

Jenae Ramos

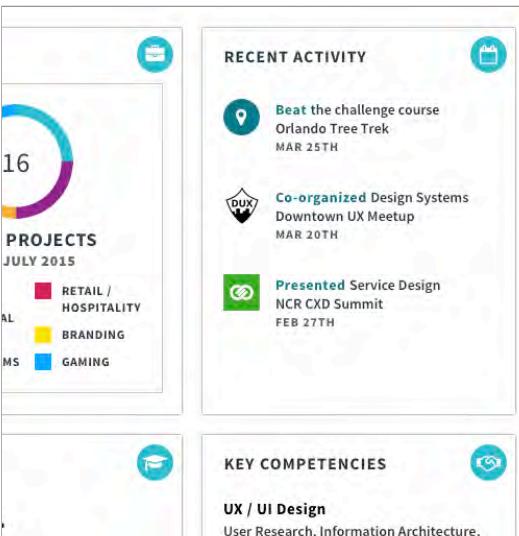
EXPERIENCE DESIGNER

Portfolio · May 2018

www.jenaeramos.com

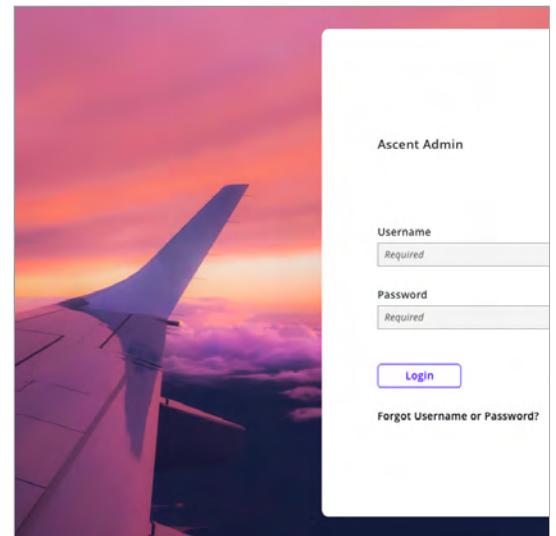
PORTFOLIO

Table of Contents



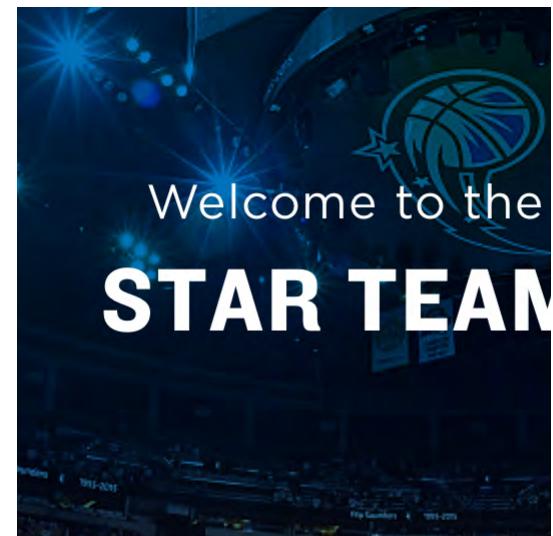
01 Jenae: Dashboard

Here's a snapshot of me, my work, and my achievements.



02 Ascent Airlines

From a service design level, project explores redesigning airline UIs.



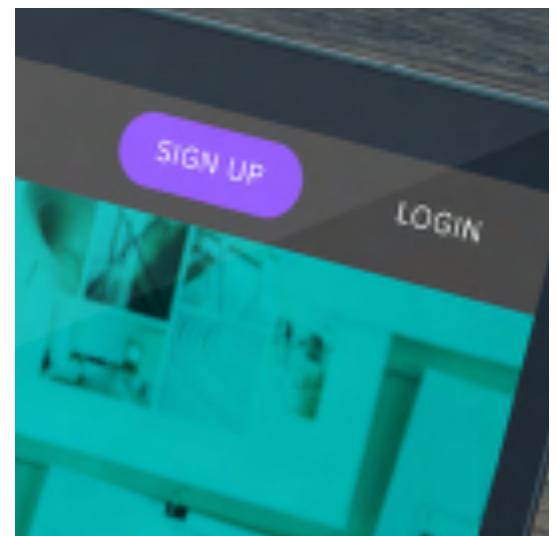
03 BREAKAWAY

This award-winning app boosts fan engagement.



04 cync

This wearable app calls for immediate medical help in times of crisis.



05 Insight

Website provides a framework for process portfolios.



Jenae Ramos

EXPERIENCE DESIGNER



jcramos426@gmail.com



www.jenaeramos.com



jcramos426



321.279.3167

LET'S TALK ABOUT

my work, healthcare, UX / UI, design, service design, workshops, and user-centered design

WORK



UX / UI Designer

NCR Corporation

JUL 2015 – PRESENT

Execute CX and UX / UI design as part of the Consumer Experience Design (CXD) team

YEARS OF
EXPERIENCE



DESIGN

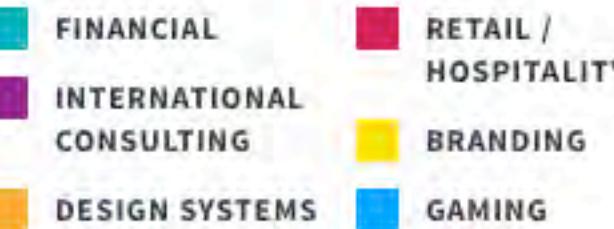


UX / UI

16

DESIGN PROJECTS

SINCE JULY 2015



RECENT ACTIVITY



Beat

the challenge course

Orlando Tree Trek

MAR 25TH



Co-organized

Design Systems

Downtown UX Meetup

MAR 20TH



Presented

Service Design

NCR CXD Summit

FEB 27TH

HONORS & AWARDS



Biggest Leap of the Year

NCR CXD Team

FEB 2018



Prize Pool Winner

Orlando Tech's Hack the Arena

FEB 2016



Experience Winner

Orlando Tech's Hack the Arena

FEB 2016

EDUCATION



MICA

Graphic Design

Post-Baccalaureate Certificate

Maryland Institute College of Art

MAY 2015

UNIVERSITY OF MARYLAND

Psychology

Bachelor of Arts

University of Maryland, College Park

JUNE 2014

KEY COMPETENCIES



UX / UI Design

User Research, Information Architecture, Wireframes, Sketch, Personas

CX Design

Customer Journey / Experience Maps

Product Design

Design Systems

Service Design

Service Blueprint

Design Thinking

Workshop design and facilitation

PROJECT

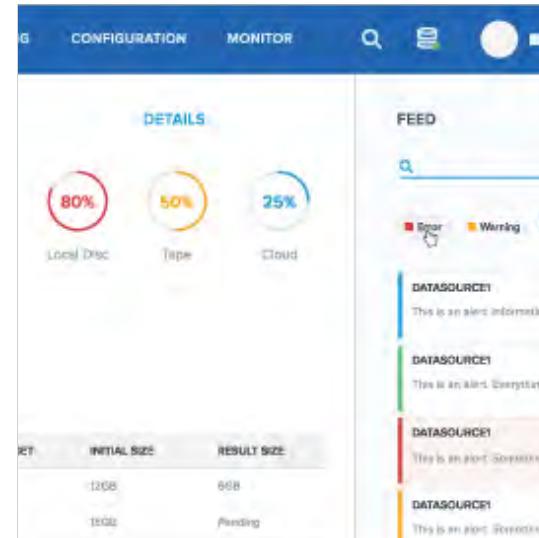
Jenae: Dashboard

CHALLENGE

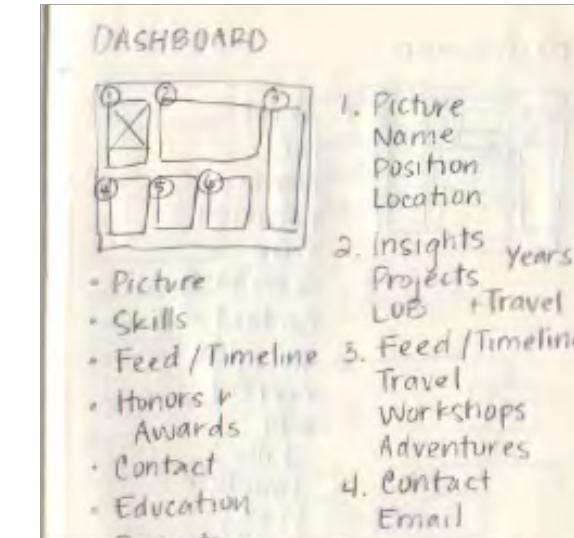
Transpose LinkedIn profile and resume using information design.

