

Jordan Earle

Human Interface Designer

About

Hey! I'm Jordan and I'm a human interface designer originally hailing from Belfast, Northern Ireland.

I'm currently Principal Product Designer at Juniper Education—before that I've been a Head of Product Design at Impero Software and was a user interface designer at Square in San Francisco, California.

Previously, I've ran the CREATE Conference in Derry, Ireland. Bringing together 300 young people with some of the best creative minds from around the globe.

I also co-founded Thinkspace, an organisation pushing to encourage more schools to get young people involved in coding. The project has received support from Stephen Fry, Steve Wozniak, Jony Ive and Richard Branson.



Experience

Principal Product Designer @ Juniper Education

October 2021 – Present

Head of Product Design @ Impero Software

January 2021 – October 2021

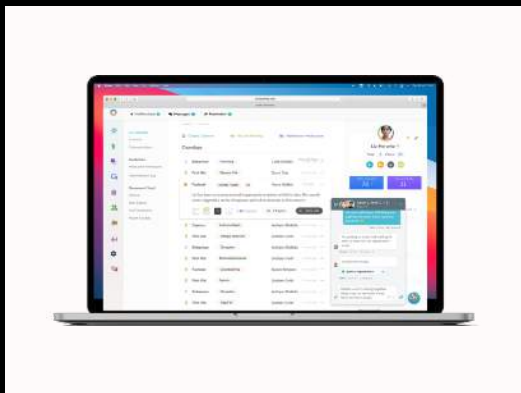
Product Designer @ Impero Software

October 2018 – January 2021

Interface Designer @ Square

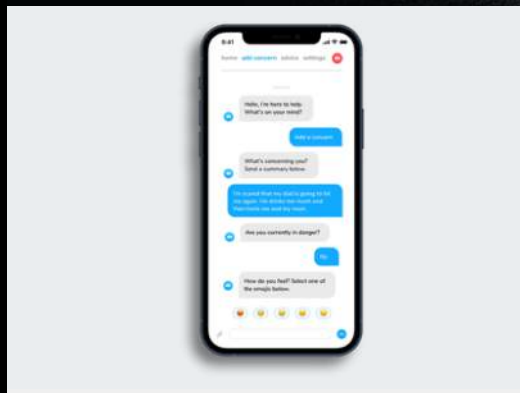
August 2017 – December 2017

Project case studies



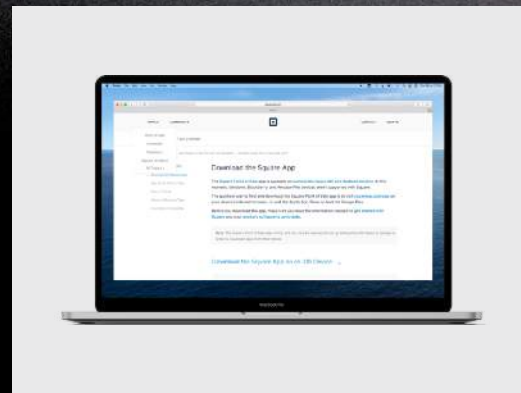
Head of Product Design at Impero Software

As Head of Product Design at Impero, I've overseen a number of projects to improve the consistency and user experience between our products. This included ensuring consistency between products after our acquisition of Netop.



Product Designer at Impero Software

As Product Designer at Impero, I worked on a number of projects on mobile and web. This included a full interface redesign of our main product offering — Backdrop. I also was responsible for building and maintaining the Impero Design System.



Interface Designer at Square

As part of the Support Engineering team at Square, I worked on several projects including a redesign of the Square support article format. I also worked on a number of usability research projects, looking at ways to improve the UX for the Square Support Centre.

Interface Refactor

Impero Software

Overview

Problem

Solution

Overview

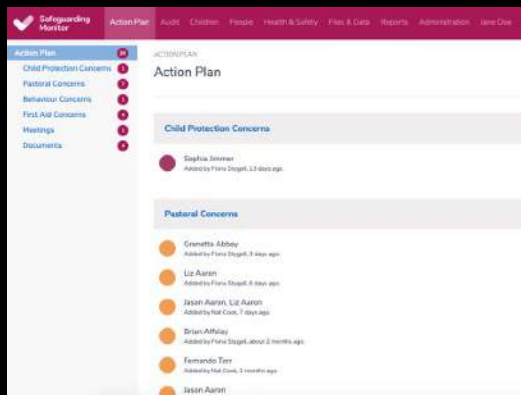
With a large variety of modules and products, the Impero Software product suite was outdated and varied in appearance and usability. This refactor of the user interface was a major project that I led in coordination with both the product and marketing teams.

After doing an expansive review of all areas of the products, I started working on an internal refactor dubbed "Project 2020." This saw me building out an extensive design system using Figma and then HTML/CSS to help aid our developers.

The goal was to create a unified, cohesive suite of Impero products designed to deliver a seamless experience to our customers.

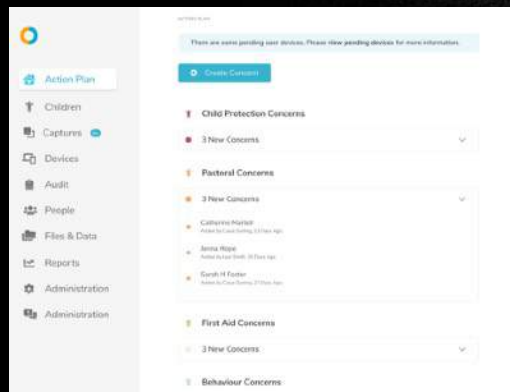


Interface Refactor



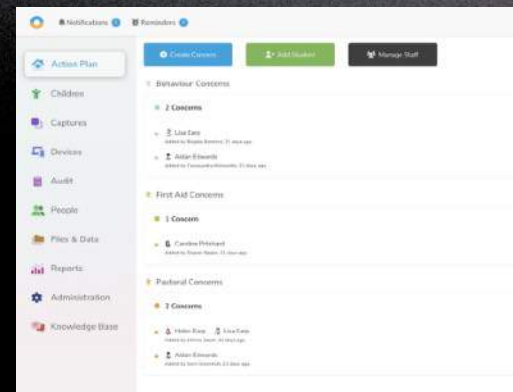
Initial Interface

The initial interface was a basic implementation of bootstrap. The various components were built quickly and without much thought of a larger design system. The design lacked cohesion and had usability issues throughout.



