Portfolio

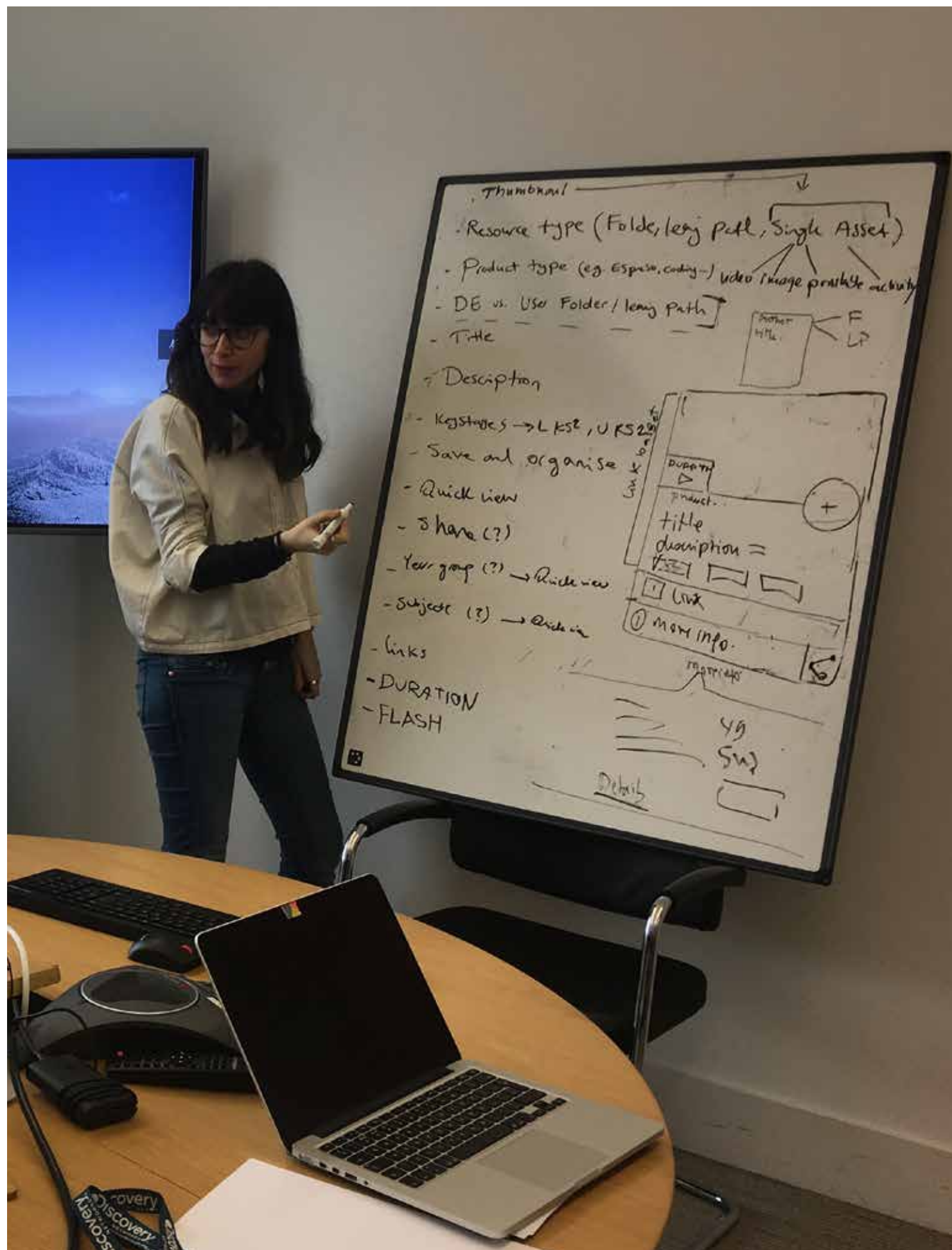## Teresa Marcos
Product designer

Teresa Marcos
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// Bio

My name is Teresa, I'm a Product 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..

// 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™

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

Discovery education offers curriculum aligned products for schools.

// EKB - Egyptian Knowledge bank

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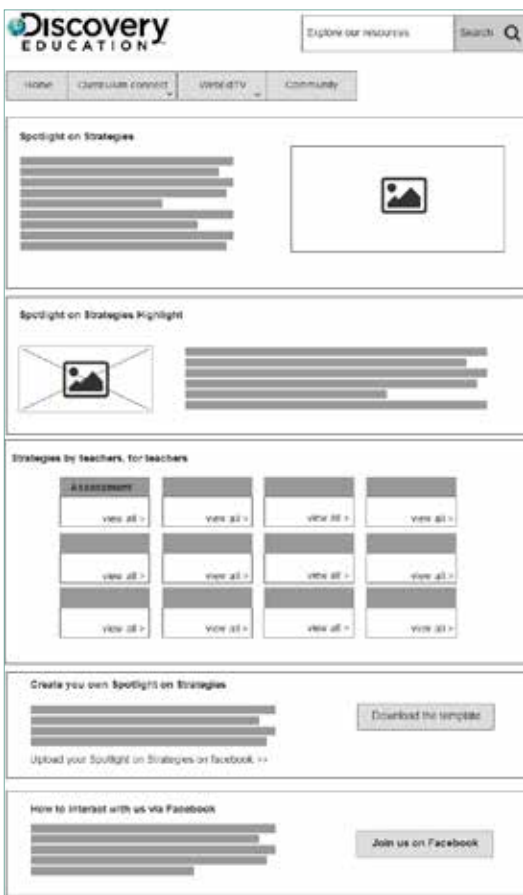Easier to produce new designs and code new sections thanks to the styleguide

EKB - UX and UI examples

Initial wireframe for community page

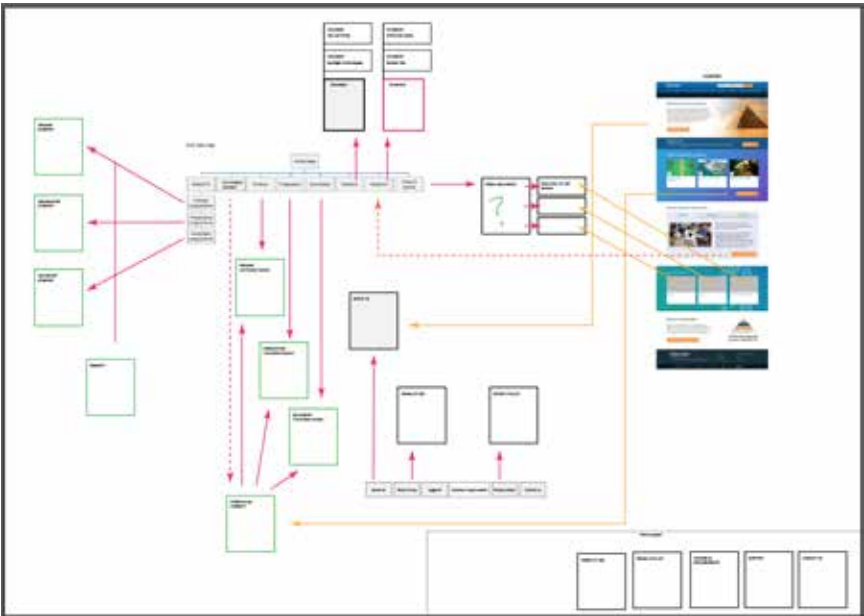Final mockup for community page

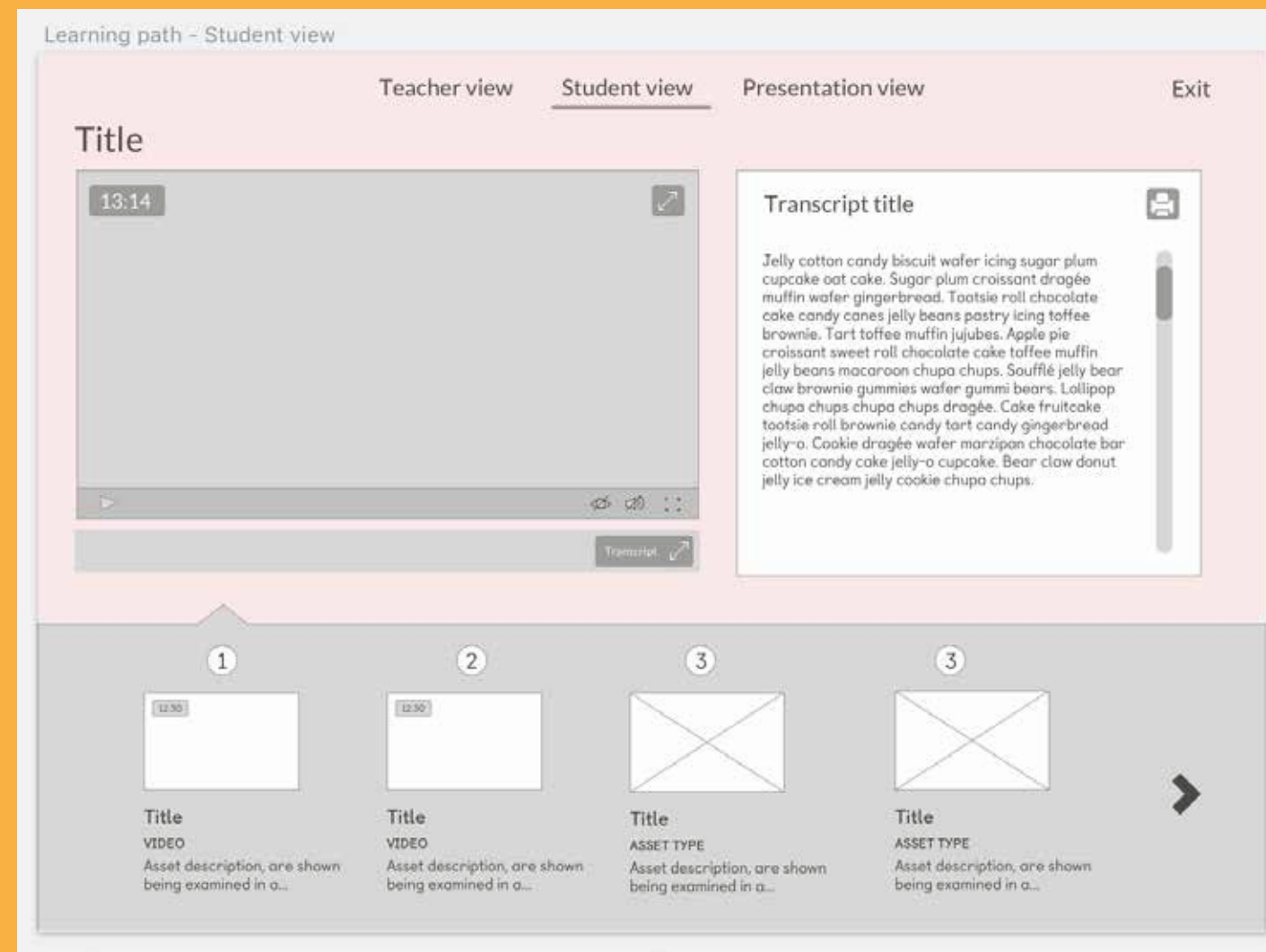OS page Initial wireframe

SOS page Arabic

SOS page English

Footer redesign

Page flow

// 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.

