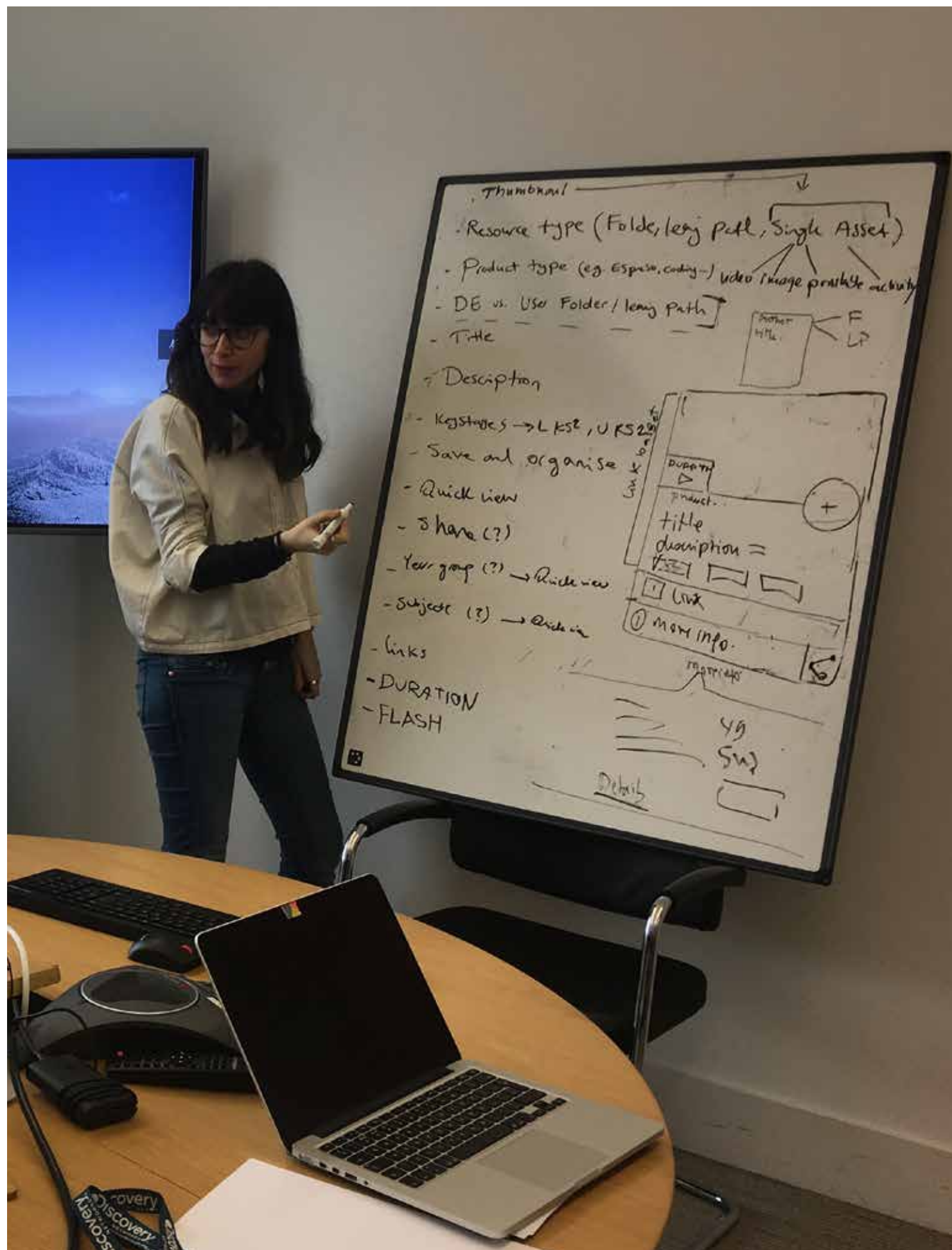# Portfolio

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.
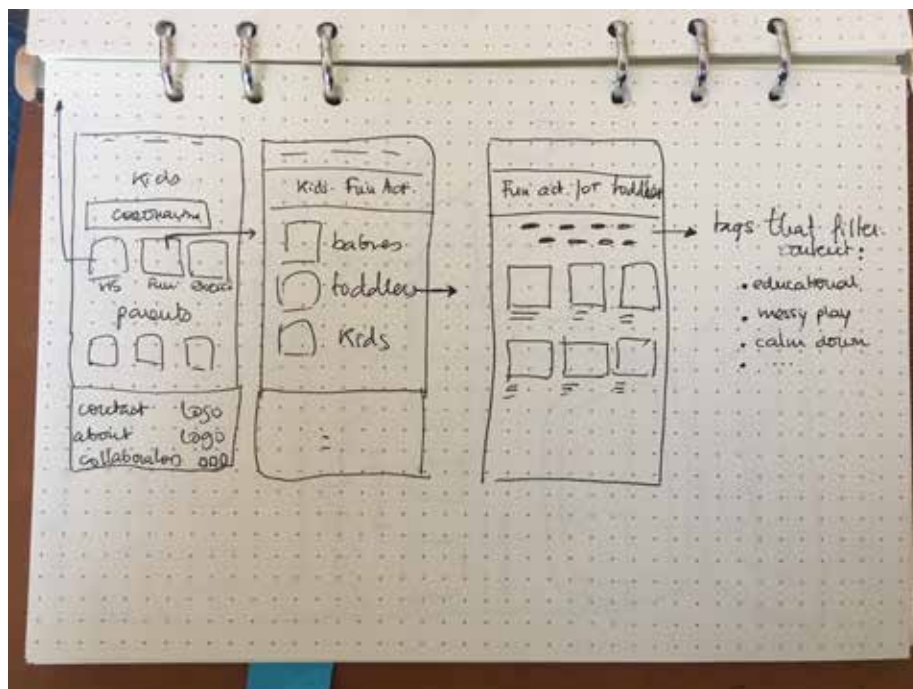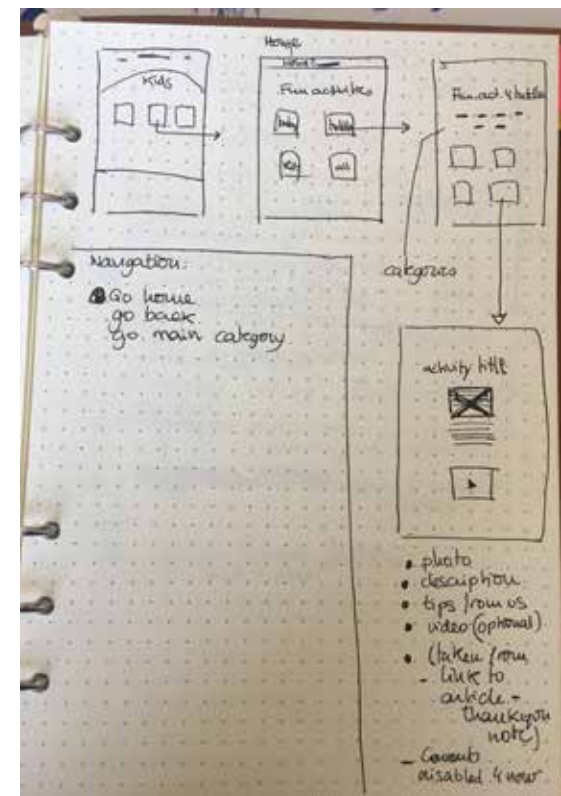