

Charles Gallant

UX / Product Design Portfolio

2023 Portfolio



If you're receiving this, it means I'd love to talk with you about my work,
and the journey thus far. Please feel free to reach out at charlesgallant@gmail.com

Thank you!

As a designer, I try to build amazing experiences based on logic, aesthetics, and most of all empathy.

As a coder, I study new frameworks and platforms to find opportunities for building smarter and better things.

As a human, I look for great people that I can learn from, who share in my goal of spreading positivity.

I'm a coder who made the shift to UX design. I specialize in solving complex problems.

I believe in a thoughtful relationship between design and technology.

Success to me is being a good person, and creating best in class product experiences.

The journey thus far...

2005

Workplaces

NYC

Marketing & Digital Agencies

Working as an Engineer / Creative Technologist

2013

SF

Startups & Product Companies

Working as an UX / Product Designer

2019

CO

...A little of everything!

Working as Experience Director, Startup founder, and consultant.

2023

Creative / Design Practices

**Fine Art
Design
Animation**

**Marketing Strategy
UX Design**

**Product Strategy
Product Design**

**UX Direction
UX Consulting**

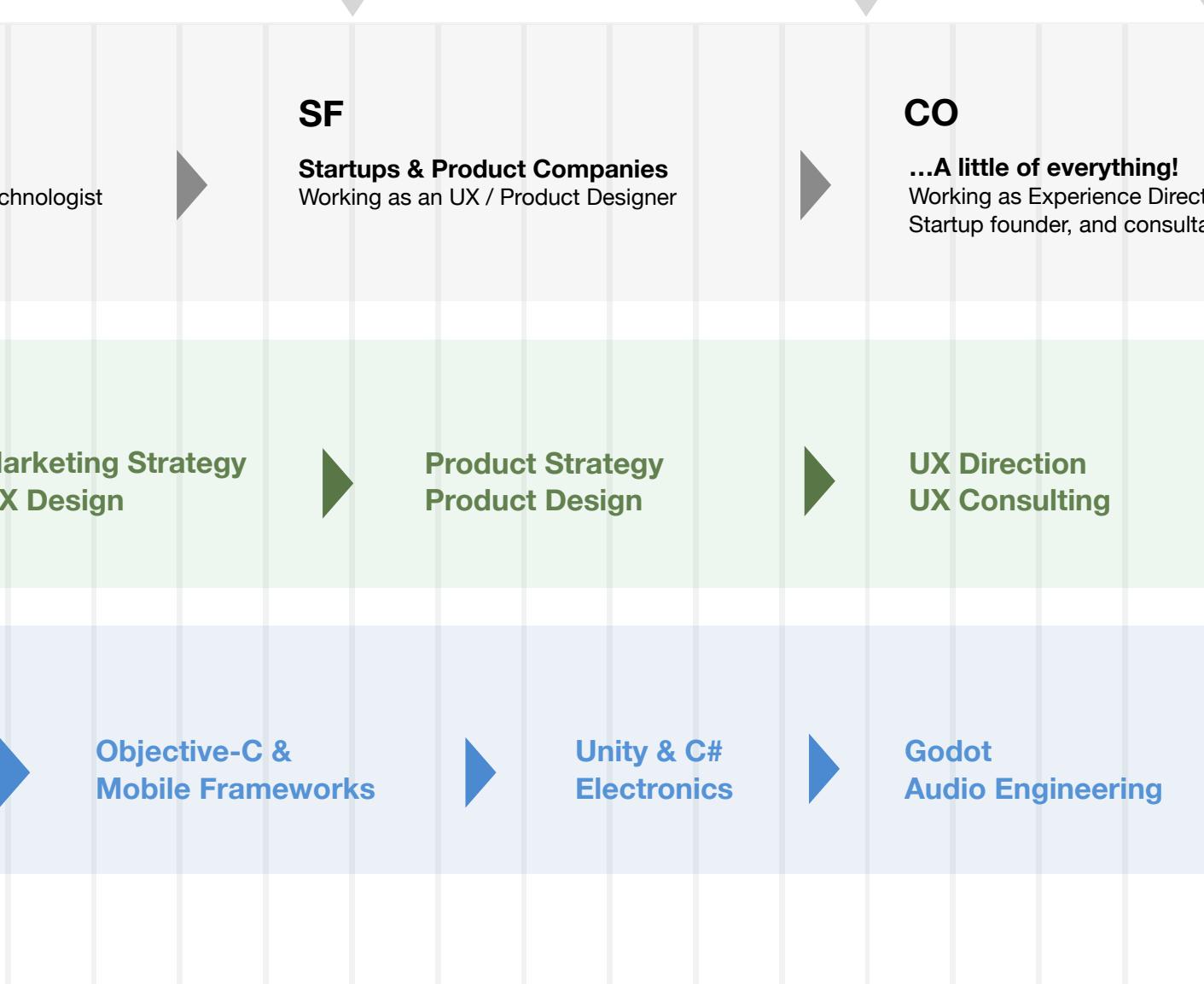
Technology Practices

**Front-end / Back-end
Web Engineering**

**Objective-C &
Mobile Frameworks**

**Unity & C#
Electronics**

**Godot
Audio Engineering**



More info, for the curious...

