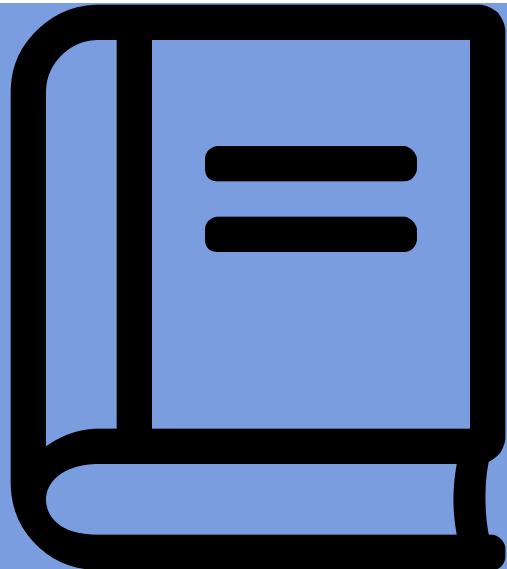




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1. UX Thinking - LocalPod
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# 1

# UX Thinking: LocalPod

An **Alexa Skill** for podcast lovers to **discover new podcasts** and **support local artists** without having to touch a thing.

**creative brief**

\*This project is concept only, crafted in 2021, it has never been developed.

# 1 Background & Design Problem

## What is LocalPod?

LocalPod is an Alexa Skill designed as a capstone project that provides a way for users to:

- Discover new podcasts
- Support local artists
- Without having to touch a thing

## The Problem

The problem I wanted to tackle here was threefold:

- Voice Assistants are most often utilized when a user's hands are otherwise occupied.
- Podcast listeners prefer to multitask while listening and want to discover new content.
- Consumers want to support local artists.



# 2

## Key Principles

### Smart Speaker Users are Busy

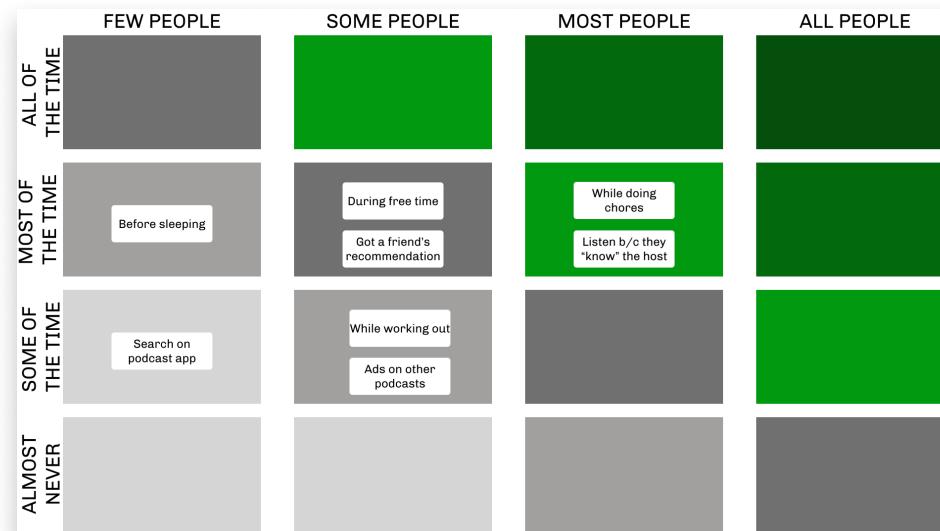
An ethnographic study revealed that most smart speaker users utilize their smart speakers [while performing other tasks](#).

### Podcast Listeners Don't Use Top Charts

Podcast listeners try new podcasts when they've been [recommended by a friend](#), [advertised](#) to them on another podcast, or are hosted by someone the listener is [already familiar with](#).

### Smart Speaker Users Don't Use Full Sentences

Most smart speaker users rely on [keywords](#) to convey their intent.



