



# Portfolio

## Céline Cosneau-Ampis

### UX Designer

*« I enjoy using my empathy to understand users' needs, and my proactivity helps me create intuitive experiences. »*

# Summary

1. About me
2. My Portfolio-Website (UX/UI/Front-end)
3. ExpertsNow, a responsive web app (UX/UI)
4. MultiLearn, a vocabulary learning app (UX)
5. Conclusion

# About me

I am Céline, a French UX Designer new on the field.

In 2020, I decided it was time for a **career change**. I needed a new challenge and a path in which I could fully bloom.

Becoming a UX Designer fitted with what I was expecting from a job: I could make use of my empathy, be challenged to find creative solutions to problems and give sense to what I do while helping on the long term.

So, after working for a Foundation in the Philippines, being an English Tutor in France and a carer in the UK, **I followed the UX Design training programme provided by CareerFoundry**.

**My past experiences are varied but all** have at least one thing in common: they **are human-centered**.

Each helped me develop different soft skills such as being well-organized & determined (Foundation), being patient & good at explaining (English Tutor) and being pro-active (Carer).

While following CareerFoundry's programme and working on projects such as ExpertsNow, I further developed those qualities as well as having fun creating something from scratch according to user's insights and needs.



# Relevant skills

User Research - User Personas - Journey Maps - User Flows - Card Sorting -

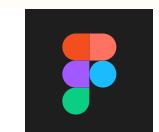
Information Architecture - Wireframing - Prototyping - User Testing -

Collaborative Design - Accessibility Design - Visual Design - HTML5 - CSS3

# Tools I like to use



Adobe XD



Figma



Balsamiq



Marvel



InVision



UsabilityHub



Zeplin



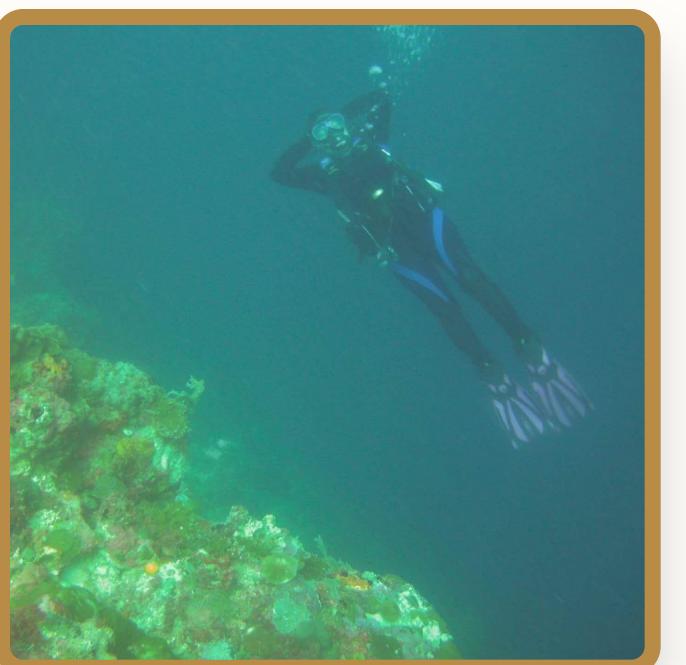
Atom



Github

# Misceallanous

On my spare time, I love spending time with family & friends, playing boardgames, going for walks in the nature ; I also feed my geek side by playing video games and watching/reading some Japanese anime/mangas. I also enjoy doing yoga, meditating, going for a swim. As soon as I have the occasion, I usually go scuba-diving as being among the fish and other marine mammals is soothing me as mush as it is filling me with wonder.



# Summary

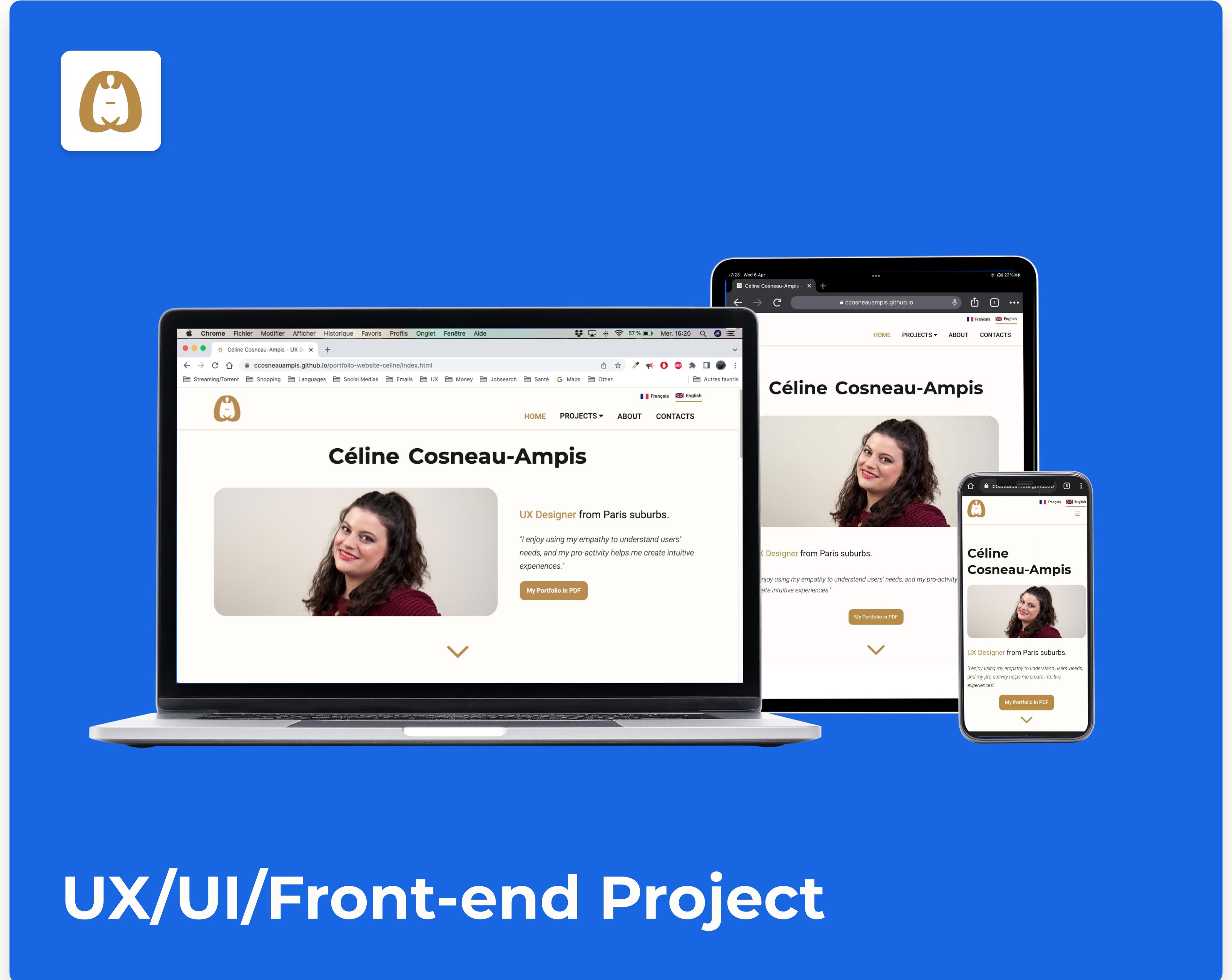
1. About me

**2. Portfolio-Website**

3. ExpertsNow

4. MultiLearn

5. Conclusion

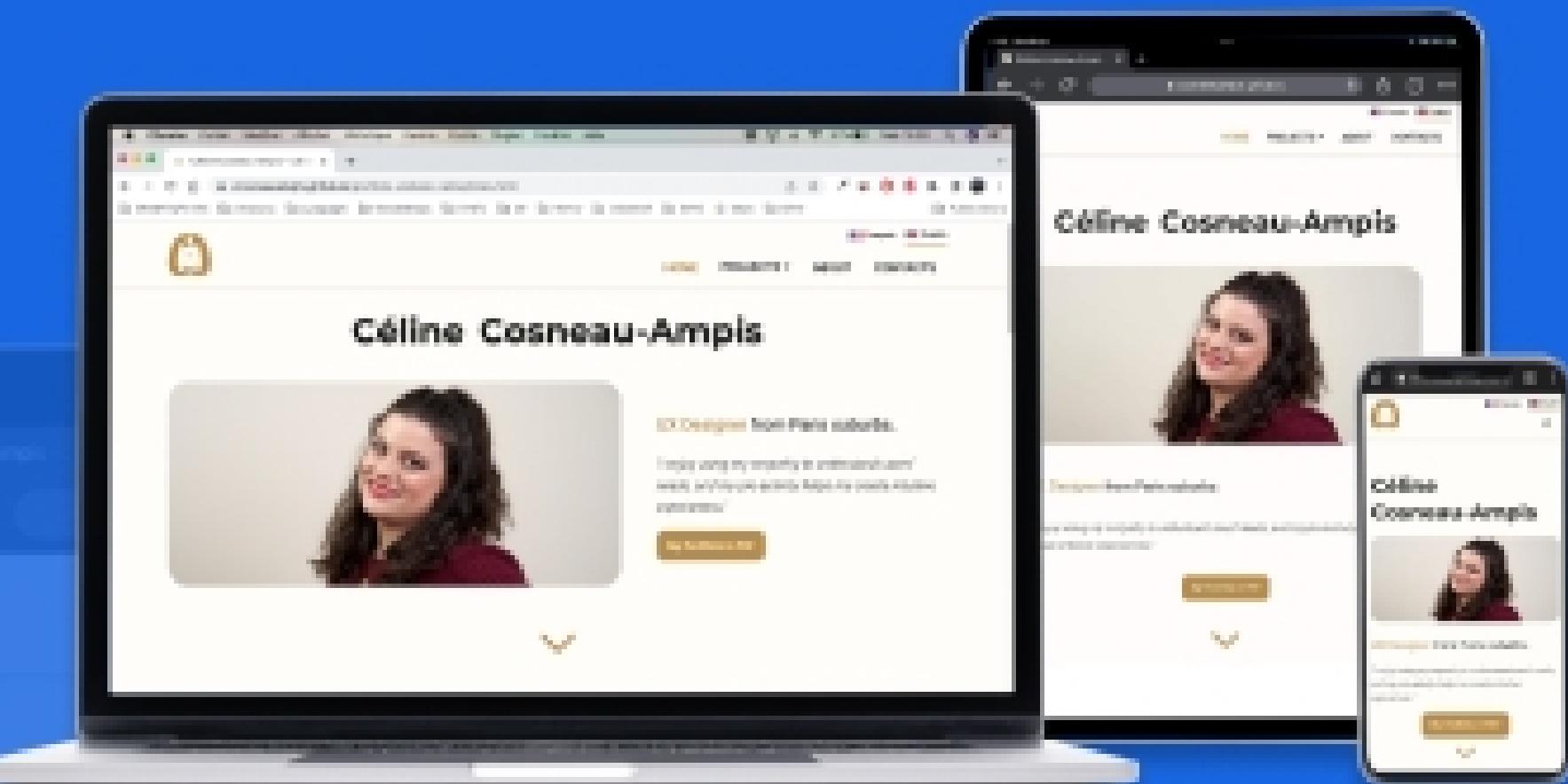


## UX/UI/Front-end Project



## My Portfolio-Website - UX/UI/Front-end

Developing my own  
Portfolio-Website while  
learning the basics of HTML,  
CSS & JavaScript



Céline Cosneau-Ampis



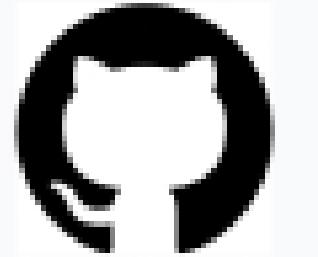
MY ROLE

I was the sole UX/UI Designer and Frontend Developper.

MY TOOLS



Atom



Github



Quicktime

## THE CONTEXT

Nov 2021. During my UX Design training with CareerFoundry, I chose the Frontend specialization.

The screenshot shows the CareerFoundry dashboard for a user named "Mentored Online". The top navigation bar includes links for "Dashboard", "Courses", "Skills", "Jobs", and "Community". The main header displays the course title "Frontend Development for Designers". On the left, a sidebar features icons for "Dashboard", "Courses", "Skills", and "Jobs". The "Overall Course Progress" section indicates "2 / 2 Weeks on Course" completed on "November 08, 2021", with "14/14 Approved Tasks" also marked as complete. The "Achievement Overview" section lists two achievements: "Achievement 1: Getting Started with HTML & CSS" and "Achievement 2: JavaScript & Your Portfolio Site". At the bottom, there is a "YOUR TEAM" section showing two team members: "Dmitriy" and "Sergey".

THE PROBLEM

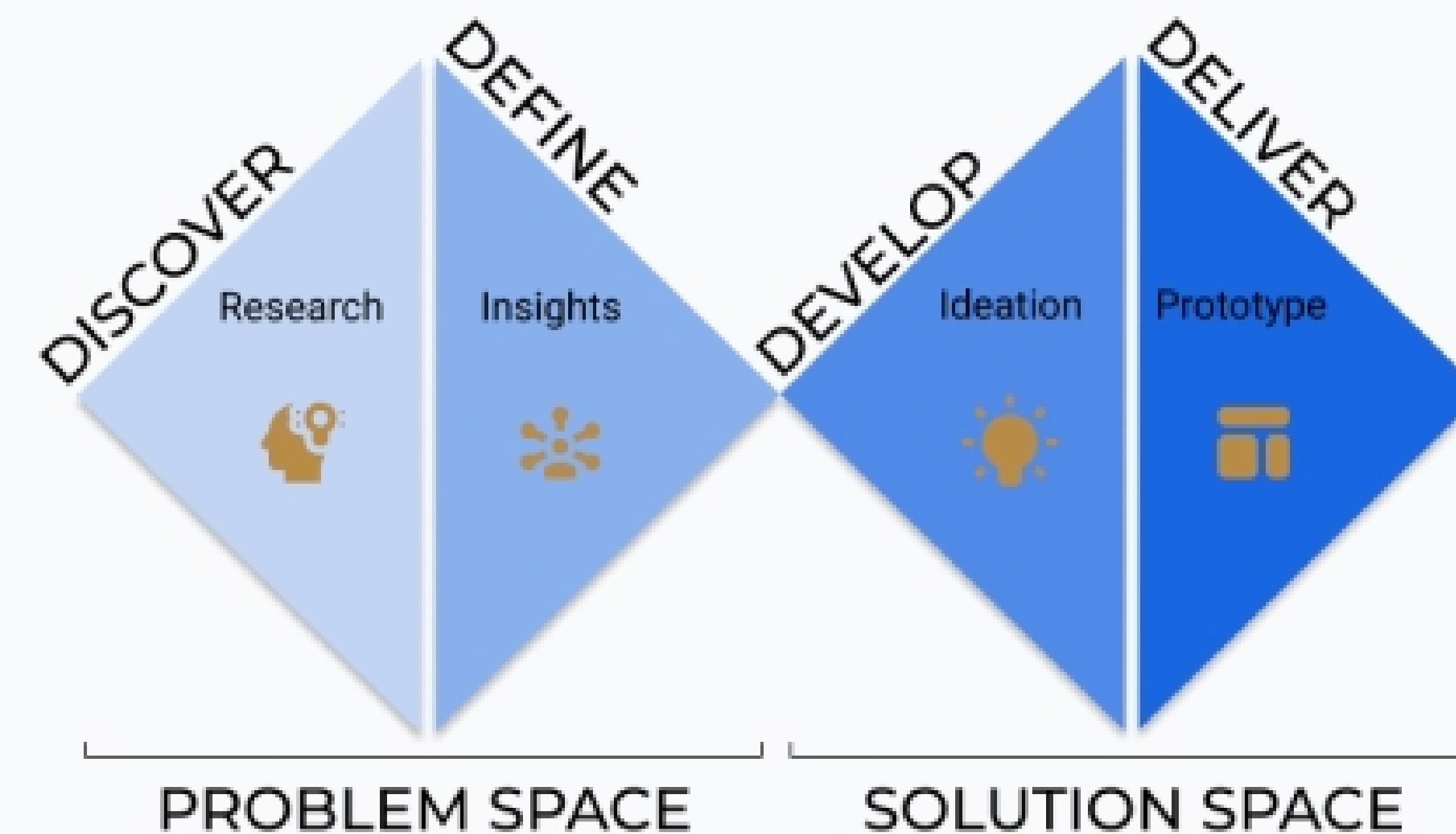
To become a good UX Designer, I need a way to learn what the role of a developper involves in order to become a better, more efficient and time-saver team player.

