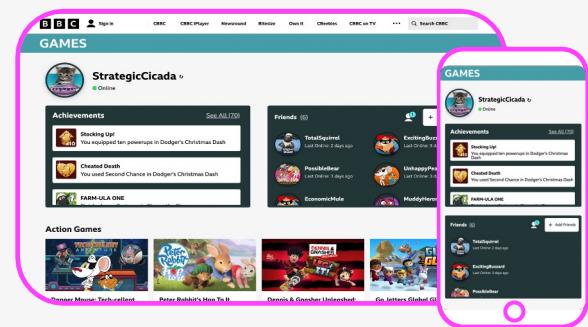


# HELLO! :)

# I'M SOPHIA. I AM A JUNIOR SOFTWARE ENGINEER & DESIGNER.

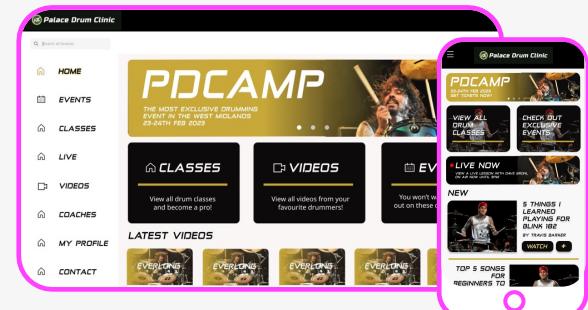
## GAMES SOCIAL PROFILE

Designing & building a component to celebrate achievements and find friends for BBC Games



## DRUM CLINIC PROFILE

Designing & building a website that shows live and exclusive drumming content to subscribers



## FINAL PROJECT DESIGNS

A collection of project ideas and designs during my time at the University of Birmingham's Coding Bootcamp



BBC GAMES

## GAMES SOCIAL PROFILE

Designing & building a component to celebrate achievements and find friends

The screenshot shows a user profile for "StrategicCicada". The "Achievements" section lists three achievements: "Stocking Up!", "Cheated Death", and "FARM-ULA ONE". The "Friends" section shows 6 friends with their online status: TotalSquirrel, ExcitingBuzzard, PossibleBear, UnhappyPeacock, EconomicMule, and MuddyHeron. Below this, there are four "Action Games": Dancer Mouse: Tech-cellent, Peter Rabbit's Hop To It, Dennis & Gnasher Unleashed!, and Go Jetters Global Glitch.

## THE CHALLENGE

The theme of this challenge: Build Better Audience Communities. How can we advance our products and content formats to build better relationships with and between our users and audiences? This was to be completed in one week.

A comparison of the BBC Games interface across different devices. On the left, a smartphone shows a simplified version of the social profile. A pink arrow points from this phone to a callout text: "Click to view WIP product". On the right, a larger screen shows the full desktop version of the social profile, including achievements, friends, and a grid of action games. The desktop version also includes a cookie consent banner at the top.

## PROBLEM

Users play games in isolation; game play is a contained experience.

## SOLUTION

Design and build a component for the BBC Games index page. This component will contain features that allow friends to interact, view achievements, compare progress & share experiences. User profiles will add a sense of community whilst simultaneously increasing reach and engagement with games.



## GAMES SOCIAL PROFILE

### UX QUESTIONS

#### **What is the journey into the system?**

Sign in or save to local storage? What is shown if not signed in / no data? Is the section always shown or is it collapsible?

#### **What do we want the user to do? What is the onward journey?**

Discover / play games. To find / add friends.

#### **Who is the audience?**

Ages 6-11 years old.

#### **Ethical considerations?**

Online safety, personal data, competitive / jealousy element.

#### **What are the friction points?**

It may interfere with promo space for new games. Could create a games 'echo-chamber' where only certain games are played / advertised.

#### **What is the benefit for us?**

Helps with discovery and aids retention.

#### **What is the benefit for the user?**

Personalisation, a sense of community, discover new games, less scrolling and more curation.

#### **Accessibility considerations?**

What is the tabbing behaviour? Large enough for touch screen devices. Appropriate text size. Working with a small section.

### USER TESTING REPORT

Previous testing on the games index page was taken into consideration.

"Categorised content helps children make a choice by reducing the number of options they have to take in at a time."

1. Categorising games by popularity / what their friends are playing will help children make choices  
2. This makes games easier to find

"They usually play a couple of games in one session."

Showing what games friends are playing will help with onward journeys.

## GAMES SOCIAL PROFILE

### MVP & EXTRA FEATURES

Product, development and UX decided on a list of modules to be included for an MVP. Other features were also decided to be implemented once the MVP was met.



### EARLY SKETCHES & WIREFRAMES

We explored carousels and different layouts, but these had accessibility issues. These ideas helped to develop to the final plan.

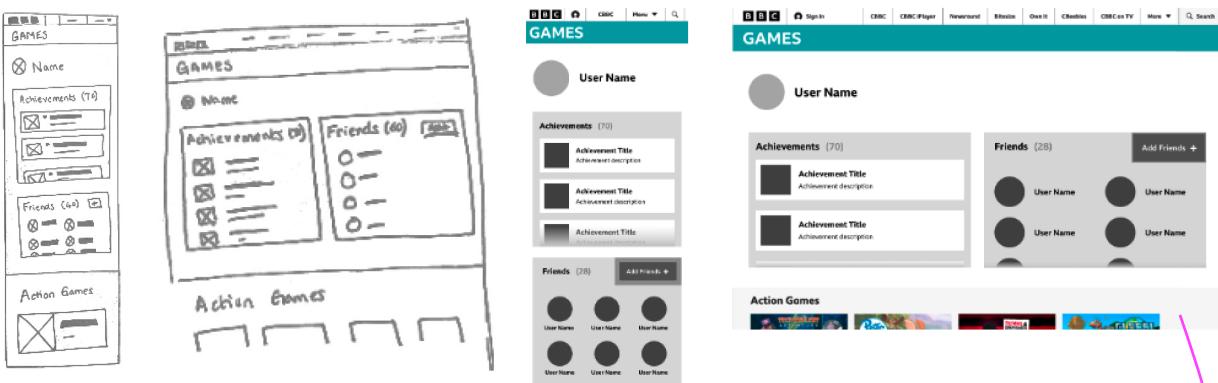
The image displays a progression of user interface designs for a 'GAMES' social profile page. It starts with two hand-drawn sketches on the left, which then transition into digital wireframes and finally into a polished design on the right.