# 3

## Key Scenarios & Personas

### Smart Speaker Users are Young

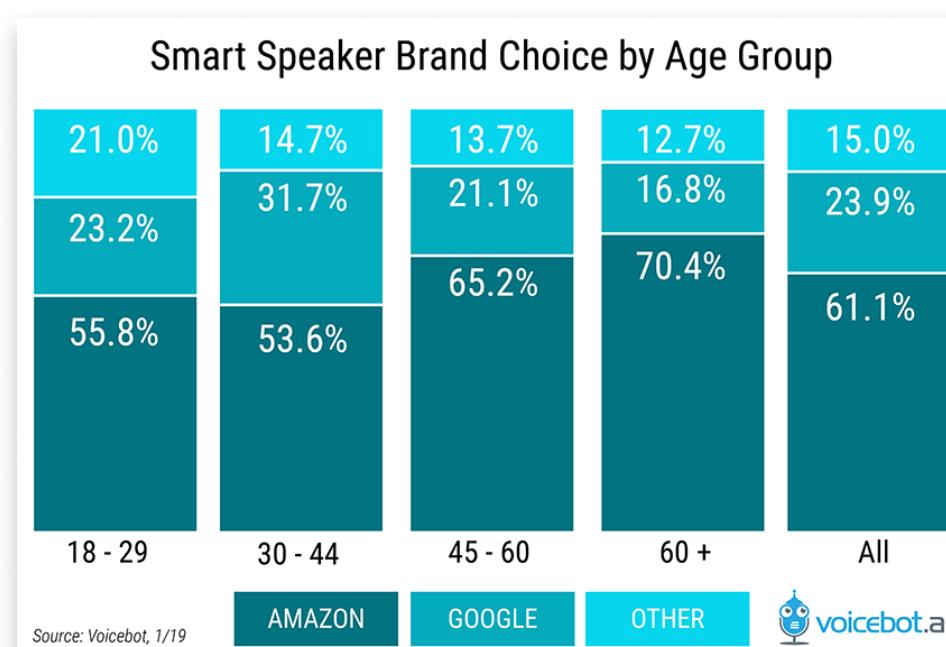
My persona would fall between ages [18-44](#).

### Most U.S. Residents are Podcast Listeners

51% of U.S. Residents have [listened to podcast](#), and 80% of those listeners listen to all or most of an episode.

### Amazon Smart Speakers are the Most Commonly Used

In every age demographic, [Amazon smart speakers](#) are the most commonly chosen.



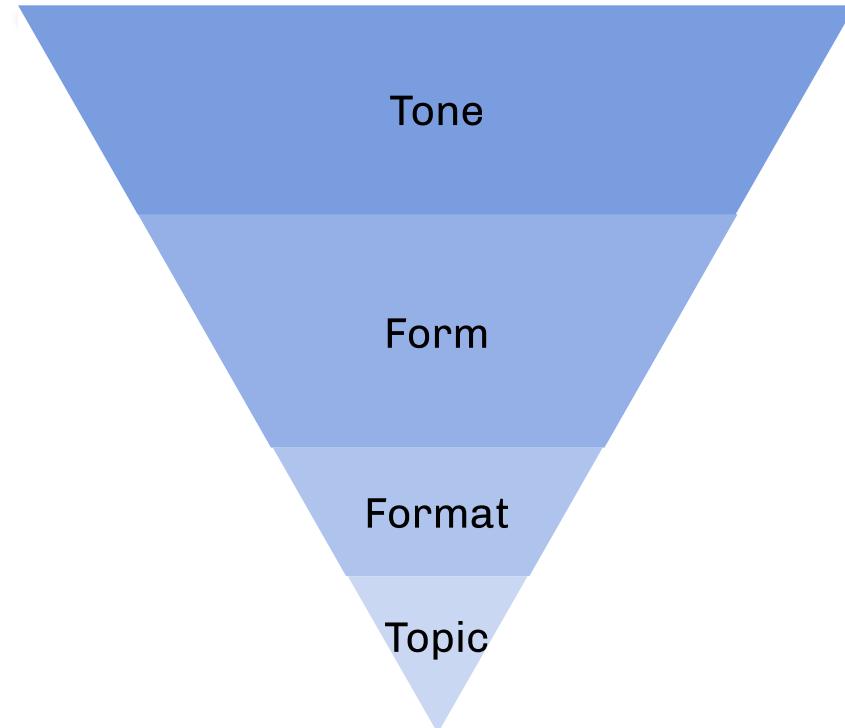


Rachel successfully uses  
LocalPod to discover a new  
local podcast that matches  
her taste.

