

Portfolio

PRODUCT DESIGNER



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PHONE (925)899-0490

Audrey Mackey

Audrey is a designer with the desire to bridge the gap between UX/UI design & development. They treat product design like a puzzle to be solved: equal parts critical thinking and creative solutions.

CONTACT

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REFERENCES

References will be provided upon request.

WORK EXPERIENCE

GWENNE WILCOX

Los Angeles, CA (Remote)

Freelance Web Designer

September 2021 - May 2022

- Collaborated with Gwennie to rebuild her website. Translated mock-ups and wireframes into class landing pages.
- Maintained design consistency throughout Gwennie's website, promotional materials, newsletters, and billing forms.
- Created promotional material and formatted digital newsletters for Gwennie's brand-building workshop "Branding on the Beach."

WHOLE FOODS MARKET

Portland, OR

Store Support

September 2022 - Current

- Developed a robust understanding of WFM's customer base and predicted issues before they were elevated to management.
- Built strong relationships with management and took up additional responsibility to assist with maintaining team health and morale.

SKILLS

DESIGN

Desktop/Mobile UI
Prototyping
Design Systems
Visual Programming

COMMUNICATION

Project Management
Team Collaboration &
Co-Creation

SOFTWARE

Figma
Photoshop
InDesign
Github

CODING LANGUAGES

HTML
CSS/SCSS
Javascript

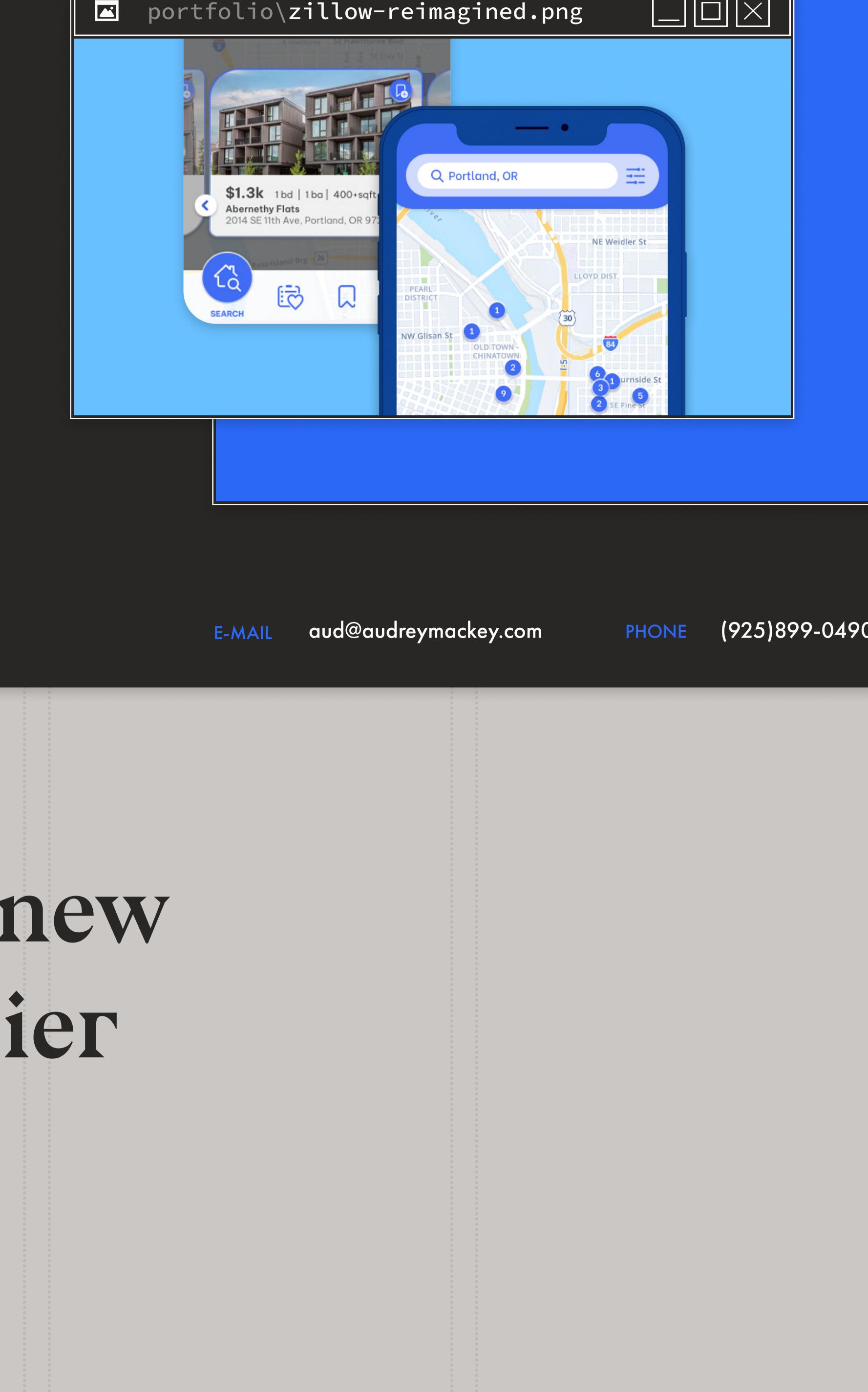
PROJECT 01

Reimagining Zillow Rentals

Zillow offers an on-demand service for renting, buying, selling, and financing real estate. The Zillow Group has many affiliate brands, but for this project I have zeroed in on the rentals side of Zillow. My objective was to reimagine the Zillow app interface to improve its visual hierarchy, and implement features that would further individualize a user's rental-finding experience.

FOCUS Case Study
UX/UI Design
Prototyping

TOOLS Figma



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OVERVIEW

“ We’re continually looking for new ways to make it radically easier for people to move. ”

