

SEBASTIÁN
CARDEÑA

PORTFOLIO

UX/UI Design

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Hello!

My name is Sebastian. As a new UX/UI designer, I'm passionate about creating intuitive and user-centered experiences. My approach blends user research with a keen eye for visual design, ensuring that every element serves a purpose and enhances the user journey. I'm constantly inspired by music, nature, art, design and different cultures from around the world. I think the best qualities to have as an artist is open-mindedness and staying humble, which are traits I try to carry in my everyday life.

My objective is to bring across your message and identity in the most creative way.





JamLab was created from a school project. I was asked to build a modern-day app that helps people support their community.

JamLab is an efficient and accessible social networking app designed specifically for musicians. It provides a platform for musicians to connect, collaborate, and network. Users can create profiles, search for other musicians based on location, instrument, or genre, and join or create music groups.

The app also offers features like messaging, file sharing, and an event calendar. JamLab aims to simplify the process of finding like-minded musicians and fostering creative collaborations.

Project Type: Build a modern-day app

Role: UX/UI and brand design

Industry: Social networking

Tools: Figma, Adobe Illustrator

Duration: 3 weeks

I started this project by identifying what problems musicians face when they want to network. By some interviews I conducted I was able to identify their needs, pains and potential solutions.

BASIC INFORMATION	DEMOGRAPHIC AND BEHAVIORS
Name: Luca Anderson Age: 32 Sketch: 	Personality: Open minded, laid back, funny, optimistic, friendly, charismatic, humble, organized, honest, active, creative, hard worker. Occupation: Surf instructor Relationship Status: Married Likes To: Likes to go to concerts, likes to travel and camping by the beach. Loves to: Loves to spend time with his family, loves to play bass guitar on his free time, meet new people, loves to surf and to cook. Does Not Like To: Spend a lot of time in social media, bad customer service and bad traffic.
Needs To: Needs to be aware of other musicians around his area. Needs to find a way to network more efficiently. Wants To: Wants to meet people that play other instruments who want to jam or start a band.	Pained When: Finally meets someone but is outside his area. Can't keep track of all the people that he meets. Feels Annoyed When: When spends too much time in multiple social platforms trying to reach out and gets no positive responds A Potential Solution Is: To find an easier way to connect with musicians through an app in which users would have to create a profile and the app could track other users in the same area.



USER 1



USER 2



USER 3



USER 4



USER 5

					I need to know how musicians connect	
I need to know the struggle of connecting with musicians					Doesn't network	No longer connects with other musicians
Struggle with different ways to network		Can't connect with anyone in the area	Hard time to find motivation to learn music			
Hard time to find musicians nearby	Uses music to connect with people					
I want to know what people feel when playing music					I want to know the experience of users in the past	6 months of experience playing along with friends
Feels free, creative and powerfull	Highly motivated in learning from other musician	Empower, Unstoppable feelings when listening music	Brings back memories and feelings		Would love to learn how to play bongo	Would love to learn how to play guitar
Listen to music based on the mood	Listen to music based on the mood	Music helps to focus	Hard time to network with people around the area		Plays for fun, but hoping to play in live venues	The importance of music in life
					Plays in family reunions	Appreciates different cultures and music

Based of the information I gathered, I created a user persona, different "How might We" statements and a problem statement.



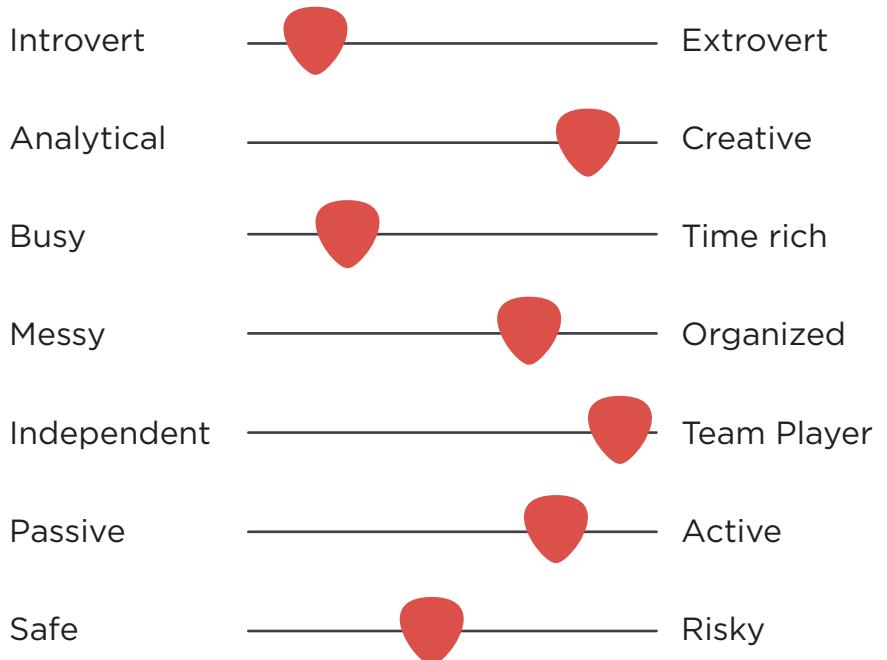
Bio

Luana is studying to become a mechanical engineer. She would like to explore and share her passion for music with others. She is looking and wondering on how to connect with people that share the same passion. She is highly motivated and wanting to join a band or create one in her area, hoping to jam and playing in live venues.

Luana Tessaro

- 24 years old
 - College student, Mechanical Engineer
 - North Carolina, United States
 - Lives in an apartment with one roommate near her school
-

Personality



HMW Statement: How might we create a safe space for musicians to network in their area.

User Types Categories	Bands	Promoters	Student	Professional	Disable users
Accessibility	Localize venues. 	Contact bands directly. 	Find a teacher in your area feature. 	Find other musicians around the area and connect. 	Text to speech feature and speech to text features. 
Location	Distance traveled. 	Venues locations. 	localized area. 	Select desired area to connect. 	Provide accessible shuttle bus transportation. 
Safety	Safe space to share content. 	App policies. 	Privacy settings. 	Information privacy 	Report users. 
Events	Contact form. 	Venues schedules. 	Meetups in the area. 	Jam sessions, open mic. 	Provide aids and services at events. 
Networking	Event locations and schedule. 	Meet ups. 	Open mic, events, profile matches. 	App profiles matches. 	Creating a support groups and networks. 

How might we help people to **connect around the area**.

How might we provide a network event.

How might we notify musicians about other musicians nearby.

How might we create connections more **efficient**.

How might we localize musicians.

How might we encourage musicians to connect.

How might we create an app with **accessibility** for everyone.

How might we share events.

How might we assure **security** within the app.

How might we protect user's information.

How might we create a **safe space** for anyone.

How might we report scams or users.

We believe by creating an **accessible** and **secure** app will create a safe space for musicians to **connect** and **network** more **efficiently** around their **area**.

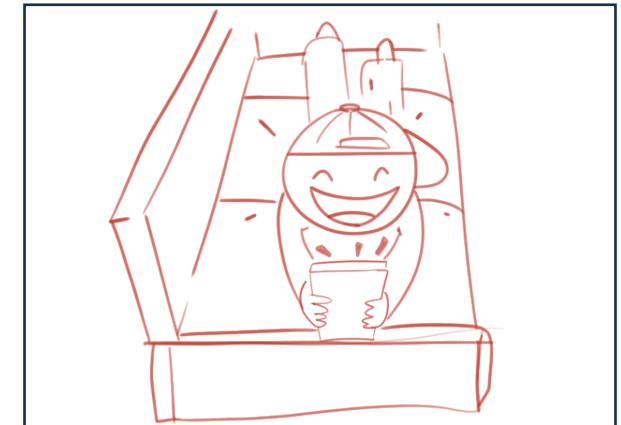
I learned how powerful sotoryboarding is. This tool helped me understand the user flow, so I can create a user-centered app that is intuitive, efficient, and enjoyable to use.



Jay is playing guitar and learning new songs at his home.



After some time of playing music by himself, he gets bored and starts looking for someone nearby who would like to jam on his JamLab app.



He finds someone who plays drums in his neighborhood who is interested and started to talk.



Jay starts getting ready, and starts packing his gear to meet with neighbor..