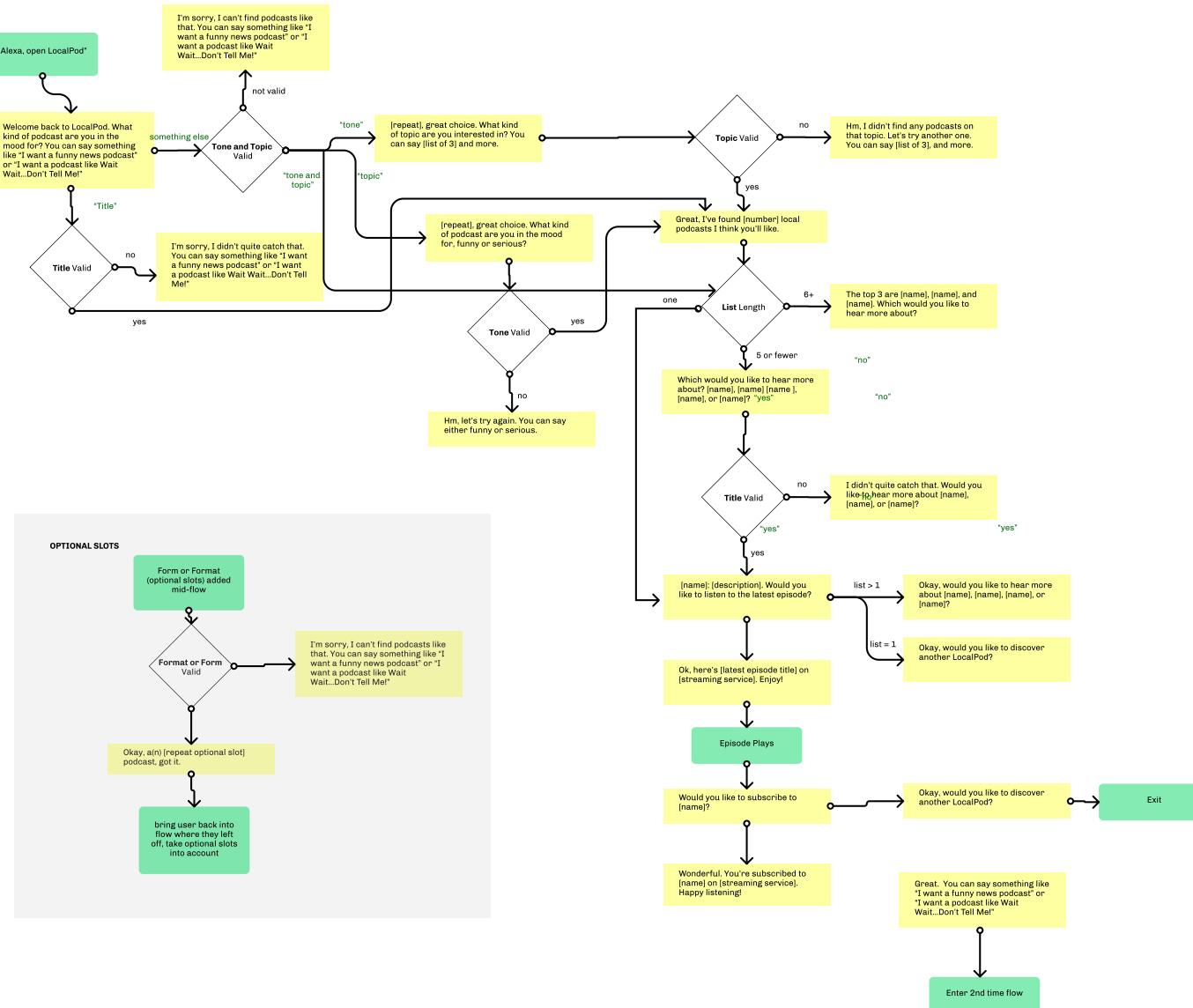
designing a prototype that flows

# Refining the Data Set

Knowing that [podcast listeners don't use top charts](#), I created a tagging system that would funnel podcasts down from a wide swath of recommendations to a narrower field of personalized options, more closely aligned to [a dialogue with a friend](#) when asking after favorite podcasts.