### THE OBJECTIVE

**With this project, I will gain insight about which information developpers would need during handovers while developping my own Portfolio-Website and learning the basics of HTML5, CSS3 and JavaScript.**

## THE DESIGN PROCESS

I followed the Double Diamond design strategy and wen through the Develop and Deliver steps before Iterating.



1. DEVELOP

2. DELIVER

3. ITERATE

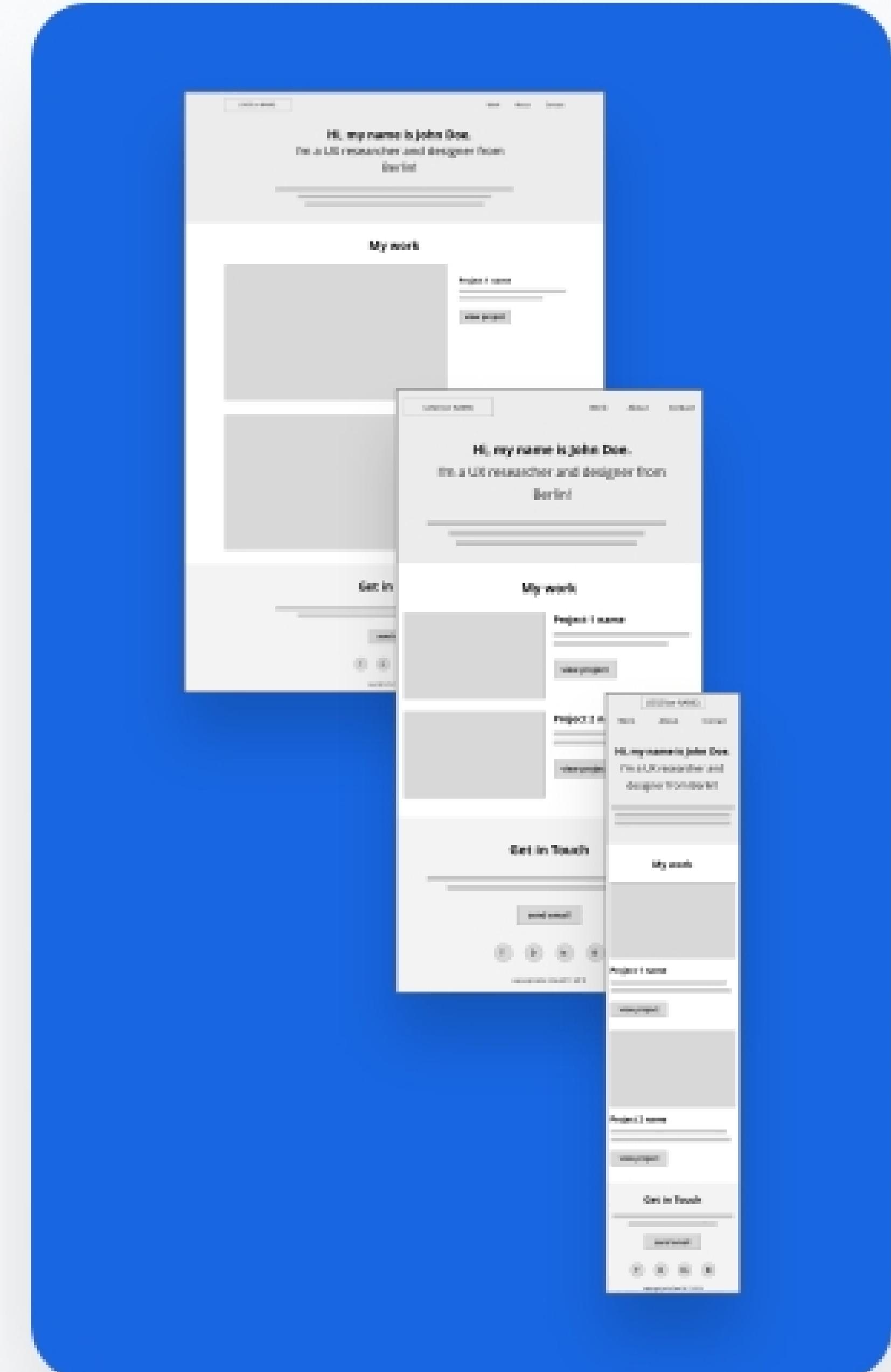
1. DEVELOP

2

3

# Before starting to code my Portfolio-Website, I made some preparations.

- I learnt about the text editor Atom and downloaded some pluggins.
- I created project file and gathered inside all UI elements that will be needed (PDFs, JPEGs, PNGs, SVGs).
- I studied the provided Mid-fi wireframes for the Index and About pages and determined the color palette as well as the typography.

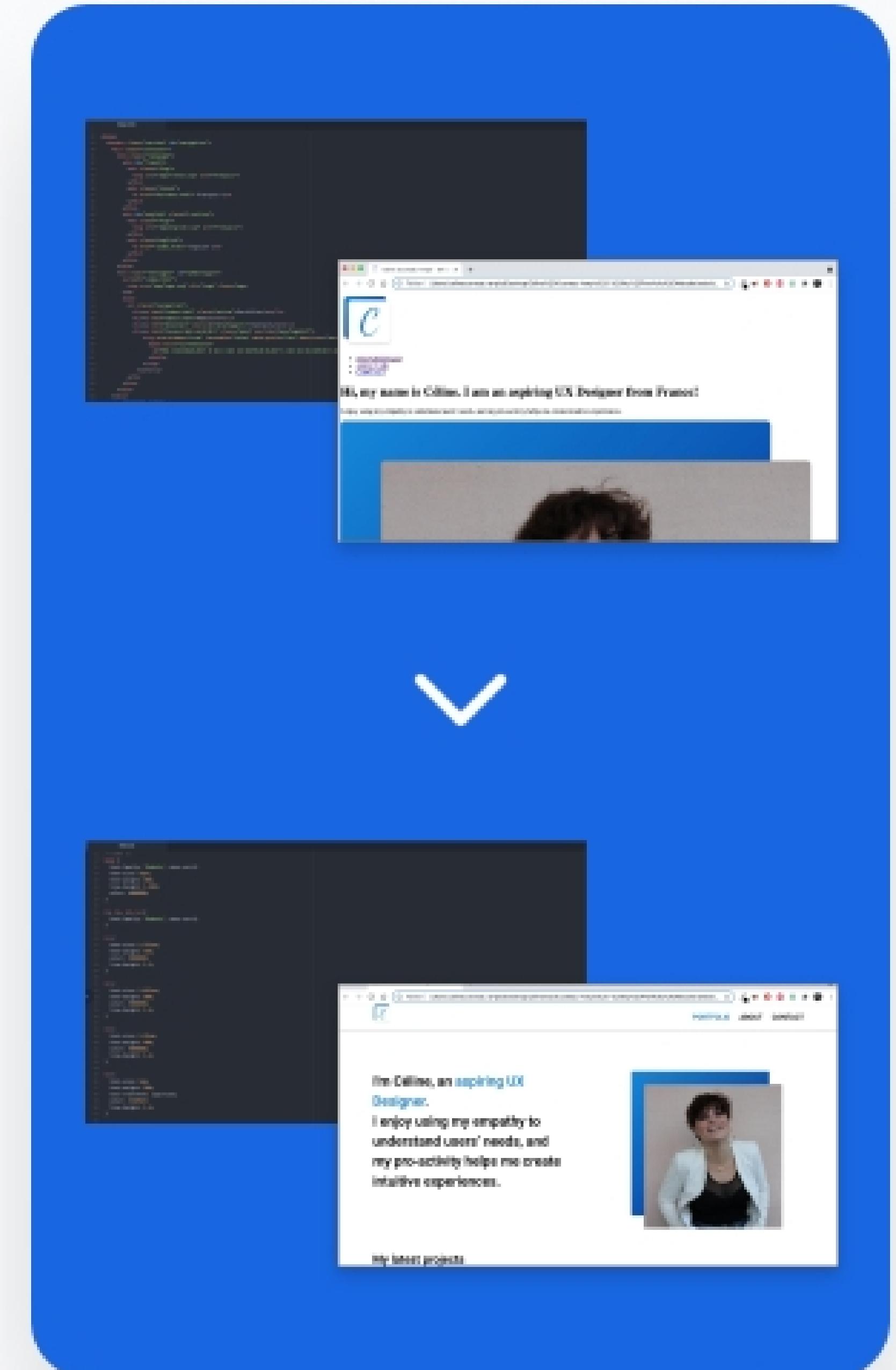


1. DEVELOP

2 3

## Then, I started to develop my Portfolio-Website while learning.

- I built the core of my website while learning about HTML.
- I styled my website with fonts, colors and layouts while learning about CSS.
- I added some interactivity to my website while learning the basics of JavaScript.



1. DEVELOP

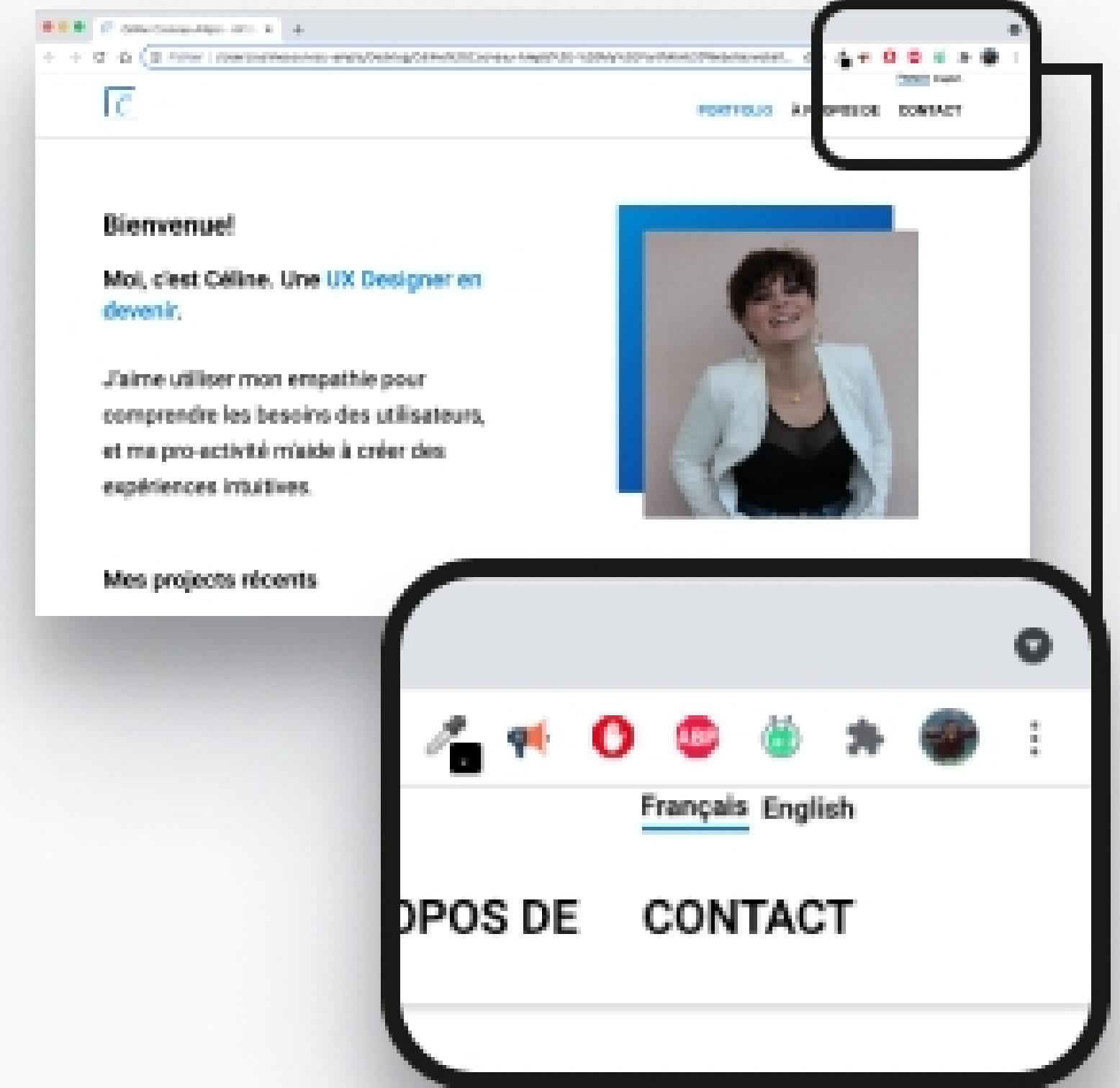
2. DELIVER

3. ITERATE

1    2. DELIVER    3

## Before testing my Portfolio-Website...

- I created a French version of all my HTML files and added language selectors.
- I used a color checker to make sure colors used are compliant to the AA ratio.
- I verified through a cross-browsing test if the website was working properly on all standard browsers and different electronic devices.



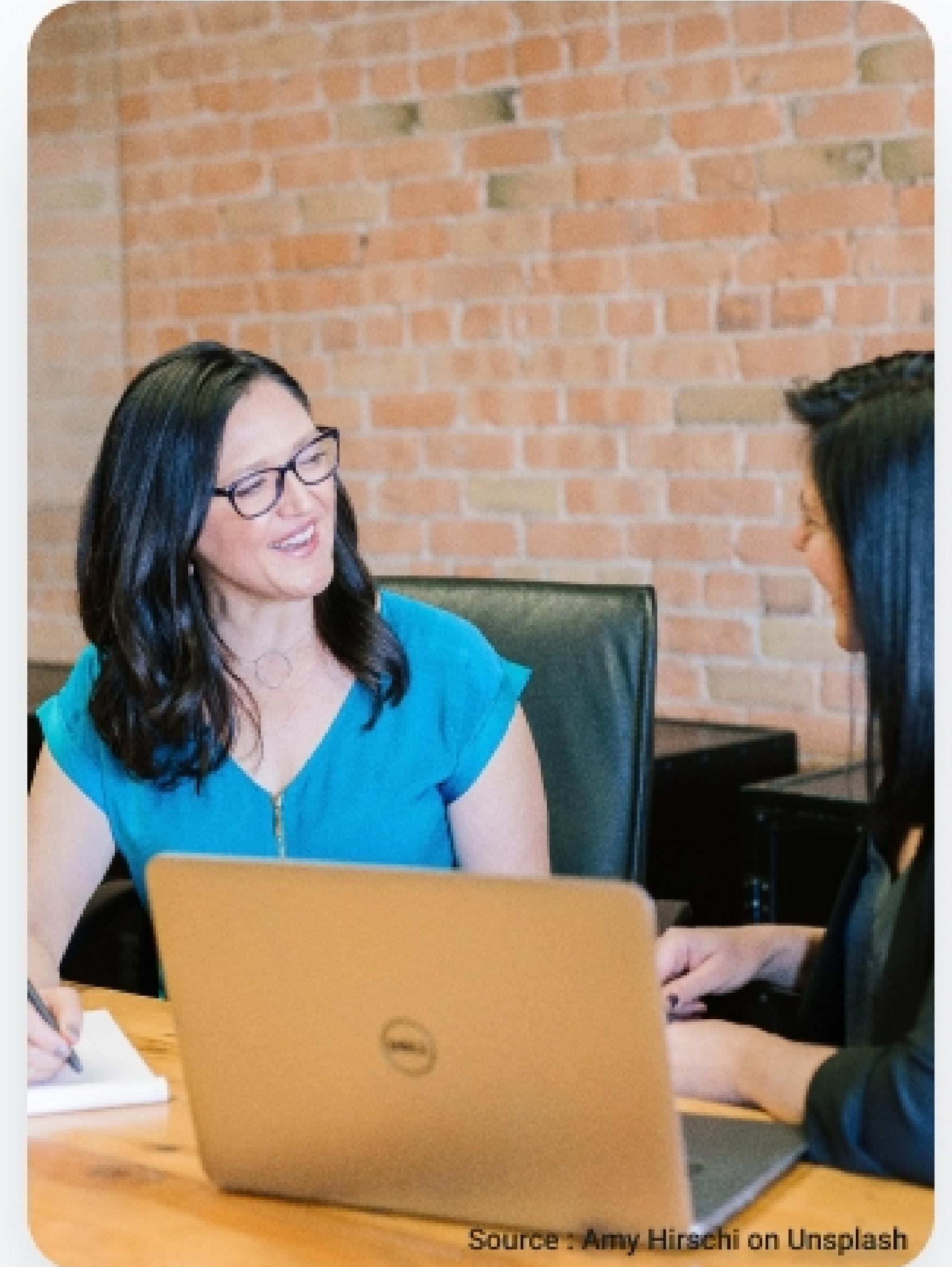
1

2. DELIVER

3

## I carried out a usability test to assess the intuitiveness of my website.

- I moderated 5 in-person usability tests.
- I analyzed the answers via affinity maps and rainbow spreadsheet.
- I wrote a test report including requirements for future iterations.



