

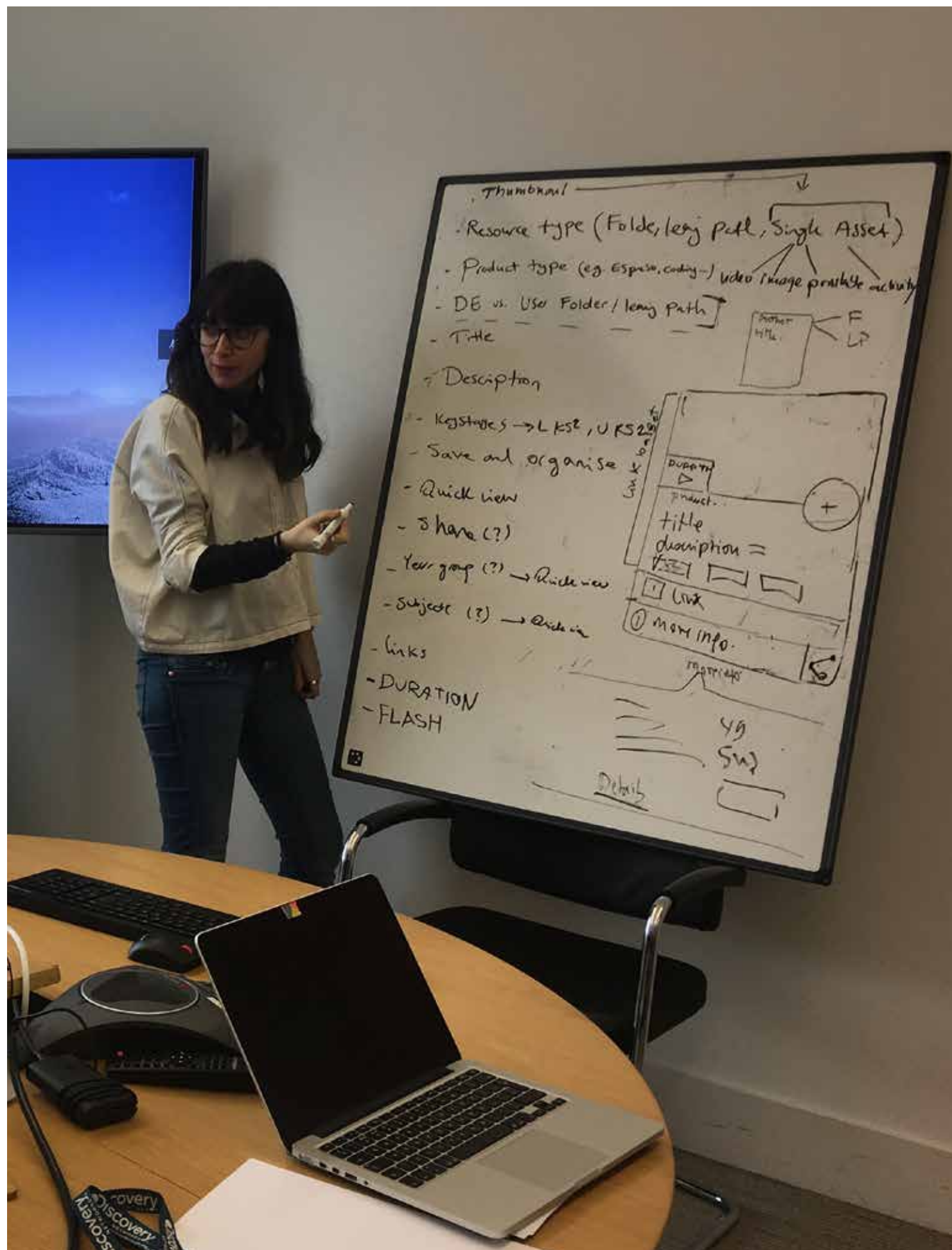


# *Portfolio*

**Teresa Marcos**  
UX/UI designer

Teresa Marcos  
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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..



## 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.

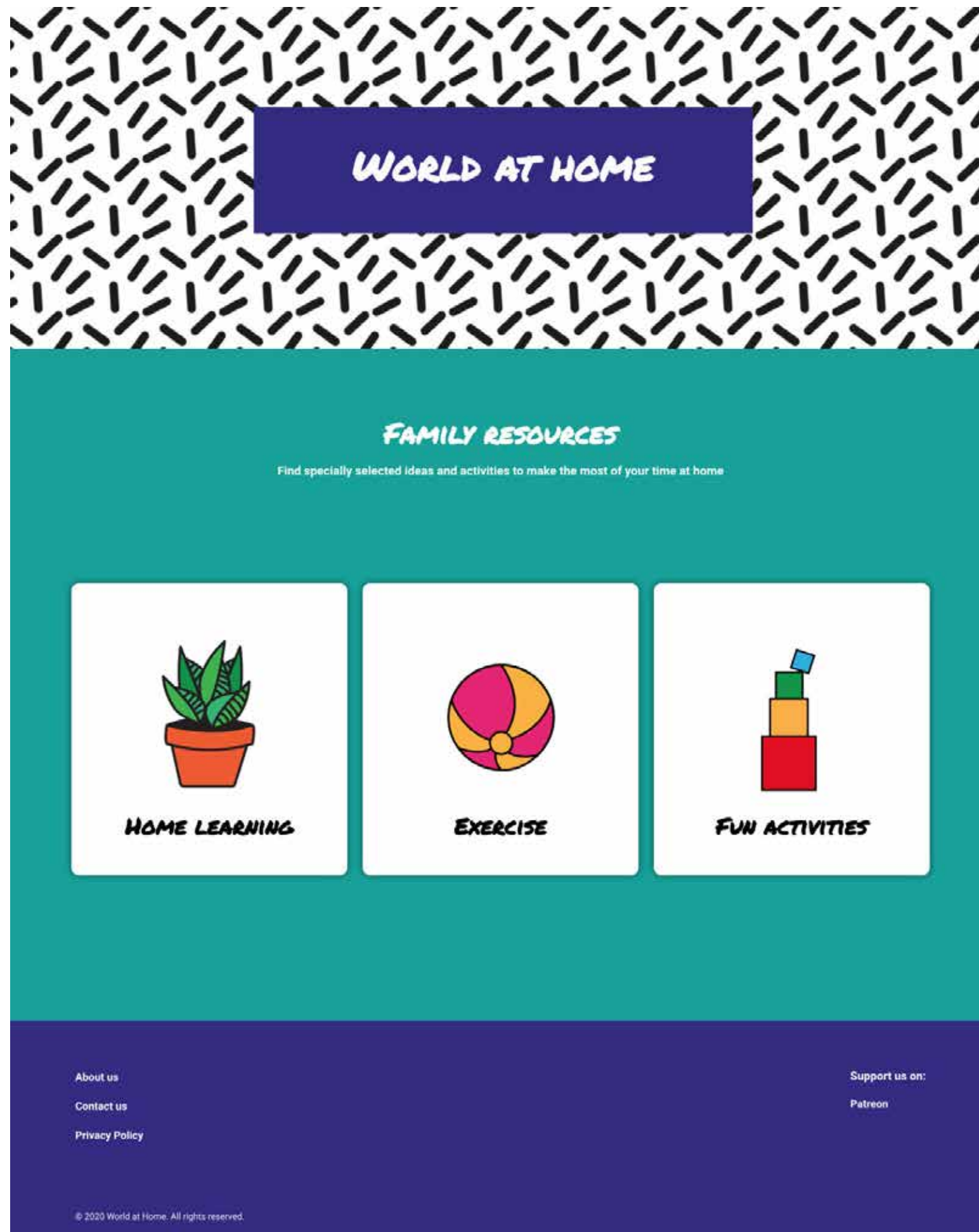
## // How did I do it

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.

