

PRODUCT DESIGN PORTFOLIO

ANALIA LUQUE

[Dribbble](#)

[Behance](#)

[Website](#)

[LinkedIn](#)

ABOUT

I help companies bring B2B, B2C, and SaaS concepts to life by using an integrated design approach. My goal is to deliver impactful and exceptional solutions that drive business success and users don't hate.

PROCESS

My approach combines Strategy, Brand Identity, Product Design, and UX/UI Design to deliver a comprehensive, integrated experience across all dimensions.

FOUNDATIONS

01

EXPERIENCE

More than **12 years working in the UX/UI world for B2B and B2C products**, but some more as graphic designer, web developer and illustrator.

02

DIVERSE KNOWLEDGE

My knowledge in **UX/UI Design, Gaming Design, Accessibility, Architecture, and experience**, brings balance and completes the product design cycle in a better way.

03

SKILLS

Empathy, collaboration, problem-solving, adaptability and **continuous learning** enable me to create user-centered designs and work effectively in team environments.

WHAT I DO

01

DISCOVERY & STRATEGY

Not sure where to start?

I can help you find the way to **optimize your products** for future growth or **define an MVP** for business validation.

02

DIGITAL PRODUCT CONSULTANCY

I work with companies to shape **product strategy**, design user experiences, and provide expert advice throughout the product lifecycle.

03

DESIGN SYSTEMS

I build **scalable design systems** with reusable components, and dev-ready specs, ensuring consistency and **speed for growing product teams**.

**PARTNERING WITH YOU
TO FIND SOLUTIONS
TO YOUR PRODUCT'S
CHALLENGES**

RESEARCH

01

BENCHMARK

It can be an **overall benchmark or functionality specific one**, it is mostly about knowing what and how the competition is solving the same issues.

02

QUANTITATIVE

Exploratory research to **quantify the problem** by generating numerical data through different methods like: surveys, polls, analytics, etc.

03

QUALITATIVE

It breaks down complicated information, which takes a lot more effort, but the outcomes are usually more crucial for the project

DESIGN SYSTEM

01

UI KITS

Building a DS is expensive and time-consuming, but UI kit are a **simplified version that speeds up design and development** by providing ready-made components.

02

DESIGN SYSTEMS

Ideal for complex projects when you have a design team, it includes behavior documentation, components construction, scenario usage and variations. **It is considered a project on its own.**

03

ICONOGRAPHY

I **usually use libraries** like Font-Awesome, MUI, etc. But if the project requires it, I can design them from the ground.

PROTOTYPING

01

WIREFRAMES

Grayscale models used for testing and validation of flows and functionalities.

02

PROTOTYPES

Beginning with grayscale designs and progressing to **high-definition versions** for testing with real users.

TESTING

01

FUNCTIONALITY

You can **test specific flows** by interviewing users and understand how they would use it and what they would expect from the potential solution

02

VISUAL COMMUNICATION

Visual communication can vary among cultures, so testing colors, words, and shapes is **mandatory for big projects**

03

ACCESSIBILITY

Accessibility at its extremes could be difficult to achieve, so testing it is ideal when it will be used by specific personas (deaf, blind, handicapped, etc)

COMPANIES I WORKED WITH

 **KAPSEL**
CONSTRUCCIÓN MODULAR

**Great
Place
To
Work.**

 salesforce

AIRBUS

SEVCO
SECURITY

go nimbly 

zælot

 **ALDEAS
INFANTILES SOS**

METALLIC

girl scouts 

Magaya

mni
MARKET NEWS

 **UNA
MANO**

▲ ▼ ▲

 **DUCATI**

Globant 

 **Rockwell
Automation**

 **VANGWE.**

 **4HOPE**

 **ARENA STRIVE**
DATA - CONTENT - COACHING

 **L3 Technologies**

 **adidas**

 **blackthorn**


Howdy
CLOUD

CODE|SCIENCE

 **First American Title™**

Quantik®

 **PILAY**

 **DIXTRA**

 **bixlabs**

MeWe

CARLOS PATRÓN

**GET AN EXCLUSIVE
SNEAK PEEK AT
SOME OF MY WORK**

HEALTH APPS

- Info matching tool
- COVID government app
- Stress control tracker

5 months project

Health

EXACTOMED

Website and mobile app

Role

UX/UI Designer for ExactoMed
Mobile app MVP, landing page and branding.

Story

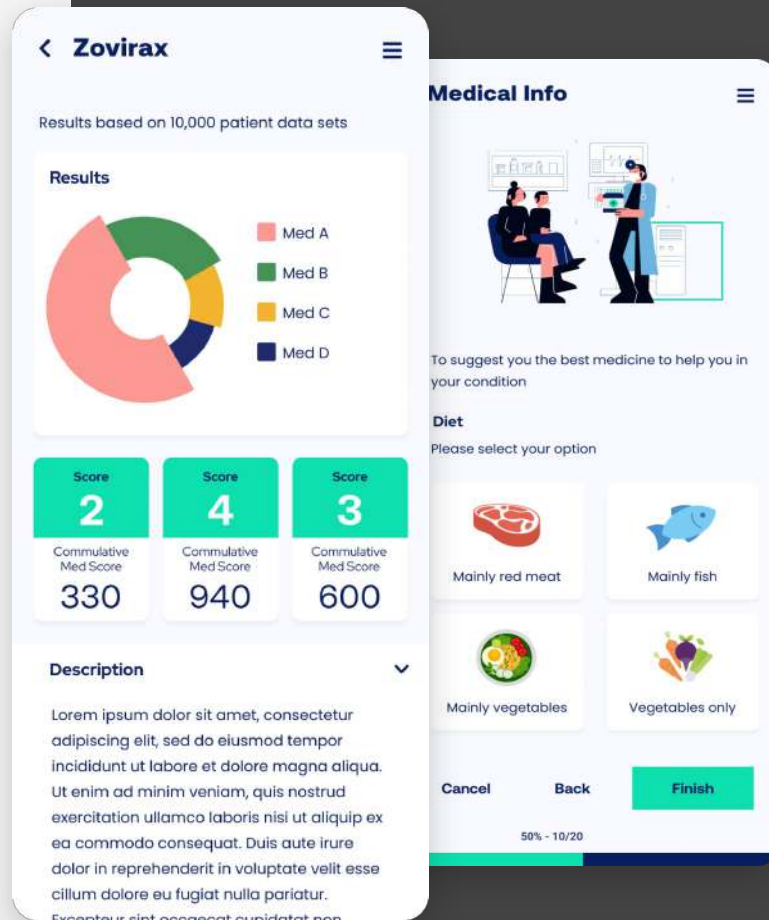
The client needed to build a health-related database to analyze users' common responses and deliver personalized suggestions or solutions based on recurring patterns.

Problem

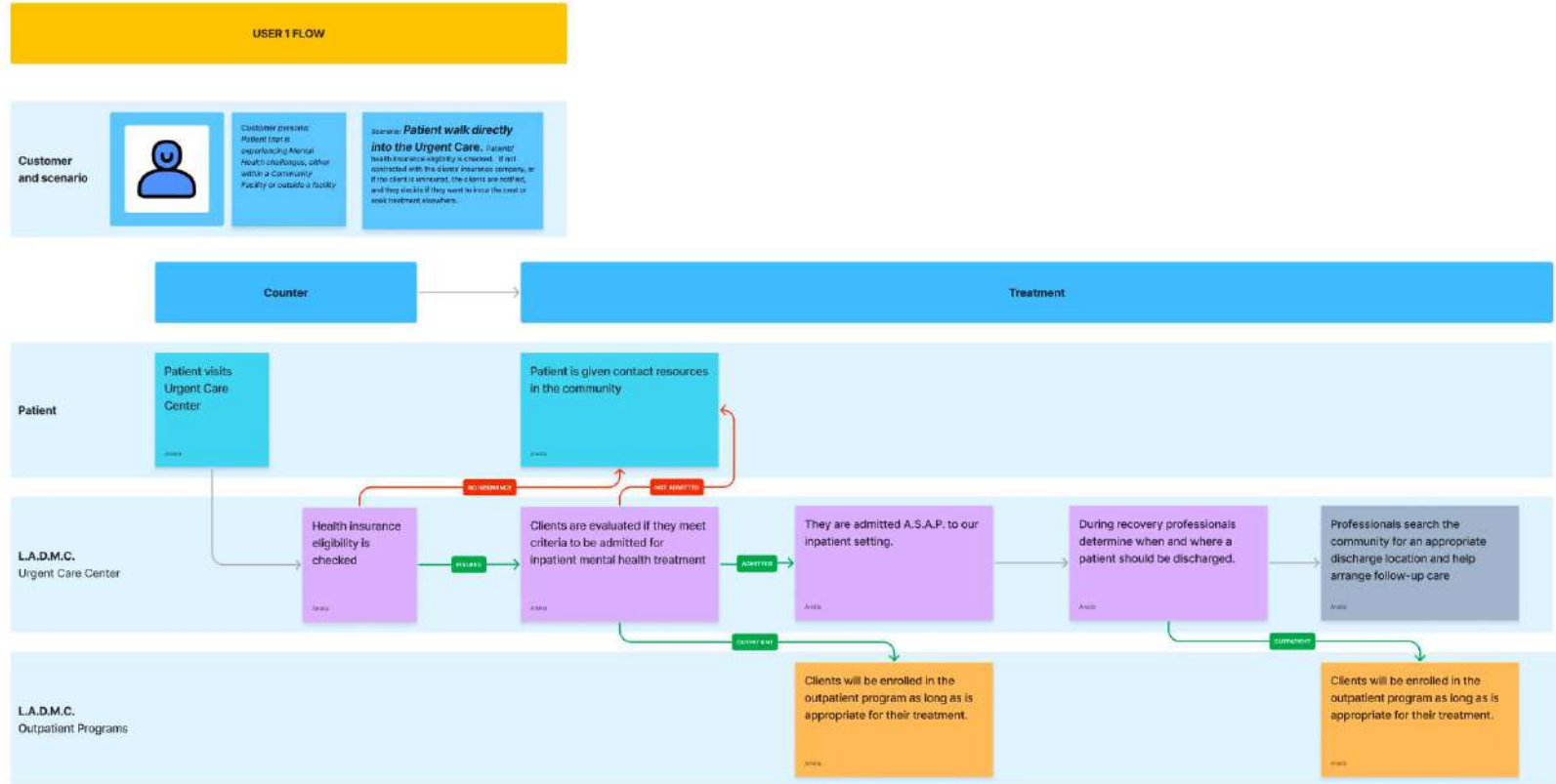
Users had to complete a 20-question survey detailing their health conditions—an inherently demanding step from the outset.

Solution

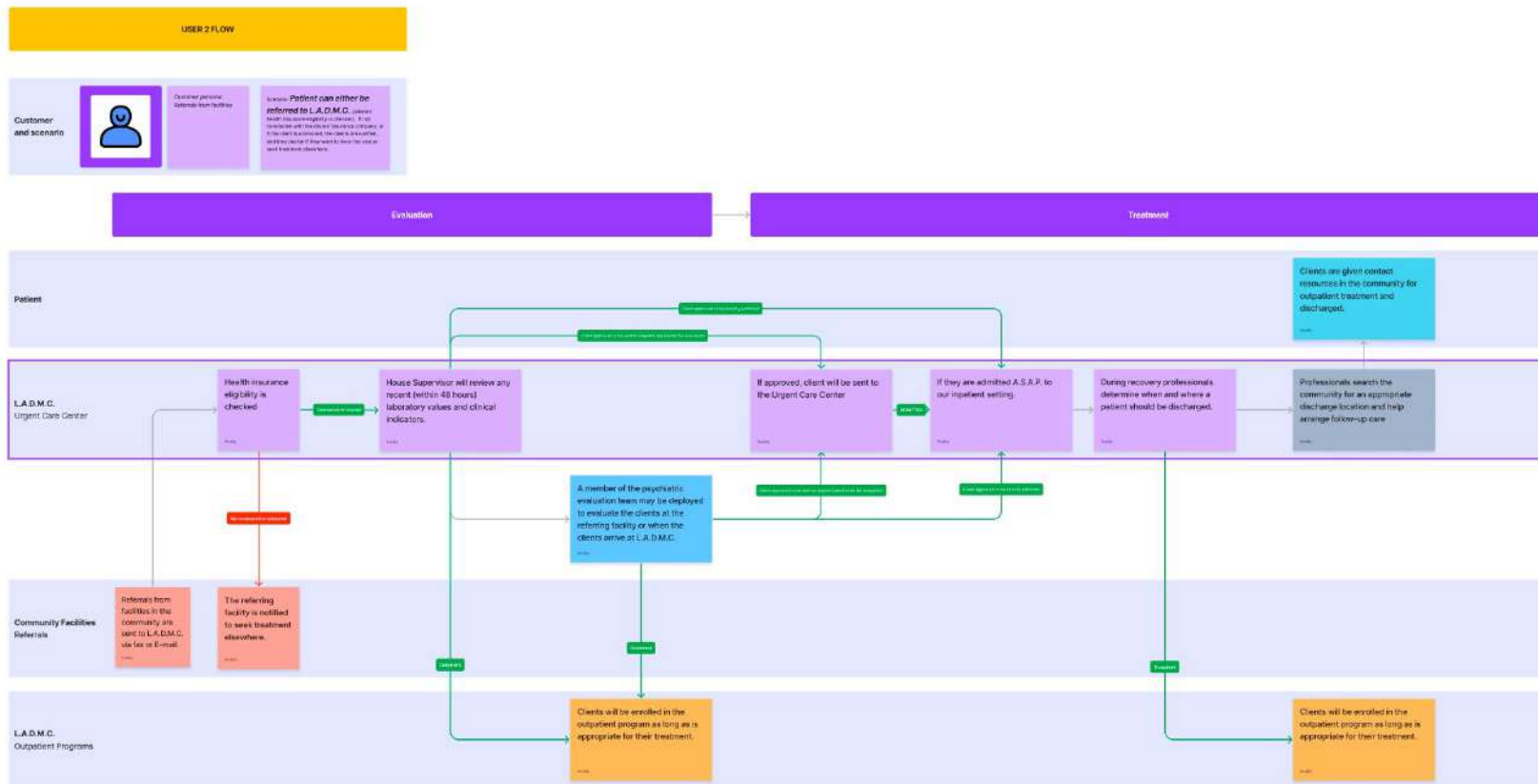
To boost completion, we used a step-by-step form with progress indicators, playful visuals, and clear messaging that explained the value of each answer and how it helps the community.




Service blueprint



Service blueprint



Screen samples – landing page

HomeHow it worksThe impactMake a change

Let's change the world.



We all have or know someone who has suffered greatly from medication side effects. Sometimes it's inevitable, but many times it's preventable.

↓

Join the movement that's set out to
**Change how medications
are prescribed.**

Make a change

How ExactoMED works?

ExactoMED is a health app that collects people's "medication experiences" — all done privately and anonymously — and uses its big data engine to provide medication information that is 100% individualized just for you.

All done privately and anonymously!



Join us and
Make a difference

20%

of hospital injuries are due to side effects.

2X

side effects double hospital stay and hospitalization cost.

40%

of side effects in elderly are likely to be serious, yet many are preventable.

\$30 - \$130B

how much side effects are costing the healthcare sector annually.

**Because you are
the answer.**




1

To launch our app, we need to collect as much data as possible, and that's where you come in.

Screen samples – mobile app

Personal info




This way we can segment better to give you an accurate decision

Race
Hispanic - Latino

Cancel Next

5% - 1/20

Medical Info



To suggest you the best medicine to help you in your condition

Disease
Ashtma

Medication
Albuterol

+ Add New Medication

Effective, continuing the medication?

☒ Yes ☐ No

Tolerable side effects?
No Side Effects

+ Add New Condition

Cancel Back Finish

50% - 10/20

ExactoMED

Let's change the world.

Login

Email

Password

Login

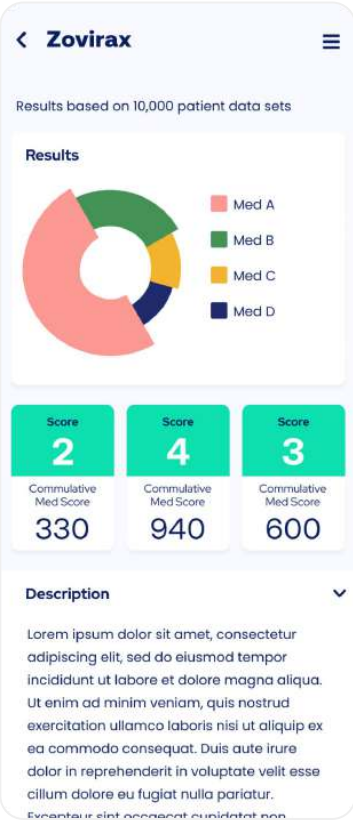
Questionnaire

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

Start



Screen samples – mobile app



CORONAVIRUS UY

Telemedicine app

Role

UX Consultant and Researcher focused on enhancing accessibility for deaf users through inclusive design and user-centered research.

Problem

The primary users were elderly and deaf individuals, with a focus on the latter due to the unique challenges they face in communication and information processing.

Story

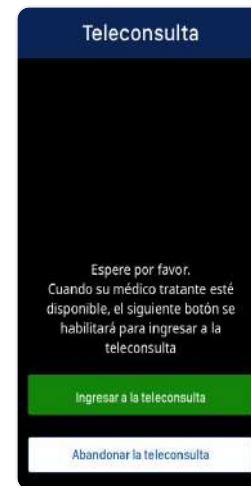
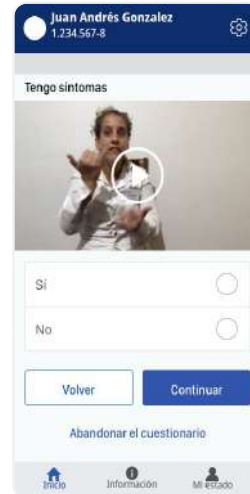
During the pandemic, there was a critical need to track patients and deliver accessible information, particularly for elderly and deaf users.

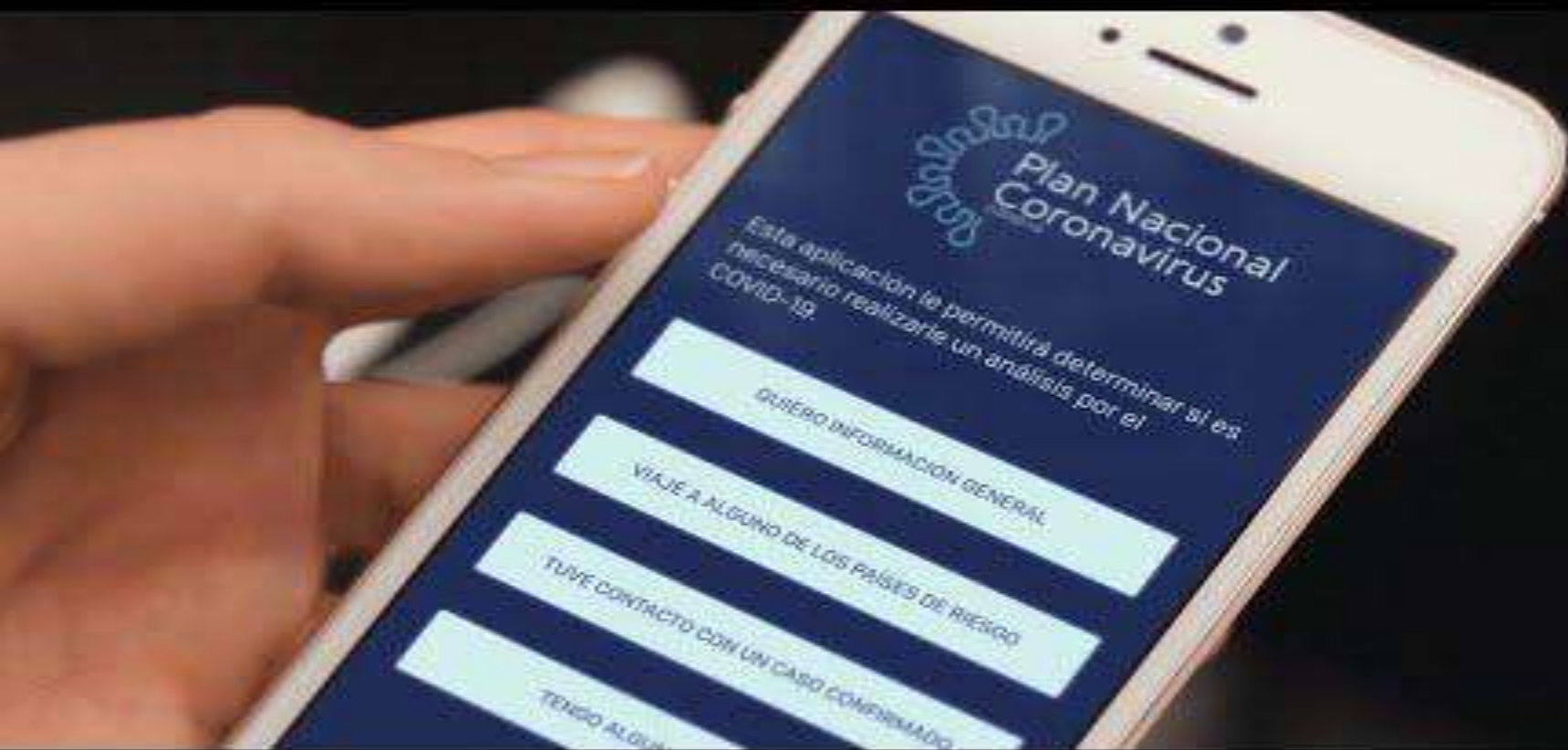
Solution

Accessibility and interactions were enhanced by addressing visual impairments, varying cognitive abilities, and motor limitations commonly experienced when using a mobile device.



Screen samples





3 months project

Health

ARENA STRIVE

Health mobile app

Role

UX/UI Designer and Design System construction and definition

Story

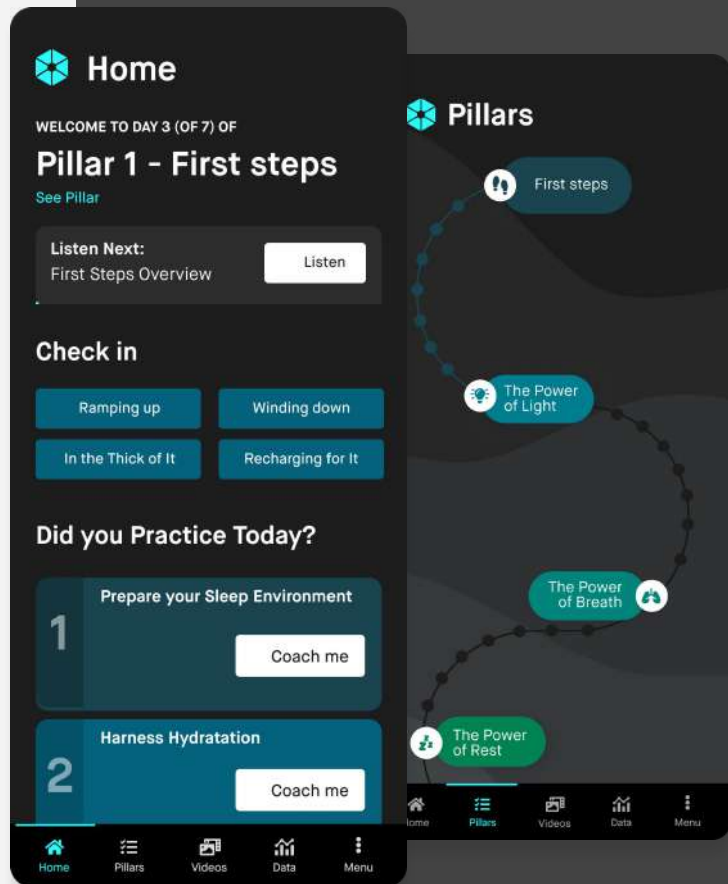
Mobile-optimized website designed to support frontline clinicians in managing stress from the demands of their daily responsibilities.

Problem





Users struggled to engage with the platform due to a lack of visual hierarchies and unclear navigation, resulting in low interaction and poor overall usability.






Solution

Redesigned the interface with better visual hierarchy, simplified navigation, and intuitive, consistent components, creating a more engaging and user-friendly experience.



Analysis – benchmark

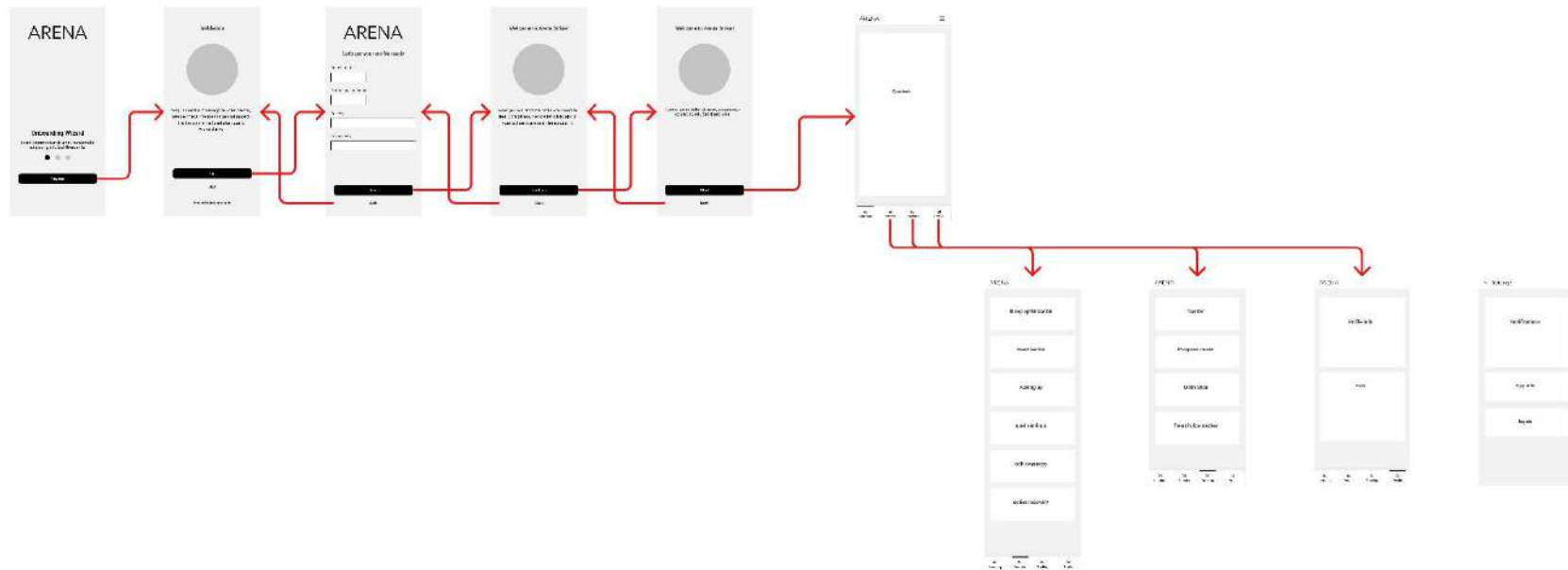
| |  |  |  |  |
|----------------------|--|--|---|---|
| UX METHODS | Reson | Headspace | Calm | Box Breathe |
| BREATHING TYPE | | | | |
| Resonance Breathing | ● | ● | ● | ● |
| Box Breathing | ● | ● | ● | ● |
| Physiological Sigh | ● | ● | ● | ● |
| Extended Exhalates | ● | ● | ● | ● |
| Energizing breathing | ● | ● | ● | ● |
| SOUNDS | | | | |
| Music | ● | ● | ● | ● |
| Coach | ● | ● | ● | ● |
| SETTINGS | | | | |
| Audio | ● | ● Scene and/or breathing volume in some exercises. | ● Scene and/or breathing volume. | ● |
| Captions/Coach | ● | ● | ● | ● |
| Time | ● | ● Time bar can be moved. | ● | ● |
| Other | ● | ● Haptic Vibrations can be turned on. | ● Velocity | ● |
| MOTION | ● Circular object inflates, holds still and then deflates, and friends interaction | ● More than one. Circular object inflates, holds still and then deflates, and friends interaction/ Rising and sitting curved shapes. | ● Constant movement of element around a circle. | ● Progression bar travels around a box shape |
| VISUALS | Simple and dull. | Visuals change depending on the exercise. Simple with organic movements. | Simple with soothing colors and movements. | Very simple but difficult to understand that the only element in the screen is a button. No instructions for beginners. |

| |  |  |  |  |  |
|---------------------------------|---|---|---|---|---|
| UX METHODS | Duckie | Duckie Journal | Me | Headspace | Duckie |
| MOTIVATIONS | | | | | |
| Badges | ● | ● | ● | ● | ● |
| Levels | ● | ● | ● | ● | ● |
| Charts | ● | ● | ● | ● | ● |
| Points | ● | ● | ● | ● | ● |
| Score boards | ● | ● | ● | ● | ● |
| Currency | ● | ● No currency but can get props by going around. | ● | ● | ● |
| NUMBER | | | | | |
| Music | ● | ● | ● | ● | ● |
| Action sounds | ● | ● | ● | ● | ● |
| ANIMATION | | | | | |
| My interaction | ● | ● Subtle transitions | ● Subtle transitions | ● | ● |
| In-Background | ● | ● | ● | ● | ● |
| Videos | ● | ● | ● | ● | ● |
| ENGAGEMENT | | | | | |
| Food interaction | ● Follows and friends interaction | ● Only to check the app | ● Transfery available to move exercise together and a clipboard. | ● You can share a exercise to a friend or use the app together | ● |
| Support | ● Coach | ● | ● Coach | ● Coach | ● Game master/ Guide |
| Fun/Experience | ● | ● | ● | ● | ● |
| Real life actions (what a tool) | ● | ● | ● Exercise | ● Meditation and other exercises | ● |
| FE | | | | | |
| Font type | Light and Dark Mode + Brand + Almost colors. | Light and Dark Mode + Color sets to choose. | Light Mode + Brand + Fonts | Light and Dark Mode (Dark Blue Head) + 9 font sets of colors. | Dark Mode + Vibrant colors + Gradients |
| Illustrations | Simple and funny | Simple and funny | Simple and realistic + Photographs | Simple and clean | Cartooned/Real and |
| Amount of colors | 70% Neutral, 20% brand, 10% other vibrant colors. | 70% Neutral, 20% brand, 10% other vibrant colors. | 80% Neutral, 10% brand, 10% other vibrant colors. | 70% Neutral, 20% brand, 10% other vibrant colors. | 60% Neutral, 20% brand + 20% other vibrant colors. |
| DISCUSSIONS | Fun, easy to play, competitive, addictive. | Easy to track, can manage a lot of information, and it can be better. | Easy to track, can manage a lot of information, and great UI. | Fun, soothing, beautiful UI. | Fun, complex, competitive. |

Wireflow


LOGIN/REGISTRO

HOME



Wireframes

9:41



Login to continue.

