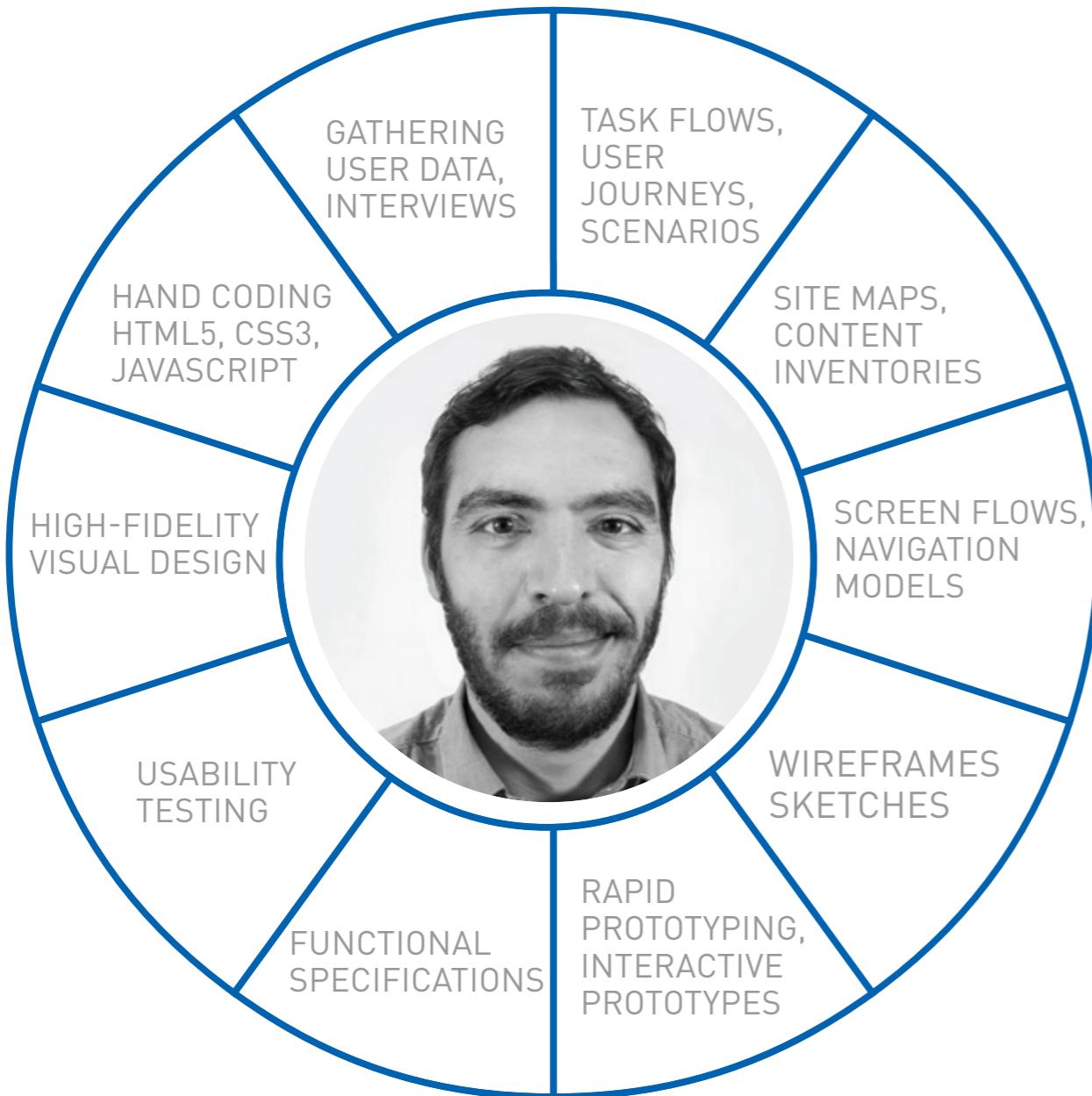


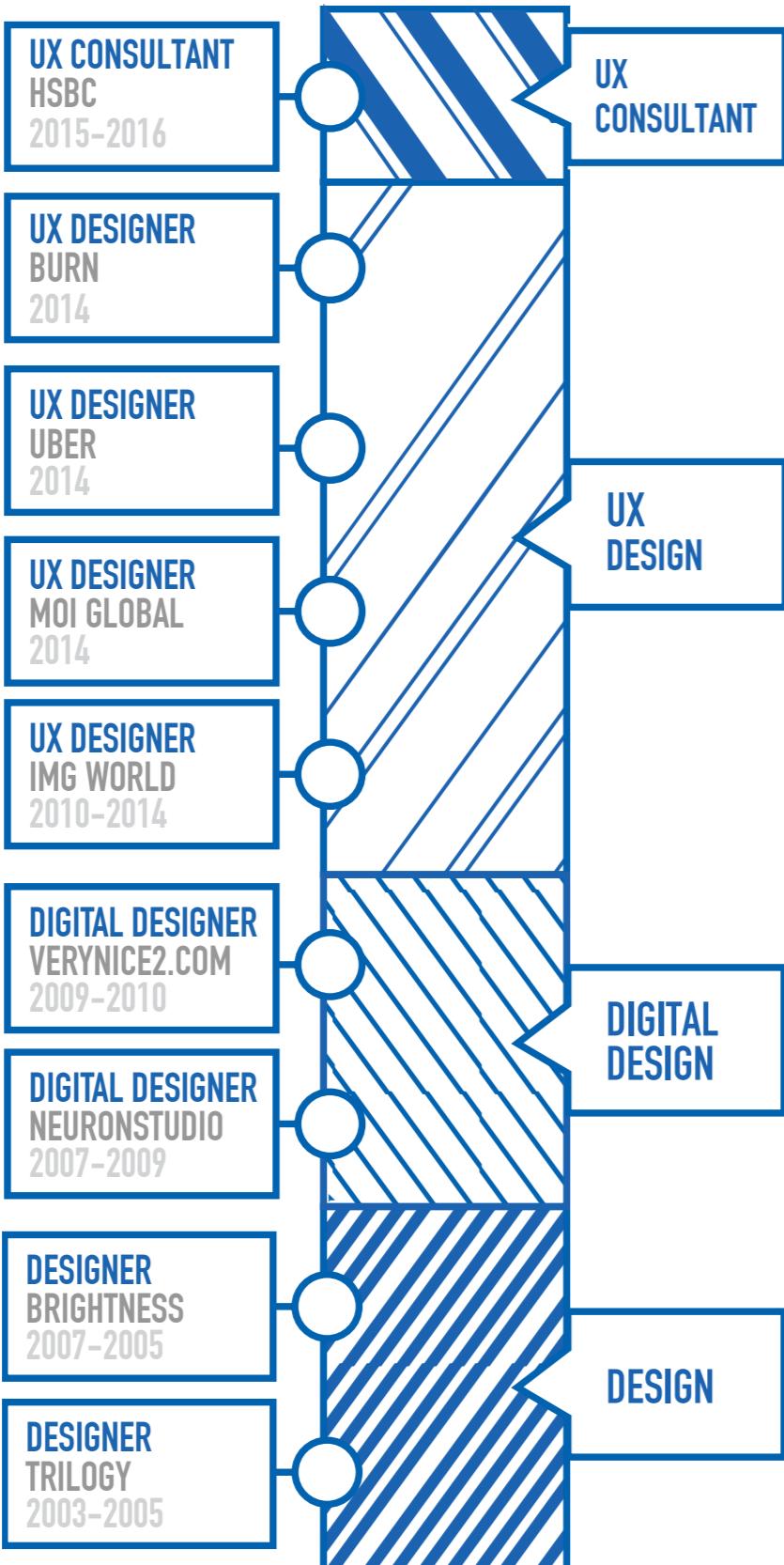
# ANTON MIRCEA

**UX PORTFOLIO**  
SELECTED SAMPLES  
PORTFOLIO 2015



# SKILLS

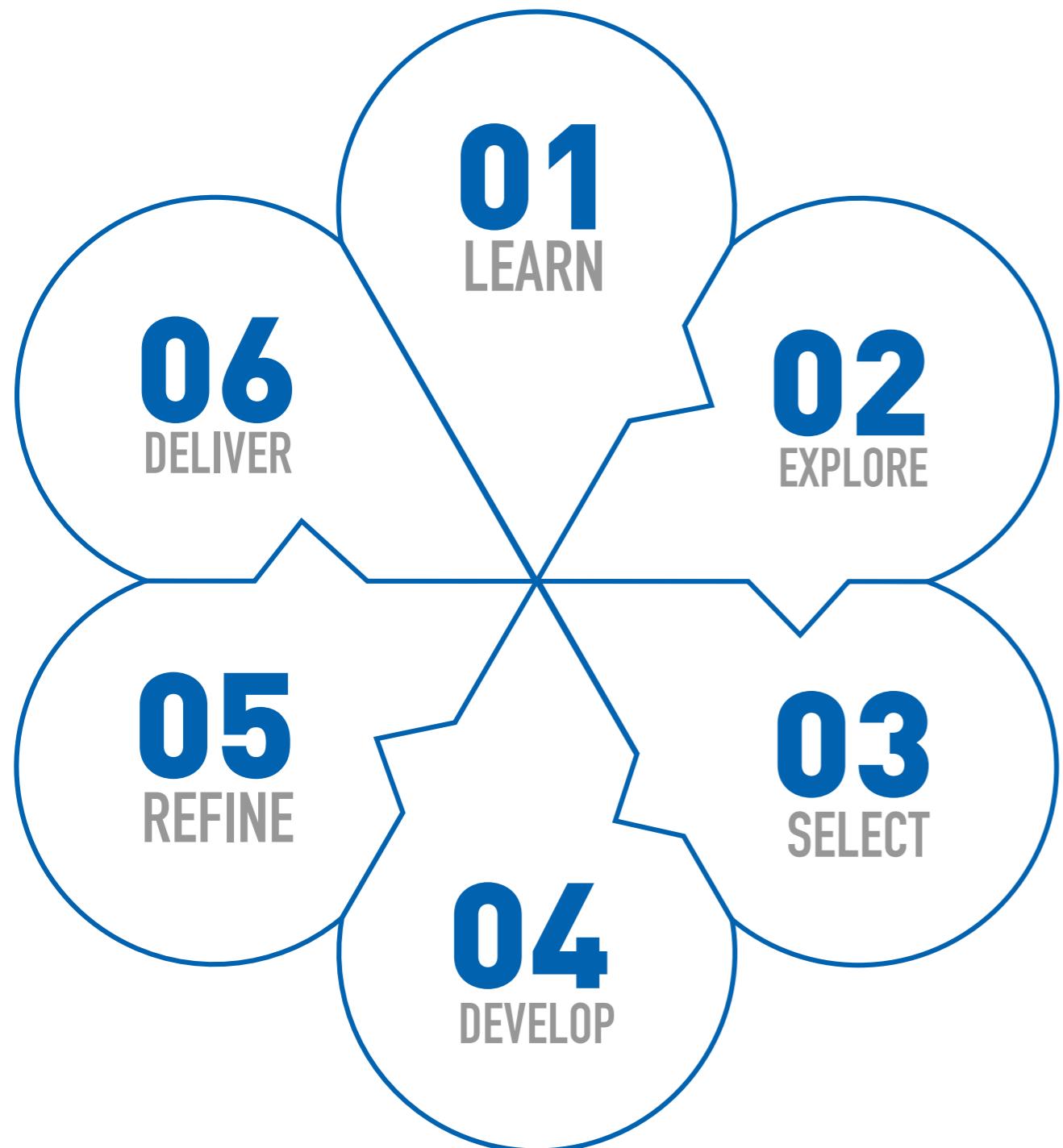
I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator and a facilitator.



# EXPERIENCE

I've successfully delivered and managed more than **50+** digital projects ranging from web & mobile apps, crm platforms, cms based corporate websites, and large ecommerce. All are at the highest standard of execution and represent some of the leading companies in the industry.





# PROCESS

**01 Learn.** Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and field studies. **02 Explore.** Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

**03 Select.** Evaluate, test, and select wireframe concepts for prototype development. **04 Develop.** Create design specifications and evolve concept/wireframes into full design solution. **05 Refine.** Evaluate design with stakeholders to obtain feedback and conduct usability testing. **06 Deliver.** Complete design and produce deliverables.

## 01 IMG GOLF

Corporate content website showcasing the business history as a market leader in the sport with 50 years of experience.

## 02 SPORT 24

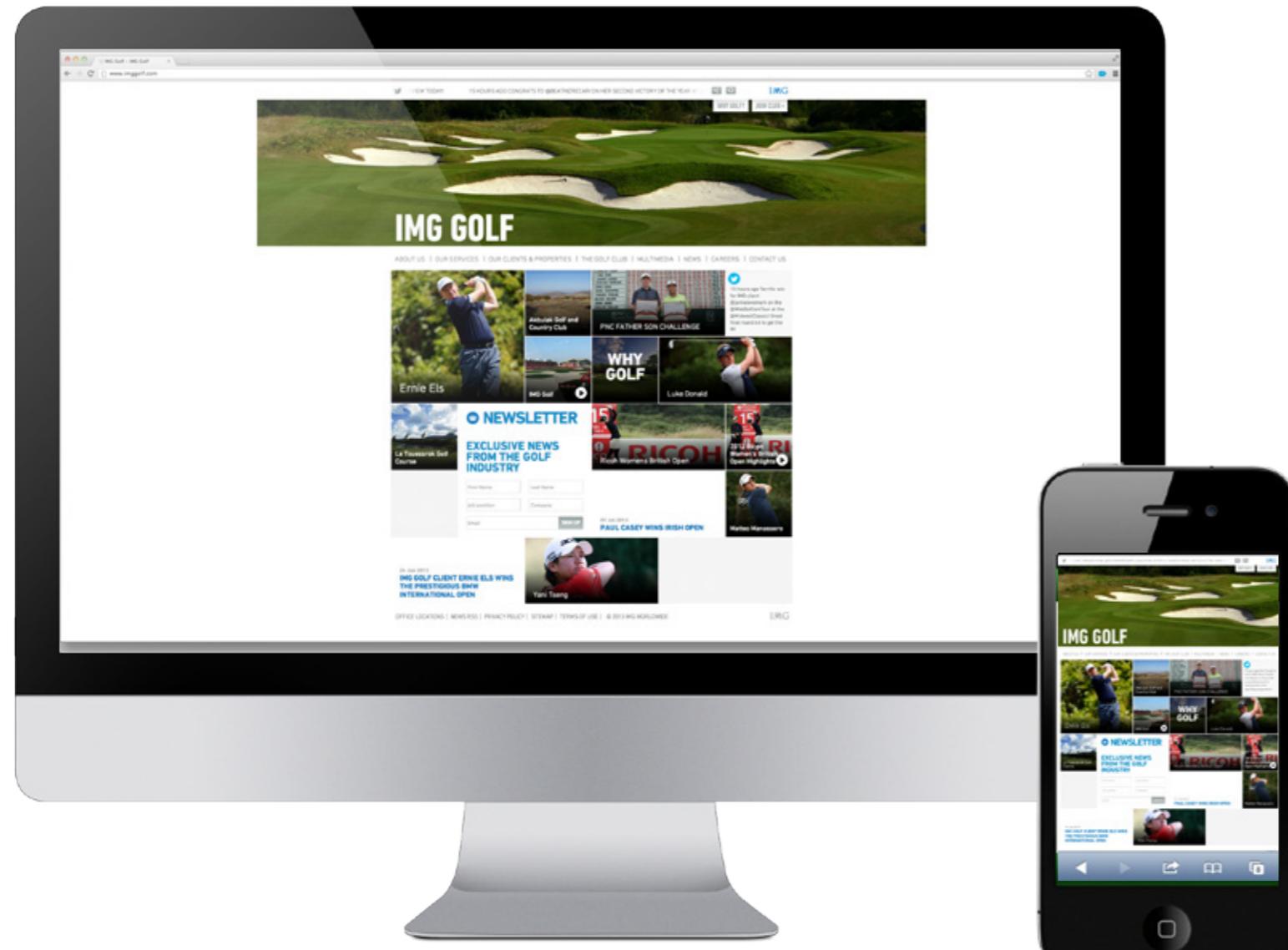
A corporate website for the world's first ever LIVE global sports channel for the Airline and Ship at Sea industry

## 03 BT

IMG pitch for BT. Football interactive app for smartphones tablets and smart TVs

## CASE STUDIES

There is quite a vast list of projects that I have worked on since I started my career. This is a selection of my best and most recent UX work that I have done. The projects are relevant for their industry and devices.



# IMG GOLF

Date: March 2014

Platform: Desktop and mobile

## CHALLENGE

Build a website that curates current, credible, trustworthy, reliable content, provide resources for users and generate business leads.

## WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating site maps
- > Conducting competitive research
- > Low-fidelity prototypes
- > Creating wireframes
- > High-fidelity design & guidelines
- > Usability testing

06

**IMGGOLF.COM**  
PROJECT OVERVIEW  
PORTFOLIO 2015

ANTON  
MIRCEA

# 01 IMG GOLF

## SETTING GOALS AND OBJECTIVES

**SITE URL:** [imggolf.com](http://imggolf.com)

**SITE OWNER:** IMG World

### WHAT IS THE WEBSITE ABOUT?

imggolf.com is a corporate content website showcasing the business history as a market leader in the sport with 50 years of experience managing the top golf professionals, golf courses, premier golf events and personalities

### WHAT ARE THE GOALS OF THE WEBSITE?

The Goal of the website is to provide current, credible, trustworthy, reliable content, provide resources for users and generate business leads.

### WHO ARE THE USERS OF THE SITE

**Primary audience:** Broadcasters and Sponsors

**Secondary audience:** Event Managers and Sales Managers

## 02 IMG GOLF CONDUCTING INTERVIEWS

Michele Mair  
VP.

Nickole Haymond  
Consulting

Mark Dunkley: IMG Golf  
manager (Reu)

① Understanding the business:  
IMG Golf helps upon imgolf works closely with s profile and create broad worlds best known companies golf. Leads up in all f implement unique and impact. Solutions. Strategic focus to unlimited less to people investment.

② Goals & Objectives  
imgolf.com a q. lifestyle, showcase management & operation. World's leading golf even prominent client more company.

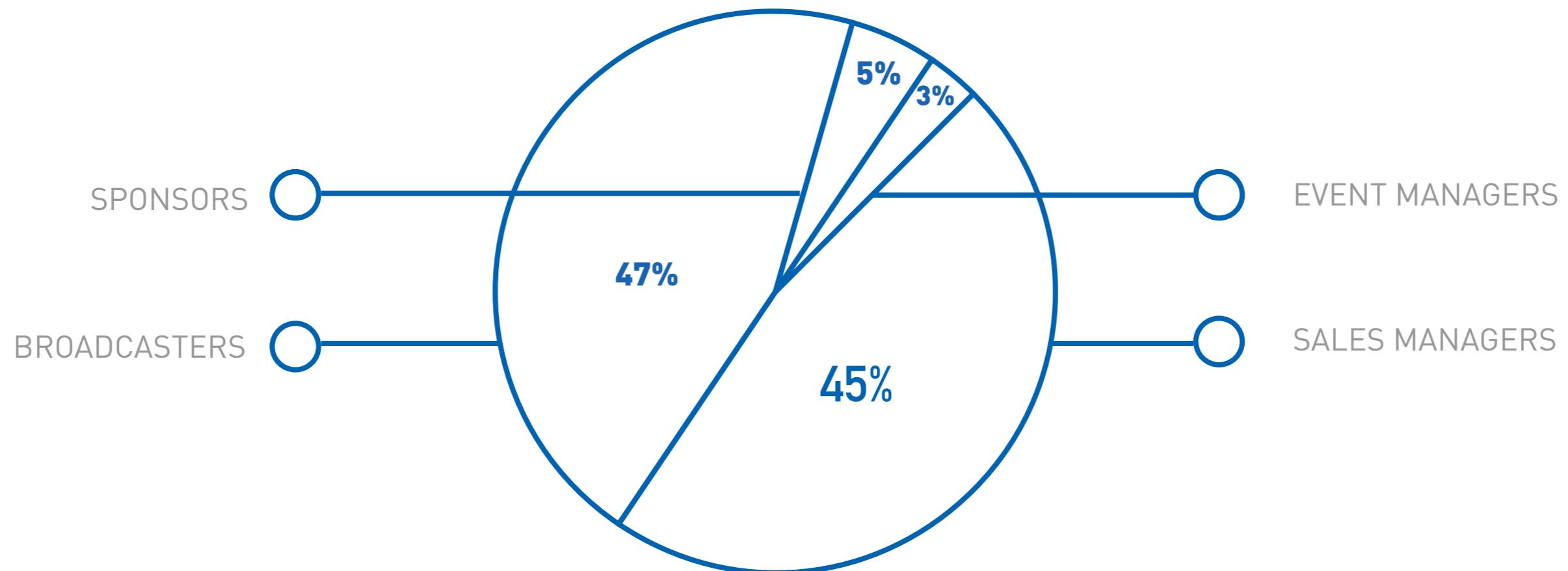
③ Pain Points:  
\* Not enough exposure to set the standard for on marketing & broad consist

① Understanding the business:  
Been with IMG for 6 years, worked on a variety of projects ranging from golf courses to golf events. Vast network of connections from managers, IT department, logistics.

② Goals & Objectives  
Needs a platform that distributes content around world and their vast portfolio of golf assets. Information needs to be gathered from 3 other department and tailored to a online format.

③ Pain Points  
Want zoom to find an easy way to access that much information. Need to make it concise yet with a strong brand voice/stamp.

## 03 IMG GOLF ESTABLISHING KEY AUDIENCES



# 04 IMG GOLF

## 01 BUILDING PERSONAS

BROADCASTER | INCLUDES CHANNEL MANAGER, EXECUTIVE BROADCASTING DIRECTOR

### WHO ARE THEY?

- › Decision makers
- › Age: 35+
- › Gender: Mixed
- › Family: Married, children
- › Education: Strong media background, business orientated

### HOW DO THEY FIND INFORMATION?

- › On desktop/laptops - smartphones, information and data focused - email primary communication
- › Forums for broadcasting trends -media magazines, media groups on social networks such as LinkedIn

### MAIN GOALS/WHAT DO THEY WANT?

- › To find the right level of information quickly
- › Trending, impactful & cost efficient content
- › To be the first to know about media trends, news / latest in broadcasting world

### PAIN POINTS

- › Finds it hard to find relevant content for his industry
- › The content found is not always up to date
- › Finds it hard to get the contacts for the right people
- › Hard to distinguish the level of quality of the content presented

### MOTIVATION

- › Find new suitable content
- › Discover new trends in the industry
- › Access fresh & new content markets

10

IMGGOLF.COM  
CASE STUDY  
PORTFOLIO 2015

I synthesized my personas from observations, research and stakeholder interviews. To create a thorough persona I normally include social and demographic characteristics, needs, desires, goals, habits, expertise, cultural background and motivations.

ANTON  
MIRCEA

## 05 IMG GOLF

### 02 BUILDING PERSONAS

BROADCASTER | INCLUDES CHANNEL MANAGER, EXECUTIVE BROADCASTING DIRECTOR

#### AUDIENCE NEEDS:

- > What is your best content about?
- > What is the audience for that content?
- > What is your latest tv content? - upcoming updates, trends?
- > What are the trends in your industry?
- > What can I buy – how much?
- > Exhibitions – when, where, who?
- > New content /
- > Who stars/presents your content?
- > What is your distribution platform?
- > Is this data up to date?
- > How do you produce your content?
- > How engaging is your content?
- > Where can I find details about your shows? Do you offer any additional services? – local office / contact details

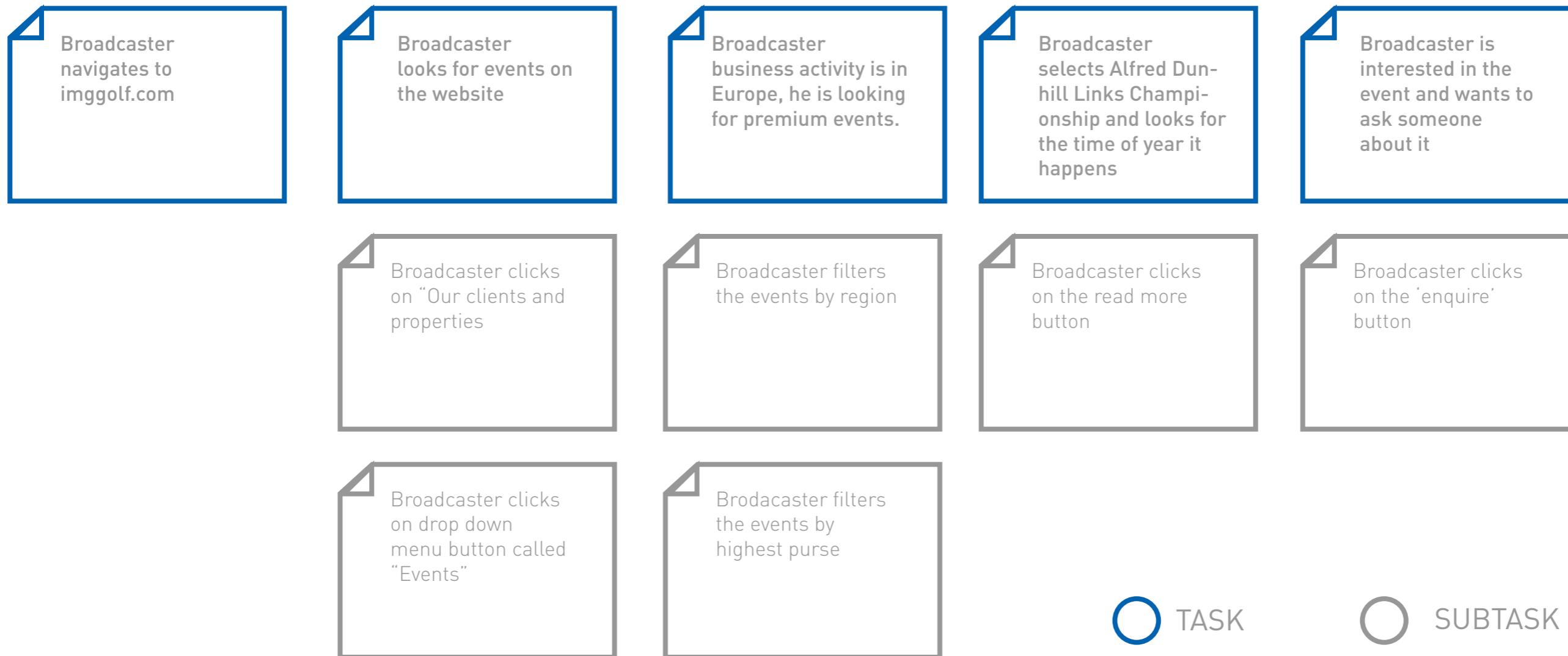
#### SOLUTION (CONTENT & FUNCTIONALITY)

- > Interactive website design
- > Accessibility, UX, IA – improvements
- > Product search/filter
- > News / media section – trends, exhibitions, new (blog?) Video – event show
- > Contact details – global network
- > Email newsletter
- > Video – inside the business
- > (content analysis)
- > Golf feature with most popular players
- > (success) Facts/Stats