Source : Amy Hirschi on Unsplash

## Usability Tests main takeaways

- Website is clean and easy to navigate through.
- Website's visual design is a bit bland and lacks "pep".
- Small problem with website's code : a picture not showing properly on French Index page.

1. DEVELOP

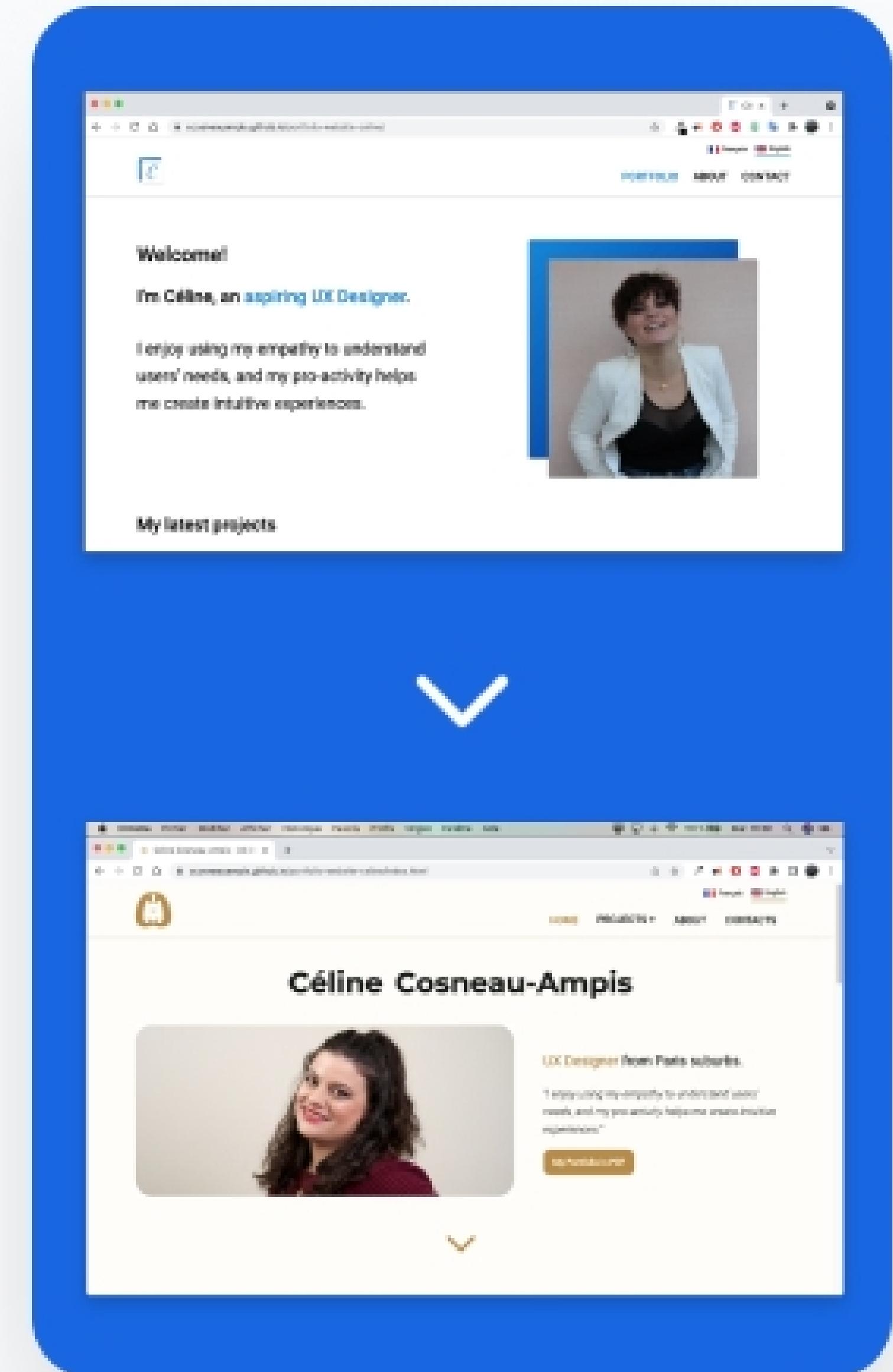
2. DELIVER

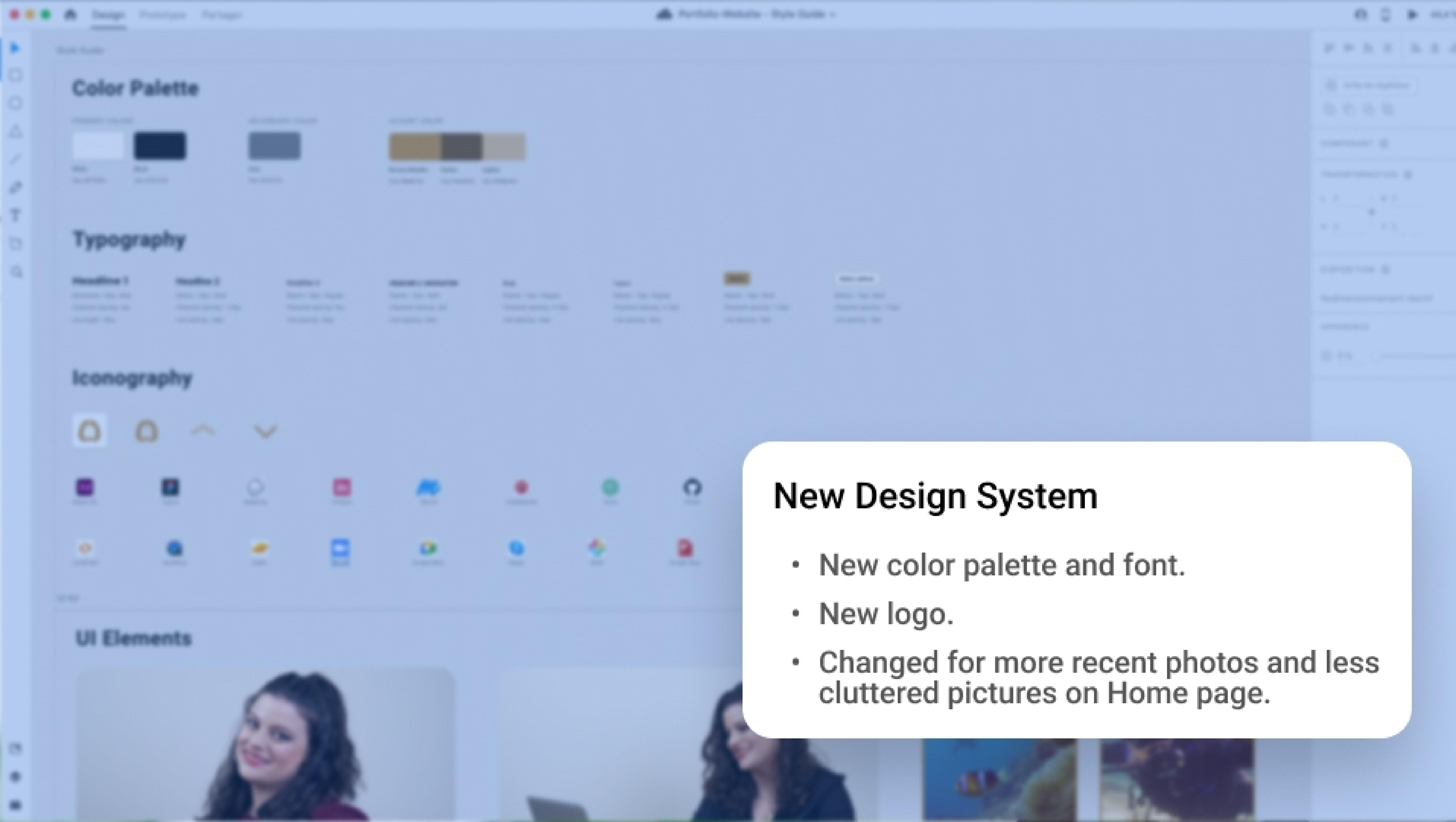
3. ITERATE

- 1
- 2
3. ITERATE

# Following the test report, I iterated my website's navigation experience and visual design.

- I added a “projects” tab in the navigation bar for further intuitiveness.
- I modified the design system, changed some photos and pictures.
- I fixed code for the missing picture and added “animations” via JavaScript for more fluidity (smooth scroll, hidding-showing navigation bar...).



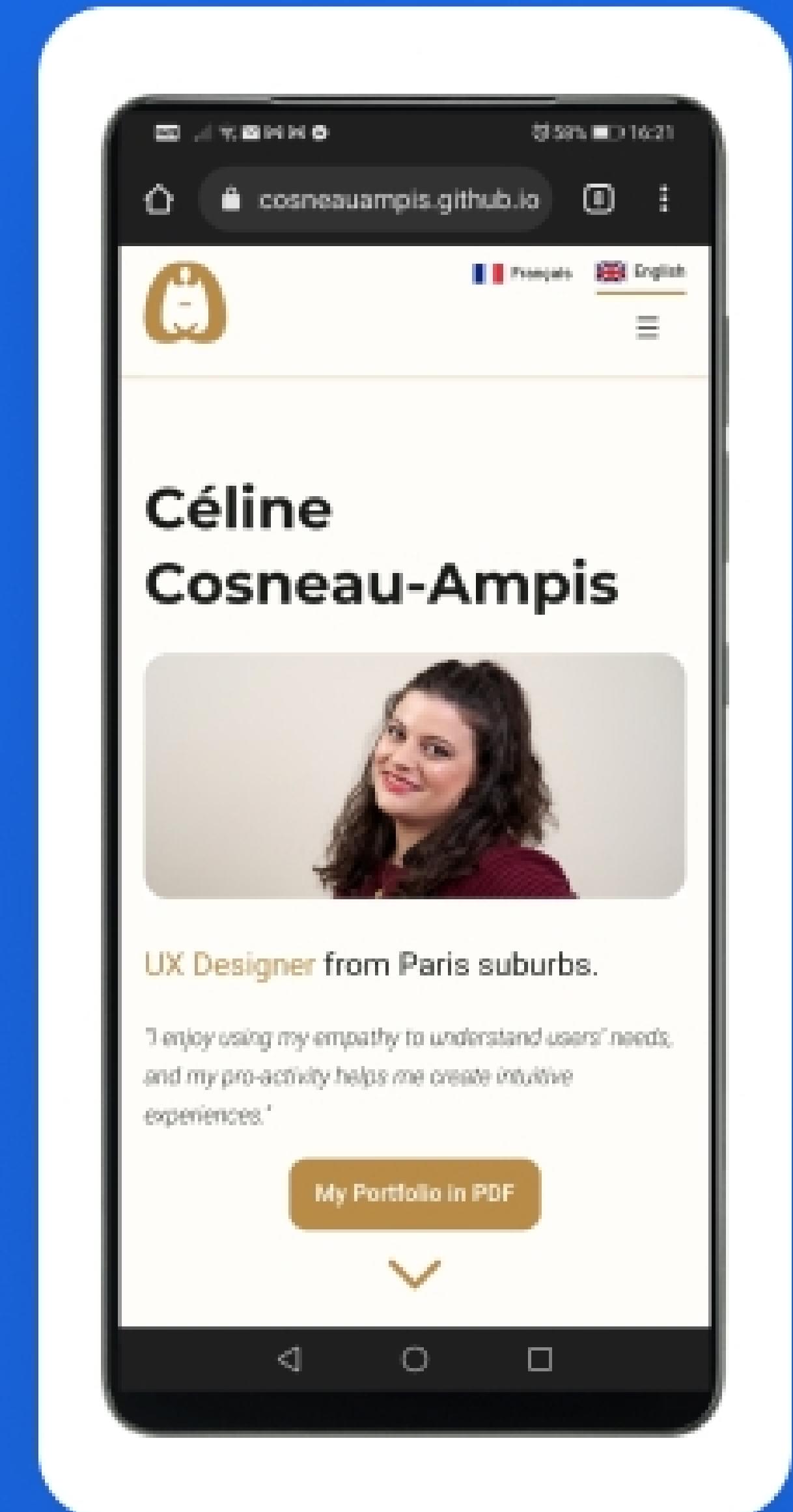


## New Design System

- New color palette and font.
- New logo.
- Changed for more recent photos and less cluttered pictures on Home page.

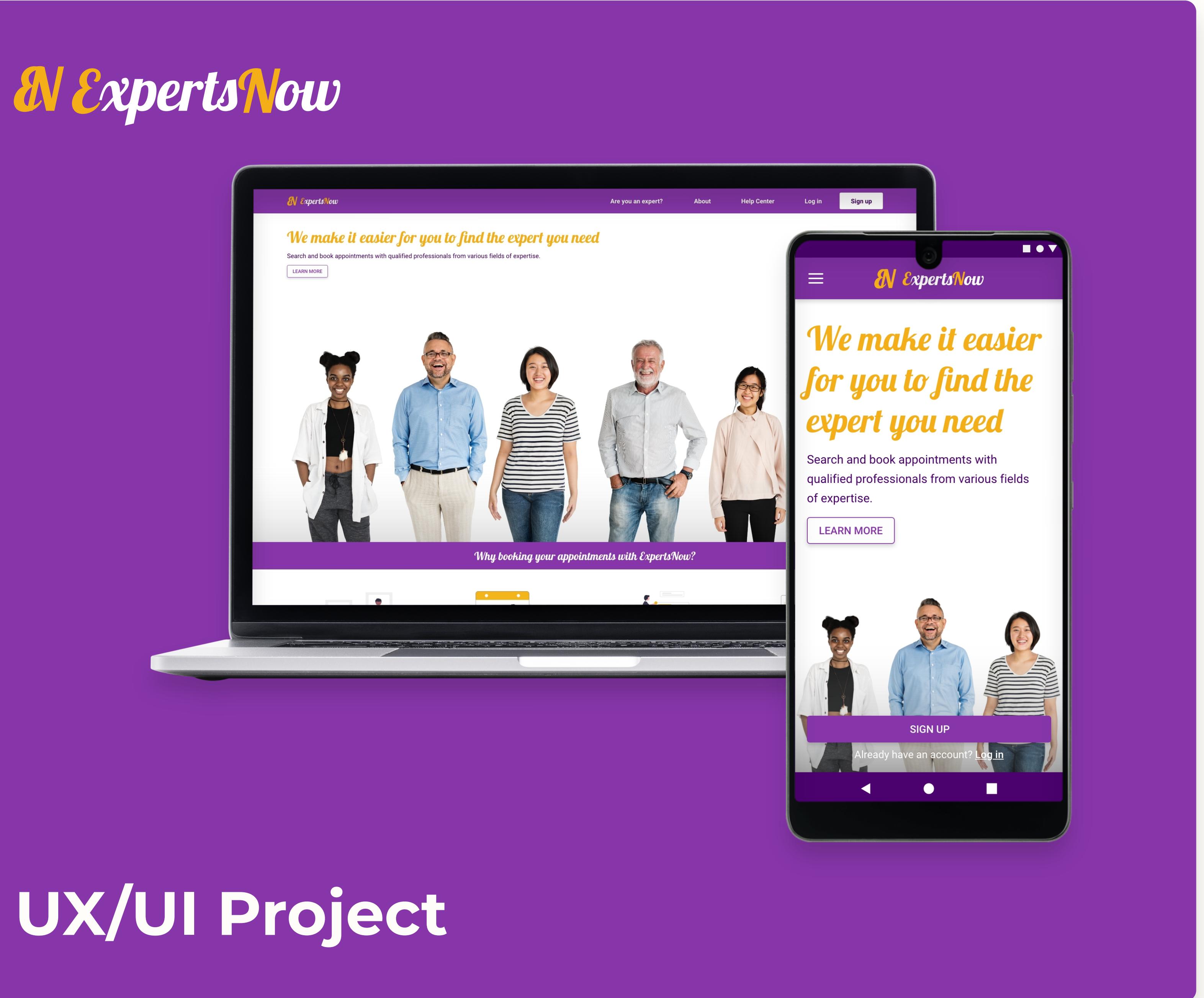
# I successfully managed to build my own Portfolio-Website which I'll be using during my job search!

