

PEDRO M.C. FERNANDES

A product designer née
portfolio walkthrough



FAST TURNOVER DESIGN

Smartidiom

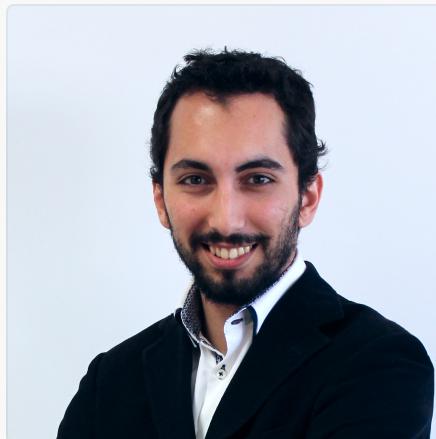
SMARTIDIOM

- 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 three open positions: "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 9:44am-9:59am, and "Break 2" from 2:45pm-2:46pm. It also displays sections for "Tasks" (with notifications about deadlines and unfinished tasks), "Invoices" (with notifications about 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 'ADD TEXT' and 'OR UPLOAD FILE' buttons, and a checkbox for agreeing to Terms & Conditions.

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

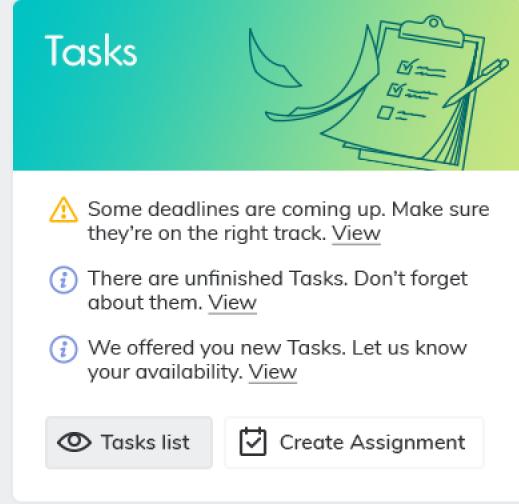


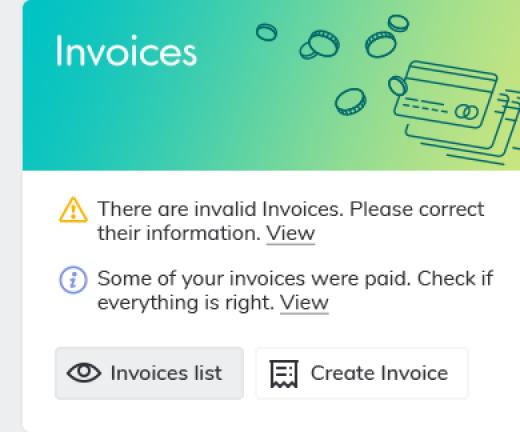
FRONT-END WALKTHROUGH

 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


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

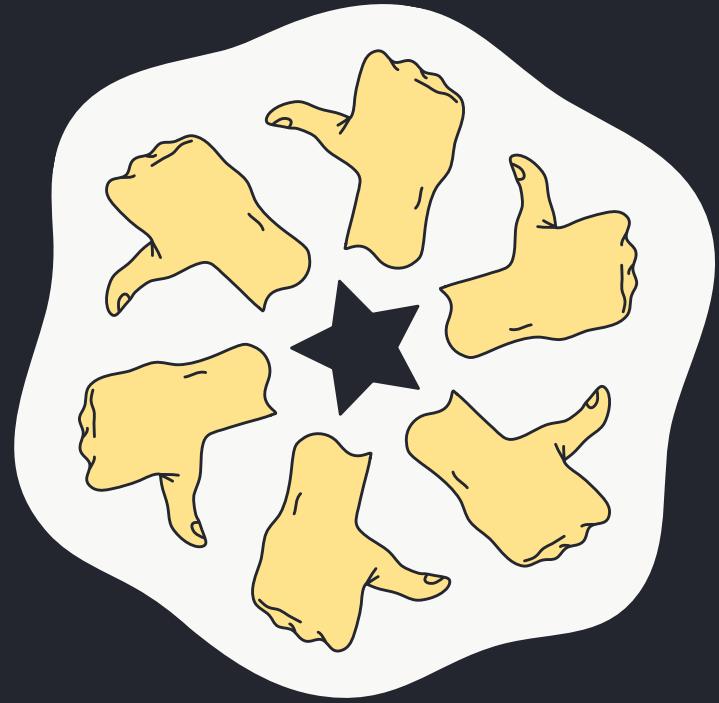

RECENT NOTIFICATIONS
⚠ Task T082712 was offered to you. Action is required. [View](#)
✅ Assignment A901872 was successfully closed by the Responsible. [View](#)
ℹ We're upgrading our database to improve system speed and stability.


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 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 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, and Enjoy. A large image of a man with a beard in a swimming pool is the central focus. To the right, a search bar is displayed with placeholder text: "More than 11k properties worldwide, ready for you:" followed by fields for destination, dates (28/10 - 29/10), and guests (2 guests), and a "Search" button.

Below the main image, there are three sections:

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

The screenshot shows a travel activity search interface for the Louvre Museum. At the top, there are links for Fly, Stay, Drive, and Enjoy. A large image of the Louvre Pyramid is shown. Below it, text reads: "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..." with a "Read more" link.

Below the image, there are two sections:

- MUSEUMS:** Shows a photo of the Louvre Pyramid and text: "Skip-the-line tickets for the Louvre Museum" and "★★★★★ 187 REVIEWS".
- MUSEUMS:** Shows a photo of people at the Louvre and text: "Louvre Museum fast and audio guide" and "★★★★★ 187 REVIEWS".

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 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 input their destination (Madrid), travel dates (28/10 - 29/10), and guests (2 guests). A red "Search →" button is present. 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 Gran Vía. On the right, a map of Madrid with numbered pins indicates various landmarks and neighborhoods.



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 with neighborhood labels. To the right, 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 a red dot over Madrid, labeled "Top 10 destinations In Europe". Below the map, a section for the "Madrid region" is shown with a thumbnail image of a building and a "Open page" button. Another section for "Paris" is also visible, described as "ROMANTIC, FOOD, SHOPPING".

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, utiliza 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, utiliza y protege los datos de carácter personal a través del Sitio Web, a fin de que los Usuarios que utilizan el Sitio Web lo hagan de forma segura y confiable. Aunque TUI no es responsable de las acciones de los terceros que acceden a su información a través del Sitio Web, TUI tratará sus datos de acuerdo con las leyes y regulaciones aplicables.

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

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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

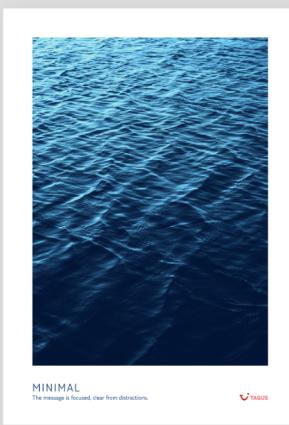
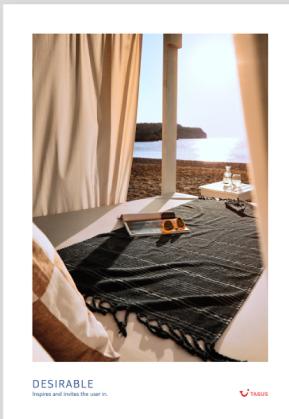
Drive more bookings to your business by adding your properties to more markets.

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

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

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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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