SOLUTION

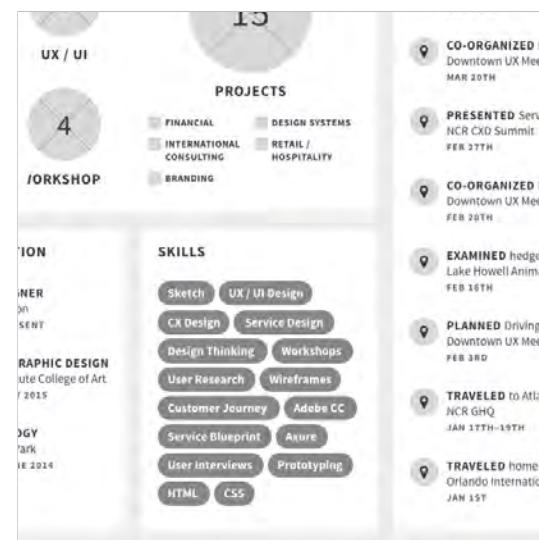
Design a dashboard that conveys projects, achievements, education, and contact information.



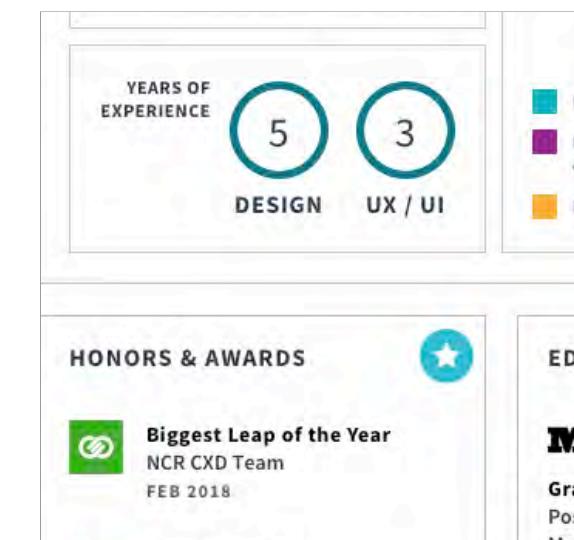
01 Research



02 Sketches



03 Wireframes



04 Visual Design

PROJECT

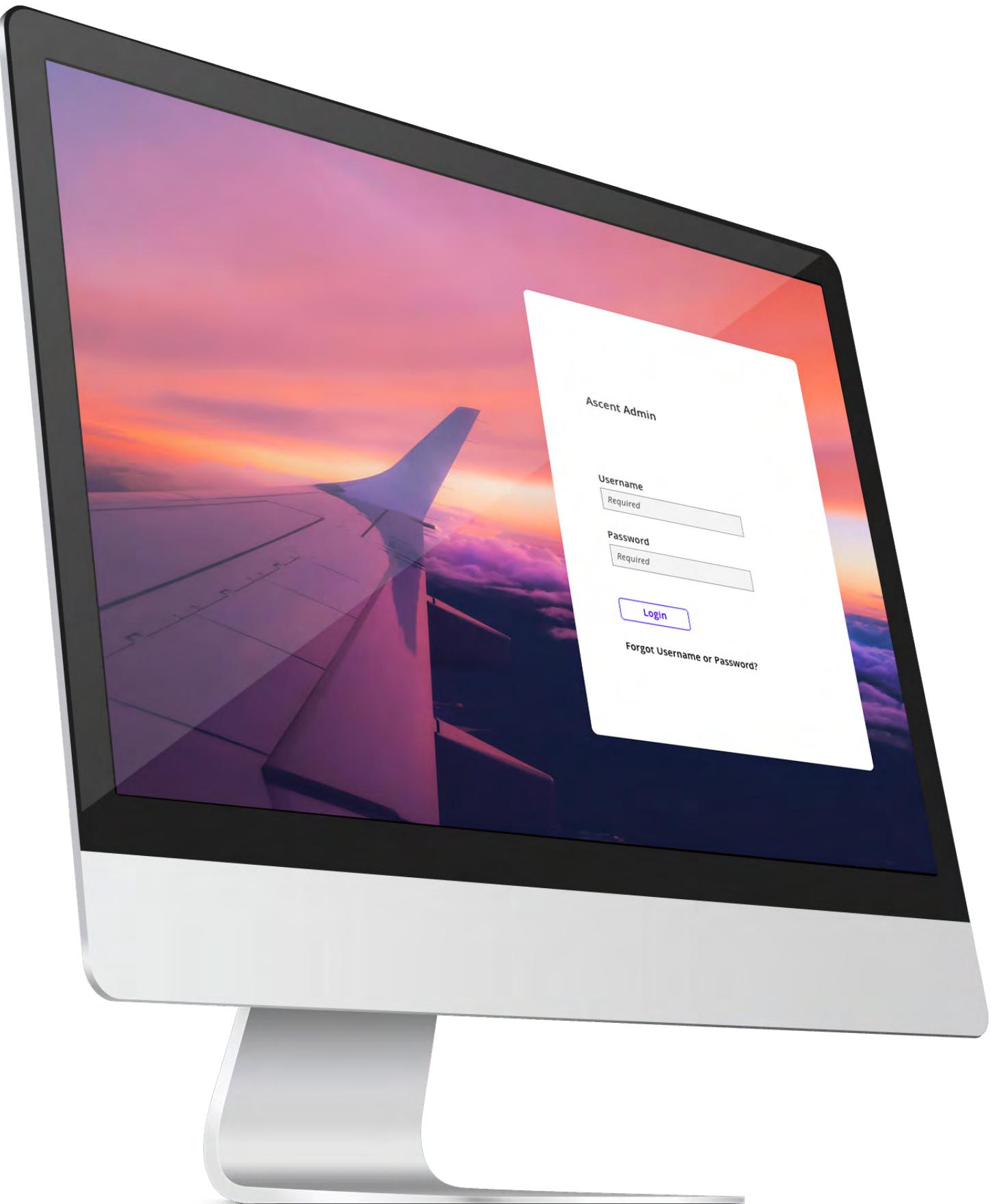
Ascent Airlines

CHALLENGE

Airline operations require a consistent integration of back office and end consumer facing applications. Gaps between these touchpoints prove frustrating for travelers who need to rebook.

SOLUTION

Based on user research and secondary airline research, Ascent Airlines design explores how airline operations can improve from a service design perspective.



VISUAL DESIGN

The screenshot displays the Ascent Admin software interface, specifically the flight search and contact management sections.

Ascent Admin (Top Left)

Beacons, Trina (Top Center)

Call in Progress (Top Right)

Recording in Progress
00:00:25.59

End Call **Hold**

CONTACT SUPERVISOR (Right Side)

Most Recent Itinerary

Confirmation No.	Trip Dates	Status
NAOBMM	Oct 22 – Oct 24	To Be Rebooked
Origin	Destination	No. of Flights
Orlando Int'l (MCO)	Atlanta Int'l (ATL)	2

Departure

06:03 AM MCO	nonstop	06:03 AM ATL	Oct 22 – Oct 24 1h 36m
-----------------	---------	-----------------	---------------------------

Travel Alert

Due to Hurricane Murphy, flights from Florida, Georgia, Alabama, and Louisiana are canceled. This trip must be rebooked at no additional charge.

