


UX Design



Portfolio

Helen Lopez-Santos

Hi!



I'm Helen Lopez-Santos, a Web and Mobile Computing student at RIT with a big love for UX design.

I'm all about making digital experiences that just work, from sketches to polished prototypes. Whether it's through Illustrator or Figma, I'm at home crafting user-friendly designs.

Let's chat and create some awesome digital stuff together!

Curriculum Vitae

Education

Web and Mobile Computing (2022-2025)

Rochester Institute of Technology

Experiences


August 2023 -
present


Project Manager | UX Developer Freelance
Impulsively Creative

June 2022 -
present

Community Assistant
American Campus Communities

Contacts

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Skills

Figma

HTML/CSS

JS

PhotoShop

Illustrator

Wordpress

✦ Contents ✦

01

Recycle Raccoon Mobile App | UX Designer & Developer

aims to empower users with the knowledge and tools needed to make informed recycling decisions, promoting a more sustainable and eco-conscious lifestyle.

02

iHold | UX Designer

Aims to redefine the charging experience, offering a sleek and customizable solution that aligns with diverse user preferences and needs.



Recycle Raccoon Mobile App

Feb 2023 - June 2023

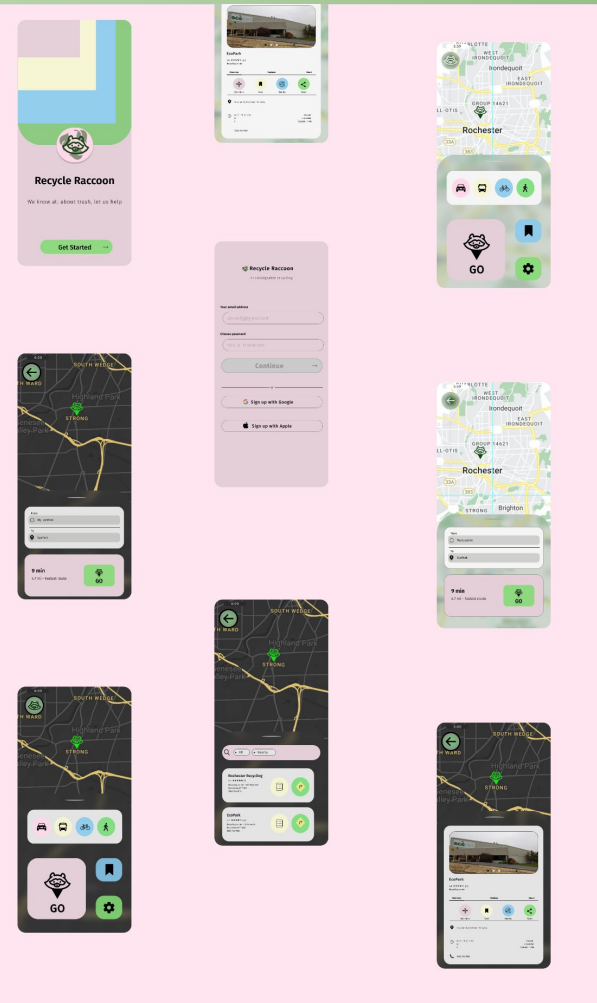
Google Developers Challenge 2023

The Issue At Hand

Society faces a pressing issue with the widespread lack of education on sustainable consumption and production patterns. The pervasive ignorance about the environmental impact of consumption habits hampers efforts to address climate change and promotes wasteful practices.

The Goal

Bridging this educational gap is crucial for fostering a collective understanding that empowers individuals to make informed, eco-conscious choices, steering society toward a more sustainable future.



✦ Recycle Raccoon ✦

Recycle Raccoon is a dedicated initiative focused on promoting sustainability by facilitating easy access to recycling information.

Our foundation was an intention to bridge the knowledge gap for individuals unfamiliar with recycling processes and make recycling accessible to a wider audience.



Our Audience



Children About to
reach their Teens



Teens



Just Turned Adults

How is our society currently struggling with healthy consumption?

Children About to reach their Teens

Lack of Knowledge

"Why isn't there, like, a game or something to teach us how to recycle properly? It would be so much easier if we all knew what to do!"

They're not sure where to start and older generations aren't helping, so what's the next best thing? Learn from Recycle Raccoon Mobile App!

Teens

Lack of Resources

"Like, where even are the bins? It's like a scavenger hunt to find a recycling spot. Wish there was an easier way, you know, like a recycling GPS or something."

They're unable to get to and from a creditable recycling center without a mobile app like Recycle Raccoon to inform there where to go.

Just Turned Adults

Lack of Time

"I want to be more environmentally conscious, but time constraints often leave me opting for convenience over recycling."

They're too busy figuring out life to think about recycling. RR makes it easy by allowing nearby residents to set up their own public recycling bin.



