

// Bio

My name is Teresa, I'm a UX/UI designer. I studied Fine Arts focusing on sculpture, video and graphic design.

I started designing websites when Flash was hottest tech, it was quite cool and graphic. Many people I knew needed websites at this point and I was suddenly filled with a lot of work, so I learned to code HTML and CSS, some Action Script (and even some PHP at some point!), this way I could put together websites mostly on my own.

I started to get some long term clients and for some years I worked freelance. I also had two start ups, one was a travel magazine and the other was a crowdfunding platform.

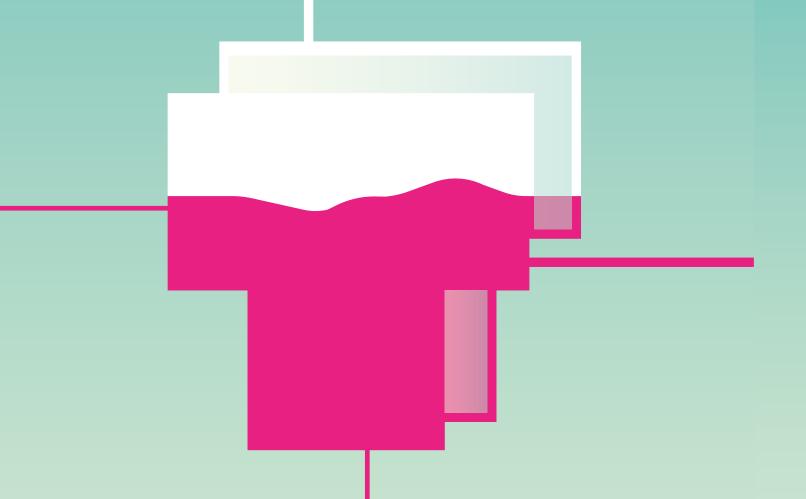
Lately I have worked for companies in London, specialising in UX/UI.

I'm a team player, after all those years freelancing I learned the benefits of working in a team where I can grow, learn and share. I also consider myself a self starter.

I'm a peoples person, I love sports, especially rock climbing, music and spend time with family and friends.

Kind of projects I've worked on

Educational platforms, Cinema products, Responsive web apps, Wordpress websites, Online shops, Artist portfolios, Art auctions online, Crowdfunding platforms, Travel magazine, Mobile apps, Webchats, and many many more...





Random Thoughts - April 2020

Android App

https://play.google.com/store/apps/details?id=net.deeplemon.random_thoughts

Random Thoughts is a quotes app, initially released for android, that showcases carefully selected quotes from philosophers and writers.

// My job at Random Thoughts

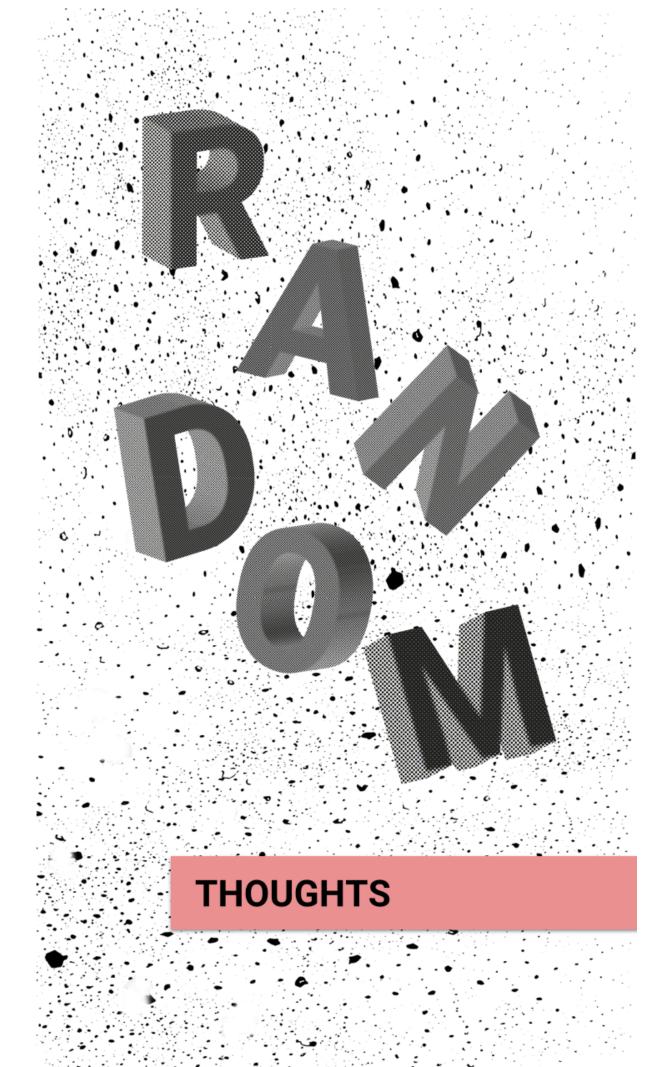
Product design, all UX and UI design, help developing idea of the app and selecting authors and quotes.

// How did I do it

Researching competitors, sketching paper and illustrator, mood boarding, good comunication with the developer.

// Tools I used

Sketch
Zepplin
Illustrator
Pen and paper



// Random thoughts

https://play.google.com/store/apps/details?id=net.deeplemon.random_thoughts

My job in Random Thoughts

We were a team of 2: designer and developer.

