

# portfolio

NIÑA NATHALIE

UI/UX DESIGNER



# Brands for Less

## Website & Mobile App

[www.brandsforless.com](http://www.brandsforless.com)

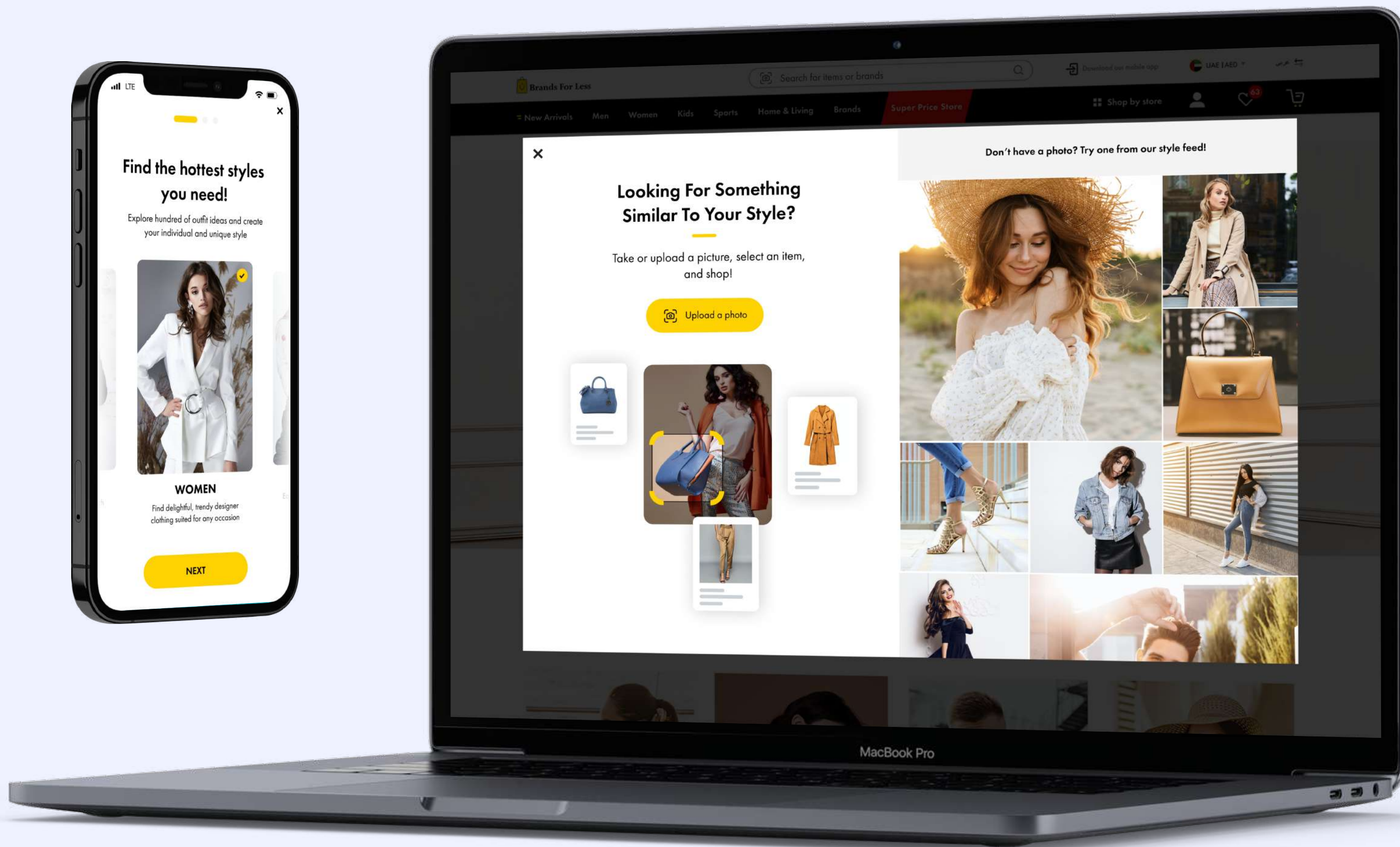
BFL Group is one of the world's leading off-price retailers of fashion that is based in the United Arab Emirates and serves over three markets across the Middle East and Europe.

**Year** 2018 - 2022

**Through** BFL Group  
[www.bflgroup.ae](http://www.bflgroup.ae)

**Industry** Retail, E-commerce

**Deliverables** Desktop & Mobile UX Flows & Prototype  
Campaign Landing Pages  
E-mail Newsletter Designs





# Brands for Less + Syte's Visual Search & Product Discovery

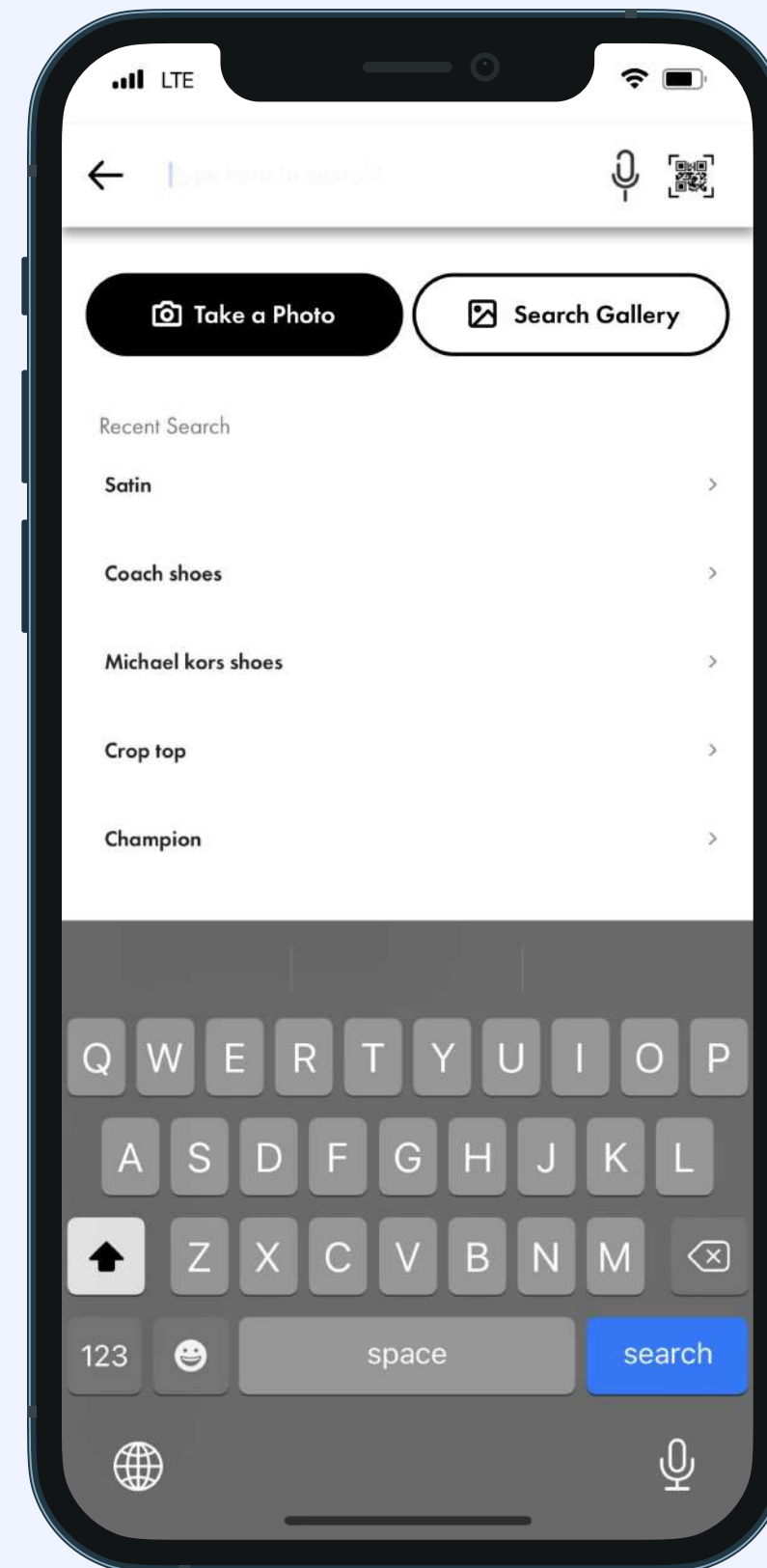


**Brief** To create a seamless omnichannel customer experience and utilize a next generation search & discovery through visual AI

