

PEDRO M.C. FERNANDES

A product designer née
portfolio walkthrough

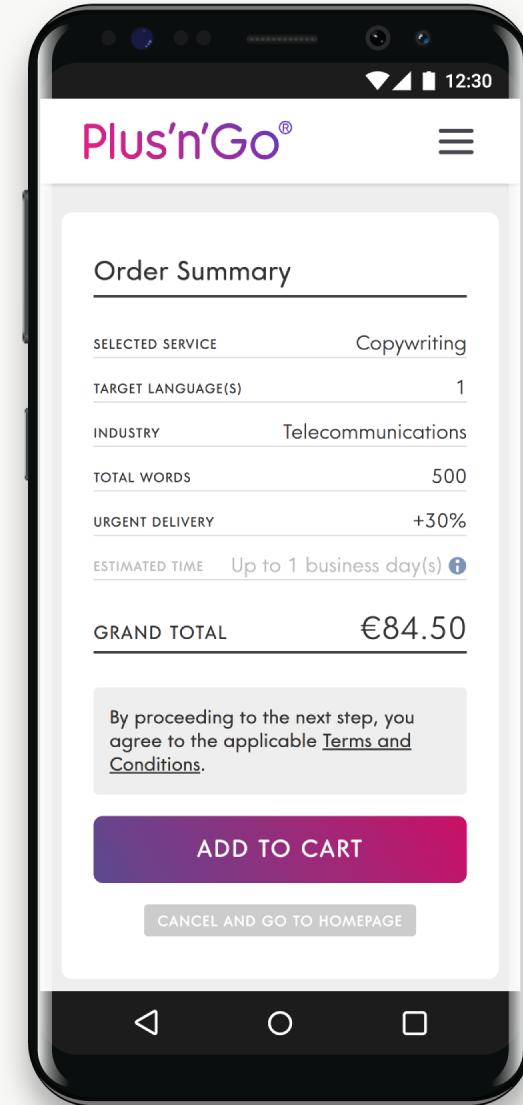




SMARTIDIOM'S INTERNAL APPS

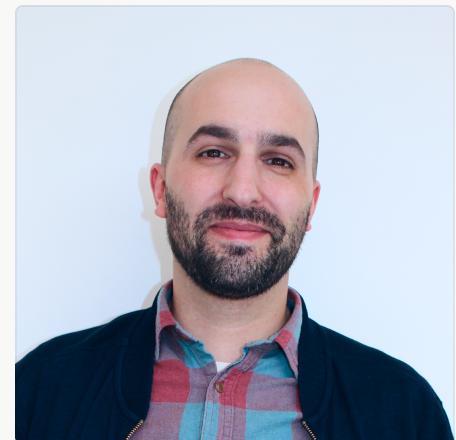
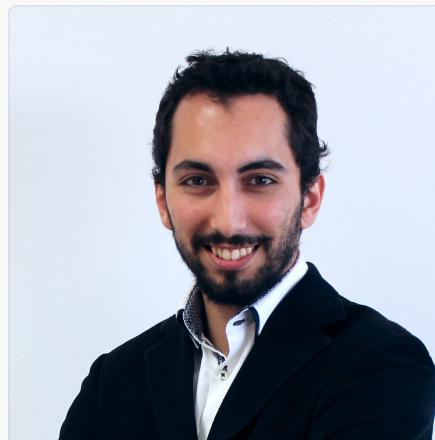
SMARTIDIOM

- 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 2x2 grid:

- 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". A text input field contains placeholder Latin text. To the right is an "Order Summary" table with details like "CONTENT PIECES 11", "DESTINATION LANGUAGES 6", and "ESTIMATED PRICE PER WORD \$0.23". A large "PLACE ORDER" button is at the bottom.
- 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 cards: "Digital Copywriter" (urgent), "Translator Portuguese — Danish" (new), and "Translator English (UK and US) — Dutch (Belgium)" (new).
- Bottom Right:** A screenshot of an "iStock" website. It shows a photograph of people working at desks with laptops, with the text "Be our everyday Hero" overlaid. Below the photo is a search bar with the placeholder "Search iStock Jobs..." and a "Apply Now" button.