Rebook

Return

06:03 AM MCO	nonstop	06:03 AM ATL	Oct 22 – Oct 24 1h 36m
-----------------	---------	-----------------	---------------------------

Contact Information

Frequent Flyer

Call History

SEARCHING DEPARTURE FLIGHTS

FILTERS

DATES

Depart on: Oct. 22nd

Return on: Oct. 25th

STOPS

Nonstop
 1 stop
 2+ stops

TIME

Depart at: 01:00 A - 11:00 P

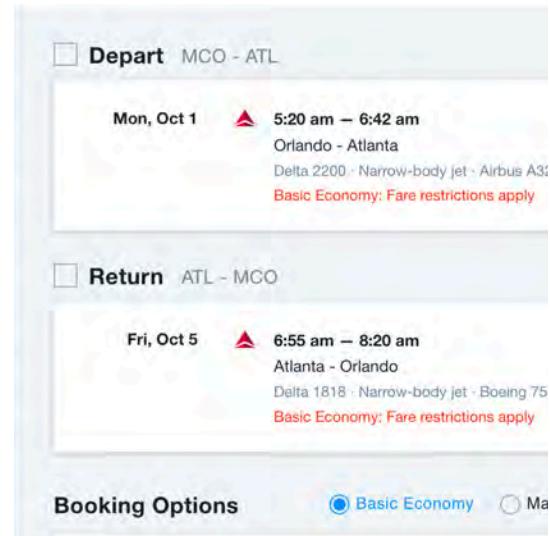
Arrive by: 01:00 A - 11:00 P

DURATION

Flight: 1hr - 12h

Layover: 0m - 4h

ASCENT AIRLINES: PROCESS



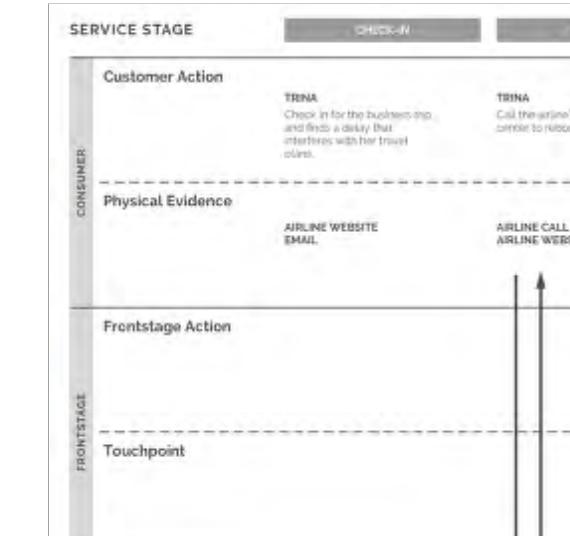
01 Research Audits



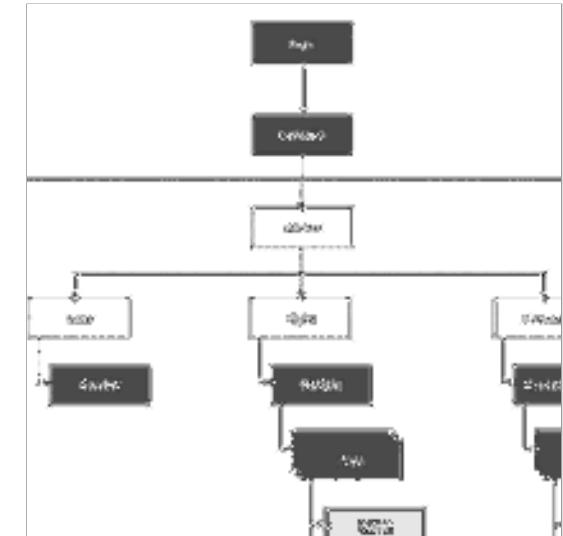
02 Personas



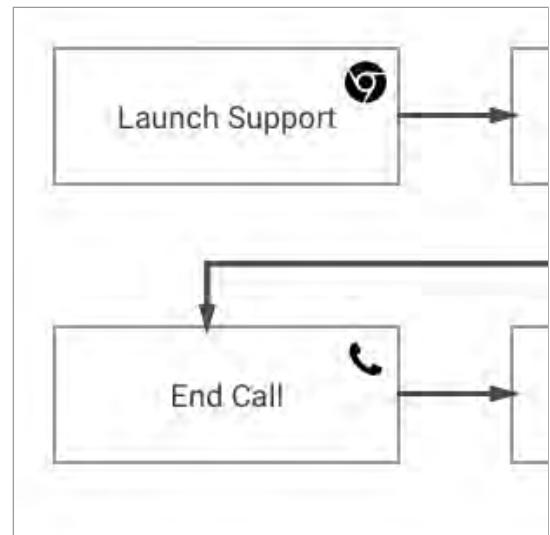
03 Customer Journeys



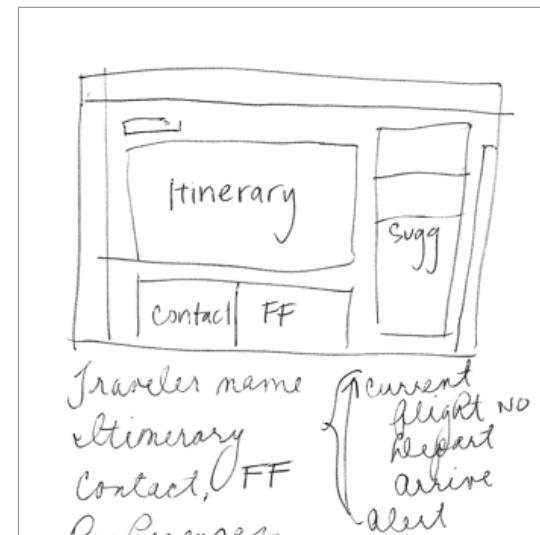
04 Service Blueprint



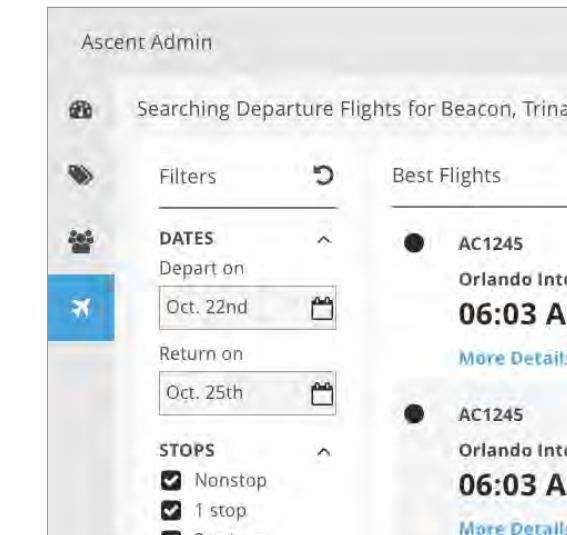
05 Sitemap & IA



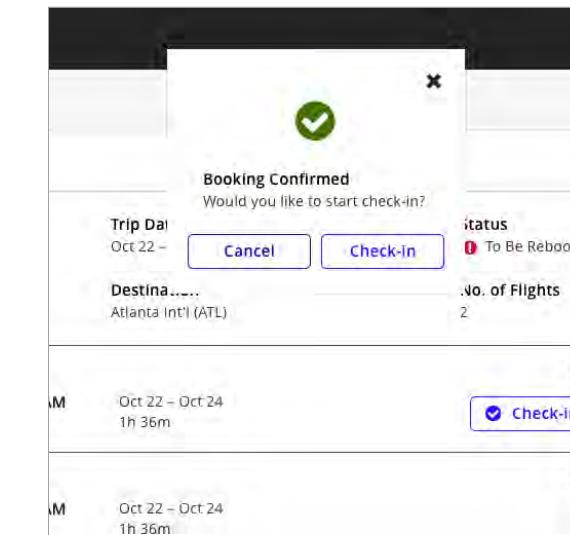
06 User Flows



07 Sketches



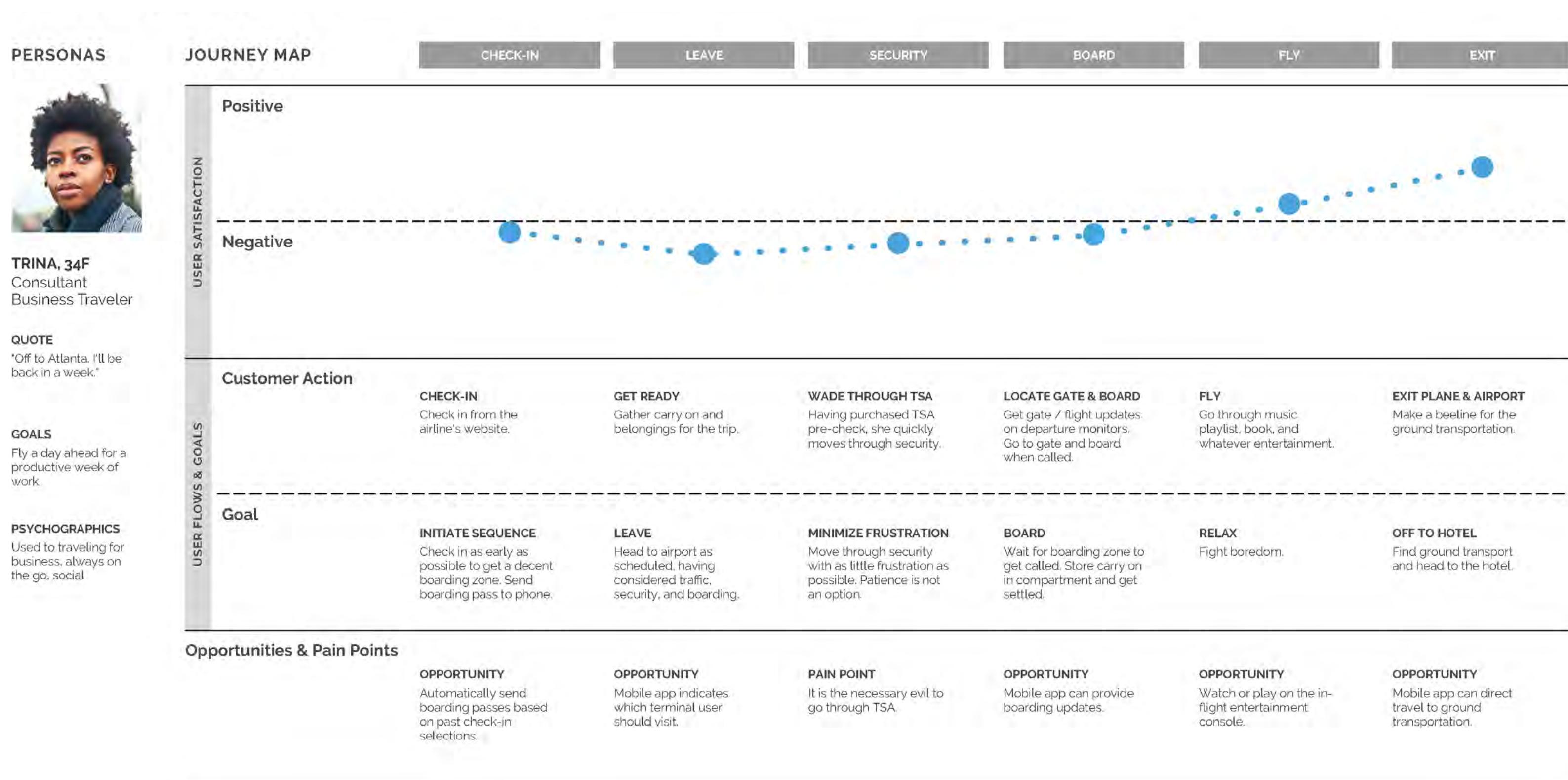
08 Wireframes



09 Visual Design

CUSTOMER JOURNEY MAP

Below is one of the 4 customer journey maps.



SERVICE BLUEPRINT

Below is one of the service blueprints.

PERSONAS



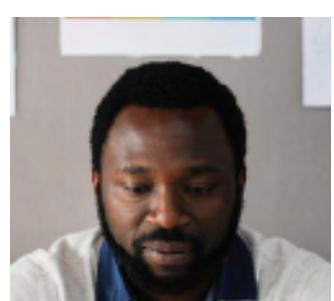
TRINA, 34F

Consultant
Business Traveler



GAIL, 40F

Gate Agent



SERVICE STAGE

CHECK-IN

REBOOK

ENTER

SECURITY

Customer Action

TRINA

Check in for the business trip and finds a delay that interferes with her travel plans.

TRINA

Call the airline's support center to rebook her flight.

TRINA

Trina goes to the airport, having accounted for traffic and departure times.

TRINA

Move through TSA security precheck as fast as possible.

Physical Evidence

AIRLINE WEBSITE
EMAIL

AIRLINE CALL CENTER
AIRLINE WEBSITE

RIDE SHARING APP

ONLINE BOARDING PASS

LINE OF INTERACTION

Frontstage Action

FRONTSTAGE

Touchpoint



Backstage Action

BACKSTAGE

CHARLES

Charles authenticates Trina, helps Trina rebook trip, logs the issue, and sends her the updated itinerary.

LINE OF VISIBILITY

WIREFRAMES

The desktop web app experience handles more complex operations.

