Sort a Folio

Junior Designer | UX/UI

2025

Hi! I’m Lara!

introdução :p

It’s been a journey figuring out where I see myself within the vast world of design. Over the last year and a half, I’ve been exploring UX/UI while working as a graphic designer. Seeking opportunities to grow, I’m riding this wave now - excited to see where it takes me!

we’re on a waaaave!

sep’23 - mar’24

Specialization Course in User Experience & User Interface Design

EDIT. Porto

2019-2022

Bachelor’s Degree in Design

University of Aveiro

jan’24 - present

Freelance

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jan’23 - mar’24

Graphic Designer at INNGAGE

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índice projetos :p

Stomazing

Conceptual Project
dec'24 - jan'25

OVERVIEW

While looking for an opportunity to practice skills, I came across a briefing to create a platform for a *"new business that sells quirky stoma bag covers"*. During the first readings I tought there was an opportunity to do something else.

Stomazing was the result, a platform to support and empower individuals living with a stoma - as well as their caregivers.

> "There is an estimated 13.5 million people worldwide living with a stoma, yet **it is rarely discussed** and, in many was, **a hidden condition"**

To gain firsthand perspectives from patients and caregivers, I explored testimonials, personal stories, and discussions (e.g., Patient Story, Crohn's Foundation)

"Many young people choose to hide their experiences because it is easy to conceal - **it's invisible**"

"I have a love-hate relationship with my stoma and I try to be kind to myself. (...) **We feel like there's shame involved** in talking about it"

"I feel so out of control. Being a patient is tough and being a caregiver is tough. **Both in very different ways**."

"(...) and I knew well what a stoma was, **but I did not know anyone who had a stoma**"

"My mind is still trying to grasp how does somebody goes through this and keep going, part of **my success in it is truly just seeing other people do it**. We just gotta keep changing how we talk about this stuff."

"My wife has a colostomy. We all say that the **physical toil is nothing as bad as the emotional one**"

Key takeaways

Themes like stigma, **isolation**, and the **need for community** support stood out repeatedly

Caregivers face their own set of challenges as well, so it's important to consider them too

Themes like stigma, **isolation**, and the **need for community** support stood out repeatedly

So, which platforms do users turn to?

Based on my findings, Meet an Ostomate and Reddit are the most well-known and widely used platforms. I evaluated the aspects I found to be the most relevant.

Aspects	DIRECT COMPETITOR Meet An Ostomate	INDIRECT COMPETITOR Reddit - r/ostomy
Approach	1:1 connections and forum	Open, fast-paced discussions
Navigation	Lacks organization despite having categorized forums	Unstructured, relies on searching through long threads
Support	Primarily patient-focused	Some caregiver participation, but no dedicated space
User Experience	Outdated, minimal UI	Standard Reddit interface, not tailored to possible ostomy needs
Key Topics	Personal reflections, strong usage of photos, experience sahring	Advice, product reccomendation, troubleshooting

Opportunities

1. Create **spaces for both sides** - patients and caregivers
2. **Affinity-based approach** can help surface the most relevant content
3. A **better structured** platform to avoid long searches
4. Since **product reviews** are a common topic, **centralizing** them allows for quick, reliable insights

Imagine Amber and David

Amber Minter, 28yo
Children's book illustrator

Recently, a persistent pain led to a diagnosis where she will need a permanent stoma. She **worries how this change will affect her daily life and what the future holds**.

Motivation
See first-hand experiences to feel more at ease with what to expect as well as

Frustrations
In current platforms, it's hard for her to know who to connect to

David Moore, 34yo
Teacher

As a single father, David has been raising his daughter, who has a stoma, since she was very young. Although he doesn't often talk about it, he **wishes he didn't feel so alone in his journey**.

Motivation
Connect and learn with people in a similar experience

Frustrations
He finds available platforms overwhelming and not much caregivers side

How might we something something something something something?

STOMAZING

Living Visibly

Affinity Rings

While existing platforms are valid as they are, the reality is that the numerous reasons why a person might need a stoma, different types of stoma and lifestyles, means that what works for some might not be suitable for another.

So, how can we quickly **provide Amber the reassurance that she is engaging with someone whose background closely aligns with hers?**

By visually showing how compatible one member is with another. As you will see, these rings are a valuable tool across the entire platform.

StomaCircle

StomaCircle is the heart of the platform, **structured as digital 'rooms' inspired by real-life spaces**.

This way, Amber can confidently enter any room of her interest, knowing that **the conversations and resources inside are tailored**.

