

Skills

Design: responsive design, wireframing, prototyping, graphic design, Figma, Adobe Suite

Development: CSS3/SASS, HTML5, JavaScript/jQuery, Bootstrap, Wordpress, PHP, MySQL, Git

Other: agile, accessibility, WorkFront/Jira, SEO, Google Analytics

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Younique

A **mobile first** focus keeps designs simple and easy to use at any screen size.

OSHA

A clear **hierarchy** and contrast between elements guides users smoothly through a site.

Golden Spike

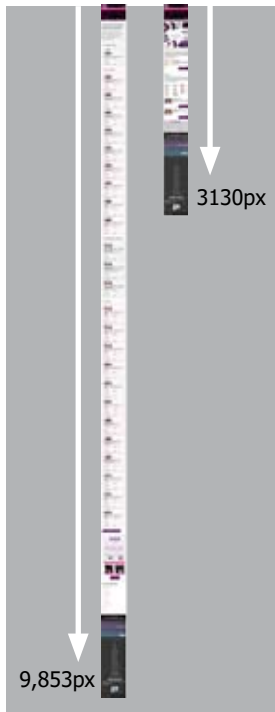
Research guides design towards the solutions that people are looking for.

Pricing Plans

Applying **best practices** focuses user attention on the most ideal path.

MexiPino

Simplified designs create focus on the most important elements, leaving a lasting impression.



YOUNIQUE'S customer base is 70% mobile. By focusing on mobile first, the site becomes more functional for desktop viewers as well. This principal was applied to one of their longest catalog pages: Younique Business Supplies.

Scale comparison: the new design is 1/3 the size of the old.

Given...

- Header/footer, company colors, fonts, and style guides were already set.
- All users have a defined home country.
- Prices are listed in that country's currency automatically.
- Strange pricing scheme for catalogs could not be changed.

Wireframe Breakdown

1. Tools stayed on top since they were few in number and could be missed at the bottom of the page.
2. Unit price listed with extra space since the amount for different countries will take up more space.



Catalogs

3

Catalogs are sold in groups of ten and are priced by the box. A box of 10 is \$20, 30 is \$40, and 70 is \$70. Choose a quantity for each catalog and the lowest price will be calculated for you.

Select a country to view its catalogs

AU	CA	DE
ES	FR	HK
IT	MX	NZ
UK	US	

Canada (English)
<Currency>. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
QTY: 8
TOTAL \$90.00

Canada (French)
<Currency>. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
QTY: 10
TOTAL 0

USA/Mexico (English)
<Currency>. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
QTY: 50
TOTAL \$80.00

USA/Mexico (Spanish)
<Currency>. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
QTY: 10
TOTAL \$20.00

Downloadable Catalogs

<Month> <Year>

- | | |
|--------------------|------------------|
| • Canada (English) | • Italy |
| • Canada (French) | • Mexico |
| • Germany | • United Kingdom |
| • Spain | • USA (English) |
| • France | • USA (Spanish) |

Footer

3. Instead of a volume discount, catalogs are cheaper if you buy the larger box units (10/30/70). Since I could not change this, I focused on make it as painless as possible to figure out the best price/quantity.

Previously, all catalogs were listed three times for each country because of the different box sizes. With 11 countries, that's 33 listings for a 70% mobile user base!

4. Selected items have color-blind friendly background added.
5. Flag icons used across the site. User familiarity will aid in faster selection.
6. User's currently set country is pre-selected. Ideally, if previous order information is available, all relevant countries will be pre-selected.
7. Catalogs will appear in the same order that they are listed in the filter, right to left/up to down.
8. Quantity increments by ten so the user can clearly see how many catalogs they are purchasing.
9. Unit price left off since price will depend on the mix of boxes purchased (10/30/70).
10. Site automatically calculates the best possible price so users can quickly find the best price/quantity combinations without trying to figure out how much of each catalog box (10/30/70) on their own.
11. Catalogs have different currencies listed inside depending on the country(s) they are for.
12. Used a light color for catalog language for easy scanning.
13. "Add to Cart" button added after each item to minimize scrolling.
14. Catalog covers are often different based on a country's preferences.
15. The original plan was to hide this in an accordion. However, placement at the bottom of the page allows us to show everything, since users often miss items in tabs and accordions.

