

UX/UI DIGITAL DESIGN WORK SAMPLES

Work Samples *by* Edwin M. Olivera



Mias Mobile App

PROJECT SCOPE

IPAS is an international, non-governmental organization dedicated to protecting women's reproductive rights with healthcare initiatives in many developing countries.

The project was to design a mobile app and 2 motion graphic videos for healthcare professionals and patients.

The main message was to communicate the proper use of Misoprostol and Mifepristone medication, contraception methods and legal resources for women in developing countries.





Mias Mobile App | Ipas

MY CONTRIBUTION

As a UX/UI director and digital designer I was responsible for structuring and planning the mobile app (content document, wireframes, mockups), the overall look and feel of the UI and character design. Additionally I worked on voice over scripts, both english and spanish, for the information videos.

DESIGN RATIONALE

- + Utilize bolder color options from the brand guidelines.
- + A menu with a visible middle button to the interactive experience.
- + Clear information cards separating technical information.
- + Custom illustrations depicting urban and indigenous women.
- + Step by step questions for custom recommendations outputs.
- + Detailed pharmacological information for healthcare professionals.

Oral Dosage | Interactive Section





Mias Mobile App | Ipas

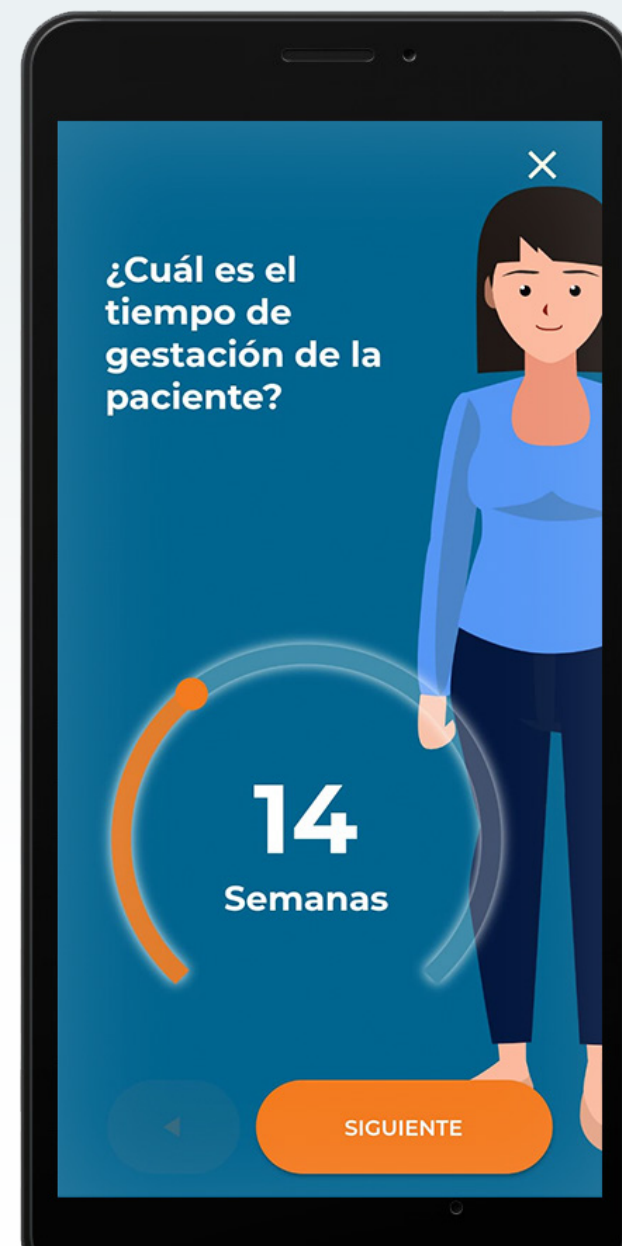
Effective Care Section



Technical Dosage Information



Interactive Steps for Patients





Mias Mobile App | Ipas

TOOLS



R I V E

WHAT I'VE LEARNED

I've learned how culturally sensitive subject matter requires clear visuals and messages in order to help the intended target audience.

LINKS

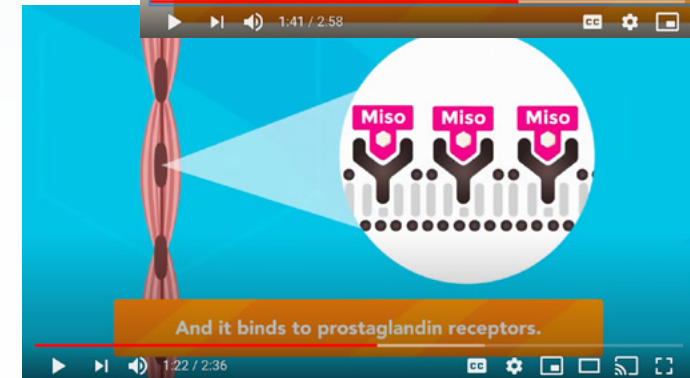
APP DOWNLOAD

MIFEPRISTONE VIDEO

MISOPROSTOL VIDEO

PORTFOLIO LINK

Information Videos Stills





Arriba Mobile App

PROJECT SCOPE

Plan International is an independent development and humanitarian organization active in 71 countries working in social and human rights projects.

This project consisted of modernizing an analog process of data gathering and task management. The desired product was to work easily between administrative coordinators and field workers in rural areas of Latin America.

