

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough

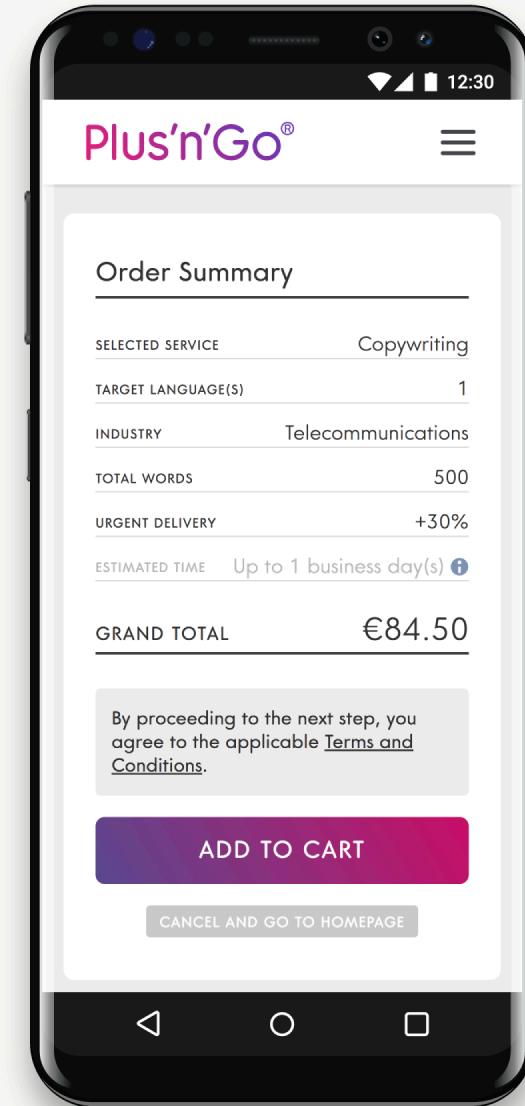


# **FAST TURNOVER DESIGN**

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



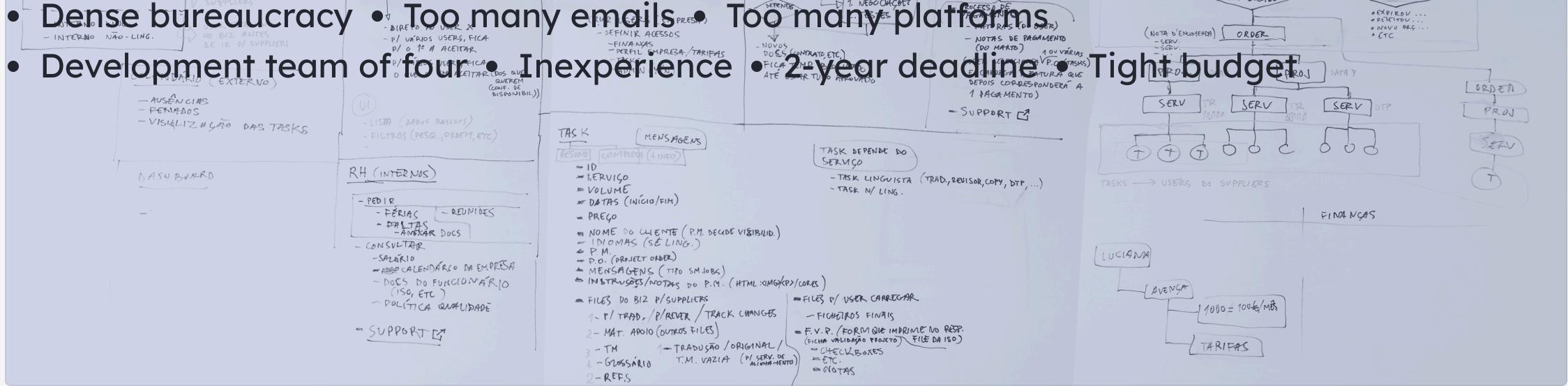
# OBJECTIVE

To create an ecosystem of web apps that reduces time to delivery, and elevates the quality of linguistic services

The image displays four screenshots of web applications arranged in a grid, connected by arrows indicating their integration:

