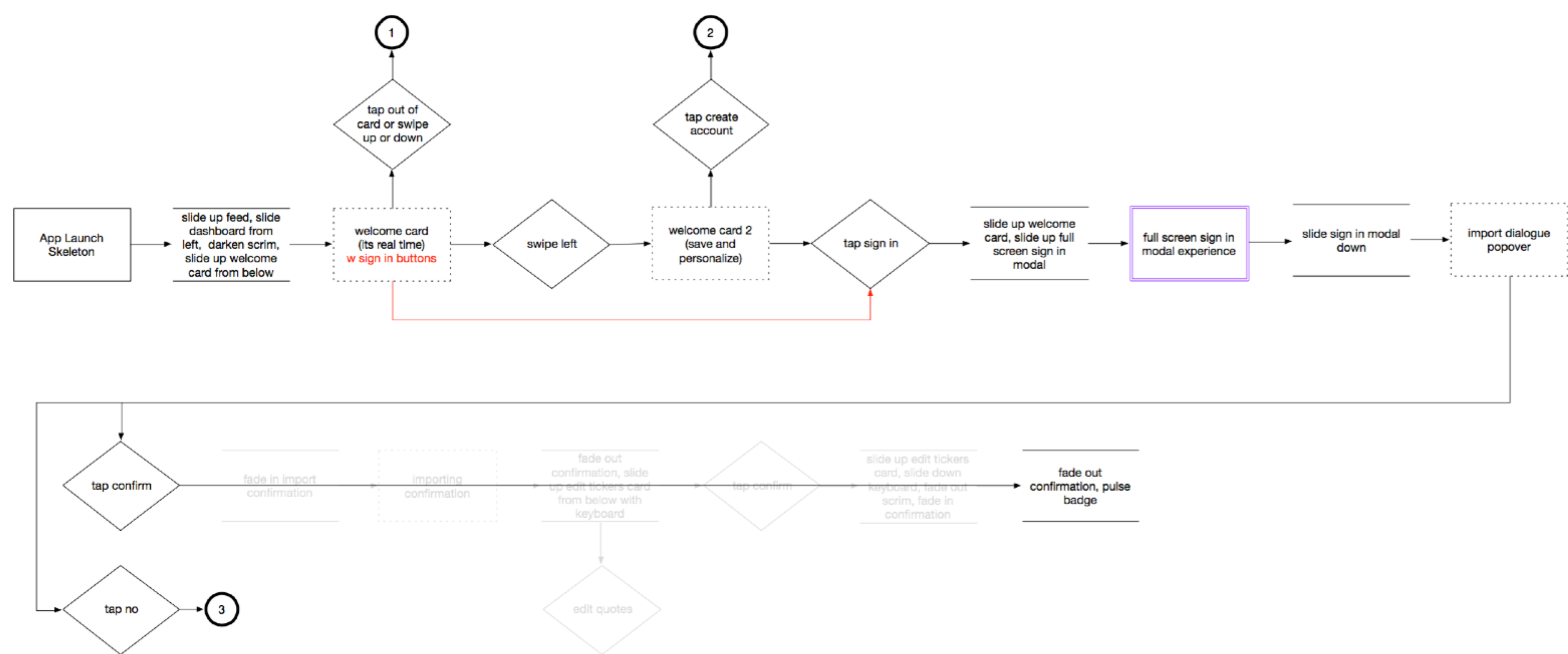


Charting flows to conversion

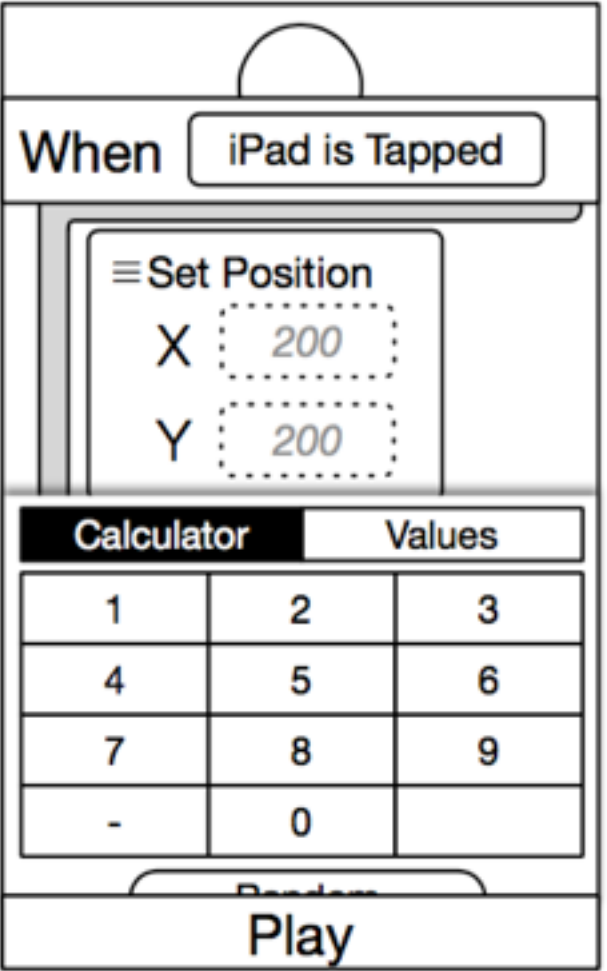
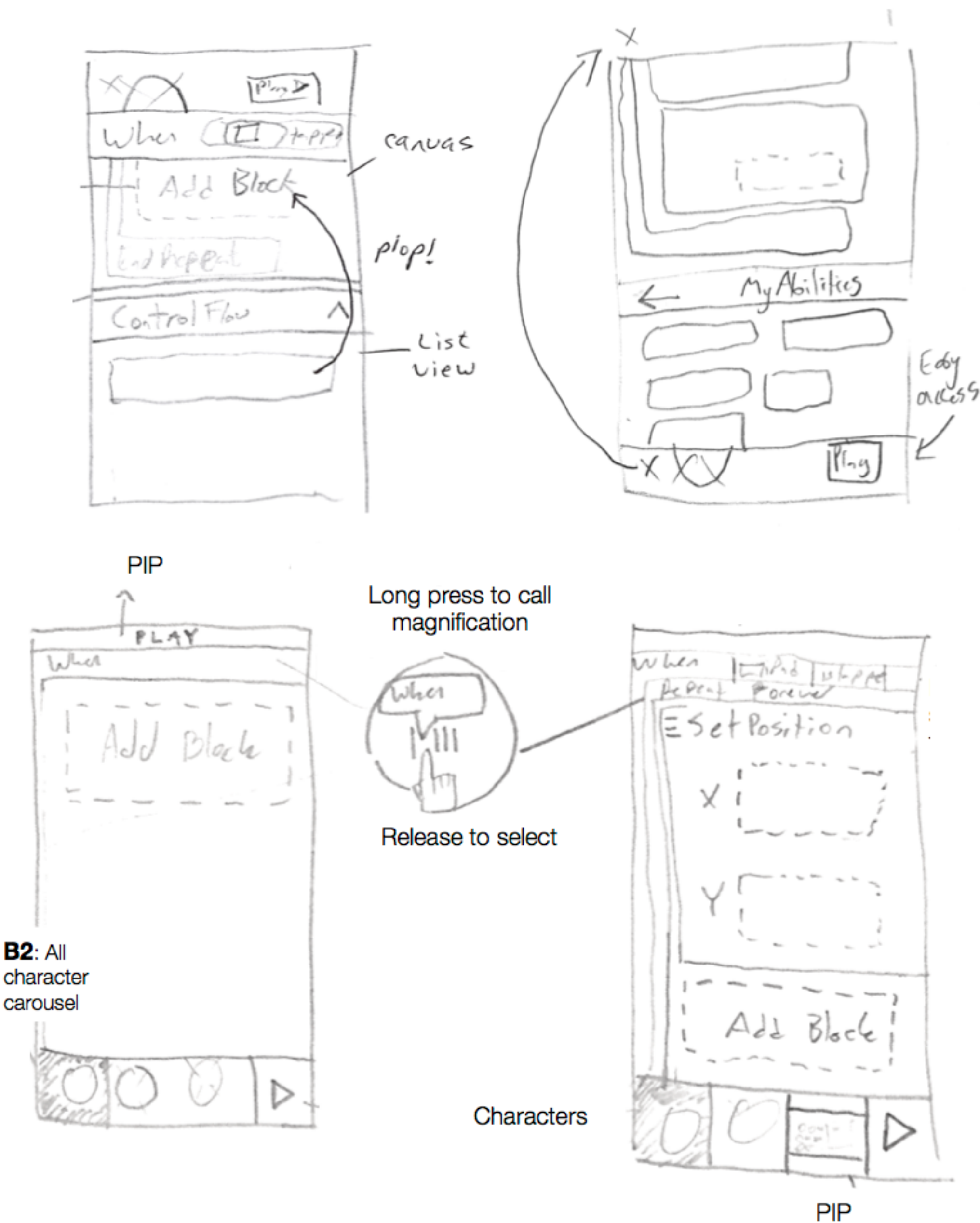
Flows help evaluate competition, plan design updates, and facilitate discussions with developers and stakeholders early on in a project with little investment in UI. Much of my work with subscription products benefits from understanding the many paths to subscriber status.



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.



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