MY CONTRIBUTION

My initial tasks involved extensive meetings assessing and reviewing procedural internal documents with the client to properly translate them into digital platforms.

From the extensive recon stage many iterations of wireframes for both web app and mobile app were developed and revised.





Arriba Mobile App | Plan International

DESIGN RATIONALE

- + Simple use of brand colors
- + Use of cards to separate inputs groups clearly.
- + Easy experience of adding participants to workshops.
- + Visual feedback on tasks uploaded or waiting internet connection for uploading

TOOLS



Web App Wireframes

Mobile App Wireframes

Arriba Mobile App | Plan International

Task /Activity View

Registro

Participantes: 7
Madres/Padres/Apoderados: 3

Registros

Seguimientos

No.	Fecha	Actividad:	
01	Abr 22 2020	1,2	
02	Abr 22 2020	3,4	

Agregar Seguimiento

Guardar

Guardar y Cerrar

Current Participants

Nuevo Registro

Participante

Miguel Angel Fernandez Melgarejo
Cl: LP1442561 Edad:17 años
Telefono: 22418392

Escolarizado(a): ☒ Si
Pertenece a una organization juvenil: ☐ No

Hugo Landi Landaeta Gomez
Cl: LP4837295 Edad:14 años
Telefono: 22485008

Escolarizado(a): ☒ Si
Pertenece a una organization juvenil: ☒ Si

Bismark Joel Apaza Larios
Cl: LP1394729 Edad:14 años

New Participant Registration

Editar Participante

Fernandez Melgarejo

Miguel Angel

123456 18

123456

☒ Escolarizado (a) ☐ Pertenece a una organization juvenil

Guardar



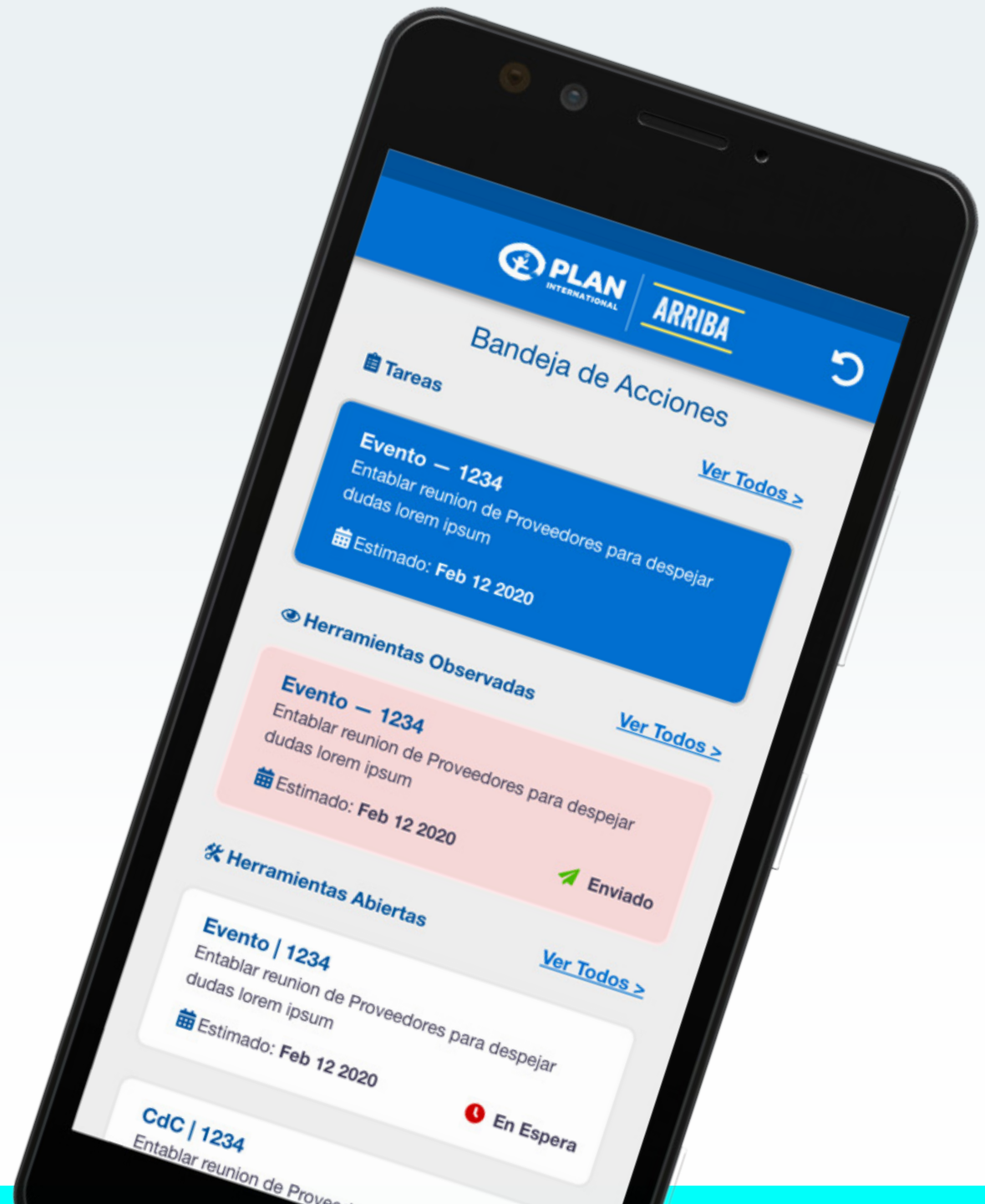
Arriba Mobile App | Plan International

WHAT I'VE LEARNED

This project involved a lot of listening and documenting from stakeholders at different levels. It's important to get the perspective of all involved parties to create a more cohesive experience ensuring proper management and planning of numerous simultaneous projects.

