

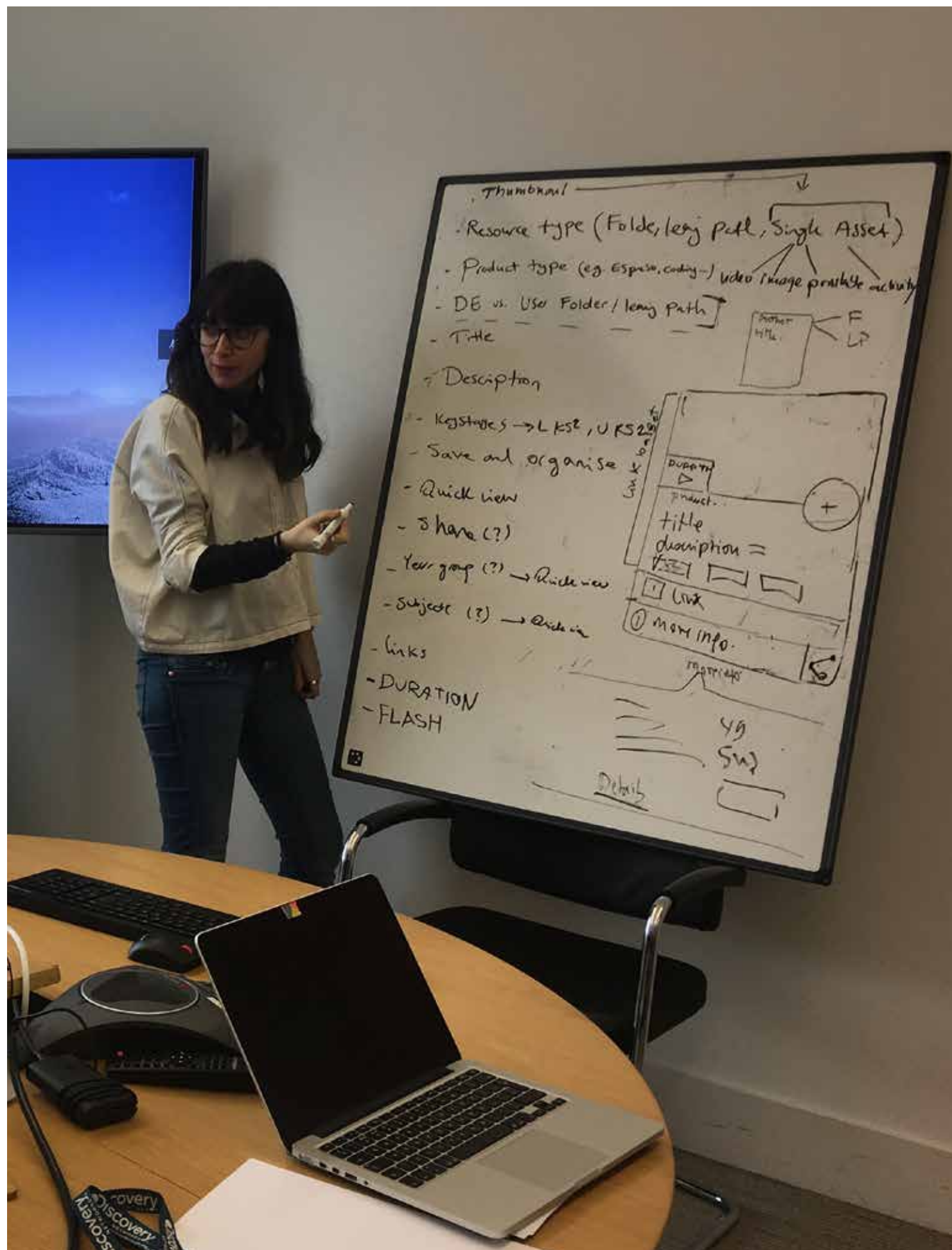


Portfolio

Teresa Marcos
UX/UI designer

Teresa Marcos
07427 336 711
contact@teresamarcos.net
London E3





// 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 communication with the developer.

// Tools I used

Sketch
Zeplin
Illustrator
Pen and paper



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THOUGHTS

// 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 writing biographies, uploading content to play store, and whatever needed as it was just the two of us.

Challenges

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

Make design cros-platform (IOS-Android).

Process

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

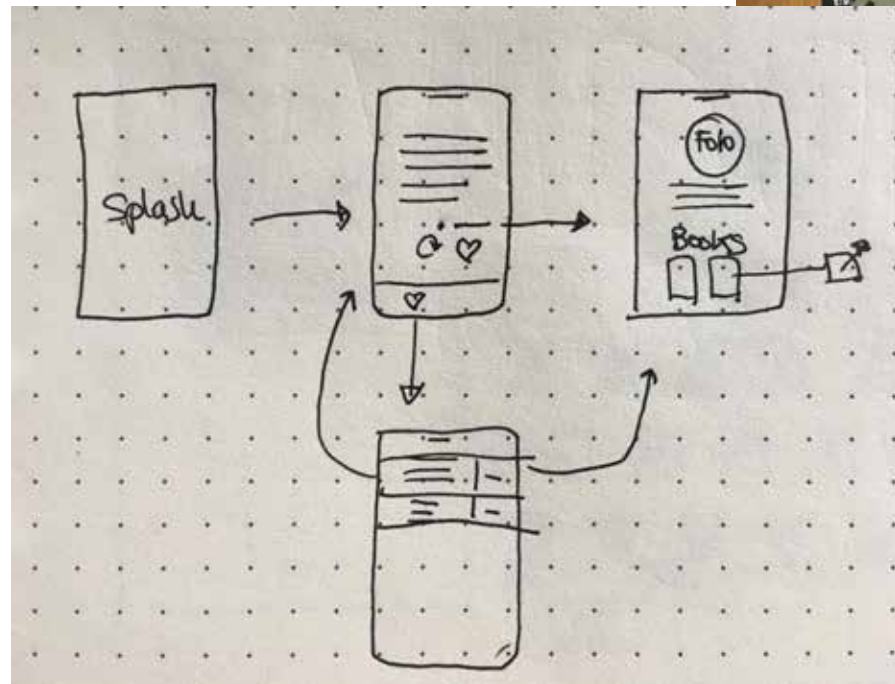
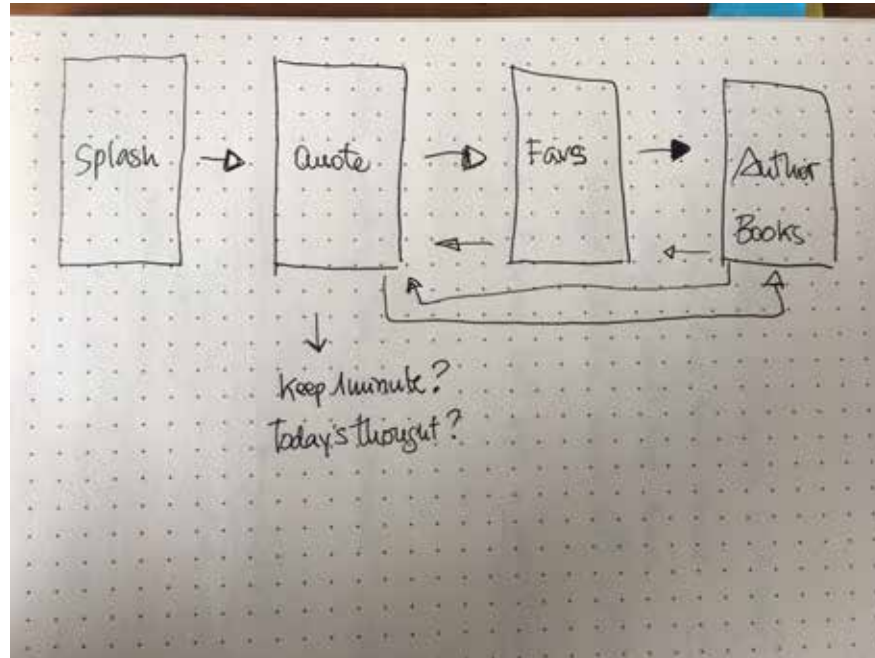
Moodboard to help with ideas about visual design.

After sketching in paper I moved to designing in Sketch, uploading designs and assets to Zeplin 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.

