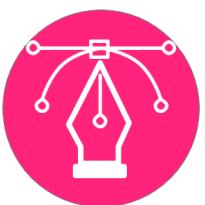


UI/UX DESIGN PORTFOLIO

Raysa Suarez



Who am I?

I am a creative, dynamic and positive person who loves meeting new people and creating meaningful connections.

I love the visual language of UI but as a UI/ UX designer, my purpose is not only to render good visual or good-looking products but to create intuitive and human centered design that will facilitate people's experiences and lives.

With a background in Front End Web Developing, I'm able to combine design and front-end coding in my daily work which allow me to be focused on solving digital problems by translating research and feedback into accessible visual designs using HTML5, CSS3, Sass, Bootstrap and DOM Manipulation.

My B.A in Foreign languages and ability to speak English, Spanish and French allow me to work collaboratively with a team composed of different nationalities.

Outside of work, I'm a passionate about fitness, healthy nutrition, reading, walks along the beach, learning new skills and illustration.



02

ABOUT ME

PRESENTATION

GENERAL TALENTS & ABILITIES

Mastering

- HTML5
- CSS3
- Sass
- Bootstrap
- Adobe Creative Suite
- Sketch
- InVision
- Figma
- Principle
- Zeplin
- Git
- Microsoft Office

Languages

- English (Excellent)
- Spanish (Excellent)
- French (Advanced)

03

ABOUT ME

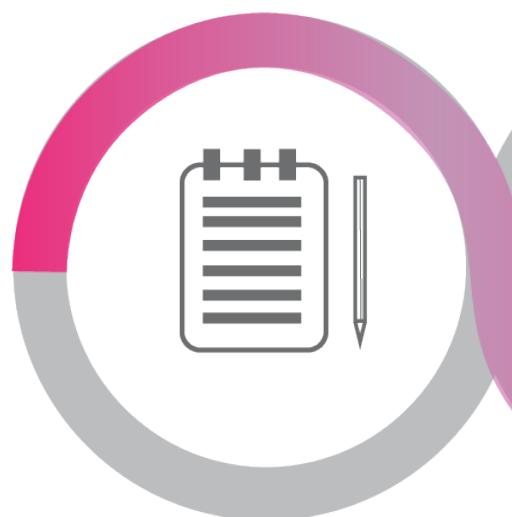
GENERAL TALENTS & ABILITIES

UX SKILLS & USER CENTERED DESIGN

I like to focus on how a product looks but also on how it will work and how it will interact with users.

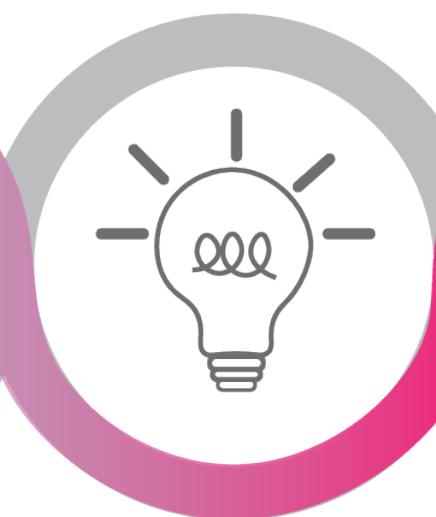
I like to understand Users needs and to translate them into designs.

I enjoy the entire UX process.



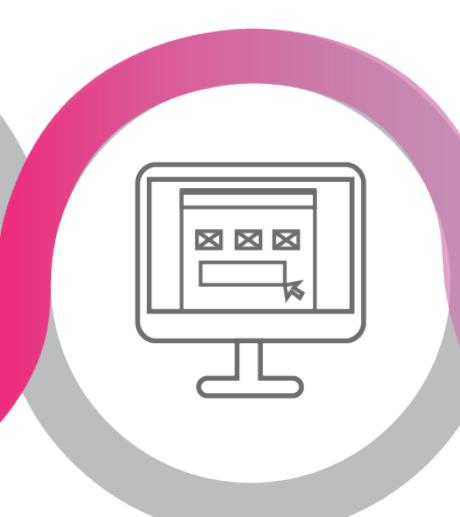
Research

User Observations
Pain Points
Discovery
Personas Creation



Ideation

Create the best solutions.



Prototyping

Develop sketches,
wireframes &
prototypes.



