Elsa Camí Bou UX/UI designer

With 15 years of experience in the creative industry and a background in visual design, I've specialized in UX design.

This allows me to understand user needs and design the best flows to achieve the goals.

In the following pages you can see my process and some of the solutions that I achieve.

I love working when the whole team is involved from the beginning, when I can speak with the customers, try new things and implement the changes in an agile way.

In my career I've colaborated with different brands and companies. Working with small teams close to the CTO and CEO in startups...



10.000 St. 0000

Headliner London

Headliner is a new marketplace platform to connect event planners with the world's live music.



Workkola Barcelona

Workkola is a marketplace for students and startups to work together in real.life projects.



Zocoh Madrid

Zocöh is a marketplace to discober, participate and buy fashion products from local stores.



On Our Radar London

Web based applications that overcome connectivity issues faced by off grid, offline and marginalised groups.



Plaiout Mallorca

App that creates a community to share and discover places through different challenges.



Skilldeer Dubai

Platform that enables users to discover and book courses, classes, activities and workshops in their cities.

Ambie

Ambie London

Ambie provides smarter background music for brands and spaces.



Airdorted London

Airsorted makes Airbnb hassle-free for hosts. Increase property yields and handle everything from cleaning to guest communication.



My Tutor Website London

UK's leading online platform for one-to-one tuition. We match school learners to high-calibre university students, through our interactive online lesson space.



Printtopeer San Francisco

Web-based dashboard that makes it easy to control a 3D printer from anywhere in the world.





I've also collaborated with a coople of accelerators along more than 15 startups

And also with big teams creating corporative digital products...











Managing Dashboard Project for On Our Radar

Background

On Our Radar is a non-profit communications agency for unheard communities.

They develop open source mobile and web-based communications solutions to connect policy makers, service providers and the public with the world's most marginalised people – those living in the shadow of stigma, poverty or violence.

Brief

Create a dashboard to manage a collaborative research project with a team based in London and a field team based in Malaysia.

Project made together with Astrid Ortiz (brand and UI Designer).

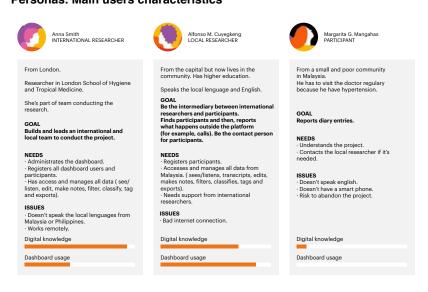


Research / Analysis

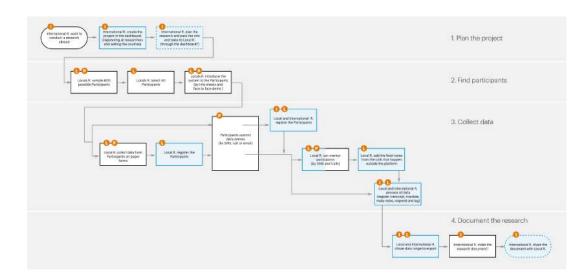
The main goal of the project it was to manage the different annotations and communications of the research team (users). They have a different kind of messages send it in different formats. Therefore, it was very important to understand how the researchers do their work to structure and group the elements and functionalities in the best way.

Another important requirement is that the users need to manage specific task and also see the global evolution of the project. And we had to consider that the field researchers (team in Malaysia) had a bad internet connection and not always a strong knowledge of technologies.

