

PEDRO M.C. FERNANDES

A product designer née portfolio
walkthrough



FAST TURNOVER DESIGN

Smartidiom

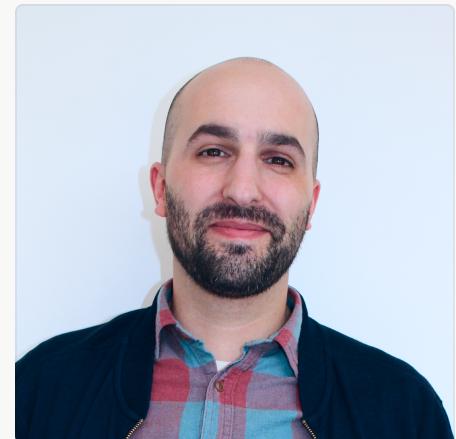
SMARTIDIOM

- 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](#)

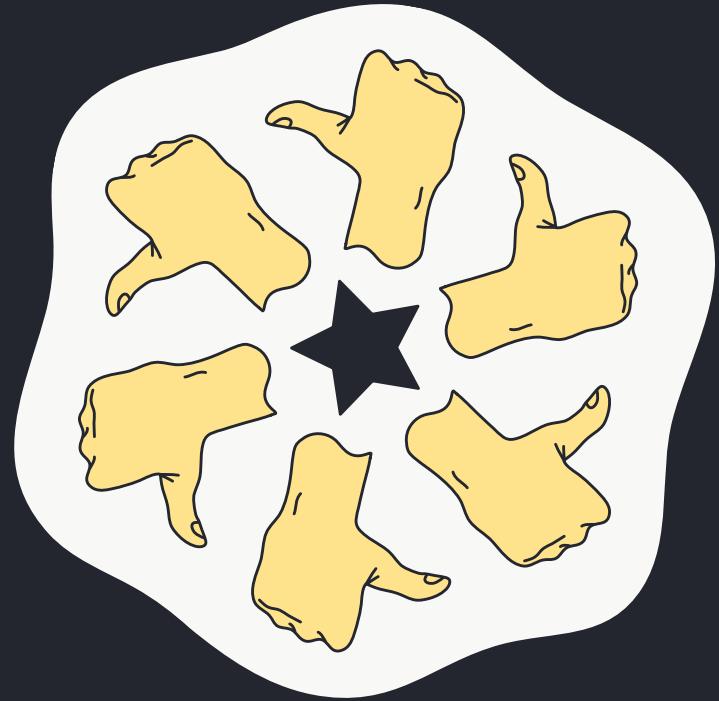
ℹ We're upgrading our database to improve system speed and stability.

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 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). A search bar below these cards includes fields for 'Search a destination or place...', date selection ('28/10 - 29/10'), guest count ('2 guests'), and a red 'Search' button.

Featured destinations

The 'Featured destinations' section displays seven cards arranged in two rows:

- Bali**: EXPLORATIVE, TROPICAL, SPIRITUAL. Image shows a traditional Balinese temple complex surrounded by lush greenery and water.
- Bora Bora**: PARADISE, BEACH, ISLAND. Image shows a scenic view of a tropical island with overwater bungalows and a lagoon.
- New Orleans**: FOOD, CELEBRATION, MUSICAL. Image shows a street scene with a red trolley car and palm trees.
- Maldives**: SUNNY, ROMANTIC, TROPICAL. Image shows a row of overwater bungalows on stilts in clear blue water.
- Kerry**: PASTORAL, PEACEFUL, COZY. Image shows a coastal landscape with green hills and a rocky shoreline.
- Marrakesh**: ARTISTIC, RELIGIOUS, SHOPPING. Image shows palm trees and traditional architecture.
- Paris**: ROMANTIC, FOOD, SHOPPING. Image shows the Eiffel Tower against a clear sky.

Frugal destinations

The 'Frugal destinations' section contains a brief text: "The world is full of affordable destinations, and it doesn't require much effort to find them. No matter what continent, there are always places you can visit on a budget — even countries we think of as expensive are quite budget-friendly if you know certain tips and tricks." Below this text is a horizontal scrollable grid of small destination images, including Rome, a beach in Thailand, Angkor Wat, Machu Picchu, and the Colosseum.