TeamID

Username

Password

☐ I agree to the terms and conditions.

Sign Up

9:41

PROFESSIONAL INFO

How many years do you have in Practice?

A. Less than 5

B. Between 6 and 10

C. More than 11

Finish


9:41

MODULE 1

Introduction 5 mins

First Steps

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.


 Listen Now

Maximize your Sleep

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Staying Hydrated

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.



Modules Library Check-in Progress Profile

9:41

Progress

Total Check-Ins 1,267

Total Practices 187,963

 **First Steps**

 **Power of Life**

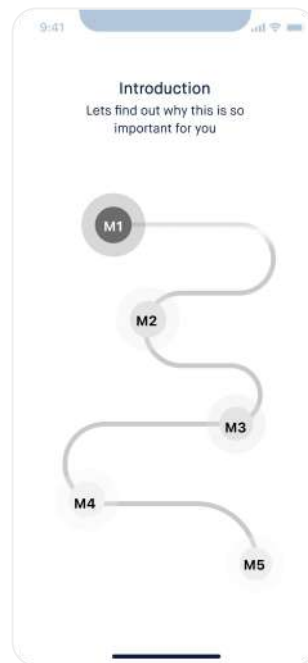
      

 **Power of Breath**

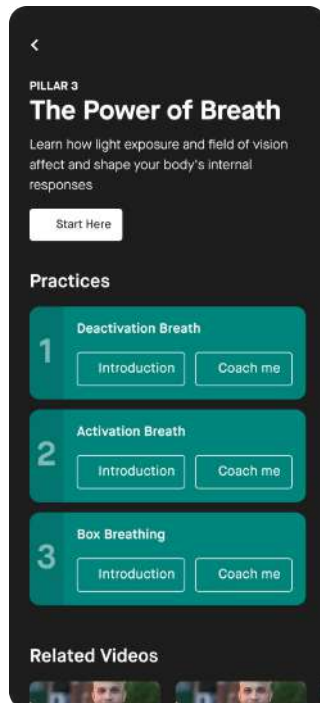
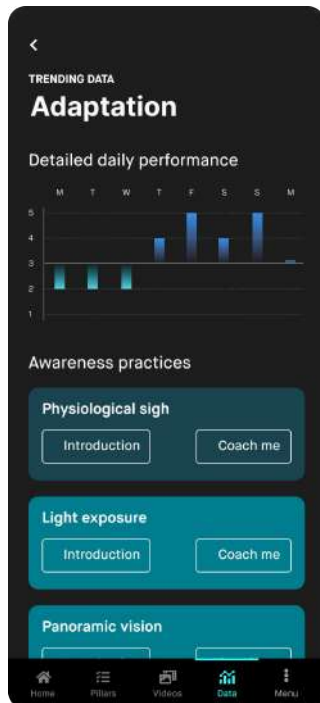
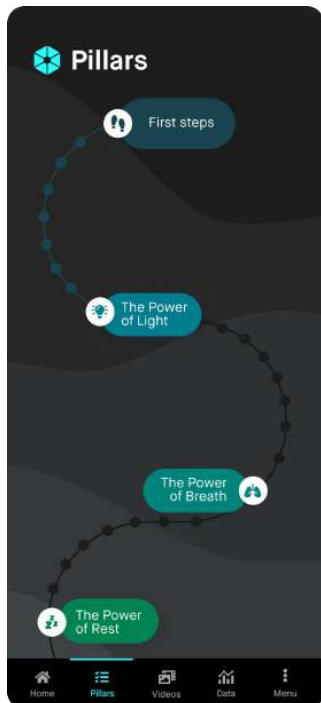
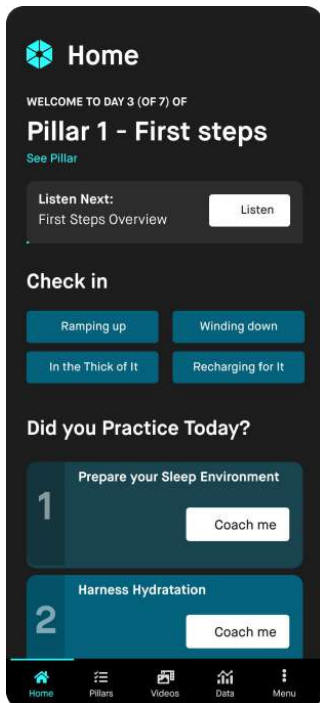
      



Modules Library Check-in Progress Profile



Screen samples



Presentation video



ECOMMERCE

- Football team Shopping cart
- Mobile event builders
- Desktop event builder
- Real state

3 months project

ecommerce

PEÑAROL TEAM

Ecommerce app

Role

UX/UI Product Designer for
ecommerce mobile app

Story

The team went through a rebranding,
but the ecommerce site was not
providing a good experience and
matching the brand

Problem

The eCommerce site had poor
navigation, inconsistent branding, and
a clunky checkout flow, leading to user
frustration, low conversions, and high
drop-off rates.

Solution

I redesigned the checkout flow to
align with the new brand and reduce
friction, improving conversions while
supporting the client's goal of
increasing online revenue.



Screen samples



4 months project

Ecommerce + builder

FESTIVAP

Events mobile app

Role

UX/UI Product Designer for an event creation mobile app

Problem

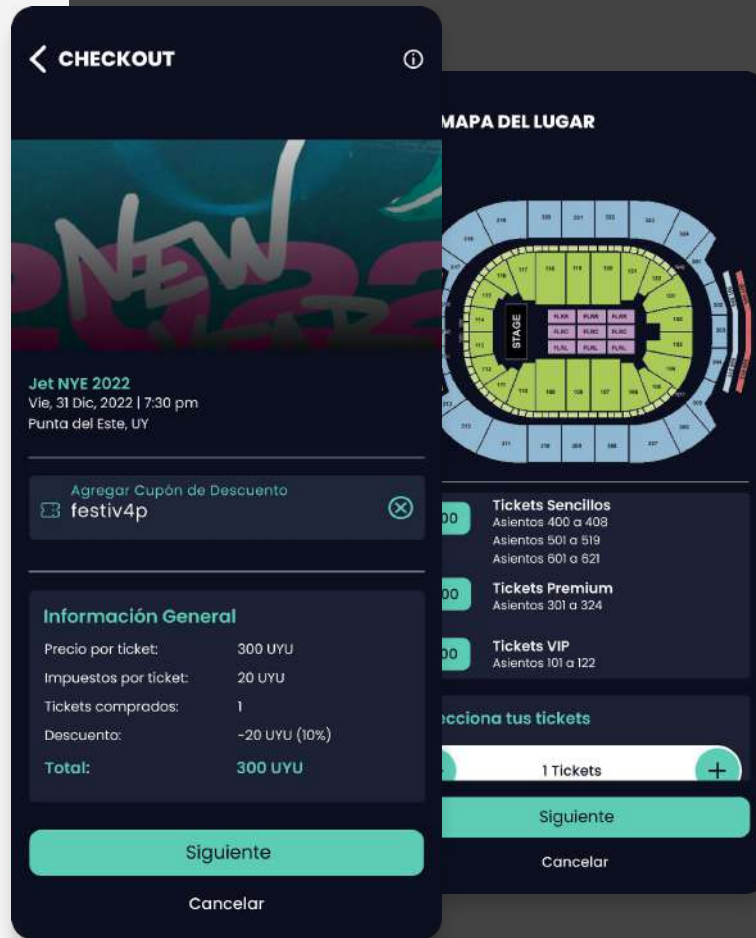
The platform lacked proper tools for admins to create events, manage pricing, and send invitations, while users faced difficulties discovering relevant events and purchasing tickets smoothly.

Story

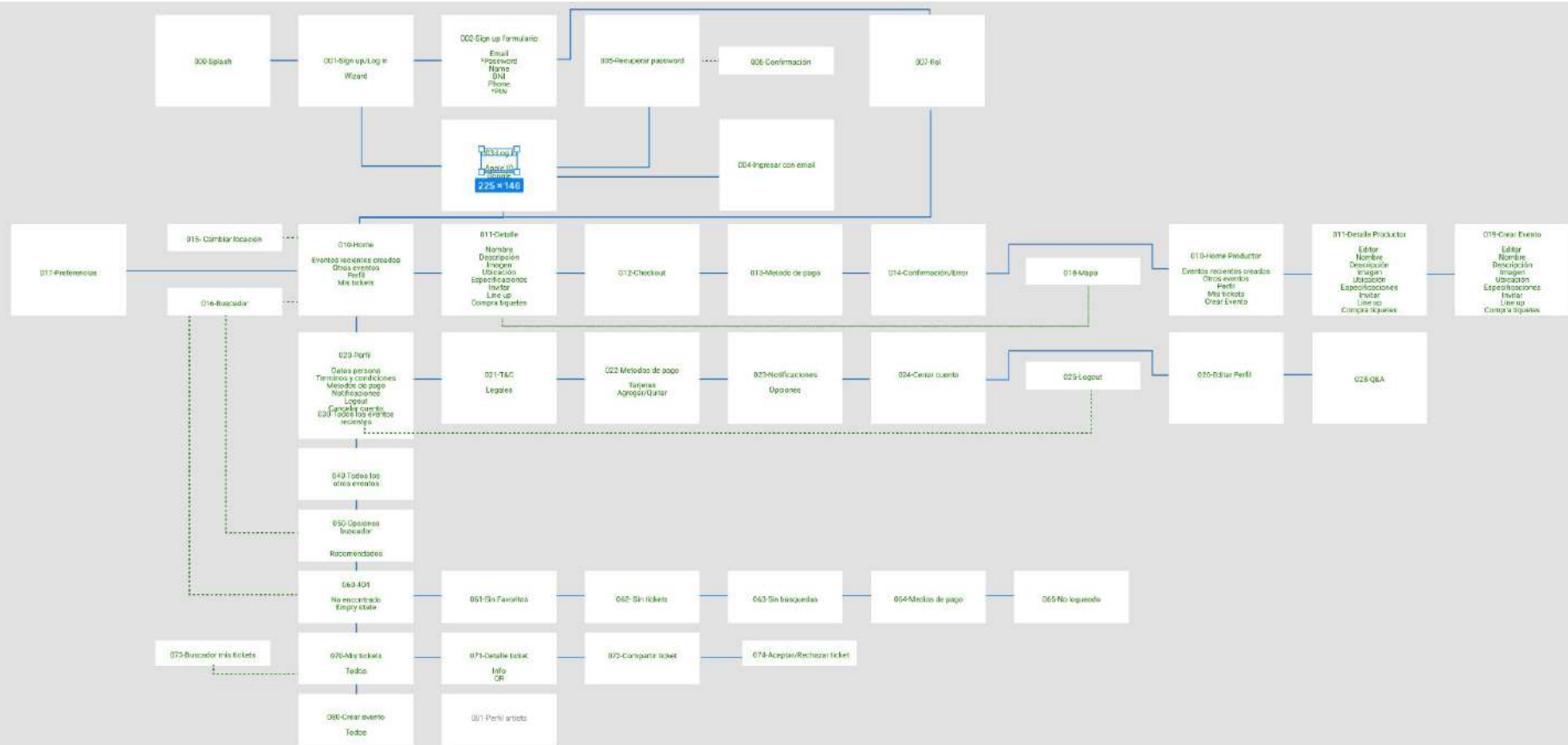
The client had a website that was not showing the brand in the correct way and the users were not using it much due to the UX issues and needed features not provided

Solution

Through user interviews, I identified key friction points and redesigned the platform, streamlining admin tools and improving event discovery and checkout.



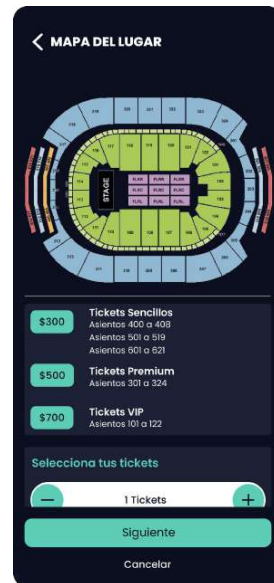
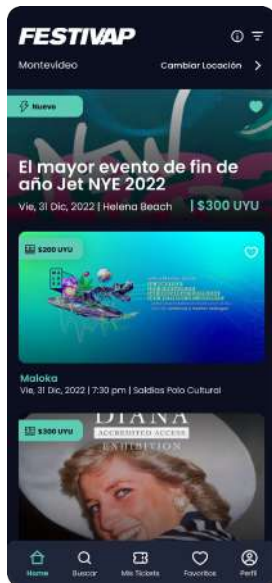
Analysis



Wireframes



Screen samples



8 months project

Ecommerce + builder

BLACKTHORN

Salesforce Events creator

Role

UX/UI Product Designer and researcher

Story

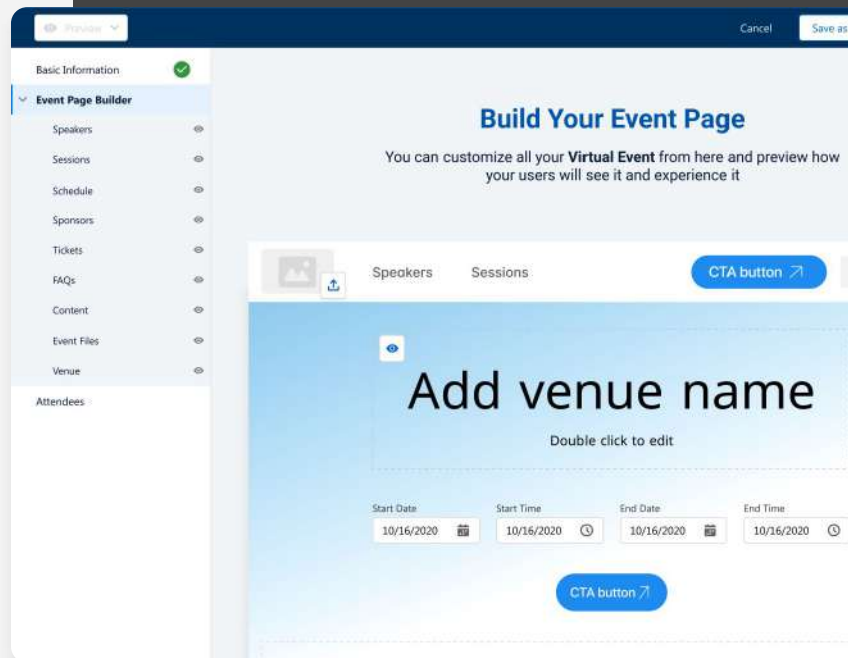
The client's event site builder had a complex user experience, users had to complete multiple lengthy forms across several steps, only to discover at the end whether the event had been set up correctly.

Problem

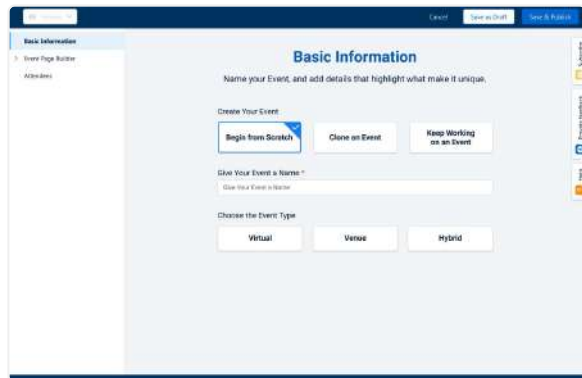
The platform's user experience was fragmented, burdened by excessive forms and lacking key functionalities, resulting in user frustration and unmet needs over time.

Solution

A live event builder, where the users could create the event while seeing the final website in a preview mode. In addition, users could even customize the UI with their own brand.



Screen samples



Basic Information

Event Page Builder

Attendees

Basic Information

Name your Event, and add details that highlight what make it unique.

Create Your Event

Begin from Scratch

Clone an Event

Keep Working on an Event

Give Your Event a Name *

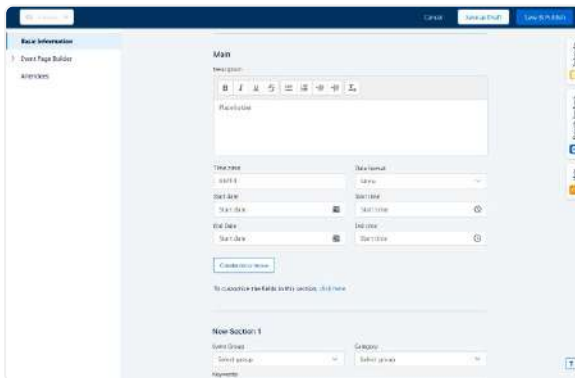
Give Your Event a Name *

Choose the Event Type

Virtual

Venue

Hybrid



Basic Information

Event Page Builder

Attendees

Main

Placeholder

Title Name

Start Date

End Date

Start Time

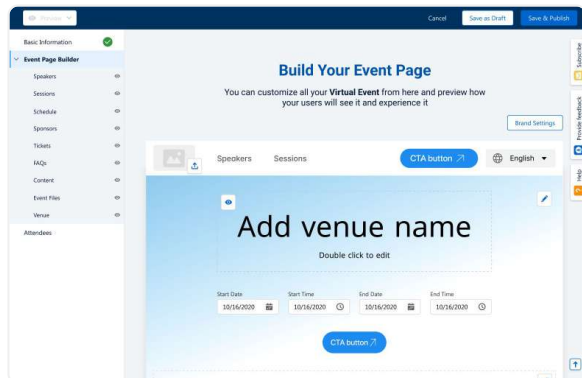
End Time

Category

New Section 1

Section Name

Category



Basic Information

Event Page Builder

Attendees

Build Your Event Page

You can customize all your Virtual Event from here and preview how your users will see it and experience it

Brand Settings

Speakers

Sessions

CTA button

English

Add venue name

Double click to edit

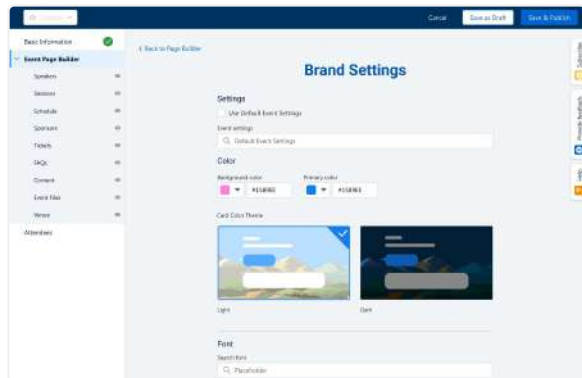
Start Date

Start Time

End Date

End Time

CTA button



Basic Information

Event Page Builder

Attendees

Brand Settings

Settings

Use Default Event Settings

Event settings

Default Event Settings

Color

Background color

Primary color

Card Color Theme

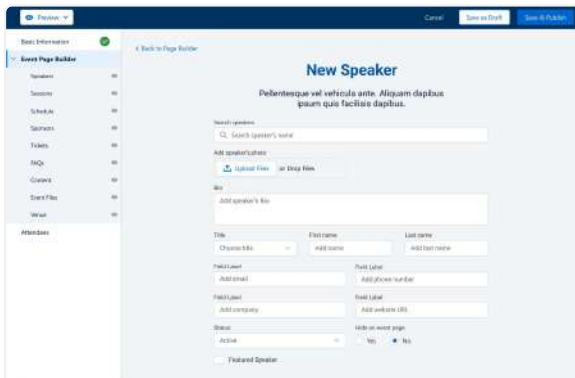
Light

Dark

Font

Search font

Placeholder



Basic Information

Event Page Builder

Attendees

New Speaker

Permetteque vel vehicula ante. Aliquam dapibus ipsum quis facilisis dapibus.

New speaker

Search speaker's name

Add speaker's name

Upload File

Drop files

Title

First name

Last name

Phone

Address

City

State

Zip

Country

Facebook

Twitter

LinkedIn

Instagram

YouTube

Website

Facebook

Twitter

LinkedIn

Instagram

YouTube

Website



Preview

Close

Back to Page Builder

Angular Connect Conference 2020

London, UK

November 13th - 15th

Buy Ticket

2 days 5 tracks

40+ speakers

1000+ Angular developers

4 months project

Ecommerce + corporate

PILAY

Salesforce Events creator

Role

UX/UI Product Designer

Story

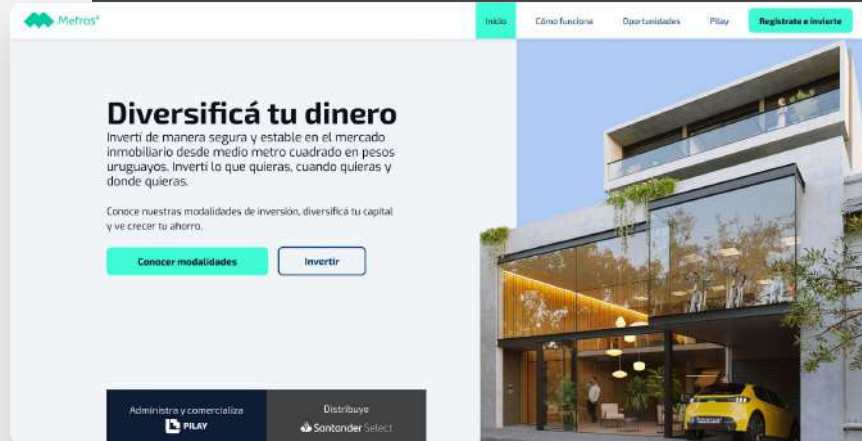
Redesigned and enhanced the UX of both the corporate website and eCommerce platform, aligning functionality and branding to improve user engagement and business performance.

Problem

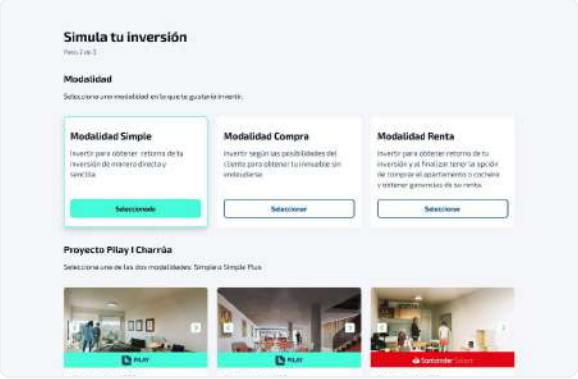
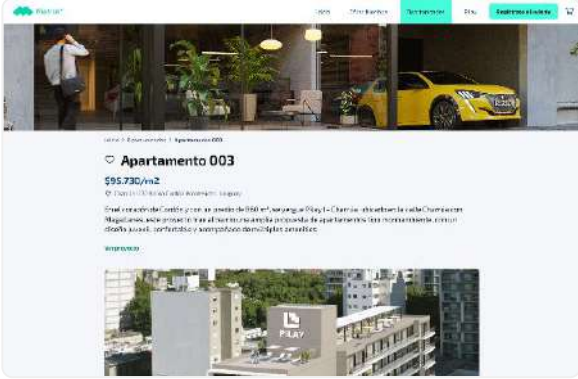
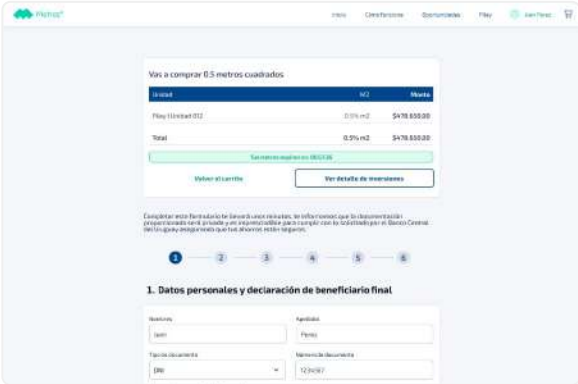
The previous experience lacked key information and failed to engage users. A more intuitive and visually appealing shopping journey was needed to build confidence and drive sales.

Solution

I improved the experience by conducting user research and collaborating closely with the marketing team to align design decisions with business goals.



Screen samples



3 months project

Ecommerce

NEIGHBOR HUB

Real state mobile app

Role

UX/UI Product Designer, MVP definition and researcher

Story

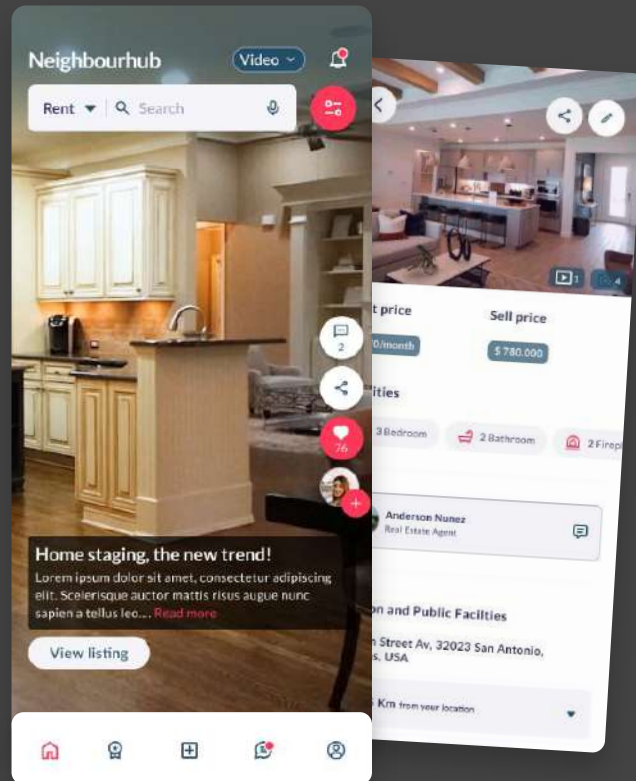
The client required a real estate application specifically designed for agents, aimed at streamlining the management and distribution of their marketing assets to enhance outreach and efficiency.

