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Portfolio

splitsecnd

web & mobile app

Splitsecnd is a revolutionary portable safety device for any car with real-time GPS monitoring and automatic crash detection that reduces emergency response time by up to 60%, saving both time and lives.

Sitemap & personas

The first step was to understand the needs of the final user. Multiple meetings were held with product owners and beta testers to be able to understand requirements, pain points and create users stories that were reflected in the MVP.

1 Having the documentation (API) of the device and meetings with developers was crucial to understand the limitations and advantages of the device.

The sitemap had many evolutions in the process, we worked with the end user to leave the best flow

User dashboard

The dashboard is where all the analytics of the device and map are located. I designed it thinking in different sections cards since we verified that the user wants to do a particular task, that way is easier to process the information, beside the being able to add or remove sections in an easy way without having to compromise the design which was a customer request.

1 A style guide was created to standardize all the components and assets that would be used in the application, it was also provided to a full documentation to the developers so can the designs can be translated in to efficient code.

Admin backend manager & call center

I also worked in a self-service management portal to support sales. Splitsecnd admin can include or modify all devices data and users, this portal was designed thinking in scalabily of the company and also the ability to modify large groups of devices.

Mobile app

The mobile app was not expected in the workflow. Splitsecnd expressed the need to extend the web app to the users phones. I quickly started to work with them, proposing different prototypes for a Mobile app and got to a point which they felt comfortable, the design challenge was simplify the functionalities without having to reinvent the wheel, this time it was decided to focus more on the map that is the initial virtue of the device (GPS).

Results

Today the application and device are ready to become the game-changing technology that will redefine the way the world drives safety.

- The version 2.0 devices and browser app are being beta tested in Europe.
- The browser app is being used by the splitsecnd internal sales team to highlight key functionality in client meetings and at conferences.
- The mobile app is being used internally to refine the required functionality.

Marco Polo

Mobile app

Marco Polo, is a mobile application to find and organize outdoor activities with other enthusiasts near to users, they join with other enthusiasts for free or if they prefer, join groups with guides experts for a very low cost.

Validate the idea

the client of this project already had the idea in his mind and it's was very helpful that he had knowledge with agile methodologies and experience as a project manager before.

I suggested to our partner validate the idea and make different experiments first. before moving forward, that being said we talk to the real users, research market and conduct focus groups. Those efforts brought new thoughts to the table.

1 User personas and sitemap changed after these experiments to a more accurate necessity

1 Having a facebook login can be beneficial for a MVP and business model, the idea behind it is that users can promote their events and use facebook as a lever to invite their friends and bring them to Marco Polo app.

Evolution

We often listened the users the need of sorting the events, one thing they had all in common was the need of flexibility in finding an events.

Another thing that we could see was the need for credibility of the host and how many users were signed in the event.

1 After the landing page was deployed we could see a solid growth in the email list and google analytics data: Marco Polo app is currently being developed to be launched in stores.

American Gastroenterological Association

Website Redesign

The American Gastroenterological Association is the trusted voice of the GI community. Founded in 1897, AGA has grown to include more than 16,000 members from around the globe who are involved in all aspects of the science, practice and advancement of gastroenterology. the challenge was a new iteration of gastro.org that focuses on presenting the current content in a more clean, logical, pleasing and easy-to-navigate fashion for the mobile user, while adding progressive enhancements for larger screen sizes and ultimately the desktop user.

Research the current data

Within the analytics could noticed an unusual behavior, almost 60% of the users only went to the clinical guidelines on the website, the page became one priority since it is the main source of traffic and special content for the users.

