



David Jackson

Accomplished Visual Designer
pursuing UI to UXD



Trajectory

Product Illustration > GUI Assets > UI Design
> Product Design > UX



Accomplishments

- Full-screen UI graphics for the business services intranet of a world-famous shoe brand
- Interface designs for numerous internal websites for a leading microchip manufacturer

Case Study:

A Directory of Resources for Dogs and their Hosts



Persona 1

Rosa

Single Mom, 35

Rosa works in IT from home and is thinking about getting a puppy. She hasn't lived in the area long and doesn't know where facilities are.



Persona 2

Grace

Family Planner, 45

Grace is organizing a multi-generational family potluck weekend, and wants to find activities for visiting relatives and their dogs.



Persona 3

Damien

Road Warrior, 55

Damien is planning to drive cross-country with his athletic, 5-year-old Mexican rescue. He wants to find parks and services along the way.



Persona 4

Phil

Surviving Son, 65

His widowed dad died recently, and now Phil is in charge of finding a home for Tank, the fat old Labrador he left behind.



The Opportunity & User Need

Simplify the place-based discovery of essential dog services across all life stages.

Requirements

- Mapping
- Suggestions
- Categories
- Reviews
- Filters
- Hours
- Amenities
- Directions
- Alerts
- Photos
- Nearby
- Rating

Solution:

A Website

Responsive design
supports mobile devices

Search by description, city, zip, etc.

Near Me within 5 miles

Bowser Browser
Resources for Your Dog and You

Category*

- Attraction: Dog-friendly
- Boarding
- Camp
- Clubs & Groups
- Daycare & Playcare
- DIY Dog Bath
- Emergency Care
- Food: Dog
- Groomer/Salon (1)
- Hotel: Dog-friendly
- Multi-use Park
- Off-leash Park (1)
- Pet Supply
- Portraits
- Private Yard (11)
- Pub: Dog-friendly
- Rescue Society
- Restaurant: Dog-friendly
- Training
- Veterinary Care
- End of Life Care

*Required

Amenities

- Agility
- Fenced
- Multi-use Path
- Parking
- Private
- Seating
- Shade

Whether you're planning dog-friendly travel, activities for visitors, or a new puppy – Scout the Asset Hound guides the way.

Presented by **chewy**

“Near Me” option

Search by description, city, zip, etc.

Near Me within 5 miles

Branding
A resource locator for your dog and you.

Local Options

Facility Type

- Boarding
- Camp
- Daycare
- DIY Dog Bath
- Emergency Room
- Dog Park (10)
- Dog Yard
- End of Life Care
- Groomer
- Multi-use Park
- Pet Supply
- Private
- Rescue
- Training Center
- Veterinary Care

* Required

Amenities

- Agility
- Fenced
- Multi-use Path
- Parking
- Private
- Seating
- Shade

Whether you're planning a new puppy, activities for visitors, or a dog-friendly road trip, Asset Hound guides the way.

Ad

Category filters

Detects user location

Real-time category updates

Color-coded categories

Configurable search radius

My Roles*

- Project Owner/Lead
- Product Designer
- Brand Strategist
- Visual Designer
- Content Strategist
- Technical Architect
- Quality Assurance
- Project Manager
- UX Researcher
- Ethics Officer

Features

Detailed location view:

- Get Directions
- Description
- Location amenities
- Surface and alerts
- Nearby attractions
- Reviews

API Integrations:

- Overpass
- OpenStreetMap
- Nominatim

API-ready:

- Google Places
- SniffSpot
- BringFido

The screenshot shows the Bowser Browser app's user interface. At the top, there is a search bar with placeholder text "Search by description, city, zip, etc.", a "Near Me" button, and a dropdown menu set to "within 5 miles". The main content area displays a photo of two dogs playing at a park. Below the photo, the location is identified as "Sunset Paws Dog Park" with the address "1234 Meadow Lane, Greenfield, KS 67890". A description follows: "Off-leash Park facility providing services for dogs and their families." To the right, there are several conditional detail modules: "Safety Line" (phone number (555) 123-4567), "Payment" (App*), "Area" (12.5 acres), "Rating" (4.7), "Hours" (Mo 6a-9p, Tu 6a-9p, We 6a-9p, Th 6a-9p, Fr 6a-9p, Sa 7a-8p, Su 7a-8p), "Get SniffSpot" (links to App Store and Google Play), and "More Info" (links to Visit Website). Below these modules are sections for "Amenities" (Fenced area, Waste bag dispensers, Shade trees; Water fountains, Seating areas, Separate small dog area) and "Surface" (Grass, Mulch paths). Further down are "Nearby" options like Walking trails, Restrooms, and Parking lot, along with "Reviews" from users Sarah M. and James K. At the bottom of the main content area is a note: "Whether you're planning dog-friendly travel, activities for visitors, or a new puppy - Scout the Asset Hound guides the way." The right side of the screen features a sidebar titled "Local Options" with three cards: "Pawsitive Health Veterinary Clinic" (1.5 mi. away), "Fetch & Friends Pet Supplies" (2.3 mi. away), and "The Barking Brunch Café" (1.1 mi. away). The bottom of the screen has a blue banner with the text "Presented by chewy" and the chewy logo.