2005

Workplaces

NYC

Marketing & Digital Agencies

Working as an Engineer / Creative Technologist

 **RENEGADE**

Front-end + Back-end
Engineer & Flash Animator
Renegade Marketing



Front-end Engineer,
Flash Interaction Designer,
UX Designer
Poke New York

2013

SF

Startups & Product Companies

Working as an UX / Product Designer



Lead UX Designer
Anki

West

UX Designer,
Creative Technologist
West SF
(aka West Ventures)



Lead UX Designer
Ozobot

CartHook

Founder, CTO
CartHook.com

2019

CO

...A little of everything!

Working as Experience Director,
Startup founder, and consultant.

Experience Director
CP+B

Crispin
Porter
Bogusky®

Product Design
Consultant
Contract

2023

Company: Anki

Role: Lead UX Designer

Anki was a robotics & AI company making award winning smart toys (the company sold to Digital Dream Labs).

They're the best place to start, because they represent the most exciting and complicated challenges of my career to date.

During my time there, my responsibility was to lead UX Design across their 3 products: Drive, Overdrive, and Cozmo. Growing from Anki's sole UX designer to eventually leading the UX Design Team was an amazing journey. Along the way I dove deep into physical hardware, mobile UI, BLE connectivity, multiplayer game design, and the sleepless pace of SF startup life.



Drive



OverDrive



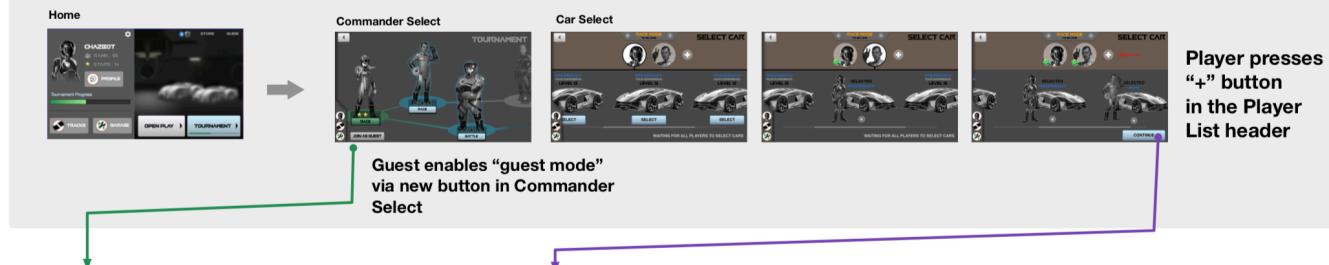
Cozmo



Product: Anki OverDrive

Multiplayer Setup (User Flow)

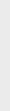
Existing Views, with new "+" button in Player List



GUEST: New States, borrowed from Open Play flow:



Existing Views, with new player



If we're unable to let the guest player select their own vehicle, we can take the guest straight to Track Detection phase.

Only the host has the 'Begin Match' button available.

Drive and OverDrive were both cross-platform multiplayer mobile experiences, using WiFi for the device interplay, and BLE for the connections to the robots (cars).

It was my responsibility to understand all tech constraints, edge cases and user behaviors, and design the best possible user flow & wireframes for this guest-host architecture.

At left is a small excerpt from our co-op mode wireframes, where a host player could play our campaign (against virtual drivers) while optionally including a guest (human) player on a separate device.

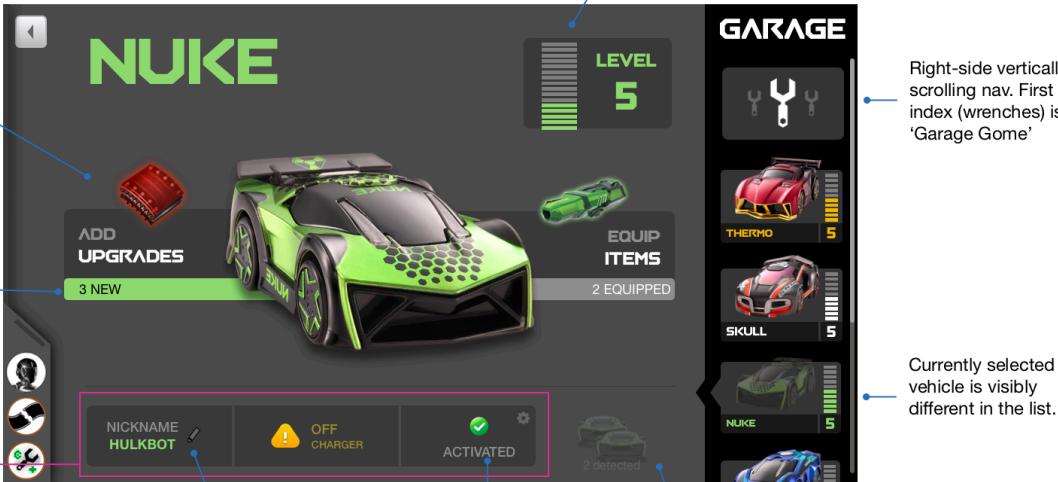
Garage Car Detail View

Sub-pages:

Add Upgrade View

Equip Items View

Multiple Vehicles View (potentially an expanding panel)

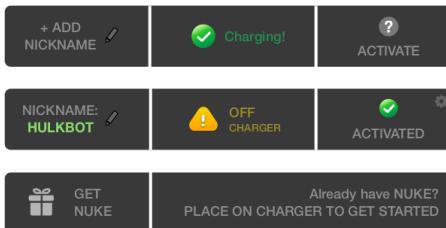


This garage detail view is responsible for displaying two types of information:

Virtual Vehicle Information (top area): Information that applies to your virtual spec for this vehicle (un-related to whether or not you own that vehicle, or if one is present).