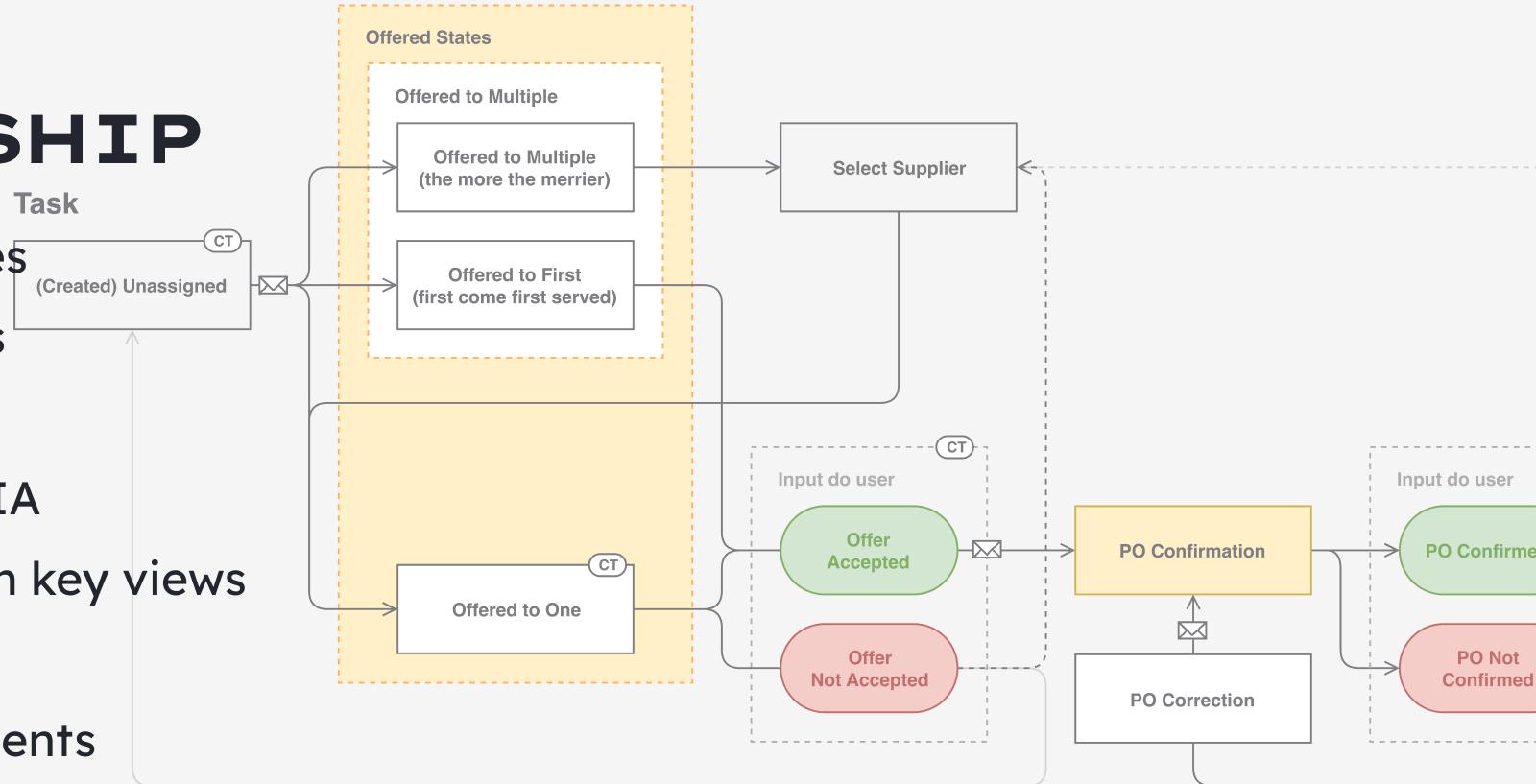
- Top Right:** A screenshot of the Plus'n'Go Translation interface. It shows a sidebar with "Order Summary" (Content pieces: 11, Destination languages: 6, Expertise: Standard, Style: Informal - Blog) and a main area for translating text or uploading files.
- Bottom Left:** A screenshot of the Suppliers dashboard. It includes a "TIMECARD" section showing work hours, a "Tasks" section with notifications about deadlines and unfinished tasks, and an "Invoices" section with notifications about invalid invoices.
- 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, there's a "Featured jobs" section with three job listings: "Digital Copywriter" (urgent), "Translator Portuguese — Danish" (new), and "Translator English (UK and US) — Dutch (Belgium)" (new).
- Middle Center:** A screenshot of a calendar for October 2018, showing various dates highlighted in different colors (green, blue, yellow) corresponding to events or notifications from the other applications.

