

PEDRO M.C. FERNANDES

A product designer née
portfolio walkthrough



The background features two large, overlapping circles. One circle is a dark purple color, and the other is a bright orange. They overlap in the center, creating a white space where the text is placed.

SMARTIDIOM
SMART 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

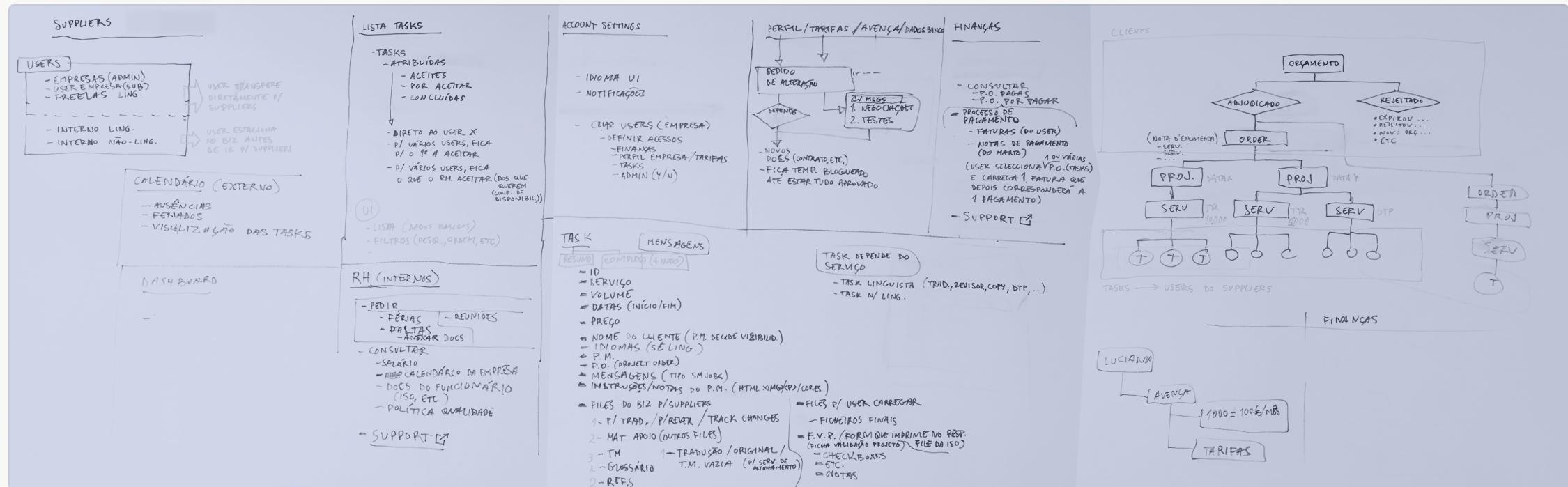
To create an ecosystem of web apps that can reduce time to delivery, but also elevate the quality, of the linguistic services operations

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 job listings: "Digital Copywriter" (urgent), "Translator Portuguese — Danish" (new), and "Translator English (UK and US) — Dutch (Belgium)" (new). Each listing includes a "View details →" button.
- Bottom Right:** A screenshot of an "iStock" website. It features a large image of people working at desks with laptops, and 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 image is a search bar with the placeholder "Search for Jobs Ads..." and a "Apply Now" button.