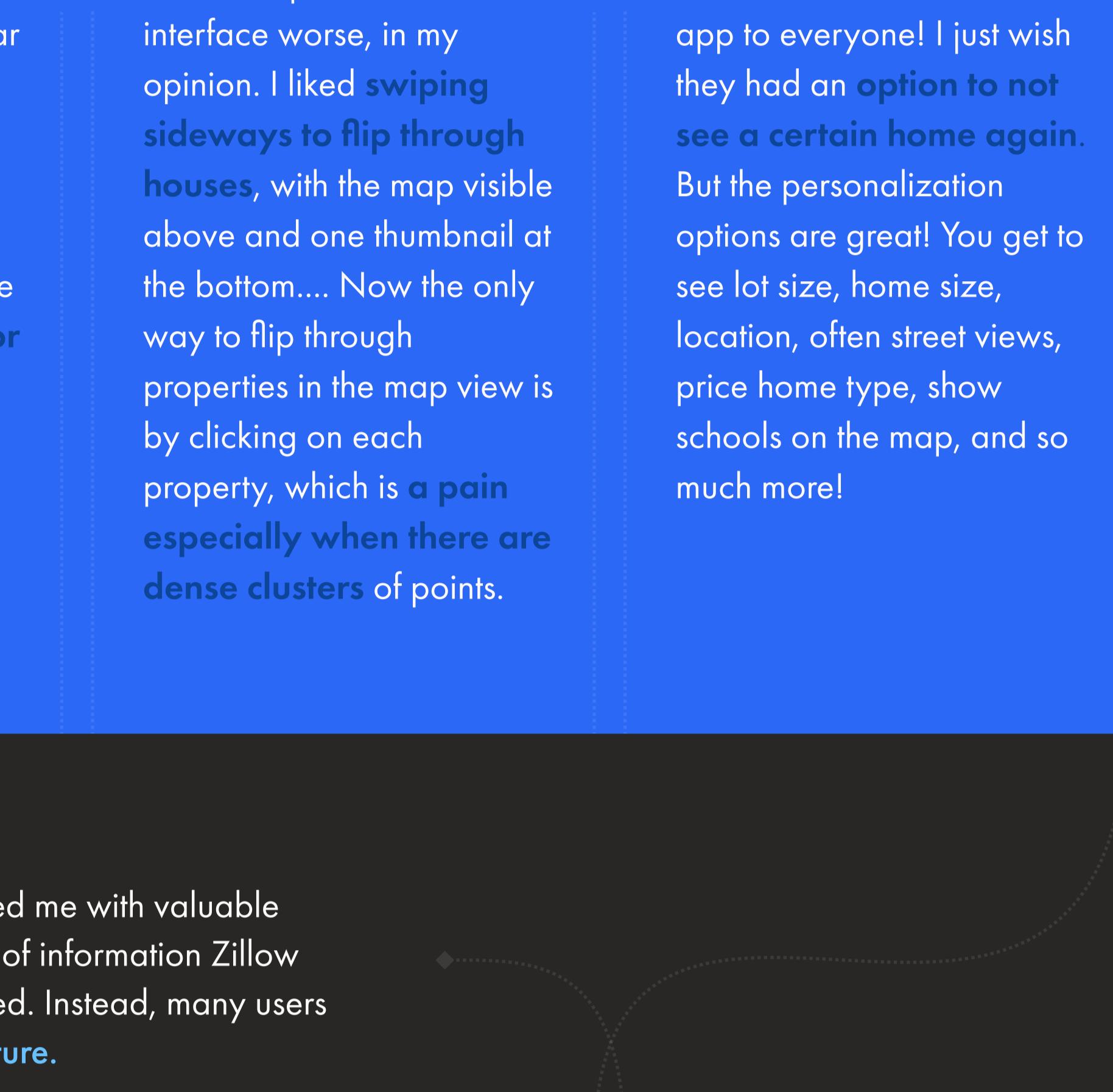
I carried out research, analysis, and prototyping to reimagine Zillow Rentals. I wanted to find out what Zillow does better than its competitors to make it one of the most used rental property apps. Through this research, I also wanted to see what could be added to Zillow to improve its quality going forward.

* A quote from Zillow.com/careers/

GOAL SETTING

I first approached this project intending to give Zillow a face-lift. The app is perfectly functional; however, it looks utilitarian. I suspected there could be a better way to present the text hierarchy, particularly in the rental listings. Each listing holds an immense amount of information, which can leave users scrolling as they try to find information that's relevant to their needs. While the presence of more information is appropriate in this context, it is also true that some aspects of this information are only valuable to particular demographics.

With this in mind, I set out to implement a feature that could give users a way to organize listing information in a way that is relevant to their needs on a more individual level.