I was in charge of the UX and UI of the app.

I also collaborated in writing the content, selecting quotes, authors and writting biographies, uploading content to play store, and whatever needed as it was just the two of us.

Challenges

Visualy pleasing and easy to read app. Not only that, the design had to be different from other similar apps in the market.

Make design cross-platform (IOS-Android).

Process

Short daily meetings to know what we were doing, feedback and questions.

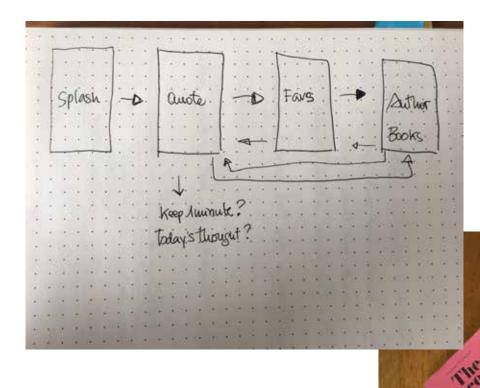
Moodboard to help with ideas about visual design.

After sketching in paper I moved to designing in Sketch, uploading designs and assets to Zeppling for the developer and doing some prototypes in Invision to understand better the page flow.

Outcome

We did some User testing that gave us very good insights, we found a couple of small usability problems and got some feedback to make the design better.

The app is available in the Google Play Store.



Beginning of the project

Idea

We couldn't find good quotes app in the market, quotes to challenge your thoughts and make you discover good thinkers and writers. Also the designs were too distracting from the quotes, with multiple font families and backgrounds, mainly made for sharing with others.

Personas

We developed a couple of personas to think who would be the users of this app and their needs, so we could design the app with that information in mind. Basically the main points were users that loved to read, mainly philosophy, simplicity in use and design, distinction from other similar apps and good content.

Page flow

The idea was to have just a few actions so the app could really engage with the curated content so we just added things that we thought basic. To save the quote for later, copy the text, know more about the author and buy books.

After some paper sketching we found a page flow we thought was ideal, using tabs menu and internal links. We thought it was very simple and straight forward, and I moved to designing in Sketch and the developer started creating the structure.











Design decisions

General

I wanted the design to be minimalistic, mainly typographic to give the texts importance. I started designing everything in black and white and when I thought I had overall a good design, I played with colour.

Icons

From previous experience I knew the sometimes icons to like and to favourite can be confusing as in some widespead social networks hearts can mean just emotions, but as the heart icon is repeated on the tab bar, it was clear that tapping on it would save it. Also because it also means emotion I prefered using it (and not a star or a bookmark icon for example) as would mean you really liked the quote.

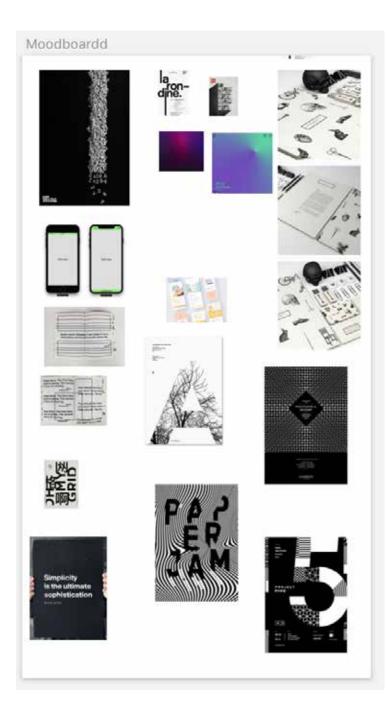
I created the thought icon as I couldn't find one that would go well with the rest of the icons and would work in small size. I did several iterations until I found the one that wouldn't look unbalanced.

Blocks of colour

The blocks of colour are mainly used for the author's name and buy related books background.

I chose to use it this way so there is a visual continuity and the user wouldn't miss the books section.

At the end I chose a colour that was not very intrusive, easy to the eye, had a good contrast and was WCAG AAA, so everyone could read it without problems.

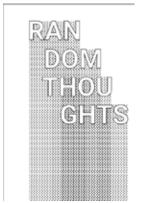






THOUGHTS



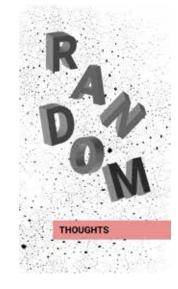












Design decisions

Splash Screen

For the splash screen I wanted to create something typographic that evocated the deep thoughts of the mind. I made a moodboard with bits and pieces from the internet that I liked and could convey that idea. At the end I used some 3D letters floating into space and the same block of colour with text I used in the app to give it continuity.

Outcome

I tested the app and we just had a small usability problem, that was the lack of margin below the books, that made the users try to scroll down several times as they thought there were more books below. It was an easy fix. Also we got valuable feedback as users of some devices where expecting the notification bar to be integrated in the design, something we didn't consider. So we changed the colour to white and the look was so much better at the end.