# User Flows & Prototype



I designed a flow chart to capture LocalPod's responses to a **variety of utterances** and intents, as well as capturing responses to **unprompted specifics** (optional slots) from the user.

# 2

## UX/UI in Web Design: robertpearlmd.com

Increasing engagement and driving pre-orders and sales of an upcoming work of non-fiction on an author's personal website.

creative brief

\*Redesign released in May 2021

# 1 Background & Design Problem

## Who is Robert Pearl, MD?

Former CEO of Kaiser Permanente and acclaimed author of both *Mistreated* and *Uncaring*.

## The Problem

Pearl needed a website redesign that:

- Increased [newsletter](#) subscriptions
- Increased [blog](#) readership
- Drove [preorders and sales](#) of *Uncaring*

ROBERT PEARL, MD

BOOKS SPEAKING NEWS BLOG 🔍 NEWSLETTER Q.

Bestselling Author

"*Mistreated* is a brilliant and original analysis from one of medicine's most insightful leaders. The doctor is in."

Malcolm Gladwell

Author

About *Mistreated*

**Mistreated**  
*Why We Think We're Getting Good Health Care—And Why We're Usually Wrong*  
A Washington Post Bestseller By Robert Pearl, MD

The Biggest Problem In American Healthcare Is Us.

Do you know how to tell good healthcare from the bad? As patients, we wrongly assume the "best" care is dependent mainly on the newest medications, the most complex treatments, and the smartest doctors.

Americans look for healthcare solutions in the wrong places. For example, hundreds of thousands of lives could be saved each year if doctors reduced common errors and maximized preventive medicine.

For Dr. Robert Pearl, these kinds of mistakes are a matter of professional importance, but also personal significance: he lost his own father due in part to poor communication and treatment planning by doctors. Consumers make costly mistakes too. We demand modern information technology from our banks, airlines, and retailers, but we passively accept last century's technology in our healthcare.

Solving the challenges of healthcare starts with understanding these problems. *Mistreated* explains why subconscious misperceptions are so common in medicine, and shows how modifying the structure, technology, financing, and leadership of American health care could radically improve quality outcomes. This important book proves we can overcome our fears and faulty assumptions and provides a roadmap for a better, healthier future.

A portion of the original site

## 2 Key Principles

### Organize Logically

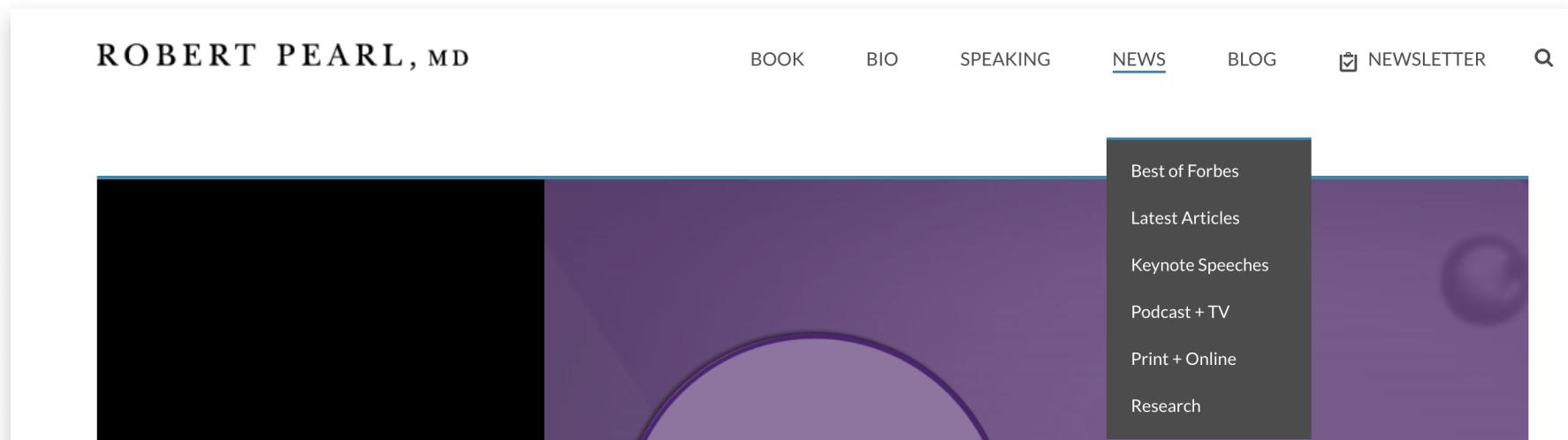
The site's information architecture didn't match user's mental models, and created **too many hyper-specific categories.**

