

Design Portfolio

Elisa Winograd

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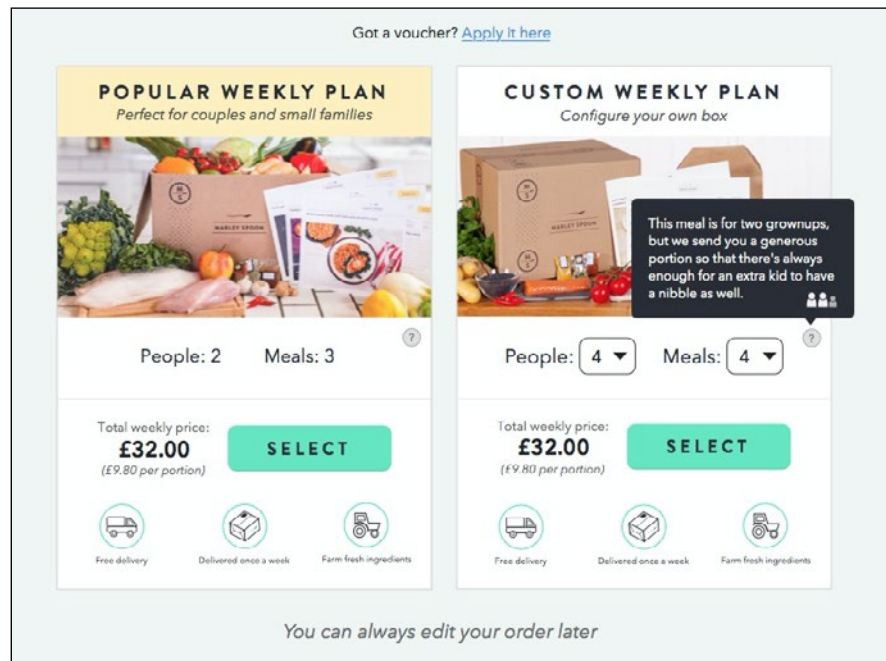
Marley Spoon

At Marley Spoon we constantly look at ways to improve the website and mobile app. I focused on redesigning and improving the sign up process, the menu page and the recipes on the iOS app among many more.

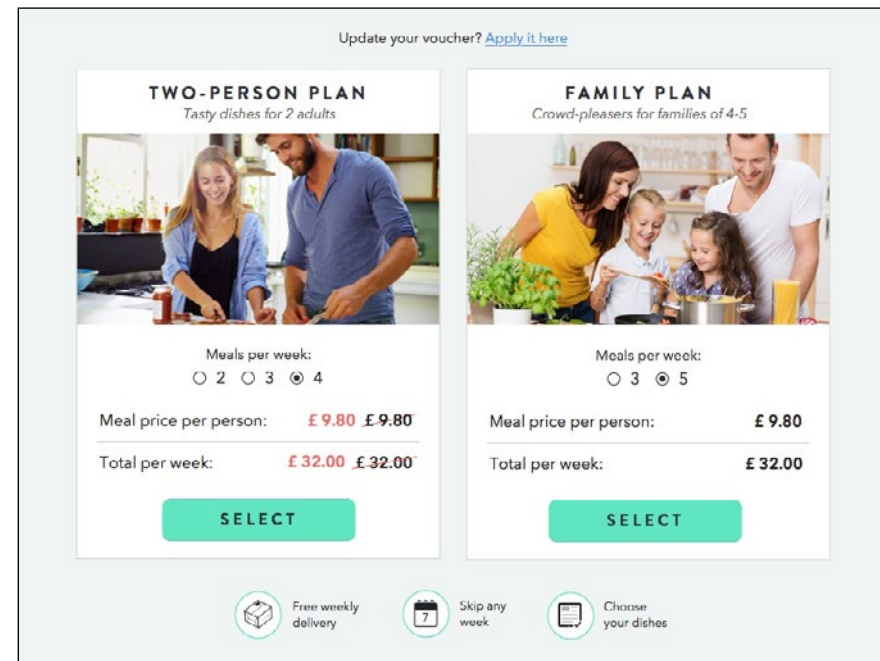
Funnel - Sign Up Flow

Since I started working at Marley Spoon, we made many changes to the funnel flow which is the biggest acquisition tool for the product.

This is how the first step of the funnel design evolved over two years:



Version 1 – Old branding and business model; our UI had not evolved at this point.

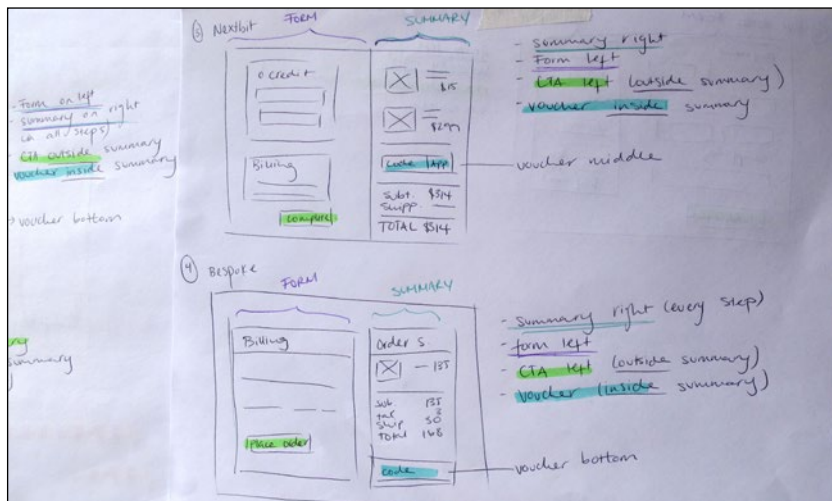
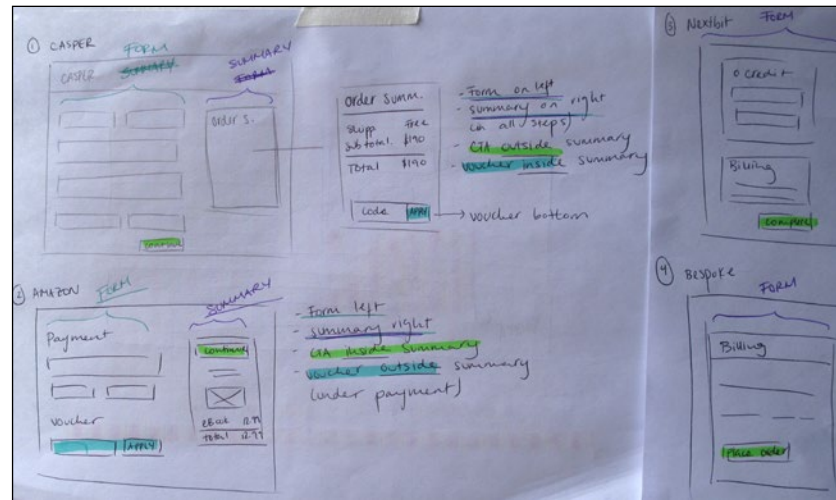
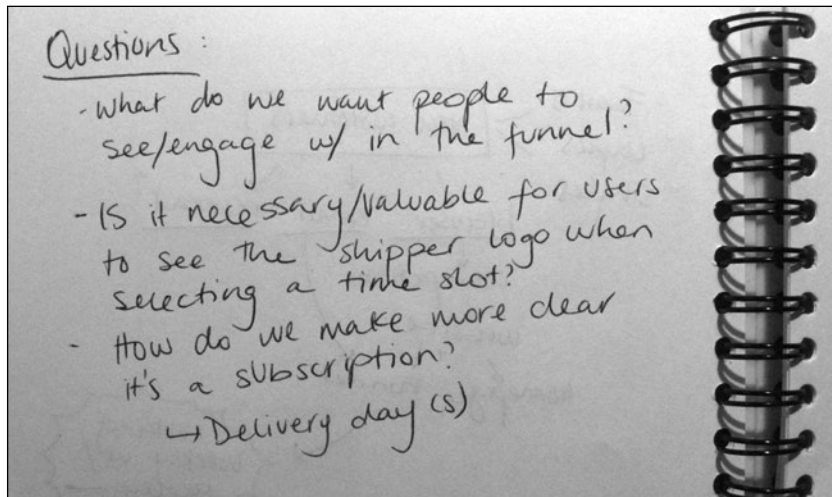


Version 2 – Our business model changed so we introduced some UX and UI changes.

Funnel - Sign up Flow

When we got to the point of tackling Version 3, we decided we should start by rethinking the structure of the funnel and what would be a better sign up experience.