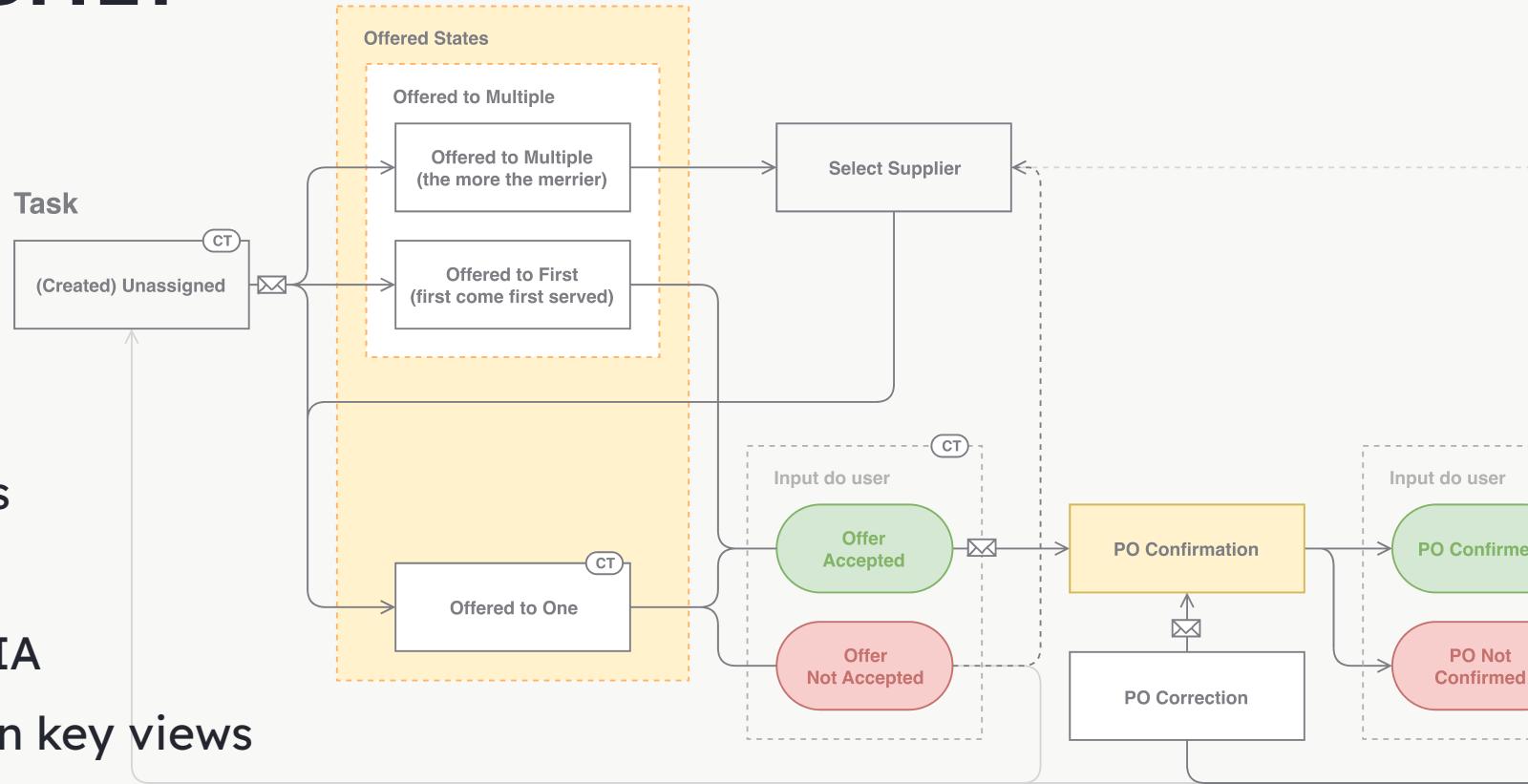
PROBLEMS

- 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

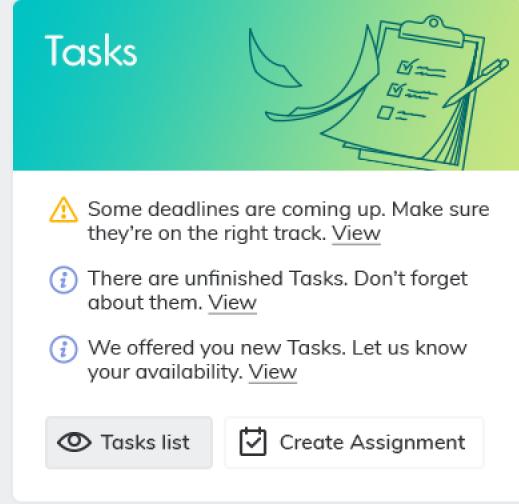


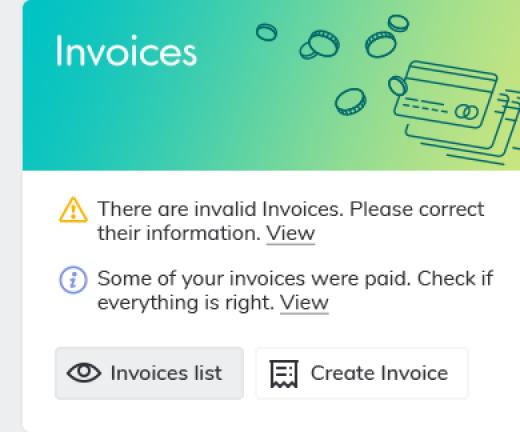
FRONT-END WALKTHROUGH

 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

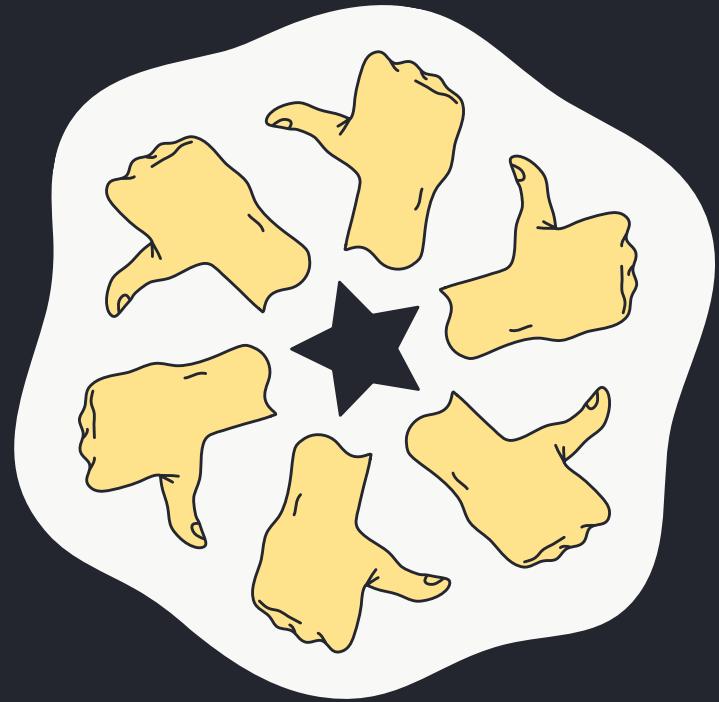

RECENT NOTIFICATIONS
⚠ Task T082712 was offered to you. Action is required. [View](#)
✅ Assignment A901872 was successfully closed by the Responsible. [View](#)
ℹ We're upgrading our database to improve system speed and stability.


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

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



TUI 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

Imagen de __

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 present. Below the banner, three promotional sections are shown:

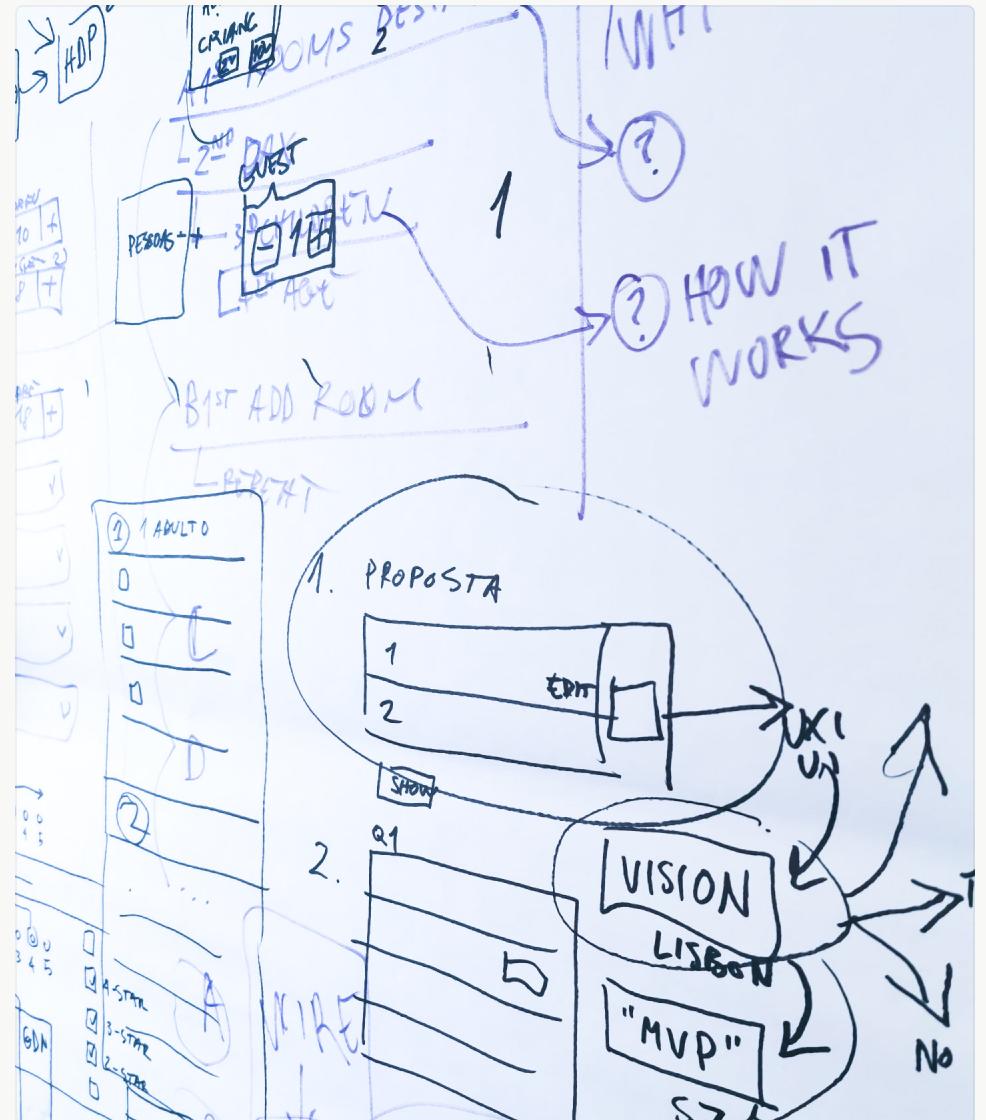
- Best hotels**: We collect the very best properties in our portfolio, with high quality standards and rewarded worldwide.
- Fantastic offers**: We select and compile memorable traveling experiences to fuel your perfect dream vacations.
- For you**: We search high and low for a great price-quality relationship, 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 section features a large image of the Louvre Pyramid with the heading "Louvre Museum". Below it, a text block states: "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...". A "Read more" link is present. At the bottom, two activity options are listed:

- Skip-the-line tickets for the Louvre Museum**: Includes a star rating of 4.5 stars and 187 reviews.
- Louvre Museum fast and audio guide**: Includes a star rating of 4.5 stars and 187 reviews.