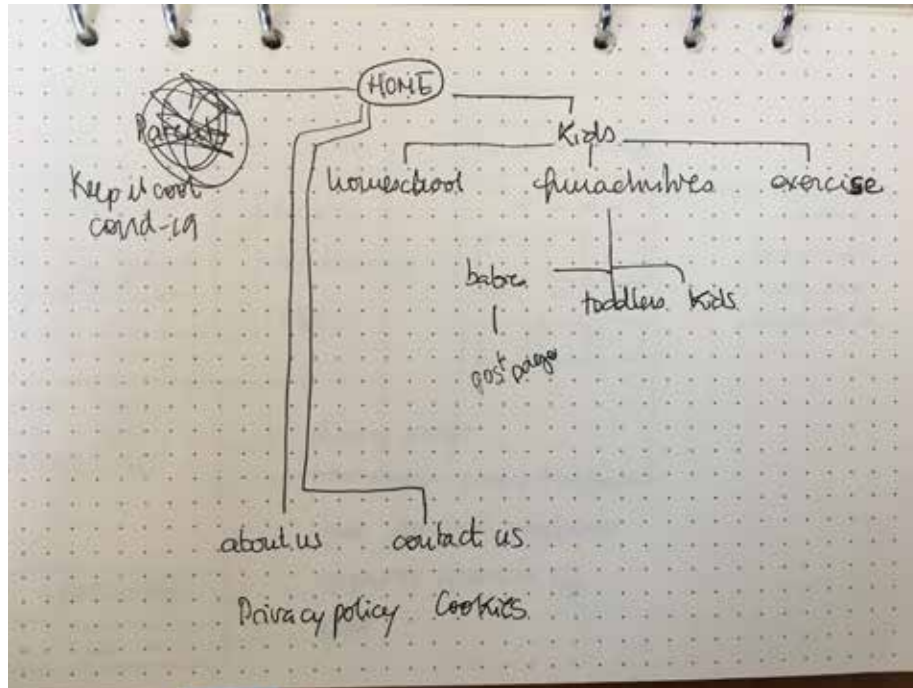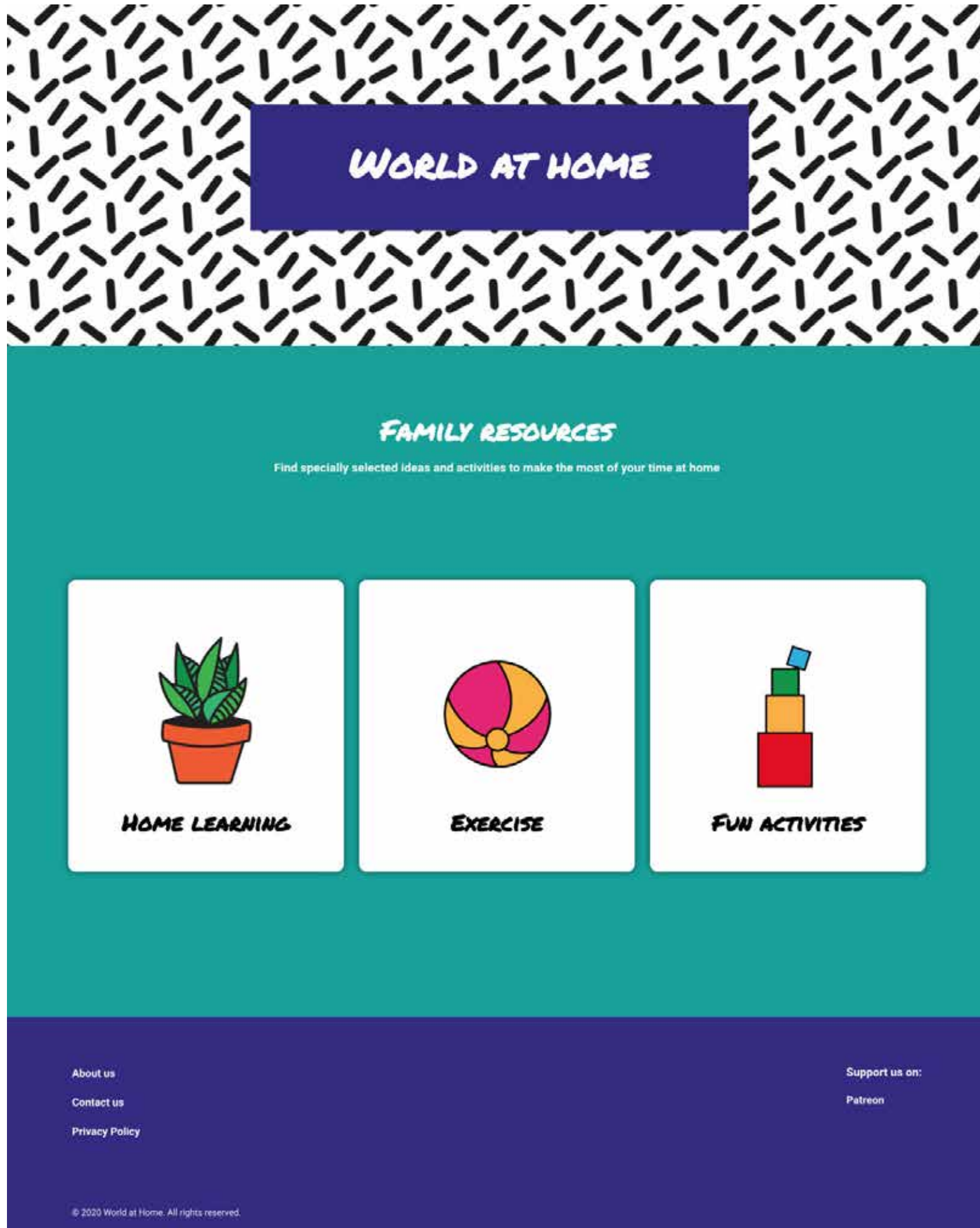
Design decisions

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.

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.

