

Recent Work

Nancie Kelly, Ux Designer



Design Process

Design.
Review.
Iterate.
Repeat.

DISCOVER

EXPLORE

DEFINE

Profiling Phase:

User personas for primary and secondary users, User research for primary and secondary users, User scenarios, User requirements, Feature set identified for version x, Feature set prioritized for v-next, Technology discussions identifying any risks, Preliminary experience map

PLAN

DESIGN

Design Phase 1: Information Architecture

Marketing plan identifying anything that could affect ui design (if applicable), Evolved experience map, Screen inventory, Workflows of high level mappings from screen to screen feature to feature visualizing product, Wireframes of version x features, Wireflows of version x features (series of screens), Prototypes of wireflows (if applicable), User testing wireflows (if applicable), Continued technology discussions, Handing off of specs to engineers for storyboarding

DESIGN

Design Phase 2: Visual Design

Set visual design direction through use of mood boards and other visual exercises to begin visual treatment iterations on icons, logos, color palette, fonts, content, interaction, animation, and other product branding elements

VALIDATE

Development Phase:

User interface and visual design spec sign off from design/client/stakeholder to development team, Asset production, Alpha testing (if applicable), QA testing, User testing (if applicable), Beta testing (if applicable)

DELIVER

App store submittal:

Packaging all necessary assets per app store guidelines for submittal

Slobbr



About the App:

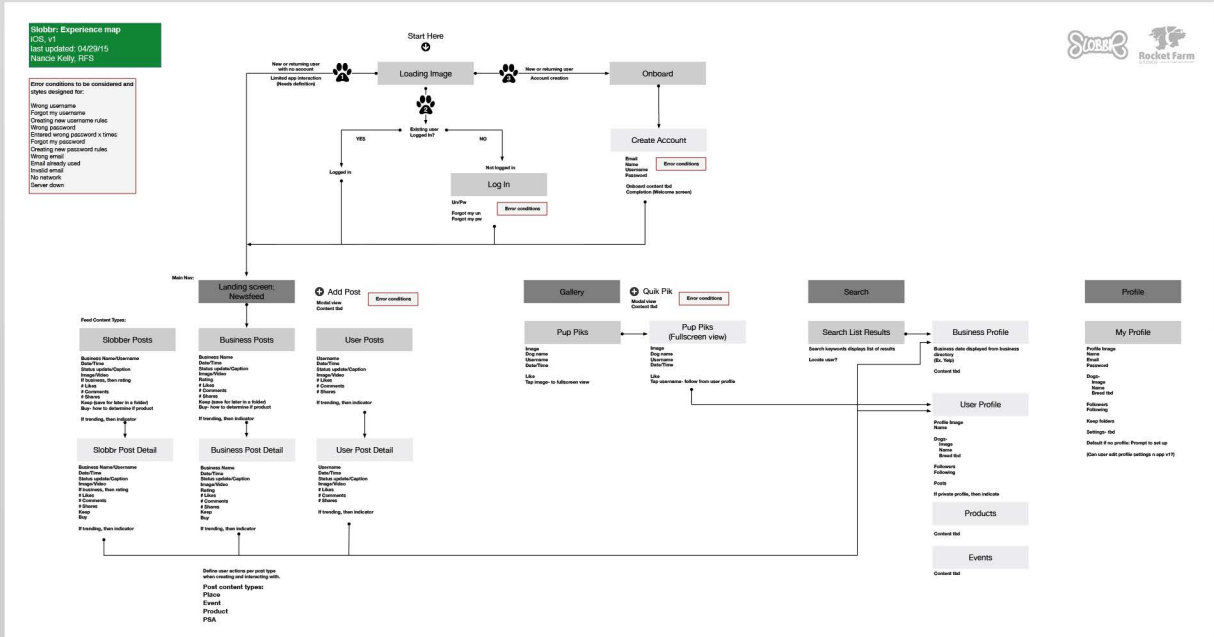
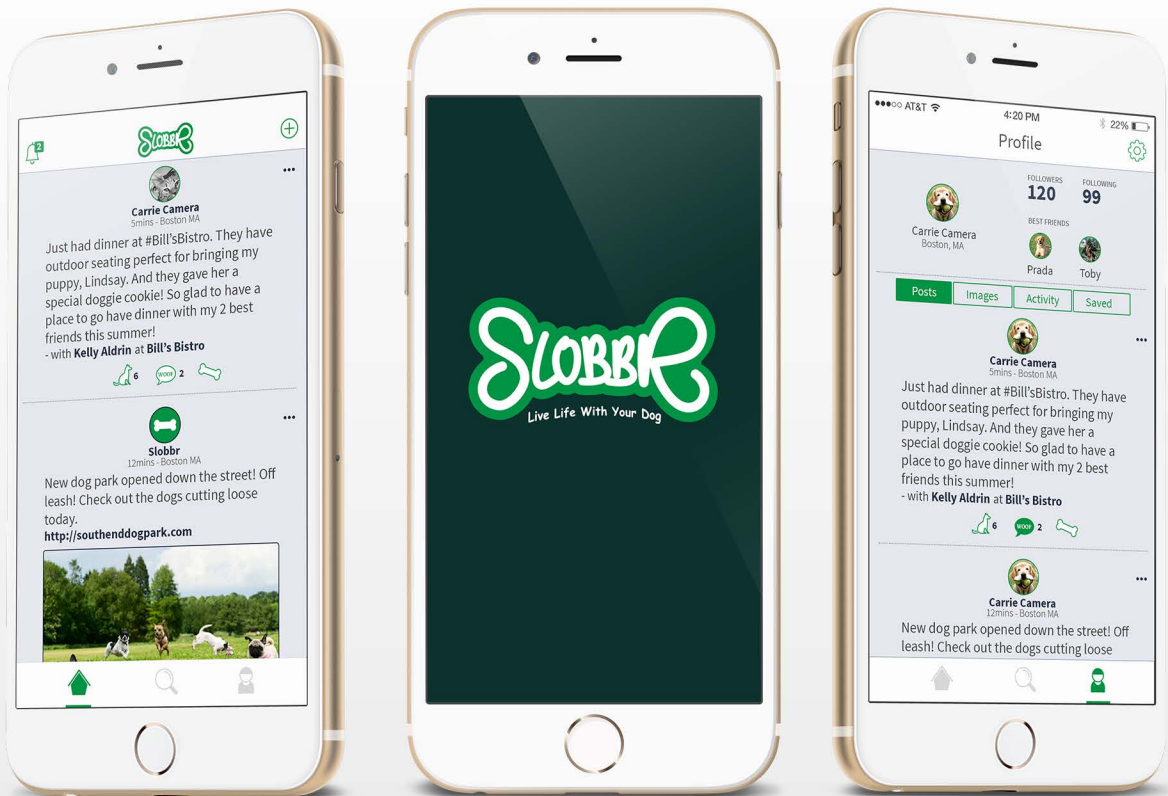
Slobbr is revolutionizing the way you connect and grow your dog community! Find dog friendly places, purchase great dog friendly retail items, and connect with other dog enthusiasts. Receive and contribute accurate, up-to-date dog friendly tips and information. Find dog friendly parks, restaurants, vets, trails, beaches, etc. near you. Look at engaging dog photos all day long!