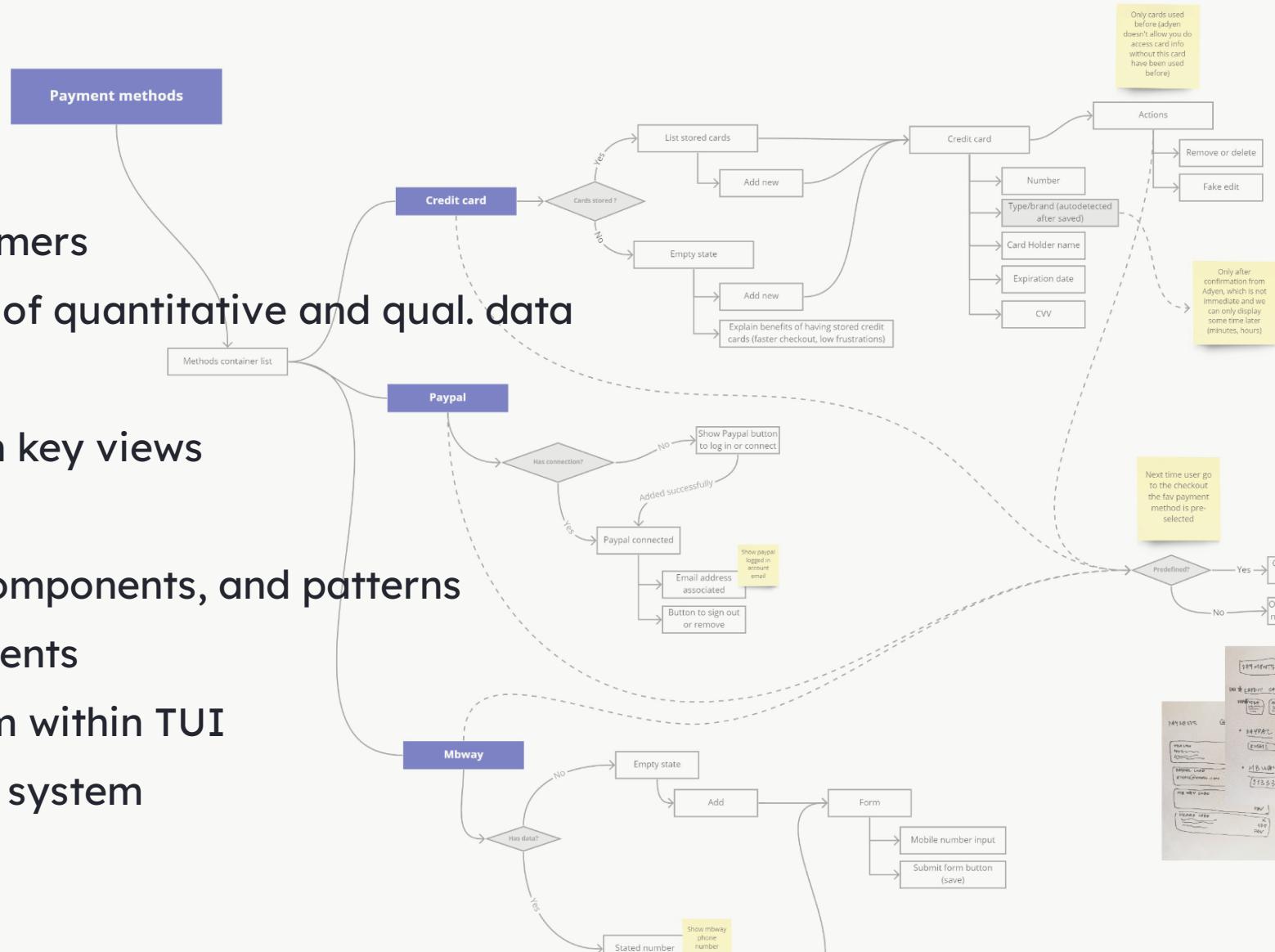
PROBLEMS

- 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, centered around the Metrópolis building, serves as the background. Below the banner, the word "Madrid" is prominently displayed in large white letters. 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 of the banner is a search form titled "Find your perfect stay:" with fields for destination ("Madrid"), dates ("28/10 - 29/10"), guests ("2 guests"), and a red "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 is a map of Madrid with various neighborhoods labeled.



This image shows two mobile phone screens displaying the TUI Travel app. The left screen shows the "Madrid" destination page with a brief description and a "Search" button. The right screen shows a "Properties" section for Madrid, listing "Plaza Mayor de Madrid" and "Sol Santa A Huertas" with "1000+ PROPERTIES" each, along with "Show more" and "Search" buttons.



This image shows two mobile phone screens displaying the TUI Travel app. The left screen shows the "Explore Spain" section with a "Madrid region" thumbnail and a "View cities here" button. The right screen shows a map of Europe with pins indicating "Top 10 destinations" and a specific pin over Paris, which is described as "ROMANTIC, FOOD, SHOPPING".