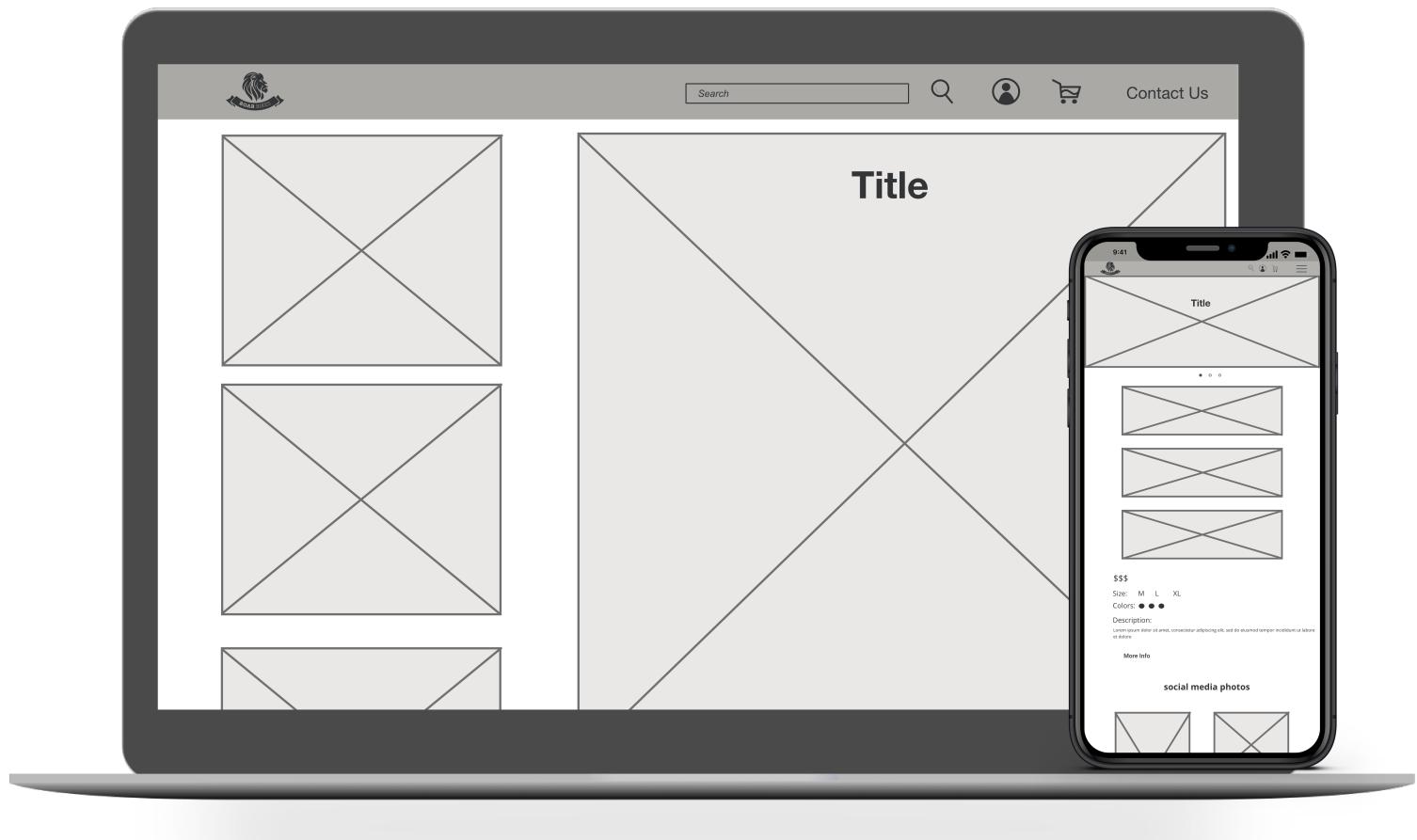
Test & Review

User Testing
Review with
customers.

RESPONSIVE DESIGN

Responsive Design is a MUST and one of my main goals as a designer is to create friendly-responsive designs able to transform without loosing their meaning and function.

I always like to design taking into account the future responsiveness of a product. That's a good practice.



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ABOUT ME
RESPONSIVE DESIGN

GRAPHIC DESIGN & PROTOTYPING



I like to be creative and pursue one of my passions: drawing.

I'm a rapid prototyper able to create paper sketches and low, mid and high-fidelity wireframes.

I'm very comfortable with programs like Sketch, AdobeXD, InVision, Figma, Zeplin & Principle.

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ABOUT ME

GRAPHIC DESIGN & PROTOTYPING

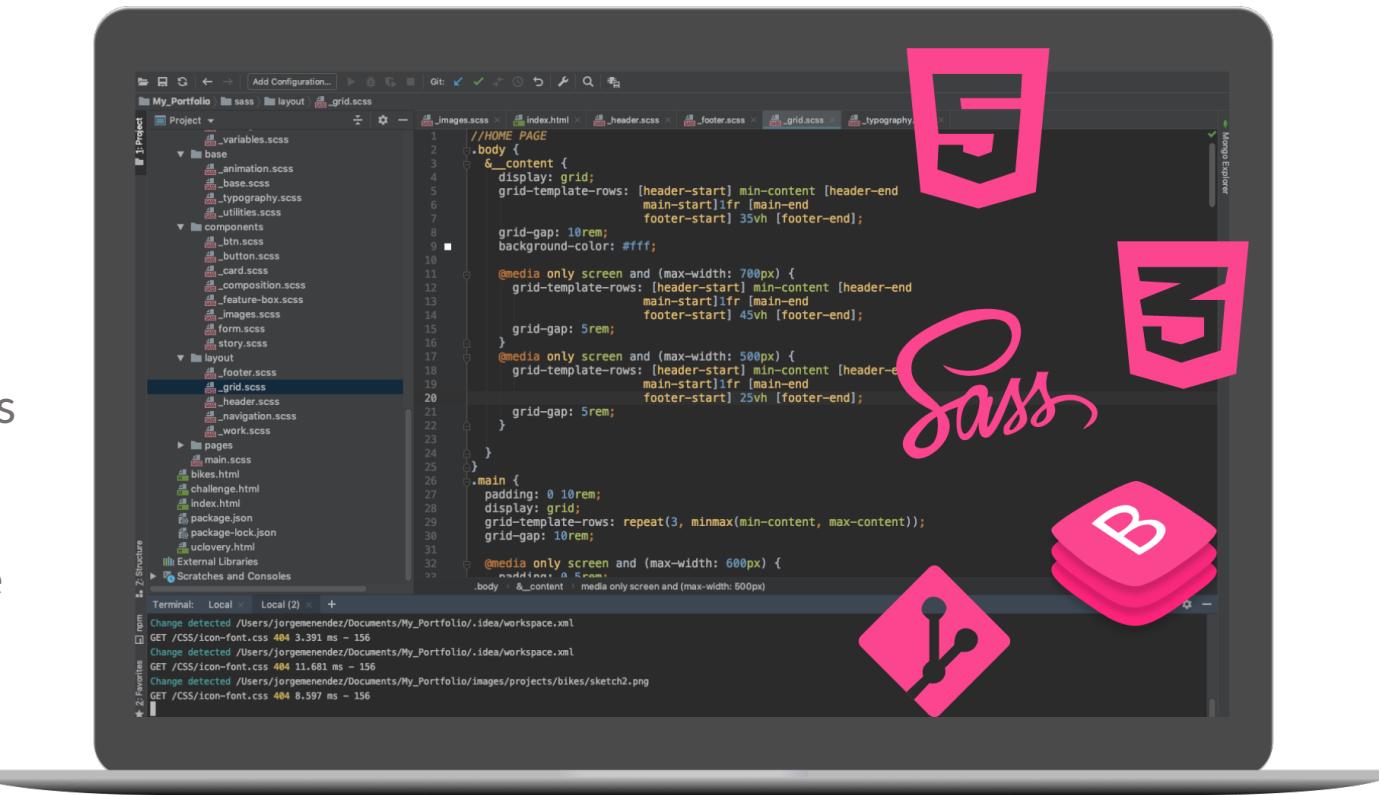
FRONT-END DEVELOPER

I am able to code with HTML, CSS, Sass and Bootstrap.

This allows me to plan, create and code my own designs and make them look like I want them to.

To use both non-technical and technical skills to produce websites it's a real PLUS. I like to design taking into account what I will be able to translate into code. That gives me the possibility of creating realistic designs.

