

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 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 headline reads 'Be our everyday Hero'. It features a photograph of several people working at desks, a search bar for 'Search Job Ads...', and three featured job 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 includes a 'TIMECARD' section showing work logs for two breaks, a 'Tasks' section with notifications about deadlines and unfinished tasks, an 'Invoices' section with notifications about invalid invoices, and a 'RECENT NOTIFICATIONS' section listing various system updates and account alerts. A 'CALENDAR FOR OCTOBER 2018' is also present.
- Top Left:** A screenshot of a web-based calendar or task management tool. It shows a monthly calendar for October 2018 with specific dates highlighted in green, blue, and red, indicating different types of events or priorities. The interface includes sections for 'Tasks', 'Invoices', and 'Recent Notifications'.

PROBLEMS

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



DESIGN OWNERSHIP

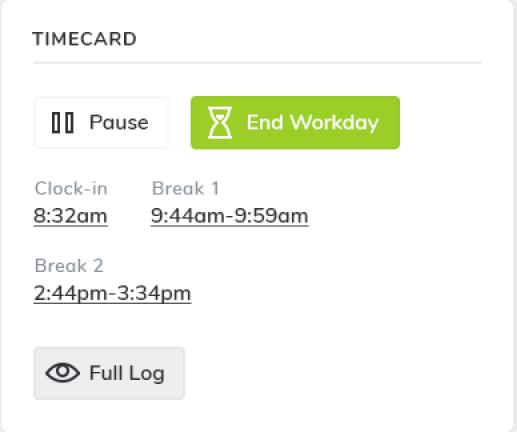
1. Audit the existing work processes
2. Research competitors' platforms
3. Brainstorm and design a vision
4. Interlink ecosystem and define IA
5. Define usability flows and design key views
6. Testing and validation
7. Develop and upkeep FE components
8. Document and manage styles and components

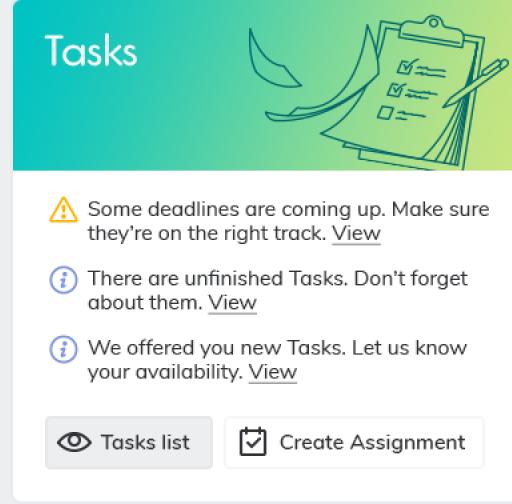


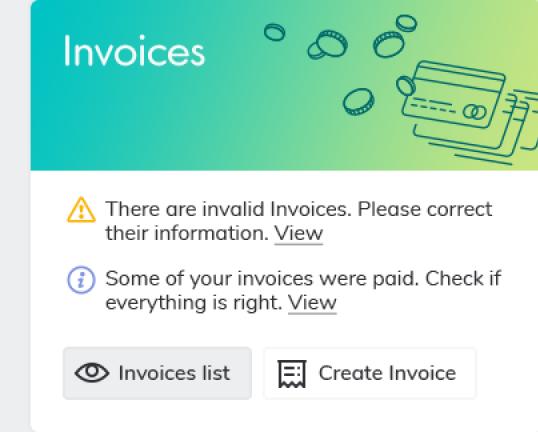
FRONT-END WALKTHROUGH

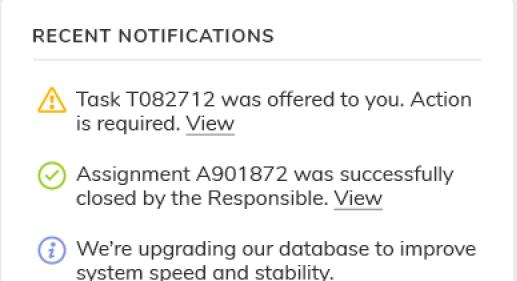
 SUPPLIERS [Dashboard](#) [Tasks](#) [Calendar](#) [Invoices](#)

