

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough



# **FAST TURNOVER DESIGN**

Smartidiom

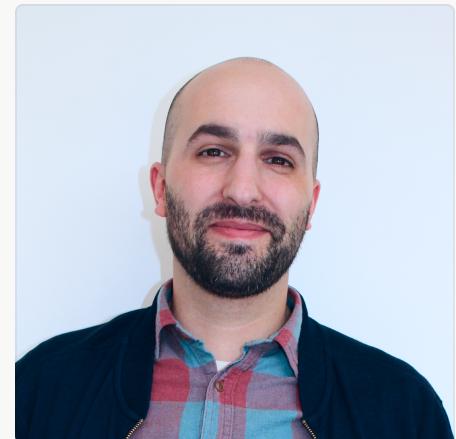
# SMARTIDIOM

- 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' section with tabs for Languages, Style, Content, and Options. Below this is a text input area with placeholder text in Latin. To the right is an 'Order Summary' table detailing the job requirements: 11 content pieces, 6 destination languages, Standard expertise, Informal - Blog style, and an estimated price of \$78.27.
- Bottom Right:** A screenshot of a job listing page from smartidiom JOBS. The header features the iStock logo. The main content includes a headline 'Be our everyday Hero', a calendar for October 2018, and a 'Featured jobs' section with three cards: 'Digital Copywriter' (urgent), 'Translator Portuguese — Danish' (new), and 'Translator English (UK and US) — Dutch (Belgium)' (new).
- Bottom Left:** A screenshot of a supplier management dashboard. It shows a timeline card with workday details (Clock-in: 8:30am, Break 1: 9:45am-9:50am, Break 2: 2:45pm-2:45pm), a 'Tasks' card with notifications about deadlines and unfinished tasks, and an 'Invoices' card with notifications about invalid invoices and paid invoices.
- Top Left:** A screenshot of a calendar interface for October 2018. It shows a grid of dates with various event markers: green dots for tasks, blue dots for notifications, and red dots for urgent notifications. Specific events like 'Assignment A901872 was successfully closed' and 'We're upgrading our database to improve system speed and stability' are listed.

# 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   Josephine ▾

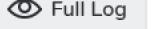
11:36pm Tuesday, October 2 + Tokyo ⏲  
Wed, 7:36am UTC+8 Hong Kong ⏲  
Wed, 2:36am UTC+3 New York ⏲  
Tue, 5:36pm UTC-5

**TIMECARD**

 Pause  End Workday

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

Break 2  
2:44pm-3:34pm

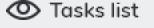
 Full Log

**Tasks** 

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

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

 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](#)

 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](#)

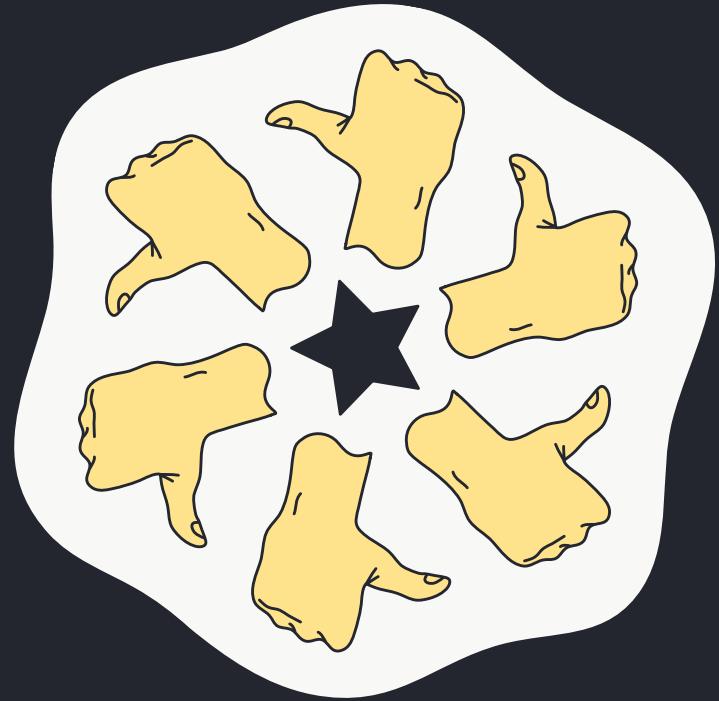
 We're upgrading our database to improve system speed and stability.

