



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

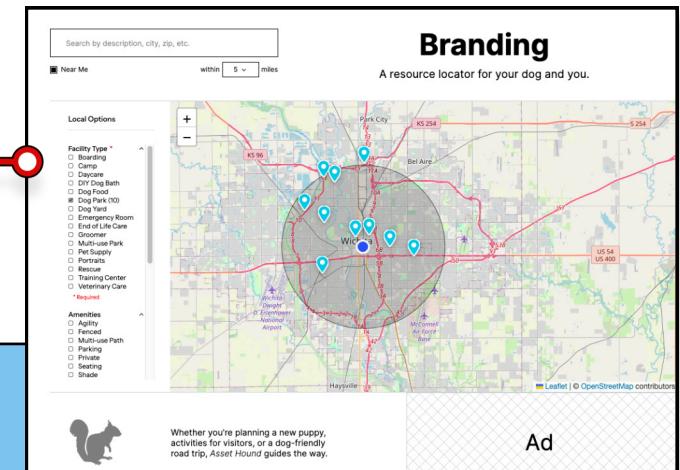
- Mapping
- Suggestions
- Categories
- Reviews
- Filters
- Hours
- Amenities
- Directions
- Alerts
- Photos
- Nearby
- Rating

Solution:

A Website

Responsive design
supports mobile devices

The screenshot shows the Bowser Browser website's responsive design. At the top, there's a search bar and a "Near Me" button with a dropdown for distance. On the left, there are two filter sections: "Category*" and "Amenities". The "Category*" section includes checkboxes for various dog-related facilities and services, with some checked (e.g., Groomer/Salon, Off-leash Park). The "Amenities" section includes checkboxes for dog-friendly amenities like agility parks and shade. A central map of Wichita, Kansas, displays several purple location markers. A red line with circles highlights specific features: the "Near Me" button, the map interface, category filters, and the Chewy logo. Below the map, a tagline reads: "Whether you're planning dog-friendly travel, activities for visitors, or a new puppy – Scout the Asset Hound guides the way."



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

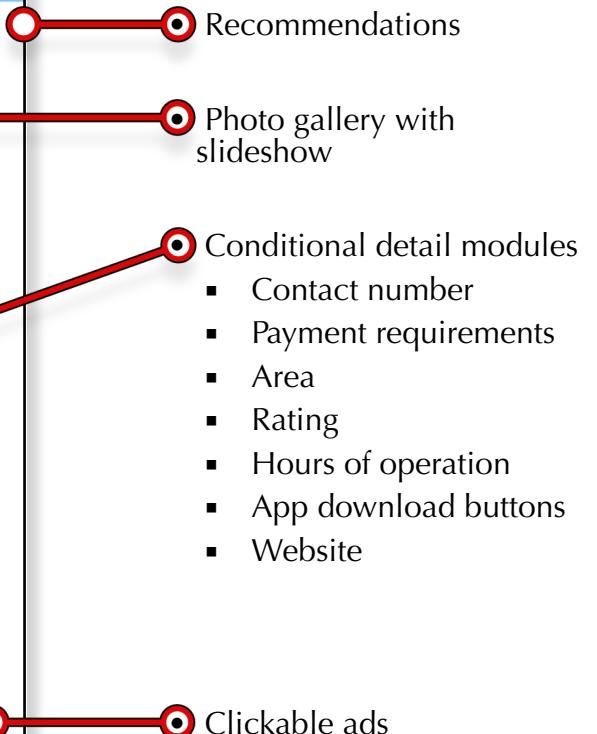
The screenshot shows a detailed location view for "Sunset Paws Dog Park". At the top, there's a search bar with "Near Me" and "within 5 miles" options. Below the search bar, there's a photo of two dogs playing in a park. To the right of the photo, there are two smaller dog photos with a "More..." link. The main content area starts with the location name "Sunset Paws Dog Park" and its address "1234 Meadow Lane, Greenfield, KS 67890". Below the address is a section titled "Amenities" with a list of features like "Fenced area", "Water fountains", and "Shade trees". There's also a "Surface" section listing "Grass" and "Mulch paths". The "Nearby" section lists "Walking trails", "Restrooms", "Parking lot", and "Picnic tables". The "Reviews" section contains two entries with star ratings and dates. To the right of the main content, there's a sidebar titled "Local Options" featuring three businesses: "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). Each business has a photo and a brief description. At the bottom, there are links for "Get SniffSpot" (App Store and Google Play) and "More Info" (Visit Website). A yellow banner at the very bottom says "Whether you're planning dog-friendly travel, activities for visitors, or a new puppy - Scout the Asset Hound guides the way."

