



Design Portfolio
Selected Samples

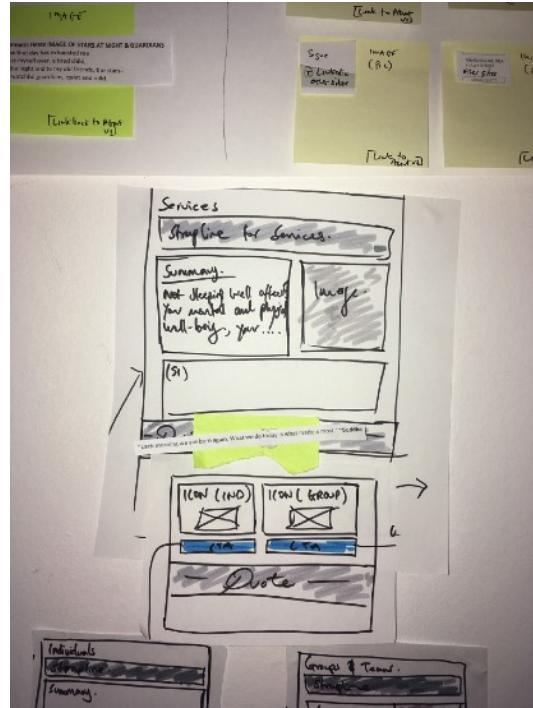
Portfolio 2018

Somnia

Sleep well, feel good

Somnia Website

A sleep startup required a new site to showcase the services they provide as well as the content that would be added as the company started to expand. We started with defining the site / information architecture. Once this had been established the layout of the site had been roughly sketched and a quick overview of the site had been established. (Examples of the hand drawn architecture attached)



Somnia Website (Cont.)

After creating a rough hand-drawn sketch of the layout was first taken into sketch to create a digital layout and also to configure layouts for multiple screens and then afterwards the lo-fi designs were taken into photoshop to create a high-fidelity versions. (Here are a selection of Hi-Fi designs)



What we offer combines our expertise in sleep science with our hands-on practical knowledge of what people really need.

We complement this with proven skills in human-friendly digital solution design and innovation.



*Everything is created twice,
first in the mind and then in reality*
– Robin S. Sharma

What we do

The goodness of sleep



Sleep is fundamental to living a normal, healthy life. We help people who suffer from insomnia or poor sleep so they can benefit from sleeping well.

We provide easy to use, personalised services that promote better sleep. Services include one-to-one consultations, hands-on exercises or digital solutions.

Projects

Sleep projects with different groups

SLEEP AND CANCER

[Read more](#)

SLEEP AND TEENAGERS

[Read more](#)

SLEEP AND STUDENTS

[Read more](#)

We collaborate with many diverse groups to research, develop and test new ideas and sleep solutions. If you are thinking about learning more or collaborating, please get in touch with us.

*Lay Your Sleeping Head, My Love,
Human On My Faithless Arm...*
– W. H. Auden

Somnia Website (Cont.)

Once the general look and feel had been agreed upon, we decided to develop the website, once we started developing there had been a number of changes made to the design, due to either time or technological constraints. (Final developed version shown below) (somnia.org.uk)

**sleep well
somnia
feel good**

"Sleep is the most exquisite invention."
- Heinrich Heine

What we do

The goodness of sleep

Sleep is fundamental to living a healthy life.
We help people who suffer from insomnia or poor sleep so they can benefit from sleeping well.
We provide easy to use, personalised services that promote better sleep. Services include one-to-one consultations, hands-on exercises or digital solutions.

Web Development / Design

Services

Support for individuals and groups

Not sleeping well affects your mental and physical health and wellbeing, your performance at work and your interactions with the people around you.
To help prevent the impact of this Somnia provides a range of services designed to help individuals and groups

Individuals Details

Groups and teams Details

"I wake to sleep. I take my waking slow."
- Theodore Roethke

Approach

Why what we do works

with the right tools and techniques to your behaviour, both during the day and at night.
Changes that help you establish a way of living that is naturally in sync with who you are.
Changes that allow you to change what you eat and drink.

Contact us

Sleep well, feel good

Send your message

Call: +44 (0) 7986 125 195 | Address: Grove Park, London | Email: hello@somnia.org.uk

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"Lay your sleeping head, my love, Human on my faithless arm..."
- W H Auden

Somnia Digital Service

A part of the somnia service is to provide a digital experience for those who may be having trouble sleeping. Ideas had been developed as part of a 2 day design hack. There had been multiple ideas, such as creating an environment that would be optimised for relaxation to developing self-help sites.