Personas. Main users characteristics



Workflow

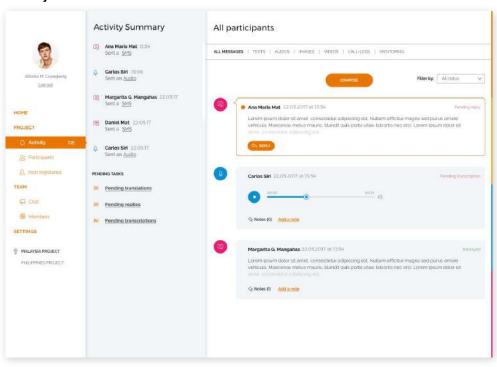


Ideation How to display information

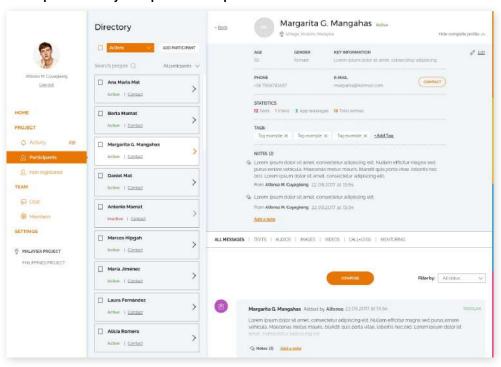
We decided to split the screen into 3 sections:

- · Menu (left): Always visible, to understand the structure of the dashboard and quickly access to another section.
- · Elements list (center): People directory or activity list, to search, select and make bulk actions.
- · Information section (right): see and edit the information from the selected element.

Activity feed



Participants activity with profile info opened



Online Shopping Platform (Responsive) Project for Zocöh

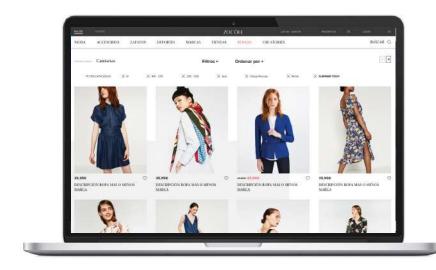
Background

Zocöh.com is a fashion marketplace that enables retailers to sell online supported by engaging content and a ready made ecommerce tool.

Brief

Create a platform where retailers (some of them with no digital knowledge) are able to create his own space, with their content and products. And at the same time a social platform where customers can interact and follow relevant content.

Project made together with Astrid Ortiz, Brand and UI Designer.



Research / Analysis

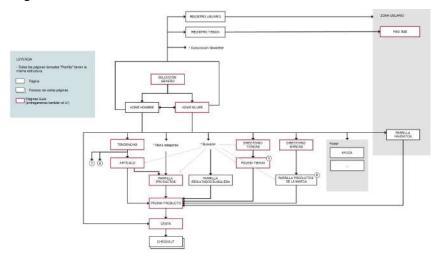
To understand the different user cases, we carried out a detailed competitive analysis which evaluates the client's main competitors' sites and their functionalities. Using this information I created a set of user flow and page flows to solve the new scenarios and organize all the content.

The diagrams identify the main decisions in every step and the key paths, which help us to design the whole process and platform.

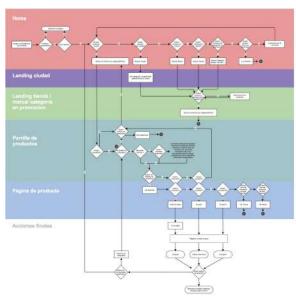
Comptetitive analysis



Page flow



User flow

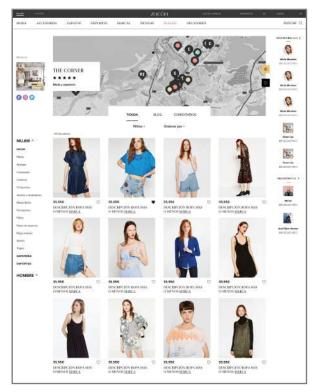


Ideation How to display information

Zocöh is a complex platform with many content and functionalities. The main goal it was to structure the page and give a hierarchy of the elements. And at the same time, as a fashion site, is important to create visual attractive pages.

As a result, the pages are clean, easy and coherent with a fashion brand.

My shop area



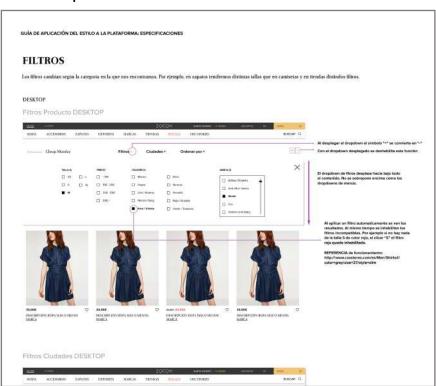


Documentation

To explain to the developers the interactions I create a document with several anotations, including specifications about the responsive behavour.