## 06 IMG GOLF

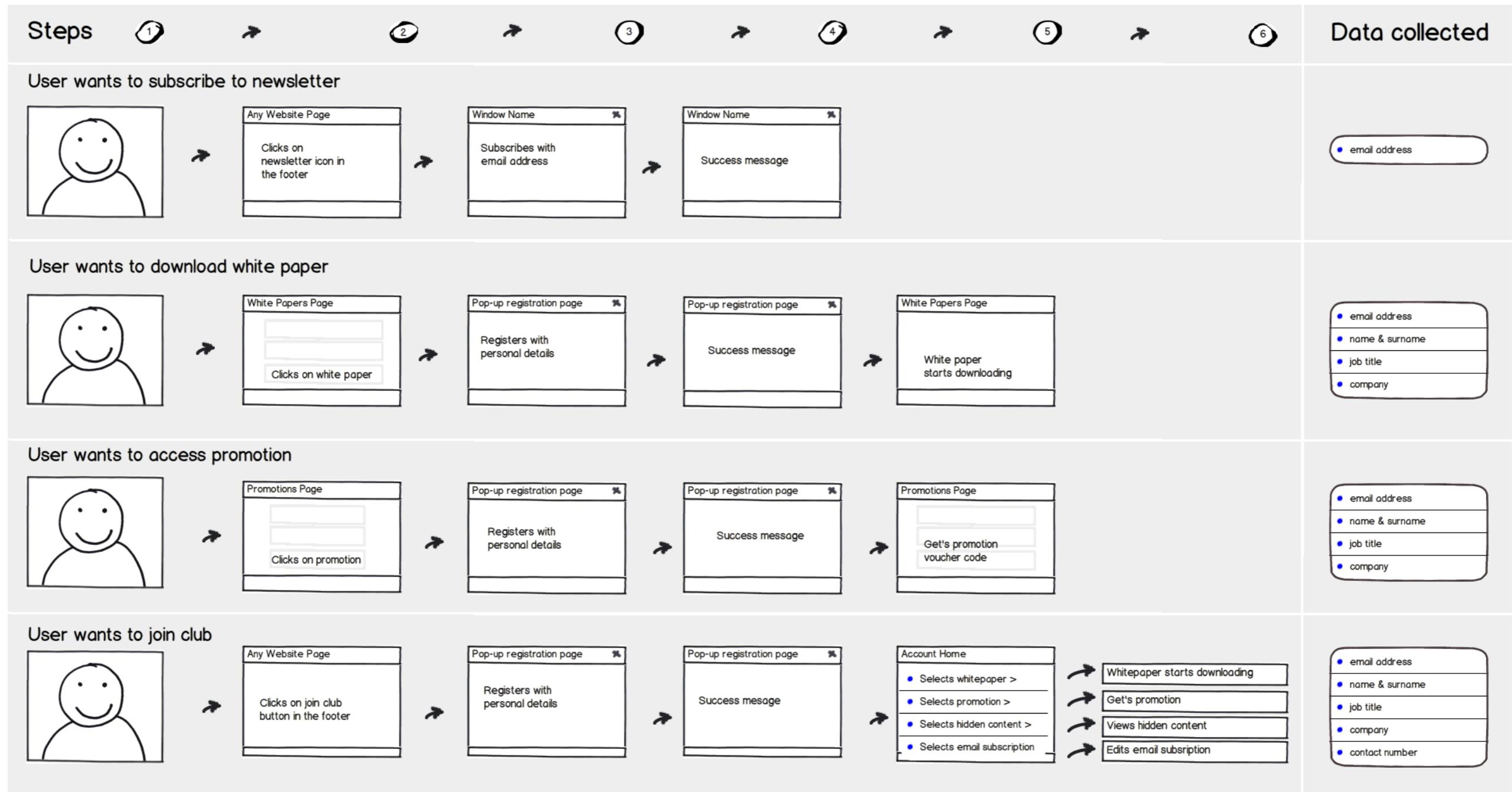
# CREATING SCENARIOS

BROADCASTER IS DOING RESEARCH AND WANTS TO FIND AN EVENT THAT MIGHT SUIT HIS CHANNELS PROFILE

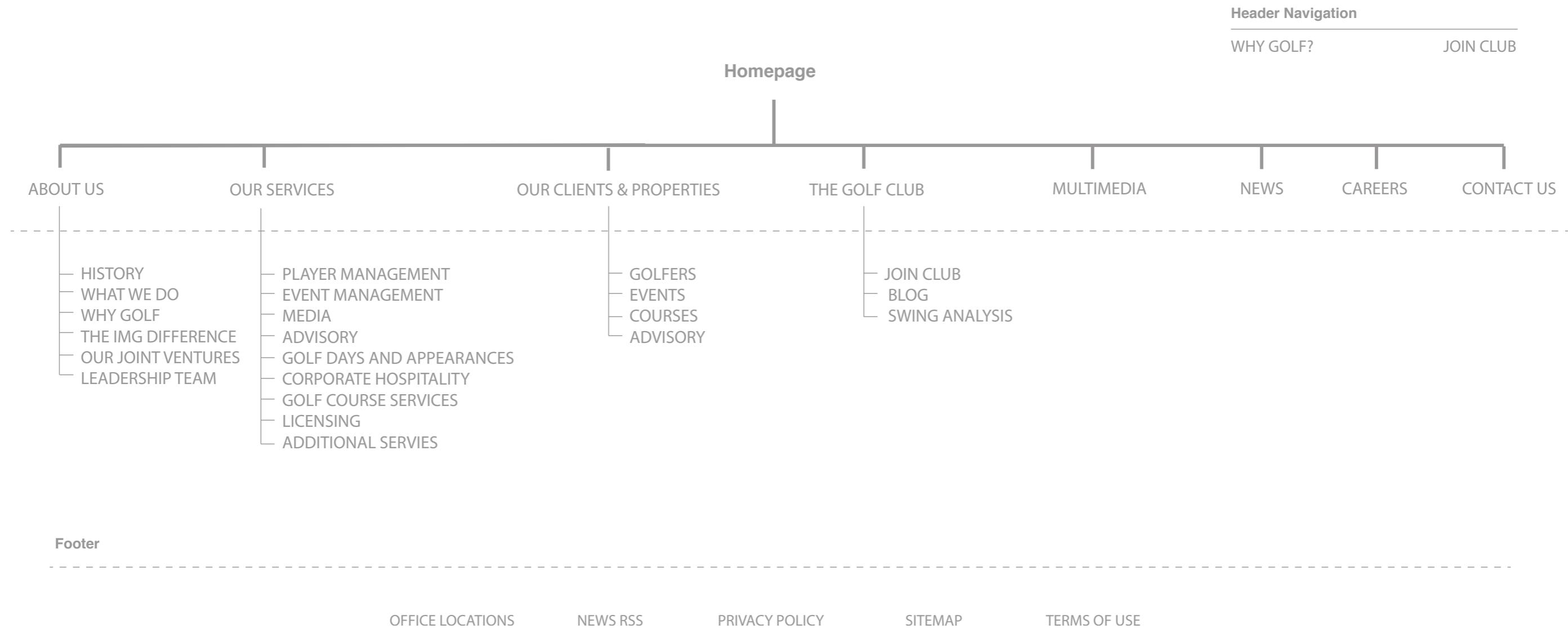


# 07 IMG GOLF

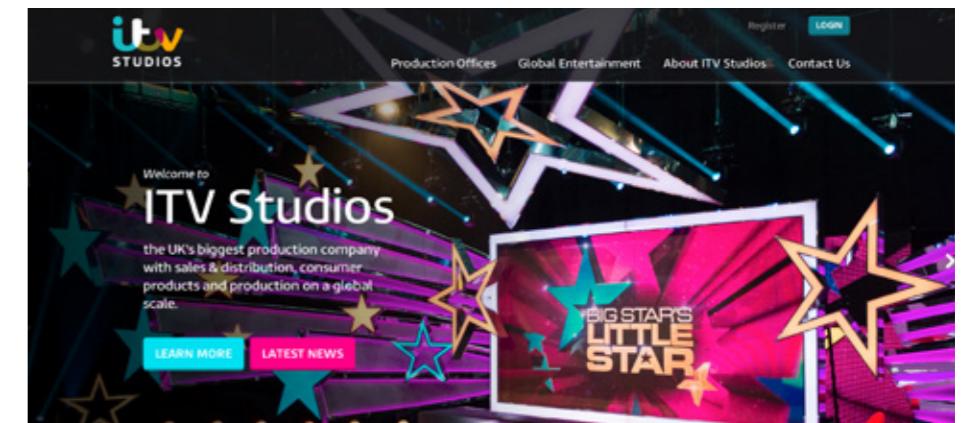
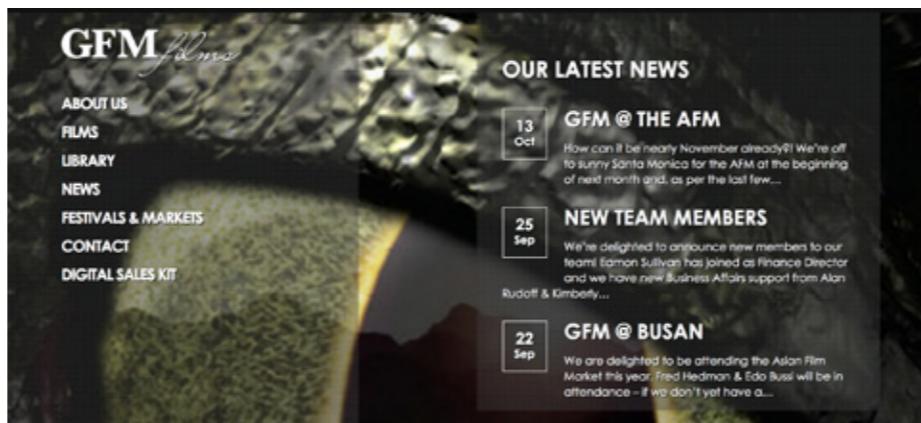
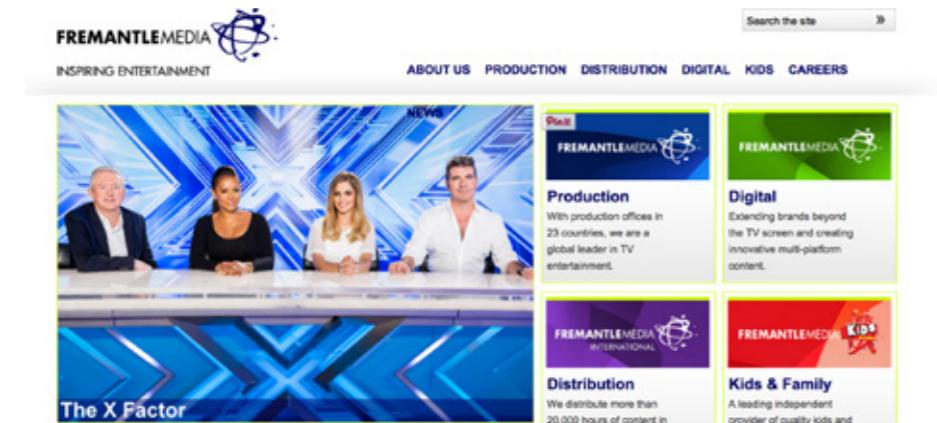
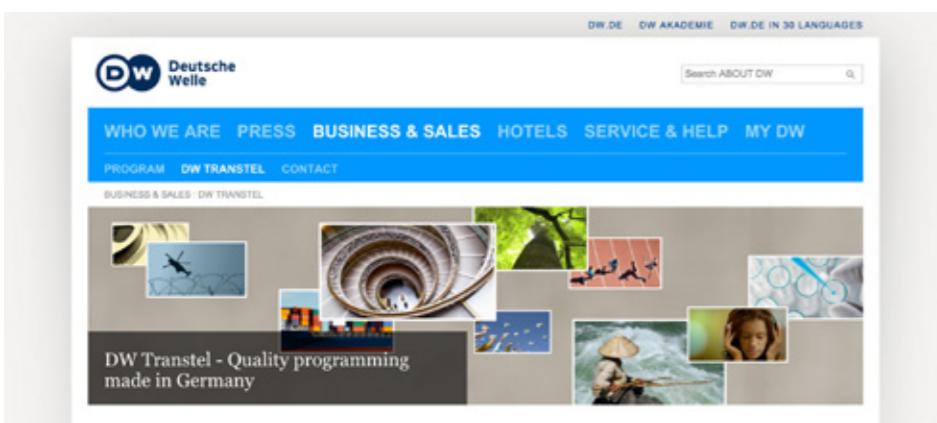
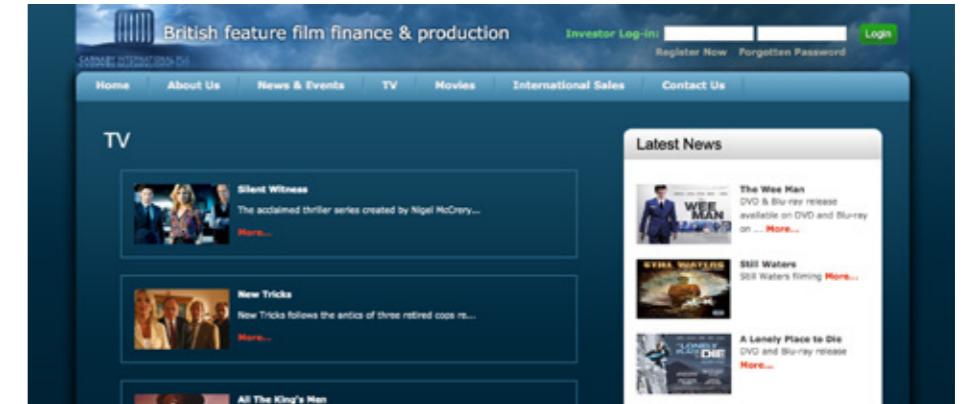
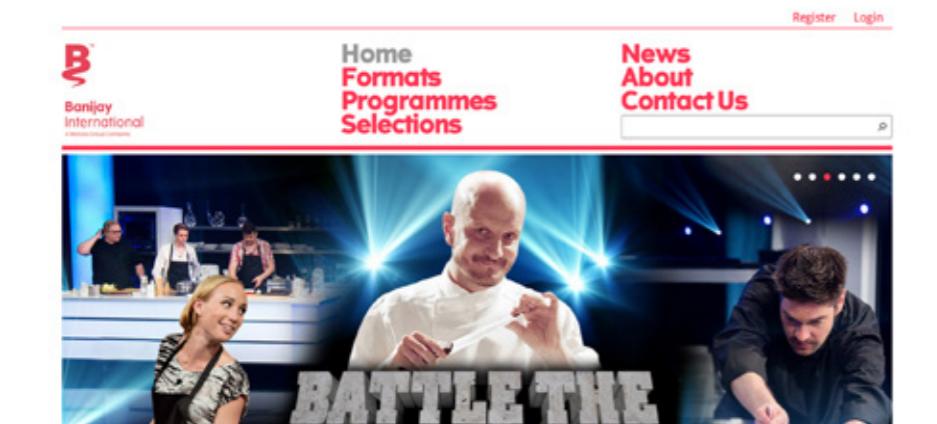
## USER JOURNEYS FOR DATA COLLECTION



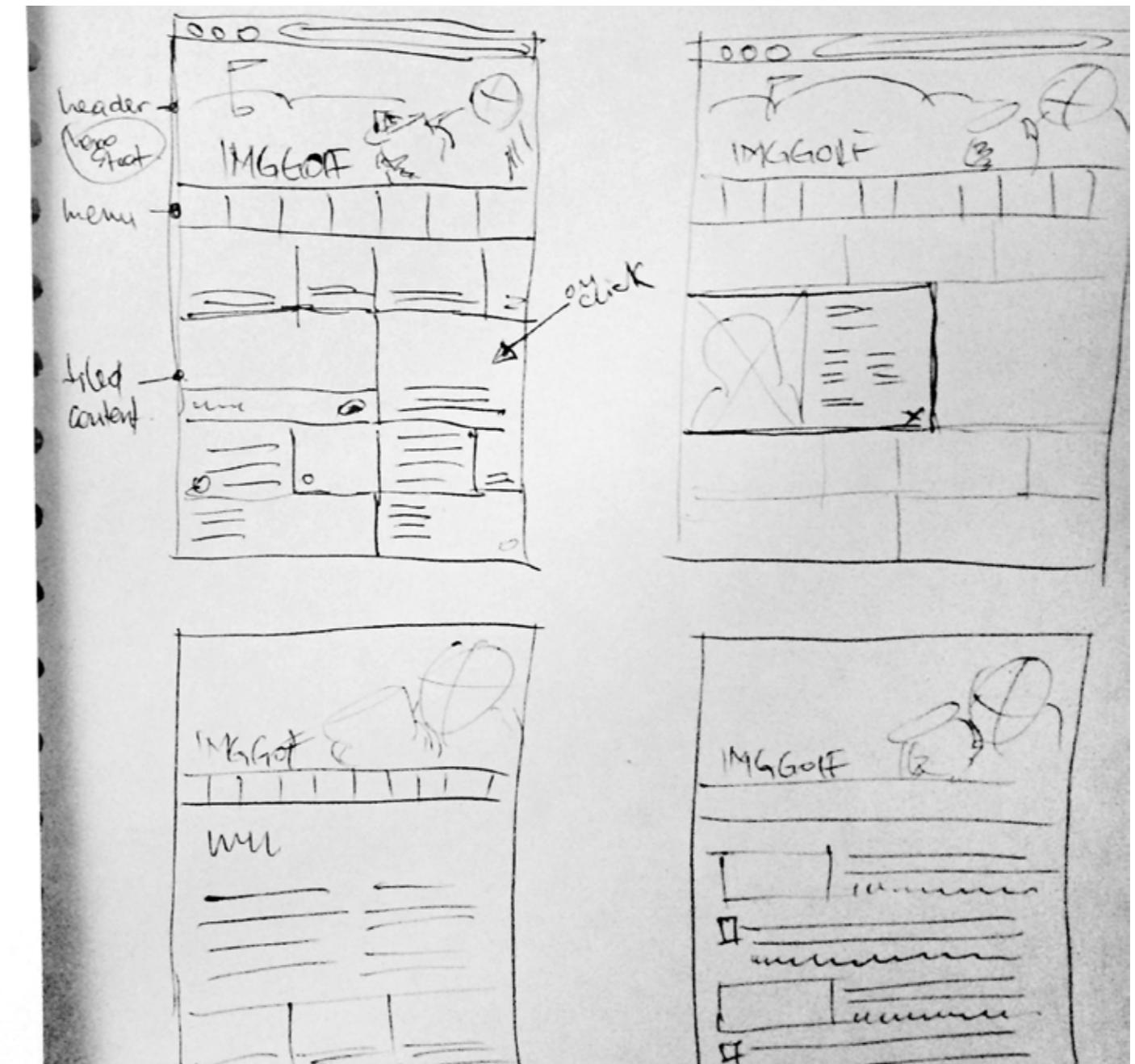
## CREATING SITEMAP



# 09 IMG GOLF COMPETITIVE PRODUCT RESEARCH

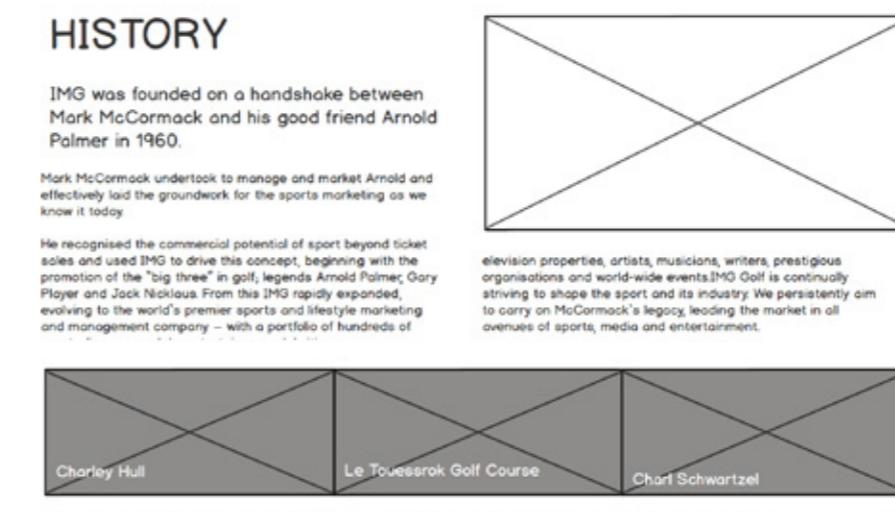
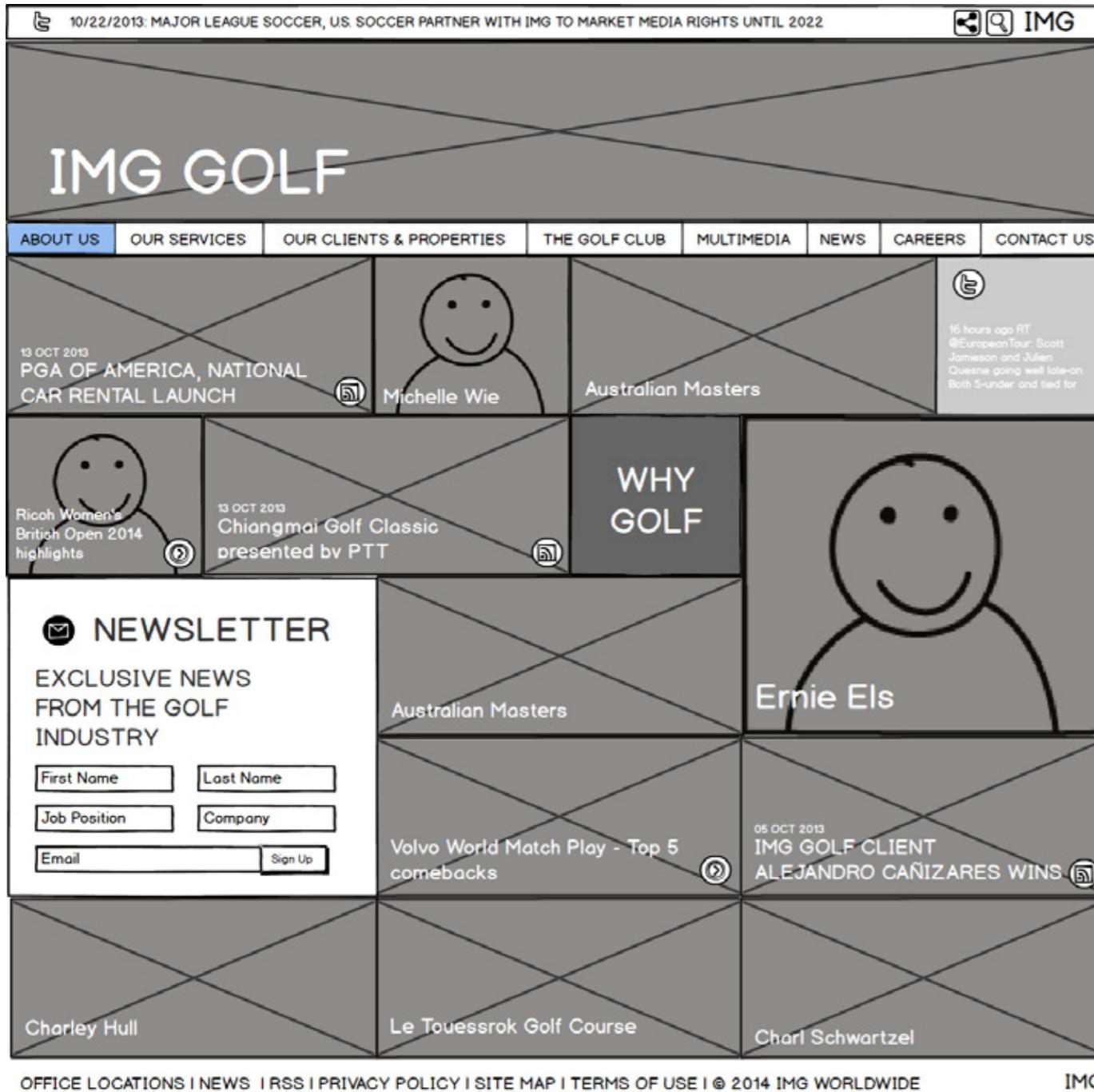