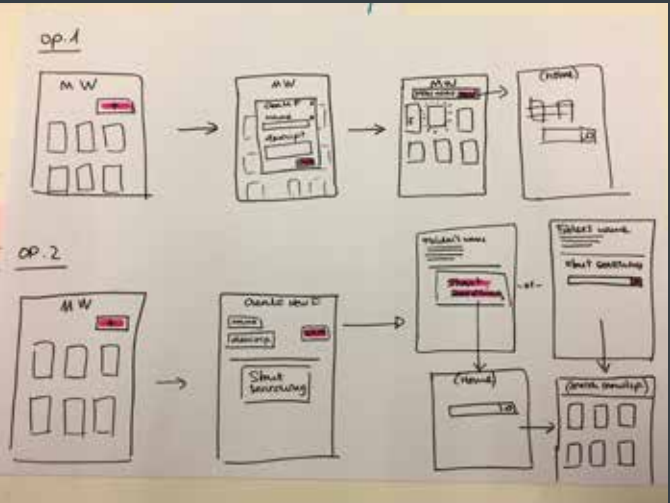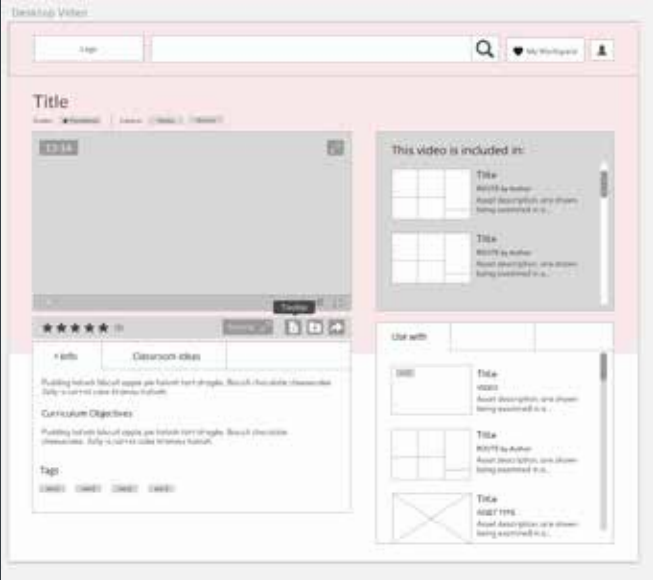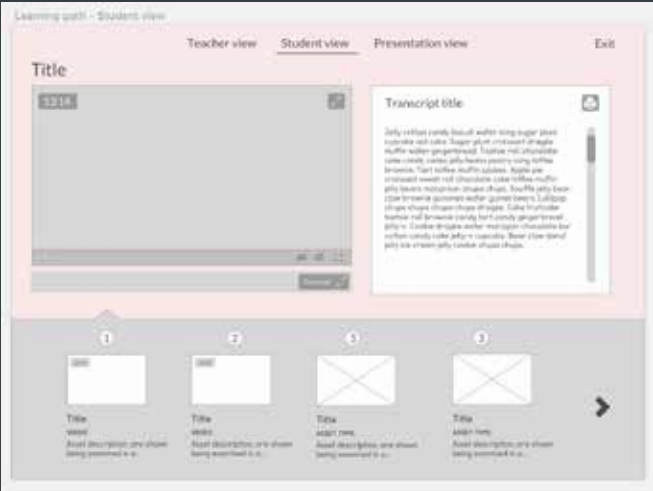# *Stem Connect - UX and UI examples*

Usability testing notes

Paper wireframe

Page flow

Team workshops

Team discussions

Wireframes for prototype

Wireframes for user workshop

World at home

World at Home - March 2020
https://worldathome.net/

Responding to the Covid-19
pandemic lockdown, 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 in
paper and illustrator, mood boarding, working within a good team.

// Tools I used

Sketch
Illustrator
Chrome devtools
Wordpress
Elementor

// 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 three 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 very easy.
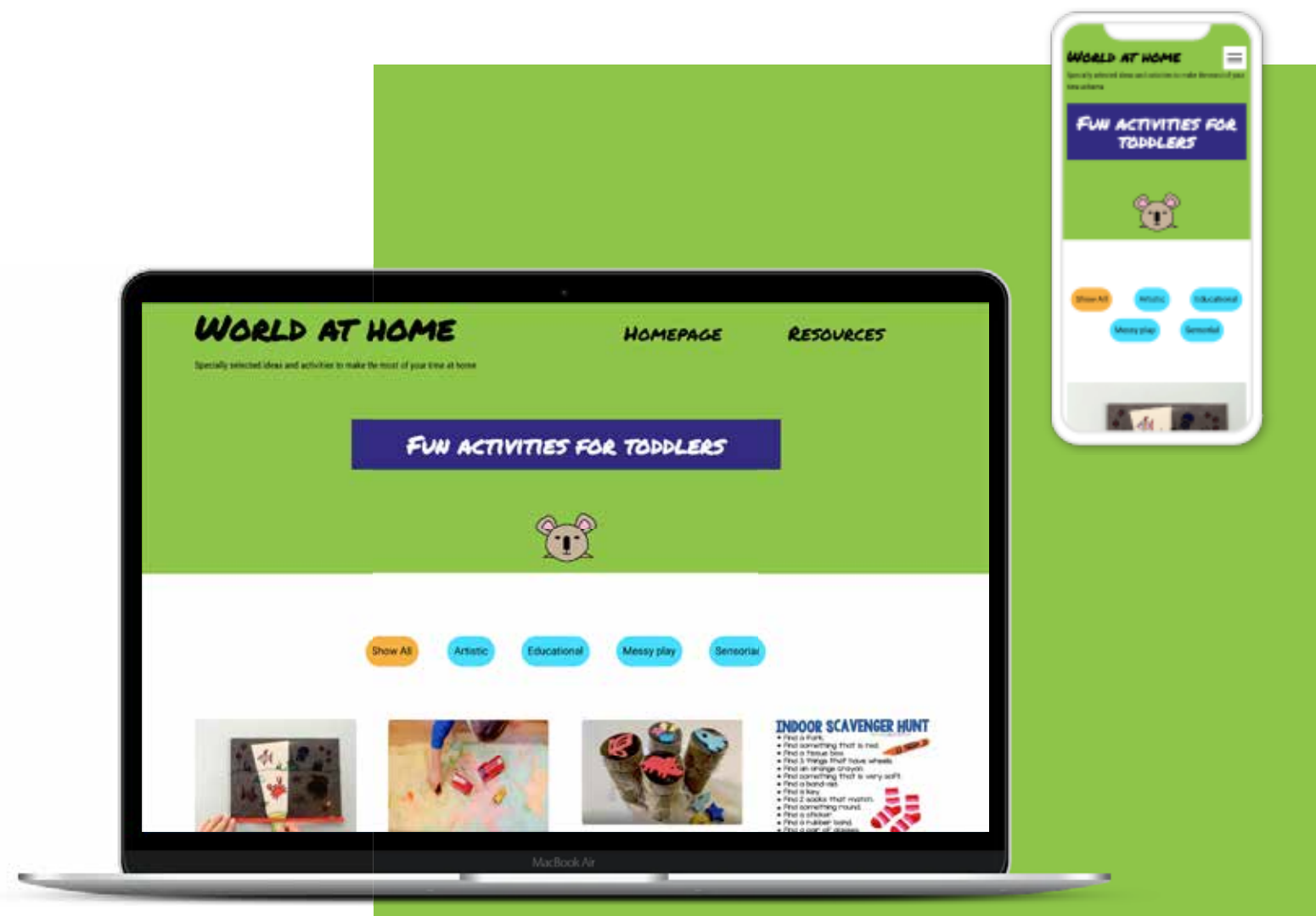
Process

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 and shipped the MVP we agreed on after three weeks of intense work.

World at home had a good reception when launched and got a National Lottery special funding for covid-19 related projects.

