

Laboy

portfolio

Design Researcher
UX Designer
Design Strategist

Adamarie Laboy-Colón

I work at the convergence of research and design

WHO AM I?

research-heavy
design-driven
business-oriented

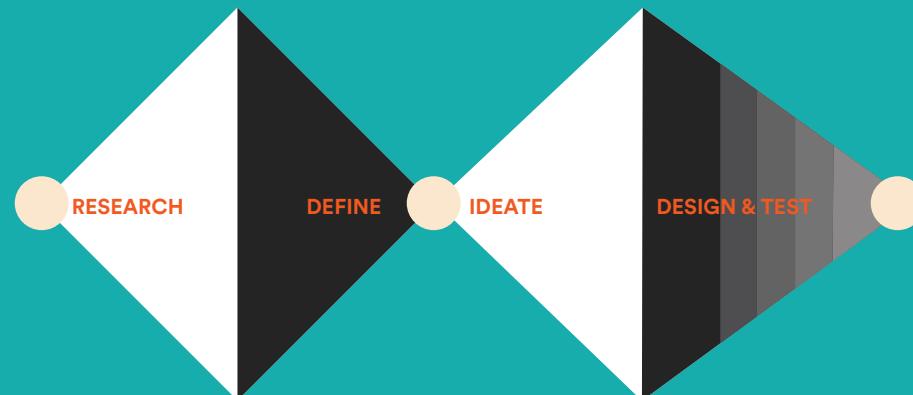
Skills:

Sketch
Adobe Creative Cloud
Invision
A/B Tests

Languages:

Español
English

TOOLKIT



RESEARCH

Hypotheses
Learning Guides
Case Studies
Research Plan

User Observations DB
1:1 Interviews
Ethnographic
Participatory
Card Sorting
Diary Studies

DEFINE

Research Synthesis
Concept Mapping
Insight Development
Roleplaying
Infographics (Affinity, Journey, Empathy Maps)
Persona(s)

IDEATE

Co-creation sessions (brainstorming, sketching, rapid designing)
Stakeholder Ideation sessions

DESIGN & TEST

Low, Medium, High Fidelity prototypes
Usability Tests
A/B Tests

Business Modeling
Product Roadmap
Concept and Solution and evaluation

my latest work

En Route

Solo travel planning for curious travelers

Research Problem Discovery:

Current travel planning experiences equal to fragmented itinerary planning and scattered memories throughout the trip.

Opportunity:

To help create a thread of consistent and coherent memory-building experiences where you can live in the moment when you travel.

Output:

An easy-to-use app that:

- Personalizes your itinerary
- Provides neighborhood routes so you can choose places you like (add them to your itinerary in a shopping-bag style)
- Evaluate the time estimation of the route
- Help you debrief your trip according to what you see, listen, feel, taste, and touch.

The image displays several screenshots of the En Route app's user interface. At the top left is a photo of a building under construction with scaffolding. Below it is a section titled "West Village" featuring five circular icons labeled "What To Eat", "What To Learn", "What To See", "What To Listen", and "What To Do". To the right of this is a detailed view of a neighborhood itinerary. The top part shows a photo of a bar interior with a menu board. Below it is a list of restaurants with ratings and descriptions: "Wallse \$\$\$ Traditional Austrian fare gets an elegant spin. There may be no better place to delve into the wide world of Austrian wine grapes, from Blaufrancsk to Zierfandler.", "Don Angie \$\$\$ An Italian-American restaurant where you can find a modern take of cafe, yet an bar. Founded by", "Fairfax \$\$ A cozy, inviting cafe, yet an intriguing wine bar. Founded by", "Bistro Pierre Lapin \$\$ Indulgent French classics in a white tablecloth, candlelit setting with bar", and "Hao Noodle & Tea \$\$ From the claypot dumplings that are basically mini omelettes swimming". Further down is a section for "What To See" with a photo of a room and a "What To Listen" section with a photo of a band performing. On the far right is a map of New York City with a highlighted route from "The Spot" to "Wallse" in Greenwich Village. Below the map are sections for "Recommended Plates" (Wiener schnitzel, Spaetzle with rabbit) and "Reservations" (link: <https://www.lamerericafacile.com>). At the bottom is a large screenshot of the app's main screen titled "New York Trip" showing a grid of neighborhood cards: East Village, Financial District, Chelsea, Soho, West Village, Williamsburg, Flatiron, DUMBO, and Bushwick, each with a small photo and a brief description.