I was introduced to UX because I started with coding and when I discovered the styling part I wanted to specialize on it.



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ABOUT ME
FRONT-END DEVELOPER

CASE STUDIES

08

INDEX
CASE STUDIES

01

UCLOVERY

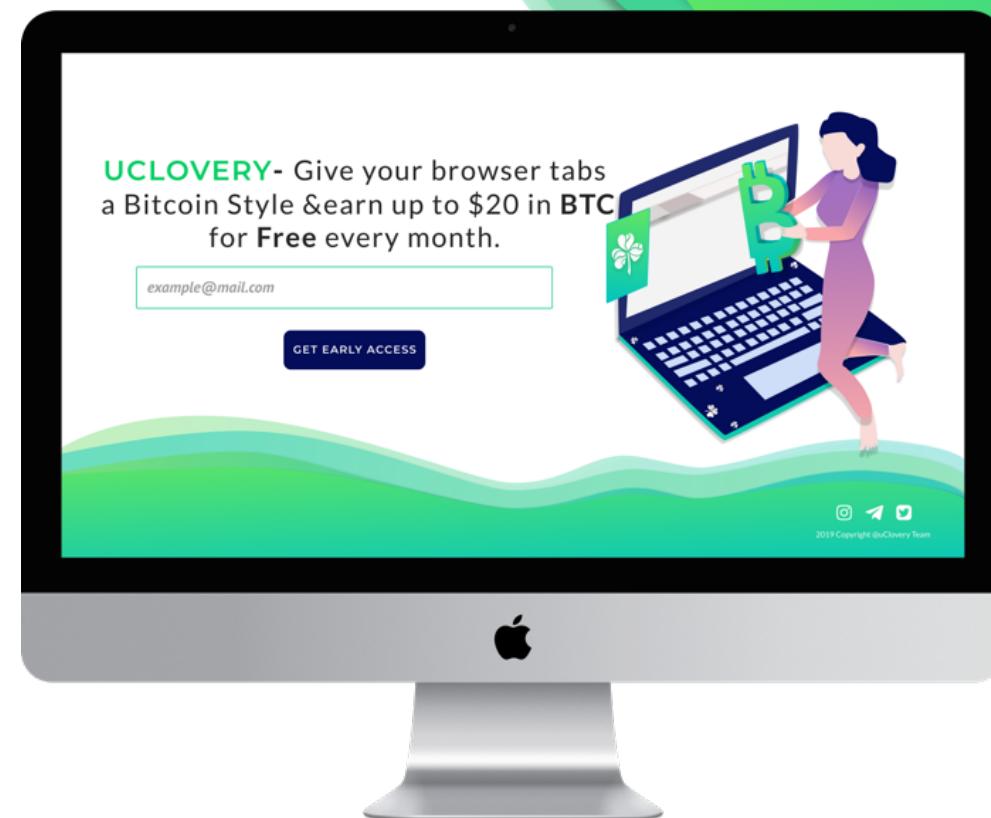
COMPLETE DESIGN AND FRONT END CODING OF A WEB PAGE AND ITS EXTENSION.

02

ROAR BIKES

DESIGN OF A RESPONSIVE WEBSITE FOR AN E-COMMERCE BICYCLE'S SITE.

UCLOVERY



The Browser extension who lets you earn free
Bitcoin by browsing.

www.uclovery.com

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UCLOVERY
PROJECT OVERVIEW

OVERVIEW

Problem Statement:

Nowadays, the only ways to earn Bitcoin is by buying it or mining it.

Cryptocurrencies enthusiasts have to constantly visit specific sites to check their current prices.

Goal:

To create a better browsing experience where users will be able to check Bitcoin and other main Cryptocurrencies live prices while earning Bitcoin back while doing it.

My Role:

I was the UI Designer and HTML, CSS & Sass coder.

Tools and Skills Used:

- Sketch
- Adobe Xd
- Illustrator
- HTML
- Sass

PROCESS

User Research

I interviewed several of Cryptocurrency's enthusiasts located in Florida zone who gather in Miami Crypto Center in Brickell, Miami.

From their interviews I was able to get the following:

Pain Points

Crypto Enthusiasts find difficult to check major cryptocurrencies live prices while at work.

The only ways to earn Bitcoin is by buying, trading or mining it.

Goals & Opportunities

The creation of a simplified way of checking live cryptocurrencies prices.

The creation of a way who allows users earn Free Bitcoin back.

Persona



Jean

"I try to be up to date in the cryptocurrency market"

Description

28 y/o | Software Developer

Lives in Fort Lauderdale

Jean currently works as a full-stack developer at a Construction Company.

Daily Life

- Jean is busy with his job and projects.
- He usually meets with Cryptocurrencies enthusiasts through MeetUp

Needs | Goals

- Jeans wants to be able to check Cryptocurrencies prices all the time without his manager noticing it.
- Jeans is looking for options to earn some Bitcoin.

