

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough





# SMARTIDIOM'S INTERNAL APPS

# SMARTIDIOM

- Linguistic services
- Core team of about 10 professionals
- Vast network of freelance linguistic professionals
- 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 can reduce time to delivery, but also elevate the quality, of the linguistic services operations

The collage consists of four screenshots arranged in a grid-like pattern:

- Top Left:** A screenshot of a web application interface titled "SUPPLIERS". It shows a dashboard with sections for "TIMECARD", "Tasks", and "Invoices". The "TIMECARD" section displays a log of work hours. The "Tasks" section shows notifications about deadlines and unfinished tasks. The "Invoices" section shows notifications about invalid invoices. The top bar includes navigation links like "Dashboard", "Tasks", "Calendar", and "Invoices".
- Top Right:** A screenshot of a "Plus'n'Go" web application titled "Translation". It features tabs for "LANGUAGES", "STYLE", "CONTENT", and "OPTIONS". Below the tabs is a text input field with placeholder text in Latin. To the right is an "Order Summary" table with details such as "CONTENT PIECES 11", "DESTINATION LANGUAGES 6", and "ESTIMATED PRICE PER WORD \$0.23". At the bottom is a "PLACE ORDER" button.
- Bottom Left:** A screenshot of a "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 is a "Featured jobs" section with three cards: "Digital Copywriter" (urgent), "Translator Portuguese — Danish" (new), and "Translator English (UK and US) — Dutch (Belgium)" (new).
- Bottom Right:** A screenshot of a "iStock" website. It features a large image of people working at desks with laptops, and the text "Be our everyday Hero". Below the image is a search bar with the placeholder "Search iStock Jobs..." and a "Apply Now" button. The bottom part of the screenshot shows a portion of the "Featured jobs" section from the previous image.

