

SONNY STEELE

UX Design - Portfolio

Title

HEADER

Text 1 Text 2 Text 3

Text 1

Text 2

Text 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Title 1



Title 2

...

Title 3

WORK EXAMPLES

Good design makes an impact on others...

Customer Ratings

Current Version



91503 Ratings

All Versions



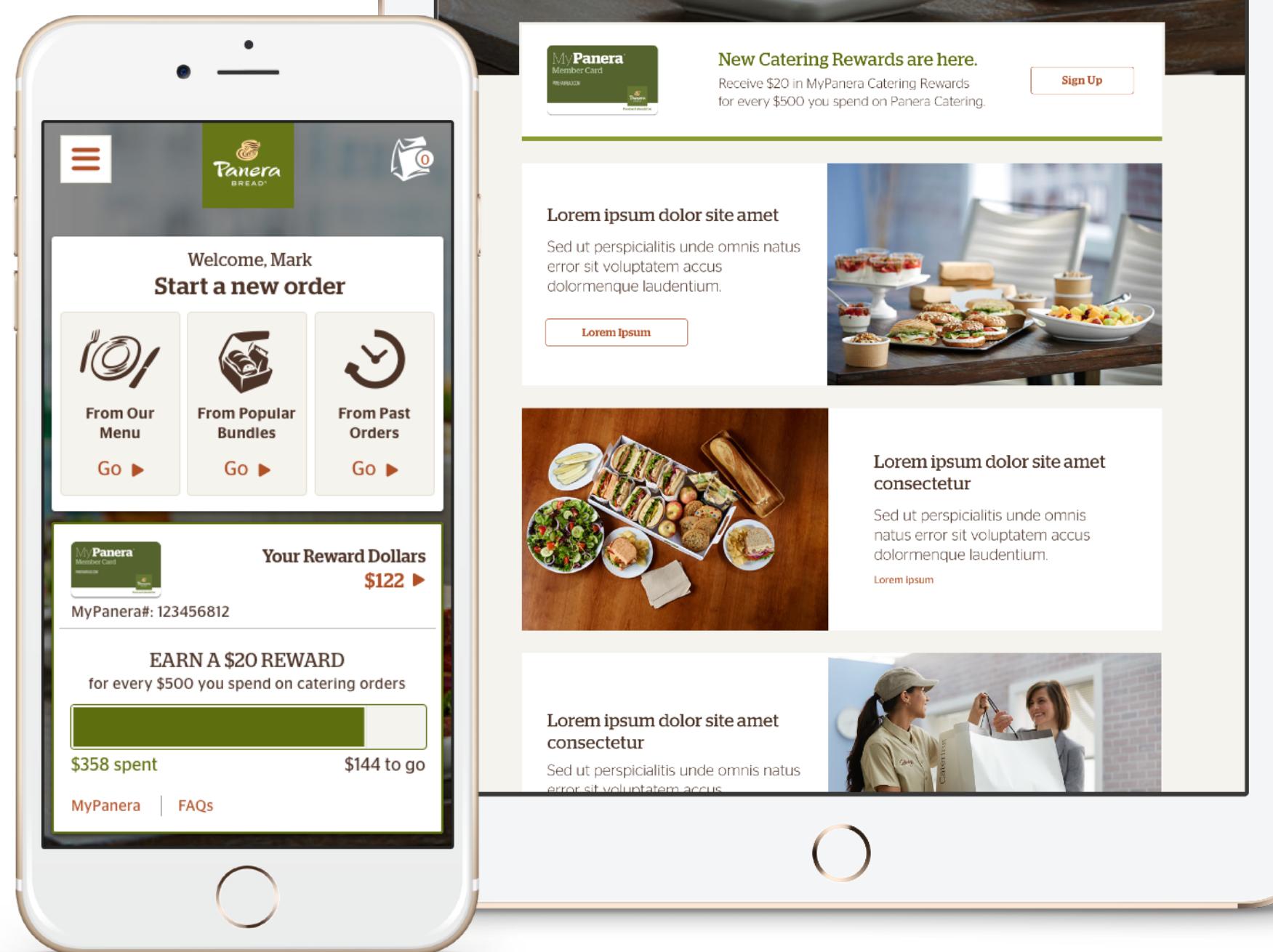
143977 Ratings

PANERA BREAD

iOS / Android Native Apps + Responsive Web + Apple TV



RESPONSIVE SITE



A silver laptop monitor displaying the Panera Catering website. The top navigation bar features the Panera Bread logo, a green 'Catering' button, and links for 'Order', 'Browse Menu', and 'My Orders'. It also shows 'Reward Dollars: \$122' and a 'Sign Out' link. The main content area starts with a 'Welcome, Mark' message and a 'Start a new order' section with three options: 'From Our Menu', 'From Popular Bundles', and 'From Past Orders', each with a 'Go ▶' button. To the right is a 'Your Reward Dollars' sidebar showing a member card, 'MyPanera# 123456812', and a progress bar for earning a \$20 reward. Below this is a 'My Orders' section with three completed orders listed: 1) '04/15/2016 - Board Lunch Meeting For...' (Rapid Pick-Up, Cafe, Waltham - Main Street), 2) '04/15/2016' (Delivery, Address 400 Cochichuate Road), and 3) '04/15/2016 - A party for Susan' (Delivery, Address 400 Cochichuate Road).

Customer Ratings

Current Version



8024 Ratings

All Versions



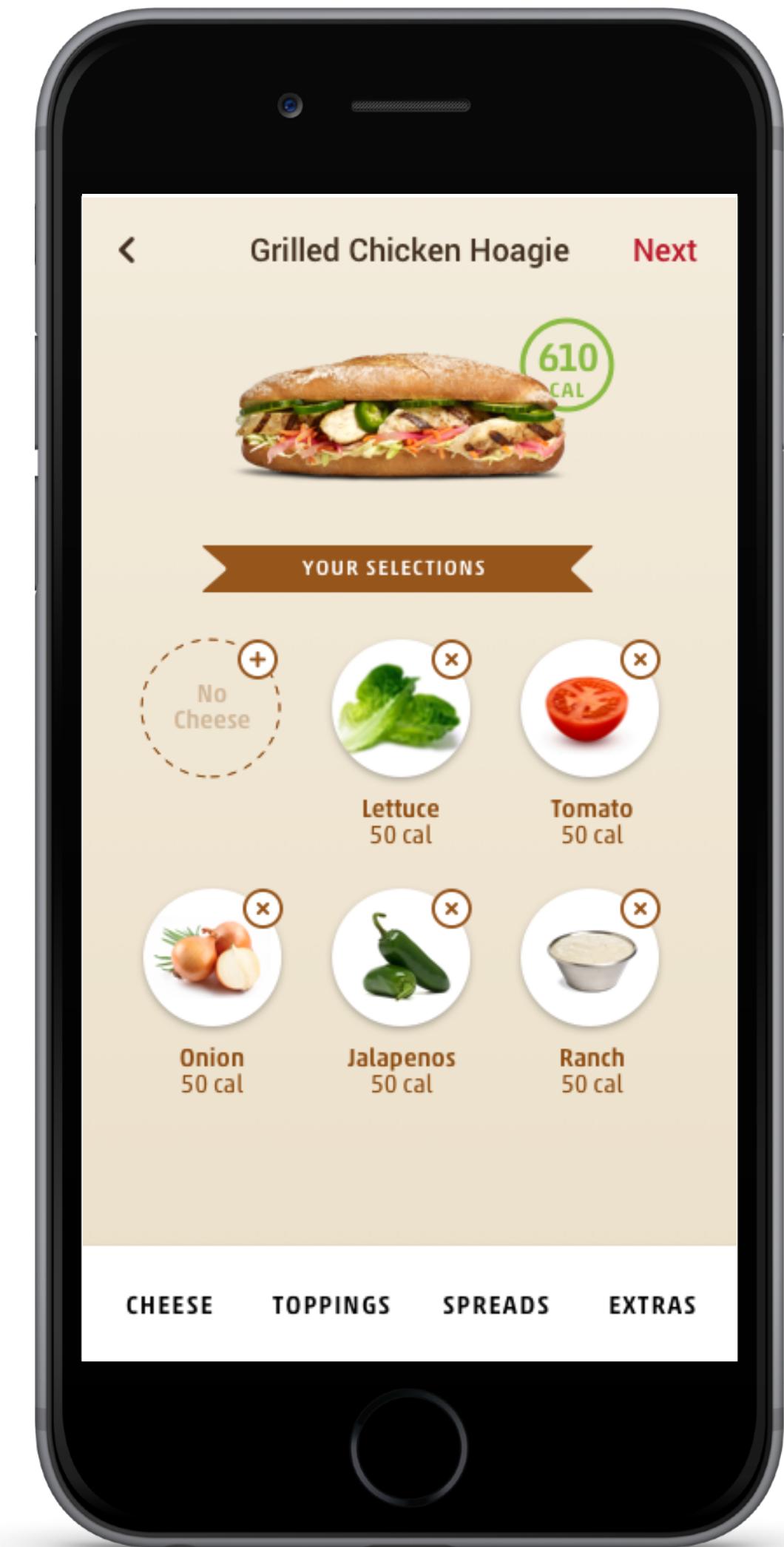
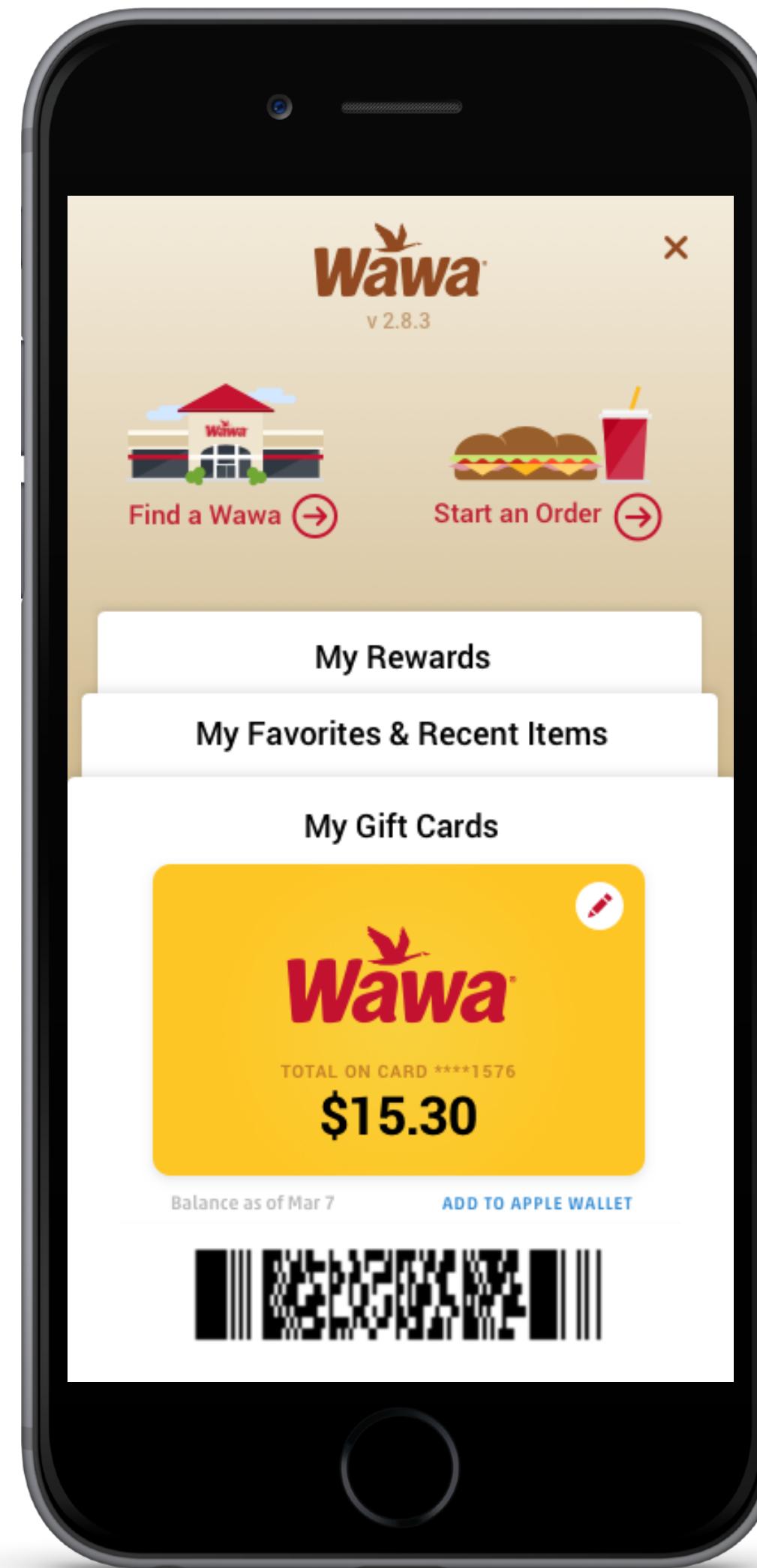
17245 Ratings

