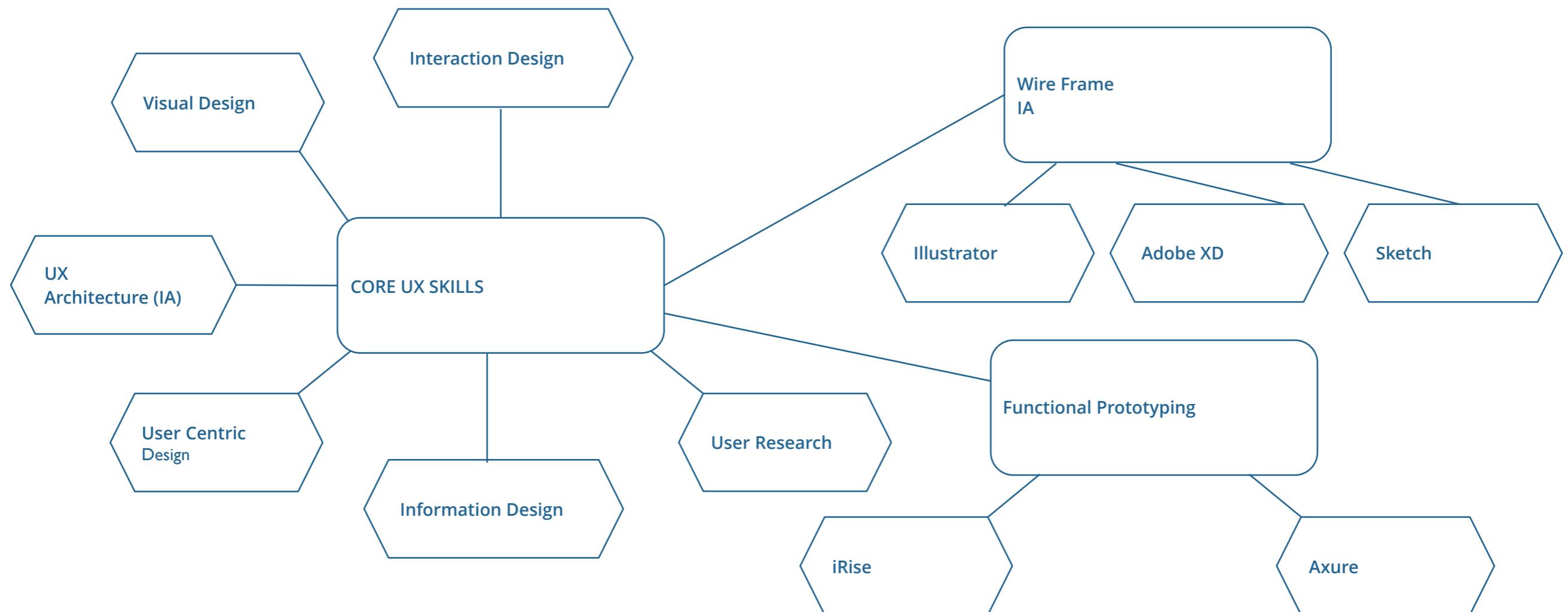


Marc Miller

UX SKILLS MATRIX



Vista Maria

User Experience (UX) Vista Maria

- Digital Experience Redesign, CMS Implementation, Front-end Development, Business Analysis, Project Management, User Experience/Information Architecture

Samples

The screenshot shows a desktop browser window displaying the Vista Maria website. The header includes a logo with a blue and yellow heart shape, followed by the text "VISTA MARIA". Navigation links include "About Us", "Our Services", "Get Involved", "Need Help", "Our Events", "Contact Us", and "Join Us". A search bar with a magnifying glass icon is located in the top right. Below the header is a large banner with a teal background and a circular graphic. The banner text reads "HEALING THROUGH MERCY AND COMPASSION." and "Over 33,000 of Michigan's children suffered from sexual, physical and or emotional abuse." It features a "Learn More" button and a "Make A Donation" button. A photograph of a young child's face is visible on the right side of the banner.

The screenshot shows a smartphone displaying the Vista Maria website. The top navigation bar includes "Board Login" and a search bar with a magnifying glass icon. The main content area features the same banner as the desktop version, with the text "HEALING THROUGH MERCY AND COMPASSION." and "Over 33,000 of Michigan's children suffered from sexual, physical and or emotional abuse." It includes a "Learn More" button and a "Make A Donation" button. Below the banner, there is a call-to-action text: "Help us provide healing and hope to hundreds of women and children who have suffered the effects of abuse, neglect and trauma." and another "Make A Donation" button. At the bottom of the screen, there is a dark grey footer bar with white text: "Learn about human trafficking through Vista Maria" and "President Bush Demands an End to Human Trafficking Treatment →".

DTE Energy

User Experience (UX) DTE Energy

- DTE – Project is to facilitate the redesign of DTE digital properties including consumer website, customer portals and mobile app.
- A major portion of the engagement is to build and operate a UX COE, which required shaping UX strategy, defining UX methodologies, creating and UX standards and guidelines. As well as create and lead the UX team in all efforts, including design, user research and fieldwork.
- Developing insights through research, customer engagement, and analytics the COE proactively shares customer insights across the organization and Work with Analysts to plan, execute and track programs and campaigns to evaluate success.

DTE UX Team

Design and Insights Strategist (Lead)

- Information Architecture, User Research, Visual Design Direction,, Information Design, Interaction Design, Fast Iteration Management

UX Cross Channel Strategist

- Information Architecture, User Research, Interaction Design, Fast Iteration Management

HCD Strategist

- User Research

UI Designer

- User Research, Visual Design, Information Design, Interaction Design

UX Architect

- Information Architecture, User Research, Interaction Design

Copywriter

- User Research, Copywriting, Editing

Samples



DTE homepage

Secure https://www.newlook.dteenergy.com/wps/wcm/connect/dte-web/home

DTE Energy

Residential Business

Billing & Payment Service & Rates Outage & Safety Save Energy Community & News About Us

Email
Password Remember Me Sign In Problems Signing In? Register

Or pay without signing in Guest Pay Learn More >

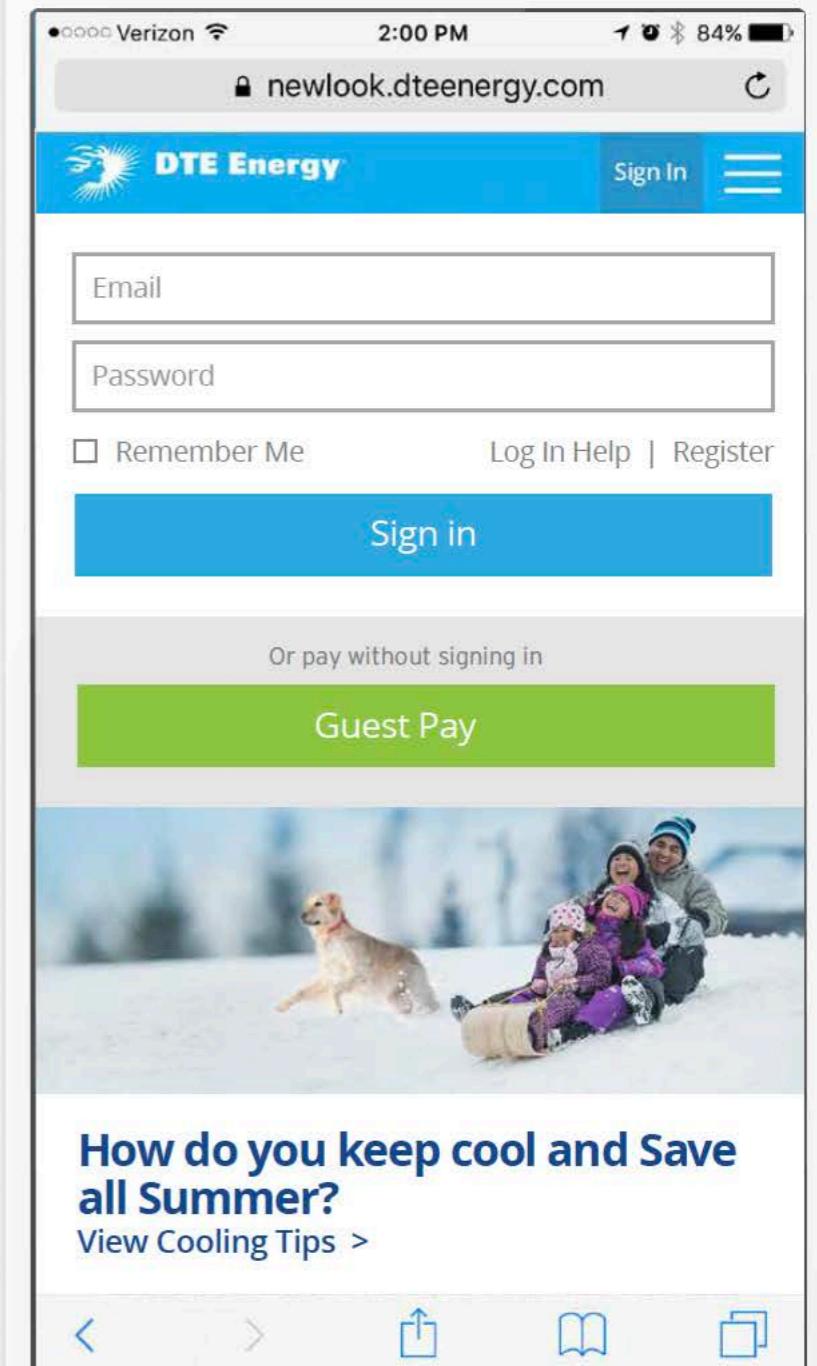
Cut Costs on Heating This Winter

Cost-saving tips for taking on winter heating season – without sacrificing comfort.

Discover What DTE Has to Offer

How is DTE 2015-2016 Corporate Citizenship Report Learn what DTE is doing to serve our

A family of four (two adults, two children) is sledding down a snowy hill. A dog is running alongside them.



Verizon 2:00 PM 84%

newlook.dteenergy.com

DTE Energy Sign In

Email

Password Remember Me Log In Help | Register

Sign in

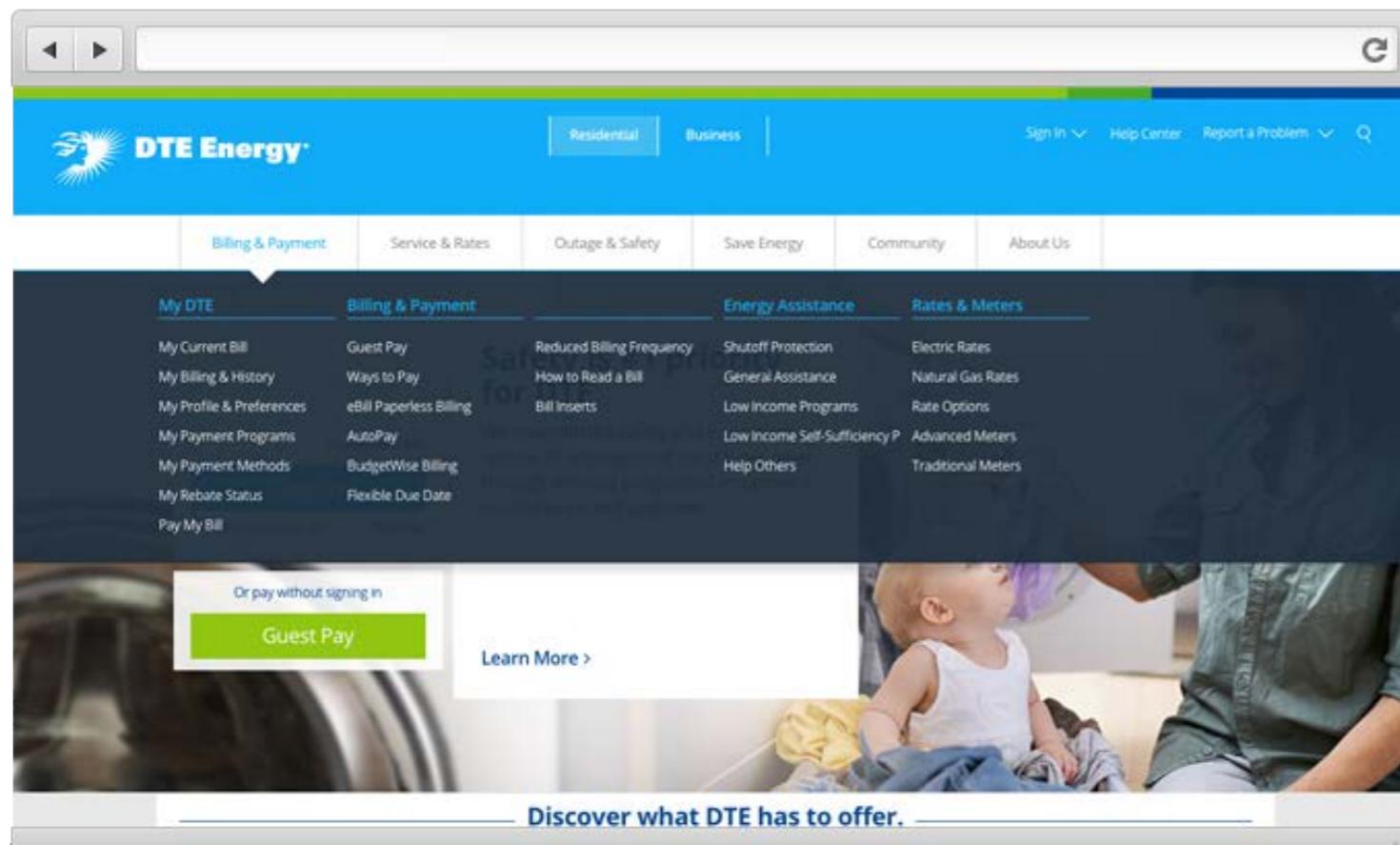
Or pay without signing in

Guest Pay

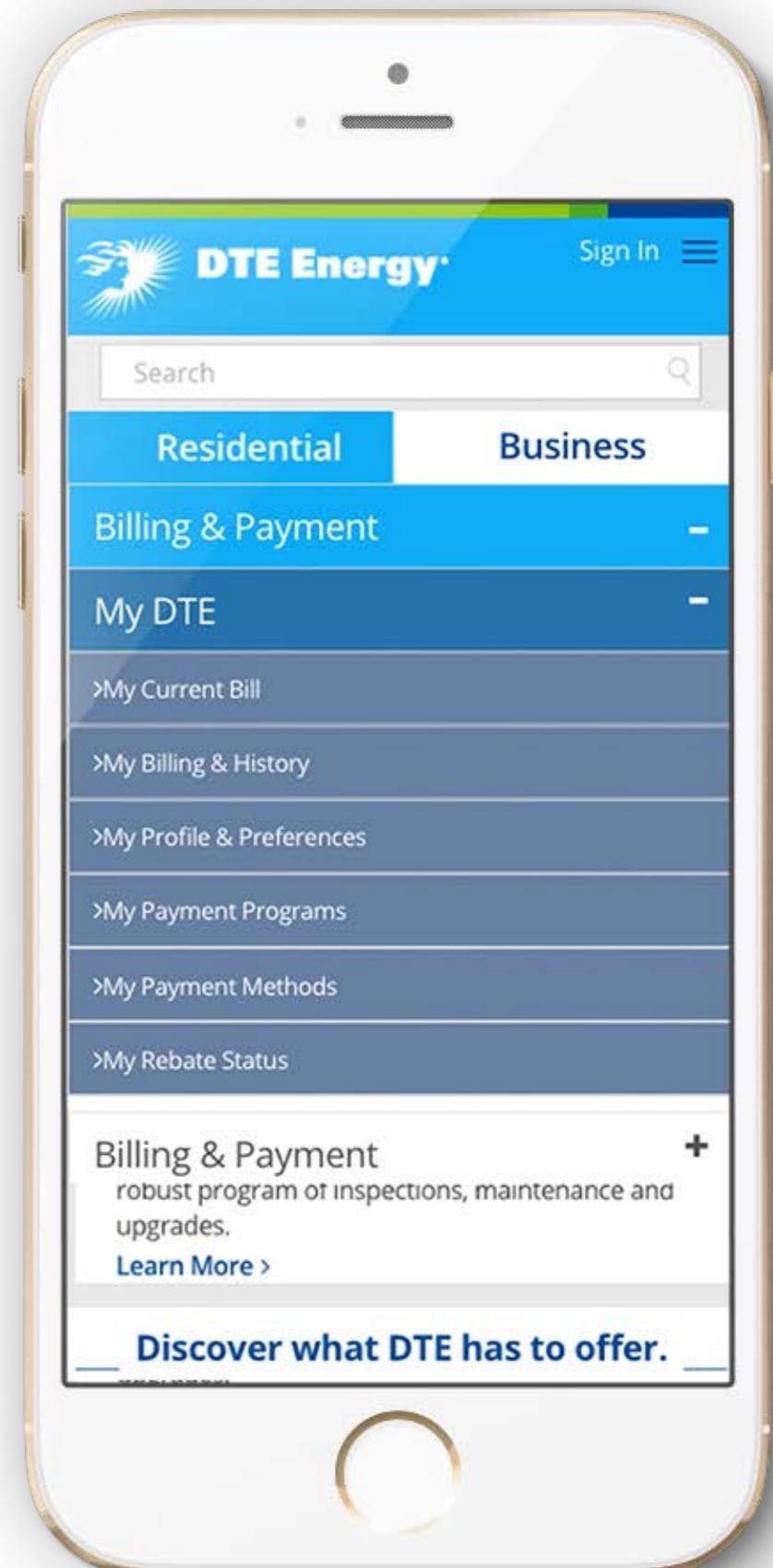
How do you keep cool and Save all Summer?
View Cooling Tips >

< >   

Samples



DTE Energy website screenshot showing the desktop version of the site. The header includes links for Residential, Business, Sign In, Help Center, Report a Problem, and a search bar. Below the header, there are four main navigation categories: My DTE, Billing & Payment, Energy Assistance, and Rates & Meters. Under Billing & Payment, there are links for My Current Bill, Guest Pay, My Billing & History, Ways to Pay, My Profile & Preferences, eBill Paperless Billing, My Payment Programs, AutoPay, My Payment Methods, BudgetWise Billing, My Rebate Status, Flexible Due Date, and Pay My Bill. A central image shows a baby sitting on a couch. A green button labeled "Guest Pay" is visible on the left.



DTE Energy mobile application screenshot showing the mobile interface. The top bar includes the DTE Energy logo, a search bar, and "Sign In" and "≡" buttons. Below the top bar, there are two tabs: "Residential" and "Business". The "Residential" tab is selected and displays a list of sections: "Billing & Payment", "My DTE", "My Current Bill", "My Billing & History", "My Profile & Preferences", "My Payment Programs", "My Payment Methods", and "My Rebate Status". Each section has a corresponding expandable arrow icon. A "+" icon is located at the bottom right of the residential section. At the bottom of the screen, there is a banner with the text "Discover what DTE has to offer."

Samples – Rebate experience design

The image displays two versions of a DTE Energy rebate status page. The left version is a 'Initial Prototype Design' and the right version is a 'Revised Design'.

Initial Prototype Design (Left):

- Header:** DTE Energy logo, navigation links: Payment & Usage, Service Request, Problems & Safety, Save Energy, Energy Education, About DTE, My Profile (selected), Sign Out, Contact Us, Emergency.
- Left Sidebar:** My Profile (selected), Rebate Status (selected), Active Payment Programs, Notification Center, Permissions, Questions? Click to Chat.
- Main Content:** Rebate Status section with 'Account No.' input field, 'Switch account' link, and a message: 'Appliance Recycling Rebate Received on Mar 29, 2014 - Application Received'. Below it is a horizontal progress bar with four steps: 1. Application Received (Mar 29, 2014) with a green checkmark icon, 2. In Review, 3. Application Approved, 4. Check Mailed.
- Bottom:** A section with a dropdown arrow and the text: '<Program Name> Rebate - Received on <Status date from EOPT> - <Current Status>'.

Revised Design (Right):

- Header:** DTE Energy logo, 'Hi, Paul' greeting, navigation links: Emergency, Rebate Status (selected).
- Main Content:** Rebate Status section with '1290 N Washington Avenue, Detroit, MI, 48020' and 'Account No.' input field. Below it is a message: 'Appliance Recycling Rebate Application Received on Mar 29, 2014 - Application Received'. To the right is a horizontal progress bar with four steps: 1. Application Received (Mar 29, 2014) with a green checkmark icon, 2. In Review, 3. Application Approved, 4. Check Mailed.
- Below:** A section with a dropdown arrow and the text: 'DTE Energy received your Appliance Recycling rebate application on March 29, 2014. This application includes a rebate for <Measure Name 1, Measure Name 2>. Your service case number is 61269600011. Please allow 8–10 weeks for your application to be processed.'
- Further Down:** Two more sections with dropdown arrows and the text: 'Appliance Recycling Rebate Application Received on Mar 29, 2014 - Application Received' and 'Appliance Recycling Rebate Application Received on Mar 12, 2013 - Check Mailed'.

Initial Prototype Design

Samples

Energy Star Product Rebate Received on Apr 09, 2014 - **Attention Needed!**

25% Complete

- ✓ Application Received
- In Review
- Application Approved
- Check Mailed

DTE Energy received your Energy Saving Rebate application on March 29, 2014. This application includes a rebate for <Measure Name 1, Measure Name 2>.

Your service case number is 61269600011. Additional information is needed! Please provide your Serial Number.

Furnace and Boiler Rebate Received on Apr 13, 2014 - Check Mailed

Clothes Washer Rebate Received on Apr 14, 2014 - Application Approved

Home Rebate Received on Apr 15, 2014 - Application Approved

Energy

Rebate Status

24,000 West Delmar St
Detroit MI 48202

Account No.

Application Status Completed

Appliance Recycling Rebate Received on Mar 29, 2014 - Application Received

25% Complete

- ✓ Application Received
- In Review
- Application Approved
- Check Mailed

DTE Energy received your Energy Saving Rebate application on March 29, 2014. This application includes a rebate for <Measure Name 1, Measure Name 2>.

Your service case number is 61269600011. Please allow 8-10 weeks for your application to be processed.

Energy Saving Rebate - Received on Mar 29, 2014 - In Review

Energy Star Product Rebate Received on Apr 09, 2014 - **Attention Needed!**

Furnace and Boiler Rebate Received on Apr 13, 2014 - Check Mailed

Clothes Washer Rebate Received on Apr 14, 2014 - Application Approved

Home Rebate Received on Apr 15, 2014 - Application Approved

Final Design

Samples



DTE Energy

Residential Business

Hi, Bob Sacamano Help Center Report a Problem

Billing & Payment Service & Rates Outage & Safety Save Energy Community & News About Us

Manage My Properties

Paul Mougey

My Current Bill
My Billing & History
My Profile & Preferences
My Payment Programs
My Payment Methods
My Rebate Status
Pay My Bill
Landlord Account Tools ▾
Manage My Properties
Manage Users
My Usage History

5px
10px
15px
20px
25px
30px
40px
50px
60px

Open Sans Regular, 14px, #808080

Open Sans Regular, 12px, #004990

(i) 16px X 16px

(x) 16px X 16px

Only show properties that I am currently financially responsible for

Search

Reset Search Criteria

1235 Main St. Royal Oak, MI 48912

Gas: enrolled Edit
Electric: enrolled Edit
Automatic Transfer of Service

Service Start Date: September 12, 2016

5504 Main St. Detroit, MI 48204

2 units (i) Hide all units

Gas: enrolled Edit
Electric: enrolled Edit
Automatic Transfer of Service

5504 Pacific St. Detroit, MI 48204
Unit No. 23

Service Start Date: September 12, 2015

Shut-off Address: 1235 Main St Royal Oak, MI 48912

5504 Pacific St. Detroit, MI 48204
Unit No. 25

Service Start Date: September 12, 2015

Shut-off Address: 1235 Main St Royal Oak, MI 48912

5504 Pacific St. Detroit, MI 48204

Service Start Date: September 12, 2016
2 units (i) Hide all units

Gas: enrolled Edit
Electric: enrolled Edit
Automatic Transfer of Service

5504 Pacific St. Detroit, MI 48204
Unit No. 23

Service Stopped: September 12, 2015
(i) Start Service

5504 Pacific St. Detroit, MI 48204
Unit No. 25

Service Start Date: September 12, 2015
(i) Stop Service

1235 Main St. Royal Oak, MI 48912

Gas: enrolled Edit
Electric: enrolled Edit
Automatic Transfer of Service

2 units (i) Hide all units

Open Sans Regular, 10px, #808080

Retina Display

LUM, Manage My Properties - Mobile Layout

Samples

The screenshot shows a portion of the DTE Energy website. At the top, there's a navigation bar with the DTE Energy logo, a residential/business switcher, and a user account dropdown. Below the main content area, there's a sidebar with links like 'My Profile & Preferences', 'Manage Payment Methods', 'My Programs', 'Manage Groups', and 'Manage Users' (which is highlighted). The main content area has a title 'Some sort of Message Title' with some placeholder text. On the right, there's a 'Manage Users' section with a header for 'Ford Motor Company' and a 'DTE Account Manager' link. Below this, there are three buttons for 'Delegate', 'MIMO Delegate', and 'Supplier'. Each button has a brief description and a 'Learn More' link. Further down, there's a section for 'Current Users' with a search bar and a table of users. A callout bubble at the bottom right says 'FAQ' and points to the DTE Energy FAQs page.