- I learnt how to use HTML5, CSS3 and JavaScript  
>> I want to keep on improving my Portfolio's design so I will continue learning to improve my knowledge and skills in this area.
- I gained new perspectives on how to work alongside developpers  
>> I will find a team-project to work on to further understand how to best collaborate.
- I discovered new tools : Atom & Github.



# Summary

1. About me
2. Portfolio-Website
- 3. ExpertsNow**
4. MultiLearn
5. Conclusion



The image displays the ExpertsNow platform across two devices: a laptop and a smartphone. The laptop screen shows the desktop version of the website, featuring a purple header with the logo 'EN ExpertsNow' and navigation links for 'Are you an expert?', 'About', 'Help Center', 'Log in', and 'Sign up'. Below the header, a banner reads 'We make it easier for you to find the expert you need' with a subtext 'Search and book appointments with qualified professionals from various fields of expertise.' A 'LEARN MORE' button is present. The main content area features a group photo of five diverse professionals (two men and three women) standing together. A purple bar at the bottom contains the text 'Why booking your appointments with ExpertsNow?'. The smartphone screen shows the mobile application's home screen, which has a similar purple header with the 'EN ExpertsNow' logo. The main message 'We make it easier for you to find the expert you need' is displayed prominently in orange. Below it, a purple bar contains the text 'Search and book appointments with qualified professionals from various fields of expertise.' A 'LEARN MORE' button is also present. The bottom of the phone screen shows a purple footer with a 'SIGN UP' button and a link 'Already have an account? Log in'.

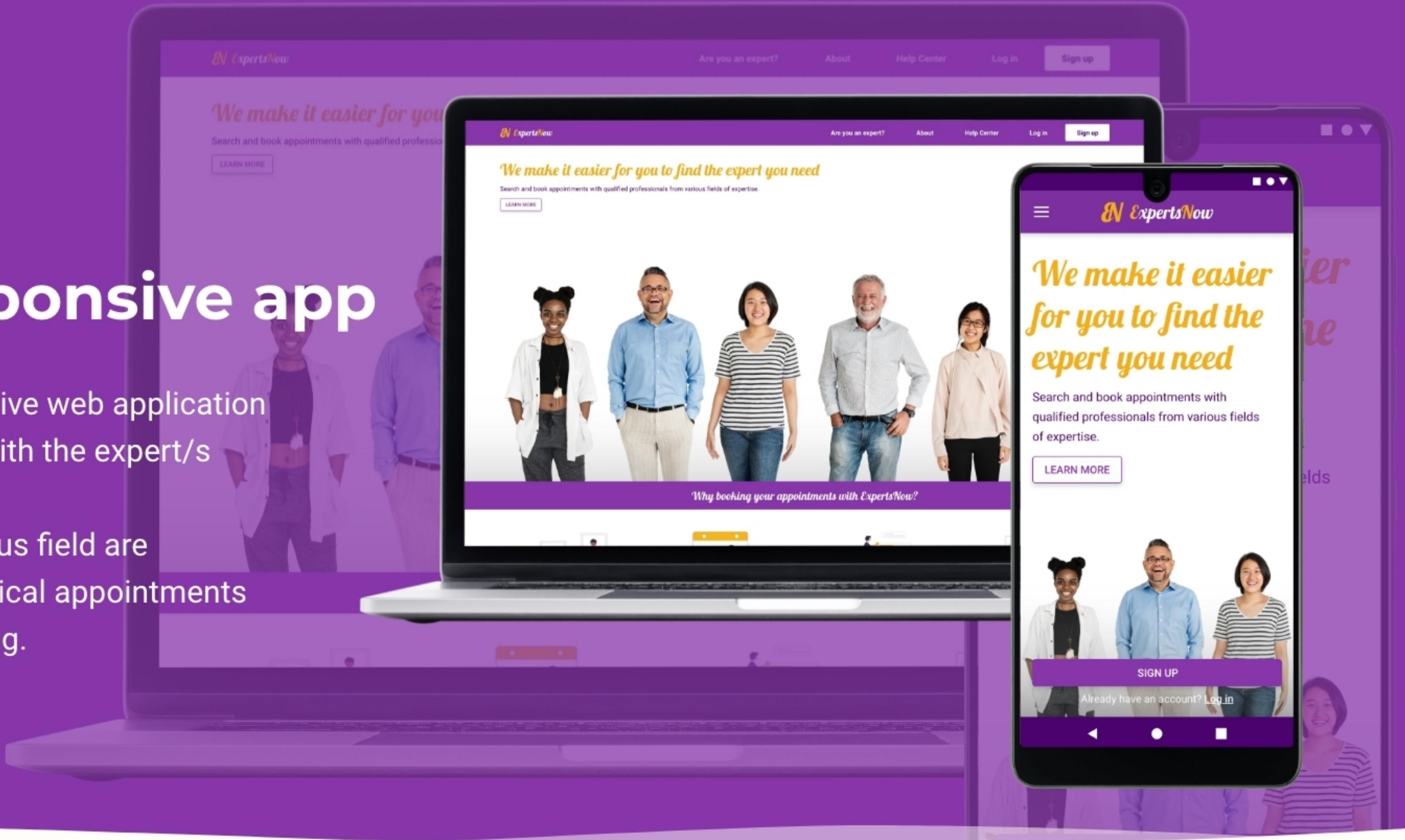
## UX/UI Project



# A web responsive app

ExpertsNow is a responsive web application that will connect users with the expert/s they need.

Professionals from various field are available for virtual/physical appointments and via instant messaging.



## CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

## MY ROLE

Sole UX/UI Designer

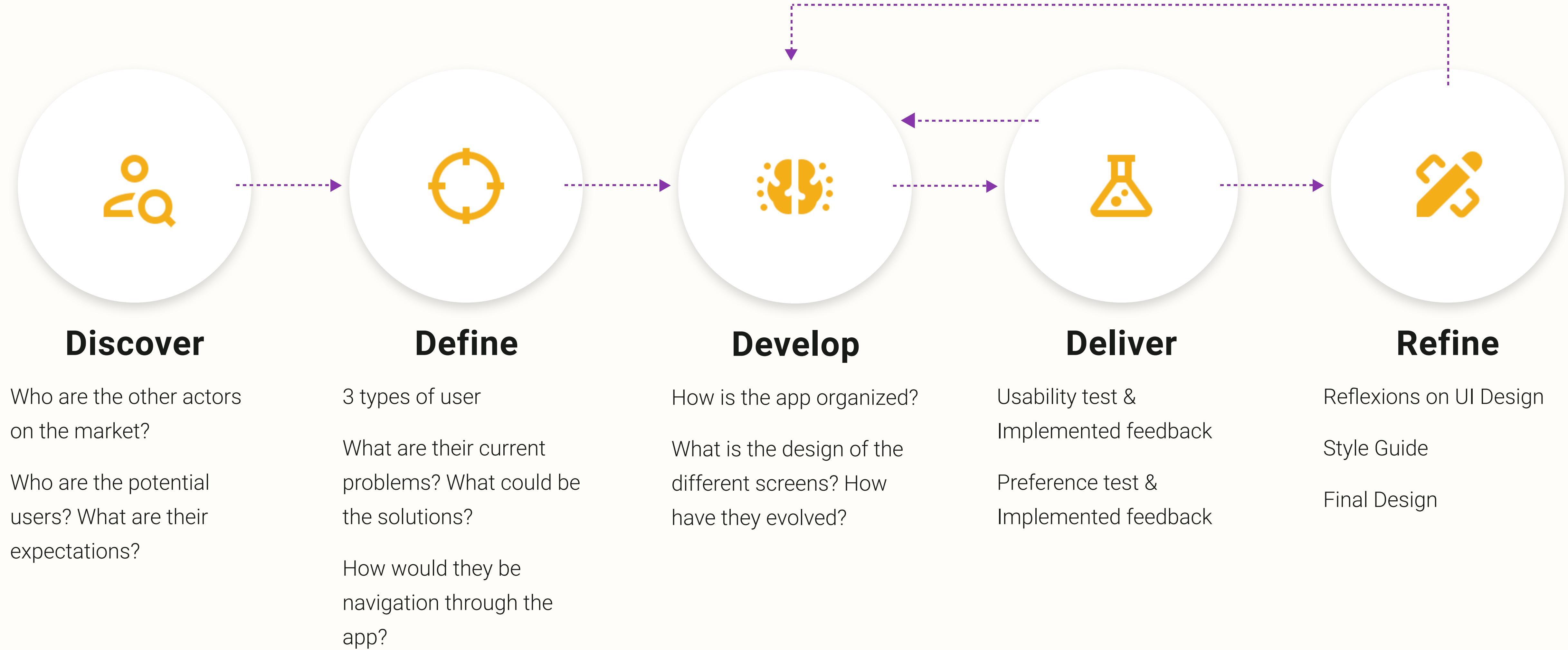
## TIMELINE

6 months

## TOOLS

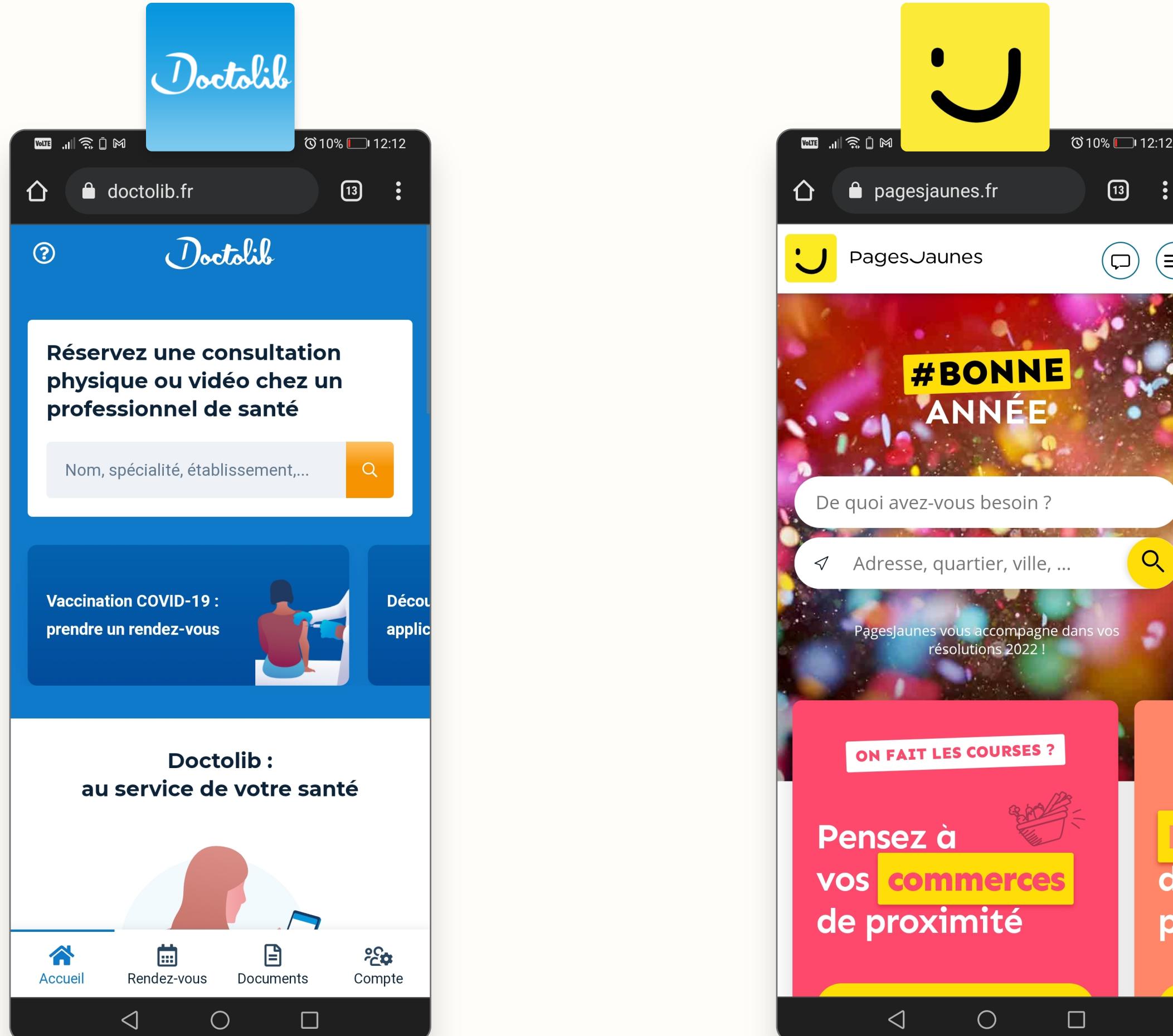


# What was my Design Process?



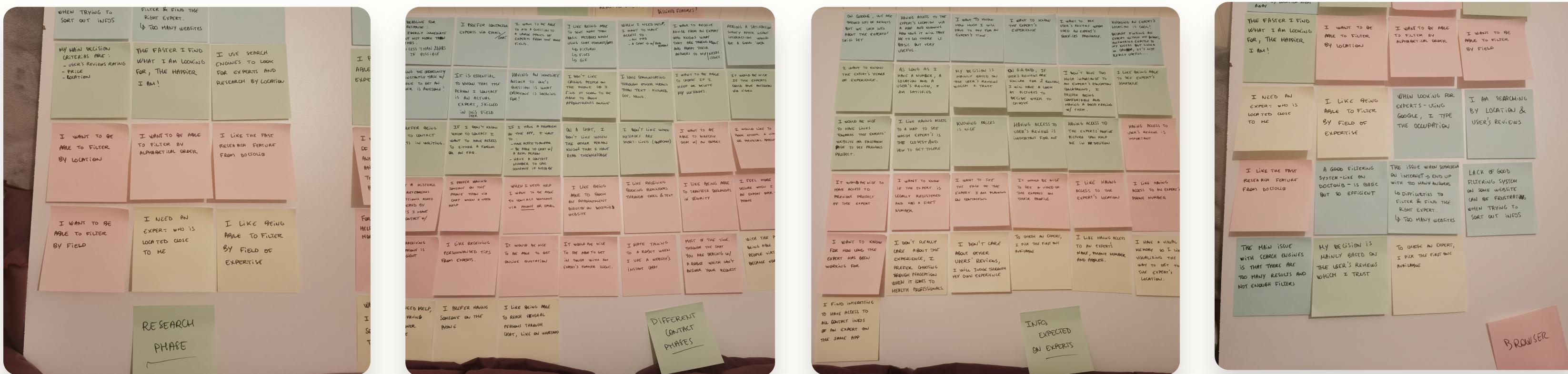
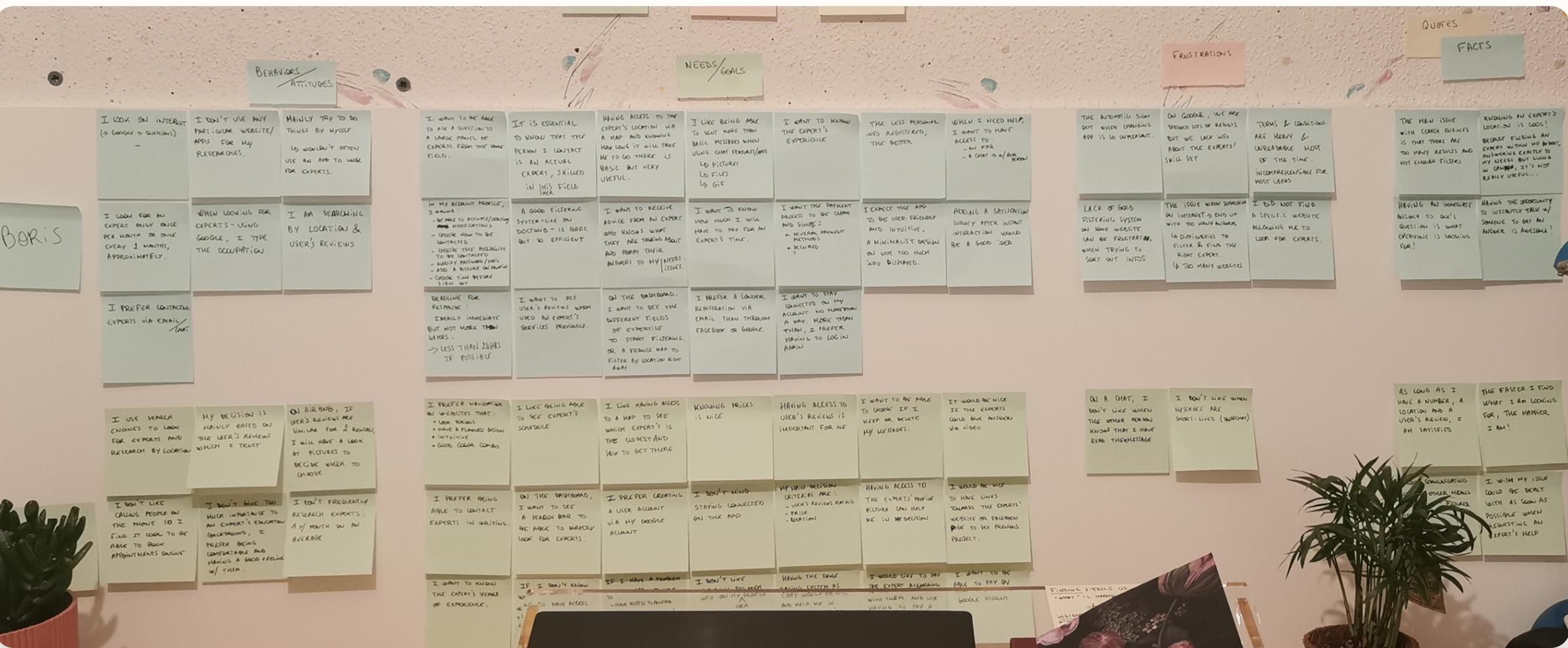
To better understand what would be the potential users' expectations, I analyzed some of ExpertsNow competitors and interviewed 4 potential users.