Motivations

Improve his knowledge about the Cryptocurrency

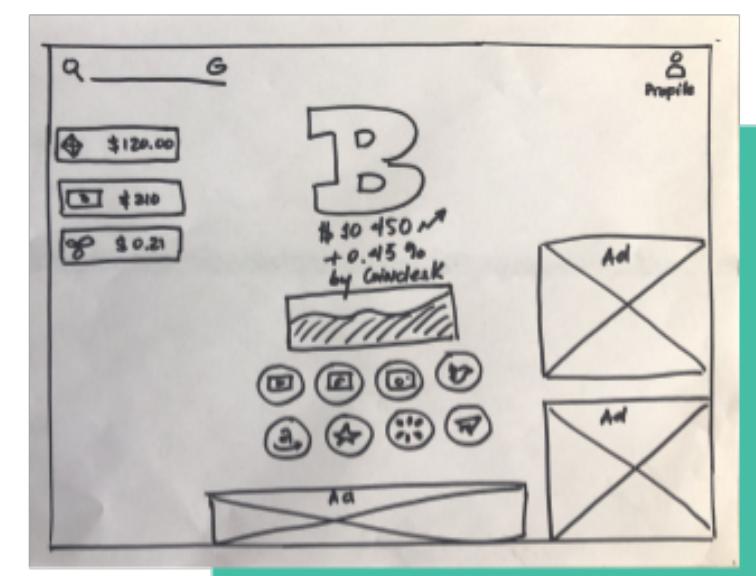
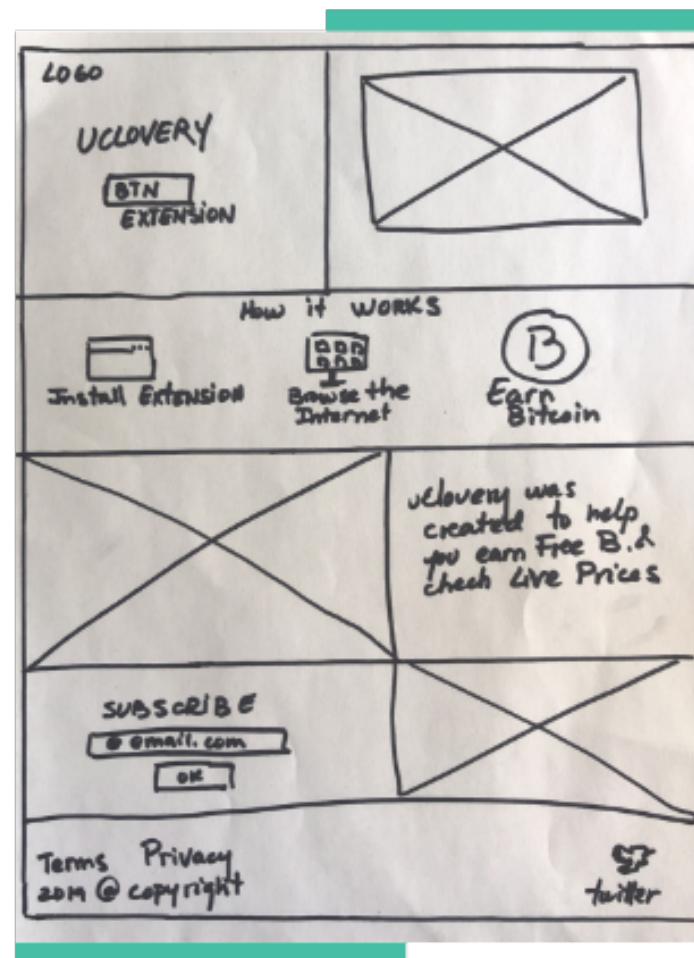
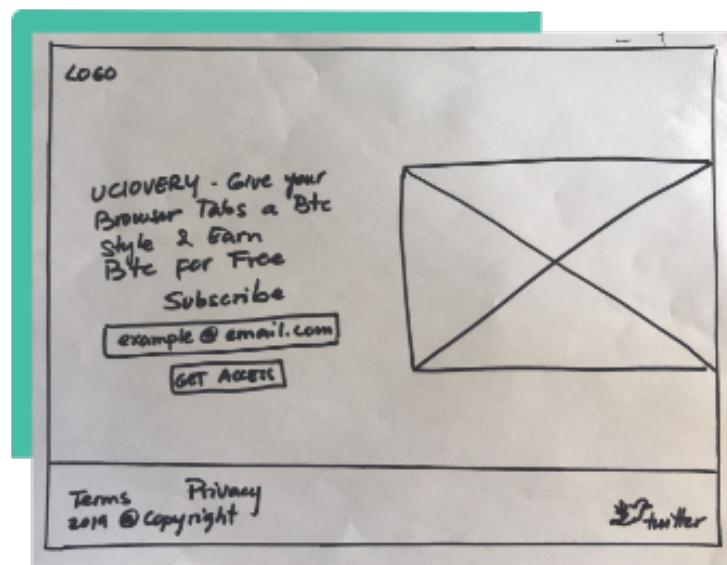
Device Usage

- Jean uses his laptop daily on his job and he can not use his phone while on the office.
- He thinks laptops and desktops are better than phones to make market studios.

Sketches

This project needed just three main initial views:

- A Subscribe Page to get users emails.
- A Home Page explaining how to use the extension.
- A Main Page showing the live prices of Bitcoin and other major cryptocurrencies with a searching bar linked to Google, links to the major tools we use in our daily lives and ads.



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UCLOVERY
PROCESS / SKETCHES

High Fidelity Wireframes

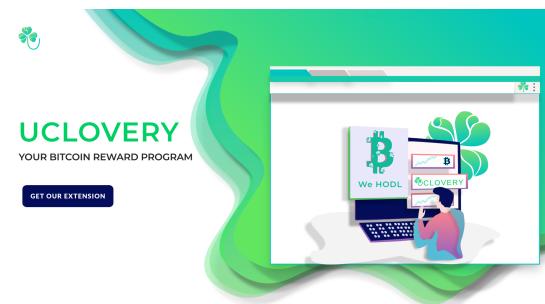


UCLOVERY- Give your browser tabs a Bitcoin Style & earn up to \$20 in **BTC** for **Free** every month.

example@mail.com

GET EARLY ACCESS

2018 Copyright UClovery Team



HOW IT WORKS



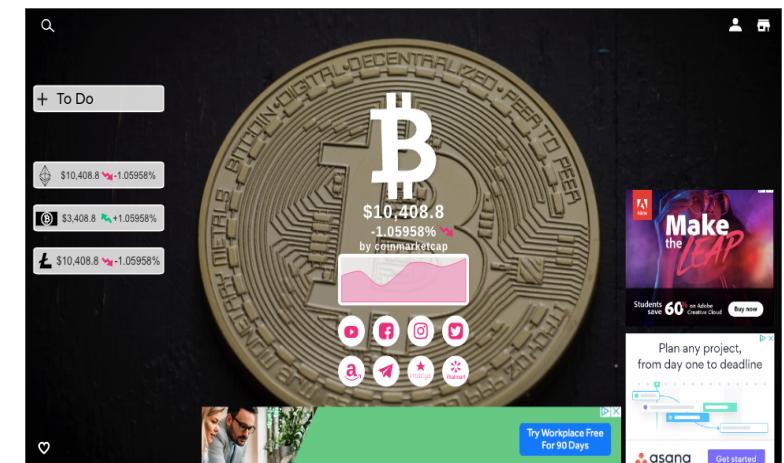
Install Our Extension
Download our Extension for Chrome and install it



Browse the Internet
Open new tabs and browse the internet as you usually do.



Earn Bitcoin
Earn Bitcoin for FREE! Just for doing what you normally do.