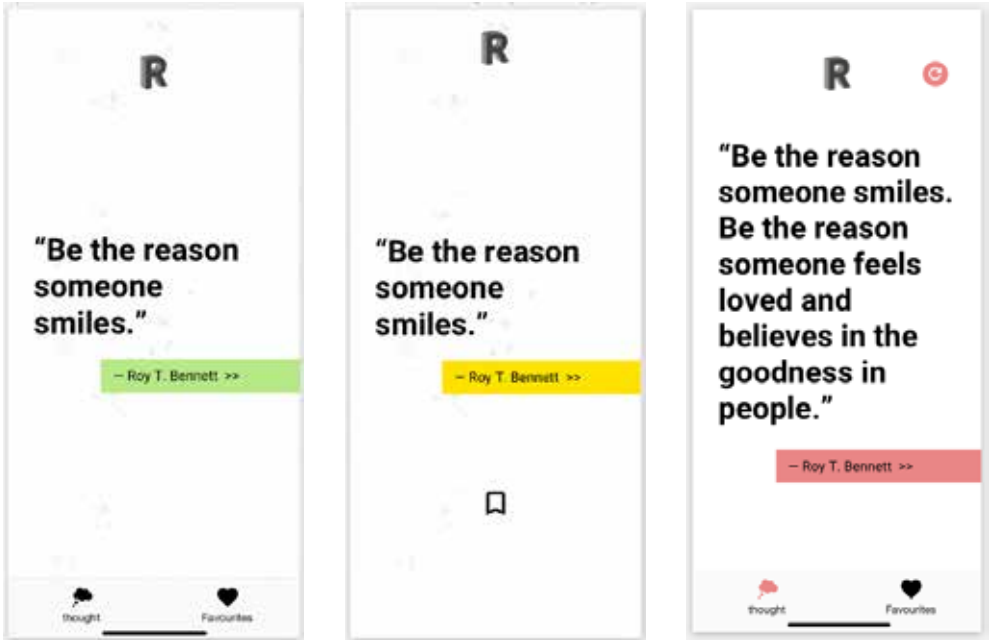
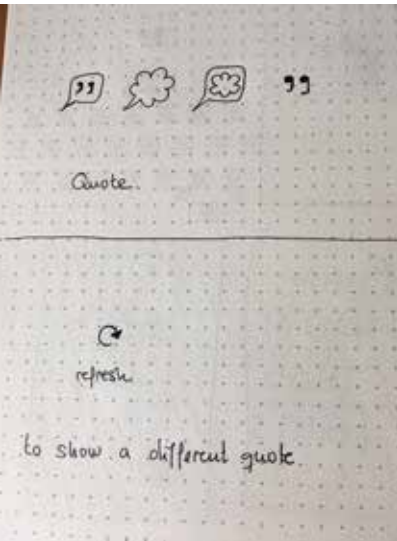
Personas

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 widespread 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 preferred 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 or resemble a broccoli.

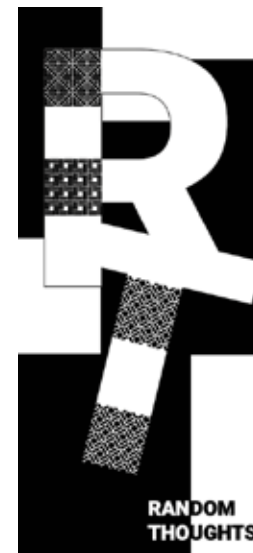
Blocks of colour

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.

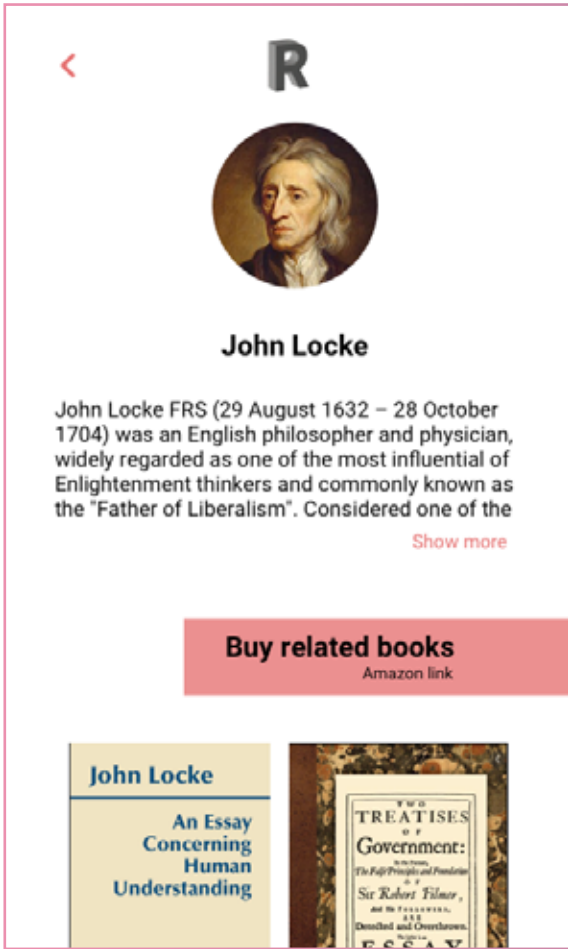
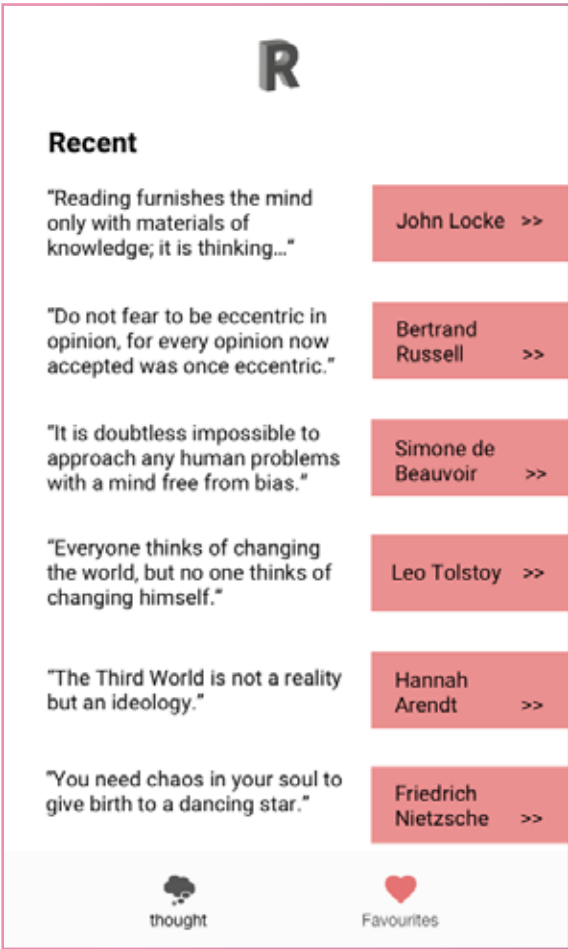
At the end I chose a colour that was not very intrusive, easy to the eye, had a good contrast and was WCAG AAA, so everyone could read it without problems.



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





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



// 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 very easy.