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 shows 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 is a search form for properties worldwide, including fields for destination, dates (28/10 - 29/10), guests (2 guests), and a search button. Below the banner are three promotional sections: "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 Fly, Stay, Drive, Enjoy, Help, and Log in. A large image of the Louvre Pyramid is shown with the text "Louvre Museum". Below it is a summary: "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...". There is a "Read more" link. At the bottom, there are sections for "Activities around Louvre Museum", "Skip-the-line tickets for the Louvre Museum", and "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



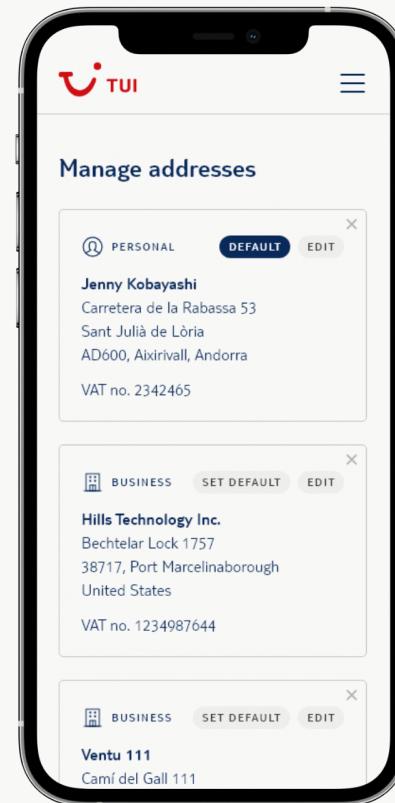
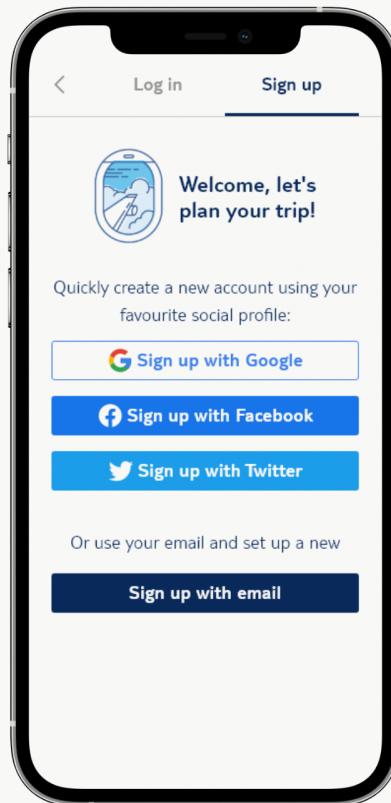
DESIGN OWNERSHIP

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

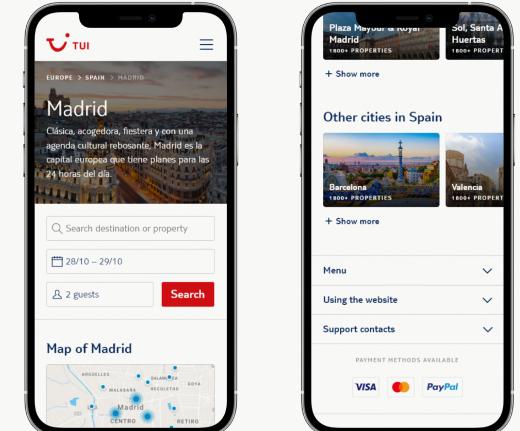
Complete e-commerce with self-checkout and account management



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, centered around the Metrópolis building, serves as the background. Below the banner, the word "Madrid" is prominently displayed in large 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, 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 at the bottom of the form. At the bottom left, a section titled "Sobre Madrid" contains a heading "Cultura, ocio y diversión 24/7" and a detailed paragraph about Madrid's typical culture, including visits to the Puerta del Sol, Palacio Real, Catedral de La Almudena, Teatro Real, and Gran Vía. The bottom right features a map of Madrid with various neighborhoods labeled and numbered.



This image shows the TUI Travel mobile application's 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 classic, welcoming, festive city with a full cultural agenda, followed by a "Map of Madrid" showing the city's layout and neighborhood names. Below the map are sections for "Other cities in Spain" (Barcelona and Valencia) and payment method options (VISA, MasterCard, PayPal).



