Rae D. Cabello

I'm a Product Designer living and working in San Antonio, TX. I'm currently the Senior UI/UX Designer at H-E-B — an American privately held supermarket chain based in Texas. This portfolio will showcase a sampling of work created in the past four years that reflects experience in the Marketing, E-Commerce and branding space.

Digital Design Portfolio 2020

Client: FollowUp (2017)

FollowUp is a SaaS personal CRM that helps users maintain their personal and professional contacts. Before FollowUp was acquired by Scaleworks in 2016, the business was flat for the previous two years and lacked the marketing and product direction to grow substantially. I was brought in to elevate and rebrand the FollowUp marketing site working directly with CEO Cody Halff and VP of Engineering Florian Hines. The goal was to reach and target a specific customer set in hopes of attracting more of the same demographic.

Role:
Lead Designer

Contributions:
Research
Branding
Content Strategy
Visual Design

Stakeholders:
Cody Halff | CEO
210.478.1221
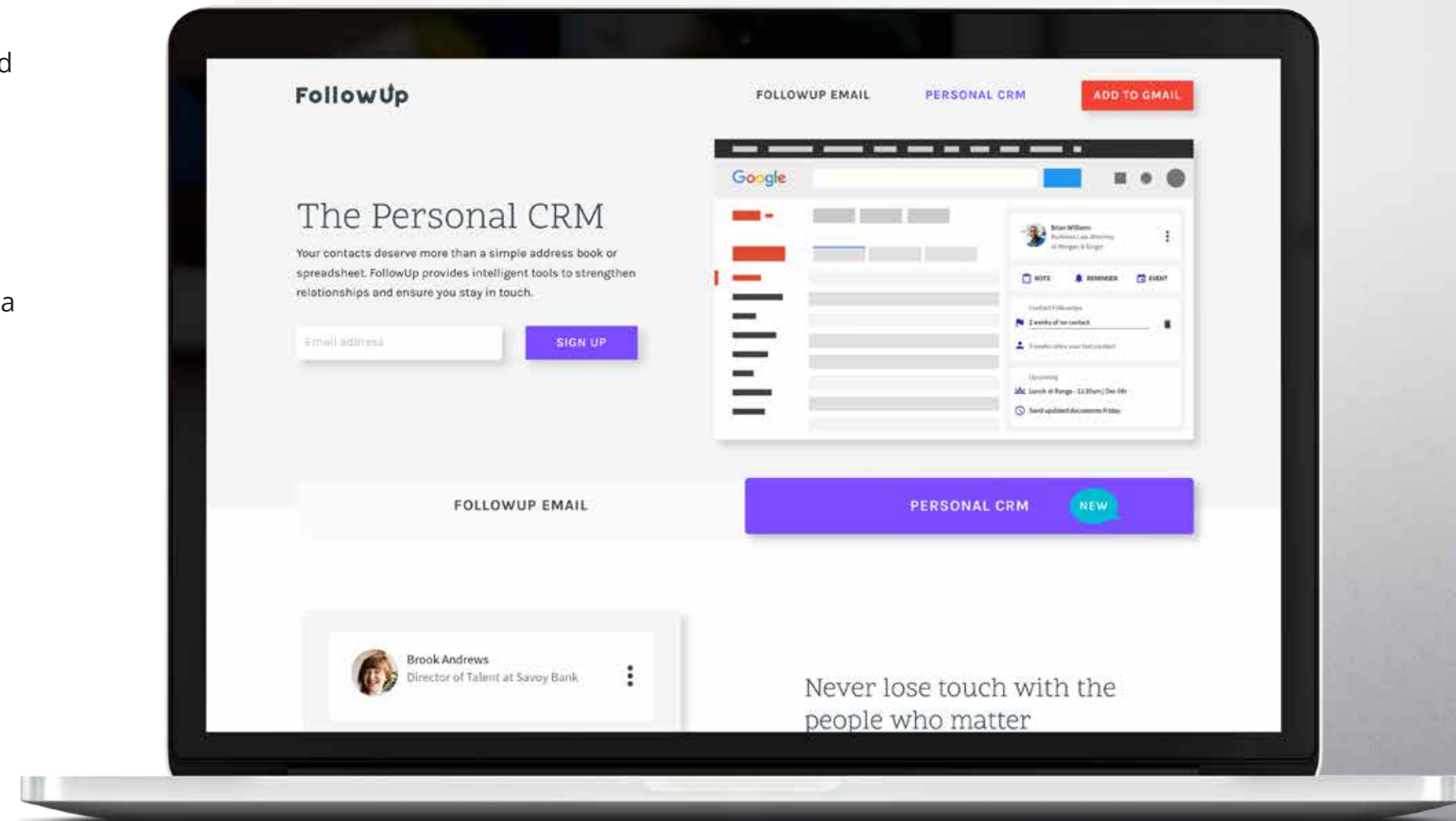
Sketching FollowUp

The first steps we took towards a rebrand and redesign were to look at data that was available upon being acquired by Scaleworks. This enabled us to capture market demographics, CTA impressions/clicks, scroll speed, and pages with the most engagement. From there we sketched out various layouts that helped improve the flow of a new site redesign.

Target Audience

Through data discovery we were able to discover the age range and type of professionals who were using FollowUp. We discovered that most of the users were young professionals and VC entrepreneurs - they were responsive, well organized, and very task oriented. We created various personas and "contact cards" based around this data to match and attract the same audience and showcase the clean UI of FollowUp.

Laura Gonzalez
VP of Marketing at Fetch

📞 +1 384.922.1044
Phone

✉

Reminders
🔔 Give Laura funnel feedback ab...
3:00 pm - 11/11/2017

Events
📅 Product demo
11:00 am - 10/02/17

Notes
📋 Overall, Q4 marketing plan was a success. Make sure to ask about influencer marketing update next time we speak.

in 🐦

Tim Patel
Capital City Ventures

📞 +1 512.872.6524
Phone

✉

Reminders
🔔 Video Conference
10:00 am - 10/08/2017

Events
📅 Brown Bag
9 am - 9/29/17

Notes
📋 Called to express interest in joining the fund. Extensive SaaS experience is appealing, introduce to partners next get together.

in 🐦

Kim Wittwer
Corporate Development at Scaleworks

📞 +1 210.878.9965
Phone

✉

Reminders
🔔 Widget purchase review
2:00 pm - 9/25/2017

Events
📅 Apply Aquisition Update
1:30 pm - 9/29/17

Notes
📋 Thinks online supply pet retailer Chewy is gaining interest in Fetch after last month's growth. Intro on the horizon.

in 🐦

The look & feel of Gmail through material design

FollowUp is an app that sits on top of Gmail and because of this, I proposed the idea using material design as a foundation for FollowUp. From fonts, colors, typography, and interactions, the best practices of material design were incorporated across the board. This made FollowUp feel more like it was a feature of Gmail, rather than a separate application itself. The familiarity of Gmail gave our users more confidence in trying the product.
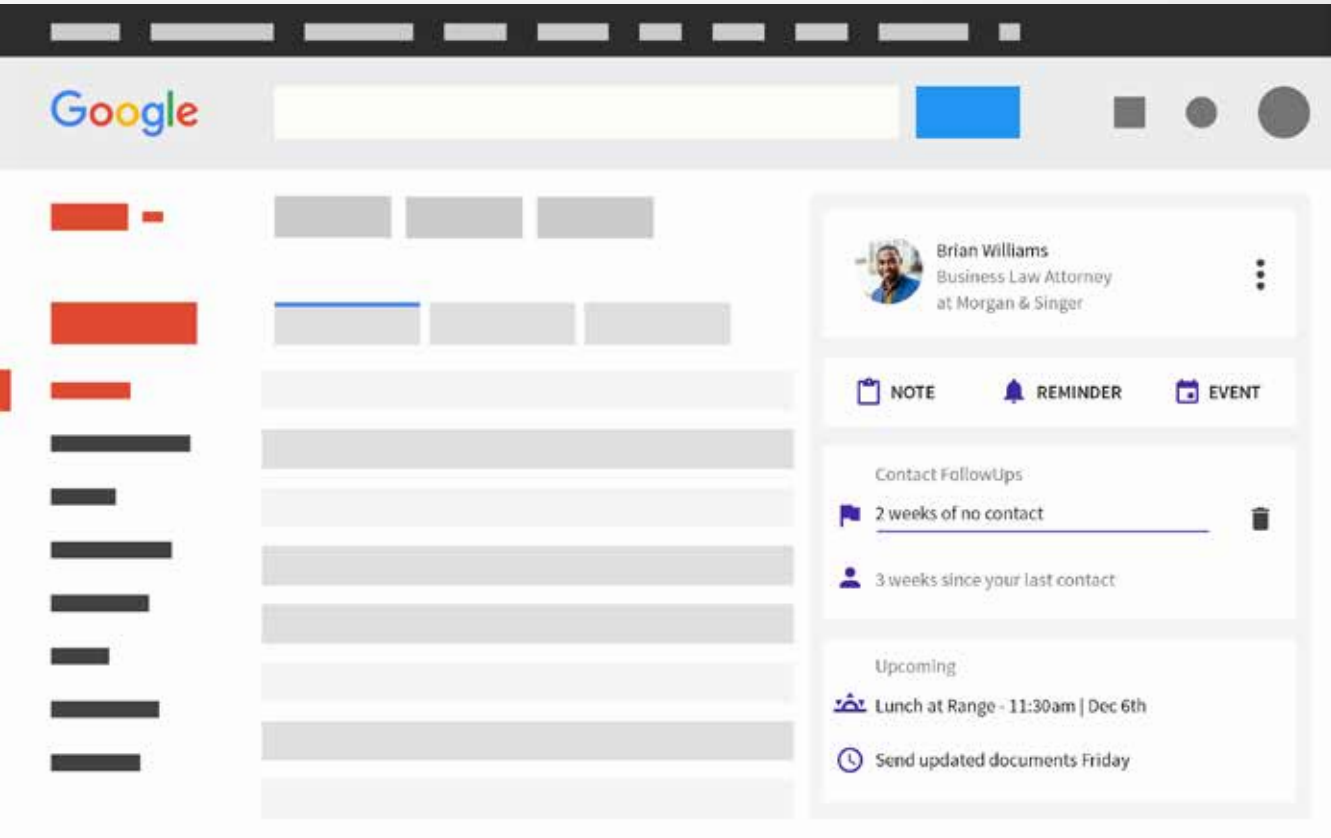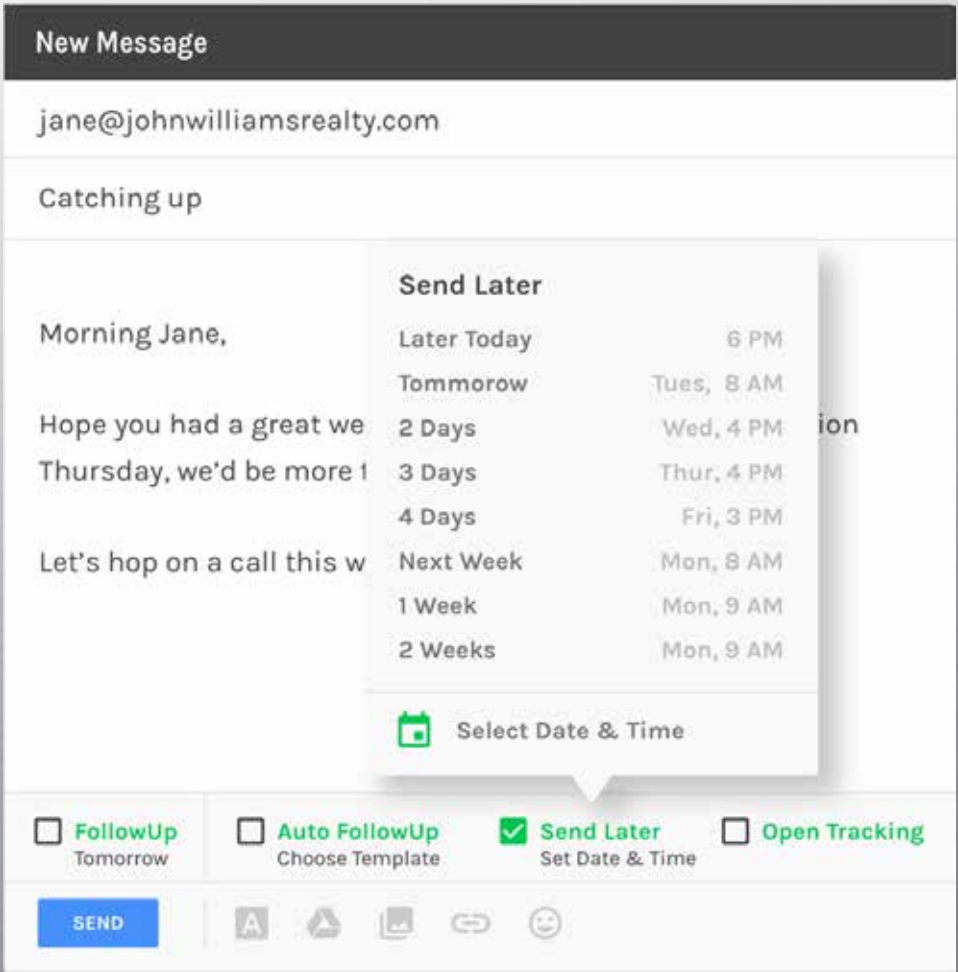
Two products under one umbrella