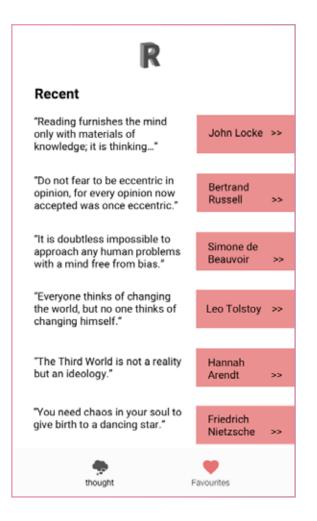
The app is published in the Google Play Store, you can check it out here:

https://play.google.com/store/apps/details?id=net.deeplemon.random_thoughts

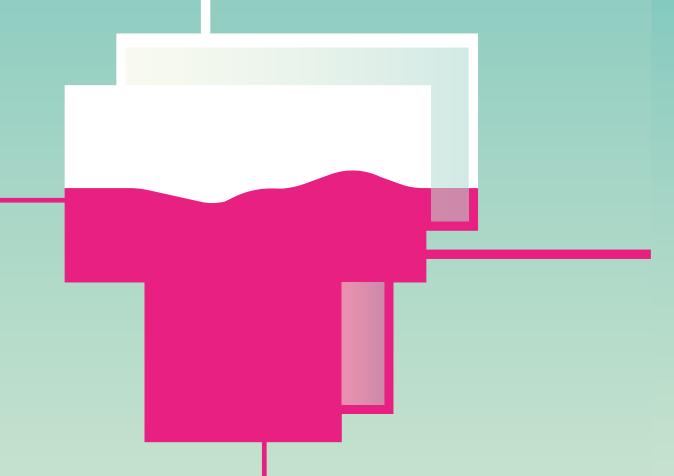
Final design











WORLD AT HOME

World at Home - March 2020

https://worldathome.net/

Responding to the Covid-19 pandemic, World at Home serve as a tool for parents, carers and kids to find useful activities, information and ideas on how to make the most out of this challenging situation.

// My job at World at home

From ideation to all the UI and UX of the page and the design integration in Wordpress.

// How did I do it

Researching competitors, developing personas, sketching paper and illustrator, mood boarding, working within a good team.

// Tools I used

Sketch
Illustrator
Chrome devtools
Wordpress
Elementor



FAMILY RESOURCES

Find specially selected ideas and activities to make the most of your time at home







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// World at Home

WAH was created on a very tight deadline, because of that we made everything in Wordpress and Elementor, a page builder.

My job at WAH

We are a team of 4 - plus collaborators.

A software engineer, two content creators, one with background in teaching, another psychologist, and myself, in charge of the UX and visual design.

We worked as a team having a say on content and design as we give each other feedback, do personal tests and ask for outside feedback.

Challenges

- . Super tight deadline We wanted to ship quick to start helping people, we gave us two weeks. We had to agree on a MVP of what we wanted. . Super easy to use To find activities based on year and type had to be
- **Process**

very easy.

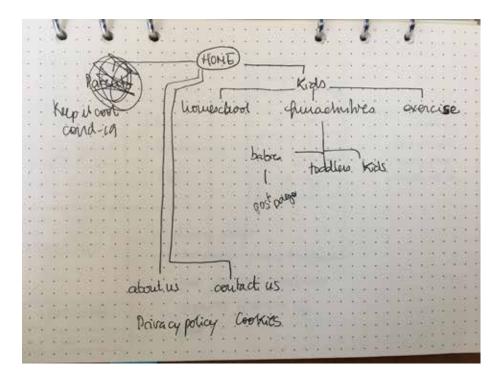
Short daily meetings to know what we were doing, feedback and questions was key.

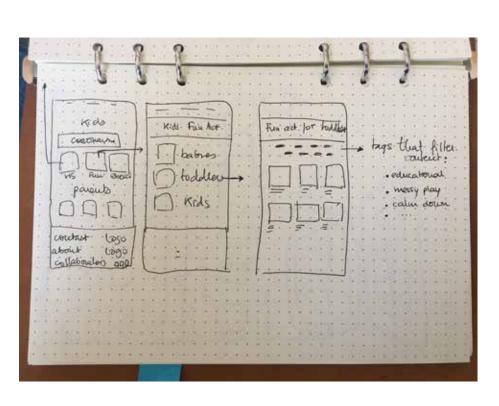
Rapid sketch, implement, review and modify designs.

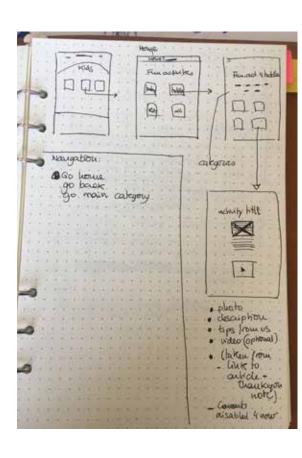
Outcome

We made it, we shipped after two weeks of intense work. We released the MVP we agreed on.

Now we are analysing data through site analytics and planning a UX testing to identify possible usability problems and find out what users think of planned sections, so we can create them with their feedback in mind.







Ideation

Being stuck at home suddenly with your toddler who used to go to nursery is not easy, and try to find activities online that are good, educational and age appropriate a nightmare. That is why we created World at home, to have a place to find them that offers curated content that is easy to find by age and type.

Developing the idea

First we thought what kind of content we were going to offer and divided it into categories and subcategories. We thought about the users and created personas so we could picture what kind of activities they would like to find on the website.

