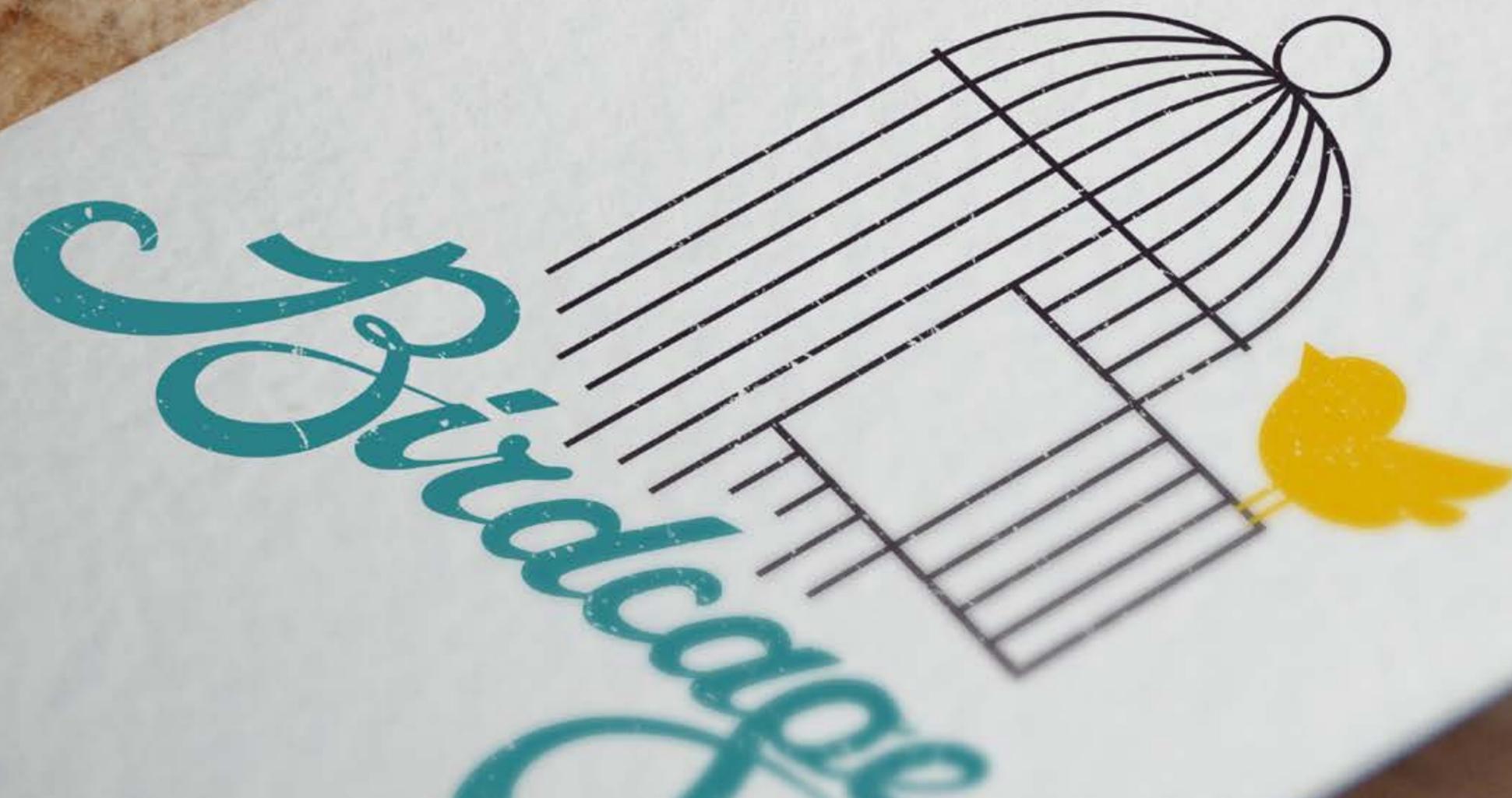


# projects and case studies

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**branding and visual identity**

I have designed and restyled corporate identities for small businesses, start-ups, and non-governmental organizations (NGO) for over ten years.

And from this experience, I discovered the secret behind polished consistent communication and marketing products: a visual system.

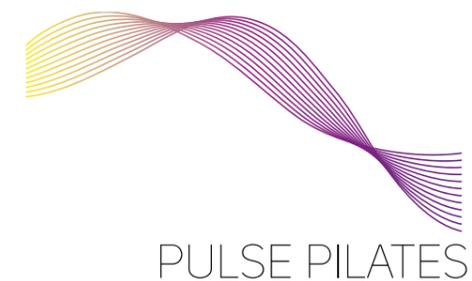
The impact of a visual brand is more than font, colour and logos. It is their blueprint.

- Brands need consistency.
- Brands need rules.
- Brands need a style guide.

Brands need a visual system.

Imagine having a blueprint that goes beyond telling you what colours or fonts to use, but *how* to use them. A framework with examples. Instructions that even your cat could follow.

That's where I come in. With my visual system, I bring that blueprint.



# » project 01 brand refresh

## transparency international

**Transparency International (TI)** is an international non-governmental organisation that works to end the injustice of corruption in over 100 countries.

It exposes the systems and networks that enable corruption and demands greater transparency and integrity in every facet of public life.

- » **Organisation :**  
» Transparency International

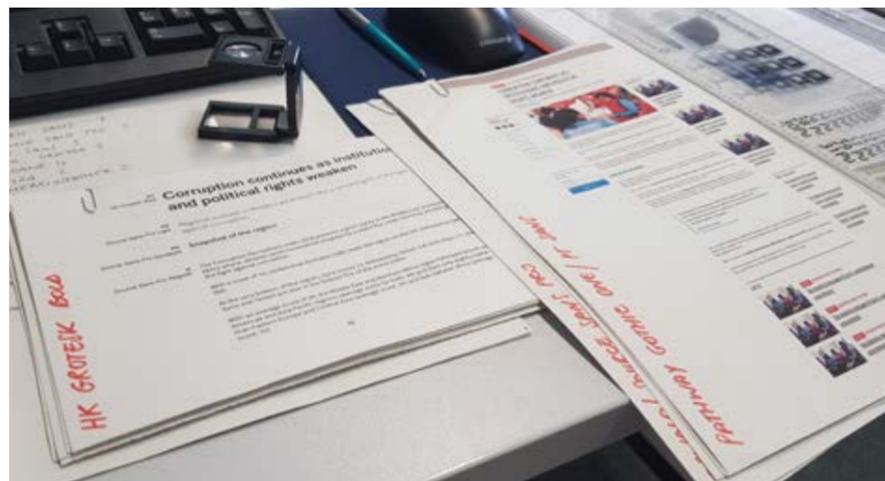
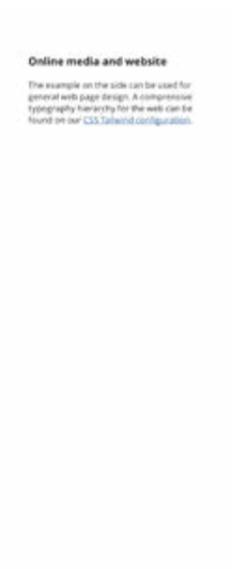
- » **Services :**  
» Art direction, Brand design, Illustration



In October 2018, I organized a visual communications assessment for TI. My assessment revealed a lack of visual consistency throughout all of TI's online and print media. Despite the fact that TI created a style guide in 2012, many of its publications and marketing and communication products were made with different fonts, icons and graphic styles. Products from both in-house and external designers were inconsistent.

I ran several focus groups to create a new style guide, with direction and clear guidance. We first needed to identify a readable free-to-use font stack. It needed to be free to ensure that multiple products could be circulated worldwide without licensing constraint, facilitating consistency throughout the international organization.

Mindful of TI's global audience, I worked with native Russian and Arabic speakers to identify Cyrillic and Arabic scripts that were easy to read online and in print.



**It was vital to replace TI's font stack with an open-source stack. This allowed TI's smaller chapter offices around the world to adopt the new style guide and ensured much higher levels of visual consistency in TI's communication and marketing products as a whole.**



HIGHEST



VENEZUELA

50%

MEXICO

34%

PERU

30%

LOWEST



COSTA RICA

7%

BARBADOS

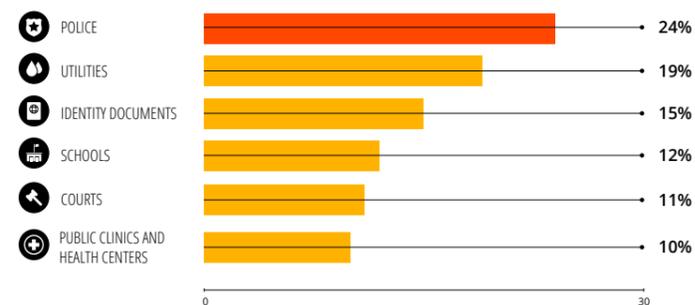
9%

BRAZIL

11%

BRIBERY RATES BY SERVICE\*

\* Percentage of people who used these services and paid a bribe in the previous 12 months.



TAKING ACTION



NEARLY

3/4

THINK PEOPLE WILL SUFFER RETALIATION IF THEY REPORT

I then organized inclusive focus groups—a variety of ages, sexes and visual ability—to refresh TI’s colour palette. The focus groups clarified use direction and accessibility rules, especially in terms of readability and contrast.

After implementing a new colour palette, I created a new iconography style, defined by a cohesive illustration style that complements TI’s visual communication. It’s simple and easy-to-use through a combination of open source platforms and collections, and Creative Commons material.



**Collage illustration is an evergreen style that relies on re-appropriating previously-made images and materials into new compositions. By juxtaposing simple shapes and images from Creative Commons and public domain libraries, in-house designers and external contractors can produce endless combinations, both serious and tongue-in-cheek that follow Transparency International’s brand guidelines on tone and voice.**

**▶ BOTTOM COUNTRIES**

- 176 VENEZUELA
- 177 YEMEN
- 178 SYRIA
- 179 SOUTH SUDAN
- 180 SOMALIA



The index ranks 180 countries and territories by their perceived levels of public sector corruption, according to experts and business people. It uses a scale of zero to 100, where zero is highly corrupt and 100 is very clean.

More than two-thirds of countries score below 50 on this year's CPI, with an average score of just 43.

Similar to previous years, the data shows that despite some progress, a majority of countries are still failing to tackle public sector corruption effectively.

The top countries are New Zealand and Denmark, with scores of 87 each, followed by Finland (86), Singapore (85), Sweden (85) and Switzerland (85).

The bottom countries are Somalia, South Sudan, Syria, Yemen and Venezuela, with scores of 15, 16, 15, 15 and 15 respectively. Equatorial Guinea (16), Afghanistan (15) and Afghanistan (15) are also among the lowest.

**“ Governments must urgently address the corrupting role of big money in political party financing and the undue influence it exerts on our political systems.**

**Della Ferreira Rubio**  
Chair  
Transparency International

Photo: World Economic Forum / Benedikt von Loebel <https://flic.kr/p/4MAYVaw> CC BY-NC-SA 2.0

# CORRUPTION PERCEPTIONS



editorial and printed media

# » project 01 report, infographics



## corruption perceptions index

Transparency International's *Corruption Perceptions Index (CPI)* is their annual flagship publication and the most widely used indicator of corruption worldwide.

It ranks countries/territories on how corrupt a country's public sector is perceived to be. The CPI is a composite index, a combination of 13 surveys and assessments of corruption that's collected by a variety of reputable institutions.

- » **Organisation :**
  - » Transparency International

- » **Services :**
  - » Art direction, Editorial design, Data visualisation



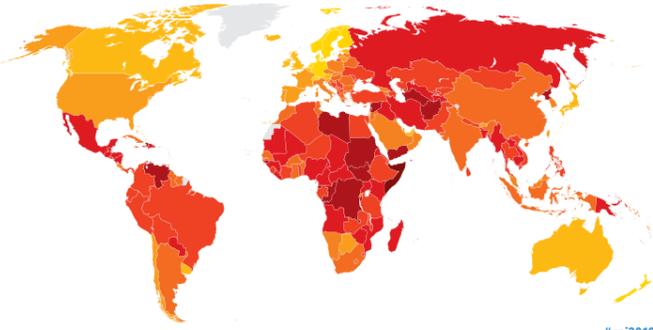
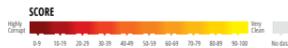
The challenge was to produce a range of printed and digital media products that inform, engage and resonate with a variety of audiences — from the general public to business executives to government officials.

The index measures the views of analysts, businesspeople and experts worldwide. But behind the numbers is the daily reality of people all over the world.



### CORRUPTION PERCEPTIONS INDEX 2019

The perceived levels of public sector corruption in 180 countries/territories around the world.



#cpi2019 www.transparency.org/cpi

This work from Transparency International (2019) is licensed under CC BY-ND 4.0

### CORRUPTION PERCEPTIONS INDEX 2019

WESTERN EUROPE & EUROPEAN UNION

66/100

AVERAGE SCORE



SCORE	COUNTRY/TERRITORY	RANK	SCORE	COUNTRY/TERRITORY	RANK
87	Denmark	1	62	Portugal	30
86	Finland	2	60	Spain	30
85	Sweden	3	59	Lithuania	35
85	Switzerland	4	58	Slovenia	35
84	Norway	5	58	Cyprus	41
84	Netherlands	6	58	Poland	41
82	Netherlands	8	56	Czech Republic	44
80	Germany	9	55	Latvia	44
80	Luxembourg	9	54	Malta	50
78	Iceland	11	53	Italy	51
77	Austria	12	50	Slovakia	59
77	United Kingdom	12	48	Greece	60
75	Belgium	17	47	Croatia	63
74	Estonia	18	44	Hungary	70
74	Ireland	18	44	Romania	70
69	France	23	43	Bulgaria	74

#cpi2019 www.transparency.org/cpi

This work from Transparency International (2019) is licensed under CC BY-ND 4.0



**32** / 100

AVERAGE REGIONAL SCORE

**=** SINCE 2018

SINCE 2012:

**22**

**COUNTRIES IMPROVED\***

Including:



GREECE

▲ 12



GUYANA

▲ 12

**21**

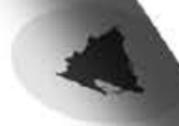
**COUNTRIES DECLINED\***

Including:



CANADA

▼ 7



NICARAGUA

▼ 7



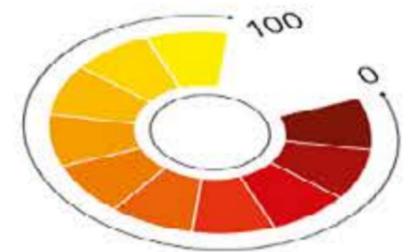
# CORRUPTION PERCEPTIONS INDEX 2019

A majority of countries are showing little to no improvement in tackling corruption. Our analysis suggests that **reducing big money in politics** and **promoting inclusive political decision-making** are essential to curbing corruption.