# PROBLEMS



# DESIGN OWNERSHIP

- Task
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





Dashboard Tasks Calendar Invoices



Josephine

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

## FRONT-END WALKTHROUGH

Clock-in      Break 1  
8:32am    9:44am-9:59am

Break 2  
2:44pm-3:34pm

Full Log

## Tasks

# WALKTHROUGH

- Some deadlines are coming up. Make sure they're on the right track. [View](#)
- There are unfinished Tasks. Don't forget about them. [View](#)
- 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](#)

Some of your invoices were paid. Check if everything is right. [View](#)

Invoices list

Create Invoice

RECENT NOTIFICATIONS

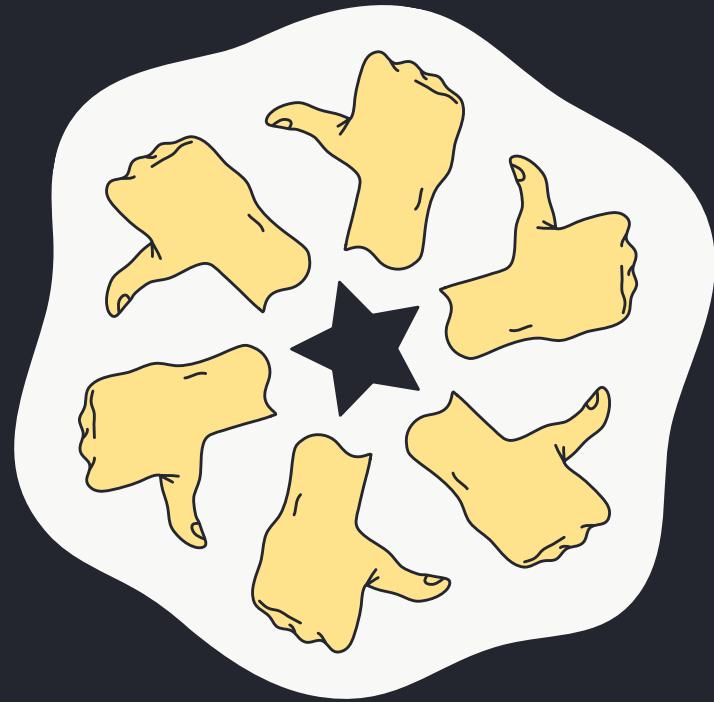
- Task T082712 was offered to you. Action is required. [View](#)
- Assignment A901872 was successfully closed by the Responsible. [View](#)
- We're upgrading our database to improve system speed and stability.