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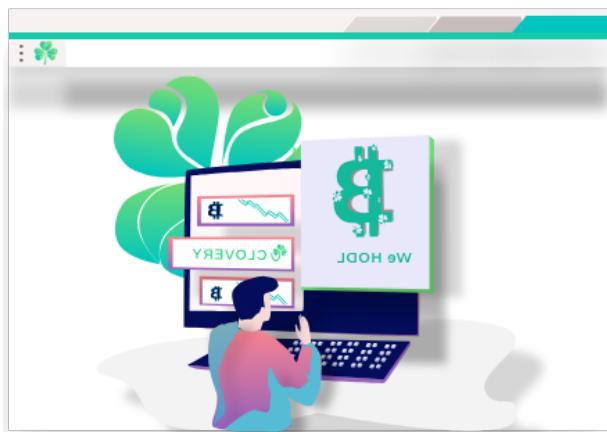
UCLOVERY
PROCESS / HIGH-FIDELITY WIREFRAMES

©Raysa Suarez

Visual Design

I was able to create illustrations to transmit the message of the application.

This was one of the parts I enjoyed the most in the project since illustrating it's one of my passions.



Design System

Design systems provide software designers and developers a library of proven, reusable design patterns and knowledge.

They enhance team collaboration and bring consistency to the user experience. That is why I like to create a UI

Design System for every project.

This is uCloverie's.

The image shows a comprehensive Design System interface. It includes sections for Typography, Colors, Buttons, Iconography, and Form Inputs. The Typography section details font families (Montserrat, Lato), weights (Bold, Regular, Italic), and various text styles (H1-H5, Paragraph, Large Paragraph). The Colors section defines Primary (#00C57D), Secondary (#030D59), and Tertiary (#FFFFFF) colors, along with Gradients and Tints. The Buttons section shows four states: Default, Hover, Visited, and Disabled. The Iconography section displays icons for a laptop, a grid, and a coin. The Form Inputs section shows examples for Default, Error, and Disabled states.

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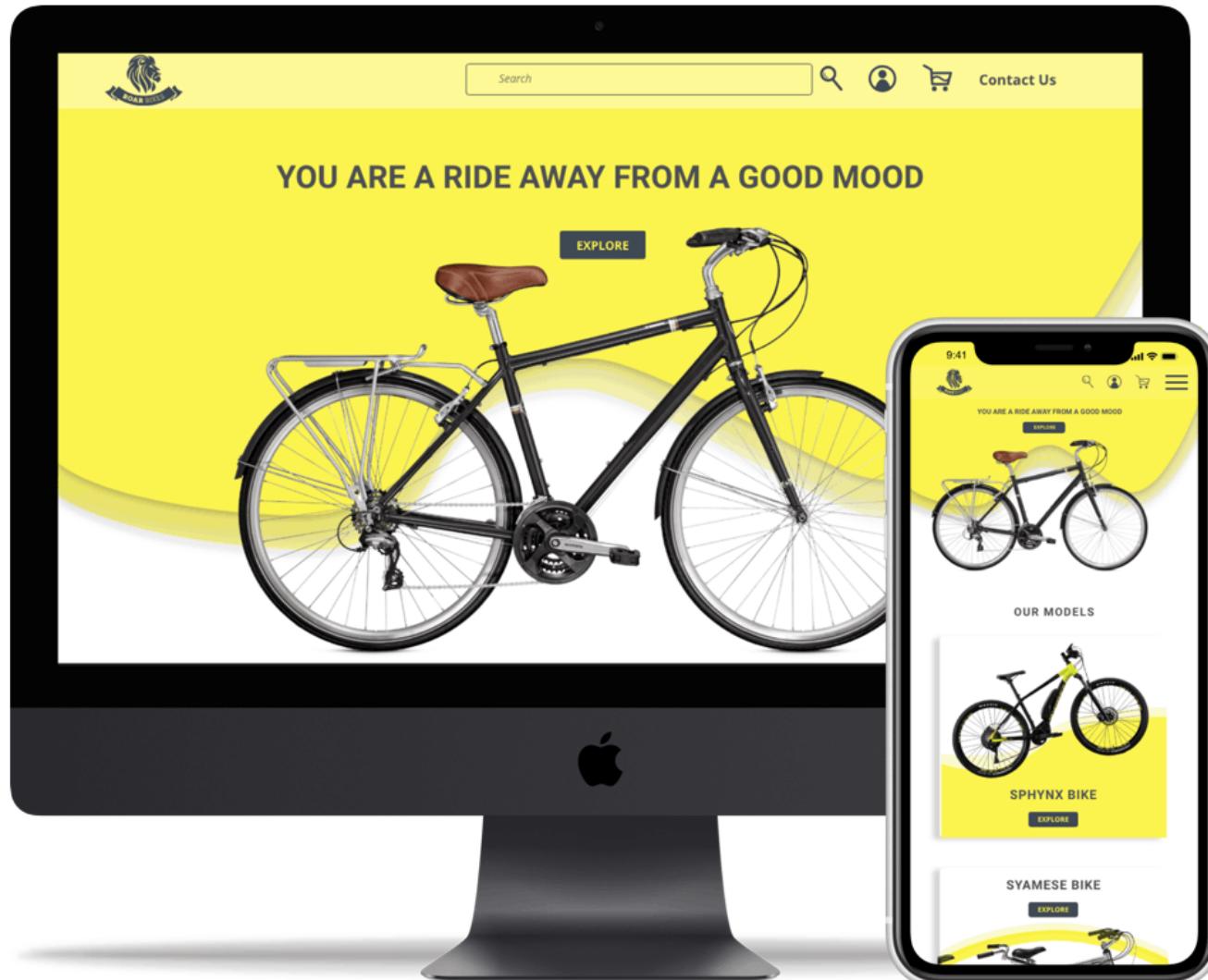
UCLOVERY
PROCESS / DESIGN SYSTEM

SUMMARY

uClovery was a very interesting project which allowed me to be creative and to fully design a website in order to render their message. I was also capable of translating my designs to real life by coding them in Sass and working with their React structure.

This was a very useful project since I was able to learn about Cryptocurrency's world, Bitcoin and other major cryptocurrencies, which is relatively new but it's bringing a whole new concept to our finances and it's proving to be the future.

This is still a project in continued development.



