

A R T U R O B E L L O

UX/UI DESIGN & STUDIO

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P O R T F O L I O

## ABOUT ME

I am a Graphic Designer with over 20 years of experience in branding, editorial design, video production, advertising, and web design. My first experience with UX/UI related projects was in 1996 at my job as a Web Designer in Liza Internet, a Mexican Internet Service Provider in Guadalajara. The web content was carefully designed for our customers in the boom years of the internet in Mexico. My next foray into the world of user experience was while working at Massmedia, a multimedia and web agency in Tepic, Mexico where we worked with integrating text, audio, and video into an experience that attracted our clients. Wireframing, mockups, and testing were common occurrences within our department and I was in charge of bridging the gap between the front end developers, editors and print designers in order to stay on target while working on several projects. I became part of other companies' team as a senior UX/UI Designer, where I've been able to work on many other multiplatform projects from scratch, which cemented my knowledge for user experience design.



# LATEST PROJECTS

## DICOREPP

Responsive Web Design

## Mi Cocina

Mobile App for delivery food (unreleased)

## Howard Kids

Responsive Web Design

## MyDoctor

Mobile App for search results (in progress)

# ADDITIONAL PROJECTS - UX/UI

Rotulación Gráfica

Reactivos y Químicos

TDI

# DICOREPP

Responsive Web Design



## ABOUT DICOREPP

A construction company that connects users with the opportunity to have a house near to the beach in Puerto Peñasco, Mexico or make a remodeling for locals and companies established in the harbor.

## PROJECT REQUIREMENTS

The client requested a responsive website that attracts users in and guides them through the process of finding, compares and to be in contact online. The main goal is to make the process easy and friendly for future owners.

## RESPONSIBILITIES

- Study and understand the client's goals.
- Translate their project into an easy to use user experience for both mobile and web content.
- Analyze their features and map them out to create user flows.
- Propose UI screens.
- Create UX flows, sitemaps, screens, guidelines and final
- UI assets for developers

# DICOREPP

Responsive Web Design

## RESEARCH AND DISCOVERY

It was time to develop an effective UX strategy for web content. We conducted some research on similar web sites on the market noting areas of opportunity and potential pain points.

## PROCESS

- Meetings with management in order to define the content, main goals, and functions.
- Interviewed potential users in order to learn about their likes, wants and needs related to a website for construction needs.
- Organized feedback by users to find areas of opportunity that translated into a better design.
- Created user stories to help us understand how an average user navigates the website.

## PROPOSAL

Create a responsive website that our customers an engaging user experience, inviting them to invest, and to share the information with friends.



# DICOREPP

## Responsive Web Design

### DEFINITION - UX

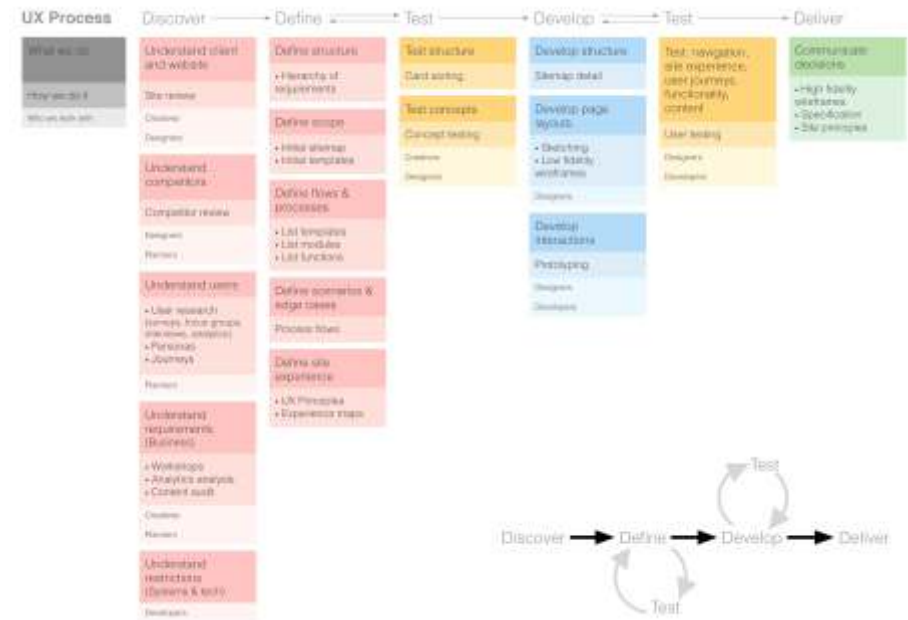
Using the information gathered from research and previous meetings, I began working on a solution to prototype and test, creating user journeys and mapping screens while consulting with development in order to find possible areas of opportunity related to construction and menu placement in each web environment. I also designed screens and ran user tests.