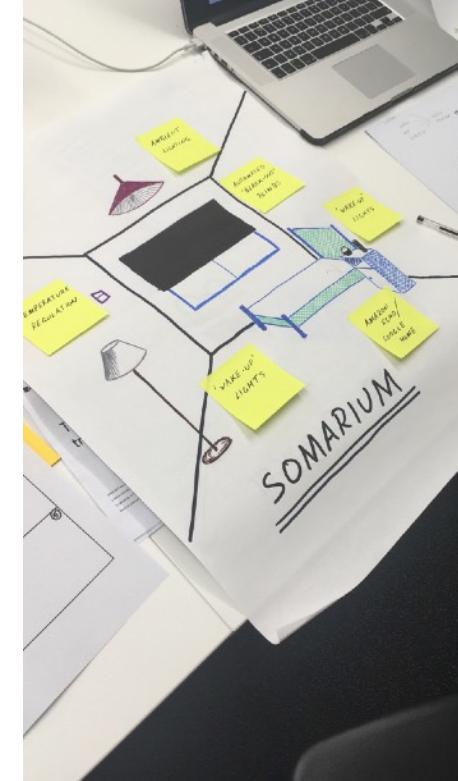


Sleep research

App Design



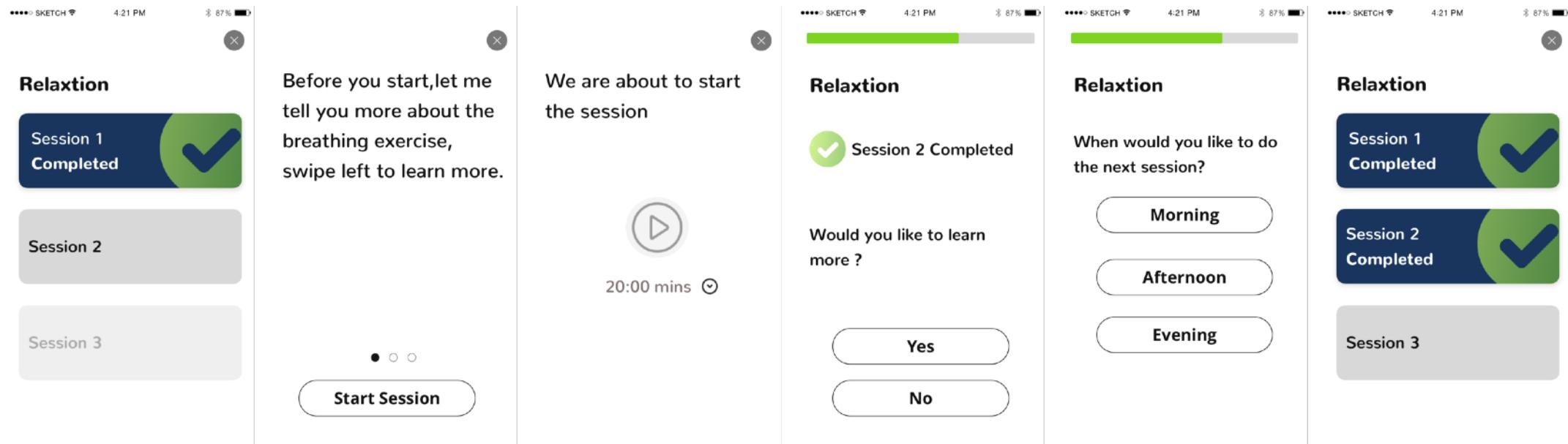
Web service research



Optimising an environment

Somnia Digital Service (Cont.)

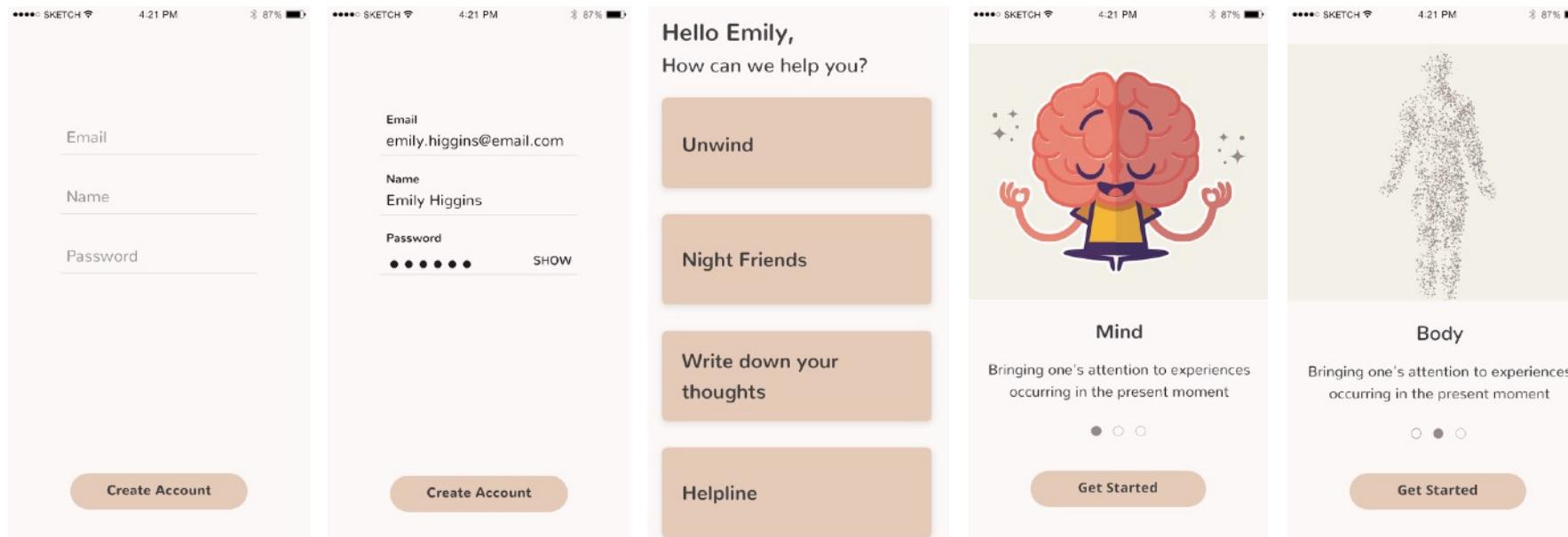
In the end we opted for a more traditional method of using a mobile application, and by using Sketch I was able to create a quick lo-fi version of what the layout maybe as well as the intended interaction.



Sample screens from initial stages depicting the flow for a specific use case

Somnia Digital Service (Cont.)

Once the stakeholders were happy with flow of the different use cases, I started experimenting with various designs, with the understanding of trying to limit the amount of blue used within the designs.



Sample screens from initial stages of the high fidelity designs

Somnia Digital Service (Cont.)

After multiple iteration between UX and visual design, an interactive prototype had been created to test on users, to give them a relatively native experience. To do this, we used inVision to create iPhone prototypes.