FollowUp was originally just an email tool, but CEO Cody Halff wanted to make the product more interactive and useful. Through this, the Personal CRM was built. We wanted users to know that the power of FollowUP was bridging them together. We decided to house both products under the FollowUp umbrella by creating separate tabs that switched and showcased each product upon selection. Through material design, we were able to stylize each product differently while still maintaining the FollowUp brand.
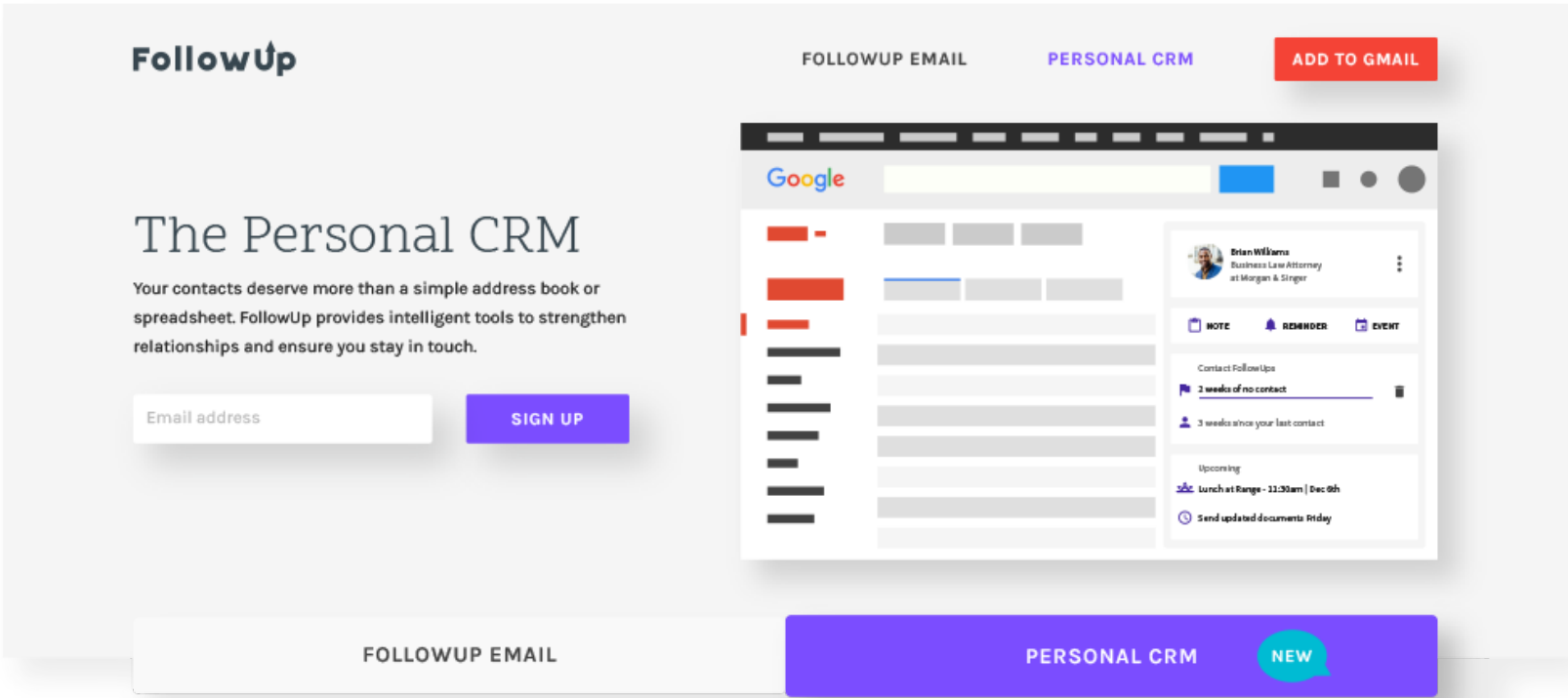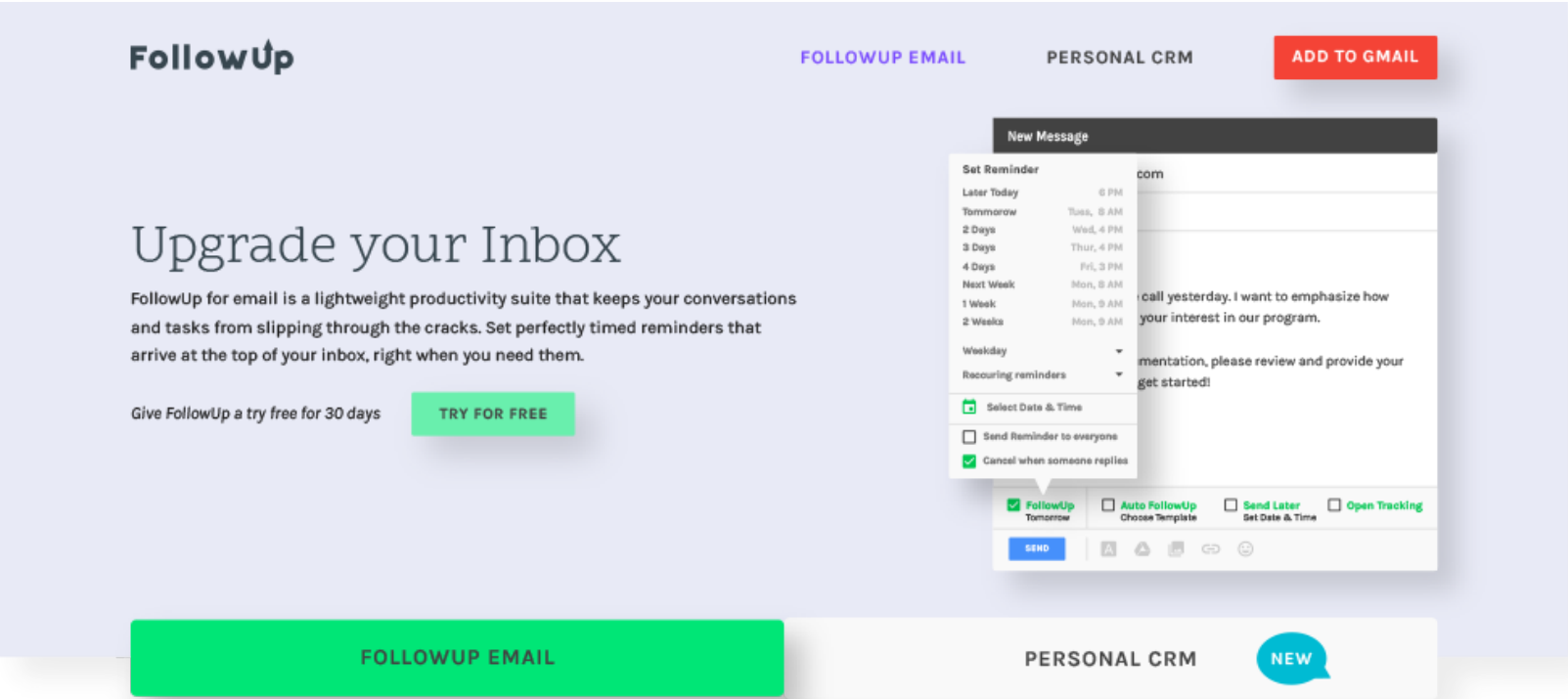
Final Outcome:

The final launch of FollowUp was very successful with an increase of traffic and engadgment by over 200%. It was featured on Product Hunt as a Top 5 release during its launch as well as other media outlets around the web and locally. In 2018 FollowUp was succesfully acquired by Lever Technology, a private equity firm based in Miami.

• Venture Beat - https://goo.gl/u37Fdr

• San Antonio Business Journal - https://goo.gl/9bZo4Y

• Product Hunt (Top 5) - https://goo.gl/8QVxYQ
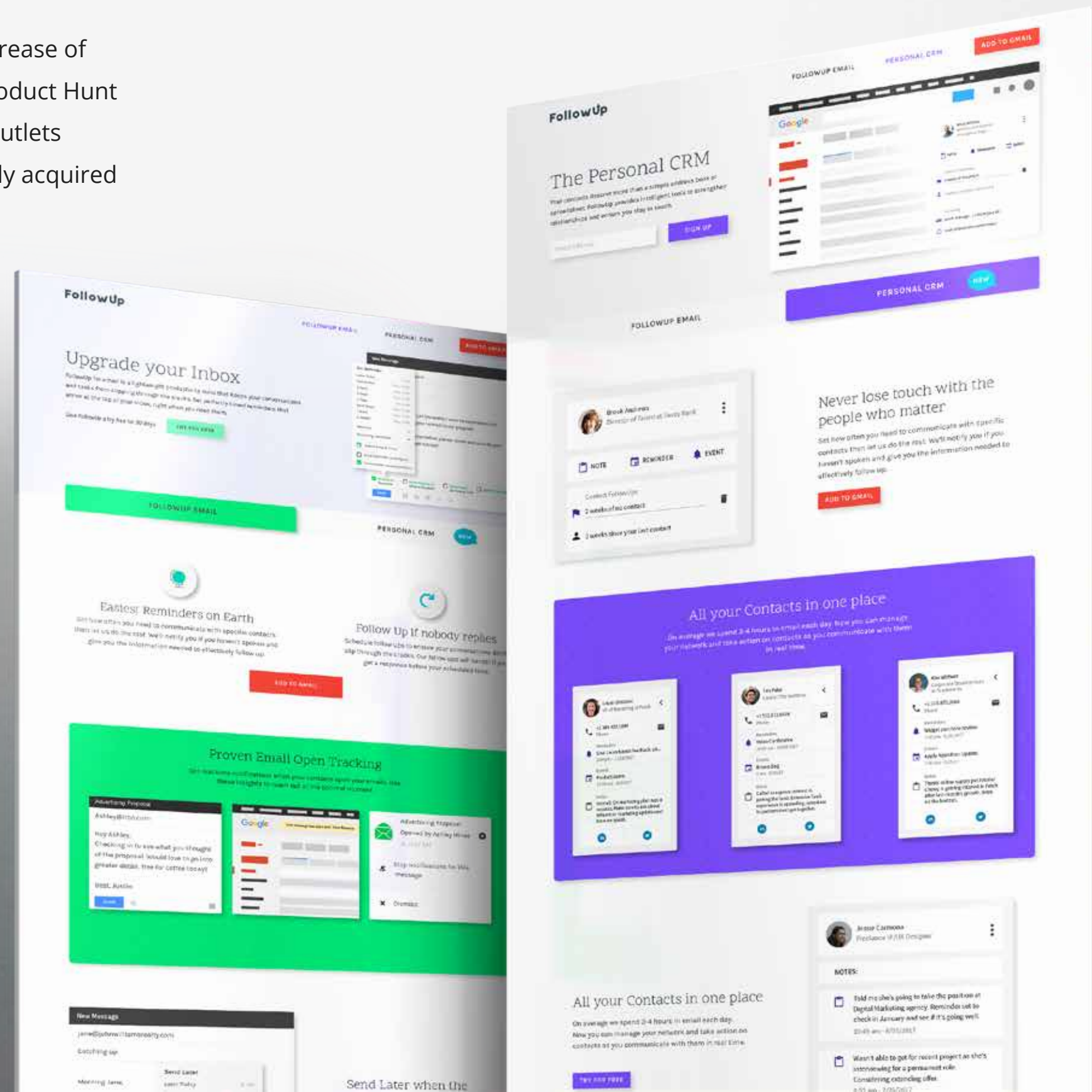
Client: Qualaroo (2017)

Qualaroo is a SaaS company that helps marketers, analyst, data scientists, and designers gather valuable insights from their prospects and customers in real time. The company was acquired by Scaleworks in 2016 with the objective to make Qualaroo stick out against the current competitive market - to not just provide data about which choices customers are making, but why they're making them.