I started to do some pen on paper wireframes and sketches to think about the structure, design and navigation.

As soon as we had a basic idea I moved to Wordpress and Illustrator where I was rapid sketching ideas, colours, texts, etc. I worked on the final medium (Elementor and Wordpress) as much as I could as we wanted to ship early.



FAMILY RESOURCES

Find specially selected ideas and activities to make the most of your time at home







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Design decisions

General

Overall design - I wanted the world at home to be playful because, besides being intended for parents to look for activities, the end user would be their kids, so making the website colourful will put them in the right set of mind.

Homepage

Tagline - We wanted the website to be straightforward, our users don't have time to be browsing, they want to find activities and do them as they have children waiting impatiently. That is why there is not much copy in the home page and we worked on the tagline to be the shortest possible to describe the website.

Navigation - The rest of the pages have a main menu at the top, not this one. That was made on purpose so the users could select the activities they were interested in straight away.

Categories - We grouped the activities under three main categories. Those categories are the ones we thought were most helpful whilst being at home.

Icons - At the beginning we thought we will be using photos to describe the categories but we found it was difficult on a tight deadline and giving the current situation, as we couldn't take them, and the stock photos we could find weren't great and was difficult to make them consistent. It was time consuming also.

So I created the icons for the categories and subcategories. I tried for them to be descriptive and simple. It also helps to the playfulness of the overall design we wanted to achieve.



RESOURCES

HOME LEARNING

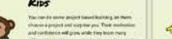
HOW THEY LEARN

ACTIVITIES





TOPPLEES









ACTIVITIES

Coronavirus





















VORLD AT HOME

FUN ACTIVITIES

ACTIVITIES

BABIES

















ALL AGES

Design decisions

Main menu

Link to the homepage - I added a link to the homepage as I read documentation not all users click on logo to navigate to the homepage. I also named it homepage instead of just "home" as it would have sounded repetitive with the name of the website right next to it. Some members of the team asked about it as they thought everyone would navigate to homepage via logo but we talked about the findings the Norman Group have available in their website and they understood the decision I made.

Tagline in every page - As we didn't know where the users will be accessing the website we included the description of the page in every page.

Intro - Some pages have an intro, we tried to go straight to the point as is well known users don't read. Anyway, this text is just supporting the functionality of the page and if it's ignored it won't affect the end purpose which is finding activities.

Activities per age filters - We found difficult to find activities age appropriate for our own children whilst looking on the internet, so we made the filter by age prominent to not frustrate the user having to click on the activity and read to find out.

Photos consistency - I had to find a way to make images consistent, it wasn't straight forward as the images weren't ours. - I solved it trying to avoid when possible the use of any text inside the image and give them a similar ratio.

Conclusion

We currently have a product we made based on assumptions which has been tested by family and friends, now the next phase is to do a proper UX testing, see the response the page has through the site analytics and at the same time, plan for adding new sections.





Discovery Education - Dec 2016 - May 2018 https://www.discoveryeducation.co.uk/

Discovery education offers curriculum aligned products for schools.

// My job at Discovery Education

I worked on educational products for the UK and Egypt either improving existing designs following UX research, creating UI elements based on pre-existing guidelines or starting to build from the ground up products.

// How did I do it

To do that I would create UX deliverables like prototypes and wiframes for usability testing and development, UI deriverables, UI mockups, styleguides, and also doing some front end coding. Worked closely with UX researchers, stakeholders and developers.

// Tools I used

Sketch

Axure

InVision

Zeplin

Photoshop

Illustrator

Chrome devtools



Discovery Education يضيف قيمة لكل من:





Egyptian Knowledge Bank ننك المعرفة المصرى

بنك المعرفة المصري

بنك المعرفة الحصي هو ميادرة وطنية من المجلس الرئاسي المتخصص للنعليم والبحث اتعامي نماح جميع المصريين حق الومول إلى أكبر فاعدة بيانات تعليمية رقمية مجانبة في العبالم وتفجر consultary evolves بأن تكون الشربك الأكثر نشاطًا في نطاق المراحل الابتدائية، والإعدادية، والأناوية.

تمضل بزيارة بناء المعرفة المصري



// EKB - Egyptian Knowledge bank https://discoveryeducation.ekb.eg/

EKB was a project created together with the Egyptian ministry of education to provide assets and videos to pupils aligned to the Egyptian curriculum.

My job in EKB

I worked on a design already set up, I needed to make the design consistent thought the platform. Also creating new sections and pages.

Challenges

Egyptian pupils just have their phone to access the internet, and should be in English and Arabic, so the same design had to work **right to left** and left to right on mobiles.

When I joined in, some pages where totally different to eachother and I needed to find common elements to make them consistent.

Process

I worked along with a User Researcher to find and solve usability issues through usability testing, and team workshops.

I also created and coded, together with the development team, an online live **styleguide** with all the components used so any new person working on the project, designer or developer, could easy follow steps on design and code guidelines.