2020 Interface

After an extensive review, I led a large project to unify the suite's appearance. This included the implementation of our global side navigation system. The product was also rebranded from Safeguarding Monitor to Impero Backdrop.



2021 Interface

After a push from both product and marketing to include new functionality and features such as notifications, reminders and messaging, a further interface refactor was undertaken. This included the creation of a global top navigation bar.

Overview

Problem

Solution

Problem

Lack of a shared design system between products

The interfaces between various Impero products were disjointed and fragmented. Newer products were increasingly being focussed on, whilst older projects were neglected with outdated interfaces and poor UX.

Desire to speed up development time

The increased rate of feature development had me working closely with our features team to ensure that they had the components, wireframes and specifications they needed to implement work.

Need to incorporate new features

An increasing demand from both the product and marketing teams for complex features and extensions to our products led us to develop a process to implement designs quickly and flexibly.

Improve usability and increase demo conversion rate

Working closely with sales and the Impero Academy team, one of my key responsibilities was to help increase demo conversions, identifying key features and improving our usage metrics.

Overview

Problem

Solution

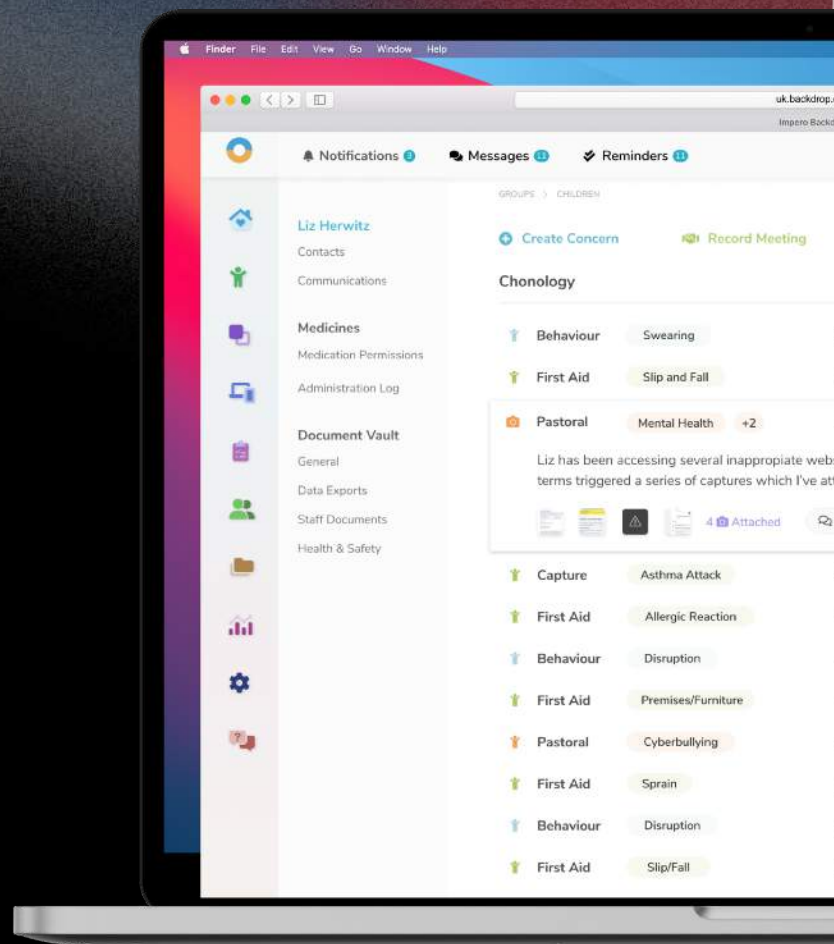
Solution

A refined Impero Backdrop interface, bringing common user actions to the forefront with persistent navigation options.

The merging of several product lines into one consistent product suite with a shared component library.

Improved iconography, typography and colours across the system.

A design system and pattern library produced for developers and designers, ensuring quicker workflows and faster turnarounds.



Backdrop Interface Example

The screenshot displays the Backdrop interface, which is a web-based system for managing school data. The interface is divided into several sections:

- Top Bar:** Contains navigation icons (back, forward, search, etc.) and a user profile icon in the top right corner.
- Notifications and Reminders:** Two circular icons with counts (1) are located below the top bar.
- Sidebar:** A vertical list of navigation options on the left side, including:
 - Action Plan
 - Children
 - Captures
 - Devices
 - Audit
 - People
 - Files & Data
 - Reports
 - Administration
 - Knowledge Base
- Main Content Area:**
 - Buttons:** Three buttons are located at the top of the main content area: "Create Concern" (blue), "Add Student" (green), and "Manage Staff" (grey).
 - Child Protection Concerns:** A section with a red icon and title. It shows "1 Concern" and a list item for Sophie Clifton, added by Alesha Bechtelar, 4 months ago.
 - Pastoral Concerns:** A section with a yellow icon and title. It shows "3 Concerns" and a list of names: Aidan Edwards, Amanda Ross, Aidan Edwards, Marie Edwards, Lisa Earp, Caroline Pritchard, and Maureen Gladwin. The list is grouped by the person who added the concern (Alesha Bechtelar or James Inman).
- Quick Links:** A section on the right side of the main content area, featuring a user profile icon and text: "Aidan Edwar... Year: 3", "Class: Great", "Dynamos", "Maths Class", "1".

Backdrop Interface Examples

Reminders

GROUPS > CHILDREN

Search for people, groups and classes

Create ConcernRecord MeetingAdminister Medication

ChonologyView All Types

BehaviourSwearingCarla Dokidis8 hours ago

First AidSlip and FallDavis Dias8 hours ago

PastoralMental Health+2Harry Walker16/03/25

Liz has been accessing several inappropriate websites whilst in class. Her search terms triggered a series of captures which I've attached to this concern.