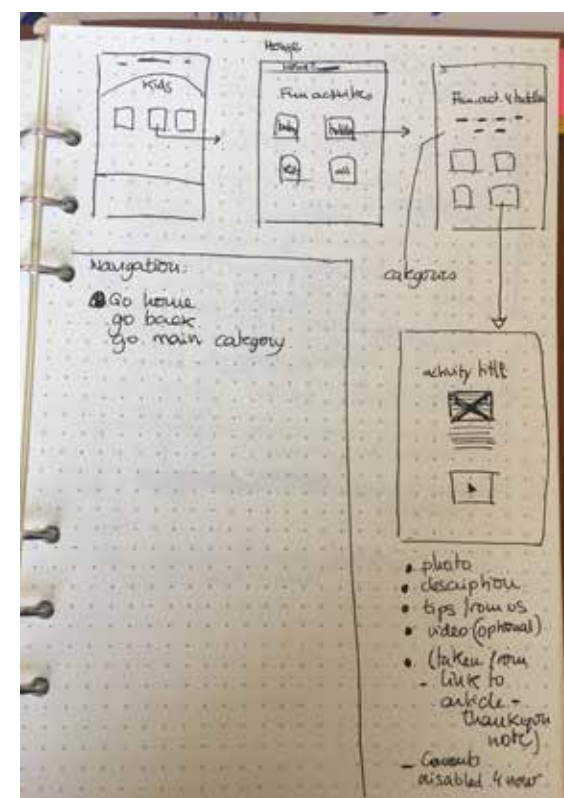
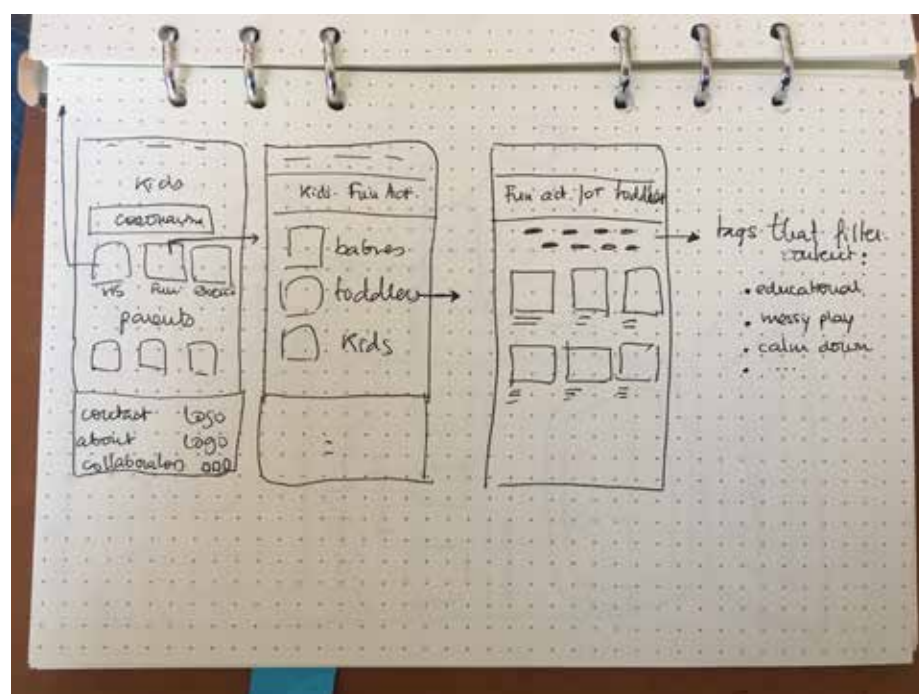
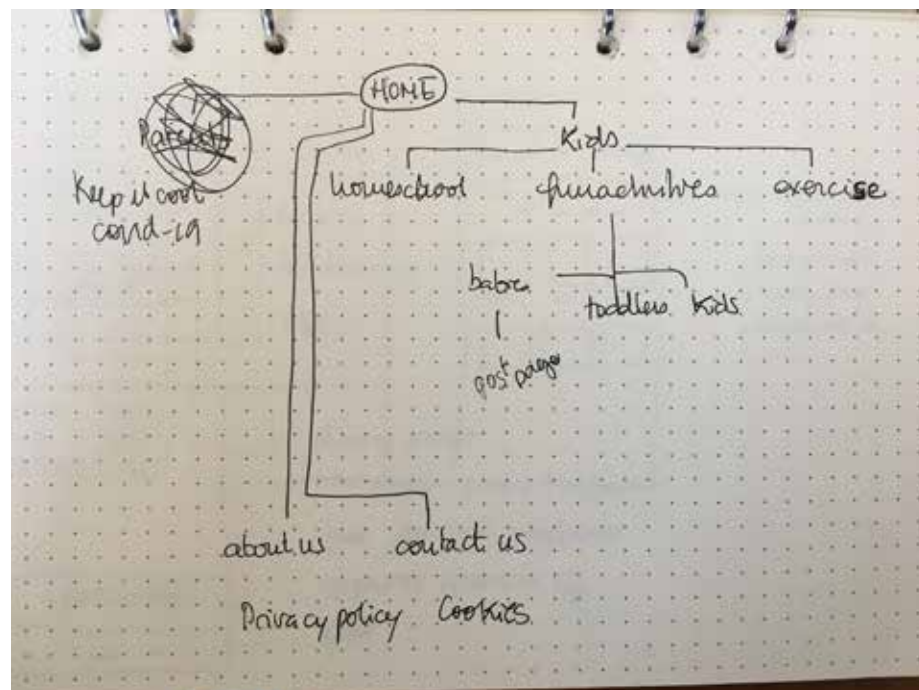
### Process

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.