ROAR BIKES

The e-commerce bicycle's shop

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UCLOVERY
PROCESS / VISUAL DESIGN

OVERVIEW

Project:

Freelancer project to create an e-commerce website.

Client:

Small and local store of contemporary bicycles sold exclusively from their own website. Roar Bikes currently have 3 models of bike to purchase (Siamese, Sphynx, Bengal).

Primary Objective:

To build an e-commerce website for people to browse & purchase.

Feature List (Product requirements):

Homepage

- Nav Bar
 - Logo
 - Shopping Basket
 - LoginContact
- 3 Bike Models
- Owner Photos (social media streaming)
- Footer

Product Page for each of the bike types

- Photograph of the bike
- Description
- Price
- Available colours
- Add to cart
- Owner photos

PROCESS

Persona



Paul

"I like things that are well made and unexpected"

Description

30 y/o | Graphic Designer

Lives in California

Paul is a graphic designer for a large design agency in Los Angeles.

Daily Life

- Paul cycles to work everyday.
- He likes to wear unique objects, his shoes are hand made & his backpack is pink.

Needs | Goals

- He likes to make his purchase (big or small) from local responsible crafts people.
- Paul wants his bicycle to be practical but unique.

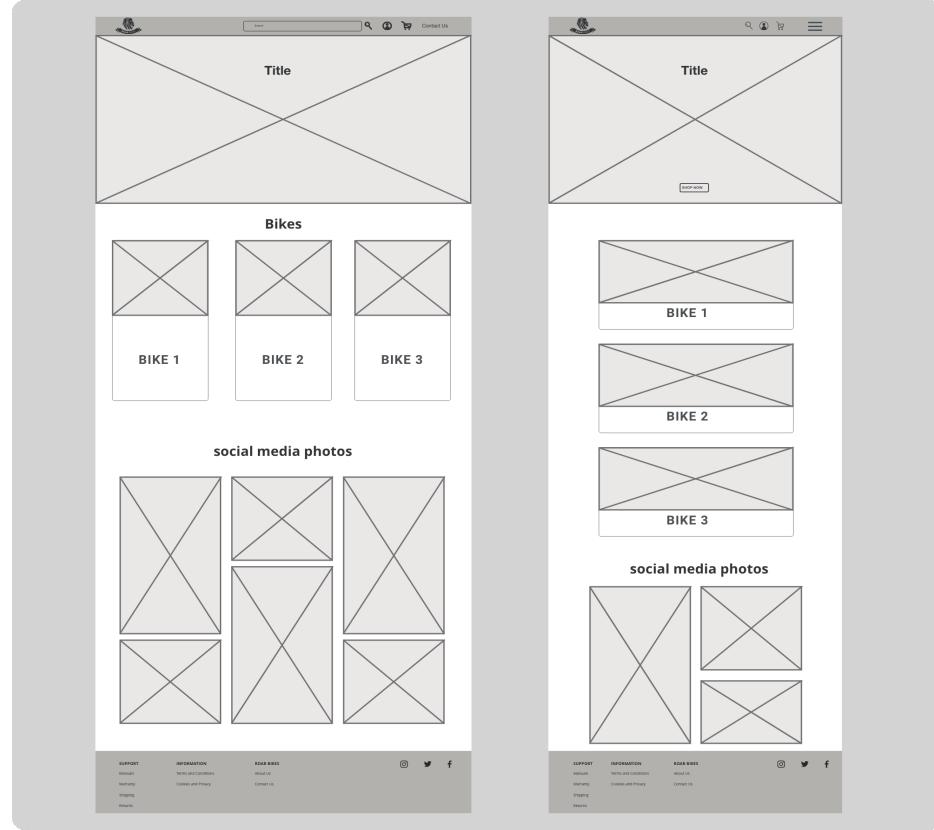
Motivations

Paul prides himself on having strange & interesting versions of everyone else's everyday objects.

Device Usage

- Paul uses his laptop daily on his job for creating his designs.
- He uses his phone when he's at home or with friends.

Sketches & Responsive Design

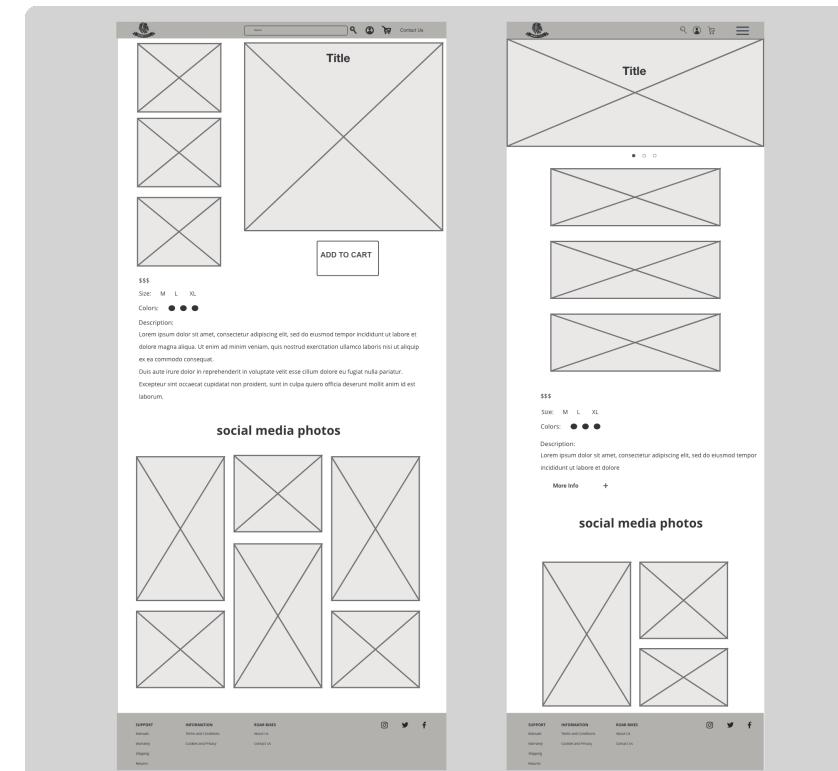


I like to design taking into account my product's responsiveness and since I know how to code it in HTML and CSS or SASS, I am able to think in advance if my design will be feasible to create.

I like to imagine if a set of columns will migrate to a set of rows in a mobile platform, like in the case of the image above where the products view's page has been designed to be mobile responsive.

