Will Hall

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UI Designer

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UX Portfolio

Contents

About

I've been making websites for over 15 years. But for most of that time, I never considered myself a designer. As developers, the designs we receive cover a wide spectrum of fidelity, but there are always gaps to fill, and filling those gaps involves design. It turns out I was designing the whole time. Maybe I should become better at it?

UI design allows me to apply the same critical thinking and planning skills I use every day as a developer, while enabling me to chart a course all the way from ideation to implementation. And the research mindset of UX brings a new dimension to how I can create better products.

In these projects (and the linked demos) you'll see the final outcomes, but also the research and planning which led to them. And that to me, is the heart of user experience design.

- **WikiHow Redesign** is a detailed, refocused take on a popular app.
- **Smart Mirror UI** explores future UI concepts, and makes it real with a live demo.
- **Hades Builder** conveys densely-packed information in a rich aesthetic.
- **Grow Notes** combines three core features into a cohesive app design.

WikiHow Redesign

UX Design Winter 2021
- Mobile app redesign and interactive prototype

Objective
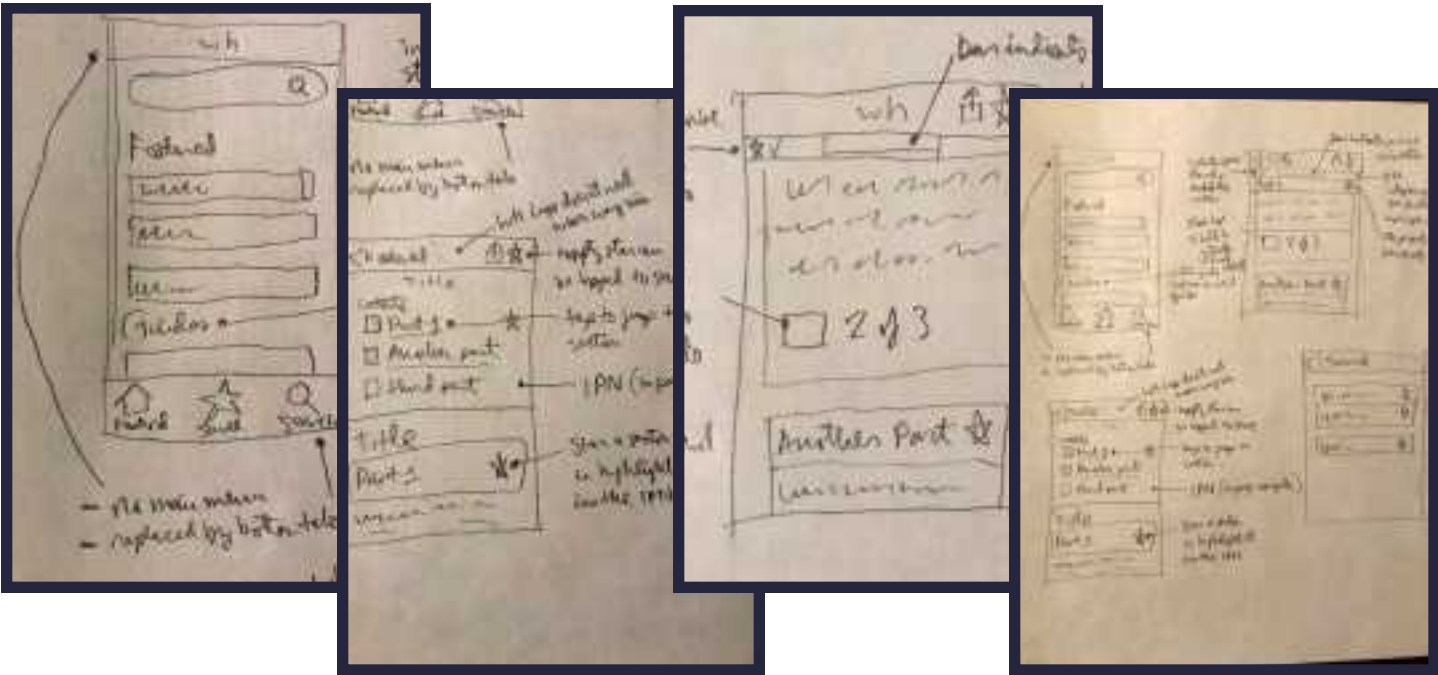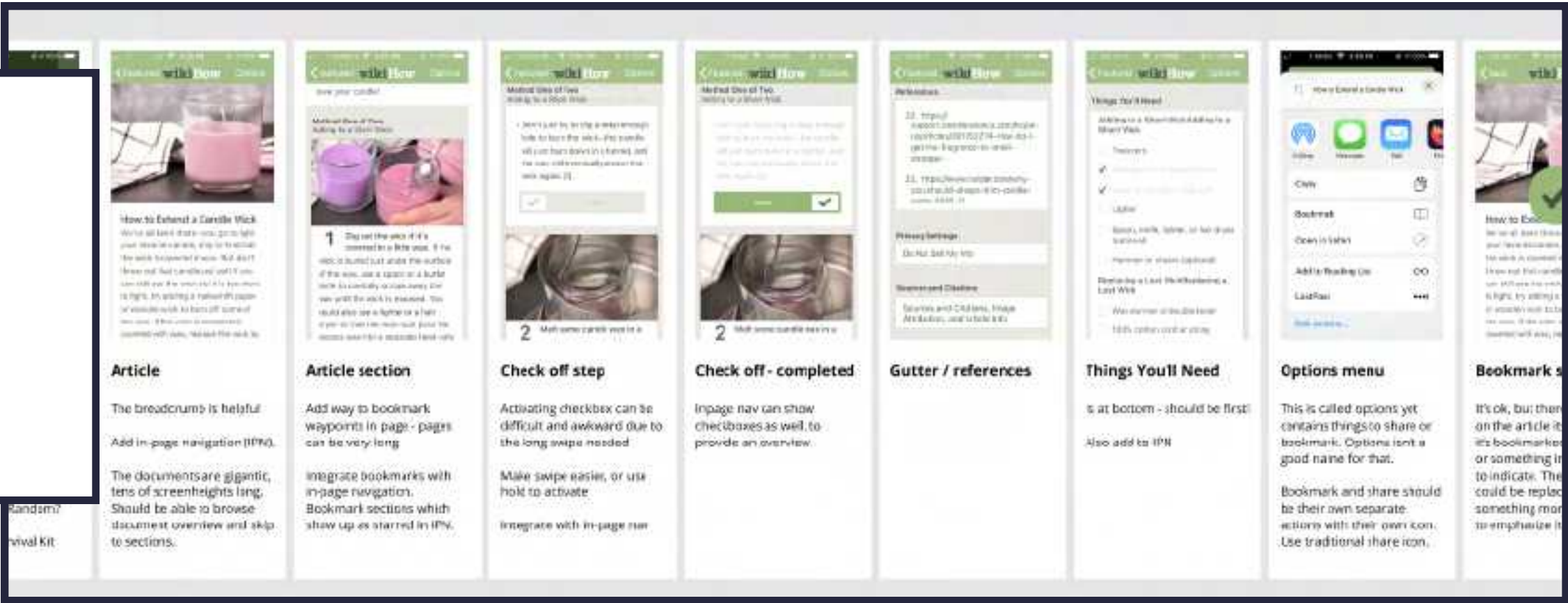- Redesign the WikiHow mobile app with a focus on article navigation

Tools and Techniques
- App audit, sketching, ideation, Figma, design system

App Audit

Before I could redesign the app, I needed to audit it.