I was brought in as the lead designer to work with Qualaroo's marketing leadership team assisting them in repositioning the company in the market. This required a rebrand and new marketing site with a content-forward approach.

Role:
Lead Designer

Stakeholder:
Angela Bartels | VP of Marketing
210.867.9920

Contributions:
Wireframing
Branding
Content Strategy
Visual Design & Art Direction
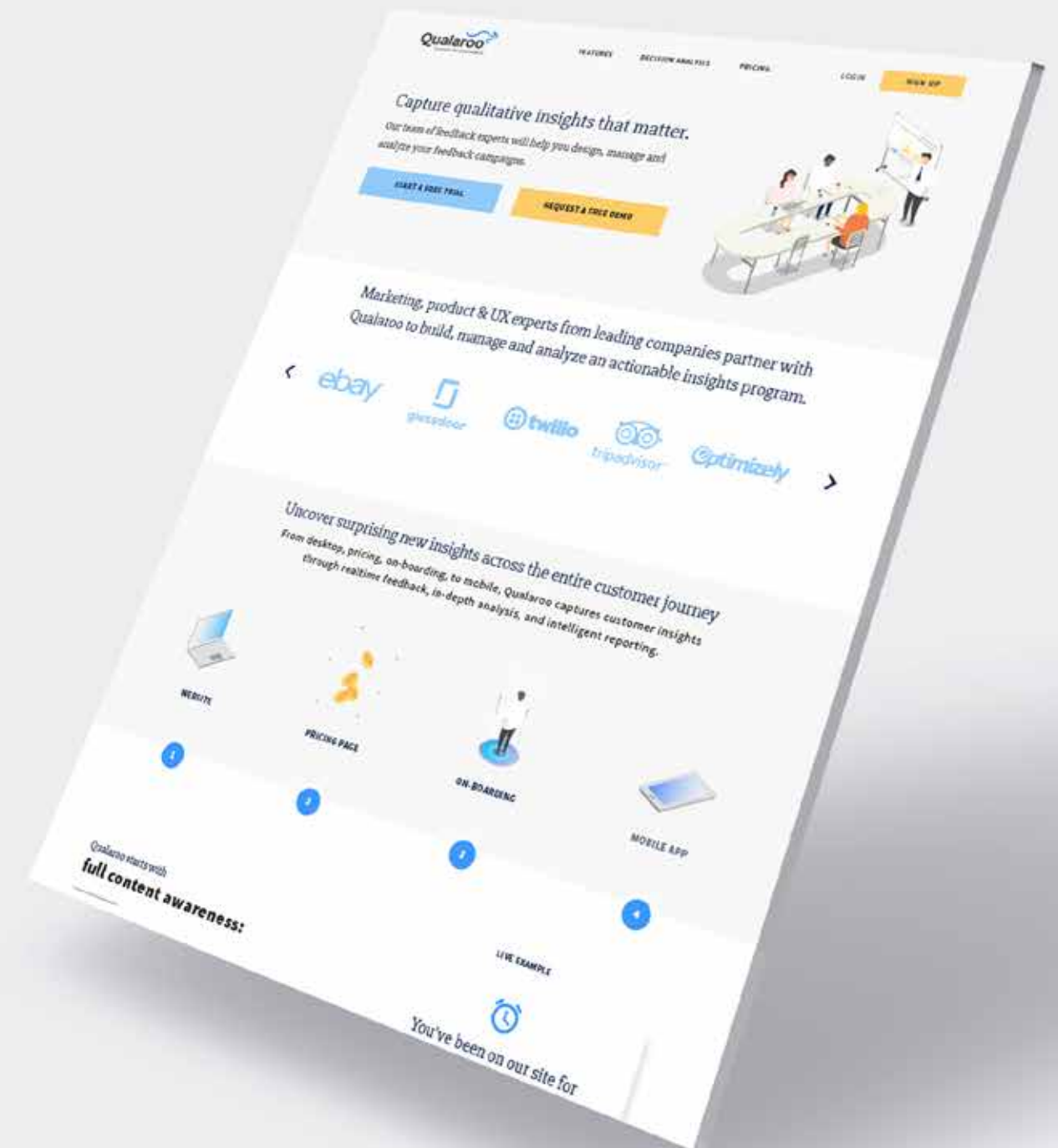
Storytelling through wireframing and content

Upon being acquired, the Qualaroo marketing team wanted to reposition itself in the market as a leader in the SaaS customer behavior and feedback field. Qualaroo needed a new narrative to fully articulate the power and benefits of Qualroo. The wireframes I designed were simple so that the content and Qualaroo's story are the focus of the flow and layout.
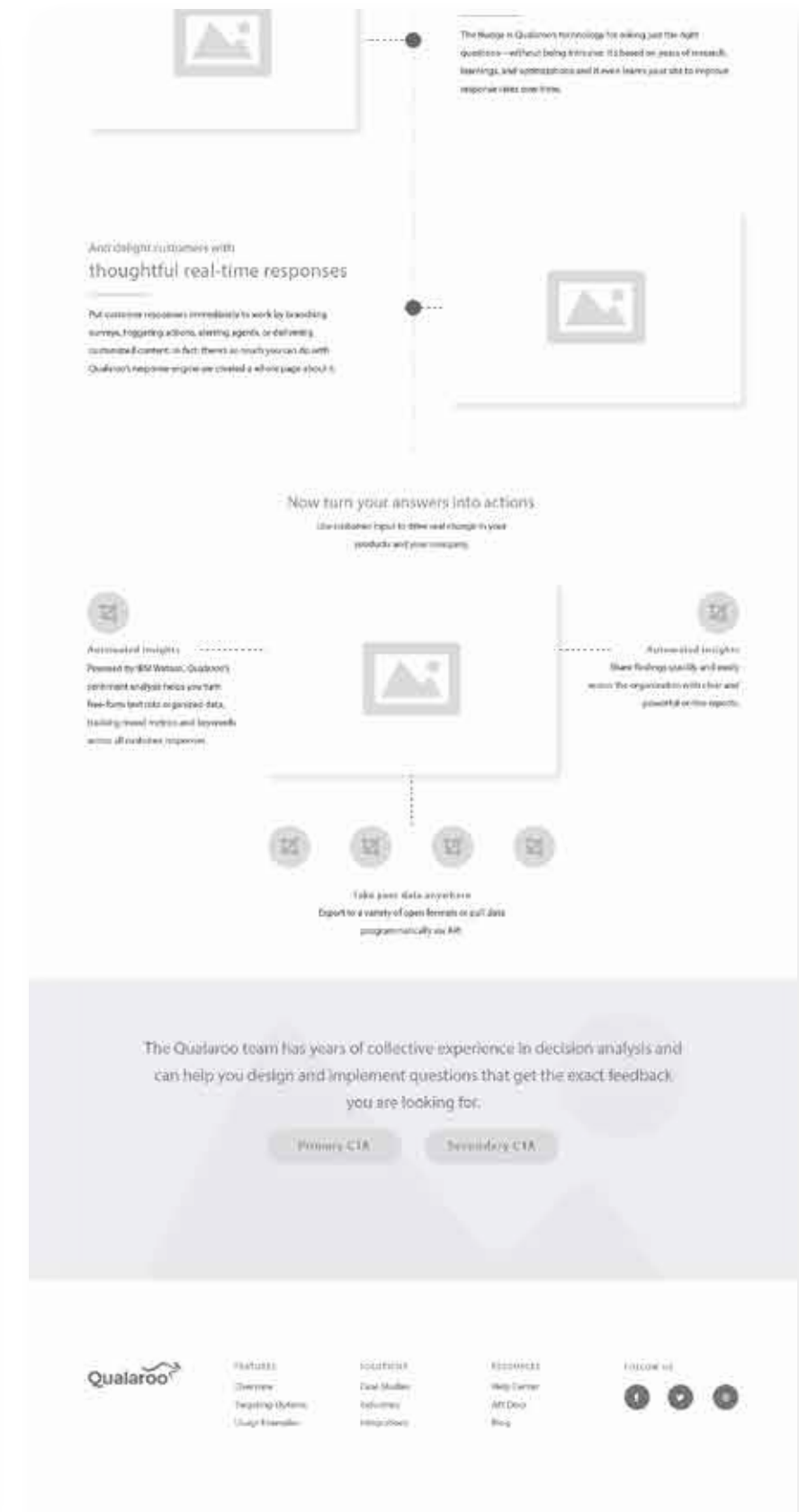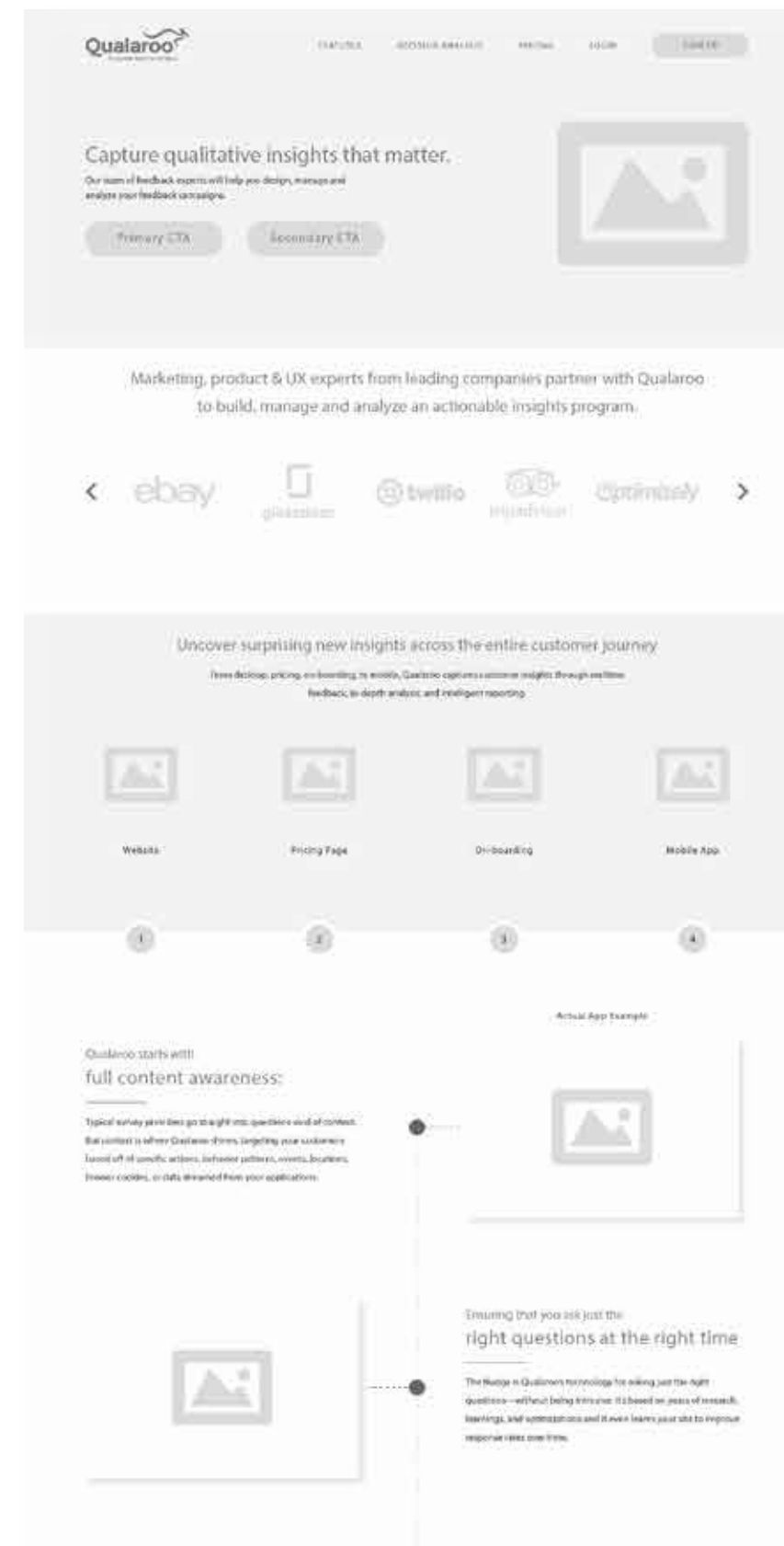
Quick Demo Implementation

Through much product discovery, I was fascinated to learn that it took "16 lines of code" for users and potential customers to start using Qualaroo and start receiving real-time feedback of their marketing site. We decided to leverage this and place this on our marketing site with the ability to copy the code and paste it into their own environment.