Platform:
iOS

Design Role:
User experience design
Visual design

Design Challenge:

Create a social app for dog lovers where the user can easily find dog-friendly places in their vicinity. Create a community of dog lovers through location check-ins and tagging of friends allowing users to like, comment, and share each other's posts. Create a unique user profile highlighting their pets with easy ways to connect with other users. Create a visual identity for the product and a product landing page.



GoMentum



About the App:

GoMentum is a mobile service designed specifically for Network Marketing Professionals to accelerate the growth of their business. GoMentum includes a powerful team communication tool that gives your leadership team the ability to effectively motivate, train, and inspire their down-line to achieve greater results. Imagine your fast start process, your daily method of operation, and your duplication model all integrated with a self-paced leadership development program.

Platform:

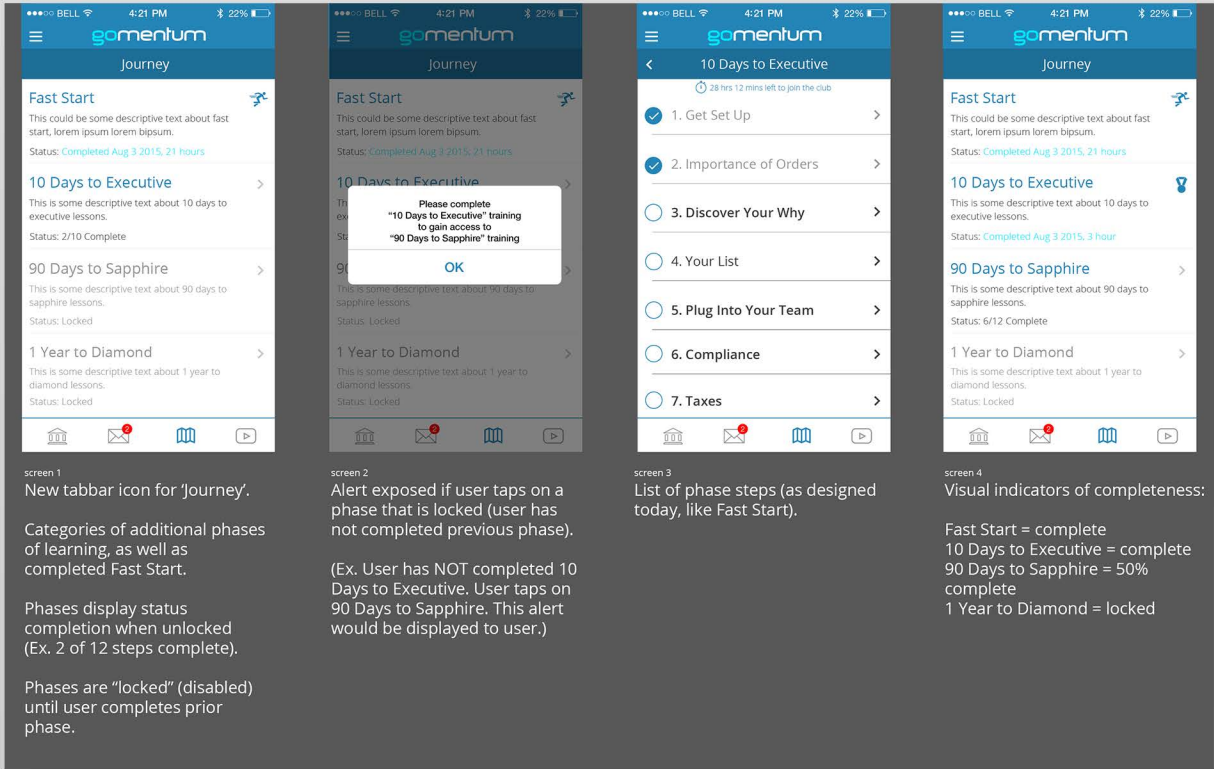
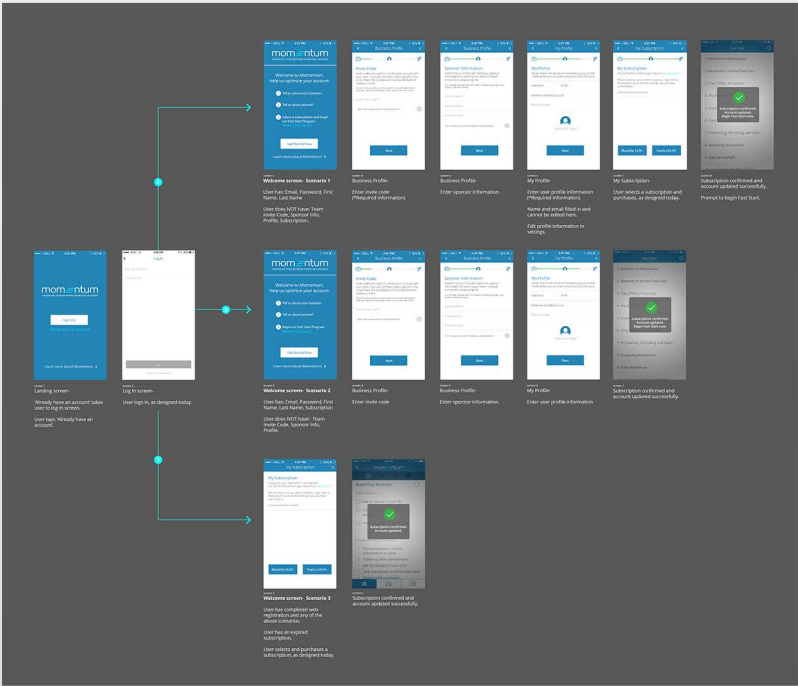
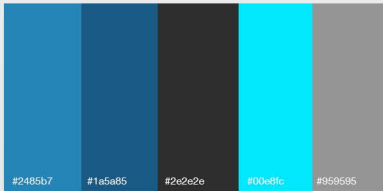
iOS
Android
Web- Admin portal

Design Role:

User experience design
Visual design

Design Challenge:

Improve 3 main areas of the app so users can easily identify what tasks need to be accomplished on a daily basis. Visually improve indicators of ‘completeness’ across the app. Improve main communication tool so it is easier to use by all team members. Add delight to app through use of personality and tone. Create onboarding process getting users to complete their profile 100% with 1st time ux. Create an onboarding tour to gain buy-in and leverage marketing techniques.



VideoIQ



About the App:

VideoIQ Mobile enables users to monitor and respond to events detected by their VideoIQ prevention software with instant notifications, live event verification and audio talk-down. VideoIQ's advanced, self-learning analytics accurately detect and alert on events that need immediate attention. Self-learning technology enables the analytics to get smarter with every incident, ensuring superior alarm accuracy, without compromising safety and security. Together with effective monitoring options, VideoIQ helps users prevent bad things from happening.

Platform:

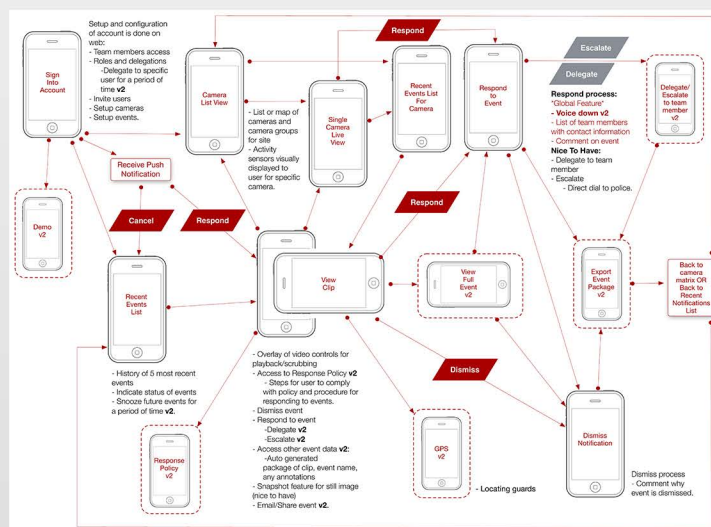
iOS
Android

Design Role:

User experience design
Visual design

Design Challenge:

Create a user interface to receive and view alerts from cameras, real-time viewing, and talk-down capabilities. Allow users to send and receive notifications and updates about activity at locations and assign guards to areas. Allow users 1-tap access to 911 and other members of team.