### Decrease Text

Lengthy descriptions weighed down pages that should have been **more scanable.**

### Increase Images

The site needed content that would attract users and **draw them into taking key actions.**



A sample of the original site navigation

# 3 Business Constraints

## Quick Turnaround

With the book coming out in a manner of months, the work had to be [done quickly](#) to boost preorders and sales.

## Retaining the Same Theme

As a result, there wouldn't be time to customize the website's WordPress theme. Instead, we focused the redesign on [information architecture](#) and [minor UI tweaks](#).

The screenshot shows the footer of the original website. It features a light gray background with three columns. The left column contains the text "ROBERT PEARL, MD". The middle column contains a link to "Latest tweets by RobertPearlMD". The right column is a contact form titled "CONTACT US" with fields for Name, Email, a message area, and a Captcha field. Below the contact form is a "hattize" logo and a "SEND MESSAGE" button.

ROBERT PEARL, MD

Latest tweets by RobertPearlMD

CONTACT US

Name

Email

Type your message...

Enter Captcha

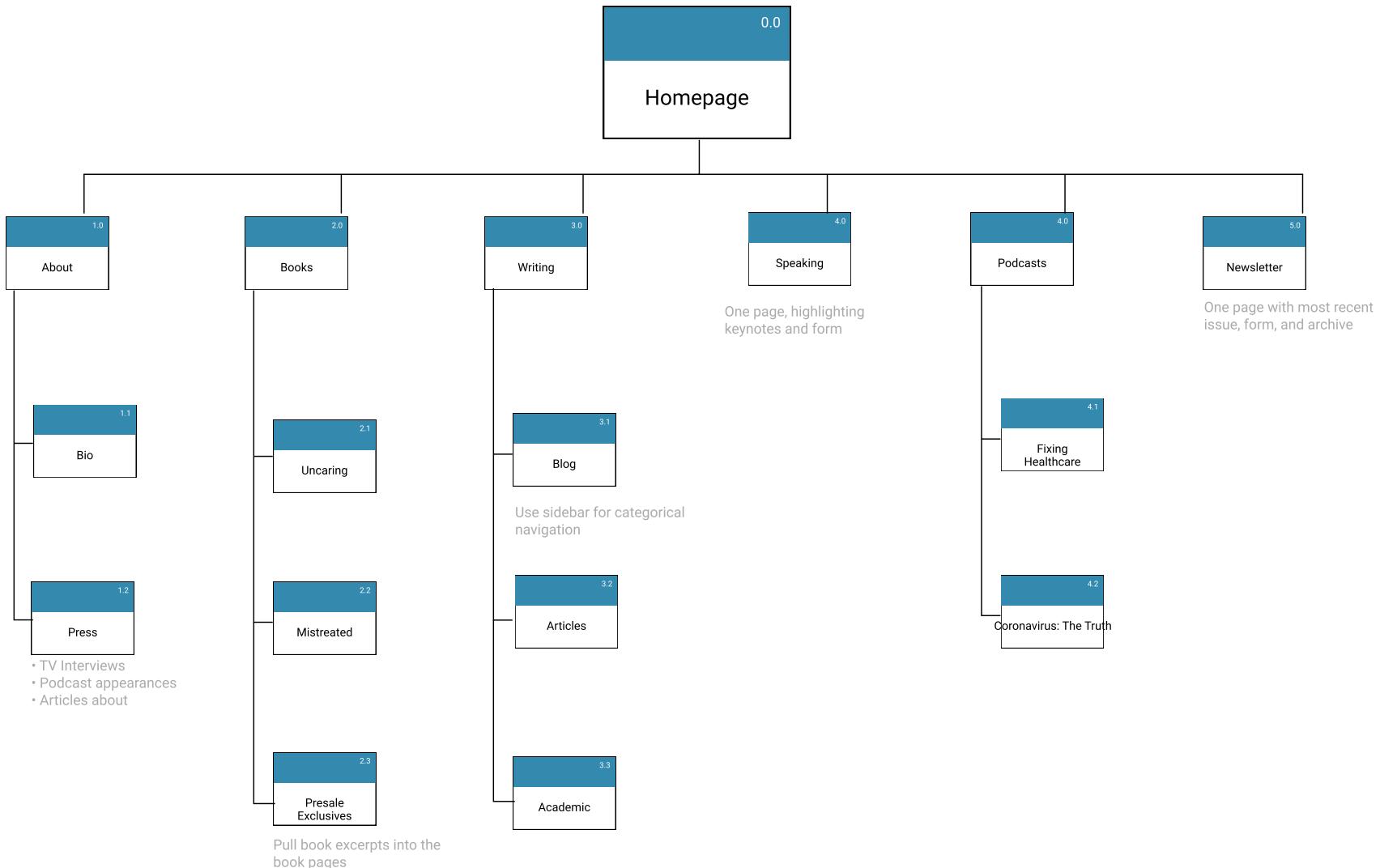
Not readable? Change text.