OSHA (Occupational Safety and Health Administration) is a government program that assures safe and healthful working conditions for employees by enforcing standards and providing training, outreach, and assistance. As a governmental entity, accessibility standards were high.

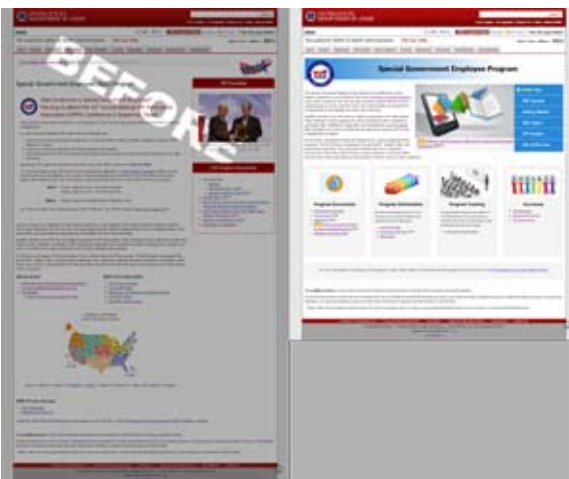
Both highlighted designs were well-liked by administration and their layouts were re-used on several more pages of the site.

Directorate of Construction (DOC) Other Resources



- Most important resources highlighted at the top.
- Clear sectioning of links allowed the number of linked resources to increase from 23 to 39 without overwhelming users.
- Use of actual program documents in the images increases recognition of resources.
- Updated graphics help linked information appear more up-to-date and relevant.
- White space and carefully selected images reduce wall of text blindness.

Special Government Employee Program (SGE)



- Prioritized information about the program over recruitment information for its latest training session.
- Latest training session info moved into non-static carousel, allowing the most current news to be the program's highlight and reducing wall of text fatigue.
- Consolidated static links into logical sections across the bottom of the page.
- Highlighted program logo in banner.
- Brighter, more welcoming color scheme.

RESEARCH

Golden Spike Gem & Mineral Society

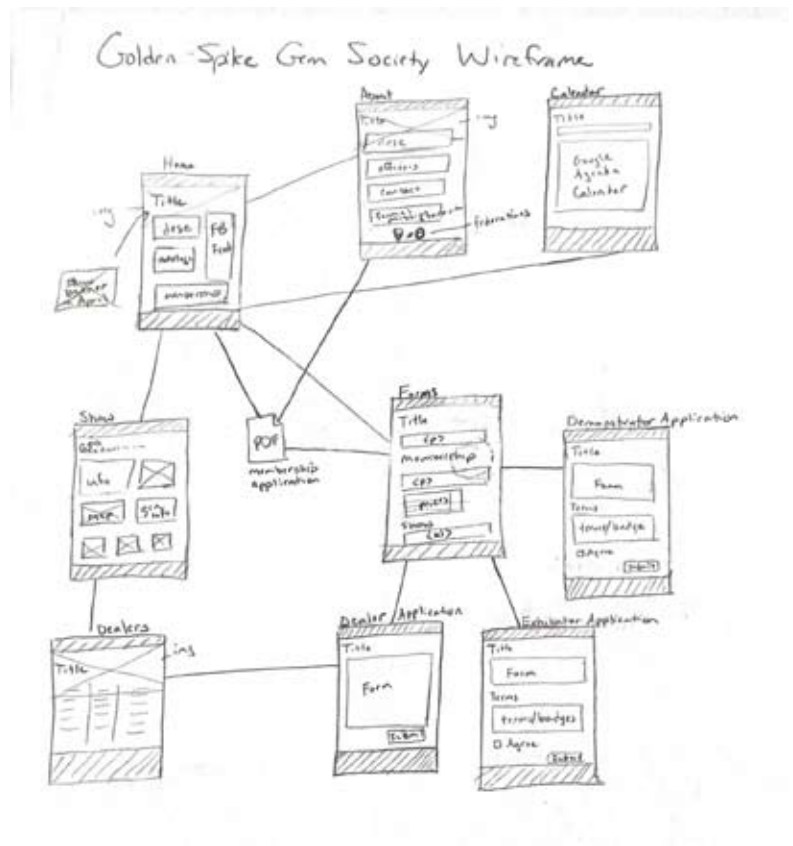
GOLDEN SPIKE GEM & MINERAL SOCIETY is a non-profit organization focused on the collection of “rocks” and the arts surrounding displaying and working with them. It is funded with money brought in by their annual rock and gem show. Membership ranges from tech savvy adults to older members who do not have internet access at home.