# 10 IMG GOLF LOW-FIDELITY PROTOTYPES



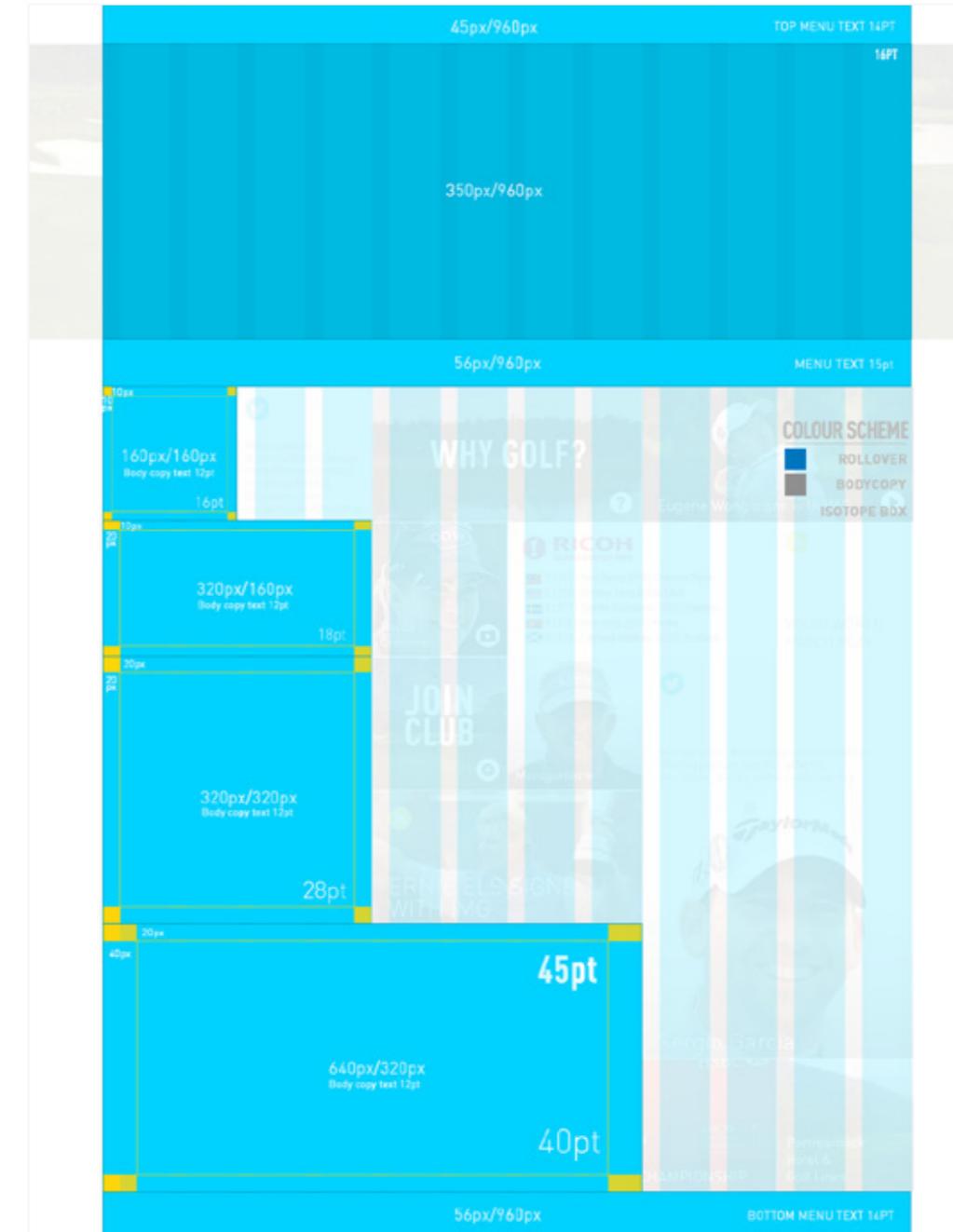
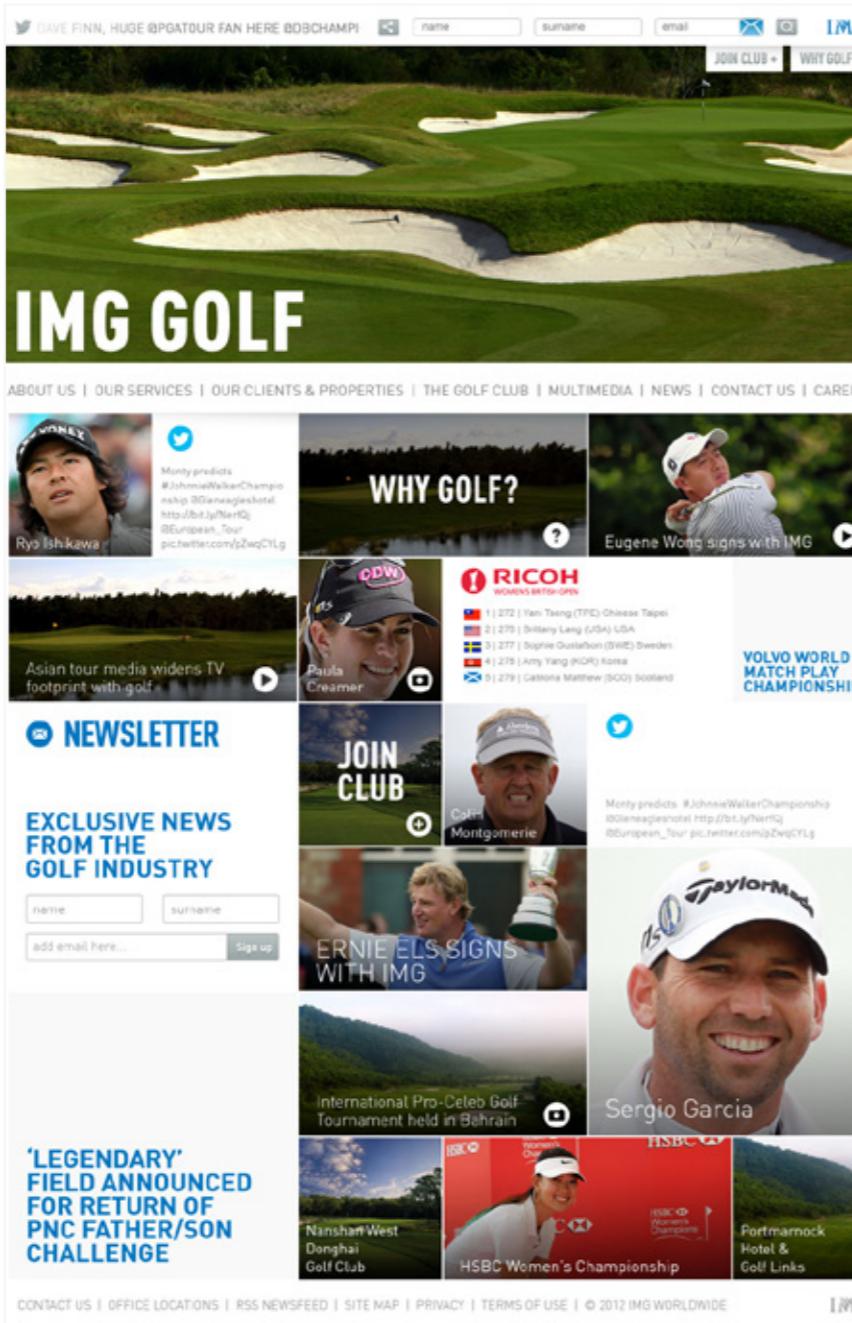
# 11 IMG GOLF

## CREATING WIREFRAMES

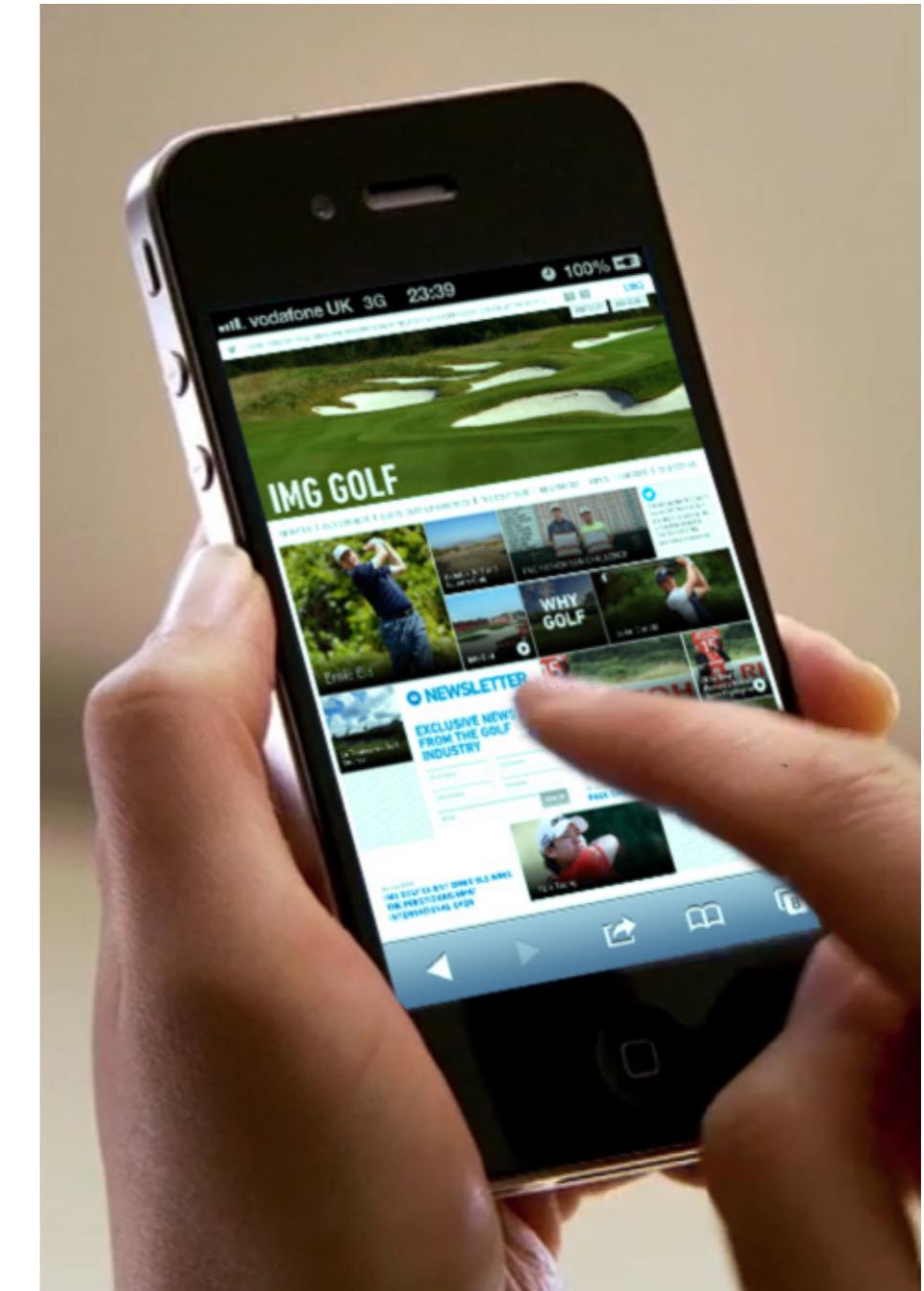


# 12 IMG GOLF

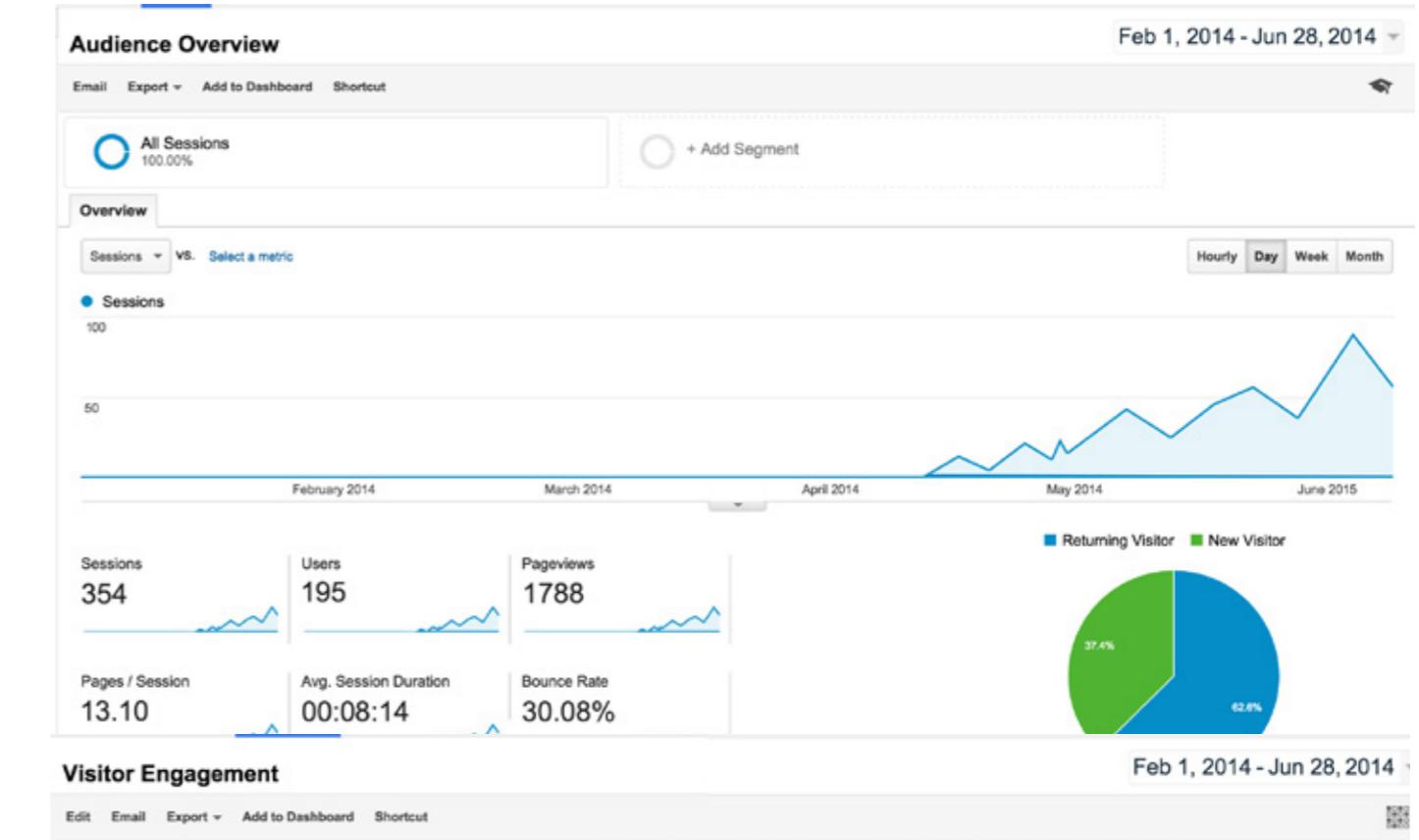
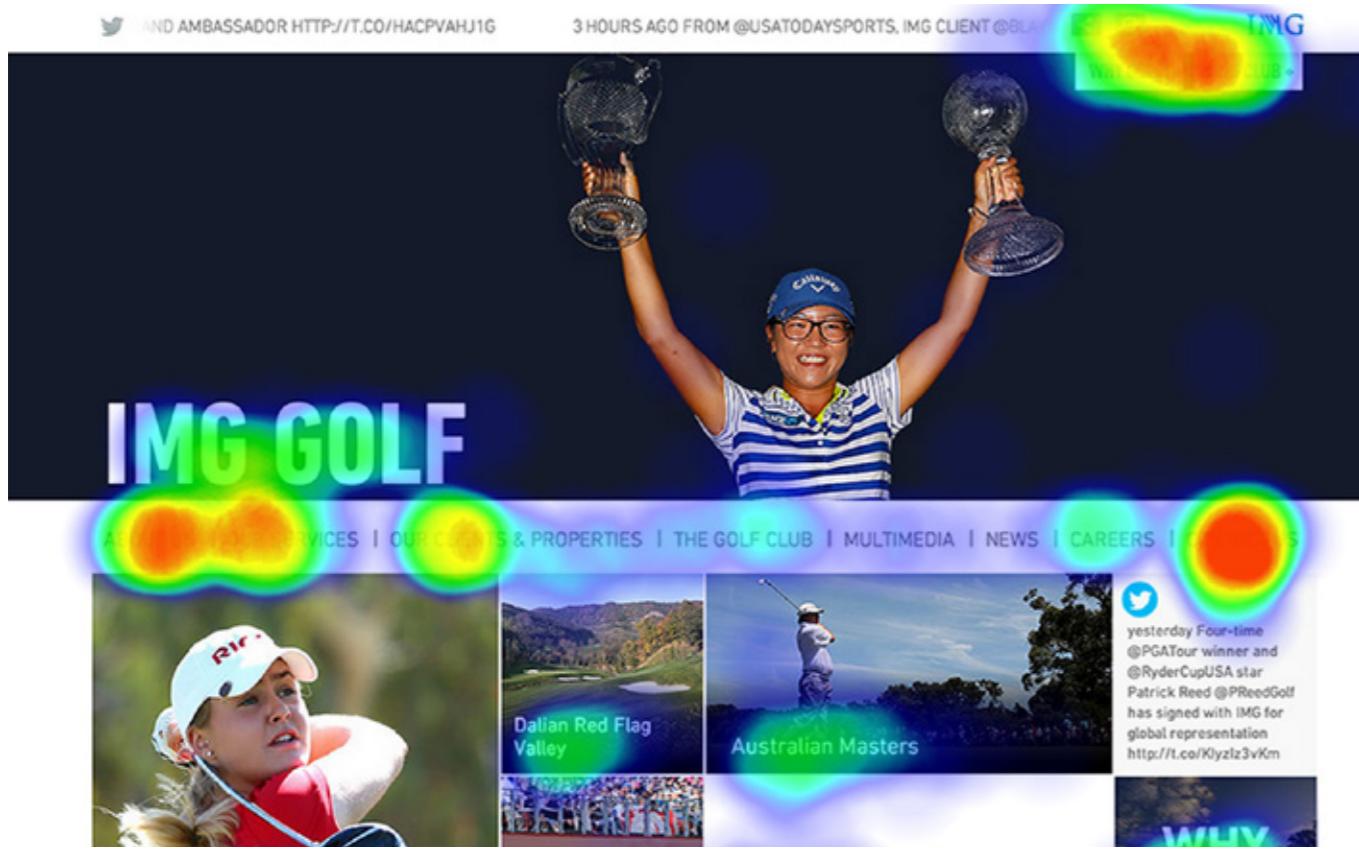
## HIGH-FIDELITY DETAILED DESIGN & GUIDELINES



