

ANITA SENGUPTA

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Portfolio



My Approach

①

Research-based

Good design starts with a well-understood problem space. I maintain an inquisitive approach throughout the design cycle, using generative and evaluative research methods on an ongoing basis to understand the problem, ground designs in context, validate solutions, and evolve designs over time.

②

Community-minded

Design processes and outcomes have the capacity to empower individuals and support resilient communities. I bring a community-oriented approach to my work by centering user research, embracing community collaboration, designing to support user agency, and creating open tools, resources, and design artefacts.

③

Future-oriented

Design is future-making, in that it has a key role in defining the possibility spaces of our future. While designing, I'm mindful of the possibilities that are created, encouraged, and closed. Furthermore, I aim to make well-structured, modular, composable design artifacts that are resilient to future uses and changes.

④

Collaborative

Design is done best when it takes its technical and social contexts into account. I invite developers, stakeholders, and community members into the process by operating transparently and facilitating collaborative processes, so that together we can build robust, holistically-minded solutions.

⑤

Resourceful

No matter the context, I can get things done. Whether it's taking a project from 0 to 1, entering a new domain, or working in constrained contexts, I'm self-starting, adaptive, and eager to learn. I'm experienced in delivering quality designs in urgent contexts, maturing design teams and processes along the way.

⑥

Strategic

I'm strategy-minded, always orienting design initiatives toward larger organizational goals. To this end, I balance creativity and rationality in my design practice, grounding experimentation and discovery in structure and vision. This results in impact-oriented designs that support larger goals.

Pamono Vendor Portal

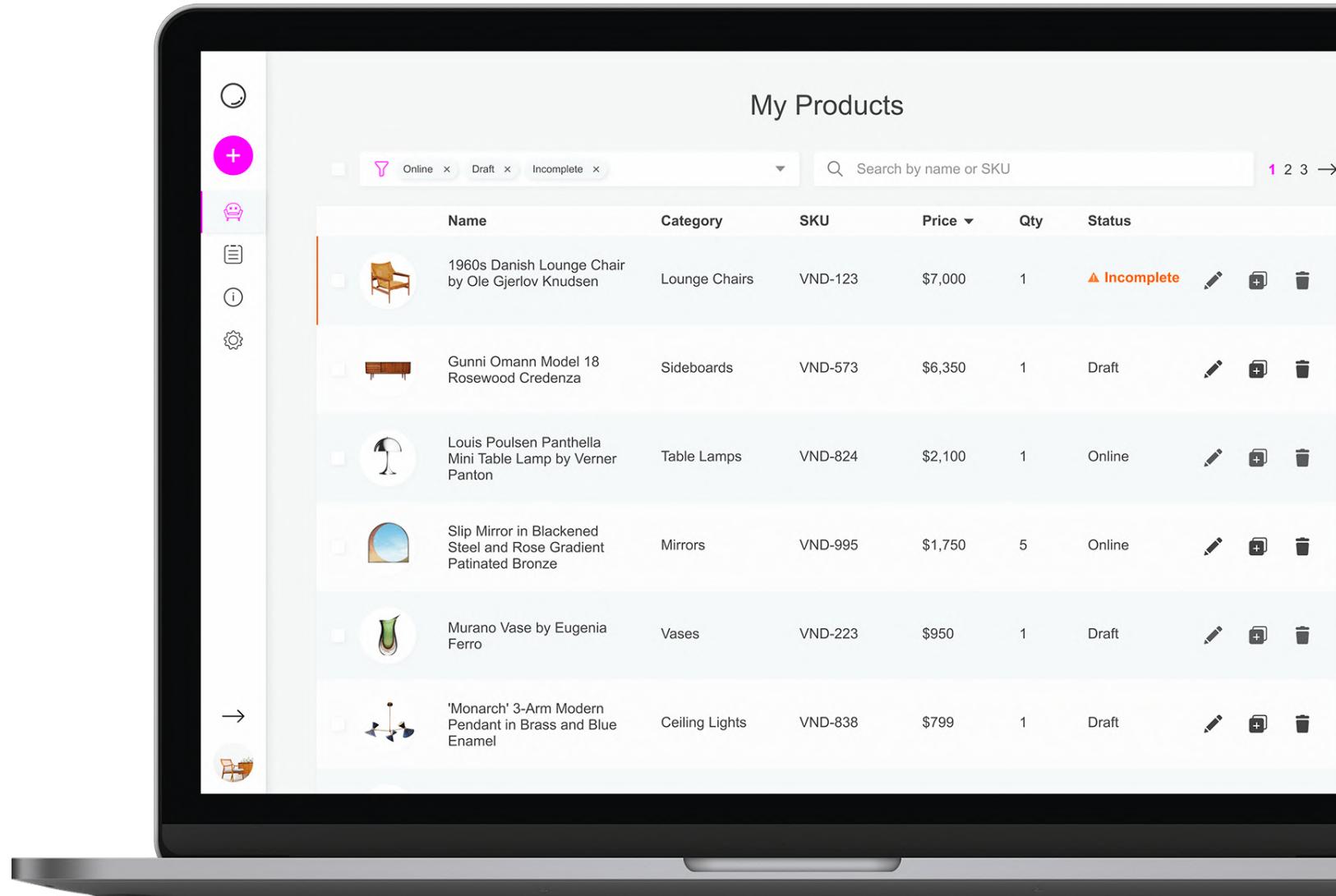
A rebuilt inventory management platform with big KPI impacts

TYPE B2B platform

ROLE UX Designer (team of 1)

BACKGROUND Pamono is an e-commerce marketplace for furniture. Historically, the customer-facing website took priority, and the Vendor Portal stayed a minimal viable product. As increasing inventory became a key company growth strategy, the Vendor Portal needed to mature to better support vendors in inventory management.

GOAL Provide vendors with an efficient, enjoyable inventory management process that invites them to upload products, improves the product approval workflow, and allows for increased inventory.



	Name	Category	SKU	Price	Qty	Status	
<input type="checkbox"/>	1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete	
<input type="checkbox"/>	Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft	
<input type="checkbox"/>	Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online	
<input type="checkbox"/>	Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online	
<input type="checkbox"/>	Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft	
<input type="checkbox"/>	'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft	

Getting on the same page with a UX audit

I collaborated with Content and Sourcing teams to review existing user research and identify key problem areas in the product upload workflow. I also conducted a UX review of the Vendor Portal, flagging key areas for improvement to the flows and UI.

One of the biggest problems that we identified was that product acceptance criteria wasn't reflected in the product upload flow, leading to vendor confusion and costly back-and-forth between vendors and content managers.

Drafting new proposals

I drafted revised flows and wireframes that took product criteria into account. A key component of this was progressive disclosure of form fields. For example, a vendor uploading a lamp would be asked about voltage; a vendor uploading a sideboard would not. I also incorporated front-end validation to catch unacceptable answers before product submission, and grouped content semantically to decrease cognitive load.

New Product

Let's add some photos!

Products with more photos sell.

Add Image

Name

Description

UX AUDIT The original product upload page was a one-size-fits-all form without any feedback or indication of product acceptance criteria. It also didn't work well on mobile.

PAMONO Vendor Portal

Products

Orders

Help

Settings

New Product

Inventory Basics Description Physical Properties Submit

Materials*

Type or select one or more options

Colors*

Type or select one or more options

Weight Range*

NEW PROPOSAL The newly proposed product upload page was a multi-step form with semantically-grouped content, progressive disclosure, and frontend validation to catch unacceptable submissions early.

Crafting a design system

I fleshed out the details of the new designs, defining full details of the flows and building a new design system. I collaborated closely with the developers at this stage, working to understand technical possibilities and incorporate their preferences.

I also paid special attention to the mobile experience. Vendors reported that they often uploaded products while in their warehouses, and being able to comfortably complete the process on a mobile device would be a big help.

Testing with vendors

We conducted user tests with a handful of vendors across regions and product specialties. I wrote the tests and worked with the Sourcing team to conduct the tests and synthesize the results.

Overall, vendors were excited about the direction we were going in. One of the biggest changes was to the form layout. We tested a multi-step form, but vendors often uploaded products on multiple online platforms at once, and found jumping around the multi-step form cumbersome. Based on this feedback, we moved to a single page form with section anchor links in the navigation.

The screenshot shows a search interface with two filter sections. The first section is labeled "Category*" with a dropdown menu containing the option "Lighting". The second section is labeled "Materials*" with a multi-select dropdown menu containing the options "Copper", "Steel", and "Aluminium". Both sections have an "X" icon to clear the selection and a downward arrow icon to open the dropdown.

DESIGN SYSTEM DETAILS Examples of patterns and affordances: active fields turned pink and multi-select dropdown responses displayed as tags to suggest that more than one option was possible

The screenshot shows a mobile-optimized vendor portal interface. On the left, a sidebar menu includes "New Product", "Products", "Draft" (which is currently selected), "Images", "Inventory Basics", "Pricing", "Description", "Physical Properties", and "Dimensions". The main content area is titled "Draft" and shows an "Images" section with instructions: "Image must be either JPEGs or PNGs, be at least 800 x 800 pixels, under 5 MB." It features a dashed rectangular "Drag & Drop" area and a "Browse Your Files" button.

POST-TEST REVISIONS We went back to a single-page layout after vendors reported they liked having the ability to jump quickly around the form.

Happy vendors & record-breaking KPIs

I developed the plan to track the impact of the new Vendor Portal, defining KPIs, coordinating reporting, and conducting a post-release survey. The results were overwhelmingly positive, and KPI targets were exceeded for the first time.