MANAGE MARKETS

GDN Setup a new market

Base configuration > Peakwork configuration > Payments > Customer care > Global content > Pages > Additional products > Integrations

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 →

GDN Spain Preview

Environments Configuration Site-wide content Privacy policies Terms & Conditions Page settings Additional products Integrations

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 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 y protege los datos de carácter personal a través del Sitio Web, a fin de que los Usuarios que utilicen el Sitio Web lo hagan de forma segura y sin riesgos. A través de los formularios habilitados para ello, aunque podrás tratarlos para las finalidades indicadas. Por tanto, te informamos que TUI puebla 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

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

Powered by TUI

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

DISTRIBUTE

Search a term or a function

Your channels

Home Stats Channels Segments Properties Rooms Rates & Availability Booking.com Airbnb

TUI Website Lodging reservation website. ACTIVE Manage

TUI Mobile Lodging reservation app for iOS Manage

TUI Operator INACTIVE Activate

TUI Affiliates Activate

Add new channels

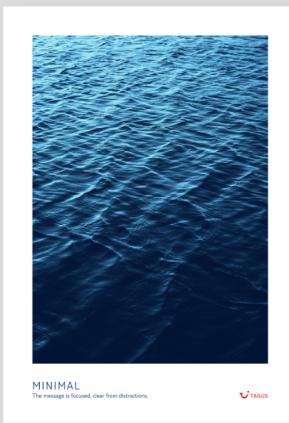
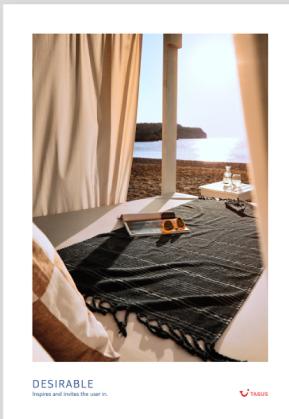
Drive more bookings to your business by adding your properties to more markets

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

airbnb Lodging reservation website and native mobile apps. Install

Powered by 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

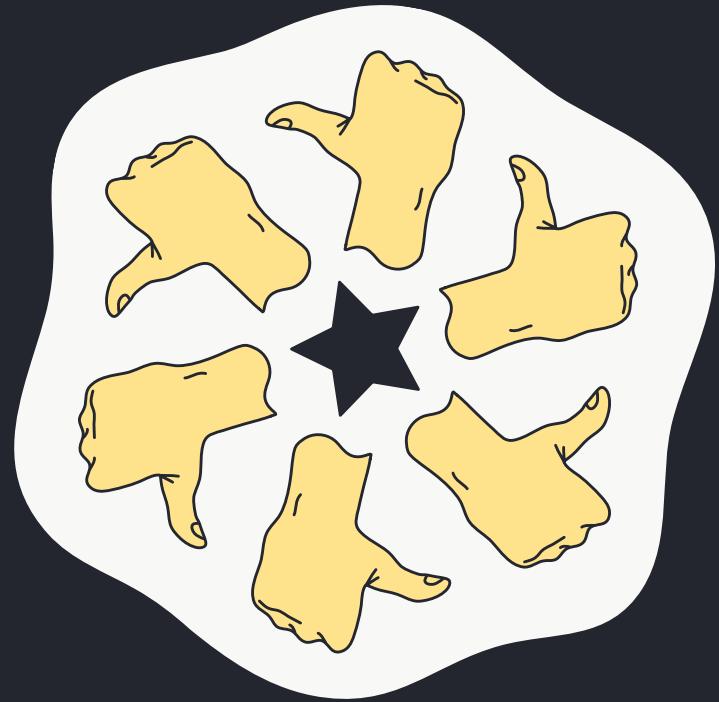
Objective: Pair people's traveling preferences with the broad services offering of TUI Group.

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.

<video autoplay loop
src="..../img/portfolio/holie.mp4"></video>

VALUE

- Research data and insights
- A fun and playful collaborative design process
- Revamp of 5 declining markets
- 100k web pages for 175 destinations
- ~4x traffic and revenue
- Tagus design system, ready-to-scale interface designs and guidelines
- Cross-regional sharing of processes, documentation and results
- Mentorship of new designers



PERCONA

- Database-focused services and open-source software
- About 300 colleagues
- Users and customers from hobbyists and non-profit, to education, tech, government, and more

TEAM

- 5 managers
- 2 designers
- Untapped design opportunities

OBJECTIVES

Improve the overall user experience across all open-source software

PROBLEMS

- Hazy direction and vision
- Multiple reports of poor user experience
- Profound design debt
- Near-zero product, research, design, and experimentation cultures
- Instability and uncertainty
- Lack of clear intention with design

PROCESS

1. Research with experts and customers
2. Design a vision
3. Create user flows and design key screens
4. Define and document processes
5. Advocate for a culture of problem-solving and innovation
6. Document design, styles, and components
7. Test and set up experiments
8. Own, promote, and upkeep design system

DOCUMENTATION

PMM