# 13 IMG GOLF CONDUCTING USABILITY TESTS



# 14 IMG GOLF PROJECT OUTCOME



## ACHIEVEMENTS

- > Healthy & steady traffic growth since launch (over 1700 in the first 2 months)
- > Low overall bounce rate & healthy average time on site indicates good visitor retention
- > Responsive design success revealed in low mobile traffic bounce rate
- > Referrals, and social sharing validates content quality, trust and credibility.
- > 17.6% conversion rate on business leads based on newsletter subscriptions.
- > In page analytics and click tracking indicates successful navigation

# SPORT 24



## CHALLENGE

Create a credible, trustworthy, reliable web platform that is timely, current and has well-timed content, resources and knowledge.

## WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating site maps
- > Conducting competitive research
- > Low-fidelity prototypes
- > Creating wireframes
- > High-fidelity design
- > Usability testing

## SETTING GOALS AND OBJECTIVES

**SITE URL:** sport24-tv.com

**SITE OWNER:** sport24

### WHAT'S IS THE WEBSITE ABOUT?

sport24.com is a corporate website for the world's first ever LIVE global sports channel for the Airline and Ship at Sea industry. this groundbreaking service revolutionises passengers' experience and enables them to enjoy world class sport across continents and time zones

### WHAT ARE THE GOALS OF THE WEBSITE?

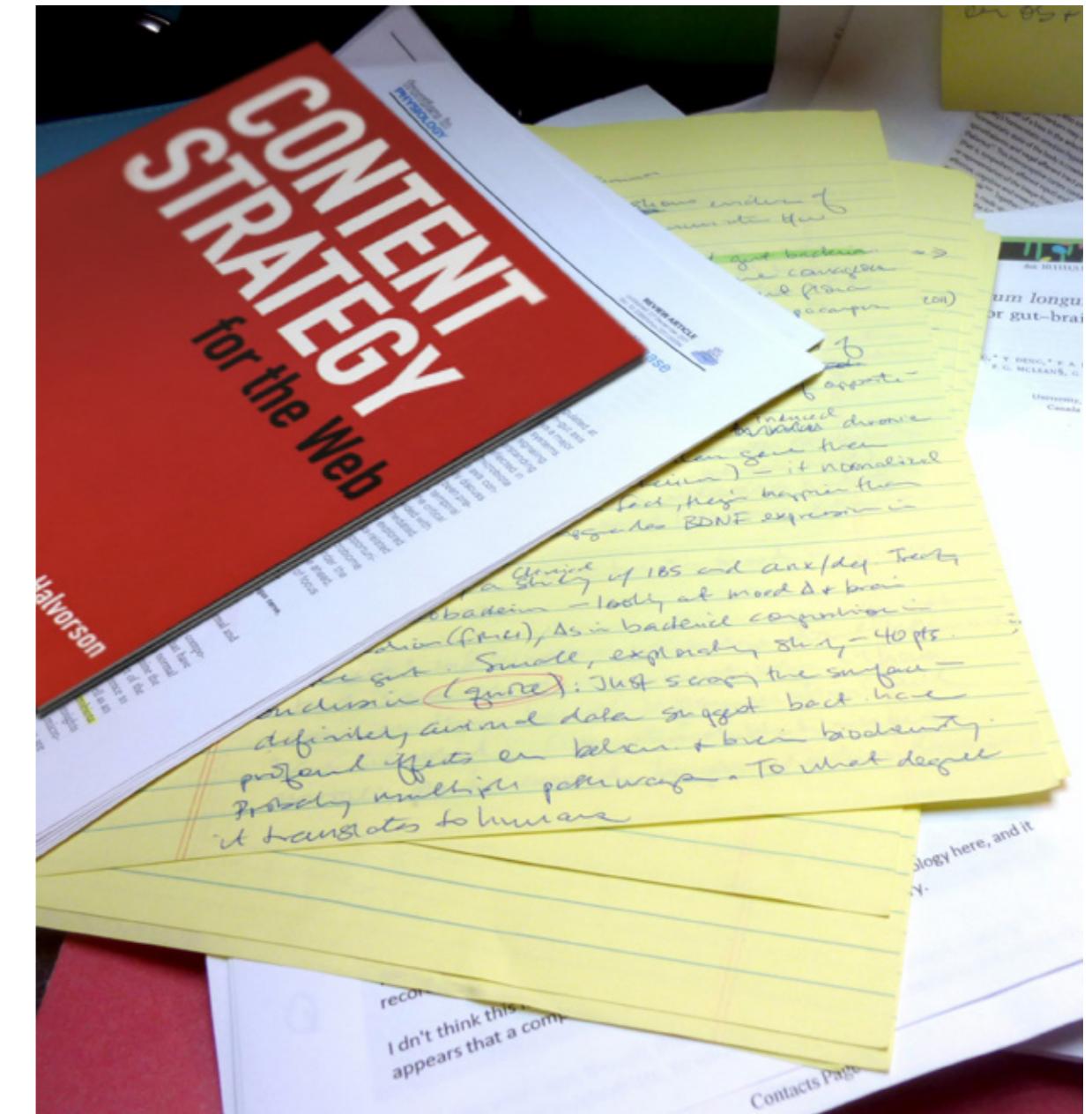
The Goal of the website is to provide up-to-date, specific, well structured reliable content. Current and relevant content, resources, and media supporting the sport24 live schedule.

### WHO ARE THE USERS OF THE SITE:

**Primary audience:** Flight and Cruise Passangers.

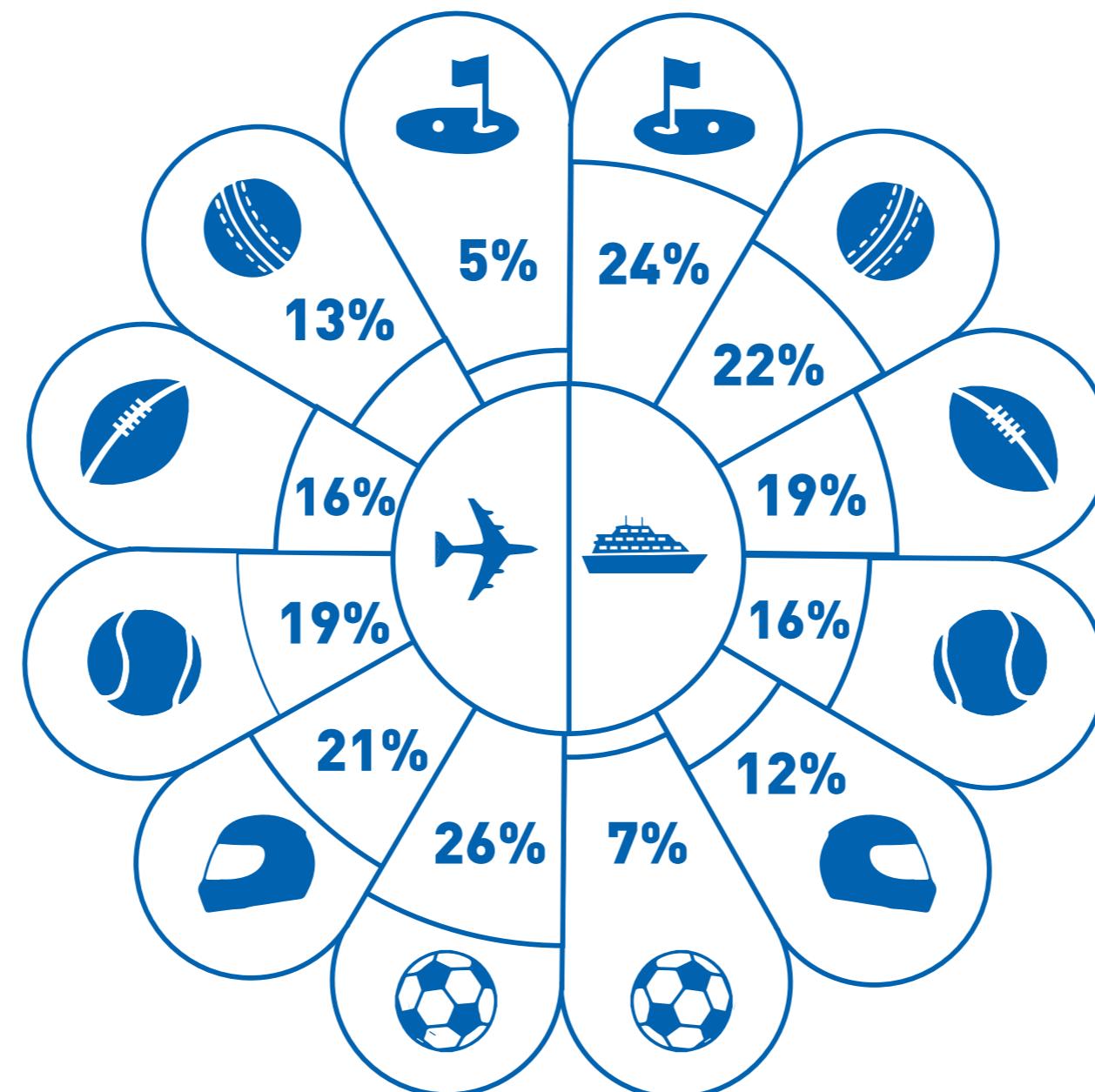
**Secondary audience:** Football, Tennis, Rugby, Motorports, Cricket and Golf fans.

## CONDUCTING INTERVIEWS



# ESTABLISHING KEY AUDIENCES

BY SEA OR BY PLANE | GOLF, CRICKET, RUGBY, TENNIS, MOTORSPORT & FOOTBALL



# 01 BUILDING PERSONAS

FOOTBALL FAN ON PLANE | INCLUDES MOTORSPORT AND TENNIS FANS

## WHO ARE THEY?

- > Football fans
- > Age: 19 - 35
- > Gender: Male
- > Family: Single, married, children
- > Education: Degree

## HOW DO THEY FIND INFORMATION?

- > On desktop/laptops - smartphones, mobile phone and email communication
- > Football apps, sport magazines, football management games.

## MAIN GOALS/WHAT DO THEY WANT?

- > To watch the football content they want, football teams they support
- > New, football related content
- > To be the first to know about football results, news / latest in football world.

## PAIN POINTS

- > Top leagues games are exclusive to some networks
- > The content found online is not always the newest
- > Hard to find live content other than TV

## MOTIVATION

- > Be engaged with the sport
- > Discover new ways of engagement with the sport
- > Access fresh & new football content

## 02 BUILDING PERSONAS

FOOTBALL FAN ON PLANE | INCLUDES MOTORSPORT AND TENNIS FANS

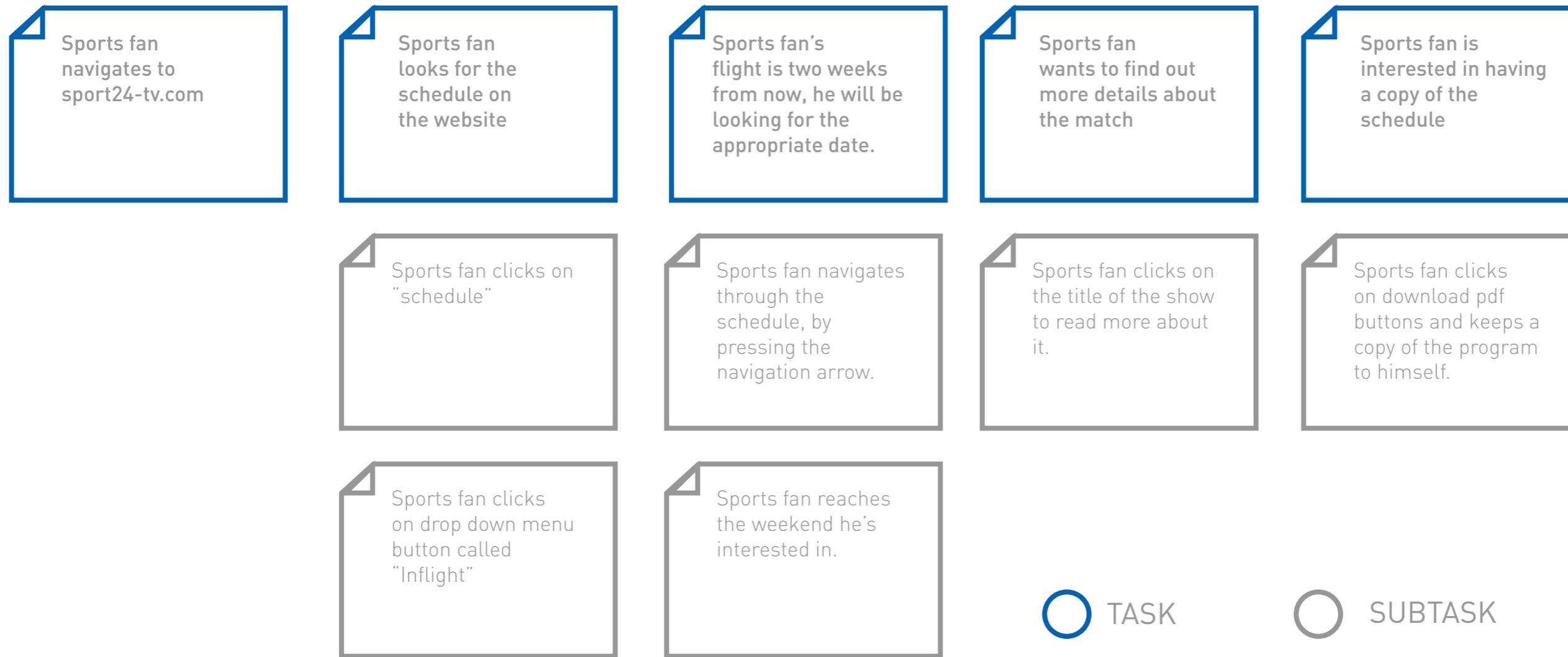
### AUDIENCE NEEDS:

