

Camilo Sarmiento

PORTFOLIO PRESENTATION

Hi, I'm Camilo!



Cornell-educated researcher-turned-designer who creates impactful, compelling and data-driven designs.

My greatest strength is end-to-end design, from idea conception to full-stack development.

Once a chemist, now a Product Designer, my scientific background gives me an edge to think analytically and research effective solutions. I continued my career as a Video Designer where I created training videos by interviewing employees and identifying pain points. I then moved on as a Product Designer at UPS, designing web applications to assist in international shipping. In my free time, I enjoy playing video games, creating videos for my YouTube channel, traveling, and spending time with friends.

CASE STUDY

Customer Information Exchange Tool

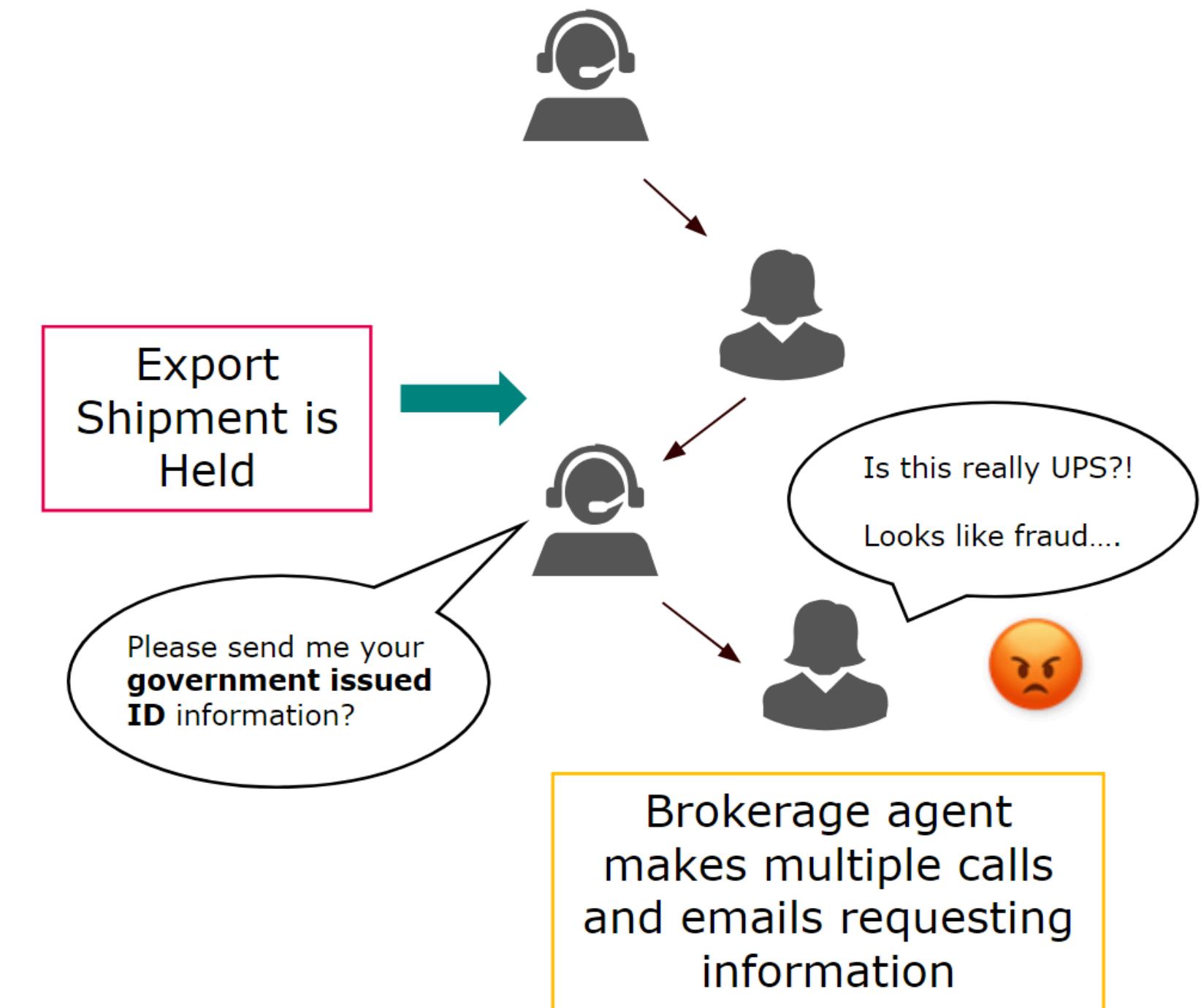
Project Overview

This project was completed in the span of a year with continuous updates and more countries launching in 2024. It was initially launched in November 2023 in France, US, and Canada. The goal was to create a secure portal for customers to submit their sensitive information for customs clearance.

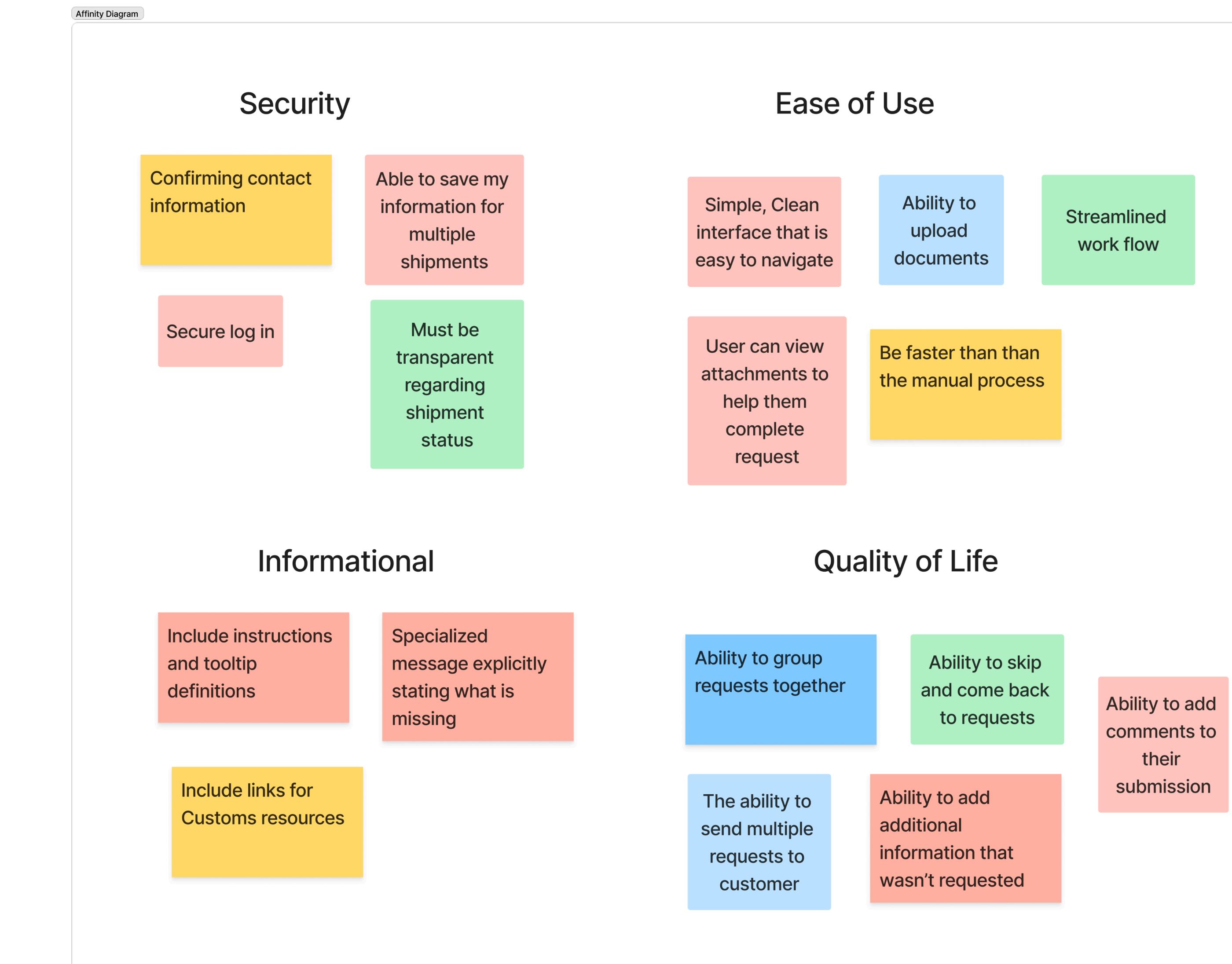
I worked as the designer working with product managers and marketing team groom potential features and ultimately provide to engineering for development.

The Problem

Currently, UPS brokerage attempts to contact **9,000** customers daily due to holds, via phone or email requesting missing information, often being sensitive personal documents. This costs UPS to staff raters spending hours contacting customers and dealing with fees from Customs for late processing.



User Interviews



Working with the marketing team, 10 users were interviewed about their experience shipping internationally with UPS and what could be done in a new tool that would make their workflow more efficient. The results were compiled into an affinity diagram.

User Personas



Sara Thompson

Background
Sara frequently orders products from overseas suppliers for her company's marketing campaigns, which often involve tight deadlines.

Core needs

- Quickly provide required documentation and personal information to clear shipments through customs without delays.
- Privacy and security are crucial for her since she regularly deals with confidential company information.
- She's a busy professional who values efficiency and needs a straightforward way to handle shipment-related tasks.

Frustrations

- Inconvenience and delays caused by complicated customs clearance processes, especially when shipment information is unclear.
- Lack of transparency regarding shipment status and expected clearance times.
- Concerns about the security of her personal and company information shared online.

Motivations

- Avoiding shipment delays that could affect her company's operations and marketing timelines.
- Maintaining the security of her sensitive information to prevent data breaches.
- Streamlining her workflow by using digital solutions that save her time and reduce stress.

Personality

Organized, Pragmatic, Cautious, Time-Conscious

Quotation
“I'm all about simplicity. If an app can't get me the information I need in seconds, it's not worth my time—especially when my shipments are on the line.”



Corey Santos

Bio
Corey is a tech enthusiast who enjoys online shopping for international products, such as rare collectibles, high-tech gadgets, and specialty foods. He frequently orders from overseas marketplaces and sellers, often encountering customs requirements for his shipments.

Core needs

- Easily provide personal information or documents when required to clear customs for his shipments.
- Ensure that his personal data is kept secure and private.
- Get real-time updates about the status of his packages, ensuring there are no unexpected delays.

Frustrations

- Overly complex or poorly designed platforms for sharing required information.
- Worry about identity theft or data breaches when sharing personal details online.
- Lack of transparency when it comes to why certain shipments are delayed.

Motivations

- Getting his shipments delivered quickly and without hassle so he can enjoy his purchases.
- Using technology to simplify tasks, allowing him to focus on work and leisure.
- Supporting companies or apps that prioritize user experience and data security.