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

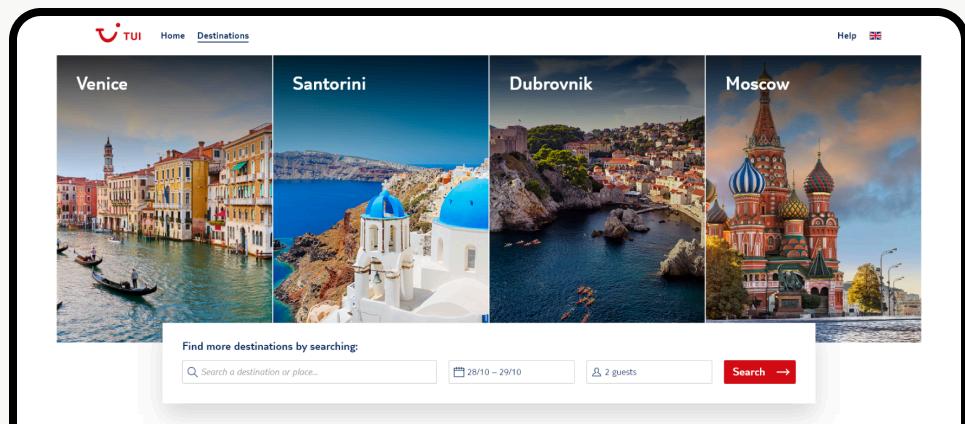


# **INNOVATION FACTORY & 4X POWER-UPS**

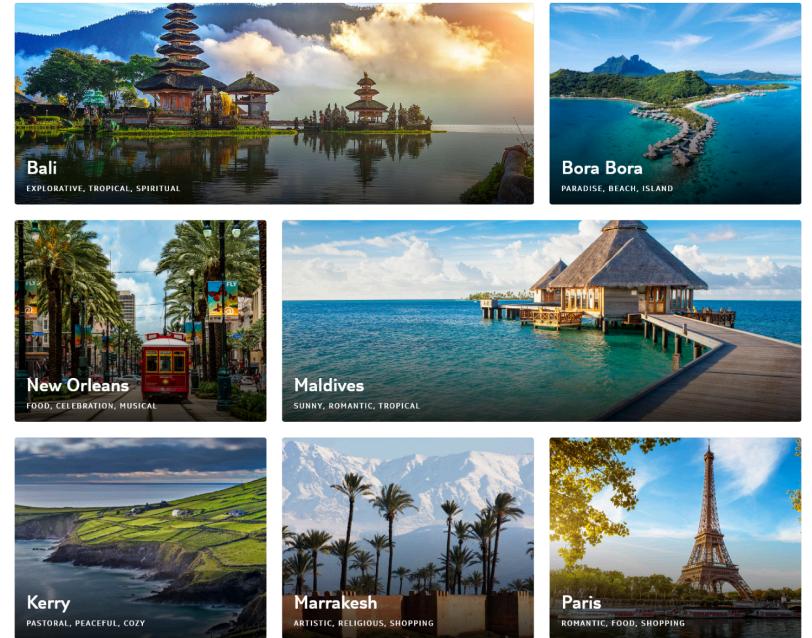
TUI Group

# 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



## Featured destinations



## Frugal destinations

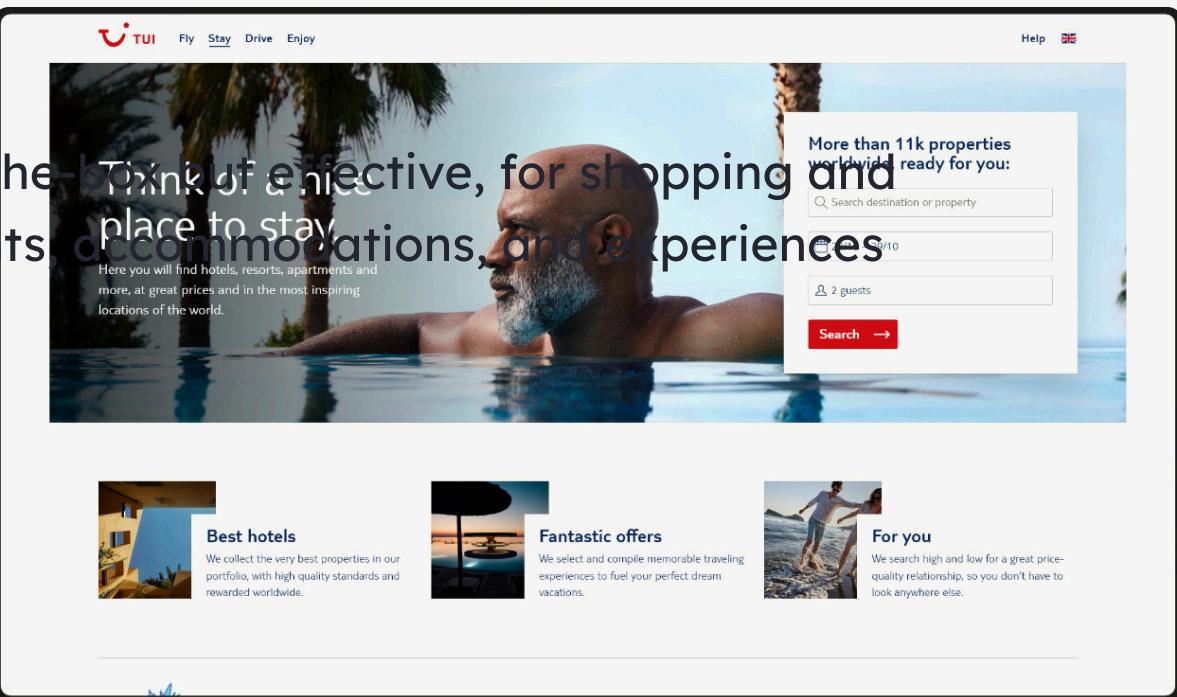
The world is full of affordable destinations, and it doesn't require much effort to find them. No matter what continent, there are always places you can visit on a budget — even countries we think of as expensive are quite budget-friendly if you know certain tips and tricks.



# TEAM

- 3 managers
- 2 data/SEO pros
- 4 developers
- 2 designers
- External development partnerships
- Freedom to innovate





The TUI logo is located in the top left corner, followed by navigation links: Fly, Stay, Drive, Enjoy, Help, and a UK flag icon.

**he-best place to stay, to experience, for shopping and experiences, and to have fun.**

Here you will find hotels, resorts, apartments and more, at great prices and in the most inspiring locations of the world.

**More than 11k properties worldwide ready for you:**

Search destination or property

Check-in date: 2016-10-10

2 guests

**Search →**

**Best hotels**  
We collect the very best properties in our portfolio, with high quality standards and rewarded worldwide.

