

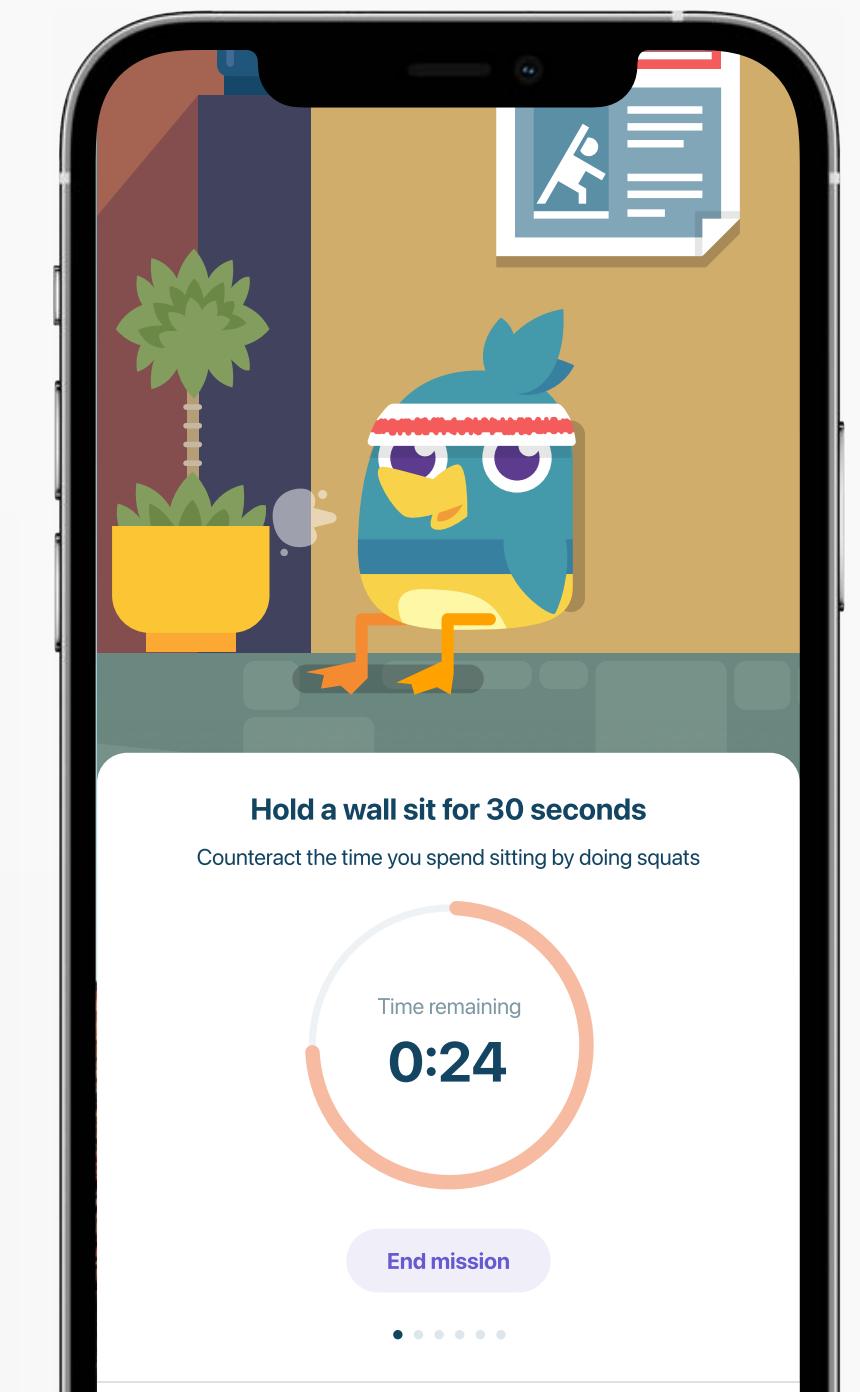
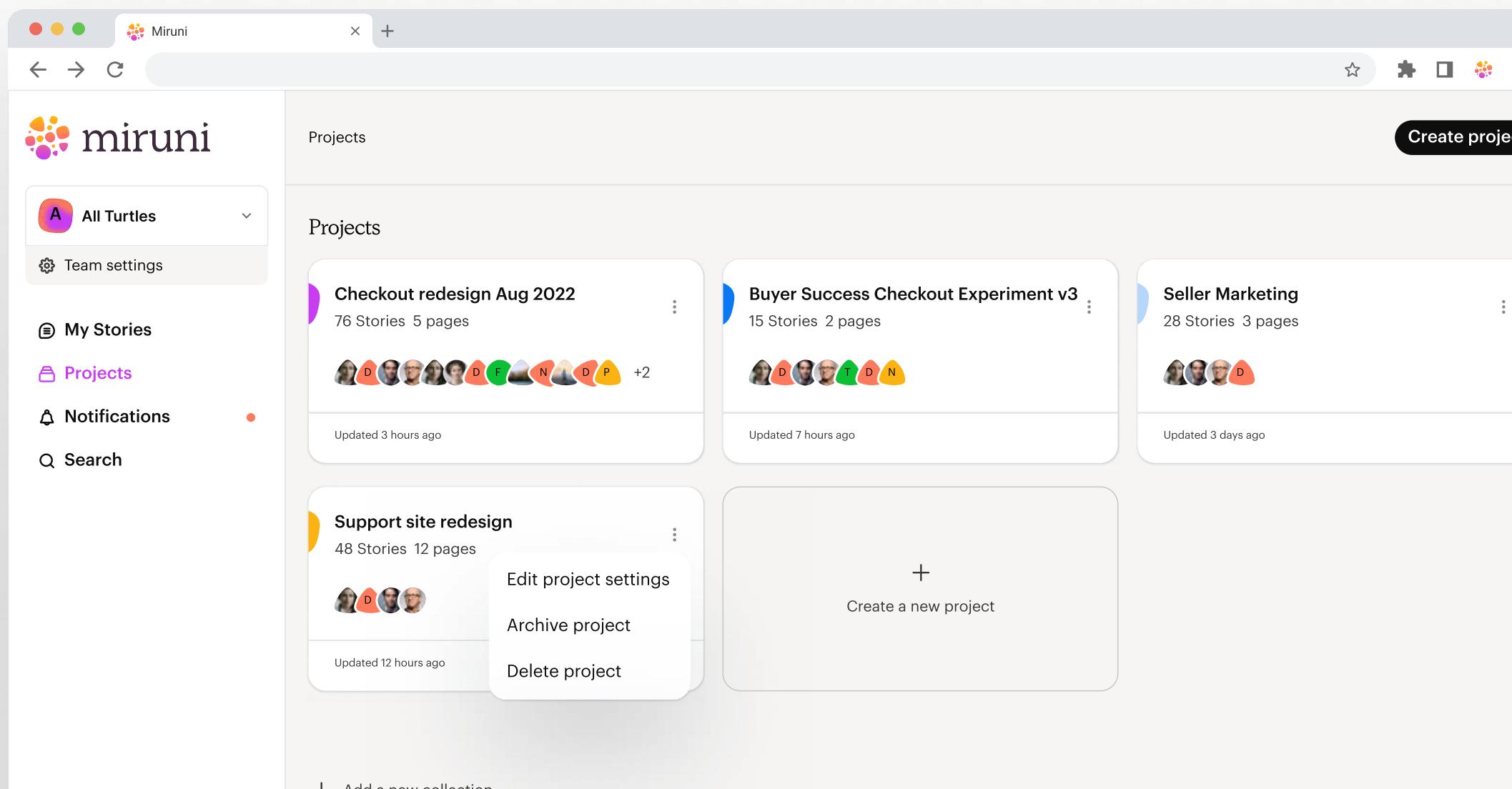
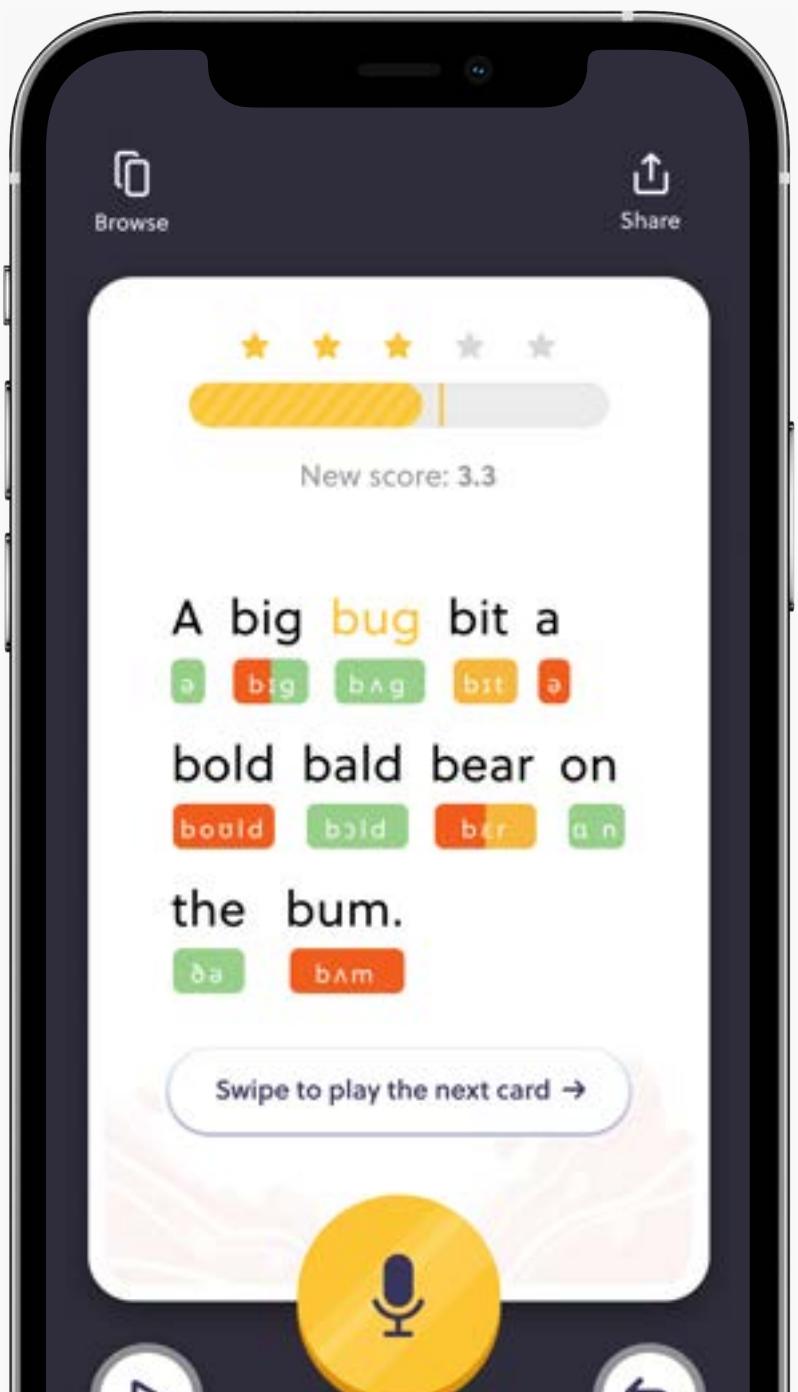
Namika  is a San Francisco based Product Designer with a penchant for Brand Design.

With over 10 years of design experience that spans freelance, creative agency, and in-house positions, the past 6 years have been dedicated to product design; web and mobile apps. I'm currently working for All Turtles, a fully distributed product studio.

MY PASSION

To intertwine brand and product design seamlessly

Twisty Tongue



EXPERIENCE AS A PRODUCT DESIGNER

2016



LiBzCAREER

Job search marketplace

Growth
Rebrand

2017



Laughly

Comedy streaming iOS app

Browse

2017



Wonolo

On-demand staffing mobile app

Redesign Android app

2017



Finery

Wardrobe operating system

Dashboard renewal

2019



Twisty Tongue

Edutainment iOS app

Prototyping
Visual design

2019-2021



Vitally

Healthcare iOS app

Prototyping
Visual design

2022



Miruni

Visual feedback tool

Browser extension
Prototyping
Growth

2022



Cloaked

Generating identity app

Mobile onboarding
Prototyping

EXPERIENCE AS A BRAND DESIGNER

2018



Kipp

Financial app

Brand Identity
Brand Guideline
Visual Design

2020



Vitally

Healthcare habit
modification app

Visual Identity

2022

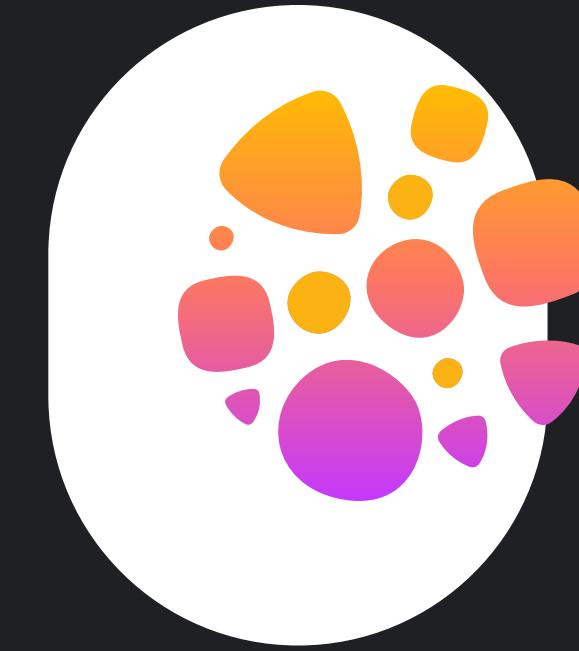


Sora Union

Globally distributed
creative partner

Brand Identity

2022



Miruni

Visual feedback tool

Brand Identity
Brand Guideline
Design System
Visual Design

2023



mmhmm

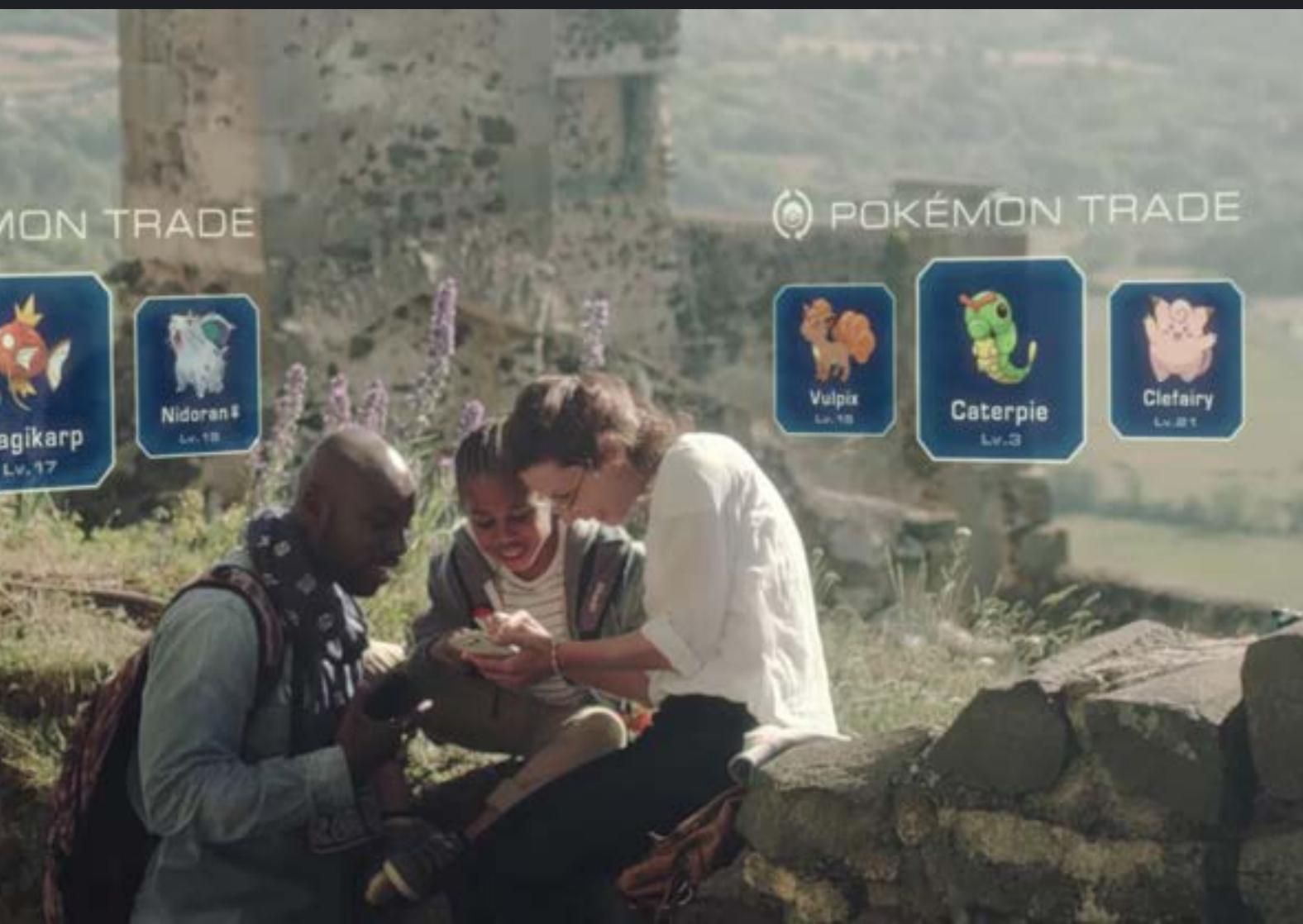
Video call app

Marketing website

MY EARLY EXPERIENCE WAS

Communication & UI design for branded content

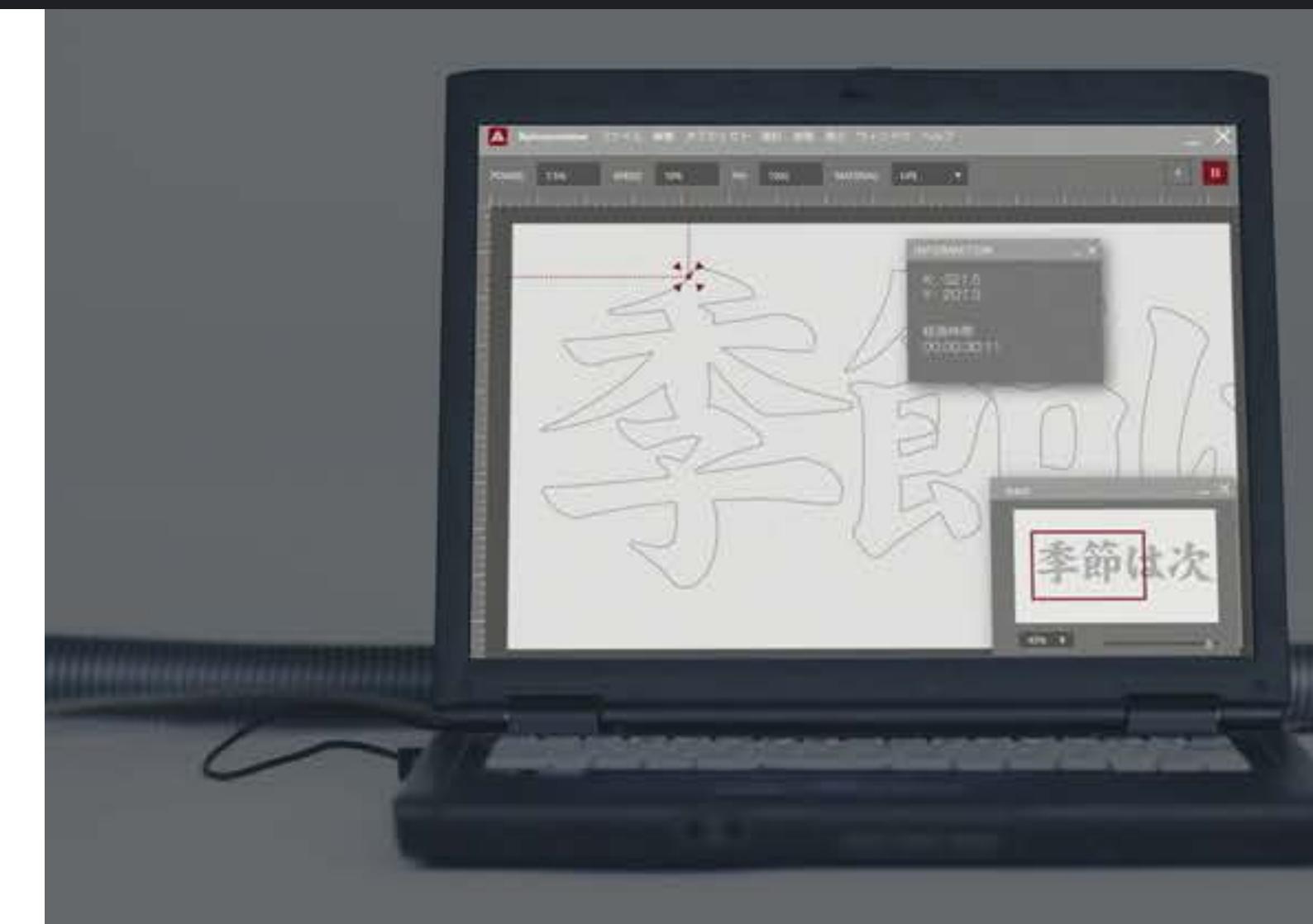
Pokémon GO



Google Play



Music Video



ON THE SIDE

Creating patterns

I was featured on [Figma Blog](#).

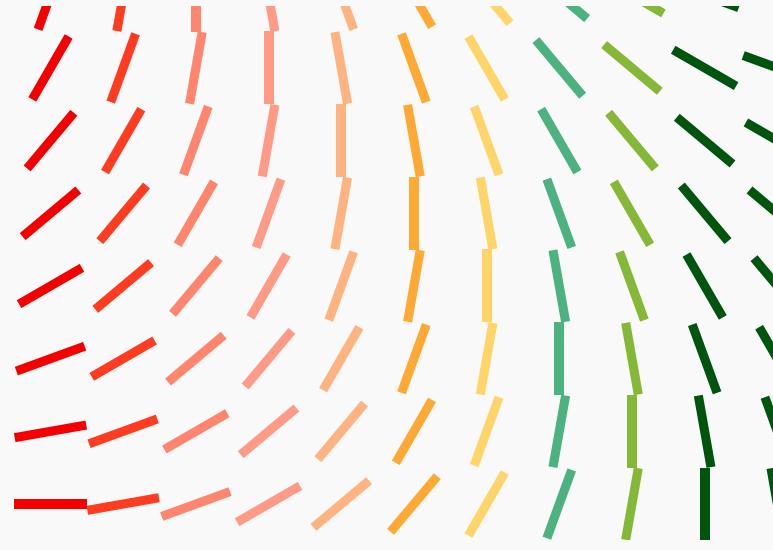


MY DESIGN PRINCIPLES



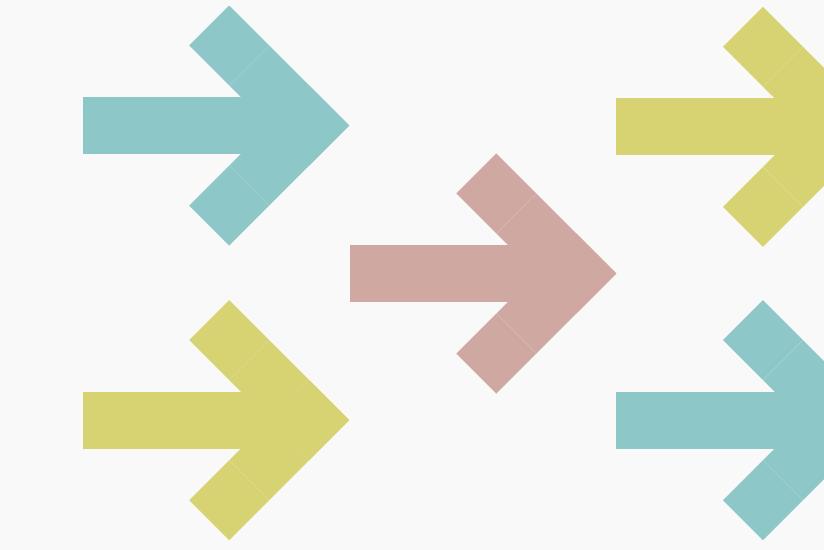
Never work alone

I collaborate cross-functionally with product managers, engineers, user researchers, stakeholders, and fellow designers. My commitment to sharing work early and regularly encourages insightful feedback and productive discussions.



Be a visual thinker

I transform complex ideas into comprehensible visuals, facilitating progression and discussions. My exploration of various visual paths and information architecture patterns has been invaluable in my work.



Be practical

Staying realistic about the scope of work is central to my approach. I maintain a focus on creating clean, consistent designs. My contributions to design systems not only foster consistency across brands and products but also enhance overall efficiency.

SAMPLE WORK

Miruni – Browser extension, web application

Miruni – Growth

Cloaked – Mobile onboarding

mmhmm – Landing page

Vitally – Mobile app

Sora Union – Brand design



Miruni

Miruni is a collaborative tool that helps teams seamlessly submit and resolve visual feedback, bugs, and ideas on any web software.

