David Spencer

UX Design Portfolio

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Typography & layout
Print design
Digital marketing collateral
Online marketing

Git
HTML
CSS
JavaScript

Ethnography
Usability testing
Personas
User journeys

Card sorts
Storyboarding
Wireframing
Lo-fi & Hi-fi prototyping

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.

Acquired Skills Influencing UX

Teaching	Marketing	Graphic Design	UX
Facilitating Workshops	Analytics	Gestalt Principles	
	Tailoring Content	Web Design	
		Psychology in Design	

Case Studies

A brief selection

Gr8ti-tude

App MVP

debugProxy

UI Console

Picasso Museum

IA & Desktop Redesign

Gr8ti-tude

Gr8ti-tude

Wake up happier

An alarm clock that combats FoMO and improves your happiness.

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
- User flows
- UX/UI design

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.

NEEDS
• To keep up-to-date with her friends
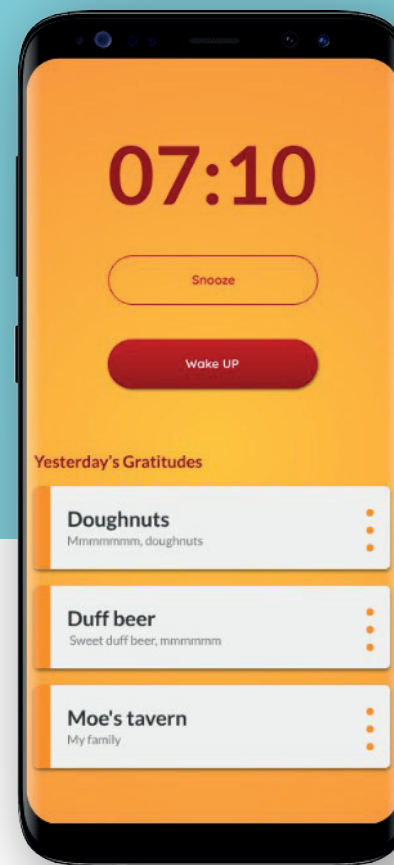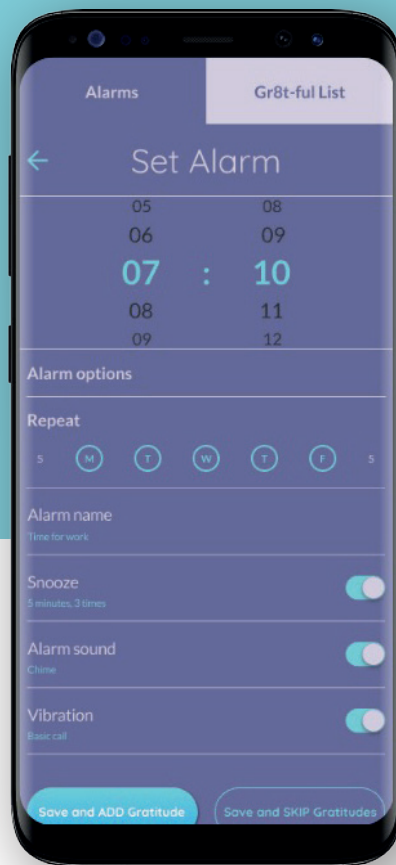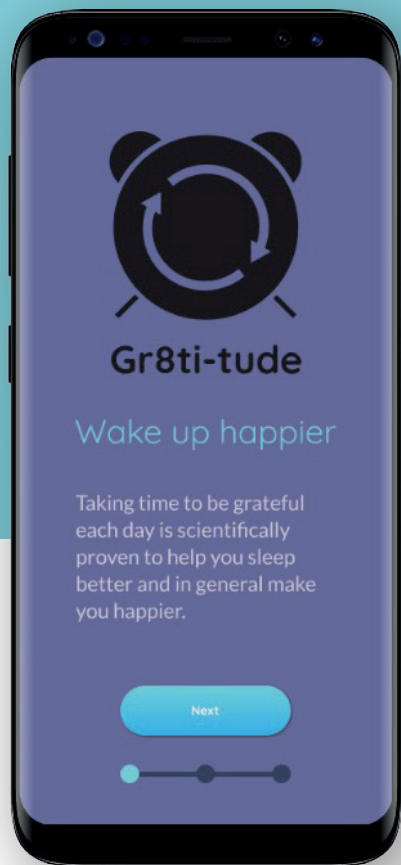• Use her phone for multiple purposes