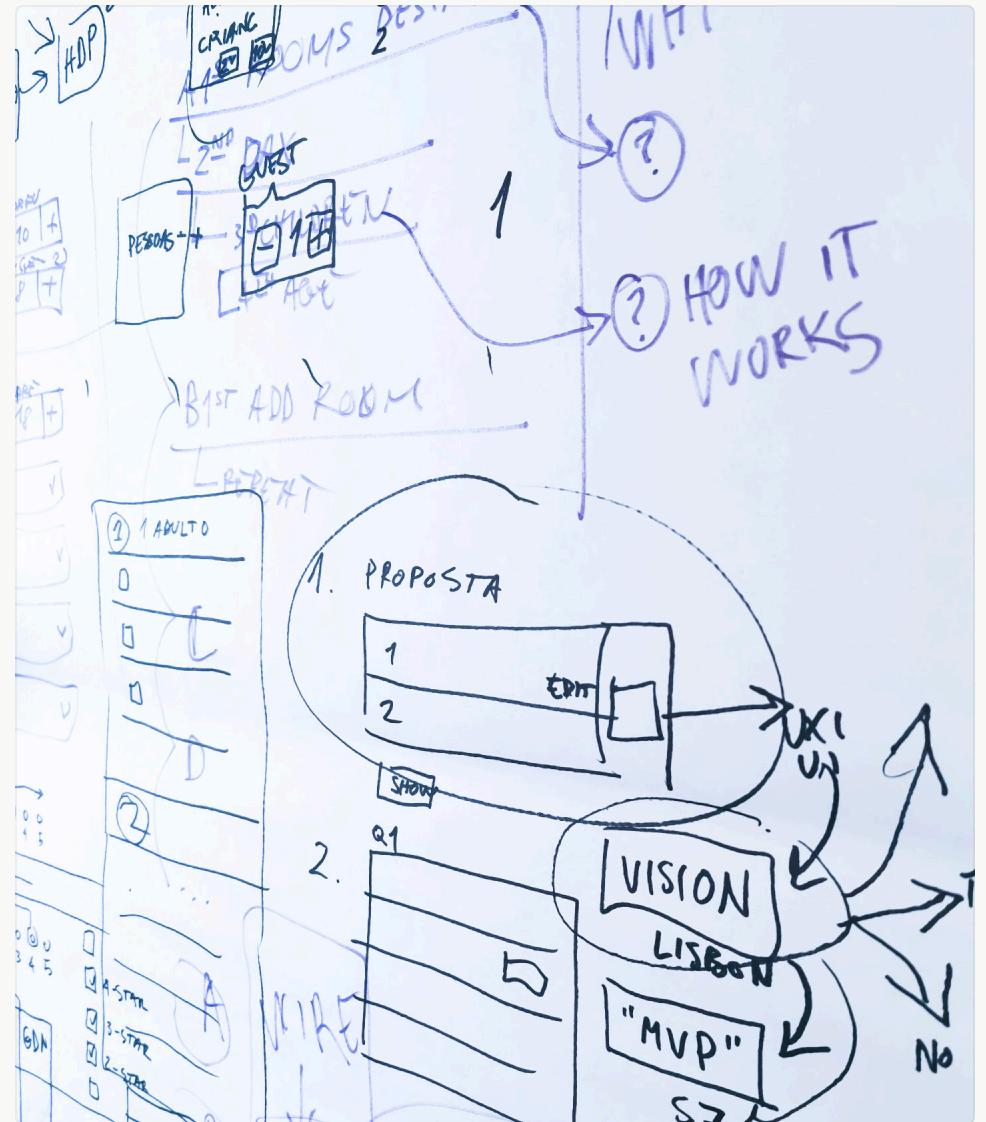
**Fantastic offers**  
We select and compile memorable traveling experiences to fuel your perfect dream vacations.