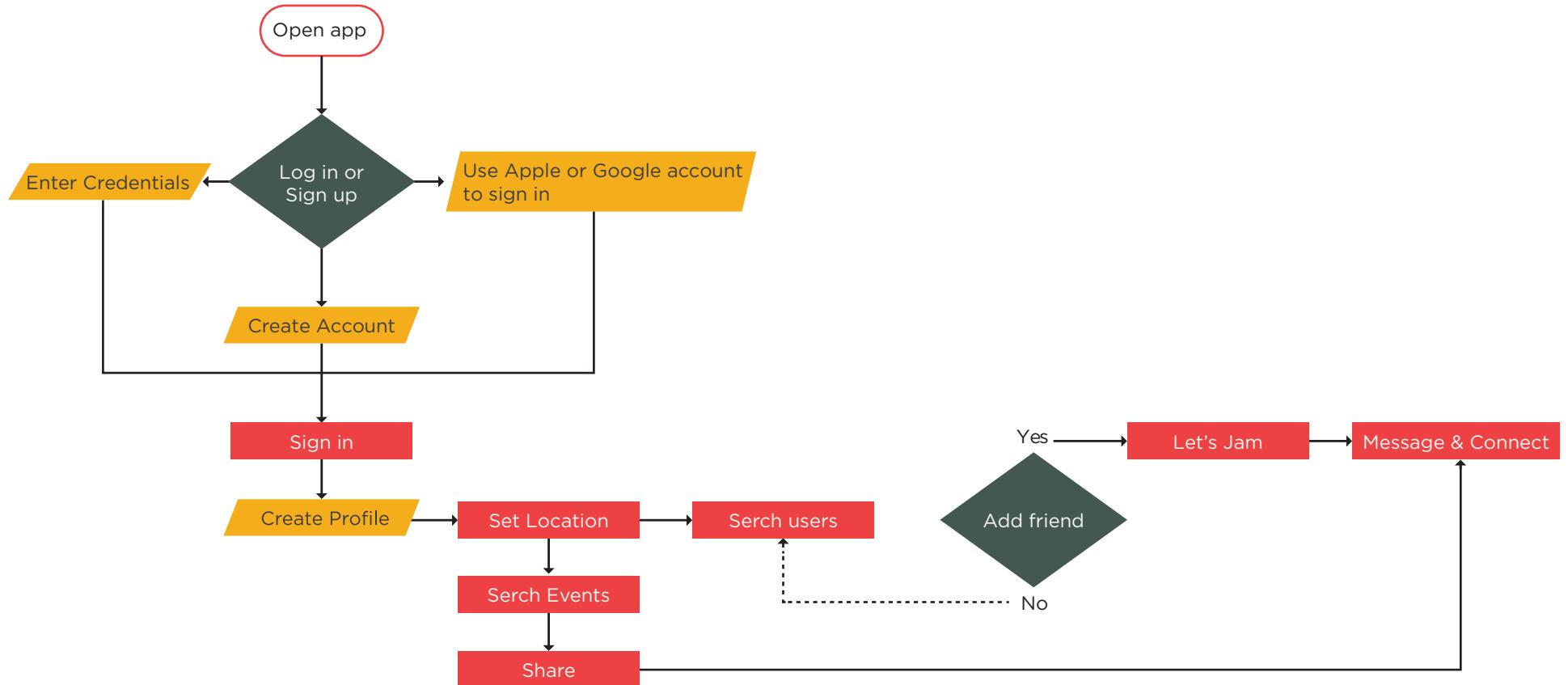


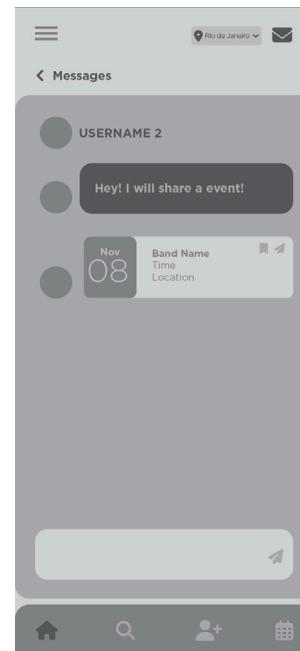
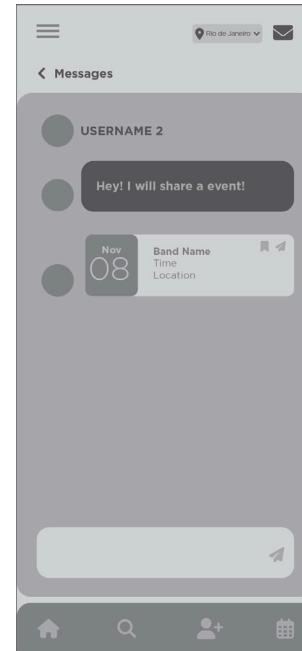
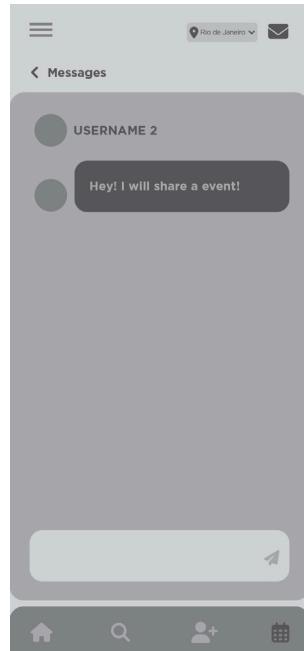
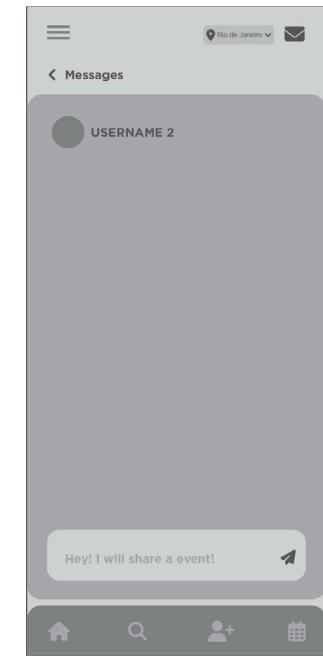
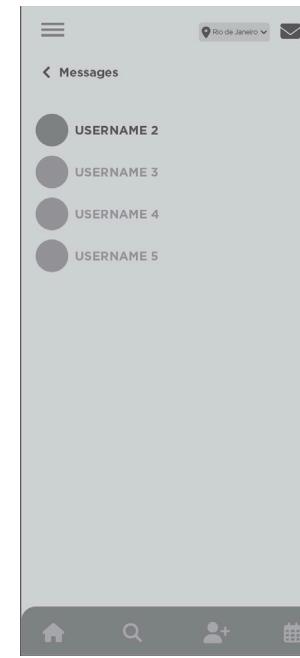
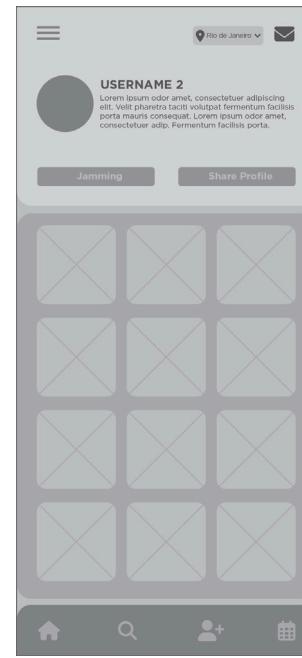
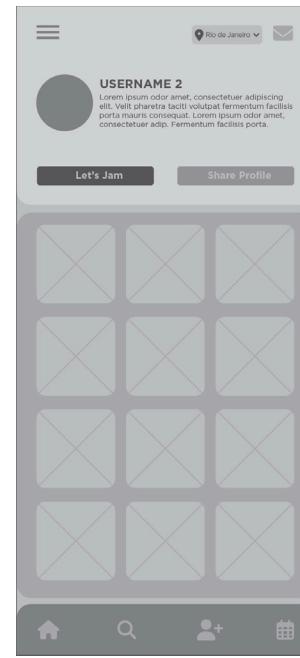
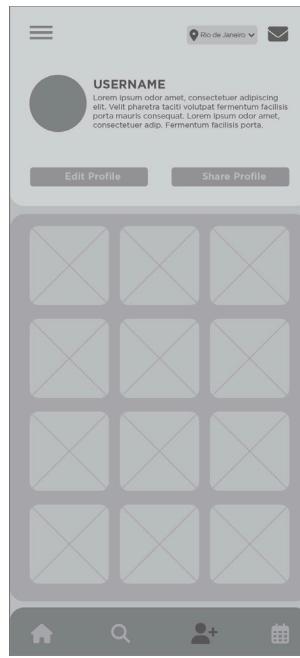
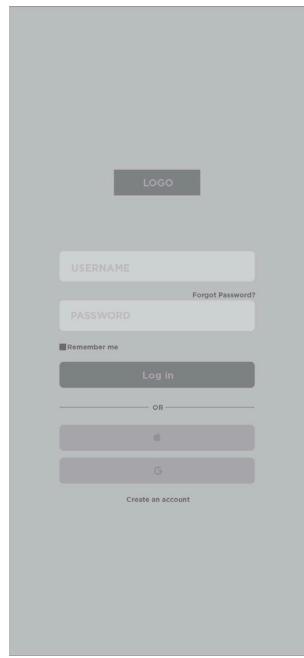
Jay arrives at his neighbor's house.



They set up their instruments and successfully start a jamming session.

User flow and prototype





Reef.org's mission is to promote ocean conservation and education, helping raise awareness and funds for vital experiences for vital environmental causes. The redesign aims to improve user experience by simplifying and creating consistent page layouts.

