



Andrew Simone
Digital Delivery & Product Strategist

Elmira, New York
me@andrewsimone.com
314-974-4338

Helping global brands and startups chase value, not trends

I'm a Senior Delivery and Product Strategist with 13+ years of technology experience in a large variety of industries, helping early seed start-ups to enterprise organizations build and iterate products.

I have deep experience in both managing native mobile UI/UX design and software development and enterprise level web and cloud services. I greatly enjoy learning about new industries and helping people discover and build tech that can help answer human problems.

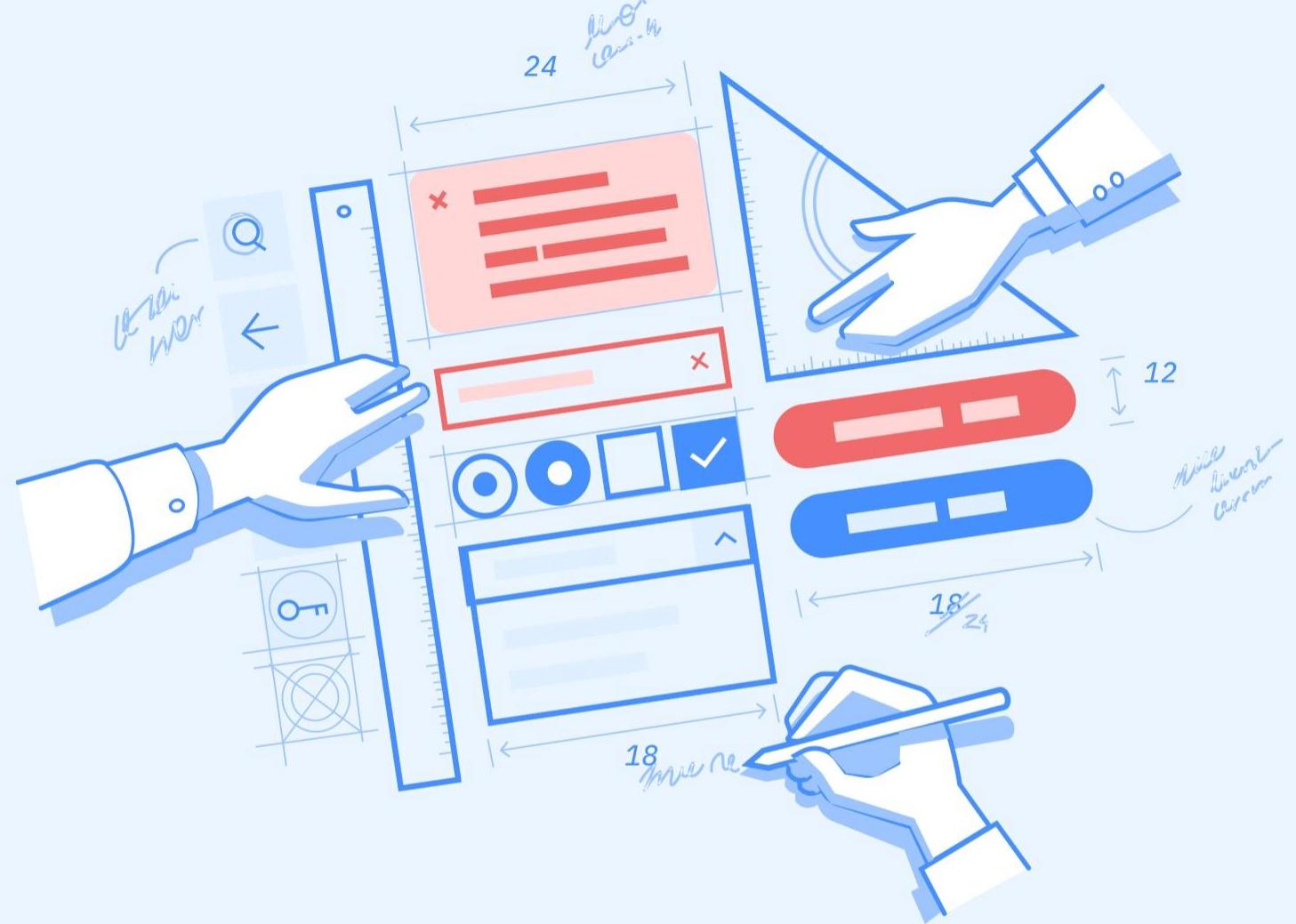
Product Development Examples

Non-Exhaustive List of Projects I've led

- **Risk Management Systems (now Moody's)**: developing a Design System to accelerate modernized web SaaS product development.
- **Sandisk iXpand**: a consumer electronic mobile application re-design and development to improve sales and Apple App Store rating.
- **Fluent Forever**: helping a founder crowdfund and develop a digital version of his popular language learning system.
- **Twitter VIT**: design and development of a celebrity-only application for Twitter to help drive user engagement on their platform.
- **Instacart**: rapid prototyping a new system for their shoppers to more quickly and efficiently buy groceries for consumers.

RMS Design System

an Enterprise
Design System from Scratch



Industry

Risk Management

Expertise

Design System, Product
Design, User Interface,
Documentation

Platforms

Web, Mobile

Deliverables

UX, UI, Strategy

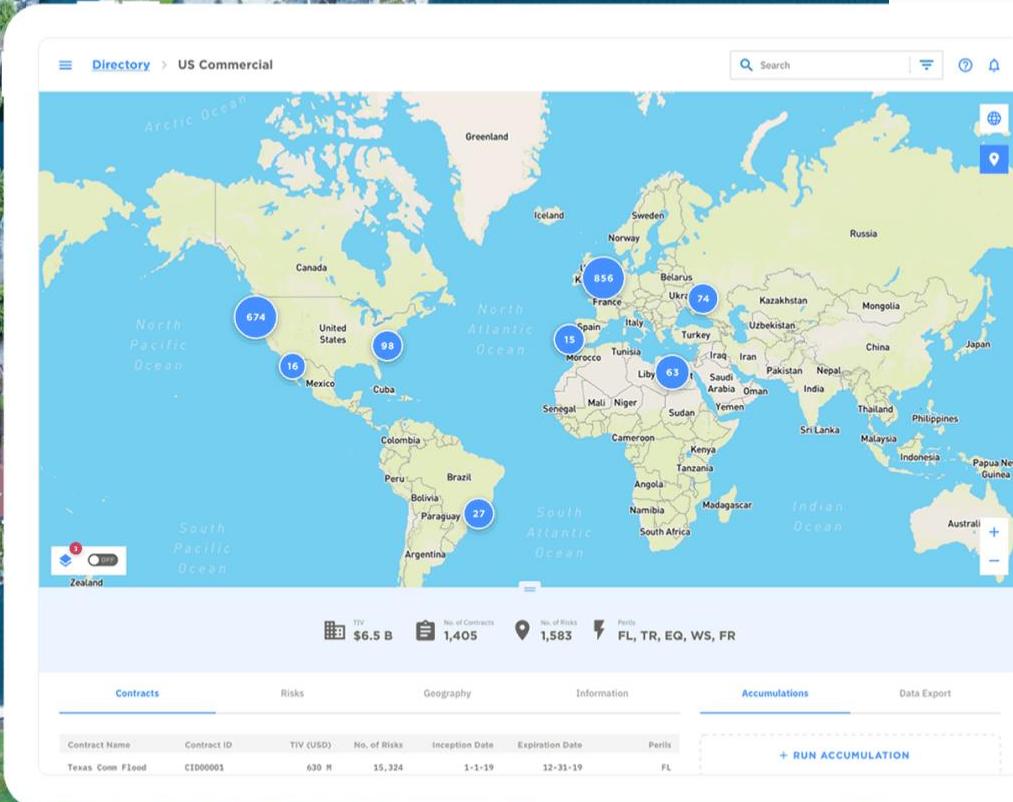
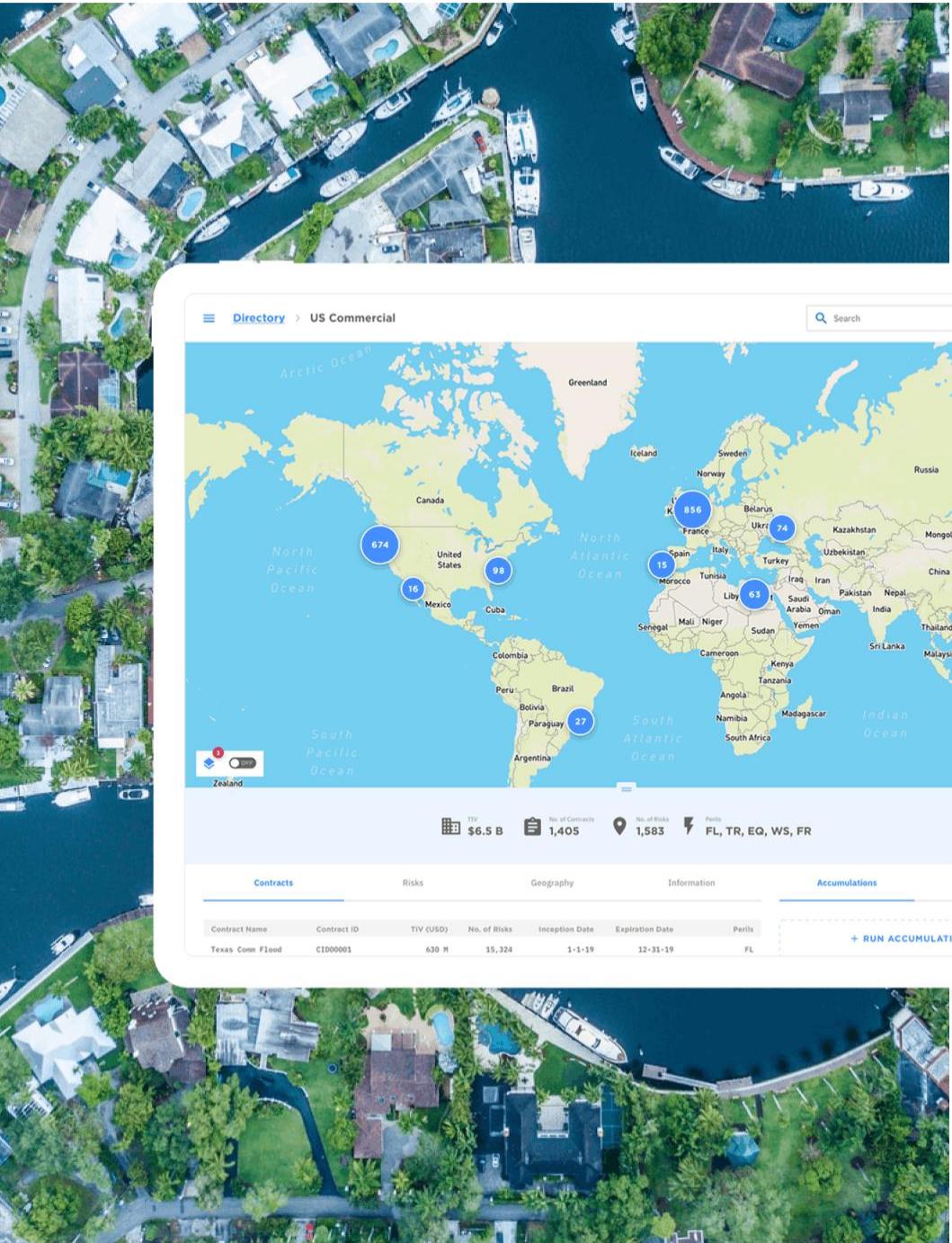
Introducing RMS

Providing risk management solutions

RMS (now part of Moody's) provides hundreds of insurers, financial institutions, and corporations with models, technology, and services to better manage catastrophe risks throughout the world.

The world's leading risk management company approached my employer to create a scalable, modern design system that allowed them to streamline their design process and promote consistency across their products and applications.





Design Systems are becoming increasingly valuable because they create a single unified experience across multiple products and platforms — promoting consistency, speeding up workflow, and improving user experience. They allow for several product teams within a company to design and develop product experiences adhering to a set of core principles, styles, and patterns.

The challenge

With an expanding portfolio of products, RMS wanted a unified experience for their customers and a centralized design language for their product designers and developers.

Working closely with RMS executives, my team created a robust design system of visual styles, components, and code values that enable RMS to prototype and experiment with ideas in high fidelity faster and at a lower cost.

An illustration showing two people, a man and a woman, working together on a laptop. They are surrounded by various icons representing data and technology, such as a clock, a bar chart, a gear, and a lightbulb.

Manage Users					Add user
Primary contact					
	Name	E-mail	Groups	Last sign-in	
Iya Inc.	Lew Silverton	lsilverton@mms.com	Administrators	Nov 26 2:37PM	...
Home					
User Administration					
Users					
Groups					
Monitoring					
Developer Dashboard					
Company					
23 registered users					
	Name	E-mail	Groups	Last sign-in	
	Wim Willmet	wimwillmet@mms.com	Administrators	Nov 26 2:37PM	...
	Ivan Horares	ivanhorares@mms.com	Sales, Portfolio Managers	Nov 26 2:37PM	...
	Gautham Sangrota	gauthams@mms.com	Risk Analysts	Nov 26 2:37PM	...
	Ceszar Szavay	ceszars@mms.com	Portfolio Managers	Nov 26 2:37PM	...
	Dina Gann	dinag@mms.com	Sales	Nov 26 2:37PM	...
	Sanne Voicula	sannevoicula@mms.com	Administrators	Nov 26 2:37PM	...
	Talitha Cortina	talithacortina@mms.com	Risk Analysts	Nov 26 2:37PM	...
	Higinio Mato	higiniom@mms.com	Portfolio Managers	Nov 26 2:37PM	...
	Horia Fortuna	horiafortuna@mms.com	Administrators	Nov 26 2:37PM	...
	Faizah AlRahman	faizahalarahman@mms.com	Administrators	Nov 26 2:37PM	...
	Ashley Latif	ashleylatif@mms.com	Sales	Nov 26 2:37PM	...
	Ashley Graham	ashleygraham@mms.com	Administrators	Nov 26 2:37PM	...
	Alicia Puma	aliciap@mms.com	Portfolio Managers	Nov 26 2:37PM	...
	+ ADD TO GROUPS				
	X DEACTIVATE				

The screenshot shows the Betterment Accumulation dashboard. At the top, there are tabs for 'Accumulation' (selected), 'Retirement', 'Type', 'Perf.', 'Damage', and 'Review'. Below the tabs is a large central area featuring a cartoon illustration of a person in a pink shirt and blue pants pouring red dots from a jar into a heart-shaped balloon, with a bar chart in the background. To the right of the illustration, the text 'Let's get started' is displayed above a question 'How would you like to analyze your data?'. Below this are two main options: 'New Accumulation' (with a 'Get started now!' button) and 'Use Existing Settings' (with a 'Based on saved or pre-existing settings' link). At the bottom, there is a 'Next step' button with the text 'Learn how to run an Accumulation'.

The screenshot displays a dashboard for geopolitical risk analysis. At the top, there are three world maps: one for North America, one for South America, and one for Europe and Africa. Below the maps, there are three tabs: 'All Countries' (selected), 'Limits by Geopolitical Zones', and 'Underwriter Rules'. The main content area features a bar chart titled 'Limits by Geopolitical Zones' comparing 'Exposure Limit' across different countries. The y-axis ranges from 0 to 100. The x-axis lists countries grouped by continent: USA, Mexico, Peru, Chile, Argentina, Brazil, and Uruguay. Each country has four bars representing different risk categories: Earthquake (orange), Flood (light blue), Fire (dark blue), and Severe Storm (yellow). A legend at the bottom identifies these colors. On the right side of the chart, there is a sidebar titled 'Perils' with toggle switches for Earthquake, Flood, Fire, Severe Storm, Terrorism, Wildlife, Wildwaters, and Workwaters.

The screenshot shows the ArcGIS interface with a map of North America as the central element. The map displays state/province boundaries and major cities. Several locations are highlighted with large blue circles containing white numbers: 215 in the Great Plains region, 225 in the Southwest, 230 in the Southeast, and 240 in the Northeast. A legend on the left side of the screen provides a key for these numbers. The legend includes sections for 'Accumulation' (with sub-options like 'Cumulative', 'New Accumulation', and 'Reset'), 'Type' (with sub-options like 'Geospatial' and 'Raster'), 'Resolution' (with sub-options like 'Country', 'Admin 1', 'Admin 2', 'Post Code', and 'Select All'), 'Country' (with sub-options like 'Select one or multiple Countries' and 'Admin 3'), 'Admin 1' (with sub-options like 'Select one or multiple Admin 1'), 'Peril' (with sub-options like 'Select a Peril'), 'Damage' (with sub-options like 'Select Damage Related and Perspectives'), and 'Name' (with sub-options like 'Name and Run the Accumulation').

