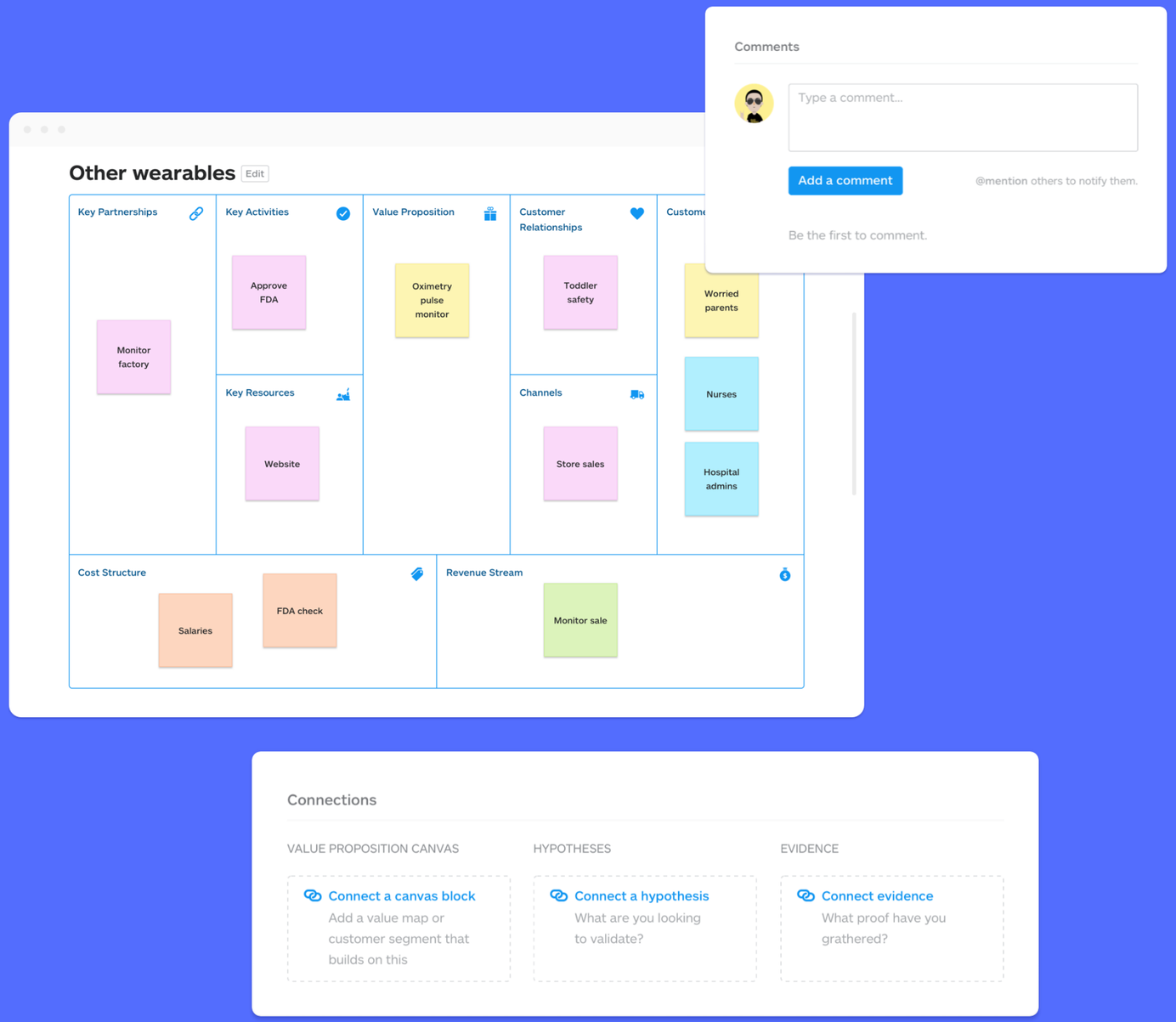
DIGITAL PORTFOLIO

Federico Galindo
Product Designer

hello@fedg.io
fedg.io
416 886 7593

76 Eileen Ave.
Toronto, Canada
M6N 1V4



UX. UI.

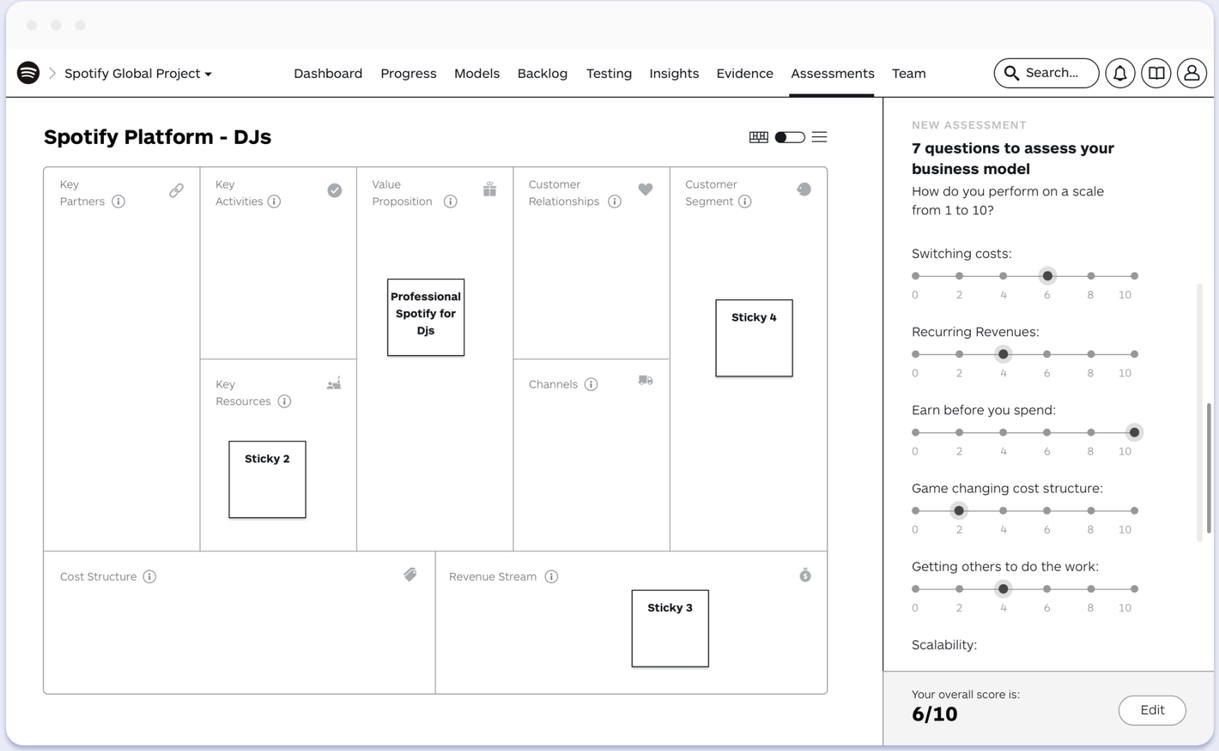
Business models and value propositions app

