

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 Head of Product Design at Impero Software—before that I was a user interface designer at Square in San Francisco, California.

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

Before that I helped found 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

Head of Product Design @ Impero Software

January 2021 – Present

Product Designer @ Impero Software

October 2018 – January 2021

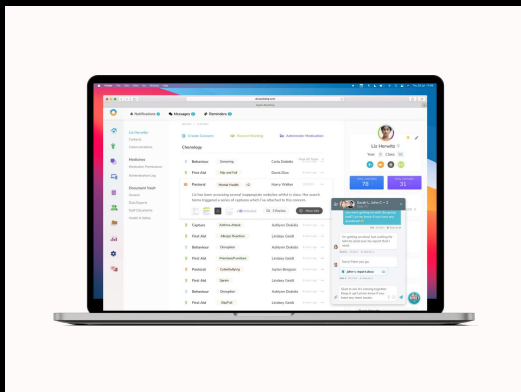
Interface Designer @ Square

August 2017 – December 2017

UI Designer @ Plotbox

May 2016 – September 2016

Project case studies



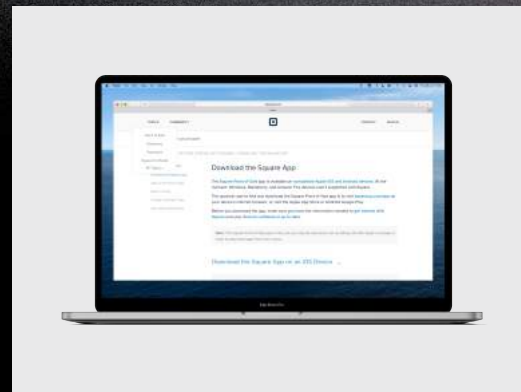
Head of Product Design at Impero Software

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

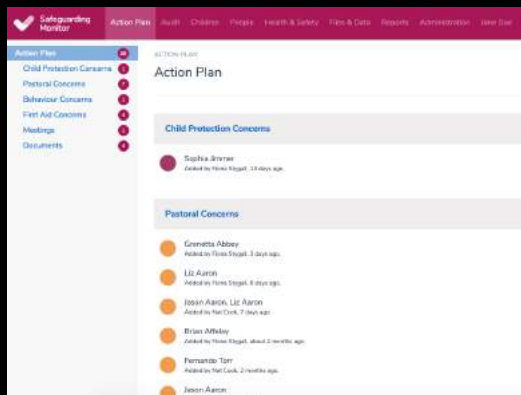
With a large variety of modules and products, the Impero Software product suite was outdated and varied in appearance and usability. This refactor of the user interface was a major project that I led in coordination with both the product and marketing teams.

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.