The site is mostly static with most online activity occurring on their Google calendar and official FB page. As such, both were previously incorporated into the site’s design.

Their goals were to have a more modern-looking site that would appeal to a younger demographic and help them grow their membership.

Process

- Survey current site, noting best practice improvements and questions.
- Survey similar sites and compile a list of features and improvements.
- Create paper wireframe with suggested site restructure and content block placement.
- Begin basic work on Figma prototype while awaiting feedback.



BEST PRACTICES

Pricing Plans

THIS PRICING PLAN for a small pomodoro tracking app needed a lot of work. The plan the company wanted users to subscribe to the most was not placed in the most prominent position and the actual features of the app were scattered around the page.

Pricing pages are important since they are often the most frequently visited page on a site.

Breakdown

- Addon integrations cost as much as simply subscribing to the Ultimate plan, making them an unnecessary à la carte complication.
- Best practice indicates the far left position will receive the most user attention, making it the ideal spot for the Ultimate plan.
- Two different asterisks referencing two different footnotes.
- Time period buttons separated from monetary amount that they change.
- The free trial is offered in both lite and ultimate and no time period is listed. Ideally, the user should be trying out the most desired plan.
- Multi-licence deal should be in a separate business section. Ideally, it would offer a bulk discount instead of packing in 5s and 10s.
- Free option is hidden at the bottom of the page and is difficult to compare to the other two plans. It looks like the company doesn't have confidence in its additional features.
- No testimonials.
- More plan features listed in a separate box below the main section.

Pricing plans to match your time tracking needs

Show prices in: USD

Premium plans Addon integration

Lite plan

1 year 6 months

Subscribe Now!

\$2.29* per month
\$27.48 billed annually

6 months log access

3 integrations to choose from the limited list*
(incl. MS Outlook Tasks, MeisterTask, GitHub Issues, Slack Plus, GitHub Actions)

Subtasks support
(Trello checklists, Wunderlist and Google Tasks subtasks)

Weekly and Monthly Mailing Reports

Thanks from the Team

Start Free Trial

No credit card required

Ultimate plan

1 year 3 months 1 month

Subscribe Now!

\$4.01* per month
\$48.12 billed annually

Unlimited log access

Unlimited integrations
(incl. JIRA, Asana, Notion, Paymo, Teamwork Projects, Basecamp, ClickUp, MS Outlook Tasks, MeisterTask, GitHub Issues, Slack Plus, Trello, GitHub Actions)

Subtasks support
(Trello checklists, Wunderlist and Google Tasks subtasks)

Weekly and Monthly Mailing Reports

Huge Thanks from the Team

Start Free Trial

No credit card required

5 licences package

monthly payments yearly payments

Subscribe Now!

\$28.64* per month
\$28.64 billed each month

Six Ultimate Plan accounts

10 licences package

monthly payments yearly payments

Subscribe Now!

\$51.55* per month
\$51.55 billed each month

Ten Ultimate Plan accounts

The prices don't include VAT. If VAT is required in your country, it will be calculated at the payment step.
* Current 11% VAT conversion rate will be applied.

30 Day Money Back Guarantee for all Premium Plans.
100% satisfaction or your money back.

All plans (except Starter) also include

Local projects management

Custom timer length

Interruption notes

Evernote tags filtering

Tags customization

A free Starter plan is available that includes:

2 integrations to choose from a limited list*, 5 projects in total, 1 month log access, default tags only.

