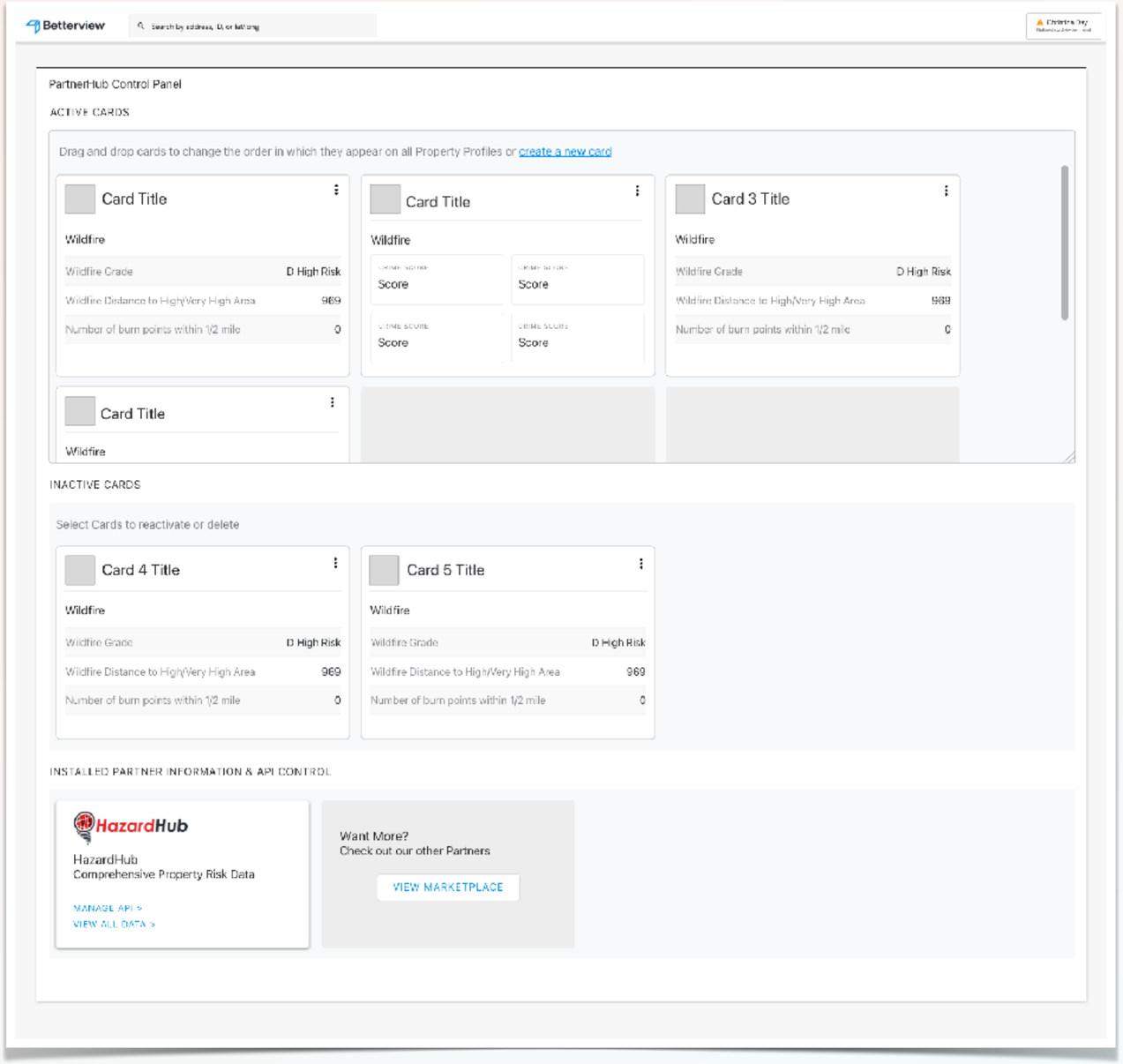
Third-party integrations like HazardHub, build zoom, and e2Value are incorporated into the Betterview Dashboard via API, resulting in seamless risk and peril data-points displayed on each property profile and in some cases, they can even be incorporated into the overall property risk-score.

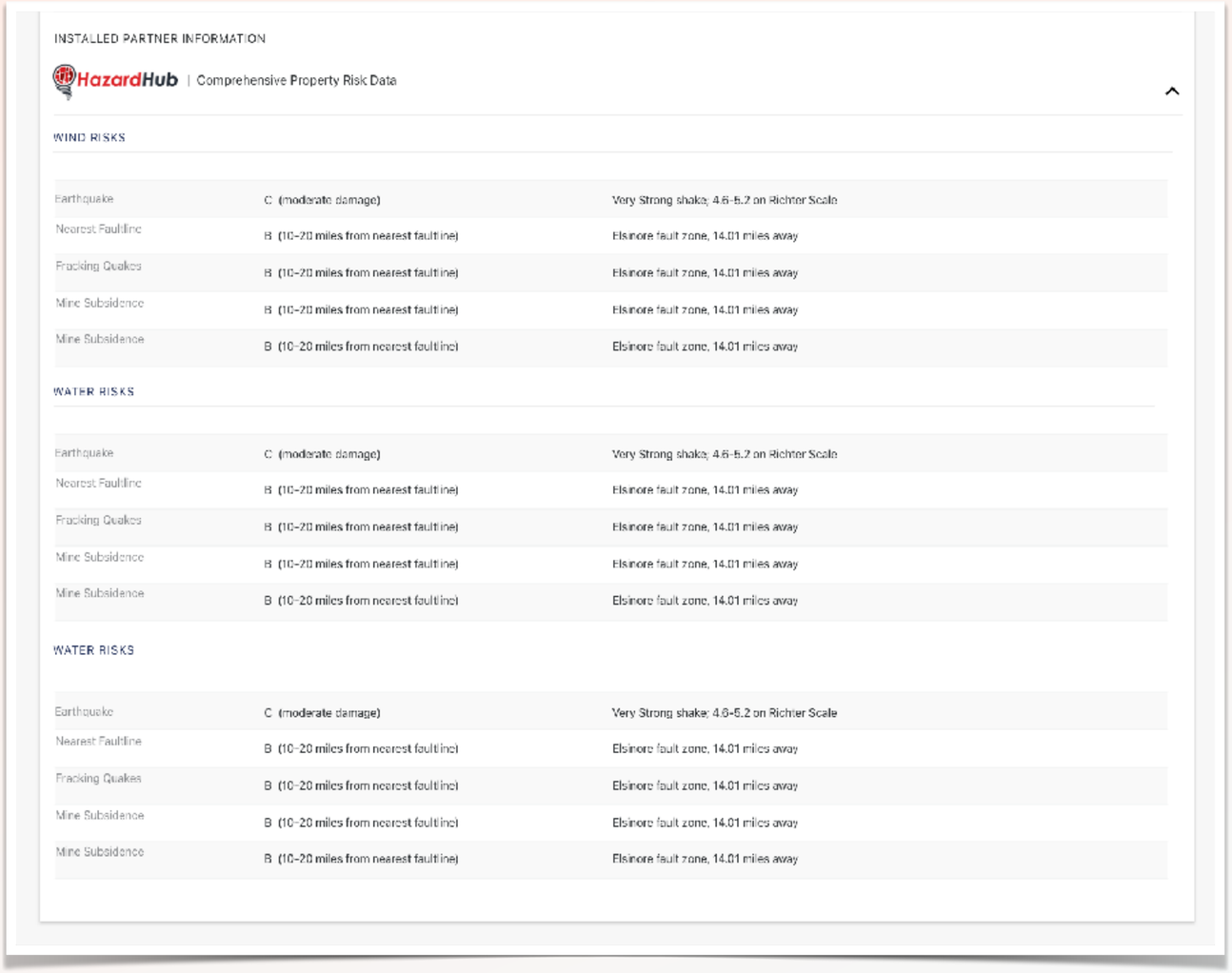

Betterview
Search by address, ID, or attribute
Christine Day
Filter By Category
This Category of Enrichment
This Other Category of Enrichment
A Different Category
Installed Enrichments
CLEAR ALL
SELECT ALL
Extension Marketplace
HazardHub
CATEGORY
HazardHub
Comprehensive Property Risk Data
MORE
INSTALLED
e2Value
CATEGORY
e2Value
Replacement Cost Calcululations & Cash Value Estimations
MORE
INSTALL



Important Permit History information can now be included on each Property Profile

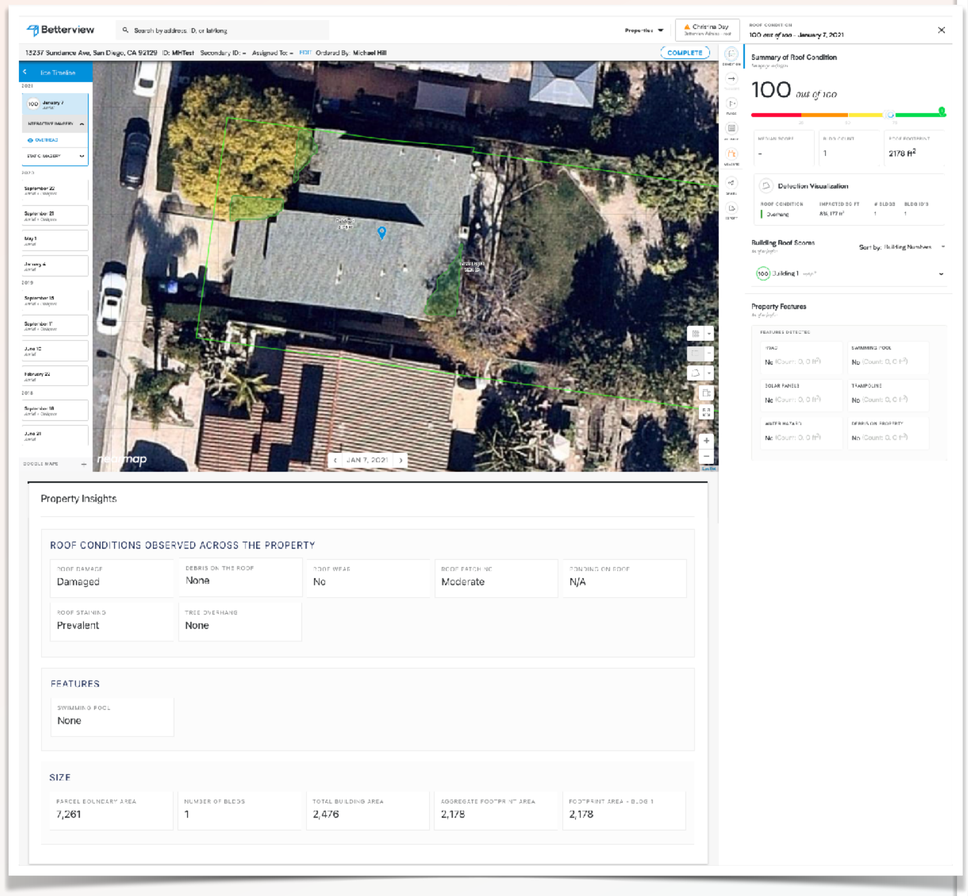
The PartnerHub Control Panel lets administrators group and manage which datapoints appear on their property profiles, which are included in exported reports, and which are hidden on certain profiles conditionally.

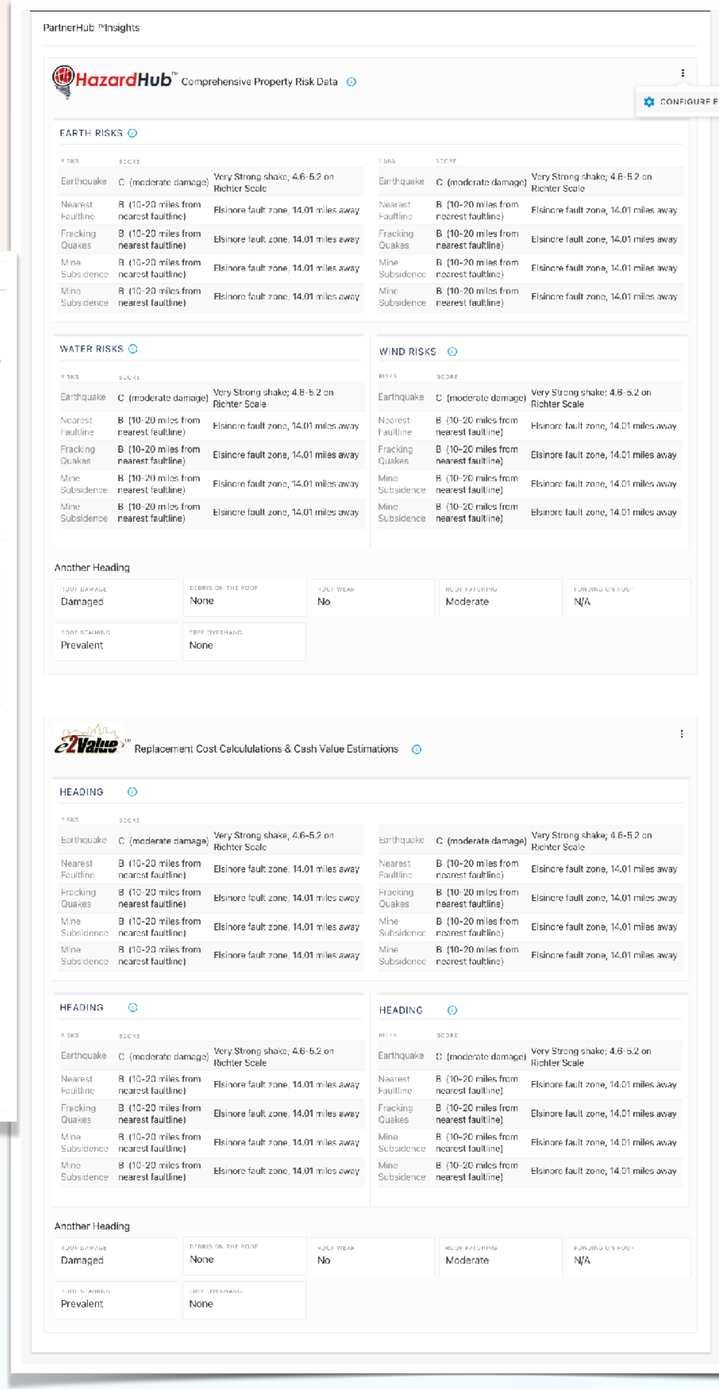




Inactive datapoints are displayed in the PartnerHub Control Panel as well, where admins can choose to reactivate or edit their parameters

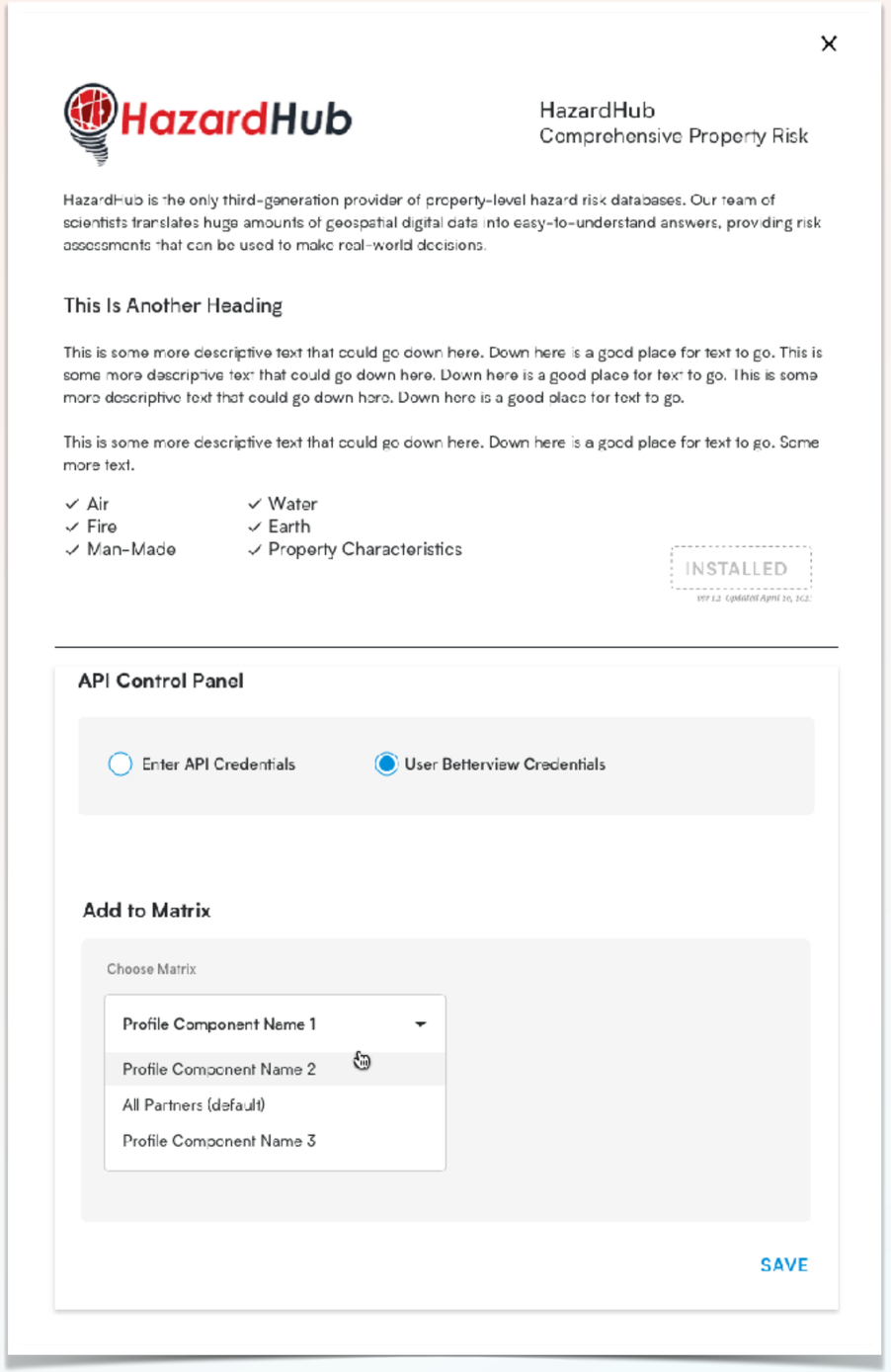
The Betterview Dashboard property profile with third party datapoints included





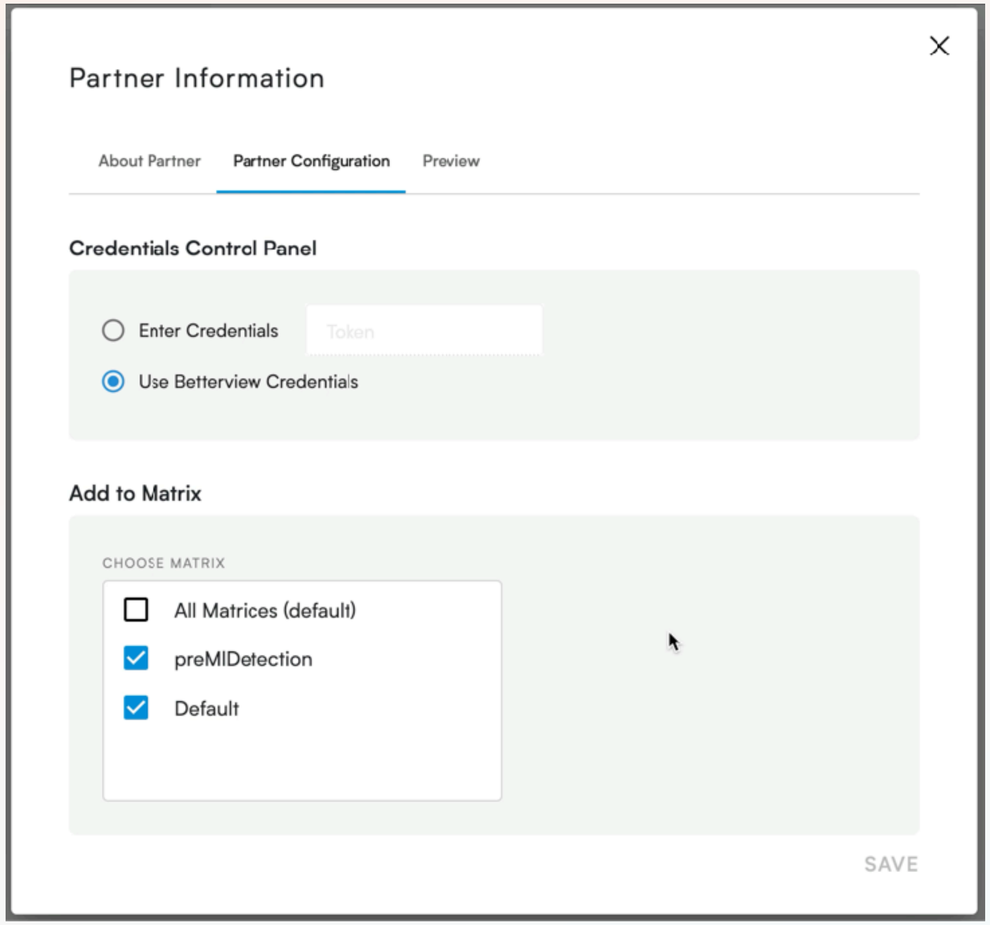
Deep Configuration Equals Deep Value for Underwriters

While a handful of essential PartnerHub data vendors are included by default with the new Betterview experience, underwriters are also invited to customize their property profiles with datapoints and crucial imagery.

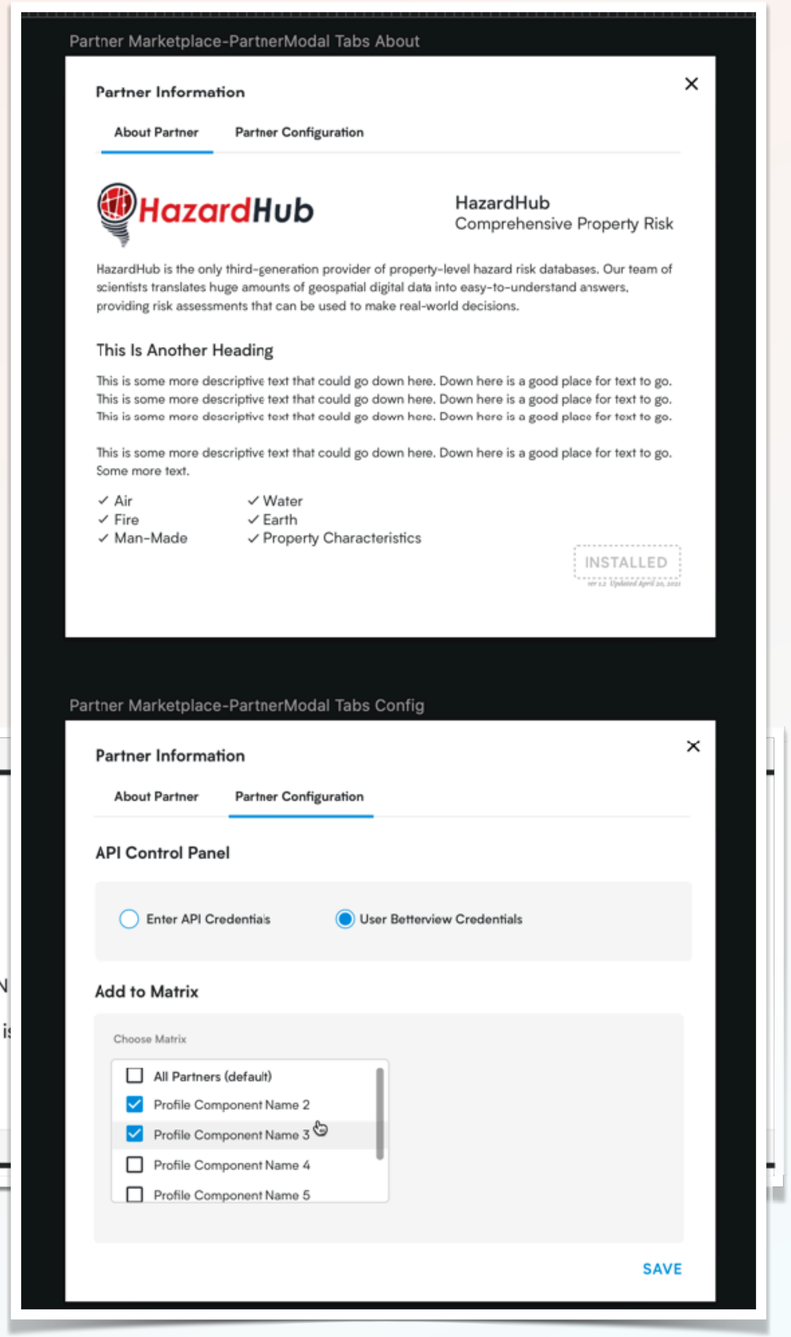


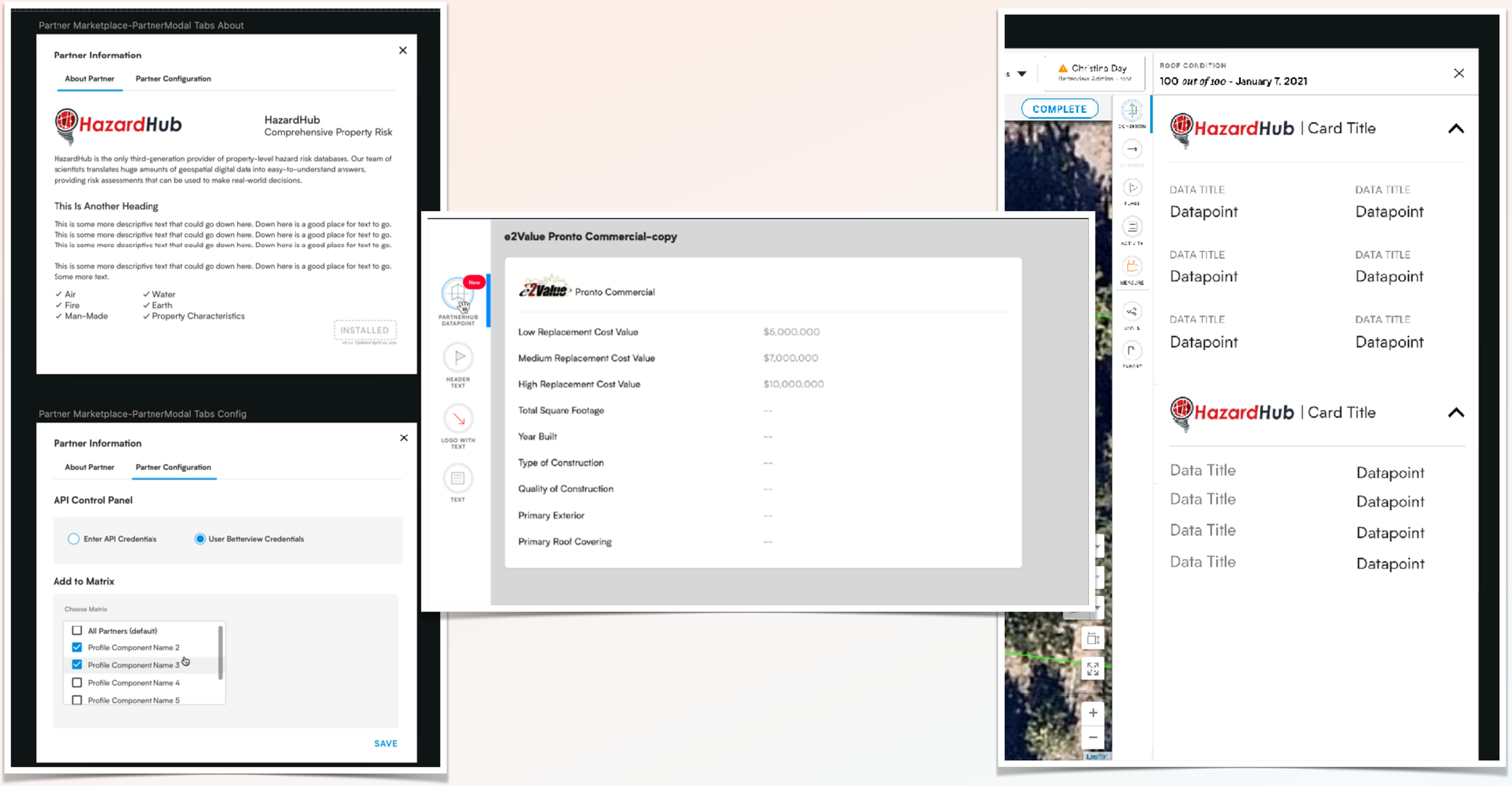
Deep Configuration Equals Deep Value for Underwriters

API credentials no longer have to go through a Betterview administrator, and by choosing to expose all available partner datapoints in an easy-to-use workflow, insurance agents can custom-tailor the profile of each property they are managing or prospectively evaluating. This is part of the white-glove approach that Betterview affords to underwriters.

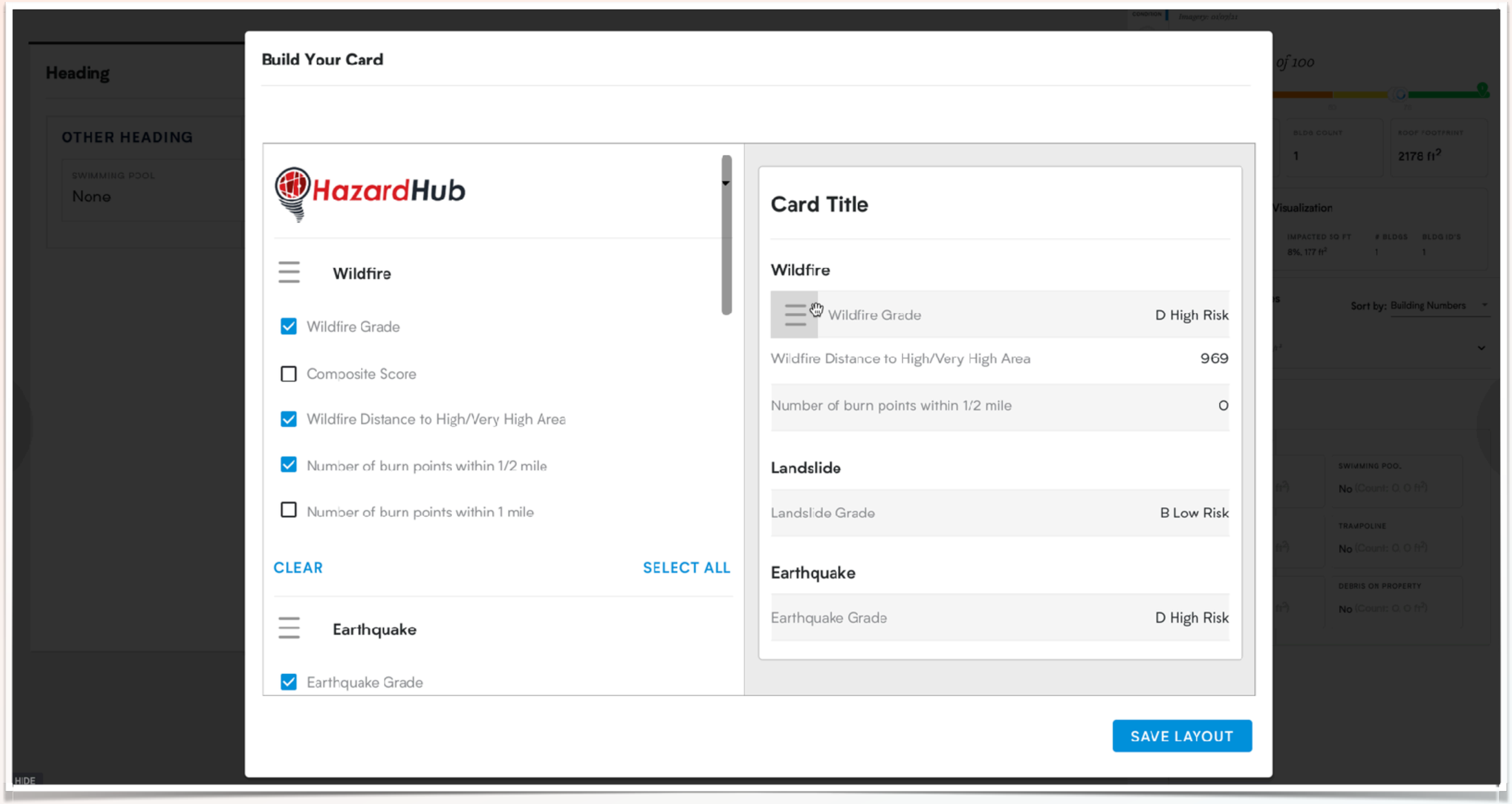


Part of the onboarding flow for PartnerHub includes a portal for user administrators to add their own custom 3rd party data integrations through our API Access workflow

