

Stanley Diaz

About

I'm a designer passionate about designing and building software that helps people increase their productivity, workflow, and general life happiness. Most recently, I've worked on a few different families of products ranging from consumer web and iOS apps to an app for businesses. Design may be my primary focus, but I also love being able to build and prototype my designs. Using technologies such as HTML, CSS, JS, and Ruby on Rails for web products to platform specific technologies such as Xcode for iOS apps.

sdiaz@stanleydiaz.me

Recent products worked on



What is Papaly?

Papaly is a social bookmark manager that lets you manage your favorite links and access them anywhere on the go. You can invite collaborators to help you manage and curate links, and share them with anyone.

Goal and challenges

Our overarching goal for Papaly was to create a product that aimed to replace your default browser bookmarking experience.

To achieve this, the product had to do a few things. Creating or adding new bookmarks had to be very simple. Managing or organizing links had to be clear and easy to understand.

Retrieving or finding links had to be just as simple.

Role:

Product Designer and Front-End Developer

Product link:

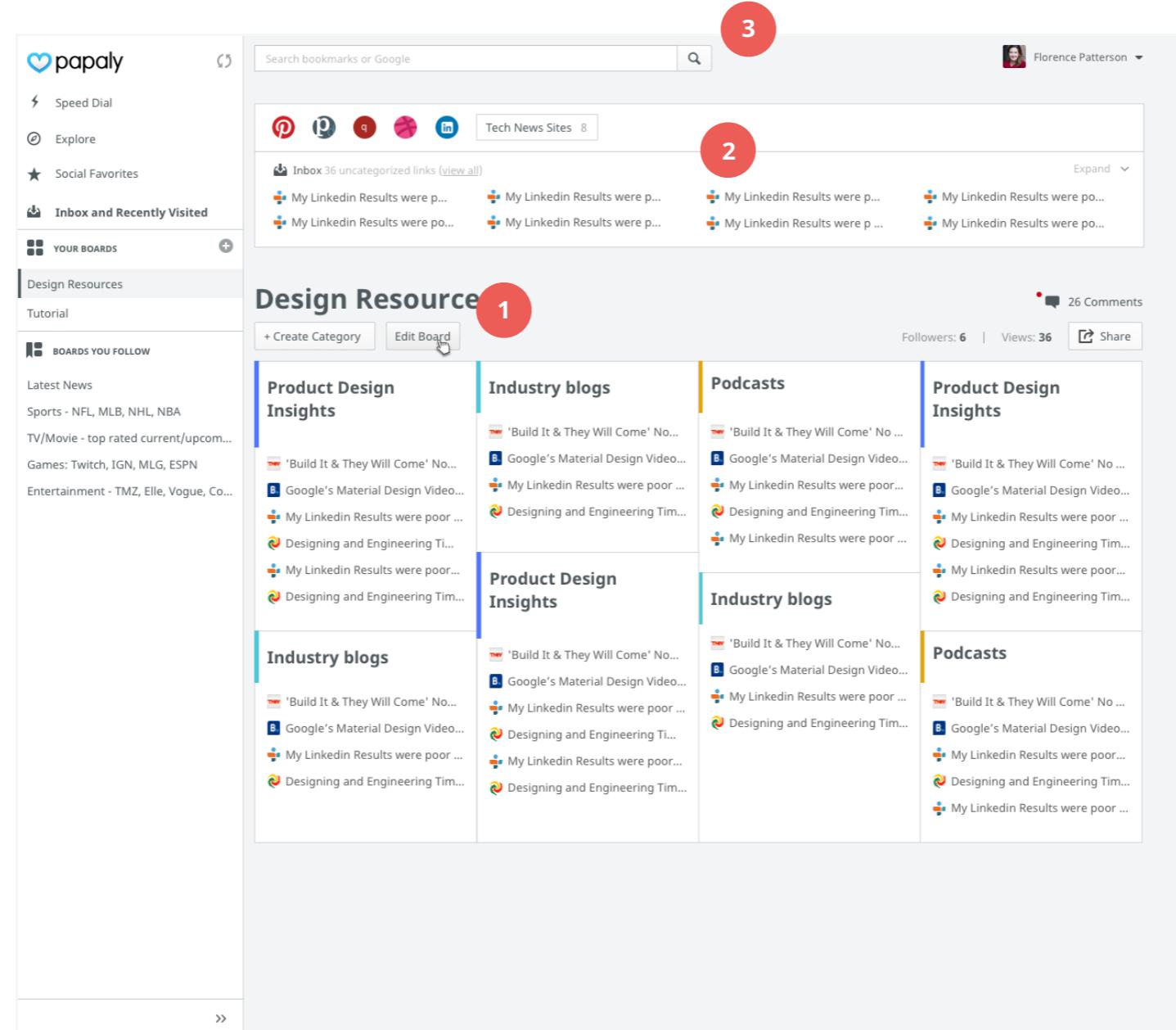
<http://papaly.com/>

The screenshot shows the main dashboard of the papaly platform. At the top, there's a navigation bar with a search bar containing "Type to search", a notification icon, a user profile for "Stanley Diaz", and a dropdown menu. Below the navigation bar, there are several social sharing icons (Facebook, LinkedIn, Twitter, YouTube, etc.) and a list of pinned items.

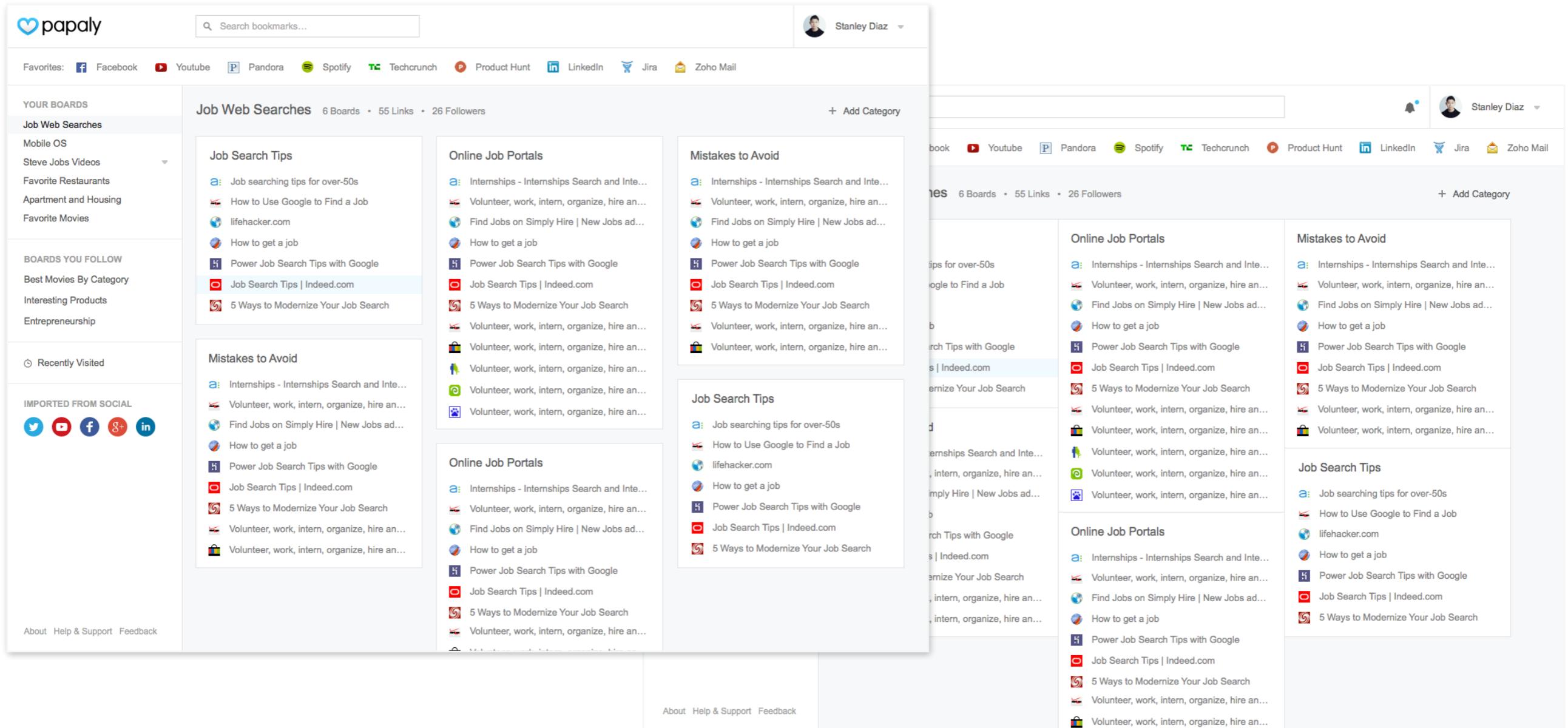
The main content area is divided into several sections:

