

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough

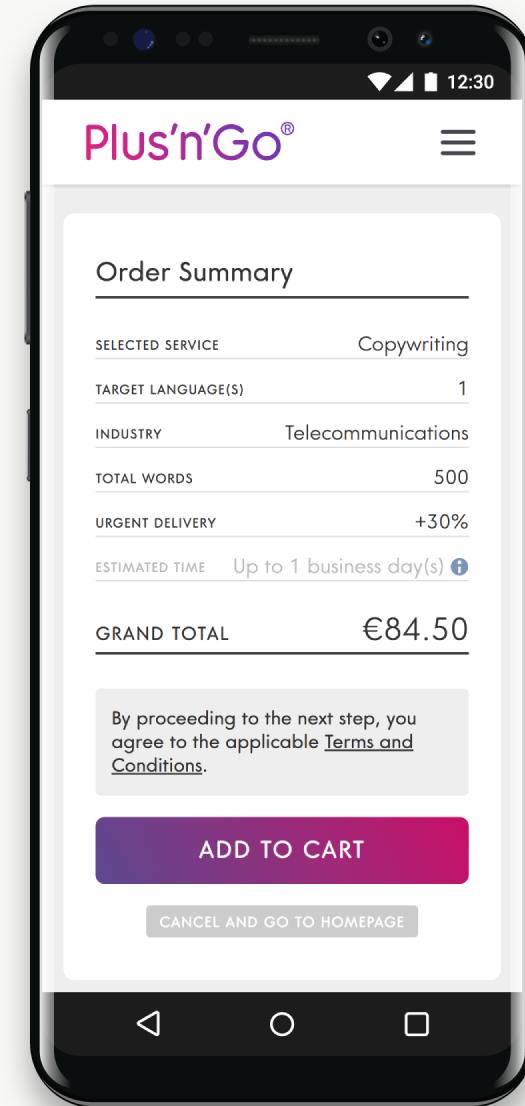


# **FAST TURNOVER DESIGN**

Smartidiom

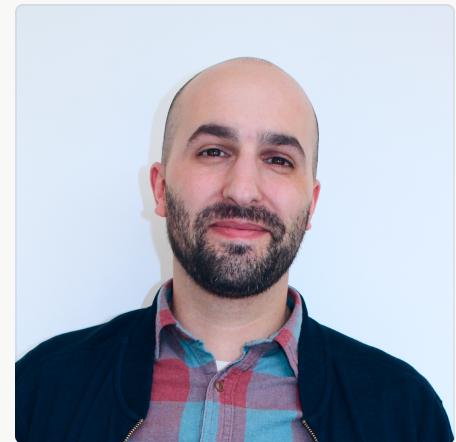
# SMARTIDIOM

- Linguistic services
- Core team of about 15 professionals
- Vast network of linguistic freelancers
- Customers like Apple, Samsung, Netflix, and more



# TEAM

- 1 manager
- 2 back-end developers
- 1 designer/front-end developer
- Freedom to create



# OBJECTIVE

To create an ecosystem of web apps that reduces time to delivery, and elevates the quality of linguistic services

The image displays four distinct web application interfaces arranged in a grid, connected by large, light-gray curved arrows forming a circular flow:

- Top Right:** A screenshot of the Plus'n'Go Translation service. It shows a 'Translation' tab selected, with sub-options for Languages, Style, Content, and Options. A text input field contains placeholder Latin text. To the right is an 'Order Summary' table detailing the job: 11 content pieces, 6 destination languages, Standard expertise, Informal - Blog style, 2nd check, Priority Order checked, estimated price per word \$0.23, estimated delivery 6 hours, and a total of \$78.27. At the bottom are 'PLACE ORDER' and 'Request a printable quote' buttons.
- Bottom Right:** A screenshot of the smartidiom JOBS website. It features a banner with the text 'Be our everyday Hero' and 'Join us in some of the most exciting barrier-breaking linguistic services coming from all over the World. No, we thank you!'. Below the banner are sections for 'Featured jobs' showing 'Digital Copywriter' (urgent), 'Translator Portuguese — Danish' (new), and 'Translator English (UK and US) — Dutch (Belgium)' (new). Each job listing includes a 'View details →' button.
- Bottom Left:** A screenshot of a supplier management dashboard. It shows a timeline with 'Clock-in' at 8:30am, 'Break 1' from 9:40am-9:50am, and 'Break 2' from 2:45pm-2:45pm. It also displays 'Tasks' (with notifications for deadlines and unfinished tasks), 'Invoices' (with notifications for invalid invoices and paid invoices), and a 'CALENDAR FOR OCTOBER 2018' showing dates from 30 to 31st.
- Top Left:** A screenshot of a translation service interface. It has tabs for Languages, Style, Content (selected), and Options. A text input field contains placeholder Latin text. To the right is an 'Order Summary' table with columns for Content Pieces (11), Destination Languages (6), Expertise (Standard), Style (Informal - Blog), Proofreading (checked), 2nd Check (checked), Priority Order (checked), Estimated Price per Word (\$0.23), Estimated Delivery (6 hours), and Grand Total (\$78.27). At the bottom are 'I agree with the Terms & Conditions.' and 'PLACE ORDER' buttons.

