

# 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 workday logs (Clock-in at 8:30am, Break 1 from 9:40am-9:50am, Break 2 from 2:45pm-2:46pm), a tasks section with notifications about deadlines and unfinished tasks, an invoices section with notifications about invalid invoices, and a recent notifications panel. The date is Tuesday, October 2, and the time is 11:36pm.
- Top Left:** A screenshot of a calendar for October 2018. It highlights specific dates (1, 2, 3, 18, 19, 20) with yellow circles. The days of the week are labeled: SUN, MON, TUE, WED, THU, FRI, SAT.

# PROBLEMS

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



# DESIGN OWNERSHIP

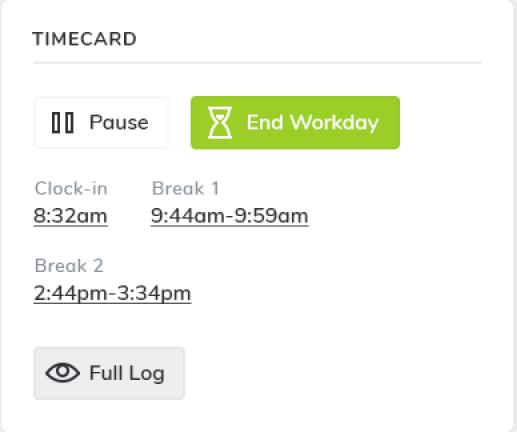
1. Audit the existing work processes
2. Research competitors' platforms
3. Brainstorm and design a vision
4. Interlink ecosystem and define IA
5. Define usability flows and design key views
6. Testing and validation
7. Develop and upkeep FE components
8. Document and manage styles and components

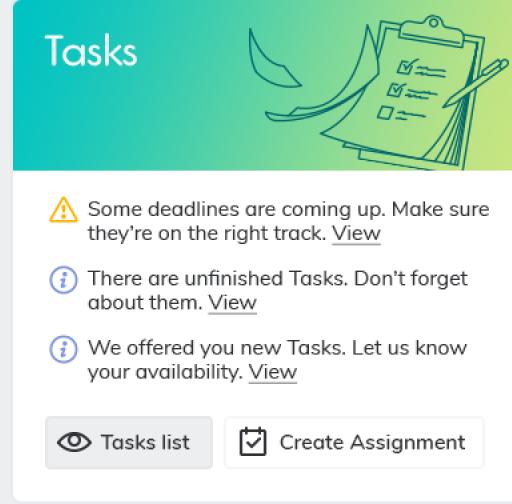


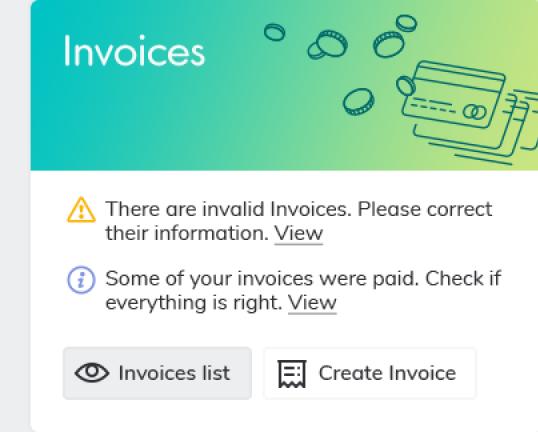
# FRONT-END WALKTHROUGH

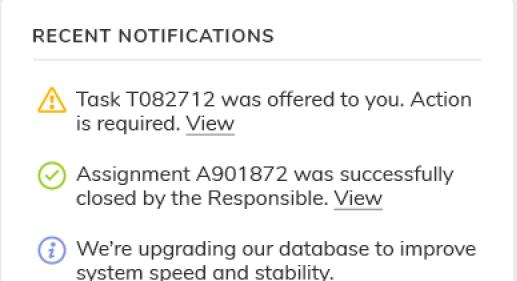
 SUPPLIERS    [Dashboard](#) [Tasks](#) [Calendar](#) [Invoices](#)

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). A section titled 'Frugal destinations' is at the bottom, with a note about finding affordable travel options across continents. A horizontal scroll bar is visible at the bottom right of the destination grid.

# 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 cards are visible: one for "Skip-the-line tickets for the Louvre Museum" and another for "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 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 vibrant culture, followed by a search form and a "Map of Madrid". On the right side, 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. It features a map of Europe with a red dot over Madrid, and a section titled "Explore Spain" showing the "Madrid region" with a "Open page" button and a "View cities here" link. Another section for Paris is visible at the bottom.

# 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**

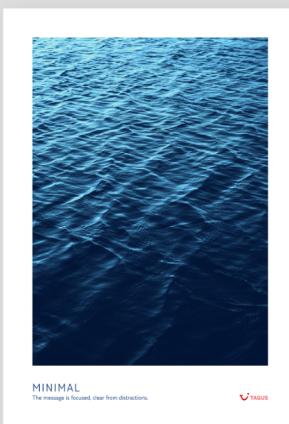
Drive more bookings to your business by adding your properties to more markets.

**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 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

[pedro@pmcf.xyz](mailto:pedro@pmcf.xyz)