

# Victor Zambrano // iOS Apps Portfolio

This is a summary of my iOS app design work.

<http://victorzambrano.com>

Two other iOS app projects are confidential and under NDAs and could not be included here.

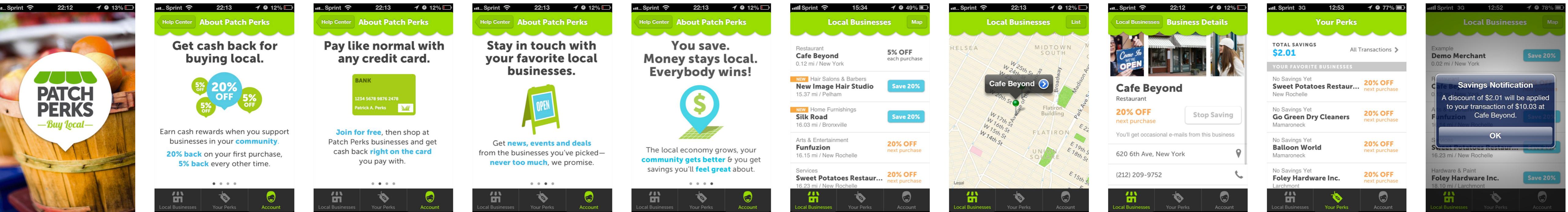
# Patch Perks iOS App

Patch Perks is a consumer loyalty program for small businesses in american towns allowing consumers to find great deals locally.  
I was in charge of UX design for the desktop/mobile web and the iOS app.

<http://victorzambrano.com/projects/patch-perks-ios-app/>



Ideation process, brainstorms, workshops, flows user research and usability testing. Figuring out all the paths to success for our users.



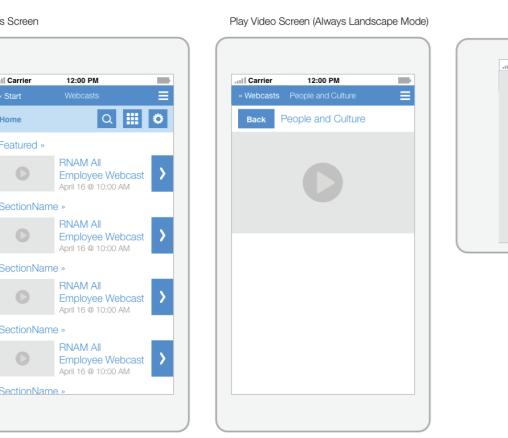
Final designs rely heavily on iOS native look & feel with some ornamental items (awning, typography) to simply create a branded, identifiable visual language and experience. The final app shines in its own simplicity, after all, being a new service, customers would find it easy to adopt if it was, well, easy.

# MyEricsson iOS App

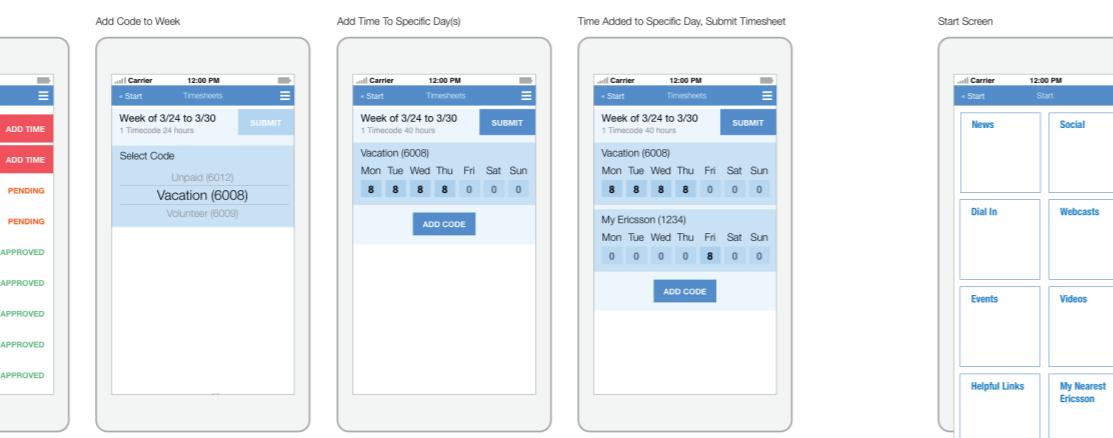
<http://victorzambrano.com/private/ericsson/>

Creation of a mobile support app for the mobile Ericsson salesforce, including tools that will support their mobile work across countries.  
I helped define a flexible and robust platform with a simple, easily-understandable interface that integrated more than 10 existing functions and platforms.

