



Siuan
McGahan

**Product / UX Design
Portfolio**

Recent Projects

1. **Matchlight** - Digital Risk Assessment B2B SaaS Product
2. **Money on my Mind** - Mobile App for Financial Futures Program
3. **Dealer Policy** - Campaign for SMS Customer Chase / Savings Presentation
4. **C&A Department Stores** - CG product exploration and UI integration
5. **FarmBox** - Mobile App for CSA program collective
6. **Tarina** - Branding, Information Architecture and Visual Design
7. **Gather** - Re-envisioning Cloud Storage

1.

Matchlight

A Digital Risk Protection (B2B SaaS) solution that monitors large and diverse data sets for customer asset exposure across the deep, dark and open web.

When: 2019-2021

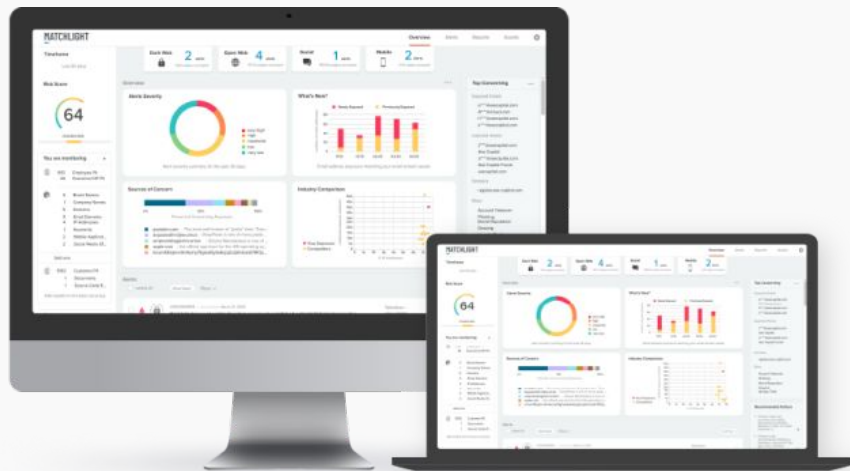
Platform: Desktop application

Role: Lead/Sole Designer responsible for redesign of Customer and Analyst Portals

Deliverables: Key Requirements, Discovery, Competitive Analysis, User Interviews, User Surveys, Card Sorting, UX Roadmap, User Flows, Wireframes, Mock-ups, Prototypes, Usability Testing, Animation

Tools: Figma, InVision, FullStory, Photoshop, Pen & Paper

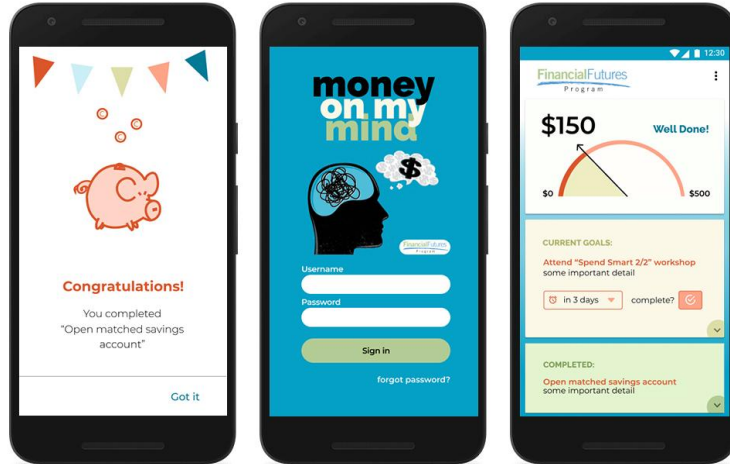
[Read full Case Study](#)



2.

Money on my Mind

A mobile app created for The Champlain Valley Office of Economic Opportunity to be used by participants in their financial futures program.



When: 2018-2019

Platform: iOS and Android

Role: UX Designer

Deliverables: Competitive Analysis, User Flows, Wireframes, Usability Testing, Preference Testing, High Fidelity Mockups, Animation, Prototype

Tools: Figma, InVision, UsabilityHub, Photoshop, Pen & Paper

[Read full Case Study](#)

3.

Dealer Policy

A campaign for SMS Customer Chase / Savings Presentation.

When: 2019

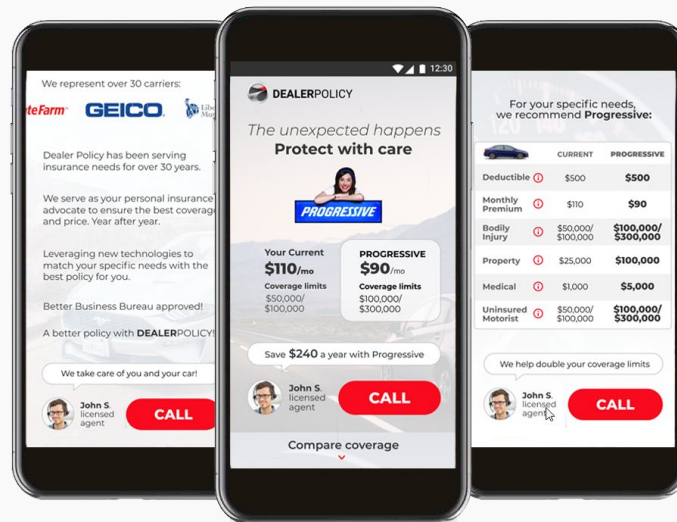
Platform: iOS and Android Mobile Devices

Role: UX Designer

Deliverables: Sketches, Wireframes, UX Writing, Mock-ups, Prototype, Usability Testing, A/B Testing