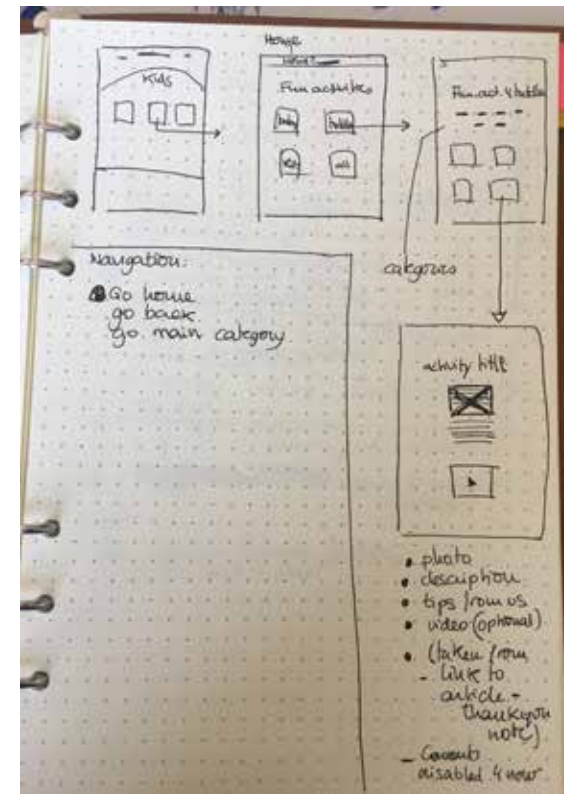
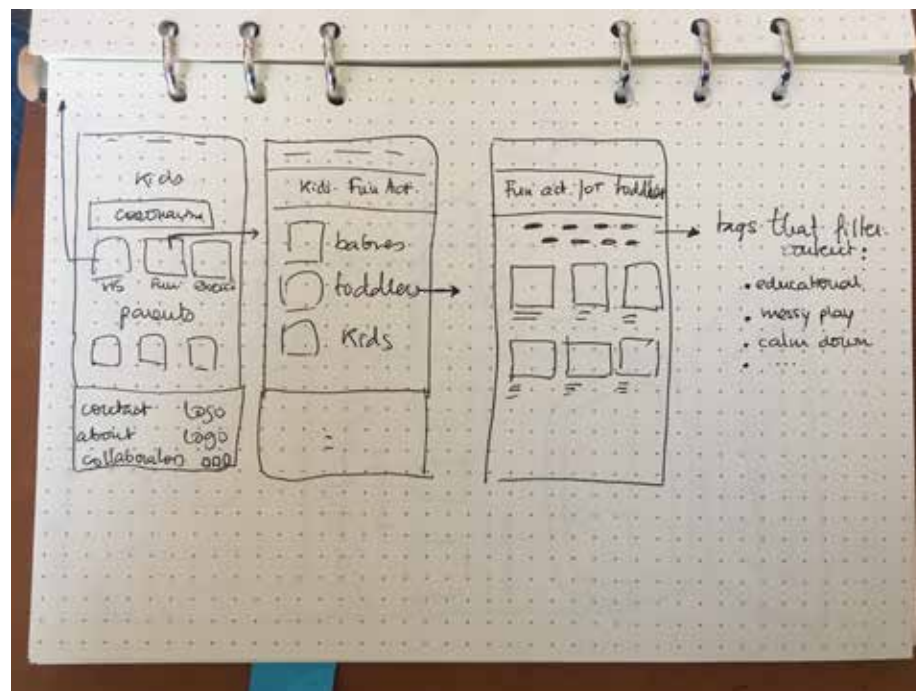
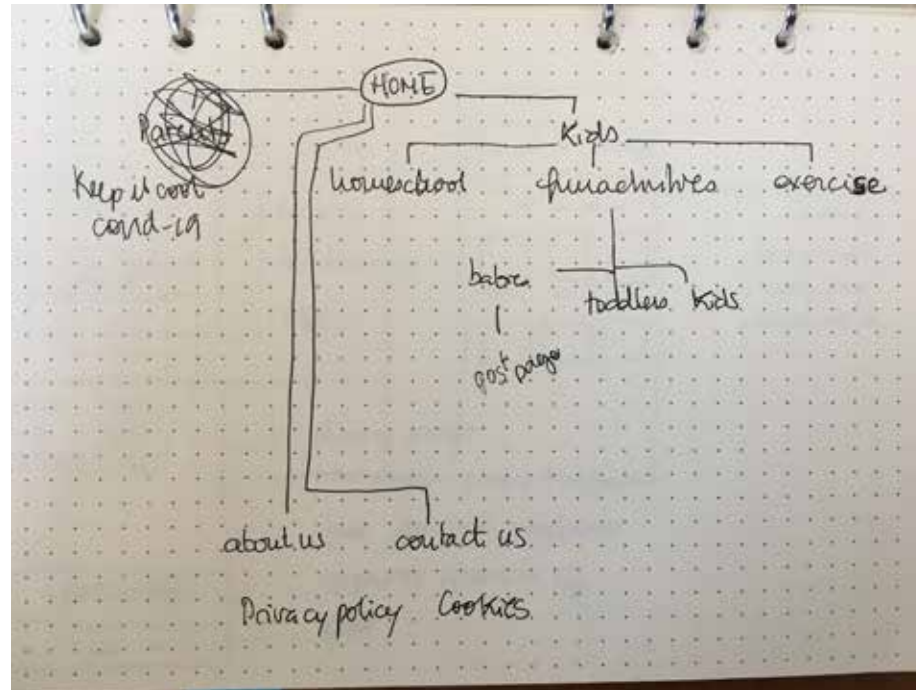
Process

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, 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

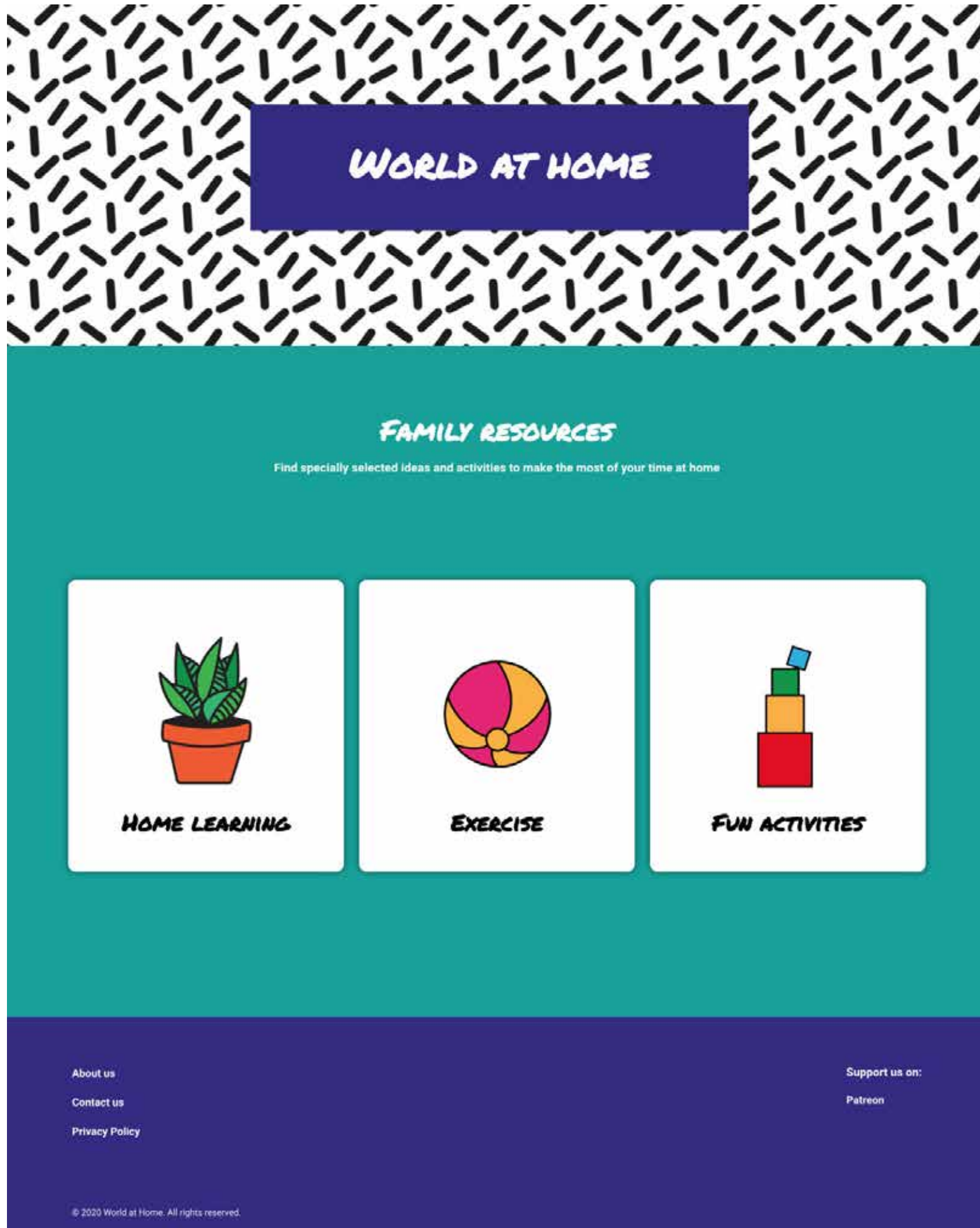
Being stuck at home suddenly with your toddler who used to go to nursery is not easy, and try to find activities online that are good, educational and age appropriate a nightmare. That is why we created World at home, to have a place to find them that offers curated content that is easy to find by age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



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.

WORLD AT HOME

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

Homepage

Resources

HOME LEARNING

So if life gives you lemons, let's make some lemonade!

In this section we are trying to bring you a birds-eye view of positive, fun and educational ideas. Some of them are really basic, while others invite you to think outside the box and find ways to teach your kids in different and creative ways whilst being at home. All the activities have some kind of learning outcome, but this section is not about home schooling. It's about interesting projects to do with your kids, activities that might keep them engaged and give you a bit of "free" time or projects that can bring the whole family together.

We tried to find activities that are really flexible so you can adapt them to your situation, however, your imagination is always welcome for both yours and your kid's needs!


Let's the learning begin!

HOW THEY LEARN




BABIES

Babies like to touch and explore different textures, tastes, smells and tastes. There are many activities that you can do to help your baby develop.



TODDLERS

Toddlers love to copy adults and that is one of the best ways for them to learn. Invite them in your daily activities like house chores, cleaning, cooking, tidying up. They will love it!



KIDS

You can do some project based learning, let them choose a project and surprise you. Their motivation and confidence will grow while they learn many different skills like research, planning, writing, making.