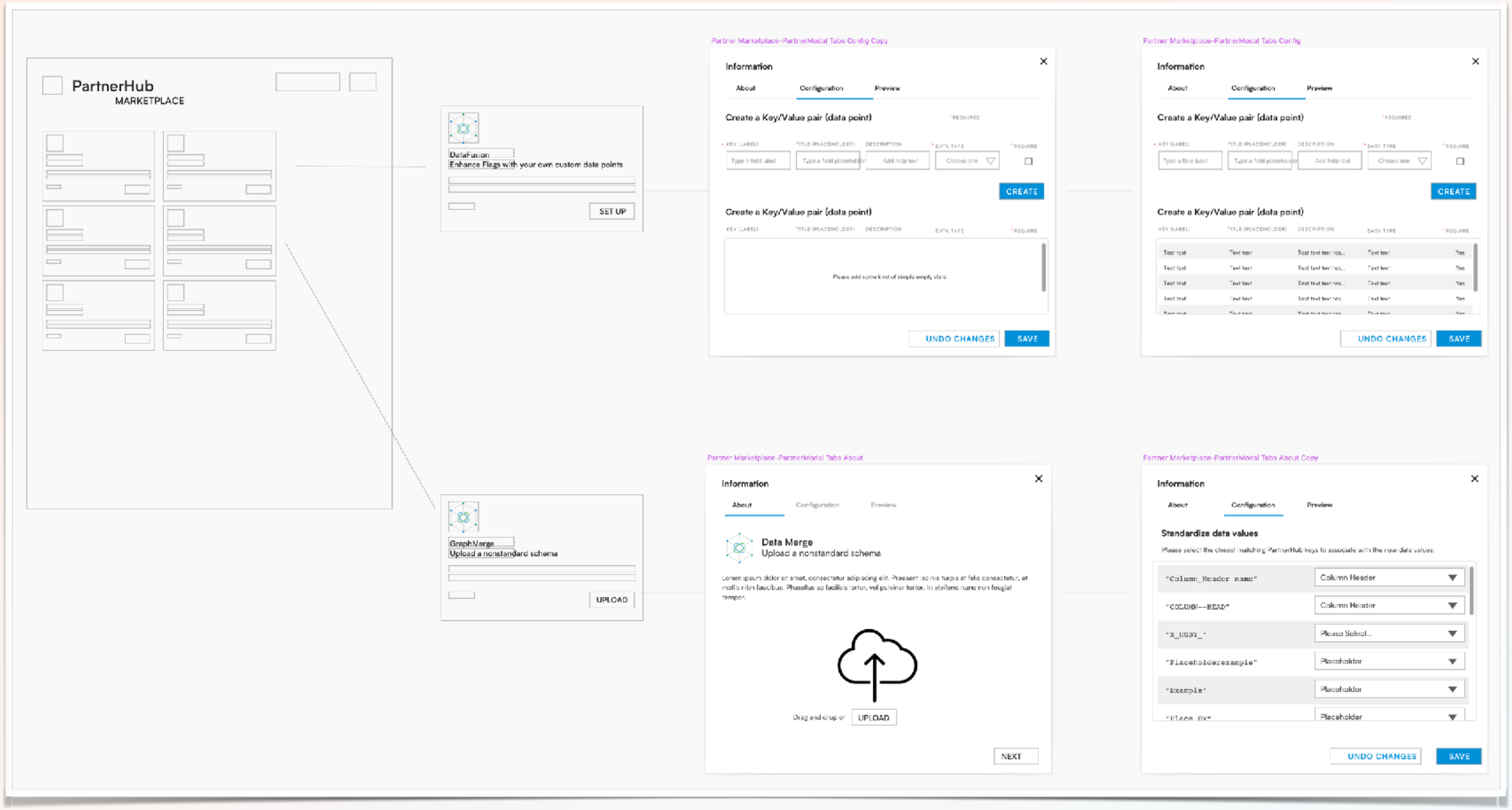




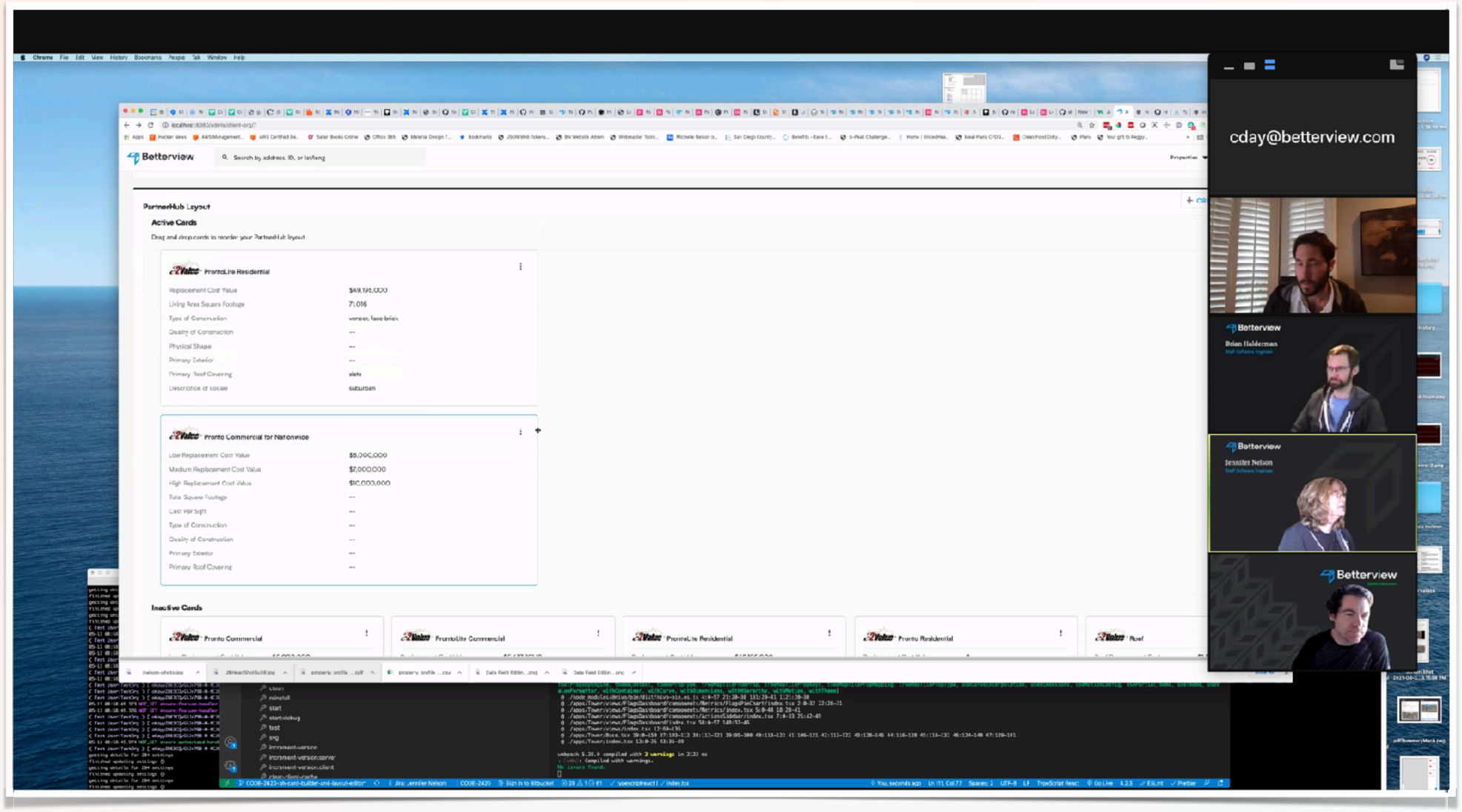
Designing more of the crucial interface details for PartnerHub, including where it can be accessed via the Betterview Dashboard



Some of the nuanced interactions that became a part of the PartnerHub experience and eventually the Customizable Interface experience as a whole

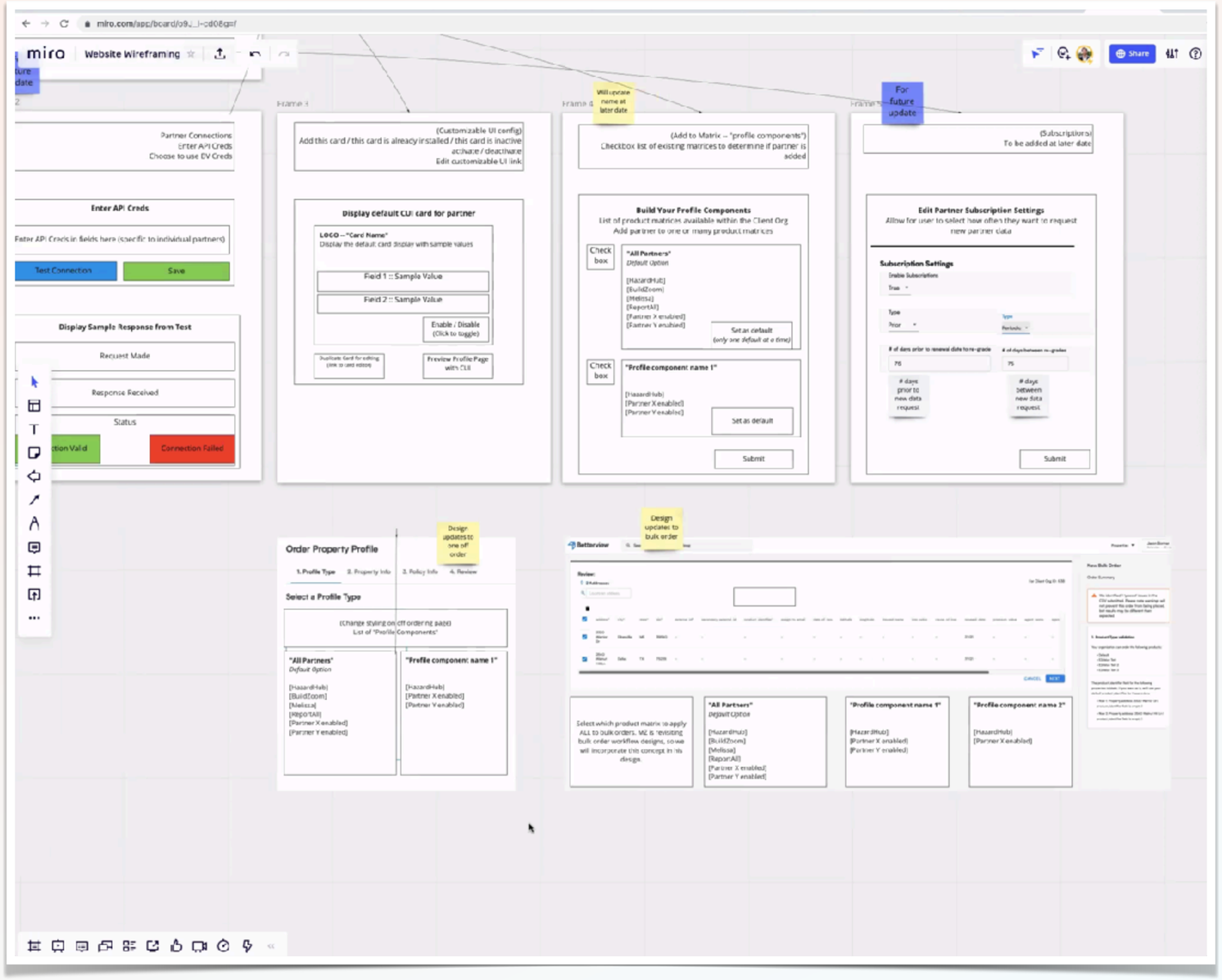


Defining key elements of the PartnerHub onboarding workflow in Sketch



My lead project engineer and I presenting a live view of the PartnerHub Customizable Interface elements to the team after collaborating with engineering to make this feature a reality

Here we are using Miro, a great wire-framing tool for communicating with other stakeholders to define each element involved in building the PartnerHub onboarding workflow, as well as building out the control center where PH subscriptions can be updated after onboarding.

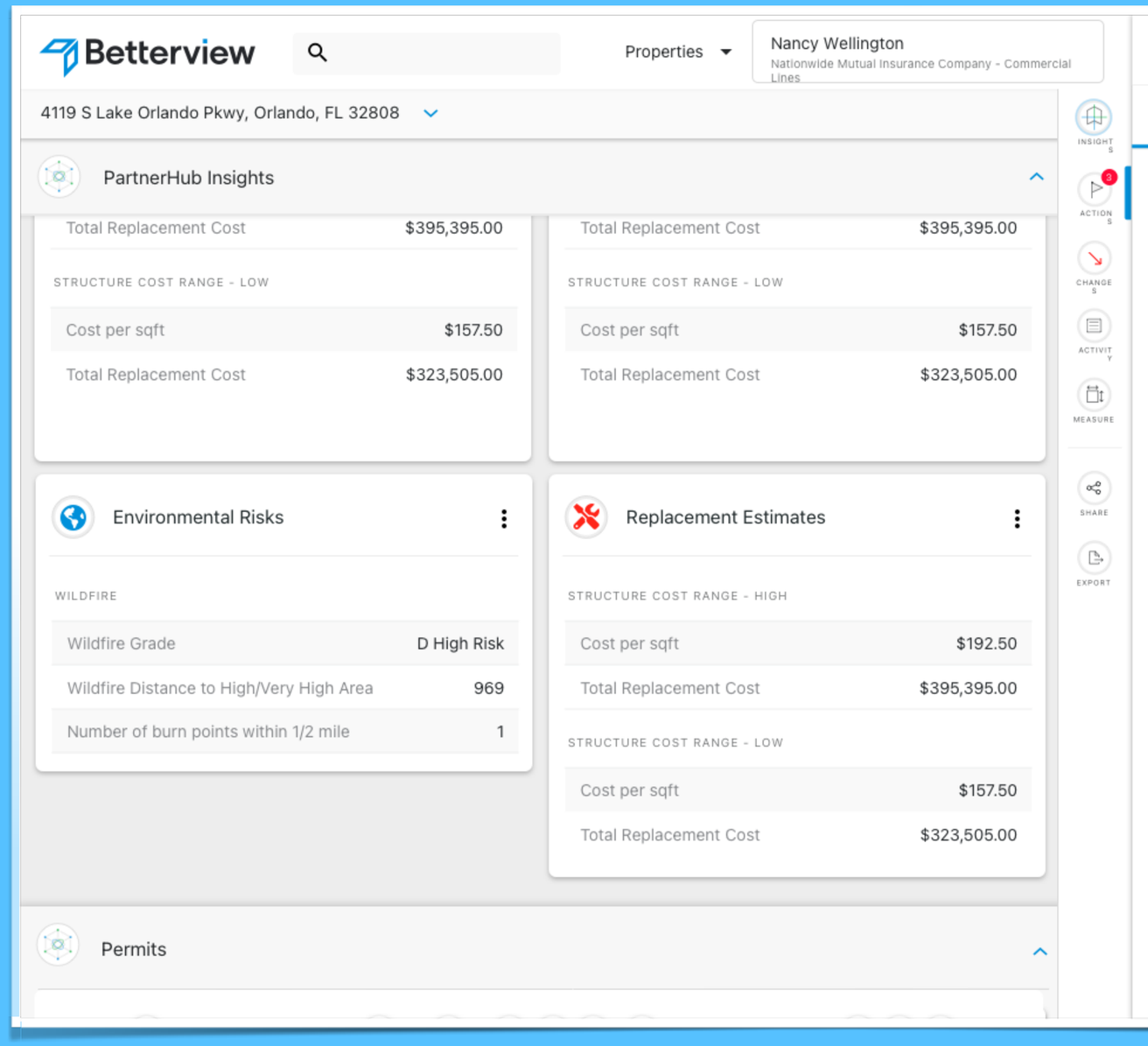


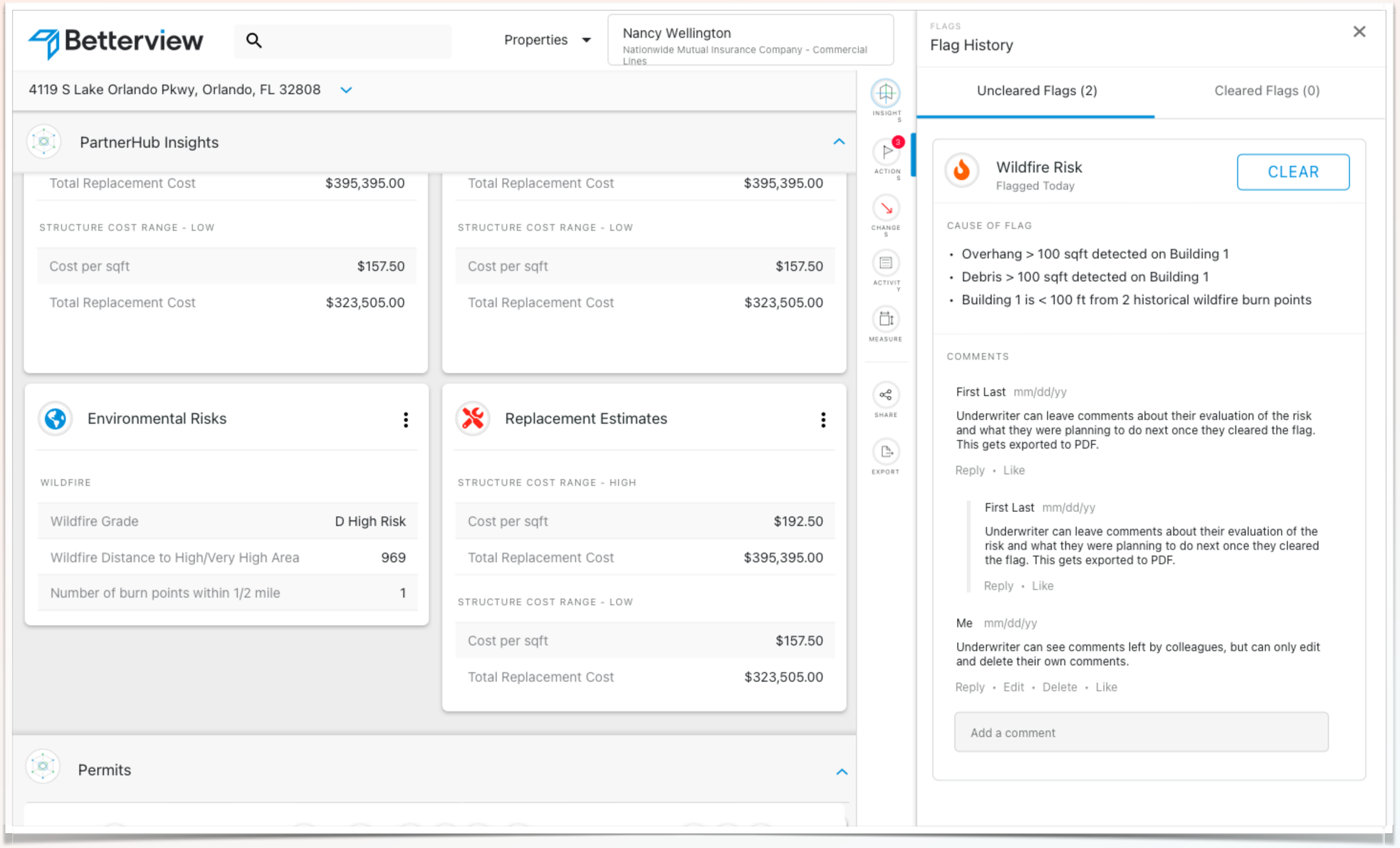
CASE STUDIES

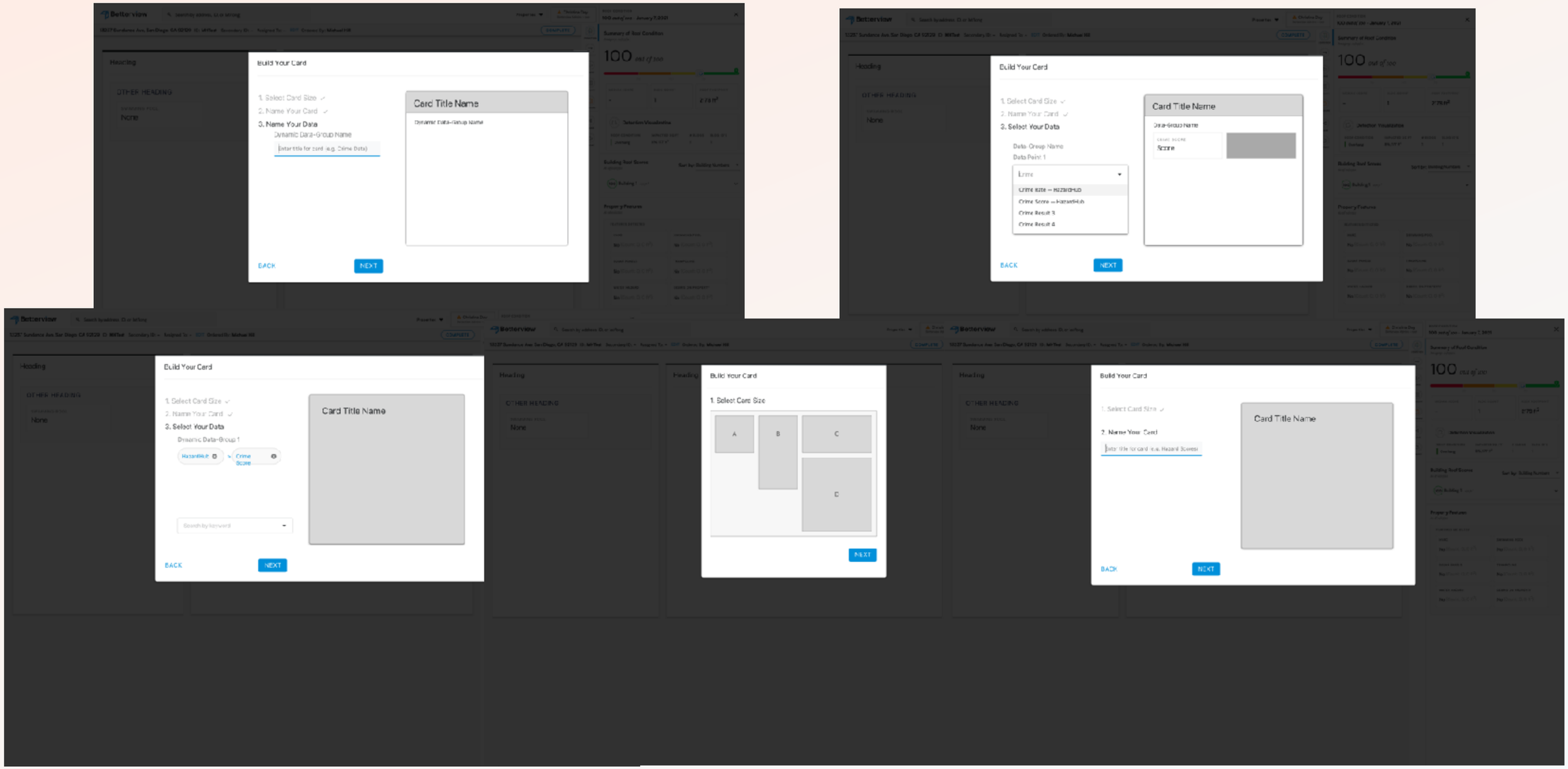
A Brand New Betterview Dashboard: a Modular, Customizable User Interface

A Customizable Interface for Customizable Reporting

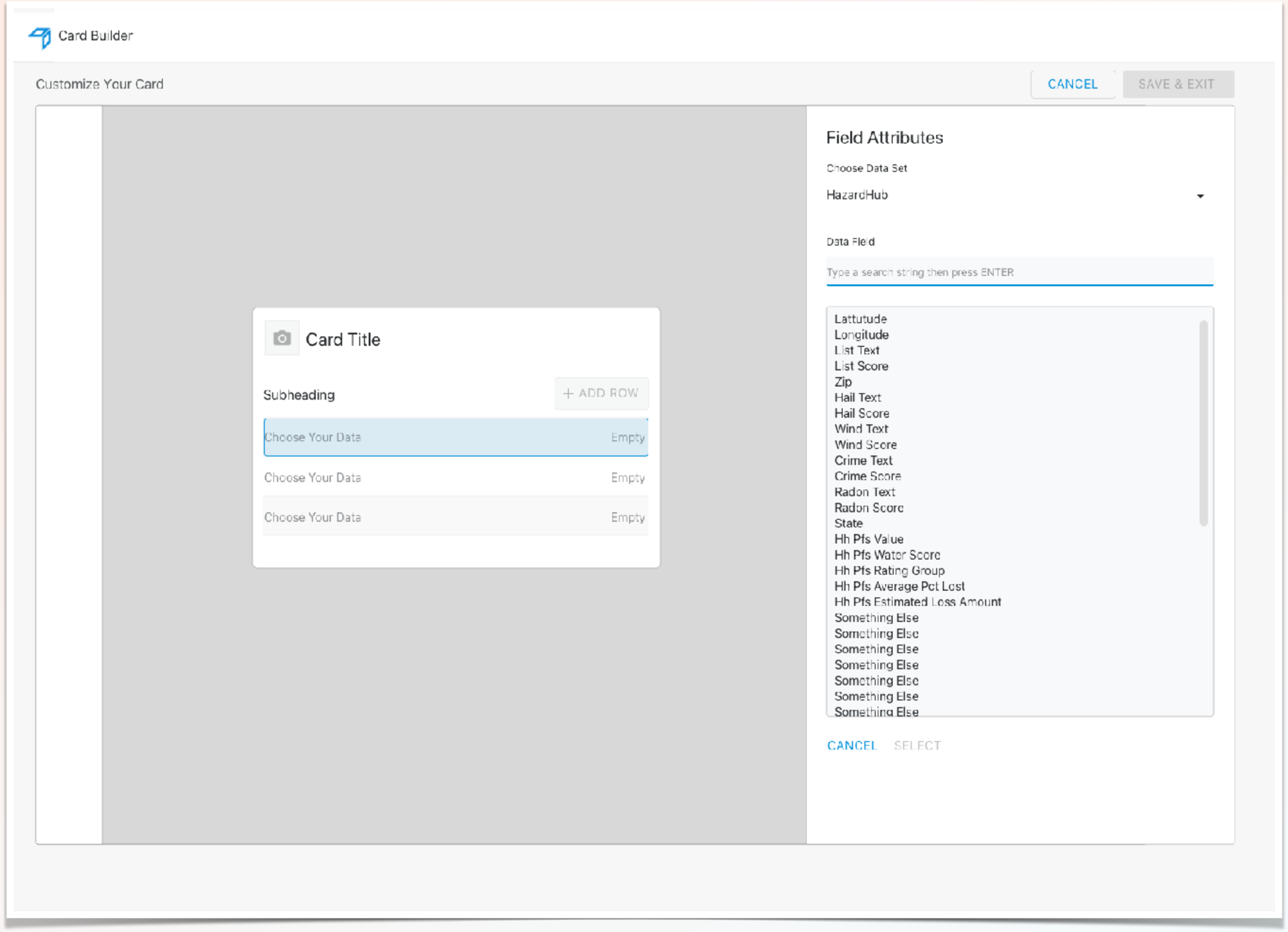
Once we had improved the exportable reporting experience for the Spotlights product, we saw a need for the ability to customize the data included in each property profile.

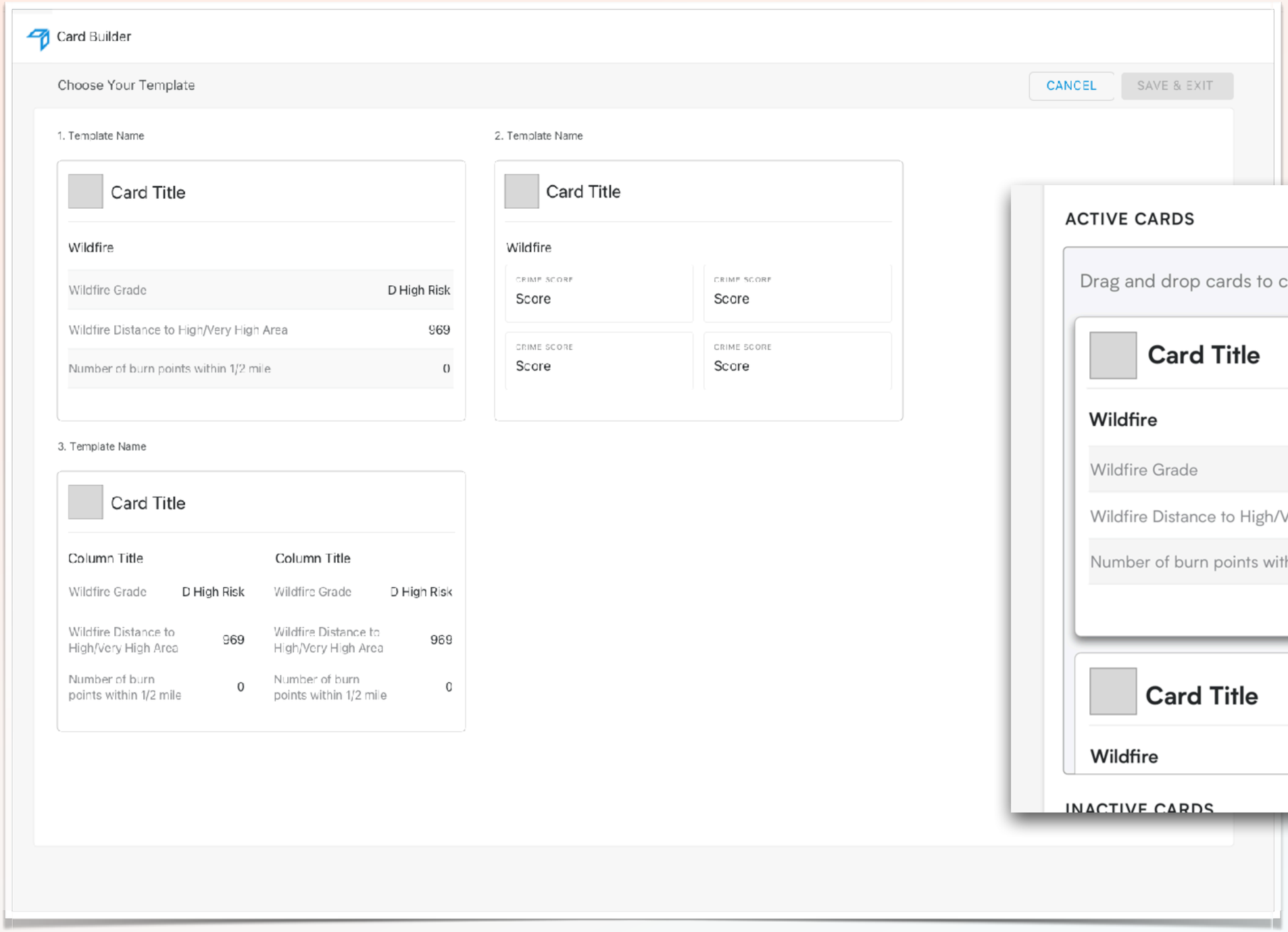


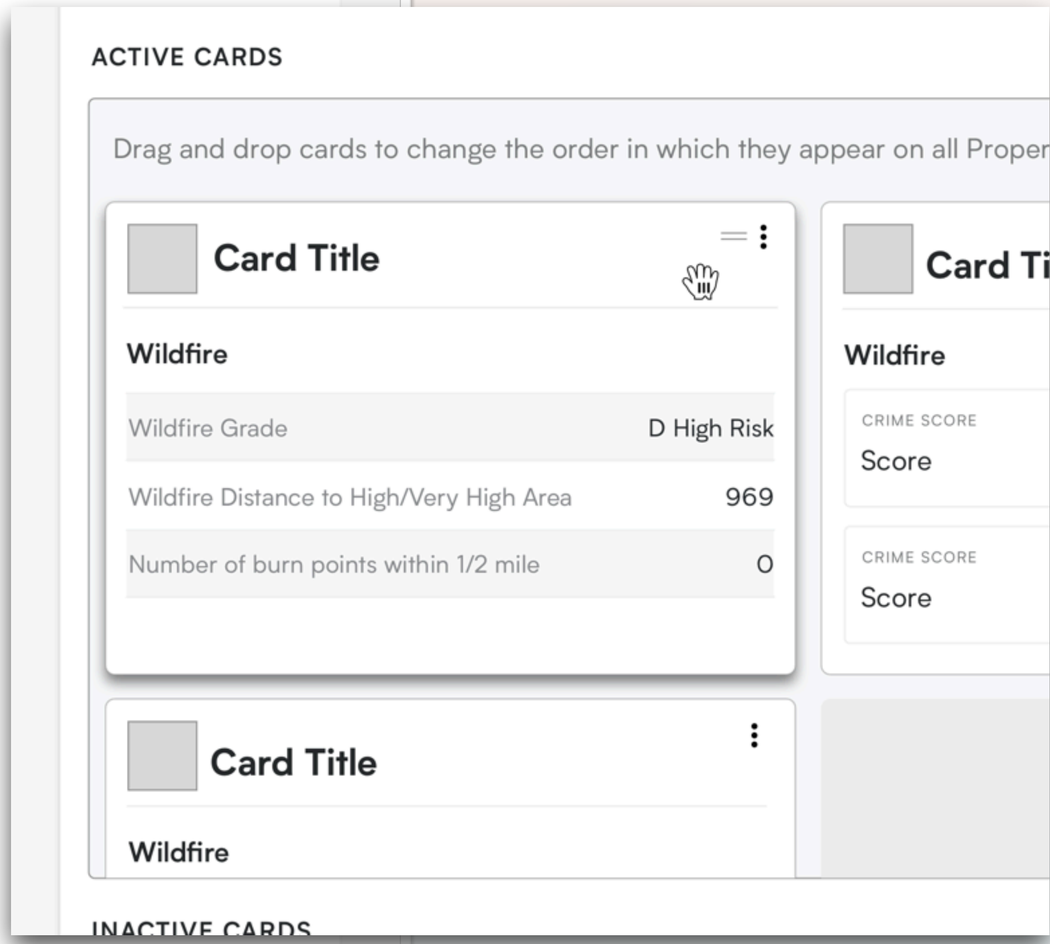

Betterview
Properties
Nancy Wellington
Nationwide Mutual Insurance Company - Commercial Lines
4119 S Lake Orlando Pkwy, Orlando, FL 32808
PartnerHub Insights
Total Replacement Cost $395,395.00
STRUCTURE COST RANGE - LOW
Cost per sqft $157.50
Total Replacement Cost $323,505.00
Total Replacement Cost $395,395.00
STRUCTURE COST RANGE - LOW
Cost per sqft $157.50
Total Replacement Cost $323,505.00
Environmental Risks
WILDFIRE
Wildfire Grade D High Risk
Wildfire Distance to High/Very High Area 969
Number of burn points within 1/2 mile 1
Replacement Estimates
STRUCTURE COST RANGE - HIGH
Cost per sqft $192.50
Total Replacement Cost $395,395.00
STRUCTURE COST RANGE - LOW
Cost per sqft $157.50
Total Replacement Cost $323,505.00
Permits
INSIGHTS
ACTIONS
CHANGES
ACTIVITY
MEASURE
SHARE
EXPORT
FLAGS
Flag History
Uncleared Flags (2)
Cleared Flags (0)
Wildfire Risk
Flagged Today
CLEAR
CAUSE OF FLAG
Overhang > 100 sqft detected on Building 1
Debris > 100 sqft detected on Building 1
Building 1 is < 100 ft from 2 historical wildfire burn points
COMMENTS
First Last mm/dd/yy
Underwriter can leave comments about their evaluation of the risk and what they were planning to do next once they cleared the flag. This gets exported to PDF.
Reply • Like
First Last mm/dd/yy
Underwriter can leave comments about their evaluation of the risk and what they were planning to do next once they cleared the flag. This gets exported to PDF.
Reply • Like
Me mm/dd/yy
Underwriter can see comments left by colleagues, but can only edit and delete their own comments.
Reply • Edit • Delete • Like
Add a comment



Part of the onboarding flow for PartnerHub includes a portal for user administrators to add their own custom 3rd party data integrations through our API Access workflow

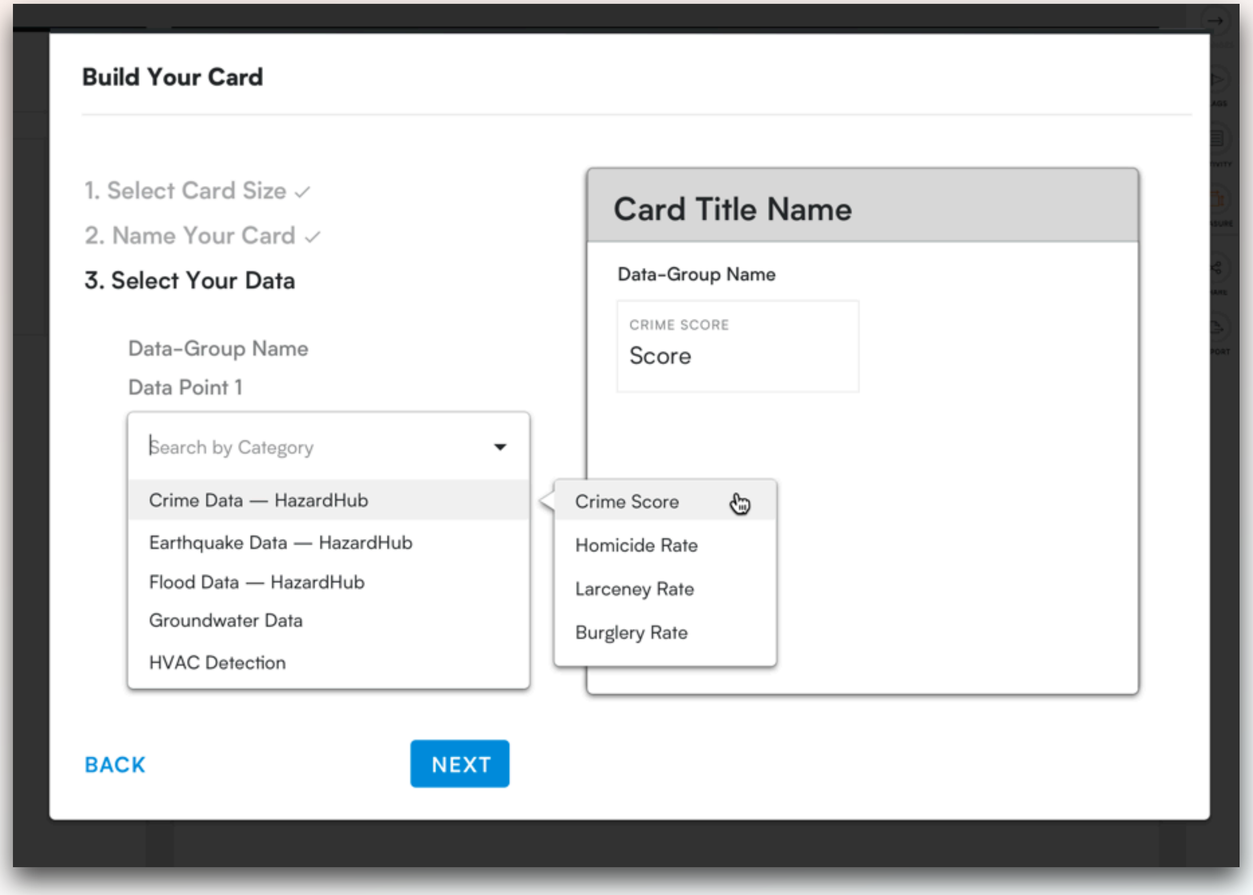

Card Builder
Customize Your Card
CANCEL
SAVE & EXIT
Card Title
Subheading
+ ADD ROW
Choose Your Data
Empty
Choose Your Data
Empty
Choose Your Data
Empty
Field Attributes
Choose Data Set
HazardHub
Data Field
Type a search string then press ENTER
Lattutude
Longitude
List Text
List Score
Zip
Hail Text
Hail Score
Wind Text
Wind Score
Crime Text
Crime Score
Radon Text
Radon Score
State
Hh Pfs Value
Hh Pfs Water Score
Hh Pfs Rating Group
Hh Pfs Average Pct Lost
Hh Pfs Estimated Loss Amount
Something Else
Something Else
Something Else
Something Else
Something Else
Something Else
Something Else
CANCEL
SELECT

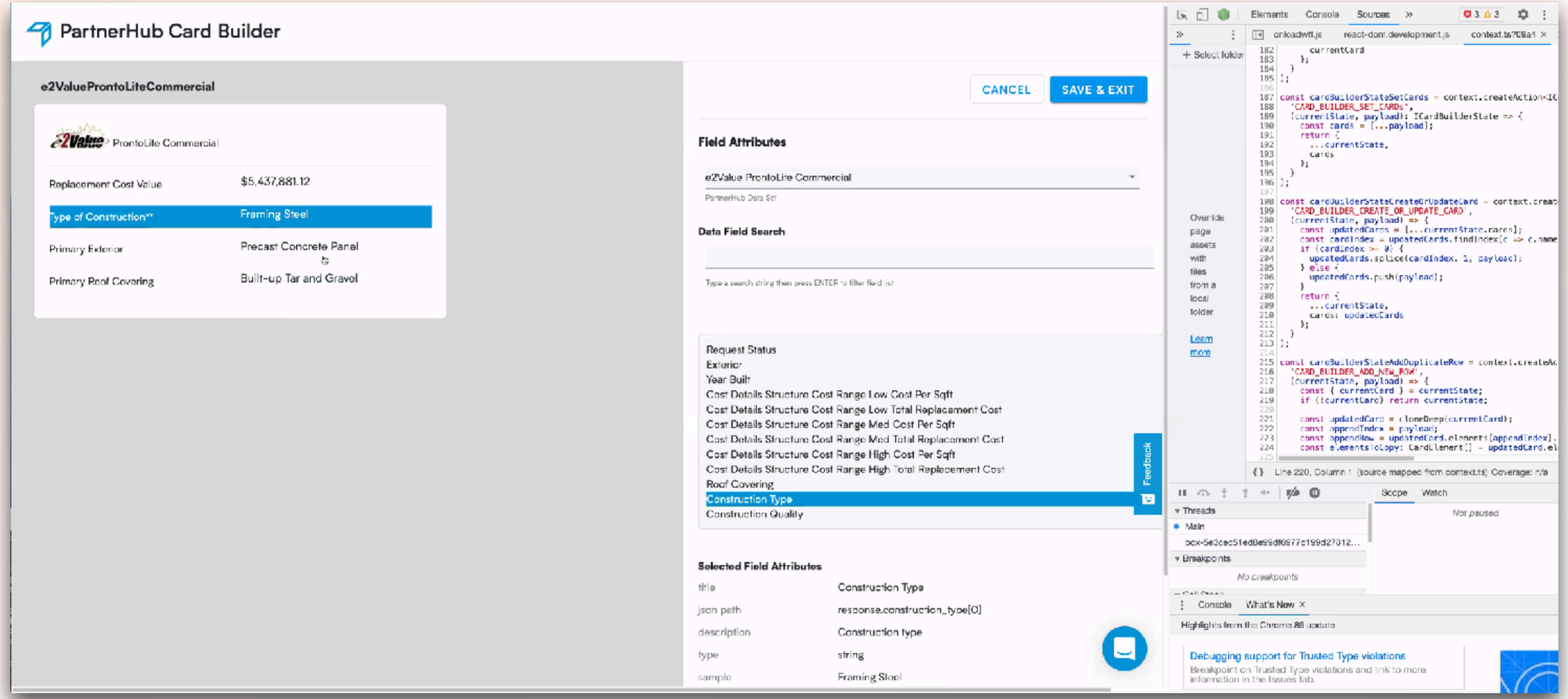

Card Builder
Choose Your Template
CANCEL
SAVE & EXIT
1. Template Name
Card Title
Wildfire
Wildfire Grade
D High Risk
Wildfire Distance to High/Very High Area
969
Number of burn points within 1/2 mile
0
2. Template Name
Card Title
Wildfire
CRIME SCORE
Score
CRIME SCORE
Score
CRIME SCORE
Score
CRIME SCORE
Score
3. Template Name
Card Title
Column Title
Wildfire Grade
D High Risk
Wildfire Distance to High/Very High Area
969
Number of burn points within 1/2 mile
0
Column Title
Wildfire Grade
D High Risk
Wildfire Distance to High/Very High Area
969
Number of burn points within 1/2 mile
0


ACTIVE CARDS
Drag and drop cards to change the order in which they appear on all Proper
Card Title
Wildfire
Wildfire Grade
D High Risk
Wildfire Distance to High/Very High Area
969
Number of burn points within 1/2 mile
0
Card Ti
Wildfire
CRIME SCORE
Score
CRIME SCORE
Score
Card Title
Wildfire
INACTIVE CARDS

Building Your Own Dashboard Components

With the ability to fully customize each datapoint being displayed, each property profile and associated risk score is guaranteed to be the most relevant to the context of that property and the needs of the underwriters' clients.



