INTERFACE DESIGN
PRODUCT DESIGN
UX NUGGETS
In 2015, the iconic British brand’s website was not yet responsive and the visual style had been last updated in 2011.

I was called in to take on the redesign of a new mobile-first Magento site, with a strong and modern visual style, and a new content architecture optimised for a better navigation.

I worked closely with the Development team to deliver a high-fidelity prototype and set the patterns library for the final product launch.

Role - UI/Product designer
Made at Belstaff, New Bond Street, 2015
Url - www.belstaff.co.uk
Samples of navigation and UX solutions developed for the responsive update.

- Fixed header with simplified navigation (5 categories only) and actions sorted together at the top of the header.
- Secondary level actions & informations in footer
- Buttons opening contact apps directly (phone, maps...)
- Menu designed with multilingual labels in mind
- On long pages, a "back to top" icon appears at the bottom right of the screen after the first 2 folds.
ROADMASTER QUILTED JACKET

£590

Selected colour: BLACK

Select size:

Details:

Size & Fit:

Delivery and Returns:

ADD TO BAG
ADD TO WISHLIST

YOU MAY ALSO LIKE

6 items

FILTER BY:

BELSTAFF.co.uk
The Young Brits awards is a staple of Jack Wills marketing strategy. Each year, extraordinary young brits applied to be selected to win in different categories and got to meet leading mentors from each industry.

As Jack Wills, senior digital designer, I developed the visual style according to the brand guidelines across all screens and devices and prepared the wireframes ahead of each meetings with the marketing team.

Role - UI Designer
Made at Jack Wills
2015
VOTE NOW PAGE

USER HASNT VOTED

USER NOT LOGGED IN

FACEBOOK LOGIN

THANK YOU PAGE

USER HASNT VOTED

SUBMIT

USER LOGGED IN

FACEBOOK LOGIN

THANK YOU PAGE

USER VOTED

SUBMIT

Grayed Out Shows Next Voting Date

USER NOT LOGGED IN

SHARE ON FACEBOOK?

CONFIRMATION OF ADDITION

USER VOTED

Adds to Favs

USER LOGGED IN

SHARE ON FACEBOOK?

CONFIRMATION OF ADDITION

USER HASNT VOTED

Adds to Favs
FUNCTIONALITIES

VOTING
Displays the category, candidate, and their button.

INTRODUCTION
Should explain and invited users how to vote. Basically how to use the category, select, submit vote, and become candidates to submit their voting selection.

CATEGORY SLOT SELECTOR
Each category is represented by a placeholder silhouette. When a candidate is chosen, their profile picture and name appears in the corresponding slot.

Submit vote button
Clicks each slot will change the button below, showing the relevant candidate per category.

Enable vote button
Enables any user to vote for the candidates. The user can vote for as many candidates as there are in the list per week. If a user votes for that week, button gray out and show next voting available date.

Submit vote button is a good place for messaging to disable double voting and informing that user can only take place once per week. Maybe we can add check box to signify the message that linked.

FUNCTIONALITIES

CANDIDATE LIST (table)
This inline frame contains the candidates list for each category.

Each candidate card will be fixed dimensions. Resizing on screen behavior should reveal more/less card and not reduce the card dimensions. Page allows user to scroll down for more candidates.

CATEGORY TAB SECTOR
Selected tab:
- filters (Q2, location, favourites)
- search by name
- shuffle will bring an arbitrary selection of candidates on screen.

CANDIDATE LIST
Category name
Each candidate is presented with:
- profile picture
- candidates name
- occupation/project

When scrolling down, the inline frame slides up before the filters area and main layout.

Profile description display
(accordion style)
The candidate’s profile description appears in an accordion style with:
- profile picture
- candidates name
- occupation/project
- vote
- share, add to Fav & Vote

View more
Opens another overview of information about the candidate.

Share candidate
Will allow to share the candidate on the social networks.

Add to favourites
Adds candidate to favourites for filtering at a later stage. When user adds candidate to Fav the star color changes to yellow and get a little indication on the Fav Fav section showing how many favourites we have.

If user is logged in, candidate gets instantly added and we display an information message of user’s action on screen.

If user is logged out, we prompt message about the need to be logged in to perform such action and provide user with option to login via Facebook.

Add
When the user clicks on Add, the candidate gets added to selection.
1. Start by selecting the category you wish to vote in, from the list below.
2. Use the filters to find who you’re looking for.
3. Add the candidate of your choice and move to the next category.
4. Once you’re happy with your selection click Vote. You can only vote once a week.

LET THE VOTING BEGIN

Our second annual nationwide search for the next John Lewis  World Famous is off to an exceptional start.

We’ve received amazing applications from bright young people across all four categories: Innovation, Enterprise, Enthusiasm and Creativity. Now, it’s over to you.

Vote for your favourite and be part of something extraordinary.
Atterley Road was a cool, close-knit company with a brilliant idea: bringing the high-street high quality to the web at smaller prices.

The brand changed targets and goals many times over the time of my employment. By the end of 2014, I was designing a new visual style, starker, bolder, to go along the brand’s motto “for the cool and independent women”.

As sole designer and appointed front-end-developer, I designed and built all Atterley Road assets:
- Web content
- Emails
- Affiliate & partners banners

Role - digital designer
Creative direction - Kelly Moseley
Made at Atterley Road, 2014
Url [Company closed on 07.01.16]
**Atterley Road**

NEW IN  CLOTHING  ACCESSORIES  INSPIRATION  CLEARANCE

- FREE STANDARD DELIVERY ON ORDERS OVER £30 -

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**Black Friday**

Up to 75% off selected lines until midnight tonight!

SHOP NOW

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**Want to Win Your #ARWishList?**

OF COURSE YOU DO. HERE'S HOW...

1. Follow Atterley Road on Pinterest
2. Create a Pinterest board called #ARWishList
3. Pin your wish list ideas from AtterleyRoad.com
4. Repin these instructions to validate your entry
5. Competition closes at midnight on the 23 December.

The winner will be notified on the 24th December. There is a maximum prize value of £7,000.

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**Get Pinning**

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I was approached by Alleez, a creative lab in London dedicated to create interactive experiences for clients in France and in the United-Kingdom, to help reshape the UX and UI of the funds simulator of their fund firm client, Carmignac.

The target was to capture user datas and to do so I designed clients workshops and assumed the following tasks:

- Identify users & users needs
- Create a new user flow
- Create a mobile-first experience
Analysis of the existing product:

Definition of a target-oriented user journey
BOSCH PACKAGING TECHNOLOGY
Mobile-first microsite

In 2016, I was tasked by Jabberwokie to conceive the sitemap, Information architecture and UI for an interactive micro-site for Bosch Packaging Technology.

The main challenge was to organise the heavy technical content in a light and smooth mobile-first experience.

See the result here: http://www.solutions4value.com
Welcome to the Bosch systems family
Increase your efficiency and overall equipment effectiveness with our system solutions designed specifically for your industry

Discover your system solution today
Click on your industry to begin

Paloma D3
Boost efficiency of your production with up to 400 pillow bags per minute accurately positioned in cases by the vision-guided Paloma robot

range of system solutions
From entry-level to state-of-the-art systems. Build 4 Value

Select your industry
View Reliable system solution
Early works as a digital designer for Net-a-Porter.com, when I started my specialisation in digital design in 2013.

Alongside creating multiple multilingual assets, I also familiarised myself with the structure of e-commerce websites and high-end, puréed and elegant style.