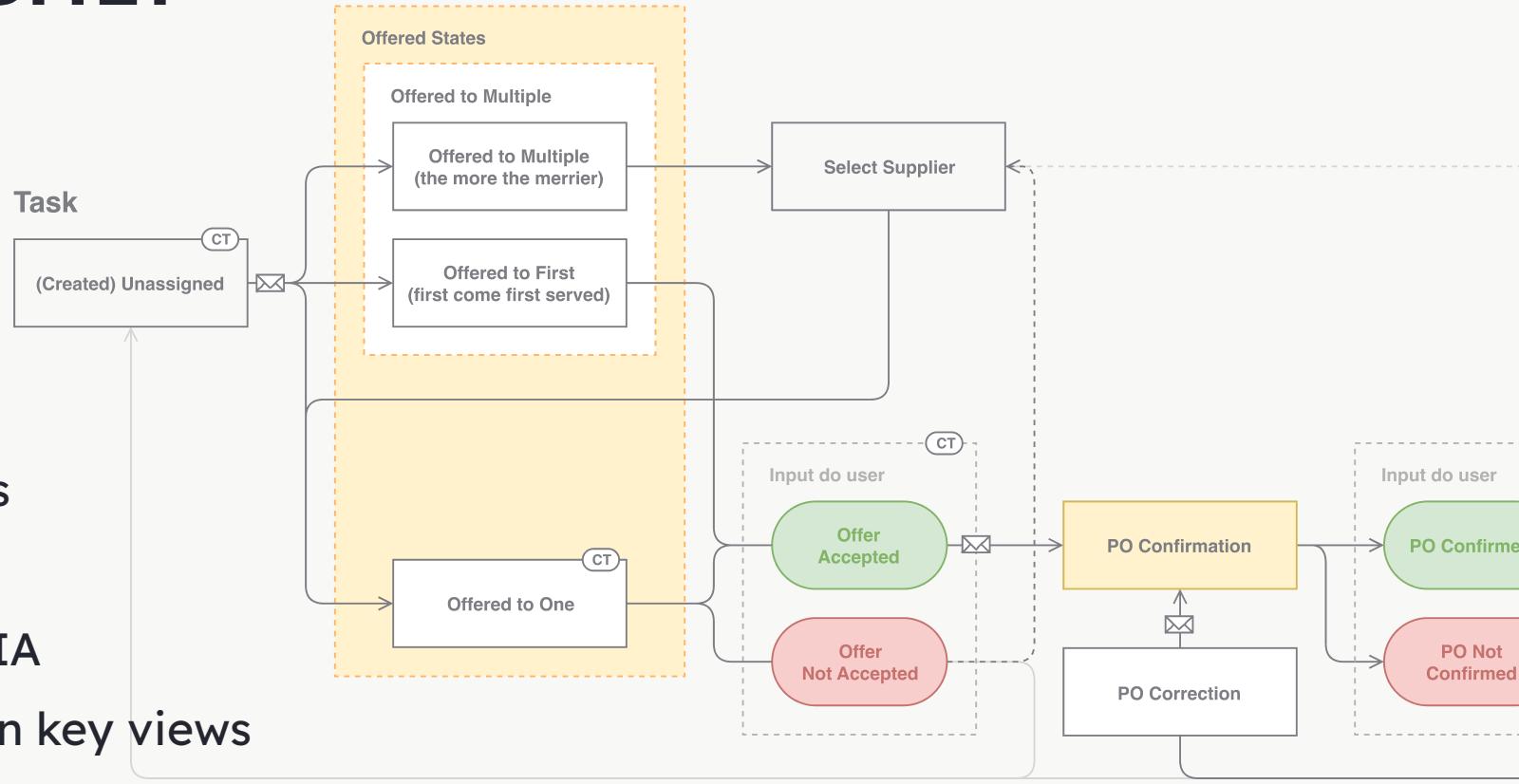
# PROBLEMS

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



# DESIGN OWNERSHIP

1. Audit the existing 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, components, and patterns



# 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

  
**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

- Branding and graphic materials
- Research data and insights
- An open and collaborative design process
- Front-end code contribution
- Slayout design system, a collection of ready-to-use, ready-to-scale UI content and components



**TUI LISBON TECH HUB**

# 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, and more

Imagen de \_\_

# TEAM

- 3 managers
- 2 data/SEO pros
- 4 developers
- 2 designers
- Global Distribution Network
- External development partnership companies, ~12 people
- Freedom to innovate
- Large budget
- Entire markets for experimentation



# OBJECTIVES

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

The screenshot shows the TUI flight search interface. 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 chart shows a significant price drop on June 22nd. Below the chart, sorting options are shown: 'Cheapest' (114 €) and 'Fastest' (1h 15m). Two flight results are listed:

- TUI**: 6:20 LCY → 8:35 CDG (1h 15m, DIRECT) - **114.22 €** (Per passenger, 228.44 € total, taxes included). A 'Select' button is present.
- TUI**: 18:30 CDG → 19:45 LCY (1h 15m, DIRECT) - **114.22 €** (Per passenger, 228.44 € total, taxes included). A 'Select' button is present.

At the bottom, other flight options are listed:

- AIRFRANCE**: 6:20 LGW → 8:35 CDG (1h 15m, DIRECT) - **114.22 €** (Per passenger, 228.44 € total, taxes included). A 'Select' button is present.
- BRITISH AIRWAYS**: 18:15 CDG → 20:45 LCY (2h 30m, 1 STOP) - **114.22 €** (Per passenger, 228.44 € total, taxes included). A 'Select' button is present.

The screenshot shows the TUI accommodation search interface. At the top, there are links for Fly, Stay, Drive, and Enjoy. A large banner features a man in a pool with the text "Think of a nice place to stay...". To the right, a search bar is displayed with placeholder text "More than 11k properties worldwide, ready for you:" and fields for destination, dates (28/10 – 29/10), and guests (2 guests). A "Search" button is at the bottom right. Below the banner, three promotional sections are shown:

- Best hotels**: We collect the very best properties in our portfolio, with high quality standards and rewarded worldwide.
- Fantastic offers**: We select and compile memorable traveling experiences to fuel your perfect dream vacations.
- For you**: We search high and low for a great price-quality relationship, so you don't have to look anywhere else.

The screenshot shows the TUI activities around Louvre Museum page. At the top, there are links for Fly, Stay, Drive, and Enjoy. The main content features a large image of the Louvre Pyramid. Text on the page includes:

In August 1911, Leonardo's masterpiece The Mona Lisa was stolen from the Louvre and was missing for two years. The criminal was Vincenzo Peruggia, a...