System Overview

Date Range: Last 20 Days Reset

Total Jobs Run

Date	Jobs Run
02/03	3
04/03	1
05/03	8
06/03	2
07/03	2
08/03	3
09/03	2
10/03	2
11/03	1
12/03	3
13/03	1
14/03	9
15/03	1
16/03	1
17/03	1
18/03	48
19/03	1
20/03	9
21/03	1
22/03	1
23/03	1
24/03	1
25/03	1
26/03	1
27/03	1
28/03	1
29/03	1
30/03	1

Locations per Job

Date	Locations per Job
02/03	450,000
04/03	100,000
05/03	100,000
06/03	100,000
07/03	100,000
08/03	100,000
09/03	100,000
10/03	100,000
11/03	100,000
12/03	100,000
13/03	100,000
14/03	100,000
15/03	100,000
16/03	100,000
17/03	100,000
18/03	450,000
19/03	100,000
20/03	100,000
21/03	100,000
22/03	100,000
23/03	100,000
24/03	100,000
25/03	100,000
26/03	100,000
27/03	100,000
28/03	100,000
29/03	100,000
30/03	100,000

The screenshot shows a user profile with a blue and white theme. The main heading is "My Dashboard". Below it, there's a large illustration of a person sitting at a desk, looking at a computer screen. A callout box next to the person says "Looks like you don't have your dashboard set up yet. Let's get one set up so you can view your important data." A "GET STARTED" button is present. The dashboard area has sections for "Directory Statistics" (482 files, 173 images, 93 documents, 12 spreadsheets), "Programs" (listing "Adventure Cat N_2014", "Adventure Cat N_2018", "Adventure Cat N_2018 1st Semester", "Adventure Cat N_2018 2nd Semester", and "Adventure Cat N_2017" with various status indicators like "New", "Cancelled", "Quoted", "Written", and "Signed"). A search bar and a "CREATE PROGRAM" button are also visible.

The screenshot shows a detailed map of Newark, New Jersey, with various risk zones overlaid. The map features a grid street pattern, major roads like Broad Street and Market Street, and several water bodies. Overlaid on the map are several colored areas representing different risk types:

- US Earthquake** (Red)
- US MMI** (Pink)
- US Flood** (Orange)
- GDPR Compliance** (Yellow)
- Climate risk: IPCC A2 - Temperature** (Green)
- US Winterstorm** (Green)
- US Severe Convective** (Green)

A legend on the left side of the interface lists these categories with their respective color swatches. At the bottom left, there are buttons for "Hazard Scores" and "Loss Cost". On the far right, there are standard map navigation controls for zooming and panning.

The map displays the following approximate entity counts by region:

- North America: USA (184), Canada (174), Mexico (16), Cuba (1), Central America (1)
- Europe: UK (154), France (134), Germany (104), Italy (104), Spain (1), Poland (1), Norway (1), Sweden (1), Iceland (1)
- Asia: China (1), India (1), Japan (1), South Korea (1), Australia (1), New Zealand (1)
- Australia and Oceania: Australia (1), New Zealand (1)
- South America: Brazil (27), Argentina (1)
- Middle East and Africa: Saudi Arabia (1), Egypt (1), Iran (1), Iraq (1), Turkey (1), Libya (1), Morocco (1), Algeria (1), Tunisia (1), Mali (1), Niger (1), Sudan (1), Kenya (1), Tanzania (1), Uganda (1), Namibia (1), South Africa (1), Angola (1), Mozambique (1), Madagascar (1)

Global Group			
Group Name	Save Team		
# Roles	Name	E-Mail	Groups
<input checked="" type="checkbox"/> Winn Williams	wwilliams@rms.com	Administrators	
<input checked="" type="checkbox"/> Ivan Moxie	ivnamoxie@rms.com	Sales, Portfolio Managers	
<input type="checkbox"/> Gethinor Sangrota	g sangrota@rms.com	Risk Analysts	
<input checked="" type="checkbox"/> Caspar Sonney	casparsonney@rms.com	Portfolio Managers	
<input type="checkbox"/> Elisa Oñate	e.onate@rms.com	Sales	
<input checked="" type="checkbox"/> Samine Vassal	s.vassal@rms.com	Administrators	
<input checked="" type="checkbox"/> Talith Cotton	talithcotton@rms.com	Risk Analysts	
<input type="checkbox"/> Hughe Maké	hmak@rms.com	Portfolio Managers	
<input type="checkbox"/> Parva Fortuny	parva@rms.com	Administrators	
<input type="checkbox"/> Fazal Al Rahman	fazalrahman@rms.com	Administrators	
<input checked="" type="checkbox"/> Abby Lotz	abbylotz@rms.com	Sales	
<input type="checkbox"/> Ashley Graham	agharm@rms.com	Administrators	
<input type="checkbox"/> Alice Puma	alice.puma@rms.com	Portfolio Managers	
<input type="checkbox"/> Chandrasekhar Ganguly	cganguly@rms.com	Sales	
<input type="checkbox"/> Dunneon Peterson	dpeterson@rms.com	Administrators	
<input type="checkbox"/> Xene Doleckova	xenadoleckova@rms.com	Portfolio Managers	
<input type="checkbox"/> Anurita Lata	anurita.lata@rms.com	Financial Analysts	

The screenshot shows the RMS Design System landing page. At the top, there's a navigation bar with links for 'Getting Started', 'Guidelines', 'Components', and 'Patterns'. To the right of the navigation is a small user icon. The main title 'Create Consistent & Scalable Experiences' is displayed prominently. Below the title is a 'LEARN MORE' button. To the right of the text is a large, stylized illustration of two figures working on a central interface. This interface consists of various UI components like buttons, sliders, and icons, all connected by arrows and lines, symbolizing a cohesive design system. Below this illustration, the heading 'RMS Design System' is centered. Underneath the heading, a descriptive text reads: 'We've created a unified library of visual styles, UI components and UX patterns to provide customers with a cohesive experiences across our applications.' At the bottom of the page are several circular navigation icons.

The screenshot shows the Google Trends interface for the search term "Food" in Georgia, USA. The chart displays the relative search interest from January 1 to June 1. The y-axis represents the percentage of search interest, ranging from 0% to 100%. The x-axis shows months from Jan 1 to Jun 1. A blue line with diamond markers tracks the search interest. An annotation box highlights the peak interest at approximately 75% in May 1, with a note: "Food 75% of Risk 2,300 m. of Police 1,200". The interface includes a sidebar with filters for location, date range, and category, and a bottom section for expanding the chart.

The screenshot shows a search interface for "coverholders" across the globe. At the top, there's a search bar with placeholder text "Search coverholder, country, region, city or zip code" and a "Filters" button. Below the search bar, there are two sections: "RECENT SEARCHES" and "SAVED SEARCHES". The "RECENT SEARCHES" section lists locations such as New York, Texas, NFM Insurance Inc., Atlanta, 20111, Innovative Risk Solutions, Inc., Thomas & Company Inc., Georgia USA, Los Angeles, All Insurance Brokerage, and Adairsville 30103. The "SAVED SEARCHES" section lists Mexico in Brazil, Florida, Texas in Arizona, Royal Oak Underwriters Inc. vs Norman Spencer Inc., USA, Georgia - Ohio, Find countries, and Find coverholders. A large world map is centered on North America, with many countries labeled. At the bottom, there are buttons for "Find by name", "Enter to contact", and "Exit to dismiss", along with a "Today" link.

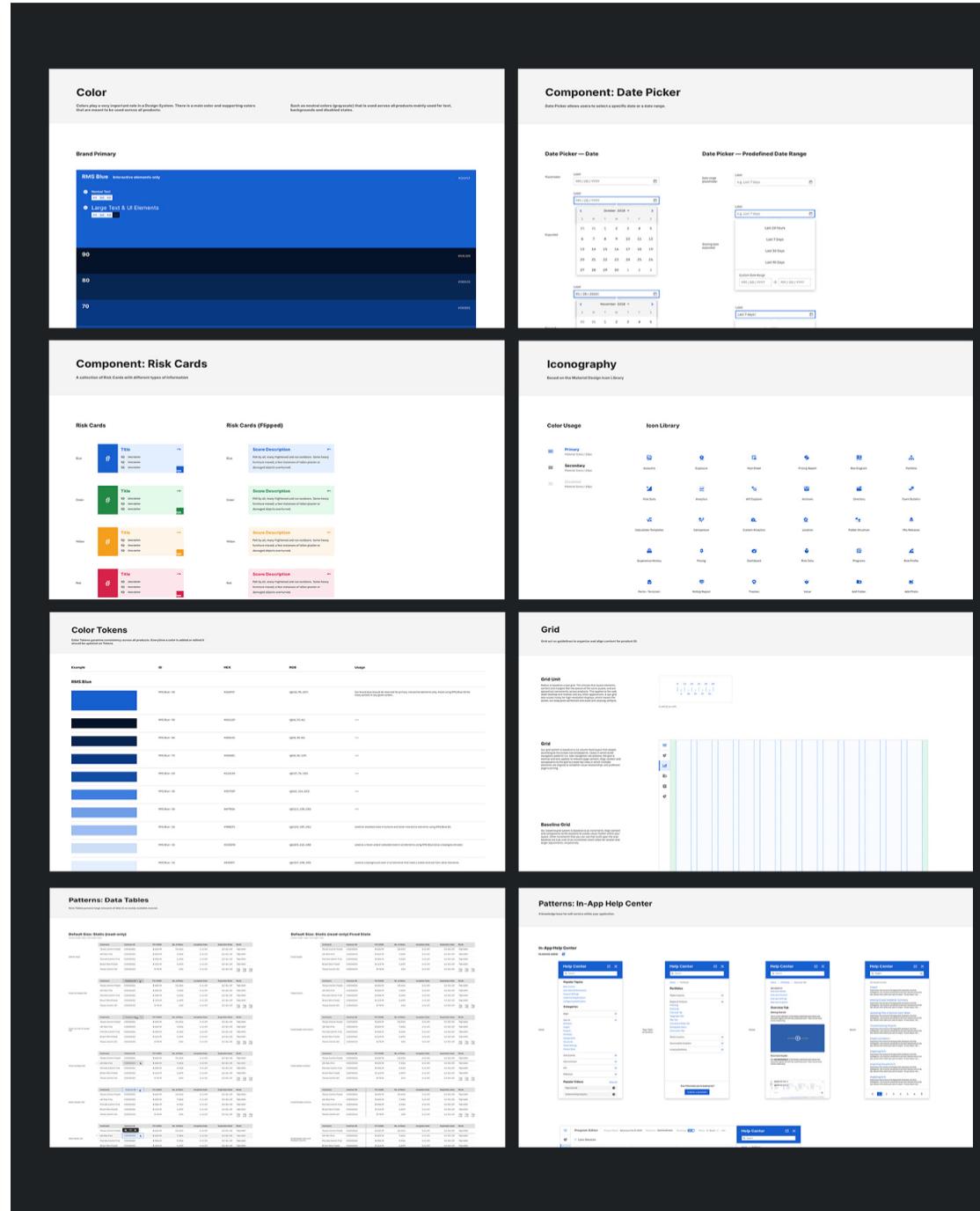
A screenshot of a web-based application for importing data. On the left, there is a large circular icon containing a stylized illustration of a person sitting at a desk, working on a computer. Above the person is a blue cloud icon with a white number '1'. To the right of the illustration, the text 'Let's get started' is displayed in bold, followed by the question 'How would you like to import your data?'. Below this, there are two main sections: 'EDM' (Extract, Transform, Load) and 'Upload Files'. The 'EDM' section includes a sub-section for 'Convert in a SQL Server'. At the bottom of the page, there is a dark footer bar with the text 'Learn How to Import Data'.

The approach

Creating a unified language

To work through these challenges and keep our decision-making process fast, we created a dedicated Slack channel and treated the effort like a startup. I invited a small group of designers and engineers so we could dedicate ourselves to agilely designing and building the RMS Design System.

The goal of the Design System was to create beautiful and accessible products with a unified design language. To reduce implementation effort, our components needed to be reusable and adaptable to any platform. To be as efficient as possible, we narrowed the initial scope by creating the system first for Desktop.



Laying the foundation

Our initial step was to determine what elements of the design system RMS already had implemented and understand what parts the team still needed to create.

We ran a design and development audit on their existing products to loosely define the foundation of the design system — gathering color, typography, spacing, and essential component styles. This discovery phase provided us a clear roadmap and allowed us to begin defining our standardized components.

We started by prioritizing the atomic levels of the Design System — typography styles, color styles, and spacing rules. We defined these rules first because they would ultimately affect the molecular elements of the system. We then built out the essential components (i.e. buttons, dropdowns, input fields, etc.) because these would be the building blocks for more complex parts. By starting with the smallest elements first, we built the foundation for a robust Design System.



Summing it up

Working together towards the same goal

After more than a year of hard work, my team released a top-quality design system that serves as the single source of truth for both design and development — allowing for an efficient, consistent, and scalable customer experience.

This design system also allowed my organization to grow the account, and I was also able to scale the client's engineering and QA teams to accelerate their transformation efforts of converting their legacy systems into new modern SaaS products over the next couple years.

Press

- [Dribbble Courtside](#)

5+

fully functional products
built in less than a year

30%

time saved in
prototyping

\$50k

saved per release in
cleaning up UI issues

100+

components created
and growing

SanDisk iXpand Drive

**Better Mobile Backup
for Millions of Users**



Industry

Storage Devices

Expertise

Strategy, Product Design,
Engineering, QA

Platforms

iOS, Android

Deliverables

UX, UI, Development



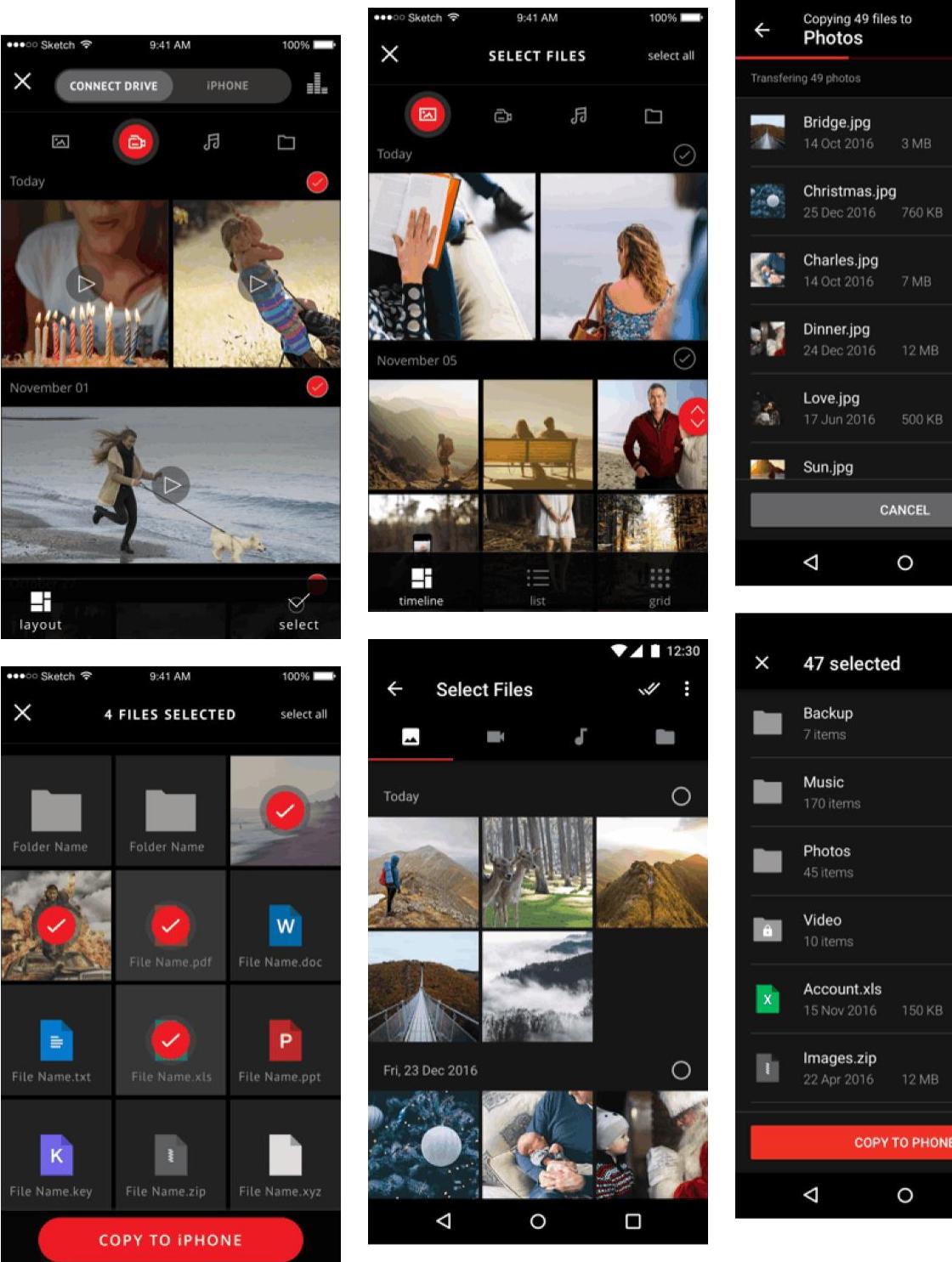
Introducing SanDisk **Helping people shoot, store, and share every experience**

SanDisk is a global leader in flash memory storage solutions such as memory cards, readers, and USB flash drives. The iXpand is a portable flash drive that allows users to transfer files from their iPhone to their computer to clear cell phone space while backing up photos and videos in a non-cloud environment. With cell phones functioning like our second brains today, the iXpand is arguably one of SanDisk's most important storage solutions.