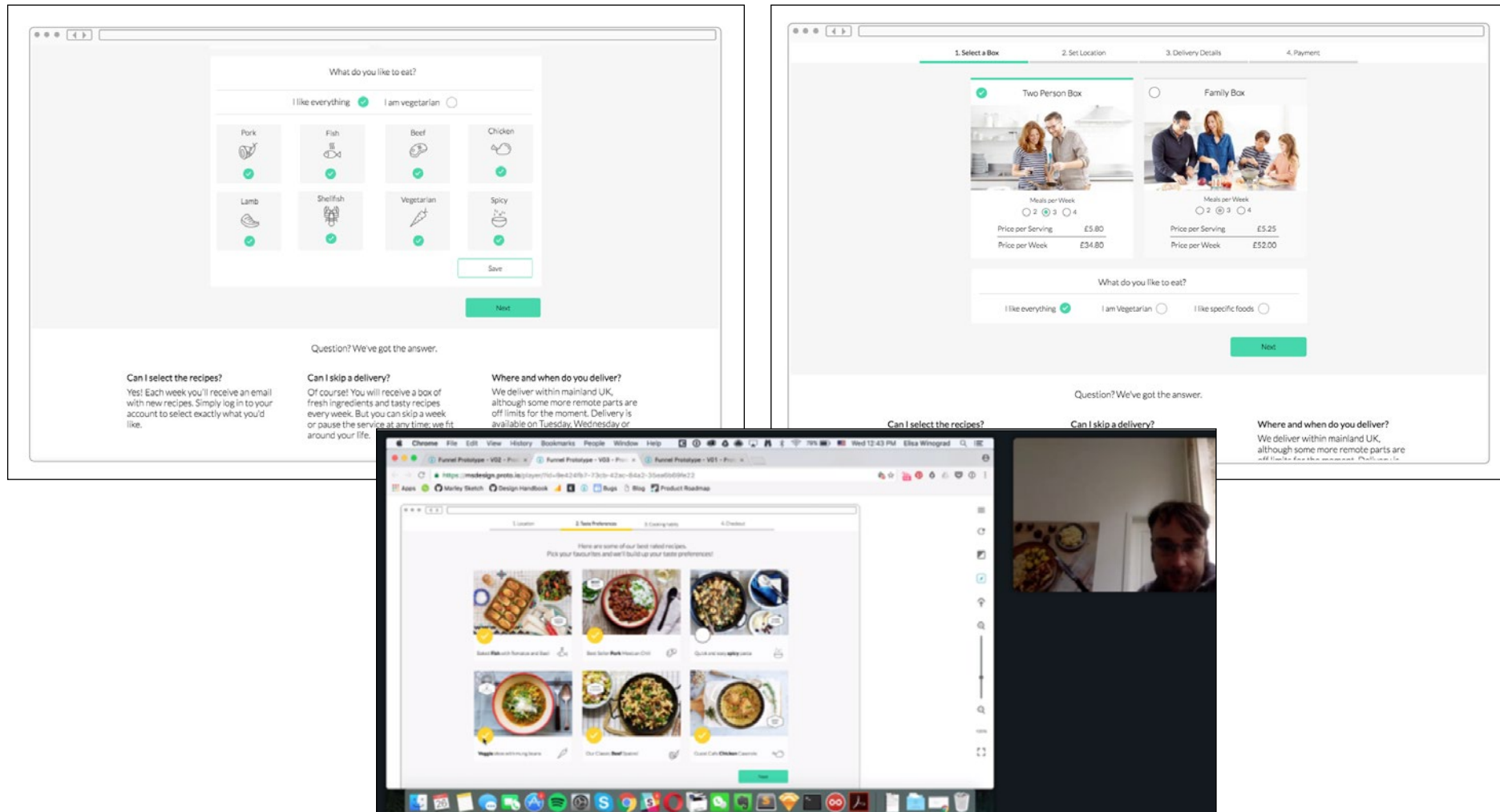
I wrote down our goals and made an analysis of other funnels and sign up flows.



Funnel - Sign up Flow

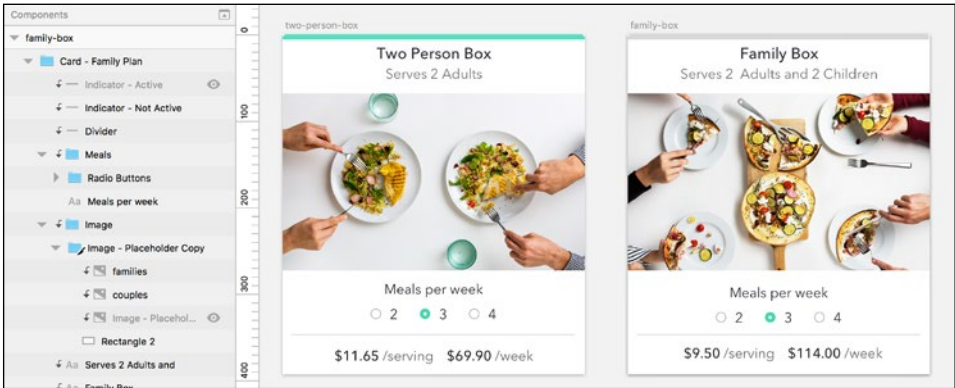
We did a few sessions of user testing to see which version performed the best with potential customers.

Then we analyzed the results and found the common themes.

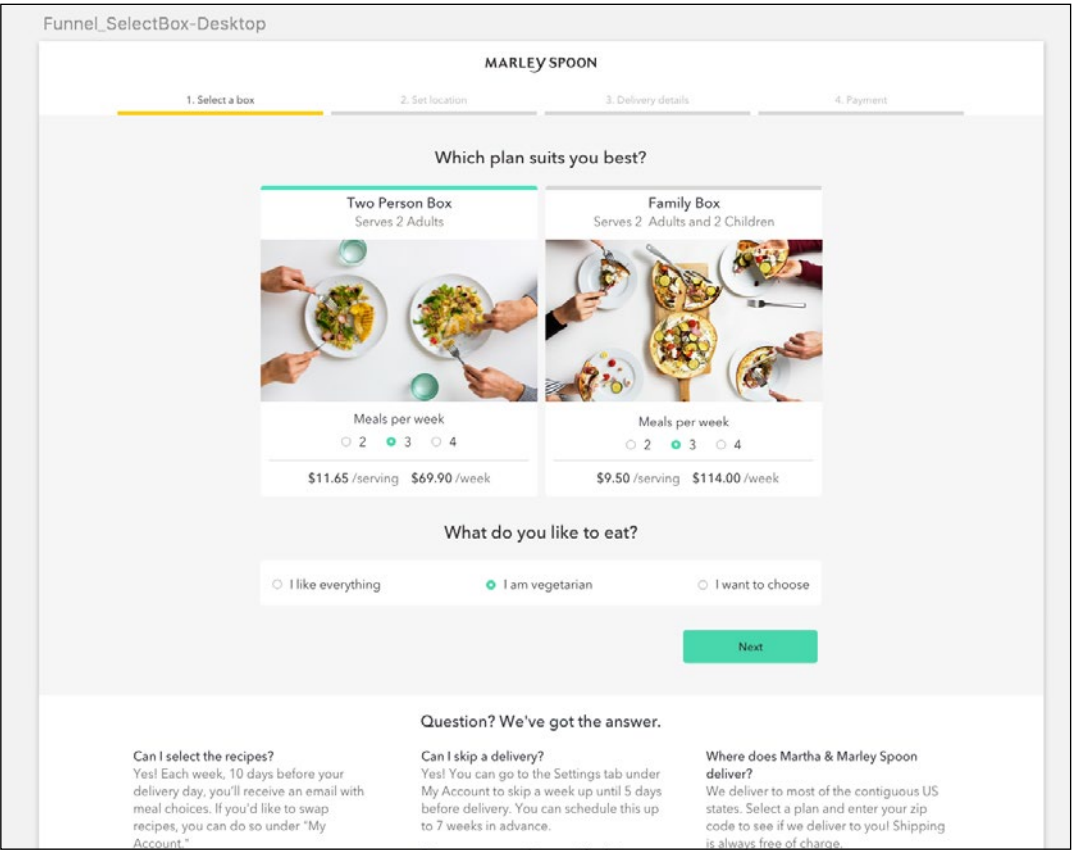


Funnel - Sign up Flow

For the final design of the first step, we decided to go for the version that was the most successful during the user testing sessions.



Card components



Overview

#makeplay

#makeplay provides activities for busy parents with projects that encourage creativity, self-directed play and learning.

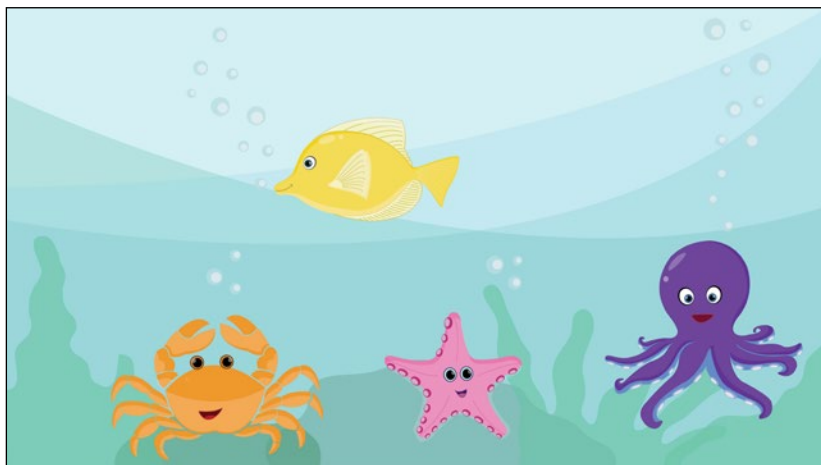
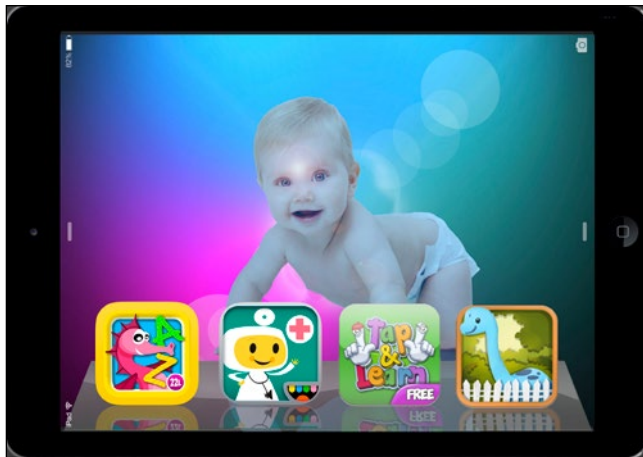
The platform was created in order to encourage parents to stimulate young children with simple home-made activities rather than relying on the iPad and other technologies for entertainment.

You can view the website at makeplay.net

Creating an advertisement? or a game?

My first idea to solve the problem was to create an advertisement showing a baby trapped behind a screen. I also tried designing a game that could be more stimulating for kids.

Then I conducted a series of interviews with teachers and parents to gather their perspective on technology usage at an early age.



PERSONAL

What is your current job position?

How many kids do you have and what are their ages?

What is your experience with and knowledge of technology?

How often and in what ways do you use technology?

PLAY AND LEARNING

In what kind of environment do you think Children learn best?

From your experience, what are the situations or experiences that have the greatest impact on someone's childhood?

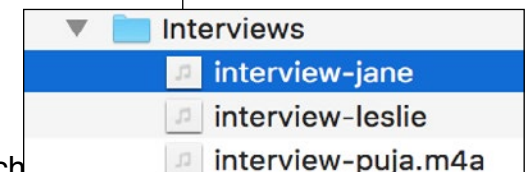
What do you think is the perfect balance between play for fun (entertainment) and play for learning?

What kind of toys and activities do you think are ideal for a child's education?

