

Portfolio

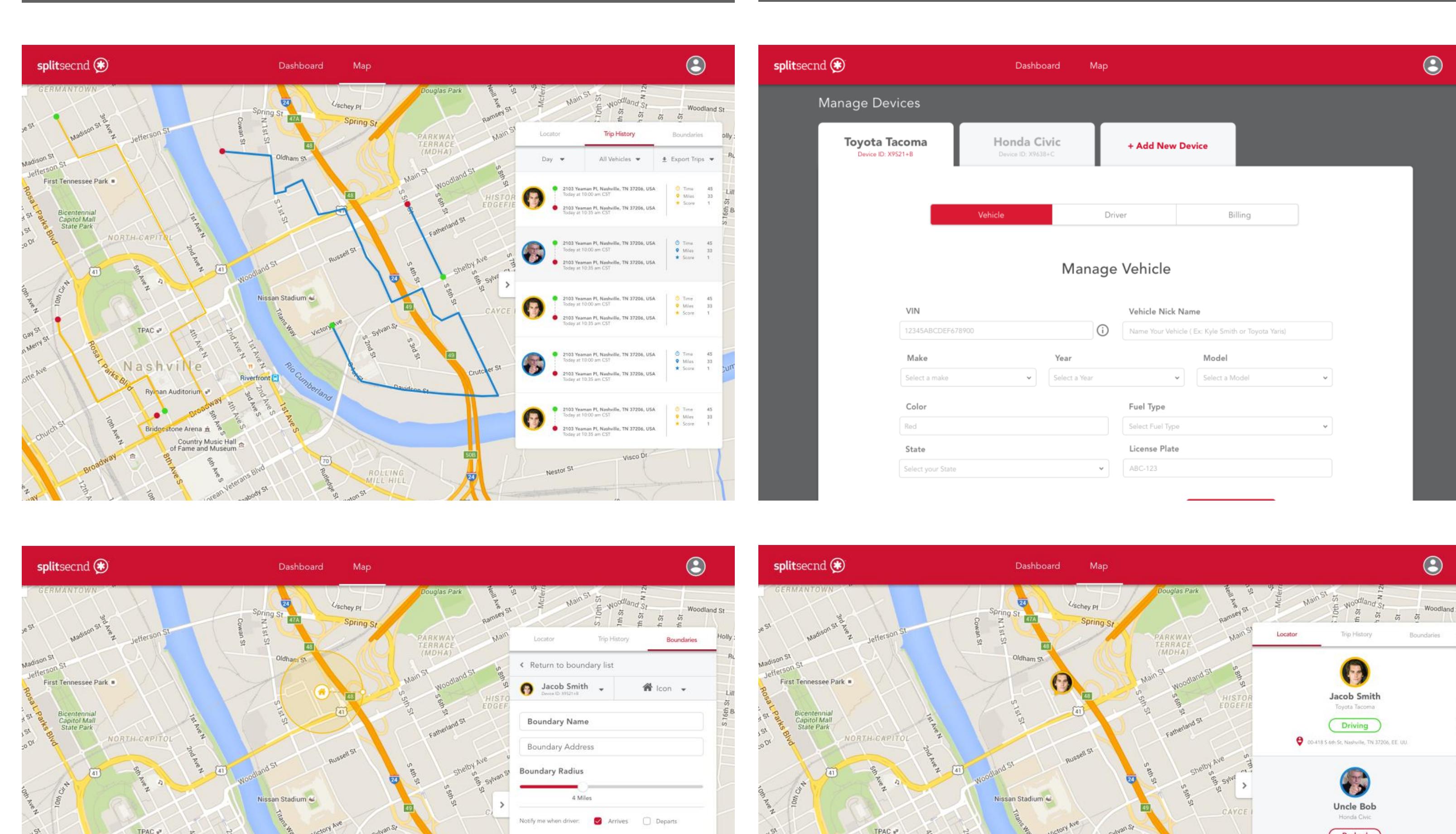


web & mobile app

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.

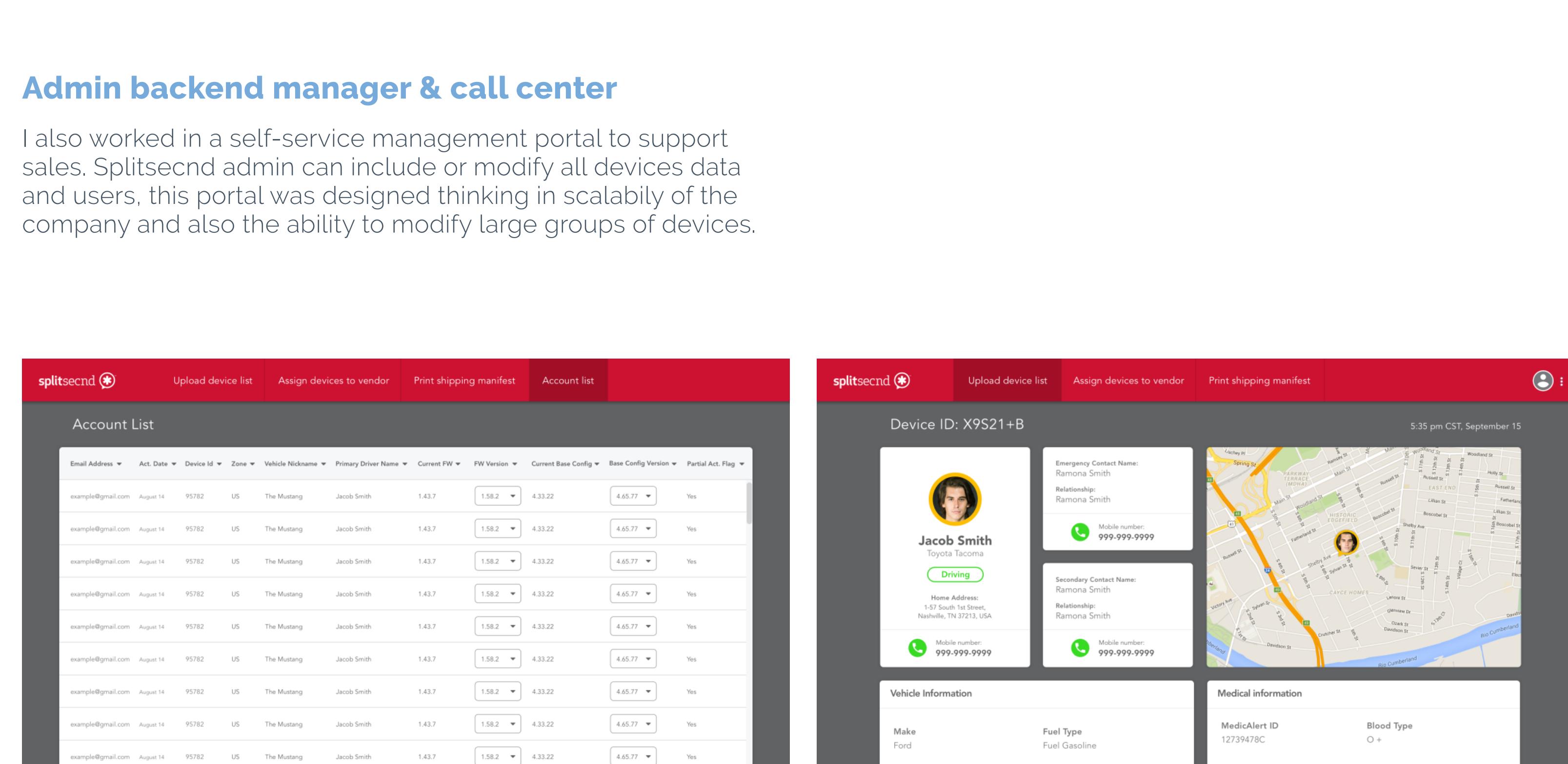
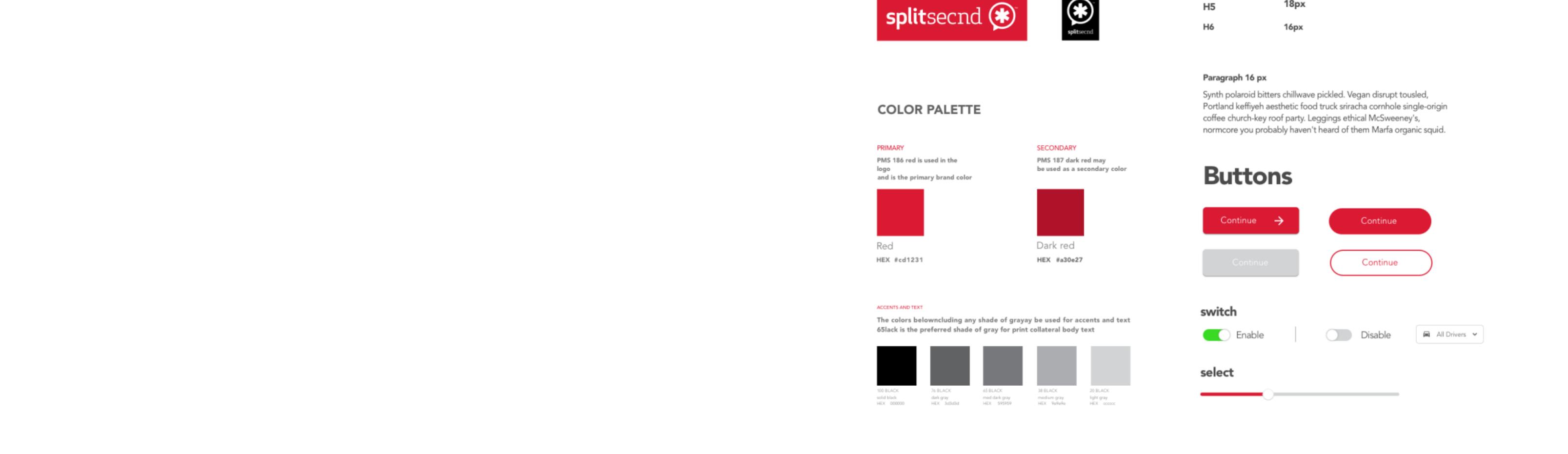
Sitemap & personas

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.