# PROBLEMS

- Dense bureaucracy • Too many emails • Too many platforms
- Development team of four • Inexperience • 2-year deadline • Tight budget



# DESIGN OWNERSHIP

1. Audit the existing work processes
2. Research competitors' platforms
3. Brainstorm and design a vision
4. Interlink ecosystem and define IA
5. Define usability flows and design key views
6. Testing and validation
7. Develop and upkeep FE components
8. Document and manage styles and components



# FRONT-END WALKTHROUGH

 SUPPLIERS    [Dashboard](#) [Tasks](#) [Calendar](#) [Invoices](#)

11:36pm Tuesday, October 2 + Tokyo ⏲  
Wed, 7:36am UTC+8 Hong Kong ⏲  
Wed, 2:36am UTC+3 New York ⏲  
Tue, 5:36pm UTC-5

  Josephine ▾

**TIMECARD**

⏸️ Pause ⌚ End Workday

Clock-in Break 1  
8:32am 9:44am-9:59am

Break 2  
2:44pm-3:34pm

👁️ Full Log

**Tasks** 

⚠ Some deadlines are coming up. Make sure they're on the right track. [View](#)

ℹ There are unfinished Tasks. Don't forget about them. [View](#)

ℹ We offered you new Tasks. Let us know your availability. [View](#)

👁️ Tasks list 📝 Create Assignment

**Invoices** 

⚠ There are invalid Invoices. Please correct their information. [View](#)

ℹ Some of your invoices were paid. Check if everything is right. [View](#)

👁️ Invoices list >Create Invoice

**RECENT NOTIFICATIONS**

⚠ Task T082712 was offered to you. Action is required. [View](#)

✓ Assignment A901872 was successfully closed by the Responsible. [View](#)

ℹ We're upgrading our database to improve system speed and stability.

**CALENDAR FOR OCTOBER 2018**

SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20

# VALUE FOR SMARTIDIOM

- Brand, marketing and visual design
- Research data and insights
- Open and collaborative design
- Front-end contributions
- Slayout design system, ready-to-use, ready-to-scale UI content and components



# **INNOVATION FACTORY & 4X POWER-UPS**

TUI Group

# TUI GROUP

- Traveling and vacations: flights, facilities, amenities, and other services
- Cruise ships, airlines, resorts, hotels, touristic experiences, and more
- About 70k colleagues
- Customers like couples, families with kids, tours, and more

The screenshot shows the TUI Group travel website interface. At the top, there's a navigation bar with the TUI logo, Home, Destinations, Help, and a UK flag icon. Below the navigation is a row of four destination cards: Venice (colorful buildings along a canal), Santorini (white buildings with blue domes on a cliff), Dubrovnik (a coastal city with a historic wall), and Moscow (St. Basil's Cathedral). Underneath these cards is a search bar with placeholder text "Find more destinations by searching:" and fields for "Search a destination or place...", date range "28/10 - 29/10", guests "2 guests", and a red "Search" button. Below the search area is a section titled "Featured destinations" with four cards: Bali (explorative, tropical, spiritual), Bora Bora (paradise, beach, island), New Orleans (food, celebration, musical), and Maldives (sunny, romantic, tropical). Further down are three more destination cards: Kerry (pastoral, peaceful, cozy), Marrakesh (artistic, religious, shopping), and Paris (romantic, food, shopping). At the bottom, there's a section titled "Frugal destinations" with a brief description and a horizontal scrollable grid of thumbnail images representing various travel destinations.