1 Navigation

Nav is scalable enough to include other modules.

2 Time Zone Selector

Admin can switch to the customer's time zone.

3 Call Dialog Box

This remains fixed, so that admin can focus on task.

4 Summary Card

Provides a quick summary of flight, check-in, etc.

The wireframe illustrates a desktop application interface for flight search and management. At the top right, a header displays the user 'Ascent Admin' and the time '09:34 US EST'. To the right of the header are icons for notifications, messages, and a profile.

1. Navigation: On the left, a sidebar contains filters for 'DATES' (Depart on Oct. 22nd, Return on Oct. 25th), 'STOPS' (Nonstop, 1 stop, 2+ stops checked), 'TIMES' (Depart at 01:00 A - 11:00 P, Arrive by 01:00 A - 11:00 P), 'DURATION' (Flight 1h 23m - 12h, Layover 0m - 4h), and 'CABIN' (First Class, Business, Economy checked). The sidebar also includes a 'Filters' button and a 'More Details' link.

2. Call Dialog Box: A call dialog box is overlaid on the interface, showing 'Call in Progress' and 'Recording in Progress 00:00:25.59'. It features 'End Call' and 'Hold' buttons.

3. Summary Card: A summary card on the right side shows flight details: AC1245, Nonstop, Orlando International (MCO) - Atlanta International (ATL), Departing at 06:03 AM and arriving at 07:33 AM. It also lists 'More Details' and 'Selected Flight'.

4. Summary Card: A summary card on the far right provides a quick overview of flight details: Origin (Orlando International (MCO)), Destination (Atlanta International (ATL)), Departure (06:03 AM), Arrival (07:33 AM), Flight Duration (1h 23m), and Total (00.00 *). It also includes a note: '* Fee is waived under protocol.' and a 'Continue' button.

Flight Results: The main area displays a list of 'Best Flights' (1-3 of 3) and 'More Flights' (1-2 of 300). Each flight entry includes the flight number, nonstop status, duration, departure and arrival times, and a 'More Details' link.

