

David Spencer

UX Design Portfolio

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Typography
Layout
Print & Digital
Online marketing



Ethnography
Usability testing
Personas
User journeys

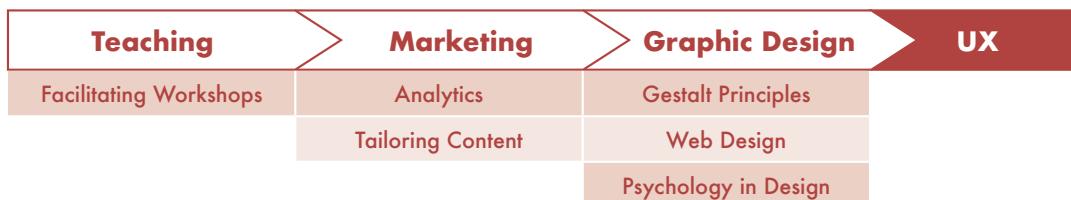


Card sorting
Storyboarding
Wireframing
Prototyping



Github
HTML5
CSS
JavaScript

Acquired Skills Influencing UX



Skills

I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise and I use current design tools to achieve product goals.

Skills developed in my career have been invaluable in helping me execute UX practices, this also demonstrates my thirst for learning and self-improvement and my ability to adapt to challenges.

Case Studies

A brief selection

Gr8ti-tude

App MVP



debugProxy

UI Console



Picasso Museum

IA & Desktop Redesign



Google Merch

Analytics & UX



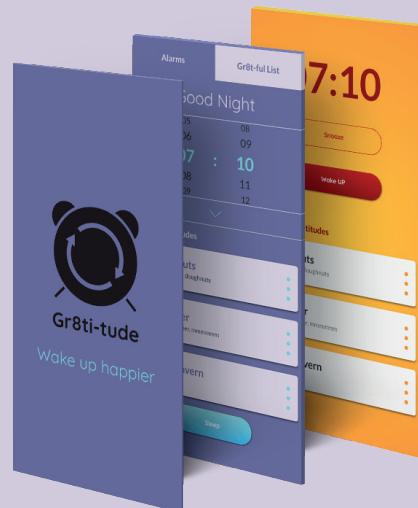
Gr8ti-tude

Challenge

To create an app to help combat Fear of Missing Out (FoMO), using insights from interviews with people who present FoMO and also research from behavioural scientists. The timeline for the project was approximately a month.

What I did

- Secondary Research
- User interviews
- Personas
- Storyboarding
- Lo-Fi & Hi-Fi wireframing
- InVision prototyping
- Branding & logo design
- User flows
- UX/UI design



Gr8ti-tude

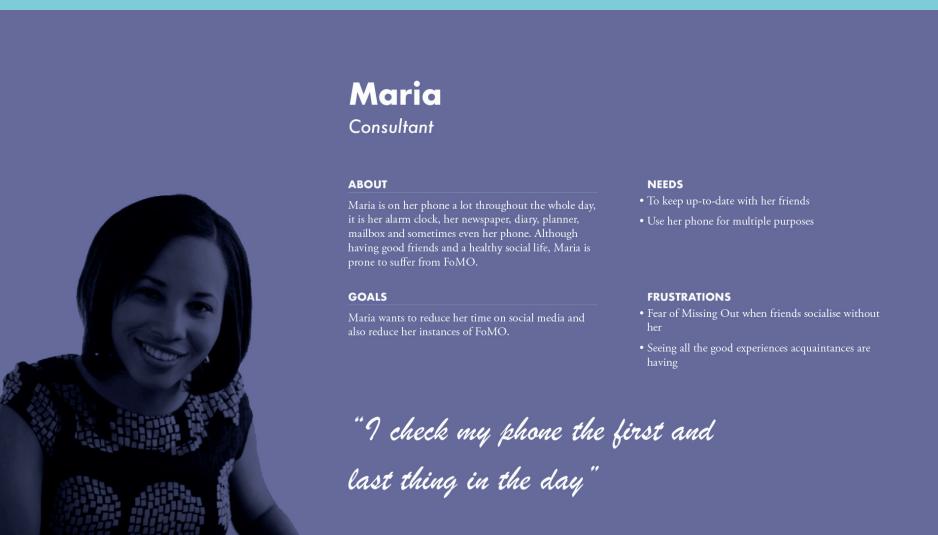
Wake up happier

An alarm clock that combats FoMO and improves your happiness.

Defining & Designing

To find the problem statement I interviewed people who suffer from FoMO to find patterns in behaviour and shared painpoints.