ROLE
Senior Product Designer

YEAR
2022

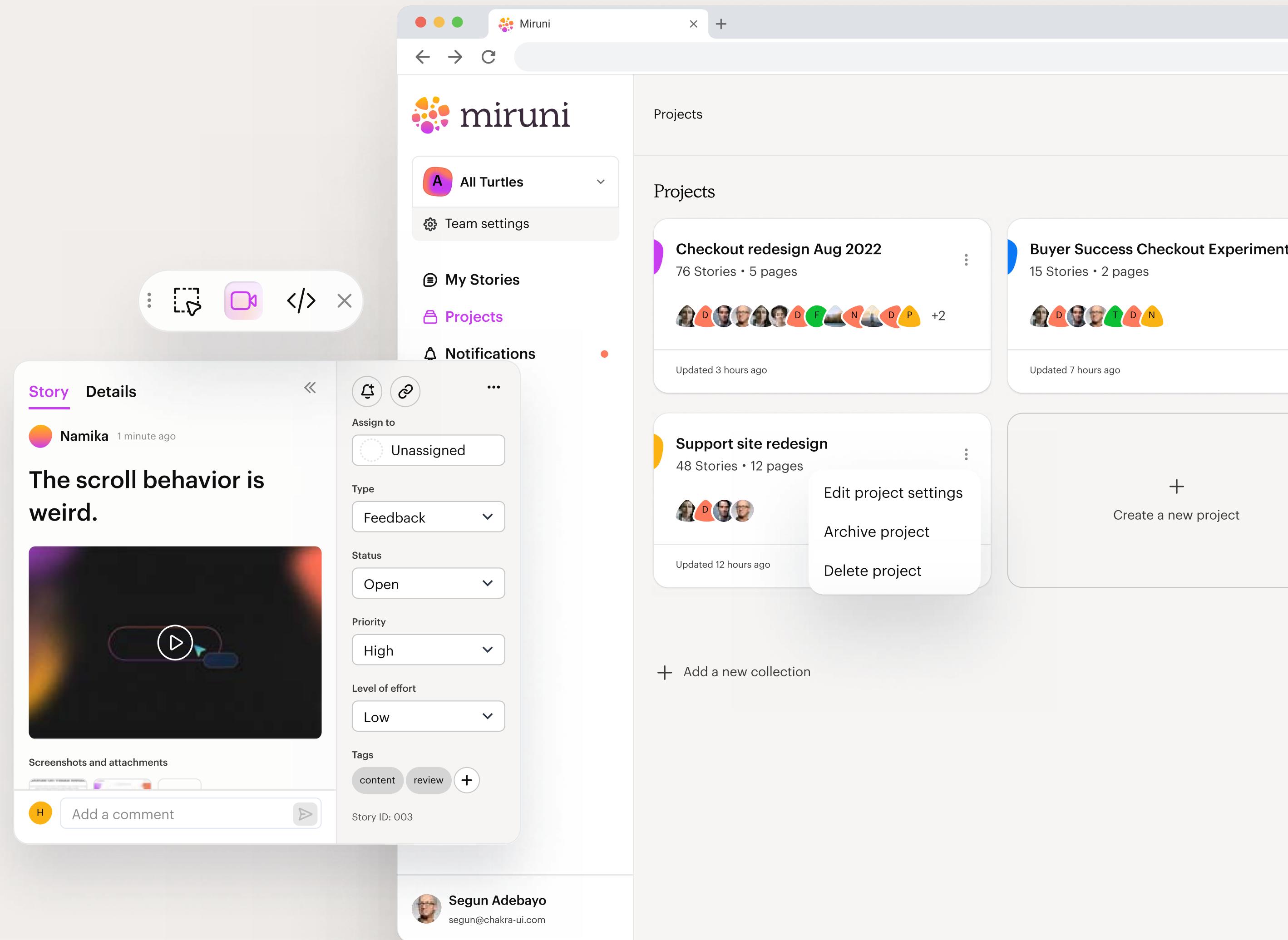
DURATION
7 weeks

TEAM
3 Founders @Miruni
Product Design Director @All Turtles
Content Designer @All Turtles
Product Designer @Miruni

PLATFORM
Browser extension
Web application

DELIVERABLES
User flow
Low-fidelity designs for MVP user flow
Hi-fidelity mockups
Hi-fidelity prototypes
Visual design
Design system

Final Design (Dashboard and browser extension)

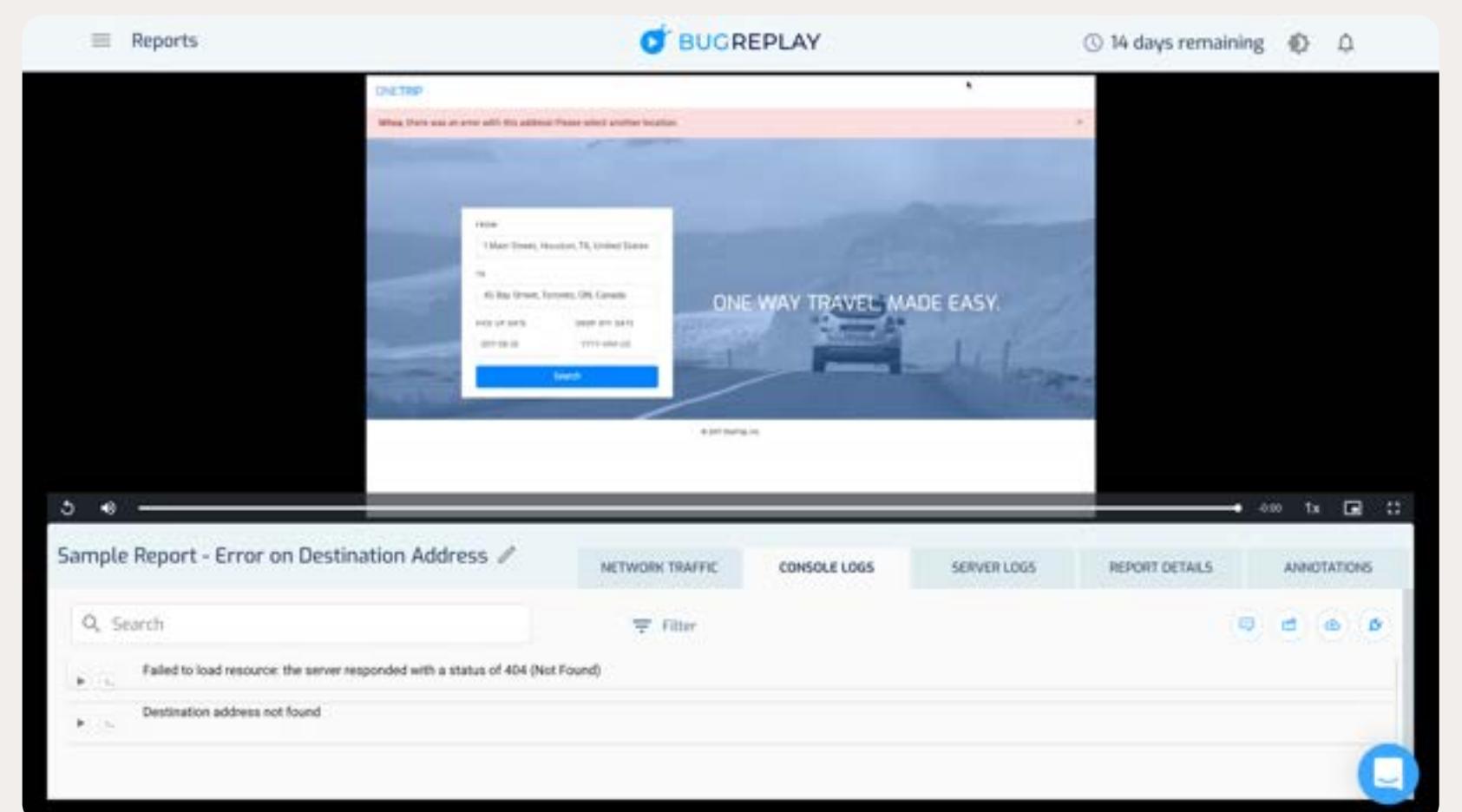
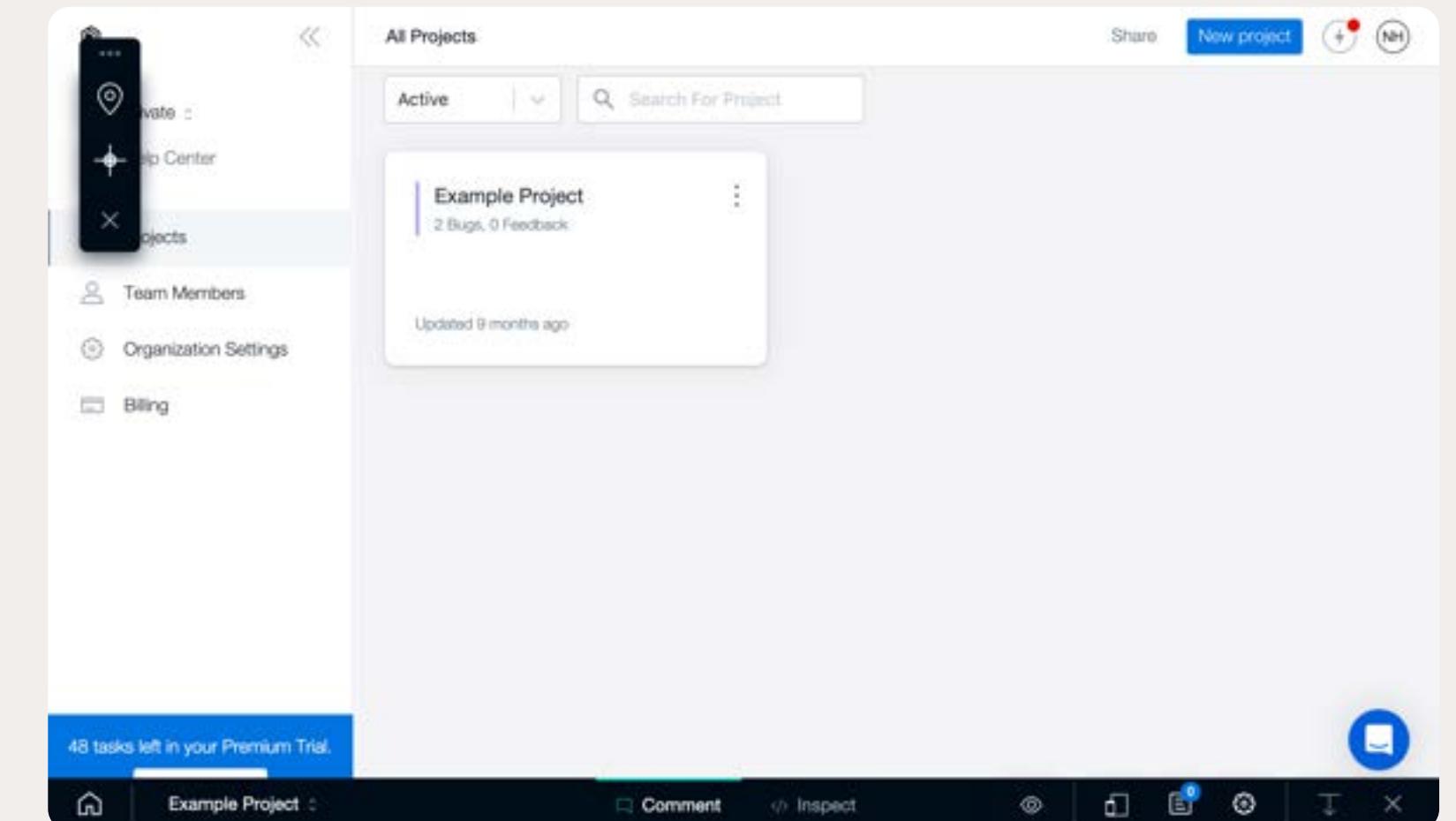


Before



The goal was to turn the best of the existing two products—Toybox and BugReplay—into a new product

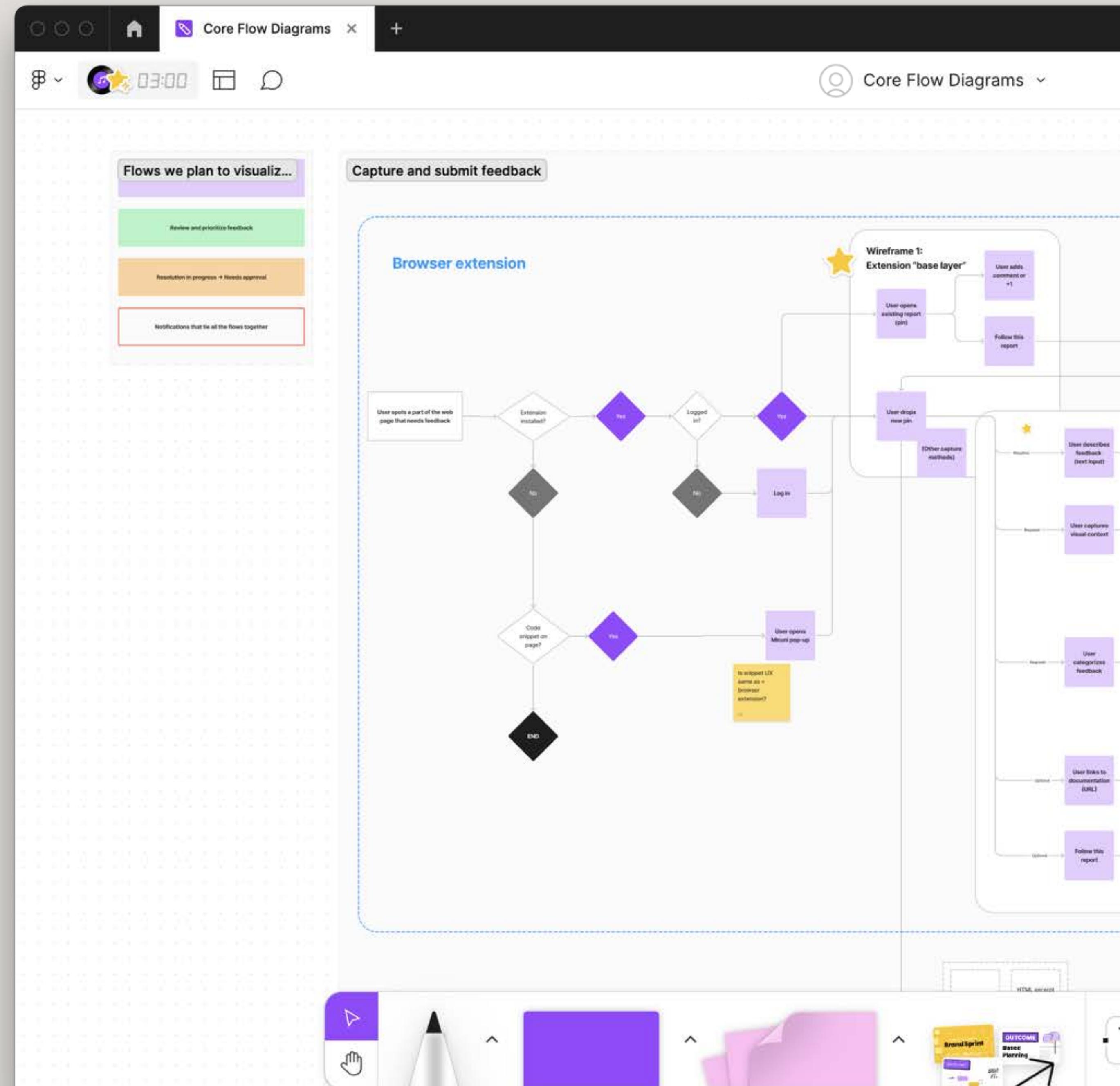
Both products consist of two parts; a browser extension where users can submit and find feedback visually, and a web app where they can manage all the feedback.



Capture feedback is core experience for the browser extension

With the content designer, I mapped out the user flow by auditing the existing product and utilizing the insights that the team had gathered with card sorting method prior to my joining. This was done to identify the core experience that would guide our initial design efforts.

The core flow diagrams were made with FigJam made it easy to collaborate and share with the team.



Every user has unique needs that they want to accomplish with this product

I started designing the Base Layer, which customers will see first after logging in. This layer serves both as a data input field and an organizer for captured feedback. Reflecting on the Miruni Personas, I realized that each user had unique needs when interacting with the extension.



Requesters

Stakeholder who reviews content



Triagers

Person who triages feedback



Resolvers

Person who resolves feedback

Miruni Personas: Credit goes to the design team – Product Design Director and the content designer had previously defined three customer types based on user research. This clarified for whom we were designing this feature. I consistently referenced these customer types to improve internal communication and enhance collaboration with the founders.

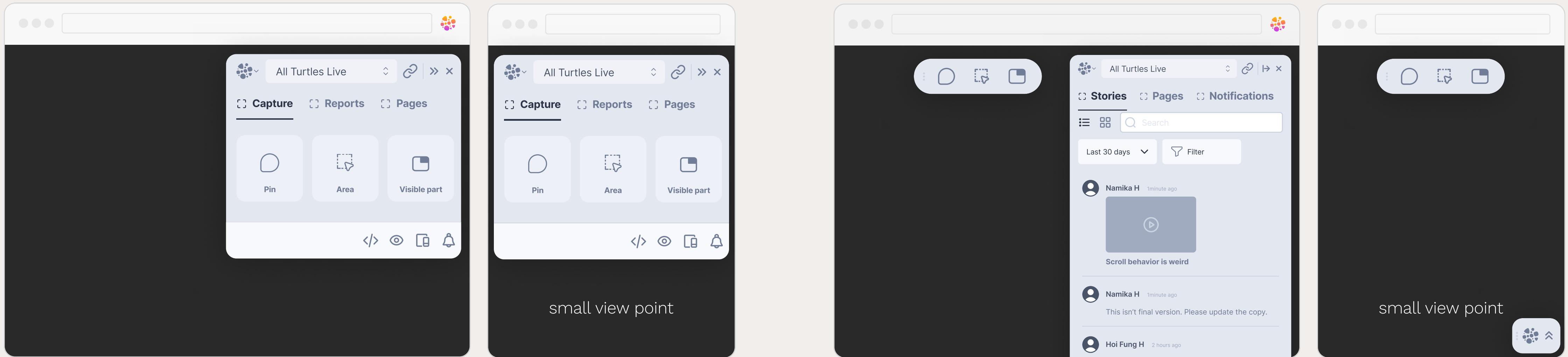
Capture and submit feedback report from a mobile web browser
51.2%

Assign feedback reports to a specific person to review and resolve
62.8%

Feedback report includes history of previous code changes to this part of the web page
44.2%

Card sort: To understand the needs of different users, the card sort conducted by the team helped me design the initial UI.

Tailoring the core experience for Requesters, Triagers, and Resolvers



Option1: One panel

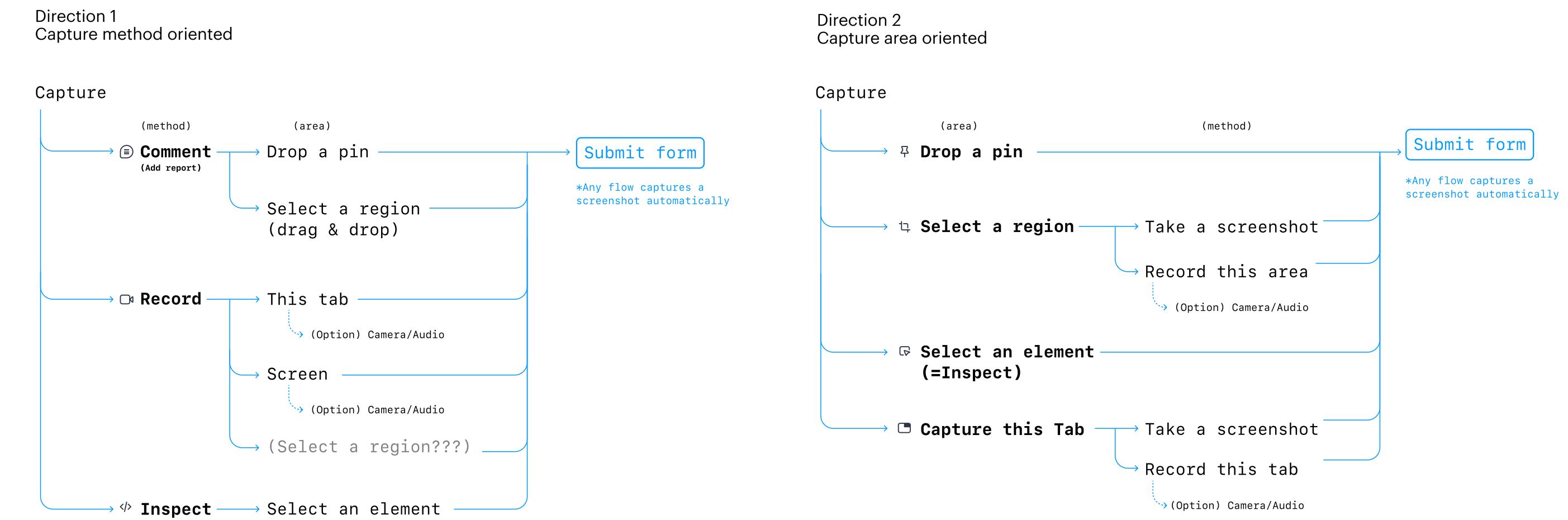
- ✓ Users can notice the extension panel easily
- ✓ The main features are aligned so it easily navigates users
- ✗ To see a report list, users need extra tap
- ✗ In a small view point, the extension panel overlaps half of the window that would bother users

Option2: Two panels We chose

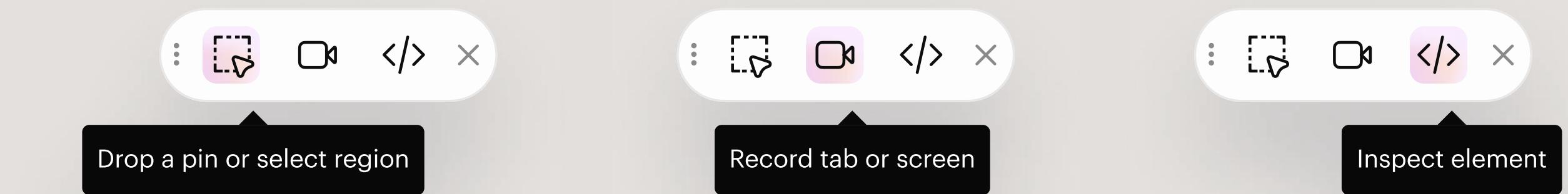
- ✓ Both Requesters and Triagers can access their main feature without extra tap
- ✓ It fits in even the small viewpoint
- ✗ It's often hard to notice two panels. But visual and interaction design could resolve this issue

How could we optimize the capture flow?

Given the need to merge two products, there were a lot of ways to capture feedback, including comments, recording screen, recording face video, capture screenshots, and inspecting HTML/CSS elements. To streamline this, I created corresponding flows.



Flowchart: I proposed two design directions: one starts with selecting the capture method then the capture area, while the other follows the opposite flow.



Final output: This is the capture panel where user can capture feedback from various way.

Organizing the content by target audience, again

Each piece of feedback left by a user was referred to as a 'Story'. To streamline the user experience of Stories and make it easier for users to take action, I divided the content based on the target audience and their specific needs.

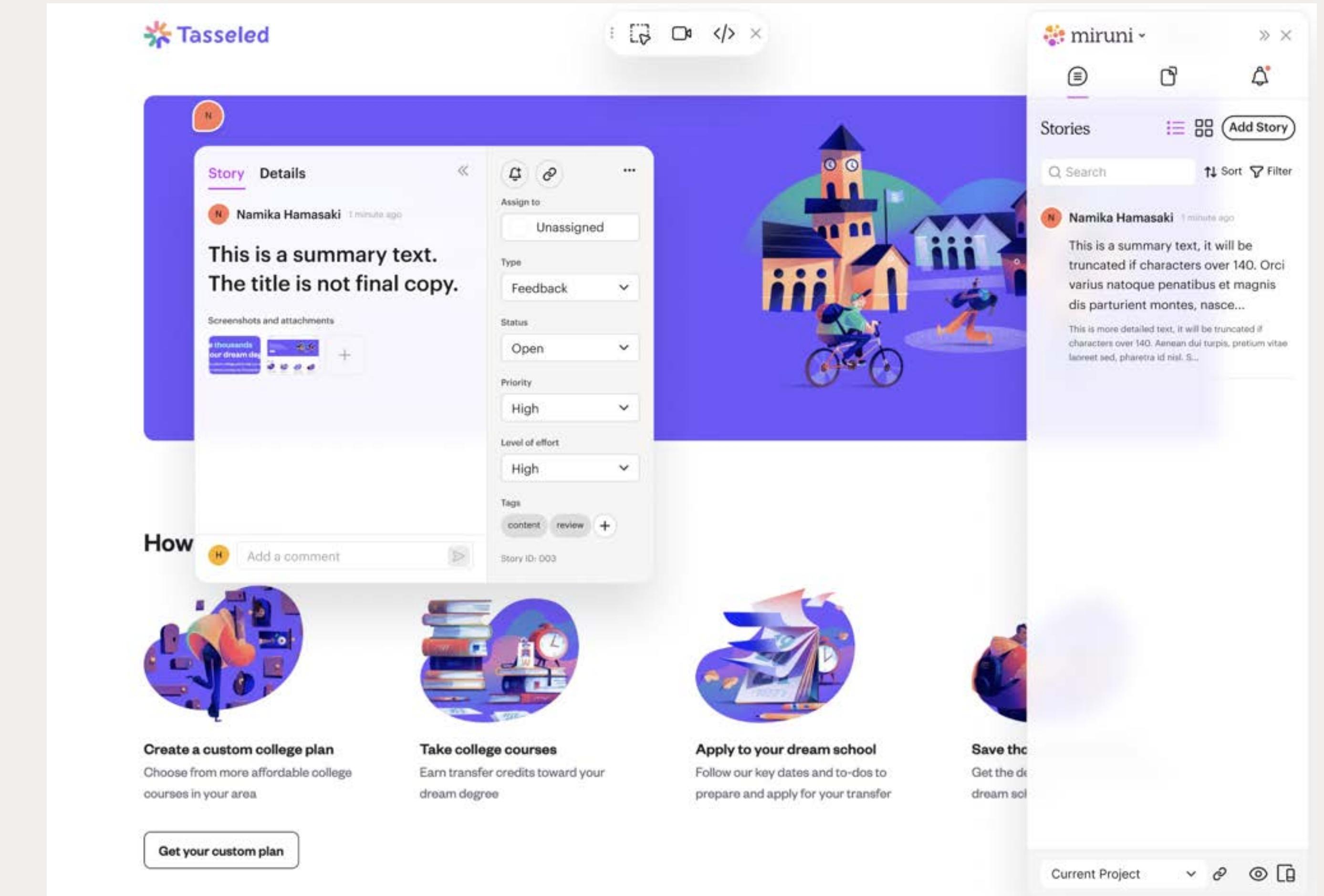
The screenshot displays three separate Story detail screens, each with a different set of fields and features, organized by target audience:

- For everyone:** This view shows a summary text area containing "This is a summary text. The title is not final copy." It also includes sections for "Screenshots and attachments" and a "Comments" section with a placeholder "Add a comment".
- For Triagers:** This view focuses on triaging and includes fields for "Assign to" (Unassigned), "Type" (Feedback), "Status" (Open), "Priority" (High), "Level of effort" (High), and "Tags" (content, review). It also shows "Story ID: 003".
- For Resolvers:** This view provides detailed environmental information and technical specifications. Fields include "OS: Mac OS 10.12.4", "Browser: Chrome 60.0.3112.101", "Viewport: 1439 x 785", "Languages: en-US,en", "Time zone: America/Los_Angeles", "CPU: Intel(R) Core(TM)", "Total memory: 17.18GB", "Cookies enabled: true", and a "URL" field with the value "https://www.amazon.com/dp/B07NFPGNWD/?tag=thewire06-20&linkCode=xm2&ascsubtag=AwEAAAAAAAAYqQ". It also shows "Story ID: 003".