Personality

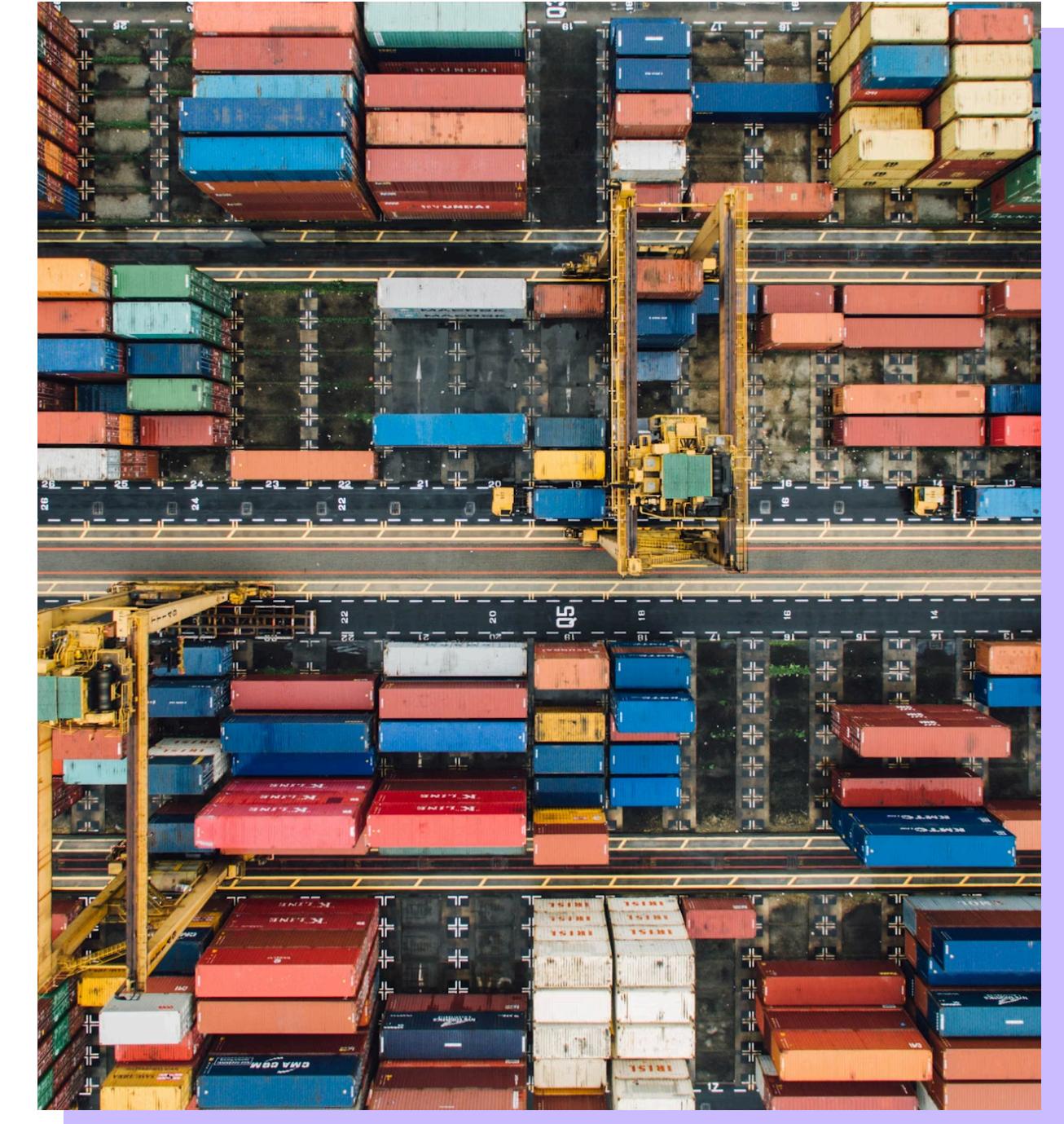
Introvert, Resourceful, Spender, Tech-savvy

Quotation
“Shopping online should be fun, not stressful. Just give me an app that keeps things simple, secure, and hassle-free, so I can focus on enjoying what I ordered.”

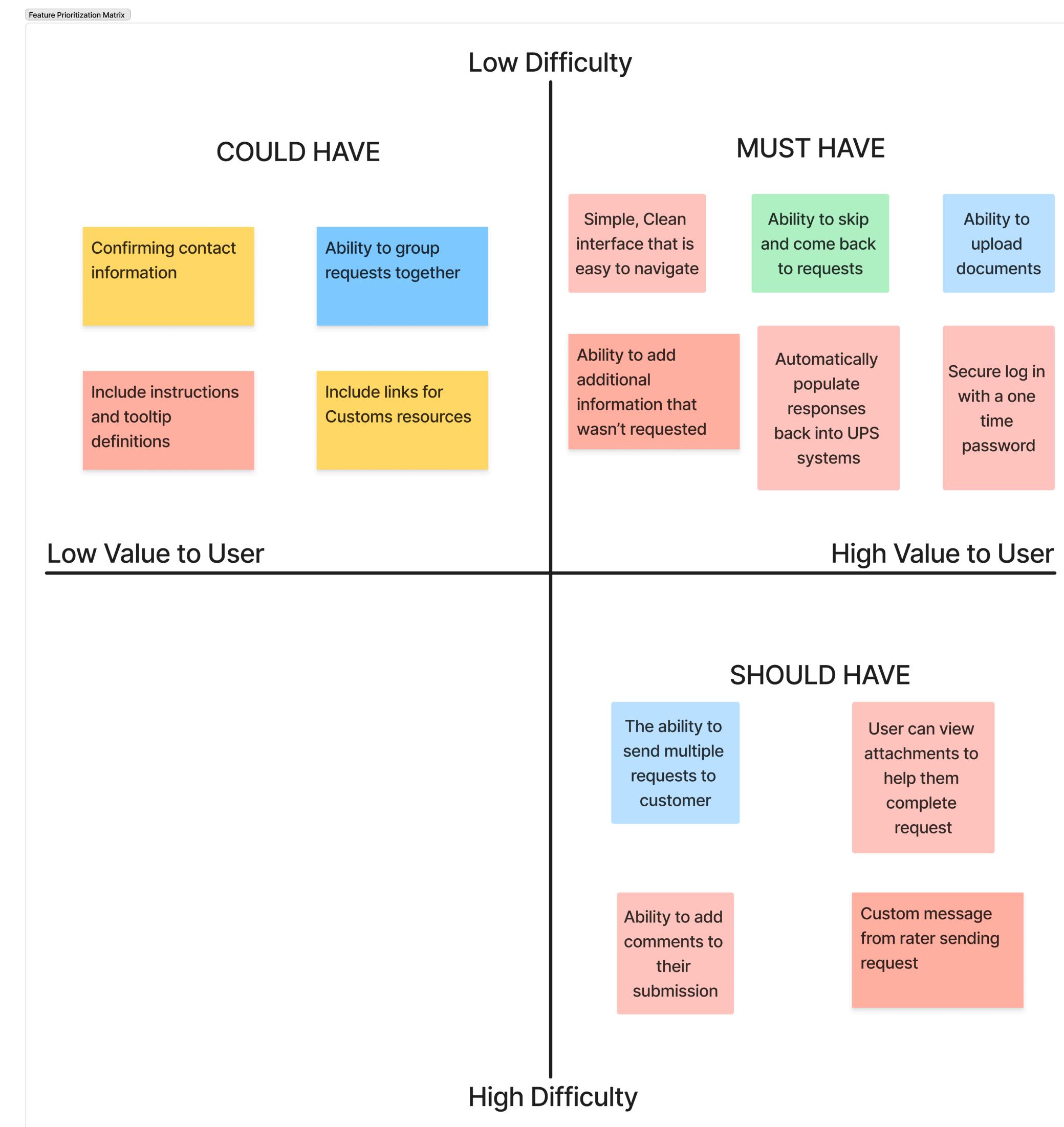
I then created user personas from the data we had gathered from the conducted interviews. I thought of two user personas that encompass the type of customers who would use the information exchange tool. Sara represents the B2B user who would use the tool in business settings and Corey represents the everyday consumer clearing his personal packages through customs.

UX Hypothesis

By designing a secure portal that offers a **user-friendly and efficient experience**, we can empower our customers to easily **provide missing information** securely by using a one-time password to log in and submit information. This will enable the customer to receive their package faster for a more efficient experience.

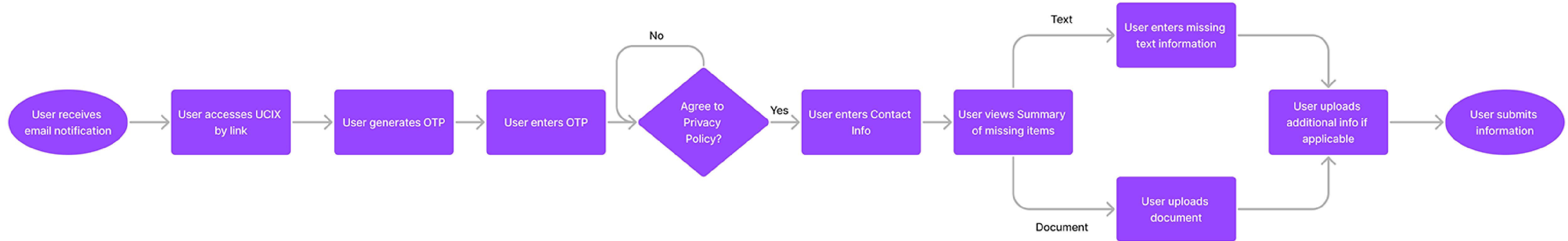


Feature Prioritization Matrix



Working with the go-to-market team, we came up with a feature prioritization matrix. It was critical that this product was a secure platform where customers can upload documents and additional information while also automatically populating it back into UPS clearance systems.

User Flow



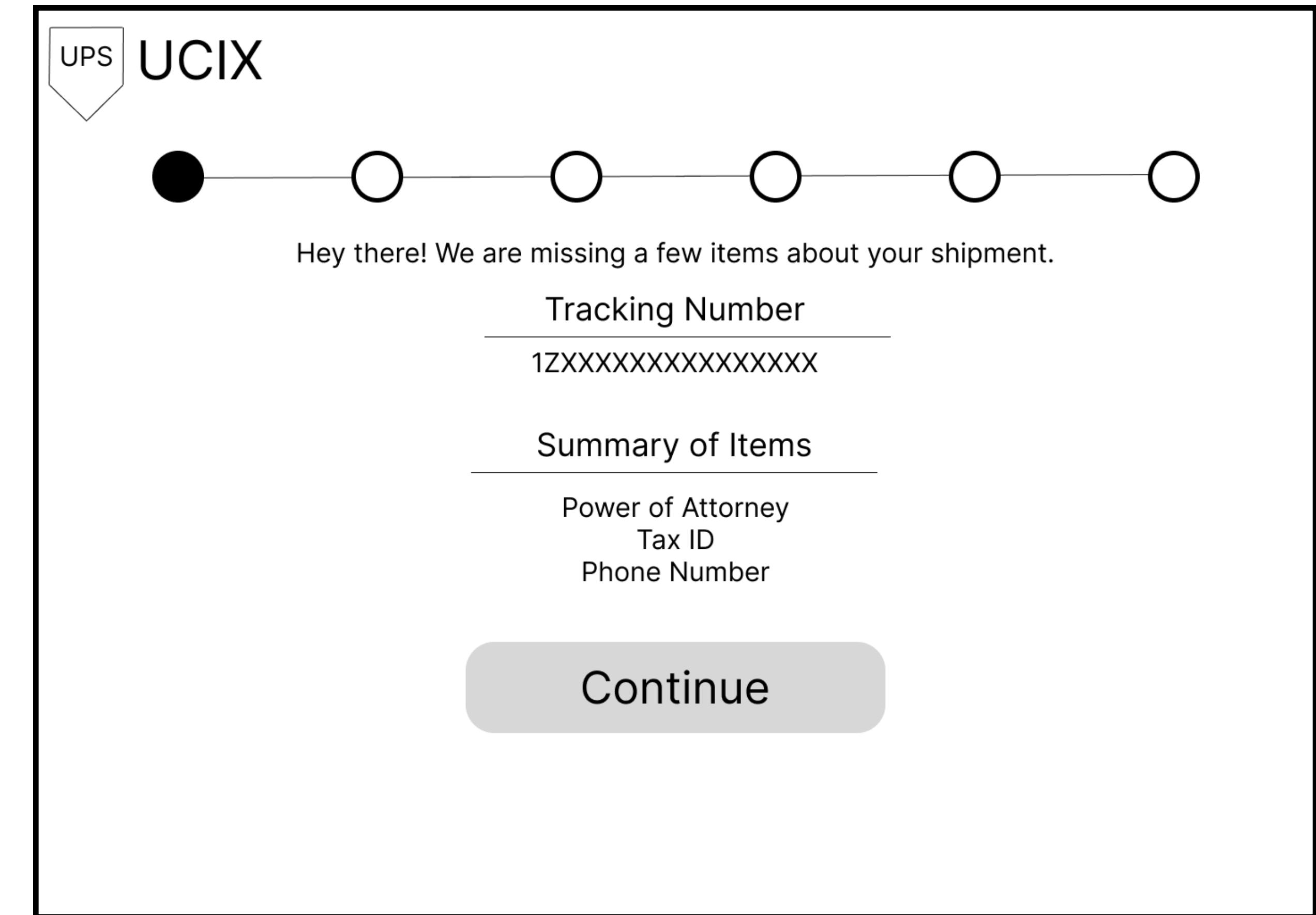
I designed the user flow to be straightforward for the customer. The customer receives a notification to provide missing information. They access the tool by a provided link and generate a One-Time Password. They enter the password and then must agree to a privacy policy to allow UPS to share information with Customs Clearance. Depending if the customer needs to submit a document or a textual answer like a Tax ID, the customer will be presented with an appropriate screen to do so. The customer will then have a chance to upload additional information if they want it on file for their shipment. Once the customer reviews what they have entered, they can submit.