**Louvre Museum**

Activities around Louvre Museum

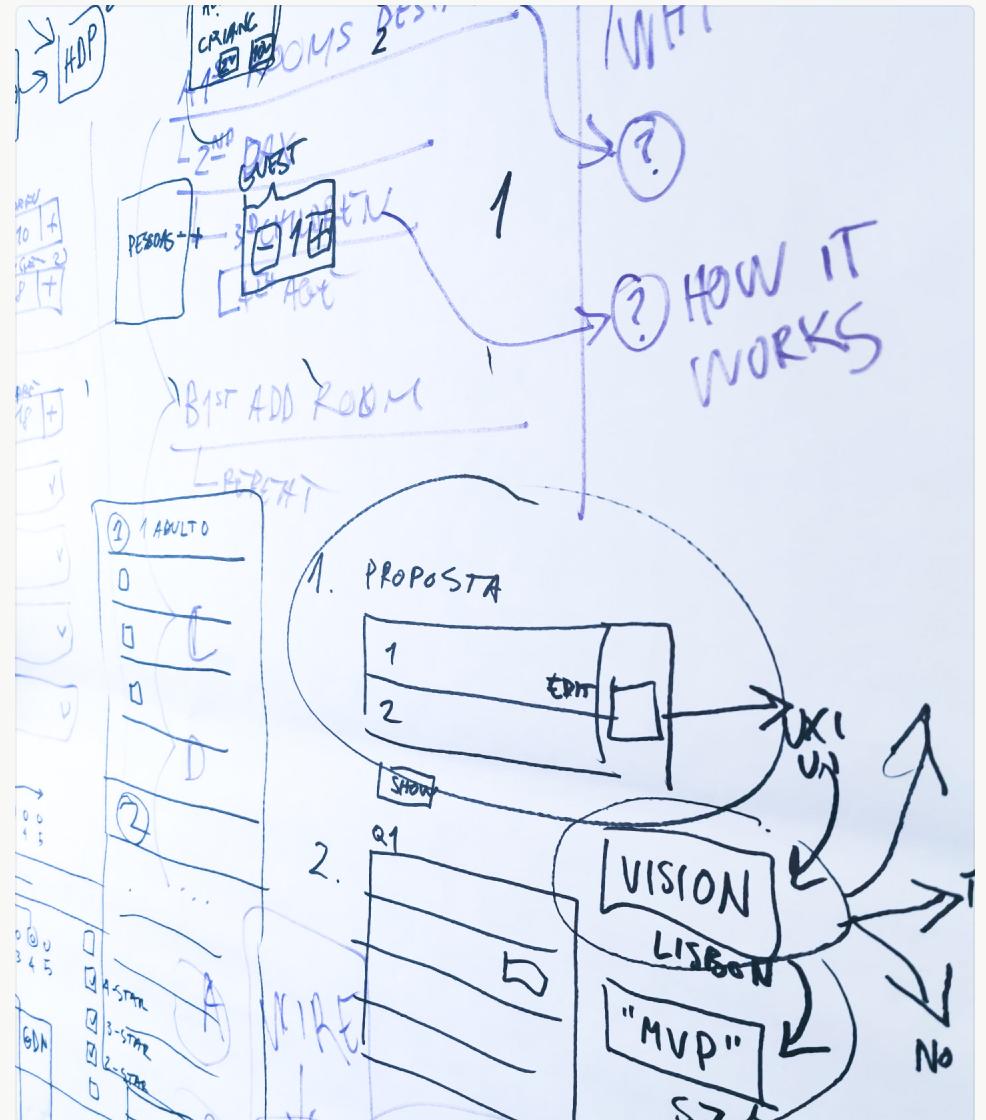
Quick filter by: **All** Free cancellation Entrance tickets 2 days Guided tour

Two promotional sections are shown:

- MUSEUMS**: Skip-the-line tickets for the Louvre Museum. It includes a star rating of 4.5 stars and 187 reviews.
- MUSEUMS**: Louvre Museum fast and audio guide. It includes a star rating of 4.5 stars and 187 reviews.