-29%
**AVG PRODUCT
UPLOAD TIME**

-61%
**AVG PRODUCT
EDIT TIME**

+28%
**# EDITS/HOUR BY
CONTENT EDITORS**

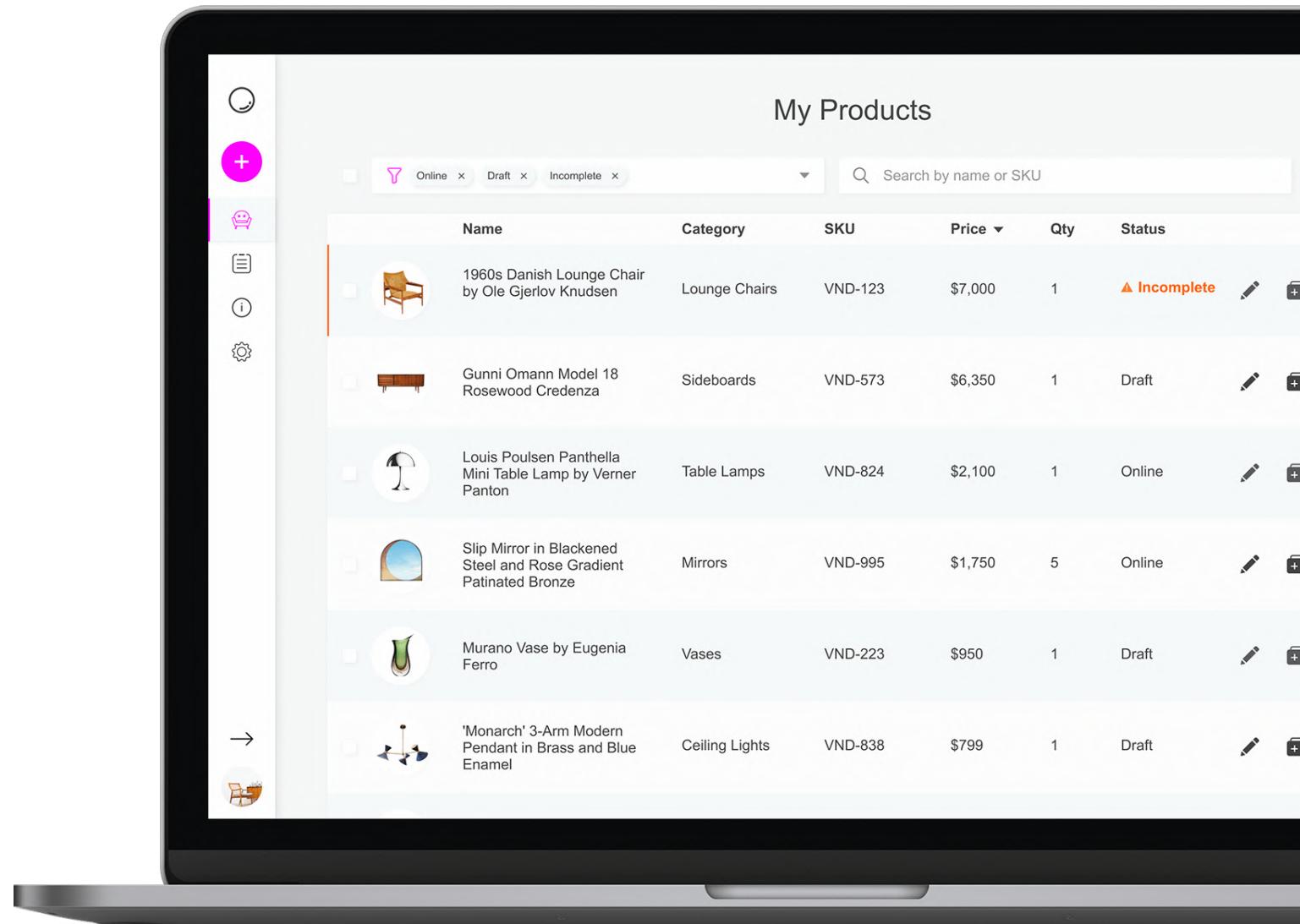
+6.3%
**# OF PRODUCTS
APPROVED**

86%
**ENTIRELY POSITIVE
SURVEY RESPONSES**

5x
**INCREASE IN
MOBILE SESSIONS**

“I have uploaded products on quite a few websites and yours is the easiest and most convenient I’ve ever seen. Well done!”

— SURVEYED VENDOR



The image displays the Pamono Vendor Portal's Product Overview Page on a desktop browser and a mobile device. The desktop view shows a sidebar with icons for Home, Add Product, Chat, Lists, Details, and Settings. The main area is titled "My Products" and lists six items:

Name	Category	SKU	Price	Qty	Status	Action
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete	
Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft	
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online	
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online	
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft	
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft	

The mobile phone screen shows the Pamono app's product list, which includes the same six items, each with a small thumbnail image and a "Details" button.

The image shows a desktop monitor and a smartphone side-by-side, both displaying the Pamono Vendor Portal's Product Overview Page.

Desktop Monitor View:

- Header:** Pamono Vendor Portal
- Main Navigation:** + New Product, Products, Draft (selected), Images, Inventory Basics, Pricing, Description, Physical Properties, Dimensions, Orders, Support, Collapsible sidebar (Modernisten, Log Out).
- Draft Section:** Title: Draft, Sub-section: Images (with instructions: "Image must be either JPEGs or PNGs, be at least 800 x 800 pixels, under 5 MB." and "Drag & Drop" area), Sub-section: Inventory Basics (with fields: Item Name*, Type here [max 200 characters], Category*, Single item or set?*).

Smartphone View:

- Header:** pamono.com, Modernisten, Log out.
- Navigation:** Products (selected), Orders, Support, Settings.
- Draft Section:** Sub-section: Images (with instructions: "Images must be either JPEGs or PNGs, be at least 800 x 800 pixels, and under 5 MB." and "Upload Photos" button), Sub-section: Inventory Basics (with fields: Item Name*, Type here [max 200 characters], Category*, Single item or set?*).

The image shows a laptop and a smartphone displaying the Pamono Vendor Portal Product Edit Page. The laptop screen is larger and shows more detailed information about the product.

Laptop Screen (Product Edit Page):

- Header:** PAMONO Vendor Portal
- Left Sidebar:**
 - + New Product
 - Products** (highlighted)
 - My Products
 - ▶ 1960s Danish Lou...
 - Orders
 - Support
 - Settings
- Right Content Area:**
 - Product Title:** 1960s Danish Lounge Chair by Ole Gjerlov Knudsen
 - Image Section:** Images (Shows 7 images of the chair, including a close-up of the armrest and leg joint).
 - [Edit Images](#)
 - Inventory Basics Section:**

Item Name	1960s Danish Lounge Chair by Ole Gjerlov Knudsen
Category	Lounge Chairs
Single item or set?	Single item
Stock Quantity	1

Smartphone Screen (Mobile View):

- Header:** pamono.com
- User Info:** Modernisten Log out
- Image Section:** Shows the same 7 images of the chair.
- Inventory Basics Section:**

Item Name*	1960s Danish Lounge Chair by Ole Gjerlov
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- Bottom Navigation:** Products, Orders, Support, Settings

Solargenius

An award-winning platform
for residential solar panels

TYPE IoT platform

ROLE UX Designer (team of 1)

BACKGROUND Auxolar is a residential solar panel manufacturer. As their hardware was coming to market, they decided to build a complementary web app. The platform, which would be accessible to property managers, tenants, and Auxolar administrators, would enable project configuration, system monitoring, and energy insights.

GOAL Develop a clear, meaningful, and user-friendly platform to configure projects, monitor hardware, educate users, and support pioneering behavior change in residential energy generation and consumption.



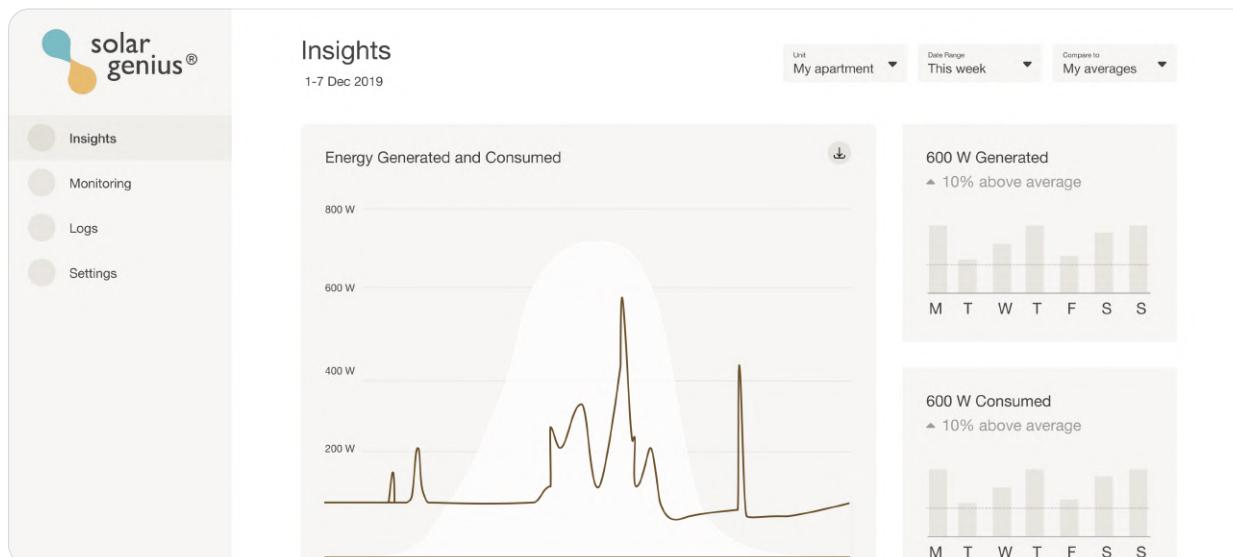
Clarifying product goals & network topology

I met with the product and engineering teams to get a clear sense of the product goals and user needs. It was clear that administrative roles should be able to configure projects and monitor live systems, and all users should be able to see the impacts of energy generation. What that meant concretely was still open to exploration.

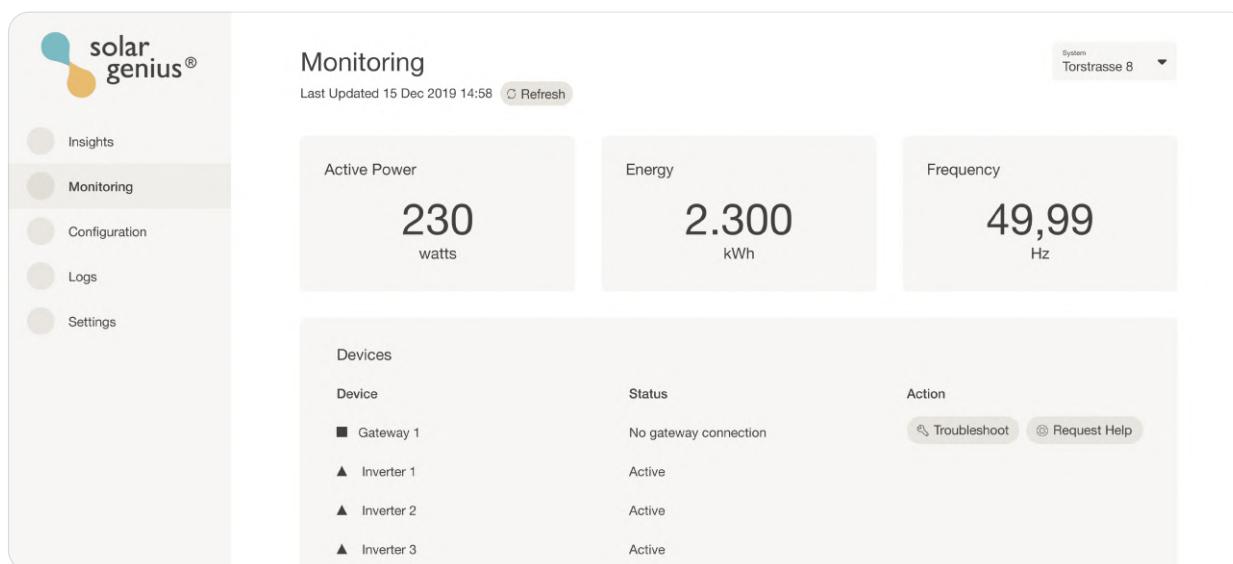
I was also introduced to the hardware systems so that I could understand what data was available and potential points of failure.