IN A NUTSHELL

**180** COUNTRIES SCORED

The CPI scores **180 countries and territories** by their **perceived** levels of public sector corruption, according to experts and businesspeople.



**2/3** OF COUNTRIES SCORE BELOW

**50** / 100

THE CPI USES A SCALE FROM 0 TO 100

100 is very clean and 0 is highly corrupt

THE AVERAGE SCORE IS

**43** / 100

TOP COUNTRIES

- 01 DENMARK
- 02 NEW ZEALAND
- 03 FINLAND
- 04 SINGAPORE
- 05 SWEDEN
- 06 SWITZERLAND

- 116 VENEZUELA
- 117 YEMEN
- 118 SYRIA
- 119 SOUTH SUDAN
- 180 SOMALIA

BOTTOM

THE REMAINING COUNTRIES HAVE MADE LITTLE OR NO PROGRESS AGAINST CORRUPTION IN

\*These changes refer only to increases/decreases in CPI scores deemed statistically significant

## POLITICAL INTEGRITY

Keeping big money out of politics is essential to ensure politics serves the public interest and curb opportunities for corruption.

## RECOMMENDATIONS TO STOP CORRUPTION



Broad consultation in political decision-making is essential to ensure the CPI represents the average CPI score as compared to the rest of the world.

PLURAL POLITICAL CONSULTATION

NO OR LITTLE CONSULTATION WITHIN RULING PARTY

VARIETIES OF DEMOCRACY (V-DEM) 2019

32

41

Countries that have made little or no progress in tackling corruption have a score of 32 compared to the average regional score of 32.

# » project 02

## booklet, poster, infographics, ads

### kafeeröster campaign

The **Deutsche Röstergilde**, the German Roaster's Guild asked me to tell German coffee drinkers the story of hand-roasted coffee: the history, costs, production, environmental footprint(s), tastes, and what makes hand-roasted coffee exceptional. I spent months reading, interviewing, attending coffee-themed exhibitions to create the Kafeeröster campaign, a blend of posters, infographics and a [48-page booklet](#).

#### » Organisation :

» Deutsche Röstergilde

#### » Services :

» Art direction, Content strategy,  
Editorial design





**Deutsche Röstergilde distributed 500,000+ leaflets to coffee fairs, local roasters and Crema, a German magazine for coffee lovers.**

### ARABICA UND ROBUSTA

Von den mehr als 120 Arten der Kaffeepflanze sind nur zwei Arten und ihre zahlreichen verschiedenen Sorten für die internationale Kaffeeproduktion von Bedeutung. Die vorrangig in höheren Lagen wachsende Art *Coffea arabica* macht annähernd 70 Prozent der Weltproduktion aus. Die im Tiefland wachsende Art *Coffea canephora* bringt Robusta-Sorten hervor und steht für den verbleibenden Teil der weltweiten Kaffeeproduktion.

1400 1200 1000 800 600 400 200	>800	70% WELTPRODUKTION	ANFÄLLIG	PFLEGEINTENSIV	ARABICA
	HOCHLAND	GESCHWUNGENER SCHNITT	NIEDRIGER KOFFEINGEHALT	MILDER GESCHMACK	
	TEUER				
<800	30% WELTPRODUKTION	RESISTENT	PFLEGELEICHT	ROBUSTA	
FLACHLAND	GERADER SCHNITT	HOHER KOFFEINGEHALT	BITTERER GESCHMACK		
GÜNSTIG					

www.deutsche-roestergilde.de

# » project 03

## flyers & infographics

### photocircle

**Photocircle** is an e-commerce platform that sells art prints and donates part of the proceeds from every item sold to a developmental project in the region where the art was taken or developed. I helped Photocircle create printed marketing materials for its 2018 campaign, “We put people back into the picture.”

- ✂ **Company :**
  - » circle concepts GmbH
- ✂ **Services :**
  - » Art direction, Content strategy,  
Marketing design





The campaign's two flyers and info poster follow the same style guide I created in 2017 for Photocircle's rebranding and website redesign. This strategic choice was important for maintaining consistency between online and print visuals.

# PHOTOCIRCLE

**We put people back in the picture!**

With each art print you buy, we support humanitarian and development projects all over the world.

**11 ACTIVE PROJECTS**   **67 PROJECTS FINANCED**

**€40,000 DONATED SO FAR**

For example:

<p><b>1</b></p> <p><b>USA</b></p> <p>With €500, we were able to provide support of human trafficking in the USA with a higher education or professional job training from without support and training programs, so they can begin a new life.</p> <p>€950</p>	<p><b>2</b></p> <p><b>GUATEMALA</b></p> <p>This project helped 70 families in Guatemala with access to clean water. For €2,350 we were able to buy 70 water filters.</p> <p>€2,350</p>	<p><b>3</b></p> <p><b>BRAZIL</b></p> <p>This project granted the three-year-old Bob a guardianship for one year. Plus sponsorship support (clothing) and provided Bob with the most important things he needed for life.</p> <p>€340</p>	<p><b>4</b></p> <p><b>MALI</b></p> <p>This project contributed to humanitarian help for refugees from Mali. The UNHCR brought refugees from the dangerous border regions to the island and provided them with the most important things they needed for life.</p> <p>€500</p>
<p><b>5</b></p> <p><b>SOUTH AFRICA</b></p> <p>With this project we were able to provide life support for a young boy who had developed a drug resistance with medical treatment.</p> <p>€260</p>	<p><b>6</b></p> <p><b>KENYA</b></p> <p>€200 helped to build and improve a school in Kenya. For €250, we were able to give 50 farmers an acre of land each and to dig a borehole to provide them with clean water for drinking and irrigation.</p> <p>€500</p>	<p><b>7</b></p> <p><b>MEDITERRANEAN SEA</b></p> <p>With €2,000 we supported four boats in helping to bring refugees off the dangerous coast.</p> <p>€2,000</p>	<p><b>8</b></p> <p><b>GERMANY</b></p> <p>By supporting the German Red Cross with €2,250, we helped ensure the individual training for children with a migration background in Berlin.</p> <p>€2,250</p>
<p><b>9</b></p> <p><b>SYRIA</b></p> <p>With €2,000 we brought much needed winter CARE packages for refugee families from Syria, including warm, heavy blankets, winter clothing and medicines.</p> <p>€2,000</p>	<p><b>10</b></p> <p><b>AFGHANISTAN</b></p> <p>With €1,000 we were able to fund school education for 50 female 12 graders in Afghanistan for an entire year!</p> <p>€1,000</p>	<p><b>11</b></p> <p><b>INDIA</b></p> <p>We supported a solar lighting school in Rajasthan, India for a year! With this 99 dollars we were able to buy solar panels to provide light for a school, education, and to help with the lighting.</p> <p>€900</p>	<p><b>12</b></p> <p><b>PHILIPPINES</b></p> <p>In the Philippines we provided emergency relief for the victims of typhoon Yolanda with €200 helping drinking water, tents, blankets, food and medicines.</p> <p>€600</p>

[www.photocircle.net](http://www.photocircle.net)

Follow us on:

# » project 04 promo posters

## beer bang

**Beer Bang** is a space-themed bar and brewery in Messina, Italy. I was asked to illustrate and design promotional posters for its opening night. Inspired by Sicilian playcard figures, I created a series of beer drinking Astronaut posters.

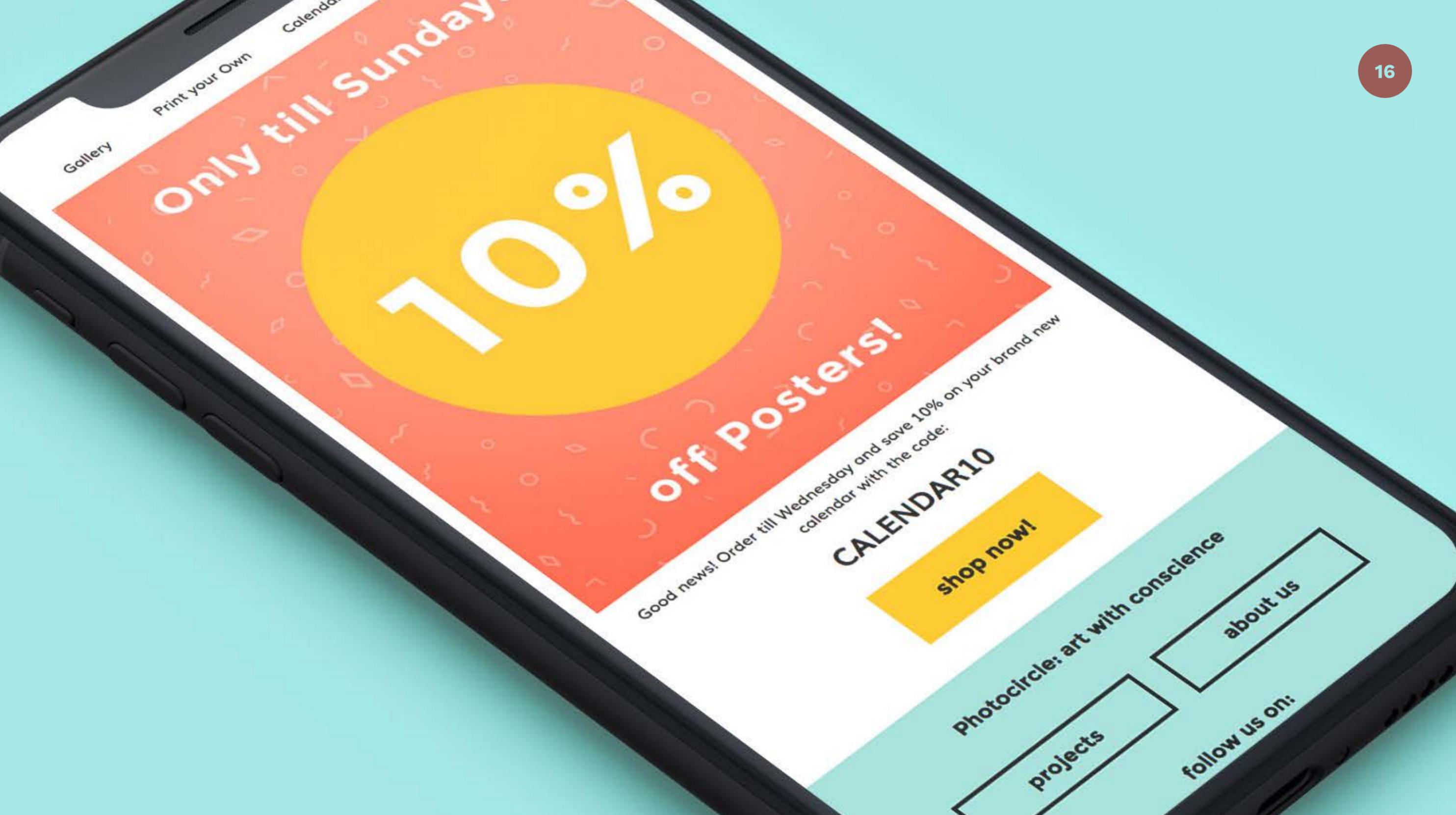
» **Company :**

» Beer Bang

» **Services :**

» Art direction, Illustration, Marketing design





**marketing and advertising design**

# » project 01 social media campaign



## world whistleblowers' day 2020

I developed the visual strategy behind **Transparency International's** social media campaign for World Whistleblowers' Day 2020. The campaign was designed for Twitter, Facebook, [Instagram](#) and LinkedIn. It encouraged governments, organisations and citizens to actively support all the brave individuals who have come forward and exposed wrongdoings.

- » **Organisation :**
  - » Transparency International
- » **Services :**
  - » Art Direction, Content strategy, Graphic design, Illustration

Whistleblowers | How can citizens support them?

# DONATE

to organizations that help them with legal, financial, media, social support

Whistleblowers | How can citizens support them?

# SHARE THEIR CONCERNS

and help keep the focus on revelations

Whistleblowers | How can citizens support them?

# SHOW SOLIDARITY

on the streets or social media

Whistleblowers | How can governments protect them?

# ADOPT LAWS

that effectively protect whistleblowers, following international guidelines

Whistleblowers | How can governments protect them?

# ENFORCE THE LAWS

and prosecute those who retaliate against whistleblowers

Whistleblowers | How can governments protect them?

# IMPLEMENT THE LAWS

and safe, accessible reporting channels

Whistleblowers | What can organisations do to protect them?

encourage employees to

# SPEAK UP

about wrongdoing

Whistleblowers | What can organisations do to protect them?

