

# PEDRO M.C. FERNANDES

A product designer née  
portfolio walkthrough



# **FAST TURNOVER DESIGN**

Smartidiom

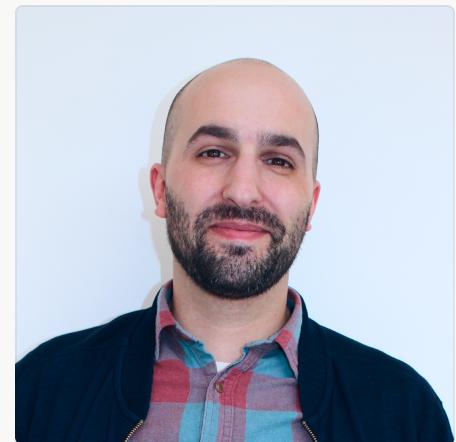
# SMARTIDIOM

- 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

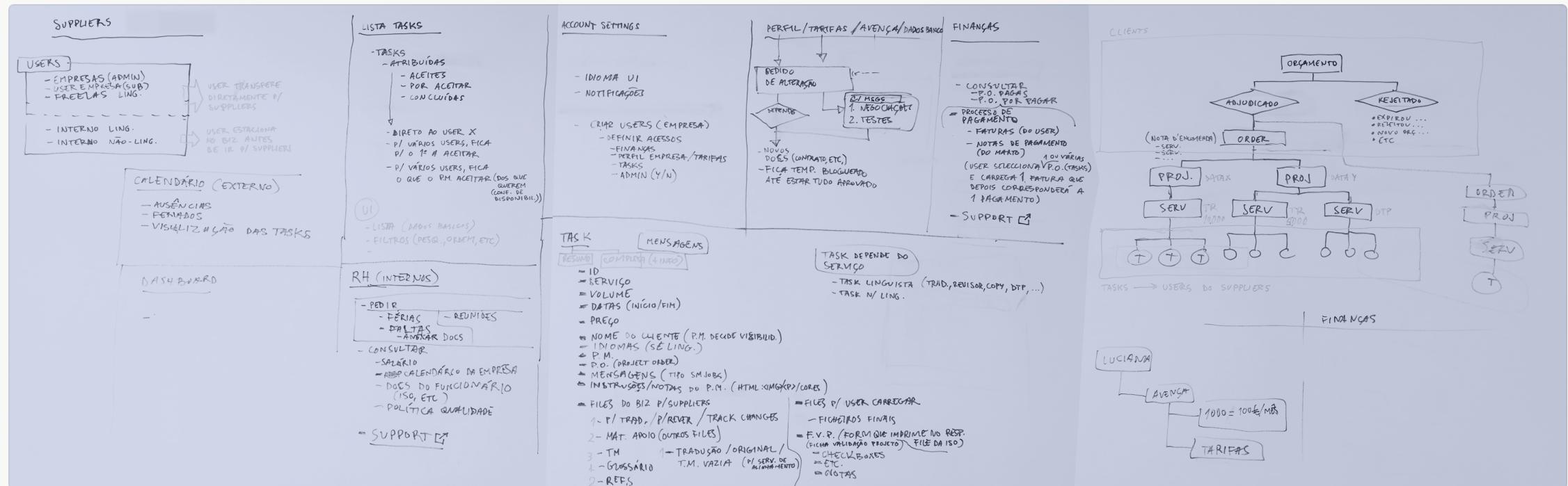
To create an ecosystem of web apps that reduces time to delivery, and elevates the quality of linguistic services

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 input area with placeholder Latin text. Below the input is a "ADD YOUR CONTENT BELOW BY SUBMITTING TEXT OR UPLOADING A FILE" button. To the right is a file upload section with "legislation.pdf" and a file size of 104. On the far right are "PLACE ORDER" and "Request a printable quote" buttons.