FRUSTRATIONS
• Fear of Missing Out when friends socialise without her
• Seeing all the good experiences acquaintances are having

"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

Gr8ti-tude

Wake up happier

Taking time to be grateful each day is scientifically proven to help you sleep better and in general make you happier.

Next

Alarms   Gr8t-ful List

Set Alarm

05   08
06   09
07   :   10
08   11
09   12

Alarm options

Repeat

S   M   T   W   T   F   S

Alarm name
Time for work

Snooze
5 minutes, 3 times

Alarm sound
Chime

Vibration
Basic call

Save and ADD Gratitude   Save and SKIP Gratitudes

07:10

Snooze

Wake UP

Yesterday's Gratitudes

Doughnuts
Mmmmmmmm, doughnuts

Duff beer
Sweet duff beer, mmmmmmm

Moe's tavern
My family

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.
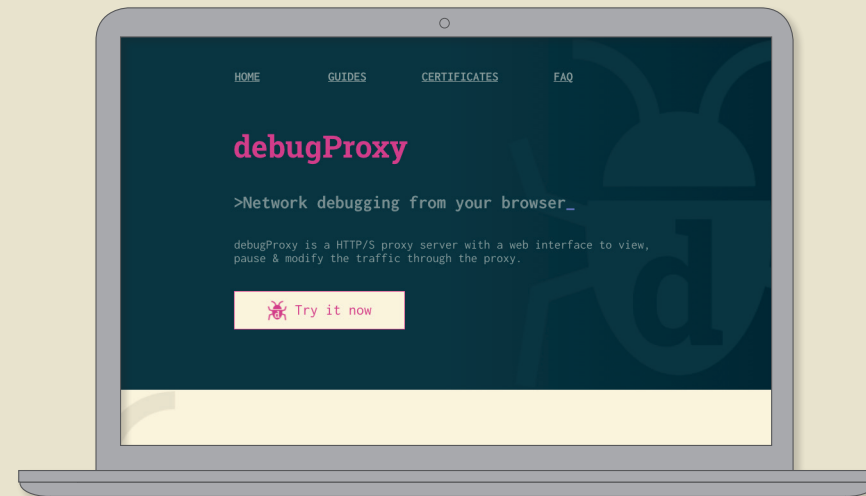
What I did

