UX/UI Design portfolio

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Hi, I'm Virginia

Oxford-based UX/UI designer

Over the last 10 years, my professional life has revolved around creativity, with a start as a filmmaker that led me to 2D animation and graphic design. For the last 5 years, I have gained skills working in branding, marketing and website design projects, focusing on solving problems, communicating in a visual way, and understanding how people think and act to create better experiences. My passion for user-centred design has led me to pursue a career in UX design.

I have a particular interest in social enterprises, health and fitness companies, and accessibility in design.

Streaming Well VIDEO FOR HEALTHCARE

Filmmaker

2013-2016

bitnami rfa CREATIVE DIGITAL

Graphic & 2D Motion Designer

2016-2019

British Red Cross · OXFORD CITY COUNCIL · OXFAM · wellcome · ...

Brand, Marketing, UX/UI Designer

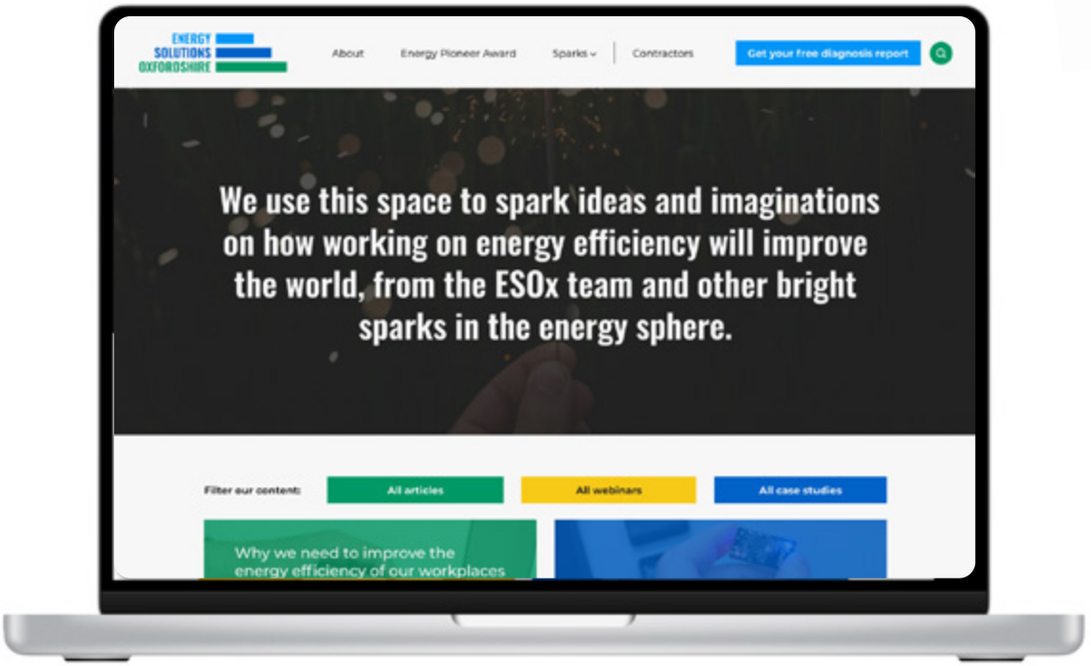
2019-2024

Last updated: March 2024

In this document, you will find 3 case studies that highlight my core strengths as a designer.

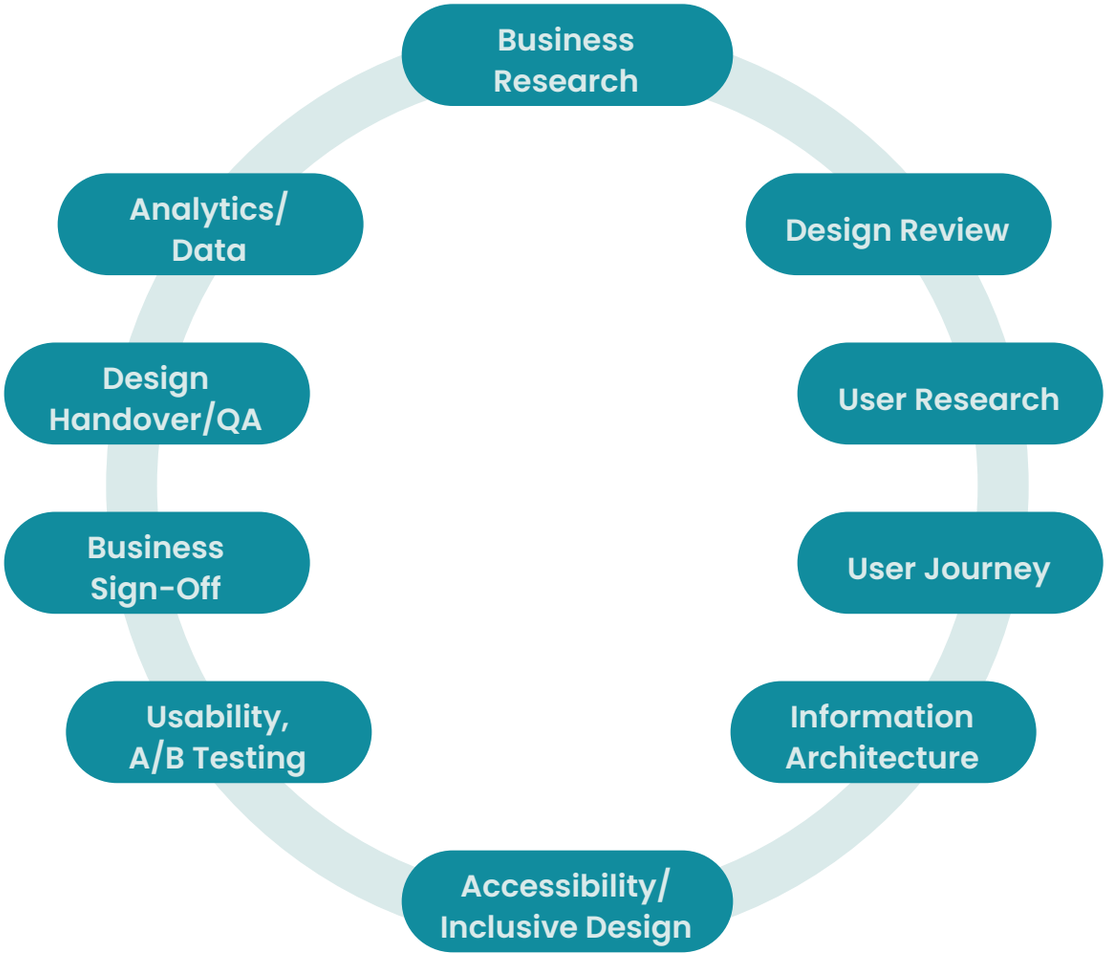
I value your time, so I have focused on one, and simplified the other two by showing a quick overview of the project background, its foundations and the results. I will gladly walk you through my process and answer any questions, so don't hesitate to reach out!

Remember you can check my updated CV here.