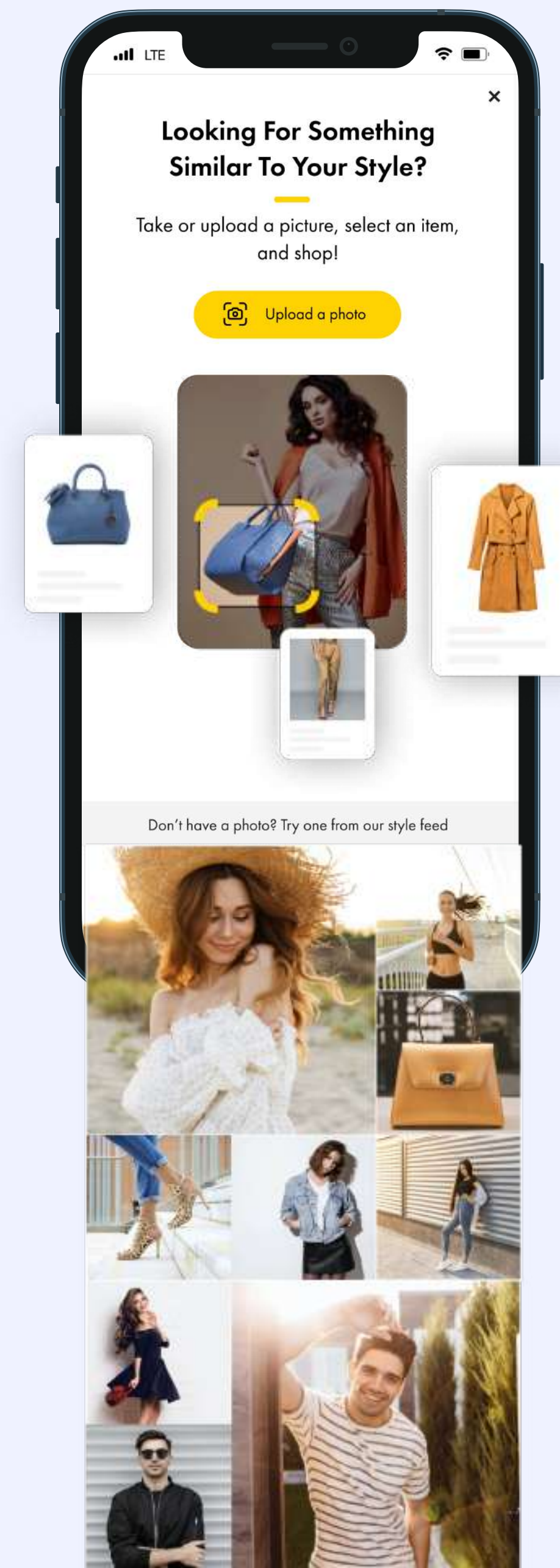
**Challenge** I have recognized some pain points that shoppers experience when looking for similar product on the current mobile application. Many shoppers fail to take advantage of filter options and most of them already have an idea of the style they want to buy. However, text search has failed to connect them with the items they are looking for.

[www.brandsforless.com](http://www.brandsforless.com)

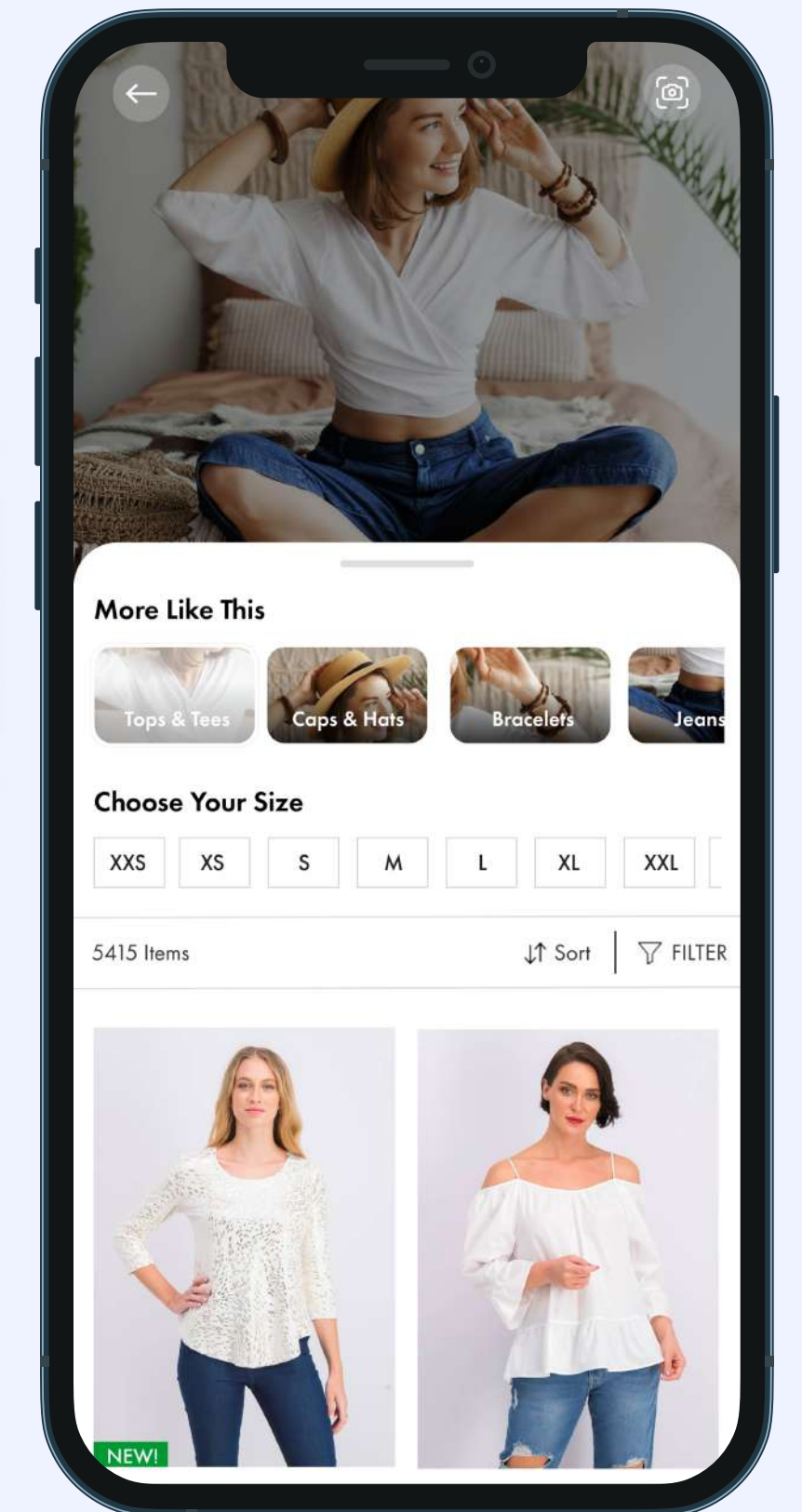
[www.syte.ai](http://www.syte.ai)