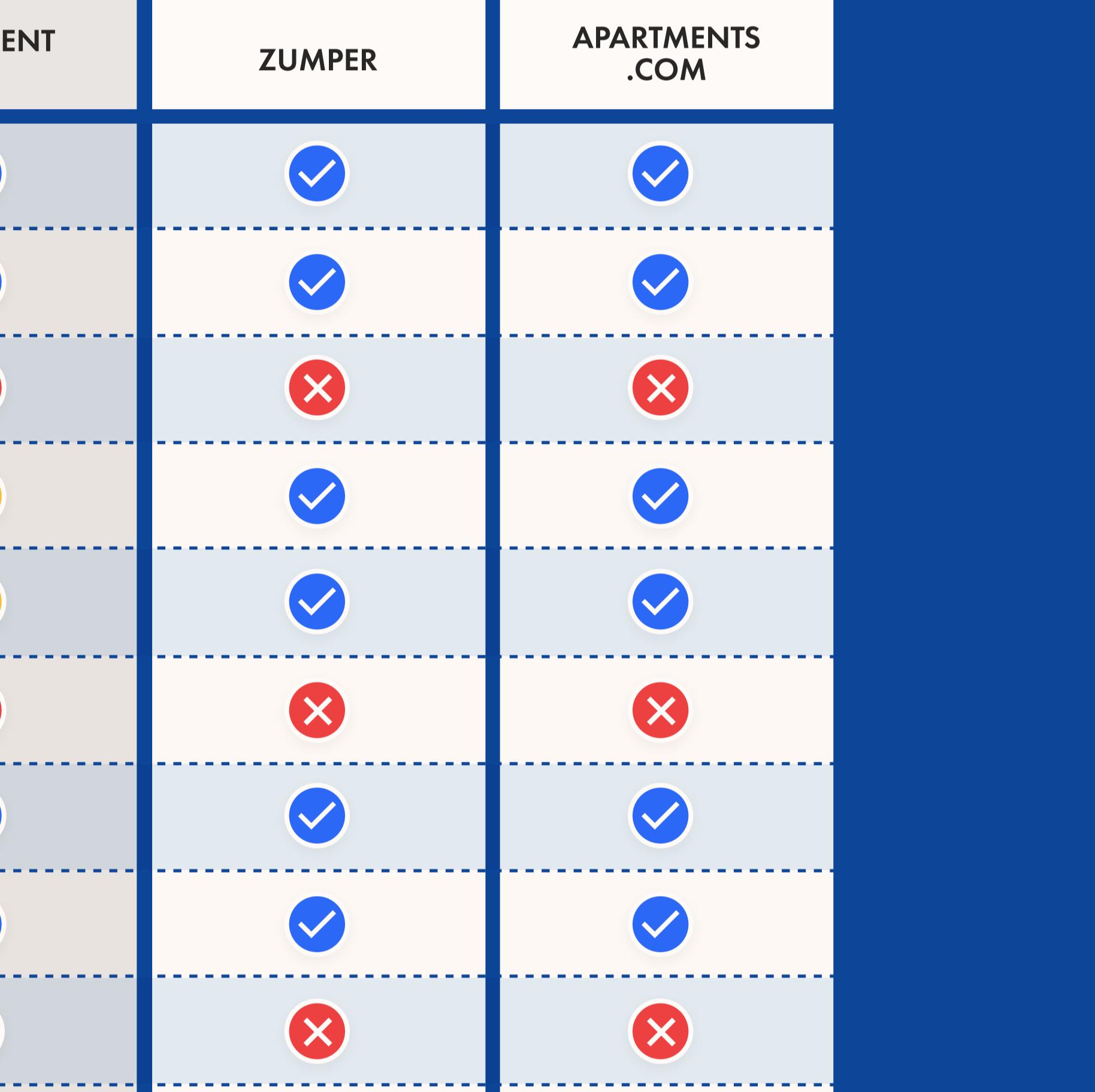
RESEARCH & ANALYSIS

How does Zillow personalize the rental-finding experience?

I started my investigation by asking, "How does Zillow personalize the rental-finding experience?" To improve upon Zillow's strengths, I researched its users and competitors. I compared reviews from the Google Play store to get insight into what current and past users liked and disliked about Zillow. I also selected some popular rental marketplaces to compare their similarities and differences in terms of features.

RESEARCH QUESTIONS

- What makes Zillow unique?
- What do other apps offer that Zillow does not?
- Is a new feature necessary to remedy any faults in the app?



ZILLOW USER REVIEWS

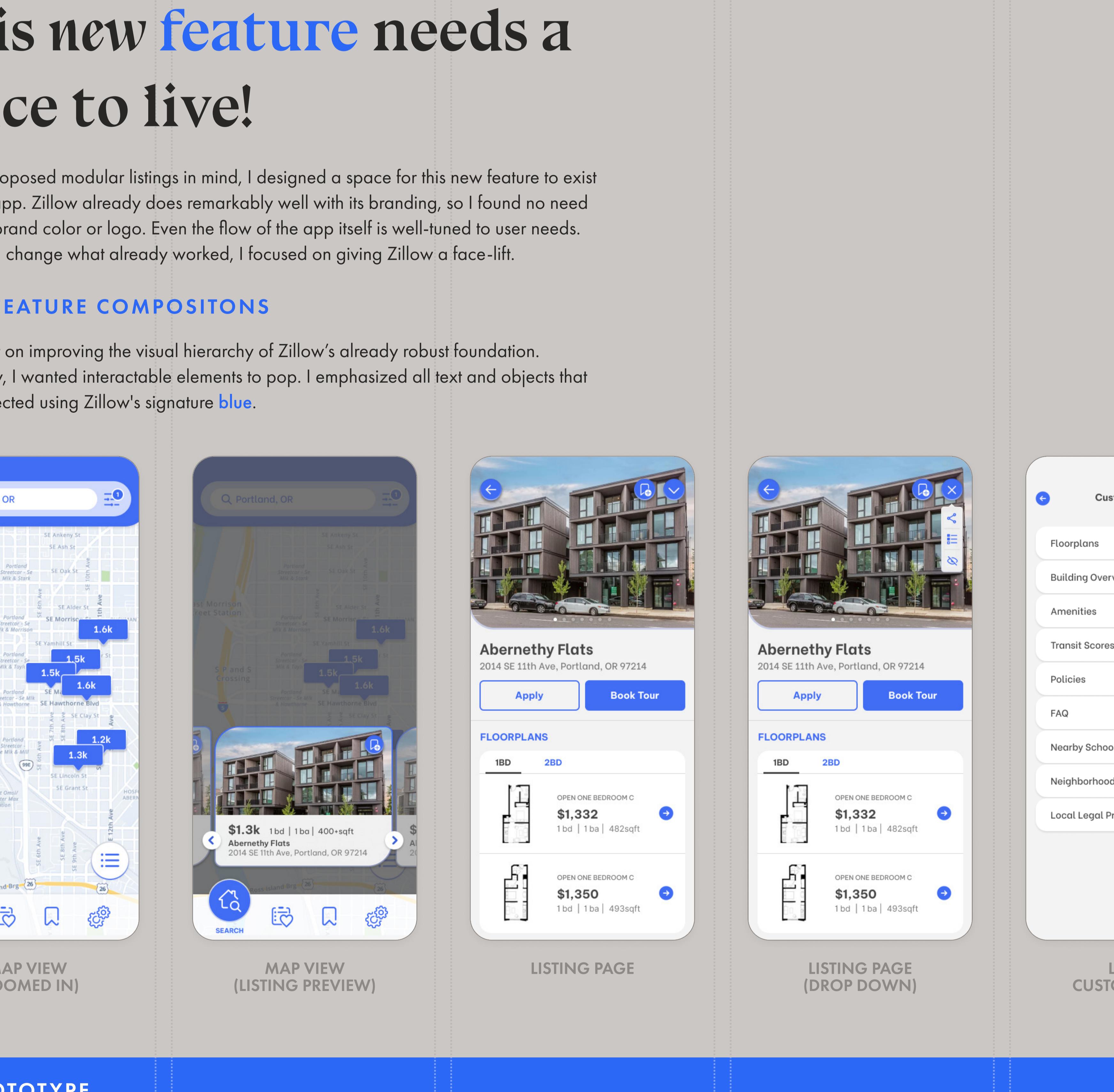
CLOTHOSX	JASON T.	ROBERT H.	A. MOWBRAY	ANON
Jan 7th, 2021	Dec 27th, 2020	Nov 17th, 2020	July 28th, 2023	Jan 26th, 2020
★	★★★★★	★★★★★	★★★	★★★★★
“ Add the ability to hide listings. It's a complete waste of my time to scroll through the ones I already know I'm not interested in, over and over. And please get rid of that stupid slide bar when searching by price. It's ridiculous... difficult to set a price range. ”	“ Love this app. It's easy to use and hit a [heart] button and it's saved for you to go back and see again... it's also very detail oriented. I think it might be the best or one of the best apps for house, apt, or condo hunting out there. ”	“ The app works great for me and I've had no issues so far since downloading it but I would like to see a feature that lets you hide listings that you don't want to see anymore... Would be a nice feature and very helpful for removing clutter. ”	“ A recent update made the interface worse, in my opinion. I liked swiping sideways to flip through houses, with the map visible above, and one thumbnail at the bottom... Now the only way to flip through properties in the map view is by clicking on each property, which is a pain especially when there are dense clusters of points. ”	“ I love and recommend this app to everyone! I just wish they had an option to not see a certain home again. But the personalization options are great! You get to see lot size, home size, location, offer street views, price home type, show schools on the map, and so much more! ”

USER REVIEWS TAKEAWAY

Checking reviews on the Google Play Store provided me with valuable insights. There was a lot of praise about the amount of information Zillow provided, but little to say about how it was organized. Instead, many users noted they wanted the return of a hide/block feature.