The challenge

Although the concept of the iXpand was sound, user sentiment for the app was low, and SanDisk was averaging a 2.5-star consumer rating on the App Store. Users complained that the app's functions were not understandable, and the user experience was far from intuitive. What's more, the app's visual design did not integrate cohesively with the overall SanDisk brand, so a full UX/UI refresh needed to go hand-in-hand with the new functionality.

With a Japanese telecom deal on the line and 15 weeks to launch, we designed and developed with speed and efficiency.



The approach

Establishing KPIs and key metrics

As the lead product manager, I started by working closely with my team to identifying the key use cases for the iXpand Drive and the key user groups. The priority was to focus on the reason the app exists, which is to help users clear space on their cell phones.

In the Product Strategy Brief we identified the following key metrics:



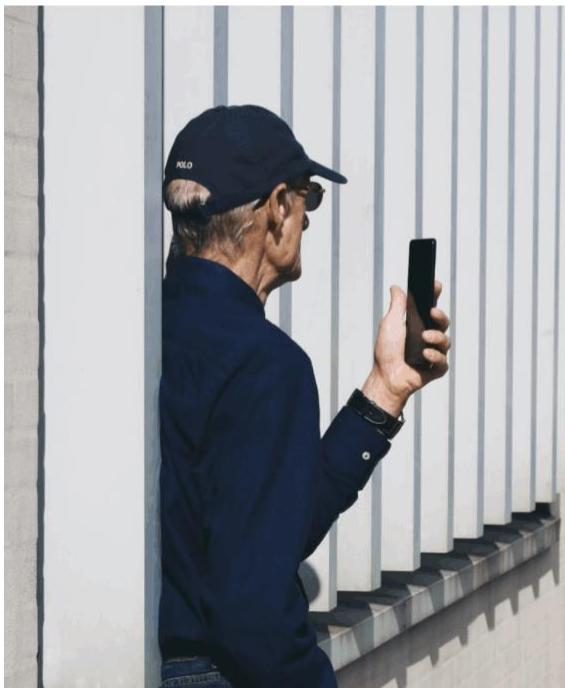
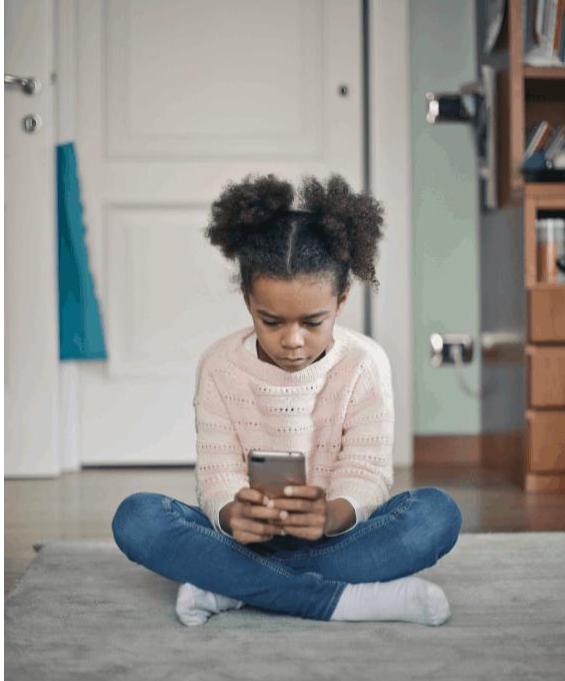
**Number of Times
the iXpand is
Plugged In**

**Average Number of
Files Transferred**

**Number of Media
Files Played**

**Types of
Media Files Played**

**Standard Retention
Metrics**



Research

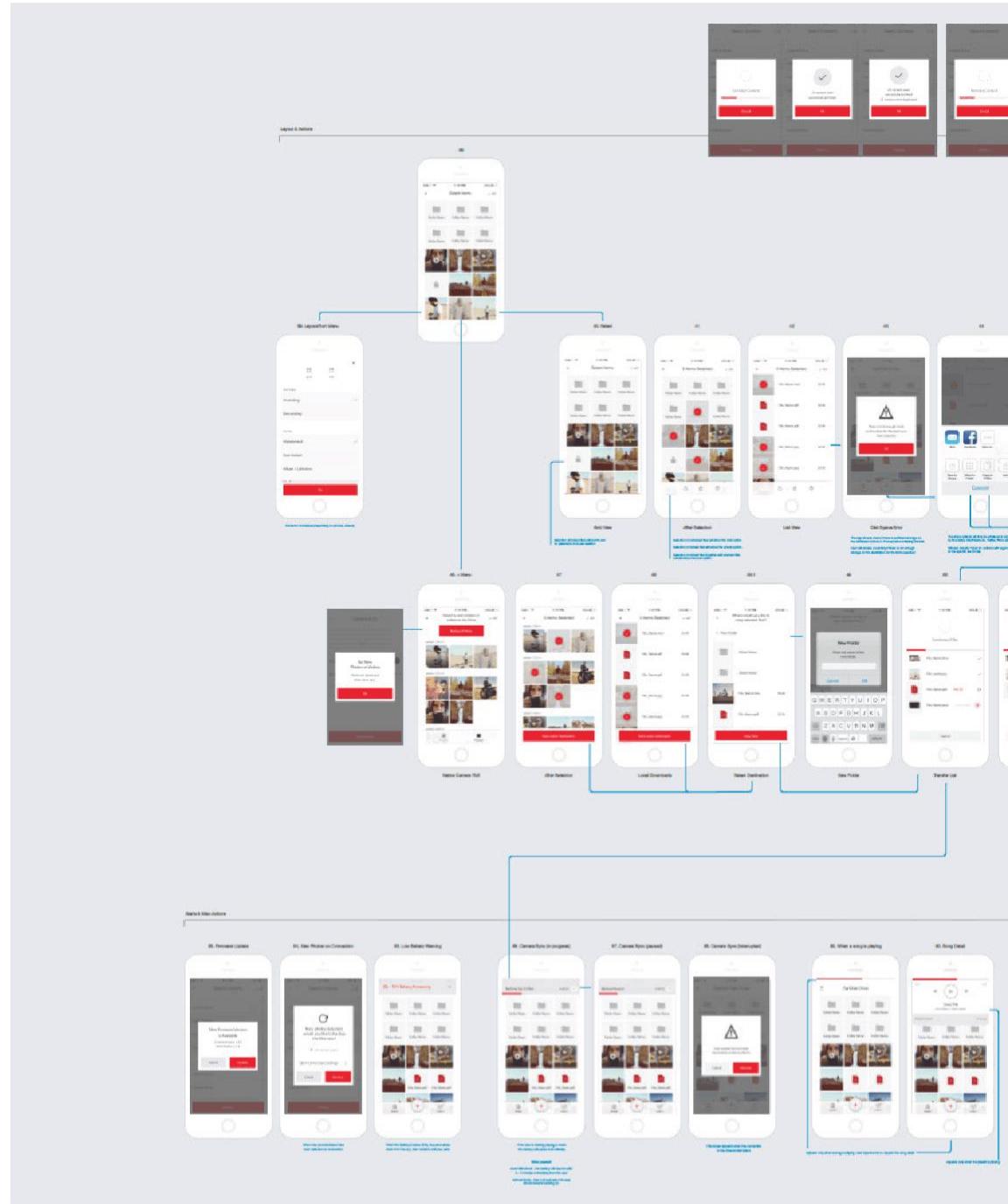
Identifying different types of people and their needs

We spoke with iXpand users to identify their needs and where they struggled while using the app's current version.

With the product KPIs and the users' feedback in mind, the design and development of the interface began. I had the team focus on simplifying the four core features of the app through a dynamic card-based interface: backup and restore contacts, record directly from the camera to the drive, stream videos from the iXpand, and backup photos from social media.

Wireframing Improving the core app experience

Before bringing the app design to life, we created a strategic blueprint that made high-level recommendations for simplifying the overall app experience. We wireframed a completely new user experience that focused on reducing confusion and frustration and building confidence and trust among users of all ages and across different geographical regions.

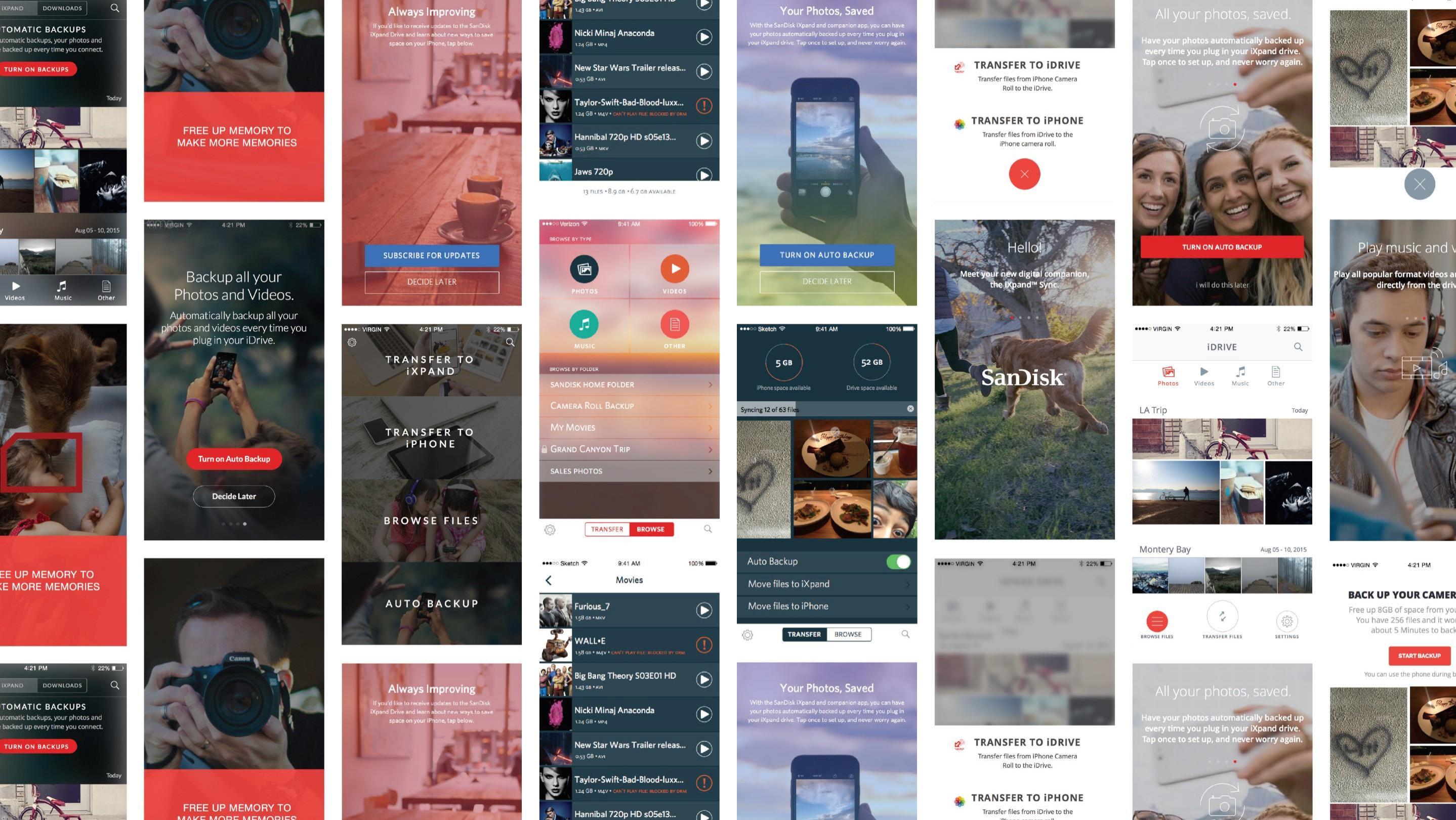


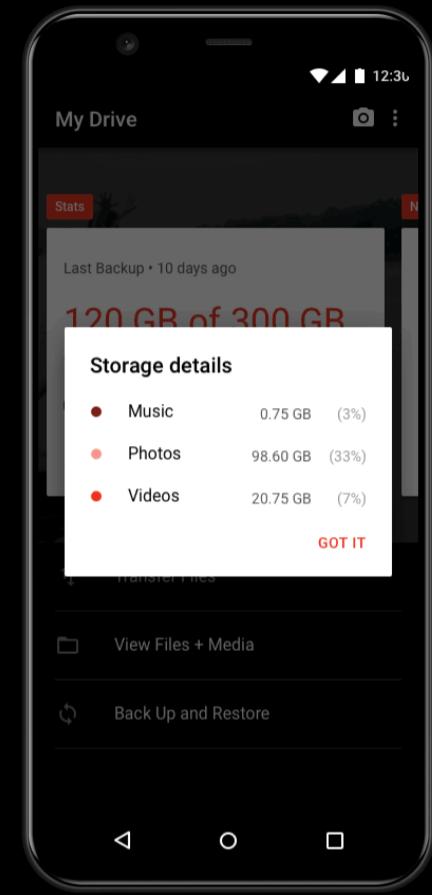
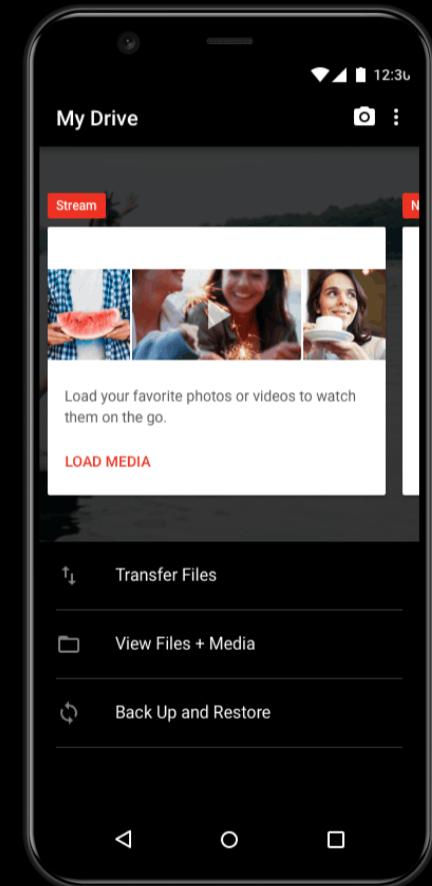
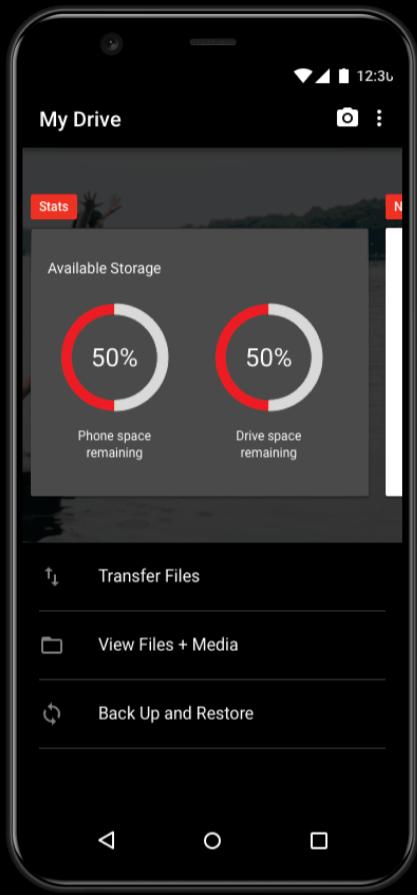
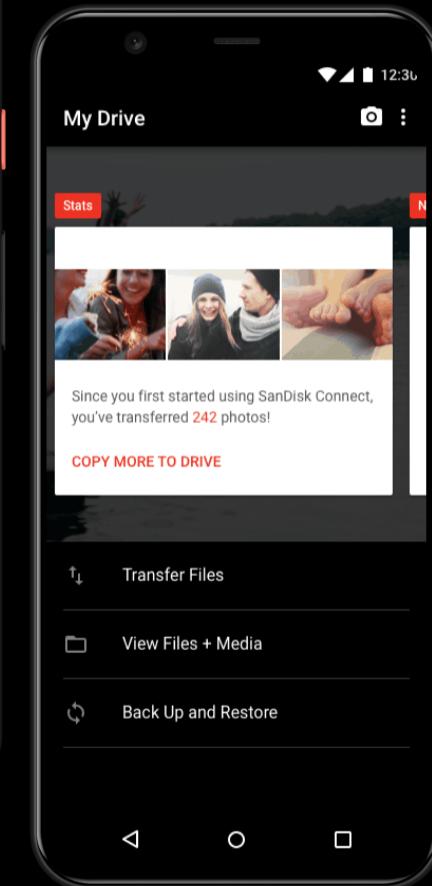
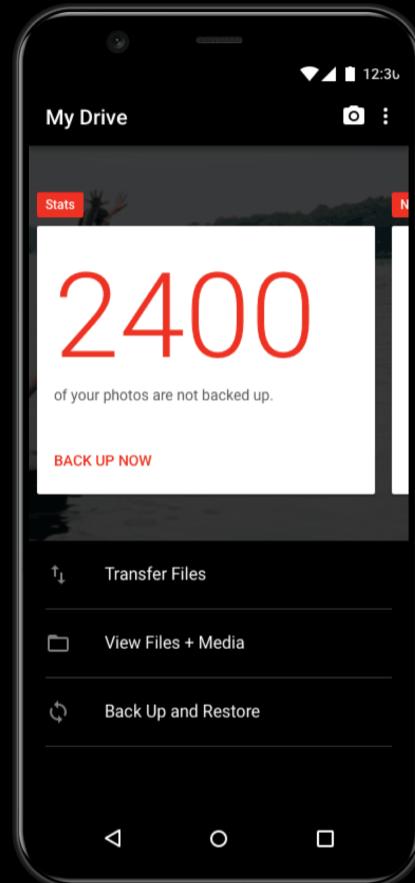
Mood board & Visual Design