Project Type: Web re-design

Role: Group project of 4, UX/UI

Industry: Non-profit organization

Tools: Figma, FigJam, Zoom, Teams

Duration: Design sprint 5 weeks



Reef Environmental Education Foundation



Problem Statement

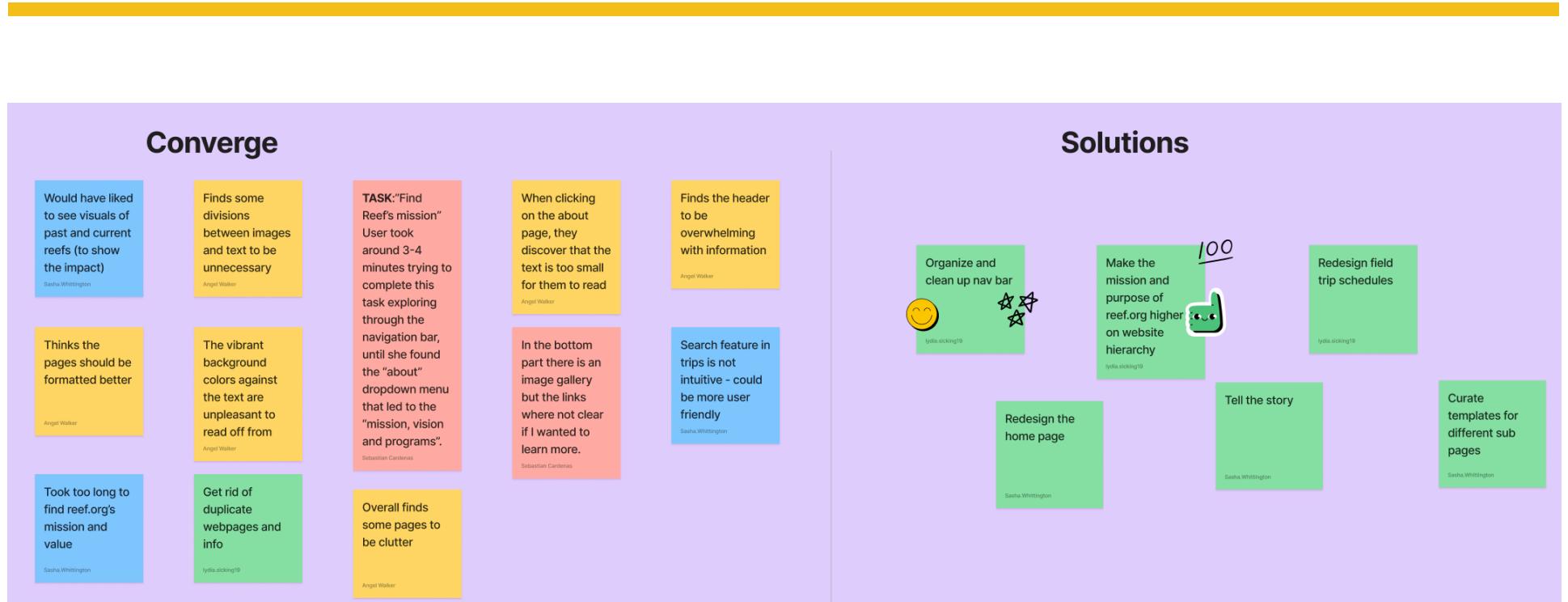
As a visitor to Reef.org, I want to easily navigate the site and understand its mission, so I can learn about ocean conservation, donate, or get involved. But I struggle to find relevant information quickly because the website has a confusing navigation system and inconsistent page layouts, making it difficult to follow the organization's efforts and support its cause effectively.

The screenshot shows the REEF website homepage. The header features the REEF logo and the text "Environmental Education Foundation". Below the header is a navigation bar with the following tabs: Join (It's Free!), Donate, Shop, Submit Data, and a search bar. The main content area is organized into several columns:

- Programs:** Volunteer Fish Survey Project, -About, -Submit Data Online, -Download Offline Data Entry Program, -Explore Database - Create Reports, -Top Stats, -Geographic Zone Codes & Maps, -Publications - See How REEF Data Have Been Used, -Experience Levels, -Golden Hamlet Club, -Great Annual Fish Count, -Monitoring Projects, -REEF Surveyor Toolbox, -SMILE Project, -Invertebrate and Algae Monitoring, -Interpreting REEF Data, -Snorkeling Surveys.
- REEF Trips:** Invasive Species Program, -About, -Florida Keys Lionfish Derby & Arts Festival, -Derby Details and Registration, -Complete Waivers, -About Lionfish Derbies, -Past Derby Results, -Host a Sanctioned Derby, -Collecting & Handling Workshops, -Lionfish Jewelry Workshops, -Lionfish Resources, -Report a Nonnative Species Sighting, -Become a Program Sponsor, -Lionfish Trap Project.
- Visit:** Grouper Moon Project, -About, -Publications, -Research Components, -Spawning Videos, -Collaborators and Funders, -Grouper Moon The Next Phase Documentary by Guy Harvey, -Grouper Moon Education Program Resources.
- Learning Resources:** Internship and Fellows Programs, -About, -Internship Description, -Application, -Interns Present and Past, -Funding Opportunities, -Ten Reasons to be a REEF Intern, -Marine Conservation Fellowship, -Leadership Intern Program, -Intern Alumni Network.
- Education:** Conservation Partners, -About, -Directory.
- Membership and Giving:** Internship and Fellows Programs, -About, -Internship Description, -Application, -Interns Present and Past, -Funding Opportunities, -Ten Reasons to be a REEF Intern, -Marine Conservation Fellowship, -Leadership Intern Program, -Intern Alumni Network.
- About:** Internship and Fellows Programs, -About, -Internship Description, -Application, -Interns Present and Past, -Funding Opportunities, -Ten Reasons to be a REEF Intern, -Marine Conservation Fellowship, -Leadership Intern Program, -Intern Alumni Network.
- My REEF:** Conservation Partners, -About, -Directory.
- Events:** Conservation Partners, -About, -Directory.

Research

Through these methods we gained valuable insights that helped to drive our recommendations: heuristic evaluations, user interviews, A/B testing, website audit.



Atomic Design

025 REEF Field Survey Trips schedule out now
Join us on a REEF Trip to learn about marine life!

Explore. Discover. Make a Difference.

Your Ocean. Your Philanthropy. Your Legacy.

- Include REEF in Your Will
- Planned Giving

[Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#)

Hierarchical Content

2025 REEF Field Survey Trips schedule out now
Join us on a REEF Trip to learn about marine life!

Explore. Discover. Make a Difference.

Your Ocean. Your Philanthropy. Your Legacy.

- Include REEF in Your Will
- Planned Giving

[Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#)

	A	B	C	D	E	F	G	H
1	Heuristic							
2								
3	1. Visibility of system status							
4	Does the system let the user know where they are in a multistep process?							The website does not have a multistep process, all forms are singlestep. Is not inviting, user friendly nor appealing.
5	Does the user get informed about possible consequences when taking an action?							Yes, when there is an action, the users get informed, but it can
6	2. Match between system and the real world							
7	Does the interface use language that's familiar to the user?							Most of the language is familiar, some are too long, specially in the navigation bar.
8	Does the interface use icons that are easily recognizable?							The interface has no icons. The only icon I was able to find was the cart on top.
9	3. User control and freedom							
10	Can the user easily undo or redo an action?							Remove button works using the SHOP feature (TRAINING MATERIALS and REEF GEAR & ACCESSORIES) but there are no PLUSH ANIMALS available which added a pointless page/category and it seemed odd to have the EVENTS & WORKSHOPS as a SHOP category. Both could probably be deleted. Breadcrumbs / back work. Cart button in corner could be bigger. Remove button different color?
11	Does the user have a way to quit interactions or processes once they've been started?							Payment has no exit / back button once you confirmed your billing info https://www.reef.org/reef-field-survey-trips-policies cancellations must be made in writing, I didn't see that anywhere on the trip page. Also, the email inquiry necessary to find out about availability can be made into a link prompt that opens email?
12	Are the "emergency exits" clearly labeled and discoverable?							
13	4. Consistency and standards							
14	Does the interface maintain consistency throughout the user journey?							Not very consistent - couple different "templates" they use could be reformed
15	Does the interface follow established industry conventions?							We need to look at accessibility and see if it matches the industry standards, important buttons could be labeled better or even replaced with icons

PROTO PERSONA

As a local who is aware of the declining marine ecosystems, it's personal to the user. Their motivation to participate, partner, and/or donate to Reef.org is to help protect and revive the biodiversity of their local reefs and oceans.



NAME Andrew Lewis

AGE 27

LOCATION South Florida

OCCUPATION Hotel Attendant

MARITAL STATUS Single

KIDS None

PERSONALITY

Andrew is adventurous, passionate, empathetic, and motivated

LIKES

Spend time on the water, volunteers his time for beach cleanups, likes to learn new things

LOVES

Spending time with family and friends in outdoor spaces.