Proposed structure based on jobs-to-be-done

I proposed a web app structure, drafting flows and wireframes to illustrate. The designs were rooted in a jobs-to-be-done framework, splitting out longitudinal and real-time data into insights and monitoring dashboards, respectively. I also made sure that designs could adapt well to different user permissions and data availability. We reviewed these proposals as a group, making sure they were technically realistic and aligned with the product vision.



INSIGHTS DASHBOARD Aiming to show the impact of solar panels, the dashboard included historical data on energy generation and usage and metrics like savings, CO₂ avoidance, and energy independence.



MONITORING DASHBOARD The goal was to monitor hardware systems and troubleshoot issues. It includes live systems readings, a device status table, and troubleshooting actions.

High fidelity: dark mode UI & data visualization

With the wireframes agreed on, I fleshed out the details, defining all cases of the user flows, drafting high-fidelity screens, and developing a working design system.

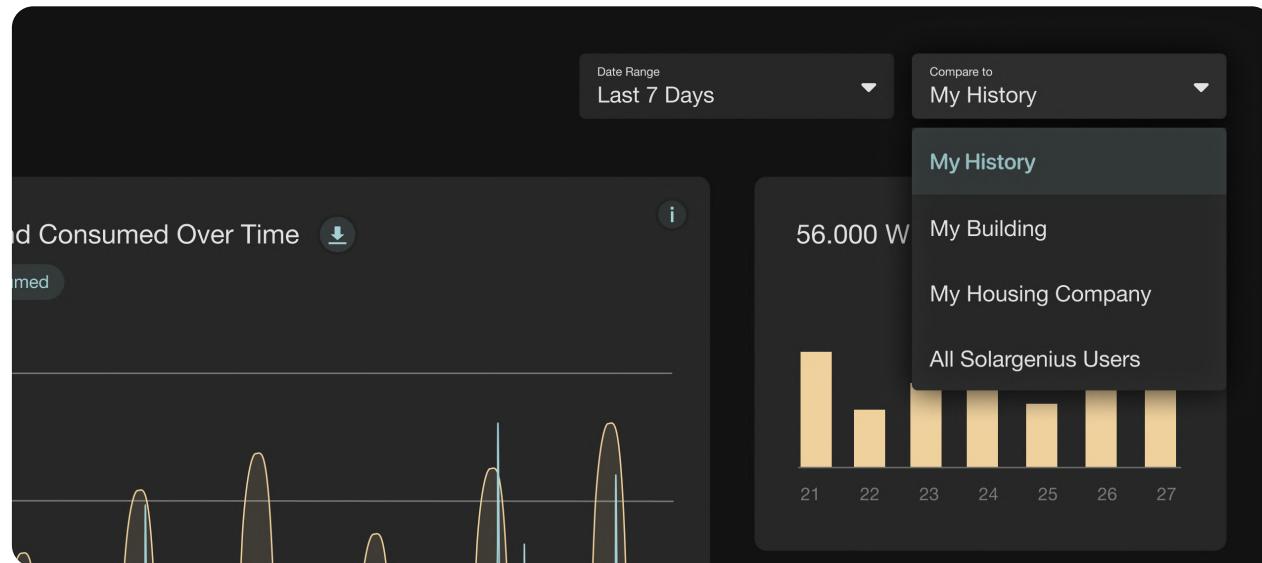
I paid special attention to data visualization best practices at this stage, embracing techniques to support pre-attentive processing and considering responsive behavior of complex graphs.

I also paid special attention to the dark mode UI, working with surface elevations, shadows, and contrast to create a cohesive environment.

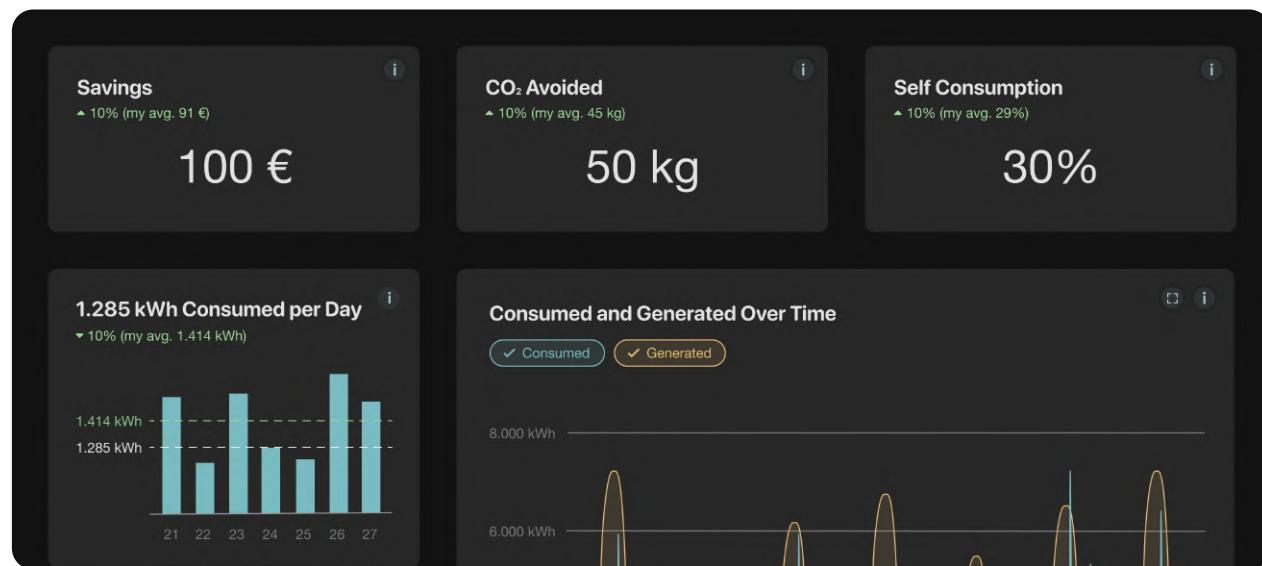
Testing with tenants

We conducted user tests to validate the proposed designs, focusing on the tenant experience. I wrote the tests, then conducted them and synthesized the results in collaboration with the product manager.

Based on the feedback we received, we adjusted the insights dashboard layout to lead with impact metrics, like savings, followed by longitudinal data details. We also improved data tile legibility, leaned into gamification elements, and clarified language around data storage.



DARK MODE UI Careful attention was paid to creating a cohesive environment. **ABOVE** Each component was assigned a relative elevation, which impacted its surface colors, shadows, and layer order.



POST-TESTING REORIENTATION Test participants were most interested in impact metrics like savings and CO₂ avoidance, so we moved them to the top of the dashboard, then followed with granular details.

An innovative way to engage with energy

Solargenius was rolled out as a part of a pilot program for property managers in the Berlin area. In 2021, it was awarded the *Innovative Anwendung Award*¹ by the *Wettbewerb für Solarcity-Initiativen*² in Berlin.

“Novel and with a high potential for scalability”

“Positive economic and social impact: democratization of the energy transition”

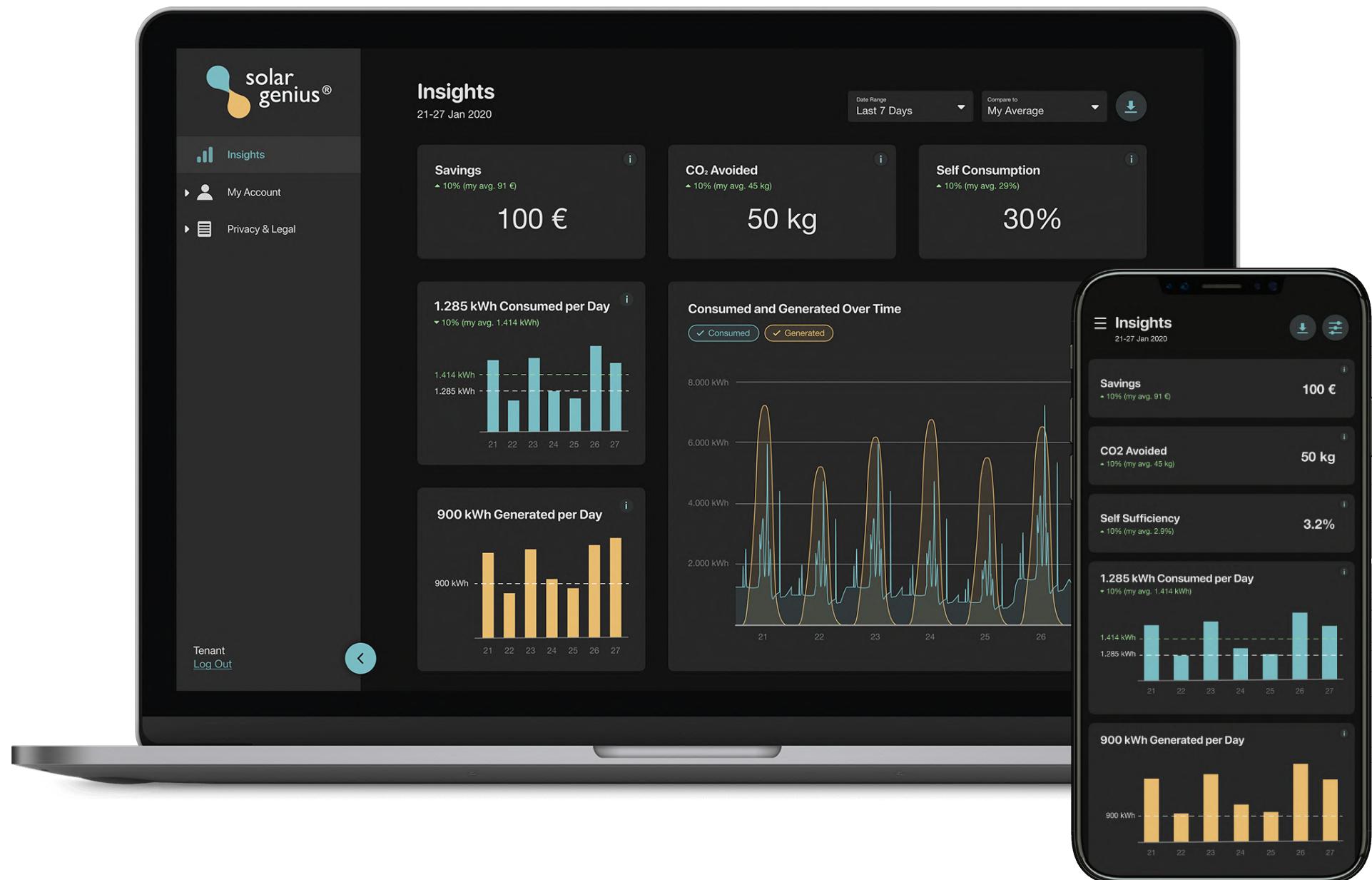
— WETTBEWERB FÜR SOLARCITY-INITIATIVEN



¹ Innovative Application Award

² Competition for Solarcity Initiatives

SOLARGENIUS
INSIGHTS DASHBOARD



SOLARGENIUS
MONITORING DASHBOARD

The image displays the SolarGenius Monitoring Dashboard across two devices: a desktop monitor and a smartphone.

