

Portfolio

PRODUCT DESIGNER



E-MAIL aud@audreymackey.com

PHONE (925)899-0490

Resume

Audrey is a design graduate with a 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

(925)899-0490

aud@audreymackey.com

REFERENCES

References will be provided upon request.

WORK EXPERIENCE

GWENNE WILCOX

Los Angeles, CA (Remote)

Freelance Web Designer

Fall 2021 & Spring 2022

- Created promotional material and formatted digital newsletters for Gwennie's brand-building workshop "Branding on the Beach."
- Collaborated with Gwennie to rebuild her website homepage, as well as create landing pages for her classes using Kajabi.

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.
- Answered questions adeptly and left customers feeling positively about WFM's ability to support their needs.
- Built strong relationships with management and took up additional responsibility to assist with maintaining team health and morale.

SKILLS

DESIGN

User Research
Wireframing
Prototyping
Visual Programming

COMMUNICATION

Creative Thinker
Enthusiastic Learner
Effective Prioritizer
Thorough Communicator

SOFTWARE

Figma
Photoshop
InDesign
Github

CODING LANGUAGES

HTML
CSS/SCSS
Javascript

INTERNSHIPS

STUDIO BECKER

San Fransico, CA

Office Intern

July 2015

- Shadowed CAD Designers as they created blueprints for cabinetry and kitchen detailing.
- Maintained and standardized cabinetry records by origin of sample (i.e. Italy, France, etc).

EDUCATION

PORLTAND STATE UNIVERSITY

Portland, OR

BFA Graphic Design

Class of 2022

AWARDS

- Schnitzer A+D Scholarship
- Justin Eyerly Scholarship



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04 **American Dream Network**

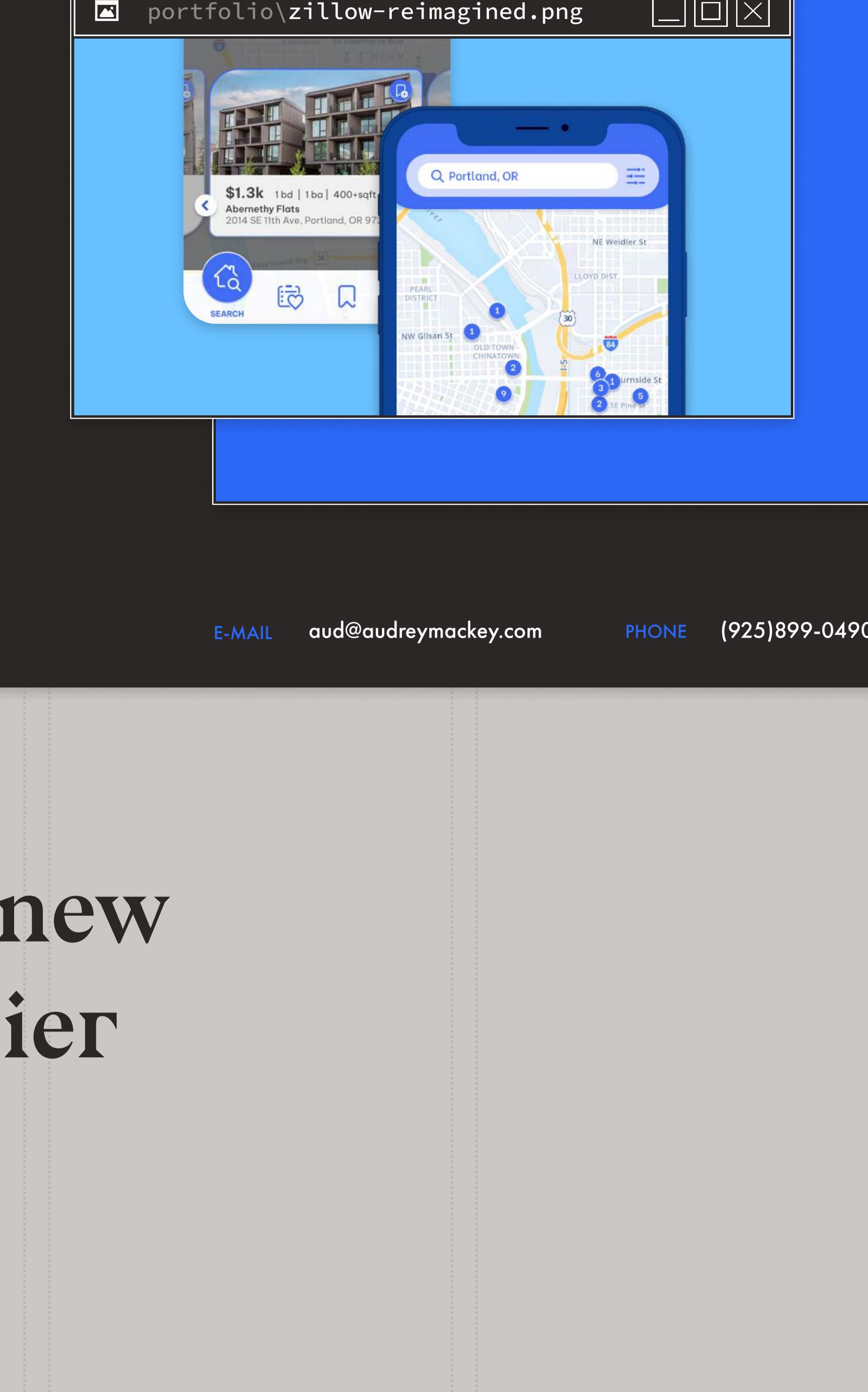
PROJECT 01

Reimagining Zillow Rentals

Zillow offers an on-demand service for renting, buying, selling, and financing real estate. The Zillow Group has many offshoot brands, but for this project I have zeroed in on the rentals side of the 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. *