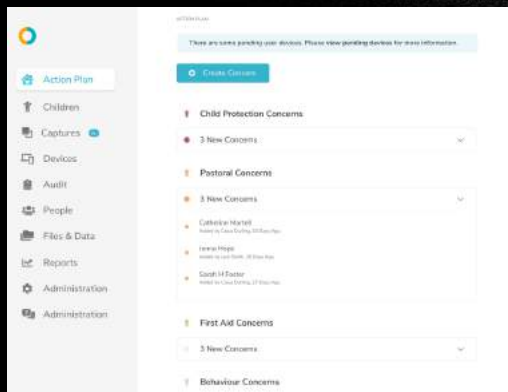


Interface Refactor



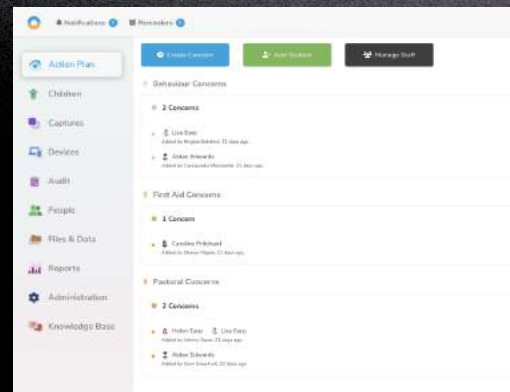
Initial Interface

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

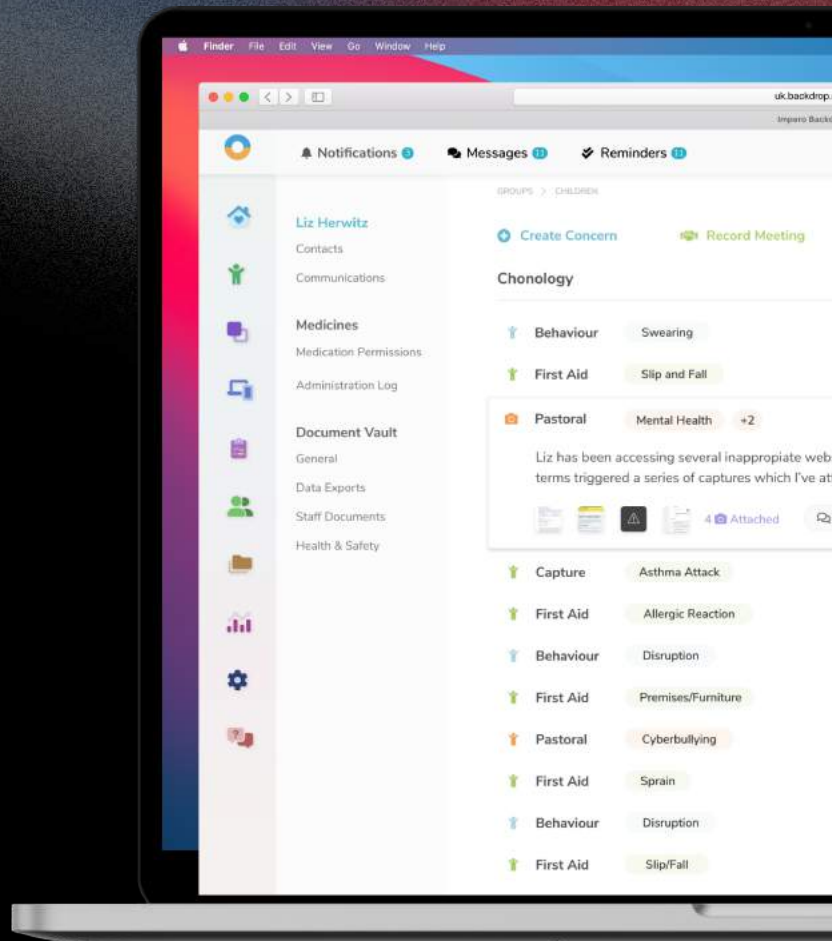
Solution

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 a navigation menu with icons for Notifications (1) and Reminders (1), and a user profile icon.
- Sidebar:** A vertical list of navigation options on the left side, including Action Plan, Children, Captures, Devices, Audit, People, Files & Data, Reports, Administration, and Knowledge Base.
- Main Content Area:** The central part of the interface, featuring a top row of action buttons: Create Concern (blue), Add Student (green), and Manage Staff (grey). Below these are two main sections:
 - Child Protection Concerns:** A section with a red header and a list of concerns. It shows 1 concern, with details for Sophie Clifton, added by Alesha Bechtelar, 4 months ago.
 - Pastoral Concerns:** A section with an orange header and a list of concerns. It shows 3 concerns, with details for Aidan Edwards, Amanda Ross, Marie Edwards, Lisa Earp, Caroline Pritchard, Maureen Gladwin, and Lewis Allen, added by James Inman, 8 days ago.
- Quick Links:** A section on the right side, featuring a star icon and a list of links. It includes a link for Aidan Edwards, Year: 3, Class: Great Dynamos Maths Class 1.

Backdrop Interface Examples

Reminders 0

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 Walker16/03/20

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 CONCERNS 78TOTAL CAPTURES 31

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 0

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

Behaviour Concerns2 Concerns

Lisa EarpAdded by Brigida Botsford, 26 days ago.

Aidan EdwardsAdded by Cassandra Morissette, 26 days ago.

First Aid Concerns1 Concern

Caroline PritchardAdded by Sharan Rippin, 26 days ago.

Pastoral Concerns2 Concerns

Helen EarpLisa EarpAdded by Johnny Sauer, 26 days ago.