WAWA

iOS / Android Native Apps



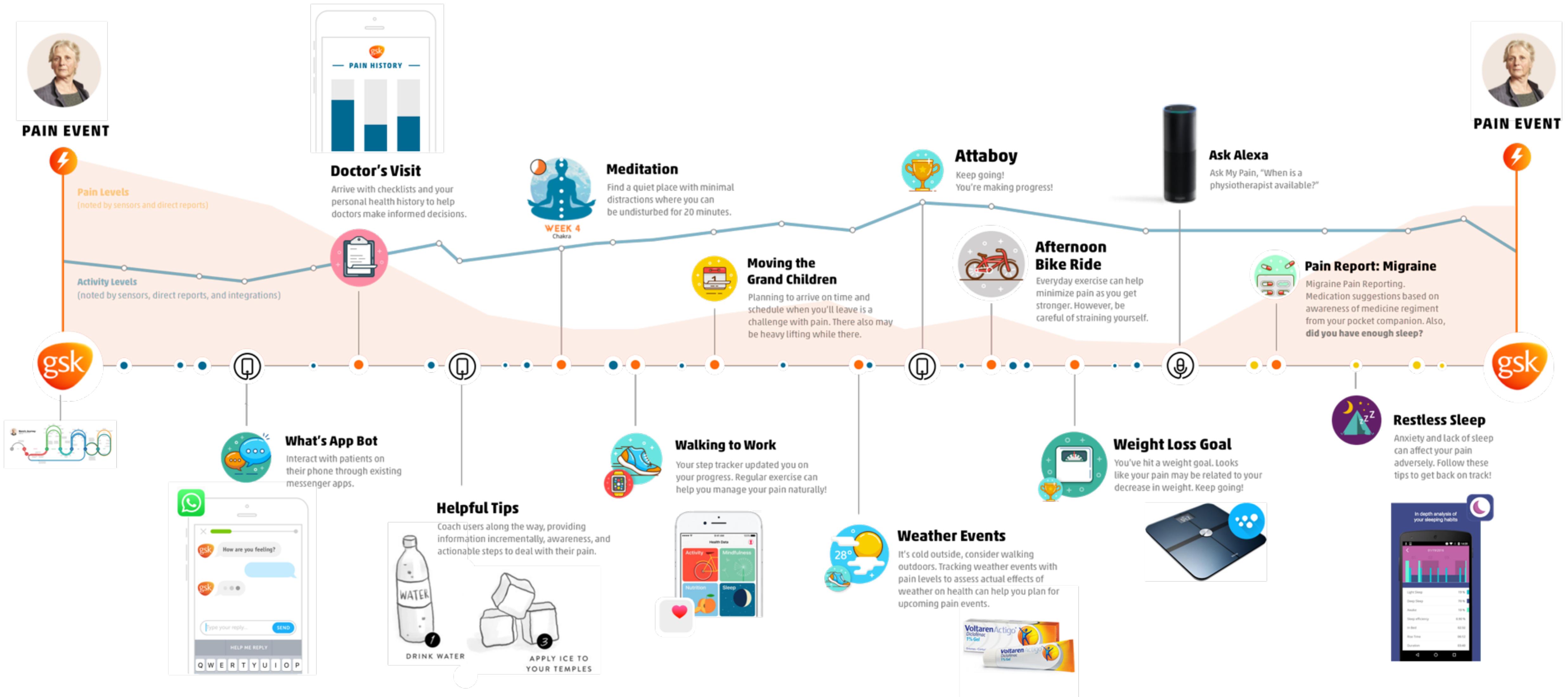
IOS - VISUAL DESIGN



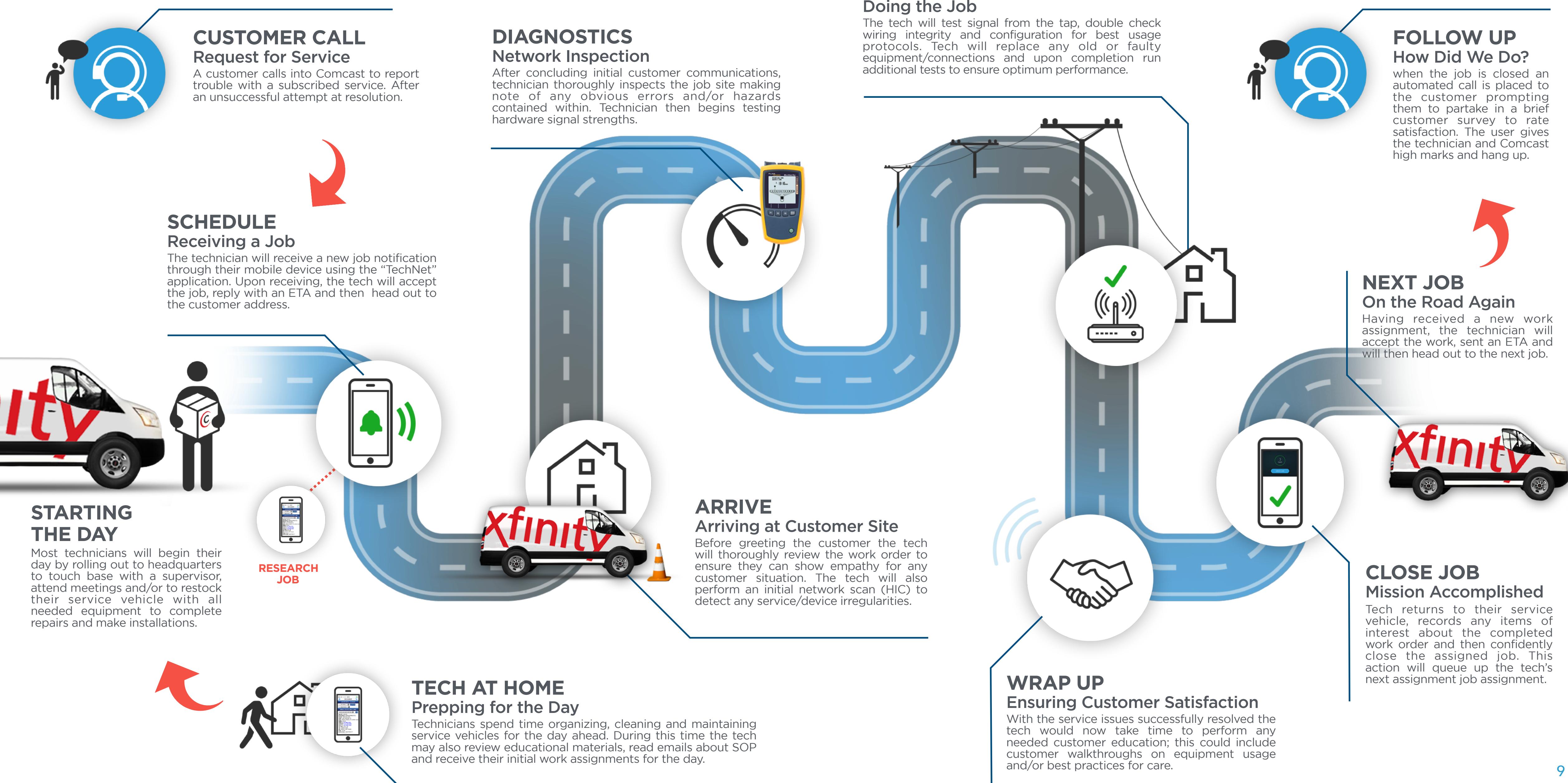
USER JOURNEY

Examples

CHRONIC PAIN - JOURNEY



TECHNICIAN BY JOB - JOURNEY

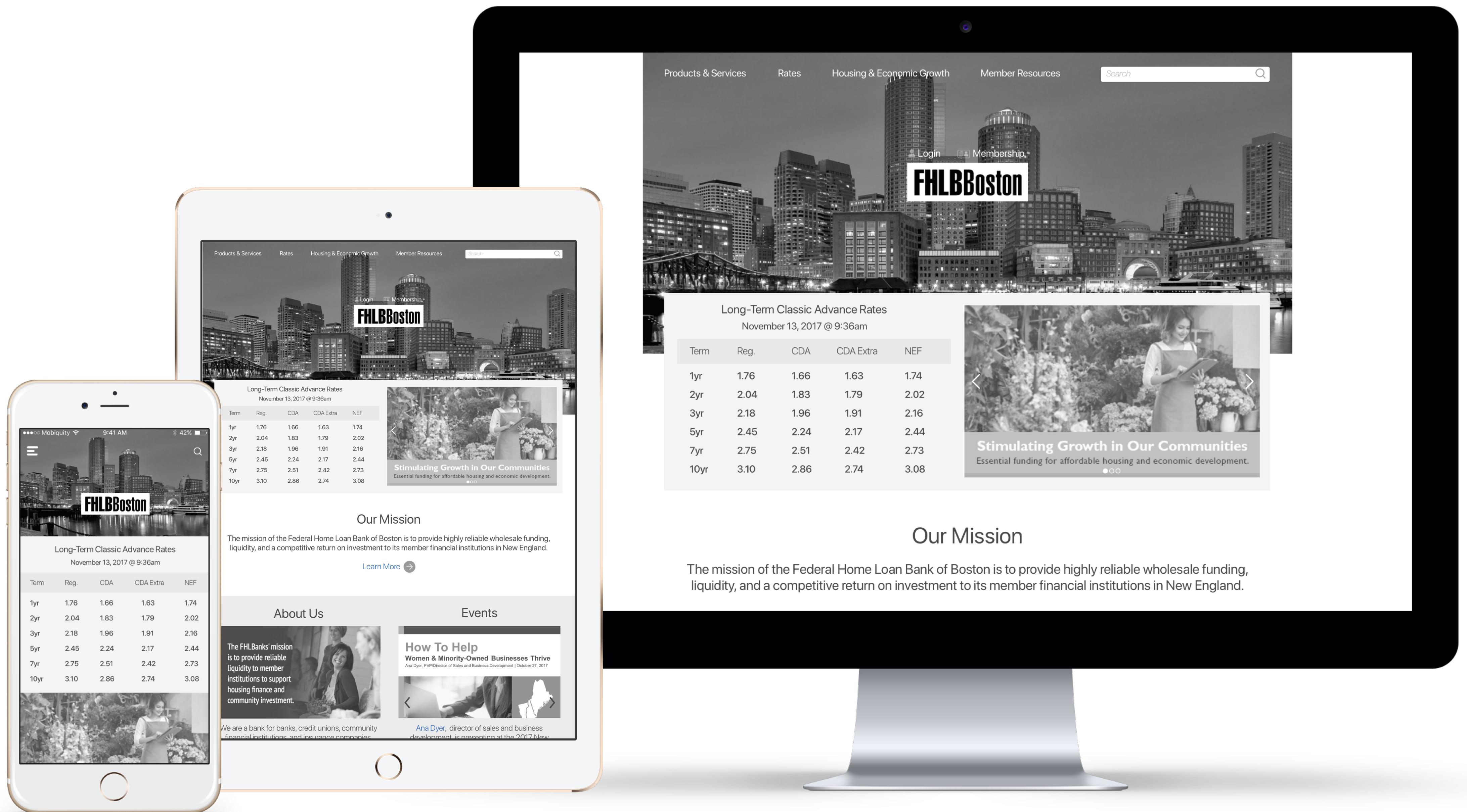


FHLB CONCEPTUAL

Responsive Web



CURRENT SITE REIMAGINED



PROJECTS

CASE STUDIES



CASE STUDY - GSK

Patient Driven Care

PATIENT DRIVEN CARE - SUMMARY



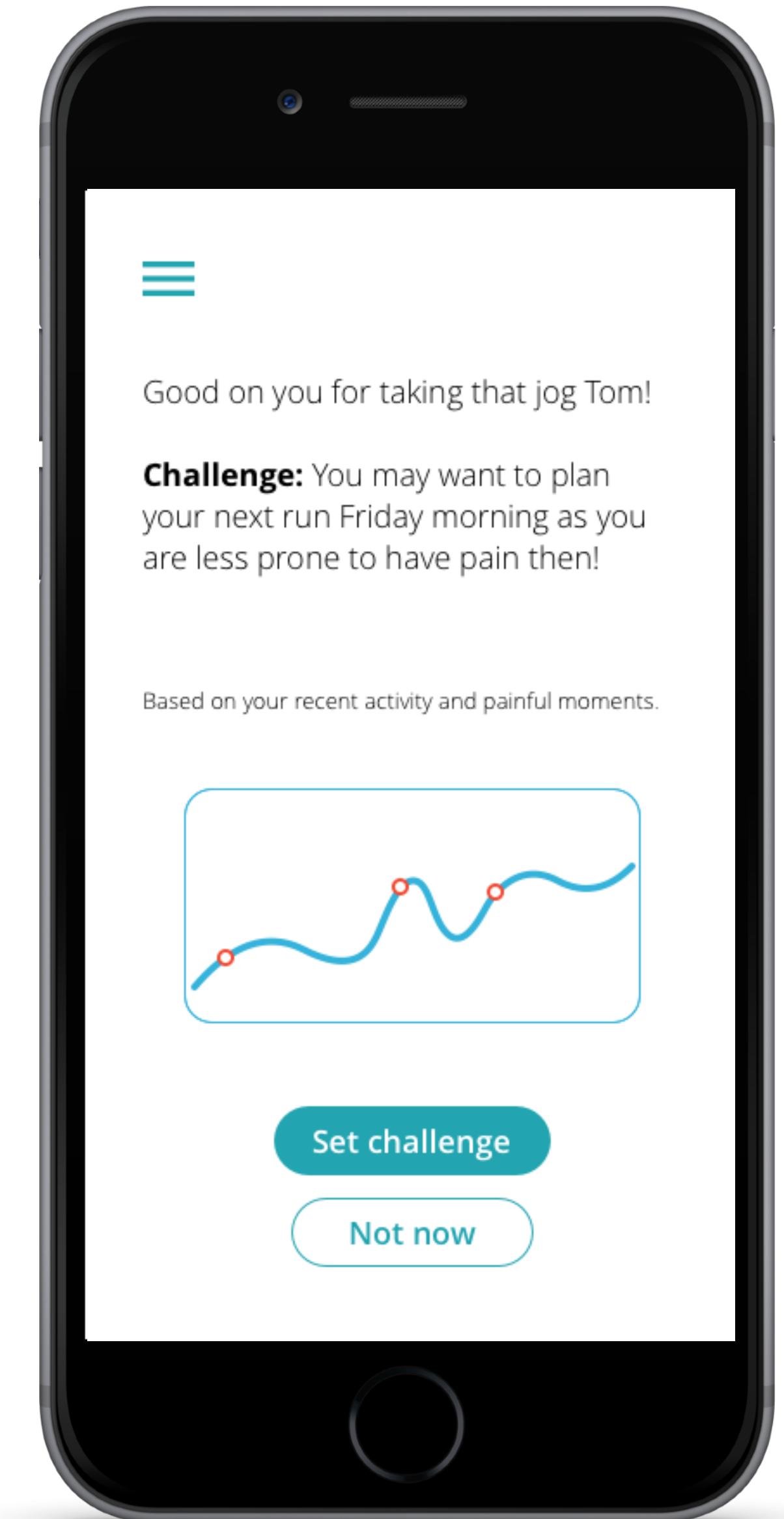
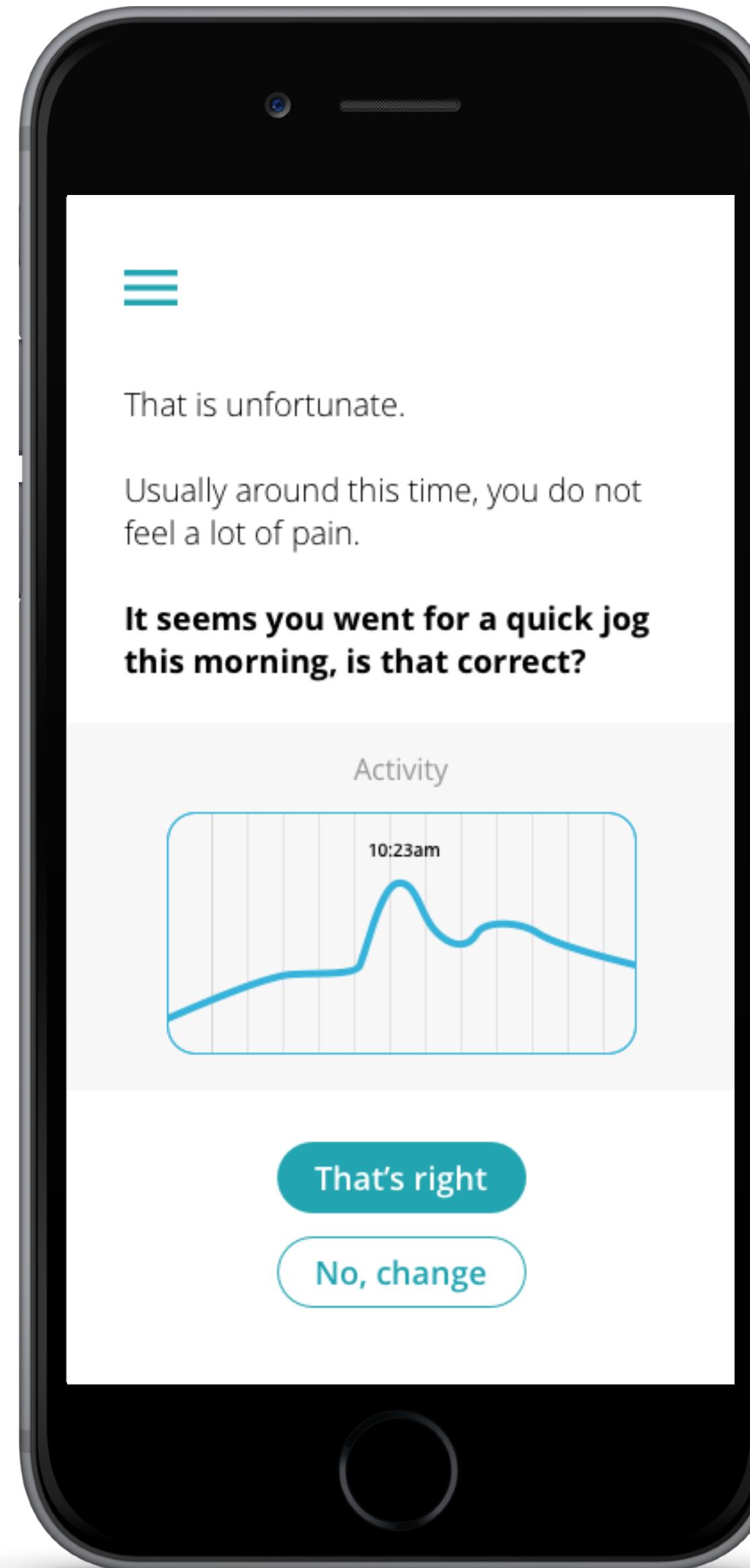
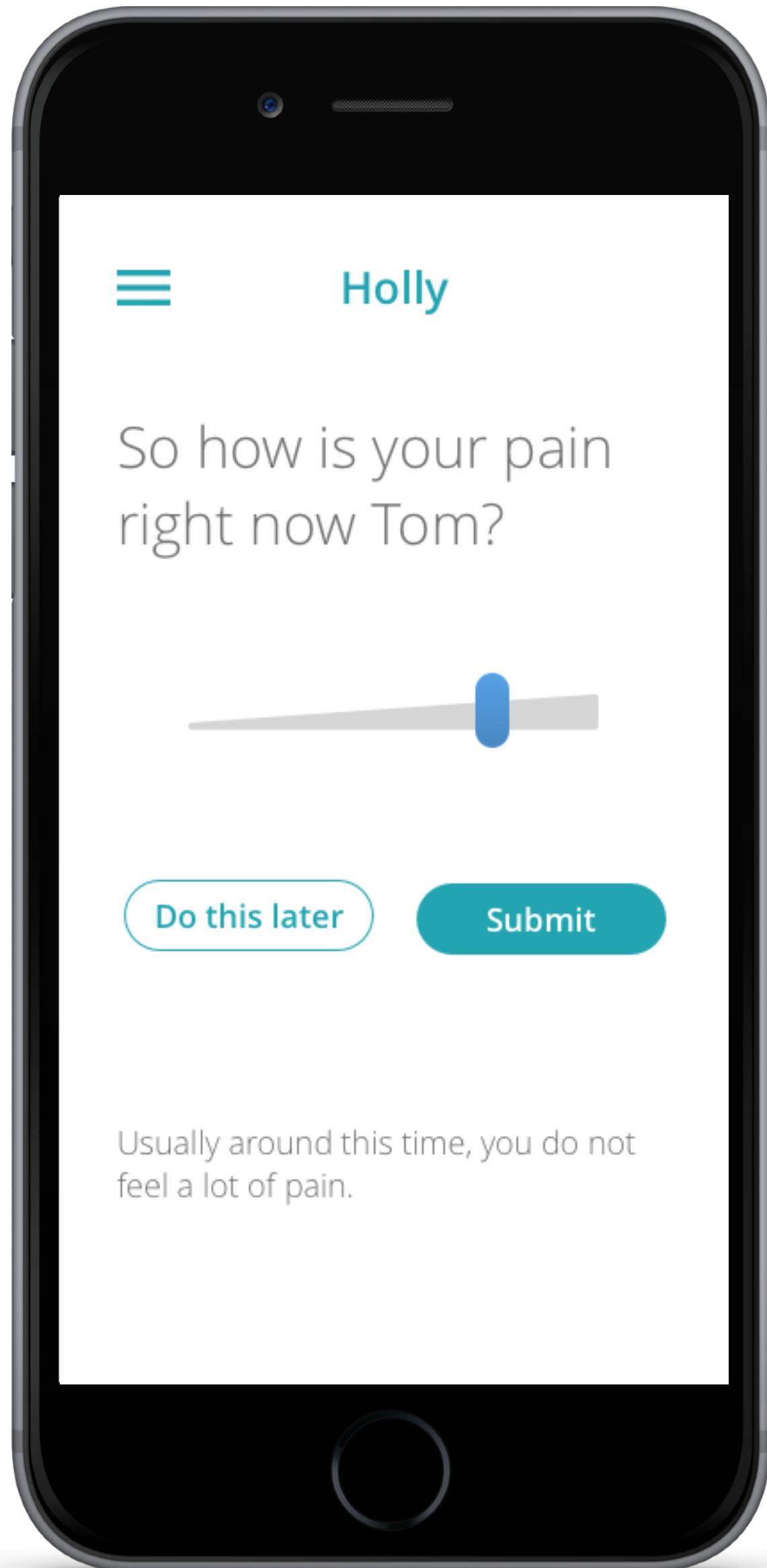
GlaxoSmithKline (GSK) took a holistic look at the osteoarthritis pain experience to deliver even more value through drugs and digital touch-points.

GSK couldn't envision a digital solution without first expanding its understanding of the pain experience. To gain this insight, Mobiquity's global consulting and design teams conducted a detailed study comprised of participant interviews, behavioral