## COMPETITIVE ANALYSIS



Doing a **competitive analysis** made me understand the market better. Also, I was able to determine what ExpertsNow could bring to the table.

# USER'S INTERVIEWS



With the results from the competitive analysis in mind, **I prepared and underwent interviews with potential users** in order to empathize with them and better understand their needs.

The results from the Discover phase were very useful in **defining types of user** who would be using ExpertsNow, **potential solutions to answer their needs** and a **navigation flow that would facilitate their experience**.

### TYPES OF USER

#### Glorieuse



50+ years old  
#STRAIGHTFORWARD  
#SECURITY

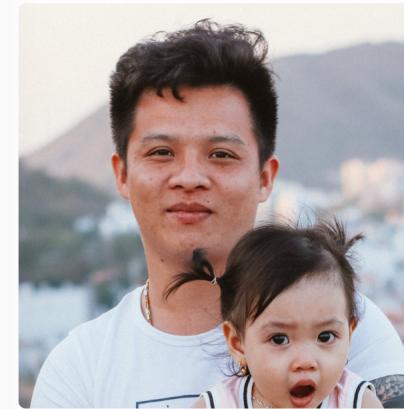
##### NEED TO ACCOMPLISH

An easy and straightforward navigation experience  
Having access to expert's location to find those nearby  
To be able to call experts

##### NEED TO FEEL

Safe regarding payment  
Trust regarding the experts skillset

#### Naruto



35 - 50 years old  
#EFFICIENCY  
#CONTROLFREAK

##### NEED TO ACCOMPLISH

To find expert efficiently  
Get access to enough information on each expert to help in the decision process  
To be able to reach several experts at the same time

##### NEED TO FEEL

In control of his experience  
Confident when choosing an expert

#### Luffy



20 - 35 years old  
#ASAP  
#WORKAHOLIC

##### NEED TO ACCOMPLISH

A fast experience without wasting time  
To be able to directly book appointments online  
To be able to directly contact experts via writing  
To be able to see the experts' face to check for « good vibes »

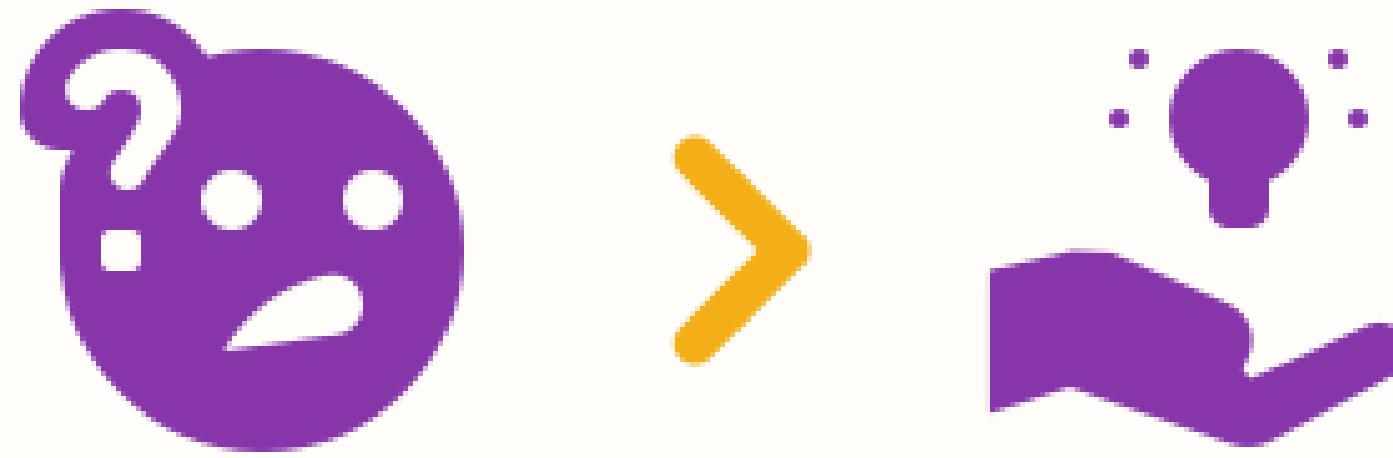
##### NEED TO FEEL

Relax while using the app  
Pleased with response deadlines

### To better empathize with users

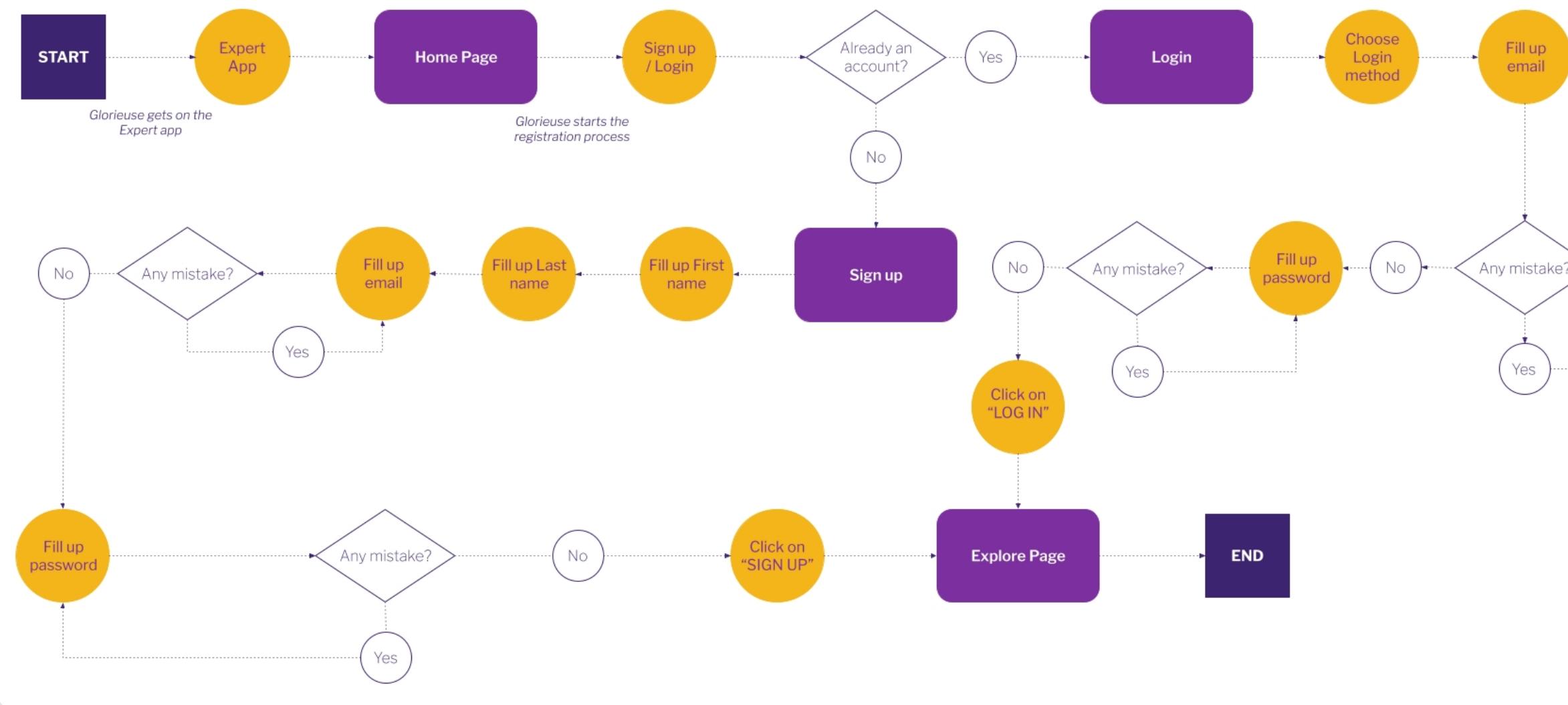
throughout the design process, I **created 3 personas**. Each defining a type of user.

## SOLUTIONS TO USER'S NEEDS



With my 3 user personas, I was able to **define difficulties that users are currently experiencing**. And so, **think about potential solutions** to solve those pain points.

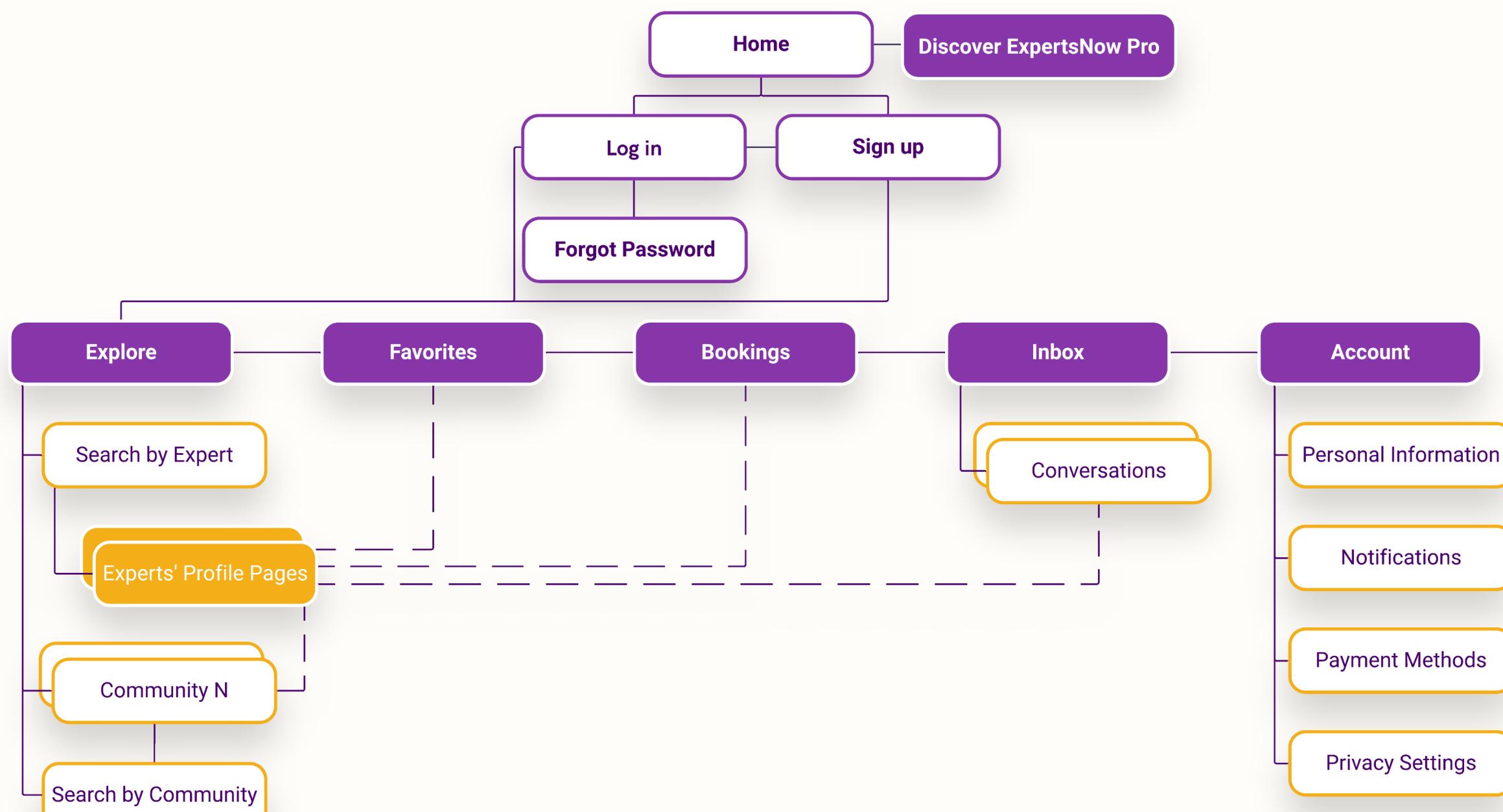
## USER'S FLOWS



Following the three previous potential solutions, I **created 3 user flows**. For each, I focused on one persona's needs.

With the previous user flows in mind, I was able to **map out ExpertsNow and start designing its different screens.**

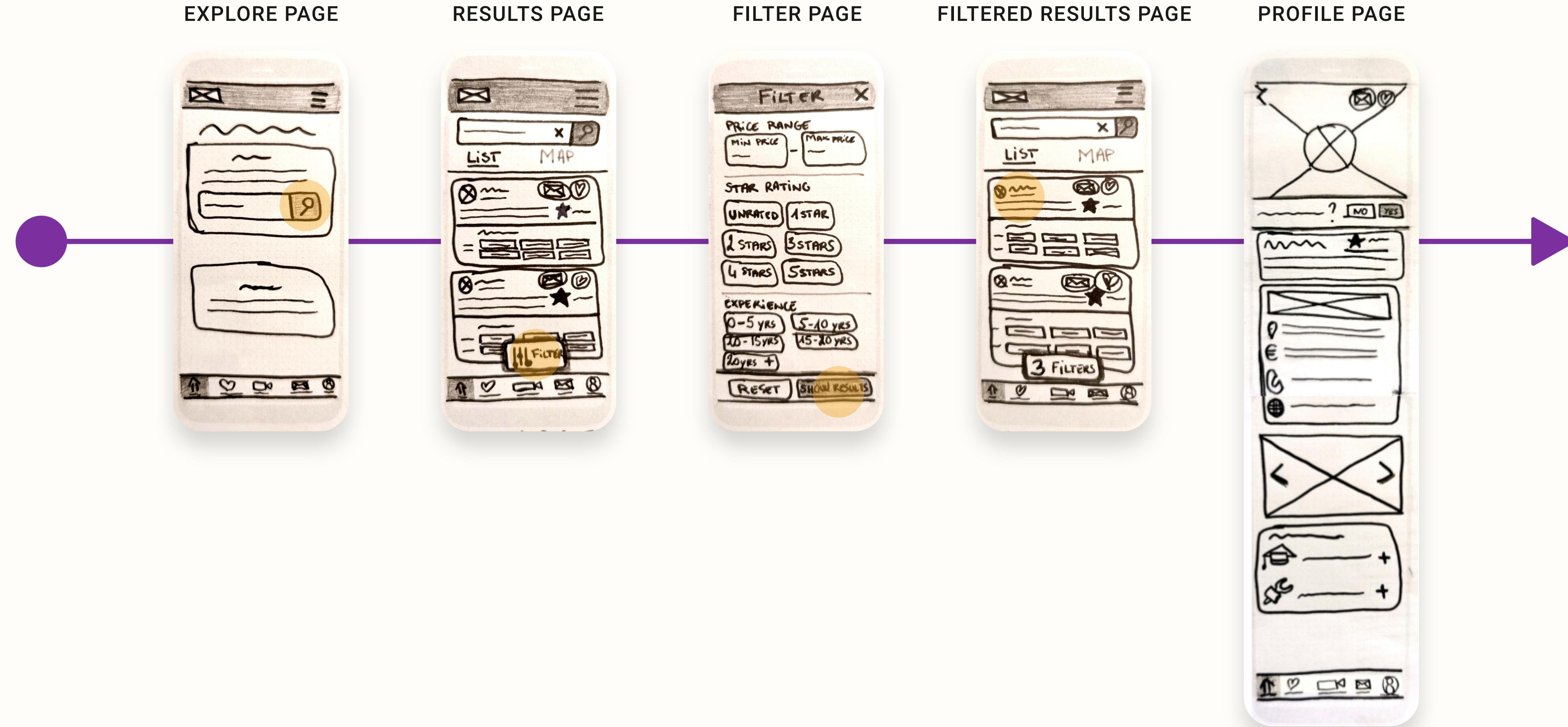
## INFORMATION ARCHITECTURE



Thanks to my personas' user flows, I was able to map out ExpertsNow. **This sitemap gave me an overview of how the app should be organized and all the different screens needed.**