We wanted users to understand it didn't take much to get started with Qualaroo - potentially something marketers, data scientist, and designers, could do on their own without the need of a developer. Developers could simply do a copy and paste of the code into their hosted environment. The amount of user engagement this received became the highest clicked CTA within the Qualaroo domain.

```html
<!-- Qualaroo for qualaroo.com -->
<!-- Paste this code right after the <body> tag on every page
of your site. -->
<script type="text/javascript">
  var _kiq = _kiq || [];
  (function(){
    setTimeout(function(){
    var d = document, f = d.getElementsByTagName('script')[0],
s =
d.createElement('script'); s.type = 'text/javascript';
    s.async = true; s.src =
'//s3.amazonaws.com/ki.js/39241/8vb.js';
f.parentNode.insertBefore(s, f);
    }, 1);
  })();
</script>
```

COPY TO CLIPBOARD

Targeting through art direction

The art direction is directly influenced by the target audience - marketers, data scientist, designers, and product managers. I wanted to showcase colleagues meeting and discussing data in a fun and colorful way - from whiteboards, post-its, and group discussions. The isometric style was intentional to give a "bird's eye" view into these meetings, discussions, and roundtables.
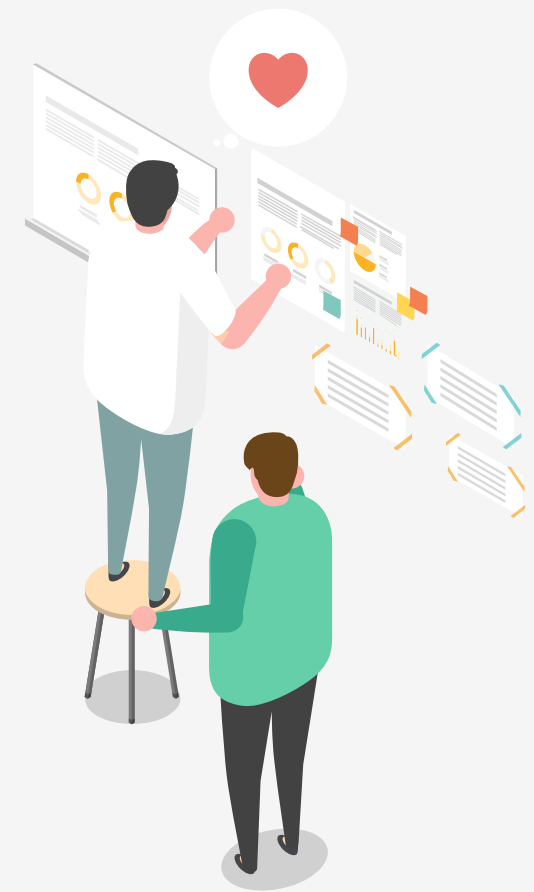
Final Outcome

The final designs of Qualaroo were well received. From content to layout, to art direction, everything was carefully constructed and thought out. Development was handled by a Polish team overseas. Immediately Qualaroo's marketing site engagement rose over 150% - the amount of demo requests doubled with the Qualaroo sales and onboarding team.

Client: Rackspace (Redesign 2015-2016)

In 2015 a small team of designers were tasked with redesigning the main Rackspace.com ecommerce site. The research team conducted a series of interviews with internal stakeholders and realized fairly quickly that lack of alignment by senior leadership was a major contributor to past failures.

The team felt the best way to solve this was by including senior leadership in every step of the redesign process. We did this by giving a series of presentations meant to substantiate our decisions based on research and the creative process.

Team & Roles:

Jarrett Washburn - Team Lead

Tommy Shook - Senior Designer

Rae Cabello - Senior Designer

Contributions:

Wireframing

Layout

Visual Design

Stakeholder:

Ty Taylor | Director of Design

512.962.2808
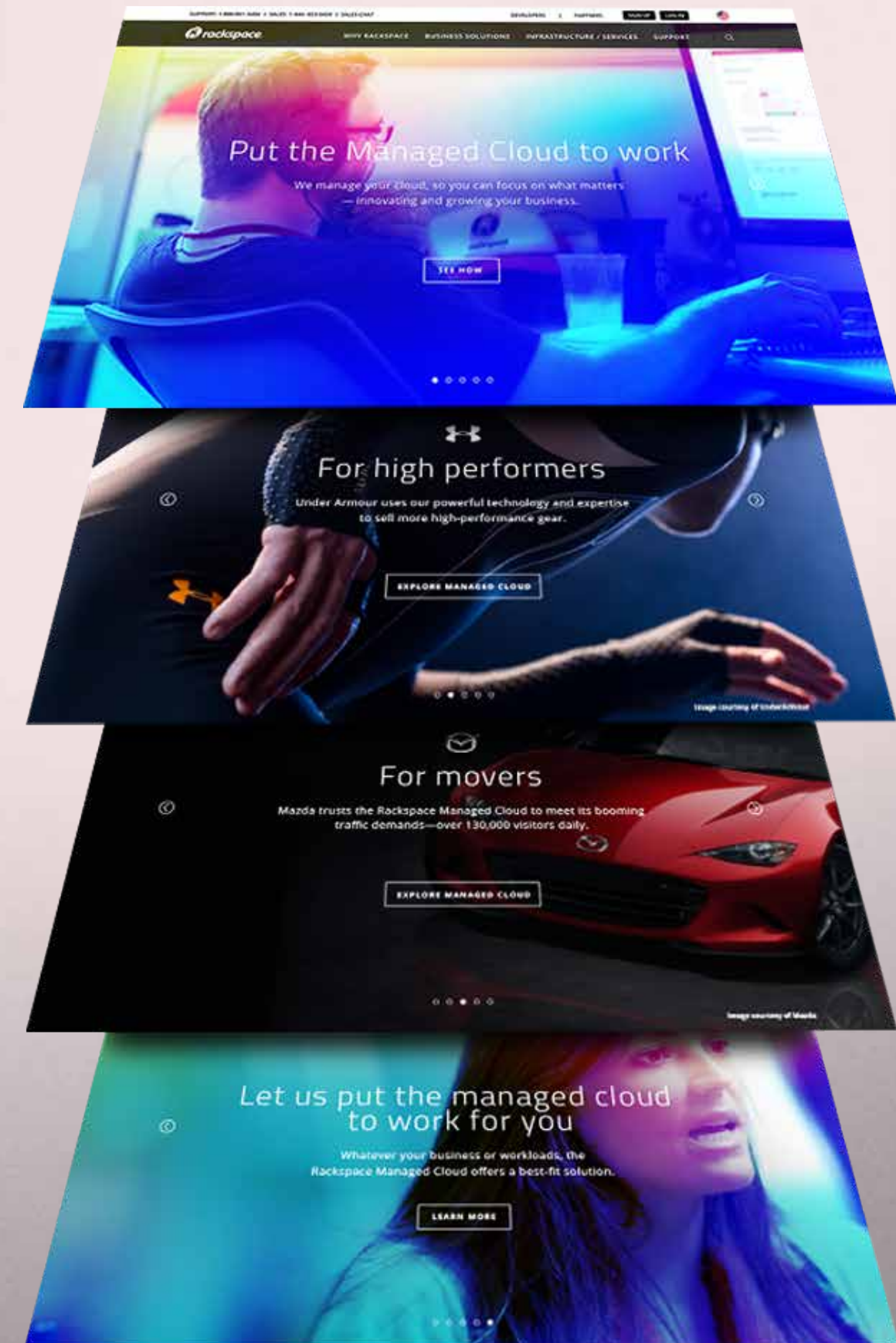
Wireframing the Rackspace Homepage

Due to a very compressed timeline, wireframing was done quickly - keeping it to a simple black and white design so that we focused on flow and content. The team used these layouts as guidance and to ensure content stayed up front and center.
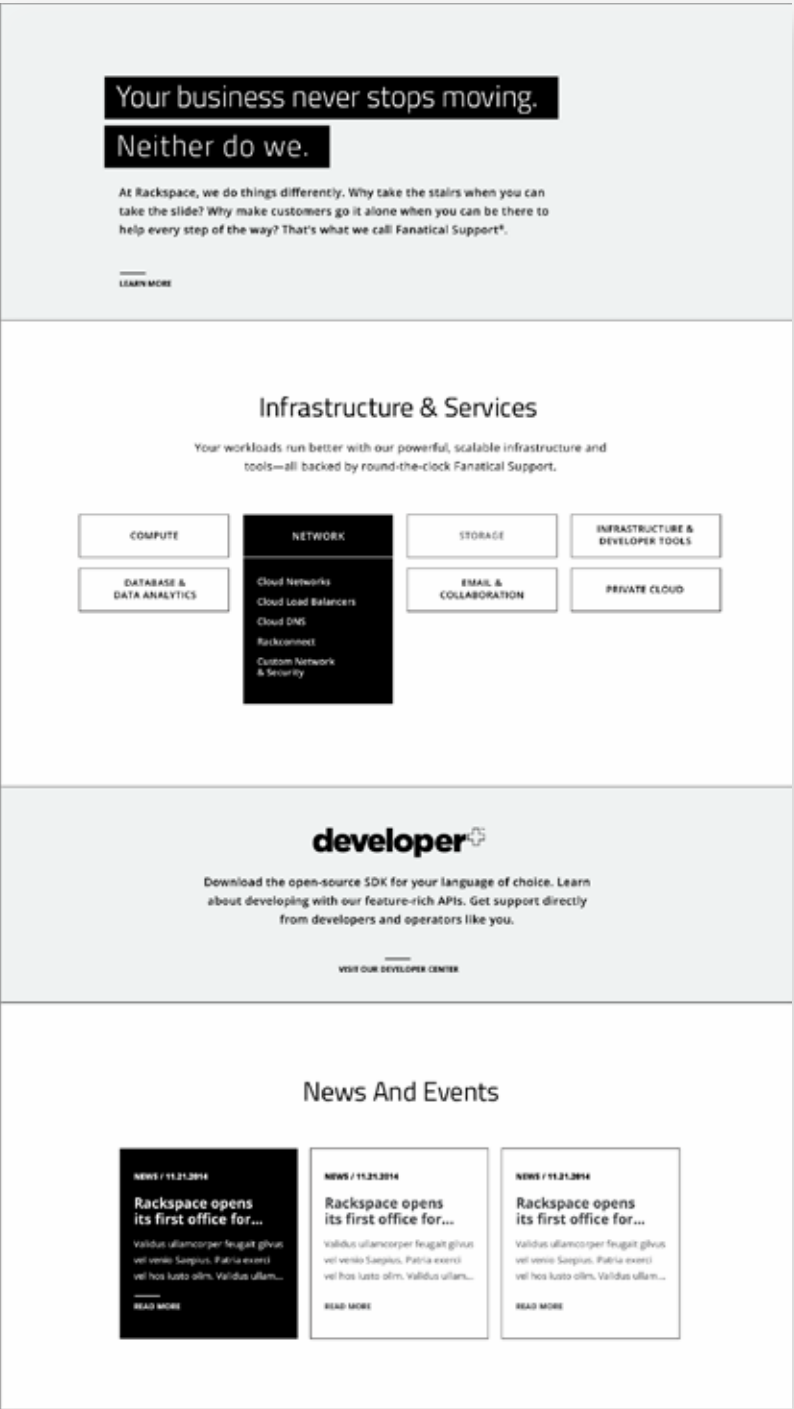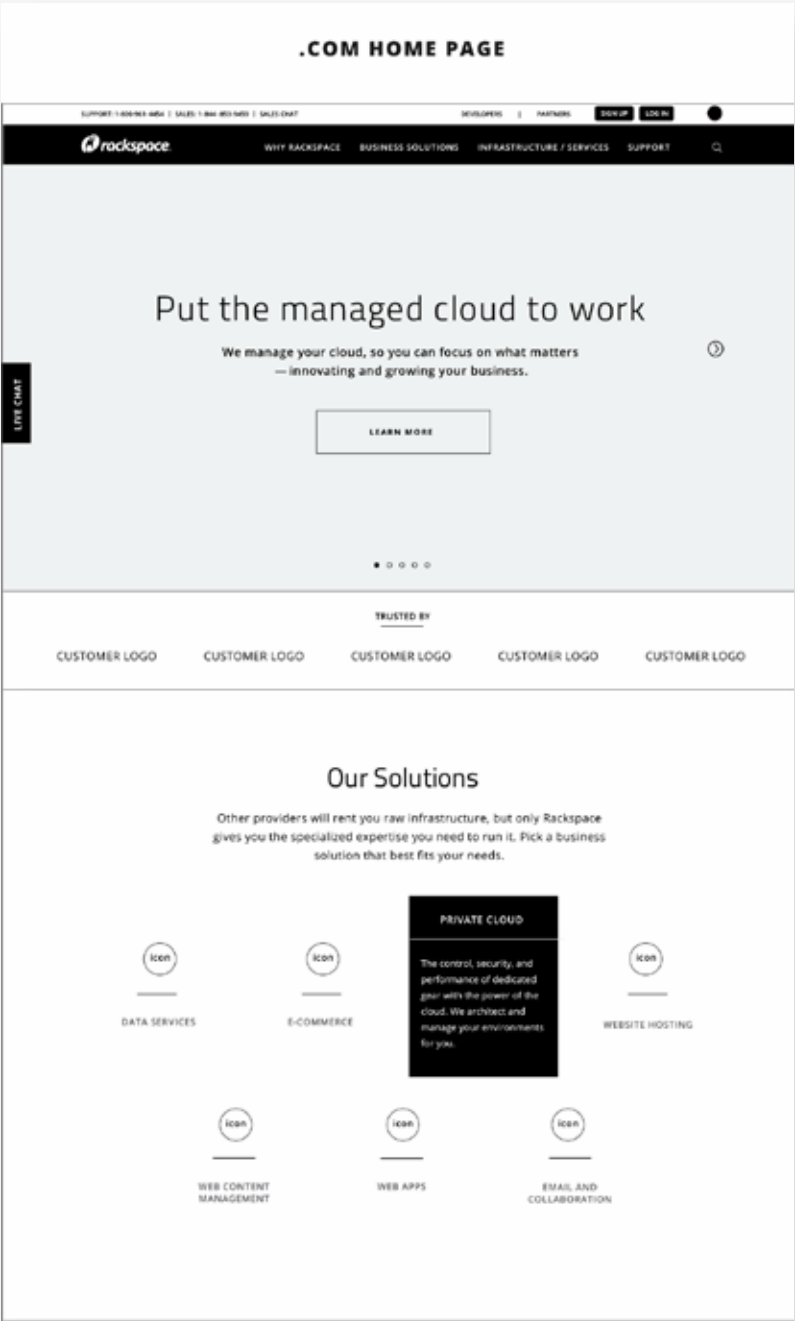
Best Practices & Style Tiles