- Recommendations
- Photo gallery with slideshow
- Conditional detail modules
 - Contact number
 - Payment requirements
 - Area
 - Rating
 - Hours of operation
 - App download buttons
 - Website
- Clickable ads

Potential

- Crowd-sourced additions
- Sponsorship
- Mascot



Case Study:

A Cheese Discovery Guide



Persona 1

Tonio

Epicurious, 33

Tonio loves cheese but tends to stick to just a few varieties. A man of the world, he's ready to expand his horizons.



Persona 2

Syd

Sensitive Soul, 24

Syd suffers a longstanding intolerance to cow cheese but has decided she wants to explore other options.



Persona 3

Riley

The Entertainer, 47

Riley enjoys entertaining guests and wants to be informed and inclusive when cooking their favorite recipes.



Persona 4

Pete

Substitute Shopper, 56

Pete's spouse has a habit of sending him to the store with weird requests. Today he needs help fulfilling her list.



The Opportunity & User Need

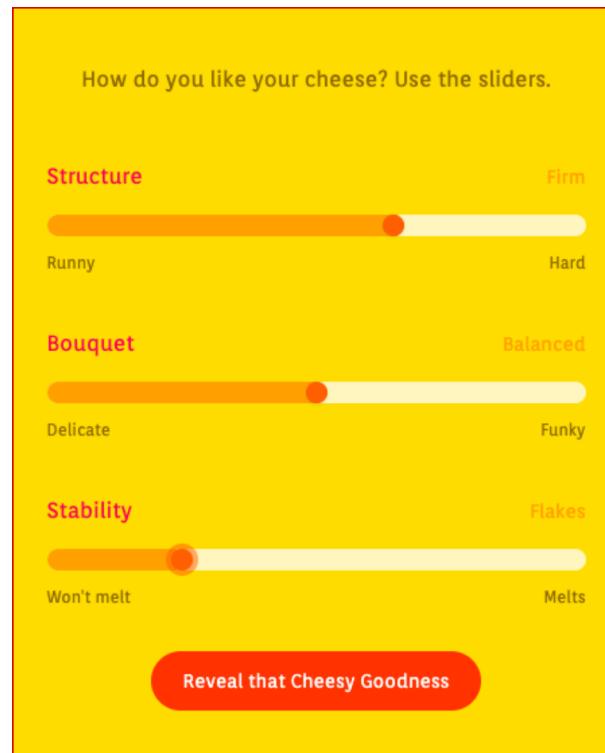
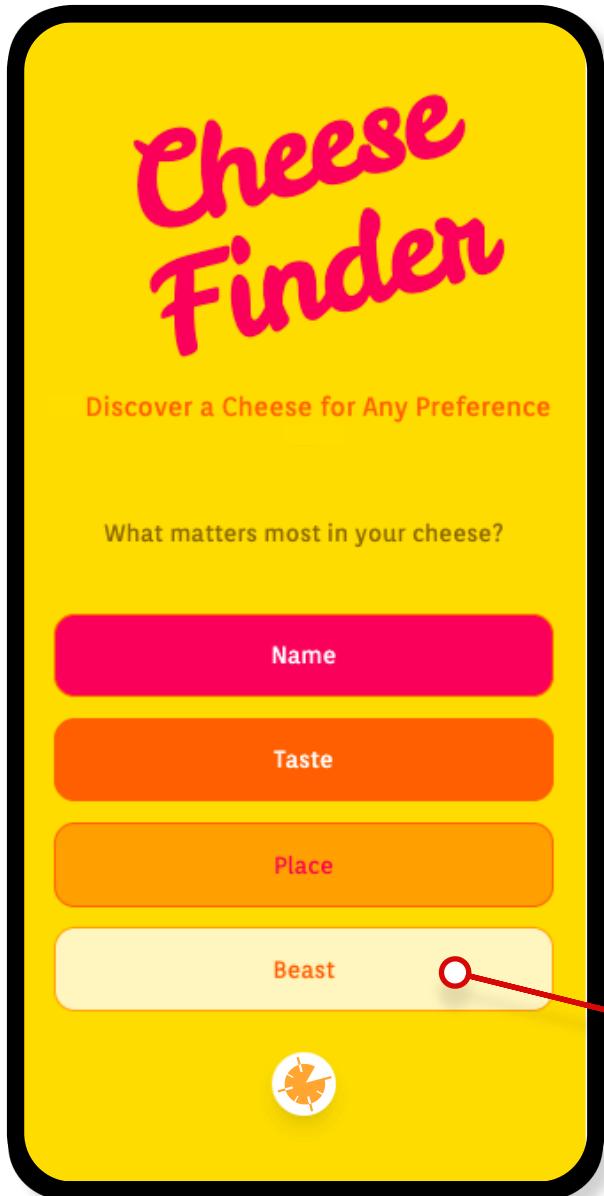
Make cheese expertise accessible to novices and enthusiasts on the go.