TECHNOLOGY

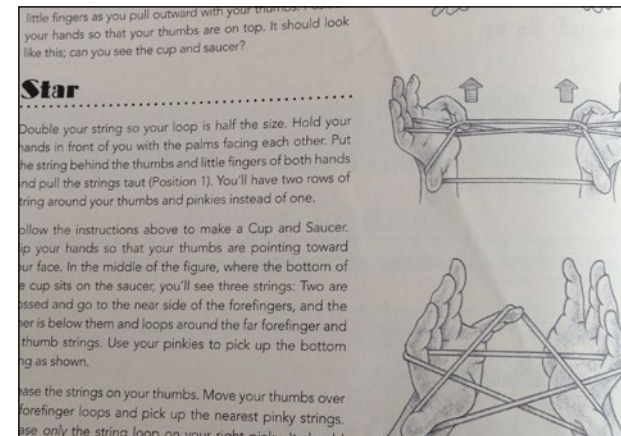
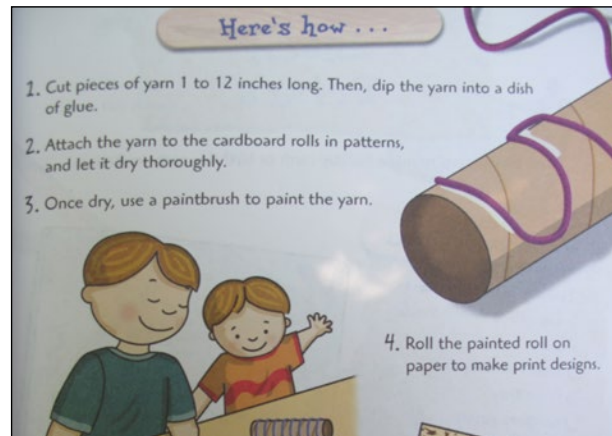
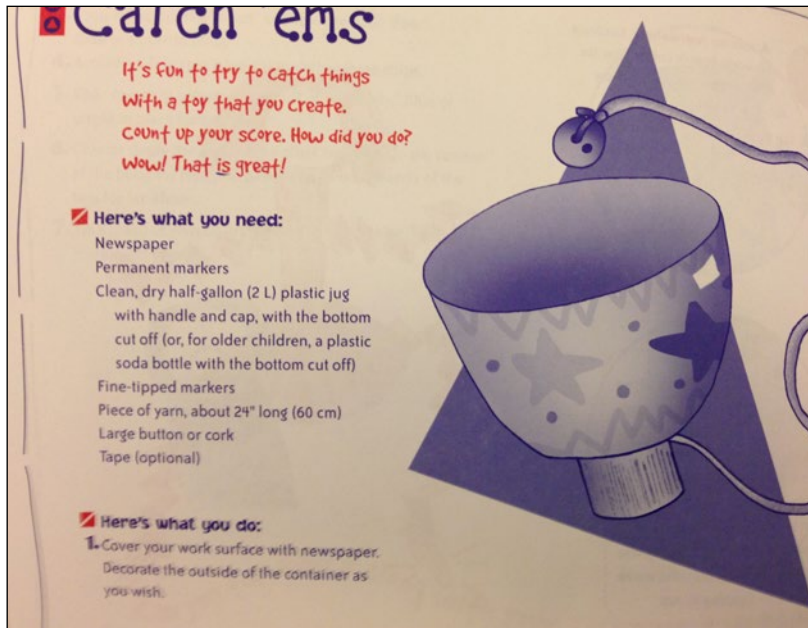
What is your opinion about the early use of technology?

When do you think it is appropriate for a child to start



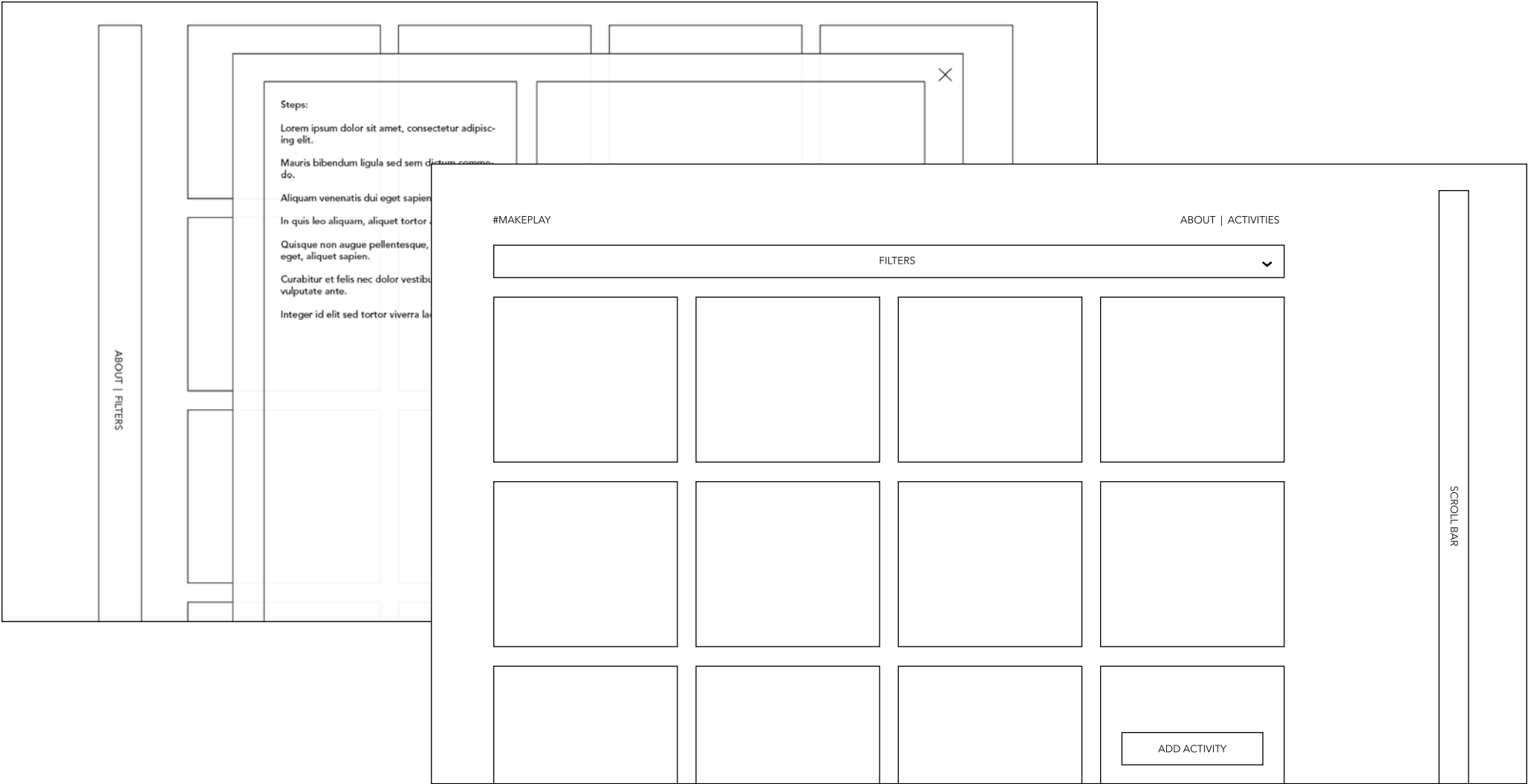
Simple stimulating play

After doing more research and brainstorming ideas, I decided that the best way to solve the problem was to remind parents of all the simple activities that have existed for generations and do not rely on technology.



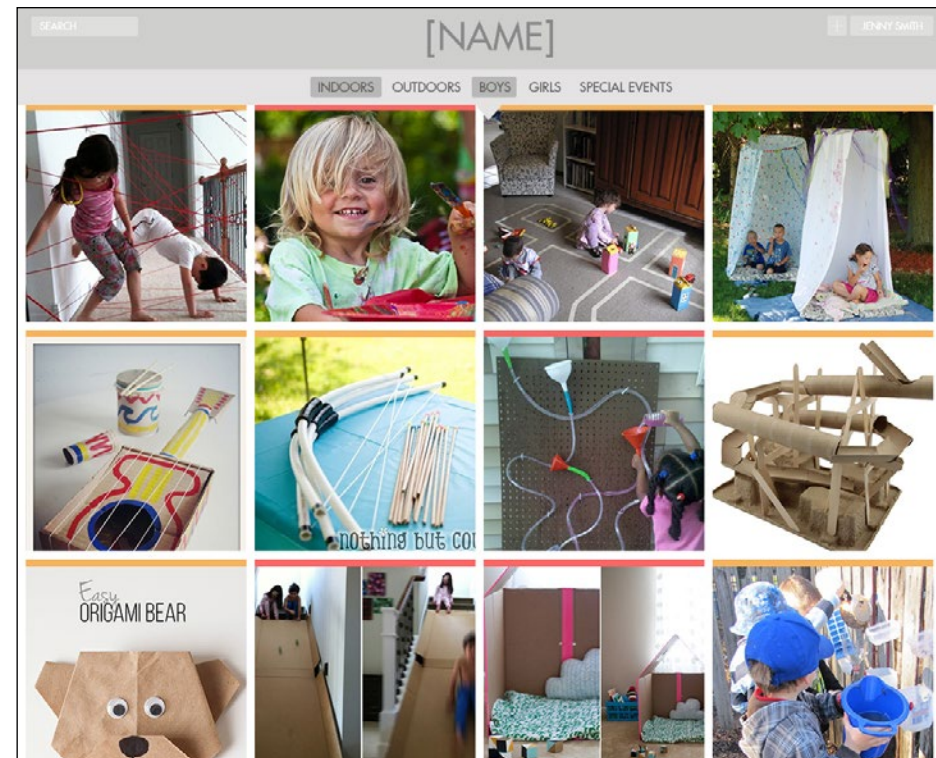
Wireframes

The initial wireframes for the website were sketched out by hand and then passed to a digital format. The main idea was to have an image grid with activities that would expand on click. There would also be filters to search for appropriate situations and ages.