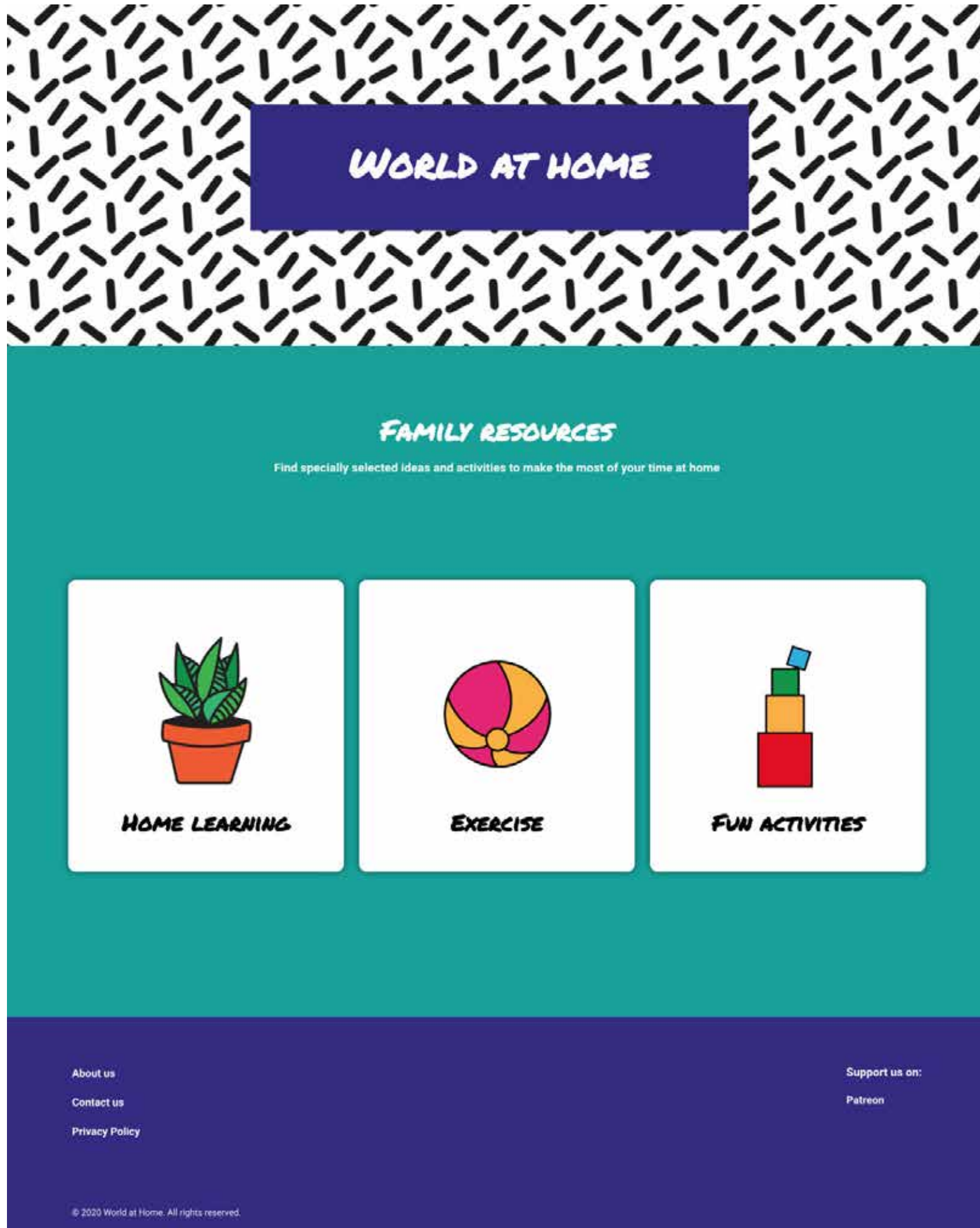
## Developing the idea

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 Fun




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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Coronavirus explained for children



Homeschooling Tips



Regrow Veggies



What is Montessori?

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.

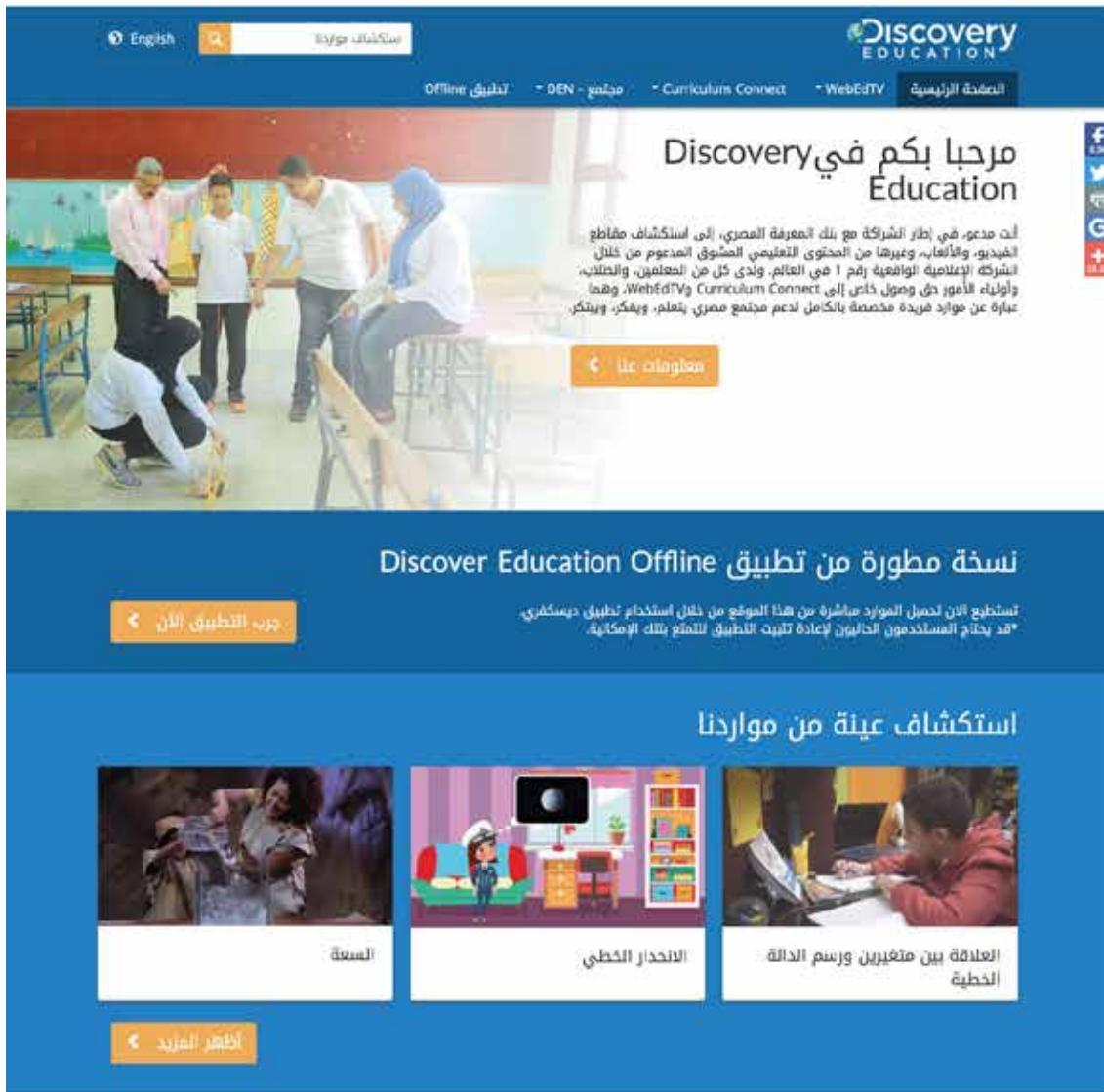
## // How did I do it

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





## Discovery Education يضيف قيمة لكل من:

أولياء الأمور	الطلاب	المعلمين
<p>من خلال الوصول إلى أكثر من عشرين ألف مورد عبر النواة القابلة للبحث، يتوفر لدى المعلمين إمكانية الوصول الفوري إلى المحتوى المفقود والمعلم المخصص لدروس العلوم والرياضيات بالملامح المصرية. وتعمل الموارد المجانية على Curriculum Connect وWebEdTV على بث الحياة في الدروس من خلال الماخذ متنوعة من الوسائط المتعددة ومقاطع الفيديو التفاعلية. لقد خلقت الموارد الجديدة فرصة متميزة لإثراء التجربة التعليمية من خلال الاستفادة بالتلفزيون التعليمي عبر الإنترنت في أفضل صوره من خلال WebEdTV. كما أصبح بالإمكان تخزين التفاعل والمشاركة الطلابية من خلال Curriculum Connect. مع توفير الوصول عبر الإنترنت وغير المتألف المحمول إلى محتوى تعليمي مثق معمل في الآلاف من مقاطع الفيديو، والمقالات النصية، والعروض التفاعلية والملفات الصوتية، والمصور، والتي تم انتقاؤها بعناية لللائم كافة دروس العلوم والرياضيات لجميع الصفوف الدراسية.</p>		

## بنك المعرفة المصري

بنك المعرفة المصري هو مبادرة وطنية من المجلس الرئاسي المخصص للتعليم والبحث العلمي لتمجيد جميع المصريين حق الوصول إلى أكبر قاعدة بيانات تعليمية رقمية مجانية في العالم. وتأسس Discovery Education بأن تكون الشريك الأكثر نشاطاً في نطاق السرائل الابتدائية، والإعدادية، والثانوية.