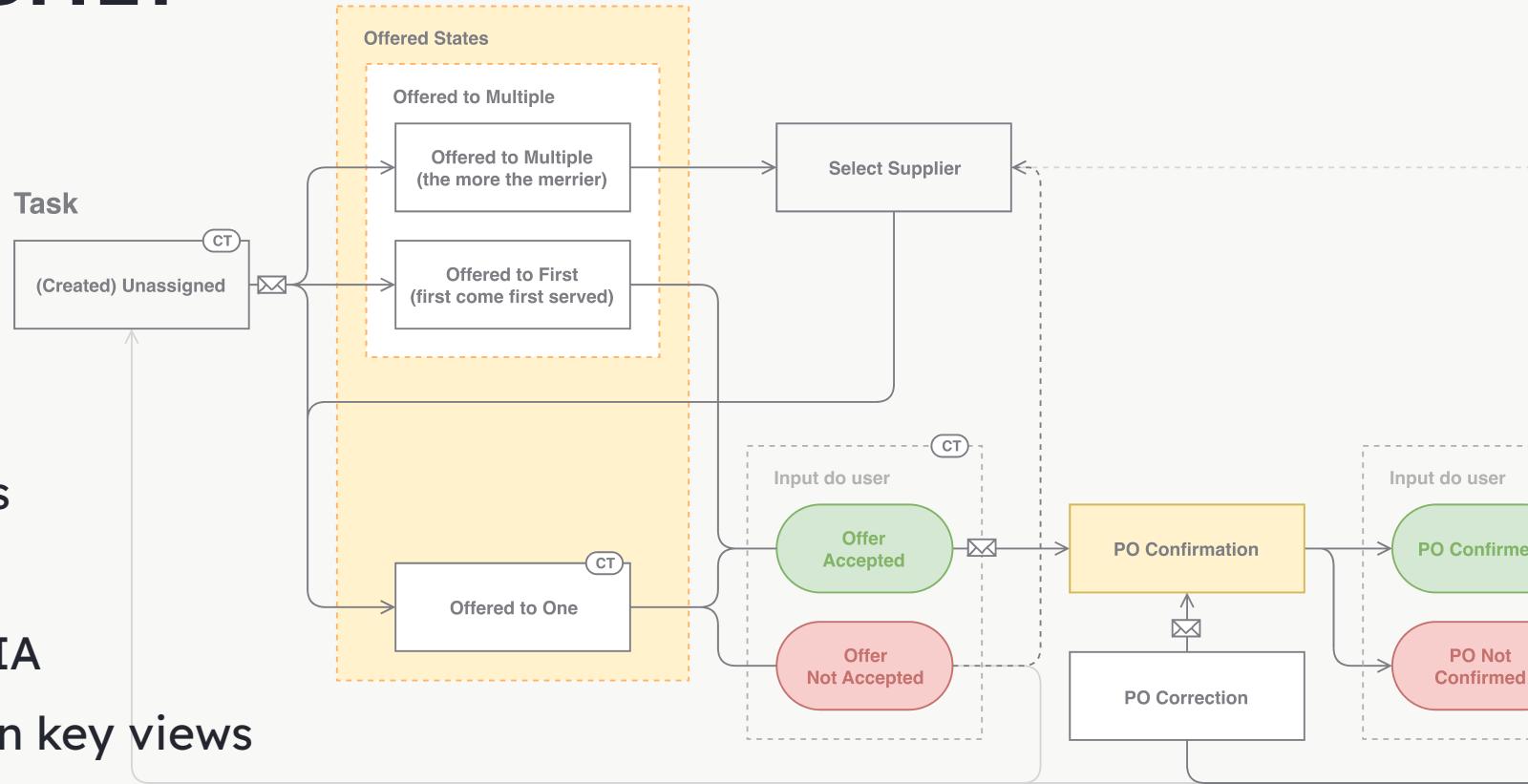
PROBLEMS

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



DESIGN OWNERSHIP

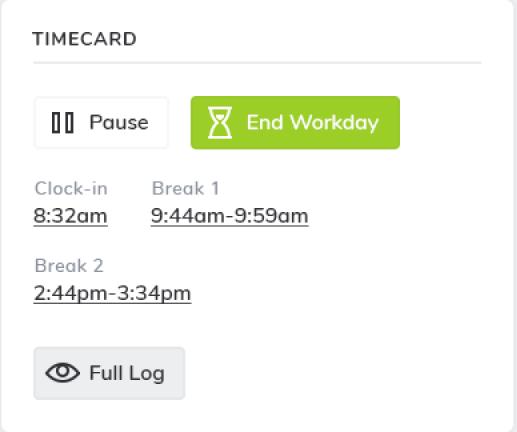
1. Audit the existing processes
2. Research competitors' platforms
3. Brainstorm and design a vision
4. Interlink ecosystem and define IA
5. Define usability flows and design key views
6. Testing and validation
7. Develop and upkeep FE components
8. Document and manage styles, components, and patterns