Mobile App Search Bar



Visual Search Style Feed



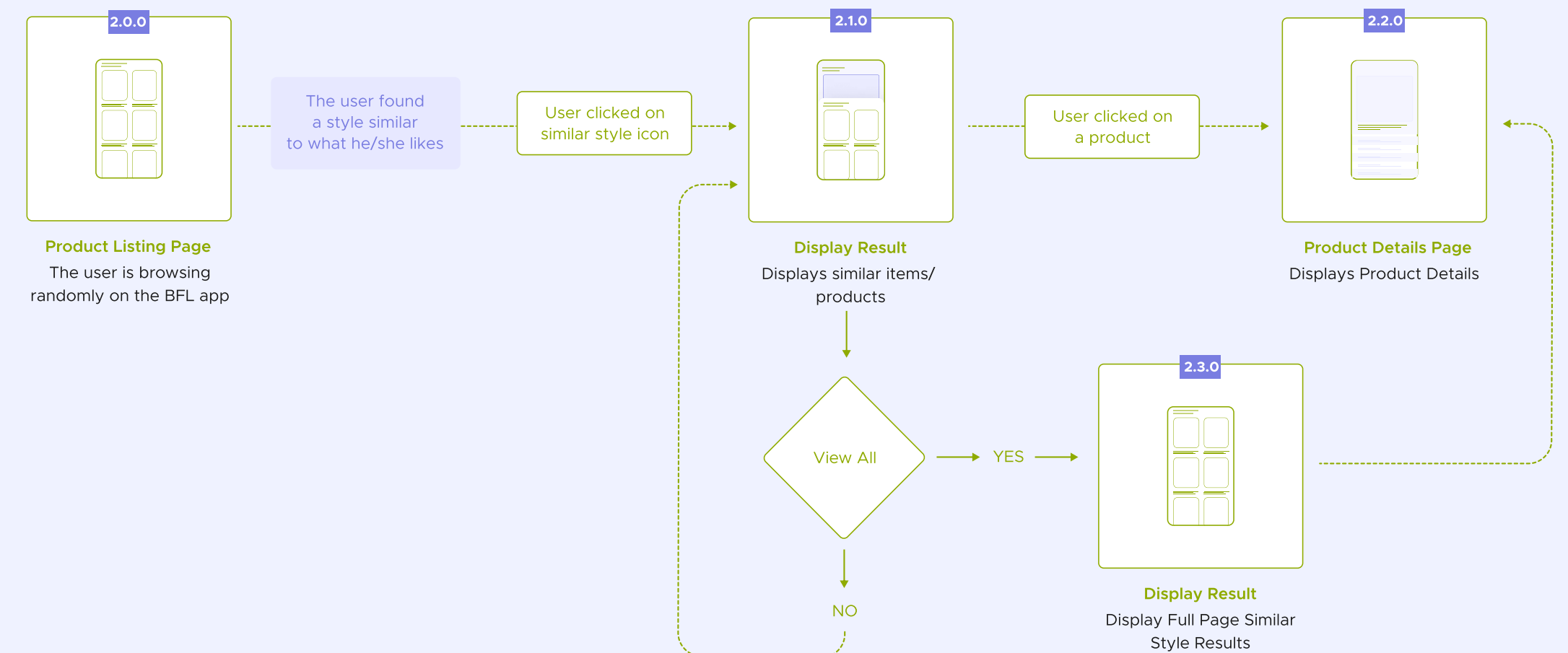
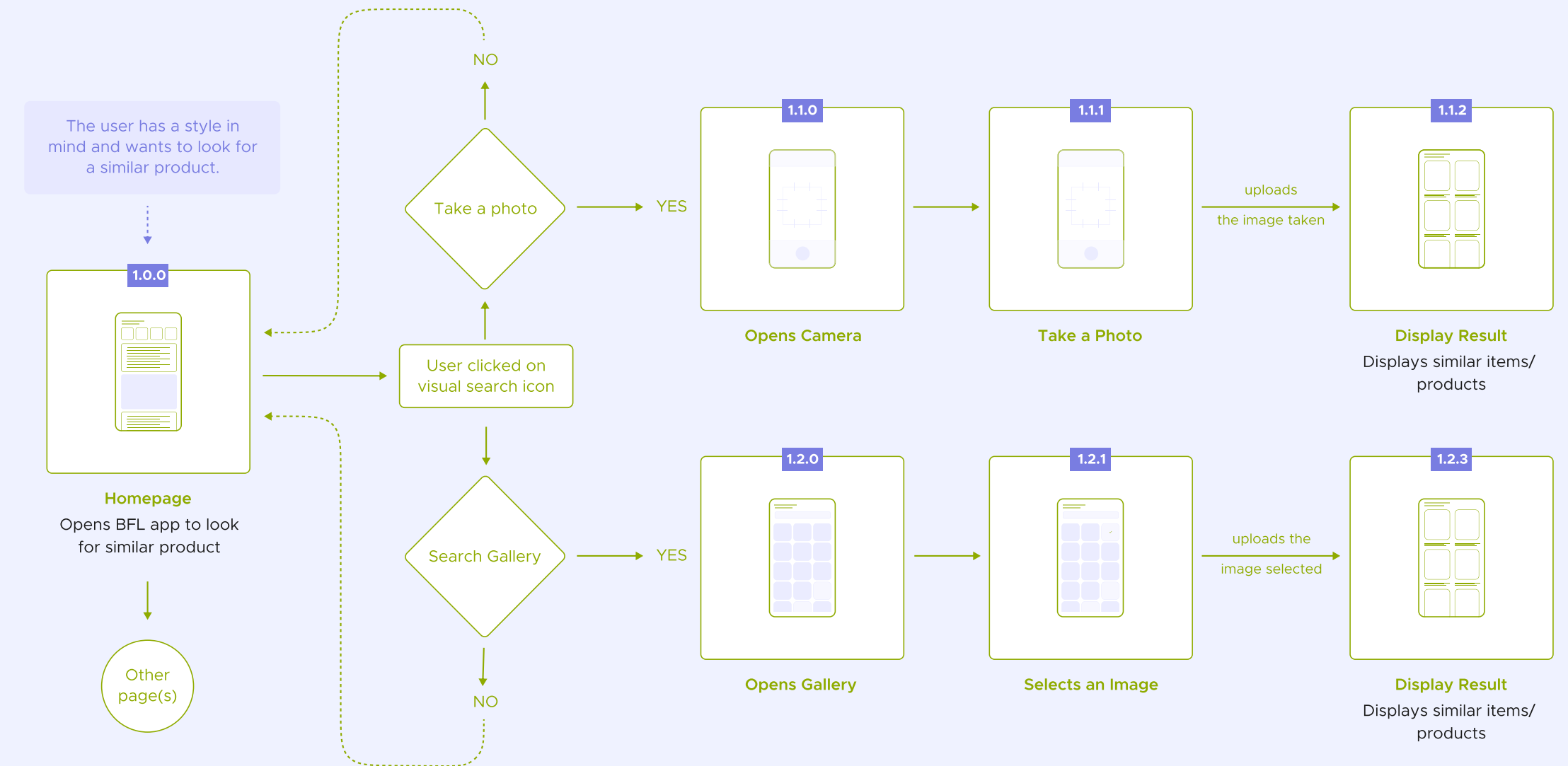
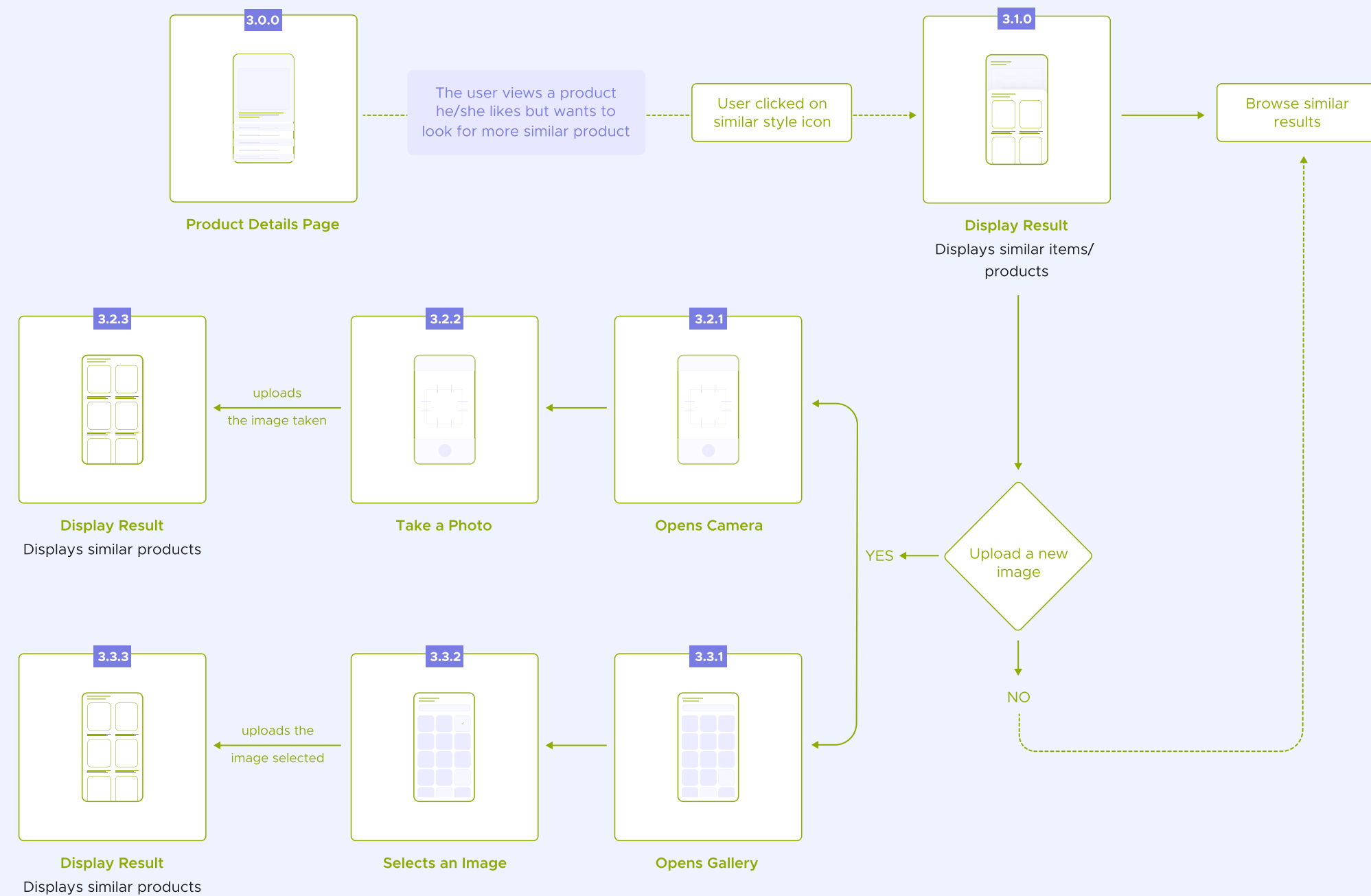
Product Results Page



**PROCESS** I've outlined three key categories where we decided to implement the visual search and created a task flow to help convey the structure and concept of the information.

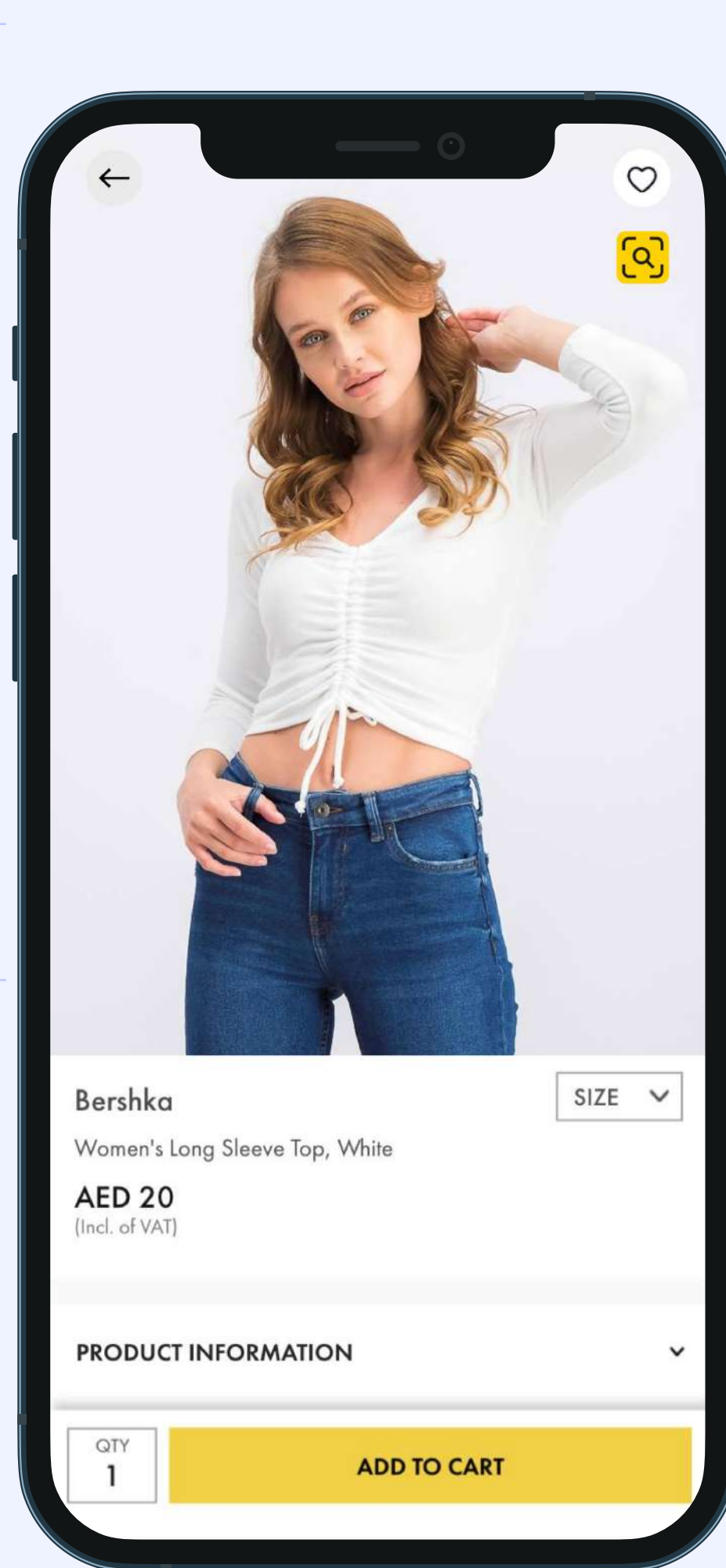
[www.brandsforless.com](http://www.brandsforless.com)