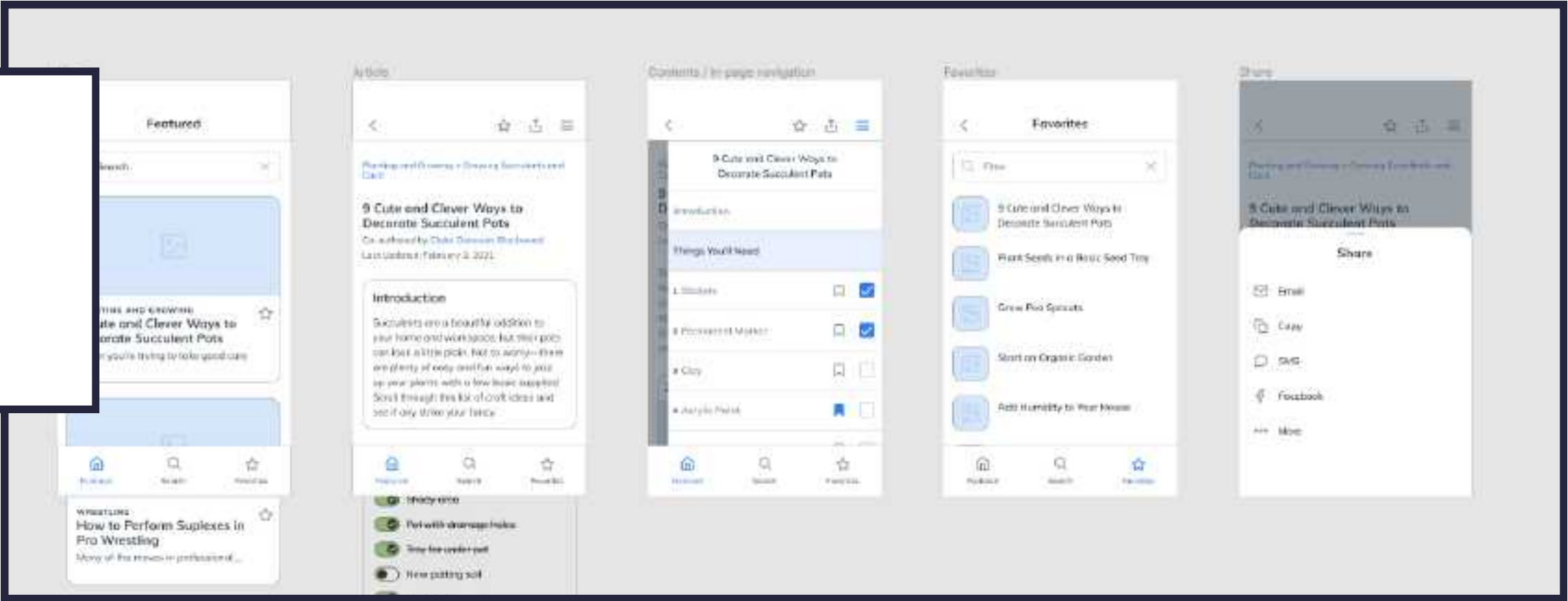I reviewed every screen in the app. How could it be improved?

Sketching and Ideation

Sketching helped me explore ideas to flush out the article view.

How could articles be quickly navigated and bookmarked?

Quick Mockup

I used the Daresay design system to quickly build a prototype and experiment with ideas.

Design Goals

I explored concepts for the new article system and wrote out some key features.

Interactive Prototype ⬈   **App Design** ⬈

16 Custom Components

I went deep into Figma's component system to create an accurate, consistent design.
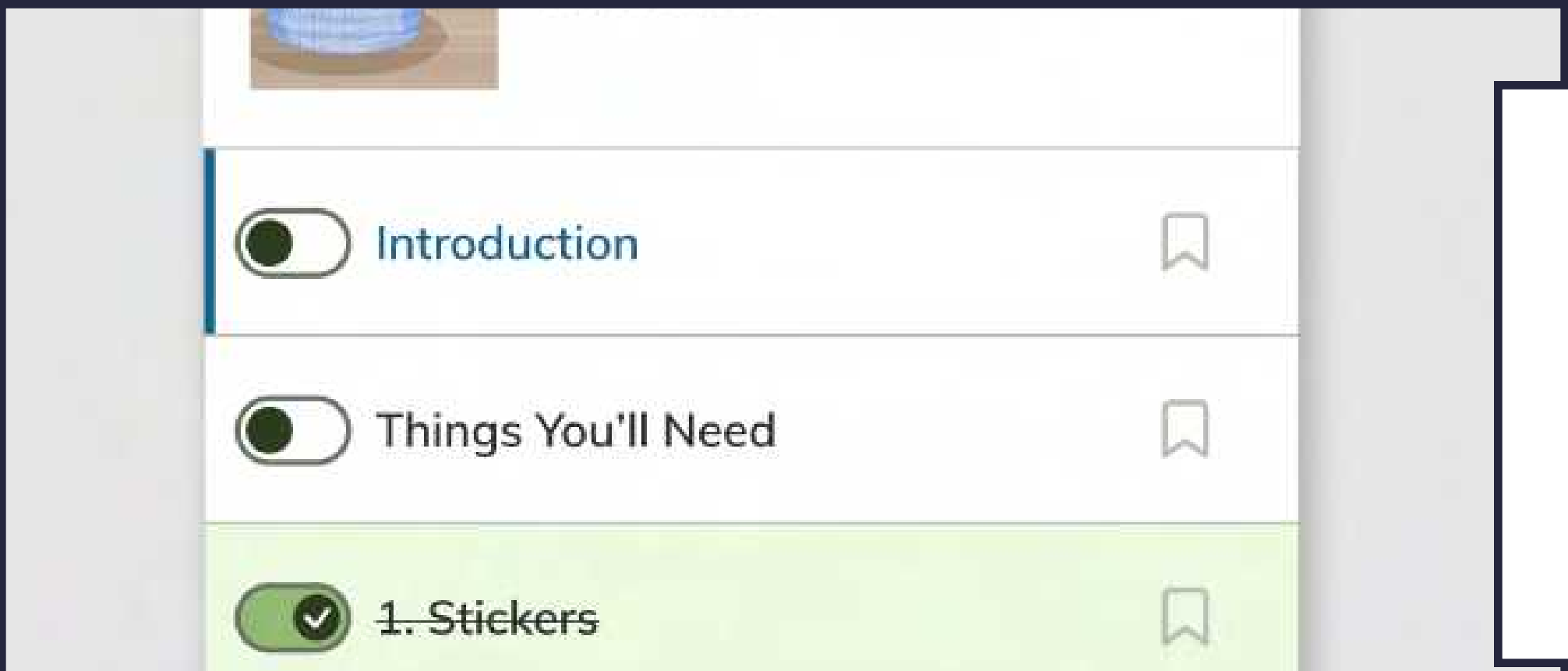
Interaction and Detail

The article navigation menu has sections that can be toggled and bookmarked.

Nearly every part of this prototype can be interacted with. It's very "complete".

Smart Mirror UI

UX Design/Web Development Winter 2021
- High fidelity mockup of a jumbo touch screen UI
- Live in-browser demo with real time UI contrast adjustment

Objectives
- Design combinable widgets for an interactive smart mirror UI
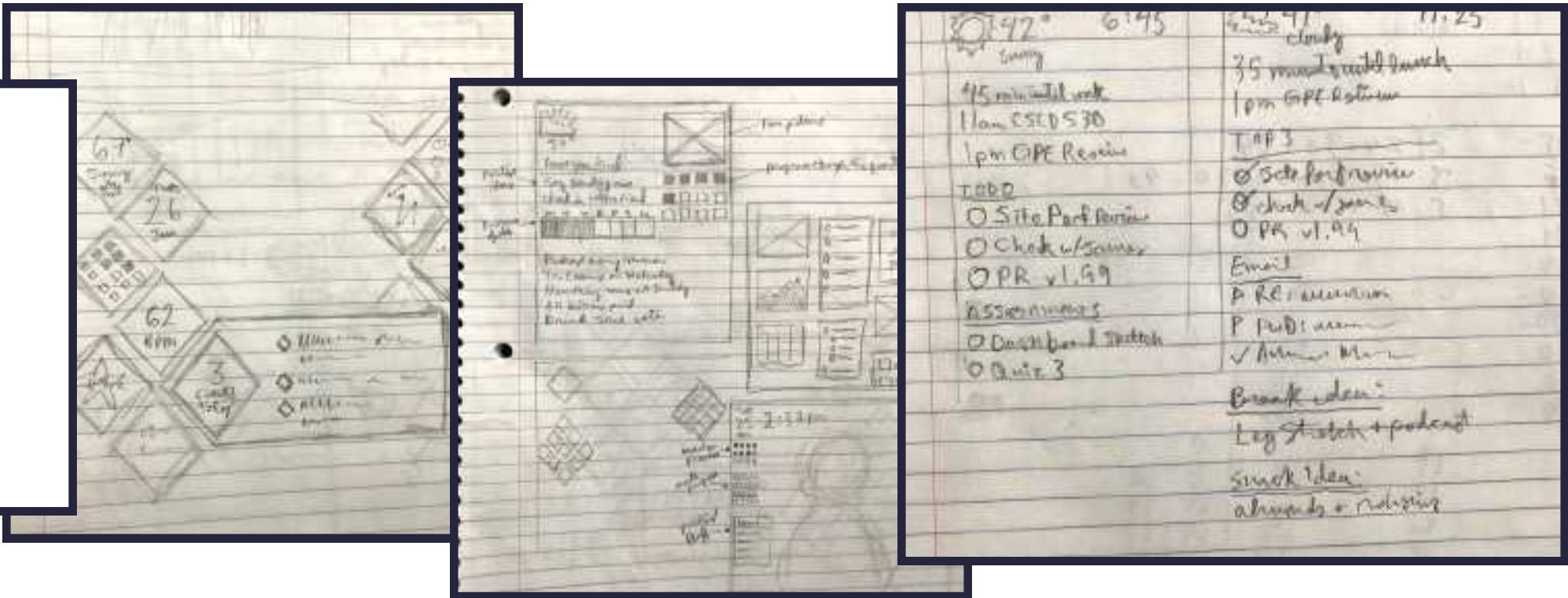- Demonstrate realtime UI contrast adjustment with a live demo

Tools and Techniques
- Information mapping, sketching, expert review, design system, WebRTC, Canvas