4 Attached3 RepliesMore Info

PastoralCyberbullyingJaylon Bergson8 hours ago

First AidAllergic ReactionLindsey Geidt8 hours ago

BehaviourDisruptionAshlynn Dokidis8 hours ago

First AidPremises/FurnitureLindsey Geidt8 hours ago

PastoralCyberbullyingJaylon Bergson8 hours ago

Liz Herwitz

Year: 9Class: 9E

TOTAL CONCERNS78TOTAL CAPTURES31

Current Class3rd Year MathsMr Lawson Room 21712:15 - 13:00

Key InformationDate of Birth: 31 May 1997Date of Roll: 12 September 2003UPN: 87282028001

CharacteristicsChild Protection PlanYoung Carer

NotificationsReminders

New Action Reminder

New First Aid ConcernCaroline Pritchard5 Days Ago

Remind me in:

Later Today15:38

Tomorrow MorningWed - 07:00

Next WeekMon 09th - 07:00

Tue 3rd Aug 2021 - 14:38

Save

Files & Data

Reports

Administration

Knowledge Base

Create Concern

Behaviour Concerns

2 Concerns

Lisa EarpAdded by Brigida Botsford, 26 days ago.

Aidan EdwardsAdded by Cassandra Morissette, 26 days ago.

First Aid Concerns

1 Concern

Caroline PritchardAdded by Sharan Ripplin, 26 days ago.

Pastoral Concerns

2 Concerns

Helen EarpLisa EarpAdded by Johnny Sauer, 26 days ago.

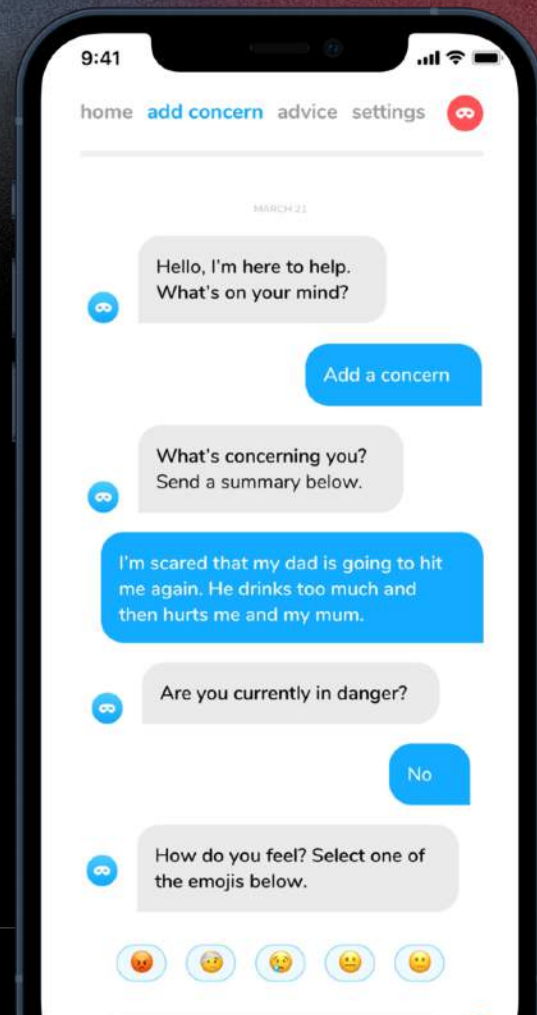
Confide Impero Software

Overview

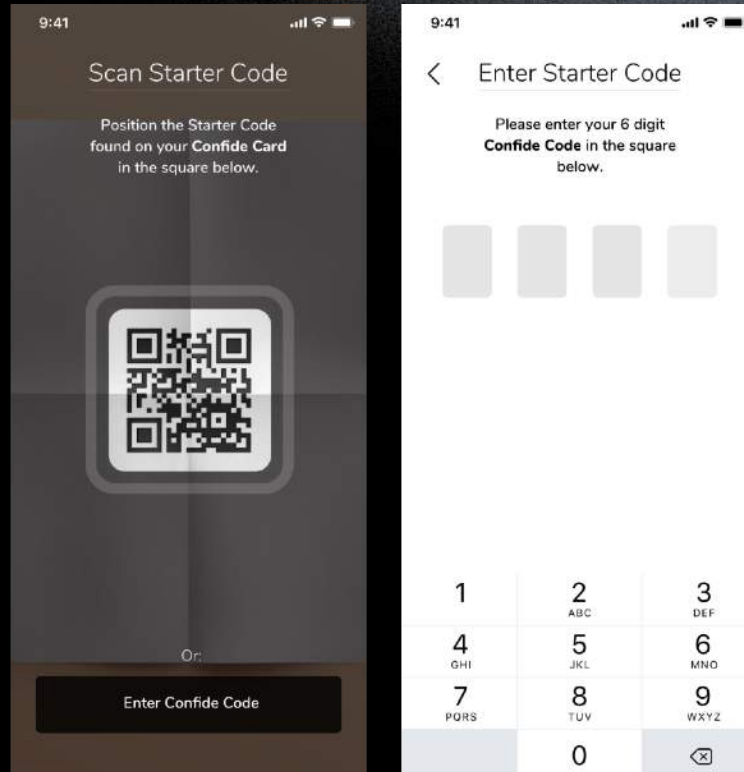
In early 2019, I started looking at ways to improve the wellbeing experience of children in schools. I wanted to look at the idea of self-reporting child concerns with a pre-emptive solution rather than only waiting for teachers to spot and then log them.

Other solutions like this exist on the market, though after extensive competitive analysis I found the design lacking for the target demographic. I wanted to design a solution that would come naturally to students of all ages, so we went down a route of conversational UI.

Confide lets students quickly report concerns or issues they have that then will be anonymously reported to their teacher. The app would also display relevant safety information for students.