Problem

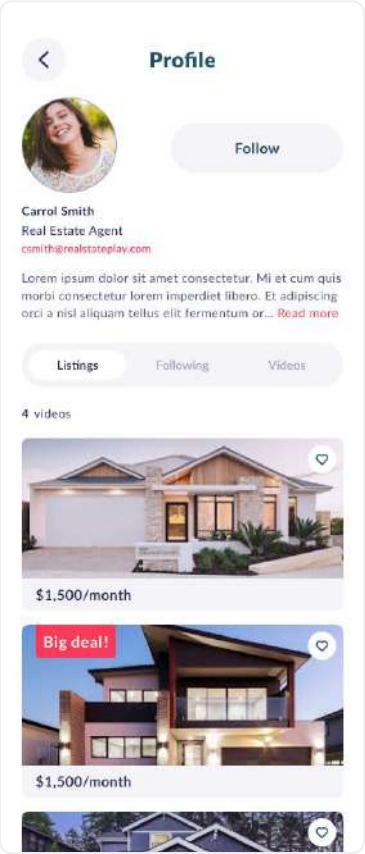
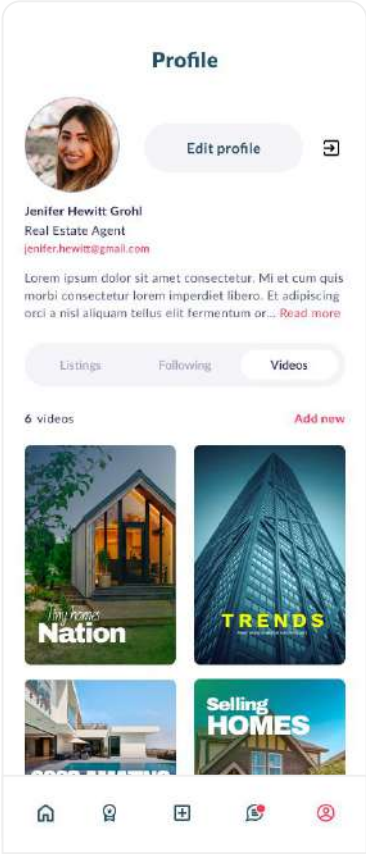
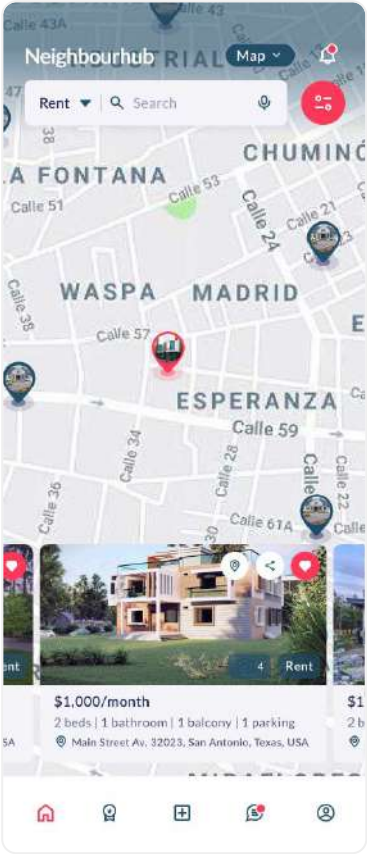
The app had to balance marketing tools for agents and home search features for buyers, posing a challenge in serving both user groups without sacrificing clarity or usability.

Solution

I designed an app with tailored views that allowed users to explore content in a Pinterest/Reel-style format while seamlessly searching for a new home, combining inspiration with utility in a single experience.



Screen samples



CORPORATE

- Websites
- Fidelity apps
- Investments
- Dreamforce Metallica
- Philanthropy cloud
- Community builder

1-month project

Corporate

Black Diamond

Venture Company

Role

UX/UI Designer for new Black Diamond Website

Problem

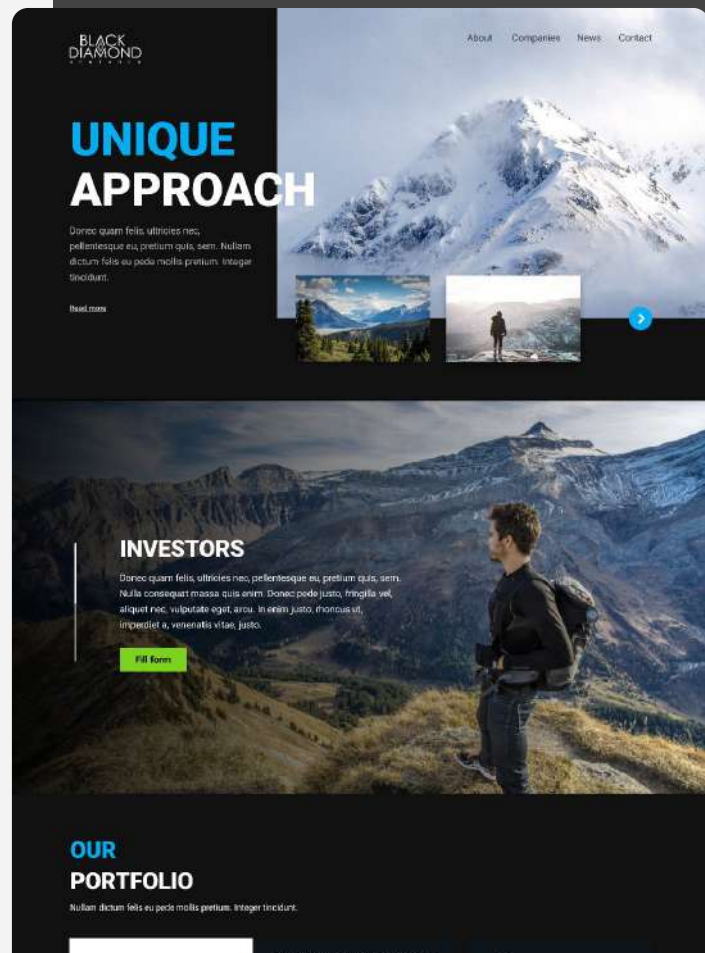
The previous site failed to convey information effectively and lacked visual appeal. It didn't reflect the brand's values of trust, professionalism, or innovation, undermining its credibility.

Story

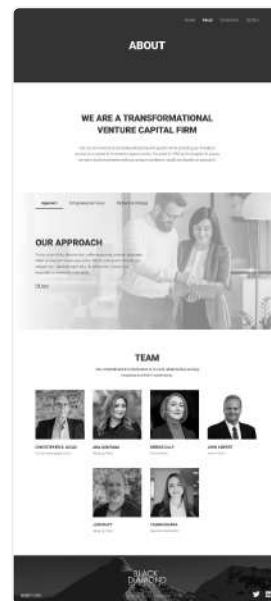
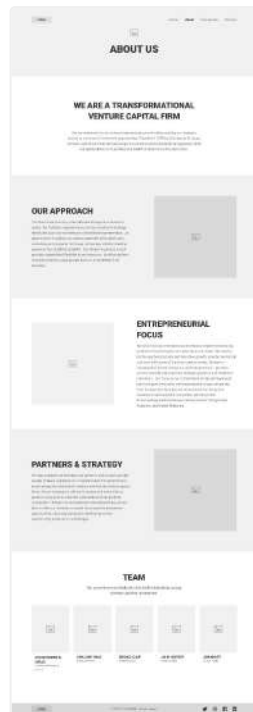
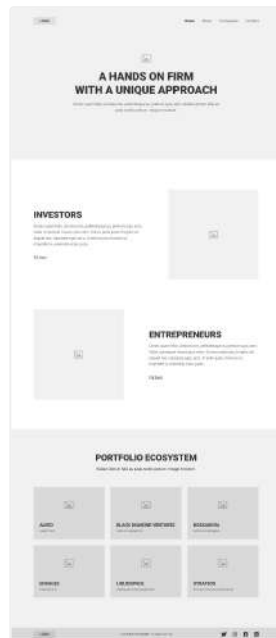
Black Diamond is among the most challenging slopes in skiing, demanding confidence, skill, and a readiness to take risks. It mirrors the mindset of entrepreneurs and investors, who navigate uncertainty.

Solution

A new brand manual was developed to unify the company's identity, while content was restructured and presented more clearly to enhance communication and user engagement.



Wireframes



Screen samples

BLACK DIAMOND VENTURES

AboutCompanyNewsContact

UNIQUE
APPROACH

Doreet quam felis, vitioribus nec, pellentesque eu, pretium quis, sem. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

Read more



INVESTORS

Doreet quam felis, vitioribus nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

Fill form

OUR
PORTFOLIO

Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

ALVEO

ALVEO
Health Tech

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

bossanova

bossanova

Artificial Intelligence

Engage3

Engage3

Data Science

LIQUIDSPACE

LIQUIDSPACE
work from anywhere

Workspaces for digital platform

strateos

strateos

Science processes automation

BLACK DIAMOND VENTURES

AboutCompanyNewsContact

ABOUT US

Our commitment is to industry entrepreneurial growth while providing our investors access to a unique and investment opportunities. Founded in 1996 by Christopher H. Jacobs, our 20th year investment with our venture-backed, private and public companies.

WE ARE A
TRANSFORMATIONAL
VENTURE CAPITAL FIRM

OUR
APPROACH

The focus of our endeavors often includes changeable investment in nature. The facilities expansion and an investment of 100% of our capital, which is used to fund our investments in private equity. As a private equity investor, our focus is on approach to fund companies, including early stage, growth stage companies.



ENTREPRENEURIAL
FOCUS

We seek to create entrepreneurial growth while providing our investors access to a unique and investment opportunities. Founded in 1996 by Christopher H. Jacobs, our 20th year investment with our venture-backed, private and public companies.

BLACK DIAMOND VENTURES

AboutCompanyNewsContact

PORTFOLIO ECOSYSTEM

Our established network of individuals gives us the flexibility to provide the appropriate relationships and capital that growing companies need.

Current Investments

Future Investments

All Companies

ALVEO

ALVEO
Health Tech

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

ESS

ESS
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

ATONARP

ATONARP
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BLACK DIAMOND VENTURES

BLACK DIAMOND VENTURES

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ESS

ESS
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Engage3

Engage3

Data Science

MUMO

MUMO
Work from anywhere

Workspaces for digital platform

STRATEOS

STRATEOS
Science processes automation

Science processes automation

LIQUIDSPACE

LIQUIDSPACE
work from anywhere

Workspaces for digital platform

LIQUIDSPACE

LIQUIDSPACE
work from anywhere

Workspaces for digital platform

LIQUIDSPACE

LIQUIDSPACE
work from anywhere

Workspaces for digital platform

ESS

ESS
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

FINICAST

FINICAST
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

ALTWORK

ALTWORK
High Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ares Materials

ARES MATERIALS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

bossanova

BOSSANOVA

Artificial Intelligence

3 months project

Corporate

Tokens

Mobile app

Role

UX/UI Product Designer

Problem

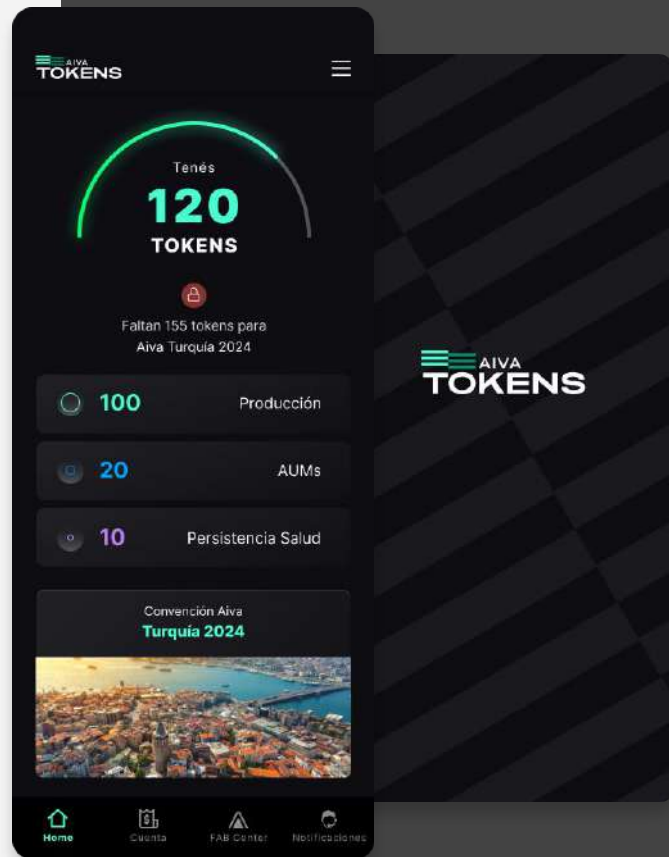
Given the app's minimalistic, grayscale design, the main challenges were applying the new brand guidelines effectively while also addressing low user engagement and poor content discoverability.

Story

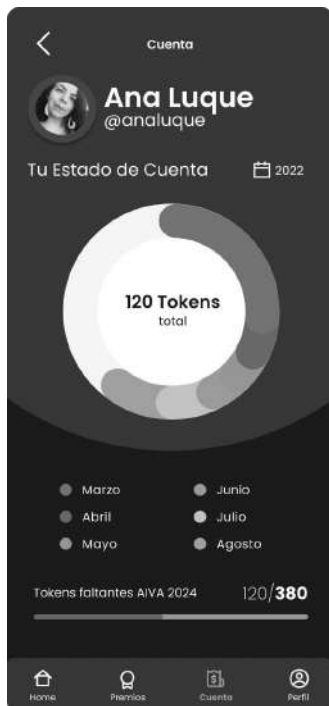
A company needed to provide an engagement tool for their investment sellers, for that they came out with tokens that they could change for different products and trips.

Solution

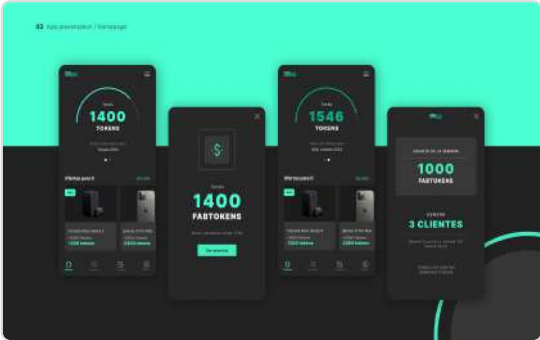
I applied branded accents for clarity, improved navigation for better discoverability, and added subtle interactions to boost engagement, while keeping the minimalist feel.



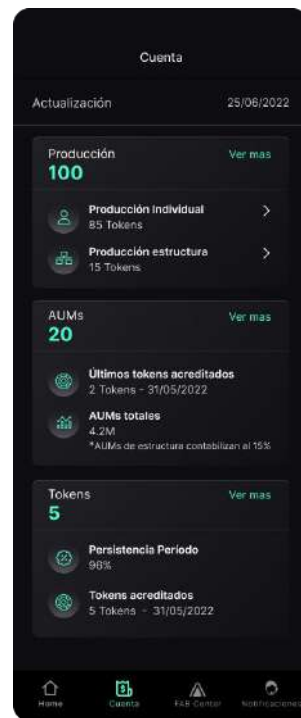
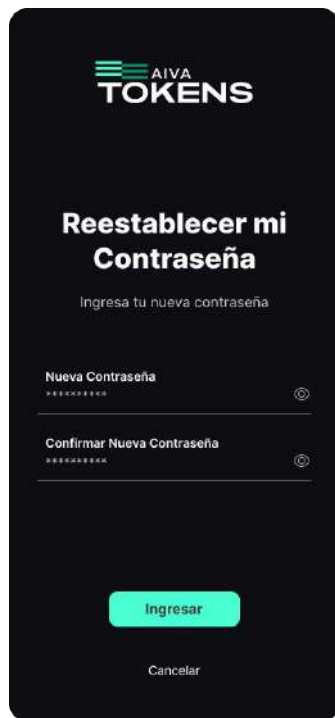
Wireframes



Presentation



Wireframes



3 months project

Corporate

NEXUS

Mobile app

Role

UX/UI Product Designer

Story

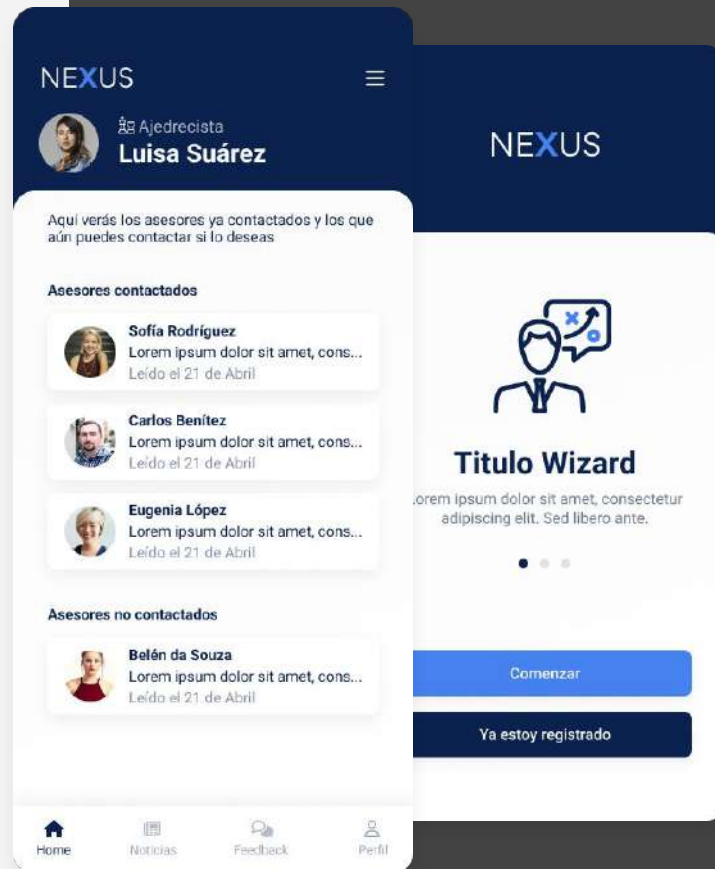
An app designed to help the company attract investors and serve as a central platform for showcasing and promoting investment opportunities.

Problem

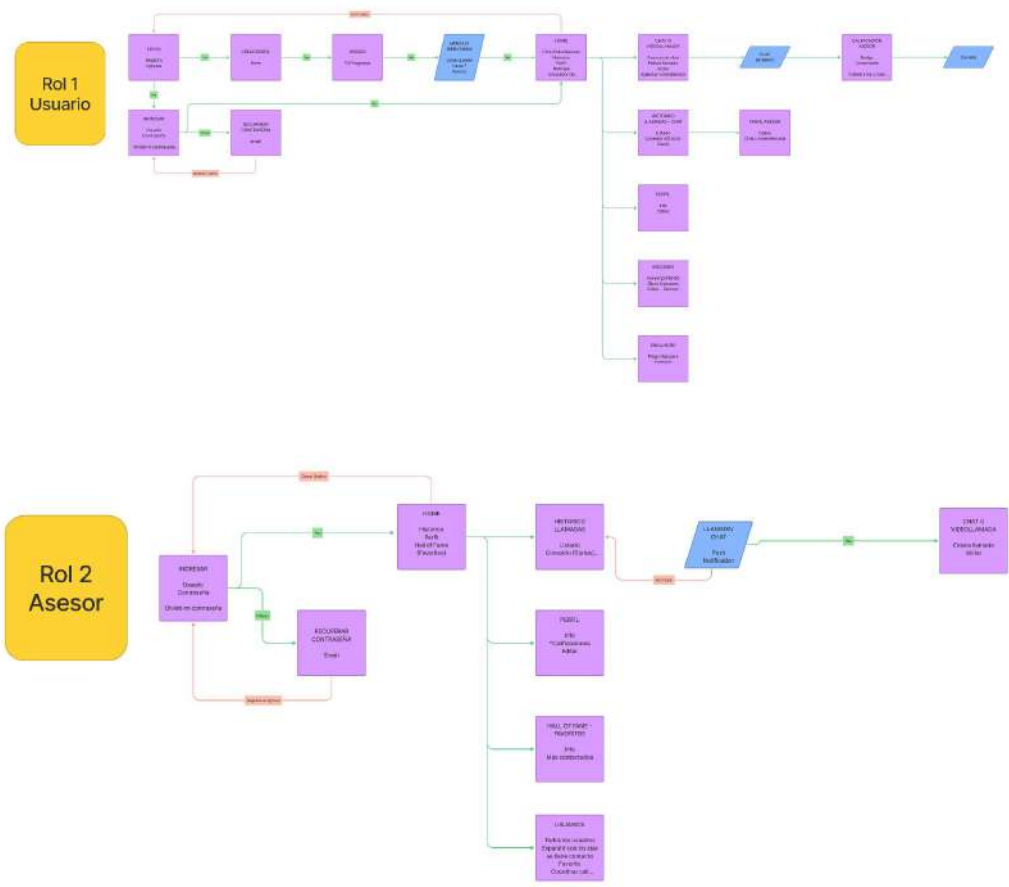
The platform needed to effectively connect investors with brokers, but faced challenges in streamlining the discovery and purchase of investment products, limiting user engagement and transaction efficiency.

Solution

Empower small investors by connecting them with brokers, offering access to diverse investment products, expert advice, and seamless investment capabilities.



Analysis



Wireframes

Ingresar tus Datos

Email
analiaaluque@gmail.com

Nombre
Analia Luque

Contraseña

Confirma tu Contraseña

Confirmar

Atrás












¿Tiene experiencia invirtiendo?

☒ Si

☐ No

☐ Solo Ahorros

Historico

Buscar

Activos ahora

Usados Frecuentemente

Damián Sosa
Activo hace 10 minutos

Andrés Bedoya
Activo hace 10 minutos

Andrés Matontí
Activo hace 10 minutos

Todos los Asesores

A

Belisario Betancur
Activo hace 10 minutos

Braulio Diaz
Activo hace 10 minutos

Bruno Gómez
Activo hace 10 minutos

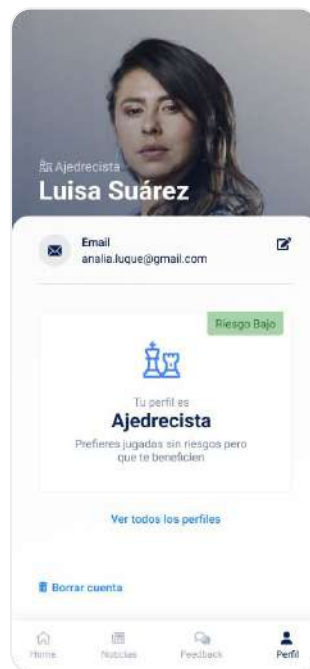
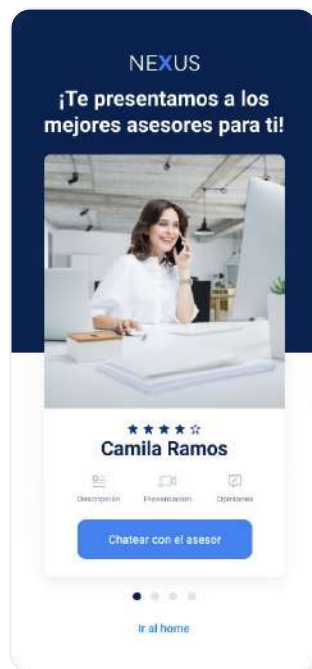
C

Camilo Hincapié
Activo hace 10 minutos

Carlos Cachon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Screen samples



1-month project

Corporate

METALLICA

Salesforce fan experience

Role

Main UI/UX Designer for Salesforce Dreamforce booth design, concerts series and Facebook posts for the concerts announcements

Story

Powered by Salesforce, Metallica showcased real-time data on interactive screens and offered fans 3D-style GIFs sent instantly to their phones.

Problem

The main challenge was optimizing the interactive screens—they were a secondary attraction for fans, but a key element for showcasing Salesforce's technology.

Solution

Adding a photo preview section strategically drew users to the back of the space, encouraging deeper interaction with the other screens and maximizing engagement across the full experience.





6 months project

Corporate

PHILANTHROPY

Mobile and desktop app

Role

UX/UI Designer for Salesforce

Problem

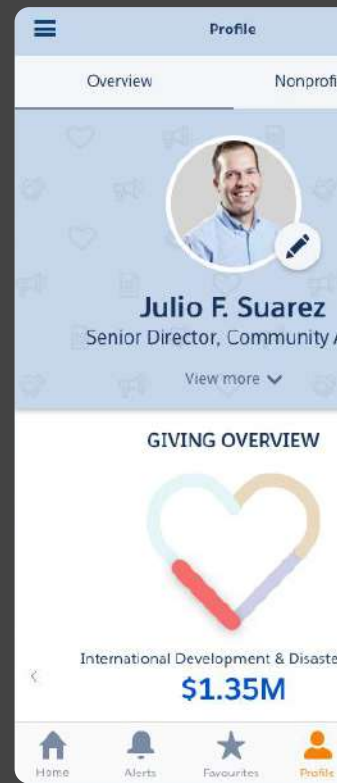
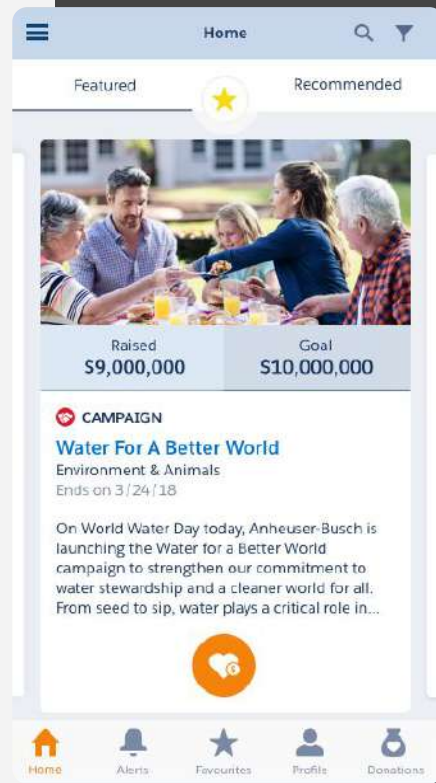
The app needed to be brand customizable, engaging, and fun. As an MVP, key features had to be prioritized through research to maximize impact within scope.

Story

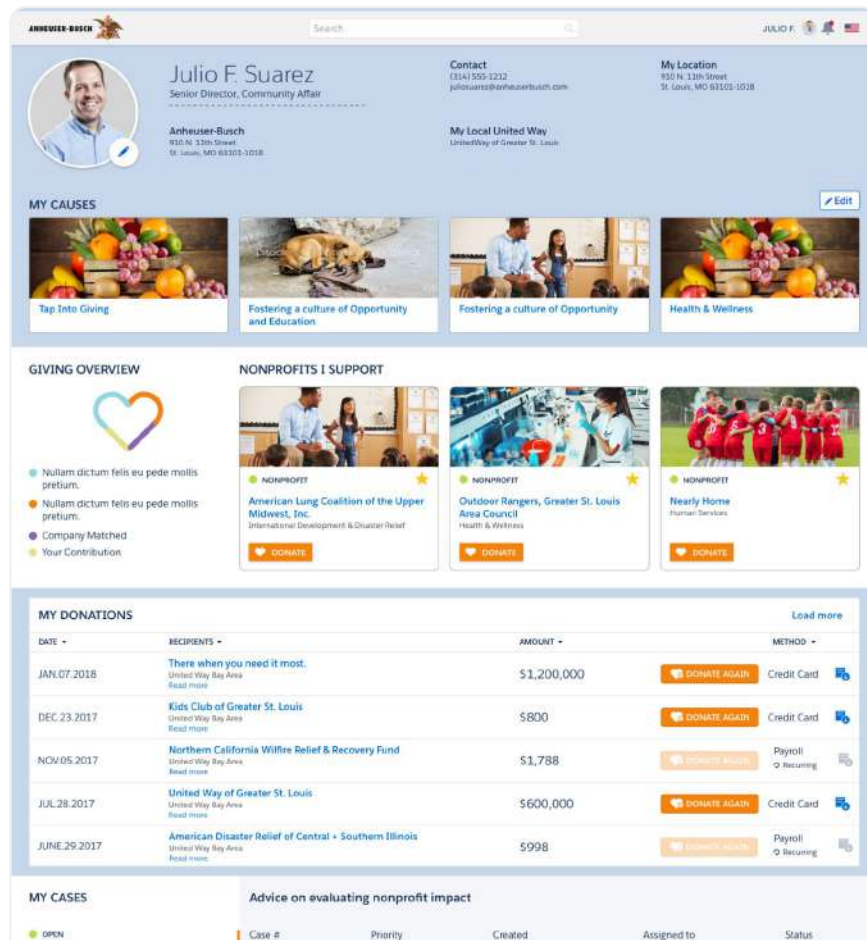
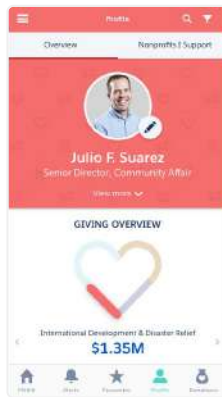
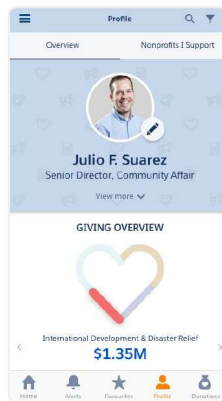
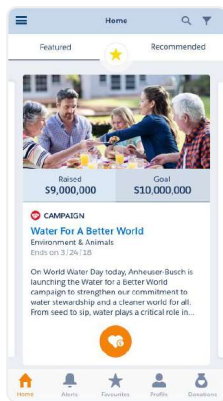
Salesforce aimed to launch a new product within Philanthropy Cloud to help companies inspire and facilitate employee donations, promoting a culture of giving in the workplace.