Sitemap after Usability Test & Refining the design

## WIREFRAMING

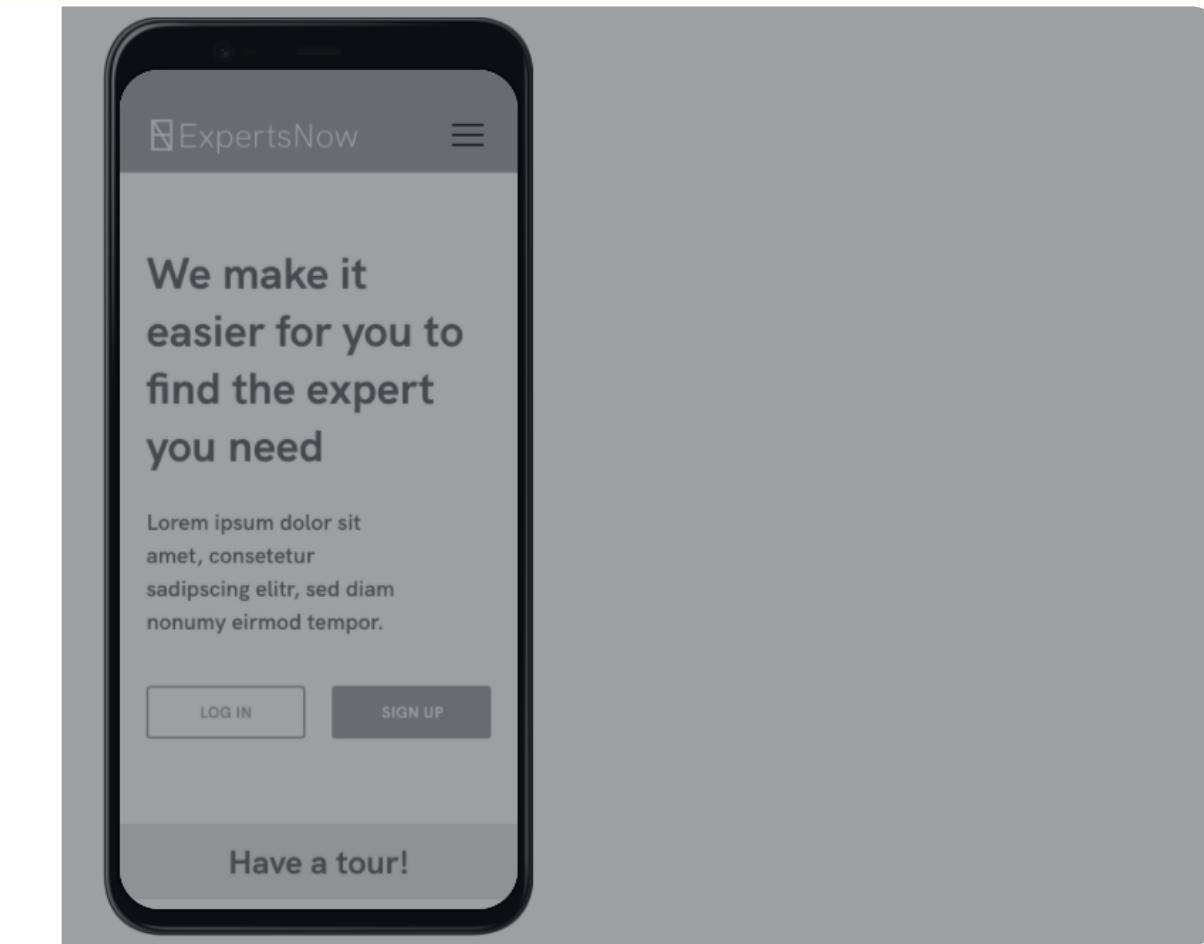


Example of Search for an Expert flow in Low-Fidelity

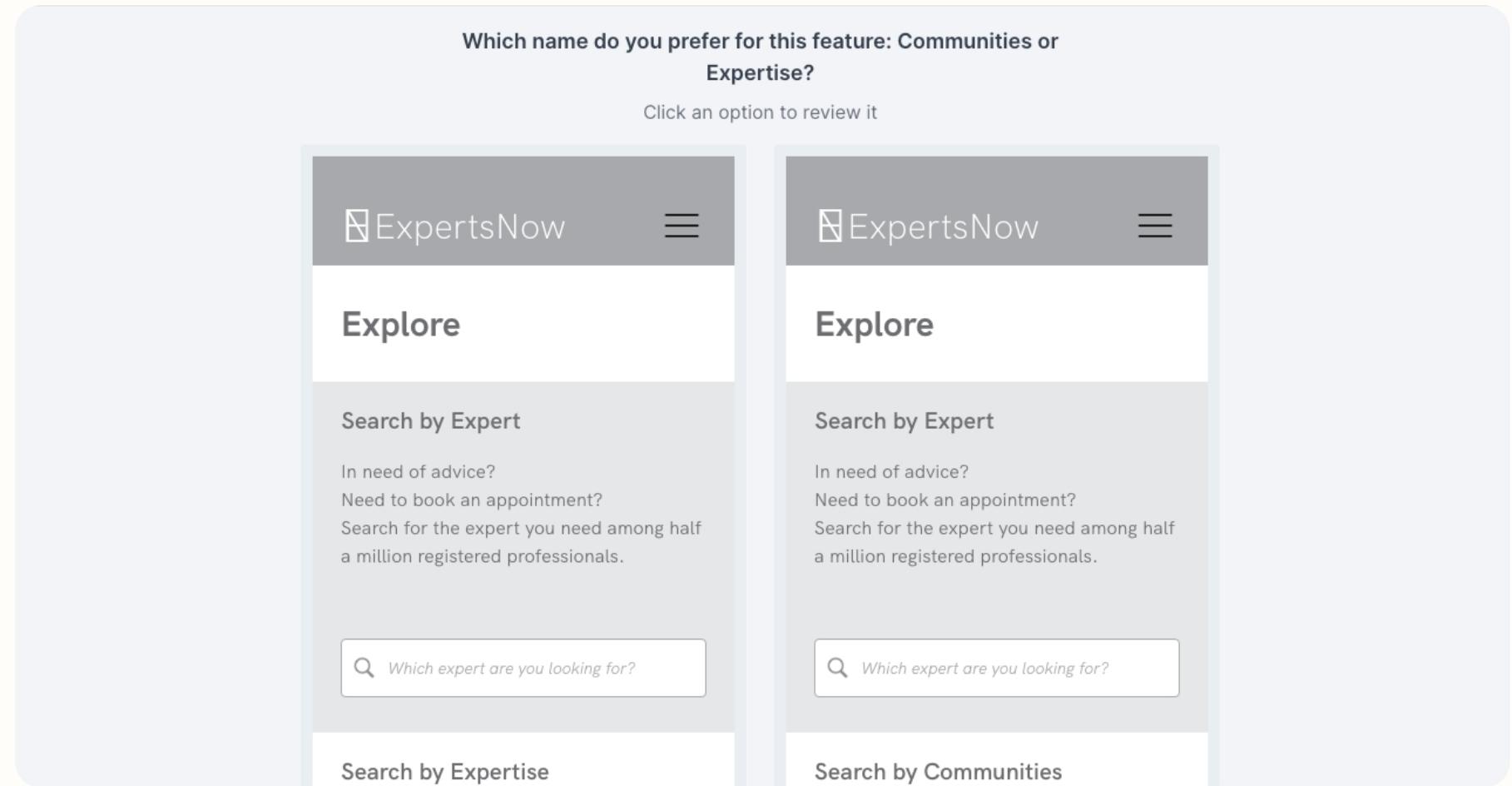
With the sitemap in mind, I was able to start **designing the different screens step by step.**

Once I finished designing all the screens from the 3 key features, I performed a **Usability** and a **Preference test** to check if the organization and navigation flow of ExpertsNow were intuitive enough.

### USABILITY TEST



### PREFERENCE TESTS

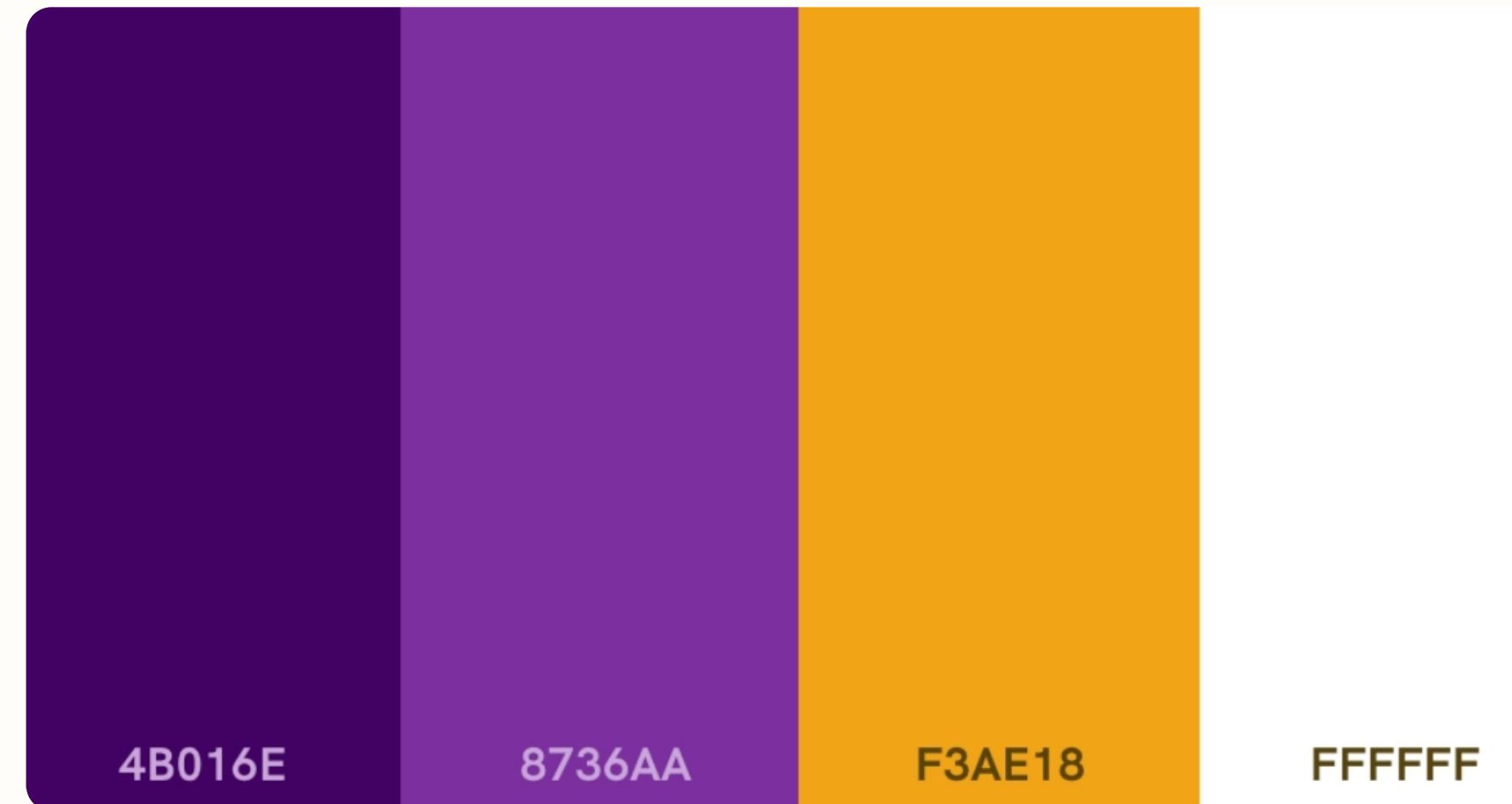


I performed moderated usability tests to assess the intuitiveness of ExpertsNow (1 in-person & 5 remote). To well grasp all the pain points from the test participants, I analyzed their answers via affinity maps and then, through a rainbow spreadsheet. In my design iteration process, I focused on the 5 most urgent issues.

Participants were mainly confused while on the **Homepage, Explore page and Booking page**. So, I carried out 3 preference tests to come up with the best solutions to avoid further confusion.

After testing my prototype and implementing the different tests participants' feedback, I focused on the visual aspect of ExpertsNow.

#### REFLEXIONS ON UI DESIGN

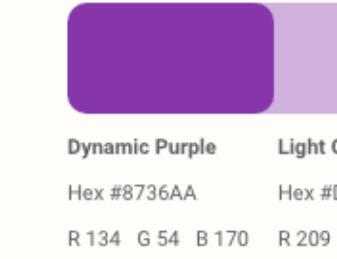


For the UI Design of ExpertsNow, I had to **come up with my own color strategy**. I then **refined the design of the app according to Gestalt Laws, the Principle of Design and Material guidelines**.

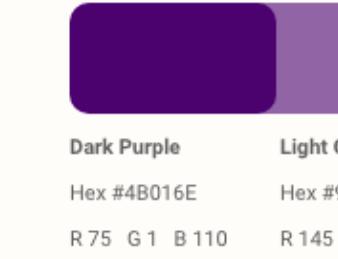
#### STYLE GUIDE

##### Color Palette

###### PRIMARY COLORS

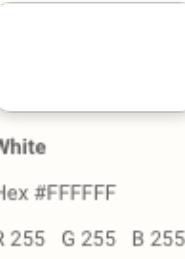


Dynamic Purple  
Hex #8736AA  
R 134 G 54 B 170



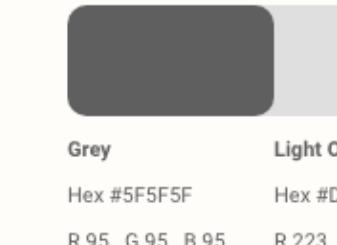
Dark Purple  
Hex #4B016E  
R 75 G 1 B 110

###### SECONDARY COLOR



White  
Hex #FFFFFF  
R 255 G 255 B 255

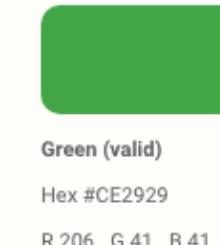
###### ADDITIONAL COLORS



Grey  
Hex #5F5F5F  
R 95 G 95 B 95



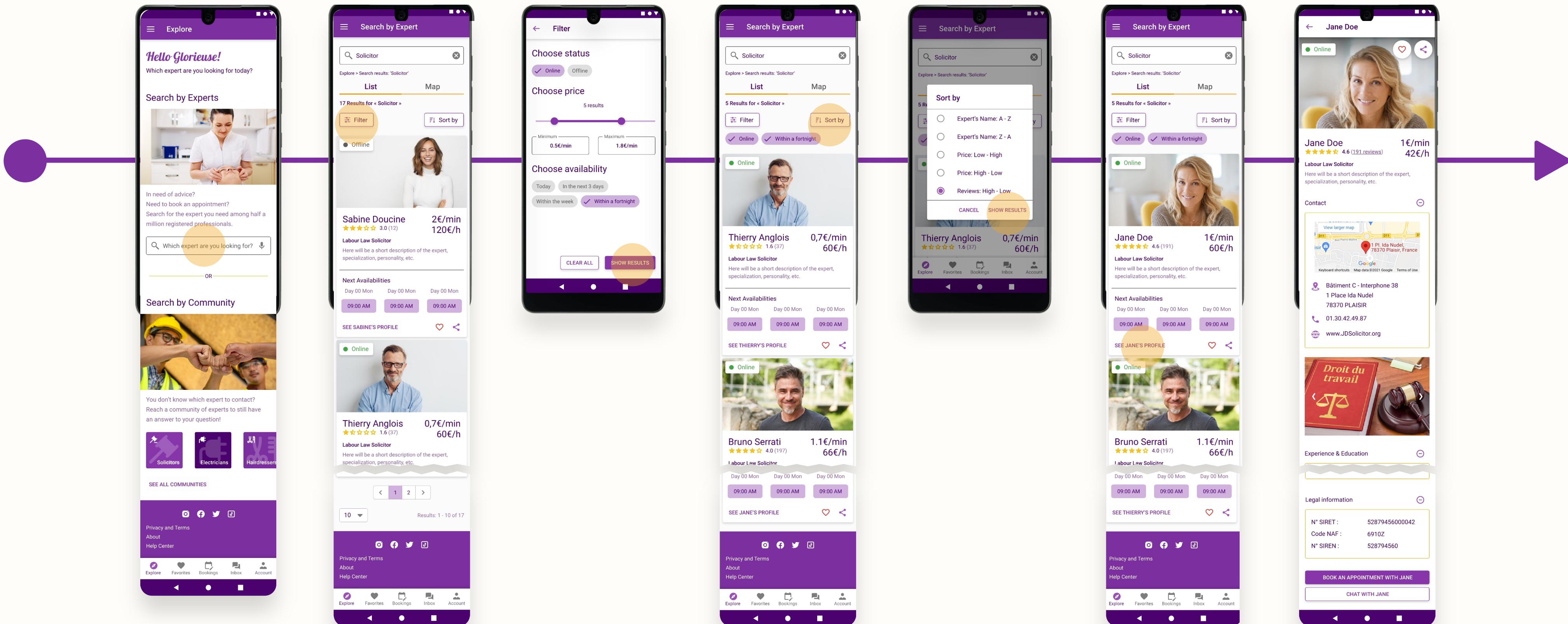
Red (error)  
Hex #CE2929  
R 206 G 41 B 41



Green (valid)  
Hex #CE2929  
R 206 G 41 B 41

After determining a color strategy and while following different design principles and guidelines, I **created a UI kit for ExpertsNow to facilitate the new iteration process** but also to **prepare for a possible handover with developers**. I **documented this UI kit in a Style Guide** (includes updates from Collaborative Design feedback & from following Web Content Accessibility Guidelines).