Below the screenshots, a note states: "Replay network traffic, console logs, and server logs."

Hi-fidelity prototypes to confirm the overall flow and interaction

After designing high-fidelity mockups, I created prototypes for different user flows using Figma, which made sharing with the founders easy.



Figma prototype: You can play [the prototype here](#).

Streamlining communication

As part of a distributed team, I over-communicated with the stakeholders by providing comprehensive documentation and walkthrough videos.

Browser Extension

Capture and submit report flow

Document how users can submit a report with screenshots, video's and a comment. The primary users are Requesters.

Namika: I'm leaning towards Direction 1 as I mapped the following flow chart. Direction 1 seems easy to understand what Miruni does. But let's discuss!!

Direction 1 Capture method oriented

Approach

In this direction, user choose capture method first:

- Comment
- Video
- Inspect (select an element/CSS)

Then, choose a capture area:

- Pin
- Select a region
- This Tab, etc.
- Options may vary based on the method

Direction 2 Capture area oriented

Approach

In this direction, user choose capture area first:

- Pinpoint
- Select a region
- Select an element
- This Tab (Visible part)

Then, choose how they want to capture:

- As a static image
- As a video

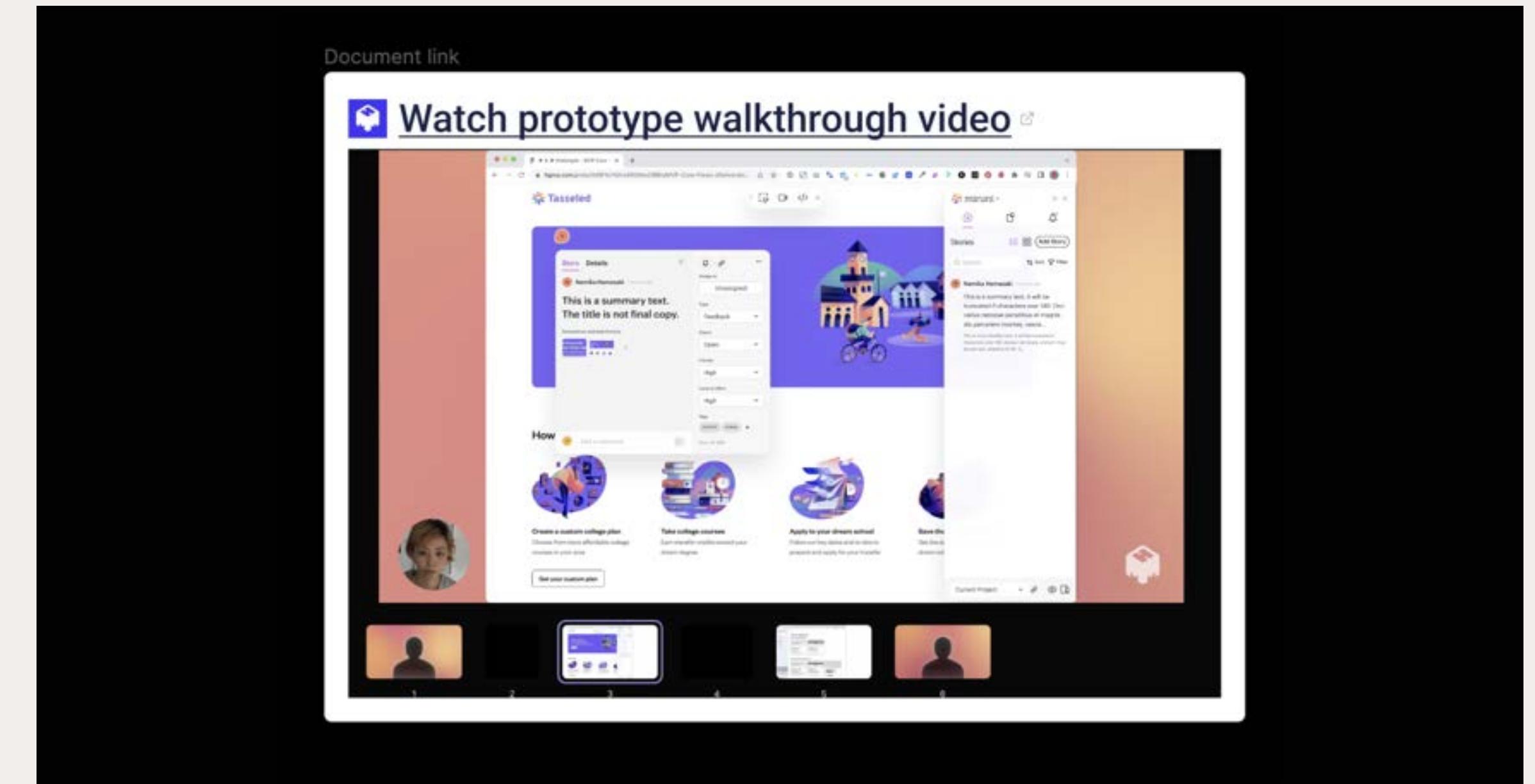
Capture

```

graph TD
    Start[Start] --> Method[Method]
    Method --> Pin[Pin]
    Method --> Region[Region]
    Method --> Tab[Tab]
    Method --> Inspect[Inspect]
    
    Pin --> DropPin[Drop a pin]
    DropPin --> SelectRegion[Select a region]
    SelectRegion --> RecordTab[Record]
    RecordTab --> Screen[Screen]
    Screen --> InspectElement[Inspect]
    InspectElement --> SelectElement[Select an element]
    
    Region --> TakeScreenshot[Take a screenshot]
    TakeScreenshot --> RecordArea[Record this area]
    RecordArea --> InspectElement
    InspectElement --> SelectElement
    
    Tab --> CaptureTab[Capture this Tab]
    CaptureTab --> TakeScreenshot
    TakeScreenshot --> RecordTab
    RecordTab --> InspectElement
    InspectElement --> SelectElement
    
    Inspect --> SelectElement
  
```

Submit form

Any file capture is submitted automatically



Documentation

To facilitate a more efficient discussion with the three founders, I compiled a comprehensive document outlining the pros and cons if there were a few directions.

Video walkthrough for the design flow

Beyond simply sharing a prototype, this narrative approach enhances understanding of the design's functionality. I linked to the video from Figma as well as sharing on Slack. (Yes! I love file organization)

Infusing the brand's essence into the product

Miruni's core concept revolves around communication as clear as a 'pane of glass.' To embody this in the product, I designed the visuals with semi-transparent and blur backgrounds for each panel component.

This Tab Entire Screen

Yeti Nano FaceTimeHD Camera

Start recording

Add Story

Story type (Required): Feedback

Summary (Required): Add a summary of your feedback
0/100

Show more fields

Cancel **Submit**

Story Details

Tad Day 1 minute ago

The responsive design needs improvement.

Screenshots and attachments

Link: VRT-959 Update the copy on the home

Comments

Namika Hamasaki 1 minute ago: I'll address this issue!

Namika Hamasaki 1 minute ago: I wanted to share some feedback we received about our website's responsive design. It seems like there's room for improvement in this area, and I thought it would be good to address it together.

The reviewer mentioned that the content gets distorted on mobile devices, and important elements are being cut off. We definitely want to ensure a smooth browsing experience for all users, regardless of the device they're using. Let's dig into this and find ways to make the necessary adjustments.

Another point raised was about accessibility. We should make sure our website meets the required standards, like providing alt text for images and improving the labeling of form fields. It's crucial that everyone can access our content easily.

I know we're all dedicated to delivering an exceptional user experience, so let's take this feedback as an opportunity to

Add a comment

miruni

Stories

Tad Day 1 minute ago: The responsive design needs improvement. When viewed on mobile devices, the content gets distorted, and important elements are cut off, making it challenging to navigate...

Angela Andrews 1 minute ago: The lack of accessibility features is a significant drawback. The website fails to meet basic accessibility standards, such as alt text for images and proper labeling of form fields.

Tad Day 1 minute ago: The typography choices seem inconsistent and don't create a cohesive visual identity. Some headings are too small and difficult to read, while others are too bold and overpowering.

Current Project

The Design System enabled the client's designers and engineers to continue building products

I delivered the initial Design System using Figma and Knapsack, a tool for managing design tokens.

The collage illustrates the Miruni Design System's organization and component library:

- Foundations → Colors:** A grid of color swatches for "Base," "Black," "Patches," "Corals," "Oxide," "Azure," and "Plum" categories.
- Foundations → Gradients:** Examples of linear and radial gradients.
- Foundations → Typography:** A section titled "Typography" with a note about accessibility and a table of heading styles for large and small breakpoints.
- Components → Record panel:** A wireframe of a record panel interface with sections for "Record options" and "Resources".
- Components → Input:** A section titled "Input" showing a grid of input fields (text, radio, checkboxes) with placeholder text and styling notes.
- Components → Buttons:** A section titled "Buttons" showing a grid of button variations with styling notes.
- Components → Forms:** A section titled "Forms" showing a grid of form components like "Text", "Textarea", "Text Input", "Text Area", and "Text Input" with styling notes.
- Components → Extension:** A section titled "Extension" showing a "Record panel" component with its internal structure and styling notes.
- Logos:** A section titled "Logos" displaying the Miruni logo in various sizes and styles across different backgrounds.

Acknowledge

The project scope was focused on fundraising, and we didn't have the opportunity to conduct usability testing within the timeline.

Next steps that I might have taken if I remained on the project would have been:

- Building out the full web application
- Conducting usability testing and iteration

Miruni

Waitlist-driven early access program

ROLE

Product Design Lead

YEAR

2022

DURATION

4 weeks

TEAM

3 Founders @Miruni

Content Designer @All Turtles

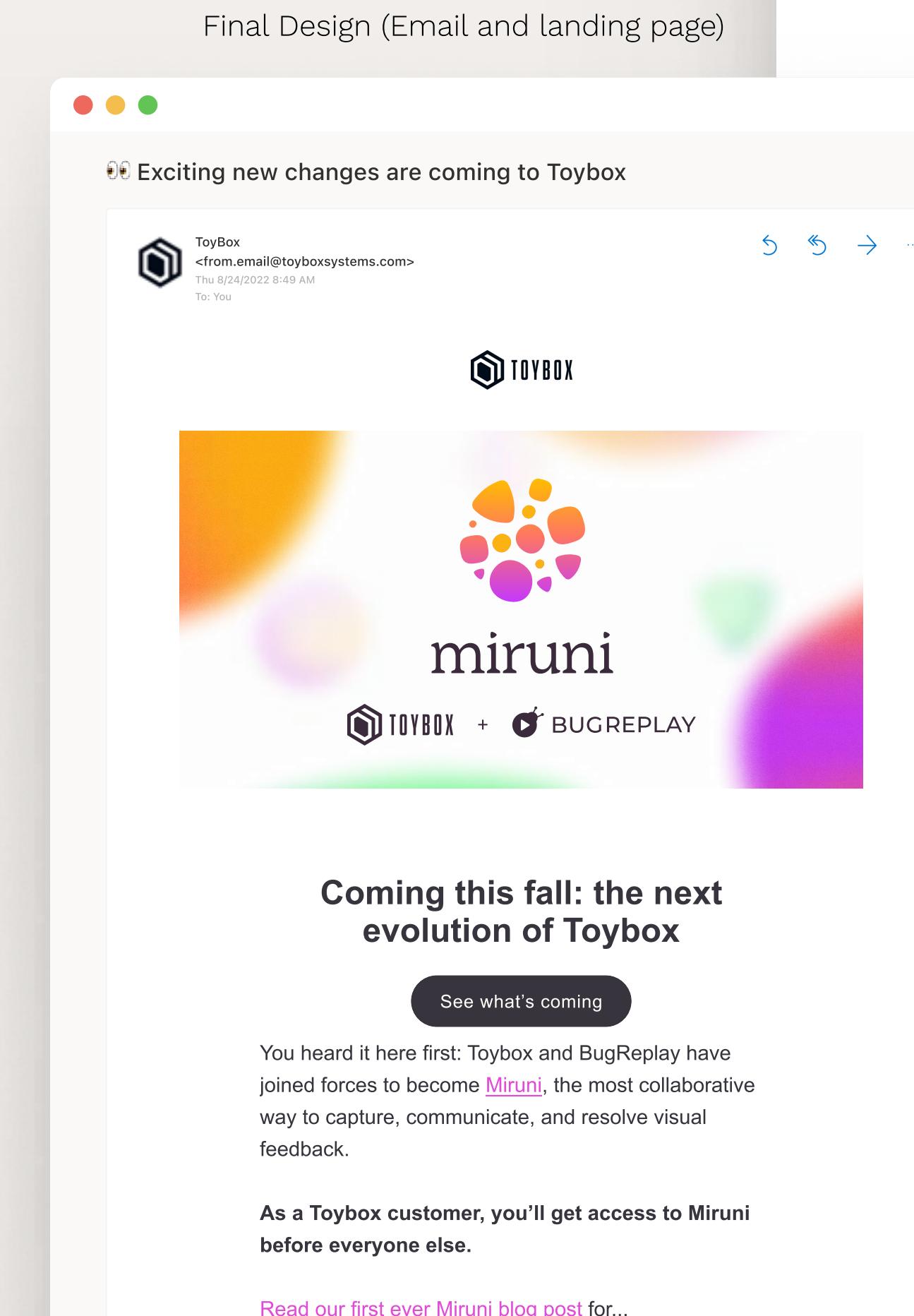
2 Engineers @All Turtles

PLATFORM

Web, Email

DELIVERABLES

Project timeline planning
User journey for signup and migration
Landing page
Onboarding
Email design



So long, Toybox.
Hello Miruni!

Your Toybox account has been automatically upgraded to a Miruni Business plan at no extra charge to you.

To finish activating your Miruni account and access your projects, sign in with your Toybox credentials.

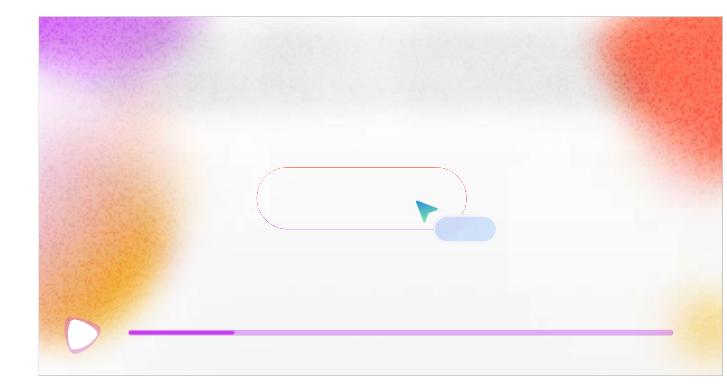
to activate

Check out Miruni's new pro features

More features this way

developer view

ster, more
curate bug
es



This button isn't working!



The challenge was to thoughtfully migrate existing users to the new product and to boost attraction and conversion

The Miruni team had plans to migrate existing user accounts from their previous tools and also intended to launch an early access program to collect customer feedback. The challenge was to thoughtfully design this migration journey to boost attraction and conversion.



TOYBOX

3,000+ users



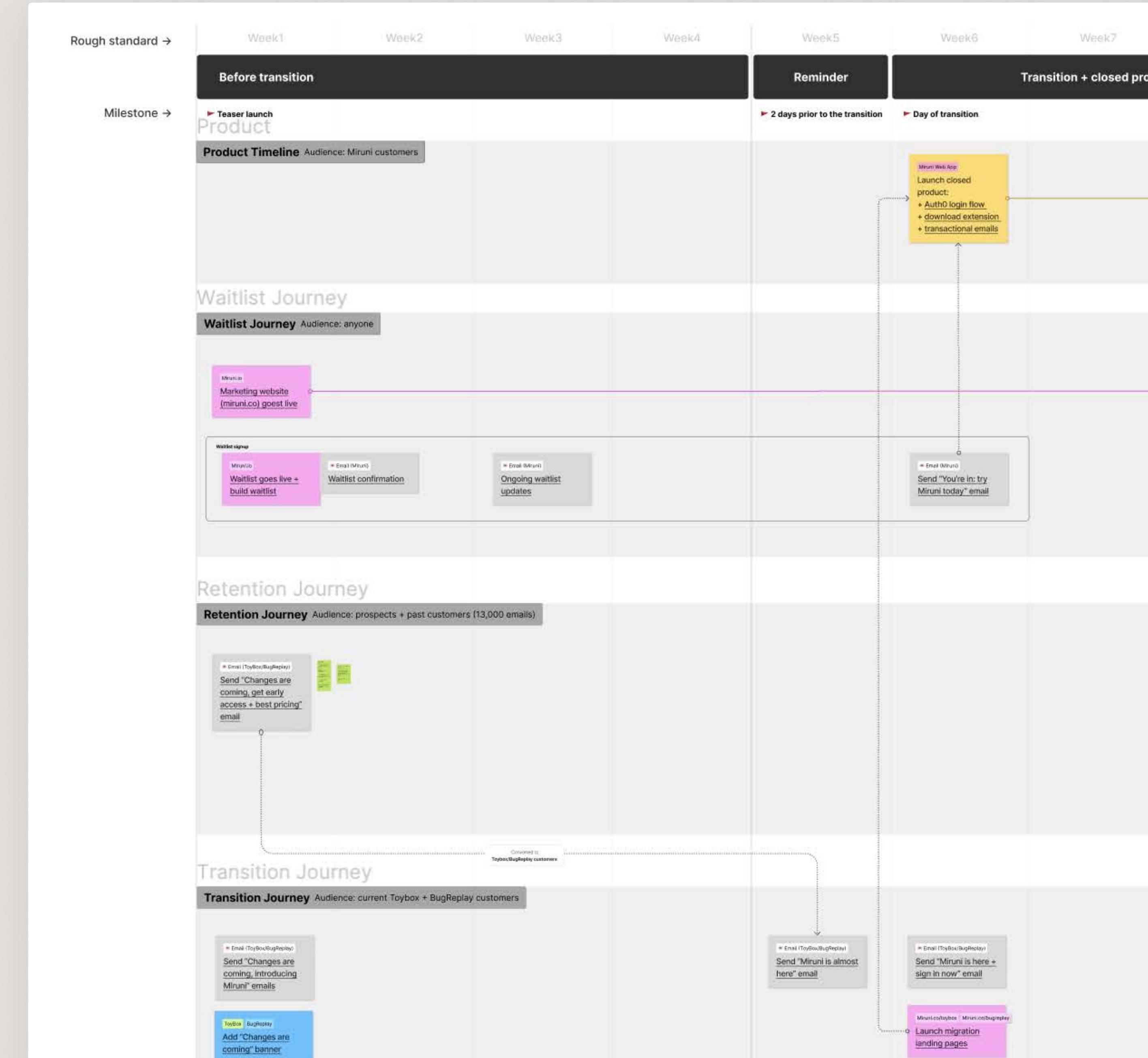
BUGREPLAY

1,000+ users

Visualizing the different journeys and timeline clarified needed deliverables

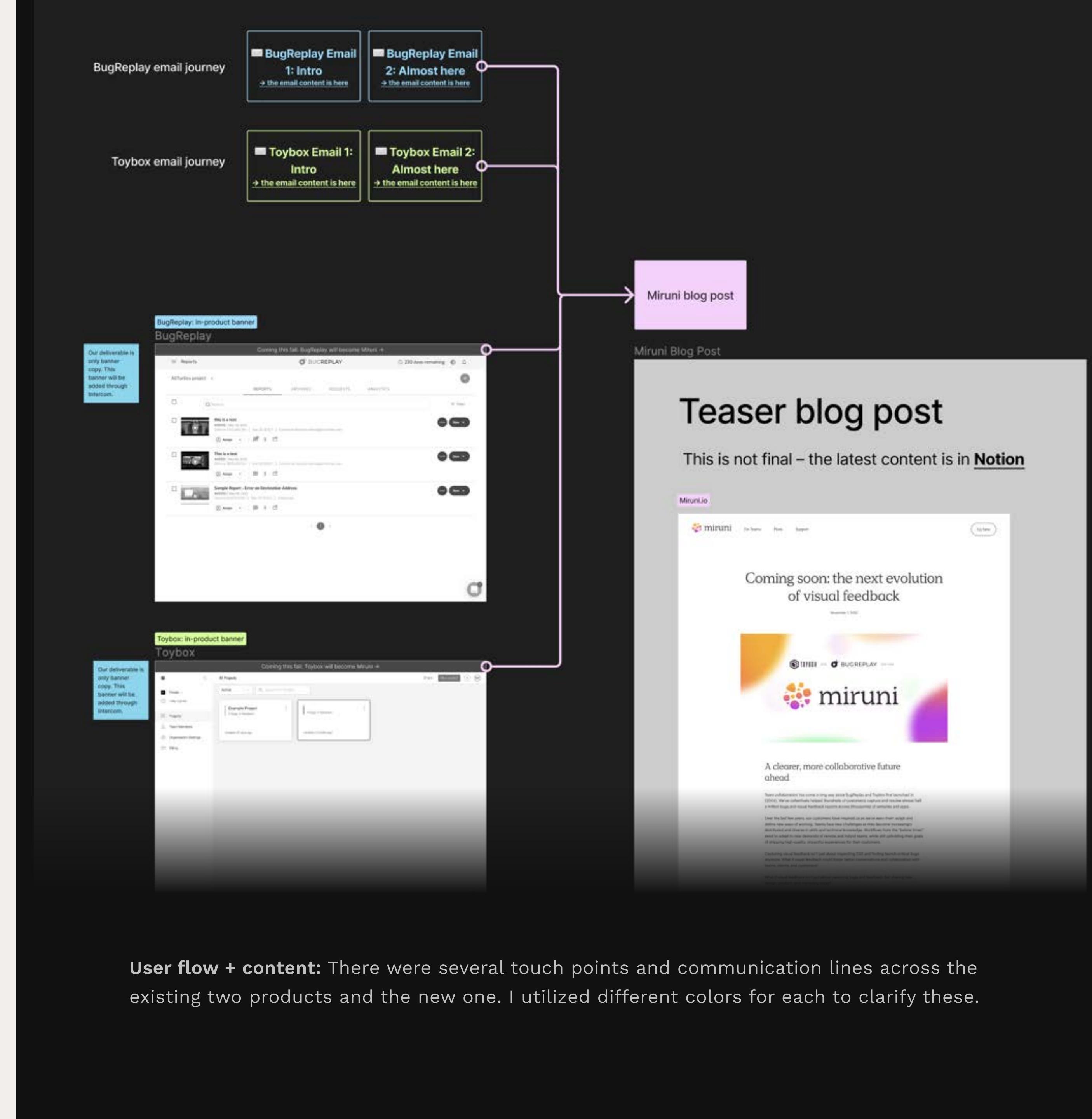
The customer experience involved multiple touch points and diverse journeys including transitioning for existing customers, retention for prospects and past customers, and creating a waitlist for those interested in the new product. To manage this complexity, I crafted a comprehensive map integrating a journey map with a schedule timeline. This helped in effective project planning and in gaining a clearer understanding of the deliverables needed.

Journey map with a project timeline



Untangling the complex multiple touch points and communication lines

I designed user flow diagrams and wireframes to map out how audiences receive emails, identify their end destinations, and navigate their arrival on the new product's page.



Email templates allowed us craft content easily

My design work extended beyond just crafting the layout of emails; I also devised the overarching plan, structuring emails based on the customer journey and timeline.