Physical Vehicle Information (bottom section): Information that applies only to the physical cars (of this type) that the app is aware of. This area would change dynamically if there are no cars available, or if we have never seen this particular car.

Some examples below. See following slide for details / use cases.



Players can add/edit their vehicle's nickname.

Players can modify ownership information; "de-activating" or "de-associating" this vehicle from their profile (although there is no reason to).

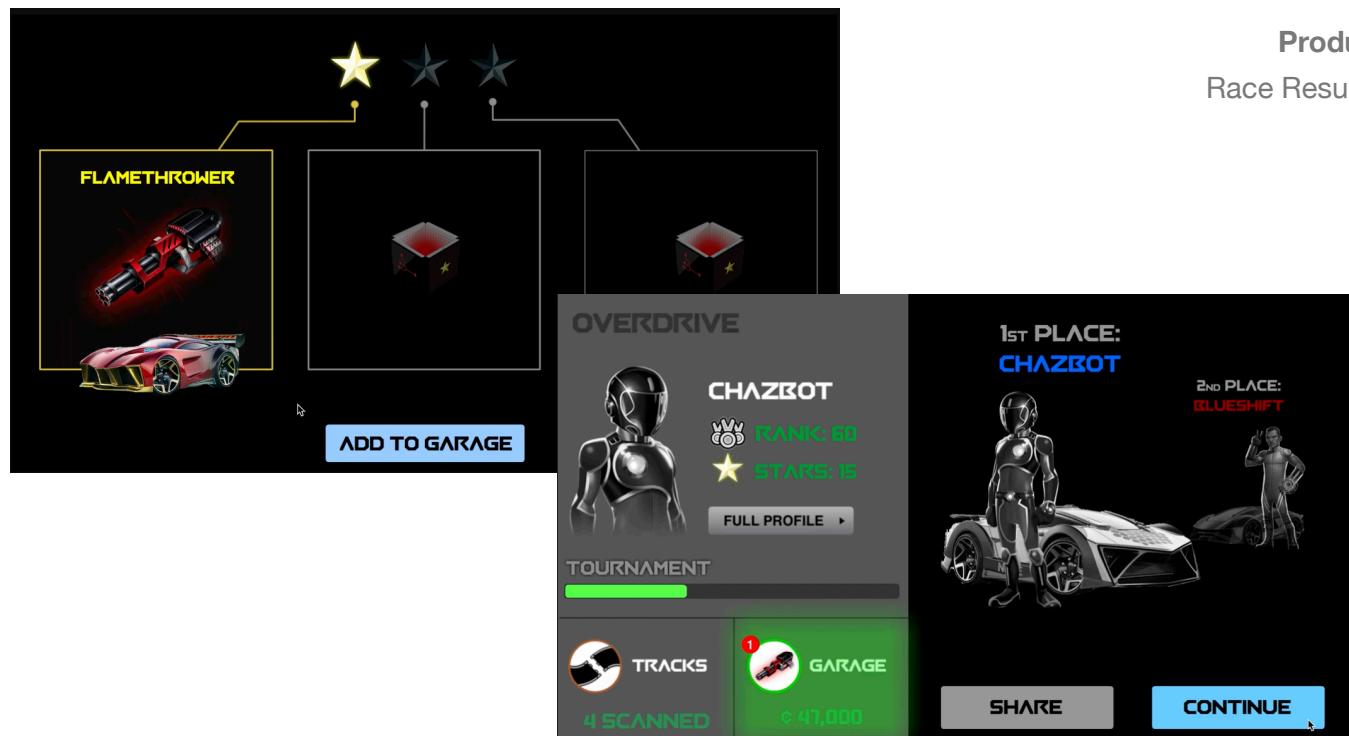
Above is a typical wireframe / spec for a single mobile view. On a basic level, wires like this communicate layout, information hierarchy, game state, and functionality. However they are also motivated by larger concepts like player engagement, game loops, retention strategy, and sales goals. Put simply, the job of UX was to make the complex simple, and keep them engaged.