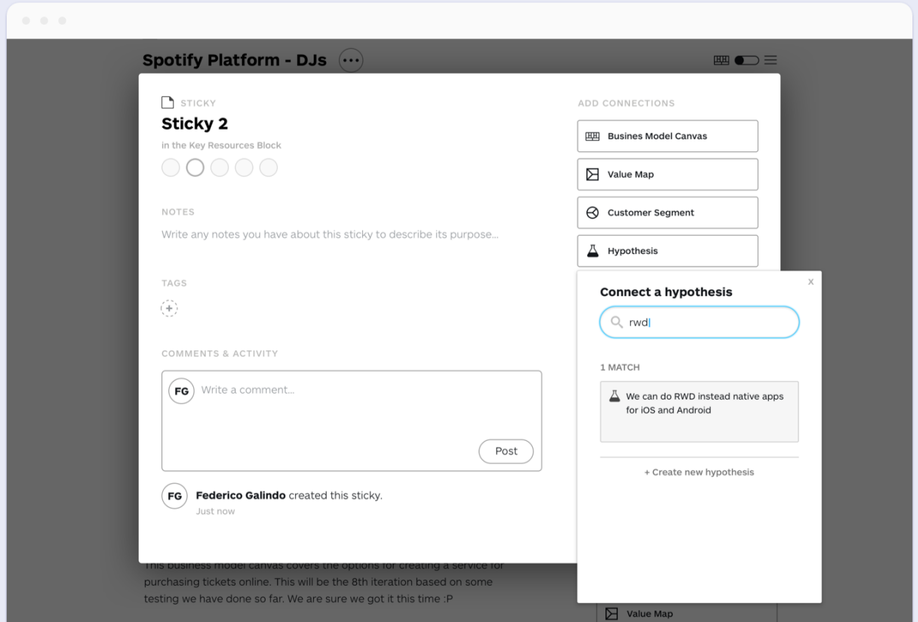
Collaborated with the design team to evaluate and redesign the user interface and user experience for the Strategyzer app.
In addition, worked with stakeholders and development team to begin prototyping and user testing this new approach. This project is currently in progress and waiting for validation.

Research and design

To understand what improvements our app needed in order to be a desirable product, we gathered user feedback from various sources including user interviews with various segments from our userbase, feedback forms on the app, support tickets, etc. The results of the research showed several features and updates which we were able to prioritize in terms of effort, urgency and importance.

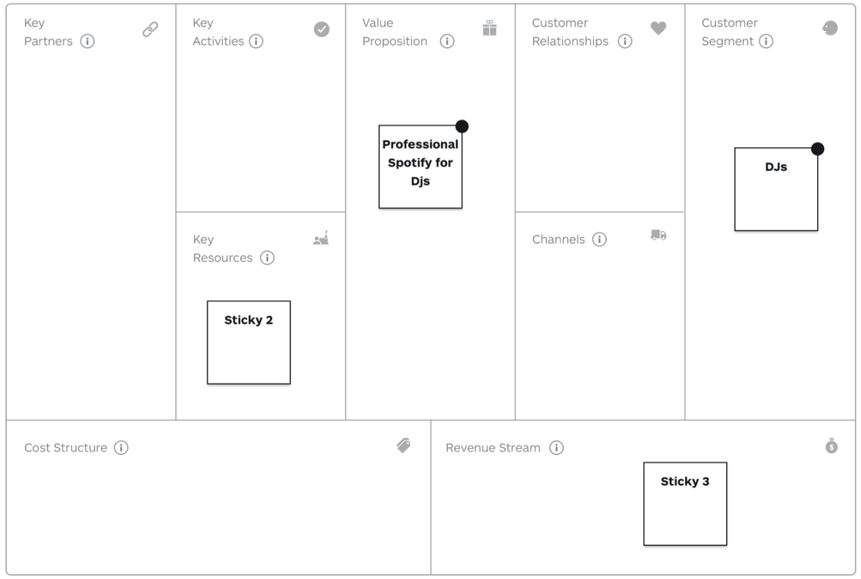
Through some iterative sketching I began exploring ways in which we could address some of the key problems and goals to improve our user experience. I continued by wireframing and collecting constant critiques with the design team and our stakeholders to arrive at a proof of concept which I began testing via a series of interactive prototypes.