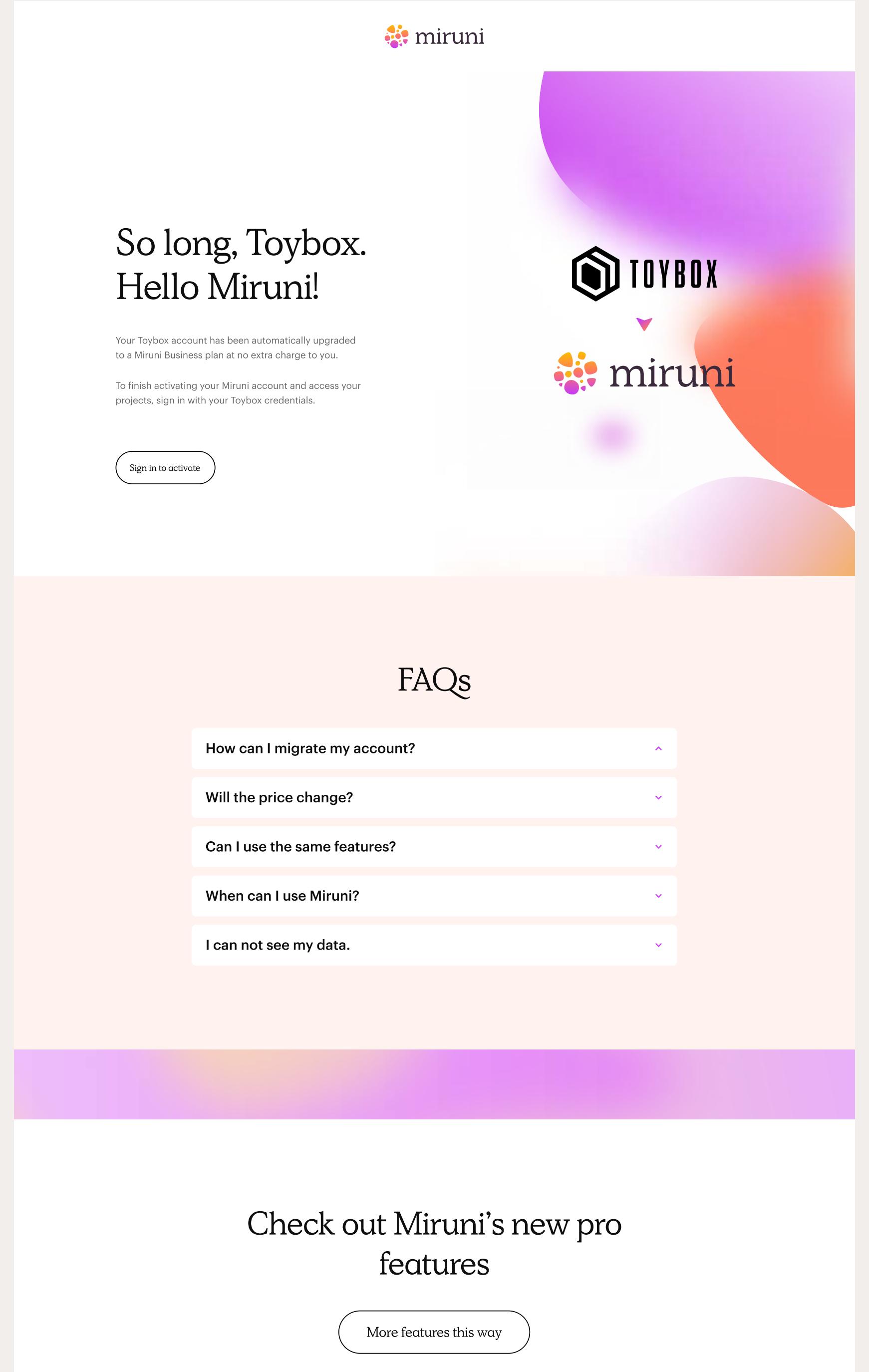
Send from: Email (BugReply)	Send from: Email(ToyBox)	Send from: Email (Miruni.io)
Past BugReply customers	Toybox customers	Toybox customers
Email subject: Exciting new changes are coming to BugReply	Email subject: Miruni launches in just a few days	Email subject: Miruni (formerly Toybox) is now live!

		
Get first access + best pricing to BugReply's next evolution	Miruni is launching soon!	So long, Toybox. And hello, Miruni!
Sign up today	See what's coming	Activate my Miruni account
We're excited to announce that BugReply and Toybox have joined forces to become Miruni, officially launching in spring 2023. Check out our blog post and learn more about our exciting new features, plus updates to the ones you love.	Toybox customers (like you!) will get first and exclusive access to Miruni's powerful new features — like video replays of console errors, heatmap views, and more. So keep your eyes peeled: in a few days, you'll get an email from Miruni with account transfer instructions and other helpful info.	Today's the day: Miruni is now live! As a Toybox customer, you get exclusive first access to Miruni and a free upgrade to Miruni Business . Your Toybox projects have been safely migrated to Miruni, so you can hit the ground running in just a few taps.
Learn more	Learn more	Activate my Miruni account
While we put the finishing touches on our re-launched product, we're offering all BugReply customers priority Miruni access and lower, preferred pricing.	Tonybox customers (like you!) will get first and exclusive access to Miruni's powerful new features — like video replays of console errors, heatmap views, and more. So keep your eyes peeled: in a few days, you'll get an email from Miruni with account transfer instructions and other helpful info.	Don't delay — activate your Miruni account by signing in with your Toybox credentials .
Don't sleep on this rare opportunity. Sign up for BugReply today to secure your priority access spot and pricing.	Check out our blog post on Miruni.io for a sneak peek, plus details on how we're working hard to minimize disruption to your workflow.	Need help? Reply to this email directly or head over to miruni.io/toybox
Get BugReply	Unsubscribe	Toybox + BugReply are now Miruni Toybox and BugReply have joined forces to become Miruni. Read our blog post to learn more, or reply to this email with any feedback or questions.

Email template: I defined the sender, receiver, email subject, and content. This template was optimized for the Emailfy HTML Email Builder, a Figma plugin, allowing the client to export the design themselves using this plugin.

MIRUNI / GROWTH

Transitioning landing page for existing customers

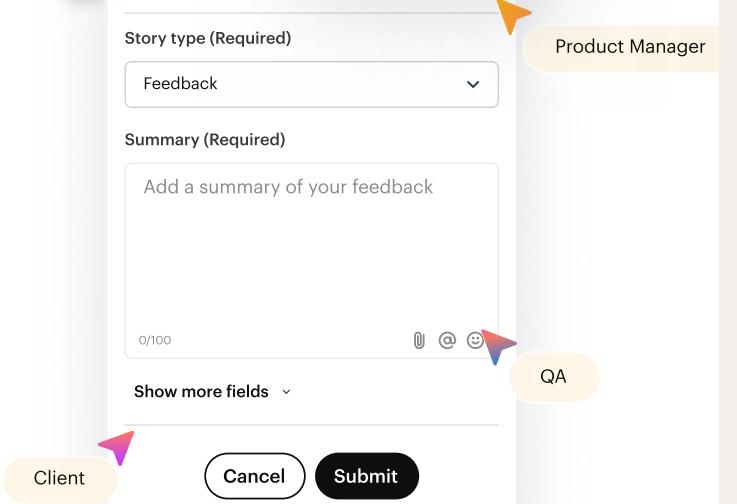


The landing page features a large purple and orange abstract graphic at the top. Below it, the Miruni logo is displayed. The main headline reads "So long, Toybox. Hello Miruni!". A subtext message states: "Your Toybox account has been automatically upgraded to a Miruni Business plan at no extra charge to you. To finish activating your Miruni account and access your projects, sign in with your Toybox credentials." A "Sign in to activate" button is present. The page also includes a "FAQs" section with five expandable questions: "How can I migrate my account?", "Will the price change?", "Can I use the same features?", "When can I use Miruni?", and "I can not see my data.". At the bottom, a call-to-action button says "Check out Miruni's new pro features".

More features this way

Faster, more accurate bug fixes

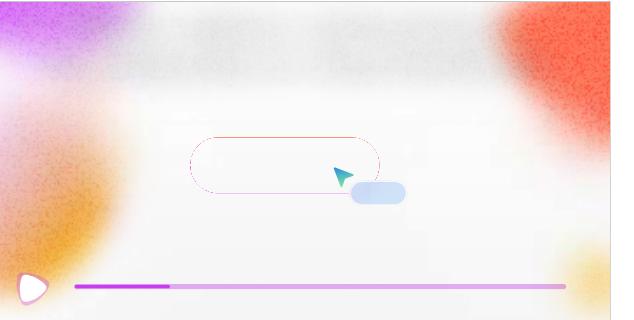
Reproduce bugs with fewer headaches. Replay console logs and network errors and access all the technical metadata you need at your fingertips.



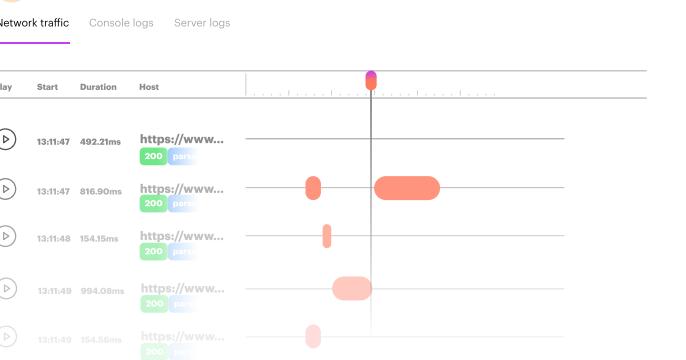
Web app

Maximize your team's impact

Redesigned from the ground up, Miruni's powerful web app helps teams filter, sort, and zero in on the critical feedback that matters.



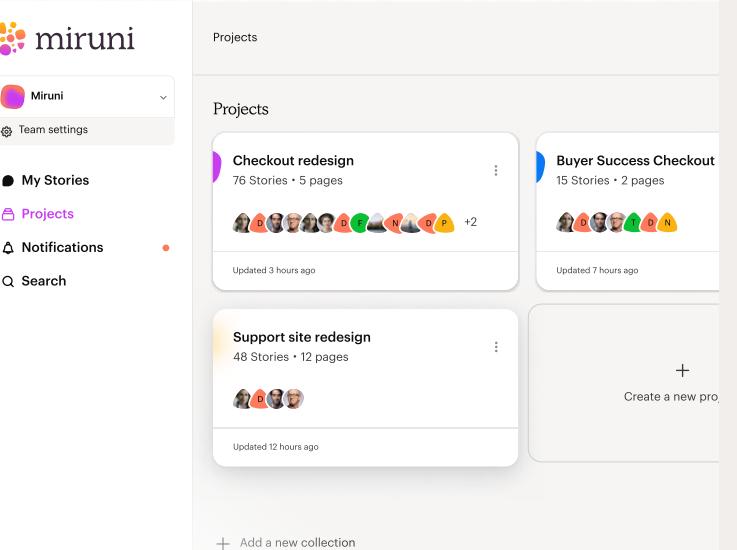
This button isn't working!



Browser extension

Capture and collaborate anywhere

It's now even easier for anyone to share context-rich feedback, from screen recordings to detailed CSS inspection. Just capture and submit, and Miruni automatically includes technical and console info for you.



Capture feedback anywhere with the Miruni Chrome extension

Download extension

Waitlist form for prospects

I designed the form on top of the marketing website the other team built. The dev team built a modular approach, so I synced with them and designed it by aligning their data structure.

The screenshot shows the Miruni website with a large, colorful abstract graphic in the background. At the top, there's a navigation bar with the Miruni logo, 'For Teams', 'Plans', 'Support', 'Sign in', and a 'Join waitlist' button. Below the graphic, there's a 'Get early access' button and the text: 'Be one of the first to try Miruni.' A subtext explains: 'Miruni is currently offering a limited number of early access spots before launch. Join our waitlist to claim your spot and try Miruni before everyone else — and for free.' A call-to-action button says 'Claim your spot today.' Below it is an input field labeled 'Email address'. A small disclaimer at the bottom states: 'By signing up, you agree to receive emails from Miruni about waitlist updates.'

Annotations on the right side point to specific elements:

- A green box labeled 'Heading' points to the 'Claim your spot today.' text.
- A green box labeled 'Input labels + fields' points to the 'Email address' input field.
- A green box labeled 'Submit button text' points to the 'Request early access' button.
- A green box labeled 'Form disclaimer' points to the small text at the bottom.

Outcome

- Launched the wait list campaign, Nov 2022
- Sent the transition emails to existing customers, Jun 2023
- Launched Miruni Beta program, Jun 2023

Cloaked

Cloaked lets you create unlimited phone numbers, emails and passwords in real time.

ROLE
Senior Product Designer

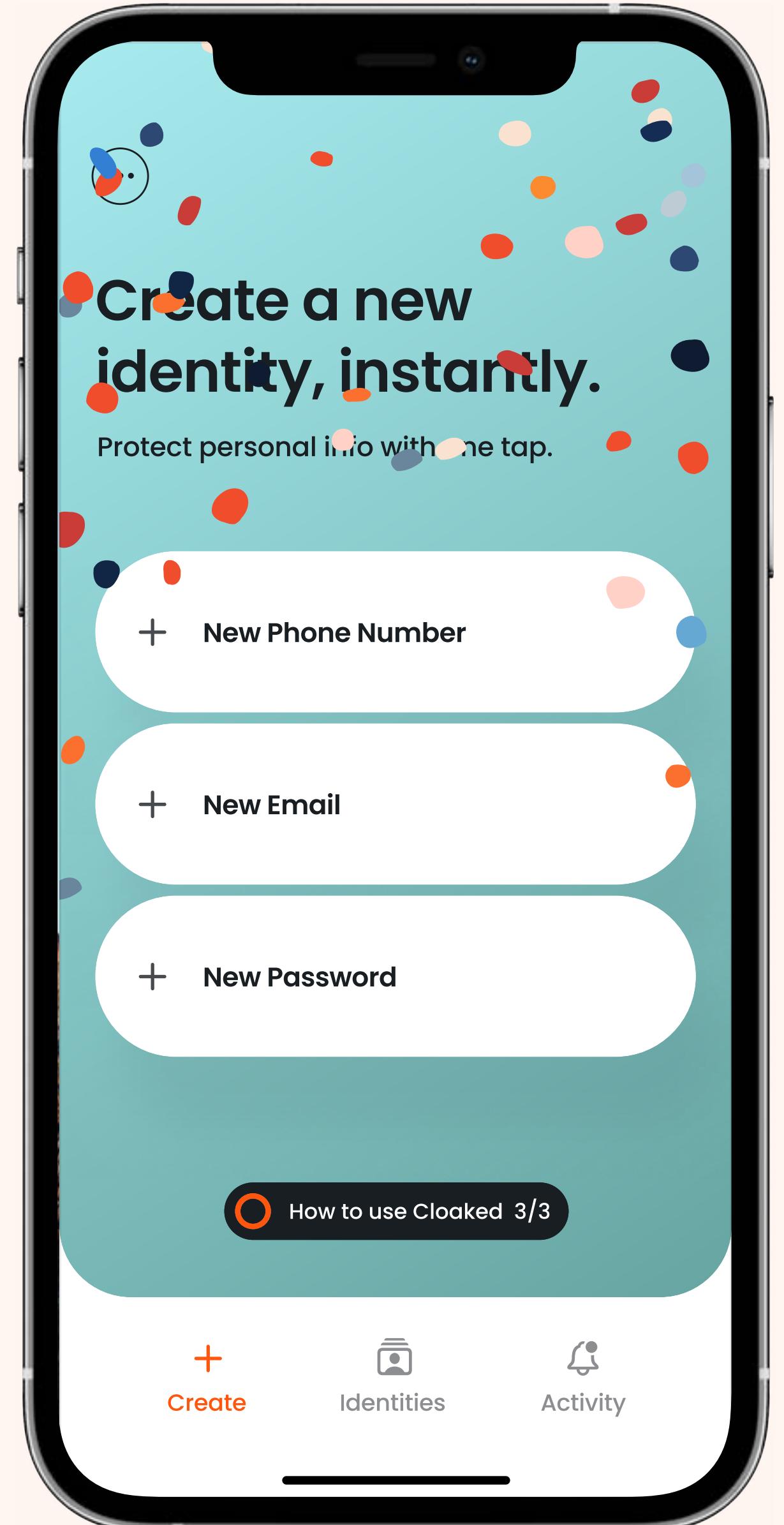
YEAR
2022

DURATION
4 weeks

TEAM
CXO @Cloaked
Content Designer @All Turtles

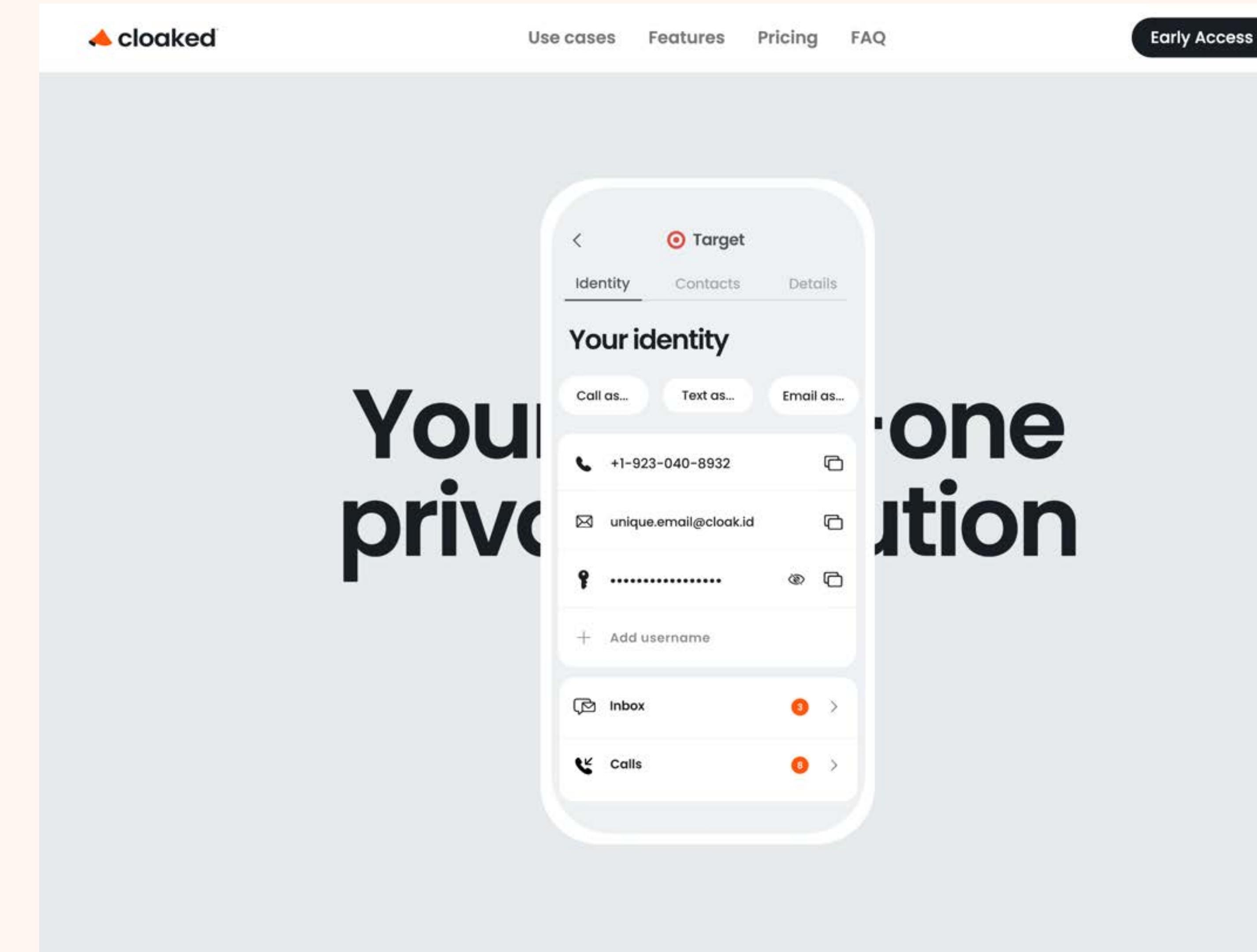
PLATFORM
Mobile

DELIVERABLES
Design direction
UX feedback
Mid-fi mockups
Synthesize user research



Users encountered challenges in understanding what Cloaked is and how it operates until they actually used it

This lack of initial comprehension made it difficult to enable features such as **AutoFill**, **push notifications**, and **forwarding settings**.



Hypotheses that showing some case studies in real scenario would help new users to understand what Cloaked is so that they would happy to continue

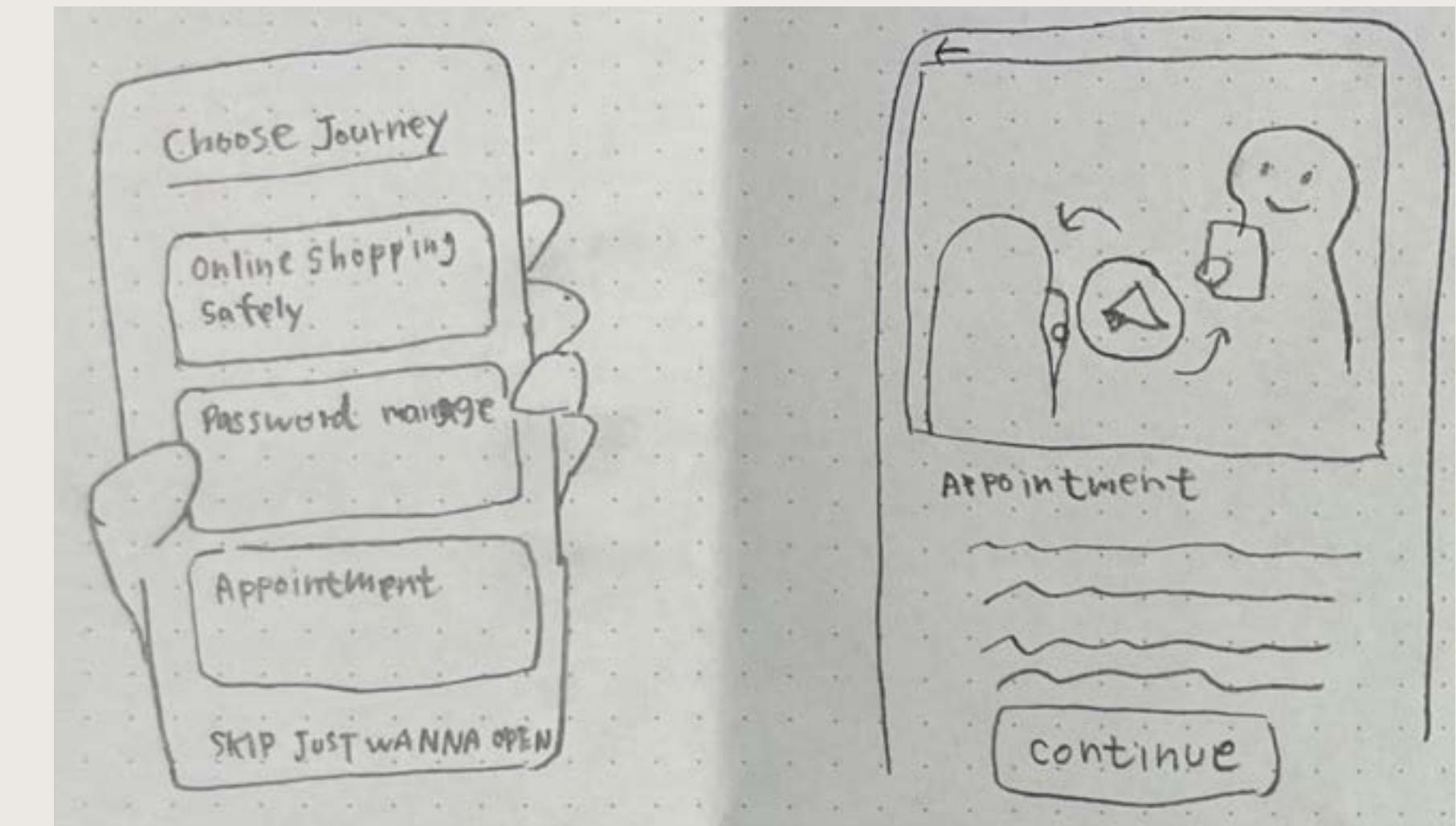
Objectives

Our hypotheses

- We believe giving new mobile Cloaked users the opportunity to build muscle memory will result in increased retention.
- We believe explaining how Cloaked ensures privacy and security will result in increased retention.
- We believe explaining how the mobile app uniquely enhances the Cloaked experience will result in increased mobile app user retention.
- We believe enabling mobile Cloaked users to set and forget the most critical features and permissions — then progressively disclosing the rest of what Cloaked has to offer — will result in increased retention.
- We believe explaining why we need consent before requesting permission will result in more mobile Cloaked users setting up autofill and enabling push notifications.

□ 1

Document: As a team, we formulated hypotheses to serve as our guiding compass, directing the course of our design decisions.



Quick sketch idea: We did a quick sketch session.

When is the right time to ask what we want users to do?

Which scenario is related to each ask?