Smart Mirror UI > **Exploring the Design**

Sketching

Sketching helped me quickly test ideas and layouts.
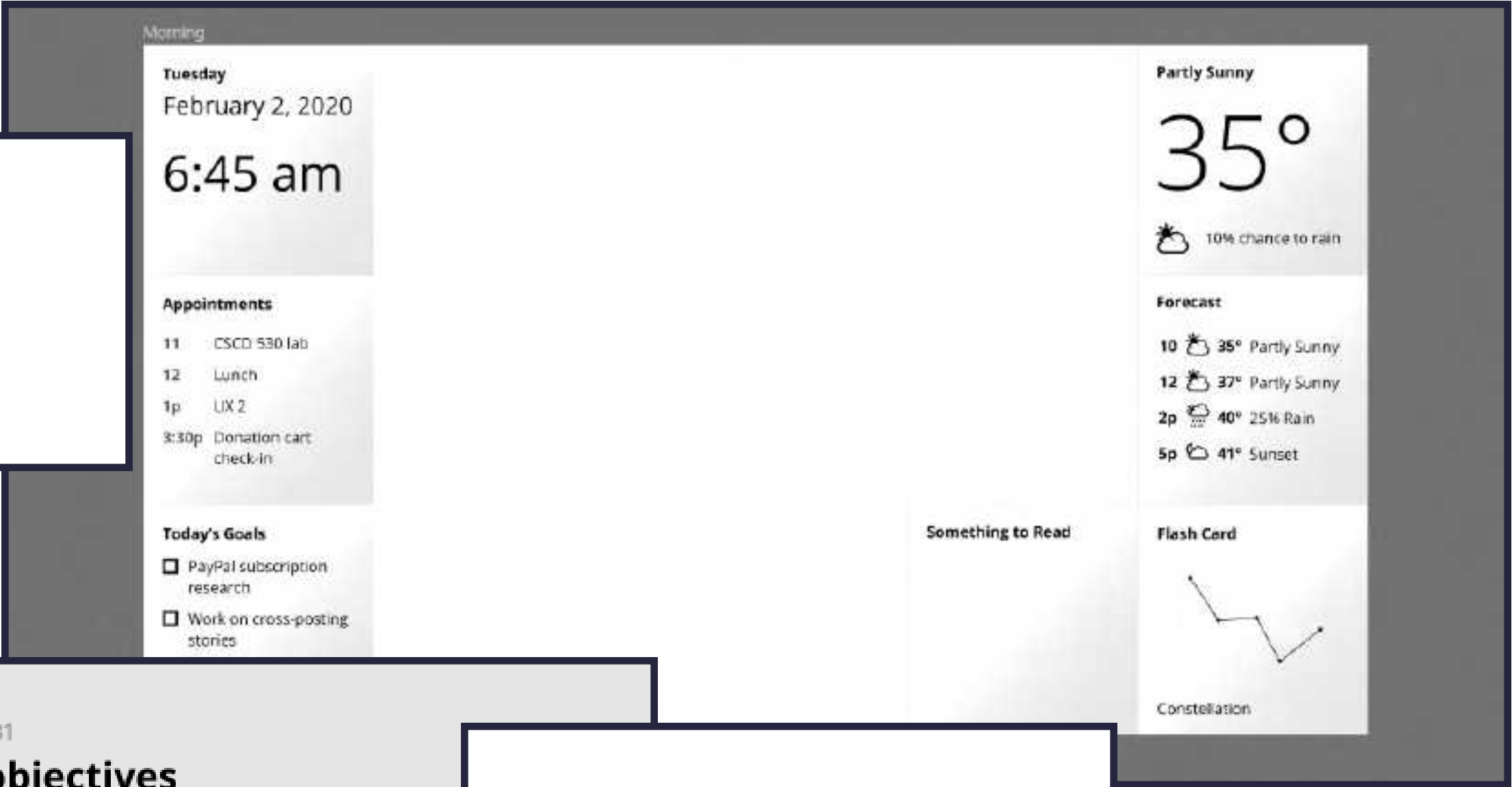
What concepts might be possible?

Information Mapping

I explored the times and contexts when I would use a personal dashboard.

What information would be important, at what times?

Grey Box Design

A monochrome prototype helped refine the layout while keeping decisions minimal.

Morning

Tuesday
February 2, 2020

6:45 am

Appointments

11   CSCD 530 lab
12   Lunch
1p   UX 2
3:30p   Donation cart
        check-in

Today's Goals

☐ PayPal subscription
  research
☐ Work on cross-posting
  stories

Partly Sunny

35°

10% chance to rain

Forecast

10   35° Partly Sunny
12   37° Partly Sunny
2p   40° 25% Rain
5p   41° Sunset

Something to Read

Flash Card

Constellation

Frame 31

1.0 objectives

■ Ensure all text elements use preset
■ Create spacing system in the style t
■ Add a color system
■ Colors adjust to time of day
■ Background images
■ Color photo
■ Tiles adjust contrast
■ Provide version without background gradients

Expert Review

My instructor helped me find 11 key areas to improve for my next iteration.

Using Real Content

Using photos helped me confront the UI challenges of a real smart mirror.
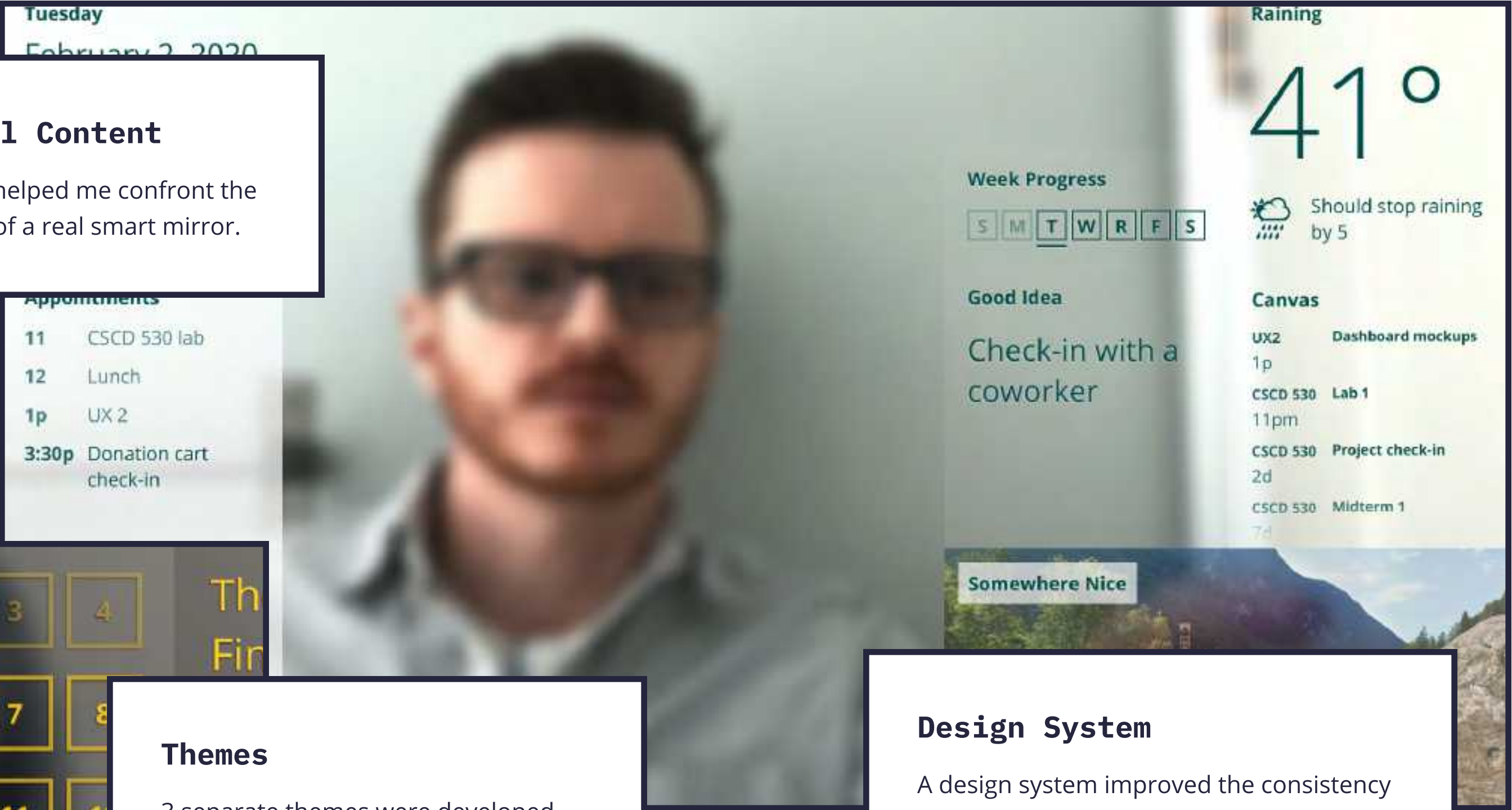
Themes

3 separate themes were developed, one for each time of day.