- YOUR BOARDS**: A sidebar listing "Design", "Services", "Branding", "Shopping", "Entrepeneurship", "Inspiration", "Daily Industry Readings", and "Product Design".
- BOARDS YOU FOLLOW**: A sidebar listing "Latest News", "TV/Movie - top rated current...", "LifeHack", "Larry Ellison (Oracle founde...", "Startup Resources", "Tools", "Programming Resources", "JavaScript", and "Learn".
- Resources**: A list of links including "365 files. One file a day.", "Resources | HackingUI", "Flat UI", "User Inter Faces", "GraphicBurger | Tasty PSD ...", "The Pattern Library", "Design Freebies | Free Pre...", "Free UX & UI Design resour...", "IM Free - Free Design Reso...", "Original Mockups - Designi...", "Home - GFXNERDS", "Latest free PSDs & other re...", "Download Free Vector Art, ...", "Foto e vettoriali gratis per il...", "Totally free stock images fr...", "Visualising Data", "Walkme.com", and "Pictures of people".
- Inspiration**: A list of links including "App Inspiration", "Dashboards Inspiration", "Web Inspiration", "SIX UX Transitions", "UIHAUS - The best selectio...", "UI & Design Inspiration su ...", "The list for web designers | ...", "InspirationTime", "Music Apps and more", "Little Big Details - Your dail...", "Awwwards - Website Awar...", "Abduzeedo | Design Inspir...", "Dribbble - Show and tell for...", "Online Portfolios on Behance", and "(3) style-tiles examples su P...".
- Fonts & Typography**: A list of links including "Modular Scale", "Type Scale - A Visual Calcul...", "Fontface Ninja", "WhatFont", "Handpicked free fonts for g...", "Google Web Fonts Typogra...", "Google Fonts", "MyFonts: Fonts for Print, Pr...", "UX
- UX**: A list of links including "UX Process - uxmastery.com", "Split Metrics—A/B testing ...", "Thinking | Foolproof", "Psychology and Design - 10...", "UX Myths", "sketchin - evolutive experie...", "Inspiration and helpful link...", "The Principles of UX Chore...", "Johnny Holland | It's all ab...", "User Experience Stack Exch...", "Akendi UX Reflections | UX ...", and "User Experience articles an...
- UI / Interfaces**: A list of links including "25 nice UI/UX designs | Fro...", "goodui.org", "Felt Presence - User interfa...", "Boxes and Arrows", "UXPin - Blog", "Ui Parade – User interface ...", and "The Usability Post - Though...
- Sketch**: A list of links including "Sketch App Sources - Free ...", "Sketch Hunt", "Sketch freebies & utilities", "High quality Sketch Resour...", and "Sketch
- Utilities**: A list of links including "Ui Parade - Live Tools" and "The Skeleton of a Perfect I...
- Try**: A list of links including "PaintCode", "Awesome Screenshot - Cap...", "Pattern Lab | Build Atomic ...", "Subtle Patterns | Free text...", "Bohemian Coding - Sketch 3", "img2icnsapp.com", "MacRabbit - Slicy", "Interactive Wireframe Soft...", "atomic.io", and "Programma di Mappatura ..."
- Wireframe / Mock-up / Prototype**: A list of links including "25 nice UI/UX designs | Fro...", "goodui.org", "Felt Presence - User interfa...", "Boxes and Arrows", "UXPin - Blog", "Ui Parade – User interface ...", and "The Usability Post - Though...

As the only designer in the team, I designed and built the majority of the front-end of our main dashboard UI. This current version of our dashboard is the culmination of various design iterations, critique sessions with our Product Manager, and having my code go through various rounds of code review with our software engineers.



This is a previous design of our dashboard. We moved away from this design because a lot of vertical space was being used without a lot of benefit. Specifically, we thought the vertical spacing on the right side of the sidebar could be optimized. For example, if you compare this to our current version in the previous page, we decided to remove the board title (1) because we felt the board title on the sidebar was enough to help you determine what you're currently looking at, we combined the shortcuts and inbox (2), and attached it below the search bar (3). Reducing some of this space removes a lot of the awkward shapes in between the negative space, resulting in a cleaner and streamlined design.



The image displays two versions of the Papaly main dashboard from around 2014. Both versions have a light blue header bar with the Papaly logo and a search bar. Below the header is a 'Favorites' section with links to various websites. The main area is divided into several sections:

- YOUR BOARDS:** Shows a board titled "Job Web Searches" with 6 boards, 55 links, and 26 followers. It includes categories like "Job Search Tips" and "Online Job Portals".
- BOARDS YOU FOLLOW:** Shows boards like "Best Movies By Category", "Interesting Products", and "Entrepreneurship".
- RECENTLY VISITED:** Shows recently viewed items.
- IMPORTED FROM SOCIAL:** Shows links from social media platforms like Twitter, YouTube, Facebook, Google+, and LinkedIn.
- FOOTER:** Includes links for "About", "Help & Support", and "Feedback".

The right version of the dashboard appears to be a later iteration, with more content visible in the "Job Web Searches" board and a different sidebar layout.

These are some earlier designs of our main dashboard circa 2014. These designs feature a cleaner aesthetic compared to our current version mostly due to the fact that this version only has a fraction of our current feature list. As our user base started to grow, more features were requested, and we had to evolve with our user's needs.

The screenshot shows the Papaly app interface. At the top, there is a search bar with the placeholder "Search" and a user profile picture for "Stanley Diaz". Below the search bar, there is a section titled "YOUR LINKS" containing a grid of bookmark cards. Underneath this is a section titled "YOUR CATEGORIES" which is organized into three columns: "Product Design Insights", "Product Case Studies", and "Articles". Each column contains a list of bookmark cards. A footer at the bottom of the screen displays the text "Tabs 7/15/2016".

YOUR LINKS

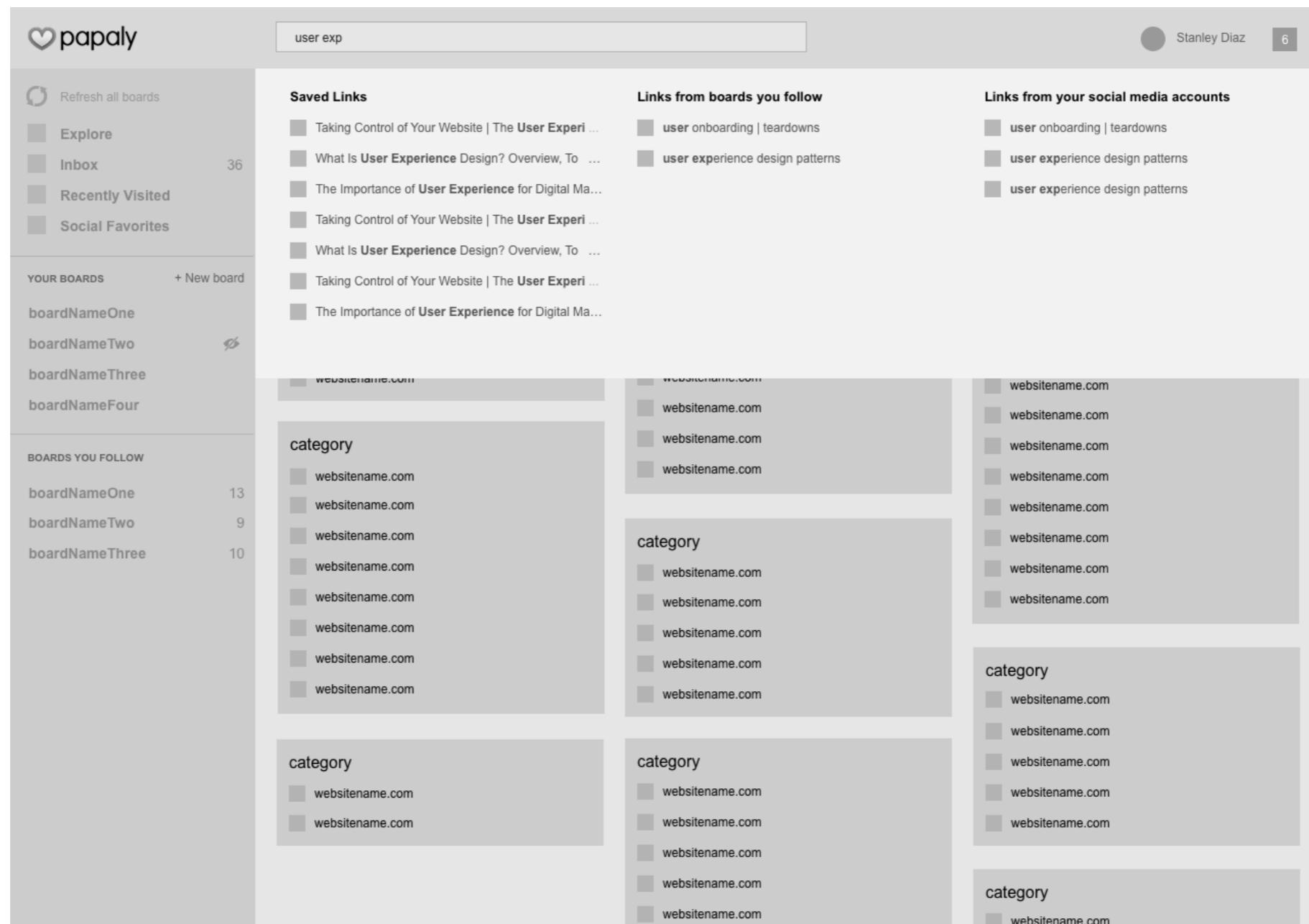
- Great examples of Design Pr...
- 7 UX design tools for an effec...
- How Not to Make Your Engin...
- The Best Podcast Episodes fo...
- Origami and Material Design...
- Invisible animation — Medium
- Rethinking the Destiny Comp...
- Dribbble - Medical-App-UI-fu...
- CMX Media (@CMX) | Twitter
- Replacing The User Story Wit...
- New Item
- Design in 36 Hours: Ideating ...