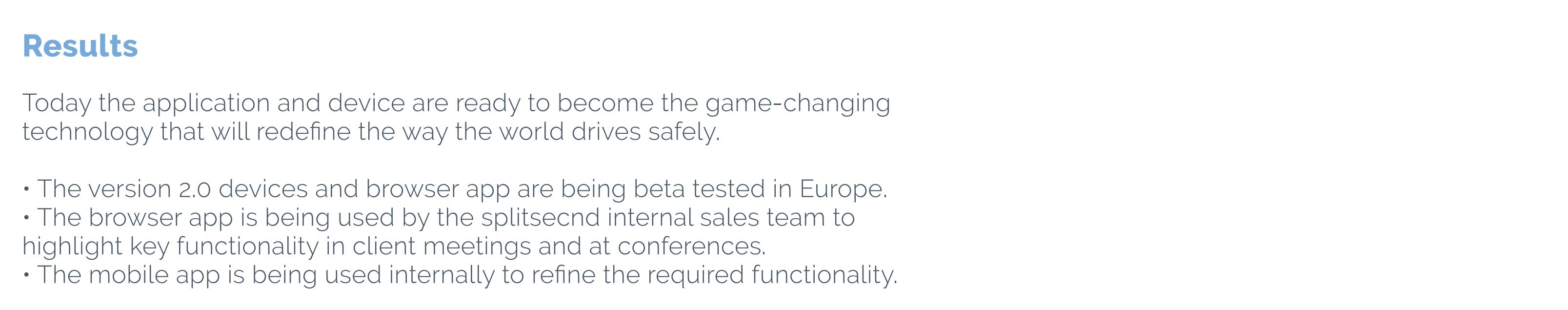
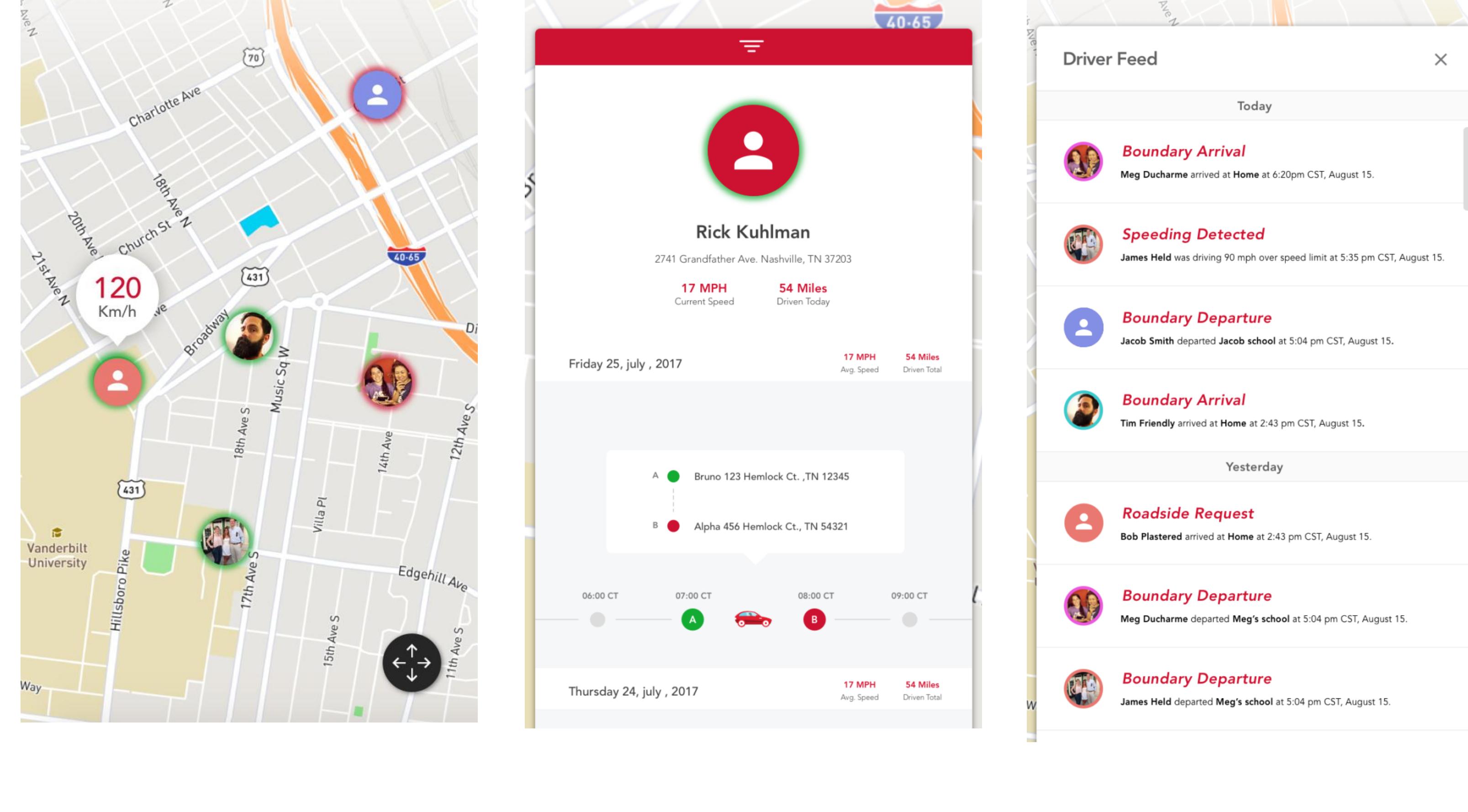
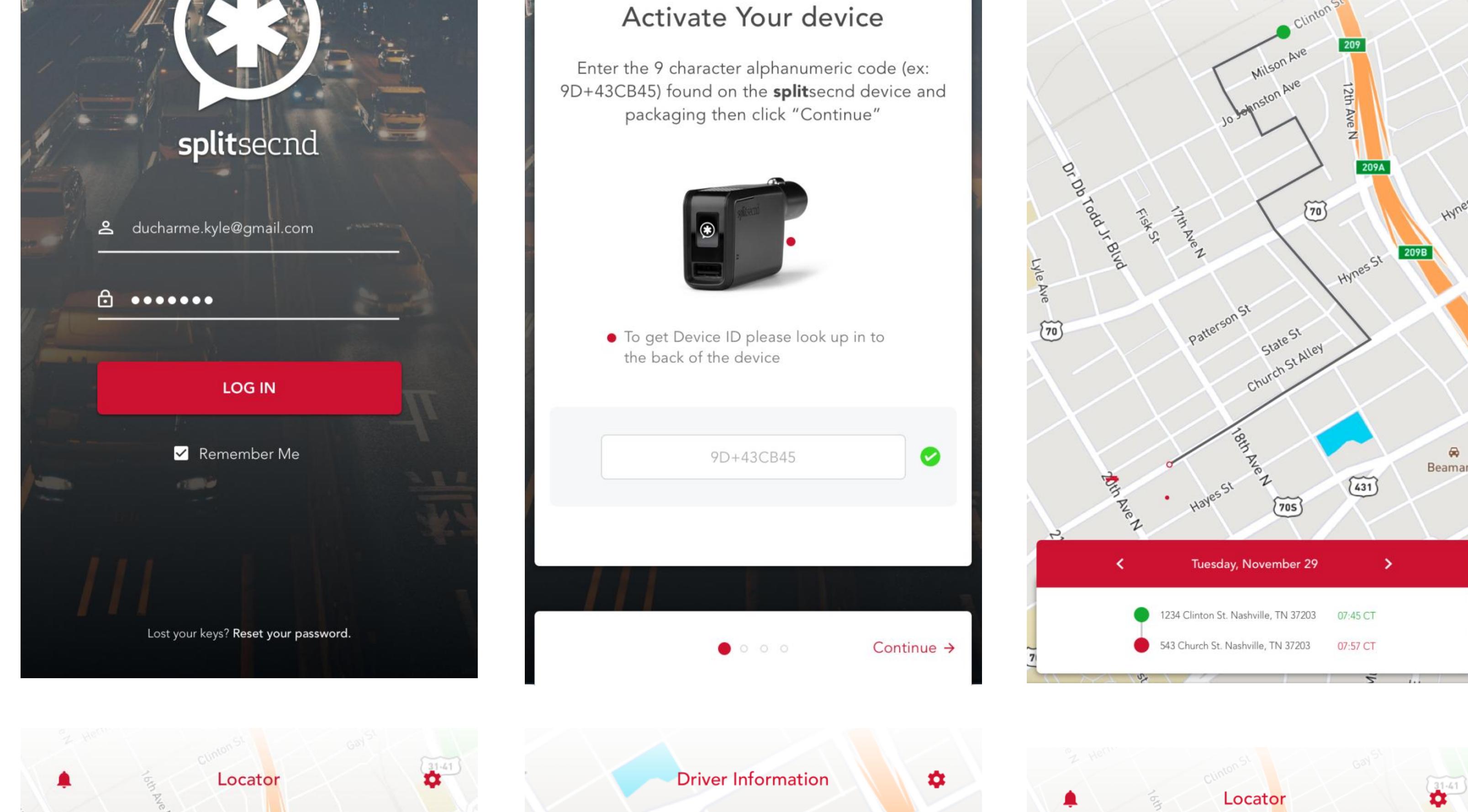
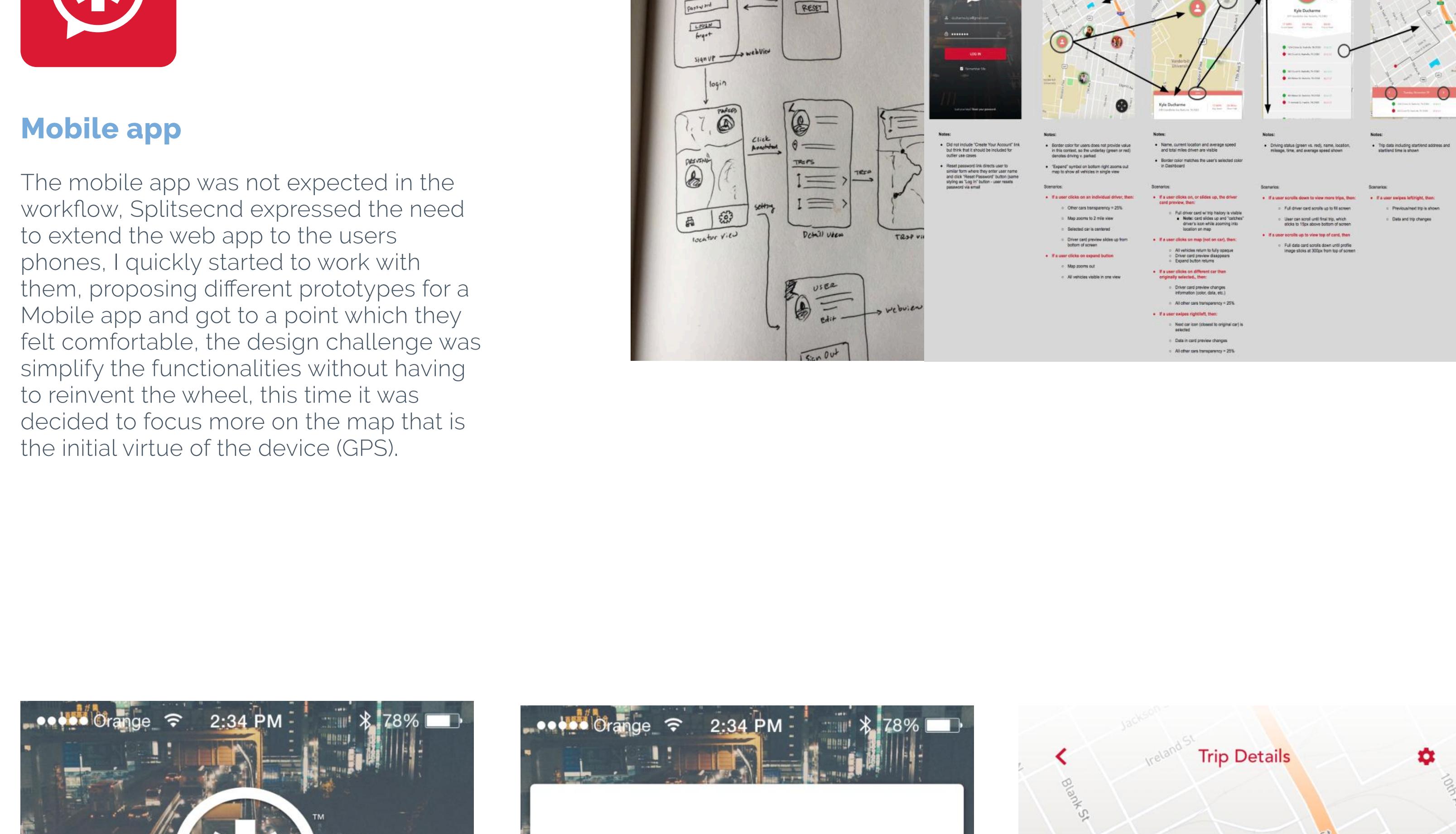
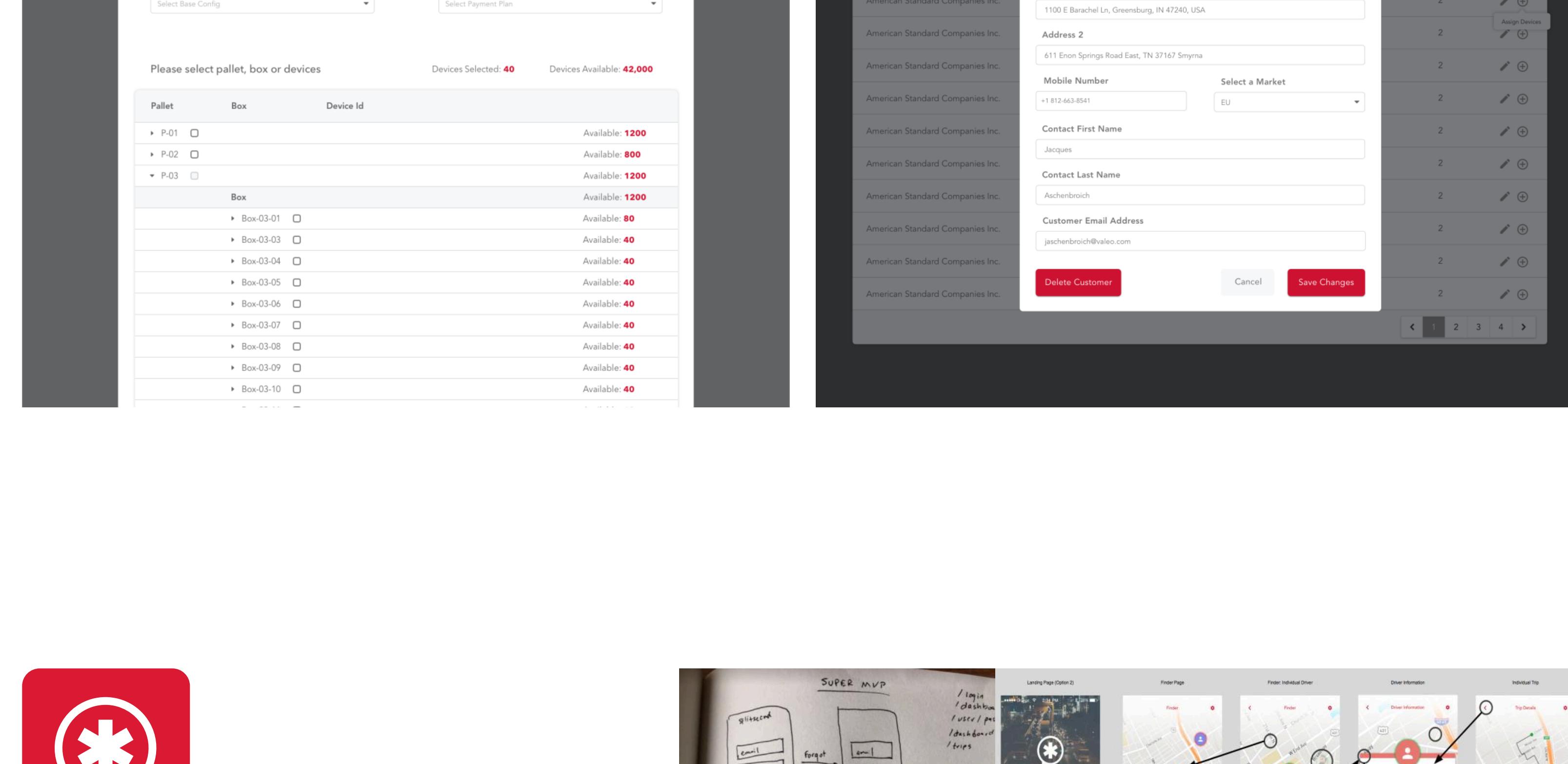


User dashboard

The dashboard was designed according to the behavior and needs of the user where tests were carried out to determine which widgets would be best valued.



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



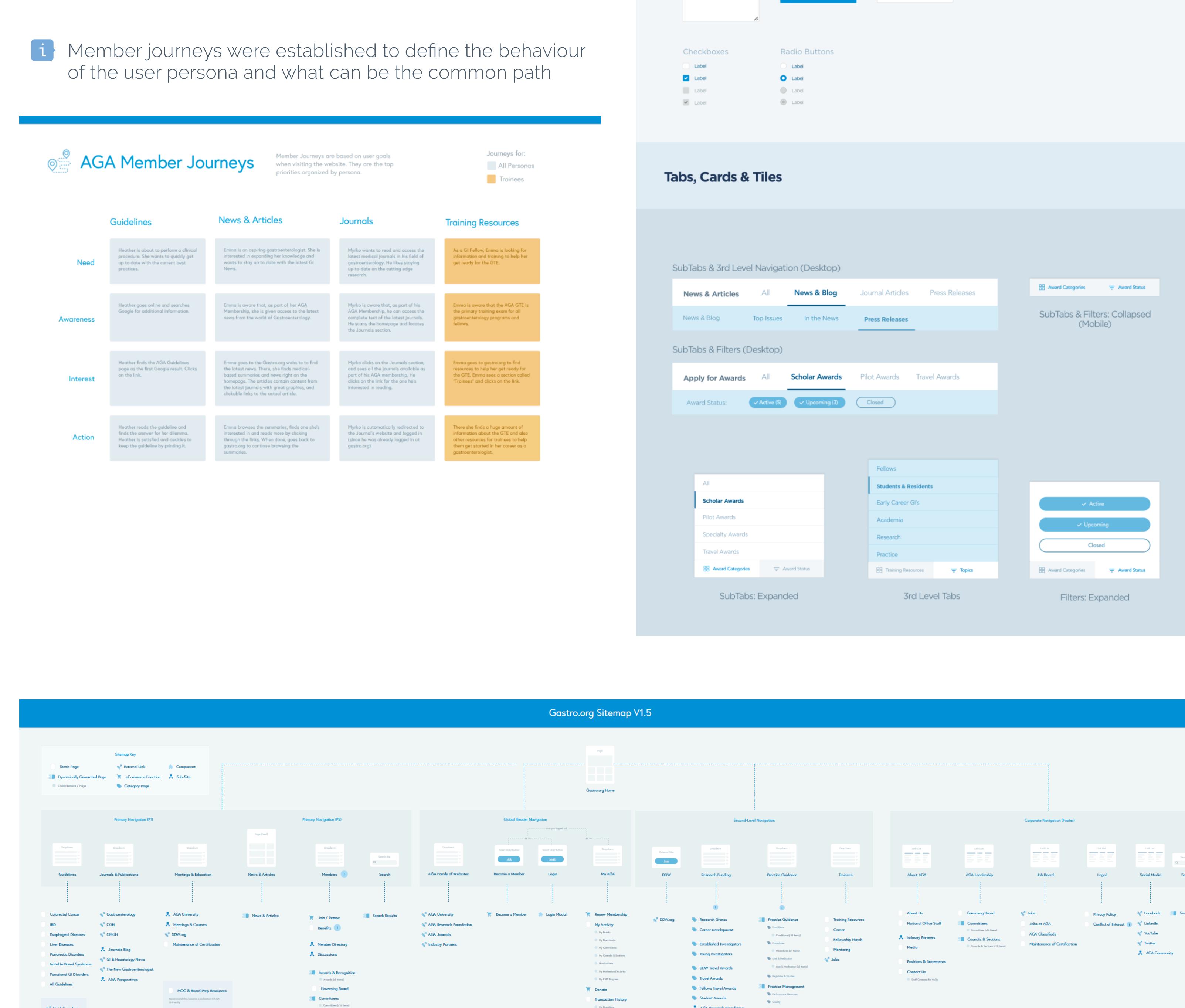
Website Redesign

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.