ALL FAMILY

Everybody can get involved in these activities, the more the merrier! By doing things together we get to know what things we like and dislike, we learn to listen, to touch, to communicate, to love and respect.

ACTIVITIES


Show All

All family


Babies

Kids


Toddlers




Coronavirus explained for children



Homeschooling Tips



Regrow Veggies



What is Montessori?




Collage time




Cups and Funs




What can you find




Private: Wash Wash Wash




Mindfulness for kids



All in one cooking time



Lets make a toy!



Pots and Pans

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WORLD AT HOME

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

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Show All

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Toddlers



Coronavirus explained for children



Homeschooling Tips



Regrow Veggies



What is Montessori?

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WORLD AT HOME

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

FUN ACTIVITIES FOR KIDS

Show All


Artistic

Educational


Messy play

Motor skills


Sensorial



Toilet Roll Projector




Animals on the wall



Home made Playdough



Mess Free Painting



Ice paint

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WORLD AT HOME

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

FUN ACTIVITIES

Here is the question: what can we do with all this time stuck at home?

In this section we put together some cool and simple ideas to bring some entertainment and so much needed fun time. Looking on the bright side, this is the perfect time to do activities with your kids so here is a list of fun and easy things to do indoors.

If you have children of different ages that want to play together click on all ages.

More to come soon. Have fun!

ACTIVITIES

BABIES

From 0 to 12 months

TODDLERS

Have fun with your toddler.

KIDS

From 3 years onwards.

ALL AGES

Bring all kids together

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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 wireframes for usability testing and development, UI deliverables, 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

<https://discoveryeducation.ekb.eg/>

My job in EKB

Challenges

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

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

Outcome

Better UX

English |
 استكشاف موزيكا |
 [Offline تطبيق](#) |
 [DEN - مجتمع](#) |
 [Curriculum Connect](#) |
 [WebEdTV](#) |
 [الصفحة الرئيسية](#)

مرحباً بكم في Discovery Education

أنت مدعو، في إطار الشراكة مع بنك المعرفة المصري، إلى استكشاف مفاتيح الفيديو، والألعاب، وغيرها من المحتوى التعليمي المصنوع المدعوم من خلال الشراكات الإعلامية الوافعة رقم 1 في العالم، ولدي كل من المعلمين، والطلاب، وأولياء الأمور حتى وصول خاص إلى WebEdTV Curriculum Connect، وهما عبارة عن موارد فريدة مصممة بالكامل لدعم مجتمع مصري يتعلم، ويفكر، وابتكر.


[معلومات عنا](#)

نسخة مطورة من تطبيق Discover Education Offline

تستطيع الآن تحميل الموارد مباشرة من هذا الموقع عن خلال استخدام تطبيق ديسكتري.
 *قد يحتاج المستخدمون الحاليون إعادة تثبيت التطبيق للتمتع بتلك الإمكانيّة.

[جرب التطبيق الآن](#)

استكشاف عينة من مواردنا

 <p style="text-align: center;">الساعة</p>	 <p style="text-align: center;">التحدّار الخطّي</p>	 <p style="text-align: center;">العلاقة بين متغيّرين ورسم الدالة الخطيّة</p>
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[أظهر المزيد](#)



Egyptian Knowledge Bank
بنك المعرفة المصري

« العمل بوزارة ذات المستوى المصري »