Prototype Phase

Low-Fidelity Prototype

In this first iteration, I thought a linear process where the customer would tackle one missing item at time would be optimal, similar to how TurboTax works. The customer is presented with a summary of what is missing and add the information as they go. From our stakeholders, there was a request to add in the ability to upload additional documents in case the customer wanted to add information we haven't asked of them yet.

[View Prototype](#)



Prototype Phase

Iterations

Through further iterations, I added the ability to allow customers to skip information, allowing them to submit other requested details without roadblocking them from submitting anything. I also added the ability to confirm contact with customer, so the most up to date contact information can be obtained.

UPS UCIX

● ● ○ ○ ○ ○

Power of Attorney

Legal document used in shipping to grant a customs broker the authority to process Customs clearance on your behalf

Upload The following formats are supported: TIF, DOC, JPEG, JPG, PDF

I can't provide this

Reason (required):

< Back

Next

Prototype Phase

High-Fidelity Prototype

I enhanced the design to a high-fidelity level by implementing UPS brand guidelines and features, such as smart grouping and customization.

[View Final Desktop Prototype](#)

[View Final Mobile Prototype](#)

ups

jennyjones@email.com

Contact Info

Missing Item(s)

Review & Submit

Smart Grouping

Customize

Summary of Missing Item(s)

There are a few missing item(s) in order to clear your shipment(s) for delivery.

Power of Attorney ⓘ
124XXXXXXXXXXXX · Shipper Name
[Start >](#)

Tax ID ⓘ 4 shipments with similar requests
[Start >](#)

Phone Number ⓘ 2 shipments with similar requests
[Start >](#)

Reason for Import/Export ⓘ
123XXXXXXXXXXXX · Shipper Name
[Start >](#)

Language ⓘ
124XXXXXXXXXXXX · Shipper Name
[Start >](#)

Complete

Power of Attorney ⓘ 3 shipments with similar requests
[Edit](#)

< Back

Reception/Feedback

Initial reception has been great so far. We have recorded that 50% of customers respond with the first few hours of receiving the request. We also received feedback from customers expressing the desire to reassign requests to multiple contacts in their business. This allows a request to be completed faster since there is more visibility on it.

CASE STUDY

UPS WorldShip Interactive Description

Project Overview

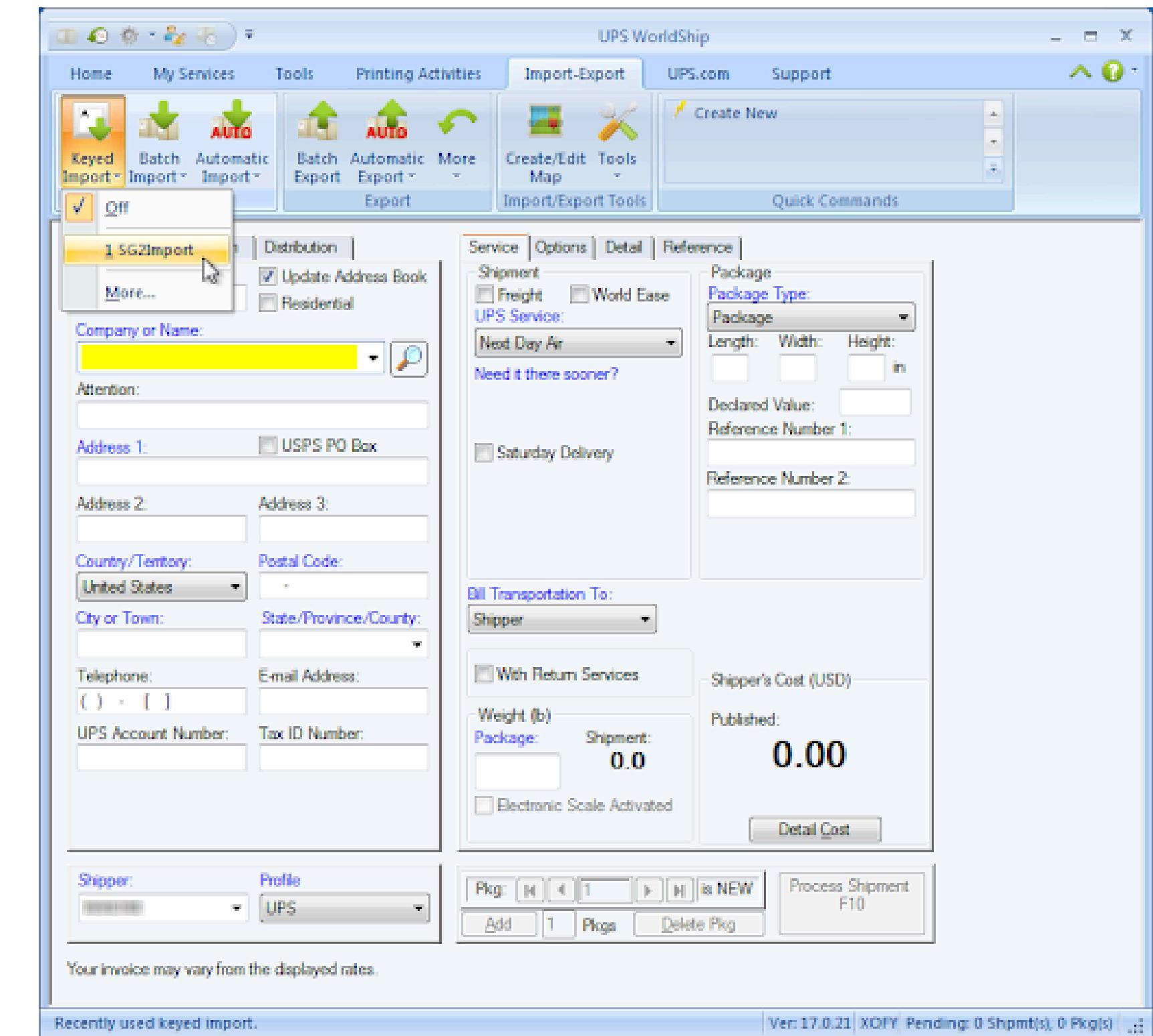
This WorldShip feature was designed in a month. The goal was to create an interface where the customer can update their package contents' description without necessarily knowing the correct harmonized tariff code for accurate customs fees to be assessed.

I worked as the designer working with product managers and marketing team groom potential features and ultimately provide to engineering for development.

Background

UPS WorldShip is a shipping software designed for businesses that frequently ship large volumes of packages. It allows users to streamline their shipping process by automating tasks like label printing, shipment tracking, and customs documentation.

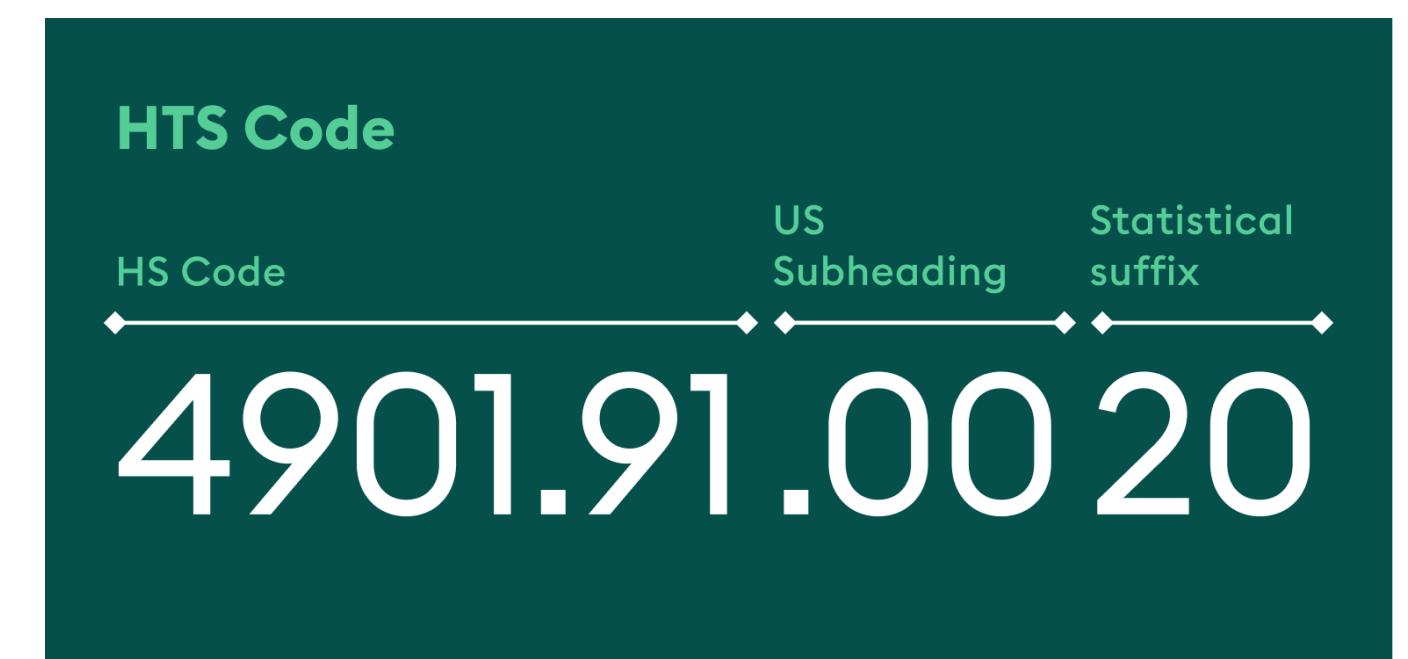
UPS's Export Assure Interactive Description of Goods API is a premium tool designed to assist shippers in providing accurate and compliant product descriptions for international shipments.



The Problem

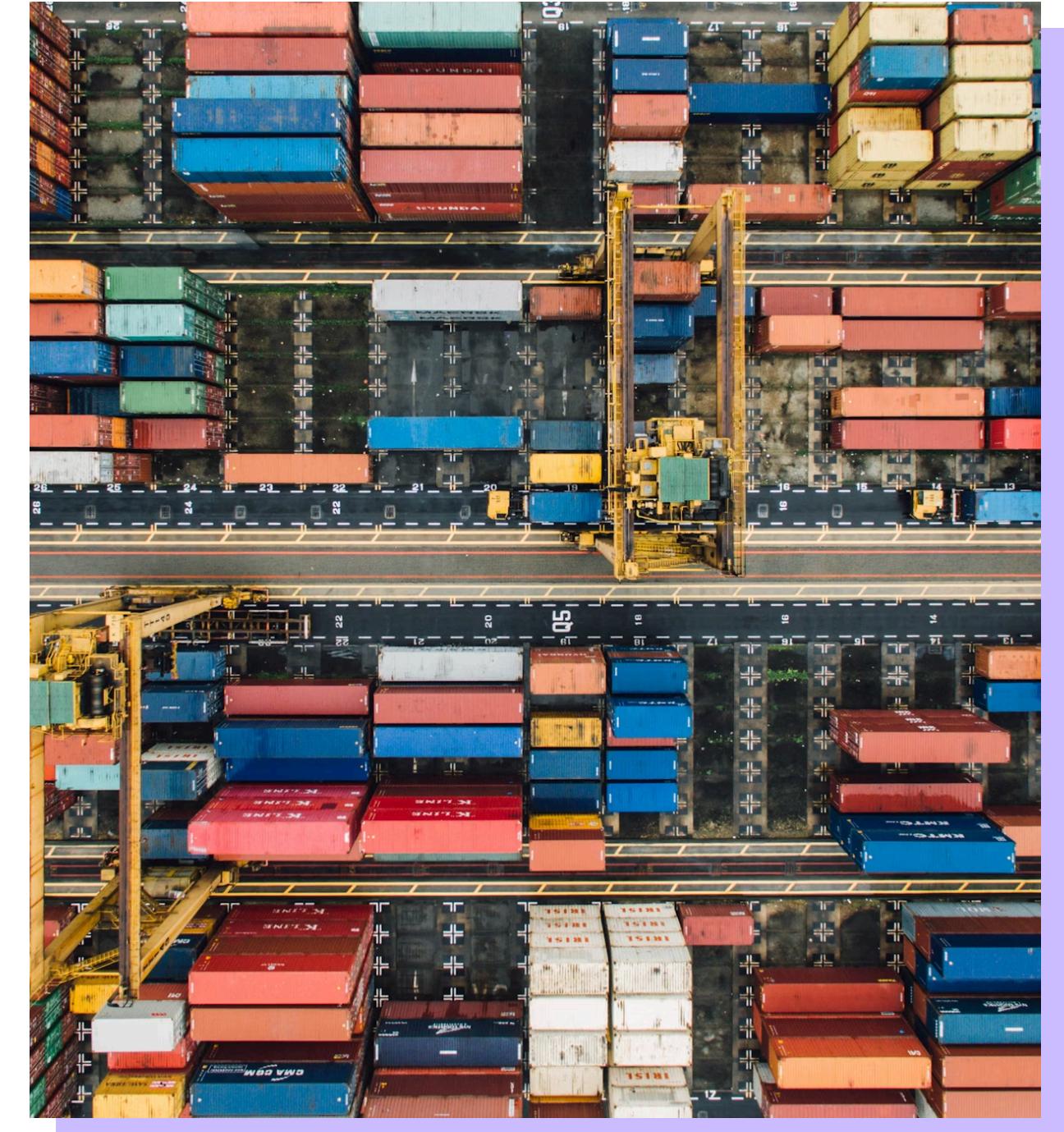
When shipping internationally, customs fees are assessed based on the contents of the package. The description is matched against the HTS (Harmonized Tariff Schedule) Code Library and assigned an HTS Code.