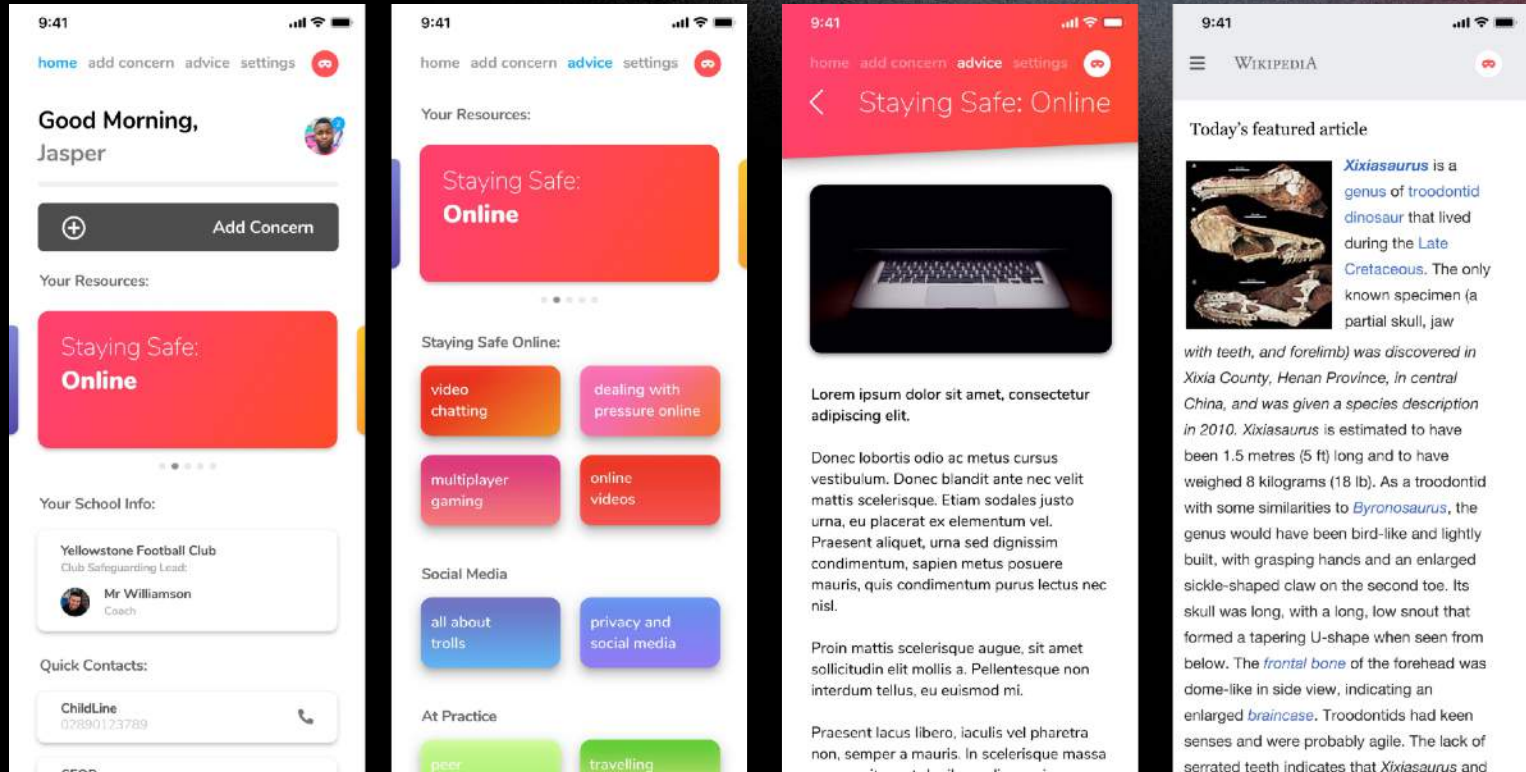


Confide Setup Flow



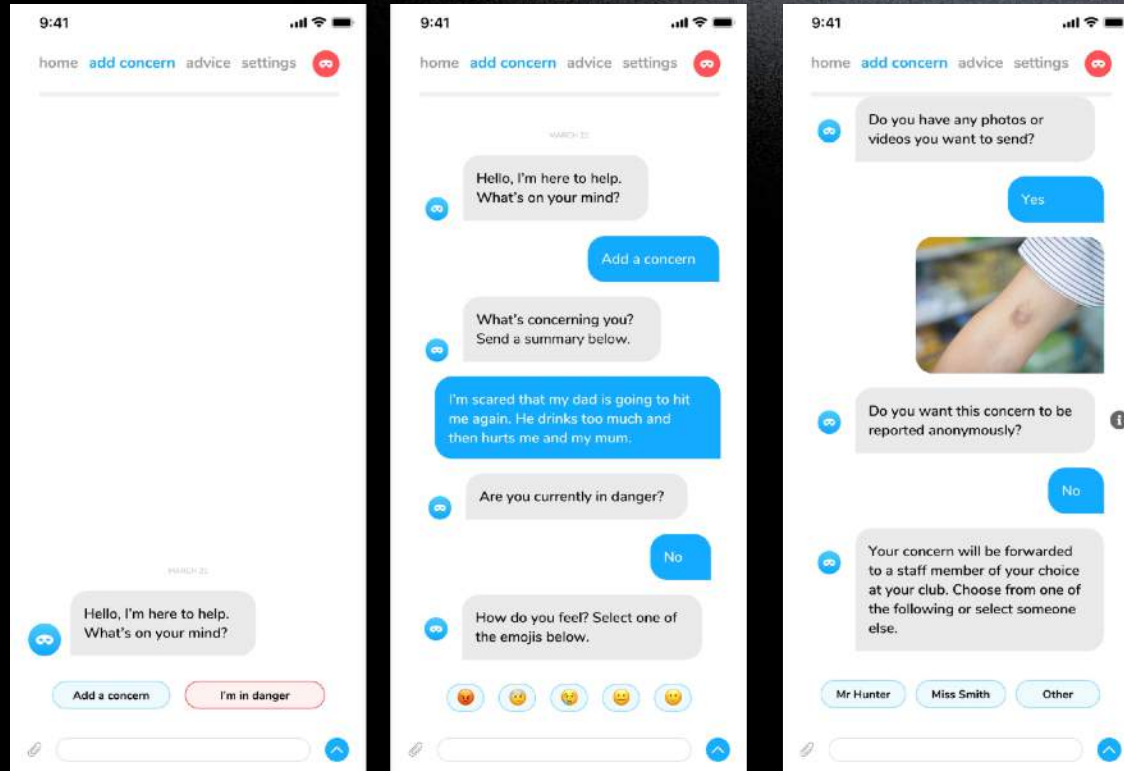
Goal: Ease of setup for students, teacher would display QR code on smart board.