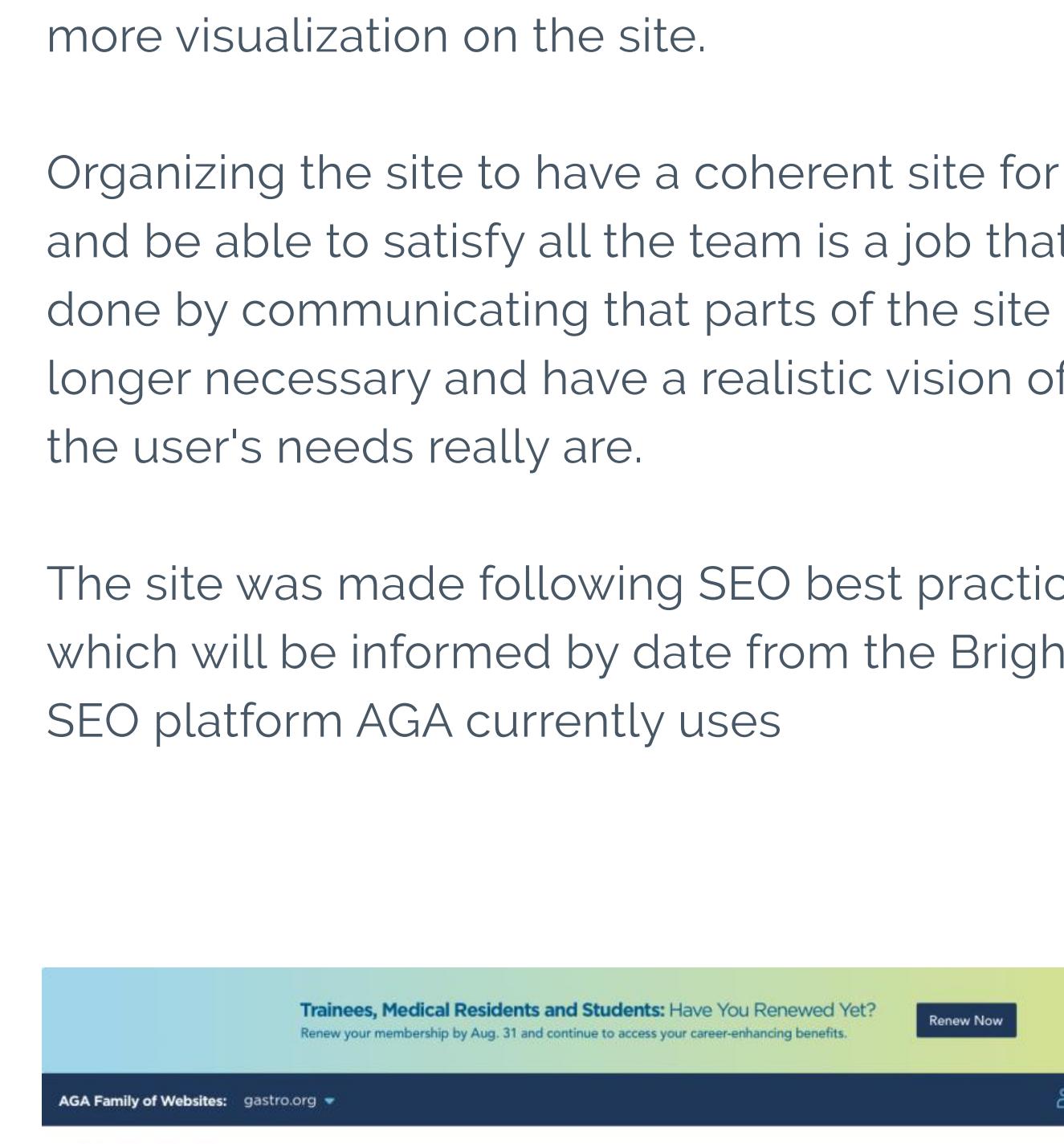
Research the current data

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.

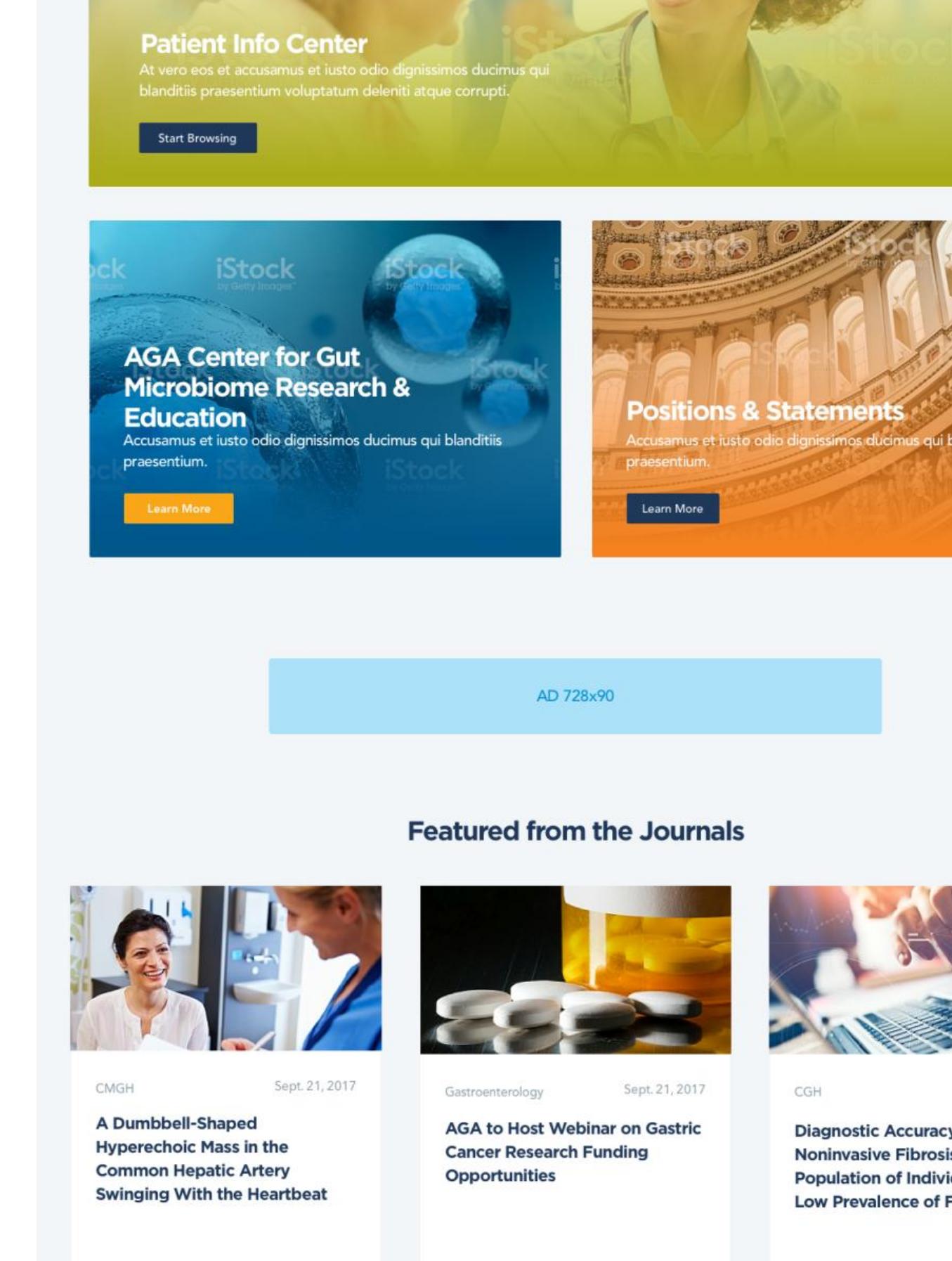


 Having this insight, we made different surveys to identify the different types of users and know their needs