Confide

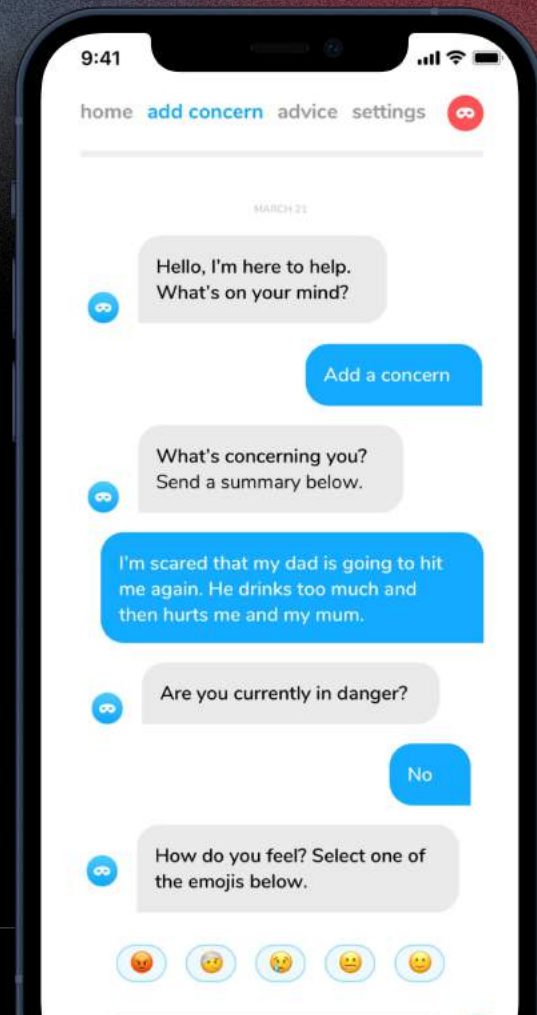
Impero Software

Overview

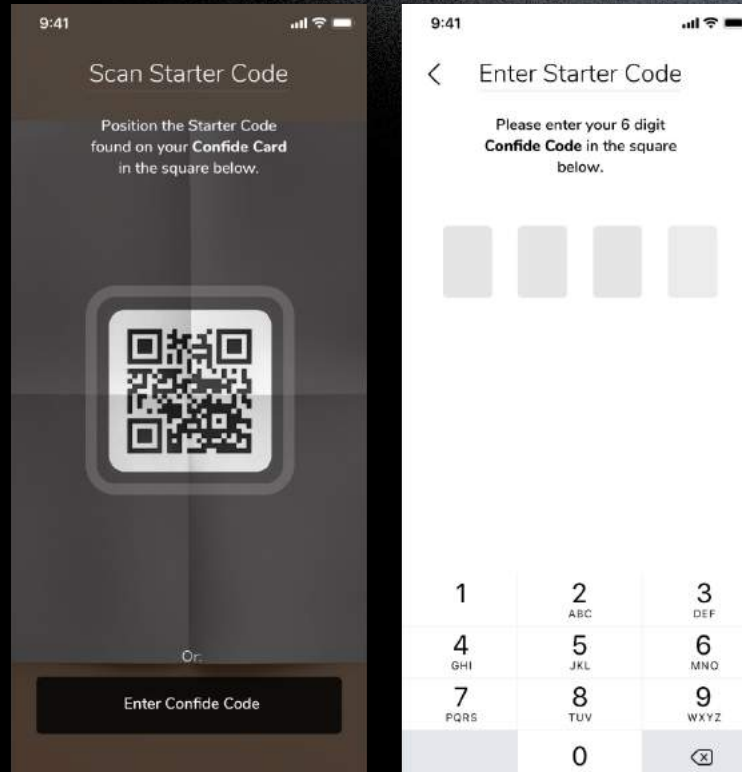
In early 2019, I started looking at ways to improve the wellbeing experience of children in schools. I wanted to look at the idea of self-reporting child concerns with a pre-emptive solution rather than only waiting for teachers to spot and then log them.

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.

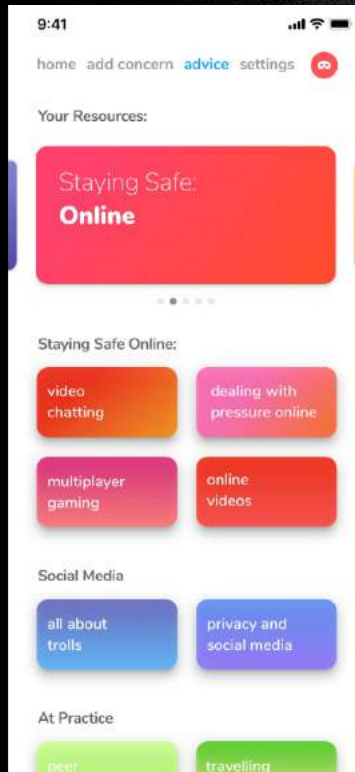
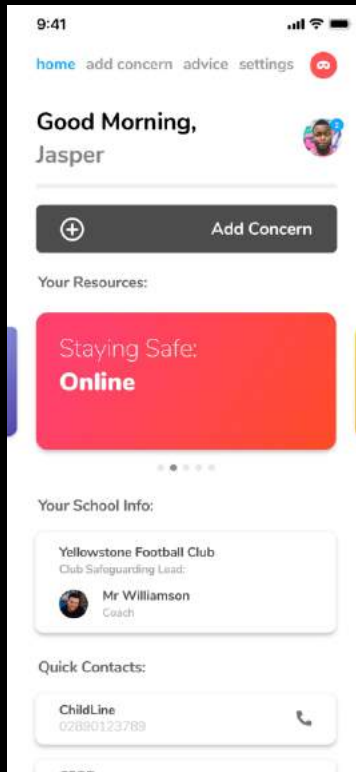