Some sort of Message Title

Hi, Bob Sacamano ▾ Help Center Report a Problem ▾ Q

Billing & Payment Service Request Problems & Safety Save Energy Products & Programs About Us

My Profile & Preferences

Manage Payment Methods

My Programs

Manage Groups

Manage Users

14 pt Open Sans Color: #404040

14 pt Open Sans Color: #8c3b95

16 pt Open Sans Color: #404040

14 pt Open Sans Color: #404040

Manage Users

Ford Motor Company

DTE Account Manager

Create New User — 16 pt Open Sans Semibold, Color: #004990

Delegate

MIMO Delegate

Supplier

30px

Learn More

Learn More

Learn More

Create Delegate

Create MIMO Delegate

Create Supplier

Current Users

Order by:

-- Due Date --

Reset Search Criteria

Username	First	Last	Type	Status	Action
paulmougey@paul.com	Paul	Mougey	MIMO	Active	Edit
user1@gmail.com	Bart	Simpson	Supplier	Active	Edit
paul@paul.com	Marge	Smith	Delegate	Active	Edit
maggie@gmail.com	Maggie	Zook	Delegate	Pending resend invite	Edit

FAQ Didn't find the answer? Browse our [DTE Energy FAQs](#)

60px

Samples

The screenshot shows a portion of the DTE Energy website. At the top, there's a navigation bar with the DTE Energy logo, a residential/business switcher, and a user account dropdown. Below the main content area, there's a sidebar with links like 'My Profile & Preferences', 'Manage Payment Methods', 'My Programs', 'Manage Groups', and 'Manage Users' (which is highlighted). The main content area has a title 'Some sort of Message Title' with some placeholder text. On the right, there's a 'Manage Users' section with a header for 'Ford Motor Company' and a 'DTE Account Manager' link. Below this, there are three buttons for 'Delegate', 'MIMO Delegate', and 'Supplier'. Each button has a brief description and a 'Learn More' link. Further down, there's a section for 'Current Users' with a search bar and a table of users. A callout bubble at the bottom right says 'FAQ' and points to the DTE Energy FAQs page.

Some sort of Message Title

Hi, Bob Sacamano ▾ Help Center Report a Problem ▾ Q

Billing & Payment Service Request Problems & Safety Save Energy Products & Programs About Us

My Profile & Preferences

Manage Payment Methods

My Programs

Manage Groups

Manage Users

14 pt Open Sans Color: #404040

14 pt Open Sans Color: #8c3b95

16 pt Open Sans Color: #404040

14 pt Open Sans Color: #404040

Manage Users

Ford Motor Company

DTE Account Manager

Create New User — 16 pt Open Sans Semibold, Color: #004990

Delegate

MIMO Delegate

Supplier

30px

Learn More

Learn More

Learn More

Create Delegate

Create MIMO Delegate

Create Supplier

Current Users

Order by:

-- Due Date --

Reset Search Criteria

Username	First	Last	Type	Status	Action
paulmougey@paul.com	Paul	Mougey	MIMO	Active	Edit
user1@gmail.com	Bart	Simpson	Supplier	Active	Edit
paul@paul.com	Marge	Smith	Delegate	Active	Edit
maggie@gmail.com	Maggie	Zook	Delegate	Pending resend invite	Edit

FAQ Didn't find the answer? Browse our [DTE Energy FAQs](#)

60px

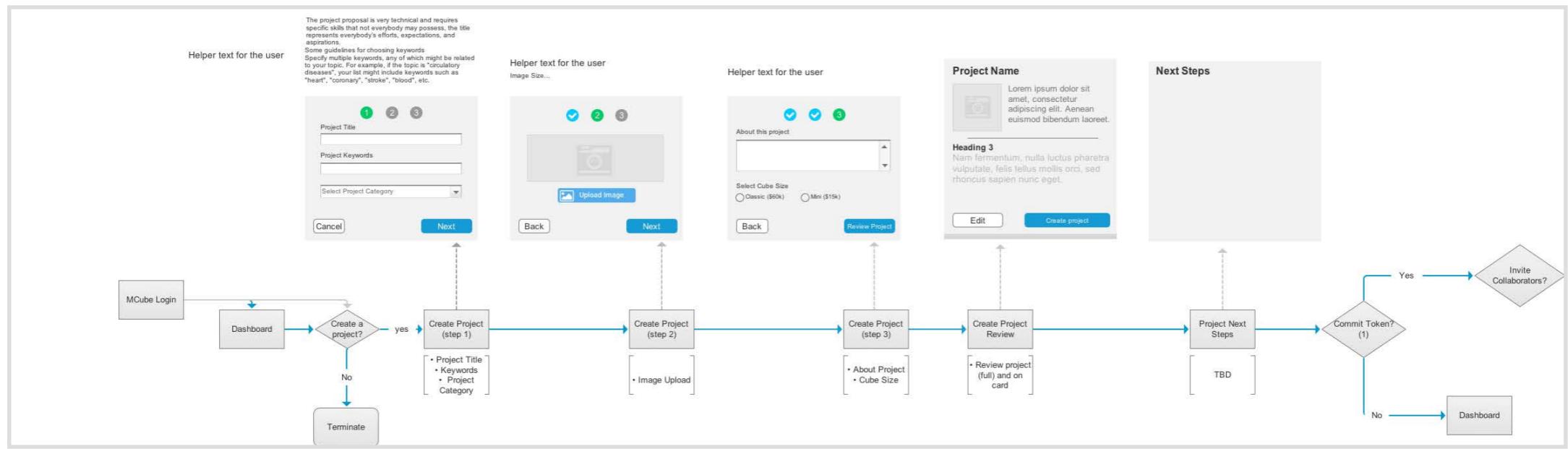
U of M MCubed

Experience Design

User Experience (UX) U of M MCubed

MCubed – Redesign of collaboration / research platform for a global audience

- UX Lead
- UX Architect



HEADER

Basic Info Description & Photo Financial Personal

Create a Proposal

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title*

1 Proposal Title: Example 0/50
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Project Sponsor*

2 Project Sponsor: Sample Sponsor Name ▼
Dow Chemical
Sample Project Sponsor

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Funding Amount*

3 \$ 75,000 0/150
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BASIC INFO **DESCRIPTION** **PHOTO & TERMS**

Create a project (H2)
(Description Text - Regular Body Copy) Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Project Title* (H3)
✓ Researching the effects of mobile screens on kids. 23/150
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Project Category*
Project Category: Math, Art, Social Economics ▼
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Project Keywords*
Project Keywords: Math, Art, Social Economics, etc. 0/150
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Save and Continue

M|cubed UNIVERSITY OF MICHIGAN **DISCOVER KNOWLEDGE**

Status: Get Ready **Start Collaborating**

HOME > CREATE A PROJECT

BASIC INFO **DESCRIPTION** **PHOTO & TERMS**

Create a project (H2)
(Description Text - Regular Body Copy) Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Project Title* (H3)
✓ Researching the effects of mobile screens on kids. 23/150
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

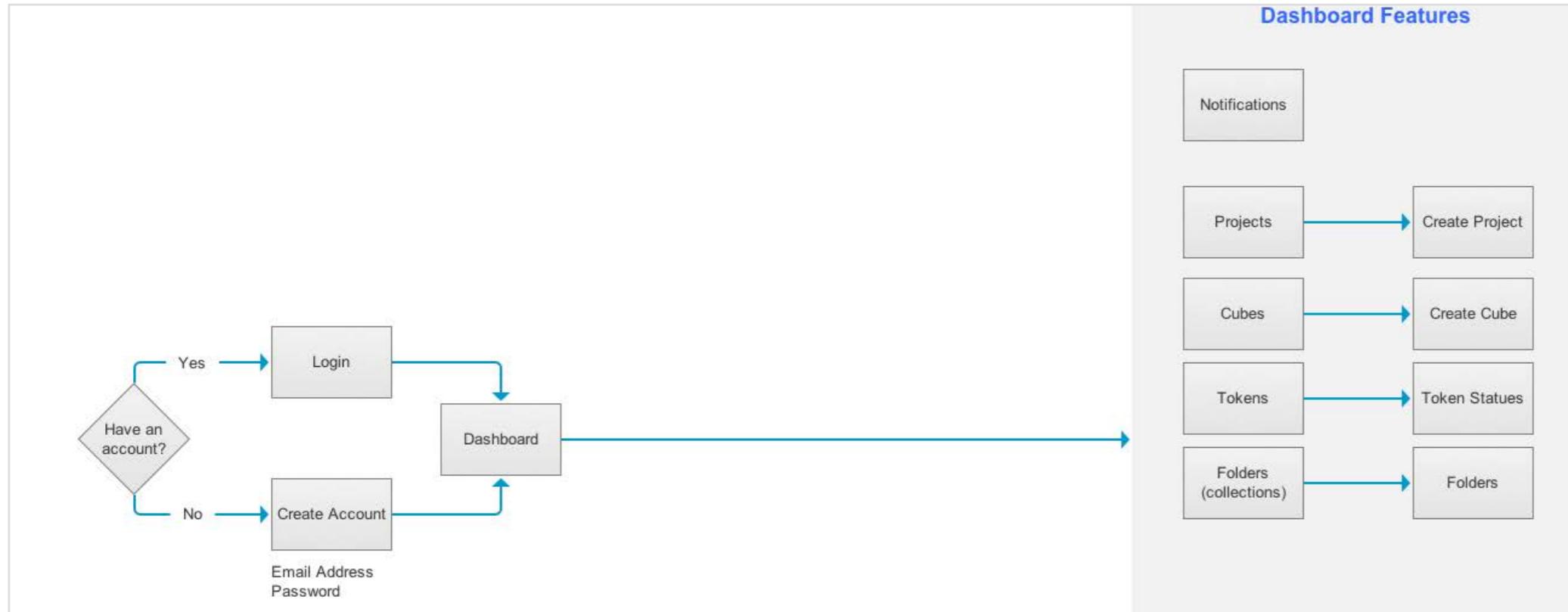
Project Category*
Project Category: Math, Art, Social Economics ▼
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Project Keywords*
Project Keywords: Math, Art, Social Economics, etc. 0/150
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Save and Continue

M|cubed UNIVERSITY OF MICHIGAN **DISCOVER KNOWLEDGE**

Status: Get Ready **Start Collaborating**



The screenshot shows the M|cubed login interface. At the top, there are navigation links: "About MCubed", "Research Overview", "Status of All Tokens", a search bar, and a "LOG IN" button. Below the header, a large "Discover Knowledge" banner features the M|cubed logo and the tagline "DISCOVER KNOWLEDGE". The main area contains a profile picture placeholder, the user's full name "[Users Full Name]", and their title "Associate Professor" and department "Nursing". The token status is listed as "Available". The dashboard is divided into several sections: "MY PROJECTS" (with a "Create a New Project" button), "MY NOTIFICATIONS" (listing three notifications), "FINANCIAL REPORTS" (listing three reports), "RECENT PROJECTS" (listing three projects with "Accept" and "Decline" buttons), and "DIAMOND PROJECTS" (listing three projects). A "Edit Profile" link is located at the bottom right.

The screenshot shows the "My Dashboard (H2)" page. The header includes the M|cubed logo, "DISCOVER KNOWLEDGE", and a "Status: Get Ready" button. The dashboard has a "Token Status: Available" and "Unit: Nursing" indicator. It features three main sections: "My Projects" (showing a "Create a New Project" card with a bubble cluster icon and a "REQUEST CUBE" button), "My Notifications" (listing three notifications), and "Financial Reports" (listing three reports). Below these are "Recent Projects" (listing three projects), "Diamond Projects" (listing three projects), and a "CUBED" section. The footer includes a "VIEW MORE" link.

HEADER



Media (Image/Video)

Proposed By
 [Collaborator Name]

♥ Favorite ➤ Share

[Project Name]Lorem ipsum dolor sit amet, consectetur adipisicing elit

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Status: **OPEN**Collaborators: **0/3**Cube: [Commit Token](#)Category: Engineering | Project ID: 1567 | Cubing Cycle 3.0Add to Group ▾

Description	Comments (5)	Achievements (3)
 <p>Media (Image/Video)</p>		<p>[Published Date or Achievement Date]</p> <p>[Achievement Title] <u> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</u></p>
<hr/>		
<p>[Published Date or Achievement Date]</p> <p>[Achievement Title] <u> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</u></p>		
<hr/>		
 <p>Media (Image/Video)</p>		<p>[Published Date or Achievement Date]</p> <p>[Achievement Title] <u> Lorem ipsum dolor sit amet, consectetur adipisicing elit.</u></p>

Collaborators



Jane Doe



Example: Jane Doe



Example: Jane Doe

Additional Faculty



Example: Jane Doe



Example: Jane Doe

Additional Personnel



Example: Jane Doe



Example: Jane Doe

I'm interested!

Block of Cubes



Recent Work of Cubes

Create Block

About MCubed | Program Information | Sign In

M|cubed UNIVERSITY OF MICHIGAN | DISCOVER KNOWLEDGE ▾

Status: Get Ready Start Collaborating



Self-Driving Trucks: Tractor-trailers without a human at the wheel will soon barrel onto highways near you.

Status: OPEN (2 of 3 collaborators have committed)

Jonathon Reallylongname (Business)
Janet Super-Longlastname (Engineering)

ACCOMPLISHMENTS

+ I'm Interested

▼ Favorite Share

Status: OPEN Cube: Classic (\$60k) Category: Engineering | Cubing Cycle 3.0 Add to Group

DESCRIPTION COMMENTS (3) ACCOMPLISHMENTS (3)

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Project Blurb] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Project ID: 1567

TEAM

Jonathon Reallylongname (Business)
Janet Super-Longlastname (Engineering)
Collaborator Name Here (Your Department)

ADDITIONAL FACULTY

Professor Reallylonglastname (Business)
Professor Reallylonglastname (History)
Professor InsanelyReallylonglastname (Business)
Professor Reallylonglastname (History)

ADDITIONAL PERSONNEL

John Reallylonglastname (Post-Doctoral Fellow)
Jane Reallylonglastname (History)

I'm Interested

BLOCK OF CUBES

Cube Block #1 Title Example

Create Block

M|cubed UNIVERSITY OF MICHIGAN

About MCubed Symposium Diamond Program Blog News Program Info

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Drupal Support & Drupal Web Design by Commercial Progression

U of M Difference Makers

Experience Design

User Experience (UX) U of M Difference Makers

Difference Makers – Redesign the existing Difference Makers site to be mobile friendly

- UX Architect
- Creative Direction
- US Designer

LEARN MORE ABOUT UM-DEARBORN ▾ SCHEDULE A VISIT ▾ APPLY NOW ▾ [f](#) [t](#) [yt](#)

M DIFFERENCE MAKERS DEARBORN

SEE THE DIFFERENCE YOU CAN MAKE

UM-Dearborn Difference Makers are at the forefront of their fields. They're improving the lives of others and making an impact here in our local communities. Nominated by faculty and staff, these individuals aren't just outstanding students and alumni, they embody academic and professional achievement, integrity and leadership.

FIND A DIFFERENCE MAKER: Current Difference Maker ▾ College ▾ Advanced Search ▾

VISIT CAMPUS GO BLUE FRIDAY

[Learn More ▾](#)

		
<i>Lending a Helping Hand</i>	<i>Striving for Excellence</i>	<i>Turning Ideas Into Action</i>
		
<i>Giving Back to the Community</i>	<i>Leading by example</i>	<i>Above and Beyond</i>
		
<i>Driving the Future</i>	<i>Bridging the Gap</i>	<i>Cultivating Diversity</i>
		
<i>Engineering her future</i>	<i>Strengthening the Community</i>	<i>Clearing Obstacles</i>
		
<i>Connecting the Dots</i>		

LEARN MORE ABOUT UM-DEARBORN ▾ SCHEDULE A VISIT ▾ APPLY NOW ▾ [f](#) [t](#) [yt](#)

M SHAPING STUDENTS WHO SHAPE THE FUTURE

◀ Previous | ⏪ | ⏩ | Next ▶ [\\$ Randomize](#)

WILLIAM ALLEN

2017 *Striving for Excellence*



WILLIAM'S STORY

What makes you a Difference Maker?

I'm a Difference Maker because I strive for excellence in everything I do. I believe that this mindset is ultimately what's helped me achieve the level of success I've had and has made me a better person. I'm heavily involved on campus as the President of the Beta Alpha Psi-Kappa Sigma chapter. I try to instill the "strive for excellence" mindset into fellow chapter members by providing career advice, professional development opportunities, access to employers and chances to give back to the community through charitable activities.

Highlight your campus achievements:

- Student Advisory Board Member- College of Business
- Beta Gamma Sigma- International Honor Society Member
- Wade McRee Incentive Scholarship Recipient
- 1st place in UM-Dearborn Writing Competition
- 3 Term James B. Angell Scholar
- 7 Terms on UM-Dearborn College of Business Dean's List
- Accounting Aid Society-Certified Tax Preparer
- President of Beta Alpha Psi-Kappa Sigma (Fall 2016-Winter 2017)
- Vice President of Beta Alpha Psi-Kappa Sigma (Winter 2016)
- Beta Alpha Psi Midwest Best Practices Case Competition Participant (2016 & 2017)
- Beta Alpha Psi National Conference Attendee (2016)
- Cleveland Alternative Spring Break Participant
- Plante Moran TRACK Intern
- Deloitte Assurance Intern

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See The Difference You Can Make

UM-Dearborn Difference Makers are at the forefront of their fields. They're improving the lives of others and making an impact here in our local communities. Nominated by faculty and staff, these individuals aren't just outstanding students and alumni, they embody academic and professional achievement, integrity and leadership.

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Overcoming Adversity

Vanesa Lopez
College of Arts, Sciences,
and Letters

Difference Maker 2018



Hitting a Home Run

Matt Read
College of Business

Difference Maker 2018



Breaking the Stigma

Kaylin Foster
College of Business

Difference Maker 2018



Advocating for Others

Natasha Gilbert
College of Arts, Sciences,
and Letters

Difference Maker 2018



Surpassing the Status Quo

Christopher Holly
College of Education, Health,
and Human Services

Difference Maker 2018



Turning Ideas Into Action

Rabab Alrayes
College of Engineering and
Computer Science

Difference Maker 2018



Helping Children and Families

Courtney Morrison
College of Education, Health,
and Human Services

Difference Maker 2018



Striving to Expand Inclusion

Vyas Darshan Shenoy
College of Engineering and
Computer Science

Difference Maker 2018



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Rabab Alrayes

Turning Ideas Into Action

Class of 2018

College

[College of Engineering and Computer Science](#)

Area of Study

[Electrical Engineering](#)

Campus Connections

- The Fanoos Project
- Society of Women Engineers
- IEEE
- IEEE-WIE

Previous Education

- High school name
- Community College name

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RABAB'S STORY

What makes you a Difference Maker?

I think my initiative to turn ideas into action is what makes me a Difference Maker. Everyone is capable of doing amazing things, you just have to push yourself to do it. Getting a great internship, starting an organization, being a leader—none of these things are easy. With the right initiative, though, you can do anything. The opportunities that I have been given and all of the wonderful people in my life who push me in the right direction, on and off campus, have helped me become the person I am today. I want to help other students, who are in the same place I was four years ago, succeed and do great things. It is up to us to encourage and push each other to be the best that we can be.

Highlight your campus achievements:

I'm a proud Opportunity Scholar and Henry Patton Electrical Engineering Scholar at the University of Michigan-Dearborn (UM-Dearborn). I have been on the Dean's List for four out of my six semesters at UM-Dearborn. I recently had the opportunity to work on two different research projects. With Professor Samir Rawashdeh, I worked on finding new ways to use augmented reality with the Microsoft HoloLens and embedded systems for Ford Motor Company. With Professor Wencong Su and Professor Lin Van Nieuwstadt, I'm working on a project to combine renewable energy and water filtration to provide a rural community in Nigeria with clean water. My greatest academic achievement, though, was when I completed an internship, with the advice and guidance of the Anthony DeLaRosa in CECS Engineering Experiential Learning and Co-Op Education, at NASA Kennedy Space Center working with app development and augmented reality hardware.

Highlight your leadership experiences both on and off campus.

Much of my leadership experience stems from co-founding The Fanoos Project, which is an initiative that seeks to empower stateless Afghan children and orphans in the Middle East. In Summer 2015, two friends and I performed a community assessment of the stateless Afghan population in low socioeconomic areas of Middle Eastern countries. We found that due to the economic and social disadvantages associated with statelessness, an overwhelming majority of the children at specific refugee schools participated in the informal economy where they were often exposed to exploitative situations. Together, we co-founded "The Fanoos Project". We wanted to gather financial support from our networks and coordinate with volunteers to work together and meet the needs of this community center. We spent the next year organizing a team of volunteers, and planning all of the projects we wanted to implement within the Afghan refugee community in the Middle East. We applied for grants and received the \$10,000 Swarthmore Lang Opportunity Scholarship to start this project.



[home](#) > Rabab Alrayes



Rabab Alrayes

Turning Ideas Into Action

Class of 2018

[More about Rabab](#)



RABAB'S STORY

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Highlight your campus achievements:



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Rabab Alrayes

Turning Ideas Into Action

Difference Maker 2018

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School
[College of Engineering and Computer Science](#)

Major
[Electrical Engineering](#)

Campus Connections

- The Fanoos Project
- Society of Women Engineers
- IEEE
- IEEE-WIE

Previous Education

- High school name
- Community College name

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RABAB'S STORY

What makes you a Difference Maker?

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Experience Design

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Spring Guard Straights

[Dimensions](#)

[Details](#)

[360 View](#)





Name	Description	
0714-SG	3/8 OD X .275 ID X 1/4 NPS FEMALE	(-)
INLET SIZE	.250" id	
OUTLET SIZE	.350" od	
THROUGH HOLE (BORE) ID	3/16" (.188)	
HEX SIZE	9/16"	
SWIVEL NUT SIZE	(3/4" hex)3/8"nps female	
OVERALL LENGTH	4.4 inches	
0714-SG	3/8 OD X .275 ID X 1/4 NPS FEMALE	(+)
0714-T-SG	3/8 OD X .275 ID X 1/4 NPT MALE	(+)
0718-T-SG	3/8 OD X .275 ID X 1/8 NPT MALE	(+)
0738-SG	OD X .275 ID X 3/8 NPS FEMALE	(+)
0714-SG	3/8 OD X .275 ID X 1/4 NPS FEMALE	(+)
0714-T-SG	3/8 OD X .275 ID X 1/4 NPT MALE	(+)
0718-T-SG	3/8 OD X .275 ID X 1/8 NPT MALE	(+)
0738-SG	OD X .275 ID X 3/8 NPS FEMALE	(+)
0714-SG	3/8 OD X .275 ID X 1/4 NPS FEMALE	(+)

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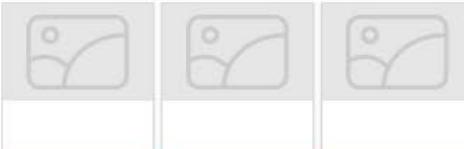
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Eliminating dirt in paint with smooth-bore, cavity free, silicone-free, low shear components, fittings and systems.