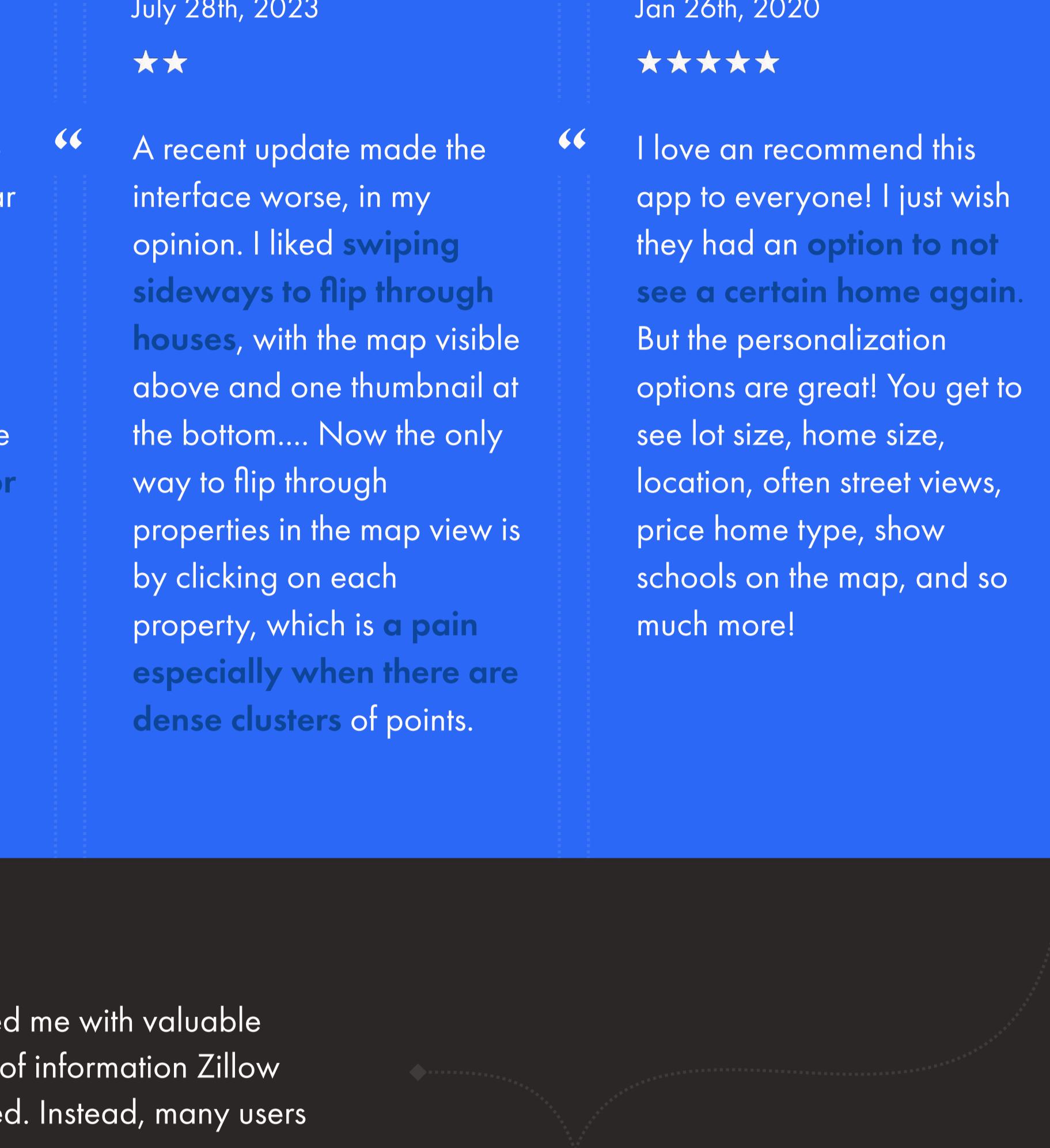
I carried out research, analysis, and prototyping to reimagine Zillow Rentals. I wanted to find out what Zillow does better than its competitors to make it one of the most used rental property apps. Through this research, I also wanted to see what could be added to Zillow to improve its quality going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

1. What makes Zillow unique?
2. What do other apps offer that Zillow does not?
3. 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 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

FEATURE	ZILLOW	REDFIN	APARTMENT LIST	ZUMPER	APARTMENTS.COM
SAVE LISTING	✓	✓	✓	✓	✓
FILTERS	✓	✓	✓	✓	✓
TAGS	---	---	✗	✗	✗
MAP VIEW	✓	✓	---	✓	✓
LIST VIEW	✓	✓	---	✓	✓
DRAW MAP OUTLINE	✓	✓	✗	✗	✗
EMAIL NOTIFS	✓	✓	✓	✓	✓
PROFILE	✓	✓	✓	✓	✓
SUMBIT APP	✓	✗	✗	✗	✗
CONTACT REALTOR	✓	✓	✓	✓	✓
HIDE/BLOCK LISTING	✗	✓	---	✗	✗

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.