BUSINESS MODEL CANVAS

Spotify Platform - DJs



DESCRIPTION

This business model canvas covers the options for creating a service for purchasing tickets online. This will be the 8th iteration based on some testing we have done so far. We are sure we got it this time :P

PEOPLE

Nate Archer | Fed Galindo | Dominik Porada

TAGS

SALES | Q2 | NEW IDEA | BMC | SPOTIFY | SERVICE | FEATURES | OPERATIONAL

MODELS

- Professional DJs
- Global Busines Model - Professional DJs *Customer Segment*

+ Connect models...

ADD CONNECTIONS

- Busines Model Canvas 1
- Value Map
- Customer Segment 1
- Hypothesis 1
- Evidence 3
- Insight 2
- Assessment 2

ACTIONS

Move
Duplicate/Copy
Share/Export
Archive

VALUE MAP

Professional Spotify for Djs

CONNECTION DISPLAY: DJs

DESCRIPTION

This business model canvas covers the options for creating a service for purchasing tickets online. This will be the 8th iteration based on some testing we have done so far. We are sure we got it this time :P

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MODELS

- Professional DJs
- Spotify Platform - DJs *Value Proposition*

+ Connect models...

HYPOTHESES

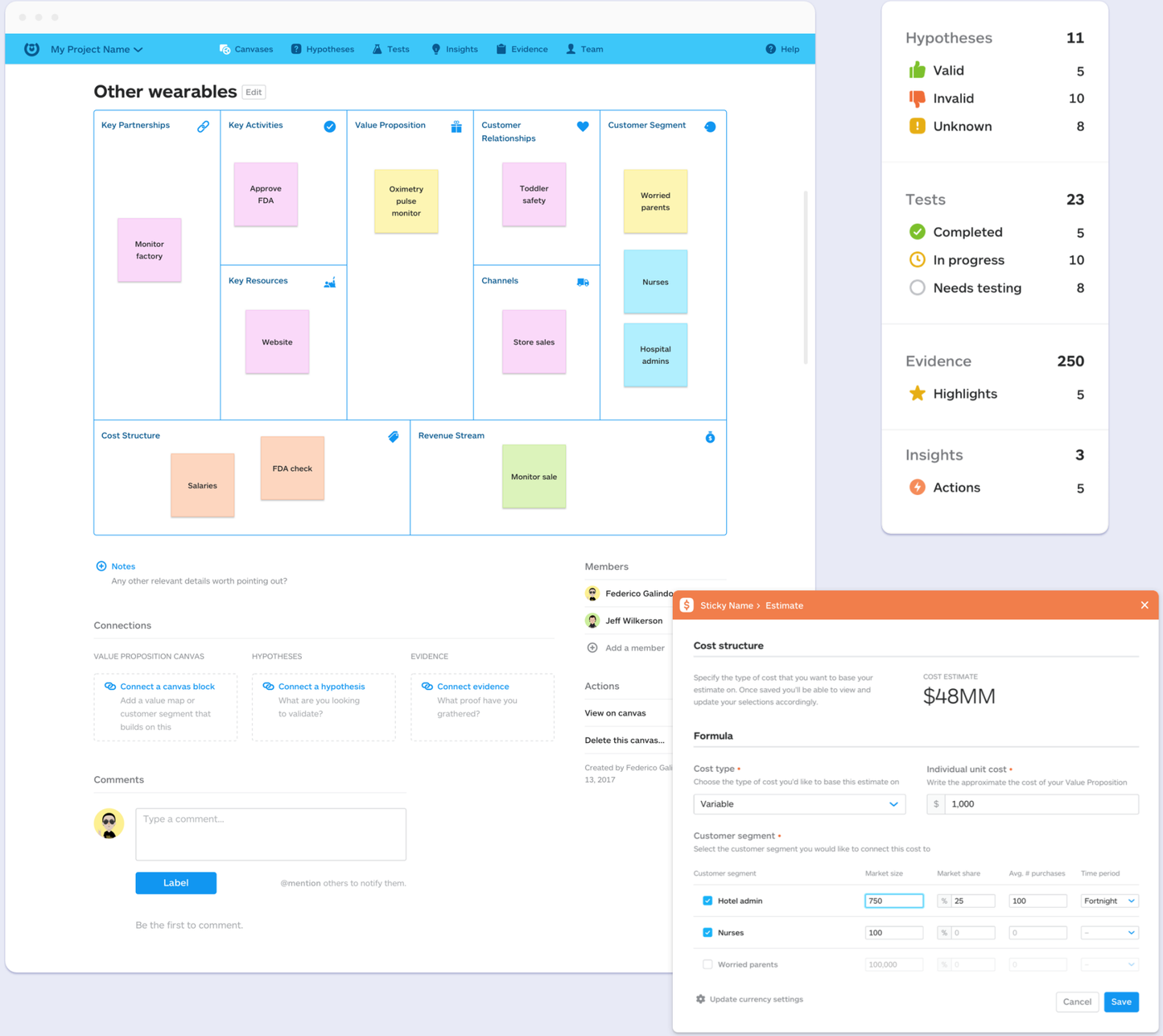
- We believe that we clearly understand the jobs, pains,

ADD CONNECTIONS

- Busines Model Canvas 1
- Customer Segment 1
- Hypothesis 1
- Evidence 3
- Insight 2
- Assessment 2

ACTIONS

Move
Duplicate/Copy
Share/Export
Archive



Hypotheses	**11**
Valid	5
Invalid	10
Unknown	8
Tests	**23**
Completed	5
In progress	10
Needs testing	8
Evidence	**250**
Highlights	5
Insights	**3**
Actions	5