FEATURED PRODUCT

2016 Top 10 North American Distributors

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Spring Guard Straights

Dimensions **Details** **360 View**




Name	6SN-6-T
Description	3/8 NPS FEMALE X 3/8 NPS MALE X 3/8 NPT MALE TEE
Inlet Size	.250" id
Outlet Size	.350" od
Through Hole (Bore) ID	3/16" (.188)
Hex Size	9/16"
Swivel Nut Size	(3/4" hex) 3/8" nps female
Overall Length	4.4 inches

Name	6SN-6BTF-6SN
Description	3/8 NPS FEMALE X 3/8 BTUBE FITTING X 3/8 NPS FEMALE TEE

Name	6SN-6-T
Description	3/8 NPS FEMALE X 3/8 NPS MALE X 3/8 NPT MALE TEE

Name	6SN-6BTF-6SN
Description	3/8 NPS FEMALE X 3/8 BTUBE FITTING X 3/8 NPS FEMALE TEE

Name	6SN-6-T
Description	3/8 NPS FEMALE X 3/8 NPS MALE X 3/8 NPT MALE TEE

Name	6SN-6BTF-6SN
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Name	6SN-6-T
Description	3/8 NPS FEMALE X 3/8 NPS MALE X 3/8 NPT MALE TEE

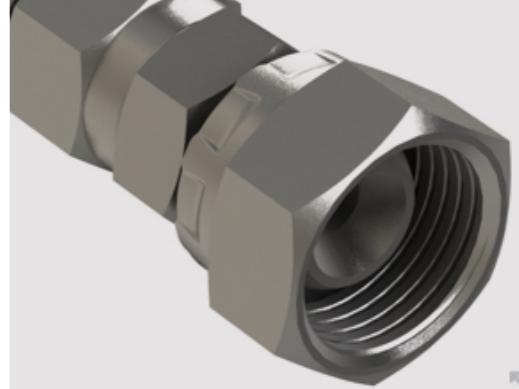
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Description	3/8 NPS FEMALE X 3/8 BTUBE FITTING X 3/8 NPS FEMALE TEE

Name	6SN-6-T
Description	3/8 NPS FEMALE X 3/8 NPS MALE X 3/8 NPT MALE TEE

Name	6SN-6BTF-6SN
Description	3/8 NPS FEMALE X 3/8 BTUBE FITTING X 3/8 NPS FEMALE TEE

SPRING GUARD STRAIGHTS

DIMENSIONS **DETAILS** **360 VIEW**




NAME	0714-SG
DESCRIPTION	3/8 OD X .275-SG X 1/4 NPS Female

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DESCRIPTION	3/8 OD X .275-SG X 1/4 NPS Female

Inlet Size .250" id
Outlet Size .350" od
Through Hole (Bore) ID 3/16" (.188)
Hex Size 9/16"
Swivel Nut Size (3/4" hex) 3/8" nps

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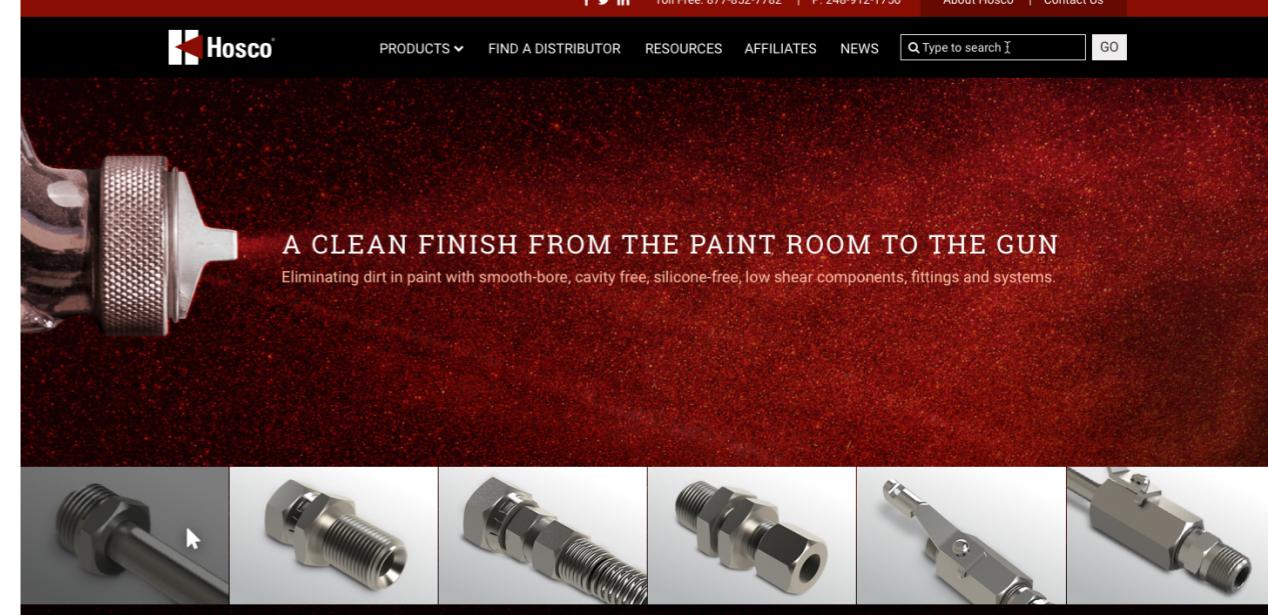
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FEATURED PRODUCT

2016 Top 10 North American Distributors

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Spray Gun Accessories vs 8
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Angle Fittings	Quick Disconnect Stems	Nylon Tubing	Tube Reducer	Female Straight
Couplings & Caps	Restrictors	Coaxial Paint Hose	Tube Reducing Tee	Male Elbow
Stainless Steel Fittings	Mini Filters	Polyurethane Tubing	Tube Tee w/Tube Stub	Female Bulkhead
Straights	Tank Strainer Filters	FEP Tubing	Tube Reducing Tee w/Tube Stub	Male Branch Tee
Elbows	Swivels	PTFE Tubing	Other Configurations/Products	Male Run Tee
Tees	Regulator Restrictors	Air Hose		Male Y
Caps / Plugs	Pressure Gages	Flexlife		Union Straight
Y's	Spare Parts / Tools	Accessories		Union Elbow
Tube Assemblies		Spare Parts		Union Tee
Brackets	Hose Fittings			Union Y
Spare Parts	No Spring Guard Straights			Reducer
Leak Detection	Tube Sweeps, Strain Reliefs			Reducer Y
Valves	Spring Guard Straights			Reducer Tee
SSBV Series Ball Valves	No Spring Guard Elbows			Union Cross
Check Valves	Spring Guard Elbows			Cap
3 Way/4 Way Ball Valves	Splicers			Plug
H-Valves	Spare Parts			
HRS Manifolds				
HBV Series Ball Valves				
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SPECIALTY FITTINGS	SPRAY GUN ACCESSORIES	HOSE / TUBING	PREFIS CONNECTORS	PUSH TO CONNECT FITTINGS
Adapters	Quick Disconnect Bayonets	Nylon Hose	Tube Union	Male Straight
Angle Fittings	Quick Disconnect Stems	Nylon Tubing	Tube Reducer	Male Elbow
Couplings & Caps	Restrictors	Coaxial Paint Hose	Tube Reducing Tee	Male Branch Tee
Straights	Mini Filters	Polyurethane Tubing	Tube Tee w/Tube Stub	Male Run Tee
Elbows	Swivels	FEP Tubing	Tube Reducing Tee w/Tube Stub	Male Y
Tees	Regulator Restrictors	PTFE Tubing		Female Elbow
Caps / Plugs	Pressure Gages	Air Hose		Union Straight
Y's	Tank Strainer Filters	Flexlife		Union Elbow
Tube Assemblies	Spare Parts / Tools	Accessories		Union Tee
Brackets		Spare Parts		Union Y
Spare Parts				Reducer
Leak Detection	HOSE FITTINGS			Reducer Y
VALVES	No Spring Guard Straights			Reducer Tee
SSBV Series Ball Valves	Spring Guard Straights			Union Cross
Check Valves	No Spring Guard Elbows			Cap
3 Way Ball Valves	Spring Guard Elbows			Plug
Spare Parts	Splicers			Female Straight
	Brass			Female Bulkhead
	Spare Parts			Bulkhead Union



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Beaumont United Care Partners

User Experience (UX) BUCP

Create a responsive recruitment website to aid in improving quality and efficiency of patient care. The website provided physicians and members a community forum, membership application form online, care initiatives and quality measurement tools.

- Creative Direction
- UI Design
- Web Developer

Team Samples



- ◀ ▶
- C

WHO WE ARE **HOW TO JOIN** **BENEFITS** **LEADERSHIP** **FAQ** **CONTACT US** **NEWS/UPDATES**

Physicians Leading Our Future

Be rewarded for providing high quality care.

[Request More Information](#) [VIEW VIDEO](#)



Who we Are

Beaumont United Care Partners (BUCP) is a network of physicians formed through a partnership between Beaumont Health System and United Physicians. BUCP is a physician-led organization focused on improving the quality of patient care and delivering care more efficiently. If you are affiliated with Beaumont and willing to adopt the participation criteria, we invite you to become a member. Hear

Current BUCP members:

- Identify and adopt clinical protocols for treating patients effectively and efficiently
- Develop systems to monitor compliance with accepted protocols
- Collaborate with hospitals to achieve better results from performance improvements
- Enter into contractual arrangements with fee-for-

Participating Physicians:

- Sign a physician participation agreement
- Agree to the defined quality initiatives
- Share data with the BUCP through provided technology
- Be accountable for compliance with BUCP policies

Team Samples

The image shows two smartphones side-by-side, each displaying a different page of the Beaumont United Care Partners website.

Left Phone Screen:

- Header:** Beaumont United Care PARTNERS
- Image:** A photo of a smiling female physician wearing a white coat and stethoscope.
- Section:** **Physicians Leading Our Future**
Be rewarded for providing high quality care.
- Call-to-Action:** Request More Information
- Section:** Who we Are
- Text:** Beaumont United Care Partners (BUCP) is a network of physicians formed through a partnership between Beaumont Health System and United Physicians. BUCP is a physician-led organization focused on improving the quality of patient care and delivering care more efficiently. If you are affiliated with Beaumont and willing to adopt the participation criteria, we invite you to [become a member](#).
[Hear from the BUCP leadership](#).
- Section:** Current BUCP Members:
- List:**
 - Identify and adopt clinical protocols for treating patients effectively and efficiently
 - Develop systems to monitor compliance with accepted protocols

Right Phone Screen:

- Header:** Beaumont United Care PARTNERS
- Section:** WHO WE ARE
- Section:** HOW TO JOIN
- Section:** BENEFITS
- Section:** LEADERSHIP
- Section:** FAQ
- Section:** CONTACT US
- Section:** NEWS/UPDATES
- Image:** A photo of a smiling female physician wearing a white coat and stethoscope.
- Section:** **Physicians Leading Our Future**
Be rewarded for providing high quality care.
- Call-to-Action:** Request More Information
- Section:** Who we Are

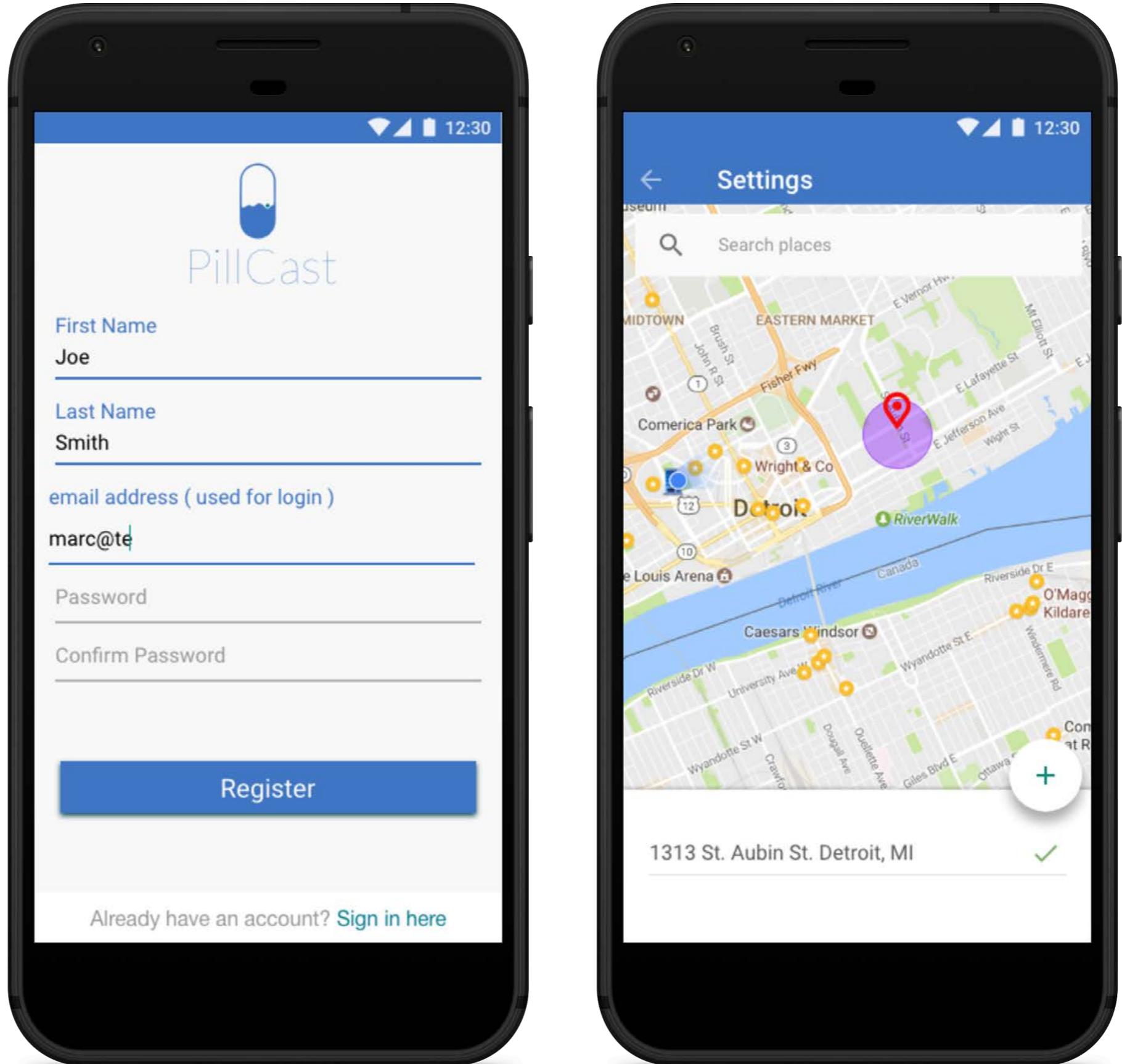
PillCast

Experience Design

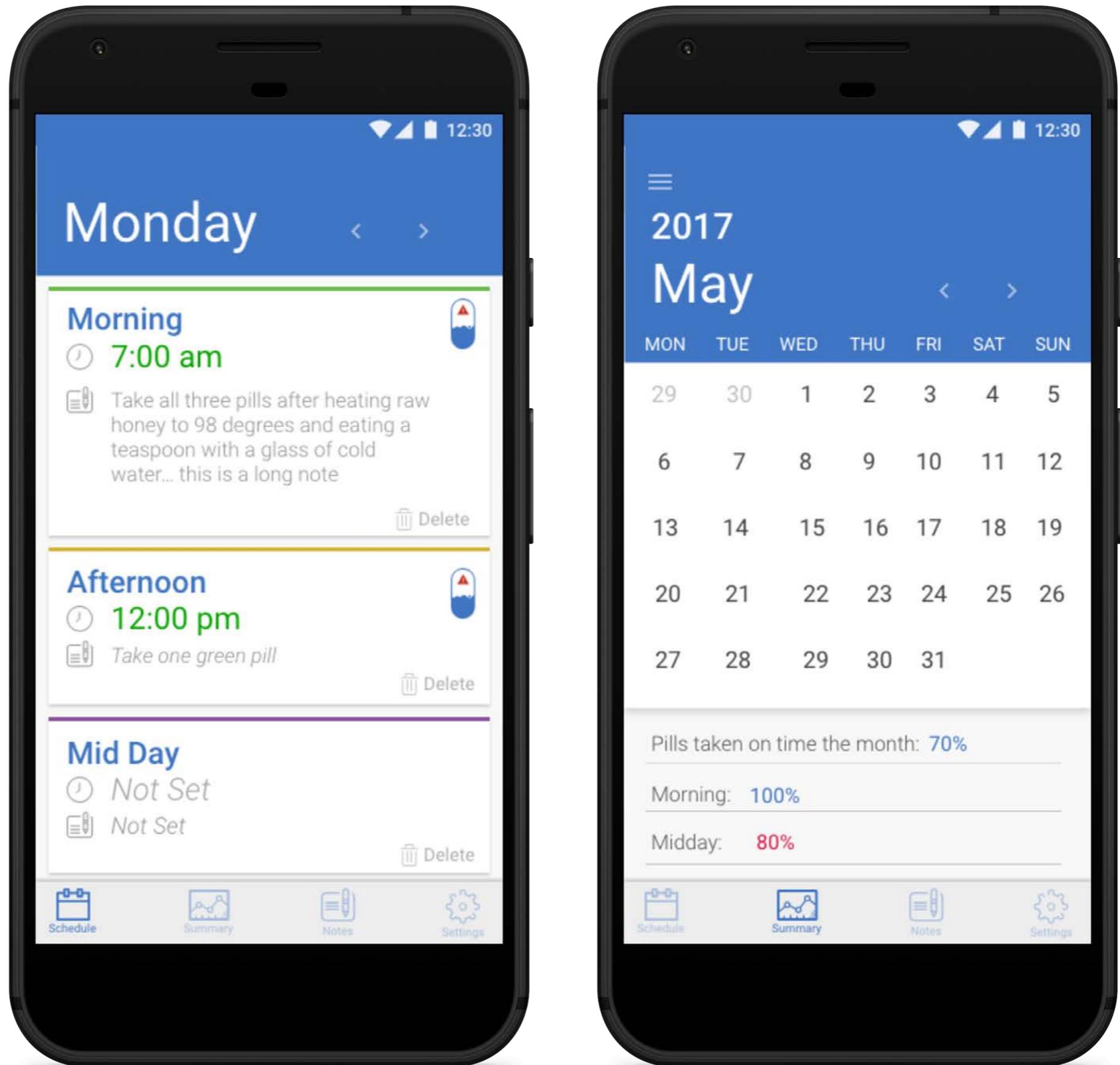
User Experience (UX) Wellzie

- UX Design
- UX Architect

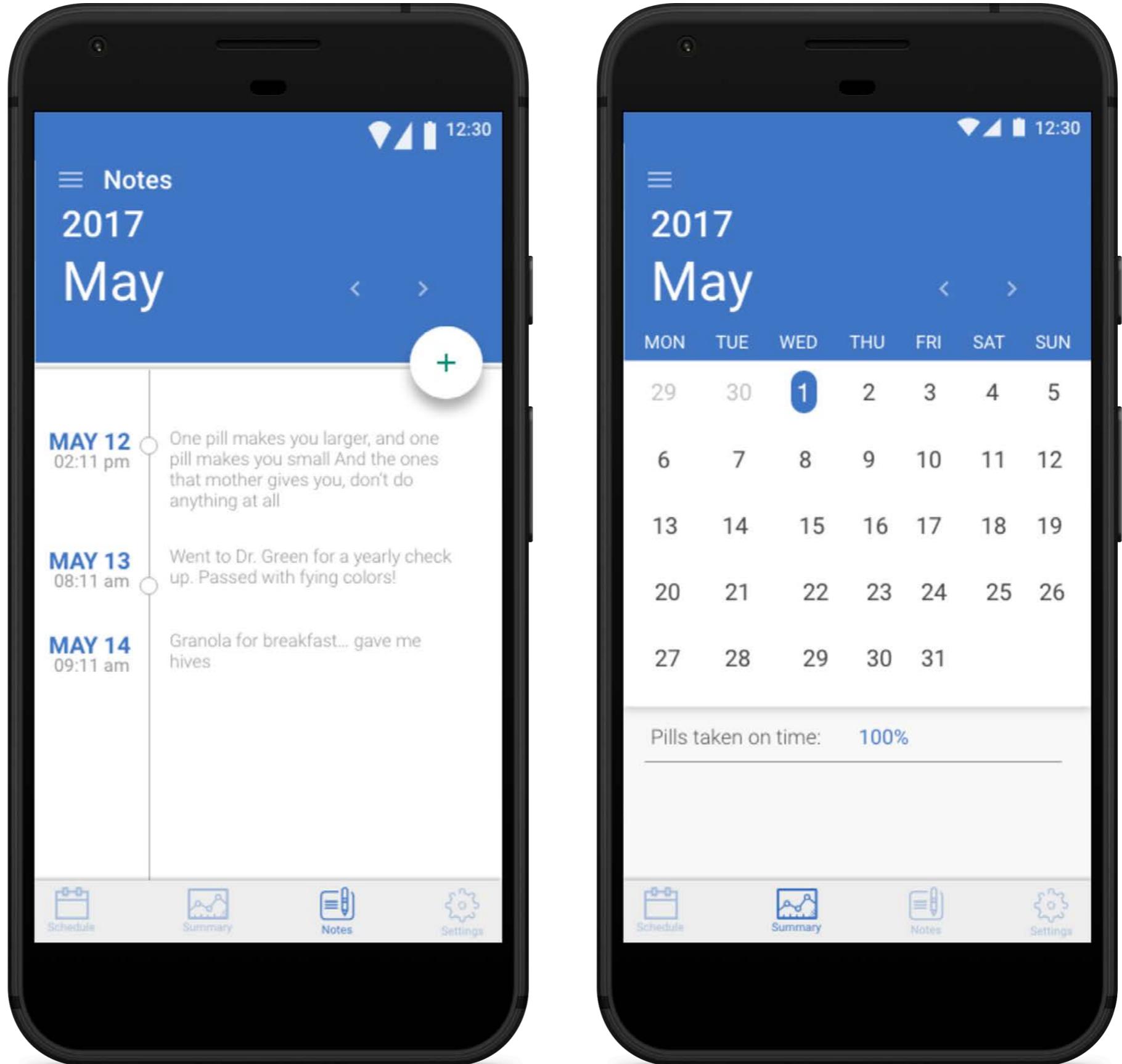
Samples



Samples



Samples

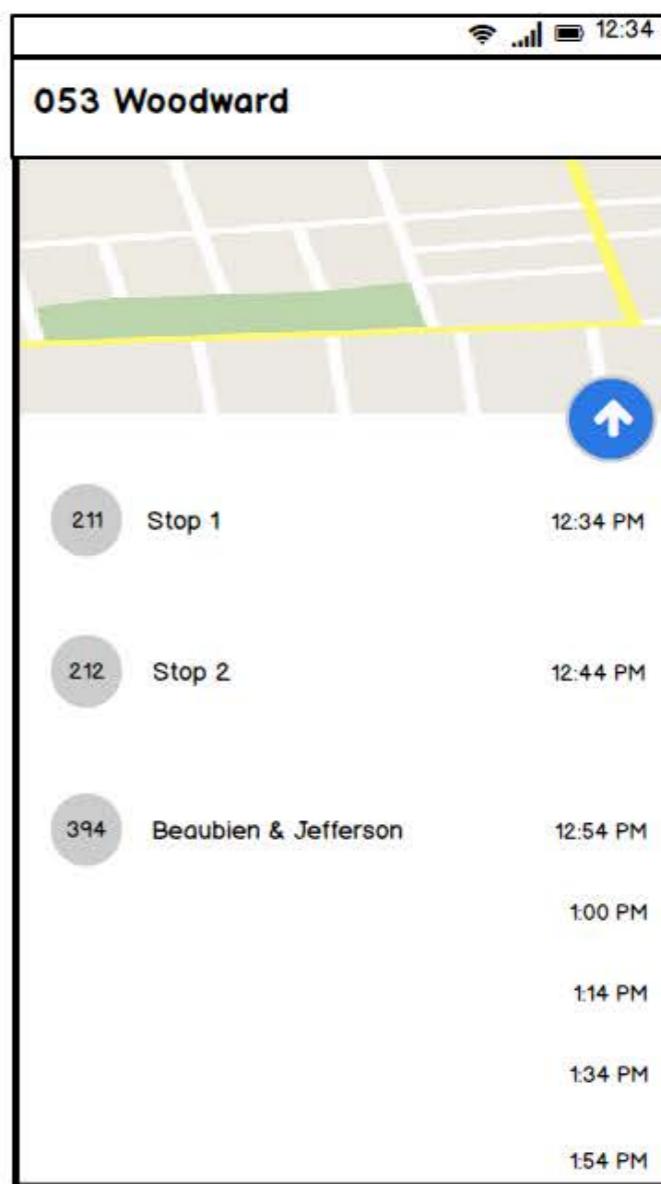
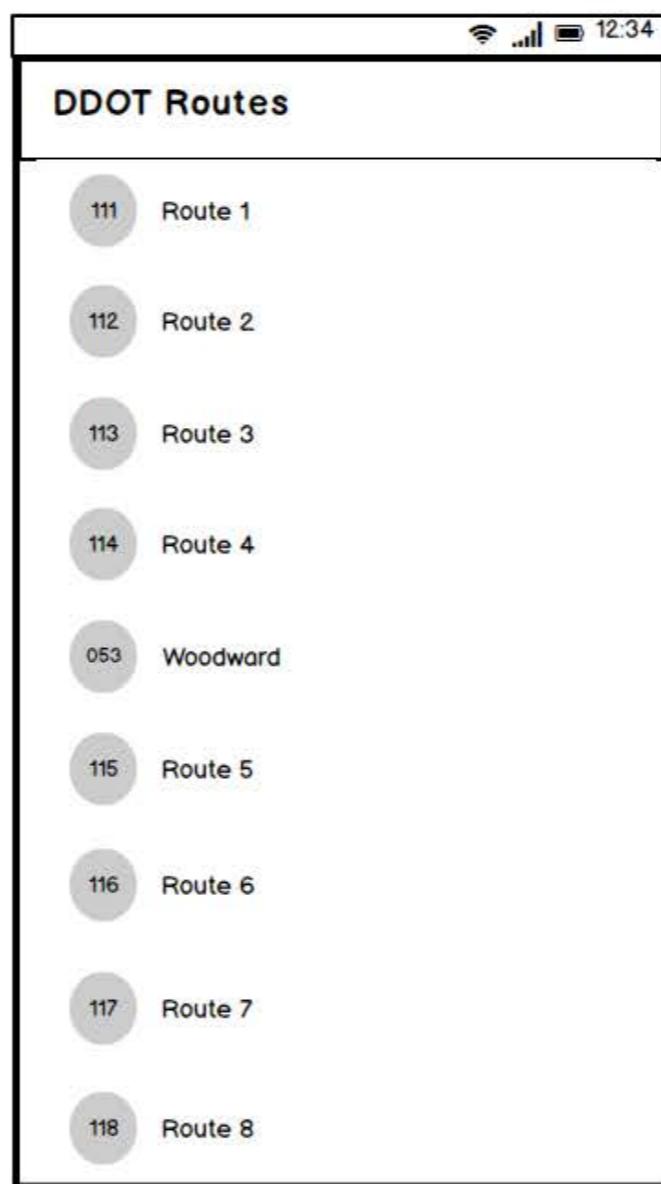
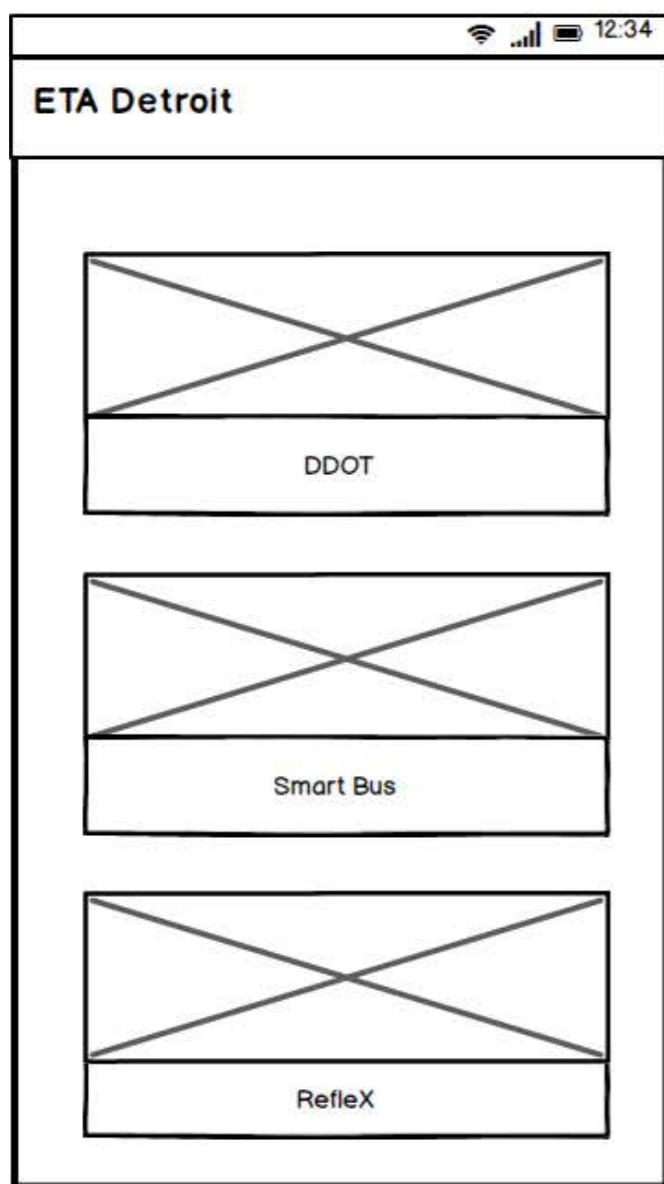