**For you**  
We search high and low for a great price-quality relationship, so you don't have to look anywhere else.

 **TUI** Fly Stay Drive Enjoy

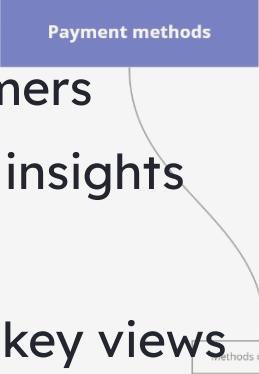
# PROBLEMS

- Poor reputation in the target markets
- Legacy development processes
- Legacy data lakes with inconsistencies
- Acute company segregation
- Political disputes and espionage
- COVID-19



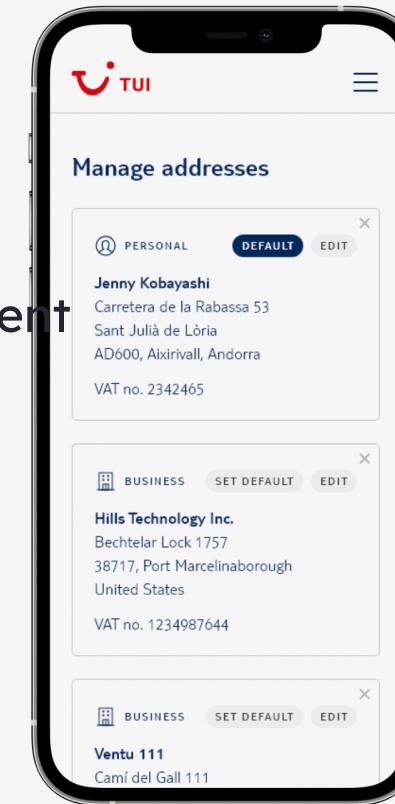
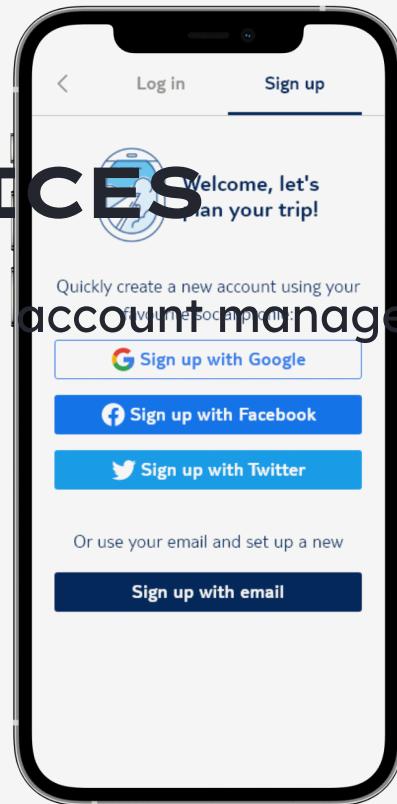
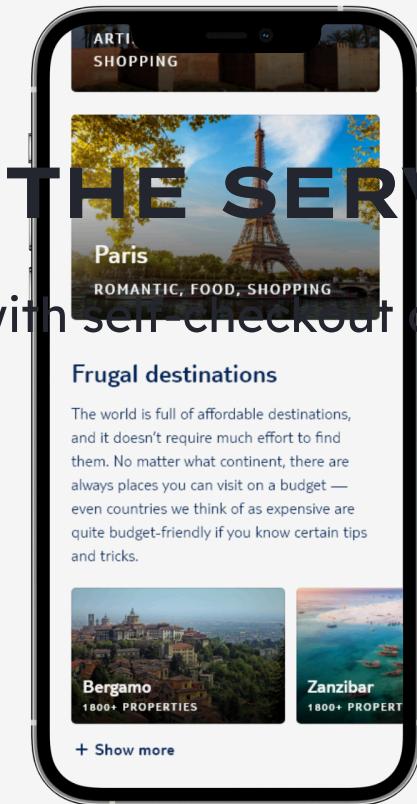
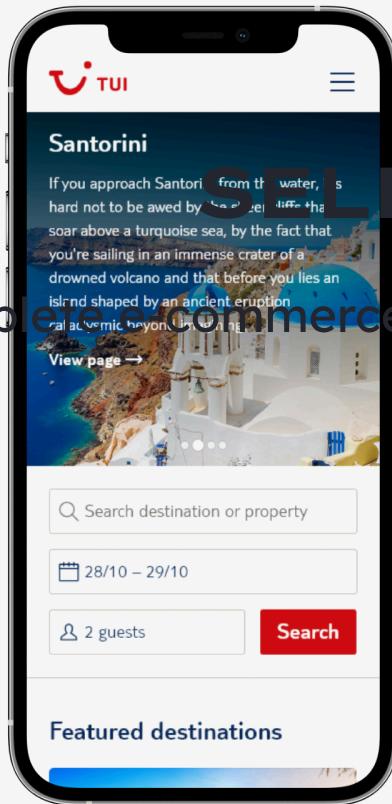
# DESIGN OWNERSHIP

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



# THE SERVICES

Complete e-commerce with self-checkout and account management



**TUI** Home Destinations

Help

EUROPE > SPAIN > MADRID

# Madrid

Cálmica, elegante, festera y con una agenda cultural vibrante, Madrid es la capital europea que tiene planes para las 24 horas del día.