## FINAL DESIGN



Search for an Expert flow after feedback implementation and with UI Design

After having **determined my own color strategy**, I created a **UI kit** that I **documented in a Style Guide**. Then, In a second Iteration Process, I **asked 3 of my fellow CareerFoundry students to review ExpertsNow and to give me feedback** from UX Designers point of view. I also took another look at the app to improve its accessibility.

After the second iteration process, I **finalized updating my prototype**. I then reflected on **what could the next steps be** to further improve the app and **what outcomes could I take from this training project**.

#### PROCHAINES ÉTAPES

1. Make new improvements according to the other 14 pain points that the participants pointed out.
2. Carry out new Preference tests to get significant enough results in order to implement the best solutions possible.
3. Verify if the app is indeed « accessible », I should carry out a Usability Test with relevant potential users.

#### CE QUE J'EN RETIENS

During this project **I learnt in details what the UX Design Process was**. While working on some of the different and varied steps I went through, **I felt frustrated at times** because of my lack of experience. **But I know now how to improve and be more efficient** regarding certain steps (especially Usability Test preparation, Hi-Fi wireframing and UI design). I also **learnt how to use different tools**, such as Adobe XD and **it was really fun**. Finally, what I will remember from **this project** is how much **I enjoyed it. Creating something according to users' needs & wants felt so satisfying and fulfilling. I could give sense to what I was doing** and I knew that **all the modifications** I was bringing to ExpertsNow **were in the best interest of potential future users**.

# Summary

1. About me
2. Portfolio-Website
3. ExpertsNow
4. [MultiLearn](#)
5. Conclusion

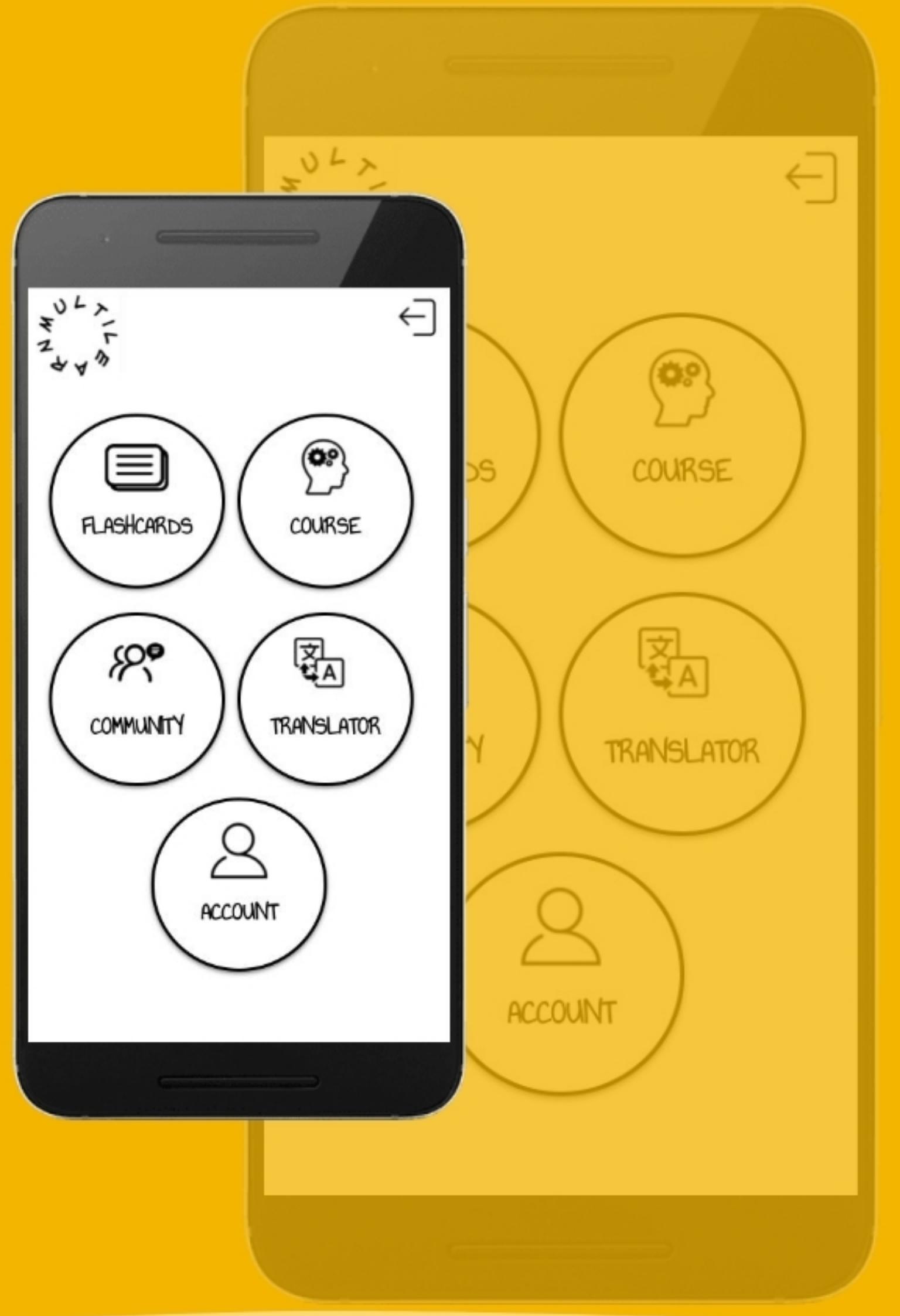
UX Project



# A vocabulary-learning app

MultiLearn is a vocabulary learning application which aims to empower people to learn.

It is a 4-in-1 app with which users can create their own flashcards, learn a new language, discuss with other users and even translate.



## CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

## MY ROLE

Sole UX Designer

## TIMELINE

2 months

## TOOLS



Google Draw

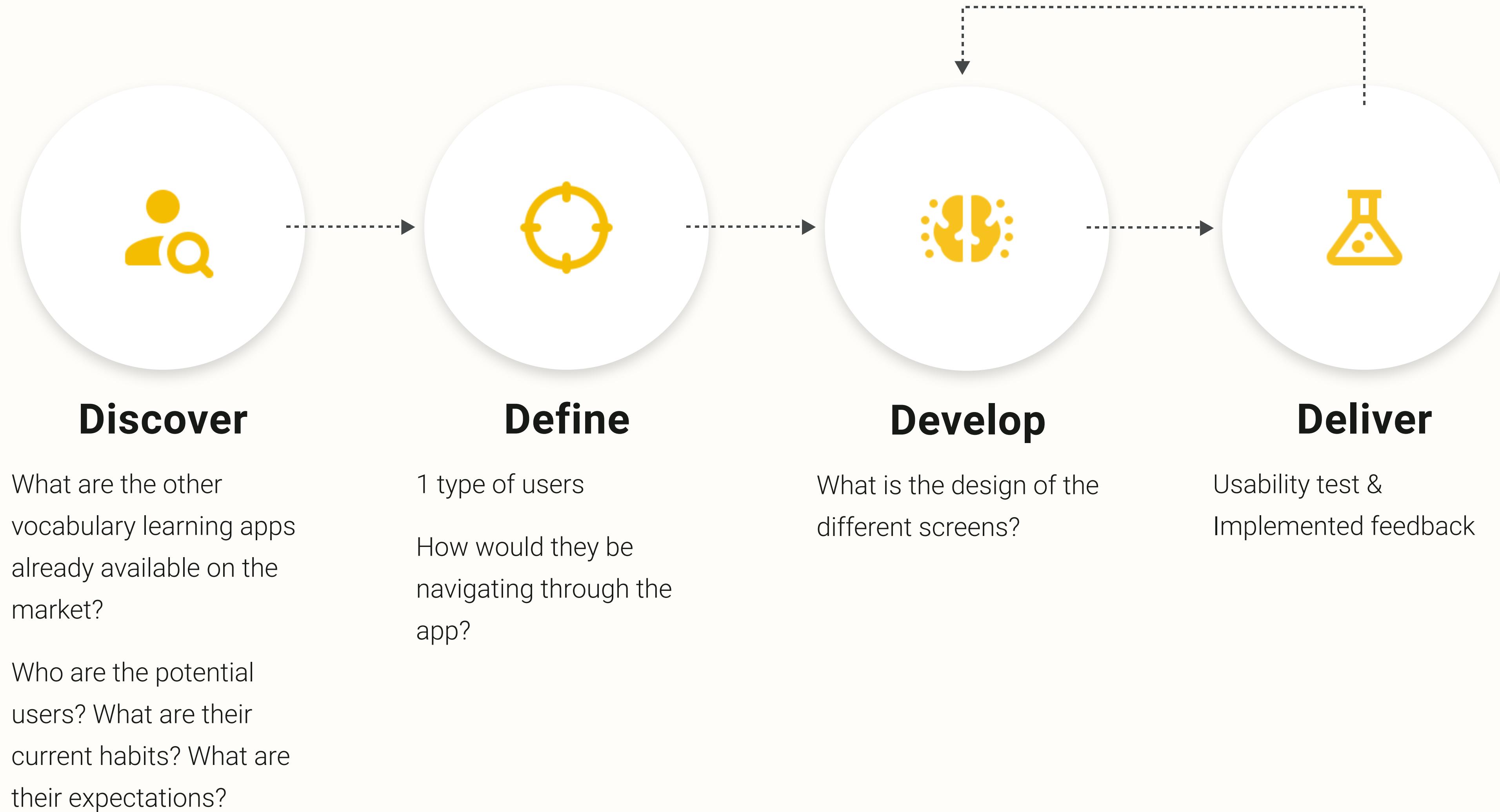


Marvel



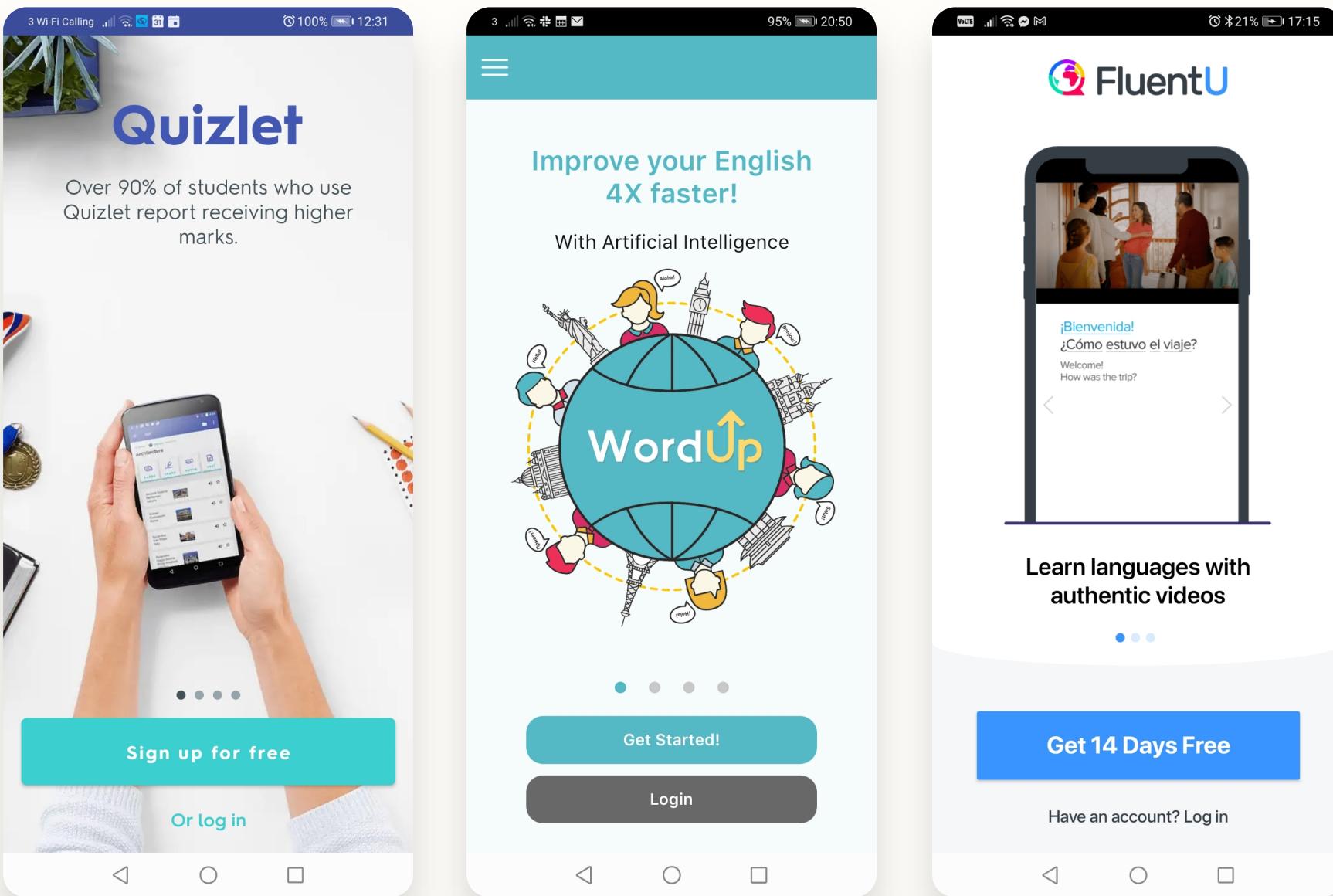
Google Meet

# What was my Design Process?



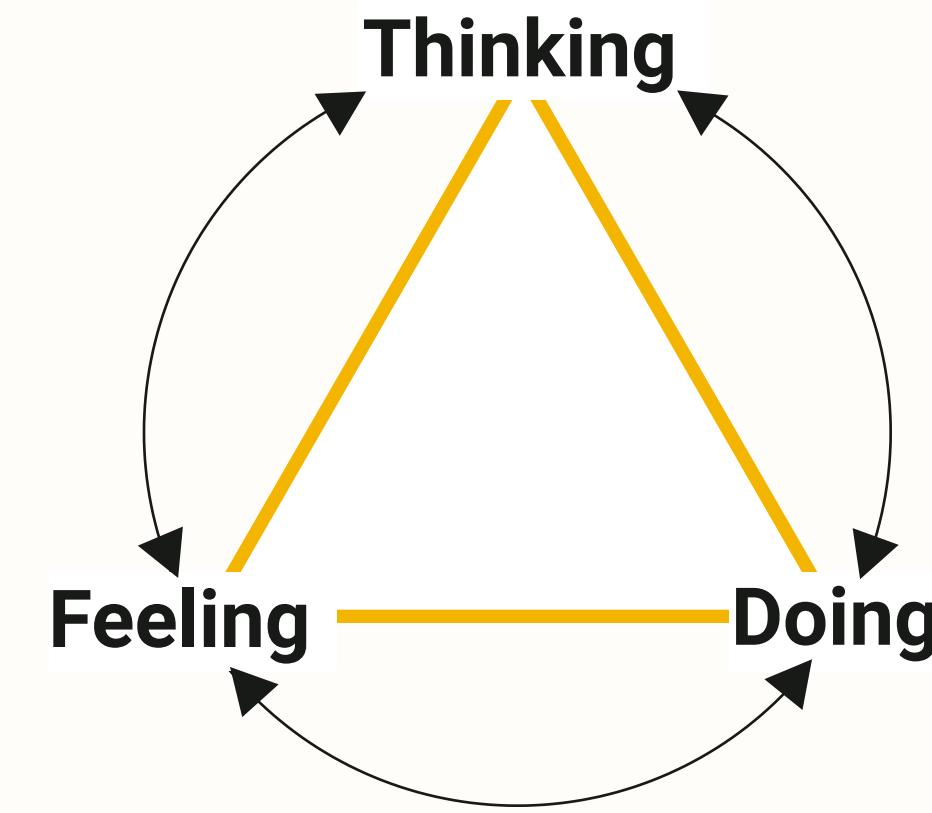
In order to better understand the users and their expectations, I **analyzed and compared 3 vocabulary learning apps**. I also **carried out 5 interviews** with potential users.