YOUR CATEGORIES

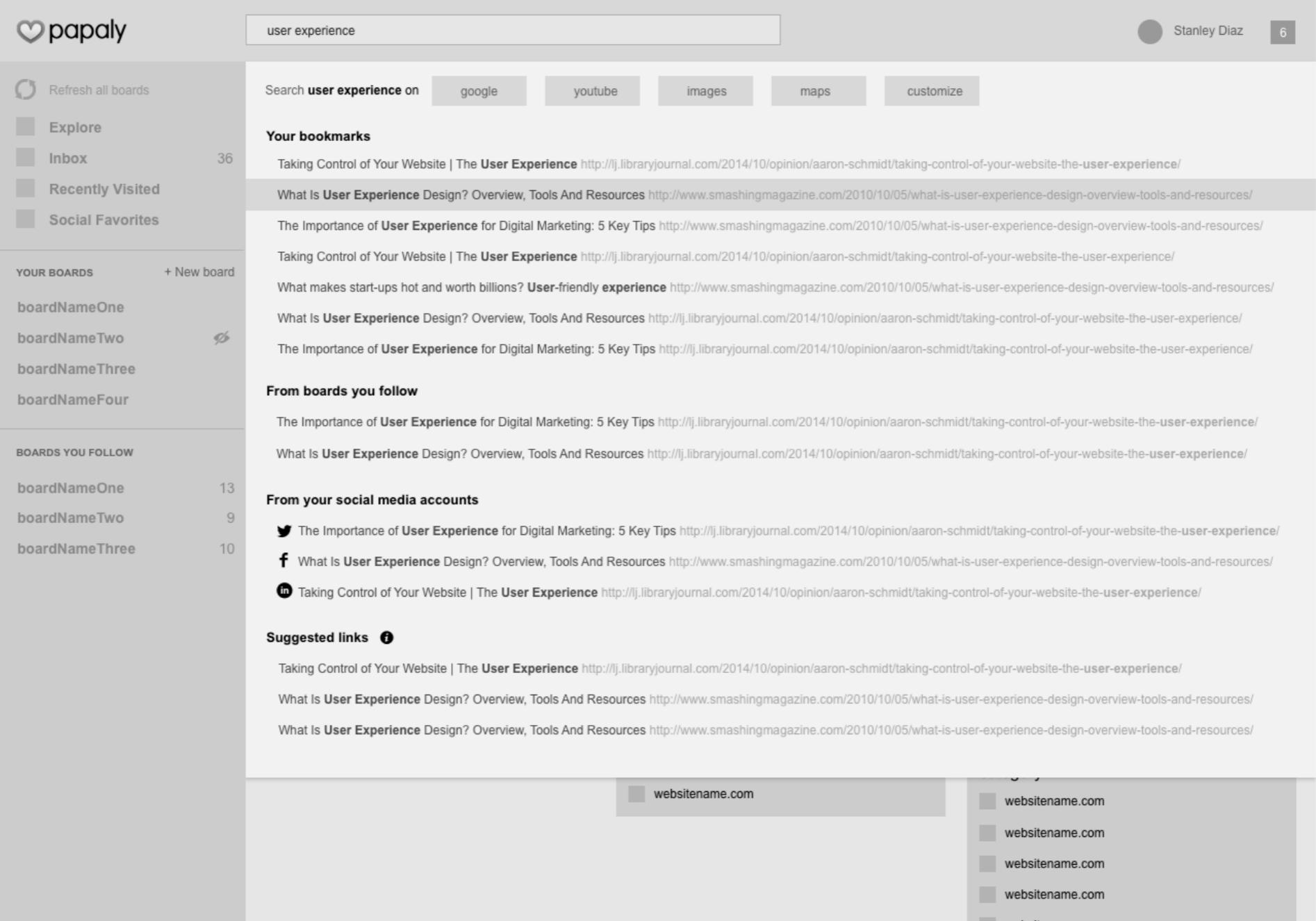
Product Design Insights	Product Case Studies	Articles
Design for Time Well Spent	Designing Facebook Collag...	How To Roll Out New Featu...
How Technology Hijacks Pe...	Prototyping: From UX to Fr...	The Principles of UX Chore...
The Right Way To Ask User...	animation spec	Dan Grover Chinese Mob...
App system permissions	Case Study Club	Mobile optimization ideas: ...
The Time When Lady Gaga ...	Great examples of Design ...	5 simple UX principles to g...
Extracting Your "Product St...	HH Design — Medium	Notification Overload? — ...
What is Product Design? —...	Designing Search for Roo...	A shorthand for designing ...
1432156956_the-10-comm...	Redesigning Chrome Andr...	Quick method for sketching ... (View/Action -> Next View/Next Actions).
UI Animation and UX: A No...		32 email newsletters you w...
affordance - Should "dange...		Building an MVPP: Minimu...
Kera's Onboarding & UX Bl...		An exploration in Material ...
10 Golden Principles of Suc...		What is difference between...
A Better Way To Request A...		STEVE JOBS ON APPLE'S RE...
Invisible animation — Medi...		Quora Will Now Publicly Sh...
android - Is it frowned upo...		What fuels great design (a...
How Cards Are Quietly Tra...		Exercise your product mus...
26 Elements of a Gamificati...		

Tabs 7/15/2016

One of our goals is to make it easy to find the links you save. As part of that effort, I designed a typeahead-like search filter that filters through your bookmarks. Because of the way our app loads your bookmarks, this search filter makes searching your bookmarks really fast with little friction because there is no load time. All your boards and categories are loaded in the DOM which means the moment you begin typing, it immediately filters through all your saved content. The keywords you enter match against your bookmark titles, urls, notes, and category titles, making this a powerful search for your content.

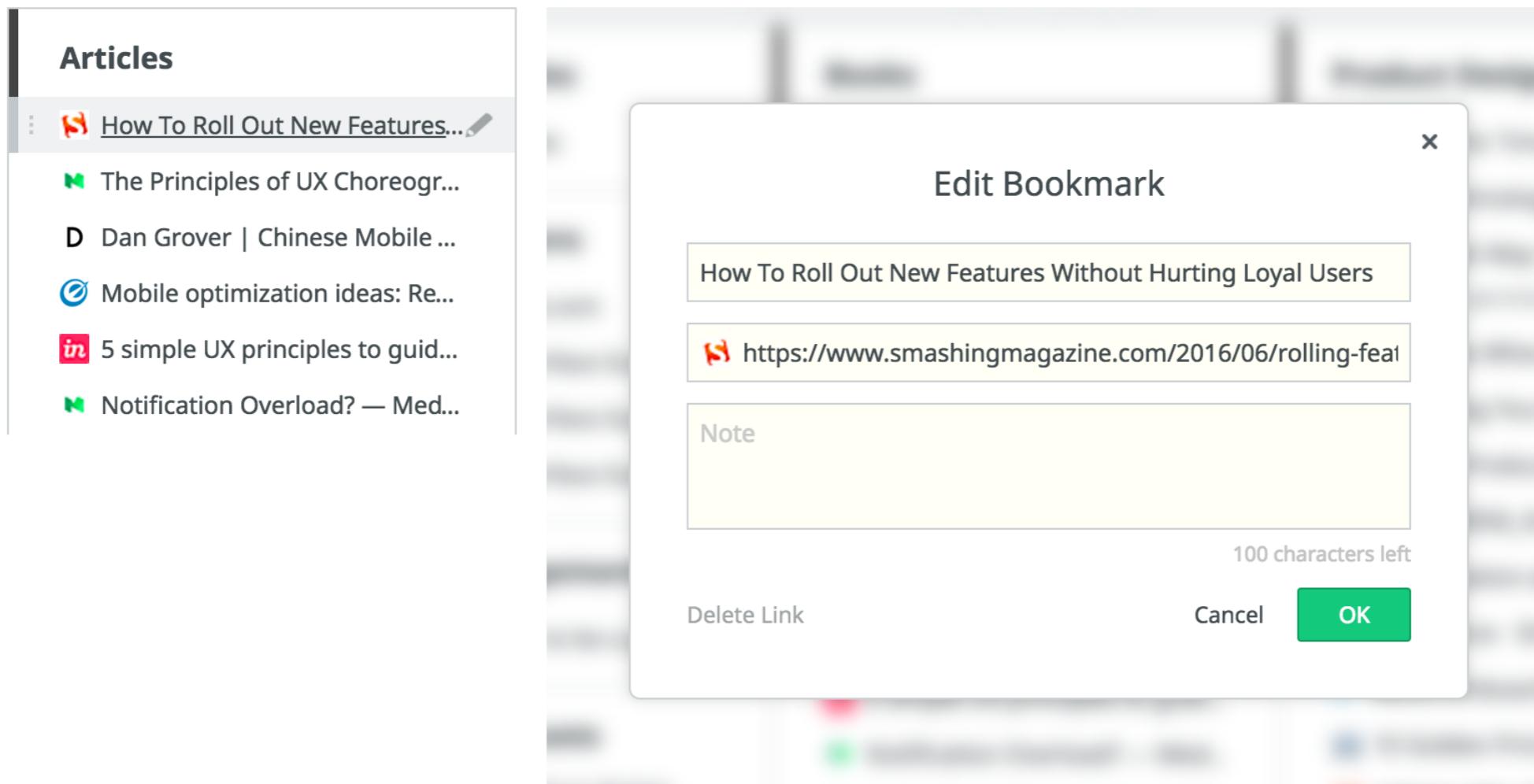


These are a few other versions of the search we didn't move forward with. This iteration shows the search results in a 3 column layout to imitate the layout of the categories underneath. This iteration also has the search dropdown on top of the dashboard UI. In our current iteration, we decided to hide the dashboard UI because the moment you begin to search, cognitively you are no longer focused on the rest of the app. The user is essentially saying they can't find what they're looking for in the current screen, so we decided to hide extra noise and just focus the search results.

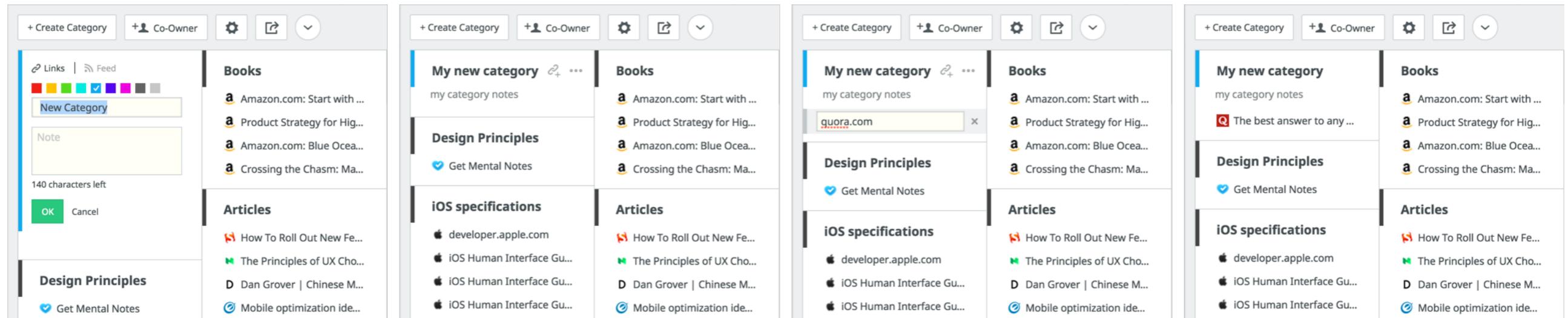


The screenshot shows the papaly interface with a search bar at the top containing the query "user experience". Below the search bar is a user profile for "Stanley Diaz" with a count of 6. On the left, there's a sidebar with sections for "Refresh all boards", "Explore" (selected), "Inbox" (36 items), "Recently Visited", and "Social Favorites". The "YOUR BOARDS" section lists "boardNameOne", "boardNameTwo", "boardNameThree", and "boardNameFour". The "BOARDS YOU FOLLOW" section lists "boardNameOne" (13 items), "boardNameTwo" (9 items), and "boardNameThree" (10 items). The main content area displays search results under sections like "Your bookmarks", "From boards you follow", "From your social media accounts", and "Suggested links". Each result includes a title, a URL, and a small icon. At the bottom, there are two columns of "websitename.com" placeholder cards.