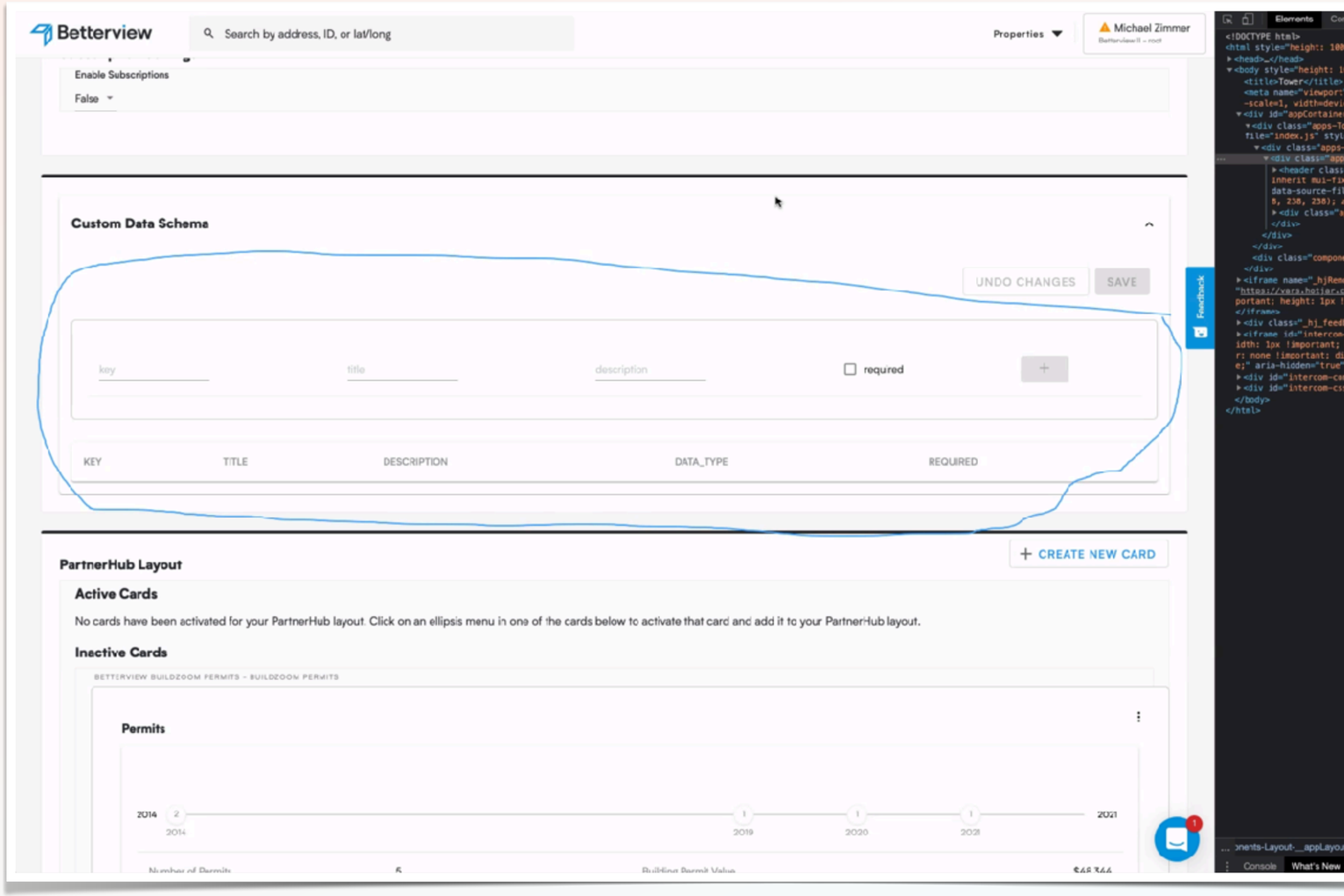


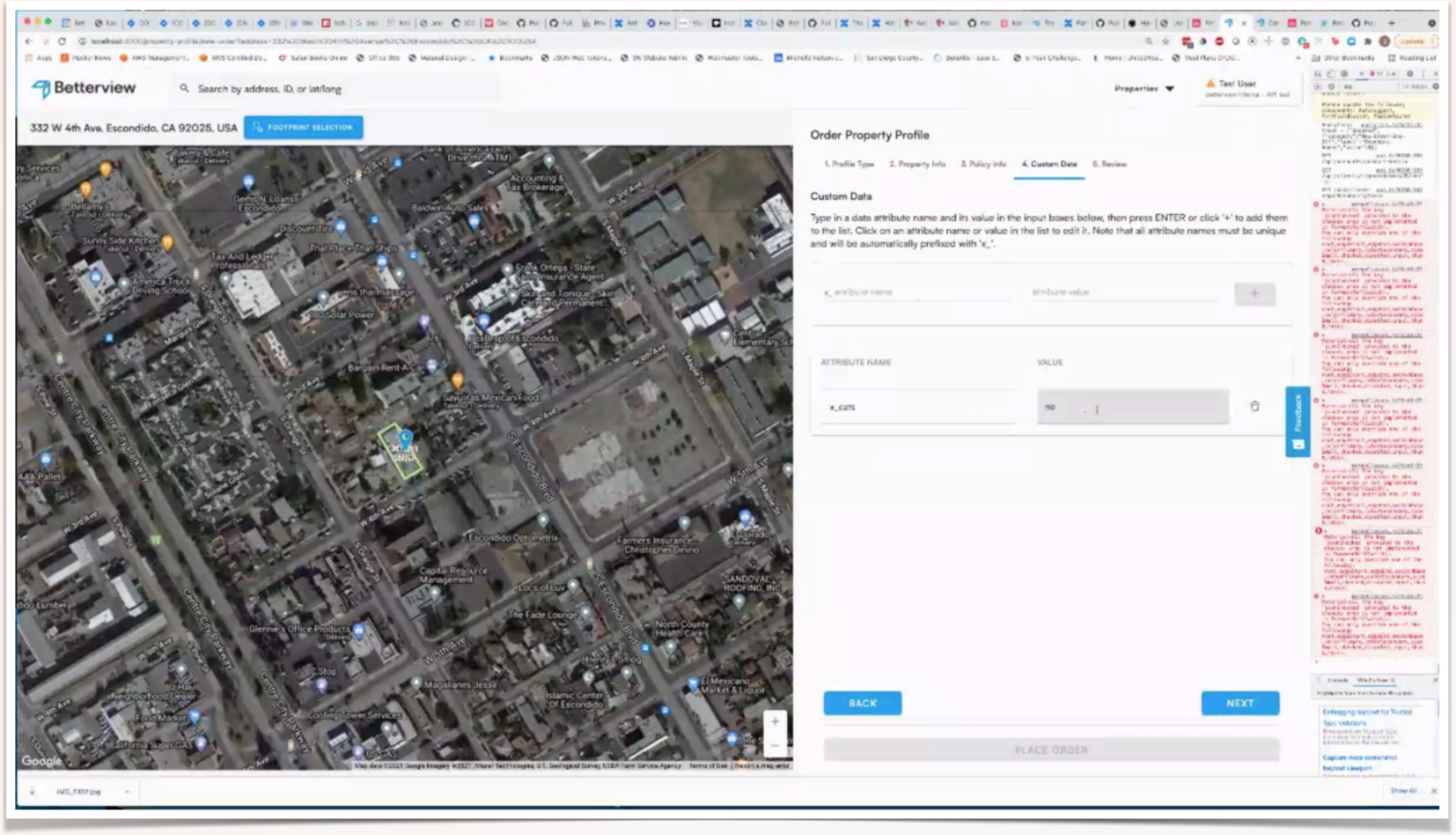
The ‘Card Building’ workflow

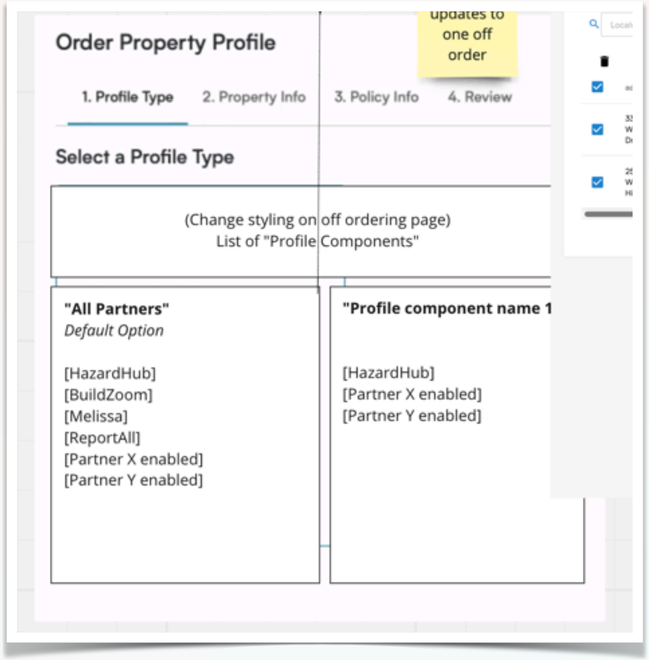
I worked with engineering to create a workflow that made the Custom Interface possible. Here we are using the Card Builder to create components featuring information from some of our critical data partners, one of the many options for the widget-style custom interface

The Power of Customer Uploaded Data

To complete the full custom experience, Betterview administrators can now upload their own third-party information and datapoints to be included in property scoring and risk assessment




Betterview
Search by address, ID, or lat/long
Properties
Test User
332 W 4th Ave, Escondido, CA 92025, USA
FOOTPRINT SELECTION
Order Property Profile
1. Profile Type
2. Property Info
3. Policy Info
4. Custom Data
5. Review
Custom Data
Type in a data attribute name and its value in the input boxes below, then press ENTER or click '+' to add them to the list. Click on an attribute name or value in the list to edit it. Note that all attribute names must be unique and will be automatically prefixed with 'x_'.
x_attribute name
attribute value
ATTRIBUTE NAME
VALUE
x_cats
no
Feedback
BACK
NEXT
PLACE ORDER

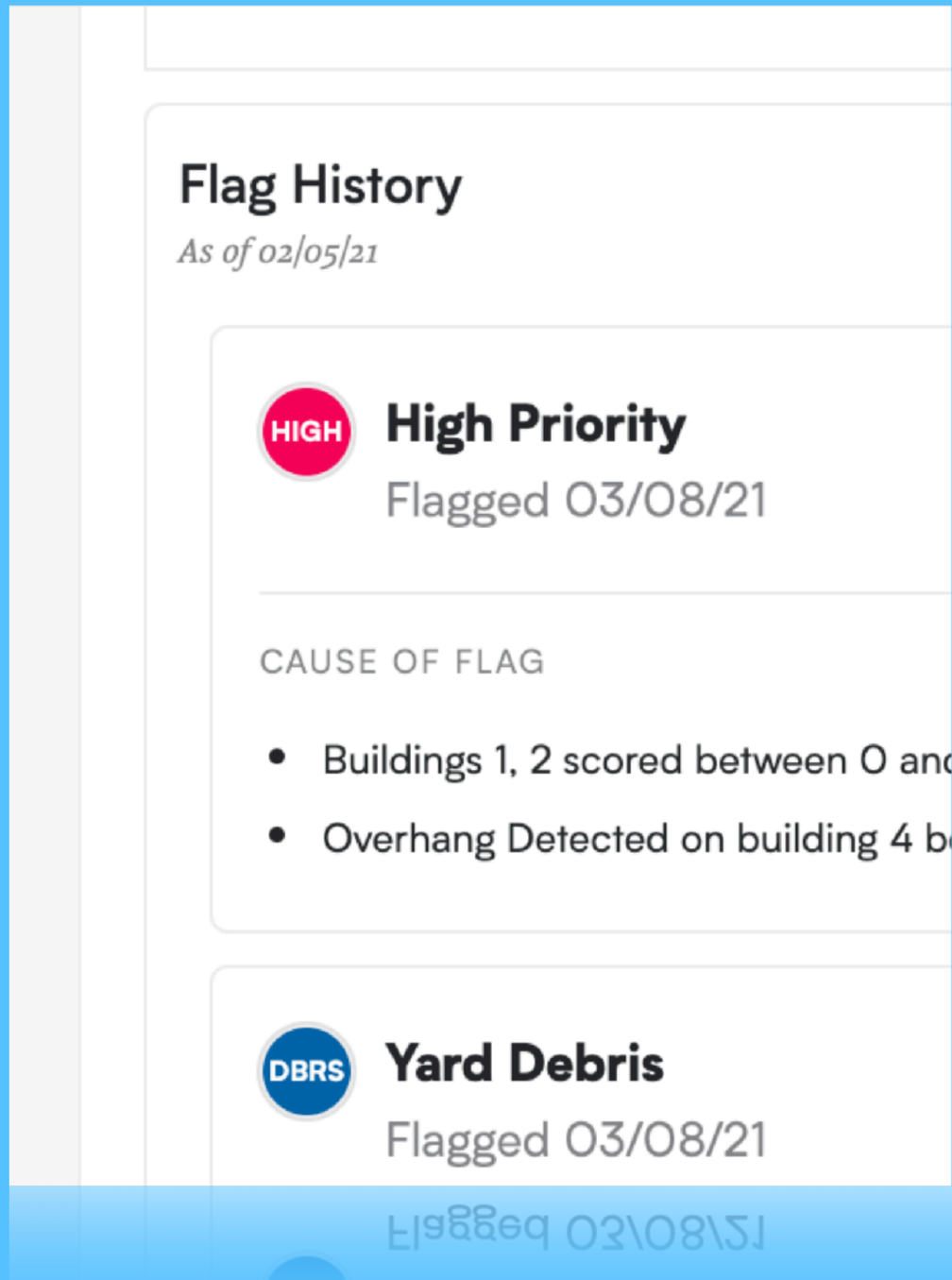

Order Property Profile
updates to one off order
1. Profile Type
2. Property Info
3. Policy Info
4. Review
Select a Profile Type
(Change styling on off ordering page)
List of "Profile Components"
"All Partners"
Default Option
[HazardHub]
[BuildZoom]
[Melissa]
[ReportAll]
[Partner X enabled]
[Partner Y enabled]
"Profile component name 1
[HazardHub]
[Partner X enabled]
[Partner Y enabled]

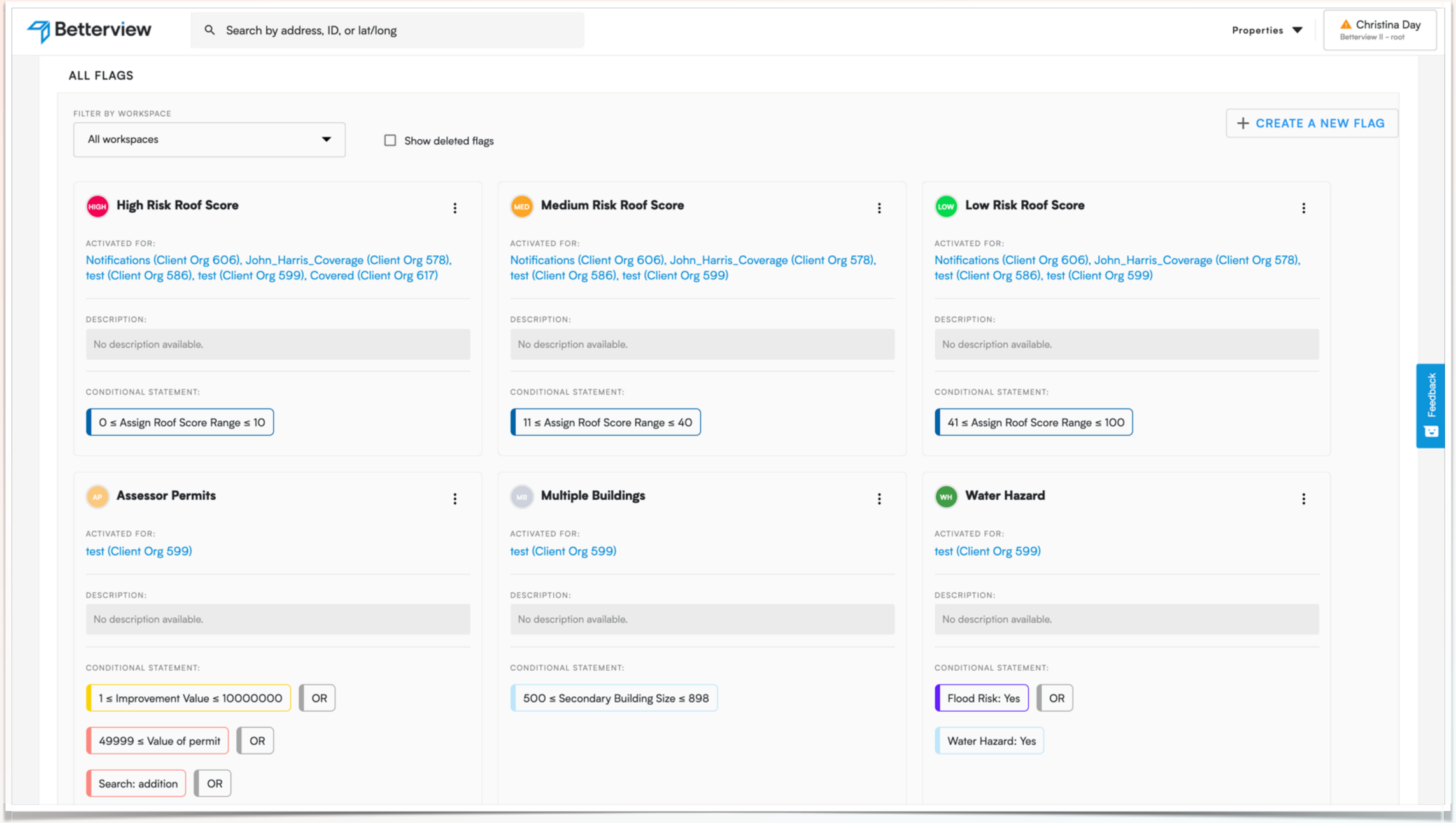
CASE STUDIES

Take Action on At-Risk Properties With the Property Action Dashboard and the New Action Flag Builder

Action-Oriented Risk Management Tools

The Betterview Action Flag Builder system allows admins and underwriters to organize to take action to improve the risk status of properties that are in peril




Betterview
Search by address, ID, or lat/long
Properties
Christina Day
Betterview II - root
ALL FLAGS
FILTER BY WORKSPACE
All workspaces
Show deleted flags
+ CREATE A NEW FLAG
HIGH
High Risk Roof Score
ACTIVATED FOR:
Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599), Covered (Client Org 617)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
0 ≤ Assign Roof Score Range ≤ 10
MED
Medium Risk Roof Score
ACTIVATED FOR:
Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
11 ≤ Assign Roof Score Range ≤ 40
LOW
Low Risk Roof Score
ACTIVATED FOR:
Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
41 ≤ Assign Roof Score Range ≤ 100
AP
Assessor Permits
ACTIVATED FOR:
test (Client Org 599)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
1 ≤ Improvement Value ≤ 10000000
OR
49999 ≤ Value of permit
OR
Search: addition
OR
MB
Multiple Buildings
ACTIVATED FOR:
test (Client Org 599)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
500 ≤ Secondary Building Size ≤ 898
WH
Water Hazard
ACTIVATED FOR:
test (Client Org 599)
DESCRIPTION:
No description available.
CONDITIONAL STATEMENT:
Flood Risk: Yes
OR
Water Hazard: Yes
Feedback

Flag Builder

Detections

CANCEL | SAVE & EXIT

1. Roof condition
2. Roof attributes
3. Property features
4. Weather
5. Permits
6. Assessor data
7. Location
8. Hazard Hub
9. e2Value

- **Damage** *Count: 0*
- **Debris on Roof** *Count: 0*
- **Missing shingles** *Count: 0*
- **Overhang** *Count: 0*
- **Patching** *Count: 0*
- **Ponding** *Count: 0*
- **Roof Score** *Count: 0*
- **Rust** *Count: 0*
- **Staining** *Count: 0*
- **Wear** *Count: 0*
- **Worn shingles** *Count: 0*

$0 \leq$ Solar Panels ft^2 OR

$50 \leq$ Yard Debris ≤ 100 ft^2 OR

$100 \leq$ Yard Debris ft^2 OR

$0 \leq$ Swimming Pool ft^2

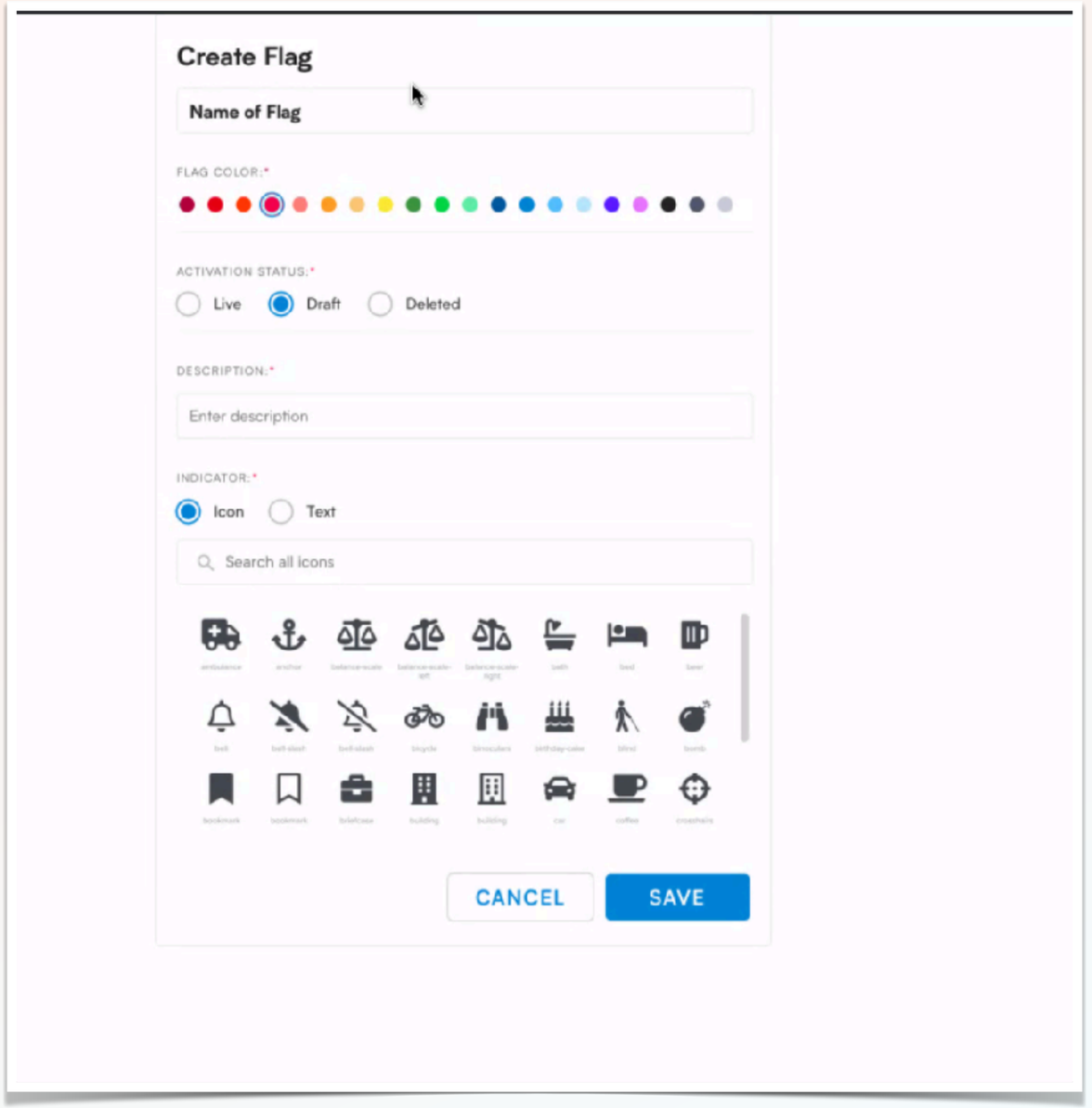
Define the relationship between variables:

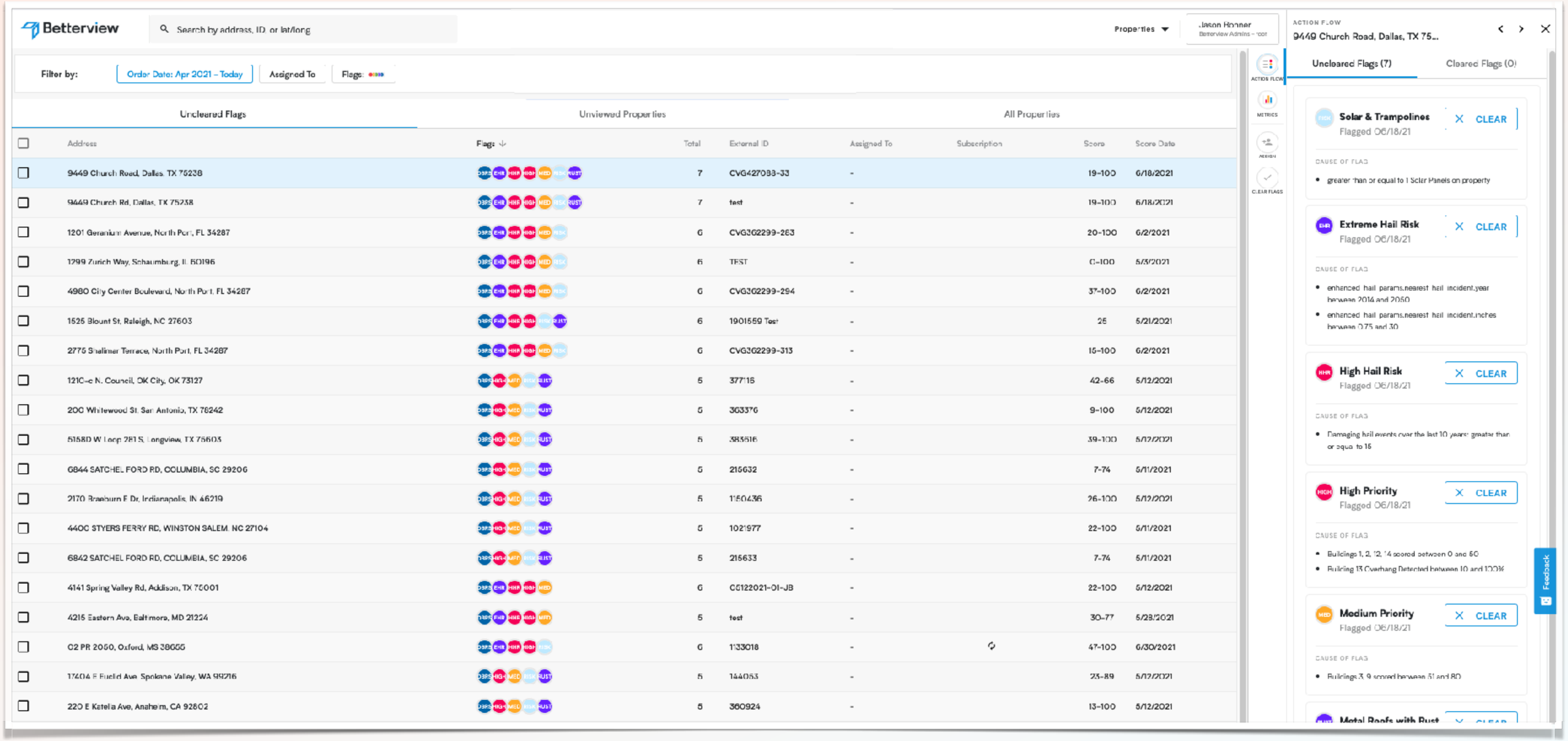
OR

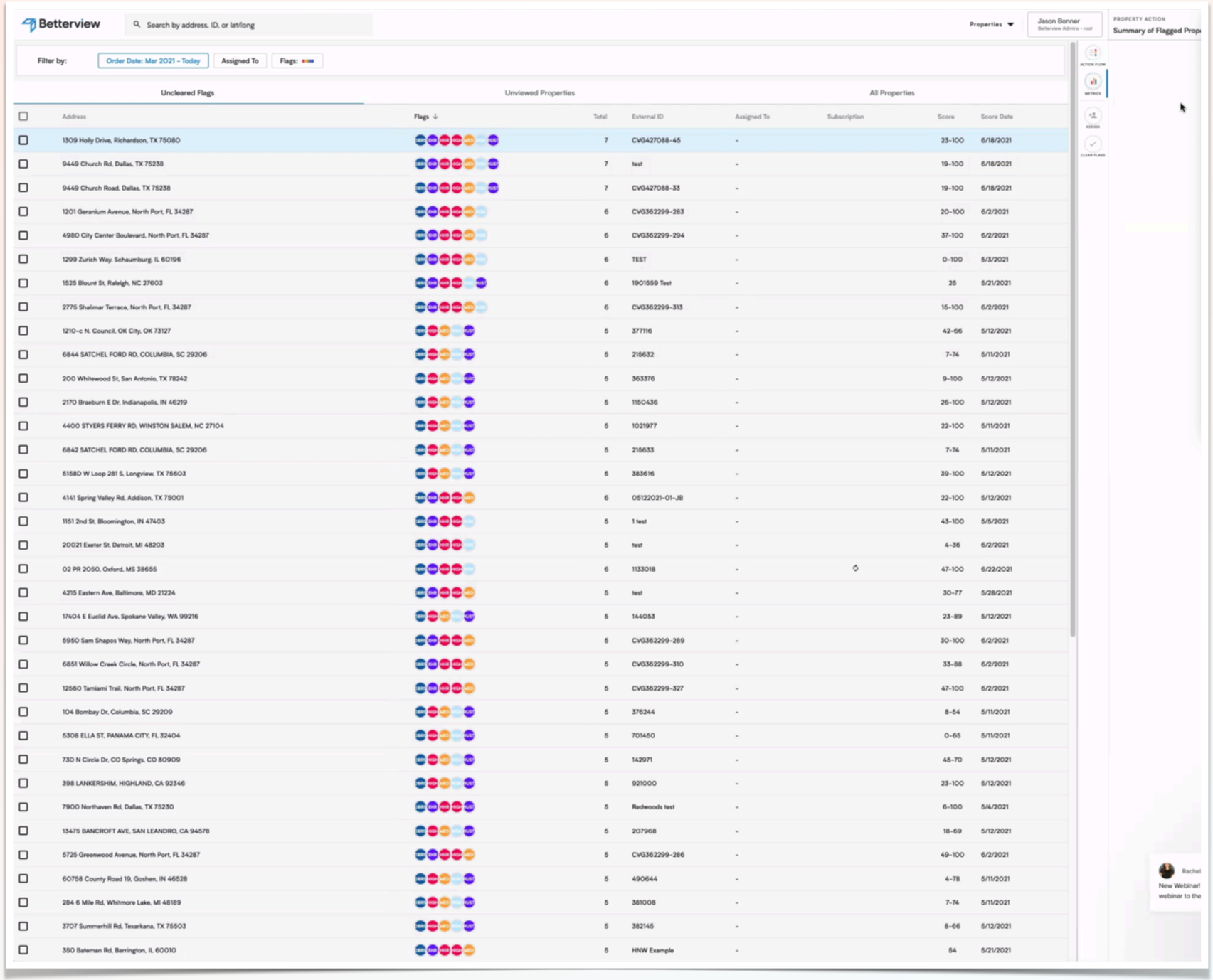
Feedback

Granular Control Means Optimized Communication

Whether the Action Flag information is being viewed by an underwriter or their clientele, crystal-clear icons, color coding, and labeling ensure each risk is accounted for and tracked