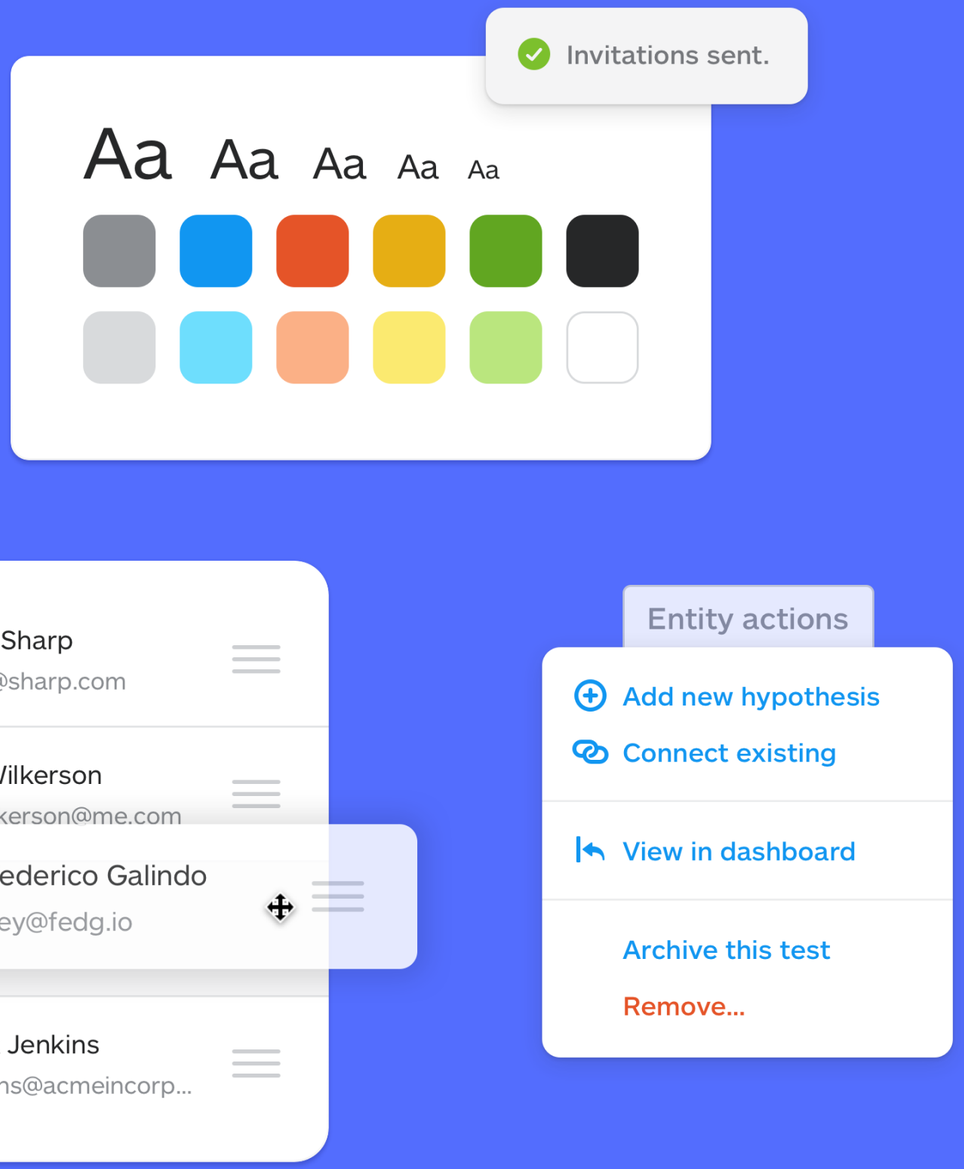
Development

In combination with our new pattern library we have begun to validate and build each feature as we go in order of priority. The MVP of the new feature set is scheduled to be released in the following months. In addition, we have hired new members in our design team which have helped me with the creation of high fidelity designs while I focus on the user experience and testing as well as co-magane our roadmap with our product manager.

PM. UX. UI.

Strategyzer pattern library components

Co-product-managed the initiative to create a new pattern library for Strategyzer's online app. Collaborated with the design team to create user interface and user experience design for all new and old components used throughout the app. In addition, we worked with the development team to translate designs, Invision prototypes and specs into the final feature set.