Design mock ups

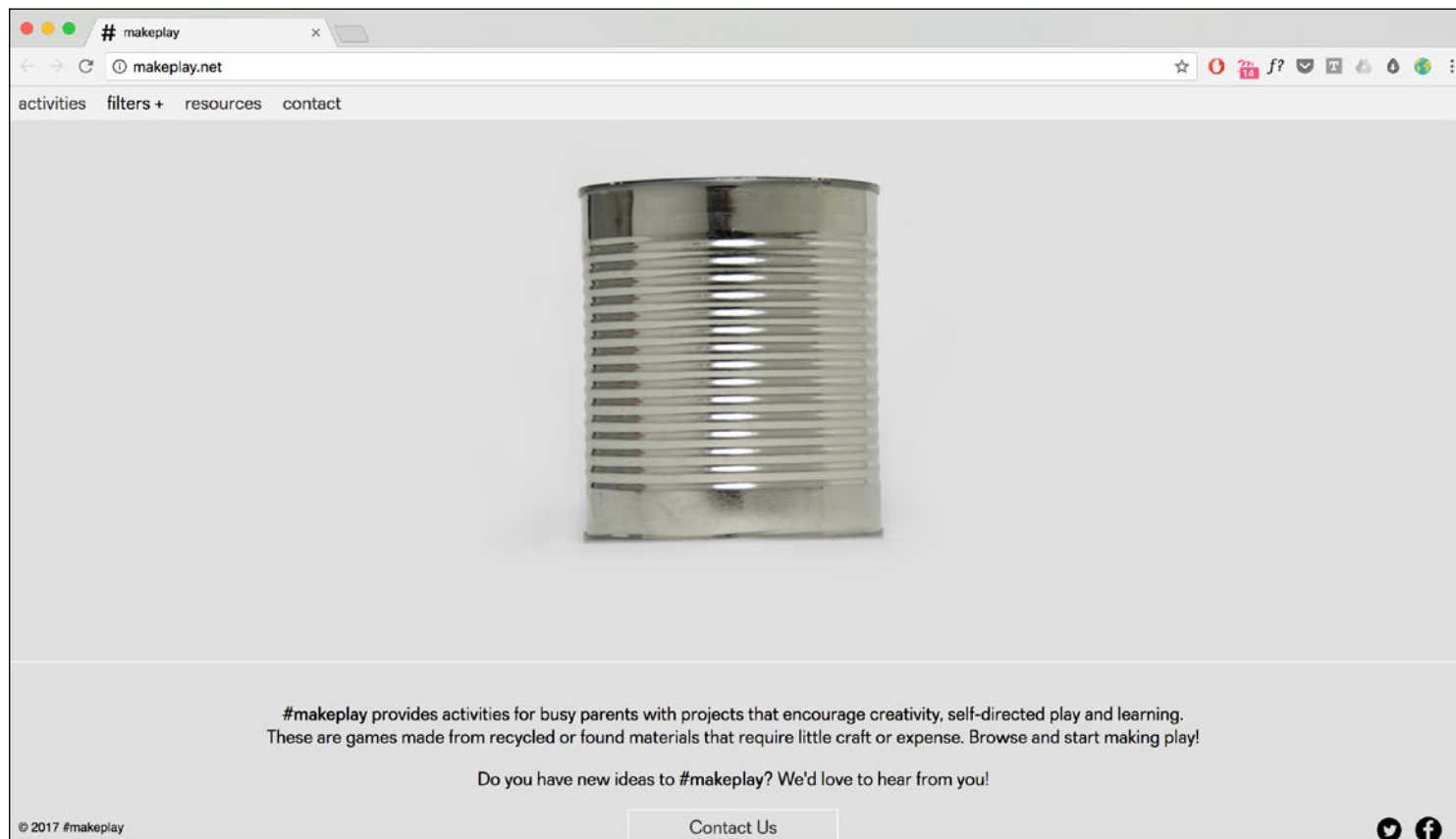
In the beginning the idea was to use activities found in books and online blogs and create a community where parents and teachers could also upload creative activities done with children.



Final website

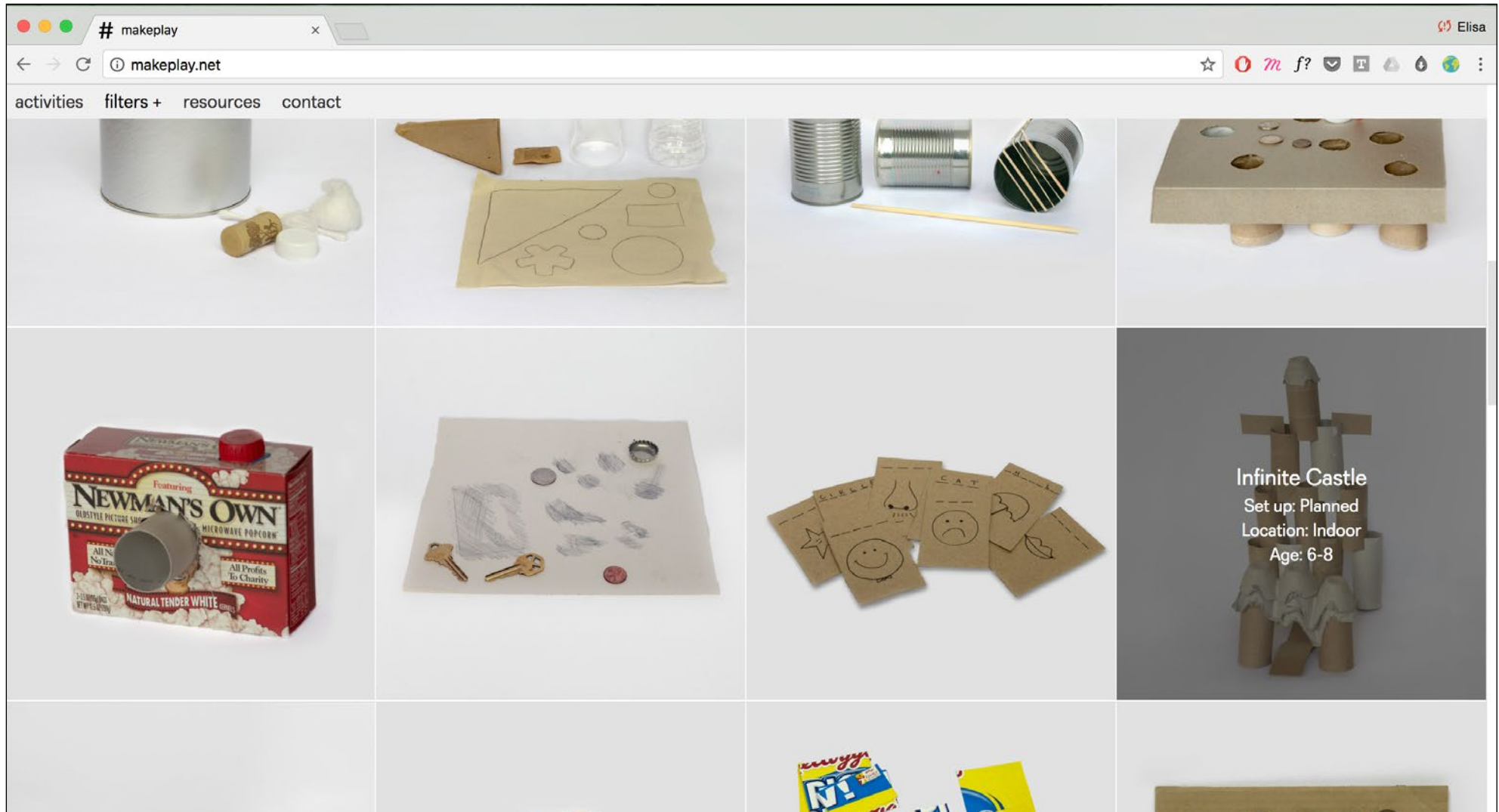
Further into the design, I decided it would better to provide a curated series of activities and get input from parents through a feedback feature.

I researched the most simple activities, created them using recycled materials, and shot them on a clean background to bring attention to the simplicity and give them an appealing and elegant aspect. I coded the website from scratch and used Isotope for the image grid.



Activities

With more research and user input, I hope to change and adjust the content that parents and caregivers can view on the website.



Promotional posters

Using the photographic aesthetic of the activities, these posters were designed to promote the project in the city and attract users.