Design Process

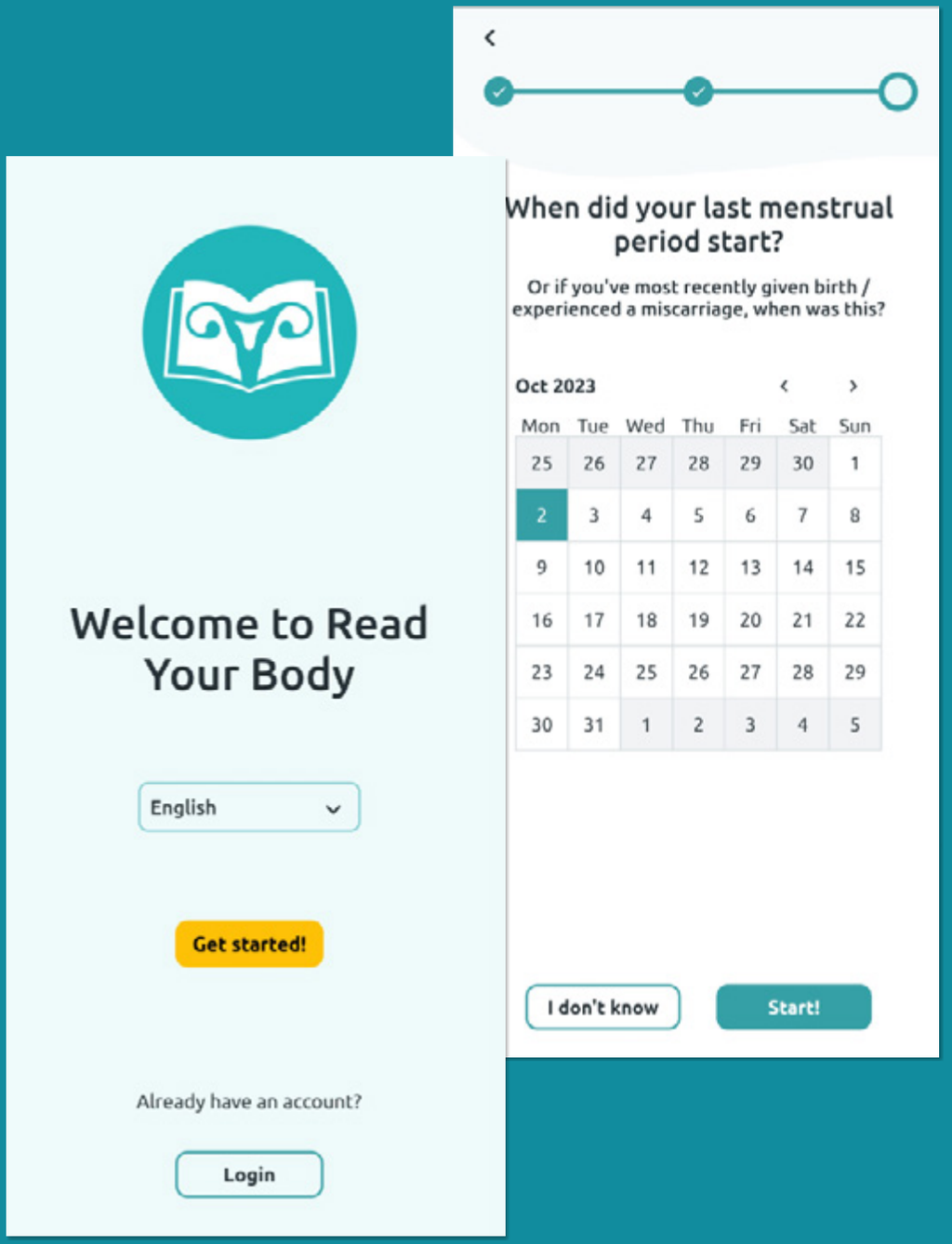
To have a solid foundation for my work as a UX designer at small and big organisations, I follow a design process. Throughout the portfolio, I mention different phases of this process as relevant.



Read Your Body app

Improving the onboarding experience for first-time users

Read Your Body is a female-health app that helps women track their cycle phases and symptoms to achieve different goals. As a long-time user, I took the opportunity to review and test the usability of the current app to suggest improvements that would benefit the users and the business.



Disclaimer. This is an exploratory case study for my final work at the UX Bootcamp from The School of UX.

Design Review

I have reviewed the current app to evaluate what works and what could be improved on the onboarding experience. **I have focused my explorations the onboarding and landing on the app for new users, and the initial step of setting up and adding things to track on the data log.** These are assumptions and hypothesis from my professional point of view, whcih will guide the research.

What works

Onboarding:

- The screens that introduce what the app is about create a positive vibe with illustrations, colours and purpose of the brand
- The free trial works well for people who want to test the app
- The option to have either a “basic” or a “custom” set up works well because it emphasises that it can be changed later
- On the setup section, the 3 circles at the top help new users understanding that the process is quick (only 3 steps)
- The “quick tour” that is offered after the onboarding is a good addition for new users

Data tracking:

- The items to track are clearly separated
- Each item to track has its own settings and options
- Adding a new thing to track (from the suggested ones) is easy
- There are several ways to look at the information provided with different pages on the app

What could be improved

Onboarding:

- ? The presentation of the app is too long (8 screens)
- ? The 4 dots at the bottom of the first two sections make you think the presentation is shorter - it feels deceiving
- ? Asking for payment details for a 30-day trial before trying the app makes people back down
- ? The setup screen for the “basic” settings seems like it gives options to select/unselect things, but doesn’t - it feels confusing
- ? Having the Menu page as a starting point is confusing and not appealing after a colourful onboarding

Data tracking:

- ? It is not clear that you can add personalised things to track, and hard to find where to add them from
- ? The difference between charting and lifestyle custom info is unclear, even with the information provided
- ? The gear icon feels repetitive and people will dismiss it after seeing it on all the items
- ? The “edit” option on the Custom Info Settings can be confusing with an empty page
- ? It is unclear what the house icon does

Current User Journey

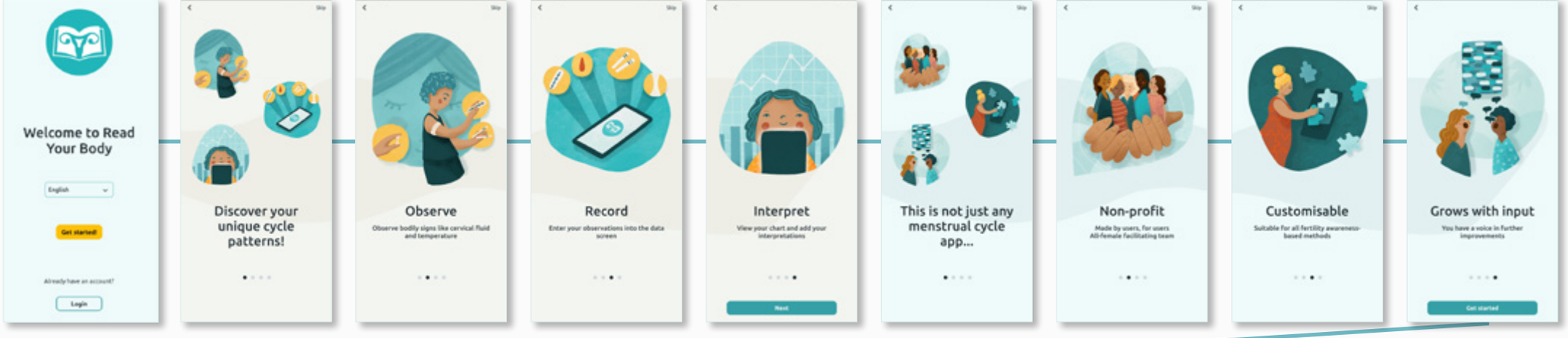
New user onboarding, and landing on the app

On my initial design review I focused on two aspects that influence the experience of a first-time user. This is the current onboarding.

LANGUAGE + LOGIN

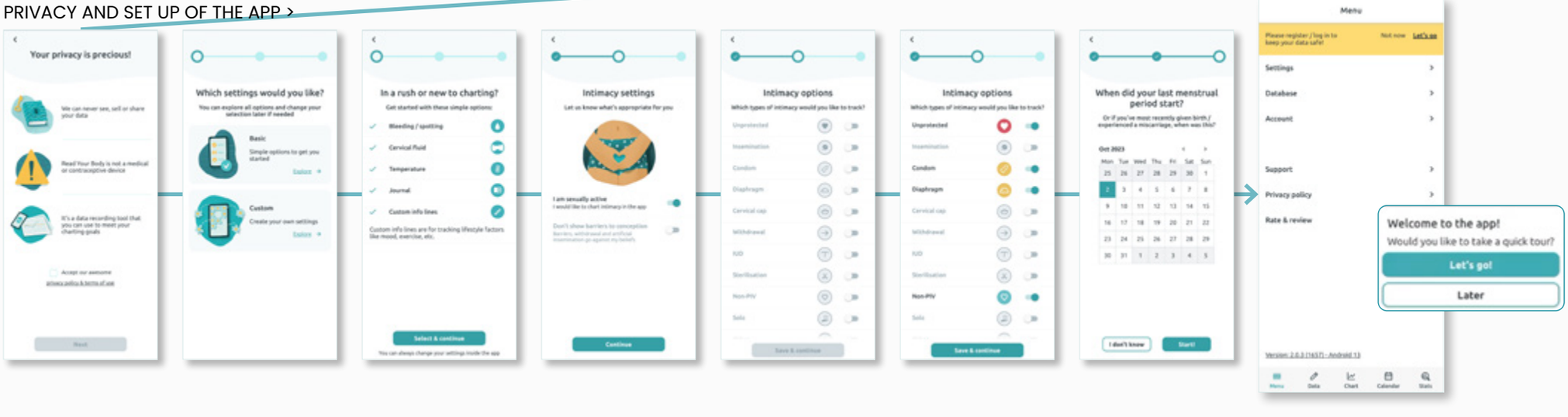
WHAT THE APP DOES >

ABOUT THE COMPANY/PEOPLE BEHIND THE APP >



PRIVACY AND SET UP OF THE APP >

LANDING ON THE APP



Tracking new items (default and personalised)

Adding new items to track can be a key element on the experience of a first-time user while they are exploring the app. Here is the current method to add default items, and personalised ones.