By showing examples of best practices in the context of an effective website, leadership was able to visualize how these practices might apply to Rackspace.com. Although simple, they acted as a foundation to refer to when we needed to defend a design decision.

The next step was to apply our findings from the style tiles and into a more recognizable or tangible format. We explored open-sourced fonts, colors, and imagery that reflected the approved mood and transferred straight into the wireframes.

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1. Make a good impression

2. Be current

3. Clearly state what we do.
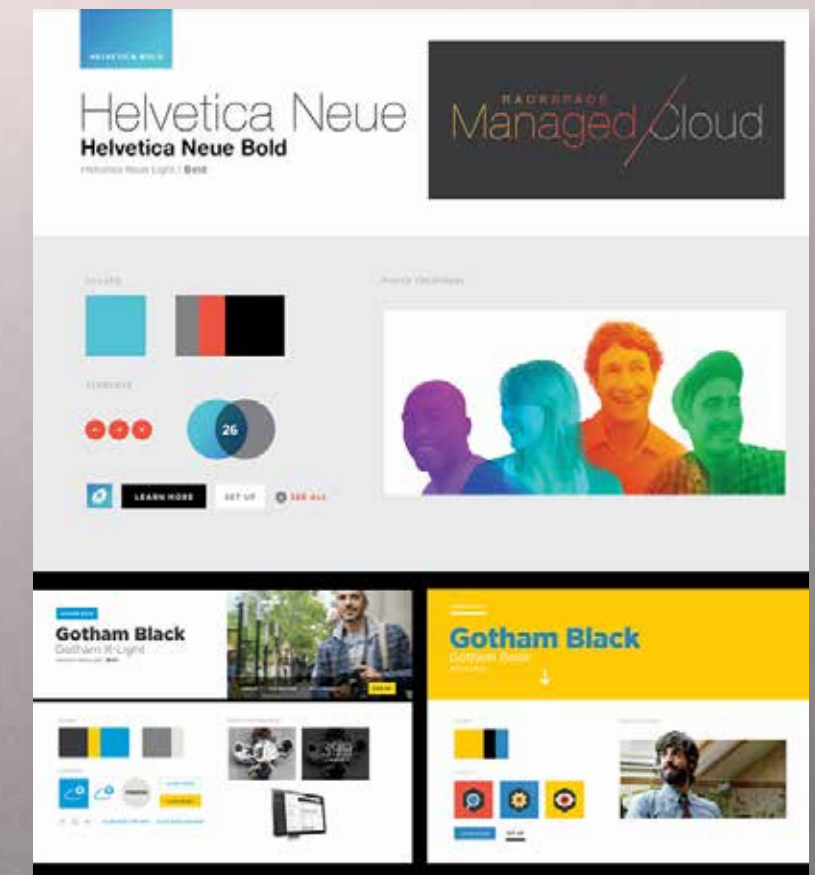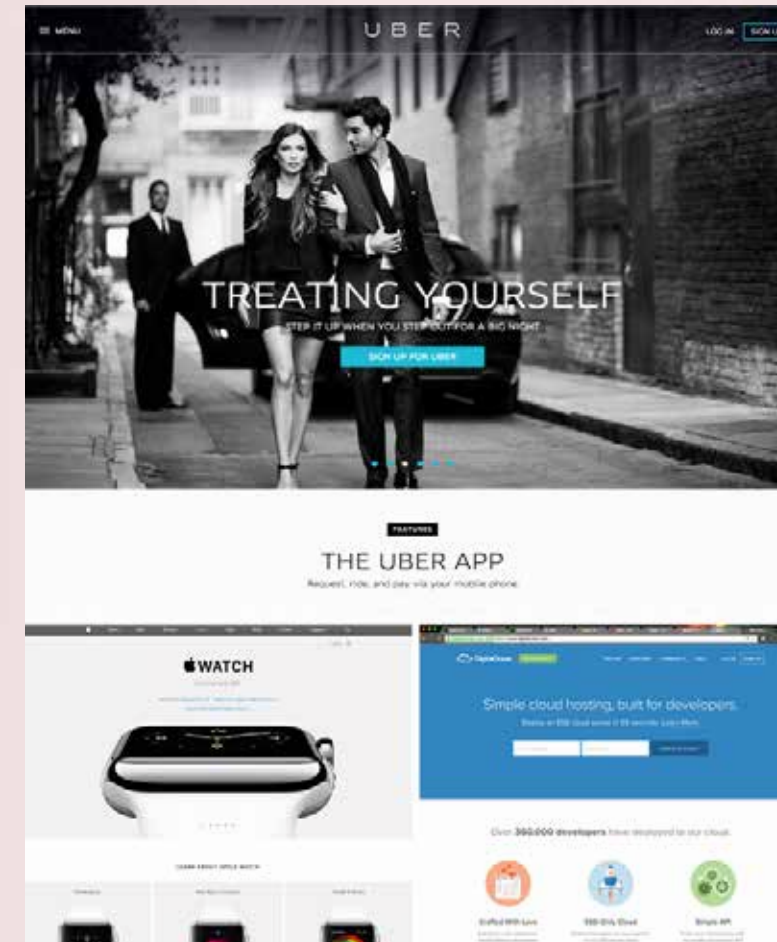
Photography and the Hero

Photography played a major role in the redesign of rackspace.com. We wanted to showcase a variety of customers with big brand influence across multiple sections of rackspace.com through the hero. After some photo treatment and color correction, we were able to execute various heroes that showcased a fresh new look while still maintaining the enterprise and professional look and feel of Rackspace.
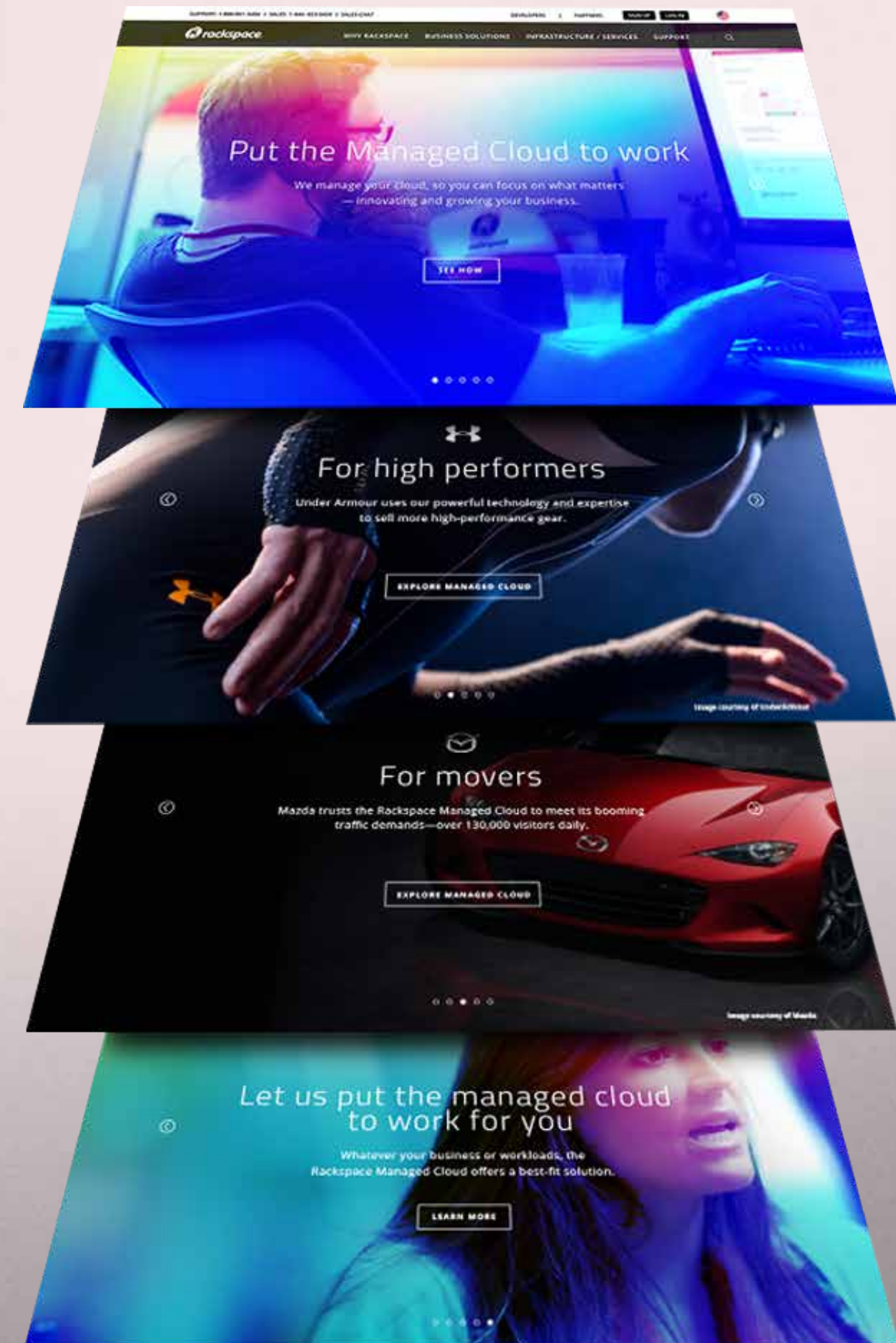
Final Concepts and Layouts