This code is associated with regulations and fees if applicable. If the description is not accurate or too broad, the customer could be charged incorrectly or have issues receiving their package.



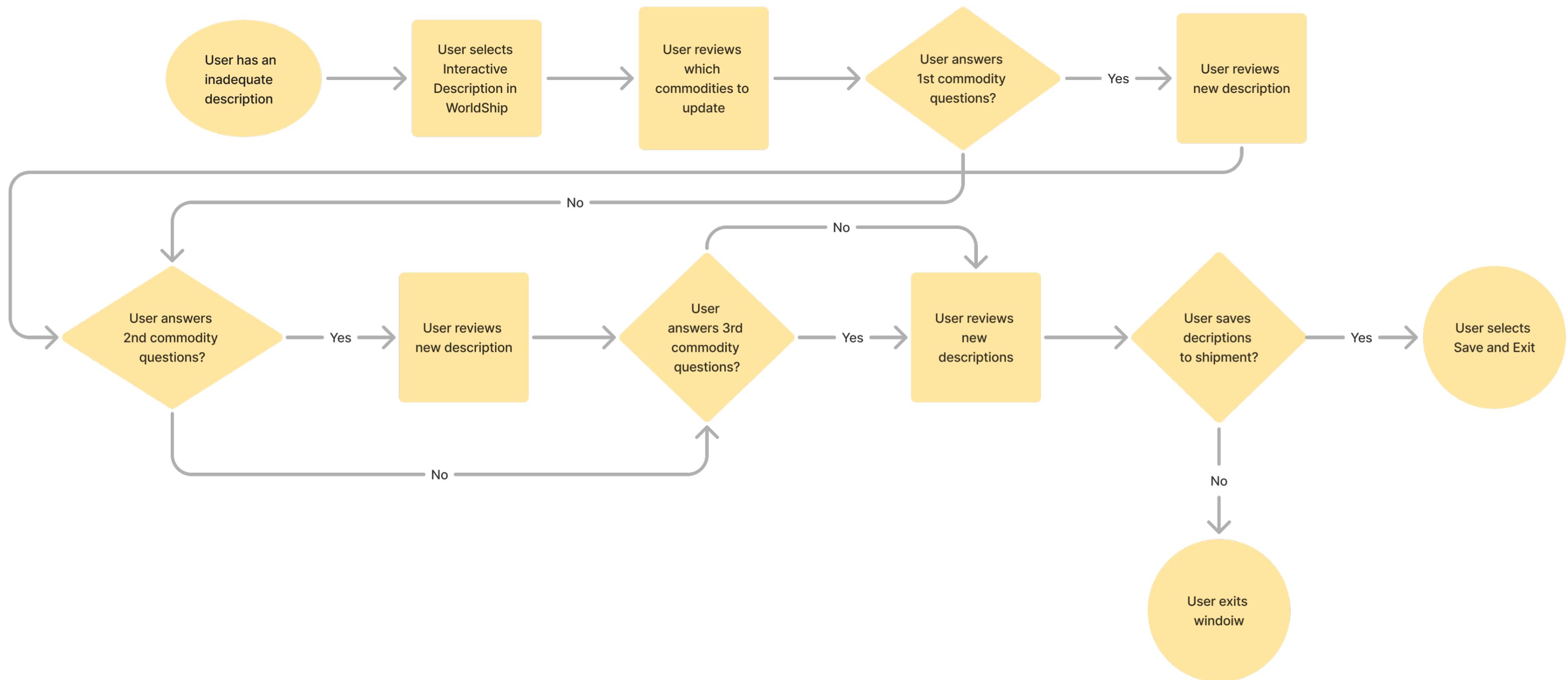
UX Hypothesis

By designing a questionnaire that reacts to the previous answer submitted, a more accurate description can be entered for submission to Customs. This approach would allow the customer to get their package faster and save UPS time and money by reducing the need to directly question customers about their shipment contents.



User Flow

Collaborating with product managers and marketing, I defined the user flow to allow users to update descriptions. Users have the option to skip commodities and review the new description before proceeding to the next one. Once all the questions have been answered, the user has the option to save the updated descriptions to the shipment or discard them and exit.



Prototype Phase

The product and marketing teams wanted the pop-up window to have the same aesthetic as UPS WorldShip, which mimics older Windows UI's. The example flow demonstrates updating a description for clothing.

[View Prototype](#)



Customs needs specific details on your product for clearance. You can use your description as is, but customs may delay the package and require us to contact you for additional information.

Avoid potential delays by letting us help improve your description by answering a few questions.

Com No.	Original Description
1	Clothes
2	Milk
3	T-shirts

Yes, help me find a better description
 No, use my original description

[Next](#)

2nd Prototype

After a discussion and demo with marketing, we decided to expand the 'Other' option to list additional choices in a dropdown, reducing the number of screens users need to navigate. 'Skip Commodity' and 'Cancel' buttons were also added with modals that confirm if the user wants to skip or cancel, respectively.

[View Prototype](#)



Please tell us more about the clothes in your shipment.

What is the type of Clothes?

Req.	Answer
<input type="radio"/>	T-shirt
<input type="radio"/>	Socks
<input type="radio"/>	Pants
<input type="radio"/>	Sweater
<input type="radio"/>	Additional Options ▾

Back Next

Cancel Skip to Next Commodity

3rd Prototype

Following a second discussion and demo with marketing, we agreed to add a 'Review' button, enabling users to return to the beginning of the questions for a selected commodity to review their answers.

'Additional Options' was also renamed to 'Something Else' to align with the language used on UPS.com.



Please tell us more about the clothes in your shipment.

What is the Gender?

Req.	Answer
<input type="radio"/>	Men's
<input checked="" type="radio"/>	Women's
<input type="radio"/>	Baby
<input type="radio"/>	Infant

Back Next

Cancel Skip Commodity

Final Prototype

In the final prototype for the project, I added the ability to select which descriptions the user wanted to work on by adding checkboxes. This gives the user more flexibility in which descriptions they want to update.

[View Final Prototype](#)



Your current description is missing some specific details customs needs to clear the shipment. Without these details, customs may delay the package and require us to contact you for that information.

While you can proceed your current description as is, answering a few questions now will help improve it to avoid a potential delay.

	Com No.	Original Description
<input checked="" type="checkbox"/>	1	Clothes
<input checked="" type="checkbox"/>	2	Milk
<input checked="" type="checkbox"/>	3	T-shirts

[Help me find a better description](#)

[Use my original description](#)

Note: May cause customs delay

Reception/Feedback

Initial reception has been great so far. We have recorded a 40% increase of detailed descriptions that have HTS codes assigned when the shipment is initially logged in WorldShip. Since more shipments have been accurately described, there has been a 15% decrease in calls to customers to gather this information.

CASE STUDY

RhythmiQ

Project Overview

RhythmiQ puts the power of music exploration at your fingertips. Effortlessly swipe through a vast library of songs, genres, and artists, discovering hidden gems that match your personal vibe. Say goodbye to endless scrolling and hello to a whole world of music waiting to be explored.

This project was completed over three weeks by a team of five. The goal was to create a high-fidelity prototype and one coded page. We conducted user research, research analysis, created wireframes, received feedback, and iterated designs.

Competitor Analysis

Competitor Analysis

Company	Strengths	Weaknesses	Opportunities	Threats
Spotify	- Large user base - Personalized recommendations - Social features - Dominance in podcasting - Cross-platform availability	- Limited exclusive content - Reliance on third-party integrations - Profitability challenges	- Expanding into podcasts - Partnerships with artists and influencers - Targeting emerging markets	- Intense competition - Shifting industry dynamics - Advertiser reliance
Apple Music	- Strong integration with Apple ecosystem - Exclusive content - Extensive music library - User-friendly interface	- Limited free-tier options - Compatibility restrictions - Limited social features	- Expanding into new markets - Enhancing personalized recommendations - Original content production	- Intense competition - Shifting industry dynamics - Consumer price sensitivity
Pandora	- Music Genome Project - Personalized radio experience - Brand recognition - Licensing agreements	- Limited on-demand streaming - Limited international availability	- Podcast expansion - Partnerships and integration	- Intense competition - Shifting consumer preferences - Evolving licensing landscape
YouTube	- Vast content library - Music discovery - Mix of official and user-generated content	- Limited audio-only streaming features - Less focused on music as a standalone service	- Expanding music streaming features - Collaborations with artists and labels - Monetization opportunities	- Intense competition from dedicated music streaming platforms - Copyright and licensing challenges

We started by doing a competitor analysis to compare current music discovery platforms. We learned that these platforms mostly offer the same recommendations with a wide variety of features.

Proto Persona

The image shows a proto persona interface for a user named Alex. At the top left is a yellow header bar with the text "Proto Persona". Below it is a cartoon illustration of a person with curly hair and a smiling face, labeled "Alex". A yellow box labeled "Archetype" contains the following information:

- 25
- Marketing Professional
- Manhattan, New York
- Technological proficiency: Tech-savvy, comfortable with smartphones and music streaming platforms

A horizontal line separates this from the "Bio" section. The "Bio" section contains the following text:

Alex is a 25-year-old marketing professional living in Manhattan. They have a passion for music and love exploring new genres and discovering emerging artists. Alex enjoys attending live music events, browsing music blogs, and sharing their favorite songs with friends. They are an active user of various streaming platforms but often find it overwhelming to navigate through vast music libraries and struggle to find new, exciting artists that match their taste.

Below the bio are three yellow buttons labeled "Link 1", "Link 2", and "Link 3". To the right of the bio is a large yellow box titled "Personality" containing seven personality traits on a scale from one end to the other:

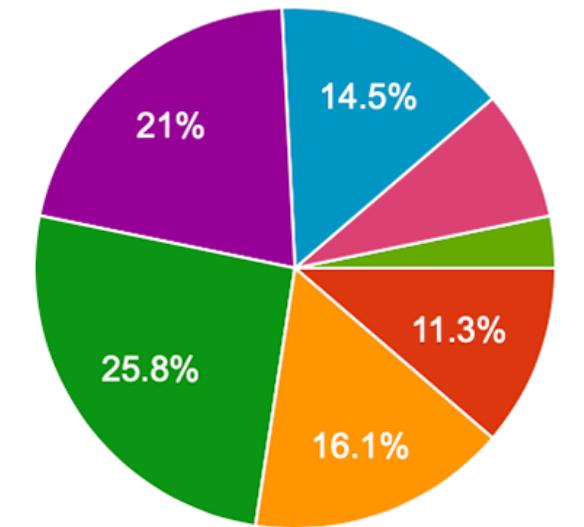
- Introvert (left) to Extrovert (right)
- Analytical (left) to Creative (right)
- Busy (left) to Time rich (right)
- Messy (left) to Organized (right)
- Independent (left) to Team player (right, marked with a yellow star)
- Passive (left) to Active (right)
- Safe (left) to Risky (right)

We began to brainstorm what our user would look like for RhythmiQ. We decided it's someone with a unique music taste who wants to discover more indie artists.