# INVESTIGATE

reports received and keep whistleblowers updated

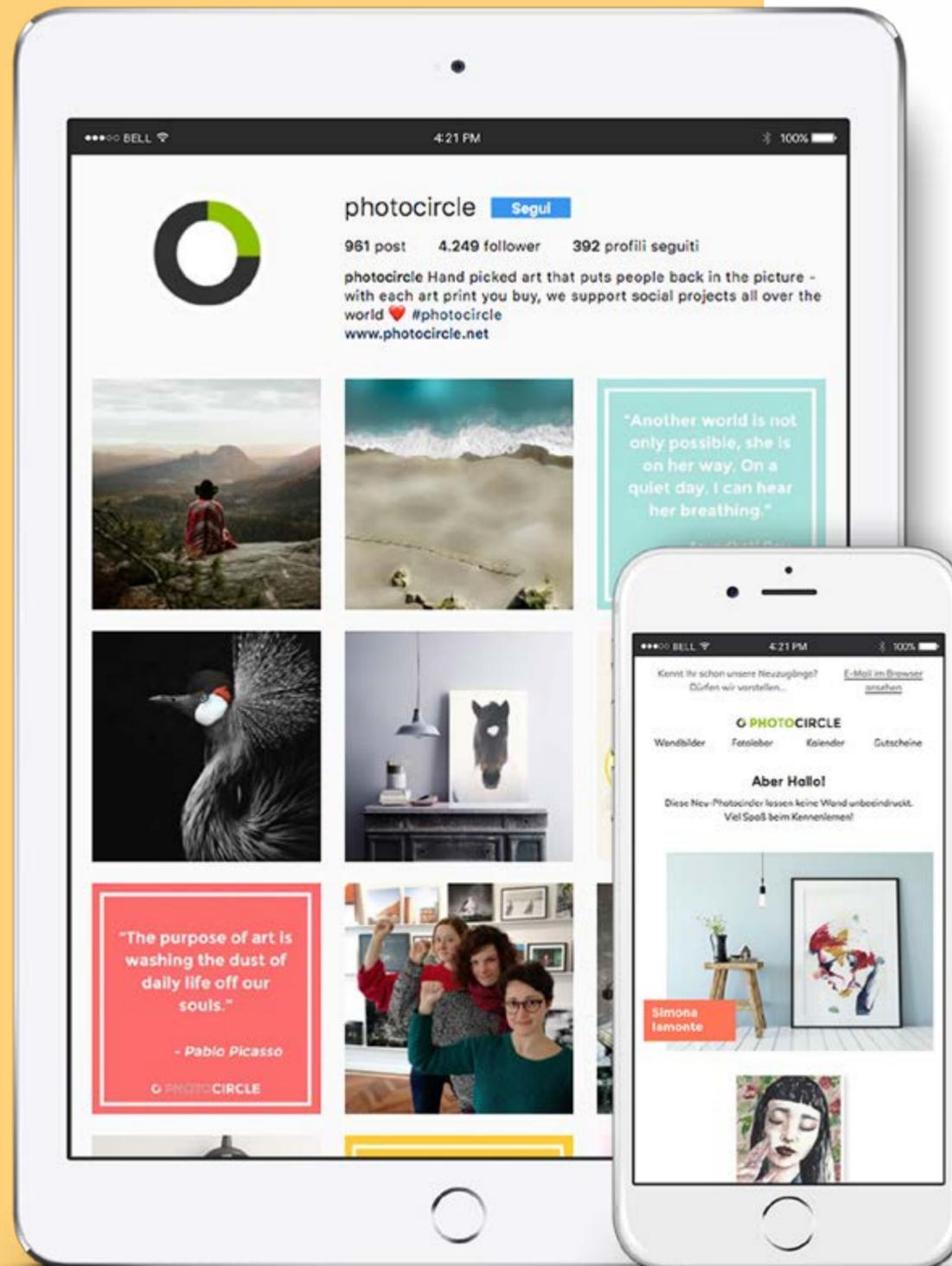
Whistleblowers | What can organisations do to protect them?

# ACTIVELY PROTECT

those who speak up from retaliation

I created a wide range of graphics for multiple social media channels that were consistent with the style, tone, voice and illustration guidelines of TI's 2020 Design & Visual guidelines.

# » project 02 newsletter & social media imagery



## photocircle

Part of my rebranding strategy for **Photocircle** was to standardize imagery, messaging, tone, and values across all communication channels. This was the final step for transitioning the company's online presence from its old brand to new.

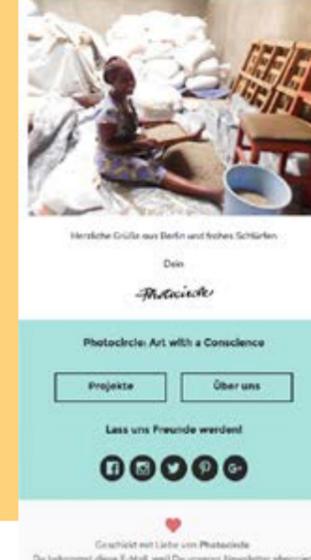
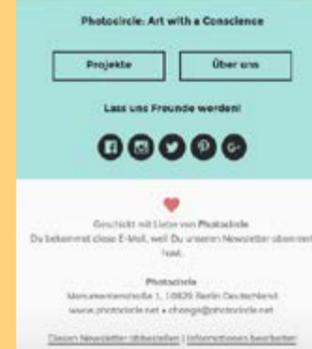
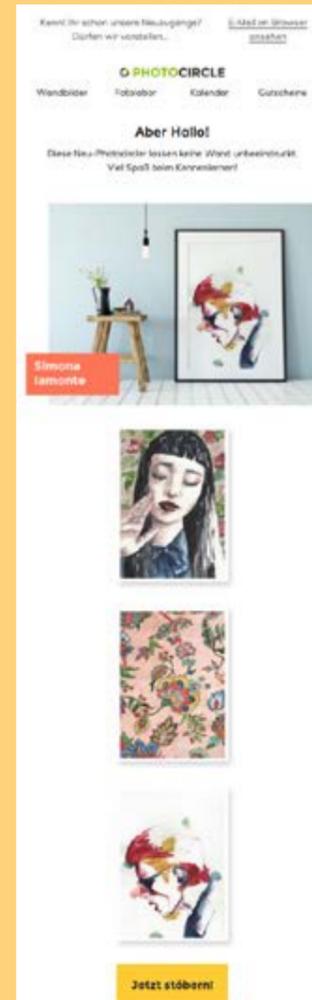
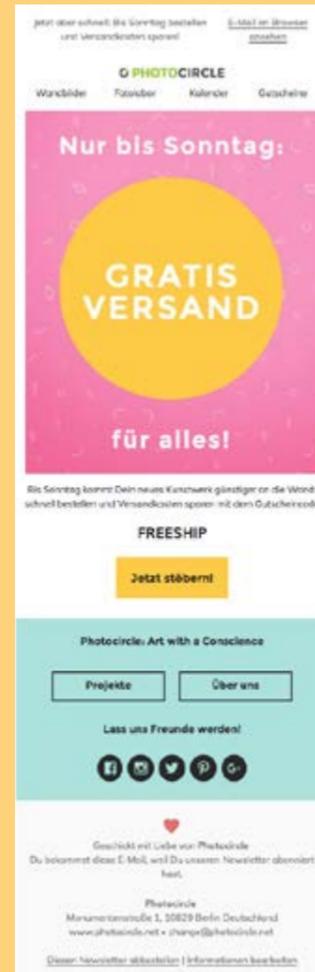
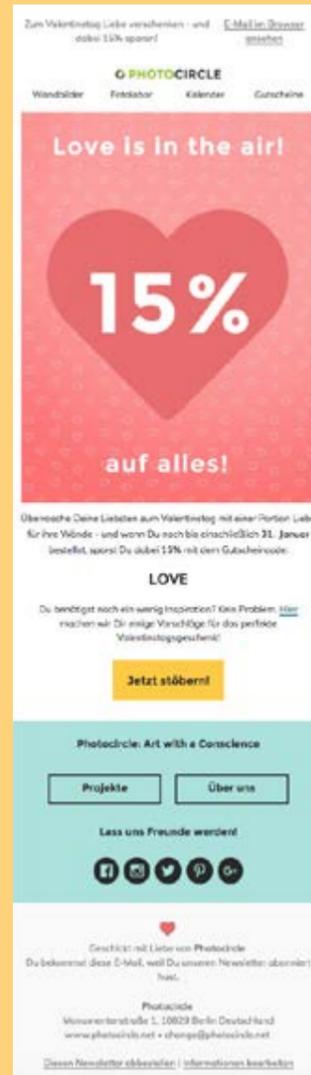
- » **Client :**
  - » circle concepts GmbH
- » **Services :**
  - » Art direction, Content strategy, Marketing design

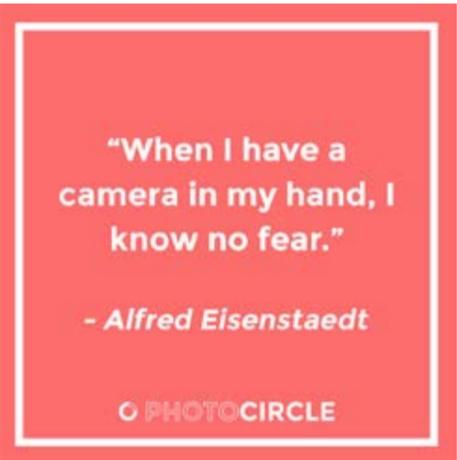
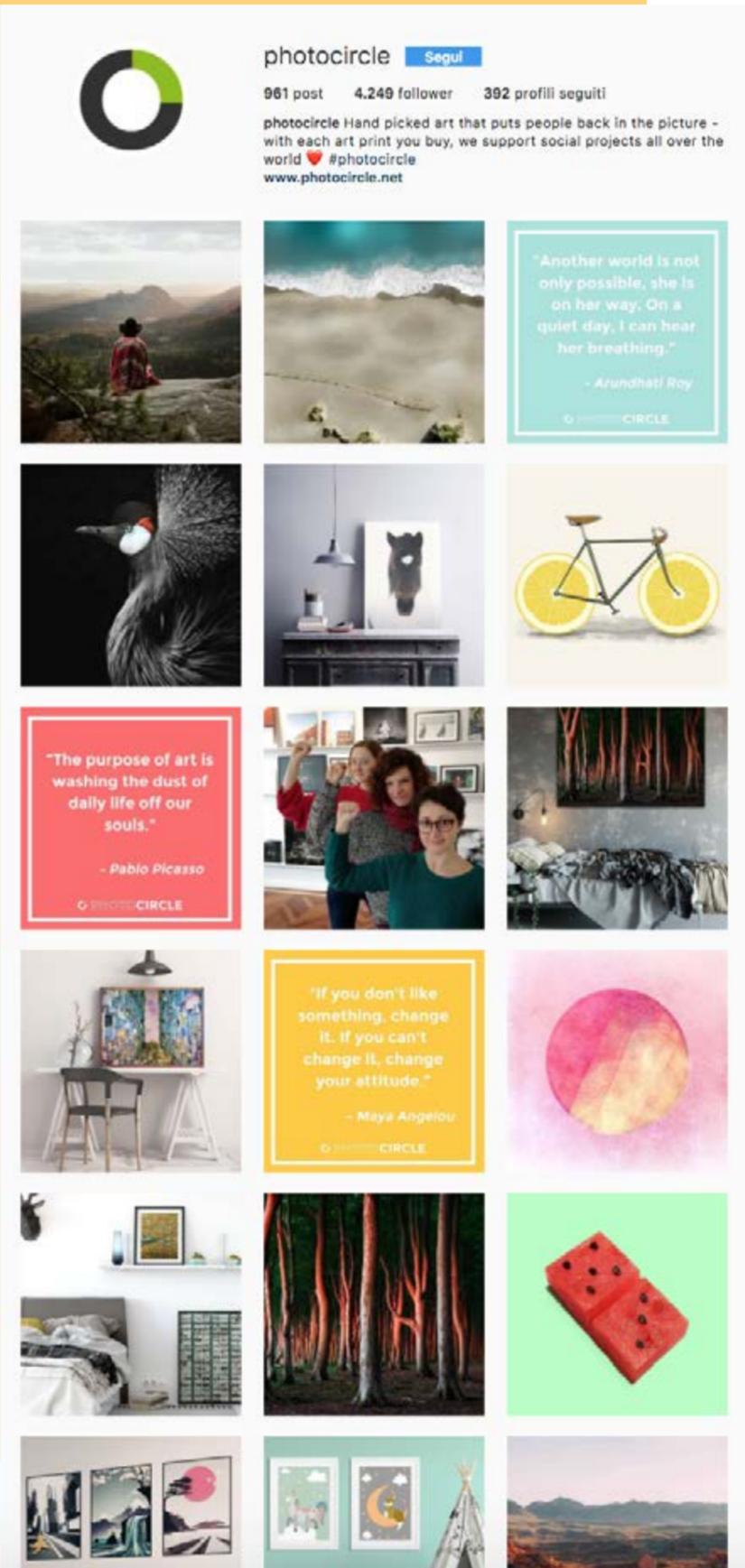
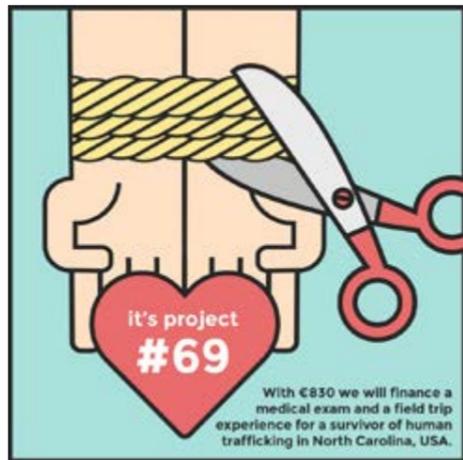


Every channel and its assets had to be aligned with Photocircle's new rebranding and marketing strategy, starting with its weekly newsletter and all mail communications.