# 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

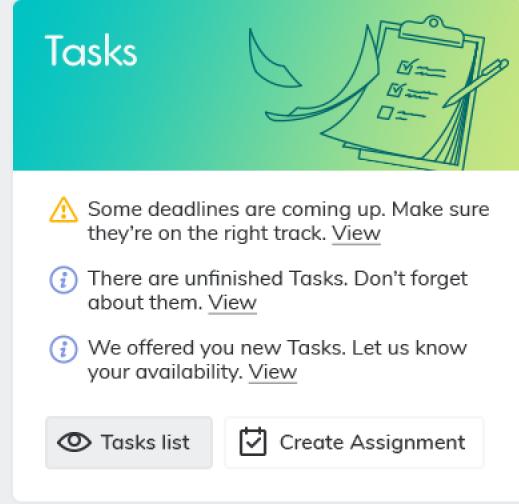


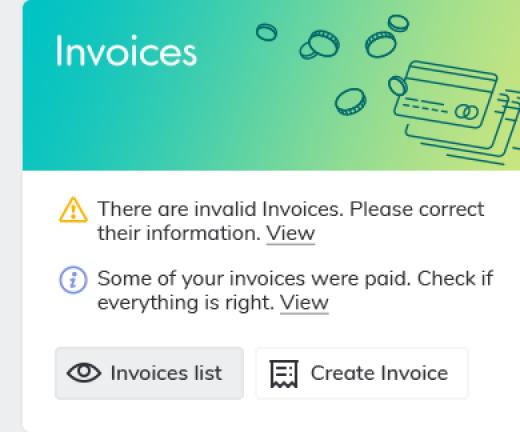
# FRONT-END WALKTHROUGH

 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 destination cards: 'Venice' (colorful buildings along a canal), 'Santorini' (white-washed buildings with blue domes), 'Dubrovnik' (a coastal city with a historic wall), and 'Moscow' (St. Basil's Cathedral). A search bar below these cards includes fields for 'Search a destination or place...', date selection ('28/10 - 29/10'), guest count ('2 guests'), and a red 'Search' button. To the right of the search bar is a 'Featured destinations' section with cards for 'Bali' (temple complex) and 'Bora Bora' (paradise beach island). Further down are cards for 'New Orleans' (food, celebration, musical), 'Maldives' (sunny, romantic, tropical), 'Kerry' (pastoral, peaceful, cozy), 'Marrakesh' (artistic, religious, shopping), and 'Paris' (romantic, food, shopping). At the bottom, a section titled 'Frugal destinations' is shown with a note about finding affordable travel options across the world.