I also create a toolkit and some UI anotations, to create the css styles and a library of the icons and repetitive elements (like product cards).

Interaction specifications



Online Search & Booking Platform (Responsive) Project for Headliner

Brief

Headliner is an online platform to book DJs and live music for events.

The goal is to increase the number of users by showing the amazing artists and creating an easy and quick tool to search the musicians.

Users should be able to filter, create favorite lists and discover new artists.

Methodology

Research & Competitive analysis / Surveys & Contextual / User journeys & User flows / Sketching & wireframing / Usability testing / Prototyping / Visual design.



Research / Analysis

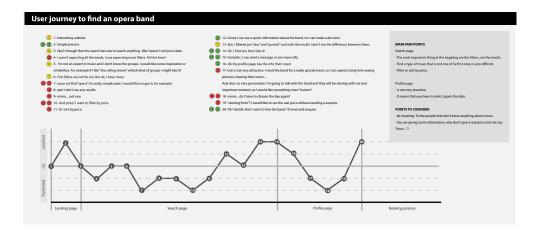
With the research we could identify the main paint point:

- · The search for live music on internet is badly structured and not specific.
- \cdot The users are very different. They are looking from weddings to business celebrations or birthday parties .
- · The user journey shows that, at the moment, the Headliner search is confusing .
- · The use of picture is common and useful to present the type and style of the artist.

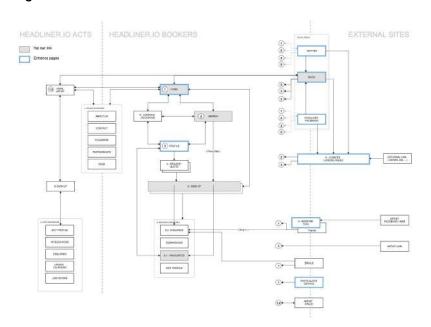
As a big platform, build a good navigation net is important to cover all the flows and integrate the external links.

There are multiple entry points, and the user have to be able to start from any of these different pages, without missing any information or funcionalities.

User journey



Page flow

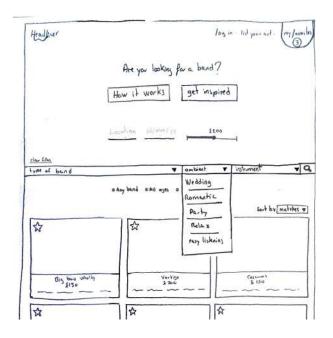


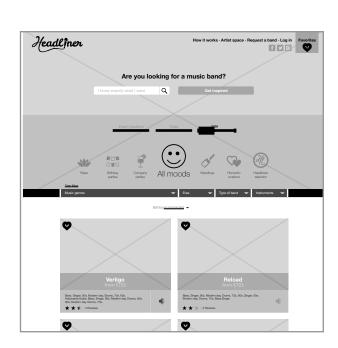
Ideation How to display information

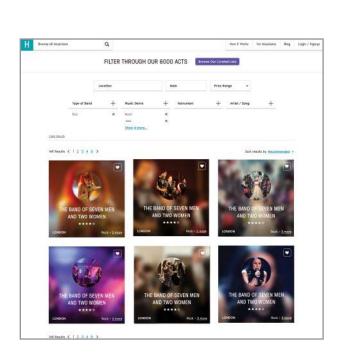
The main goal was to detect the categories/filters to search and structurate a hierarchy.

The solution was to group these categories in 3 types: Type of event / Characteristic of the event / Type of music artist.

Each of these groups has his specific way to navigate and to cambine with the categories of the other groups.







Elsa Camí Bou

elsacami@gmail.com · https://uk.linkedin.com/in/elsacami

"This is a bit of my history.

The way how I become the UX designer that I am. My steps in the professional live through big corporations and starting startups, founding also my own studio."

Studies

2015. UX Design General Assembly London

2009. Post degree in Art Director Elisava Barcelona

2008. Post degree in Contemporany Art Criticism UAB Barcelona

2006. Degree in Graphic Design Elisava Barcelona

Softwares...