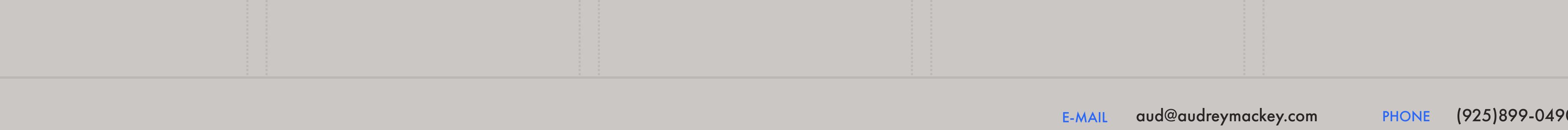
SOLUTION

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



FINAL COMPOSITIONS

This new feature needs a place to live!

With the proposed Zillow modular listings in mind, I designed a space for this new feature to exist to either its brand color or logo. Even though 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 initially improving the visual hierarchy to Zillow's already robust foundation. I wanted to improve the visual elements to pop. I emphasized text and objects that can be selected using Zillow's signature blue.

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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

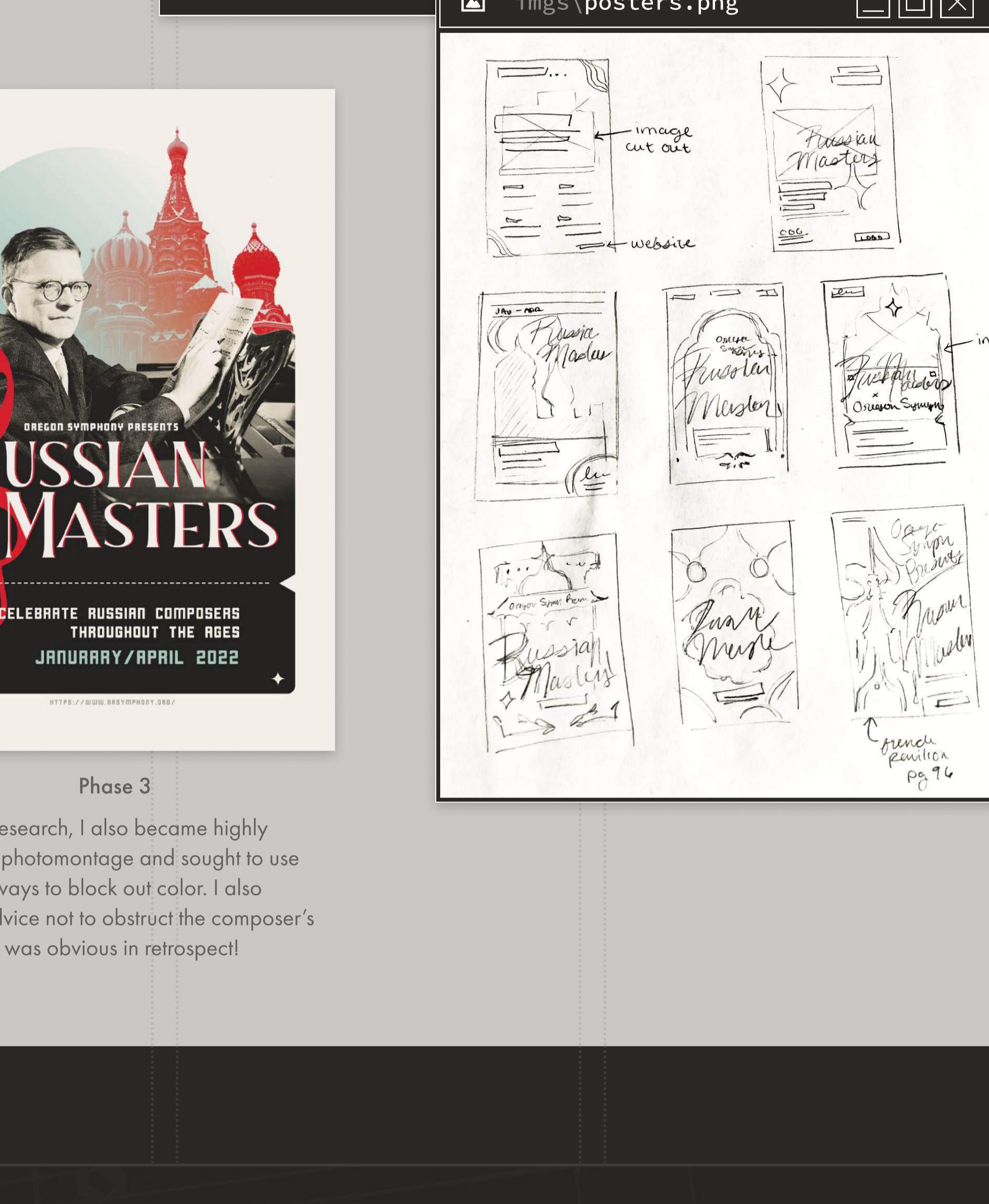
Our community is united by the power of music.

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 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



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.



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Portland, Oregon

DELIVERABLES

Design the impact you have on your audience.