Solution

I Integrated gamification elements and Salesforce components to develop both the user-facing app and an admin dashboard for customization and management.



Screen samples



Presentation video



4 months project

Corporate

COMMUNITY

Configurator

Role

UX Designer for Trailhead UX/UI team

Story

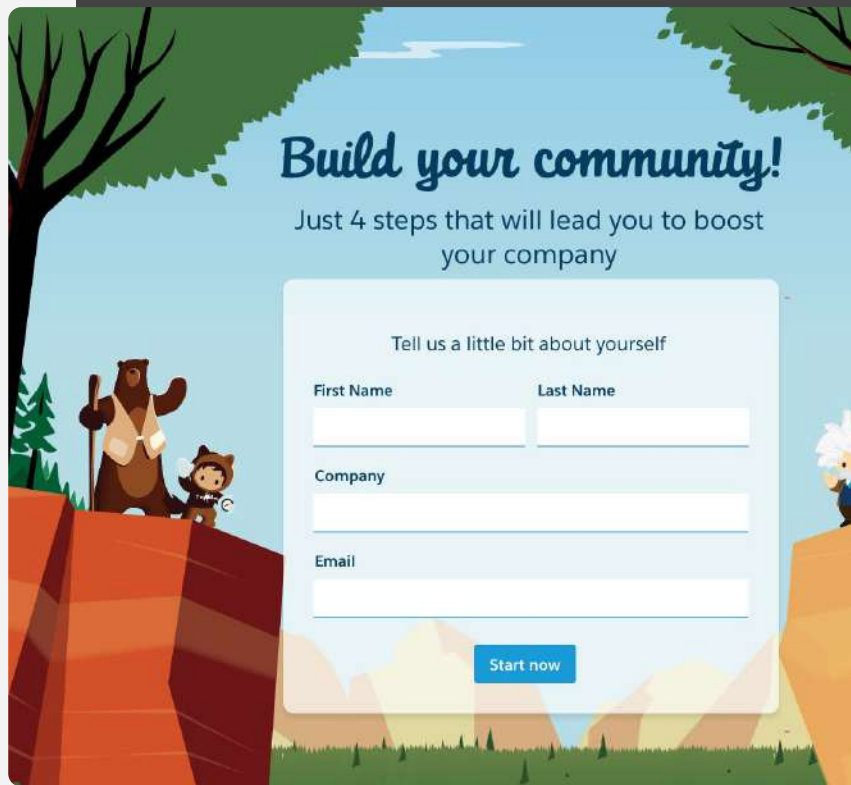
Salesforce requested the MVP for what it is today, the Community builder where users can create their community page in a visual way

Problem

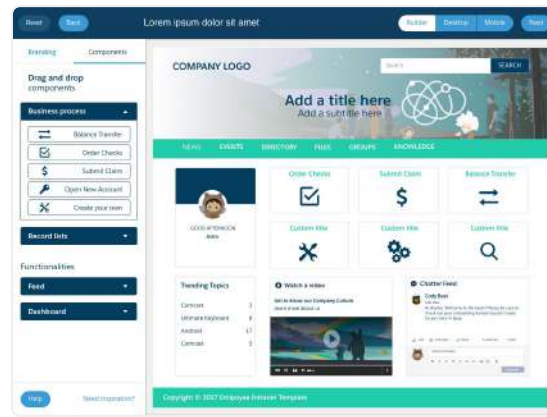
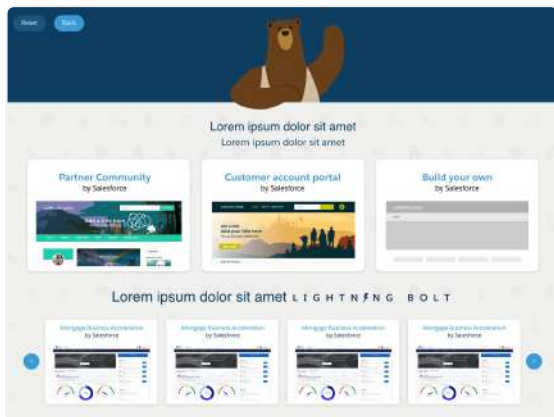
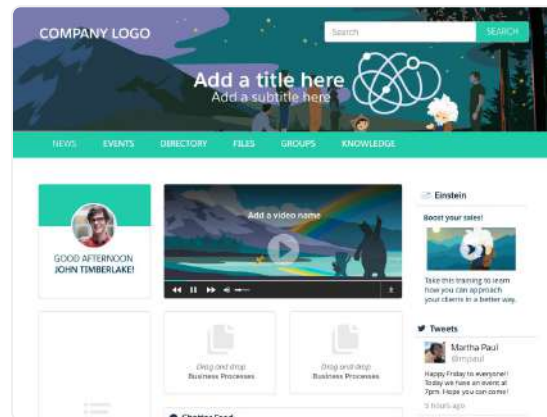
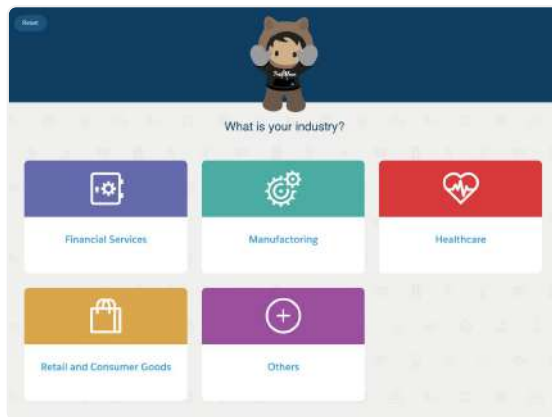
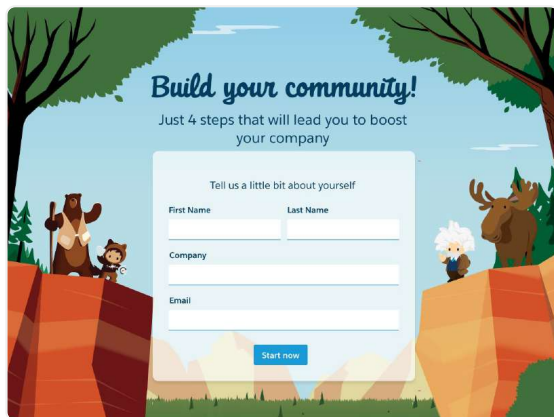
The app had to be color and structure customizable and also visual and super easy to build a website without the need of coding

Solution

Designed a drag & drop community designer where users could build while seeing the result at the same time following just a few steps

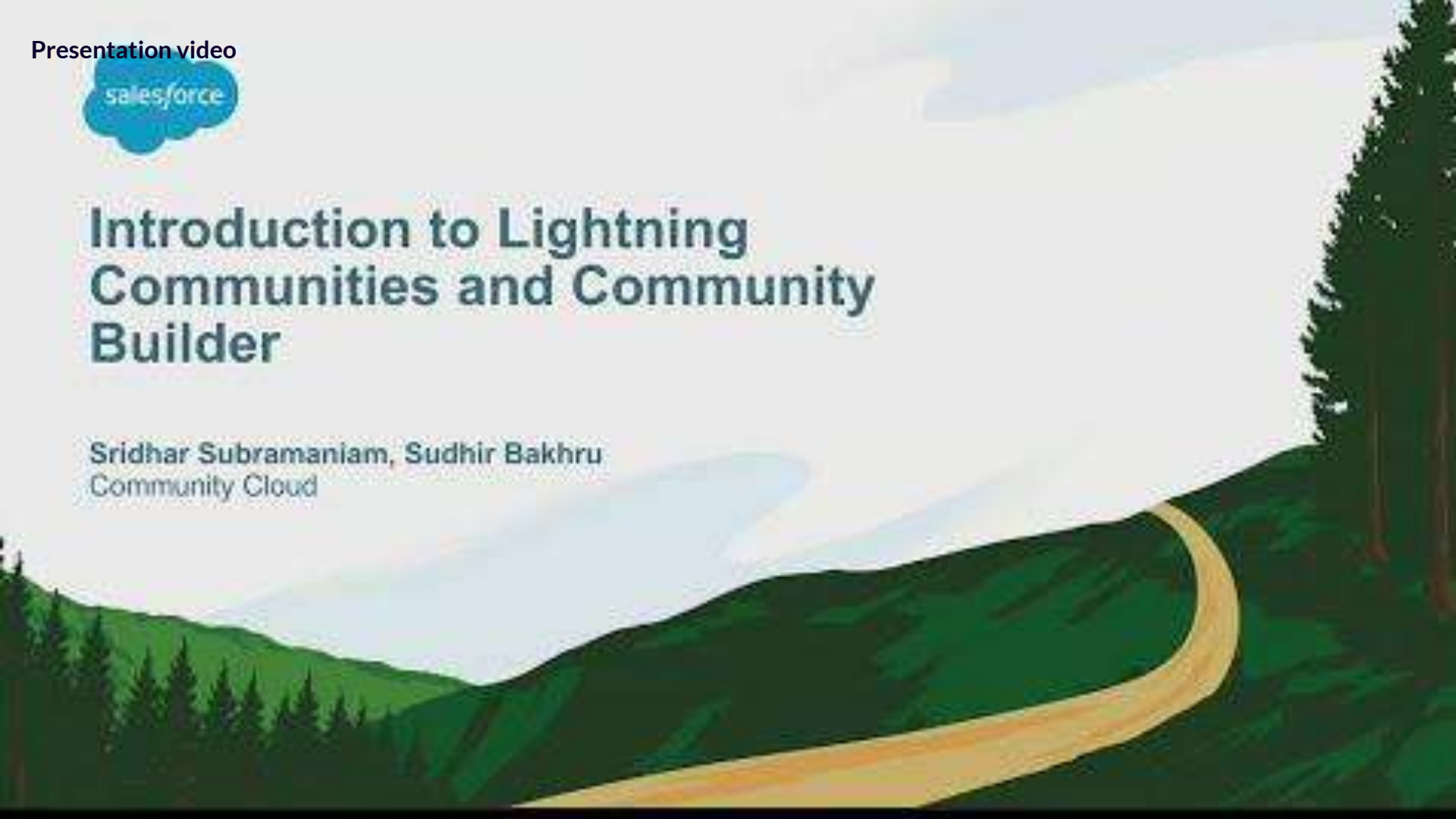


Screen samples



Introduction to Lightning Communities and Community Builder

Sridhar Subramaniam, Sudhir Bakhru
Community Cloud



B2B

- Road freight
- Employee portal
- Automation
- Salesforce Design system
- Insurance title
- Plane construction management
- Magaya logistic software

1-year project

B2B

CARLOS PATRÓN

Road freight budget tool

Role

UX/UI Product Designer for a process digital transformation

Problem

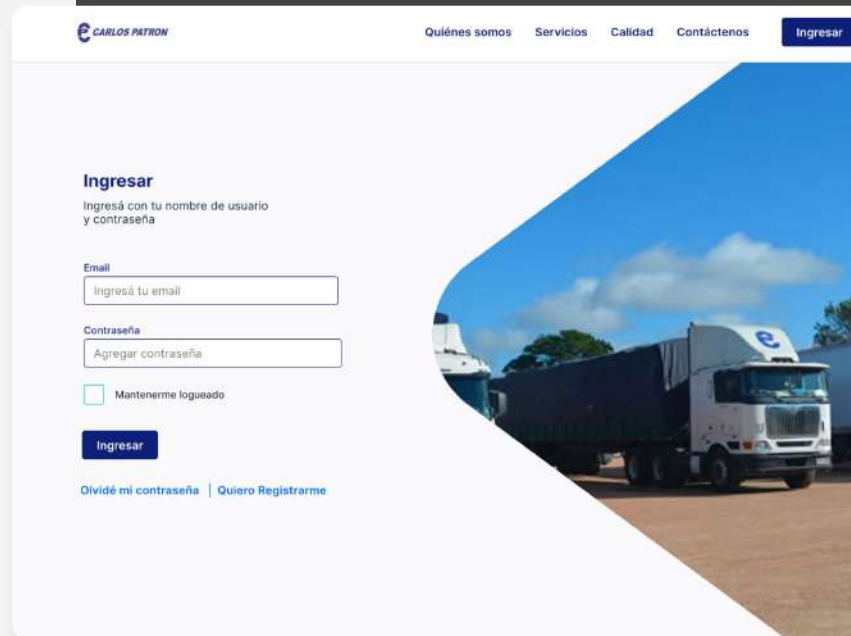
The company needed to replace numerous manual forms and calls with a digital solution, addressing pain points and creating an intuitive experience for users over 50.

Story

An international transportation company relying on outdated, manual processes needed to modernize operations by automating workflows and digitizing the experience for both clients and employees.

Solution

Conducted an in-depth analysis of their outdated system architecture and replaced manual processes with a cloud-based solution, accessible anytime on any device.



Wireframes

[Quiénes somos](#) [Servicios](#) [Contacto](#) [Iniciar sesión](#)

Ingresar

Ingresa para acceder a tu cuenta

☐ Recuérdame

[¿Olvidaste tu contraseña?](#)

[illegible]

Quienes somos
Servicios
Contacto
Contactenos
How page

CONTACTADORNES

Inicio

Contactaciones activas

1

2

Agregar nuevo

| Butas | Fecha | Cant. de butas | Tipa de butas | Butas de reposicion | Presi. Buta (psi) | Manometro (psi) | Water (litros) | |
|---|----------|----------------|---------------|---------------------|-------------------|-----------------|----------------|-------------------------------------|
| Buta 1 | 14/04/22 | 10 | Tipa 1 | SI | 10000 | 10000 | 16000 | <input checked="" type="checkbox"/> |
| <div>Descripcion</div> <div> <p>Lower tower down pit empty, connector addressing pit, and its elevated tower incident of failure at Butas magna-alipa.</p> </div> | | | | | | | | |
| Buta 2 | 23/05/22 | 89 | Tipa 1 | NO | 10000 | 12000 | 12000 | <input checked="" type="checkbox"/> |
| Buta 3 | 12/03/22 | 12 | Tipa 1 | SI | 500 | 500 | 500 | <input checked="" type="checkbox"/> |

Ver

Editar

ENTREGAS

Nueva **Entregas activas**

Datos de la mercadería

| | | | |
|---|----------------------|----------------------|------------------|
| <input type="text"/> | | | |
| Nombre de factura | | | |
| <input type="text"/> | Cant. de factos | Tipo de factura | Tipo de rubro |
| Descripción | 0 | Faltos | Faltos |
| <input type="text"/> | | | |
| | Rubros aplicables | Precio bruto (kg) | Precio neto (kg) |
| | 0 | 0 | 0 |
| Volumen (m³) | Valor | Moranda | |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | |
| <input type="button" value="Agregar otro"/> | | | |

Transportes de personas

CLONANDO TRANSPORTES DE PERSONA

Actualmente tiene 4 medio de transporte en un presupuesto de 41€ y los puede clonar.
¿Le gustaría crear con los mismos valores?

Cancelar Clonar

[illegible]

Screen samples

CARLOS PINTON

Lulo S.A.

Empresas

Facturas

Notificaciones

Perfil

Facturación

Perfil

Información del cliente

Nombre: Francisco

Apellidos: Rodríguez

Nombre de la obra: Francisco Rodríguez

Email: franscozrodri@gmail.com

Teléfono: 1234567890

Celular: 1234567890

Información de la empresa

Aún no hay empresas

Agregar empresa

Seguridad

Cambiar contraseña

CARLOS PINTON

Lulo S.A.

Cotizaciones

Facturas

Notificaciones

Perfil

Operaciones

Nueva Cotización: Lulo S.A.

1 Transporte — 2 Mercadería — 3 Validación

Detos del transporte

Carga

Selecciona tu lugar de carga

Descarga

Selecciona tu lugar de descarga

Fecha de carga: 18/06/2022

Fecha de descarga: 18/06/2022

Tránsito: ☒ Si ☐ No

Descarga según sea lugar: ☒ Si ☐ No

Provincia:

Selecciona una opción

Tipo de mercadería:

Selecciona una opción

Tipo de envío:

Selecciona una opción

Código de comercio: 23823 - Alimentos

Requiere custodia armada:

Selecciona una opción

Requiere seguro de mercadería:

Selecciona una opción

Subir documentación

Subir archivos

Ver estado de las subidas

Agregar despachantes

Comentarios:

CARLOS PINTON

Lulo S.A.

Cotizaciones

Facturas

Notificaciones

Perfil

Cotizaciónes

Nueva factura o proforma

1 Transporte — 2 Mercadería — 3 Validación

Agregar mercadería

Tipo de bulto: Pallets Marcoeur

Mercadería: Latas de Coca Cola

Completado

Item no pagado

Origen: Depósito fiscal Buks

Empresa: Pedro Fernández

Cantidad: 4

Fecha de carga: 18/06/2022

Peso neto: 3456 kg

Volumen cúbico: 23 m3

Destino: Depósito fiscal Blvd

Medida de los Pallets: U

Valor: 790 USD

Quitar como template

Validar

Cancelar

Aguardar

CARLOS PINTON

Lulo S.A.

Cotizaciones

Facturas

Notificaciones

Perfil

Operaciones

Nueva Cotización: Lulo S.A.

1 Transporte — 2 Mercadería — 3 Validación

Detos del transporte

Empresa: Lulo S.A.

Completado

Fact. No pagada

Lugar de carga: Aduana 2700, Montevideo, Uruguay

Id. despacho: SI

Lugar de carga: Aduana Entero Buzón 700, Avellaneda, Argentina

Id. despacho: SI

Fecha de carga: 18/06/2022

Fecha de descarga: 18/06/2022

Tránsito: SI

Cantidad máxima: SI

Provincia: Prov. Buenos Aires

Tipo de mercadería: No peligrosa

Tipo de envío: Furgón

Código de comercio: 23823 - Alimentos

Requiere custodia armada: No

Requiere seguro de mercadería: No

Procesamiento de datos

CARLOS PINTON

Lulo S.A.

Cotizaciones

Facturas

Notificaciones

Perfil

Operaciones

Operaciones

Buscar por operación

Buscar...

Operación: 11

Fecha: 11

Confirmado

No confirmado

Transporte de bulto

18/06/22

Subir

Transporte de pallet

18/06/22

Subir

Transporte de cisterna

18/06/22

Subir

SI (SI/NO)

NO

NO

SI

NO

SI

NO

SI

2 years project

B2B

MANAGEMENT TOOLS

Role

UX/UI Product Designer for a digital transformation process

Story

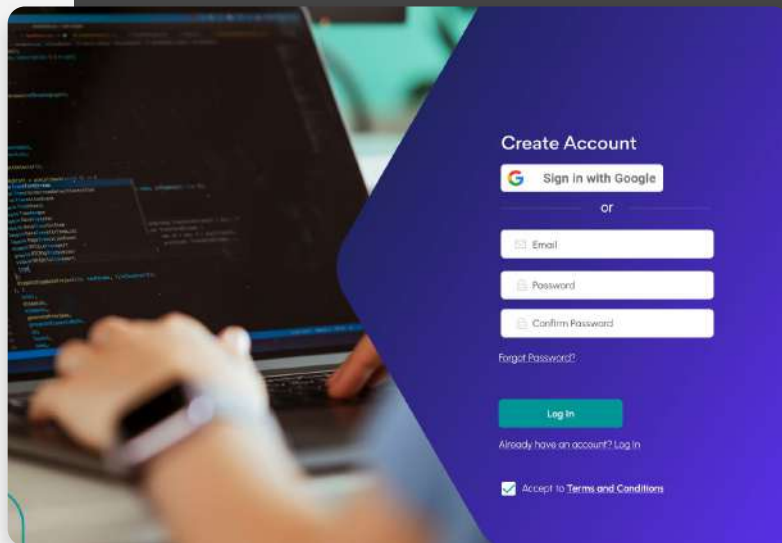
This company connects developers and designers with tech companies, leading to the creation of various internal tools to support both employees and partner collaboration.

Problem

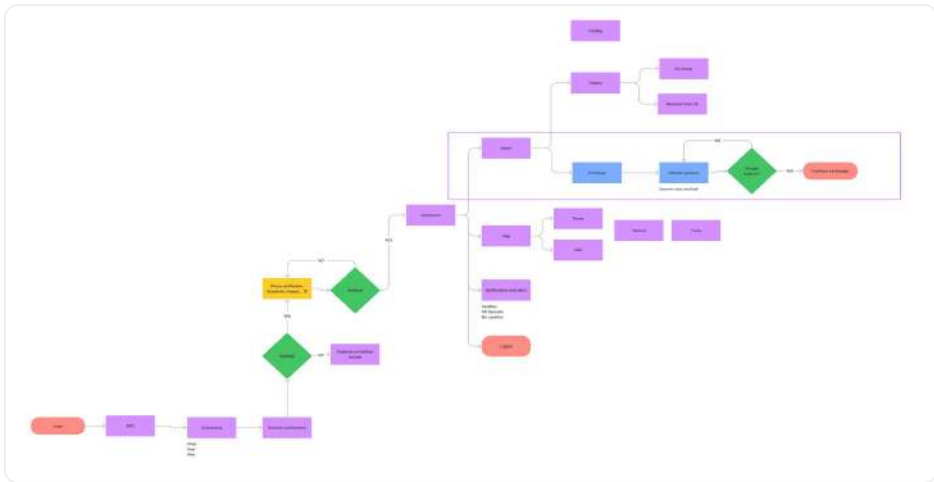
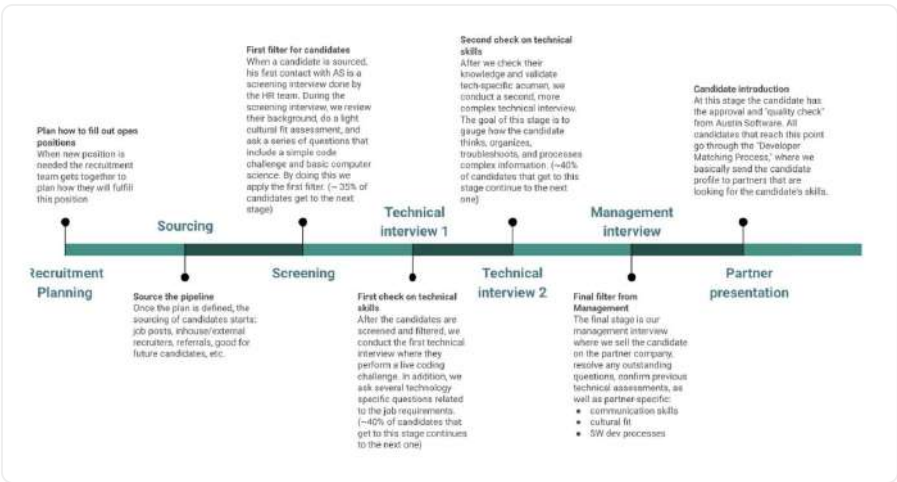
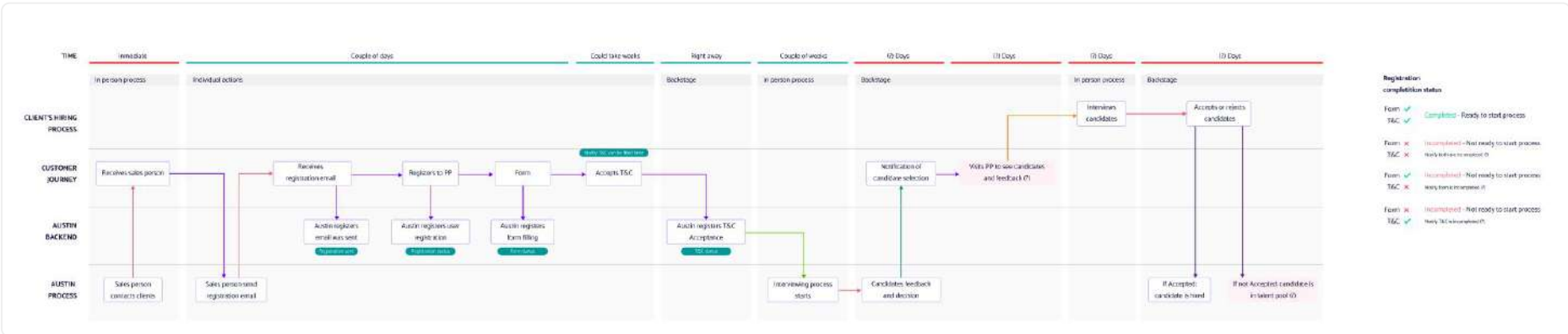
The employee portal and partner platform needed to address distinct user needs while maintaining a unified design system and consistent branding across both experiences.

Solution

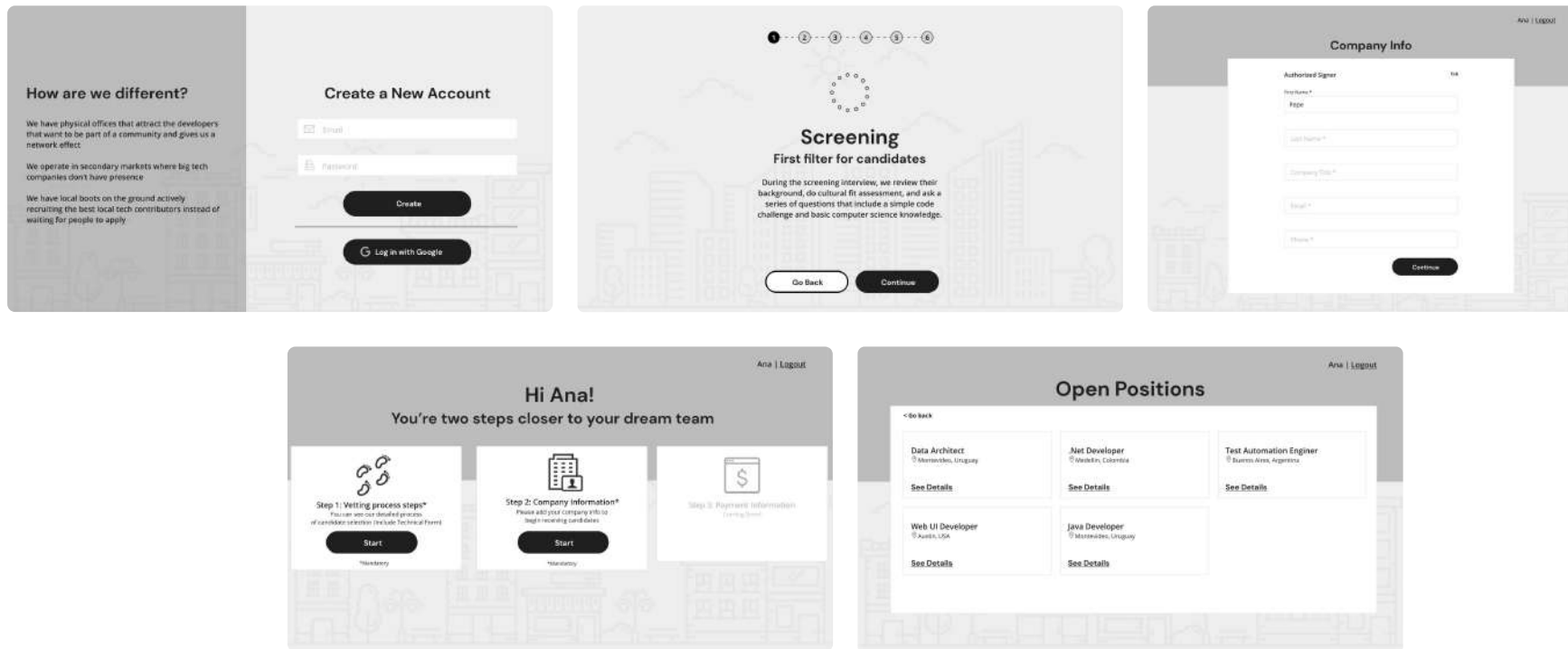
It involved creating two separate apps to address the unique complexities of each user group, enabling focused development while maintaining consistency through a shared design system.



Analysis - partner experience



Wireframes- partner experience



Screen samples - partner experience

Astro

Dashboard

My Team

Add Teammate

Router

Sourcing Pipeline

Calculator

My Company

Admin

Billing Info

Information

Teamset Video

Contact Us

Welcome to Astro Teams!