I'm confident that my contribution resulted in a small way to streamline and improve how international aid benefits human rights and social justice.

LINKS

[VIEW PROTOTYPE](#)[PORTFOLIO LINK](#)

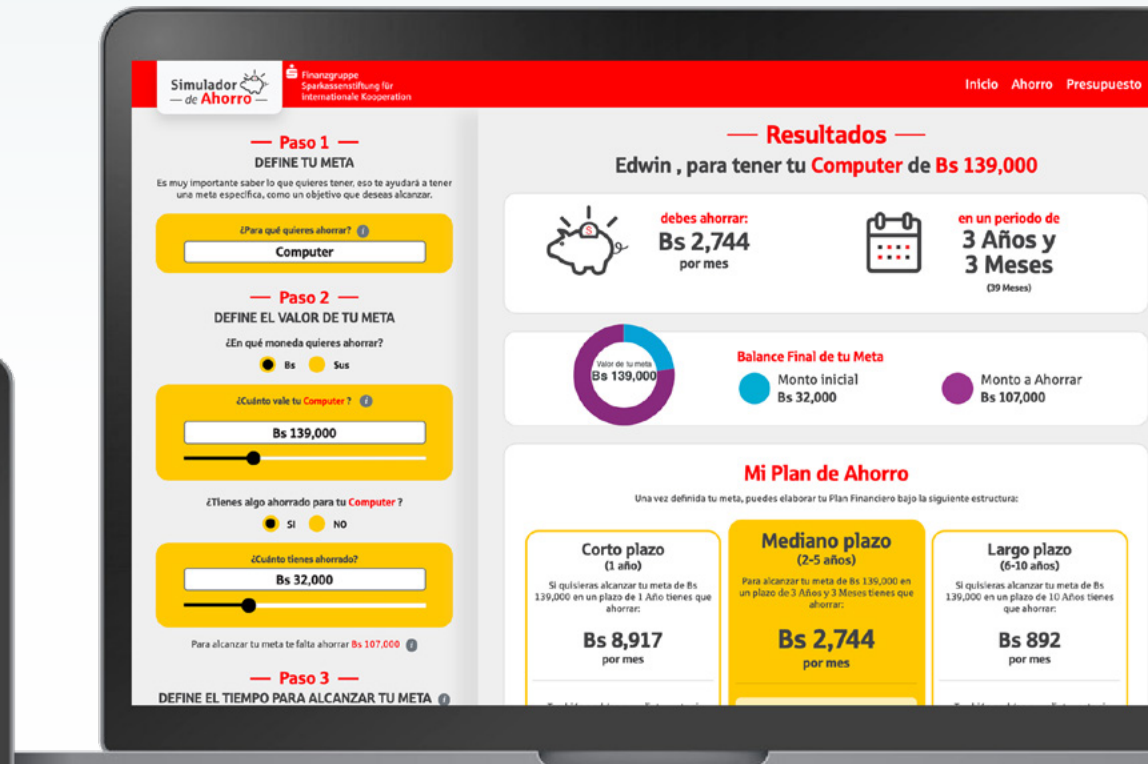


Financial Education Calculators

PROJECT SCOPE

Finanzgruppe Sparkassenstiftung Internationale Kooperation, is a german-based international cooperation funding many financial education programs across developing countries. Through a current client *planifica.bo* a project was requested to create a financial education calculator for budget and savings aimed at young adults.

The calculator was requested as a responsive web app using Vue.js and Bootstrap. Beyond regular media queries for both desktop and mobile devices a custom variation for 55-inch touch displays was requested to be used in fin-tech events.

[Savings Calculator](#)[Home Page](#)



Financial Education Calculators | Finanzgruppe Sparkassenstiftung Internationale Kooperation

MY CONTRIBUTION

My contribution as a UX/UI designer and digital project manager involved:

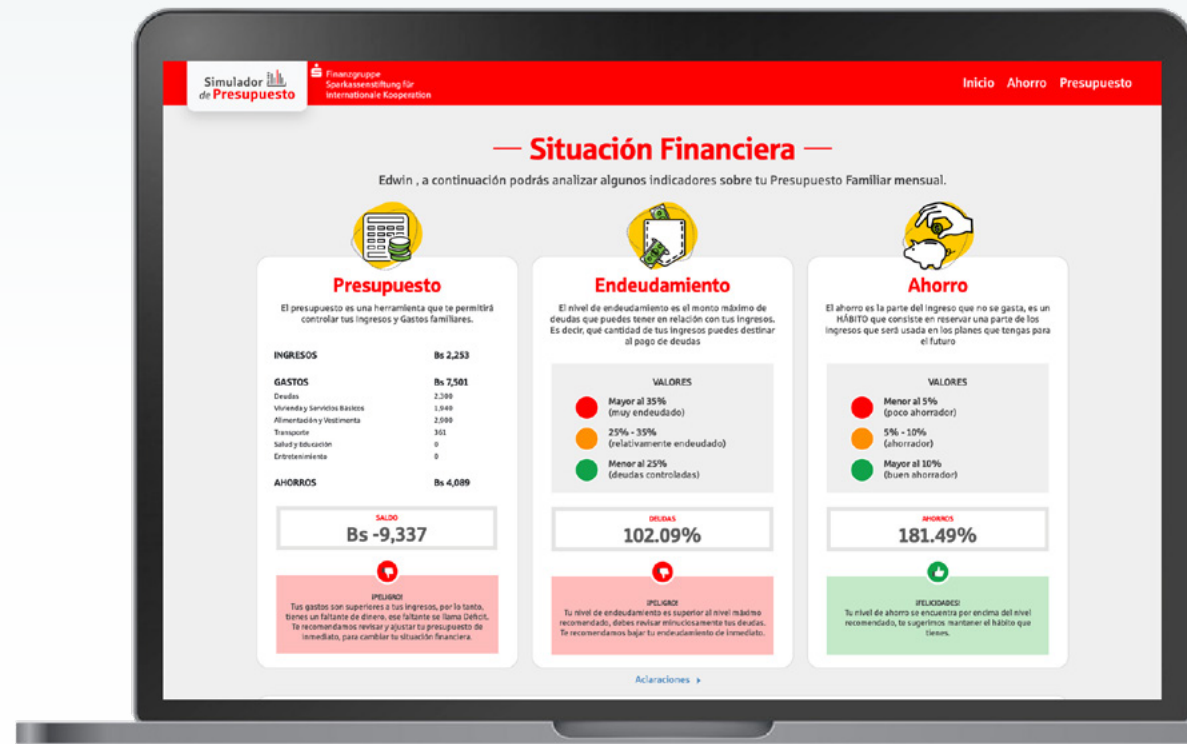
- + Working with my client and developers to determine the necessary budget and saving calculations.
- + Create Wireframes, mockups for the 3 intended devices and PDF report templates.
- + Designing and getting an graphics and illustrations approved to attract the younger demographic.

Mobile Views



Budget Calculator

55-inch Touch Display



Financial Education Calculators | Finanzgruppe Sparkassenstiftung Internationale Kooperation

DESIGN RATIONALE

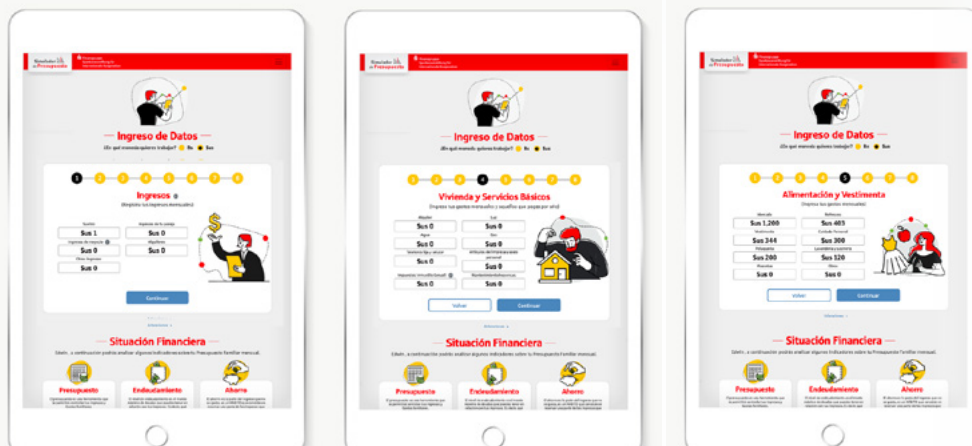
Simple use of brand colors

- + Separating input section in a numbered navigation.
- + Using icons and illustrations to balance many inputs
- + Vector illustrations
- + Use of bold brand colors to give a youthful feel.

TOOLS



PDF Reports



Step Navigation



Financial Education Calculators | Finanzgruppe Sparkassenstiftung Internationale Kooperation

WHAT I'VE LEARNED

Designing a user experience to be equally impactful in very different media involved knowing the limitations and opportunities of Media Queries and viewports.

During testing with a selected group of young adults the results were very diverse making me realize small details made a difference in engagement.

LINKS

[VISIT CALCULATORS](#)[PORTFOLIO LINK](#)

Section Illustrations



Love of Sewing Landing Page

PROJECT SCOPE

Baby Lock is a US-Based brand of sewing and embroidery machines. This project request was to design and develop a Marketo landing page for the program “Love of Sewing Challenge” meant to promote the Destiny 2 Embroidery Machine.

MY CONTRIBUTION

Brainstorming with my client, our idea was to create a collection 12 sewing projects from experts industry influencers. My contribution was to work closely with the digital marketing team in creating a comprehensive content document, gathering photography/assets from each project and influencer, and designing design mockups for executive approval.