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.
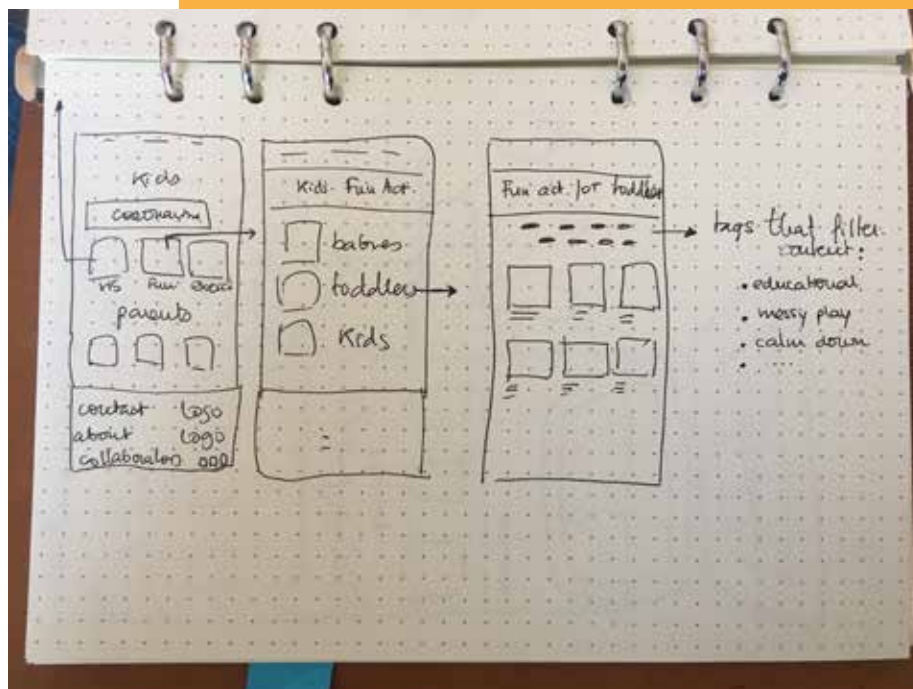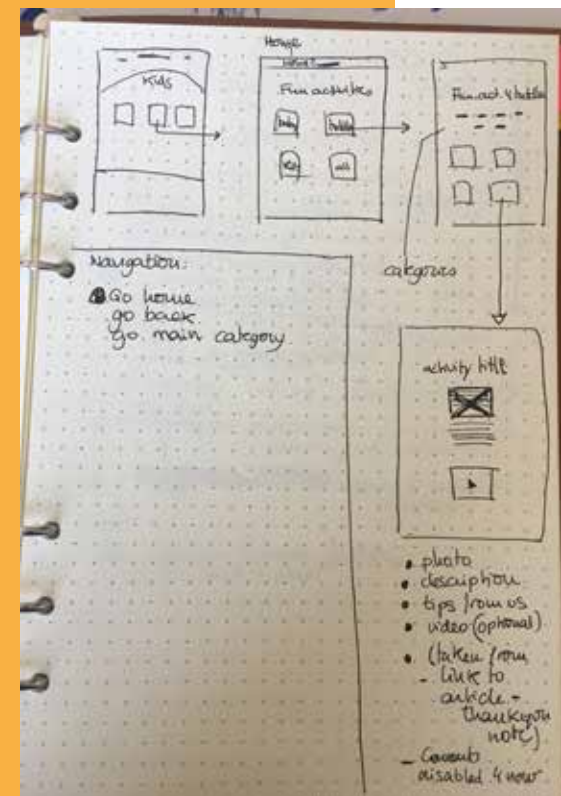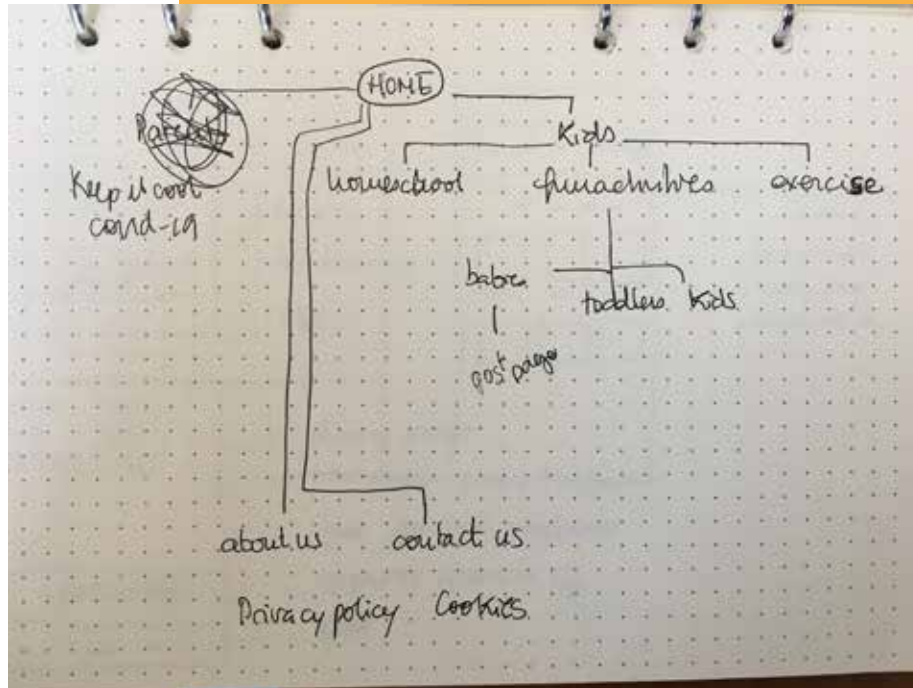
Design decisions

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.
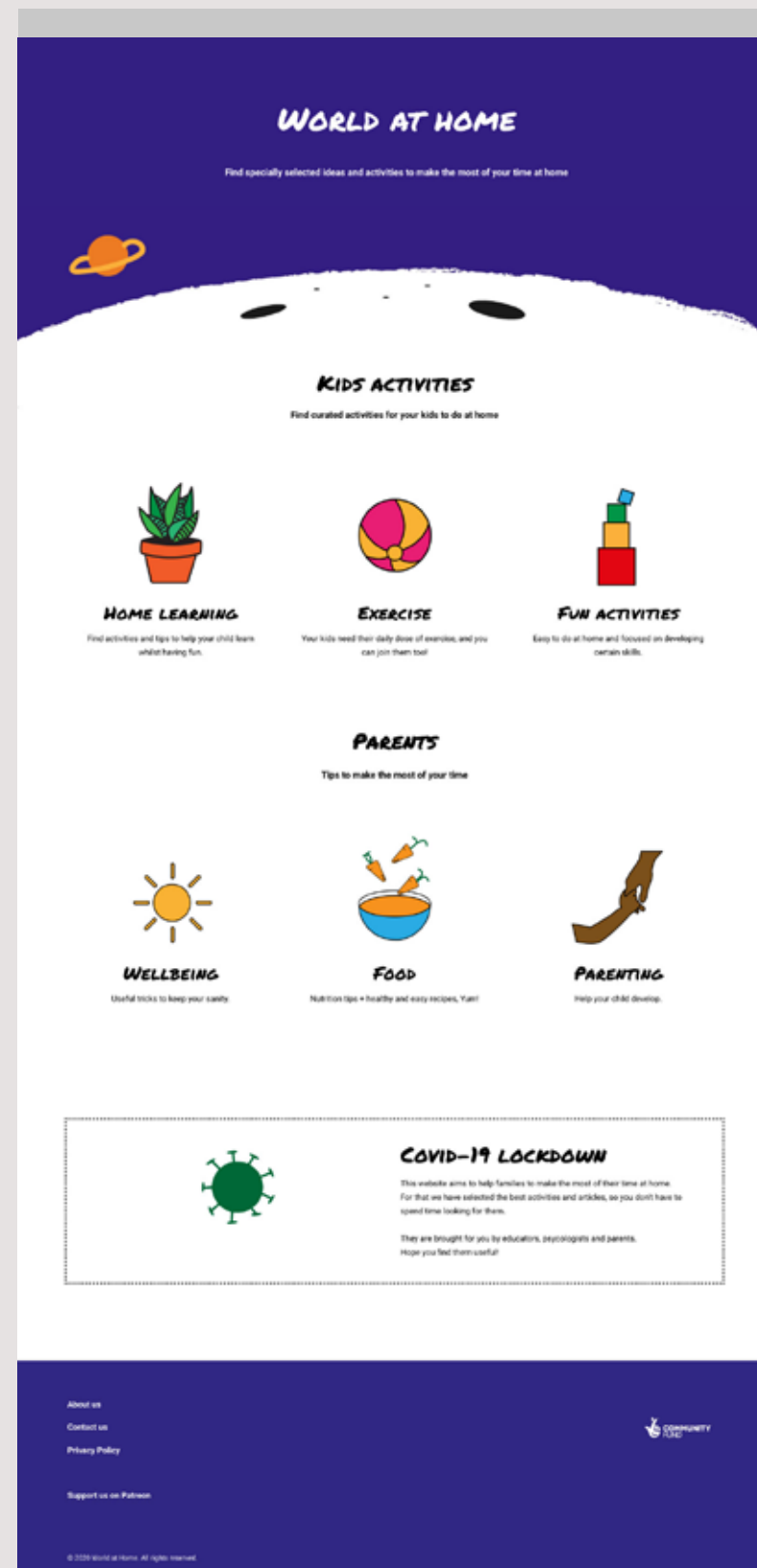
Homepage

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.