With all the information gained from research, leadership, mood boards, and style tiles, we were able to develop multiple concepts. Because each previous step in the process was approved by leadership there were no surprises - this allowed for testing with a private group to gather feedback. Ultimately the middle design was chosen by the group to be publised across the Rackspace.com domain in 2016.
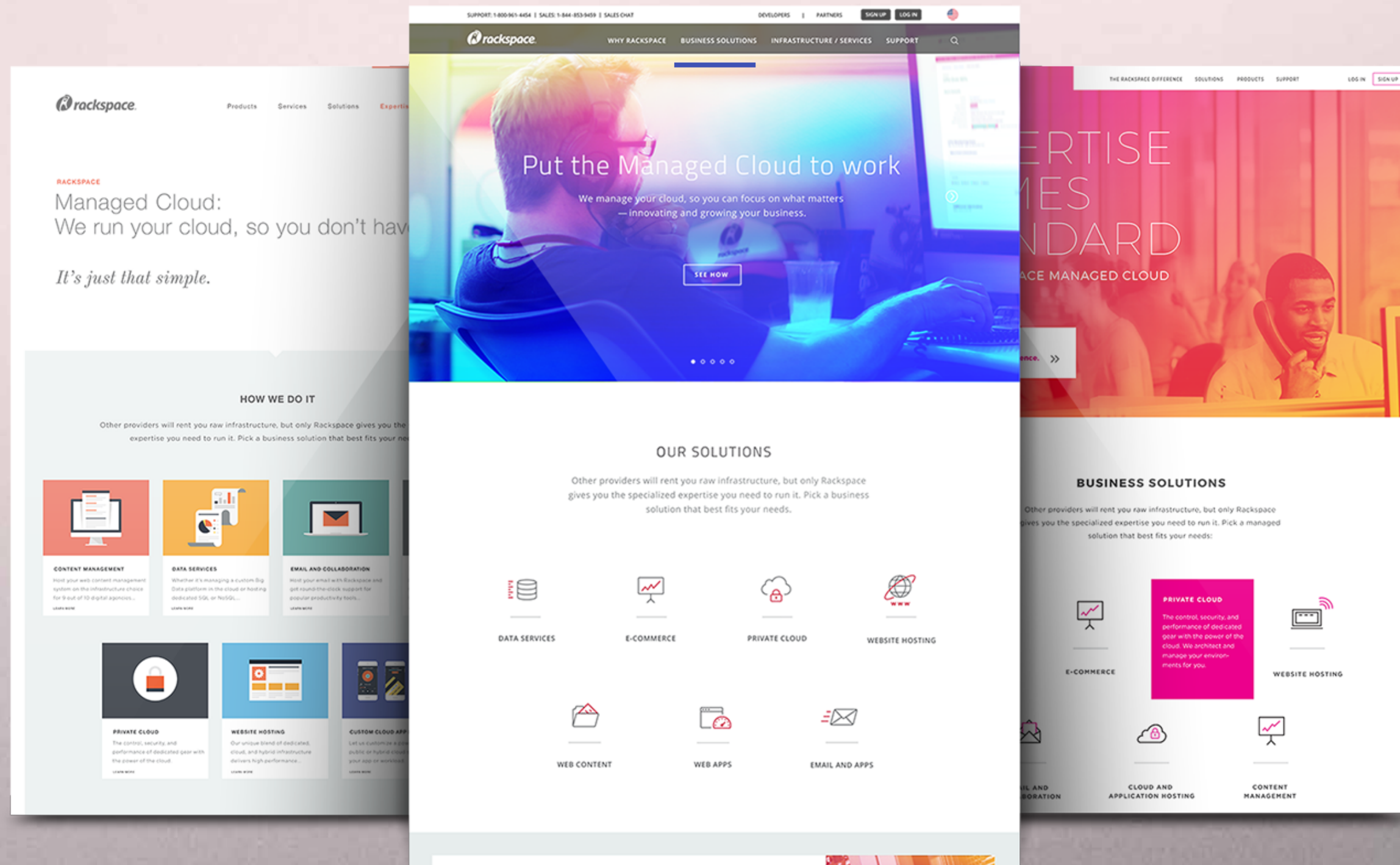
Client: Earth Class Mail (2017)

Earth Class Mail transforms daily piles of mail, checks, invoices, and correspondence into digital documents straight to your email. After being purchased by Scaleworks, VP of Marketing Todd Morey tasked me to redesign the the site with a content forward approach and to focus more on targeting certain demographics to create a stronger sales funnel.

Role:

Lead Designer

Stakeholder:

Todd Morey | VP of Marketing

210.363.3520

Contributions:

Wireframing

Layout

Visual Design

Content Strategy
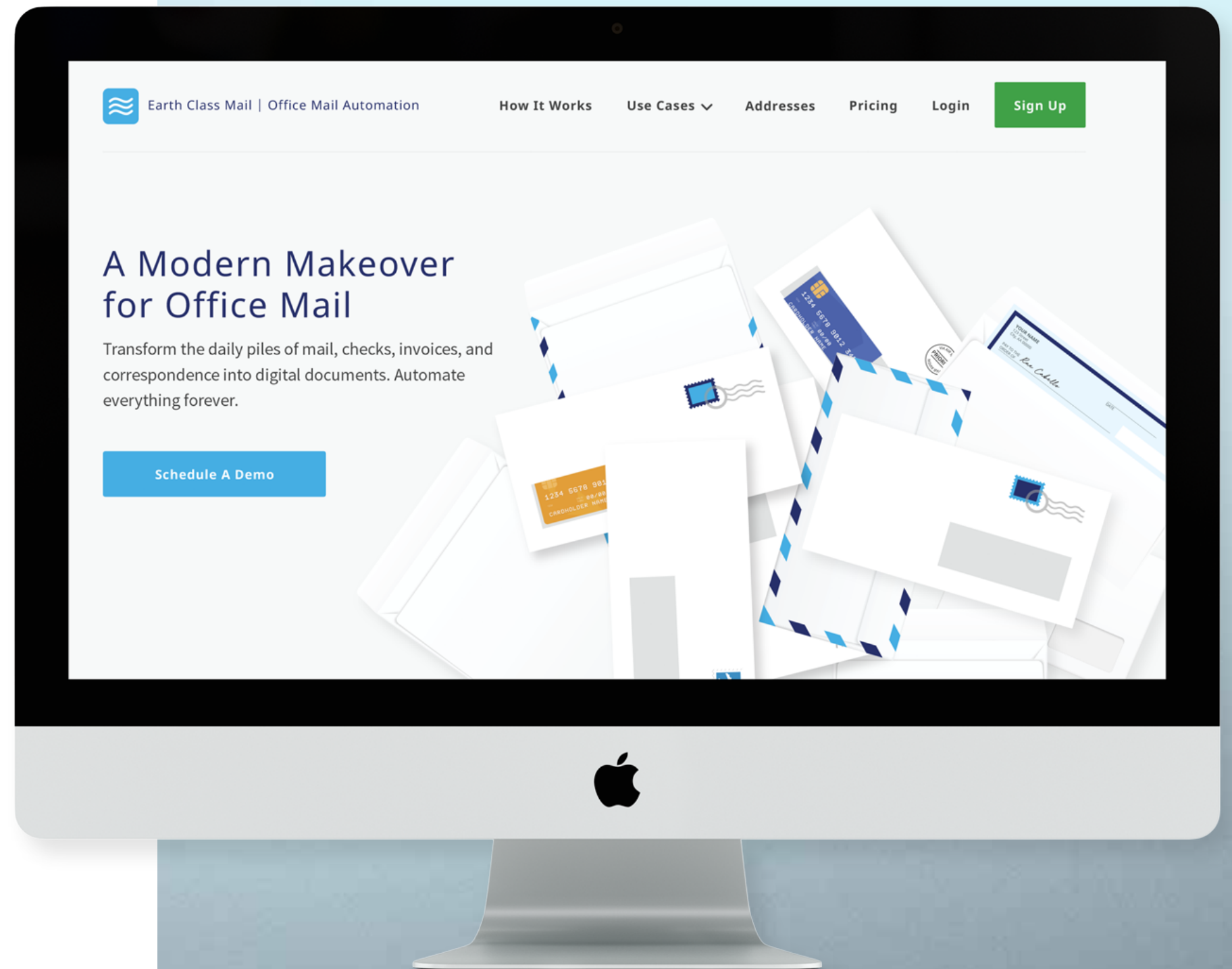
Content first through wireframing

Upon acquisition of Earth Class Mail, the Scaleworks and ECM marketing team wanted to update their most visited pages across the ECM domain with a new look and more importantly, a story that highlighted the benefits of using Earth Class Mail. After speaking to product managers, marketers, leadership, and most importantly customers, we were able to identify the benefits of ECM and why users were signing up for the digital mail service in the first place.

Through months of research and data discovery, we were able to create wireframes and content that featured the most used services of current ECM customers and laid them from the top down in order of popularity. The rule of thumb around copy was to keep it to the length of a tweet - 280 characters.
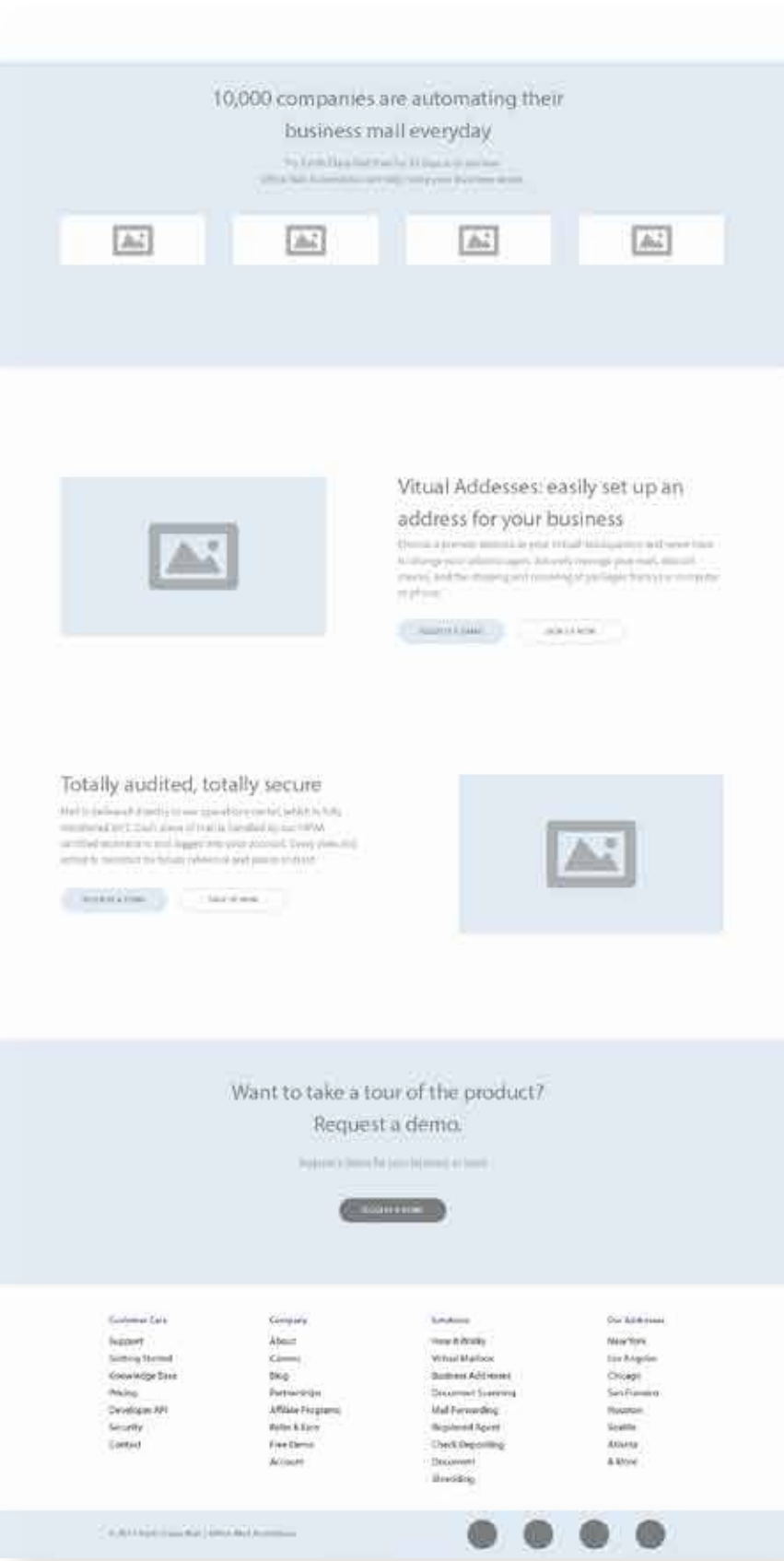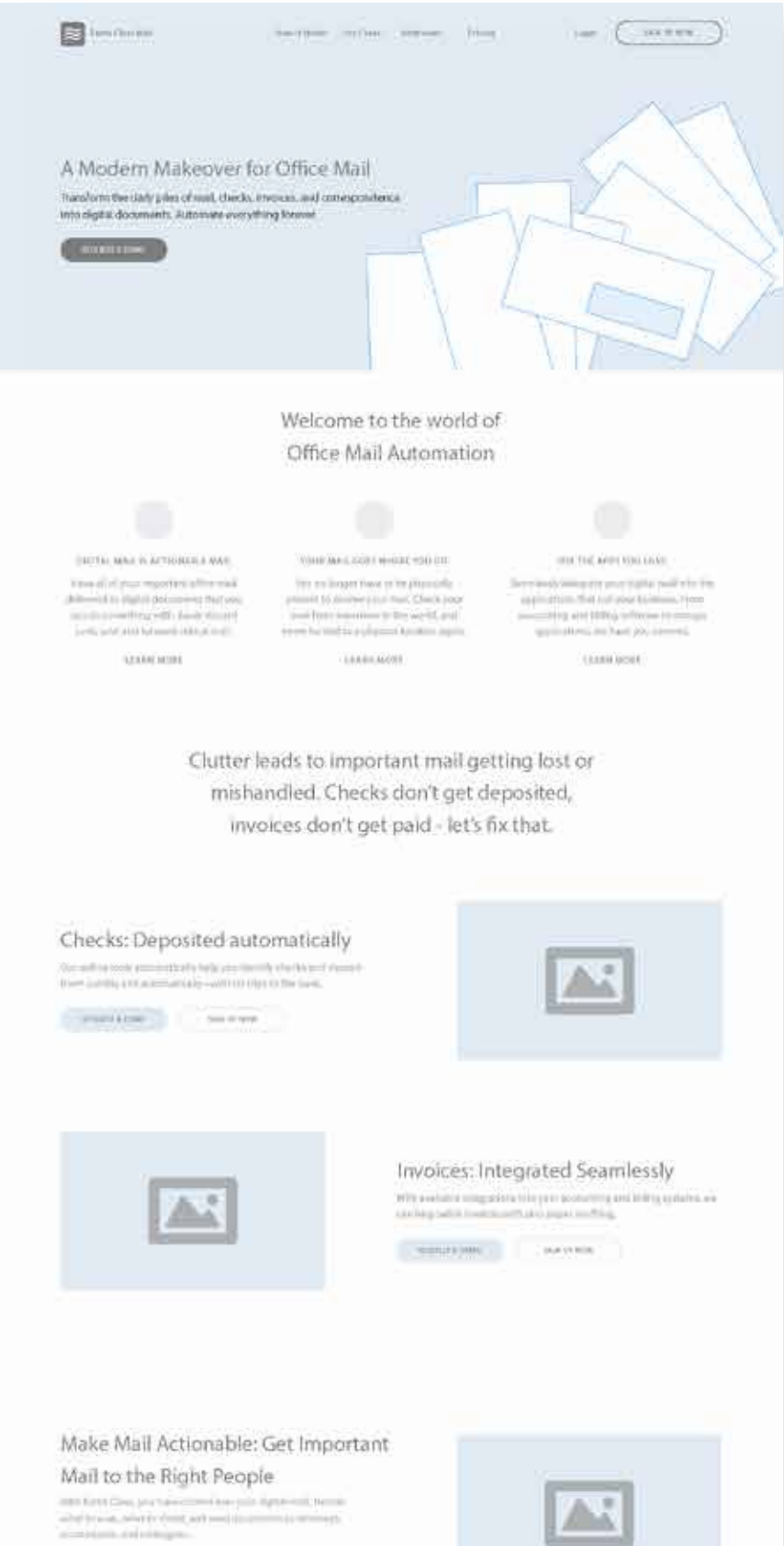
Target Audience