FEELS ANNOYED

People disrespect the environment and do not clean up after themselves when in green spaces

DOES NOT LIKE

Feeling helpless, be stagnant

PAINED WHEN

The environment in his community is neglected

NEEDS TO

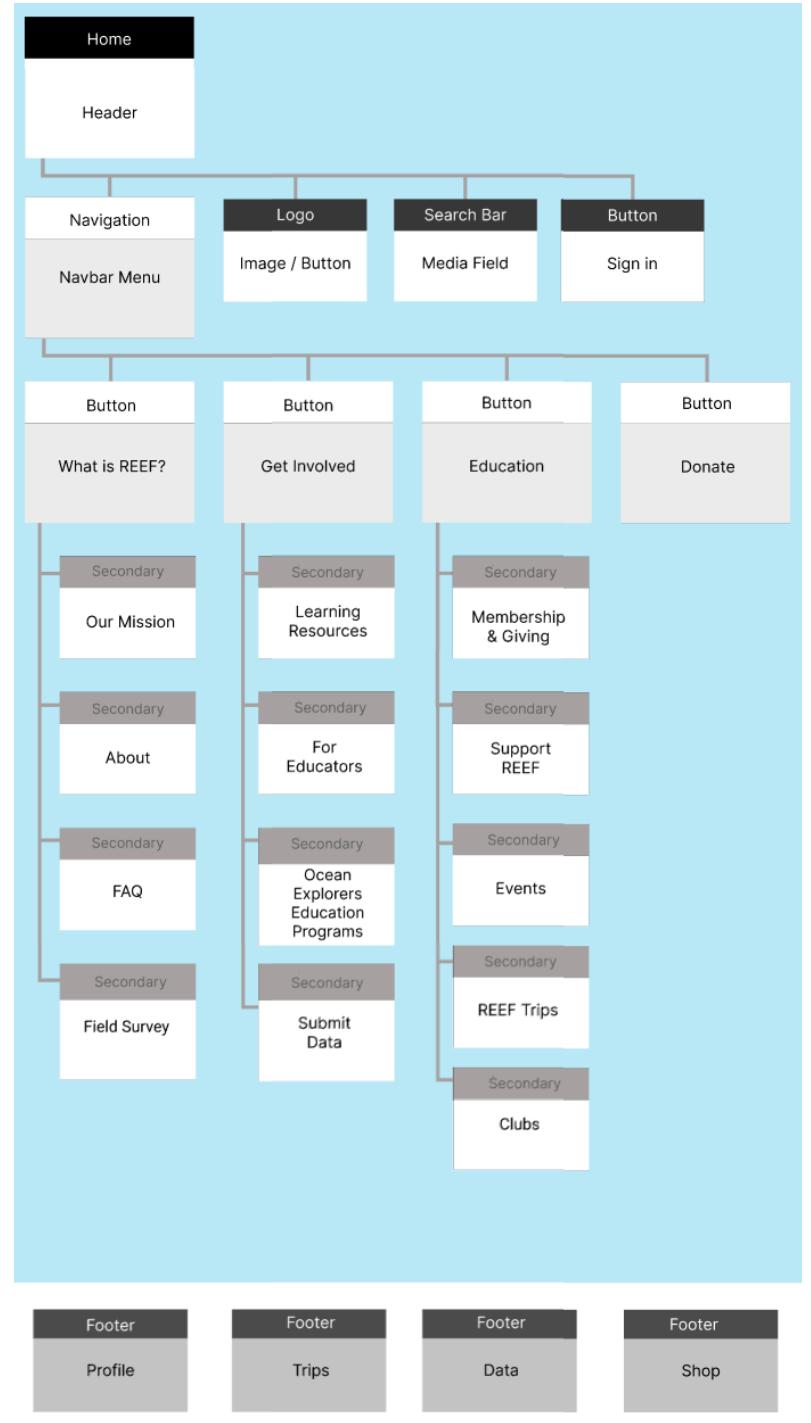
Feel involved in creating a positive environmental impact in his community

A POTENTIAL SOLUTION

Andrew would benefit from partnering and getting involved with Reef.org's initiatives.

Site Audit

- Identified content hierarchy on REEF.org
- Conducted an in-depth site audit
- Took a full inventory of the site
- Categorized key pages and navigation elements into three groups:
 - Must-fix
 - Fix-soon
 - Nice-to-fix
- Identified essential navigation and hierarchical needs of the site

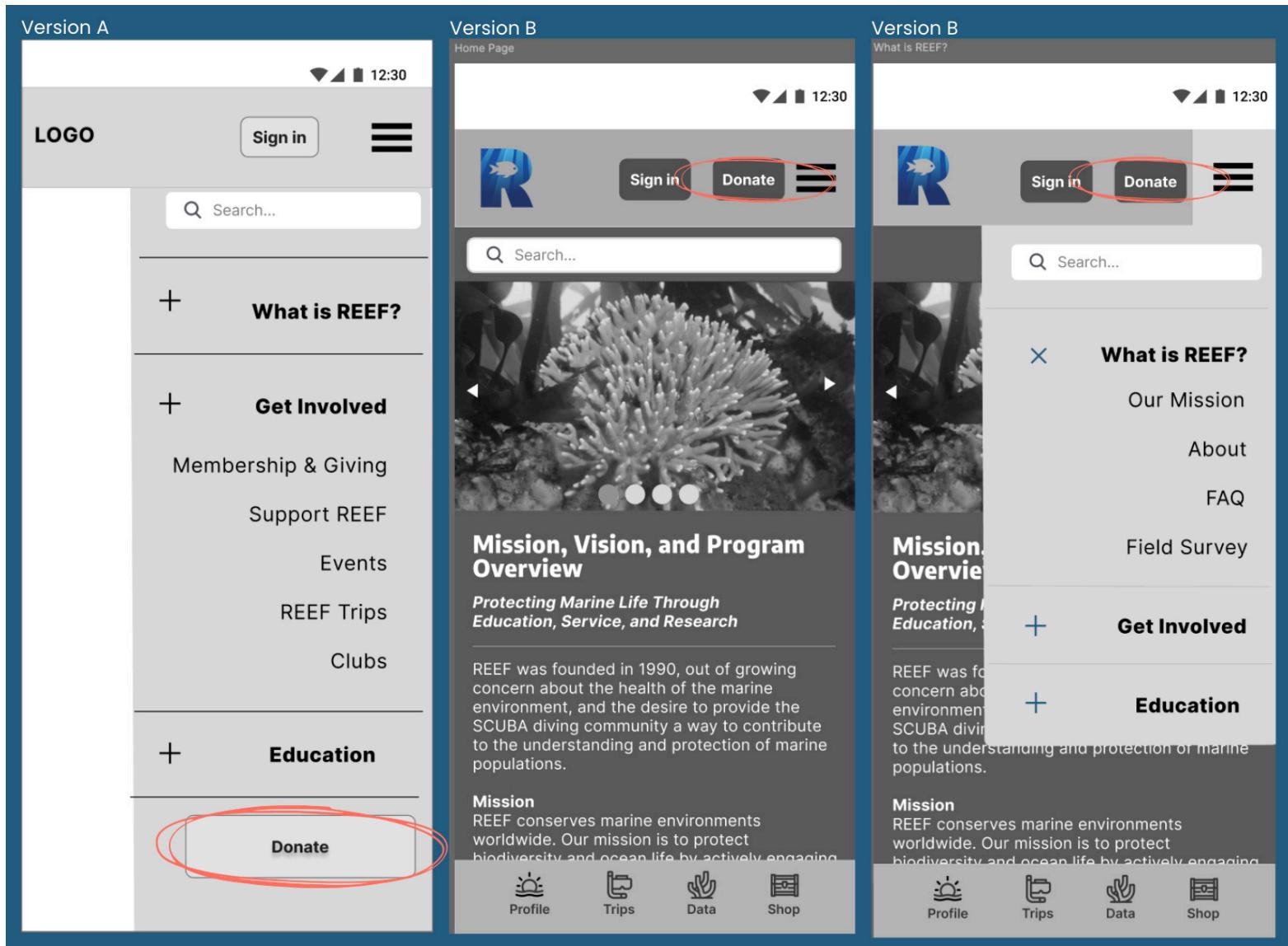


Site Map

We focused our navigation on three key areas:

- Education,
- Get Involved,
- and About/Mission.

In our A/B testing we decided to move the "DONATE" button from the hamburger menu on the mobile site to the navigation bar. By doing this it will increase visibility, accessibility and potentially increase the number of donations made through the site.



Wireframe

The wireframe displays five mobile application screens:

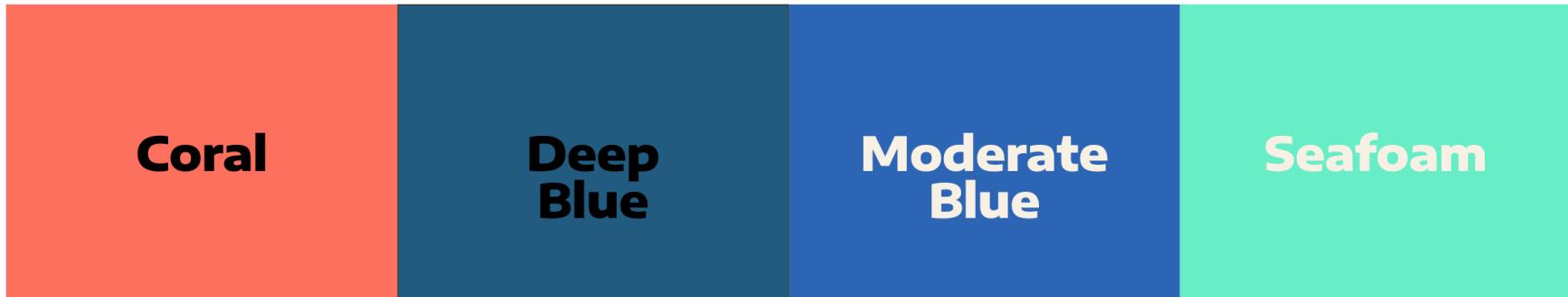
- Home Page:** Features a large placeholder image labeled "PICTURE" with navigation arrows. Below it is a section titled "What is REEF?" with four horizontal bars. At the bottom are social media icons for Facebook, Instagram, X (Twitter), and LinkedIn.
- Hamburger:** Shows a navigation menu with items: "What is REEF?", "Get Involved", and "Education". A "Donate" button is at the bottom.
- Get Involved:** Displays sections for "What is REEF?", "Get Involved", "Membership & Giving", "Support REEF", "Events", "REEF Trips", "Clubs", and "Education". A "Donate" button is at the bottom.
- REEF Trips:** Includes fields for "Destination", "Trip Type", "Dates", and "Travelers", along with a "Find My Trip!" button.
- Destination:** Lists travel destinations: Tropical Western Atlantic, Northeast US & Canada, South Atlantic States, California, Pacific Northwest, and Tropical Eastern Pacific.