Features



Search Functionality

Users can input specific items they want to recycle, such as "Paint," "Oil," or "Electronics," into the app's search bar. Recycle Raccoon provides a comprehensive list of nearby recycling options for the specified item.

User Contributions

Users can augment the app's database by adding new recycling bins, centers, or locations. Custom descriptions can be included to provide additional information about the added locations.

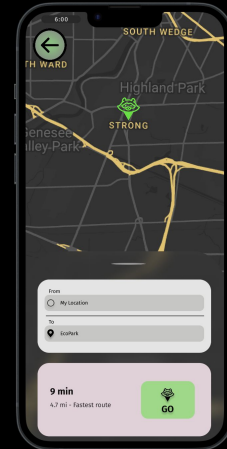
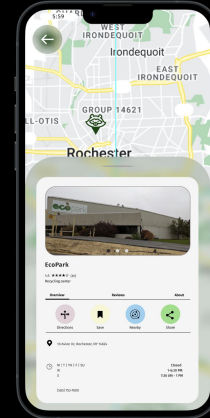
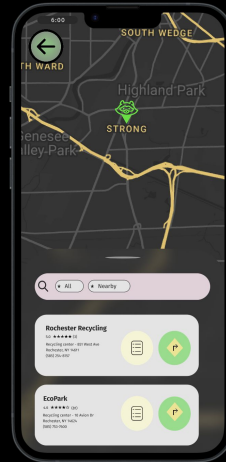
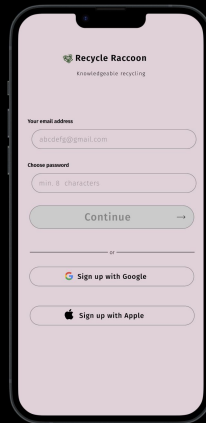
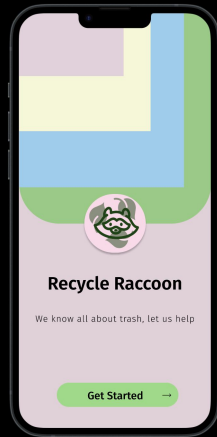
Location Guidance

Users can select a preferred recycling center from the options presented. Recycle Raccoon guides users to their chosen location, offering transportation options akin to a standard maps application.

Community Interaction

Users can comment on the descriptions of various recycling locations, fostering a community-driven knowledge base. The app encourages users to share insights, creating a collaborative space for individuals to understand what to expect when recycling specific items.

Final UX Design





Overview



As the UX/UI Designer for Recycle Raccoon, I've led the creation of a user-friendly app promoting sustainability.

With features like item-specific recycling searches, location guidance, and user contributions, Recycle Raccoon simplifies recycling for a broader audience. The app fosters community interaction, allowing users to share insights and create a collaborative knowledge base. Personalized user accounts enable the saving of favorite locations and tracking contributions, ensuring an intuitive and tailored experience.

Inspired by iOS development, Recycle Raccoon empowers users to make informed recycling decisions, advocating for a more sustainable and eco-conscious lifestyle.



Sept. 2023 - present

Designing the UX Class

The Issue At Hand

In today's fast-paced and technologically driven world, the pervasive struggle of cable clutter underscores an inefficiency that disrupts our daily lives. The myriad of cables associated with our devices—charging cords, HDMI cables, and the like—creates a chaotic and visually overwhelming environment. Not only does this cable clutter lead to a frustrating lack of organization, but it also poses practical challenges, making it difficult to identify, manage, and access the right cable when needed.

The Goal

As our reliance on electronic devices continues to grow, the inefficiency of cable clutter not only hampers productivity but also contributes to a less aesthetically pleasing and streamlined living or working space. Tackling the issue of cable clutter has become increasingly crucial in optimizing our daily routines and adapting to a more efficient and visually harmonious digital age.





iHold is lead by a small team in the development of a groundbreaking product aimed at decluttering cables for college students.

This project was meant to be built as something simply imaginary, the UX research was a combination of real and imitation.

iHold aims to redefine the charging experience, offering a sleek and customizable solution that aligns with diverse user preferences and needs.



Our Audience



By Personas

Jamie Smith



AGE20

EDUCATIONStudent

STATUSIn a relationship

FUTURE OCCUPATIONComputer Engineer

LOCATIONPhiladelphia

TECH LITERATEVery High

“The tech world is a playground of endless possibilities!”

Personality

Tech-Savvy

Confident

Detail-Oriented

Curious

Bio

Millennial Professional with above-average technology experience. He's the father of 2 8-year-old twins girls that continuously borrow and misplace his charging cables.

Core needs

- Aims to create a minimalistic and clutter-free workspace by eliminating unnecessary cables and adopting wireless technology where feasible.
- Plans to label and color-code his cables to quickly identify each one, reducing the time spent searching for the right cable.

Frustrations

- Gets really frustrated when he can't find the right cable for a specific device since he's always buying the newest products.
- Very annoyed at his cables getting damaged due to being tangled or mishandled.
- Can't afford continuing to buy new cables for all of his devices every time they break.