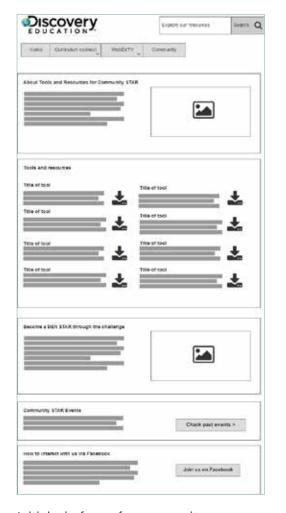
Outcome

Consistency thoughout the design

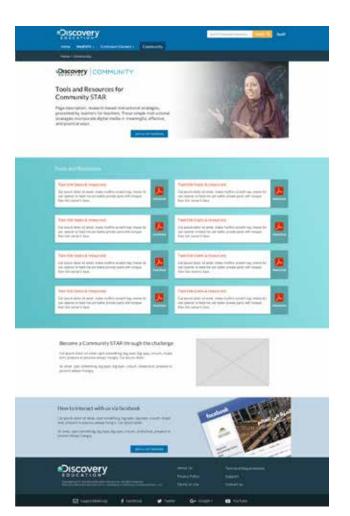
Better UX

Easier to produce new designs and code new sections thanks to the styleguide

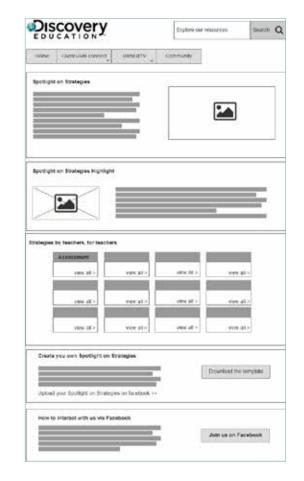
EKB - UX and UI examples







Final mockup for community page



OS page Initial wireframe



SOS page Arabic

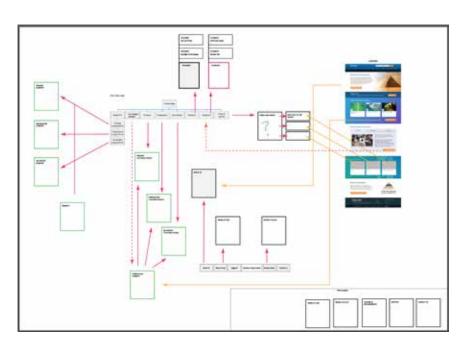


SOS page English

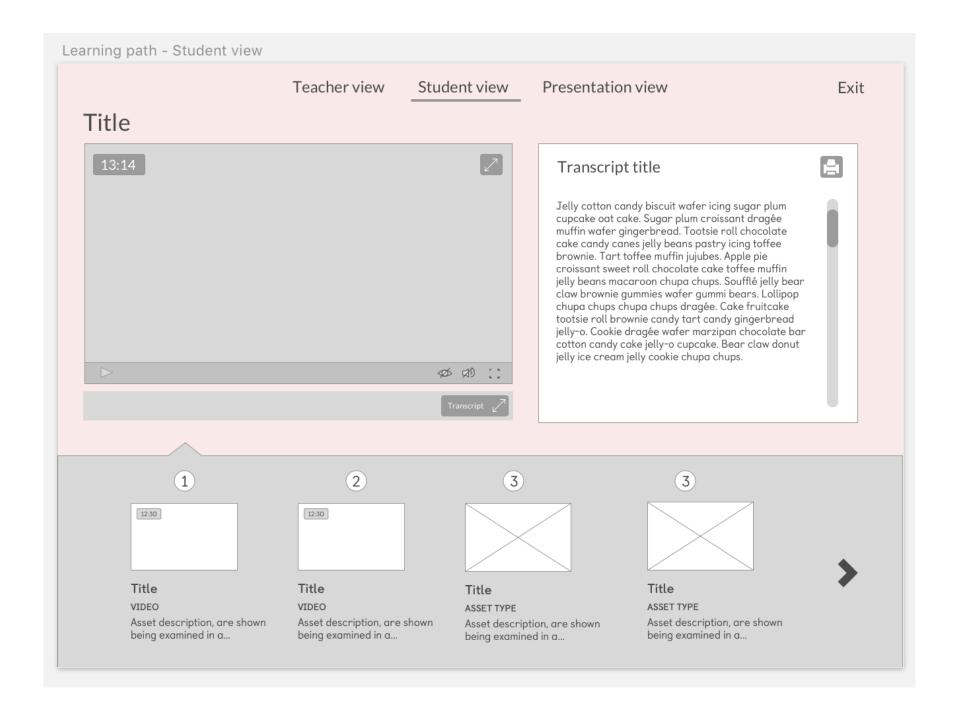


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Footer redesign



Page flow



// Stem Connect

https://www.discoveryeducation.co.uk/what-we-offer/discovery-education-stem-connect

It was a **greenfield project** where teachers could easily find and plan lessons around science, maths and design & technology.

My job in Stem Connect

I was the sole UX designer, working closely with a UX Researcher, I helped plan and attend user testing and user workshops.

I was in charge of finding solutions to usability problems and doing all the **prototypes**, **wireframes** and **mockups**.

Challenges

It was difficult to make it easy to learn as It was a very complex platform where the user could do many tasks that were new in the sector

Process

After knowing the requirements I would put an initial wirefreme/prototype.

I used to involve the team on finding solutions, organising workshops. After the prototype beign made and tested, I would make improvements based on the testing feedback.

Outcome

Before I left we had a platform where the UX had improved significantly and another designer was working on the UI.