This is a version that is somewhat closer to the version we released. A simpler 1 column list of the search results. However, we didn't move forward with this version because we decided perhaps showing the entire url next to the title was unnecessary. The url was added so a user would know where the link will lead to - to show a bit of context before clicking or committing to an action. But after a bit of discussion, we decided users don't need to know the entire url string, especially when they have the favicon to help provide context as to what domain this bookmark belongs to.



Editing a bookmark is a feature that people use quite frequently after saving a new bookmark. They use it to edit the bookmark titles or to add some personal notes to a link which helps them when remembering why they saved it. Hovering over a bookmark reveals an "edit" icon/button allowing for quick access to editing features. I decided to hide the button by default because of the large amount of bookmarks one can accumulate. By revealing the button on hover, this keeps the UI clean of any extra visual noise that may not be necessary. This is also a feature that one is likely to encounter shortly after interacting with a bookmark, which means the discoverability of this feature is not hurt too bad. When clicked, our current version of the web app uses a modal dialog to present edit options. A modal dialog was used to properly display all the editable input fields. Factors such as the width of the category, average length of titles and urls, made inline editing a bad experience.

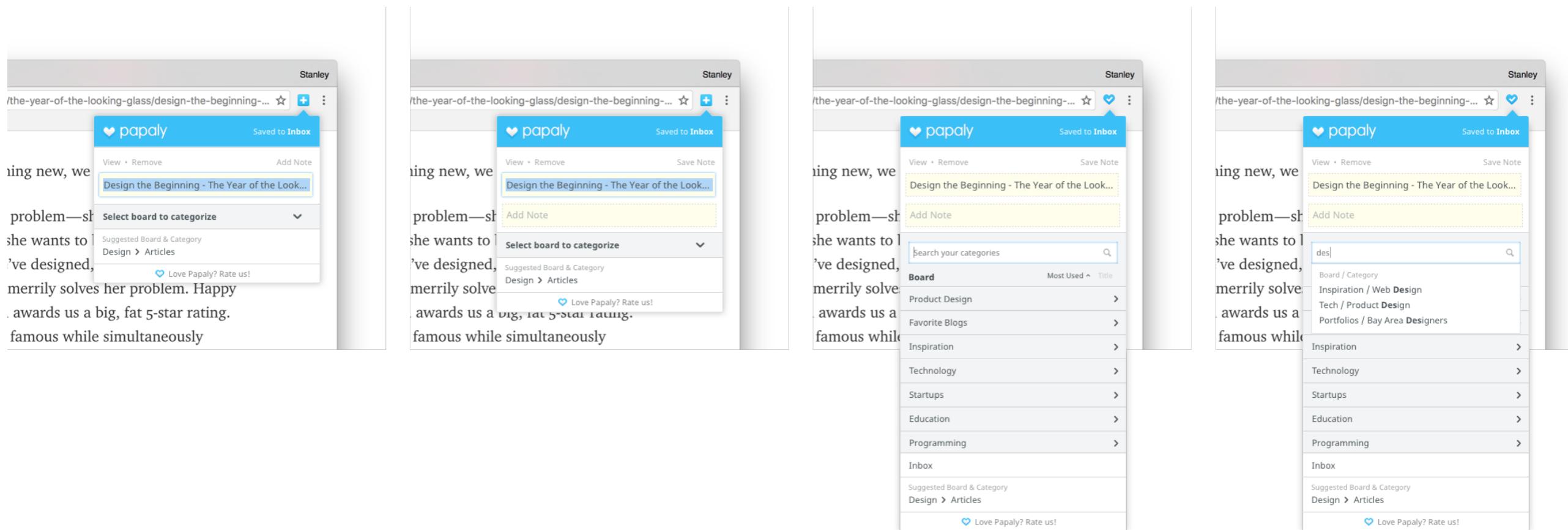


Editing, or creating new categories, as well as creating new bookmarks happen through inline editing. This makes the process of adding content as quick as possible with little friction. This served two goals. User-generated content was very important to us, especially as a small product - so, we wanted this process to be as simple as possible. With such a simple process, we hoped it would also encourage users to use our product for their bookmarking needs (which aligns with our goal of replacing the browser bookmarking experience). When adding a new category, you are asked to provide a title, assign it a color (optional), and a description or notes about the category (optional). All this info helps provide context as to what the category will be about. This is useful for yourself when it comes to organizing, or for viewers of your board. When creating a bookmark, all you are asked is for the URL. The actual bookmarks are the crux of our product. Minimizing the information we need to create a bookmark was important to maximize the number of bookmarks created.

The image displays five different user interface prototypes for editing a bookmark. Each prototype is contained within a card-like structure with a header and a list of items.

- Product Design Insights:** A large header, followed by a list of three items. The first item has a blue rounded rectangle over it. A hand cursor icon is positioned over the top right corner of this blue box. At the bottom are "OK" and "Cancel" buttons.
- Product Design Insights:** Similar layout to the first, but the blue box covers the entire first item's content area.
- Product Design Insights:** The blue box is much smaller, covering only the title of the first item.
- Freebies:** A large header, followed by a list of three items. The first item has a blue rounded rectangle over its title. At the bottom are "OK" and "Cancel" buttons.
- Freebies:** Similar layout to the fourth, but the blue box covers the entire first item's content area.

These are some alternate versions of editing bookmarks. I explored an inline edit version, but as mentioned previously, the width of the category can change dramatically based on screen width and number of columns the user has set per board. This would cause the input fields to be really narrow making it awkward to edit text. Making room to fit the inline edit fields would also mean your bookmarks would jump down, making it a pretty jarring shift every time you wanted to edit a bookmark. I also explored a tooltip-like design where the edit dialog floats next to the desired bookmark, but this meant the position of the tooltip would depend on the position of the bookmark. For example, what side would it float to for a bookmark on the right side of the page? The inconsistent position wasn't very desirable.



Role: Product Designer and Front-End Developer

See it live: [Chrome Webstore](#)

As part of our goal to replace your browser bookmark manager, we released a browser extension to make saving new links as easy as one click. In fact, the majority of bookmarks created in Papaly come from the extension. This allows users to interact with our product, without actually visiting our website. The extension lets you save new links with one click - removing a lot of the friction when manually creating new links on papaly.com. By default the link is saved to your inbox, but the extension also lets you search for and organize into categories.



What is Menew?

Menew is an iOS App that customers use at a restaurant to help expedite or streamline their dining experience.

Goal and challenges

Our goal with Menew is to provide restaurant goers with a quicker and simplified dining experience.

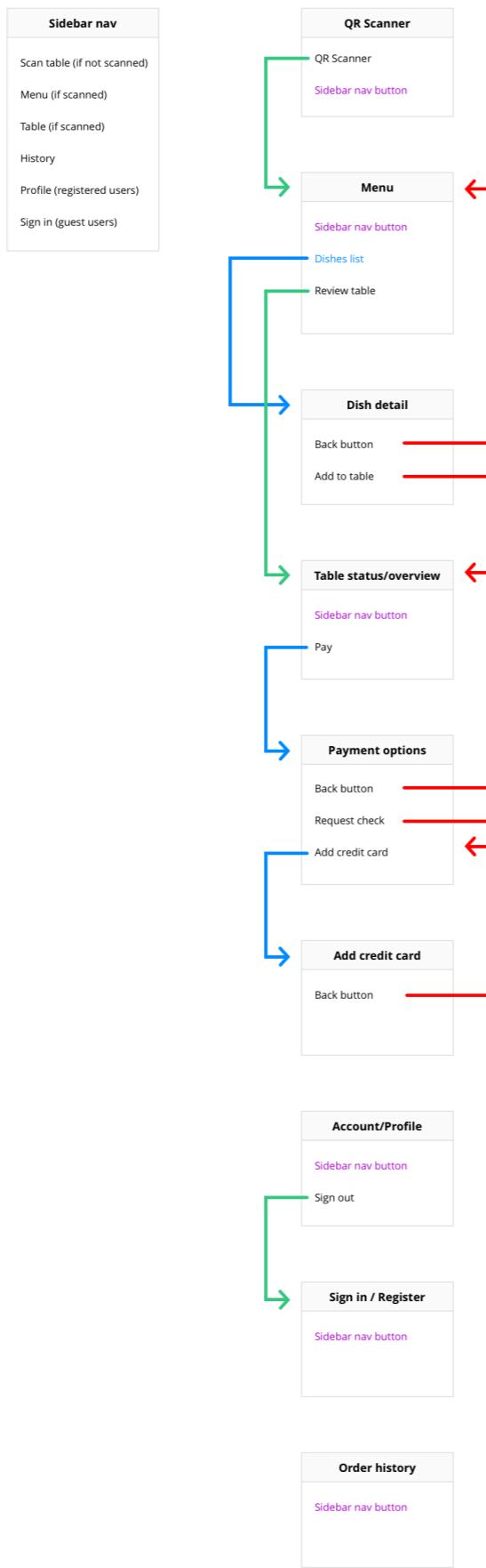
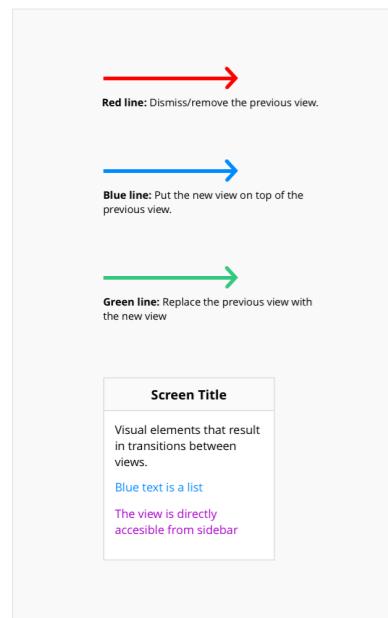
The traditional restaurant experience is one big waiting game. Waiting for your waiter, waiting for your food, waiting for your check. To achieve our goal, the product has to make the ordering and payment process as simple and quick as it can be.