**GU** **VELERS**

Find your perfect stay:

Map of Madrid

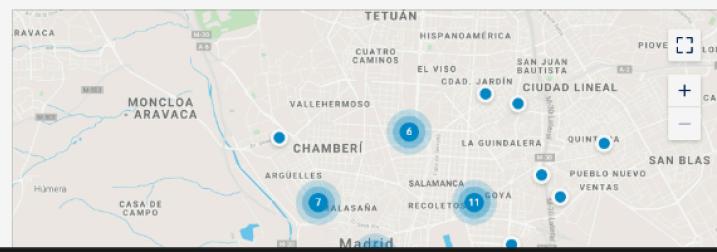
## Sobre Madrid

### Cultura, ocio y diversión 24/7

Para descubrir el Madrid más típico hay que pasear por la abarrotada Puerta del Sol, la Plaza Mayor y sus cuatro siglos de historia, el Palacio Real, la Catedral de La Almudena y el Teatro Real. El atardecer es el mejor momento para visitar el templo de Debod y al anochecer espera Gran Vía, la avenida más emblemática de la ciudad, que se llena de luces y música.

La parte más cultural de Madrid la conforma el denominado Paseo del Arte, que en poco más de un kilómetro concentra el Museo del Prado, el Reina Sofía y el Thyssen-Bornemisza. También merece la pena llegar hasta el Círculo de Bellas Artes para contemplar desde su azotea las mejores vistas de la ciudad.

## Map of Madrid



**TUI**

EUROPE > SPAIN > MADRID

# Madrid

Cálmica, elegante, festera y con una agenda cultural vibrante, Madrid es la capital europea que tiene planes para las 24 horas del día.

Search destination or property

Map of Madrid

**TUI**

EUROPE

# Explore Spain

ORDER BY MOST POPULAR

Madrid region

Top 10 destinations In Europe

Madrid region

Paris 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:

Language available:

Currencies available:

Abort setup and lose changes

Next: Peakwork configuration →

**GDN** Spain Preview

## Privacy policies

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

Page title: Privacidad

Page description: La presente Política de Privacidad tiene por objeto dar a conocer las prácticas de tratamiento de datos personales que se realizan en el Sitio Web.

## Page content

You can edit the content below by writing in the text area and by using the rich text editor.

**Política de privacidad y cookies**

### Objeto

La presente Política de Privacidad tiene por objeto dar a conocer las prácticas de tratamiento de datos personales que se realizan en el Sitio Web, a fin de que los Usuarios que utilicen el mismo lo hagan de forma informada y voluntaria. A través de los formularios habilitados para ello, aunque podrás 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 

# DISTRIBUTION

**DISTRIBUTE**

Search a term or a function

Home Stats Channels Segments Assets 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 €.

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

## Your channels

**DISTRIBUTE**

Search a term or a function

Home Stats Channels Segments Assets Properties Rooms Rates & Availability

TUI Website ACTIVE Lodging reservation website. Manage

TUI Mobile Lodging reservation app for iOS. Manage

TUI Operator INACTIVE Manage

TUI Affiliates Activate

## Add new channels

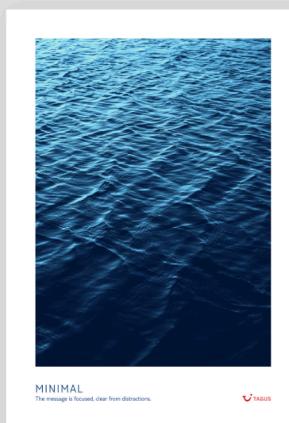
Drive more bookings to your business by adding your properties to more markets.