- > How can i find if there's sport on my flight?
- > How can i find if football will be on.
- > Can i select my favourite game.
- > How long will be the program.
- > Can i get updates on the program?
- > Are there any news regarding football?
- > How can i find the newest content ?
- > Do you offer any additional services? local office / contact details

### SOLUTION (CONTENT & FUNCTIONALITY)

- > Interactive website design
- > Accessibility, UX, IA
- > Sports/Football on airplane story
- > Subscribe option
- > News / media section – trends, shows, new (blog?) Video content?
- > Contact details – network
- > Email newsletter
- > Video – inside the business (content analysis)
- > News feature with most popular players

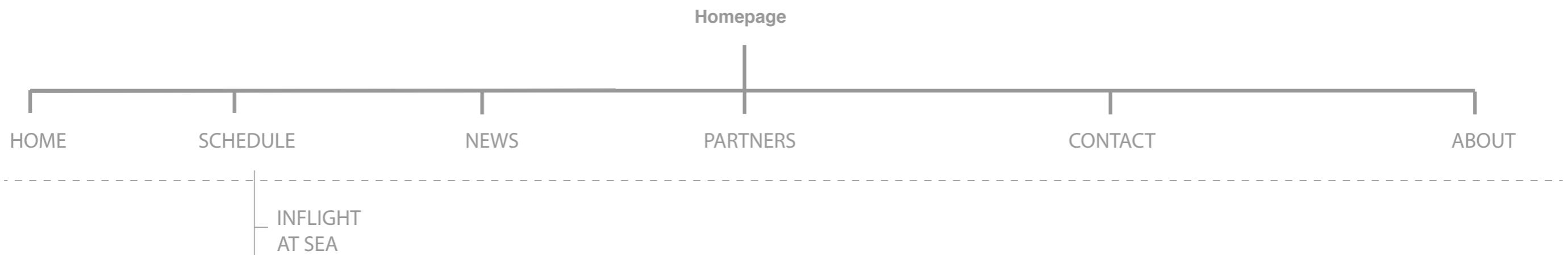
# CREATING SCENARIOS



# CREATING SITEMAP

Header Navigation

Subscribe



Footer

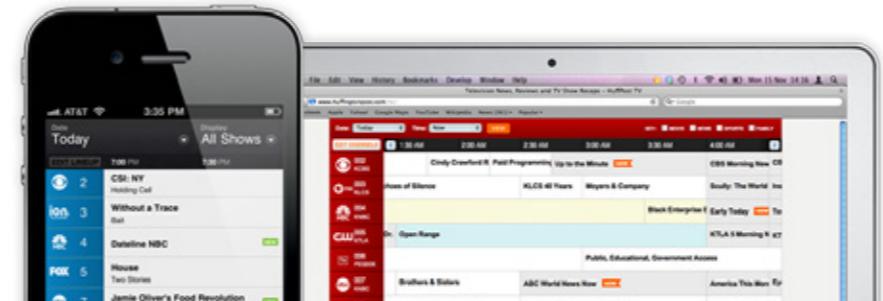
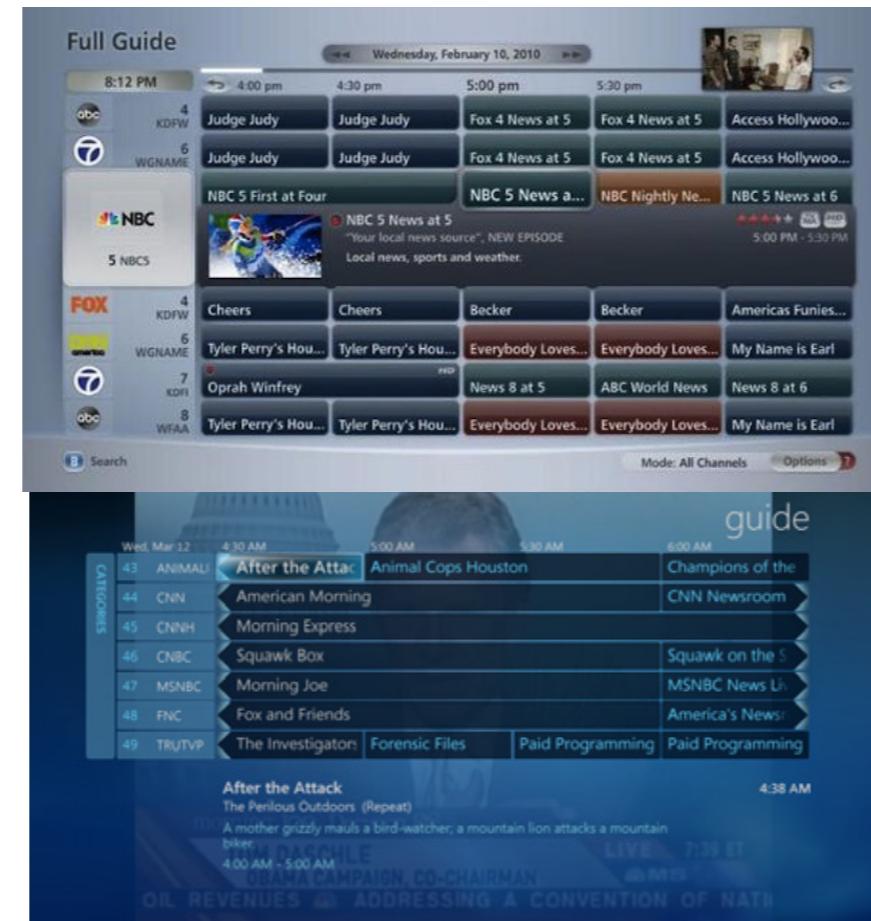
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Cookies

Terms and Conditions

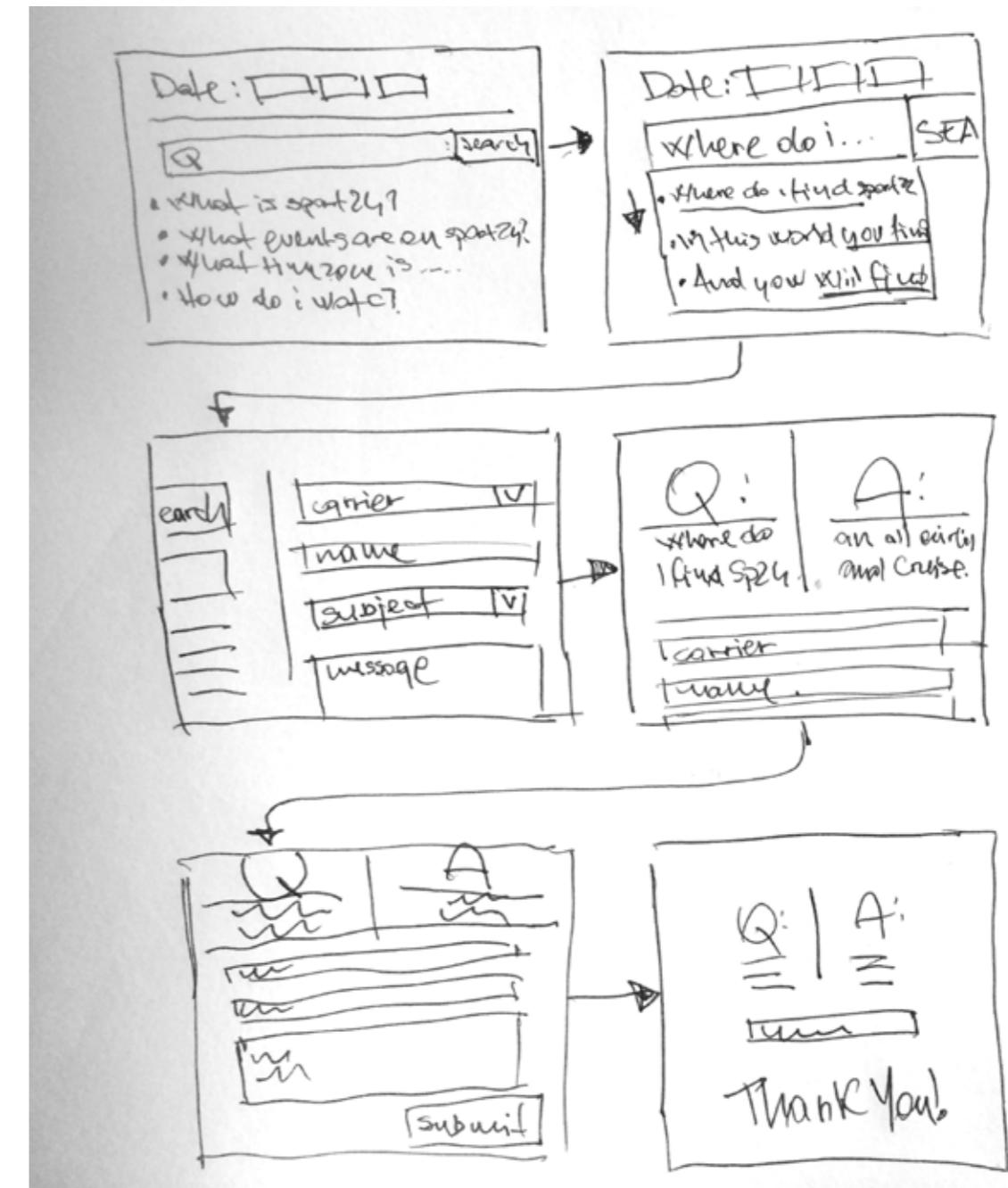
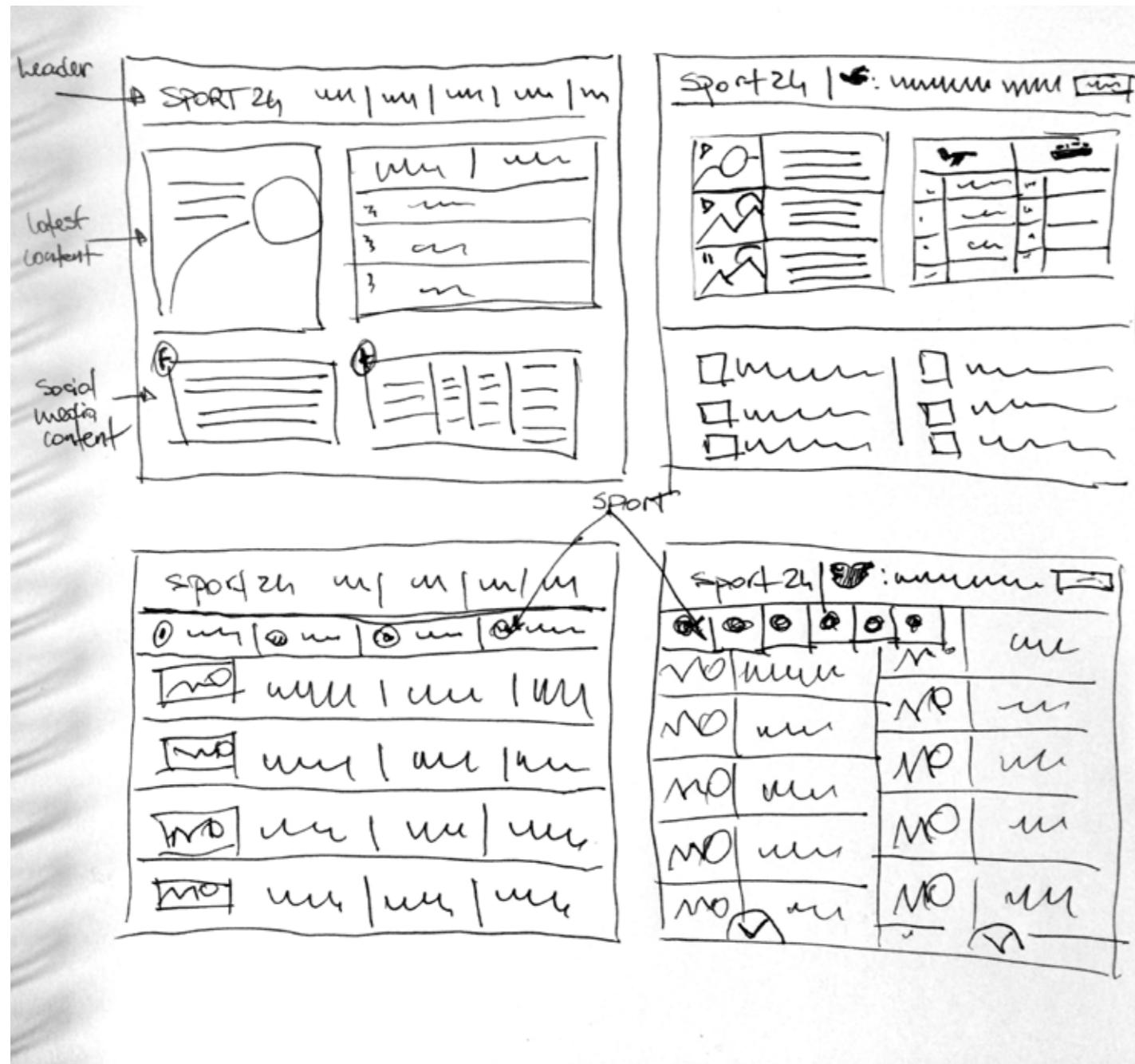
Privacy Notice

