

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

  Josephine ▼

TIMECARD

II Pause End Workday

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

Break 2
2:44pm-3:34pm

Eye icon 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](#)

Eye icon 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](#)

Eye icon 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](#)

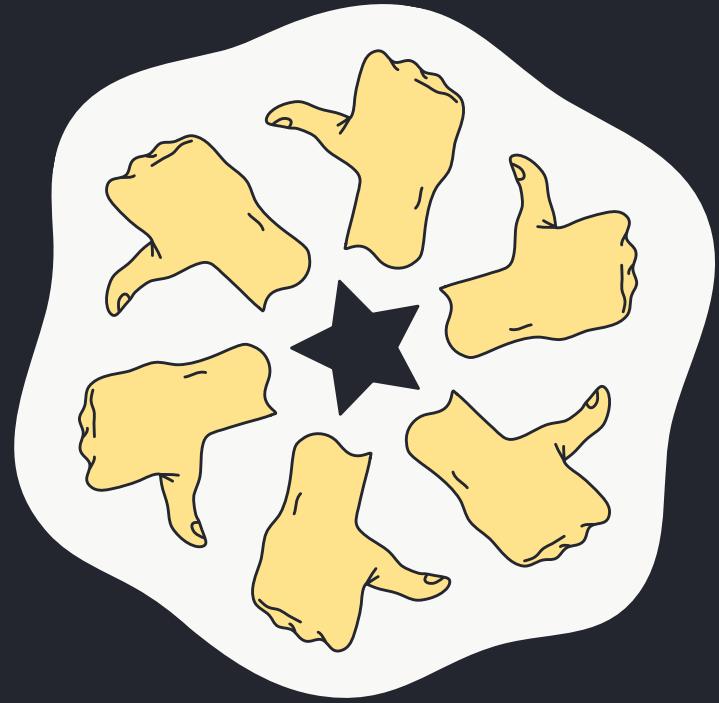
ℹ We're upgrading our database to improve system speed and stability.

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 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 experience search interface for the Louvre Museum. At the top, there are links for Fly, Stay, Drive, Enjoy, Help, and Log in. A large banner features the Louvre Pyramid with the text "Louvre Museum". Below the banner is a summary of the museum's history and a "Read more" link. At the bottom, there are two sections: "Activities around Louvre Museum" and "Skip-the-line tickets for the Louvre Museum". Each section includes a thumbnail image, a title, and a review rating.

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 for destination, dates, and guests, and a "Search" button. Below this is a "Map of Madrid" showing the city's layout and landmarks. On the right side of the screen, 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. The top navigation bar includes the TUI logo and a search bar. The main content area displays a heading "Explore Spain" with a "ORDER BY MOST POPULAR" dropdown. It features a thumbnail for the "Madrid region" with a "Open page" button and a "View cities here" link. To the right, a map of Europe highlights the top 10 destinations, with a specific red dot indicating Madrid. Another thumbnail for "Paris ROMANTIC, FOOD, SHOPPING" is also visible.

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 no estén obligados a hacerlo, los Usuarios podrán tratarlos para las finalidades indicadas. Por tanto, el Sitio Web no se responsabiliza de que TUI pueda atender las peticiones de productos y servicios que los Usuarios soliciten 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

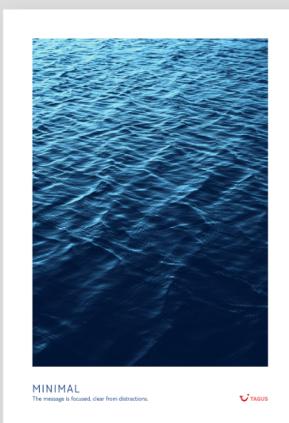
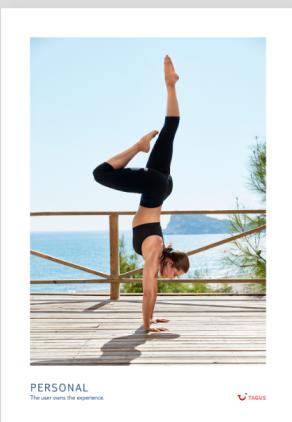
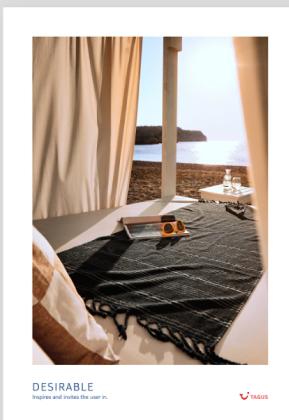
Drive more bookings to your business by adding your properties to more markets.

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 contains a detailed description of the component, mentioning it's 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 section titled 'Guests Picker' with a sub-description: '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.' A large callout box on the right provides a visual representation of the 'Guests Picker' component, showing two numeric stepper controls: one for 'Adults' (set to 2) and one for 'Children' (set to 6). Each stepper has a dropdown menu showing additional values: 'Adult 1 age 6' and 'Adult 2 age 17'. At the bottom of the callout box, there is a note: 'Consider the following artboard with specifications for the development of the Guests Picker for desktop and tablet types of devices.'

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