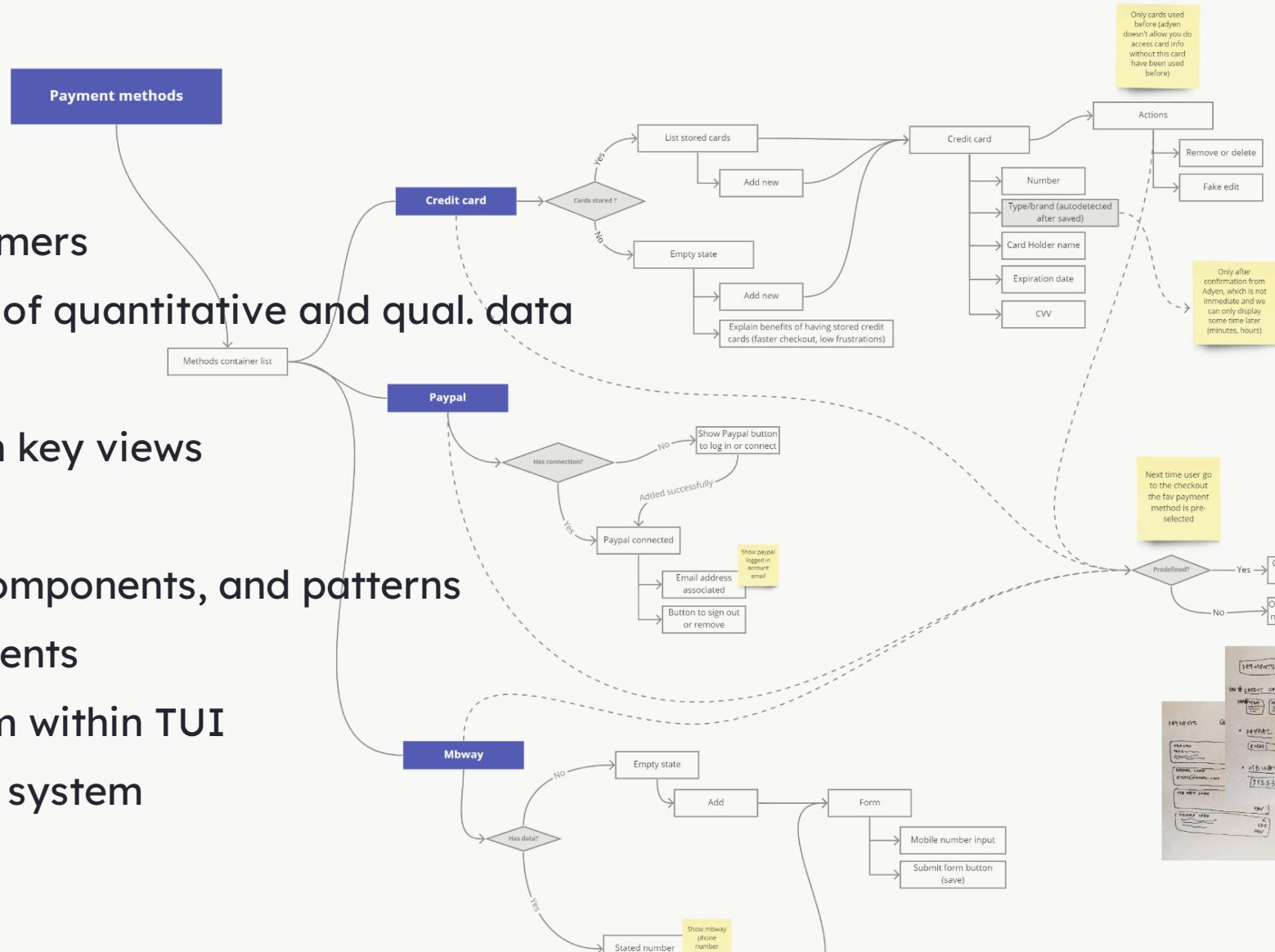
# PROBLEMS

- Poor user experience and reputation in the target markets
- Legacy development processes
- Legacy data lakes with huge gaps
- Acute company segregation
- Political disputes and espionage
- COVID-19 affecting travels