Confide Setup Flow



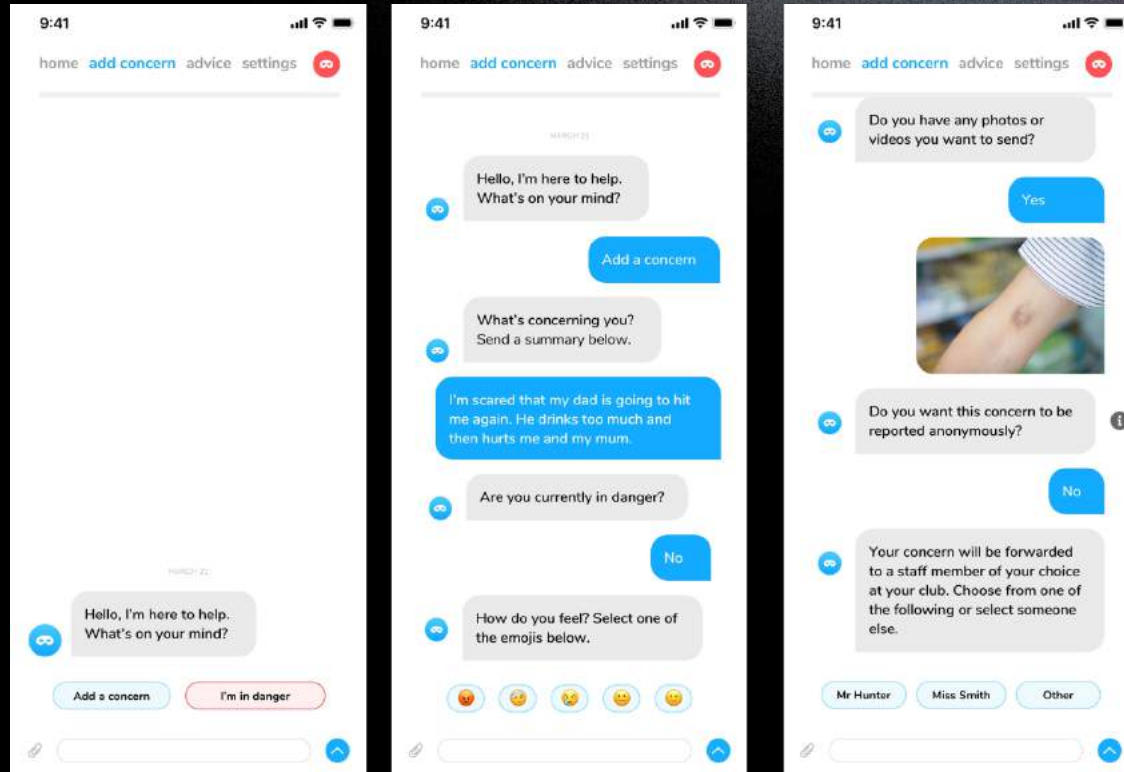
Goal: Ease of setup for students, teacher would display QR code on smart board.