// 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.
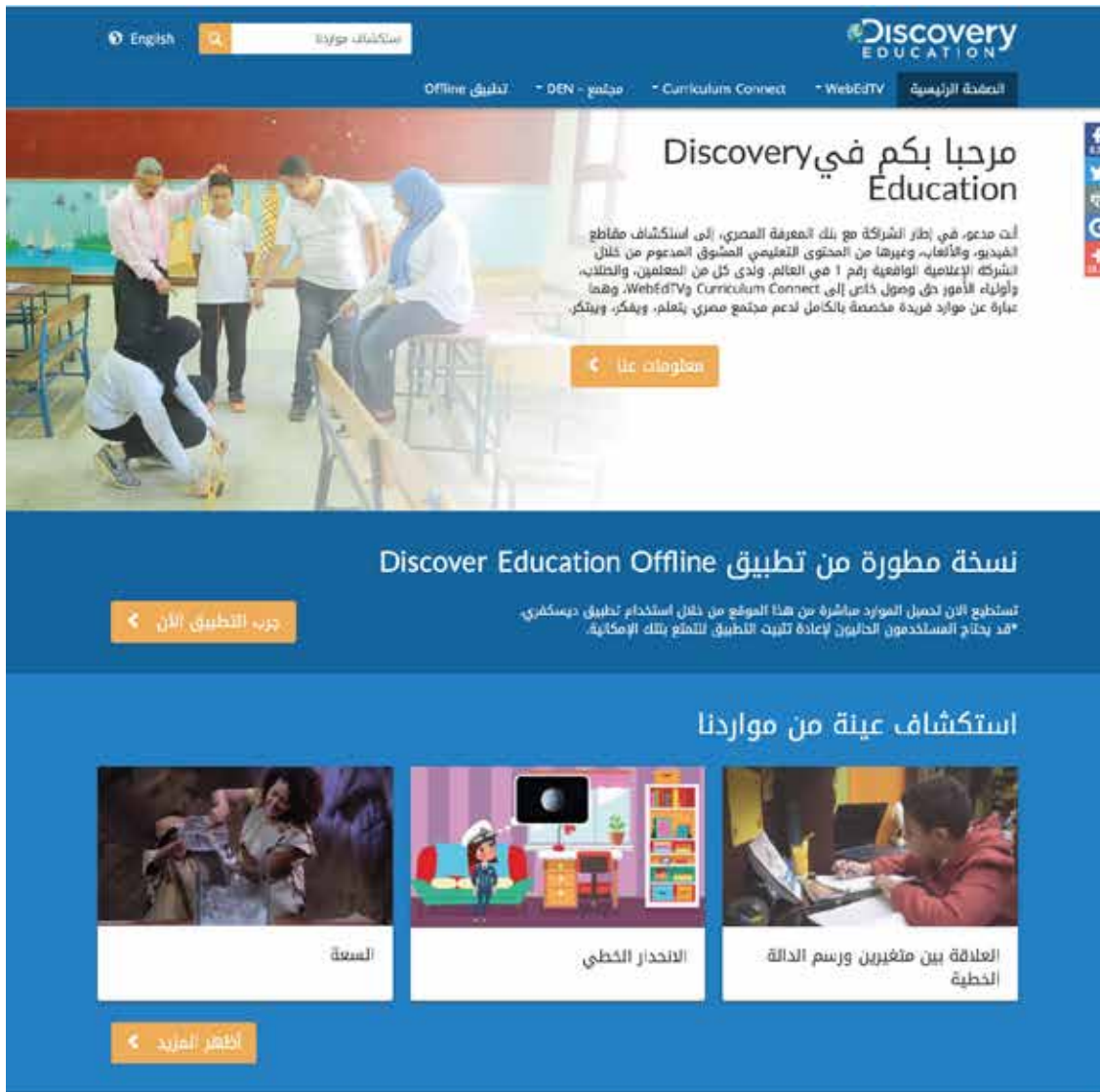
// EKB - Egyptian Knowledge bank

https://discoveryeducation.ekb.eg/

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

My job in EKB

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

Challenges

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

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

Process

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

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

Outcome

Consistency thoughout the design
Better UX
Easier to produce new designs and code new sections thanks to the styleguide
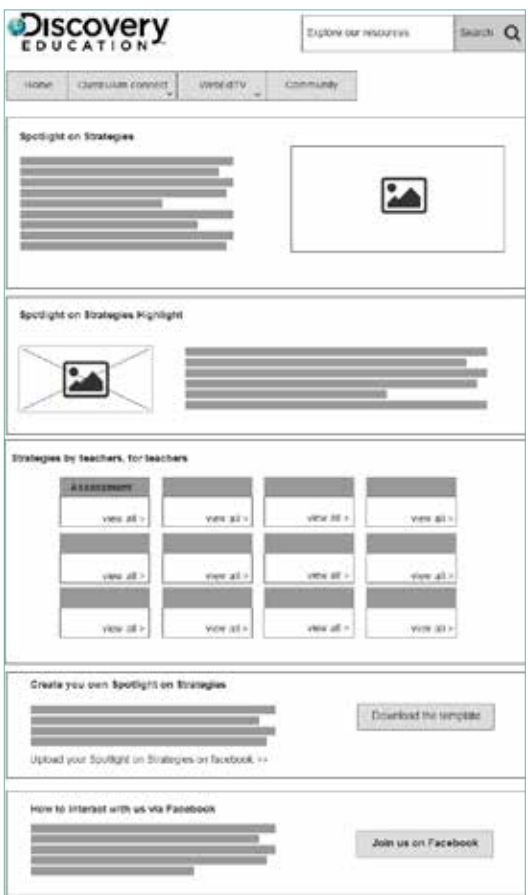
EKB - UX and UI examples