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160	#3F170A

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Magenta	
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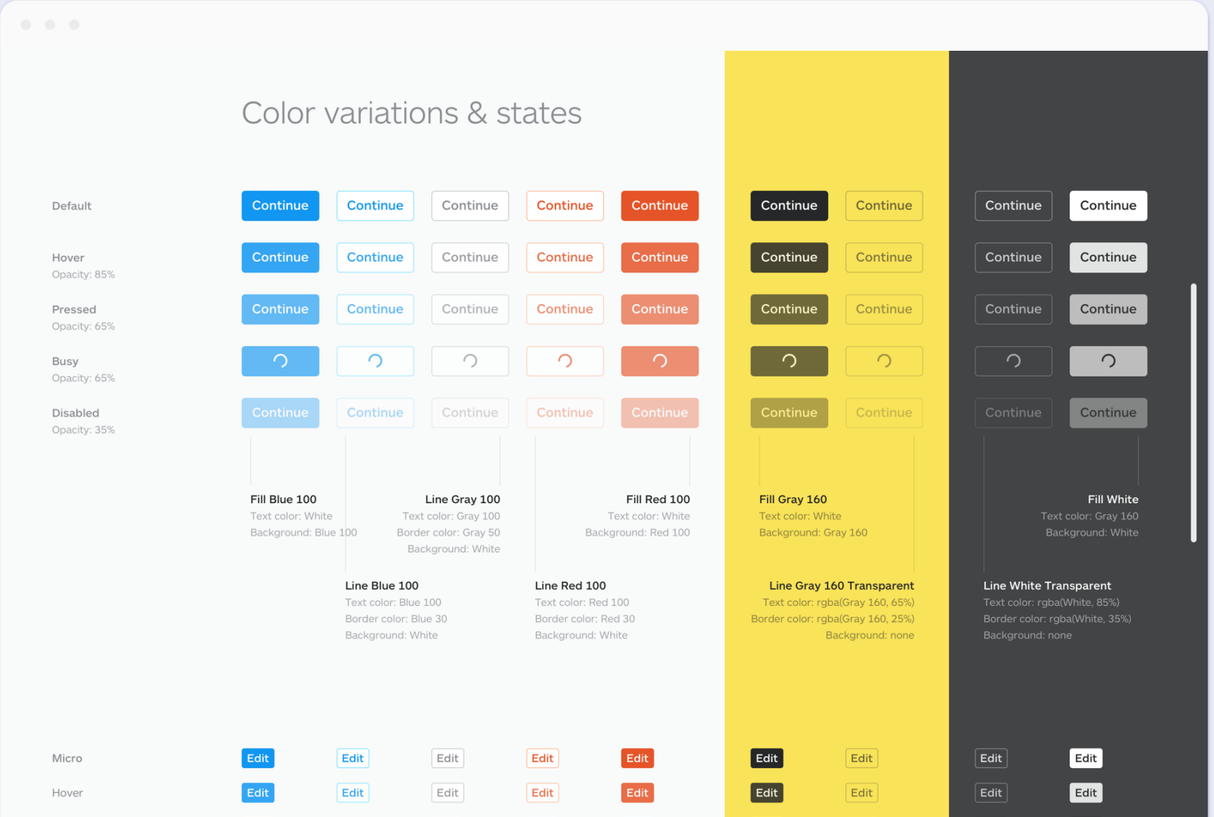
5	#FDF4FD