### PROCESS

- Worked on different navigation maps.
- Explored possible flows and ran iterations on them.
- Created personas to help us understand specific types of user's needs.
- Generated a prototype to test and find areas of opportunity and pain points.
- Ran usability tests and added improvements from feedback.
- Worked with testers, management, and development until we defined a final user flow that aligned with our goals.

### DOCUMENTATION

A UX solution that clearly detailed an engaging user's experience.



# DICOREPP

## Responsive Web Design

### PRODUCTION - UI

Once the UX guidelines were defined, we were ready to work on a visual design for each screen based on the brand's existing style guide, and creating the breakpoint visual assets for the responsive design.

### PROCESS

- Used the previously created design guidelines in order to develop a consistent look & feel within the website.
- Validated menu placement and user flows through a polished visual design.
- Created skins for each screen that aligned with the brand's specifications.
- Iterated with different UI solutions until we validated a cleaner look that encouraged browsing with fewer distractions.

### DELIVERABLES

- A full set of screens for all platforms
- A set of graphics and assets
- A UI Specification document for developer



# DICOREPP

Responsive Web Design

## DEVELOPMENT

After the specifications were shared with the development team, I've worked closely with them in order to ensure a better product and find possible areas of opportunity. During this phase, we've come across possible new functions that can be added to future updates in our website.

## PROCESS

- Clarified UX/UI questions by developers.
- Created new screens or assets if necessary.
- Tested the product and found new areas of opportunity for future release.





## Mi Cocina

Mobile App for delivery food (unreleased)

### ABOUT MI COCINA

An app that helps users find nearby solutions for the day to day about food for breakfast, lunch or dinner.

### PROJECT REQUIREMENTS

Development of an android app that can be used to find the daily meals for breakfast, lunch, and dinner in an easy way to order and delivery. Including food description, photos, and price.

### RESPONSIBILITIES

- Analyze and understand the client's goals.
- Develop their idea into a friendly mobile user experience
- Map out the features the app needs and create a user flow.
- Propose UI screens.
- Create UX flows, sitemaps, screens, guidelines and final UI assets for developers.



# Mi Cocina

Mobile App for delivery food (unreleased)