The screens are set against a dark blue background with a green plant graphic in the bottom right corner.

Brand guide

At REEF.org, our voice and tone reflect our core values.
We aim to be **trustworthy, engaging, caring, educational, and earnest.**

COLORS



Coral

HEX: #FE7161

RGB: 254, 113, 97

**Deep
Blue**

HEX: #235C80

RGB: 35, 92, 128

**Moderate
Blue**

HEX: #3269B7

RGB: 50, 105, 183

Seafoam

HEX: #65F1C7

RGB: 101, 241, 199

FONTS

Encode Bold
**Protecting the
Ocean from
Invasive Species**

Poppins
Protecting the
Ocean from
Invasive Species

LOGOS



REEF
Reef Environmental Education Foundation

REEF

LOGOS



ICONS



Profile
Trips
Data
Shop

CARD

What is REEF?

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BUTTONS



FORMS

Home* (Required)

Email* (Required)

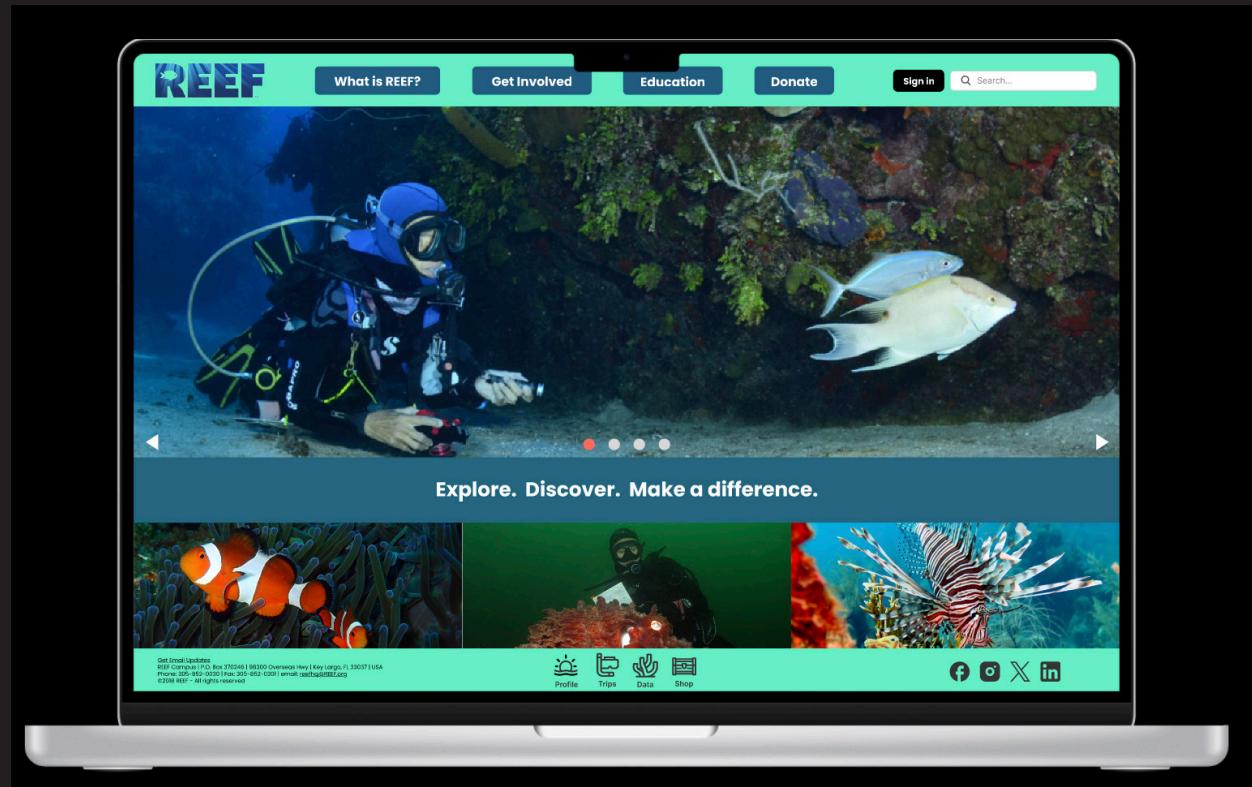
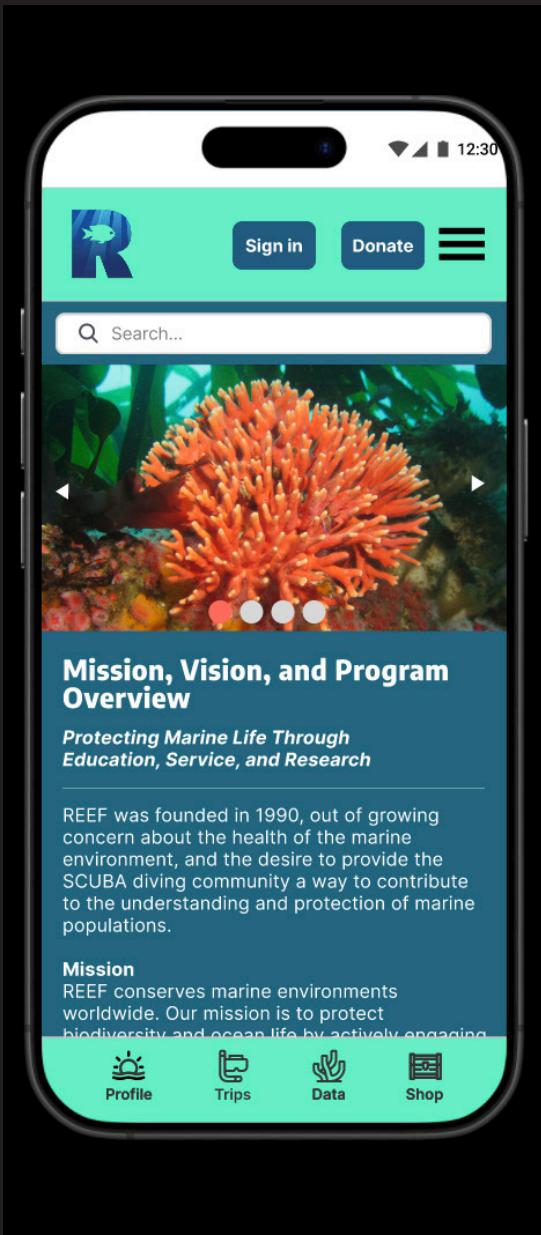
Password* (Required)

Confirm Password* (Required)

Birthday (Optional)

Gender (Optional)

Forgot Logging in?





For this project we got to chose the industry we wanted to work for. We chose travel for our category because we want to enhance communication tools for international travelers in order to help them connect effortlessly with locals, overcome language barriers, and navigate cultural differences.

Project Type: Wicked Problem

Industry: Travel/language

Role: Group project of 3, User interviews, Initial wireframes, logo design

Tools: Figma, Adobe Illustrator, Zoom

Duration: 3 weeks

We started by creating individual behavioral archetypes and later combined our thoughts into one archetype.

Behavioral Archetype			
Market profile	World traveling adventurous people visiting a destination where a different language or dialect is spoken.	Scenario descriptor	The traveler is looking for a place to eat in a destination where they speak a different language then have an emergency.
Narrative	Goals	Thoughts	Feelings
<p>The traveler arrive at their destination and are looking for a place to eat after the long trip. The area they are visiting speaks a different language they do not speak so the traveler is unable to communicate with the waiter or understand the menu items. They have a food allergy and need to make sure they are not ordering anything they are allergic to. They need a way to explain their accommodation needs to the staff.</p> <p>The traveler eats something they're allergic to and needs directions to the nearest hospital. When they arrive to the hospital, they need a way to tell the doctor what is going on.</p>	<ul style="list-style-type: none">• Ensure safety during their trip.• To get around easily• To feel motivated to try new things	<ul style="list-style-type: none">• I need to order something that won't harm me• I don't know what they're saying and they don't know what I'm saying• I'm lost and don't know how to get around• I'm worried I won't be able to get emergency help	<ul style="list-style-type: none">• Fear - a translation mistake could be fatal• Frustration/ disappointment• Embarrassment/ shame• Lost• Isolated/ sad
Needs	Pain points	Actions	
	<ul style="list-style-type: none">• Real time translation-text to speech and speech to text• Camera translation-Take images of signs, document for instant translation.• Offline mode-using the app even without internet connection• Emergency feature	<ul style="list-style-type: none">• Use the app to communicate with locals• Using local transportation services.	