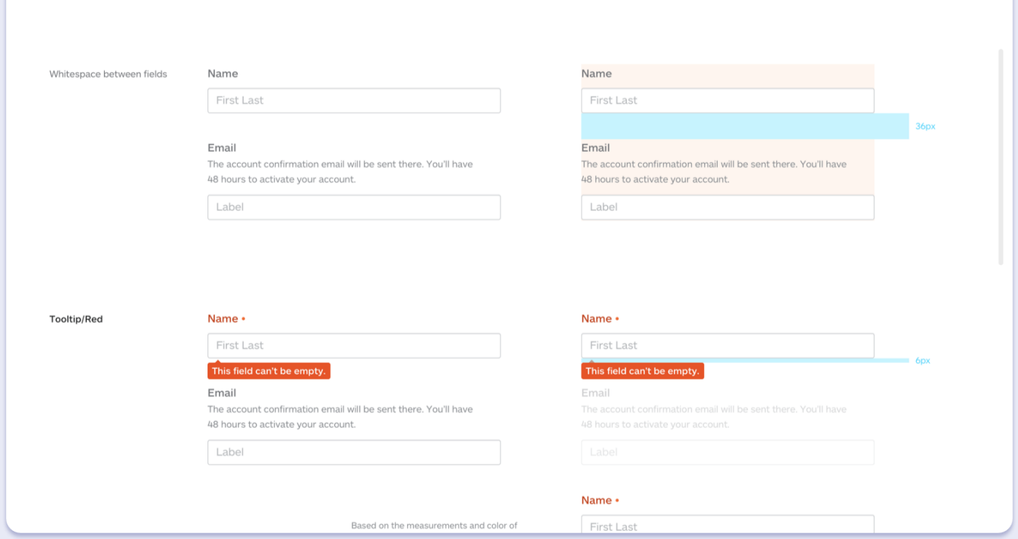


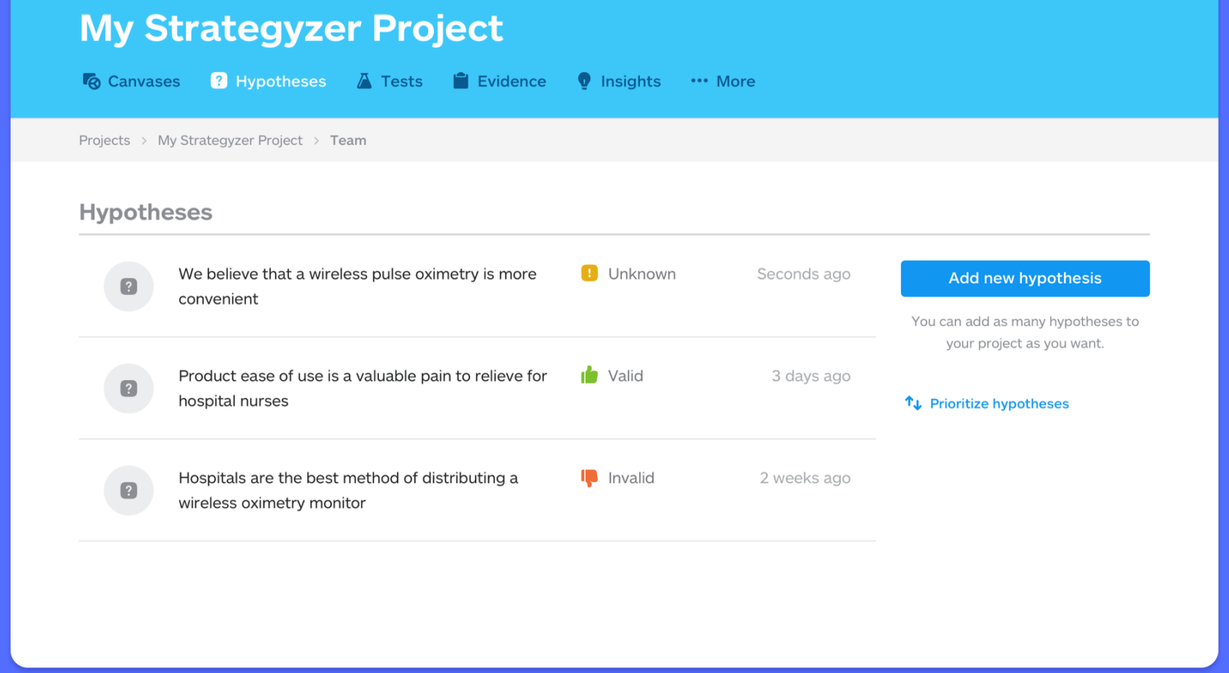
Research and design

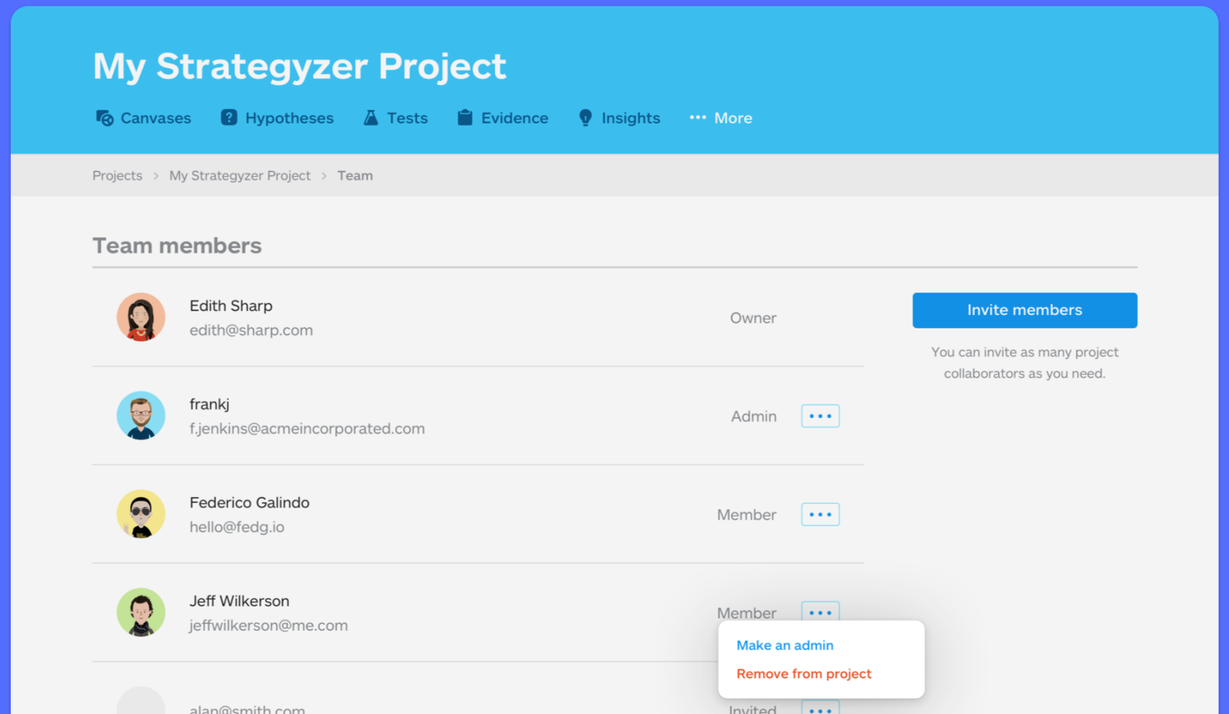
We took a closer look at our churning customers and learned that one of the reasons for not renewing their subscription was due to the lack of visual as well as UX improvements to our app in the last few terms. This gave our team an opportunity to revisit our brand visually and conceptually. We tackled several accessibility and usability issues within the app and are in the process of releasing them in the near future.

Development

This project also allowed us to get a fresh start from the technology standpoint by lowering our tech debt accumulated through the years.
We created detailed visual and behavioural specs for each component used within the app, improving our documentation for building future features as well as improving several of our internal design and development processes.