A good UI UX designer has always to think how to scale their product and how to make it responsive-friendly. Even though, if it's not a project's current requirement it's a good practice because in the future your design may need to be adapted to a new device and this can be very useful.

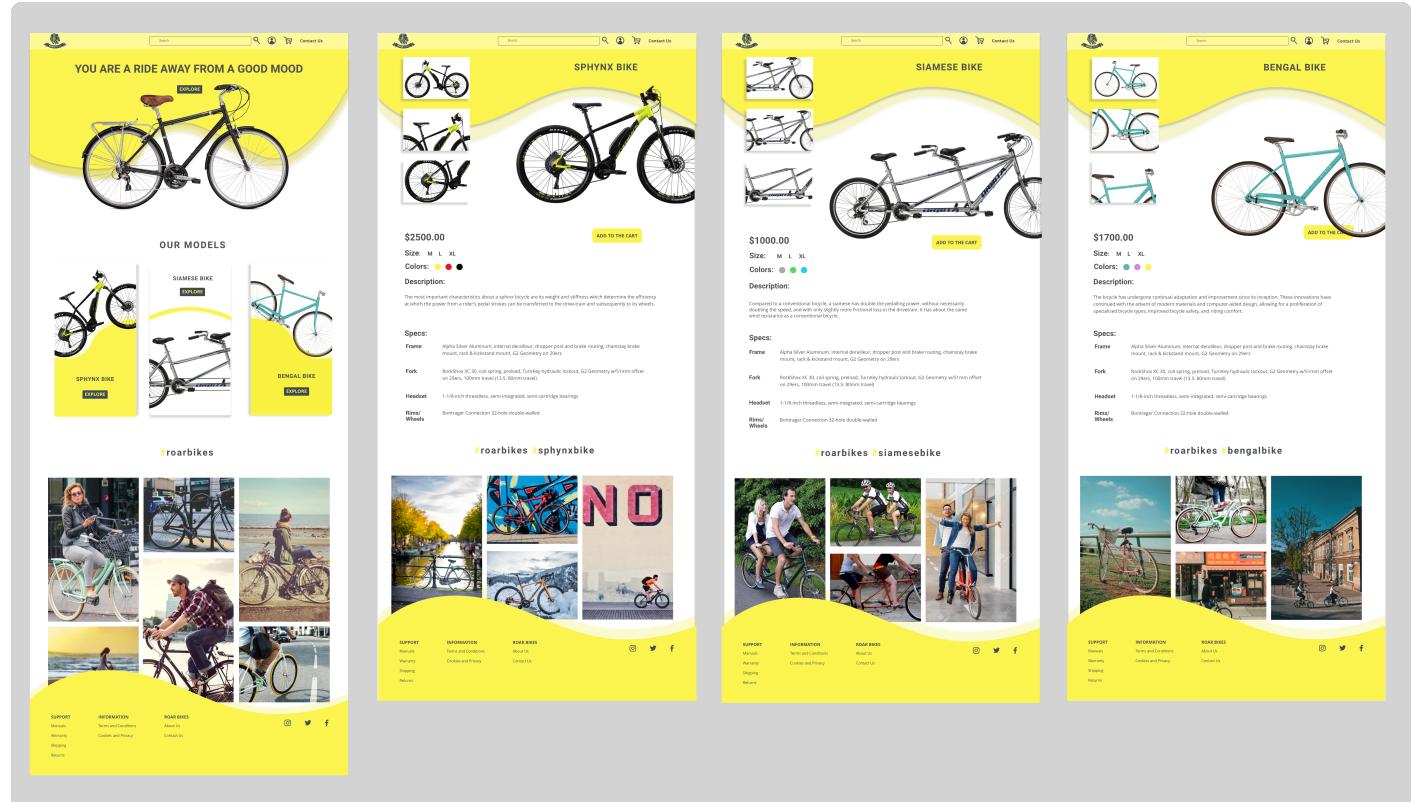
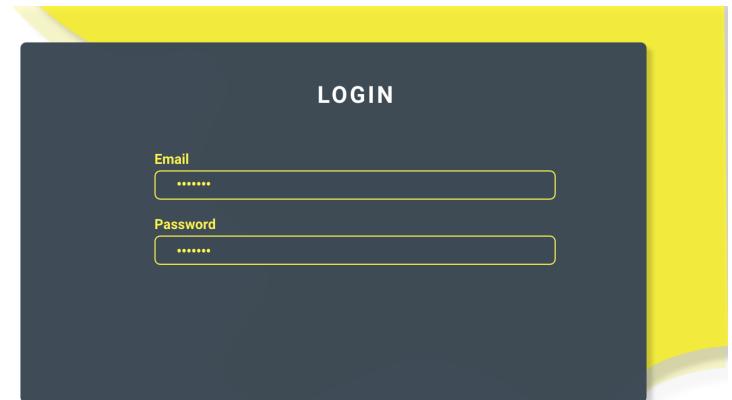
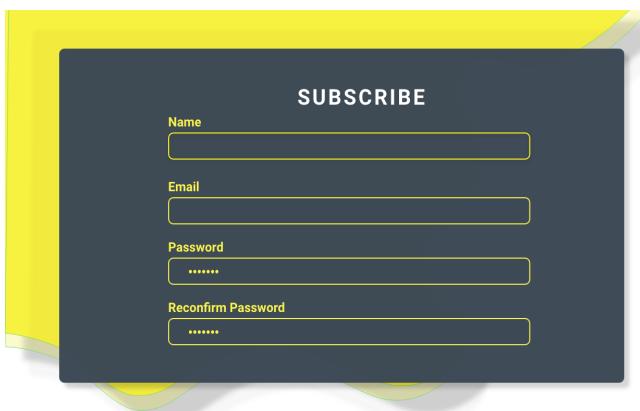
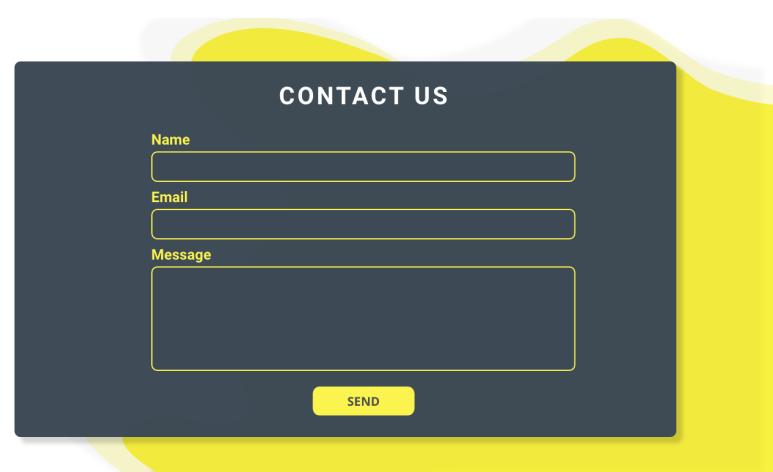
This project allowed me to start thinking responsively since the beginning. From the desktop sketches I started creating responsive elements capable of later been adapted to a mobile platform like in the image below where I designed the home page for desktop and being responsive for mobile.