Desktop Monitor View:

- Header:** solar genius®
- Left Sidebar:** Insights, Device Monitoring (3 notifications), My Account, Privacy & Legal.
- Central Content:**
 - Device Monitoring:** Last updated 28 Jan 2020 at 15:27:01. Refresh button.
 - Metrics:** Active Power (2.300 W), Energy (23.000 kWh), Frequency (49,99 Hz).
 - Table:** Device Monitoring (Device ID, Device Type, Project, Plant, Status).

Device ID	Device Type	Project	Plant	Status
123	Gateway	Torstrasse 8	1	No connection
124	Inverter	Körtestrasse 20	2	Firmware failure
125	Power Sensor	Kiehluer 67	3	Active
126	Inverter	Torstrasse 8	1	Active
127	Inverter	Torstrasse 8	1	Active
128	Inverter	Torstrasse 8	1	Active
129	Inverter	Torstrasse 8	1	Active
130	Inverter	Torstrasse 8	1	Active

Smartphone View:

- Header:** Device Monitoring, Last updated 28 Jan 2020 at 15:27:01, Refresh button.
- Metrics:** Active Power (2.300 W), Energy (23.000 kWh), Frequency (49,99 Hz).
- Table:** Device Monitoring (Device ID, Status).

Device ID	Status
123	No connection
124	Firmware failure
125	Active
126	Active
127	Active
128	Active

SOLARGENIUS
DEVICE CONFIGURATION

The image shows a tablet and a smartphone displaying the SolarGenius Device Configuration interface. Both devices show a list of devices with columns for Device ID, Device Type, Company, Project, and Plant.

Tablet Screen (Left):

- Header:** solar genius®
- Navigation:** Insights, Device Monitoring (3 notifications), Configuration (selected), Projects, Devices (selected), Users, My Account, Privacy & Legal.
- Footer:** Auxolar Admin, Log Out.

Smartphone Screen (Right):

- Header:** Devices, Configuration.
- Buttons:** +, ⚙️.
- Filters:** Project All, Plant All.
- Table Headers:** Device ID, Device Type.
- Data:** A list of 135 devices, mostly Inverters, from Company 1, located in Torstrasse 8 across various plants (1-3).

Device ID	Device Type	Company	Project	Plant
123	Gateway	Company 1	Torstrasse 8	1
124	Inverter	Company 2	Körtestrasse 20	2
125	(in) Power Sensor	Company 3	Kiehlufer 67	3
126	Inverter	Company 1	Torstrasse 8	1
127	Inverter	Company 1	Torstrasse 8	1
128	Inverter	Company 1	Torstrasse 8	1
129	Inverter	Company 1	Torstrasse 8	1
130	Inverter	Company 1	Torstrasse 8	1
131	Inverter	Company 1	Torstrasse 8	1
132	Inverter	Company 1	Torstrasse 8	1
133	Inverter	Company 1	Torstrasse 8	1
134	Inverter	Company 1	Torstrasse 8	1
135	Inverter	Company 1	Torstrasse 8	1

The Hero 25FPS

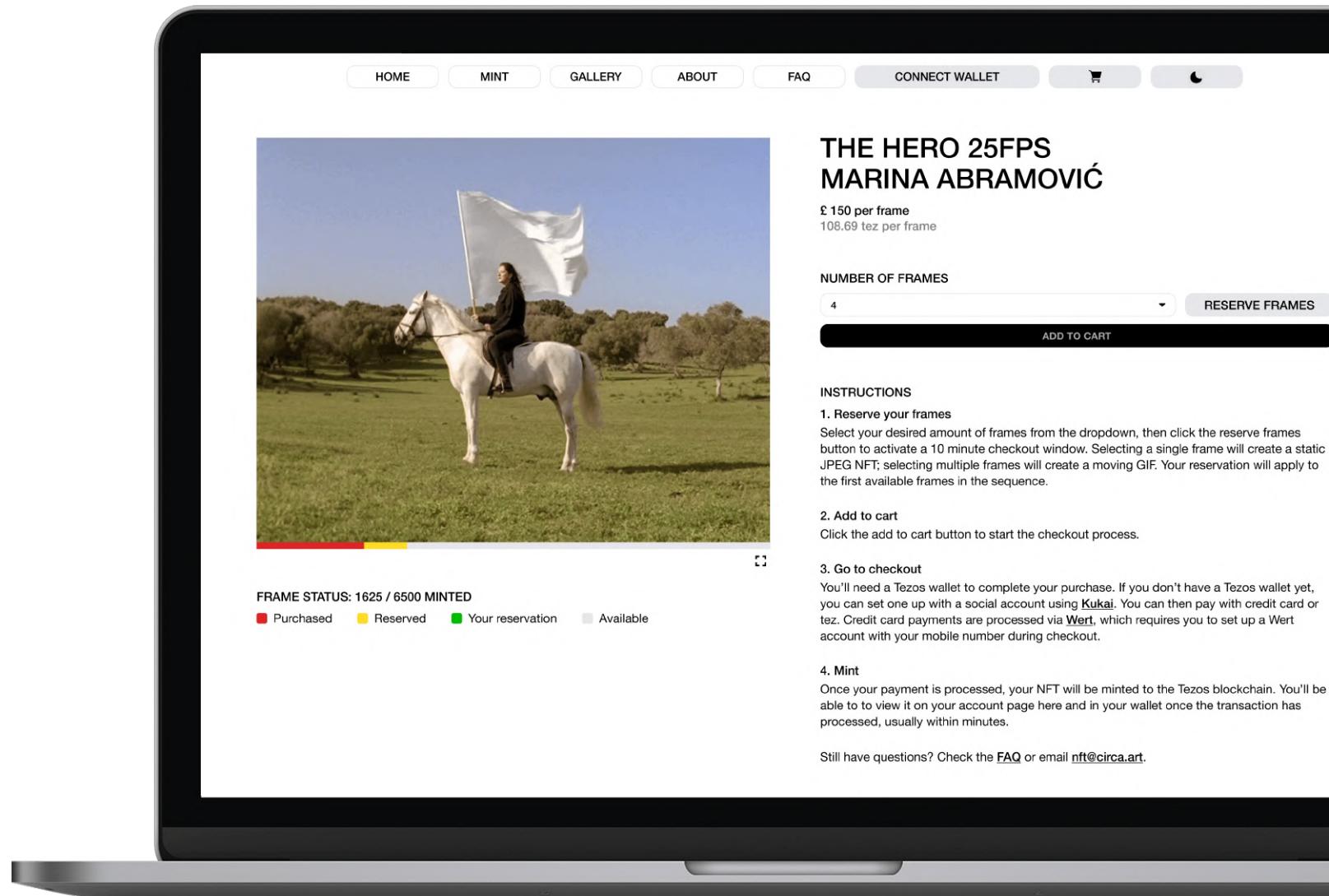
NFT-based performance piece in collaboration with Marina Abramović

TYPE NFT-based artwork
E-commerce

ROLE Design Lead (team of 2)

BACKGROUND Marina Abramović is a performance artist known for her groundbreaking experiments in the domain. In The Hero 25FPS, she used the blockchain as a performance medium: collectors were invited to create GIFs of stills from The Hero, her 2001 video piece, and mint them as unique NFTs, co-creating an immutable time-based record of the piece. As the technical integrator, our team was tasked with the project's design and development.

GOAL Translate the artistic concept into a usable, enjoyable website where collectors can easily participate in the performance piece by minting an NFT.



Proof-of-concept

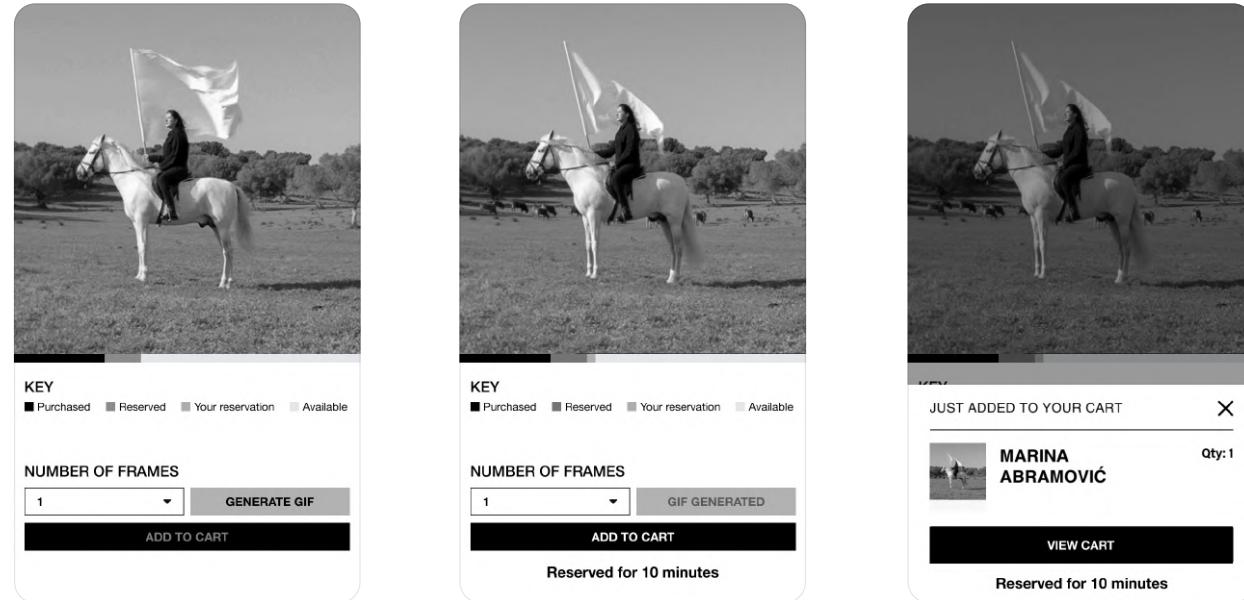
As a team, our first step was to make proof-of-concept prototypes to align with the client on features, functionality, and flows.

I collaborated with our lead developer on the GIF generator, experimenting with interface feedback, frame limits, and reservation windows. I also drafted app flows and a wireframe prototype to talk through with the client.