Love of Sewing Marketo Landing Page | Baby Lock

Navigation and Influencer Profile

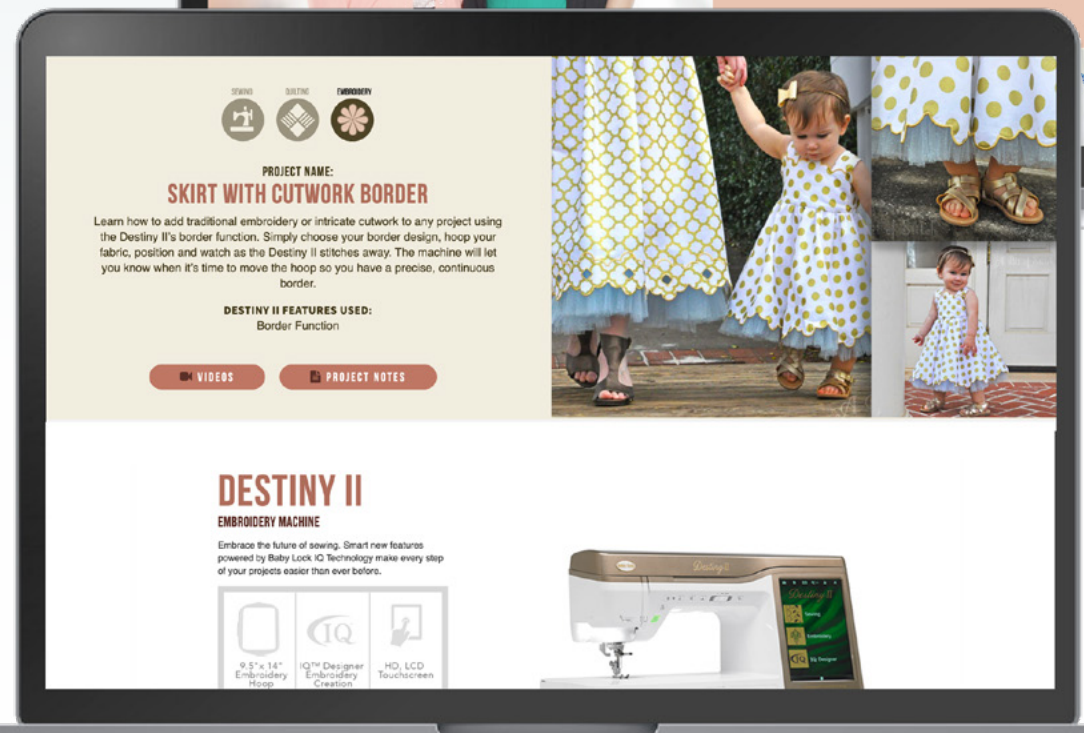
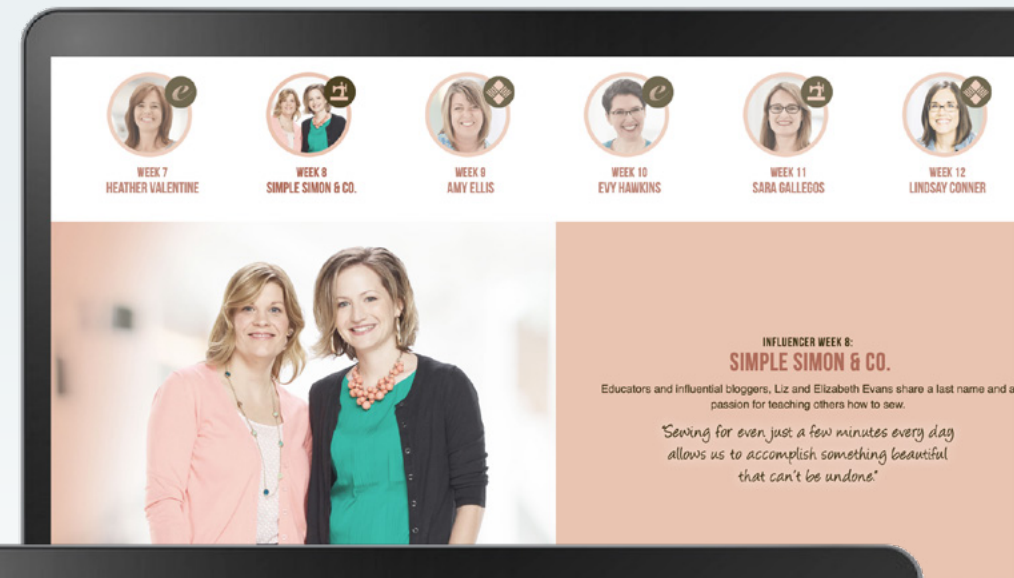
DESIGN RATIONALE

- + Use of soft pink and golden color palette geared to a mature female demographic.
- + Square modules for easy responsive stacking
- + Prominent navigation to see the sewing influencers
- + Icons depicting the influencers expertise.
- + Easy to access links for notes and videos.