Focusing on the user in a scenario I developed storyboards to address the problem statement and mapped out user flows to realise a solution.



Maria
Consultant

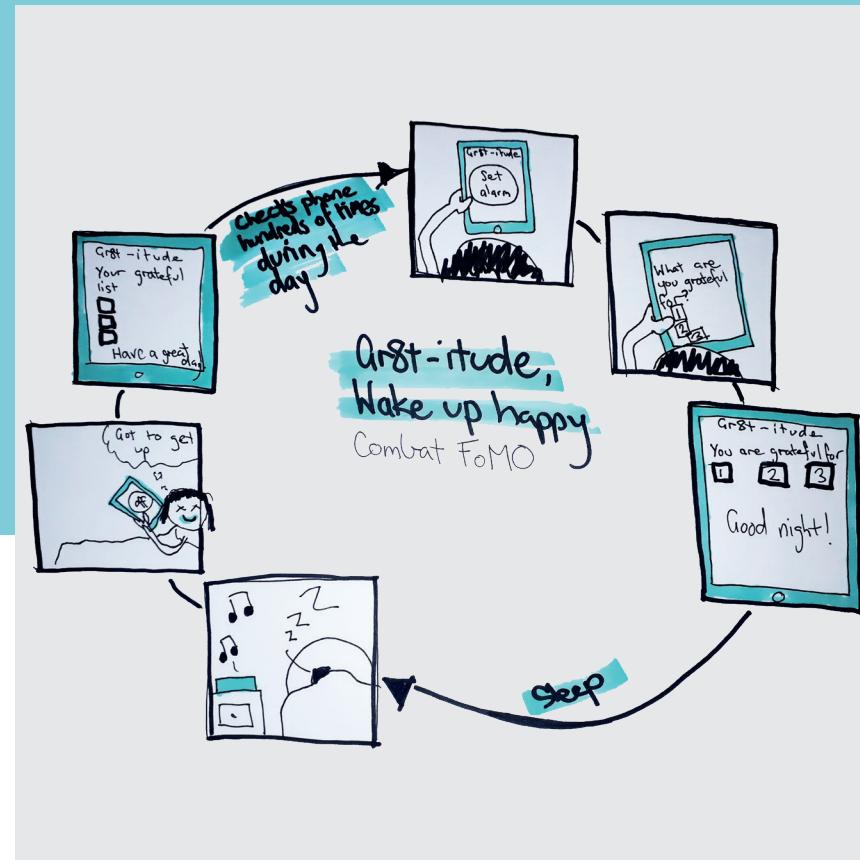
ABOUT
Maria is on her phone a lot throughout the whole day. It is her alarm clock, her newspaper, diary, planner, mailbox and sometimes even her phone. Although having good friends and a healthy social life, Maria is prone to suffer from FoMO.