PROJECT

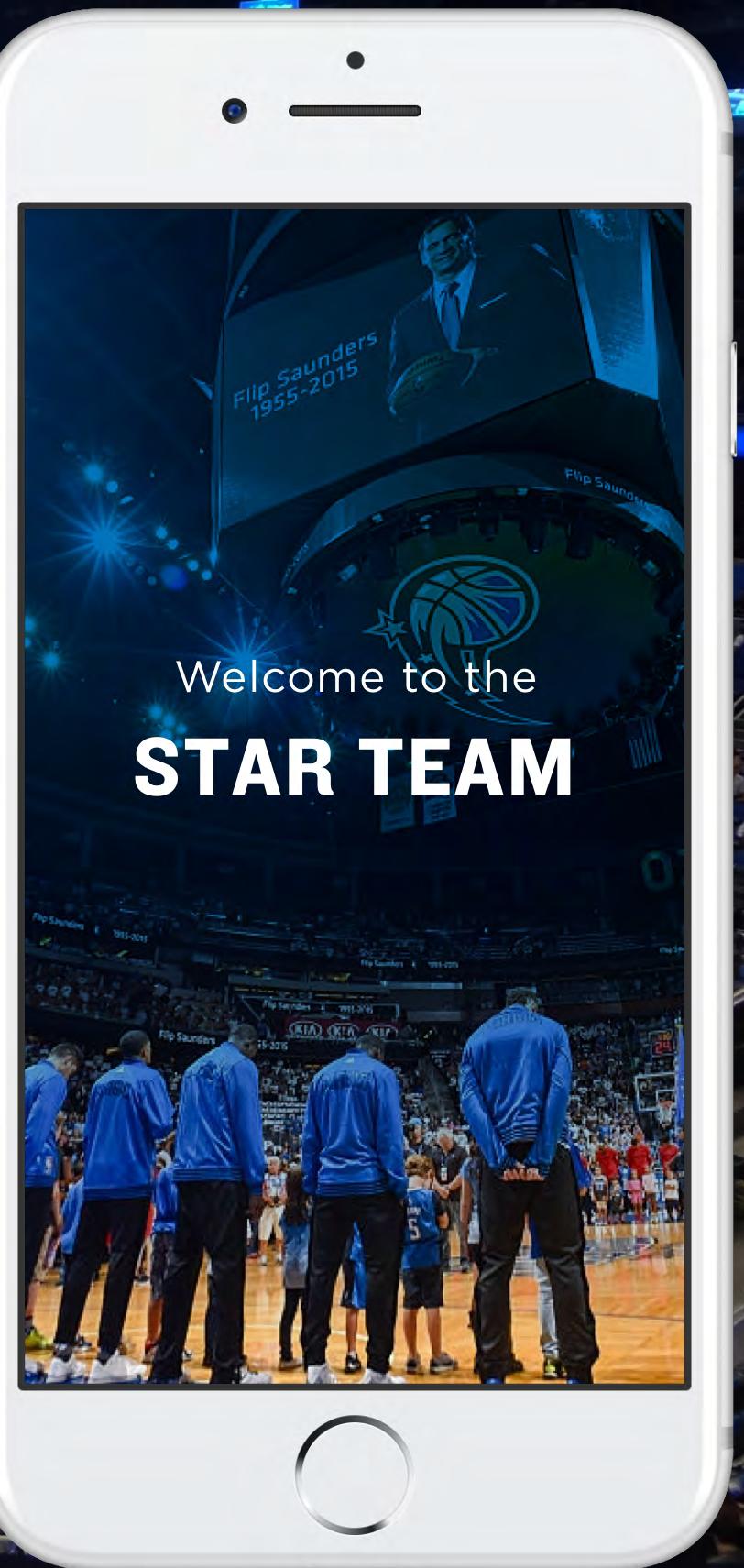
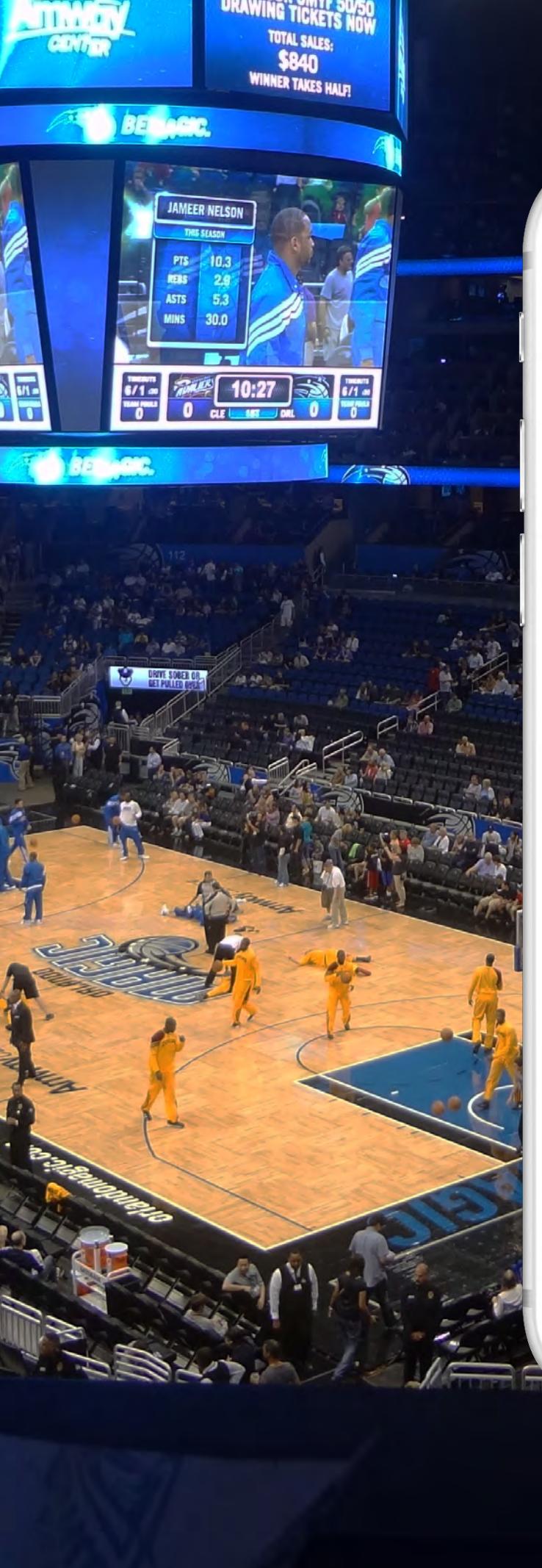
BREAKAWAY