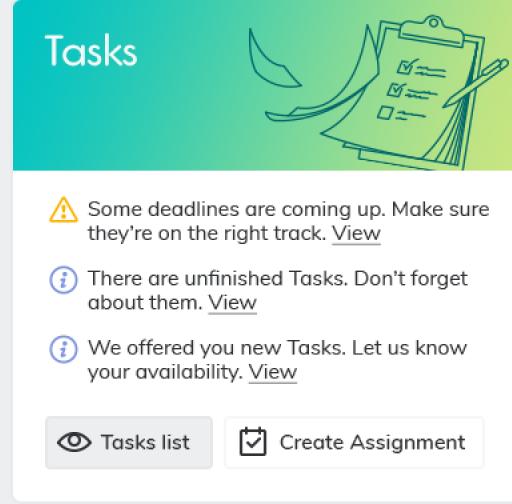


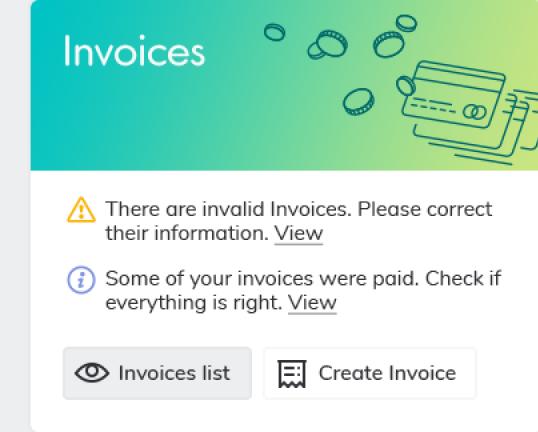
FRONT-END WALKTHROUGH

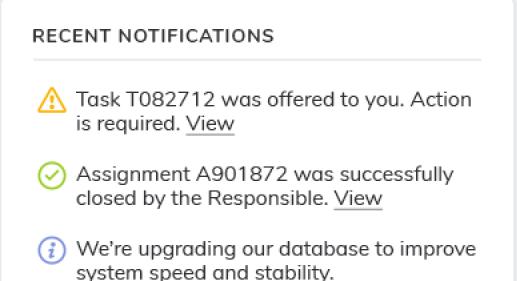
 SUPPLIERS [Dashboard](#) [Tasks](#) [Calendar](#) [Invoices](#)

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

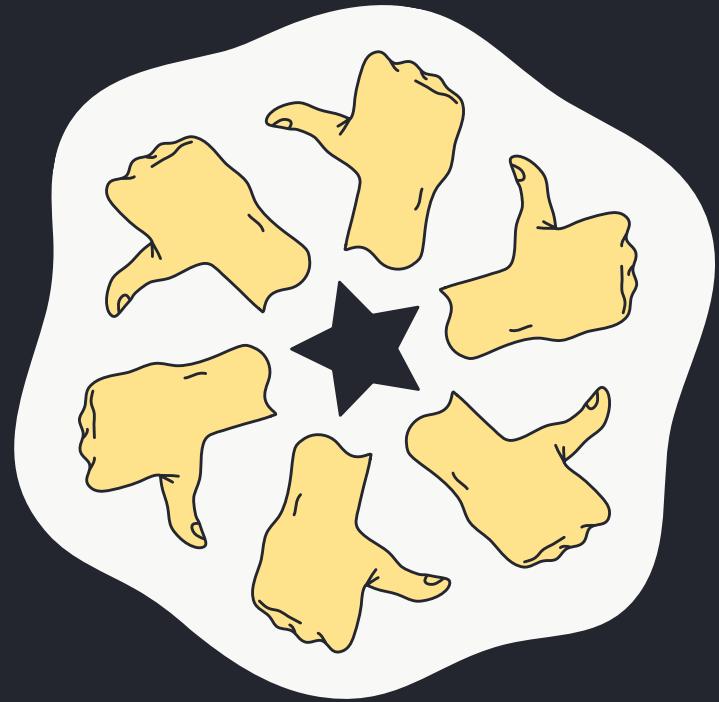

RECENT NOTIFICATIONS
⚠ Task T082712 was offered to you. Action is required. [View](#)
✅ Assignment A901872 was successfully closed by the Responsible. [View](#)
ℹ We're upgrading our database to improve system speed and stability.