# TEAM

- 3 managers
- 2 data/SEO pros
- 4 developers
- 2 designers
- External development partnerships
- Freedom to innovate



# OBJECTIVES

Create modern, clear, out-of-the-box but effective, for shopping and operations, web apps for flights, accommodations, and experiences

The screenshot shows a flight search results page. At the top, there are date inputs for departure (Tuesday, June 15) and return (Tuesday, June 22), and a search button. Below this, a chart displays flight prices for various dates in June and July. The results table lists three flight options:

Airline	Flight Number	Departure	Arrival	Duration	Price
TUI	6:20	LCY	8:35	1h 15m	114.22 €
TUI	18:30	CDG	19:45	1h 15m	114.22 €
AIRFRANCE	6:20	LGW	8:35	1h 15m	114.22 €
BRITISH AIRWAYS	18:15	CDG	20:45	2h 30m	114.22 €

Each row includes a "Select" button to choose the flight.

The screenshot shows a travel accommodation search interface. At the top, there are links for Fly, Stay, Drive, Enjoy, Help, and Log in. A large banner features a man in a pool with the text "Think of a nice place to stay...". To the right, a search form allows users to enter a destination, dates (28/10 - 29/10), and guests (2 guests), with a "Search" button. Below the banner, there are three promotional sections: "Best hotels", "Fantastic offers", and "For you".

The screenshot shows a travel experience search interface for the Louvre Museum. At the top, there are links for Fly, Stay, Drive, Enjoy, Help, and Log in. A large image of the Louvre Pyramid is shown with the text "Louvre Museum". Below it, a text block provides information about the theft of the Mona Lisa. A sidebar on the left lists "Activities around Louvre Museum" with filters for free cancellation, entrance tickets, 2 days, and guided tours. Two specific activities are highlighted: "Skip-the-line tickets for the Louvre Museum" and "Louvre Museum fast and audio guide".

# PROBLEMS

- Poor reputation in the target markets
- Legacy development processes
- Legacy data lakes with inconsistencies
- Acute company segregation
- Political disputes and *espionage*
- COVID-19



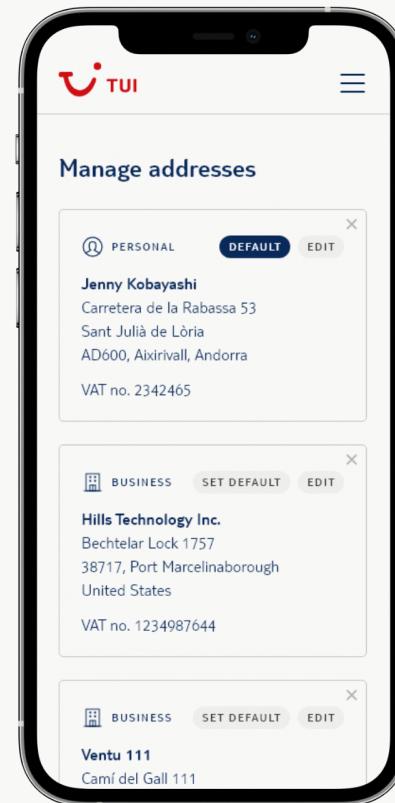
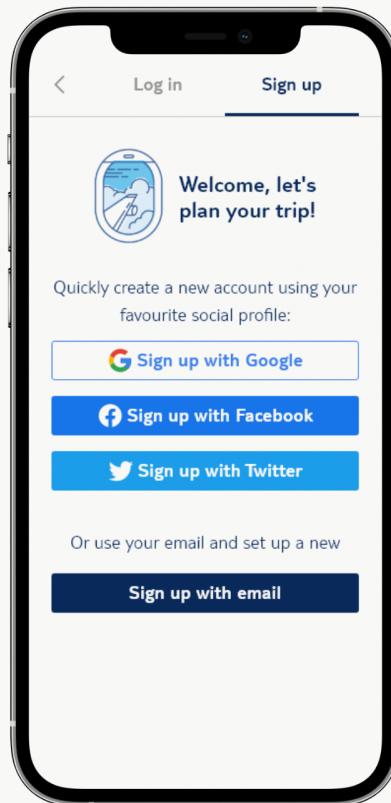
# DESIGN OWNERSHIP

1. Research with experts and customers
2. Benchmarking and synthesis into insights
3. Brainstorm and design a vision(s)
4. Define usability flows and design key views
5. Testing and validation
6. Document and manage styles and components
7. Design, set up and code experiments
8. Advocate innovation processes within TUI
9. Manage and promote the design system



# SELL THE SERVICES

Complete e-commerce with self-checkout and account management



# GUIDE TRAVELERS



The TUI Travel website for Madrid features a large banner image of the Madrid skyline at sunset, focusing on the Metrópolis building. Below the banner, a section titled "Sobre Madrid" (About Madrid) includes a heading "Cultura, ocio y diversión 24/7" and a paragraph describing the city's typical atmosphere. To the right, a "Map of Madrid" shows the city's layout with various neighborhoods labeled. A prominent search bar at the top right allows users to find accommodations in Madrid.