API Integrations:

- Overpass
- OpenStreetMap
- Nominatim

API-ready:

- Google Places
- SniffSpot
- BringFido



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

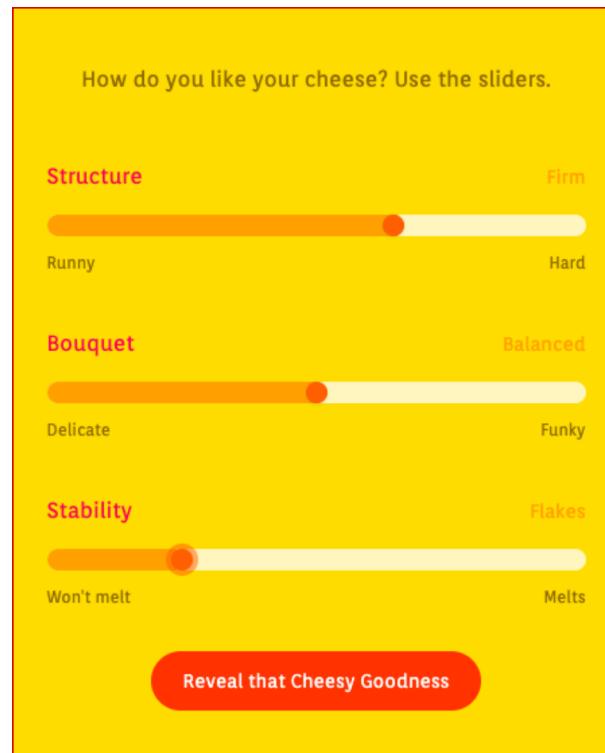
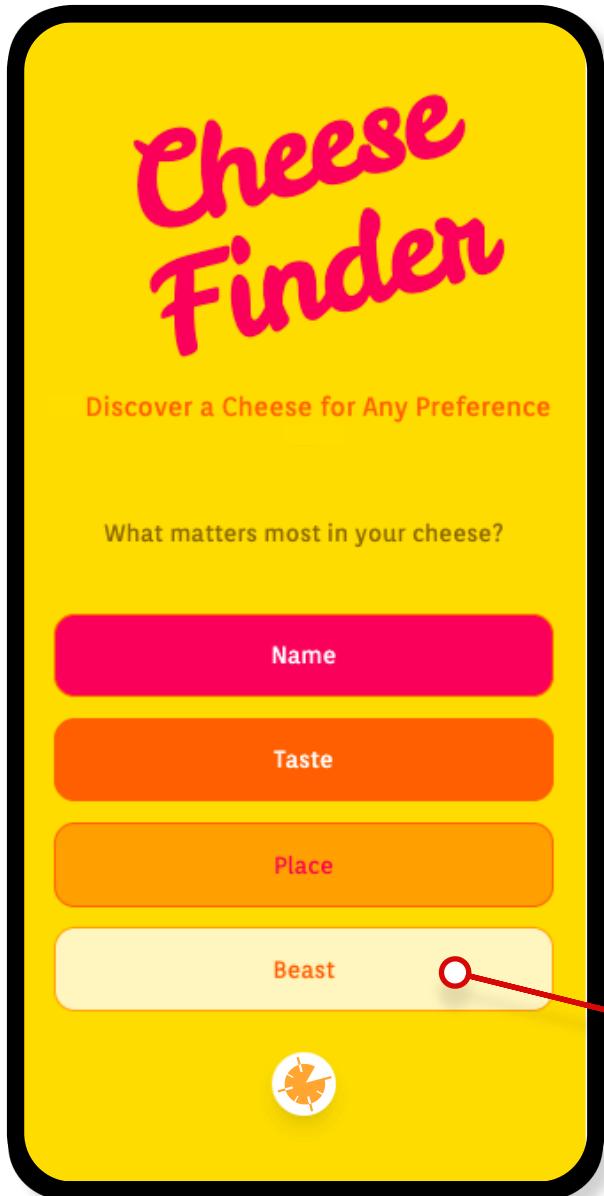
Make cheese expertise accessible to novices and enthusiasts on the go.