[www.syte.ai](http://www.syte.ai)

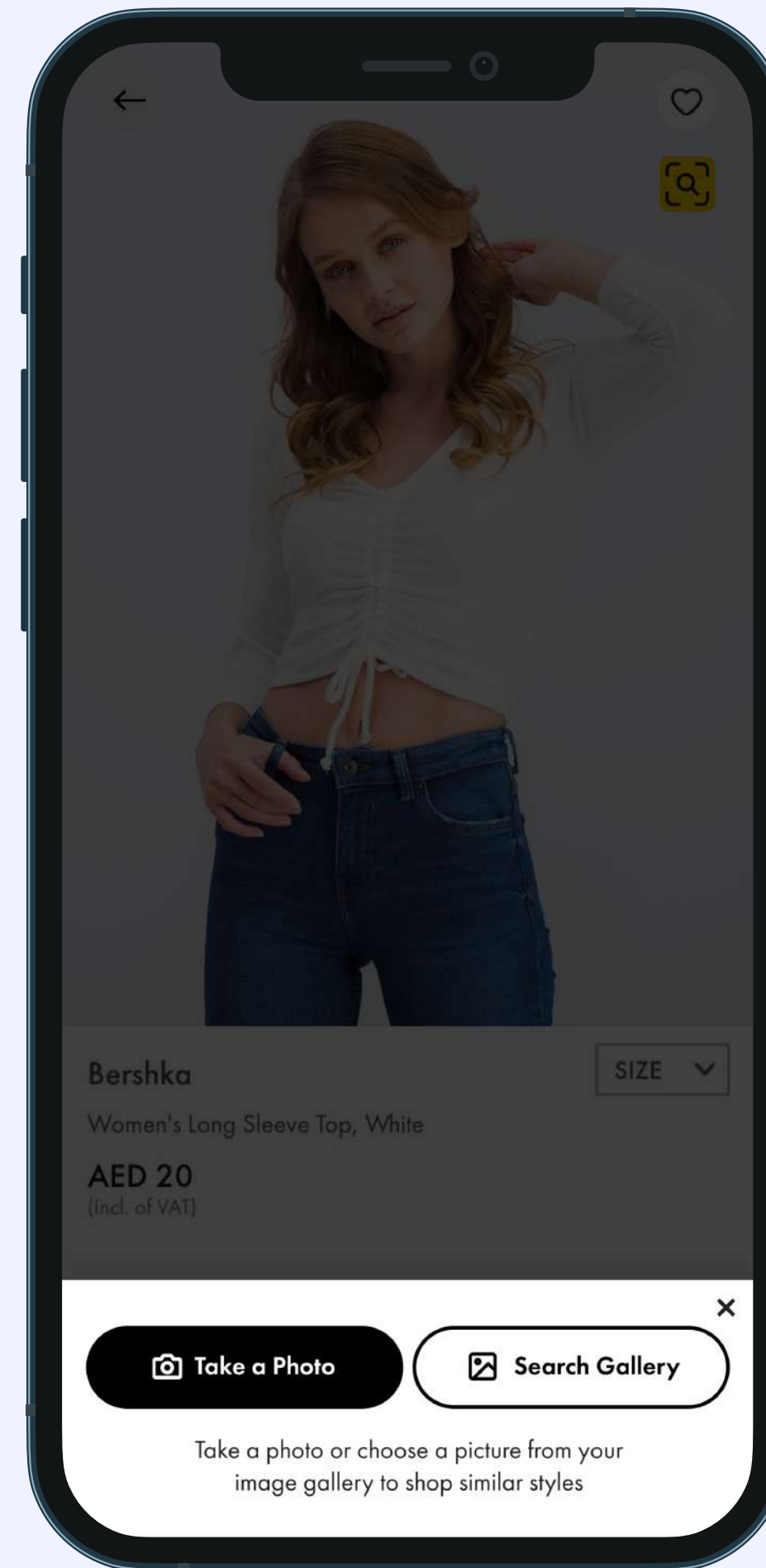




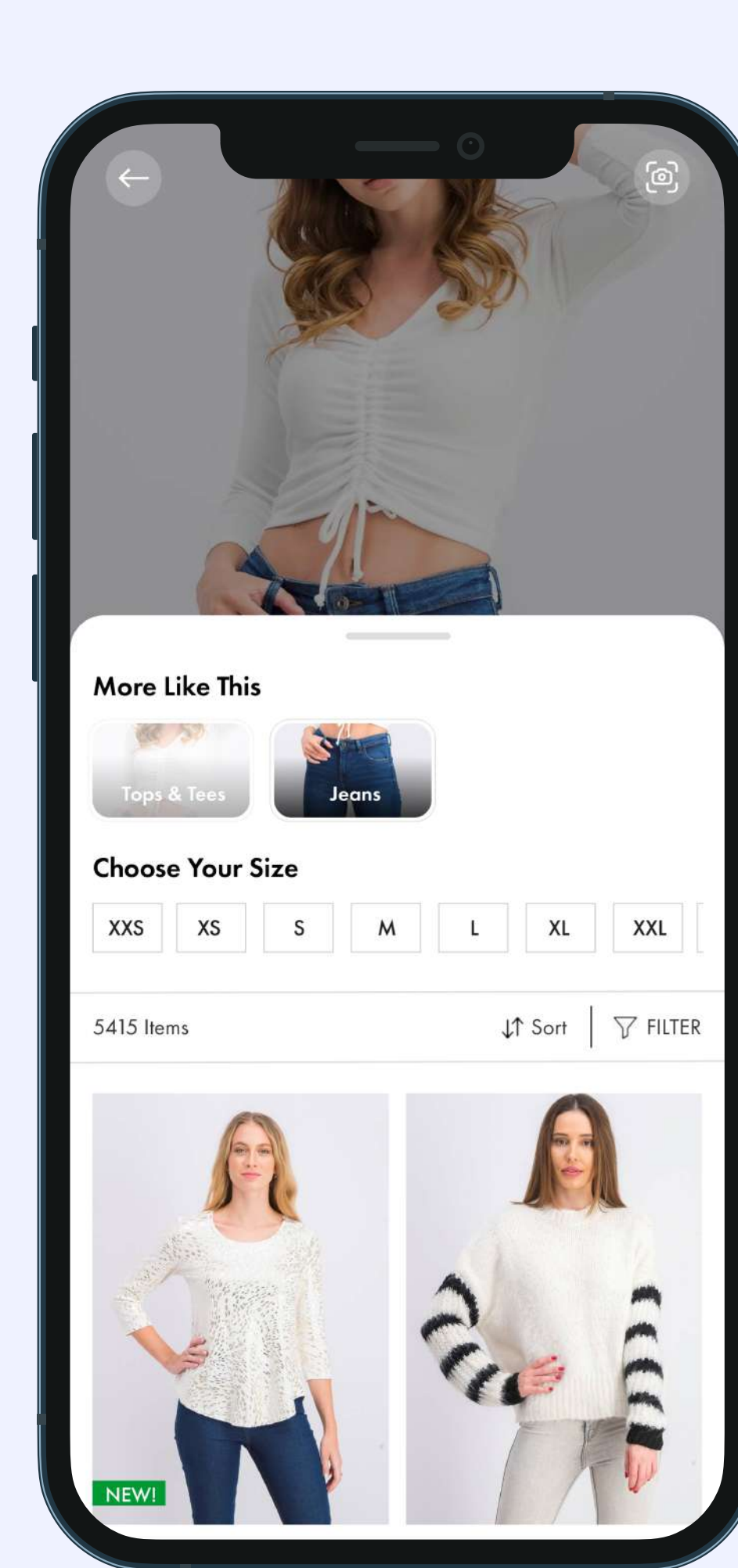
**Solution** After mapping out the task flow, I created sketch ideas that led to the final design, resulting in more conversions and higher average order values (AOVs) due to visual AI-driven solutions for related and complementary products.