Need to make changes? [Click here](#)

Requested Teammates

| Role | Expert Position | Headline | Status | Team Name |
|-----------|-----------------|----------|-------------|---------------|
| Front-End | 1 | 2/7/2022 | Available | A-Team |
| Front-End | 4 | 2/7/2022 | Unavailable | Coffeehouse 2 |
| Back-End | 3 | 2/7/2022 | Unavailable | MATE |
| Back-End | 1 | 2/7/2022 | Unavailable | - |
| Back-End | 1 | 2/7/2022 | Unavailable | - |

Benefits

[See included benefits](#)

Macbook Pro M2

Apple

4K Monitor 24"

Sony

Travel Insurance

Family plan

Macbook Pro M2

Log Out

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Privacy policy

T&C

Help

Astro

Dashboard

My Team

Add Teammate

Router

Sourcing Pipeline

Calculator

My Company

Admin

Billing Info

Information

Teamset Video

Contact Us

Add Teammate

Request the teammate you need for your project. Check the benefit is included with the price and add extra ones.

What type of teammate do you need?

Select as many roles as you need.

☒ Front-end

☐ Back-end

☐ Fullstack

☐ DevOps

☐ Data Engineer

☐ Product Manager

☒ Mobile Engineer

☐ Data Scientist/Machine Learning

☐ UX/UI Designer

☐ QA Engineer

☐ Architect

☐ Team Leader

OTHER

+

How many teammates and what skills do you need?

Do you need 20 or more devs? [Click here](#) for our enterprise solution.

Front-End

of positions

-

2

+

PROFICIENCY

SKILLS

Frontend

JS

Angular

React

Vue

PHP

Java

Log Out

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Privacy policy

T&C

Help

Astro

Dashboard

My Team

Add Teammate

Router

Sourcing Pipeline

Calculator

My Company

Admin

Billing Info

Information

Teamset Video

Contact Us

Summary

This is the report you created. You can go back and make updates.

What type of teammate do you need?

Front-End
of positions: 2
Sr Skills: Angular - Data Science - PHP - Java - HTML - CSS - Go - Javascript
Mid Skills: Angular - Data Science - PHP - Java - HTML - CSS - Go - Javascript

Mobile Engineer
of positions: 1
Sr Skills: Angular - Data Science - PHP - Java - HTML - CSS - Go - Javascript

Benefits

Macbook Pro M2 (+\$200)

Engagement desk chair (+\$150)

Engagement mouse (+\$50)

Asus laptop (+\$800)

8h Friday day off

Engagement mouse (+\$50)

Branded welcome kit

Yes (+\$300)

Log Out

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Privacy policy

T&C

Help

Astro

Dashboard

My Team

Add Teammate

Router

Sourcing Pipeline

Calculator

My Company

Admin

Billing Info

Information

Teamset Video

Contact Us

Team Roster

Here you will find all of your active employees you have with Astro Software

SEARCH ENGINEER

SEARCH

| Engineer | Headline | Role | Team Name | Country | Team Lead | Profile | Avatar |
|---------------------|----------|-------------|-------------|-----------|-----------|-------------|--------|
| Andres Maldonado | 2/7/2022 | UI Designer | A-Team | Hungary | EST | Available | |
| Julia Knapp | 2/7/2022 | Front-End | A-Team | Argentina | EST | Available | |
| Bergamini Francisco | 2/7/2022 | Front-End | The Kingdom | Argentina | EST | Available | |
| Anna Gutierrez | 2/7/2022 | Back-End | The Kingdom | Hungary | EST | Unavailable | |
| Marcelo Valencia | 2/7/2022 | Back-End | Colombia | Colombia | EST | Available | |
| Leonardo Rodriguez | 2/7/2022 | Back-End | The Kingdom | Hungary | EST | Unavailable | |
| Chase Labin | 2/7/2022 | Front-End | Los Mayas | Mexico | EST | Available | |
| Andres Rios | 2/7/2022 | Front-End | Colombia | Chile | EST | Available | |
| Isaac Romero | 2/7/2022 | Back-End | Los Mayas | Mexico | EST | Available | |
| Vincent Gutierrez | 2/7/2022 | UI Designer | The Kingdom | Hungary | EST | Unavailable | |
| Marcelo Valencia | 2/7/2022 | UI Designer | Colombia | Colombia | EST | Available | |
| Leonardo Rodriguez | 2/7/2022 | UI Designer | The Kingdom | Hungary | EST | Unavailable | |

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T&C

Help

Astro

Dashboard

My Team

Add Teammate

Router

Sourcing Pipeline

Calculator

My Company

Admin

Billing Info

Information

Teamset Video

Contact Us

Sourcing Pipeline

Check who is in the process to start working with you

Front-End Developer

| Engineer | Headline | Role | Team Name | Country | Team Lead | Profile | Avatar |
|--------------------|----------|-------------|-------------|-----------|-----------|-------------|--------|
| Andres Maldonado | 2/7/2022 | UI Designer | A-Team | Hungary | EST | Available | |
| Julia Knapp | 2/7/2022 | Front-End | A-Team | Argentina | EST | Available | |
| Andres Maldonado | 2/7/2022 | Front-End | The Kingdom | Argentina | EST | Available | |
| Anna Gutierrez | 2/7/2022 | Back-End | The Kingdom | Hungary | EST | Unavailable | |
| Marcelo Valencia | 2/7/2022 | Back-End | Colombia | Colombia | EST | Available | |
| Leonardo Rodriguez | 2/7/2022 | Back-End | The Kingdom | Hungary | EST | Unavailable | |
| Chase Labin | 2/7/2022 | Front-End | Los Mayas | Mexico | EST | Available | |
| Andres Rios | 2/7/2022 | Front-End | Colombia | Chile | EST | Available | |
| Isaac Romero | 2/7/2022 | Back-End | Los Mayas | Mexico | EST | Available | |
| Vincent Gutierrez | 2/7/2022 | UI Designer | The Kingdom | Hungary | EST | Unavailable | |
| Marcelo Valencia | 2/7/2022 | UI Designer | Colombia | Colombia | EST | Available | |
| Leonardo Rodriguez | 2/7/2022 | UI Designer | The Kingdom | Hungary | EST | Unavailable | |

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Teamset Video

Contact Us

Billing Info

Add your billing information so we can start sending you invoices

Billing Info

Company Info

CONWAY LEGAL NAME: Easgreen 1234

CONWAY LEGAL NAME: Austin Software

CONWAY LEGAL NAME: United States

ADDRESS: 123456789

CITY: Austin

STATE: TX

ZIP CODE: 78701

Billing Info

BILLING CONTACT NAME: Frank Lopez

BILLING CONTACT EMAIL: frank@easgreen.com

BILLING CONTACT PHONE NUMBER: +1234567890

Payment Method

Credit Card

Log Out

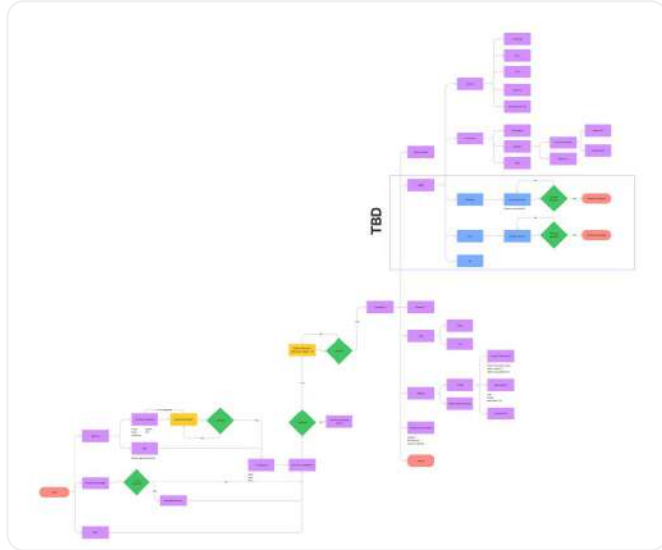
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Privacy policy

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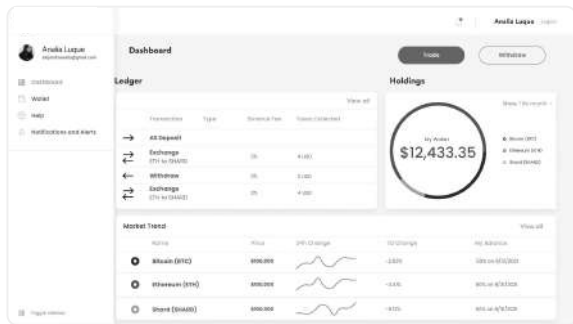
Help

Analysis – crypto coin experience



| | WALLET → | | | | | |
|---------------------|----------|-------|--------------|----------|--------------|--------------|
| FEATURES ↓ | EXODUS | FLARE | BINANCE | coinbase | Breez | TREZOR |
| Live charts | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ |
| News | ✓ | ? | ? | ? | ? | ? |
| Currencies | 150+ | 50+ | 500+ | 500+ | ? | 500+ |
| Base currency | ✗ | USD | USD and more | USD | USD and more | USD and more |
| Currency exchange | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| P2P exchange | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| Currency purchase | ✓ | ? | ✓ | ✓ | ✓ | ✓ |
| Giveaways | ✗ | ✗ | ✓ | ? | ✓ | ✓ |
| Tutorials | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ |
| Social network | ✗ | ✗ | ✓ | ✗ | ✓ | ✓ |
| Currency conversion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Wireframes – crypto coin experience



Ledger wireframe for Anala Luque. The interface includes a sidebar with navigation links: Dashboard, Ledger, Help, and Notifications and Alerts. The main content area is divided into two sections: Ledger and Holdings. The Ledger section shows a table of transactions with columns for Transaction ID, Type, Amount, Date, and Status. The Holdings section displays a large circular balance of \$12,433.35. Below the Holdings section, there is a line chart showing the price of Bitcoin (BTC) over time, with a peak around 0.000125 and a trough around 0.00008. The chart is labeled with 'BTC' and 'USD'.

| Transaction ID | Type | Amount | Date | Status |
|-------------------------|------|--------|-------|--------|
| → All Deposits | | | | |
| → Exchange (ETH to BTC) | ETH | 0.000 | 0.000 | 0.000 |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → All Deposits | | | | |

Wallet wireframe for Anala Luque. The interface includes a sidebar with navigation links: Dashboard, Wallet, Help, and Notifications and Alerts. The main content area is divided into two sections: Ledger and Holdings. The Ledger section shows a table of transactions with columns for Transaction ID, Type, Amount, Date, and Status. The Holdings section displays a large circular balance of \$12,433.35. Below the Holdings section, there is a line chart showing the price of Bitcoin (BTC) over time, with a peak around 0.000125 and a trough around 0.00008. The chart is labeled with 'BTC' and 'USD'.

| Transaction ID | Type | Amount | Date | Status |
|-------------------------|------|--------|-------|--------|
| → Buy BTC | | | | |
| → Exchange (ETH to BTC) | ETH | 0.000 | 0.000 | 0.000 |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → All Deposits | | | | |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |

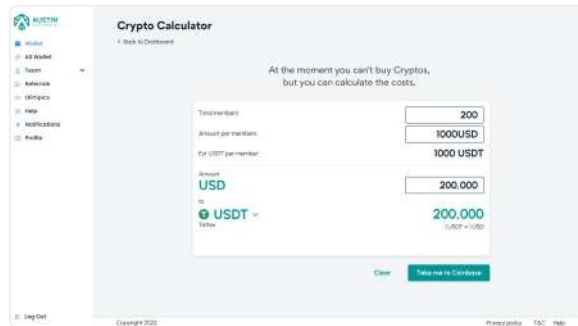
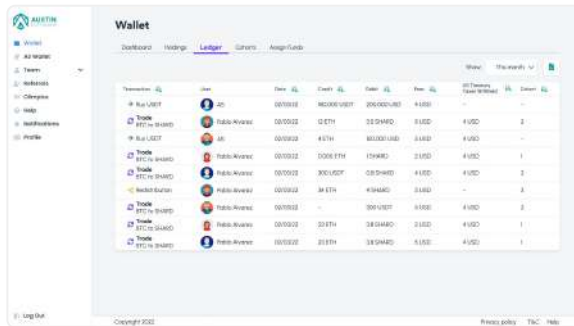
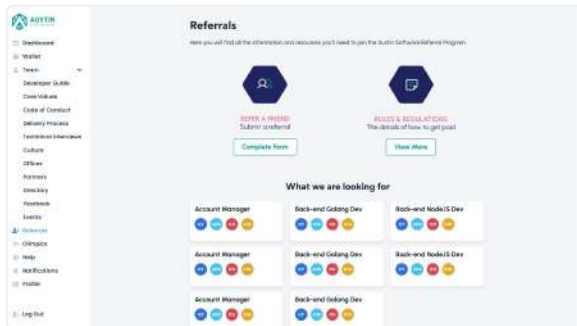
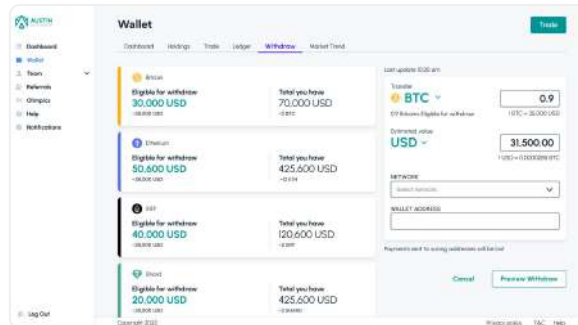
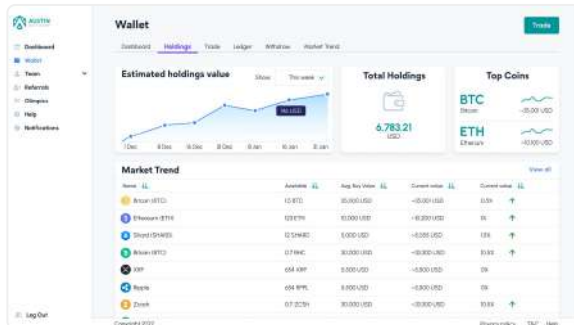
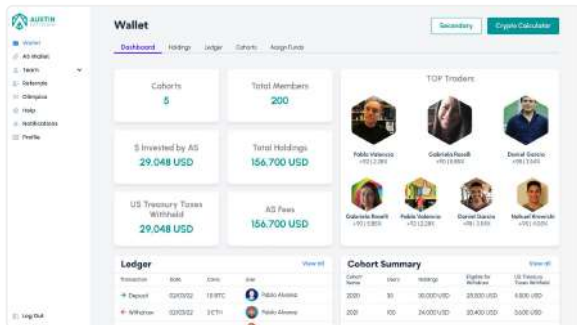
Trade wireframe for Anala Luque. The interface includes a sidebar with navigation links: Dashboard, Trade, Help, and Notifications and Alerts. The main content area is divided into two sections: Ledger and Holdings. The Ledger section shows a table of transactions with columns for Transaction ID, Type, Amount, Date, and Status. The Holdings section displays a large circular balance of \$12,433.35. Below the Holdings section, there is a line chart showing the price of Bitcoin (BTC) over time, with a peak around 0.000125 and a trough around 0.00008. The chart is labeled with 'BTC' and 'USD'.

| Transaction ID | Type | Amount | Date | Status |
|-------------------------|------|--------|-------|--------|
| → Buy BTC | | | | |
| → Exchange (ETH to BTC) | ETH | 0.000 | 0.000 | 0.000 |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → All Deposits | | | | |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |

Withdrawal Statement wireframe for Anala Luque. The interface includes a sidebar with navigation links: Dashboard, Withdrawal, Help, and Notifications and Alerts. The main content area is divided into two sections: Ledger and Holdings. The Ledger section shows a table of transactions with columns for Transaction ID, Type, Amount, Date, and Status. The Holdings section displays a large circular balance of \$12,433.35. Below the Holdings section, there is a line chart showing the price of Bitcoin (BTC) over time, with a peak around 0.000125 and a trough around 0.00008. The chart is labeled with 'BTC' and 'USD'.

| Transaction ID | Type | Amount | Date | Status |
|-------------------------|------|--------|-------|--------|
| → Buy BTC | | | | |
| → Exchange (ETH to BTC) | ETH | 0.000 | 0.000 | 0.000 |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → Exchange (BTC to ETH) | BTC | 0.000 | 0.000 | 0.000 |
| → All Deposits | | | | |
| ← Withdrawal | ETH | 0.000 | 0.000 | 0.000 |

Samples – crypto coin experience



3 years project

B2B

ROCKWELL

Automation software

Role

UX Product Designer for several functionalities and design system behavior definition

Problem

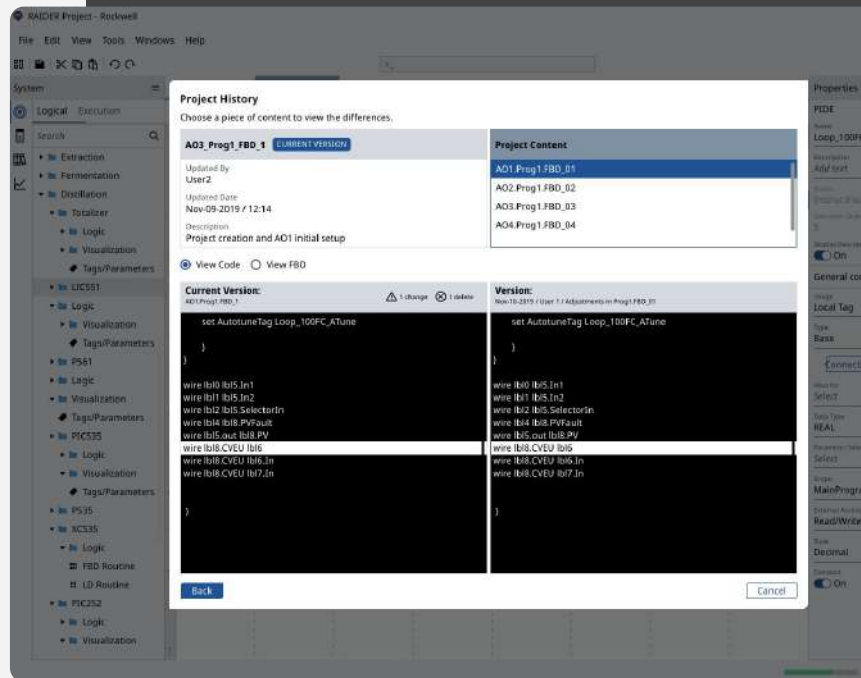
With 500+ collaborators, every design decision had broad impact. The main challenge was ensuring clear communication across teams, users, and the client to stay aligned.

Story

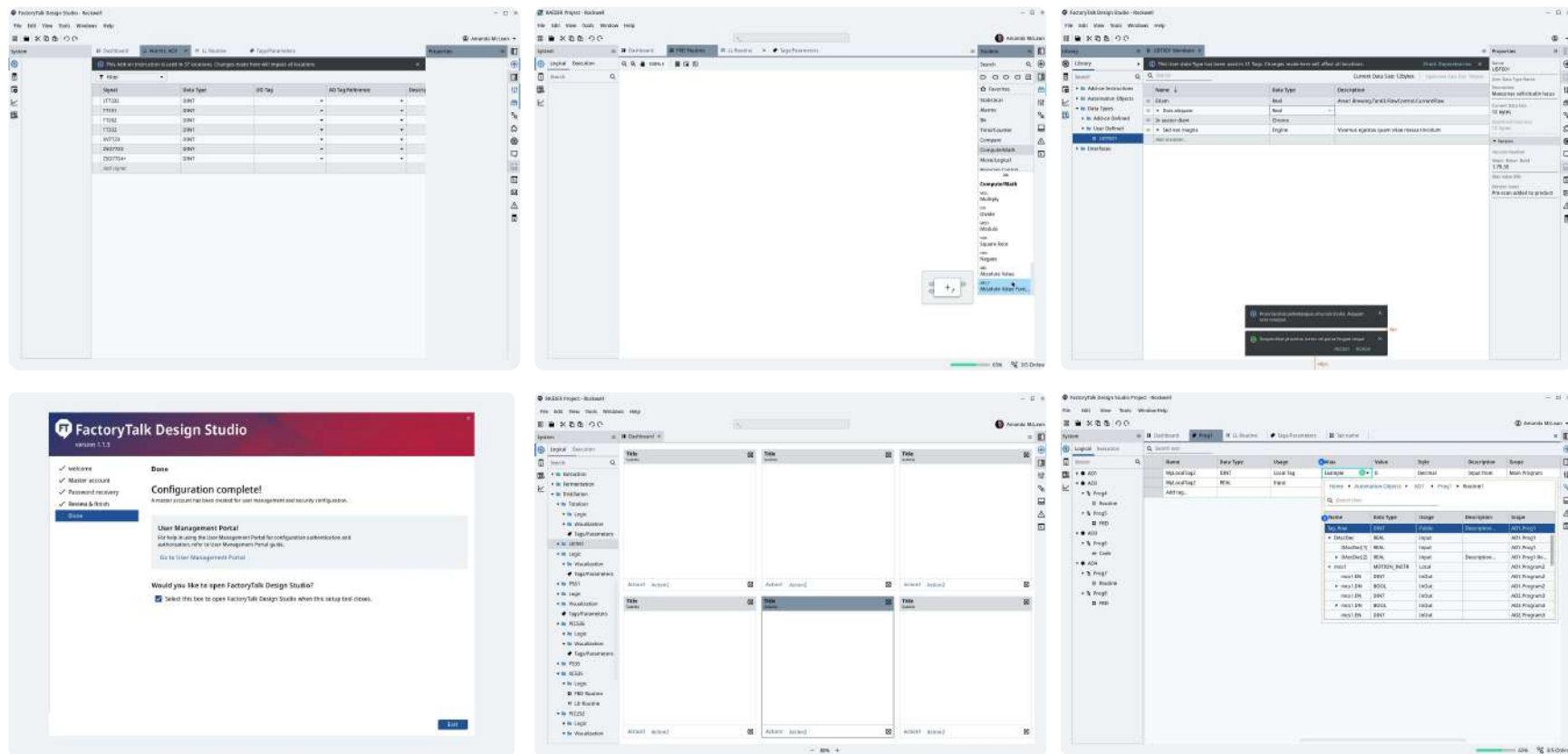
The company was undergoing a full redesign and UX enhancement, alongside the rollout of new features to elevate the user experience and support evolving business needs.

Solution

Design system development, architecture definition, feature optimization, accessibility integration, and migration to a scalable cloud-based infrastructure.

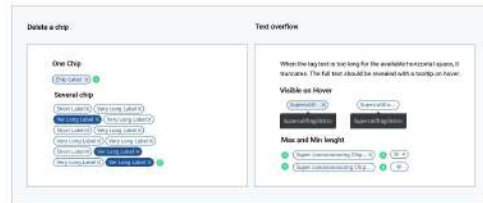


Samples – installable version



Samples – design system

Interactions and behaviours



- | | | | |
|---|---|---|------------------|
| 3 | To close a chip the user needs to click on the icon close button. | 5 | max width: 180px |
| 4 | After selected several chips, press the "tag" key to delete all. | 6 | min width: 80px |

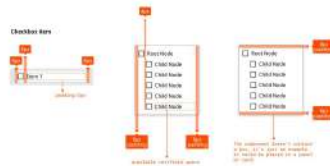
General specs

The `vis-ai-checklist` class implements an *ai* in the functionality of the `vis-ai-checklist` component. It allows the user to have a couple of *ai* `checklist` components reacting to each other while being connected together in a single component.

Checkboxes in the component behave in the same way as stand-alone checkboxes including the styling states (keyboard interaction etc).

The component has two main parts. There is always just one root node in each decision tree.

| Host Node | Child Number |
|-----------|--------------|
| 1 | 1 |
| 1 | 2 |
| 1 | 3 |
| 1 | 4 |
| 1 | 5 |
| 1 | 6 |
| 1 | 7 |
| 1 | 8 |
| 1 | 9 |
| 1 | 10 |
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| 1 | 179 |
| 1 | 180 |
| 1 | 181 |
| | |



Vertical Icon Nav Bar Only

There are two kind of 'Active' state. One of them belongs to be 'Pure indicator' and the other one belongs to the one that indicates the 'method' inside a panel.

Page Indicator



- 1. Disabled:** An enabled text communication can be selected or used.
 - 2. Disabled:** A disabled text communication button cannot be selected or used.
 - 3. Enabled:** An enabled text communication button can be selected or used.
 - 4. Disabled:** A disabled text communication button cannot be selected or used.
 - 5. Hover:** A hover state appears to enable selection options for buttons in a single group.
 - 6. Pressed:** A pressed state communicates a user tap.
 - 7. Disabled:** A disabled text communication button cannot be selected or used.
 - 8. Focus:** A focused state communicates when a user has highlighted a button, using an input method such as keyboard or voice.

Considering dark background (just reason for dark theme)

Above dark background, this bar chart has not enough contrast to remain AA compliant with neither light nor dark themes. To fix that issue, we created a new chart using colors from our secondary and background palette, meeting with AA standards.

General status

Journal of Management Inquiry 22(1)



Impedance matching

[illegible]

General

The component was added due to the requirement to add a roll with multiple options and a single selection. Each dropdown is built based on HTML. Before you can do all these things about how should it work.

Component States

| Default type | | | float | | | One type to them all | | |
|----------------|------|----------------------|------------|-----------|--------------------|----------------------|-----------|-------------------|
| Name | Type | Input | Name | Type | Input | Name | Type | Input |
| float-to-float | Low | C1040 (float, float) | low-to-low | High-high | C1040 (low, float) | low-to-low | High-high | C1040 (low, high) |
| int-to-int | Low | C1040 (int, int) | int-to-int | Low | C1040 (int, int) | int-to-int | Low | C1040 (int, int) |

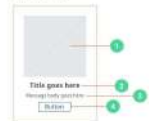
So, by default, you can do the same sort of parsing. It's easy.

| Name | Type | Input | Name | Type | Input |
|----------------|-----------|----------------------|------------|-----------|--------------------|
| float-to-float | High-high | C1040 (float, float) | low-to-low | High-high | C1040 (low, float) |
| int-to-int | Low | C1040 (int, int) | int-to-int | Low | C1040 (int, int) |
| low-to-low | Low | C1040 (low, low) | | | |
| high-to-high | High-high | C1040 (high, high) | | | |

What choice is there when you're outside of the map? Here:

| Name | Type | Input | Name | Type | Input |
|--------------|-----------|--------------------|--------------|-----------|--------------------|
| low-to-low | Low | C1040 (low, low) | low-to-low | Low | C1040 (low, low) |
| high-to-high | High-high | C1040 (high, high) | high-to-high | High-high | C1040 (high, high) |
| int-to-int | Low | C1040 (int, int) | int-to-int | Low | C1040 (int, int) |

Anatomy



- 1. Situation**
Describe how on a great way to add a touch of fun and visual interest while helping users understand their situation. The illustration should support the situation.
- 2. Message headline**
Use a friendly, approachable voice and tone. Use sentence case.
- 3. Message body**
Should be short and informative, telling the user what's happening. Keep the tone consistent.
- 4. CTA button**
The CTA should help users move forward and simply relate to a situation which is useful to them. Label with a verb. You can precede this one button.

It is not mandatory to use all the elements in an Email State. You can use:

- Illustration + Message headline + Message body + CTA (as early as you need)

- **Summary** + **Message Headline** + **Message Body**
- **Summary** + **Message Body** + **CFA** (as many as you need)
- **Summary** + **Message Body**



8 months project

Corporate

SLDS

Design system

Role

UX Designer for Salesforce Trailhead
UX/UI team

Story

During the transition to the new SLDS, many components required complete redesign or had to be built from scratch to ensure consistency and alignment with updated guidelines.

Problem

The transition to the new SLDS required redesigning or rebuilding components from scratch, challenging consistency, usability, and alignment across the product ecosystem.

Solution

The solution was to redesign components to align with SLDS, define clear guidelines, and coordinate across teams to ensure consistency and scalability.



Activity Timeline

HTML/CSS: Dev Ready • Desktop Only

The activity timeline displays each of the user's upcoming, current, and past activities.



About Activity Timeline

Each Activity timeline item receives its width from the parent list. It can consume the full width of the main page area or be placed in the sidebar.

Accessibility

Text describing the type of timeline item is placed in a `span`. It is the first element in the timeline item and should be hidden with the `assistive-text` class. The SVG image does not need the `slids-assistive-text` class.

Markup

Button:

- `aria-controls` is used to create an association between the button and the details section. If the details section has an `id="content"`, then the button should have `aria-controls="email-content"`.
- The title of the timeline item can also be used as a button to open the details section. If the details section has an `id="email"`.

Navigation

Navigational patterns help users move between pages and situate themselves in the application.

Tabs

Use tabs to separate information into logical sections based on functionality or use case.



