

PEDRO M.C. FERNANDES

A product designer née
portfolio walkthrough

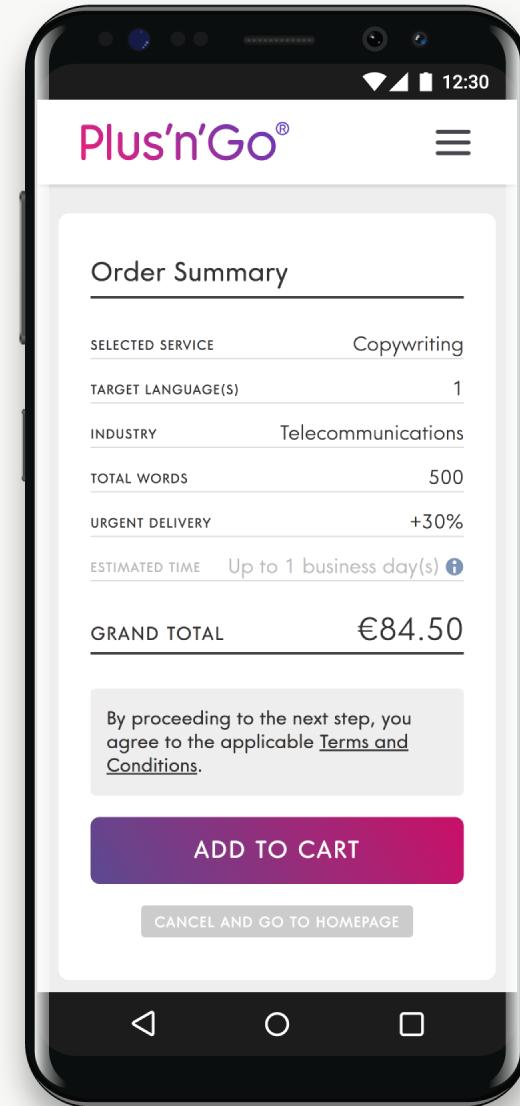


FAST TURNOVER DESIGN

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

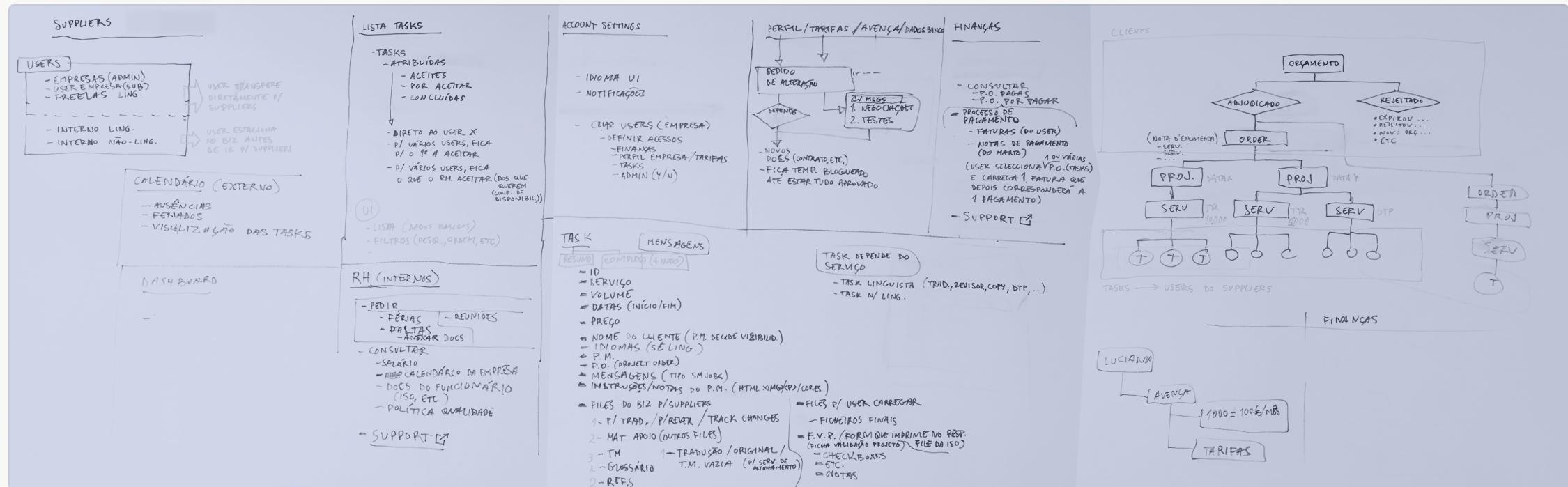
To create an ecosystem of web apps that reduces time to delivery, and elevates the quality of linguistic services