Design Research Manual

A guide for using qualitative methodologies to propel design-driven business results

UX RESEARCH UX DESIGN

Problem:

eMarketer's product team is in an ongoing process to adapt towards being more customer-centric. The design team was only composed by three people, myself included.

Opportunity:

As a UX Research/Design Research practitioner, my position was to serve as a guide and provide the necessary tools to empower the design team to be more research-heavy.

Output:

A design research manual that includes:

- What is design research and why now?
 - Design Research Process Map
 - Principles
 - Ethics
 - Team roles
 - Design Research Toolkit & Methodologies



eMarketer PRO Homepage

Redesigning the way users navigate eMarketer

Problem:

Users were only interacting with eMarketer content through emails and whenever they searched, making other content disappear from their radar.

Opportunity:

Research on current user behaviors, analyze what users yearn from eMarketer, and evaluate emerging behaviors that will allow for a new design.

Design a customized experience that provides users content they are interested in based on their job roles, recent reports, and colleague readership.

Output:

A discover section that encouraged more content interaction.

Since its launch in January 2019, this section had contributed over 30,000 content views.

The screenshot shows the eMarketer PRO homepage with a clean, modern design. At the top, there's a navigation bar with a search bar, dropdown menus for Topics, Countries, Industries, and Demographics, and a 'Refer a Colleague' button. Below the header, there are three main sections: 'Your Competitors in Professional Services Are Viewing', 'Your Colleagues at eMarketer Are Viewing', and 'Latest Reports'. Each section contains a grid of cards with thumbnail images, titles, and subtitles. The cards are dark-themed with some light-colored text and icons. The overall layout is user-friendly and designed to encourage exploration of various content types.

eMarketer Product Concepts & Improvements

Developing seamless experiences for users

Opportunity:

To get ahead of tech sprints and other teams to showcase future product roadmap ideas.

Outputs:

- eMarketer Podcast page design (a grand amount of users rely on eMarketer Podcast because of time-effectiveness)
- Single Page App Concept

ADDITIONAL IMPROVEMENTS

- Redesign: Registration Experience
- New Idea: “PRO VIEW” Experience

eMarketer Podcast Design

The image displays three different views of the eMarketer Podcast page design:

- Left View:** A list view showing episodes like "How Tik-Tok Took Over". It includes a sidebar for "View Option" (Grid or List) and "Categories" (eSports, Traditional Media, etc.).
- Middle View:** A grid view showing the same episodes. It includes a sidebar for "View Option" (Latest or Trending) and "Categories".
- Right View:** A search results page for "How Tik-Tok Took Over". It shows a search bar, a sidebar for "Categories", and a list of results.

Single Page App Concept

The image displays two screenshots of the Single Page App Concept:

- Left Screenshot:** Shows a dark sidebar with various navigation links: Home, Search, Topics, Industries, Countries, Demographics, Reports, Forecasts, My Profile, Contact Us, and Retailers & Restaurants. At the bottom is a "Refer a Colleague" button.
- Right Screenshot:** Shows a main content area with a search bar and a sidebar for "Digital" categories. The sidebar lists topics such as Digital Ad Spending, Digital Display Ad Spending, Digital Video Ad Spending, Digital Advertising, Digital Display Advertising, Digital Media Buying, Digital Video Advertising, Digital Content, Digital Music, Digital Video, Digital Shoppers & Buyers, Digital Privacy & Security, Digital Retail Practices, and Digital Travel Sales.

DESIGN RESEARCH UX DESIGN

Odyssey

Crafting a new way to reflect on past and future career skills.

Insight:

Job seekers are unable to build a story around their career path because they lack a clear career goal.

Opportunity:

Help job seekers and career changers to improve their storytelling abilities to portray their multidisciplinary skills.

Output:

An app (Odyssey) to help career changers craft an impactful professional narrative for their next career move by helping them identify transferable skills, strengths, and experiences.

Citi Ventures (Citi Bank) | Parsons School of Design



thank you for viewing!

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