The Uprooting

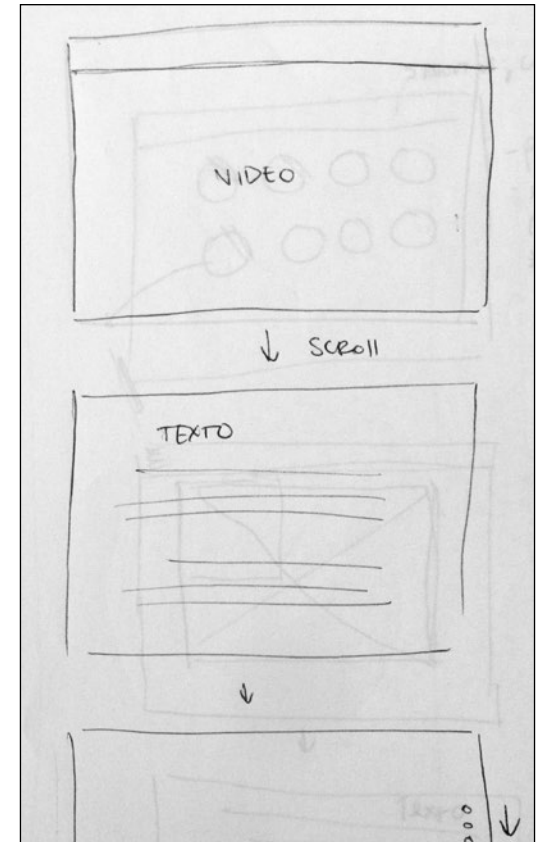
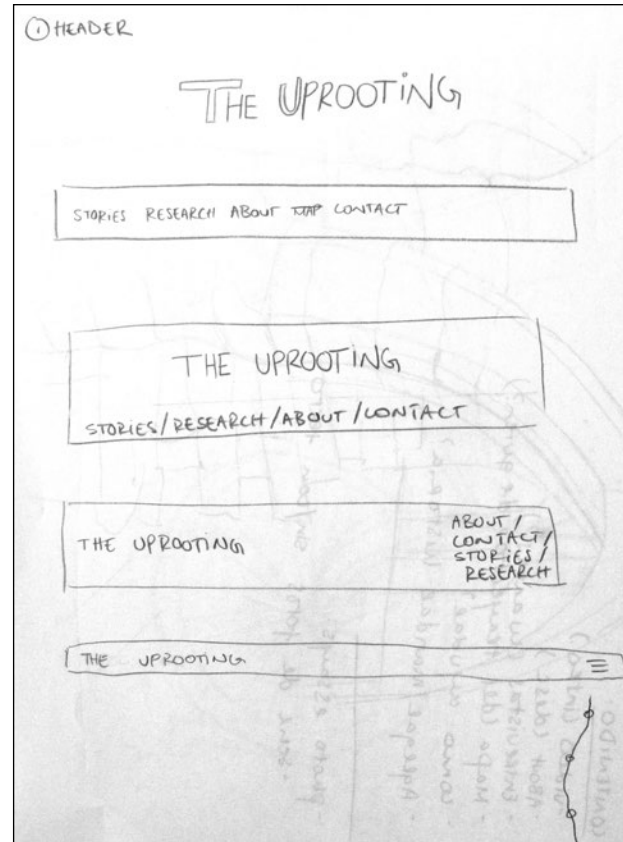
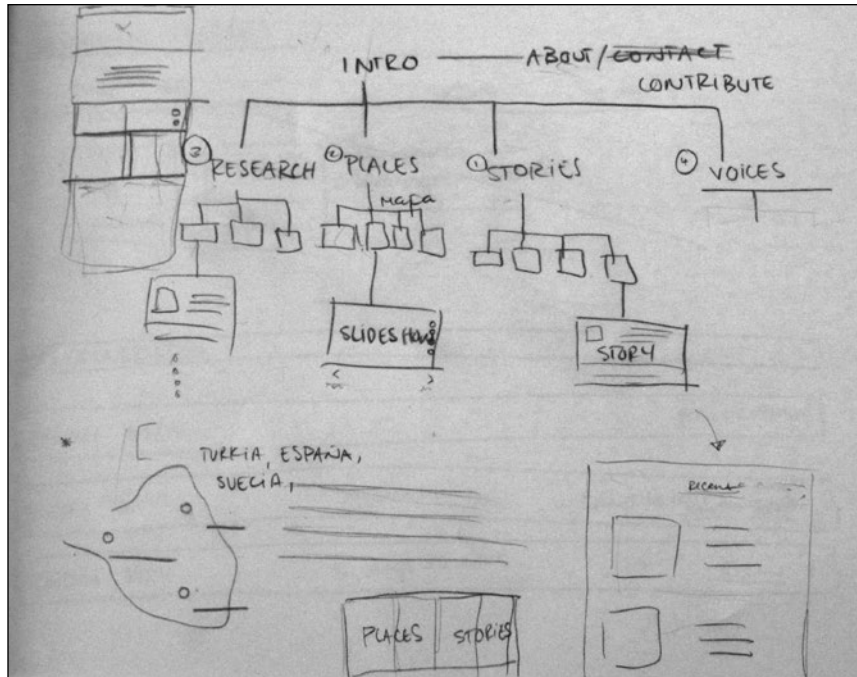
The Uprooting is a documentary project that explores the refugee crisis through the stories of its protagonists.

It aims to go beyond the daily headlines and forefront the voices of refugees in an examination of the traumas of war, the challenges of exile and the contours of an evolving diaspora.

You can read more on the website theuprooting.eu

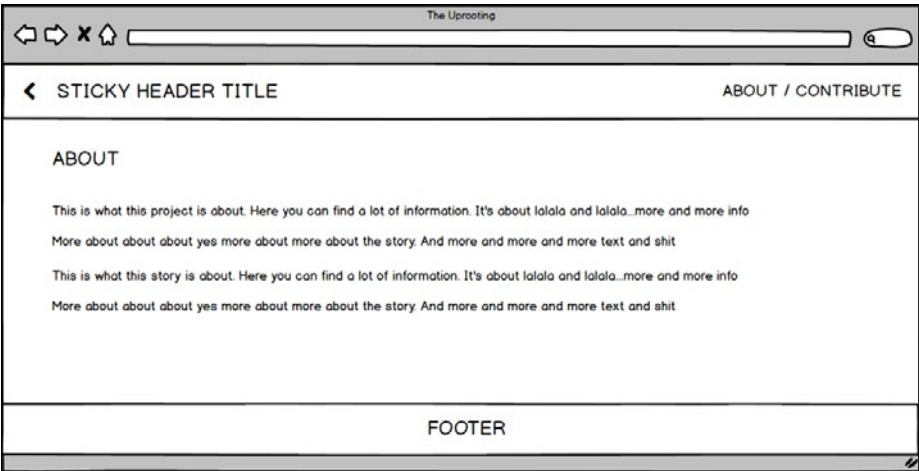
Sketches

The initial sketches and sitemaps were made by hand to align the ideas with the photographers before starting to develop the website layout.

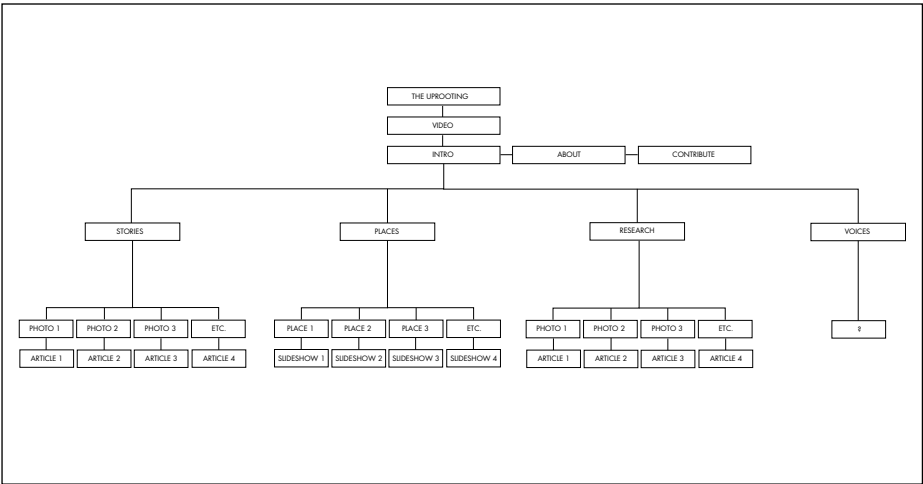


Wireframes

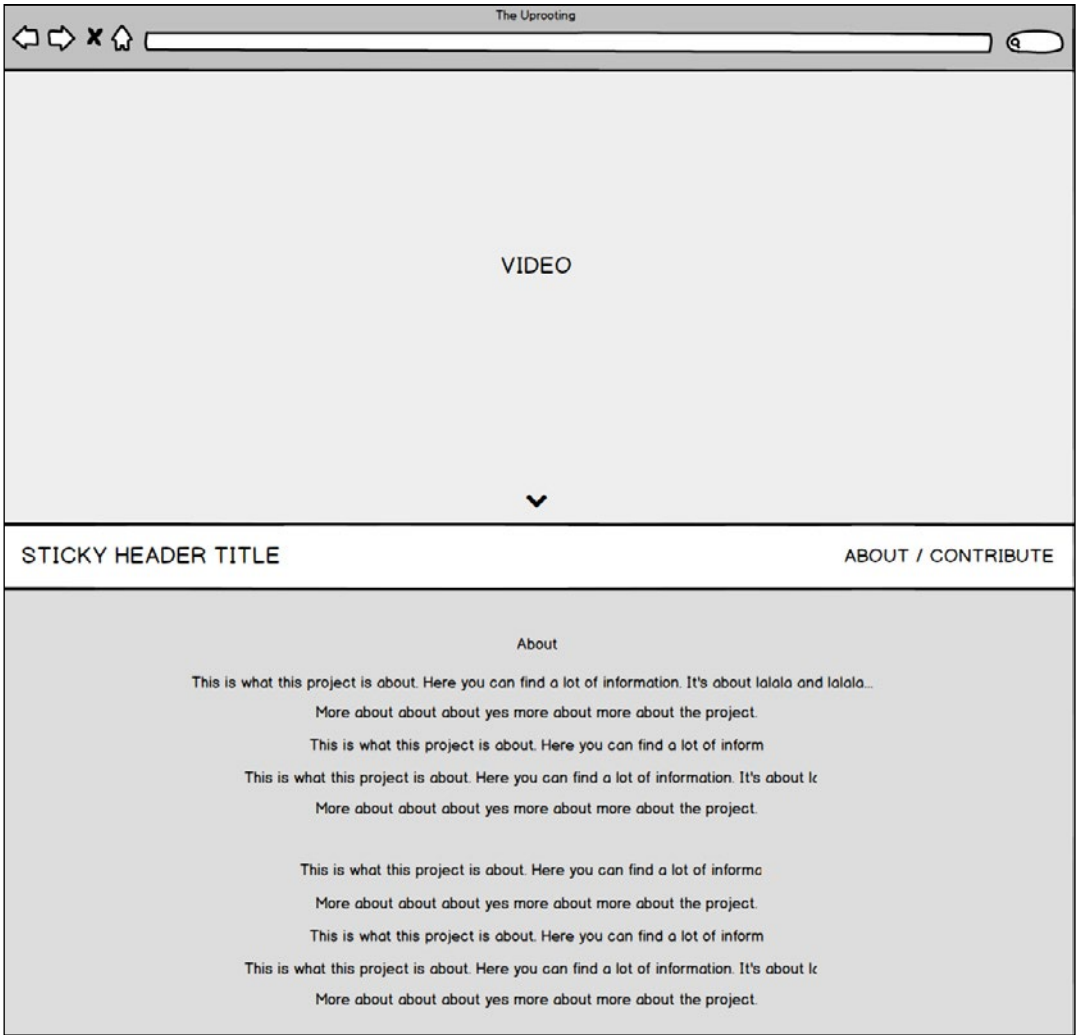
The wireframes were made in Balsamiq to reflect the site map agreed upon and the website flow.