TUI Home Destinations Help

EUROPE > SPAIN > MADRID

## Madrid

Clásica, acogedora, fiestera y con una agenda cultural rebosante, Madrid es la capital europea que tiene planes para las 24 horas del día.

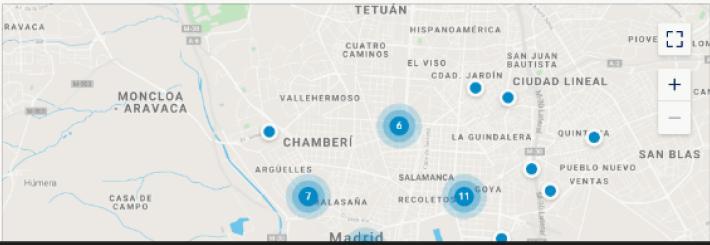
### Sobre Madrid

#### Cultura, ocio y diversión 24/7

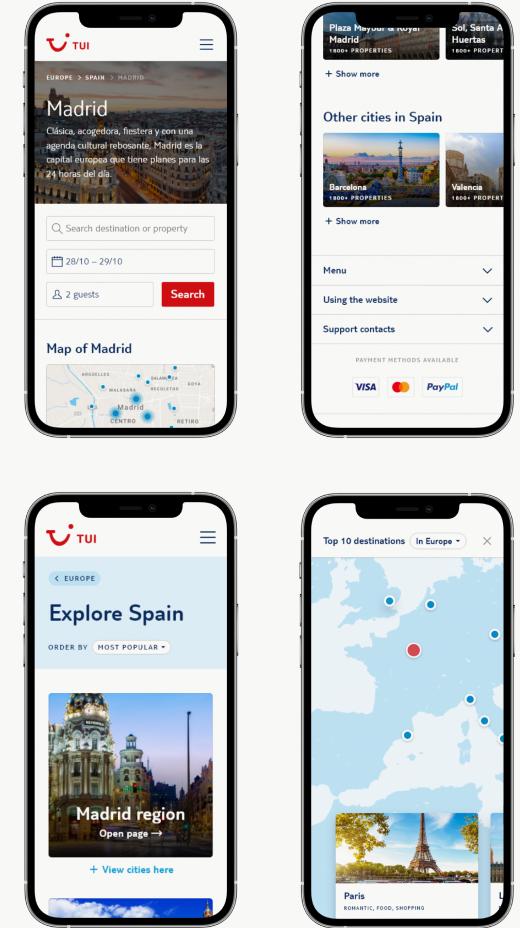
Para descubrir el Madrid más típico hay que pasear por la abarrotada Puerta del Sol, la Plaza Mayor y sus cuatro siglos de historia, el Palacio Real, la Catedral de La Almudena y el Teatro Real. El atardecer es el mejor momento para visitar el templo de Debod y al anochecer espera Gran Vía, la avenida más emblemática de la ciudad, que se llena de luces y música.

La parte más cultural de Madrid la conforma el denominado Paseo del Arte, que en poco más de un kilómetro concentra el Museo del Prado, el Reina Sofía y el Thyssen-Bornemisza. También merece la pena llegar hasta el Círculo de Bellas Artes para contemplar desde su azotea las mejores vistas de la ciudad.

### Map of Madrid



Find your perfect stay:



The TUI Travel mobile app interface for Madrid shows a map of the city with various location markers. It includes a search bar, date selection, guest count, and a "Search" button. Below the search bar, there's a "Map of Madrid" section and a "Top 10 destinations" section featuring other Spanish cities like Barcelona and Valencia.

TUI

EUROPE > SPAIN > MADRID

## Madrid

Clásica, acogedora, fiestera y con una agenda cultural rebosante. Madrid es la capital europea que tiene planes para las 24 horas del día.