<https://invis.io/S7OZEZ82QMD>

password: portfolio_2018

I'd like to ask you not to forward this link / password to anyone else, as this is still a work in progress, thank you for your understanding

BBOXX

The Solar Revolution

www.bboxx.co.uk

Case 2

Pulse - BBOXX Customer Relationship Management Tool

BBOXX is a solar energy company, when I joined the company in 2015 I was tasked with revamping their CRM, which they used to monitor solar energy systems installations, repossession and payment information of their customers. (These two screens showcase my initial designs)

The screenshot shows the 'Shop Manager Ndhawa' interface. On the left is a vertical sidebar with a home icon and several buttons: 'Next Actions', 'Customer Information', 'Record Installation', 'Record Repossession', 'Record Technical Issue', and 'Record Collection'. Below these is a 'SWITCH TO RETAIL SUPERVISOR' button. The main area is titled 'Next Actions' and contains a table with columns: Name, Address, Phone Number, Action Status, and Action. The table lists 147 items. At the bottom right of the table is a link '1 - 147 of 147 Items'. The top navigation bar includes 'Today's Date: 27 Oct 2016', 'Battery', 'Ndhawa', 'Ndhawa RS Demo Account', and a 'Log Out' button.

Shop Manager / Supervisor is able to view what needs to be done for the day

The screenshot shows the 'Customer Information' screen. It has a title 'Customer Information' and two main sections: 'personal details' and 'package / product details'. In 'personal details', fields include Name (Grace), Address (NDIWA, HOMA BAY), Phone Number (07), Gender (MALE), Age (07), National ID (redacted), and Alternate Phone Number (NO ALTERNATE PHONE NUMBER GIVEN). In 'package / product details', fields include Package Name (SUPER LIGHTS 2), Control Unit Serial Number (CU0111-015843-X), Total Package Price (32040), Date Signed Up (FRI JUN 03 2016), Date Installed (MON AUG 29 2016), Product Status (ENABLED), and Seizure Status (NOT SEIZED). A note at the bottom states 'Products to be installed ENERGY SERVICE FEE V0, WELCOME PACK V1, LED BULB SET, LED BULB SET'. The top navigation bar is identical to the first screenshot.

Shop Manager / Supervisor is able to view customer information to verify and solve any issues

Pulse - BBOXX Customer Relationship Management Tool (Cont.)

After my initial designs, I travelled to Rwanda to get a better understanding of the users as well as the limitations they faced using the current system. I supervised focus groups, user testing, observed users in different locations around Rwanda and had one-to-one sessions, speaking in both English and Kinyarwanda. The outcome of the various interactions and observations was that I was able to refine the design to show more information and added more functionality.

The screenshot shows the 'NEXT ACTIONS' screen of the Pulse CRM tool. At the top, there's a navigation bar with 'HOME / NEXT ACTIONS' on the left and 'CONNECTIVITY GOOD / JOHN DOE' on the right. Below the navigation is a 'FILTER' section with three radio buttons: 'ALL ACTIONS' (selected), 'INSTALLATIONS', and 'REPOSESSIONS'. To the right of the filter are 'REFRESH' and 'UPDATE' buttons. The main area is titled 'NEXT ACTIONS' and contains a table with columns: NAME, ACTION STATUS, ADDRESS, PACKAGE, and ACTION. There are two data rows:

NAME	ACTION STATUS	ADDRESS	PACKAGE	ACTION
KABAND PAUL	34 DAYS OVERDUE	KIRABO BUSENGO GAKENKE NORTH	BB LIGHTS	REPOSSess CUSTOMER
RUCYEBESA EMMANUEL	2 DAYS REMAINING	MAREMO RULINDO	IKAZE	INSTALL CUSTOMER
NTEZIMANA XXX	3 DAYS REMAINING	KIREBE KARAMBO GAKENKE NORTH	BB LIGHTS	REPOSSess CUSTOMER
NTAWUZIYANDEMYE VINCENT	34 DAYS OVERDUE	GITARE,BASE,RULINDO,NORTH	BB LIGHTS	INSTALL CUSTOMER

Each row has a 'COMPLETE FORM' button on the right. Below the table, there are two more sections of data, each with a 'COMPLETE FORM' button. At the bottom of the screen, there are buttons for 'PULSE', 'TODAY'S DATE 12 MAY 2016', and 'SHOP MANAGER'. On the far right, there are navigation arrows for 'PAGE 3'.

The next actions screen went into its own side tab on the side bar, they were also able to filter out the actions by installations / repossession.

The table also provided client side filtering, therefore when the user started to search for a name, it automatically started filtering the client names and other related details

Pulse - BBOXX Customer Relationship Management Tool (Cont.)

Customer information was cleaned up and any warnings were made prominent so that supervisors and managers do not inadvertently upgrade/ disable / repossess a client mistakenly.

The screenshot shows a web-based customer management system. At the top right, there is a status bar with "CONNECTIVITY GOOD" and a user icon for "JOHN DOE". The main header reads "HOME / CUSTOMER / CUSTOMER DETAILS". On the left, a sidebar menu includes "HOME" (with a house icon), "CUSTOMER" (with a person icon), "NEXT ACTIONS" (with a right-pointing arrow icon), and "PERFORMANCE" (with a bar chart icon). The main content area is titled "CUSTOMER DETAILS" and displays the following data:

CUSTOMER ID	ADDRESS	SHOP
RWANDAGAKENKE528	UMUDUGUDU: KIRABO CELL: BUSENGO SECTOR: GAKENKE DISTRICT: NORTH	GAKENKE
NAME	AREA	AREA 1
UWIZEYEMARIYA MARIE GORETTE		
PHONE NUMBER	NATIONAL ID	COUNTRY
0783678321	1900 B 0162251 0 80	RWANDA
ALTERNATE PHONE NUMBER NO ALTERNATE PHONE NUMBER GIVEN		
GENDER		
FEMALE		
AGE		
45		

A prominent yellow banner at the bottom states "THIS CUSTOMER CAN NOT UPGRADE".