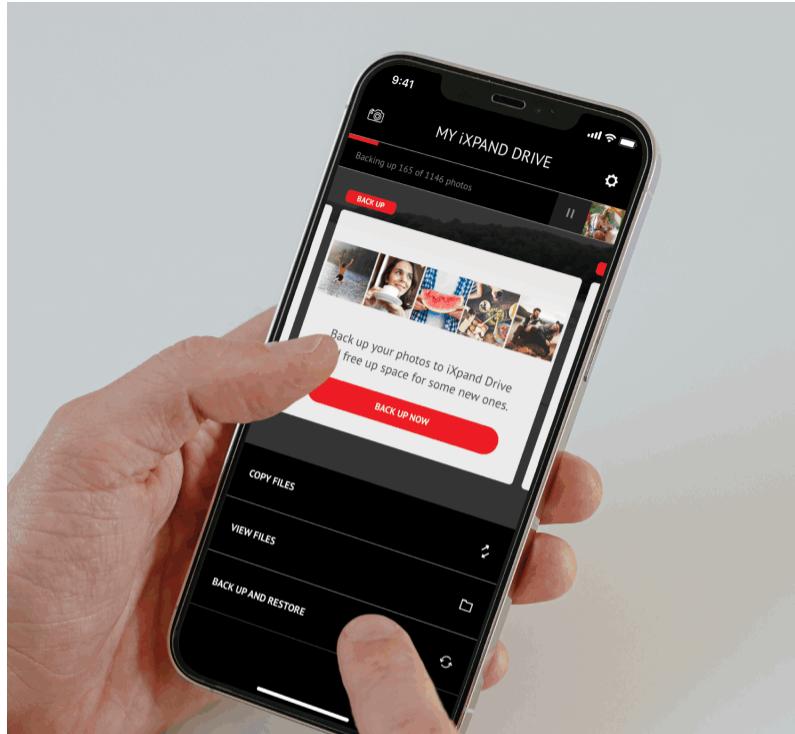
In this project phase, we focused on creating the best user experience. We set up a mood board (a showcase of potential visual design approaches for the interface) to help identify what would and wouldn't work for the end-users and to validate with SanDisk the visual approach for the UI.

Defining a visual approach for the UI provided us a clear roadmap and allowed us to reach a consensus on the overall tonal experience of the product.

With an extremely tight timeline and only two designers available, I had to run parallel efforts on different functional user flows to hit deadlines. I worked extremely closely with the designers, sometimes having multiple discussions a day (afternoon and end of day), to ensure the different functional user flows aligned with the overarching user experience and visual design.

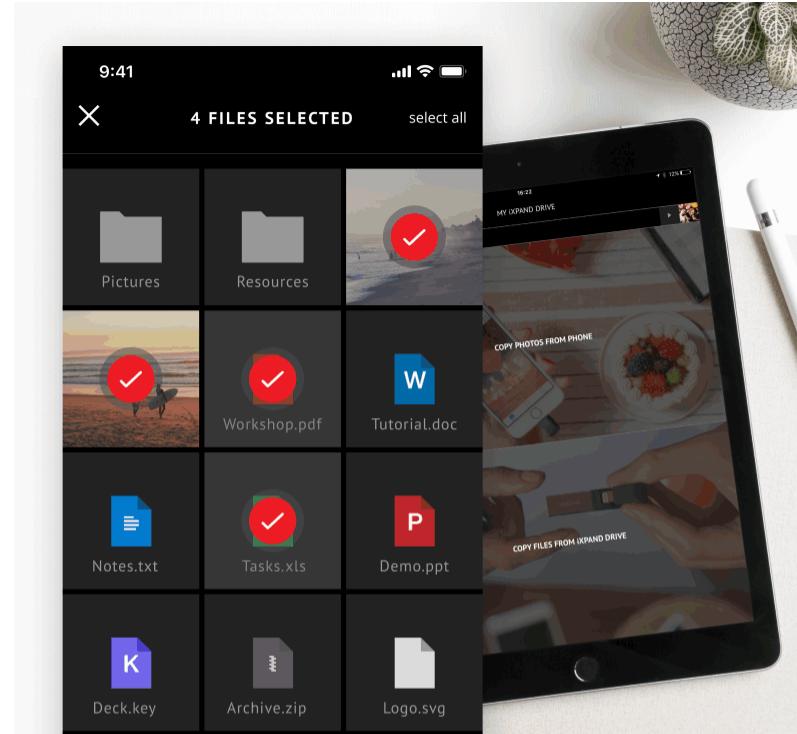






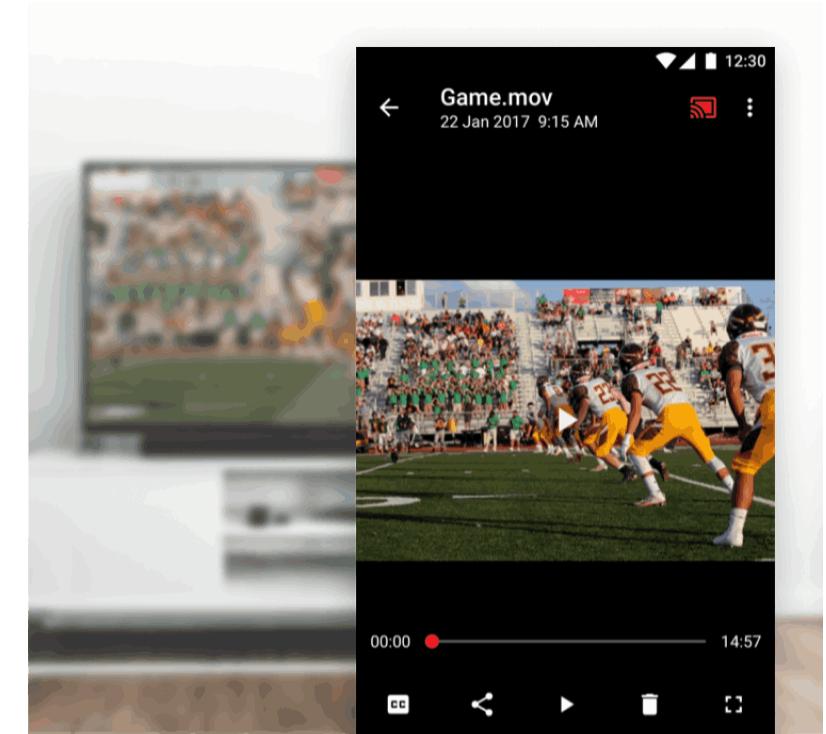
Free up memory to make more memories

The team developed a system to automatically backup your photos everytime you connect your Drive. This frees up space on your phone.



Easily manage files across your devices

Users go to Connect Wireless Drive app when they want to manage their files accross their devices. Our aim was to simplify this process.



Cast to TV via Apple TV, Chromecast and Amazon Fire

We simplified the process to play videos and music directly from the Drive.

Results

Design for the win

Since releasing the app and drive, SanDisk has shipped over 4 million units in the U.S. and Japan.

Also, the SanDisk iXpand app went from 2.5 stars to 4.5 stars on the App Store in the first 30 days and has retained this rating.

Sandisk's iXpand app designed and developed by my team introduced new design standards that are now used across all of SanDisk's new product lines.

4 million

units of the app + drive shipped

4.5 stars

rating on App Store in first 30 days

Fluent Forever

From a Kickstarter prototype,
to a functional app



Industry

Education

Expertise

Strategy, Product Design,
Engineering

Platforms

iOS, Android

Deliverables

User Experience,
User Interface,
Development

Introducing Fluent Forever

Learn a language and never forget

Fluent Forever is a language learning startup that invented a groundbreaking methodology for learning new languages. They were ready to go from paper to digital with this method, and bring a completely new tool to the market





Fluent Forever's founder, Gabriel Wyner, already had a best-selling book, and was ready to take this method to the digital world. Over the course of a one-year partnership, a cross-disciplinary team of product managers, designers, and engineers worked together with Fluent Forever to solve some of their toughest challenges.

As Lead Product Manager, I had to work with Gabe to capture the core vision of the product in a prototype that would help a startup founder crowdfund his idea and then scale a team to iterate on that vision.

The prototype was part of a larger crowdfunding campaign by Fluent Forever that raised over 1.7 million dollars on Kickstarter and Indiegogo.

Following the successful funding campaign, we needed to create a seamless fulfillment experience for the people that backed the project. Most importantly, we had to build this revolutionary tool in a way that makes learning a new language from a mobile phone an effective and enjoyable experience.

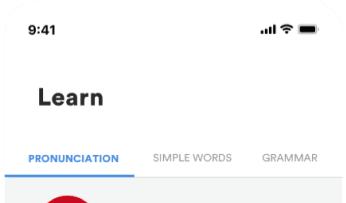
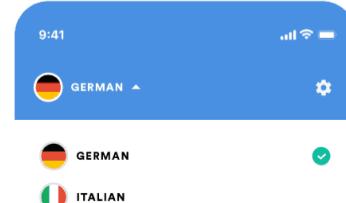
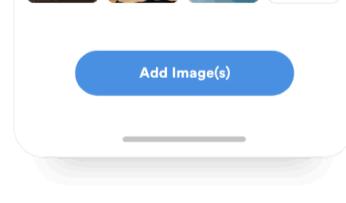
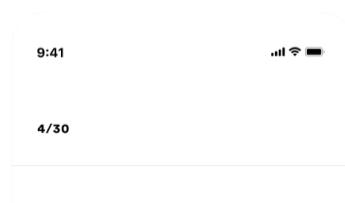
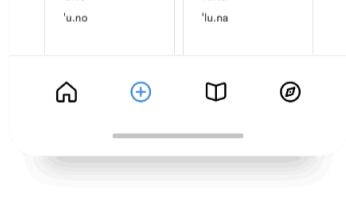
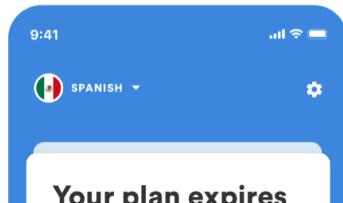
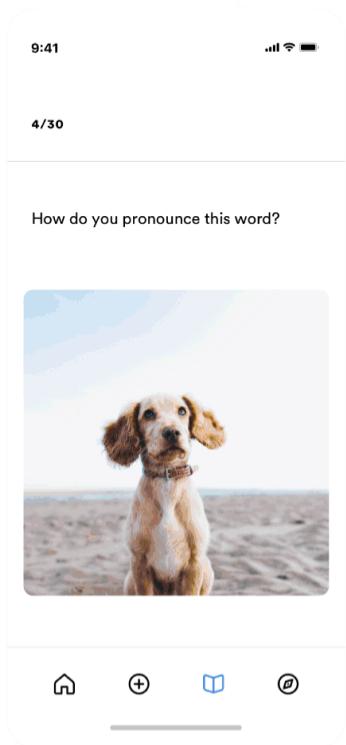
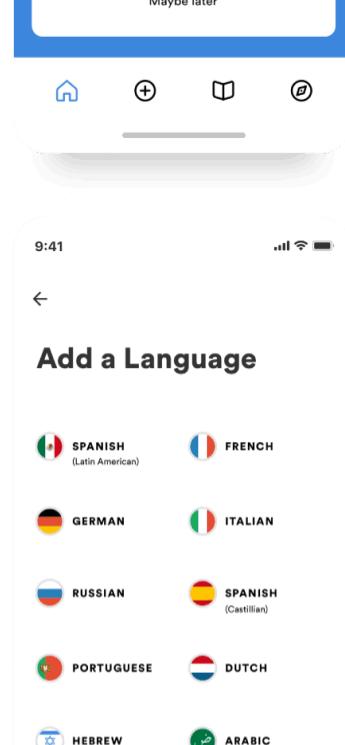
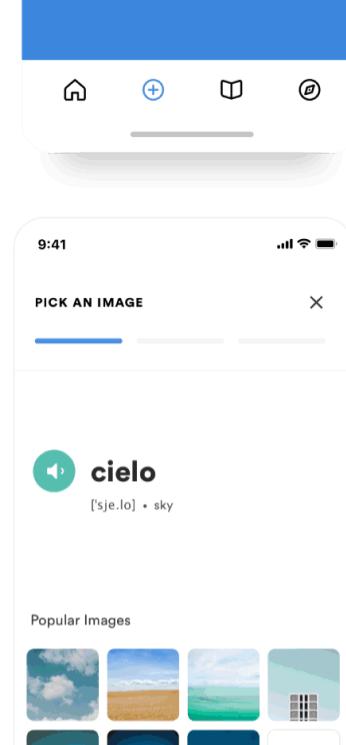
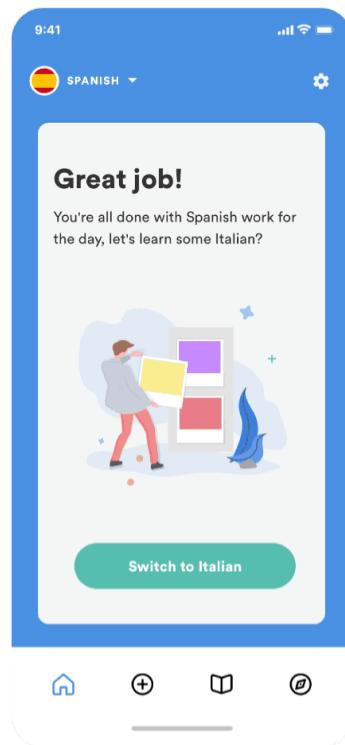
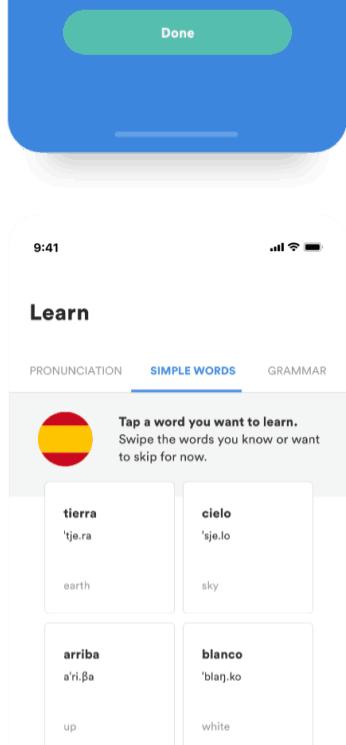
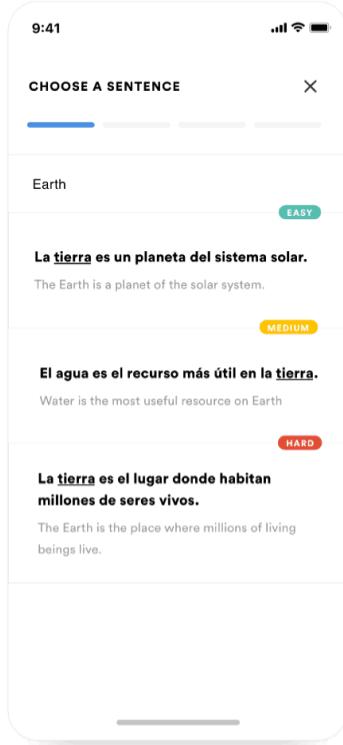
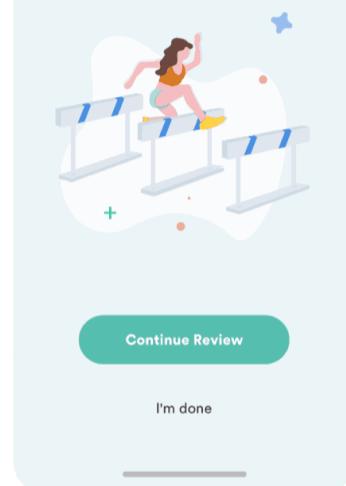
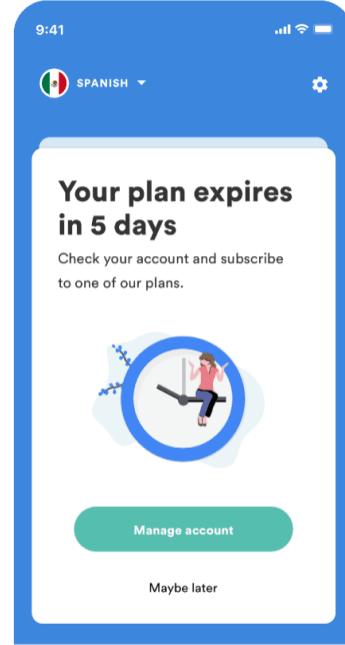
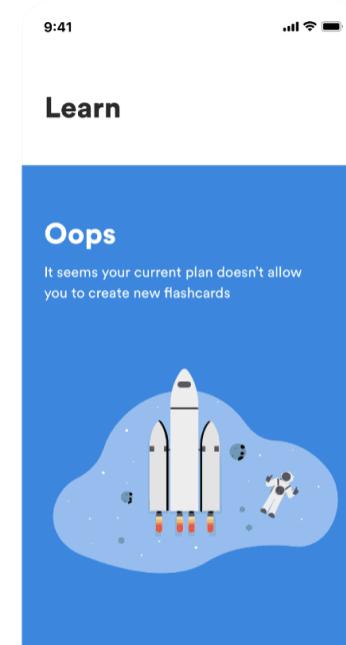
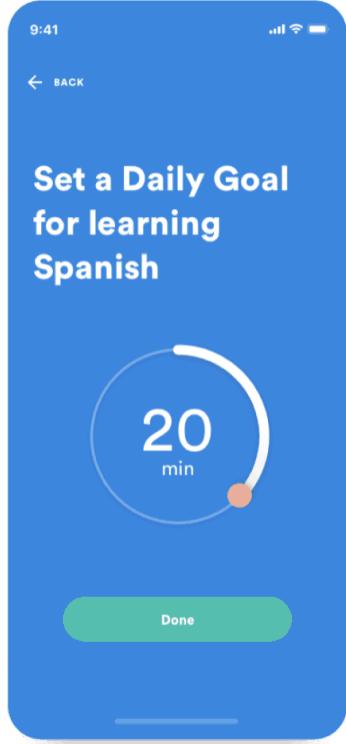
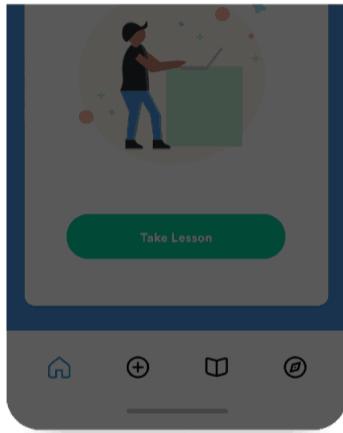