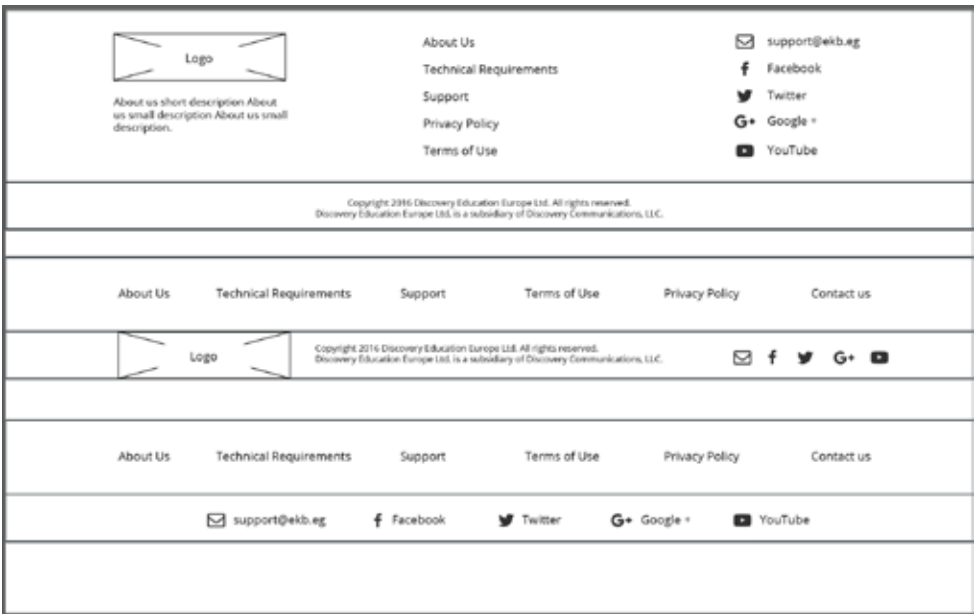Initial wireframe for community page

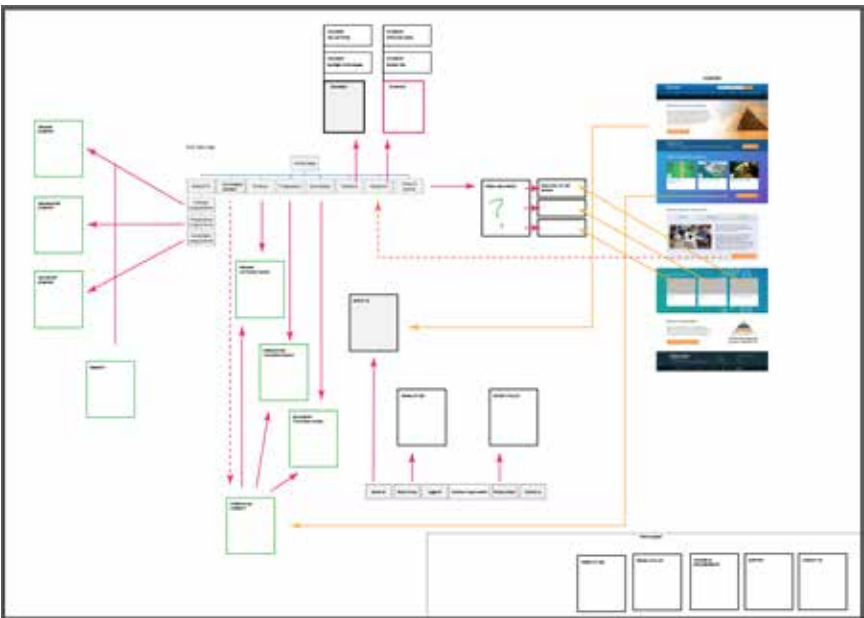Final mockup for community page

OS page Initial wireframe

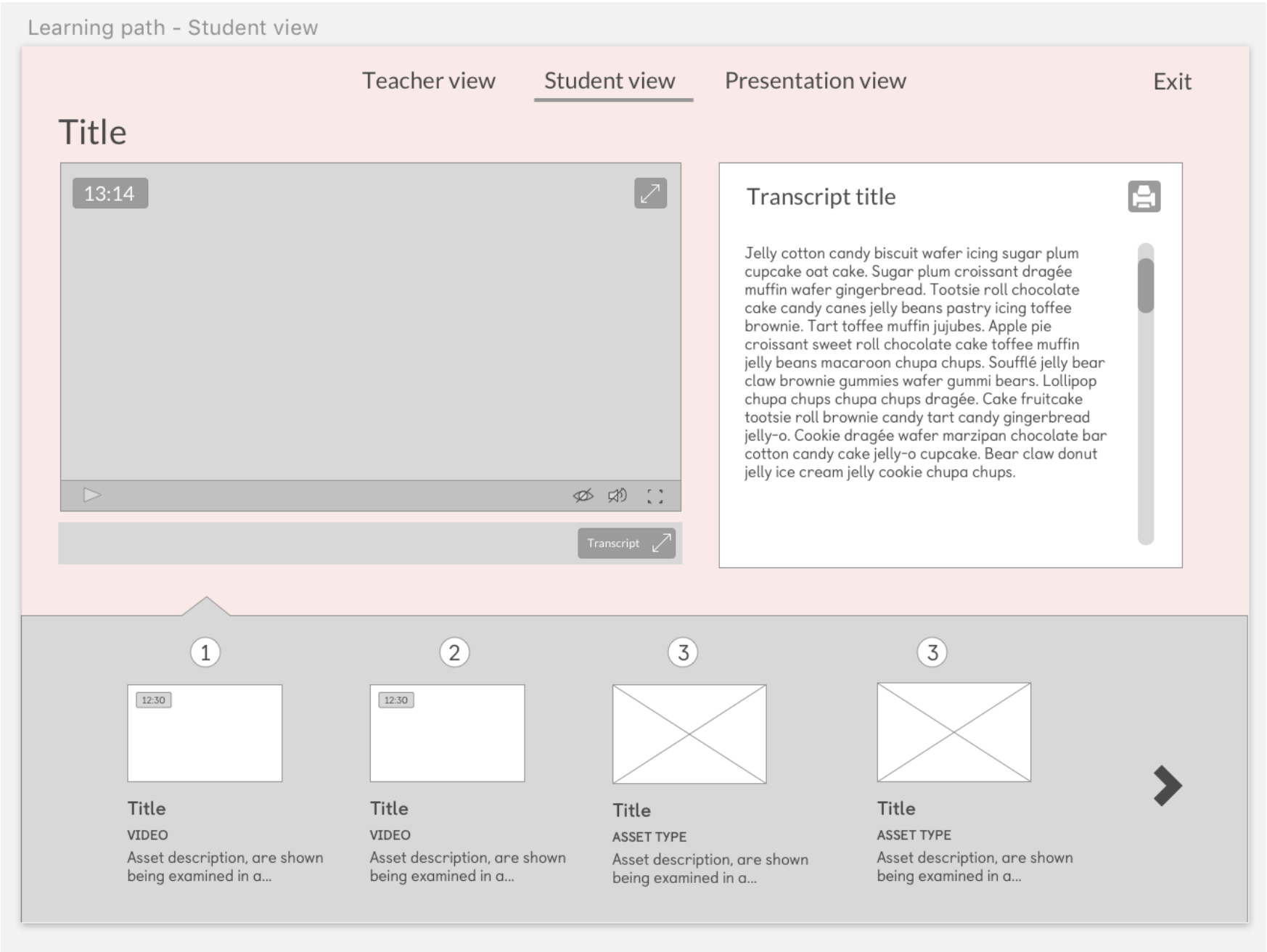

SOS page Arabic

SOS page English

Footer redesign

Page flow

Learning path - Student view

Teacher view | Student view | Presentation view | Exit

Title

13:14

Transcript title

Jelly cotton candy biscuit wafer icing sugar plum cupcake oat cake. Sugar plum croissant dragée muffin wafer gingerbread. Tootsie roll chocolate cake candy canes jelly beans pastry icing toffee brownie. Tart toffee muffin jujubes. Apple pie croissant sweet roll chocolate cake toffee muffin jelly beans macaroon chupa chups. Soufflé jelly bear claw brownie gummies wafer gummi bears. Lollipop chupa chups chupa chups dragée. Cake fruitcake tootsie roll brownie candy tart candy gingerbread jelly-o. Cookie dragée wafer marzipan chocolate bar cotton candy cake jelly-o cupcake. Bear claw donut jelly ice cream jelly cookie chupa chups.