ZILLOW COMPETITIVE ANALYSIS

“ How does Zillow personalize the rental-finding experience? ”



COMPETITIVE ANALYSIS TAKEAWAY

With this chart, I identified key features of a rental app. Namely, bookmarks, filters, and notifications were universal. Something unique about Zillow is the ability to submit applications through the app. It also appeared that Redfin was the only app that offered the desired ability to hide listings.

FEATURE PROPOSAL

Making information more relevant to the user.

By necessity, rental apps tend to be information-rich. However, many of these apps struggle to find the right balance between too much and too little information. The result is a cluttered interface and a frustrated user base. I'm certain there must be a more efficient way to individualize the process; however, I've yet to find an app that executes this task outside of filters and bookmarks. While filters and bookmarks are key features, they don't exist within the listing information itself, only outside of it.

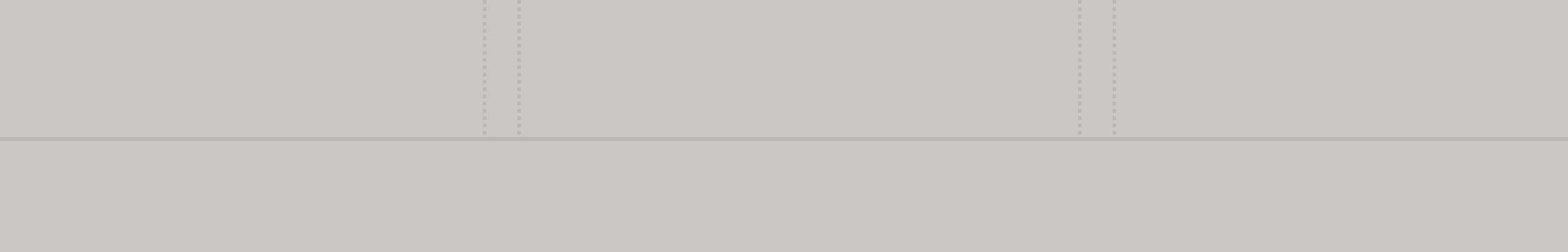
SOLUTION

Zillow already does a great job of allowing the user to filter their search parameters in depth. Zillow listings often contain long blocks of text, which can be cumbersome to read. Much of that information is left to the owner of the listing to provide. As a result, the quality also tends to differ.

To remedy this situation, I proposed a new feature. In its simplest form, this new feature makes listing information modular.

The user can arrange listing information based on the importance of their individual needs by subtracting, adding, or rearranging the order of rental information that is displayed.

LOFI WIREFRAMES



This new feature allows the user to toggle and re-arrange certain modules of information.

This added menu is also where the desired hide/block feature would live.

FINAL COMPOSITIONS

This new feature needs a place to live!

With the proposed modular listings in mind, I designed a space for this new feature to exist within the app. Zillow already does remarkably well with its branding, so I found no need to alter its brand color or logo. Even the flow of the app itself is well-tuned to user needs. Rather than change what already worked, I focused on giving Zillow a face-lift.

FINAL FEATURE COMPOSITIONS

I was intent on improving the visual hierarchy of Zillow's already robust foundation. Specifically, I wanted interactive elements to pop. I emphasized all text and objects that can be selected using Zillow's signature blue.

WHAT I LEARNED

Many popular designs are applied because they are eye-catching; however, this does not always make them the right choice for user experience in the long run. This project was a practice in teaching the user the overall design language that an app uses and helping them assimilate without friction.

PROTOTYPE WALKTHROUGH

REFLECTION

App design is a different type of home-making—the user should feel comfortable here too!

My instructor and I often didn't see eye to eye on this project, but I think it was for the better. After changing my technique and approach, I created something we both saw value in.

CHALLENGES

My project advisor pushed me to deeply consider the subconscious impact my design choices would have on the user. As a result, I spent a lot of time on visual hierarchy. Typefaces, colors, button styles, navigation—these elements experienced a lot of consideration. Rather than follow the design decisions of successful apps, I considered what these designs taught the user. It was ingrained habits that led users to understand the flow of an app, rather than the inherent clarity of the design hierarchy itself.