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

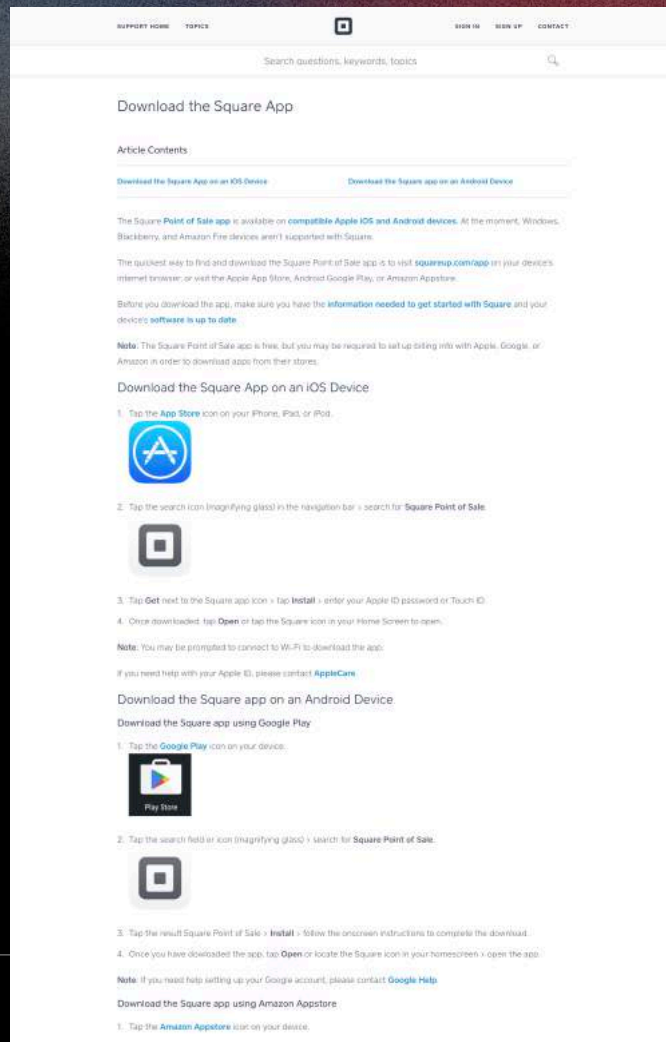
Square

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.



TOPICS
COMMUNITY
CONTACT
SIGN IN

Search for an answer

1

SQUARE BASICS > GETTING STARTED WITH SQUARE > DOWNLOAD THE SQUARE APP

RELATED ARTICLES:

Download the Square App

The Square Point of Sale app is available on compatible Apple iOS and Android devices. At the moment, Windows, BlackBerry, and Amazon Fire devices aren't supported with Square.


The quickest way to find and download the Square Point of Sale app is to visit [squareup.com/app](#) on your device's internet browser, or visit the Apple App Store or Android Google Play.

Before you download the app, make sure you have the information needed to [get started with Square](#) and your device's software is up to date.

Note: The Square Point of Sale app is free, but you may be required to set up billing info with Apple or Google in order to download apps from their stores.

3

Download the Square App on an iOS Device



1. Tap the App Store icon on your iPhone, iPad, or iPod.
2. Tap the search icon (magnifying glass) in the navigation bar > search for 'Square Point of Sale'.
3. Tap Get next to the Square app icon > tap Install > enter your Apple ID password or Touch ID.
4. Once downloaded, tap Open or tap the Square icon in your Home Screen to open.

6

Note: You may be prompted to connect to Wi-Fi to download the app. If you need help with your Apple ID, please contact [AppleCare](#).

Download the Square App on an Android Device

To experience the best performance and to access new features from Square, regularly update to the [latest version of the Square app](#).

Learn more about [getting started with Square Point of Sale](#).

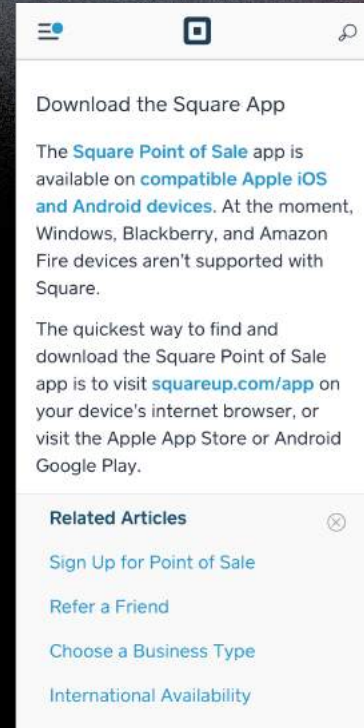
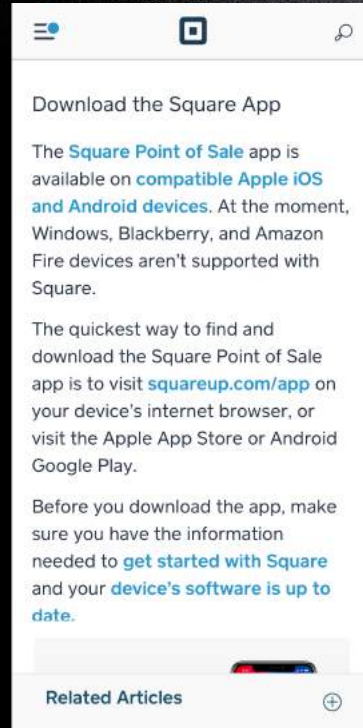
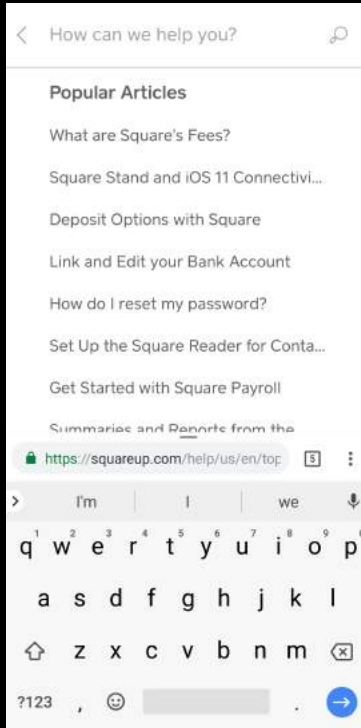
Learn more about: [Payment Processing](#)

Was this article helpful?