- Sketches:** The first sketch shows a vertical layout with sections for 'Name', 'Achievements (70)', 'Friends (40)', and 'Action Games'. The second sketch shows a similar layout with 'Name', 'Achievements (70)', 'Friends (28)', and 'Action Games'.
- Digital Wireframes:** The middle section shows three stages of the wireframe process. Stage 1 is a basic wireframe. Stage 2 adds placeholder text ('Title', 'Description') to the achievement and friend cards. Stage 3 is a fully developed wireframe with a header bar, navigation links, and a footer search bar.
- Final Design:** The rightmost section shows the final design. It features a header with the 'GAMES' logo and navigation links. Below the header are sections for 'User Name', 'Achievements (70)', 'Friends (28)', and 'Action Games'. The 'Achievements' and 'Friends' sections use a grid layout with arrows for navigation. The 'Action Games' section shows a horizontal scrollable list of game thumbnails.
- Annotations:** A pink arrow points from the initial sketches to the first wireframe. Another pink arrow points from the third wireframe to the final design, indicating the flow of the design process.

## GAMES SOCIAL PROFILE

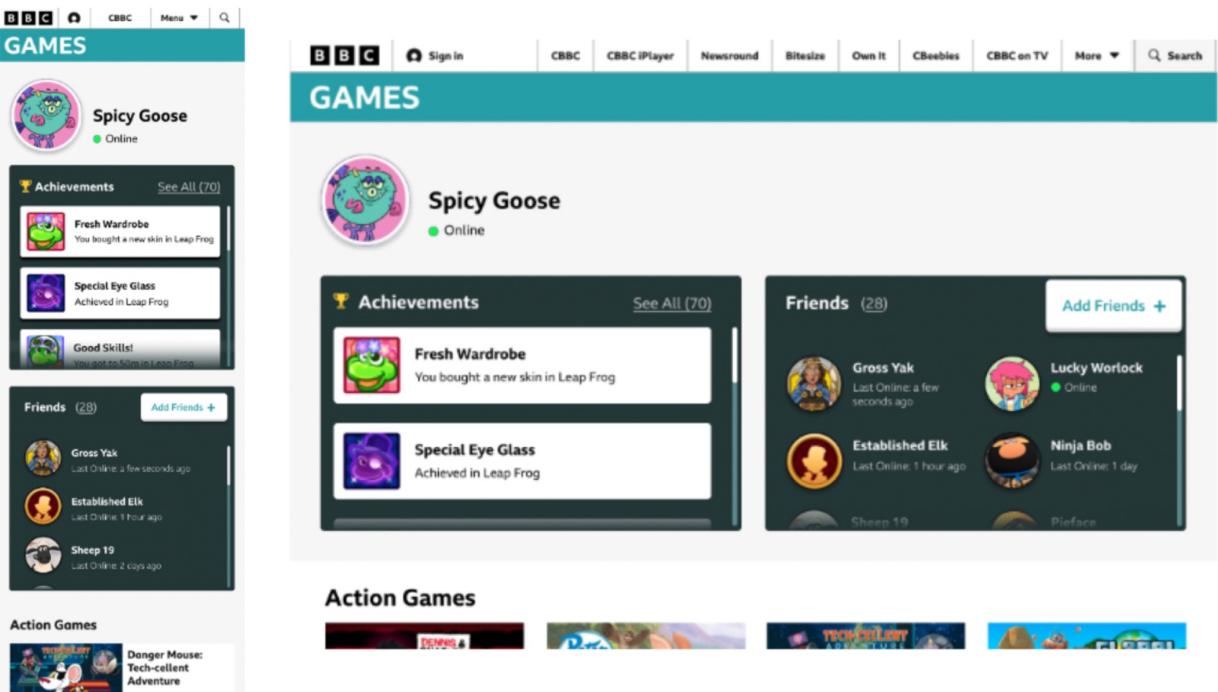
### FINAL DESIGN

The official design incorporates an achievement section and a friends section. A random nickname is generated, to increase safety and prevent children from releasing personal information. Friends are added with a randomised friend code.



### DEVELOPMENT

The developers were made up of a team of 6, split into one frontend and one backend team. The component was built using React JS. The container accesses a database on dynamoDB via an API gateway that fetches the friend data. The unique friend code is generated through a random UUID and the nickname feature is generated via an API, all information is currently saved to local storage.



Click to view the WIP product ↗

## PDC DRUM CLINIC

# DRUM CLINIC PROFILE

Designing & building a website that shows live and exclusive drumming content to subscribers

The screenshot shows the Palace Drum Clinic website's鼓诊所 profile section. It features a sidebar with navigation links: HOME, EVENTS, CLASSES, LIVE, VIDEOS, COACHES, MY PROFILE, and CONTACT. The main content area displays information about PDCAMP, the most exclusive drumming event in the West Midlands, held on 23-24th Feb 2023. It includes sections for CLASSES, VIDEOS, and EVENTS, each with a brief description and a 'WATCH NOW' button. Below these are sections for LATEST VIDEOS and COACHES, each featuring five video thumbnails with titles like 'EVERLONG' and 'Dave Grohl teaches Foo Fighters' classic song'.

## THE CHALLENGE

To create a website for subscribers to a drum clinic. The website will include exclusive video content & access to unique features: live video, profile & exclusive events.