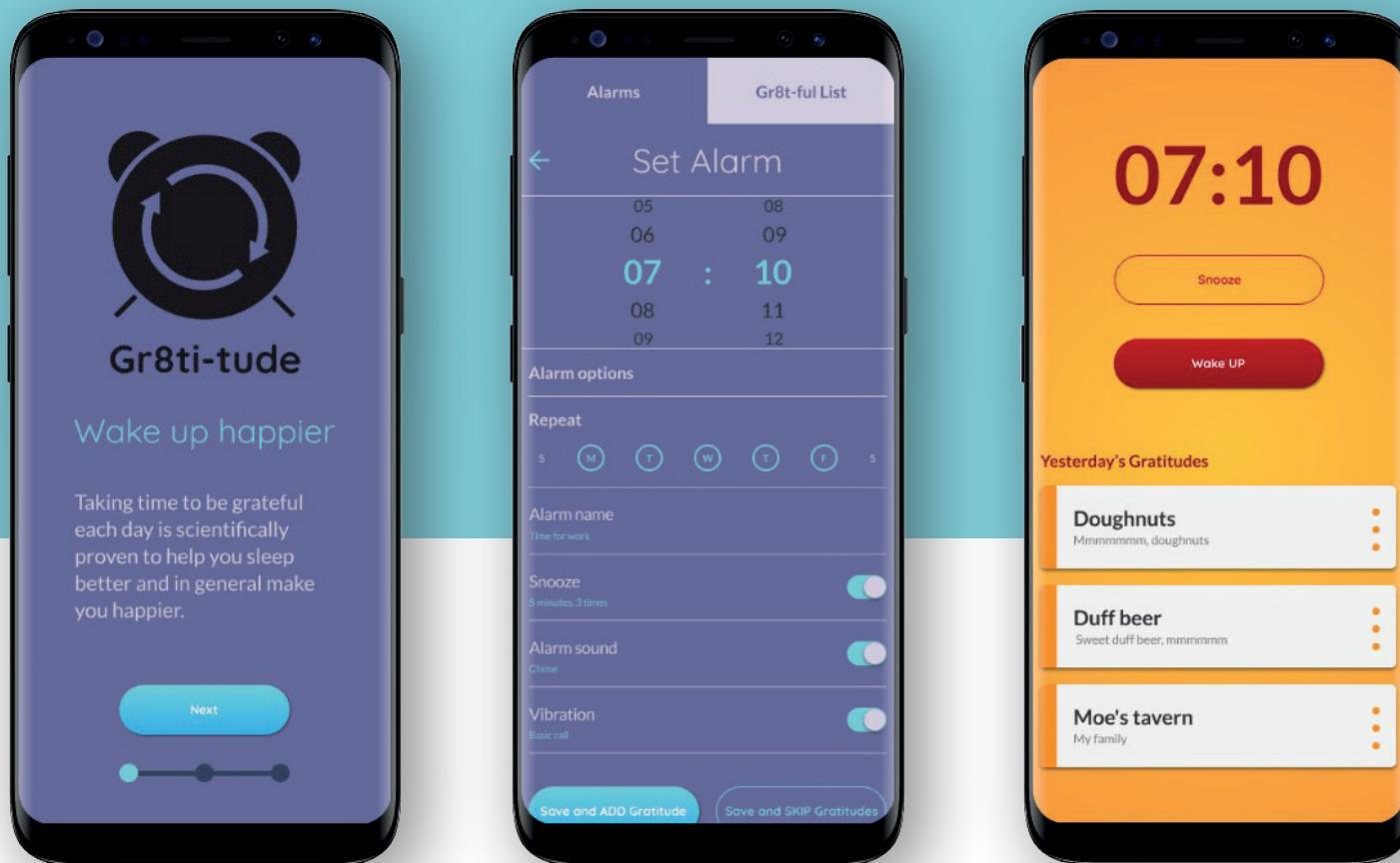
GOALS
Maria wants to reduce her time on social media and also reduce her instances of FoMO.

"I check my phone the first and last thing in the day"

Problem statement:

Maria, who feels sad about missing out on experiences (FoMO), needs to feel happier without deleting her social media accounts.





Gr8ti-tude

Outcomes & Learnings

Gr8ti-tude is a self-help alarm clock to help combat FOMO in an ever increasingly connected world.

The alarm is a trigger (Hooked model) to help the user form a positive habit, a tiny new behaviour.

It was important to give the user a sense of empowerment like the ability to skip; Reactance.

Next steps would be to test this MVP on users to refine the UI and also to look into other features such as happiness monitoring and image uploads to add to the gratitudes.

[Lo-Fi Clickable Wireframe](#)

[Hi-Fi Clickable Wireframe](#)