At the bottom of the page, there is footer text: "PULSE", "TODAYS DATE 12 MAY 2016", and "RETAIL SUPERVISOR". To the right of the footer, there is a vertical sidebar with tabs for "PERSONAL", "PACKAGE", "PAYMENT", and "PAYMENT HISTORY".

Pulse - BBOXX Customer Relationship Management Tool (Cont.)

Another functionality was added to allow different types of users to see different views. Retail area managers are able to see sales projections and totals for the shops in their area.

The screenshot shows a user interface for a Customer Relationship Management tool. At the top right, there are connectivity status indicators (GOOD) and a user profile (JOHN DOE). Below the header, a navigation bar includes links for HOME, PERFORMANCE, and SALES AGENTS. The main content area is titled "SALES AGENTS". It features a "FILTER" section with radio buttons for "SALES" (selected), "LEADS", and "CONVERSION RATIOS", and a "SEARCH" button. The main area displays a table of sales data for various agents across different time periods (TODAY, 11/05, 10/05, 09/05, WEEK 1, WEEK 2, WEEK 3, WEEK 4, MONTHLY TOTAL, MONTHLY PREDICTION) and a "CALLED" column. A "GRAPH" button is also present at the top right of the table area. The table data is as follows:

NAME	TODAY (12/05)	11/05	10/05	09/05	WEEK 1	WEEK 2	WEEK 3	WEEK 4	MONTHLY TOTAL	MONTHLY PREDICTION	CALLED
AREA 1	63	54	45	42					204	408	
MUSANZE	14	16	14	13	-	-	-	-	57	114	CALLED
JEAN-CLAUDE	6	7	6	5	-	-	-	-	24	48	
MELANIE	5	4	6	3	-	-	-	-	18	36	
ERIC	3	5	2	5	-	-	-	-	15	30	
KIRAMBO	20	16	12	6	-	-	-	-	54	108	CALL
GAHINGA	19	11	7	10	-	-	-	-	47	94	CALL
VUNGA	10	11	12	13	-	-	-	-	46	92	CALLED

WEX Inc.

www.wexeurope.com

Case 3

WEX Inc - Virtual Credit

WEX Europe / WEX Inc. were developing a system that would help travel companies pay hotels, airlines, train companies using a disposable virtual credit card where only the specific amount would be loaded on to the card that would be used by the particular service and then destroyed after use. I was part of the UX team working on the page layouts and overall information architecture. I helped in shaping the style guide and introduced AngularJS to the frontend team.

The screenshot shows a web application for 'WEX Corporate Payment Solutions'. At the top, there's a navigation bar with the WEX logo, 'vPayables', 'Program Management', 'Reporting', 'Cards', and 'User Access'. To the right of the navigation are links for 'Expedia', 'Welcome, Joe', and 'Log Out'. The main content area is titled 'CORPORATE ACCOUNT' and displays 'Corporate Account: ACME Inc'. Below this, under 'Account Information', it shows an account number (redacted to '***** 8714'), 'Billing Currency (USD - UNITED STATES DOLLAR)', and 'Account Status (ACTIVE)'. A note states 'This account is part of a global credit managed group' with a link to 'Check Available Balance'. On the right side, there's a 'Quick Links' sidebar with 'Edit', 'Payment History', 'Recent Activity', 'Account History', and 'Manage Payables'. Under 'Account Status', it lists '[Current] Status (BK)' and '[Current Status] Reason (BANKRUPTCY - CHAPTER 11 FILED)', along with 'Next Activity' and 'Next Activity Date (11/02/15)'. At the bottom, there's a section for 'Corporate Account Information' with the 'Corporate Account Name (ACME Inc.)' and 'Address' (ACME Europe Ltd., Kensington Centre, Hammersmith, London, W14 8UD, United Kingdom).

A snapshot view of the corporate account, this allows WEX's internal customer relationship managers to effectively manage their day to day dealings with their clients.

WEX Inc - Virtual Credit (Cont.)

A selection of screens show casing other layouts and journeys

WEX Corporate Payment Solutions

Expedia Welcome, Joe | Log Out

vPayables Program Management Reporting Cards User Access

VPAYABLE DETAILS

Organization: [organisation name] [CHANGE](#)

vPayable History

Field Name	Old Value	New Value	Change Date	Changed By
Country - Primary	UK - United Kingdom	USA - United States	10/10/2015	Atib Chowdhury
State - Alternate	California	Maine	10/10/2015	Atib Chowdhury

NOTE: ApproveNow is in force. ApproveNow is in force.

Account Status

[Current] Status: OPEN

Next Activity: EXPIRED

vPayable Amount

Amount: USD
Posted Transaction Total: 0.00 USD

Minimum: USD
Maximum: USD

Issuing Country: USA - United States

Page 1 of 1 Show 10 per page

CLOSE

Web Application Development & Design

Delivery Information

Delivery Status

WEX Corporate Payment Solutions

Expedia Welcome, Joe | Log Out

vPayables Program Management Reporting Cards User Access

Edit vPayable

Organisation: orgName-16 [CHANGE](#)

Fields marked with an asterisk (*) are required

vPayable Status

Account Number: **** * 4563

Status: OPEN

ApproveNow: ACTIVE 66.89 USD

NOTE: ApproveNow is in force and shall remain in force until (1) the next authorisation is received, (2) ApproveNow is initially revoked or (3) nightly process occurs, or whichever occurs first.