Betterview
Search by address, ID, or lat/long
Properties
Jason Hopper
Betterview Admins – root
Filter by:
Order Date: Apr 2021 – Today
Assigned To
Flags:
Uncleared Flags
Unviewed Properties
All Properties
Address
Flags
Total
External ID
Assigned To
Subscription
Score
Score Date
9449 Church Road, Dallas, TX 75238 7 CVG427033-33 - 19-100 6/18/2021
9449 Church Rd, Dallas, TX 75238 7 test - 19-100 6/18/2021
1201 Geranium Avenue, North Port, FL 34287 6 CVG362299-263 - 20-100 6/2/2021
1299 Zurich Way, Schaumburg, IL 60196 6 TEST - 0-100 5/3/2021
4980 City Center Boulevard, North Port, FL 34287 6 CVG362299-294 - 37-100 6/2/2021
1525 Blount St, Raleigh, NC 27603 6 1901559 Test - 25 5/21/2021
2775 Shalimar Terrace, North Port, FL 34287 6 CVG362299-313 - 15-100 6/2/2021
1210-e N. Council, OK City, OK 73127 5 377115 - 42-66 5/12/2021
200 Whitewood St, San Antonio, TX 78242 5 363376 - 9-100 5/12/2021
51580 W Loop 281 S, Longview, TX 75605 5 383616 - 39-100 5/12/2021
6844 SATCHEL FORD RD, COLUMBIA, SC 29206 5 215632 - 7-74 5/11/2021
2170 Braeburn E Dr, Indianapolis, IN 46219 5 1160436 - 26-100 5/12/2021
4400 STYERS FERRY RD, WINSTON SALEM, NC 27104 5 1021977 - 22-100 5/11/2021
6842 SATCHEL FORD RD, COLUMBIA, SC 29206 5 215633 - 7-74 5/11/2021
4141 Spring Valley Rd, Addison, TX 75001 6 CC122021-01-JB - 22-100 5/12/2021
4215 Eastern Ave, Baltimore, MD 21224 5 test - 30-77 5/28/2021
02 PR 2050, Oxford, MS 38655 6 133018 - 47-100 6/30/2021
17404 E Euclid Ave, Spokane Valley, WA 99216 5 144053 - 23-89 5/12/2021
220 E Ketella Ave, Anaheim, CA 92802 5 360924 - 13-100 5/12/2021
ACTION FLOW
9449 Church Road, Dallas, TX 75...
Uncleared Flags (7)
Cleared Flags (0)
ACTION FLOW
METRICS
ASSIGN
CLEAR FLAGS
Solar & Trampolines
Flagged 06/18/21
CLEAR
CAUSE OF FLAG
greater than or equal to 1 Solar Panels on property
Extreme Hail Risk
Flagged 06/18/21
CLEAR
CAUSE OF FLAG
enhanced_hail_params.nearest_hail_incident.year between 2014 and 2050
enhanced_hail_params.nearest_hail_incident.inches between 0.75 and 30
High Hail Risk
Flagged 06/18/21
CLEAR
CAUSE OF FLAG
Damaging hail events over the last 10 years: greater than or equal to 15
High Priority
Flagged 06/18/21
CLEAR
CAUSE OF FLAG
Buildings 1, 2, 12, 14 scored between 0 and 50
Building 13 Overhang Detected between 10 and 100%
Medium Priority
Flagged 06/18/21
CLEAR
CAUSE OF FLAG
Buildings 3, 9 scored between 51 and 80
Feedback


Betterview
Search by address, ID, or lat/long
Properties
Jason Bonner
Betterview Admins - root
PROPERTY ACTION
Summary of Flagged Prop
Filter by:
Order Date: Mar 2021 - Today
Assigned To
Flags:
Uncleared Flags
Unviewed Properties
All Properties
ACTION FLOW
METRICS
ASSIGN
CLEAR FLAGS
Address
Flags
Total
External ID
Assigned To
Subscription
Score
Score Date
1309 Holly Drive, Richardson, TX 75080 7 CVG427088-45 - 23-100 6/18/2021
9449 Church Rd, Dallas, TX 75238 7 test - 19-100 6/18/2021
9449 Church Road, Dallas, TX 75238 7 CVG427088-33 - 19-100 6/18/2021
1201 Geranium Avenue, North Port, FL 34287 6 CVG362299-283 - 20-100 6/2/2021
4980 City Center Boulevard, North Port, FL 34287 6 CVG362299-294 - 37-100 6/2/2021
1299 Zurich Way, Schaumburg, IL 60196 6 TEST - 0-100 5/3/2021
1525 Blount St, Raleigh, NC 27603 6 1901559 Test - 25 5/21/2021
2775 Shalimar Terrace, North Port, FL 34287 6 CVG362299-313 - 15-100 6/2/2021
1210-c N. Council, OK City, OK 73127 5 377116 - 42-66 5/12/2021
6844 SATCHEL FORD RD, COLUMBIA, SC 29206 5 215632 - 7-74 5/11/2021
200 Whitewood St, San Antonio, TX 78242 5 363376 - 9-100 5/12/2021
2170 Braeburn E Dr, Indianapolis, IN 46219 5 1150436 - 26-100 5/12/2021
4400 STYERS FERRY RD, WINSTON SALEM, NC 27104 5 1021977 - 22-100 5/11/2021
6842 SATCHEL FORD RD, COLUMBIA, SC 29206 5 215633 - 7-74 5/11/2021
5158D W Loop 281 S, Longview, TX 75603 5 383616 - 39-100 5/12/2021
4141 Spring Valley Rd, Addison, TX 75001 6 05122021-01-JB - 22-100 5/12/2021
1151 2nd St, Bloomington, IN 47403 5 1 test - 43-100 5/5/2021
20021 Exeter St, Detroit, MI 48203 5 test - 4-36 6/2/2021
02 PR 2050, Oxford, MS 38655 6 1133018 - 47-100 6/22/2021
4215 Eastern Ave, Baltimore, MD 21224 5 test - 30-77 5/28/2021
17404 E Euclid Ave, Spokane Valley, WA 99216 5 144053 - 23-89 5/12/2021
5950 Sam Shapos Way, North Port, FL 34287 5 CVG362299-289 - 30-100 6/2/2021
6851 Willow Creek Circle, North Port, FL 34287 5 CVG362299-310 - 33-88 6/2/2021
12560 Tamiami Trail, North Port, FL 34287 5 CVG362299-327 - 47-100 6/2/2021
104 Bombay Dr, Columbia, SC 29209 5 376244 - 8-54 5/11/2021
5308 ELLA ST, PANAMA CITY, FL 32404 5 701450 - 0-65 5/11/2021
730 N Circle Dr, CO Springs, CO 80909 5 142971 - 45-70 5/12/2021
398 LANKERSHIM, HIGHLAND, CA 92346 5 921000 - 23-100 5/12/2021
7900 Northaven Rd, Dallas, TX 75230 5 Redwoods test - 6-100 5/4/2021
13475 BANCROFT AVE, SAN LEANDRO, CA 94578 5 207968 - 18-69 5/12/2021
5725 Greenwood Avenue, North Port, FL 34287 5 CVG362299-286 - 49-100 6/2/2021
60758 County Road 19, Goshen, IN 46528 5 490644 - 4-78 5/11/2021
284 6 Mile Rd, Whitmore Lake, MI 48189 5 381008 - 7-74 5/11/2021
3707 Summerhill Rd, Texarkana, TX 75503 5 382145 - 8-66 5/12/2021
350 Bateman Rd, Barrington, IL 60010 5 HNW Example - 54 5/21/2021
Rachel
New Webinar!
webinar to the

Betterview 1

618 Avenue E, San Antonio, TX 78215 COMPLETE

PRIORITY
Low - January 13, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
-	1	7721 ft^2

Priority
As of 01/13/18

LOW

Our evaluation of the property yields a set of problems that are considered low priority (41-100).

https://to

Betterview 1

5401 25th Ave, Minneapolis, MN 55417 COMPLETE

PRIORITY
Low - May 2, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
-	1	2012 ft^2

Priority
As of 05/02/18

LOW

Our evaluation of the property yields a set of problems that are considered low priority (41-100).

Property Risks

Powered by Betterview

Additional Property Info

13,071 BUILDING SQ. FT.	142,759 LOT SQ. FT.	1926 YEAR BUILT	$2,522,740 CALC. IMPROVEMENT VALUE	$26,231,563 CALC. TOTAL VALUE

Threat of Severe Weather

Threat Summary: High: 2 · Moderate - High: 2 · Moderate: 1 · Low: 7

Hurricane Risk	**High** *Threat of hurriane occuring in region is high.*	Distance to Coast: 945 feet
Storm Surge Risk	**High** *Threat of storm surge occuring due to hurricane in region is high.*	
Hail Risk	**Moderate - High** *Threat of hail events over __ inches in region is moderate - high.*	Damaging events over last decade: 20.501
Earthquake Risk	**Moderate - High** *Threat of earthquake causing moderate/heavy damage in region is moderate/high.*	Designated Fault: < 3 ft above ground Fracking Earthquake: > 3 ft above ground Fault Earthquake: > 6 ft above ground
Tsunami Risk	**Moderate** *Threat of tsunami occuring in region is moderate.*	In Tsunami Evacuation Zone: Yes

View Low Risk Threats (7)

Threat of Crime

Threat Summary: Moderate: 4 · Low: 4

Crime	**Moderate** *Threat of crime in region is moderate.*
Robbery	**Moderate** *Threat of robbery in region is moderate.*
Larceny	**Moderate** *Threat of larceny in region is moderate.*
Auto Theft	**Moderate** *Threat of auto theft in region is moderate.*

View Low Risk Threats (4)

Threat of Environmental Risks

Threat Summary: Moderate: 1

Radon	**Moderate** *Threat of radon is moderate.*	Predicted average indoor radon screening levels: 2 to 4 pCi/L

Other Threats

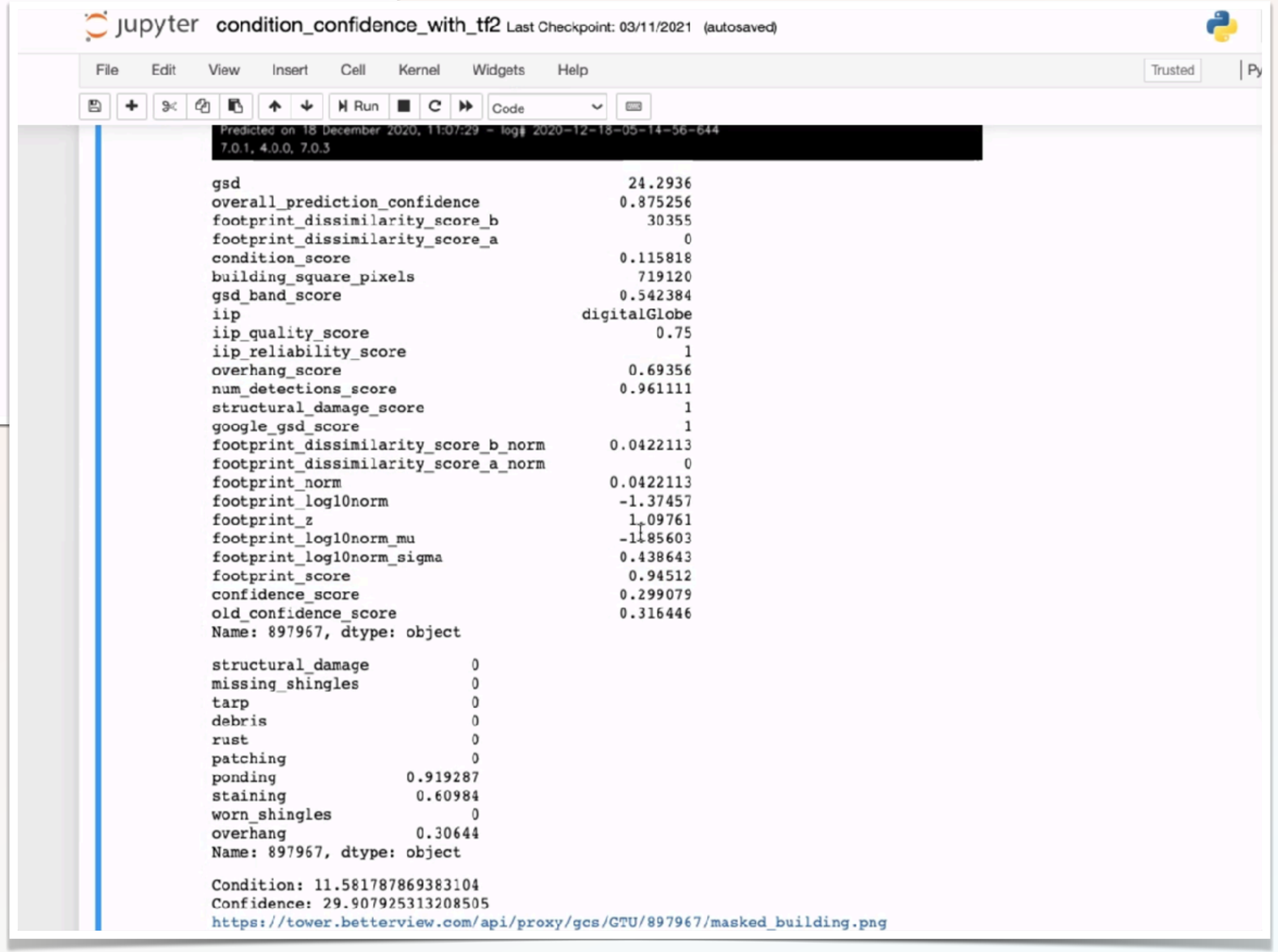
Threat Summary: Low: 1

Drug & Alcohol Deaths	**Low** *Death caused by drug and/or alcohol use in region is Low.*	Number of Deaths: 20277 Number of Deaths per 100K People: 747.4

Hide Low Risk Threats (1)

Factors that affect confidence

- Image quality -
- Google
- Overhang coverage
- Model confidence
- Footprint
- Number of maladies detected - 95%
- Structural damage only 75%

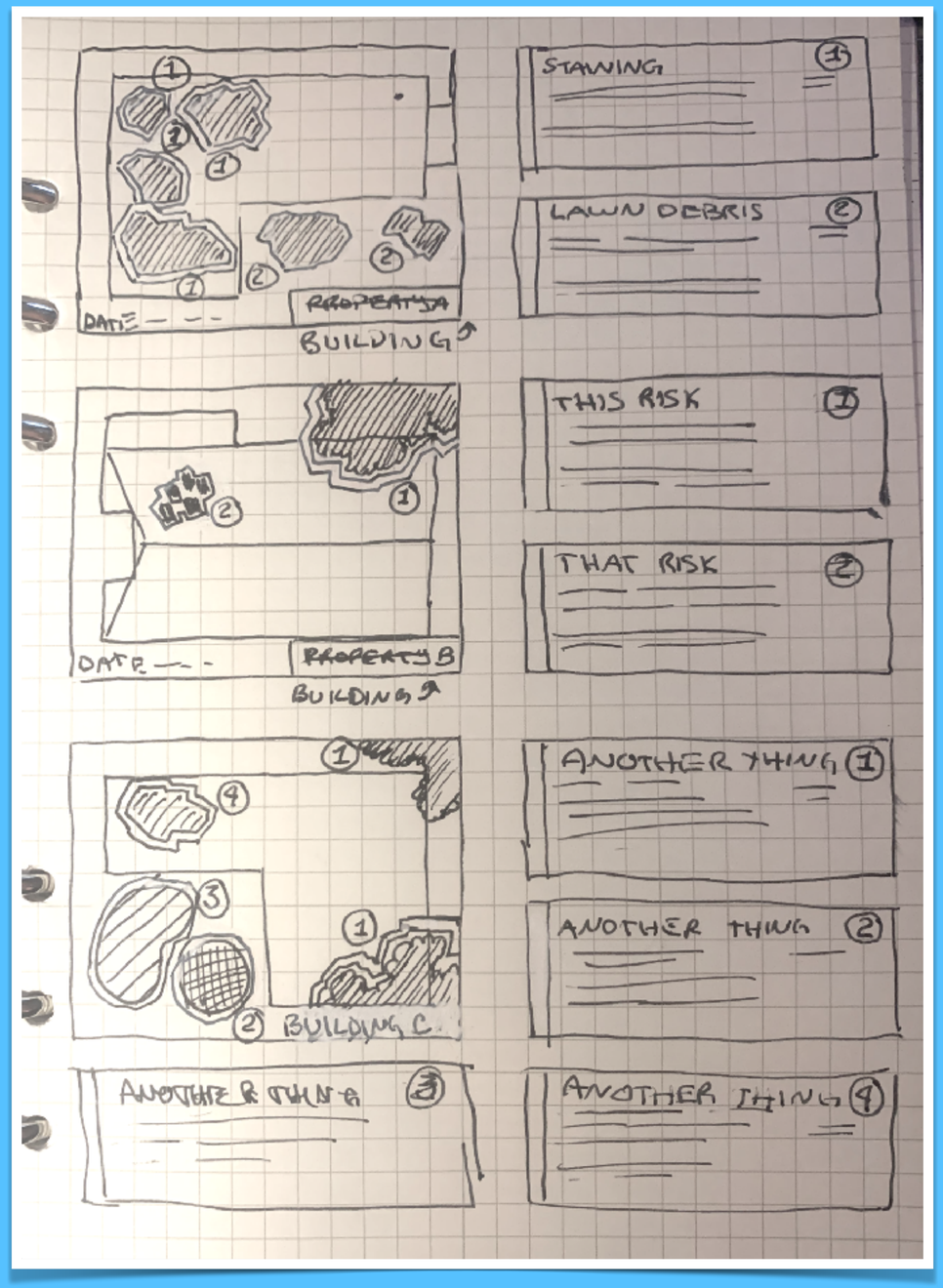


CASE STUDIES

Advocating for our Audience: User Research and the Betterview Customer Advisory Council

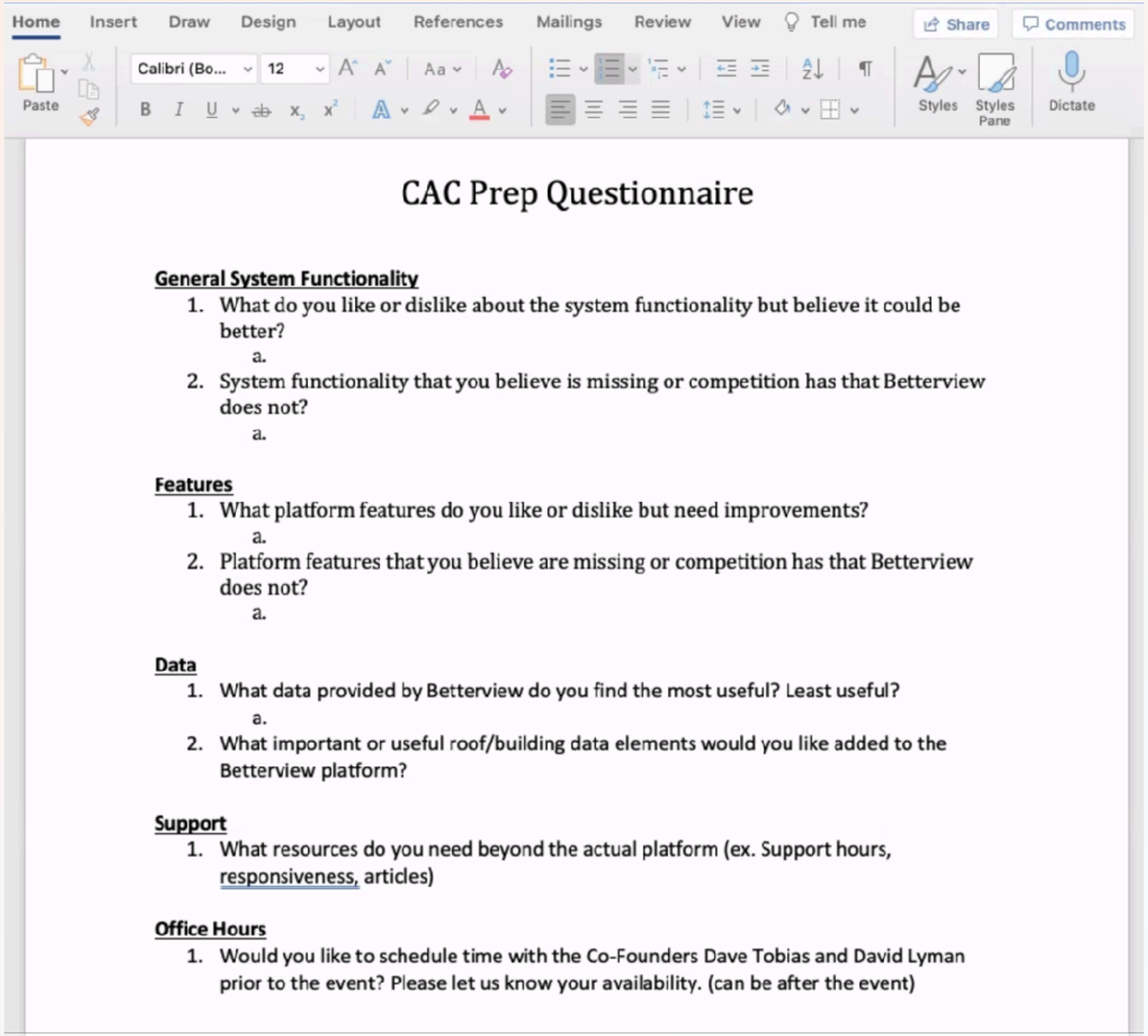
Anticipating Customer Needs, Testing Before Building, Iterative Improvements

Wireframing, testing, user surveys and interviews are all tools we use to ensure we are always building the right thing for our clients, as well as staying ahead of the curve by anticipating their needs.



Staying In-Touch With Our Clientele

In addition to ad-hoc user testing and research done around specific projects or features, we had a regular scheduled interview cadence with a group of highly-engaged clients that we called the Customer Advisory Council or CAC



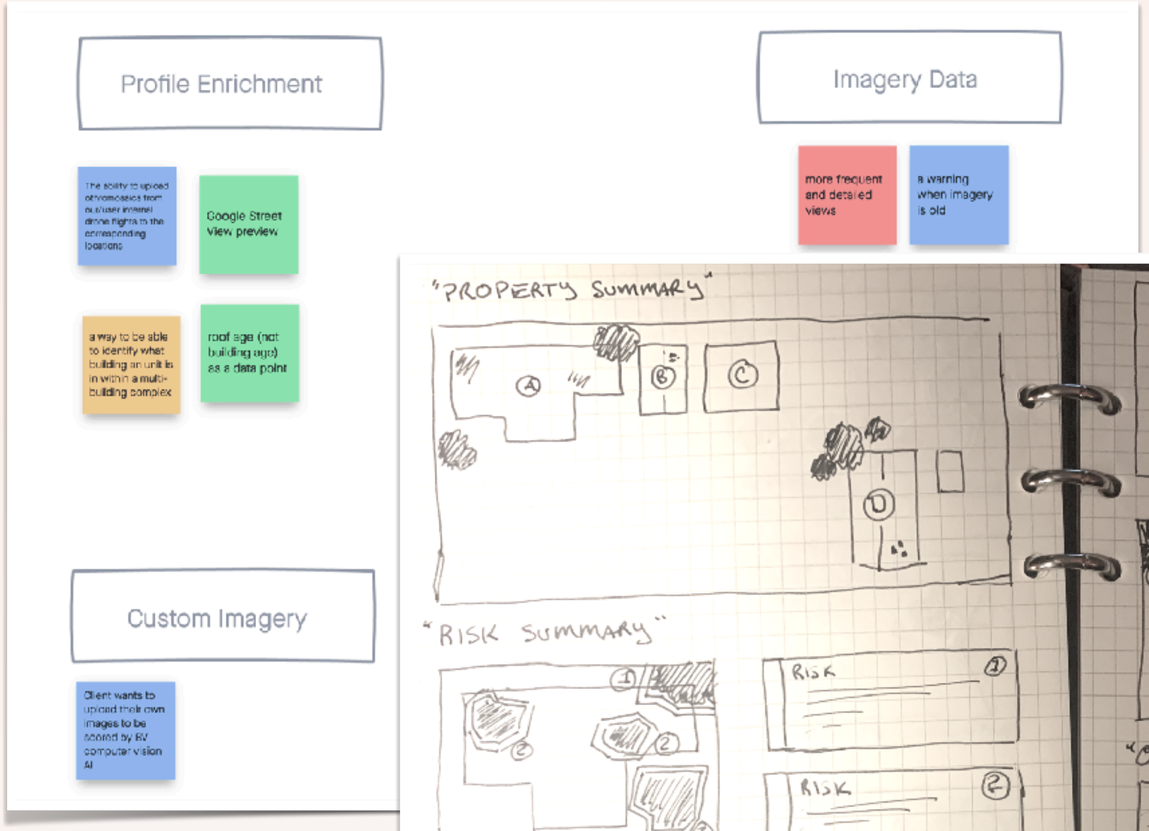
What do you like or dislike about the system functionality but believe could be better? (likes and dislikes)	Sy
I like the historical imagery but wish more up to date imagery was available in those areas of the country so there are less non productive profiles.	Non
I like that you can edit polygons and rescore, but that functionality doesn't always work.	
I think the system is extremely user friendly and nice to use. I do not have any problems with navigation. At times, the load times can take longer than I would think necessary but that is very rare and could be an issue with m	I ca
I find that there are instances that the system flags the building for worn shingles, but it is unclear in the photos, and we are unable to confirm, or don't have enough confidence in the result to take underwriting action. Some	Not
I think the functionality is very good as it is.	I wo
We are new to Betterview but like what we see so far	Tha
When doing a search I would like to see just the most recent Betterview report for a particular location and only if you chose to review older views they would appear. Otherwise fairly simple to find a location.	I thi
Would like to have advance notice of system updates and potential impacts.	Fun
I would like to be able to change the polygons, but snap back to the original run without having to save to file.	Bet
a. Likes: Update and saving Filters, ease of bulk ordering b. Dislikes: Would enjoy the ability to hide or minimize area	non
The load time, I find is efficient - I feel there are some bugs thoug	
Love that you can access the report in alot of different ways- poli	

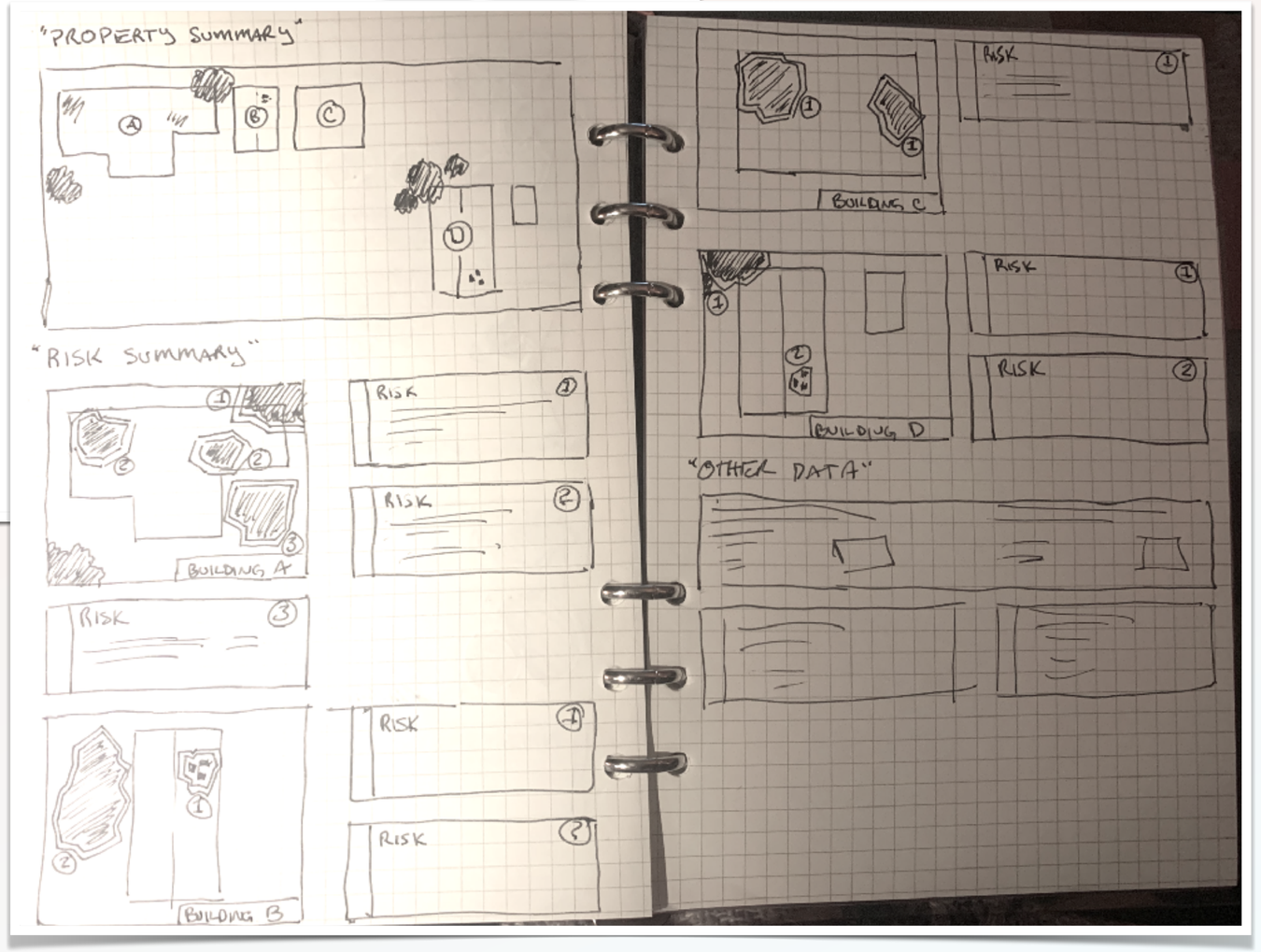
	System functionality that you believe is missing or competition has that Betterview does not?
	None
with m	I can not think of anything at this time.
Some	Not familiar with the competition
	I would like the ability to add columns in the dashboard
	There is an opportunity for more frequent and more detailed views could help insurance carriers with hail claims.
	I think you have the best product for analyzing a roof in the market place right now, though I have seen some with better satellite pictures.
	Functionality is good. Much better than in person inspection information.
	Better job of assessing roof type
	none
ames p	
	Interfacing with other systems (for example BriteCore) ; the way reports are generated (see next page - for comparis
the UW	Action tracker- a place where the UW could mark the action they have taken based on the report. For example- inc

What platform features do you like or dislike and need improvements?
None
I really like how the imagery is extremely up to date in most cases. That allows us to be as up to date as possible when we make decisions. I do think the engineering needs a bit of smoothing out on some detections, but thu
I like the measurement tools, and the ability to go back to past photos of the property
The ability to view historical images is great.
Going good
I like the roof score, though since you have gone to AI it seems the accuracy on "poor roofs" has deteriorated. This is as a result of a poor building outline, picking up phantom buildings within the address or miss-analyzing a Also would like to see more recent maps. Some of the images are old and would like to see a bigger warning when this is the case.
Some scores appear to be artificially high and some have been "corrected" via updates.
I like the ability to roll back through prior year imagery. Would like to see an improvement on tree shading/staining false positives. Especially prevalent on north slopes.
a. Detections and edits - improved, but still inaccuracies in building overlay causing false positives and missed detections; even when bu b. blue metal roofs identified as tarps; c. roof shape and material detection accuracy still need improvement d. ponding detections on gable roofs (use logic to suppress)
I like seeing all the images /I dislike that we cannot see the old scores associated with each prior image. While I realize scoring mechanisms ch
I love how you can delete concerns on roofs and other concerns when it is incorrect. I would love the opportunity to add concerns when the m

Betterview Pre

	Platform features that you believe are missing or competition has that Betterview does not?
	Showing the various layers on the PDF imagery.
a, but th	It would be very nice to be able to remove portions of the polygons and not the entire polygon. The situation to where this most applies is staining. S
	Not familiar with your competition
	I would like to be able to see all of the available data from the Property profile instead of having to export it first. (Maybe I can already, and am just not able to figure it out)
	cant think of anything
nalyzing a	I would like more information showing up for some of the additional hazards. I personally liked how you used to score Hail risk. having additional info
	Have not seen competitor platforms so have no point of comparison.
	None
s	a. Identification of fire hydrants; b. Identification of dust collectors; c. Identification of pavement damage (cracking, spalling, ponding) and overall pavement score
ail score. I	The ability to to look at an old image and have a run new profile button (which I believe is something that is being worked on) A print button It would also be nice to have a screen where I could display all of the images at once - so I could compare them all together. A view all button, if you
d have it printed to the PDF. Also, would love to have an external facing PDF where you can choose the concerns you want printed on the PDF to condense the	