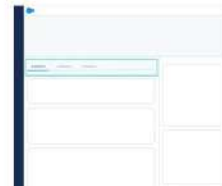
Users can easily switch between tabs to perform tasks without leaving the page. Assign a default tab based on the most important use case for the page. The sections that the tabs define function independently of each other, so do not use tabs to define a linear, ordered process.

Tab names must be consistent—use the same part of speech for each tab, such as a noun or verb.

If your tabs don't fit in the horizontal space, place the tabs that don't fit into an overflow menu that sits in the last tab position. Selecting a tab from the overflow menu should replace the last fully visible tab in the ribbon. The tab that was replaced should go into the tab overflow menu in the topmost position.

Global Tabs

A global tab changes all of the content below it. For example, the Activity, Collaboration, and Details tabs change all of the content within the left column on an Opportunity.





Back to the Basics of the Lightning Design System

Brandon Ferrua & Jade Penning
Salesforce UX



1-year project

B2B

FIRST AMERICAN

Insurance company

Role

UX/UI Product Designer for a mortgage solutions product

Problem

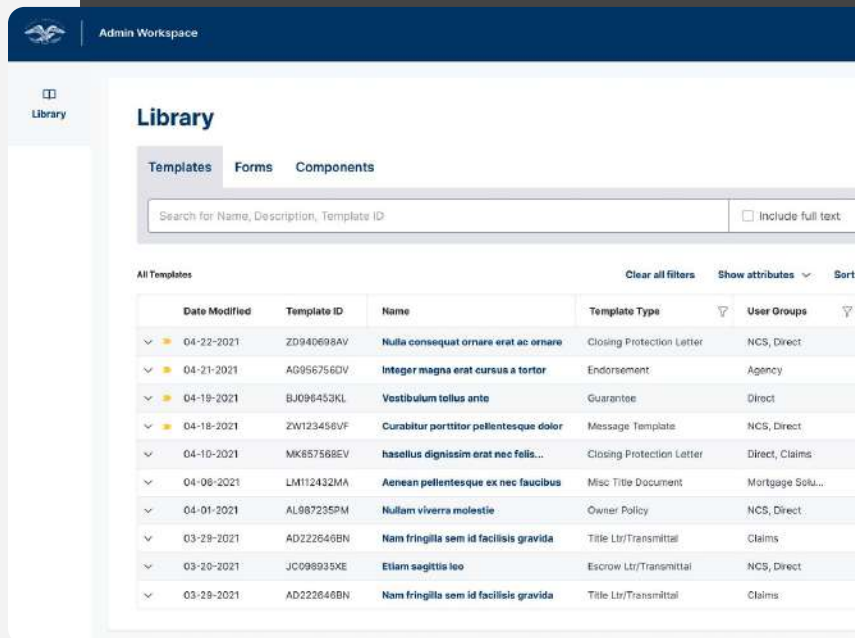
The project required automating long standing manual processes, significantly impacting users' familiar workflows and demanding thoughtful change management and user centered design.

Story

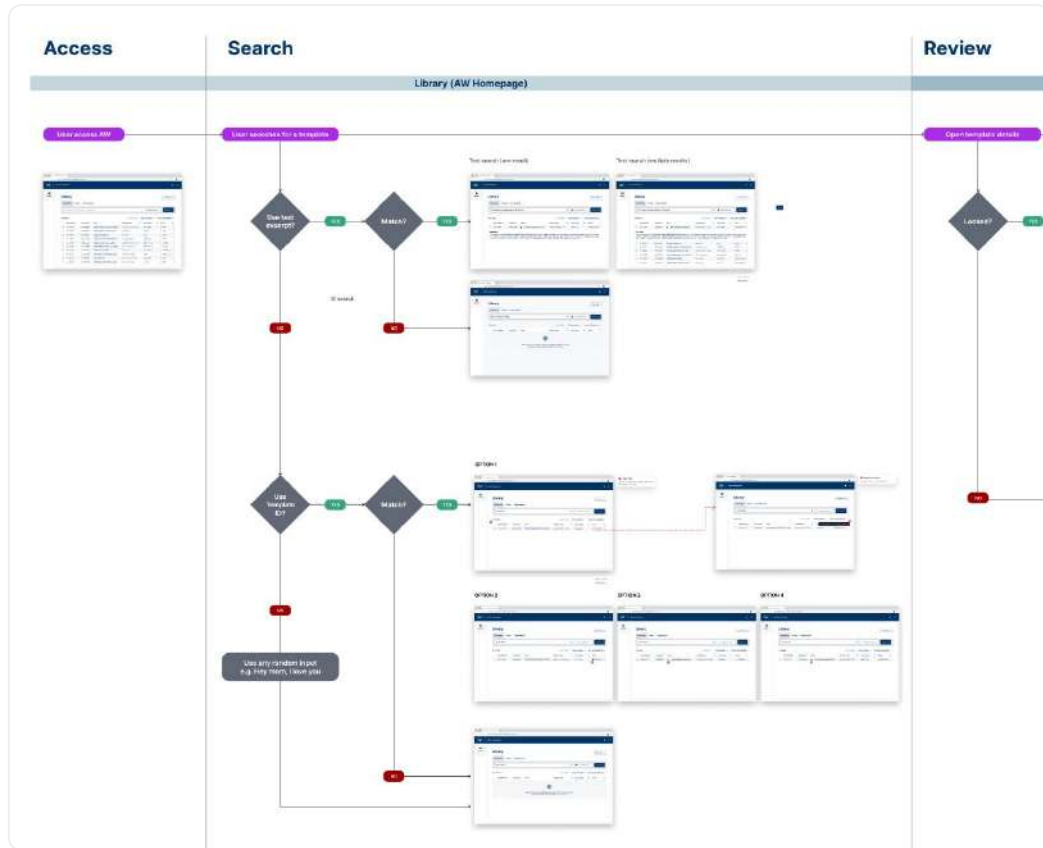
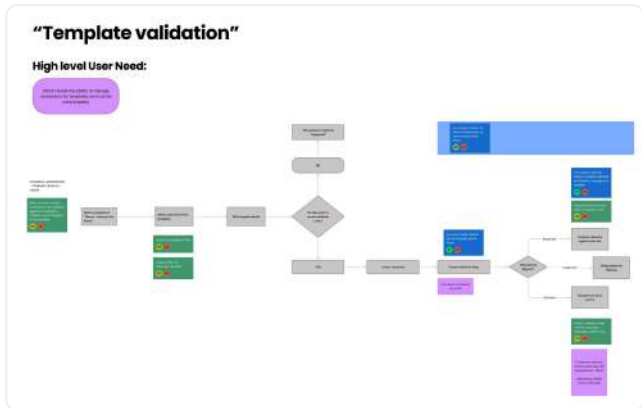
The client needed to unify multiple software tools into a cohesive platform while introducing new user-requested features to improve efficiency and experience.

Solution

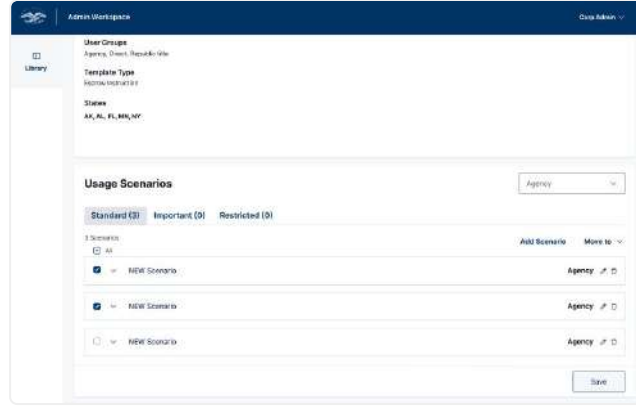
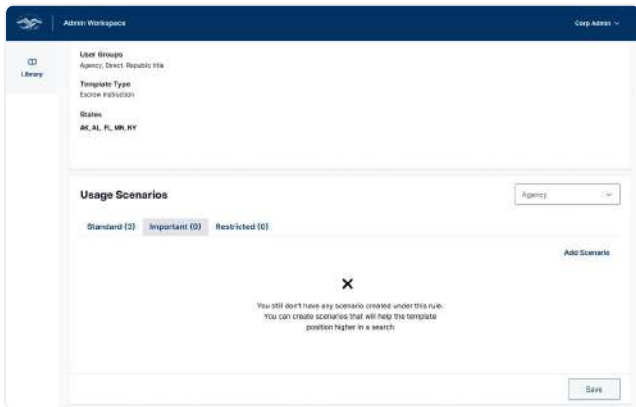
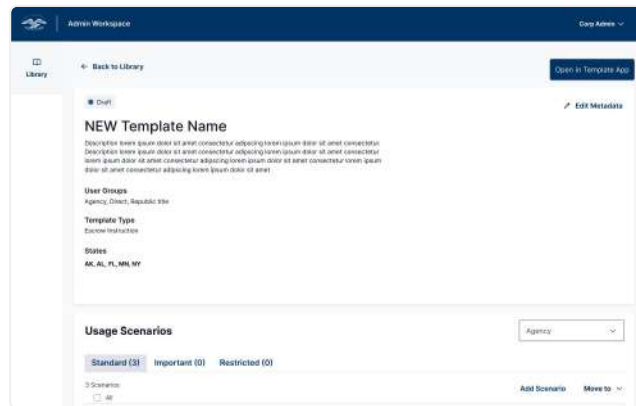
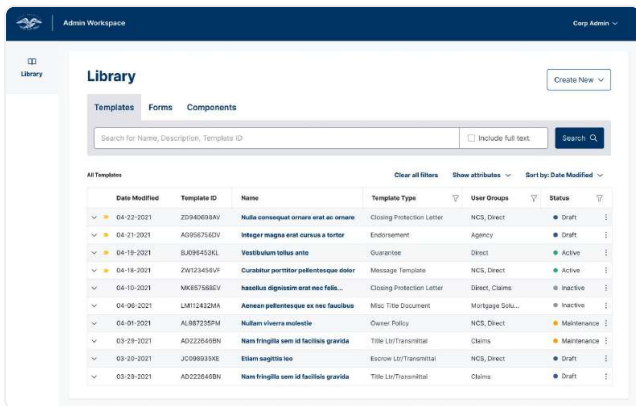
I worked with in-depth information architecture to deliver effective solutions that addressed both the client's requests and uncovered opportunities for broader process improvement.



Analysis



Screen samples



3-year project

B2B

MAGAYA

Logistics Software Company

Role

UX Product Designer for Magaya a Logistics software suite

Problem

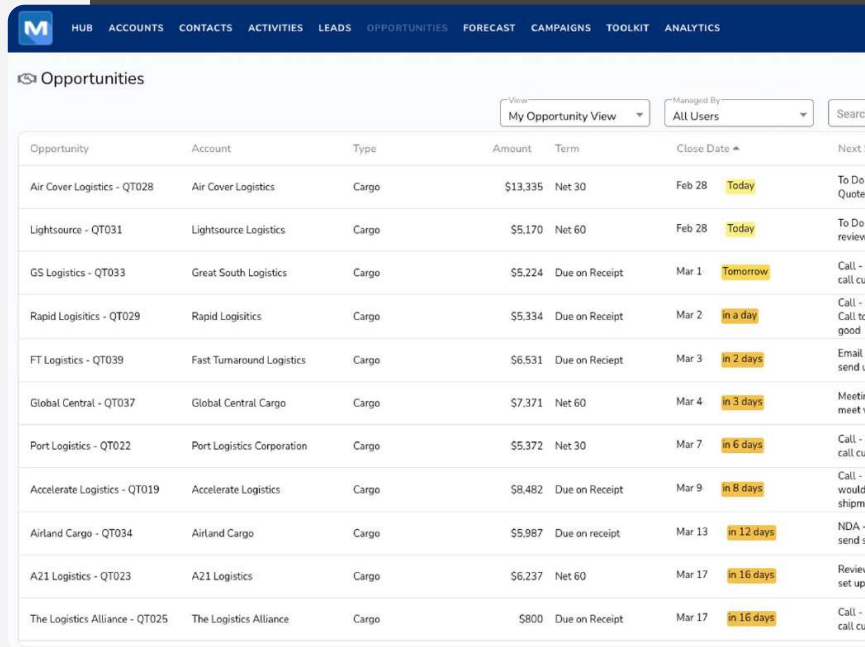
As the software scaled and new features were introduced, the challenge was to seamlessly integrate them into the existing environment while maintaining consistent behavior and a cohesive user experience.

Story

I led the architecture design, prototyping, and usability optimization of new features to ensure a scalable, user-friendly experience aligned with business and user needs.

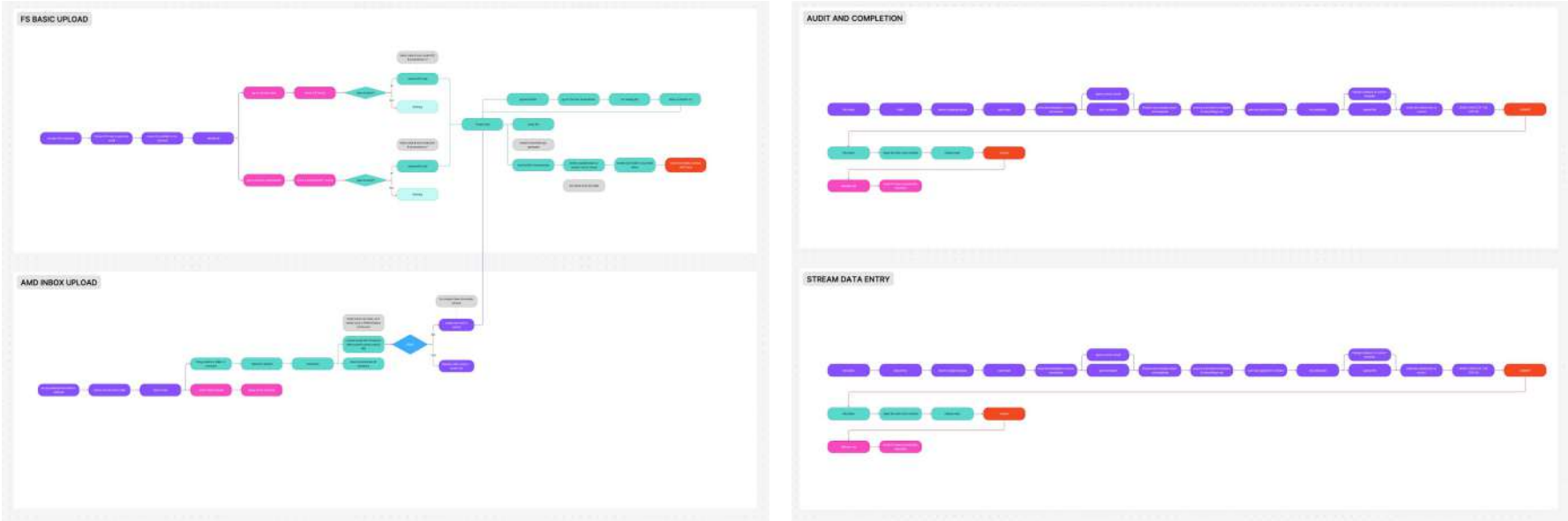
Solution

The solution involved gradually improving the overall architecture and introducing new features through iterative testing and validation, ensuring they fit naturally into the product and are easily discoverable.



| Opportunity | Account | Type | Amount | Term | Close Date | |
|--------------------------------|----------------------------|-------|----------|----------------|------------|------------|
| Air Cover Logistics - QT028 | Air Cover Logistics | Cargo | \$13,335 | Net 30 | Feb 28 | Today |
| Lightsource - QT031 | Lightsource Logistics | Cargo | \$5,170 | Net 60 | Feb 28 | Today |
| GS Logistics - QT033 | Great South Logistics | Cargo | \$5,224 | Due on Receipt | Mar 1 | Tomorrow |
| Rapid Logistics - QT029 | Rapid Logistics | Cargo | \$5,334 | Due on Receipt | Mar 2 | in a day |
| FT Logistics - QT039 | Fast Turnaround Logistics | Cargo | \$6,531 | Due on Receipt | Mar 3 | in 2 days |
| Global Central - QT037 | Global Central Cargo | Cargo | \$7,371 | Net 60 | Mar 4 | in 3 days |
| Port Logistics - QT022 | Port Logistics Corporation | Cargo | \$5,372 | Net 30 | Mar 7 | in 6 days |
| Accelerate Logistics - QT019 | Accelerate Logistics | Cargo | \$8,482 | Due on Receipt | Mar 9 | in 8 days |
| Airland Cargo - QT034 | Airland Cargo | Cargo | \$5,987 | Due on receipt | Mar 13 | in 12 days |
| A21 Logistics - QT023 | A21 Logistics | Cargo | \$6,237 | Net 60 | Mar 17 | in 16 days |
| The Logistics Alliance - QT025 | The Logistics Alliance | Cargo | \$800 | Due on Receipt | Mar 17 | in 16 days |

Analysis



Screen samples

UI Designed by someone else

M

HUBACCOUNTSCONTACTSACTIVITIESLEADSOPPORTUNITIESFORECASTCAMPAIGNSTOOLKITANALYTICS

Search

+

+

1

Opportunities

26 results

View

My Opportunity View

Managed By

All Users

Search Opportunities

×

⚙

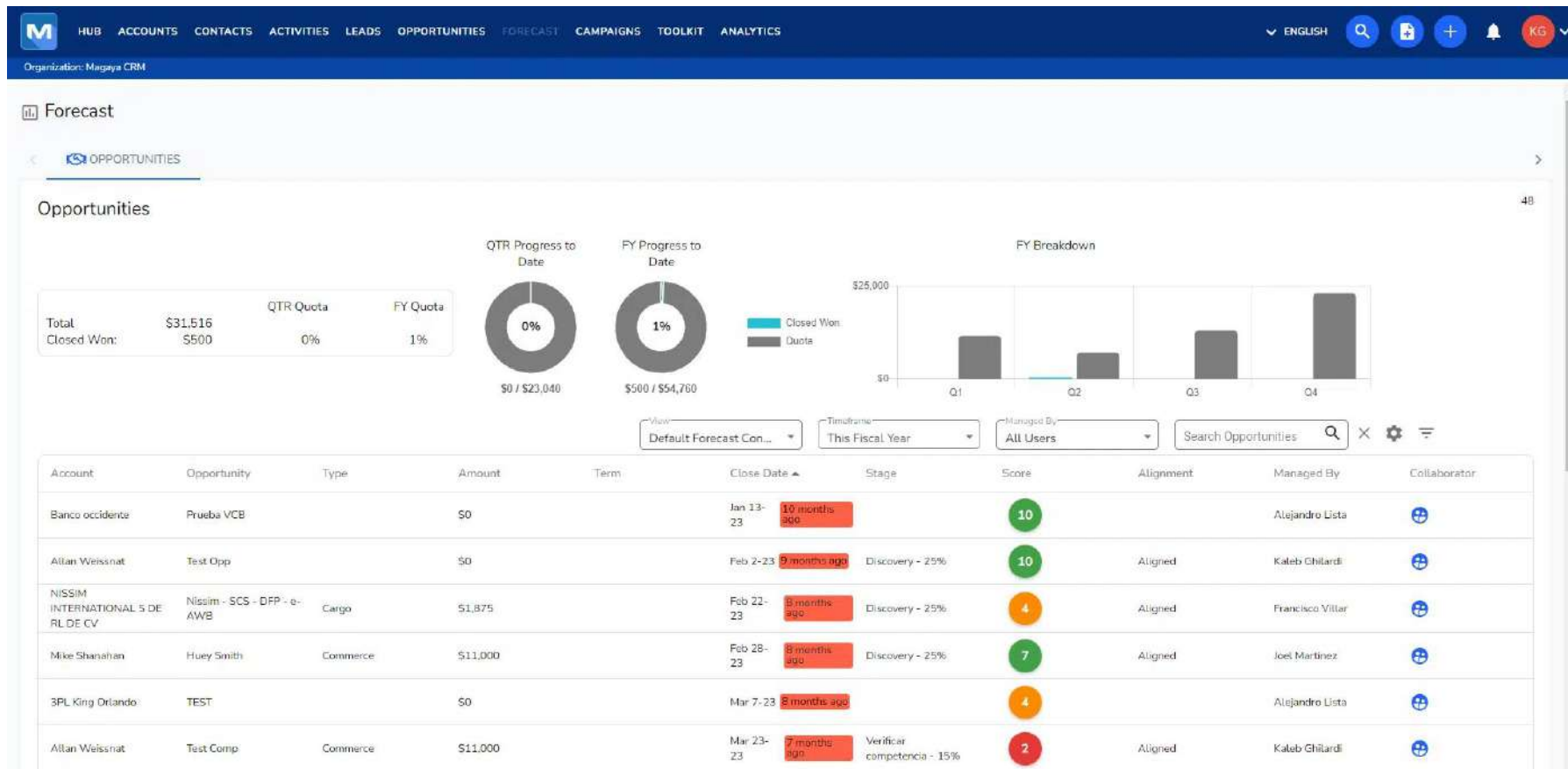
≡

NEW

| Opportunity | Account | Type | Amount | Term | Close Date | | Next Step | Score | Age |
|------------------------------|----------------------------|-------|----------|----------------|------------|------------|---|-------|-----|
| Air Cover Logistics - QT028 | Air Cover Logistics | Cargo | \$13,335 | Net 30 | Feb 28 | Today | To Do - Feb 28 Quote sent for signature | 10 | 63 |
| Lightsource - QT031 | Lightsource Logistics | Cargo | \$5,170 | Net 60 | Feb 28 | Today | To Do - Feb 28 review quote with customer | 10 | 83 |
| GS Logistics - QT033 | Great South Logistics | Cargo | \$5,224 | Due on Receipt | Mar 1 | Tomorrow | Call - Feb 28 call customer to confirm details | 5 | 56 |
| Rapid Logistics - QT029 | Rapid Logistics | Cargo | \$5,334 | Due on Receipt | Mar 2 | in a day | Call - Mar 1 Call to confirm everything looks good | 5 | 35 |
| FT Logistics - QT039 | Fast Turnaround Logistics | Cargo | \$6,531 | Due on Receipt | Mar 3 | in 2 days | Email - Mar 1 send updated numbers | 10 | 61 |
| Global Central - QT037 | Global Central Cargo | Cargo | \$7,371 | Net 60 | Mar 4 | in 3 days | Meeting - Mar 3 meet with GC team | 0 | 73 |
| Port Logistics - QT022 | Port Logistics Corporation | Cargo | \$5,372 | Net 30 | Mar 7 | in 6 days | Call - Mar 8 call customer to confirm details | 10 | 69 |
| Accelerate Logistics - QT019 | Accelerate Logistics | Cargo | \$8,482 | Due on Receipt | Mar 9 | in 8 days | Call - Mar 1 would like to add another shipment | 5 | 63 |
| Airland Cargo - QT034 | Airland Cargo | Cargo | \$5,987 | Due on receipt | Mar 13 | in 12 days | NDA - Feb 28 send signed NDA back | 10 | 17 |

Screen samples

UI Designed by someone else



4 months project

Corporate

AIRBUS

Plane delivery manager

Role

Main UI/UX Designer for Salesforce-Airbus plane construction and delivery manager app

Story

Airbus needed a solution to monitor the status of fleet construction in real time while enabling informed decisions on upgrades and feature customizations throughout the process.

Problem

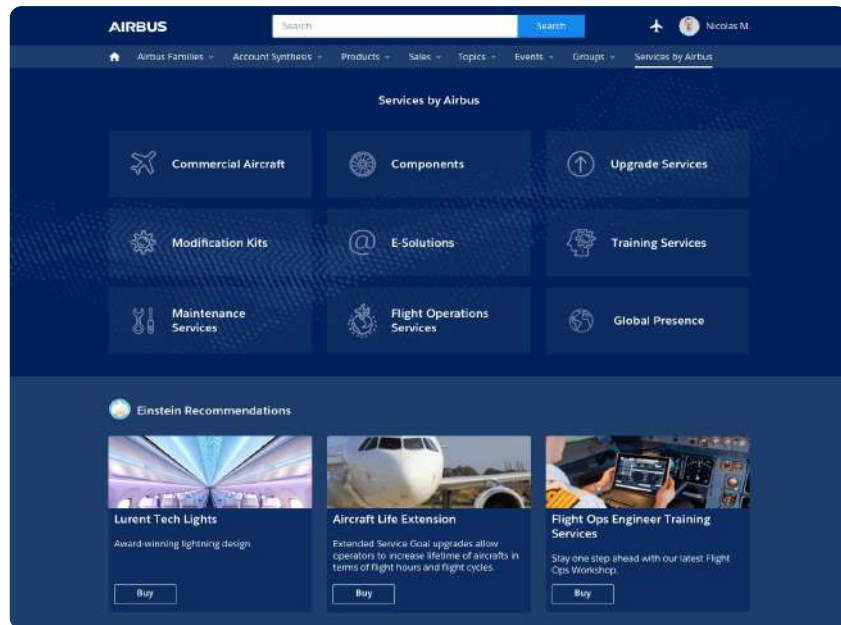
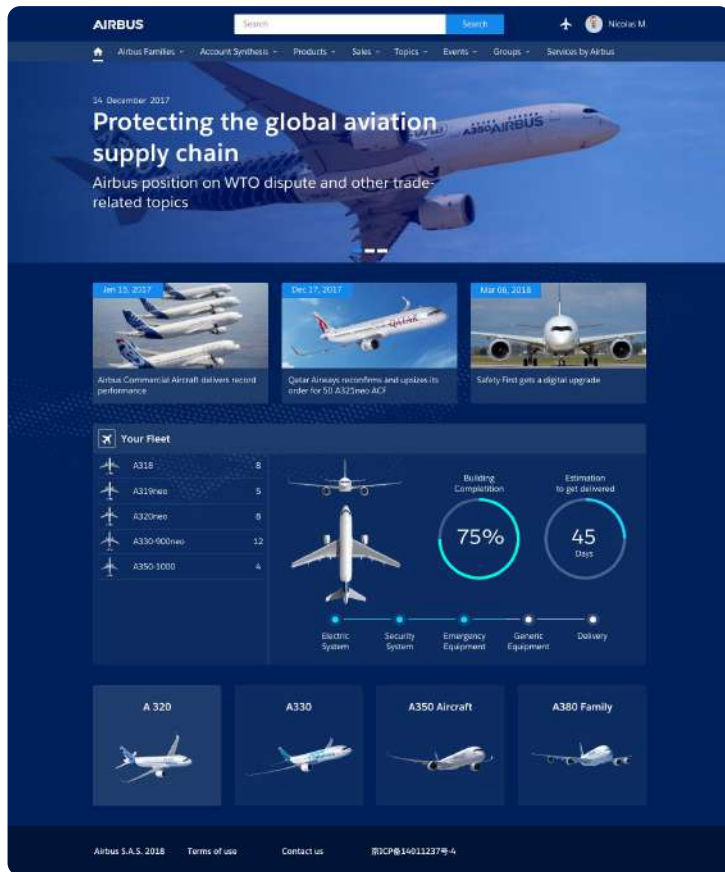
The app had to support airline branding and manage multiple construction sites and fleet processes, requiring high scalability and customization.

Solution

Designed a visual framework that enabled airlines to manage upgrades and oversee the entire construction process through interactive dashboards and data tables.



Screen samples





LEARNING & SOCIAL

- Music practicing tool
- Student's management tool
- Scout app
- Trailhead
- MeWe
- University application platform

METRONOME

Website and mobile apps

Role

UX/UI Product Designer for Metronome website, mobile app for students and tablet app for teachers.

Problem

After some research we found out students use mobile for practicing while teachers usually use tablets. From this research some needs were found, specially for teachers.

Story

Music students need to practice following taps from a Metronome while teachers need to track their students and assign tasks as well as practice too.

Solution

A mobile app for students to track their practice tasks and another one for teacher focused on how they assign tasks and track their students.