User Research

Usability tests

In order to validate my initial hypothesis, I carried out 6 usability tests on the current app. To do this, I set up online video-calls with each of the users and recorded the sessions *(recordings are available on request)*.

On the usability tests, I used my own phone and shared my screen to avoid users having to download the app and give their payment details for the trial. They pointed me to where to click, what to do next, and what was their experience throughout.

Scenario walkthrough

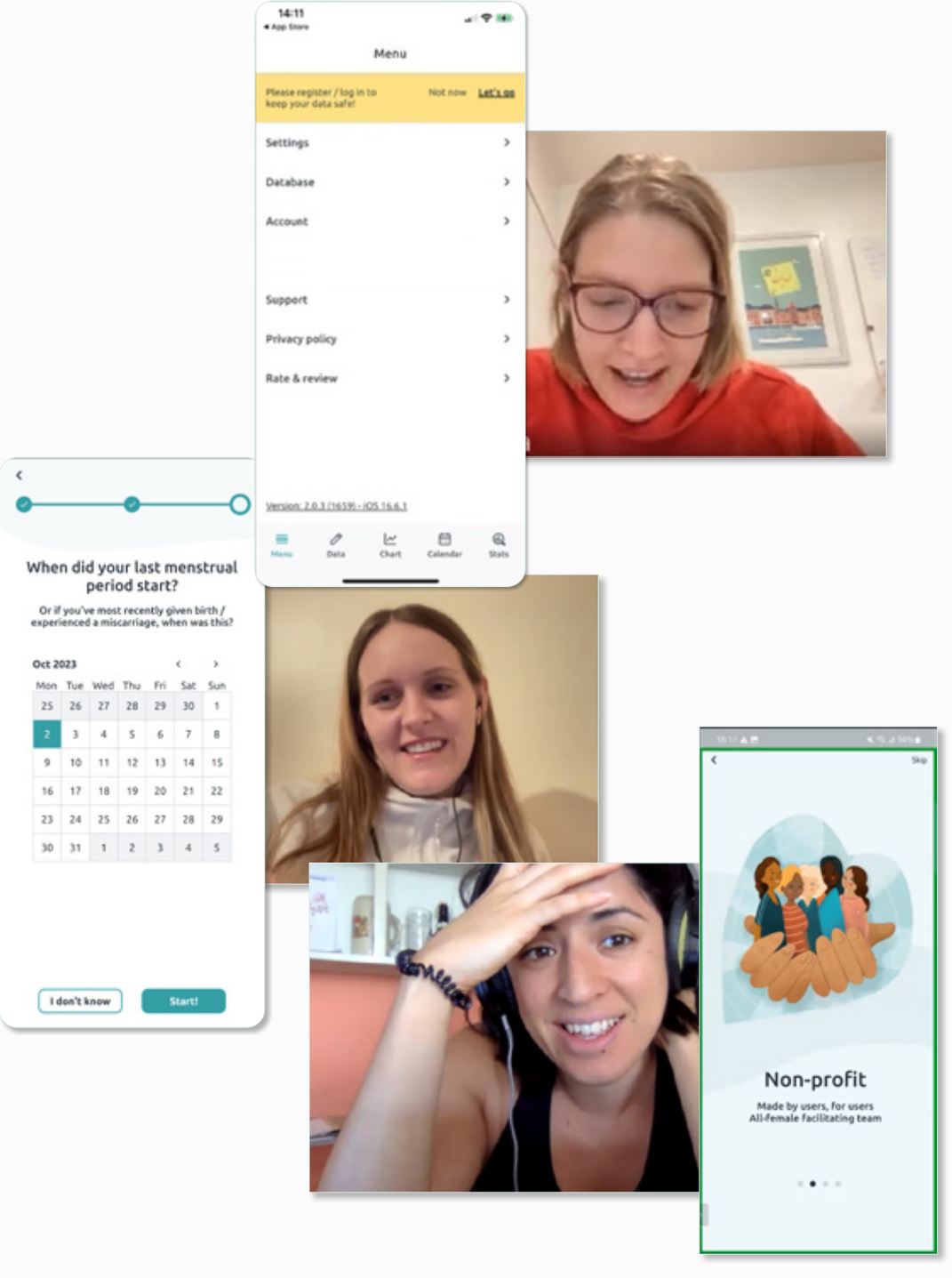
The scenario I set for my users was:

"You are a woman downloading a new app to track your cycle and symptoms because you want to get pregnant. You open the app for the first time and go through the initial set up. Please, walk me through your thoughts on this process..."

During the test and after the "onboarding" of the app, I asked some additional questions, and instructed the user to carry out two tasks: to add two items to track to their data log (pregnancy tests, and vitamin intake), and to edit their data from a given day two weeks ago, and come back to the current date.

The follow-up questions based on my initial review and hypothesis:

- How did you find the process of setting up your information?
- What do you think the "Start!" button does?
- What would you expect to see next?
- Is this page/information clear?



User Research

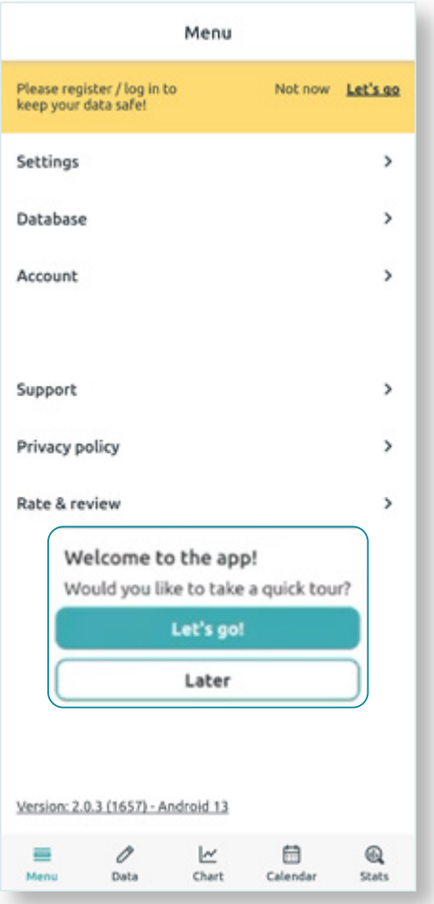
Findings from the onboarding

- All participants found that landing on the Menu page of the app was confusing, especially after a long and very visually appealing onboarding. Most didn't understand if they had clicked on the wrong place, or if they had missed a page.
- 2 out of 6 users thought they had already done the registering process by the time they finished the onboarding, and didn't understand the main CTA at the top of the Menu page (to login or register)
- All participants mentioned that the presentation felt very long
- 4 out of 6 users thought that the Login/Register call to action on the page they landed in after onboarding seemed mandatory and too direct
- 1 out of 6 users tried to click on the "quick tour" pop up but found the next step confusing and backed down

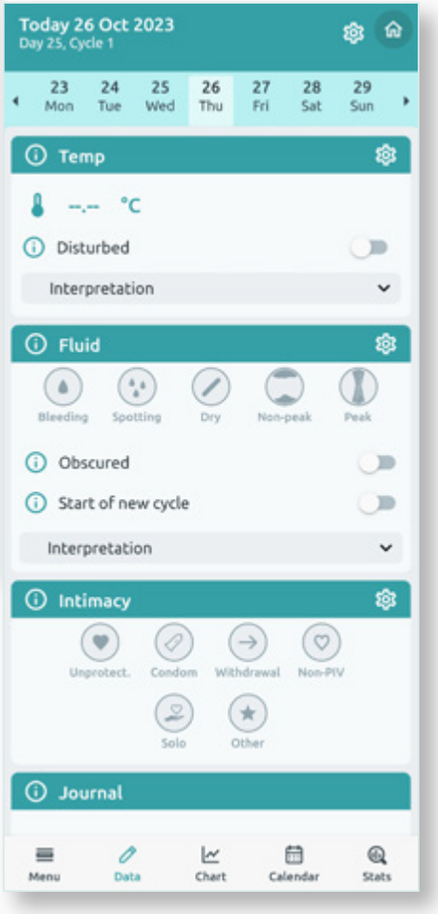
Findings from the tracking of new items

- 5 out of 6 participants easily found at least one way to add the "pregnancy test" item to their data page
- 4 out of 6 participants struggled to find a way to add the "vitamins intake" item, or to understand they could do it at all

"Before this, it [the app] had all these nice icons that kind of helped me along and now I'm a bit lost because it's a lot to take in"



"It looks like an admin page to me, with two groups of things that I can do, and the most important one [stands out] is to log in, this is what it wants me to do."



