



PoloGarcia

UX • FRONTEND • UI

Work Experience

Sellpad

Design Lead

Apr. 2015 - Nov. 2015

Worked on different projects within the startup like landing page re-design, responsive design adaption of old landing page, user experience continuous improvement, web app re-design, mobile app re-design. For this tasks I worked along side with all the team and some of the customers of the product, with constant brainstorming and feedback to keep the product fresh and better. This was a very challenging work due the resistance of developers at the start with the UX design techniques and also because in terms of usability the App was kind of left out. So this job offered me new challenges and a great opportunity to excersice my team work skills

Saturn V

Frontend Developer

Dec. 2014 - Oct. 2015

Worked on different products, where we used Scrum for the development. As this was one of my first jobs as a UI Designer I worked all my first projects along the lead designer of the startup, in some kind of trainee program. Here one of the products we builded was a Electoral Monitor App, in this project I worked as a Product designer, UX designer and a Frontend developer.

Gravity labs

Lead UI/UX Designer

Frontend Developer

July. 2016 - Present

Given the nature of the firm, I worked in different projects, which were managed by a scrum methodology. Here I helped to build the experience of different products as Facturabot. And pitched experiences to different clients. This kind of experience helped me to work with different perspectives and to explain in a simpler manner why the proposed decitions would ultimately help their business. As a Frontend developer I implemented IU and even helped to build our own bootstrap in order to develop in a faster and more disciplined manner.

Case Study: NWL Platform

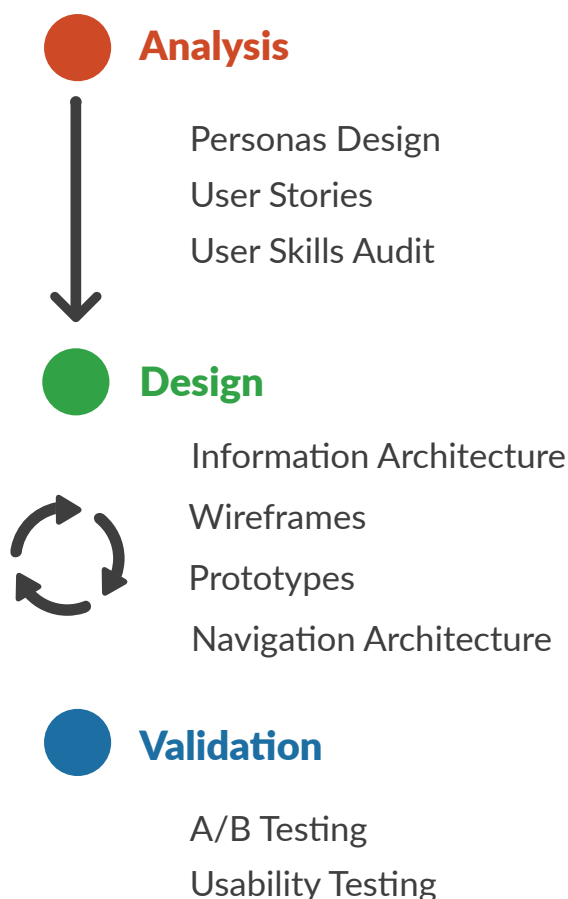
Skills showcased: leadership, team management, product design, user testing, wireframing, user interface design, interaction design, user centered design

Problem

A non profit organization called “Filosofia para niños”, needed a platform that would work for them as a digital library, a place where they could upload materials, search through them, let users keep their favorite ones, rate them and finally get meaningful stats about those materials.