This project is a practice in two things: branding and advertising. With the bulk of the design constructed, it was time to put those elements into a believable space.

I created a poster and a street banner to accompany the program booklet. Both would be displayed on a downtown street, which runs along the main street of downtown Portland.

With more time, I also imagine to create more banners that span the entire three-block event route and email banners to current subscribers to the Symphony's newsletter.

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structure, bearing in mind that I have to work with a limited amount of time. I also prefer to work with a limited amount of time.

CHALLENGES

This project took place during the height of the COVID-19 pandemic. Both my professors and I were adjusting to online project work with that came with minimal supervision, yet more time and my favorite, I project was self-led with minimal supervision.

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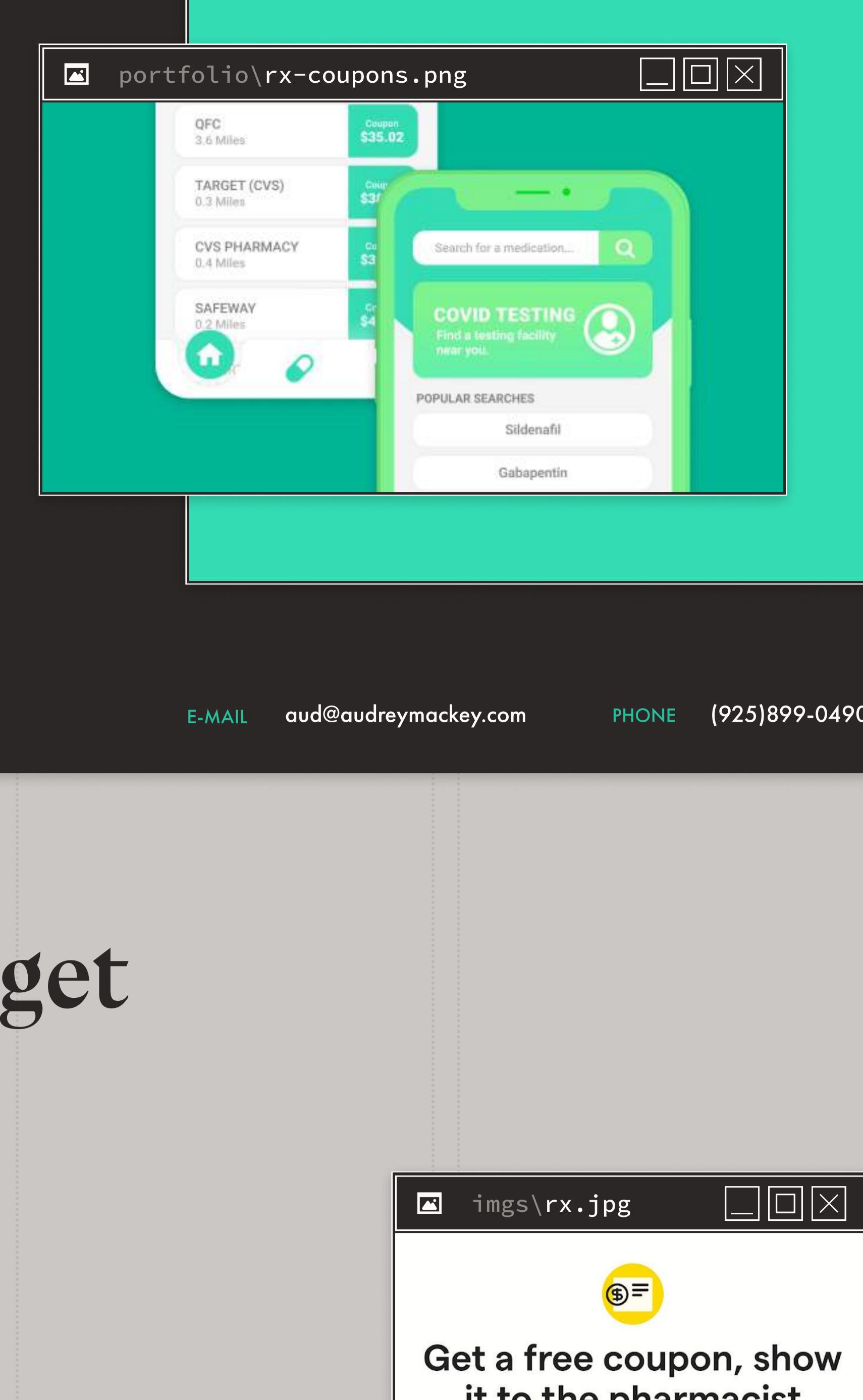
PROJECT 03

Prescription (Rx) Coupons

Prescription discount apps help consumers find affordable treatment and increase transparency in pharmaceutical pricing. Given a three-week timeline, my objective was to develop the primary user flow of a prescription coupon app that enables users to obtain discounts quickly and efficiently. I am proud that this is my first-ever UX/UI project. It was a great learning experience, and I knew I would only improve from this project forward.

FOCUS User Flow UX/UI Design

TOOLS Figma



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OVERVIEW

This will be the easiest way to get prescription discounts.

I understand how tough navigating healthcare can be without insurance. During college, I discovered that local pharmacies charged wildly different prices for the same medication. I relied on GoodRx to find prescription coupons, make an informed decision, and save money on my prescriptions.