## RESEARCH AND DISCOVERY

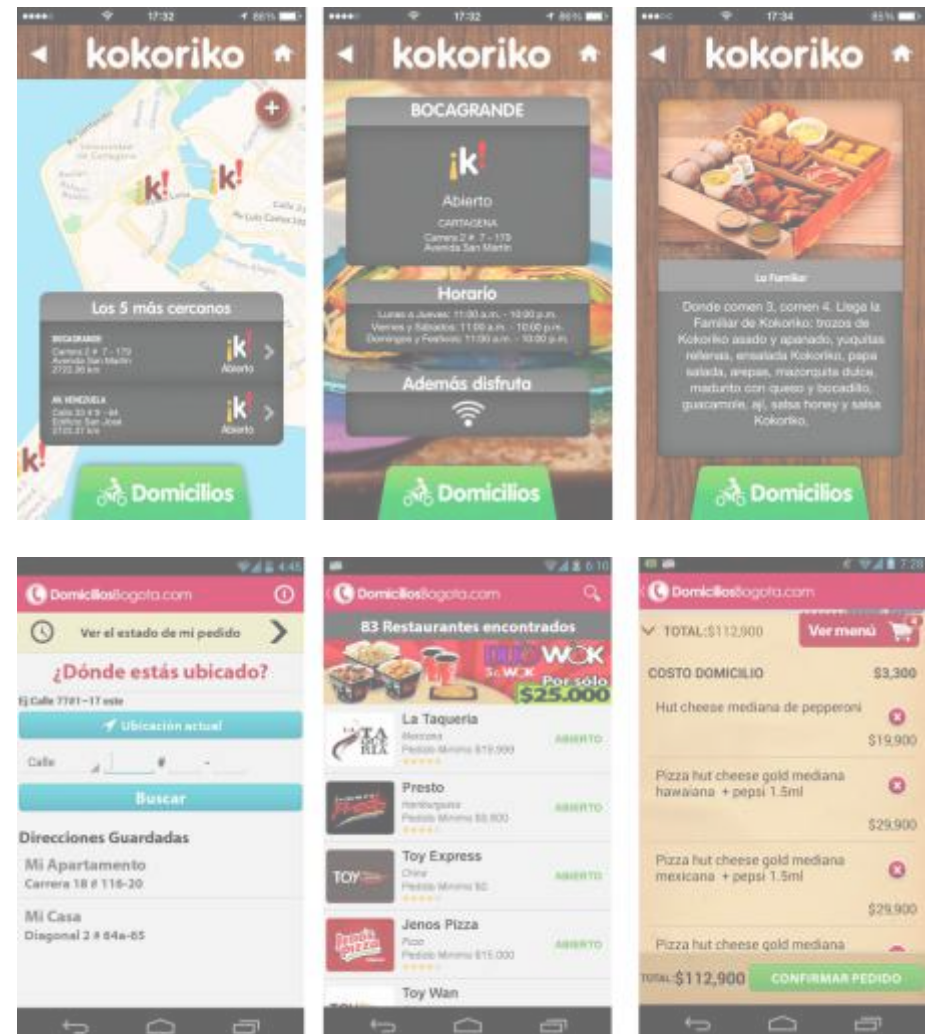
Analyze similar apps in order to find similarities and areas of opportunity. Do some research with the consumers to understand the end-users needs in order to design an effective app.

## PROCESS

- Met with the client in order to define the project's scope and its target audience.
- Interviewed potential users in order to get feedback about their needs and the kind of tools that might help them meet them.
- Organized user feedback to find potential areas of opportunity.

## PROPOSAL

Mi Cocina app should guide users through their needs and tastes by helping them keep track of the steps they need to take in order to achieve them.



# Mi Cocina

Mobile App for delivery food (unreleased)

## IDEATION - UX

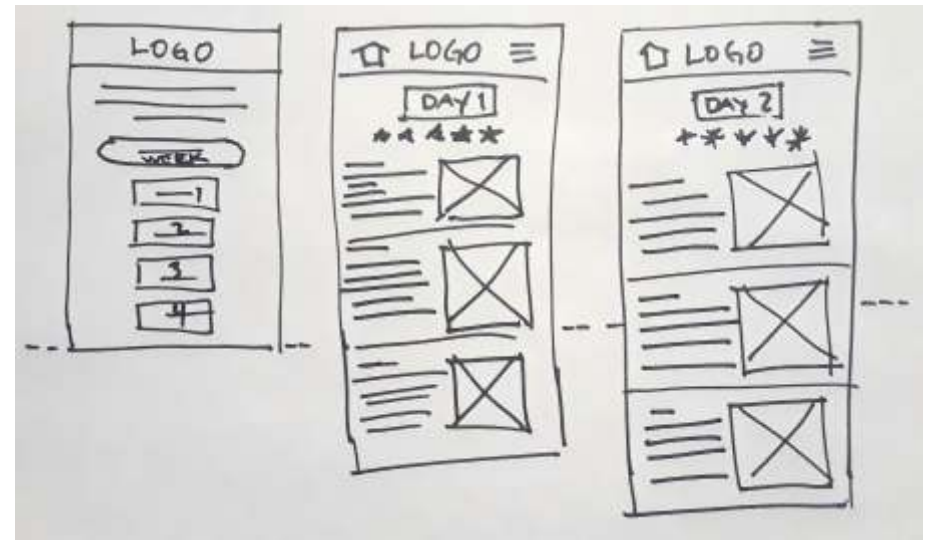
Using the information gathered during the previous phase, I began creating a wireframe flow for the mobile app and experimented with several user flows in order to find the best possible solution.