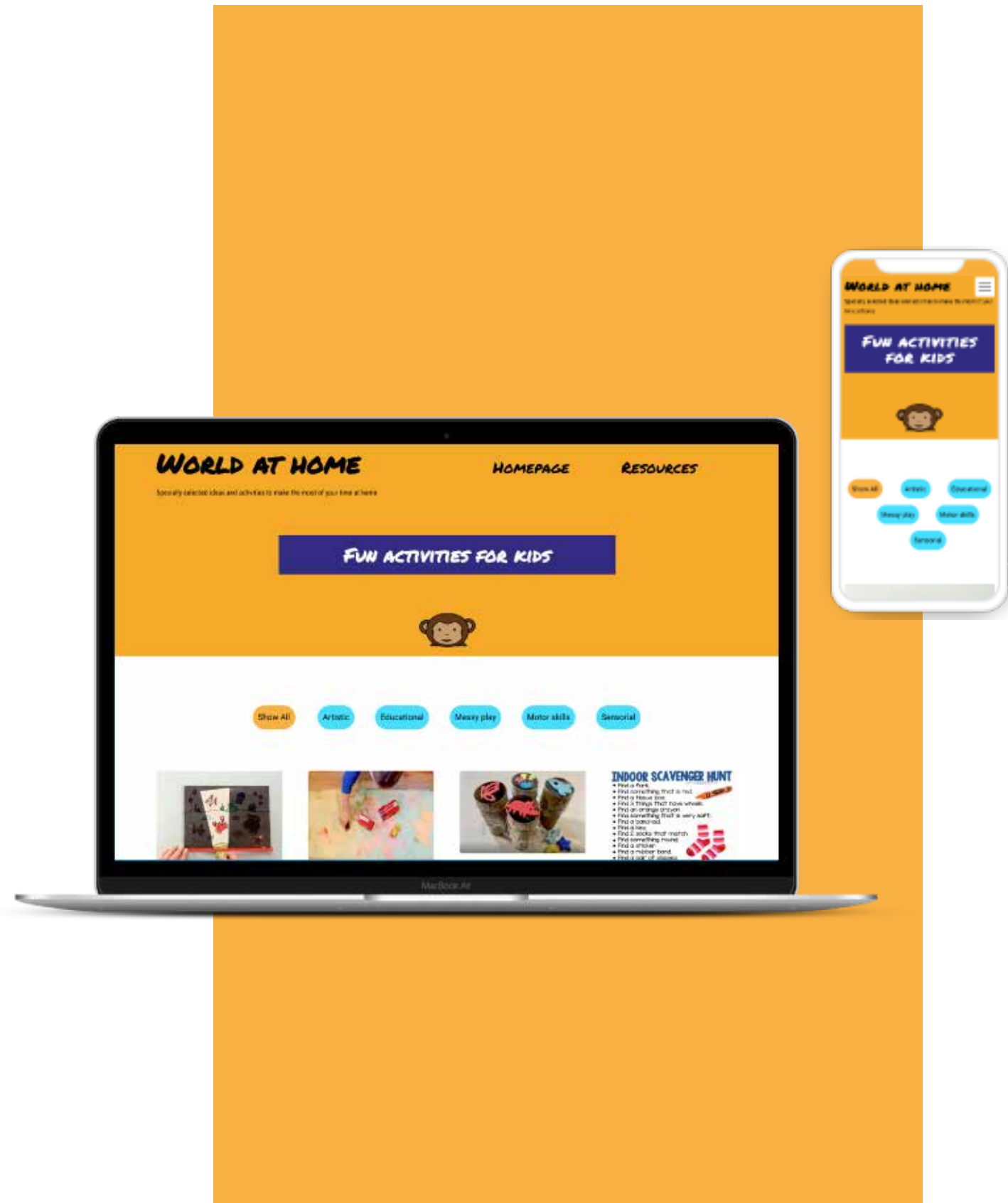## Design decisions

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.

// 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
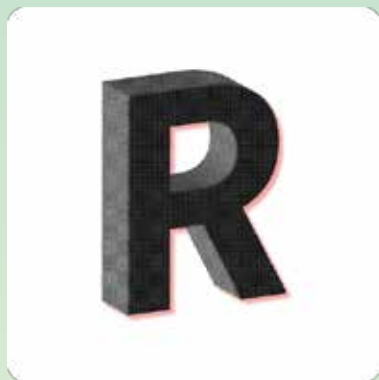
Random Thoughts - April 2020
Android App
https://play.google.com/store/apps/
details?id=net.deeplemon.random_
thoughts

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

// 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.
The app was made in Flutter.
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.

// How it happened

A quotes app for philosophy lovers

The idea of developing this app came from a developer I normally work with. He was frustrated the quotes app in the market had terrible busy UIs and displayed quotes from random people, not very focused on philosophy. Also he had in mind a way to monetise it by selling books from the authors displayed.

// Creating the best user flow

Competitors research

We researched competitors, to have an idea of what it was out there in terms of functionality, usability, UI and business model.

Then I created a document with screenshots of some apps, UI inspiration and we started to select good authors for the app.

User flow and sketches

After doing research looking at competitors apps, I started thinking about the user flow, exploring the most natural and easy way to explore the app.

I made many sketches, brainstorming all the ideas that came to mind together with the developer, this way together we could explore many different ways of displaying everything. Also looking at the product this way we could review the MPV we thought in the first place taking out some initial ideas.

Sketching was a great way to define the user flow, the number of screens and how the user would interact with them.

We were ready to move to start coding and designing the UI.
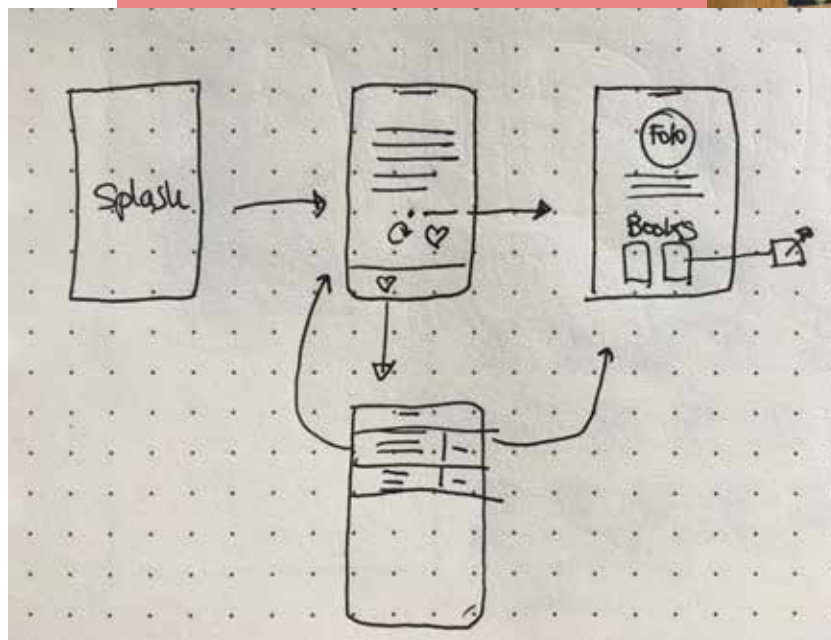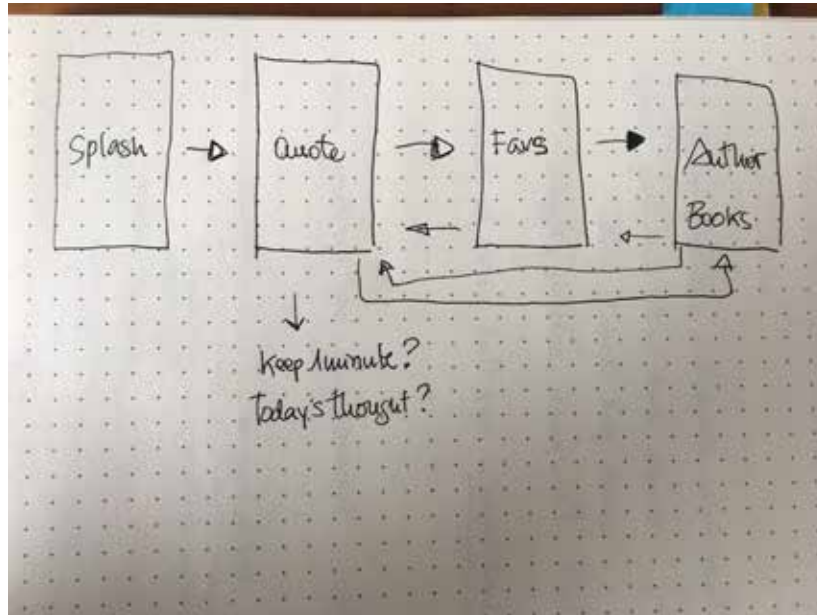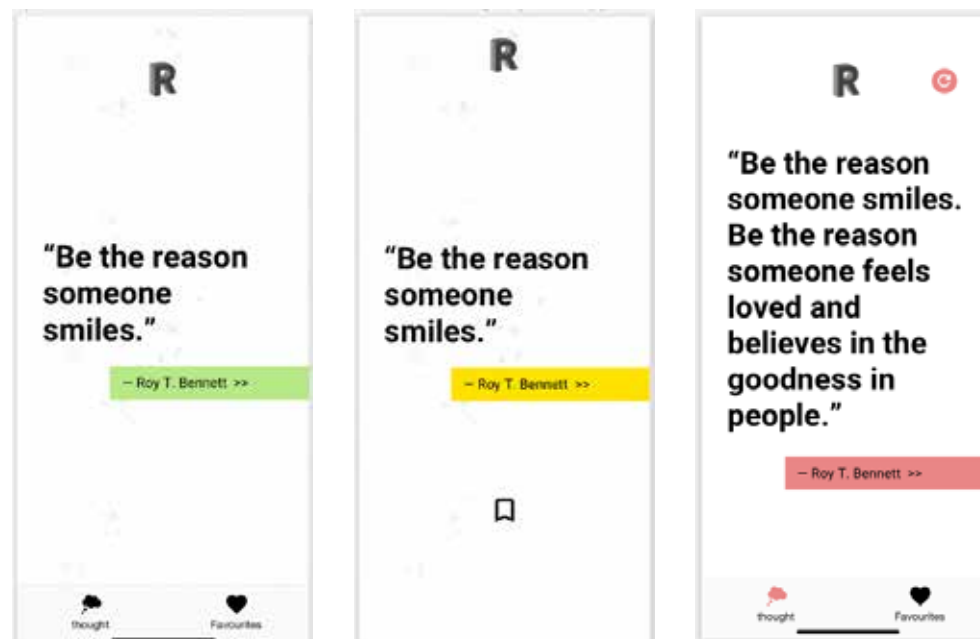
// Starting UI and development

Wireframes/UI

I started doing low fidelity wireframes in sketch that evolved rapidly into a more comprehensive UI. With Sketch capabilities it was easy to iterate and try ideas.

I wanted the UI to be very typographic, mainly black and white with just an accent colour. So I started designing everything black and white and then tried some colours.

I tried for it to be platform agnostic so it could work well in both android and IOS. For that I did a good research trying to find common elements in their guidelines.

As soon as I had something basic I shared it with the developer via Zeplin so we could be developing and designing at the same time, checking how everything worked with real code in real devices as soon as possible.

// User testing

When we had the first working iteration of the app I tested it on 3 subjects, and one of them tested the app in 4 different devices.

I did an online moderated usability testing using Facetime/Skype, as we were in lockdown and face to face wasn't possible. The subjects pointed the camera to the mobile phones where the app had been previously downloaded. (Beta testers version)

Questions

Some of the questions I asked included:

- What do you think this app is about?