The image shows three devices displaying the Palace Drum Clinic website. The desktop view is at the top right, the tablet view is in the middle right, and the mobile phone view is on the left. All three screens show the鼓诊所 profile section with the same layout: sidebar with navigation links, PDCAMP event details, and sections for CLASSES, VIDEOS, and EVENTS, each with a 'WATCH NOW' button. The mobile phone screen also shows a 'NEW' section with small video thumbnails and titles.

## PROBLEM

The current website does not have features to allow for subscribers to access exclusive content.

## SOLUTION

Design and build a website that will extend the current PDC website. This website will be built using React to allow for more exclusive and adaptable features to be created (rather than the standard Wordpress website). Users will be able to create a personalised account, view and save pre-recorded and live video, purchase tickets for events and contact coaches, support and other drummers directly.

## DRUM CLINIC PROFILE

### DEFINING THE USER

We discussed the concept with a variety of users (those who are already part of the PDC drum clinic and those who have an interest in drumming) in order to create a typical persona that would represent many users. This helps to gain an insight in user needs and pain points before designing begins.

#### **Student**

Josh



#### **Attributes**

- Medium tech proficiency
- Organised & multi-tasker

#### **Core needs**

- Practice drumming at a convenient time
- Save favourite tutorial videos to come back to at a later date
- Keep up to date with drumming events

#### **Goals**

- Reach a higher level at drumming
- Connect with other drummers

#### **Pain points**

- Lack of time to accomplish all tasks
- Limited internet access

#### **Motivations**

- Discounted tickets
- Improvement in drumming ability

### DEFINING THE MVP

With a typical user like Josh in mind, we could address the requirements for an MVP.

Option to download videos so they can be watched offline.

Ability to save videos to your profile to watch later.

View and save events to your profile

24/7 access to all video content and live videos are uploaded for users to catch up

Mobile first design for on-the-go learning

Discounted & exclusive events for subscribers

Progress bar to demonstrate improvement of drumming ability for every video watched

Notifications to alert users to new & live content and events

## DRUM CLINIC PROFILE

### UX QUESTIONS

#### **What is the journey into the system?**

Sign and subscribe using a paid method. Content is not accessible without a subscription. What shows when not signed in?

#### **What do we want the user to do? What is the onward journey?**

Watch exclusive video content / purchase tickets to exclusive events.

#### **Who is the audience?**

Ages 12 +

#### **Ethical considerations?**

Personal data & payment data. Bad language? PG rated music?

#### **What are the friction points?**

Lots of video content may cause slow loading. Does any content show if not subscribed?

#### **What is the benefit for the business?**

Allows for investment back into the business to create more content.

#### **What is the benefit for the user?**

Increase in drumming ability, personalisation, a sense of community, everything they need to learn is available in one place.

#### **Accessibility considerations?**

What is the tabbing behaviour? Large enough for touch screen devices. Appropriate text size. House-style colours may not pass accessibility tests.

### PLANNING PROCESS

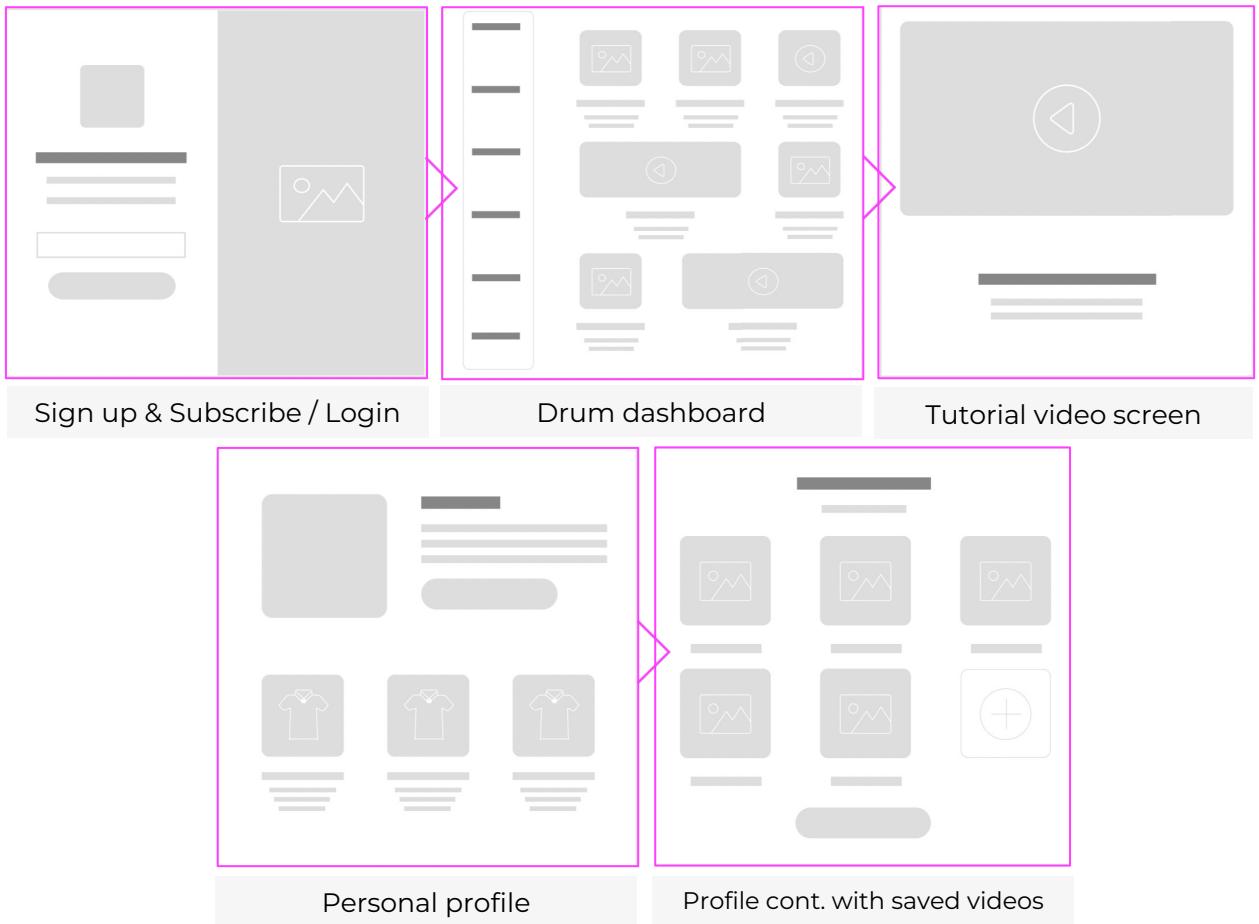
With the user, MVP & questions defined, the user flow and wireframes could be contextualised.