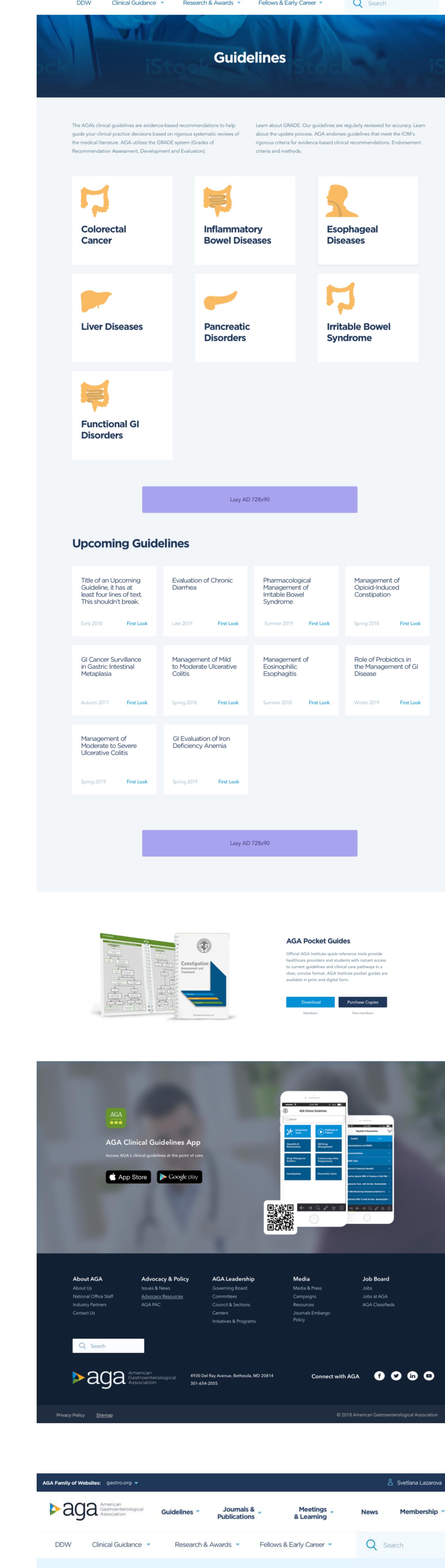
AGA Website User Personas



 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

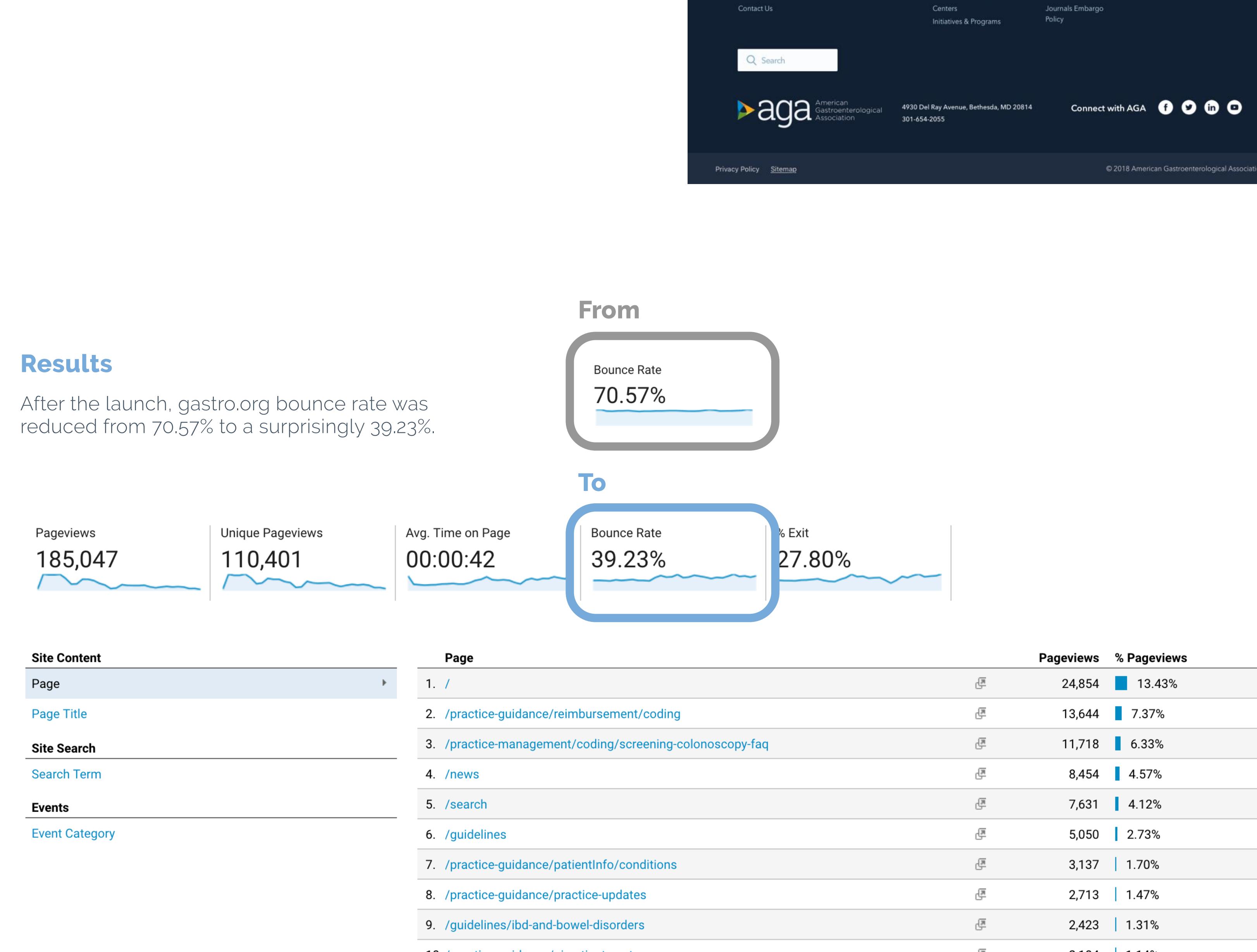
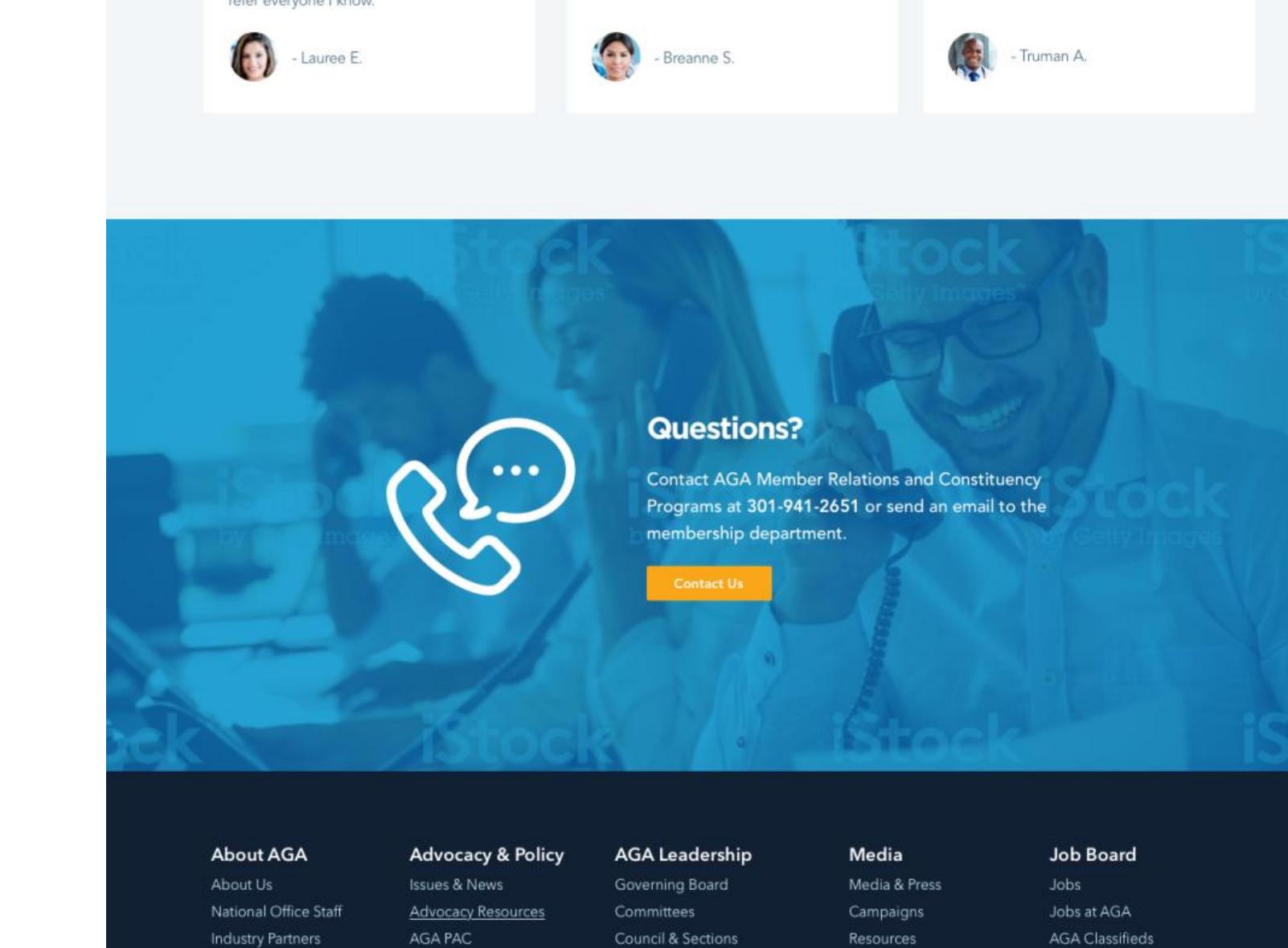
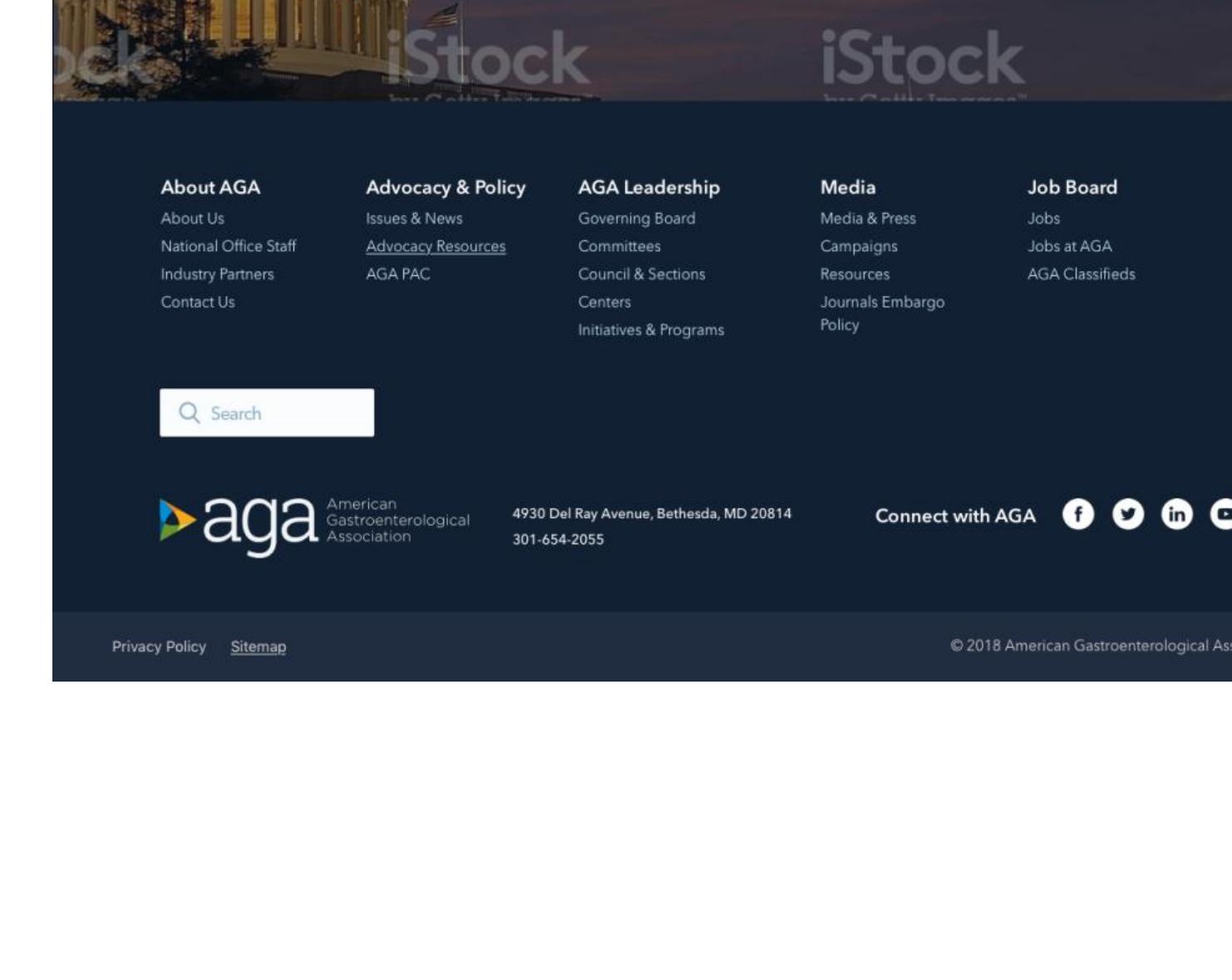


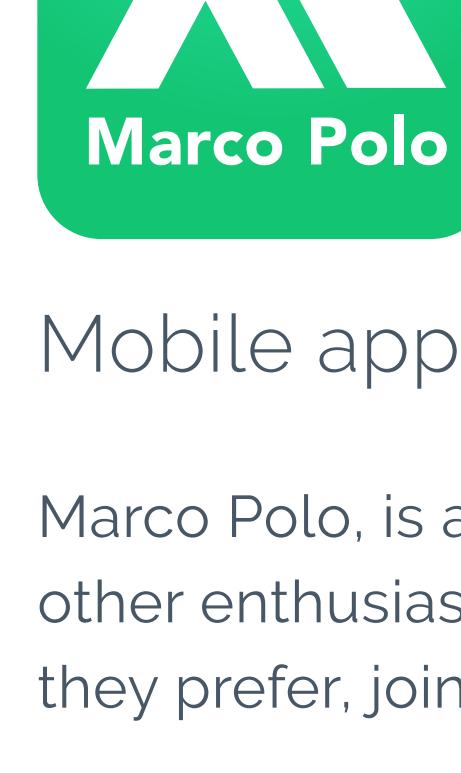
Restructuring the content

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





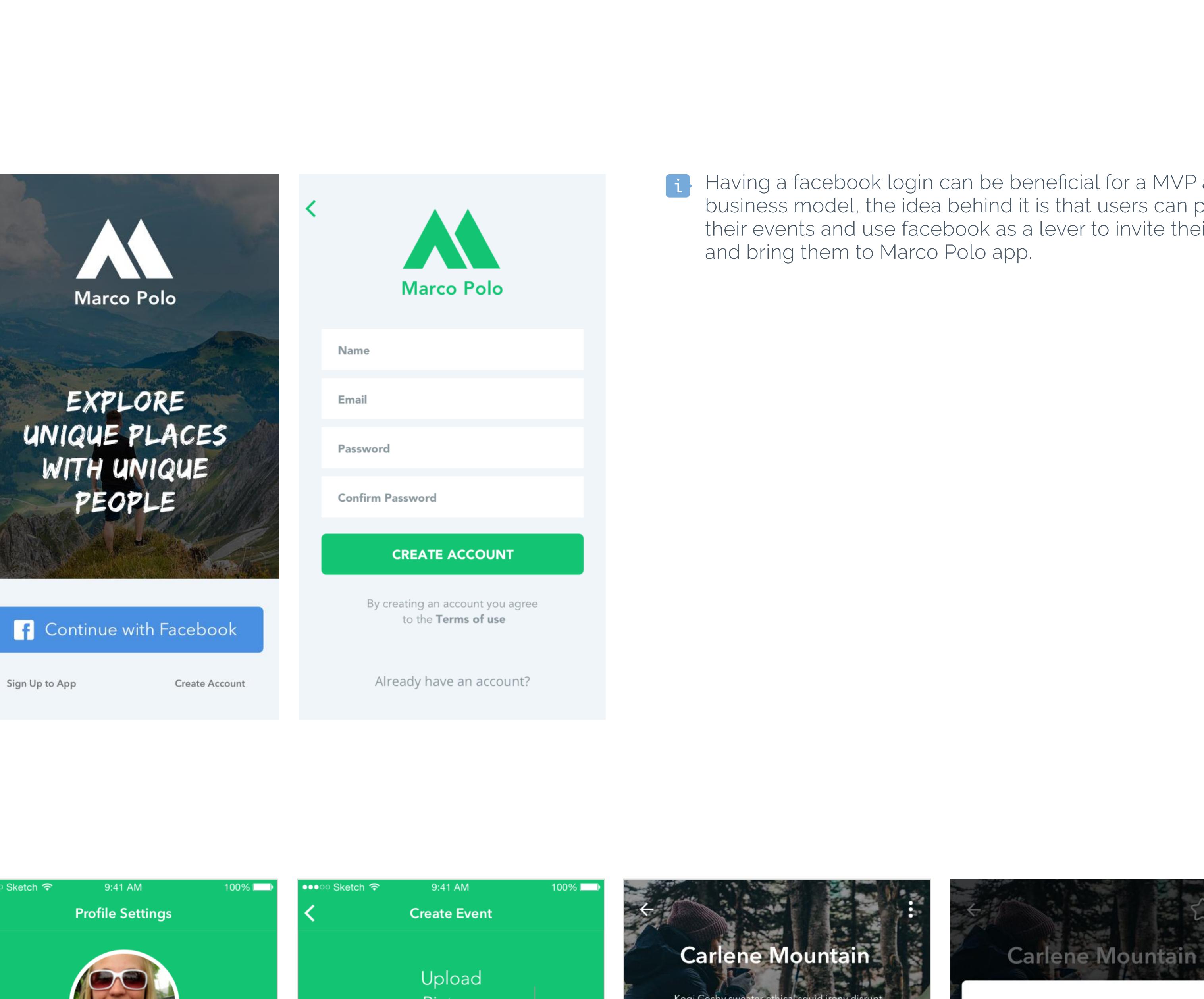
Mobile app

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

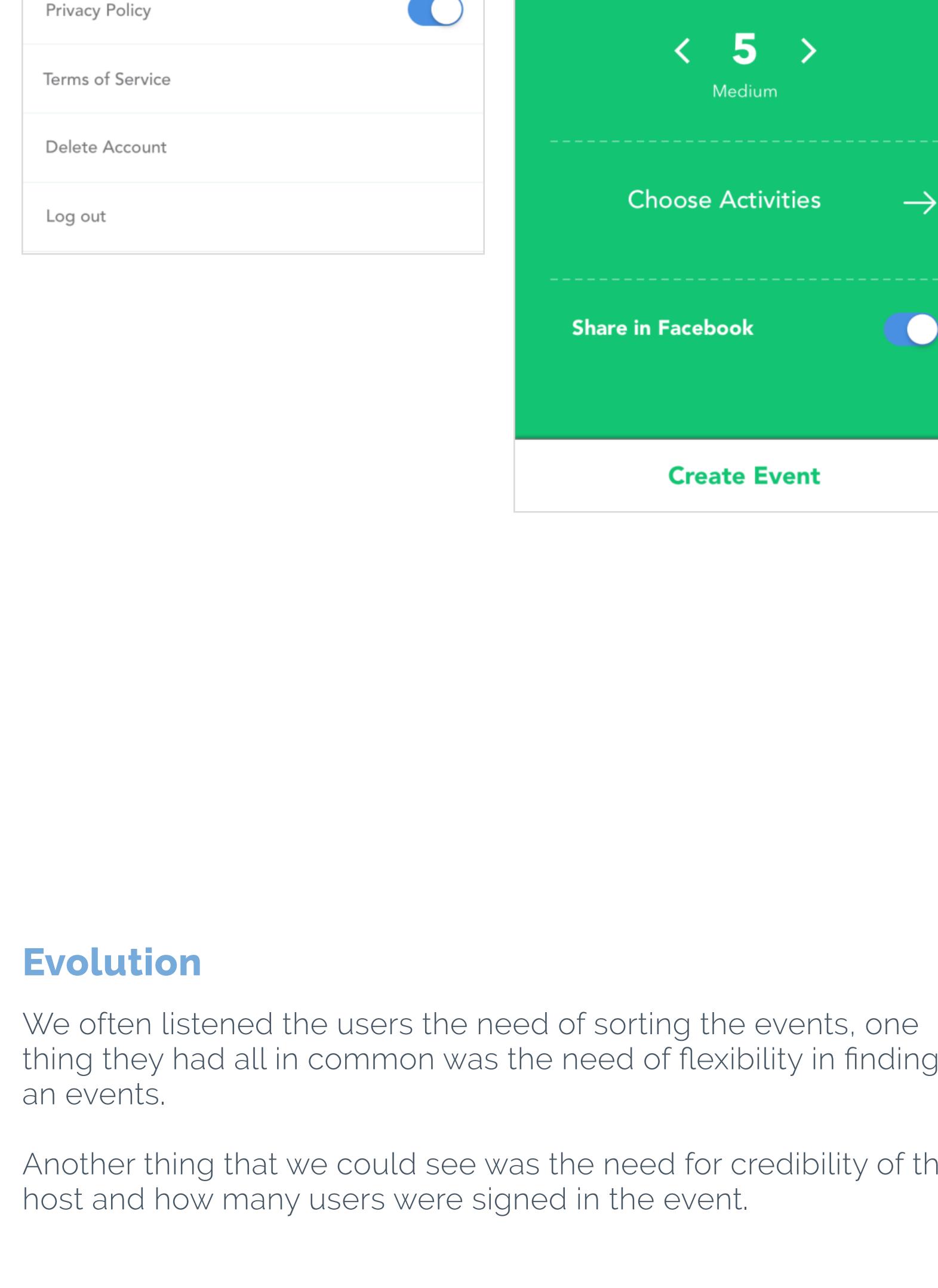
Validate the idea

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.