During the research phase, we discovered three types of demographics using the digital mail service. The largest being accountants and lawyers, second being real estate agents and the other Non-Profits. We added a fourth target - enterprise and large corporations; specifically their accountants. We chose photography specifically around this demographic in hopes of continuing to attract more like it.

Accountants, Lawyers, & Wealth Managers

You get paid to be right. When receiving mail for your customers, you have to be accurate, and you need to take action fast. Earthclass mail automates your mailroom and creates an audit trail through the whole process.

Sign Up Now

Real Estate / Landlords

Get hundreds of rent checks every month? Tired of expensive and unwieldy lock boxes? We have a totally automated way to handle incoming payments. Checkstream makes it easy. Not to mention handling all those incoming city and state notices!

Sign Up Now

Non-Profit Organizations

Running things from your home? Moving all the time? Dealing with donor checks and bank runs? We have it covered – all while giving you a professional address in your city of choice.

Sign Up Now

Enterprise & Large Corporations

Dealing with high volume, paper based A/R and A/P? Critical HR and government notices? We can automate it all and integrate into your workflow. Dealing with junk mail and employee mail delivery can also be meaningless tasks of the past. Let Earth Class be your virtual mailroom and end the headaches of office mail.

Sign Up Now

How it works: Step by Step

One of the most asked questions by potential customers was how the whole digital mail process worked. We decided to create a brand new page that would highlight each step of the process of digitizing a user or companies mail. From mail and packages being routed to our facilities, to proper disposal of their mail - we wanted to provide transparency into the process so customers could have the confidence in using ECM worry free with no lingering questions.

1

Pick an Address in a City of Your Choice

2

Your Mail Routes to Our Secure Facilities

3

Check Your Email

Google

Earth Class Mail | Office Mail Automation

Hello Rae Cabello,
you have a new piece of mail: ECM#35607

Did you know your scan can be attached this email notification?

PRIORITY
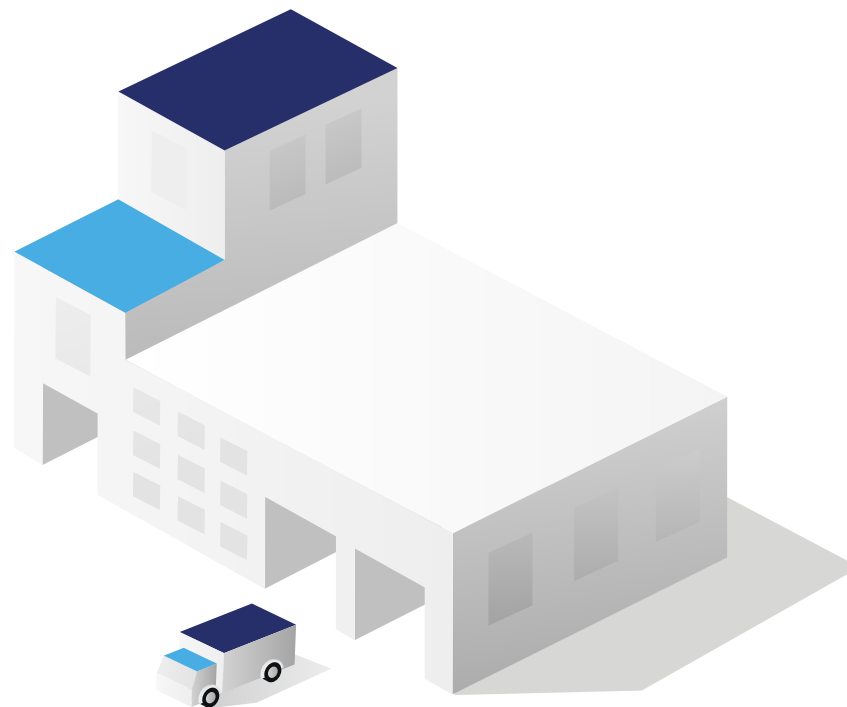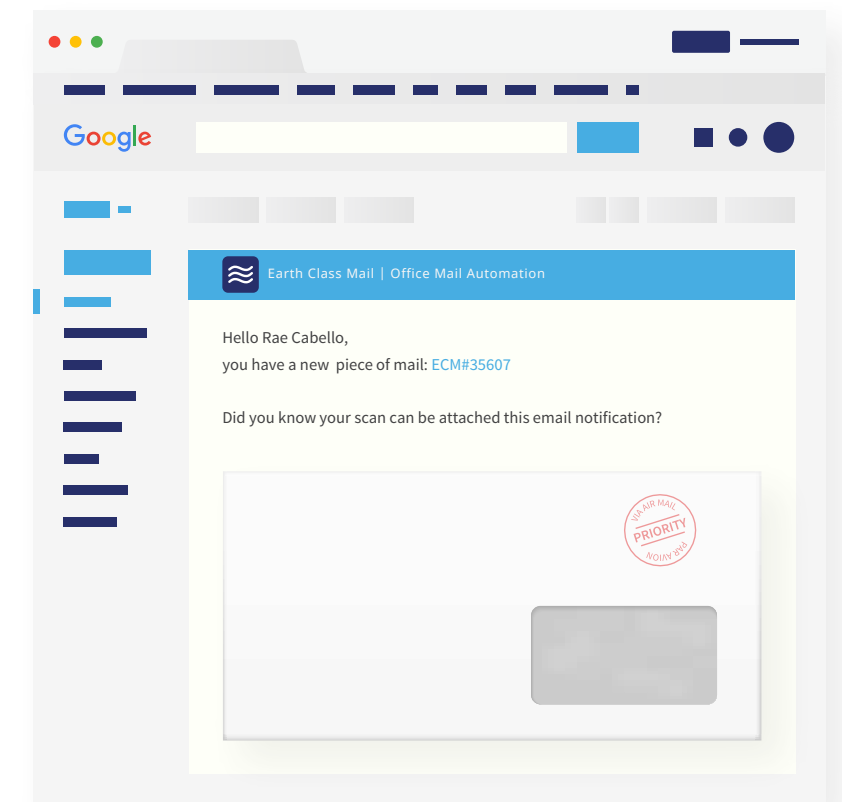
Final Concepts and Layouts

The final designs of ECM were successfully implemented and launched in the fall of 2017 with development being handled by the ECM front-end team based out of Chicago, IL. Customer engagement, page visits, and demo requests have increased site-wide across ECM. CTA clicks increased by 111% since it's launch. To date, ECM has grown exponentially since it's acquisition and launch - the team itself has doubled in size due to its rapid growth.

Recently, due to its success, Earth Class Mail received some media attention from PCMag: Startup Spotlight - Earth Class Mail https://goo.gl/2kmfyk

Client: Chargify (2018)

Chargify is an automatic recurring billing software that includes reporting, analytics, and payment gateways for companies to streamline billing operations. Upon being acquired by Scaleworks, I was initially brought in to redesign the Chargify logo. This led to a design partnership with Chargify that's currently continued today.

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Role:
Lead Designer

Stakeholder:
Chargify Leadership

Contributions:

Branding

Layout

Visual Design

Content Strategy

Rebrand efforts and early concepts

In 2016 Chargify was gaining traction within the platform billing space and needed a rebrand after years of using a bull as a play on the companies name. I was first tasked with redesigning the Chargify logo. For this, I looked at similar companies within the same space as Chargify as well as taking input from the Chargify executives about what they wanted in the logo. The central feedback revolved around something fresh, simple, and yet vibrant. Stripe's logo was often referenced as well as other financial institutions.

Several first round attempts were made and showcased to leadership that received positive reviews, but it wasn't quite there just yet:

Previous Chargify Logo

Early Concepts

Feedback & Further Exploration

Upon showcasing 4 different sets of logos, two were generally well received for a variety of reasons. In the first logo (1) the mark itself was highlighted as well as the timeless look of the typography. It felt elegant and simple but seemed too much like the logo of a bank. Another logo (2) was well received due to its color and usage of the "Bolt" within the letter R. With all the feedback provided, I went back to the drawing board and rotated shapes, combined them and took inspiration directly from the bolt itself to make the letter "C."

1

2

3

4

5

→ → → → →
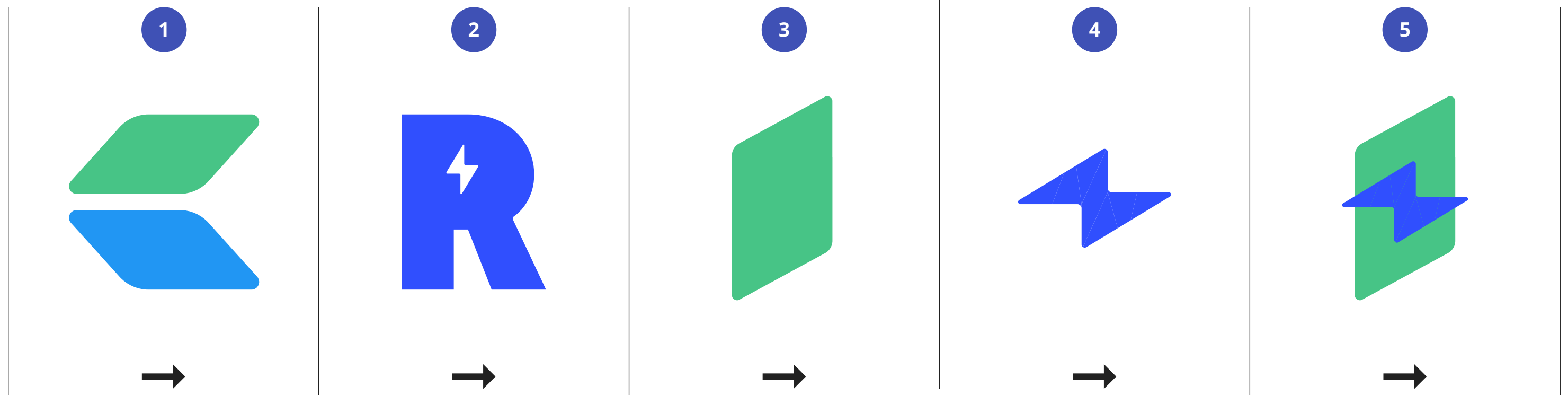
Final outcome

After weeks of tinkering and modifying I was able to create a logo that was chosen unanimously by the Chargify Leadership team. Added to the logo were the companies newly adopted slogan and trademark "Elastic Billing;" which defines the core of Chargify's product offering.