User Survey

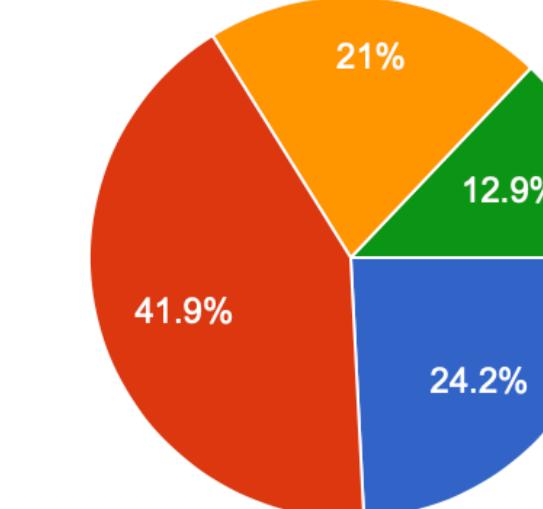
1. Age

62 responses



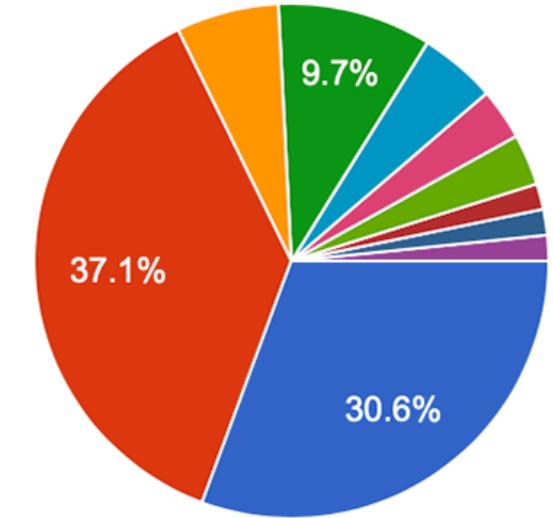
2. How many hours a day do you listen to music?

62 responses



3. Where do you primarily listen to music?

62 responses

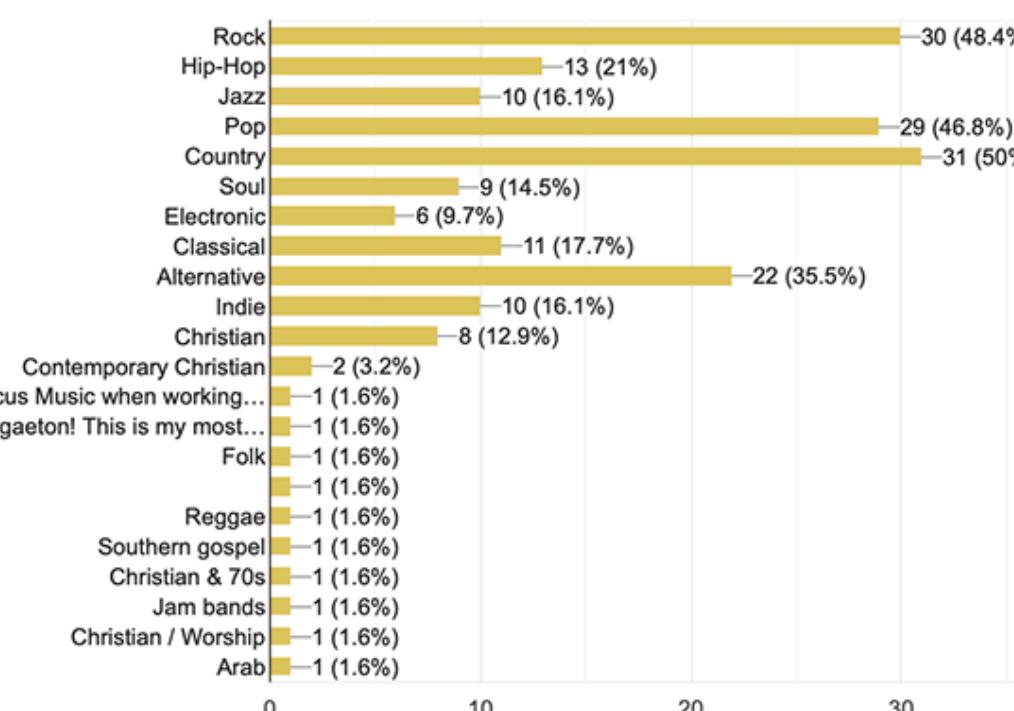


● Spotify
● Apple Music
● YouTube
● Pandora
● Sound Cloud
● Radio
● Amazon
● Amazon Music

▲ 1/2 ▼

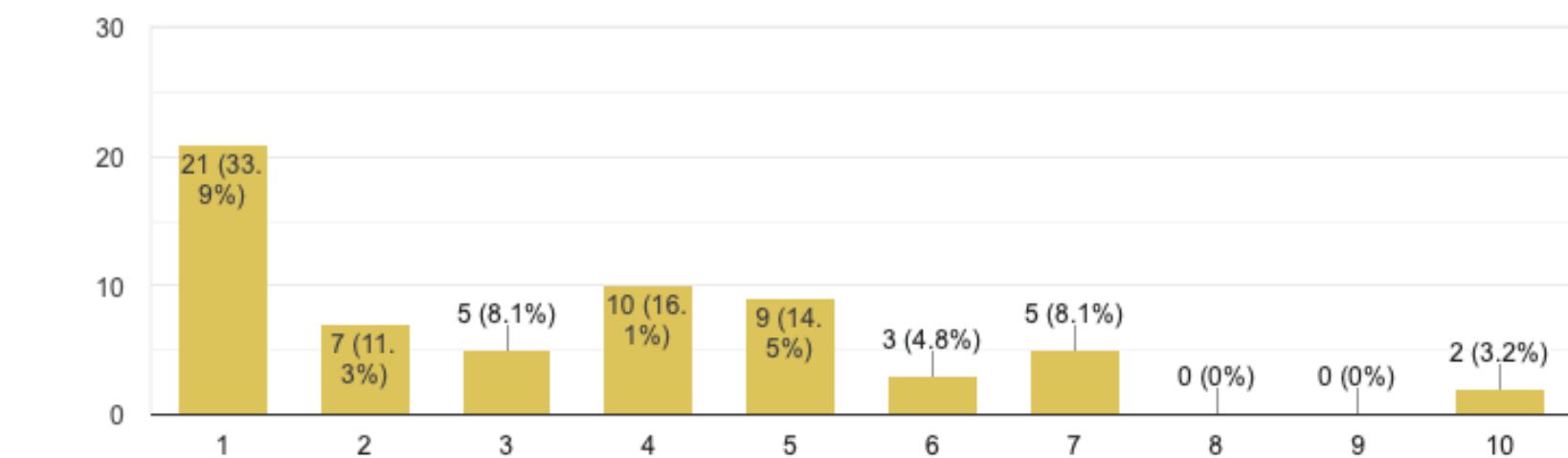
4. What genres of music do you enjoy the most?

62 responses



7. How likely are you to switch to a new music streaming platform?

62 responses



Copy

We found that most users are not very likely to transition to a new music streaming app, so we decided to keep the focus of RhythmiQ on discovery that integrates with the user's current streaming platform.

Interview Results



We interviewed five users about their music listening and discovery habits. The results were compiled into an affinity diagram. [View Affinity Diagram](#)

User Insight

Based on the notes in the affinity diagram, we formed the user insight statement.

Current streaming platform algorithms are not effectively helping find the kind of music that music enthusiasts desire. Enthusiasts desire a music discovery platform that is user-friendly, efficient, and capable of recommending truly new and non-conventional artists.

User Persona

We then created our user persona from the data we had gathered from surveys and interviews.



Alec - Marketing Professional

Bio
Alex is a marketing professional living in the Big Apple. He has a passion for music and he constantly is wanting to explore new genres and artists. He frequently attends live shows. He currently is trying to find new artists but feels his streaming platforms are failing him with finding truly new music that is not the norm and wishes other music finder platforms were actually easy to use and efficient in doing so.

Demography
Age: 34
Gender: Male
Education: Graduated
Profession: Marketing Professional
Location: Manhattan, New York

Music Preferences
Spotify
YouTube
Live Music

Core needs

- An enjoyable experience
- Access to good music because it increases his quality of life
- Handsfree options

Frustrations

- Wanting to find new music but feels his current streaming platform only suggests main stream or older music
- Alex does not feel he can find a music discovery platform that is easy to navigate

Quote
"We use art to decorate spaces. Music decorates time."

Personality trait
Introvert Creative Organized

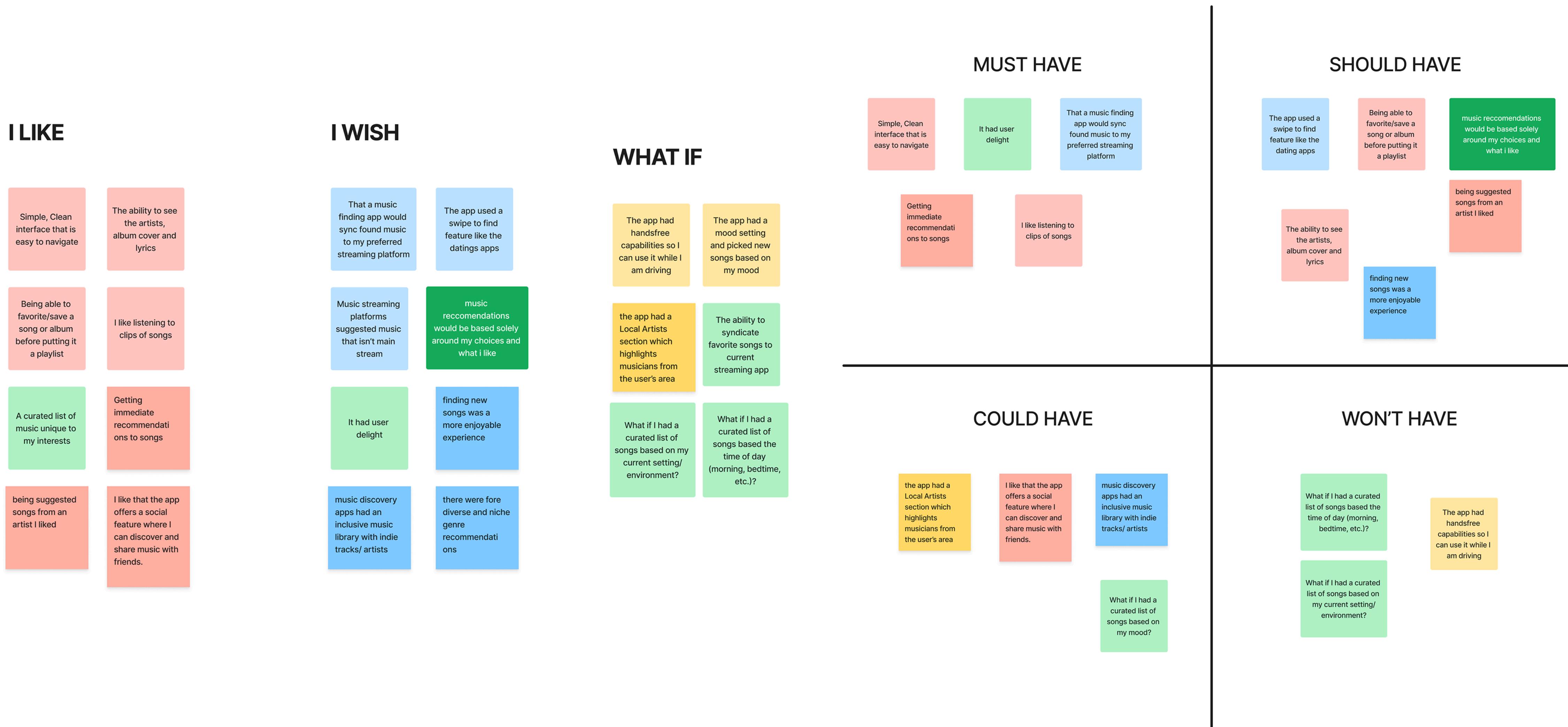
Problem Statement

Alex, a music enthusiast and frequent live show attendee, is frustrated with the **limited music discovery capabilities** of his current streaming platforms. He finds it challenging to explore **new genres and discover non-mainstream artists** that align with his unique taste. The existing platforms fail to provide him with **personalized recommendations** that cater to his specific preferences and his desire for novel music experiences.