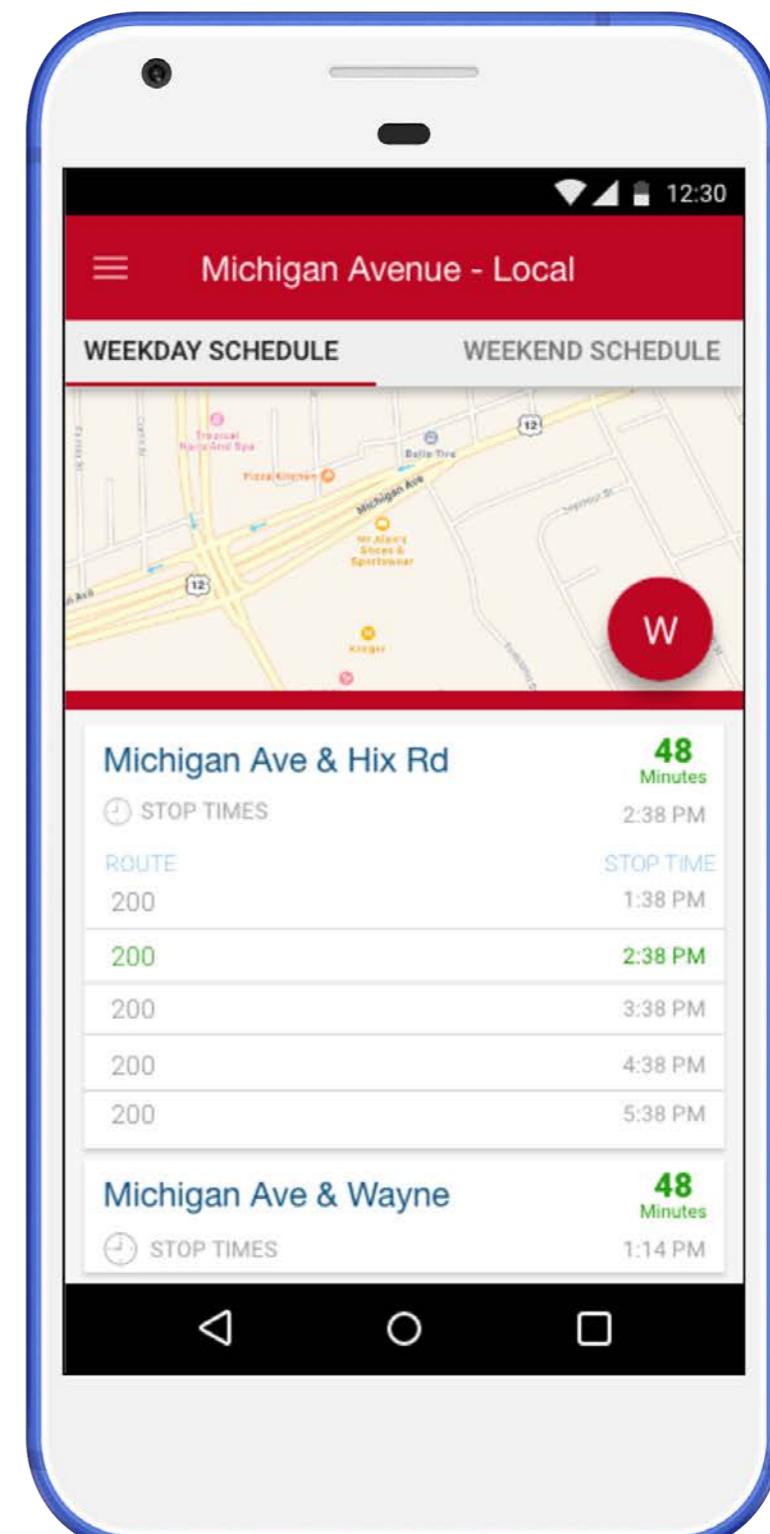
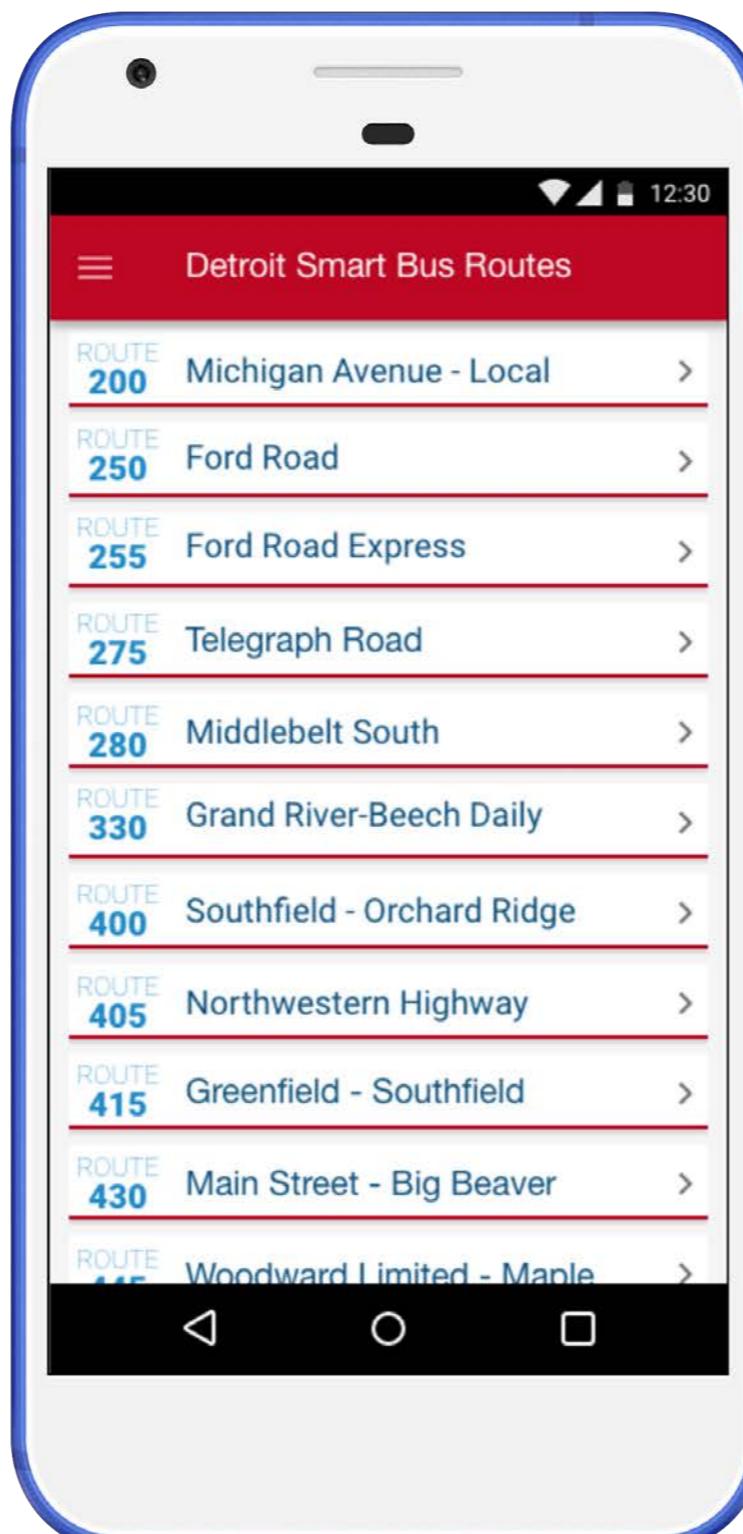
ETA Detroit

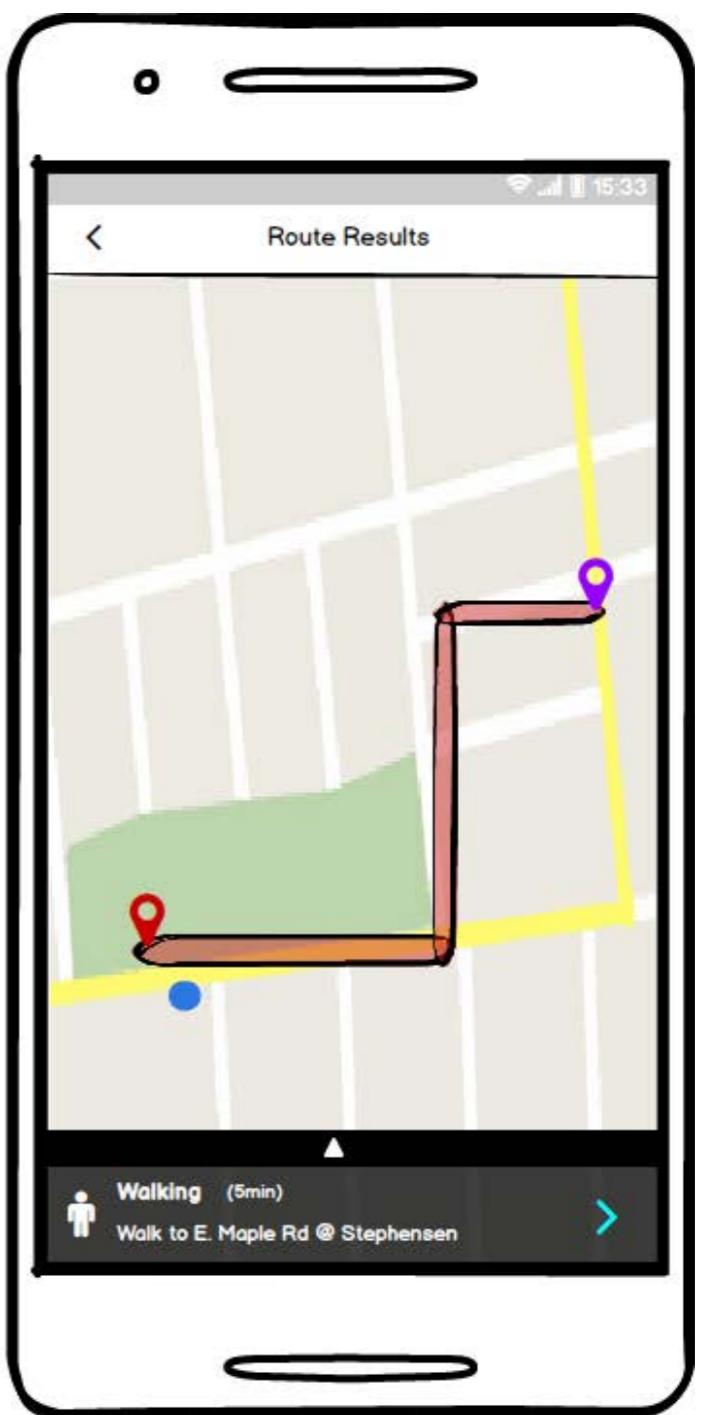
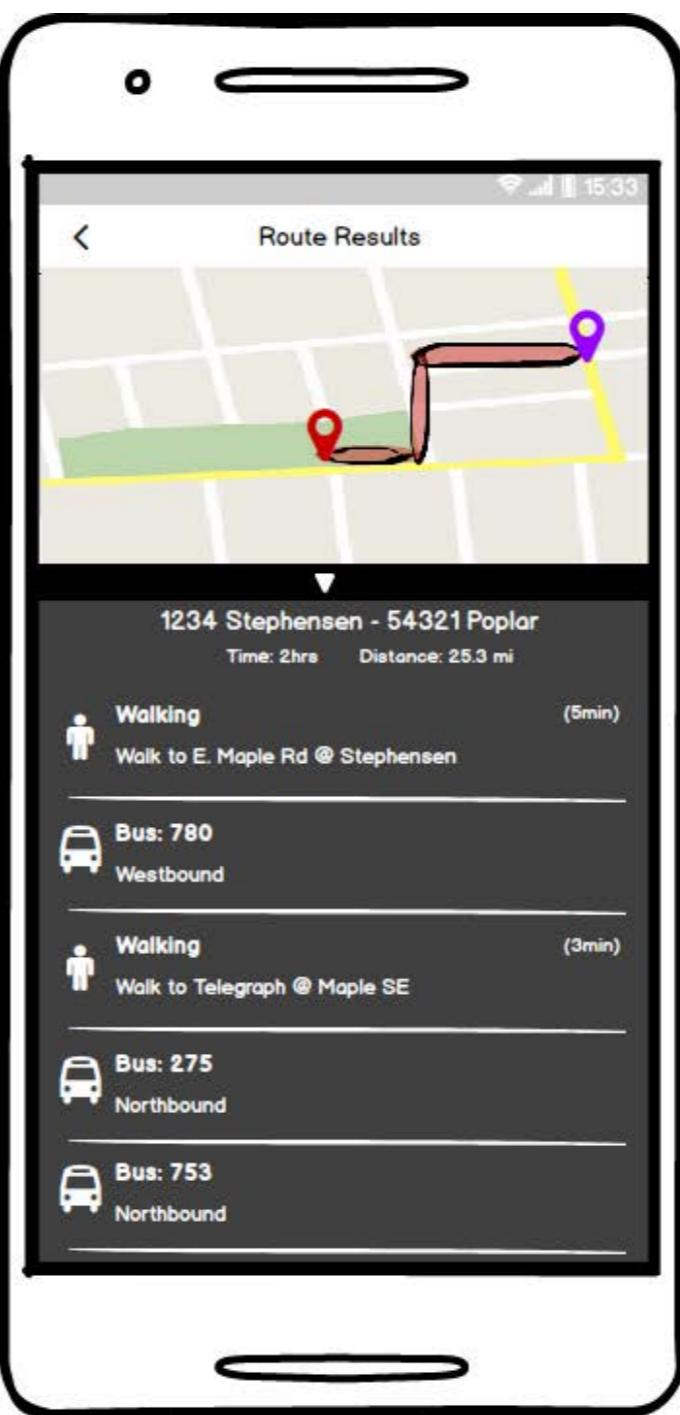
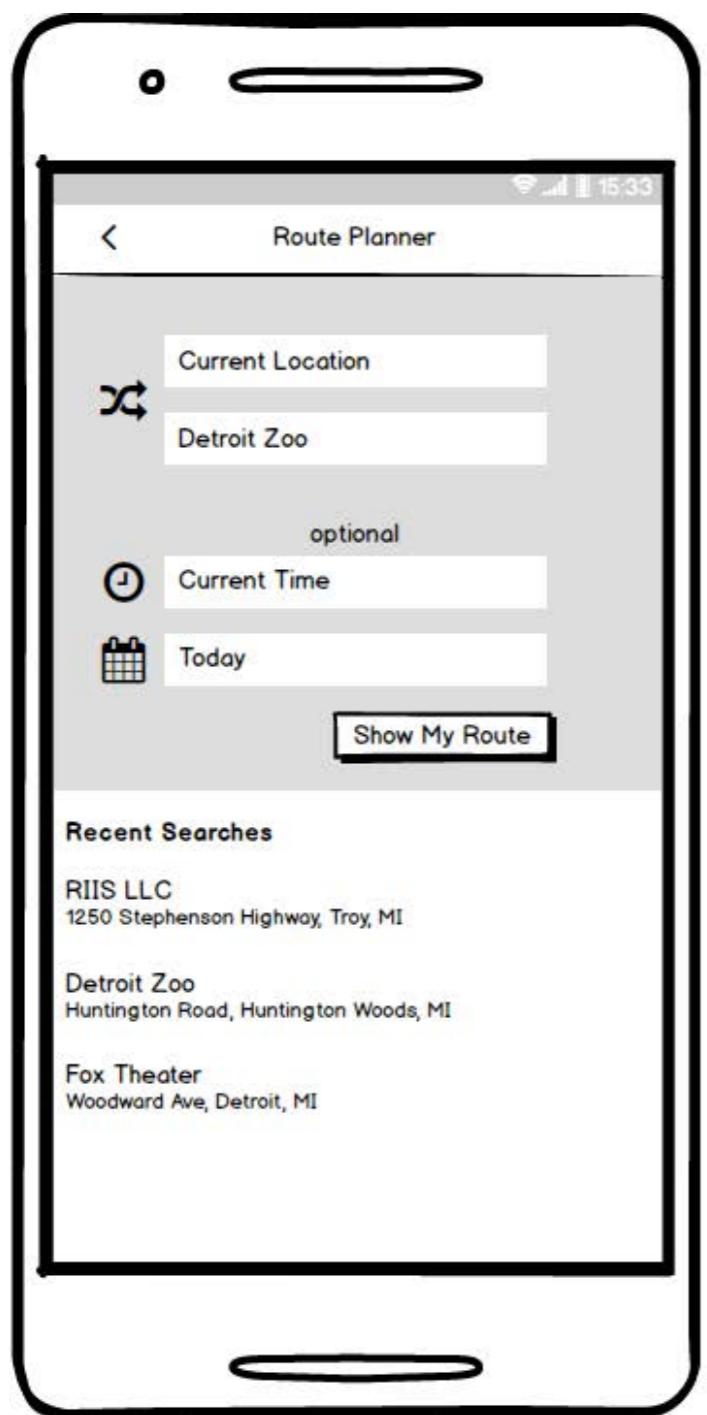
Experience Design

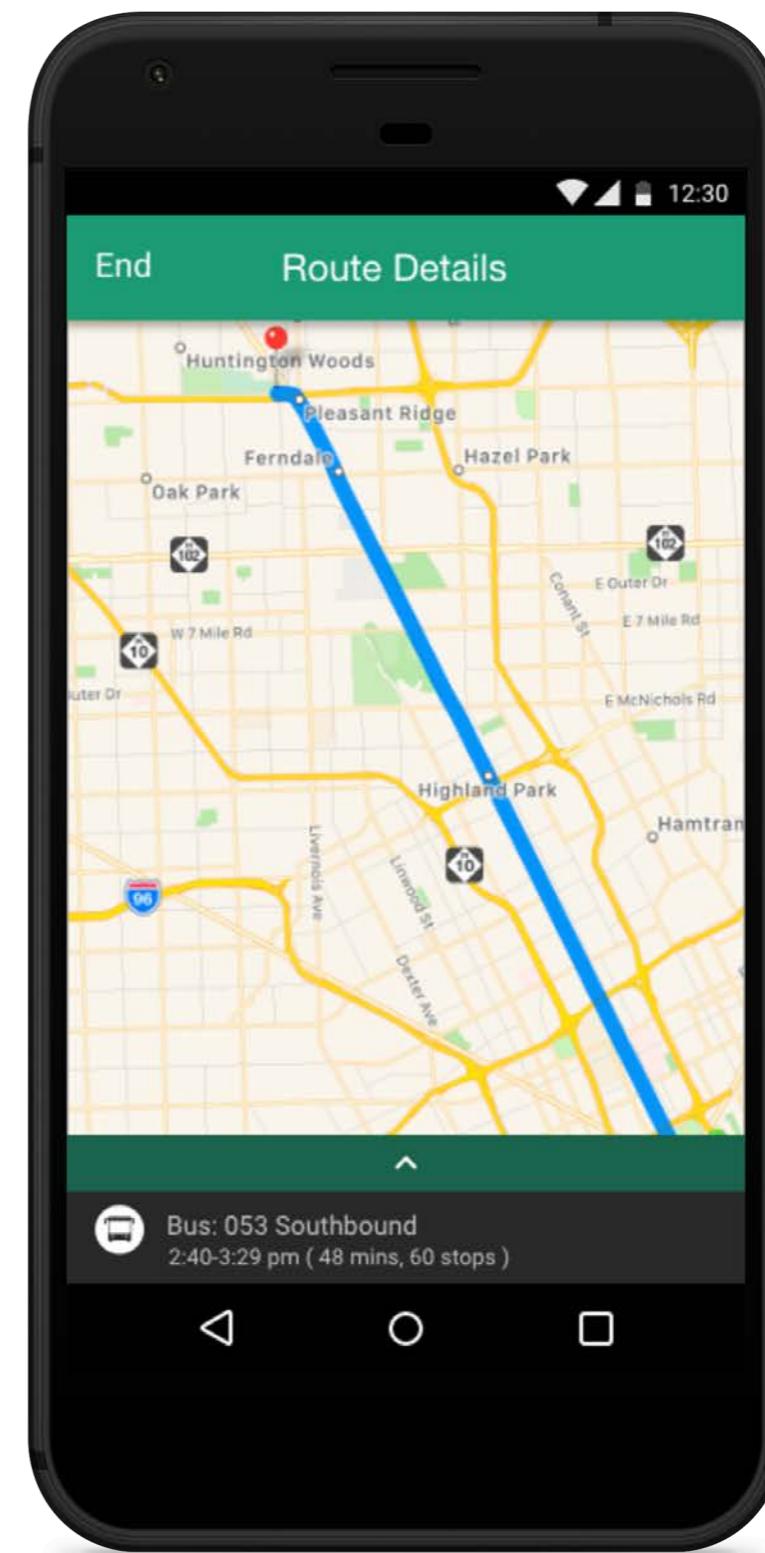
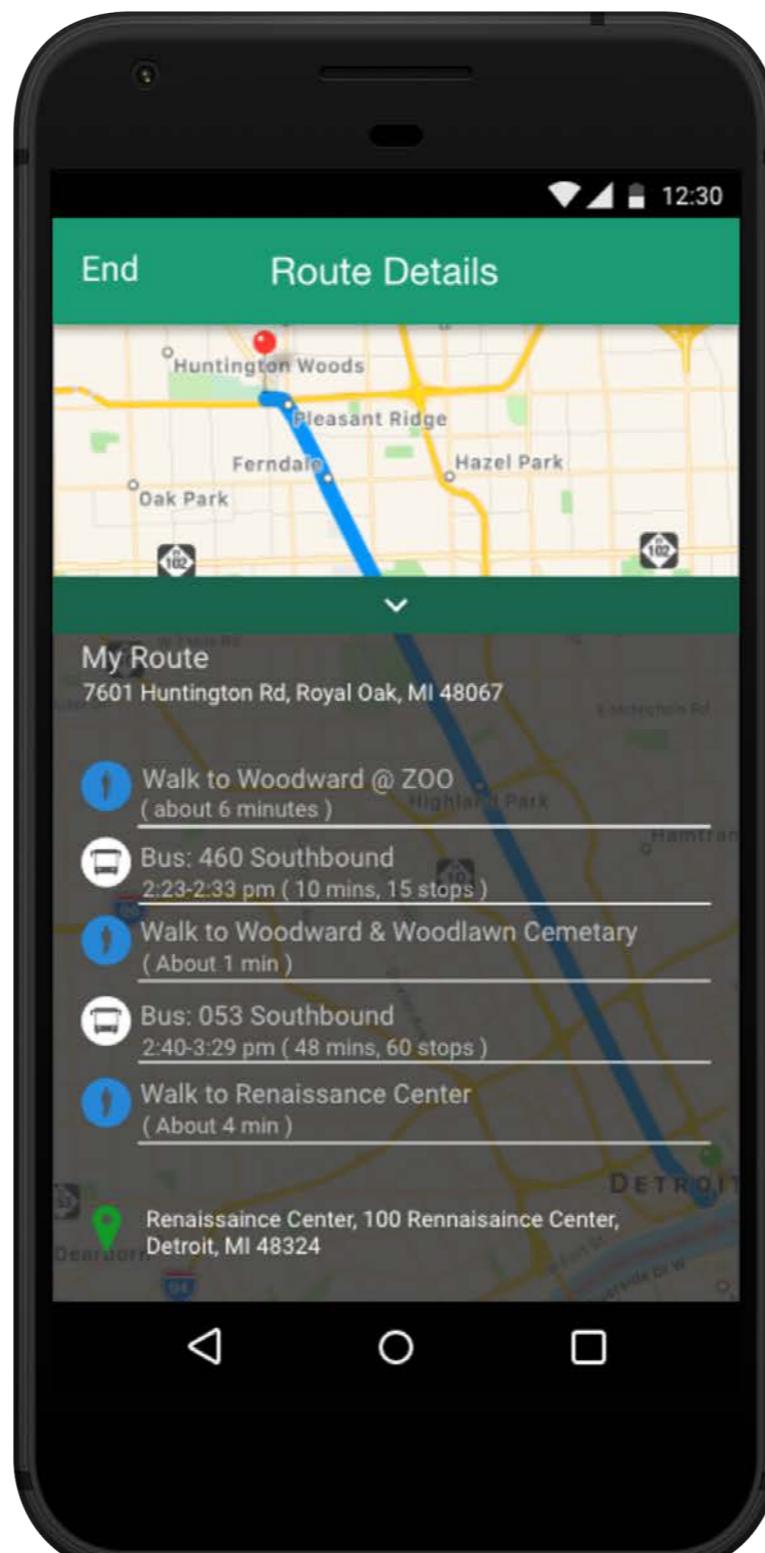
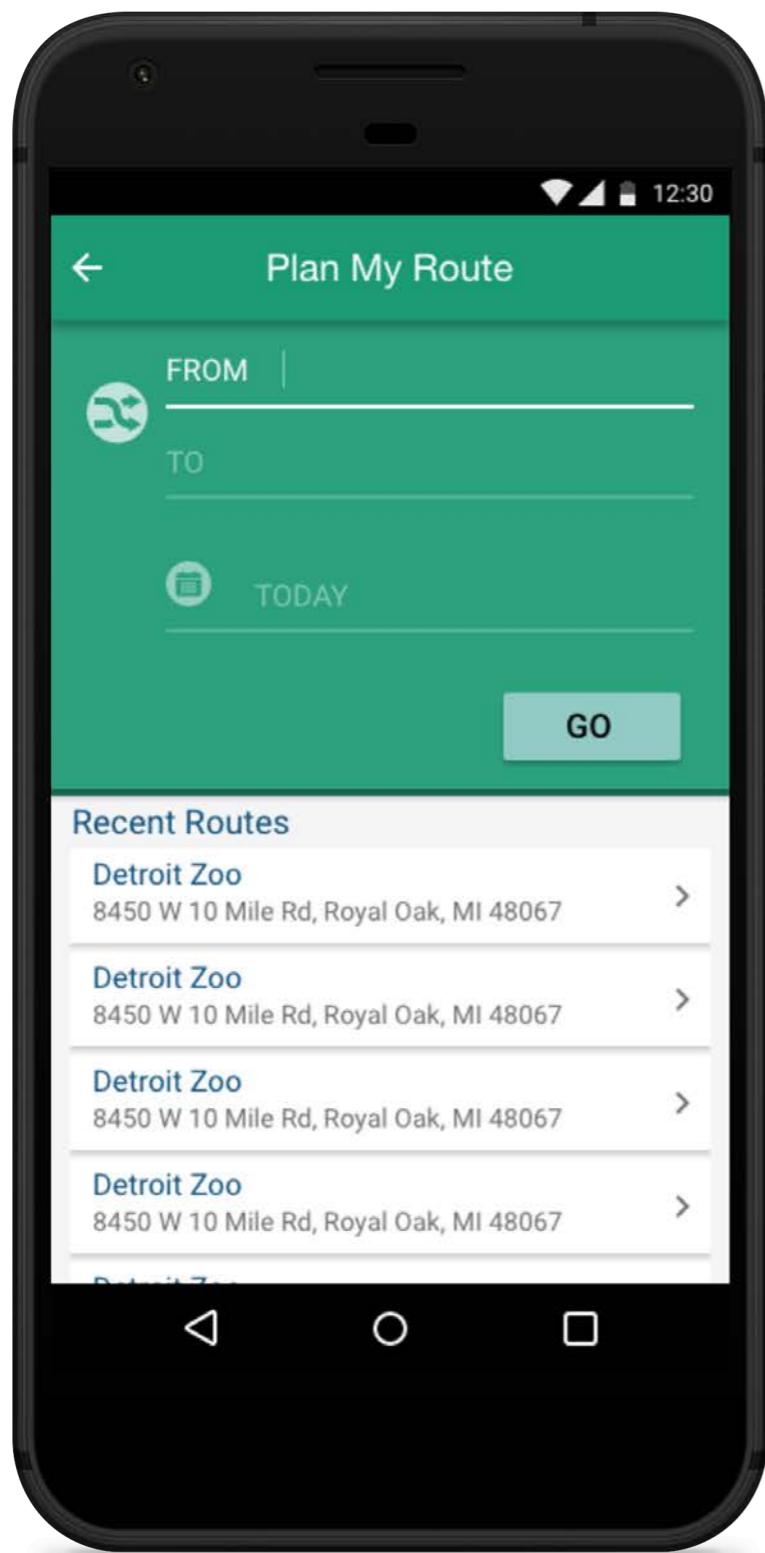
User Experience (UX) ETA Detroit