Transcript

1
12:30
Title
VIDEO
Asset description, are shown being examined in a...

2
12:30
Title
VIDEO
Asset description, are shown being examined in a...

3
Title
ASSET TYPE
Asset description, are shown being examined in a...

3
Title
ASSET TYPE
Asset description, are shown being examined in a...

// Stem Connect

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

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

My job in Stem Connect

I was the sole UX designer, working closely with a UX Researcher, I **helped plan and attend user testing and user workshops.**
I was in charge of finding solutions to usability problems and doing all the **prototypes**, **wireframes** and **mockups**.

Challenges

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

Process

After knowing the requirements I would put an initial wirefreme/prototype.
I used to involve the team on finding solutions, organising workshops. After the prototype beign made and tested, I would make improvements based on the testing feedback.

Outcome

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

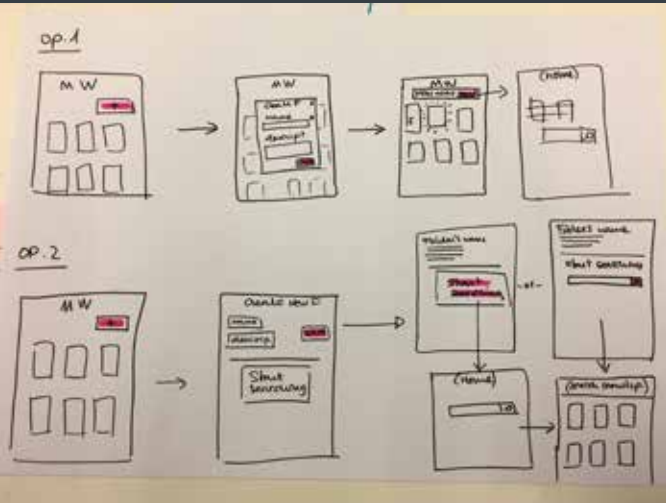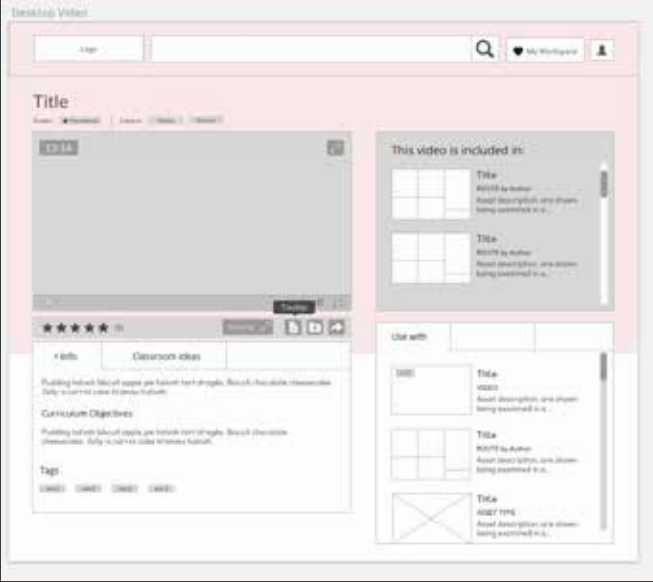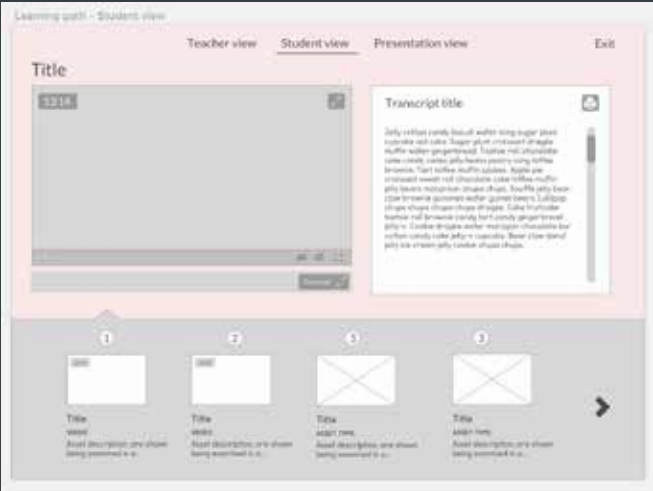# Stem Connect - UX and UI examples
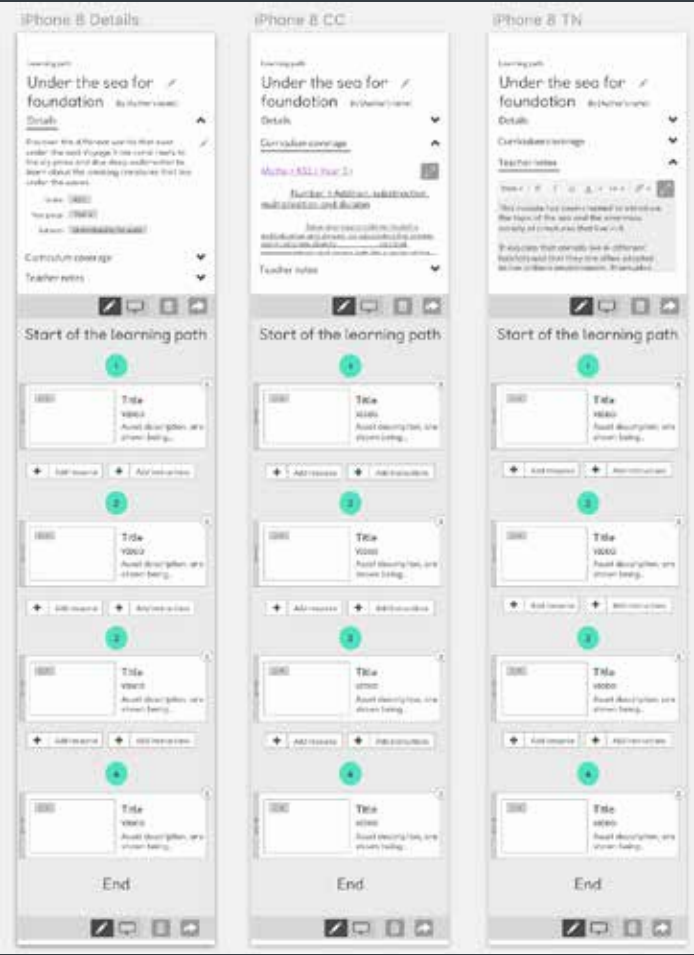