Role:

Product Designer

Product link:

<https://itunes.apple.com/us/app/menus-order-pay-at-restaurants/id1130580039>



Because we were going to build and design this app almost at the same time, one of the first things I started working on for this product was a flowchart for how the different screens of the app would flow together.

The flowchart details whether a new view is added on top of the current view, or whether the current view is replaced by a completely new view. This was so our iOS engineers could begin working on the technical aspects and setting up all the top level views, the view controllers, and basically getting a skeleton app set up so it would be easier to implement the UI at later stages.

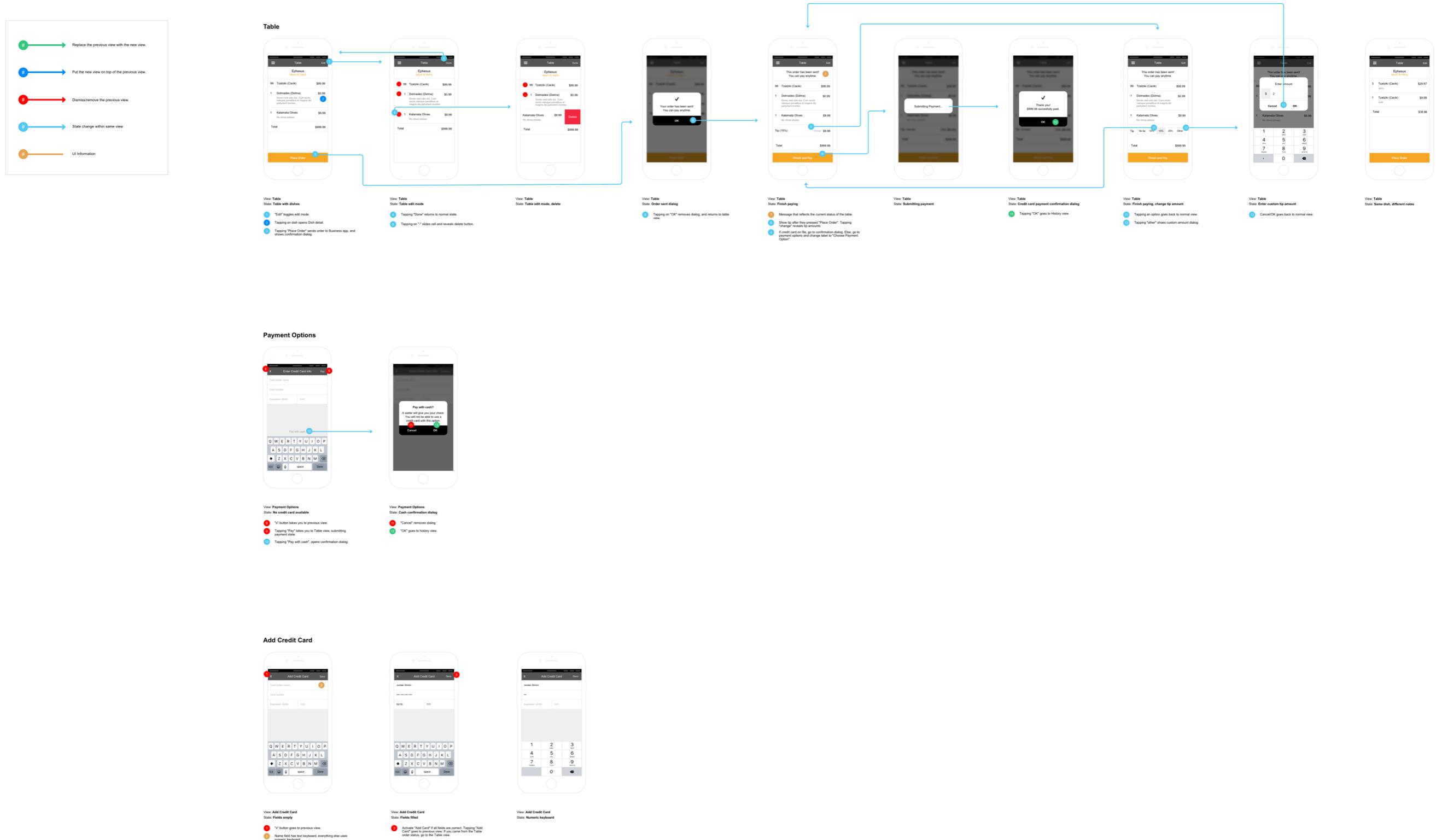
UI Flow Diagram:

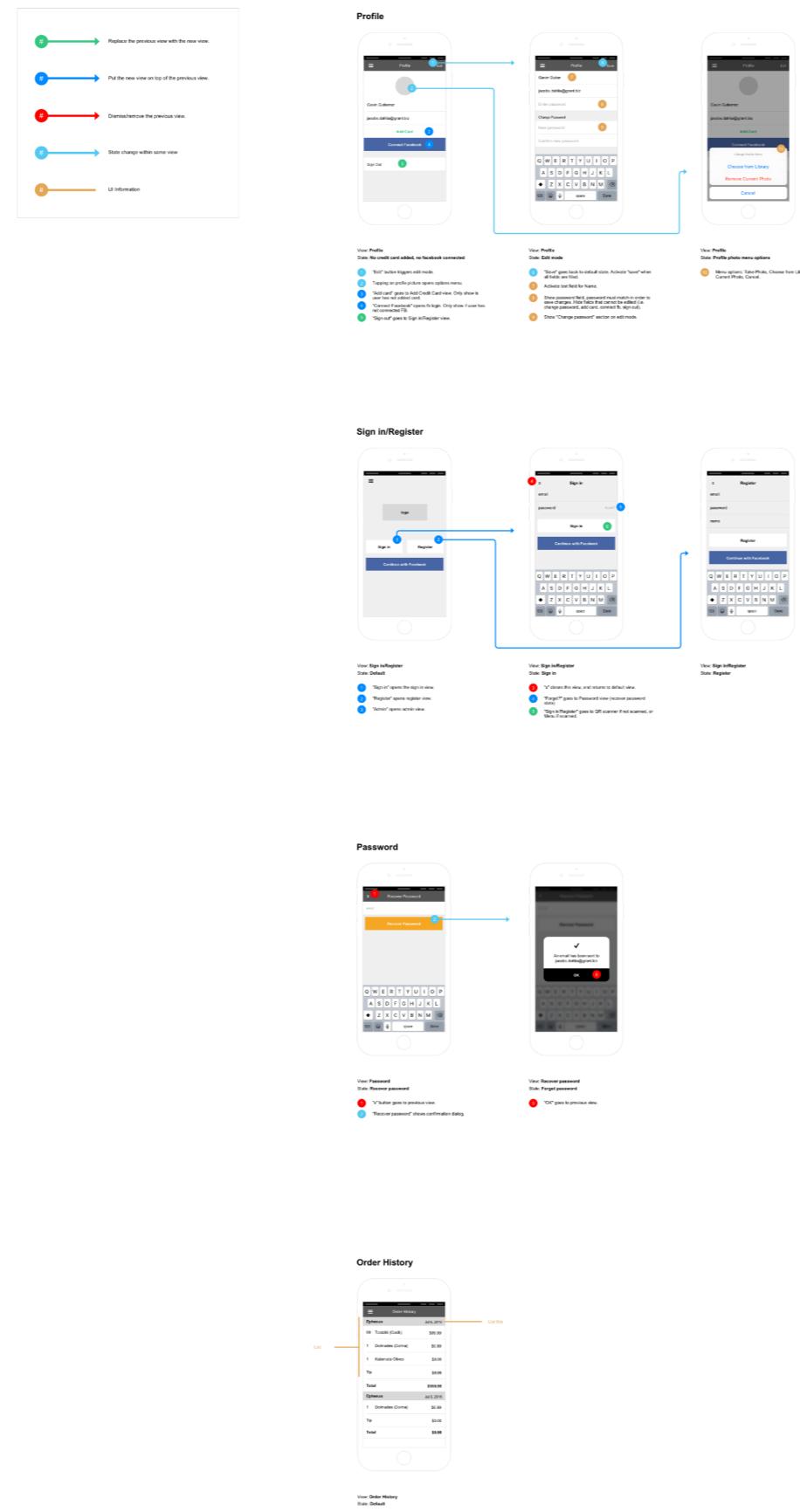
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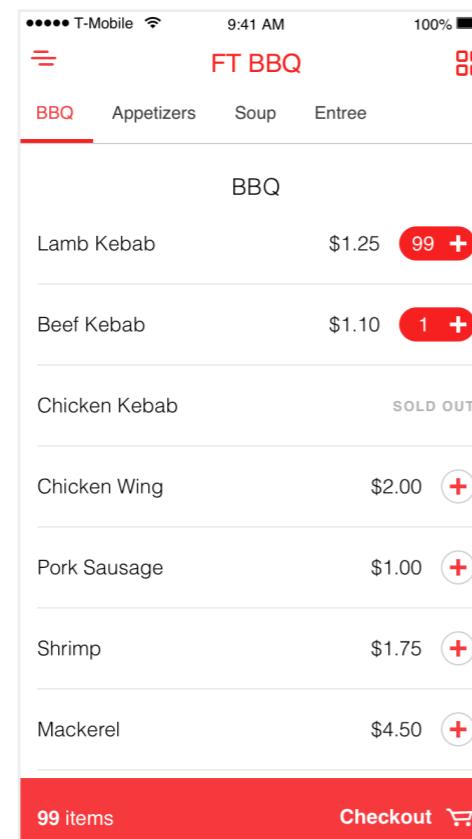
graph TD
    A[Replace the previous view with the new view.] --> B[Put the new view on top of the previous view.]
    B --> C[Dismiss/remove the previous view.]
    C --> D[State change within same view]
    D --> E[UI Information]
    