Solution

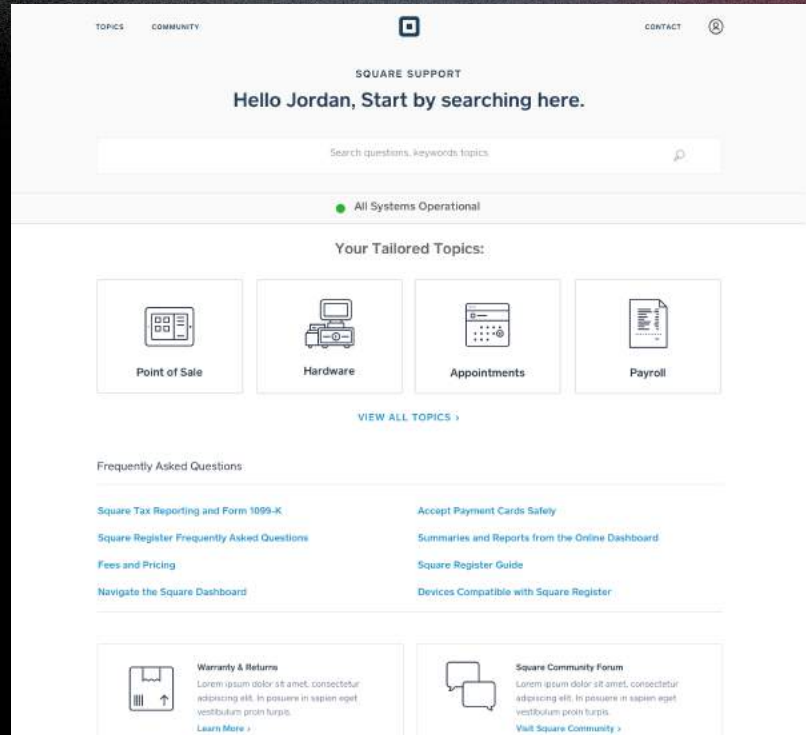
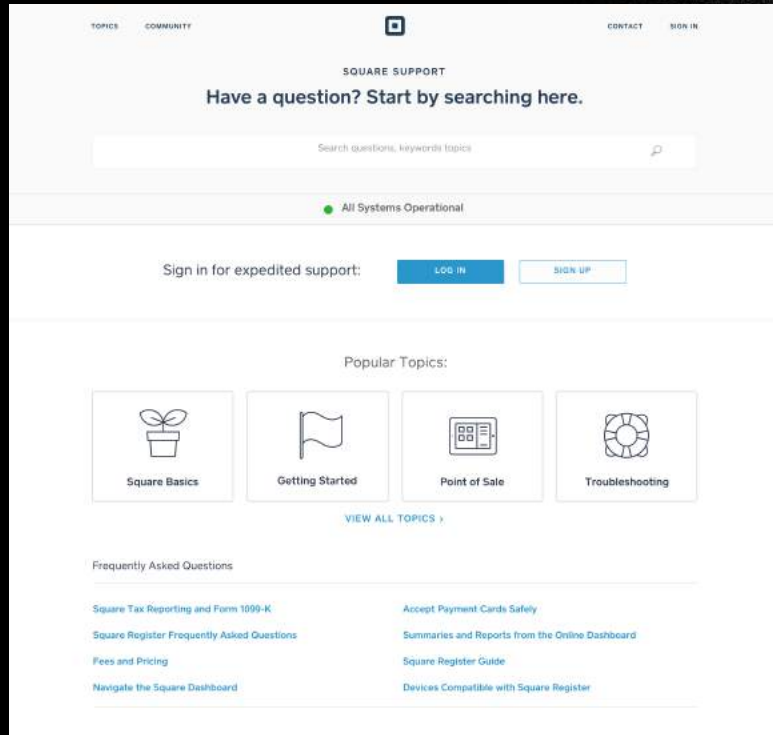
1. Breadcrumbs were part of a plan to improve global navigation on the Square support center. Improving usability, increasing the context of the page, and improving the overall hierarchy of the support center at a glance.
2. Another aspect of step one — related articles helped improve the context of 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