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 FOR SMARTIDIOM

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





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

The screenshot shows the TUI 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 (28/10 - 29/10), guests (2 guests), and a red "Search" button. Below the search area is a section titled "Featured destinations" with two rows of three cards each. The first row features Bali (Explorative, Tropical, Spiritual) and Bora Bora (Paradise, Beach, Island). The second row features New Orleans (Food, Celebration, Musical) and Maldives (Sunny, Romantic, Tropical). The third row features Kerry (Pastoral, Peaceful, Cozy) and Marrakesh (Artistic, Religious, Shopping). The fourth row features Paris (Romantic, Food, Shopping). At the bottom, there's a section titled "Frugal destinations" with a note about finding affordable travel options across the world.

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

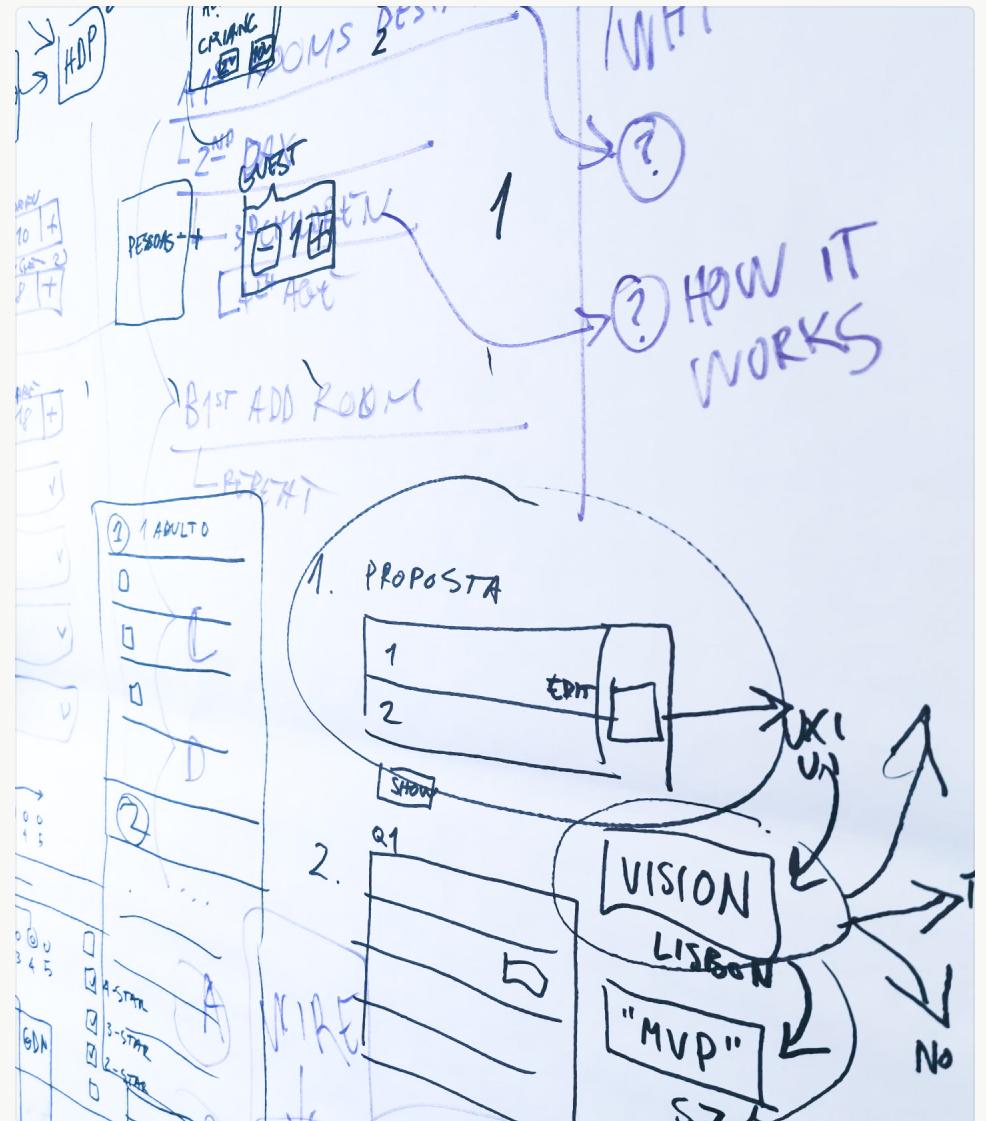
Quick filter by: **All** Free cancellation Entrance tickets 2 days Guided tour

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.