debugProxy

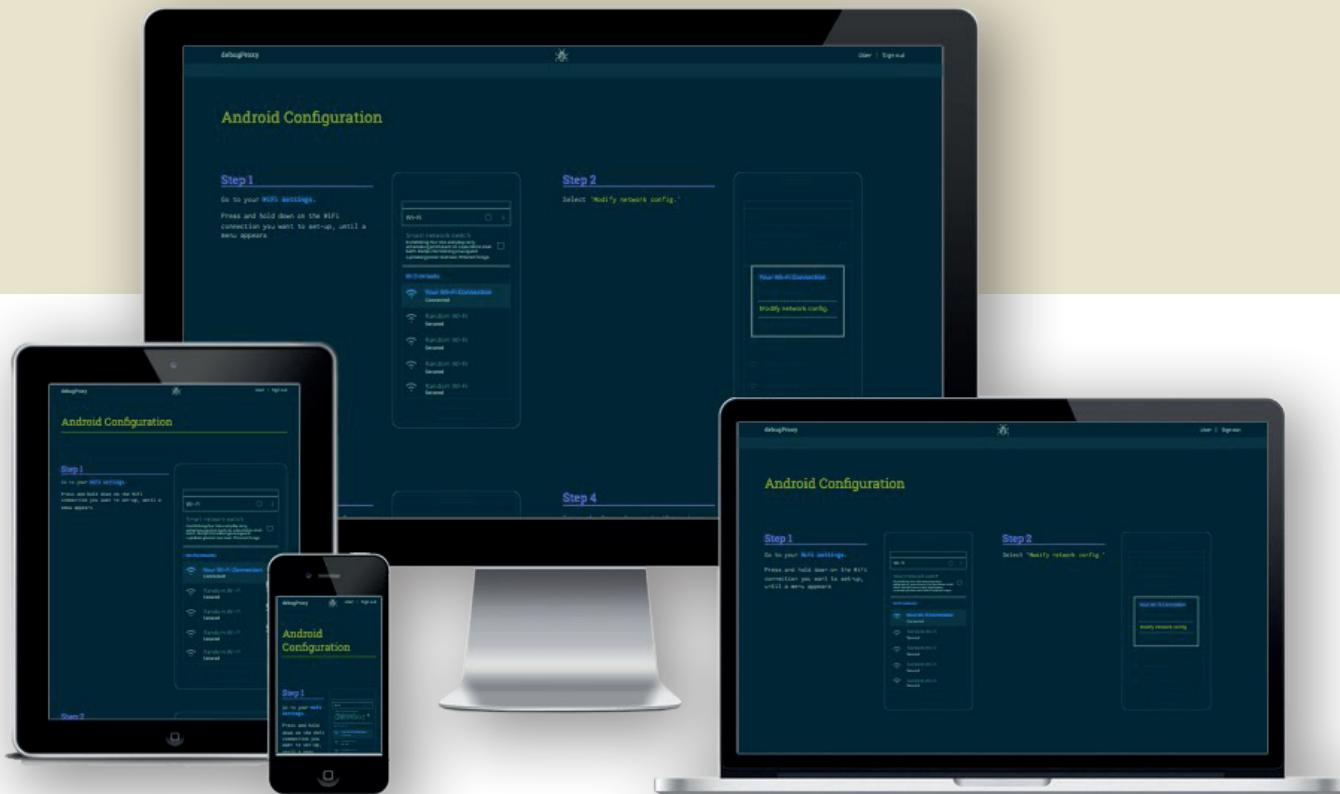
Challenge

To create a web interface that allows you to view, pause and modify network traffic sent through a proxy server.

A collaboration with a software engineer, debugProxy is a HTTP/S proxy server that can be used by any device that supports using HTTP Proxy servers.

What I did

- Graphic design
- Branding
- Logo design
- SVG animation
- Web design
- UI design