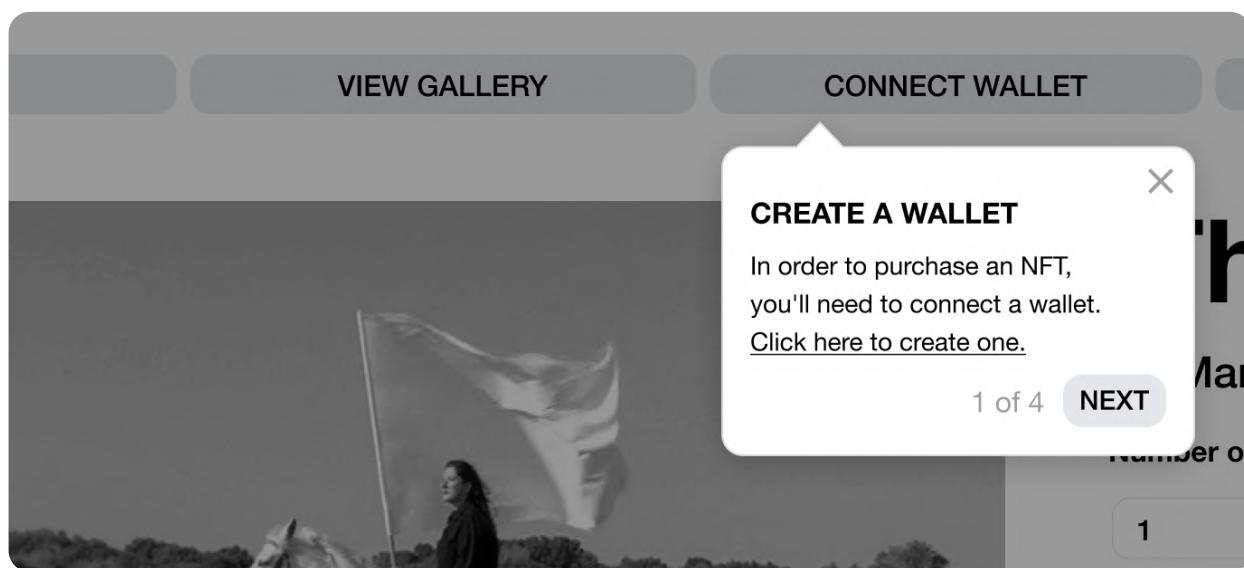
Considering the details & new blockchain users

The client had no major revisions, so we began to iron out the details. Together with a production designer, I finalized the user flows, then oversaw the creation of high-fidelity screens and a working design system. To this end, I reviewed designs for clarity and consistency and gave guidance on blockchain best practices and constraints.

One of the biggest questions at this stage was how to best handle new blockchain users. We decided to use traditional e-commerce patterns (including cart and checkout), allow for wallet connection late in the flow, and incorporate blockchain onboarding content.



GIF PROTOTYPE Users minted NFTs by 1 selecting the number of frames, 2 generating the GIF, which reserved the frames, then 3 adding to cart to start the purchase flow. NFTs were minted at purchase.



BLOCKCHAIN ONBOARDING We incorporated onboarding modals to walk through each step of the process and introduce new blockchain concepts.

THE HERO 25FPS PROCESS

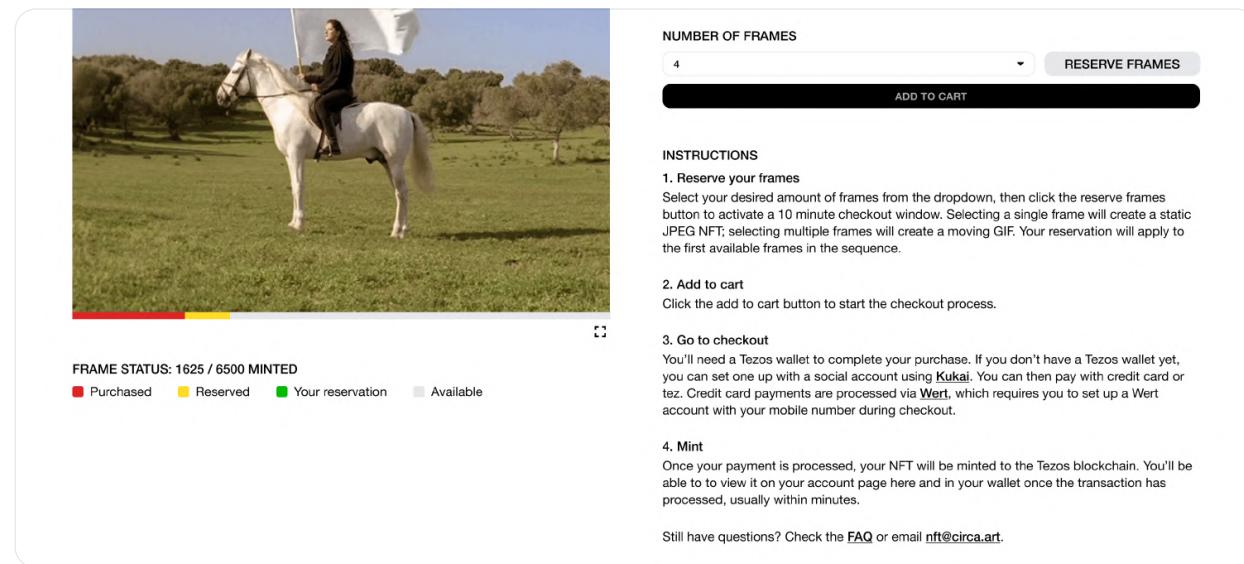
Testing for clarity

We conducted user tests to validate our designs, focusing particularly on instructions, GIF generation, and payment. I wrote and conducted the tests, then synthesized results and defined next steps in collaboration with the production designer and developers.

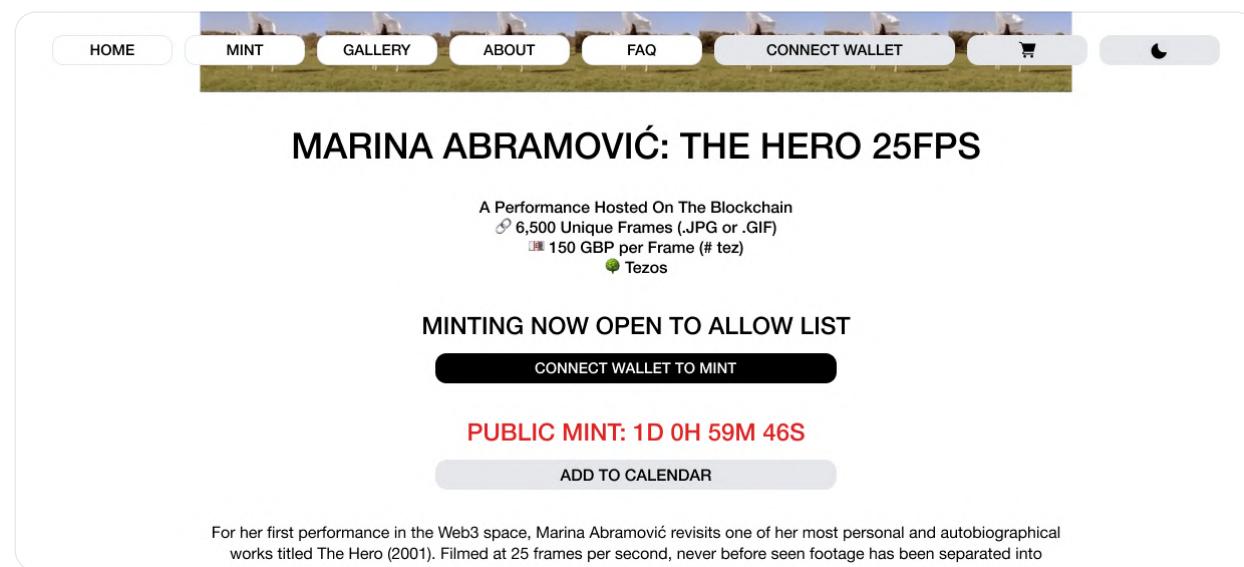
Some test participants took awhile to get their bearings with the GIF generation, wallet creation, and payment, so we made a couple of adjustments for clarity. We added step-by-step instructions to the NFT minting page, and provided contextual information on third party payment integrations into the flow so users knew what to expect.

Adapting to changing requirements

There were a few late-stage feature additions during the development process, including an early access allow list for VIPs. In order to stick to the release timeline, we cut and simplified some non-essential features, like onboarding modals and optimistic loading for newly-minted NFTs. As the lead designer, I worked closely with the developers through this process to negotiate changes and modify designs.



CLEAR INSTRUCTIONS In response to test feedback, we added step-by-step instructions on the minting page. This way users could always find instructions in a fixed location within the flow.



ALLOW LIST The late addition of an early-access allow list required updated designs for different user types. It also meant that some non-essential, nice-to-have features got cut.

THE HERO 25FPS

RESULTS

A successful release of a novel project

We released the *The Hero 25FPS* to high demand. As a part of the release team, I helped monitor site functionality and online feedback, and helped troubleshoot issues in real-time.