```

Views and States:

- QR Scanner:** Scan QR code on a table to start an order.
- Sidebar:** Shows Scan table, Menu, Table, History, Profile, and Sign in options.
- Scan QR:** QR code not scanned. Tapping "menu" icon slides the sidebar menu onto the current view. Scanning or code goes to Menu view.
- Sidebar menu:** Scan table: Only visible if not scanned yet. Menu: Only visible if scanned. Table: Only visible if scanned. History: Visible always. Profile: Visible always, only to registered users. Sign in: Visible always, only to guest users.
- Menu:**
 - View: Menu State: Default menu list. Tapping "+" increases quantity and adds to table. Tapping on dish goes to Dish Detail.
 - View: Menu State: Quantity changed. When you add a dish with notes, and when you return to the Menu, the dish item with the notes should be shown under the original.
 - View: Menu State: Dish with instructions added. Tapping on "Review" takes you to Table view.
- Dish details:**
 - View: Dish detail State: No dish added. Back button returns to previous view. "+" and "-" buttons for dish quantity.
 - View: Dish detail State: Quantity added. Tapping "special instructions" area shows instructions view. When a dish is added, show the "Review" button. Tapping it goes to Table view.
 - View: Special Instructions State: Instructions added. QWERTY keyboard for input.
 - View: Dish detail State: Instructions added. Update Table button.
 - View: Dish detail State: No photo. If a dish has already been added, and you make changes to the dish, show the "Update table" button.



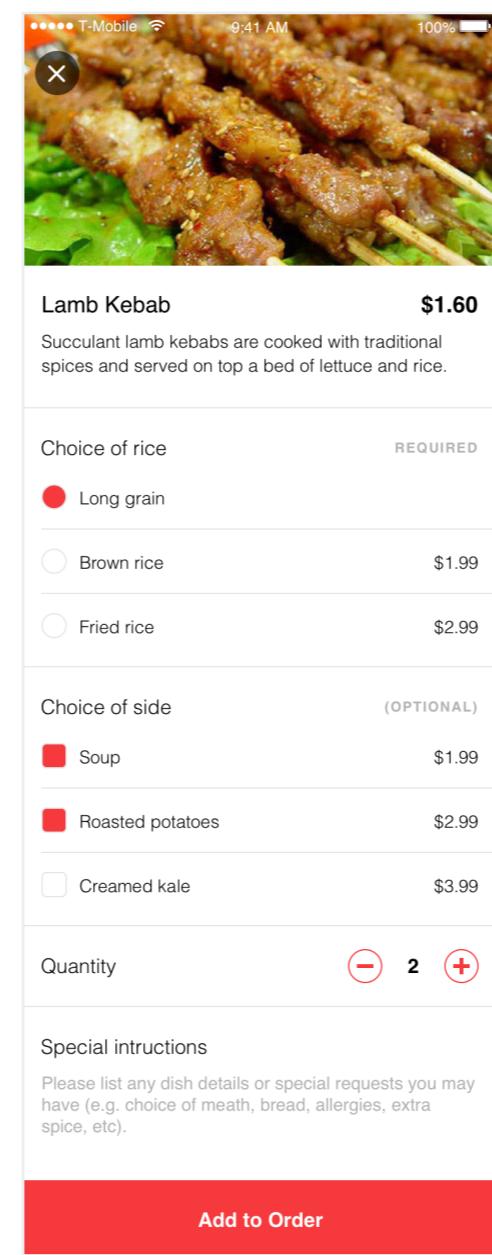




BBQ

- Lamb Kebab \$1.25 +
- Beef Kebab \$1.10 1 +
- Chicken Kebab SOLD OUT
- Chicken Wing \$2.00 +
- Pork Sausage \$1.00 +
- Shrimp \$1.75 +
- Mackerel \$4.50 +

99 items **Checkout** 



Lamb Kebab **\$1.60**

Succulent lamb kebabs are cooked with traditional spices and served on top a bed of lettuce and rice.

Choice of rice **REQUIRED**

- Long grain
- Brown rice \$1.99
- Fried rice \$2.99

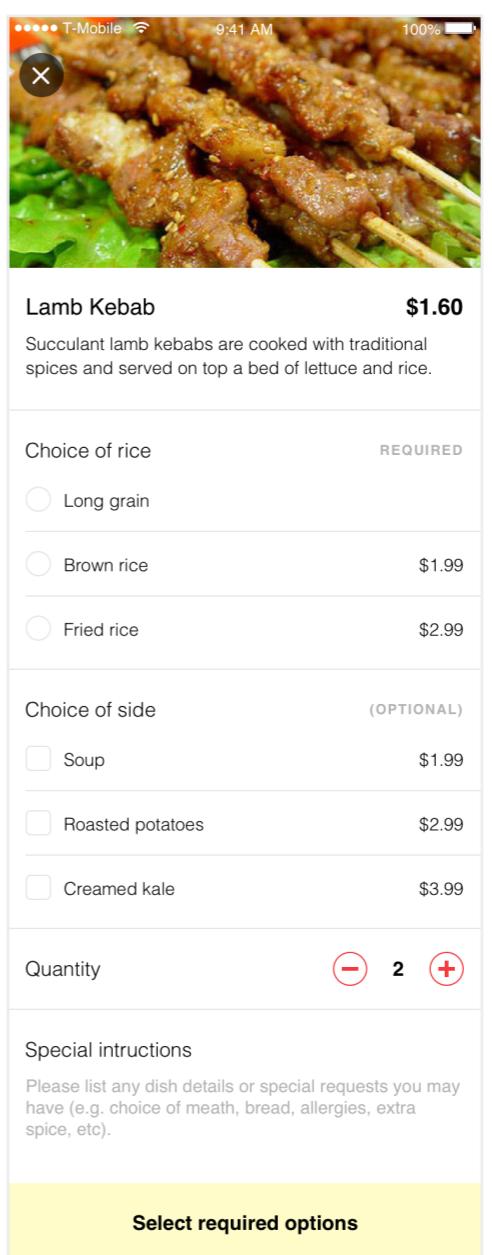
Choice of side **(OPTIONAL)**

- Soup \$1.99
- Roasted potatoes \$2.99
- Creamed kale \$3.99

Quantity - **2** +

Special intructions
Please list any dish details or special requests you may have (e.g. choice of meat, bread, allergies, extra spice, etc).

Add to Order



Lamb Kebab **\$1.60**

Succulent lamb kebabs are cooked with traditional spices and served on top a bed of lettuce and rice.

Choice of rice **REQUIRED**

- Long grain
- Brown rice \$1.99
- Fried rice \$2.99

Choice of side **(OPTIONAL)**

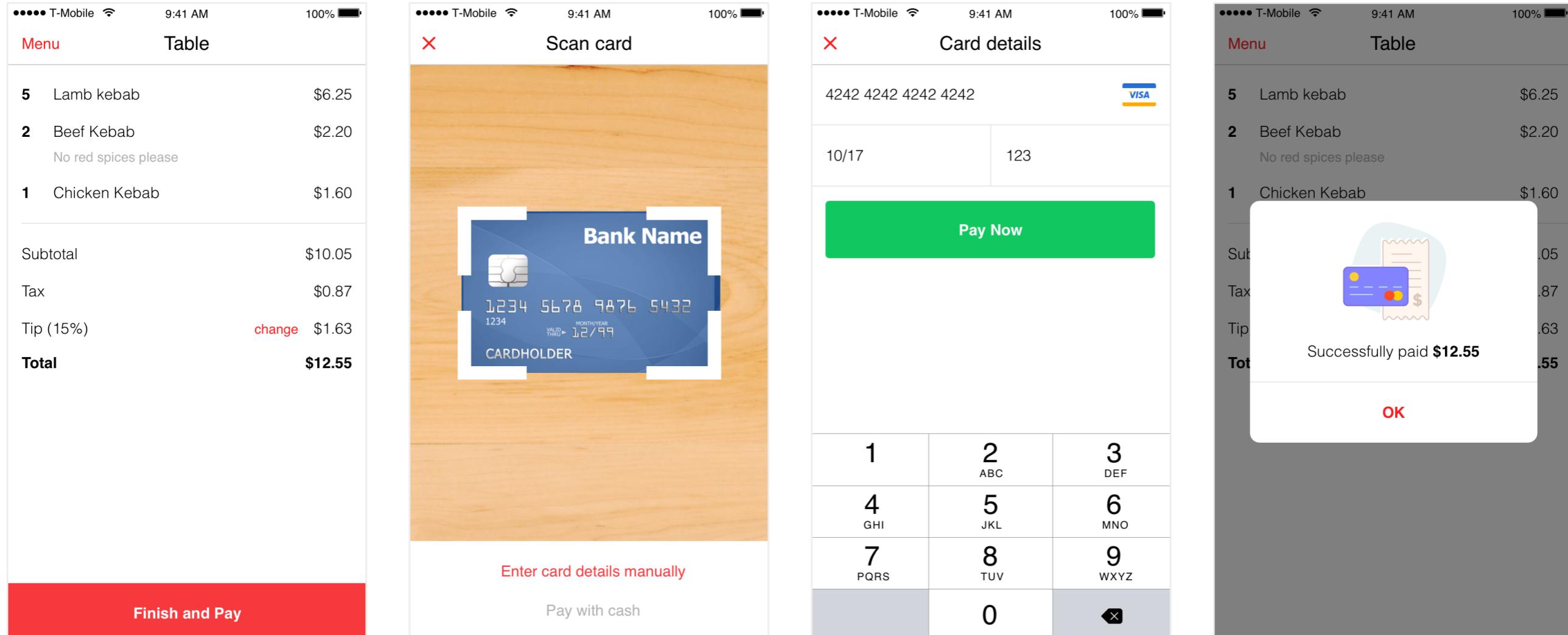
- Soup \$1.99
- Roasted potatoes \$2.99
- Creamed kale \$3.99

Quantity - **2** +

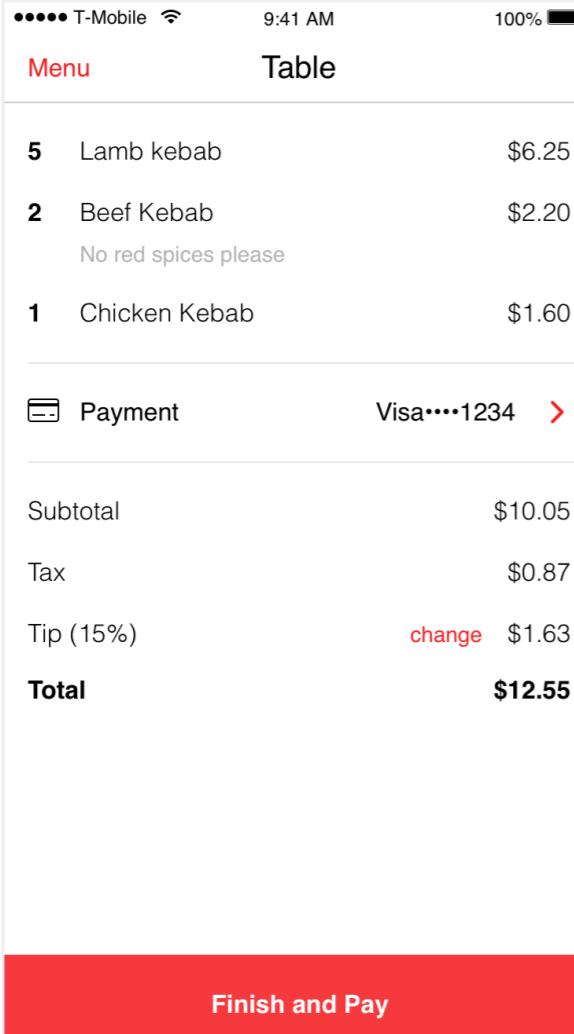
Special intructions
Please list any dish details or special requests you may have (e.g. choice of meat, bread, allergies, extra spice, etc).

Select required options