# 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 shows 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 €

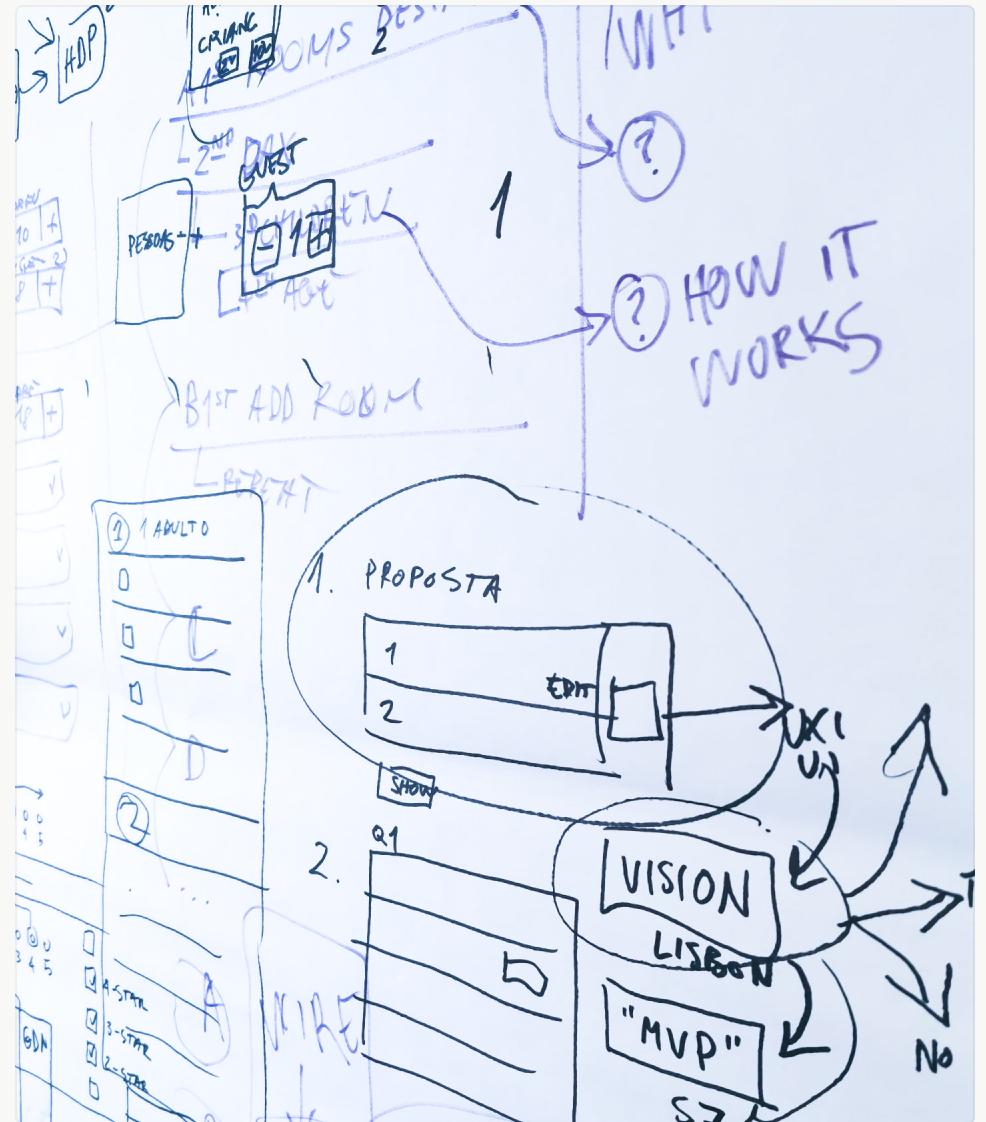
Each row includes a "Select" button to choose the flight.

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 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 activities 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 is a summary: "In August 1911, Leonardo's masterpiece The Mona Lisa was stolen from the Louvre and was missing for two years. The criminal was Vincenzo Peruggia, a...". There is a "Read more" link. At the bottom, there are sections for "Activities around Louvre Museum", "Skip-the-line tickets for the Louvre Museum", and "Louvre Museum fast and audio guide".