Enable push notifications

Sync contacts

Enable AutoFill

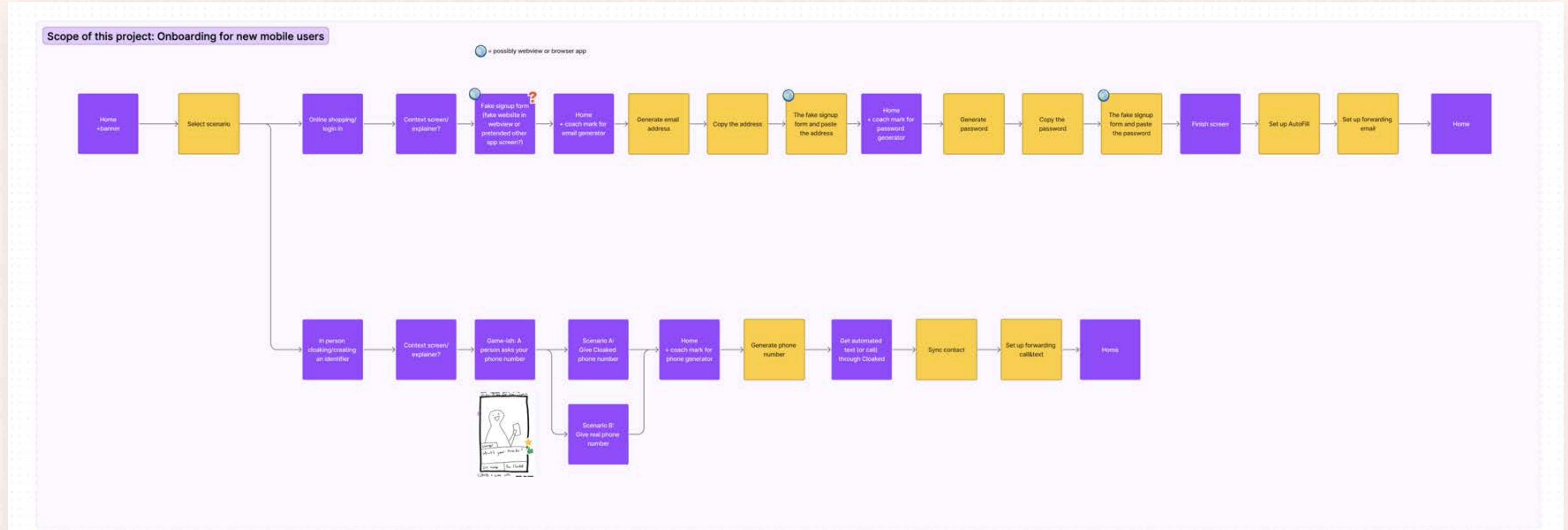
Set up forwarding (email)

Set up forwarding (call&text)

Enable FaceID

User flow helped us to determine where to ask enabling features in natural steps

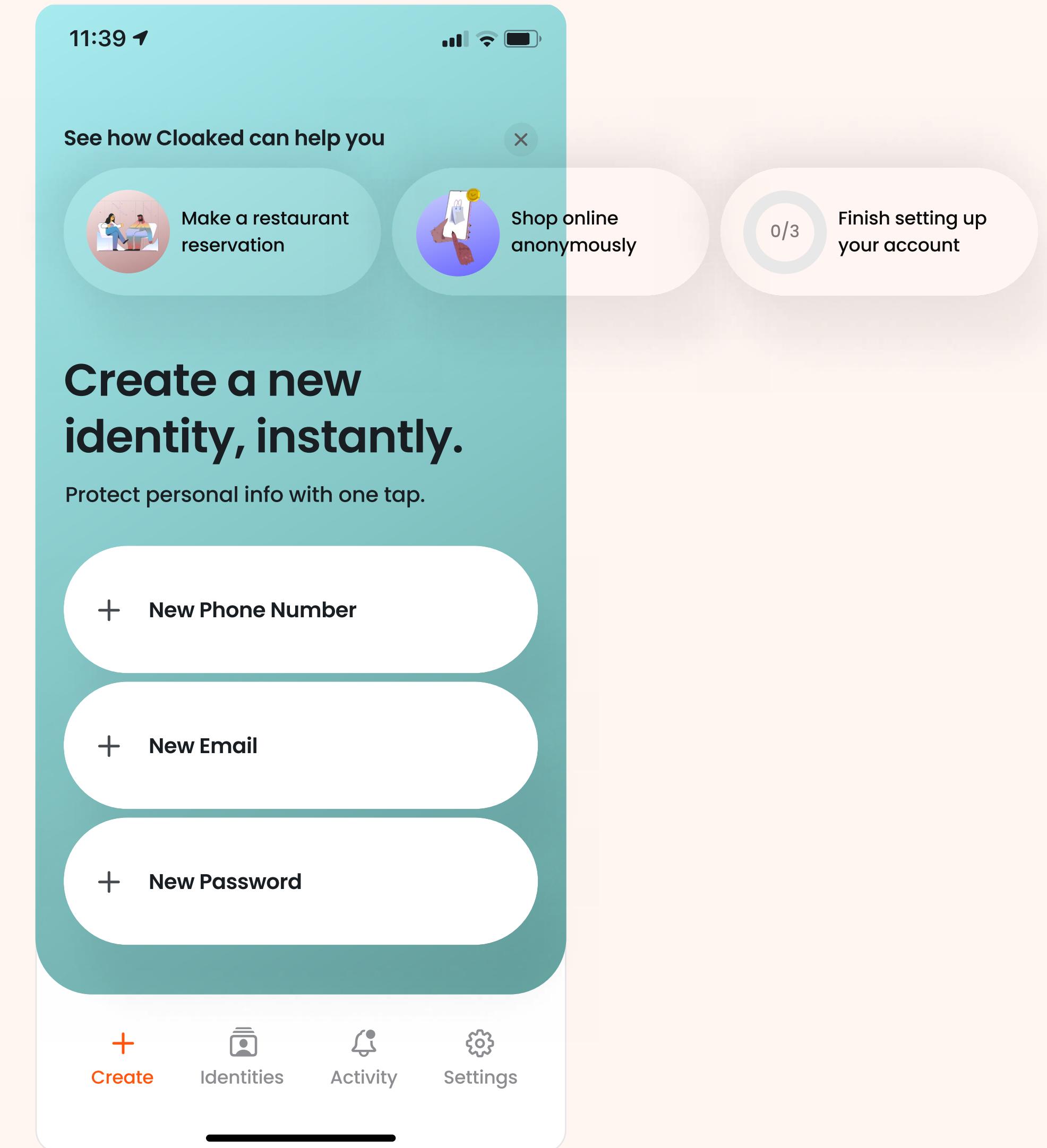
I put the points of enabling features into scenarios as I believed users would enable those once they understand how Cloaked works.



IDEA

A carousel to show a few scenarios to educate users how the app works

This is my initial design; adding a carousel to show a few scenarios to educate users how the app works.



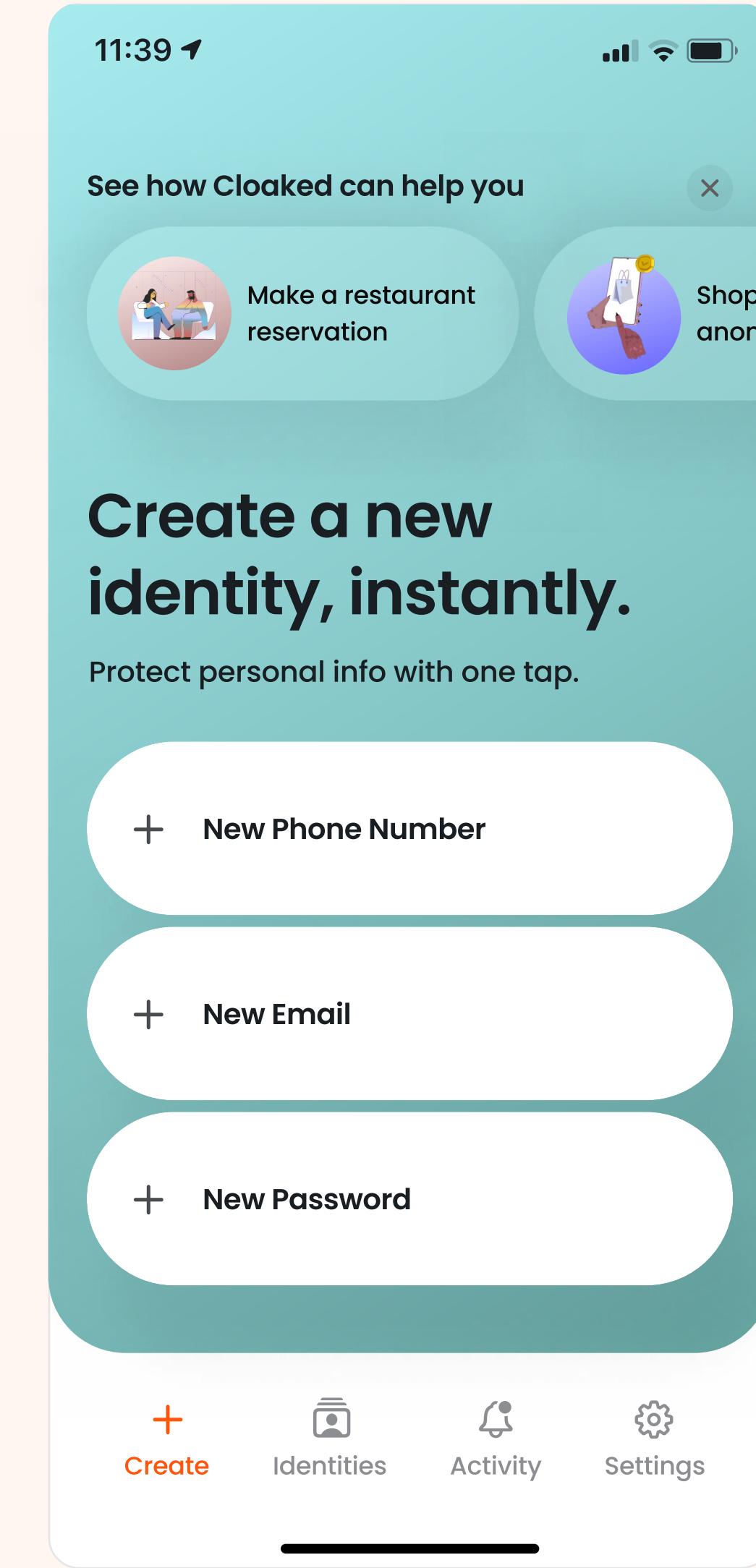
PROBLEM

However, there was a confusion about where to start first

I conducted **unmoderated research** with the content designer. The mobile app onboarding experience got participants excited to try Cloaked. However, it wasn't clear what action participants should take first, and they all said they would do something different if it were their first time using the app.

The next thing I would do is to click Create tab

That's where I'm a little bit unsure.
What do I do next?



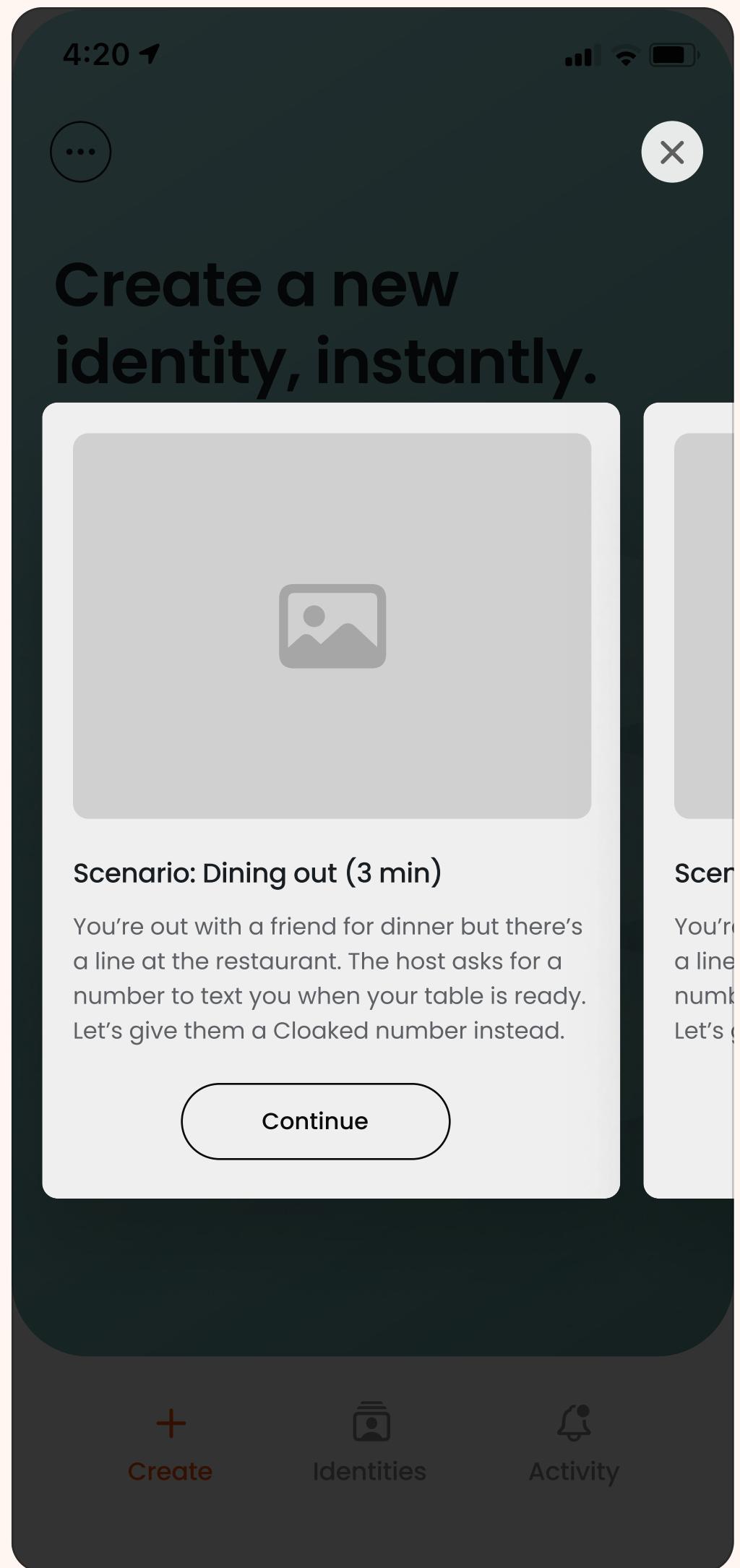
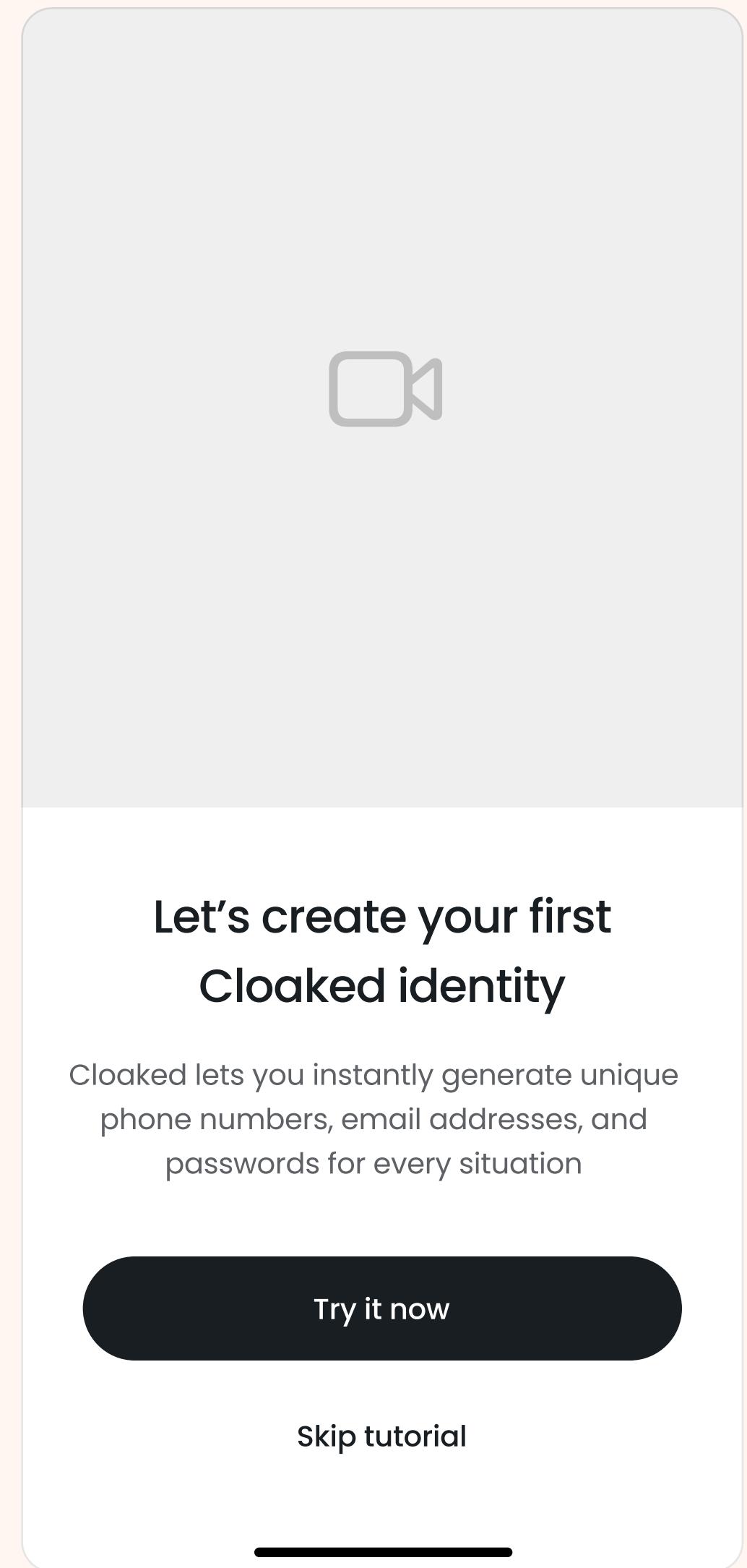
0/3 Finish setting up your account

I might go ahead and click on “Finish setting up your account”

REVISED

By showing scenarios upfront, it becomes more obvious where to start

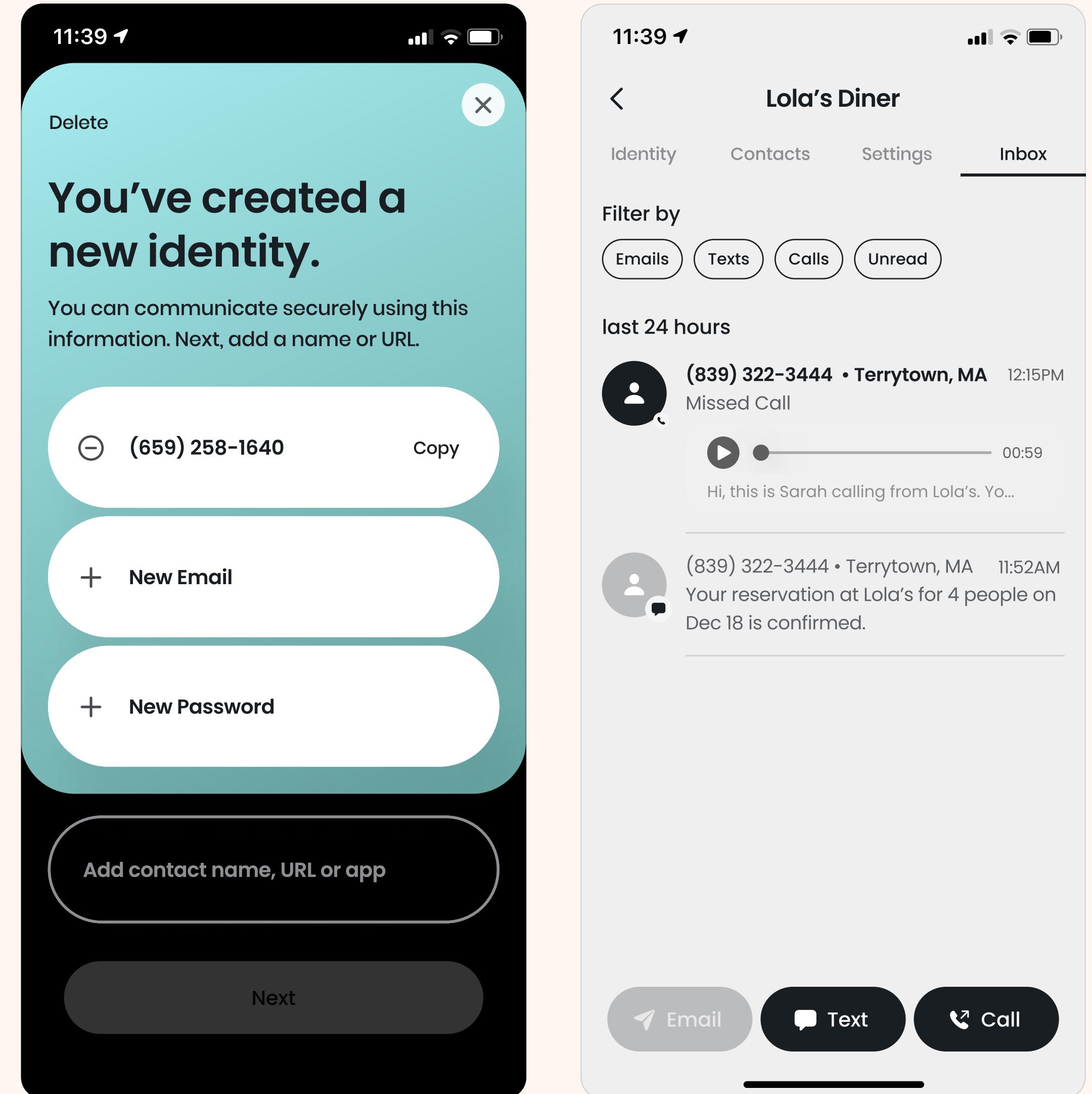
Cloaked had a web application before the mobile version, so I also considered the existing users – they could skip tutorial scenarios if they were already familiar with the concept.



IDEA

Generating phone numbers and making calls are crucial differentiators for the mobile experience

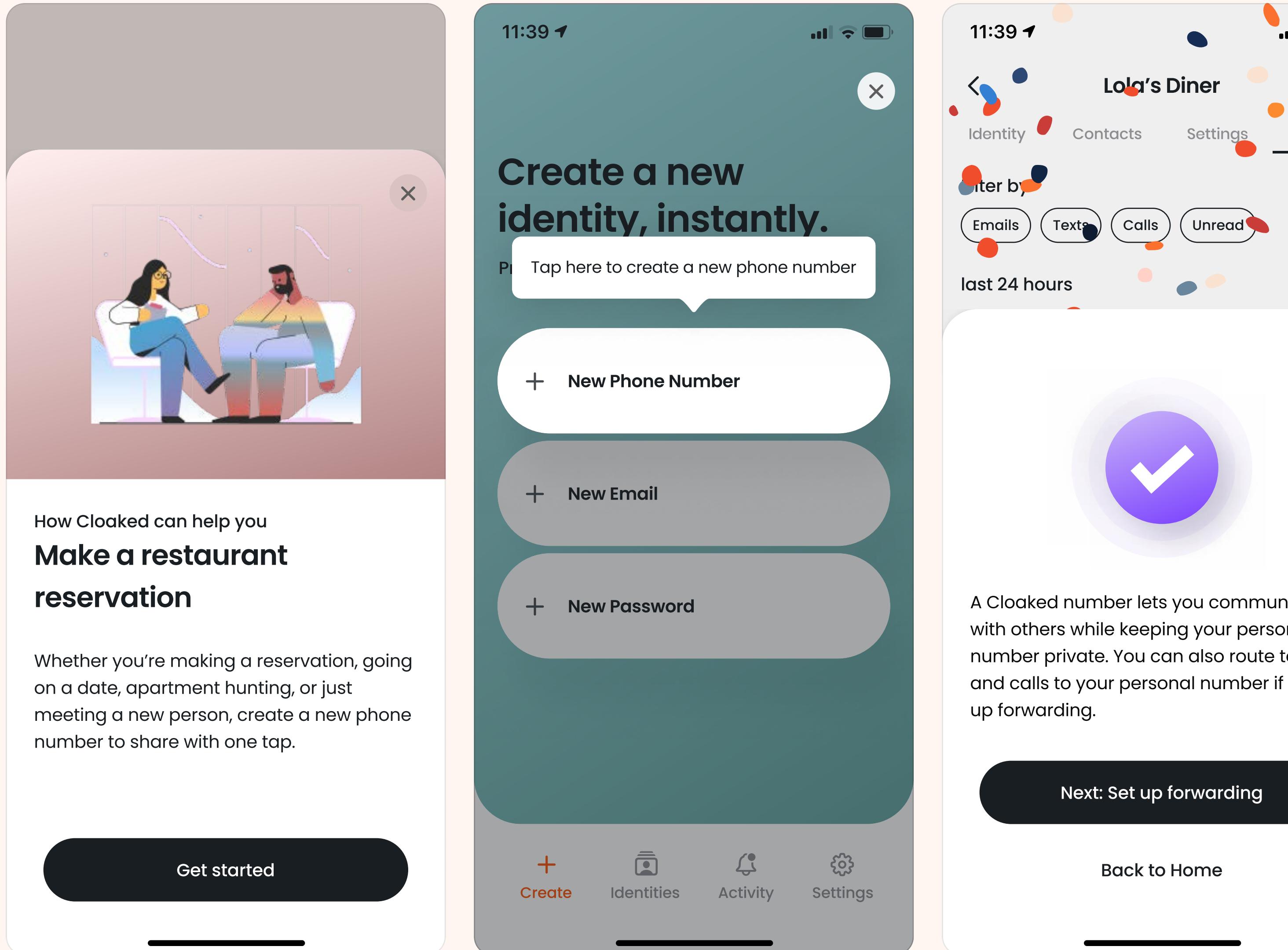
Cloaked's web application cannot answer phone calls made to the numbers generated with Cloaked, while the mobile app can. I believed this functionality would be the greatest success of the onboarding process.



SCENARIO

Making a restaurant reservation with generated phone number

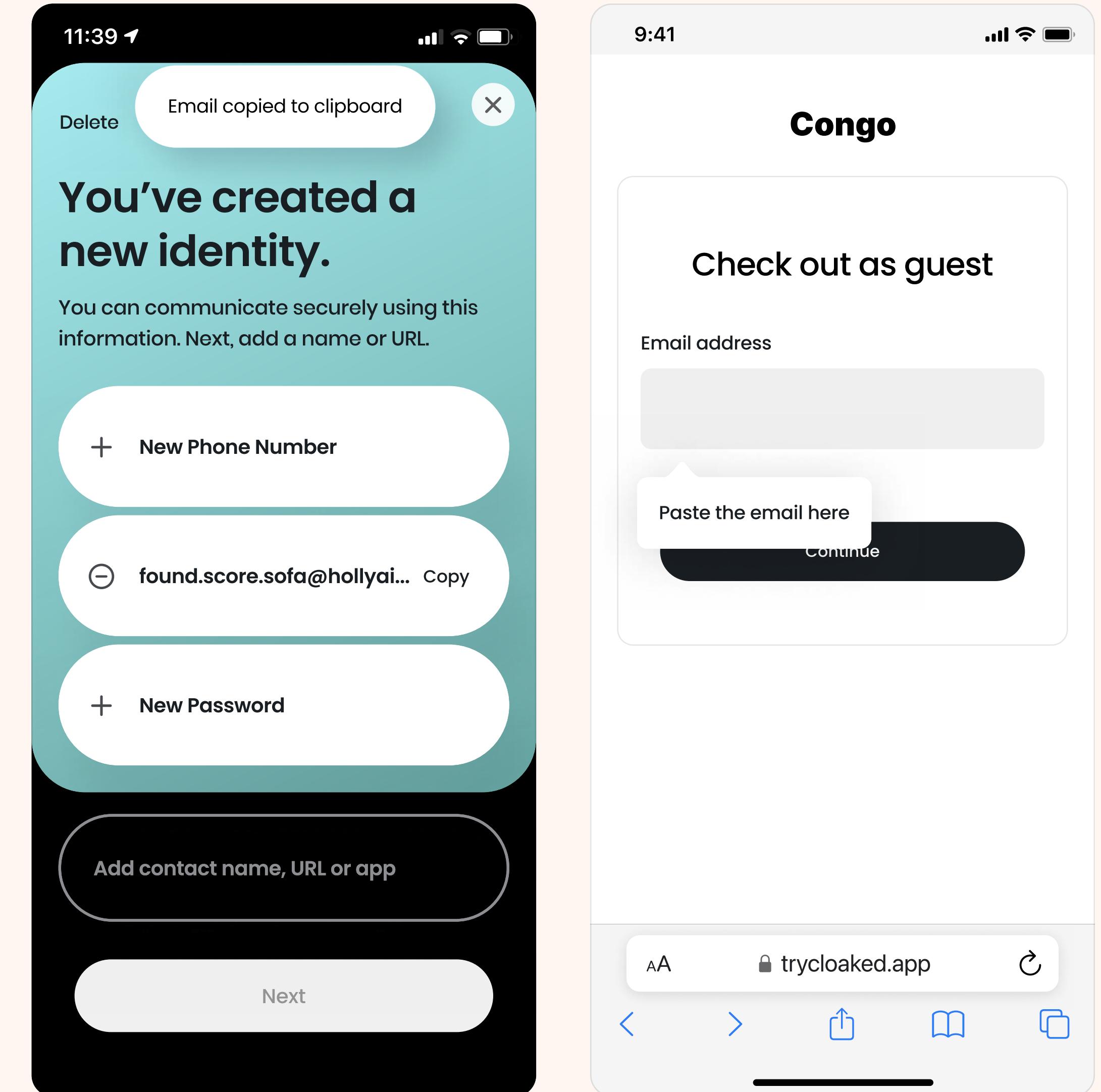
At the end of the scenario, the app prompts users to set up call forwarding. All participants of the research were able to accurately explain what call forwarding is. Four out of five participants indicated they would set up **call forwarding** at this stage.