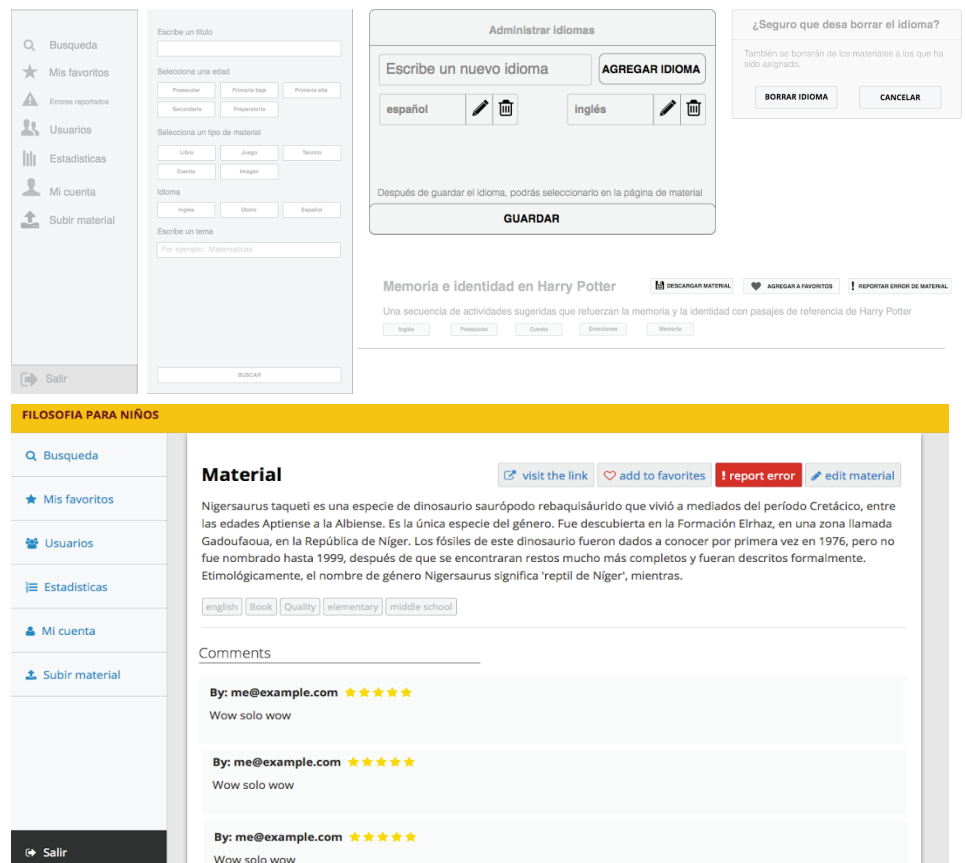
But this product represented a very peculiar challenge, about 70% of their organization was people not so savvy on handling software. So this platform needed to be extremely easy to use but without cutting any of the core functionality.

Design Process



Solution

Platform was built with a few things in mind: keep main functions on the system always visible, diminish the possibility of a user error and always warn them about irreversible actions and finally hand over interaction delights like an animation filling the hearth icon of favorites when material was added to users favorites catalogue.



Results

During the development of this product we faced many results in different stages, for example during the intermedial validations on the A/B testing we found out that a vertical navigation was more easy to understand to our final users than the horizontal one.

Also I believe that good labeling is good design so we iterated the name of the sections a few times, based on outputs from usability testing, in order to achieve a better understanding from our users.

Finally we made a final massive usability testing on 20 new subjects (real users of the system) to test the ease of use without previous training, this test gave us that 17 of the users accomplished their task successfully without need of training, and the remaining 3 needed little training.

Case Study: Sellpad Web App

Skills showcased: product design, user testing, wireframing, user interface design, interaction design, user centered design, design process definition.