observation and focus groups. The goal was to understand the pain experience independent of drugs and uncover other means of managing pain: coping mechanisms, technology solutions, weather, and diet.

Based on results from the study and workshops with GSK, Mobiquity envisioned a multi-channel digital engagement platform spanning mobile, voice, and chatbots to capture and record patients' pain experiences.

All patient data would be centralized so that analytics and machine learning could increasingly personalize engagement for a given patient, prompting combinations of lifestyle and drug regimes with proven success. By repeating positive patterns and following the right trends, GSK could help patients to reduce pain episodes and live better lives.

TRACKING & ANALYSING & CHALLENGE



Adherence & compliance
Reliability
Behavior change

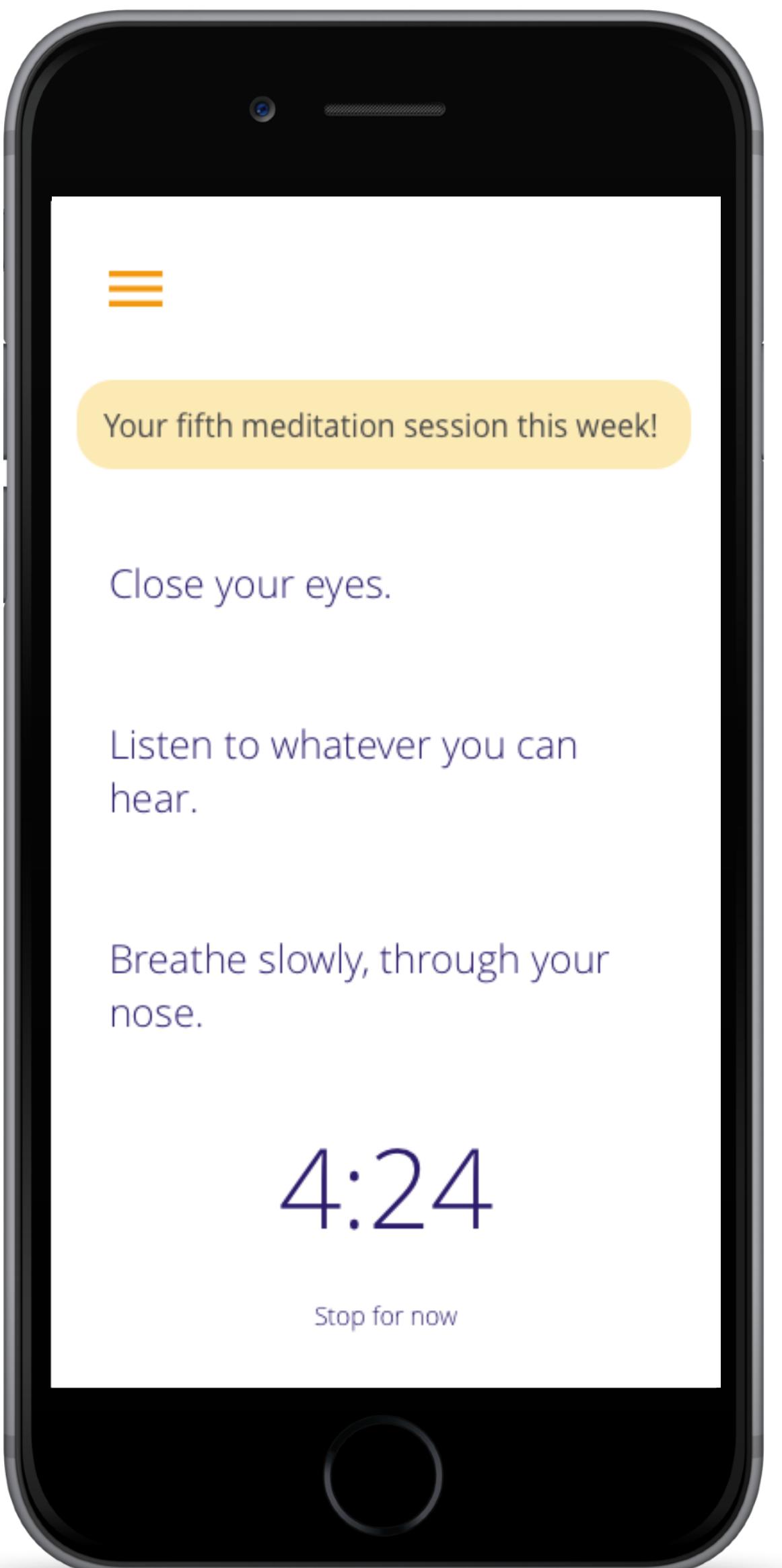
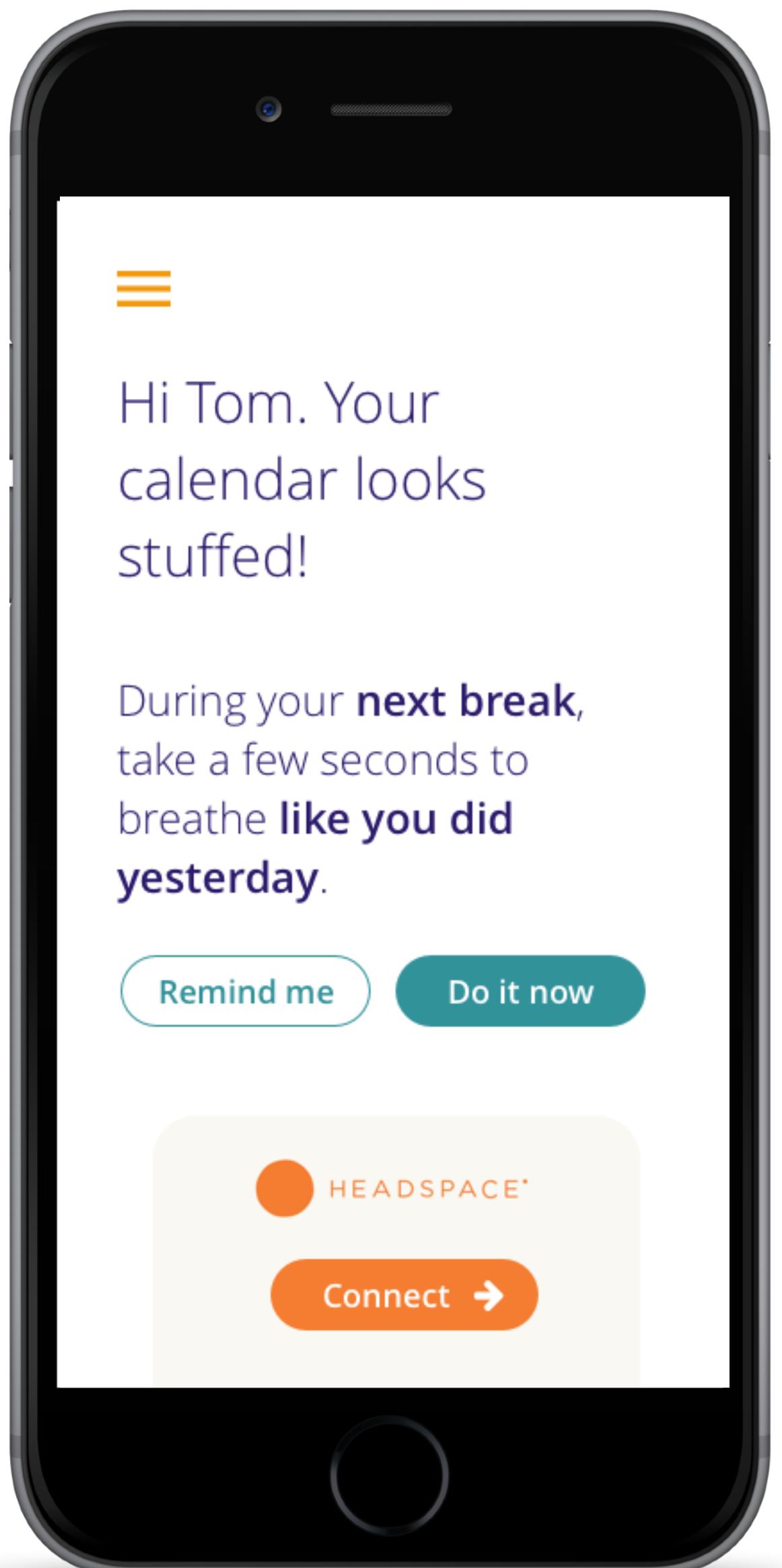
SMART INSIGHTS