Product: Anki OverDrive

Multiplayer Setup



Product: Anki OverDrive
Race Results Motion Prototype

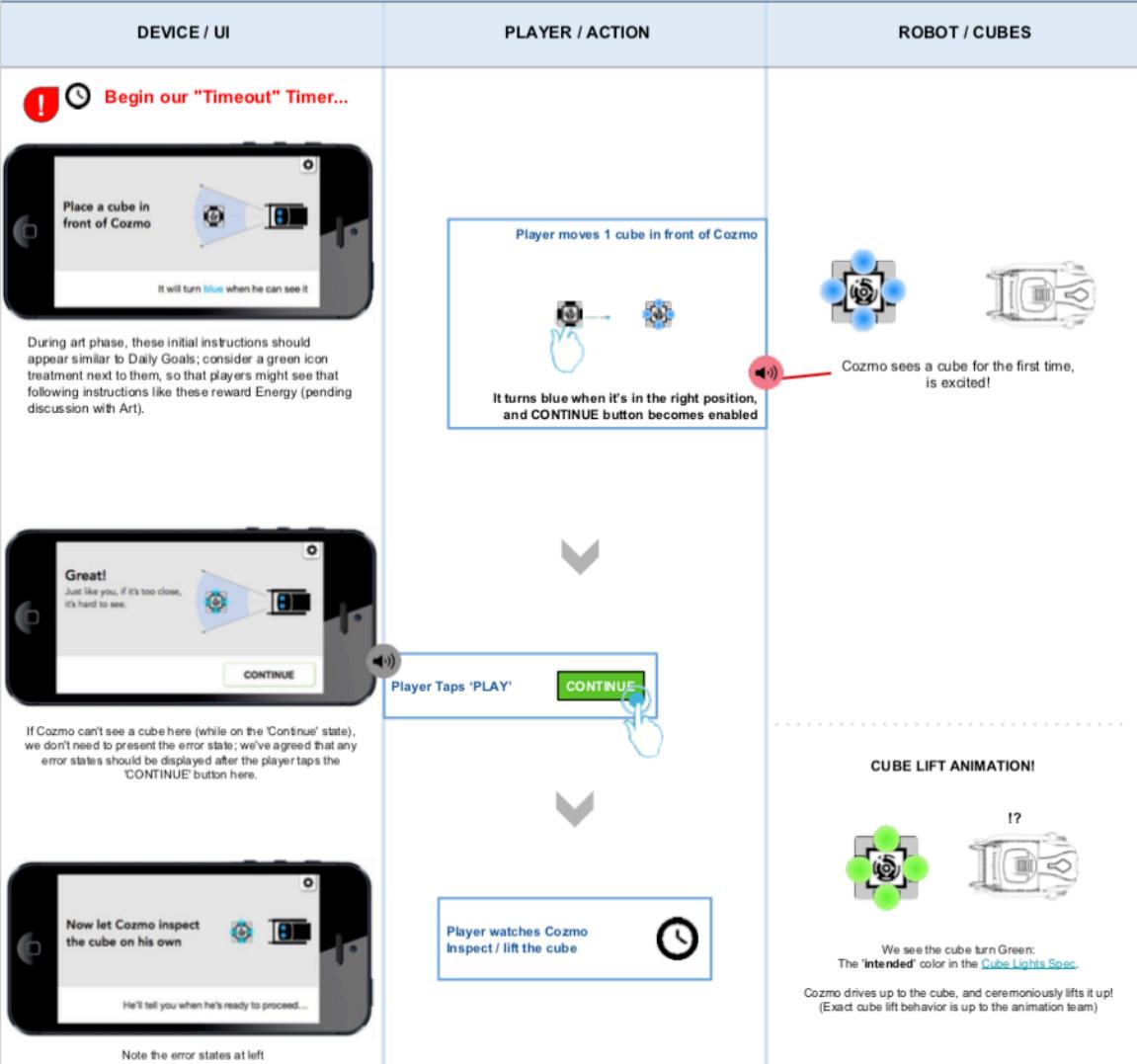


https://youtu.be/x1m6JtP87_s

The assignment from Game Design here was about articulating many concepts to the user, and UX's job was to show all of those in a view. To paraphrase: "We need a user flow that shows the player that they have finished the match and defeated this enemy, they have done so in a way that earned them 1/3 Stars, this 1 Star has awarded them an randomly-rolled item (but they COULD have earned more), and this item is now available to the player in their Garage." Animated Prototypes like this one are critical in times like this, and I'm glad that all those years as a Flash developer didn't go to waste ;)

PHASE 3

Intro to the Power Cubes : How Cozmo sees the world



(These documents became Scrolls of Truth that grew very, very long!)

Product: Anki Cozmo

Experience: Meet Cozmo



Cozmo was a complicated design challenge!

We quickly learned that traditional wireframes and user flows weren't enough, and we needed something that captured all 3 contexts:

App behavior, Human behavior, and Robot behavior.