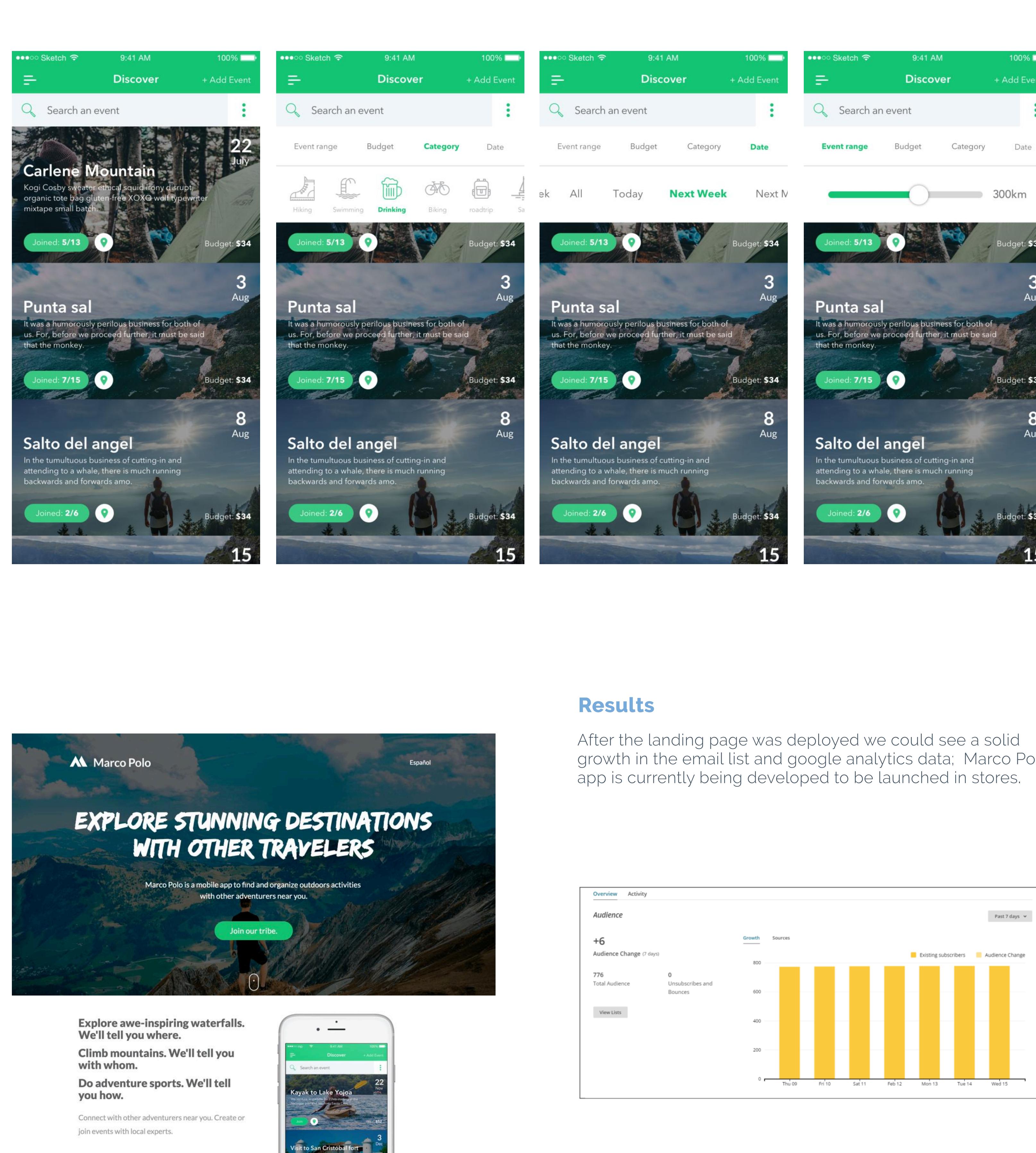
I suggested to our partner validate the idea and make different experiments first, before moving forward, that being said we talk to the real users, research market and conduct focus groups. Those efforts brought new thoughts to the table.



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



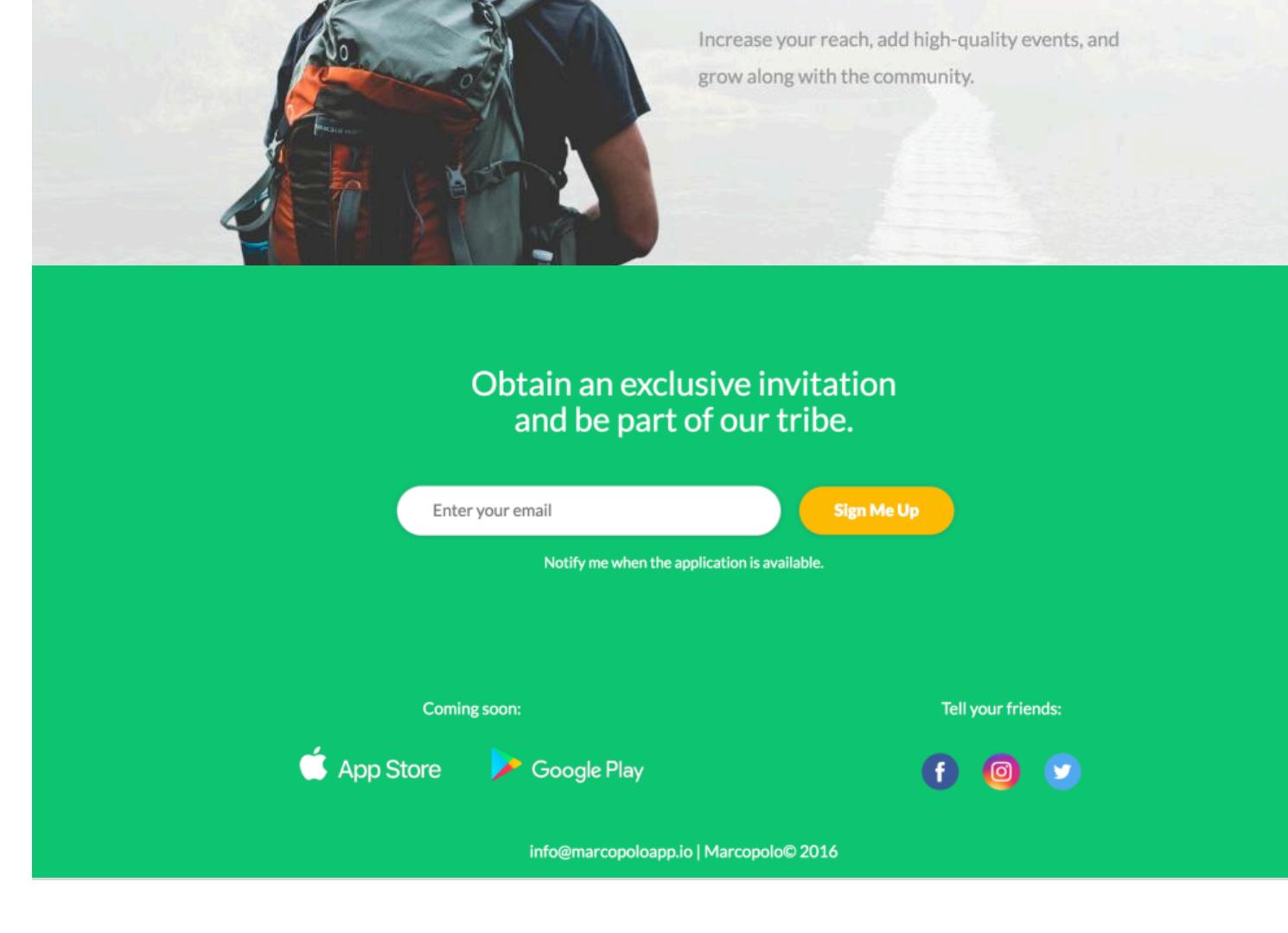
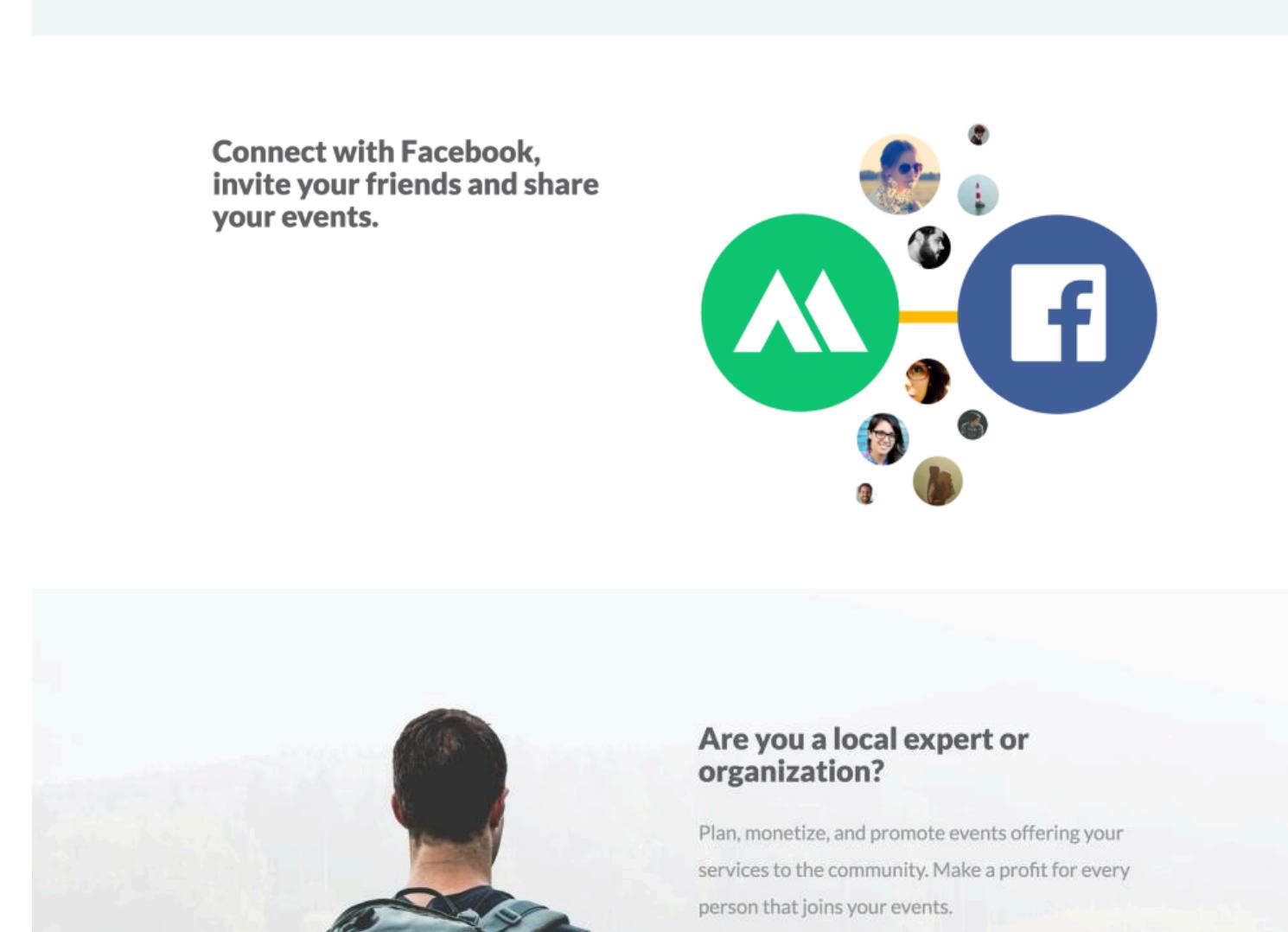
i Having a facebook login can be beneficial for a MVP and business model, the idea behind it is that users can promote their events and use facebook as a lever to invite their friends and bring them to Marco Polo app.



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.



Results
After the landing page and google analytics data, a solid app is currently being developed to be launched in stores.