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PROJECT 02

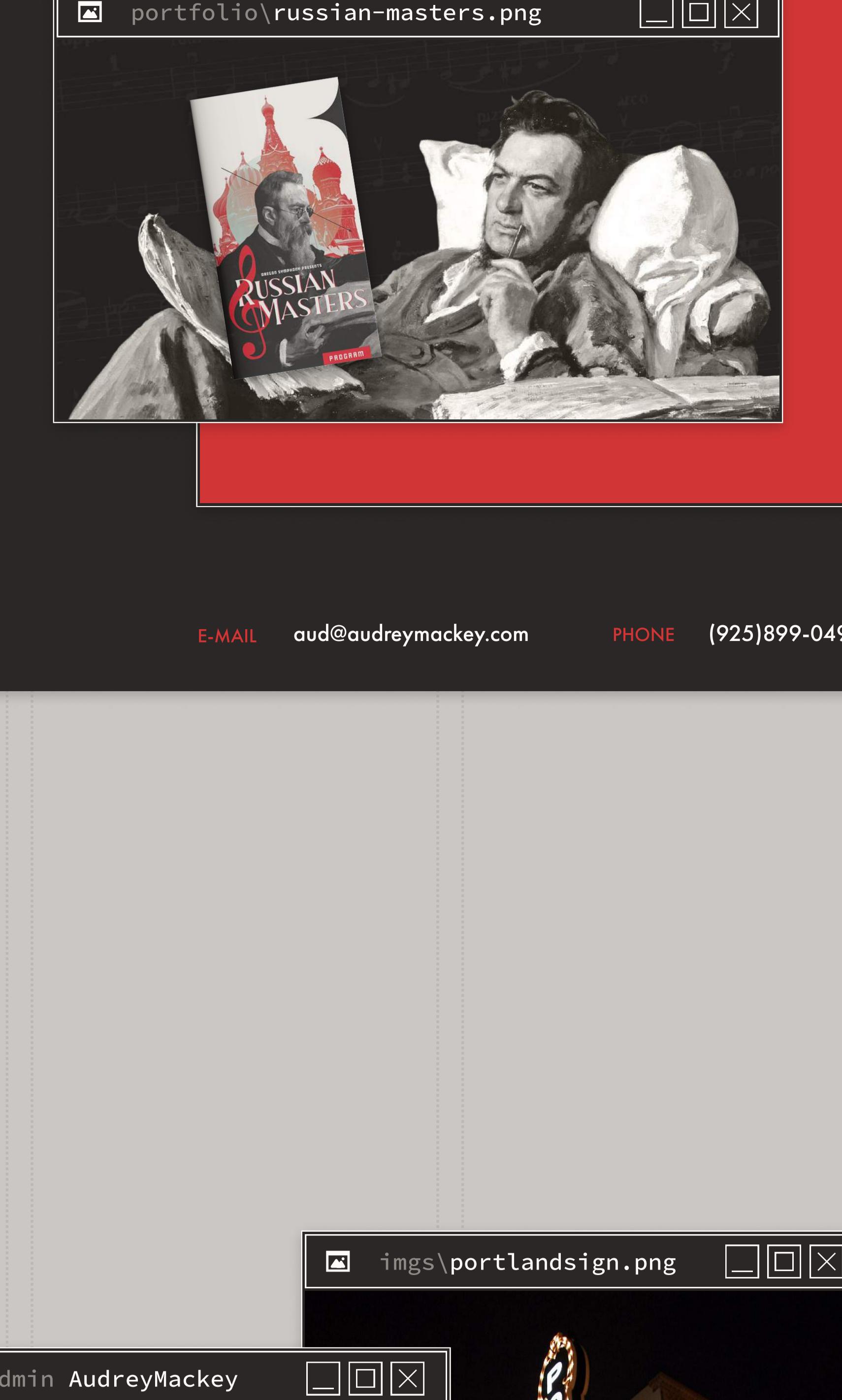
Symphony Brand Design

This project was an exercise in enriching my local community. I created a program called *The Russian Masters Symphony* for the Oregon Symphony here in Portland. This new program aims to teach music history by focusing on a timeline of Russian classical music and its most renowned composers. The finished project includes a program booklet and promotional material.

FOCUS

Brand Design
Program Development
Print Layout

TOOLS

InDesign
Photoshop

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OVERVIEW

Our community is united by the power of music.

I was tasked with developing an event for a local business. I chose to focus on a 125-year-old Portland Community staple: The Oregon Symphony. The Symphony visits numerous regional communities and has multiple programs to cultivate music appreciation within the community.

MY ROLE

The scope of project development included content writing, brand design, advertising, and designing a program booklet for the event. I was initially interested in the Oregon Symphony's Grammy-nominated album, *Music for a Time of War*. I wanted to evolve this theme by creating an event that brought light to different historical periods of music. It would be too broad to focus on an entire era of music specifically, so I focused on one region. The concept I developed was the Russian Masters Symphony, which follows a timeline of Russian classical music and its most renowned composers.

[VIEW THE PROJECT PITCH](#)

The Arlene Schnitzer Concert Hall, Wikipedia.

VISUAL IDENTITY

Looking to the past to create something new.

The main challenge of creating a visual identity for the Russian Masters Symphony was blending aesthetics that would appeal to a modern audience while also calling back to the historical nature of the program.

In the mid-1800s there was a return to indigenous Russian art and culture, or folk art, called *style russe*. During this time, there were efforts to make folk art assimilate with high culture. My goal was to do the same with Russian Constructivist art. Constructivism was an art movement founded in 1915 that aimed to reflect modern industrial society and rejected the highly decorative art of *style russe*. Just as the Russians of the 19th century wanted to modernize Russian folk art, I wanted to take the abstract and austere style of the Constructivists and elevate it.

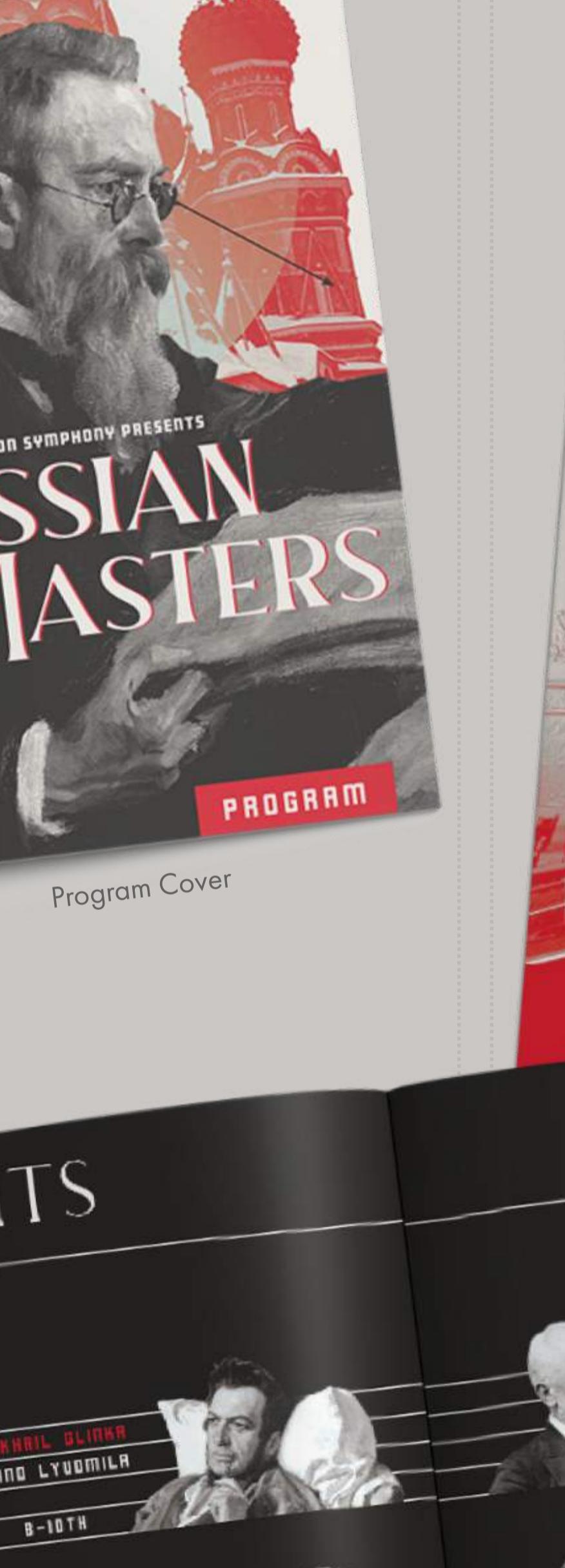
With this in mind, I began playing with poster layouts to explore different typeface combinations, color palettes, and logo styles.