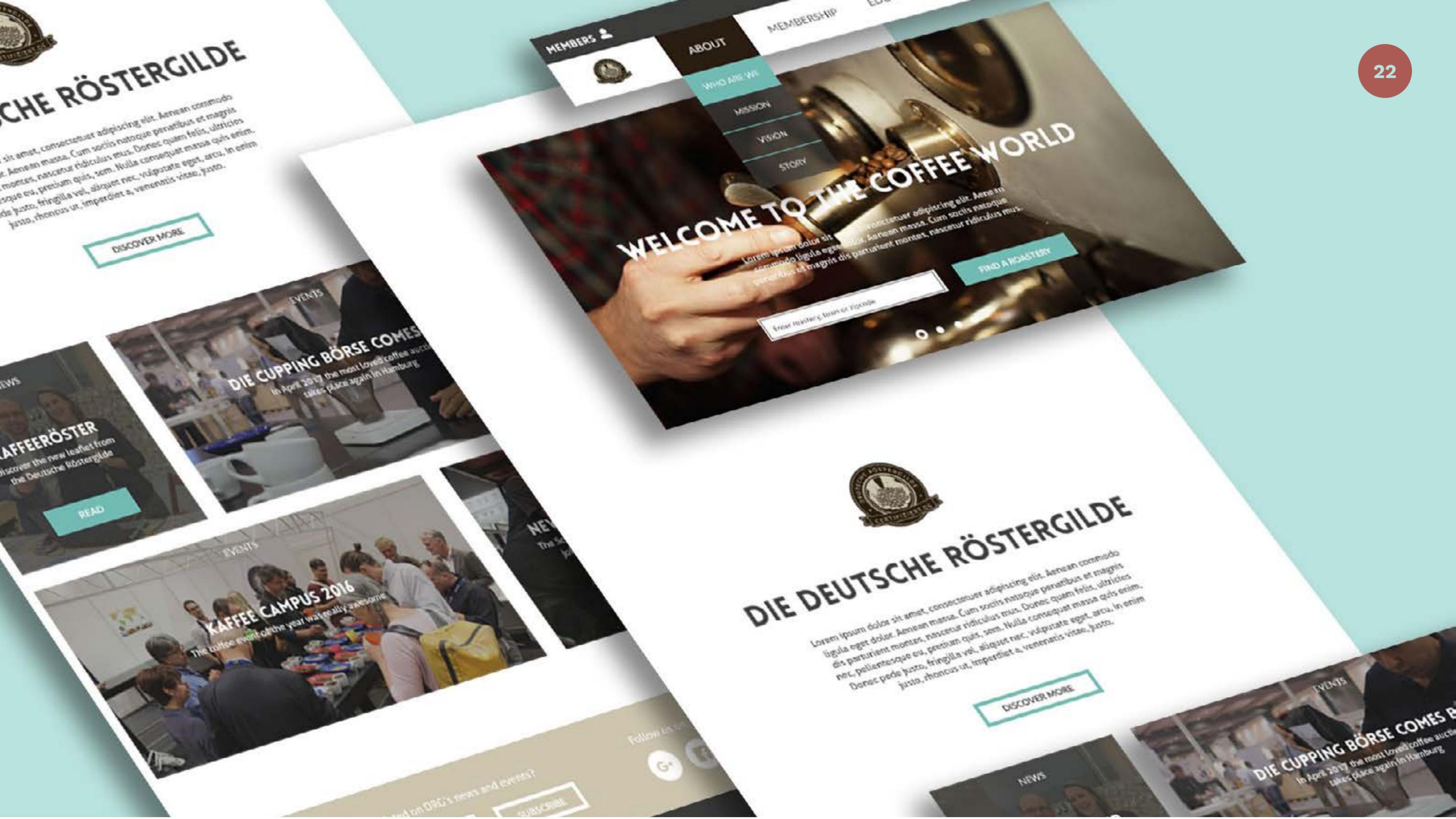
I drafted, designed and coded the newsletter. My goal was to ensure Photocircle had consistent, compelling imagery before the newsletter's launch.

Because I prepared everything in advance according to the marketing plan, I was able to ensure Photocircle had a consistent brand identity that would stick with customers' minds.





**I prepared graphics, images and tone of voice for every social media channel. Since Facebook, Instagram and Twitter all have their own style guidelines (e.g. image sizing and text limitations), I needed to ensure that every image was customized to fit each page. I prepared all the rebranded material so I could deliver a cohesive message, with no risk of confusion.**



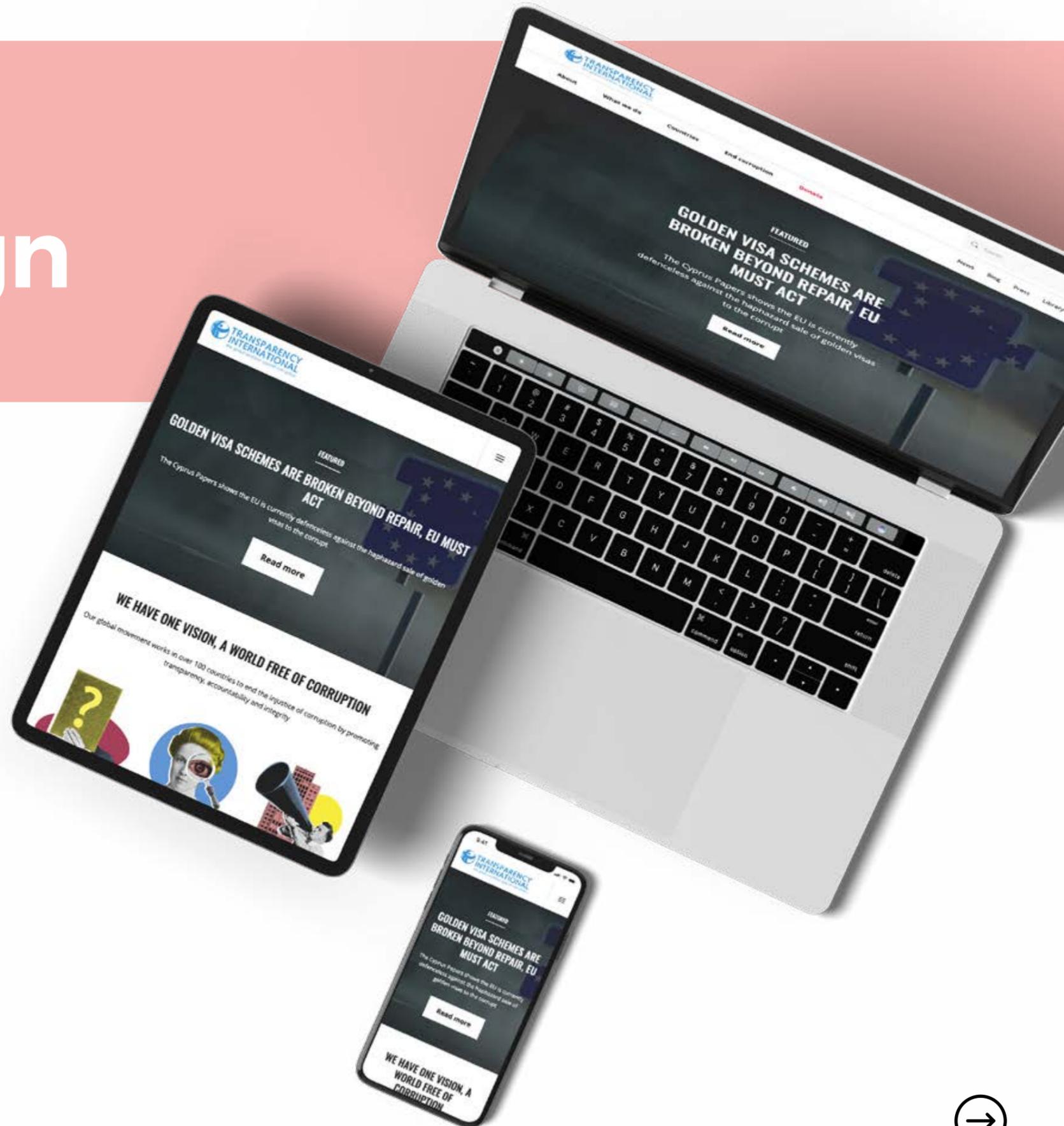
UI, UX and web design

# » project 01 website redesign

## transparency international

In December 2018, **Transparency International** officially began to redesign its [global website](#). Its old website (partially updated in 2012) was responsive for only 10 percent of page content, didn't comply with any accessibility guidelines and provided a poor user experience for mobile devices.

- » **Organisation :**
  - » Transparency International
- » **Services :**
  - » User research, UI/UX Design, Graphic design, Illustration



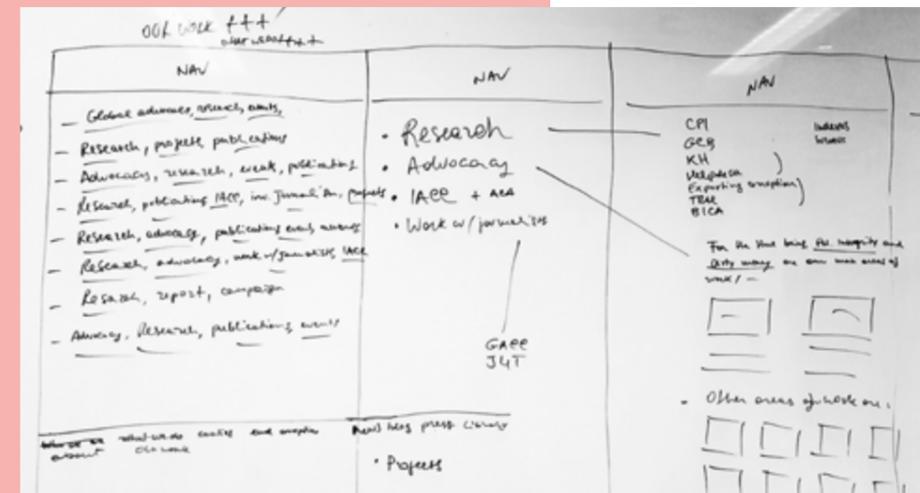
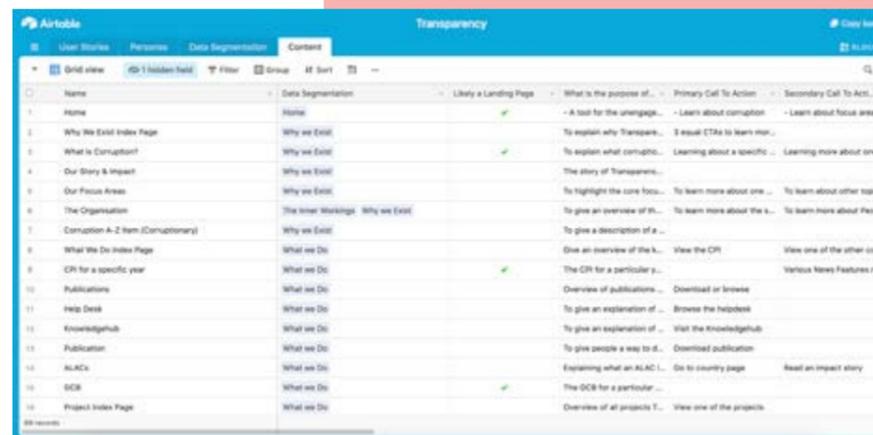
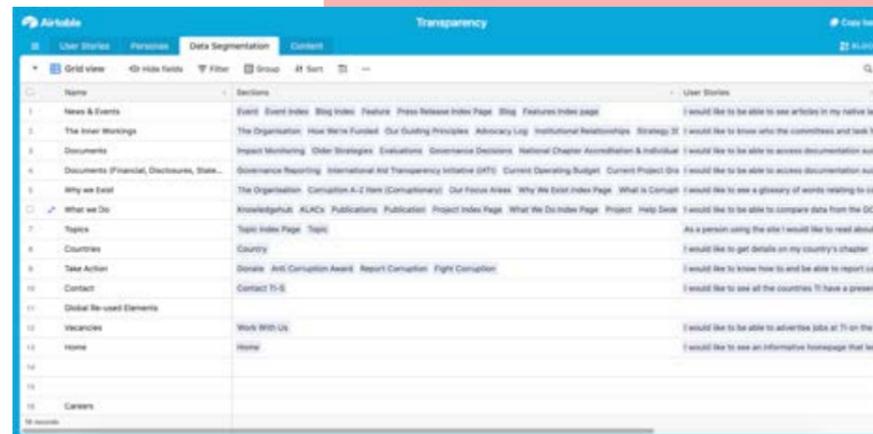
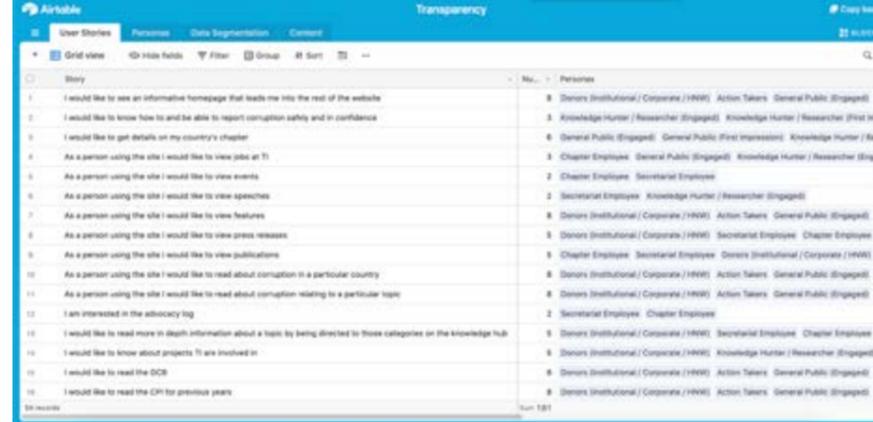
In my kickoff meeting with the redesign's project manager and developers, the first thing we did was ask: who are we making the new website for? Who is our target audience?

We utilized Airtable, a collaborative web platform to develop a range of personas, each with a different priority level.

We created user journeys, identifying features and requirements for improved navigation. Finally, we constructed a new information architecture (IA).

I organized focus groups and card sorting workshops to redefine content hierarchies and better organise the IA, with a sharper sitemap and data segmentation.

I incorporated POV mad libs throughout the process to define problems and gather insight for defining requirements and features for the UI and content.