- UX Design
- UX Architect









Wellzie

Experience Design

User Experience (UX) Wellzie

- UX Design
- UX Architect

Samples





The initial wireframe design consists of six mobile screens:

- Welcome:** Shows the Henry Ford Health System logo and a large blue "W". It asks for an access code (1234567890) and has a "CONTINUE" button.
- Search:** Shows a search bar with placeholder text "Search" and a magnifying glass icon. Below it is a card for "LEGIONNAIRES' DISEASE" with a brief description and a "View Details" button.
- Edit Your Discussion:** Allows editing a discussion titled "Pregnancy Over 60". Fields include "TOPIC", "CURRENT PASSWORD", "CHANGE PASSWORD", "RE-TYPE NEW PASSWORD", "UPDATE EMAIL ADDRESS", and "METHODS OF COMMUNICATION". A calendar shows dates from Oct 20 to Oct 28. Buttons include "DELETE", "SAVE CHANGES", and "SAVE".
- Settings:** Displays user information for "LINDSEY W." (User name: Lindsey W., Email: Lindsey@100yearsyoung.com). Includes a "Update photo" link and a gear icon.
- Login:** A form for entering "USER NAME OR EMAIL ADDRESS" (lindseyw@100yearsyoung.com) and "PASSWORD". A "FORGOT YOUR PASSWORD?" link is also present.
- Discussion List:** Shows a list of discussions with participants and creation date. Examples include "WELCOME, LINDSEY W.", "BULIMIA", "CANCER", "LEGIONNAIRES' DISEASE", "PREGNANCY", "STREP INFECTIONS", and "INFLUENZA". Buttons for "TALK NOW" and "COMMENT" are at the bottom.

Initial Wireframe Design

The final mockup design consists of five mobile screens:

- Home:** Features the Wellzie logo with two smiling speech bubbles. It includes an "Access Code" input field, a "Join Wellzie" button, and a "Talk Now" button.
- Conversations:** Shows a section for "Cancer" with a description and a "Join" button. Below it are "Active Conversations" for "First time treatment" and "Remission: What is it?", each with "Chat" and "Join" buttons. A "Start a Conversation" button is also present.
- Start a Conversation:** A step-by-step guide: 1. Select a condition ("Cancer"). 2. Create a name for this discussion. 3. Select a communication method ("Chat", "Audio", "Video"). 4. Display Name input field. 5. Please select an avatar (with icons for different animals). 6. Notify checkboxes ("Everyone with the condition", "Everyone online"). 7. "Create Conversation" button.
- Chat:** A messaging interface with a header for "Dr. Robert Smith, Endocrinologist". It shows messages like "Cras mattis consectetur purus sit amet ferment felis euismod." and "Username: 10 Seconds ago". A text input field with placeholder "Lorem Ipsum Dolor Sit Amet" and a "Send" button is shown. A keyboard view is also included.
- Keyboard:** A standard QWERTY keyboard with additional keys for punctuation and a search button.

SpinFire

Experience Design

User Experience (UX) SpinFire

- Creative Direction
- UI Designer

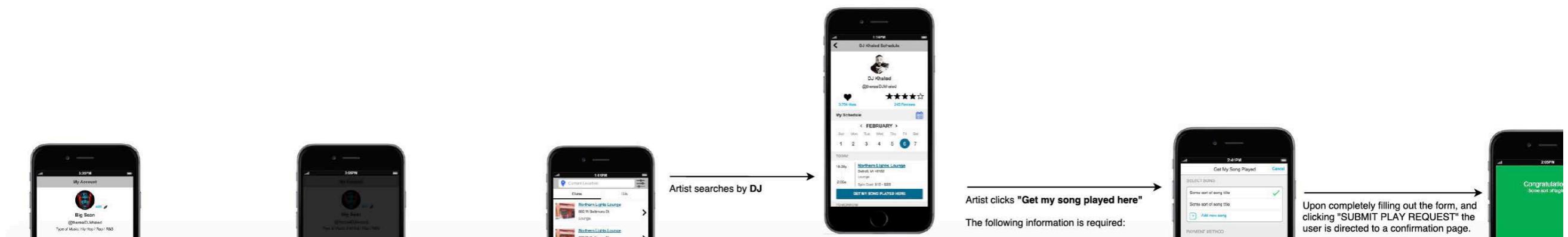
Artist - Play Song Request

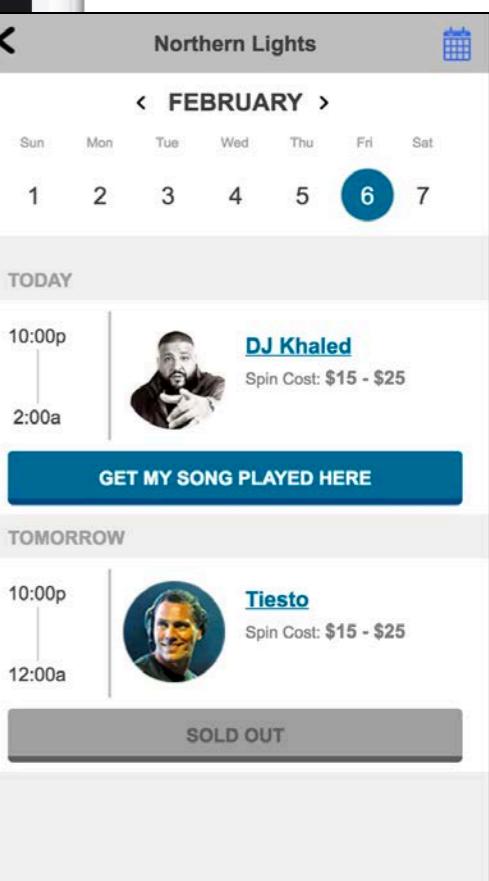
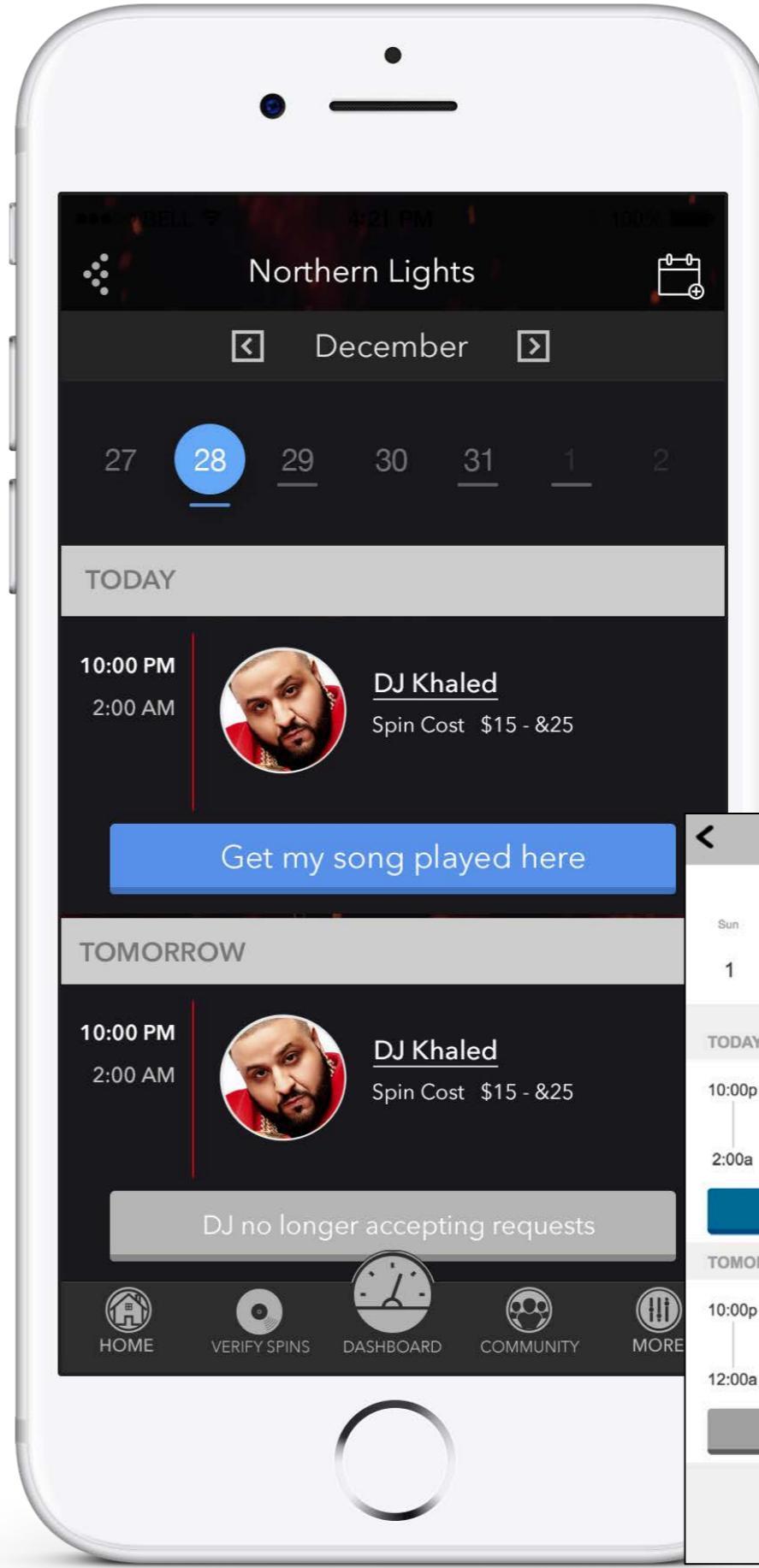
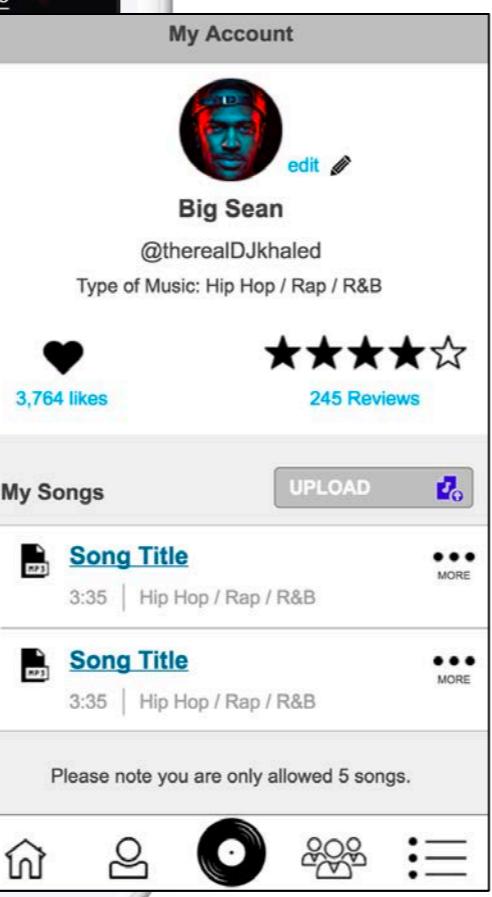
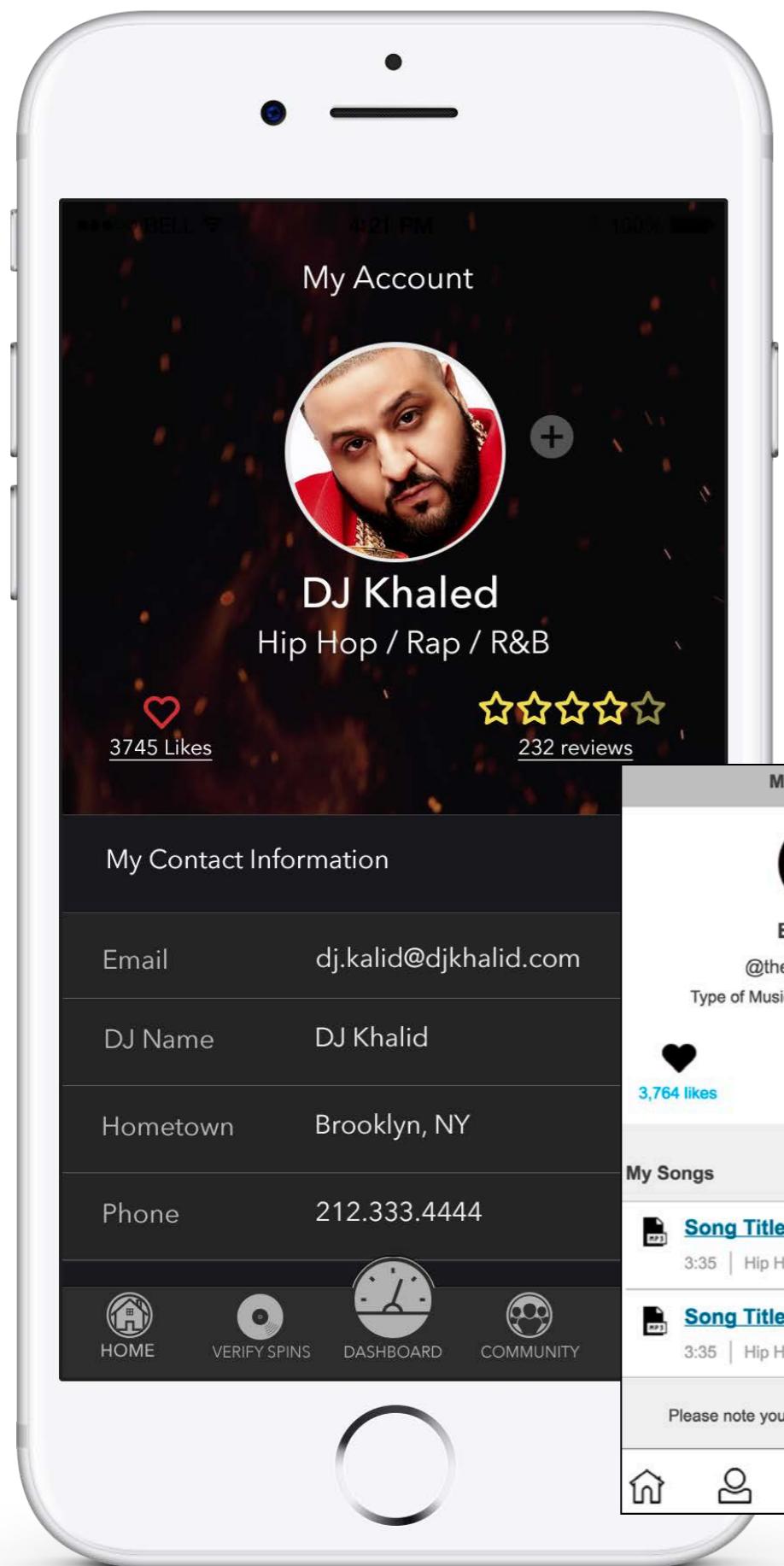
How to request a Song Play

1. Request a Spin Home page. An artist can search by **Location** (club/venue) or **DJ**.



2. An Artist can Request a Spin from his/her profile page by selecting a song, and clicking the button "Get My Song Played".





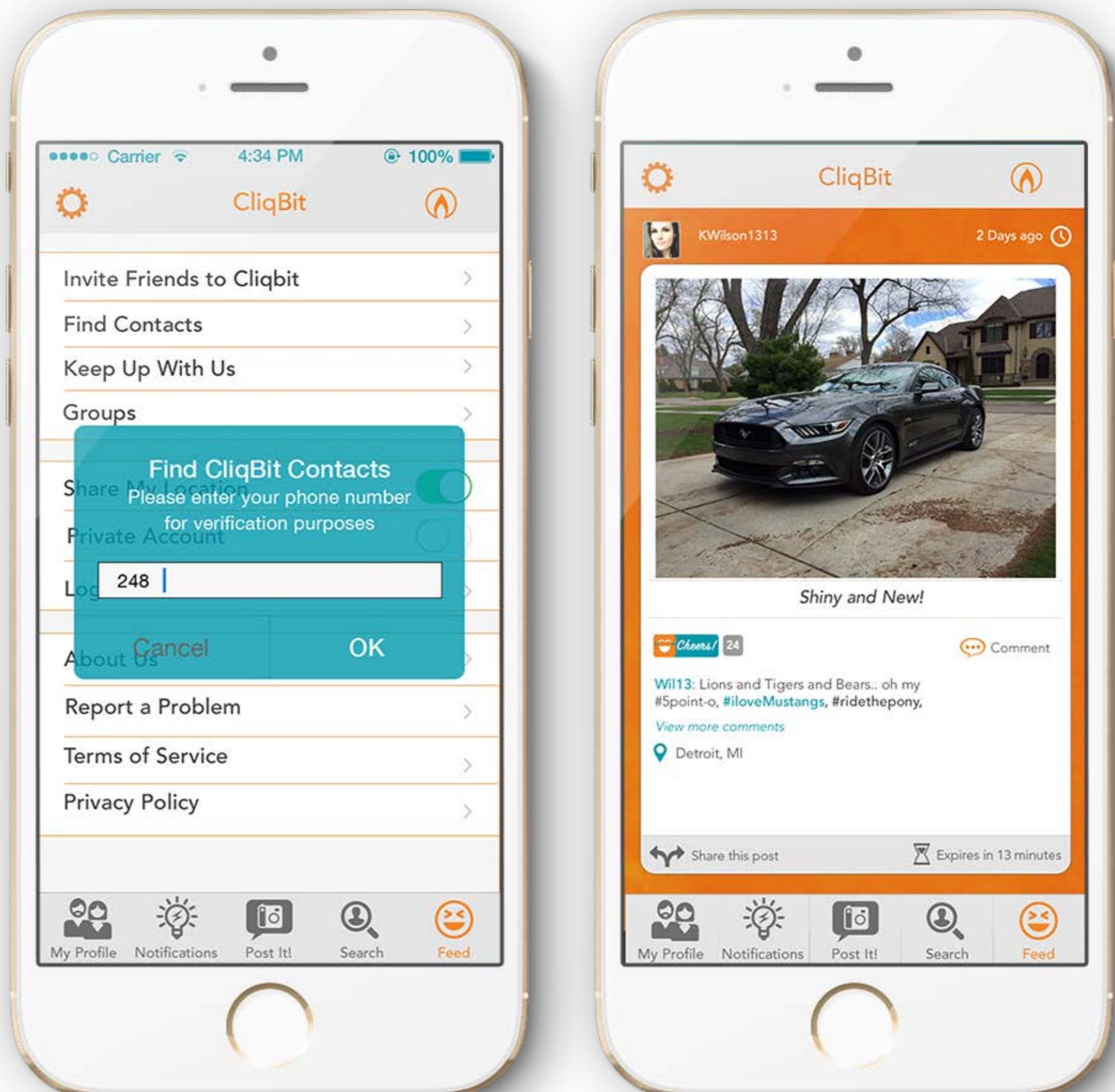
CliqBit

Experience Design

User Experience (UX) CliQbit

- Creative Direction
- UX Designer
- UX Architect

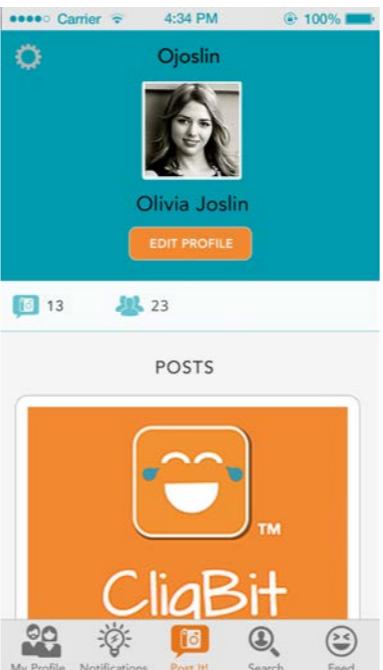
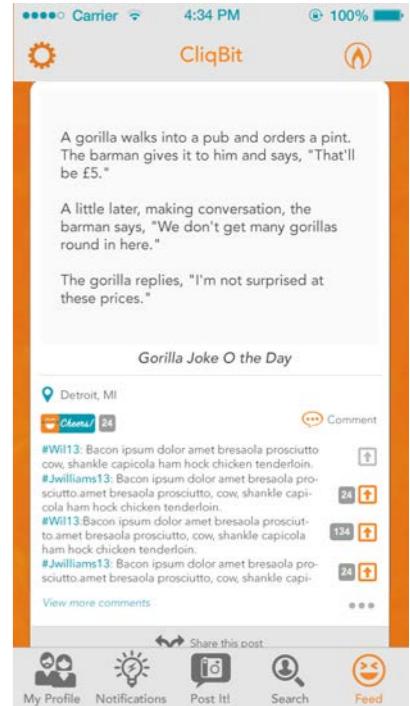
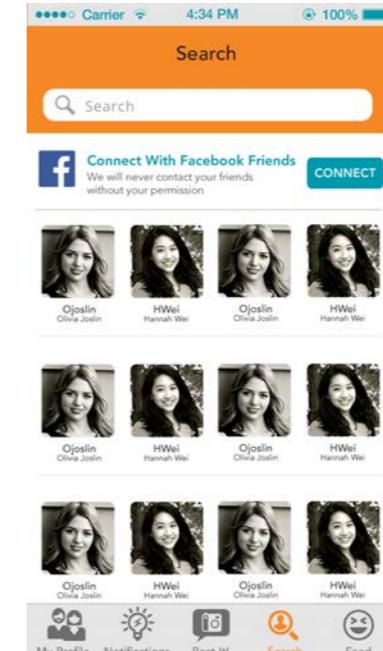
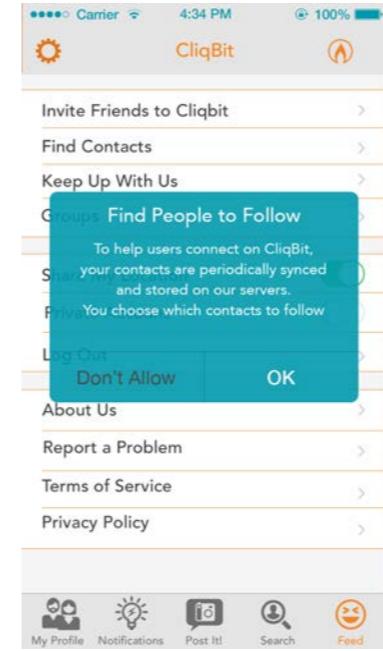
Samples





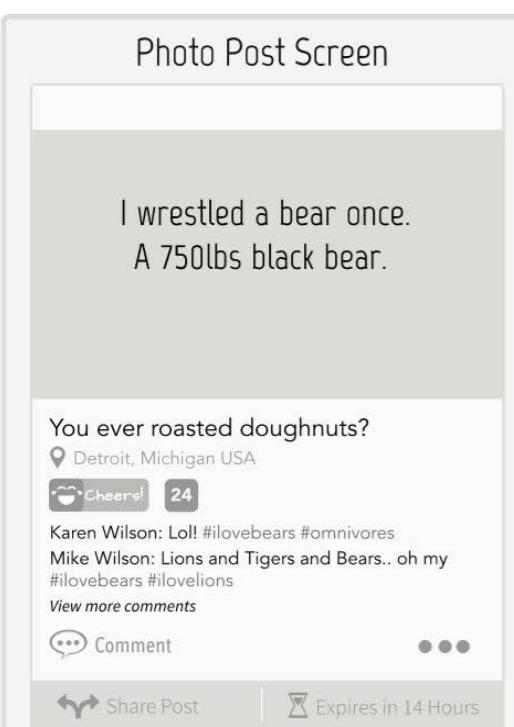
CliqBit

The left screen shows the "Post Concept" screen with fields for "Add caption", "Add Tags", "Post to feed" (selected), "48 Hour Post", "Add Location", "Share to" (Twitter and Facebook), and a large "Post it!" button. The right screen shows the "Post It!" screen with a large input field, a camera icon, a photo icon, and a location pin icon.