- Graphic design
- Branding
- Logo design
- SVG animation
- Web design
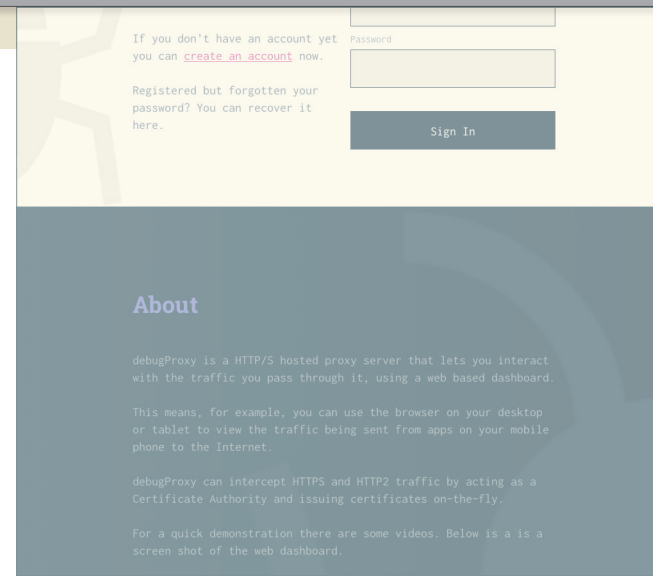- UI design
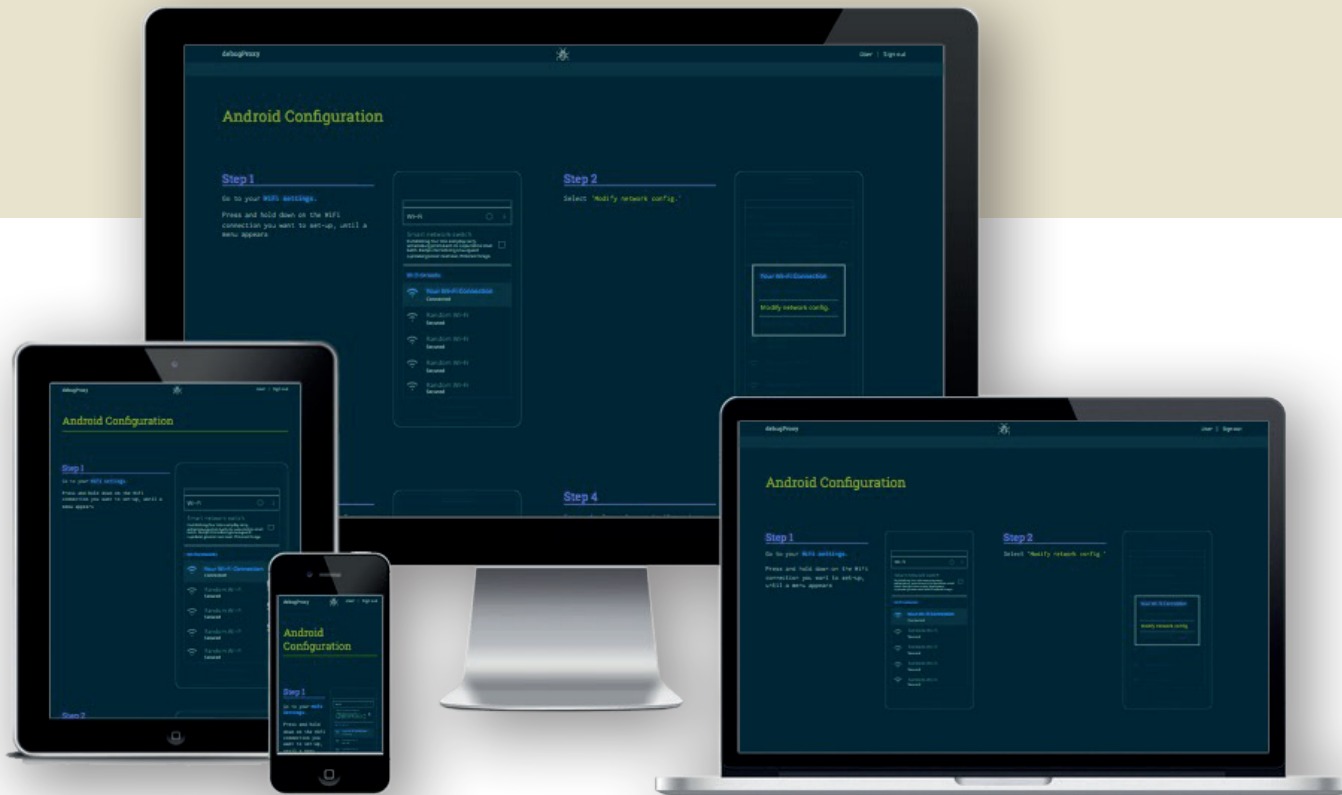
User Focused Design

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.

c:> Inconsolata

debugProxy

>Network debugging from your browser_

debugProxy is a HTTP/S proxy server with a web interface to view, pause & modify the traffic through the proxy.