Design System

A design system improved the consistency and structure of the UI modules.
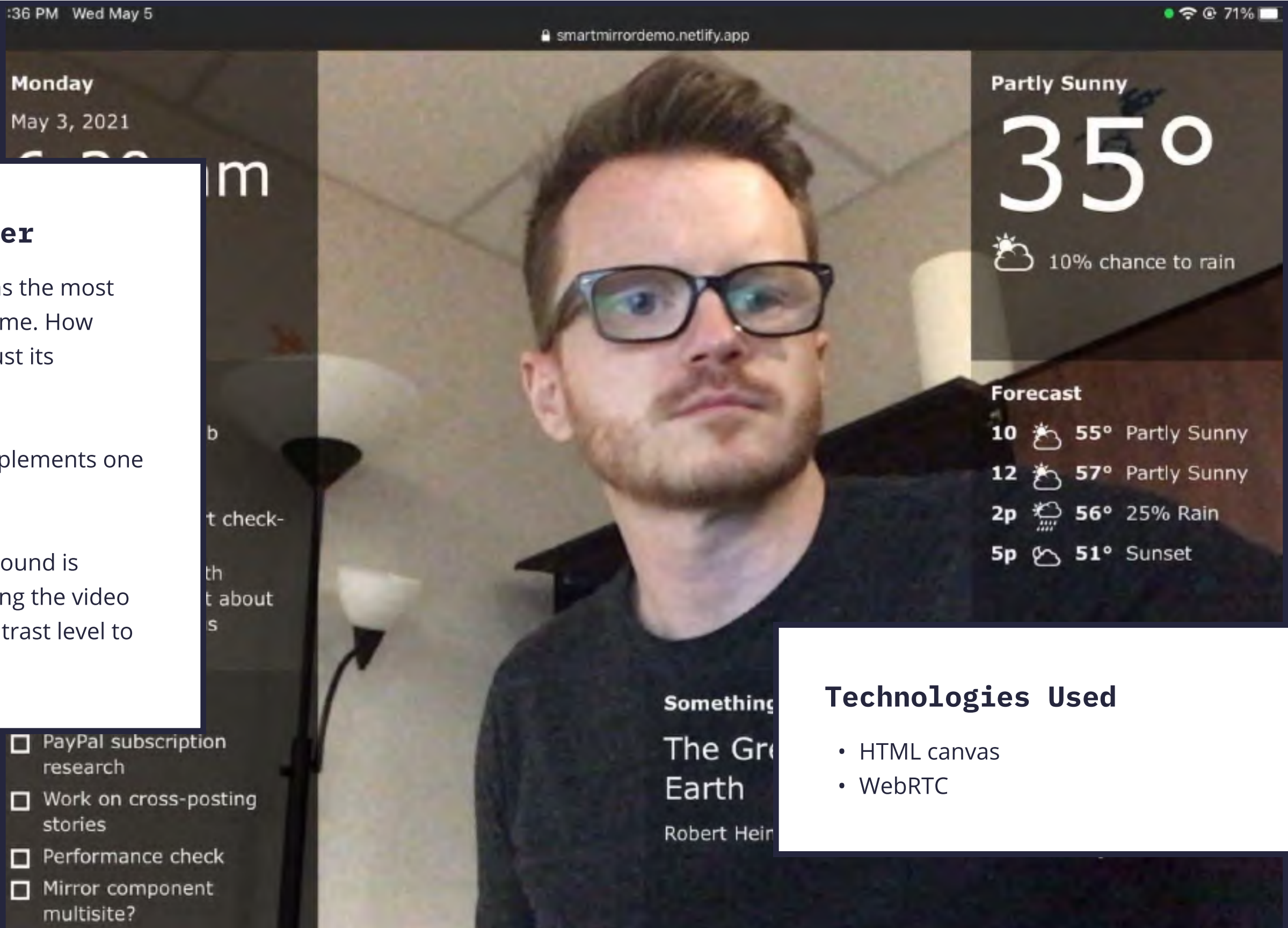
Taking It Further

The UI contrast issue was the most interesting challenge to me. How could a real UI auto-adjust its contrast?

This live HTML demo implements one static screen of the UI.

But each UI cell's background is adjusted in real time using the video feed, keeping a high contrast level to ensure readability.

Technologies Used

- HTML canvas
- WebRTC

Hades Builder

Web Design Fall 2020
- Thematic web design with an aesthetic focus

Objective
- Design a cool and fun website for fans of an award-winning game with a rich, colorful aesthetic

Tools and Techniques
- Survey, visualization, research, design system, Figma

Hades Builder > **Research**

Collecting Viewpoints

I started with a poll to find out what fans wanted out of a Hades-themed website.

A visualization helped me understand the most important needs of players.

Look and Feel

I researched similar projects across the gaming sphere.

I collected colors and pieces of game UI.

Hades Builder > **Lo-fi Prototype**

The lo-fi prototype helped solidify the main ideas of the design.

How could I present complicated ideas in an information-dense layout?
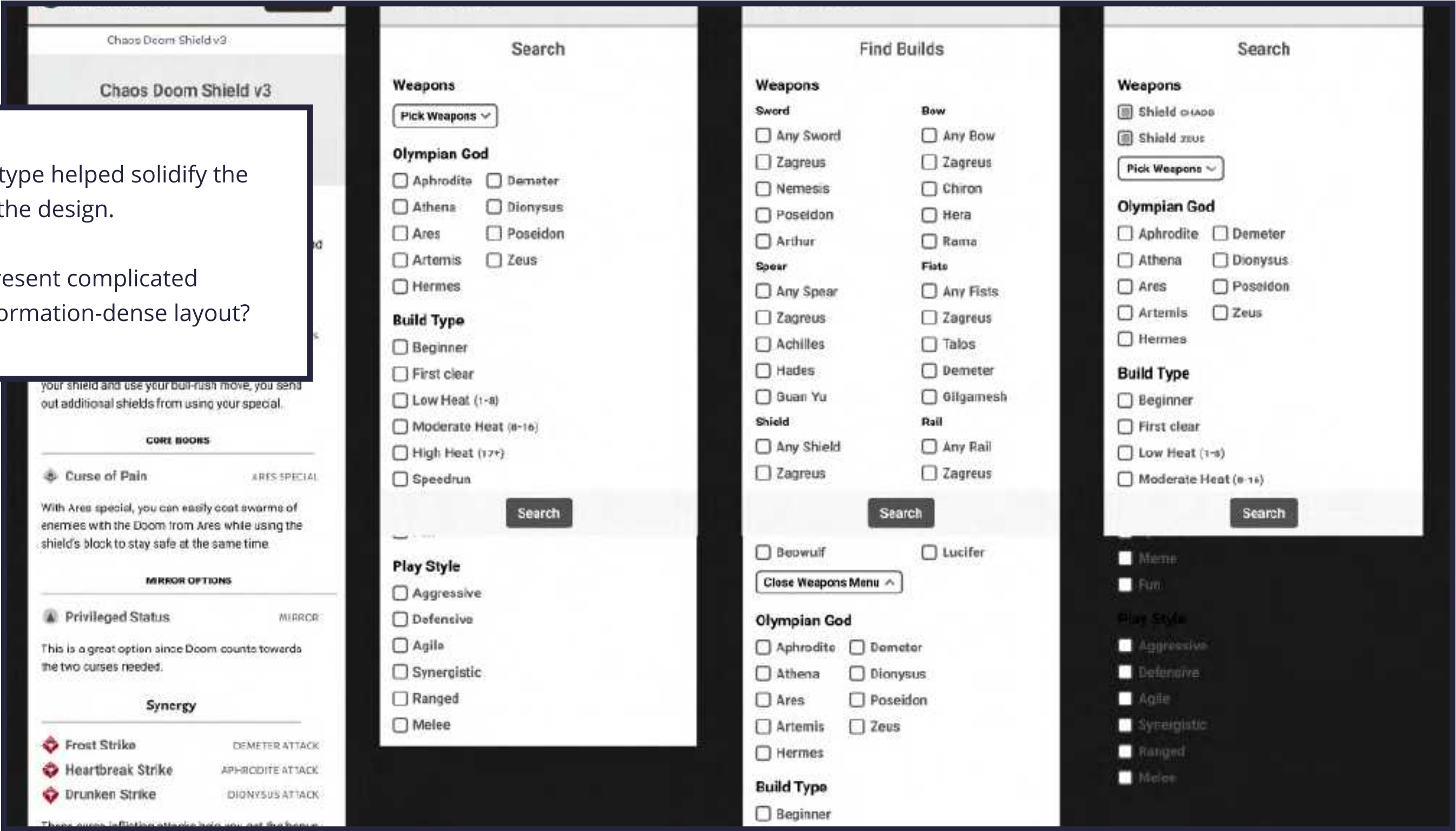
Typography

Gamers need detailed info, and Hades' rich visuals sets high expectations for the website's theme. I used fonts and colors inspired by the game itself.