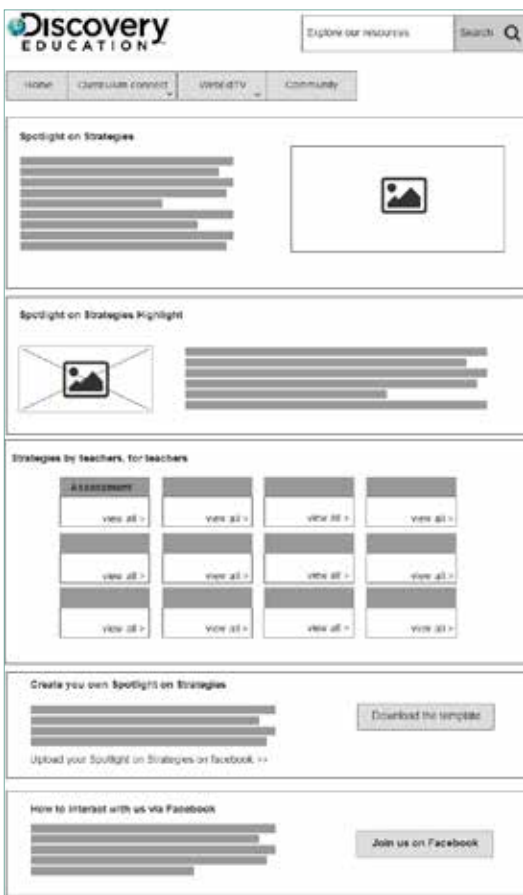
EKB - UX and UI examples



Initial wireframe for community page



Final mockup for community page



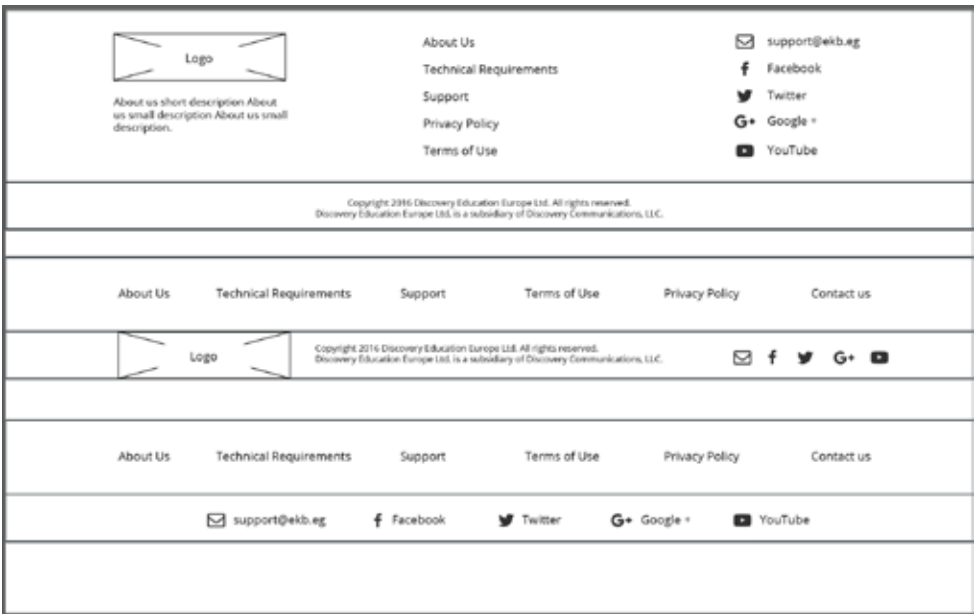
OS page Initial wireframe



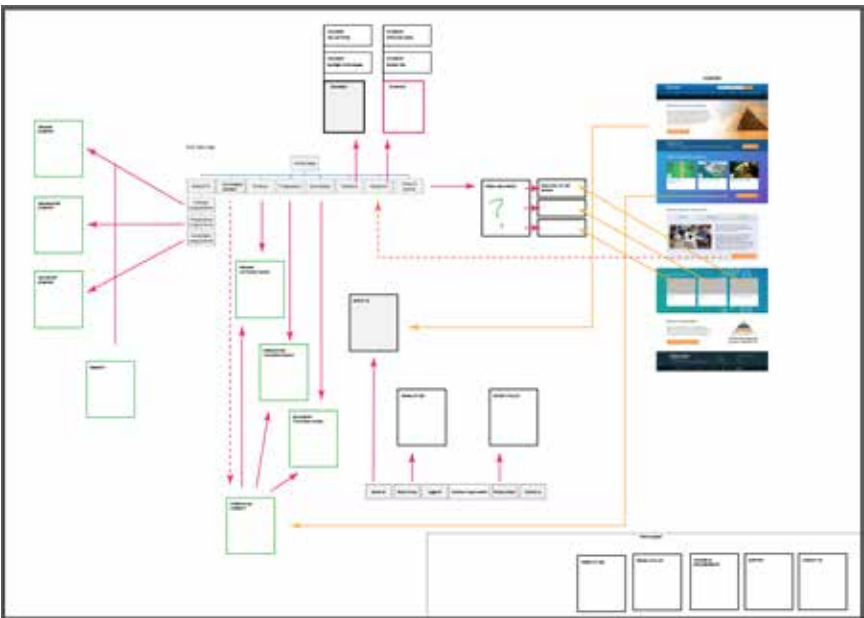
SOS page Arabic



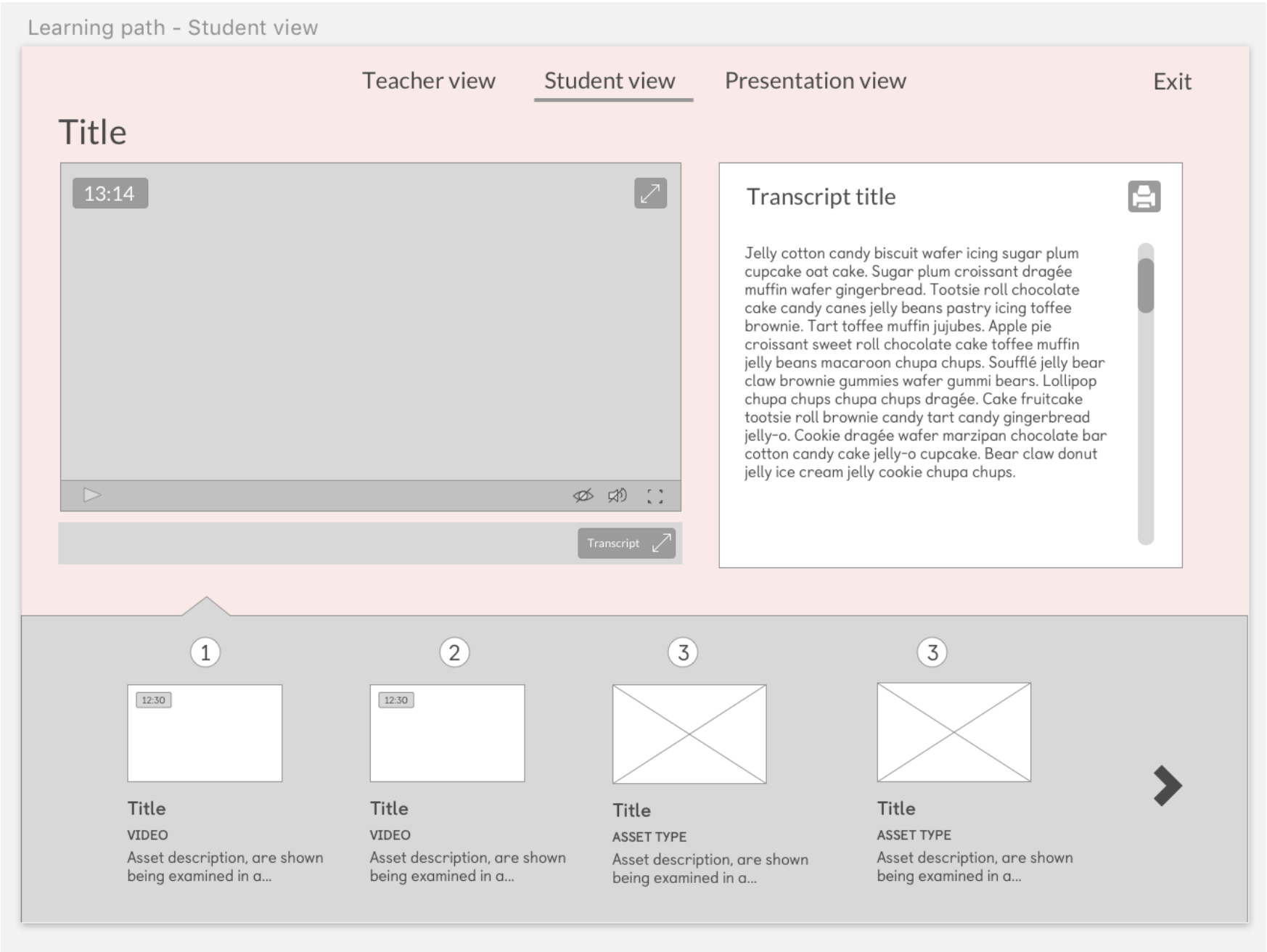
SOS page English



Footer redesign



Page flow



// Stem Connect

<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 wireframe/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



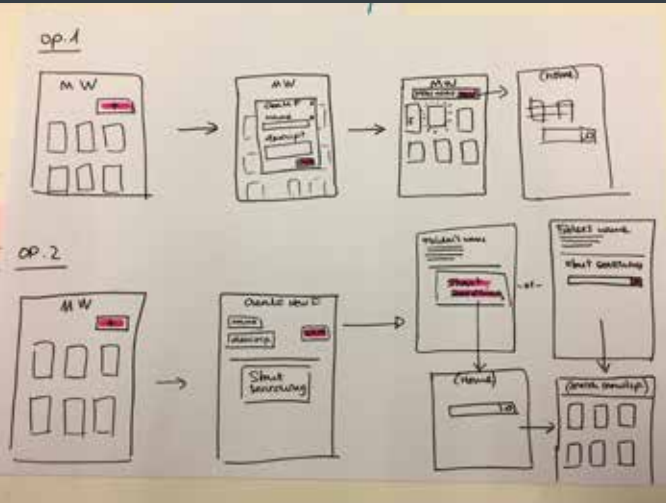
Team workshops



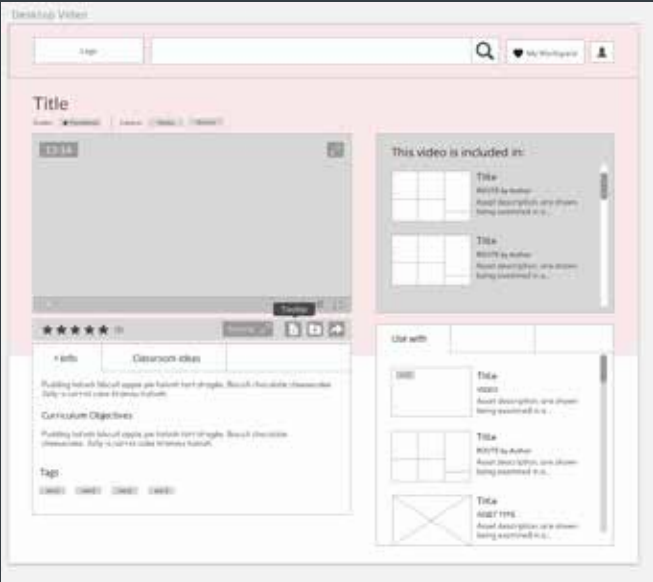
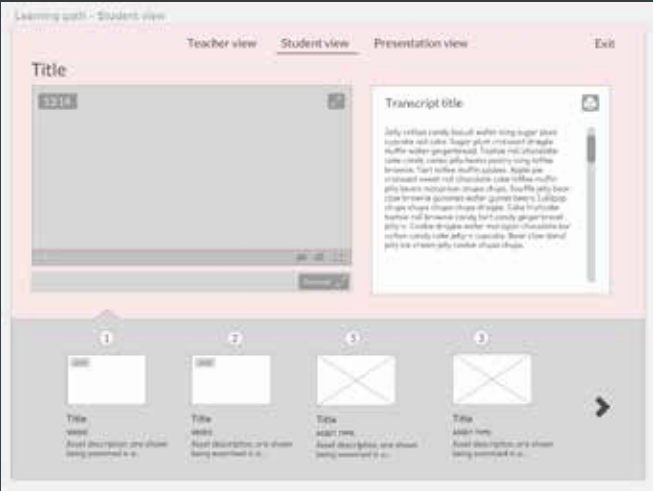
Team discussions