About



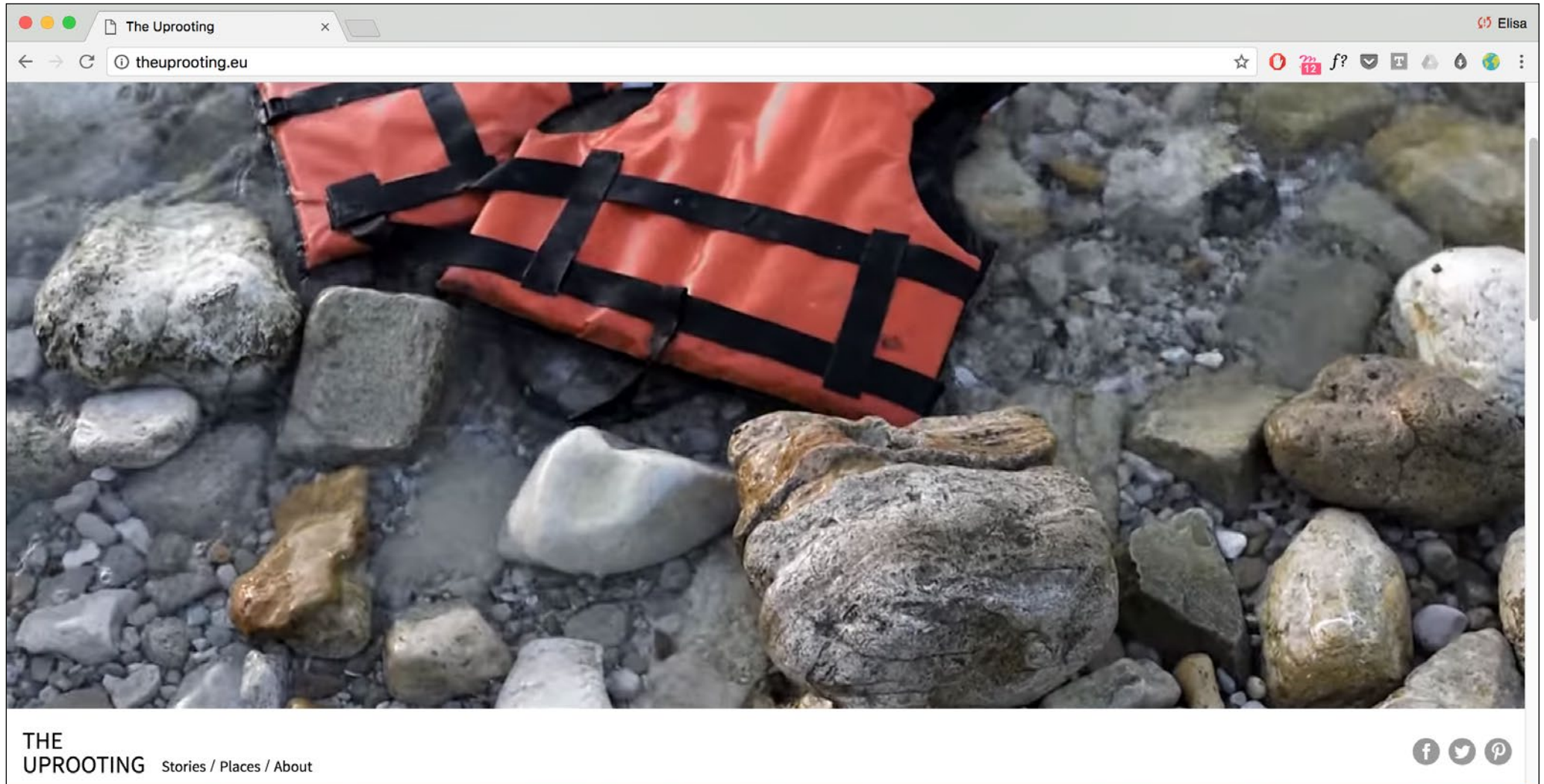
Sitemap



Homepage

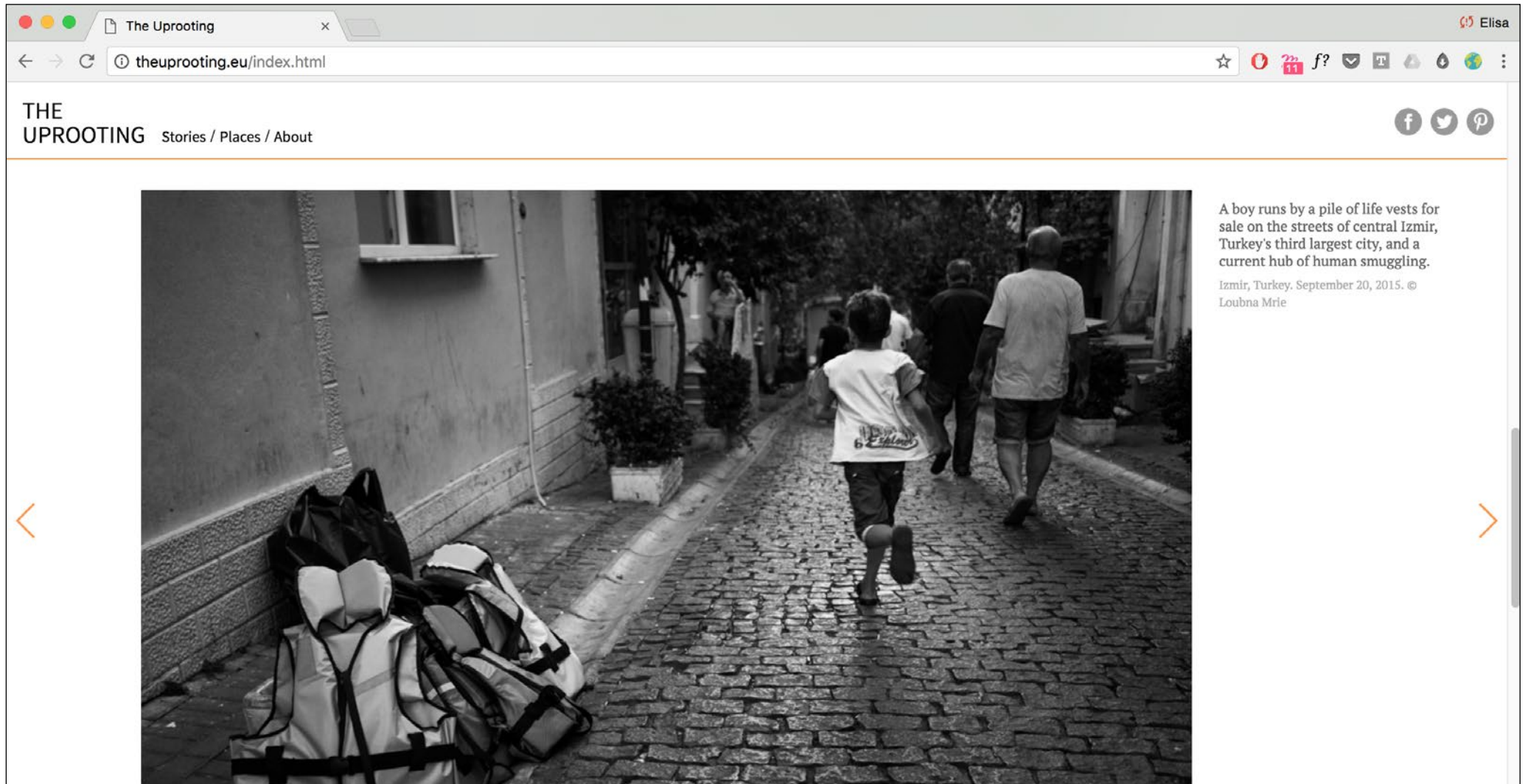
Homepage Video

I designed and coded The Uprooting from scratch using html, css and javascript for the slideshows. A video by one of the photographers was integrated at the top of the website to bring attention to the refugee crisis.