COMBINED
BEHAVIORAL ARCHETYPE

[Back to Appendix Page](#)

Research plan

We each interviewed 2 people that have traveled to a destination where the locals spoke an unfamiliar language or regional dialect.

The demographics we included were participants of all ages who have traveled somewhere where they didn't understand the language or dialect spoken.

We also solicited survey feedback from our class, family, and social media networks.

Discussion Plan

Communication Issues, Frustrations, and Potential Solutions:

What communication challenges do travelers face? What are the most common frustrations around language while traveling? How do they overcome the misunderstandings?

Feelings Around Misunderstandings and Preparation for Trips

How did the communication challenges make people feel and how did it affect their overall experience of their trip?

Effectiveness of Apps and Desired Features

What competitor language learning or translation apps are people currently using and what do users desire from them?

Interview Highlights

"One of the misunderstandings was due to differences in accent, vocabulary and slang. What might be a common phrase or word in one region could be completely unknown or have a different meaning in another."

- Felipe

"I felt some frustration and disappointment, but I was able to "get over it" quickly and continue to enjoy my trip because I already expected communication challenges."

- Dean

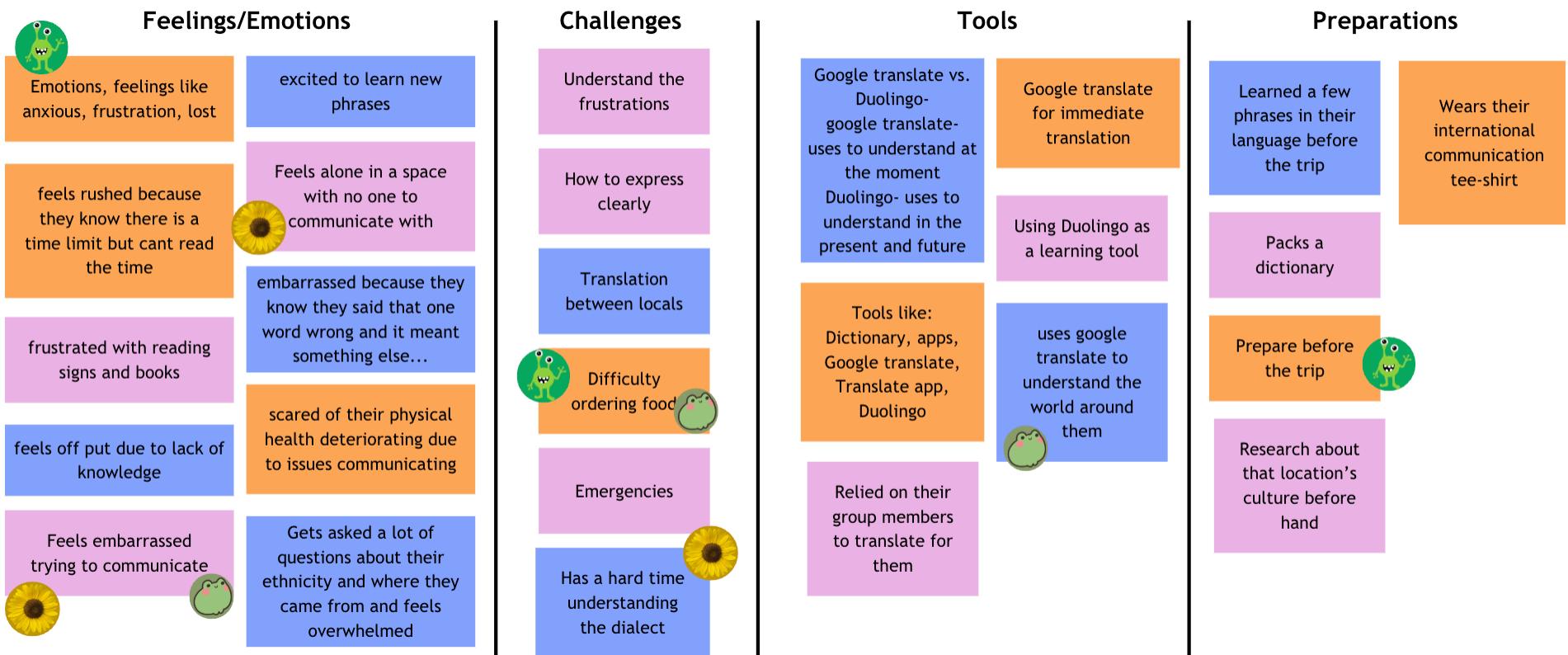
"I created a little cheat sheet with basic terms, phrases and words to help me during the trip."

- Tom

Competitive Analysis

Back to Appendix Page	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
NAME OF COMPETITORS	<ul style="list-style-type: none"> • What is the company doing well? • What sets the company apart? • What are the company's strong qualities? 	<ul style="list-style-type: none"> • Where does the company need to improve? • Are resources adequate? • What do others do better than the company? 	<ul style="list-style-type: none"> • Which external trends can the company capitalize on? • Are demands shifting? • What emerging factors are favorable for the company? 	<ul style="list-style-type: none"> • What blockers is the company facing? • Which emerging competitors should the company look out for? • What external factors may be detrimental to the company?
Google Translate	<ul style="list-style-type: none"> • Extensive Language Support • Continuous Improvement-AI research Free Access 	<ul style="list-style-type: none"> • Translation Accuracy • Lack of Personalized Learning • Limited Offline Functionality 	<ul style="list-style-type: none"> • Personalized Learning Plans based on individual needs and goals. • Interactive Learning Experiences • Offline Mode-Prioritize offline functionality, especially for travelers 	<ul style="list-style-type: none"> • Not a lot of local and regional dialects available to choose from
Apple Translate	<ul style="list-style-type: none"> • Accessibility • Affordability • Language support • Real-time Translation 	<ul style="list-style-type: none"> • Accuracy • Lack of personalization • Tech limitations with internet connection • Not much UI 	<ul style="list-style-type: none"> • Offline Mode • Add more Languages and dialects options 	<ul style="list-style-type: none"> • Integrated into Apple's IOS system
Tour Guide	<ul style="list-style-type: none"> • Personalized tour • Local experience • Safety/Security • 1on1 interactions 	<ul style="list-style-type: none"> • Cost • Schedule • Language barrier 	<ul style="list-style-type: none"> • Immediate response • Effectiveness • Accessibility • Learning 	<ul style="list-style-type: none"> • Personalization • 1on1 interactions
Travel Buddy	<ul style="list-style-type: none"> • Sense of familiarity and trust with someone you know 	<ul style="list-style-type: none"> • Unreliable; they may not understand the dialect or cultural expressions either 	<ul style="list-style-type: none"> • Make optional by providing a digital solution 	<ul style="list-style-type: none"> • Human connection and real moments to remember