IDEA

Learning how to utilize the generated email through interaction with a real web page

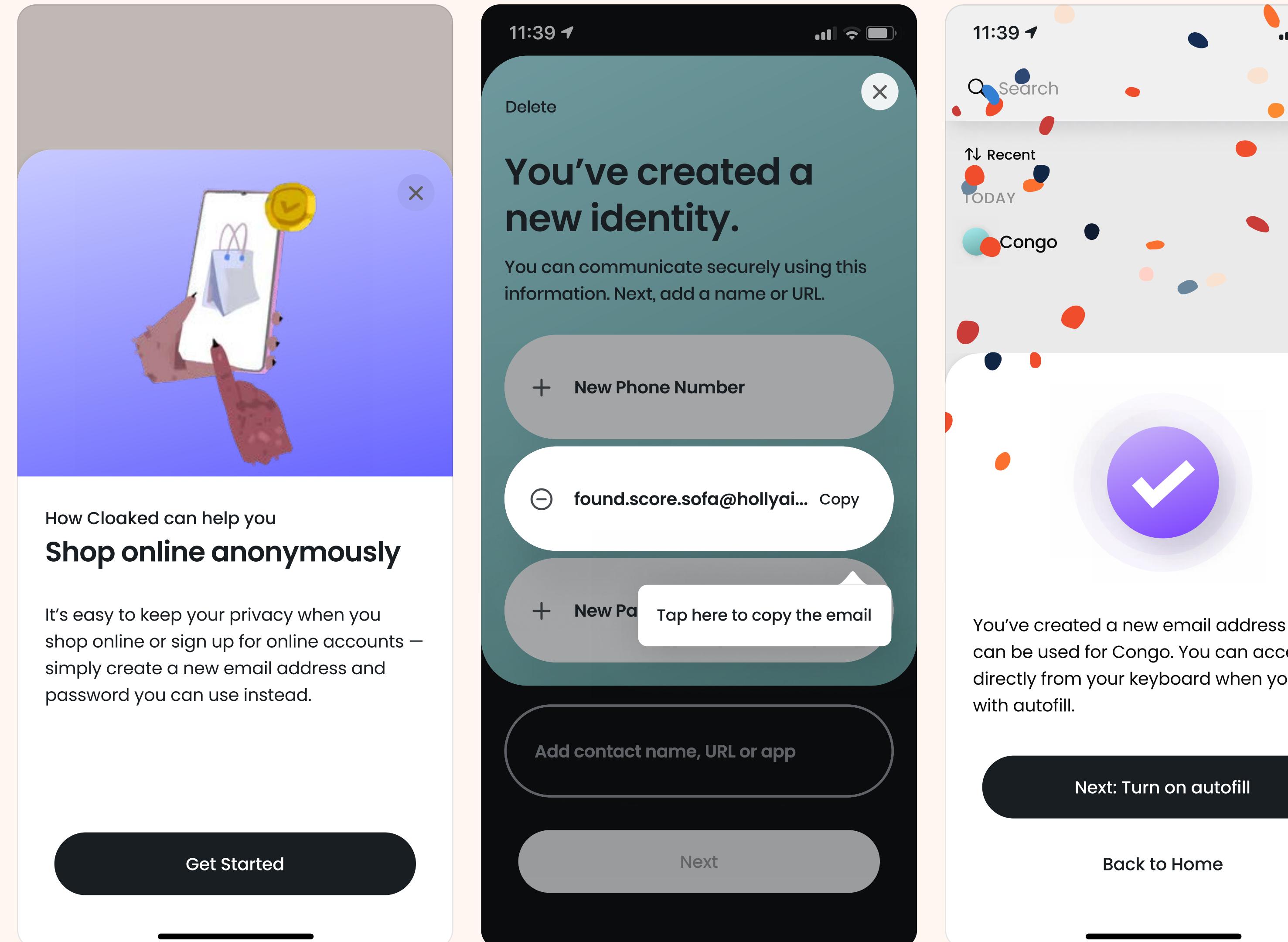
In order to use the generated email, users need to toggle between the app and a form. The idea was for them to experience this process during onboarding.



SCENARIO

Generating an email through the app and applying it to online shopping

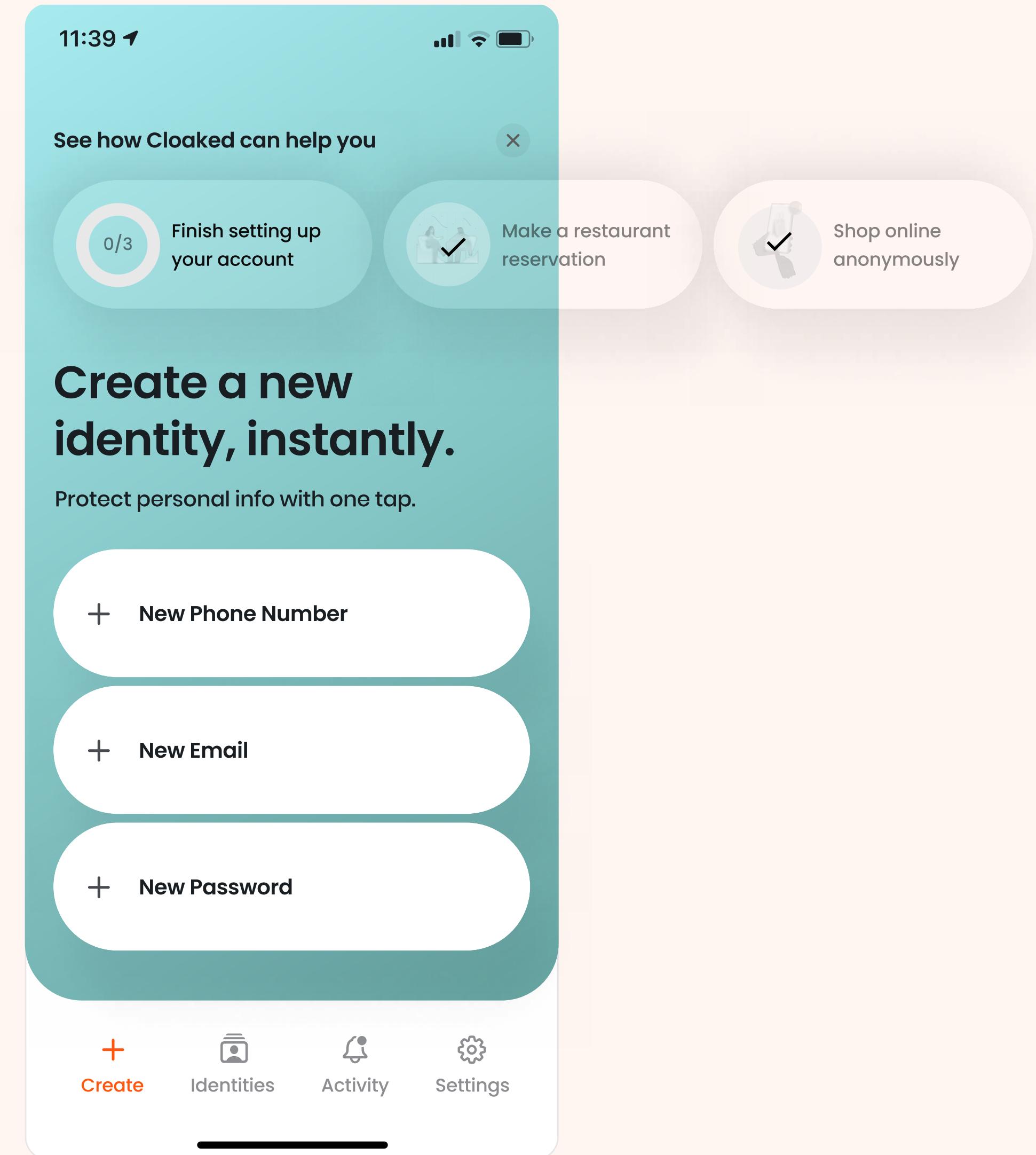
At the end of the scenario, the app prompts users to activate autofill. This scenario helped participants of the research in easily conceptualizing more ways they could utilize the app in their daily lives. It also helped them understand the concept of **autofill**, and most would choose to set it up.



PROBLEM

Participants were mixed on what they would do next here

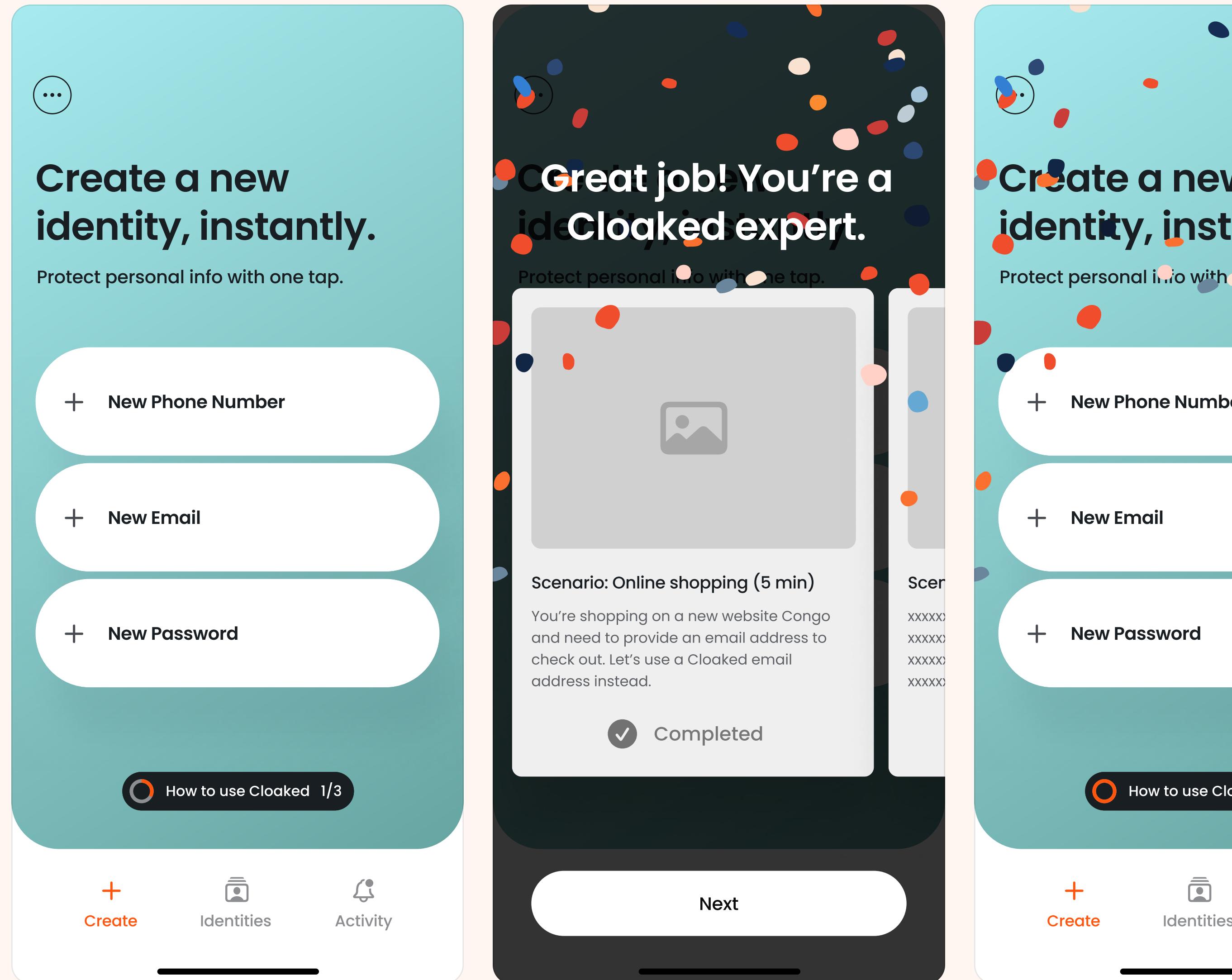
This is my initial design. I thought showing completion for finishing set up and scenarios was helpful for users decide what they would do next, but the research found that there was confusion.



REVISED

Indicating onboarding progress

Instead of showing multiple actions on home, I put an indicator that shows onboarding progress, and this direction made the visual hierarchy clear – the main app actions first and the onboarding is secondary.



Conclusion

Through the user research, we found that the mobile app experience got participants excited to try Cloaked.

Although there was confusion about where to start first, participants found the onboarding experience helped them understand not only how Cloaked worked, but how they could use it in their own daily lives and how it could benefit them directly.

Next steps that I might have taken if I remained on the project would have been:

- Conducting usability testing on the revised design
- Polishing Hi-Fi design
- Measuring the setting completion rate of each function after launch

mmhmm

mmhmm makes team video communication easy for remote and hybrid teams. Be the presenter everyone remembers by putting yourself on screen with your slides during virtual meetings.

ROLE

Senior Brand Designer

YEAR

2023

TEAM

Product Marketing @All Turtles

UX Writer @All Turtles

Motion Designer @All Turtles

Front end engineer @All Turtles

DELIVERABLES

Landing page
Visual design
Storyboard

Share Screen Add Text Upload File Search GIPHY

S'WAURA

MARKETING: ROADMAP

Q1 Q2 Q3 Q4

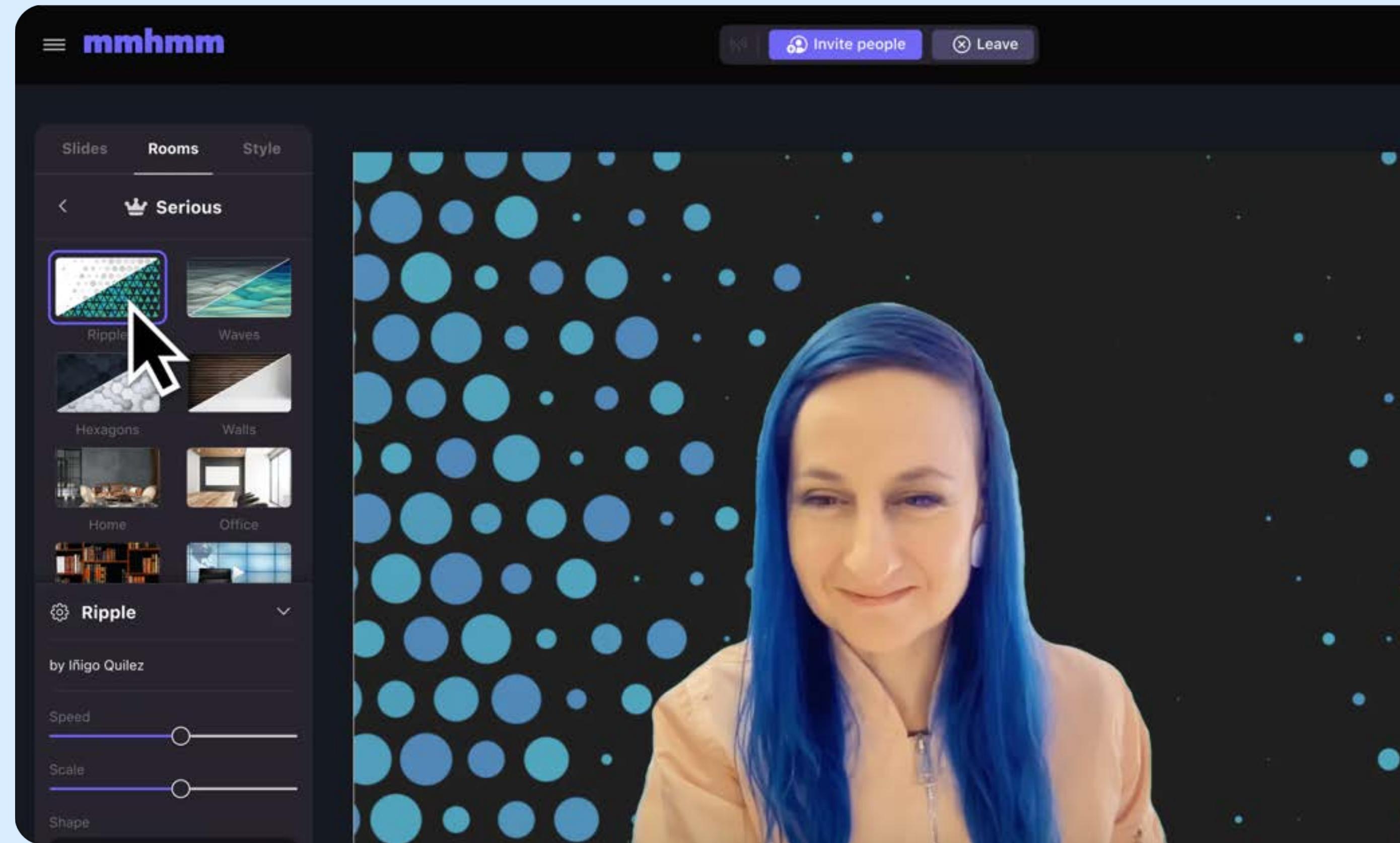
- unpack moving upmarket strategy
- webinar for potential distributors
- south pacific tradeshow
- head of marketing recruitment

+ Add slide

1 2 3 4 5

Transforming 'Why' into 'Wow': designing a compelling landing page for mmhmm

To introduce a product that inspires new behavior, it's crucial to answer the "why" question. So, the "Why mmhmm" page was created to emphasize its benefits whereas the rest of the marketing site focuses on the "what" and "how". A/B testing and optimization efforts were focused on the main landing page for paid acquisition to evaluate its performance and gain user insights.



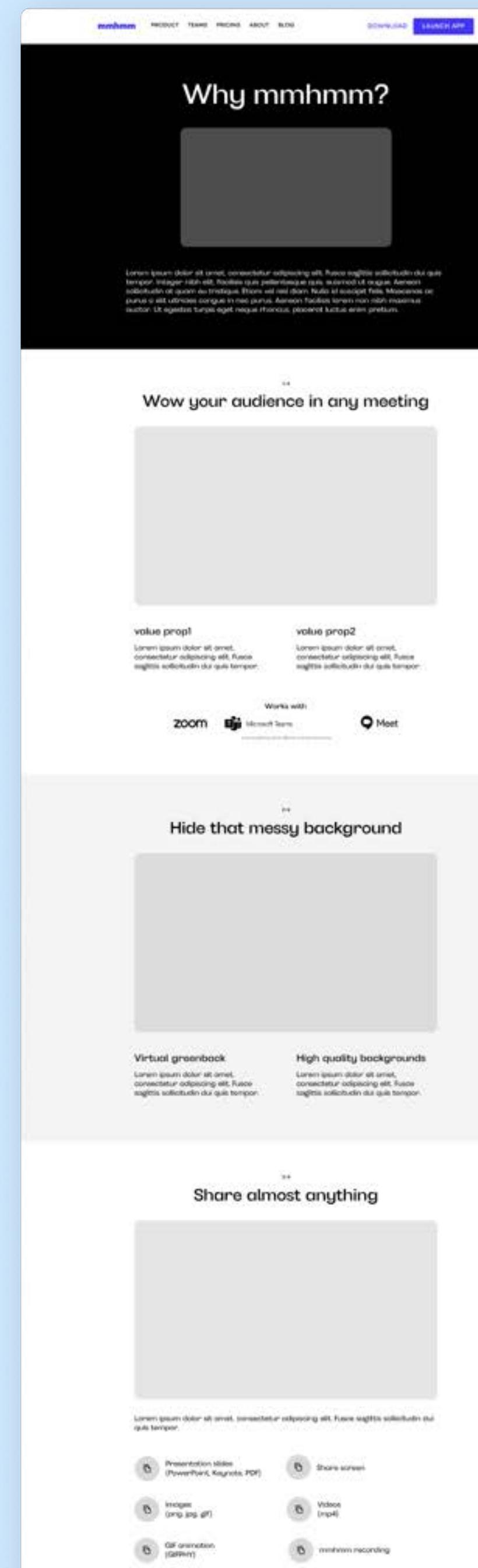
Product UI

MMHMM / WHY MMHMM

Laying the groundwork and embracing feedback

I led the landing page project. Working in collaboration with the marketing team and a UX writer, I was an integral part of developing the design strategy.

In the beginning, I took the preliminary outline provided by the Product Marketing team and transformed it into a wireframe. This step allowed me to visualize the outline within a layout, fostering more effective discussions and propelling the project forward. As I navigated this phase, I found the team's feedback invaluable in refining the design, leading me to consider an alternative hero layout for improved readability.



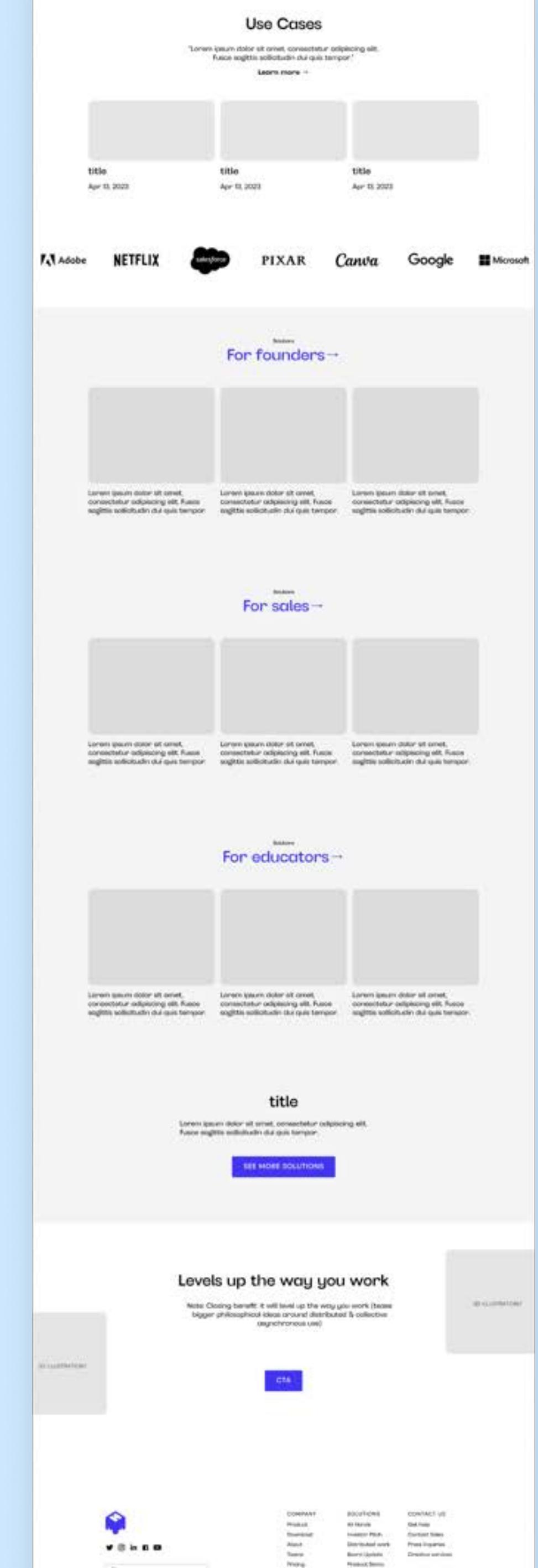
Hero

Benefit1

A few related functions underneath each value prop

Benefit2

Benefit3



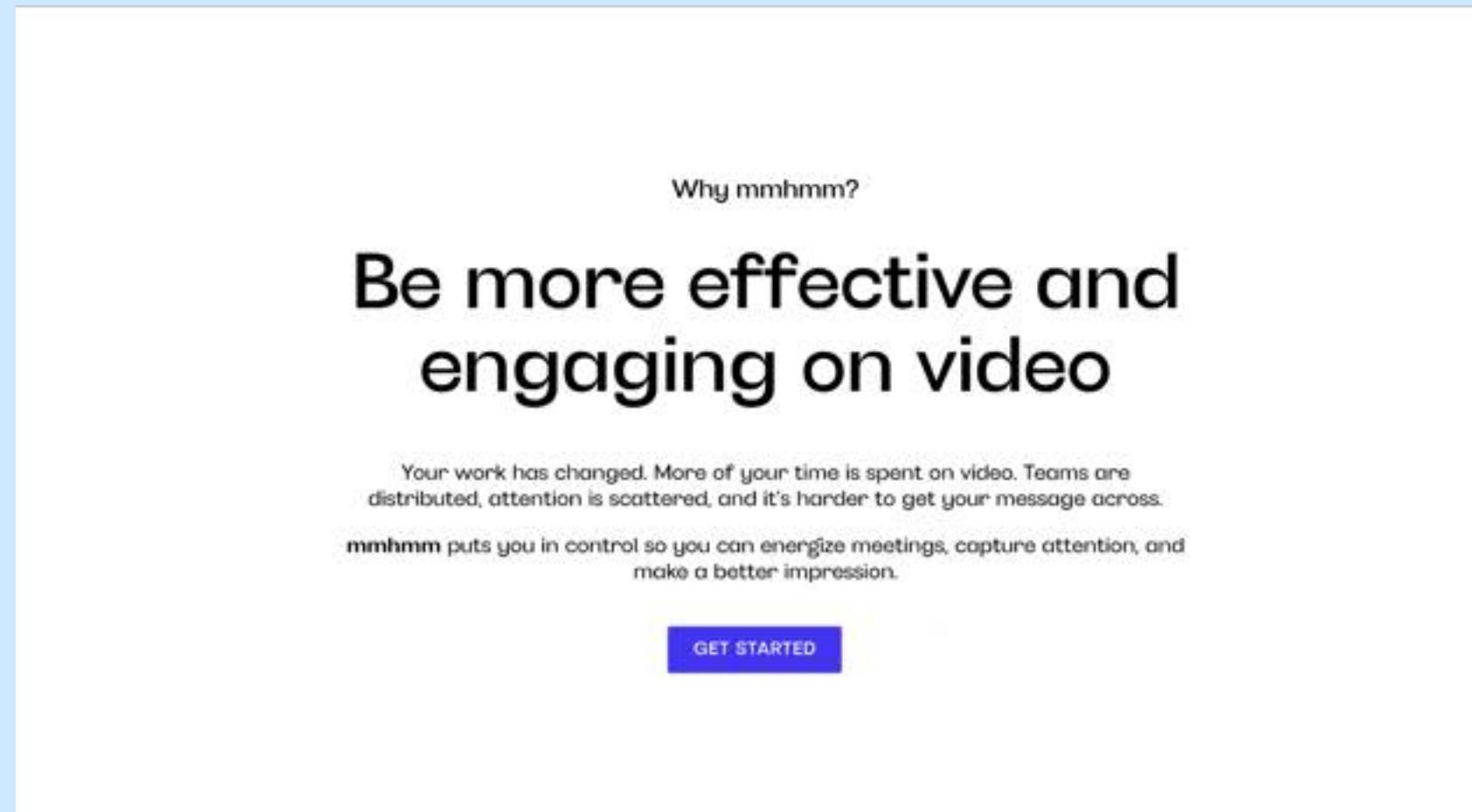
Learn more
• Use cases preview
• Solutions preview