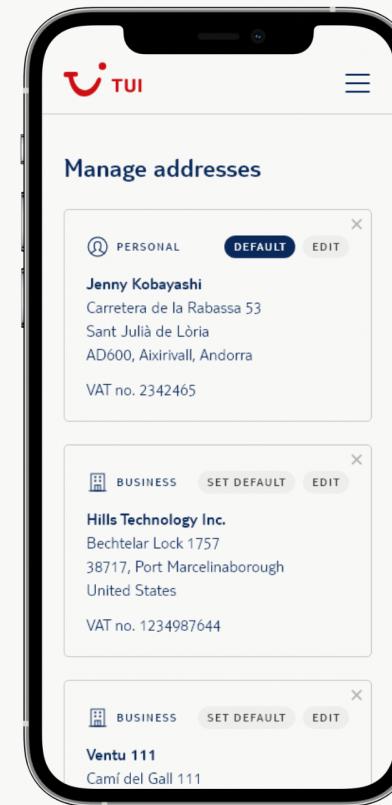
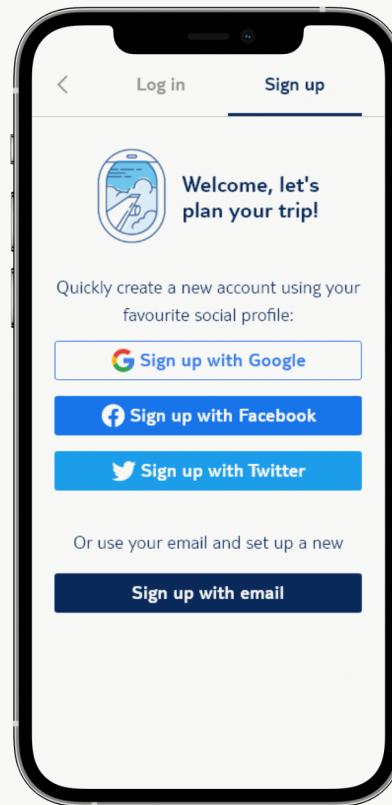
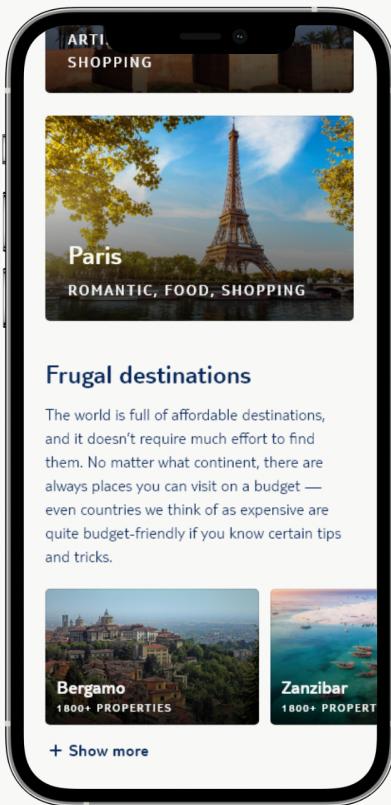
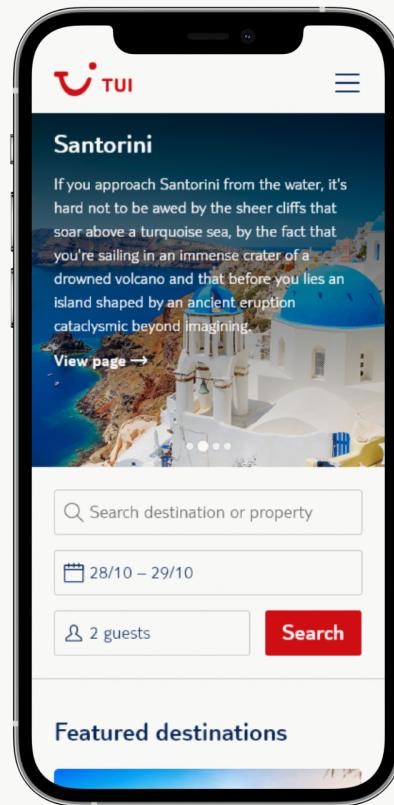
# DESIGN OWNERSHIP

1. Research with experts and customers
2. Benchmarking, and synthesizing of quantitative and qual. data
3. Brainstorm and design vision(s)
4. Define usability flows and design key views
5. Testing and validation
6. Document and manage styles, components, and patterns
7. Design, set up and code experiments
8. Advocate a new design paradigm within TUI
9. Manage and promote the design system



# SELL THE SERVICES

Complete e-commerce with self-checkout and account management



# GUIDE TRAVELERS



The screenshot shows the TUI Travel website's destination page for Madrid. The header features the TUI logo and navigation links for Home and Destinations. A large banner image of the Madrid skyline at sunset is displayed. Below the banner, the word "Madrid" is prominently shown. A descriptive text block states: "Clásica, acogedora, fiestera y con una agenda cultural rebosante, Madrid es la capital europea que tiene planes para las 24 horas del día." To the right, a search form titled "Find your perfect stay:" allows users to enter a destination (Madrid), travel dates (28/10 - 29/10), and guests (2 guests), followed by a "Search" button. At the bottom left, a section titled "Sobre Madrid" contains a heading "Cultura, ocio y diversión 24/7" and a paragraph describing Madrid's typical sights like the Puerta del Sol and Teatro Real. To the right, a map of Madrid with numbered pins indicates various landmarks.