hattize

SEND MESSAGE

The site's original footer

# Organizing the Site



Using a card sort exercise, I developed an updated site map to reorganize content in a more logical and easier to follow pattern.

# Increasing Visual Clarity

I focused on an image-heavy split home screen. Utilizing a predictive AI eye-tracking software, I verified that the design would draw user's attention to the simple and clear calls to action, which aligned with the goals of the redesign.

ROBERT PEARL, MD      BOOK      BIO      SPEAKING      NEWS      BLOG      NEWSLETTER      Q



original home screen

The redesigned home screen has a white background. It includes the same navigation bar at the top. Below it, there are three main sections: 1) A book cover for 'UNCARING' by Robert Pearl, MD, with 'PREORDER' and 'CLAIM PRESALE EXCLUSIVES' buttons below it. 2) A section for 'Monthly Musings on American Healthcare' featuring a blue hexagonal pattern and a 'SUBSCRIBE TO THE NEWSLETTER' button. 3) A smaller section on the right side.

redesigned home screen

# Updating Branding

I developed a new pattern for page headers which focused on building Pearl's credibility and brand, starting each page with a quote from a notable peer lauding his talents. In addition, I cut down on text content outside of blog posts in order to make the site quickly navigable and digestible.

ROBERT PEARL, MD

ABOUT BOOKS WRITING SPEAKING PODCASTS NEWSLETTER Q

“No one is better qualified to write about what ails healthcare than Robert Pearl.”  
-Malcolm Gladwell

  
**Uncaring**  
Doctors are taught how to cure people. But they don't always know how to care for them.  
Do we have a super duper short description of the book, like just a couple sentences? Or can we get one? That's what I would like to put here.  
[PREORDER](#) [CLAIM PRESALE EXCLUSIVES](#)

  
**Mistreated**  
Why We Think We're Getting Good Health Care—And Why We're Usually Wrong  
Do we have a super duper short description of the book, like just a couple sentences? Or can we get one? That's what I would like to put here.  
[BUY NOW](#)

---

ROBERT PEARL, MD

Enter email to subscribe to Monthly Musings Newsletter

SUBSCRIBE

# 3

## Utilizing a Design System: GetMyPayStub

Creating a payroll software  
that solves **pain points** that  
**acutely impact** restaurant  
clients.