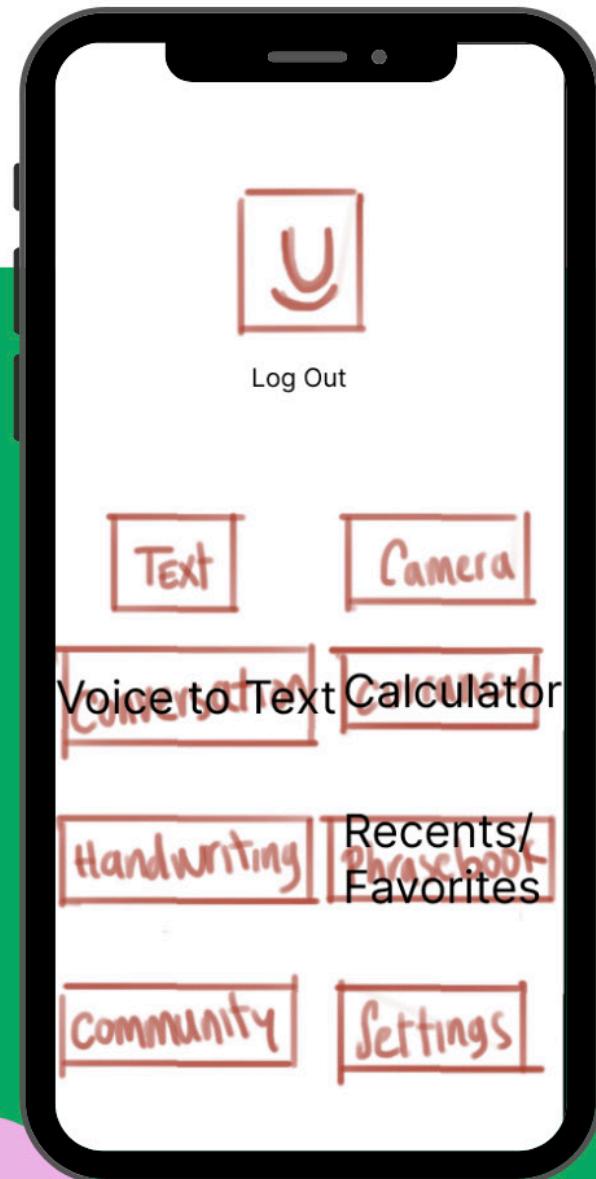
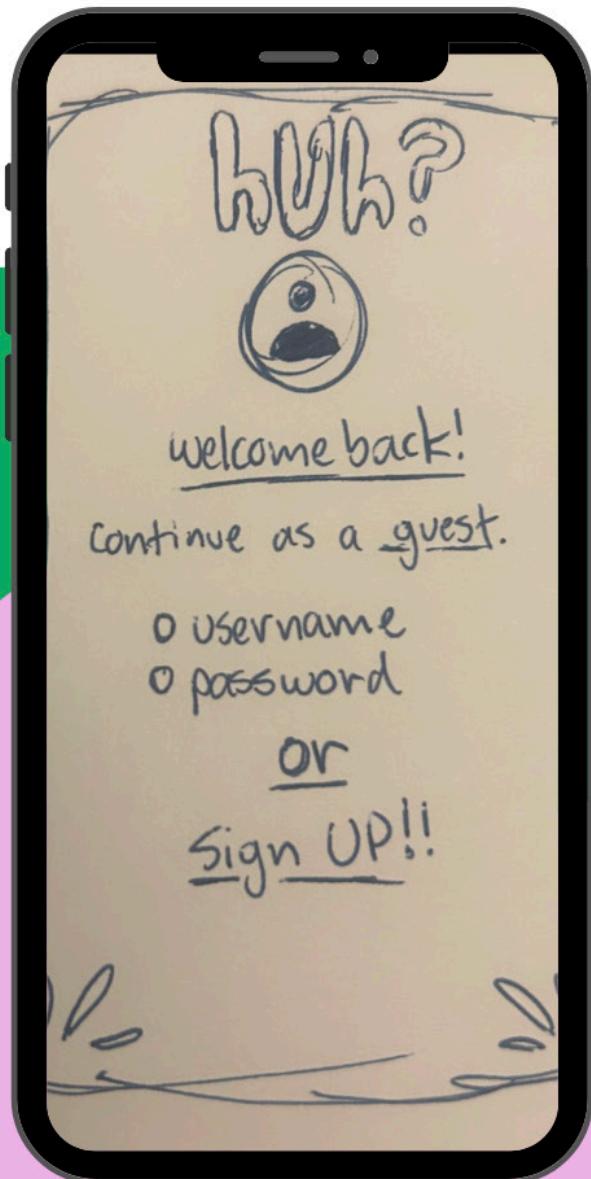
Affinity Map and Dot Voting

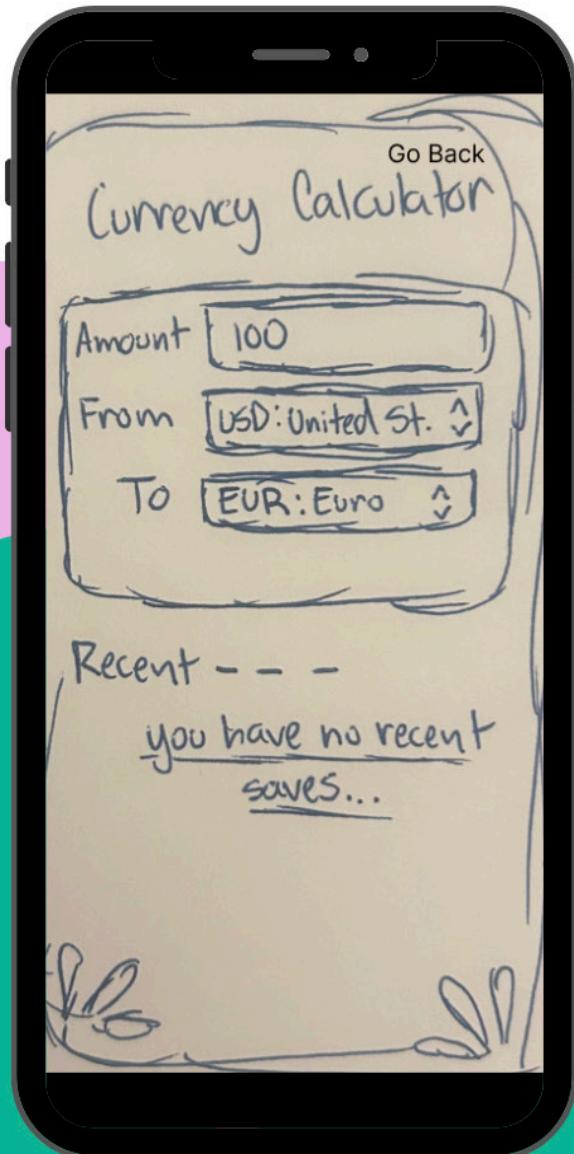


How Might We Statement

How might we create an innovative, user-friendly tool that provides intuitive, real-time language dialect translation and currency exchange rate calculation to help bridge language barriers and enhance the overall travel experience?

Initial Prototypes





Dynamic Scribble Shape Usability Test Findings

Success! Our users were able to easily and intuitively find where to navigate in the app to complete each of their tasks quickly.

Some of our key learnings are:

- Users were able to eventually find what they needed but we had too many options to click.
- Some users are more familiar with speech to text than others.
- The text to text and speech to text pages can be combined as they serve a similar function.
- Our hamburger menu can be used to house the less commonly used pages since we have other buttons to choose the language and dialect.
- Our conversion calculator looks a bit confusing because of the inconsistent numbering. Back to Appendix Page.