Confide Home Flow



Goal: Discovery and surfacing of relevant articles/advice for students.

Confide Conversational Interface



Goal: Natural way for students to interact with Confide

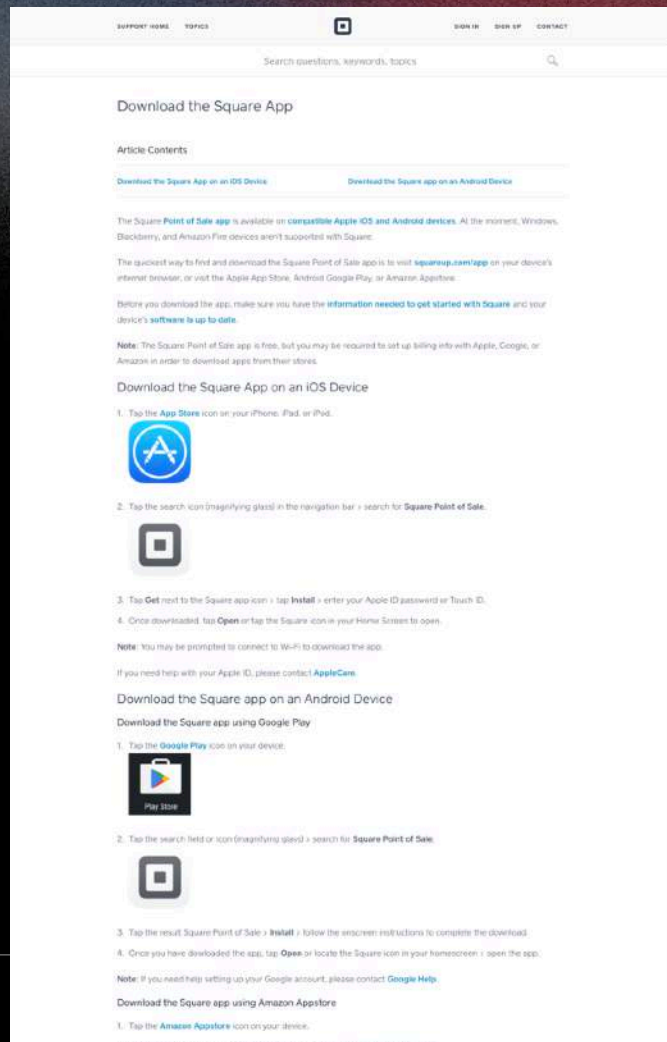
Support Centre Redesign Square

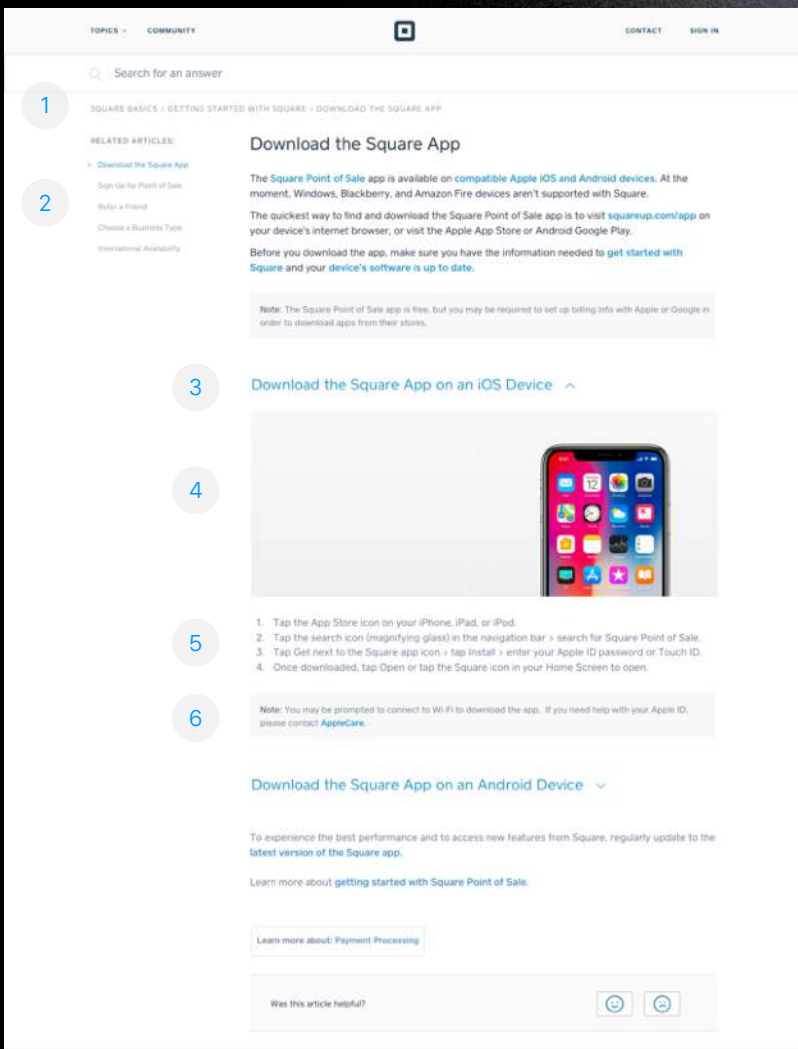
Problem

The issue with the Square support centre article was primarily length. To access key information a user would have to scroll down the page considerably — this problem increased tenfold on mobile, with Square noting a high-drop off rate on these pages.

The page hierarchy was a mess, with large iconography and imagery taking away from the text.

Readability was also an issue. The article text was poorly formatted and the line length was too long. Key information was essentially being buried, which was a pain point for users who were likely already frustrated.