Egyptian Knowledge Bank  
بنك المعرفة المصري

أفضل زيارة بنك 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 on-line 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 throughout the design

Better UX

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

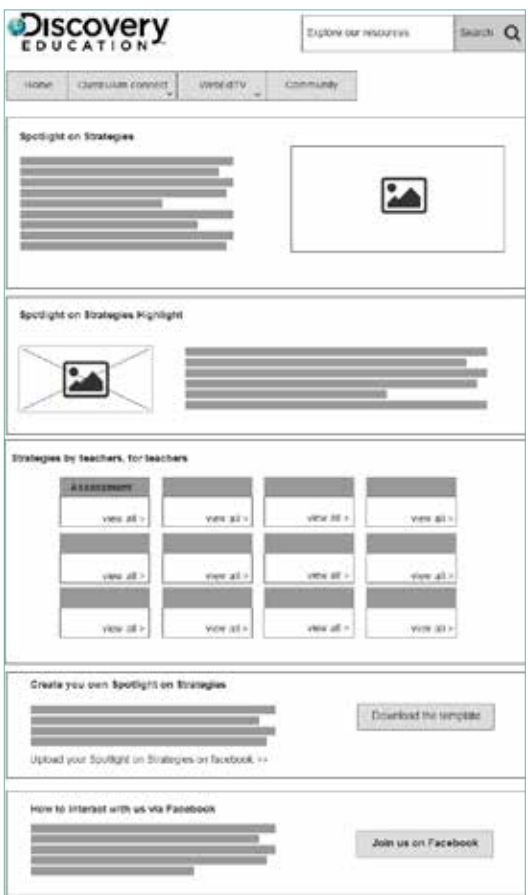
# EKB - UX and UI examples



Initial wireframe for community page



Final mockup for community page



OS page Initial wireframe



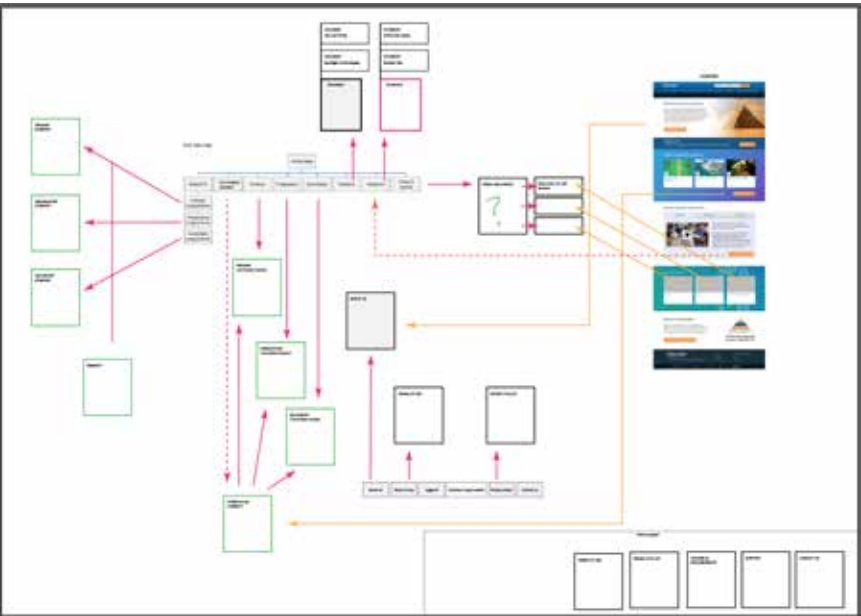
SOS page Arabic



SOS page English

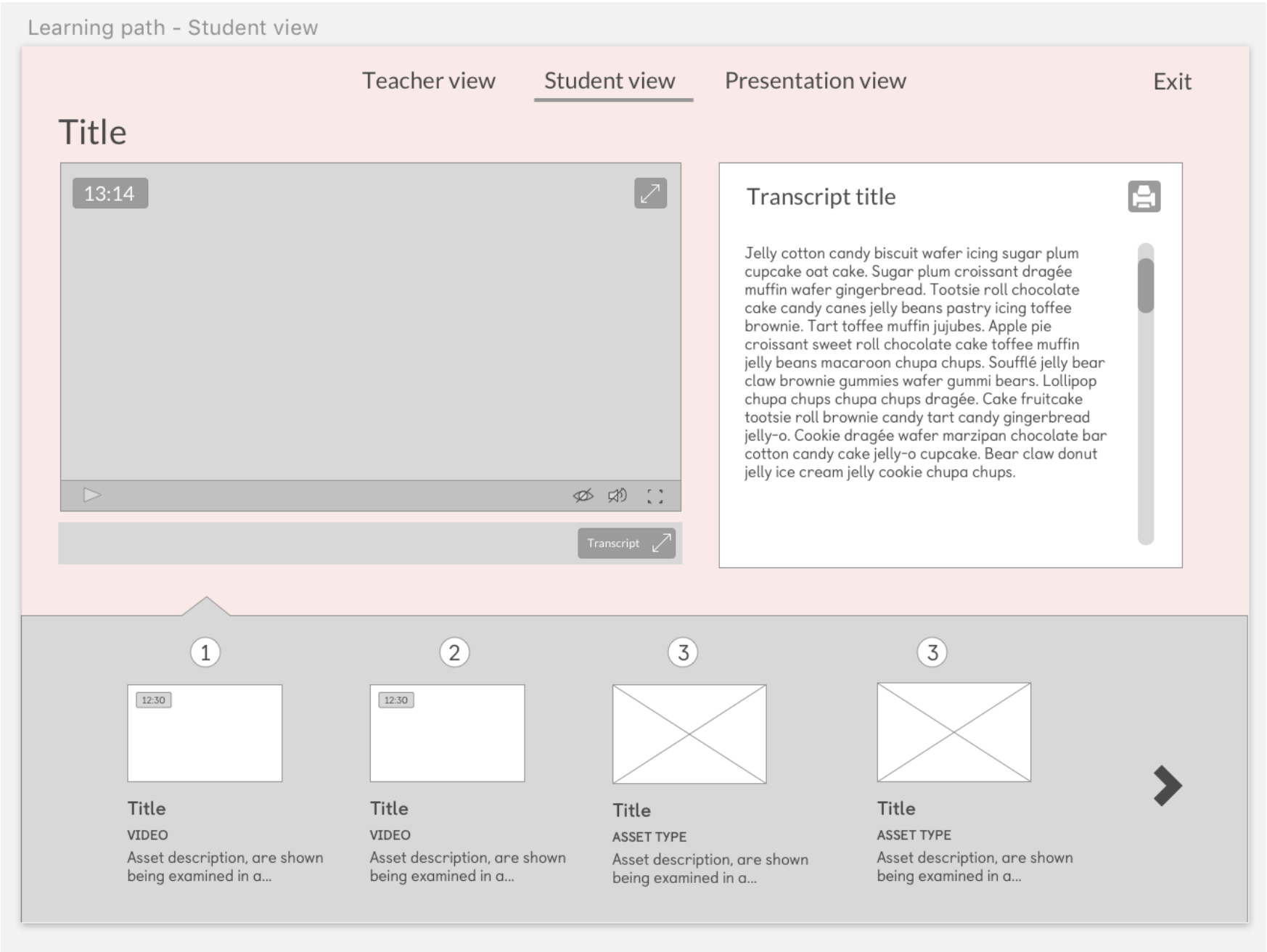


Footer redesign



Page flow





# // Stem Connect

<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



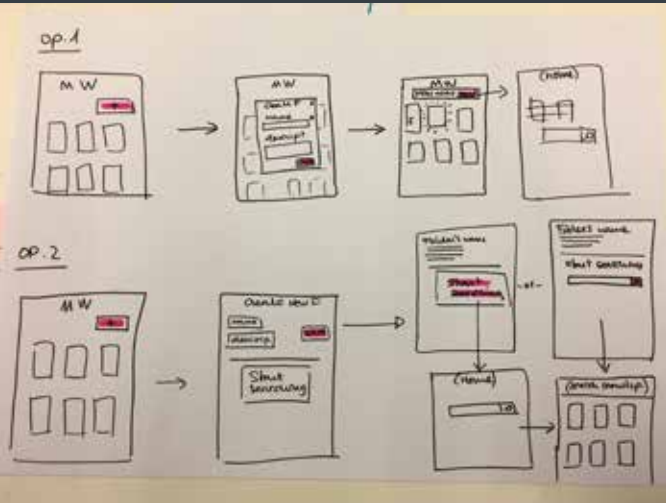
Team workshops



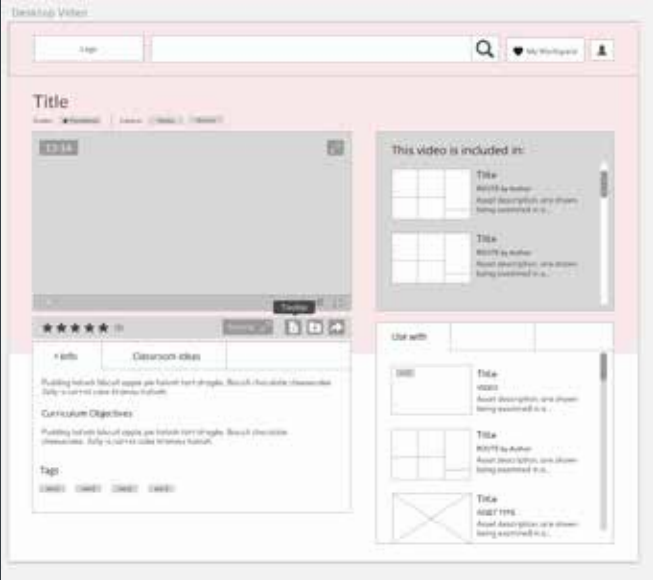
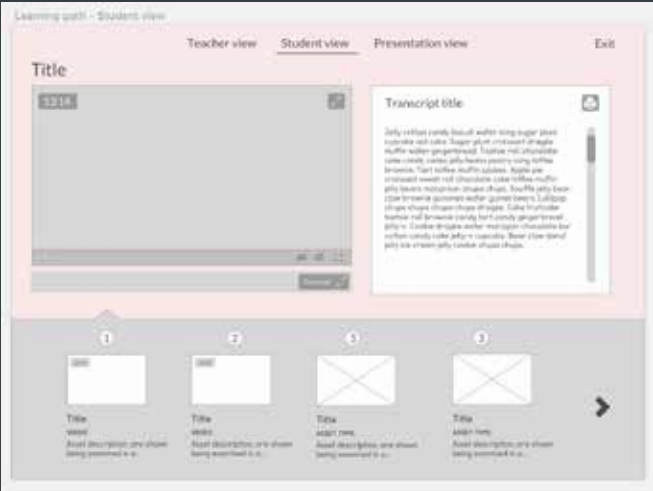
Team discussions