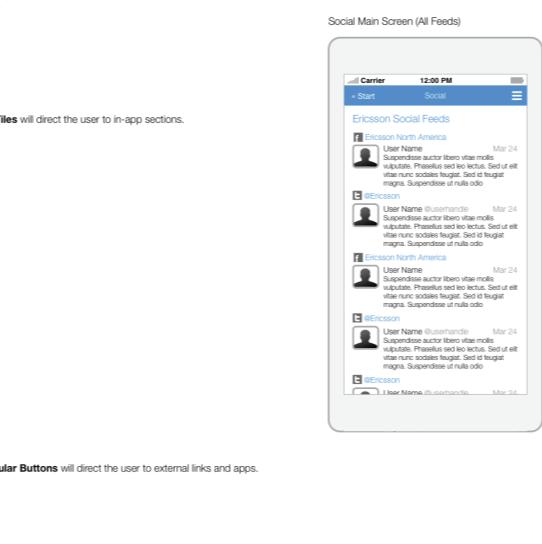
iOS Webcasts (Media Platform)



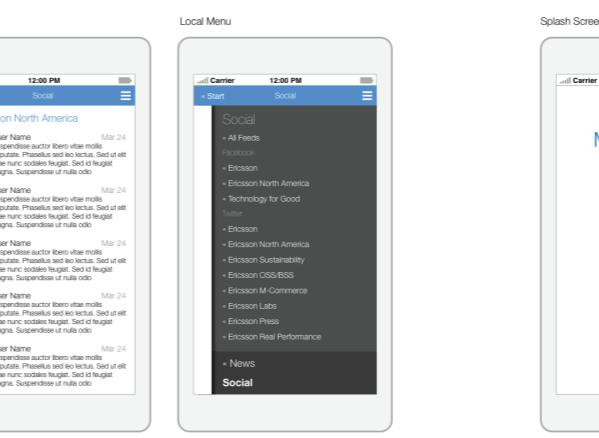
iOS Timesheets



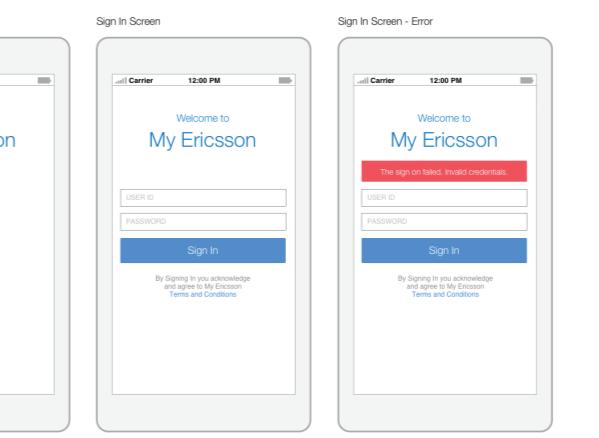
iOS Start Screen (Organizer)