<p><b>Knowledge Hunter / Re...</b></p> <p>IMPORTANCE ★★★★★</p> <p>ACQUISITION CHANNEL Search Engine Via Another</p> <p>FAMILIARITY WITH TRANSPAREN... Low</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES</p>	<p><b>Knowledge Hunter / Re...</b></p> <p>IMPORTANCE ★★★★★</p> <p>ACQUISITION CHANNEL Search Engine Via Another</p> <p>FAMILIARITY WITH TRANSPAREN... Medium</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES</p>	<p><b>General Public (First Im...</b></p> <p>IMPORTANCE ★★★★★</p> <p>ACQUISITION CHANNEL Social Media Search Engine</p> <p>FAMILIARITY WITH TRANSPAREN... Low</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES Probably new users, interested and want to learn more. Our goal is to turn them into actively engaged users</p>	<p><b>General Public (Engage...</b></p> <p>IMPORTANCE ★★★★★</p> <p>ACQUISITION CHANNEL Search Engine Social Media</p> <p>FAMILIARITY WITH TRANSPAREN... Medium</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES Aware of the brand and keeping up to date</p>	<p><b>Action Takers</b></p> <p>IMPORTANCE ★★★★★</p> <p>ACQUISITION CHANNEL</p> <p>FAMILIARITY WITH TRANSPAREN... High</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES Taking action Includes Whistleblower Not adding an acquisition ...</p>
<p><b>Donors (Institutional / ...</b></p> <p>IMPORTANCE ★★★★</p> <p>ACQUISITION CHANNEL Direct Search Engine Via</p> <p>FAMILIARITY WITH TRANSPAREN... High</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES</p>	<p><b>Secretariat Employee</b></p> <p>IMPORTANCE ★★★★</p> <p>ACQUISITION CHANNEL Search Engine Direct So</p> <p>FAMILIARITY WITH TRANSPAREN... High</p> <p>USER STORIES I would like to automate the tr</p> <p>NOTES</p>	<p><b>Chapter Employee</b></p> <p>IMPORTANCE ★★★</p> <p>ACQUISITION CHANNEL Search Engine Via Another</p> <p>FAMILIARITY WITH TRANSPAREN... High</p> <p>USER STORIES I would like pages to load quick</p> <p>NOTES</p>		

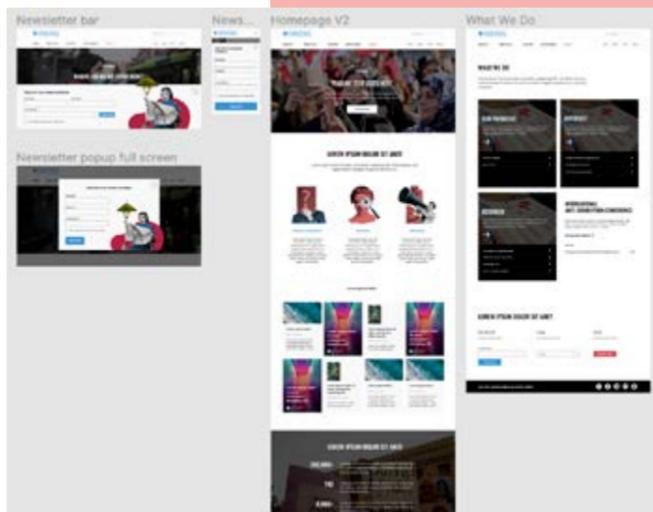
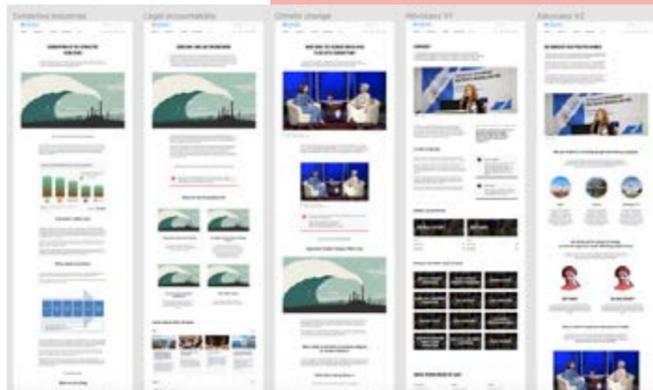
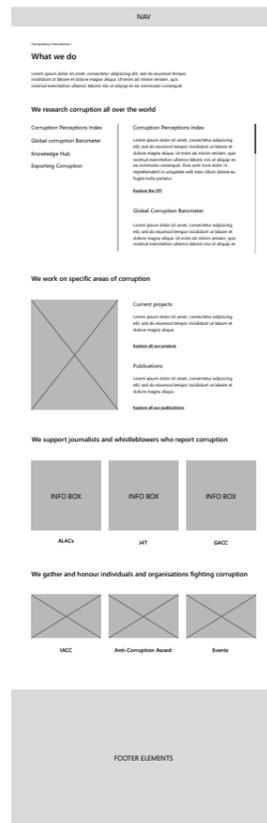
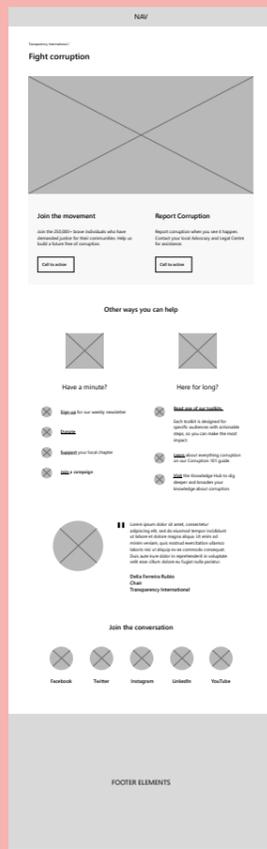
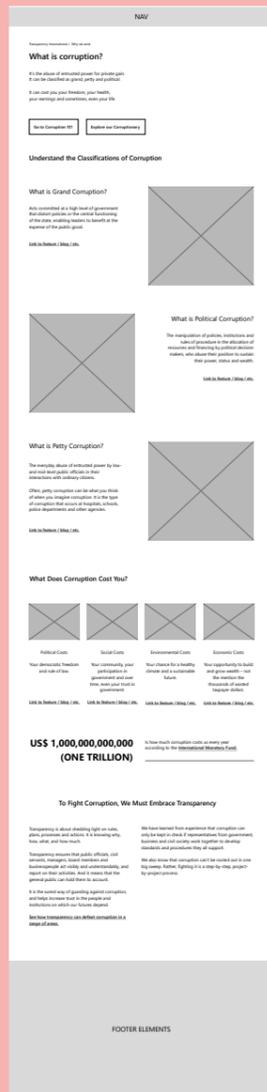
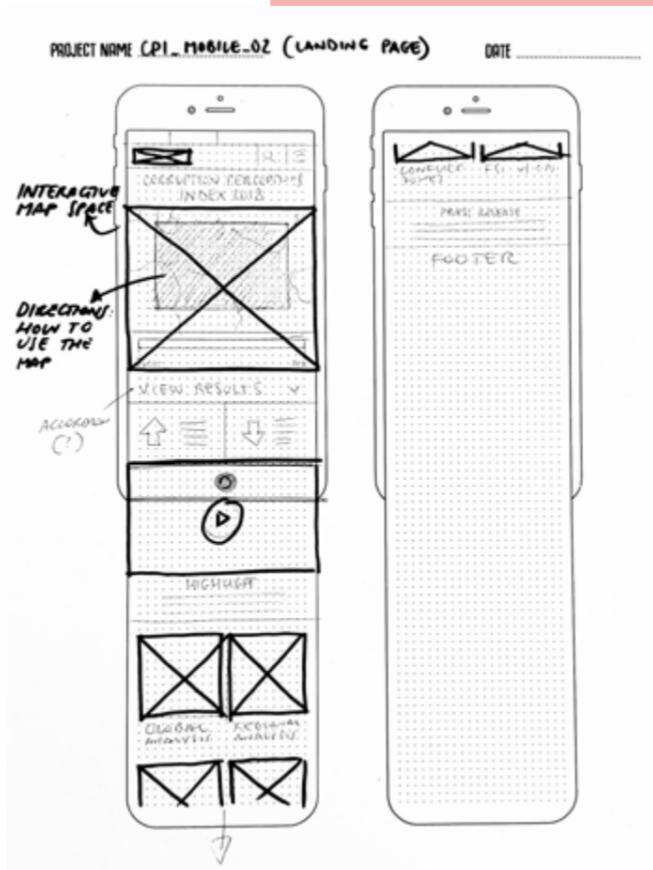
## Research

- » Personas
- » User stories
- » Features & requirements
- » Focus groups
- » Card sorting
- » POV mad libs

## IA

- » Data model
- » Data segmentation
- » Sitemap

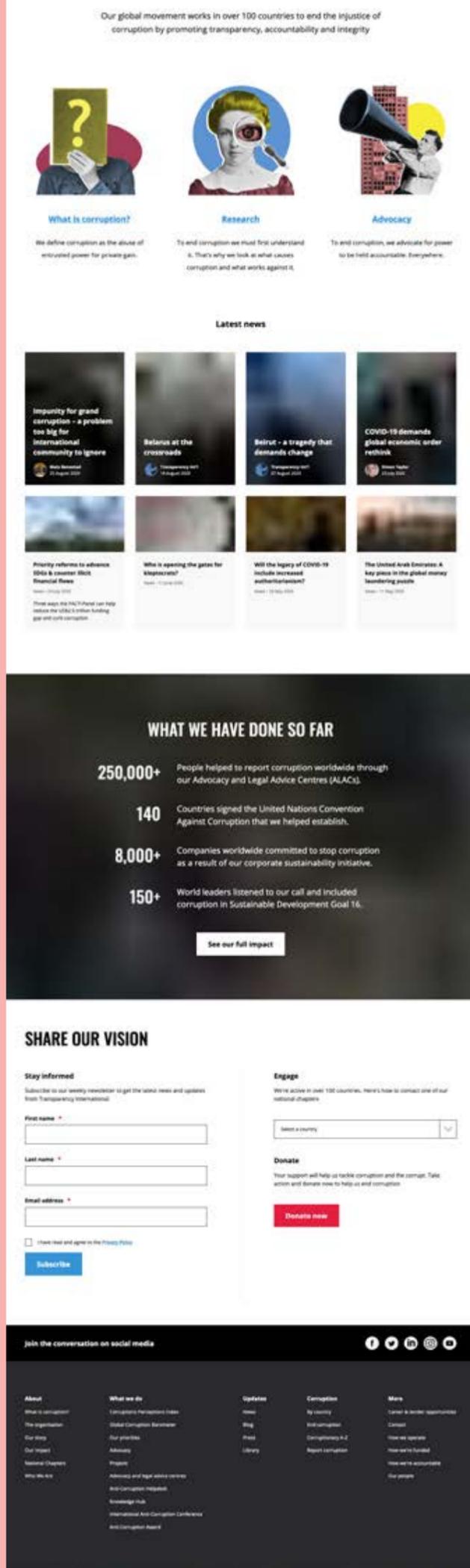




- UX & UI
- » Sketches
- » Wireframes
- » Components & Patterns
- » Templates
- » Prototypes

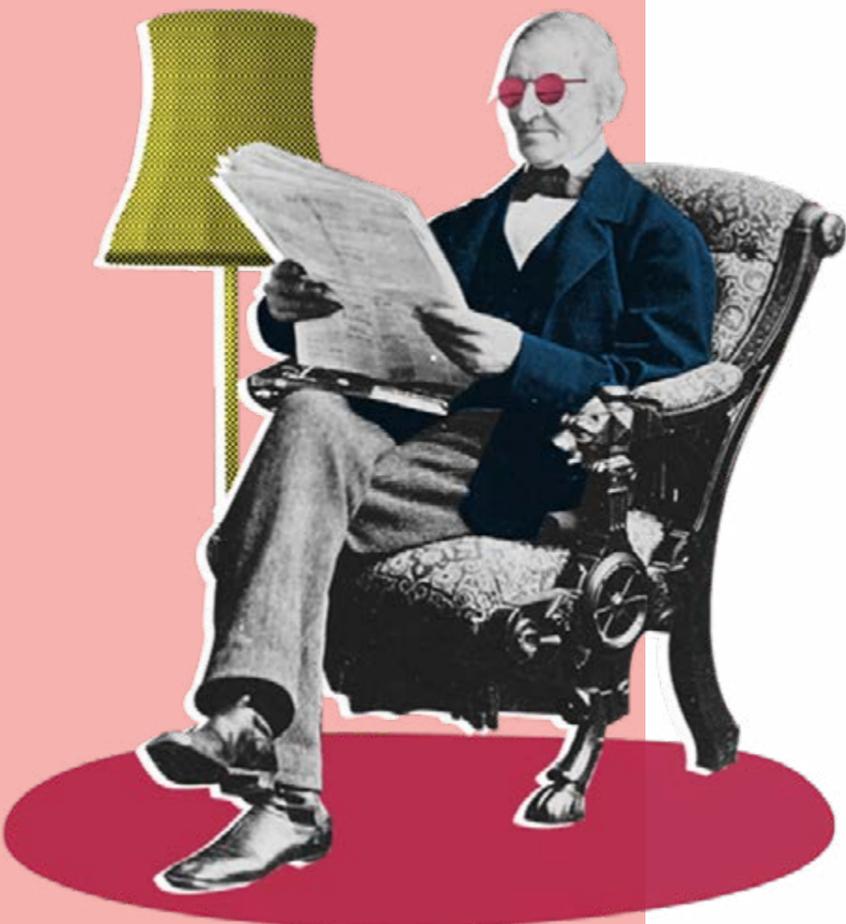
I champion an iterative approach. During the early design phase, I frequently hand-drew concept sketches and created Low-Fi wireframes to ensure my users and stakeholders approved of my vision before generating pixel-perfect prototypes.





### Visual design & Illustration

- » Colour palette
- » Typography
- » Component library
- » Iconography
- » Illustration

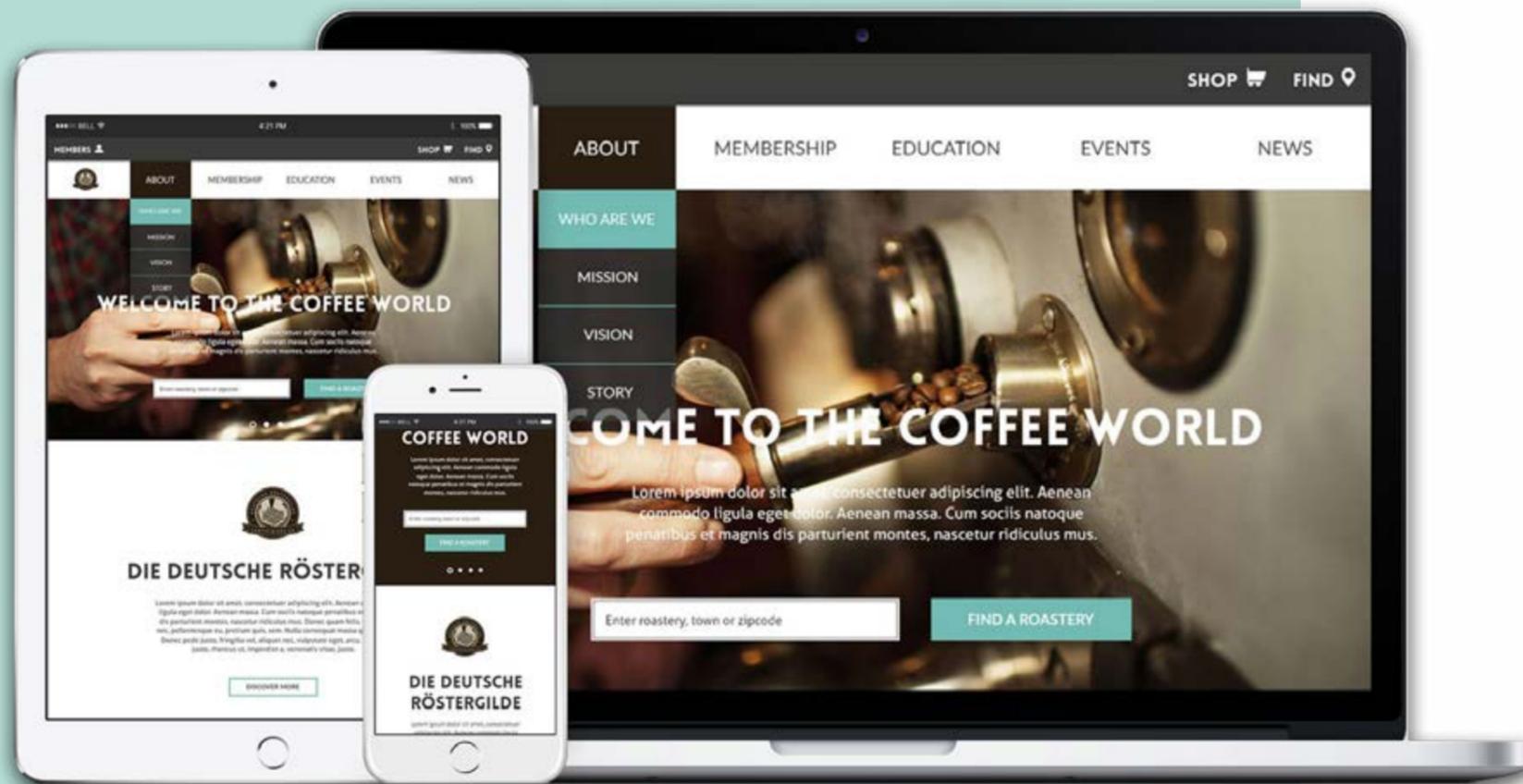


After the prototype and test phase, I assessed all the patterns and components of approved wireframes to create a big-picture design system for the new website.