Profile Enrichment
The ability to upload oftcomossics from our/user internal drone flights to the corresponding locations
Google Street View preview
a way to be able to identify what building an unit is in within a multi-building complex
roof age (not building age) as a data point
Custom Imagery
Client wants to upload their own images to be scored by BV computer vision AI
Imagery Data
more frequent and detailed views
a warning when imagery is old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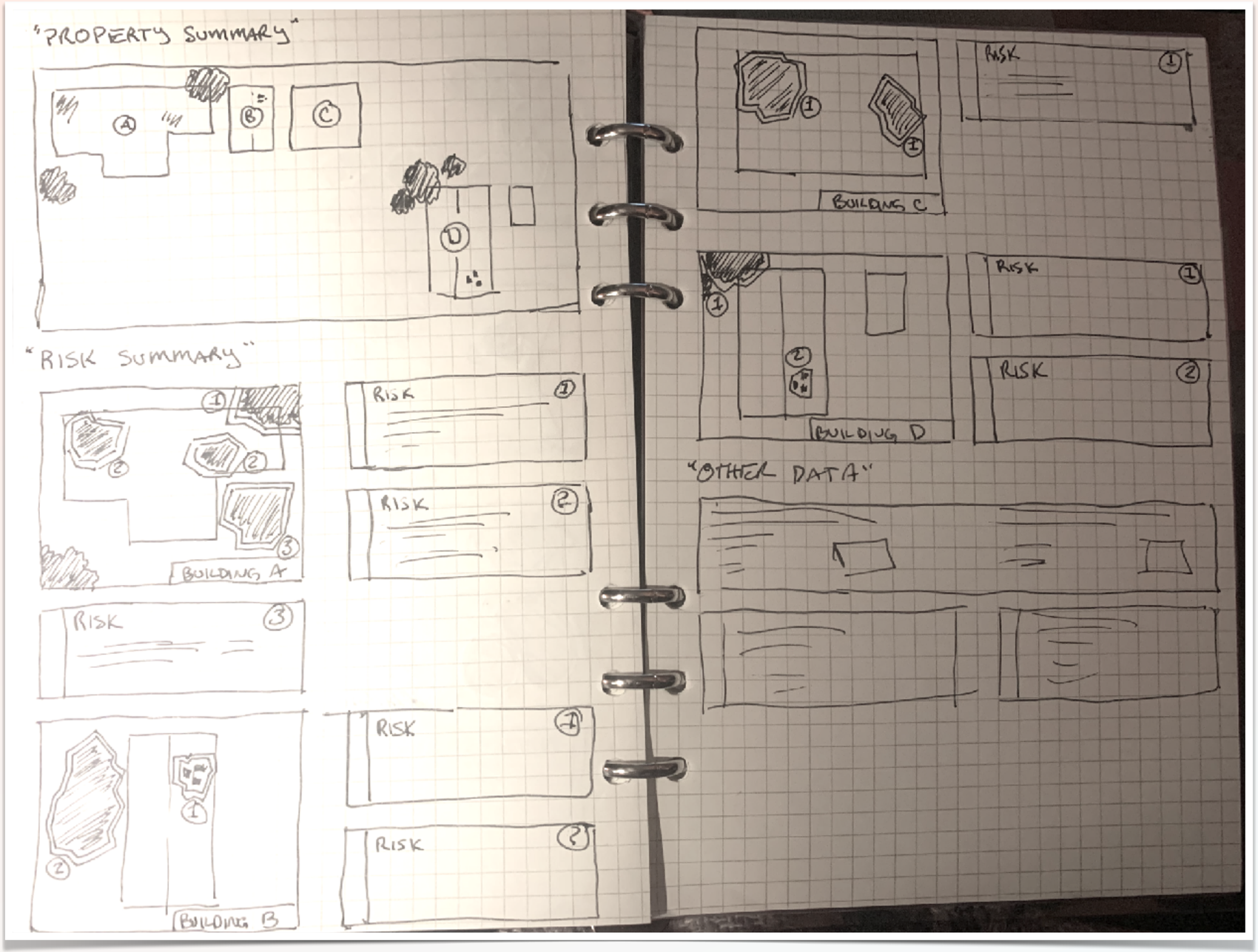
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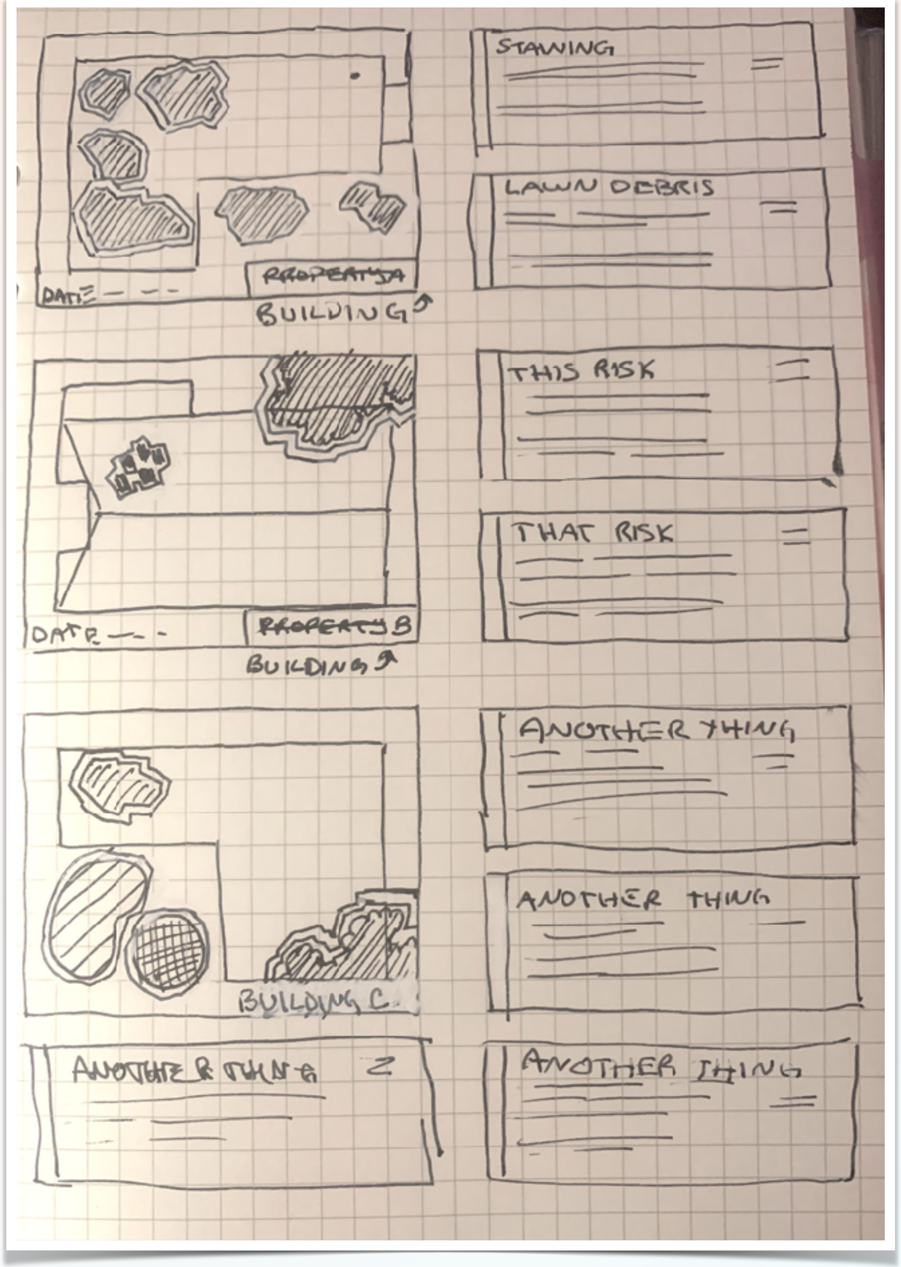
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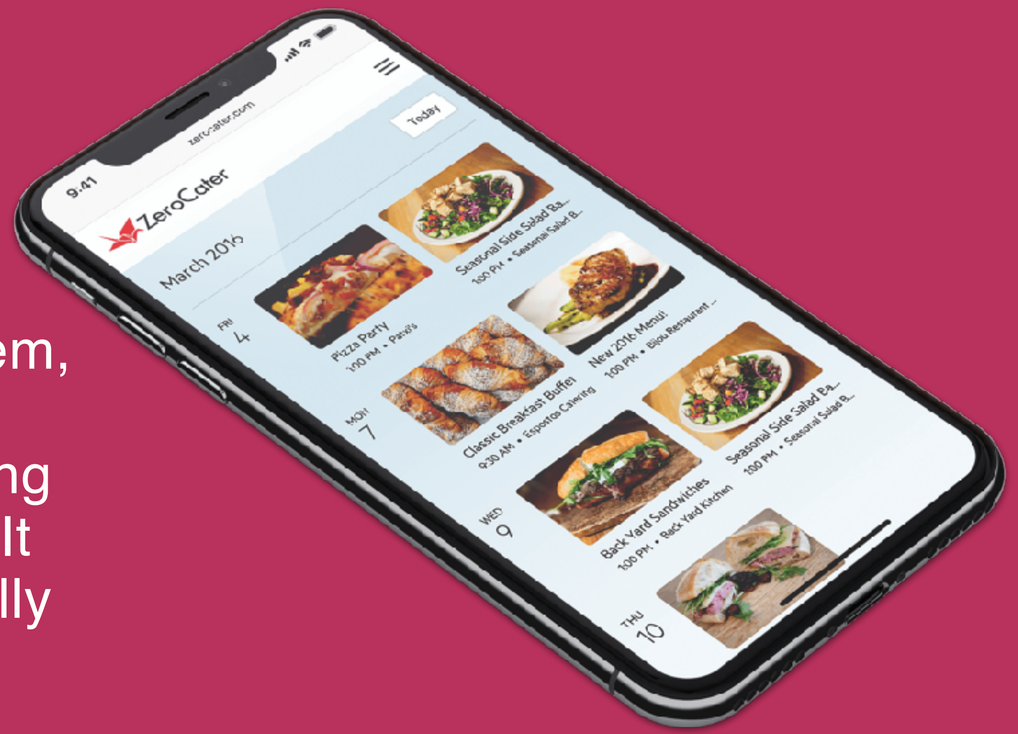
ANOTHER THING

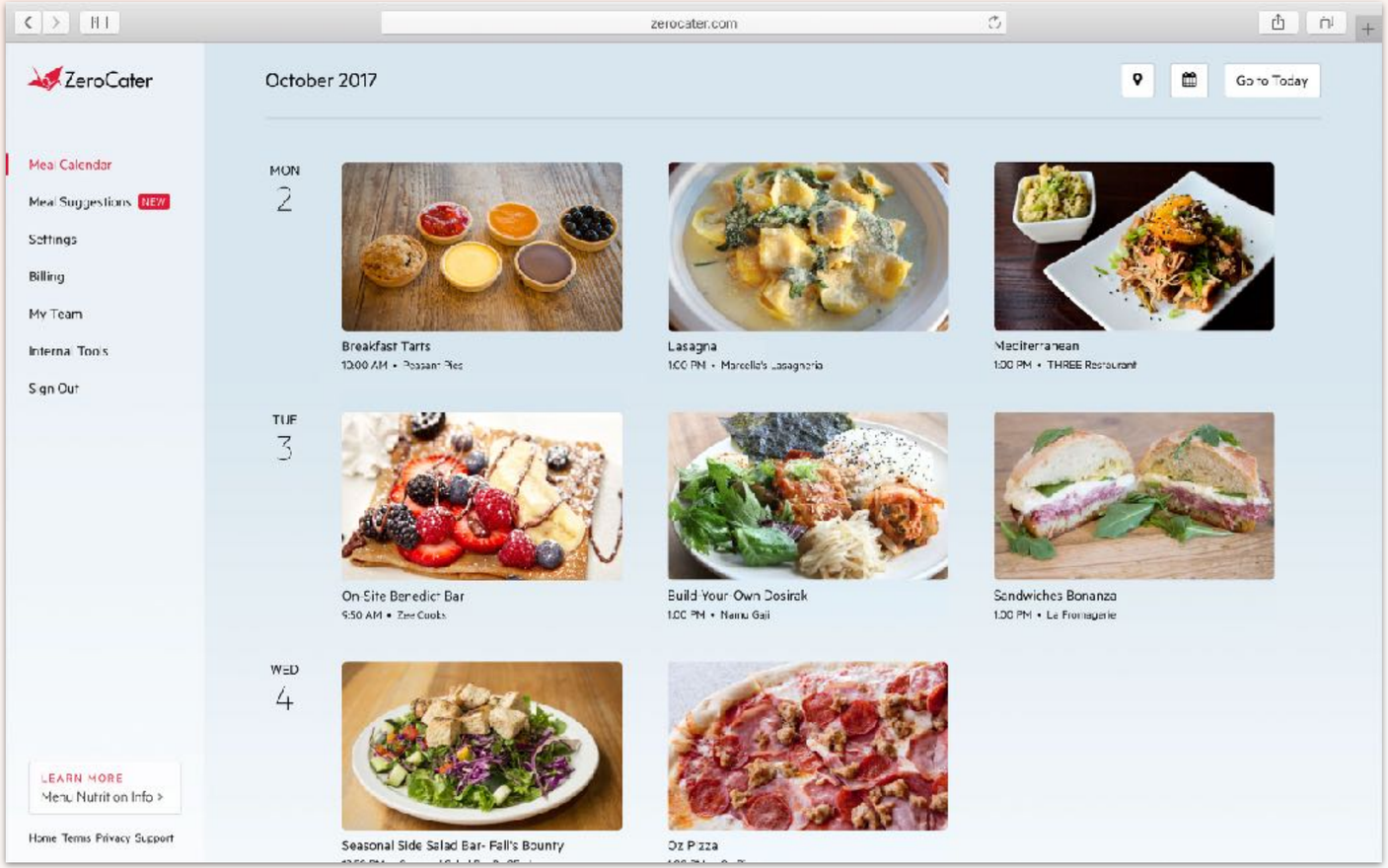
CASE STUDIES

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.

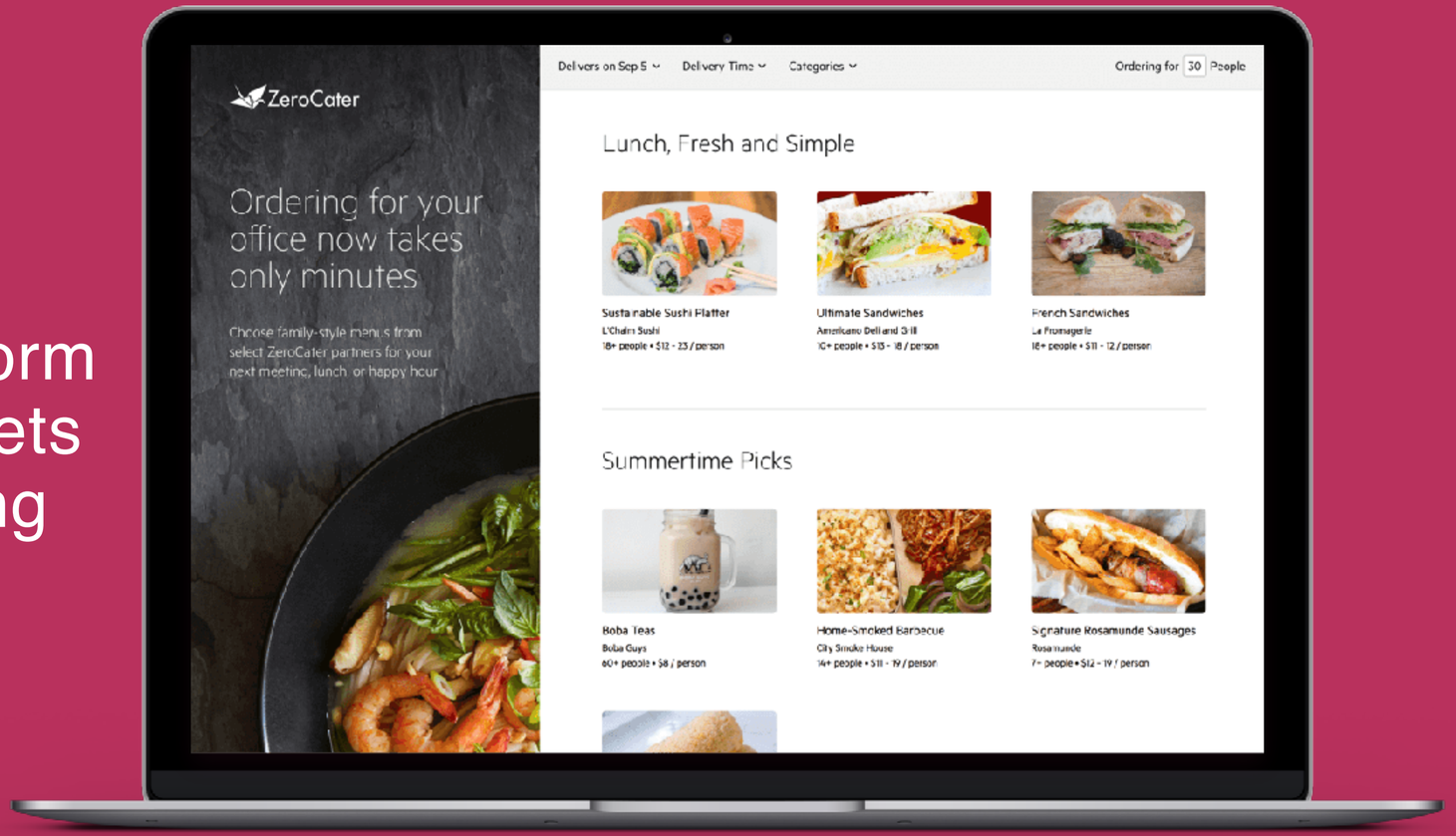




ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.

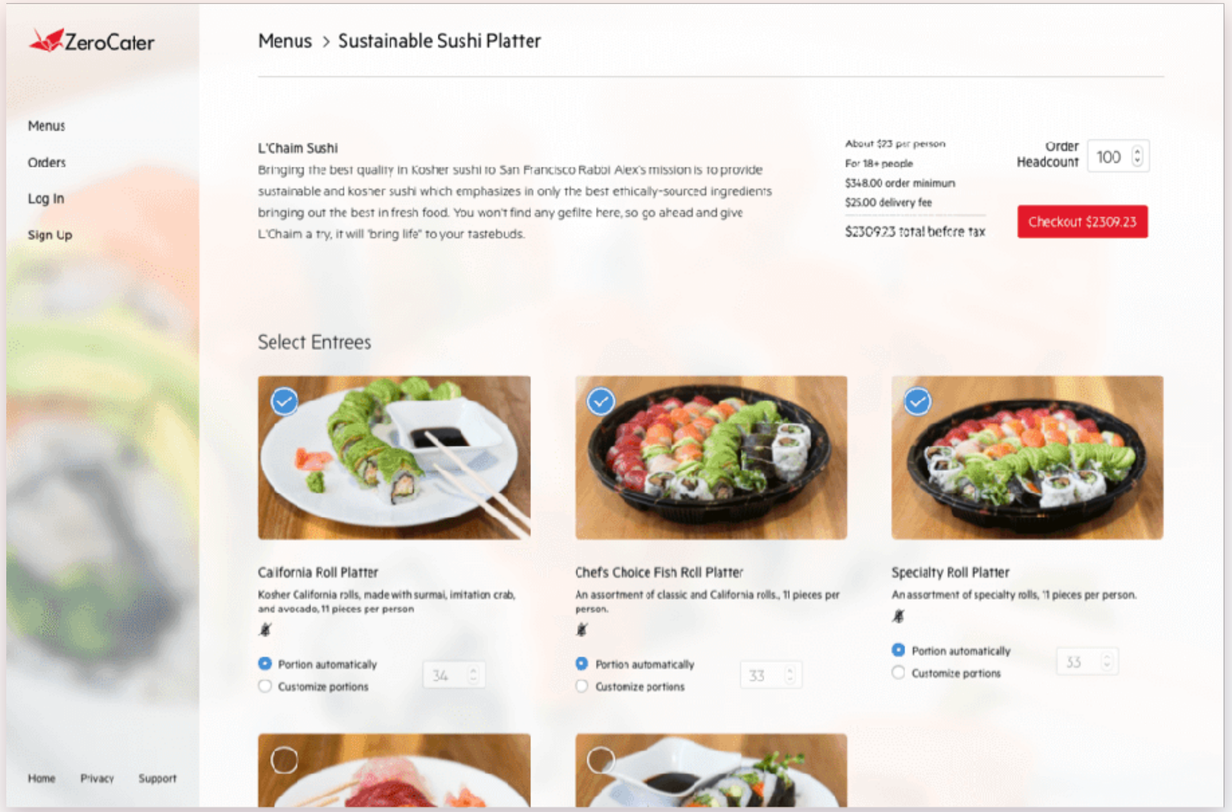
Designing & Building ZeroCater: Marketplace

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

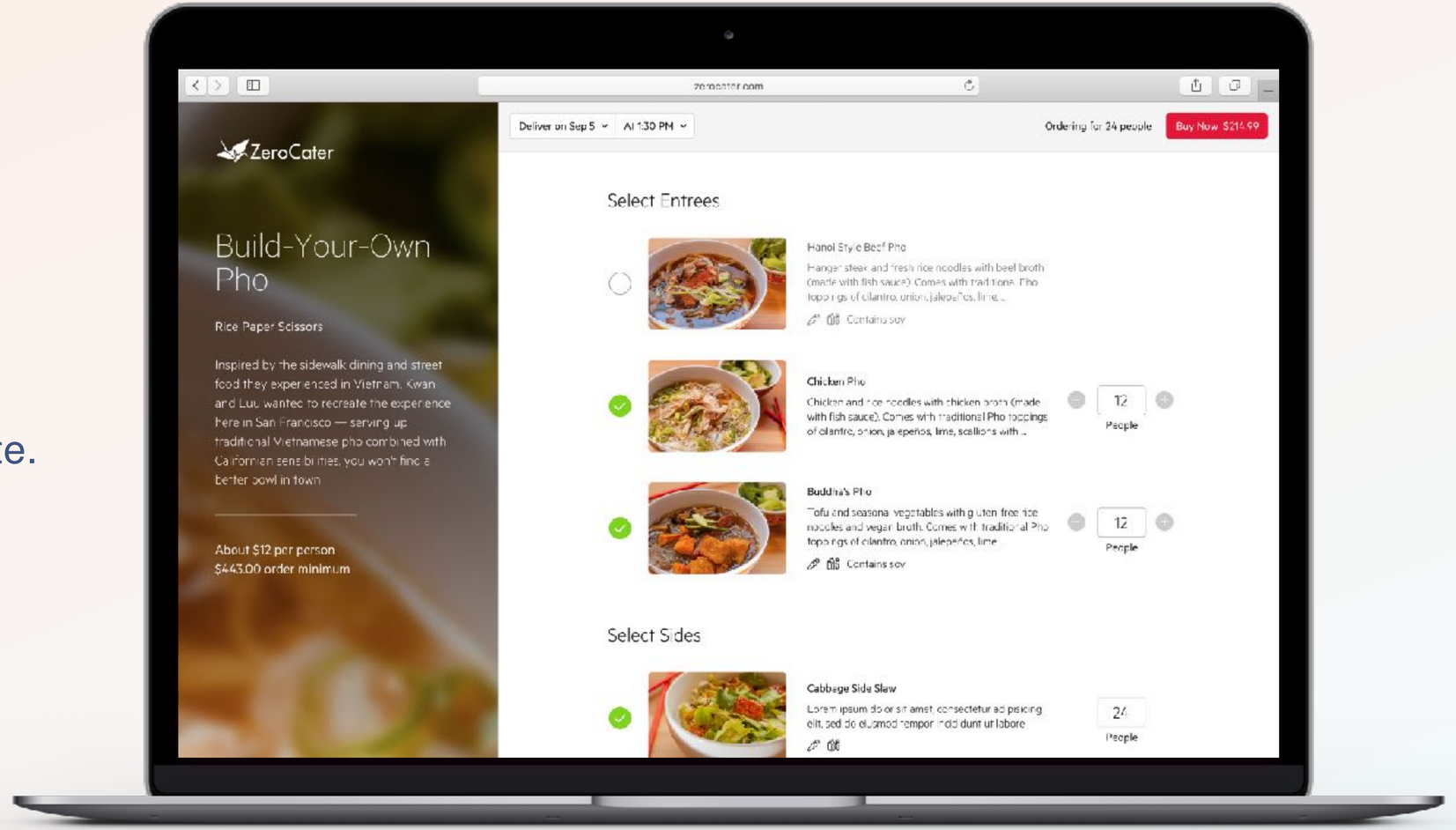


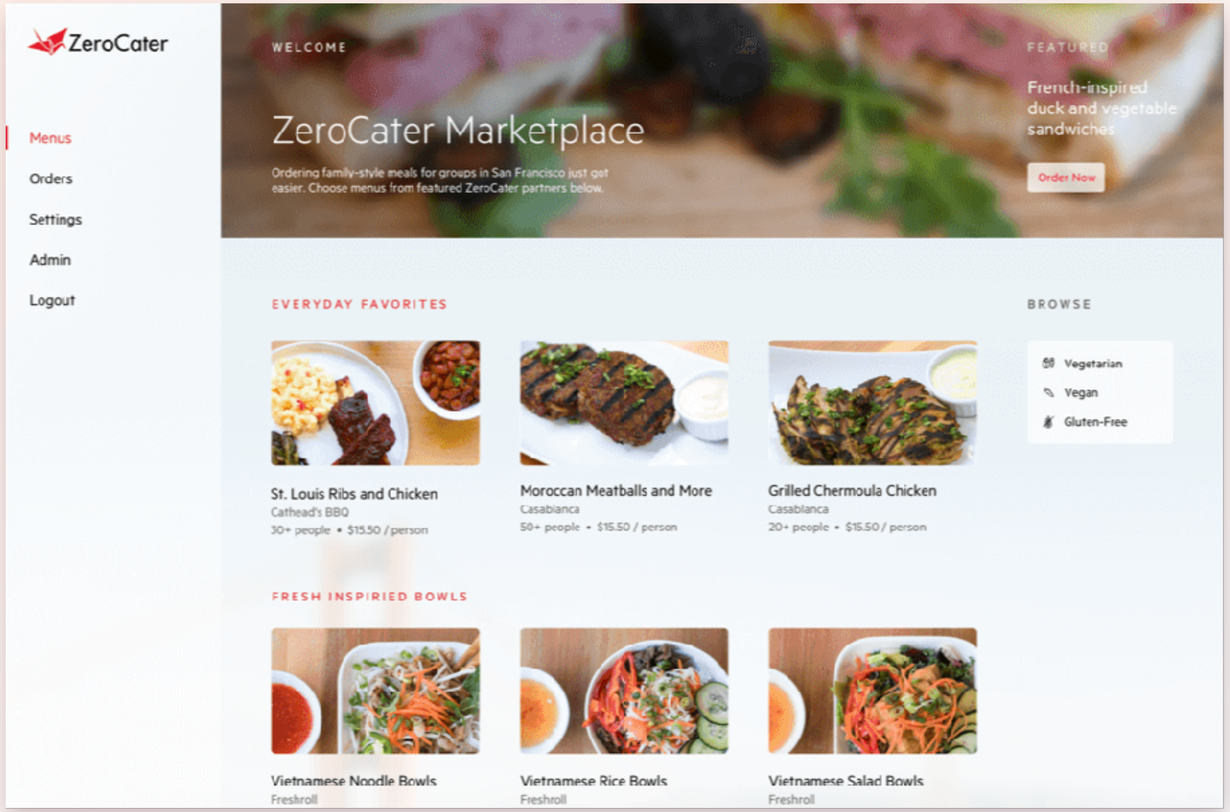
With the introduction of ZeroCater Marketplace, customers could place orders directly through a responsive website, increasing the company’s capacity to generate revenue without hiring more personnel.

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



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.





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.

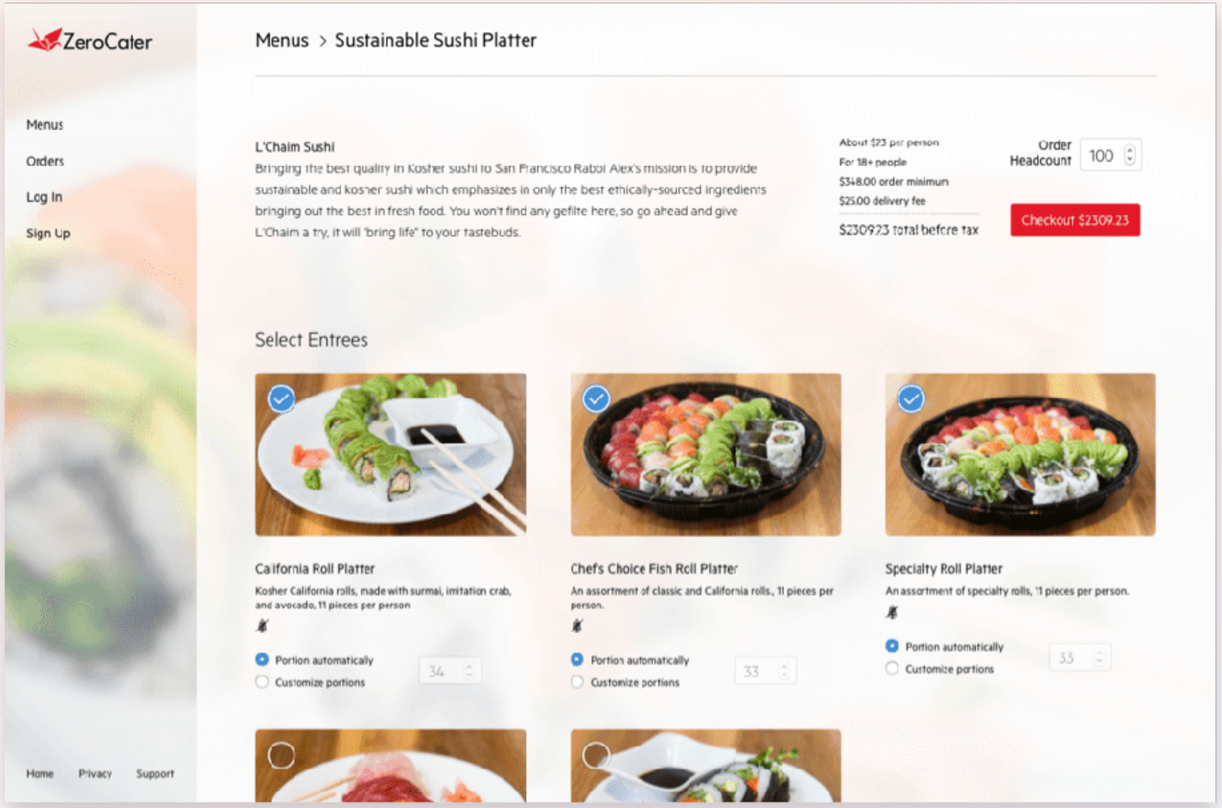
Built for Growth, Tested for Quality

- 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

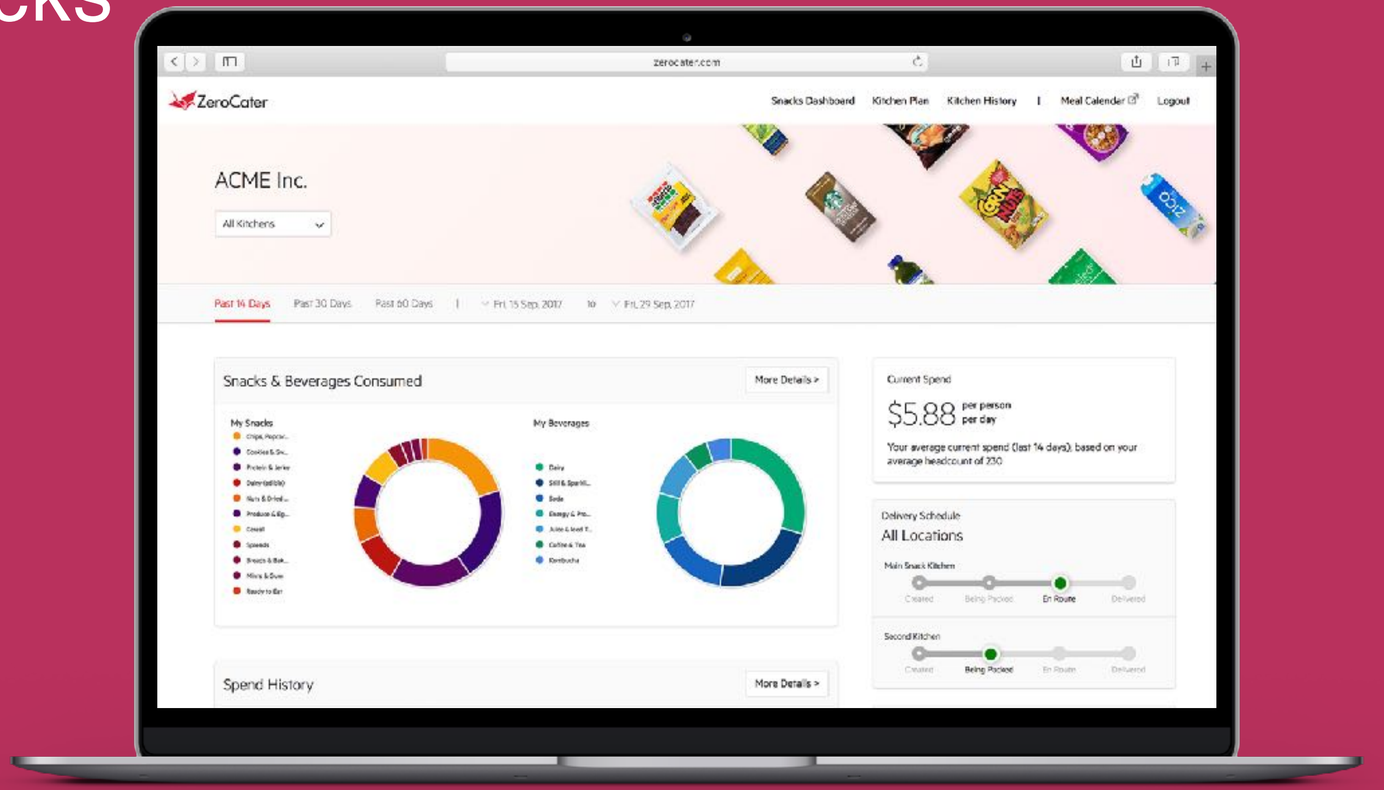
- Insights were often counterintuitive to the conventional wisdom of the industry.
- Customers at Caviar and Doordash valued wide selection and instant gratification in those services
- ZeroCater customers favored low per-person prices and crowd-pleasing menus that could be easily customized for dietary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

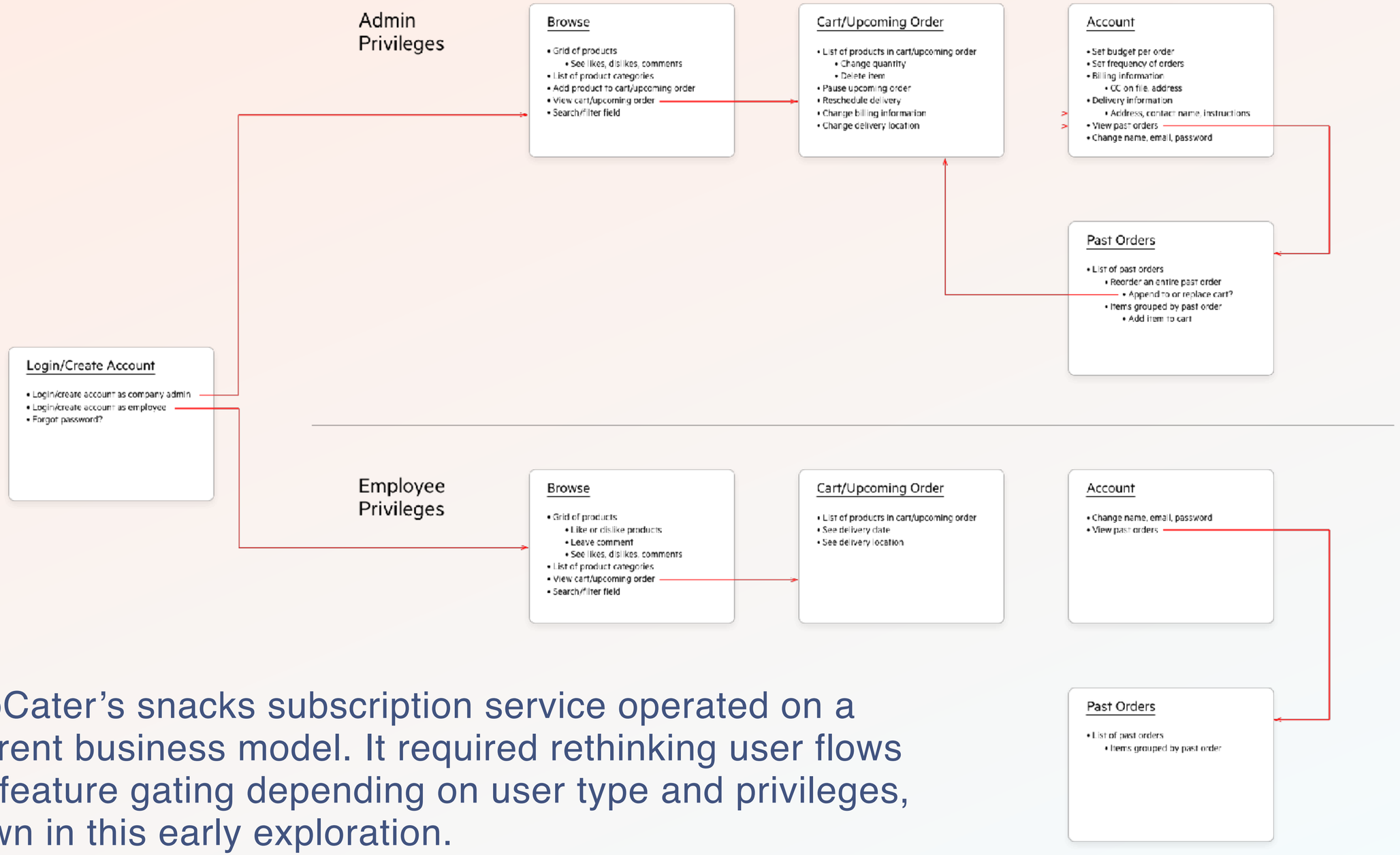
Customer interviews, market research, quantitative analytics, and conversion tracking drove the evolution of the ZeroCater Marketplace product design, from the digital storefront, to the order customization interface.



Building ZeroCater: Snacks & Kitchens

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

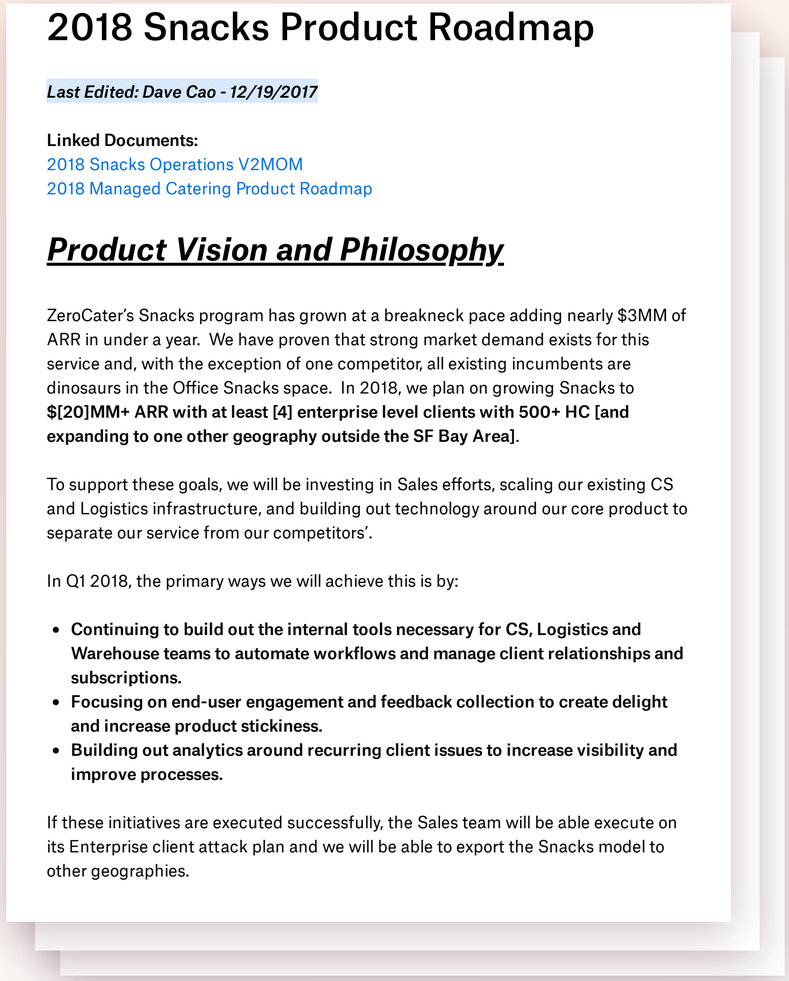




ZeroCater's snacks subscription service operated on a different business model. It required rethinking user flows and feature gating depending on user type and privileges, shown in this early exploration.