22 GARAMOND CAPS

24 ALEGREYA SANS CAPS BOLD

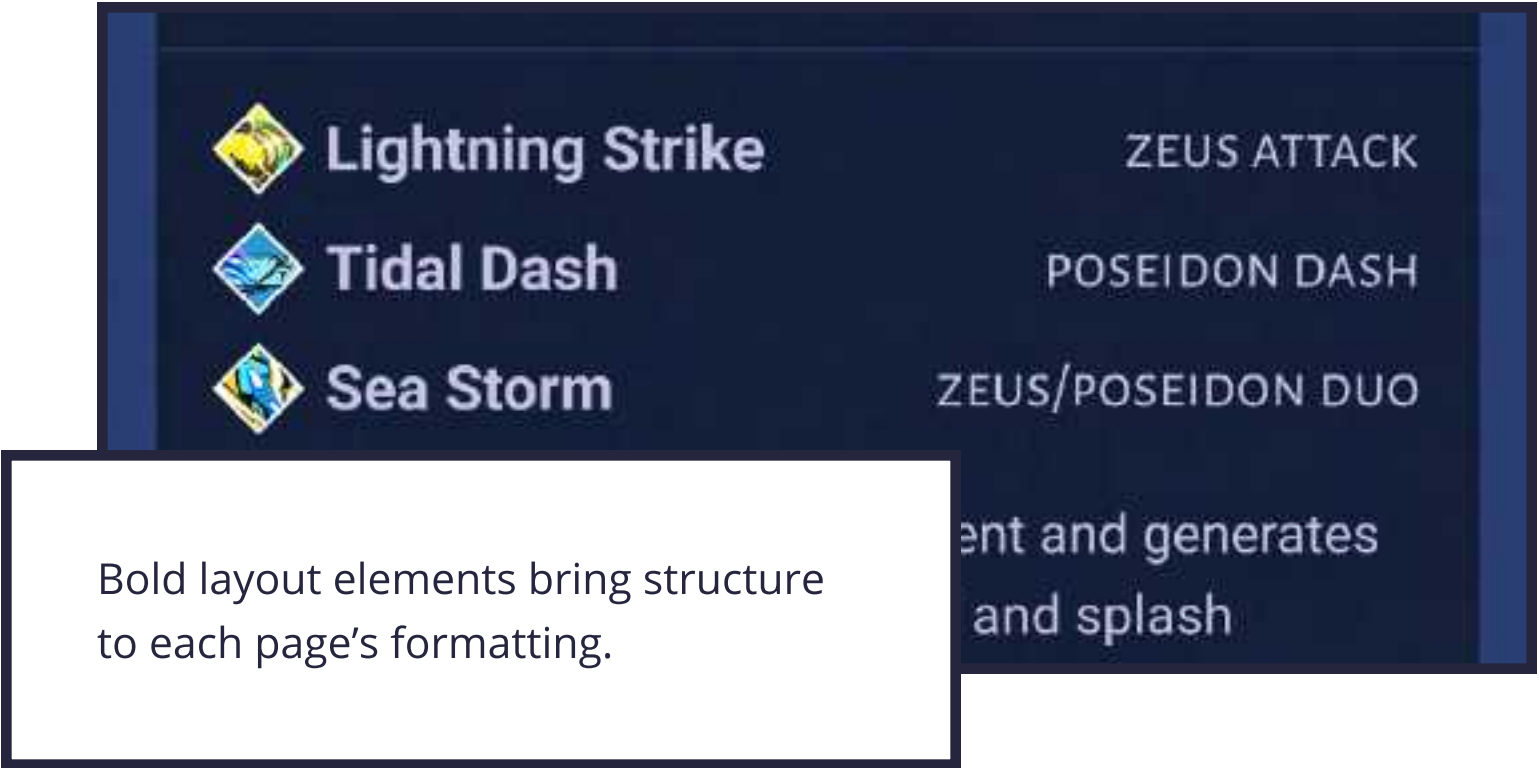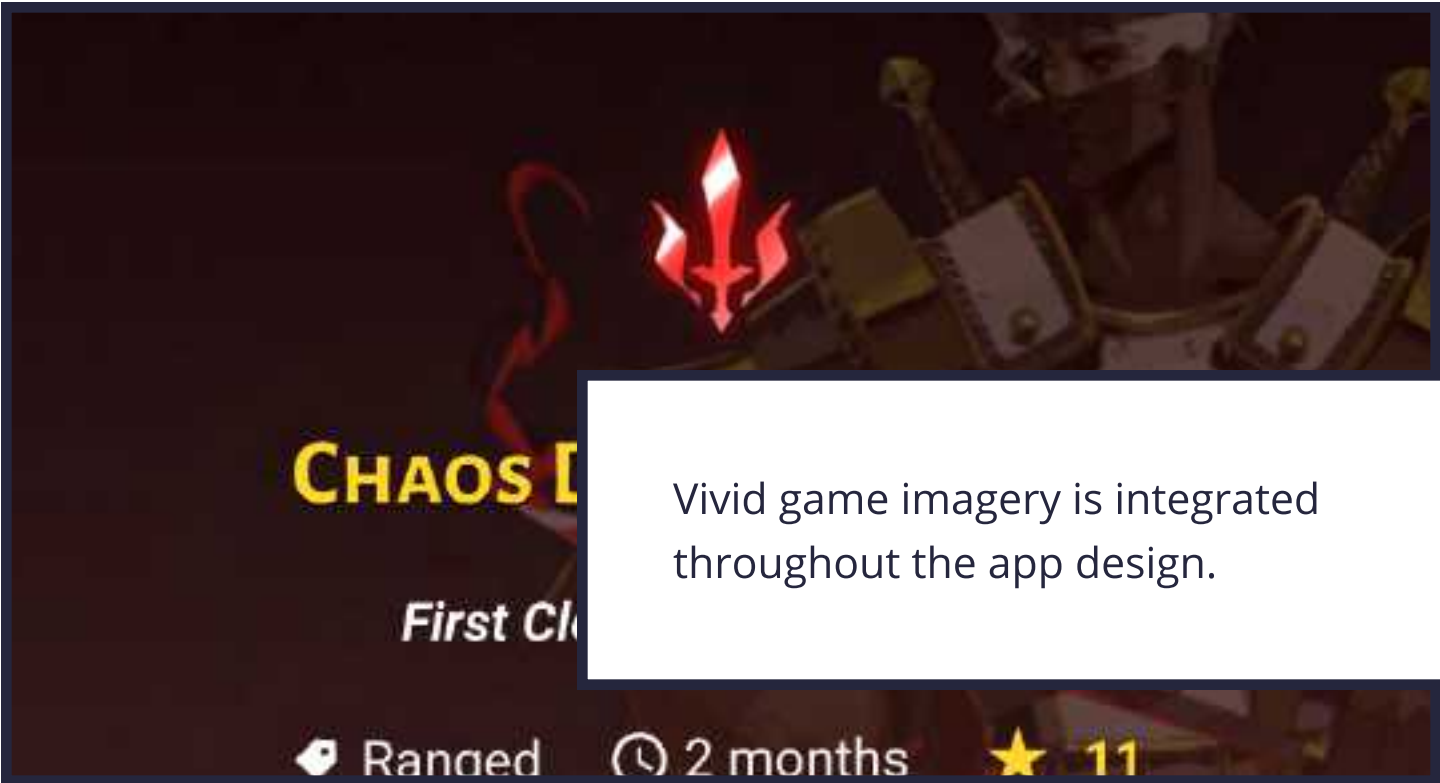20 ALEGREYA SANS CAPS BOLD