Desktop High-Fidelity Wireframes

I created all the views required by the client: the home and the three different bikes pages.

I added a login, subscribe & contact us pages.



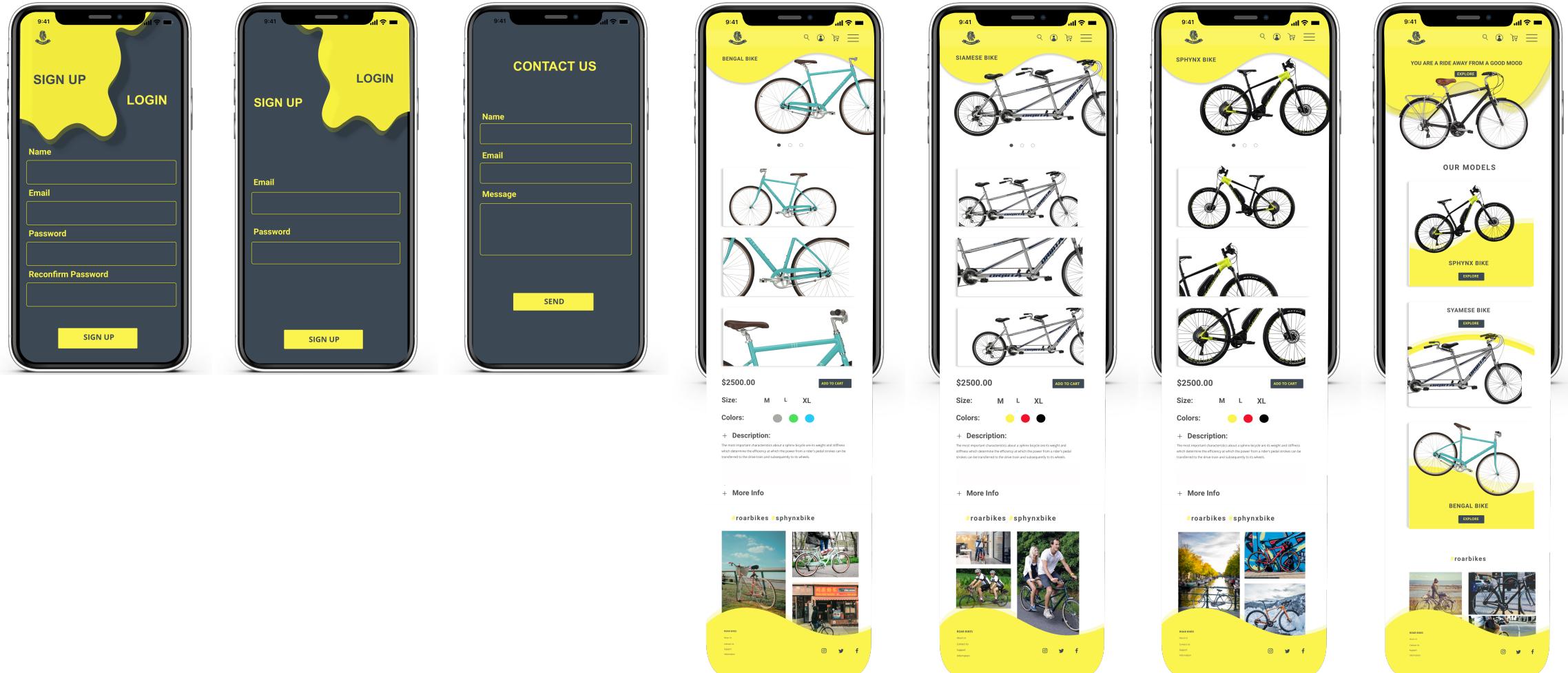
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ROAR BIKES

PROCESS / HIGH-FIDELITY WIREFRAMES

© Raysa Suarez

Mobile High-Fidelity Wireframes



I created the same views of the Desktop Wireframes in Mobile

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ROAR BIKES

PROCESS/ MOBILE HIGH-FIDELITY WIREFRAMES

©Raysa Suarez

Design System

Design Systems are projects themselves and they allow us to create a visual language which maintains and establishes harmony in our product.

They are essential guidelines that continue evolving throughout the project's life and they are a mean of communication and understanding for every member of the team, investors, clients, designers and developers.

The image shows a digital design system interface. On the left, under the heading "Typography", there are two columns of font samples. The first column includes "Aa" in Roboto at weight 700, "Aa" in Open Sans at weight 700, a "Text Button" in Open Sans at 20px bold, and "Placeholder Text" in Roboto at 14px italic. The second column includes "Headers" (H1, H2, H3, H4, H5) in Roboto at various weights and sizes, and "Paragraphs" (Default Paragraph, Large Paragraph) in Open Sans at 16px and 18px bold respectively, each with a short Lorem ipsum text sample. On the right, under the heading "Colors", there are sections for "Primary" (#FBF44F), "Secondaries" (#3D4955 and #FFFFFF), and "Tints & Opacity" (shades of yellow). Below these are sections for "Buttons" (with four states: Default, Hover, Pressed, Disabled) and "Iconography" (with icons for search, cart, and user profile).

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ROAR BIKES
PROCESS/ DESIGN SYSTEM

©Raysa Suarez

SUMMARY

Roar Bikes was a very educational project which allowed me to think outside the box to create an e-commerce website and to make it fully responsive, able to adapt to mobile views.

I enjoyed this project and it helped me to learn more about the UI UX design flow and work process and its main elements.

I really appreciate your time for
viewing my portfolio.

View more project at:

raysasv.com

Contact me:

raysasv1992@gmail.com

**THANK
YOU!**