ITALIAN



JAPANESE BETA

Manage Languages



Your plan expires

You completed 1/5 Review Sessions

Managing fulfillment after a successful campaign

Once the Fluent Forever app was funded, my team started working to bring it to life. Simultaneously, we had to ensure a smooth fulfillment process for the backers who pre-purchased a subscription to a product that did not even exist yet.

We developed a custom front and back-end web solution to manage this group of people, ensuring they were able to make additional purchases even though the campaign was closed. The website made it easy for backers to upgrade their subscription plan, and/or give a gift subscription to one of their friends or family.

This solution allowed Fluent Forever to continue adding cashflow while the app was in development and added 250k to the 1.7 million that was already funded.

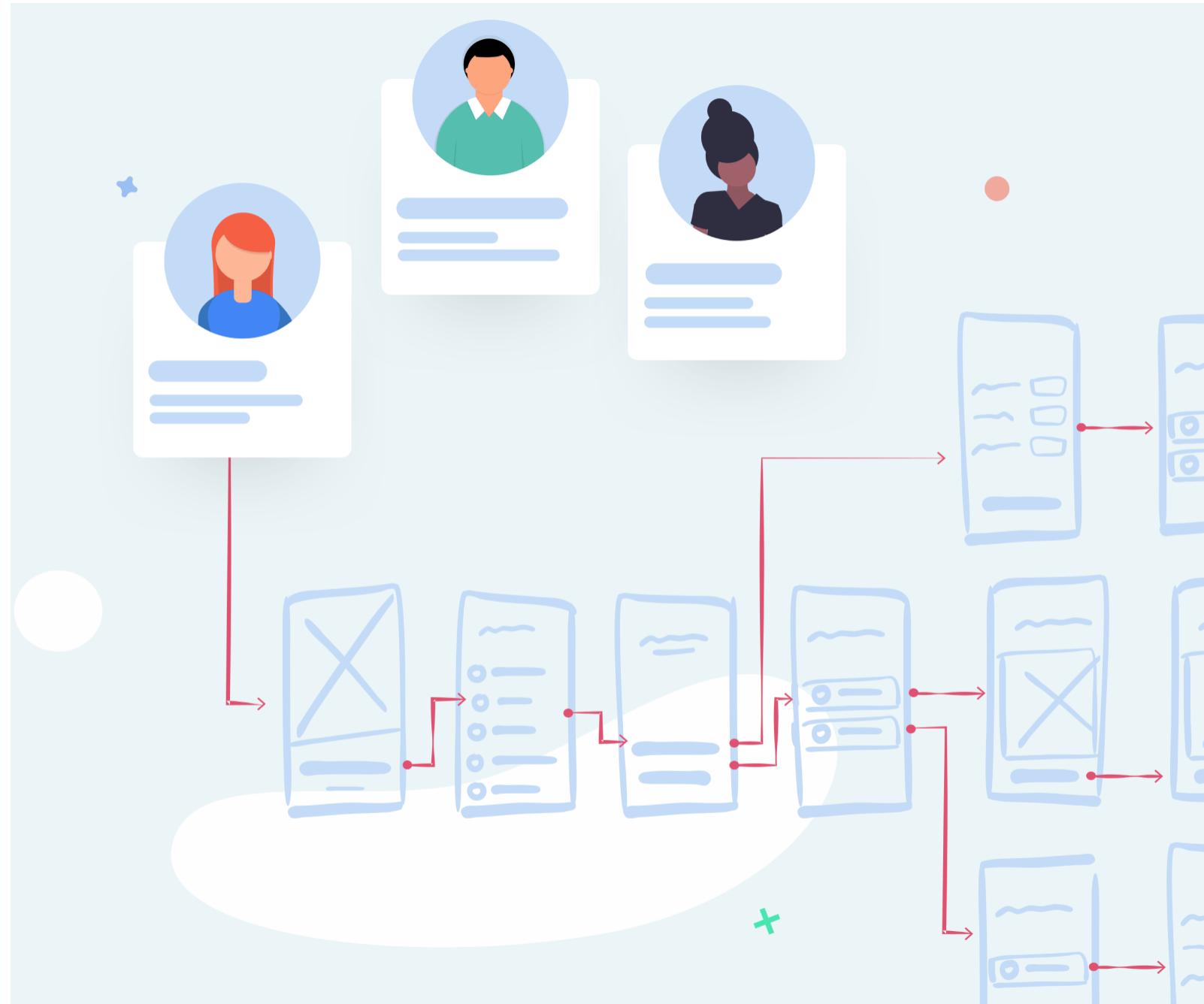


The approach

Designing the customer experience

Learning a new language is hard. Gabe wanted to create an experience that would make it less intimidating for a person who had no prior knowledge, and more challenging for a person who is already on their way to fluency.

So, as a starting point, we created three different profiles: Beginner, Intermediate and Advanced. With just a few questions during onboarding, the app customizes the content to meet users at their learning level.





Learn Simple Words

Time to learn vocabulary.

Learn From Your Sentences

Create cards from your sentences.

Learn Grammar

Learn grammar naturally through stories relevant to you.

Nice job!

You're all done for today.

19

Pronunciation Lesson

Ear Training

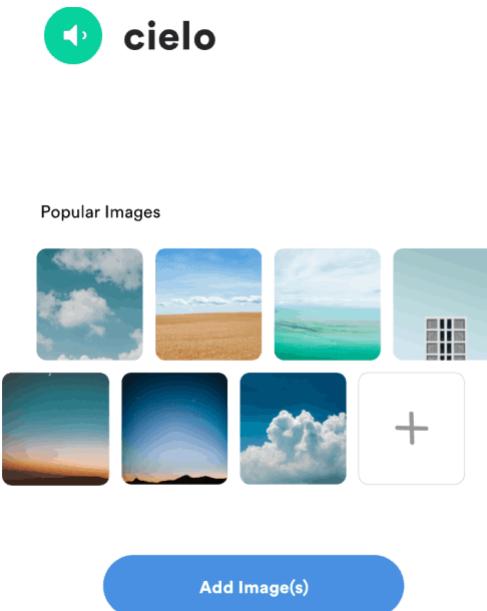
19/20

How it works

Learning made easy

The core way people learn a foreign language using Fluent Forever is by creating personalized flashcards — and studying the right card at the right time. Because using this app is a self guided experience, we designed the system to make suggestions — so that users wouldn't feel unsure about what to do next.

The card-based interface on the home screen provides relevant suggested tasks based on what the user completed last. Tasks range from watching videos and creating flashcards—to reviewing flashcards or hiring a tutor.



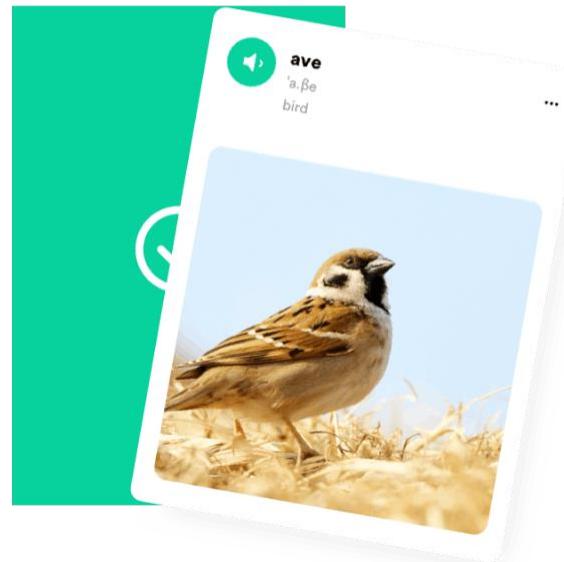
Fast flashcard creation

Creating personalized flashcard is a feature that is central to Fluent Forever's unique methodology. We made it easy to create flashcards on a mobile phone with just a few taps.

Which syllable is stressed in this word?

sombra

shadow



Simple deck review

Once enough flashcards have been created, the next step is to study the personalized deck. The flashcard design template supports multiple languages and over 15 different flashcard types.

Nice job!

You completed 2/5 Review Sessions



Self-grading

We optimized the studying process on mobile and made self-grading a fluid experience by swiping left or right to grade and advance cards.

Positive reinforcement

To keep people motivated and feeling good, we made sure there was lots of positive reinforcement throughout the app experience.

Fluent Forever

Hello, Adam!

Complete your profile informations

[Profile Info](#) — [Pricing Plans](#) — [Check out](#)

Payment

Name on card

Name

Card Number

0000 0000 0000 0000

CVV Code

Expiry Date

MM - YYYY

Billing Info

Name

Name

Address

Address

City

Lisbon

Zip Code

Zip Code

Submit

Your Pricing Plan



Multi Language
Billed annually

Paid until: 17-08-2019

Would you like to add family members to
your plan?
(You don't have to decide now, you can add them later)

E-mail

Multi Language Annually

\$ 168

Total cost

\$ 168

\$ 7 /month

billed annually

or \$8 /month

billed monthly

- ✓ 1 month free with all languages
- ✓ 1 language available
- ✓ 1 included user

Choose plan

Multi-Language



\$ 14 /month

billed annually

or \$15 /month

billed monthly

- ✓ 1 month free with all languages
- ✓ Access to all languages available
- ✓ 1 included user + \$7 /month for each additional member to your family plan

Choose plan

Create new sentence

[① Write sentence](#) — [② Organize words](#) — [③ Translation](#)

Full sentence

Word translation

La

The

Tierra

Earth

es

is

un

a

planeta

planet

del

of

sistema

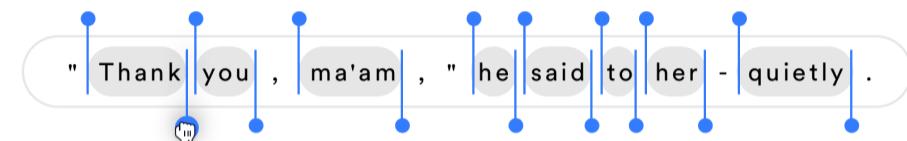
system

solar

solar

Previous step

For a better translation, separate every different word with the help of the pins.



Drag the pin to the trash
to delete it

Do you have a Promo Code you want to use?

Validate Code

Fluent Forever

Spanish

nelson Vasconcelos

Create new sentence

[① Write sentence](#) — [② Organize words](#) — [③ Translation](#)

What's the sentence in Spanish?

La Tierra es un planeta del sistema solar.

La Tierra es un planeta del sistema

The Earth is a planet of the solar system.

Summing it up

Working together towards the same goal

The app was then released in Beta for Android and iOS smartphones. While crowdfunding backers have been playing with early versions for a while, that release marked a shift from a preview release that users can play around with, to a truly useful tool ready for market.