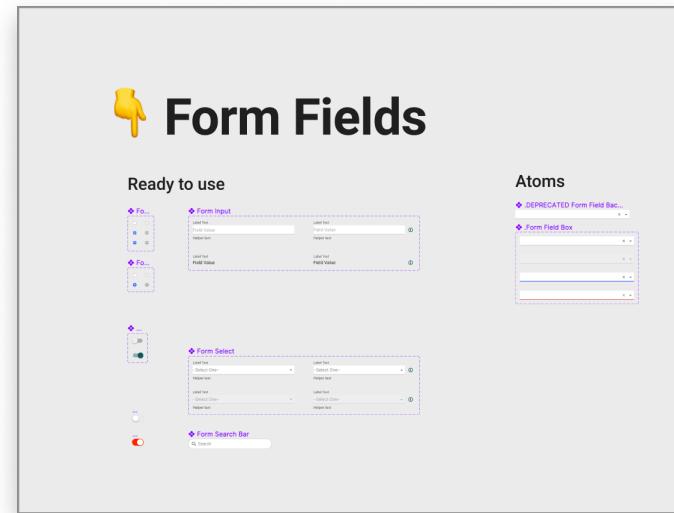
creative brief

# 1

## Background & Design Problem

### What is GetMyPayStub?

A payroll software that solves **pain points that acutely impact restaurant clients**. It already had a well-established design system when I joined the team.



Sample page from the design system

### The Problem

Create a payroll software that:

- Accounts for **high turnover**
- Accounts for **varied and complex org structures**
- Reduces the need for **phone support**
- **Clearly conveys and documents** potential problems
- **Automates** internal sales and back office activities

# 2

## Key Principles

Automate, safeguard, empower

Put caution before convenience

Provide full capabilities on phone & tablet

Enable action while maintaining context

Look simple, be powerful

Be consistent, within reason

Show and up-sell, rather than hide

Embrace the potential to white-label

# Using Pre-Existing Patterns to Solve New Problems

Void a Previous Check

Summary

**NET AMOUNT OVERPAID**

Net Amount	\$ -227.30
Simple IRA	\$ -33.78
Garnishment	\$ -52.67
Total	\$ -313.75

Create Overpayment Deduction

Include Additional Items: [?](#)