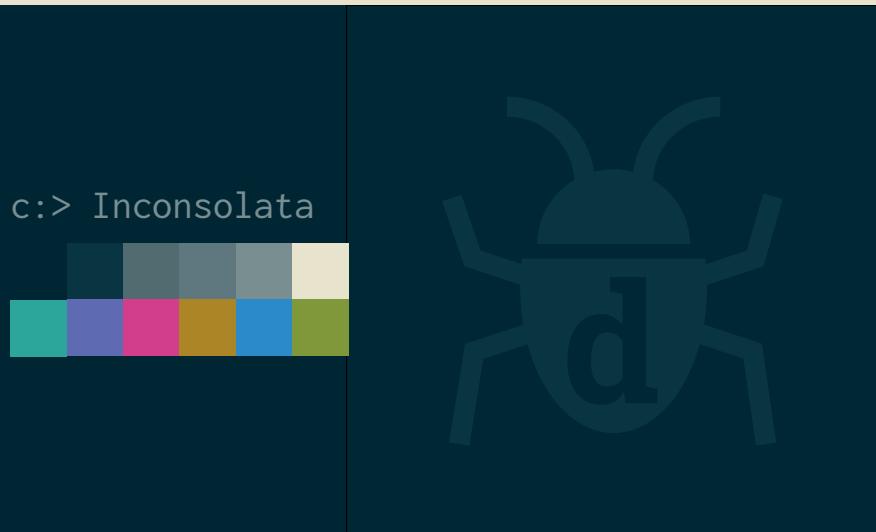
Case Study
Two
UI Console

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User Focused Design

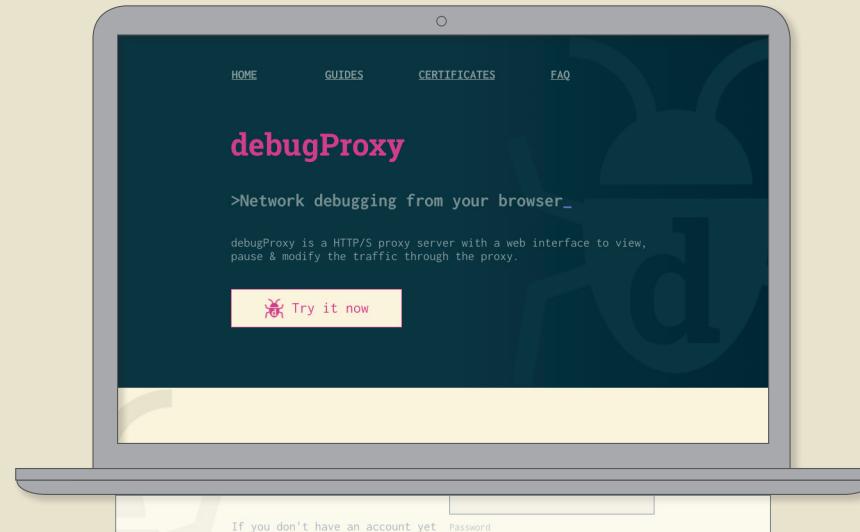
The design resembles a command line interface and text editors used for programming through the use of colour and typography.

The colour scheme is called Solaris and the main typeface is Inconsolata, a monospaced font designed for code.



Solaris Colour Scheme

The solaris colour scheme is a favourite of developers and was designed by Ethan Schoonover.



About

debugProxy is a HTTP/S hosted proxy server that lets you interact with the traffic you pass through it, using a web based dashboard.

This means, for example, you can use the browser on your desktop or tablet to view the traffic being sent from apps on your mobile phone to the Internet.

debugProxy can intercept HTTPS and HTTP2 traffic by acting as a Certificate Authority and issuing certificates on-the-fly.

For a quick demonstration there are some videos. Below is a screen shot of the web dashboard.

Case Study
Two
UI Console

www.davidspencer.design

debugProxy

Outcomes & Learnings

I designed the UI to make a complex process intuitive for the user.

I broke the different parts of the process into components and unified the components using gestalt principles (laws of proximity, common region, focus and similarity).

A big challenge in designing the debugProxy console was to learn about HTTP/S protocols and proxy servers, in able to design a way to control these processes with a GUI console.

www.debugproxy.com

The screenshot shows the debugProxy application interface. At the top, there's a navigation bar with links for Home, Guides, Certificates, and FAQ. The main header displays the URL `iervj:nlhqq@debugproxy.com:8080` and the user `Davidjspencer@gmail.com | Sign out`. A status indicator shows "Connected".

The interface is divided into several sections:

- Intercepts:** A circular button with a play/pause icon, a dropdown menu labeled "age", and a red "X" button.
- Request Progress:** A timeline showing the progression from Request to Response, with three circular markers indicating the current state.
- Request List:** A table showing five requests. The first request is highlighted in yellow and has a "waiting" status. Other requests show status codes [200], [301], [301], and [301].

Method	URL	Status
!GET	http://www.theage.com.au/	waiting
GET	http://www.example.com/	[200]
GET	http://www.theage.com.au/	[301]
GET	http://www.theage.com.au/	[301]
GET	http://www.theage.com.au/	[301]
- Request Details:** A panel showing the request details for the selected entry. It includes tabs for Overview, Request, and Response, with the Request tab currently active. The Request tab displays the following headers:

```
Host www.theage.com.au
Proxy-Authorization Basic aWVydmo6bmxcXE=
User-Agent curl/7.54.0
Accept /*
Proxy-Connection Keep-Alive
X-Forwarded-For 89.130.202.35
Connection close
```
- Add Header:** A section for adding new headers.
- Load Request Data:** A button at the bottom of the Request Details panel.