POSTER ITERATION



Phase 1

Pulled colors from historical Constructivist art & attempted to replicate a softer use of the style's aggressive shapes.



Phase 2

Pursued the palette in a more muted tone. At this point, I also introduced a secondary font and finalized the event logo.



Phase 3

After style research, I also became highly inspired by photomontage and sought to use images as ways to block out color. I also received advice not to obstruct the composer's face, which was obvious in retrospect!



Initial poster sketches

EVENT LOGO

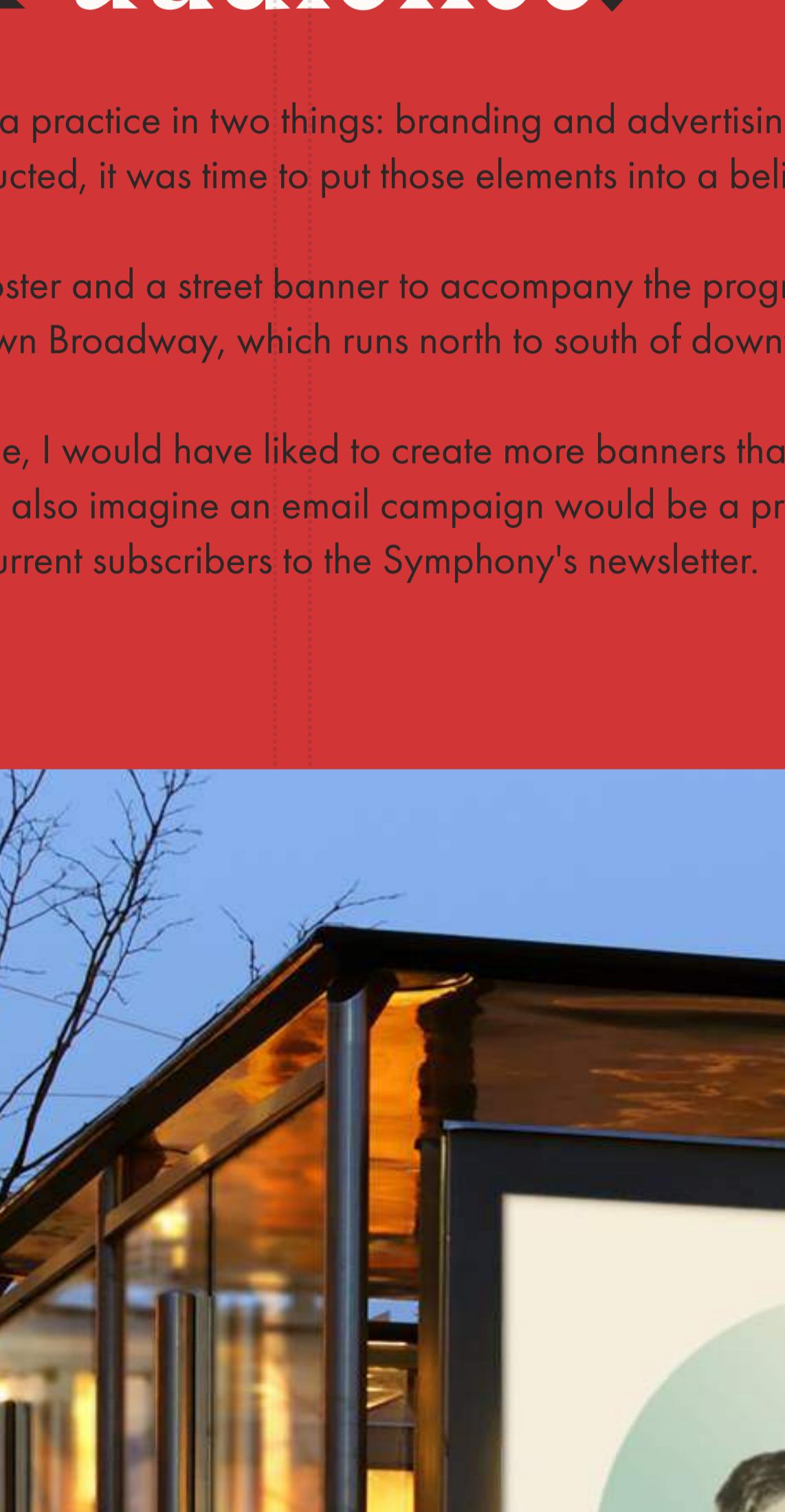


PROGRAM BOOKLET

Putting context into the hands of your audience.

The event booklet is the most content-heavy piece of this project. After conducting in-depth research on the composers, I drafted unique content for each section. With the text written, I then expanded the design elements introduced from the initial poster into a complete design system, giving the event a cohesive brand.

The bulk of the booklet gives a bit of history behind each composer and the chosen composition. It details the dates and times of each symphony and gives instructions on how to purchase tickets. Ultimately this booklet serves as a summary of the next season's shows at The Oregon Symphony.