## PROCESS

- Experimented with app flows for adding goals, steps as well as notes.
- Mapped out features and functionalities with the client in deciding the most important features in the app and how to showcase them for easier use.
- Generated an HD flow with Adobe XD and tested it for validation.

## DOCUMENTATION

Several app flows and maps for a well-defined app solution.



# Mi Cocina

Mobile App for delivery food (unreleased)

## PRODUCTION - UI

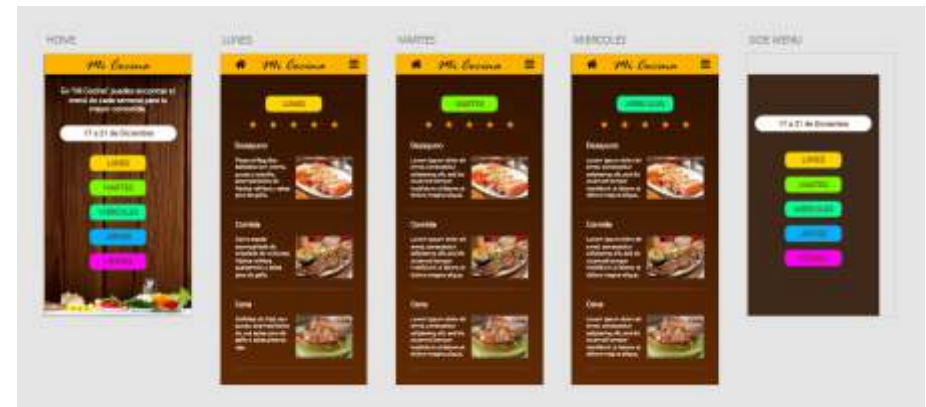
Once we defined the UX, it was time to add the visual design for each screen. This app was named it Mi Cocina and, for visual purposes, I created a simple logo, font guidelines, and a color palette so we had a basic design guideline to follow.

## PROCESS

- Created a logo.
- Developed design guidelines.
- Created skins for each screen.
- Created visual assets for buttons and icons.
- Iterated with different UI solutions.

## DELIVERABLES

- A temporary logo and visual guide.
- A full set of screens.
- A set of graphics and assets.
- A UI Specification document for developers.



# Howard Kids

## Responsive Web Design



### ABOUT HOWARD KIDS

It is a mixed, secular institution, with highly trained, professional and ethical staff; based on a Humanist-Constructivist educational model, with a program of universal values and personalized attention.

### PROJECT REQUIREMENTS

Howard Kids had the need to reach his clients with new technologies such as the internet, so they decided to start this project to have a larger cover in the area and attract parents for them to know a new concept and facilities for their kids.

### RESPONSIBILITIES

- Study and understand the client's goals.
- Translate their project into an easy to use user experience for both mobile and web content.
- Analyze their features and map them out to create user flows.
- Propose UI screens.
- Create UX flows, sitemaps, screens, guidelines and final.
- UI assets for developers.

# Howard Kids

Responsive Web Design

## RESEARCH AND DISCOVERY

It was time to develop an effective UX strategy for web content. We conducted some research on similar web sites on the market noting areas of opportunity and potential pain points.