Picasso Museum

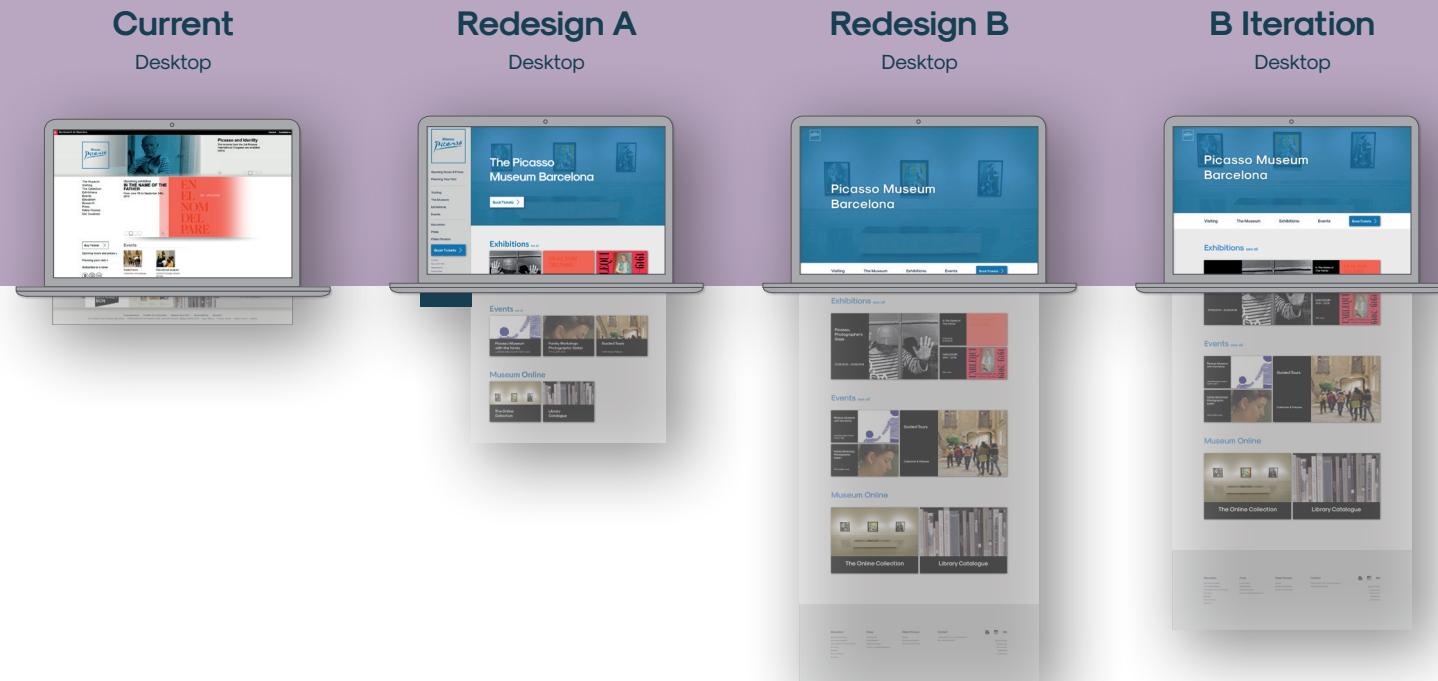
Challenge

To choose an existing website and simulate integrating lean UX into an agile environment by creating a roadmap for a 2 week sprint to improve the information architecture.

These findings were then used to create and iterate a redesign.

What I did

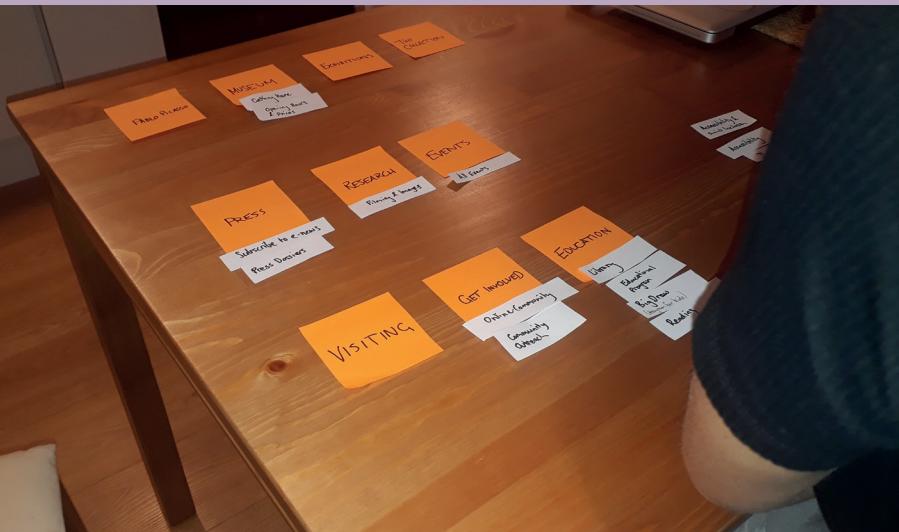
- Roadmap
- Card sorts
- Usability testing
- Lo-Fi & Hi-Fi wireframing
- UX design



Card Sorts & Usability Testing

The sample size of the card sort was limited to three people due to the time constraints of the 2 week sprint.

Usability test showed the need for a redesign to fix a lot of broken links and to make the CTA more accessible for the user.



Card Sort

The results of the card sort reduced the menu items from 84 to 65 items.

Picasso Museum

Outcomes & Learnings

I created two versions for the redesign, a conservative approach similar to the current and something a little different.