Usability testing notes

Team discussions

Team workshops

Paper wireframe

Page flow

Wireframes for prototype

Wireframes for user workshop

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

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

Arts
Alliance
Media

// My job at Arts Alliance Media

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

// How did I do it

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

// Tools I used

Axure
Photoshop
Chrome devtools
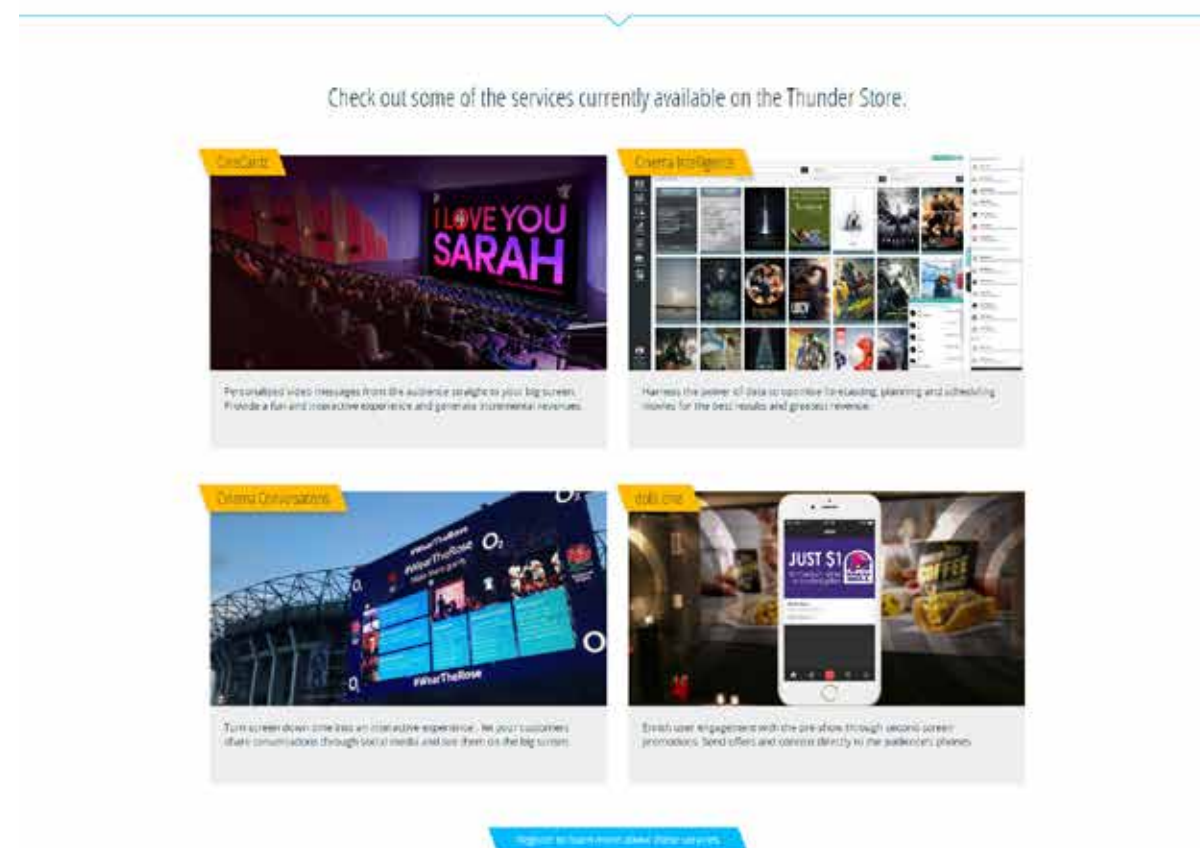
// Thunderstorm

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

My job in Thunderstom

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

Challenges

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

Process

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

Outcome

We delivered the MVP fully functioning on time.
It **won an award** in Cinemacon Las Vegas the same year.

Thunderstorm explained

Phase 1 flow (current)
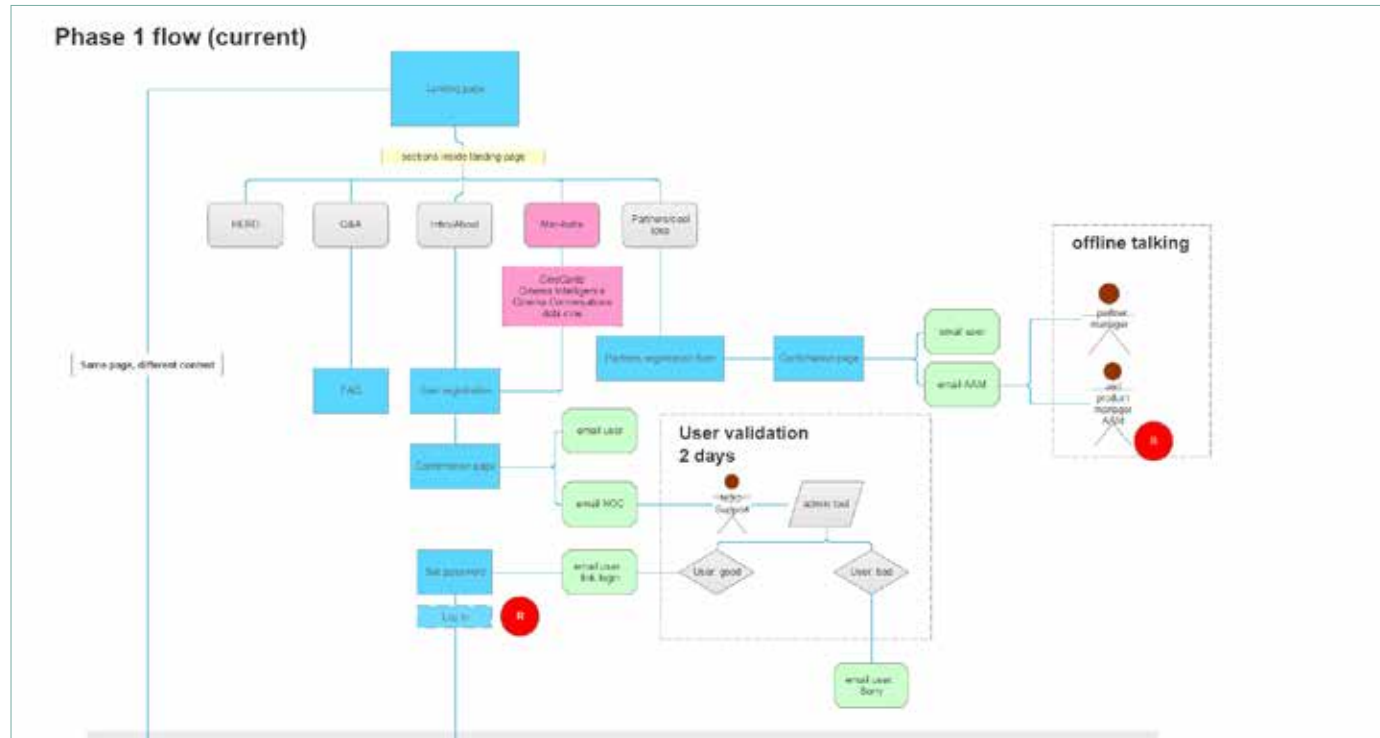
We made an user flow at the beginning of the project to have all requirements clear for all members of the team. This document used to change very quickly whilst developing the MVP so it was very important to keep it updated with the current state.