**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 website's destination search interface. At the top, there are links for 'TUI', 'Home', and 'Destinations', along with a 'Help' link and a UK flag icon. Below this is a row of four featured destinations: Venice, Santorini, Dubrovnik, and Moscow, each with a small image and the city name. Underneath 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. To the right of the search bar are 'Featured destinations' cards for Bali (Explorative, Tropical, Spiritual), Bora Bora (Paradise, Beach, Island), New Orleans (Food, Celebration, Musical), Maldives (Sunny, Romantic, Tropical), Kerry (Pastoral, Peaceful, Cozy), Marrakesh (Artistic, Religious, Shopping), and Paris (Romantic, Food, Shopping). At the bottom, there is a section titled 'Frugal destinations' with a descriptive paragraph and a horizontal scrollable grid of images for destinations like Rome, Bali, Angkor Wat, Machu Picchu, and the Eiffel Tower.

# 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 chart shows a significant price drop on June 22nd. The main search 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 flight row includes a "Select" button. The first TUI flight is highlighted with a green border.

The screenshot shows a travel accommodation search interface. At the top, there are links for "Fly", "Stay", "Drive", and "Enjoy". A promotional 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, three promotional sections are shown: "Best hotels", "Fantastic offers", and "For you".

The screenshot shows a travel activity search interface for the Louvre Museum. At the top, there are links for "Europe", "Paris", and "Louvre Museum". A large image of the Louvre Pyramid is displayed. Below it, a section titled "Activities around Louvre Museum" shows a "Skip-the-line tickets for the Louvre Museum" option with a "187 REVIEWS" rating. Another section shows a "Louvre Museum fast and audio guide" with a "187 REVIEWS" rating.

# PROBLEMS

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



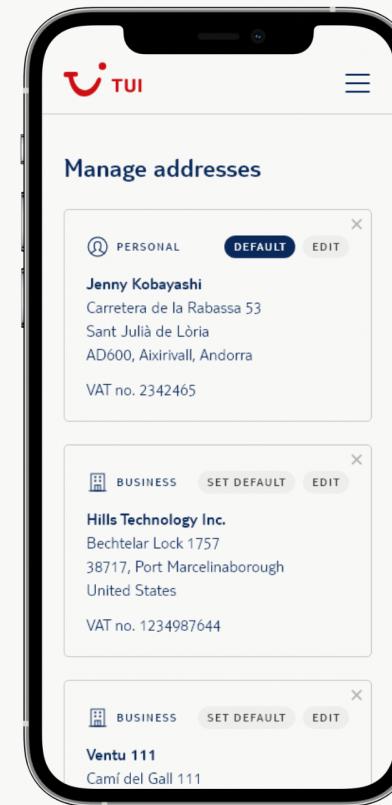
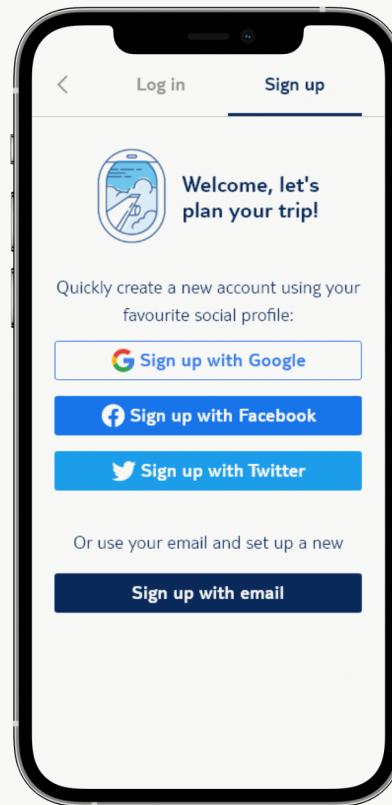
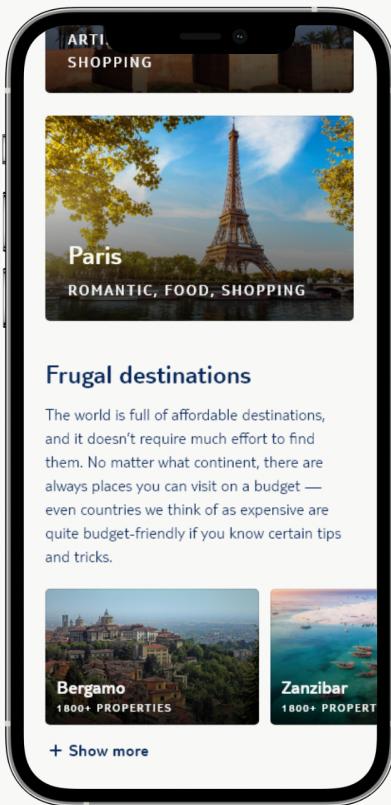
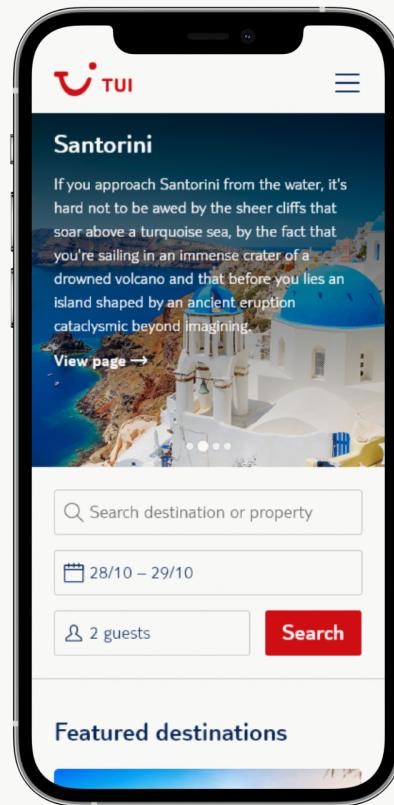
# DESIGN OWNERSHIP