Building the brand: Color Pallete

After creating the logo the Chargify leadership team asked me to update the brand entirely from colors, fonts, and iconography. I decided to expand the previous color palette from 4 primary colors to 9 while modifying the root colors of the previous brand. This resulted in a more colorful and vibrant palette to stand out against the current competitive set.

Color	Dodger Blue
RGB:	33, 150, 243
CMYK:	86, 38, 0, 5
HEX:	#2196f3

Color	Emerald
RGB:	71, 196, 134
CMYK:	64, 0, 32, 23
HEX:	#47c486

Color	Big Stone
RGB:	26, 40, 61
CMYK:	57, 34, 0, 76
HEX:	#1a283d

Color	Turquoise
RGB:	36, 215, 209
CMYK:	83, 0, 3, 16
HEX:	#24d7d1

Color	Sunshade
RGB:	255, 167, 38
CMYK:	0, 35, 85, 0
HEX:	#ffa726

Color	Carribean Green
RGB:	0, 191, 165
CMYK:	100, 0, 14, 25
HEX:	#00BFA5

Color	Mine Shaft
RGB:	33, 33, 33
CMYK:	0, 0, 0, 87
HEX:	#212121

Color	Blue Haze
RGB:	197, 208, 222
CMYK:	197, 208, 222
HEX:	#C5D0DE

| Color	Wild Sand
RGB:	245, 245, 245
CMYK:	0, 0, 0, 4
HEX:	#f5f5f5

Building the brand: iconography

The iconography created was heavily inspired by material design. The icons themselves were designed to be simple, yet broad enough to stand for more than symbol so that they can be recycled throughout the Chargify domain. All in all, I created over 40 icons to be applied across the Chargify marketing site that will get implemented later in this summer.

You can view a sample of the Chargify brand library I'm currently building: https://goo.gl/qRWezy
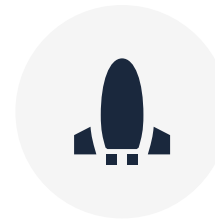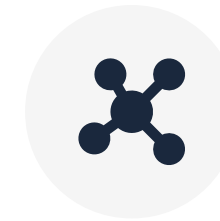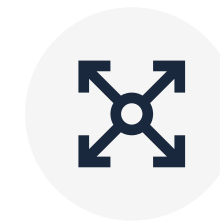
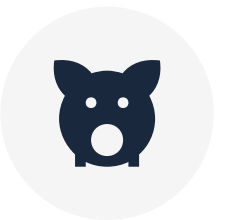|			
Launch	Multiple Models	Experiment	Portfolio
Adjustments	Scale	1:1	Revenue
Hybrid	Subscription	Global	Payments
Process Payment	Customer Growth	Enterprise	Save

A/B Testing messaging and the hero

Recently Chargify asked me to create a set of Heroes to be applied and tested on the Chargify homepage. These heroes included the brand's new colors, typography, visual cues, and most importantly, new messaging to be tested against potential new customers. One hero is designed to get users to request a demo immediately, and the other hero is designed to have current customers advocate for the product itself. Currently, both hero images are being tested with private groups to determine the alignment around messaging and visual direction.
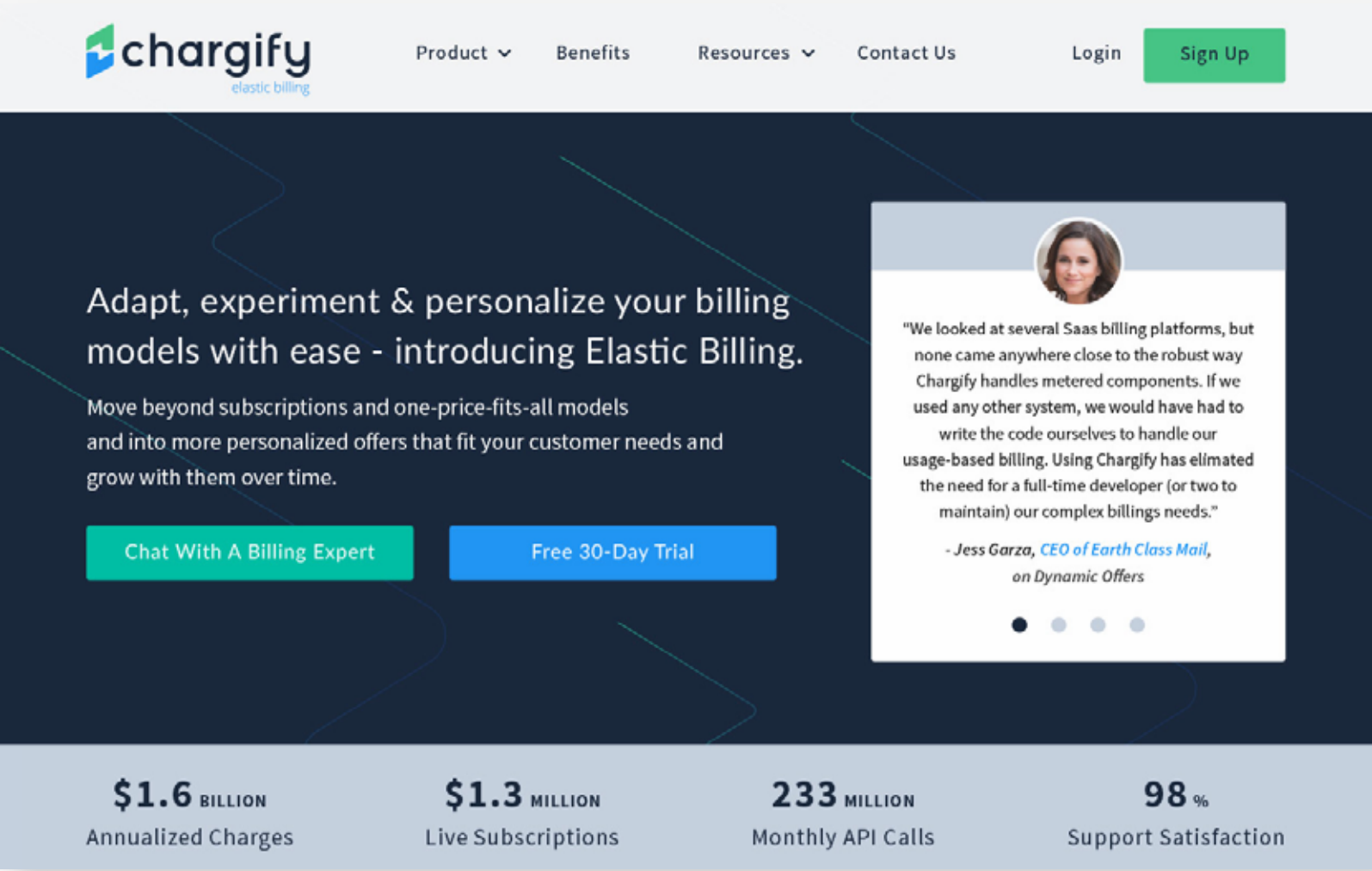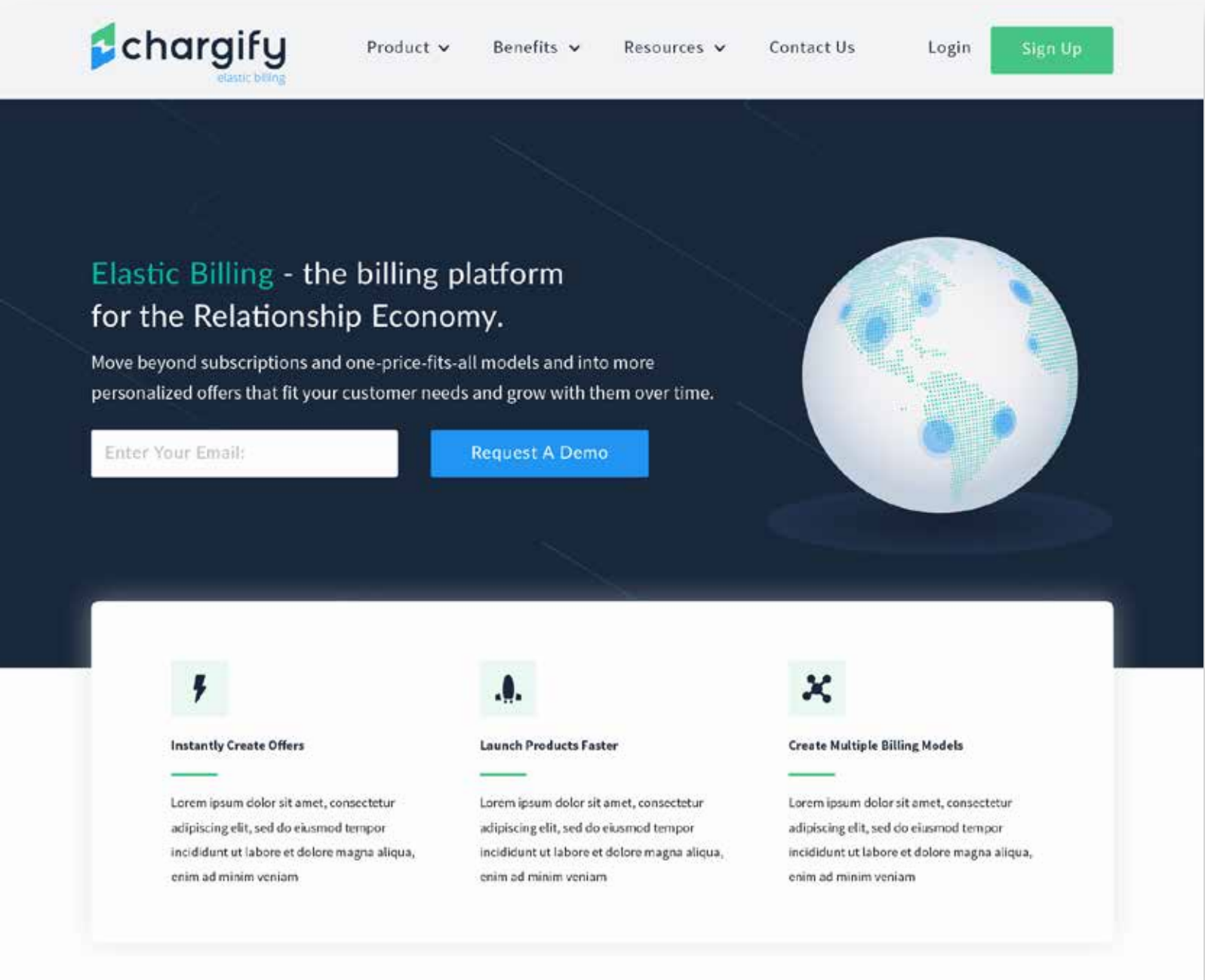
Advocates

Over the years I've been lucky enough to work with some of the best people in the industry. From marketers, engineers, developers, and design directors - here are few kind words that some had to say about me:

On teamwork & work ethic

Rae's got a ton of experience - he's great at communicating & working with you to figure out exactly what the right vision for your product is. Where he made the biggest impact was actually in the day to day help. I used Rae as a sounding board often. Rae's great at balancing the user experience vs the time to implement something, I could always count on him for a solution.

Florian Hines

VP of Engineering • FollowUp

On creative problem solving

Rae is thoughtful, diligent, and a team player; passionate about his work. I always loved how much Rae cared not just about the final product, but the process of thinking things through and resolving on what was right for the job. He would be a great asset to any team.

Ty Taylor

Director of Design • Rackspace

On customer understanding

I've worked with Rae on various projects and I'm always impressed with how much he wants to know about customers. He designs for his audience, rather than for himself. He strives for perfection and raises the bar higher with each project. He wants to ensure customers are seeing the best product put forth by us - highly recommended.

Angela Bartels

VP of Marketing • Qualaroo

On messaging & brand

Rae is one of the rare designers who thinks deeply and carefully about the communication behind the design—ensuring the work is not only beautiful but resonates with customers and gets the right message across. It's a rare and enviable talent to do both design and messaging so well.

Todd Morey

VP of Marketing • Scaleworks

Thank you!

If you have any questions around this portfolio, please don't hesitate to reach out:
raedcabello@gmail.com | 210.878.6681

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