1,186

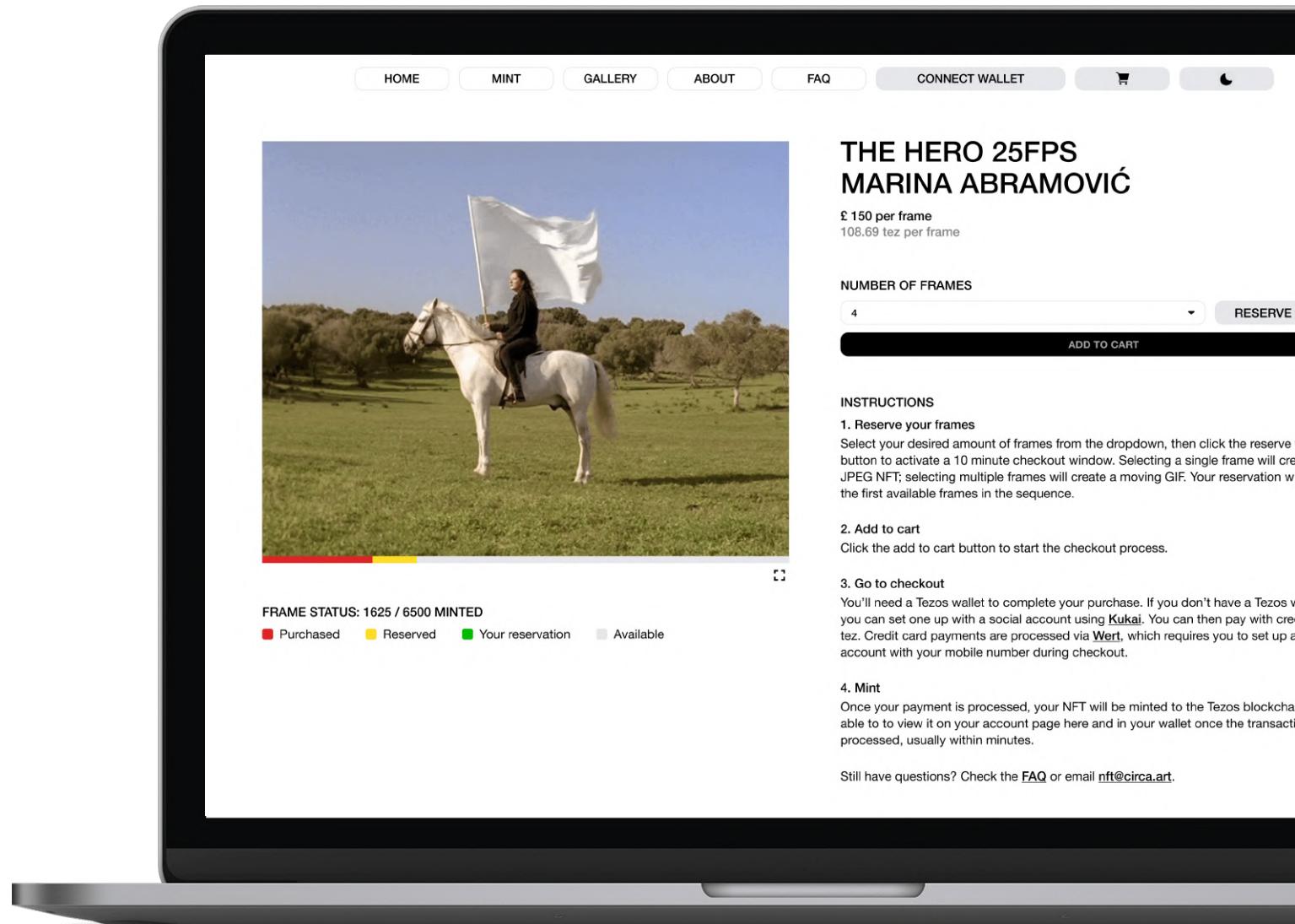
NFTs MINTED

£ 675,000 +

TOTAL SALES

£ 67,500 +

RAISED FOR THE
HERO 25FPS GRANTS



HOME MINT GALLERY ABOUT FAQ CONNECT WALLET



THE HERO 25FPS
MARINA ABRAMOVIĆ

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES

4 RESERVE FRAMES ADD TO CART

INSTRUCTIONS

1. Reserve your frames
2. Add to cart
3. Go to checkout
4. Mint

Once your payment is processed, your NFT will be minted to the Tezos blockchain. You'll be able to view it on your account page here and in your wallet once the transaction is processed, usually within minutes.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

FRAME STATUS: 1625 / 6500 MINTED

Purchased Reserved Your reservation Available

CONNECT WALLET



THE HERO 25FPS
MARINA ABRAMOVIĆ

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES

1 RESERVE FRAMES ADD TO CART

INSTRUCTIONS

1. Reserve your frames

Select your desired amount of frames from the dropdown and click the reserve frames button to activate a 10 minute checkout window. Selecting a single frame will create a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will be held for 10 minutes.

Once your payment is processed, your NFT will be minted to the Tezos blockchain. You'll be able to view it on your account page here and in your wallet once the transaction is processed, usually within minutes.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

FRAME STATUS: 1650 / 6500 MINTED

Purchased Reserved Your reservation Available

THE HERO 25FPS
CHECKOUT

The image shows a tablet and a smartphone displaying a checkout interface for "The Hero 25FPS".

Tablet Screen (Left):

- Header:** BACK, CHECKOUT
- Account Section:** ADDRESS tz1TS...BGypo ⓘ
- Payment Section:** CREDIT CARD, TEZ
 - Credit card payments are processed via [Wert](#). You'll be asked to set up a Wert account using your phone number.
 - Purchases via Wert will be charged in USD. Purchases over \$1010 require you to upload verification documents, including a passport and bank statements.
 - Need help? Read the [FAQ](#).
- Buttons:** PAY VIA WERT
- Footer:** 2022 CIRCA, Cookie Policy, GDPR Data Policy, Privacy Policy, Terms of use

Smartphone Screen (Right):

- Header:** BACK
- Summary Section:** The Hero 25FPS [2500 - 2503]
 - Marina Abramović
 - Frame count: 4
 - Price per frame: £ 150 (108.69 tez)
 - Media type: GIF
 - Frames reserved for 9M 54S
- Total:** £ 600 (434.76 tez)
- Account Section:** BACK

HOME MINT GALLERY ABOUT FAQ CONNECT WALLET



THE HERO 25FPS [2500 - 2503]
MARINA ABRAMOVIĆ

DOWNLOAD TRANSFER

SHARE ON TWITTER VIEW ON OBJKT

Expanding the concept of time-based media for a digital audience, The Hero 25FPS NFTs by Marina Abramović will be released in collaboration with CIRCA on the energy blockchain.

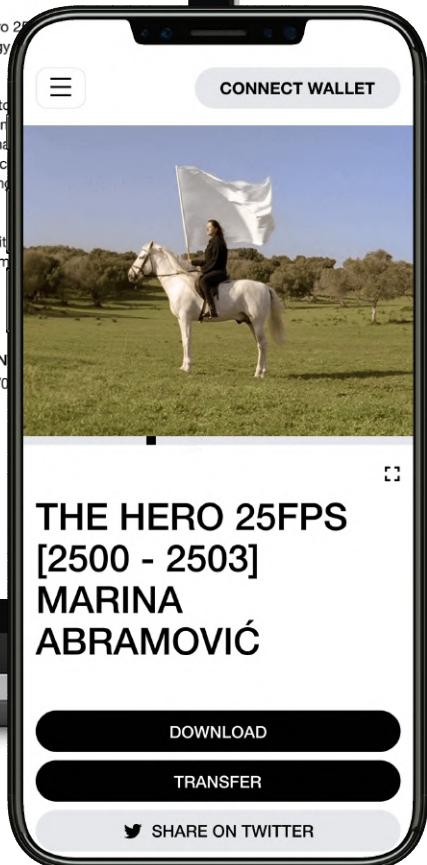
Marina Abramović is perhaps the most famous performance artist working today. Following her first performance in the Web3 space, Abramović is revisiting one of her most iconic and autobiographical works. Filmed at 25 frames per second, unreleased material from The Hero (2001) has been separated into thousands of unique single frames, each frame dramatically influenced by "the wind, the flag – they danced together, moving like a single organism," as described by the artist in a recent interview with ArtNews.

Featuring never before seen footage from her archive, audiences will be invited to purchase either a single unique frame (.JPG) or multiple unique frames (.GIF) to determine the price of the NFT. The Hero 25FPS is minted on the blockchain.

EDITIONS	ROYALTIES	MEDIA TYPE	MINT PRICE
1	10%	GIF	16/0

TOKEN ID: #12 IPFS LINK: QmcUt... CONTRACT: KT1RJ...dvt0n

CONNECT WALLET



Pamono Mobile App

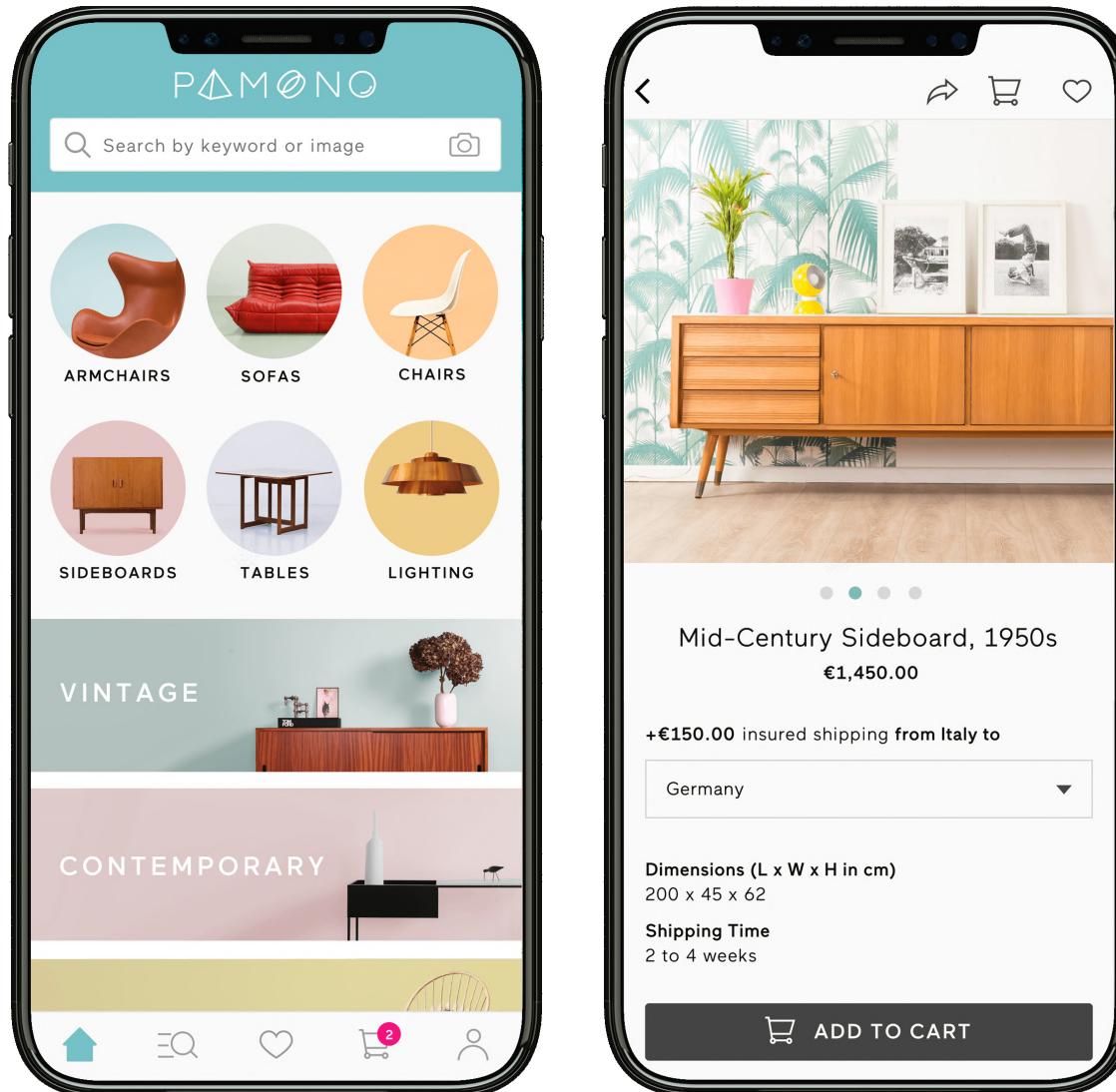
A new native app built on lessons from the web

TYPE E-commerce mobile app

ROLE Design Lead (team of 2)

BACKGROUND Pamono is an e-commerce marketplace for furniture. Historically, traffic — and development efforts — had been desktop dominated, and mobile performed 3.4x worse than desktop. As mobile traffic eclipsed desktop over the years, improving the mobile experience became a top priority. To take advantage of performance improvements, native functionality, and CRM opportunities, the team decided to build an app.

GOAL Develop a clear, easy-to-use, enjoyable mobile experience so that users can find and purchase what they're looking for, and are driven to return for future purchases.