Video IQ Existing Color Palette:



Option 1:



Option 2:



Option 3:



Design Inspiration



KidConnect



About the App:

KidConnect was designed for students with Autism Spectrum Disorders (ASD) as well as other behavioral issues that require direct intervention - in the moment. Students learn to understand their maladaptive or negative behavior by understanding and pairing their behavior with their feelings. Students use KidConnect iPad app immediately following an observed or recognized behavior that has impacted them while in the classroom.

Platform:

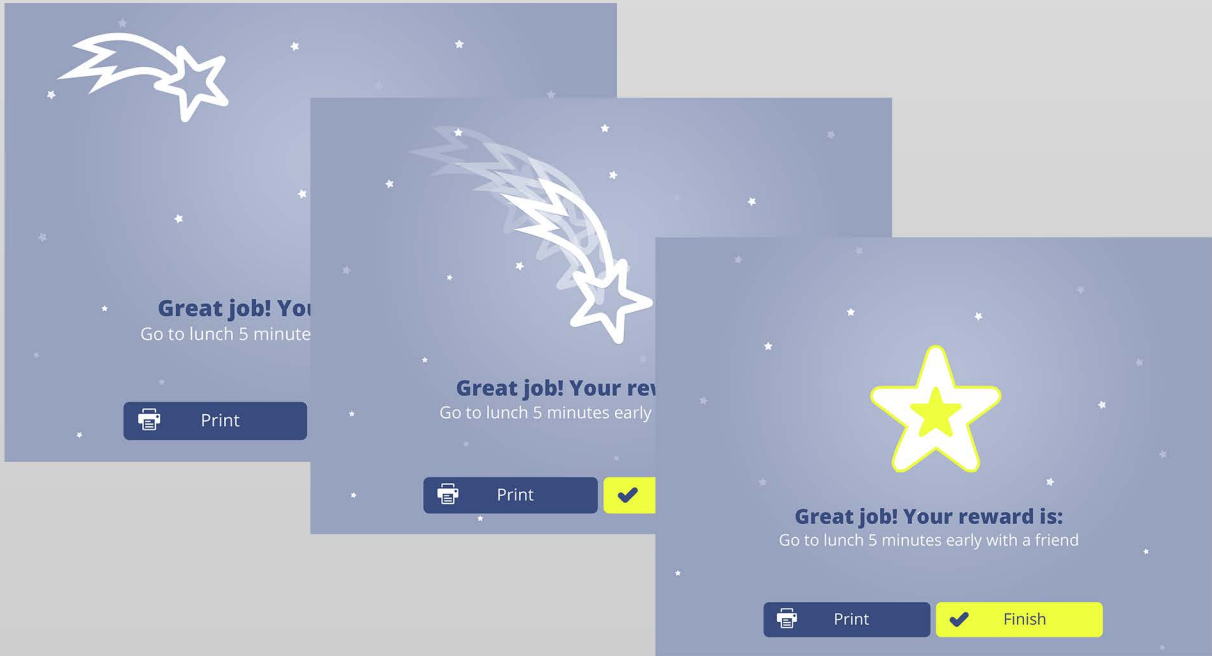
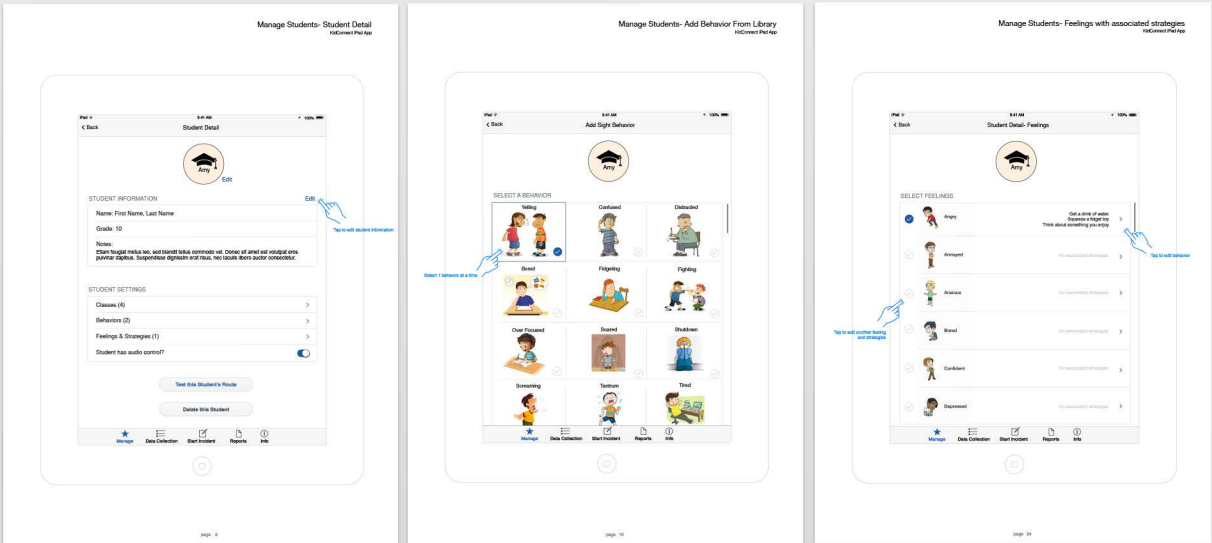
iOS (iPad only)

Design Role:

User experience design
Visual design

Design Challenge:

Redesign app from a split-screen view to a bottom tabbar view, as a result of gathered user feedback that navigating the app was not intuitive (split-screen view). Include visual indicators to 'add students' and 'complete' student profiles to direct user more clearly through workflows and benefit from its features. Initial display of student data for later analytical use and research by stakeholders. Creation of award animation.