## PROCESS

- Meetings with management in order to define the content, main goals, and functions.
- Interviewed potential users in order to learn about their likes want and needs related to a website for education needs.
- Organized feedback by users to find areas of opportunity that translated into a better design.
- Created user stories to help us understand how an average user navigates the website.

## PROPOSAL

Create a responsive website for user experience, inviting them to visit and know more about the school, and to share the information with friends.



# Howard Kids

## Responsive Web Design

### DEFINITION - UX

Using the information gathered from research and previous meetings, I began working on a solution to prototype and test, creating user journeys and mapping screens while consulting with developers in order to find possible areas of opportunity related to education and menu placement in each web environment. I also designed screens and ran user tests.

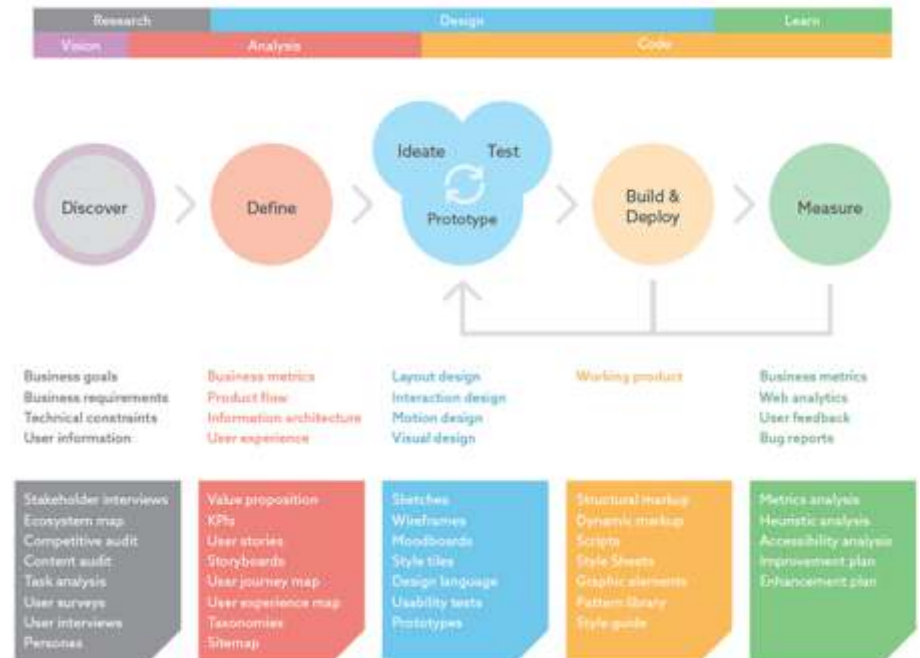
### PROCESS

- Worked on different navigation maps.
- Explored possible flows and ran iterations on them.
- Created personas to help us understand specific types of user's needs.
- Generated a prototype to test and find areas of opportunity and pain points.
- Ran usability tests and added improvements from feedback.
- Worked with testers, management, and development until we defined a final user flow that aligned with our goals.

### DOCUMENTATION

A UX solution that clearly detailed an engaging user's experience.

## UX Design Process



# Howard Kids

## Responsive Web Design

### PRODUCTION - UI

Once the UX guidelines were defined, we were ready to work on a visual design for each screen based on the brand's existing style guide, and creating the breakpoint visual assets for the responsive design.

### PROCESS

- Used the previously created design guidelines in order to develop a consistent look & feel within the website.
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- Created skins for each screen that aligned with the brand's specifications.
- Iterated with different UI solutions until we validated a cleaner look that encouraged browsing with fewer distractions.

### DELIVERABLES

- A full set of screens for all platforms.
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- A UI Specification document for developer.





# Howard Kids

Responsive Web Design

## DEVELOPMENT

After the specifications were shared with the development team, I've worked closely with them in order to ensure a better product and find possible areas of opportunity. During this phase, we've come across possible new functions that can be added to future updates in our website.