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, yellow, 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



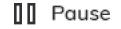
FRONT-END WALKTHROUGH

 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

 Pause  End Workday

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

Break 2
2:44pm-3:34pm

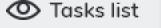
 Full Log

Tasks 

 Some deadlines are coming up. Make sure they're on the right track. [View](#)

 There are unfinished Tasks. Don't forget about them. [View](#)

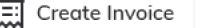
 We offered you new Tasks. Let us know your availability. [View](#)

 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

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. To the right of the search bar is a "Featured destinations" section with four cards: Bali (explorative, tropical, spiritual), Bora Bora (paradise, beach, island), New Orleans (food, celebration, musical), and Maldives (sunny, romantic, tropical). Below these are three more destination cards: Kerry (pastoral, peaceful, cozy), Marrakesh (artistic, religious, shopping), and Paris (romantic, food, shopping). At the bottom, there's a "Frugal destinations" section with a descriptive paragraph about finding affordable travel options across different continents, followed by a horizontal scrollable grid of destination cards.

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 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, 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, 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.

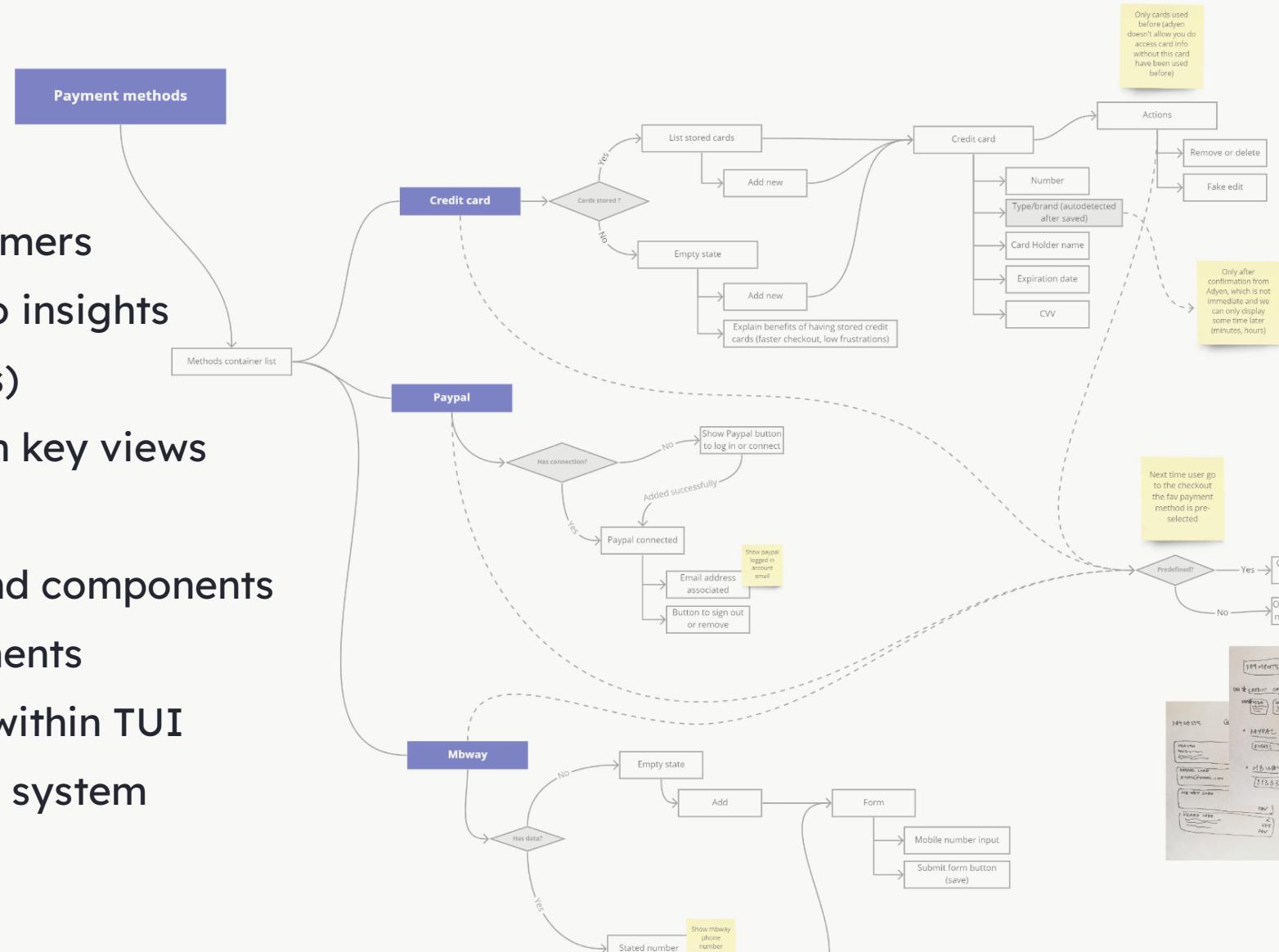
PROBLEMS

- 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 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 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 Teatro Real. To the right, a map of Madrid with numbered pins indicates various landmarks.