🐞 Try it now

If you don't have an account yet you can create an account now.

Password

Registered but forgotten your password? You can recover it here.

Sign In

Solaris Colour Scheme

The soloris 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 is a screen shot of the web dashboard.
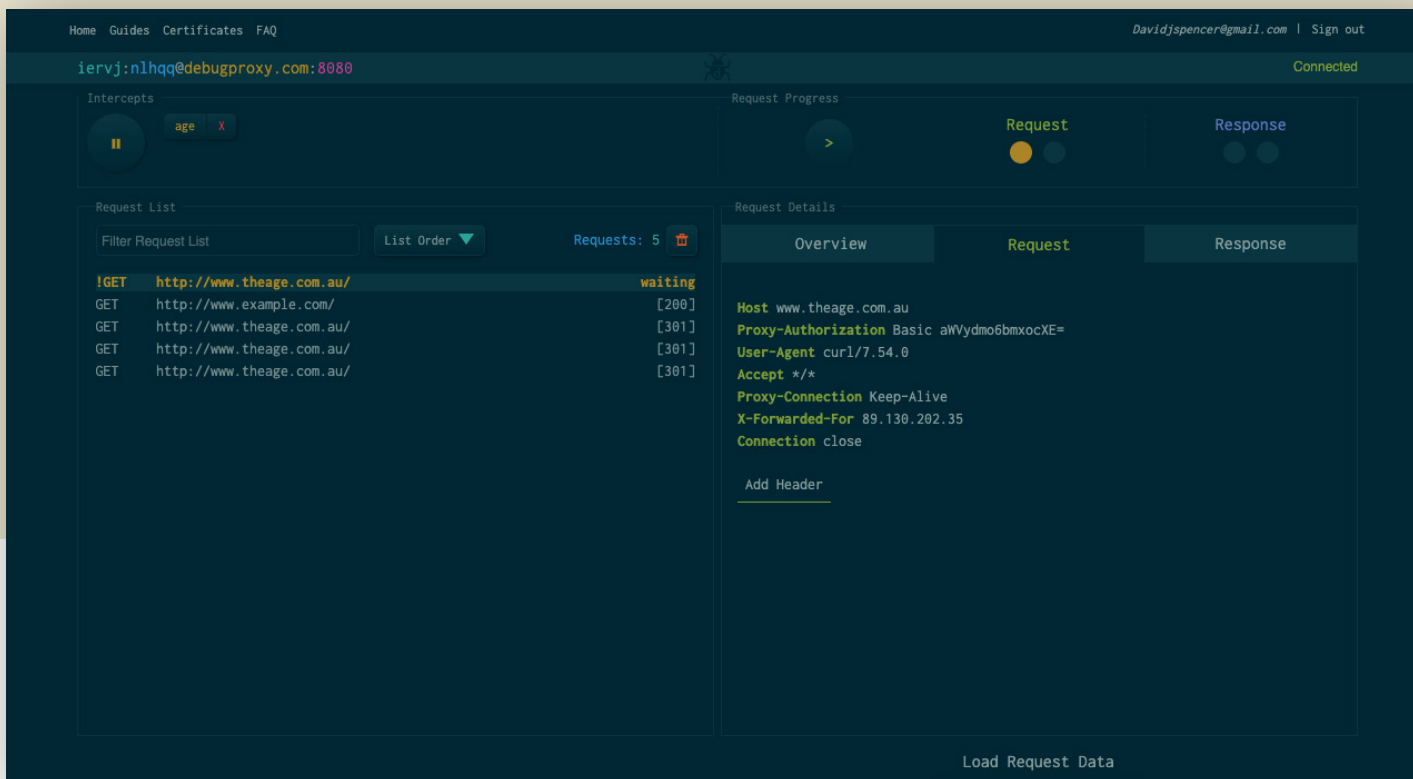
debugProxy