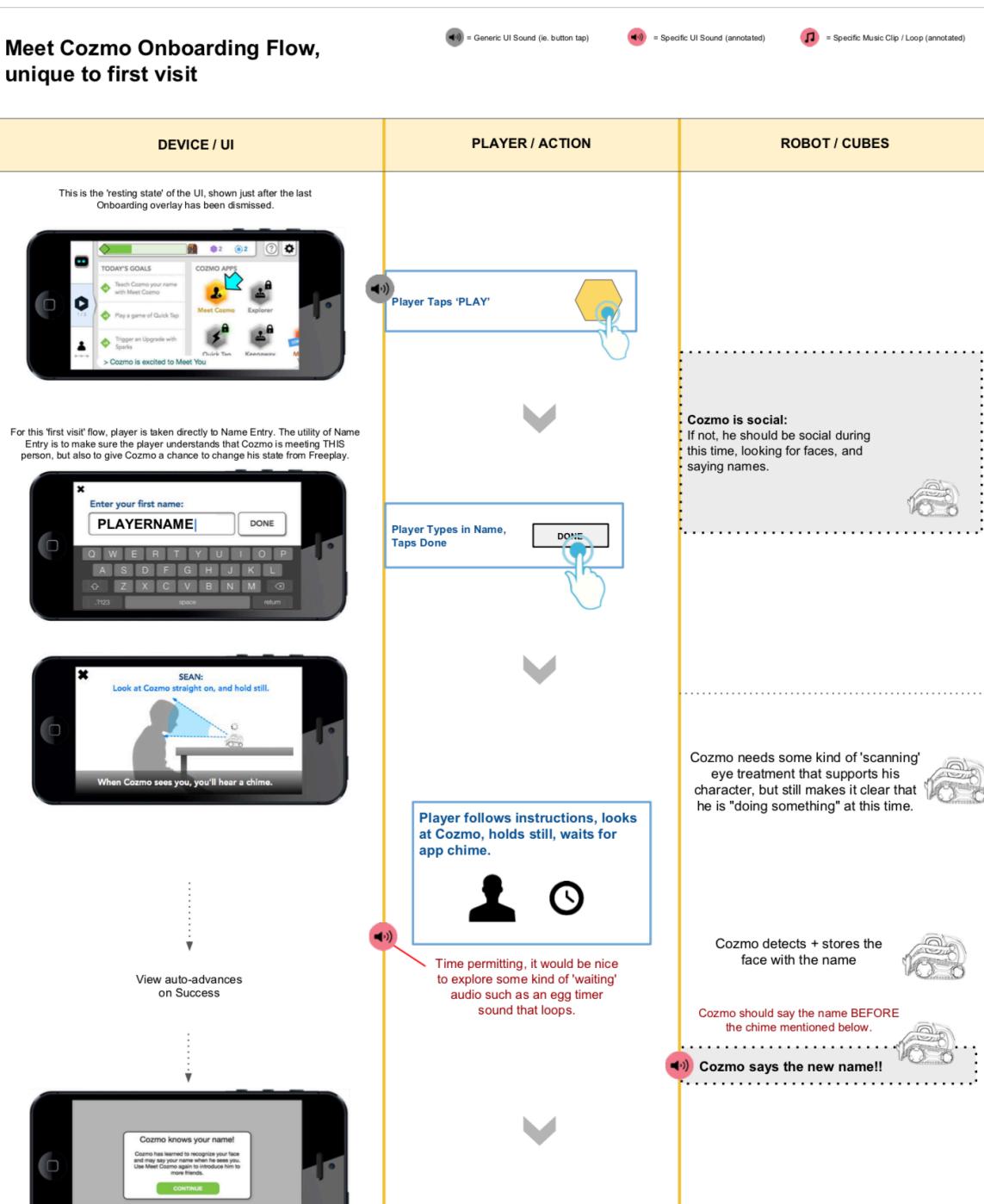
This excerpt from the **Cozmo Onboarding Design** shows a new type of design doc that became a requirement for all future Cozmo user flows.

At **left** are the in-app wireframes, the **middle** are the user's actions, and the **right** are the physical bot and cubes. All of this is read top-to-bottom, over time.

More background on Cozmo:

<https://www.youtube.com/watch?v=xVLFyTTdTPk>

Meet Cozmo Onboarding Flow, unique to first visit



Product: Anki Cozmo

Experience: Meet Cozmo



At left is another excerpt from such a document, describing the App / Player / Robot experience for a mini-experience called Meet Cozmo.

Cozmo's onboard camera & speaker enabled him to recognize faces, and refer to them by name. To facilitate the initial face scanning / storage / name entry, we created the Meet Cozmo experience.

Anki's experiences were unique in that we were constantly managing the user's perception; Do we need them to be focused on the Robot or the UI, and how do we switch contexts gracefully? Sound design proved to be very valuable in these contexts.

More Cozmo footage:

<https://www.youtube.com/watch?v=DHY5kpGTsDE>

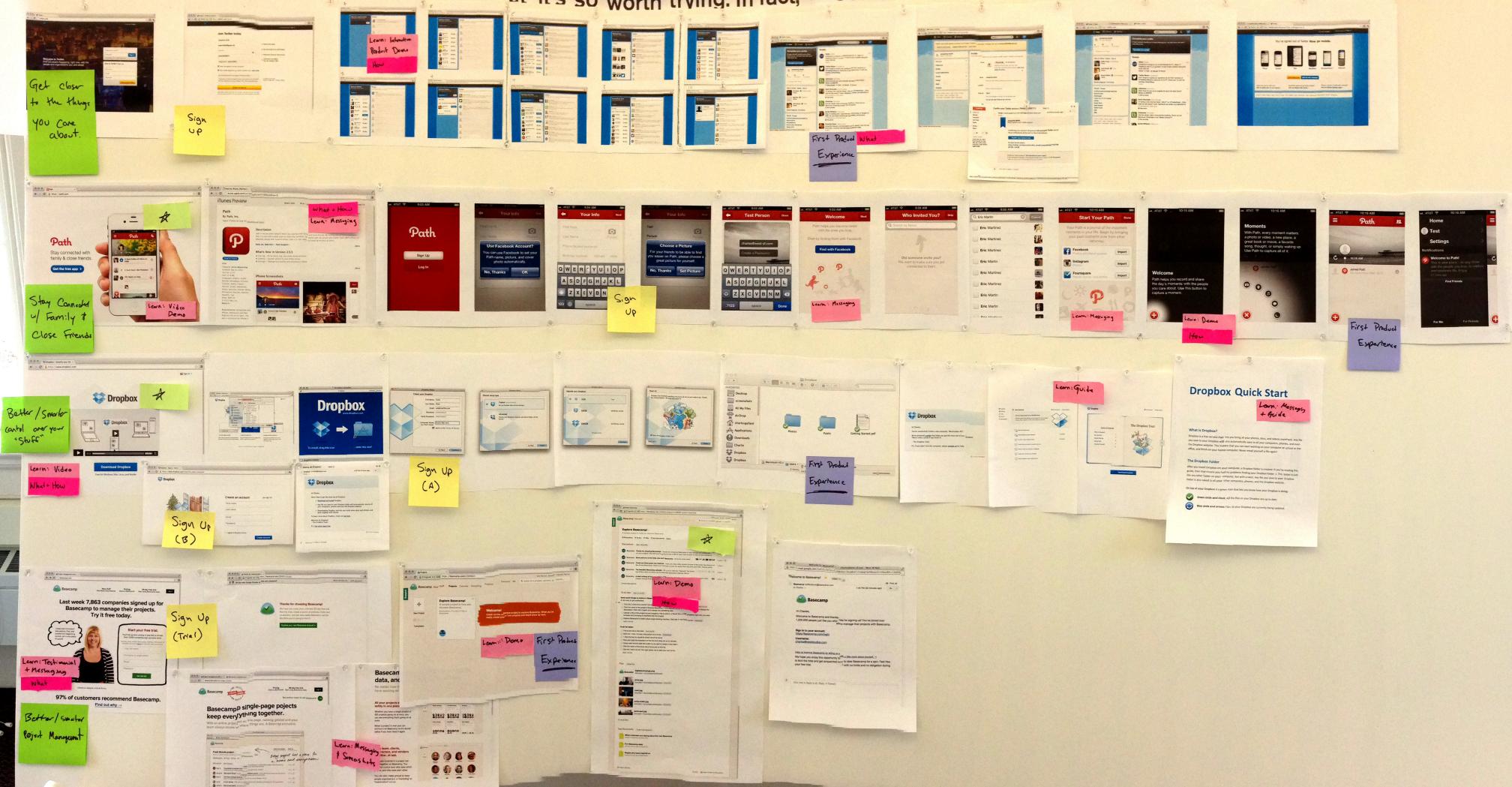
west

Company: West

Role: UX Designer / Creative Technologist

West was a multi-disciplinary creative agency. Here I worked with some of the biggest brands in San Francisco to consult on onboarding flows, user acquisition techniques, marketing strategies, and product designs.



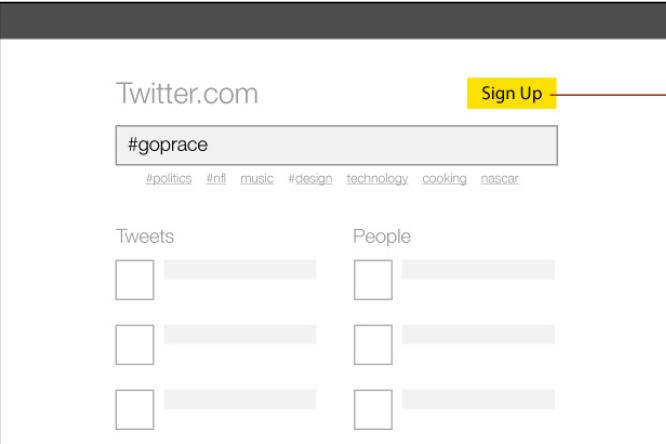


As UX Lead at West, one of my tasks was to study onboarding and user acquisition tactics. Above is one of many boards created to capture, evaluate, and improve the onboarding flows for West's clients and competitors. What is the first thing that users see? What convinces them to sign up? What key things do they need to learn? Etc.

From here, we tried to reverse engineer their product/messaging priorities, and created a 'best practices' playbook for onboarding tactics that we could pass along to our portfolio of clients.

Proposed Twitter Signup Flow

1. Twitter.com homepage: Invite Sign Up by demonstrating value. Homepage should have more than empty signup fields and an image.



Twitter.com

#goprace

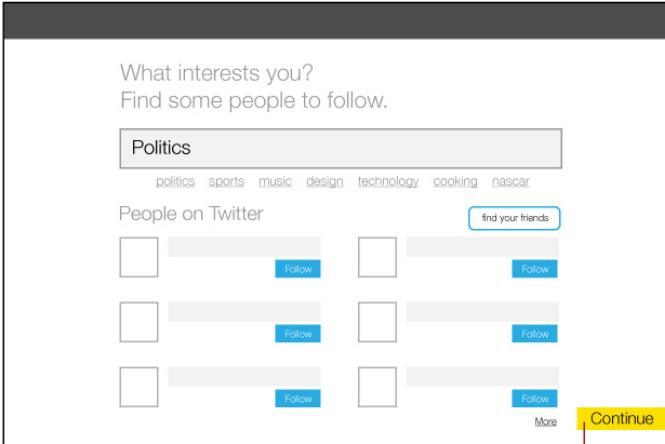
Sign Up

Tweets

People

Clicks Signup

2. After clicking signup, connect them with their interests BEFORE forcing them to commit and enter all their info.



What interests you?
Find some people to follow.

Politics

politics sports music design technology cooking nascar

People on Twitter

find your friends

Follow

Follow

Follow

Follow

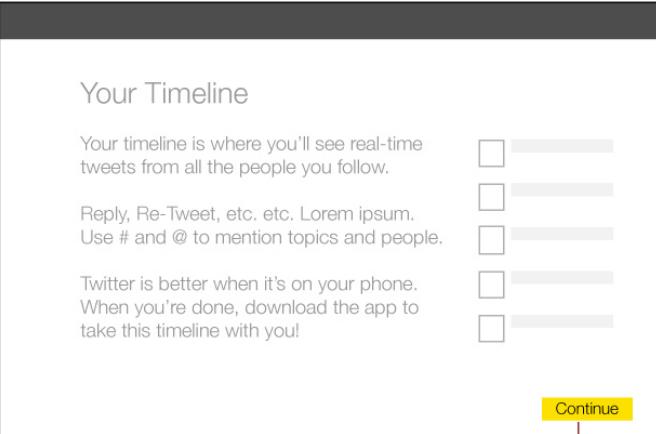
Follow

More

Continue

Clicks Continue

3. Show them exactly what Twitter offers (a timeline), and explain it. Use info gathered from the previous step to make this valuable & customized to the user. Language like "hear it first from [person followed]".



