

*Laboy*

# portfolio

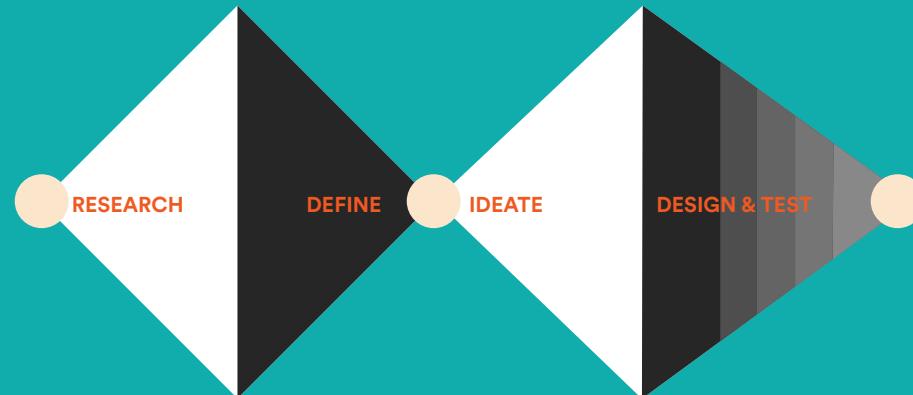
Design Researcher  
UX Designer  
Design Strategist

Adamarie Laboy-Colón

I work at the convergence of research and design

## WHO AM I?

research-heavy  
design-driven  
business-oriented



### 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 equals to fragmented itinerary planning and scattered memories throughout the trip.

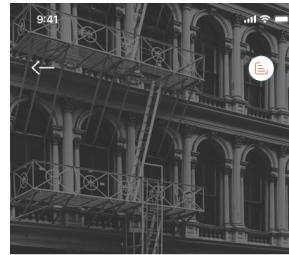
## Opportunity:

To help create a thread of consistent and coherent memory-building experience 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.



West Village



What To Eat



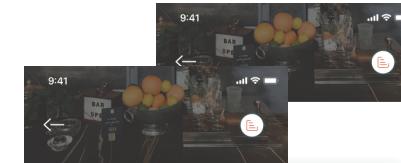
What To Learn



What To See

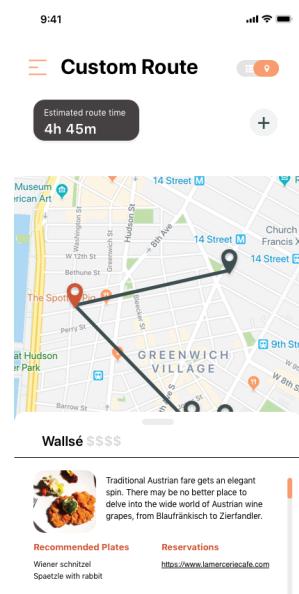


What To Listen



What To Eat

Wallsé \$\$\$ 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.	+ See more
Don Angie \$\$\$ An Italian-American restaurant where you can find a modern take of cafe, yet an bar. Founded by	+ See more
Fairfax \$\$ A cozy, inviting cafe, yet an intriguing wine bar. Founded by Lapin \$\$\$ In classics in a white light setting with bar	+ See more
Bistro Pierre Lapin \$\$\$ Indulgent French classics in a white tablecloth, candlelit setting with bar	+ See more
Hao Noodle & Tea \$\$ From the claypot dumplings that are basically mini omelettes swimming	+ See more
The Spaniard \$\$ Indulgent French classics in a white tablecloth, candlelit setting with bar	+ See more



# Design Research Manual

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

## 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 dark-themed 'Discover' section. 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 navigation is a grid of content cards. The first row is titled 'Your Competitors in Professional Services Are Viewing' and includes cards for 'US Programmatic Ad Spending Forecast 2019', 'Most Cord-Cutters Aren't Missing Cable TV', 'Ad Buyers Usually Pay More Than \$20 For Connected TV CPMs', 'Putting the Everywhere in 'TV Everywhere'', 'Pandora Appeals to Advertisers with 'Co-Listening' Data', and 'More T Network Only in'. The second row is titled 'Your Colleagues at eMarketer Are Viewing' and includes cards for 'Has 'Access' Defined the Millennial Generation?', 'Upfront Digital Video Ad Spending, US', 'Privacy Concerns, Lack of Visuals Still Preventing Smart Speaker Buying', 'Email Marketing StatPack 2018', 'Inside Facebook: Are All These Scandals Starting to Affect Usage?', and 'Engage D Favorite Channe'. The third row is titled 'Latest Reports' and includes cards for 'US Programmatic Ad Spending Forecast 2019', 'A Primer on Automating TV Buying', 'Digital Display Ad Pricing StatPack', 'Q1 2019 Social Trends', 'France Digital Ad Spending 2019', and 'Location'.

# 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 versions of the eMarketer Podcast page design. The first version shows a grid of episodes with titles like 'How Tik-Tok Took Over'. The second version shows a list of episodes. The third version is a detailed view of an episode titled 'How Tik-Tok Took Over', showing the episode title, a play button, and a description: 'After the rise and fall of Vine, a media app for popularity and quirky users...'. There are also links to 'Subscribe' and download options for SoundCloud, Apple Podcast, and Spotify.

## Single Page App Concept

The image displays two screenshots of the Single Page App Concept. The left screenshot shows the navigation sidebar with 'PRO' at the top and various menu items like Home, Search, Topics, Industries, Countries, Demographics, Reports, Forecasts, My Profile, Contact Us, and Retailers & Restaurants. The right screenshot shows a search results page for 'Digital' with a sidebar and a main content area listing 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

Developing seamless experiences for users

Citi Ventures (Citi Bank) | Parsons School of Design

### 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.



**thank you for viewing!**

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