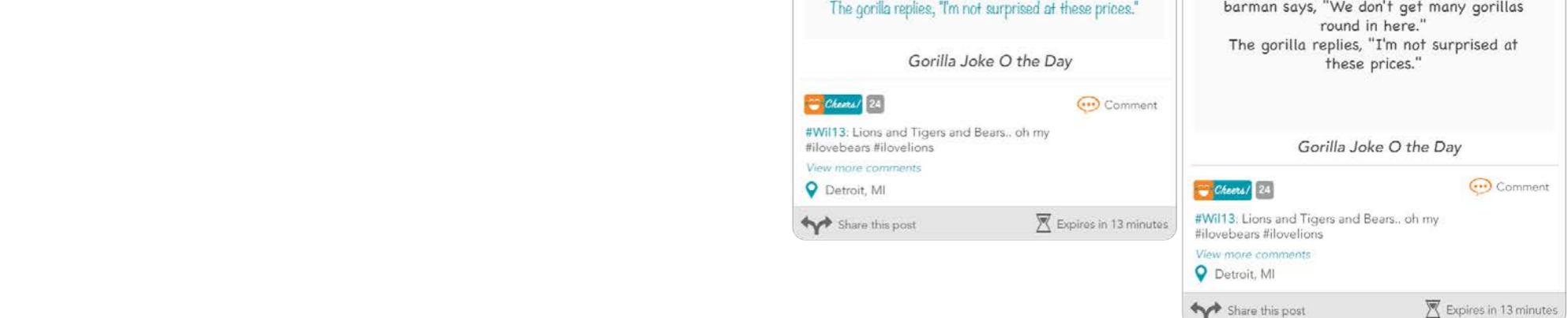
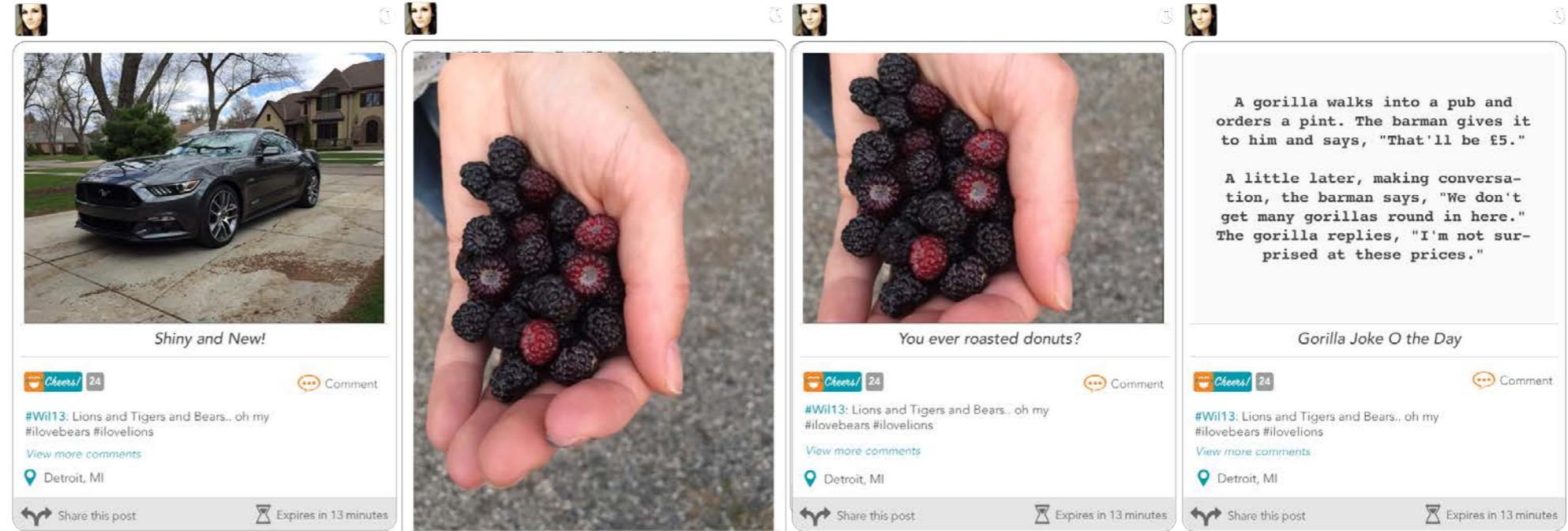
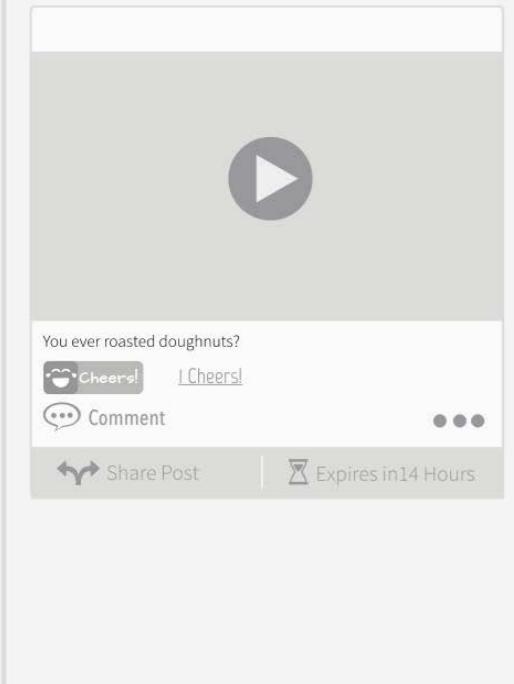


Initial Prototype and Wireframes

Photo Post Screen



Video Post Screen



Initial Wireframes

Hi-Fidelity Designs

Walk6

Experience Design

User Experience (UX) Walk6

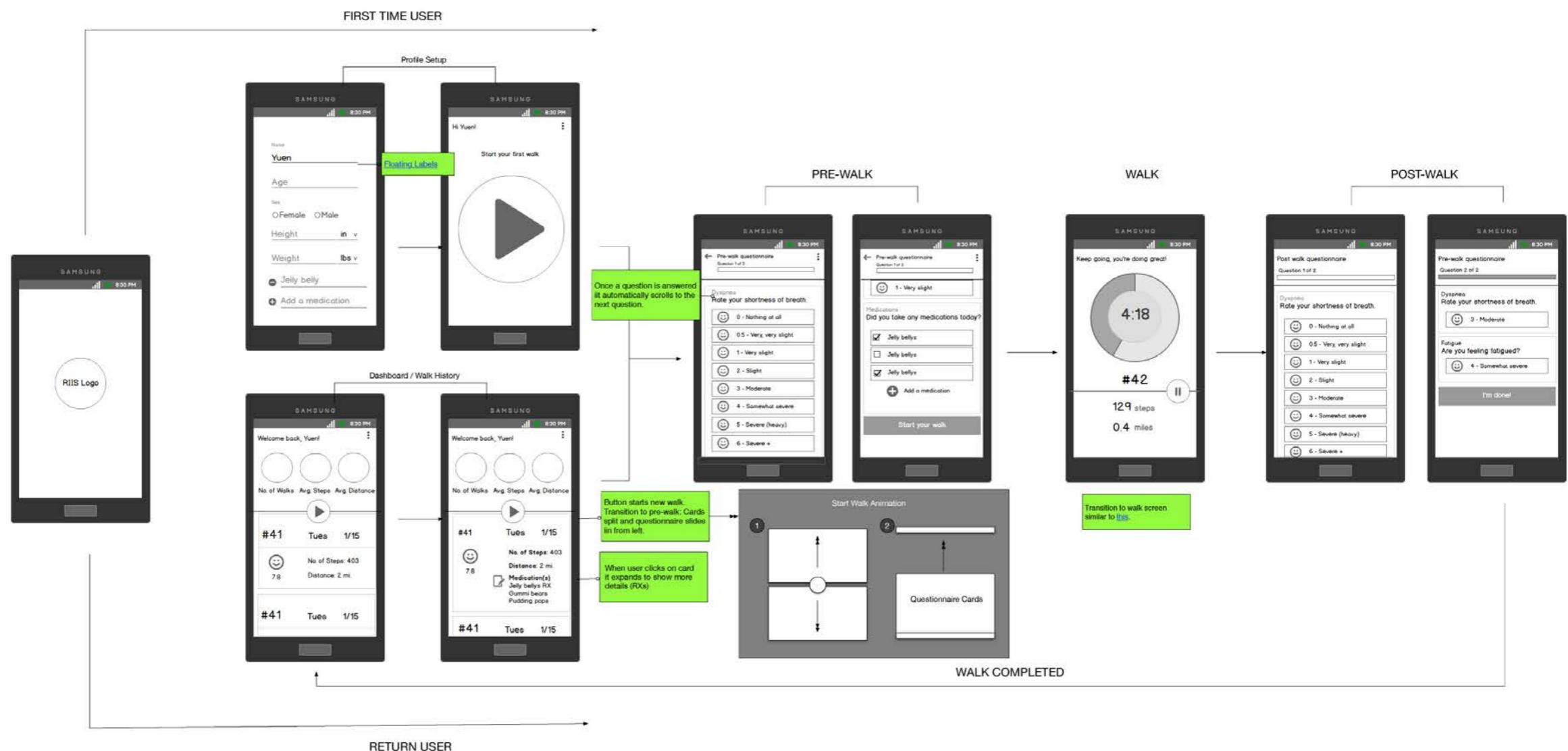
Team:

- Creative Direction
- UX Designer
- UX architect

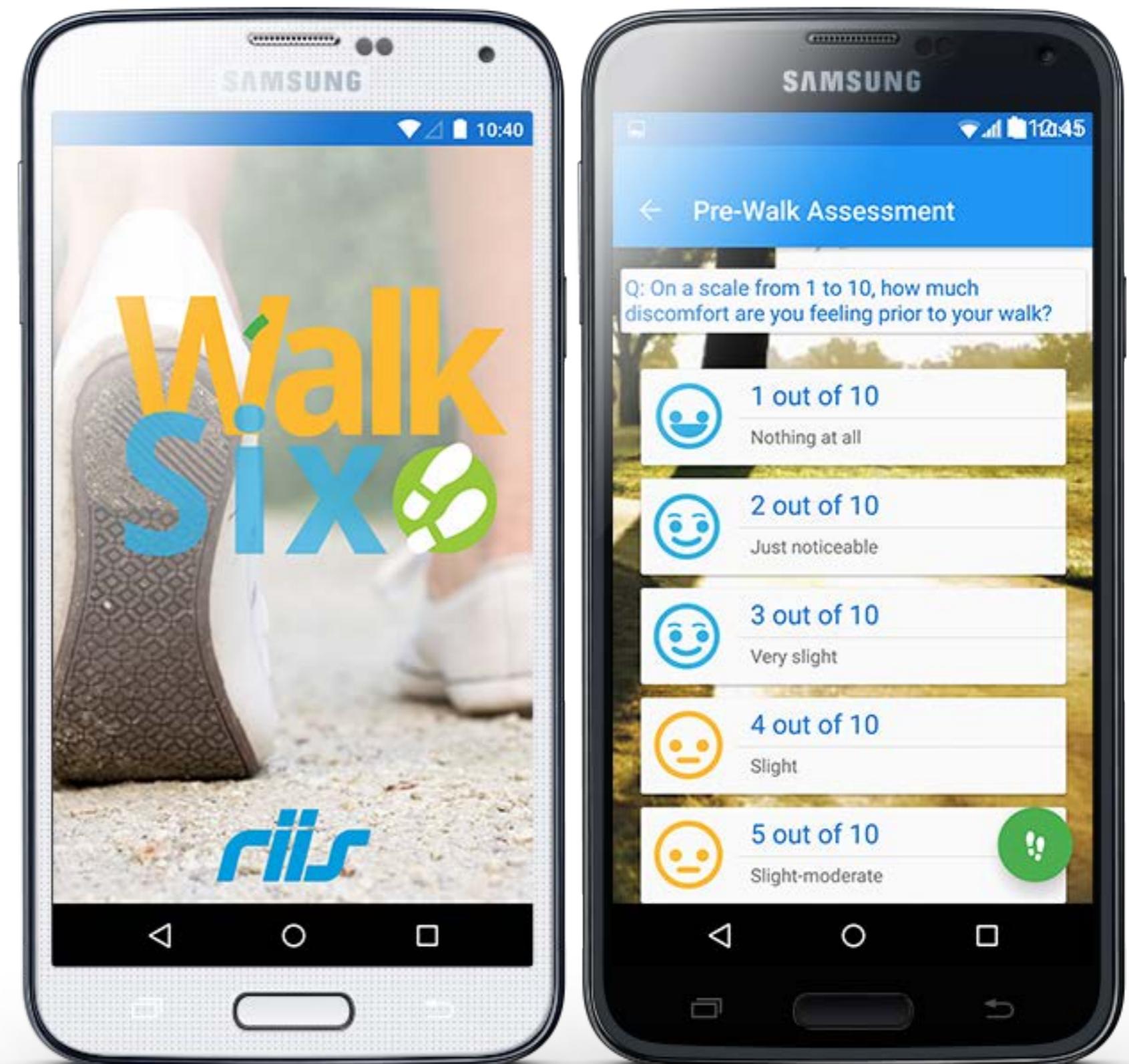
Application Flow

COPD APP

User flow



Samples



PayAnywhere

Experience Design

User Experience (UX) PayAnywhere

- UX Strategy
- UI Design

Team Samples – Tip Experience screen for App



Samples – Checkout/Report Experience

Reports

Sales view **Customer view**

Dashboard (sales)

Drawer

Filter functions

Transactions

Swipe > tab

Sales view **Customer view**

Dashboard (customer)

Drawer

Customer List

Transactions

Swipe < tab

Customer view **Customer name**

Customer Details

Drawer

Customer List

Transactions

Swipe <

Total Revenue \$ | Average Daily Revenue \$ | Lifetime Revenue \$ | Ave Customers per Day # | Ave Daily Churn %

Total Sales | Average Sales
Top Items by Sales | Returns
Top Customers by Sales

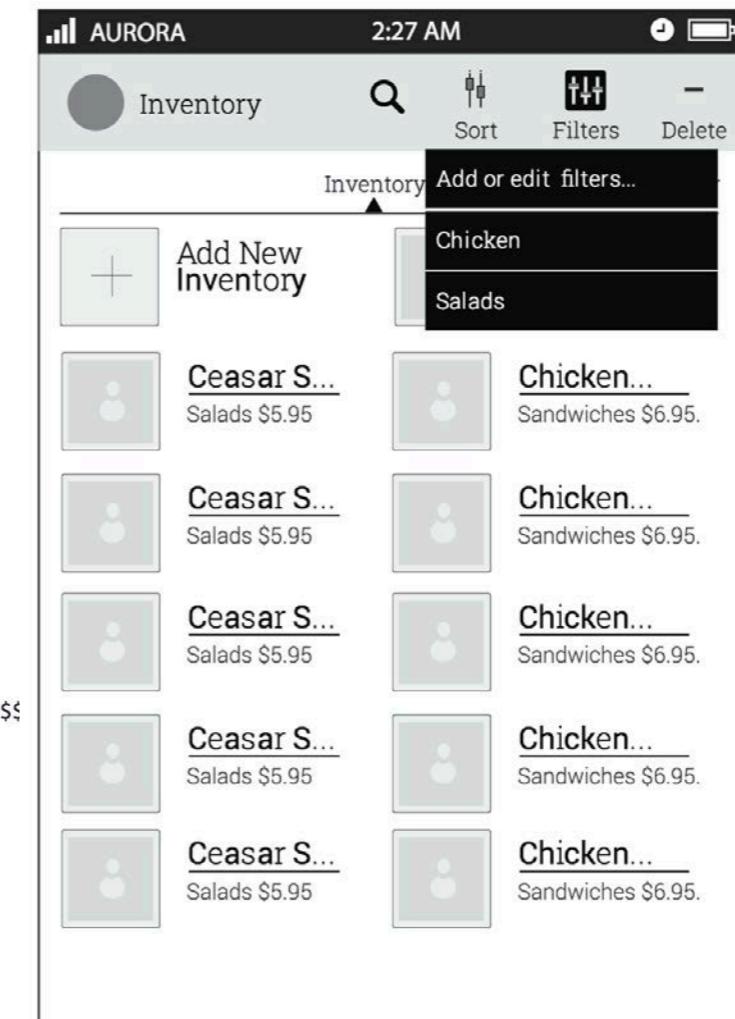
Average Number of Purchases
Top Customers by Sales
Number of Customers by Purchase Frequency
Sales | Returns per Customer

Days to purchase/number of visits

First Order (date) | Last Order (date) | Total Revenue \$\$\$
| Total Orders ### | Average Order Value \$\$\$

Most recent transactions

Total sales | First sale | Last sale | Next sale | Average days



Proposed Filter functionality
Move filter menu to dropdown
allow quick access
Matches functionality of sort

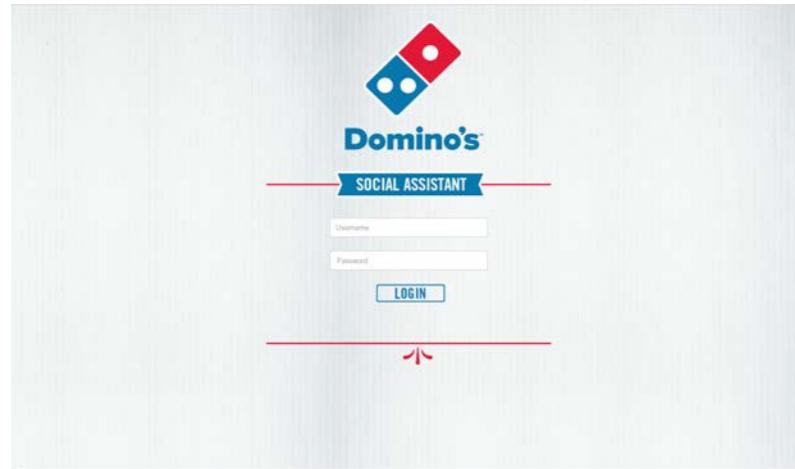
Domino's Custom App

User Experience (UX) Domino's Custom Convention App

- UX Designer
- UX Architecture
- UI Design



Domino's®



Domino's

Contact Admin | Event AdminN | Log out

Contact Details

Photo:

First Name: Last Name: Phone Number:
Store Number: Email Address:
Primary Language: Birthday:
Notes: Anniversary:
Bio:

Drop file here or

Past & Upcoming Events

Tags

Associated Contacts

Cancel Save Changes

Domino's

Contact Admin | Event AdminN | Log out

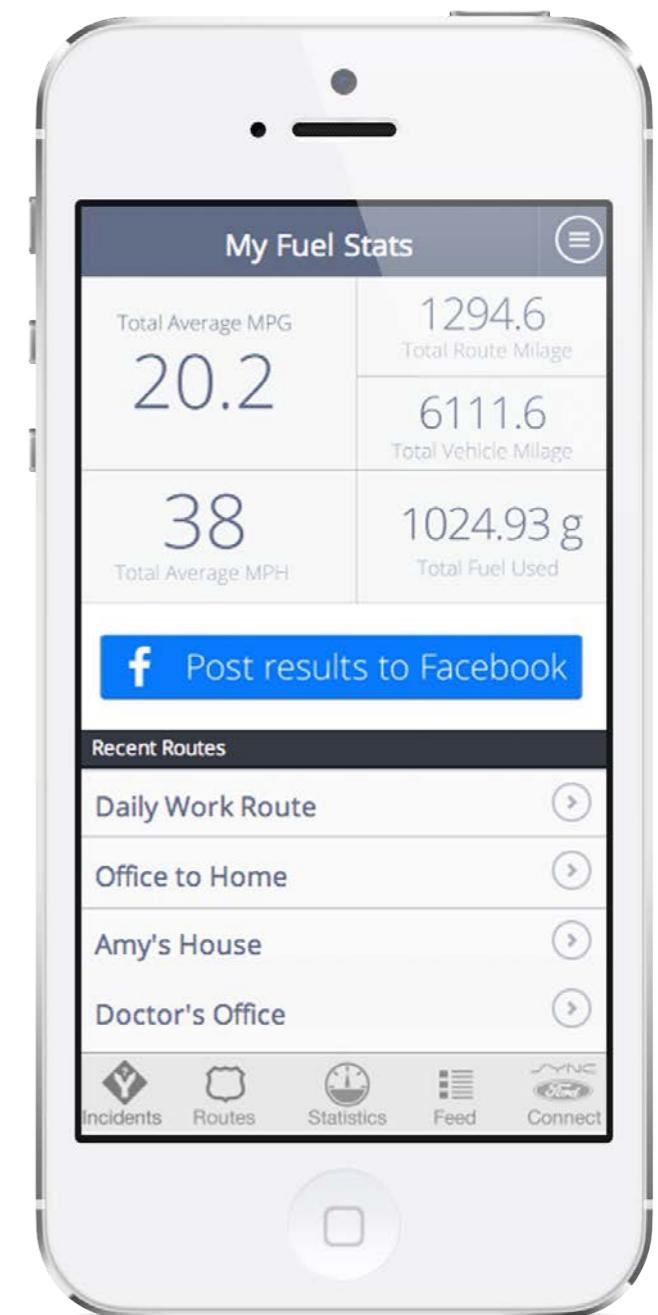
Contacts

Add contact

Images	First Name	Last Name	Store #	Region	State	Email	Active	Tags
	John	Doe	12345	North	CA	j.doe@dominos.com	Active	Foodie
	Jane	Doe	12345	North	CA	j.doe@dominos.com	Active	Foodie
	Mike	Smith	12345	South	FL	m.smith@dominos.com	Active	Foodie
	Sarah	Jones	12345	South	FL	s.jones@dominos.com	Active	Foodie
	David	Williams	12345	East	NY	d.williams@dominos.com	Active	Foodie
	Emily	Johnson	12345	West	WA	e.johnson@dominos.com	Active	Foodie
	Robert	Wilson	12345	East	NY	r.wilson@dominos.com	Active	Foodie
	Alice	Green	12345	West	WA	a.green@dominos.com	Active	Foodie
	Bob	Blue	12345	East	NY	b.blue@dominos.com	Active	Foodie
	Charlie	Red	12345	West	WA	c.red@dominos.com	Active	Foodie
	David	Black	12345	East	NY	d.black@dominos.com	Active	Foodie
	Eve	White	12345	West	WA	e.white@dominos.com	Active	Foodie
	Frank	Yellow	12345	East	NY	f.yellow@dominos.com	Active	Foodie
	Gina	Purple	12345	West	WA	g.purple@dominos.com	Active	Foodie
	Henry	Orange	12345	East	NY	h.orange@dominos.com	Active	Foodie
	Ivy	Green	12345	West	WA	i.green@dominos.com	Active	Foodie
	Jack	Blue	12345	East	NY	j.blue@dominos.com	Active	Foodie
	Karen	Red	12345	West	WA	k.red@dominos.com	Active	Foodie
	Liam	Yellow	12345	East	NY	l.yellow@dominos.com	Active	Foodie
	Mia	Purple	12345	West	WA	m.purple@dominos.com	Active	Foodie
	Noah	Orange	12345	East	NY	n.orange@dominos.com	Active	Foodie
	Olivia	Green	12345	West	WA	o.green@dominos.com	Active	Foodie
	William	Blue	12345	East	NY	w.blue@dominos.com	Active	Foodie
	Hannah	Red	12345	West	WA	hannah@dominos.com	Inactive	Foodie
	Benjamin	Yellow	12345	East	NY	benjamin@dominos.com	Inactive	Foodie
	Madison	Purple	12345	West	WA	madison@dominos.com	Inactive	Foodie
	Lucas	Orange	12345	East	NY	lucas@dominos.com	Inactive	Foodie
	Charlotte	Green	12345	West	WA	charlotte@dominos.com	Inactive	Foodie
	Levi	Blue	12345	East	NY	levi@dominos.com	Inactive	Foodie
	Scarlett	Red	12345	West	WA	scarlett@dominos.com	Inactive	Foodie
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	Wyatt	Orange	12345	East	NY	wyatt@dominos.com	Inactive	Foodie
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	Emilia	Green	12345	West	WA	emilia@dominos.com	Inactive	Foodie
	Lucas	Blue	12345	East	NY	lucas@dominos.com	Inactive	Foodie
	Charlotte							

Design Samples

User Interface Design



User Interface Design

The image displays two distinct user interface designs side-by-side.