Rocket Farm

Check out website

About the Rocket Farm Studios:

We've quickly become the go-to group for iOS apps, Android apps, and the back-end that are as smart as they are stylish. Founded in 2008, we've launched numerous top-20 apps in multiple categories. We work with Fortune 500 corporations and startups. Our team has deep domain expertise in mobile strategy, creative vision, and the ability to transform businesses through exceptional customer experience.

Platform:

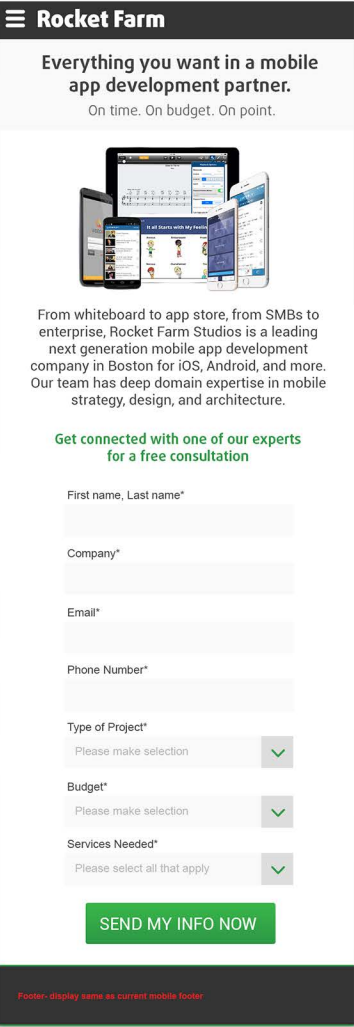
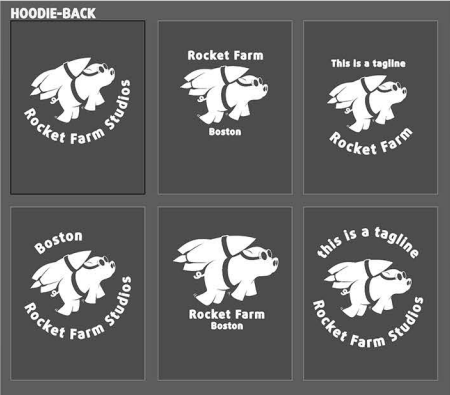
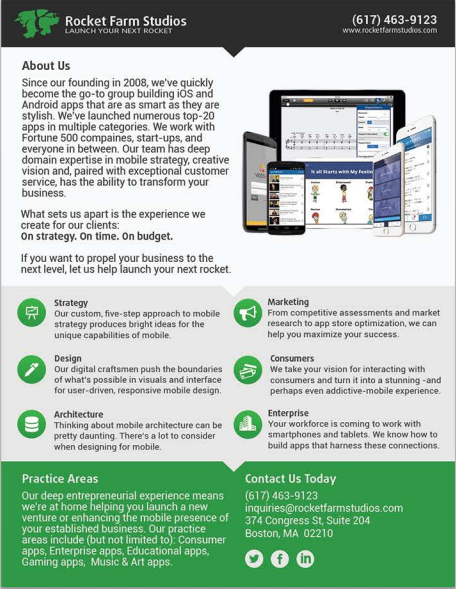
Web
Print

Design Role:

User experience design
Visual design
Graphic Design
Marketing Design

Design Tasks:

Redesign the website to accurately reflect the new Rocket Farm brand. Improve performance of site on desktop and, especially, mobile to boost organic Google rankings. Improve visual design to a more modern look and feel, using current technologies and other design trends across all media and business collateral. Extend branding guidelines across Rocket Farm departments to ensure a consistent and cohesive brand experience. Design office swag for consultants, clients, friends, and family.



GigSmart



About the App:

The GigSmart application gives individuals on-demand access to employment opportunities, ranging from flexible part-time jobs to full-time employment, and enables them to accept work within minutes of a job being posted. GigSmart's smartphone technology allows charity organizations to locate volunteers and workers for special projects quickly, saving the organizations time and money.