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 "Clásica, acogedora, fiestera y con una agenda cultural rebosante" capital. It features a search bar, date selector, and guest count. Below this is a "Map of Madrid" showing the city's layout with labeled neighborhoods. 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's interface for exploring Spain. The top bar includes the TUI logo and navigation icons. The main content area displays a heading "Explore Spain" with a "ORDER BY MOST POPULAR" dropdown. It features a map of Spain with several destination points marked. Two specific destinations are highlighted: "Madrid region" (with a "Open page" button) and "Paris" (described as "ROMANTIC, FOOD, SHOPPING").

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.

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DISTRIBUTION

DISTRIBUTE

Search a term or a function

Martin

Home Stats Channels Segments Properties Rooms Rates & Availability Availability Settings Help

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 TUI

DISTRIBUTE

Search a term or a function

Your channels

Home Stats Channels Segments Properties Rooms Rates & Availability

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.

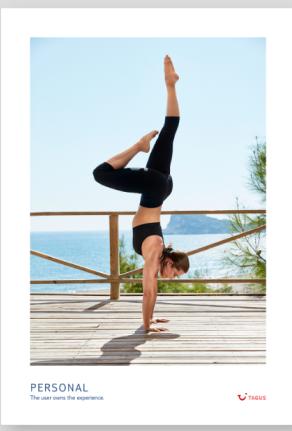
Booking.com Lodging reservation website and native mobile apps. Install

airbnb Lodging reservation website and native mobile apps. Install

Settings Help

Powered by TUI

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

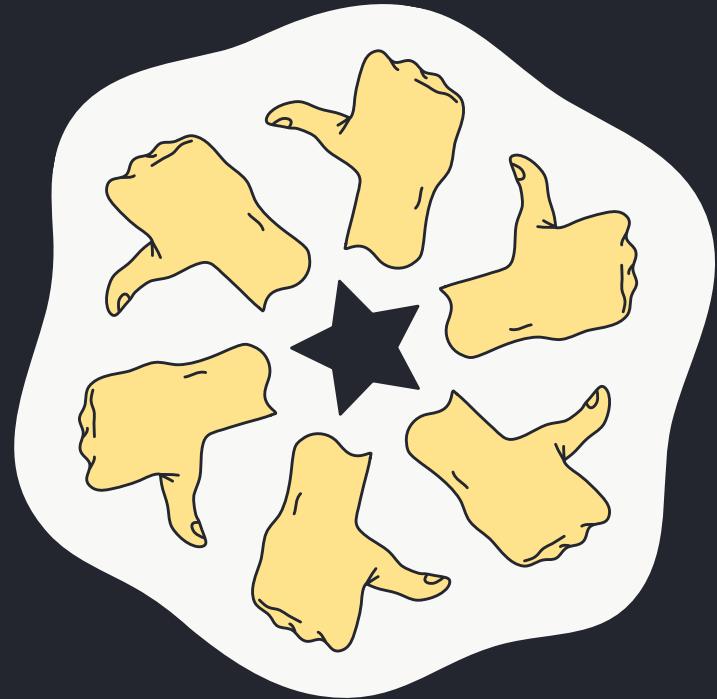
Objective: Pair people's traveling preferences with the broad services offering of TUI Group.

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

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