When users enter a room, they can explore:

the Lounge

A space for conversations to unfold naturally, like a casual gathering. In settings, users can choose to prioritize content from high-affinity members.

the Mural

A **quiet board** where members leave tips, advices, reflections - anonymously, if preferred. If someone wants to discuss a note, they can bring it to the Lounge for a real-time conversation.

the Shelf

Allows members to share stoma-related supplies they no longer need, creating a space for **practical support**.

and Resources

Allows members to share stoma-related supplies they no longer need, creating a space for **practical support**.

Beyond StomaCircle, Amber and David can explore spaces created to offer both comfort and guidance along the way

Voices

A curated space where Amber can read what her community has to say about their learnings, hardships or just about life in general.

The Dual Narrative

feature captures the shared yet individual experiences, offering a richer and more complete story. Whether it's an ostomate and their partner, a parent and their child, or even two friends, this feature lets both voices be heard.

A built-in forms where members can submit their stories.

Product Reviews

I noticed while going through MaO and Reddit that users often ask for reviews or tips on certain products. With that in mind, Amber can now **find product reviews and tips more efficiently**, **without the need of digging through threads**.

With the help of affinity rings, she can also see which reviews come from people with similar backgrounds, **making the insights more relevant to her specific needs**.

Hexabot

An app to help lunar pioneers manage their Hexabots

UX/UI challenge
15 - 18 February'25

In a parallel universe, humanity has been establishing settlements on the Moon for the better part of a decade and everyday life would be impossible without Hexabots - multi-purpose robots. The challenge was to create an app to help lunar pioneers manage these Hexabots **in an effortless and efficient manner.**

Deliverables: Wireflow (max. 12 screens) | 3 high-fidelity screens

The **insights** that set the stage

65%
of users assign new tasks in **response to urgent needs**

Users **are often multitasking**, they need efficiency

Not all users are technical experts, the interactions need to be **as simple as possible**

They operate in challeging conditions **with limited dexterity**

7-10 times
a day users **check the status of their Hexabots** to ensure tasks are progressing as planned

User's preferences

Voice-commands
Interest in hands-free control

Personalization
Interest in naming and costumize bots

Clear task allocation

A mission on the moon
Jim's task

Jim and his research team are working on a prototype turbine using a silicon 3D printer. However, they lack the specific materials and Jim needs to **quickly ensure that a hexabot is tasked with gathering the necessary resources.**

Since time was the biggest constraint (3 days), my game plan was to **define the task flowchart, sketch the twelve chosen screens, build the wireflow,** and **bring those three screens to life.**

Designed for enhanced accessibility in low-dexterity environments, **the navigation menu features larger, easy-to-tap buttons** instead of a traditional compact layout.

Gesture interactions are also prioritized for quick actions - swiping left near the edges opens the menu, swiping right returns to the previous screen, dragging in the center adjusts the map view, and holding the screen for three seconds activates the urgent request feature.

As Jim opens the app he sees all bots are busy - except one which is almost done, signaling its upcoming availability.

Next stop: UI

Current Function

Distinction
To improve bot identification, each Hexabot features a customizable strip, allowing for quick visual distinction - even in shared work areas

Availability
To help Jim instantly check bot availability, a status light is positioned at the top

Busy · Almost done · Available

Step Out

An app designed to enhance engagement with local surroundings

Conceptual Project
Jul'24 - Aug'24

The idea for Step Out first emerged in 2022, shaped by a post-pandemic shift in how people engage with outdoor spaces. But it wasn't until last year that I actively developed it into what it is today.

At its core was the challenge of creating something based on this premise:

"Outdoor activities, in the post-pandemic context, are increasingly important for the physical and mental health of the population."

Step Out
@santiagomoreira was here! Curious? Open to see what caught his eye • •
Now

I began my desk research with the goal of knowing more about the key topics, these are **the main insights**

Outdoor Activities

People are more willing to be active when it doesn't feel like it, **by not framing it as a workout the intimidation factor is reduced**

As walking was the only transport mode to increase during the pandemic, **people are walking more regularly**

Activities that serve a dual purpose are more attractive to people (e.g. combining exercise with social interaction)

Spaces

"Space is a physical and absolute concept. While place is an intangible, it is **concept related to the sense and perception of the world"**

There are three concepts that shape our relationship with a space: **sense of belonging**, awareness and behavioral interaction

There is an increased **value of local exploration** after the pandemic.

Post-Pandemic

With pandemic also getting named as "The Loneliness Epidemic", people **are led to a strong desire to reconnect**.

More than interpersonal relationships, people are craving **sensory and spatial experiences** that were limited.

At the same time, some people may be dealing with **social anxiety** after lockdown.