- You really liked this quote and would like to save it for later. What would you do?

- Could you please find your saved quotes?

- You are interested in see another quote, how would you bring a new one up?

- You are interested in knowing more about the author of this quote, how do you do that?

- Were you expecting this behaviour?

What we learned

This usability testings were very useful as we confirmed the flow worked well with the users, they navigated without problems and the icons we were using also worked well. Also we found out some problems as the way the books were laid out (very close to the bottom of the page) made the users think there were more books and kept trying to scroll down to see more.

Also we got valuable feedback from the users as how they were expecting to see the app blending with the notification bar in some devices, something I didn't considered at that point and we could see how long strings of text were behaving in small/large screens, so we had to change some font size to accommodate to all different screen sizes.

After fixing everything we did a quick test with another person and we were confident that all was working ok now.

// Finalising UI design

After testing and fixing the usability problems I worked on the final touches of the design, mainly the splash screen, logo and some small details like the colour of the show more link and some font sizes.

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 created some 3D letters floating into space for the word "Random" and for the word "Thoughts" I added a common UI element, the salmon strip used in displaying authors' names.

// Random Thoughts is available in the Google Play Store

After all the work we prepared the app to be released following all google requirements, uploading all the images and info that was required.

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
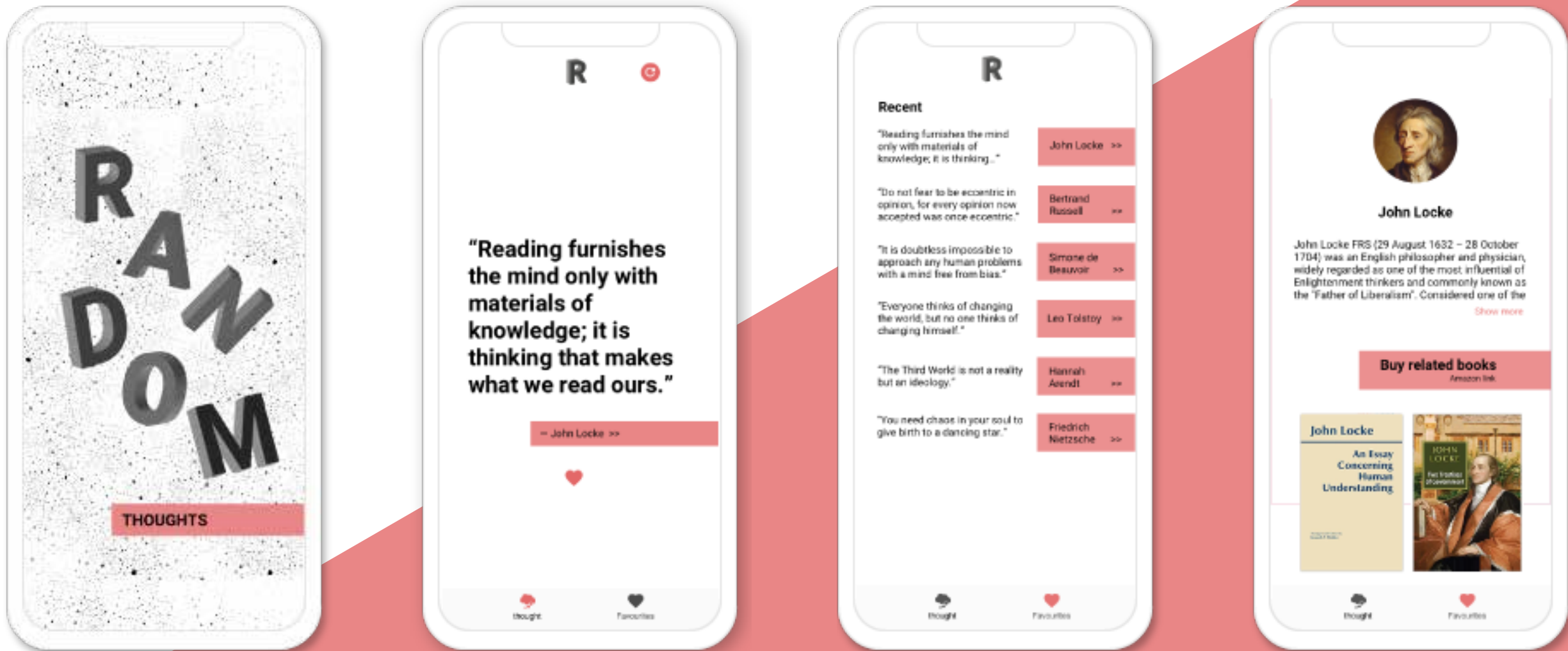
GalleryAtrium

March - October 2019
(Private connection)

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

// 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

// About

Antique dealers still rely on paper inventories

This is a project I did for a client but having in mind it could be a product on itself, that could be sold to other businesses with the same needs.
We developed a fully responsive web app to log, edit and check shop items.
I worked doing all the research, talk with clients, branding, UX and UI. I worked with a developer that used React and NodeJs to code it.
The customers of the app would be mainly antique dealers, with or without shop, but having several items distributed in several warehouses. They have all their inventory mainly in paper so it was difficult to manage and edit stock when on the move and shared with their assistants.

// Understanding the needs

Ethnographic research - Interviews

At the discovery phase of my project, I conducted user interviews in order to get a better understanding of the problem. I interviewed shop owners and shop assistants of 3 different shops to have a general idea of what methods they were using to log in items and find them. Also what were their frustrations with their current system.

Types of questions

I asked them to show me how would they record a new item, what would they do if they sell something, how all the parties involved know if something is sold, how they know where an item is located. I also ask them questions like, what were their pain points, what they find difficult in everyday tasks and stayed with them in the shop for a bit.

What I learned

I understood that mostly everyone used paper, with some spreadsheets for some information. Also the inventories were not just a way of record the stock, they use them to know prices, record where the item has been, if it is been promoted on internet, and to show prospective costumers items not on display, but having some problems as they would want to show the picture but not price or any other sensitive information.
I got a very good idea of the problems they were facing and understood that it would be also used as a catalogue of items where sensitive information couldn't be on display as they would be showing pictures and some information about the items to customers. I had to design with that in mind.
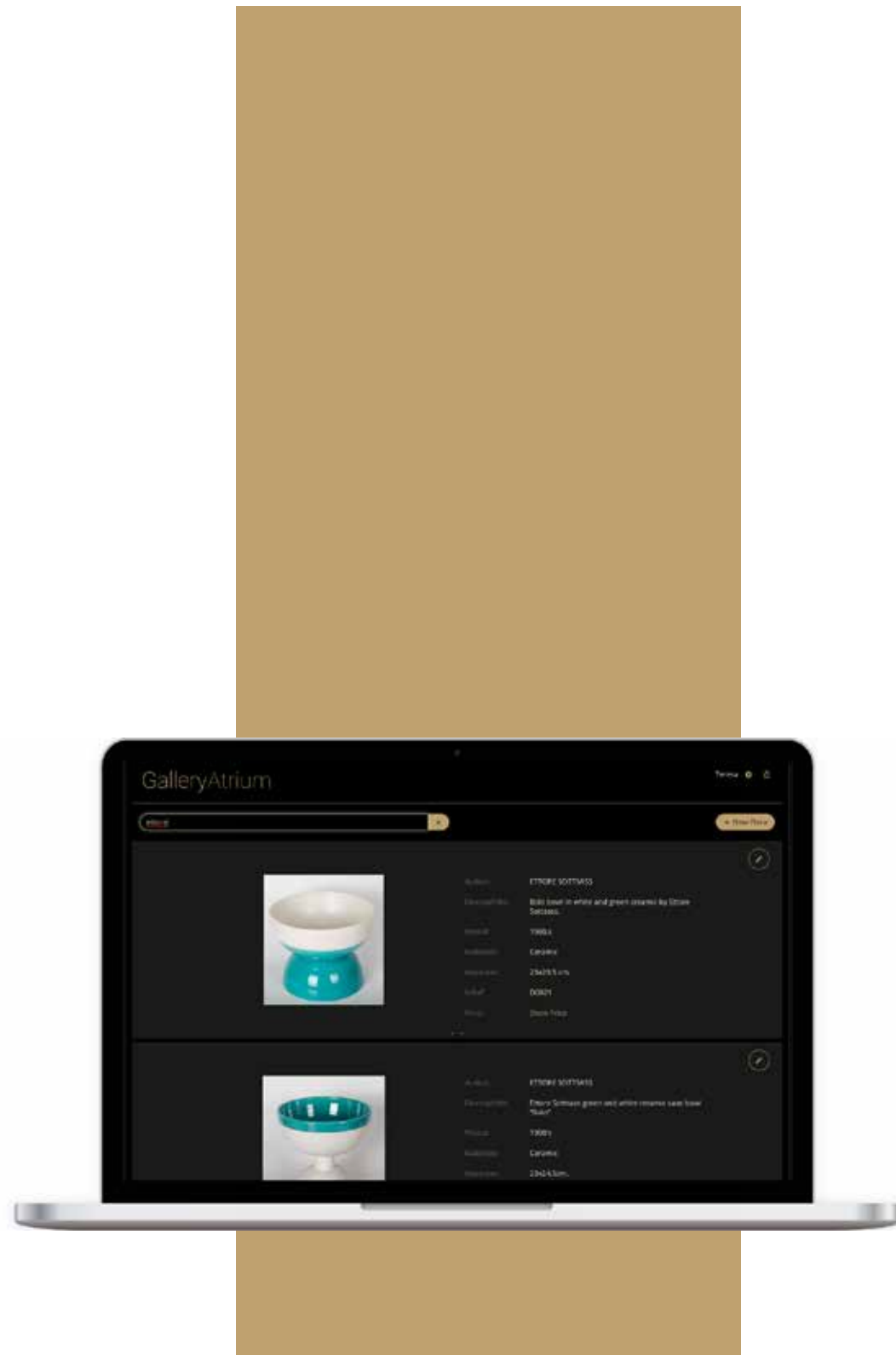
// Starting

Sketching

I usually start the design process with low fidelity wireframes. This is the way I brainstorm many design options quickly, come up with further questions for the client and put everything I have learnt from the interviews in one place.