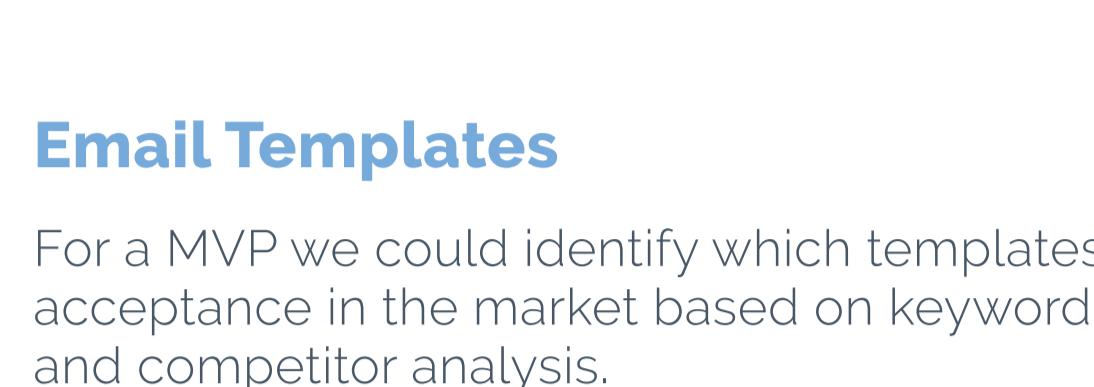


Product design

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



Secondary colors



Concept



Typography

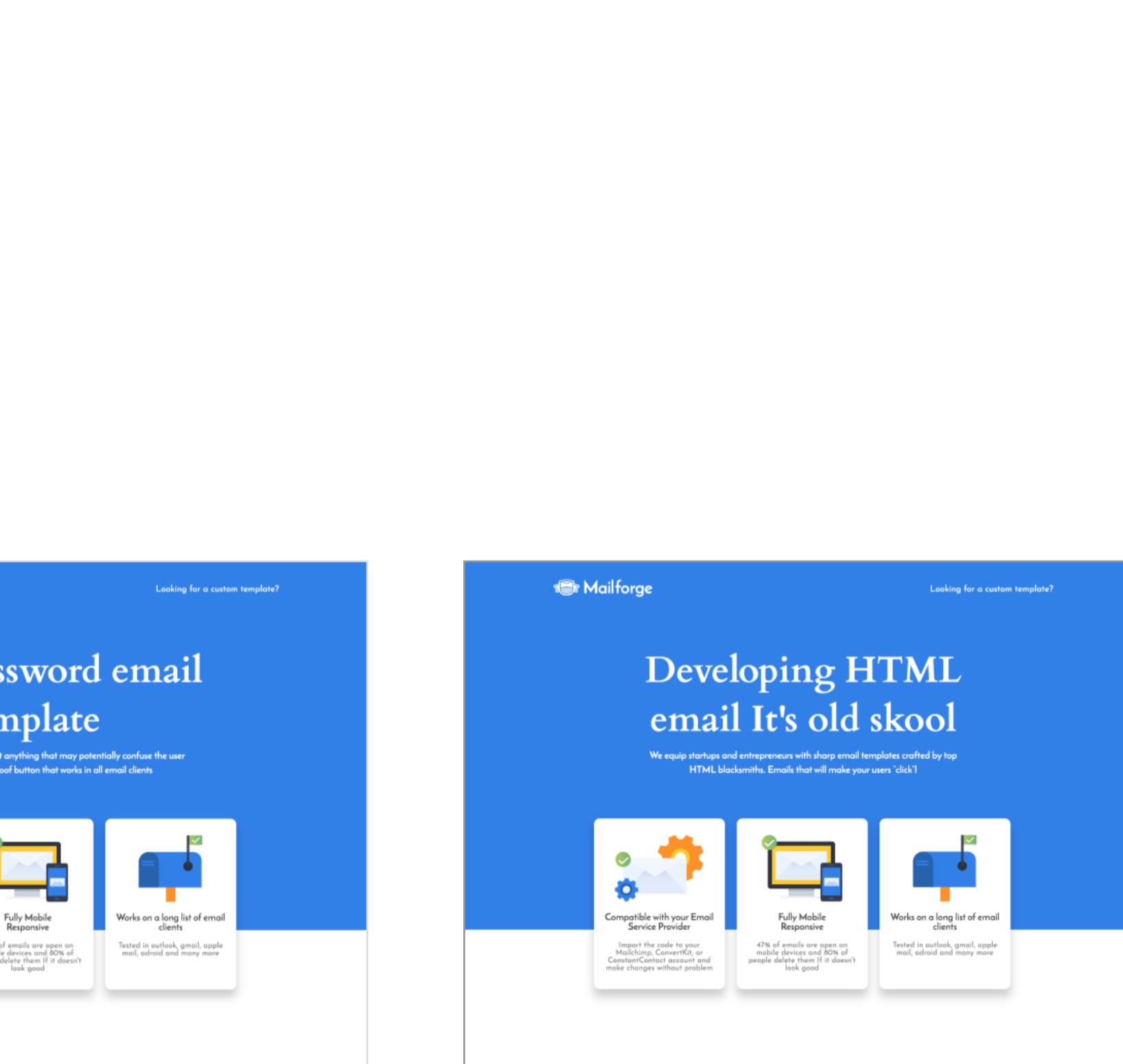
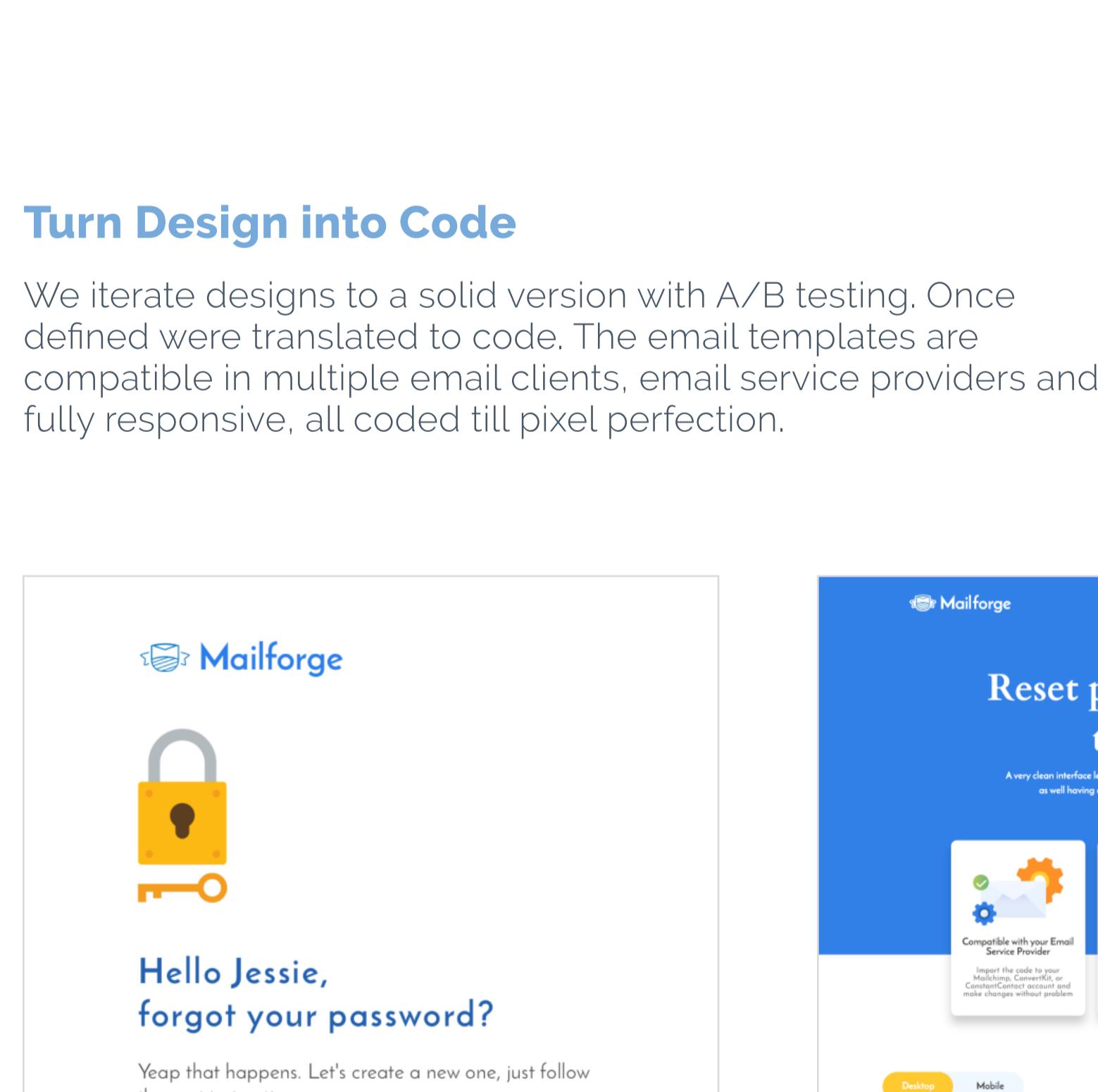
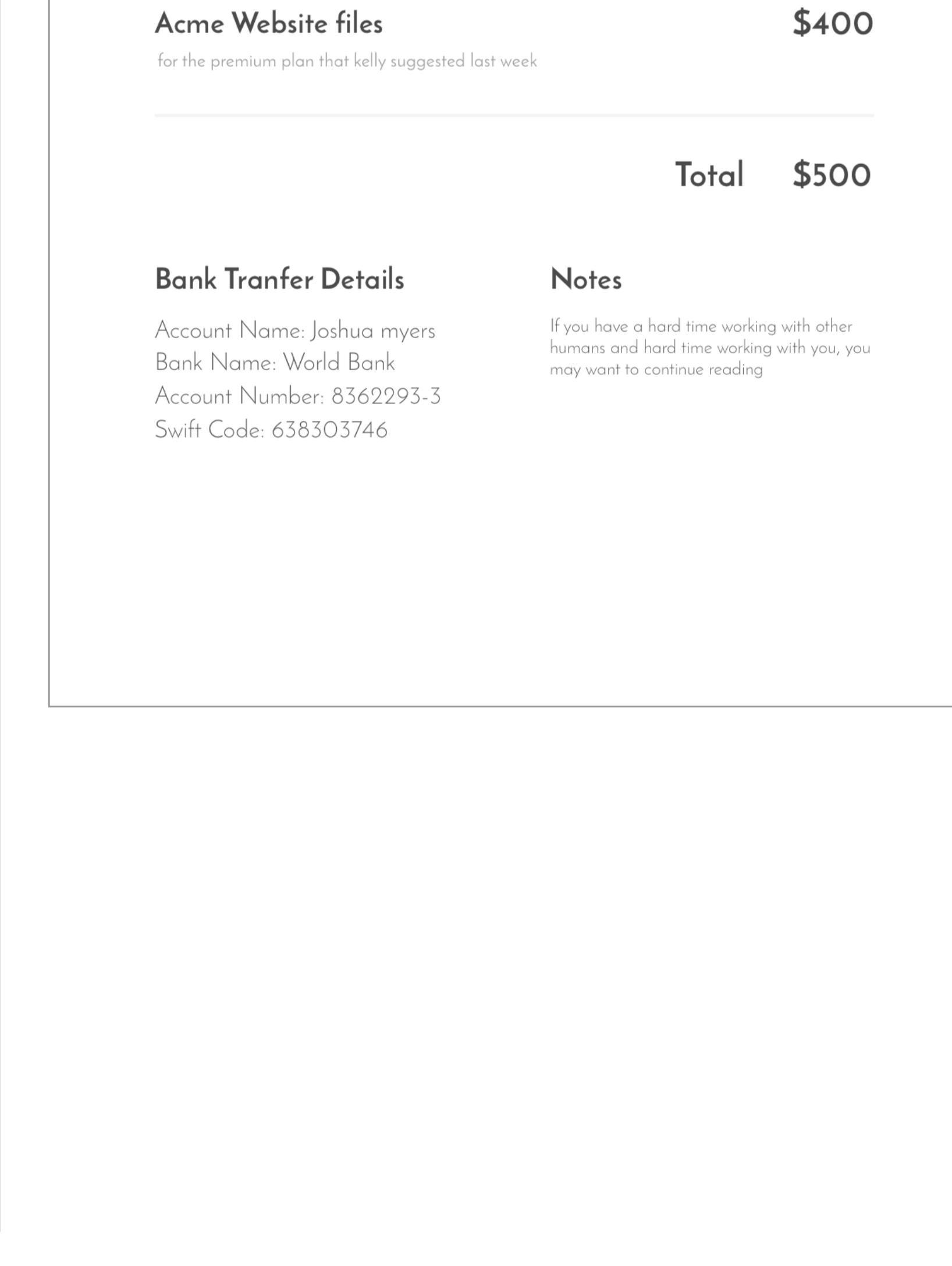