The image shows two smartphones side-by-side, both displaying the Smart Insights mobile application. The left phone shows a summary screen with a 'CURRENT 3-DAY CHALLENGE' for 'Walk 2 km' (2 stars completed, 800 m left), a date '17 OCT' with a note 'Very likely to have a sore back later' (Show me why), a medal icon with 'All time walking record!', and a note 'Take care of yourself! Go to bed early today'. The right phone shows a detailed insight for '17 OCT' about sleep: 'Sleep enough and you will be most likely OK in the morning.' It includes a 'Set as a goal' button, a note for a 'Busy afternoon' with a 'Remind me about me-time' link, and a checked task 'Book a checkup with your GP'. A progress bar at the bottom indicates 'INSIGHT ACCURACY & AMOUNT' with a yellow segment. The bottom navigation bar includes tabs for 'INSIGHTS' (selected), 'DATA', 'GOALS', and 'CHAT WITH HOLLY'.

Reliability
Behavior change
Cognitive dissonance
Goals and planning

MEDITATION



Mindset ownership
Reliability
Behavior change



CASE STUDY - UPMC

Healthcare User Research & Outcomes



Define Overarching Pillars



Health
& Wellness

Doctors
& Hospitals

Bills
& Claims

Appointments

Medicines

Test Results

Define Patient Themes

Wellness

Find

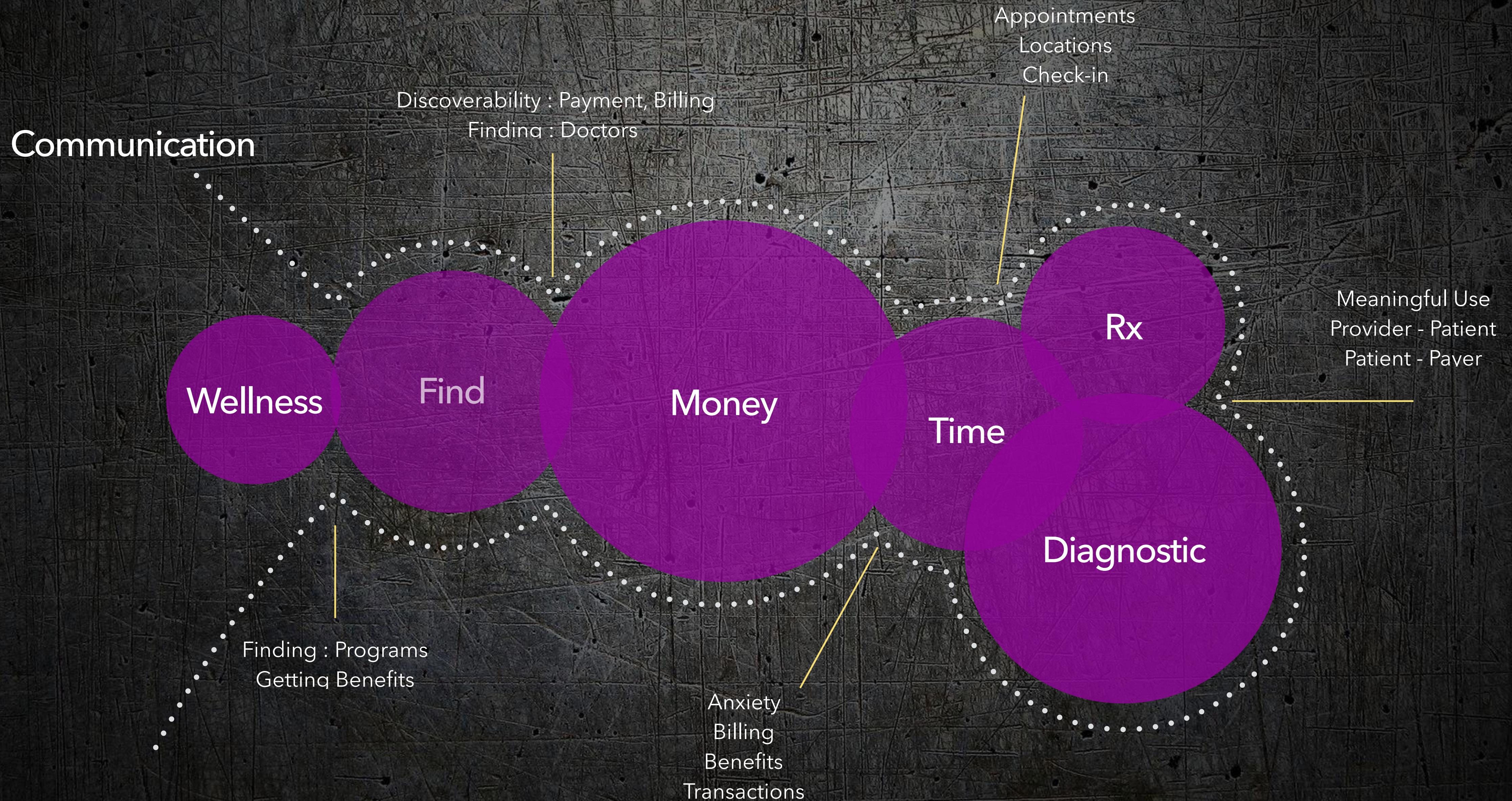
Money

Time

Rx

Diagnostics

Mapping to the Business



Mapping to the Customer

Communication

Wellness

Find

Money

Time

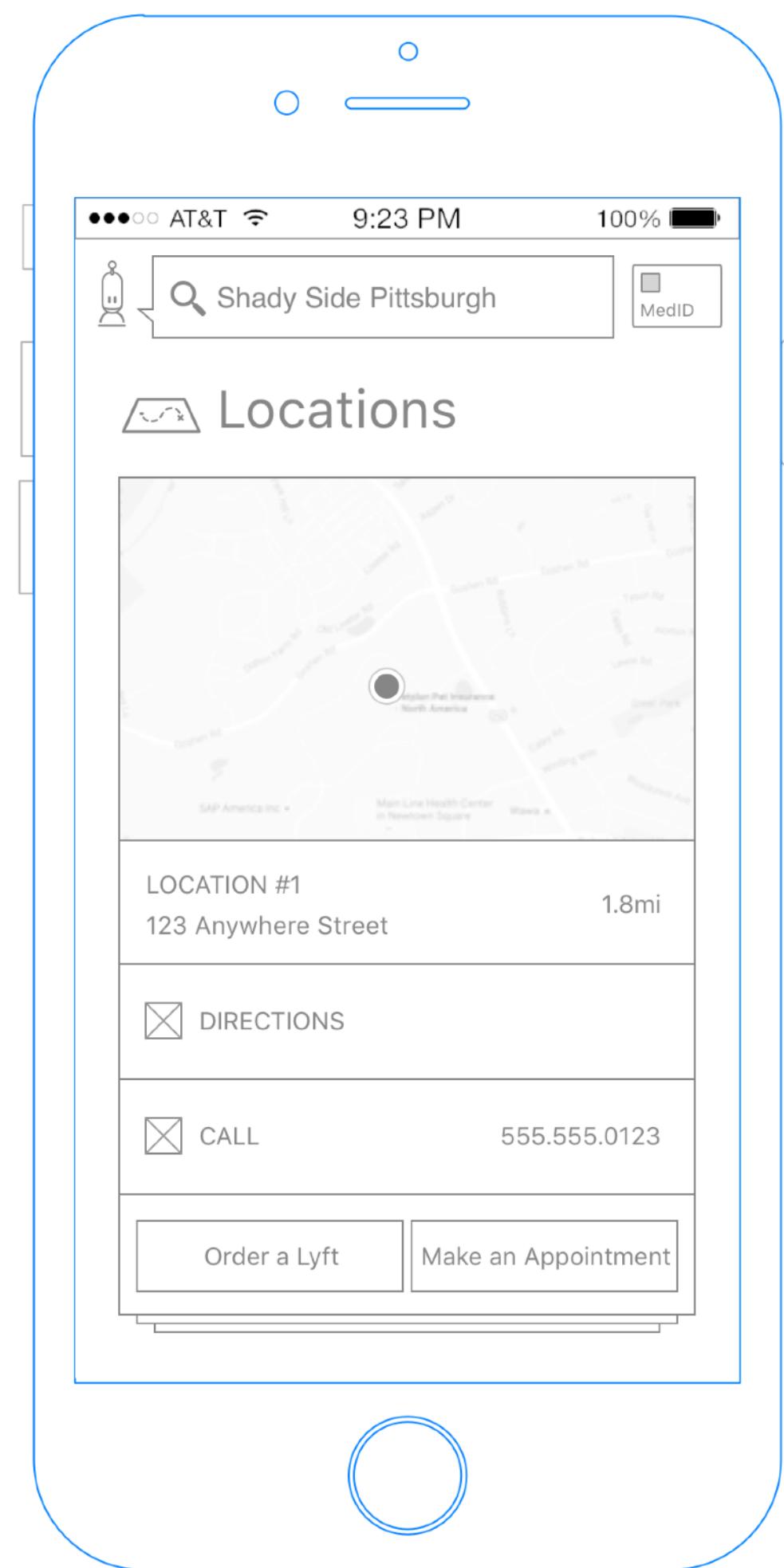
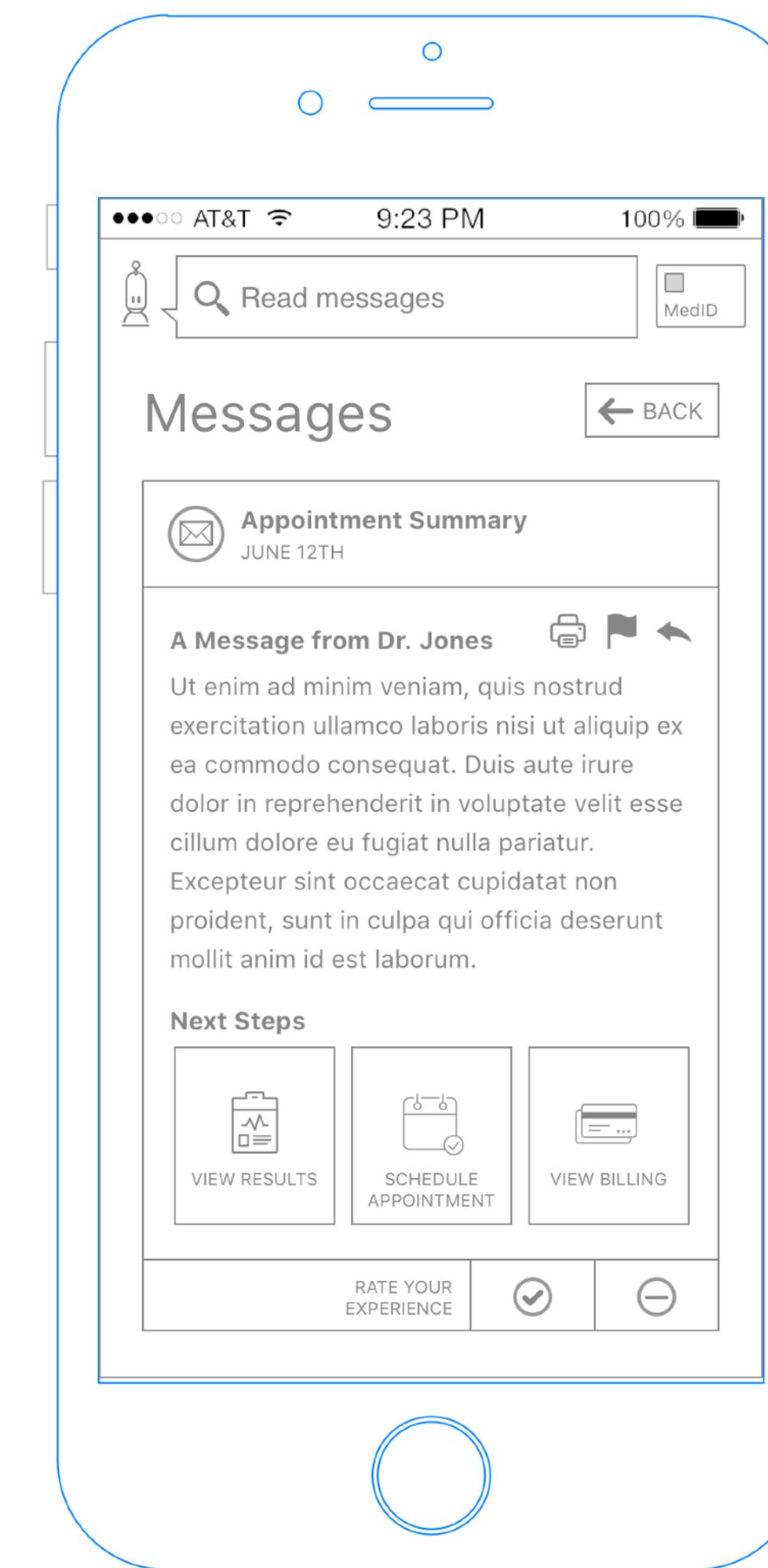
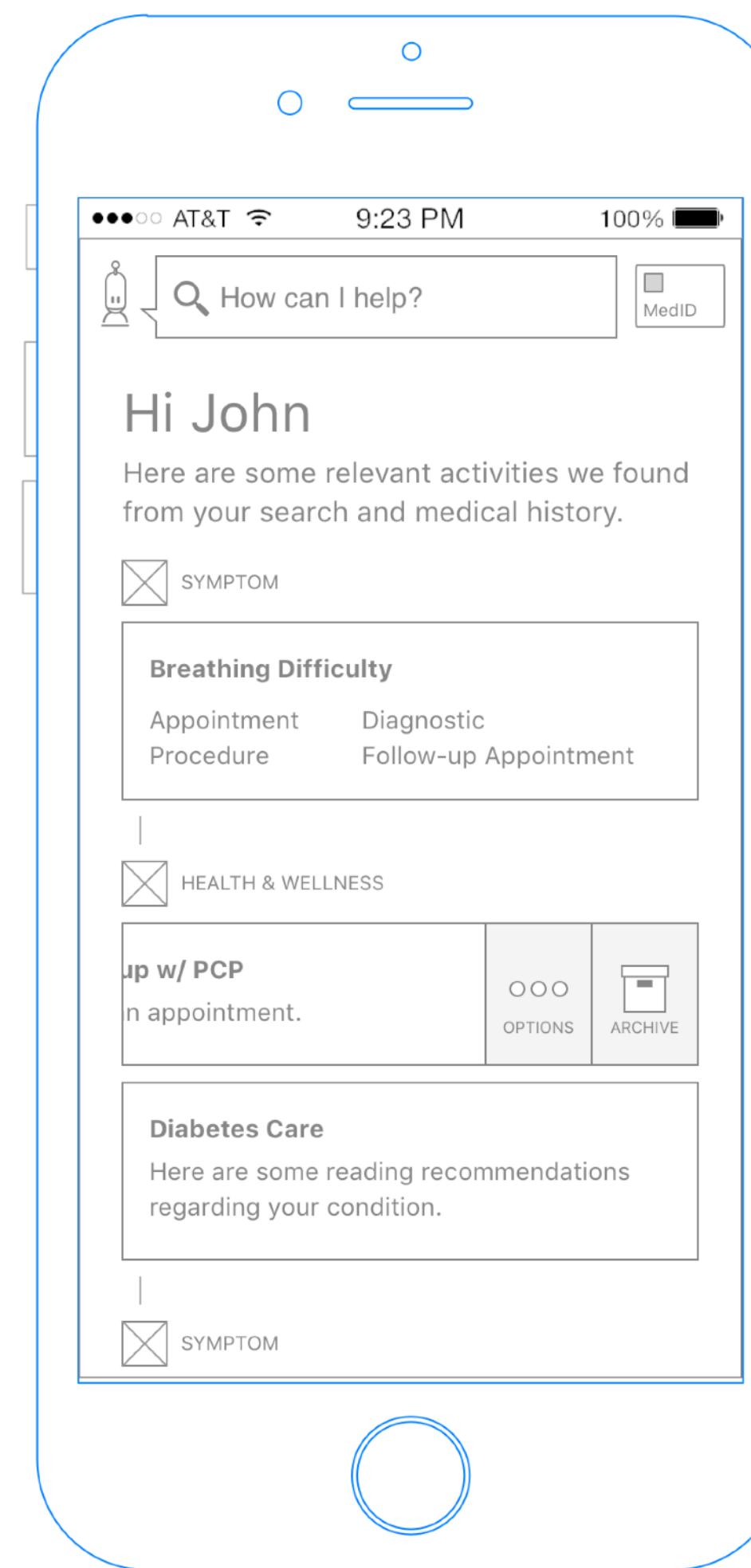
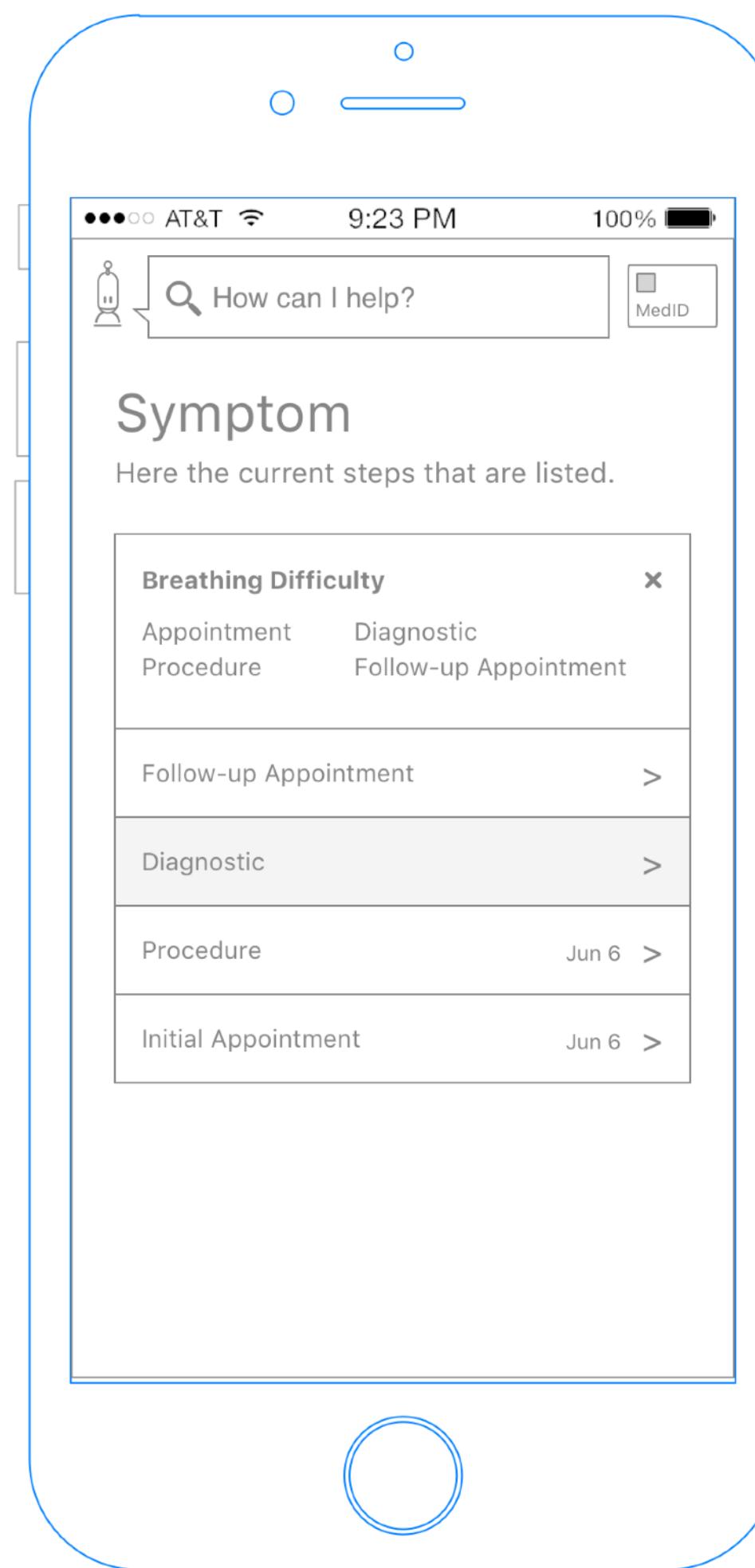
Rx