I made many different versions focused in the way they would want some of the information to be hidden. I ended up with two options, one was tabs and another accordion.

At the end I went with an accordion of elements as it was easy to use and people looking at the screen wouldn't notice at first sight there was more info hidden.

// Constant contact with the client

Low-fidelity wireframes

After collecting all data and gathering my thoughts around it with the paper sketches I created some low fidelity wireframes in sketch.

This was useful to present my initial ideas with the client about how the app would work and get some initial feedback before diving into the UI design.

Based on their feedback I added a couple more inputs, changed the order of them, and added a one tap functionality to mark the item as sold, on hold, for sale and not for sale.

// Team work

UI design/development

Based on the wireframes and the feedback I started designing the UI in sketch.

The development started right away as we wanted to ship fast an MVP of the product, we already knew how the structure was going to be so the plan was to have a basic idea of the general look and feel and translate it ASAP to the app and iterate ideas between Sketch and directly in code. I learned some JSX so I could make basic quick changes without the developer's help on the UI.

// Key points: Testing and feedback.

Evaluative research - User Testing

Whilst the product was being developed, as soon as we had the UI working I did a testing round in order to reveal possible usability problems.

I tested it on 3 people, two shop/personal assistants (desktop) and one shop owner (tablet) in their shop on their own devices.

I was mainly interested in finding out how they would interact with the accordion, if it was easy to find the different sections and overall if it was an easy task to just create new items. So I asked them to input a new item. Then to find items and mark them sold, to change the location of an item and some other questions like that.

I found out some problems like the position of the save/cancel buttons were hard to find, also a way of mark and display that the item description wasn't complete and needed review.

From this feedback I moved the buttons up and added another button to mark as incomplete with a small icon that would be visible on the main catalogue view.

After all changes were made, and the app was in better shape, we did more testing.
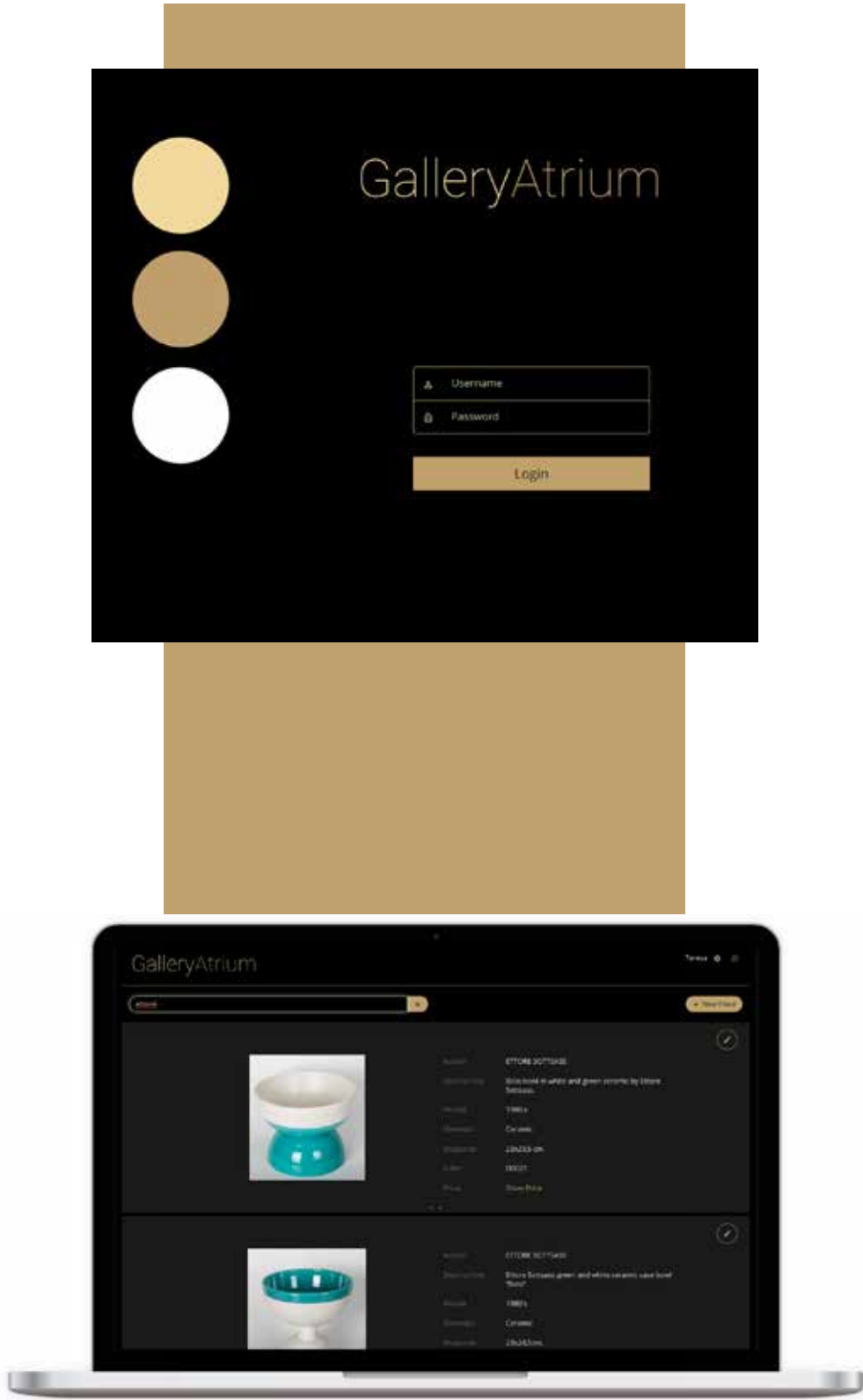
// UI design

I wanted for the design to be minimalistic as it would be a lot of information for every item, also usually the pieces they sell are expensive and because they would be showing the app to their customers I wanted to show luxury with the colours chosen.

Also because shop assistants would be working with the app on a daily basis, looking at it all the time, I chose black as the background colour, so it would be easy on their eyes.

At the end the main colours are black and gold and I have given the text inputed and the picture the main focus, making the UI clean, easy to read and find information and also reflecting the importance of the items.

This app has changed the way these shops deal with inventory and customers.

After thoughts

I have learnt that is important to be in constant touch with the users and the client, getting feedback from them and ask lots of questions. In this project, because I did, I end up adding some functionalities that weren't in the client's mind at the beginning. Like the possibility of it being a tool to show items that weren't on display to customers.

The app has being used from day one - as soon as we had a MVP the client started using it, this way we got feedback about performance, any problems and features that could be implemented. We worked on it for a while after so it could be in a very good shape to offer it to other shops.

Gallery Atrium
UI

// 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

Arts
Alliance
Media

AAM - 2015
https://www.artsalliancemedia.com/

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

// 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.

We didn't have access to real users to do research and test the product, so we worked on bussiness requirements and did evaluative research internally.