Both versions were designed to increase ticket sales by making the CTA more prominent and always available.

Because this was an unofficial case study, limitations of this lean UX process were assumptions of metrics as a base for the hypothesis.

This study was also limited to desktop only.

The image displays two wireframe prototypes of the Picasso Museum website, showing different design approaches for the homepage. Both prototypes include the following annotations:

- Logo home link (points to the logo in the top left corner)
- Quick links (points to the 'Opening Hours & Prices' and 'Planning Your Visit' links in the main menu)
- Main menu chunked for easier scanning (points to the main navigation bar with categories like Visiting, The Museum, Exhibitions, Events, and Book Tickets)
- CTA 'Book Tickets' always displayed (points to the 'Book Tickets' button in the sidebar and the top right corner of the main content area)
- Lesser menu items (points to the 'Education' and 'Press' sections in the sidebar)
- Separate scroll from main page (points to the 'Museum Online' section at the bottom of the sidebar)
- Separate scroll from menu section (points to the 'Events' and 'Exhibitions' sections in the main content area)
- Link to All Exhibitions (points to the 'see all' link next to the 'Exhibitions' heading)
- Card item (points to one of the exhibition cards, specifically 'In The Name of The Father')
- Link to All Events (points to the 'see all' link next to the 'Events' heading)
- Main menu (points to the main navigation bar at the top of the second prototype)
- CTA always displayed (points to the 'Book Tickets' button in the main content area of the second prototype)
- Sections clearly identifiable (points to the clear separation between Exhibitions, Events, and Museum Online sections)
- Footer with less important links, according to the usability tests (points to the footer area which contains links like Education, Press, and Contact, along with social media icons)