The screenshot shows the TUI Travel mobile application interface for Madrid. The top navigation bar includes the TUI logo and a search bar. The main content area displays a brief description of Madrid as a "clásica, acogedora, fiestera" city with a "reboseante agenda cultural". Below this is a search bar, date selector, and guest count. A "Search" button is present. Further down, there is a "Map of Madrid" showing the city's layout and landmarks. On the right side of the screen, there are sections for "Other cities in Spain" (Barcelona and Valencia) and payment method options (VISA, MasterCard, PayPal).



The screenshot shows the TUI Travel mobile application interface for exploring Spain. The top navigation bar includes the TUI logo and a search bar. The main content area displays a heading "Explore Spain" with a "ORDER BY MOST POPULAR" dropdown. Below this is a "Madrid region" section with a thumbnail image and a "Open page" button. To the right, there is a "View cities here" link. On the right side of the screen, there is a "Top 10 destinations" map of Europe with a red dot indicating Madrid's location.

# MANAGE MARKETS

**Base configuration**

Market name:  Name that will populate in the Backoffice.

Select country:  Cannot be changed once development starts.

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

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

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 conocer la forma en que el Sitio Web recopila 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 rich text editor controls. 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 conocer la forma en que el Sitio Web recopila y protege los datos de carácter personal a través del Sitio Web, a fin de que los Usuarios que utilicen el Sitio Web lo hagan de forma segura y confidencial. A través de los formularios habilitados para ello, aunque el Sitio Web no es responsable de la privacidad de los Usuarios, podrá tratarlos para las finalidades indicadas. Por tanto, el Sitio Web no se responsabiliza de 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**

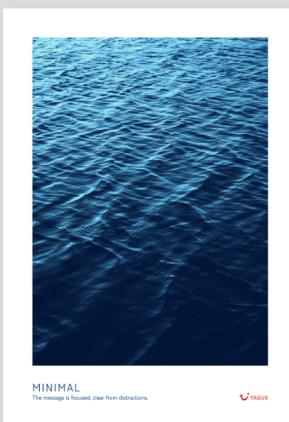
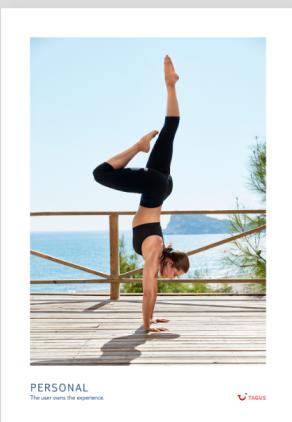
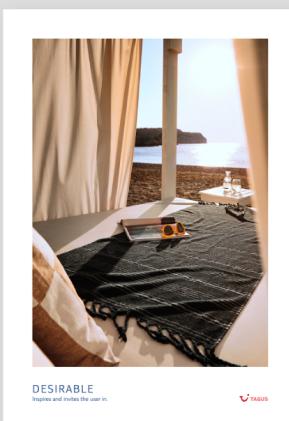
Drive more bookings to your business by adding your properties to more markets.

**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 website for 'TAGUS' with a navigation bar for 'About & Resources', 'Foundations', 'Components', and a search bar. The main content area is titled 'COMPONENTS' and 'Business Pickers'. It includes a description of the 'Guests Picker' component, which is a 'popup style component that displays advanced functionality on specific business inputs, like guests information, flight passengers, amounts of tickets, and others.' Below this is a 'Guests Picker' interface with fields for 'Adults' (set to 2) and 'Children' (set to 6). At the bottom, there is a section titled 'Desktop' with a note about considering an artboard for development.

# HOLIE

Idea about

Lisbon Tech Hub's experimentation laboratories

```
<video src="../portfolio/holie.mp4" autoplay loop></video>
```

# VALUE

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



# PERCONA

- Database-focused services and open-source software
- About 300 colleagues
- Users and customers from hobbyists and non-profit, to education, tech, government, and more

# TEAM

- 5 managers
- 2 designers
- Untapped design opportunities

# OBJECTIVES

Improve the overall user experience across all open-source software

# PROBLEMS

- Hazy direction and vision
- Multiple reports of poor user experience
- Profound design debt
- Near-zero product, research, design, and experimentation cultures
- Instability and uncertainty
- Lack of clear intention with design

# PROCESS

1. Research with experts and customers
2. Design a vision
3. Create user flows and design key screens
4. Define and document processes
5. Advocate for a culture of problem-solving and innovation
6. Document design, styles, and components
7. Test and set up experiments
8. Own, promote, and upkeep design system

# **DOCUMENTATION**

**PMM**