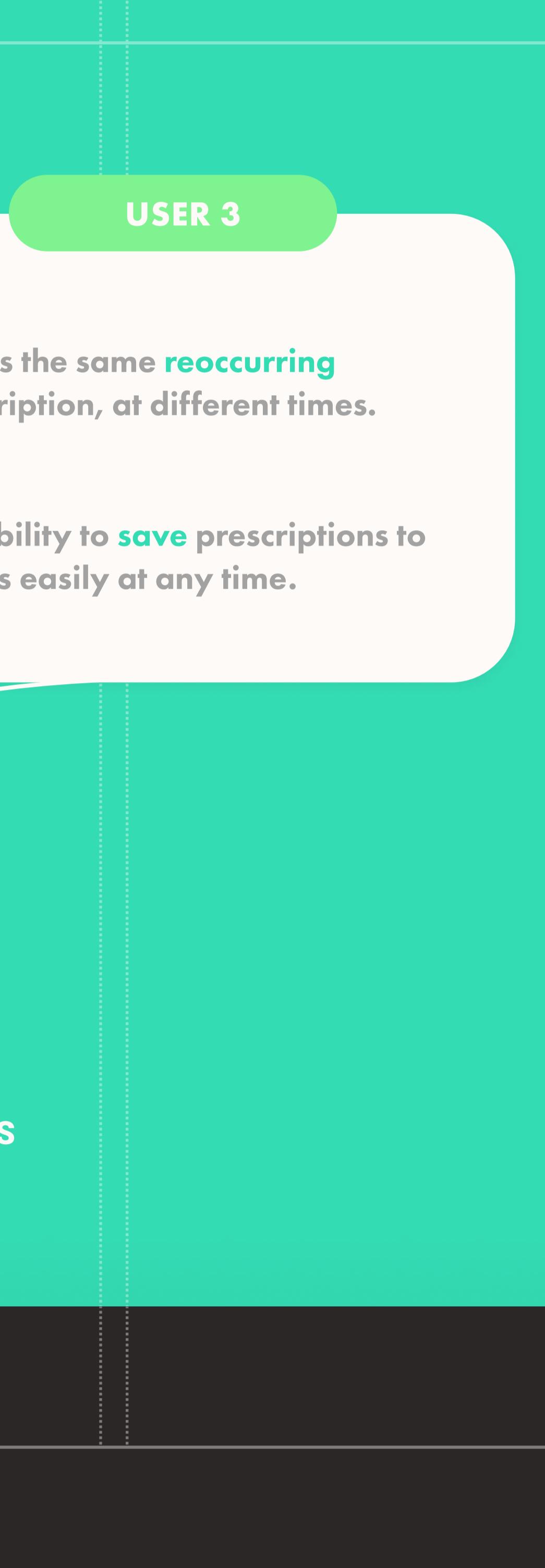
This experience was the inspiration for this project!

Coupons are often seen as poorly designed and hastily produced. I believe that with the rising cost of living, people's negative perceptions of coupons will change and they will become more widely used. I aim to incorporate the trend of elevating coupons into the design of my prescription app. Saving money doesn't need to hold a negative connotation!