18 Alegreya Sans Bold

14 Alegreya Sans 14 Bold

16 Bold

14 Bold

14 Regular
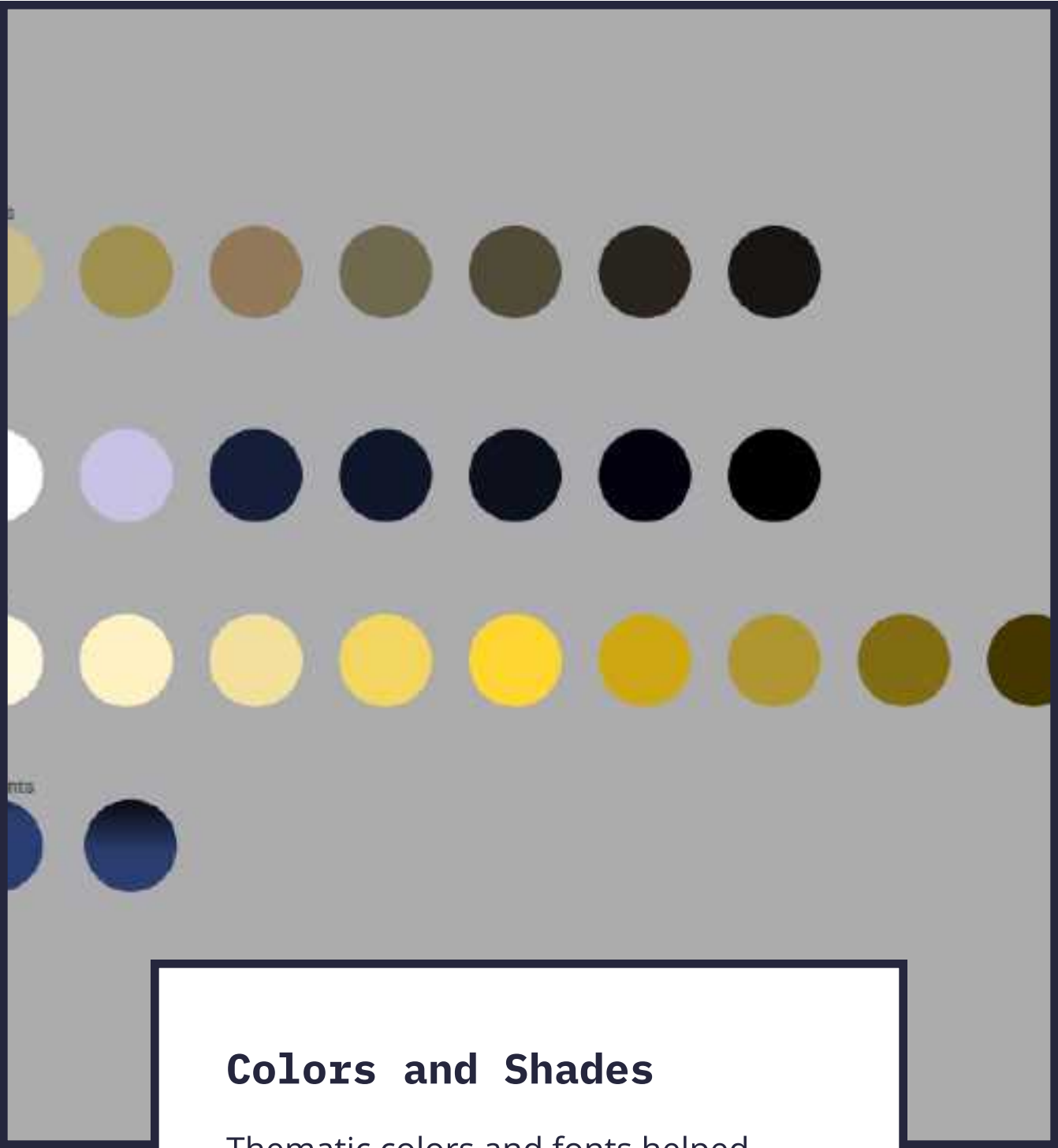
Colors and Shades

Thematic colors and fonts helped bring to life a luscious design system.

Hades Builder > **Final Design**

Info Cards

"Info Cards" give quick info in a dense format, while keeping a tidy appearance.

Vivid game imagery is integrated throughout the app design.

Bold layout elements bring structure to each page's formatting.

Grow Notes

App Design Spring 2021
  - Multi-function app with a cohesive visual style

Objective
  - Integrate three core features in an bright, fun app layout

Tools and Techniques
  - Persona, user interview, research, sketching, device testing, design system

Grow Notes > **Research**

References

I gathered images of plant tags and existing app designs for inspiration.

Persona

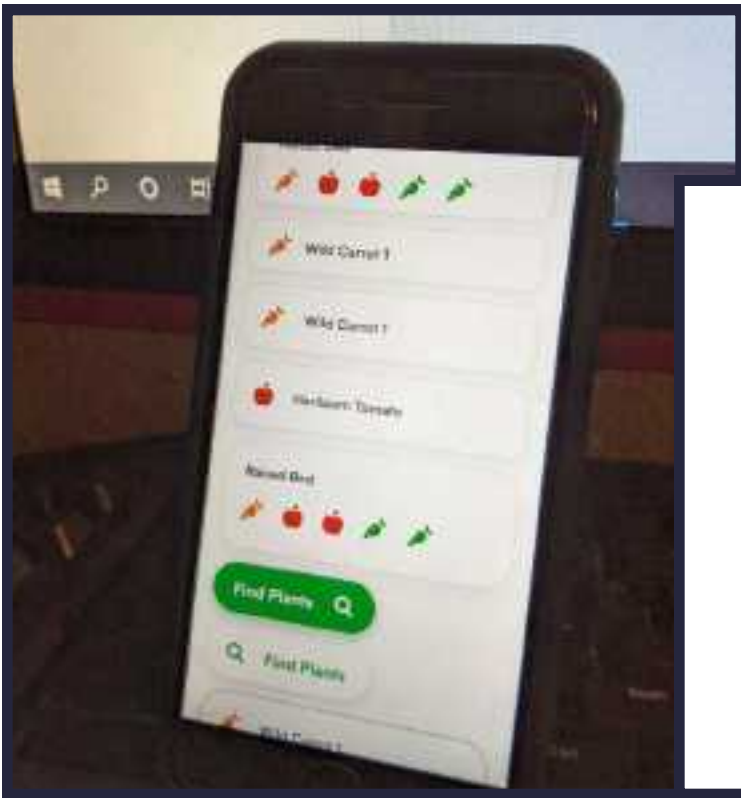Producing a user profile helped center the design and focus on meeting user needs.

User Interview

I interviewed a gardener to find out about their problems and needs.

Sketches

The to-do system started to take shape after I sketched out some rough ideas. Could I use Figma's new interactive component feature to design a detailed to-do item?


Device Testing

Figma Mirror made it easy to get immediate feedback on UI density and visibility with a real phone. I could start iterating on UI elements and test them instantly.
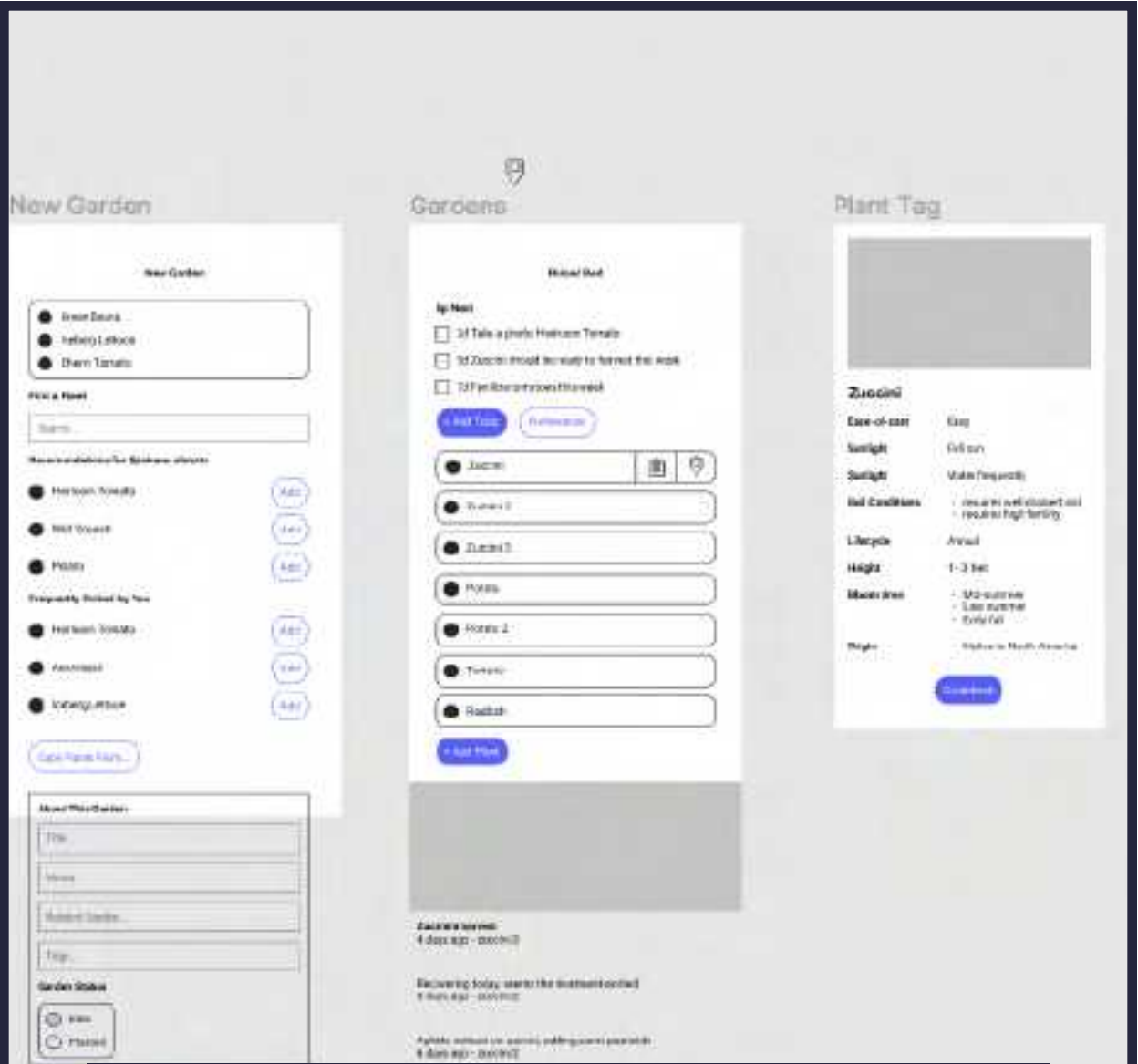
Interlocking Features