#### COMPETITIVE ANALYSIS



To better understand the users expectations, I **started by analyzing 3 similar apps to MultiLearn**.

#### USERS' INTERVIEWS



With the results from the Competitive Analysis in mind, I **conducted interviews with 5 potential users** in order to empathize with them and better understand their needs and expectations.

I **analyzed the results** from the previous interviews through what the participants were « Doing », « Feeling » and « Thinking ».

Thanks to the interview results from the Discover Phase, I was able to **define a type of users** that MultiLearn would be directed to. Then, I **worked on the Information Architecture through user flows**.

## PERSONA

### Ailin

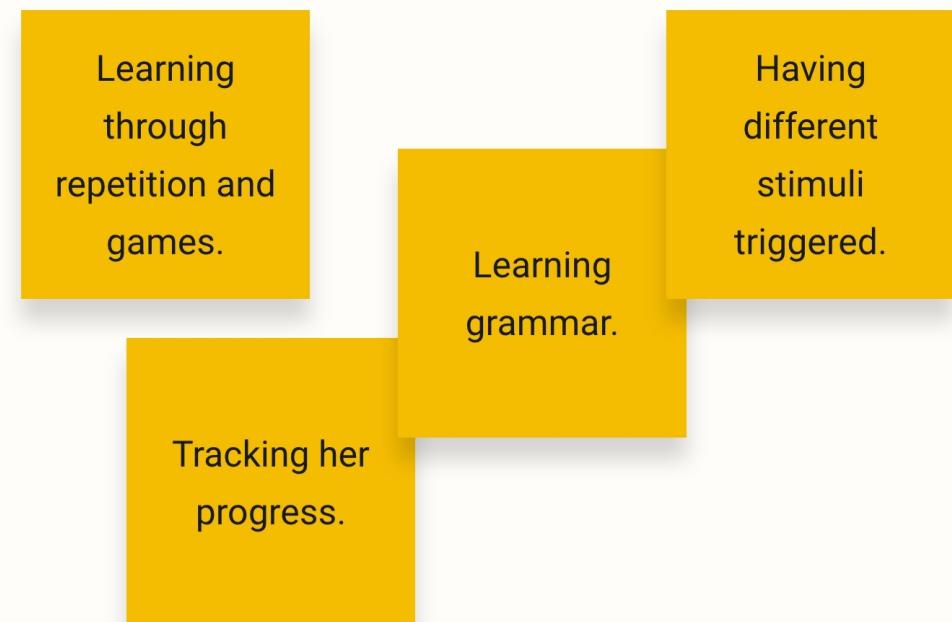


« Learning a new language is hard... I know I memorise better when I am having fun, but I also want to track my progress somehow! »

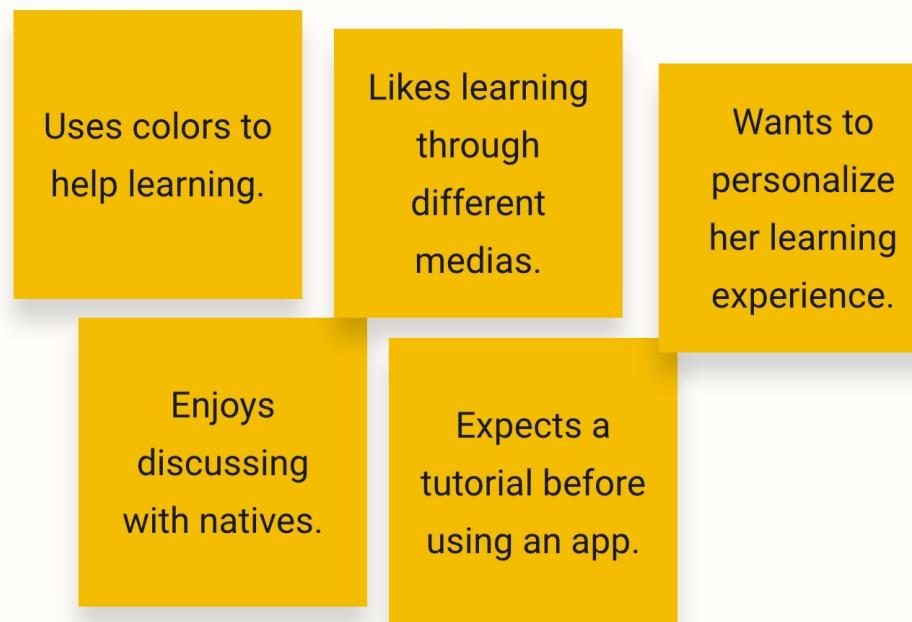
18-35 years old

#REPETITION #GAMES #VARIETY

#### NEEDS & GOALS

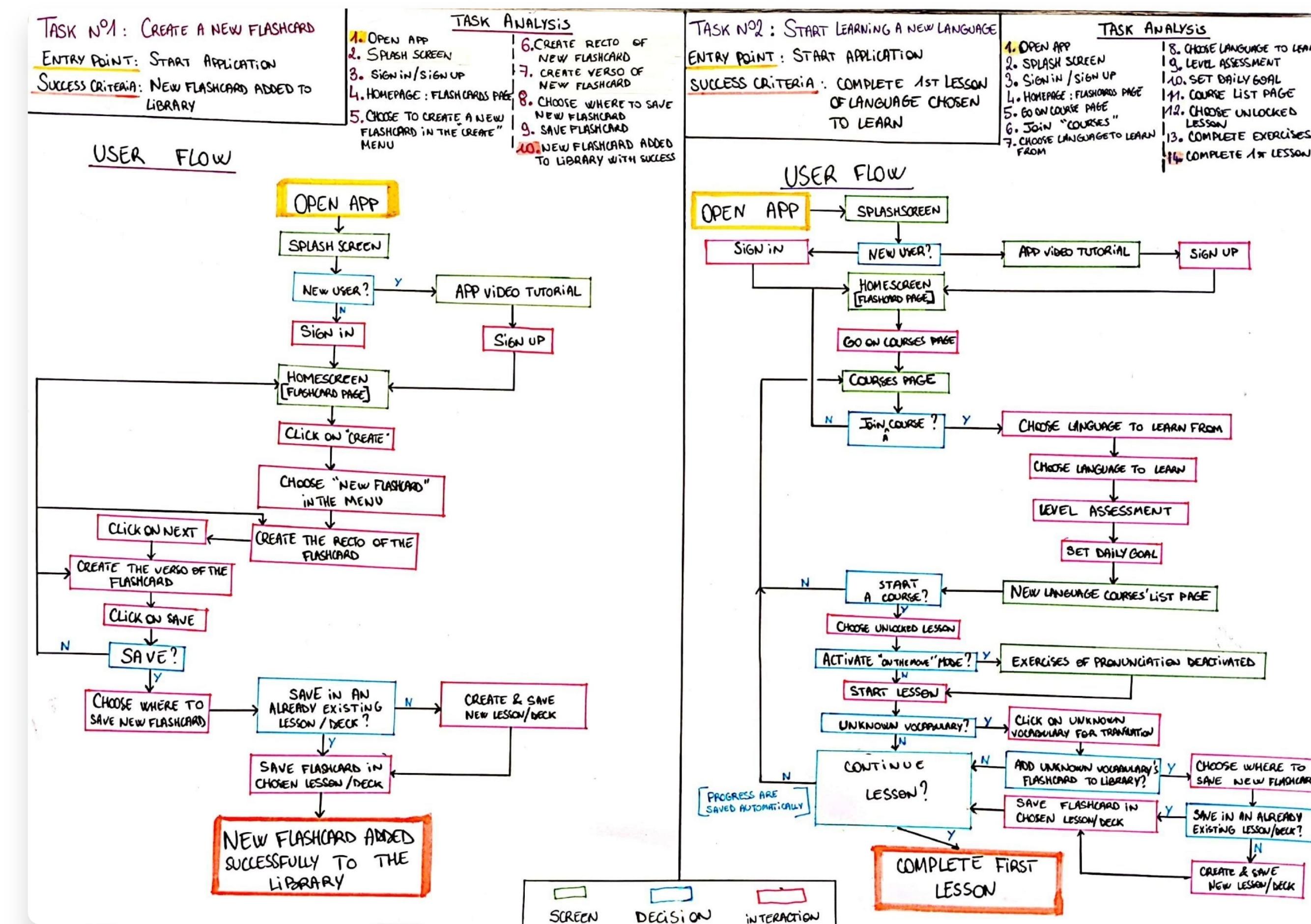


#### BEHAVIORS



Thanks to the analysis of the interviews results, I was able to **define a type of users** that would potentially use MultiLearn under the proto-persona of Ellis.

# USER'S FLOWS



Having defined the general needs & goals as well as behaviors from potential users through the persona of Ailin, **I was able to work on** how to organize Multilearn by **creating user flows.**

With the previous user flows in mind, I started creating the different screens of MultiLearn.

### WIREFRAMING & PROTOTYPING

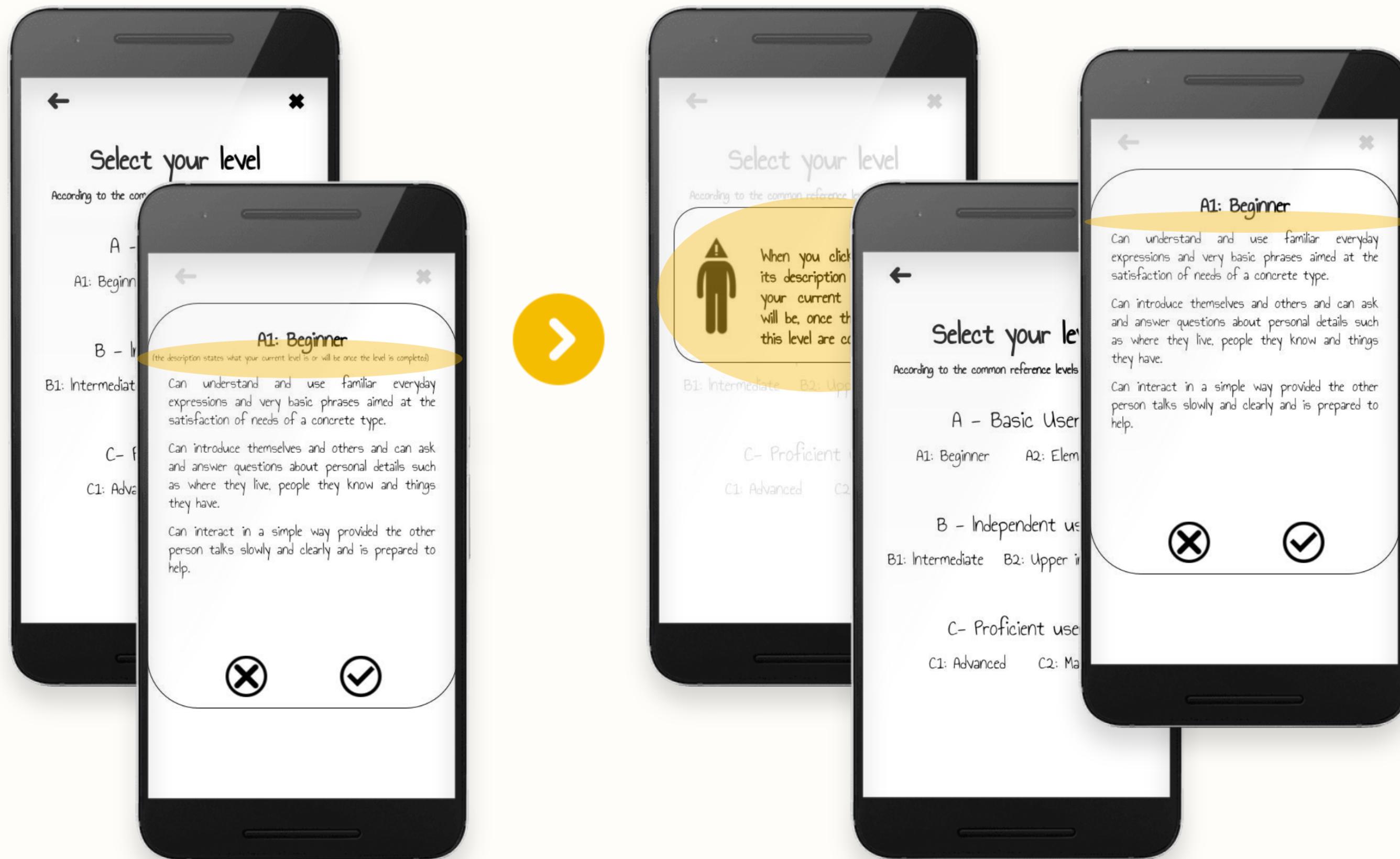


Example of « Create New Flashcard » flow in Hi-Fidelity

Thanks to the user flows, I **designed the different screens of 3 key features of MultiLearn**: Sign up / Log in - Flashcards - Courses. Then, I **linked the screens into an interactive prototype**.

I put my interactive prototype to the test in order to check if there was any usability issues. I then implemented the feedback received.

#### USABILITY TEST & IMPLEMENTING FEEDBACK



I carried out 3 moderated-remote **usability tests** to assess the intuitiveness of MultiLearn. I then analyzed its results by rating my observations according to Jacob Nielsen's severity ratings.

After implementing the feedback from the Usability Test, I updated my prototype. I then reflected on the possible next steps to further improve MultiLearn. Finally, I assessed my learnings during this project and on what I should improve as a designer.

#### NEXT STEPS

1. Test participants showed interest in the « Community » feature which would enable them to communicate with other users and natives of the language they chose to learn. So, to further improve MultiLearn, I need to add more wireframes to its other features.
2. After working on completing the other key features, a second round of Usability Test would be needed to check again the good intuitiveness of MultiLearn.
3. After a second Usability Test, I would work on implementing its feedback before adding some UI design.

#### WHAT WENT WELL AND WHAT COULD BE BETTER

During this project I was satisfied with the focus I put on each step, because I was able to be well-prepared for the next one. Gathering potential users' feedback through interviews and usability tests was very interesting and really gave sense and purpose to this project. I enjoyed working both on the Information Architecture and Wireframing/Prototyping steps as it was fun and fulfilling to see my ideas and concepts becoming tangible. For my next projects, I do know now that I will need to improve on my « paper-wireframing skills » as to make them cleaner. That it is better to take notes during interviews/usability tests since transcribing is really time-consuming. And I will also have to improve on better wording usability test tasks to avoid any confusion.

# Summary

1. About me
2. Portfolio-Website
3. ExpertsNow
4. MultiLearn
5. Conclusion

# Conclusion

Thank you for the attention you gave to my Portfolio.

If you liked my work and want to discuss professional opportunities, thank you to contact me via email or via my LinkedIn.

MY E-MAIL

[c.cosneauampis@gmail.com](mailto:c.cosneauampis@gmail.com)

MY LINKEDIN

[linkedin.com/in/ccosneauampis](https://linkedin.com/in/ccosneauampis)