# COMPETITIVE PRODUCT RESEARCH



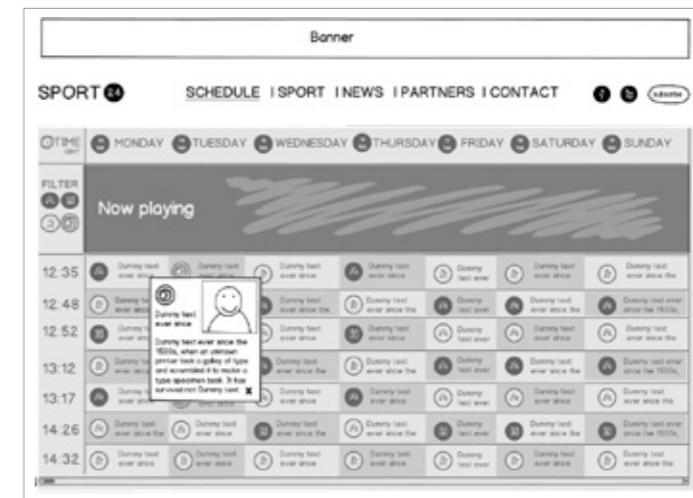
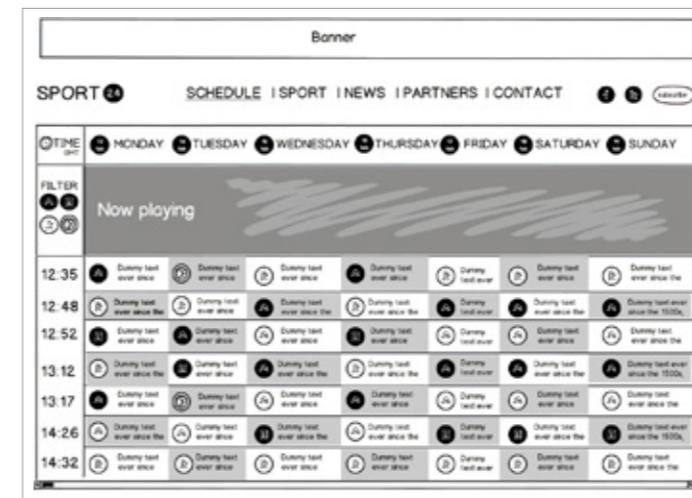
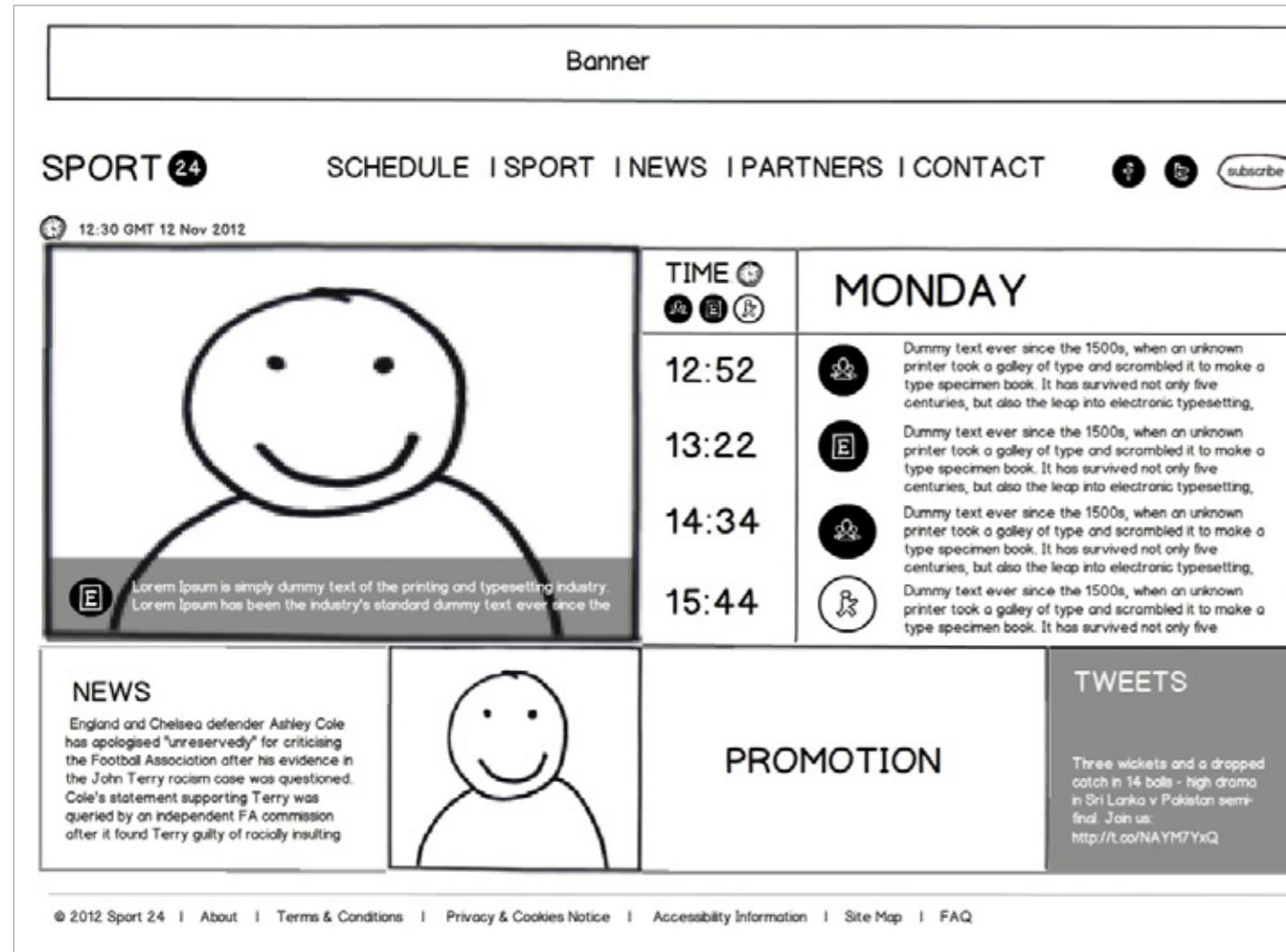
This block contains two screenshots of the SPORT24 website. The top screenshot shows the 'SCHEDULE' section with a grid of program icons for each day of the week. The bottom screenshot shows the 'Now playing' section, which is currently empty. Both screenshots include navigation links for 'SCHEDULE', 'SPORT', 'NEWS', 'PARTNERS', and 'CONTACT'.

## LOW-FIDELITY PROTOTYPES



# 11 SPORT 24

## CREATING WIREFRAMES



# HIGH-FIDELITY DETAILED DESIGN

**SPORT 24**

HOME SCHEDULE NEWS PARTNERS CONTACT ABOUT SUBSCRIBE

Catch the very best sporting action from around the globe.

**WHAT'S ON NOW**

INFLIGHT		AT SEA	
08:30 (GMT TIME)	<b>BIG BASH CRICKET LIVE</b> Adelaide Strikers V Sydney Thunder	LIVE	
12:00	<b>PREMIER LEAGUE NEWS</b> The latest Barclays Premier League news.	LIVE	
12:30	<b>PREMIER LEAGUE GOALS OF THE SEASON</b> A selection of all the finest goals from seasons past.		
13:30	<b>PREMIER LEAGUE FOOTBALL TODAY</b> Daily action, analysis, discussion and debate from the Barclays Premier League.	LIVE	

**LATEST TWEETS**

- Big Bash League** 12/01/2015 11:34:42  
Match abandoned! The rain has proved too heavy and both sides will take one point out of the match. Scores: [#BBL04](http://t.co/yqanUJ119c)
- Manchester United** 12/01/2015 11:33:12  
There's free entry to Tuesday's game at OT (19:00 GMT). Come & see if the current crop can follow past winners. #FAYC [pic.twitter.com/MBAGCdIRfm](http://t.co/MBAGCdIRfm)
- Harlequins** 12/01/2015 11:52:53

**STEPHEN JONES IN SCARLETS RETURN**  
Stephen Jones to take over as Scarlets backs coach as they announce attack coach Mark Jones' summer departure.

**VIDEO: HIGHLIGHTS: CARDIFF BLUES 13-22 LEINSTER**  
Scrum V presents highlights of the weekend's Pro12 games.

**VIDEO: HIGHLIGHTS: GLASGOW 22-7 SCARLETS**  
Scrum V presents highlights of the weekend's Pro12 games.

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SCHEDULE

Mon 12 Jan 2015 10:00 GMT Catch the very best sporting action from around the globe.

Time (GMT)	Mon 12 Jan	Tue 13 Jan	Wed 14 Jan	Thu 15 Jan	Fri 16 Jan	Sat 17 Jan	Sun 18 Jan	Mon 19 Jan	Tue 20 Jan	Wed 21 Jan	Thu 22 Jan
12:00	LIVE PREMIER LEAGUE WORLD CUP										
13:00	LIVE PREMIER LEAGUE WORLD CUP										
14:00	LIVE PREMIER LEAGUE WORLD CUP										
15:00	LIVE PREMIER LEAGUE WORLD CUP										

\*Please note timings of events can be subject to change\*

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NEWS

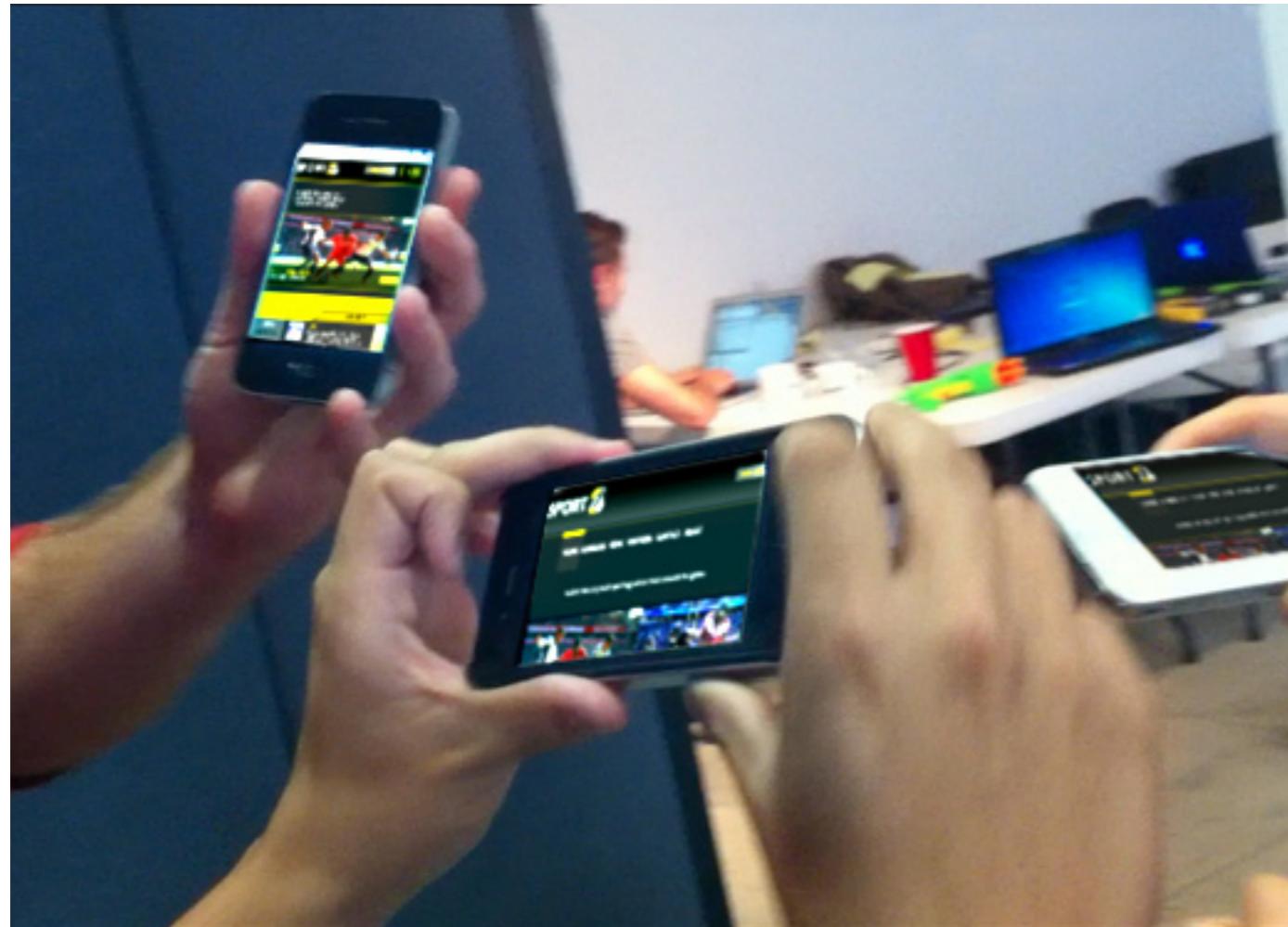
What to sport

<b>He regrets over Pumas - Van Gaal</b> Man United boss Louis van Gaal says he was right not to select Anderson Palmeira for his side's draw against Benfica.	<b>Palestine loss first Asian Cup match</b> Palestine lost 4-0 to Japan in their first Asian Cup match.
<b>Rio Ferdinand eyes title against Rangers</b> Celtic striker John Guidetti sets his sights on a hat-trick against Rangers when the sides meet in the League Cup semi-final.	<b>Wales assess through to Ireland semi-final</b> Wales' Jonathan Williams takes the Ireland international second-round with a 7-6-7 win over Makhelwa Kubekwana.
<b>Harley secures 1,000th career win</b> Rory McIlroy secures 1,000th victory of his career by beating Mike Weir to win the WGC International title.	<b>Murray &amp; Peers win Brisbane title</b> Jamie Murray and John Peers beat Alexander Draganov and Kelso Hanman to win the Brisbane International doubles title.
<b>Woods 'ready' ahead of Phoenix Open</b> Former world number one Tiger Woods says he is "ready to go" ahead of his 2015 season debut at the Phoenix Open.	<b>Golf in 2015: 12 key stories</b> A look at what to expect from Rory McIlroy's successful comeback for Tiger Woods in 2015 and more.
<b>Female 1 deadly volume</b> Laurie Harthorn takes in fits, Adrian Bayley "understands" Verna's Red Bull, Jason Banton in Japan and more.	<b>F1's car launch and testing schedule</b> Your guide to the key dates for car launches and pre-season testing for the 2015 Formula 1 season.

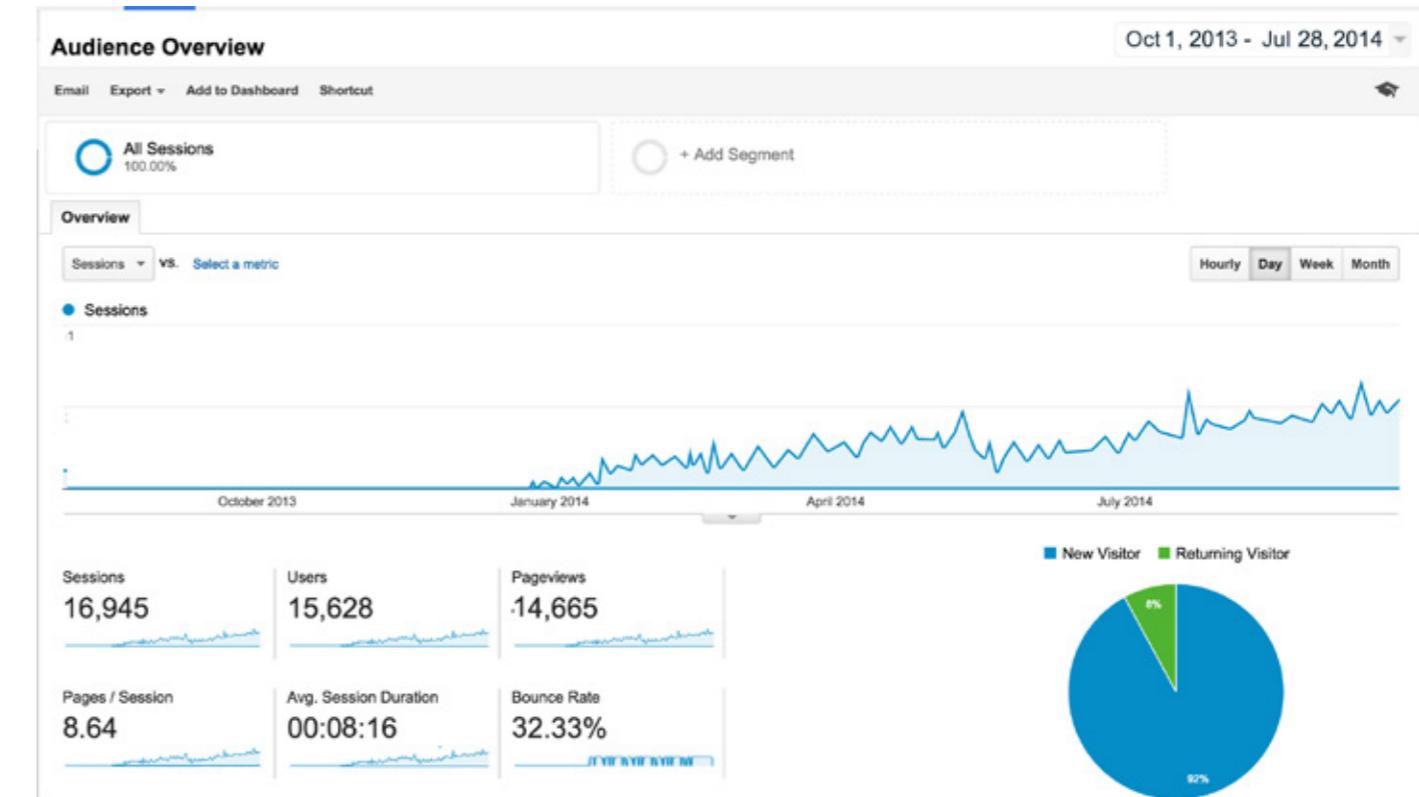
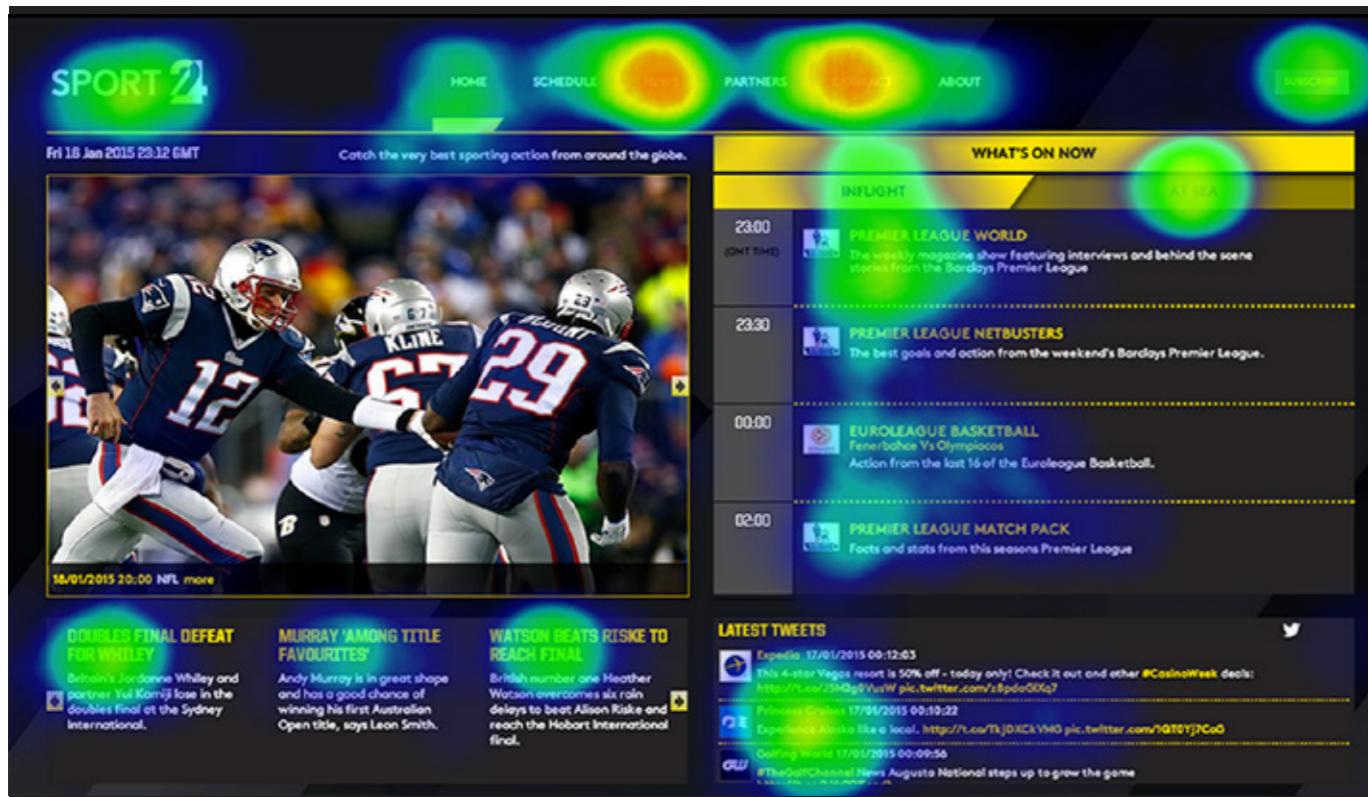
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## CONDUCTING USABILITY TESTS