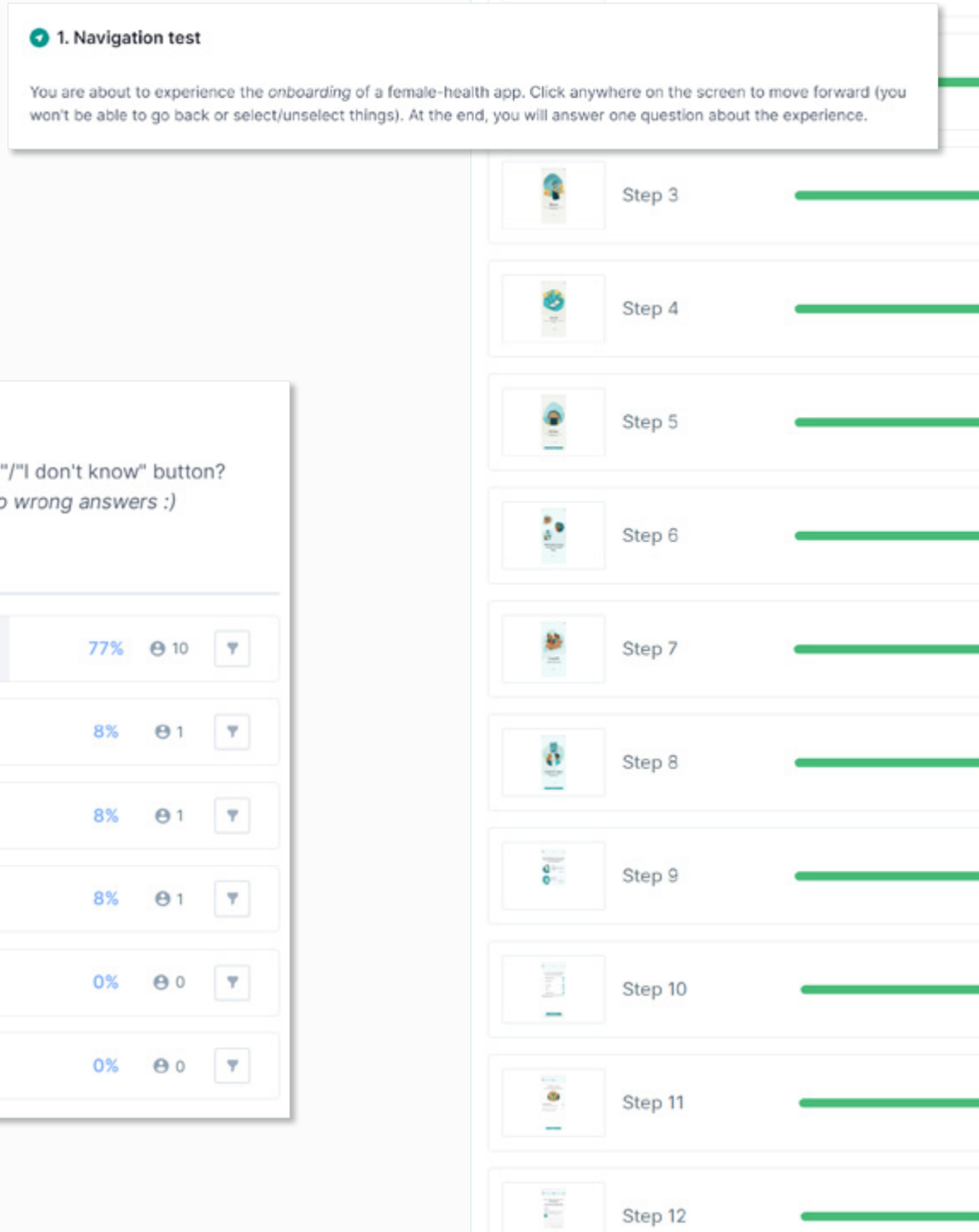
"I want to track my period. Why am I straight on this admin page? I'm not really sure why"

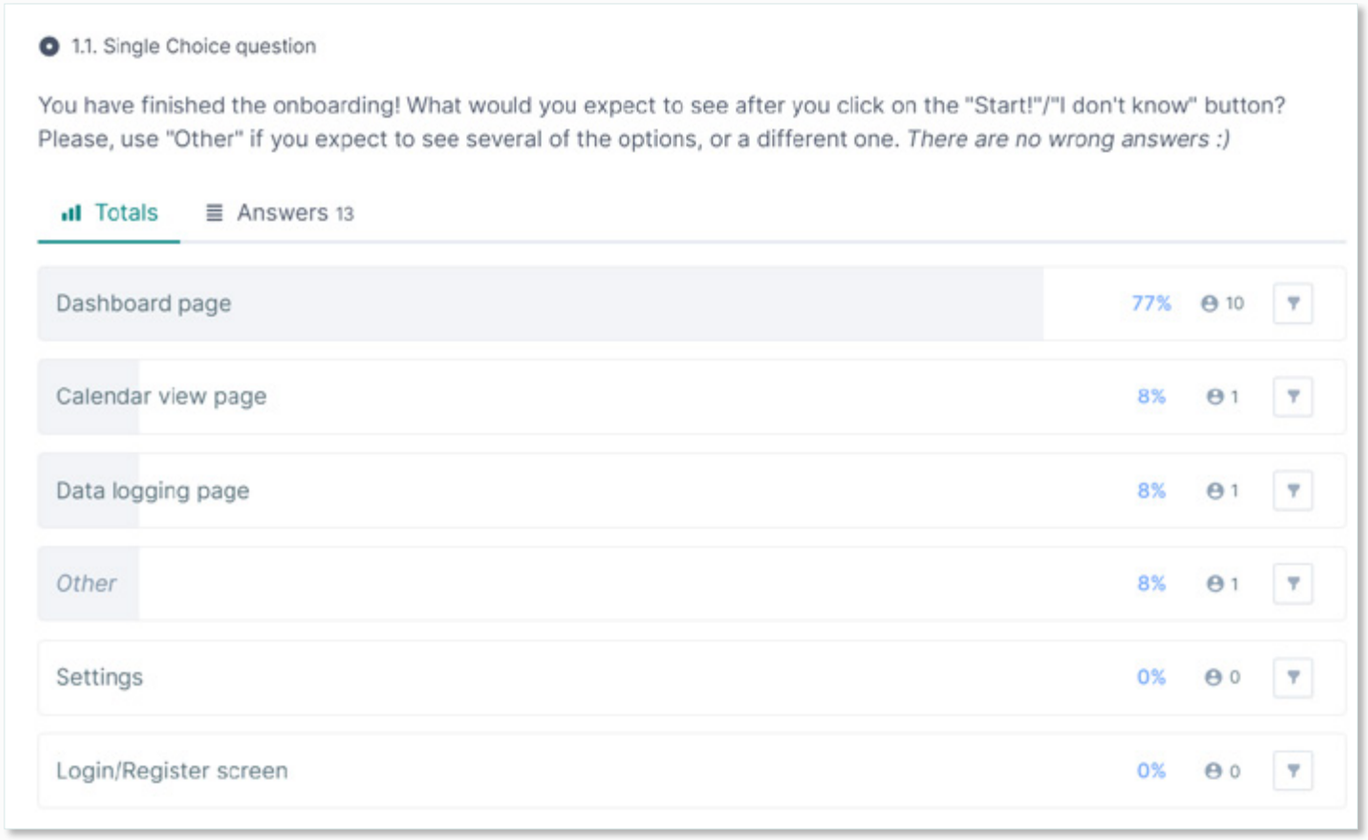
Read Your Body app

Navigation tests

Having confirmed through the initial usability tests that the current journey experience felt confusing for all the users of my usability test, I decided that doing an A/B test of the landing page after onboarding wasn't relevant in this case, so instead I created a Navigation test through Lyssna (UsabilityHub) to get a wider response on what people would expect to see after the onboarding experience as first-time users.

The responses of 12 out of 13 people gave me a better understanding of ways to improve the onboarding experience for first-time users.