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:

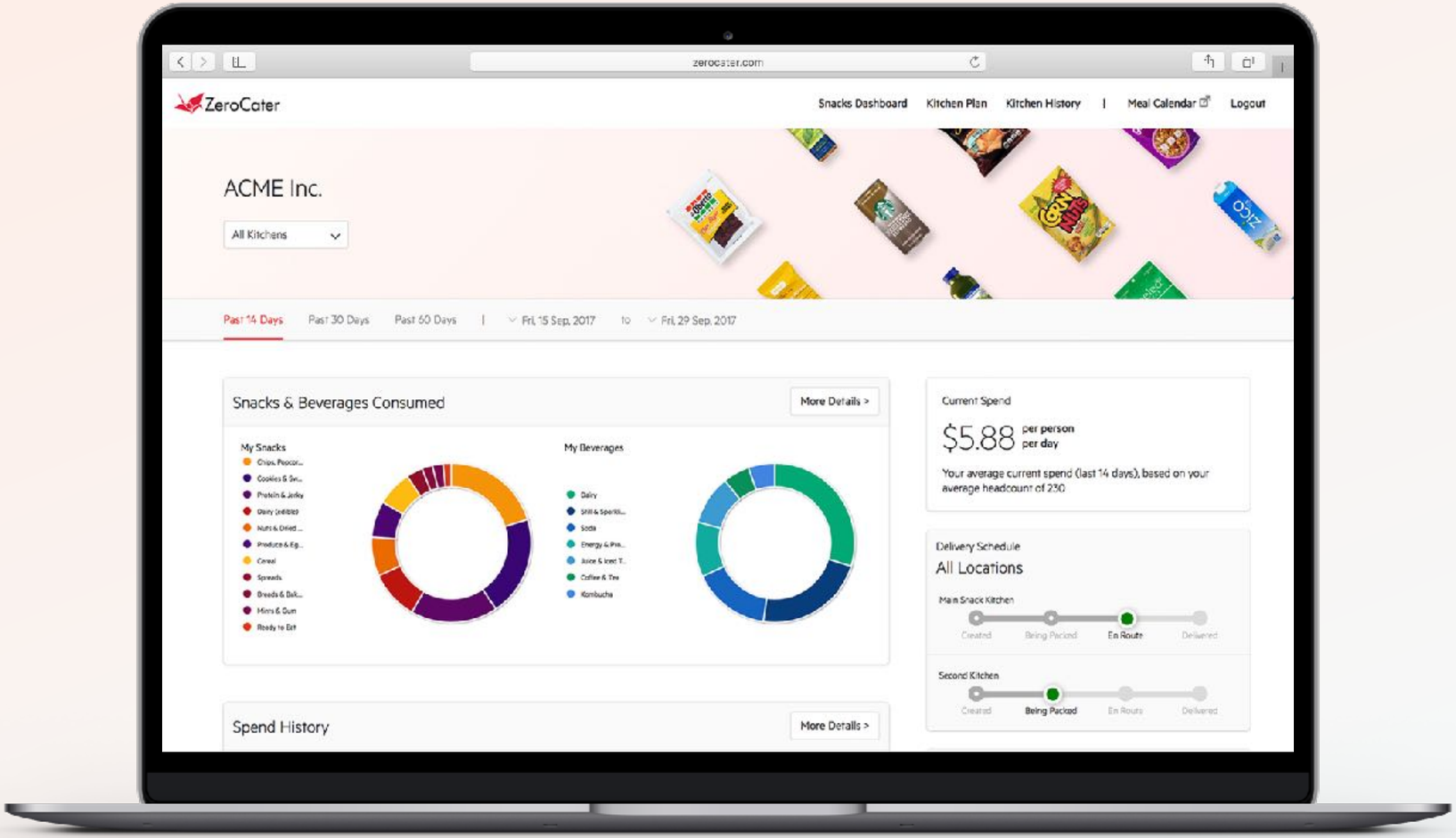
- **Continuing to build out the internal tools necessary for CS, Logistics and Warehouse teams to automate workflows and manage client relationships and subscriptions.**
- **Focusing on end-user engagement and feedback collection to create delight and increase product stickiness.**
- **Building out analytics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

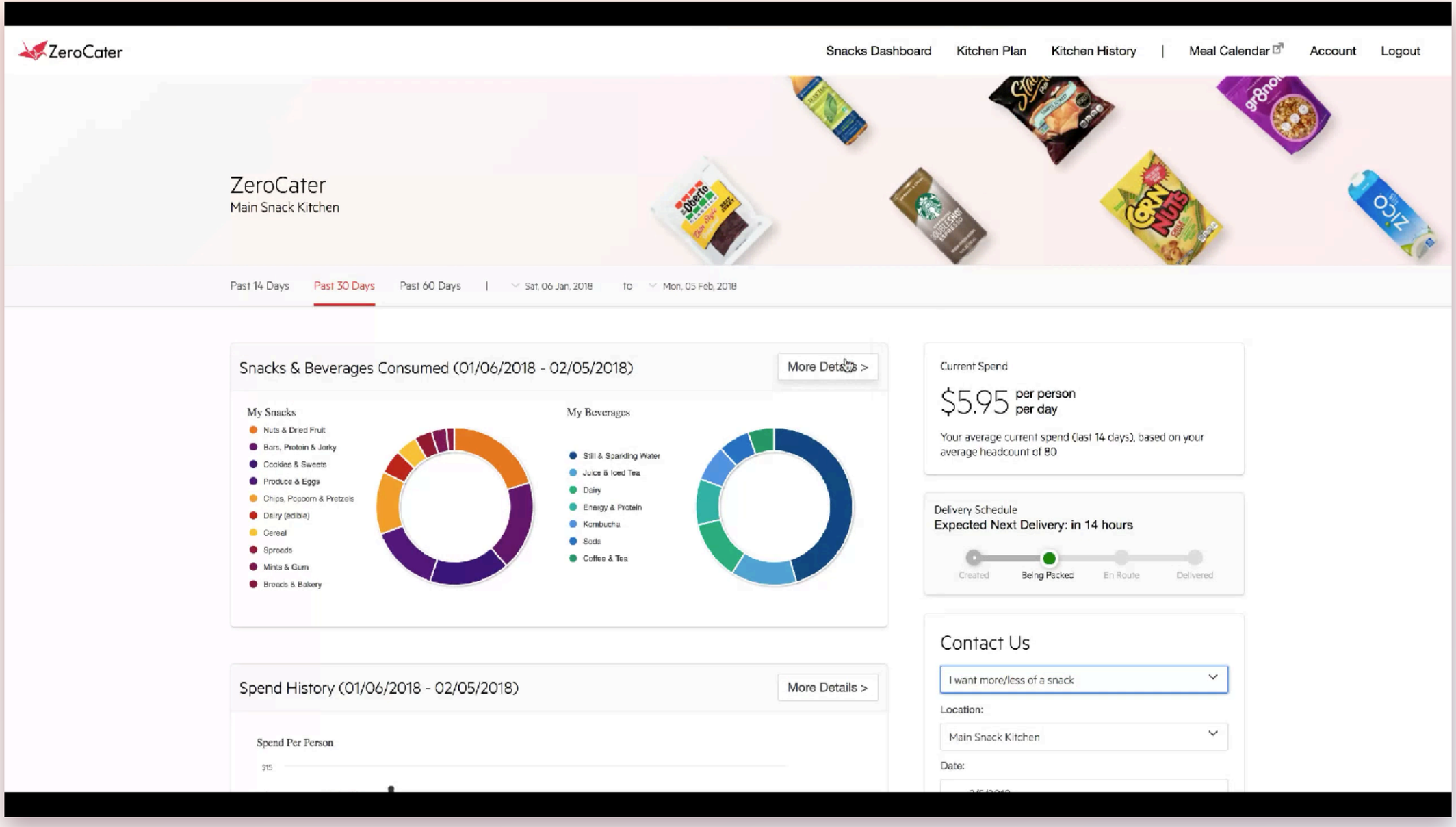
- Creating the Product Roadmap for Snacks & Kitchens for Q1 in 2018
  - Written by myself in the absence of a Head of Product and our VP of Engineering after both left the company.
  - Edited by David Cao, our acting Product Manager

Solving Problems While Creating Opportunities for Growth

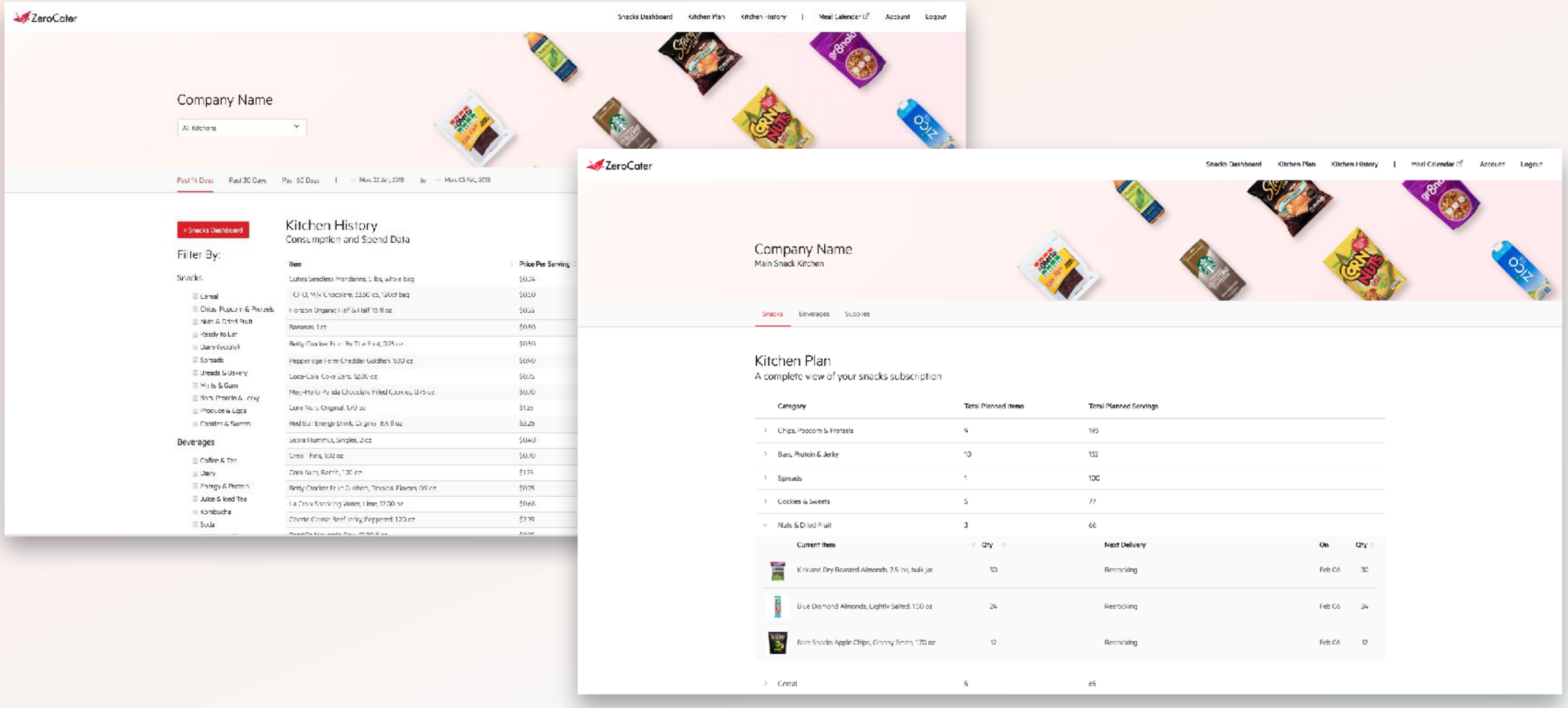
- The ZeroCater Snacks & Kitchens dashboard solved two large business challenges:
  - First, accurate reporting data from the new ZeroCater inventory warehouse located South of San Francisco.
  - Second, a bottleneck in Client Success personnel man-hours created a need for a more automated way to keep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



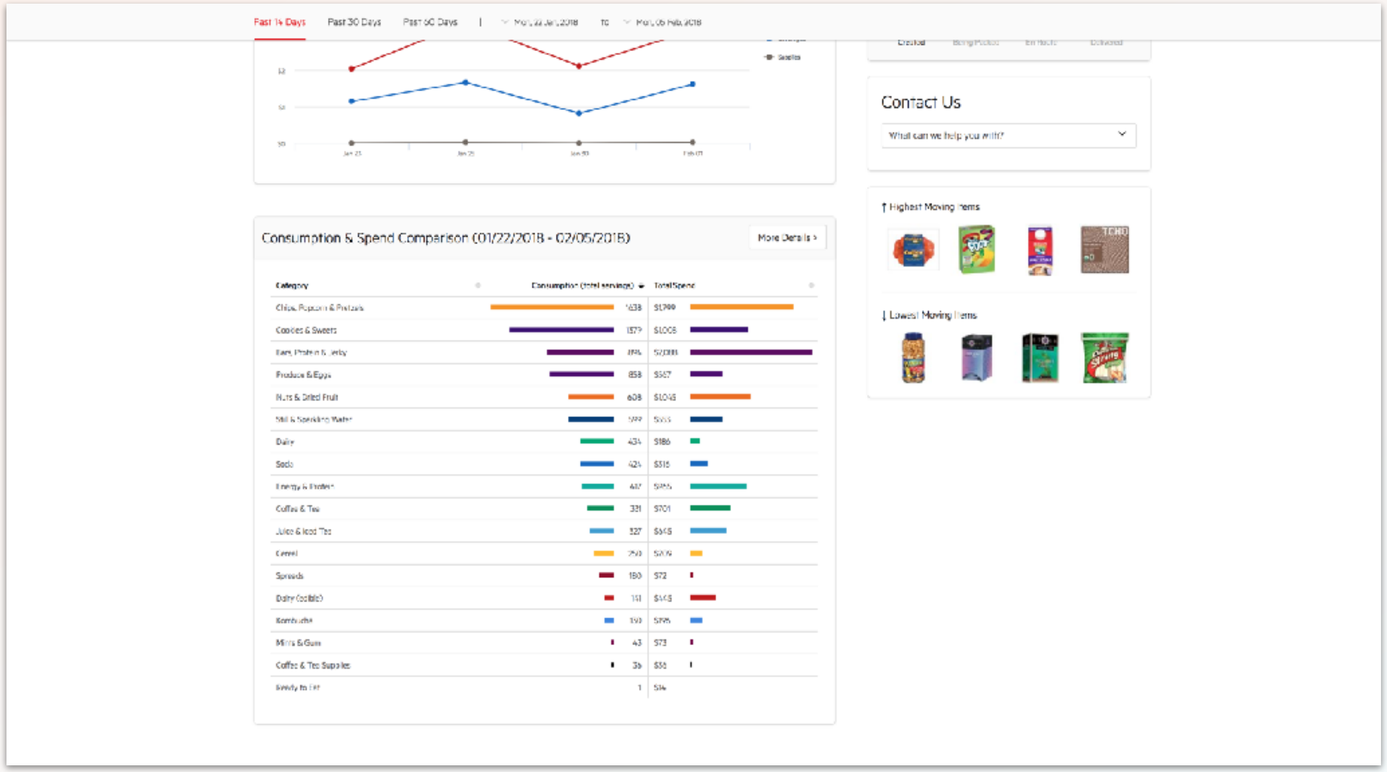
Full reporting capabilities being demonstrated on the dashboard



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

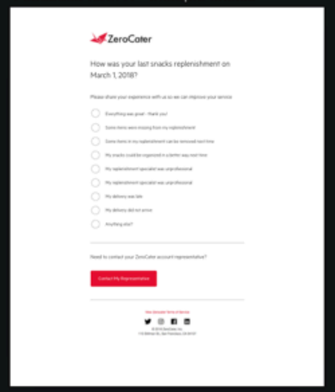
- Built in a quasi-experimental Vue codebase, the dashboard took advantage of the design engineering asset library that had been built in 2017, allowing for quick prototyping

- The dashboard also helped to alleviate the bottleneck in customer service manpower by providing automated reporting.

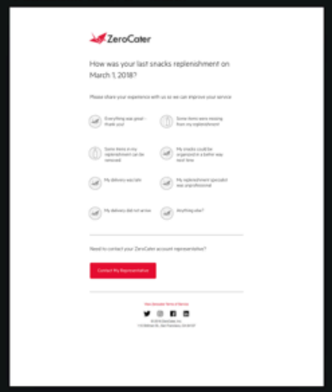


Many iterations of a customer feedback flow were explored

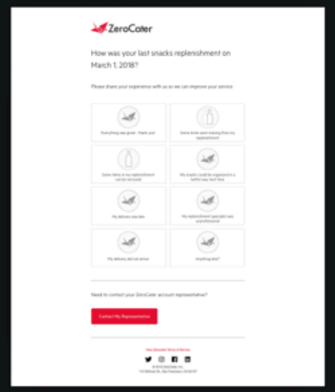
Feedback form A - Multiple choice



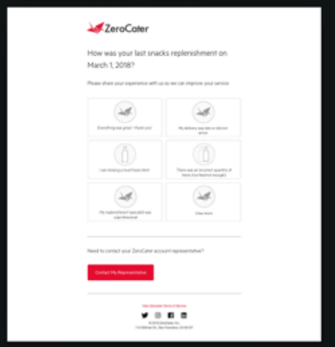
Feedback form B - Icons



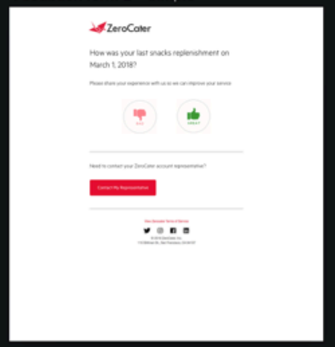
Feedback form C - Cards



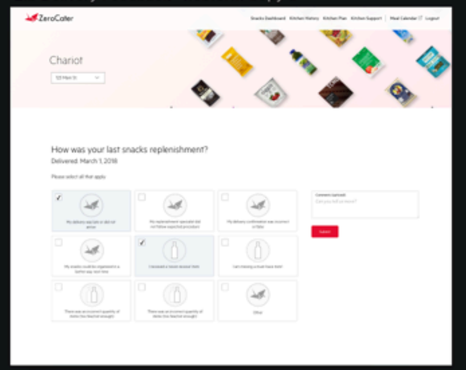
Feedback form D - Cards 2



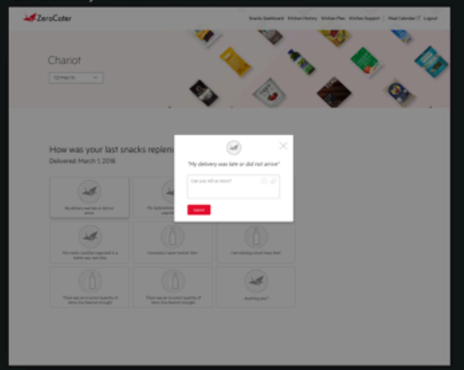
Feedback form E - Simple



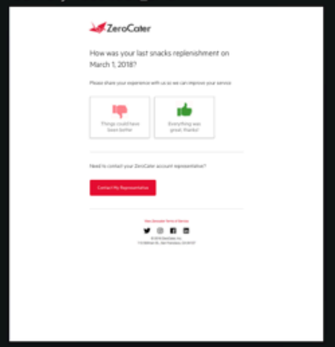
2.b Delivery Feedback -webform Copy 3



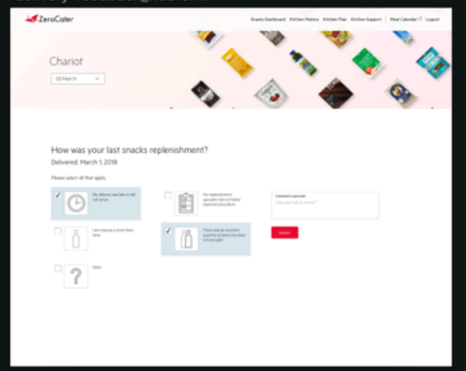
2.b Delivery Feedback -webform Success



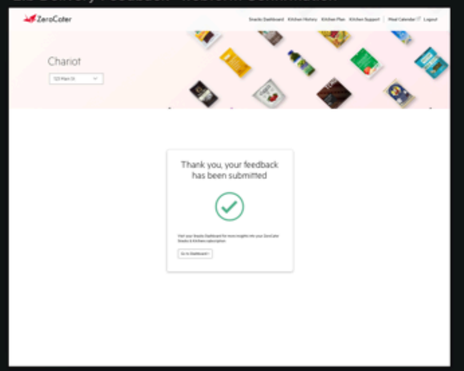
delivery-feedback_email



delivery-feedback_webform

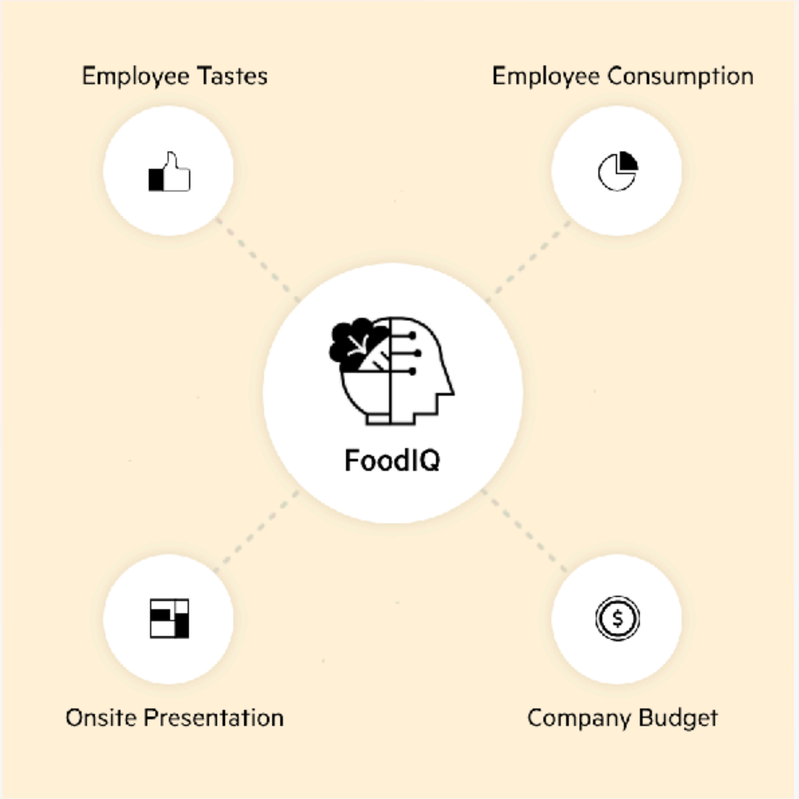


2.b Delivery Feedback -webform Confirmation



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.

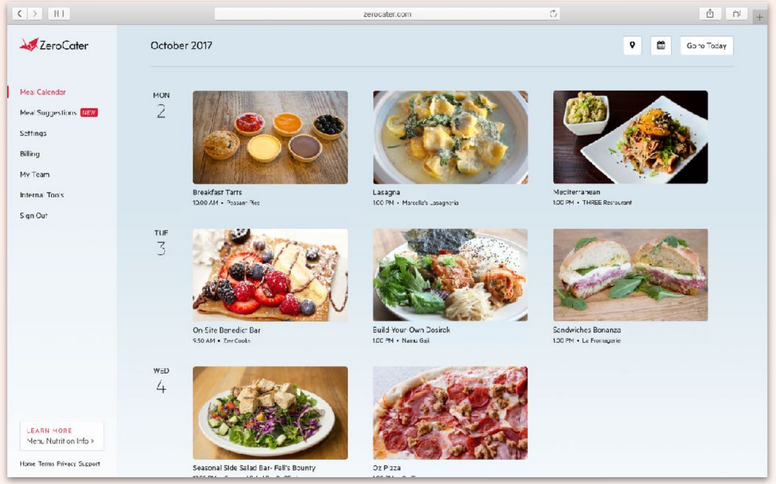


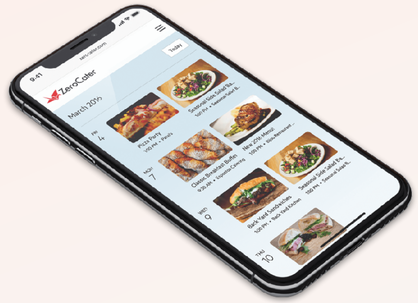
Powered by the Snacks & Kitchens dashboard, FoodIQ is a key value pillar in ZeroCater’s product offerings

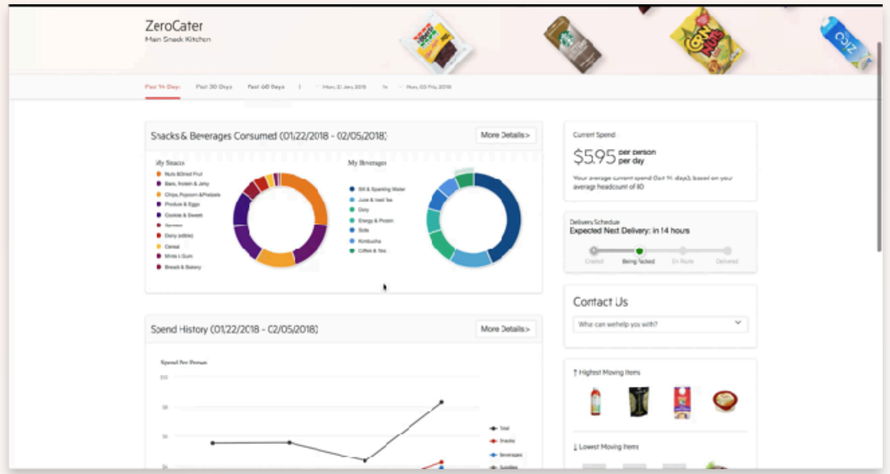
Results That Keep Paying Off

- 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.

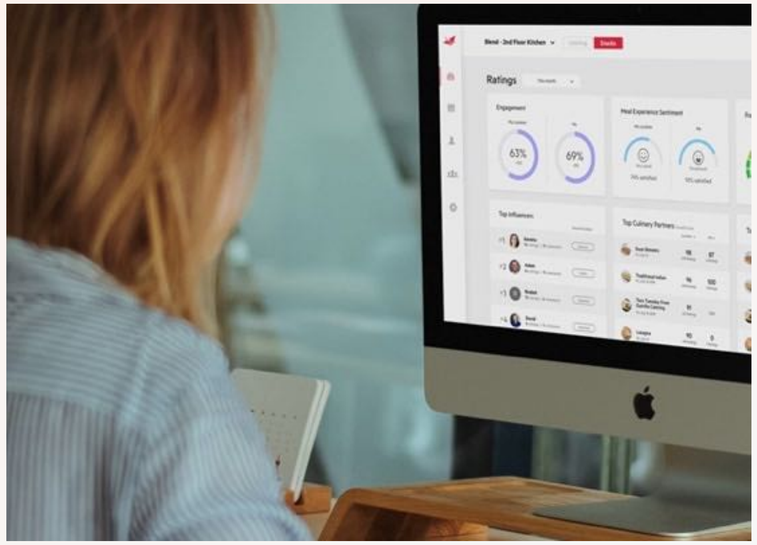
Catering Dashboard + Snacks & Kitchens Dashboard are now….

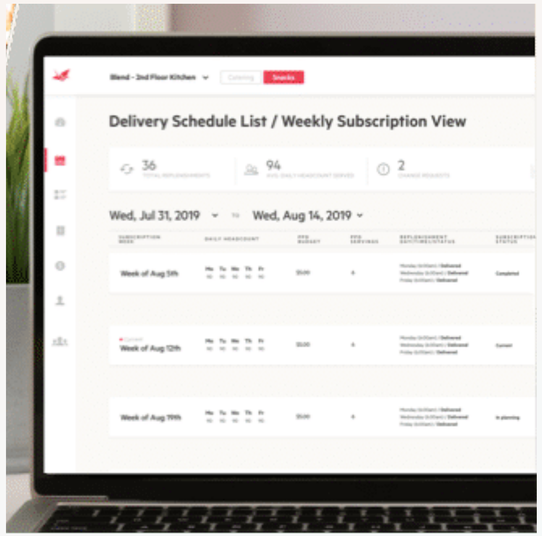






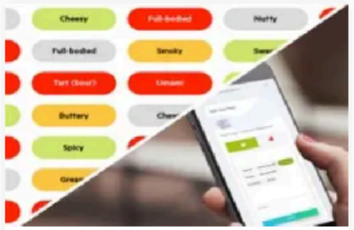
One Platform to Completely Feed Your Employees





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

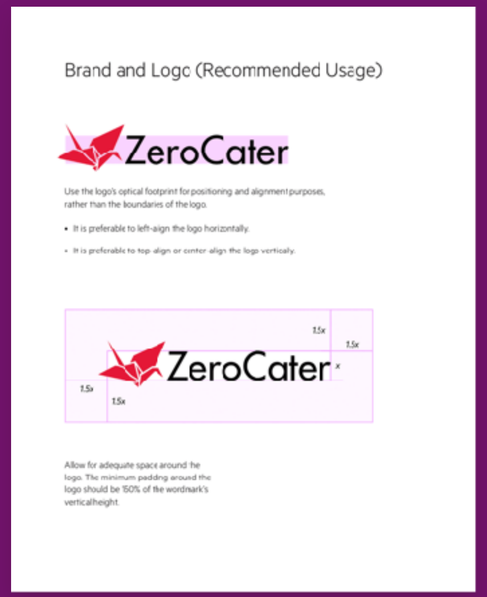
Data-driven Insights

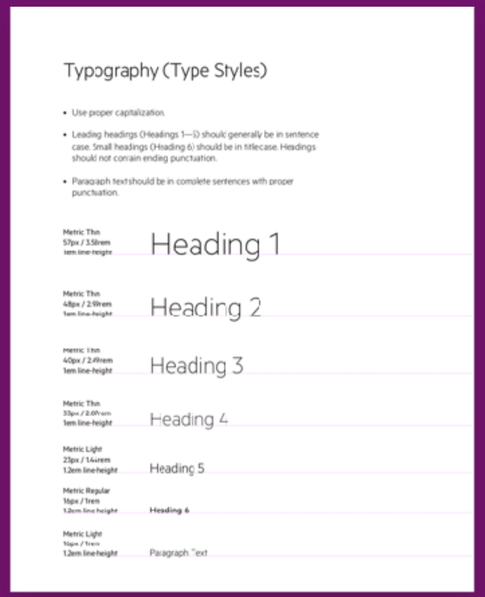
Technology-powered dashboards and a dedicated food concierge team give you control over your food programs

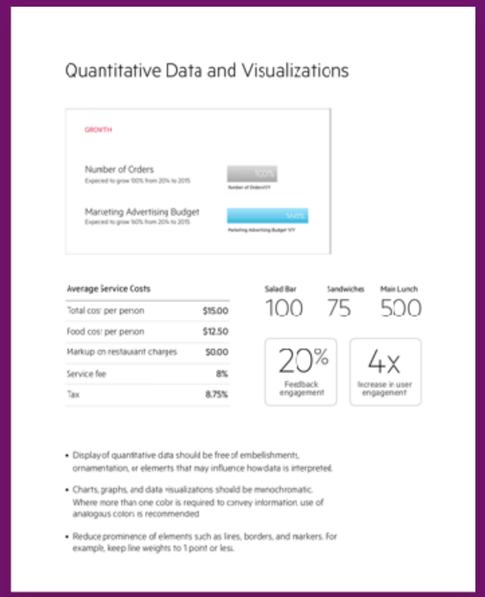
The Snacks & Kitchens dashboard is now touted as a product that officially set ZeroCater apart from the competition. No other competitors could offer this level of engagement and transparency in the form of an all-in-one platform.