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

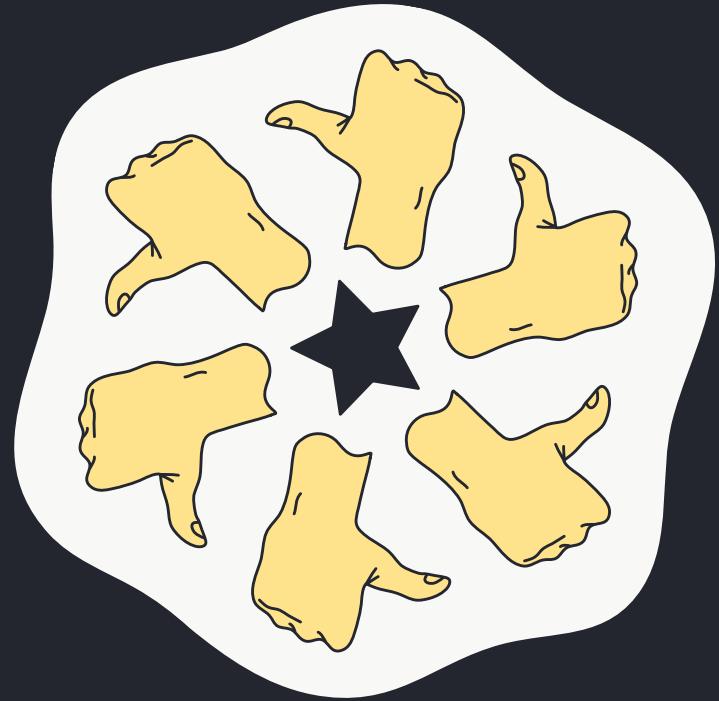

RECENT NOTIFICATIONS
⚠ Task T082712 was offered to you. Action is required. [View](#)
✅ Assignment A901872 was successfully closed by the Responsible. [View](#)
ℹ We're upgrading our database to improve system speed and stability.


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 Group travel 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 range "28/10 - 29/10", guests "2 guests", and a red "Search" button. Below the search area is a section titled "Featured destinations" with four cards: Bali (explorative, tropical, spiritual), Bora Bora (paradise, beach, island), New Orleans (food, celebration, musical), and Maldives (sunny, romantic, tropical). Further down are three more destination cards: Kerry (pastoral, peaceful, cozy), Marrakesh (artistic, religious, shopping), and Paris (romantic, food, shopping). At the bottom, there's a section titled "Frugal destinations" with a brief description and a horizontal scrollable grid of thumbnail images representing various travel destinations.

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 flight row includes a "Select" button.

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, check-in and check-out dates (28/10 - 29/10), and the number of guests (2 guests). 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 section titled "Activities around Louvre Museum" lists "Skip-the-line tickets for the Louvre Museum" and "Louvre Museum fast and audio guide". Both items have a 5-star rating 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, centered around the Metrópolis building, serves as the background. Below the banner, the word "Madrid" is prominently displayed in a large, bold font. A descriptive paragraph highlights Madrid's classic, welcoming, festive atmosphere and rich cultural offerings. 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 guest count (2 guests). A red "Search →" button is located at the bottom of the form. At the bottom of the page, there are two sections: "Sobre Madrid" (About Madrid) which includes a "Cultura, ocio y diversión 24/7" section with text about the city's landmarks and nightlife, and a "Map of Madrid" section featuring an interactive map of the city with various neighborhoods labeled.



This image displays the TUI Travel mobile application's interface for Madrid. The top navigation bar shows the TUI logo and the path: EUROPE > SPAIN > MADRID. The main content area features a brief description of Madrid as a classic, welcoming, and festive city with a vibrant cultural scene. Below this is a search bar with fields for destination, date range (28/10 - 29/10), and guest count (2 guests), followed by a red "Search" button. A "Map of Madrid" section shows the city's layout with neighborhood labels like Centro, Salamanca, and Chamberí. On the right side of the screen, there are sidebar options for "Other cities in Spain" (Barcelona and Valencia), a "Menu", "Using the website", and "Support contacts". Payment method icons for VISA, MasterCard, and PayPal are also visible.