Hobbies

Gaming

Chess

Electronics

Aaliyah Bennett



AGE53

EDUCATIONBachelors in Psychology

STATUSIn a relationship

FUTURE OCCUPATIONFamily Counselor

LOCATIONWashington DC

TECH LITERATEAverage

“It's funny how we can help untangle people's thoughts and emotions, but untangling these cables? That's another story.”

Personality

Analytical

Communicative

Perceptive

Always Calm

Bio

A 53 year old family counselor with an average experience with technology. During her job, she relies on many different technological devices to organize records, communicate with clients, and schedule appointments.


Core needs


- Needs a simple charging solution that eliminates the need to sort through her cables would make her life much easier.
- Wants to be able to take in more clients and provide them with better support.


Frustrations

- Often finds herself irritated as she tries to find the correct cables, which impacts her work efficiency.
- With multiple devices like her laptop and smartphone constantly being used, managing the cables for these devices has become a bothersome task.

Hobbies

Hiking

Volunteering

Wine Tasting

Our Audience

By Personas



Karen Hoffman



AGE 82
EDUCATION Masters in Science
STATUS Widow
OCCUPATION Retired Dentist
LOCATION Rochester
TECH LITERATE Low

“ Why do they keep changing the connectors? My cables don't fit anything anymore!

Personality

Extrovert Easily-Irritated
Christian Anxious

Bio

She is recently retired and widowed. She tends to get easily irritated when handling anything around Technology. She thinks sitting outside is relaxing.

Core needs

- Wants to be able to manage new devices efficiently.
- Desires a device that can hold all of her devices charging cords in n order to focus on learning how to actually use the device.

Frustrations

- Resents having to figure out which cable goes to which device.
- Often feels helpless when it comes to keeping up with every new product.
- Believes that everything was easier before, when there were no fancy gadgets with their tangled cords.

Hobbies



Glenn Scott



AGE 33
EDUCATION Masters in Sales & Marketing
STATUS Single Father
OCCUPATION Salesman for Veeva
LOCATION Texas
TECH LITERATE Medium-High

“ Kids! Please stop fighting over the table charger . We only have one and can't keep buying a new one every week.

Personality

Introvert Shy Tech-y
Sport-y

Bio

Millennial Professional with above-average technology experience. He's the father of 2 8-year-old twins girls that continuously borrow and misplace his charging cables.

Core needs

- Primary goal is to eliminate the hassle of constantly searching for or replacing his charging cables.
- Needs a device that will allow him to stay connected seamlessly.
- for work-related tasks and personal use, like keeping in contact with his long-distance family.

Frustrations

- Really frustrated by his kids frequently borrowing and loosing his charging cables.
- Feels like he's not handling his financials as well as he should be because of all the money he's wasting.
- Stressed with missing meetings and deadlines because of his devices running out of battery each time.

Hobbies



Behaviors



Features



Multi Charging Capability

Adaptable to various charging needs, supporting any charging adapter you need for smartphones, laptops, etc.

Digital Screen Interaction

Unique feature with a digital screen for client interaction.

Customization options include cable selection, favorite pinning, home screen setup, and color palette personalization.

User-Friendly Setup

Easy setup process allowing clients to choose preferred cables and customize their device's appearance.

Tailored Cable Options

Clients can specify cable length and color, catering to personal preferences and outfit aesthetics.

Final Product & UX Design





Overview

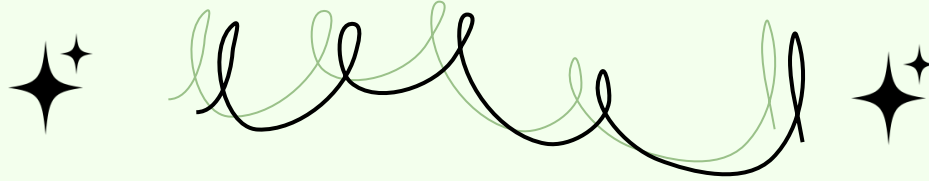


As the Project Lead and UI/UX Designer for iHold, I've driven the development of a revolutionary handheld device aimed at simplifying the charging experience for college students.

With features like multi-charging capabilities, a digital screen for customization, and user-friendly setup, iHold eliminates cable clutter. Its unique selling points include a thin, modern design, optional customizable cases, and accessibility features.

Seamless e-commerce integration allows users to purchase cases conveniently through the device. iHold is poised to redefine charging, offering a sleek and customizable solution that caters to diverse user preferences, showcasing the future of cable management.

That's All! For Now...



Please Contact Me For Any
and All Internship
Opportunities



hs9166@rit.edu



[/lopezsantoshk](https://www.linkedin.com/company/lopezsantoshk)

Under
construction!



people.rit.edu/~hs9166/Portfolio