Kicker CTA

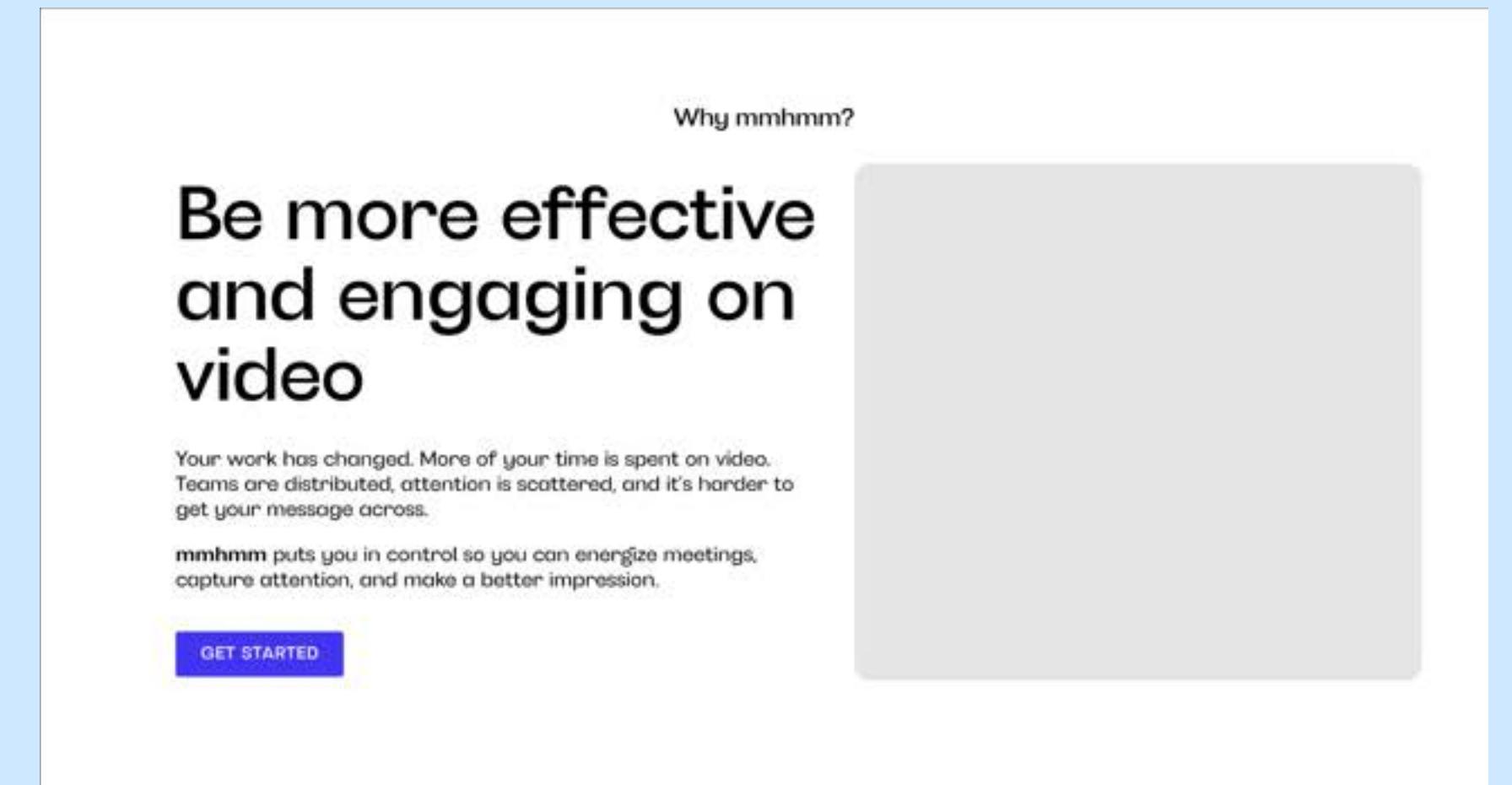
Breathing life into the copy and refining the layout

Moving into the second round, I built upon the wireframe I had developed. A UX writer then crafted the copy, sparking meaningful conversations about the text and potential visuals for each section. During this phase, I experimented with a 50:50 layout for the hero copy, a suggestion from a team member that proved to enhance readability. This round also saw me incorporating customer quotes into each section, a move that added a persuasive element to our design and provided potential customers with inspiration for product use.

Center-aligned hero layout



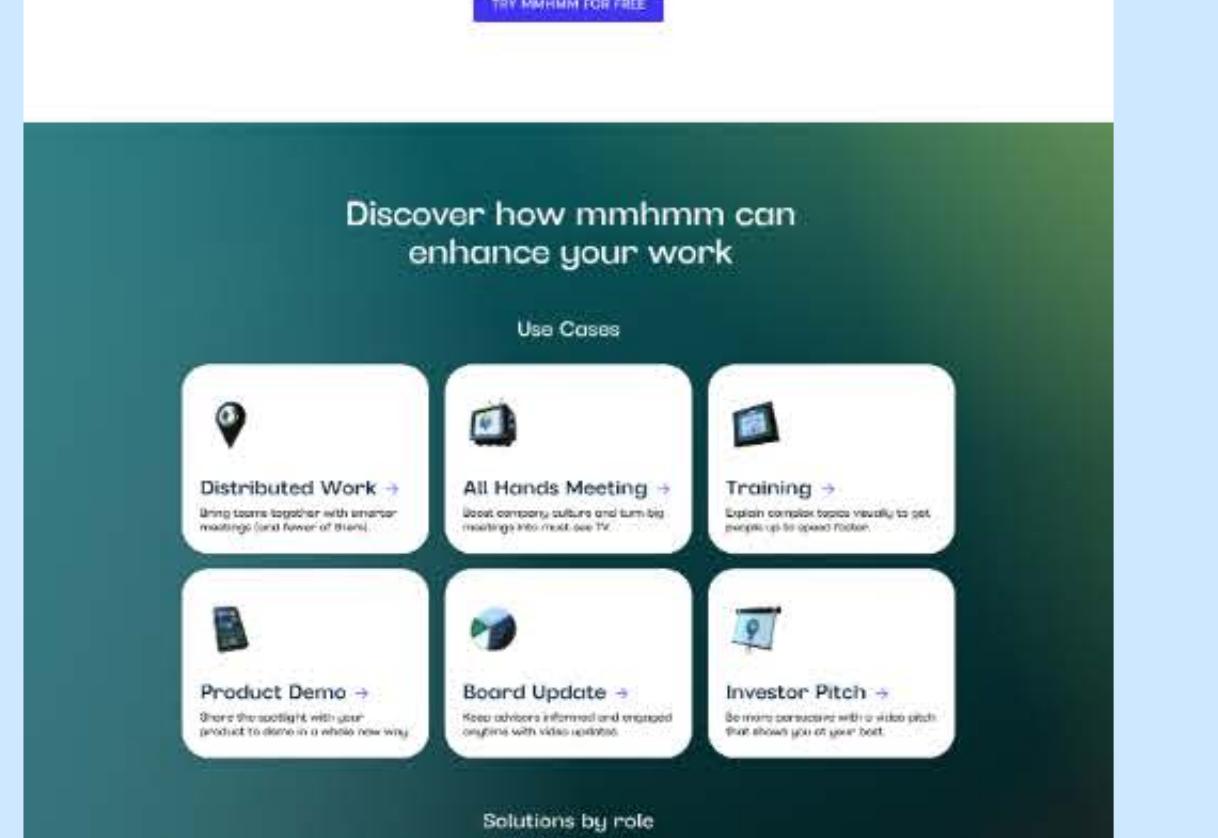
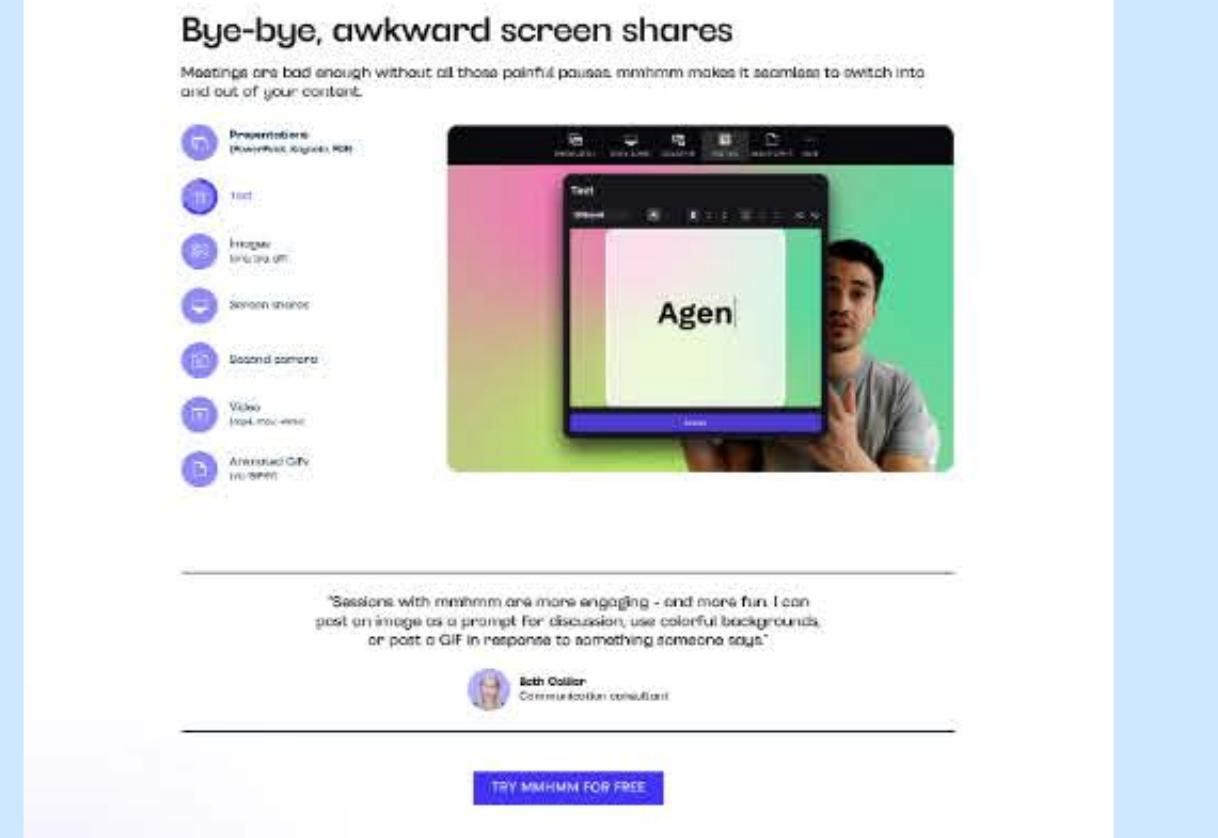
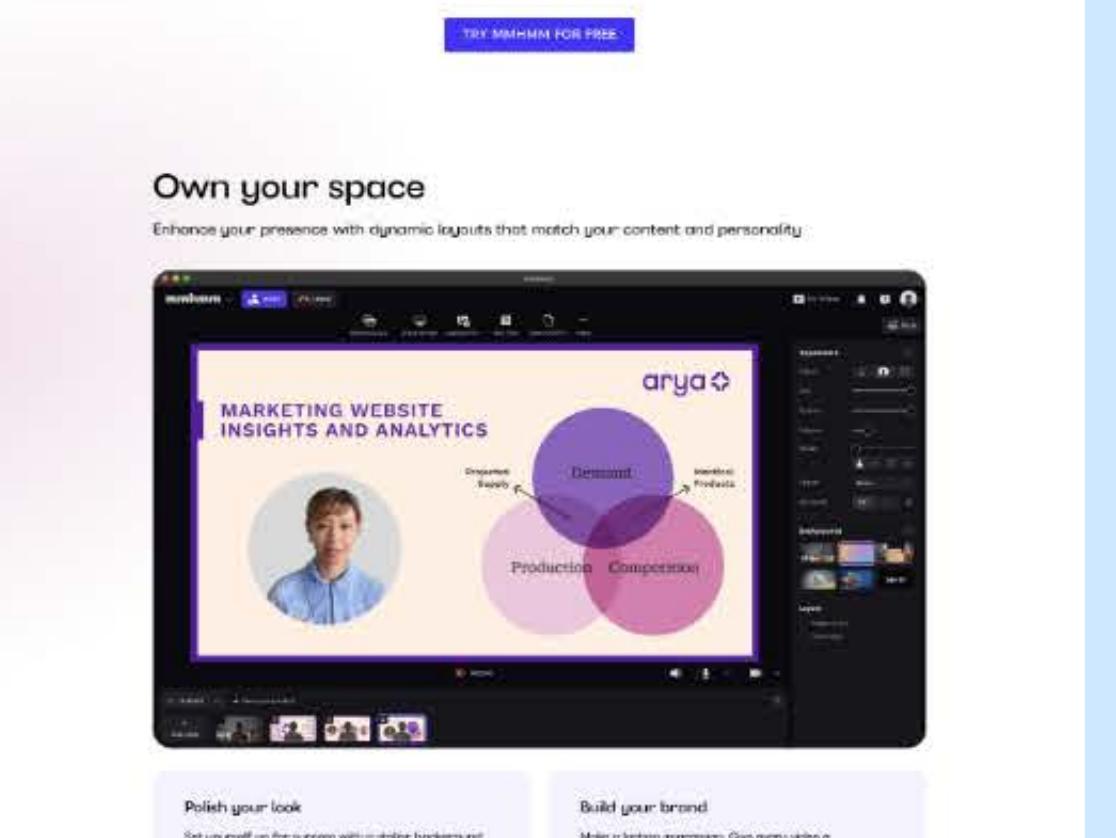
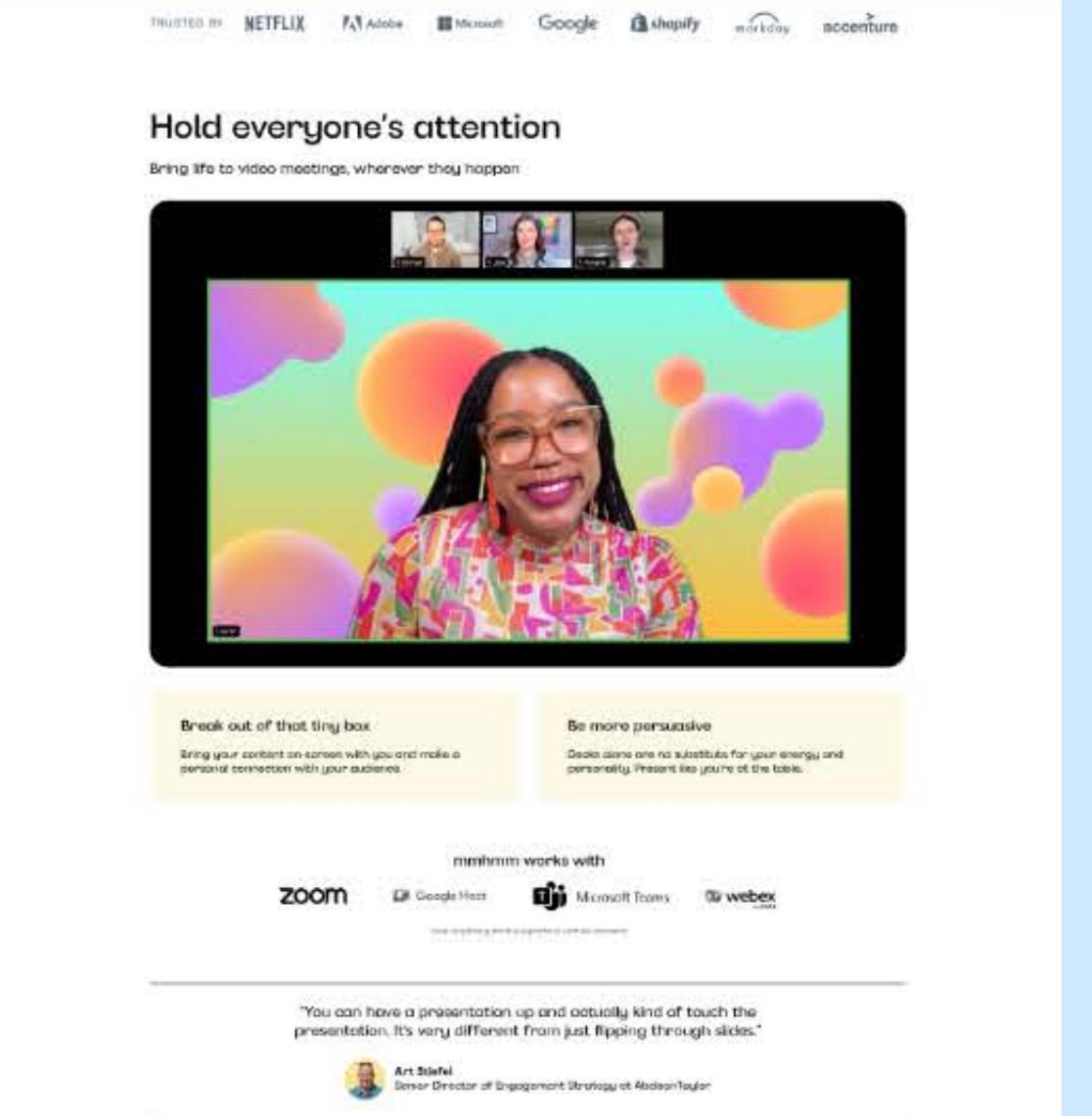
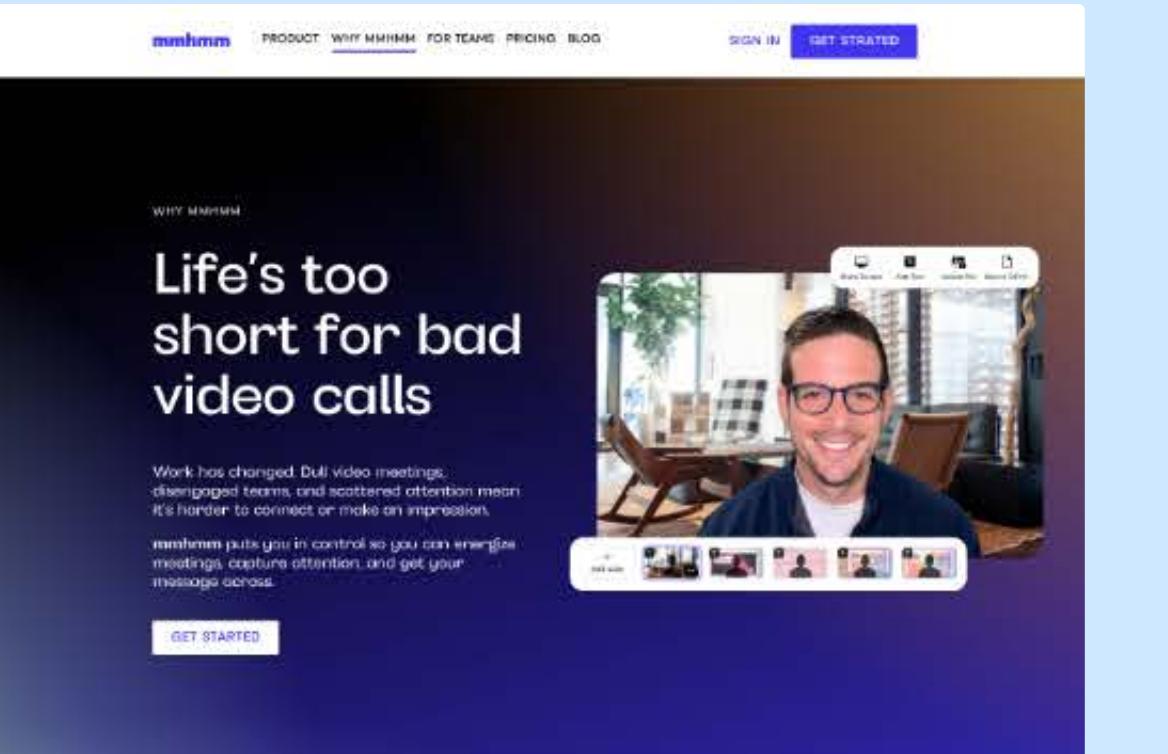
50:50 hero layout



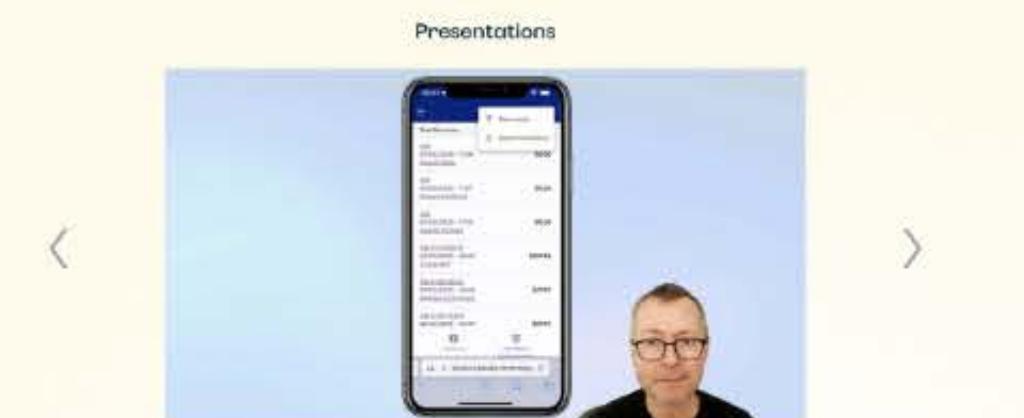
MMHMM / WHY MMHMM

Visual design

My contributions extended to the visual design, where I worked in tandem with a motion designer throughout the process of video production. I was also responsible for ensuring a smooth handoff to the engineering team, and I oversaw the project up to its successful launch.