Product Details Page  
with Visual Search



Popover state after clicking  
Visual Search Icon



Results Page showing similar items  
or products within the image

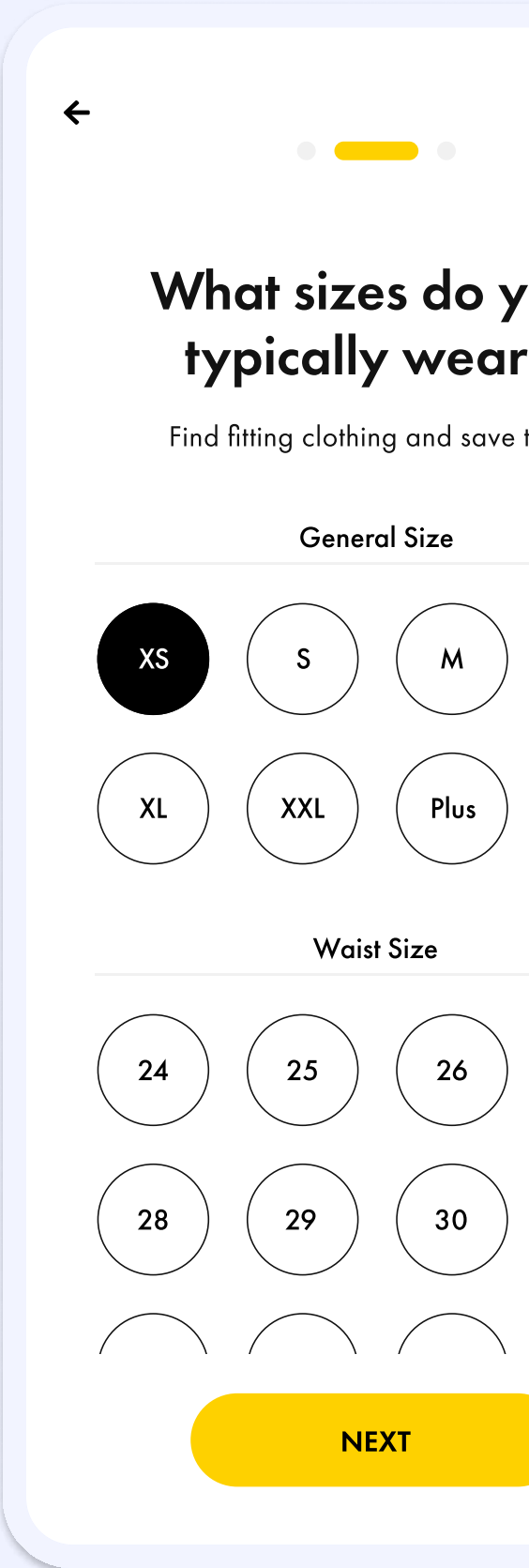
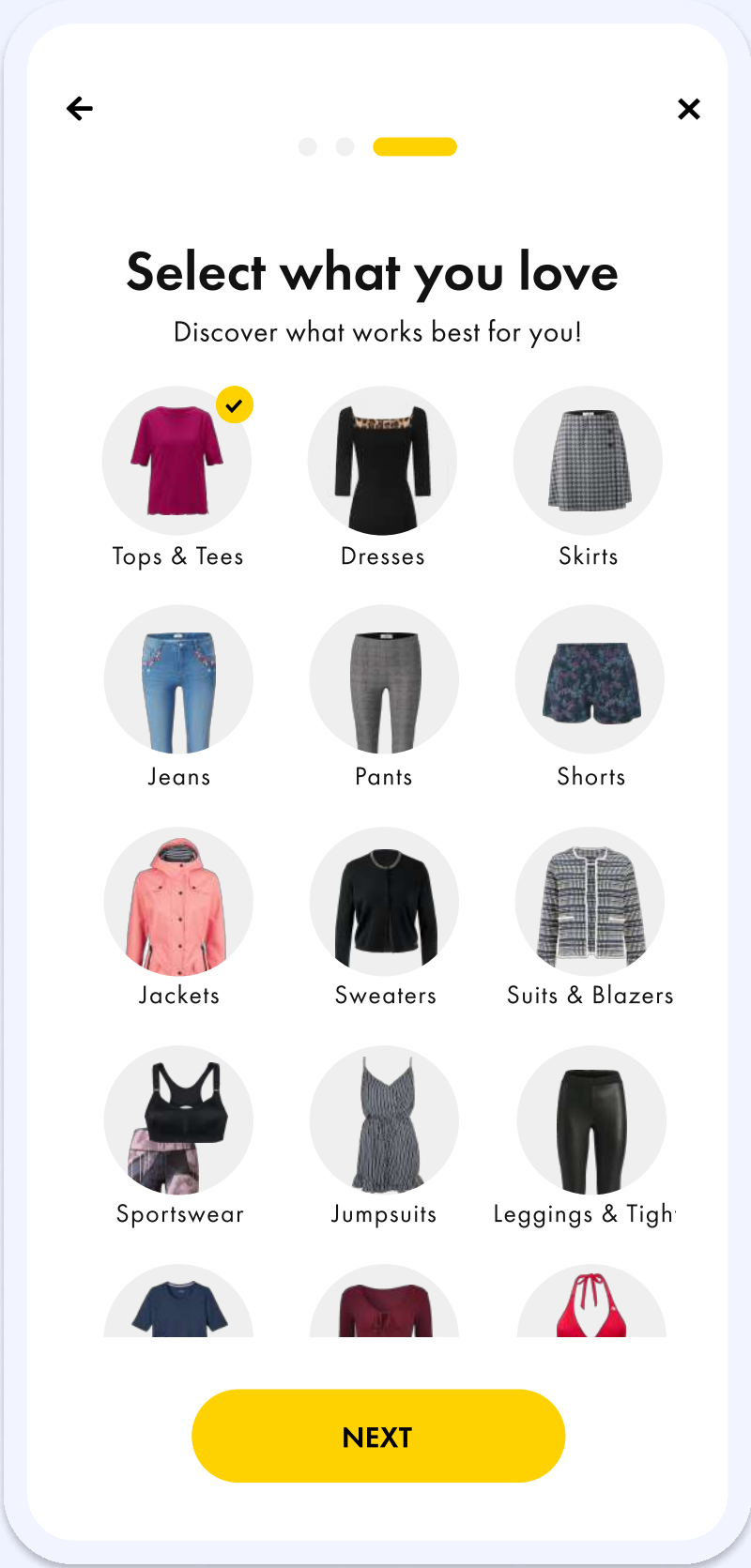
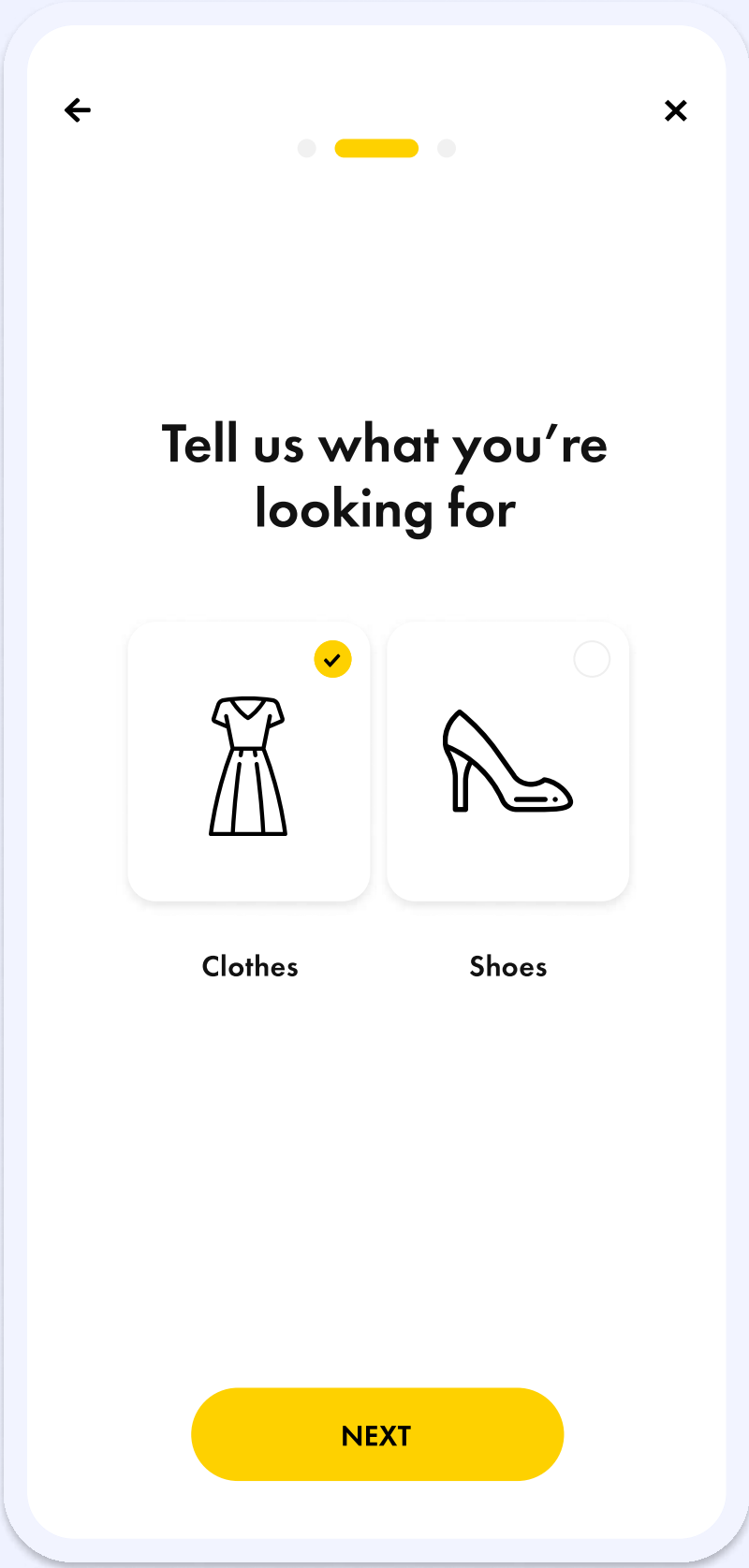
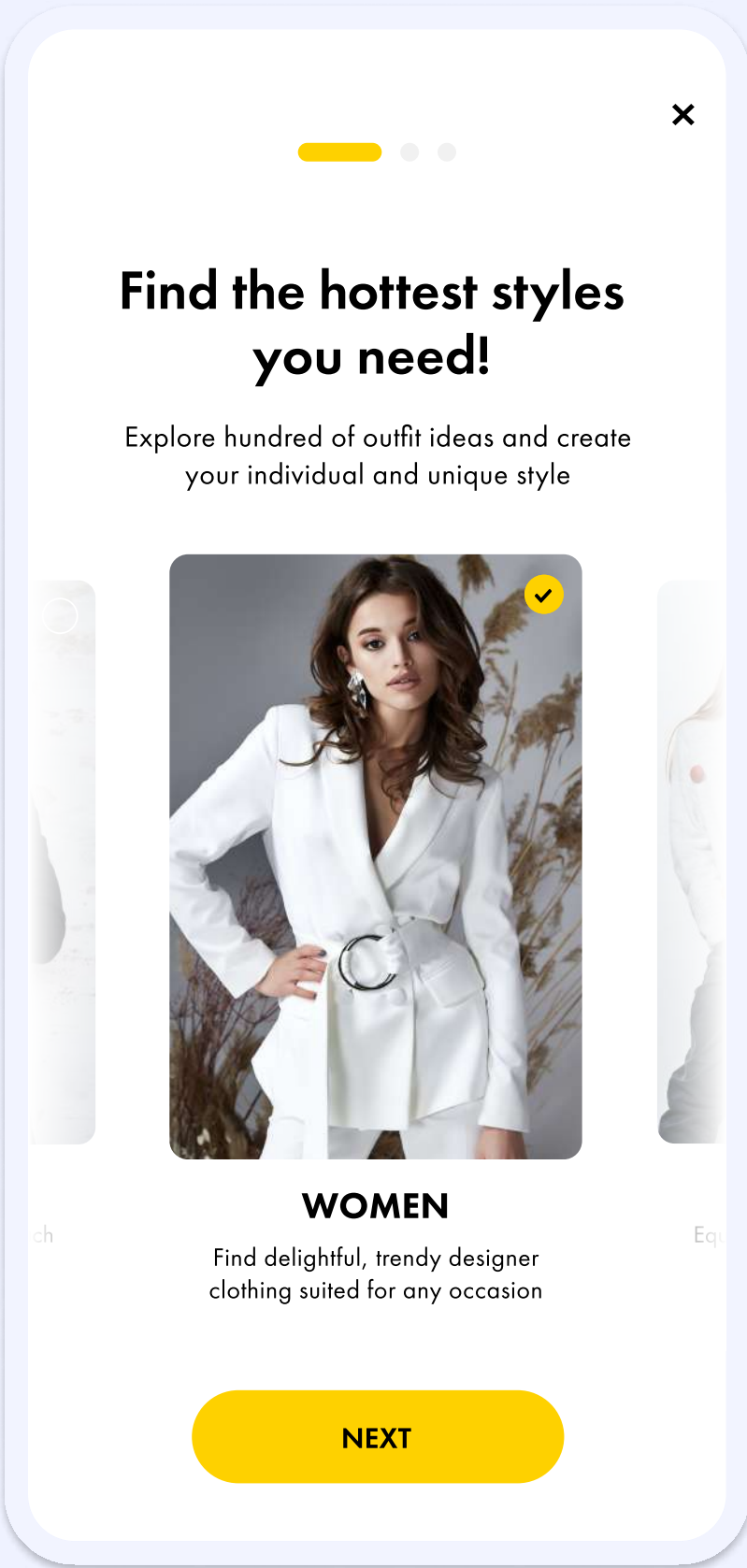
# Quick & Easy Filter for Shoppers