Stem Connect - UX and UI examples



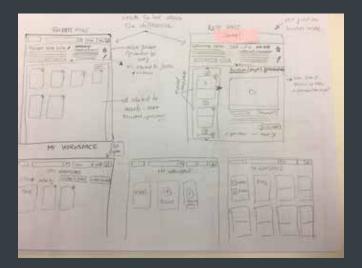
Usability testing notes



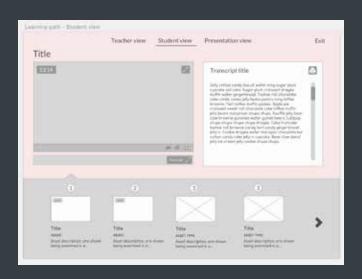
Team discussions

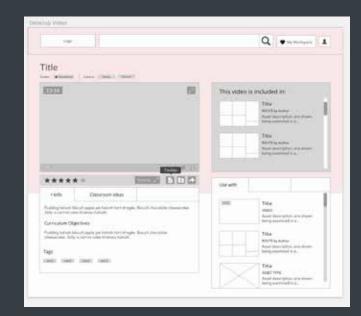


Team workshops

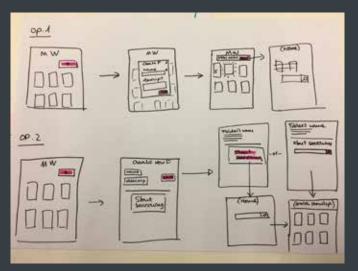


Paper wireframe

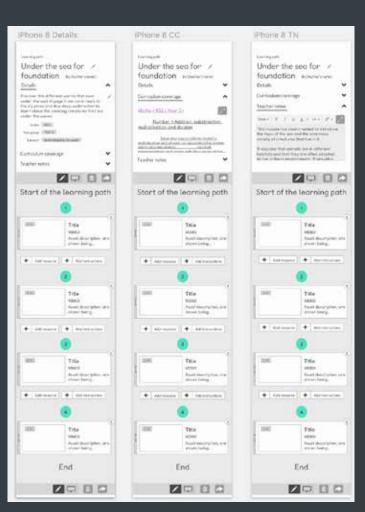




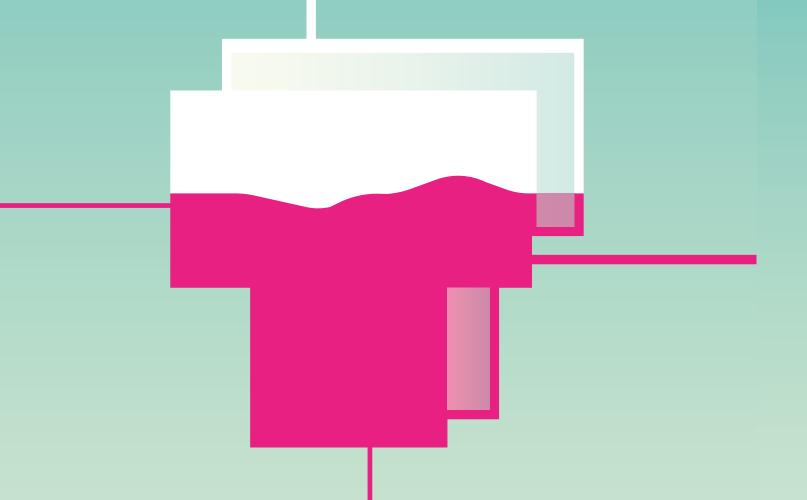
Wireframes for user workshop



Page flow



Wireframes for prototype





AAM - 2015

https://www.artsalliancemedia.com/

I worked there as a Product designer and also as a Front end coder.

// My job at Arts Alliance Media

I worked maintaining the design and the front end code of some products. Also worked on a greenfield project where we built from the ground up the whole platform doing UX, UI and all front end code.

// How did I do it

To do that I would create prototypes and wiframes for usability testing and development, UI mockups, styleguides, I would design in the browser, and also doing all front end coding. I Worked closely with stakeholders and developers. I had an awesome team to work with.

// Tools I used

Axure Photoshop Chrome devtools







Thunderstorm is a unique platform that gives you access to the best in new services for your cinema. Applications from our Thunder Store can attract new customers, increase revenue per user and improve cinema visits.

Register to find out the

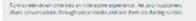
Check out some of the services currently available on the Thunder Store.





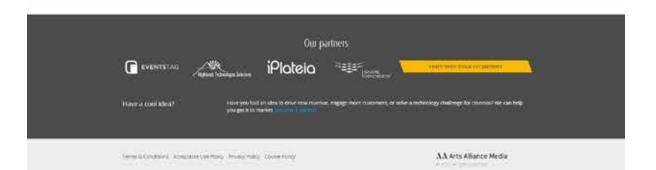






treat user engagement with the pre-show through second screen composes. Send offers and observe directly to the publishers phases

Special residence and description.



// Thunderstorm

Greenfield project. Thunderstorm was a marketplace for the cinema industry. Unfortunately is not online anymore.

My job in Thunderstom

In project Thunderstorm we built from the ground up the whole platform. I worked on the design UX and UI, and all the front end code with other designer.

Challenges

Building the whole platform on a tight deadline. The team worked on an MVP that we thought was feasible.