The first prototype helped explore how the 3 main features would fit together. To-dos, gardens, and guides would integrate throughout the sections of the app.
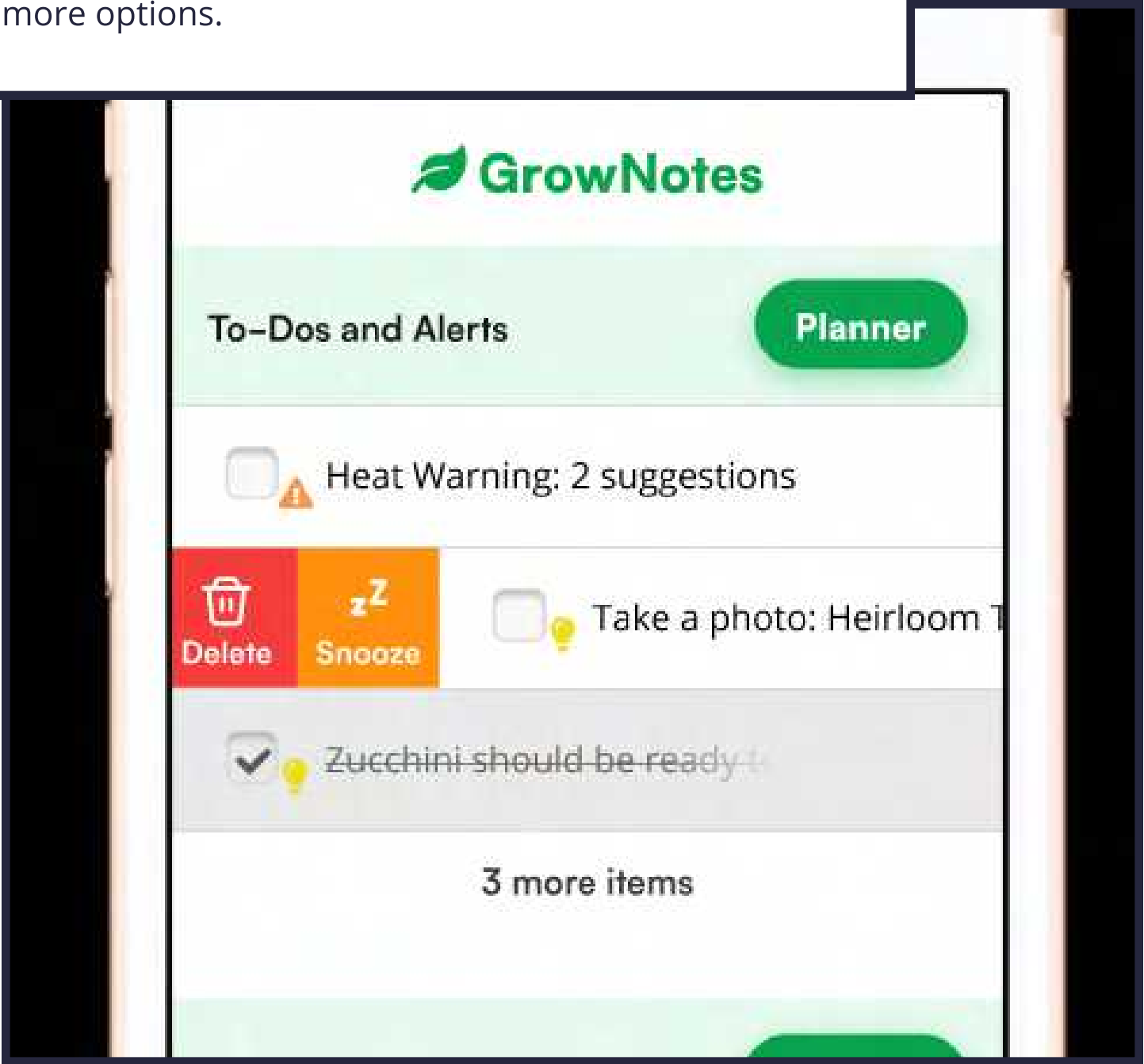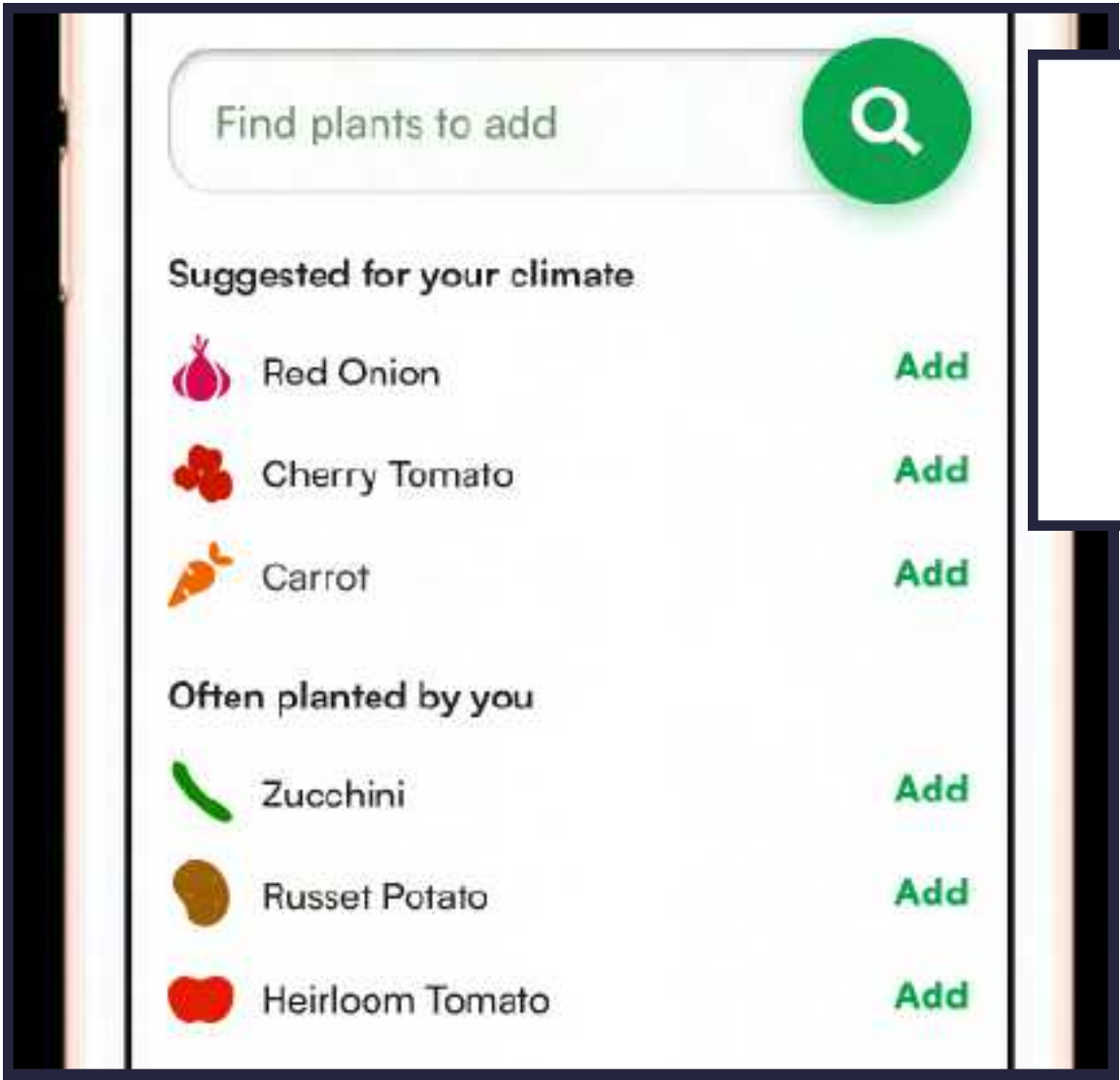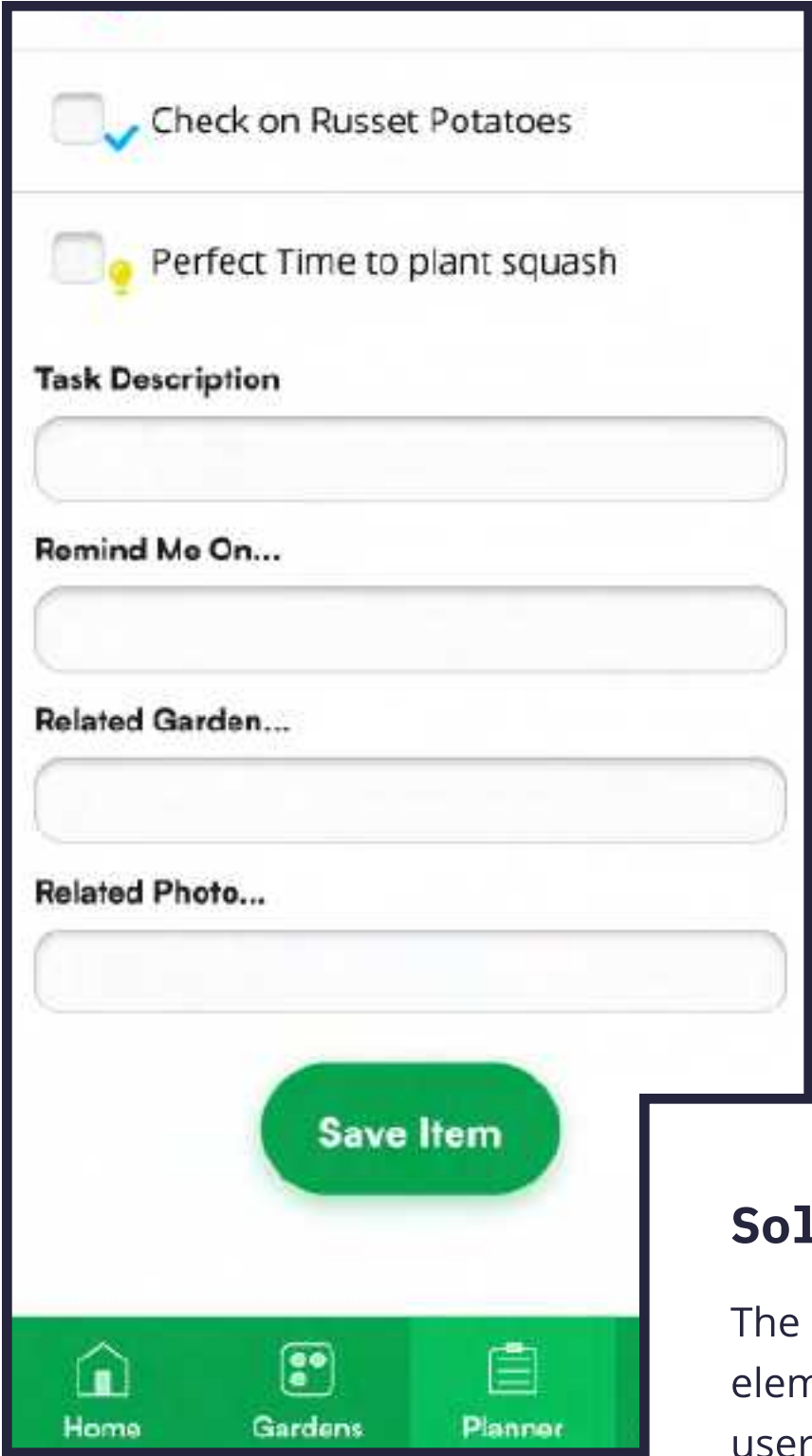
Interactive To-Dos