[Sign up to get started for free](#)

Limited list of available integrations: Trello, Wunderlist, Taskist, Evernote, Google Calendar, Microsoft To Do, Todoist

Pricing Plans to match your time tracking needs

Show prices in USD ▾

Ultimate plan
1 year 3 months 1 month
\$4.01* per month
\$48.11 billed annually
Subscribe Now!
Unlimited log access
Unlimited integrations
(Trello, Wunderlist, Todoist, Evernote, Google Calendar, Microsoft To-Do, Toodledo, MS Outlook Tasks, Meister Task, GitHub Issues, Slack Plus, MS Teams, GitKraken Glo)
Plus: JIRA, Asana, Nozbe, Paymo, Teamwork Projects, Basecamp, ClickUp)
Subtasks support
(Trello checklist, Wunderlist, and Google Tasks subtasks)
Weekly and Monthly Mailing Reports
Local projects management
Custom timer length
Interruption notes
Evernote tags filtering
Tag customization

Lite plan
1 year 6 months
\$2.29* per month
\$27.49 billed annually
Subscribe Now!
6 months log access
Limited integrations (3)
(Trello, Wunderlist, Todoist, Evernote, Google Calendar, Microsoft To-Do, Toodledo)
Unlimited integrations with
(MS Outlook Tasks, Meister Task, GitHub Issues, Slack Plus, MS Teams, GitKraken Glo)
Subtasks support
(Trello checklist, Wunderlist, and Google Tasks subtasks)
Weekly and Monthly Mailing Reports
Local projects management
Custom timer length
Interruption notes
Evernote tags filtering
Tag customization

Ultimate free trial
7 days
Ultimate plan
No Credit card required
Start Free Trial!

Starter plan
Free
Subscribe Now!
1 month log access
Limited integrations (2)
(Trello, Wunderlist, Todoist, Evernote, Google Calendar, Microsoft To-Do, Toodledo)
5 projects total
Default tags only

Bulk Pricing

5 Ultimate Licences
1 year 1 month
\$28.64* per month
\$28.64 billed monthly
Subscribe Now!

10 Ultimate Licences
1 year 1 month
\$51.55* per month
\$51.55 billed monthly
Subscribe Now!

*Prices don't include VAT. If VAT is required in your country, it will be calculated at the payment step.
* Current PayPal conversion rate will be applied*

30 Day Money Back Guarantee for all Premium Plans.
100% satisfaction or your money back.

“With the addition of one simple tool,
we’ve doubled our output but not our
hours. I’d recommend this tool to anyone
that needs to track their time.”
-someone famous



MEXIPINO is a catering service attached to a cafe owned by the head chef. He is proud of his heritage and wants his logo to be equally colorful and playful.

The previous logo is a combination of the Philippine flag (red, blue, and white with a yellow sun burst) and Mexican flag (red, white, and green).

"Mexipino" is a person of Mexican and Filipino descent.

Business Card Analysis



- No visual hierarchy.
- Clashing fonts.
- Use of cultural icons make the logo difficult to read.
- Information is scattered and repeated.
- "Mexipino" is a slang term not everyone is familiar with, making it unclear what kind of cuisine is being served.

Logo Redesign



After several designs were sketched out, both incorporating and leaving out the pyramid and sun, it was decided an image combining both captured the meaning of "Mexipino" best.

Since both flags were red and the card would be white, the initial Illustrator design had a red pyramid with the text including the different shades.



The red pyramid was too jarring and the entire design was not quite playful enough.

A more dynamic font was found. Unity and playfulness were created with the pyramid grey, the red added to the text, and the text moved up to overlap the bottom of the pyramid.



Recent design trends point towards simplified logos, which also help prevent problems with scaling. Unnecessary details were removed.

The logo was tested mirrored horizontally and vertically and at different sizes and performed well. At small sizes the pyramid can be made a uniform grey.

Final Logo and Business Card



- Tag line makes the kind of cuisine being served more clear.
- New logo creates a solid silhouette.
- Font scales better but is still playful.
- List of counties could be changed to the restaurant's address or the kinds of events they cater for.
- Owner and contact information in kept together.
- Photo of cuisine emphasizes the kinds of foods to expect and lends a professional air to balance out playful logo and colors.