## PROCESS

- Clarified UX/UI questions by developers.
- Created new screens or assets if necessary.
- Tested the product and found new areas of opportunity for future release.



# My Doctor

Mobile App for search results (in progress)

## ABOUT MY DOCTOR

It is an app that helps users find the right doctor specialties for their needs near to them and to know more about the specialist and his background.

## PROJECT REQUIREMENTS

Development of an app that can be used to find the nearest doctor specialist to the user and to have a result with contact information, background, place of work or hospital, starred rating, and user's comments.

## RESPONSIBILITIES

- Analyze and understand the client's goals.
- Develop their idea into a friendly mobile user experience
- Map out the features the app needs and create a user flow.
- Propose UI screens.
- Create UX flows, sitemaps, screens, guidelines and final UI assets for developers.



# My Doctor

Mobile App for search results (in progress)

## RESEARCH AND DISCOVERY

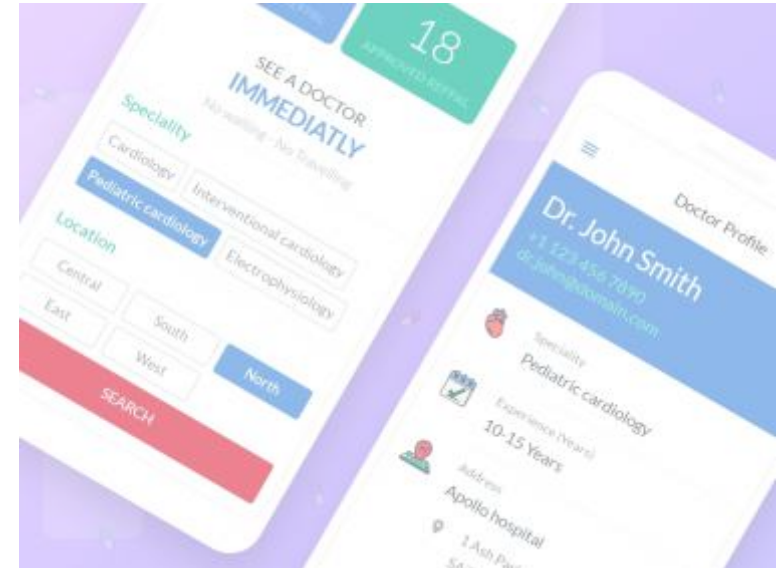
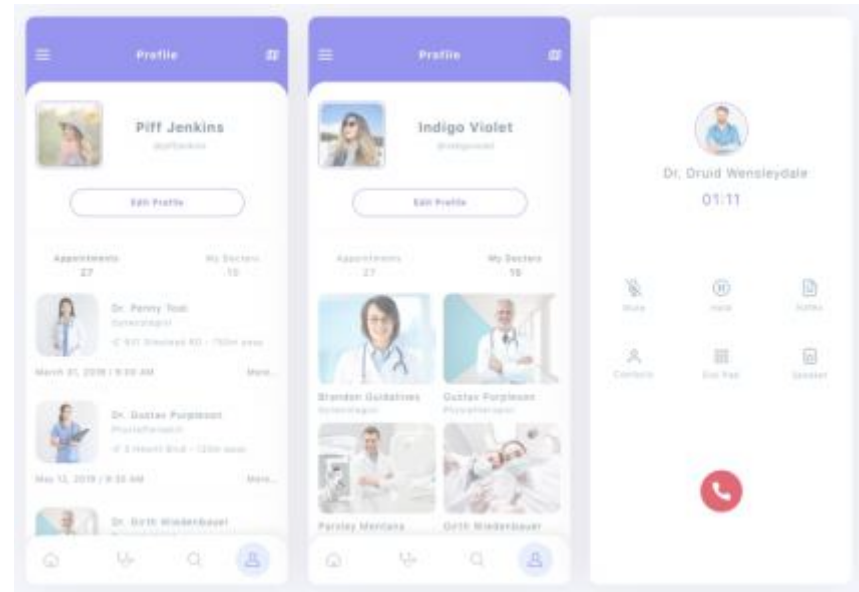
Analyze similar apps in order to find similarities and areas of opportunity. Do some research with the consumers to understand the end-users needs in order to design an effective app.

