

PEDRO M.C. FERNANDES

A product designer née
portfolio walkthrough

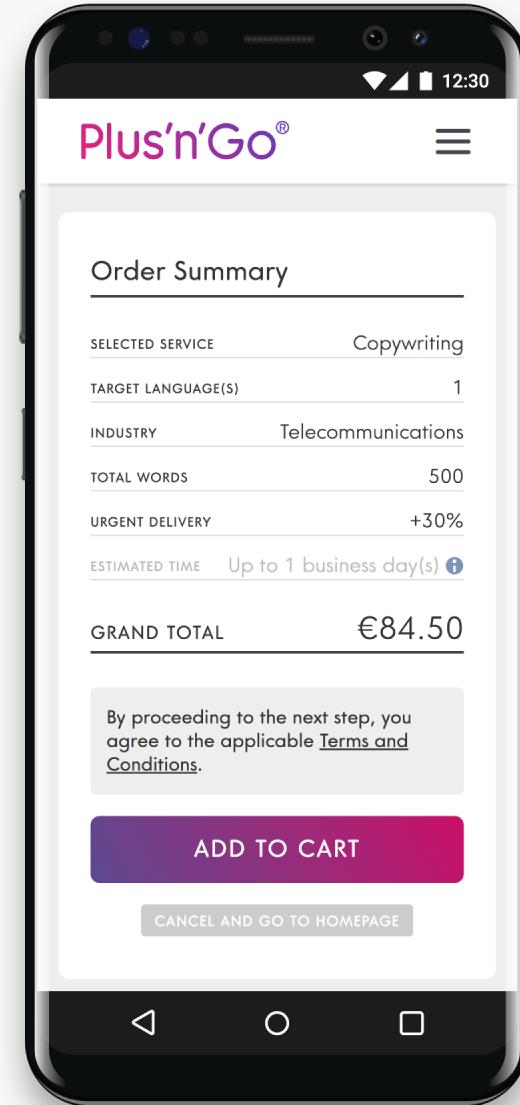


FAST TURNOVER DESIGN

Smartidiom

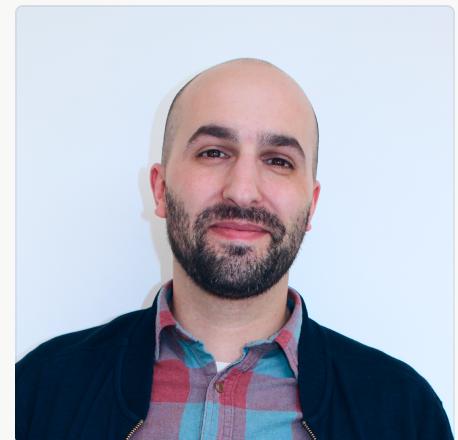
SMARTIDIOM

- 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. Each date has a corresponding notification icon above it, indicating pending tasks or events. The top of the screen shows a header with 'SUPPLIERS' and other navigation links like 'Dashboard', 'Tasks', 'Calendar', and 'Invoices'.

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 8:32am Break 1 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 chart shows a significant price drop on June 22nd. The main search 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 first flight is highlighted with a green border.

The screenshot shows a travel accommodation search interface. At the top, there are links for "Fly", "Stay", "Drive", and "Enjoy". A promotional 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, dates (28/10 - 29/10), and guests (2 guests), with a "Search" button. Below the banner, three promotional sections are shown: "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 "Europe", "Paris", and "Louvre Museum". A large image of the Louvre Pyramid is displayed. Below it, a section titled "Activities around Louvre Museum" shows a "Skip-the-line tickets for the Louvre Museum" option with a "187 REVIEWS" rating. Another section shows a "Louvre Museum fast and audio guide" with a "187 REVIEWS" 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 in a large font. 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 guests (2 guests). A red "Search →" button is present. 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 Gran Vía. On the right, a map of Madrid with numbered pins indicates various landmarks and neighborhoods.



The screenshot shows the TUI Travel mobile application's interface for Madrid. The top bar includes the TUI logo and navigation icons. The main content area displays a brief description of Madrid as a classic, welcoming, festive city with a full cultural agenda, followed by a search bar, date selector, and guest count. Below this is a "Map of Madrid" showing the city's layout and neighborhood names. To the right, 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's interface for exploring Spain. It features a map of Europe with a red dot over Madrid, and a callout for the "Madrid region" with a "Open page" button. Below the map, there are sections for "View cities here" and "Paris ROMANTIC, FOOD, SHOPPING". The top bar includes the TUI logo and navigation icons.

MANAGE MARKETS

The screenshot shows the 'Base configuration' step of the 'Setup a new market' process. At the top, there are tabs 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 note in the languages section states: 'Name that will populate in the Backoffice. Cannot be changed once development starts.' A note in the currencies section states: 'Add/remove any currencies and then reorder to set the priority of appearance in the front-end.' At the bottom right is a 'Next: Peakwork configuration →' button.

The screenshot shows the 'Privacy policies' section of the GDN interface. The left sidebar includes 'Environments', 'Configuration', 'Site-wide content', 'Privacy policies' (which is selected and highlighted in blue), 'Terms & Conditions', 'Page settings', 'Additional products', and 'Integrations'. The main content area is titled 'Privacy policies' and contains a 'Page title' field with 'Privacidad' and a 'Page description' field with the text: 'La presente Política de Privacidad tiene por objeto dar a y protege los datos de carácter personal a través del Sitio Web'. Below this is a rich text editor toolbar with options for 'Text style' (Bold, Italic, Underline) and other editing tools. The right side of the content area is titled 'Política de privacidad y co' and 'Objeto', with a note about the document's purpose and data handling. At the bottom right is a 'Powered by TUI' logo.

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

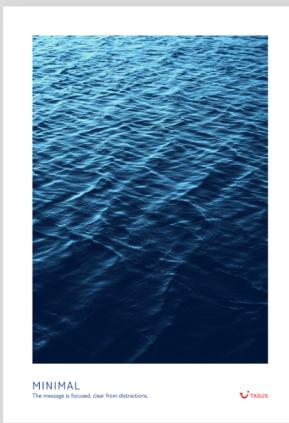
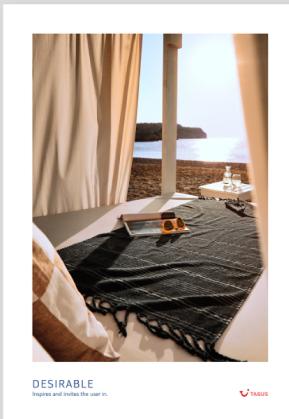
Drive more bookings to your business by adding your properties to more markets.

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 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

pedro@pmcf.xyz