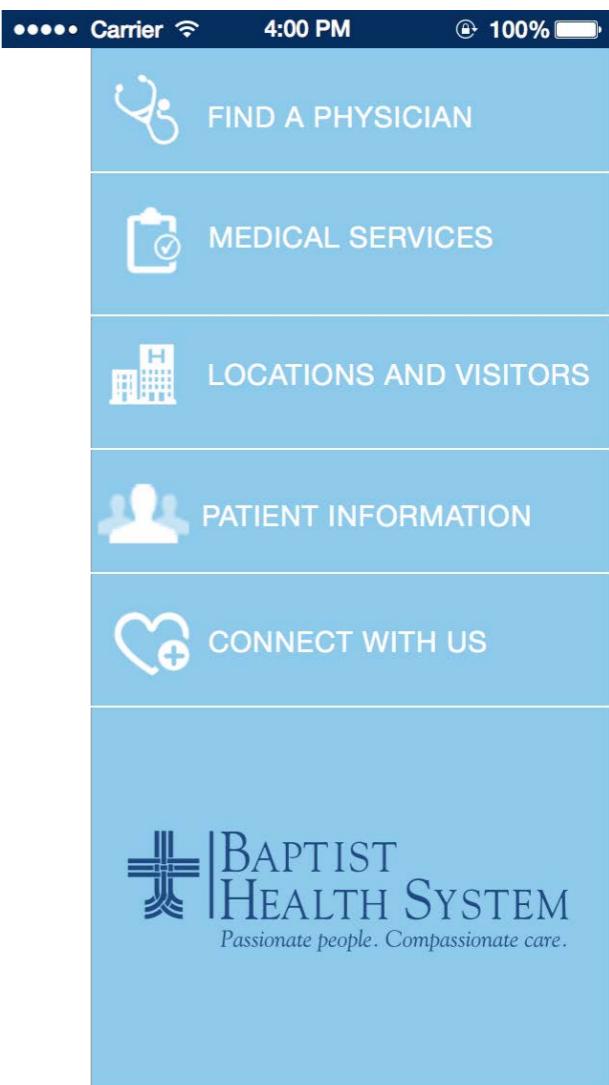
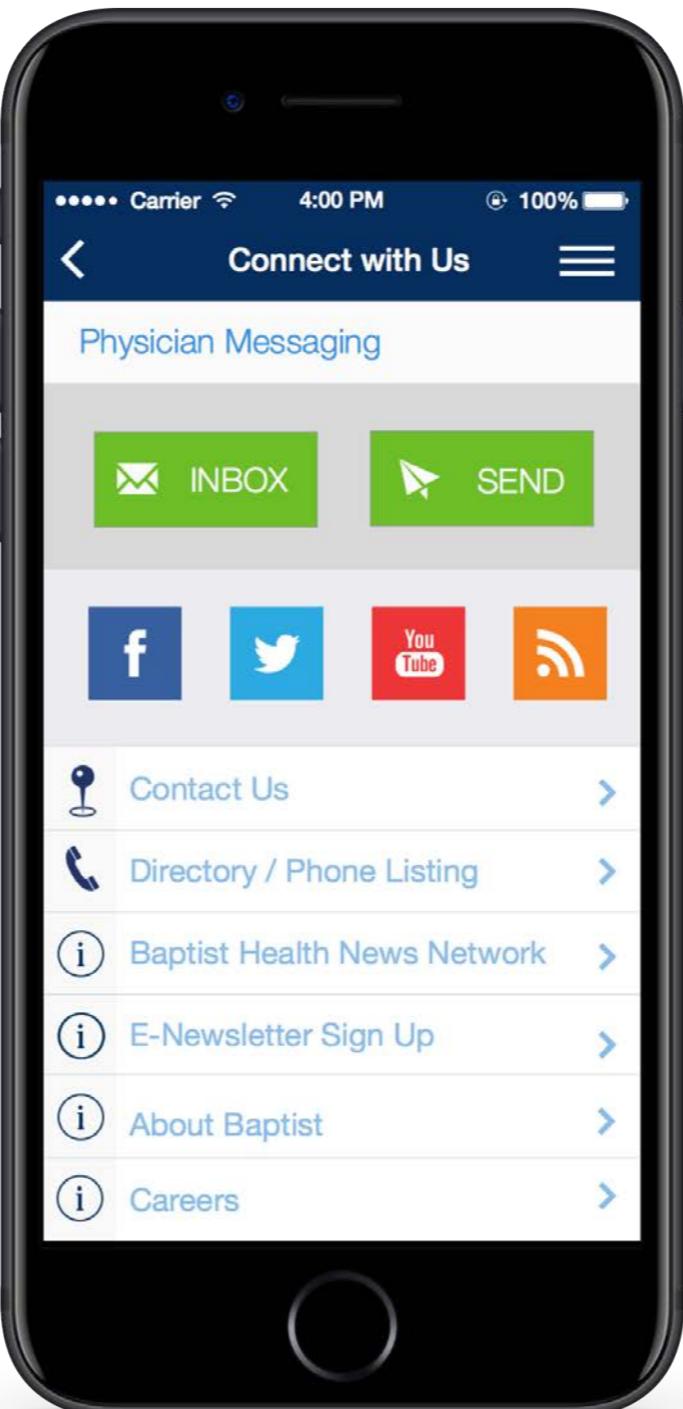
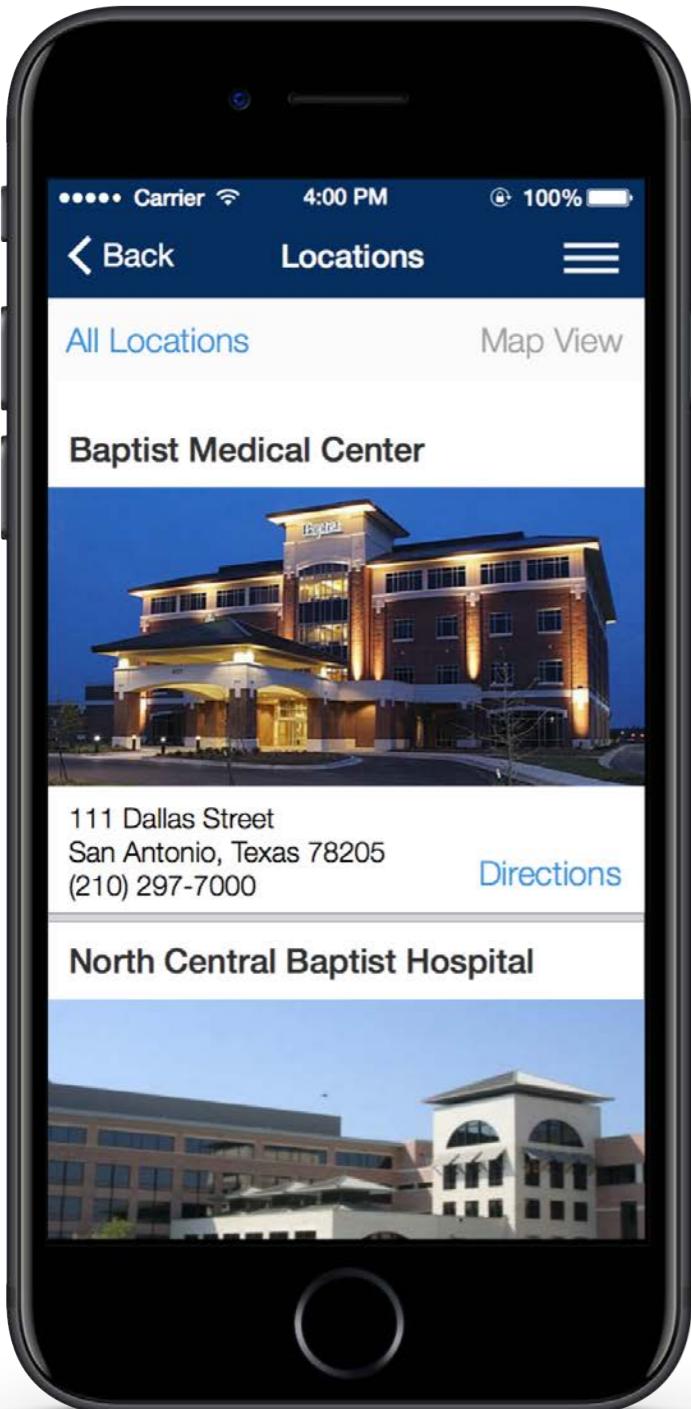
Left Side (Desktop Form):

- Header:** Step 1 → Step 2 → Finish
- Title:** Create New Idea
- Text:** Based on the idea you created, you need to submit form 2g-MAG prior to submitting this idea.
- File Upload:** Upload File Select File
- Radio Buttons:**
 - Upload Later
 - email me a link to upload later
- Buttons:** Back, Continue

Right Side (Mobile App):

- Header:** ACTIVITIES, Jim
- Content:**
 - Welcome to IdeaConnect**
 - Idea Queue:** 45 Ideas Approved, 213 Ideas Submitted, 21m Financial Impact
 - Submit Idea:** Start
 - Idea Queue List:**
 - Approved Ideas (14)
 - Pending Ideas (2)
 - Rejected Ideas (1)
 - Closed Ideas
 - Total Submissions:** 200
 - Acquisition:** 26, 15, 7, 26, 62, 12%
 - Activity Stream:**
 - 2 minutes ago: Steven created an account
 - 12:30: your idea got a high five
 - 11:11: there was a status change
 - Thu, 12 Jun: You unlocked a new badge

User Interface Design



User Interface Design

DYMO LabelWriter 450 series

labelwriter.com

DYMO

Introducing the New LabelWriter 450 Printers

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- Print US postage, paper office labels, plus DYMO D1 tape labels in plastic, nylon and permanent polyester.

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Label faster and mail smarter.

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Connect the DYMO LabelWriter® 450 label printer to your PC or Mac®, and you're ready to print impressive address labels, shipping labels, file folder labels, name badges, inventory labels, barcode labels and more – all without the extra work and hassles of printing sheet labels on a standard desktop printer.

- Print up to 51 labels a minute (based on a 4-line address label)
- Uses thermal printing technology – no expensive ink or toner needed, ever
- Conserve power with new "sleep mode"
- Print crystal-clear text, graphics and barcodes with improved 600 x 300 dpi graphics mode
- Label, mail, and file smarter with proprietary DYMO Productivity Software, featuring the new DYMO Label v8, DYMO File™ and Address Fixer

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DYMO USB Postal Scale

With the DYMO® five-pound USB postal scale and the DYMO Stamps® software, you are ready to print precise postage labels for your DYMO LabelWriter® 450 Turbo, LabelWriter® Twin Turbo, or LabelWriter® Duo printer.

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CardScan® Executive

Product Reviews

Great Product

By Accounting Gal from Augusta, GA on 5/22/2009

Pros: Crisp Printing, Durable Labels, Easy Controls, Easy Setup, Prints Fast, Quiet, Versatile
Best Uses: Address Printing, General Use, Postage Printing
Occupation: Assistant
Describe Yourself: Value Oriented
Primary Use: Business
Bottom Line: Yes, I would recommend this to a friend

I love this label writer. It's easy to use and looks professional. As an accountant, it's very important for my clients to know that I take great care in my work, from start to finish. My LabelWriter is a great and easy way to show my clients how much pride I take in my job.

Write a review

User Interface Design

The image displays two side-by-side screenshots of the CinéBistro website, showing different pages of the user interface.

Left Screenshot (Locations Page):

- Header:** CinéBistro MOVIES WITH TASTE®
- Main Content:** A large image of people at a bar counter with the text "SOCIAL EVEN IF YOU'RE ALONE". Below it is a section titled "THE CINÉBISTRO® EXPERIENCE" with a smaller image of people in a theater.
- Sidebar:** A vertical list of locations:
 - Atlanta, GA - Town Brookhaven
 - Baltimore, MD - The Rotunda (Opening Early 2017)
 - Cary, NC - Waverly Place
 - Doral, FL - CityPlace Doral (Opening Early 2017)
 - Hampton, VA - Peninsula Town Center
 - Liberty Township, OH - Liberty Center
 - Miami, FL - Dolphin Mall
 - Richmond, VA - Stony Point Fashion Park
 - Sarasota, FL - Southgate
 - Tampa, FL - Hyde Park Village
 - Tampa/Wesley Chapel, FL - Grove 16
 - Vail, CO - Solaris
- Footer:** cinebistro.com/locations.php

Right Screenshot (Homepage):

- Header:** CinéBistro MOVIES WITH TASTE®
- Main Content:** A large image of a bowling alley and a pool table. Below it is the text "9-LANE BOWLING ALLEY, GAMING CENTER AND COZY LOUNGE (HAMPTON, VA)".
- Guest Testimonial:** A circular badge with the text "ONE OF THE TOP 8 THEATERS REDEFINING THE MOVIEGOING EXPERIENCE" and a quote from Entertainment Weekly.
- Call-to-Action:** HEAR WHAT OUR GUESTS ARE SAYING!
- Text:** Service is outstanding. The food is delicious. CinéBistro is how a movie experience should be. Keep up the good work! CinéBistro is my new movie theater destination!
Debbie G. – Hampton, VA
- Sections:**
 - THE CINÉBISTRO® EXPERIENCE
 - LOCATIONS - TICKETS
 - GIFT CARDS
 - BOOK YOUR EVENT
 - PLAN YOUR NEXT SPECIAL EVENT AT CINÉBISTRO®!
- Image:** A graphic of a gift card with the CinéBistro logo and a red ribbon.
- Text:** The perfect setting for private, corporate and charity events... large or small!
- Link:** FIND OUT MORE >

Process

Personas

	Persona A (New Takeovers)	Persona B (Mom & Pop)	Persona C (Mega Park)	Leslie	Dennis	Margaret
Personal Demographics	40 years old, married, kids still in school, new to the industry	50-70 years old, traditional baby boomers who are set in their ways.	Corporate owned single or several parks			
Career Path	They are tired of corporate America, have made enough money and started their private campground as a retirement investment. They love the outdoors, but their main goal is to make money and grow their business. They've done their research and know that there is money to be made in campgrounds/RV parks.	They enjoy camping and opened a campground in the 70s because of their passion for it. They enjoy sharing the experience with their guests and being a part of the local fabric. They initially had a different career path and turned to this because it allows them to spend more time outdoors and with their family.	Corporate owned. They have experienced growth due to a large amount of capital and/or acquiring other campgrounds in the area. They are driven by the desire to be the best destination and provide a variety of amenities.			
Geography	Rural	Rural	Suburban. Close to big cities, tourist attractions and entertainment in the area.			
Size, Revenue, Employees	50-150 sites. More inclined to have people help them and not just running it themselves. Usually 5-10 employees. Kids are still in school, so they might hire an onsite manager to run everything. Main goal is to make a profit and grow.	50-150 sites. Profit isn't a huge concern - it's more about personal fulfillment/the experience. They put money back into their business and are happy breaking even. 5 or less employees, kids work for them. Sometimes they let people stay for free or reduced rent if they provide labor.	More than 500+ sites for each park. 35-100 full-time employees year-round. They don't have an off/on season mentality. They feature big attractions, like water parks. They are extremely profitable.			
What does success look like?	They view their campground as an investment and want to grow and make a profit.	They gauge their success on their customers happiness and being able to provide for their family and spend time outdoors. Customer loyalty is huge and they pride themselves on return customers.	They gauge their success on being the biggest and the best destination. They want to attract more people every year and grow.			
What does a typical day look like?	They might have 2 jobs starting out - one in the city and one as a new owner of a campground. They don't live onsite, since their kids are young and still in school. They've hired a handful of employees and an onsite manager to run everything during this transition period. They are focused on improving/renovating their investment. They probably purchased a rundown Mom & Pop campground and are spending a lot of time and money on maintenance/repairs/upgrades. They understand they need marketing/an online presence, but they have a cash flow issue. They see the value but may not be able to purchase at the moment. They know the industry and value research, but they need help running the park.	No Internet. They live onsite. Mom is running the office, answering the phone, checking people in/out, running the gift shop/small convenience store. Dad is out in the park all day, taking care of any issues (water lines, electricity, outdoors repairs, etc.)	Constant activity at all touch points. 100 full-time employees manning their specific stations/roles.	<ul style="list-style-type: none"> • Program manager • Key influencer • Industry vet • Came up through ranks • 10+ yr experience • Wears a lot of hats • Busy • Steward to all • Dedicated 	<ul style="list-style-type: none"> • Mid-40's • Licensing manager • He lives what he does (He is a Sportsman, hunts and fishes) • Loyal/dedicated to industry (Career government - have moved up) • Parental protection of customers - Protective of rights • Business acumen - Driven by data now- Less technically inclined but changing • Shrewd & tactical - They dress the part 	<ul style="list-style-type: none"> • Baby Boomer • Park Owner • Key Decision Maker • Face of Business • Gateway • PEOPLE MINDED • RELATIONSHIP BASED • Set in her ways • Slow to Change • Not an early adopter
Biggest Challenge		It's hard for them to find good help because they can't afford to pay employees well. They're worried about state parks as competitors and don't like to be listed anywhere near state parks.	Efficiency - moving the most people through the park the most efficient way. For example, how do they check in up to 600 RVs on a Friday night?			
Where do they find new information about the industry?	They attend ARVC meetings/tradeshows, research online and compare solutions	They feel like they have nothing to learn. They've been doing it for 30 years, so they feel like they know everything there is to know. They rely on their experience, word of mouth and compare themselves to other campgrounds in the area.	ARVC meetings/tradeshows - they are a thought leader			
Publications	Internet news. They are still discovering camping publications, but might know of a few big ones.	Local newspaper, Field & Stream magazines, Guns & Ammo	Association/camping publications, online articles/reports			

Personas

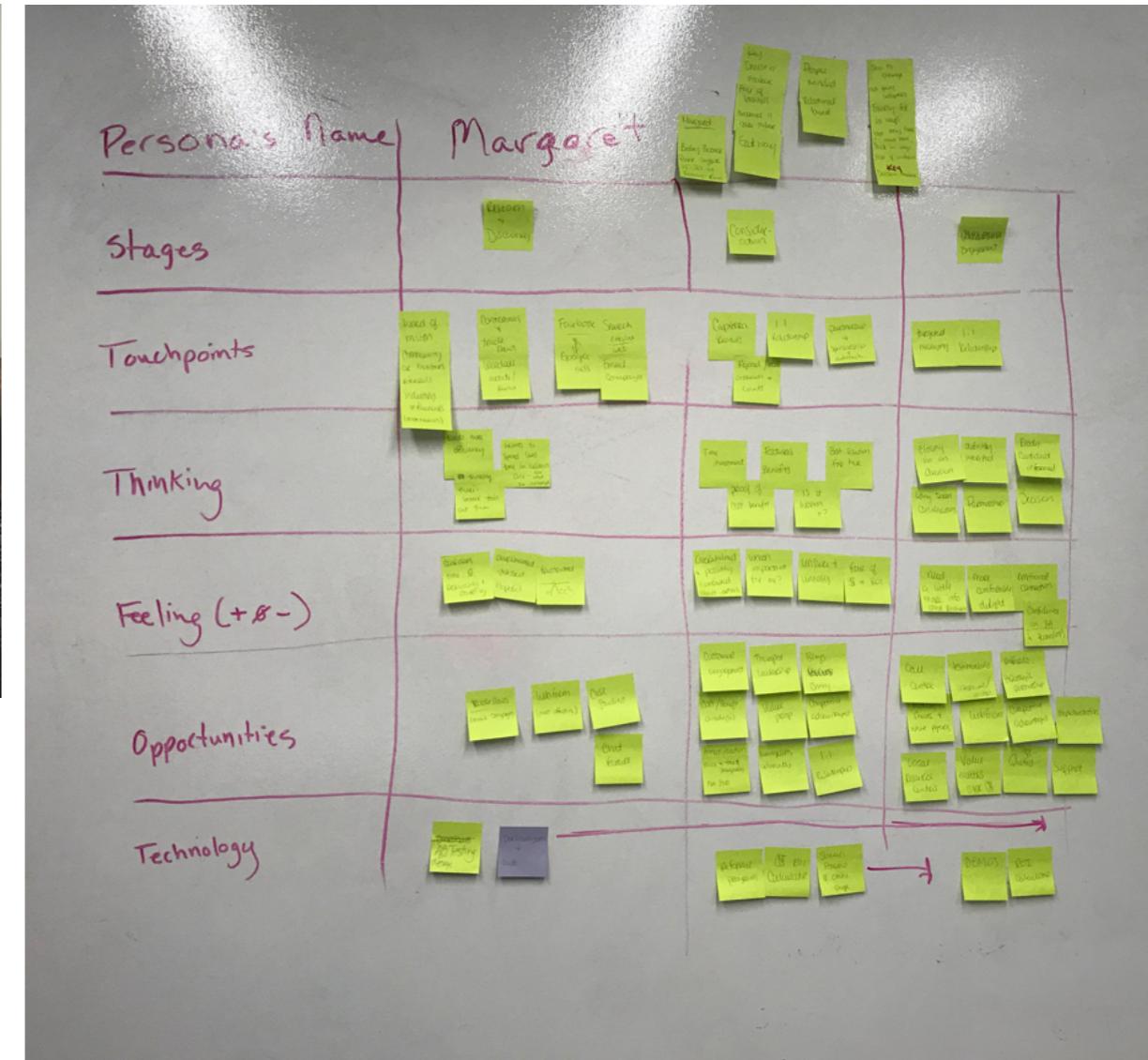
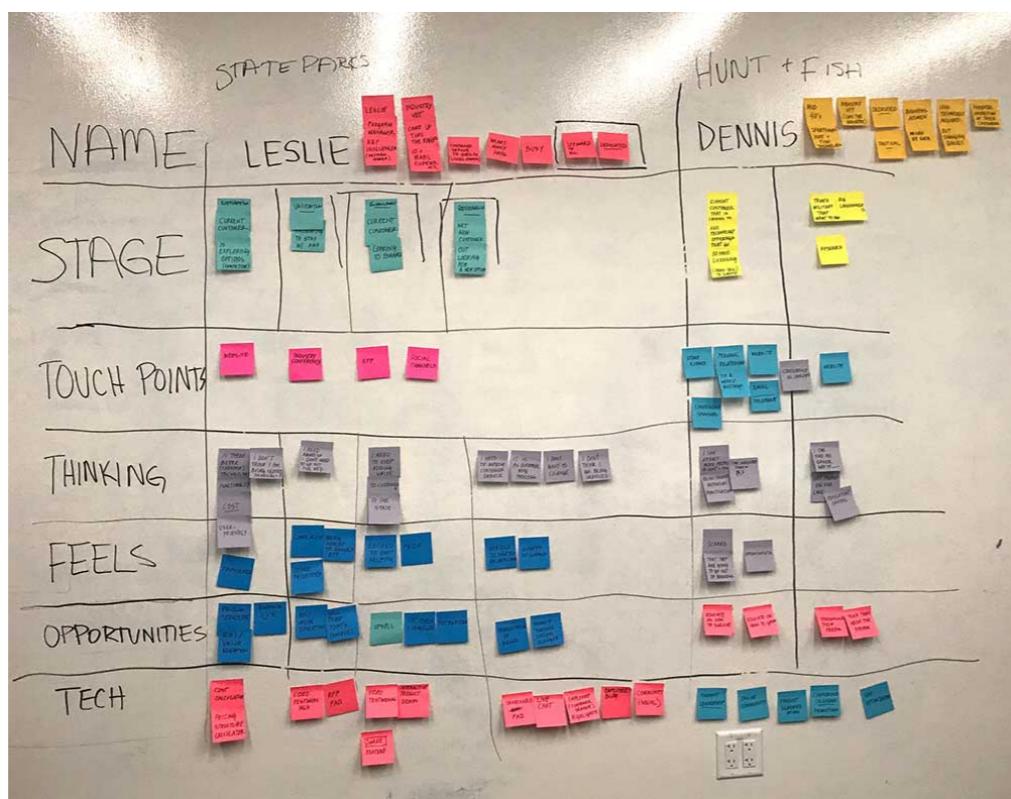
PROJECT: CNX

Speed & Agility	Believes Believes that focus, culture and leadership drive real change
	Background Charlie reports to the CEO, who has given Charlie the mandate to better align IT with their business priorities – largely attracting, retaining and engaging customers and driving growth. Charlie has been charged with making the business more agile, more mobile and faster to implement change. Charlie has been in IT his entire working career and is excited that his roles and responsibilities can more directly drive business results.
Demographic Male 51 years Boston Married 4 Kids CIO	Goals <ul style="list-style-type: none">To provide the necessary technology infrastructure to make lives easier for employees to perform their jobs betterTo stay up-to-date about latest trends, challenges and innovations happening with technology Needs <ul style="list-style-type: none">Introduce technology solutions that improve productivity and reduce costsEnsure his partners are solid with a solid track record, ideally with an impressive customer rosterEnsure his partners have a roadmap/path to the future and that he will be supported for the long term Quote  "We need to meet CNX. It's clear they can help us navigate transformation without moving off IBM i. And they appear to know how to balance what's good for IT and business." Motivations <ul style="list-style-type: none">Quickly understand CNX's platform and servicesUnderstand if CNX has a platform that will enable him to drive change for his businessDetermine if CNX has ability to deploy the platform and help him manage through changeGauge what CNX's level of support and commitment to service will be once the platform is up and running Frustrations <ul style="list-style-type: none">Many plans, little timeHas been burned in the past with technology providers that overpromise and under deliverWants to make sure his partners are solid with a track record and impressive customer roster
Brands and influences  BUSINESS TECHNOLOGY LEADERSHIP	