Process

Quick iteration of ideas, testing and implementing fast was key. Also the fact that both designers were the front end coders made that possible. Very good comunication with the rest of the team and stakeholders was very important.

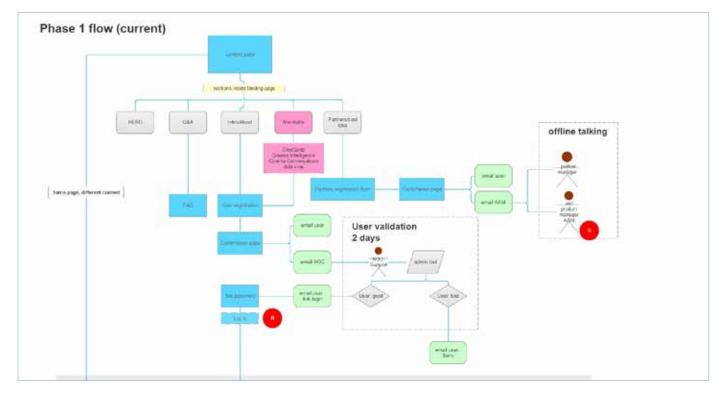
Having a live styleguide also helped us implementing fast.

Outcome

We delivered the MVP fully functioning on time.

It won an award in Cinemacon Las Vegas the same year.

Thunderstorm explained



We made an user flow at the beginning of the project to have all requirements clear for all members of the team. This document used to change very quickly whilst developing the MVP so it was very important to keep it updated with the current state.

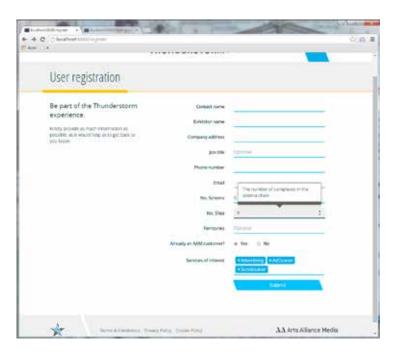




| Second Second

Although we knew the look would end up being different we started putting together all requirements following the user flow and do a interactive wireframe in Axure.

The interactive wireframe was easy to update and alowed us to have better team discussions, to used it for usability testing, test different copy, etc.

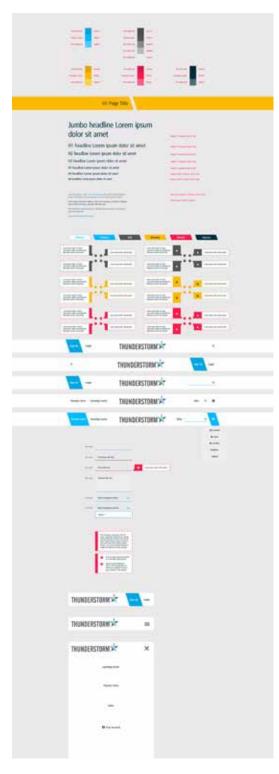


The UI continually changed based on regular user testing feedback. Because we were working on the final code it was very easy to make changes and test again.

We also created a style guide that was changing at the same time as the project.

Initial wireframes

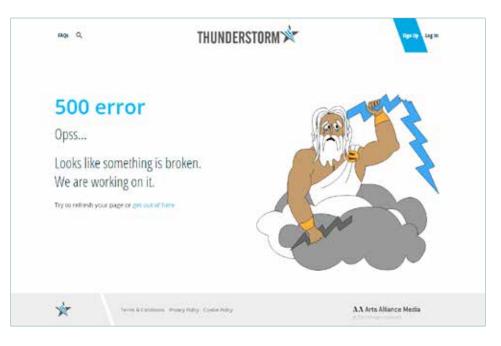
Thunderstorm explained



We could iterate very easy thanks to us beign the front end developers and having a style guide.