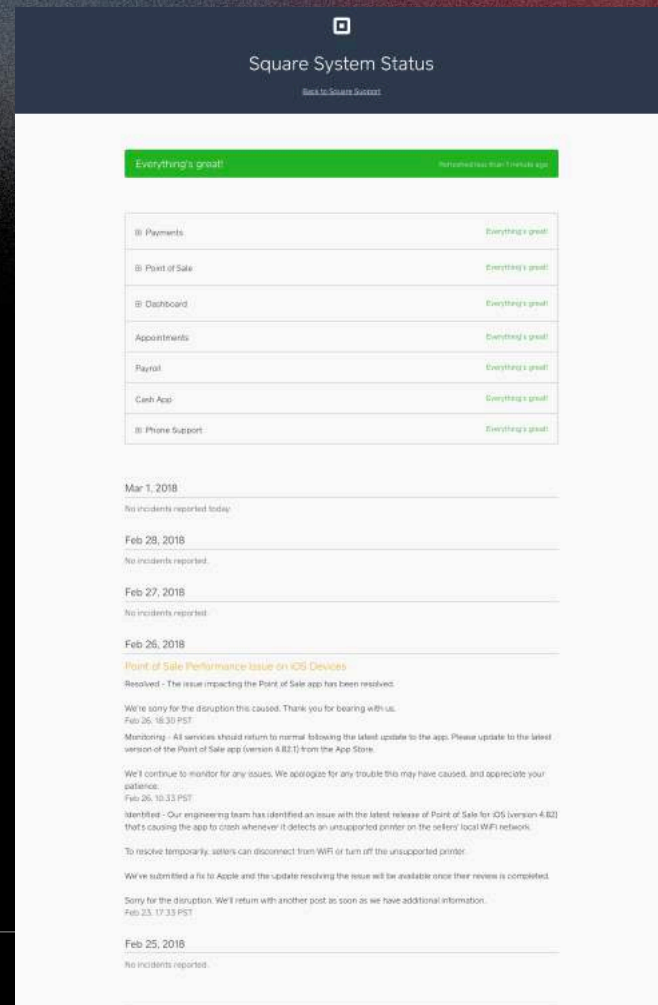
Problem

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 page for the United States. At the top, there is a Square logo and a 'SUPPORT CENTER' link with a flag icon. Below this, the text 'SQUARE STATUS - UNITED STATES' is followed by the main heading 'All Systems Operational' in green. A green timestamp indicates 'Last Refreshed: 1 minute ago'. A table lists six services, each with a green checkmark icon, the service name, and the status 'Everything's great!'. Below the table, a section titled 'Past Incidents' shows a timeline of events. The first entry is for 'Nov 7, 2017' with the status 'No Incidents Reported Today'. The second entry is for 'Nov 6, 2017' with the title 'Voided Payments on Android Point of Sale 4.76.1' and a link to 'See Details', followed by the resolution time 'Resolved - 18:56'.



Service	Status
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

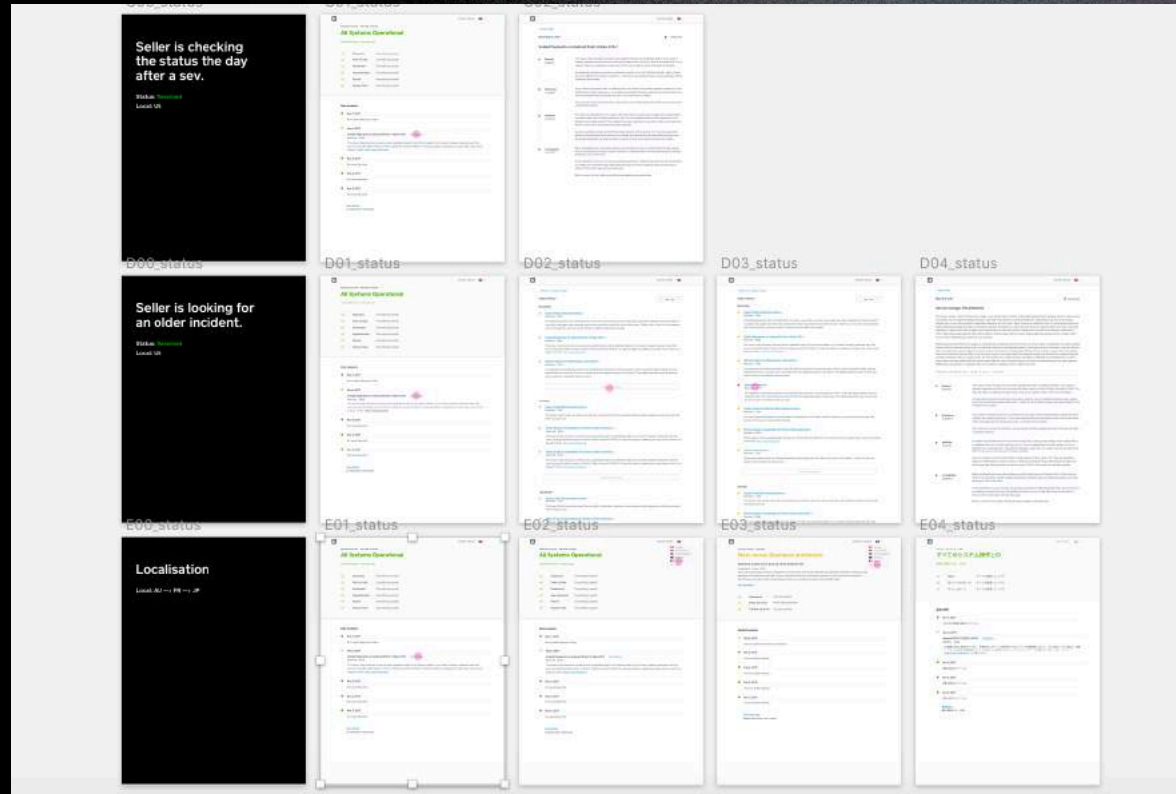
Goal: Clear page hierarchy, with support for historical logs.