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 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 y con una agenda cultural rebosante" city, along with a date selector for 28/10 - 29/10 and a guest count of 2. Below this is a "Map of Madrid" showing the city's layout with labeled neighborhoods. 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. It features a thumbnail for the "Madrid region" with a link to "Open page" and a "View cities here" button. Another thumbnail for "Paris" is also visible. On the right side of the screen, there is a map of Europe with several destination points marked.

# 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

Home Stats Channels Segments Properties Rooms Rates & Availability Availability Settings Help

**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 TUI

**DISTRIBUTE**

Search a term or a function

Your channels

Home Stats Channels Segments Properties Rooms Rates & Availability

**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.

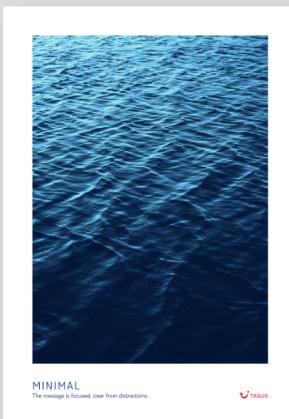
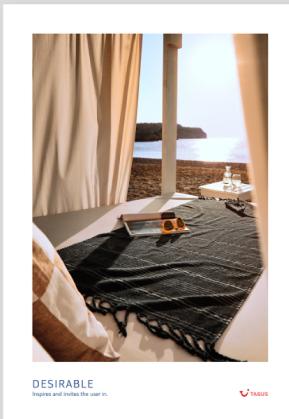
**Booking.com** Lodging reservation website and native mobile apps. Install

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

Settings Help

Powered by TUI

# 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

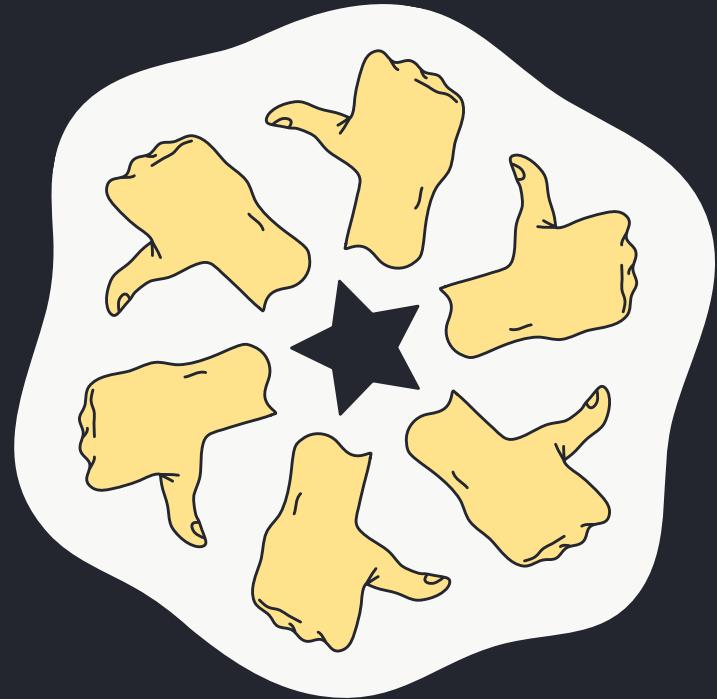
**Objective:** Pair people's traveling preferences with the broad services offering of TUI Group.

**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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