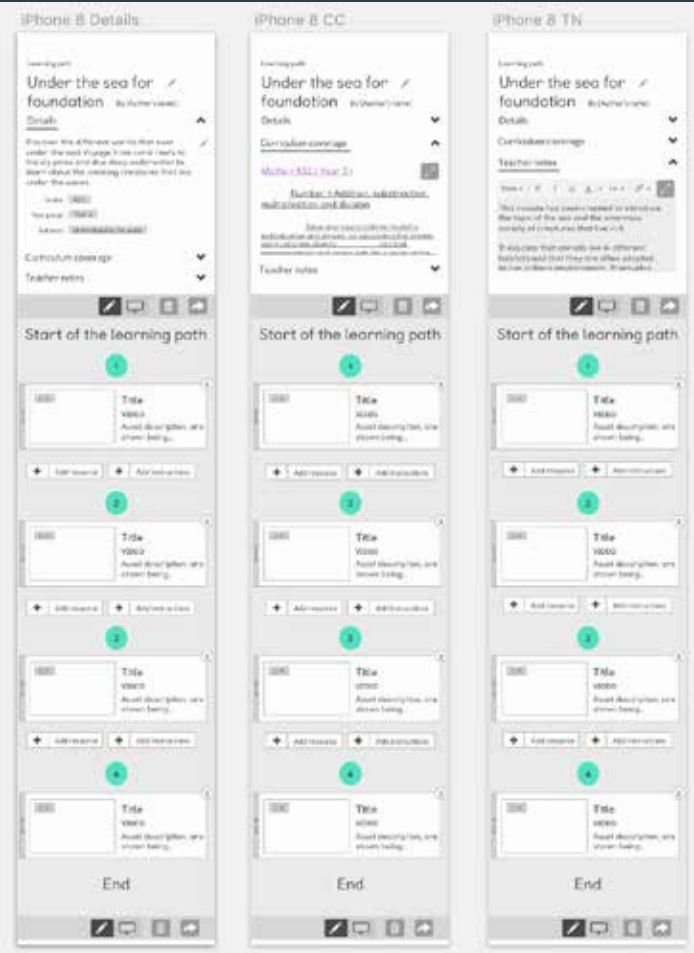
Paper wireframe



Page flow



Wireframes for user workshop



Wireframes for prototype



Arts
Alliance
Media

AAM - 2015

<https://www.artsalliancemediacom/>

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

// My job at Arts Alliance Media

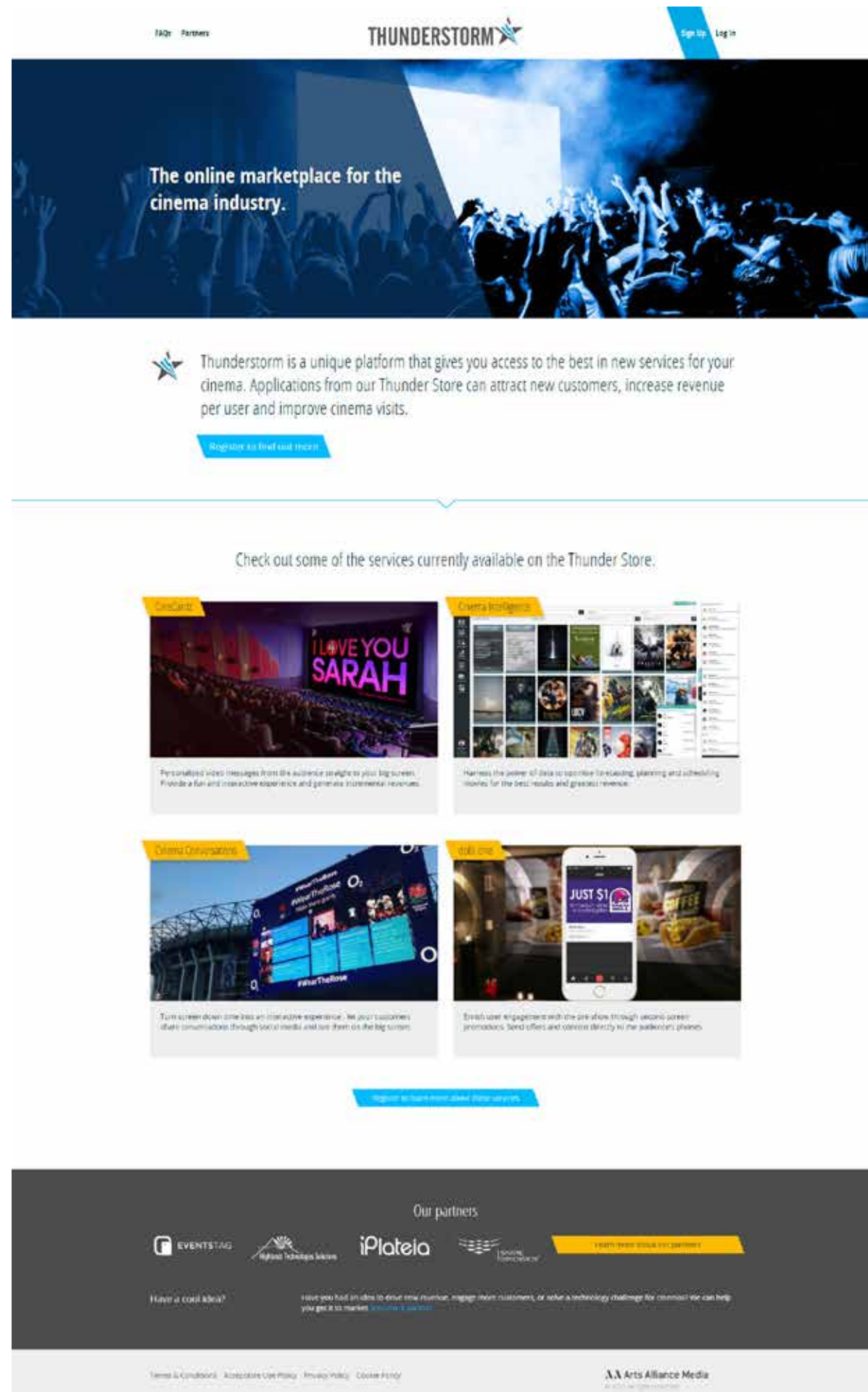
I worked maintaining the design and the front end code of some products. Also worked on a greenfield project where we built from the ground up the whole platform doing UX, UI and all front end code.

// How did I do it

To do that I would create prototypes and wireframes 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

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 communication with the rest of the team and stakeholders was very important.

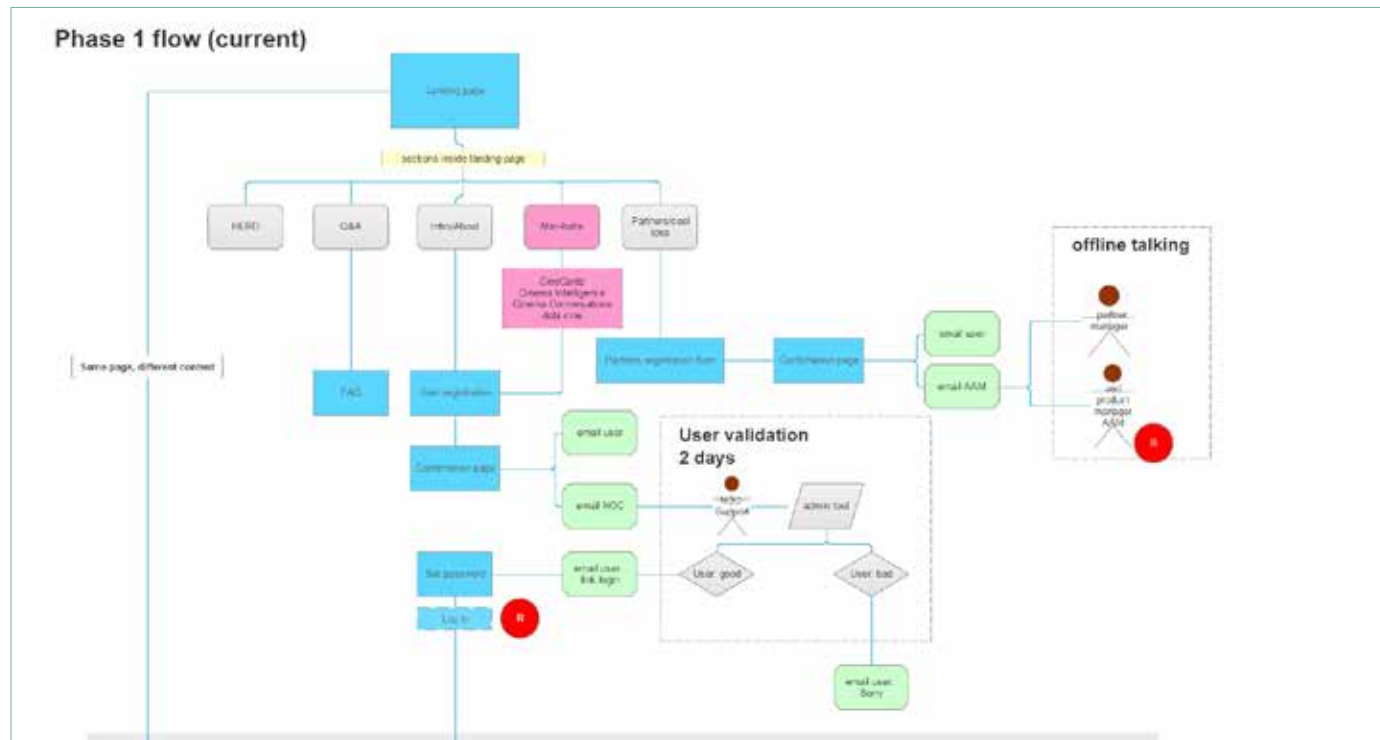
Having a **live styleguide** also helped us implementing fast.

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.

Thunderstorm 2013 - English

Thunderstorm 2013 - English

Search Thunderstorm 2013 - English

Home

User registration

Be part of the Thunderstorm experience.

entry provide as much information as possible, as it would help us to get back to you faster.