[www.brandsforless.com](http://www.brandsforless.com)

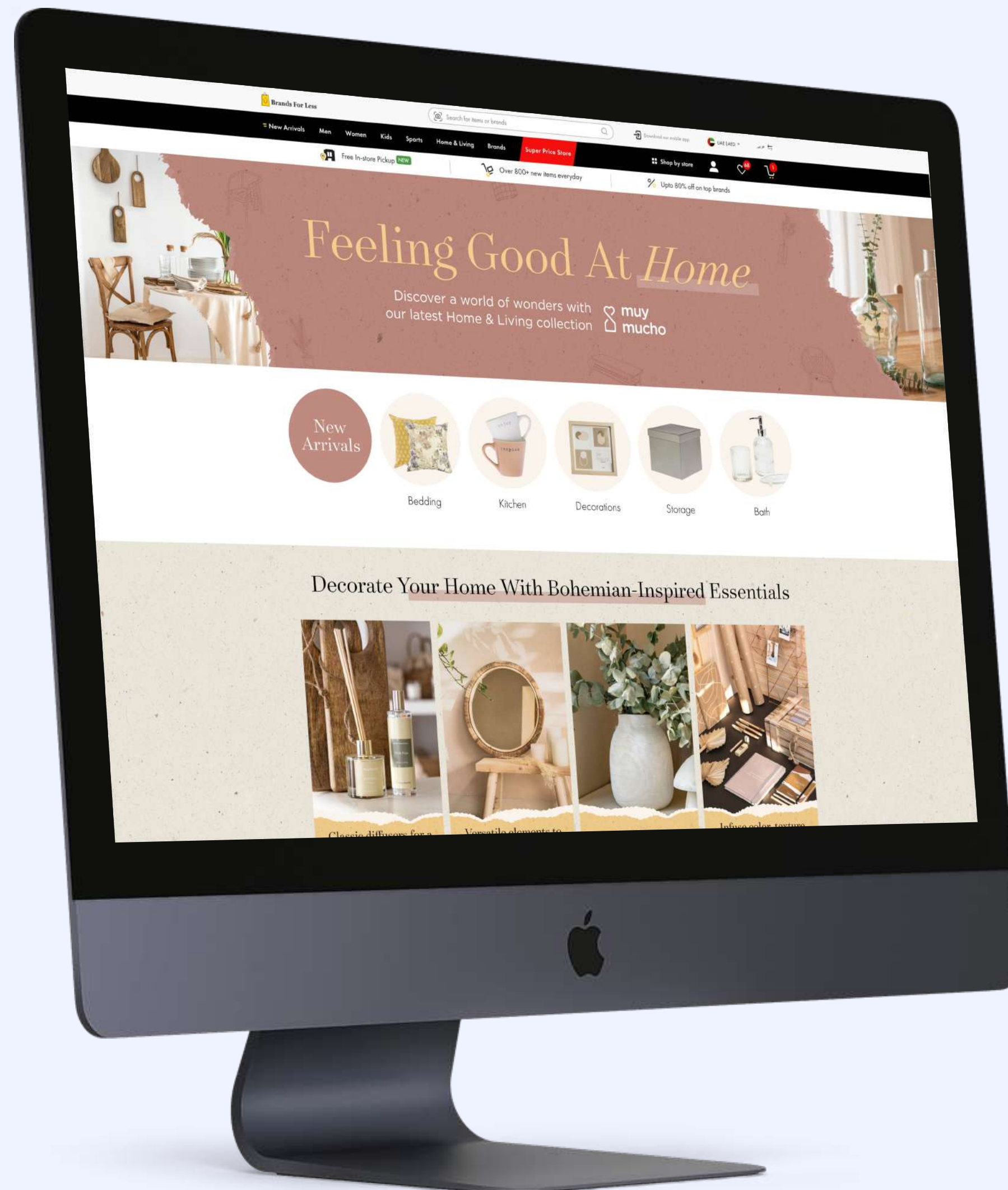
**Brief** To implement a fast and easy shopping experience for BFL shoppers, and improve the user’s product filtering experience that allows them to apply multiple filter values and increase engagement and retention of shoppers.

**Challenge** The time it takes for the products to load after a new filter is applied is crucial. It may discourage visitors from using the filters or worse — increases page abandonment.

**Solution** I have worked closely with the developers to develop product frameworks and design a seamless user interface. As a result, we decided to provide them with an onboarding experience visible within the app or web - where they can select their desired filters quickly through a modal window.







# Muy Mucho

## Responsive Landing Page

[www.muymucho.ae](http://www.muymucho.ae) [↗](#)

What started as a family business, evolved into an international operation available in 9 countries with more than 100 stores. The brand focuses on triggering a cozy, warm and welcoming vibe through its products, inspired by the personnel's travels around the world, creating an intimate, peaceful and friendly atmosphere with the predominance of wood, textiles, and soft colors to replicate balance.