CHALLENGE

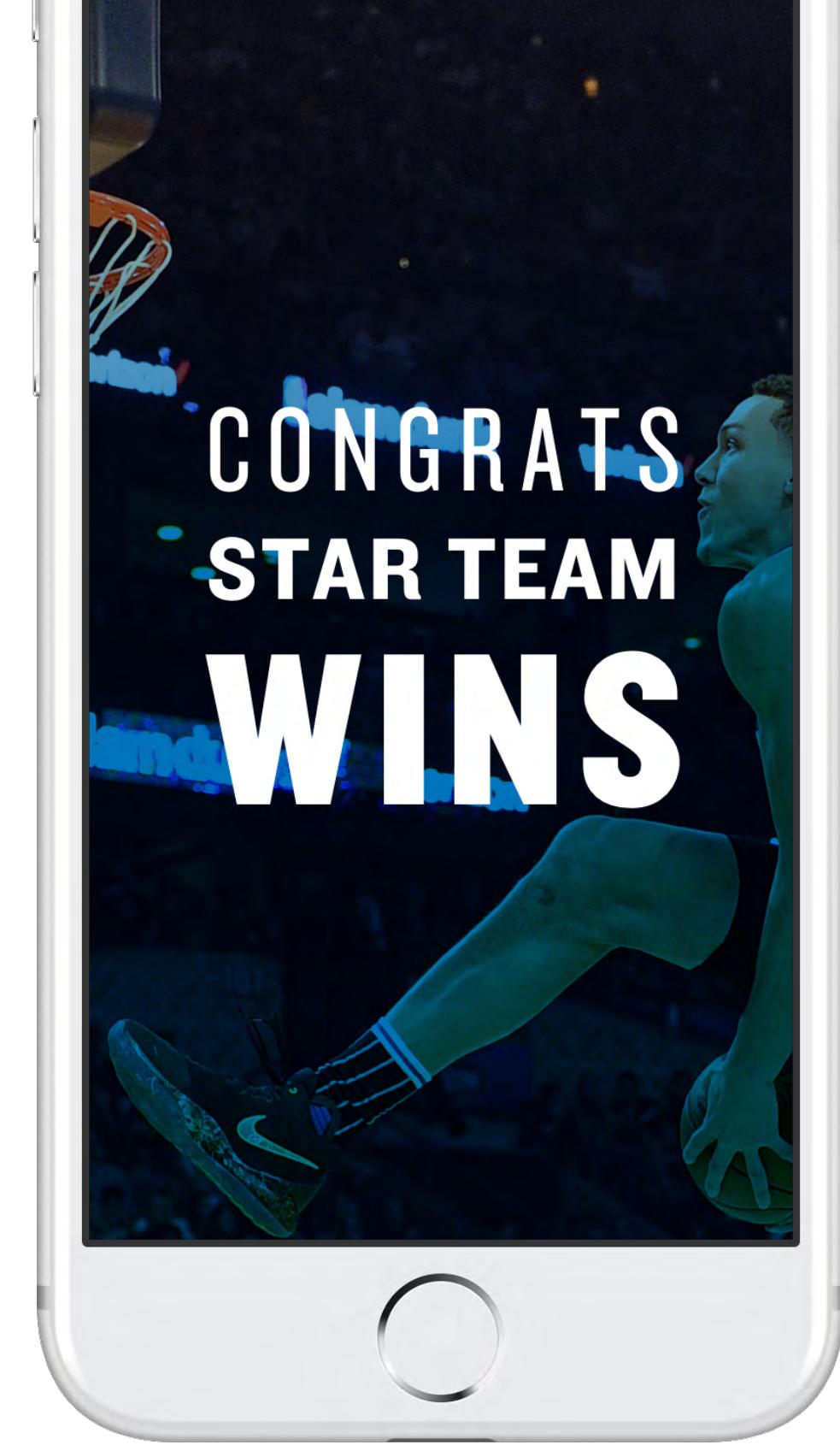
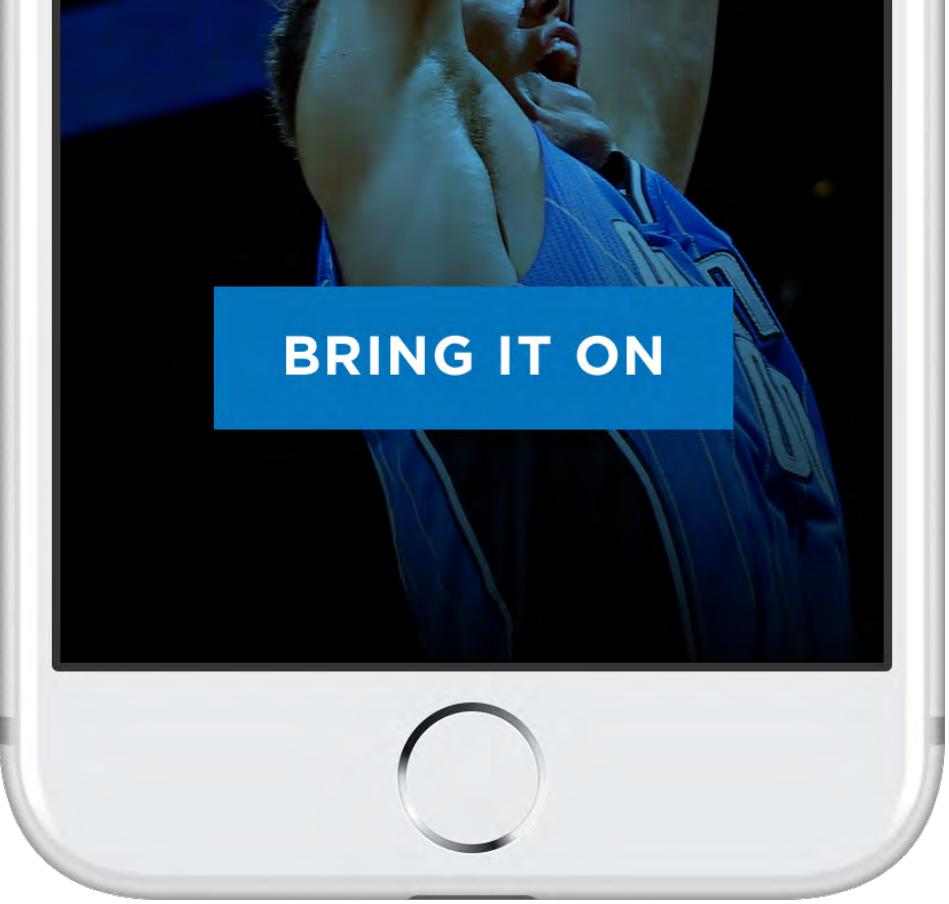
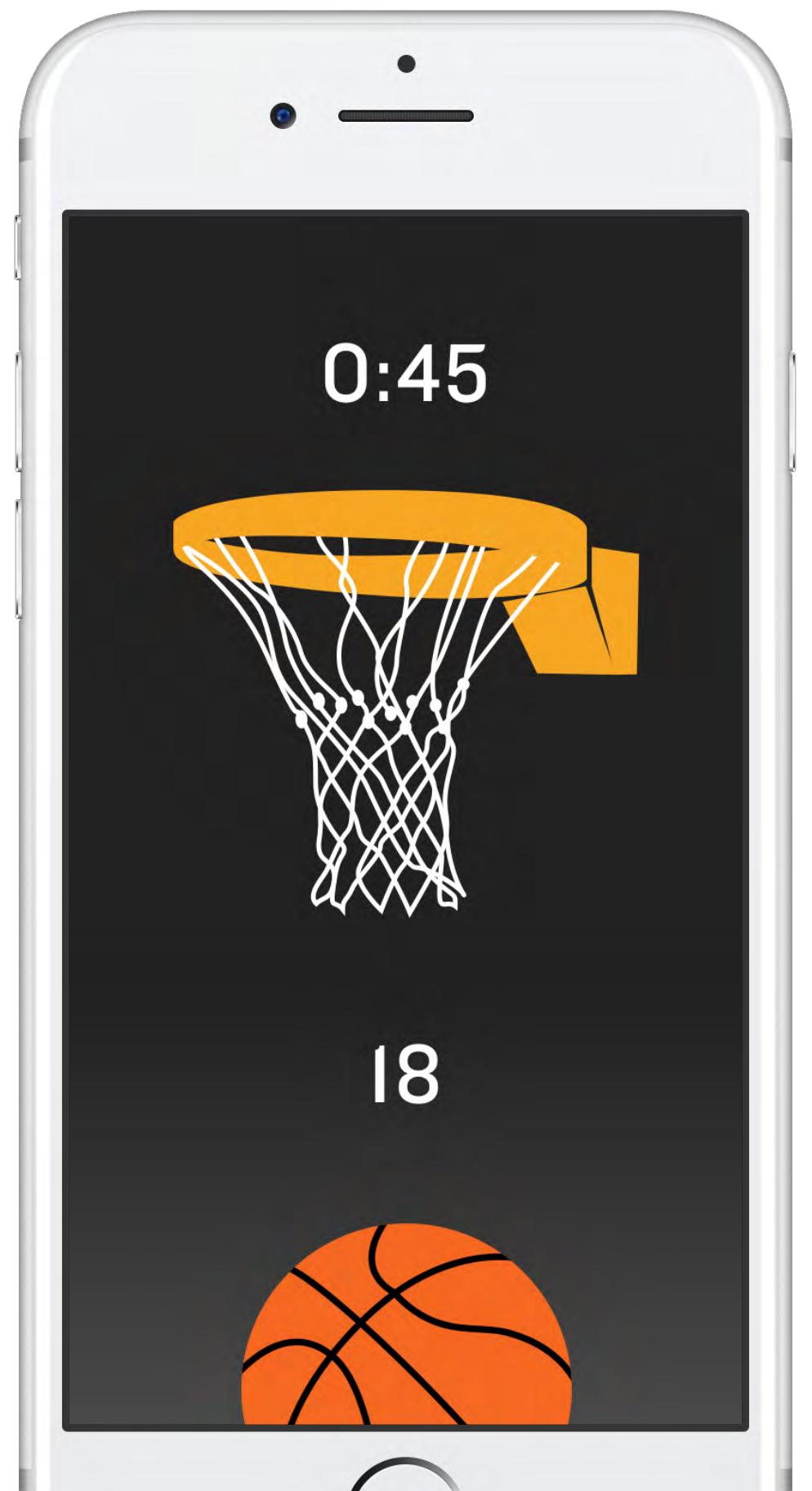
Enter the Hack the Arena hosted by the Orlando Magic and Orlando Tech Association. Design a mobile app for fan engagement.