Collating research

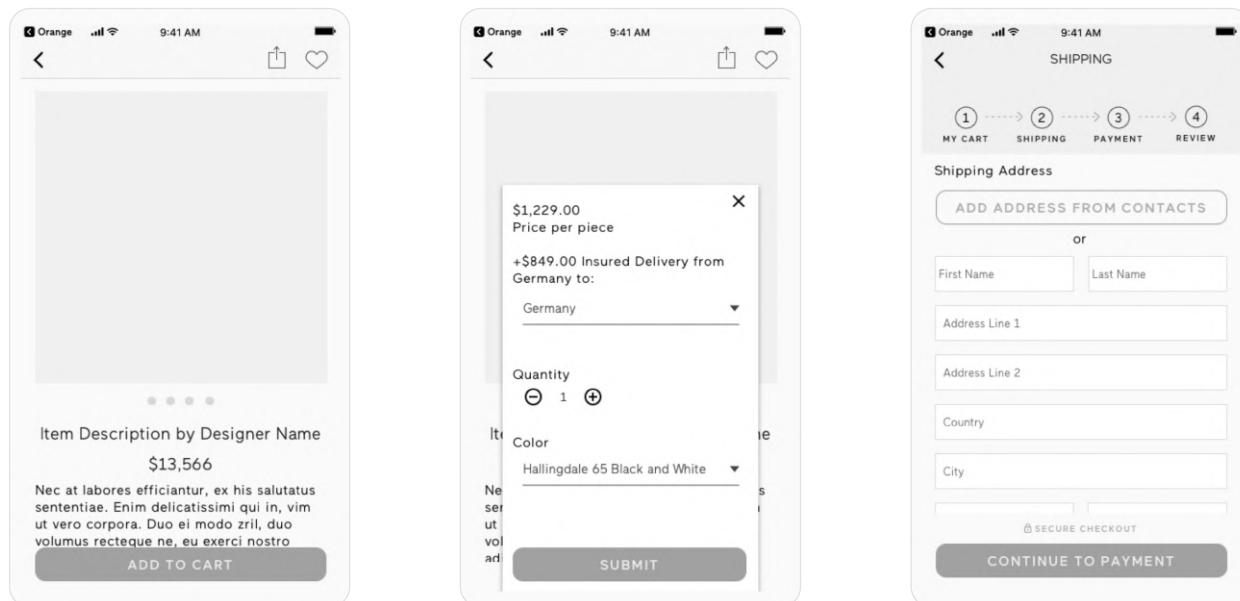
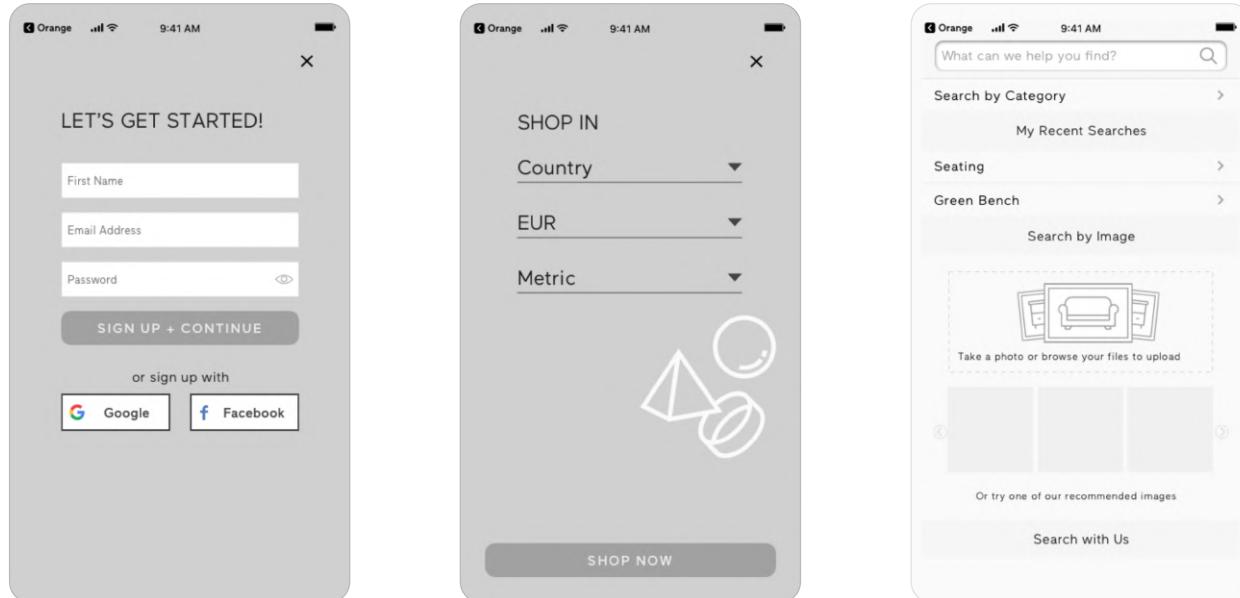
To kick off the project, I collated existing site data and qualitative feedback to surface trouble spots in the flows. We used this as a starting point to understand the key points of improvement from the user perspective.

One of the biggest focus areas was search and product discovery. Users who searched were 5x more likely to purchase, but our mobile search experience was limited: the UI was clunky, loading was slow, and it wasn't possible to filter results.

Proposals for key flows

Combining research with stakeholder requests, we sketched out proposed flows and wireframes for key areas, including account creation, search, and checkout. We reviewed our drafts with stakeholders to make sure we were aligned.

As the lead designer, I made sure that user flows were direct, information architecture was clear, and that we were incorporating native functionality where relevant. With my institutional knowledge, I was able to give feedback on which design solutions were the most feasible with our technical infrastructure.



PROPOSED WIREFRAMES

Wireframes for key flows, including onboarding/account creation, text/visual search, and purchase flows. These were drafted in response to known issues in the web mobile experience.

High fidelity details

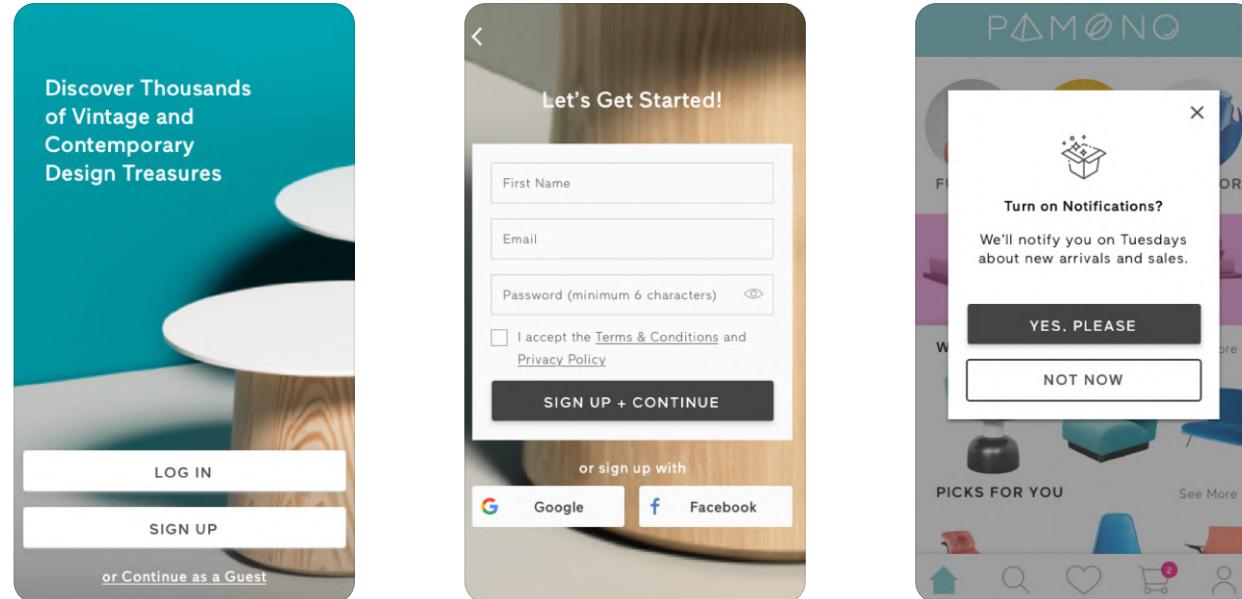
Once the general direction was confirmed, we fleshed out the details, defining all cases of user flows, drafting high-fidelity screens, and developing a working style guide.

As the lead designer, I checked that flows were direct, robust against edge cases, and addressing known issues. We took this opportunity to refresh the brand, so I provided creative direction and made sure the UI built a consistent world via styles, transitions, and depth.

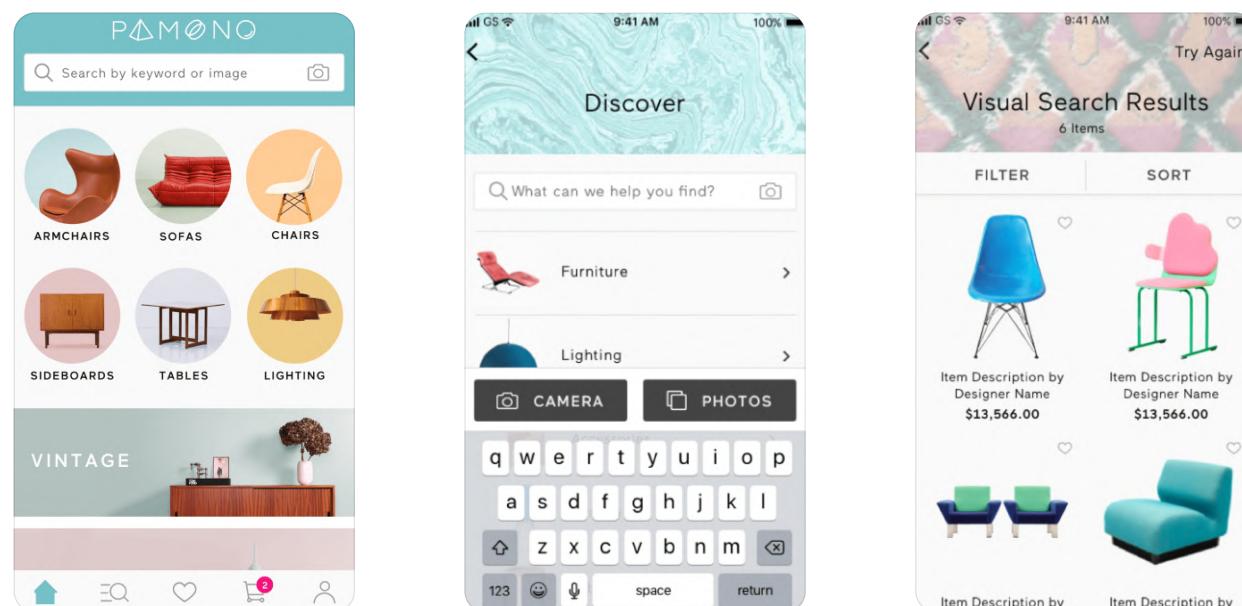
Testing on iOS & Android

We built iOS and Android versions of the app and ran two rounds of user testing to validate the designs. I wrote the tests, then conducted them and determined next steps with the product manager and production designer.