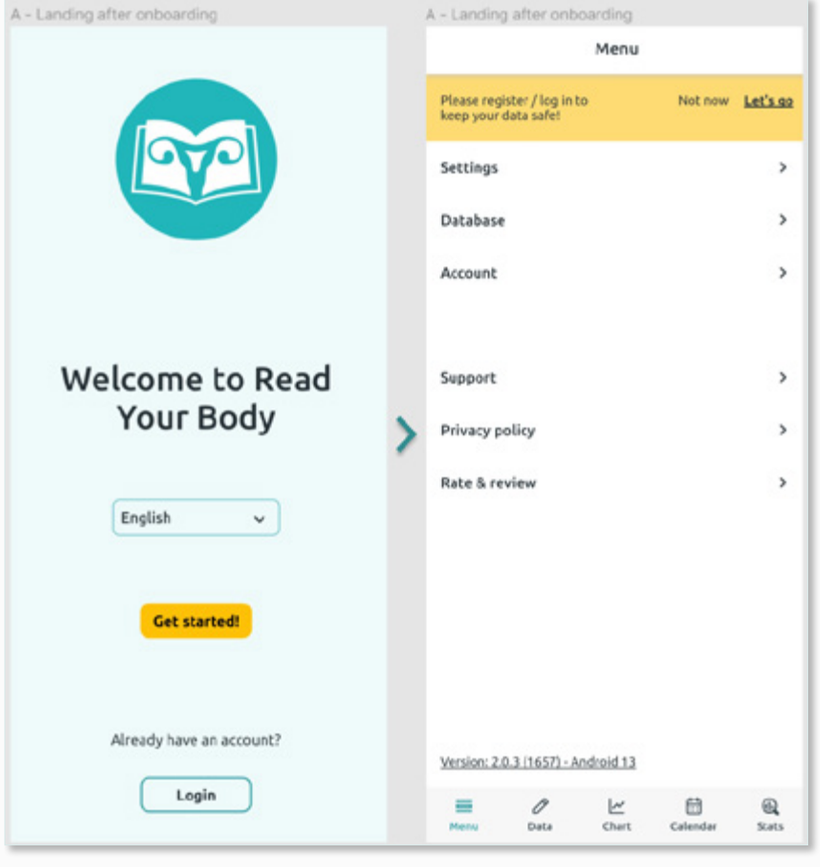


Design Improvements

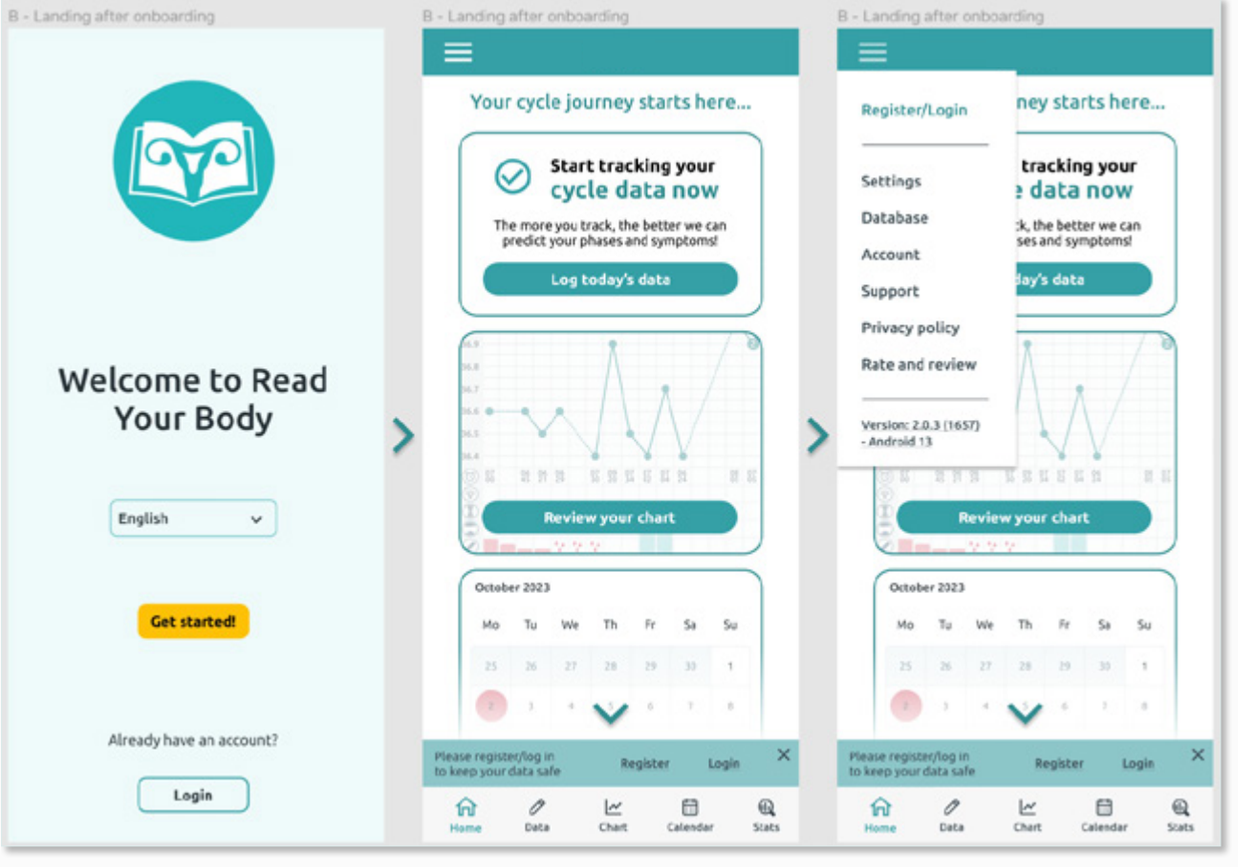
Landing after onboarding

After my extensive research on the Read Your Body app, I focused on designing a Home page that would show a dashboard of information, quick links to go to other pages on the app, and a less intrusive call to action for people to login or register. The menu would then appear on the top left corner of the screen throughout the app.

ORIGINAL DESIGN



RE-DESIGN

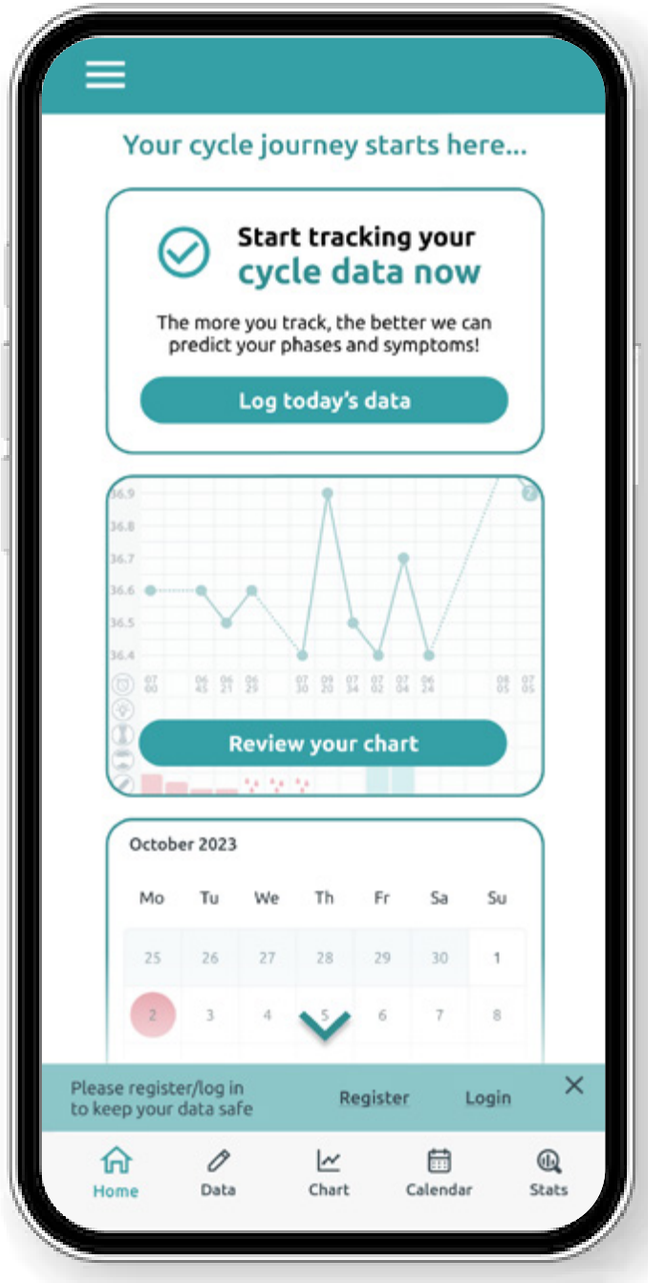


Final thoughts

Being a personal project, **there is an obvious lack of context/ information that would need to be gathered from the company creating the app directly (Business Research), as well as understanding the challenges and the goals of the company**.