I'm confidence with:

Design: Sketch, Axure, Adobe Xd, Photoshop, Illustrator, InDesign, paper and pen.

Prototyping: Invision, Marvel, Zeplin...

Others: Omnigraffle, Gliffy Diagrams, Typeform, Jira, Basecamp, Slack...

I play with:

Final Cut, After effects, Flash, Sublime.

A little bit personal

I like teaching and I've led photoshop and UX classes as well as leading activity weekends for children.

I like cinematography and I've completed two film script courses.

I enjoy the theatre arts and I did some theatre, clown and trapeze courses.

I love the mountains and traveling. You can see some of my cycling trips in our blog: https://pitonissesdelnylon.wordpress.com/

2016 - Present Freelance UX Designer

As a UX Designer, my common work process involves research, user journeys, user flows diagrams, sketch, wireframing, specification documents, testing and visual design.

Relevant projects with Startups:

- · CommonShare: Design a B2B marketplace for organic products (2019-...)
- · On Our Radar: Design a dashboard to manage collaborative research projects (2017 and 2020).
- · Remo: Design a managing and search platform for open computer vision (2019)
- · Workkola: Design a marketplace for experiential learning that connects students and startups (2017-2018).
- · Startupbootcamp: Collaborate with this accelerator to help the startups (2017).

Relevant projects with Agencies:

Roca Salvatella (2017-18): F.C.Barcelona museum website / ESADE Alumni web / RACC App

Teaching and talks:

- · Contemporary Communication (UX-UI) University subject in 2nd, 3rd and 4th grate, IED Barcelona (2019-...)
- · Microinteractions and introduction to Principle, Ironhack Barcelona (2018)
- · Talk "Work as a UX designer in big corporations or small startups", Ironhack Barcelona (2017).
- · Masterclasses "Flows and documentation in UX design", Elisava Barcelona(2017).
- · Workshop "Basic Photoshop", Bellerbys College London (2016).

2015-16 HEADLINER

Music Startup. London

Headliner is an entertainment start up to connect event planners with the world entertainment.

As a lead designer I redesigned the platform, improving the flows to searchs and book music bands.

2015 **techstars**

Startup Accelerator. London

Techstars is a global ecosystem that empowers entrepreneurs to bring new technologies to market wherever they choose to live. As a UX/UI designer, I help 8 startups to develop their projects. Working with mobile apps, websites, dashboards and different online platforms.

In some cases was study the user and understand their behavior, and in other projects I was focusing on the visual part, finalising the mock-ups.

2014 CANONICAL

Open source software company creator of Ubuntu. London

Canonical is the company who developed Ubuntu, the world's most popular free operating system.

As a visual designer working in a team with a copywriter and UX designers we developed the Design guidelines for Ubuntu Apps.

2012-14 **Desigual**.

International casual clothing brand. Barcelona

Desigual is a fashion brand present in 72 countries.

As a digital designer I joined the digital section of the marketing department working with other designers, copywriters, product managers and the IT team.

Relevant projects:

- · Internal Apps: Guest check list for events / An app for the sales manager team to check the condition of the stores.
- · Platforms: B2B Checkout and HR platforms.
- · Brand Apps: A digital catalogue to buy and discover the inspirations of each season / An app to explain how a catwalk works and all that is involved.
- · Marketing campaigns: Launch of the Desigual fragrances / Advertising campaigns for the customers event.
- \cdot Shop of the future: Implement new technology in shops to test the results. Such as touch screens to buy products not available in the store, or screens located in the fitting room to order another size.

2009-12 **Jimmy Knows**

Creative design studio. Barcelona

Co-founder of this creative company with two other designers.

Relevant projects

- · Bacardi: Platform created for the owners of a pub who want to create a drinks menu.
- · F.C. Barcelona: Signals for the museum.
- · Damm Barcelona: Advertising and marketing campaigns.
- · Revajix: Online shopping platform.

2006-08 apunto lapospo

Audiovisual postproduction company. Barcelona

As a digital designer working in a team with designers and video editors, designing the interfaces of the menus on DVDs.