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
191,651	152,221	00:01:35	70.57%	49.93%

Site Content	Page	Pageviews	% Pageviews
Page	1. www.gastro.org/	22,041	11.5%
Page Title	2. www.gastro.org/guidelines	15,248	7.96%
Site Search	3. www.gastro.org/clinical-management/coding/screening-colonoscopy-faq	4,332	2.26%
Search Term	4. www.gastro.org/education	4,013	2.24%
Events	5. www.gastro.org/login	4,451	2.01%
Event Category	6. www.gastro.org/info_for_patients/constipation-difficult-101-what-is-constipation-difficult-it-diff	3,817	1.99%
	7. www.gastro.org/practice-management	3,002	1.66%
	8. www.gastro.org/sitemap/page/sitemap-http%3Awww.gastroenterology.org/action/register	3,299	1.72%
	9. www.gastro.org/journals-and-publications	3,194	1.67%
	10. www.gastro.org/patient-care	2,918	1.52%

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Having this insight, we made different surveys to identify the different types of users and know their needs.

Member journeys were established to define the behaviour of the user persona and what can be the common path

The platform were is currently made, is a CMS. Styled components were made so AGA can used in any page

Restructuring the content

The prioritization of the sections and organization was really a challenge, multiple meetings were held with the AGA team to restructure each section of the site. this organization is big so each team works to have more visualization on the site.

Organizing the site to have a coherent site for the user and be able to satisfy all the team is a job that can be done by communicating that parts of the site are no longer necessary and have a realistic vision of what the user's needs really are.

The site was made following SEO best practices, which will be informed by date from the Brightedge SEO platform AGA currently uses

Evolution

After the launch, gastro.org bounce rate was reduced from 70.57% to a surprisingly 39.23%.

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
185,047	110,401	00:00:42	39.23%	27.80%

Bounce Rate: 70.57%

Site Content	Page	Pageviews	% Pageviews
Page	1. /	24,924	13.46%
Page Title	2. /practice-guidance/reimbursement/coding	15,044	7.22%
Site Search	3. /practice-management/coding/screening-colonoscopy-faq	11,754	6.30%
Search Term	4. /news	8,450	4.52%
Events	5. /search	7,601	4.13%
Event Category	6. /guidelines	5,896	2.79%
	7. /practice-guidance/patients/conditions	3,137	1.70%
	8. /practice-guidance/practice-updates	2,713	1.47%
	9. /guidelines/list-and-based-disorders	2,423	1.35%
	10. /practice-guidance/gi-patient-center	2,108	1.14%

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Gift Hub

Mobile App

Gifthub is a personal wishlist companion. The app allows users to manage all the items with just a simple link and adding them to their wishlist. friends will mark and share the items in the list, but the user will not know who marked it.

the application was launched for both IOS and Android stores

Mailforge

Product design

Coding custom emails has a level of difficulty since is an old technology, Mailforge is a marketplace for high quality emails templates exclusively for startups, developers, designers and entrepreneurs.

Colors

Primary colors

#4F7CE6 #3E6OAA #E36F25 #EEBF5D

Secondary colors

#4D4D4D #EDEDED #999999 #F1F7FF

Concept

Medieval shield + Mail = Mailforge

Typography

Cardo ABC 123 — A mix of antique and modern — Josefin sans ABC 123

Email Templates

For a MVP we could identify which templates will have better acceptance in the market based on keywords searches, surveys and competitor analysis.

Turn Design into Code

We iterate designs to a solid version with A/B testing. Once defined were translated to code. The email templates are compatible in multiple email clients, email service providers and fully responsive, all coded till pixel perfection.

Providence HEALTH

Dashboard Analytics

Providence Health is a hospital network in South Carolina, according to News & World Report have the best centers for medicare & medicaid services with a 4-star rating.

The goal was to maximize the use of internal referral data to specialty physicians and be translated in a dashboard with rich data visualization.

Define Primary Metrics

In collaboration with product manager and developers we could define what are the primary metrics like (Total number, %, and approximate $ value of patients referred within Providence (in network). i defined different UI modules using the right data visualization for each metric requirement testing using different data periods and highlight relevant information.

Sample of the data that had to be converted into valuable inghtsights