There is already an existing website, from which we will take the colour scheme, fonts and general user interface. The current website will act as the landing page and the subscription website that we are designing will lead from there.

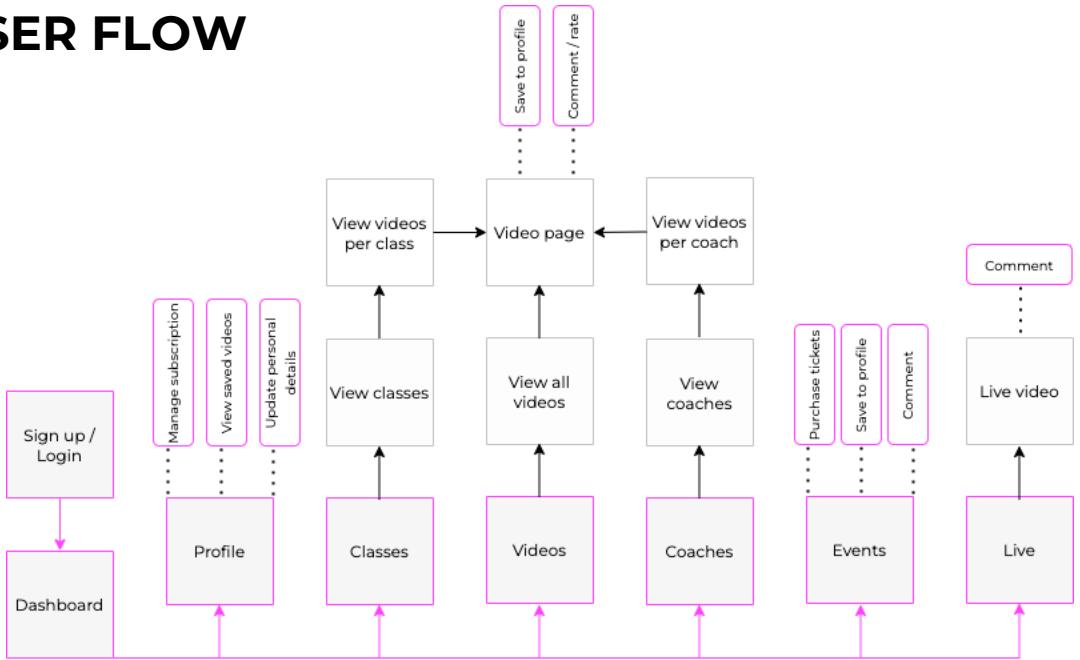


## DRUM CLINIC PROFILE

### WIREFRAMES



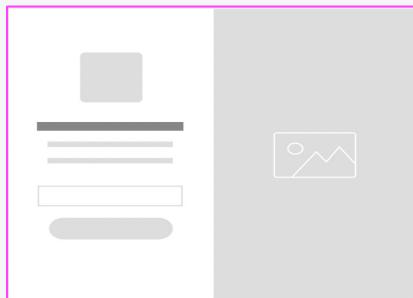
### USER FLOW



## DRUM CLINIC PROFILE

## DESIGNS

The **login / sign up page**  
with a call to action  
banner and space to add  
payment details using  
stripe



**SUBSCRIBE**

**£9.99 PER MONTH**

EXCLUSIVE CONTENT FROM  
THE WORLD'S BEST  
DRUMMERS

**PDCAMP**  
23-24TH FEB 2023  
GET TICKETS NOW!

**VIEW ALL DRUM CLASSES**

**CHECK OUT EXCLUSIVE EVENTS**

**LIVE NOW**  
VIEW A LIVE LESSON WITH DAVE GROHL  
ON AIR NOW UNTIL 3PM

**NEW**

**5 THINGS I LEARNED PLAYING FOR BLINK 182**  
BY TRAVIS BARKER

**WATCH** +

**TOP 5 SONGS FOR BEGINNERS TO LEARN**  
BY PHIL COLLINS

**WATCH** +

**5 THINGS I LEARNED PLAYING FOR BLINK 182**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**PDCAMP**  
THE MOST EXCLUSIVE DRUMMING EVENT IN THE WEST MIDLANDS  
23-24TH FEB 2023

**CLASSES**

All drum classes  
SEARCH BY STYLE  
SEARCH BY COACH  
BEGINNERS  
SAMBA STYLE  
MARCHING BAND

**VIDEOS**

View all drum classes and become a pro!

**EVENTS**

You won't want to miss out on these drum events!

**LIVE!** • **LIVE**

**VIDEOS**

LATEST VIDEOS

**CLASSES**

**VIDEOS**

**COACHES**

**MY PROFILE**

**CONTACT**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

**EVERLONG**  
Dave Grohl teaches Foo Fighters' classic song  
**WATCH NOW**

The **drum dashboard** offers an easy-access navigation bar, a large call to action banner with the latest event details, and the latest video content. This page will be the main portal and will feed off to all other areas of the website.