My blueprint established a fresh UI palette that integrated the primary and secondary palettes from the original visual guidelines and new icons and collateral illustrations, which followed TI's original style.



# » project 02 website redesign



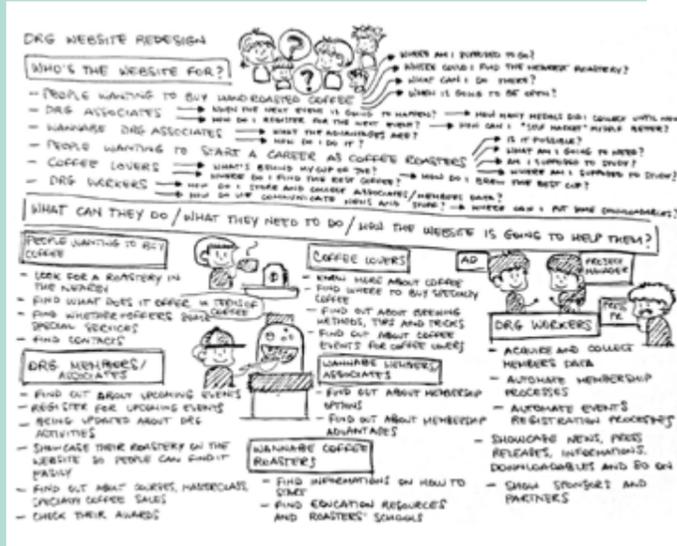
## deutsche röstergilde

After the *Kaffeeröster* campaign success, the **Deutsche Röstergilde** asked me to redesign their [website](#). I needed to create a new consistent brand while following the same style guide I crafted for the booklet and storytelling campaign.

- » **Organisation :**
  - » Deutsche Röstergilde e.V.
- » **Services :**
  - » User Research, Content strategy, UI/UX design



During the research phase of the redesign, I relied on hand-drawn sketches to define personas and user journeys rather than high-end presentations. This was a deliberate choice to make the best use of my client's budget and timeline.



**USER JOURNEY 2 USER PERSONA: MARCO'S THE HIPSTER ROASTER**

NEED: WANTS TO BROADEN HIS KNOWLEDGE ABOUT ROAST PROFILES  
 NEED: WANTS TO BE INFORMED ABOUT WORKSHOPS AND EVENTS IN THE NEARBY  
 NEED: WANTS TO EASILY SIGN UP FOR EVENTS, WORKSHOPS, ETC.

STAGE OF JOURNEY	LOOKS FOR INFOS		TRIES TO REGISTER	LOOKS FOR INFOS	TRIES TO REGISTER		
ACTIVITIES	GOES TO GOOGLE LOOKING FOR "ROASTING WORKSHOPS"	CLICKS ON THE 1ST RESULT BUT FINDS OUT IT'S TOO FAR AWAY	GETS BACK TO GOOGLE AND CLICKS ON THE 2ND RESULT, BUT FINDS OUT THE EVENT HAS ALREADY HAPPENED	GETS BACK TO GOOGLE AND CLICKS ON THE 3RD RESULT AND FINDS SOMETHING INTERESTING	CLICKS ON THE COURSE PAGE TO GET MORE INFO BUT FINDS THE REGISTRATION PRICES IS LONG AND CONFUSING	GETS BACK TO GOOGLE AND CLICKS ON THE 4TH RESULT, BUT FINDS HE HAS TO CALL TO REGISTER	CALLS THE NUMBER, BUT TODAY ANSWERS AFTER TWO ATTEMPTS
FEELINGS & NEEDS	HOPES HE CAN FIND SOMETHING IN ONE SEARCH	ANNOYED BY THE FACT THE HOUSE ARE NOT IMMEDIATE	READY TO TRY AGAIN BUT NOT TOO HAPPY ABOUT RESULTS	HAPPY TO FIND SOMETHING INTERESTING	FELICITATED AT LONG REGISTRATION TIME	HAPPY TO FIND A PHONE NUMBER	FELICITATED AND DEFTENT
OPPORTUNITIES FOR IMPROVEMENT	<ul style="list-style-type: none"> <li>UNIQUE EVENTS &amp; WORKSHOPS CALENDAR</li> <li>FILTERS FOR AREA / CITY / ZIP CODE + DISTANCE IN KM</li> <li>MAINTAIN USE WITH PREFERENCES</li> <li>POSSIBILITY TO REGISTER ONLINE &amp; EVENTUALLY PAY WITH CREDIT CARD OR BANK TRANSFER</li> </ul>						

- » Scenarios
- » Personas
- » User journey
- » Features & requirements

During the kickoff meeting, the general secretary, project manager, web developer, content specialist and I discussed overall priorities and, due to time restraints, agreed to arrange a focus group of different web users.

The focus group helped me better understand Deutsche Röstergilde's audience—their goals, needs, and frustrations.

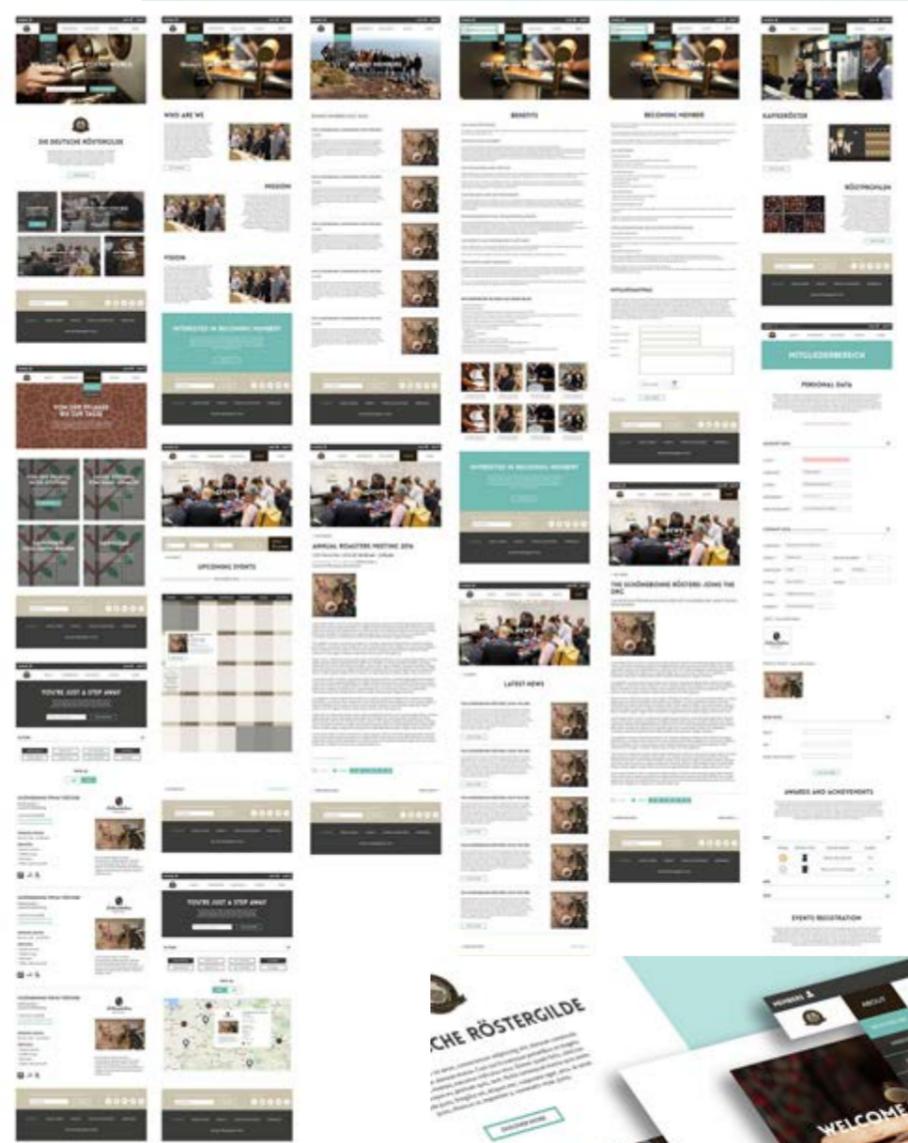
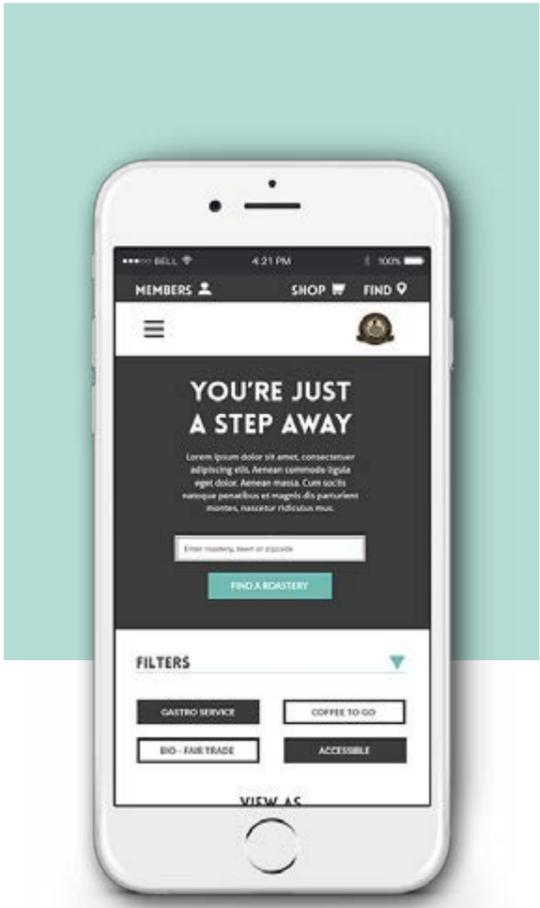
Since the user is always my priority I developed storyboards to distinguish user scenarios and personas. I chose three personas: the coffee lover, DRG member and DRG team member., and created unique journey maps for each persona.



The most important feature of the new website was the internal search engine, which needed to be easily accessible on mobile devices.

So, I designed the website using a sleek mobile-first approach.

It is minimal yet compelling. And the larger the screen, the more my design enhances.



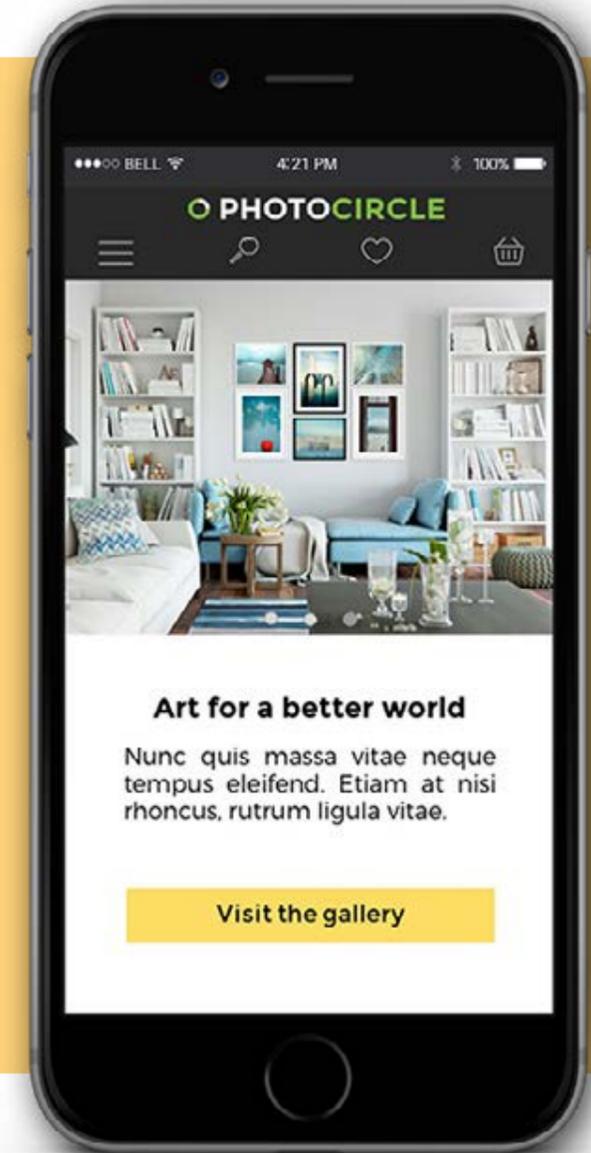
- » UI Design
- » Sketches
- » Hi-Fi wireframes
- » Look & feel

**I am agile and adapt my process based on client needs. To accelerate our efforts, I took an unconventional approach to skip the low-fi prototyping phase. I produced sketches and high-fidelity wireframes - for mobile and desktop - right after the wireframing process and created a true-to-life, half-finished website for user tests weeks ahead of time.**



# » project 02 mobile website redesign

» [download the case study](#)



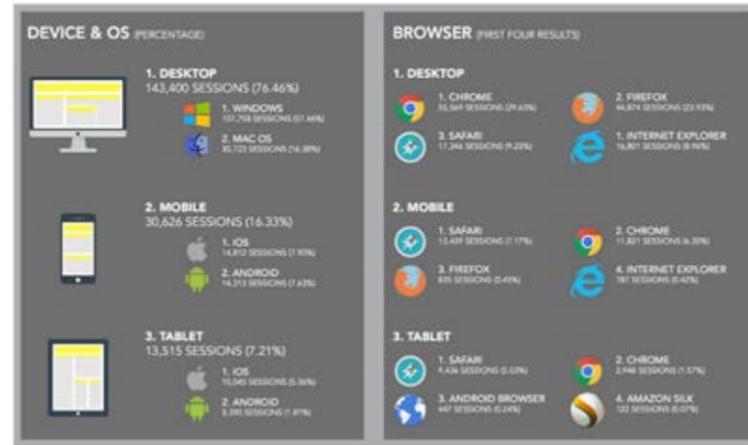
## photocircle

In early 2017, **Photocircle** decided to refresh its website. I became a one-woman UX team. I redesigned the website for customers and photographers. Similar to my work with DRG, my first priority was the mobile site. Photocircle did not have a responsive or operational mobile site at the time.