Analysis – benchmark

BETTER PRACTICE



FEATURES

- Add costs and assign assignments
- Record planning
- Communicate with all users
- Communication between students
- Group preparation

Author
7/2019/2019

MUSIC TEACHERS HELPER



FEATURES

- Understanding management
- Social media
- Audio recording
- Audio management
- Audio file
- Audio recording, audio, audio
- Audio
- Audio recording

Author
1/2019/2019

TONARA



FEATURES

- Feedback from your teachers
- Group support
- Feedback
- Group support

Author
1/2019/2019
• To check classes you have to check and play a teacher
• Group support

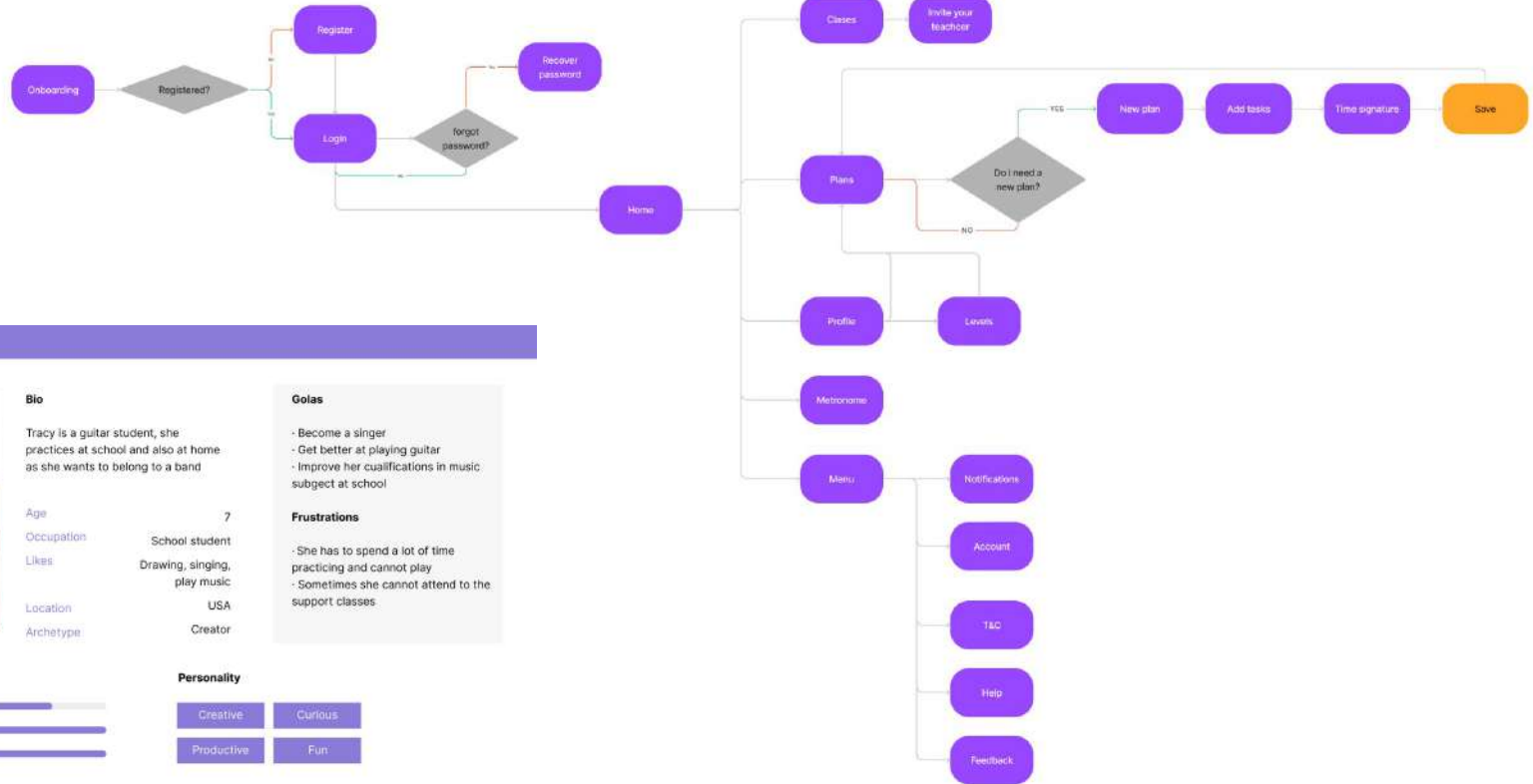
kydemy



FEATURES

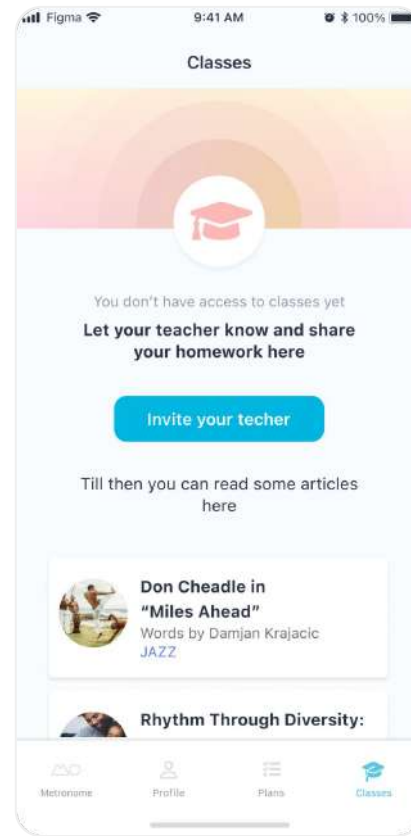
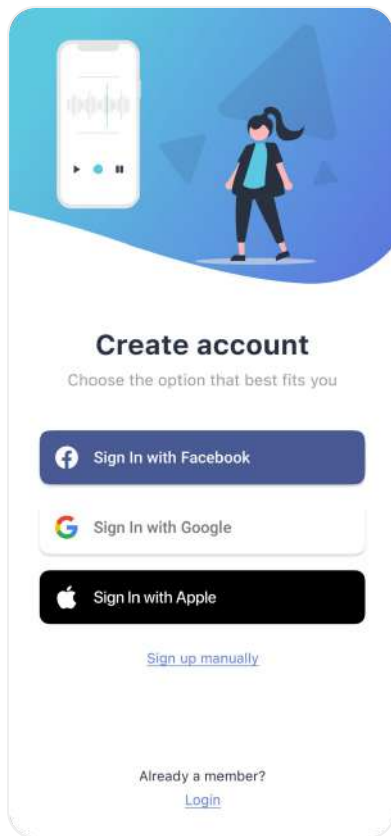
- kydemy planning
- kydemy control
- student follow-up
- payment management (digital contract, receipt)
- Students can share files with the teacher
- control student progress and share with parents
- online payments
- payment estimates
- Financial teacher
- app for parents and students

Analysis – students app

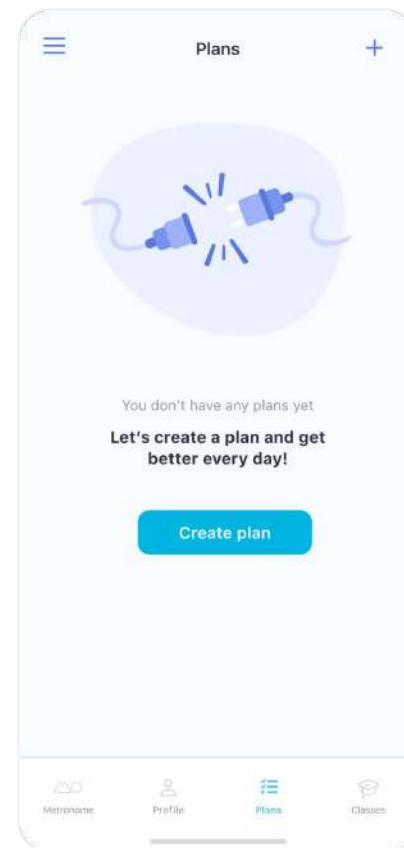
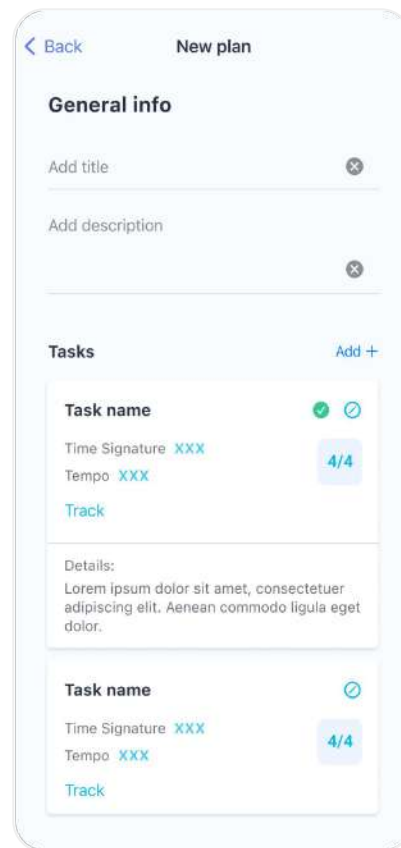
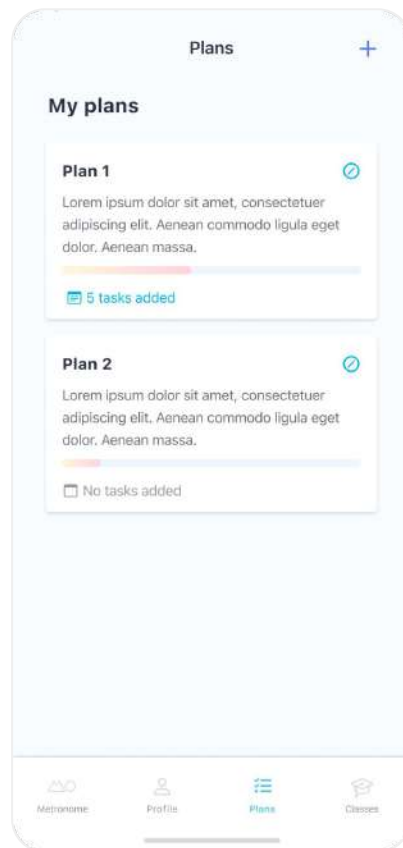




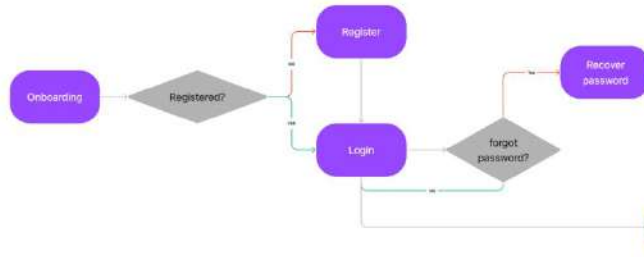
Screen samples



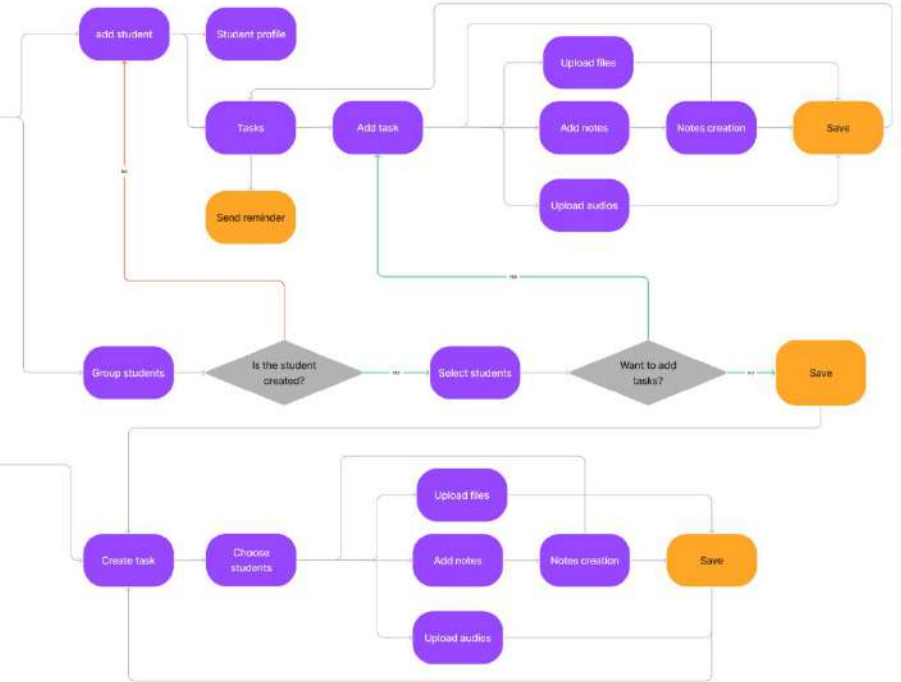
Screen samples



Analysis – teachers app



Students



Michael



Bio

Michael is a music teacher that gives classes to kids and teenagers, he often practices too

Age

68

Occupation

Music teacher

Likes

Teaching, music, art and nature

Location

USA

Archetype

Creator

Goals

- Manage their students and assign their weekly tasks
- Let them know when due dates are so the students don't get behind

Frustrations

- Right now he uses the computer
- It is uncomfortable when he has to move around
- He uses paper a lot

Motivations

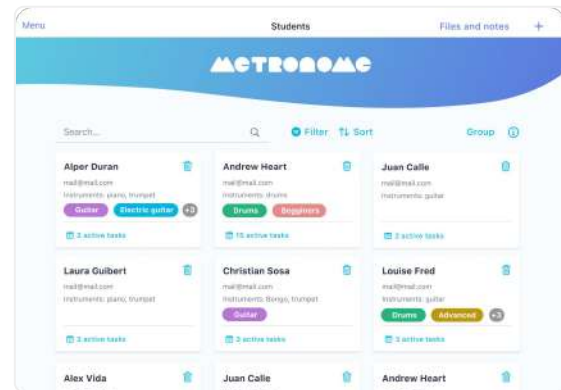
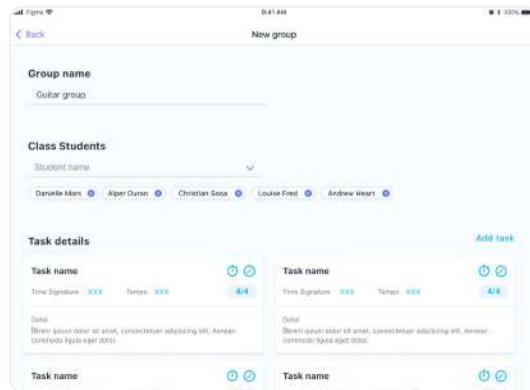
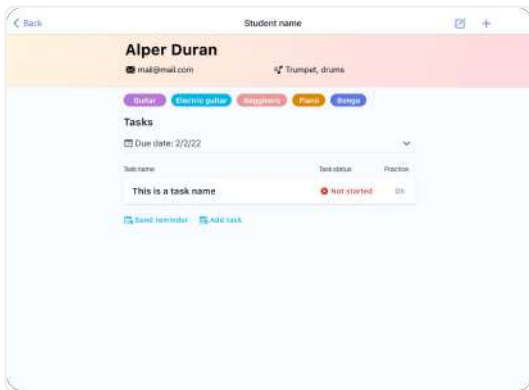
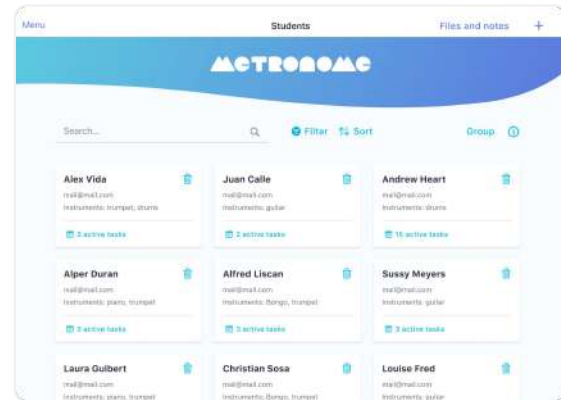
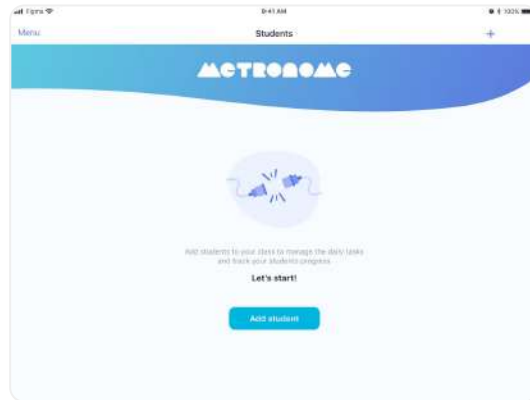
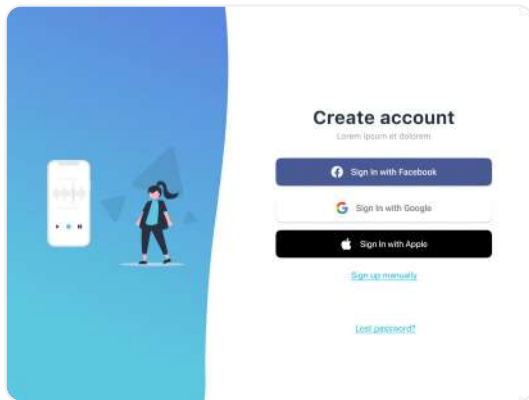
- Give something back
- Make socials
- Improve



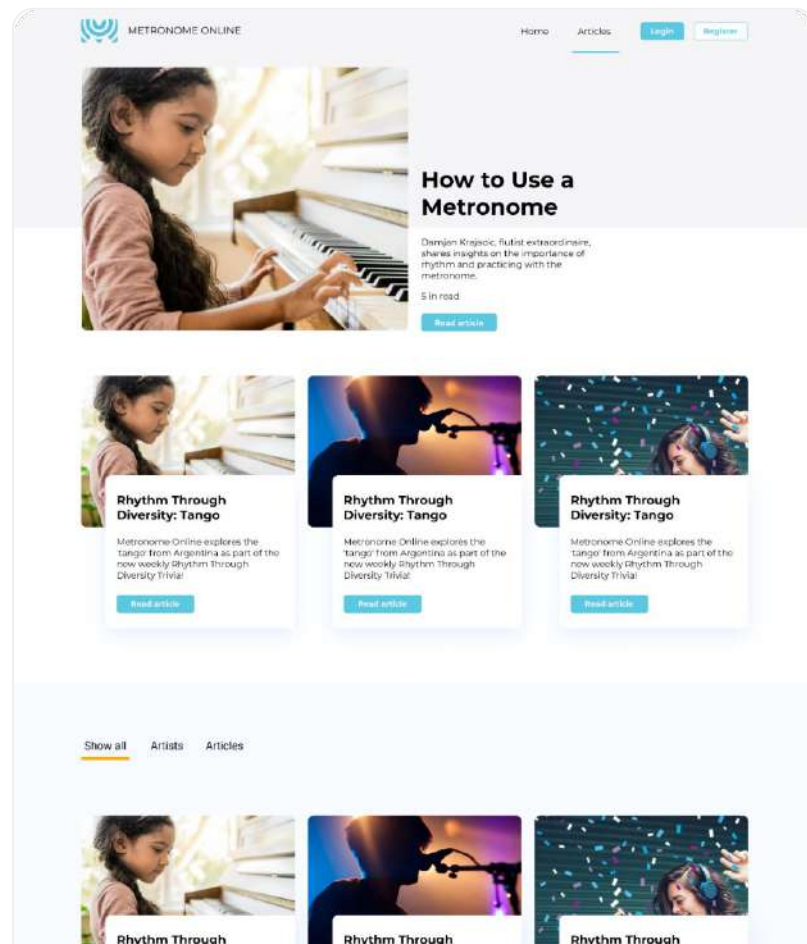
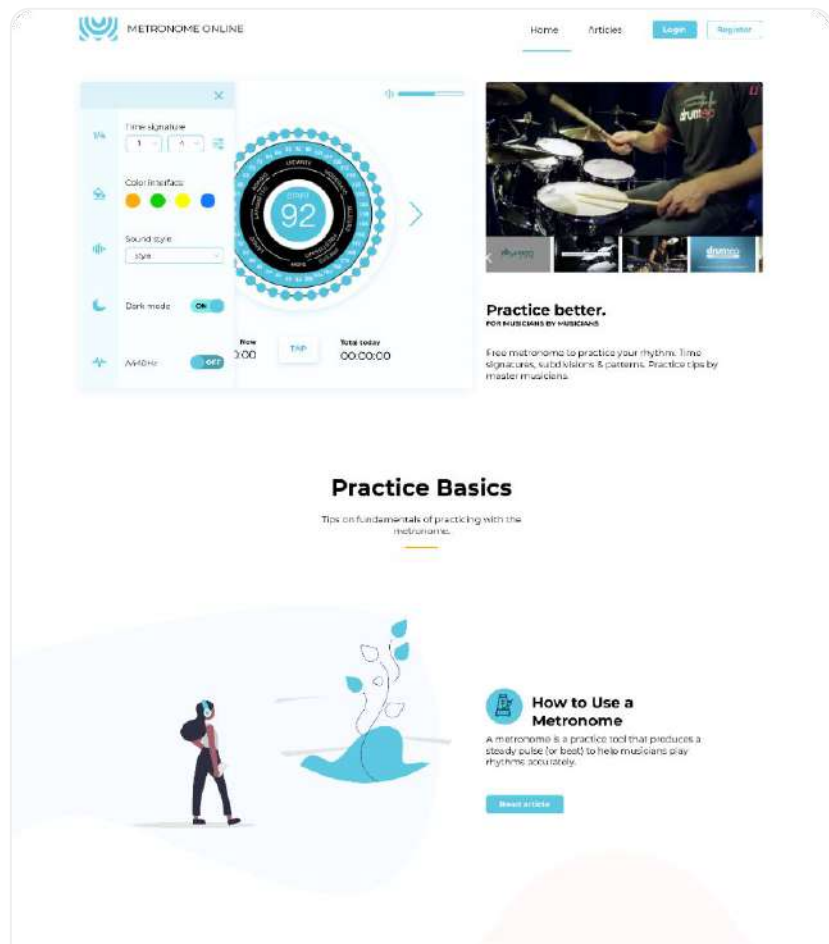
Personality

- Empathetic
- Curious
- Productive
- Fun

Screen samples



Screen samples – landing page



4 months project

Learning

GIRL SCOUTS

We are all trailblazers

Role

UX Designer for Salesforce-Girl Scouts mobile app. It was presented in the Dreamforce event.

Story

Girl Scouts embarked on a digital transformation to empower girls through interactive learning and peer-to-peer experience sharing in a safe, engaging platform.

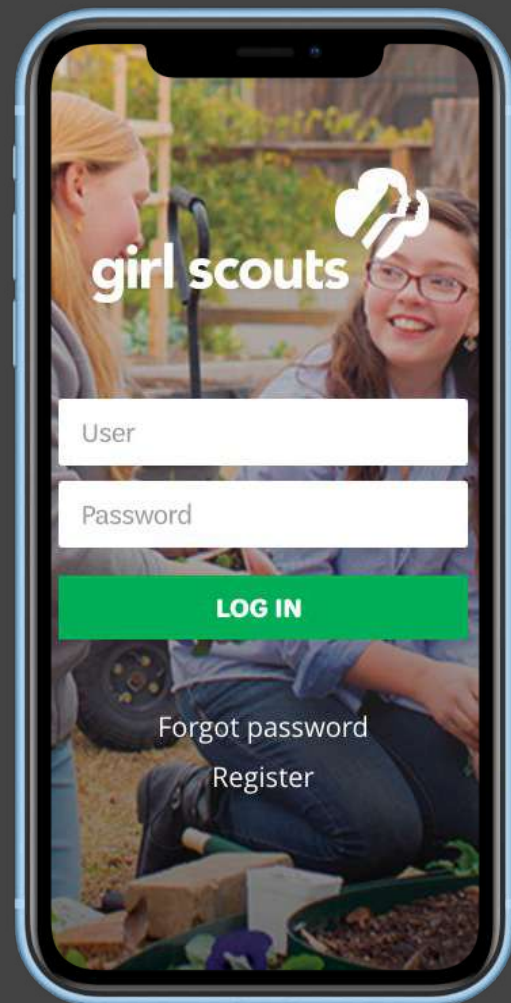
Problem

The main challenge was integrating e-learning and social networking features into a cohesive platform, balancing educational structure with interactive, peer-driven engagement.

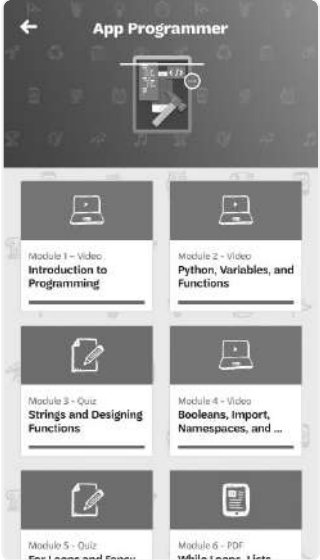
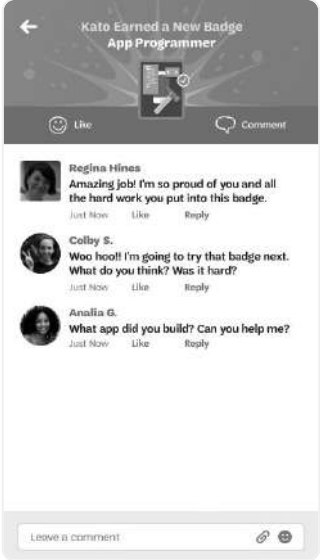
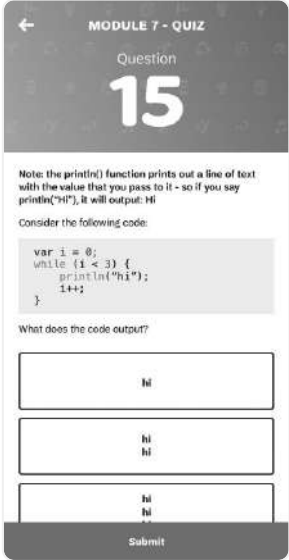
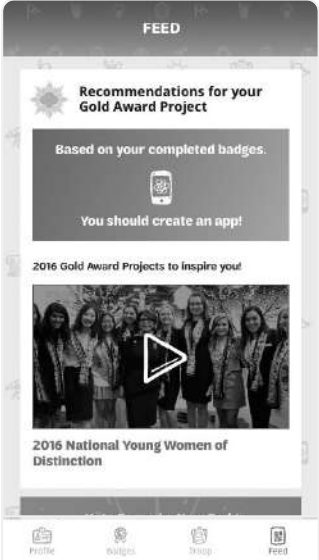
Solution

Gamification was implemented to seamlessly blend e-learning and social features, creating a fun, motivating experience that encouraged participation and peer interaction.

Visual design work was done by another designer



Screen samples





4 months project

Corporate

TRAILHEAD

Configurator

Role

UX Designer for Trailhead UX/UI team

Problem

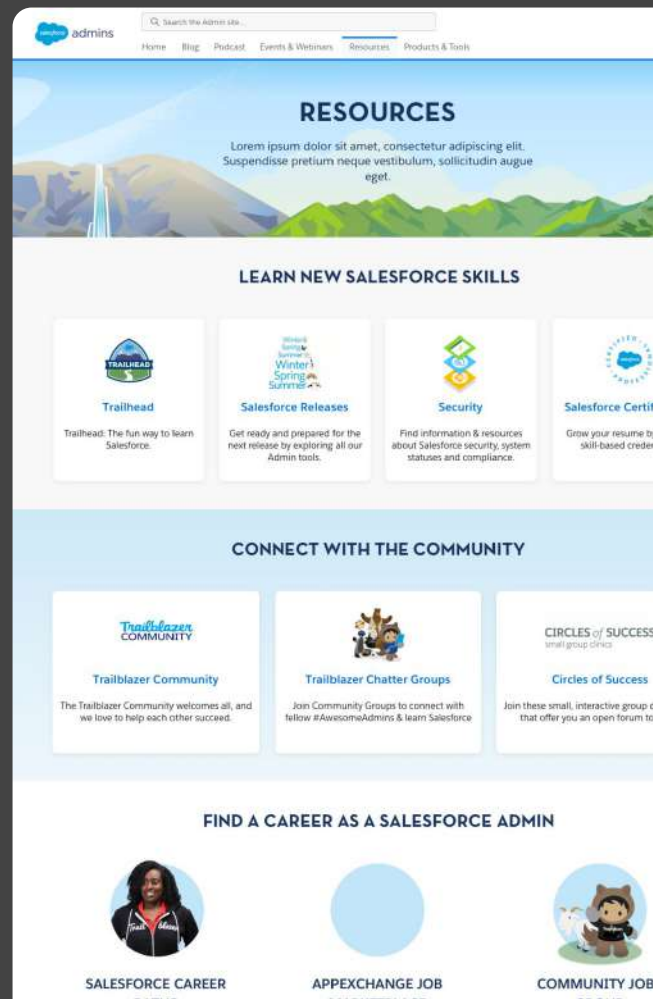
Trailhead needed to incorporate new content through additional pages while updating existing ones to reflect a refreshed visual style and maintain a cohesive user experience.