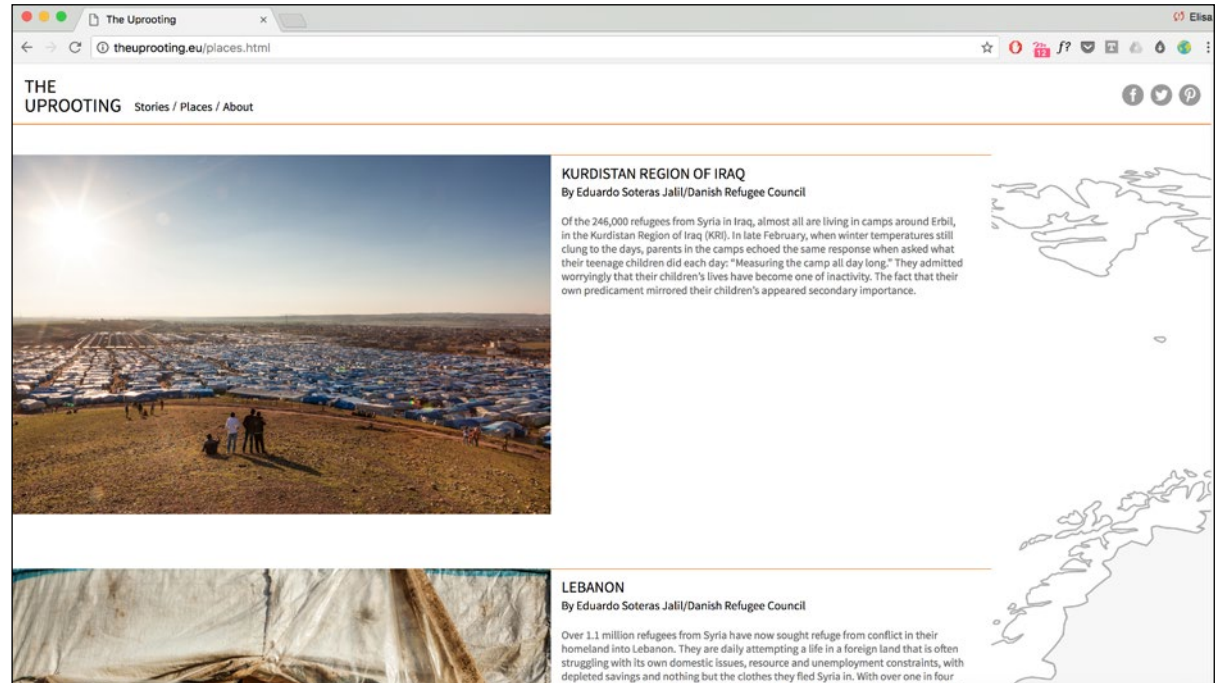
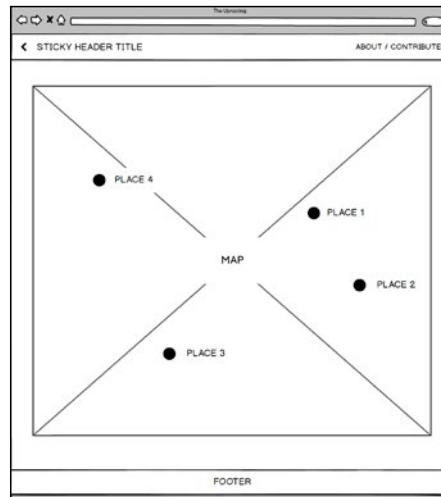
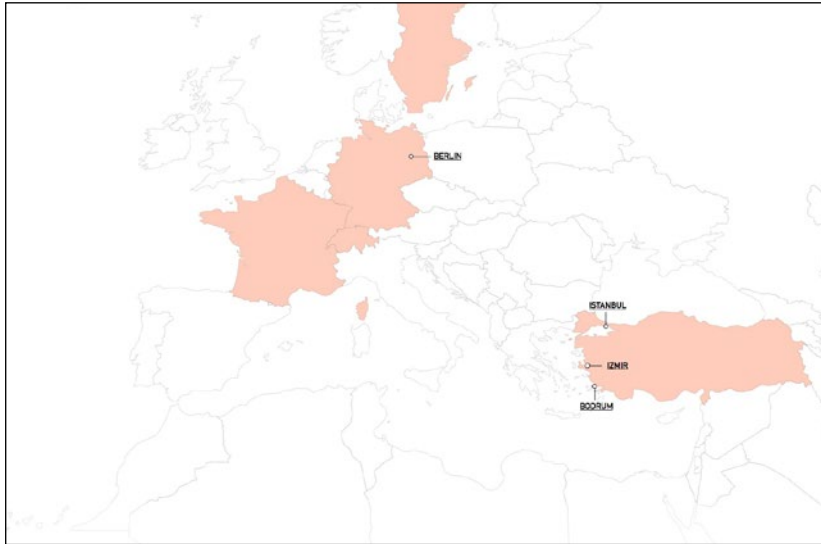
Homepage Content

The homepage is simple and uses a neutral color palette to allow for users to focus on the stories and photographs. The orange accent color was chosen to recall the life vests used during sea travels.



Places

This section of the website is organized by the places where each refugee story takes place. The initial idea was to create an interactive map but we decided it would be best to focus on the photographs and a short summary of each place.



Quique Panes

Enrique Winograd is baker and bread artisan that distributes a variety of sour dough breads and pastries to shops and people in Medellin, Colombia.

Wrapped in individual plastic bags to preserve the breads' freshness, he was provided with branded stickers, a logo and business cards to distribute.

To see his facebook page [click here](#).

Logo design

The logo for Quique Panes is designed with the font Scala Sans Caps to represent the elegant aesthetic and quality of his bread.

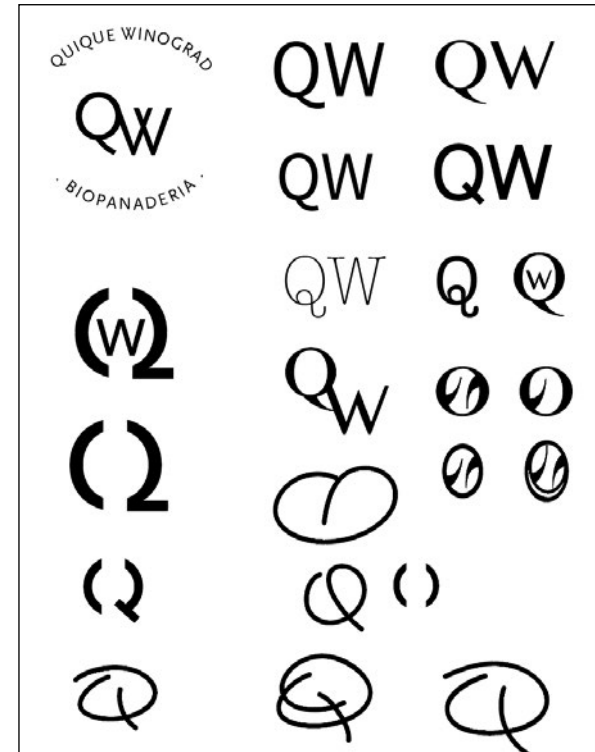
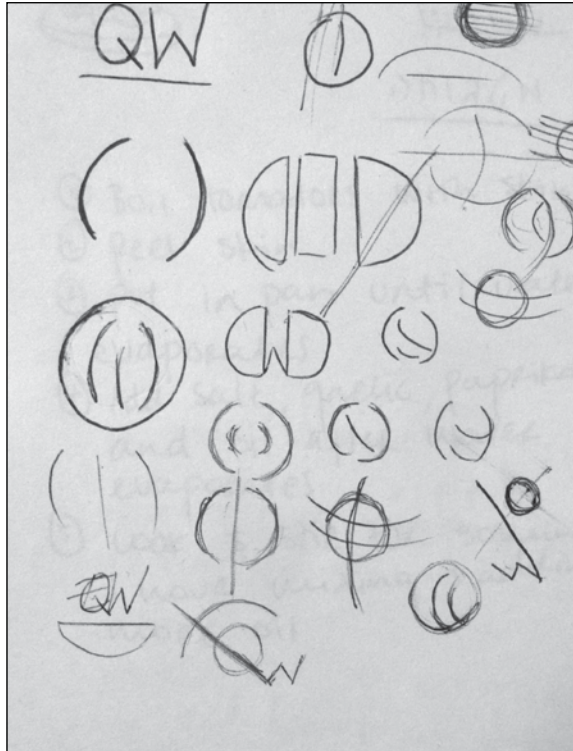
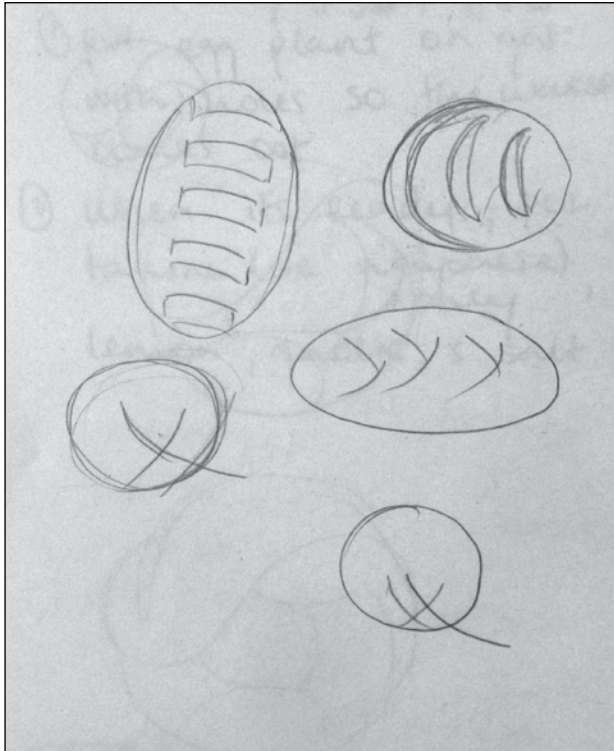
There is an extended and condensed version of the logo to be use in different contexts.

QUIQUE WINOGRAD
· PANES ·

QW
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Brainstorming

Quique wanted something elegant and simple to represent his selection of breads. Before making the final logo, I began by sketching in paper and making some trials in illustrator.



Print material

Labels for each bread type are printed and used for final sales. They include the name, contact information, weight and ingredients.



Photography

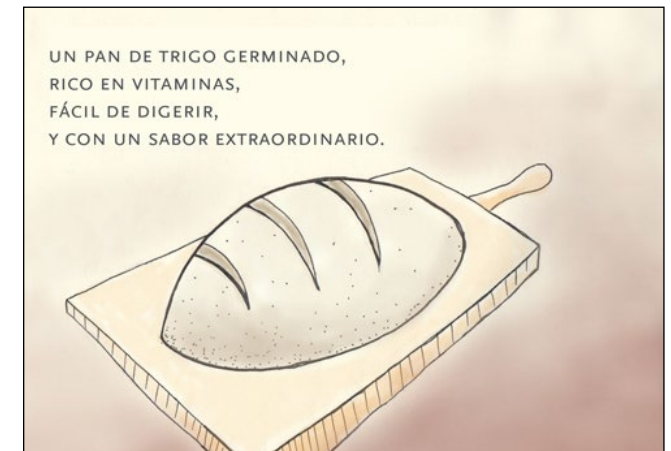
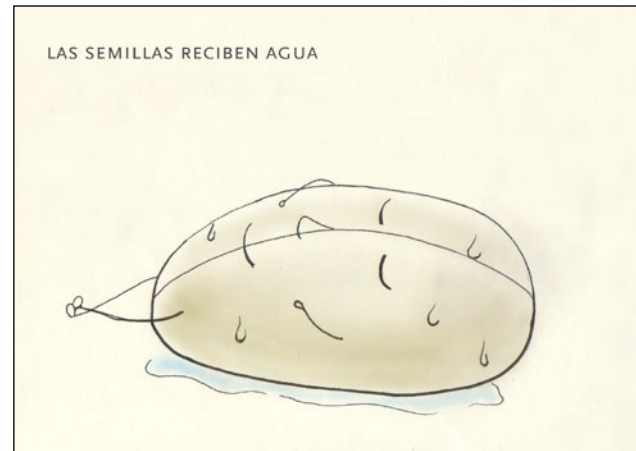
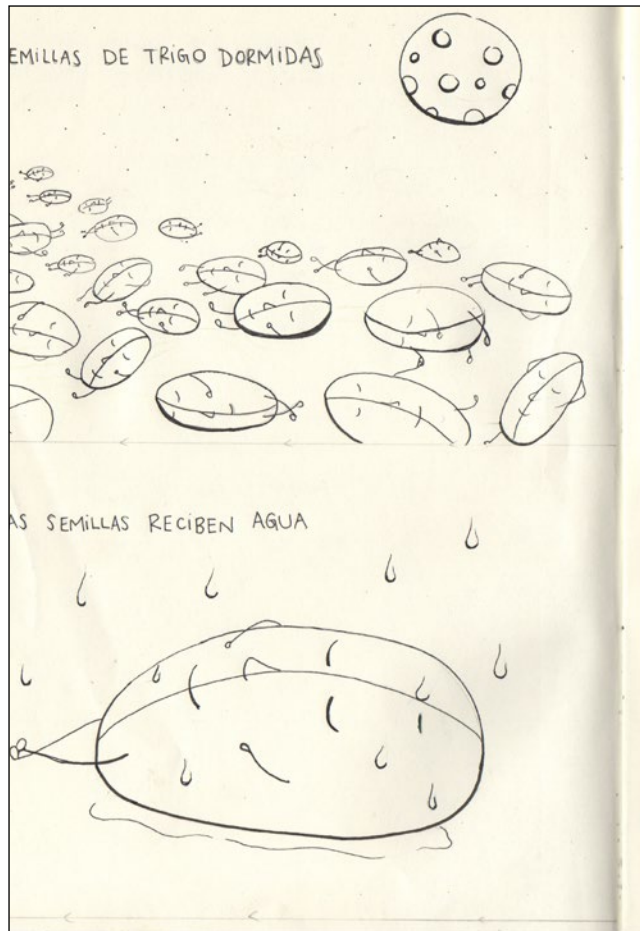
I did a photoshoot at Quique's bakery to document the bread making process. This will be used for future branding and story telling.