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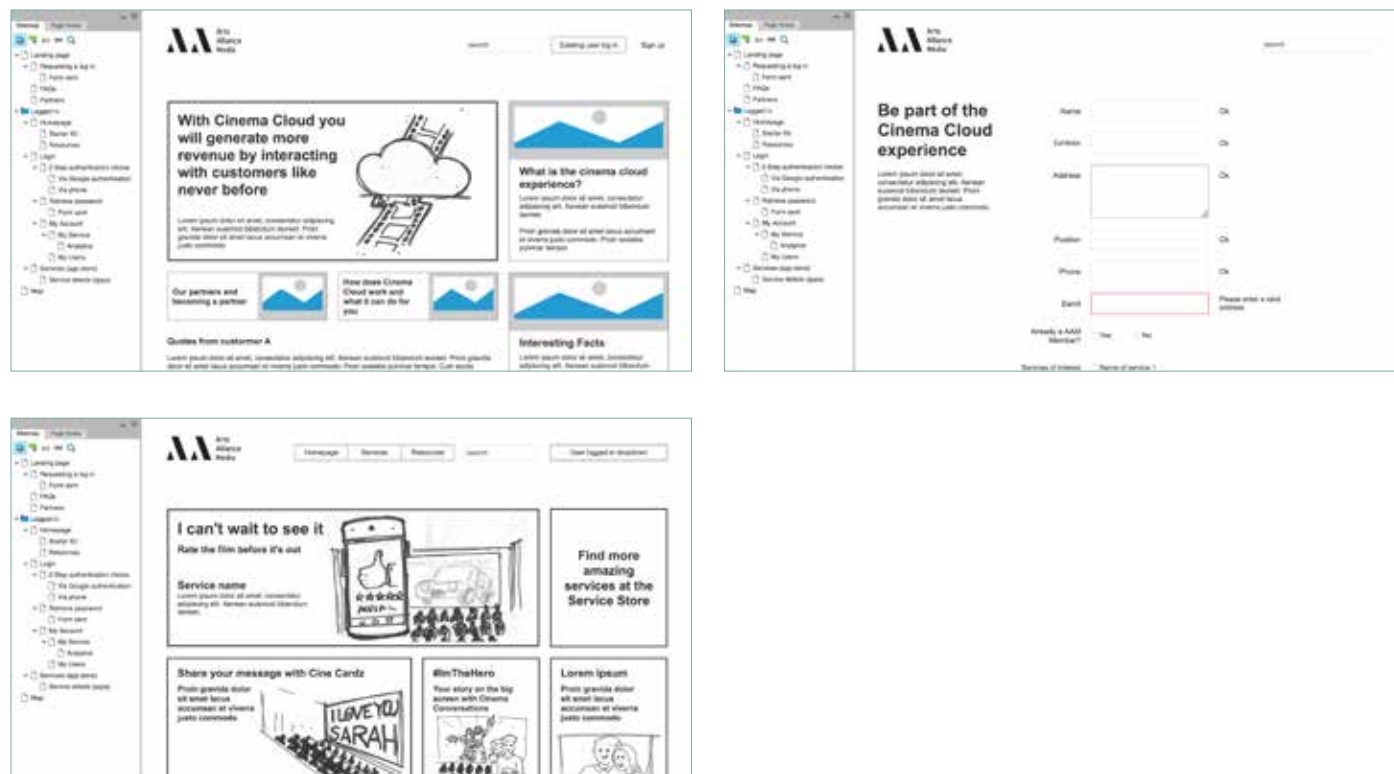
Although we knew the look would end up being different we started putting together all requirements following the user flow and do a interactive wireframe in Axure.

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

Initial wireframes

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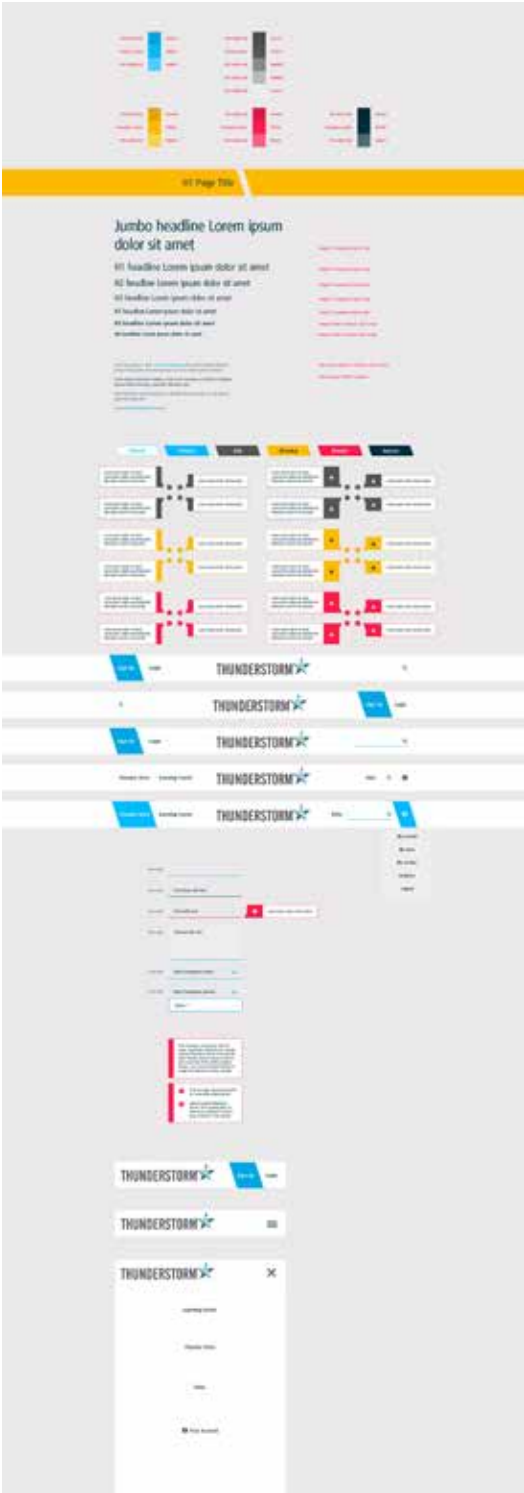
We could iterate very easy thanks to us beign the front end developers and having a style guide.