Amount *: USD
Posted Transaction Total: 0.00 USD

Minimum: USD
Maximum *: USD

Delivery Information

Delivery Method:

Fax:

Email:

Notification Template *: Notification Template 1

Quick Links

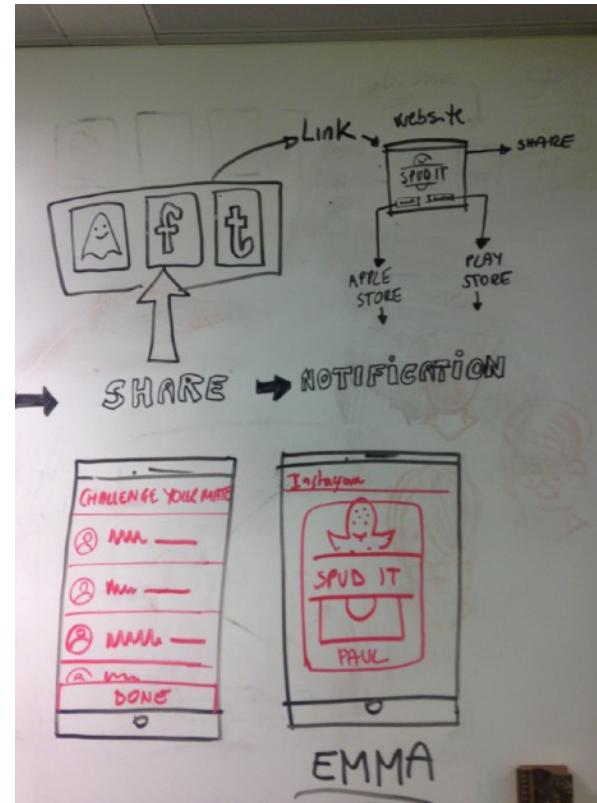
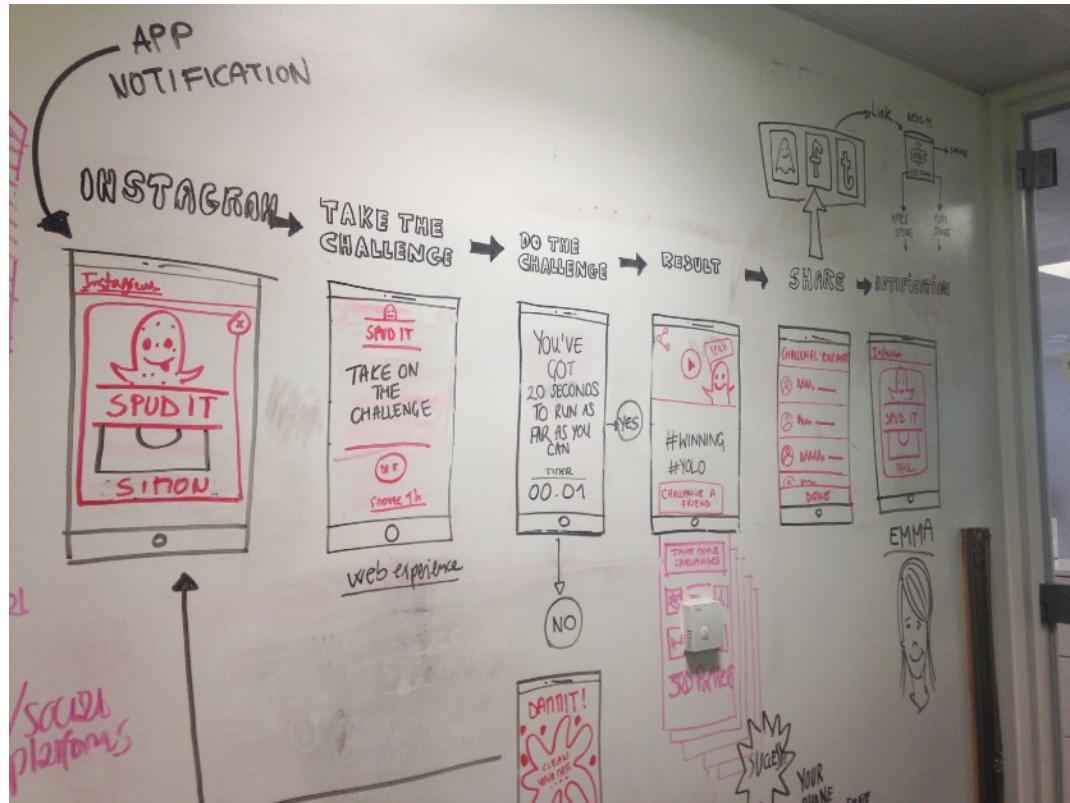
[View Activity](#)
[vPayable History](#)
[Notifications](#)

The Experience Design Group

The XDs

The XDs - Design Hackathons

The XDs is a not-for-profit collective of specialists drawn from different disciplines. Some of the projects I have been involved in has included, getting children/ teenagers to be more active (sedentary lifestyle), depression, cancer and sleep, growing harmonious communities.