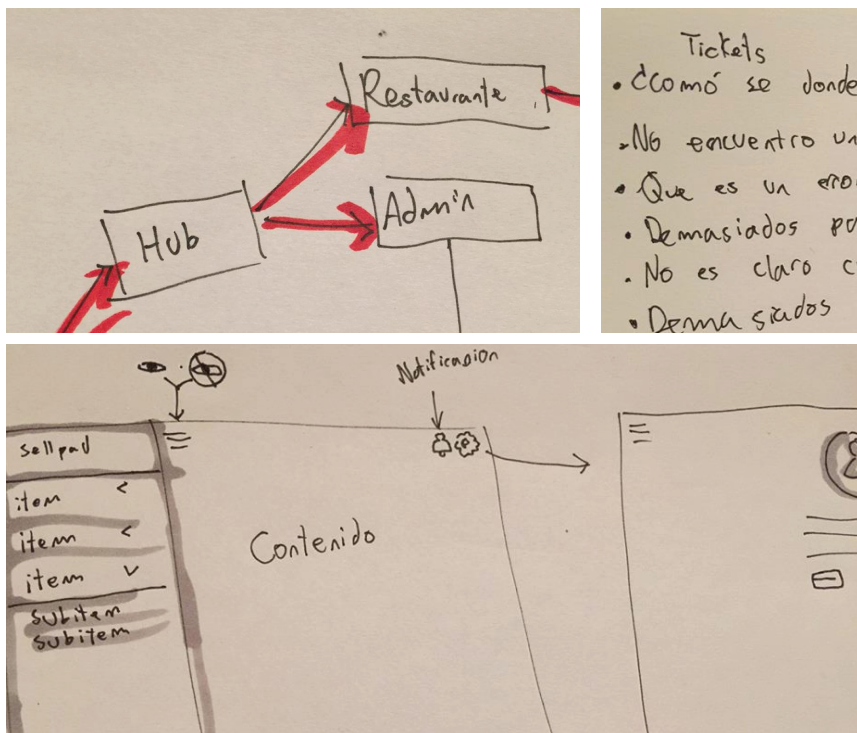
Problem

Sellpad is a POS for iPad which is complemented by a website system. In the process of developing a MVP at the early stages of the product and adding new functionality brought the evolution of it generated the following problems:

1. Confusion on the navigation hierarchy both in mobile and web app, users didn't know where they were or how to get to some place.
2. Web application sometimes seemed intimidating to users.
3. Confusion on users due lack of error feedback

Getting Started

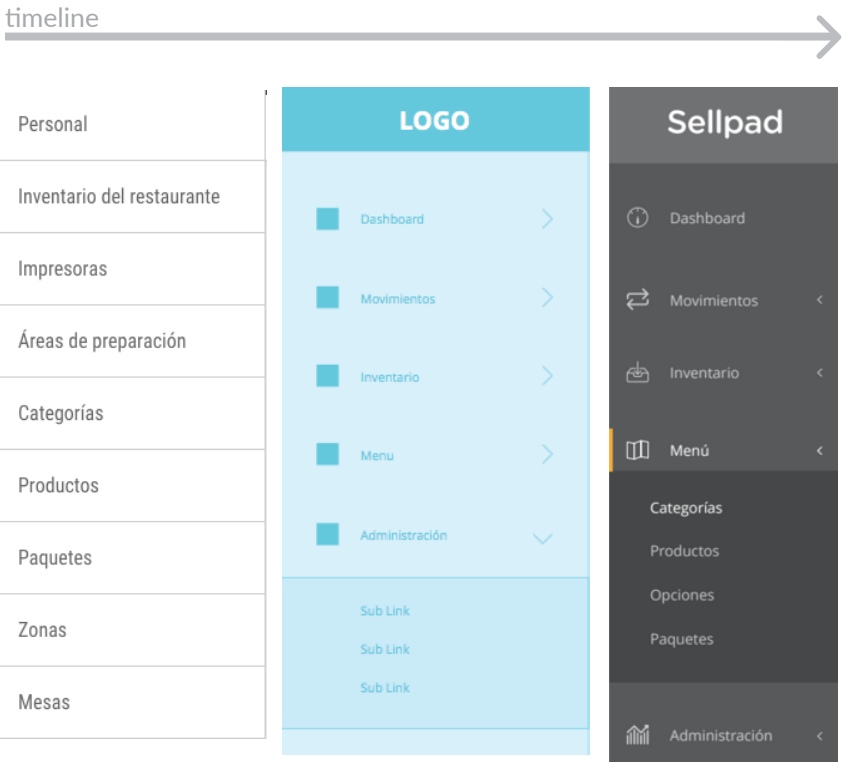
Trough various sessions of brainstorming, customer interviews, review of customer support, we identified the main sources of usability problems. One of the first steps into the redesign of the web app was the review and some redefinitions of the information architecture, navigation architecture and personas. To then layout some of the first pen and paper wireframes which went through usability audits. These were only some of the first steps into the process.