One of our goals is to make the process of browsing and adding dishes really simple. To remove friction in this process, I added a "+" button next to each dish name. When pressed, that dish is added to your order. This one tap process allows a customer to quickly scroll through the menu and add a dish, all within the same view. Secondary actions such as editing the quantity of a dish or selecting options are deferred to a dish detail view. When adding a dish with required options from the menu view, the "+" button opens the dish detail view and instructs you to select the required options.



Paying with a credit card is the simplest and quickest way to pay for your order. To encourage users to enter their credit cards, we show them our card scanner after pressing "Finish and Pay". The card scanner is the easiest method to input your credit card details, but we also provide a fallback option to manually enter your card details. After confirming your card information, pressing "Pay Now" finishes the payment process and saves your card as the default payment for future orders. Customers are also able to select cash payment which will notify the wait staff to bring your check.

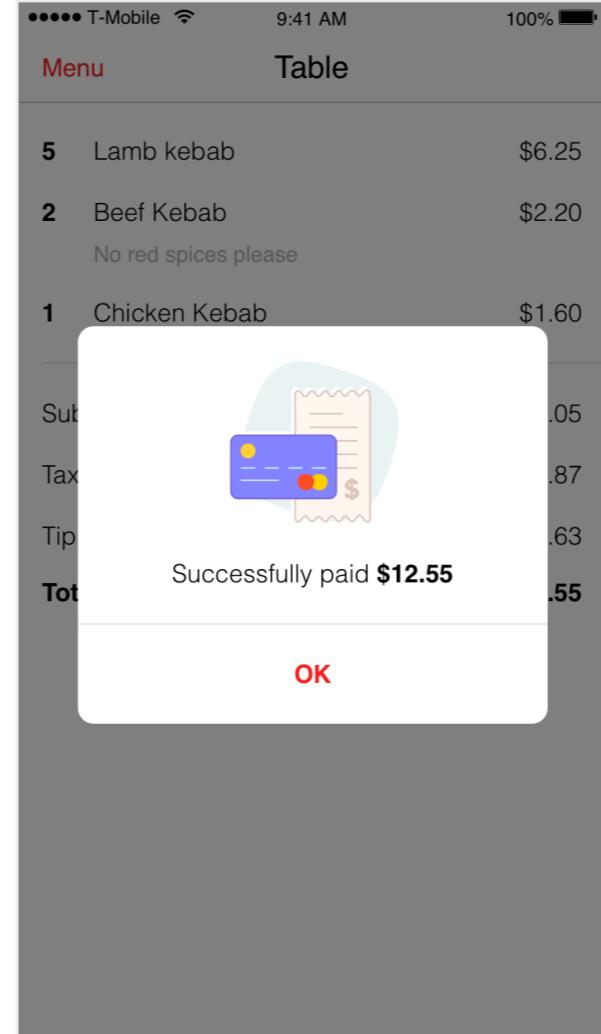


Menu

Table

5	Lamb kebab	\$6.25
2	Beef Kebab	\$2.20
No red spices please		
1	Chicken Kebab	\$1.60
Payment		Visa....1234 >
Subtotal		\$10.05
Tax		\$0.87
Tip (15%)		change \$1.63
Total		\$12.55

Finish and Pay



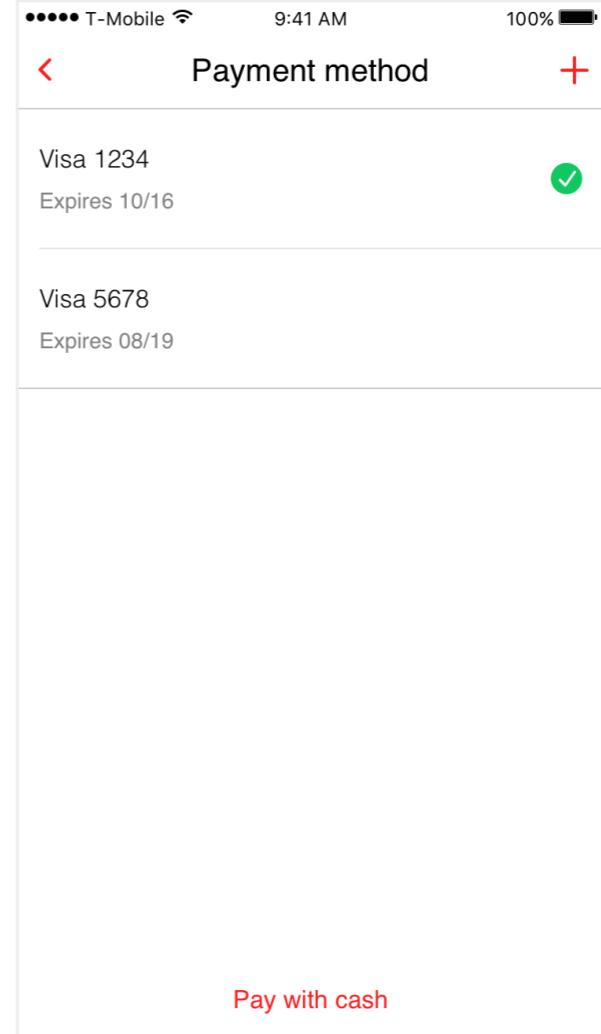
Menu

Table

5	Lamb kebab	\$6.25
2	Beef Kebab	\$2.20
No red spices please		
1	Chicken Kebab	\$1.60
Subt		.05
Tax		.87
Tip		.63
Total		.55

Successfully paid **\$12.55**

OK



< Payment method +

Visa 1234 Expires 10/16	<input checked="" type="checkbox"/>
Visa 5678 Expires 08/19	<input type="checkbox"/>

Pay with cash

After a customer has used a credit card for the first time, we save that card as the default payment option. Subsequent orders can be paid for with a single tap of a button - saving a customer's time from having to call the waiter and having to wait for their check. If desired, the customer can still change payment methods.



What is Riple?

Riple is a content discovery and curation app. Through a community of like minded people, you are able to discover content relevant to a specific topic of interest, or contribute to the community by sharing content you find on the web.

Goal and challenges

Our overarching goal for Riple was to create a product that would be your go to source for content based on your interests.

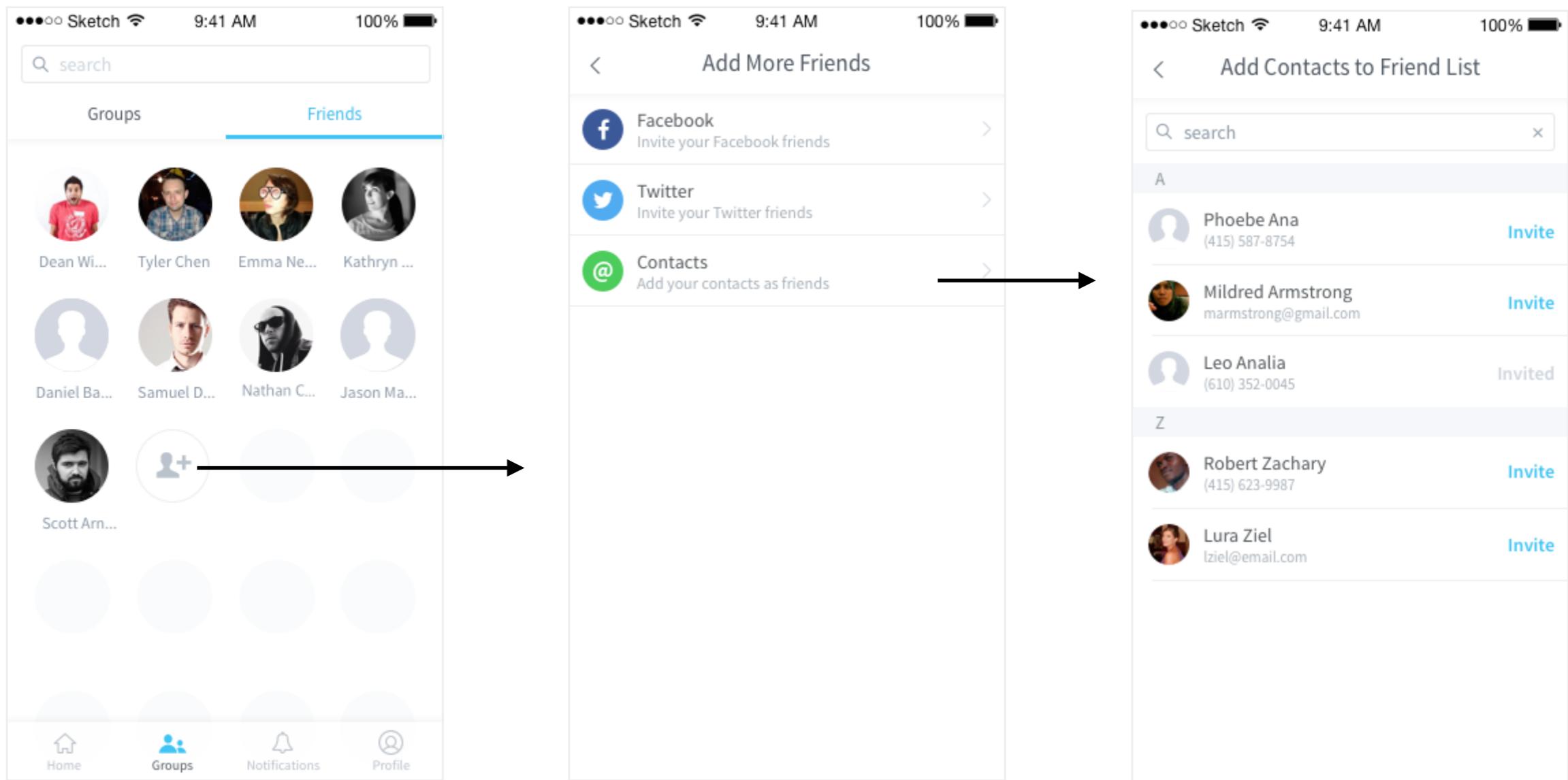
To achieve this, the product would need focus on content, and community. This means the ability to build and foster a community would need to be simple, as well as the ability to add content into the app.

Role:

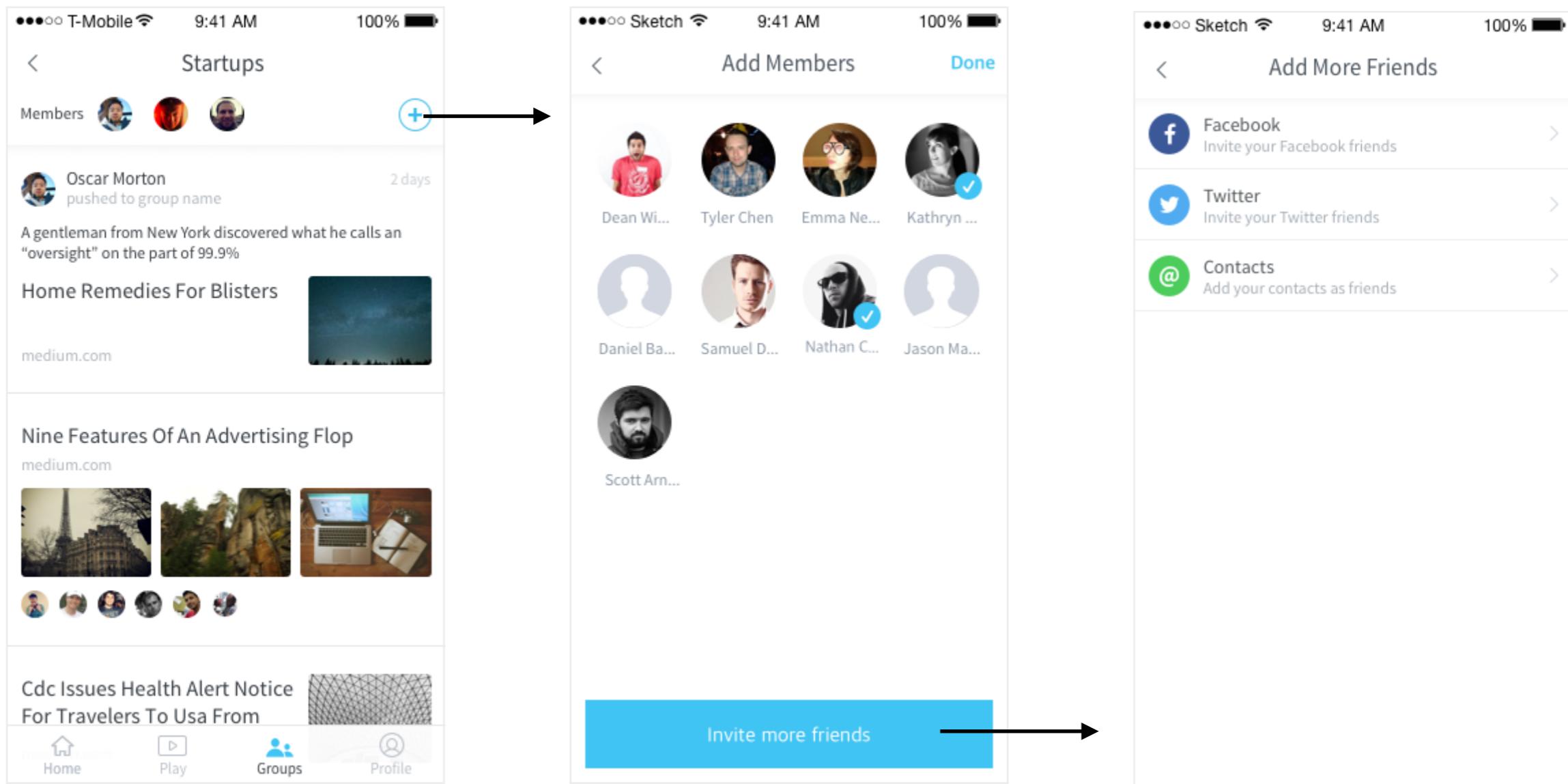
Product Designer

Product link:

[https://itunes.apple.com/us/app/riple-discover-best-content/
id1017796980](https://itunes.apple.com/us/app/riple-discover-best-content/id1017796980)