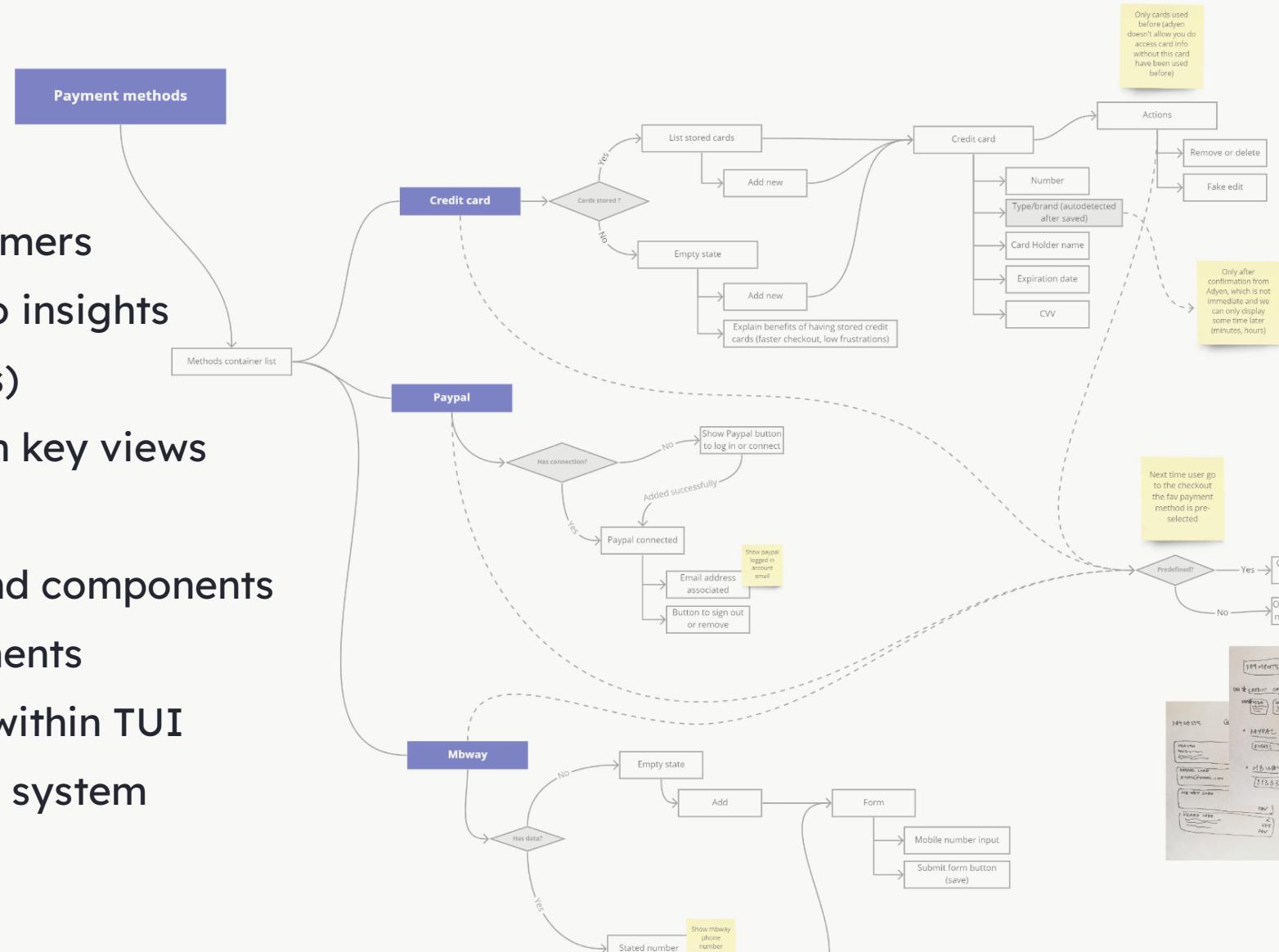
# PROBLEMS

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



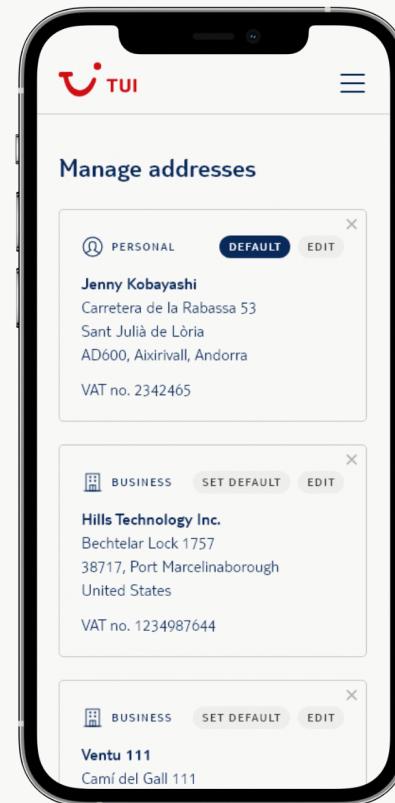
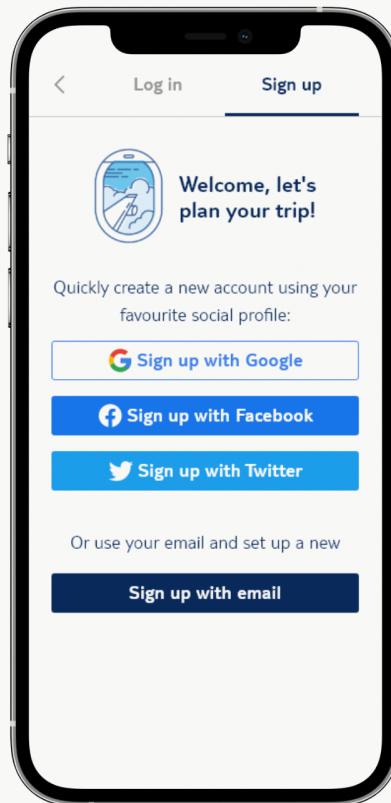
# DESIGN OWNERSHIP