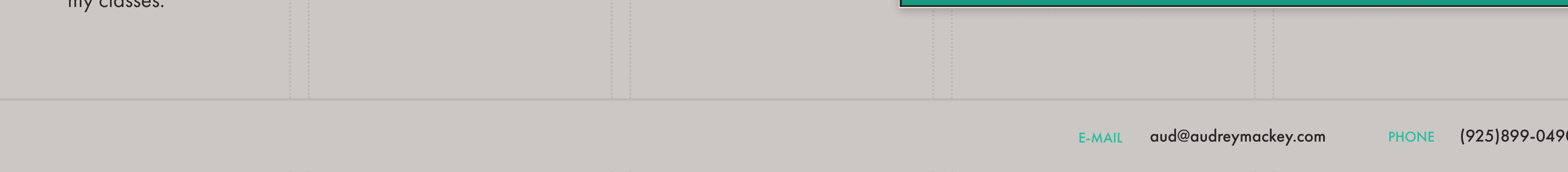
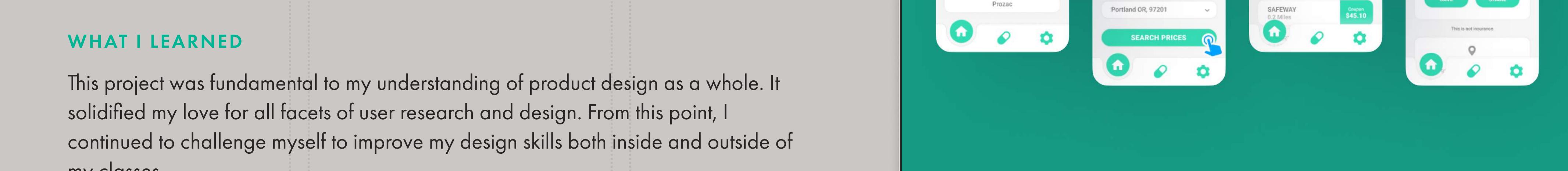
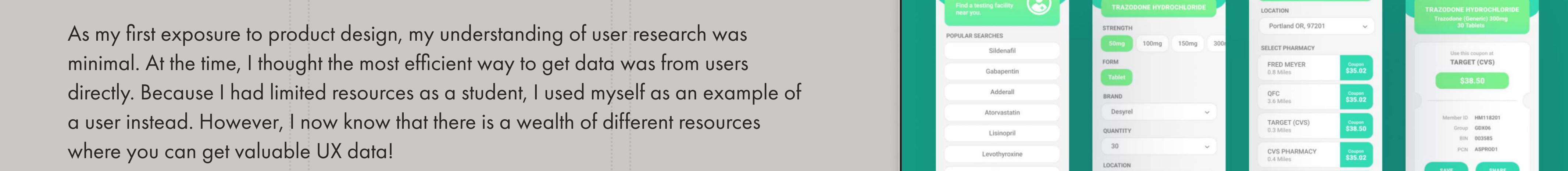
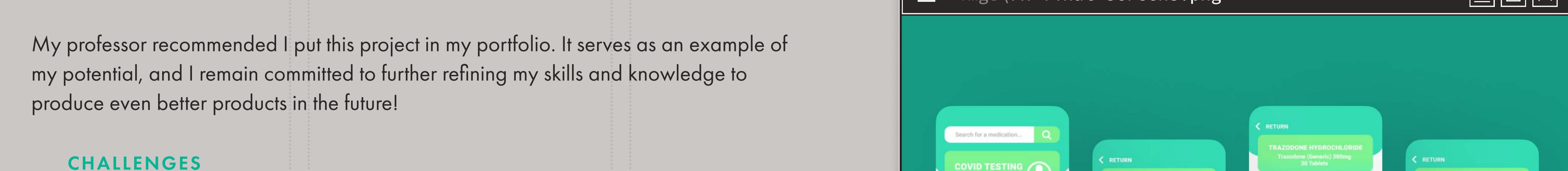
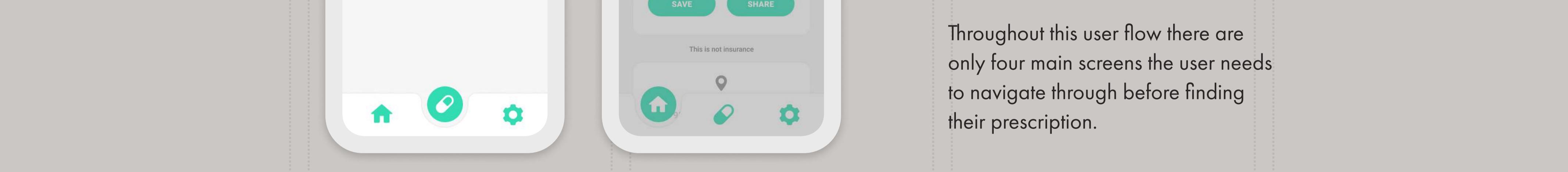
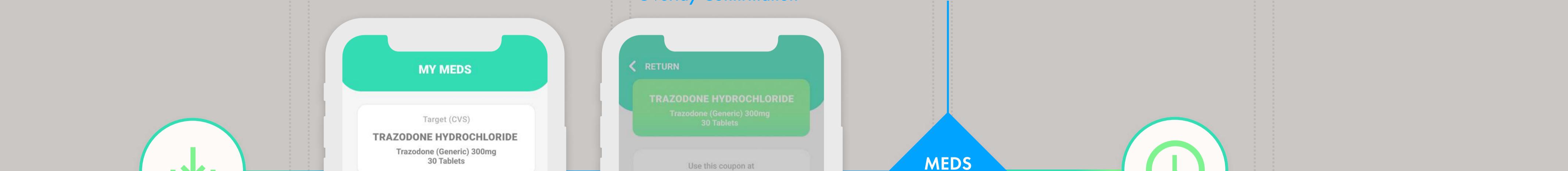
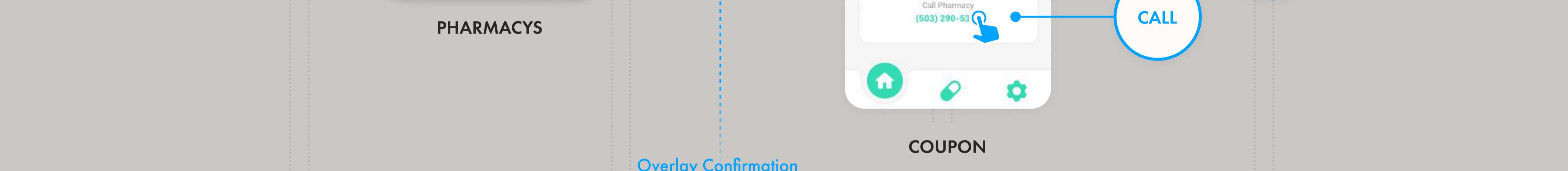
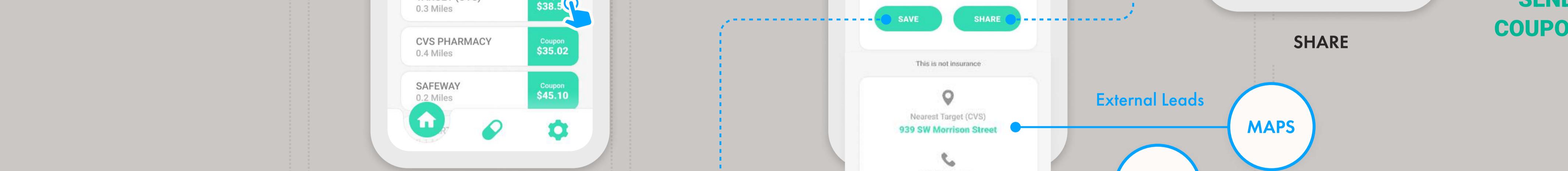
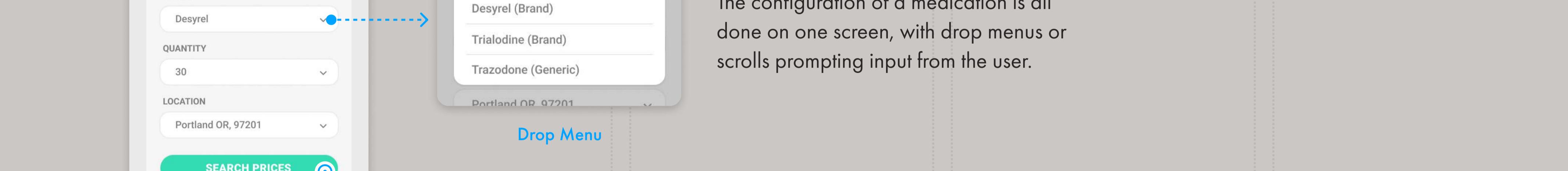