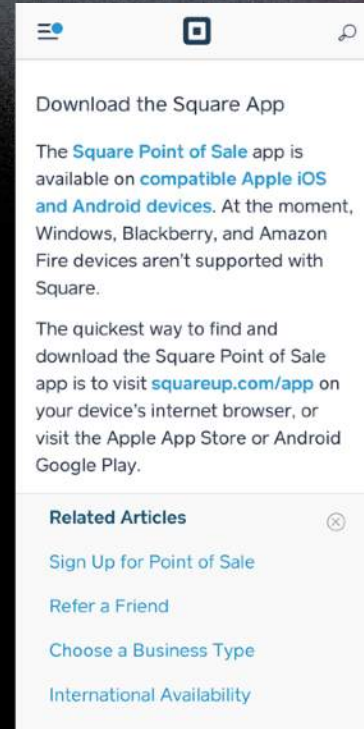
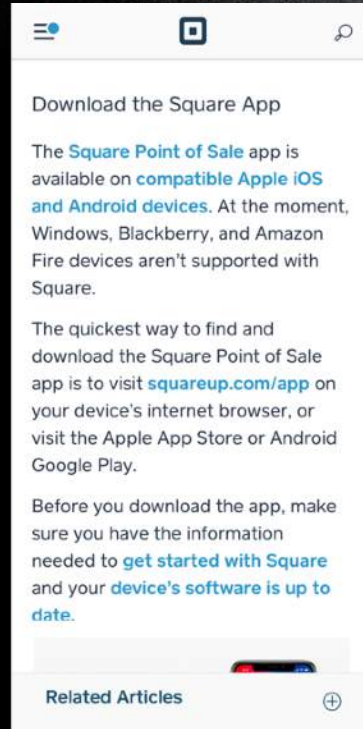
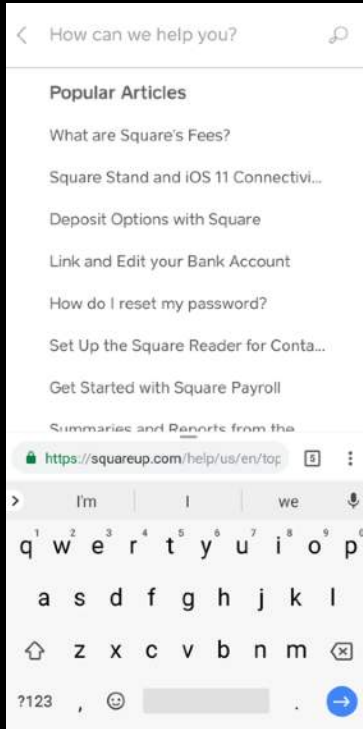




Solution

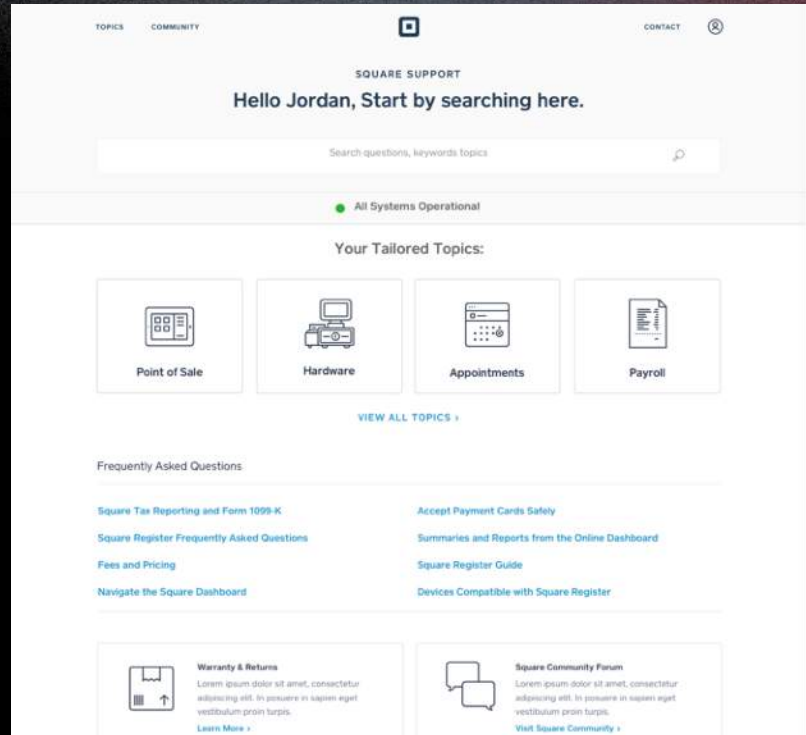
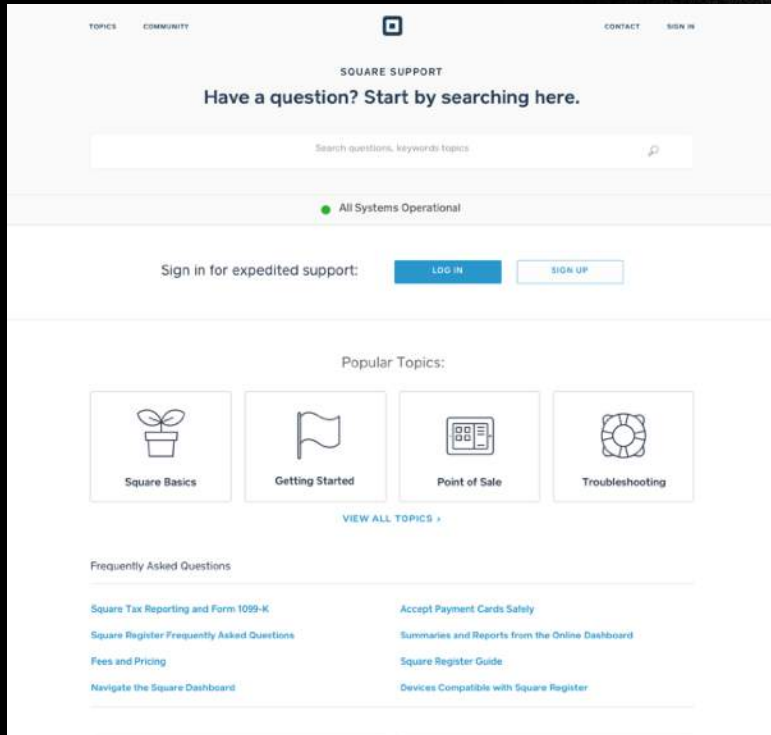
1. Breadcrumbs were part of a plan to improve global navigation on the Square support center. Improving usability, increasing the context of the page, and improving the overall hierarchy of the support center at a glance.
2. Another aspect of step one — related articles helped improve the context of the page, allowing users to quickly jump between similar topics.
3. Implementation of accordions, to hide and show blocks of content. The default state was closed, which dramatically reduced page verticality and the amount of scrolling required to access relevant content.
4. The full width images are also cleaner, making the page feel more cohesive.
5. Reducing the line width considerably, making it easier to skim and parse. This also helped break the sections into their relevant content blocks
6. These note blocks were to provide hints, tips and notes to sellers quickly.