TOOLS



Influencer Project Info



Love of Sewing Marketo Landing Page | Baby Lock

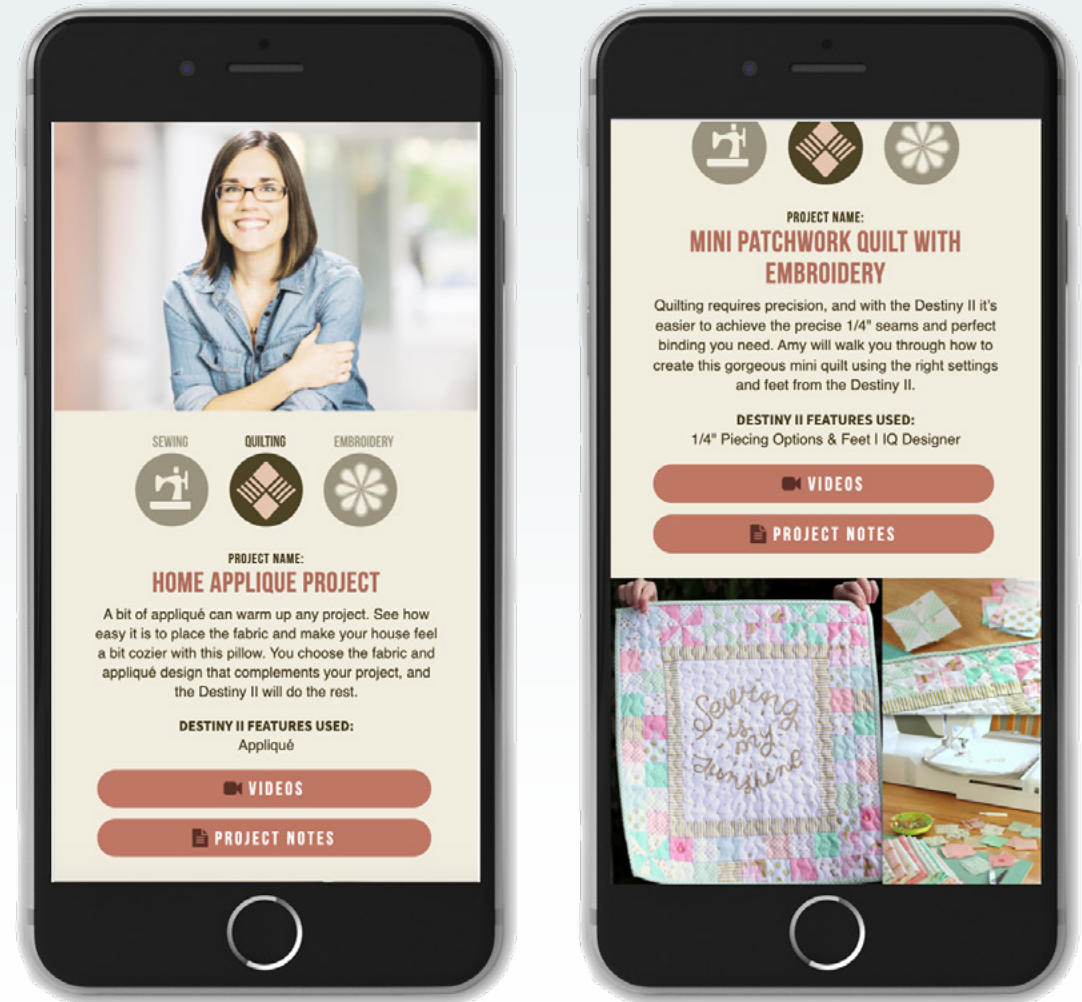
WHAT I'VE LEARNED

The overall design and execution had to fit within the limitations of the Marketo landing page constraints. With this project I learned the benefits of marketing automation, webhooks and click tracking to improve the user experience. It was fun and satisfying combining in one project my knowledge in UX/UI, content strategy, digital design and art direction.

LINKS

[VISIT LANDING PAGE](#)

Mobile Views



Business Energy Checkup

PROJECT SCOPE

PG&E California is a utility company that needed a campaign program for small businesses to educate them about energy consumption and how it impacts their savings.

MY CONTRIBUTION

My role involved pitching a program logo complementing PG&E's brand elements.

Also visual examples of information collateral and a tablet app for smb events.



Business Energy Checkup | PG&E California

Visual Identity

DESIGN RATIONALE

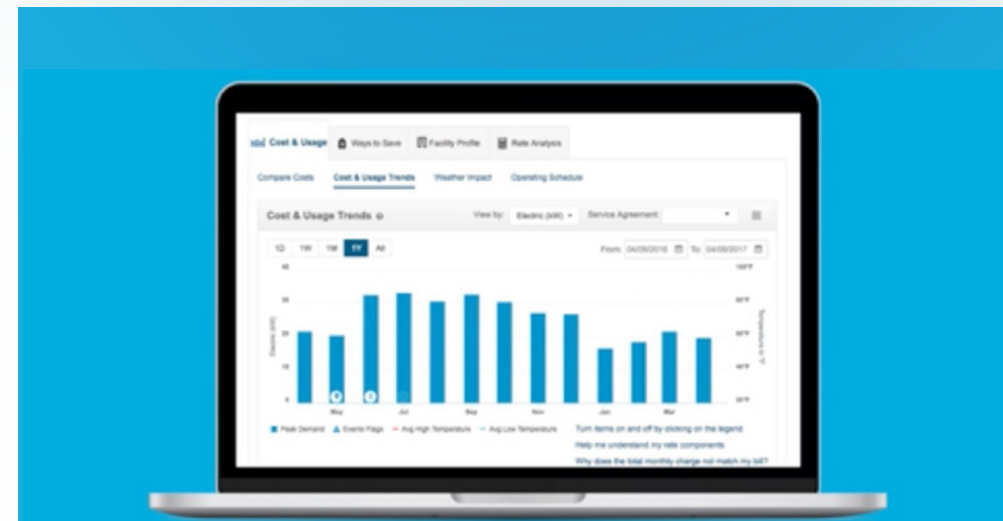
- + Visual identity making reference to graphs and charts.
(checkmark + level gauge)
- + Constant use of graphs and charts
- + Use of a brighter palette to evoke business progress.