Tools: Figma, InVision, Photoshop, Pen & Paper

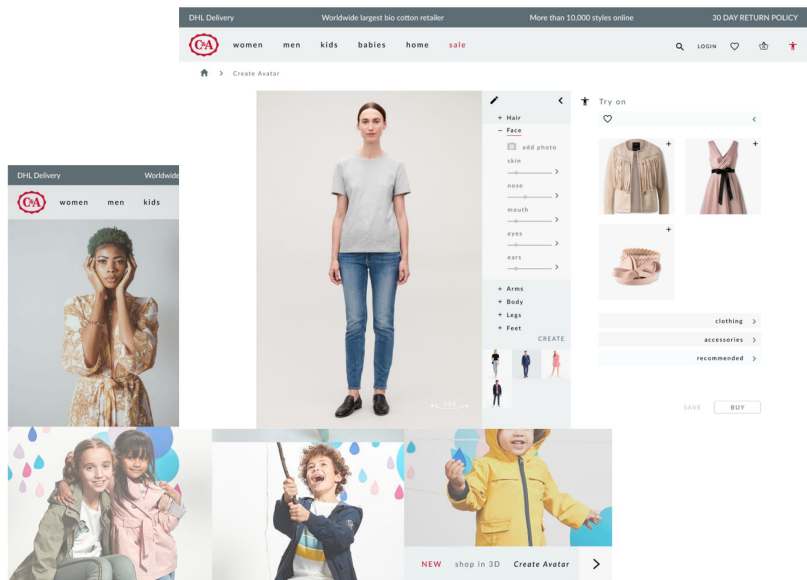
[Company Website](#)



4.

C&A (Cofra) via Artomatix

An exploration of CG asset creation for website imaging, product development, sample making, product photography and UI integration.



When: 2015-2017

Platform: CG Assets and Desktop website

Role: UX Designer, Art Director

Deliverables: CG Assets, UX Strategy, Mock-ups

Tools: Figma, Maya, Photoshop, Pen & Paper

Background: Cofra wanted to explore the use of CG asset creation for website imaging to decrease the turnaround time from pattern creation, through sample making and photography. This is similar to how Wayfair creates assets for their website. It is all CG.

While consulting with Artomatix, I was engaged as art director and strategist for this mini project. Using a vfx studio in India, we created 3D assets from C and A patterns. I created a prototype UI to show how the assets could be used to dress an avatar created by the customer.

5.

FarmBox

A mobile app that allows consumers to locate, evaluate and sign up for CSA (Community Supported Agriculture) programs near to them, while tracking box contents, recipes, meal plans and more.

When: 2018

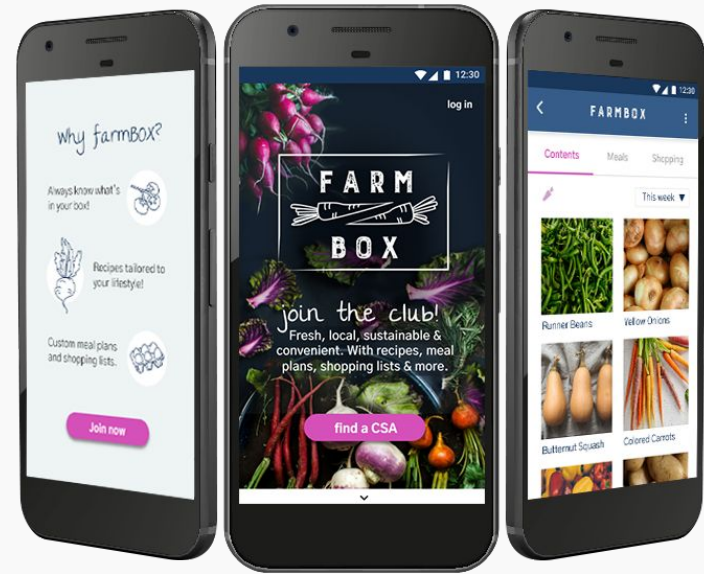
Platform: iOS and Android Mobile Devices

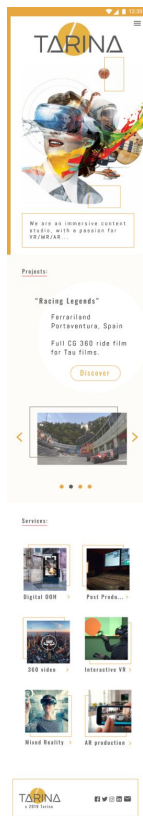
Role: UX Research, UX Design, Visual Design, Branding

Deliverables: Key Requirements, User Surveys, Competitive Analysis, User Personas, User Stories, User Flows, Wireframes, Usability Testing, High Fidelity Mock Ups, Prototype, Journey maps

Tools: Figma, Photoshop, Illustrator, InVision, UsabilityHub, Draw.io, Pen & Paper

[Read full Case Study](#)





6.

Tarina

A responsive website for desktop and mobile, as well as VR demo project.

When: 2017

Platform: iOS and Android, Oculus

Role: UX Designer

Deliverables: Information Architecture, User Flows, Wireframes, Usability Testing, Preference Testing, High Fidelity Mockups, Branding, VR demo

Tools: Figma, InVision, Maya, Photoshop, Pen & Paper

7.

gather

Re-envisioning Cloud Storage with a focus on organization. Includes easy version control, group sharing and project management capabilities.

When: 2017

Platform: Desktop, iOS and Android Mobile Devices

Role: UX Research, UX Design, Visual Design, Branding

Deliverables: Key Requirements, User Surveys, Competitive Analysis, User Personas, User Stories, User Flows, Wireframes, Usability Testing, High Fidelity Mock Ups, Prototype

Tools: Figma, Photoshop, Illustrator, InVision, UsabilityHub, Draw.io, Pen & Paper

[Read full Case Study](#)



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