## PROCESS

- Met with the client in order to define the project's scope and its target audience.
- Interviewed potential users in order to get feedback about their needs and the kind of tools that might help them meet them.
- Organized user feedback to find potential areas of opportunity.

## PROPOSAL

My Doctor app should guide users through their needs by helping them keep track of the steps they need to take in order to achieve them.



# My Doctor

Mobile App for search results (in progress)

## IDEATION - UX

Using the information gathered during the previous phase, I began creating a wireframe flow for the mobile app and experimented with several user flows in order to find the best possible solution.

## PROCESS

- Experimented with app flows for adding goals, steps as well as notes.
- Mapped out features and functionalities with the client in deciding the most important features in the app and how to showcase them for easier use.
- Generated an HD flow with Adobe XD and tested it for validation.

## DOCUMENTATION

Several app flows and maps for a well-defined app solution.



# My Doctor

Mobile App for search results (in progress)

## PRODUCTION - UI

Once we defined the UX, it was time to add the visual design for each screen. This app was named it My Doctor and, for visual purposes, I created a simple logo, font guidelines, and a color palette so we had a basic design guideline to follow.

## PROCESS

- Created a logo.
- Developed design guidelines.
- Created skins for each screen.
- Created visual assets for buttons and icons.
- Iterated with different UI solutions.

## DELIVERABLES

- A temporary logo and visual guide.
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# ADDITIONAL PROJECTS - UX/UI

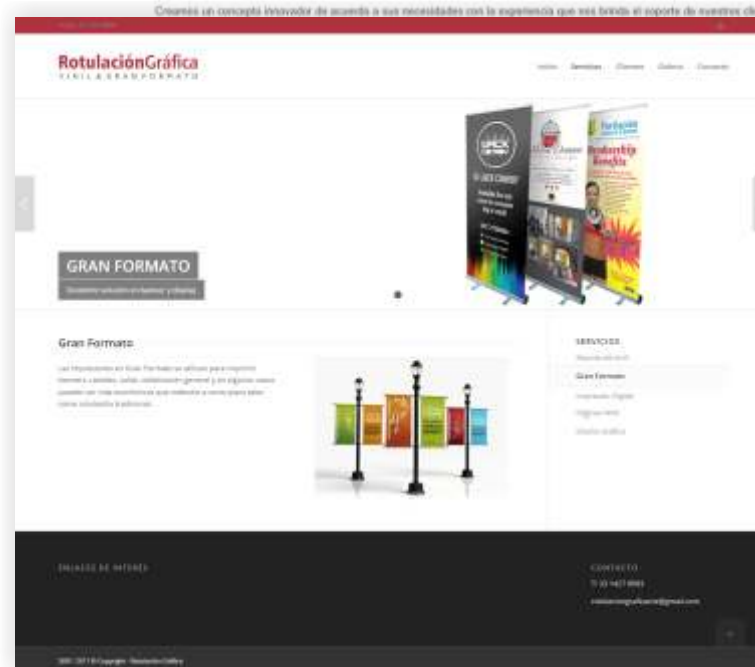
## Rotulación Gráfica

Rotulación Gráfica is a company focused on digital signage, large format printing, and vinyl decals. I was involved in the UX/UI design for the web website and brand design of the company. Making the brand style guide, working with color, typography, and aesthetics.



Rotulación Gráfica ofrece para usted los servicios de rotulación digital para que tenga un mayor impacto la imagen de su negocio, además de crear espacios agradables y confortables en su hogar y oficina.