To-do items have multiple states, and can slide for more options.
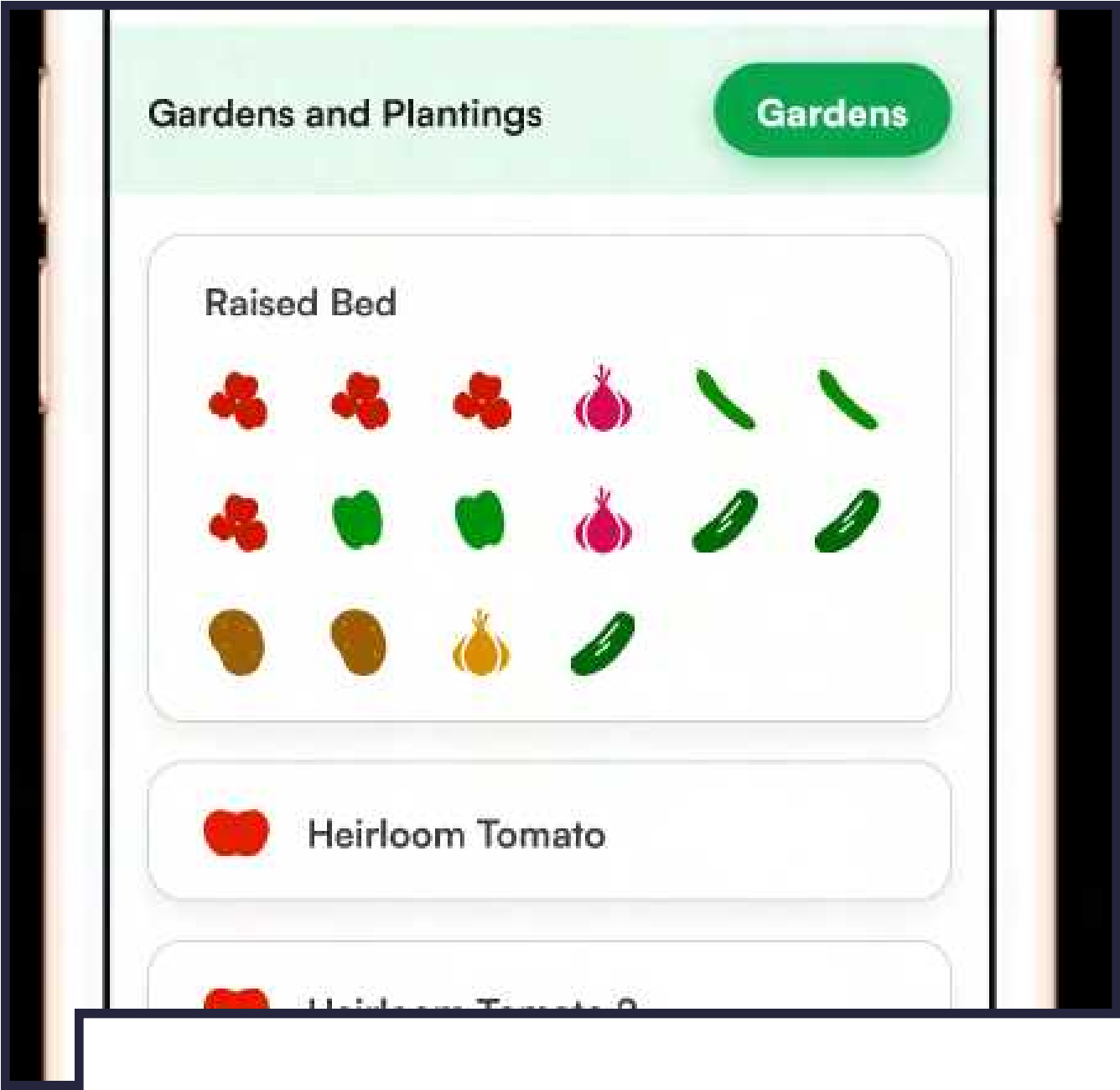
Garden Management

The Garden section gives a tidy overview of all your plantings.

Cohesive, Fun Visuals

The main sections of the app share a consistent visual theme, while being fun and bright.
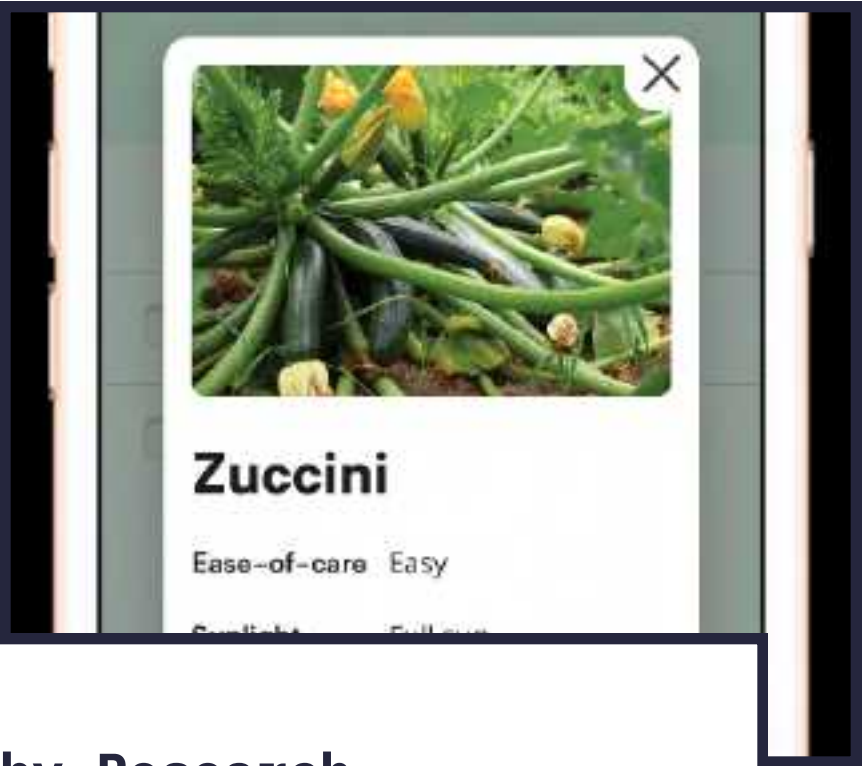
Solid Fundamentals

The app's navigation, forms, and other UI elements are modeled after experiences users will be familiar with.

Inspired by Research

The Guidebook's quick-info modal is inspired by the tags found on plant starters.