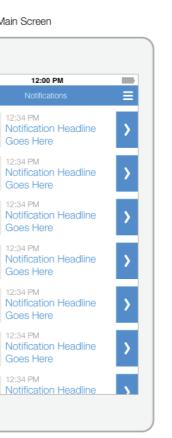
iOS Social



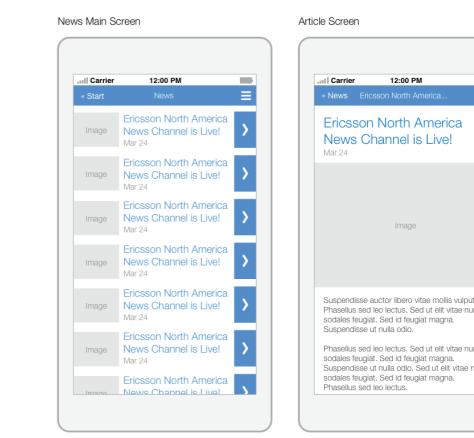
iOS Sign In



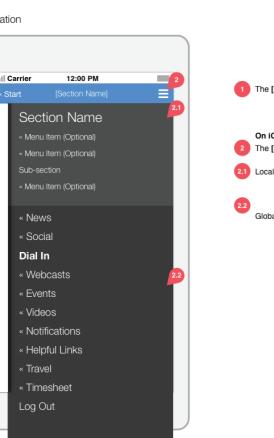
iOS Notifications



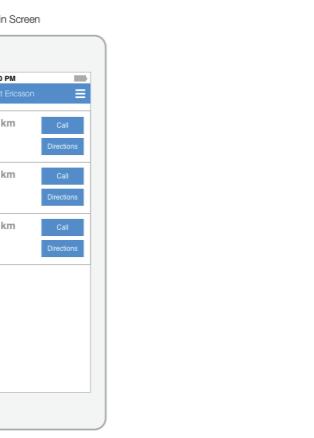
iOS News



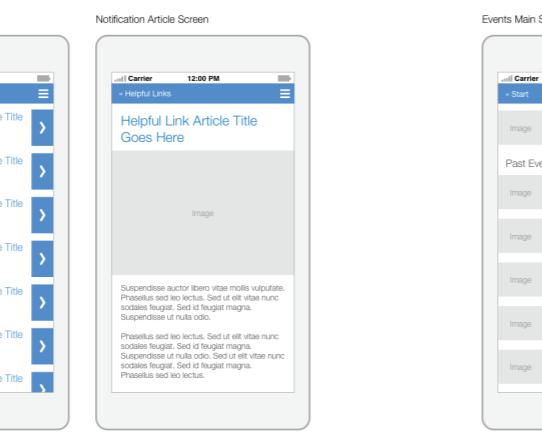
iOS Navigation



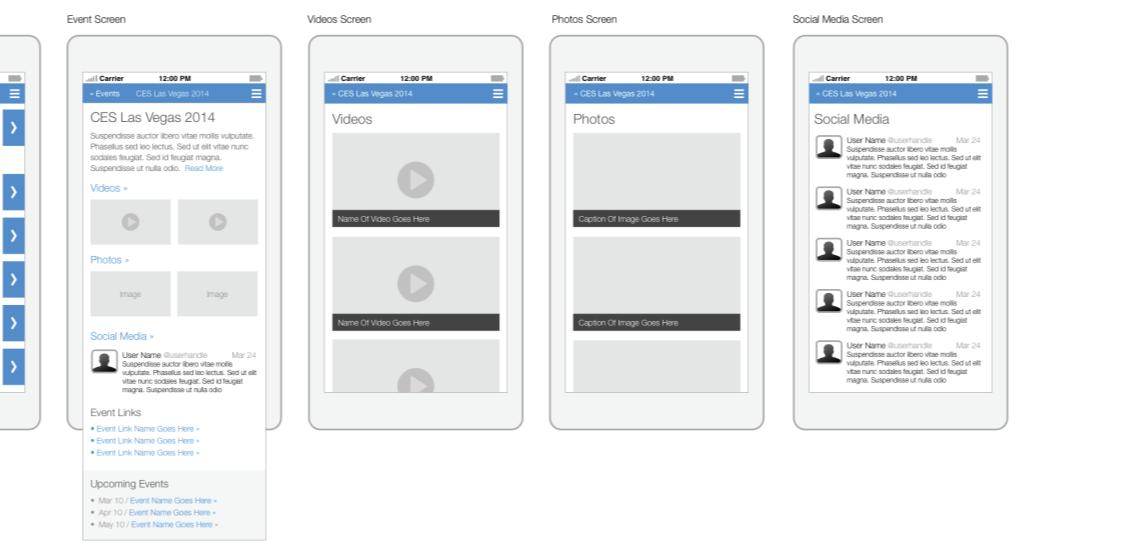
iOS My Nearest Ericsson



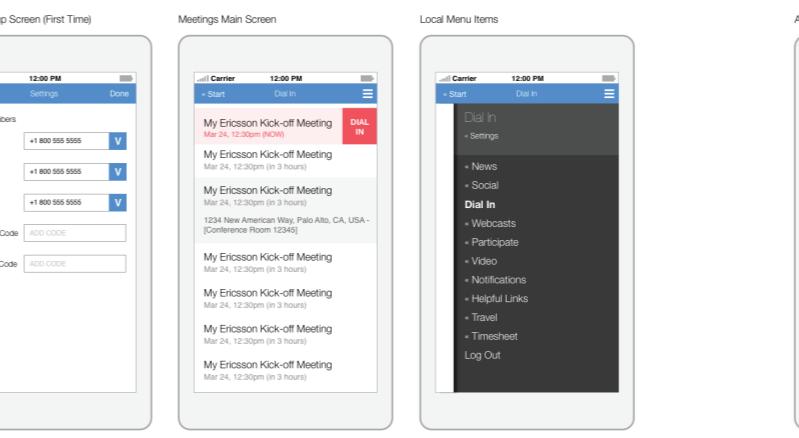
iOS Helpful Links



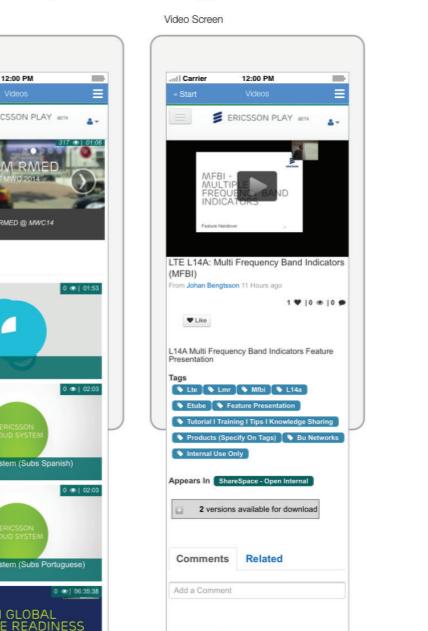
iOS Events (Participatory Events)



iOS Dial In (Auto-Dial)



iOS Videos (Ericsson Play)



# HP SMB Self-Service Tablet On-boarding Experience

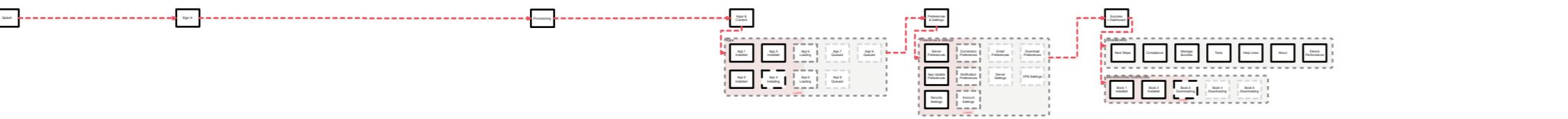
<http://victorzambrano.com/private/hp/>