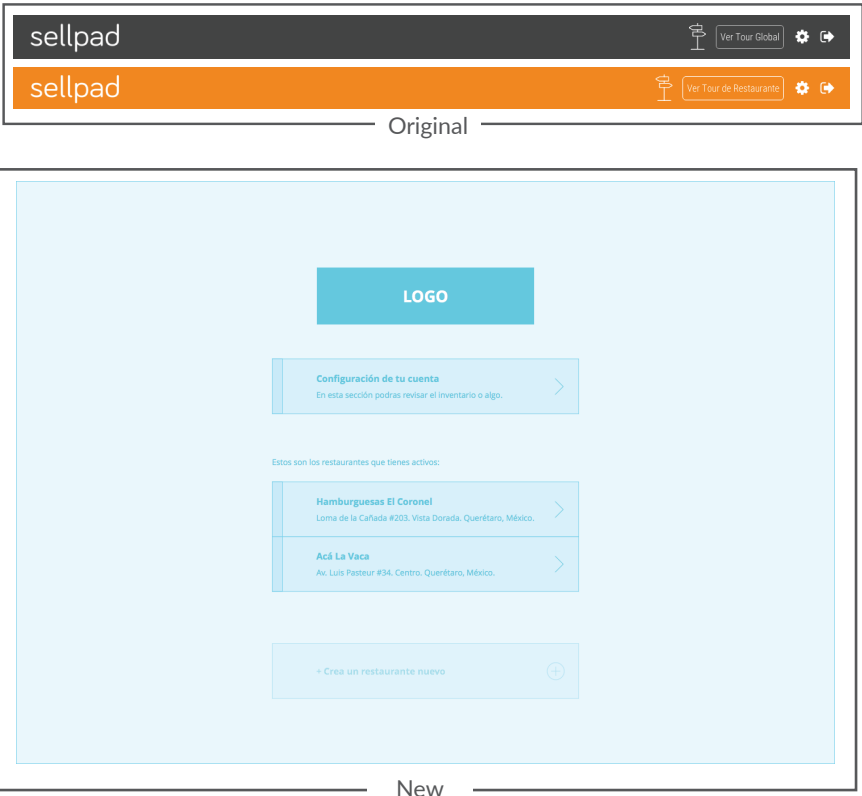
Redefining Navigation

The original menu (left) consisted of 16 always visible items which caused users to feel intimidated and many of the times they didn't located the desired menu item. Defining the navigation architecture along with the information architecture helped us to define groups that compacted navigation in only four always visible items, which reduced the feeling of intimidation and gave the users a sense of logical groups between menu options.

Almost all the web app has been redesigned to tackle all the observed problems, but one of the main sources of confusion was the navigation.



One of the sellpoints of Sellpad is ability to administrate more than one restaurant in the same account; but this was badly implemented causing confusion among users. In order to view one restaurant specifics first you needed to enter administrative panel and from there search the "restaurants" options in the menu to finally select the restaurant you wanted to view (the color of the navbar changed grey = admin view, orange=restaurant view). So for saving user extra steps and frustration, a hub of accounts was designed so at the moment of login the user could be able to choose between admin view or going to a specific restaurant from the start. Also the name of the restaurant or the label "administrative" is always visible in the topbar, so users always know where they at.



Projects I have worked on

Fakturabot Landing Page

This webpage is based on blocks, is a modification of a Python CMS (wagtail), I styled the different blocks and worked on responsivity. Currently working in switching the CSS framework from Bootstrap to Foundation 6, given the nature of this second framework to be more customizable.

fakturabot.com

Supplayers

Web system, based on Django and JINJA. This system has some react JS components for reactive content. Adapted Foundation to work with Sussy grid system, created a responsive grid system to change the properties of the grid based on media queries.

Human Forms

Fun project I started on my research course. This is a Frontend framework based on JQuery, where the form is presented one question per screen, included different interaction elements such as navigation with keys, answering with keys when a question was radio or checkbox. The project is still in alpha but hoping to make it work and open source.

Visit my Github to see other cool projects, such as my SCSS intro tutorial
github.com/pologarcia

My arsenal of tools

CSS Tools

Foundation, Bootstrap, Sassy, SCSS, PostCSS

Templating tools

HTML, JINJA

JS Tools

React JS, JQuery, Angular JS (learning)

Development Tools

Git, Unix Shell

Design tools

Sketch, Invision, Photoshop, Illustrator

Contact me

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Site

pologarcia.github.io (Old version, new coming up soon)