The **mobile version** has a similar design whilst being optimised for the limited space



## DRUM CLINIC PROFILE

### DESIGNS

**Palace Drum Clinic**

**HI THERE, JOSH!**

**COMPLETE ACCOUNT**

**STATUS: DRUM KING! 1000 POINTS FROM DRUMMING MASTER!**

**COMPLETED LESSONS** WATCH MORE TO EARN POINTS

- VIDEO ONE** +50 POINTS
- DRUM VID** +100 POINTS
- SAMBA** +100 POINTS
- DRUM 100** +25 POINTS

Dave Grohl teaches Foo Fighters' classic song

**SAVED LESSONS** AVAILABLE OFFLINE

- DRUM 101** Continue
- MARCHING** Continue
- DRUM 102** Continue
- SAMBA** Continue

The status will change as progression through drum courses increases. This gives the user a sense of achievement and will aim to retain their attention on the website as they will want to advance.



**Personal profile page**  
which shows completed and saved lessons.  
Each completed lesson is worth points which helps to track drum development



The **video tutorial screen** allows the user to play, pause, comment and save the video to their profile.

Next lessons / suggested videos are shown underneath, with an option to watch or save to profile.

**Palace Drum Clinic**

**DRUM 101** with Dave Grohl

**VIEW COMMENTS | SAVE TO PROFILE**

**NEXT LESSONS**

- DRUM 101** Dave Grohl teaches Foo Fighters' classic song!
- MARCHING** Dave Grohl teaches Foo Fighters' classic song!
- DRUM 102** Dave Grohl teaches Foo Fighters' classic song!
- SAMBA** Dave Grohl teaches Foo Fighters' classic song!

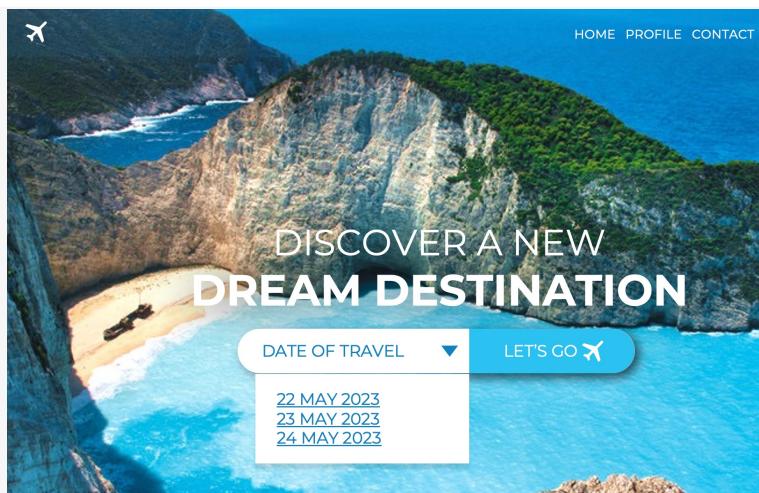




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## FINAL PROJECT DESIGNS

A collection of project ideas and designs during my final project at the University of Birmingham's Coding Bootcamp



DISCOVER A NEW DREAM DESTINATION

DATE OF TRAVEL ▾ LET'S GO 

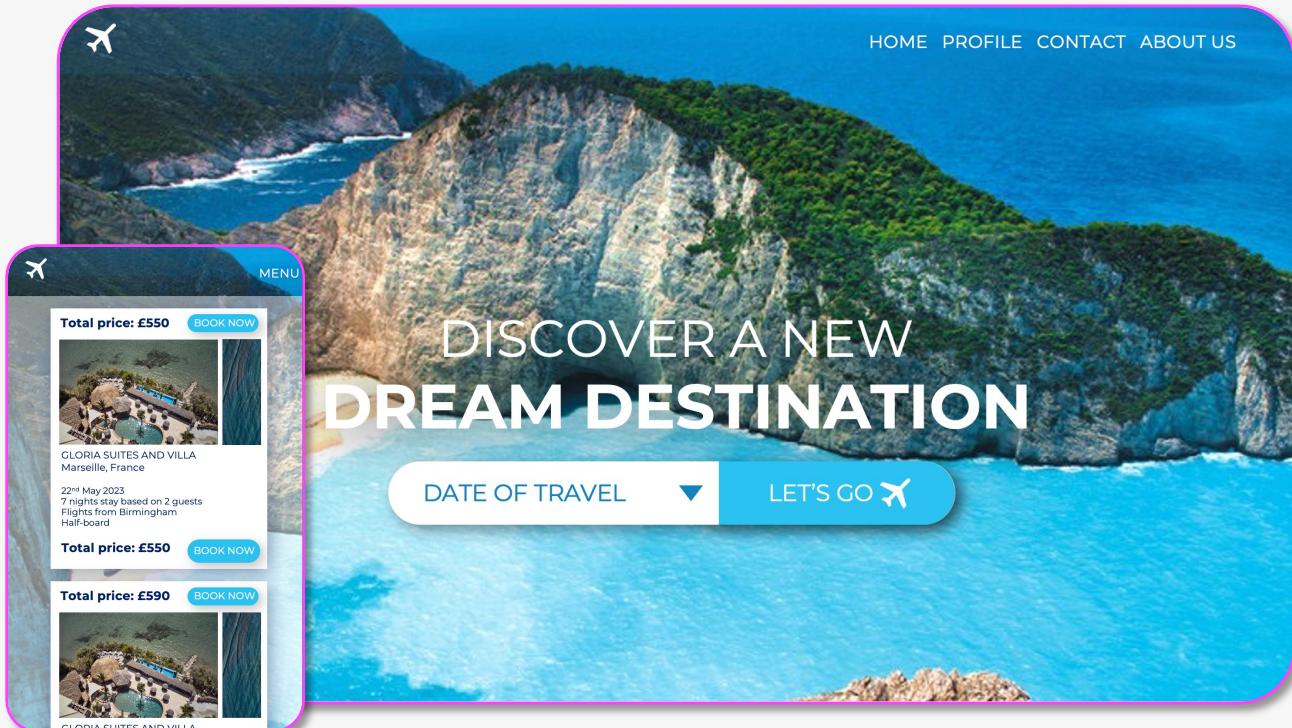
22 MAY 2023  
23 MAY 2023  
24 MAY 2023

## THE CHALLENGE

During my coding bootcamp with the University of Birmingham, our biggest and final project involved building a full-stack application. I began jotting down ideas on what the project could be based on and created designs for each idea to pitch to the team.