Booking.com Install

airbnb Lodging reservation website and native mobile apps. Install

Powered by  TUI

# TAGUS DESIGN SYSTEM

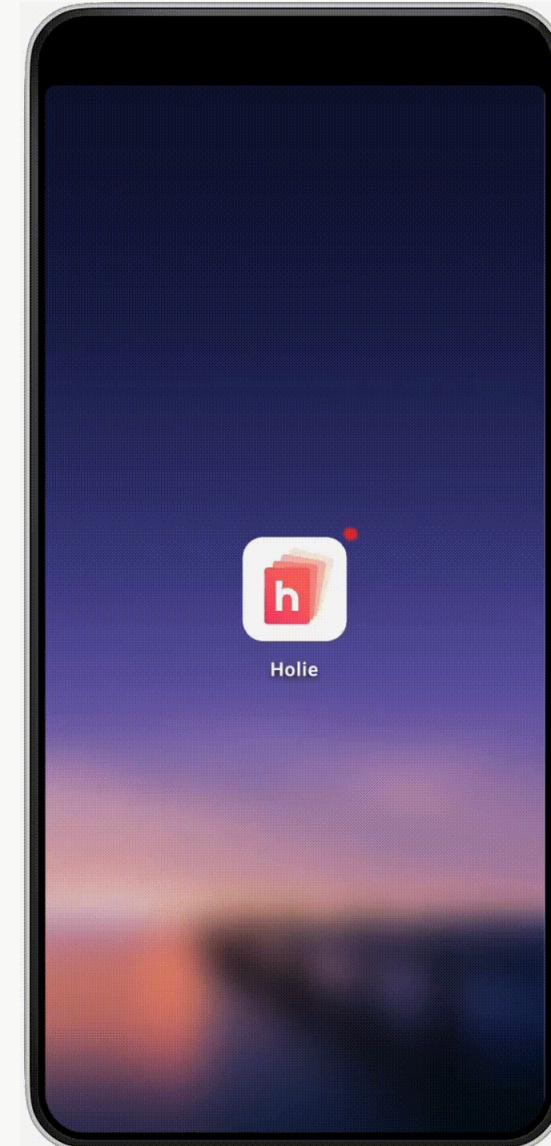


The screenshot shows the TAGUS Design System interface. On the left, a sidebar lists 'ATOMS' (Alert Banner, Buttons, Feature Bar, Input Buttons, Input & Select Boxes, Tags) and 'COMPONENTS' (Alerts, Business Pickers, Cards, Datepicker, Dialogs, Footer, Side Drawer, Top Bar). The 'Business Pickers' item is selected and highlighted in blue. On the right, 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.' Below this, a section titled 'Guests Picker' is shown with a screenshot of a modal dialog. The dialog has a title 'Seats' with a dropdown menu showing '2 adults, 2 children'. It contains two numeric stepper controls: one for 'Adults' (value 2) and one for 'Children' (value 6). Each stepper has a minus button, a plus button, and a dropdown arrow. Below the children's stepper is another dropdown showing 'Child 1 age 6' and 'Child 2 age 17'. At the bottom of the modal, there is a note: 'This type of picker is designed for the accommodation business model. This component allows the user to select the total amount of guests that are going to figure in the reservation, and shape the price.' and 'As a reference, use the Datepicker documentation to support and clear most doubts regarding the interaction. If you still have any doubts, contact us.' A note at the bottom also says 'To gather more information on interaction states, check the numeric stepper sandbox in the file tagus-components.xd.'

# HOLIE

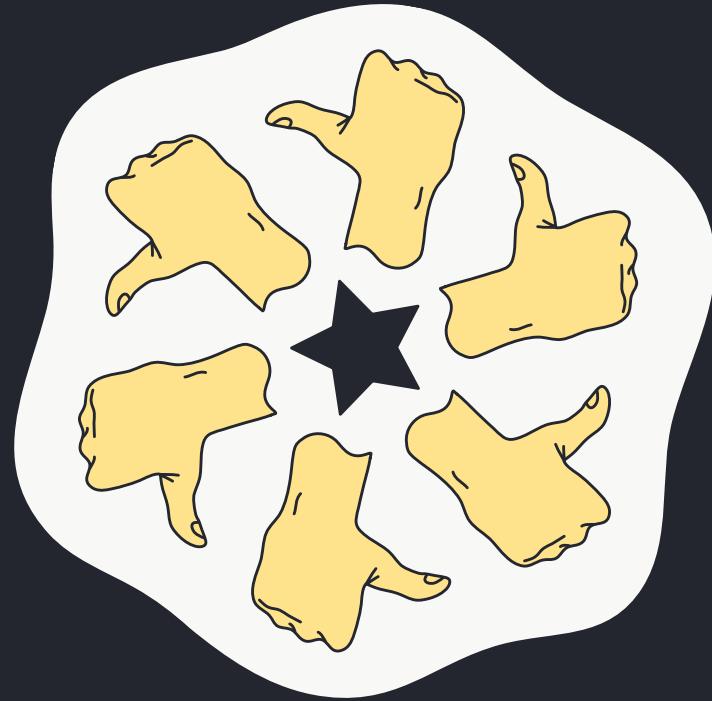
**Objective:** Pair people's traveling preferences with the broad services offering of TUI Group.

**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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