Diagnostic

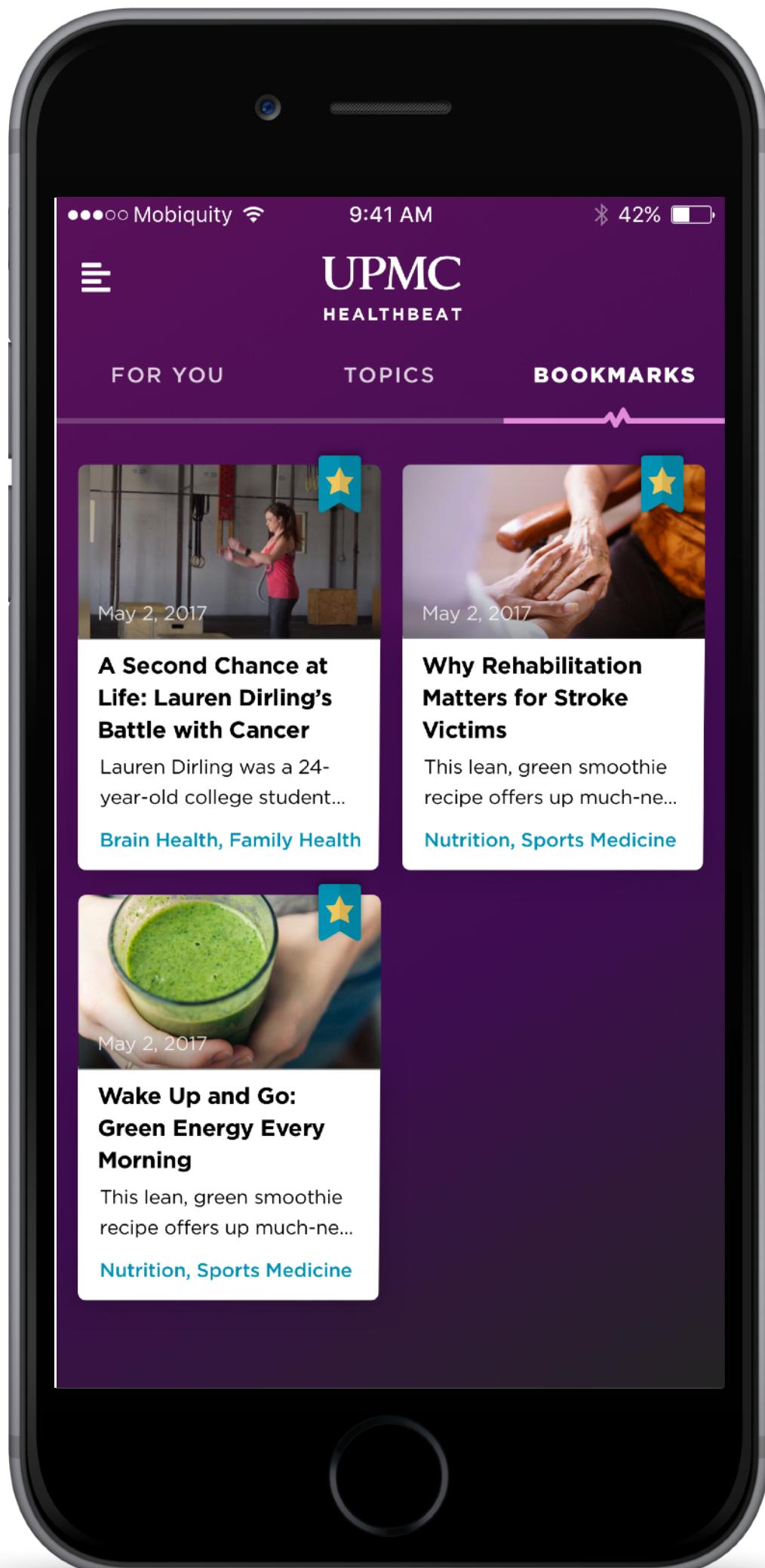
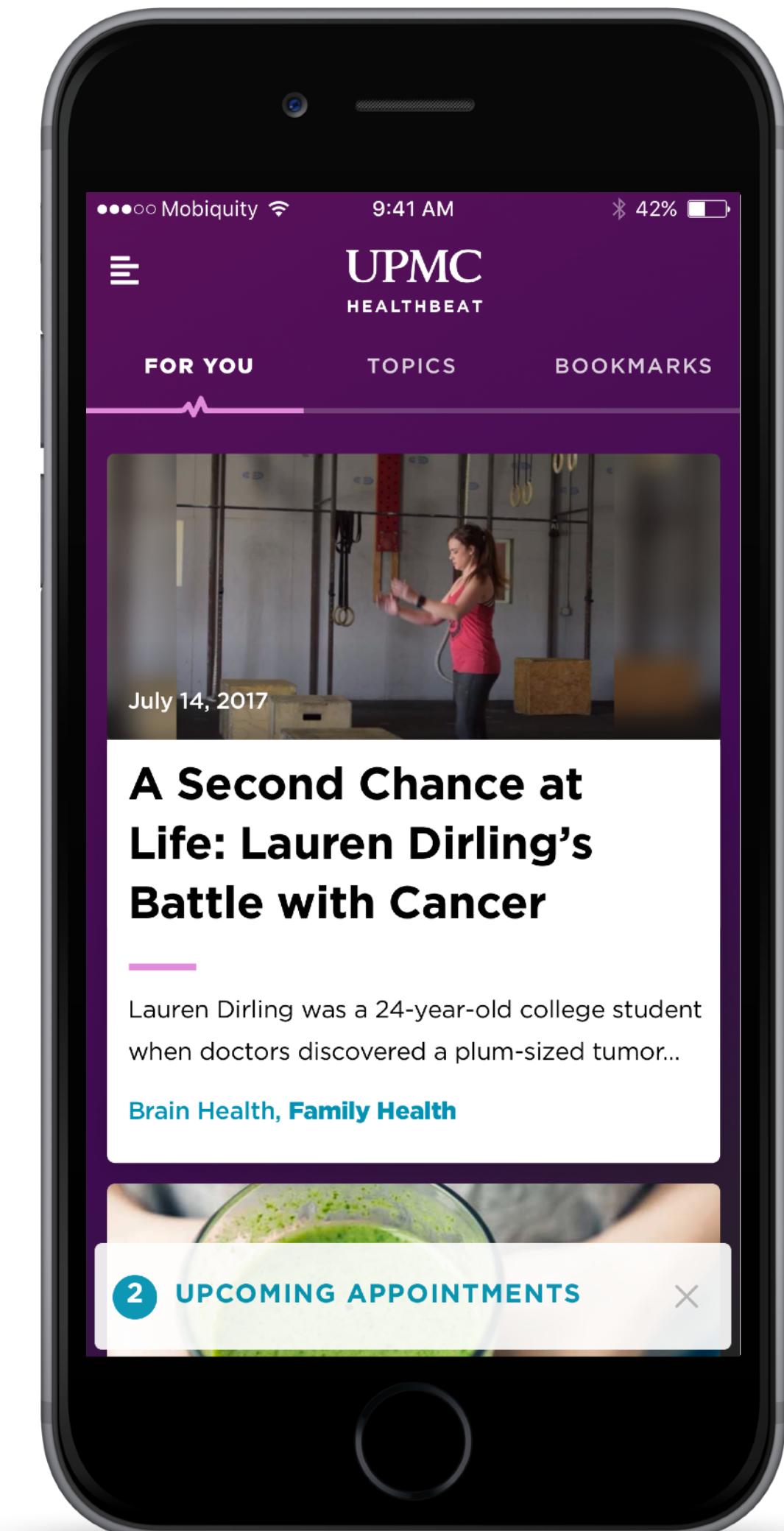
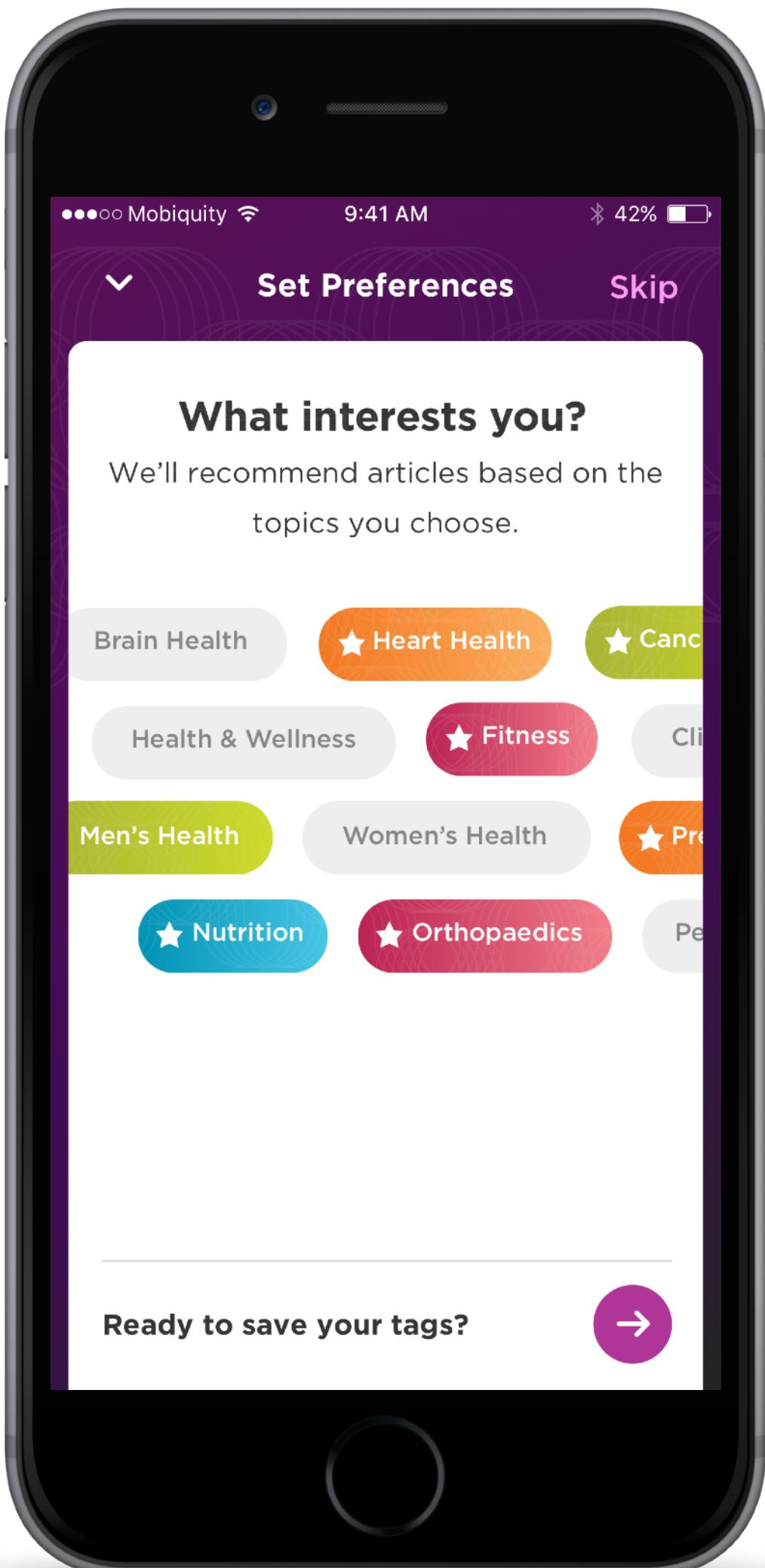
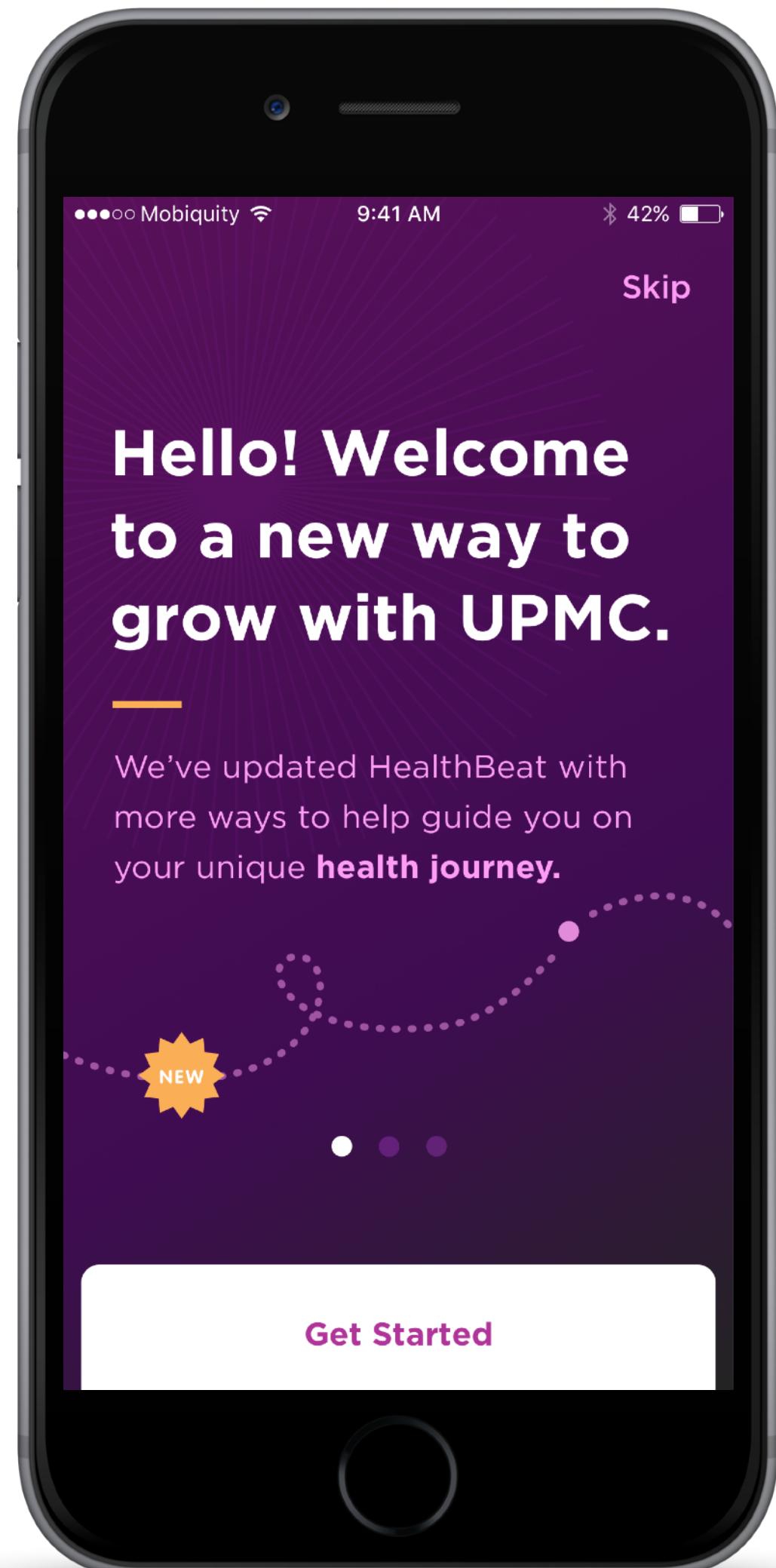
Outcome