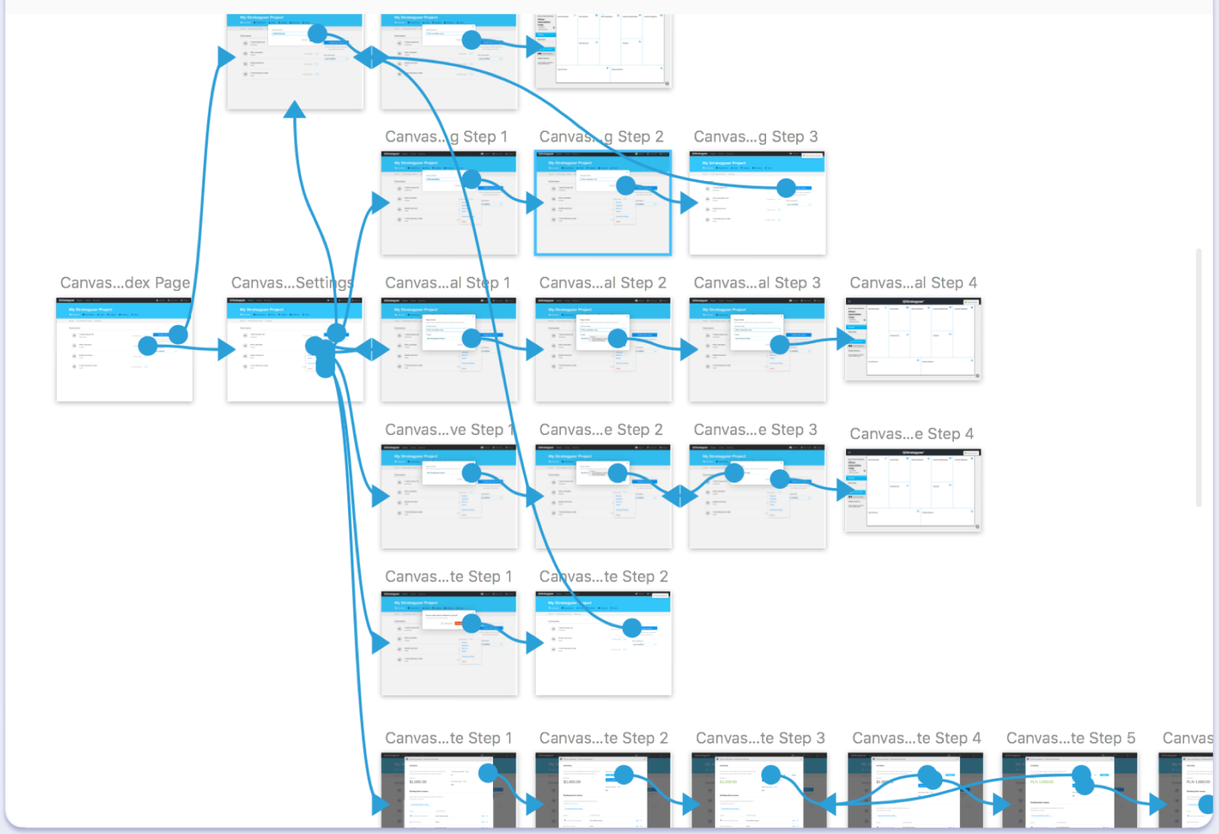


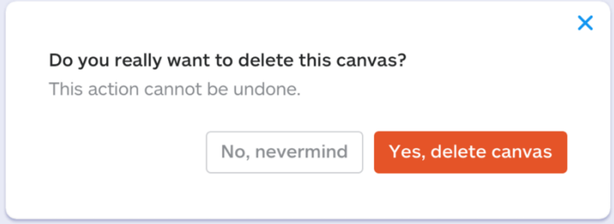


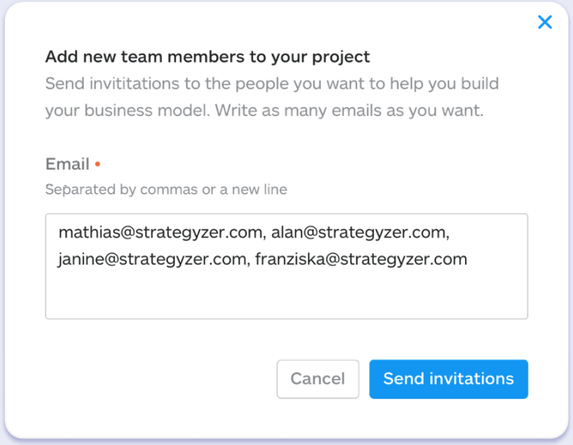
UX. UI.

Foundational app entity management

Designed information architecture, user interface and user experience for the core platform within the Strategzer App. This system connects all components and entities to create a cohesive user flow and visual language. Collaborated with stakeholders and development team to translate designs and prototypes into final product.