Press

- [Forbes](#)
- [The Next Web](#)
- [The Verge](#)

\$1.7M

crowdfunded

25K+

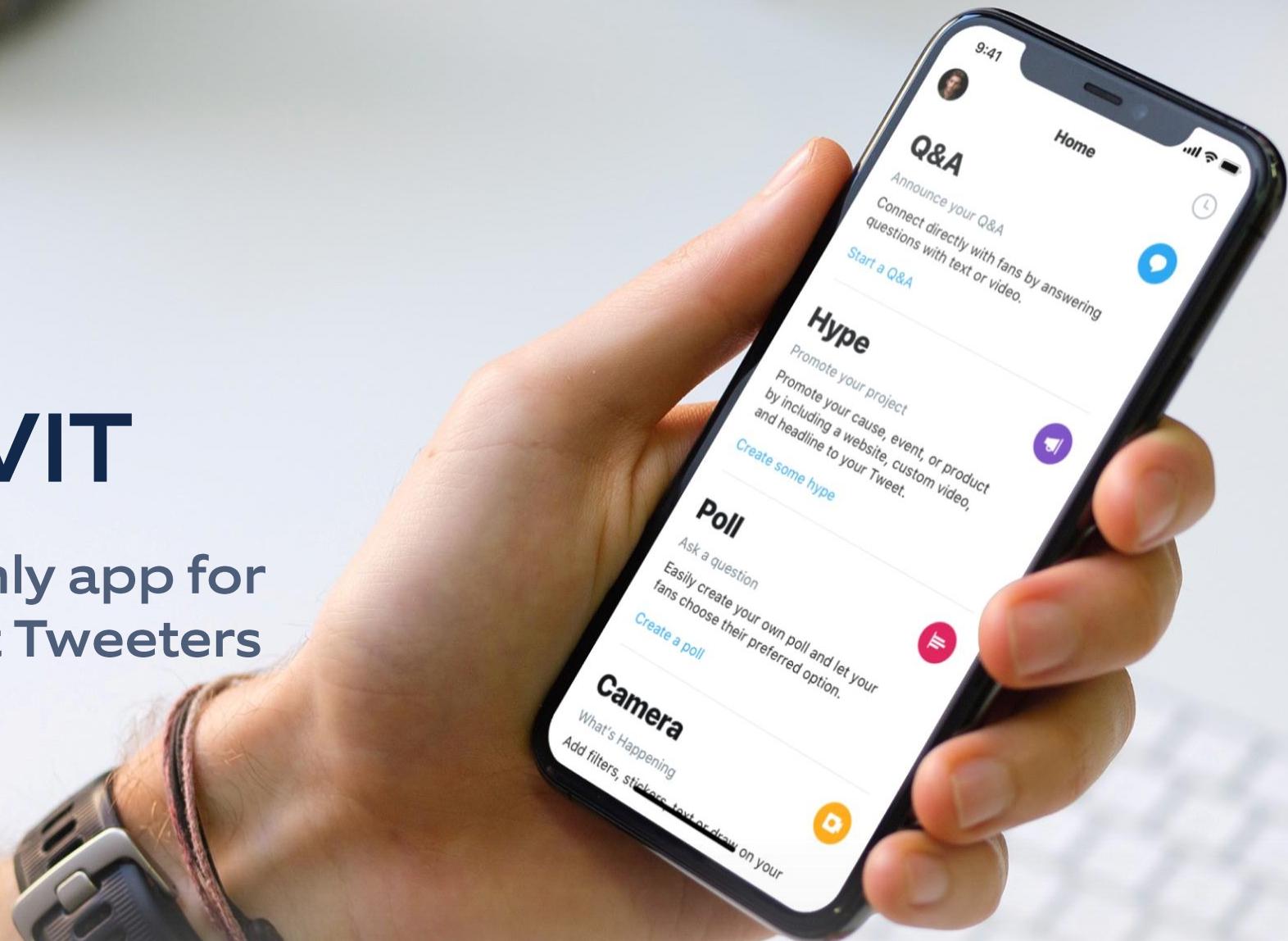
beta users

220%

growth in users since
December 2018

Twitter VIT

An invitation only app for
Very Important Tweeters



Industry

Social Network

Expertise

Product Strategy, UX/UI,
Engineering

Platforms

iOS, Android

Deliverables

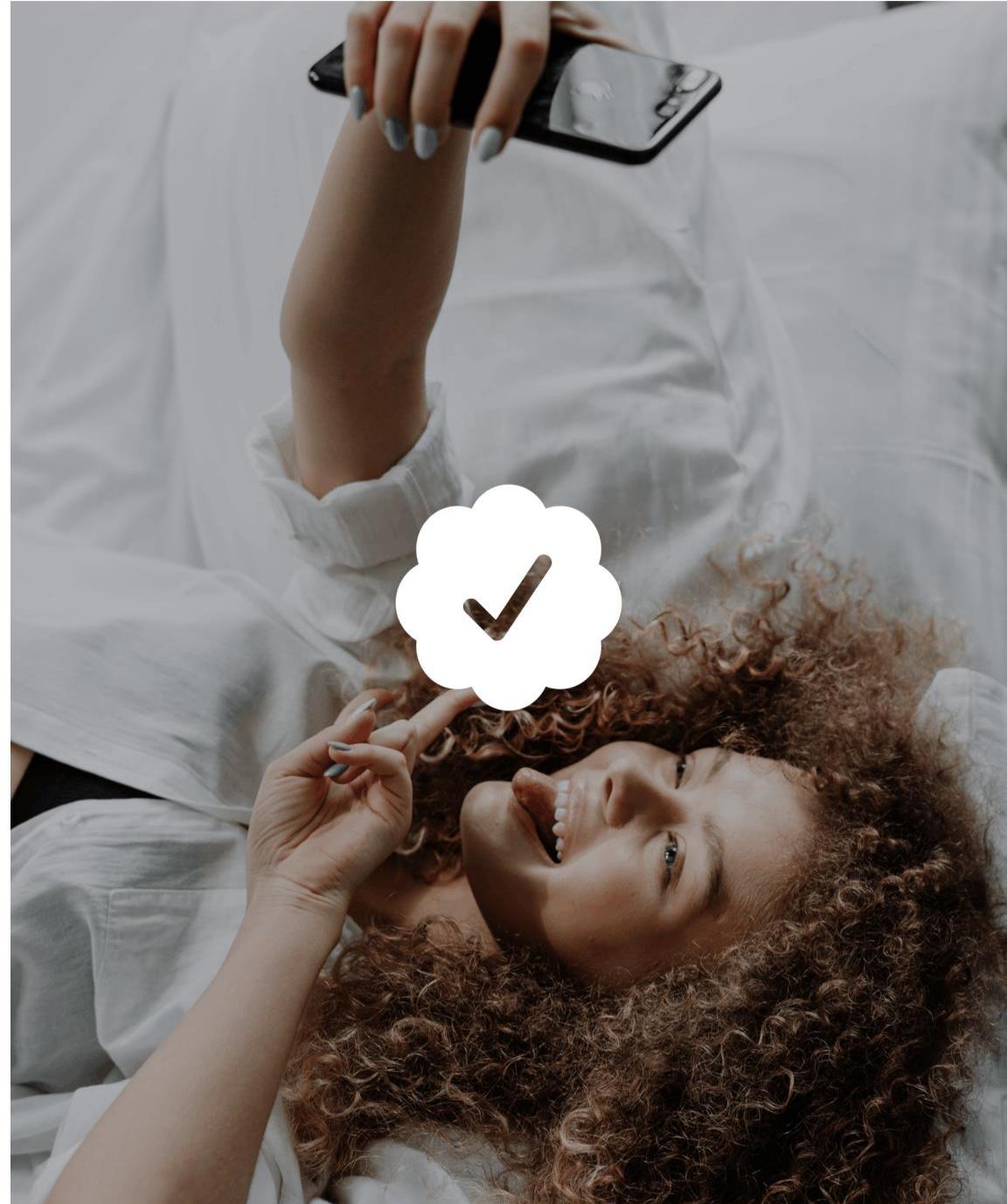
UX, UI, Strategy,
Development

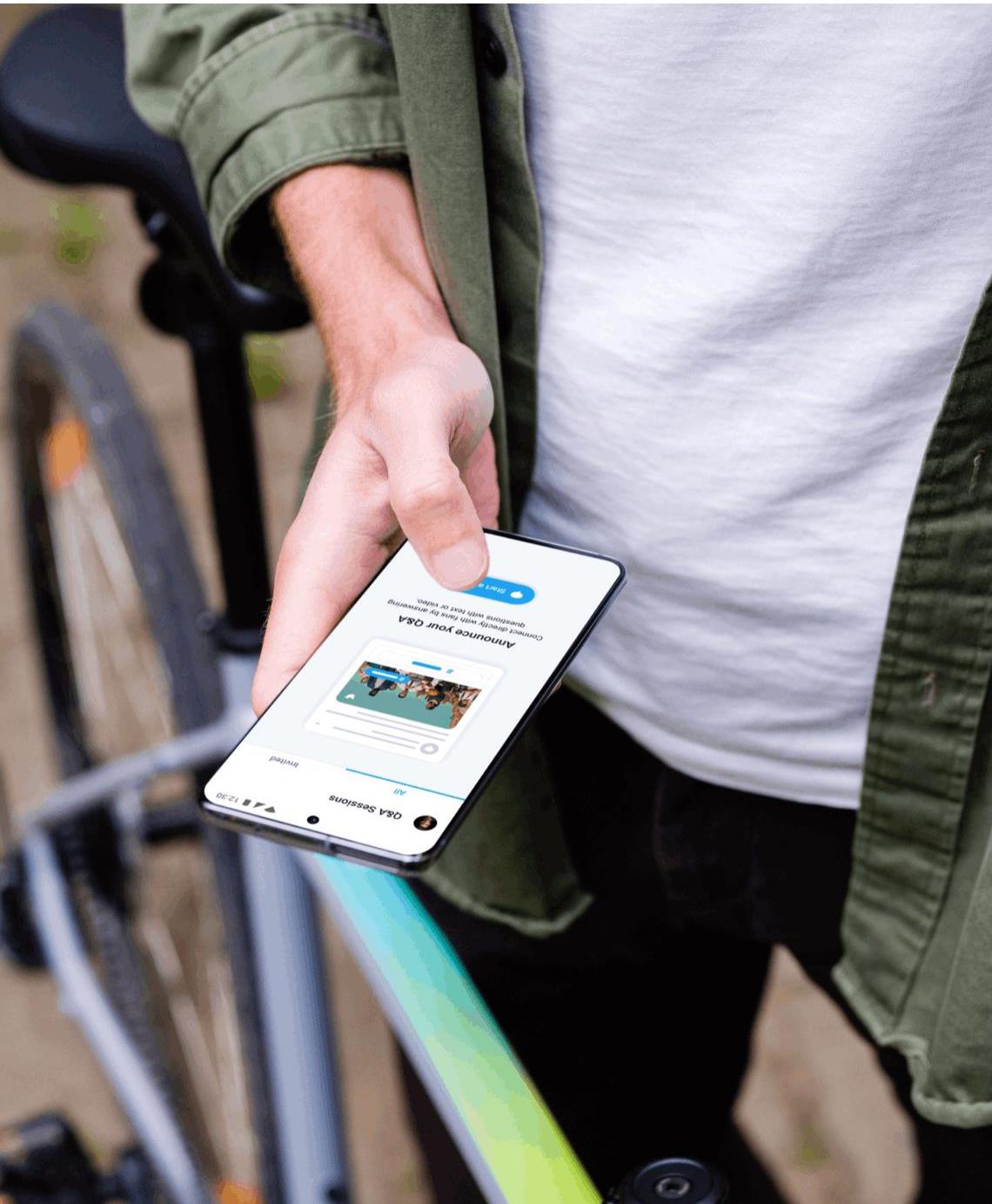
Twitter VIT

A fun new way to share what's happening

After my organization worked closely with Twitter on Twitter Challenger, an app to help fans challenge celebrities on the red carpet to certain tasks that reached millions of users, I was brought in as a product manager to help Twitter with a new project.

Twitter wanted to harness the star power of their most influential users by offering them an exclusive app to interact with followers in fun, unique ways. The project: Twitter VIT (Very Important Tweeters).





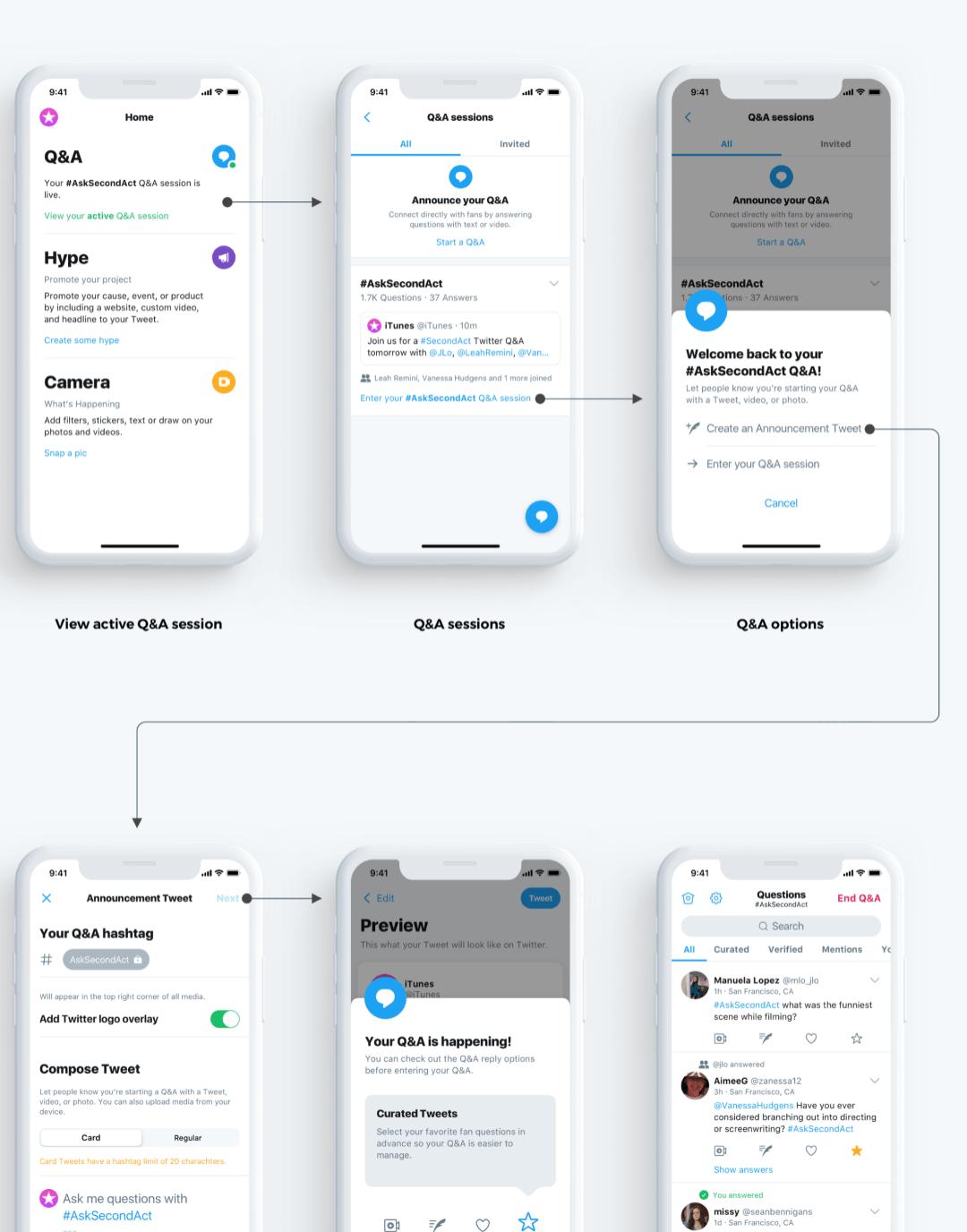
Briefing

A seamless experience

One of Twitter's greatest values has always been enhancing fan interaction. Whether it's news about Kylie Jenner's newest boyfriend, LeBron James' next NBA destination, or Wendy's throwing shade at McDonald's, Twitter is the primary destination for people to see what their favorite celebs are up to.

Twitter previously created a suite of disparate apps to help VITs engage with fans, but they were difficult to use and did not match the iconic Twitter branding.

The task was clear; help to consolidate the apps into a single, Twitter-branded experience that helps VITs engage with their followers like never before.



Build a new app aggregating all the features available on previous one-off apps into a seamless, delightful experience.

Design a new and more intuitive user flow to simplify the experience for celebrities.

Help celebrities create and share rich photos and videos that engage fans more effectively.

Ensure that the new app follows Twitter's brand guidelines.

Seamlessly integrate with Twitter's API without requiring special work from the main Twitter development team.