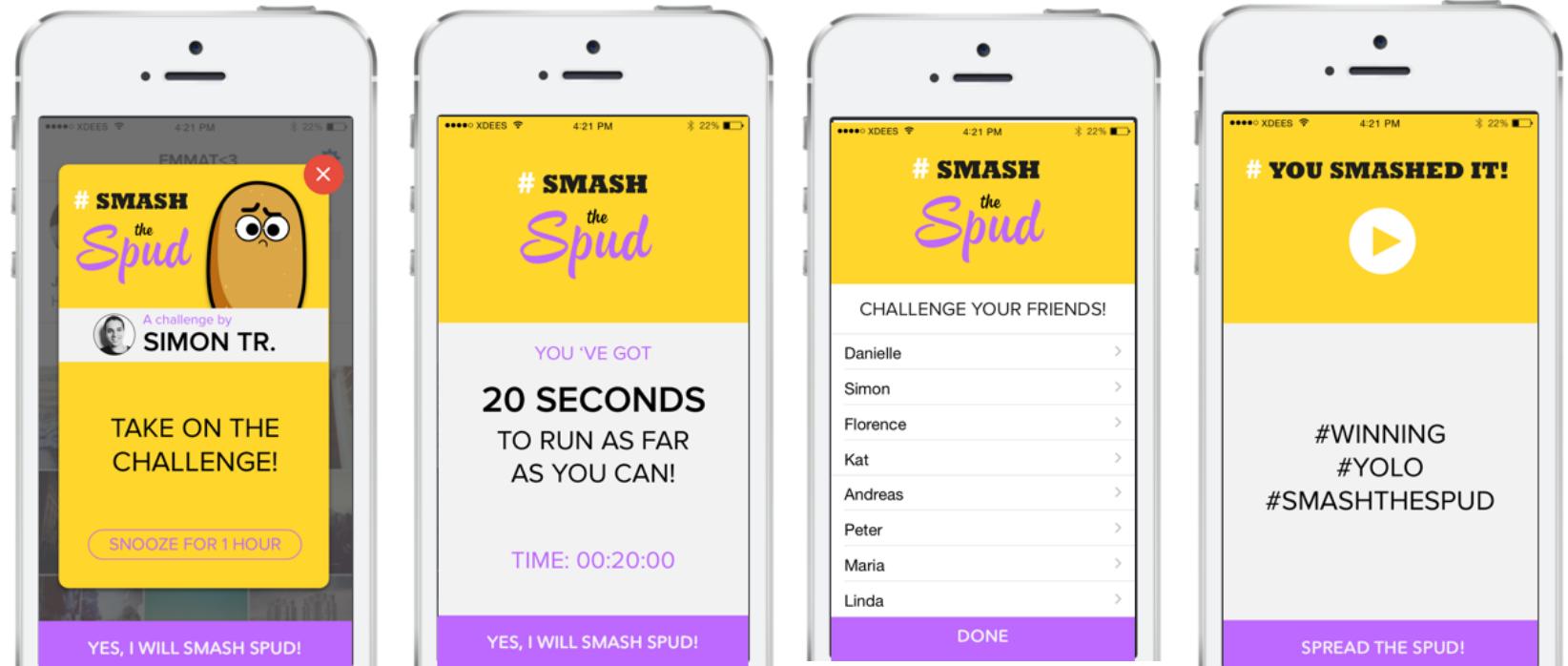
Whiteboard sketches of sedentary lifestyle solution

The XDs - Design Hackathons



The XDs - Design Hackathons (Cont.)

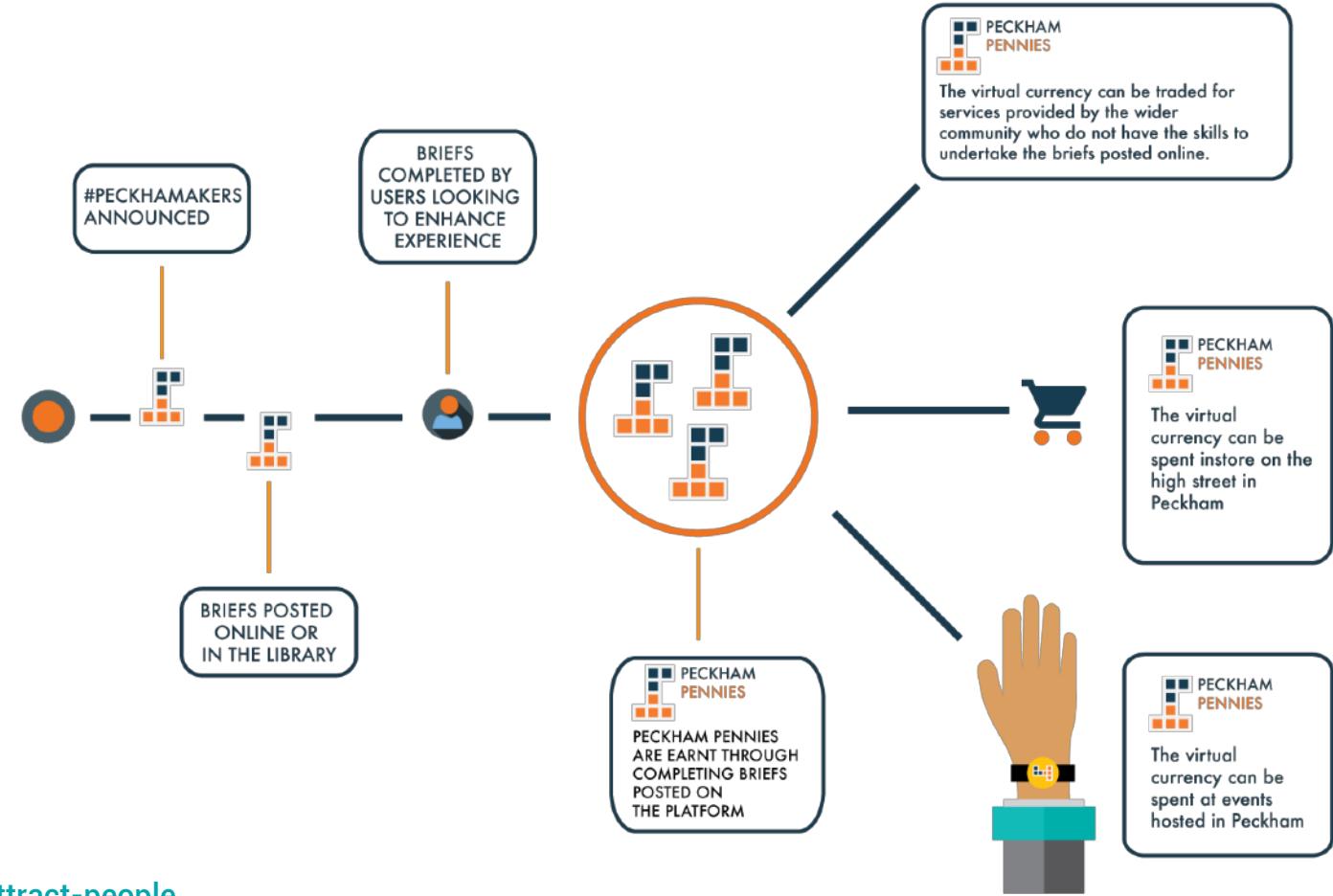
High fidelity designs for the get active campaign.