Year	2021
Industry	Retail, E-commerce
Deliverables	Responsive Landing Page Landing Page Copy E-mail Newsletter Designs



# Muy Mucho Landing Page

[www.muymucho.ae](http://www.muymucho.ae)

## Brief

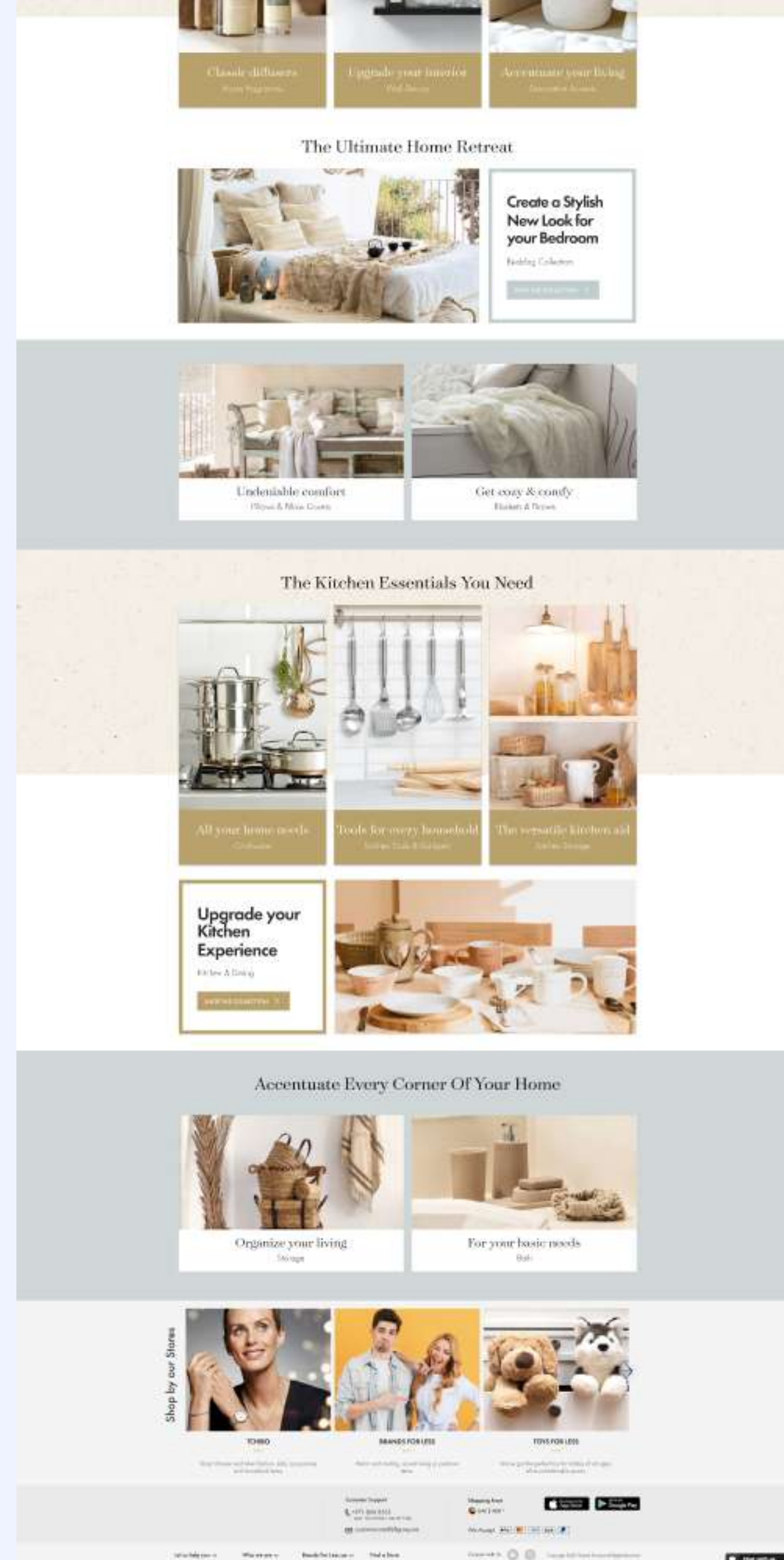
To create a landing page that inspires a cozy, warm, and welcoming feeling with its products.

## Iteration 1

I used minimal colors and added some texture to the design of the page based on the social media banners and posters produced by the other teams.

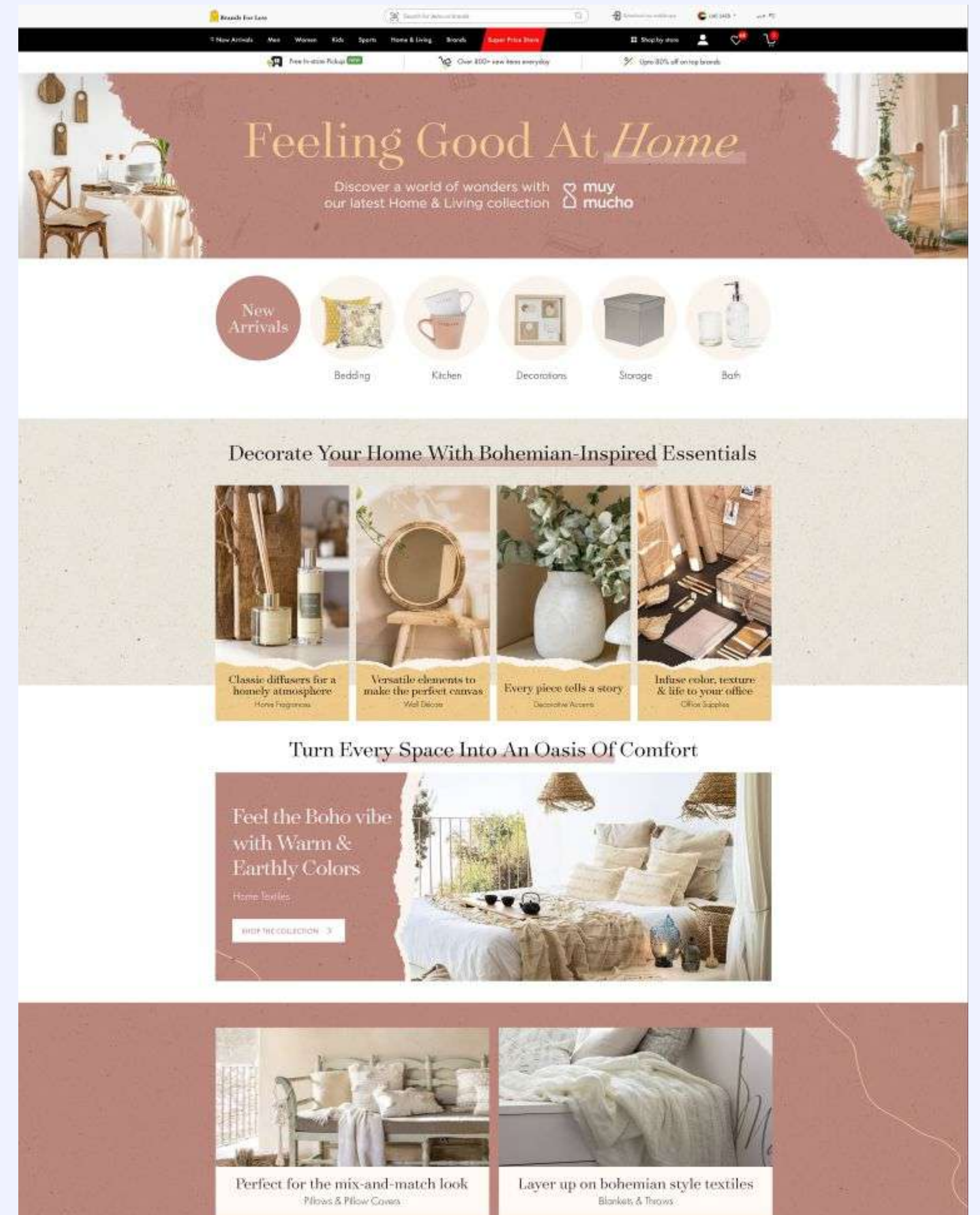
## Iteration 2

Received feedback from PMs and marketing that they wanted the site to have a look and feel that represents the brands' personality. I added more bohemian-inspired categories, improved the landing pages' copy, and added more texture and earthy colors.



Iteration #1

## Iteration #2





# Brands for Less + Tabby

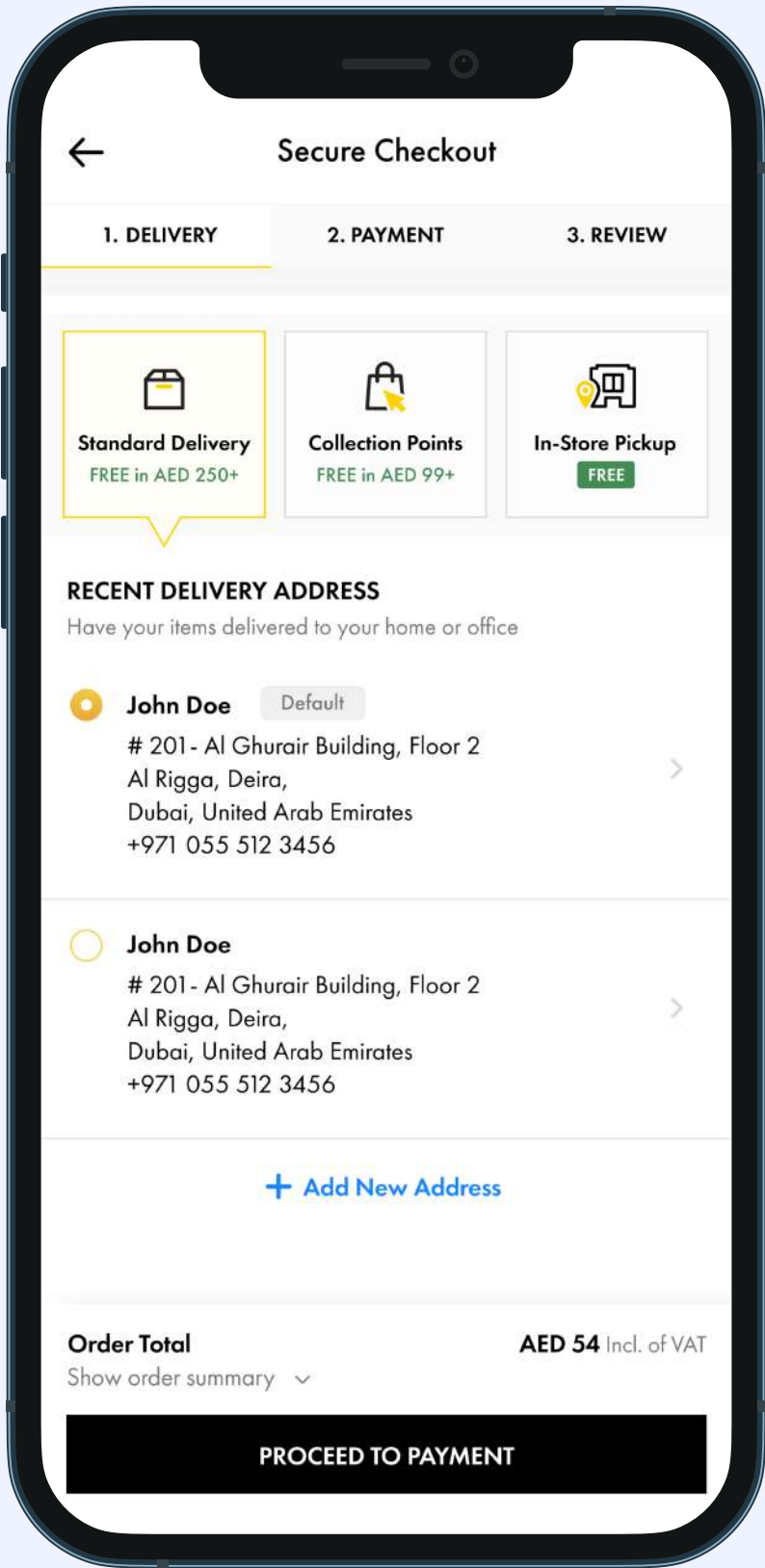
## Checkout Process Redesign & Optimization