There were a few key areas of change. Mandatory account creation, a request from Marketing, was cut after it got universally negative feedback. We also merged the search and browse by category flows, creating one discovery tab from which users could do both.



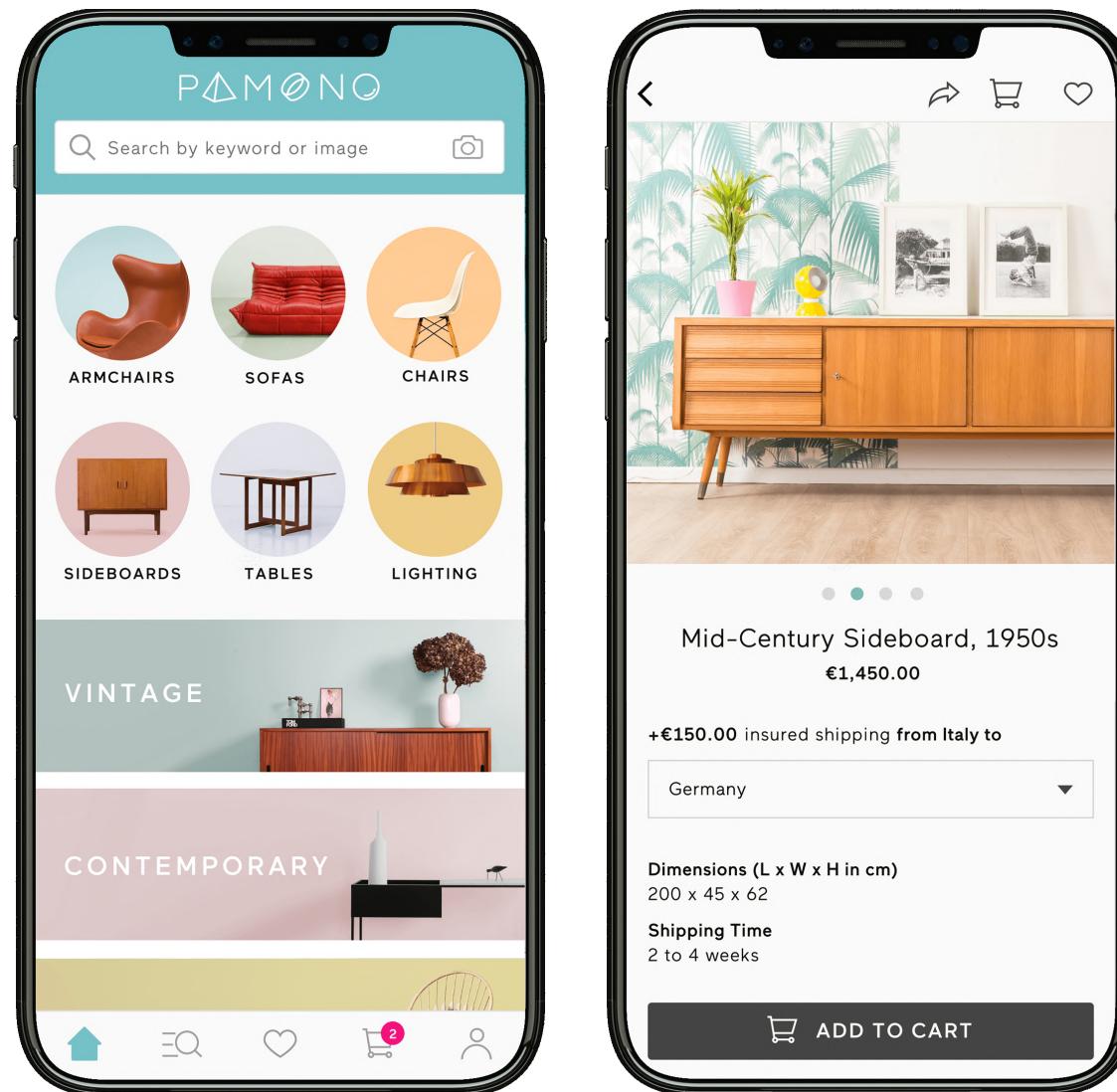
CONTINUE AS GUEST We tested mandatory account creation at onboarding. When it received negative feedback, we added a continue as guest option and encouraged account creation later in the flow.



DISCOVERY TAB We merged search and browse by category flows under a discovery tab. This meant there was one place to start a focused journey, and that the home page was freed up for promotions.

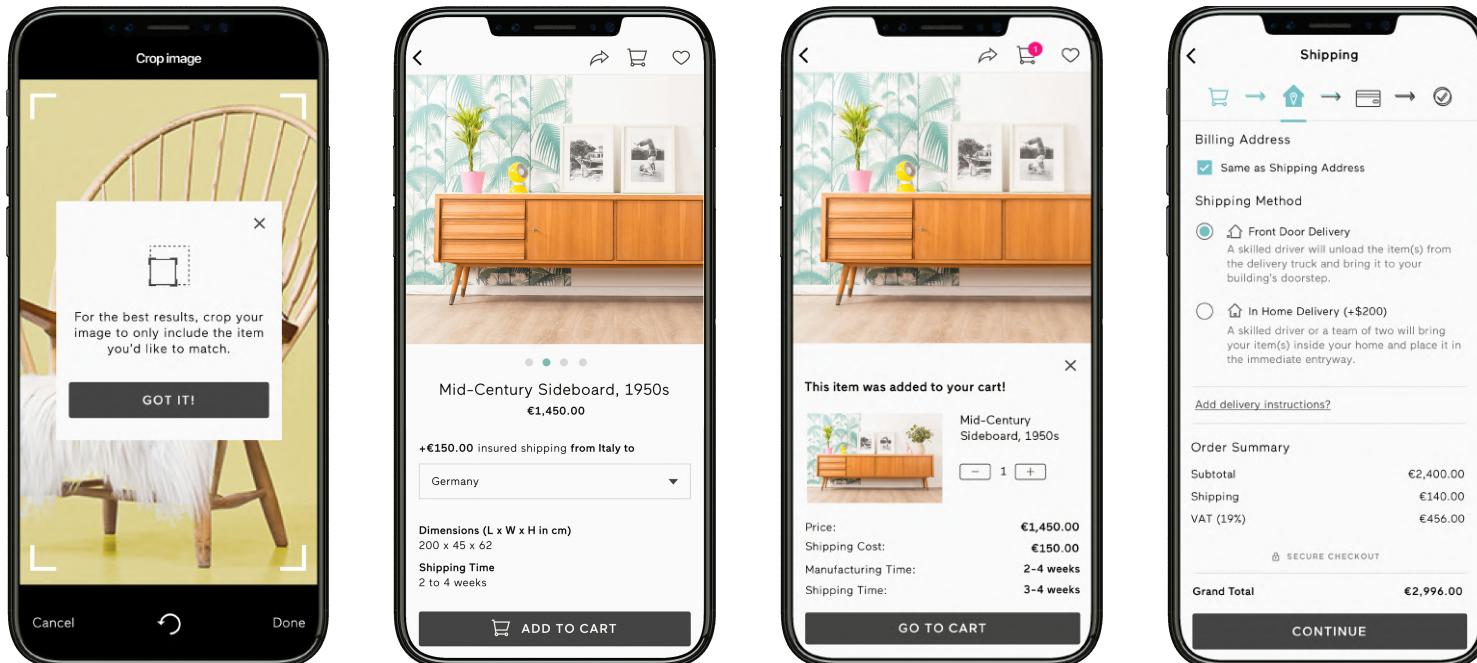
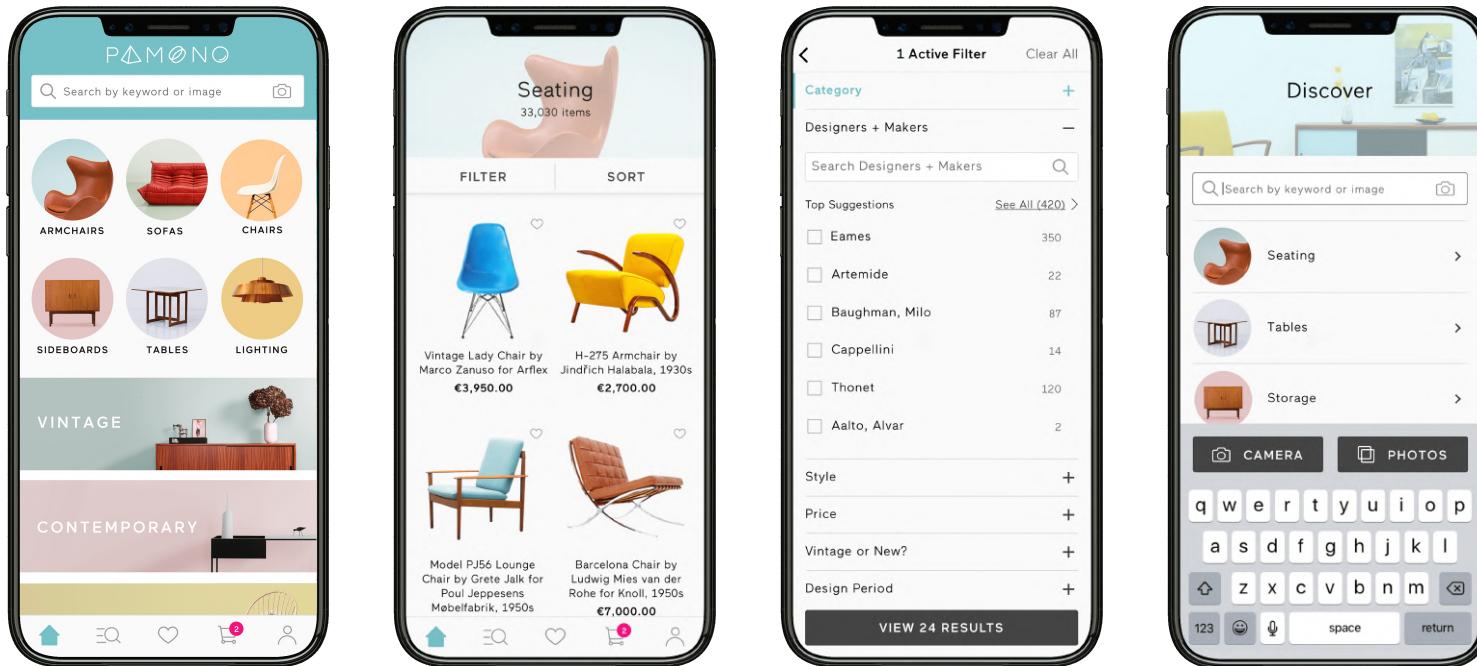
A refreshed mobile experience

In collaboration with the product manager, I developed an evaluation framework to track the app's success, which included top-level KPIs and event tracking for specific features. We set up corollary tracking on the mobile site so we could directly compare design solutions and take lessons from one to the other. The app was released in 2020.



PAMONO MOBILE APP

KEY SCREENS



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Thank you