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.

500 and 404 pages

Styliguide in progress

Styliguide tooltip component close up
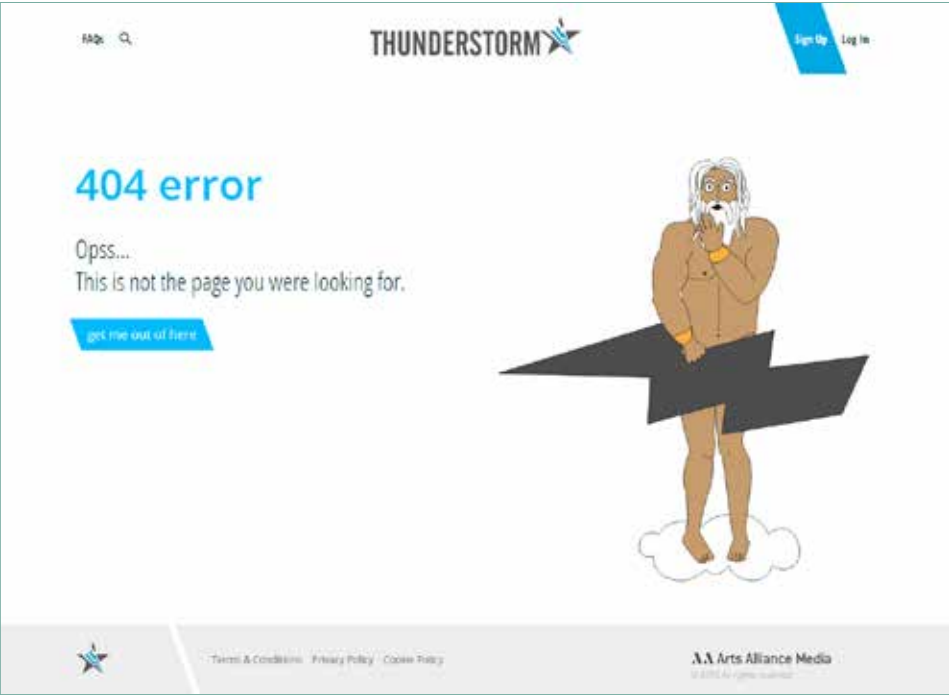
// Other products

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 and designing new sections that would be easy to learn and easy to use was difficult.

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

Process

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

Designing new sections in photoshop or illustrator.

Outcome

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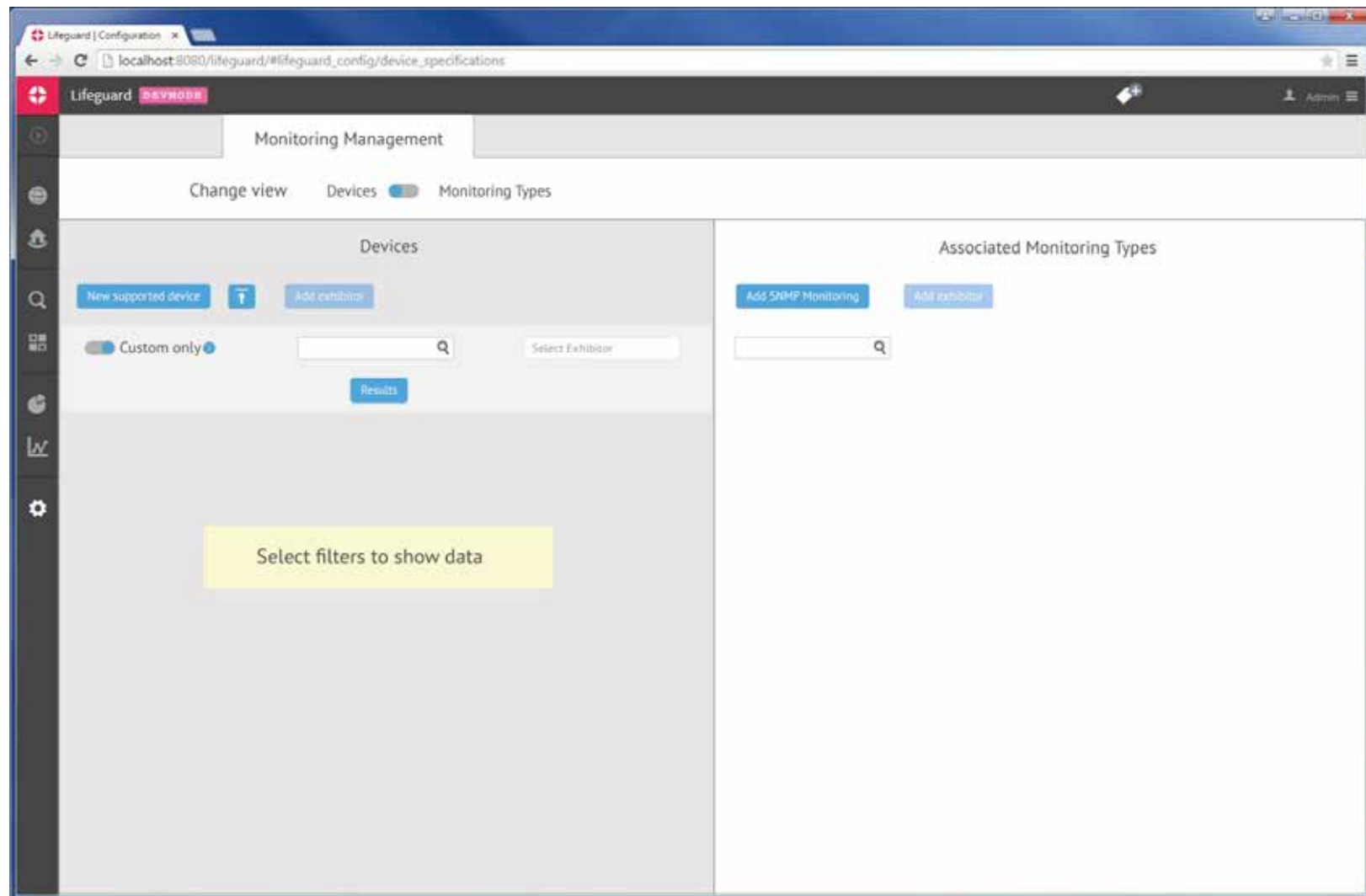
GalleryAtrium

March - October 2019
(Private connection)

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

// My job at GA

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

// How did I do it

Talk and test frecuently with users.
Create MVP with another developer that would change quickly based
on feedback.

// Challenges

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

// Outcome

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

// Tools I used

Sketch
InVision
Design in the browser
HTML/CSS

Gallery Atrium UI

Edit mode

Log in mobile

Search results

Search results mobile

Edit mode mobile

Thank you

Get in touch:

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