- » **Client :**
  - » circle concepts GmbH
- » **Services :**
  - » User research, Content strategy, UI/UX design



### Google Analytics REPORT



### Research

- » Data collection
- » Survey
- » Interviews
- » Competitive analysis
- » Heuristic evaluation
- » Empathy mapping
- » Personas
- » User Stories
- » Features & requirements

Together with Photocircle’s CEO, content specialist and web developer, I conducted a preliminary MoSCoW analysis to identify priorities for the website redesign process.

We simultaneously gather research about Photocircle’s users. Who are their customers? What are their e-commerce expectations? What usability problems have they faced in their customer journey?

Using Google Analytics and a screener survey, we identified user demographics, preference, shopping habits and technology use. We then supplemented our findings with insights from Hotjar visit recordings and remote one on one interviews.

Finally, we conducted a competitive analysis. We compared our purchasing customer’s user journey to two of our direct competitors and a social enterprise with a similar mission.

### Survey FORM

Survey form containing questions such as: "How often do you use our website?", "What device do you use for online shopping?", "Which website did you buy products or services from in the past 12 months?", and "Which website did you like in particular?".

### Client Website

PHOTOCIRCLE | www.photocircle.net

**LAYOUT / VISUAL DESIGN**

STYLE	MOBILE	RESPONSIVE	HELP
Colors and style are a little bit outdated, overall layout could be more consistent. Icons are not consistent and style-wise very different. Text, media and graphic elements are not organically organized.	Mobile website poorly designed and not correctly implemented. Buying process not available.	Website not entirely responsive.	FAQs: FAQ section is present and fairly exhaustive. HELP SECTION: Help chat present and easily reachable in the homepage but not working (pending). Customer service by email and phone number.
SCORE: ●●○○○	SCORE: ●○○○○	SCORE: ●●○○○	SCORE: ●●○○○

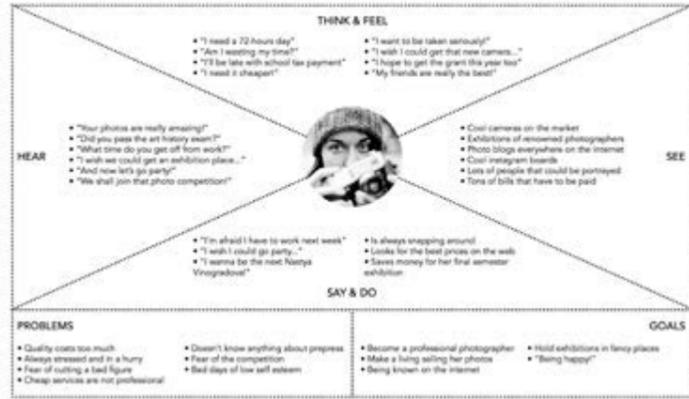
**USABILITY HEURISTICS**

1. Visibility of system status	SCORE: ●●○○○	6. Recognition rather than recall	SCORE: ●●○○○
2. Match between system and the real world	SCORE: ●●○○○	7. Flexibility and efficiency of use	SCORE: ●●○○○
3. User control and freedom	SCORE: ●●○○○	8. Aesthetic and minimalist design	SCORE: ●●○○○
4. Consistency and standards	SCORE: ●●○○○	9. Help users recognize, diagnose, and recover from errors	SCORE: ●●○○○
5. Error prevention	SCORE: ●○○○○	10. Help and documentation	SCORE: ●●○○○

**Since the project wasn't time-sensitive, I conducted in-depth research - collective data from multiple platforms, running screener surveys and conducting remote one on one interviews - to inform my design.**



### Empathy map MARINA THE SHUTTERBUG



### Persona MARINA THE SHUTTERBUG

We transformed our research into real-life personas using Photocircle's website. Each persona was a real or potential customer with unique needs, goals and behavioral patterns.

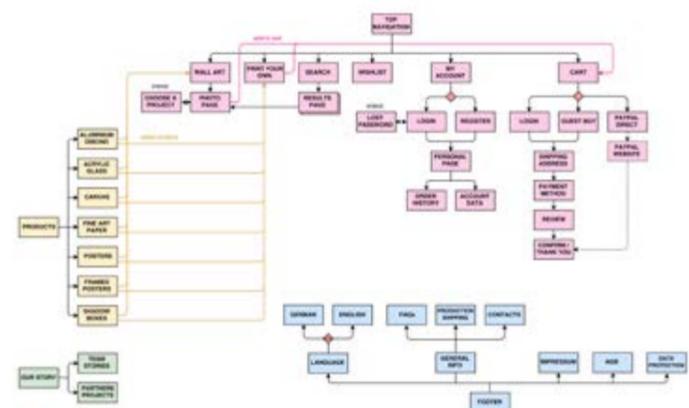
I then created user stories from each persona: short, simple feature descriptions that developed into new features requirements.

In order to create an informed consistent IA, I performed a card sorting exercise with a group of users who represented Photocircle's user personas. This forced us to rethink the website architecture and distinguish mobile from desktop users.

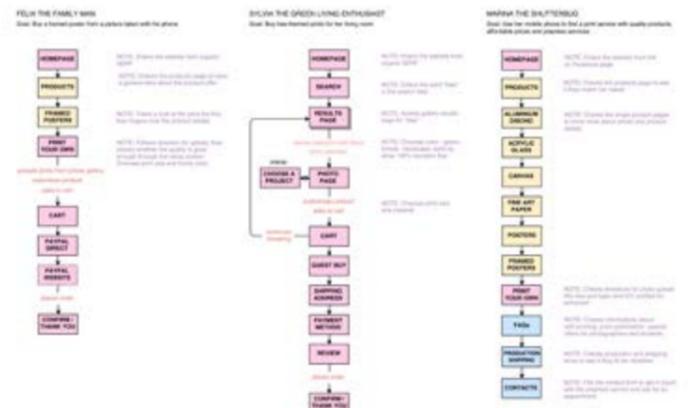
Gallery	As a user, I want to have a rough idea about how many results pages are available so I can quickly determine if what I want is on the website.	Implement a pagination system that shows the number of results pages.
	As a user, I want to be able to browse through different results pages so I can either continue browsing the gallery right where I left off, keep a mental note of an item's location or save bookmark links to specific content.	Implement a pagination system.
	As a user, I want to be able to narrow down the gallery results by categories, color, medium, layout, size and projects and sort the selection by bestseller, new in, older entries, 100% donation and limited editions so I can avoid wasting time when looking for the right picture.	Implement a filtering system to narrow down the gallery results by categories, color, medium, layout, size and projects and sort the selection by bestseller, new in, older entries, 100% donation and limited editions.
	As a user, I want to be able to hide the filters menu so I can have a cleaner gallery view.	Implement a filtering system that can be shown or hidden as desired.
	As a user, I want to know that I can be helped if I have doubts or questions regarding products and different materials so I can choose the right material that fits my apartment style.	Add text box with specific informations about getting help-related help.
Cart	As a user, I always want to keep track of the items I added to cart, so I can keep an eye on what I'm going to buy whenever I want.	Implement a dropdown mini-cart.
	As a user, I want to get a confirmation message everytime I add an item to cart, so I can be sure that I did it right.	Implement an add-to-cart pop-up.
	As a user, I want the "delete" button to be clear and visible, so I can easily remove an item from the cart if I suddenly changed my mind.	Implement a bigger "delete" button.
Checkout	As a user, I want to place my order as a guest customer so I can skip the registration process if I don't want to register.	Implement a guest checkout system.
	As a user, I want to know exactly at what stage of the checkout process I am and how long there is left to go, so I can be sure I'm doing it right and not skipping any important step.	Implement a progress indicator that says exactly at what stage of the checkout process the customer is.

- IA
- » Card sort
- » Sitemap
- » User flow
- UI Design
- » Sketches
- » Wireframes
- » Style guide

### Sitemap PHOTOCIRCLE WEBSITE REDESIGN



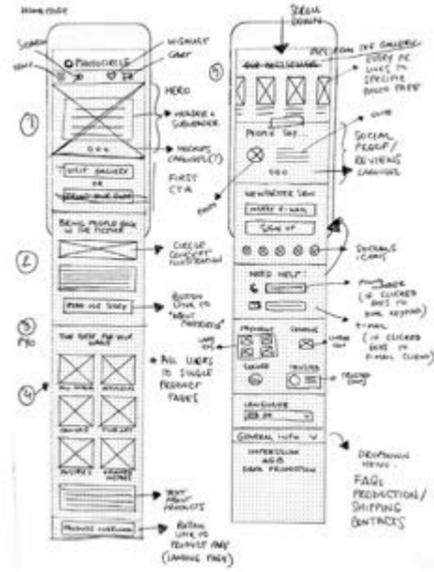
### User Flow PHOTOCIRCLE WEBSITE REDESIGN



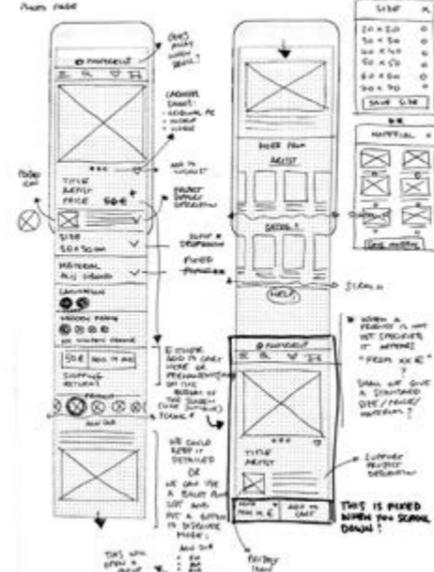
Finally, I created different user flows to determine the location of new features and how future or previous customers would use them.



**Sketches**  
PHOTOCIRCLE WEBSITE REDESIGN



**Sketches**  
PHOTOCIRCLE WEBSITE REDESIGN



**Colors**

Main palette

<b>Coral Reef</b> HEX #FF886D	<b>Mustard</b> HEX #FFD066	<b>Powder Blue</b> HEX #A8E2D0
<b>Bittersweet</b> HEX #F7556	<b>Sungler</b> HEX #FFCC35	<b>Middle Blue Green</b> HEX #80C0CA

Secondary palette

<b>Pastel Red</b> HEX #FF5C5F	<b>Iguana Green</b> HEX #75D886	<b>White</b> HEX #FFFFFF

Grey shades

<b>Charleston Green</b> HEX #292929	<b>Din Gray</b> HEX #666666	<b>Silver</b> HEX #D9D9D9	<b>Subline</b> HEX #EDED

The main palette recalls the RGB triad, foundation of theories of color vision and first model used for color printing by the German engraver Jacob Christoph Le Blon. I chose coral to communicate positivity and friendliness, mustard to represent optimism and creativity, and powder blue - a lighter shade of robin's egg - to suggest self awareness and initiative.

**Typography**

**Header** h1 Montserrat 700 22px  
Line height: 1.35  
Color: #292929

**Subheader** h2 Montserrat 300 18px  
Line height: 1.35  
Color: #292929

**Menu / Buttons** h3 Montserrat 300 16px  
Line height: 1.30  
Color: #292929

**Caption 1** h4 Montserrat 300 14px  
Line height: 1.45  
Color: #292929

**Caption 2** h5 Montserrat 200 12px  
Line height: 1.45  
Color: #292929

**Body** p Multi 300 14 px  
Line height: 1.50  
Color: #292929

Since Montserrat was Photocircle's display font from the beginning, I chose not to change it, but to play with several font weights. Multi is also a display font, but works well on many different things, body text included. I chose it because it mimicked but was readable and balanced.

**Buttons**

Filled buttons      Hover


Outlined buttons


**Field**

\*Email or password is incorrect.  
  