Support Centre Mobile Exploration



Goal: To improve the readability and optimise the content for smaller screens.

Support Centre Personalisation



Goal: To personalise support suggestions to encourage users to sign in to the support portal.

Support Centre Localisation



Goal: To ensure the support centre design held up in numerous languages.

Status Page Design

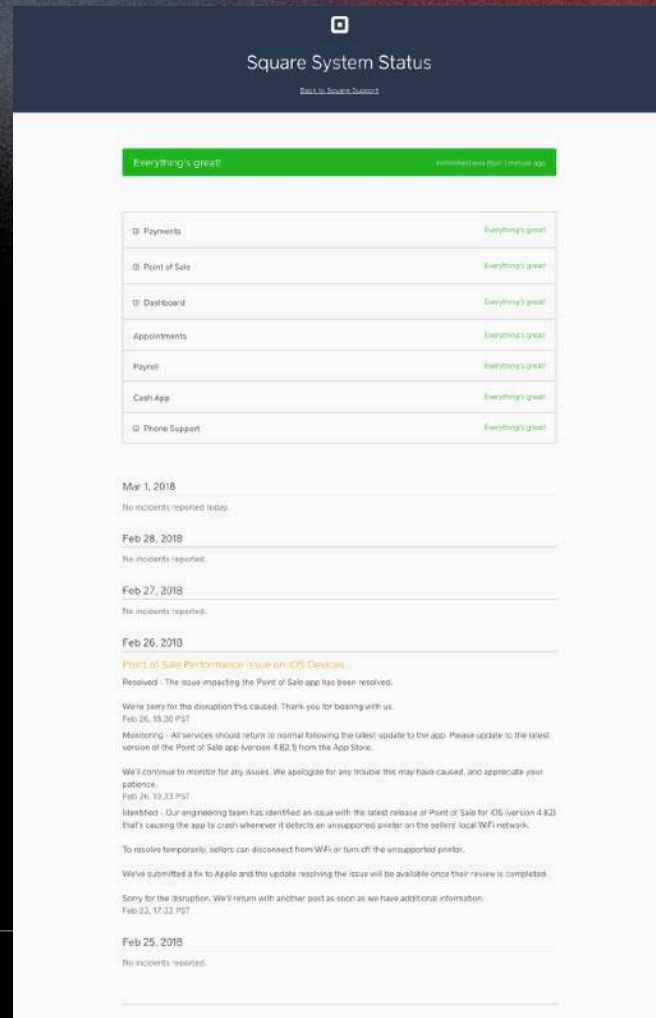
Problem

The original Square status page was long and, if there was a problem it wasn't initially clear at first glance.

Glanceability was a key part of this project — how can we make it instant for users.

The previous design also didn't accommodate for incident reports or historical archiving, making it difficult for users to look back and find historical downtime.

The page hierarchy was lacking, with important components being spread out between the top of the page and also buried on the status timeline.



Solution

The screenshot displays the 'SQUARE STATUS - UNITED STATES' page. At the top, there is a header with the Square logo, 'SUPPORT CENTER', and a language selector (US flag). Below the header, the main heading is 'All Systems Operational' in green, followed by 'Last Refreshed: 1 minute ago'. A table lists six systems, each with a green checkmark, the system name, and the status 'Everything's great!'. Below this table, a section titled 'Past Incidents' shows a timeline. A green dot marks 'Nov 7, 2017' with the note 'No Incidents Reported Today'. An orange dot marks 'Nov 6, 2017' with the incident 'Voided Payments on Android Point of Sale 4.76.1' and a 'Resolved - 18:56' status. A link 'See Details >' is provided for the incident.



SQUARE STATUS - UNITED STATES		
All Systems Operational		
Last Refreshed: 1 minute ago		
✓	Payments	Everything's great!
✓	Point of Sale	Everything's great!
✓	Dashboard	Everything's great!
✓	Appointments	Everything's great!
✓	Payroll	Everything's great!
✓	Square Cash	Everything's great!

Past Incidents

- Nov 7, 2017
No Incidents Reported Today
- Nov 6, 2017
Voided Payments on Android Point of Sale 4.76.1 [See Details >](#)
Resolved - 18:56