Design of on-boarding experience for a tablet-integrated self-servicing platform for small business.

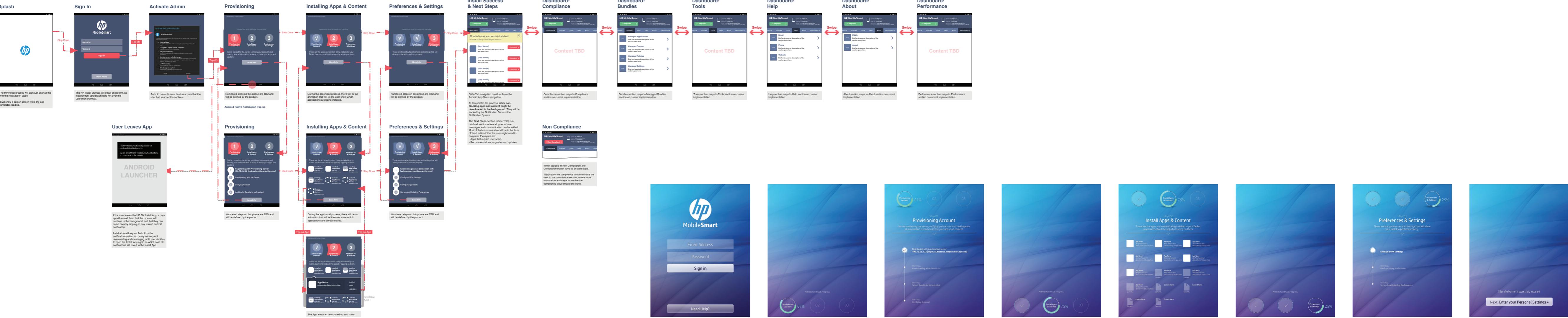
The main objective of my proposal was to have a minimally simple login 1-2-3 process (top row on diagrams) while offering users more detailed information like apps downloaded and technical steps taken when they tapped on the numbers (lower rows). This project started as an Android app intended to be ported later to iOS, so the whole concept had to work for both platforms from the design perspective.

## Scenario #1: Schools

### Flowchart



### Storyboard



App flow and ebb for one specific scenario (Schools)

App visual treatment