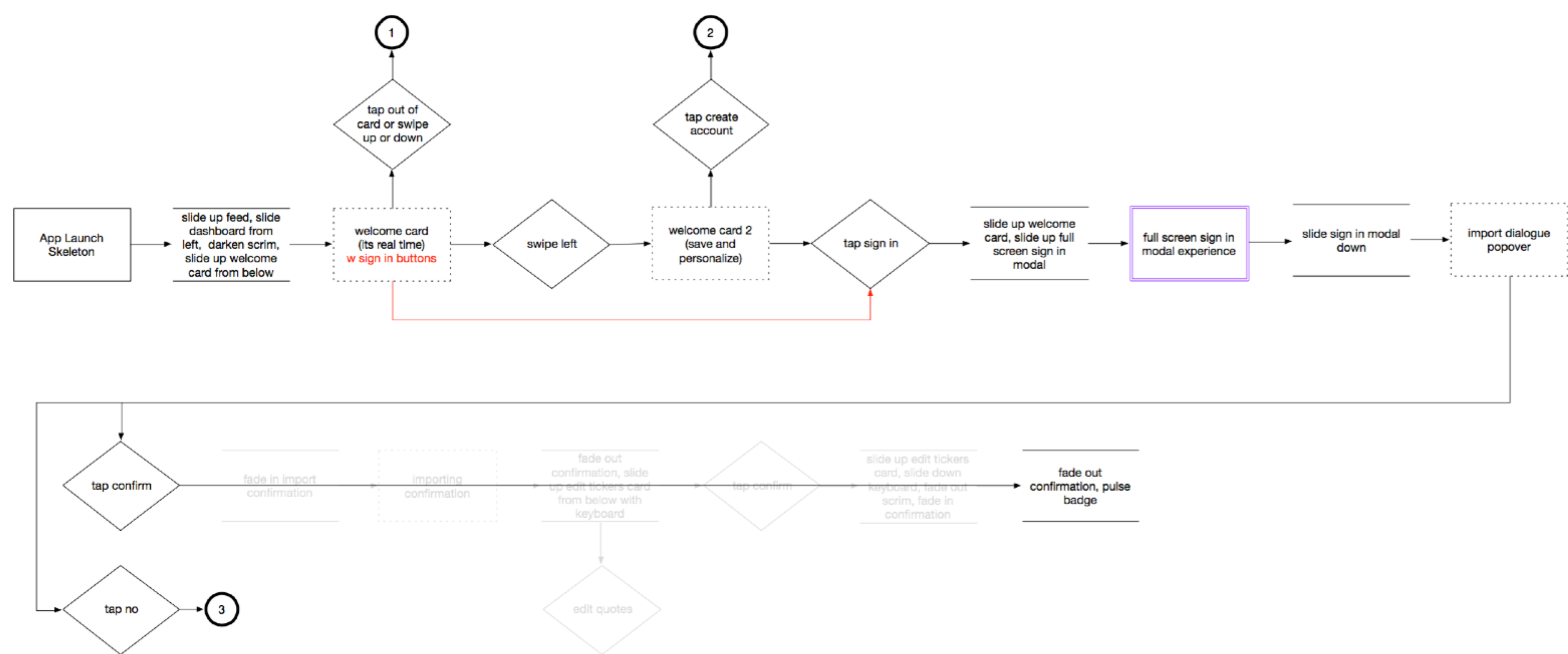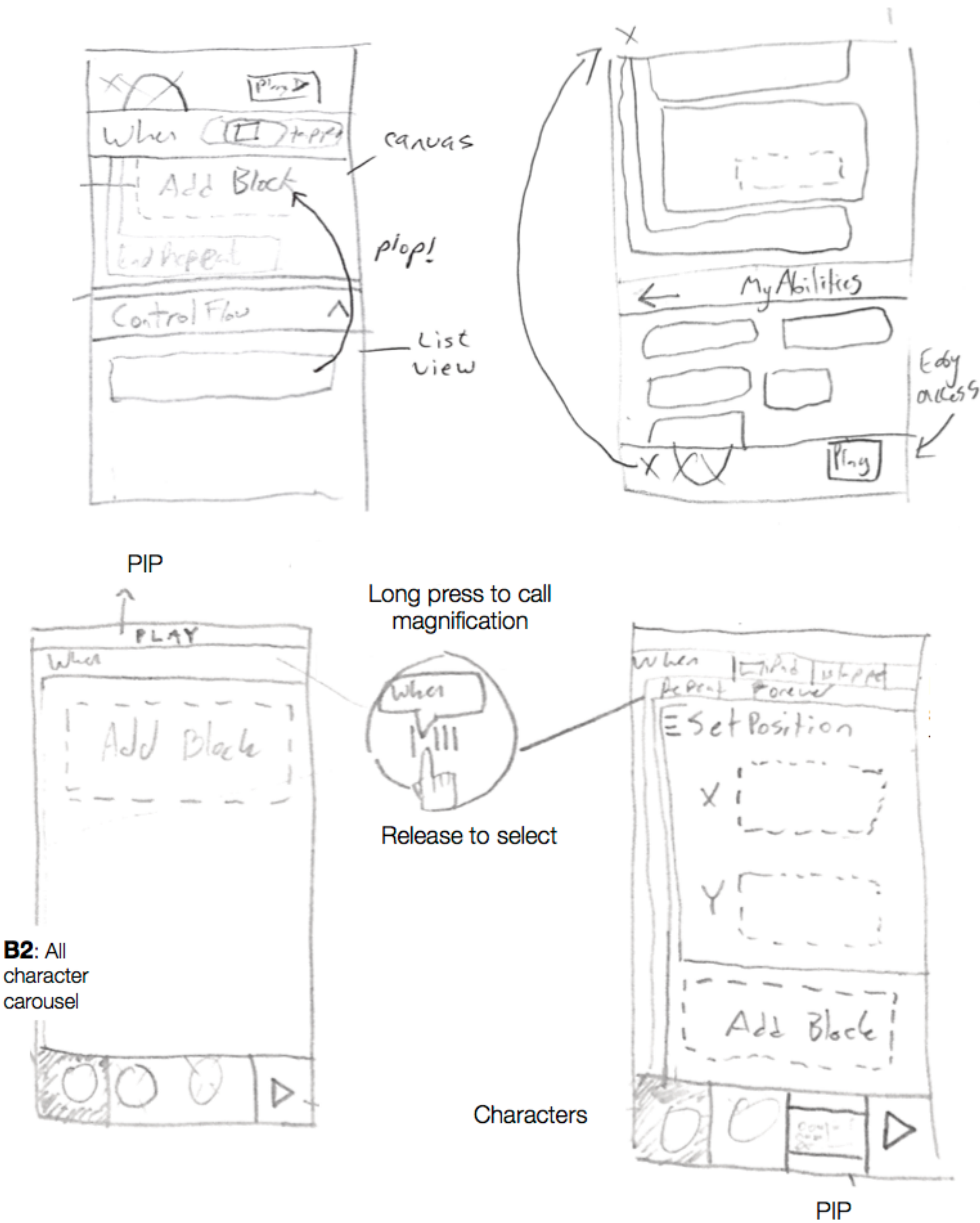# Charting flows to conversion

Flows help evaluate competition, plan design updates, and facilitate discussions with developers and stakeholders early on in a project with little investment in UI. Much of my work with subscription products benefits from understanding the many paths to subscriber status.

Lo/Med Fi team sketching sessions

Visualizing ideas is a designer's job. Most of my work begins with sketching LOTS of ideas and following it up with a round of simple testing.

At Plated and Aftonbladet I ran sketch sessions with both technical and non-tech teams to get everyone involved at early stages. The result was a unified vision across teams.

PIP

Long press to call magnification

Release to select

B2: All character carousel

Characters

PIP

When iPad is Tapped

≡ Set Position
X 200
Y 200

Calculator		Values
1	2	3
4	5	6
7	8	9
-	0	

Play

… x (last touch x - 10)
y (last touch y - 10)

When iPad is Tapped

≡ Repeat Forever

add a block

Set Postion

Play

Delete