With some ideas in mind, I wanted to get a better sense of how people feel about wandering

So, naturally, I turned to... Reddit. No joke, I find it's actually a goldmine for silently observing and gathering unfiltered perspectives

Although the initial focus was on the activity itself, through readings and reflections, I shifted perspectives. Instead of designing a solution centered on movement, I wanted staying active to **feel like a natural and enjoyable byproduct of the experience**

The focus become on creating something that would be the bridge between people and cities, in an effort to enhance the something

After setting on that, I had a look through what's in the market with that goal. I explored **Spotted by Locals** and **Mapstr**.

Things worth mentioning:

Both apps have a **strong focus on touristic** or standard information;

Spotted by Locals has **a certain number of spotters** that can share their experiences with others as well as **limited cities** (only Lisbon and Porto for Portugal);

Mapstr feels more like an **'archive' app**, with the main focus on saving places as 'done' or 'to try'.

Another short insight

5 W's + H

WHAT – Lorem ipsum dolor sit amet, consectetuer adipis elit, sed diam nonummy nibh euismod

WHO – **Archetypes:** the wanderer, the displaced, the local connector and the traveler

WHERE – **On the go, while walking.** It could be a purposeful outing or a spontaneous discovery

WHEN – Lorem ipsum dolor sit amet, consectetuer adipis elit, sed diam nonummy nibh euismod

WHY – Lorem ipsum dolor sit amet, consectetuer adipis elit, sed diam nonummy nibh euismod

But, how?

With a **different way** to look at **POIs**

value proposition

We all know POIs (Points of Interest) as landmarks like tourist spots, scenic views, or historical sites, etc. But what if a POI was something more personal - like Dona Aida? Or anything that evokes a feeling or a sense of belonging?

The goal with these POIs is to create an informal network of things people might otherwise overlook

People · Hidden · Must See · Zen · Sounds · Nature · Buildings · ...

Given the broad and diverse potential audience of Step Out, a rigid persona framework felt too limiting.
So, for this project, I decided to to define possible archetypes

the Wanderer
Loves to explore without a set destination

the Displaced
Someone new to a city, seeking familiarity

the Local Connector
Helps others see the city through local eyes

the Traveler
Explores cities with curiosity and an open mind

Step Out

Turning spaces into places, step by step

A friendly nudge

With the aim of freeing users from the need of checking their phone while walking, notifications play a primary role on this app.

When they are near a friend's POI, a location-based notification alerts them.

Step Out
@santiagomoreira was here! Curious? Open to see what caught his eye • •
Now

Users can always explore POIs on the map, whether they want to decide ahead or revisit past experiences.

Type it or talk it? Both

The notes feature can enhance the experience by offering hands-free interaction, perfect for when on the go.

Voice notes also bring a richer, more personal connection to POIs, **whether it's sharing a story, capturing a sound, invoking others or even just conveying emotions that text just can't.**

Step Out was built on the belief that a city's true essence lies in the personal connections and perspectives that individuals bring to it.

Everyone sees and cares for things differently, everyone has different taste and, as places have this ever-changing nature, the possibilities are endless. Whether it is where we live or where we are going tomorrow, Step Out allow us to connect with places through other people's eyes.

All of this, while getting some steps in ;)

UAMobile

Rethinking University of Aveiro's mobile app

Redesign

Revisited in 2024 for improvements
Designed in Jan-Fev'23

During my time at university, I often wondered why our mobile app **was so outdated**.

As a practice exercise, I redesigned the app to make the app **more practical for students** and **better aligned with the university's visual identity** (e.g., its website).

Disclaimer: The University of Aveiro has since launched a new version. This redesign was based on the previous one.

A quick diagnosis: spotting the main issues

By evaluating the existing design, I identified key pain points and usability challenges that guided my approach to the redesign

1. The **absence of a navigation menu** increased the number of clicks required to complete simple tasks.
2. The information **lacked a clear hierarchy**, which made it difficult to quickly absorb and retain key info.

3. The **inconsistency in the design** affected the overall coherence and usability of the app.
4. Improving some features could **improve the app's overall usefulness** and benefit students.

With this in mind,
how did I tackle these issues?

Upon opening the app, students can now **instantly view essential day-to-day information**, including their schedule, tasks, daily menus, and upcoming events.

Students can browse curricular units by semester, with each unit providing all **the essential information to support their learning.**

I decided to add a 'Discover' section, to help students (specially new ones) **navigate the campus and stay updated with relevant information**.

Students can now access **messages from their professors directly within the app**, ensuring they stay informed with important updates in a more immediate and convenient way.

*To keep the app aligned with institutional communication, replying to messages redirects students to their email app, ensuring a seamless and official exchange

Although this project was purely a practice exercise, I believe these improvements could **positively impact** students' day-to-day lives. By enhancing clarity and usability, this redesign **aimed to turn this app into a reliable right hand** - creating a more efficient experience.

Images used in the app (except for profile pictures) were sourced from the University of Aveiro's website.