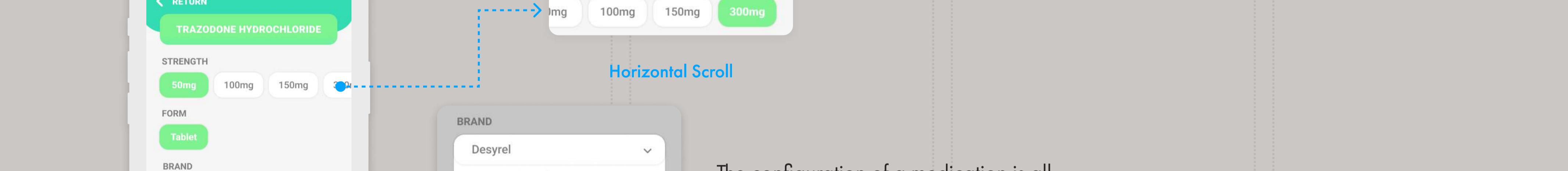
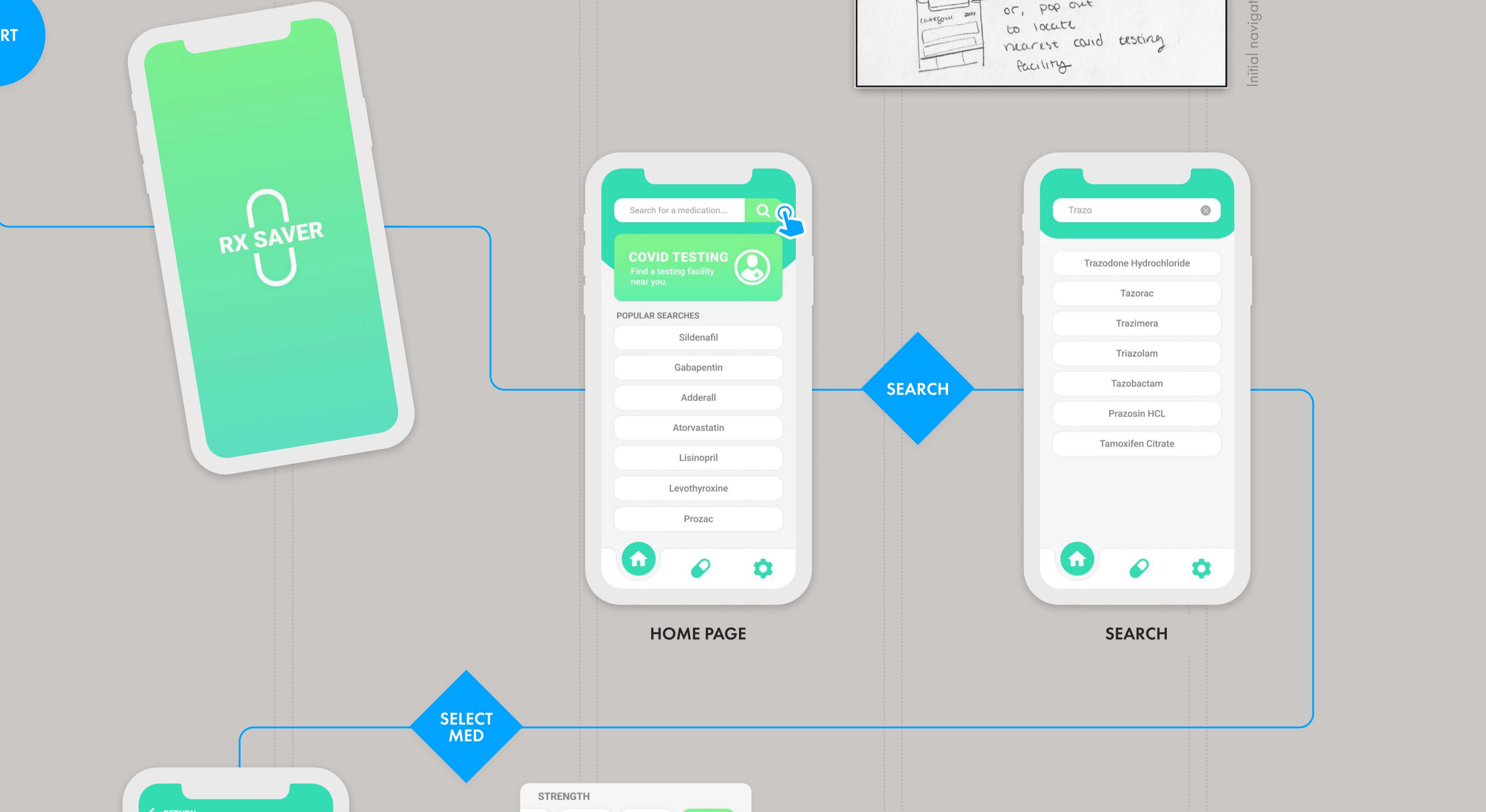
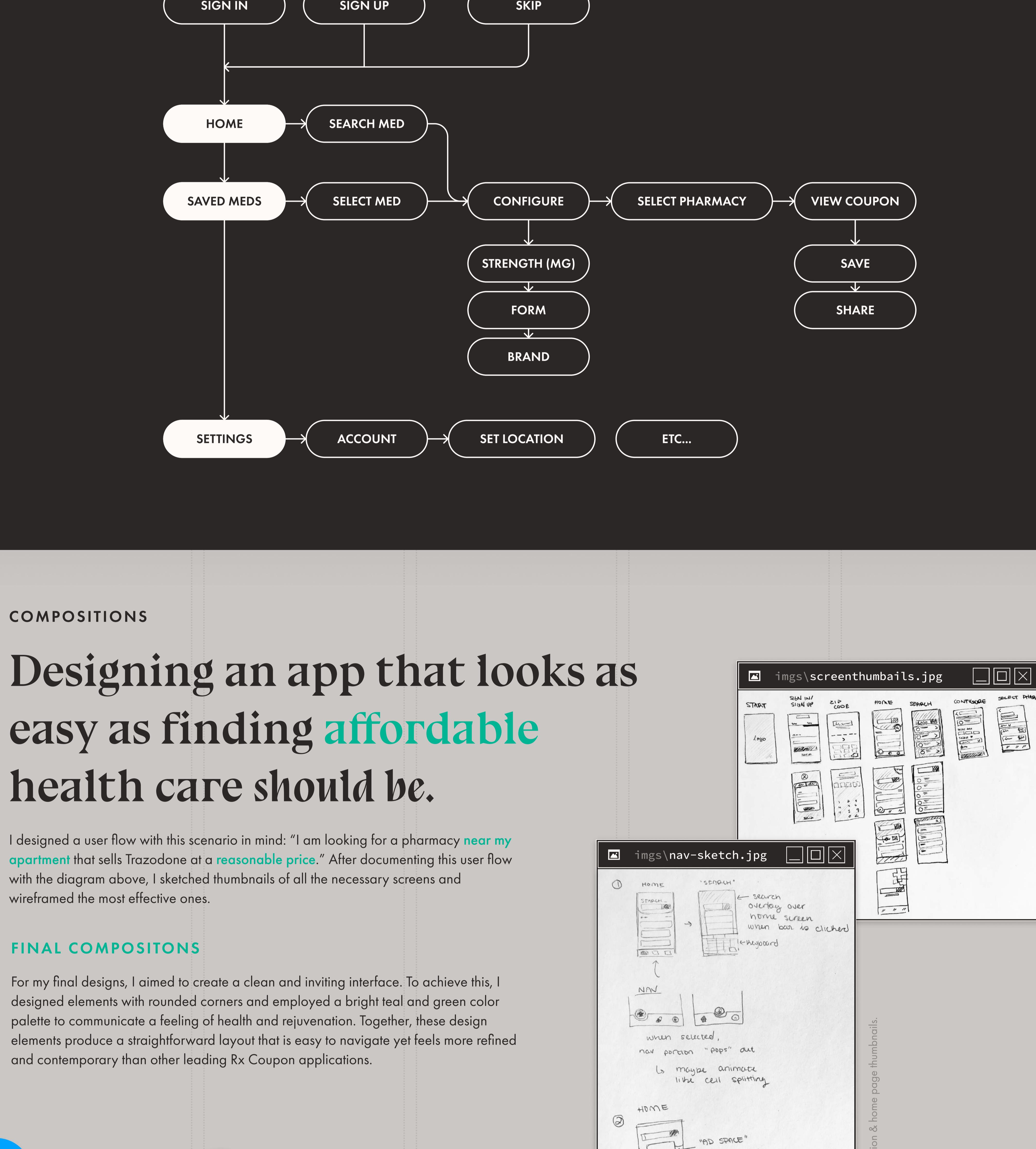
MY OBJECTIVE

My aim in redesigning a prescription coupon app was to simplify its interface and make it more straightforward to use.

Instead of selecting a specific app to redesign, I analyzed multiple to determine which features were implemented most effectively. Then, I integrated successful design elements from each app and created an entirely fresh look. My intention for this project was not to concentrate on branding. I designed with the primary user flow in mind.



Coupon Mock-Up, GoodRx, Google Play Store.



THANK YOU FOR YOUR TIME!

Let's stay in Contact

portfolio\contact.html

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