Animation

In order to explain to customers more about sprouting and how it can be used to make bread, I made an animation which was published in Quique Panes social media channels.

To view the video [click here](#).



Open Circle

Parents Circle Family Forum is an organization in Israel that tries to bring reconciliation between bereaved Israeli and Palestinian families through seminars and workshops.

As part of a re-branding project, the name Open Circle was proposed along with a new logo, website design, business cards and informative pamphlets.

Logo design

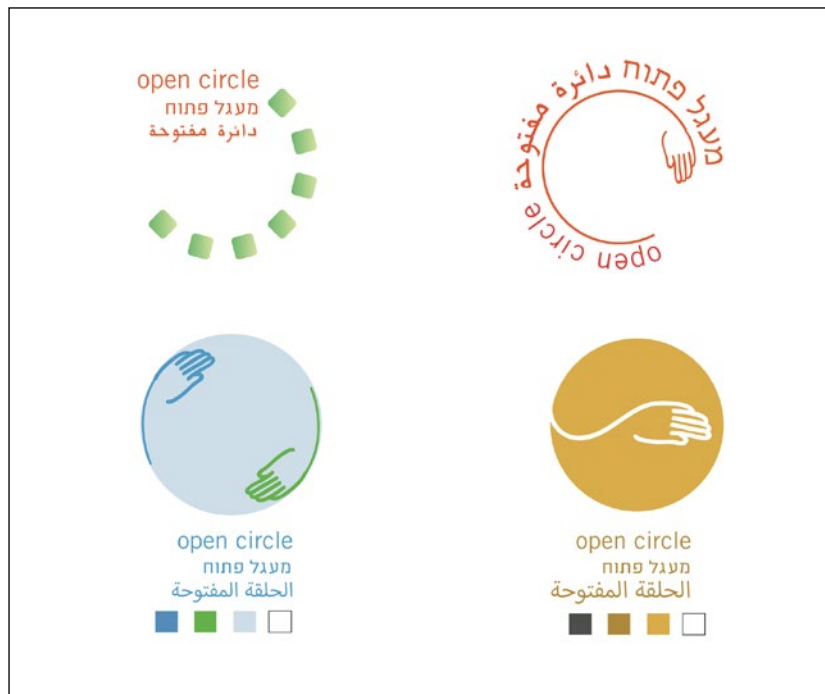
The final logo was made in three languages so that anyone involved in the conflict feels comfortable with the organization.



Brainstorming

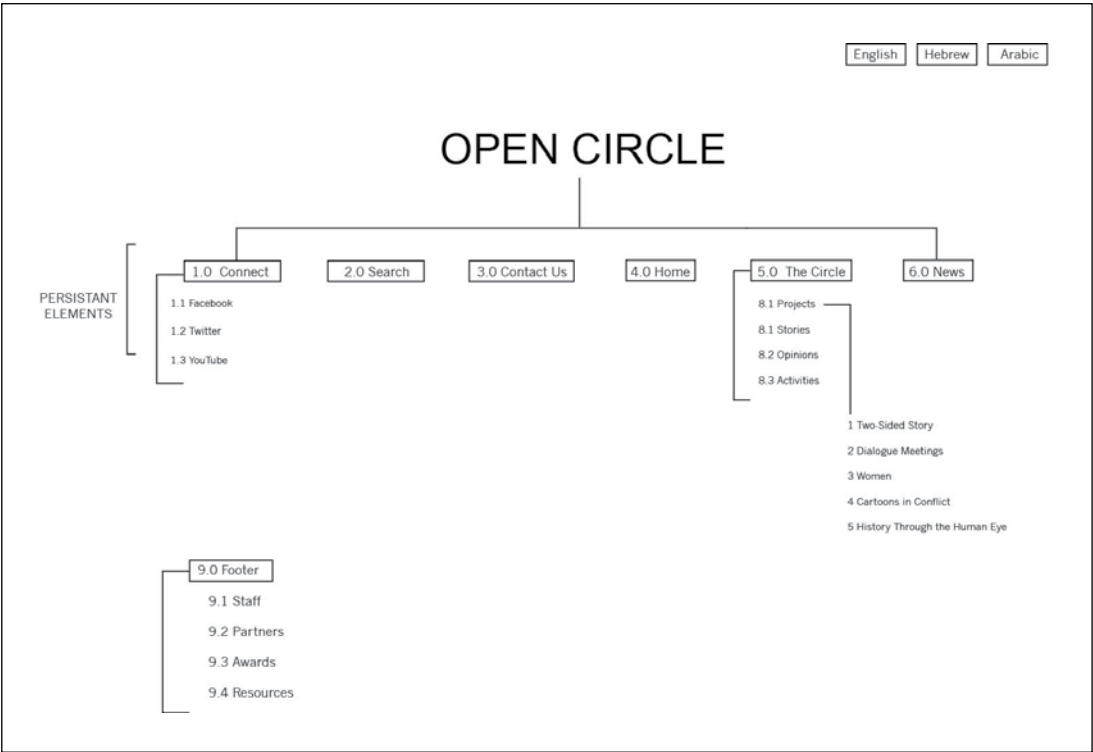
Before reaching the final version, we brainstormed with different ideas relating to listening, collaboration, and communication.

The color palette consists of lively and inviting colors to encourage a sense of community and communication.



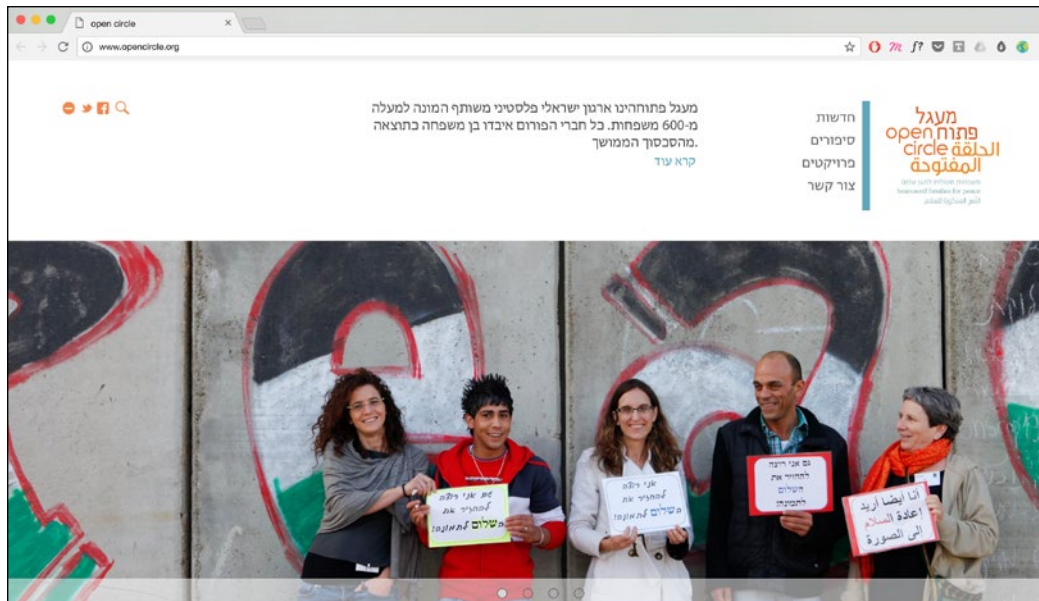
Website Restructure

The original organization website is dark and difficult to navigate. We began by organizing the information in a site map and deciding which information is crucial to the users.



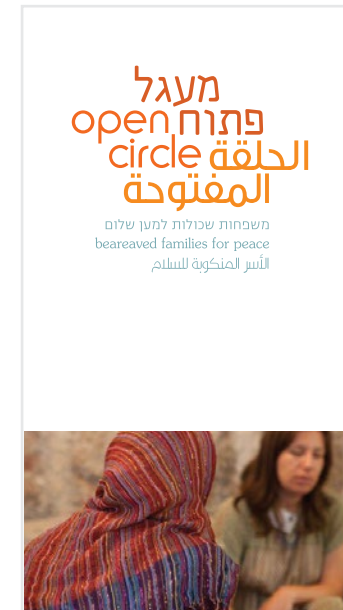
Website Design

The design was made in three languages to give accessibility to all nationalities. The information was organized in a more simple manner for anyone to be able to find the content easily.



Print Material

Along with the logo and website, I designed pamphlets with more information about the project and business cards for the relevant managers to distribute during information sessions.



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