WHAT I'VE LEARNED

A simple idea can grow into a campaign or program that is used and shared with other communication providers . It's important to make it memorable.



Web Tool View



Business Energy Checkup | PG&E California

LINKS

[PROGRAM VIDEO](#)
[PORTFOLIO LINK](#)

READY TO CREATE AN
ENERGY
SAVINGS
PLAN?

FIND OUT HOW >

WWW.PGE.COM/BusinessEnergyCheckup

CONTACT US
Contact us to schedule a review of the Business Energy Checkup with your account manager

HAVE QUESTIONS?
Call the Business Center at 1-800-468-4743
Monday through Friday,
9 am — 5 pm PST.

**BUSINESS
ENERGY CHECKUP**

[Print Collateral](#)

THE BUSINESS ENERGY CHECKUP FROM PG&E is the newest feature in My Energy—a full set of interactive energy management tools. It puts you in control of your business's energy usage and gives you customized recommendations for saving energy and money. Setup is easy—just five questions—and your profile can be modified as your business grows over time.

WHAT CAN YOU DO WITH PG&E'S BUSINESS ENERGY CHECKUP?

- SEE YOUR MONTHLY GAS AND ELECTRICITY SPENDING.**
Just click on "Spending" to see your costs and compare them to similarly sized businesses. Plus, you can break out your information by month or by day and look at your spending during a previous period.
- TRACK ENERGY USAGE BY CATEGORY.**
View your total energy usage or break it out between gas and electricity. It's an easy way to determine your building's biggest energy users.
- GET CUSTOMIZED ENERGY SAVINGS RECOMMENDATIONS.**
Based on the information you provide, you'll get helpful recommendations and energy efficiency tips. You can see how much you could potentially save or if any incentives or rebates are available.
- CREATE A CUSTOMIZED ENERGY SAVINGS PLAN IN MINUTES.**
If you see an action you like, add it with one click. Then sort by price, savings, payback and more. You can also easily track projects and timelines and then print or download your plan to share with your company.

Take your Business Energy Checkup today at:
WWW.PGE.COM/BusinessEnergyCheckup



Enterprise Solutions

PROJECT SCOPE

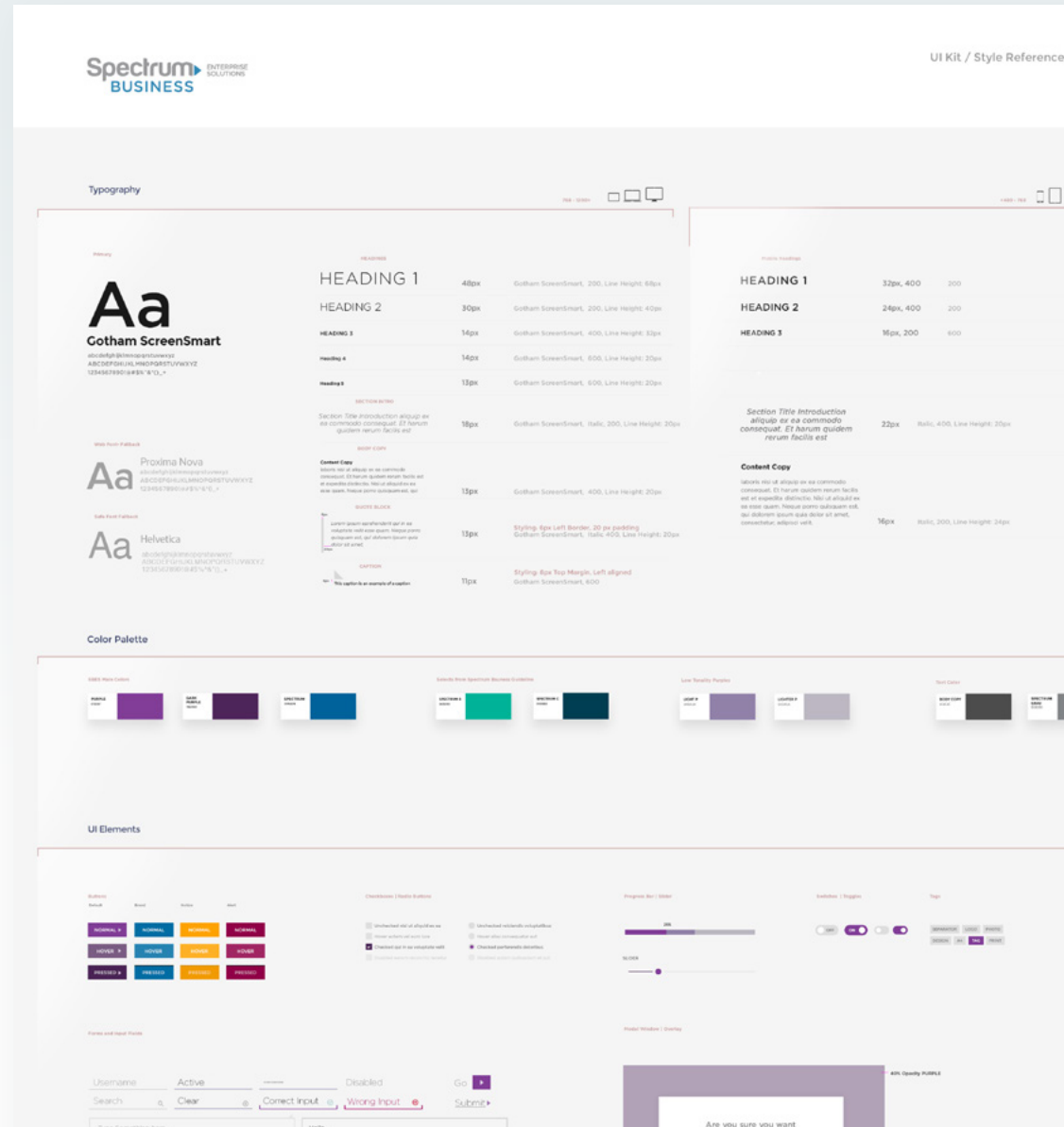
Spectrum Business has a dedicated team for Enterprise clients (Fortune 500 and high-revenue) This project involved the digital design to compliment the main identity of Spectrum Business.