## TRAVEL APP

The first project idea was a travel app. Landing on a bright and inviting homepage with a house style reminiscent of Greek colours, users would be able to pick a date to travel and be presented with the cheapest accommodation and flights for those dates. The idea was inspired by times where users have days off from work coming up and would like somewhere to travel to that is both last minute and affordable.



HOME PROFILE CONTACT ABOUT US

DISCOVER A NEW DREAM DESTINATION

DATE OF TRAVEL ▾ LET'S GO 

**GLORIA SUITES AND VILLA**  
Marseille, France  
22nd May 2023  
7 nights stay based on 2 guests  
Flights from Birmingham  
Half-board  
Total price: £550 [BOOK NOW](#)

**GLORIA SUITES AND VILLA**  
Marseille, France  
22nd May 2023  
7 nights stay based on 2 guests  
Flights from Birmingham  
Half-board  
Total price: £550 [BOOK NOW](#)

**GLORIA SUITES AND VILLA**  
Marseille, France  
22nd May 2023  
7 nights stay based on 2 guests  
Flights from Birmingham  
Half-board  
Total price: £590 [BOOK NOW](#)

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## TRAVEL APP

Users can select the date they wish to travel from a dropdown on the home page. An API request will fetch the hotel and flight data of the lowest prices.

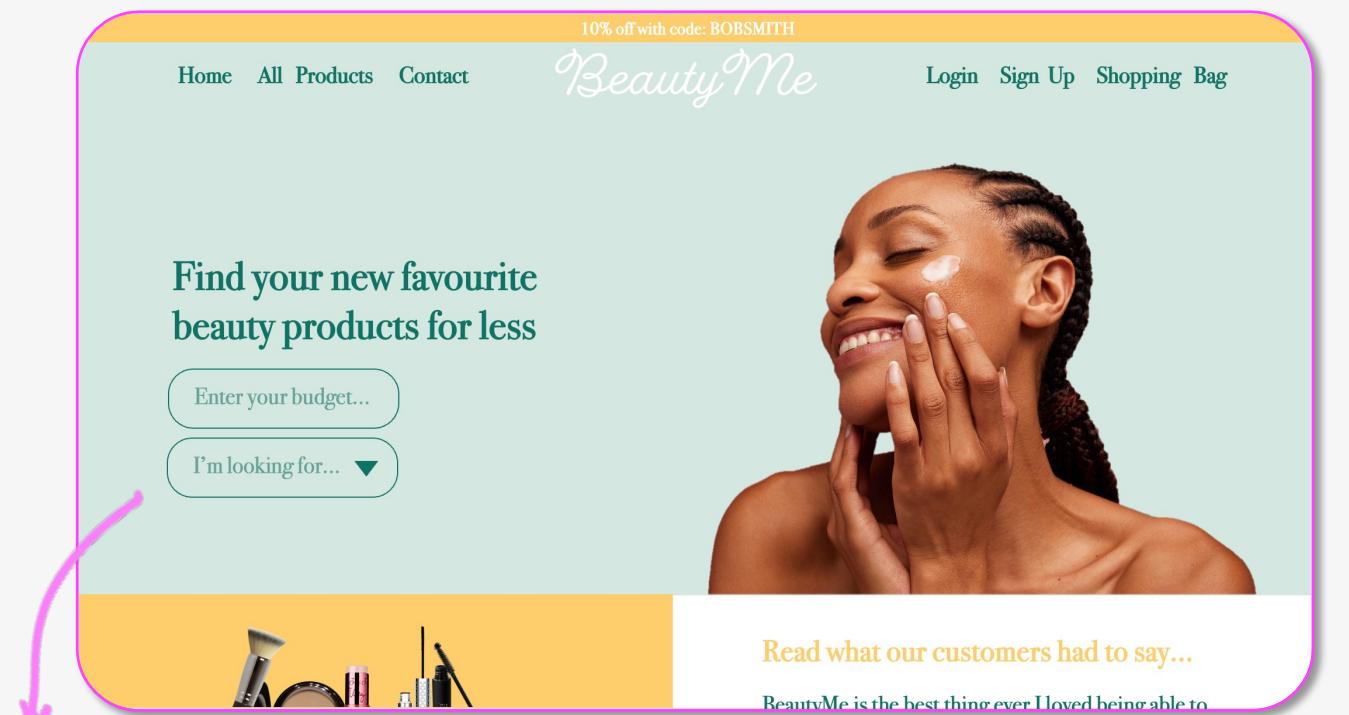
GLORIA SUITES AND VILLA Marseille, France	DENIS BEACH HOTEL Zante, Greece	LITORE LUXURY HOTEL Split, Croatia
22 <sup>nd</sup> May 2023 7 nights stay based on 2 guests Flights from Birmingham Half-board	22 <sup>nd</sup> May 2023 7 nights stay based on 2 guests Flights from Birmingham Half-board	22 <sup>nd</sup> May 2023 7 nights stay based on 2 guests Flights from Birmingham Half-board
Total price: £550	Total price: £600	Total price: £650
<a href="#">BOOK NOW</a>	<a href="#">BOOK NOW</a>	<a href="#">BOOK NOW</a>

In the end we agreed this project would not be entirely achievable with the limited time frame we had (4 weeks) and the fluctuating prices, as well as the mass amount of data required, would prove difficult to store in the database.