SOLUTION

Design a gaming app for all fans that watch Orlando Magic games in the Amway Center.



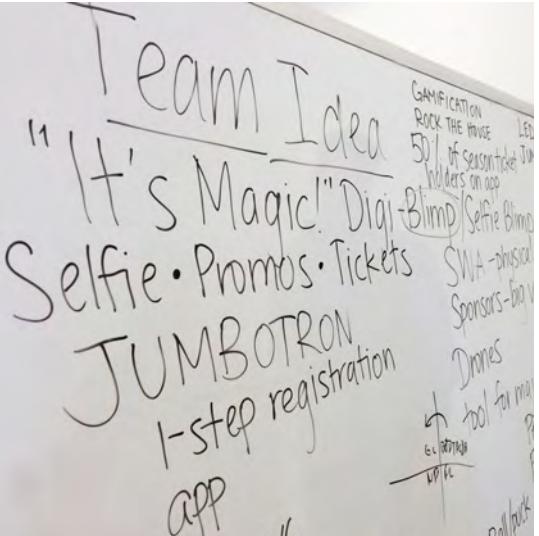
VISUAL DESIGN



PROCESS



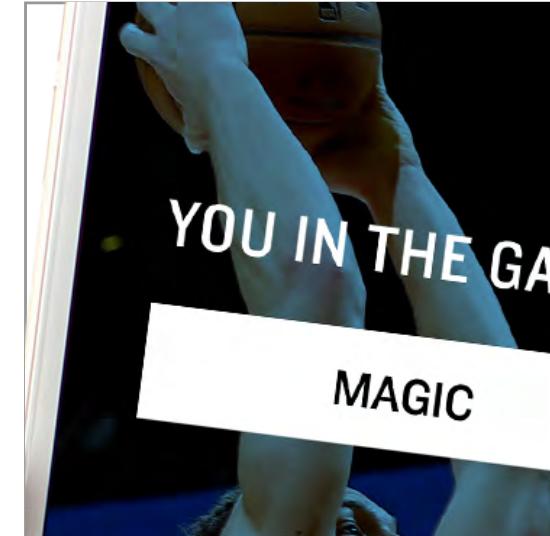
01 User Research



02 Ideation



03 Wireframes



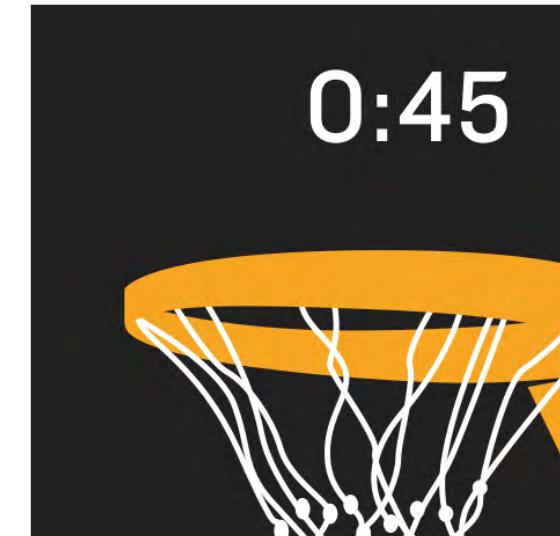
04 Visual Design



05 User Research II

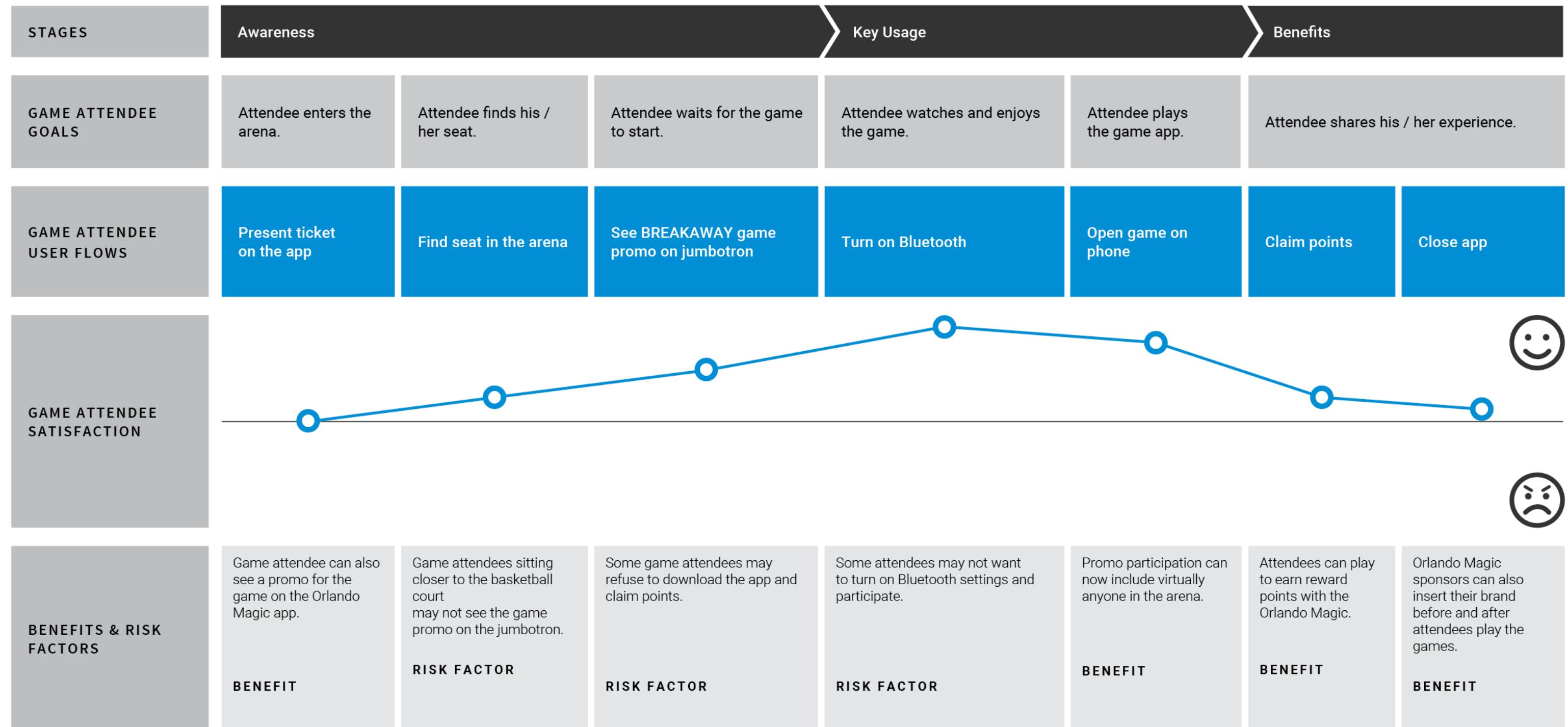


06 Customer Journey



07 Visual Design II

CUSTOMER JOURNEY MAP



PROJECT

cync

CHALLENGE

Track your health for your every day fitness and stay safe in times of crisis.

SOLUTION

Cync allows its users to track their personal health and send for medical assistance whenever necessary.