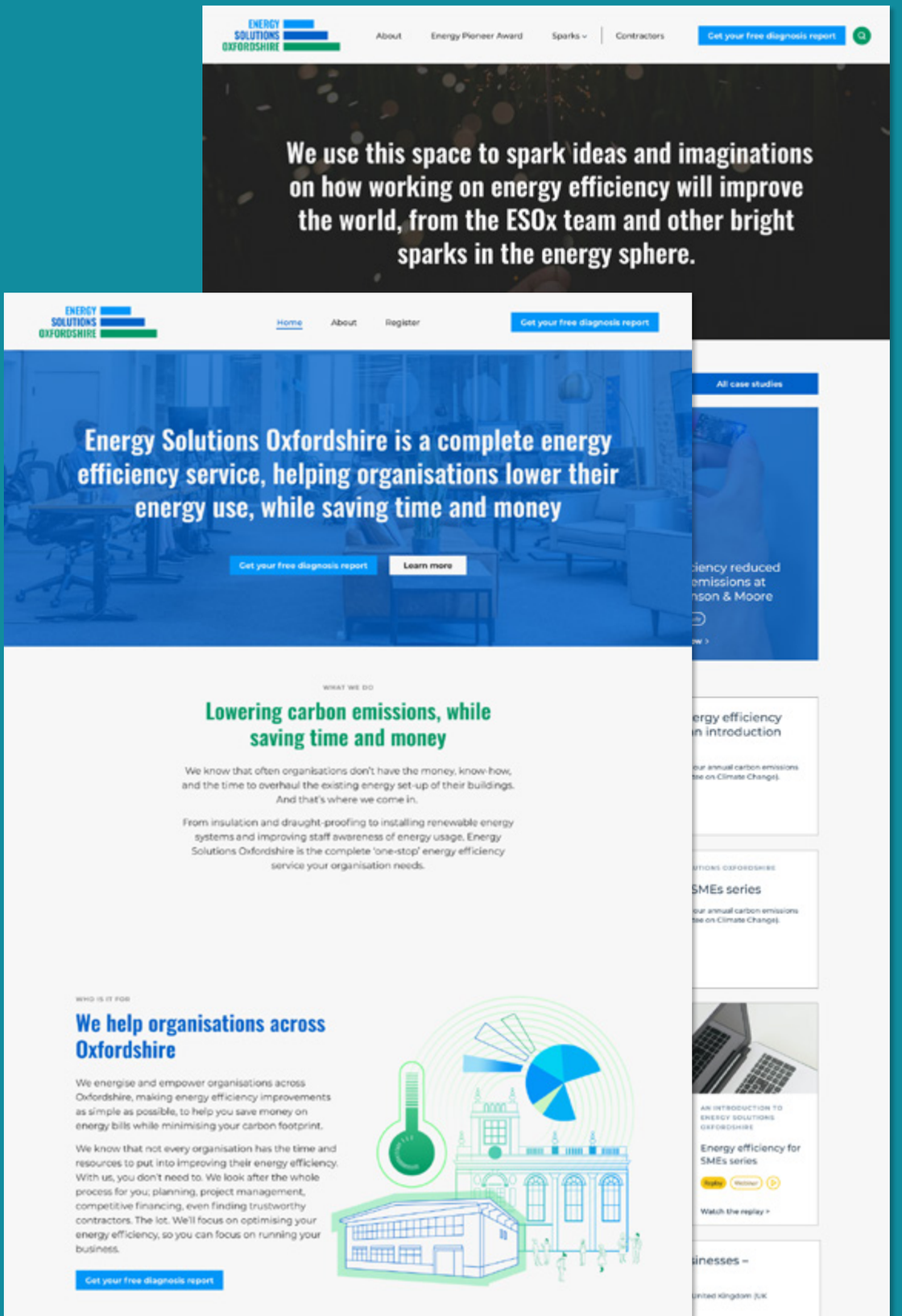
For this project, I have focused on the initial steps of the Design Process explained at the beginning of the portfolio, from the Design Review, to creating a usable prototype that would need to be signed off and handed off to developers.

Since this is an app that I have personally used for years, it has been easy to do a Design Review, and to bring up assumptions and hypothesis based on my own experience, but in a client project, **the User Research would be more extensive and focused on the outcomes from the Business Research**.



Energy Solutions Oxfordshire website

Attracting SMEs and creating a better informational structure on the website



Energy Solutions Oxfordshire website

Background

After creating the brand strategy and visual identity for Energy Solutions Oxfordshire, I worked on their website. The biggest problem to solve was how to organise the amount of content they had available.

The solution was to devise a CMS with a focus on the user experience that allowed visitors to consume the diversity of information provided from one page.

Role:

UX & UI Design

Brand Strategy & Design

Tools used:

Figma › wireframing and final designs

Trello › collaboration with developers

The Energy Solutions Oxfordshire website is live here.

Business Research

I facilitated a workshop with the team lead and marketing director to set clear goals and calls to action for each page, and to collect information and content.

The process:

- ➔ Website sitemap
- ➔ Content blocks (for each page)
- ➔ Wireframes
- ➔ Final designs in Figma
- ➔ Support to the development team

Sitemap exercise

What is the purpose of each page and how does it fit within the whole website?

For each page, we will start asking questions to understand:

- ➔ What is the purpose of each page?
- ➔ What is the priority (**one**) of each page?
- ➔ How do they link between them?

Content blocks exercise

How will the elements of each page be distributed around?

The content blocks help structure the different pages, and move around the elements as needed. Some things to consider are:

- ➔ What is the purpose of this page?
- ➔ What goes in it? (Information, user actions, visuals) - WHY?
- ➔ What is the hierarchy of it?

Wireframes

What is the specific size and placement of the page elements, site features, navigation...?

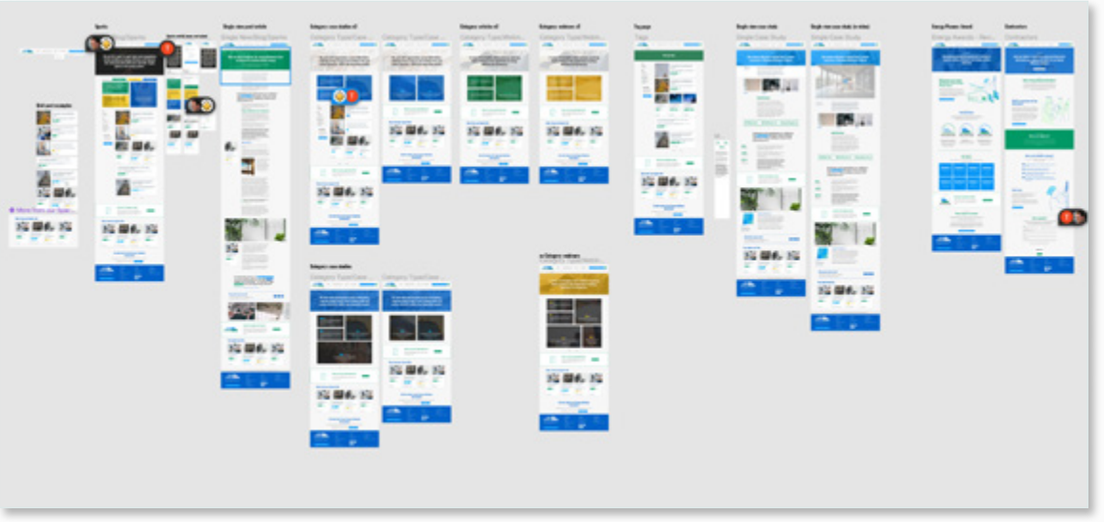
Wireframes are created in Figma, and they are digital (usually) drafts of the pages' content blocks. These include real copy, but are created in a grey palette to avoid distractions from the content and features.