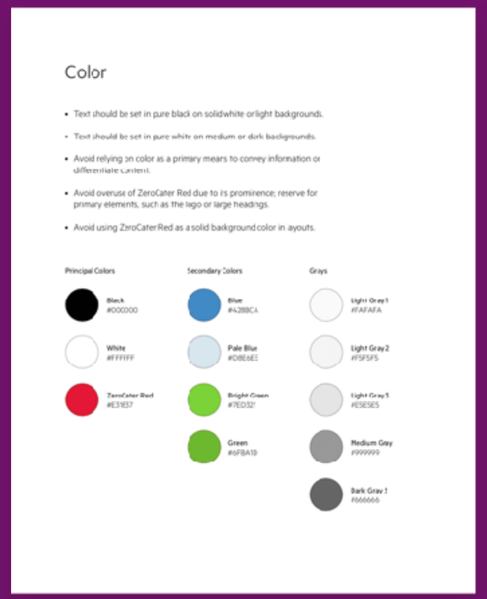
CASE STUDIES

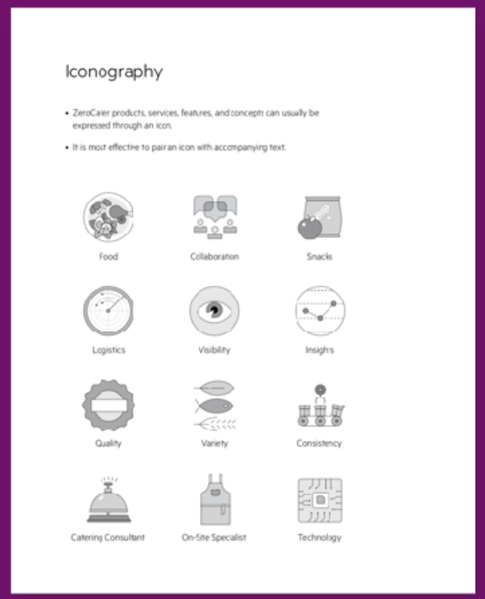
Building a Design System to Scale and Improve the ZeroCater Customer Experience







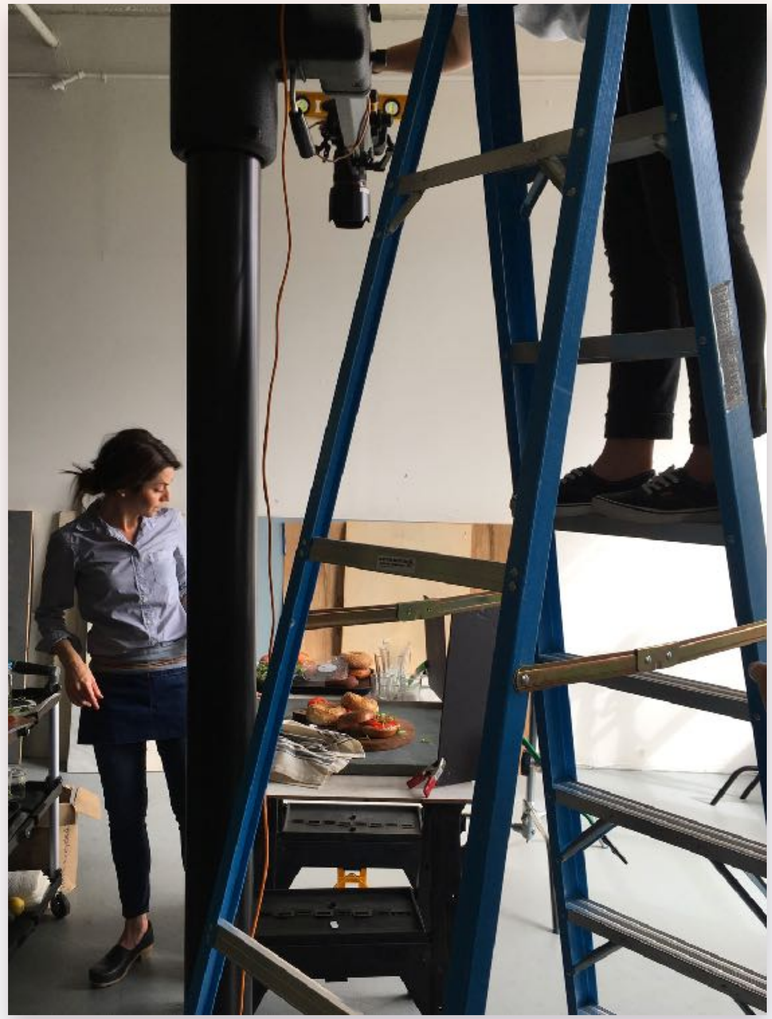


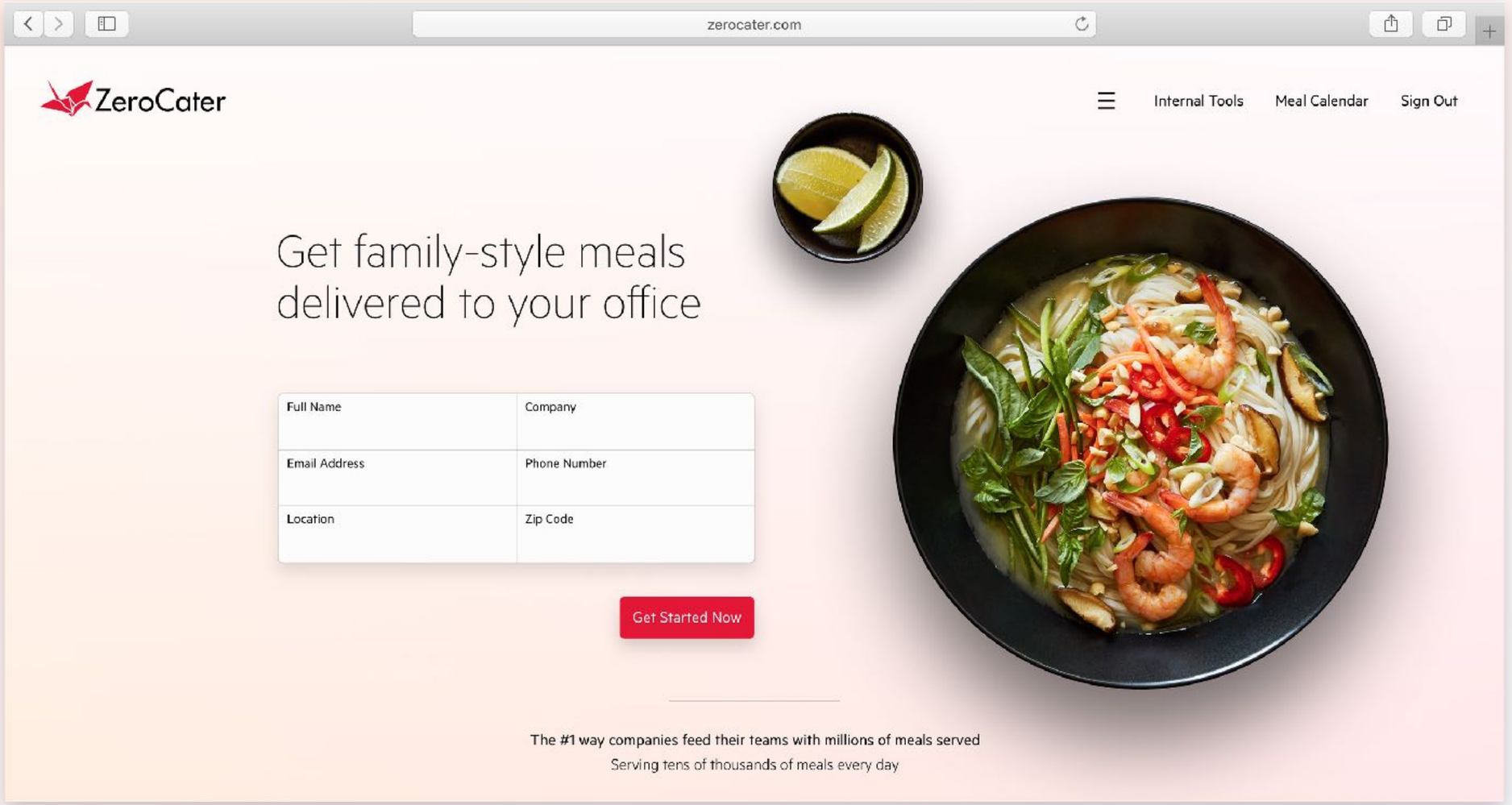


The new ZeroCater design system and style guide became the foundation for new and redesigned products as well as updated marketing communications.

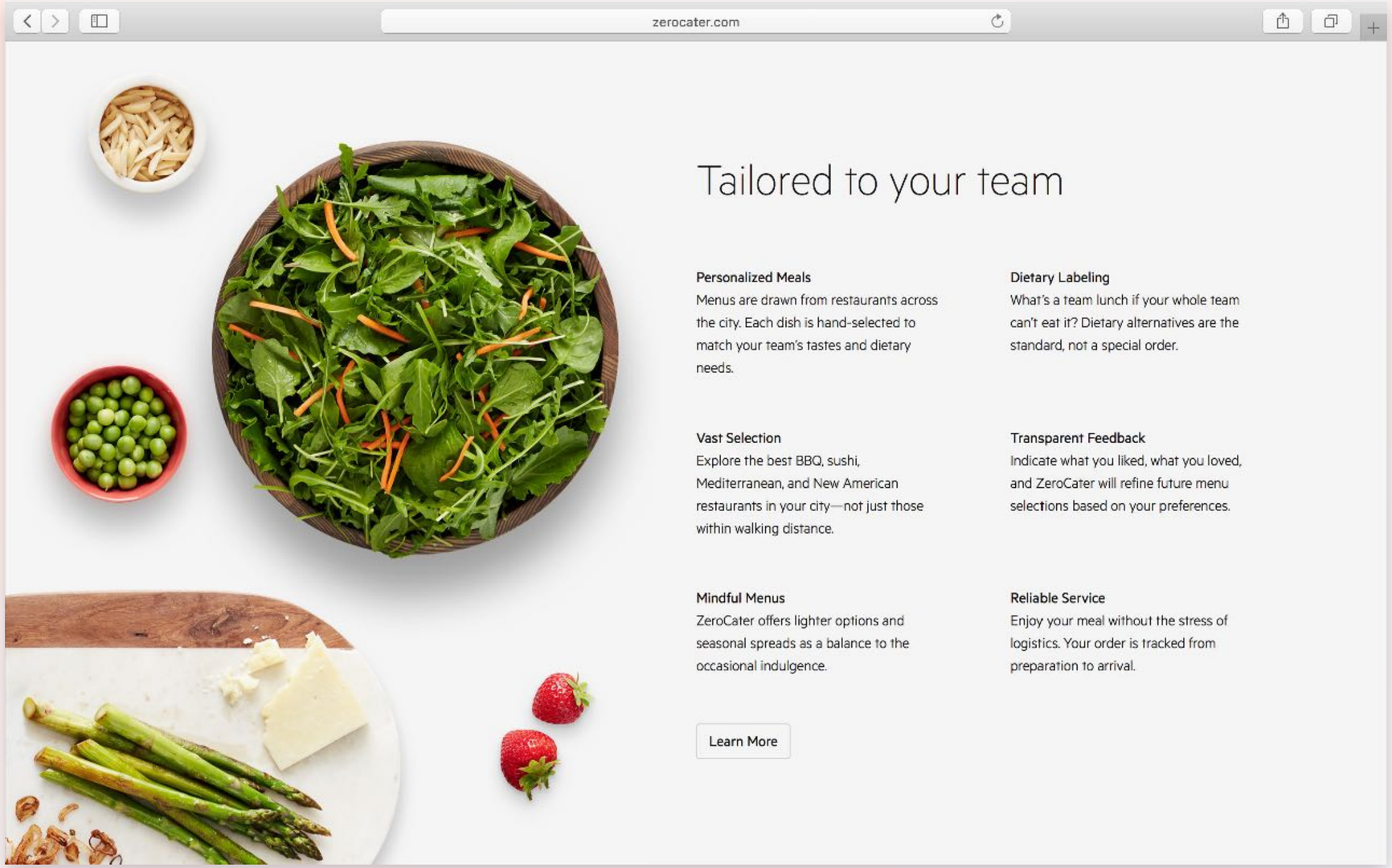
The design team provided art direction and worked on-site with professional photographers to create a custom asset library.

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



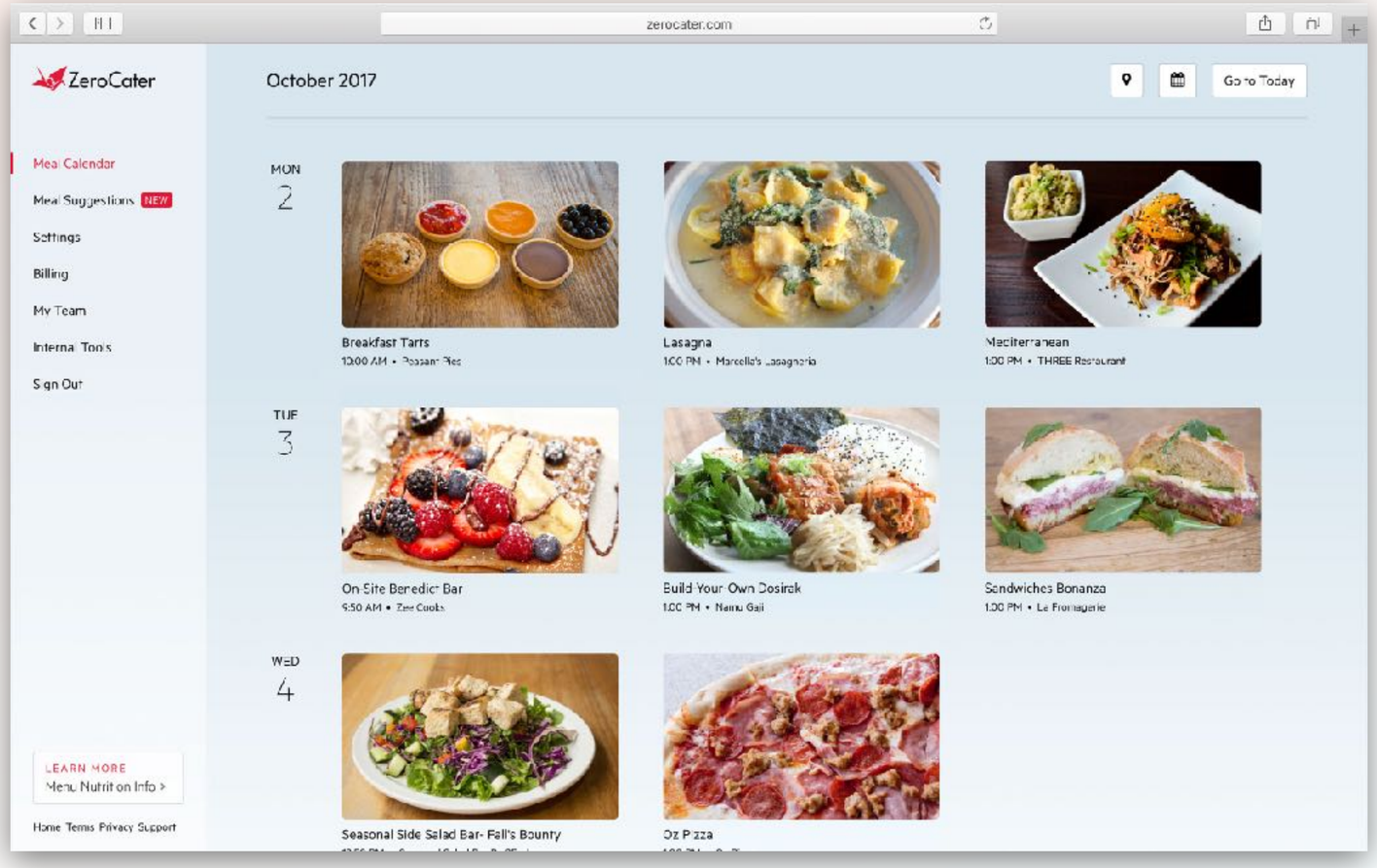


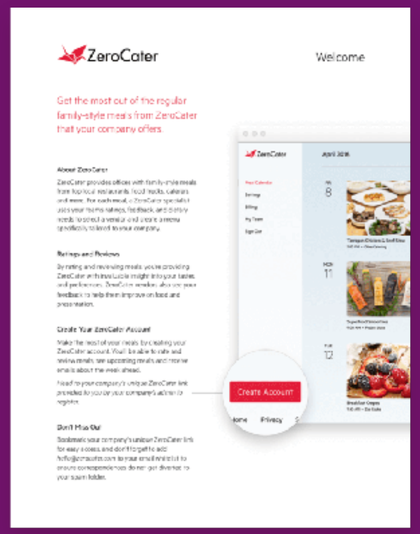
Photographs from these studio sessions were then used to quickly and flexibly create custom imagery for the web and more.



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

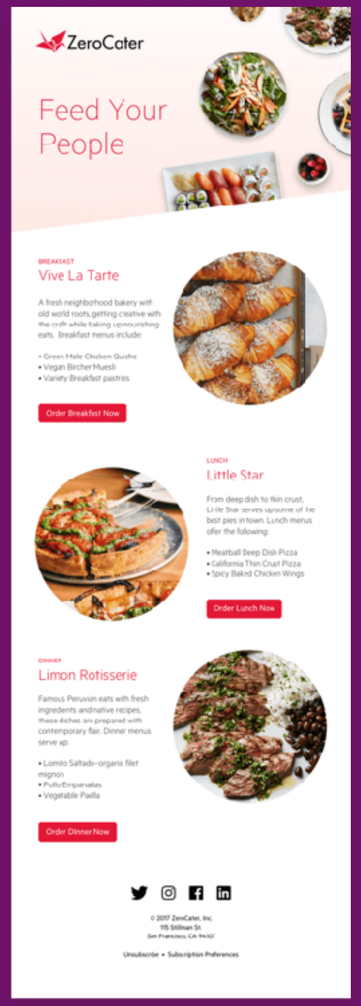
The new design component engineering library also helped ZeroCater's small team to smoothly iterate upon the rebuild of the Catering Platform and its client-facing dashboard.





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.



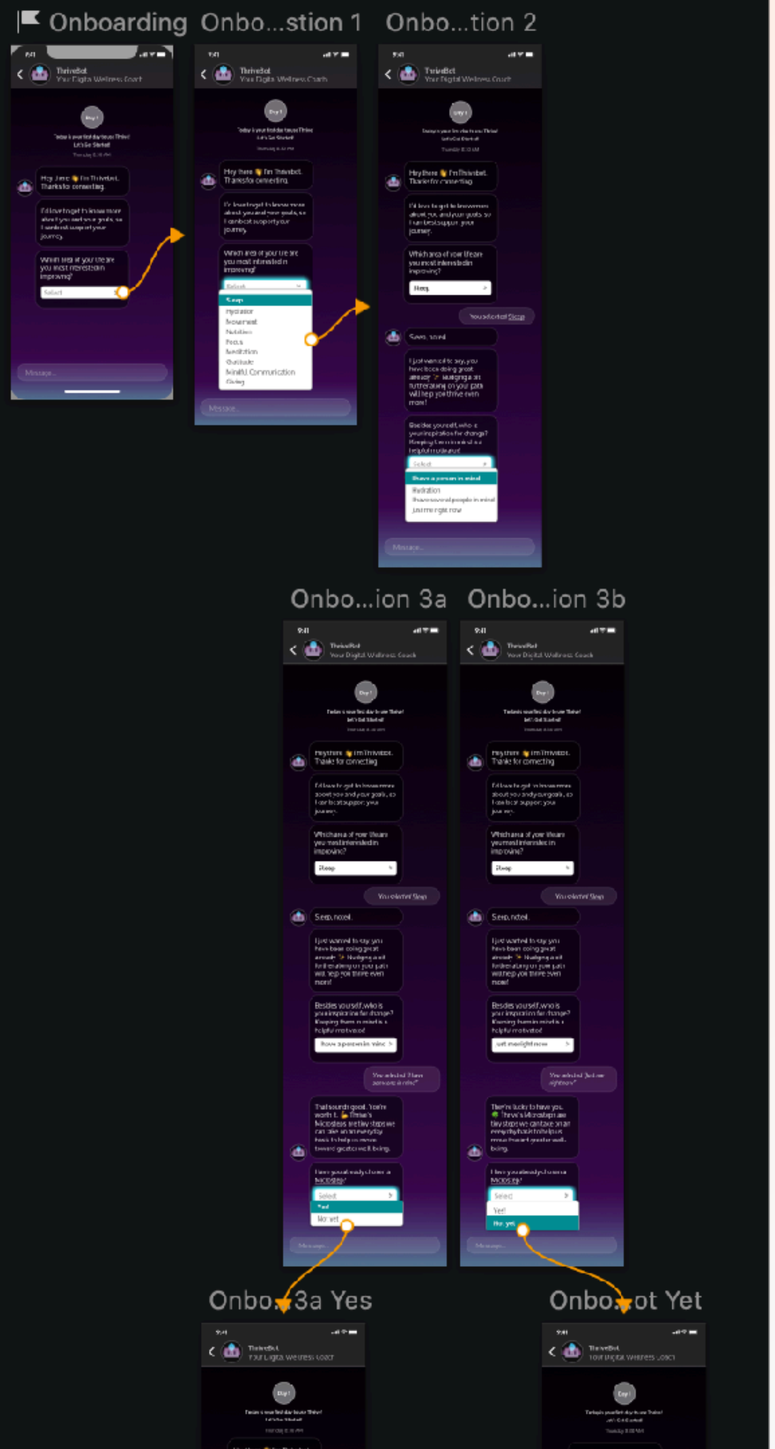
Every step of email campaign journeys was overhauled, and replaced older designs that appeared disconnected from the company's new identity

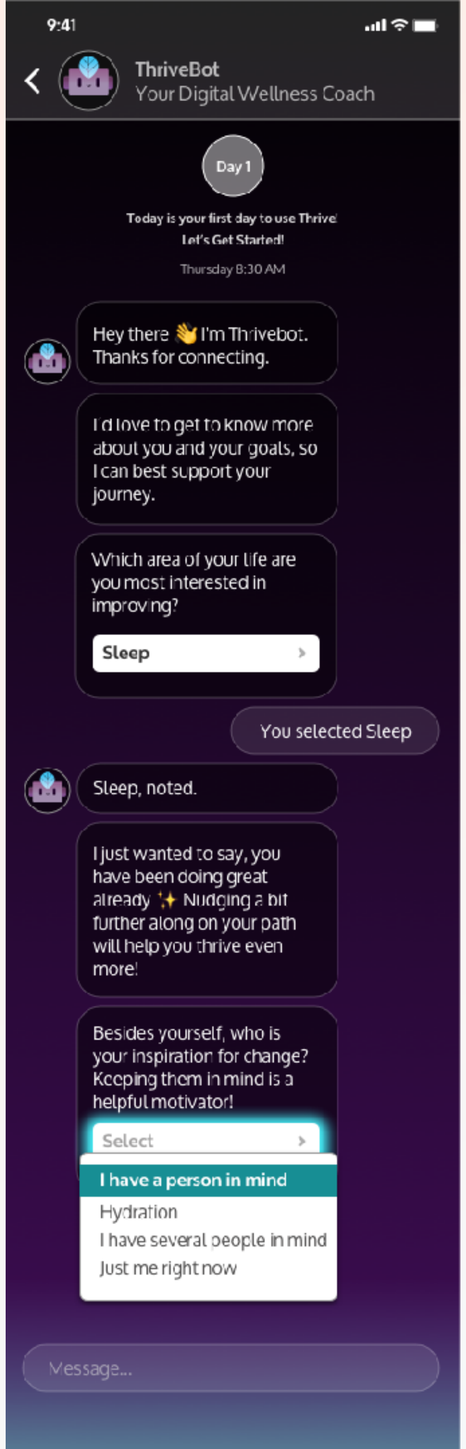
All Pardot development was done by myself until I handed the responsibility off to an off-shore team in late 2017

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

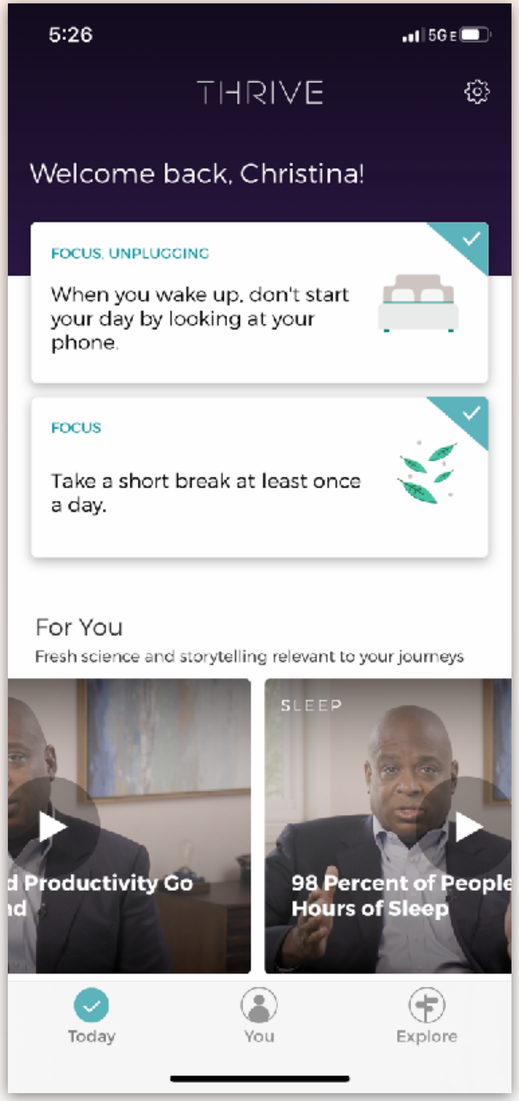




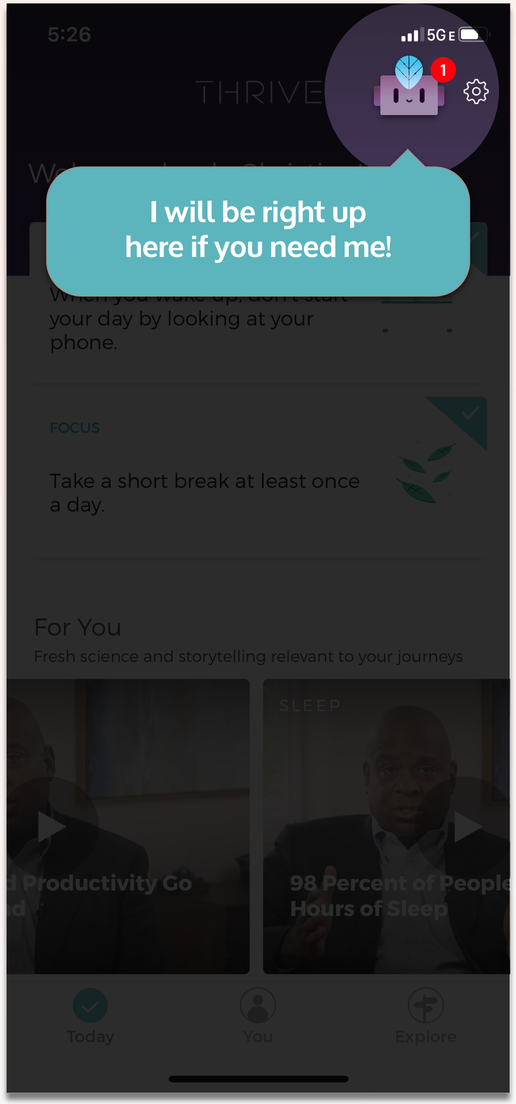
ThriveBot: Your Digital Wellness Coach

The Mission:

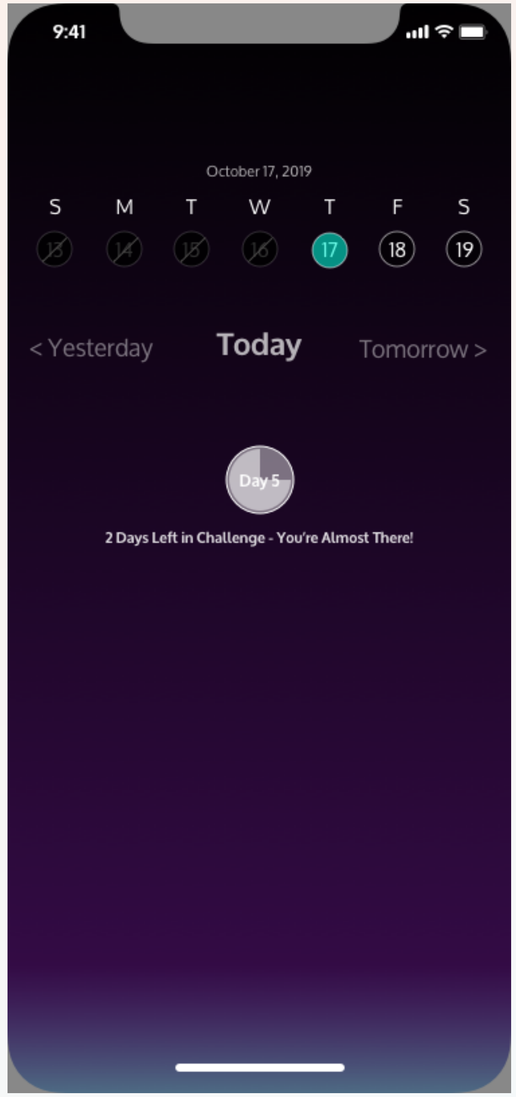
- High-fidelity product and user-flow suggestions to be presented to investors on a short timeline.
- Project included a full design treatment and animated assets to better communicate vision to stakeholders



The existing Thrive app home-screen view.

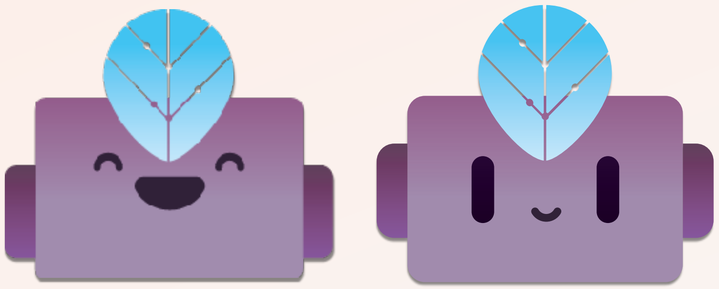


ThriveBot would ‘live’ in the top-right corner of the app view-screen

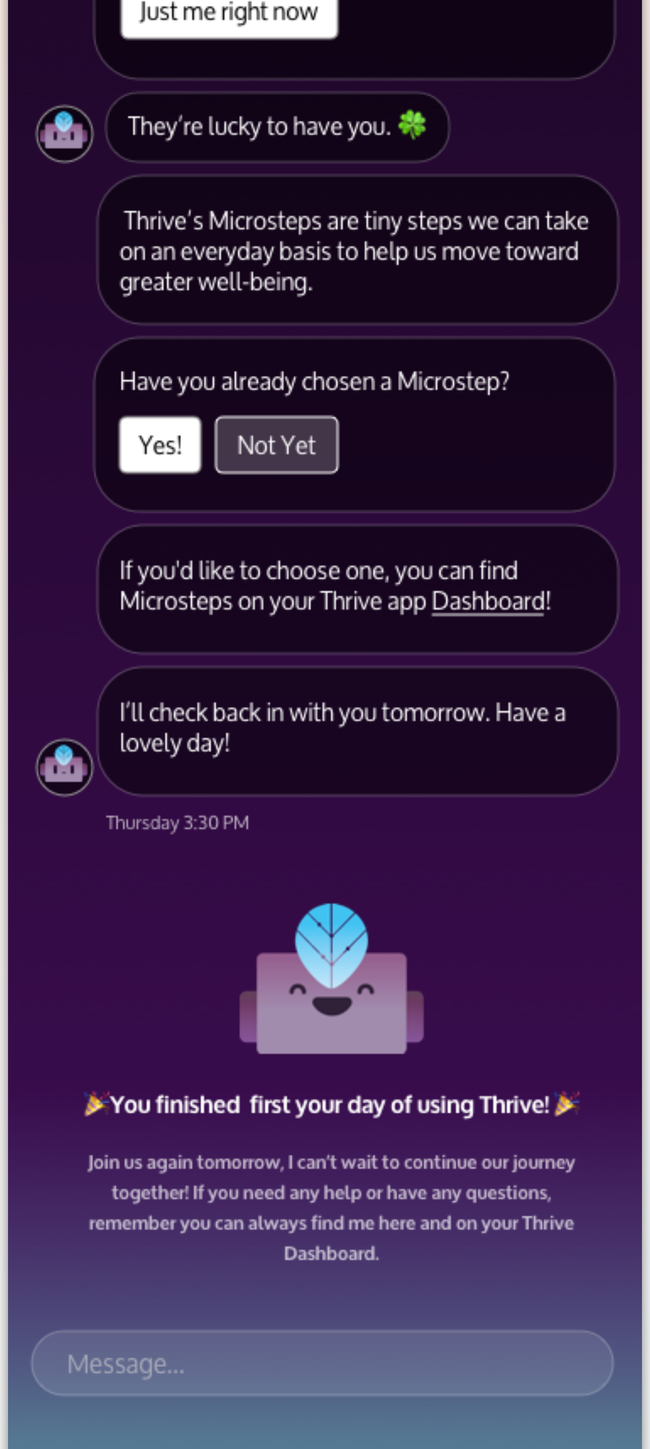


Accessing your schedule in the Thrive App

THRIVE GLOBAL



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.



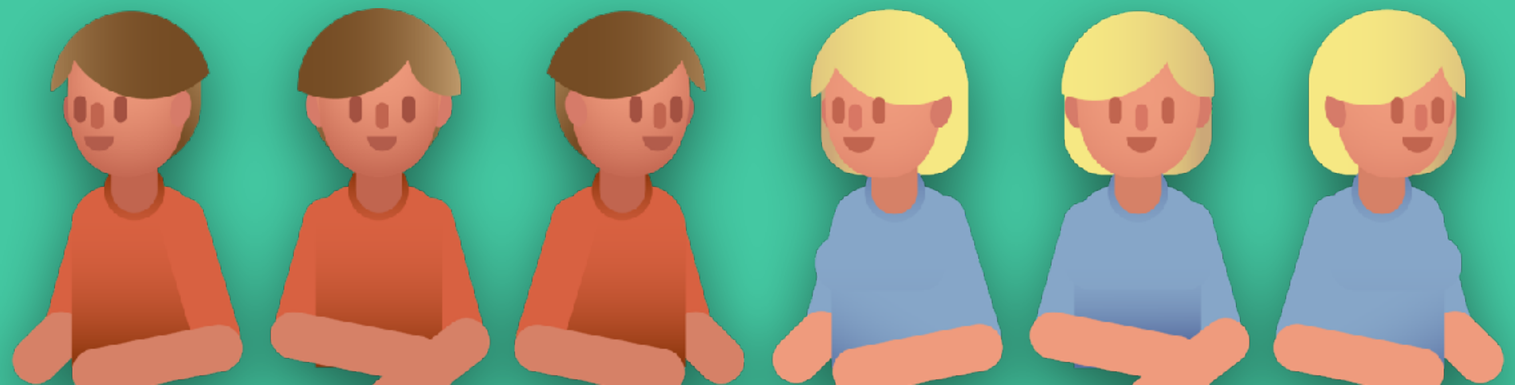
Witness ThriveBot come to life, created by myself in AfterEffects. ThriveBot provides much needed liveliness in a product that was suffering from a clinical, impersonal experience.

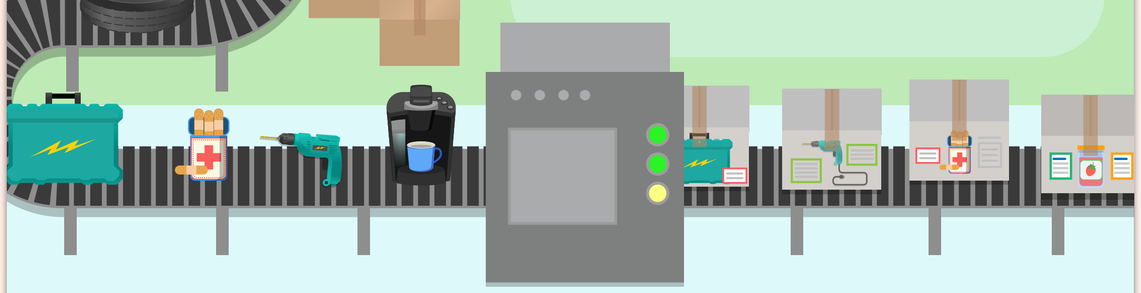
OTHER WORK

Syndigo

Marketing Design Consultant

2020





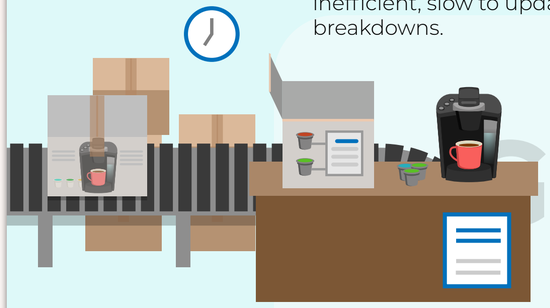
A brief history of Syndication

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

GIF

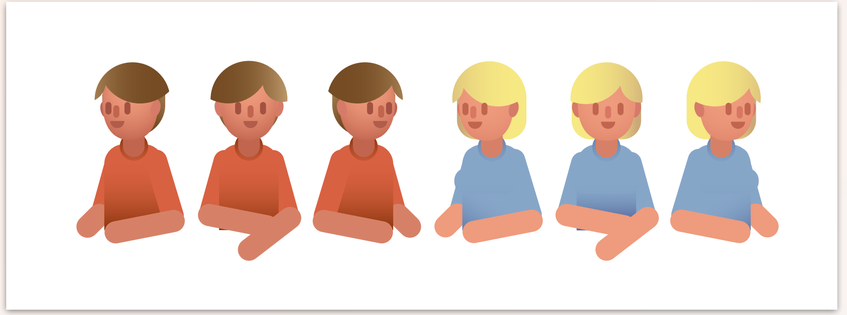
Originally, critical details required for different uses throughout the retail industry, such as SKU numbers and shipping dimensions, were often delivered simply through spreadsheets and email.

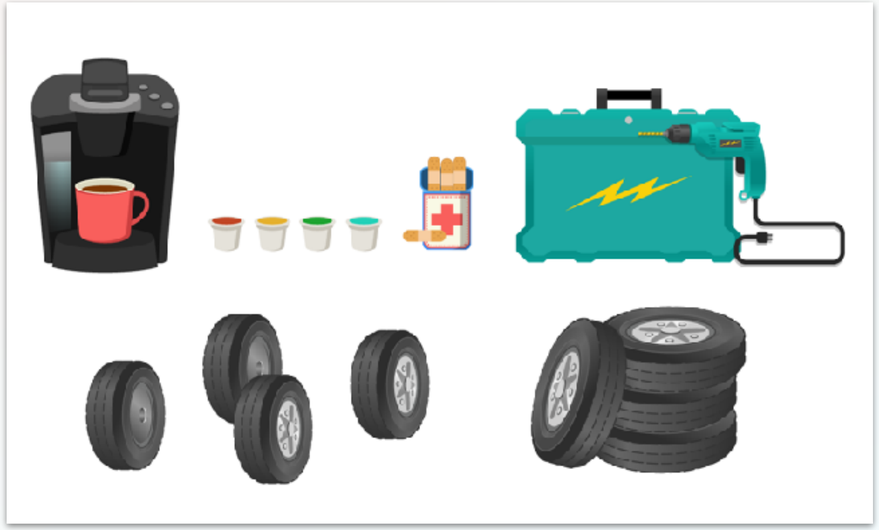
It was a simpler process, but it was also insecure, inefficient, slow to update, and prone to breakdowns.