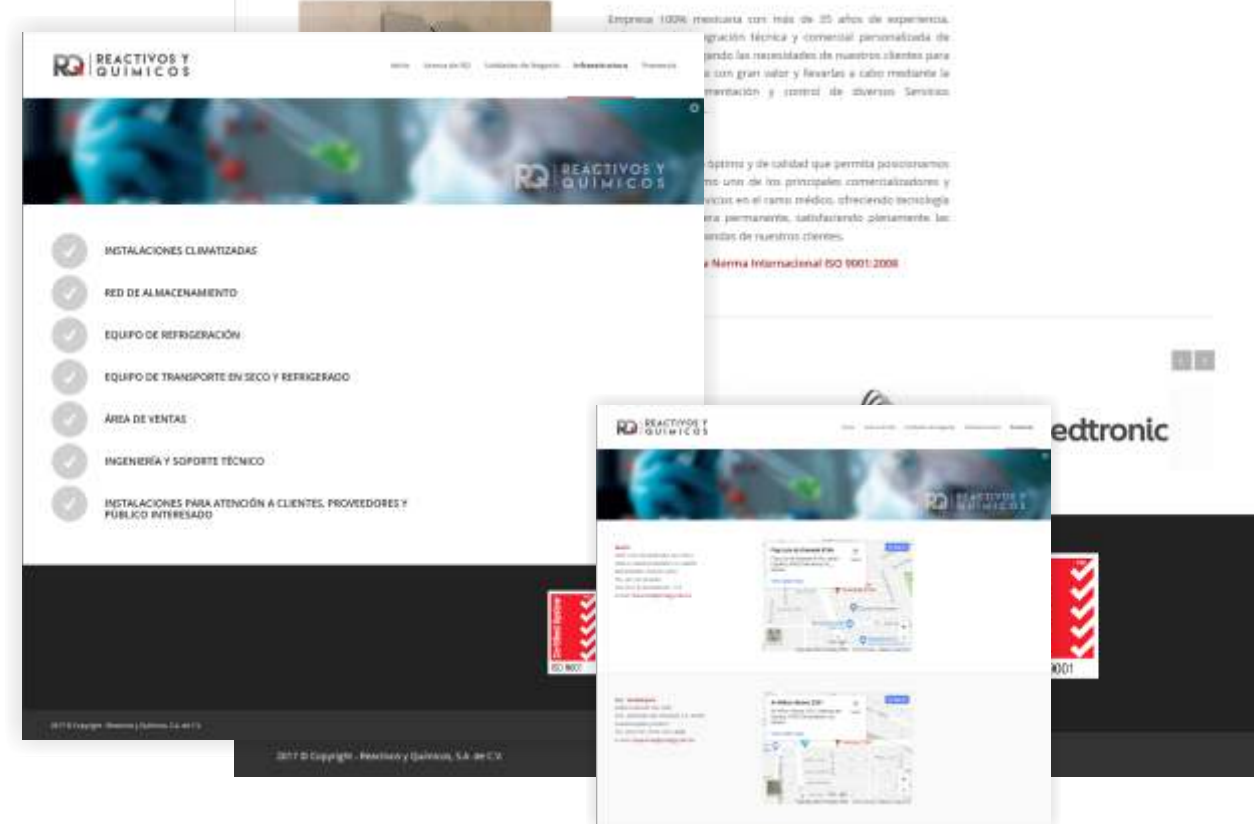
Cree un concepto innovador de acuerdo a sus necesidades con la experiencia que nos brinda el soporte de nuestros clientes para



# ADDITIONAL PROJECTS - UX/UI

## Reactivos y Químicos

Reactivos y Químicos is a 100% Mexican company focused on the Medical Services Integrals. I was involved in the UX/UI design area for the web website and brand design as part of the new image for the company. Making the brand style guide, working with color, typography, and aesthetics.



# ADDITIONAL PROJECTS - UX/UI

## TDI

TDI is a software development company focused on the health sector. I was involved in the UX/UI design area for the web website and some printing materials as well. Making the brand style guide, working with the color, typography, iconography, aesthetics and some content as well.