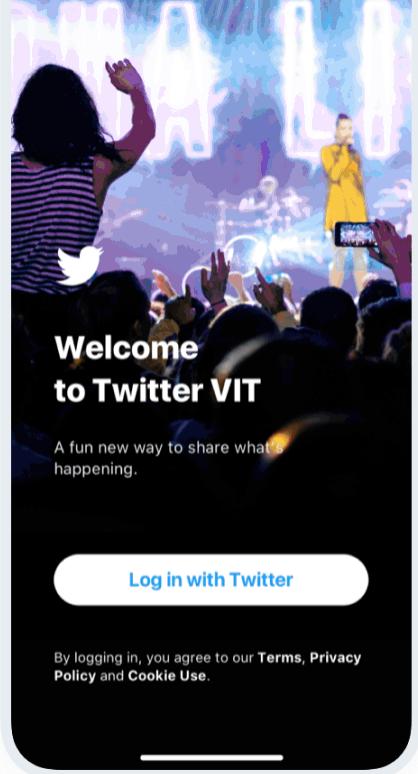
Use low-level iOS frameworks like Metal to achieve optimal video performance, even on older devices.

Product

Intuitive user flow was key

After experimenting and iterating through multiple designs, we settled on a minimalist approach – VITs could post new content within 60 seconds of opening the VIT app. My team designed the app to guide users quickly through the composition process and help them preview the content before it is sent to their followers.



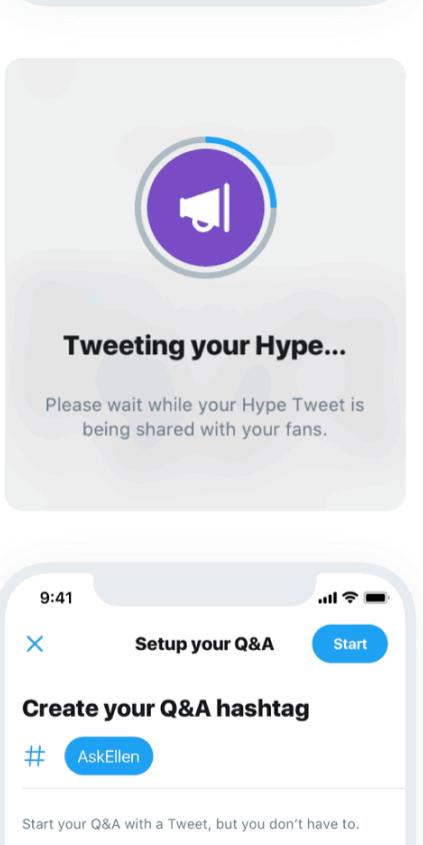
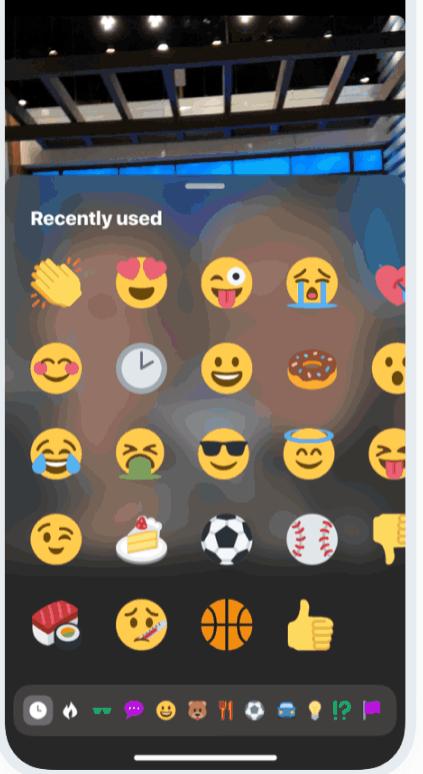
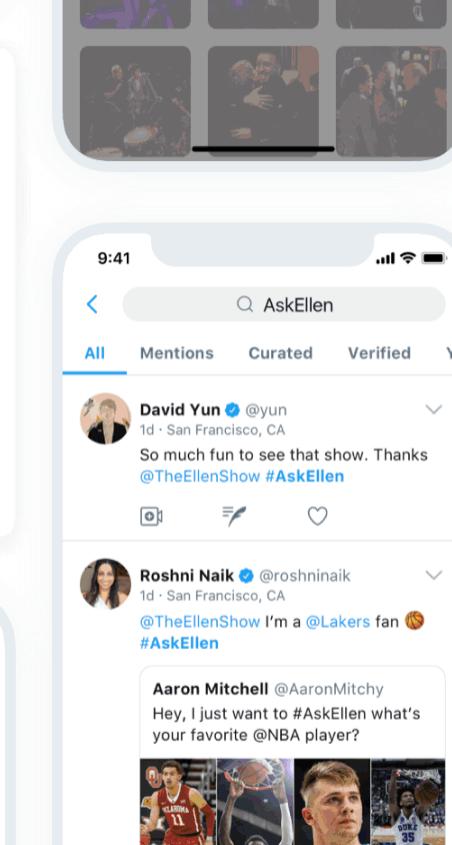
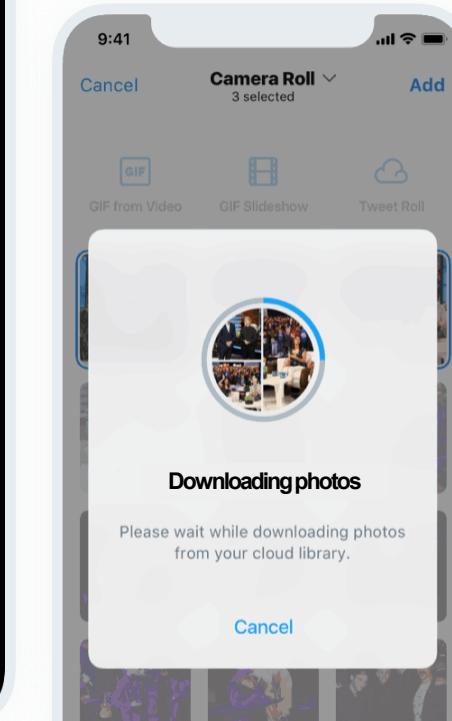
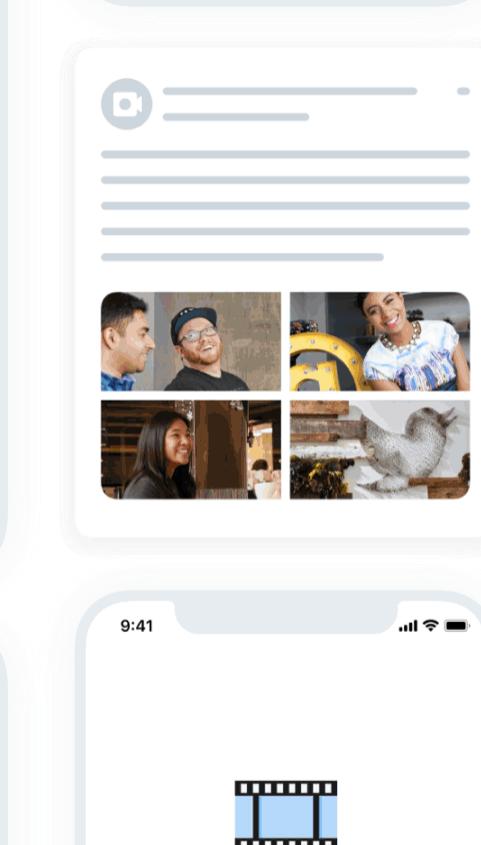
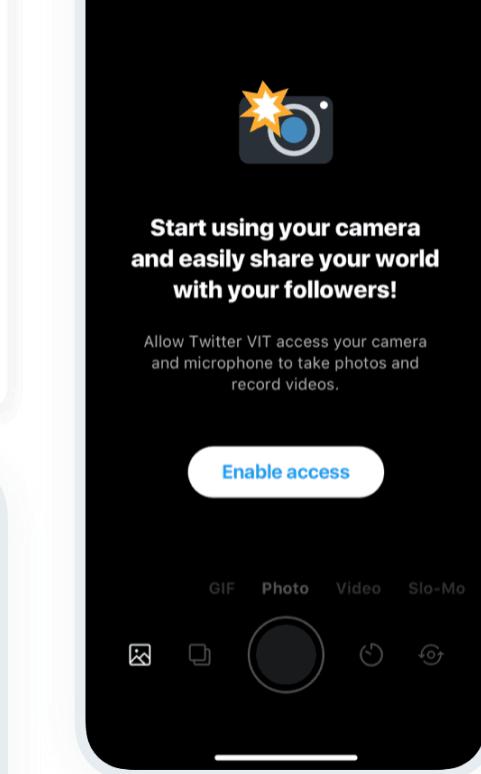
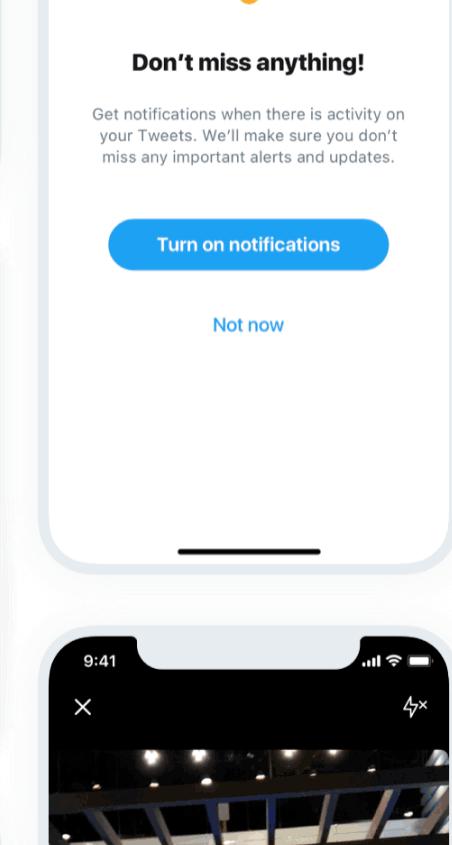
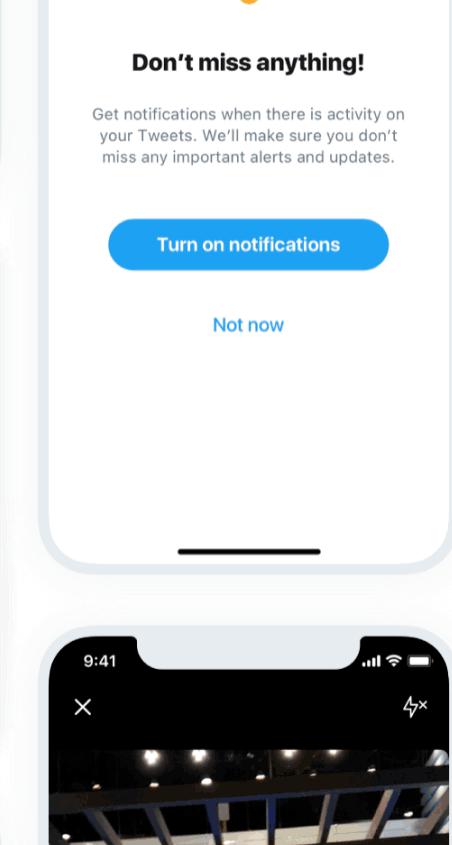
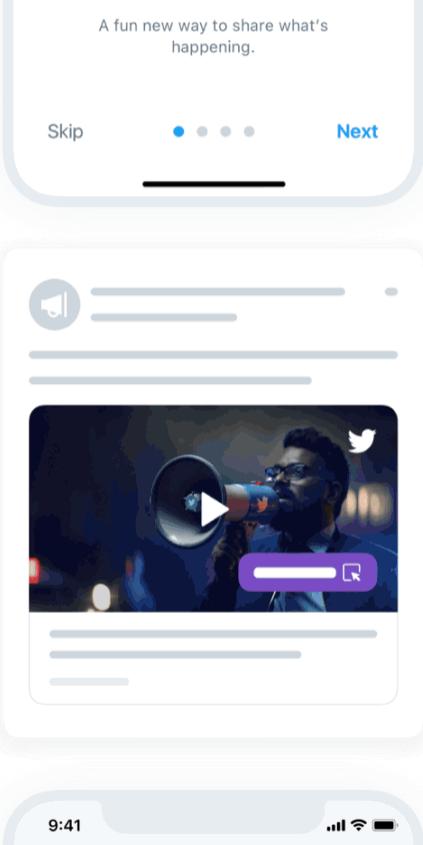
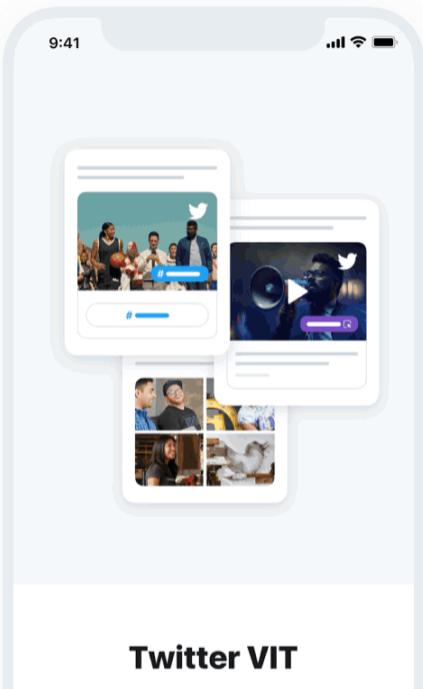


9:41 Home

Q&A
Announce your Q&A
Connect directly with fans by answering questions with text or video.
[Start a Q&A](#)

Hype
Promote your project
Promote your cause, event, or product by including a website, custom video, and headline to your Tweet.
[Create some hype](#)

Camera
What's Happening
Add filters, stickers, text or draw on your photos, videos, and GIFs.
[Snap a pic](#)





Denice Ekdahl 
@TheRealDenice

TY so much for spending time
with us at brunch #DeniBrunch

Tania Perfilyeva  @TPerfil

You guys are so fun to watch. Awesome
Q&A session #DeniBrunch

San Diego, CA



Q&A

A new way to interact with your fans

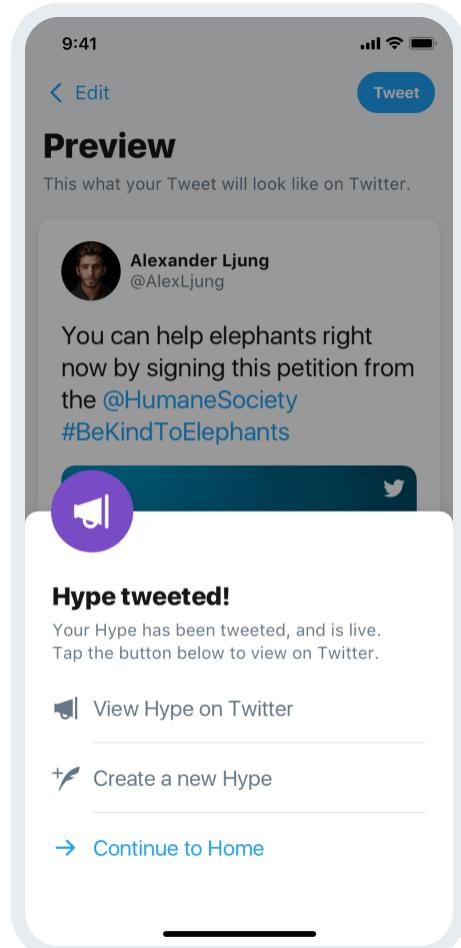
Provides a curated experience to help celebrities run Q&A sessions with their fans, and respond directly to them with photos or videos in a curated Twitter thread.



Hype

Promote your cause, event or product

Makes it easy for celebrities to promote a cause or event by utilizing Twitter's media cards with built in hyperlinks to the author's website.