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## BEAUTY APP

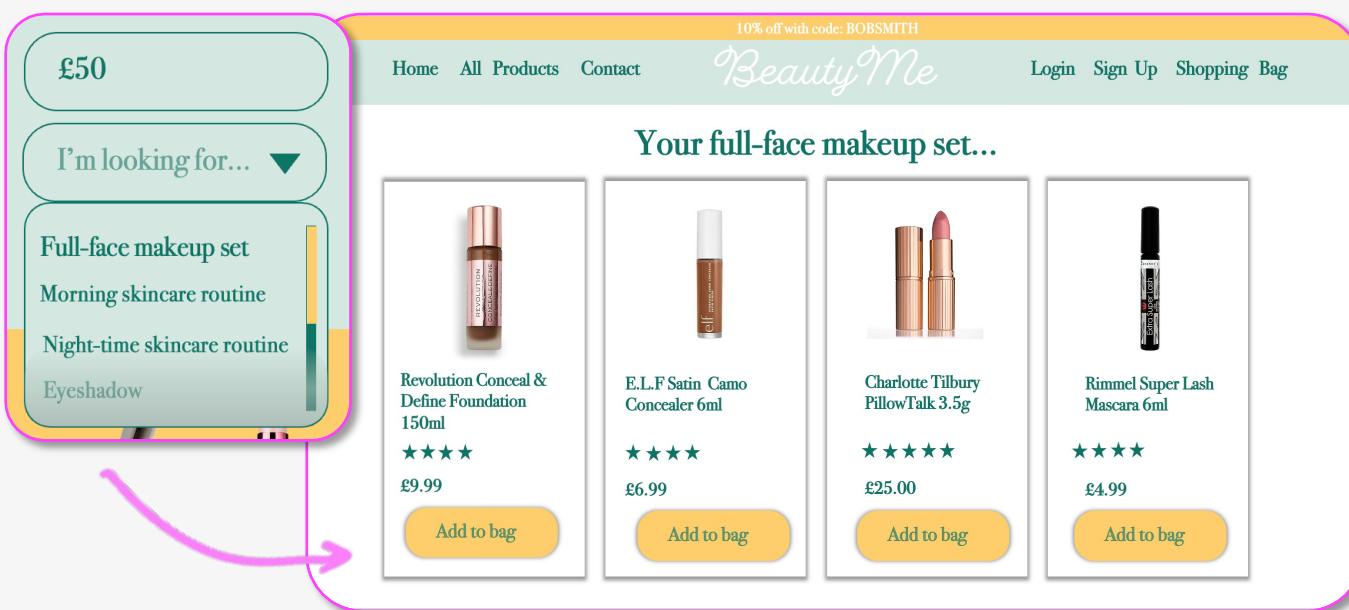
Previously, a member of the team had discussed an idea to create an application that would generate a skincare routine for the user once they had completed an online questionnaire. Following from that idea, I thought of an app that would generate a skincare routine, makeup set, gift box etc, for the user based on a set budget.



The screenshot shows the homepage of the BeautyMe app. At the top, there's a yellow header bar with the text "10% off with code: BOBSMITH". Below it, the navigation menu includes "Home", "All Products", "Contact", the "BeautyMe" logo, "Login", "Sign Up", "Shopping Bag", and a search bar. A large image of a woman smiling and applying cream to her face is the central focus. To the left of the image, there's a search interface with fields for "Enter your budget..." and "I'm looking for... ▼". Below the search bar is a yellow banner featuring various makeup products like eyeshadow palettes and lipsticks. A pink arrow points from the bottom of this banner towards the search interface.

**Find your new favourite beauty products for less**

Enter your budget...  
I'm looking for... ▼



The screenshot shows the search results for a "Full-face makeup set". The search bar at the top has "£50" entered. Below it, there are dropdown menus for "I'm looking for... ▼" and a list of categories: "Full-face makeup set", "Morning skincare routine", "Night-time skincare routine", and "Eyeshadow". A pink arrow points from the "Full-face makeup set" category down to the search results. The results show four items: "Revolution Conceal & Define Foundation 150ml" (4 stars, £9.99), "E.L.F Satin Camo Concealer 6ml" (4 stars, £6.99), "Charlotte Tilbury PillowTalk 3.5g" (5 stars, £25.00), and "Rimmel Super Lash Mascara 6ml" (4 stars, £4.99). Each item has an "Add to bag" button.

£50

I'm looking for... ▼

Full-face makeup set  
Morning skincare routine  
Night-time skincare routine  
Eyeshadow

10% off with code: BOBSMITH

Home All Products Contact *BeautyMe* Login Sign Up Shopping Bag

Read what our customers had to say...

BeautyMe is the best thing ever I loved being able to...

Your full-face makeup set...

Revolution Conceal & Define Foundation 150ml ★★★★ £9.99 <a href="#">Add to bag</a>	E.L.F Satin Camo Concealer 6ml ★★★★ £6.99 <a href="#">Add to bag</a>	Charlotte Tilbury PillowTalk 3.5g ★★★★★ £25.00 <a href="#">Add to bag</a>	Rimmel Super Lash Mascara 6ml ★★★★ £4.99 <a href="#">Add to bag</a>
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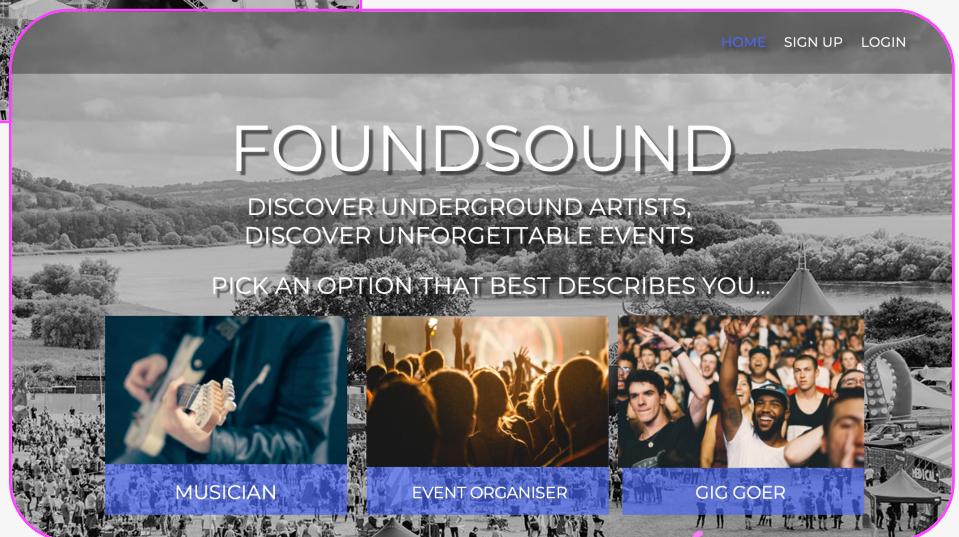
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## MUSIC APP - FOUND SOUND

The idea the team decided on was centred around music. Discover underground artists and upcoming musical events with FoundSound. Musicians can advertise their talents, Event Organisers can attract crowds to their events, and the general public can find new music and exciting events to attend!



