

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough



# **FAST TURNOVER DESIGN**

Smartidiom

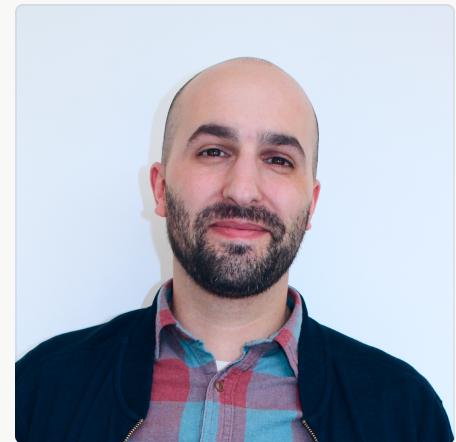
# SMARTIDIOM

- 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 a "TIMECARD" section showing work logs for two breaks. Below it are sections for "Tasks" (with notifications about deadlines and unfinished tasks) and "Invoices" (with notifications about invalid invoices and paid invoices). A "CALENDAR FOR OCTOBER 2018" is also present at the bottom.
- Top Left:** A screenshot of a translation or localization tool. It has tabs for Languages, Style, Content, and Options. The Content tab is active, showing a text area with placeholder Latin text. Below the text area are buttons for "+ ADD TEXT" and "+ OR UPLOAD FILE". To the right is a "legislation.pdf" file preview. On the far right is an "Order Summary" table, which is identical to the one in the top-right screenshot.

# 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 travel 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 featured destinations with images: 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 the images allows users to 'Find more destinations by searching:' with fields for 'Search a destination or place...', date ('28/10 - 29/10'), guests ('2 guests'), and a red 'Search' button. To the right, under 'Featured destinations', are four more travel destinations: Bali (with a traditional temple complex), Bora Bora (a tropical island resort), New Orleans (a street scene with a red trolley), and Maldives (overwater bungalows). Further down are three more destination cards: Kerry (pastoral, peaceful, cozy landscape), Marrakesh (palm trees and mountains), and Paris (Eiffel Tower). At the bottom, a section titled 'Frugal destinations' includes a short text about finding affordable travel options and a horizontal scrollable grid of additional destination images.

# 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, a search form allows users to enter a destination, check-in and check-out dates (28/10 - 29/10), and the number of guests (2 guests). Below the banner, there 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 image of the Louvre Pyramid is shown with the text "Louvre Museum". Below it, a section titled "Activities around Louvre Museum" lists "Skip-the-line tickets for the Louvre Museum" and "Louvre Museum fast and audio guide". Both items have a 5-star rating and 187 reviews.

# 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 a large, bold font. A descriptive paragraph highlights Madrid's classic, welcoming, festive atmosphere and rich cultural offerings. 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 located at the bottom of the form. At the bottom left, a section titled "Sobre Madrid" (About Madrid) provides information about typical Madrid experiences like visiting the Prado and Teatro Real. On the right, a map of Madrid shows various neighborhoods and landmarks, each marked with a blue dot and labeled.



This image displays two mobile phone screens showing the TUI Travel app interface. The left screen shows the "Madrid" destination page, featuring a large image of the Madrid skyline, travel details, and a "Search" button. The right screen shows a "Properties" search results page for Madrid, listing several options with small preview images and property counts (e.g., Plaza Mayor 1800+ PROPERTIES, Sol Santa A Huertas 1800+ PROPERTY).



This image shows two more mobile phone screens from the TUI Travel app. The left screen displays a "Explore Spain" section with a "Madrid region" thumbnail and a "View cities here" button. The right screen is a map of Europe with pins indicating top destinations, specifically highlighting Madrid and Paris.

# MANAGE MARKETS

**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 →

**Privacy policies**

Page title: Privacidad  
Page description: La presente Política de Privacidad tiene por objeto dar a 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 toolbar above.  
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 través del Sitio Web, a fin de que los Usuarios que utilicen a través de los formularios habilitados para ello. Aunque podrá 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 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

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

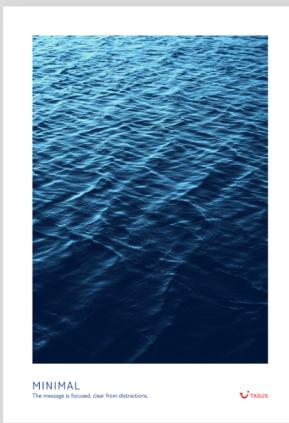
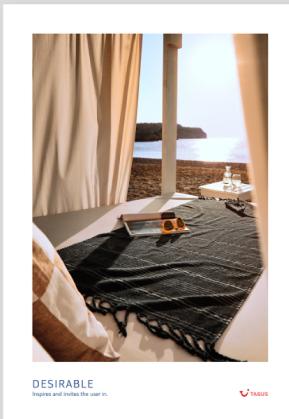
Booking.com Lodging reservation website and native mobile apps. Install

airbnb Lodging reservation website and native mobile apps. Install

Settings Help

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.



# 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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