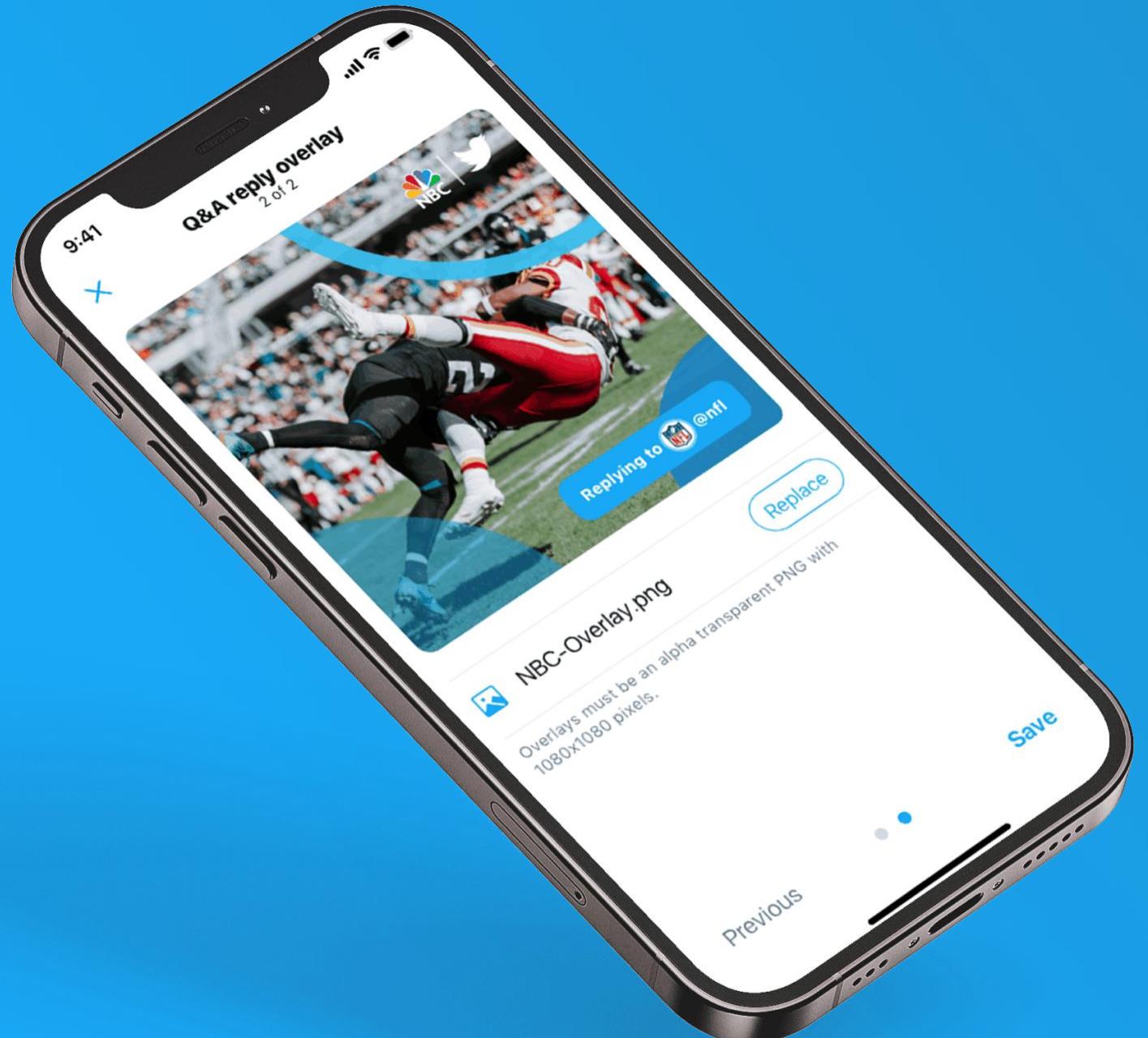


Advanced Camera Enhancing your Tweets

Gives celebrities the ability to add filters, stickers, drawings, and animations to their videos and photos.

Our engineering team used low-level iOS frameworks like Metal to achieve optimal video performance, even on older devices.





Sponsored Overlays Creating brand awareness.

Provides brands an opportunity to engage their customers through custom overlays placed over photo and video content on selected Tweets.

Great results

A new way to interact with fans

The world's biggest celebrities were now using Twitter VIT to host Q&As, post special promotional content, and engage with fans like never before – reaching hundreds of millions of people.

Unfortunately, like many internal Twitter projects, it was shuttered in 2022 after the acquisition and name change.

Used by:



@JLo



@espn



@StephenCurry30



@Marvel



@MissyElliot



@iTunes



@Bucks

**8
months**

was all we needed to design,
develop, test and launch

**850+
VITs**

are closer to their fans
than ever before

**100M
followers**

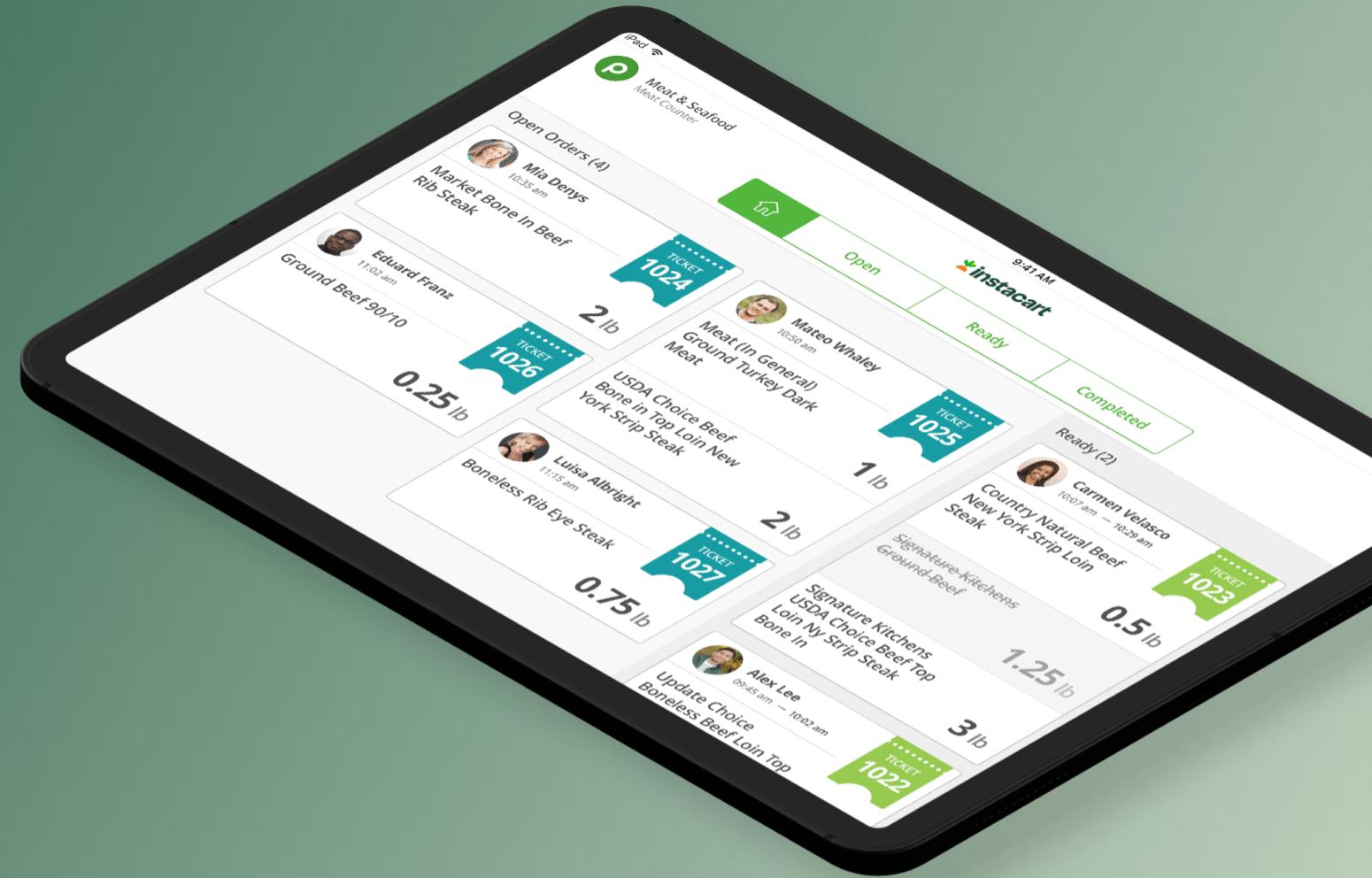
have connected with celebrities
in new ways

**3.5x
engagement**

with fans,
using Twitter VIT

Instacart

Instantly improving the online grocery shopping experience



Industry

Retail

Expertise

Product Design,
Engineering

Platforms

iOS

Deliverables

UX, UI, Development

Introduction

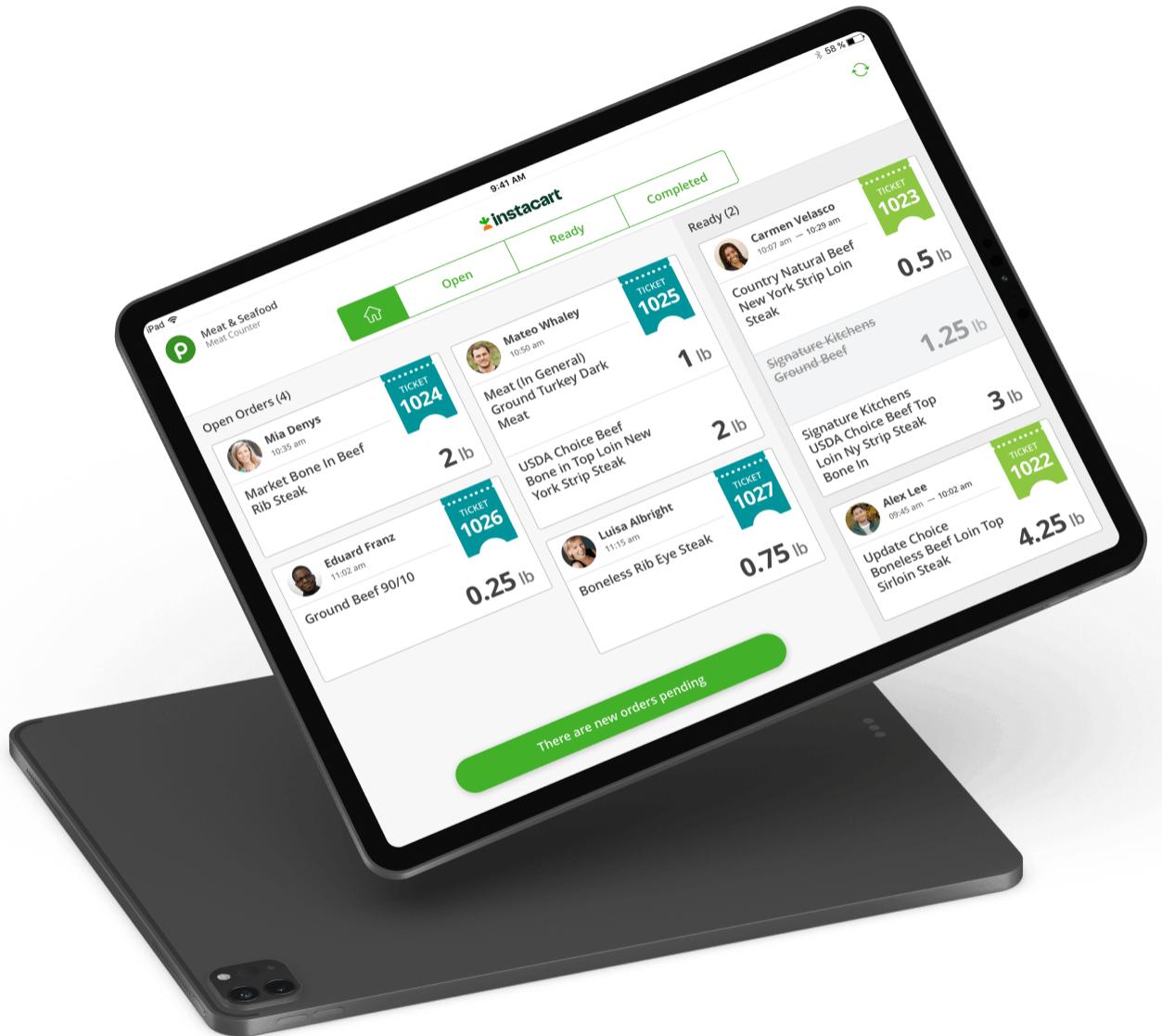
Order ahead. Deliver on time.

Instacart is an online grocery delivery and pick-up service company with a trusted network of over 500 retailers and local grocery stores across North America.

With Instacart users get to shop at their favourite grocery stores, track their order's progress, communicate with their personal shopper through the app or website and select their desired delivery method.

I worked as a product consultant with Instacart to create a more efficient service for meat & seafood counters at grocery stores.



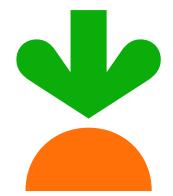
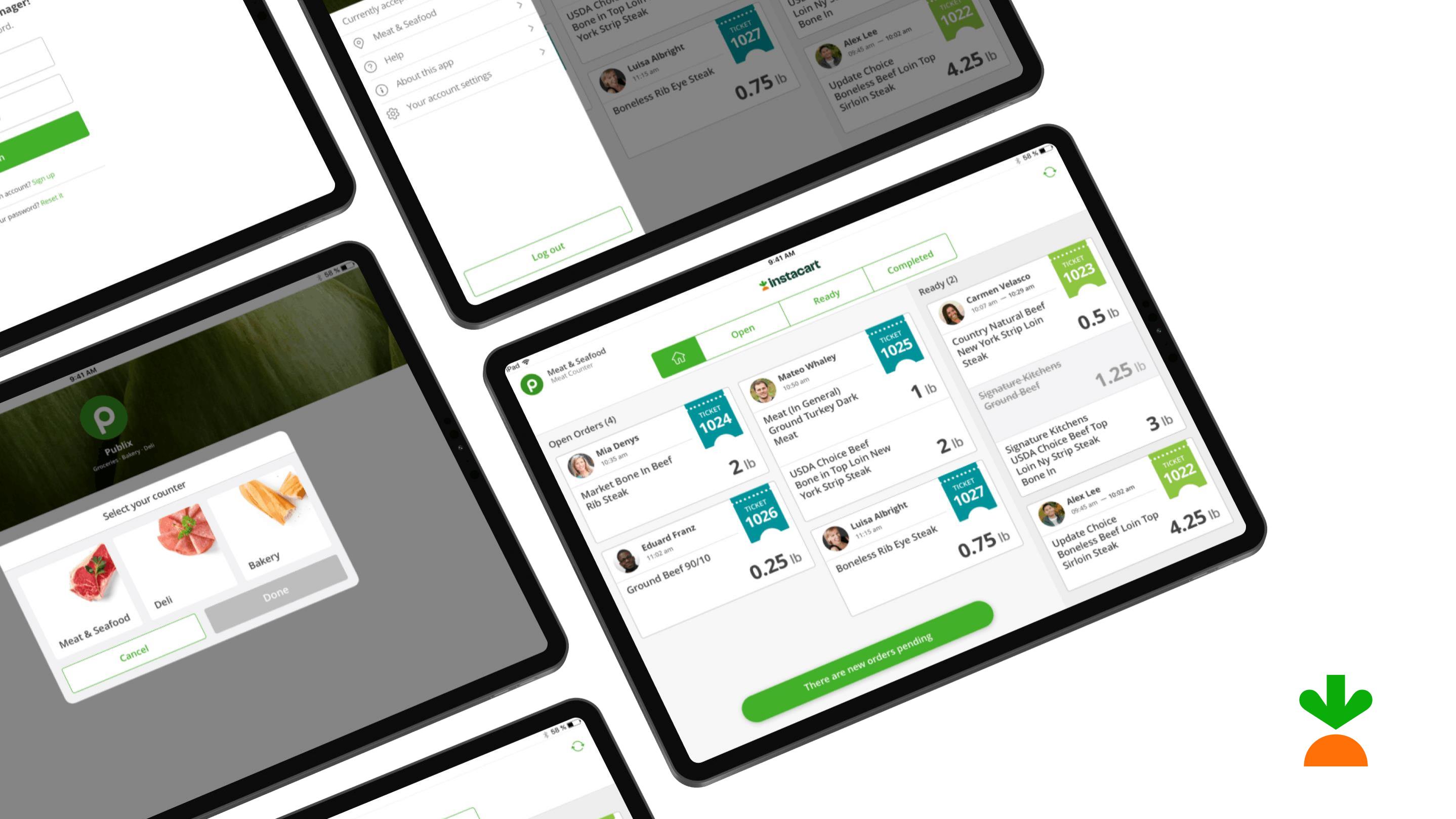


The Product

An internal application for Instacart's personal shoppers

Shopping and delivering Meat & Seafood items to their customers can take up to 2.5x longer than an average item.

In order to create a more efficient shopping experience, my team developed an internal application for Instacart's employees with a single goal in mind: to ease the tracking of the personal shopper's tasks, by improving the speed and overall quality of customer experience.



Results

I used a rapid prototyping approach to facilitate design and development of an iPad app that could reduce overall shopping time for Instacart employees and speed up the delivery service at meat & seafood counters.

The delivered prototype was extensively tested out by Instacart employees from several grocery stores across the USA, enabling Instacart to better understand the overall user behaviour and improve their shopping experience.

4 weeks

to design and develop the order-ahead app

20+ screens

designed for this project

1 prototype

fully functional