UX Hypothesis

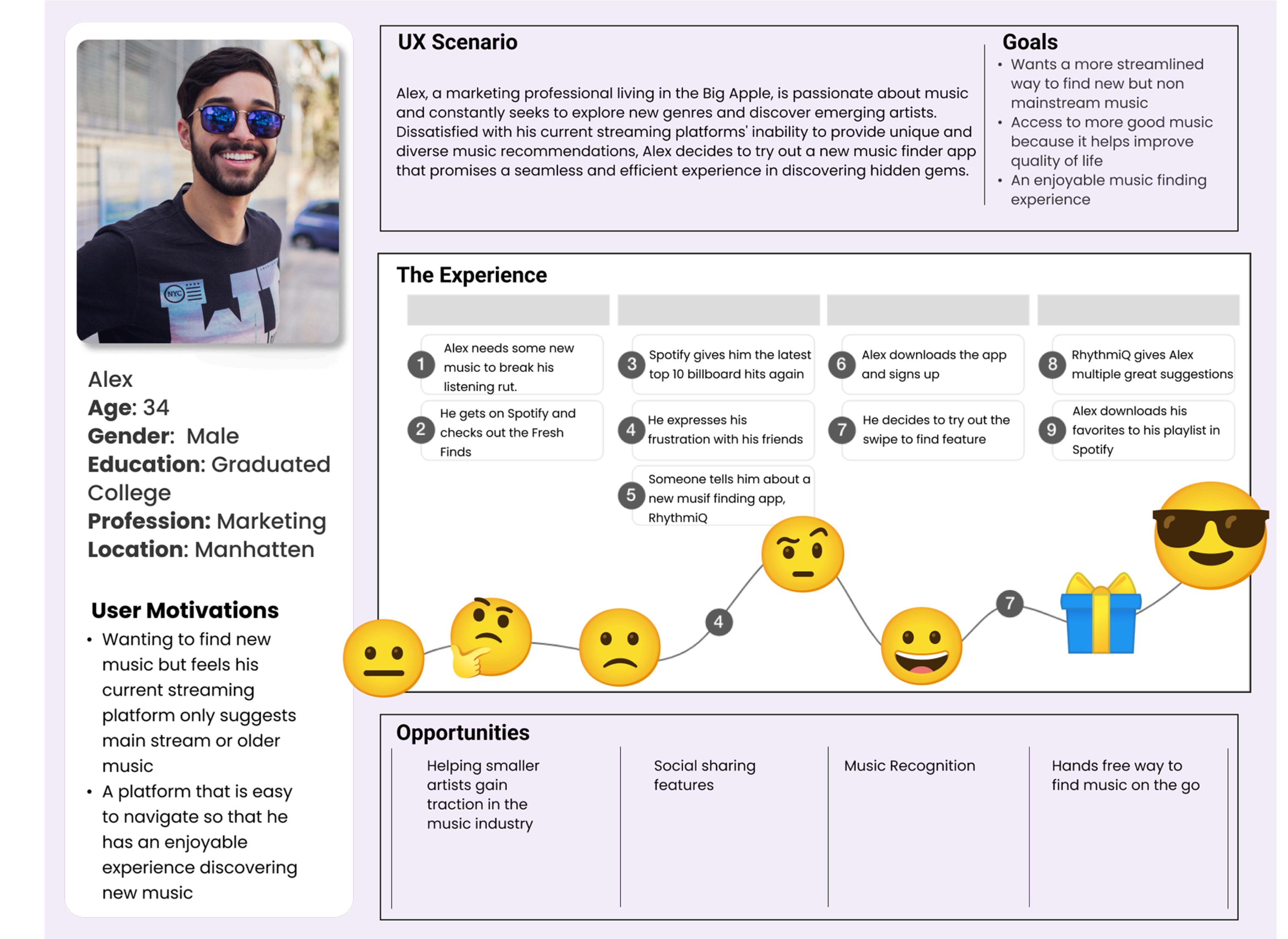
By designing a music discovery platform that offers a **user-friendly and efficient** experience, we can empower Alex, a passionate music lover, to easily **explore new genres and discover artists** outside the mainstream. By leveraging advanced recommendation algorithms and incorporating user feedback, we can curate personalized music suggestions that align with Alex's unique taste. This will enable him to find truly new and non-conventional music that matches his preferences, providing him with **an enjoyable and fulfilling music discovery journey**.

Feature Prioritization Matrix



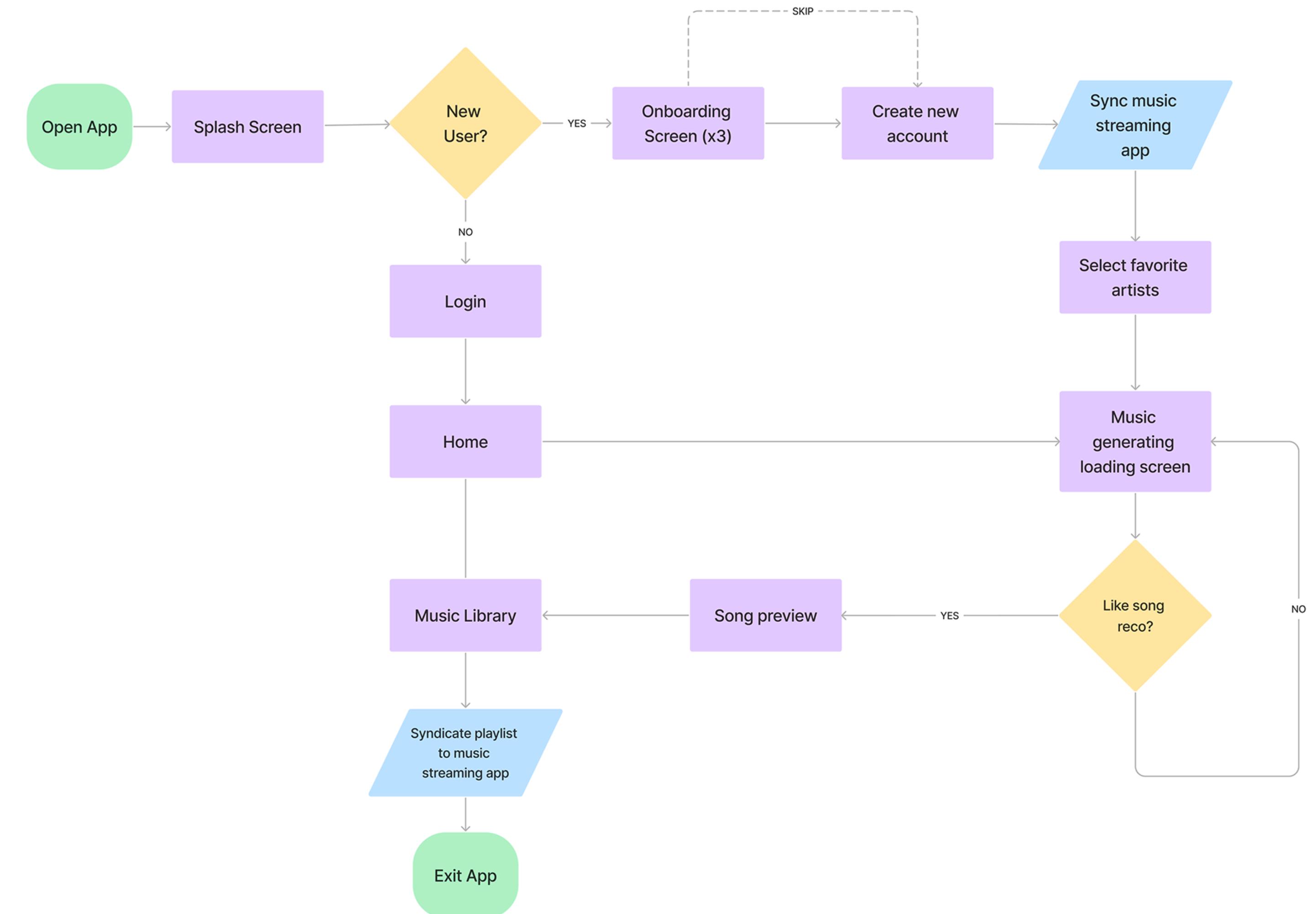
In order to identify which features to RhythmiQ, we categorized ideas into categories of 'I Like,' 'I Wish,' and 'What If.' We put items we liked in current applications in 'I Like', items we wanted in a new app into 'I Wish,' and ideas where the sky is the limit went into 'What If.' We then reorganized them into categories based on importance.