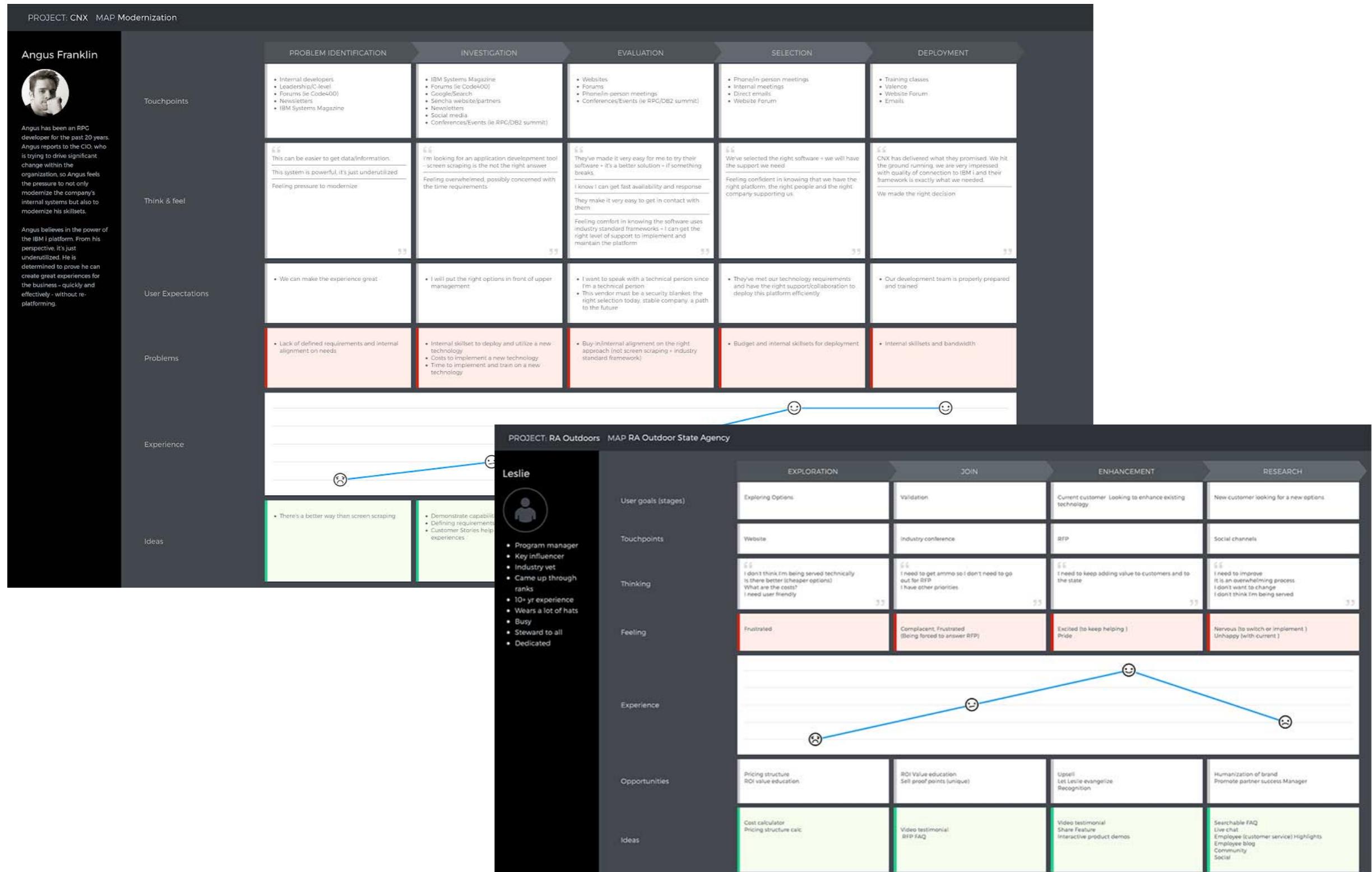
PROJECT: CNX

Modernization	Believes Believes technology change is the easy part, getting people to change is the hard part
	Background Angus has been an RPG developer for the past 20 years. Angus reports to the CIO, who is trying to drive significant change within the organization, so Angus feels the pressure to not only modernize the company's internal systems but also to modernize his skillsets. Angus believes in the power of the IBM i platform. From his perspective, it's just underutilized. He is determined to prove he can create great experiences for the business – quickly and effectively - without re-platforming.
Angus Franklin Male 45 years California Married Senior Software Engineer Prospective Customer	Goals <ul style="list-style-type: none">To keep the business runningTo put the right options in front of leadershipTo have his team be extremely productive while keeping business users happy Needs <ul style="list-style-type: none">When the business comes with a new request, being able to meet that in a timely manner without screwing up the rest of the systemChange management: getting internal team members to think about building smaller pieces that are decoupled from the core of the platformTechnology that provides for easier development, maintenance, for development, and future changesAssurance that someone is going to be there, and that its technology partner will be there to help when needed Quote  "Valence fits the bill. It's a modern approach to building modern enterprise applications." Motivations <ul style="list-style-type: none">Quickly understand the Valence platform and its capabilitiesAbility to "try" the software before engaging with CNXUnderstand how quickly he and his team can be efficient and productive – based on the technology as well as CNX's training and support Frustrations <ul style="list-style-type: none">Internal disagreement about the viability of IBM i as the right platform for the businessOverwhelmed, possibly concerned with the time requirements to deploy a new solutionHas been burned in the past with technology providers that overpromise and under deliver
Brands and influences 	

User Journey Map



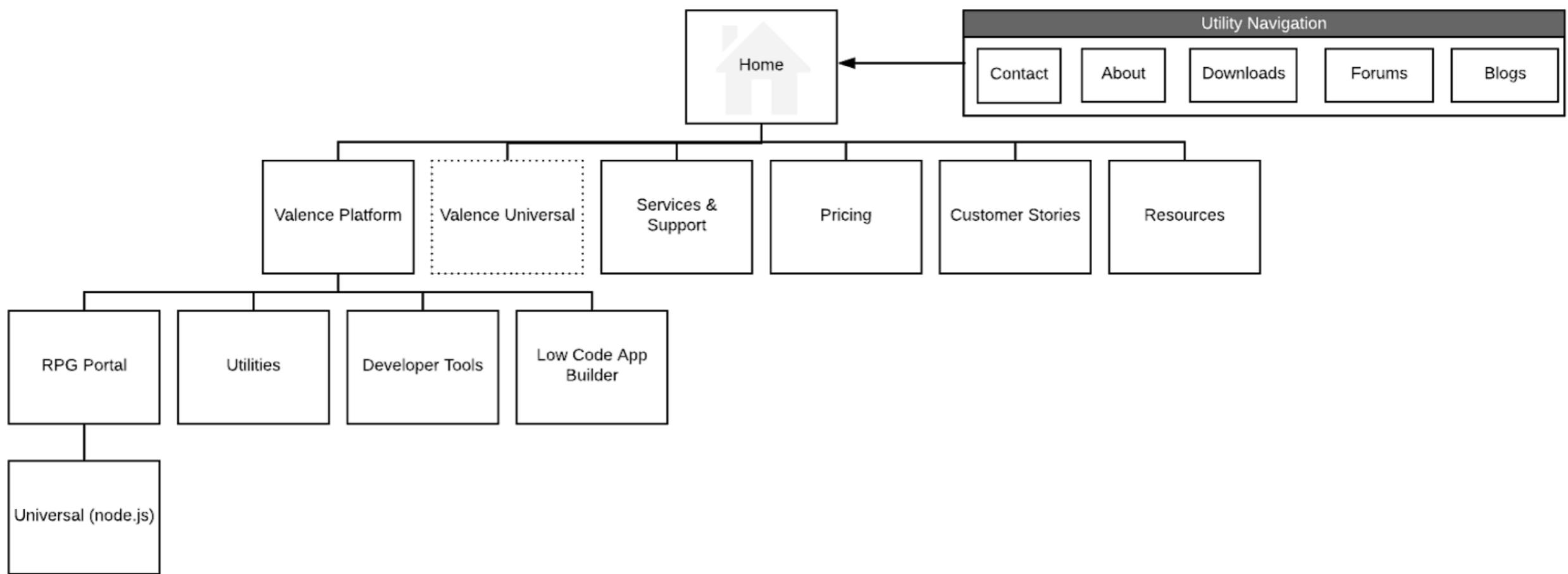
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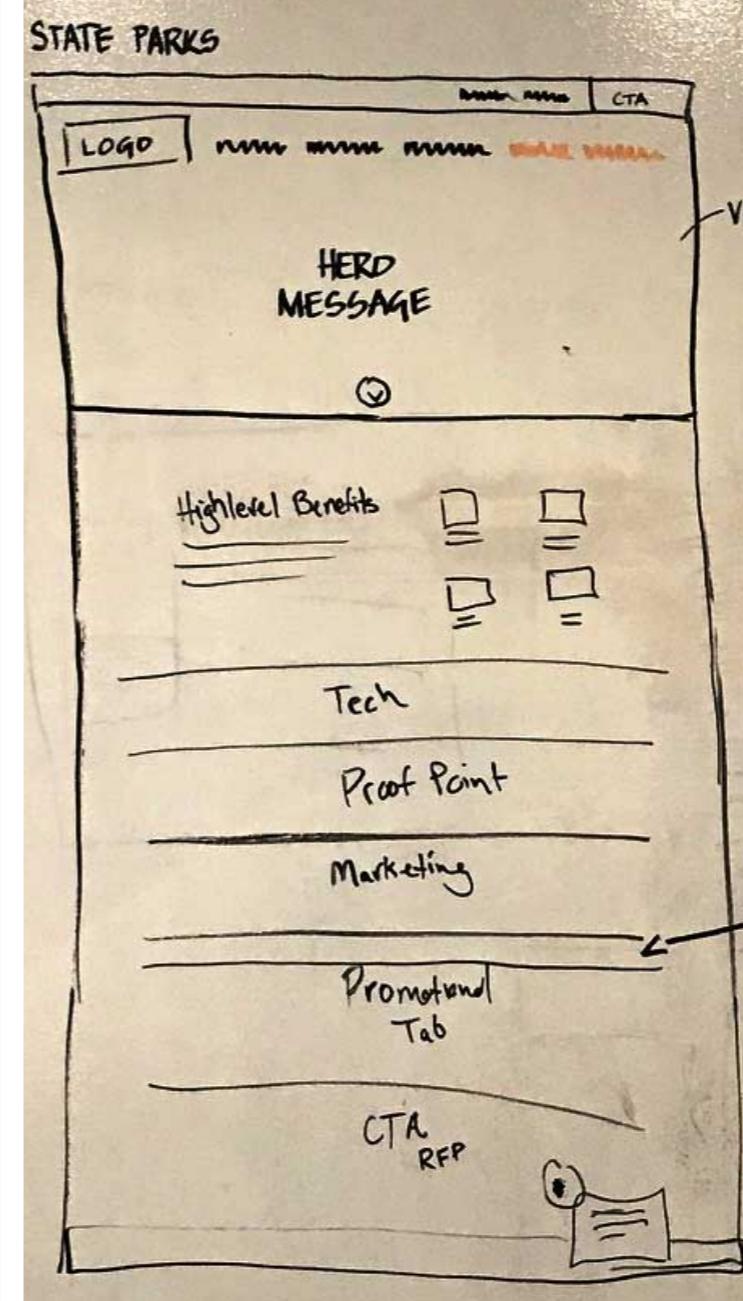
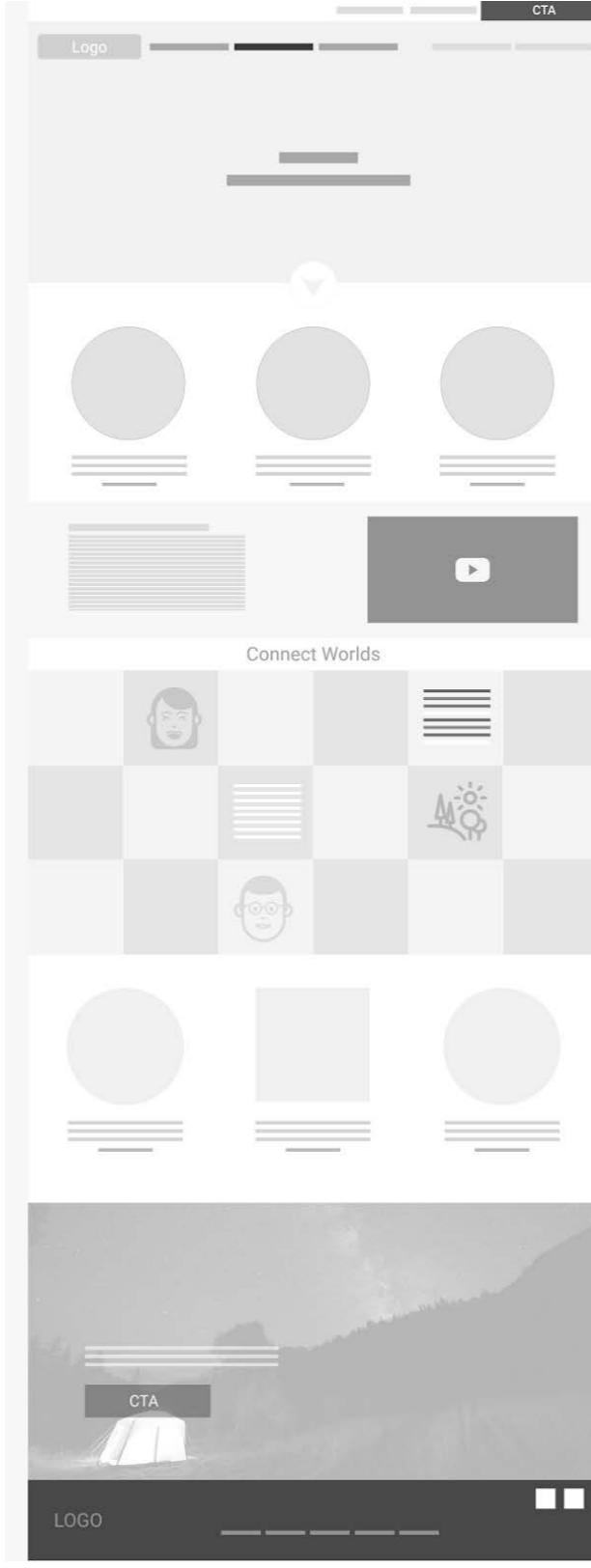
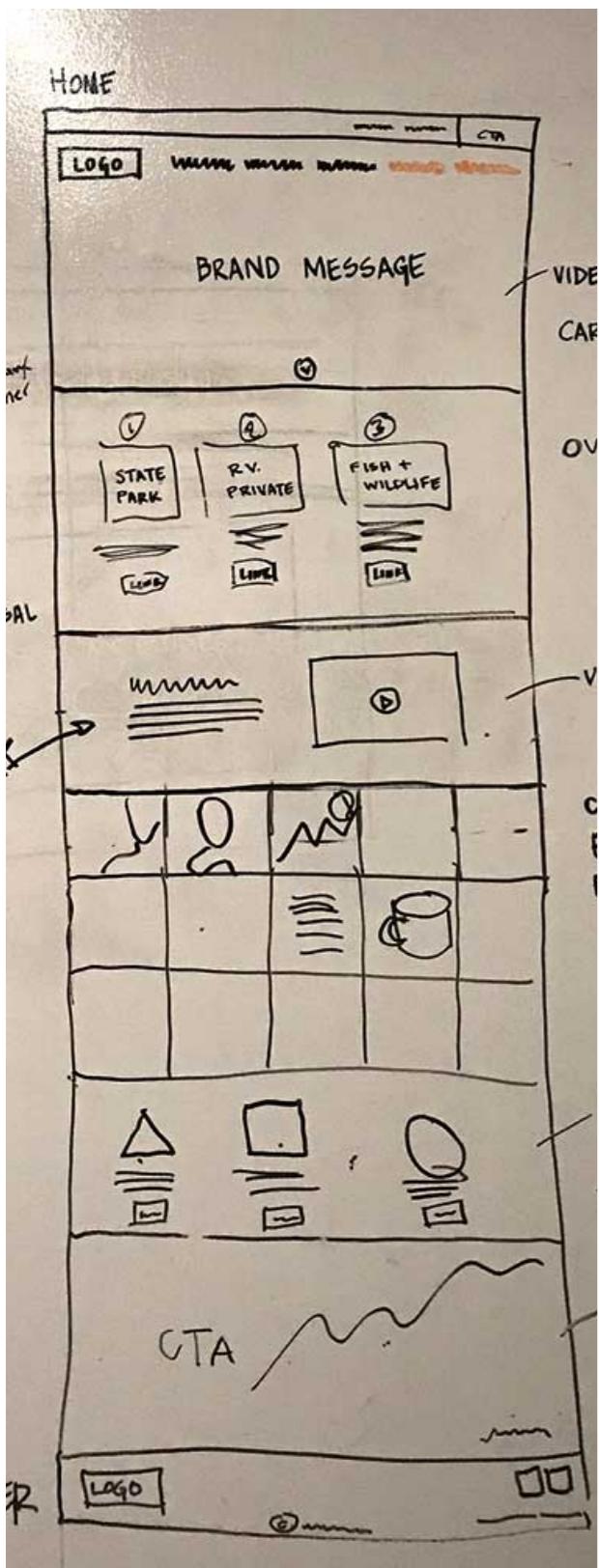
Site Architecture



Site Architecture



From wireframe to provocation



Wireframes

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The image is a vertical collage of screenshots from the Valence software. At the top left is the CNX logo. The top right contains links for Contact, Services & Support, Pricing, Customer Stories, Resources, and a phone number (842) 477-2462. Below these are several sections: 'What is Valence?' with a checkmark icon, 'How Valence Works' with four circular icons (Portal, Entities, Business Tools, Relations), 'What is Valence Universal' with a checkmark icon, 'Build powerful apps fast with NitroQuery' with five circular icons, and 'Valence Trial' with a checkmark icon. Each section includes descriptive text and a 'Learn more about...' link.

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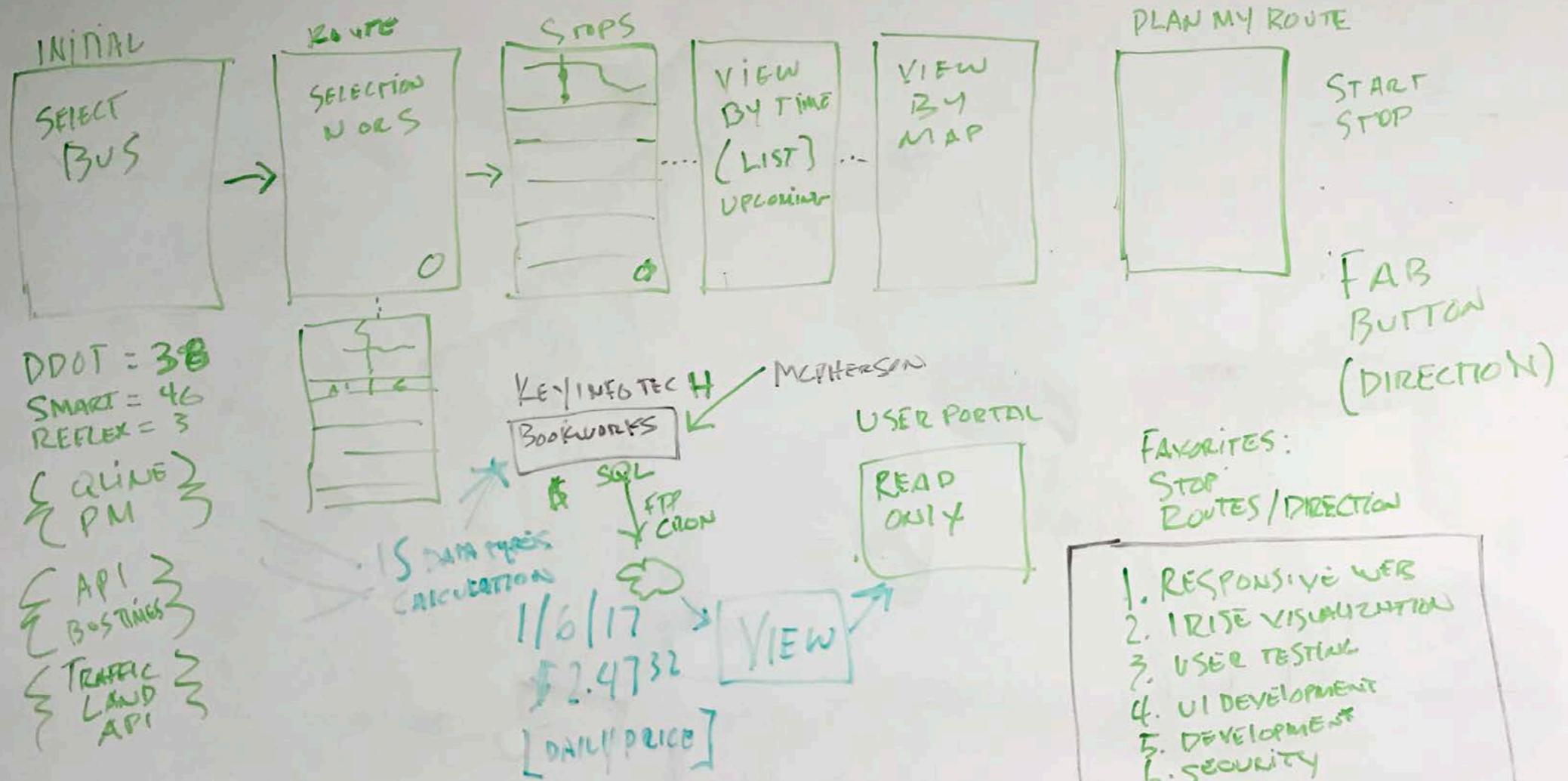
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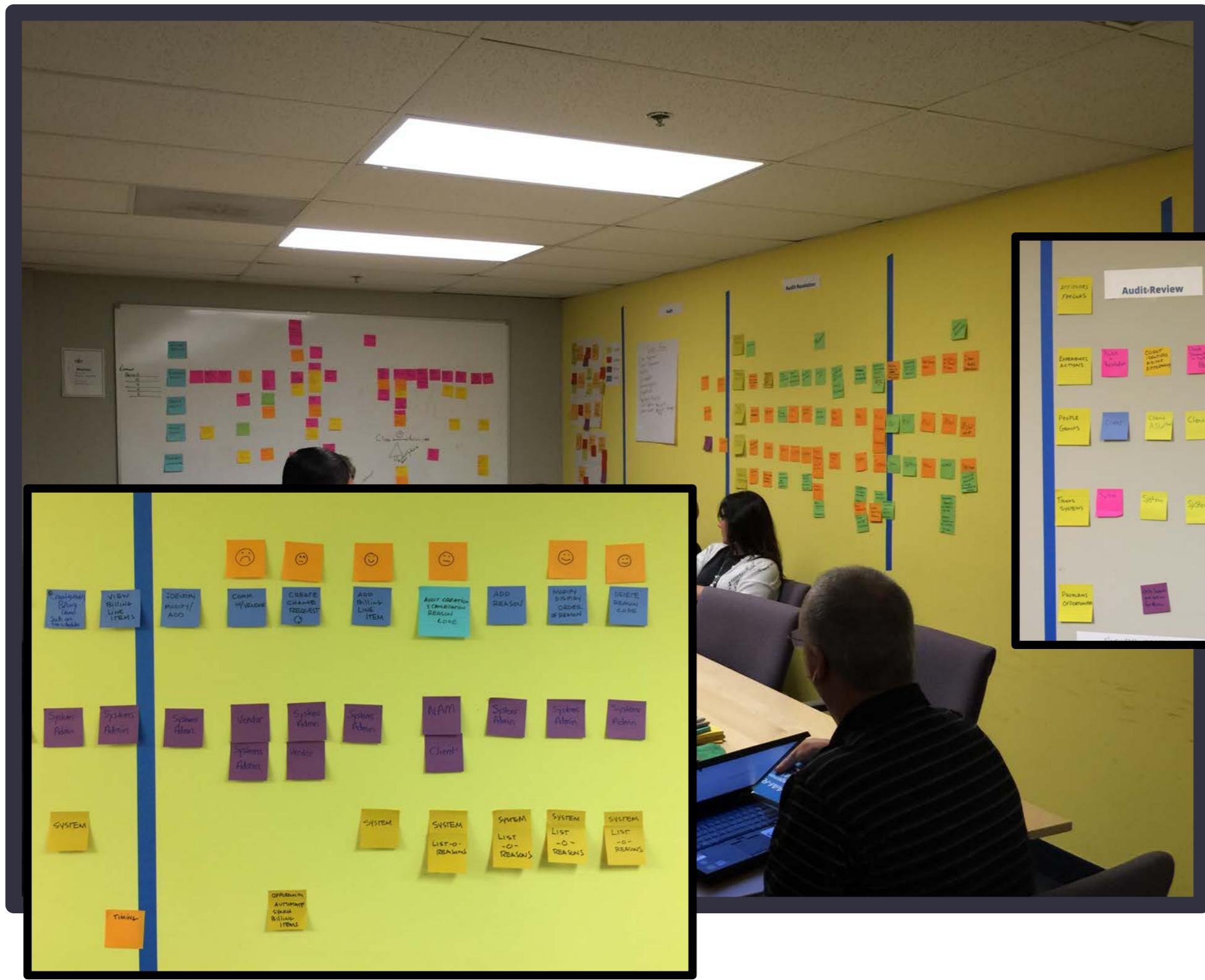
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