Search destination or property

Map of Madrid

Other cities in Spain

Barcelona 1800+ PROPERTIES Valencia 1800+ PROPERTY

+ Show more

Menu Using the website Support contacts

PAYMENT METHODS AVAILABLE VISA MASTERCARD PAYPAL

Top 10 destinations In Europe

Madrid region Open page + View cities here

Paris ROMANTIC, FOOD, SHOPPING

# MANAGE MARKETS

**Base configuration**

Market name:   
Select country:

**Languages available**  
Add/remove any languages and then reorder to set the priority of appearance in the front-end.  
+ Add language

**Currencies available**  
Add/remove any currencies and then reorder to set the priority of appearance in the front-end.  
+ Add currency

Abort setup and lose changes Next: Peakwork configuration →

**Privacy policies**

Page title: Privacidad  
Page description: La presente Política de Privacidad tiene por objeto dar a y protege los datos de carácter personal a través del Sitio Web.

**Page content**  
You can edit the content below by writing in the text area and by using the toolbar above.  
Have in mind that this will be the final text that renders in the front-end.

**Política de privacidad y cookies**

**Objeto**  
La presente Política de Privacidad tiene por objeto dar a través del Sitio Web, a fin de que los Usuarios que utilicen a través de los formularios habilitados para ello. Aunque podrá tratarlos para las finalidades indicadas. Por tanto, que TUI pueda atender las peticiones de productos y servicios indicadas en este documento.

De conformidad con el Reglamento (UE) 2016/679  
Protección de Datos) o la legislación aplicable en España.

Powered by TUI

# DISTRIBUTION

**DISTRIBUTE**

Search a term or a function

Martin

**Availability**

Property: Valverde Lisboa | Room type: Double Room with River View

SUN	MON	TUE	WED	THU	FRI	SAT
Jul 28	Jul 29	Jul 30	Jul 31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
17	17	17	17	17	17	17
17	17	17	17	17	17	17
17	17	17	17	17	17	17

Our prediction network shows that you can increase this price to between 130-150 €.

**9 slots selected**

From: August 8 To: August 16

This room type is available for bookings?  YES

Amount available: 5 rooms | Price per room: 120,00 €

Minimum stay: 1 night | Minimum advance: 0

**Cancel** **Save changes**

Powered by 

**DISTRIBUTE**

Search a term or a function

**Your channels**

**TUI Website** ACTIVE Lodging reservation website. **Manage**

**TUI Mobile** Lodging reservation app for iOS. **Manage**

**TUI Operator** INACTIVE **Activate**

**TUI Affiliates** **Activate**

**Add new channels**

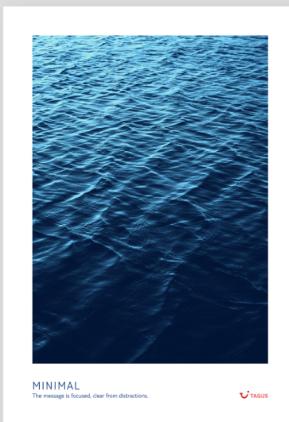
Drive more bookings to your business by adding your properties to more markets.

**Booking.com** Lodging reservation website and native mobile apps. **Install**

**airbnb** Lodging reservation website and native mobile apps. **Install**

Powered by 

# TAGUS DESIGN SYSTEM



The screenshot shows a web-based design system interface for 'TAGUS'. On the left, a sidebar lists 'ATOMS' and 'COMPONENTS' categories, with 'Business Pickers' selected under 'COMPONENTS'. The main content area is titled 'Business Pickers' and describes it as a 'popup style component that displays advanced functionality on specific business inputs, like guests information, flight passengers, amounts of tickets, and others.' It includes a 'Guests Picker' section with a screenshot showing a numeric stepper for guest selection. At the bottom, there is a 'Desktop' section with a note about considering an artboard for development.

# HOLIE

**Objective:** Pair people's traveling preferences with the broad services offering of TUI Group.

**Pitch:** A person submits their traveling preferences to *auto-magically* generate a complete, ready-to-book, pay-and-be-there travel package in a few minutes.



# VALUE FOR TUI GROUP

- Research data and insights
- A fun and playful collaborative design process
- Revamp of 5 markets
- 100k web pages for 175 destinations
- ~4x boost in traffic and revenue
- Tagus design system, ready-to-scale interface designs and guidelines
- Cross-regional sharing of processes, documentation and results
- Mentorship and onboarding of new colleagues





# THANK YOU

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