Your Timeline

Your timeline is where you'll see real-time tweets from all the people you follow.

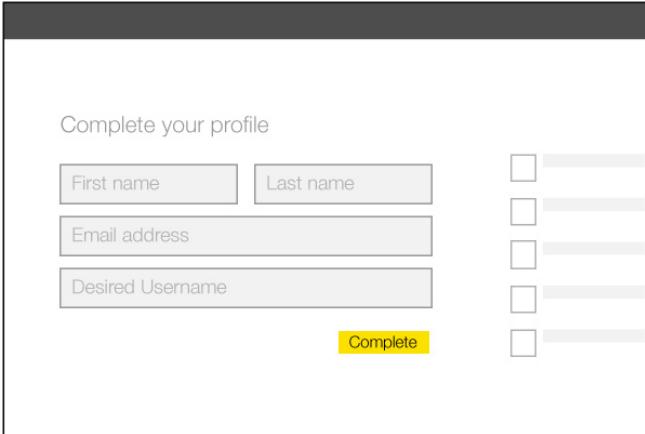
Reply, Re-Tweet, etc. etc. Lorem ipsum. Use # and @ to mention topics and people.

Twitter is better when it's on your phone. When you're done, download the app to take this timeline with you!

Continue

Clicks Continue

4. Ask for their info after they've seen the value of Twitter, not before. Keep the timeline visible here as a reminder.



Complete your profile

First name

Last name

Email address

Desired Username

Complete

Example of a Twitter signup flow proposal (rough wireframes... one of many iterations based on their 2013 design).

Twitter

Hey Mom, I know I've mentioned Twitter to you before. Watch this next time Dancing with the Stars is on - I bet you'll love it!

From, Ali (@rowghani)

See all this and more on Twitter

Tweets from @rowghani/w-list-2

 **Tiffy Jonas** @iheartzendaya 13 mins
Its official, **dancing with the stars** is next week!!! :') <---- tears of joy xD
[Expand](#)

 **Stella Angelova** @stellaangelova 14 mins
Day 1 of the new **Dancing With The Stars** - Bulgaria starts Today at 8pm on NOVA TV #DWTS
[Expand](#)

 **DWTS News** @DWTS_News 17 mins
Get Caught Up with All Your **Dancing with the Stars** Favorites on New TV Guide: Ever wonder what happened... q.gs/3db6E #DWTS
[Expand](#)

 **Serpentine Seduction** @RomoniDAubigne 27 mins
I'm watching **Dancing with the Stars** (752 others checked-in) bit.ly/GD1685 #GetGlue @DancingABC
[View summary](#)

 **ms.Denise** @SoSassyDUH 33 mins
Awww so that cute lil girl from the Disney channel show "shake it up" is goin to be on **dancing with the stars** the kids are gonna love that
[Expand](#)

 **Dita Nur Ana Sari** @dita_nana 39 mins
RT @SoneINA_8: [News] Hyoyeon, "After joining 'Dancing with the Stars', I constantly gained my (cont) wi.gs/h9une
[Expand](#)

Our challenge with Twitter was to make the platform accessible; to help the “non-technically aligned” quickly understand and benefit from the service. It was 2013, after all... Twitter was still dominated by tech insiders. Creating and curating a timeline (via Following others) was a complicated process for the average user in 2013.

Here, curious + potential users can be led into the experience by a family member, and witness a Timeline that they care about (and therefore value) before committing their personal info.

Company: Freelance Consultant (various projects / clients)

Role: Product Design Lead / UX Designer / Advisor

My more recent contract work has spanned a range of altitudes within a product team; Sometimes I'm tasked with overall guidance and product strategy, and other times I'm working on specific wireframes / user flows. The selection of work that follows aims to show this range.

With the below framework, we can arrive at a measurable model for a user's meta progress through the first/hardest stages of engagement and use. As we launch/iterate/learn, this should change!