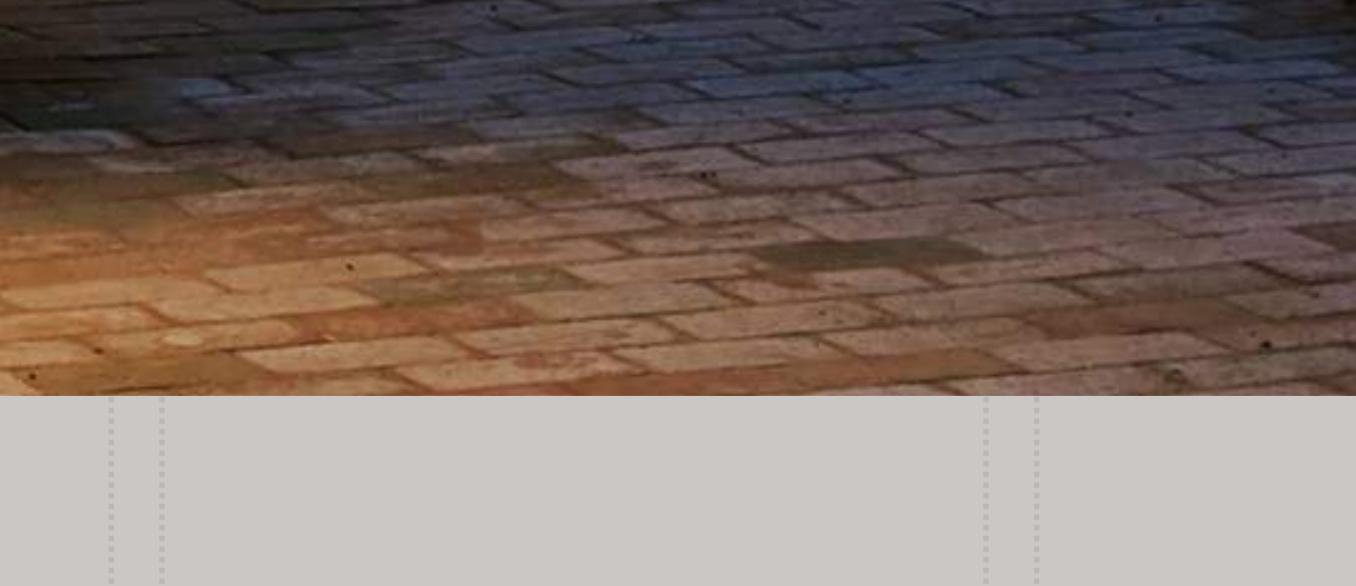


Concert Hall Interior, Portland, OR



EVENT CALENDAR

I wanted to emphasize the event being timeline-based with the program booklet. I introduce this concept through the event calendar page, utilizing the stanzas as a reference to the passage of time through music.



The Arlene Schnitzer Concert Hall, Wikipedia.

EVENT SYNOPSIS

The event pages have a background overlay of the music sheets that pertain to each unique composition.



SEAT MAP

TICKETS

Ticket Office Information

BALCONY

ORCHESTRA

STAGE

ED ► TICKETS

EVENTS

CALENDAR

1804-1857

2

1804-1857

CALENDAR 4 3

CALENDAR

PROJECT 04

American Dream Network

The "American Dream Network" is a research project which spanned two ten-week terms. In the first term I sought to understand the origins of the American Dream, its meaning, as well as people's current feelings toward it. I conducted a small survey where I asked my participants to define the Dream for themselves. With my results, I created an art installation for the Spring 2022 Senior Thesis Exhibition at Portland State University.

FOCUS UX Research Study
Project Proposal &
Execution
Web Coding

TOOLS Photoshop
After Effects
Figma
HTML / CSS / JS

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OVERVIEW

Do you have faith in the American Dream?

I've always enjoyed the aesthetic of midcentury advertisements. However, it's impossible to ignore the common imagery they depict: happy, conventional families; white, middle-class suburban neighborhoods; two-point-five kids; and bright green lawns. This idea of success was promoted during the Golden Age of Advertising, and it persists in the American subconscious.

MY GOAL

My research aimed to understand the roots of the American Dream and its enduring narrative in the United States. One of the defining characteristics of the American Dream is the belief that hard work and determination will guarantee success, opportunity, and achievement. In other words, the American Dream is the idea that anyone can achieve success through enough hard work and determination.

But who decides what "enough" hard work is?

RESEARCH

Does hard work and perseverance alone guarantee achievement?

I began my research by reading a selection of scholarly essays. After compiling this secondary data, it became evident that the ideology of the American Dream is fundamentally flawed. The issue with the American Dream is that it lacks an understanding that the United States is built upon systems of inequality. The American Dream assumes that by virtue of simply being an American, every citizen has an equal opportunity to survive and prosper.

RESEARCH METHOD: SURVEY

With these findings in mind, I sought to collect my own data. I conducted a survey asking for participants' definitions of the American Dream. All the responses shared a common understanding that the Dream is essentially about achieving success or prosperity; however, the responses varied when it came to the personal meaning of success for each individual. From these responses, I found that my survey respondents fell into one of three categories:

RESEARCH SURVEY FINDINGS

01.

Those who believe in the Dream

This group was made up of people who claimed to have already achieved the Dream. None of these participants brought up their identities as a reason for their hardships, only that they worked hard despite the barriers they faced. Because their experiences fit the rhetoric around the American Dream, they appeared more likely to believe in it.

02.

Those who redefine the Dream

This group claims to have faith in the American Dream, but their responses indicate that they have redefined what it means. This suggests that these respondents are unable or unwilling to achieve the Dream as it is defined by society. This may result in a feeling of failure or wrongness, so this group has redefined success to look more realistic for themselves.

03.

Those who do not believe in the Dream

This group expressed through their responses that their achievement of the American Dream was impeded by their non-normative identities. The common link between people who do not believe in the Dream is that they have all had reasons to look critically at American institutions. Often this is because they do not feel supported by them.

CONCLUSION

My research has shown me that belief in the American Dream is still upheld by many Americans, regardless if it brings feelings of relief or frustration. The hope for prosperity is motivating, and it is not my goal to discourage people from that belief. However, I would like to call into question the narrative that it is achievable by anyone, regardless of race, class, or creed. The American Dream is not simply obtained through perseverance, hard work and personal merit—there are greater, more complicated barriers to success.

PRODUCTION

Whose dream is it, anyway?

While the ideology of the American Dream can serve as an effective motivator to help people overcome hardships in their life, it doesn't acknowledge the reality that these hardships are not dealt equally, nor does everybody have an equal opportunity to cope with them.

After a while spent in the idea stage, I decided what I wanted to create with this project was catharsis. I wanted to have fun with it. After all, my audience was my professors, my peers, and their families.

I created a simulation that satirizes the indoctrination of the American Dream through the media, in this case, our televisions.

THE PROJECT ITSELF

I went straight to moodboarding after my project idea was approved by my advisor. My adoration of the midcentury aesthetic took center stage here, and it was delightful to dive into books, websites, and old advertisements to find inspiration.

From the start, this project idea was ambitious. The bulk of the design involved Photoshop. I wanted to create tongue-in-cheek photo collages using midcentury advertisements to express the different stages of indoctrination. That was the easy part! I was the only student in my class using code, so I was ultimately on my own in terms of finding what was and wasn't possible in my design. The set-up was fairly easy, but getting the interactive element to shine took some trial and error.