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

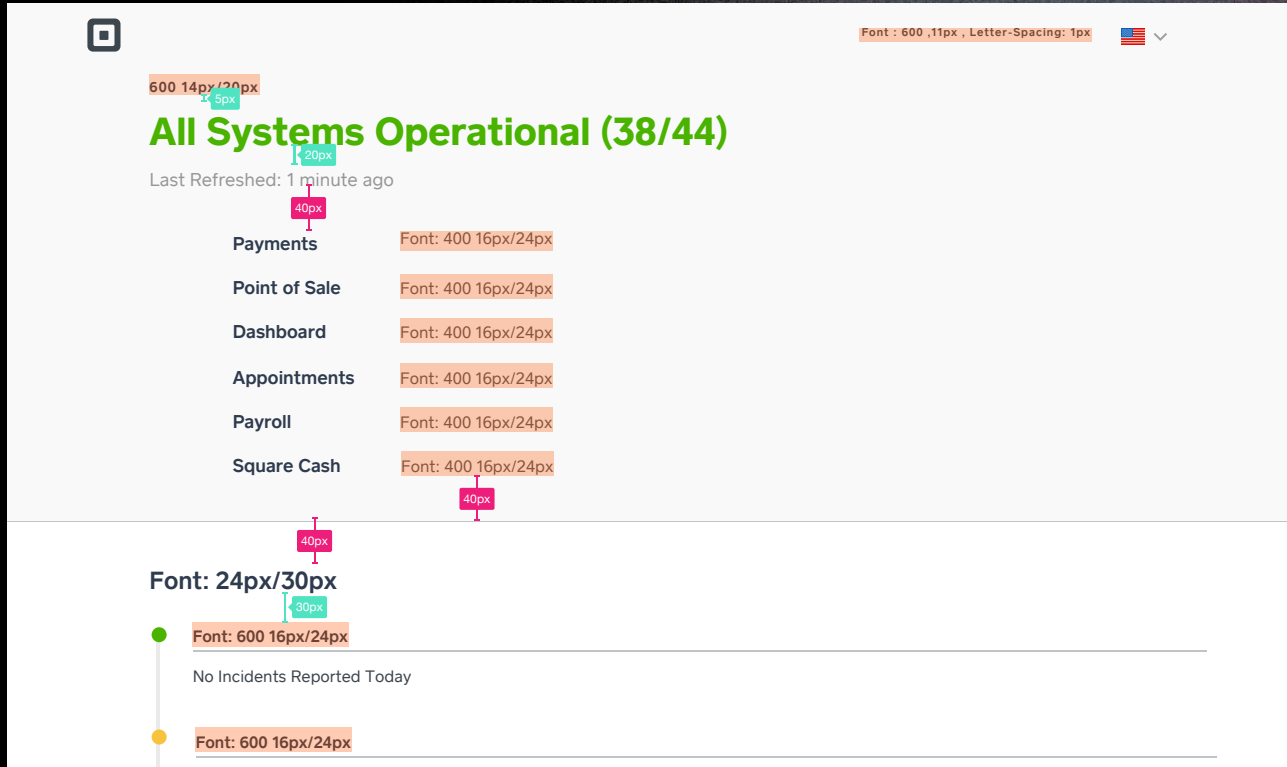
Goal: To create an instantly readable status page, with a clearly defined design system.

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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