This image shows the TUI Travel mobile application's interface for exploring Spain. It features a map of Europe with pins indicating destinations across the continent. A specific callout for the "Madrid region" is shown, with a thumbnail image of a Madrid landmark and a link to "Open page". Another callout for "Paris" is also visible, with a thumbnail of the Eiffel Tower and the text "ROMANTIC, FOOD, SHOPPING".

MANAGE MARKETS

The screenshot shows the 'Setup a new market' interface under 'Base configuration'. It includes fields for 'Market name' and 'Select country'. 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 integrations. Under 'Site-wide content', 'Privacy policies' is selected, which is highlighted in blue. 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 'Text style' dropdown showing 'Bold', 'Italic', and 'Underline' options. A footer note at the bottom right states: 'De conformidad con el Reglamento (UE) 2016/679' and 'Protección de Datos) o la legislación aplicable en España'.

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

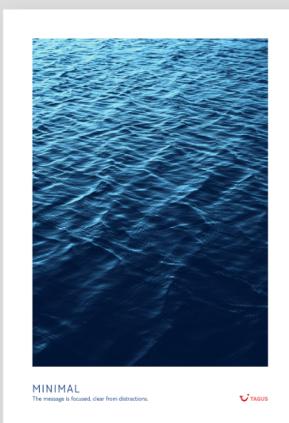
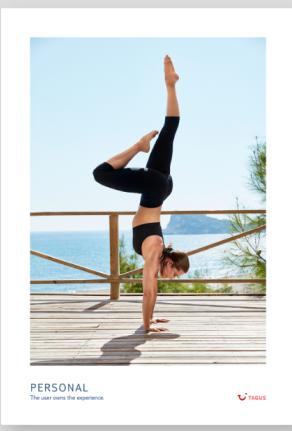
Drive more bookings to your business by adding your properties to more markets.

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

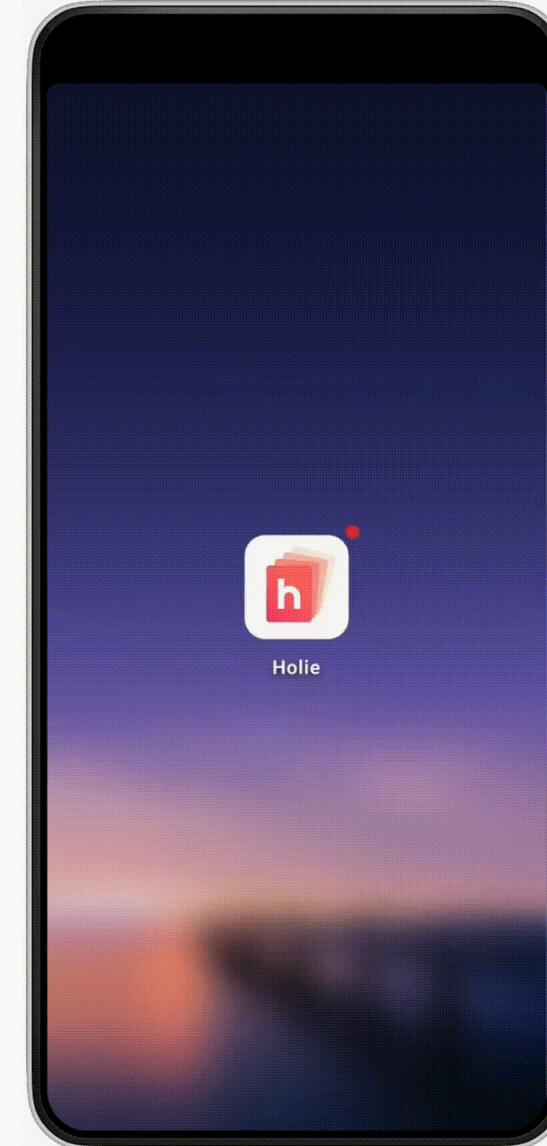


The screenshot shows a website for 'TAGUS' with a navigation bar for 'About & Resources', 'Foundations', 'Components', and a search bar. The main content area is titled 'COMPONENTS' and 'Business Pickers'. It includes a description of the 'Guests Picker' component, which is a 'popup style component that 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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