Requirements

- Portable
- Filter by milk source
- Find by description
- Share discoveries
- Searchable
- Filter by cuisine
- Find by attributes
- Filter by use
- Find by name
- Substitution guide

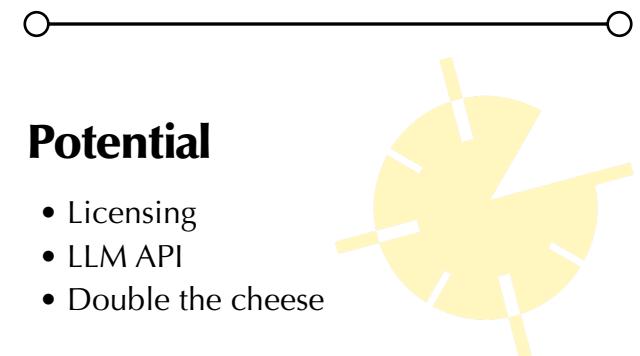
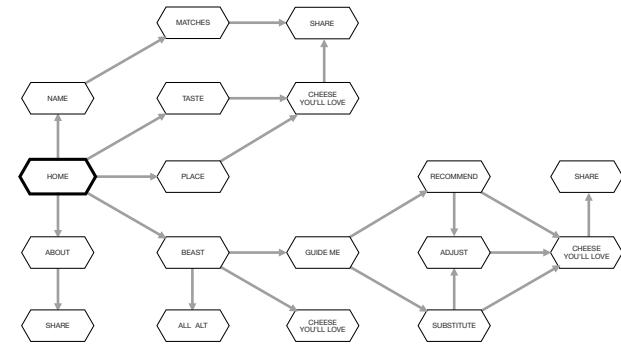
Solution:

A Mobile Web App/PWA



Features

- Responsive layout
- Four discovery paths
- Smart substitution finder with fuzzy matching & progressive tolerance
- Dynamic SEO with auto-updating metadata



- Sheep**
Rich and sweet, high protein
- Goat**
Tangy and earthy, easier to digest
- Blends**
Blended for complexity
- Water Buffalo**
Creamy and elastic
- Yak**
Dense and herbal
- Reindeer**
Extremely rare, intensely rich
- Donkey**
World's rarest, delicate and sweet
- Horse**
Tangy, Central Asian tradition
- Moose**
Ultra-rare, mild and delicate



Comprehensive results:

- Ubiquity
- Milk source
- Flavor profile
- Form
- Meltability
- Funkiness
- Place of origin
- Best use
- Global cheese database
 - 646 cheese varieties
 - 60+ countries
 - 13 milk sources
- Database admin portal
- Share this Cheese pre-coded with template

Korean Mozzarella

Ubiquitous



📍 South Korea 🐄 Cow

Stretchy Korean cheese used in corn dogs and street food. Ultra-melty.

High moisture creates extreme stretch

Flavors

Nutty Sweet

Best For

Cooking Snacking

Slices

Not So Funky

Melty!

*In collaboration with Figma Make

My Roles*

Product Owner — Defined vision, scope, feature requirements & roadmap

UX/Product Designer — Specified mobile-first layout

Visual Designer — Specified design system (typography, color palette)

Database Architect — Curated varieties, regions, sources, form and flavor attributes

Content Strategist — Wrote copy including SEO metadata and sharing template

Feature Designer — Designed four discovery paths, alternative milks filtering logic, progressive substitution algorithm (5-100 degree tolerance)

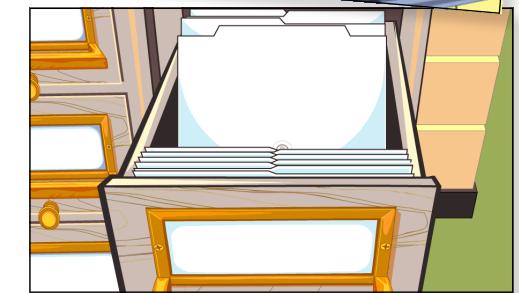
Business Strategist — Evaluated IP licensing strategy vs. public release

More Interface Designs



Illustrated web screens

Look & Feel makeover



Film UI design



Mobile app tracks a training partner's workout

Counts lifts, sets, reps, rest, and progress — with visual and vocal feedback



David Jackson

Career Visual Designer
Seeking Junior UI / UXD

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