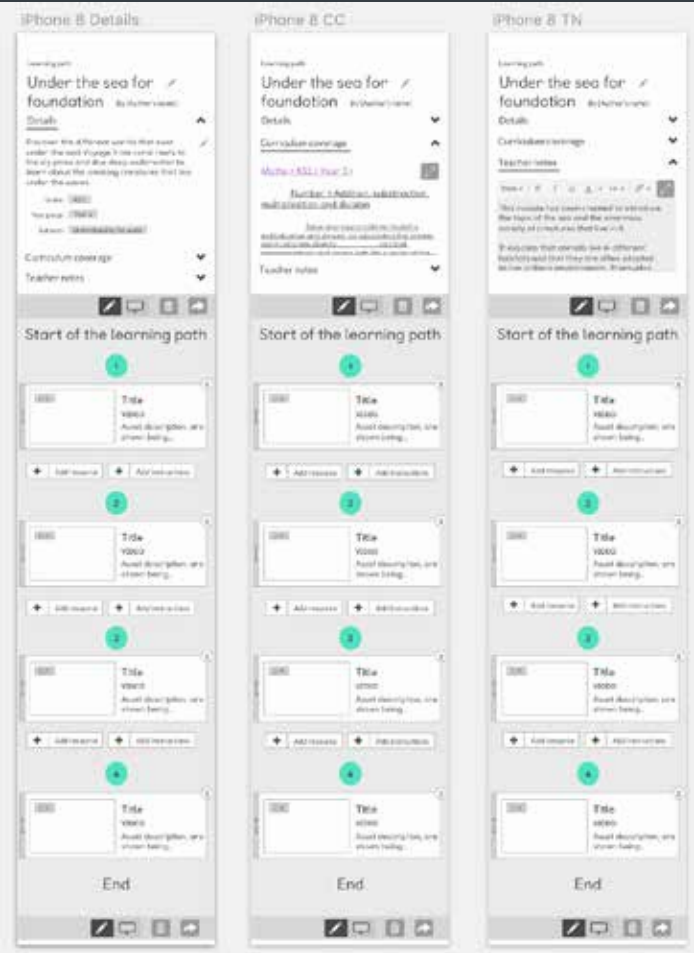
Paper wireframe



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*

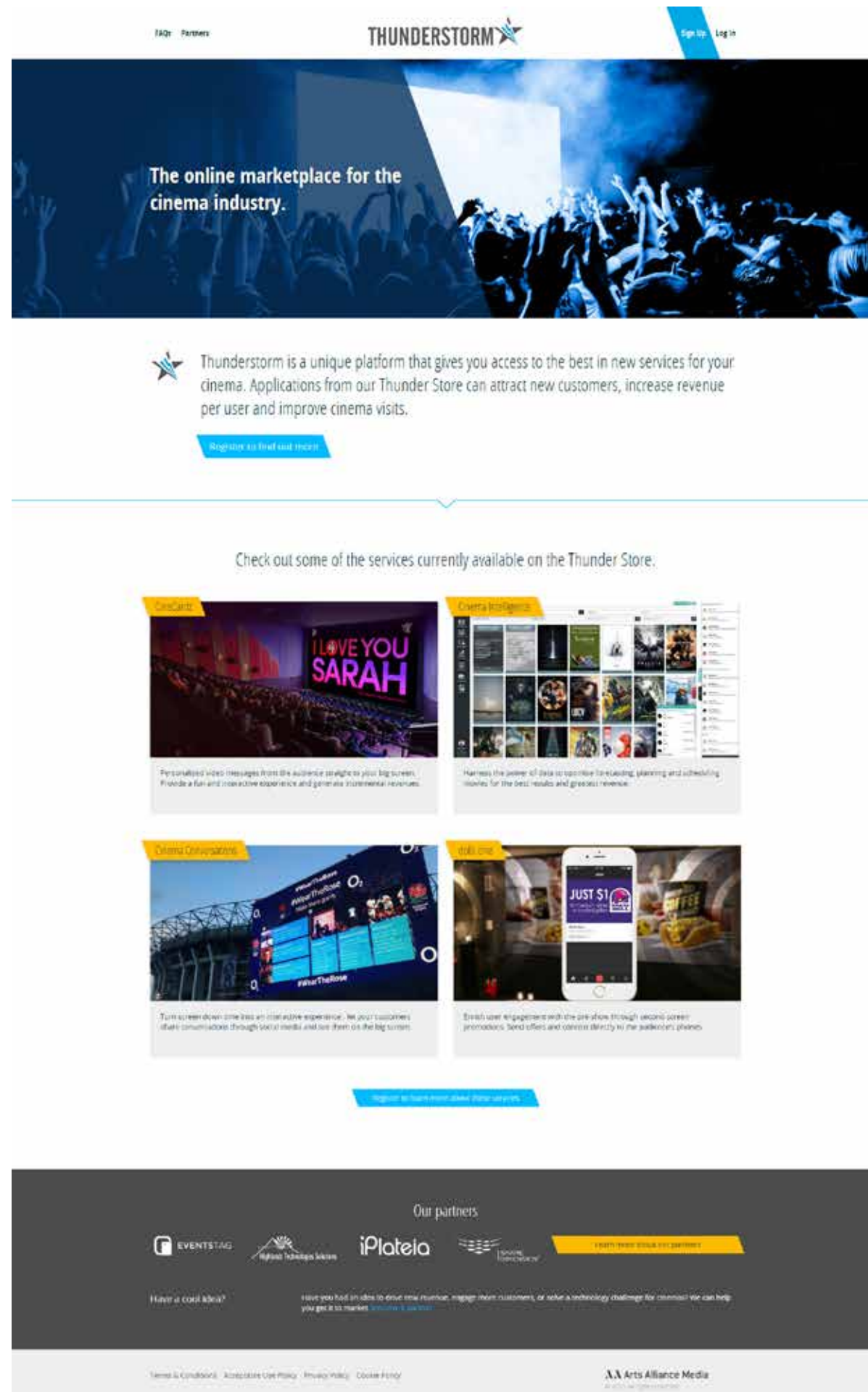
I worked maintaining the design and the front end code of some products. Also worked on a greenfield project where we built from the ground up the whole platform doing UX, UI and all front end code.

## *// 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.

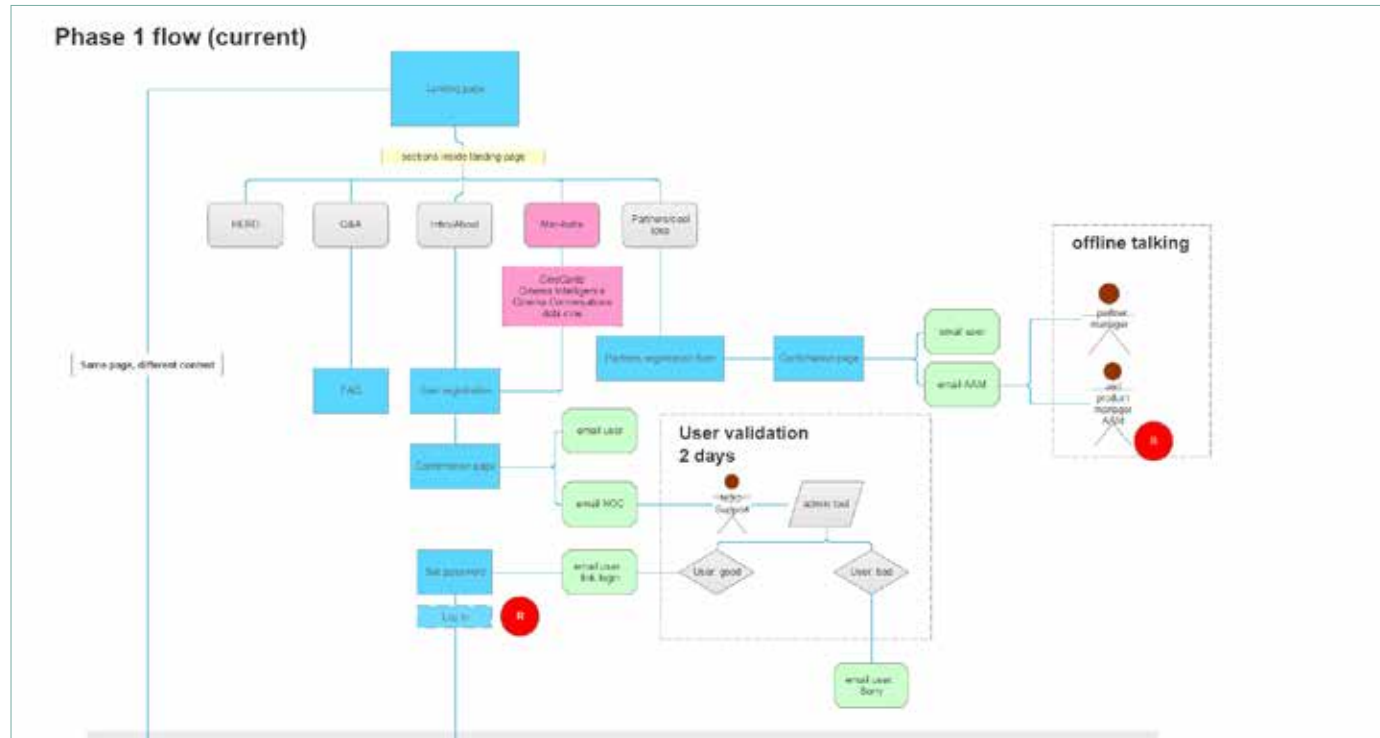
### Outcome

We delivered the MVP fully functioning on time.