Contact name

Exhibitor name

Company address

Job title

Phone number

Email

No. Screens

No. Sites

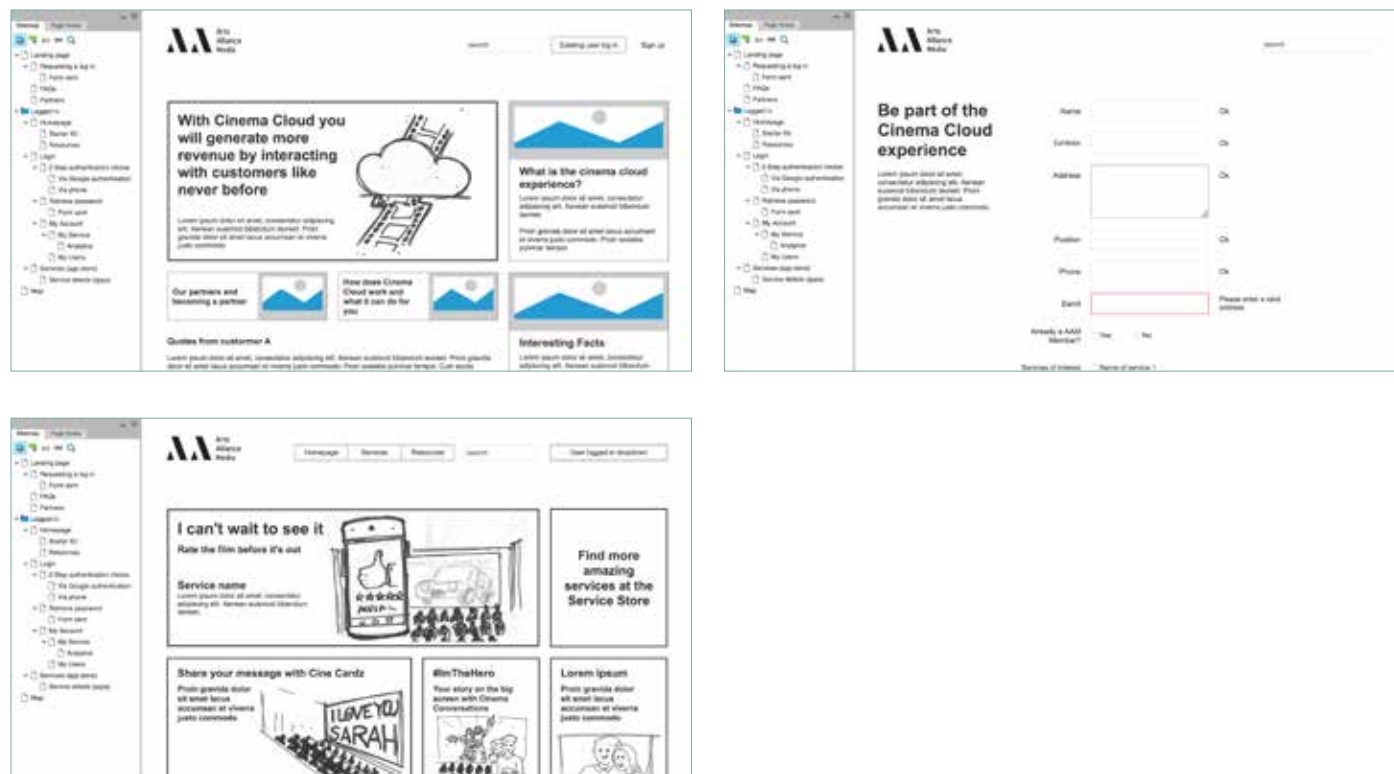
Passwords

Already an AVM customer? ☐ Yes ☐ No

Services of interest ☐ No ☐ Yes ☐ No

AAV Arts Alliance Media

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.

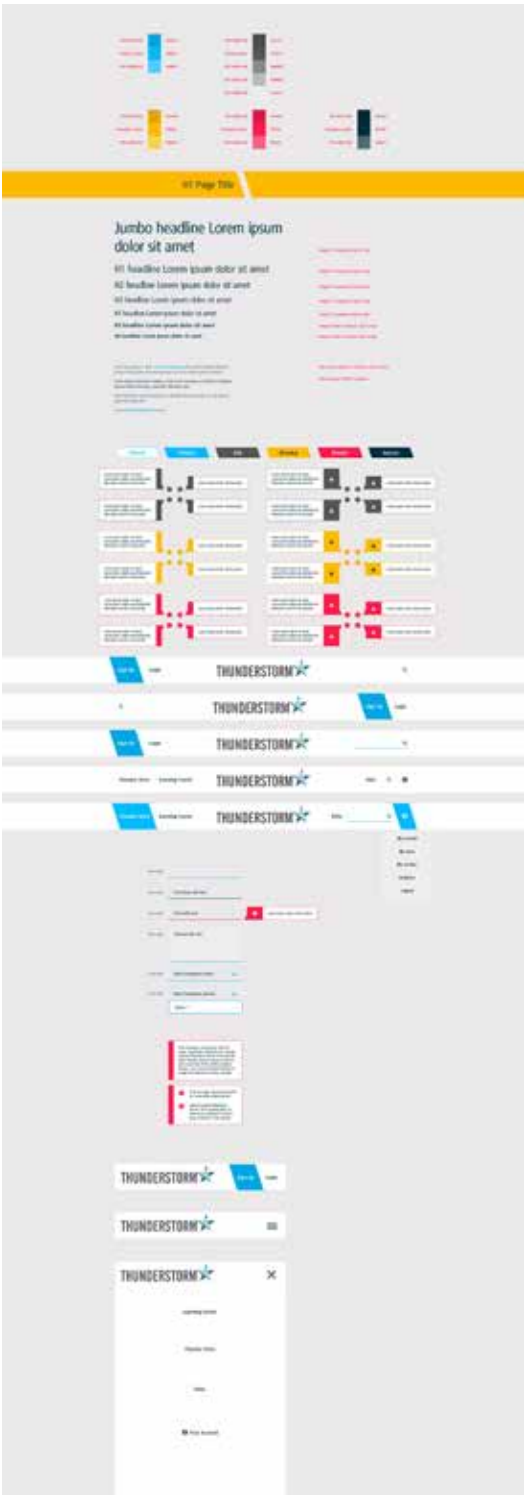


Although we knew the look would end up being different we started putting together all requirements following the user flow and do a interactive wireframe in Axure.

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

Initial wireframes

Thunderstorm explained

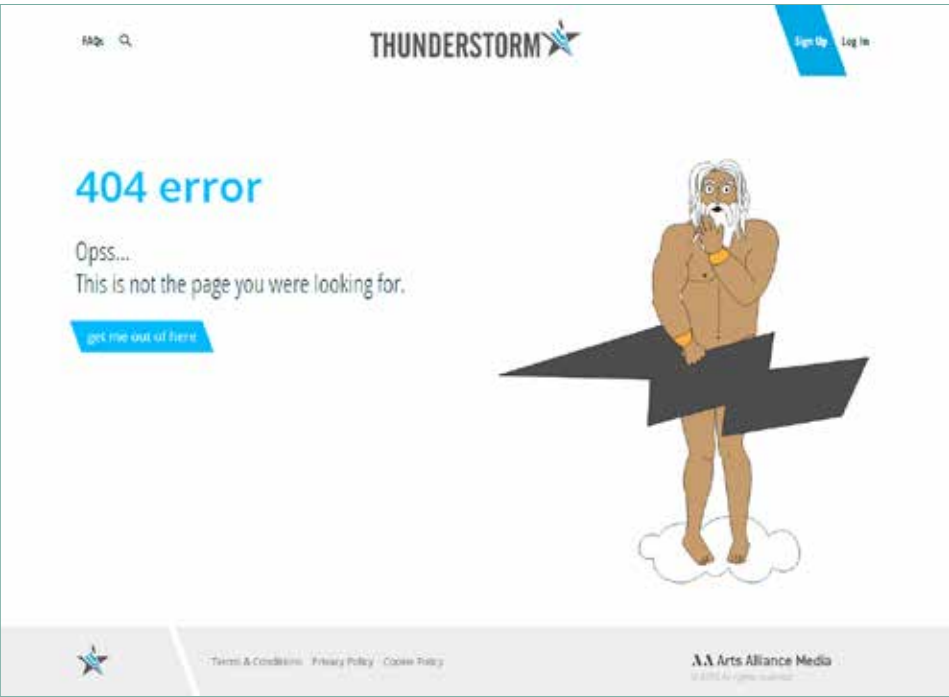
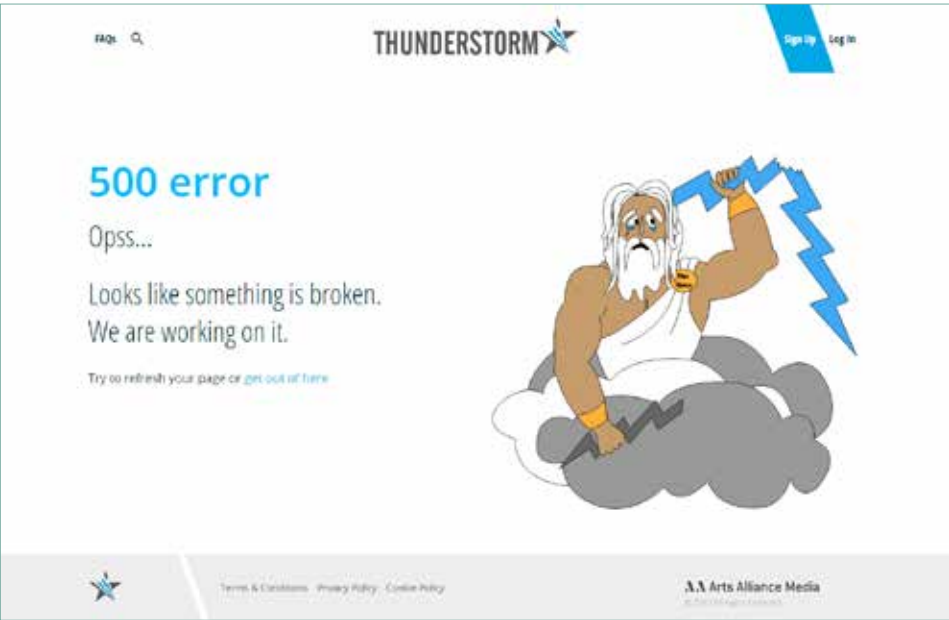