The first homepage design, which had no clear description or direction.



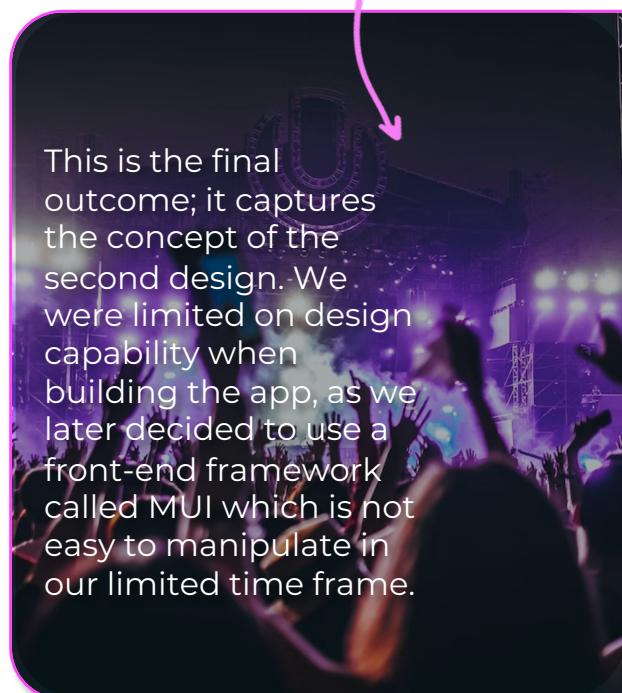
This is the final outcome, which is bold and inviting. However, it is lacking direction on where to lead the user and needs a call to action of 'sign up' or 'login'.

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## MUSIC APP - FOUND SOUND

The first sign up page concept. Since this design, our idea evolved to include 'spectator' or 'audience member' as one of the users.

The second sign up page design was more clear with descriptive buttons and contrasting colours. "I am a" was later replaced, as it was not grammatically correct and confusing to some users.



This is the final outcome; it captures the concept of the second design. We were limited on design capability when building the app, as we later decided to use a front-end framework called MUI which is not easy to manipulate in our limited time frame.

Hi! Nice to e-meet you. I'm Sophia.  
Jill of all trades and master of some.



My spare time is spent  
painting, walking, music,  
photography and sometimes  
animating / video editing!

Oh, and cuddling my cat  
Cookie...



I am currently working as a  
software engineer and I have a  
working history in marketing  
and design.

I have always had a creative  
mindset and I love to combine  
the art of design with the art  
of programming.



✉ sophiapwall@yahoo.co.uk

📞 07759 052 348

linkedin.com/in/sophia-wall/

github.com/sophia4422

sophia4422.github.io/my-react-portfolio/

# Sophia Wall | Software Engineer & Designer

## Experience

### **Junior Software Engineer | BBC Oct 22 - Present**

Working on the Games Team to maintain and improve codebases and create robust components through test driven development. Liaising closely alongside UX designers to implement technical designs with the overall aim to create features that educate, inform and entertain our audience.

### **Sales and Marketing Executive | Villa Select Oct 19 – Aug 22**

Responsible for creating and designing social media content and the weekly email newsletter. Maintenance & improvement of the website, copy writing descriptions, writing blog posts and retouching photographs. I had excellent product knowledge and would serve clients to ensure they had an unforgettable vacation.

## Education

### **Full Stack Coding Bootcamp | University of Birmingham Mar 2022 – Sept 2022**

An intense 6 month course that covered all aspects of full-stack web development. The course involved individual and team projects for front-end and back-end process and design. I was trained with the following technologies: HTML5, CSS3, JavaScript ES6+, VS Code, Figma, jQuery, Node.JS, Web APIs, Express.Js, MYSQL, Bootstrap & React.js

### **Understanding Coding | NCFE Sept 22 - Nov 22**

This course taught the principles, terminology and processes of coding, as well as the importance of communication and project management in the field. Understanding coding design principles and the importance of accessibility, user experience and user interface were also included.

### **BSc Biomedical Science | Aston University Sept 2017 – July 2020**

Biomed BSc full time: Human Biology, diseases, infections and their treatments, research and lab work. With Brazilian Portuguese.

## Achievements

**Educational YouTube channel with over 280,000 total views and 3,500 subscribers** where I create animated educational videos for students completing A-levels & University

**Snapchat filter for the 'Featured Cities Series' in 2016.** My filter design for Rio De Janeiro, Brazil was used by 36,000 users and viewed 1.6 million times

**Redditch Art Circle's art competition in 2017** and placed 1st & 2<sup>nd</sup> in the Young Peoples category.

## Skills

Proficient use of Figma, Adobe Photoshop, Illustrator & XD  
Trained in technologies: HTML, CSS, JavaScript & React  
Knowledge in Final Cut Pro, Adobe Premier Pro, After Effects, Flash & Camtasia  
Competent with Jira, Miro, Canva & PowerPoint  
Confident in pitching and presenting ideas  
Completed training in user research techniques, accessible design, test driven development and agile working  
Ability to design and build websites  
Passionate, driven and always eager to learn