This image shows another screen from the TUI Travel mobile app, specifically the "Explore Spain" feature. It displays a map of Europe with pins indicating the locations of the top 10 destinations. A red pin is placed on Madrid. Below the map, a section for the "Madrid region" is shown with a thumbnail image of a Madrid landmark and a "Open page" button. Another section for "Paris" is partially visible at the bottom, described as a "ROMANTIC, FOOD, SHOPPING" destination.

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

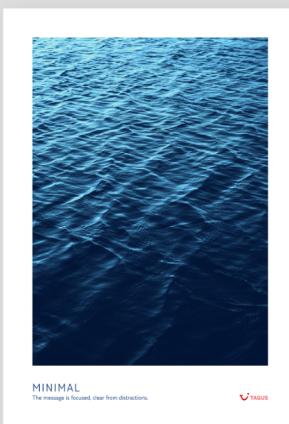
Drive more bookings to your business by adding your properties to more markets.

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

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

Powered by 

TAGUS DESIGN SYSTEM

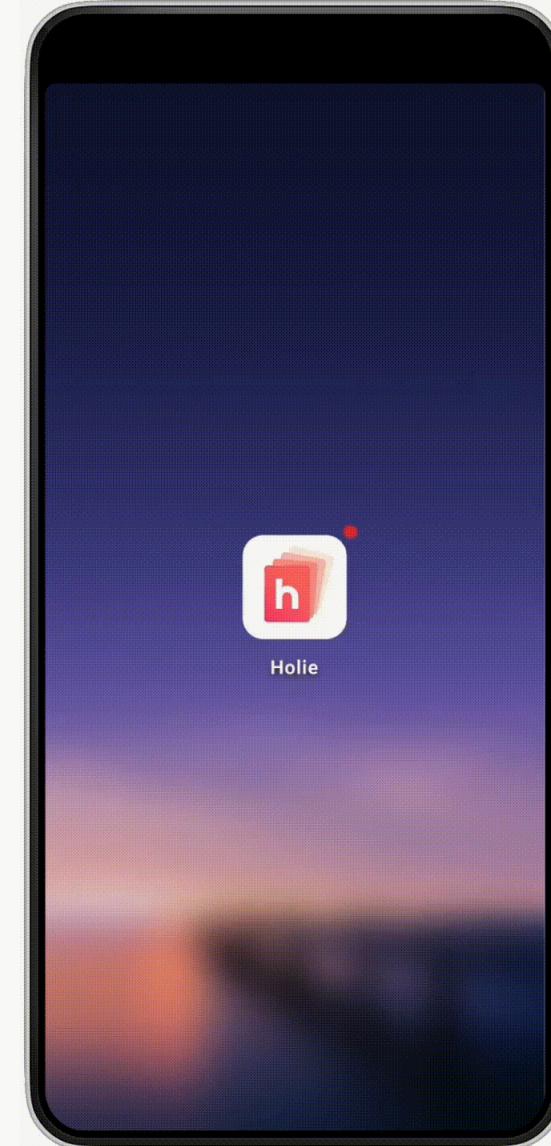


The screenshot shows a web-based design system interface for 'TAGUS'. On the left, a sidebar lists 'ATOMS' and 'COMPONENTS' categories, with 'Business Pickers' selected under 'COMPONENTS'. The main content area is titled 'Business Pickers' and describes it as a 'popup style component that displays advanced functionality on specific business inputs, like guests information, flight passengers, amounts of tickets, and others.' It includes a sub-section for 'Guests Picker' and a note about its use for the accommodation business model. A large modal window titled 'Guests Picker' is displayed, showing fields for 'Adults' (set to 2) and 'Children' (set to 2). Below the modal, a section titled 'Desktop' provides notes on desktop and tablet development. The top navigation bar includes links for 'About & Resources', 'Foundations', 'Components', and a search bar.

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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