GIF

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 become an increasingly complex process of collecting, changing, and automating product information

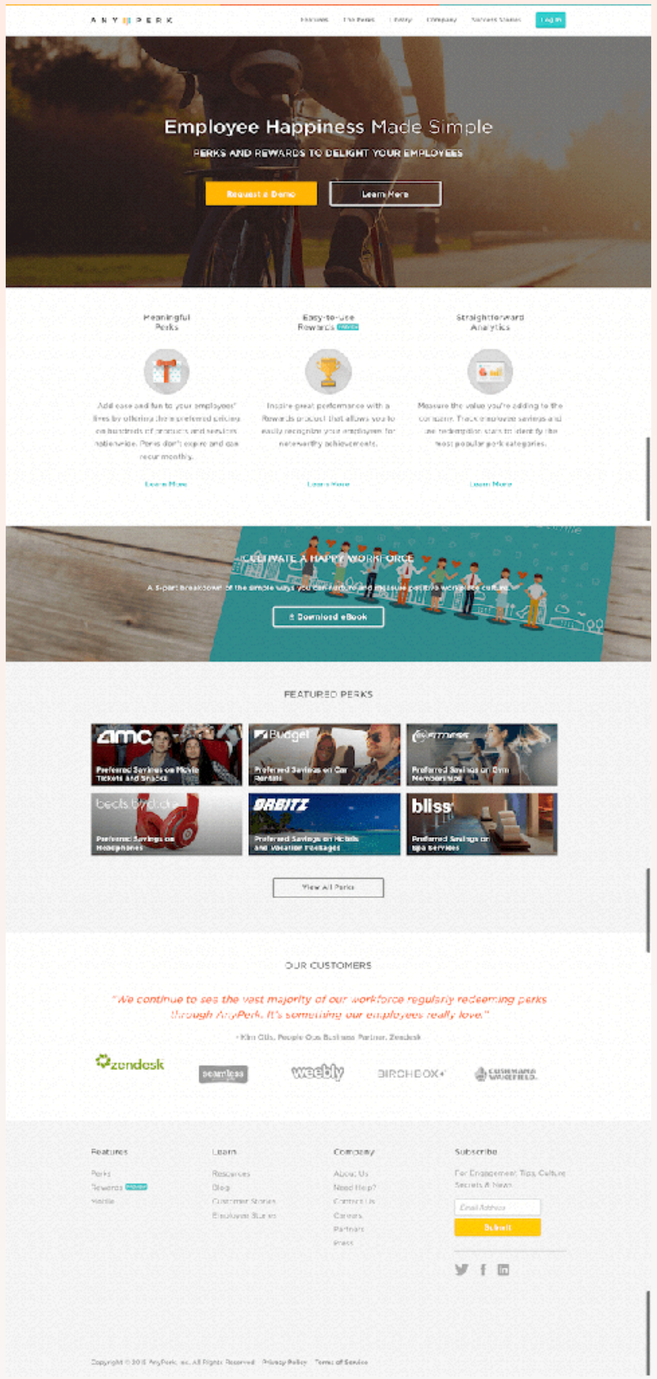




OTHER WORK

AnyPerk

Designer, Marketing Engineer
2016-2018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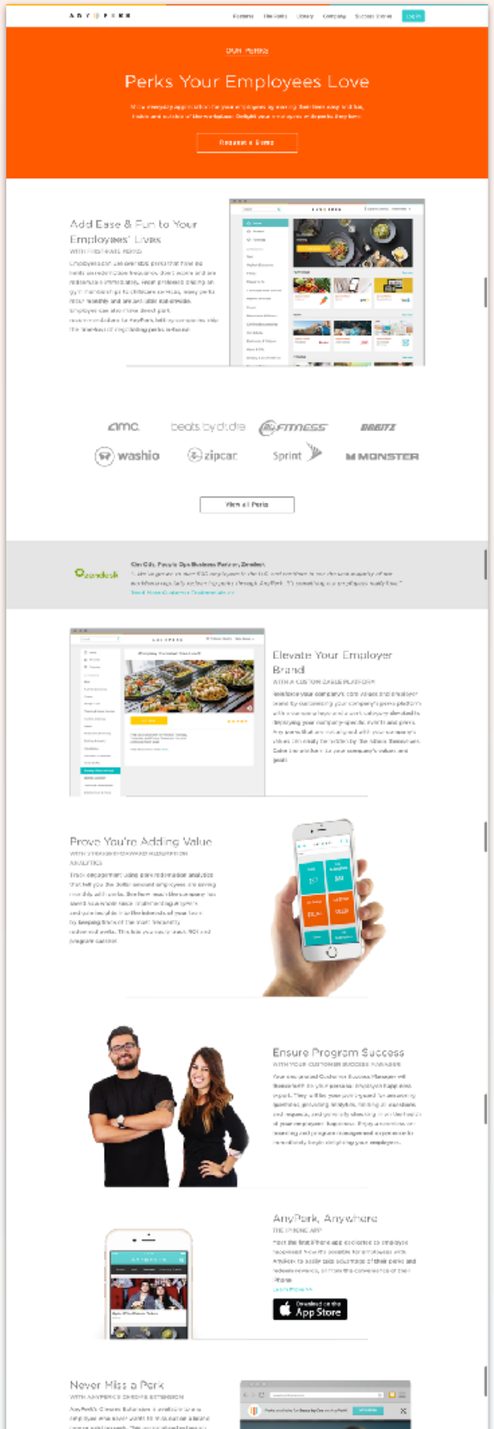
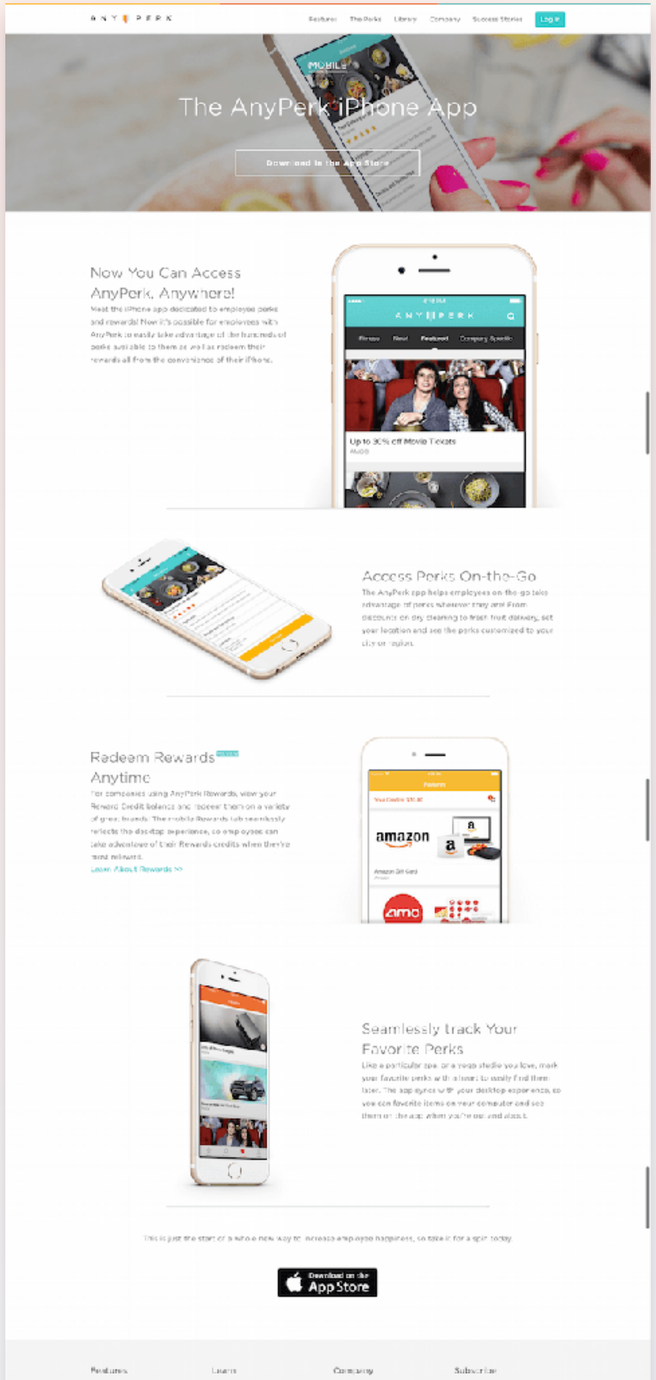

Perks Your Employees Love
Add Ease & Fun to Your Employees' Lives
View all Perks
Elevate Your Employer Brand
Prove You're Adding Value
Ensure Program Success
AnyPerk, Anywhere
Never Miss a Perk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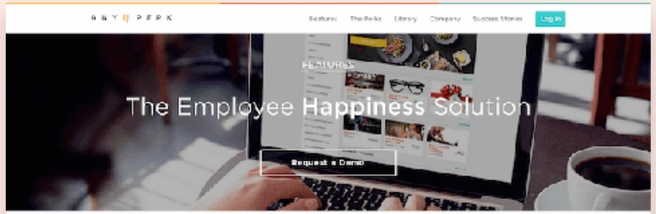
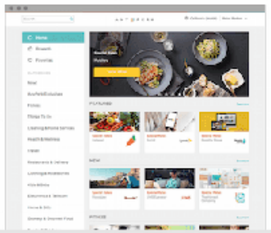


Perks

PERKS YOUR EMPLOYEES LOVE



BIRCHBOX

Rewards

BUILD HAPPINESS WITH RECOGNITION

CUSHMAN & WAKEFIELD

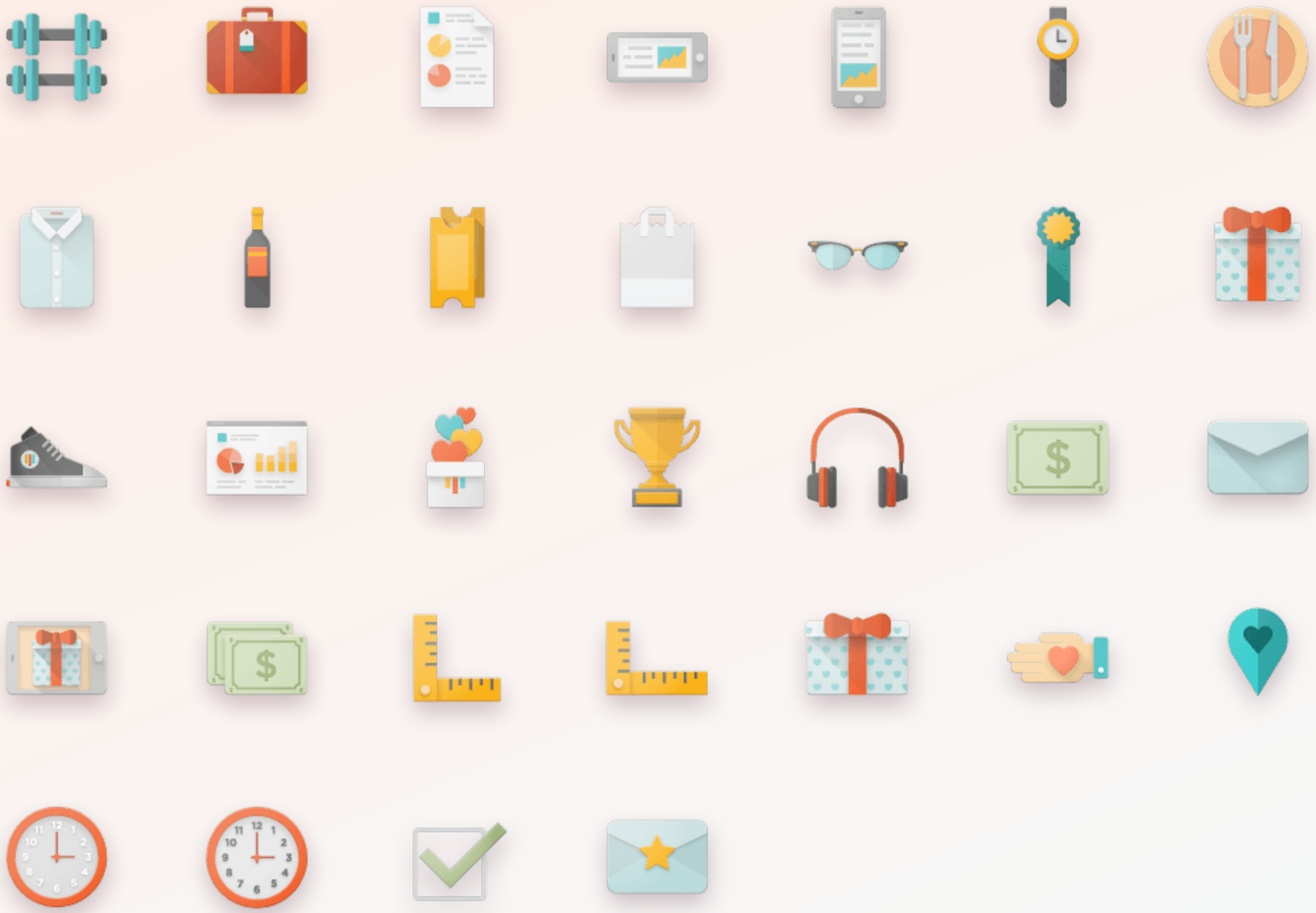
Customer Success & Support

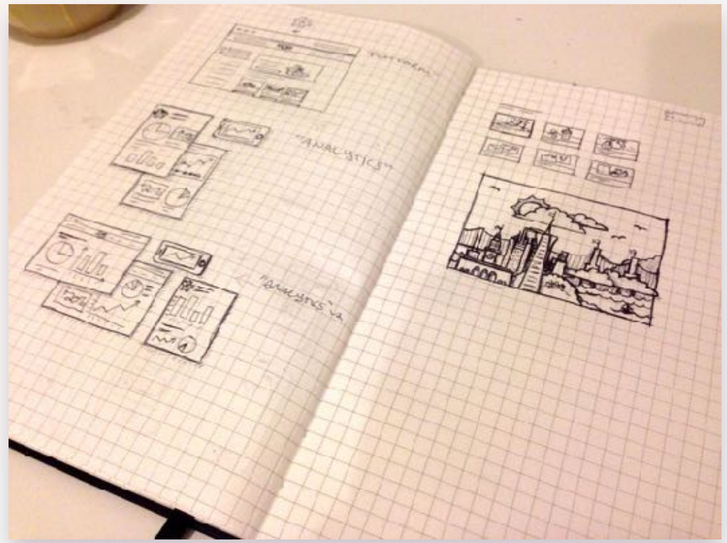
ACHIEVE YOUR EMPLOYEE HAPPINESS GOALS

Employee Communications

EMPLOYEE ENGAGEMENT INITIATIVES

Branding, Marketing Communications, Illustration, Development





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Employee Happiness Made Simple™

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UV
UV
ANY PERK

ANYPERK REWARDS
ANYPERK REWARDS
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OTHER WORK

MakerSquare

Lead Designer
2013-2015

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

liviusebastiantudor what about Europe ???!?

222w Reply

23 likes

MARCH 10, 2016

MAKERSQUARE VISITS
THE
WHITE HOUSE

makersquare • Following

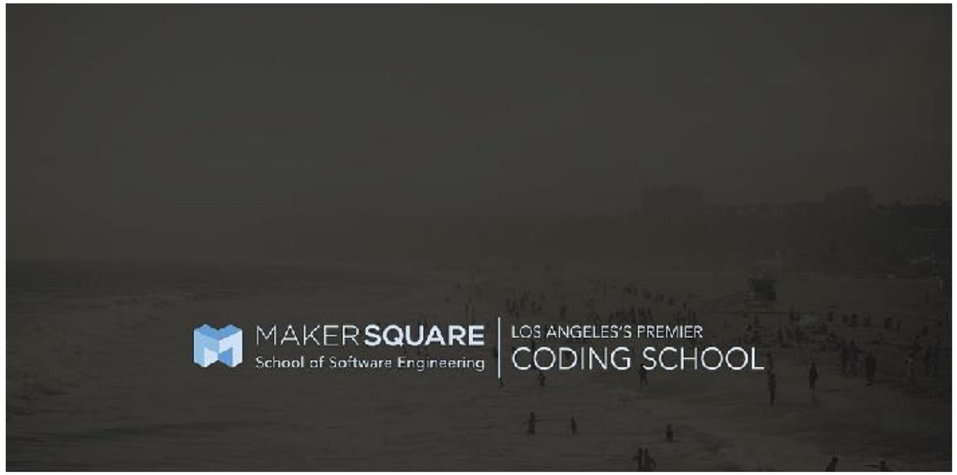
makersquare Next stop, the #WhiteHouse for the Accelerated Learning Roundtable to discuss programs for vets, low income, & minorities! #STEM #techeducation

300w

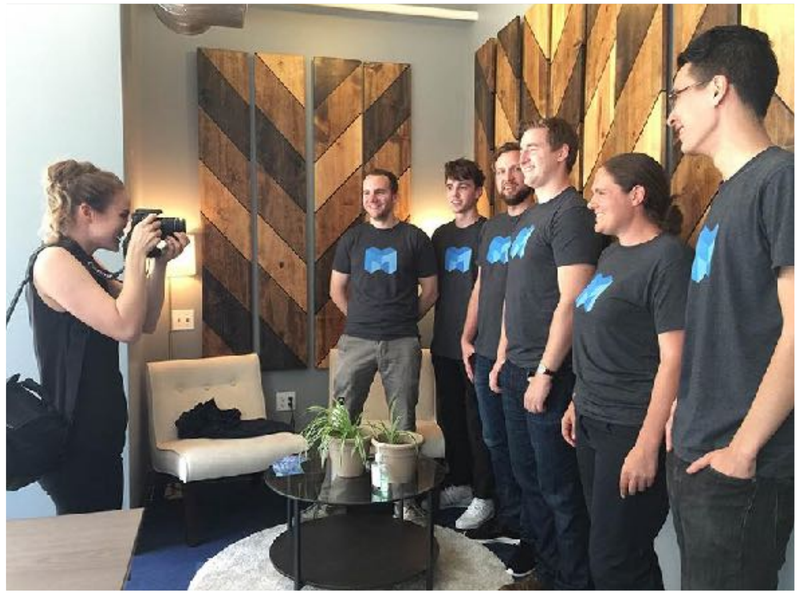
23 likes

SEPTEMBER 8, 2014

MAKERSQUARE

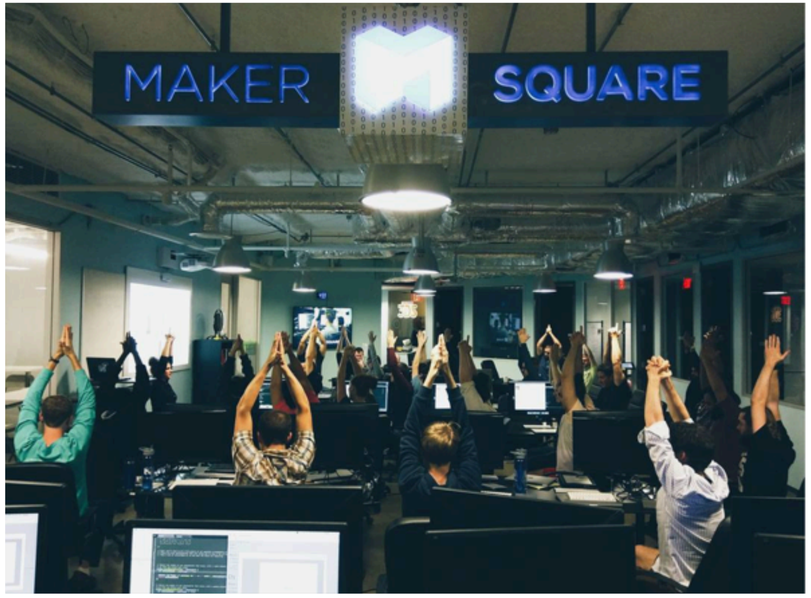


christina day
@christinaday
Progress shots from yesterday. @MakerSquare San Fran wall decor is in the works! Nice to ditch the laptop for a bit.
8:21 PM · Jul 26, 2014 from San Francisco, CA · Twitter for iPhone



MAKERSQUARE
LEARN TO CODE

MAKER
SQUARE


MAKER
SQUARE

EARLIER WORK

Bonsai.Io, ATX Nerdy Ladies, Vespaio Restaurants Group

Design Consultant
2012-2015

SLATE

APPLE

FROST

CORAL

bonsai

STYLE-TILE No. 1

ADJECTIVES

Forward-thinking
Mindful
Experienced

This is could be an introduction

THIS COULD BE A TAGLINE

Call to Action

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 eruditi molestie vis.

WHITNEY, MEDIUM, 18PT

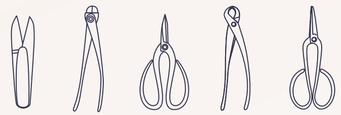
Standard paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditi molestie vis.

WHITNEY, THIN, 18PT

This is a link **This is a link when you hover over it**

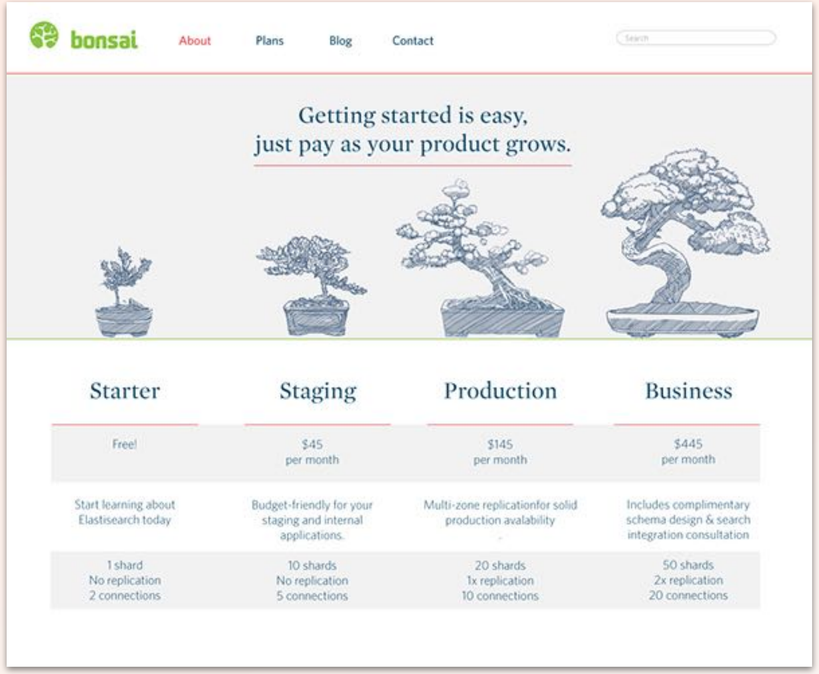
WHITNEY, BOLD, 18PT

ICONS & ILLUSTRATIONS



SUBHEADING ON A DARK BACKGROUND

Introductory paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditi molestie vis **link text**.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$145
per month
$445
per month
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staging and internal
applications.
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production avalability
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

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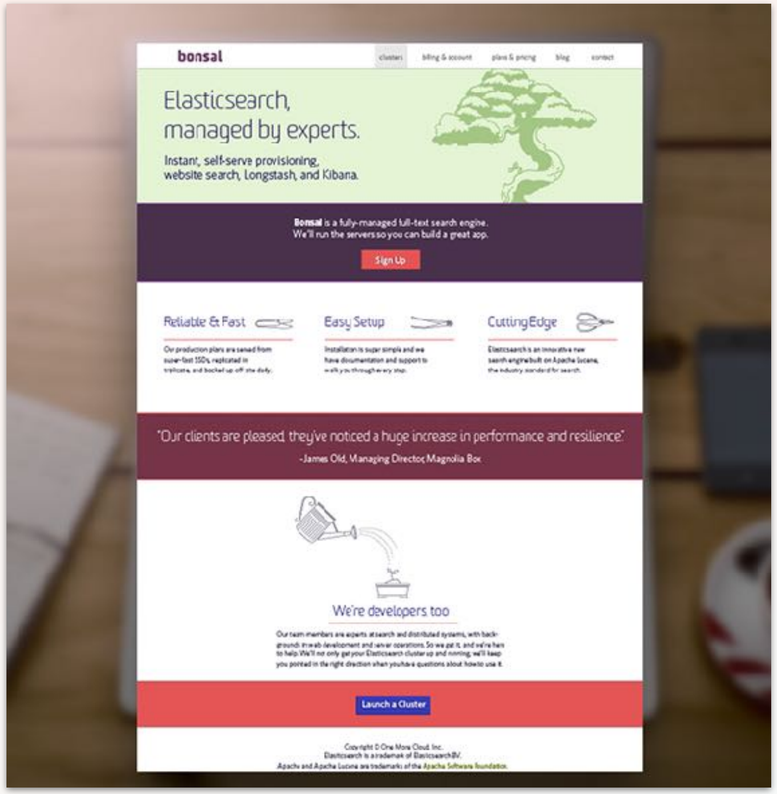
This is a headline
This is a subheading, with more information.
Sample Text
Sample Text
Sample Text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managed by experts.
Instant, self-serve provisioning,
website search, Longstash, and Kibana.
Bonsai is a fully-managed full-text search engine.
We'll run the servers so you can build a great app.
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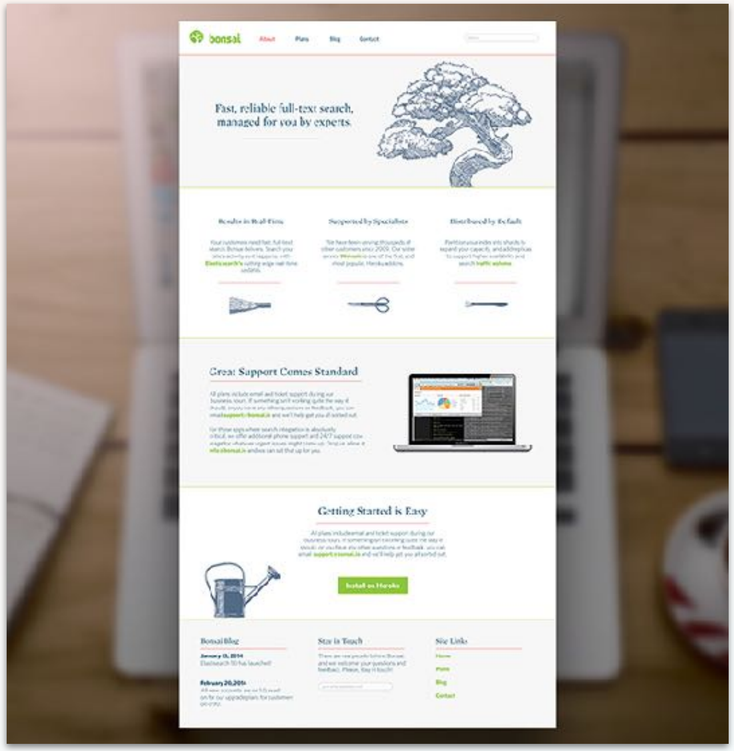
Reliable & Fast
Easy Setup
CuttingEdge
"Our clients are pleased, they've noticed a huge increase in performance and resilience."
-James Old, Managing Director, Magnolia Box
We're developers too
Launch a Cluster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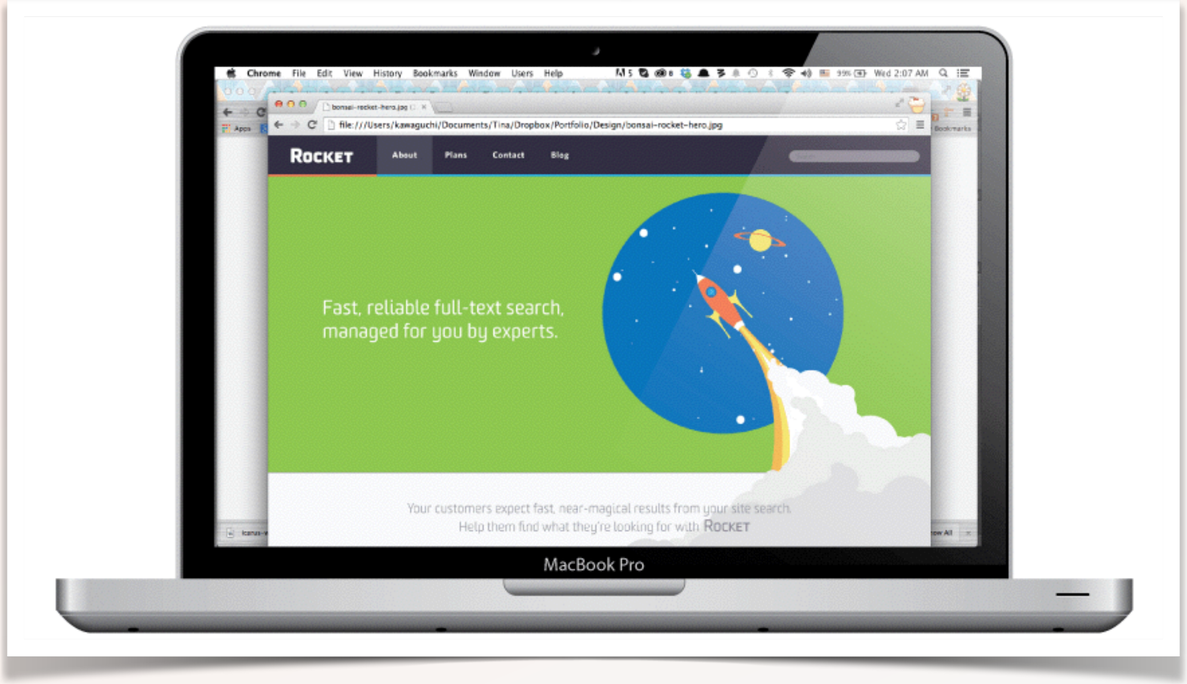
Stay in Touch
Site Links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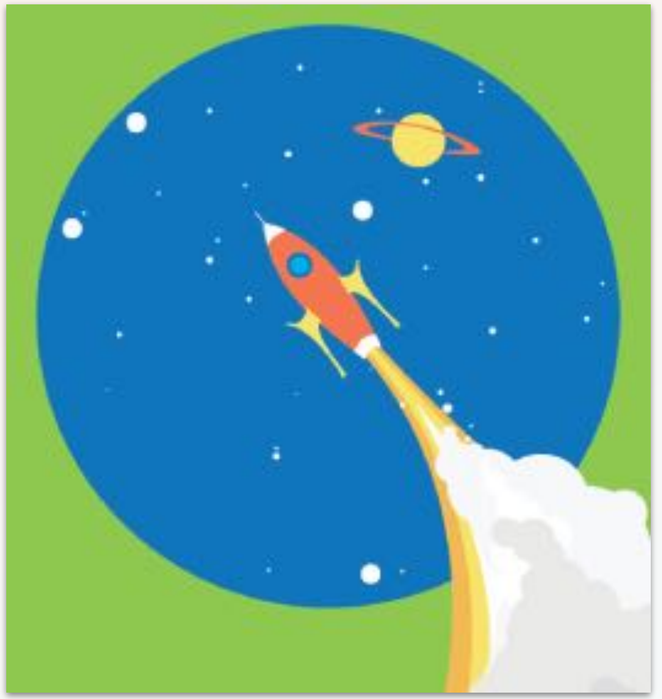
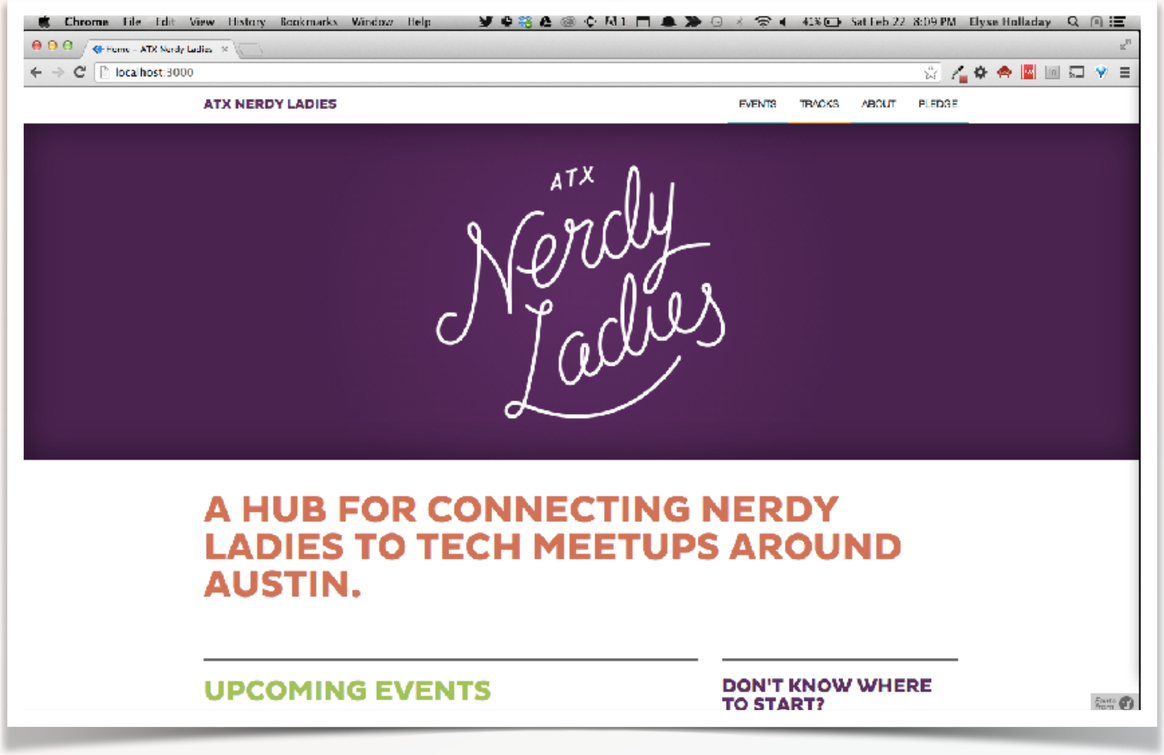
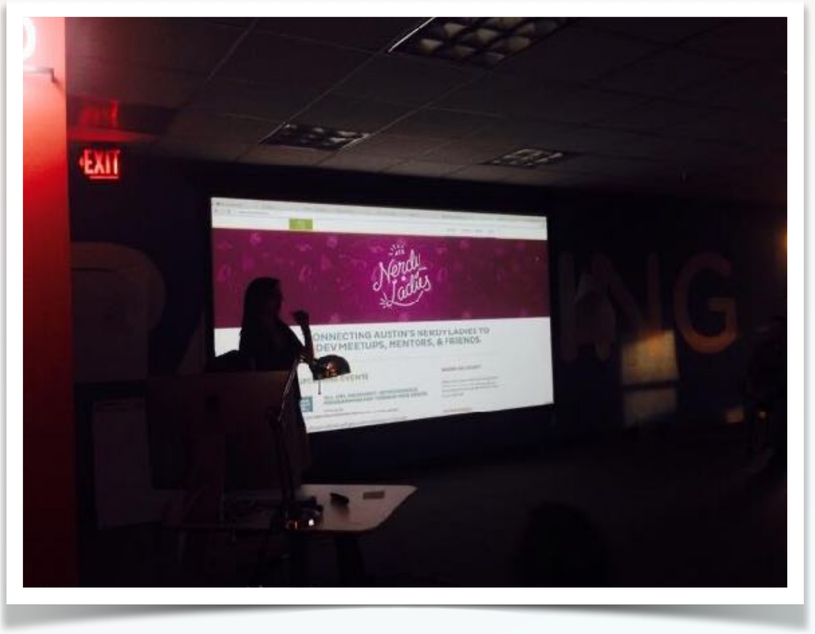
Help them find what they're looking for with ROCKET
MacBook Pro



ATX
Nerdy
Ladies


Chrome File Edit View History Bookmarks Window Help
Sat Feb 22 8:09 PM Elyse Holladay
Home - ATX Nerdy Ladies
localhost:3000
ATX NERDY LADIES
EVENTS TRACKS ABOUT PLEDGE
ATX
Nerdy
Ladies
A HUB FOR CONNECTING NERDY LADIES TO TECH MEETUPS AROUND AUSTIN.
UPCOMING EVENTS
DON'T KNOW WHERE TO START?


EXIT
ATX
Nerdy
Ladies
CONNECTING AUSTIN'S NERDY LADIES TO
DEV MEETUPS, MENTORS, & FRIENDS

ENOTECA
VESPAIO
Vespaio

Vespaio

ENOTECA
VESPAIO

Vespaio

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.