THE RESULTS

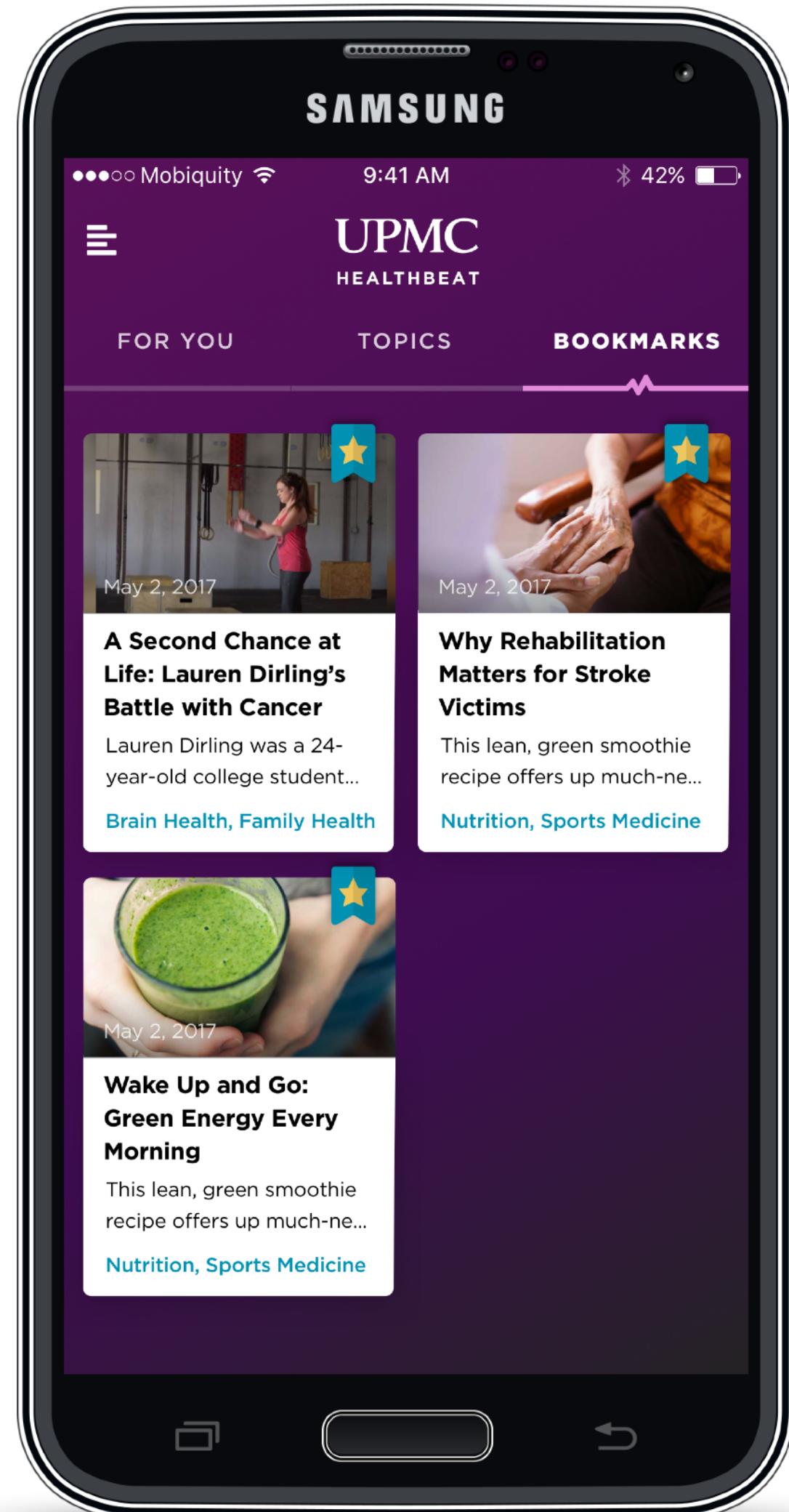
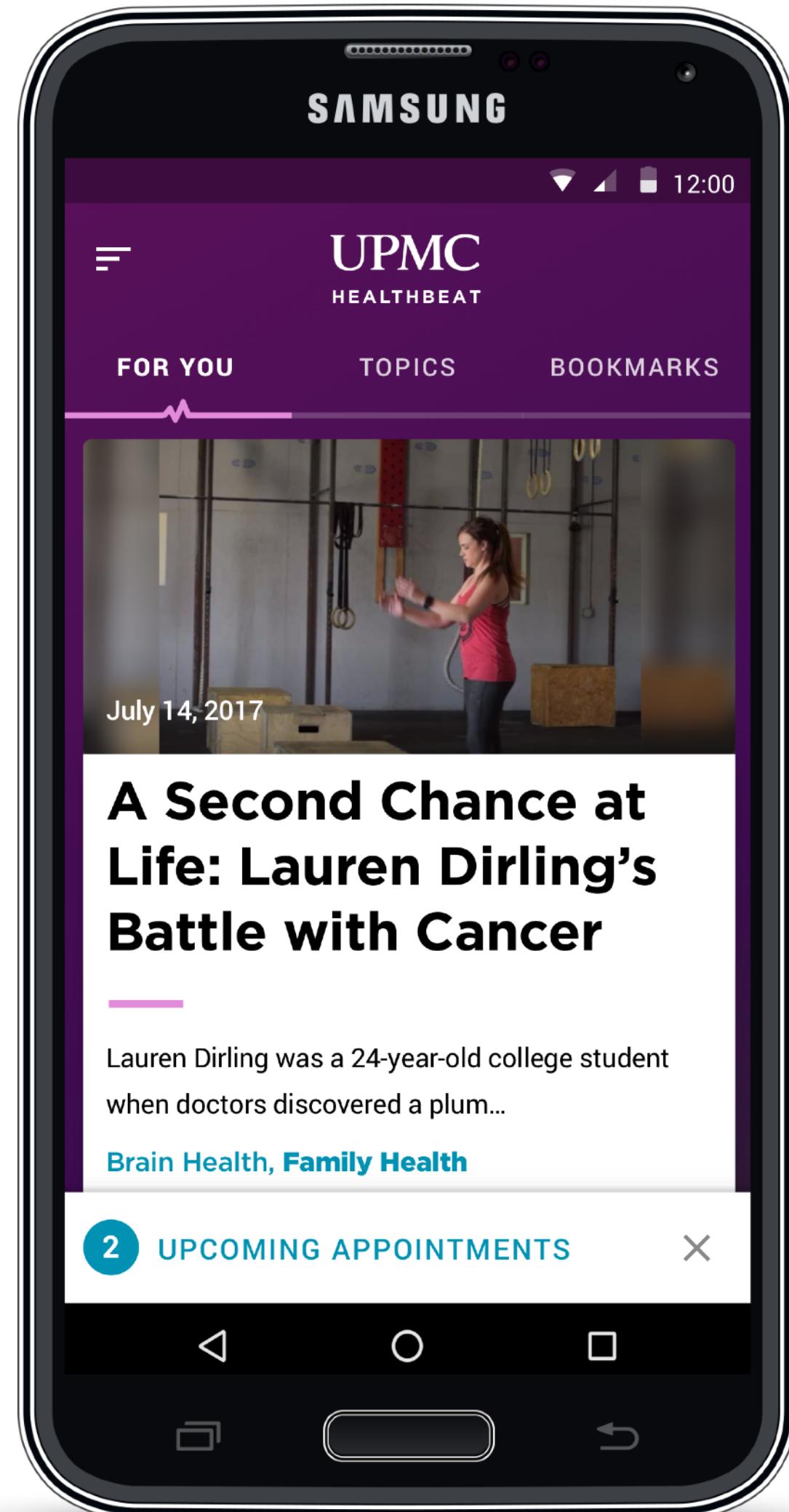
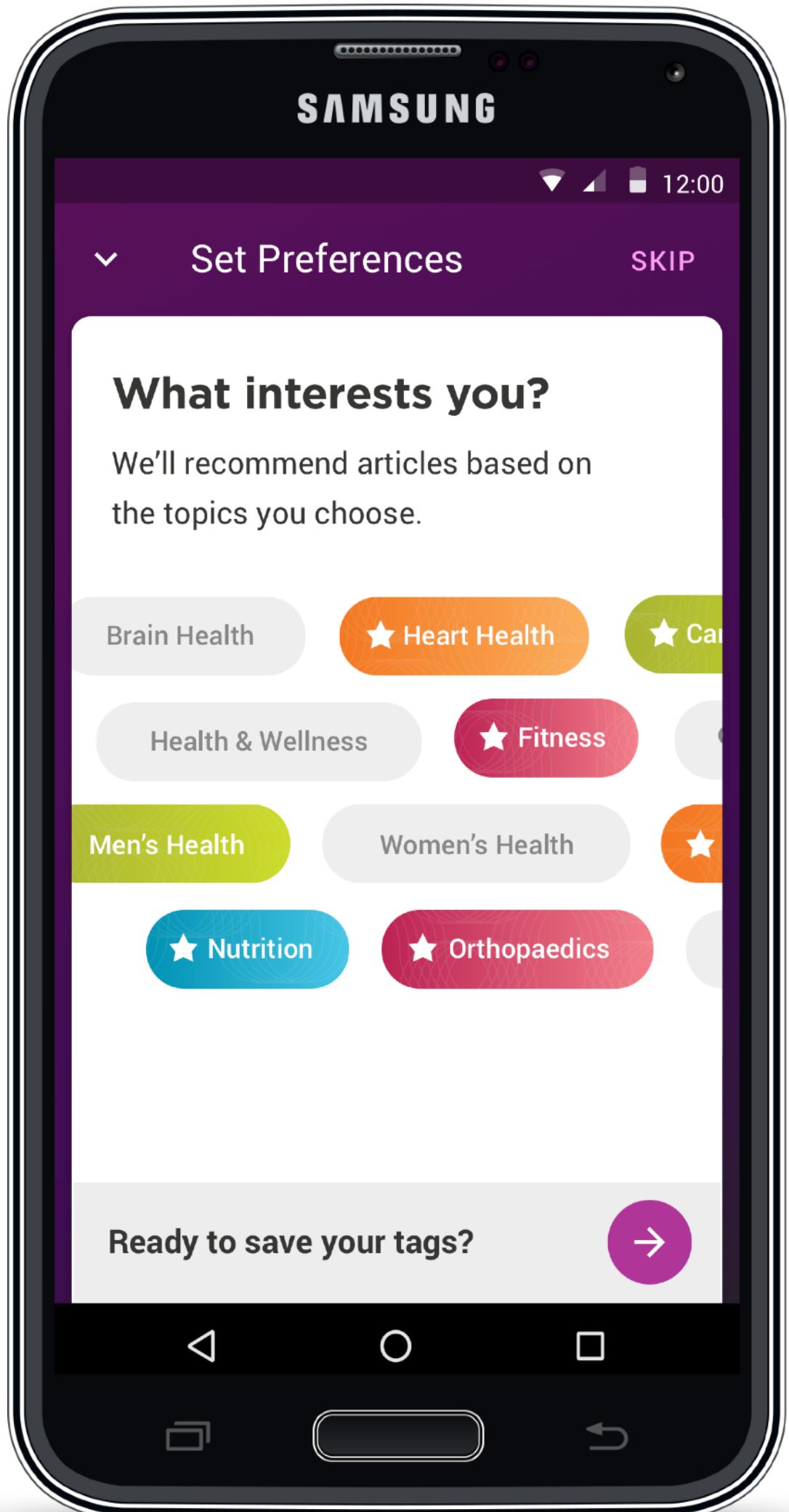
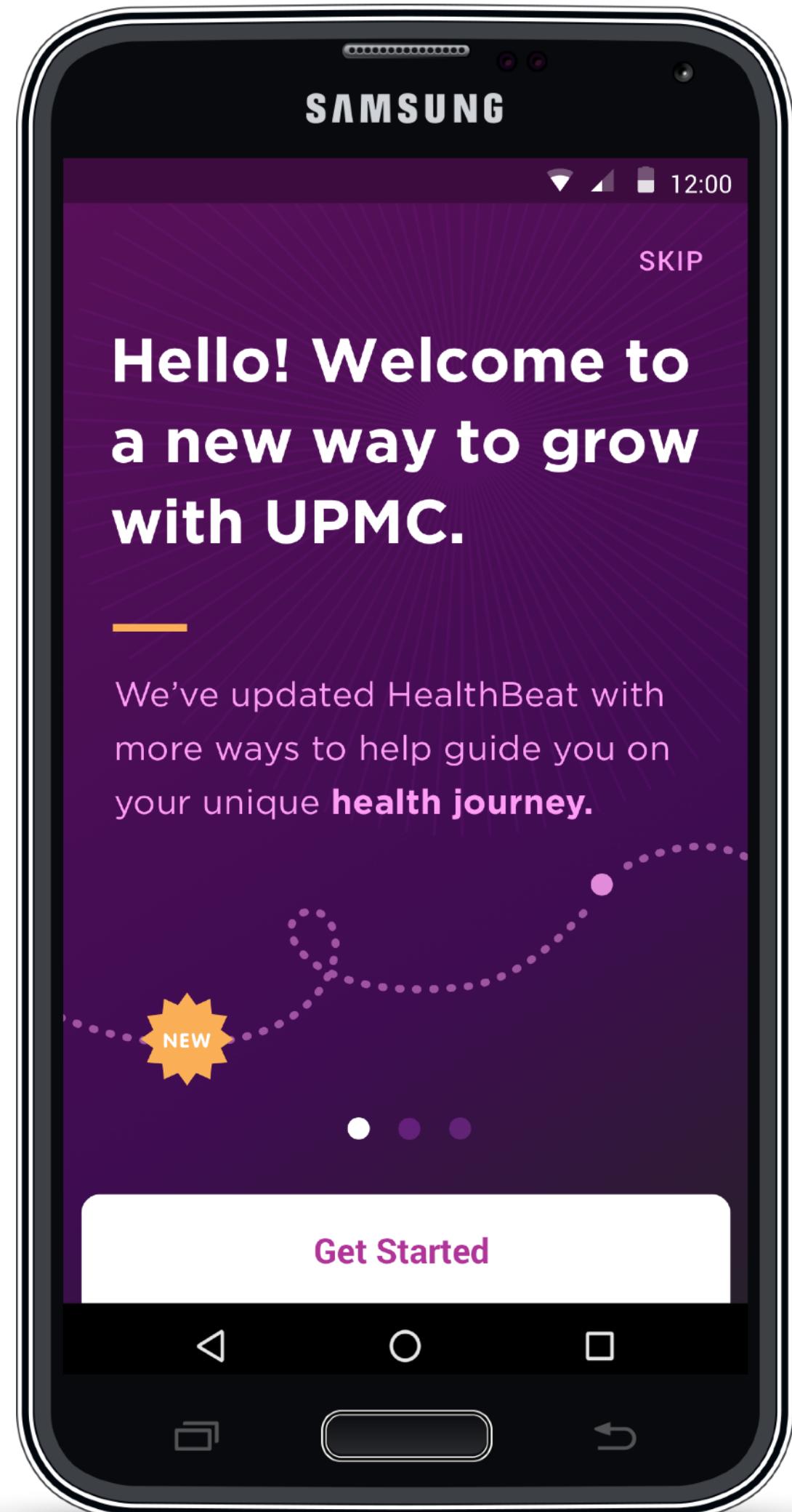
EXAMPLE WIREFRAMES