Google Merch

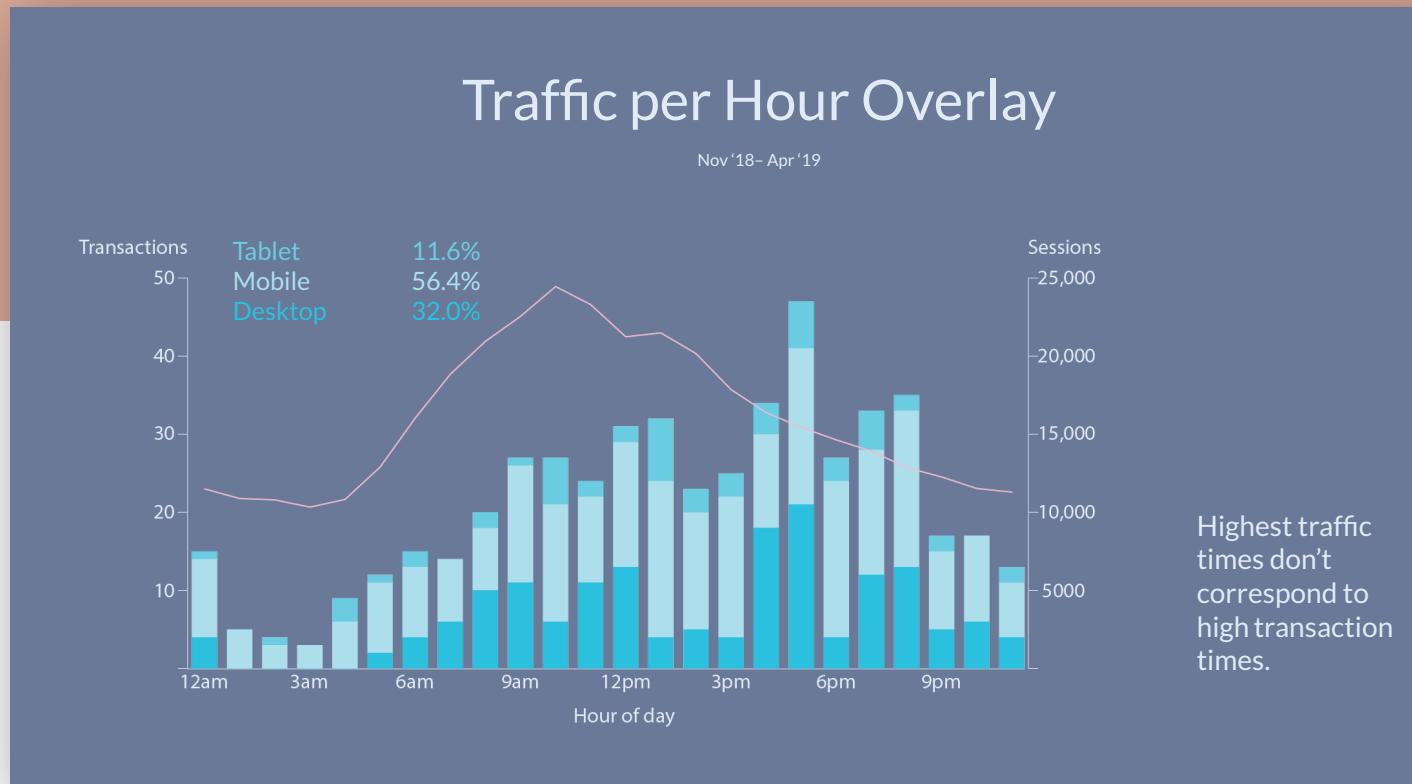
Challenge

A case study of the Google Merchandise Store using qualitative and quantitative research to improve the e-Commerce website. The timeframe of this project was 2 weeks.

The quantitative data used is from the e-commerce site's Google Analytics, which is available to everyone.

What I did

- Quantitative research: Google Analytics
- Qualitative research: usability tests
- Data visualisation
- UX writing
- UX design



Quant Informing Qual

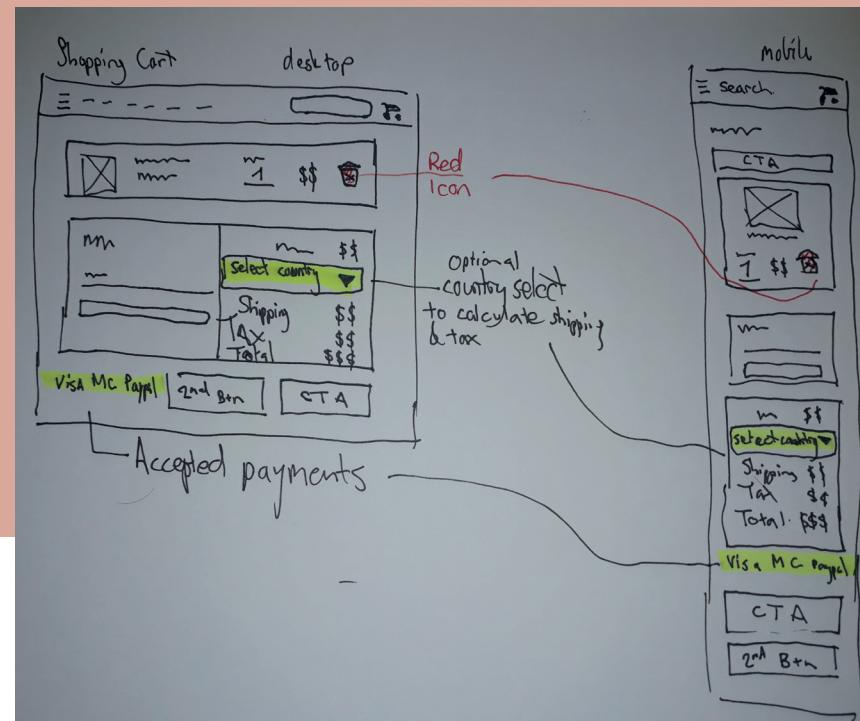
After distilling the Google Analytics data, it was clear that check-out abandonment was too high at 96.11%.

I designed the usability tests to discover how this could be improved and also to find other areas in need of attention.



Unexpected findings

For a Google site I was surprised to uncover broken links, inconsistent button design and confusing copy.



Google Merch

Outcomes & Learnings

I redesigned the shopping cart to reduce the check-out drop-offs and increase user satisfaction with the check-out process.

Payment options are displayed upfront, the proper affordance is given to the 'Calculate Shipping' button (none of the users tested saw this button in its current form) and a 'Guest Check-out' option is also included to improve the shopping experience and reduce drop-offs.

This was an unofficial case study based on real data, with the suggested changes I would expect check-out drop-offs to reduce by 20%.

The screenshot shows the Google Merchandise Store shopping cart page. A red circle highlights the 'Quantity' input field, with an arrow pointing to the text 'Colour indicates action'. Another red circle highlights the 'ESTIMATE SHIPPING & TAX' button, with an arrow pointing to the text 'Check shipping costs styled as a button'. A third red circle highlights the payment method icons (MasterCard and VISA), with an arrow pointing to the text 'Display available payment options upfront'. At the bottom, there are two buttons: 'CONTINUE SHOPPING' (grey) and 'CONTINUE TO CHECKOUT' (blue).

Thank you

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