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

Phase 1 flow (current)
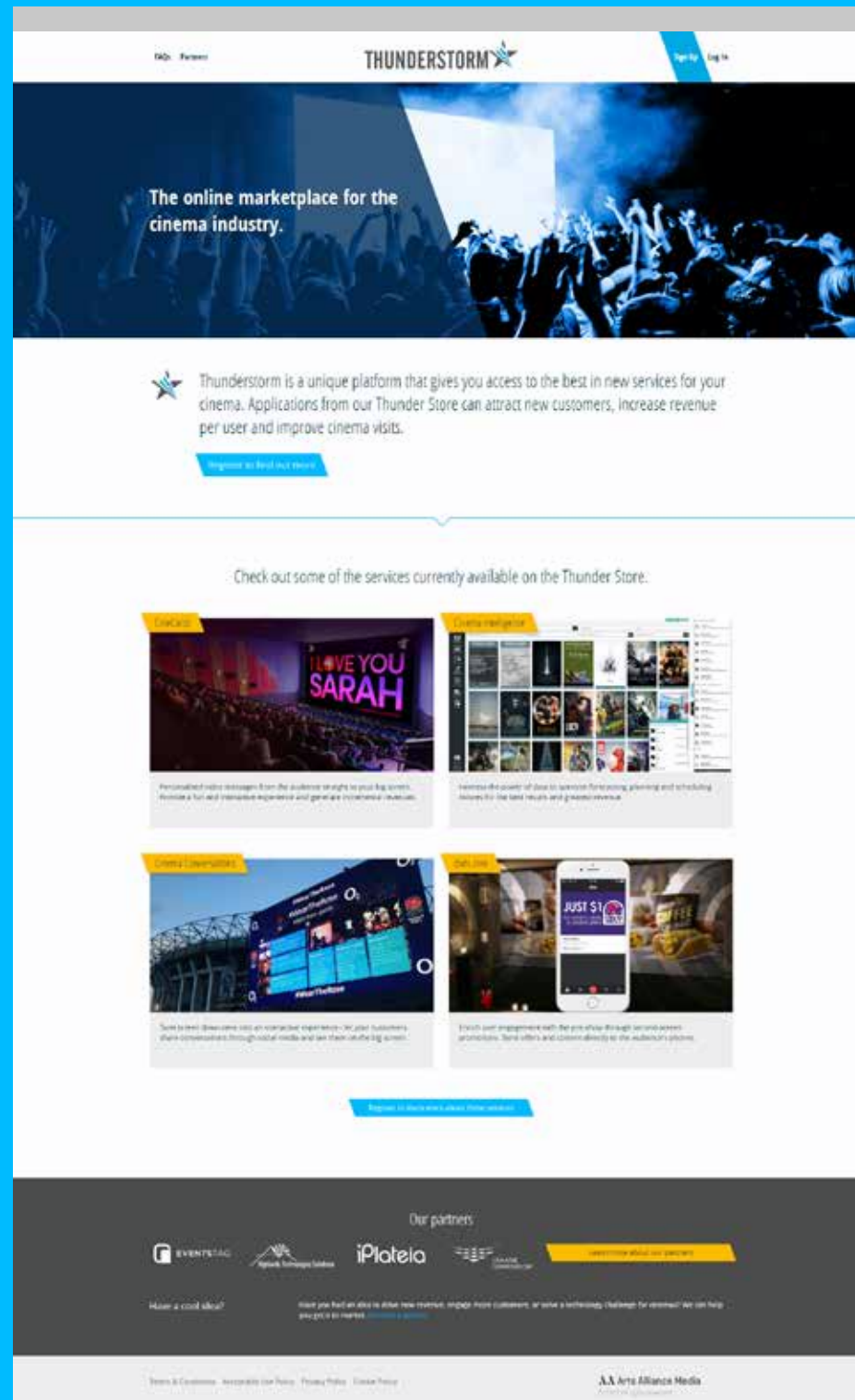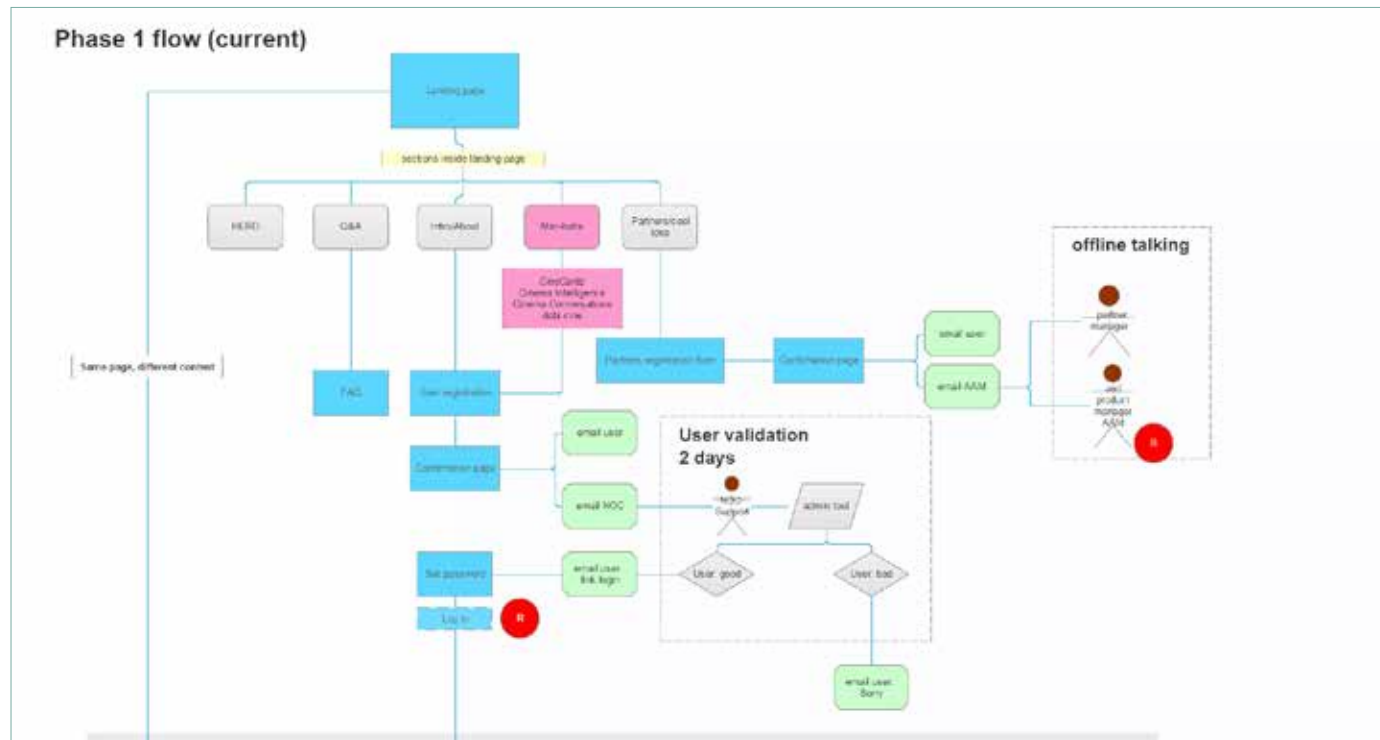
Gathering requirements

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.
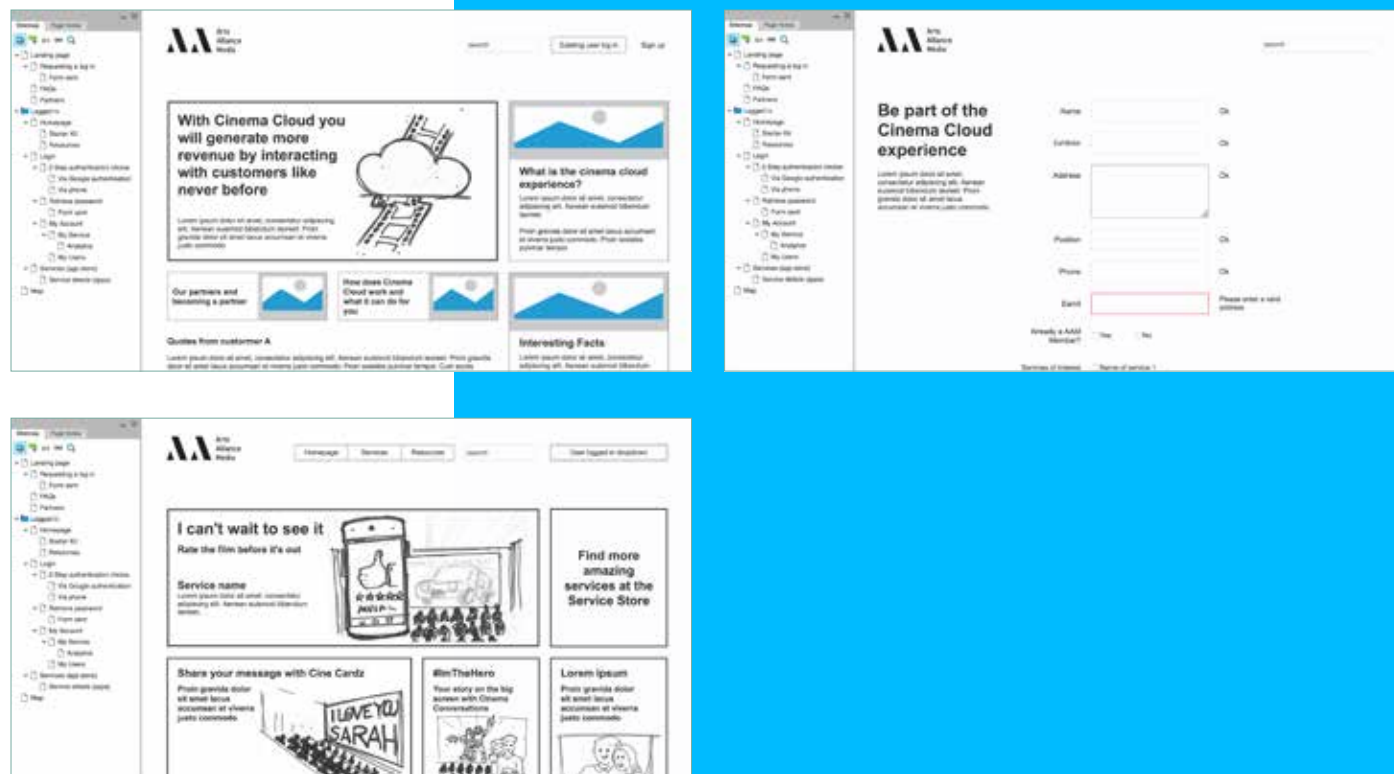
Wireframes

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.
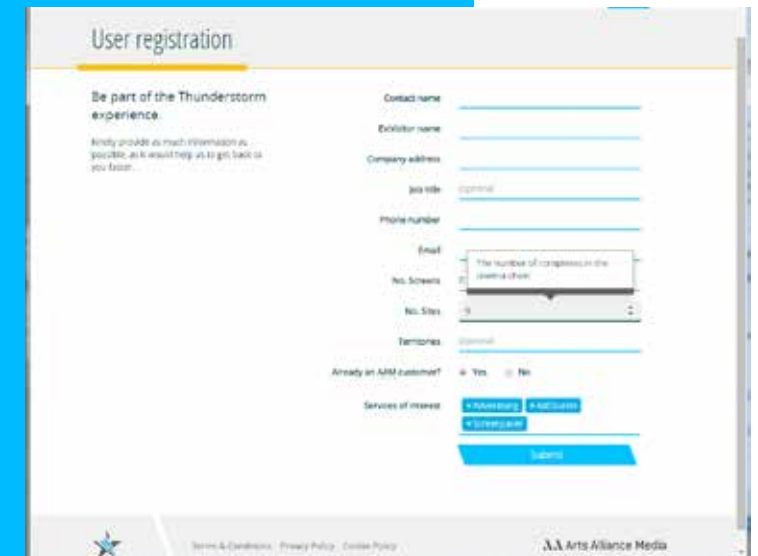
UI design

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

Style guide

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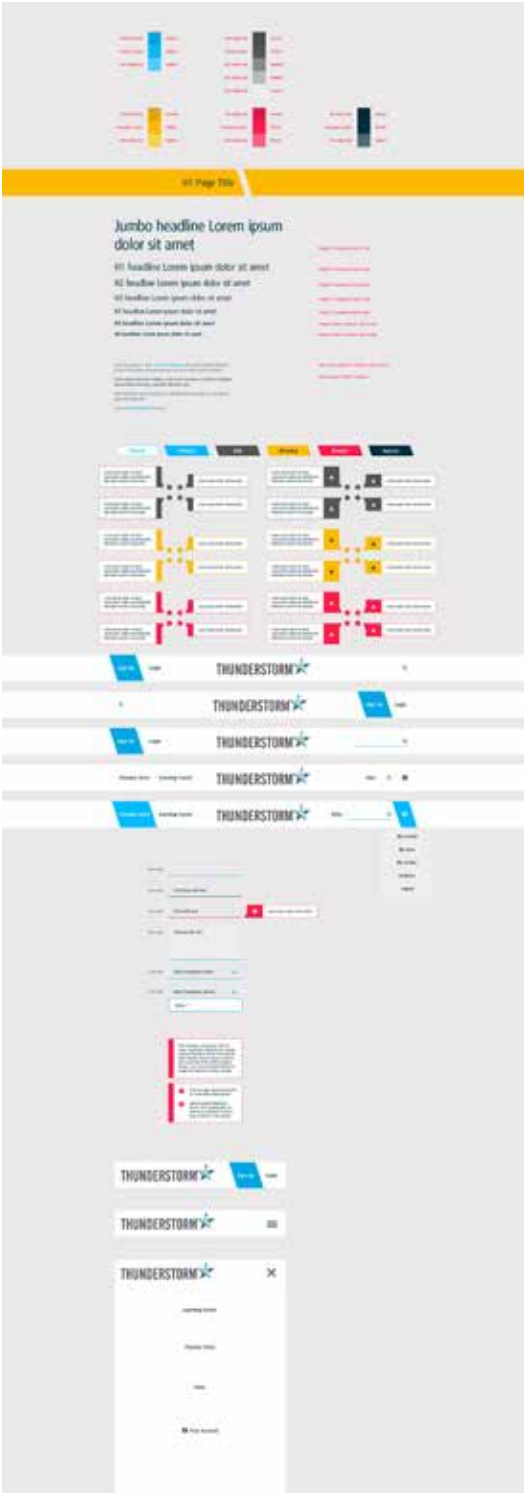
Styliguide in progress

Styliguide tooltip component close up

500 error

Opss...