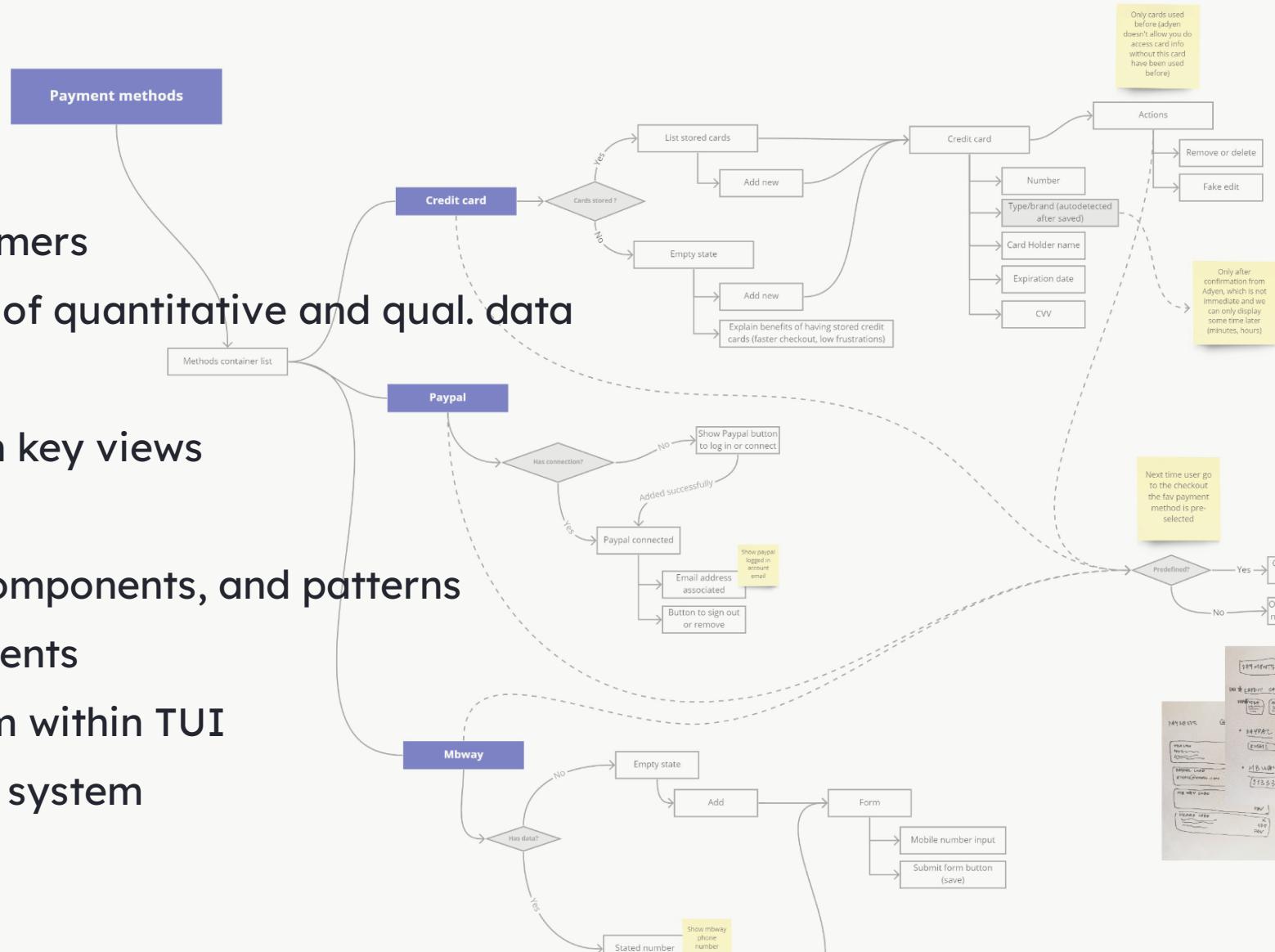
PROBLEMS

- 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 in a large font. A descriptive text block reads: "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 shows various neighborhoods and landmarks.