IOS - VISUALS



ANDROID - VISUALS



LIBRARIES

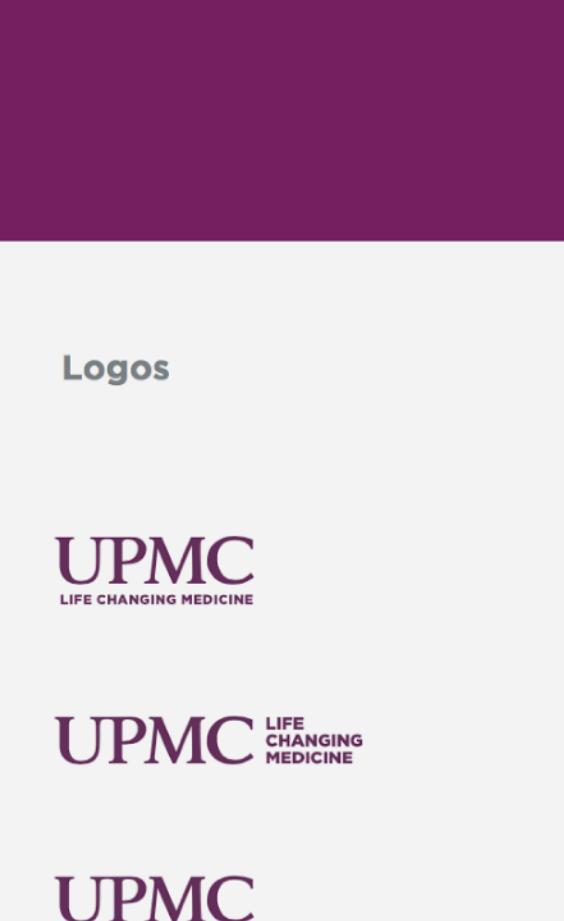
UX/UI Pattern Examples

DESIGN FOUNDATION EXAMPLE

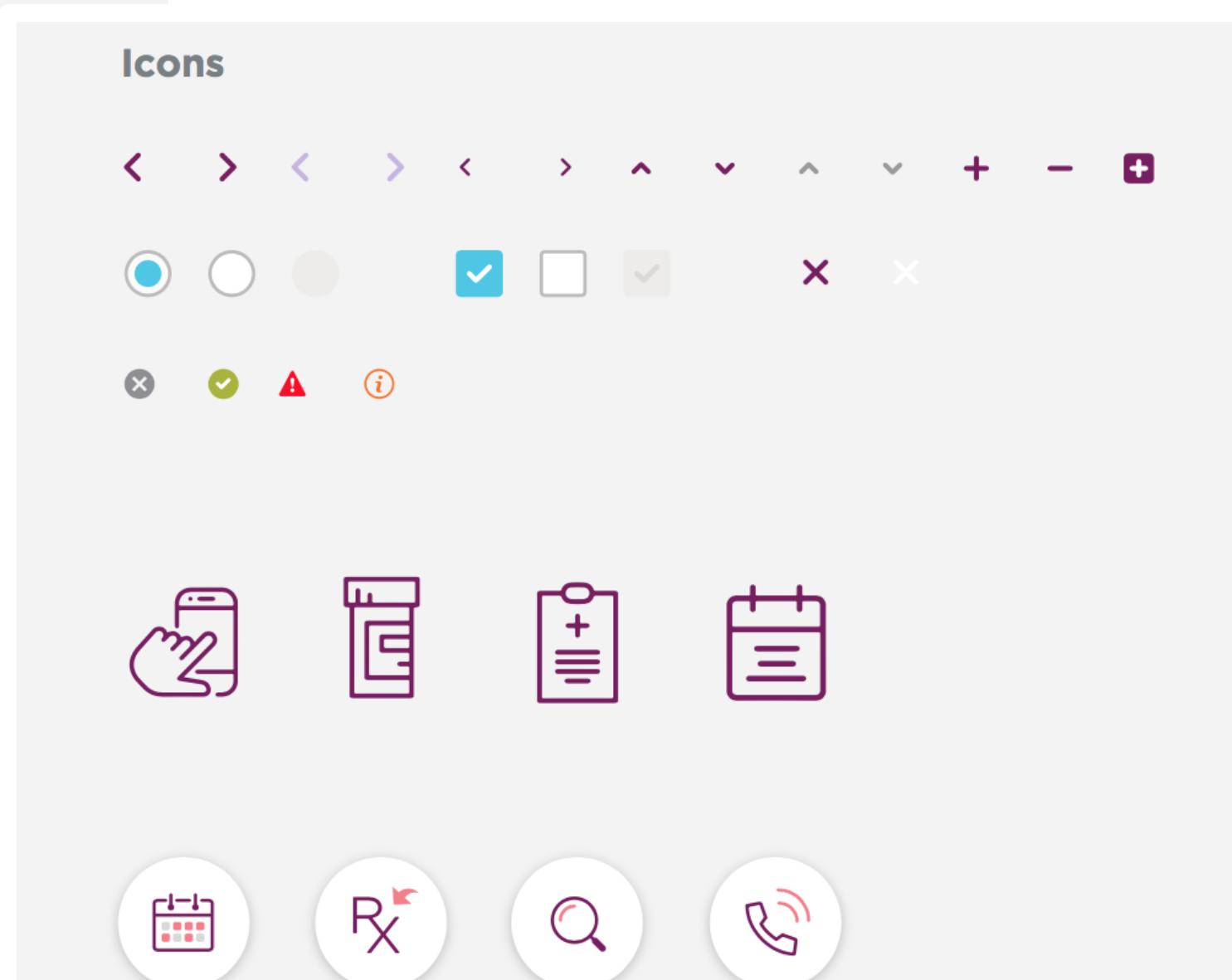
Establish aesthetic foundation of experience

Design Foundation

Logos



Icons



Typography

	Bold 30	
H1		Line-height 36
H2	Bold 20	Line-height 28
H3	Medium 18	Line-height 28
H4	Black 15	Line-height 24
Subheading 1	MEDIUM (ALL CAPS) 12	Line-height 18
Subheading 2	Black 12	Line-height 18
Body 1	Book 15	Line-height 22
Body 2	Bold 15	Line-height 22
Notification 1	Medium 13	Line-height 18
Notification 2	Medium 11	Line-height 16
Description 1	Book 13	Line-height 18
Description 2	Book 11	Line-height 16

Nav & List Items

	Black 18	
N1		Line-height 22
N2	Medium 14	Line-height 16
L1	Bold 18	Line-height 24
L2	Bold 15	Line-height 22
L3	Book 15	Line-height 22

Colors

Primary	Secondary Colors	Accent Colors	Neutral Colors	Alert Colors	Gradients	
#770161	FFFFFF	#4D104A #904199 #C7B4E2 #666D70	#47C6E6 #009284 #FBAF5D #F47721 #CDDC29 #A9B533 #F37F89 #BB2253	#363533 #78777A #9A9A9B #BDBBBB #DBD9D6	#FF0051	#4D104A #943783

Photography

Use of soft focus photography that introduces a familiar human element and connection to the UPMC community



UI PATTERN LIBRARY EXAMPLES

*Example of a final UI Pattern Library post-design

*For Wawa, UI pattern will begin in grayscale for wireframe prototyping, enabling us to focus on functionality/flow before making visual design decisions.

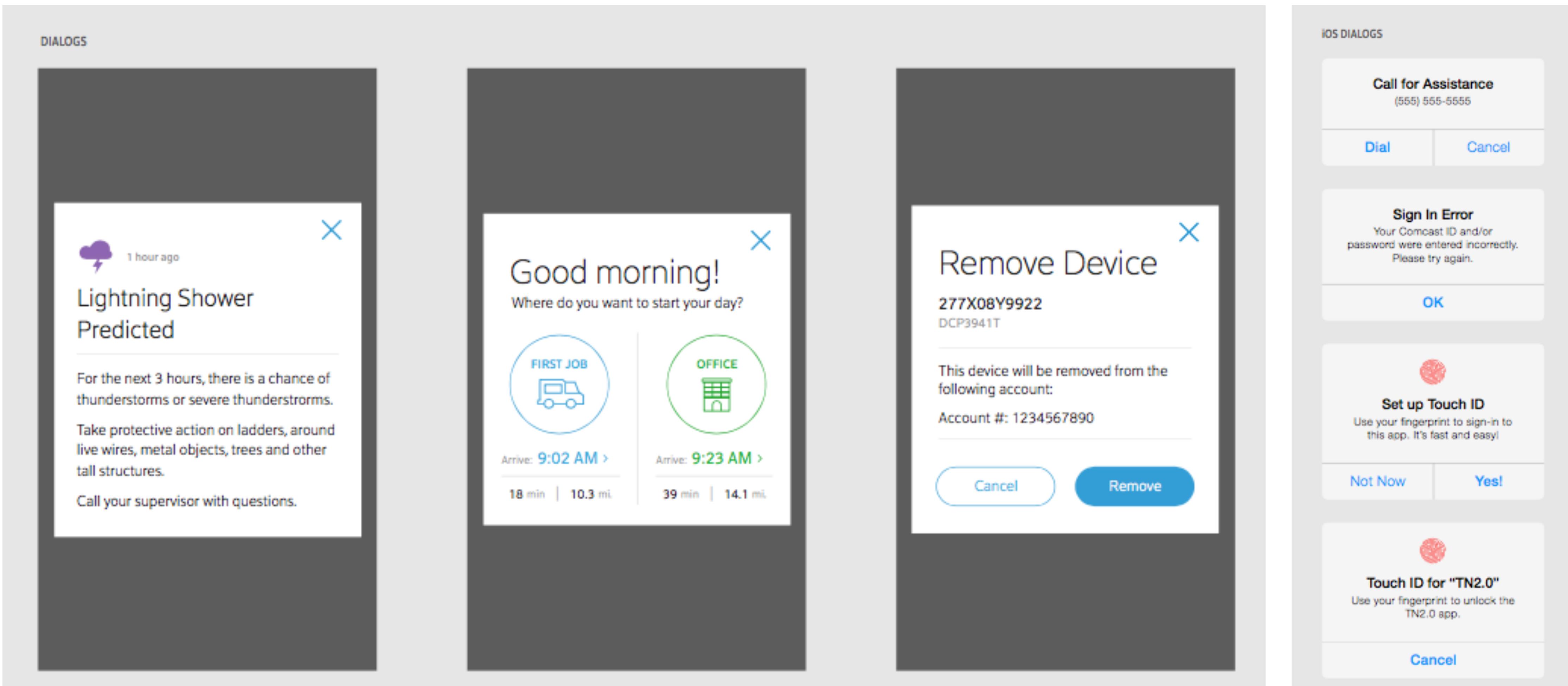
The image shows a UI pattern library interface with several examples of different UI components:

- BUTTON STATES:** Examples of Primary, Standard, and Inactive buttons in both light and dark modes.
- SEARCH FIELDS:** Examples of search bars with placeholder text, dropdown menus, and input fields with validation messages.
- FORMS:** Examples of complex forms with multiple fields (Name, Address, City, State, Zip Code) and validation messages.
- Form Examples:** Two specific examples of a sign-in form and a user profile edit form.

UI PATTERN LIBRARY EXAMPLES

*Example of a final UI Pattern Library post-design

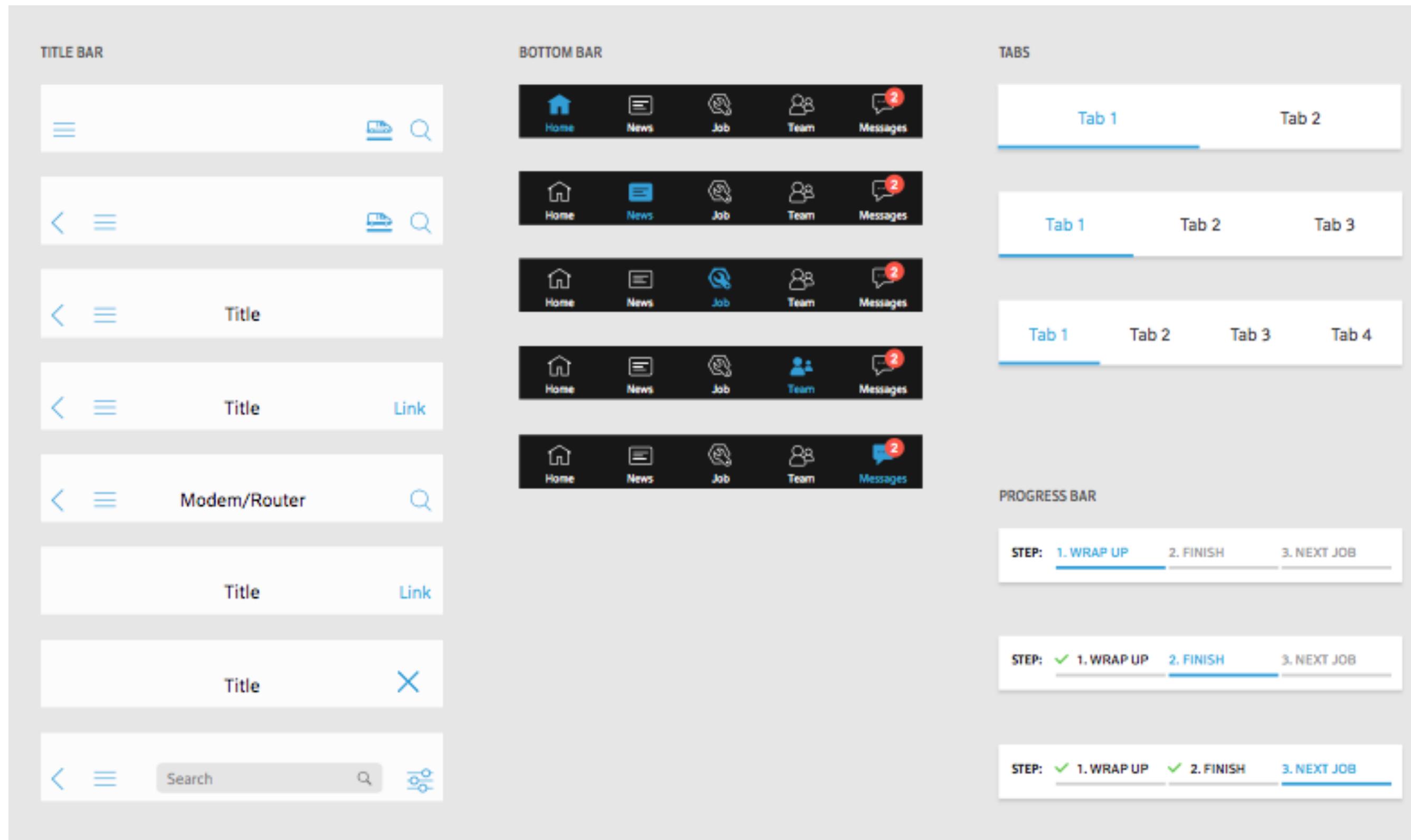
*For Wawa, UI pattern will begin in grayscale for wireframe prototyping, enabling us to focus on functionality/flow before making visual design decisions.



UI PATTERN LIBRARY EXAMPLES

*Example of a final UI Pattern Library post-design

*For Wawa, UI pattern will begin in grayscale for wireframe prototyping, enabling us to focus on functionality/flow before making visual design decisions.



The image shows a mobile application interface titled "Lists". The top section is titled "What I did..." and contains a list of items with checkboxes: "List item Lorem ipsum dolor sit amet" (checked), "Consectetur adipiscing elit, sed do tempor" (unchecked), and "Eiusmod incididunt amet labore" (unchecked). Below this is a section titled "Devices to Be Installed" which lists "Modem/Router", "X1 STB 1", and "X1 STB 2", each with an "Add +" button. The bottom section displays a vertical list of notifications: "First Last Name .2 mi En Route", "First Last Name .5 mi On Break", "First Last Name 1.5 mi On Job", "Severe Weather Alert – Heavy Rain. Make sure to use", "Watchtower Maintenance – Sunday from 3:00am to 5:30am", "Main Watchtower Maintenance – Wednesday from 3:00am to 5:30am", and "Lightning Shower predicted. Avoid using Umbrellas.".