Looks like something is broken.
We are working on it.

Try to refresh your page or get out of here

404 error

Opss...
This is not the page you were looking for.

get me out of here
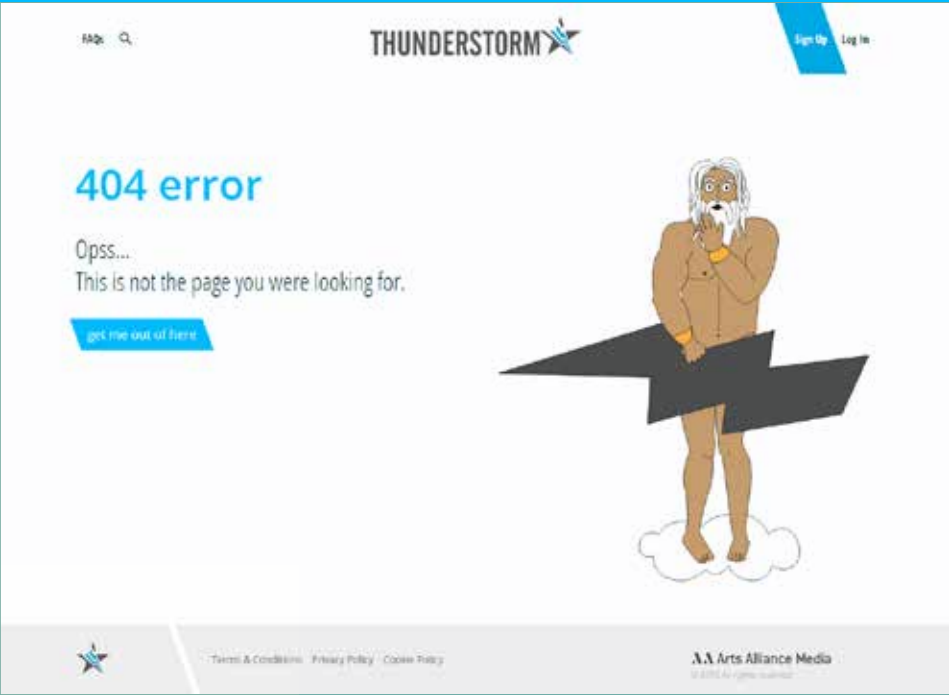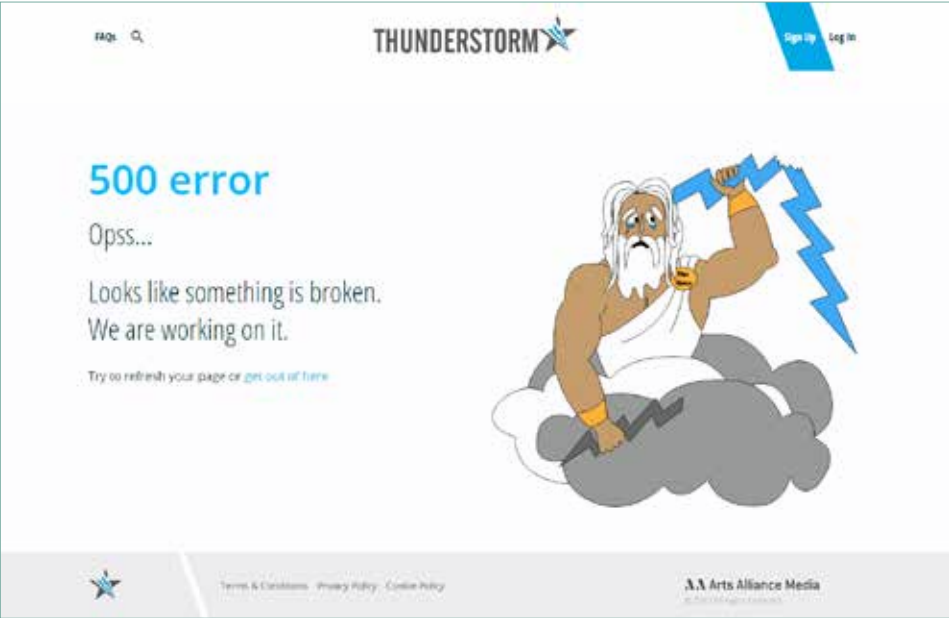
500 and 404 pages

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.

// Other products

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. Designing new sections that would be easy to learn and easy to use was not an easy task.

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.

Testing and gathering user feedback.

Designing new sections in photoshop or illustrator.

Outcome

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

// My job

Design and implement website that shows the musician portfolio.

// How did I do it

After knowing about what she does, her likes and dislikes, and what content she needed to showcase I design her website and implemented it in Wordpress.

// Tools I used

Sketch
InVision
Wordpress
Elementor
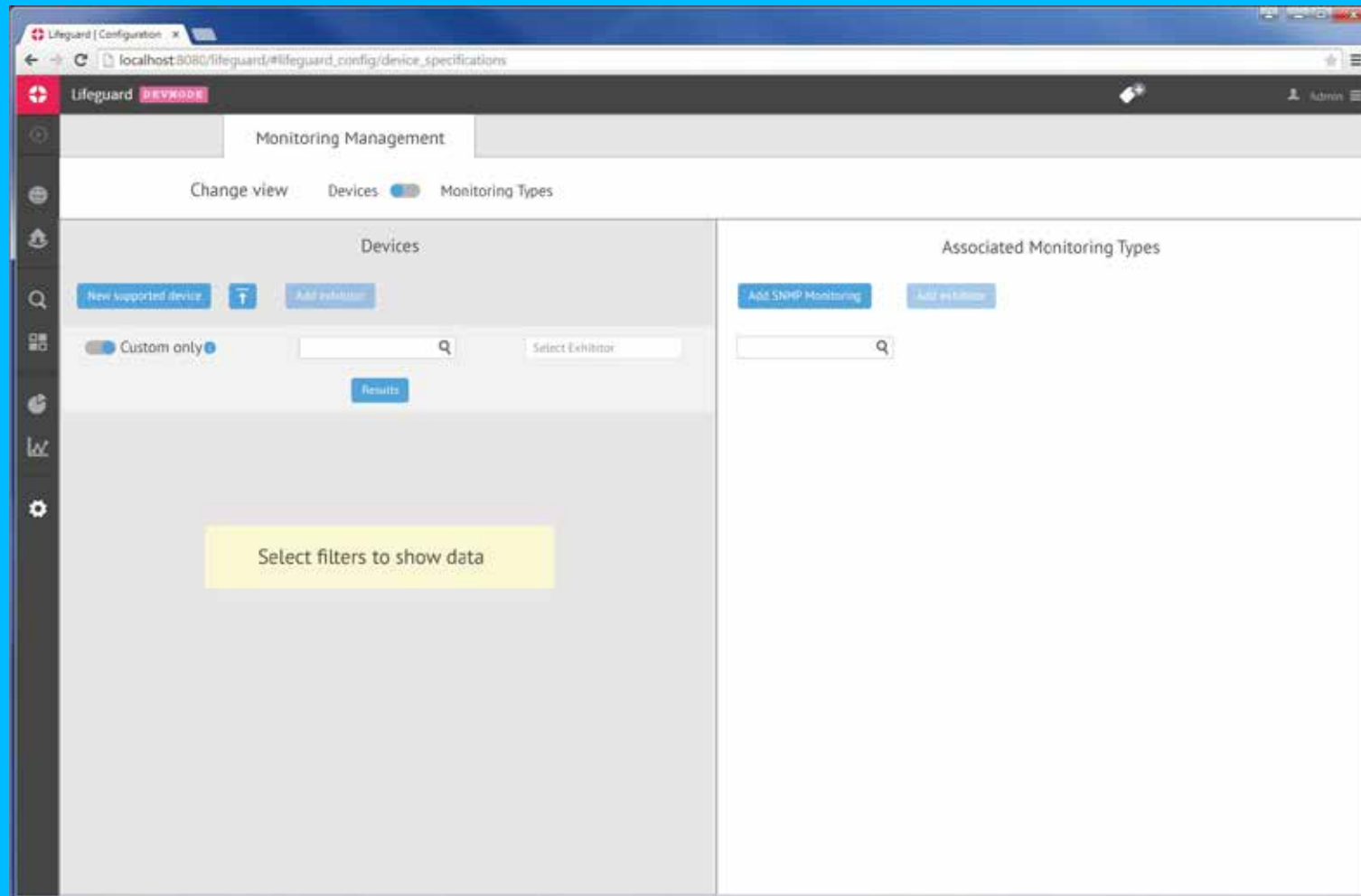
Angelica Salvi

Angelica Salvi website - January 2020
https://www.angelicasalvi.net/

Musician portfolio website.

Final design

Final design

Thank you

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