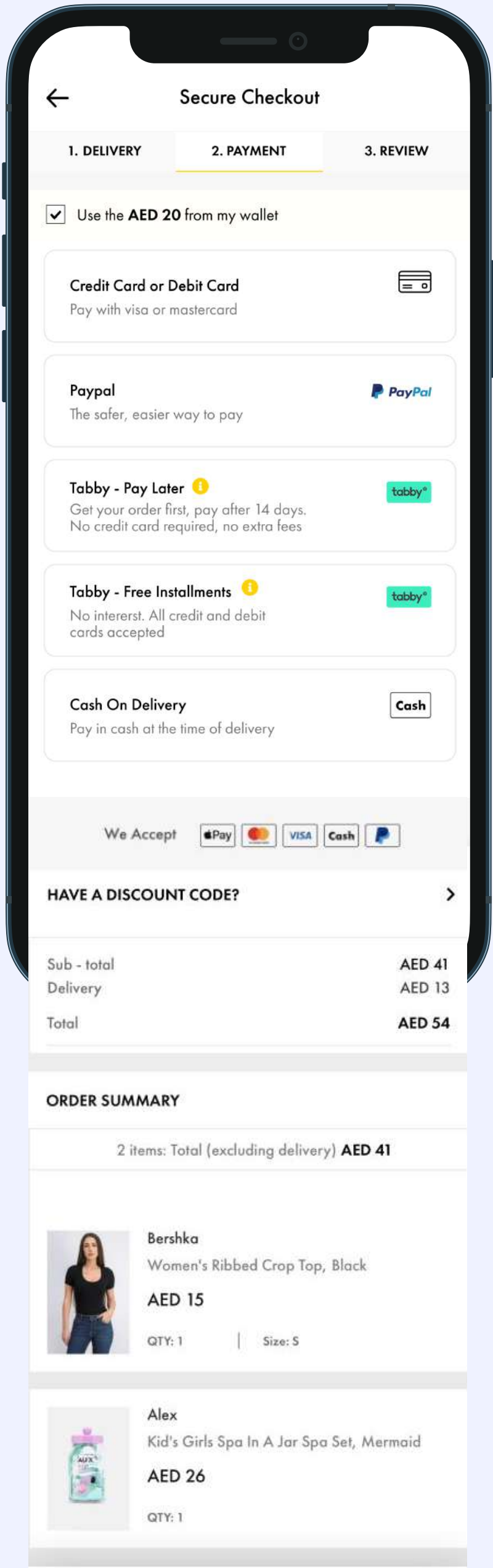
**Brief** To redesign and simplify the Brands for Less Checkout Process and add a Tabby payment option.

**Challenge** The requirement was to redesign the checkout process without completely changing the whole structure to limit the development cost. But due to the complex delivery process, we need to acknowledge and understand that reworking the structure was required to resolve our current UX problem, which has led to a delay or keep the project on hold.

**Redesign** Restructured the delivery process and displayed it in an accordion instead of a radio button to display more essential features. The same technique was used in the payment section, whereas the mode of payments was listed in an accordion and would only display the form details if selected.



Delivery Accordion



Credit Card Payment Details



MUMUSO<sup>·KR</sup>

# Mumuso Landing Page

[www.mumuso.ae](http://www.mumuso.ae) 

Mumuso is an emerging lifestyle brand that originated in Shanghai, China, inspired by the Korean design style, and has taken root in more than 50 countries around the world.

Year	2019-2021
Industry	Retail, E-commerce
Deliverables	Responsive Landing Page Landing Page Copy





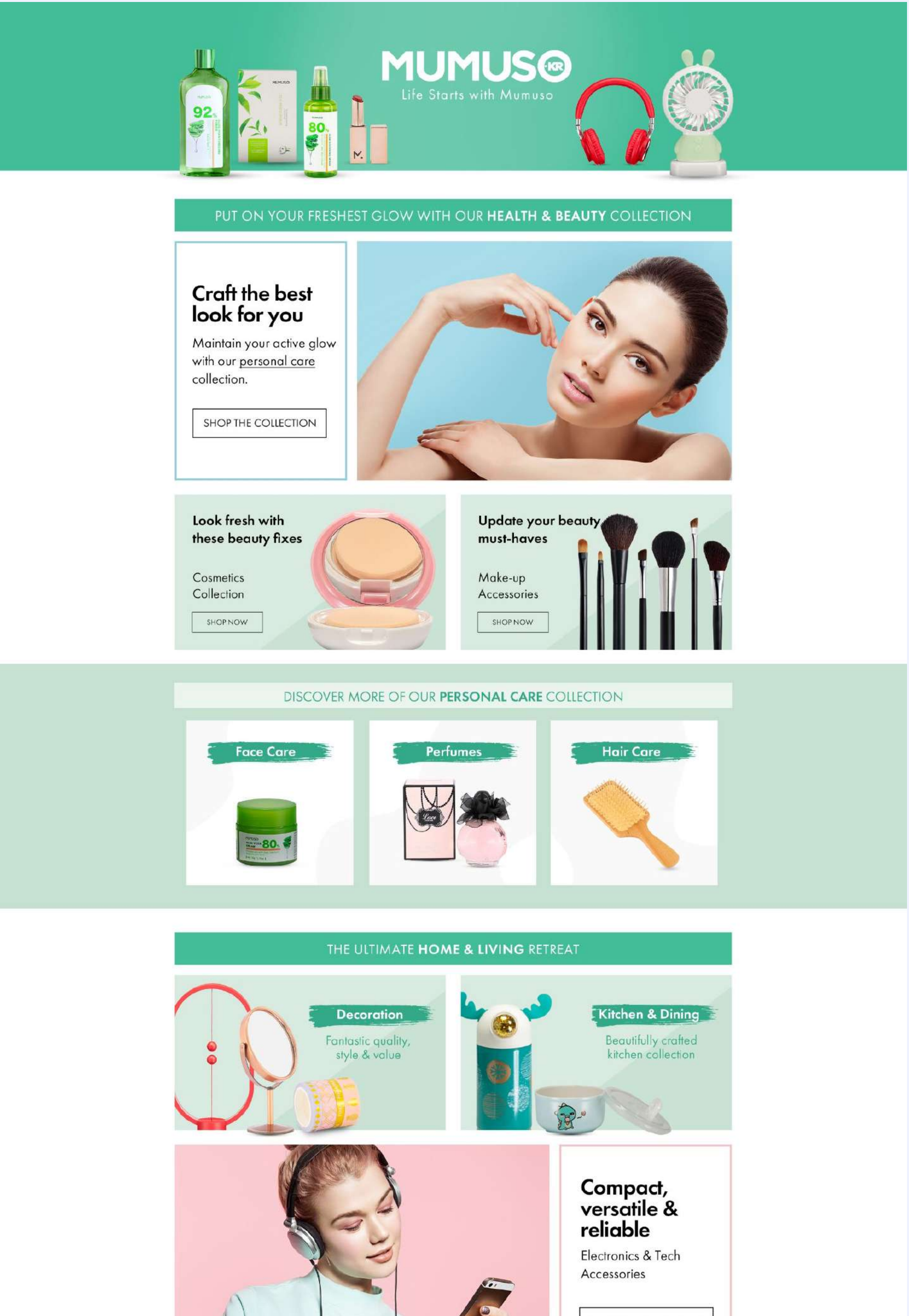
# Muy Mucho Landing Page

[www.mumuso.ae](http://www.mumuso.ae)

**Brief** To create a landing page with the current stock available for its online store.

**Challenge** Mumuso was a mix of vibrant and minimal, so I had to deliver a design consistent with their brand.

**Solution** I was able to design a landing page with a refreshed look and interactive (GIF) images leading to higher conversion rate.



The Mumuso UAE Online Store was acquired by Brands for Less in early 2019 and subsequently taken over by the firm's UAE branch from late 2020 to early 2021.



# thank you

**HIRE ME!**

[hello@nathalie.design](mailto:hello@nathalie.design)