User Journey Map



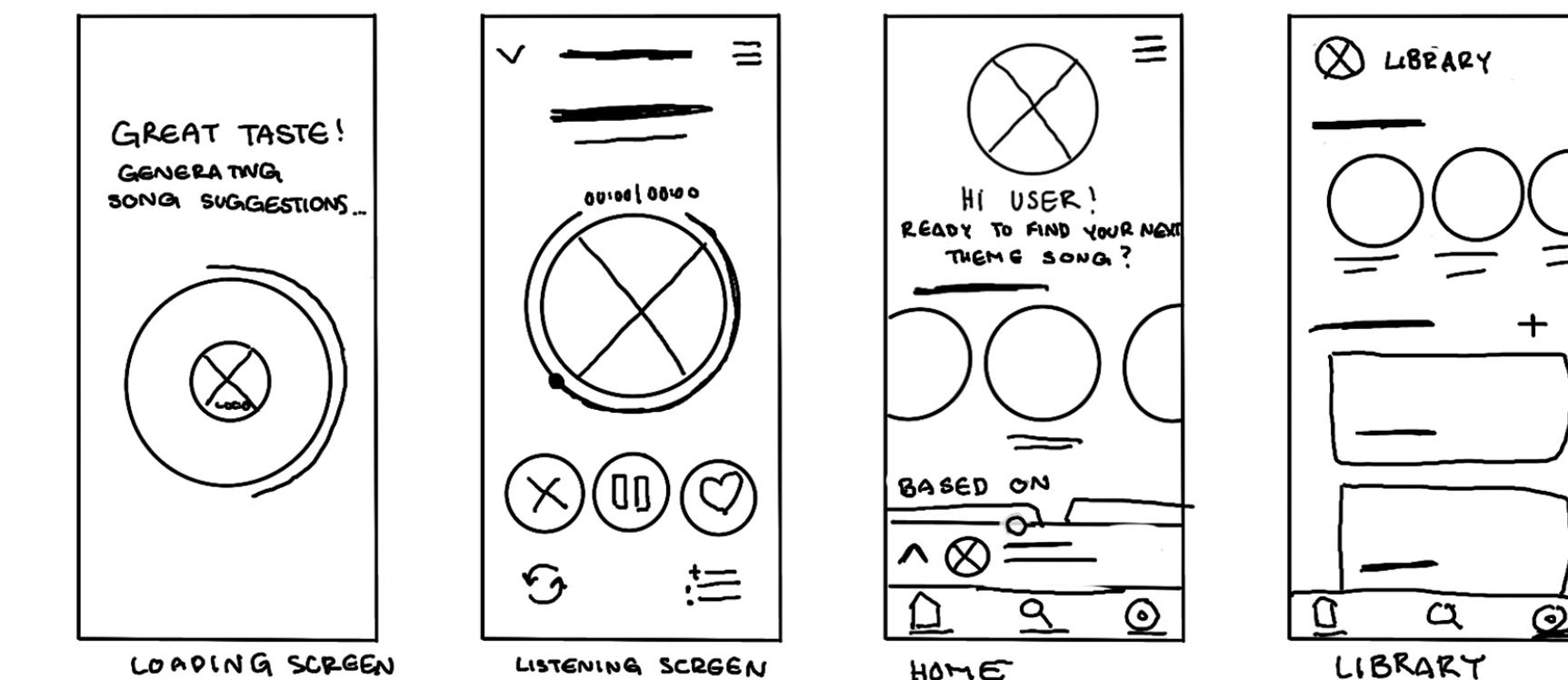
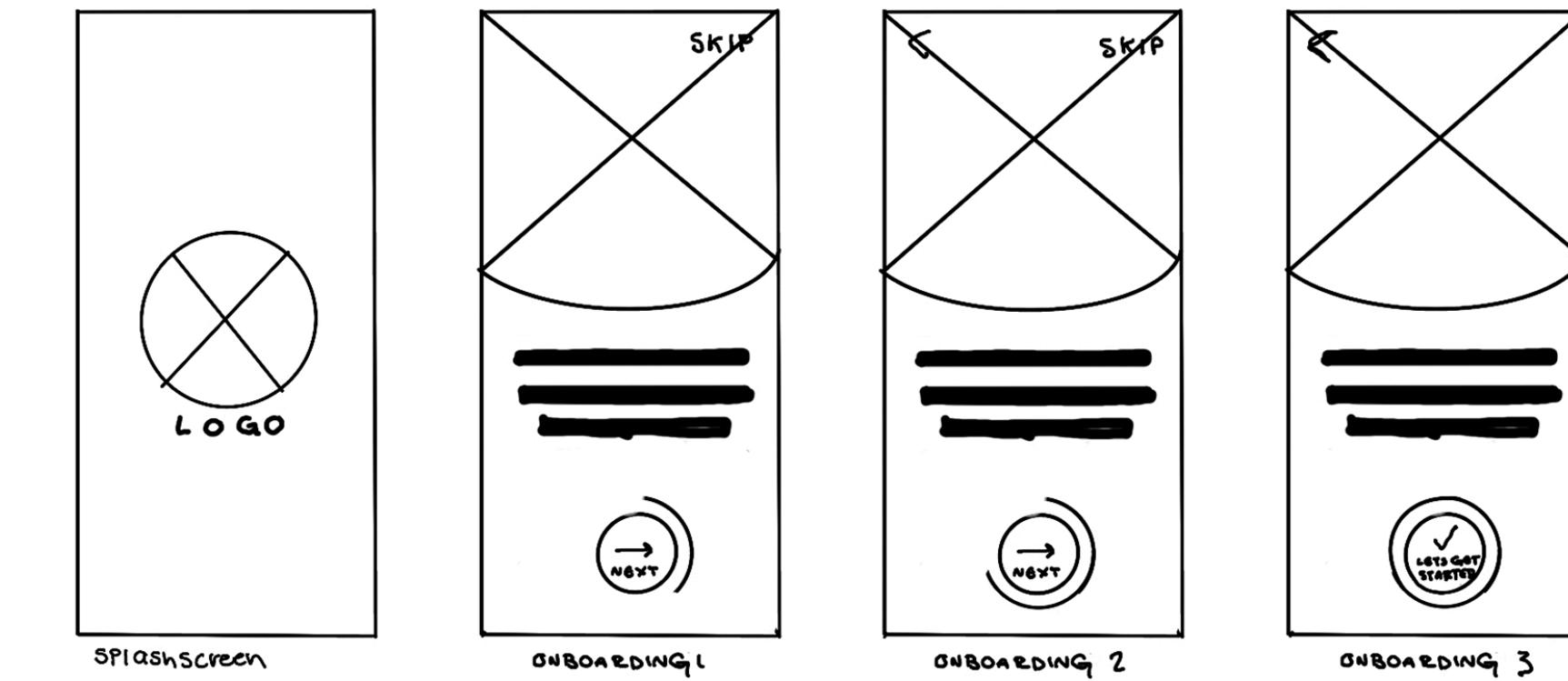
User Flow

Our user flow begins when our user opens the app and is greeted with a 'Login' or 'Sign Up' screen. During the sign-up process, the user will go through a series of onboarding screens. They will select their favorite artists so the algorithm can get a heads start on which songs to recommend. The user will be presented with a 30 sec clip of song that swipe right on if they like it or swipe left if they don't. The liked songs will go into a playlist called 'Liked Songs', which can be exported to a music streaming app.



User Flow

In our sketches, we decided that most of the elements be circular, like a record. We wanted to include additional buttons on the song screen that would let the user save a song directly to a created playlist. Additionally, a 'Go Back' button was added if the user swiped the wrong direction and wanted to go back to the previous song.

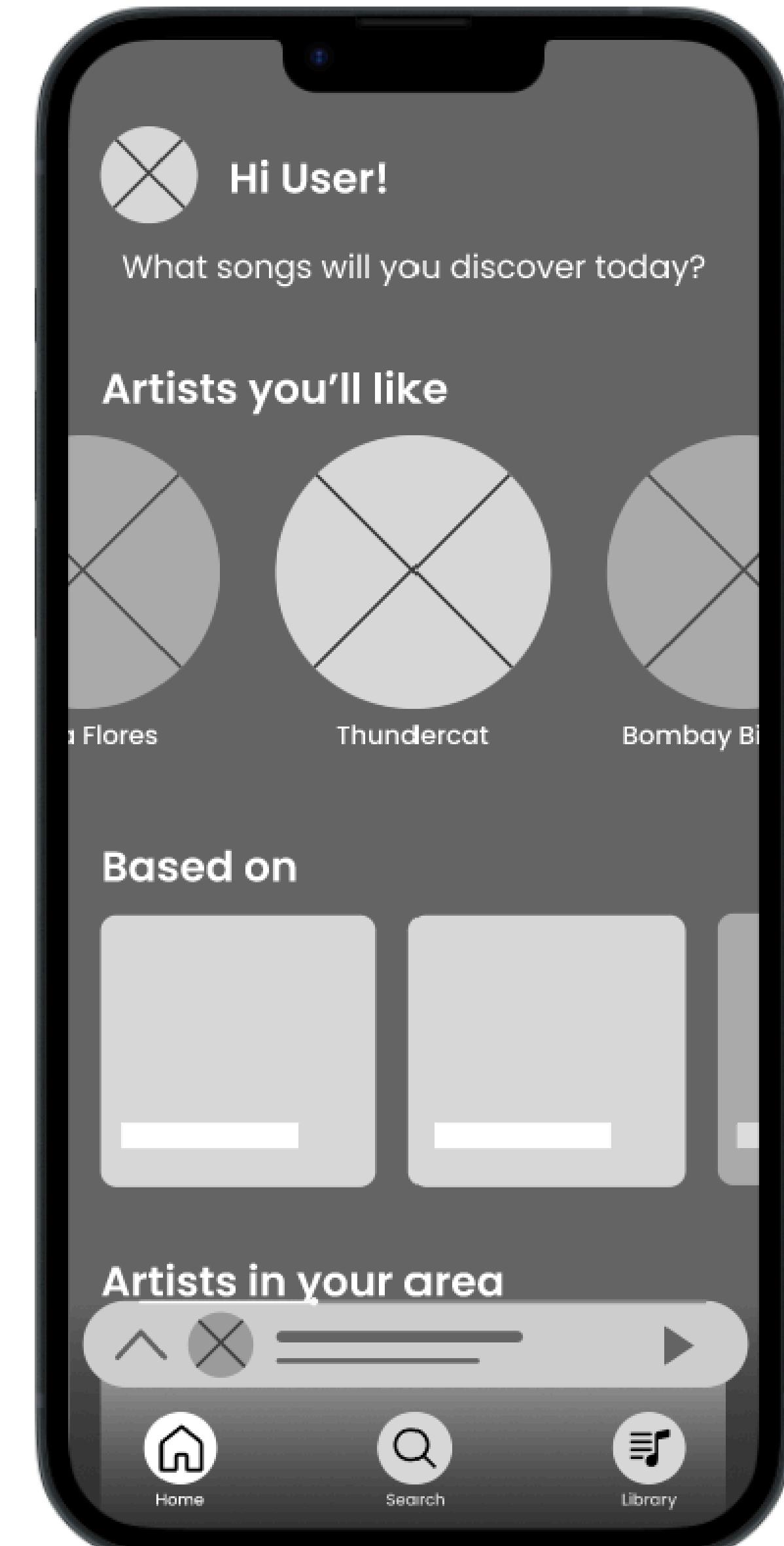


Prototype Phase

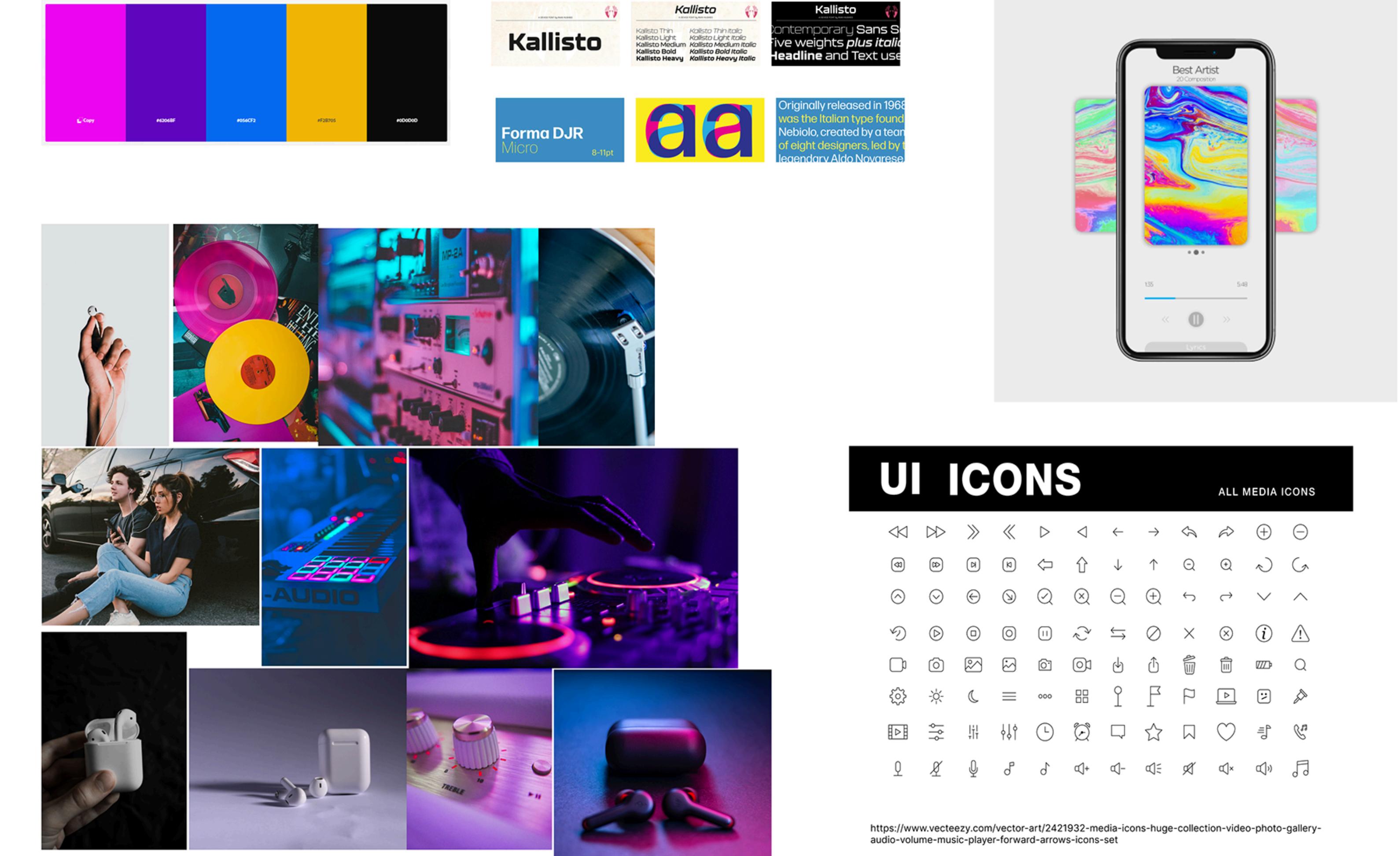
Low-Fidelity Prototype

Converting from sketches to a low-fidelity prototype, we added the ability to add songs to user generated playlists so the user can organize and export songs when they are ready.