The XDs - Design Hackathons (Cont.)

The placemaker (growing harmonious communities) hack was design to understand how can we create an ecosystem of new experiences, products and services that deliver a sense of belonging, meaning and financial value for a local community.

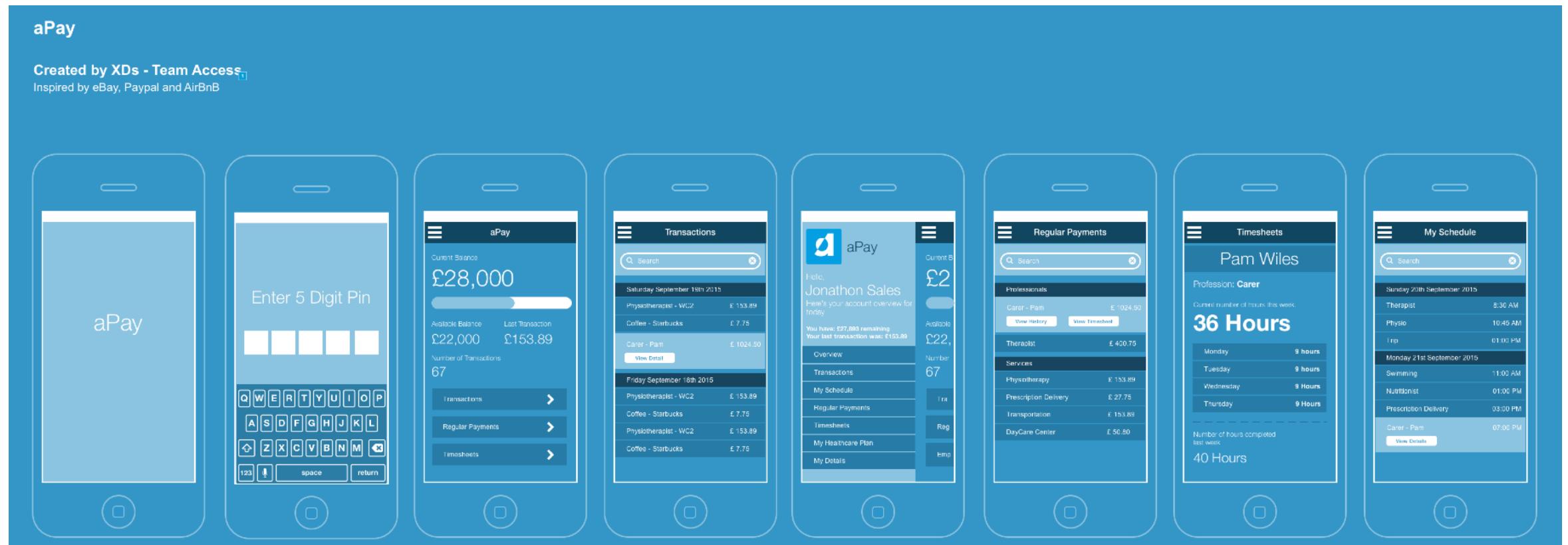
I had led a team of designers, developers, brand strategists, business analysts to come up with a solution that would revitalise the Peckham high street. The method we chose was creating a wearable loyalty scheme that was specific to Peckham.



<http://experiencedesigngroup.org/projects/creating-place-that-attract-people>

The XDs - Design Hackathons (Cont.)

The blueprint below showcases the user journey and lo-fi design of an application that was designed to help people with disabilities be more independent and manage their finances, carer schedules and calendar whether it was medical appointments or social.



Freelance Projects

Clients & Concept Ideas

Freelance & Concepts

The following pages will contain work that I have done privately for various schools, non-profits as well as various businesses.

The screenshot shows the homepage of Raines Foundation School. At the top, there's a blue header bar with the school's logo and name, followed by a navigation menu with links like 'About Us', 'News', 'Events', 'Curriculum', etc. Below the header is a large grid of icons representing different school functions such as 'About Us', 'Curriculum', 'Events', 'Admissions', 'Vacancies', 'Gallery', 'Headteacher's Blog', and 'S Sixth Form'. To the right of this grid, there's a 'Breaking News...' section featuring a video thumbnail and some text. At the bottom left is a large image of a school building, and at the bottom right is a section titled 'Announcements' with several small links.

Raines Foundation School
<http://rainesfoundation.org.uk/>

The screenshot shows the homepage of City Gates School. It features a purple header with the school's logo and name, along with social media links. Below the header is a large image of a city skyline. The main content area has a purple background with white text stating 'City Gates School will be opening soon... Details to Follow'. Below this, there's a grid of icons representing different school areas: 'About us' (with a large 'i' icon), 'Policies' (with a document icon), 'Vacancies' (with a bottle icon), 'Primary' (with a 'P' icon), 'News / Letters' (with a camera icon), 'Secondary' (with an envelope icon), 'Curriculum' (with a puzzle piece icon), and 'Admissions' (with a clipboard icon).

City Gates School
<http://www.citygatesschool.org.uk/>

Facebook Page

Freelance & Concepts

retechnica

Beautifully crafted, intelligent technology products to provide genuine value for our users

We're the makers of **INGENIA**

Quantified text: Machine-learning powering classification | personalization | summarization

- Next generation of text analytics
- Maximizes the value of your content
- Designed to be always tailored to you

define: retechnica ▾

Home Team Jobs Contact

Learn more

Products we believe in

We believe in products that exist at the intersection between **intelligent** software and **intuitive** interfaces that **integrate** gracefully into the way our users behave.