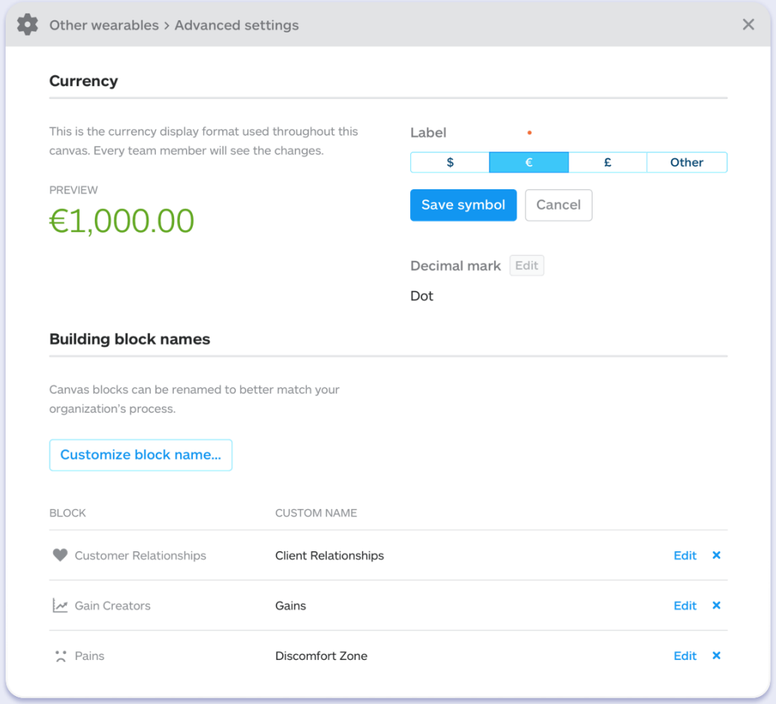


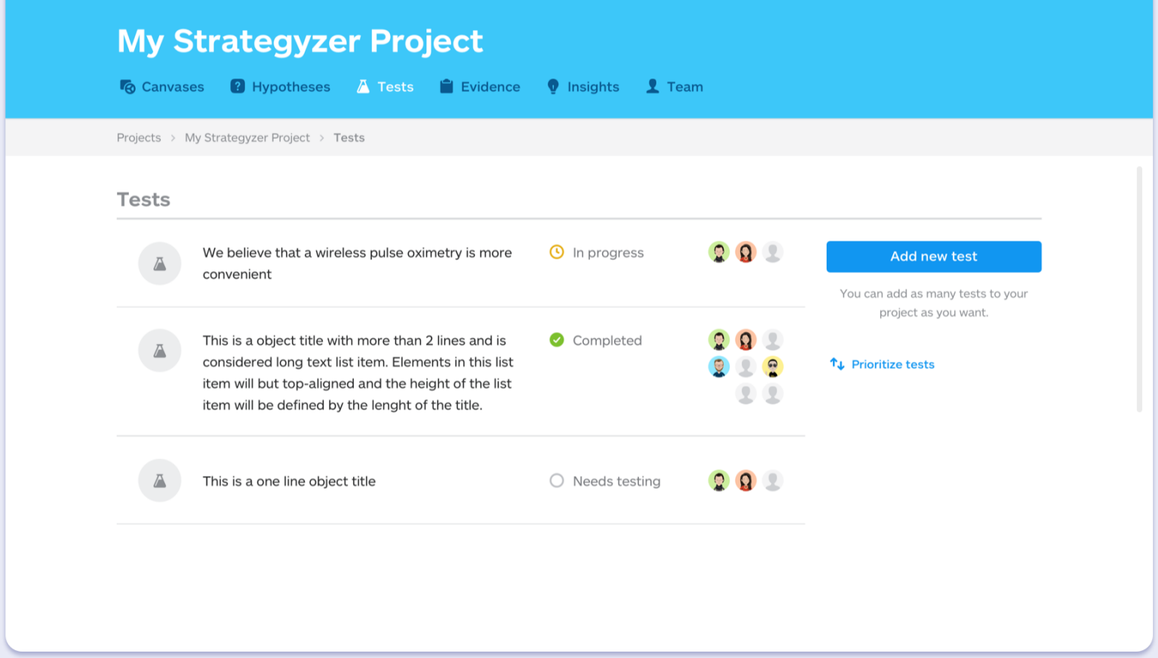


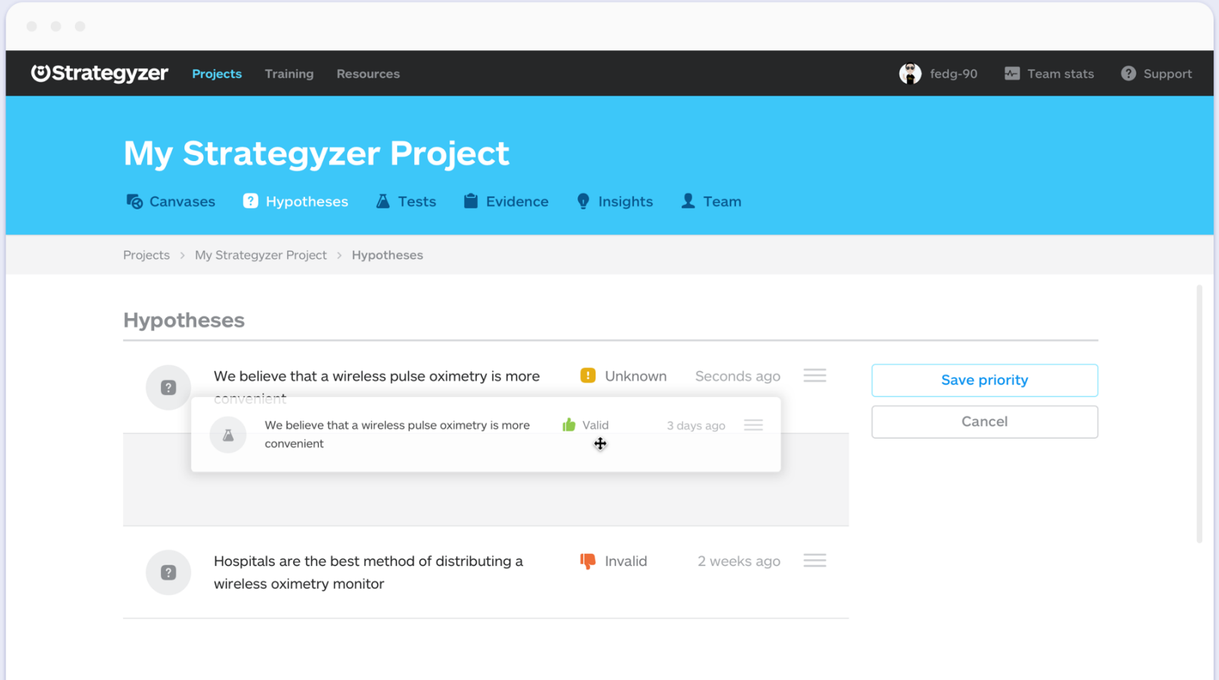


Research and design

This project addressed several issues voiced by our customers, which were preventing them from properly applying our business model methodologies that they are used to handling on paper. The features in this release improved all core user flows such as prioritizing list items, updating entity settings, adding team members, among multiple other basic interactions through the platform.







Development

In addition to providing value to our customers via the user experience, we validated our own hypotheses that investing time in the creation of a pattern library pays off in the faster development of new features.