VISUAL DESIGN



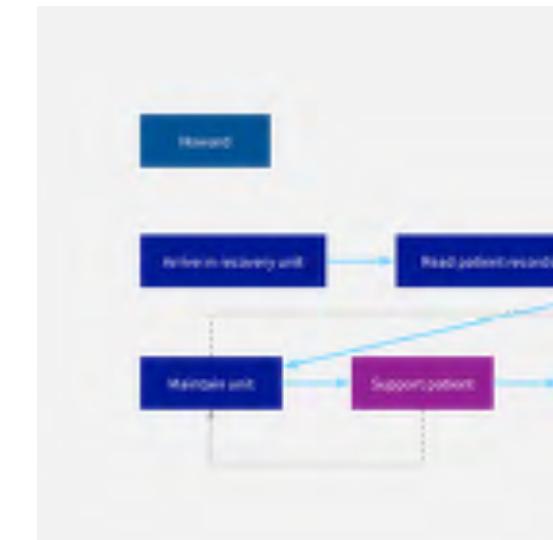
PROCESS



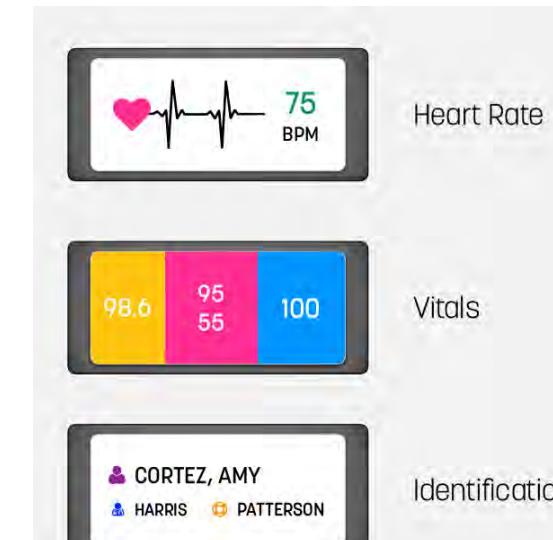
01 Personas



02 Research Audit



03 User Flows



04 Wireframes



05 Visual Design I



06 Visual Design II

PROJECT

Insight

CHALLENGE

Provide the framework for designers to showcase their creative process and critique other designers' work.

SOLUTION

Insight empowers designers to show off their work to recruiters and hiring managers during interviews.



VISUAL DESIGN

The image displays a website layout for a graphic designer named Jade Clearwater. The top navigation bar includes links for INSIGHT, ABOUT, CONTACT US, and a search bar. The main header features a portrait of Jade Clearwater and her title, GRAPHIC DESIGNER. Below the header, there are sections for PROJECTS, ABOUT JADE, COLLABORATIONS, and ACTIVITY. The PROJECTS section highlights four projects: Chatty Bot (UX / UI, Interaction Design), Animated Typography (Motion Graphics), Letterpress Exercises (Print, Screenprinting), and Watercolor Experiments (Painting). The Watercolor Experiments project page is shown in detail, featuring a painting titled "Watercolor Experiments" with a date of 30 July 2016. The page includes sections for INTRODUCTION, DESCRIPTION, CRITIQUES (3), and LIKES (15). Three critique comments are visible: one from YANG CHAN (6 August 2016) praising the work; one from JOE MCNAULTY (31 July 2016) calling it an expressive piece; and one from TATIANNA REEVES (1 August 2016) noting its depth of meaning.

INSIGHT ABOUT CONTACT US JADE

Jade Clearwater
GRAPHIC DESIGNER

PROJECTS ABOUT JADE COLLABORATIONS ACTIVITY

Chatty Bot
UX / UI, Interaction Design

Animated Typography
Motion Graphics

Letterpress Exercises
Print, Screenprinting

Watercolor Experiments
Painting

PAINTING
Watercolor Experiments
30 July 2016

INTRODUCTION

DESCRIPTION **CRITIQUES (3)** LIKES (15)

Riveting. Well done.
Have you considered mixing other kinds of media such as acrylic and oils?
YANG CHAN 6 August 2016

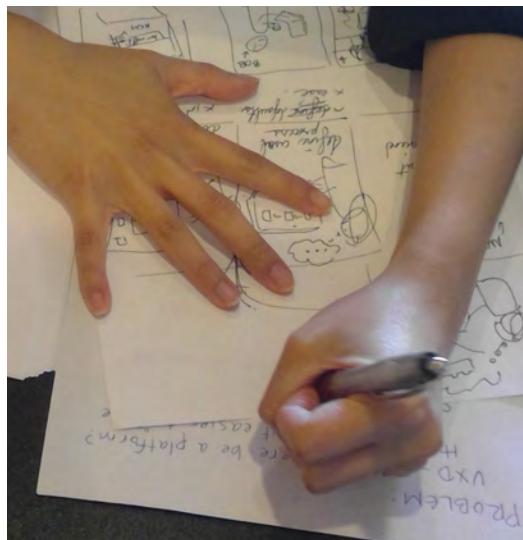
A unique perspective!
I've never seen a piece like this. This exhibits a depth of meaning.
JOE MCNAULTY 31 July 2016

Expressive piece.
This project stands out on your portfolio, given your focus on design and interactive media.
TATIANNA REEVES 1 August 2016

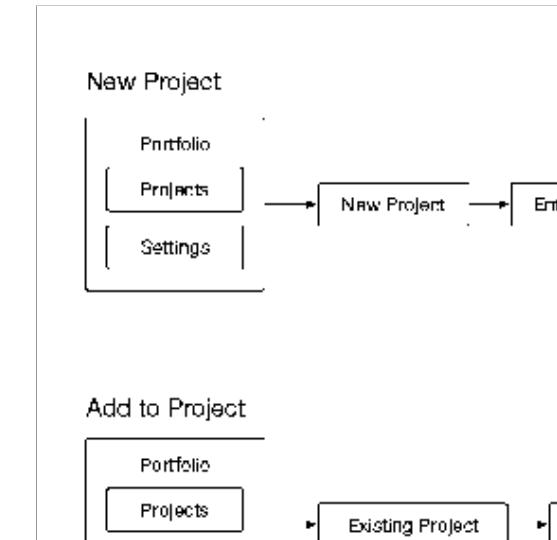
PROCESS



01 Personas



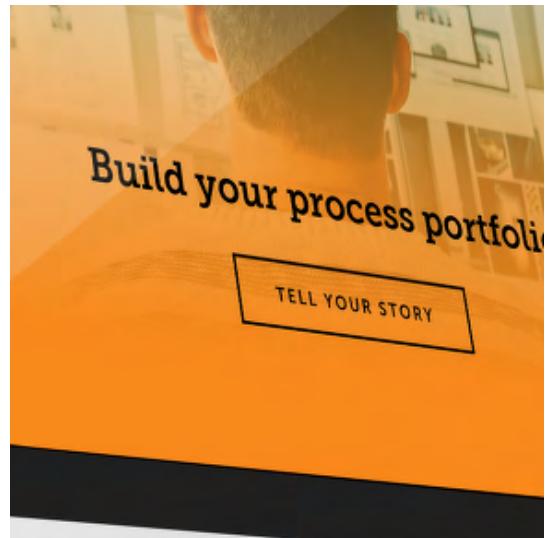
02 Sketches



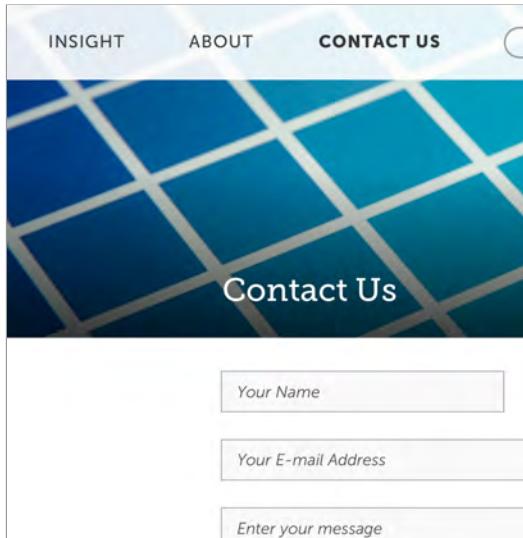
02 User Flows



04 Wireframes



05 Visual Design I



06 Visual Design II