[View Prototype](#)



Moodboard



We wanted RhythmiQ to have a 'Techno' feel like other music streaming apps. We chose San Serifs fonts and neon colors.

Style Guide

04 Form components

Text box

Normal
Email

Error
Email 

Validation error message

Success
Email

Validation Success message

Hover
Email

Disabled
Email

Dropdown

Normal
Dropdown 

Disabled
Dropdown 

Opened

Dropdown

Item

Item

Item

Item

Textarea

Normal
Placeholder

Hover
Value

Filled
Value

Disabled
Value

Form color

Label	#808080	Supporting	#FF7777
Input	#333333	Disabled	#D0D0D0
Core	#B0B0C6		

Type Size

Type	Size
Label & placeholder	16px
Text box	W 360px H 52px
Text Area	W 360px H 120px
Toggle	W 52px H 30px
Radio Box	W 24px H 24px
Check box	W 28px H 28px

02 Colors

#FFFFFF base color

#180559 base color

Accent #F0F0F0

Accent #4B29F2

Primary #ED52BB

Secondary #E3D464

Error & notification #FF7171

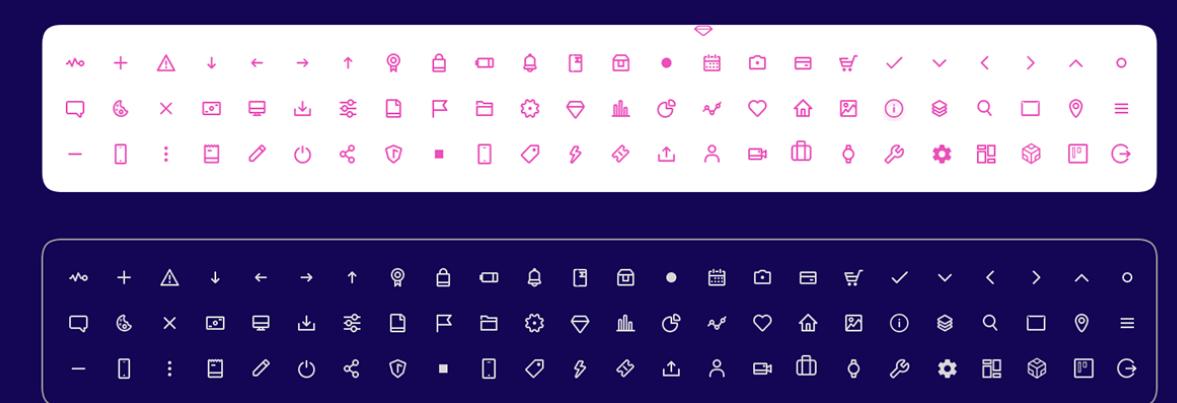
Complementary #DE6830

Shade #6C6D6D

03 Icons

Notification icon container

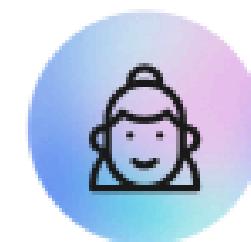
Icon size 20px



I created the style guide based upon the images we collected for the moodboard to give RhythmiQ a modern feel.

Usability Testing

LOW-FI USABILITY TESTS



USER 1

Clicked on favorite/heart after swiping to verify favorite had occurred



USER 2

"Easy flow, labeled buttons make it **easy to figure out**"



USER 3

"**Need interaction direction** information with the buttons and swipe"



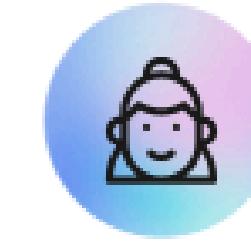
USER 4

"When I got to the home page, I **like the design and flow** of things"



USER 5

"**Easy and obvious**, very clear instructions on what is about to happen"



USER 6

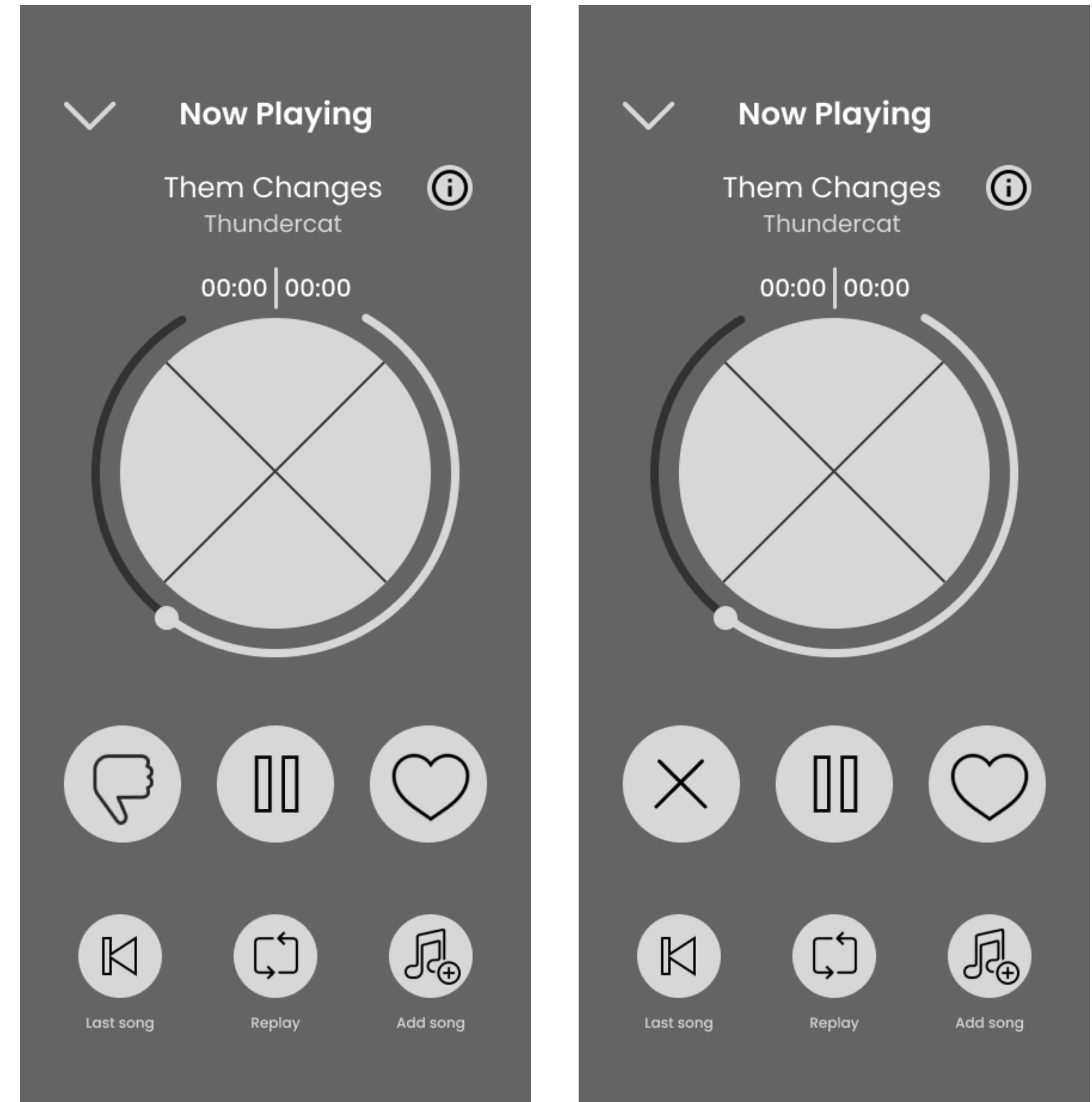
Was confused where to select song, **swiped left** at first

Our user testing plan included three tasks to be completed by six users. We had users swipe on a new favorite song, add a song to an existing playlist, and sync a song to their preferred music streaming app. Most users were able to complete these tasks, and we recorded feedback below.

Prototype Phase

Iterations

Through further iterations, we decided to change the 'X' icon to a 'Thumbs Down' icon to remain consistent with the UI use of hand gestures on other swipe to find apps.

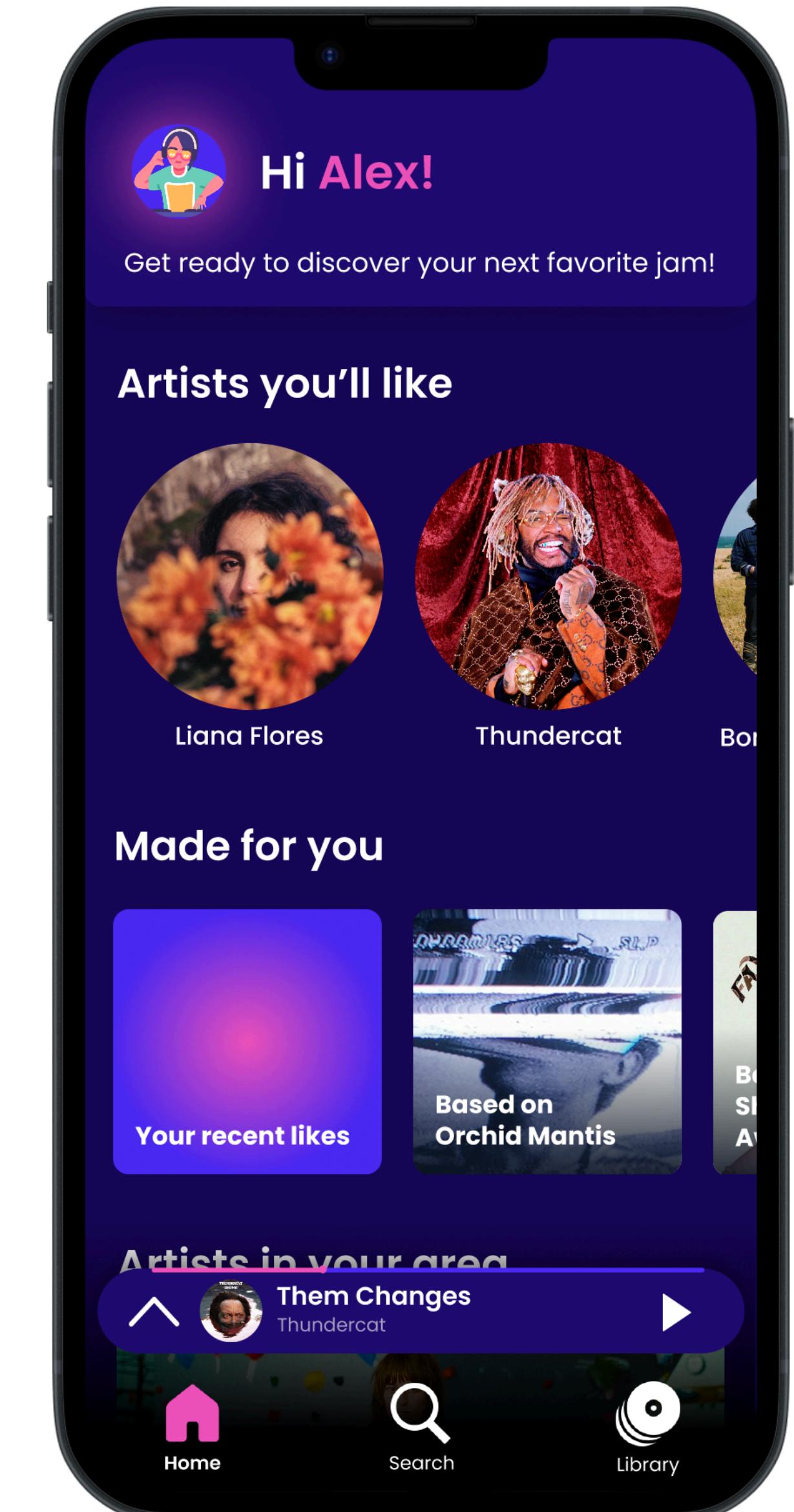


Prototype Phase

High-Fidelity Prototype

In our final prototype for the project, I enhanced the design to a high-fidelity level by implementing the style guide.

[View Final Prototype](#)



Conclusion/Next Steps

RhythmiQ has a great start, but as with any product, there is always room for growth. After the app has gained some traction and gone through initial adjustments, we want to add three new features: 'Share,' 'Search by Mood,' and 'Hands Free' options. Each of these features will extend RhythmiQ's reach and improve the experience for music enthusiasts like Alex.