Platform:

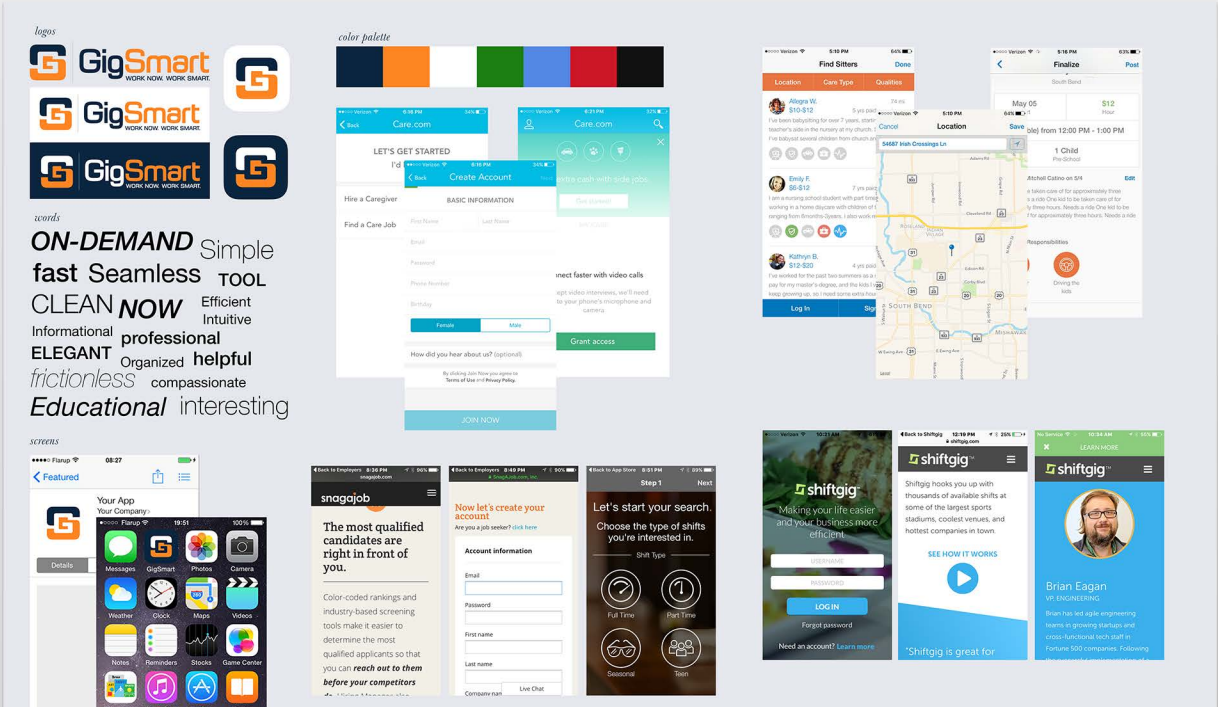
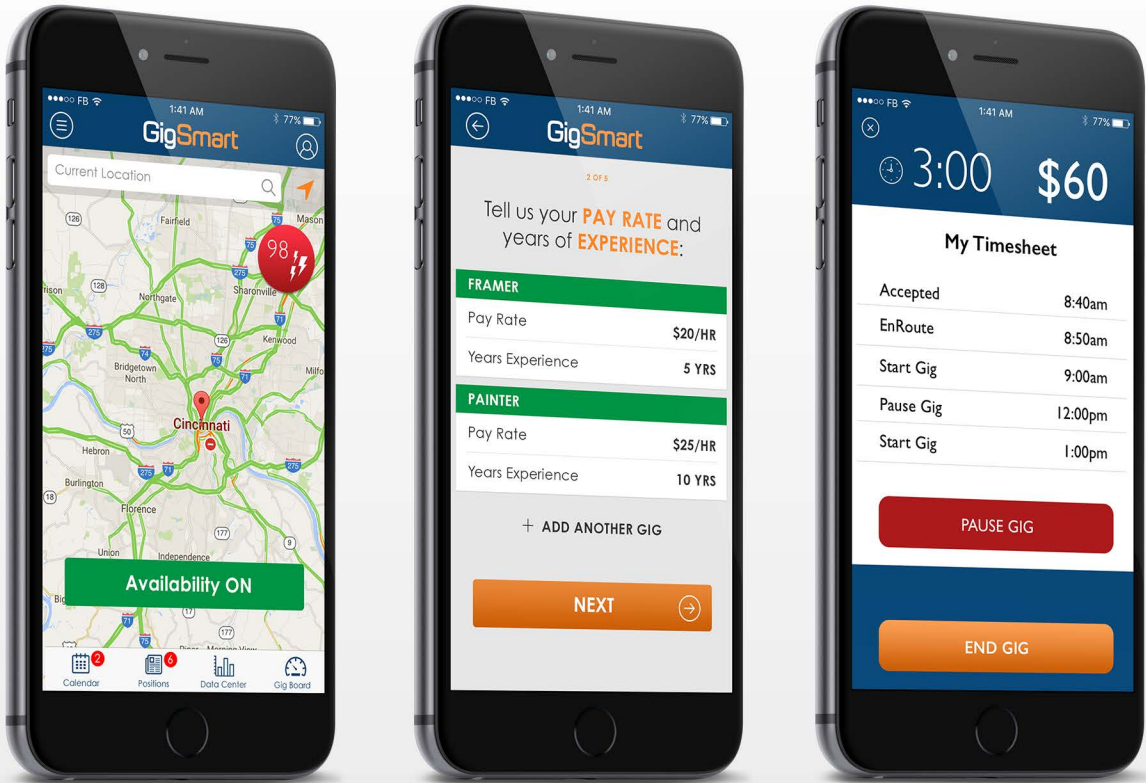
iOS

Design Role:

User experience design
Visual design

Design Challenge:

Create two different but cohesive apps (think Uber)- one for the provider (employee) and one for the requester (employer)- that integrate with each other throughout various stages of a job. Design a robust, comprehensive profile that includes job activity, job history, ratings & reviews, resume, skills, pay history, and tax information. Create a dashboard as a landing for employment news and other relevant employment data pulled from the Bureau of Labor Statistics per user's location.