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

Case Study
Two
UI Console

www.davidspencer.design

Picasso Museum

Current
Desktop

Redesign A
Desktop

Redesign B
Desktop

B Iteration
Desktop

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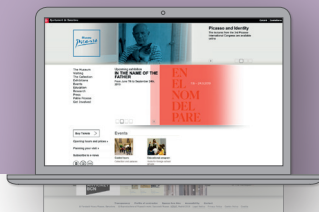
These findings were then used to create and iterate a redesign.

What I did

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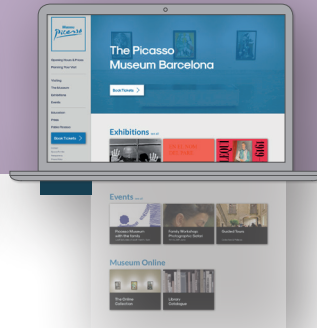- Usability testing
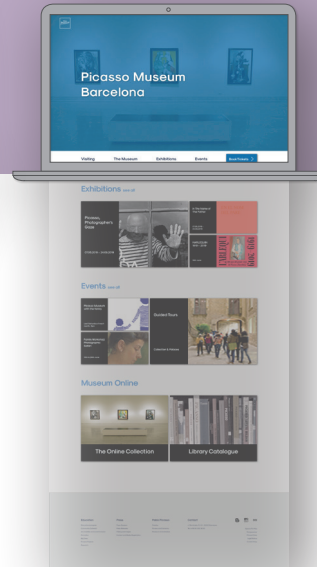- Lo-Fi & Hi-Fi wireframing
- UX design

Card Sorts & Usability Testing
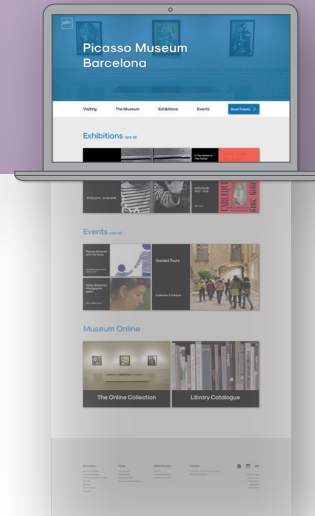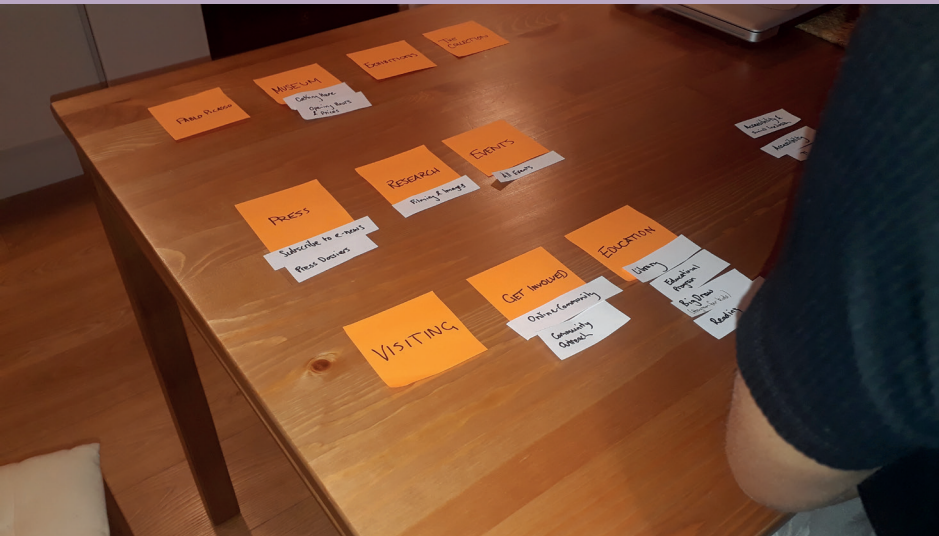
The sample size of the card sort was limited to three people due to the time constraints of the 2 week sprint.