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

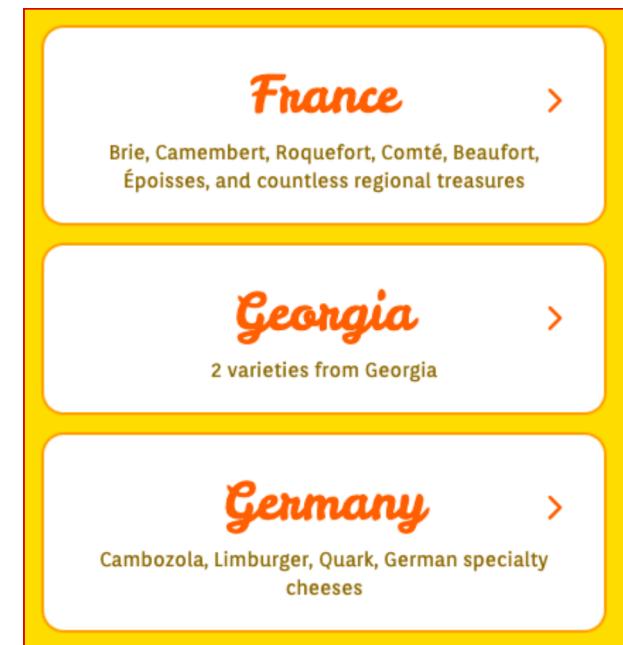
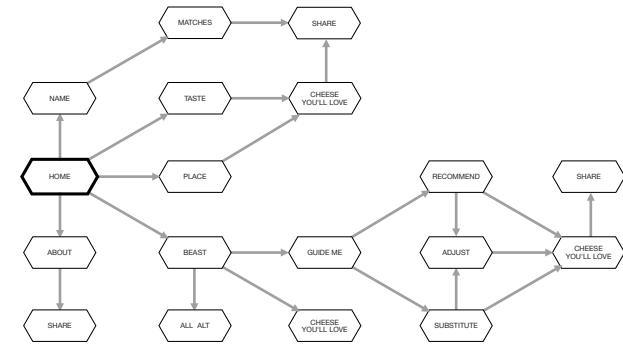
Solution:

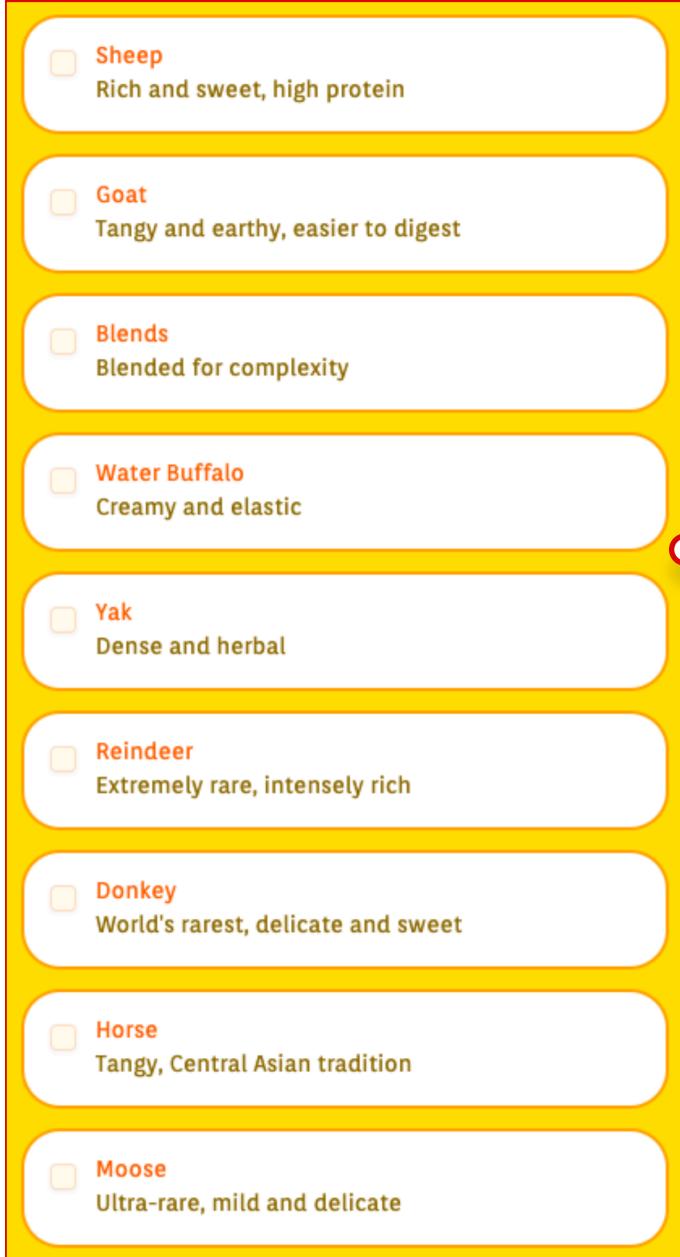
A Mobile Web App/PWA



Features

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





Comprehensive results:

- Ubiquity
- Milk source
- Flavor profile
- Form
- Melatability
- 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

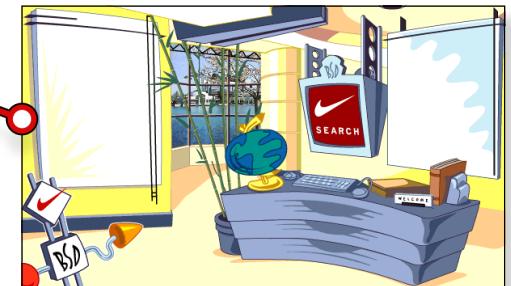


More Interface Designs

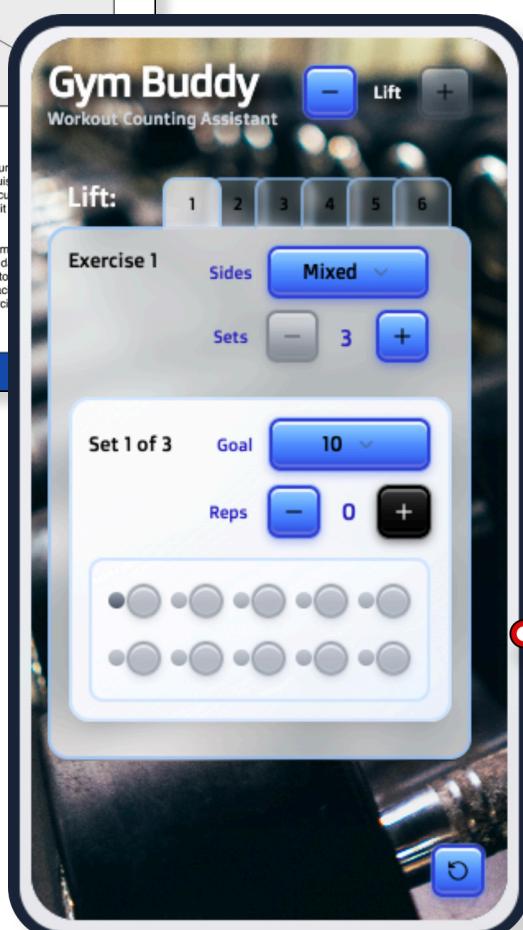


Illustrated web screens

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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