Why professionals choose mmhmm

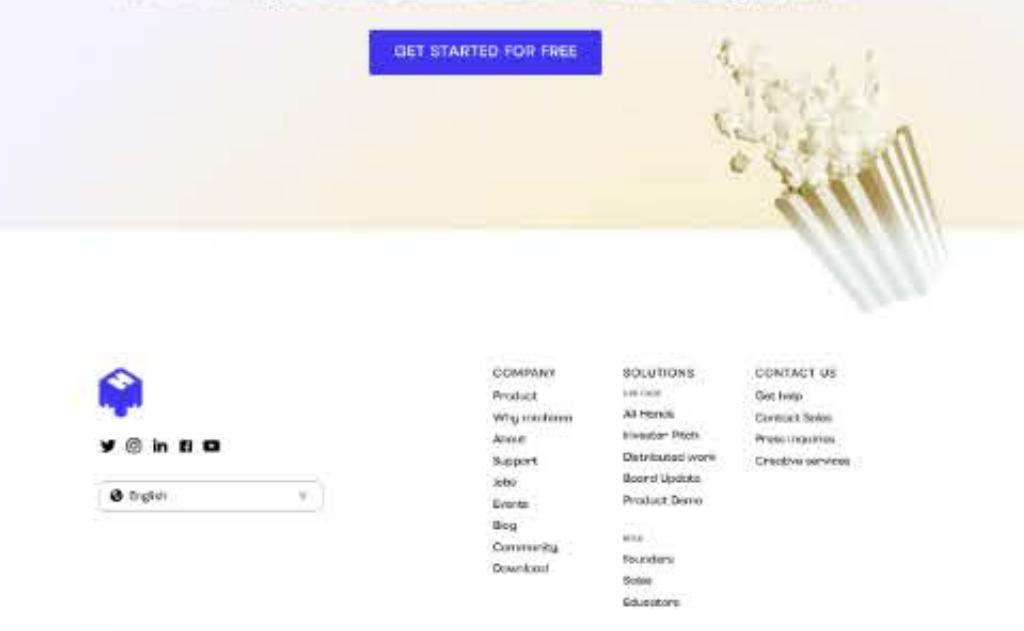


"The superpower mmhmm gives me is going with the flow. It's answering questions on the fly. I can show you an answer, not tell you an answer"
— Gordon Rant, VP of Product, Basikit
[Read Gordark's story](#)

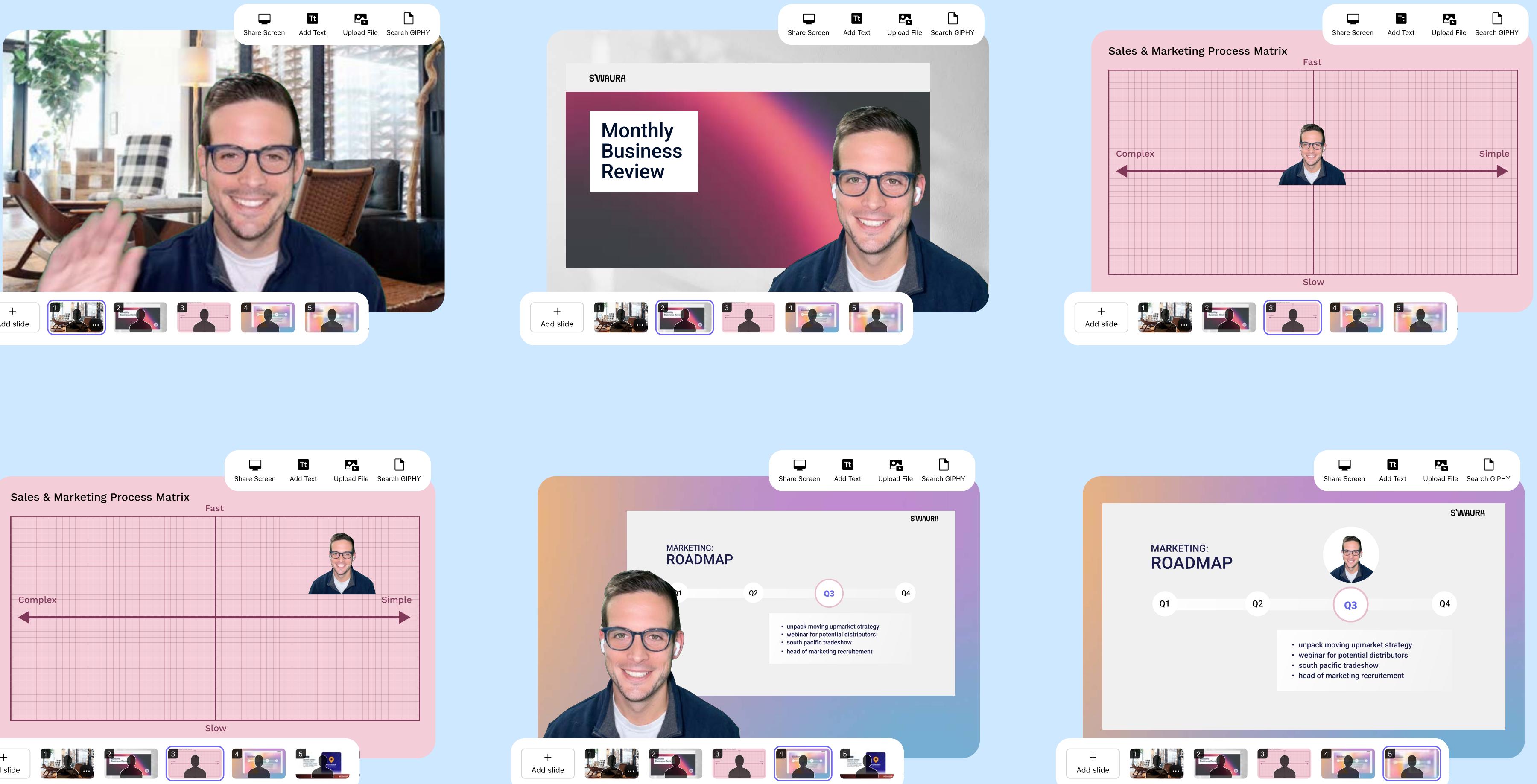


Ready for a better video experience?

Add mmhmm to your business toolkit to make an instant and lasting impression.



Storyboard for hero video



I developed an abstract representation of the product UI. This artistic direction also contributed to the overall balance of the page. The full product UI is displayed below the hero, so this abstract approach served as a friendly introduction to the key elements before delving into further details down the page.

Conclusion

You can see the launched page below.

<https://www.mmhmm.app/why-mmhmm>

We launched the 'Why mmhmm' page at the end of May and are currently awaiting analytics.

Vitally

A system to improve health outcomes and lower healthcare costs using real-time measurement, and behavior moditication

ROLE

Senior Product Designer

YEAR

2019-2021

TEAM

Product Manager @All Turtles

Principal Product Designer @All Turtles

Content Designer @All Turtles

User Researcher @All Turtles

Illustrator @All Turtles

PLATFORM

iOS

DELIVERABLES

Brand identity

User flow

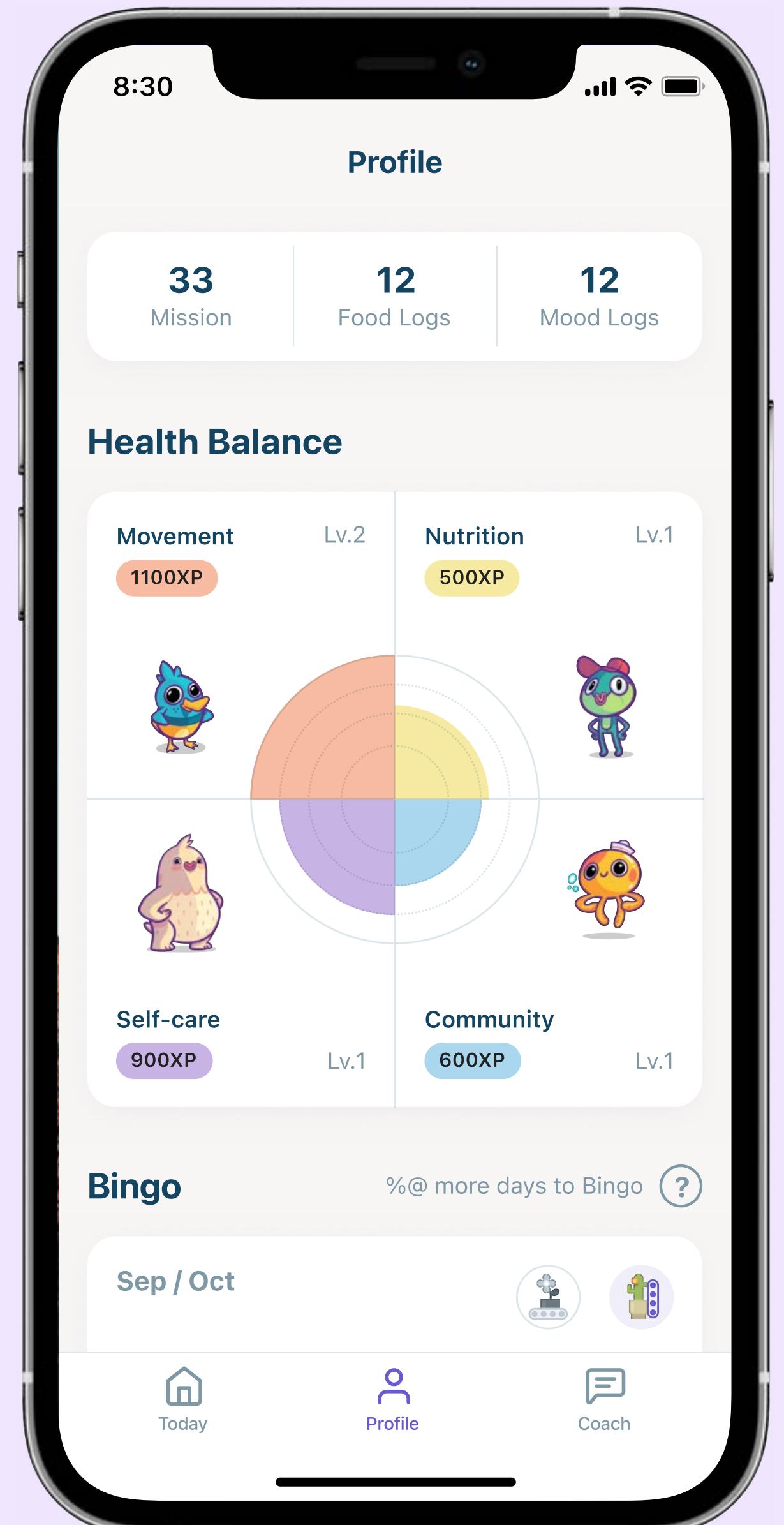
Mockups

Prototyping

User research

Visual design

Localization



Home

The image displays three side-by-side screenshots of the VITALLY app's Home screen, each showing a different set of health data and features.

Screenshot 1 (Left): Shows a bar chart for "Steps" with a total of 5,256 steps taken today. Below the chart is a button to "Set a daily goal". The "Schedule" section shows a task: "Take a walk during lunch" at 12:30 PM, marked as completed with a checkmark. The bottom navigation bar includes Home, Explore, Coach, and Profile tabs.

Screenshot 2 (Middle): Shows a line graph for "Metabolism" over "Day 5". It includes a "Blood glucose range" of 84-192 mg/dL. Buttons for "Log food" and "Log exercise" are present. The "Schedule" section shows the same "Take a walk during lunch" task at 12:30 PM, also marked as completed. The bottom navigation bar includes Home, Explore, Coach, and Profile tabs.

Screenshot 3 (Right): Shows a message box stating "No health data available" with a small heart icon. It encourages connecting to Apple Health. The "Schedule" section shows the same "Take a walk during lunch" task at 12:30 PM, marked as completed. The bottom navigation bar includes Home, Explore, Coach, and Profile tabs.

Missions

The image displays three sequential screens from the Vitally app, illustrating the mission flow from exploration to completion.

Screen 1: Explore

- Time: 8:30
- Header: Suggestions for you
- Two cards: [Activity title] featuring a yellow cartoon character.
- Header: Try something new
- Text: Activities you haven't tried yet.
- Two cards: Take a walk featuring a blue bird-like character.
- Header: Browse by category
- Bottom navigation: Home, Explore (selected), Coach, Profile.

Screen 2: Take a walk

- Time: 8:30
- Header: 150 XP
- Illustration: A blue bird-like character walking.
- Title: Take a walk
- Description: Even a light stroll can improve cardiovascular health.
- Time options: 10 min, 20 min, 30 min.
- Buttons: START, REMIND ME.
- Sections: Benefits (selected) and Tips.
- Text: Reduce sedentary time: Spending too much sitting can be detrimental to your health and metabolism.

Screen 3: In progress

- Time: 8:30
- Header: In progress
- Illustration: A blue bird-like character walking.
- Title: Take a walk
- Large circular timer: 05:00
- Text: I DID IT!
- Text: END MISSION
- Sections: Benefits (selected) and Tips.
- Text: Reduce sedentary time: Spending too much sitting can be detrimental to your health and metabolism.
- Text: Even light physical activity can lower your risk of cardiovascular mortality.

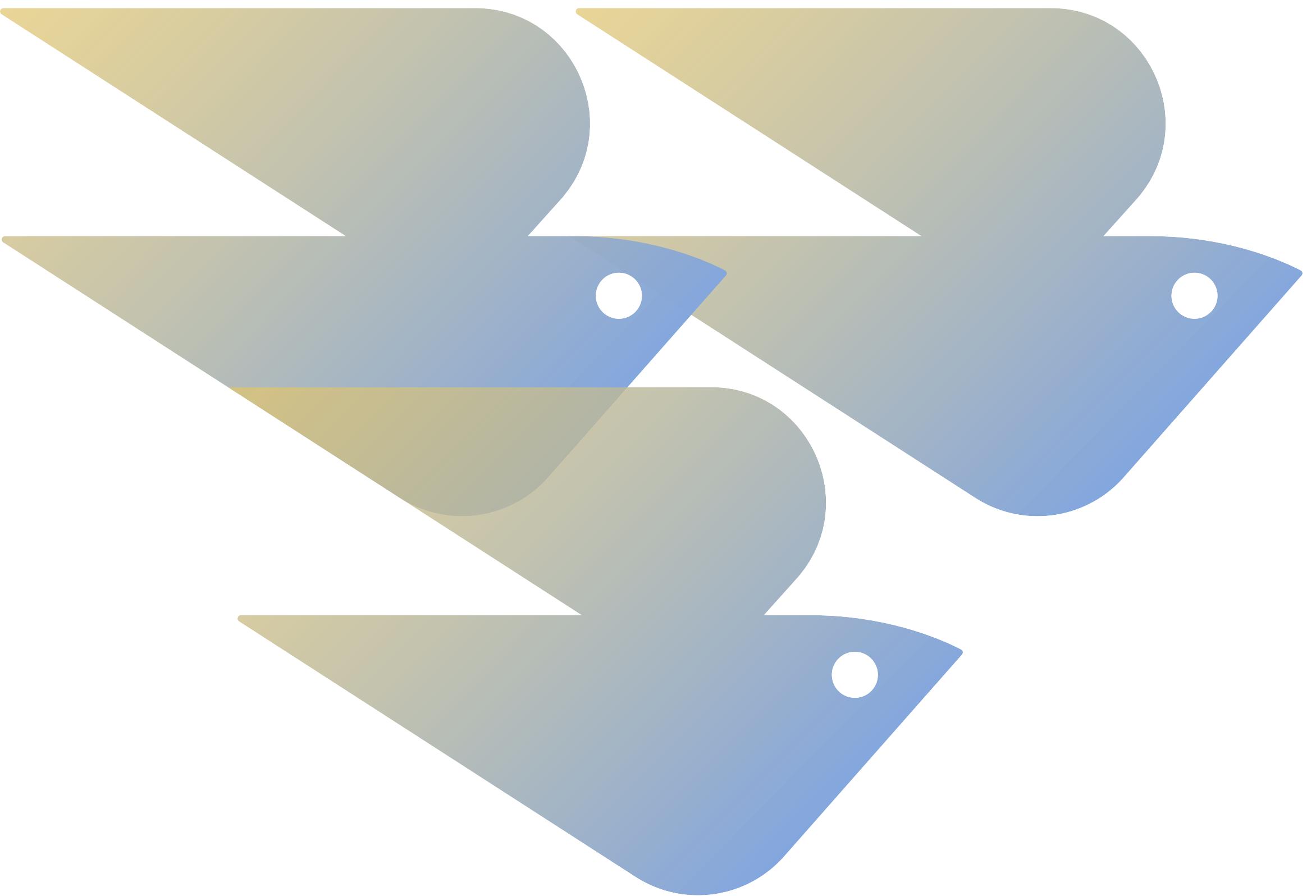
Profile

The image displays five mobile application screens from the Vitally app, arranged horizontally. Each screen has a light purple header bar with the time '8:30' and signal/battery icons.

- Profile Screen:** Shows a summary of activity levels: 33 Mission, 12 Food Logs, and 12 Mood Logs. It includes a 'Health Balance' section with a circular chart divided into four quadrants: Movement (Lv.2, 1100XP), Nutrition (Lv.1, 500XP), Self-care (Lv.1, 900XP), and Community (Lv.1, 600XP). Below this is a 'Bingo' section for September/October. At the bottom are navigation icons for Today, Profile, and Coach.
- Movement Screen:** Titled 'Movement' with a bird icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'When you move more, you feel better. Add more movement to your daily routine to improve energy, flexibility, strength, and long-term health.' Below is a 'Completed Missions' section with three items: 'Do desk push-ups' (+150XP, Oct 2, 9:20 AM), 'March in place' (+150XP, Oct 2, 9:20 AM), and 'Do arm circles' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Nutrition Screen:** Titled 'Nutrition' with a green alien icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'You are what and how you eat. Eat more mindfully by noticing hunger/fullness cues, eating without distraction, and establishing nutritional balance.' Below is a 'Completed Missions' section with three items: 'Wash your hands when handling food' (+150XP, Oct 2, 9:20 AM), 'Avoid added sugars' (+150XP, Oct 2, 9:20 AM), and 'Avoid alcohol' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Self-care Screen:** Titled 'Self-care' with a yellow chick icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'When you feel stressed, reset with techniques to manage stress, maintain work-life balance, and reflect on what matters.' Below is a 'Completed Missions' section with four items: 'Do a breathing exercise' (+150XP, Oct 2, 9:20 AM), 'Look at scenes of nature' (+150XP, Oct 2, 9:20 AM), 'Get plenty of quality sleep' (+150XP, Oct 2, 9:20 AM), and 'Sanitize your hands before work' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.
- Community Screen:** Titled 'Community' with an orange octopus icon. It shows 'Level 2' progress (1,100 / 2,000 XP) and a description: 'Take better care of yourself by taking care of your community. Get healthier together by nurturing relationships and practicing good hygiene.' Below is a 'Completed Missions' section with three items: 'Check in with your team before a meeting' (+150XP, Oct 2, 9:20 AM) and 'Social distance on public transit' (+150XP, Oct 2, 9:20 AM). A 'See all' button is at the bottom.

Sora Union

Sora Union is your globally distributed creative partner and works for rapidly growing and category-defining customers in many industries.



ROLE

Senior Brand Designer

YEAR

2022

TEAM

Brand Design Director @All Turtles

Principal Brand Designer @All Turtles

DELIVERABLES

Color System

Brand Guidelines

To develop brand identity for a globally distributed knowledge work company, focused on creating work opportunities for individuals affected, and possibly displaced by, climate change or war.

The encompassing brand value and driving force we wanted to capture in this brand were that people are valuable. Often, displaced individuals become a political problem, but what if there was a way to empower such individuals with a steady flow of income, not impacted by their geographical regions or current circumstances?

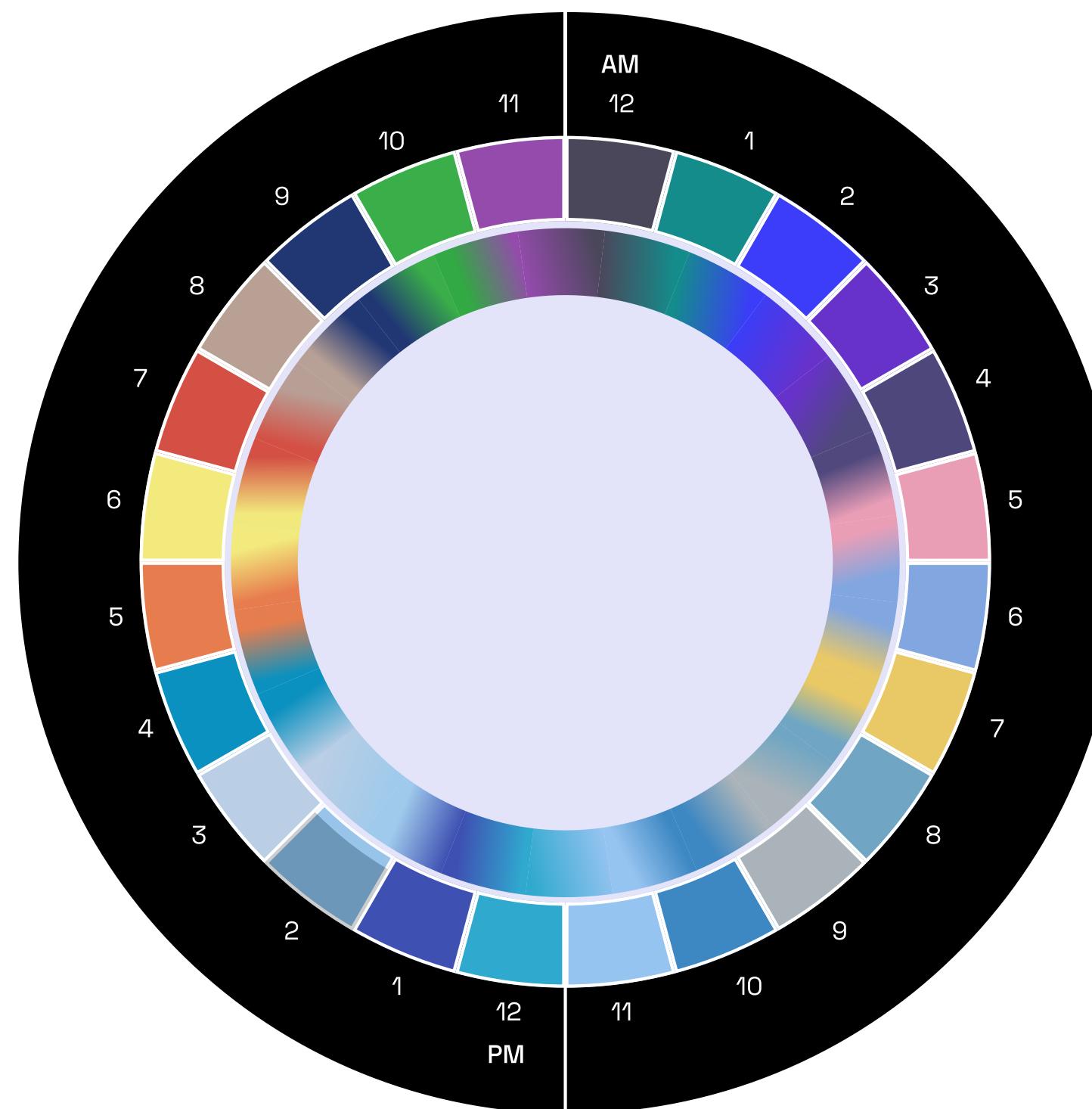
Sora

meaning 'sky' in Japanese

This is the final brand identity that our team crafted collaboratively. As one of the designers, I explored various visual identities for the brand. My main contribution was the development of the color system, which I'll explain on the next page.



24-hour dynamic color system



Design Tokens

AM

- color-gradient-12am-1am
- color-gradient-1am-2am
- color-gradient-2am-3am
- color-gradient-3am-4am
- color-gradient-4am-5am
- color-gradient-5am-6am

PM

- color-gradient-6am-7am
- color-gradient-7am-8am
- color-gradient-8am-9am
- color-gradient-9am-10am
- color-gradient-10am-11am
- color-gradient-11am-12pm
- color-gradient-12pm-1pm
- color-gradient-1pm-2pm
- color-gradient-2pm-3pm
- color-gradient-3pm-4pm
- color-gradient-4pm-5pm
- color-gradient-5pm-6pm
- color-gradient-6pm-7pm
- color-gradient-7pm-8pm
- color-gradient-8pm-9pm
- color-gradient-9pm-10pm
- color-gradient-10pm-11pm
- color-gradient-11pm-12am

What color is the sky? A simple answer might be blue. Yet, as we explored different visual references, we were inspired to see as much variety in colors as in the cultures represented by Sora's workforce.

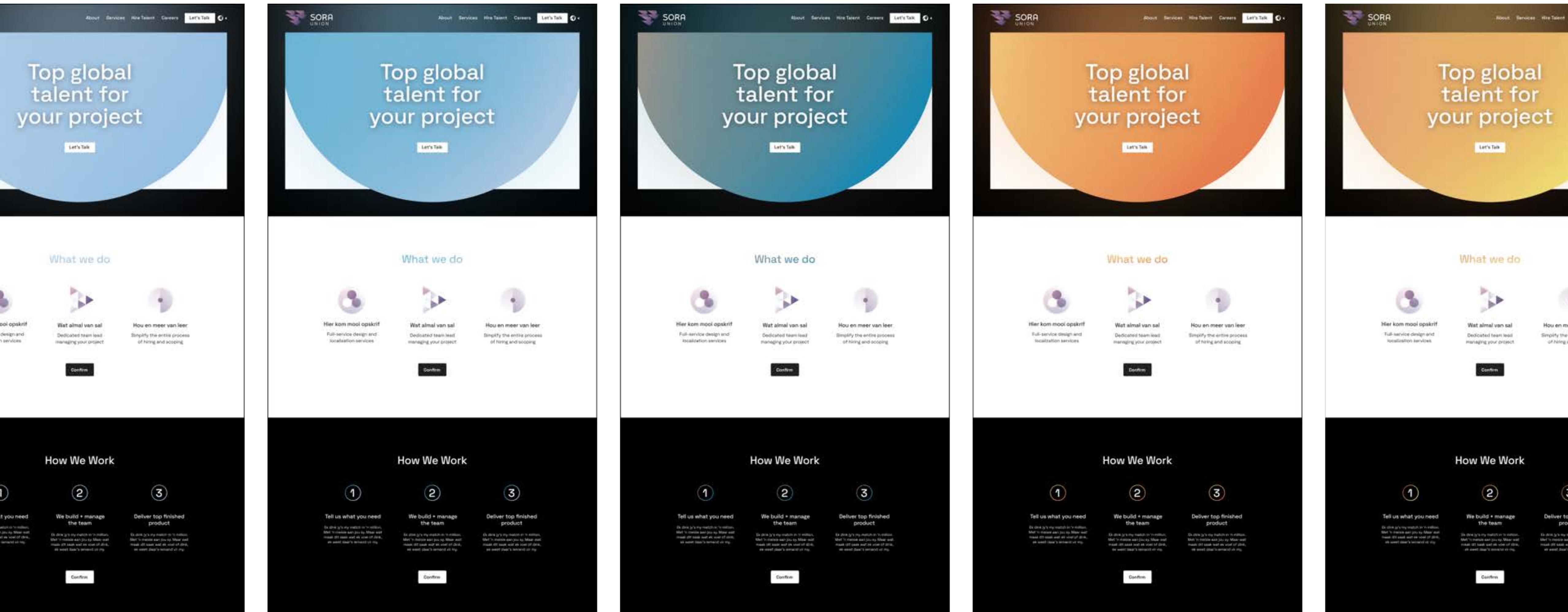
I challenged myself to come up with a brand color system that could capture the changing colors in the sky - down to the hour. The result was a 24-hour color system for the brand palette.

Applying the color system to the logo



The dynamic color system comes to life on the website

with the background gradients transitioning every hour linking the current hour to the next one visually.



Thanks!

I'm looking forward to talking with you.

Namika Hamasaki (she/her)

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namika@hmsk.co

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