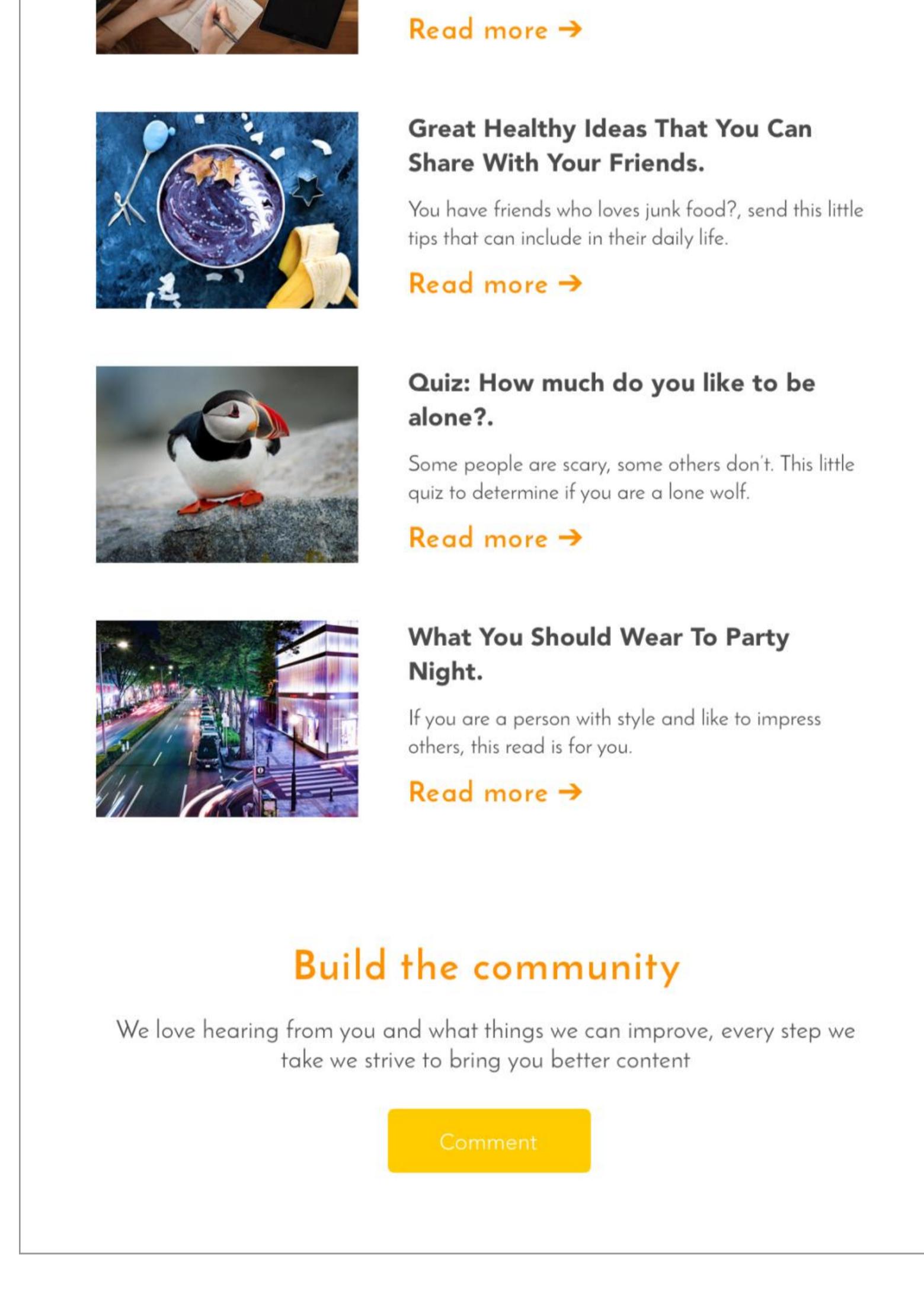
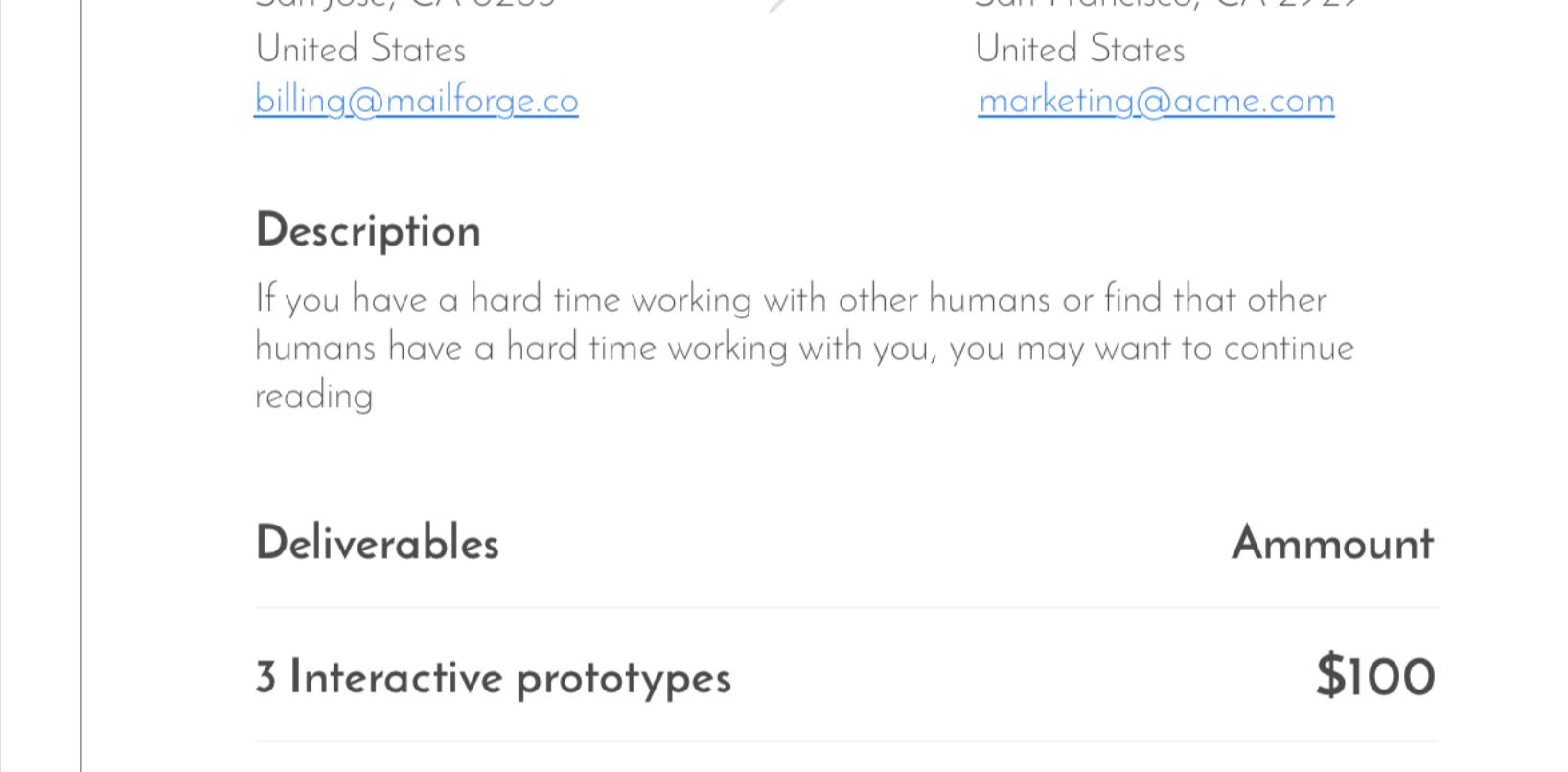
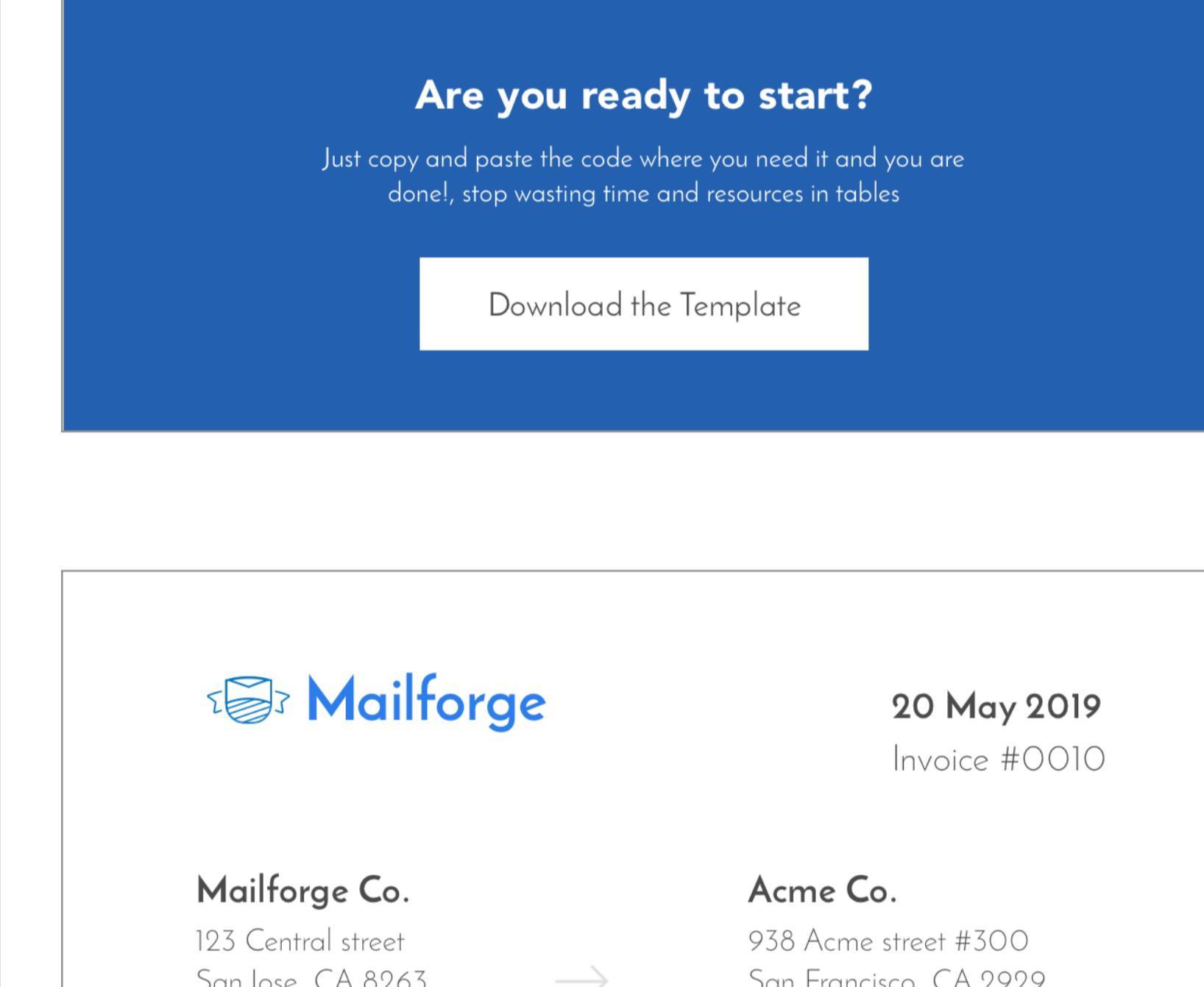
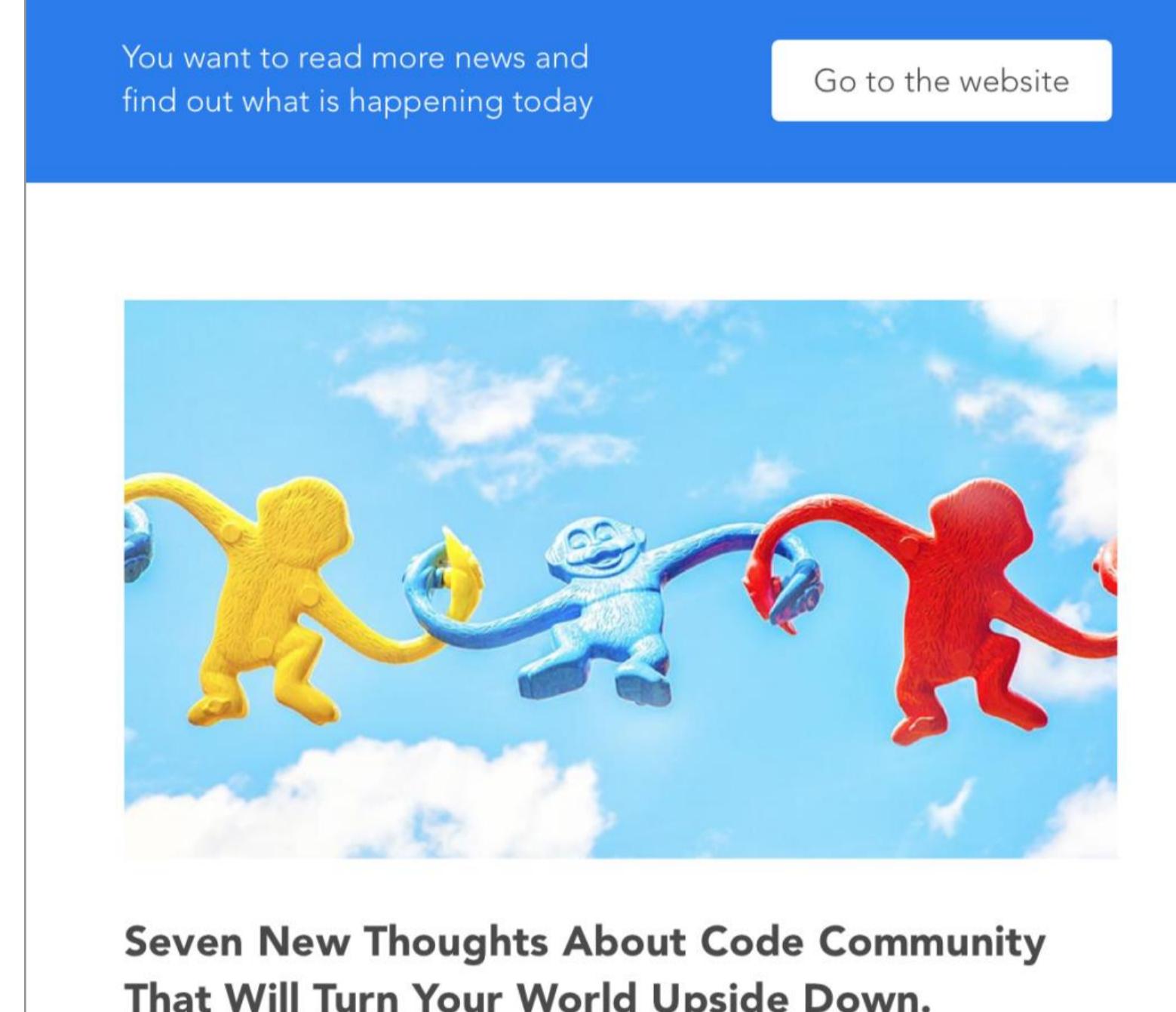
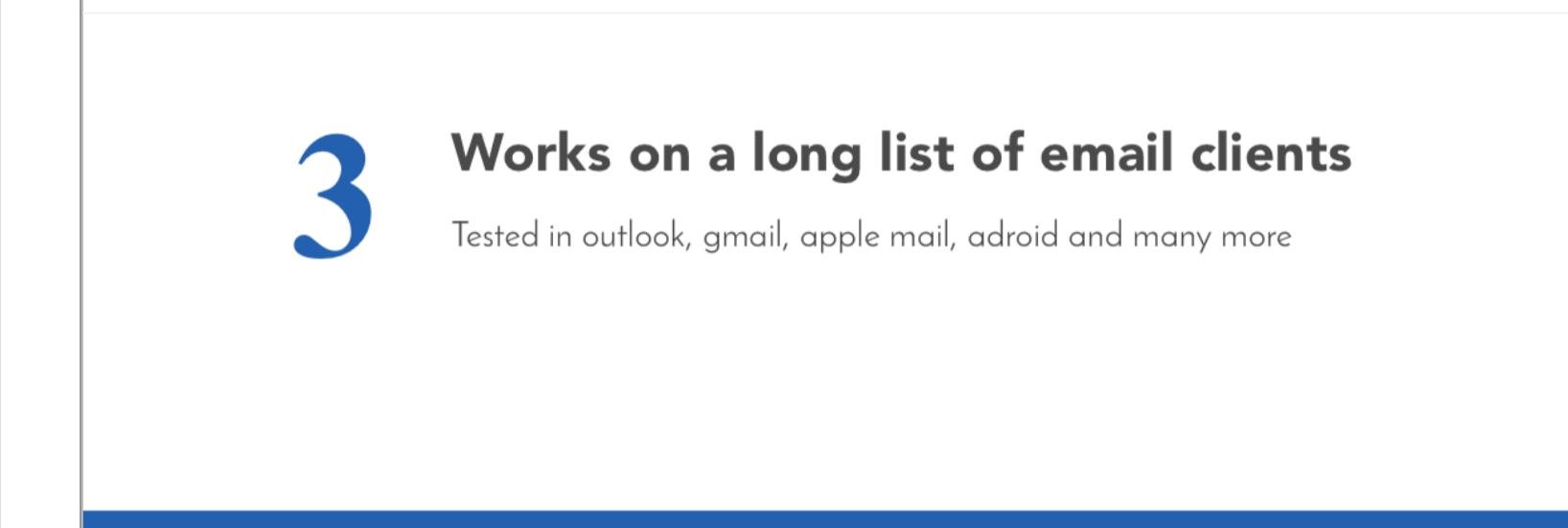
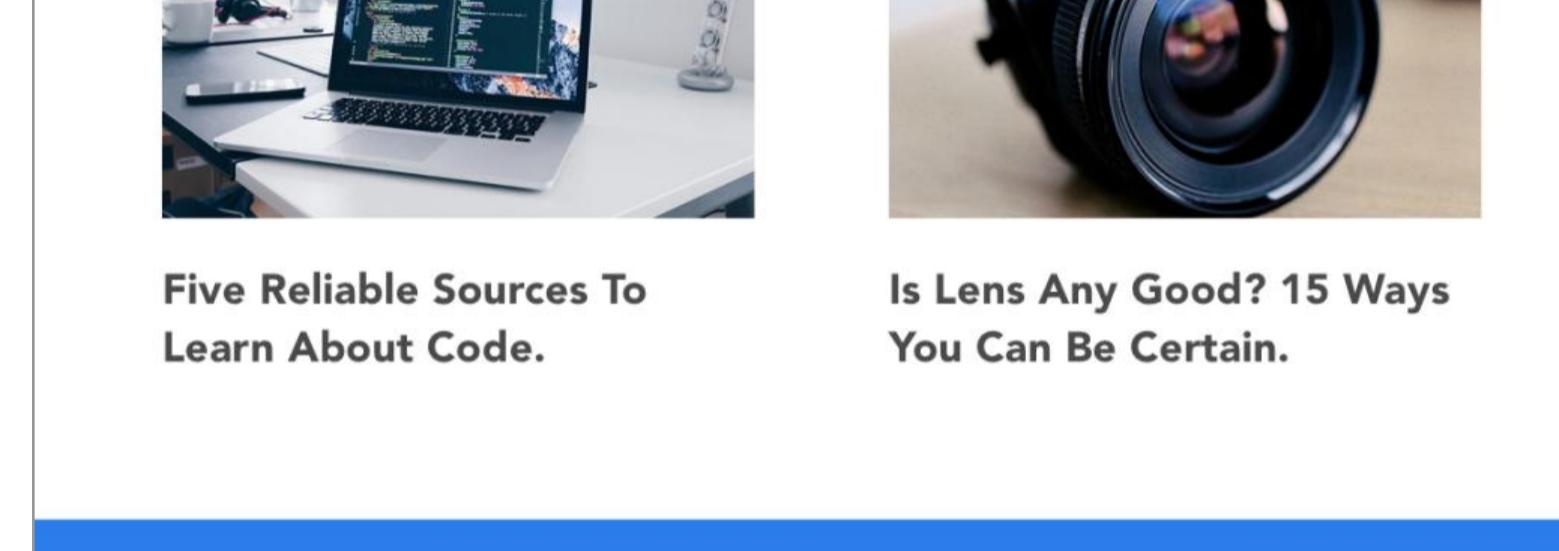
Cardo
ABC 123