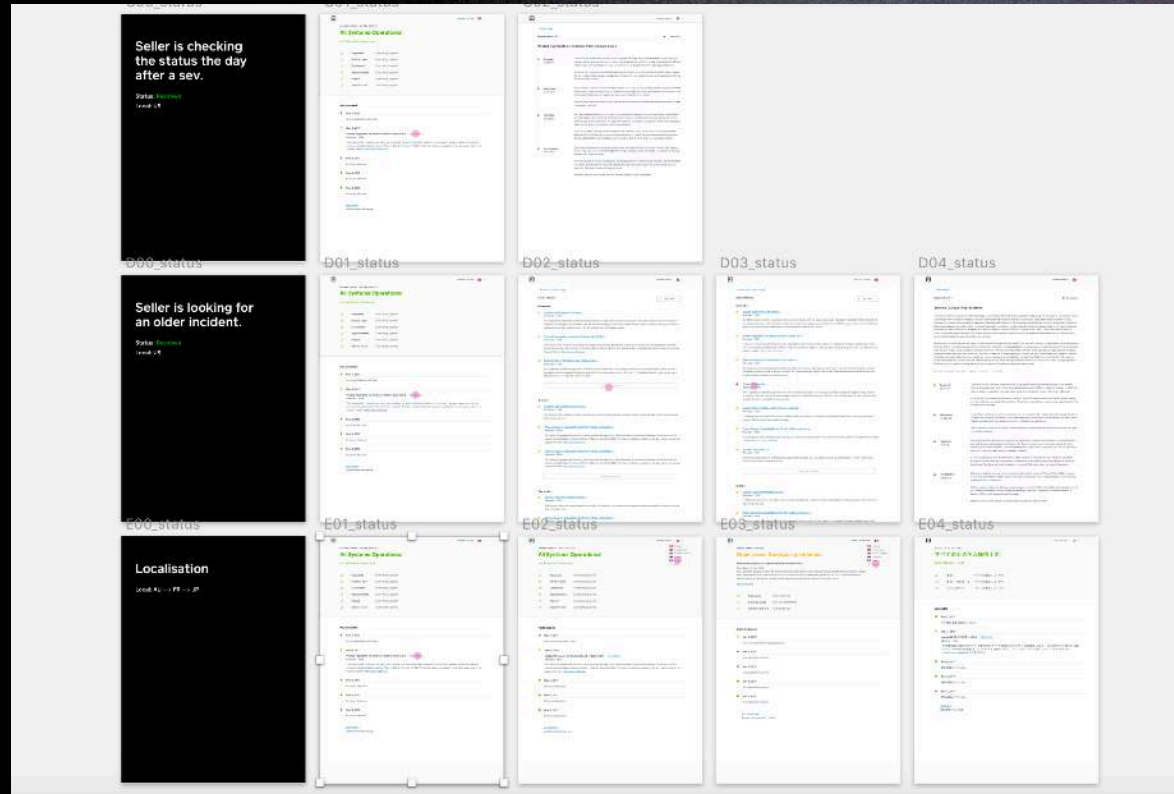
Goal: Clear page hierarchy, with support for historical logs.

Status Page Traffic Light System

DESKTOP:	MOBILE:	COLORS:
Display Bold 38/44	Display Bold 36/42	Status- Positive #4AB300
Headline 1 Medium 24/30	Headline 1 Medium 20/26	Status- Issue #F6C139
Headline 2 Medium 18/24	Headline 2 Medium 18/24	Status - Negative #EB2D30
Headline 3 Medium 16/24	Headline 3 Medium 16/22	Link/ Button #2996CC
Paragraph Regular 16/24	Paragraph Regular 16/24	Headline/Body/Paragraph #33373B
Text Link Medium, Underline 16/22	Text Link Medium, Underline 16/22	Dark Grey (Borders & Horizontal Rules) #D6D7D8
GLYPHS:		Light Grey (Timeline) #F7F7F7
 		Background Grey #F9F9F9

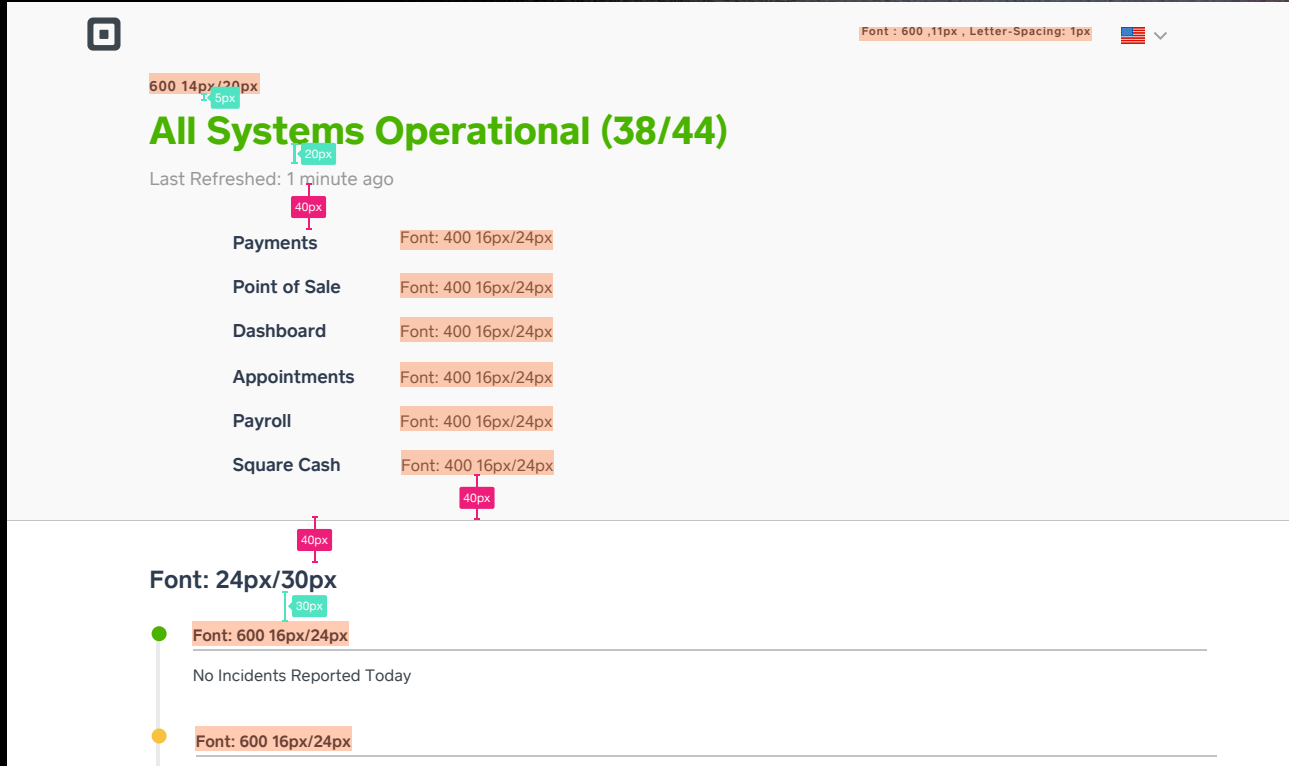
Goal: To create an instantly readable status page, with a clearly defined design system.

Status Page User Flows



Goal: To ensure user flows were considered and thought out.

Status Page Spec Document



Goal: To aid with development of the page, ensuring design was consistent with Square's guidelines.

Get in touch

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