Styliguide in progress

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



Styliguide tooltip component close up



500 and 404 pages

We didn't just delivered the MVP on time on a tight dead-line, we had time to add some extra touches to it. I did the illustrations for the 500 and 404 pages.

// Other products

<https://www.artsalliancemediacom/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 consistency in html and css/less

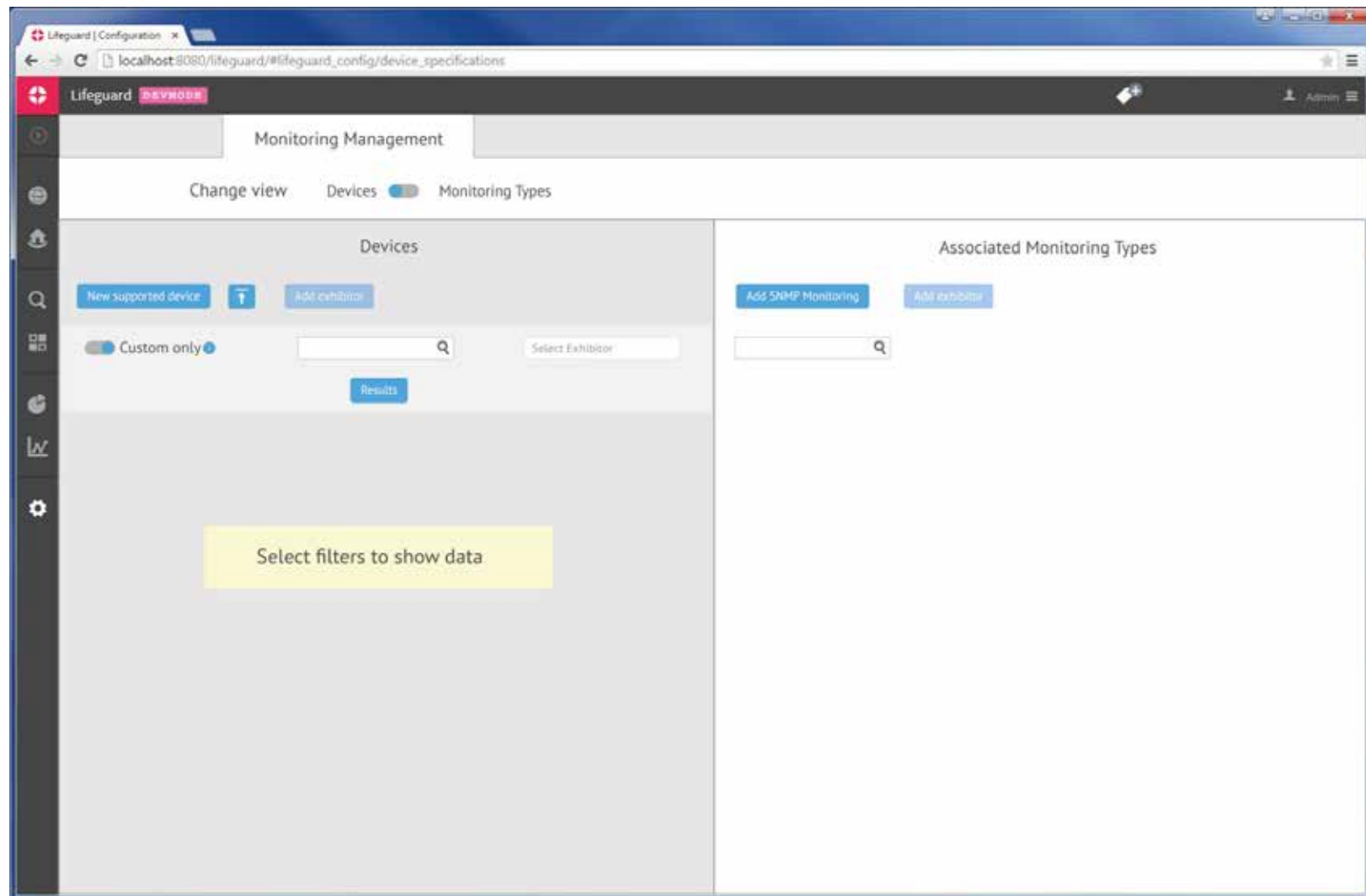
Designing new sections in photoshop or illustrator.

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 frequently 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
Search by any keyword
Add New Piece
Image upload
Title
Author
Description
Period
Materials
Measures
N.Ref.
Price
Publication
Exhibitions
Signed
Country of origin
Condition
Categories
Authenticity
Provenance
Admin information
Owner information
Receipt of purchase
Piece location history
Price info
Sale status
Comments
Form status

Edit mode

GalleryAtrium
Username
Password
Login

Log in mobile

GalleryAtrium
Teresa
Ettore
New Piece
Author: Ettore Sottsass
Descrip/title: Ettore Sottsass green and white ceramic vase Bolo bowl
Period: 1980,s
Materials: Ceramic
Measures: 23x29,5cm
N.Ref: D0021
Price: Show Price

GalleryAtrium
Teresa
Ettore
New Piece
Author: Ettore Sottsass
Descrip/title: Ettore Sottsass green and white ceramic vase bowl "Bolo"
Period: 1980's
Materials: Ceramic
Measures: 23x24,5cm.
N.Ref: D0019
Price: Show Price
Load More

Search results mobile

GalleryAtrium
Teresa
Ettore
New Piece
Author: Ettore Sottsass
Descrip/title: Ettore Sottsass green and white ceramic vase Bolo bowl
Period: 1980,s
Materials: Ceramic
Measures: 23x29,5cm
N.Ref: D0021
+ info: Signed at the Bottom (Sottsass). Peso:3Kg
Ref: D0021
Publications:
Exhibitions:
Signed: Sottsass
Country of origin: Italy
Condition: Good
Categories: object x Pamoto x
Authenticity: Original, signed bottom
Provenance:
Admin information
Owner information
Receipt of purchase
Piece location history
Price info
Sale status
Comments
Form status

Edit mode mobile

GalleryAtrium
Teresa
Search
New Piece
Author: Ettore Sottsass
Descrip/title: Ettore Sottsass green and white ceramic vase Bolo bowl
Period: 1980,s
Materials: Ceramic
Measures: 23x29,5cm
N.Ref: D0021
Price: Show Price
Load More

Search results

GalleryAtrium
Teresa
super
New Piece
Author: MARTINE BEDIN FOR MEMPHIS
Descrip/title: "Super" Lamp by Martine Bedin for Memphis
Period: 1980-1989
Materials: Fiberglass and lacquered Rubber
Measures: 35x44x16 cm.
N.Ref: D0005
Price: Show Price
Signed:
Country of origin: Italy
Condition: good
Categories: Décor Lamps Lighting Martine Bedin
Authenticity:
Provenance:
Exhibitions:
Publications:
Comments:
Form status



● *Thank you*

Get in touch:

Teresa Marcos
07427 336 711
contact@teresamarcos.net
London E3