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



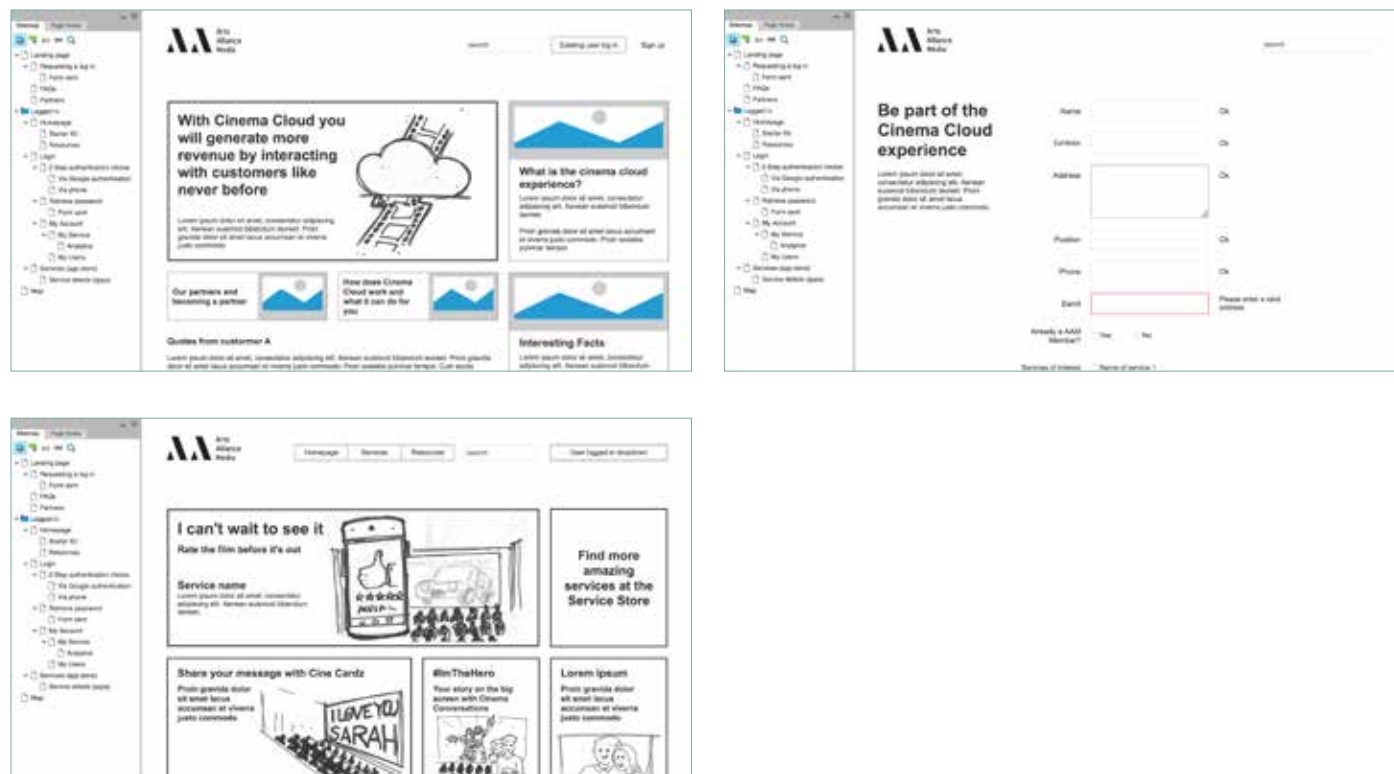
# Thunderstorm explained



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.

The screenshot shows a web browser window with the URL "localhost:8080/registration". The page is titled "User registration" and features a blue header with the "Thunderstorm" logo. The main content area has a light blue background with the heading "Be part of the Thunderstorm experience." and a paragraph: "entry provides as much information as possible, as it would help us to get back to you faster." The registration form includes fields for "Contact name", "Surname name", "Company address", "Job title", "Phone number", "Email", "No. Screens", "No. Sites", and "Participates". A tooltip for "No. Screens" indicates "The number of complexes in the system chain" with a range from 0 to 10. Below the form are checkboxes for "Already an AEM customer?" and "Services of interest" (with buttons for "Information", "Advices", and "Subscription"). A blue "Submit" button is at the bottom. The footer contains the "Arts Alliance Media" logo and links for "Terms & conditions", "Privacy Policy", and "Contact Us".

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.

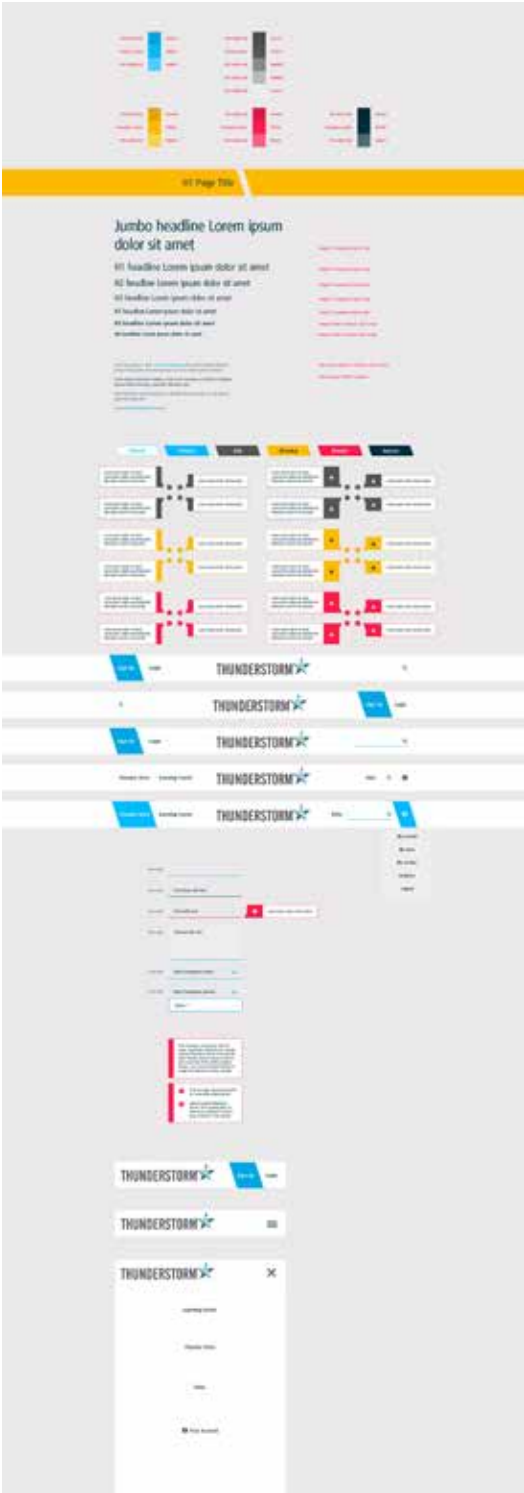


Although we knew the look would end up being different we started putting together all requirements following the user flow and do a interactive wireframe in Axure.

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

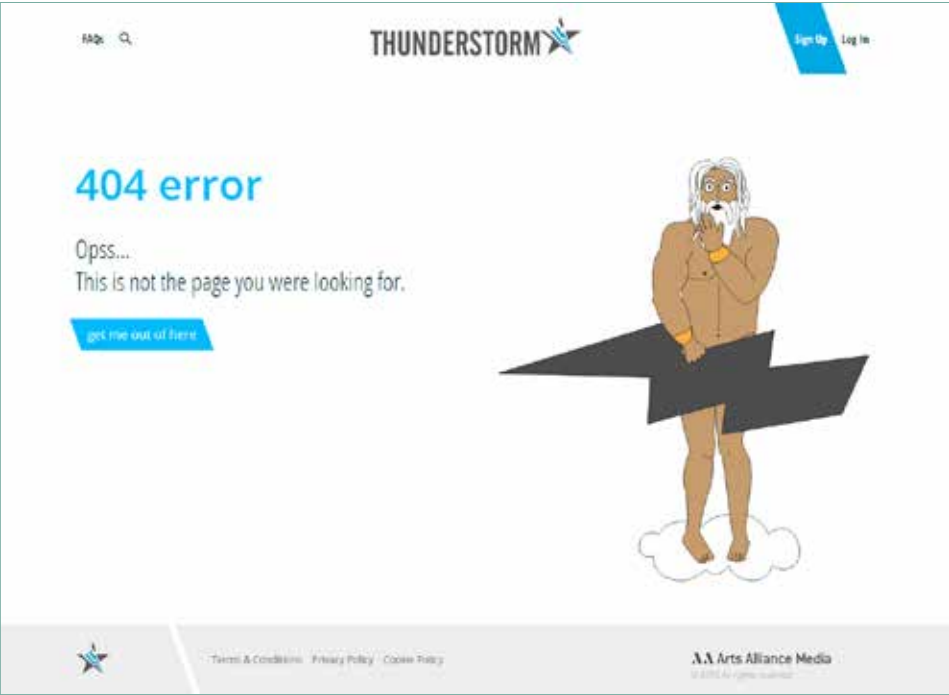
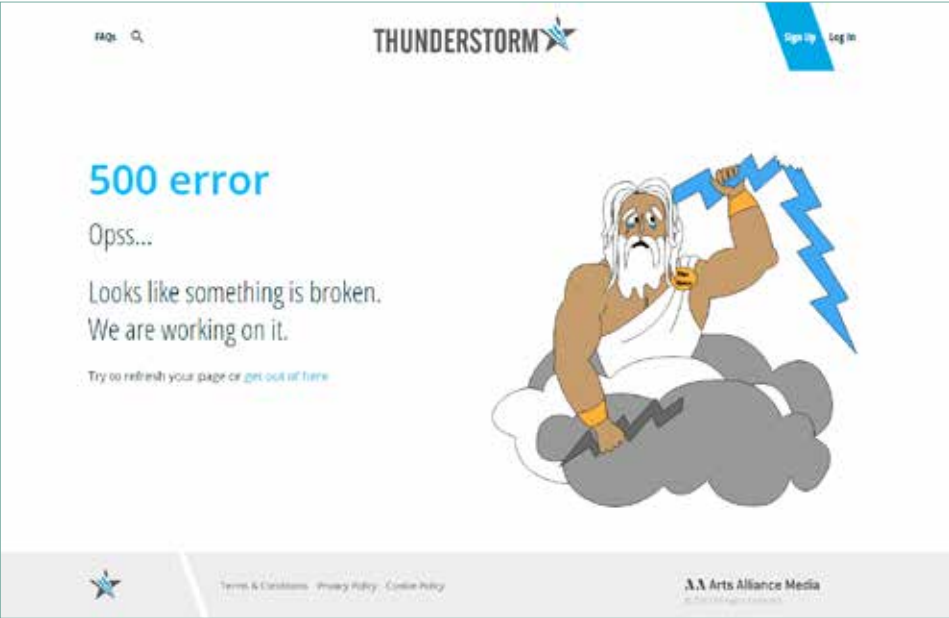