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 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 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. 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. It features a map of Europe with a red dot over Madrid, indicating the current destination. Below the map, a section for the "Madrid region" is shown with a thumbnail image of a building and a "Open page" button. Another section for "Paris" is also visible, described as "ROMANTIC, FOOD, SHOPPING".

# MANAGE MARKETS

The screenshot shows the 'Setup a new market' interface under 'Base configuration'. It includes fields 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 navigation bar at the top lists: Base configuration > Peakwork configuration > Payments > Customer care > Global content > Pages > Additional products > Integrations. At the bottom are buttons for 'Abort setup and lose changes' and 'Next: Peakwork configuration →'.

The screenshot shows the 'Privacy policies' section for the 'Spain' environment. The left sidebar lists environments, configuration, site-wide content, and integrations. Under 'Site-wide content', 'Privacy policies' is selected, which is highlighted in blue. The main content area displays a 'Page title' field containing '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 'Page content' editor with a rich text toolbar and a preview area showing the heading 'Política de privacidad y co' and the sub-section 'Objeto'.

# 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 ACTIVE Lodging reservation website. Manage

TUI Mobile Lodging reservation app for iOS. Manage

TUI Operator INACTIVE Manage

TUI Affiliates Activate

Add new channels

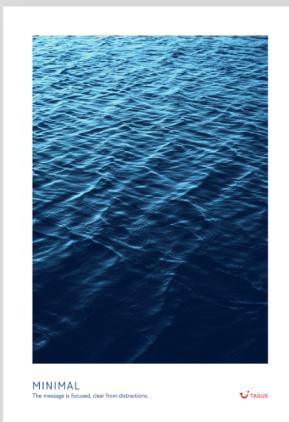
Booking.com Drive more bookings to your business by adding your properties to more marketplaces. Install

airbnb Lodging reservation website and native mobile apps. Install

Settings Help

Powered by TUI

# TAGUS DESIGN SYSTEM



The screenshot shows the TAGUS design system interface. On the left, a sidebar lists various atomic and component-level UI elements. The 'Business Pickers' component is highlighted. To the right, a detailed description of the 'Guests Picker' is provided, along with a screenshot of the component's implementation. The screenshot shows a modal dialog titled 'Guests Picker' with a dropdown menu set to '2 adults, 2 children'. Below it are two numeric stepper controls: one for 'Adults' (set to 2) and one for 'Children' (set to 6). Each stepper has a dropdown arrow and a plus/minus button. Underneath these are two dropdown menus labeled 'Child 1 age' (set to 6) and 'Child 2 age' (set to 17).

**Business Pickers**

A popup style component that displays advanced functionality on specific business inputs, like guests information, flight passengers, amounts of tickets, and others.

**Guests Picker**

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.

As a reference, use the [Datapicker documentation](#) to support and clear most doubts regarding the interaction. If you still have any doubts, contact us.

To gather more information on interaction states, check the numeric stepper sandbox in the file `tagus-components.xd`.

Sets  
2 adults, 2 children

Adults  
2

Children  
6

Child 1 age  
6

Child 2 age  
17

**Desktop**

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](mailto:pedro@pmcf.xyz)