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 Barcelona

Visiting   The Museum   Exhibitions   Events   Book Tickets

Plan your visit
Opening hours and prices
Getting here
Guided tours
Visits for groups
Virtual tours
Accessibility

see all

In The Name of
The Father   EN EL NOM
DEL PARE
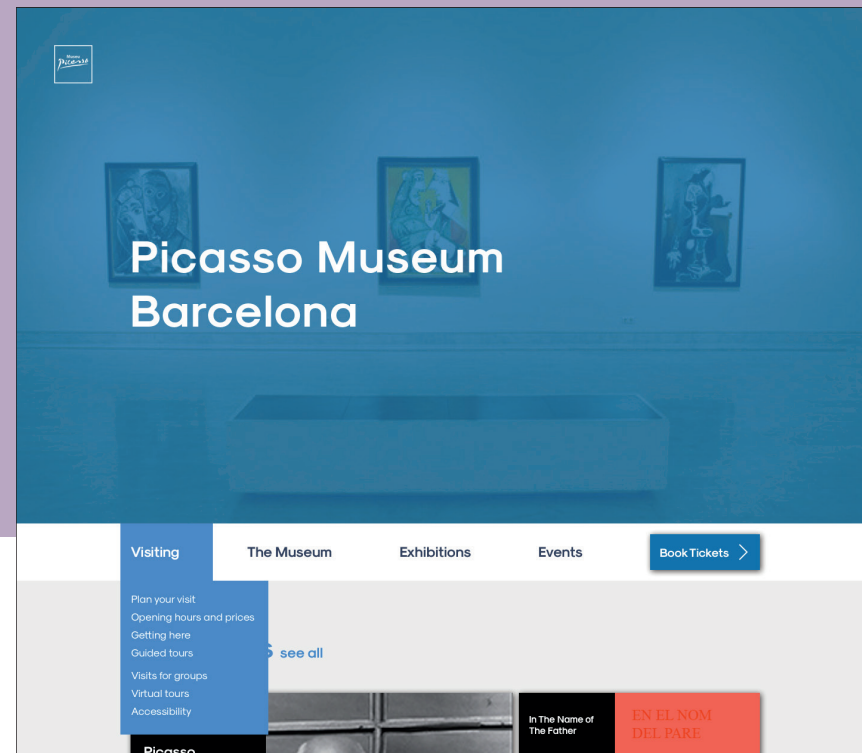
Picasso,