Construction Carlos

Creative Dependable Efficient

"I want to know what I am worth and get paid what I am worth and be treated fairly."

BIO: Carlos was laid off recently as a construction foreman. Carlos is a manual laborer. He uses his smart phone for all internet connectivity. He is very dependable, highly skilled, and has many aspirations (willing to take on other kinds of work).

User Type: Underemployed
Occupation: Builder/Framer
Age: 34
Status: Married, 1 young child
Location: Toledo, OH

Motivations

Needs to earn a living
Needs a flexible work schedule to allow for seeking full time work
Wants to stay active and current professionally in a way that doesn't interfere with being married and having young family

Painpoints

Can't seem to find consistent, full time work even though years of experience and highly skilled
Difficulty finding legitimate and legal work
Needs assurance he will be paid fairly

How GigSmart can help:

Providing Carlos with safe and reliable opportunities to make a decent living.
Giving Carlos insight into people in a similar market in his area.
Creating a job history and rich profile describing his work persona.

Lynx Transportation



About the App:

LYNX is a shared ride door-to-door transportation service provided by MV Transportation under the supervision of LYNX, the Central Florida Regional Transportation Authority. The LYNX program provides complimentary service for eligible individuals who are not able to use the regular fixed route bus service (and other transportation methods) because of a disability or other limitations.

Platform:

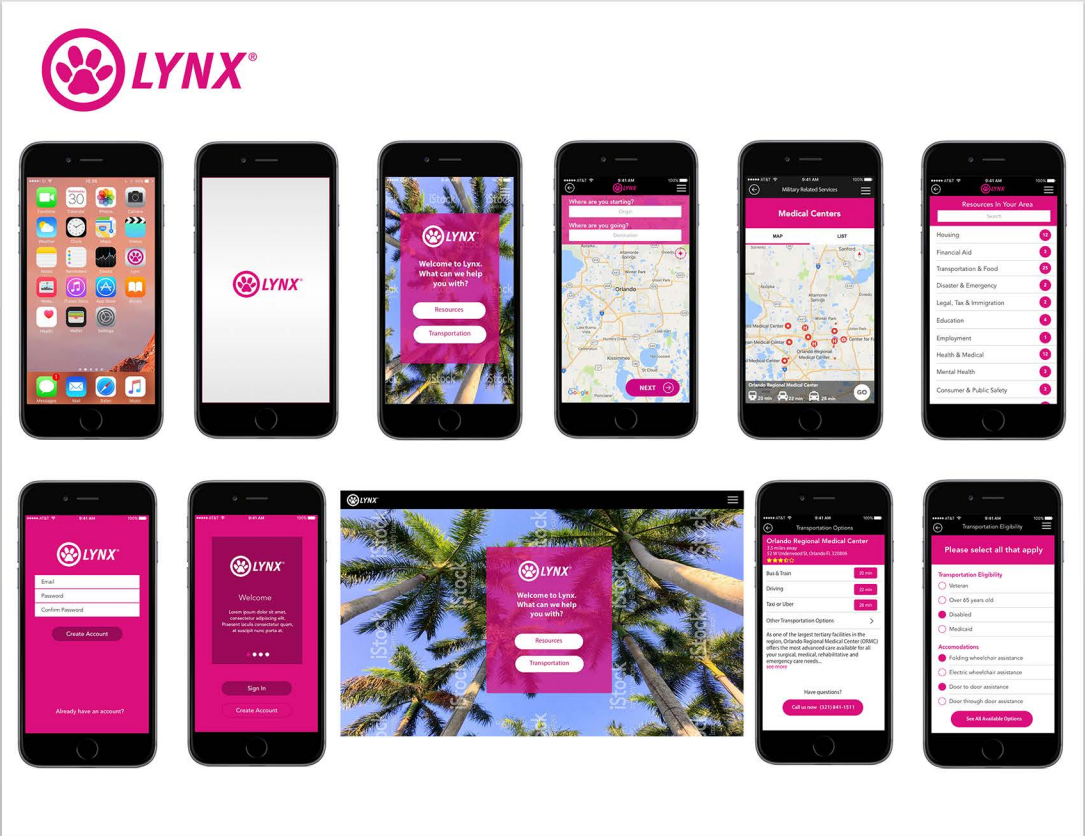
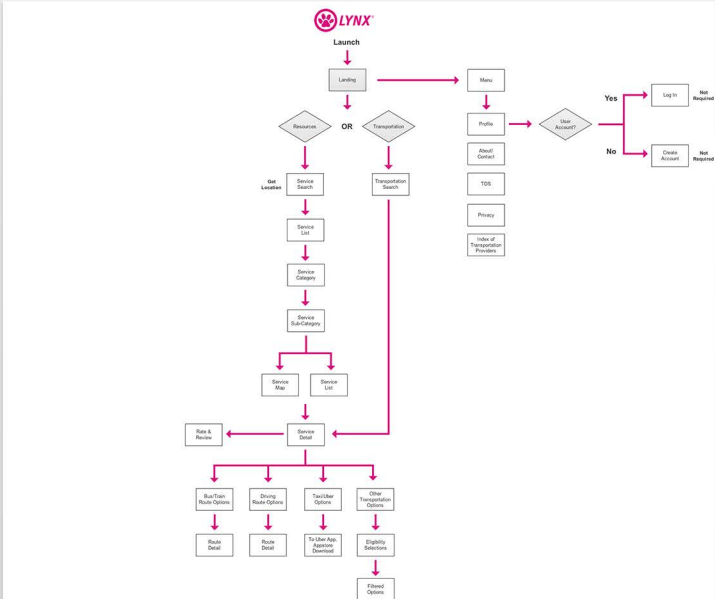
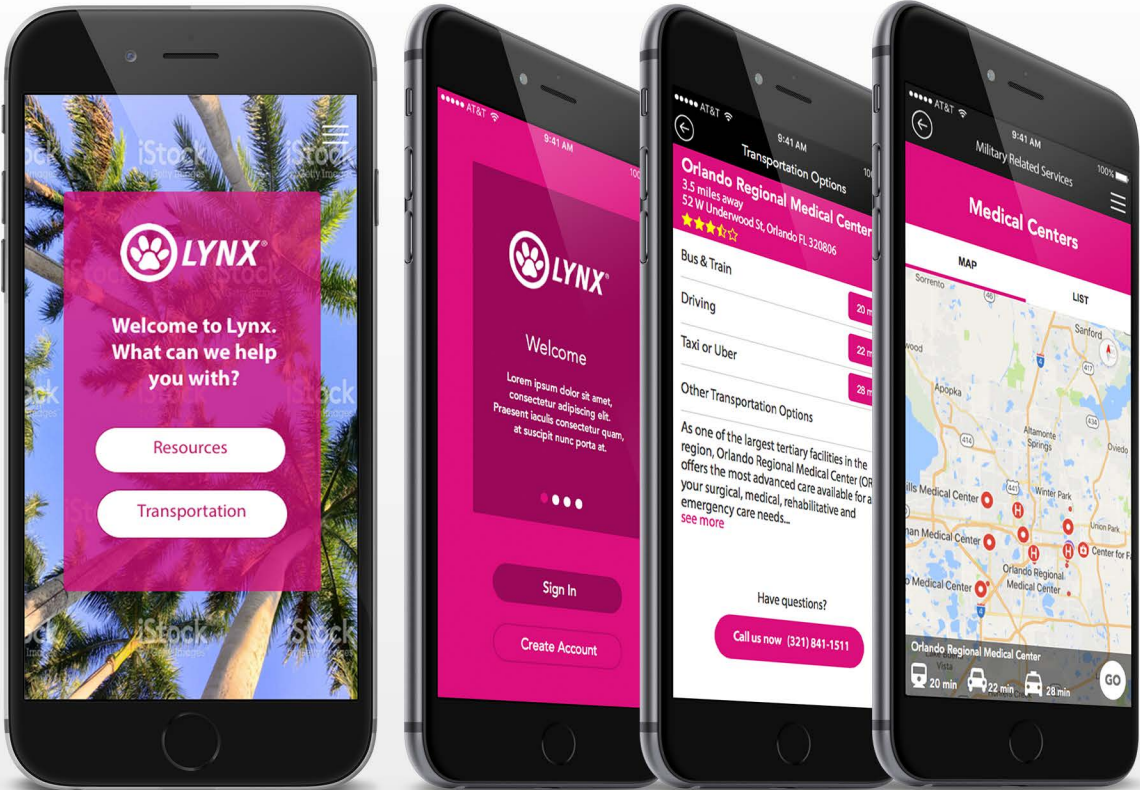
iOS
Responsive Website

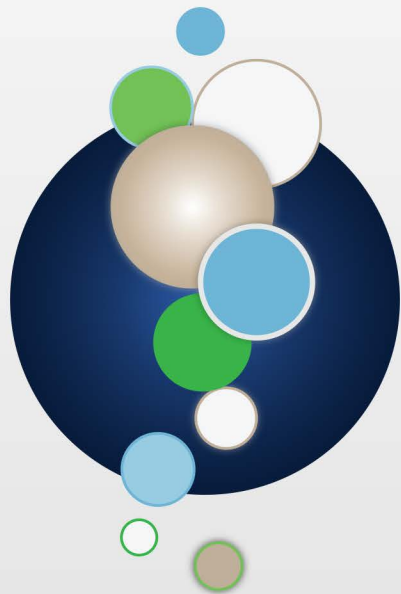
Design Role:

User experience design
Visual design

Design Challenge:

Design mobile app to accompany existing website, making accessible two primary paths to information- Resources and Transportation. Design search experience catered to user's disabilities or limitations. Design (new) feature to rate&review service providers and transportation methods to foster a sense of trust and community.





Thank you

Please contact me to learn more
about my design process and case studies.