Simple IRA  
 Garnishment

BEGINNING BALANCE	ADDITIONS	ENDING BALANCE	MAX TO WITHHOLD
\$ --	\$ 313.75	\$ 313.75	\$ 313.75

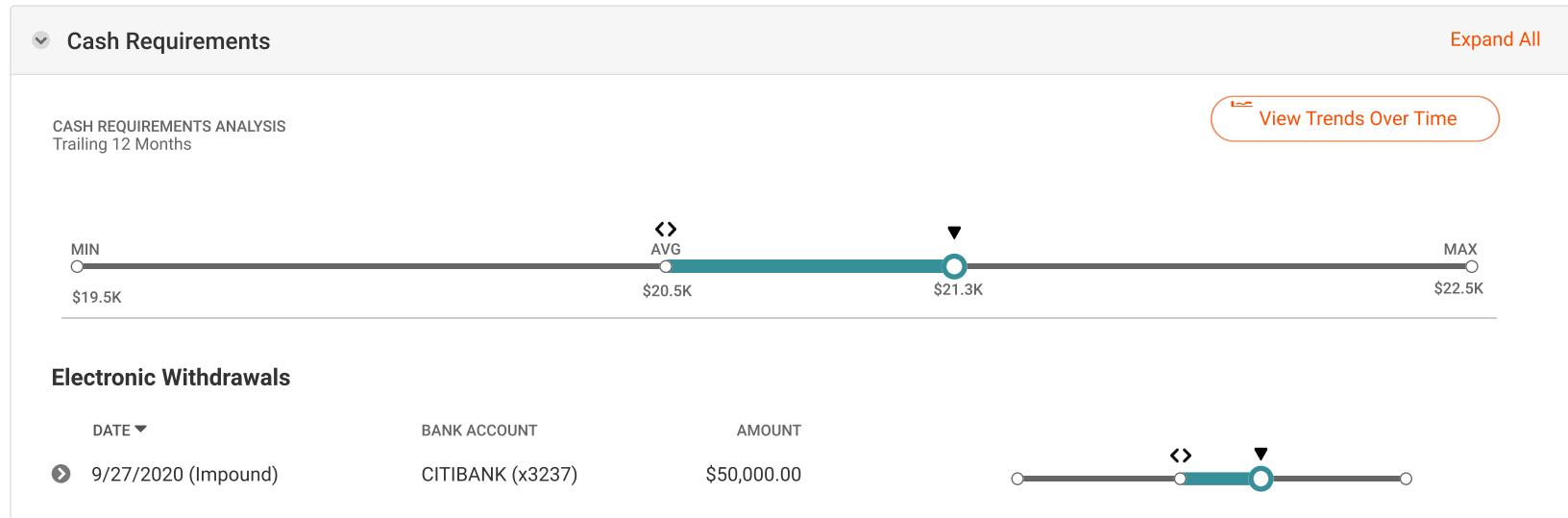
**TAX CREDITS**

DESCRIPTION	AMOUNT
SOC SEC EE	\$69.81
MED EE	\$16.33
FED WH	\$36.91
Total	\$123.05

[Back](#) Save

I designed a modal experience that would allow users to void a previous check while maintaining the context of the pay grid, utilizing [pre-existing table patterns](#) from our current paystub designs. Those, combined with our extent [form patterns](#) and [editable cells from the grid](#), became a new modal UI that would [flow logically](#) through the voiding process.

# Creating a New Pattern Using the Design System



I utilized the design system's [color palettes](#) and [font requirements](#) in order to create a [new graph](#) that conveys the most important data quickly and clearly.

# 4

## Applying Branding: Tony Awards

Applying existent branding to  
create a **ticketing experience**  
**that feels seamless.**

creative brief

# 1

## Background & Design Problem

### What are the Tony Awards?

Annual awards for distinguished achievement in American Theatre, which have a complex ticketing request system.

### The Problem

Create a ticket request form that:

- Flowed logically
- Matched the 74th Annual Tony Awards branding (see below)

The screenshot shows the official website for the Tony Awards. At the top, there's a navigation bar with links for 'NOMINATIONS', 'WINNERS', 'MULTIMEDIA', 'TONY NIGHT', 'SHOP', 'HISTORY', and 'ABOUT'. Above the main content area, it says 'Presented By' followed by logos for 'BROADWAY LEAGUE' and 'AMERICAN THEATRE WING'. To the right is a search bar. A banner at the top reads 'AWARD SUBMISSIONS OPEN!' and features the question 'DO YOU KNOW AN AMAZING THEATRE TEACHER?'. Below this, there's a large image of a Tony Award statuette. To the left of the statuette, the text 'TONY AWARD WINNERS' is displayed. To the right, it says 'SPECIAL TONY AWARD FOR LIFETIME ACHIEVEMENT IN THE THEATRE' and lists 'GRACIELA DANIELE'. At the bottom of the main section, there are arrows pointing left and right with the text 'VIEW ALL WINNERS' between them.

# Applying Branding to the Form

**74TH ANNUAL TONY AWARD CEREMONY TELECAST [WINTER GARDEN THEATRE]**

**TICKETS**

Quantity	Ticket Type
0	Prime Orchestra & Prime Mezzanine \$2,500.00 Ceremony Tickets
0	Mezzanine \$1,995.00 Ceremony Tickets

# of Tickets 0 (2 max)

Subtotal

Service Fee

**Grand Total**

**PURCHASER INFORMATION**

First name: \_\_\_\_\_ Last name: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Affiliation: \_\_\_\_\_ Affiliation Details: \_\_\_\_\_

**ATTENDEES**

Please list the full name of each guest attending - photo ID will be required.  
 If you are not sure yet, put 'TBD' - however, please note that we will need a final attendee list by Tuesday, September 7.

**DELIVERY**

In-person pickup (free) - scheduled for the week prior to the ceremony  
 FedEx (\$30) - sent the week prior to the ceremony for patrons outside of New York City within the US

**PAYMENT INFORMATION**

Check     Credit Card

**NOTES**

Order notes  
 Please leave any additional comments for the ticketing staff.

By checking this box, you acknowledge and understand that in order to enter the theatre, all ticket holders are required to be fully vaccinated with an FDA or WHO authorized vaccine.

By checking this box, you acknowledge and understand that an inherent risk of exposure to COVID-19 exists in any place where people gather.

By clicking Submit, you authorize GuestTix LLC to charge the Grand Total listed above and agree to the [Privacy Policy](#).

Your payment will not be processed until we confirm your ticket order. Due to the high volume of orders and our limited seating capacity, not all orders are guaranteed to be filled. *All sales are final. No refunds or exchanges.*

**Submit Order**

I designed a form that applied the Tony Awards **brand fonts and colors** seamlessly in a **logical form** that clarified a **complex ticket request process**.