Styliguide in progress

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

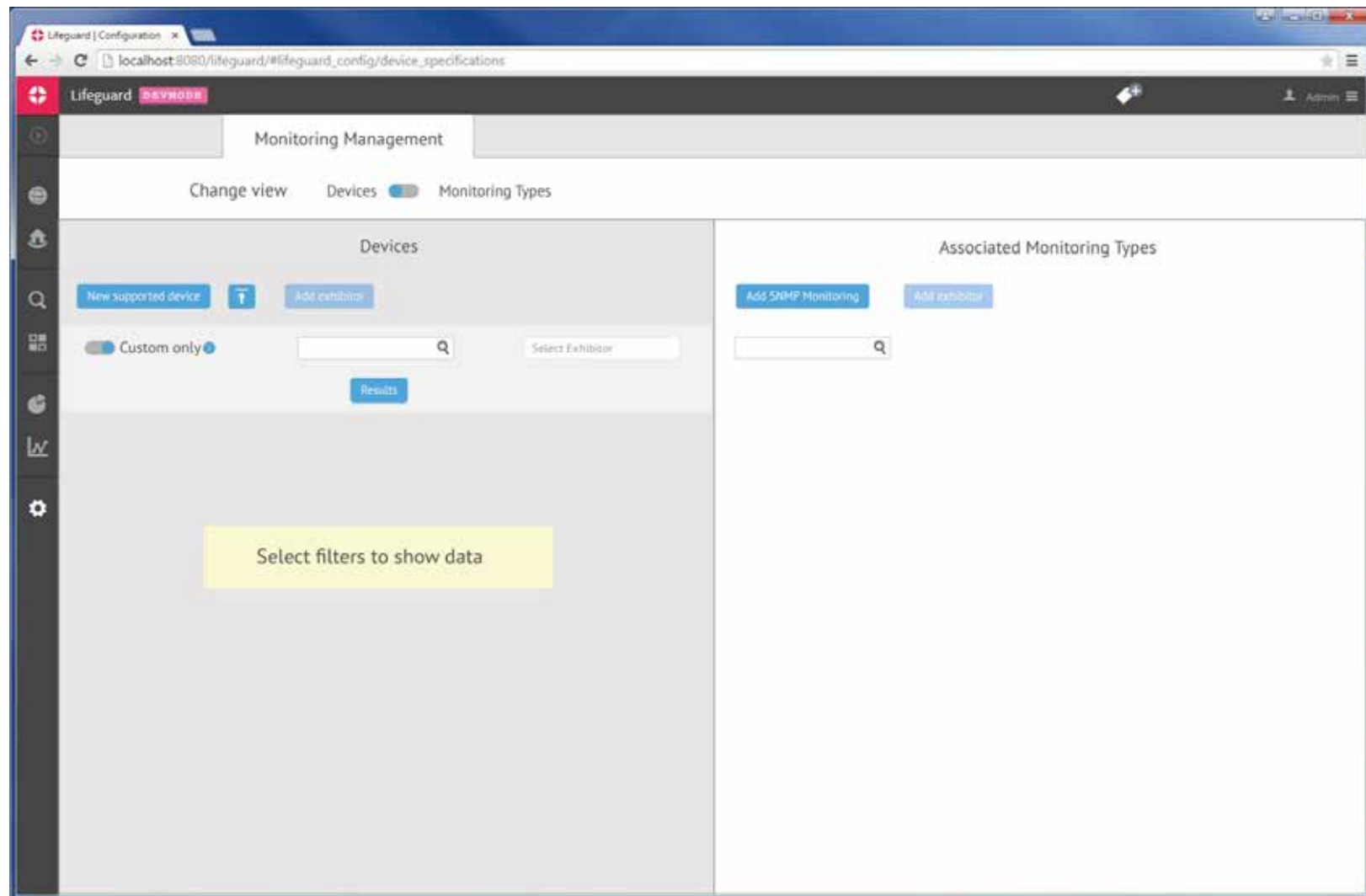
Designing new sections in photoshop or illustrator.

### 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 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

IN GA atrium login

Search by any keyword

+ New Piece

Author

Selected artist

Period

Materials

N.Ref.

Price

Selected artist

Selected artist

Selected artist

Selected artist

Selected artist

Selected artist

Admin info

Admin info

Admin info

Admin info

Admin info

Admin info

Admin information

Owner information

Owner

N°

consignment

Receipt of purchase

Receipt location

Escritório (Fat. nome - Var

Piece location history

18/12/2018:

22/10/2017:

Price info:

Cost price:

Sale price:

VAT %:

Final Price:

Max.Discount:

Sale status

For sale

Not for sale

Sold

On hold

Comments

Form status

Complete

Incomplete

Edit mode

GalleryAtrium

Username

Password

Login

Log in mobile

GalleryAtrium

Teresa

+

+

Ettore

x

+ 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

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

GalleryAtrium

Teresa

+

+

Ettore

x

+ 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

Pamono x

Authenticity:

Original, signed bottom

Provenance:

Admin information

Owner information

Owner:

N°

consignment:

Receipt of purchase

Receipt location:

Escritório (Fat. nome - Var

Piece location history

18/12/2018:

22/10/2017:

Price info:

Cost price:

Sale price:

VAT %:

Final Price:

Max.Discount:

Sale status

For sale

Not for sale

Sold

On hold

Comments

Form status

Complete

Incomplete

Edit mode mobile

GalleryAtrium

Teresa

+

+

etorre

x

+ 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

Search results

GalleryAtrium

Teresa

+

+

super

x

+ 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

Search results mobile



● *Thank you*

**Get in touch:**

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