# PROJECT OUTCOME



## ACHIEVEMENTS

- > Healthy & steady traffic, growth since launch (over 14,000 in the first 6 months)
- > Low overall bounce rate & healthy average time on site indicates good visitor retention
- > Responsive design success revealed in low mobile traffic bounce rate
- > Referrals, and social sharing validates content quality, trust and credibility.
- > 12.8% conversion rate on newsletter subscriptions
- > In-page analytics and click tracking indicates successful navigation



Date: March 2014

Platform: Desktop, mobile and smart TVs

## CHALLENGE

Pitch a multiplatform football app concept to BT as a strategy for their existing content.

## WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Conducting competitive research
- > Low-fidelity prototypes
- > Creating wireframes
- > High-fidelity design & guidelines





# SETTING GOALS AND OBJECTIVES

**APP NAME:** BT Football

**APP OWNER:** IMG /BT

## WHAT IS THE APP ABOUT?

The app is all about premium live football content, about capturing and improving the interaction generated by the sport and the football fans.

## WHAT ARE THE GOALS OF THE APP

The Goal of the app is to provide a tool for all football fans, that allows them to get closer and interact better with their favourite content on all digital platforms available at the time

## WHO ARE THE USERS OF THE SITE

**Primary audience:** Football fans

**Secondary audience:** Sport fans

# ESTABLISHING KEY AUDIENCES

BASED ON SCOTT BYRNE-FRASER SPORT FAN RESEARCH AT BBC



GENERAL SPORT FAN



SPORTS OBSESSIVE



BANTER



INTELLIGENT COMMENT



MAIN EVENTER

# BUILDING PERSONAS

FOOTBAL FAN

## WHO ARE THEY?

- › **Average age:** 43
- › **Gender:** 85% male, 15% Female
- › **Marital:** 71% married 23% single 5% Divorced
- › **Social Class:** Upper Middle 42% Lower Middle 32% Skilled working 16% Working Class 9%
- › **Ethnicity:** 94% White

## HOW DO THEY FIND INFORMATION?

- › On desktop/laptops - smartphones
- › Sport websites: BBC Sport, Sky Sport, Eurosport, ITV Sport, Forums for broadcasting trends
- › Social networks such as Facebook
- › Magazines & Newspapers - Guardian, Independent, Telegraph, Times

## MAIN GOALS/WHAT DO THEY WANT?

- › To be able to “catch” the moment
- › Industry renowned commentaries and feedback
- › To be the first to know about the latest results
- ›

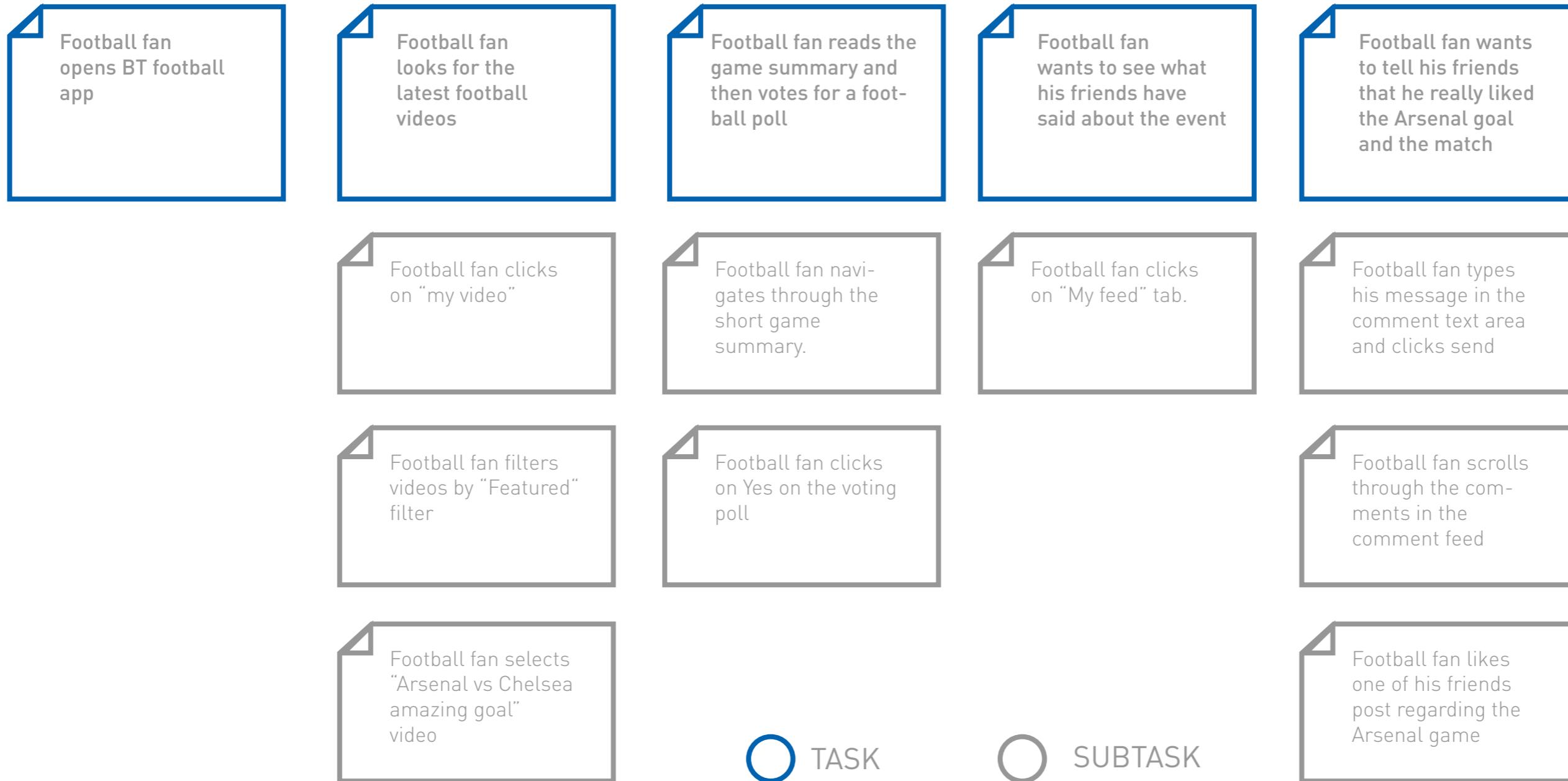
## PAIN POINTS

- › Finds it hard to find quality content
- › The content found is not always up to date
- › Finds it hard to get share it with friends
- › Hard to distinguish the level of quality of the content presented

## MOTIVATION

- › Find new high quality content
- › Discover new secrets & insights into the sport

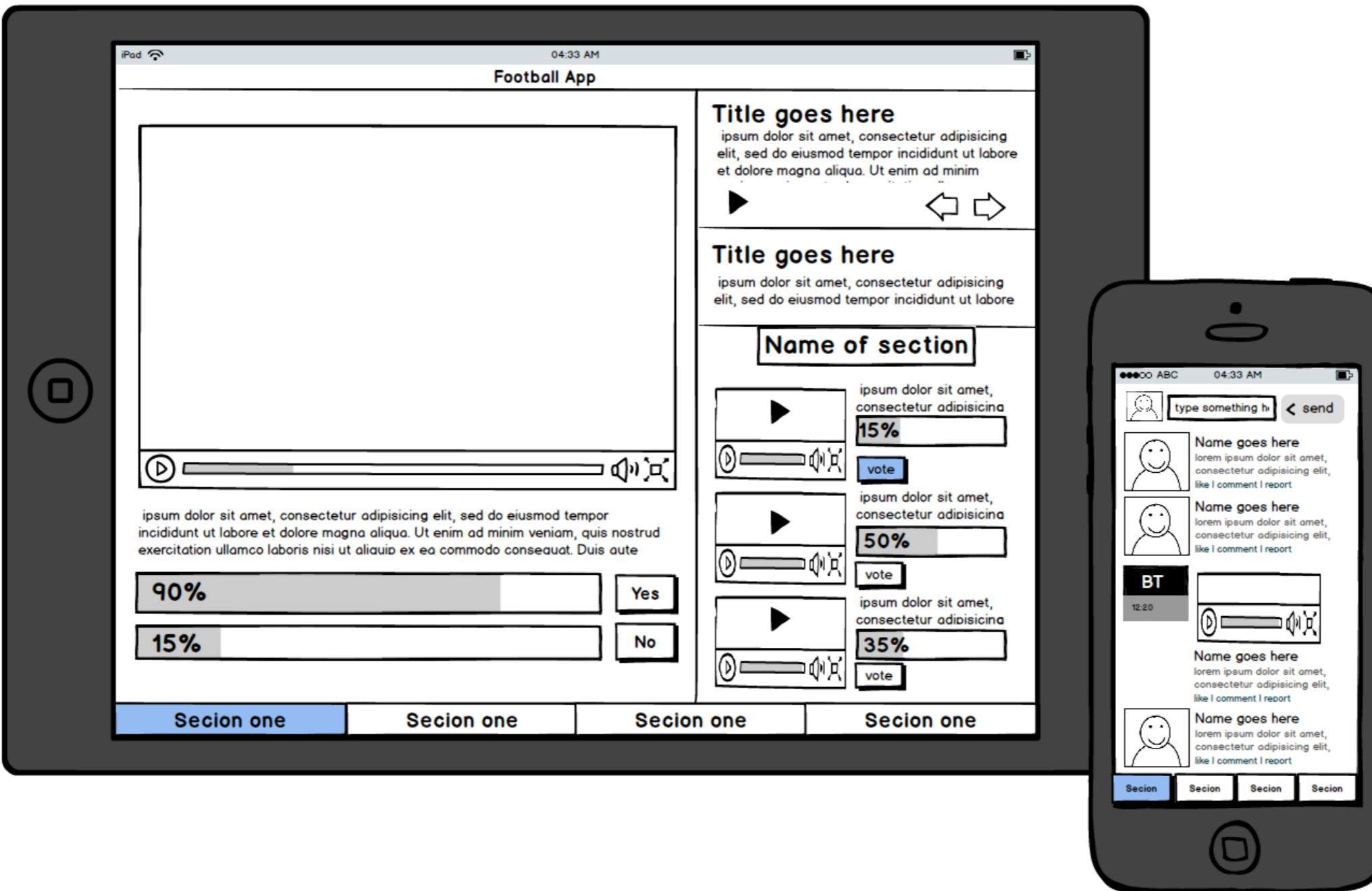
# CREATING SCENARIOS



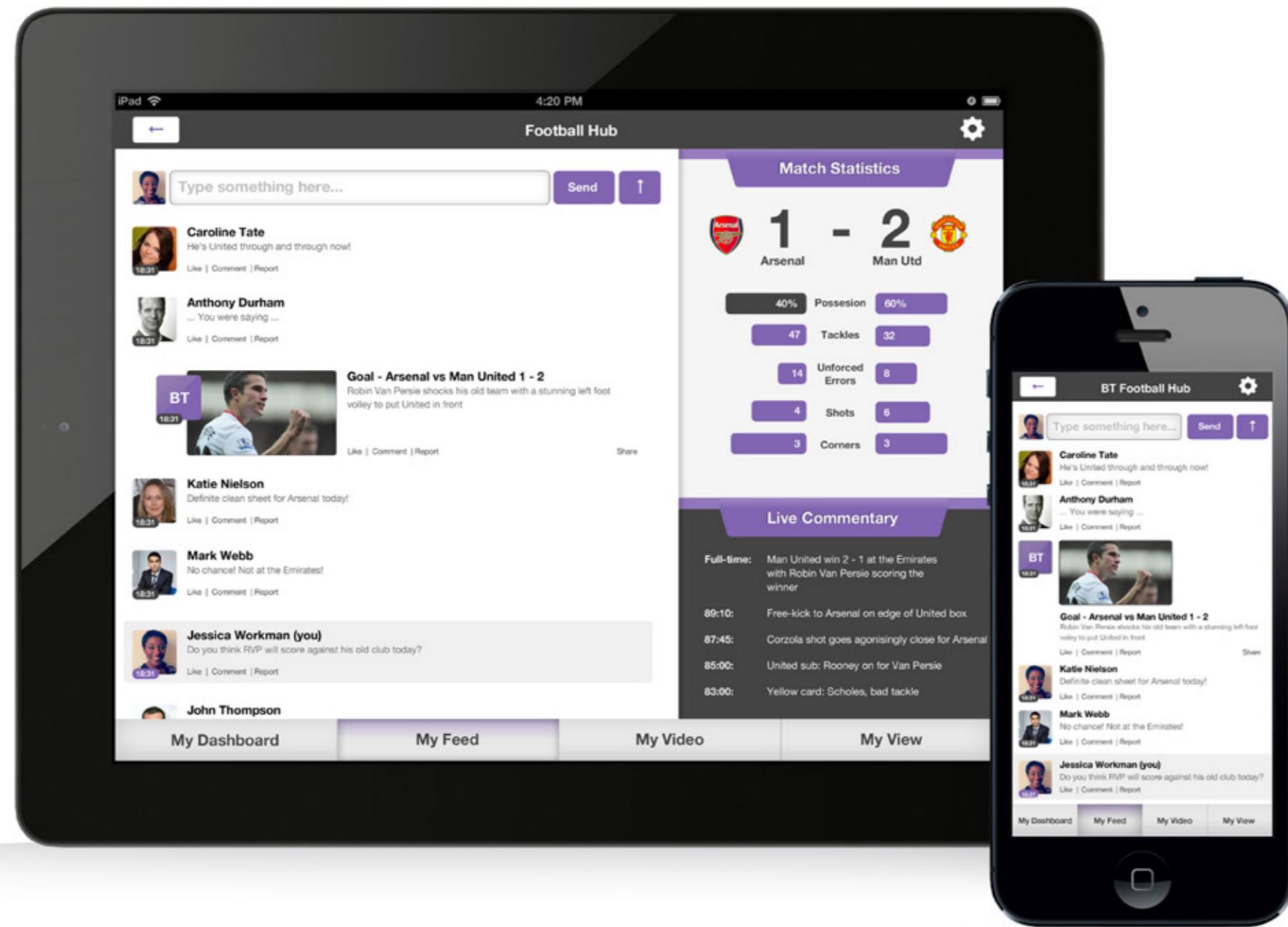
# COMPETITIVE PRODUCT RESEARCH



# CREATING WIREFRAMES



# HIGH-FIDELITY DETAILED DESIGN



42

**BT FOOTBALL APP**  
CASE STUDY  
PORTFOLIO 2015

As a UI designer I'm typically responsible for creating a cohesive style guide and ensuring that a consistent design language is applied across the product. Also maintaining consistency in visual elements and producing high-quality visual designs from concept to execution

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+44 07867 409 151  
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**THANK YOU  
VERY MUCH**