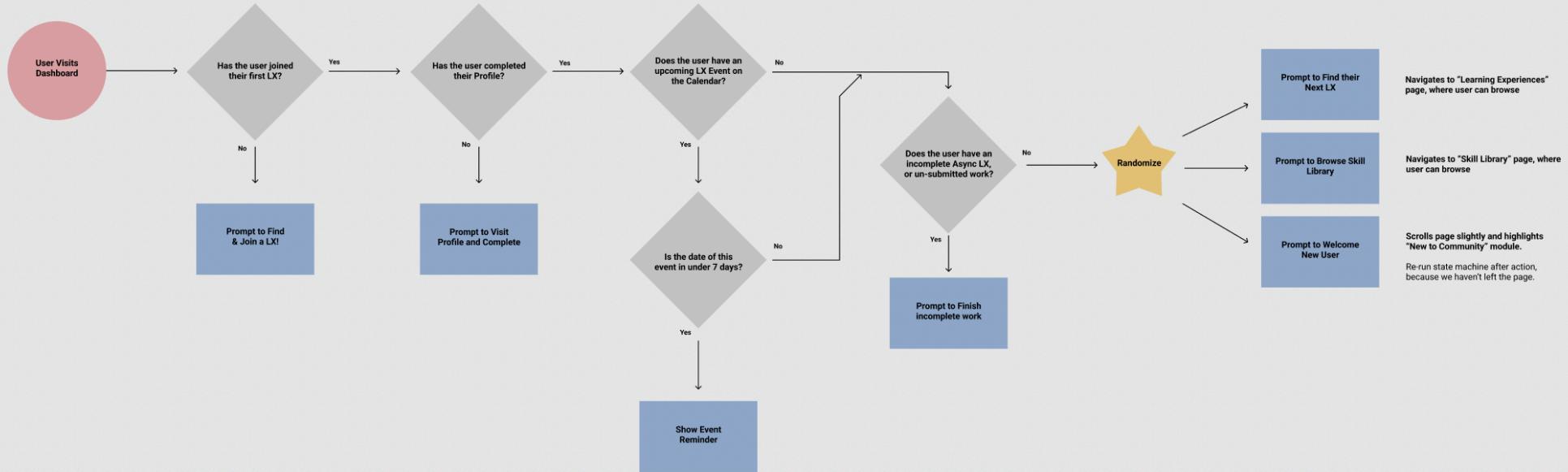
	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
What we want the user to do? ie. To join the Discord server	Watch a free Demo LX on Clicked.com	Browse the LX Library, and "Add to Calendar"	Complete Sign Up	Complete your first LX, Collect your Reward	Complete Your Profile, schedule the next LX
Why do we think this is right? ie. Users are more likely to come back after sign up if they follow 5 people.	Users need to see what the Clicked experience is, before deciding to opt in.	Users are more likely to get excited about an LX if they can browse the list first, find something interesting, and then add it to their calendar right away.	Users are more likely to complete sign up while riding the wave of excitement around their first LX; the "Add to Cal" process starts Sign Up, and if the user bails, we have a 2nd chance when the event occurs (in the future).	Users are more likely to proceed if they see our content, and experience our game loop.	Users who complete their profile are more likely to invest in the community. Further, scheduling the next LX means they want to remain engaged.
How does the user easily do this? ie. There's a giant button and it's the only thing you can do to proceed.	(Example / TBD) Click large+single homepage play button	(Example / TBD) During / After the Demo LX, Browsing the library is the next step. Add to Cal CTAs pepper the list of LXs.	(Example / TBD) After adding it to their calendar, the user can sign up on the spot, or sign up any time before the event	(Example / TBD) After adding / signing up for an LX, this is done on their own time or as a scheduled event.	(Example / TBD) There's a small badge on the profile that makes it clear that there's more left to do.
What makes this appealing & fun? ie. User can see avatars of everyone else who has already done this!	Just Click Play! The thumbnail of the video looks inviting and exciting, I can see others getting value (Community), and I don't need to commit any info yet.	I can add this to my cal right away, which feels smart+modern. This makes the occasion more real, and puts it in context with my life / schedule.	This approach lets me take my time, and sign up when I want.	I can see all the others who have been on this LX's journey before I got here, and all the people that are here now. There's a specific slack channel for it.	I've seen other avatar, backgrounds, and colors that light the place up. I want to show up like that, too. I can also see that an unscheduled next step looks like a problem.
How will we measure success/failure? ie. We will know this isn't working well if email activation rates are low.	View counts on the LX, Conversation Rates to Sign Up	Add to Cal Clicks, and Sign Ups that follow	Return visits at time of event, and Sign Ups that follow	Collected Rewards, Return use / engagement	Completed Profiles, Return use / engagement
How might this approach be wrong? ie. Users might be more likely to return to Twitter if we just follow people FOR them, instead of asking them to do the work.	Sometimes exclusivity and social pressure are enough; if the perceived value is already high, sometimes a hard sign up wall works.	People might be hesitant to commit to "Add to Calendar" as an initial CTA, and we may need to iterate. Another option is to hide the event schedule (only revealing the event title/selling points), and saying "Sign up for the next Session".	See notes at left; Sign Up is obviously a critical step, but may benefit from a different CTA.	Because LXs are at the core of Clicked's value, this is safe to count on as a key behavior.	Pushing users to complete their new profile FIRST might be an easier sell than we imagine, and might help them invest in the network.



Product: Clicked
Onboarding Design Framework

As a consultant for Clicked, my role was to not only coach them through wireframes and layouts, but also design in general. In the chart above, I'm creating a framework that aims to coach designers through decisions related to a user's first experience.

"What you should probably do next" example logic flow



Product: Clicked
User Engagement Logic Flow

Above is a simple logic flow diagram intended to describe how user behaviors would result in different experiences. In this scenario, we needed a way to guide users through a funnel of ideal actions that would (hopefully) result in retention.



Product: Clicked
Dashboard Wireframe Proposal

Every layout decision can/should be aligned with the product strategy. When presenting detailed wires, I find it helpful to begin with a rougher map of concepts to help illustrate these connections (left). From my experience, it makes gathering consensus on the detailed wireframes (right) much quicker and easier.

Context is everything! While the examples herein aim to tell a broad overview, there's a lot more I could say about my journey.

Again, if you're receiving this portfolio, it means I would love to talk through these stories, and find a way to work together. I hope you decide to reach out :)

Until then, Cheers



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[linkedin.com/in/charlesgallant](https://www.linkedin.com/in/charlesgallant)