Further Changes Based on Feedback From Our Users

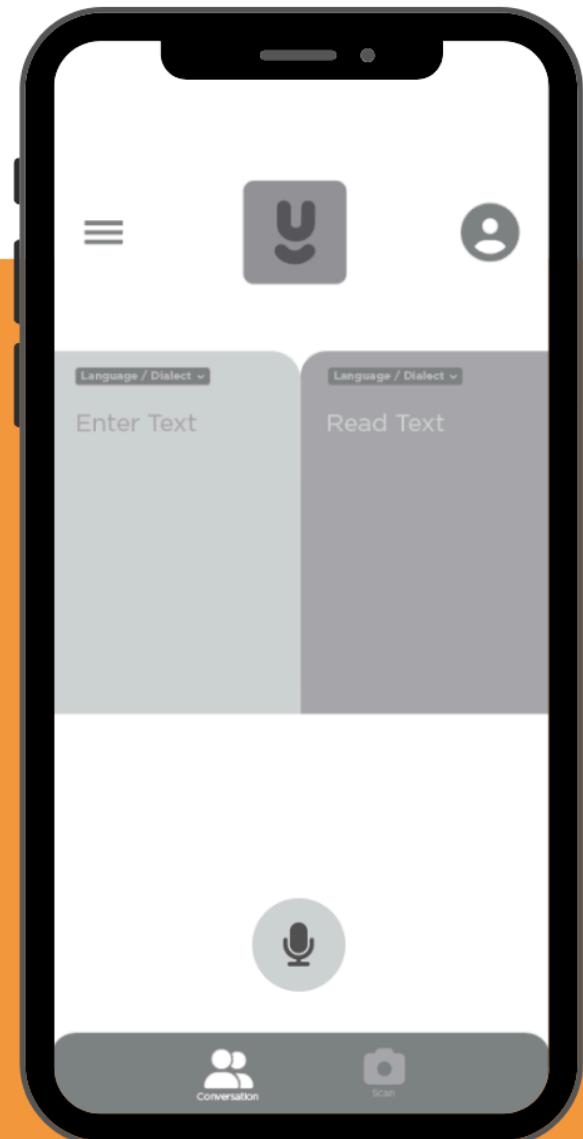
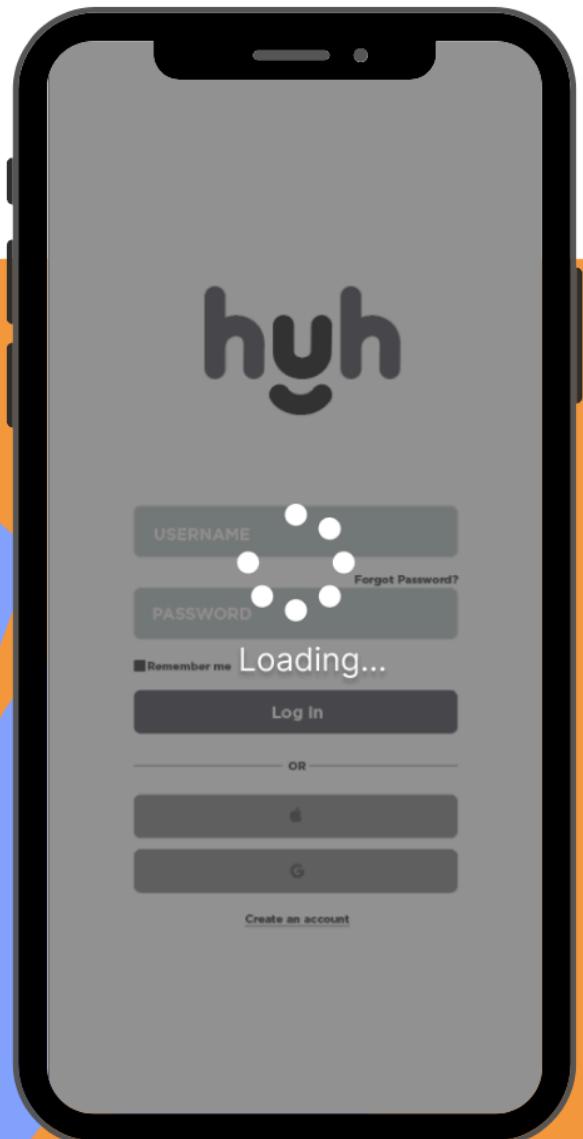
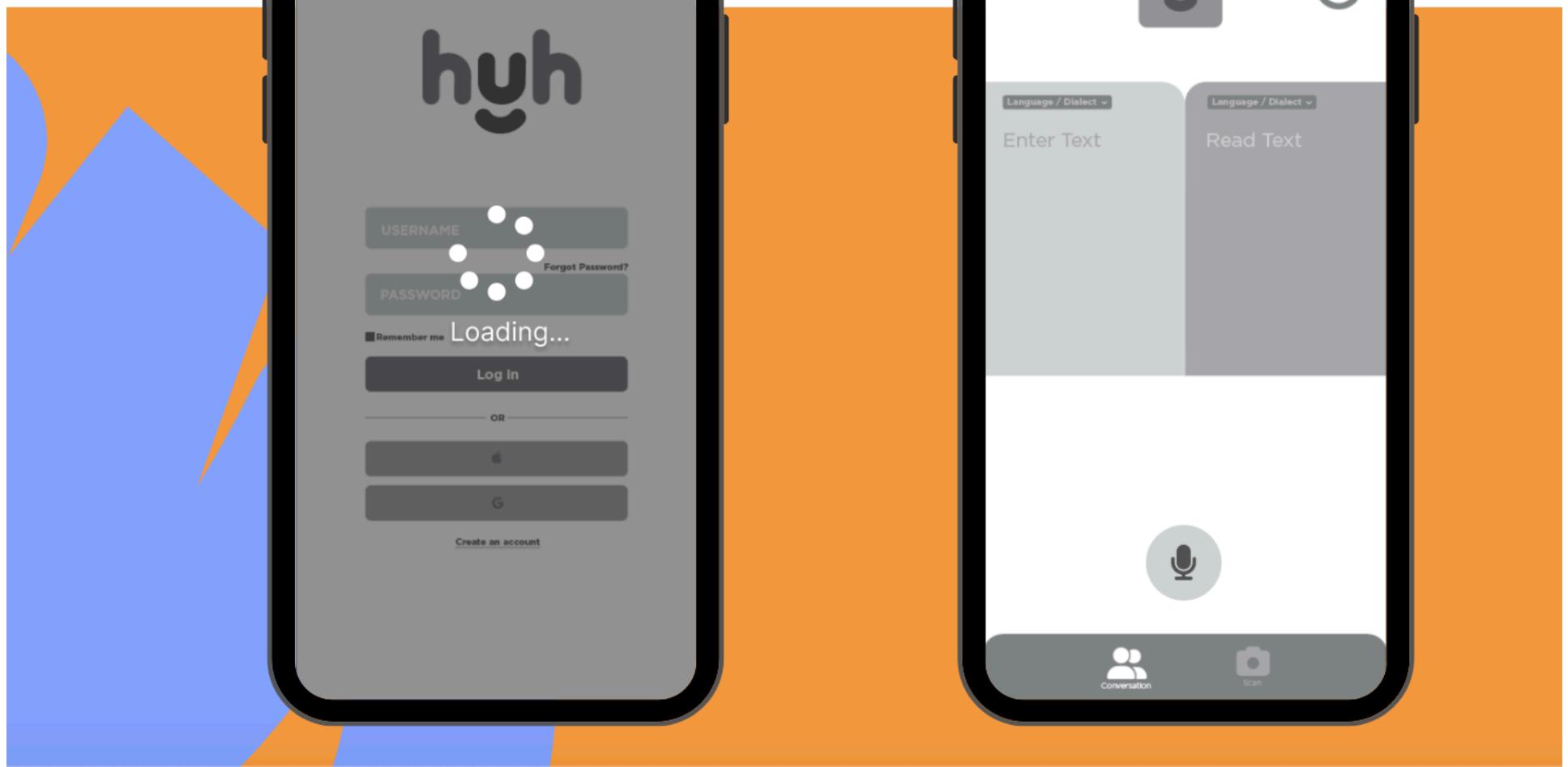
After pairing down the amount of buttons on our home page from 6 buttons down to 2 buttons to reduce cognitive load, we will continue working on our hamburger menu to include the less used pages such as the calculator feature, favorites and saved searches, and the community page.

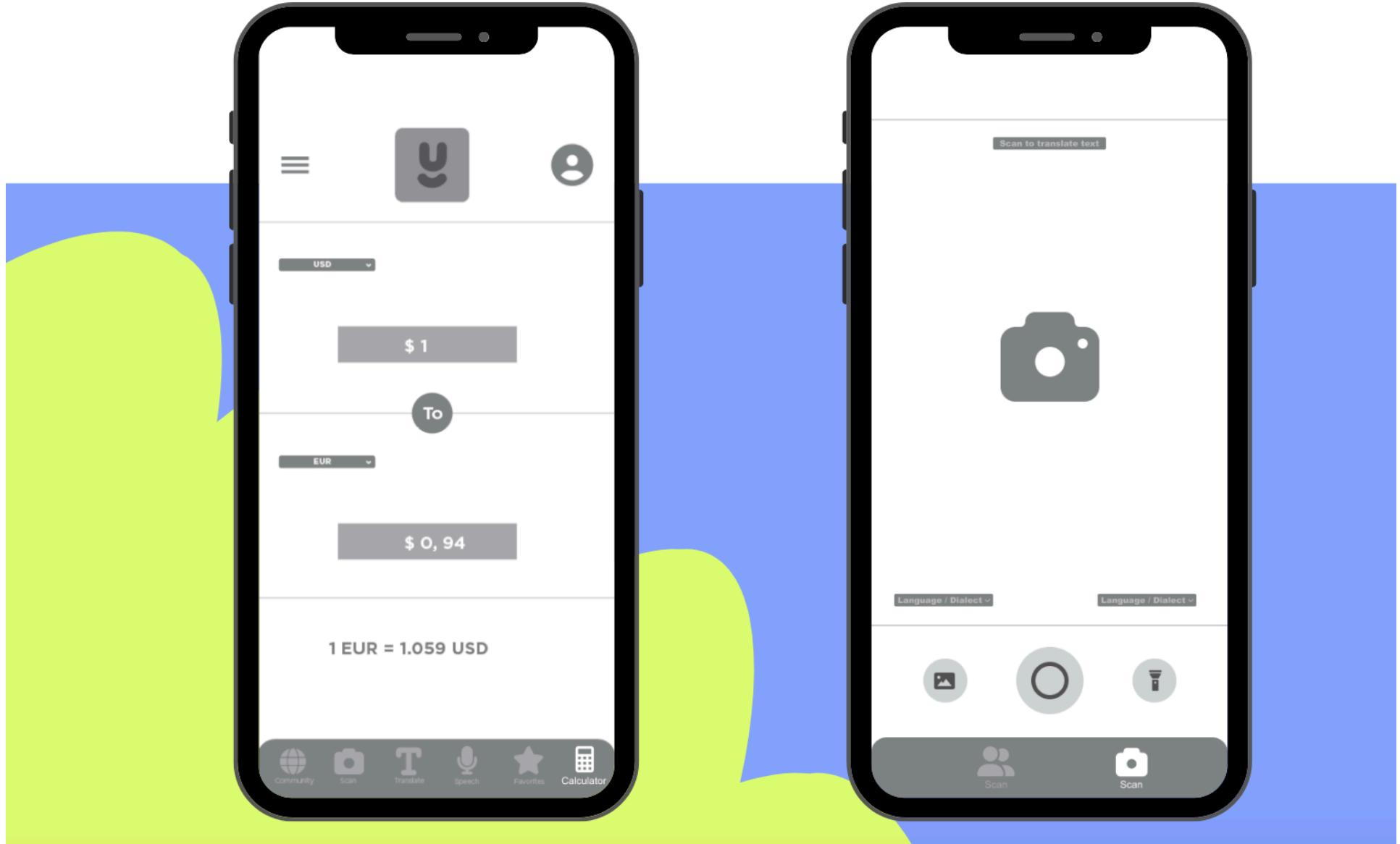
We also want to consider the accessibility settings and make sure all our elements are properly labeled for assistive technologies. Future state, we'd like to integrate AI technology so the app will auto-translate spoken, typed, and scanned words and phrases for the users.

Also, we'd like the users to be able to share their knowledge of their spoken dialect to the community page to help answer other users' questions about words and phrases.

Iterate Mid-Fidelity Prototype







SEBASTIÁN
PRÉVET

Thank you!

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