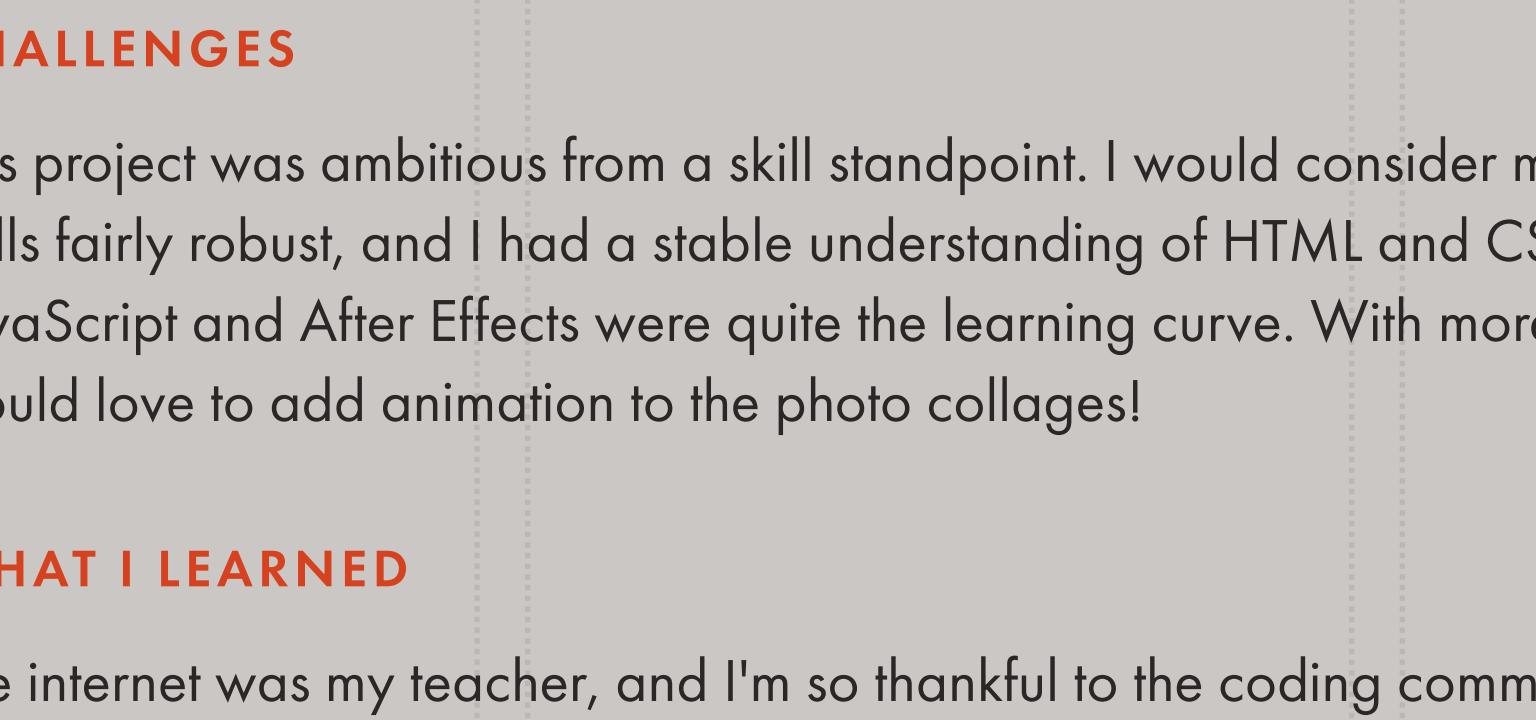
WEB DEVELOPMENT

Computer programming, or elaborate puzzle solving?

The bulk of my time spent on this project was on the code. I've been passionate about coding for years, so this was particularly entertaining for me. While I already had a decent foundation of HTML and CSS, diving into JavaScript was a fun challenge.

WIREFRAMES

CHANNEL 1 YOUTH BROADCASTING NETWORK



FIGMA MOCK-UP

DIV STRUCTURE WIREFRAME



THE CODE

HTML

The HTML makes up the skeleton. Due to the grid-like design I settled on, I used divs to assemble the different sections, which I called "wings".

CSS / SCSS

I was introduced to SCSS variables during this project, and I found them to be very useful. The nesting of components was integral to the way I organized the modules. It made my code more organized and legible, especially as I was switching between HTML and JavaScript while incorporating the carousel as a means of changing "channels".

JAVASCRIPT

Everything that I applied here I learned through tutorials online. There was very little in my curriculum related to coding, so I had to figure out how to make the carousel work on my own. The puzzle of incorporating sound and animation cues through the script was a fun challenge.

GITHUB REPOSITORY

HTML SCREENSHOT

CSS SCREENSHOT

JS SCREENSHOT

VISUAL STUDIO CODE SCREENSHOTS

FINAL COMPOSITION

external\american_dream_network.mp4

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

EXPLORE THE WEBSITE YOURSELF

(Best viewed on desktop.)

REFLECTION

Success is in the eye of the beholder—but it's up to you to achieve it!

At the core of this project lies the question: "What does success look like for me?" While I'm still searching for that answer, I'm beginning to narrow it down. It's important to define success on your own terms. To me, success involves constant learning and challenging yourself to grow.

CHALLENGES

This project was ambitious from a skill standpoint. I would consider my Photoshop skills fairly robust, and I had a stable understanding of HTML and CSS; however, JavaScript and After Effects were quite the learning curve. With more experience, I would love to add animation to the photo collages!

WHAT I LEARNED

The internet was my teacher, and I'm so thankful to the coding community! It's probably one of the most collaborative online communities I've had the pleasure of being a part of. The resources available are immense, especially if you know where to look! I truly believe anyone can learn to code with a little determination and help along the way. Learning to code is incredibly rewarding, and I'm eager to continue my studies!

GRAPHIC FROM CHANNEL 2: 

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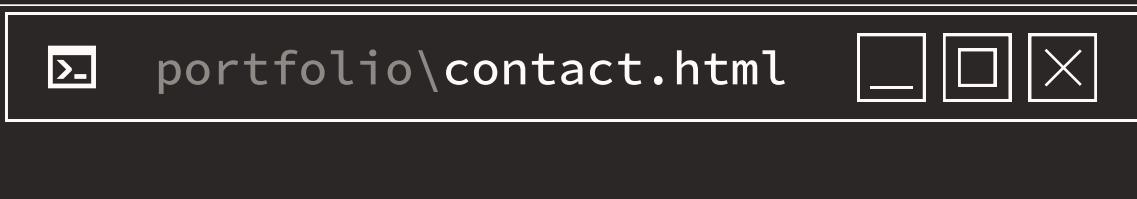
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GRAPHIC FROM CHANNEL 2:

THANK YOU FOR YOUR TIME!

Let's stay in Contact



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