The screenshot shows the TUI Travel mobile application's interface for Madrid. The top bar includes the TUI logo and navigation icons. The main content area displays a brief description of Madrid as a classic, welcoming, festive city with a full cultural agenda, followed by a search bar, date selector, and guest count. Below this is a "Map of Madrid" showing the city's layout and neighborhood names. 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's interface for exploring Spain. It features a map of Europe with pins indicating destinations across the continent. A specific callout for the "Madrid region" is highlighted with a thumbnail image of a Madrid landmark and a "Open page" button. Another section shows a thumbnail of the Eiffel Tower and the text "Paris ROMANTIC, FOOD, SHOPPING". The top navigation bar includes the TUI logo and "EUROPE" and "In Europe" buttons.

MANAGE MARKETS

The screenshot shows the 'Setup a new market' interface under 'Base configuration'. It includes fields for 'Market name' and 'Select country', both with descriptive placeholder text. Below these are sections for 'Languages available' and 'Currencies available', each with a '+ Add language' or '+ Add currency' button. A navigation bar at the top lists: Base configuration > Peakwork configuration > Payments > Customer care > Global content > Pages > Additional products > Integrations. At the bottom are buttons for 'Abort setup and lose changes' and 'Next: Peakwork configuration →'.

The screenshot shows the 'Privacy policies' section for the 'Spain' environment. The left sidebar lists environments, configuration, site-wide content, and various settings like 'Privacy policies' (which is selected), 'Terms & Conditions', 'Page settings', 'Additional products', and 'Integrations'. The main content area displays a 'Page title' field containing 'Privacidad', a 'Page description' field with the text 'La presente Política de Privacidad tiene por objeto dar...', and a rich-text editor for 'Page content' with a heading 'Política de privacidad y co...' and a sub-section 'Objeto'.

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

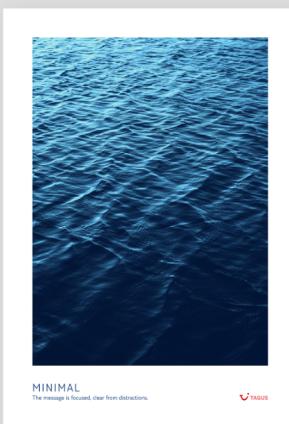
Drive more bookings to your business by adding your properties to more markets.

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' sections. Under 'COMPONENTS', 'Business Pickers' is selected, highlighted with a blue background. To the right, a detailed description of the 'Business Pickers' component is provided, along with a 'Guests Picker' example. Below this, a 'Desktop' section shows a wireframe of a guest selection interface with fields for 'Adults' (set to 2) and 'Children' (set to 6). A note at the bottom of this section specifies it's for desktop and tablet devices.

HOLIE

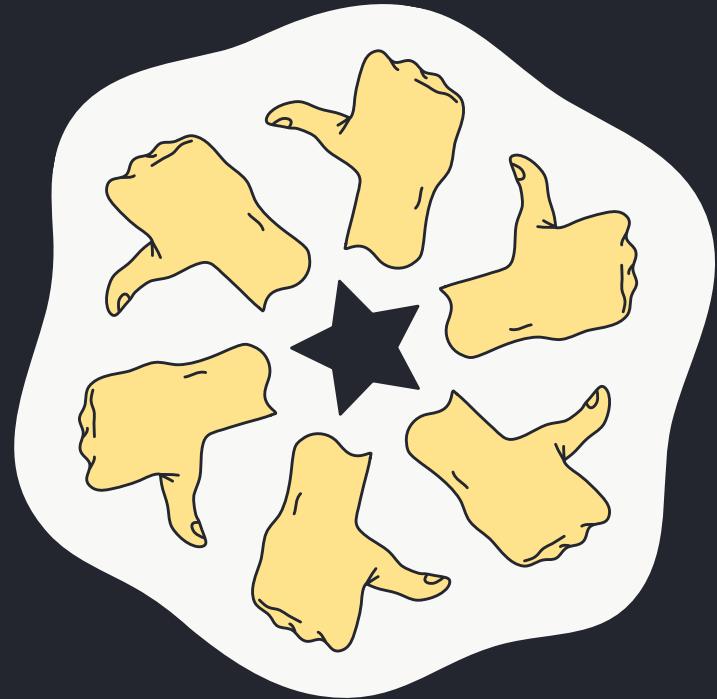
Objective: Pair people's traveling preferences with the broad services offering of TUI Group.

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
- Repurpose and valorization of 5 existing 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

mail@pmcf.xyz