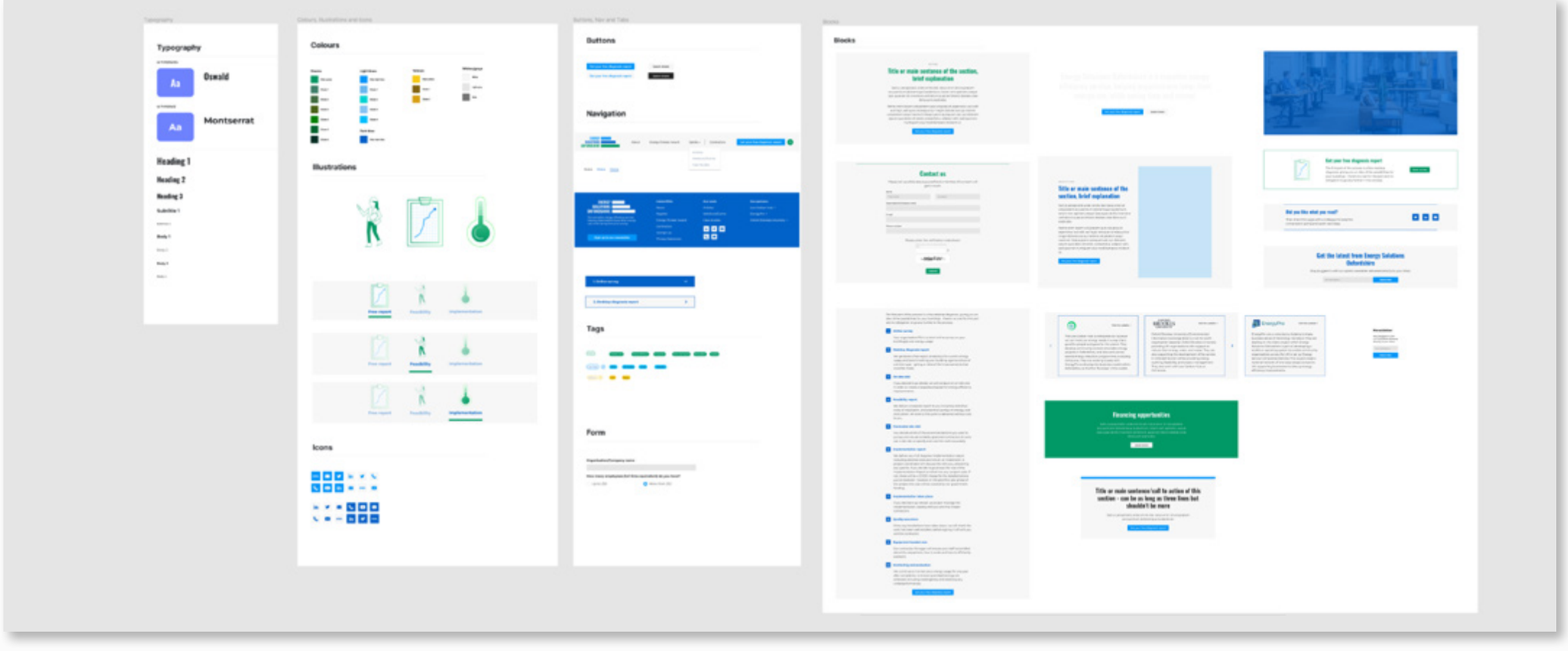
Information Architecture

The findings of the workshop helped organise the content on Figma wireframes that the team and developers could comment on.

Design Handover

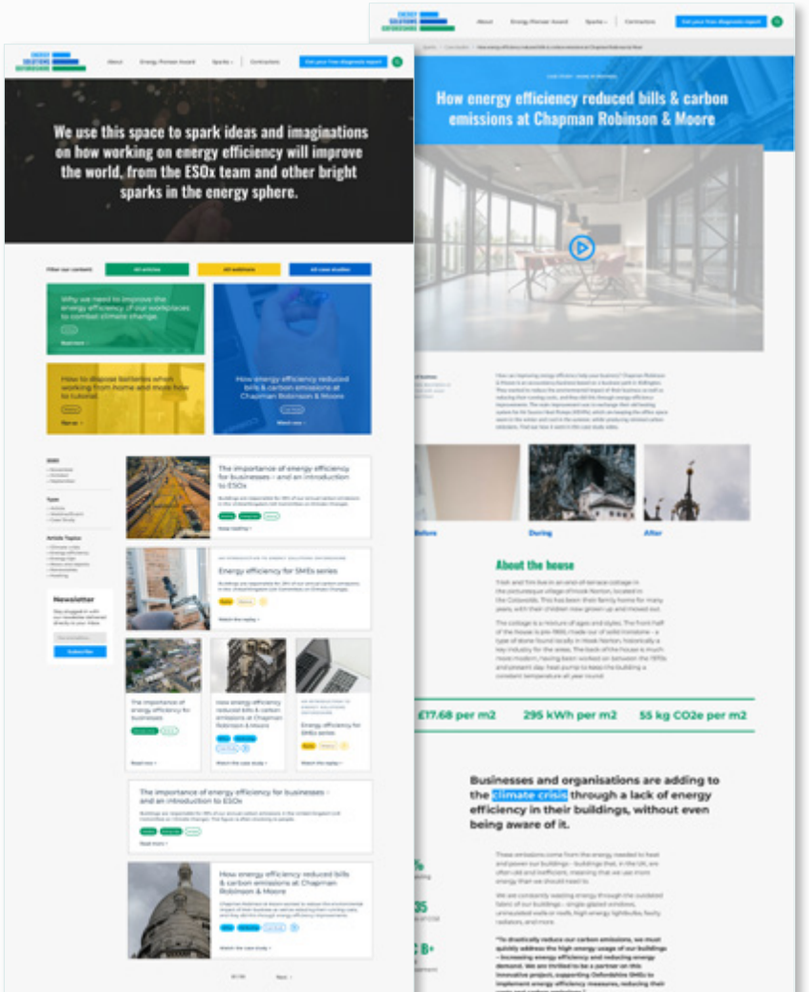
The final designs were completed with a simple design system, and a series of reusable content blocks that allowed the developers and the team at ESOx to add content as needed.





Results

- A 6-page site, both desktop and mobile
- Creation of bespoke content with an external illustrator
- A “blog” style page with multi-content material support
- A register page with multiple inputs, linked with CTAs throughout the site
- Close collaboration with an external team of developers (Trello and regular calls) to minimise development time and achieve delivery deadlines



British Red Cross, Household Economic Security Guidelines

Simplifying the assessment and analysis process to create a better experience for practitioners using the guidelines

Background

The goal of this project was to help the British Red Cross increasing the usage of these assessment guidelines amongst their practitioners.

I recreated the digital document by simplifying the structure and improving the readability with an efficient flow of information, therefore improving usability and the user experience.

Role:

UX Strategy & Digital Design

Tools used:

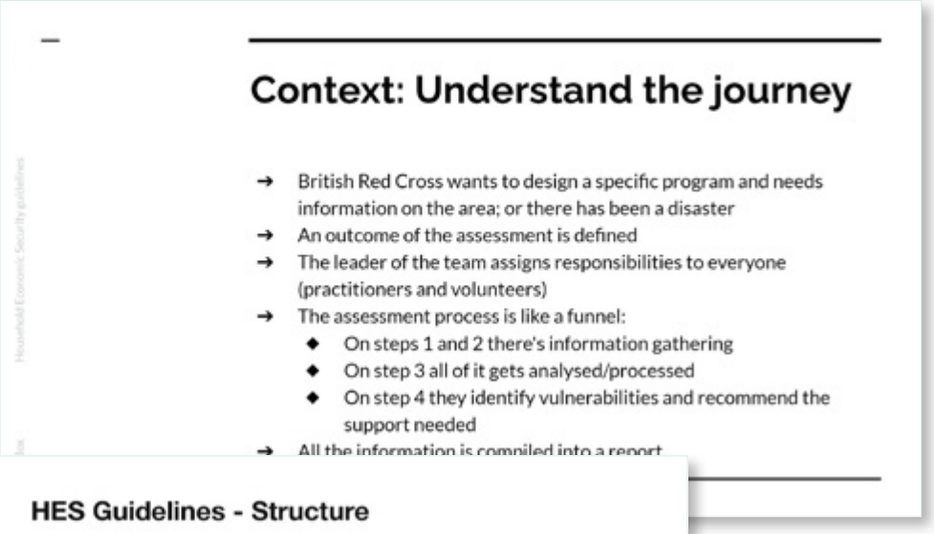
Adobe InDesign

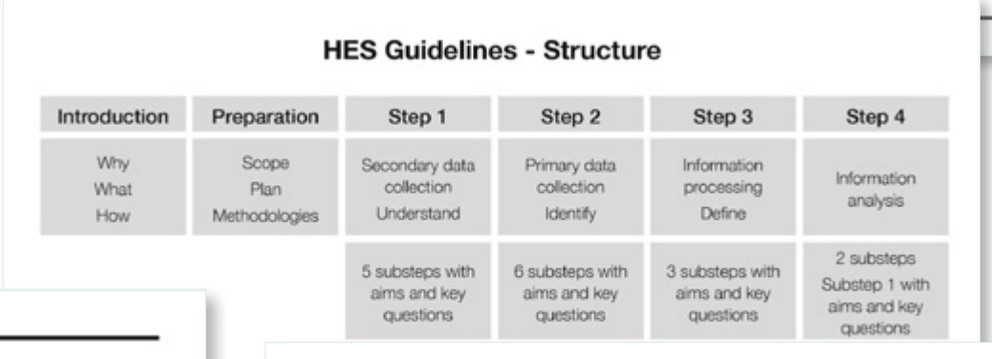
Adobe Illustrator

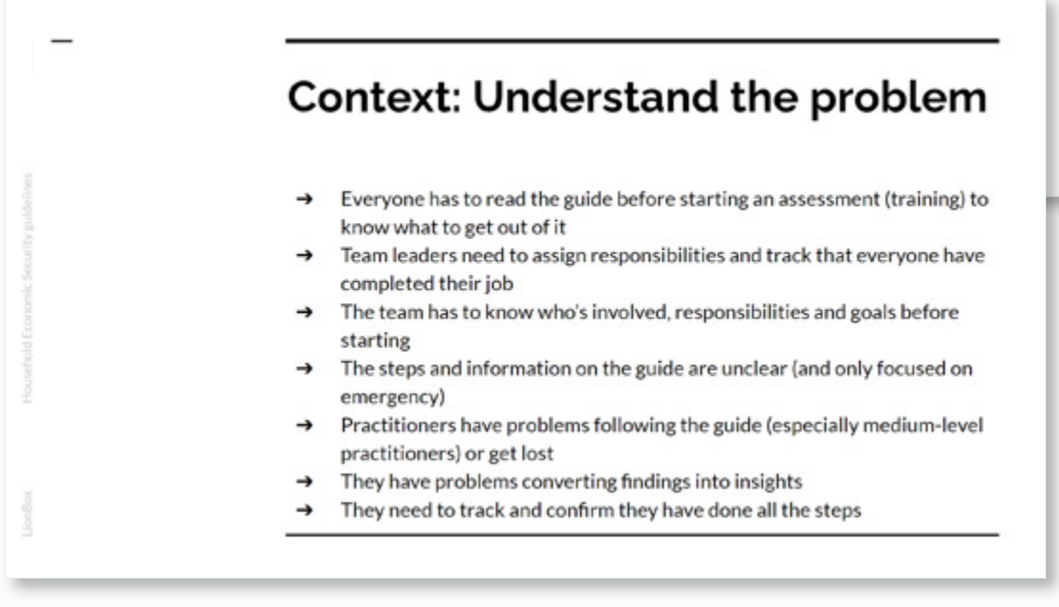
The full project and documents are available online here.

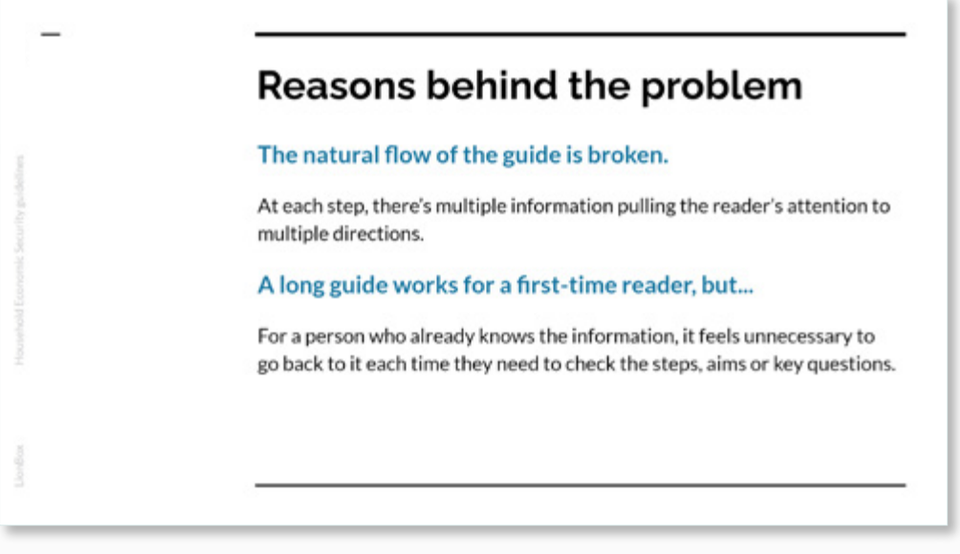
Business & User Research

A series of focus sessions with team members and stakeholders gave me a strong understanding of the problems with their original document and structure.









Results

Before:

- 130-page document
- Unclear and broken flow of information, hard to follow
- Long document with ambiguous structure (repeated information, inadequate hierarchy, inconsistent visual elements and use of colour…)

After:

- 80-page main document (+ 2 supporting documents to remove distractions)
- Re-structured for a coherent process
- Easy to follow and skim-through (clear flow of information)
- Improved hierarchy and use of consistent visual elements (ie. breadcrumbs way-finding, icons, colours, information boxes, side notes…)

Household Economic Security (HES)

Technical Guidance for Assessment and Analysis

The experience working with Virginia has been very positive. She is very flexible and interested in the work, including understanding the subject to deliver a good output.

We aimed for long time having a user-friendly and accessible guideline and this is now available for everyone.

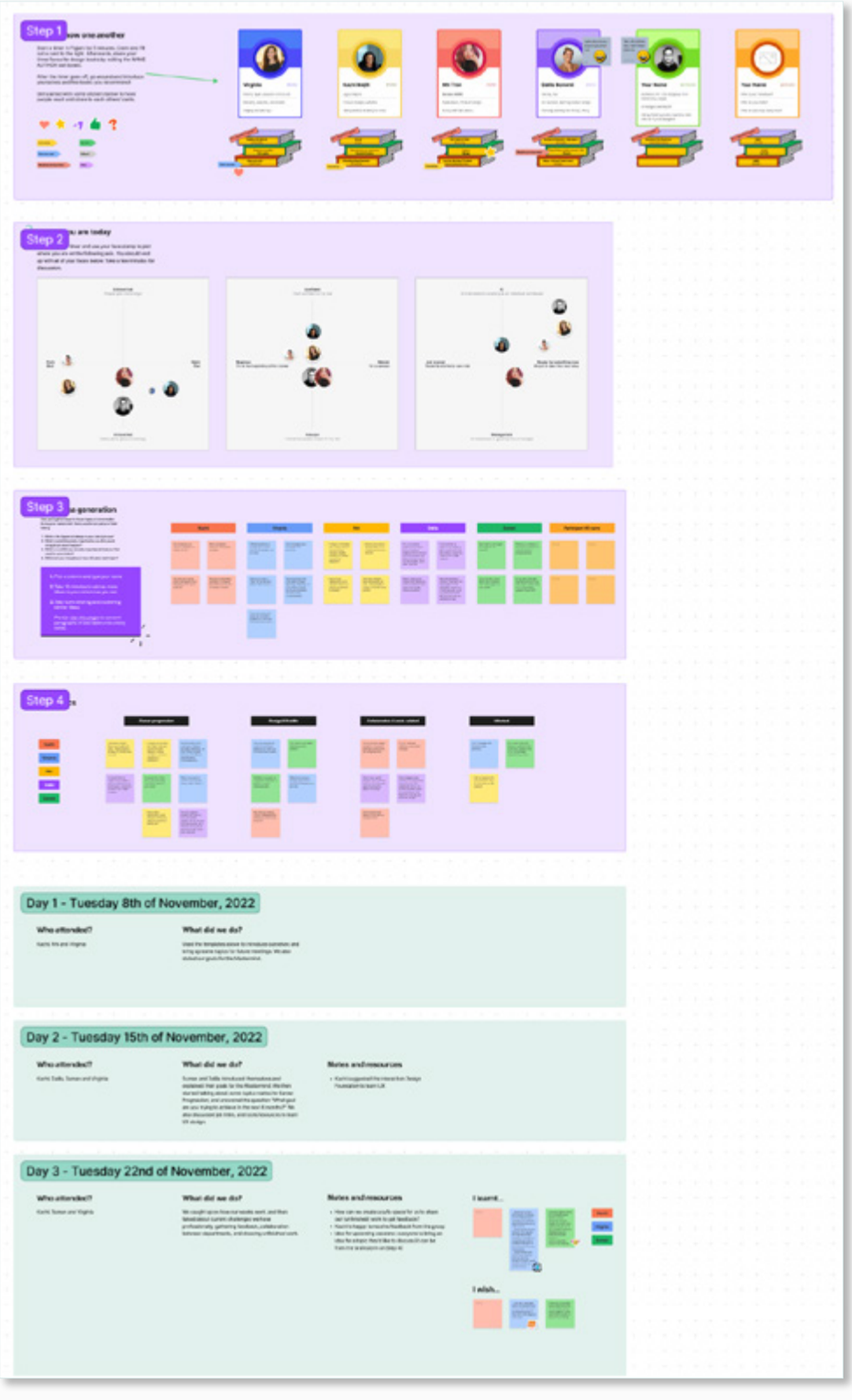
Andra Gulei - British Red Cross

Community

Other design activities that I enjoy!

Over the last 5 years, I have contributed to the local design and creative entrepreneurial community by organising two in person meetups in Oxford, The Design Review and the Rebel Meetups.

More recently, I've been the facilitator of an online UX mastermind on [Femke's community] (FigJam file on the right), bringing together UX and Product designers from Italy, New York, Vietnam and Nigeria to discuss career challenges, trends, goals, and everything in between.



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Thank you for your time!

Please, reach out to discuss any of the projects, and job opportunities.

I am looking forward to hearing back from you :)