Retechnica
<http://www.retechnica.com/>



BOOK A TABLE

Reserve your table at
The Gaylord NOW!

OUR DINE-IN MENU

Immerse yourself in our
finely crafted dishes

CLIP

HOME

Established since 1989, The Gaylord's success has seen nominations and achieved immense success. We have won numerous awards, including Carlton TV, Time out & Docklands good food awards. The Gaylord has also been featured in the Big Breakfast, Carlton TV and many other TV programmers in recognition of our commitment to provide only the best of Indian Dishes. The Gaylord has now become favourite to many showbiz personalities.

The Gaylord is a style of cuisine first made famous hundreds of years ago by the Mughal Empire. The skill of blending only the finest Indian spices to produce a variety of subtle flavours has been passed on through generations. It's popularity over the centuries has risen and it has for many years been

announcements

Welcome to The Gaylord E14, new website. We hope to bring you a myriad of new features and experiences, please sign up to be kept up to date with the latest offers and deals.

Also keep an eye out for our new tablet ordering system, which will soon be replacing our in-menus.

special offers

Every time you spend £30 or more on a take-Away meal

The Gaylord Restaurant
<http://thegaylorde14.co.uk/>

Freelance & Concepts

CLIENT MANAGEMENT

LOGO Jennifer Hayes

Account / Holdings Overview

Total Number of Accounts / Holdings [view details](#)
8

Total Value [view details](#)
£ 35,490.05

Total Platform Cash £ 1,000,000.00 [view details](#)

Joint Account £65,000.00
Holder 3

Joint Account £105,000.00
Holder 4

Total Profit / Loss [view details](#)

Total Unrealised Gain / Loss [view details](#)

[CREATE VALUATION PACK](#) [QUOTES DEALING & NEW ACCOUNTS](#) | [ACCOUNT MANAGEMENT](#) [MANAGE MY CLIENTS](#)

Help & Support | John Smith | Log Out

CLIENT MANAGEMENT

LOGO Jennifer Hayes

Account / Holdings Overview

This client has no accounts or assets.

Total Number of Accounts / Holdings [view details](#)
0

Total Value [view details](#)
£ 0.00

Total Platform Cash £ 0.00 [view details](#)

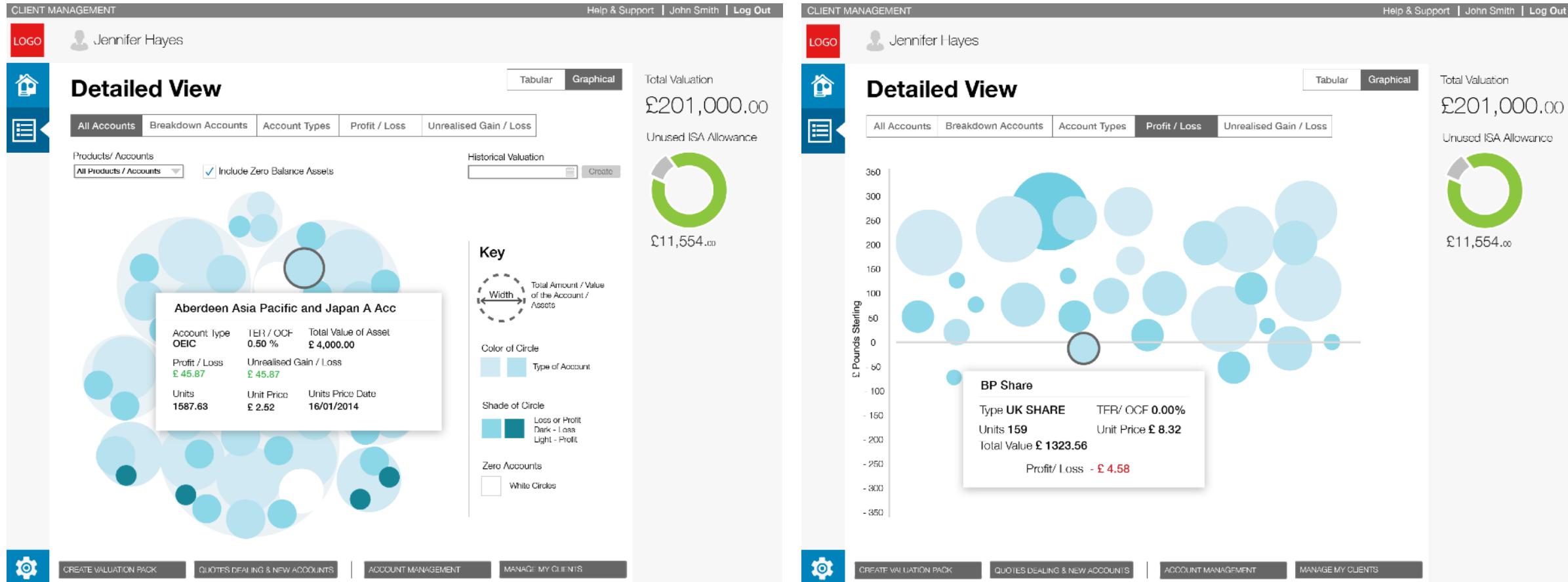
Total Profit / Loss [view details](#)

Total Unrealised Gain / Loss [view details](#)

[CREATE VALUATION PACK](#) [QUOTES DEALING & NEW ACCOUNTS](#) | [ACCOUNT MANAGEMENT](#) [MANAGE MY CLIENTS](#)

Stock / Accounts Dashboard Concept (1)

Freelance & Concepts



Stock / Accounts Dashboard Concept (2)