One of our key challenges for this product was creating a community where people with similar interests would share the content they find online. To build a community, we needed users. As part of an effort to drive user growth, I designed an invite system. If permission is granted, this feature would allow you to send an invite to your contacts. Depending on the type of contact information you have (phone or email), it would send your friend a text or email notifying them they were invited to the app. We believed (or hoped) that the majority of our growth would come from current users recruiting new users via this invite system.



To help grow a community around a certain topic, I worked on a feature that would allow a user to invite more members to a specific group. To give a sense of an active community, I added photos of current members of the group to the bottom of the group name. To help make this a bit more personal and inviting to join, the feature was designed so it shows the photos of your friends in the group (if any). On the "Add Members" view, we also give you an option to invite more friends to the app - helping to further our goal of user growth.



Oscar Morton
pushed to group name

Former president Jimmy
Carter says cancer has sprea

medium.com



2 days



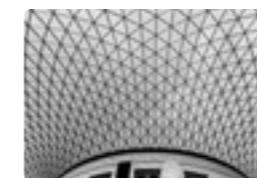
Oscar Morton
pushed to group name

Donec sed odio dui. Donec id elit non mi porta gravida at
eget metus.

Former president Jimmy
Carter says cancer has sprea

medium.com

2 days

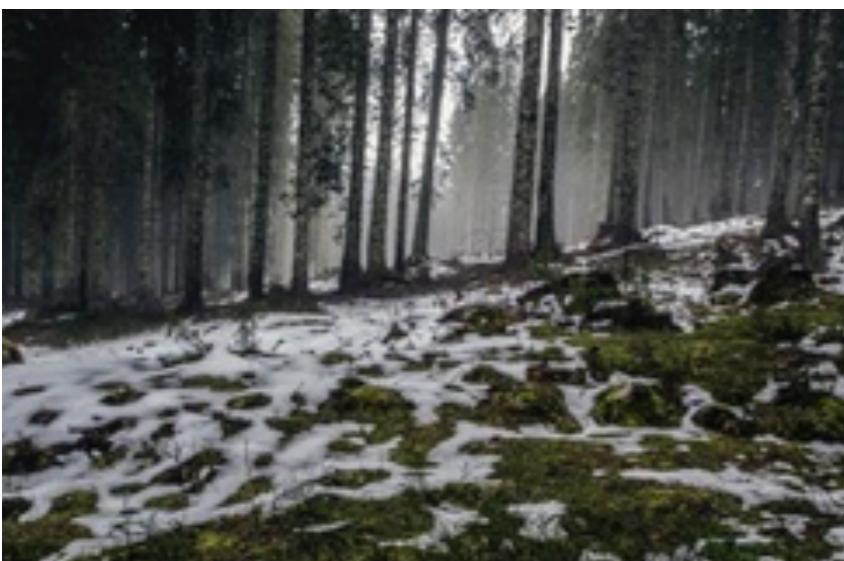


Former president Jimmy
Carter says cancer has sprea

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36 1 36



Former president Jimmy
Carter says cancer has sprea

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Former president Jimmy Carter says cancer
has spread to his brain

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Former president Jimmy Carter says cancer
has sprea

36 1 36



Former president Jimmy
Carter says cancer has sprea

medium.com

Donec sed odio dui. Donec id elit non mi porta
gravida at eget metus. Donec sed odio dui. Donec id
elit non mi porta gravida at eget metus.

36 1 36



Clip view anatomy

The screenshot shows a content clip view with the following labeled components:

- clipBigBuffer** (used on the outer edges of the clip, and in between clipActions)
- clipPusherInfo** (pusher name is shifted up -4pt)
- clipPusherComment**
- clipSmallBuffer** (used between elements inside the clip)
- clip**
- 3thumbnails title**
- 3thumbnails**
- clipTopComment** (comment is shifted up -3pt)
- clipViewers**
- clipActions**
- clipBorderSeparator** (sits right under the bottom clipBigBuffer)

Content clips can exist in a variety of ways. Some may or may not contain a title. They may or may not display a comment. It may or may not display a list of users who interacted with the clip. The clip had to be designed in modular way so as to make it easy to add/remove different parts. To help with iOS development, I defined the anatomy of a content clip by deconstructing each individual view that the parent clip view would consist of.

End