< A mix of antique and modern >

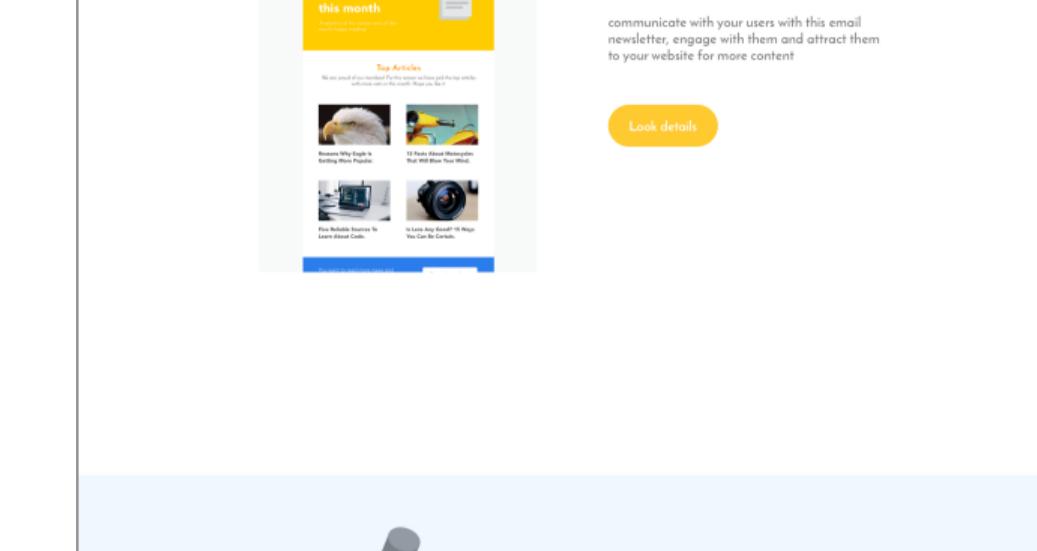
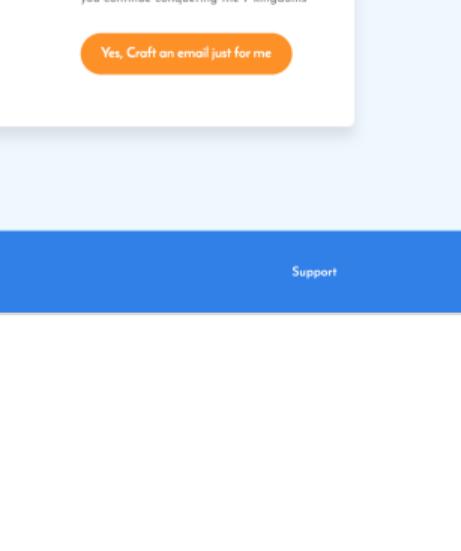
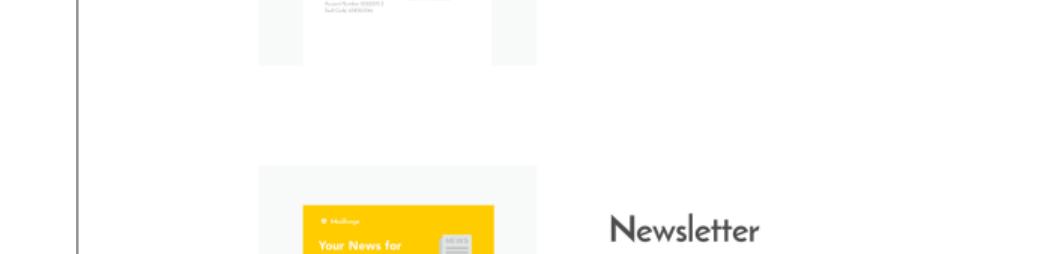
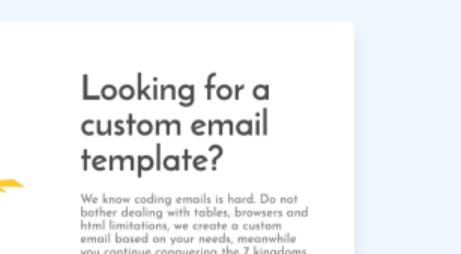
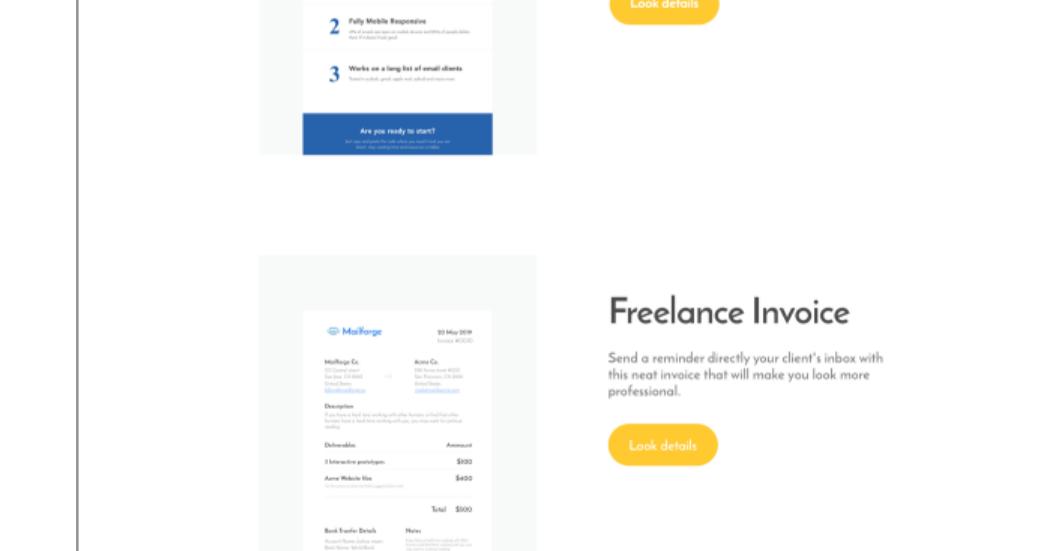
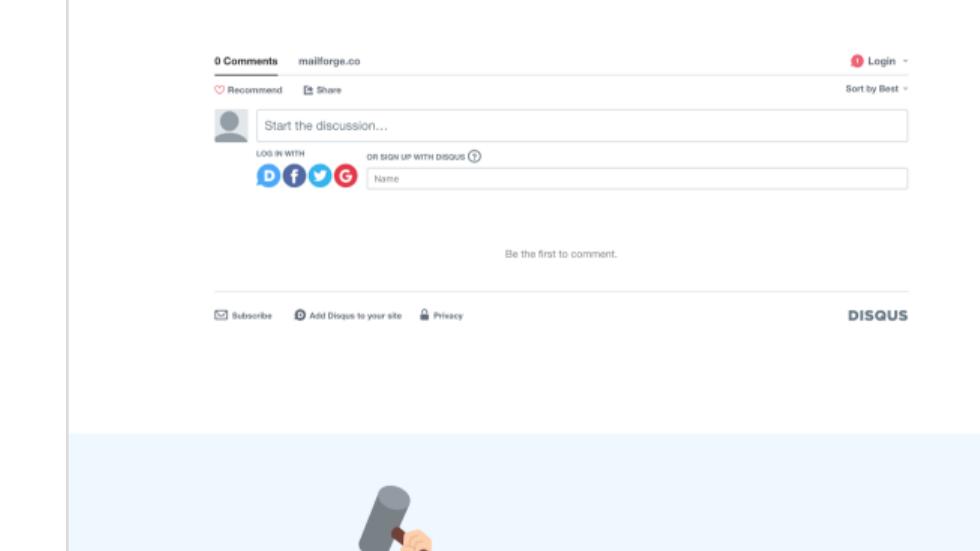
Josefin sans
ABC 123

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.



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





Providence Health is a hospital

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

modules using the right data requirement testing using differ

Referrals_Consult_112016_07192017_Aug2Upload.txt													
ReferredTo	Address	Department	OrderedBy	CreatedDate	InOutNetwork	Specialty	Longitude	Latitude					
ABBOTT REHABILITATION CENTER		ABBOTT REHABILITATION CENTER	1318 HWY 9 BYPW LANCASTER		TRMA FOREST	Nairn Dana	6/21/17 0:00	Out-Net					
PHYSICAL	-87.79761848	41.73279621											
ABDUL USMANI MD	ABDUL USMANI MD: 1655 BERNARDIN AVE STE 200	COLUMBIA	TRMA FOREST	Gould John	4/20/17 0:00	In-Net	NEPHROLOGY REFERRAL		-122.075499	37.69			
ACTIVA HOME HEALTH	ACTIVA HOME HEALTH: 1800 WOOLBRIGHT RD STE 200	BOYNTON BEACH	TRMA IRMO	Lebel Elizabeth	11/28/16 0:00	Out-Net							
PHYSICAL	-87.58083372	41.79554705											
ADAM HAIRR DDS	ADAM HAIRR DDS: 112 ST PETERS CHURCH RD	CHAPIN	TRMA IRMO	Carsten Lauren	6/21/17 0:00	Out-Net	ORAL	-87.94231653	42.04620778				
ADAM HAIRR DDS	ADAM HAIRR DDS: 9310 TWO NOTCH RD	COLUMBIA	TRMA NE Fisher-Glover	Odette	3/13/17 0:00	Out-Net	ORAL	-87.62406876	41.89665694				
ADAM HAIRR DDS	ADAM HAIRR DDS: 9310 TWO NOTCH RD	COLUMBIA	TRMA NE Fisher-Glover	Odette	3/13/17 0:00	Out-Net	ORAL	-87.63447176	41.91149482				
ALAN BRILL	ALAN BRILL: 3 MEDICAL PARK RD	STE 130	COLUMBIA	TRMA NE Ballou	Christopher	11/23/16 0:00	Out-Net	ENT REFERRAL	-122.484825	37.78077157			
ALAN BRILL	ALAN BRILL: 3 MEDICAL PARK RD	STE 130	COLUMBIA	TRMA FOREST	Nairn Dana	4/20/17 0:00	Out-Net	ENT REFERRAL	-122.484825	37.78077157			
ALAN BRILL	ALAN BRILL: 3 MEDICAL PARK RD	STE 130	COLUMBIA	TRMA IRMO	Schumacher Sarah	4/12/17 0:00	Out-Net	ENT REFERRAL	-104.9930589	39.74610528			
ALARIC VAN DAM MD	ALARIC VAN DAM MD: 14 RICHLAND MEDICAL PARK STE 200	COLUMBIA	TRMA IRMO	Lebel Elizabeth	6/6/17 0:00	Out-Net	ORTHOPEDIC						
REFERRAL	-96.65268782	40.78553974											
ALARIC VAN DAM MD	ALARIC VAN DAM MD: 14 RICHLAND MEDICAL PARK STE 200	COLUMBIA	TRMA IRMO	Lebel Elizabeth	5/26/17 0:00	Out-Net	ORTHOPEDIC						
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ALARIC VAN DAM MD	ALARIC VAN DAM MD: 14 RICHLAND MEDICAL PARK STE 200	COLUMBIA	TRMA NE Fisher-Glover	Odette	3/28/17 0:00	Out-Net	ELECTROMYOGRAM/NERVE CONDUCTI						

ALBERT ODOM	ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO	Schumacher Sarah	5/11/17 0:00	Out-Net OBSTETRICS AND GYNECOLOGY
REFERRAL	-87.71083865 42.07804911			
ALBERT ODOM	ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA FOREST	Balou Christopher	1/10/17 0:00	Out-Net OBSTETRICS AND GYNECOLOGY
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REFERRAL	-81.852534 41.372216			
ALEXANDER SMYTHE	ALEXANDER SMYTHE: 1301 TAYLOR ST STE 6-J COLUMBIA	TRMA NE Toliver-Dingle Peggy	4/6/17 0:00	Out-Net OBSTETRICS AND GYNECOLOGY
REFERRAL	-75.15926396 39.94762462			
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ALI RIZVI	ALT RIZVI: 2 MEDICAL PARK RD STE 306 COLUMBIA TRMA FOREST	Chang Bin Yue	4/18/17 0:00	Out-Net ENDOCRINOLOGY REFERRAL -87.638199 41.904099
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REFERRAL	-80.82690514 35.15314073			
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REFERRAL	-87.88366124 42.98797084			Out-Net ALLERGY

Estimated Revenue Lost **\$12,628** **Estimated Revenue Lost**

Total referrals **2,484** **Total referrals**

From Prior period **+ 5%** **From Prior period**

Estimated revenue lost **Top 3 specialties**

1. Gastroenterology 2. Urology 3. Gynecology

Referral locations

Mar 1, 2017 - Aug 18, 2017 Total Referrals in this area: 2759 (15%)

South Carolina (SC)

Revenue projections

Increase referrals for in-network by 50 percent, in the next 6 months

Revenue projections

September October November December January February

Search for a doctor **Nairn Dana** **King Sarah** **COMPARE**

Specialty	Revenue Lost	Count
Dermatology	\$1000	1234
Neurology	\$366	1234
Pediatrics	\$366	1234
Anesthesiology	\$366	1234

Search for a doctor **Nairn Dana** **King Sarah** **COMPARE**

Specialty	Revenue Lost	Count
Dermatology	\$1000	1234
Neurology	\$366	1234
Pediatrics	\$366	1234
Anesthesiology	\$366	1234

Search for a doctor **Gould John** **King Sarah** **COMPARE**

Specialty	Revenue Lost	Count
Dermatology	\$1000	1234
Neurology	\$366	1234
Pediatrics	\$366	1234
Anesthesiology	\$366	1234

Search for a doctor **King Sarah** **King Sarah** **COMPARE**

Specialty	Revenue Lost	Count
Dermatology	\$1000	1234
Neurology	\$366	1234
Pediatrics	\$366	1234
Anesthesiology	\$366	1234



Mobile App

Gifhub 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.