Picasso Museum

Outcomes & Learnings

I created two versions for the redesign, a conservative approach similar to the current and something a little different.
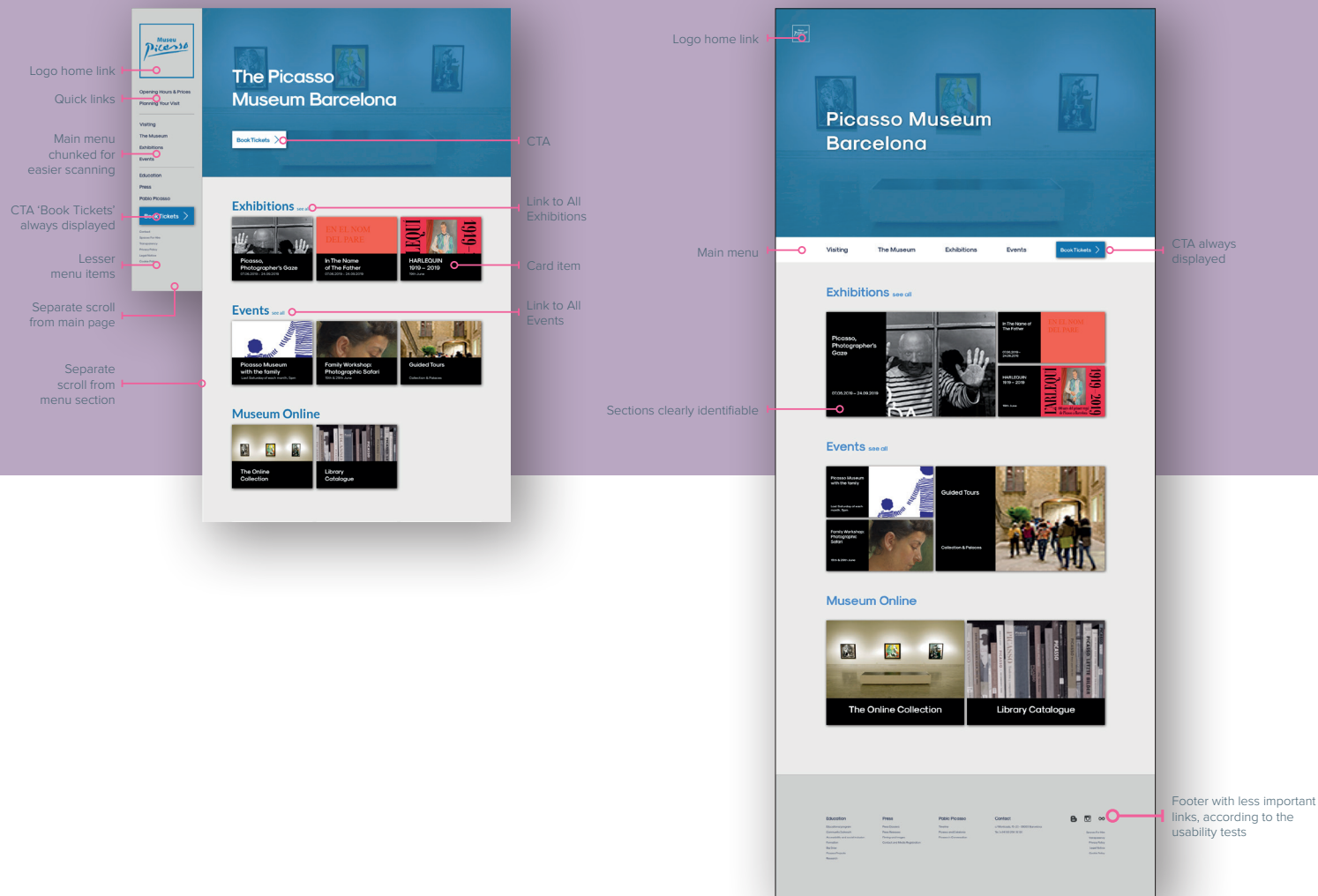
Both versions were designed to increase ticket sales by making the CTA more prominent and always available.

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.

Annotations (left mockup):
- Logo home link
- Quick links
- Main menu chunked for easier scanning
- CTA 'Book Tickets' always displayed
- Lesser menu items
- Separate scroll from main page
- Separate scroll from menu section
- CTA
- Link to All Exhibitions
- Card item
- Link to All Events

Annotations (right mockup):
- Logo home link
- Main menu
- Sections clearly identifiable
- CTA always displayed
- Footer with less important links, according to the usability tests

Mockup text:
- The Picasso Museum Barcelona
- Book Tickets
- Exhibitions see all
- Picasso, Photographer's Gaze
- In The Name of The Father
- HARLEQUIN 1919 – 2019
- Events see all
- Picasso Museum with the family
- Family Workshop: Photographic Safari
- Guided Tours
- Museum Online
- The Online Collection
- Library Catalogue

- Picasso Museum Barcelona
- Visiting   The Museum   Exhibitions   Events   Book Tickets

Thank you

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