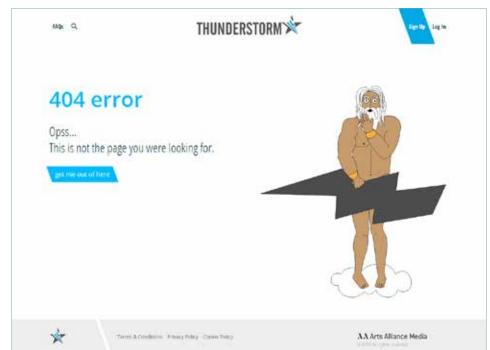


Styliguide in progress Styliguide tooltip component close up

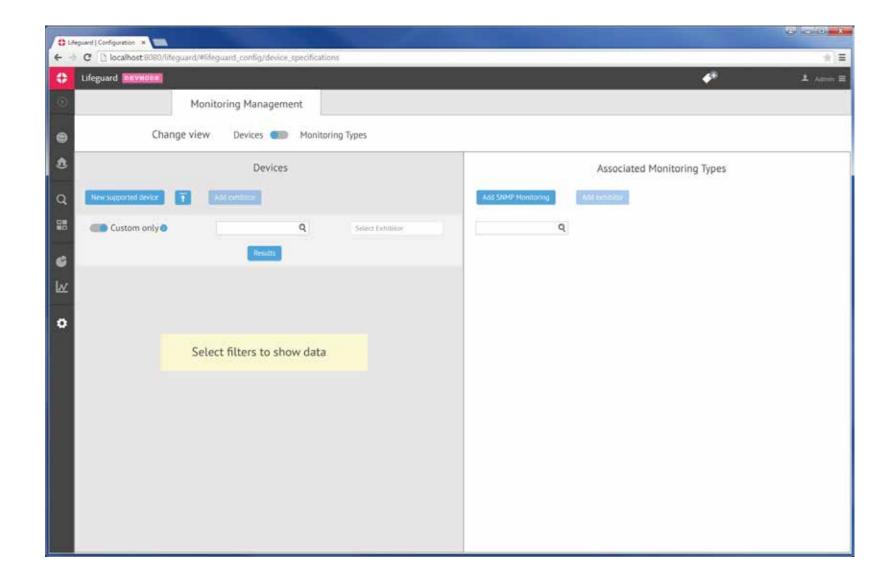


We didn't just delivered the MVP on time on a tight deadline, we had time to add some extra touches to it.

I did the illustrations for the 500 and 404 pages.



500 and 404 pages



// Other products
https://www.artsalliancemedia.com/products/circuit-wide-theatre-management-system

I worked maintaining the design and the front end code of some products all designed to help cinema theatres with their everyday tasks..

My job

My day to day would be fixing UI bugs, solving usability issues, making sure every page would follow styleguidelines and is consistent and designing new sections.

Challenges

All products were data intensive and designing new sections that would be easy to learn and easy to use was difficult.

Some products went through a redesign so there were many UI bugs to solve.

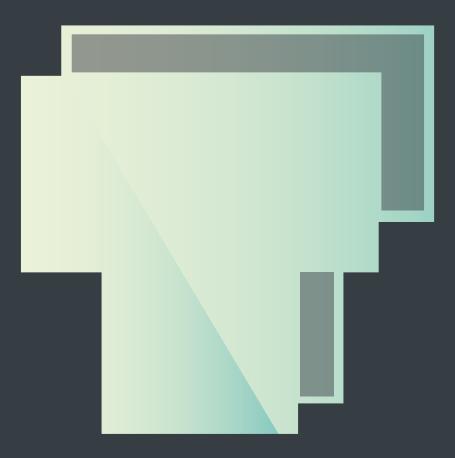
Process

Solving ticket bugs made by testers/developers or myself looking for consistecy in html and css/less

Designing new sections in photoshop or illustrator.

Outcome

More consistency across products All UI bugs known solved. New sections designed



GalleryAtrium

March - October 2019 (Private connection)

Gallery atrium is a inventory management app for antique dealers. It is a responsive web app made in nodeJs.

// My job at GA

Ideation, branding, UX, UI, some frontend code.

// How did I do it

Talk and test frecuently with users.

Create MVP with another developer that would change quickly based on feedback.

// Challenges

Made it super easy to use. Most of users would be transitioning from paper inventories to app.

// Outcome

App fully working and beign used from day one. They are saving time by having a centralised inventory and beign easier to access the information anywhere from any device.

// Tools I used

Sketch InVision Design in the browser HTML/CSS

Gallery Atrium UI



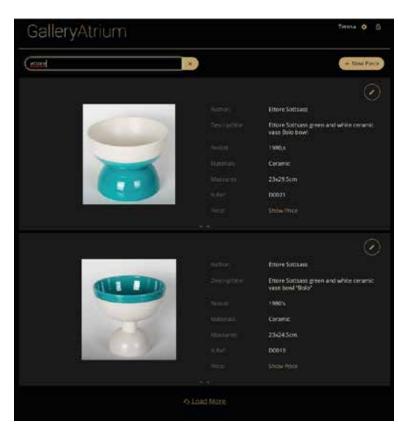
GalleryAtrium

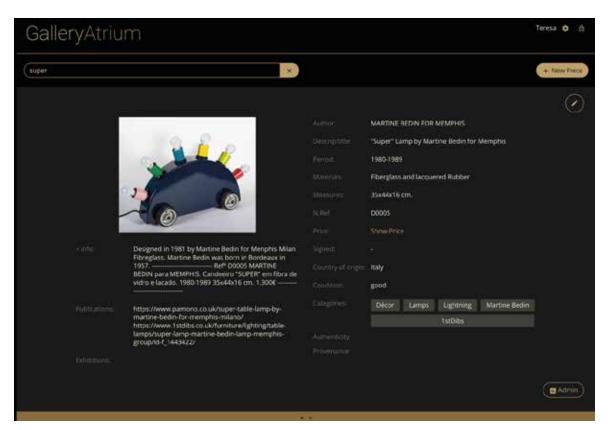
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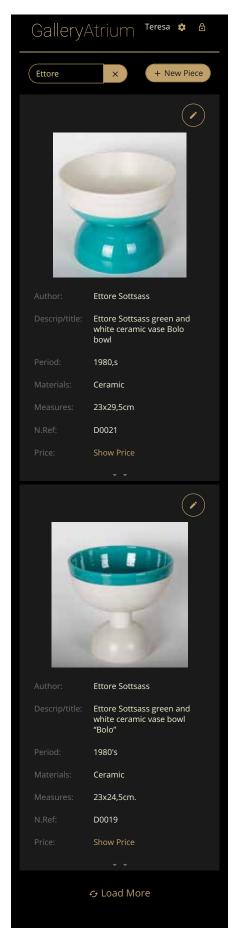
a Password

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