[Forgot the password?](#)

**Accordion**

Element	▼

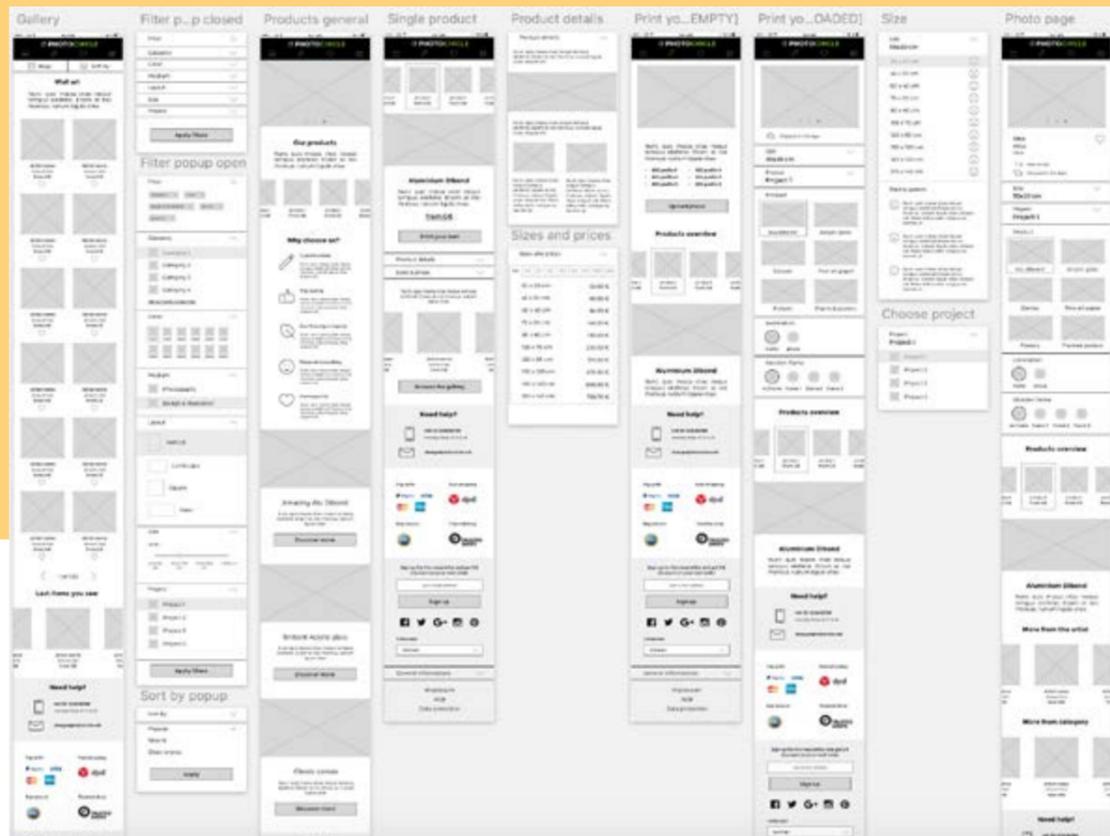
**Icons**

I incorporated the new features into my website architecture before designing wireframes, the backbone of a new website. This enabled me to have a big-picture understanding of where everything was placed before diving into detail.

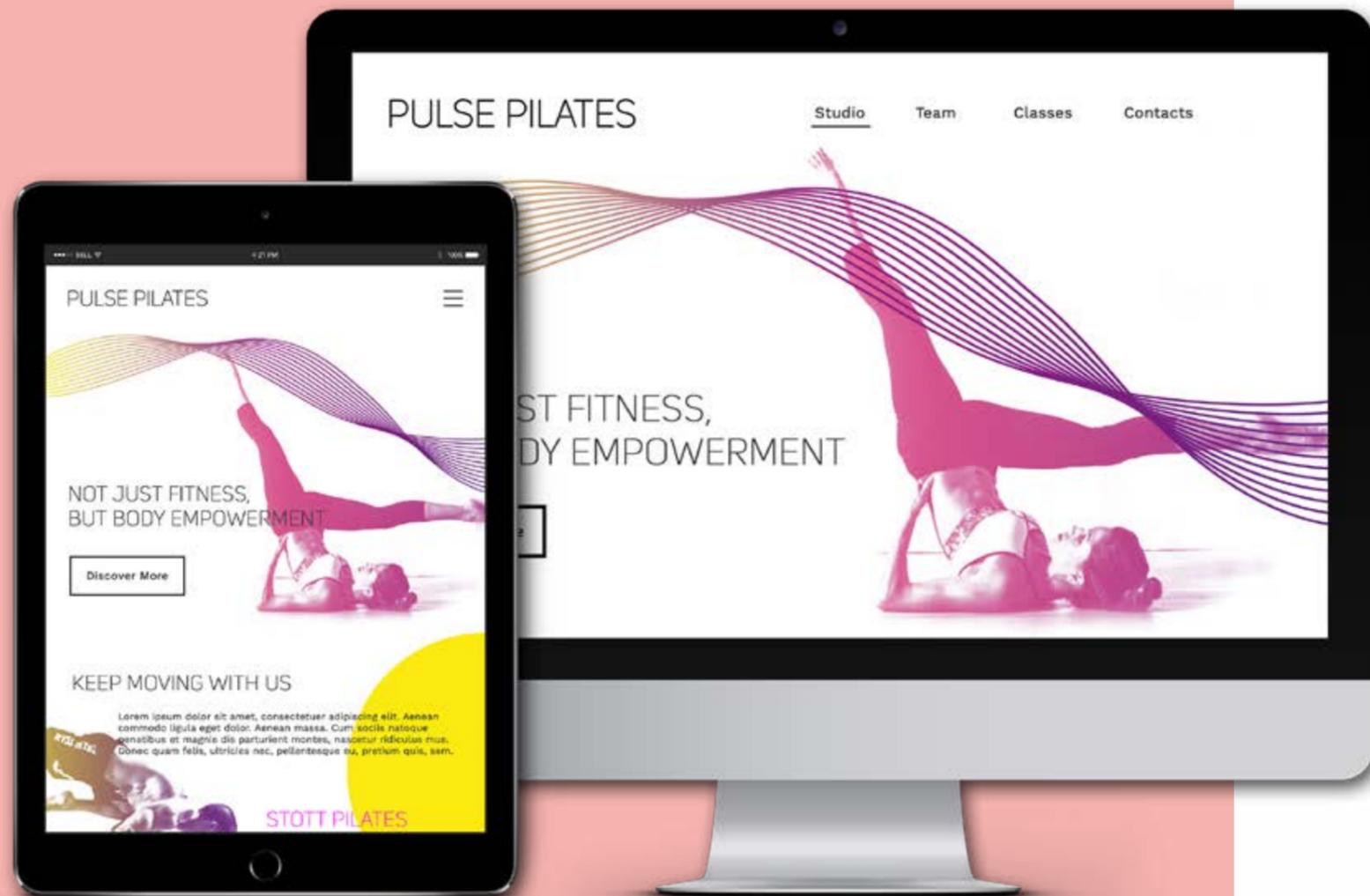
The redesign project was still ongoing in 2017, yet the improvements already made have produced positive results on Google Analytics.

**July-December 2017 compared to July-December 2016**

Sessions	Duration	Transactions	Revenue
<b>+106%</b>	<b>-8%</b>	<b>+100%</b>	<b>+143%</b>
Mobile traffic	Mobile sessions	From mobile devices	From mobile devices
<b>+52%</b>	<b>-17%</b>	<b>+150%</b>	<b>+151%</b>
Tablet traffic	Tablet sessions	From tablet devices	From tablet devices



# » project 03 website design

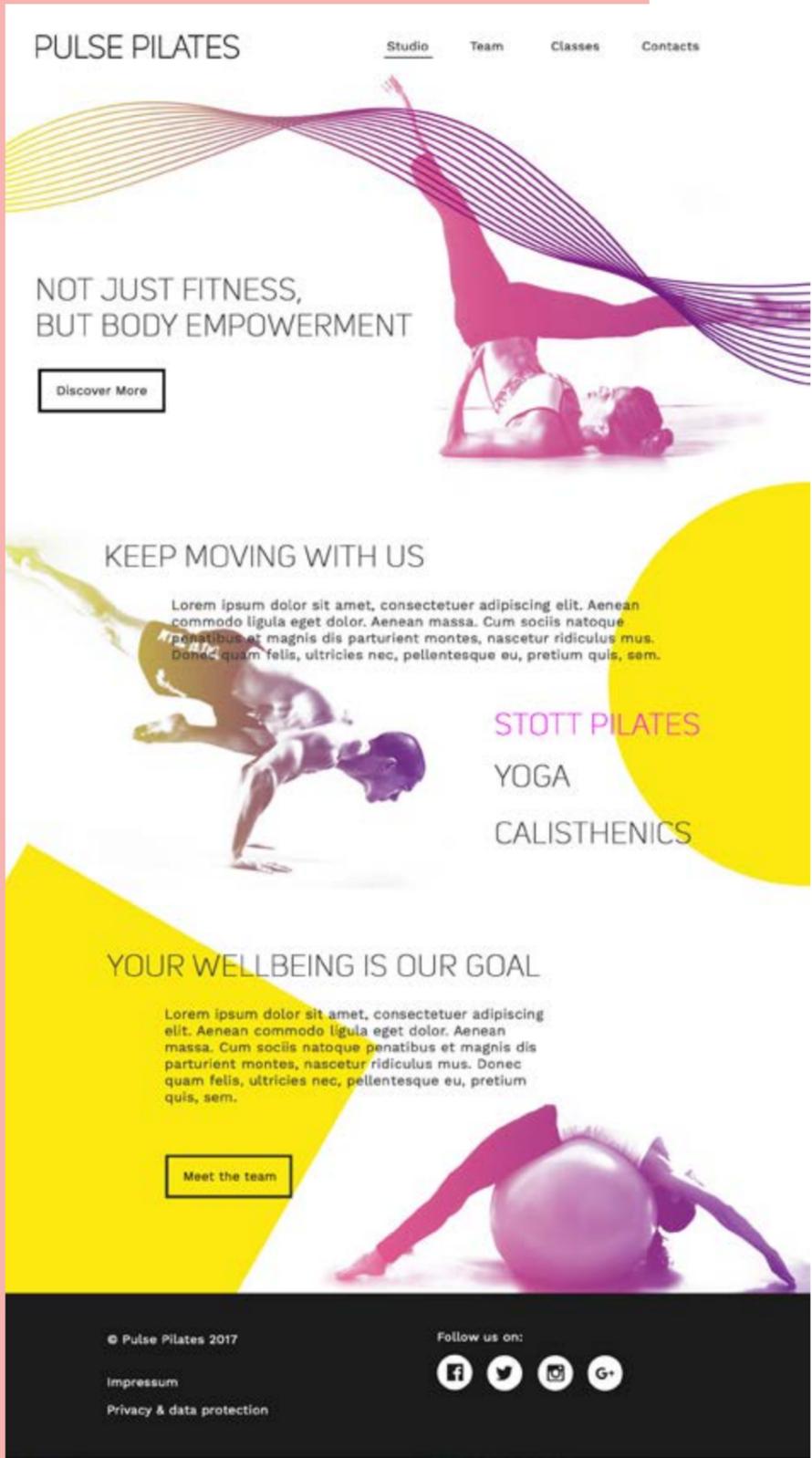
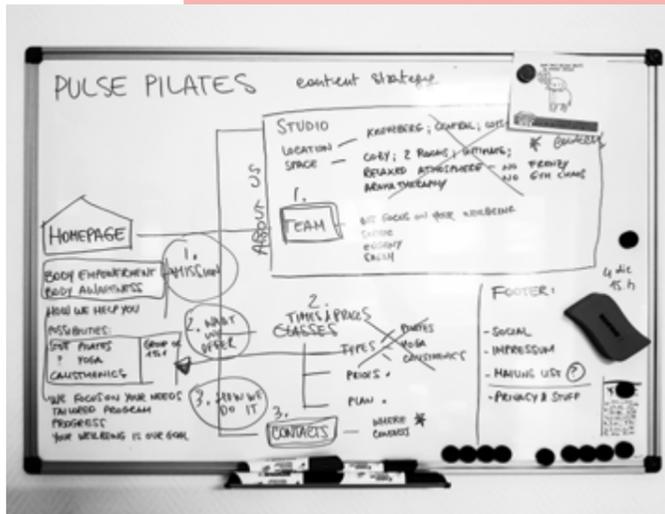


## pulse pilates

**Pulse Pilates** is a small wellness studio in Berlin Kreuzberg that offers Pilates, calisthenics and yoga classes. Run by former dancers, gymnasts and circus artists, the studio designs tailored workout programs for specific client needs, giving them space to empower and connect with their bodies. I created a content strategy, logo and style for it in early 2016.

- » **Client :**
  - » Sophie Richards, Pulse Pilates
- » **Services :**
  - » User research, Content strategy, Brand strategy, UI/UX Design





**THE GUEST YOGA TEACHER**

**NAME:** Celina  
**AGE:** 27  
**OCCUPATION:** Yoga teacher  
**LOCATION:** Berlin  
**MARITAL STATUS:** Single

**FAVOURITE CHANNELS**

- iPhone for Instagram
- Laptop for research & work

**COMPUTER SKILLS**

Good

**TECHNOLOGY USE**

5 to 6 hours a day

**BIO:**  
 CELINE IS A GUEST YOGA TEACHER AT PULSE PILATES AND HAS A SIZABLE FOLLOWING OF STUDENTS. SHE ALSO HAS A FEW REGULAR CLIENTS WHO SHE TEACHES DURING THE WEEKENDS WHEN THERE ARENT GROUP CLASSES PLANNED. SHE SHOWS HER OWN VESSES, WHICH SHE WITHDRAWS ABOUT, ALONG WITH HER LIFE & YOGA.

**BEHAVIOURS:**

- NOMADIC AND WILL TRAVEL ANYWHERE TO PRACTICE YOGA
- CONCERNED WITH MONEY BUT VALUES SPIRITUAL AND UNPREPARED LIFESTYLE MORE
- USES FACEBOOK & INSTAGRAM TO EXPRESS HERSELF, SHARE & CONNECT

**NEEDS & GOALS:**

- TEACH HER CLASS WITHOUT A STRESSFUL MANAGEMENT
- BE PAID FOR EACH STUDENT ATTENDING THE CLASS
- TEACH WHO HAS ATTENDED THE CLASS
- ENSURE THAT EACH STUDENT HAS PAID/ WILL PAY FOR THE CLASS
- KEEP ON TOP OF WHICH CLASSES SHE'LL BE TEACHING

**PAIN POINTS:**

- STUDENT CHECK-IN AND PAYMENT CAN BECOME A BOTTLENECK
- DEALING WITH MISSING PAYMENTS
- INABILITY TO SHOW STUDENTS THE NUMBER OF CLASSES LEFT ON THEIR BOOKS OF 10 CLASSES

**BRANDS:**

LEONARDO, WEVEDA, PETA, PUKKA, YOGI, H&A, BARE MINERALS, AYUDA



During the kickoff meeting, I worked with the studio owner to define a content roadmap and strategy. I then sketched three personas to represent potential website users, to establish website features and requirements.

Our content strategy allowed me to build a sitemap for the minimum viable website, which would be subsequently implemented with new features.

I then designed high-fidelity wireframes, a logo and style guide to ensure quick implementation and low costs.

- IA
  - » Sitemap
- Research
  - » Product strategy
  - » Content strategy
  - » Personas
  - » Features & requirements
- UI Design
  - » Wireframes
  - » Look & feel
  - » Style guide

# thank you!

**Angela Capillo Designer**

**Address:** Alvenslebenstraße 11, 10783 Berlin

**Mobile:** +49 151 45035690

**E-mail:** [hello@angelacapillo.com](mailto:hello@angelacapillo.com)