MY CONTRIBUTION

My contribution was diverse from content strategy, website sitemap and wireframes, however the digital design process was notable because of the diverse range of deliverables like website mockups and pages, iconography, UI Kit and style guides both for motion, print and digital.

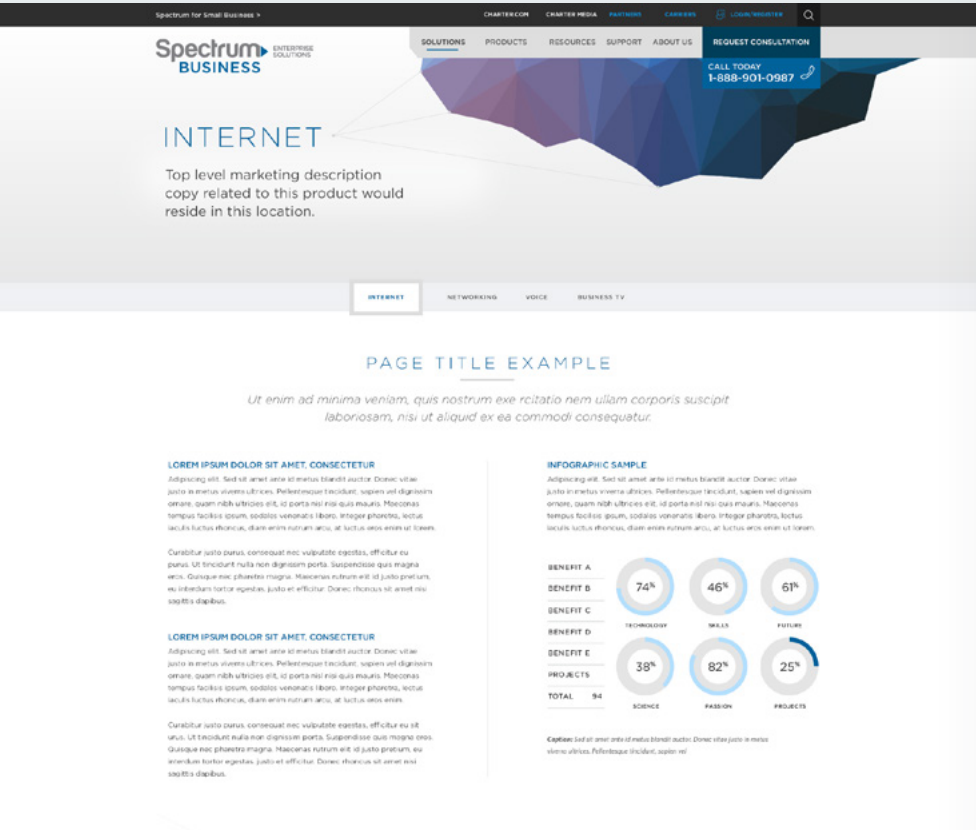






Enterprise Solutions | Spectrum Business

Website Mockups



Enterprise Solutions | Spectrum Business

WHAT I'VE LEARNED

My experience with this project taught me how to create a digital design system that is flexible enough to be utilized by multiple design and communication providers across different platforms and mediums.

LINKS

PORTFOLIO LINK

Services Icons

VOICE SERVICES

IP

STANDARD VOICE

HOSTED VOICE

NETWORKING SERVICES

ETHERNET

IP VPN

WAVELENGTH

Motion Guidelines

SPECTRUM BUSINESS...
The Spectrum triangle animates in at the start.

FIBER NETWORK SOLUTIONS

INTERNET

VOICE

NETWORKING

BUSINESS TV

24/7 DEDICATED SUPPORT

HEALTHCARE

ENTERPRISE SOLUTIONS IS...
From the Spectrum triangle icon, the geometric Spectrum quickly animates outwards to show Spectrum is the container of this interconnected network.

INTERNET VOICE NETWORKING BUSINESS TV
Simple, clear, key products animate in.

RELIABLE, SECURE CONNECTIONS
FROM HEALTHCARE & RETAIL TO GOVERNMENT & EDUCATION...
Images / video of vertical-specific content is shown integrated into the shape of the geometric spectrum.
All four verticals will have their own unique image and type.