Story

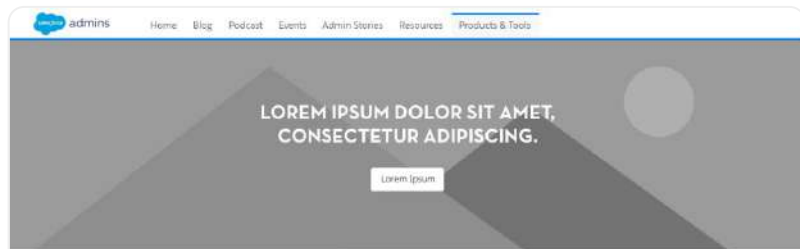
Redesigned both existing and newly introduced pages for the Trailhead website to enhance usability, visual consistency, and user engagement.

Solution

Collaborated with the marketing team to define new content, then progressed from wireframing to high-fidelity prototyping to design cohesive, user-friendly pages aligned with the updated brand.



Wireframes



EINSTEIN

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC VULPUTATE MAxIMUS NISI A TINCIDUNT.

Check Product



LIGHTNING

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Check Product



BLOGS



Flow tutorials

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC VULPUTATE MAxIMUS NISI A TINCIDUNT. SUSPENSIO IN DUI VITAE MASSA LACINIA IMPENDIT SIT AMET IN SEM.



Flowbuilder

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC VULPUTATE MAxIMUS NISI A TINCIDUNT. SUSPENSIO IN DUI VITAE MASSA LACINIA IMPENDIT SIT AMET IN SEM.



Advanced automation

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC VULPUTATE MAxIMUS NISI A TINCIDUNT. SUSPENSIO IN DUI VITAE MASSA LACINIA IMPENDIT SIT AMET IN SEM.

See all articles

VIDEOS

Introduction to Flow Webinar Summary & Video

By Gillian Bruce | May 30, 2017 | 0 Comments

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC VULPUTATE MAxIMUS NISI A TINCIDUNT. SUSPENSIO IN DUI VITAE MASSA LACINIA IMPENDIT SIT AMET IN SEM.



PODCASTS



NEW - Maren Engh Explains Quip for Admins

The Salesforce Admins Podcast

Tune in to this edition of Trailblazers Guide to Careers where we sit down with Megan Petersen, Director of Trailhead Global Strategic Programs, Salesforce to learn more her experience.



Podcast guest: Trail musings

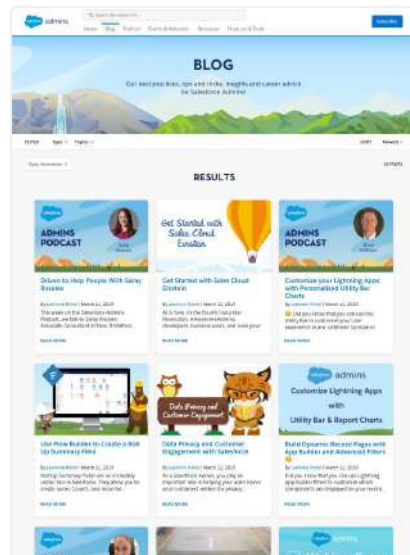
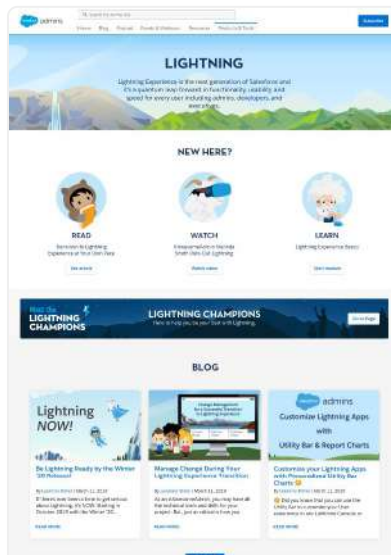
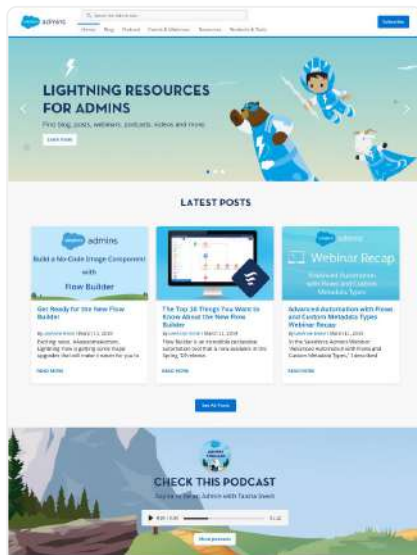
with @marenengh

Share



Podcast page

Screen samples



1-year project

Social

MEWE

Community Social Network

Role

UX/UI Product Designer and researcher

Story

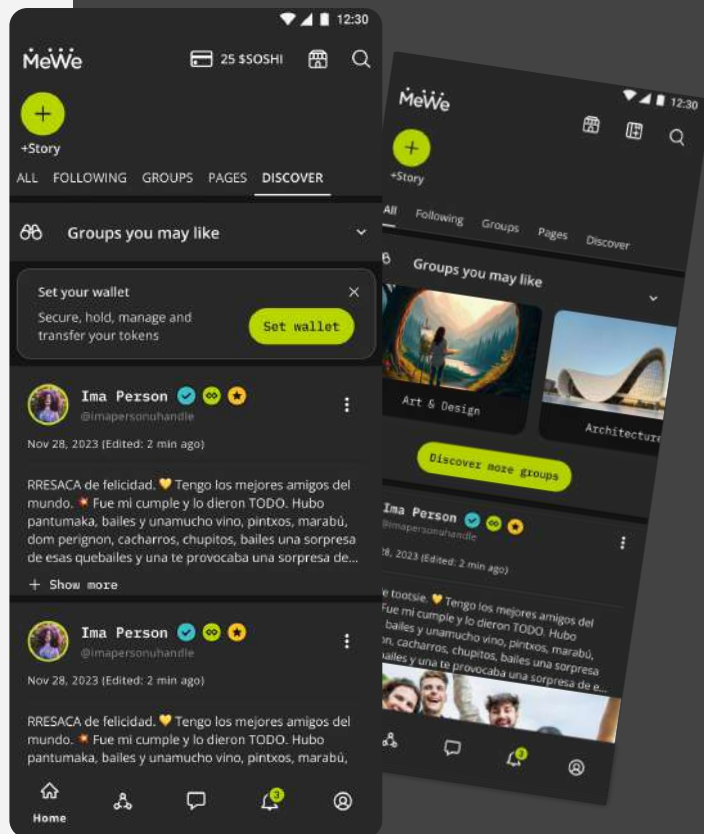
I helped evolve a community-focused social network by enhancing engagement, streamlining interactions, and aligning design with user needs and business goals.

Problem

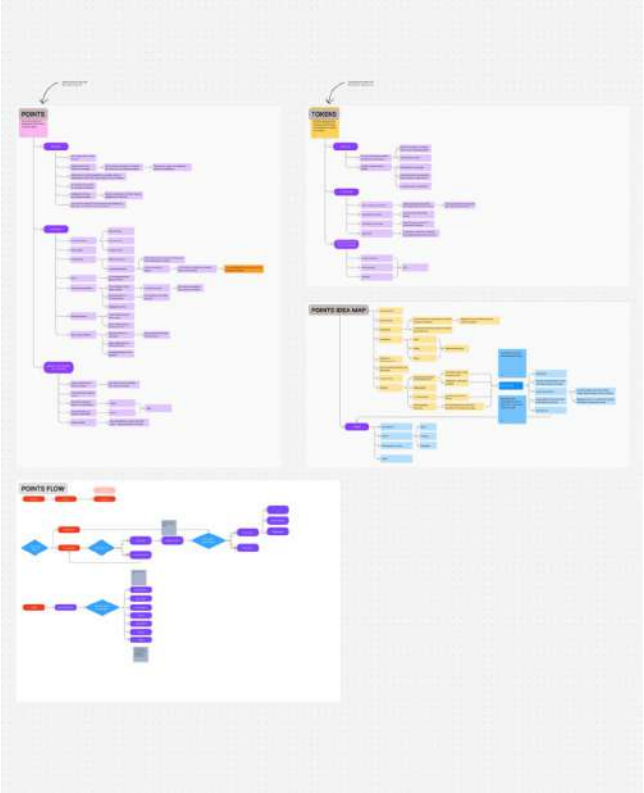
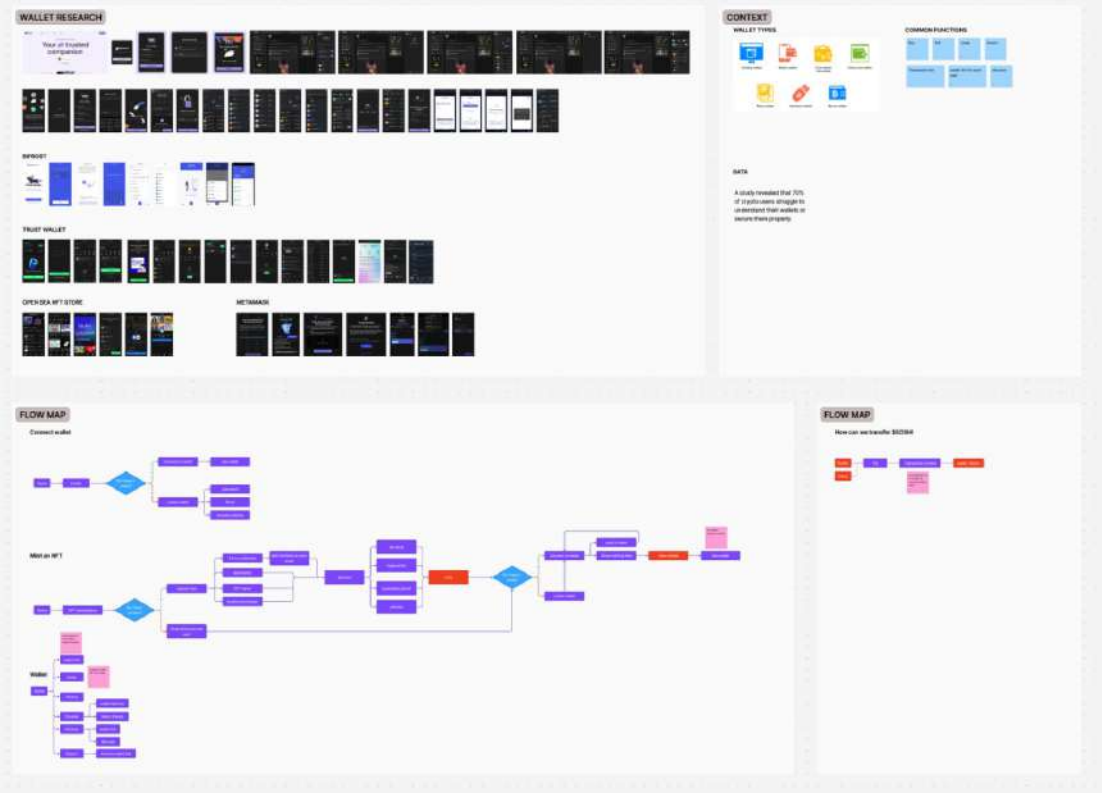
MeWe sought to integrate Web3 features for user ownership and monetization, while maintaining a familiar, accessible social experience for all users.

Solution

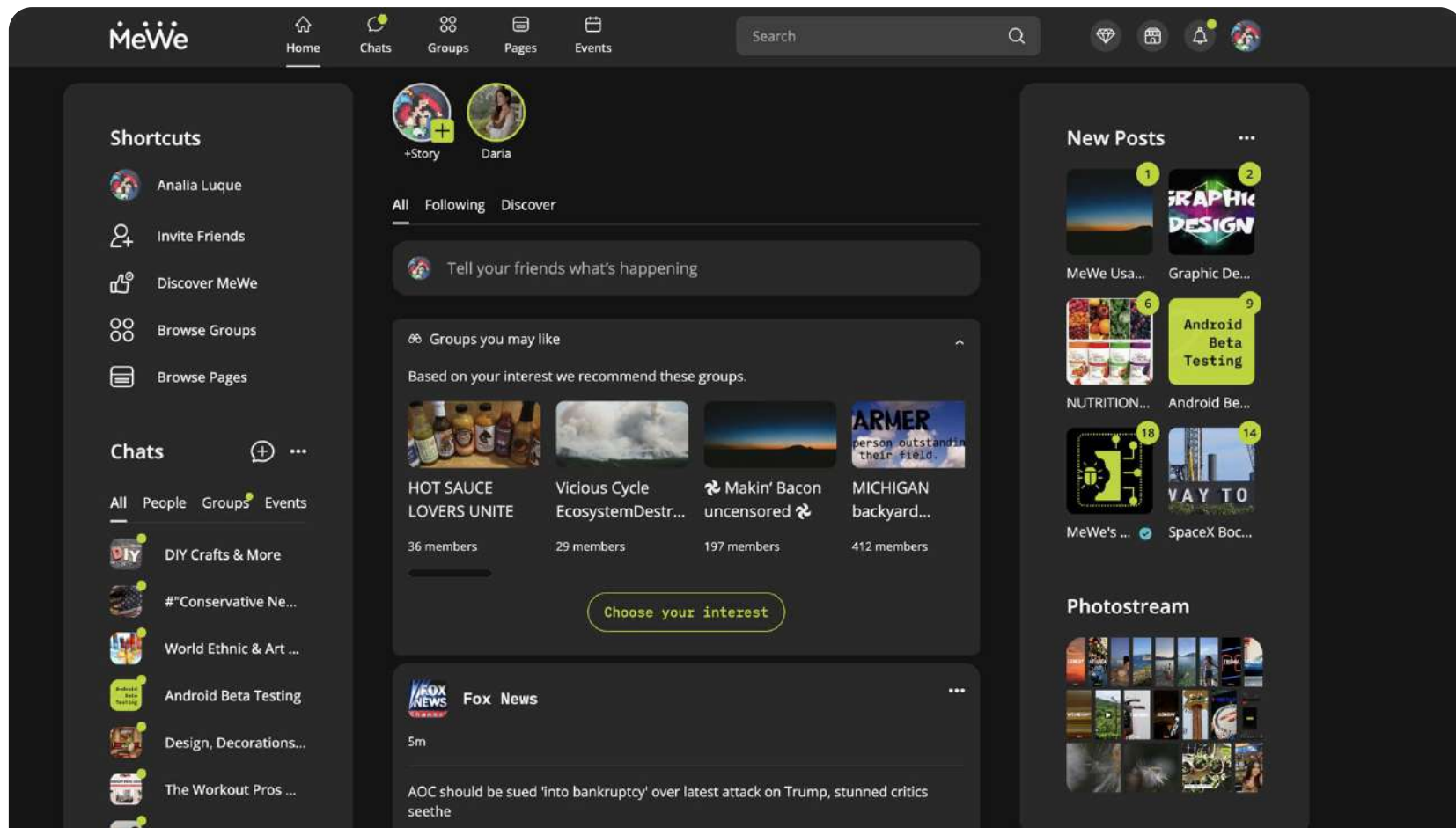
Added a crypto wallet, reputation system, and gamification to boost engagement, reward behavior, and enable secure decentralized interactions.



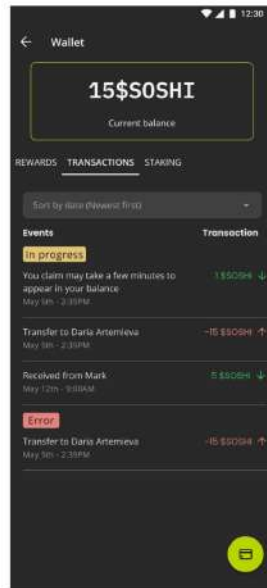
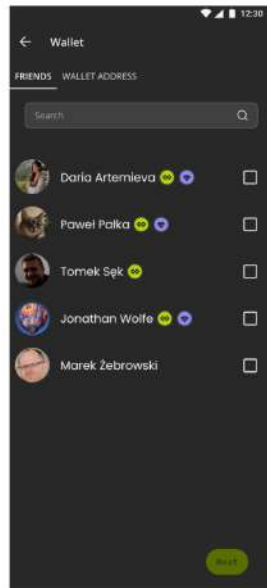
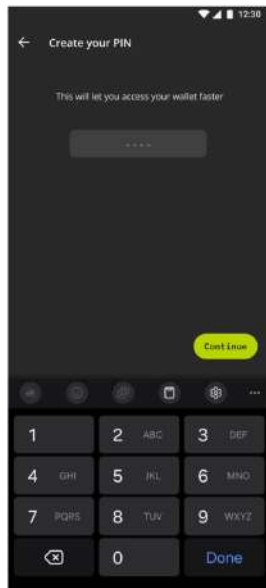
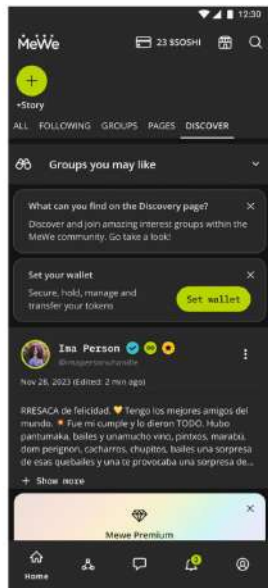
Analysis



Screen sample



Screen samples



ADC CONSULTING

Premium college & academic counseling

Role

UX/UI Product Designer and researcher for a digital transformation

Story

I led the digital transformation, redesigning workflows, automating processes, and creating a platform that connects students with editors and streamlines college applications.

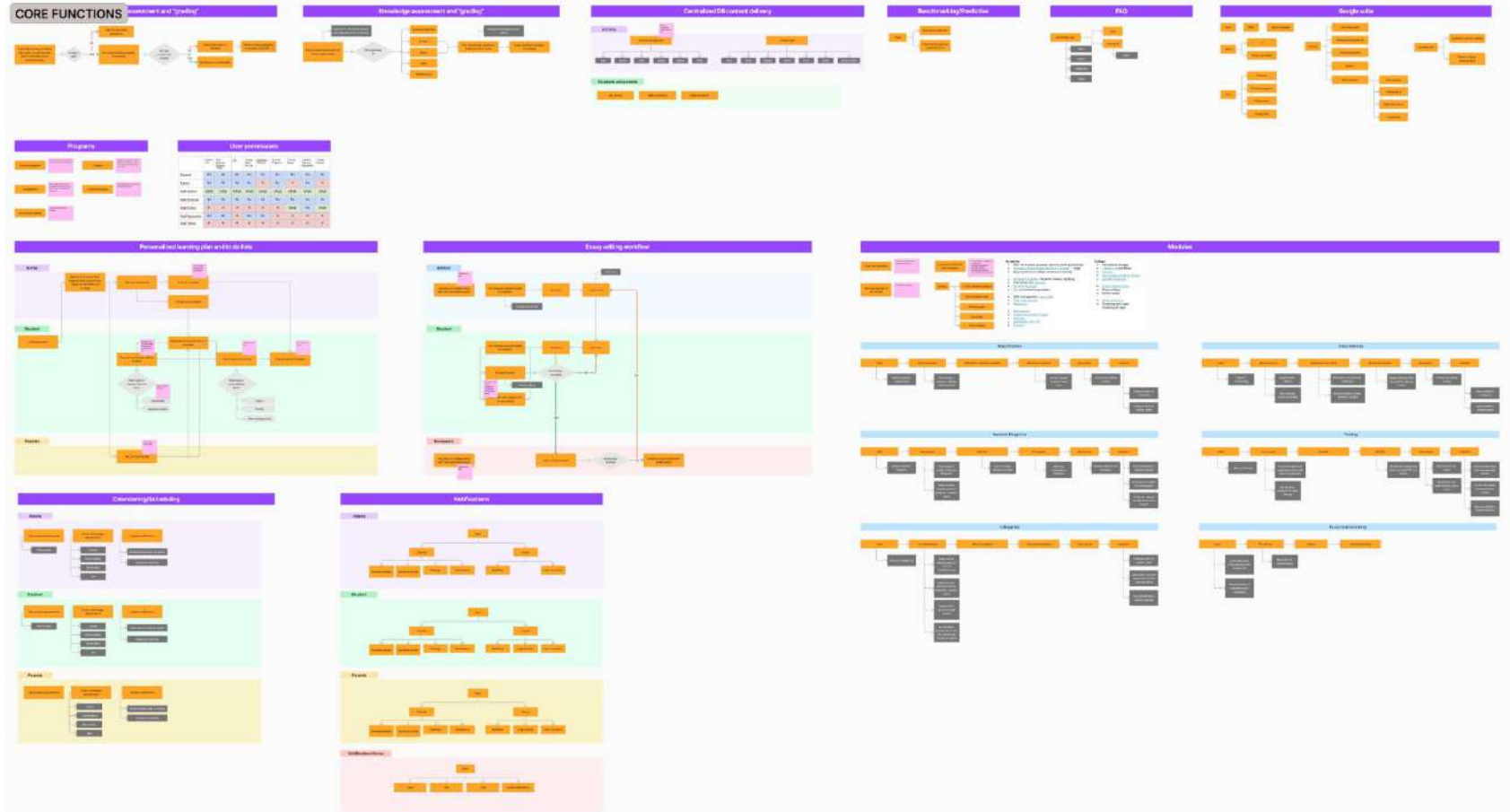
Problem

The counseling process relied on fragmented tools and manual workflows, making it hard to scale, track progress, and deliver a seamless experience for students and editors.

Solution

The solution was a connected platform with dedicated interfaces for each user type, enabling real-time collaboration, streamlined workflows, and centralized access to all application-related tasks.

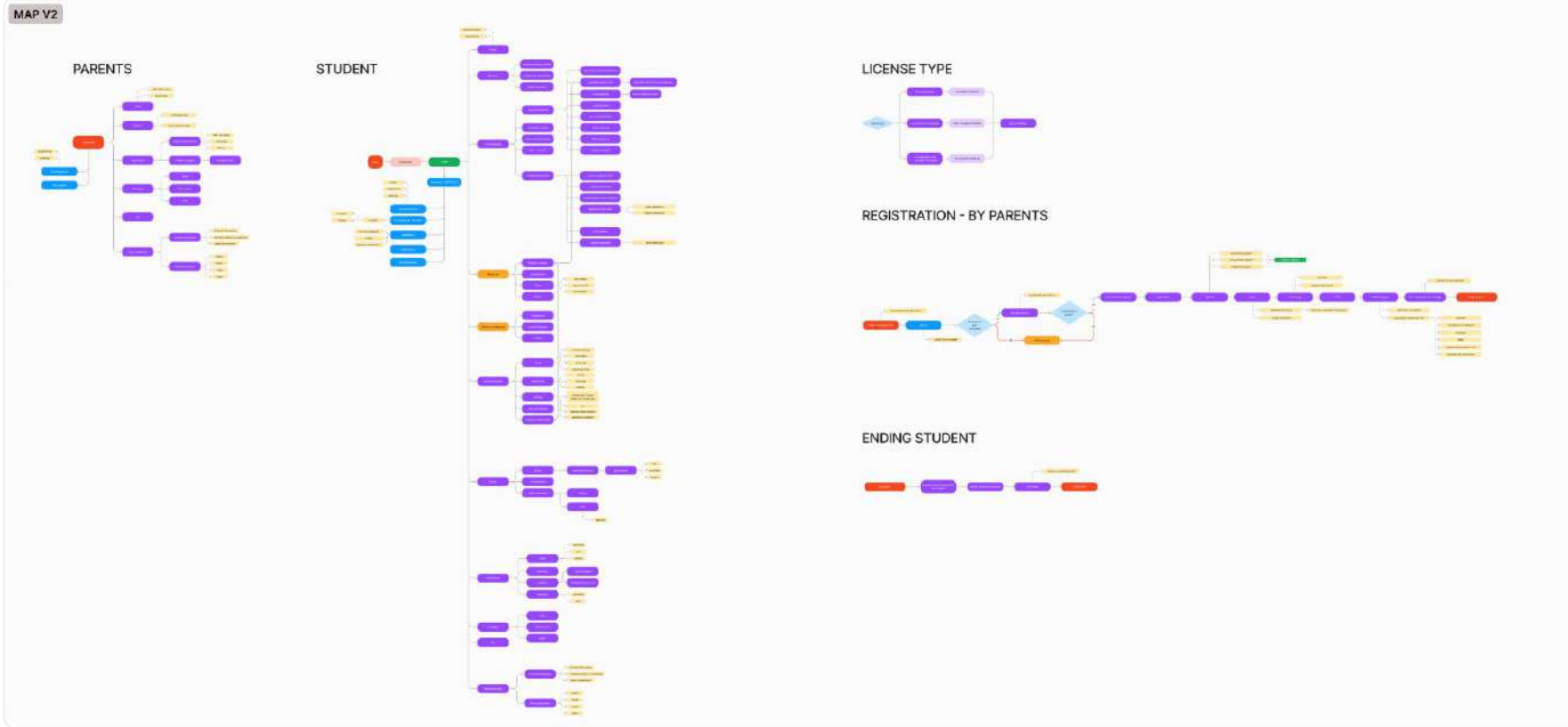
Analysis - user journeys



Analysis - work flows



Analysis - flow map



Screen samples

Home

Students

Database

Colleges

College list

Majors

High School

Volunteering

Competition

Summer programs

FAQ

My meeting seminars and workshop

<

Application starts in harvard

23

May Thursday

10:39 am

Team gathering with Ann

13

July Monday

5:00 pm

Summer program expiration

17

August Friday

9:00 am

>

Latest updates

New university added

Yale

Essays requirement updated

Brown

Application date updated

UCLA

Extracurricular activities added

Yale

New university added

Yale

Essays requirement updated

Brown

Application date updated

UCLA

Extracurricular activities added

Yale

Essay assignments

Joshua Xin

Liu Kroh

Steve Chen

Jake Greenstreet

Joshua Xin

Liu Kroh

Steve Chen

Jake Greenstreet

My projects

Essay corrections

Article research

University calls

Interview with students

Essay corrections

Article research

University calls

Interview with students

Payroll

Go to your payroll platform

Go to site

onceHub availability link

Go to site

My timesheet

Go to your timesheet platform

Go to site

🔍

🔔

💬

Emily Hansen

👤

▼

New Item

🔍

Article

Summer programs

m dolor sit amet, er.

Video

Article

Video

Article

Video

Volunteering

m dolor sit amet, er.

Video

Article

Competition

Title

Article

Title

Article


Title

Article

Title

Article

Screen samples



Home

All Students

Databases

Majors

Summer Program

Competitions & Awards

Volunteering

College

Applications

Resources

ADC Calendar

Practice Tests

FAQs

Master Pages

High Schools

Videos

Essay Topics

Admin

College Profile < A.T. Still University

Last Updated: 02/02/2025

Emily Hansen

← A.T. Still University

Edit College

Details

Quick Facts

General Information

Quick College Facts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium.

ADC Rank & Tier

Average SAT/ACT

Acceptance Rate

Early Plans

Location

Phone

Email

Website

U.S. News Ranking

Deadlines & Early Plans

Resume Requirements

Applications

234

95%

56%

1898

Quick Facts

ADC Rank & Tier

Average SAT/ACT

Acceptance Rate

Early Plans


Email

Website

REA

ED2

Screen samples



ANN & DAVE
CONSULTING

Home

My Info

Meetings & Workshops

College Apps

Counseling Plan

Summer Programs

To do list

Google Drive

Requests

Summer App Essay

College App Essay

College App Check

Databases

Colleges

Summer Programs

Majors

Competitions

Volunteering

Resources

ADC Calendar

Practice Tests

Videos

Adeline Yen

To Do List

Meetings & Workshops

Not started: 2

NOT STARTED

Book next appt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Deadline: 06/06/2024

Attend Summer Workshop

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Deadline: 06/06/2024

Add card

IN PROGRESS

Add card

COMPLETED

Add card

GPA & Courses

On-Going

Not started: 1

In progress: 1

Completed: 1

NOT STARTED

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

IN PROGRESS

COMPLETED

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Emily Hansen

New college

Applications Accepted

All

| Location | Early Plans | ADC I & Tier |
|---------------|-------------|--------------|
| New York | EDI, EDII | ★ 1 |
| San Francisco | REA | ★ 1 |
| Los Angeles | REA | ★ 1 |
| Miami | EA, EDI | ★ 1 |
| Austin | EDI, EDII | ★ 1 |
| Chicago | REA | ★ 1 |
| San Diego | EA, EDI | ★ 1 |
| New Orleans | EDI, EDII | ★ 1 |
| Nashville | EDI, EDII | ★ 1 |
| Seattle | EDI, EDII | ★ 1 |
| New York | REA | ★ 1 |
| San Francisco | EA, EDI | ★ 1 |
| Los Angeles | EDI, EDII | ★ 1 |
| Miami | REA | ★ 1 |
| Austin | EA, EDI | ★ 1 |
| Austin | EA, EDI | ★ 1 |

LET'S MAKE APPS THAT PEOPLE DON'T HATE

ANALIA LUQUE

[Dribbble](#)

[Behance](#)

[Website](#)

[LinkedIn](#)