

MADI GILBERT

Product Designer

Design Portfolio
2023

Jump to the good stuff:

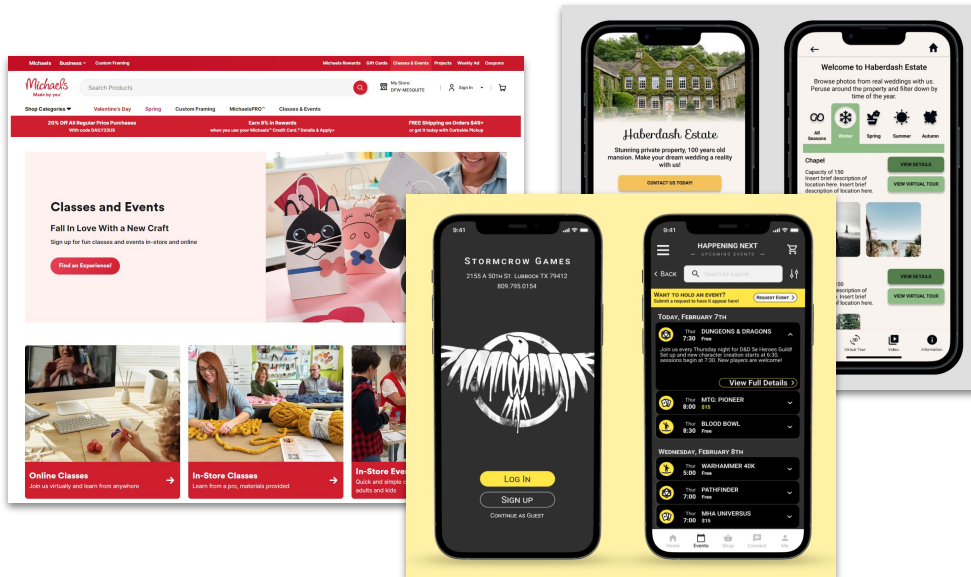
- My story **Page 3**
- Stormcrow Games **Page 4**
 - Client consultation, research, architecture, prototyping, low and high fidelity designs
 - Voluntary project for client, used for Google UX Certification course
- Haberdash Estate Wedding Venue **Page 10**
 - Research, architecture, prototyping, low and high fidelity designs
 - Student project for Google UX Certification course
- Michaels Stores **Page 15**
 - Back-End Scheduling Tool for Education Marketing Team.
 - Enterprise level business driven project with the goal of replacing a third-party software that cost the department \$97,000 a month.
 - I played the role of stakeholder and end-user tester, with direct collaboration with the designers and web developers.
- In Your Face Apparel **Page 17**
 - Company website design, development and implementation.
 - A one man project over 4 months to breathe new life into an out-of-date website.
 - I created wireframes, graphics and content, and hired developers to build to my specifications.
- Chicago's Taste and More **Page 19**
 - High fidelity website and mobile browser design
 - Concepted for self-study
 - I created a full case study for a local business after seeing an opportunity for improvement.

A little bit about myself...

OVERVIEW

With a degree in fine art from the University of North Texas my interests have always lied within creative fields. In addition to traditional media, I dabbled in video editing, animating and photoshop and developed a YouTube channel that documented my time spent living abroad. My social media and content creation experience through my YouTube channel translated very well as I entered the marketing and design world upon returning to the US. Laid off at the start of COVID-19, like many others, I put my new found free time to use and began to independently study UI/UX with a primary focus on website and product design.

With my proven multi-media and design experience I landed a role at an international retail company, supporting the Education and Experiences team. In addition to that position's daily duties, I was brought on to be a key partner for the upcoming development of a proprietary software for the Education and Experiences program. I had a very unique opportunity to work closely with designers and developers to build a software that I would inevitably be the end user of.



EDUCATION

Google UX Design Certificate - Completed 2.12.23
University of North Texas - B.F.A. Studio Art

WORK EXPERIENCE

Michaels Stores - Education Content Designer

Design related accomplishments

- Lead testing and feedback direction on proprietary software
- Designed .com landing page for Education department

In Your Face Apparel – Marketing Coordinator

Design related accomplishments

- Designed 2020 product catalog
- Designed 2020 website

Marzet INC – Social Media Marketing Manager

Design related accomplishments

- Designed all promotional material
- Developed and created advertising commercial

OTHER SKILLS

I create all of my projects with Figma, Adobe XD, and other Adobe suite programs as needed. I have some experience with Wordpress and Shopify website development platforms.

My time developing a youtube channel gave me experience with Adobe Premiere as well as Photoshop. I also learned Adobe Audition, After Effects, and In Design on the job within my marketing positions.

PROJECT OVERVIEW

Local game stores offer unique spaces for hobbyists of all kinds to gather and play as well as shop for game components and hobby materials. The refreshed Stormcrow Games website and new companion app serve players of all kinds through clear messaging, front and center event listings and highlighting community lead discussions.

This project was done in part for my Google UX Design certificate. Rather than choosing a fictitious prompt, I chose to work with a real client free of charge.

BACKGROUND and GOAL

Stormcrow Games is a modest local game store with a strong sense of community in a bustling college town. With new students moving into the area every year, they rely heavily on word of mouth to invite newcomers into the 'flock' and get attendance up at daily in-store events. Their website suffered from permanent 'under-construction syndrome' and event information and updates were most entirely fed through the messaging board app, Discord or through Event listings on Facebook. Relying on community members to coordinate amongst themselves to schedule and run events left any players not within the existing gaming circles out of the loop and thus, excluded from the gaming table. I approached the owner with an offer to breathe new life into the website and design a companion app that would better serve their customers by providing visibility for event schedules and uniting the divided communities.

ROLE

Research, Persona Development, Information Architecture, Wireframing, Prototyping, User Testing, Design



Before: Stormcrow Games' website prior to project

UNDERSTANDING THE USER

Before approaching the store, I conducted preliminary research of the business to identify any obvious pain points and opportunities for improvement. I then met with store owner to explain my goals, and gain permission to continue user research in store. We spoke in great length about the business's needs and his own understanding of the customer. Throughout the next few weeks I set up a table in the shop to interview and survey customers, as well as to later test my prototypes throughout the design process.



I set up the survey table at the shop for three days to capture a wide array of players.

In-person interviews conducted: 7

Written surveys completed: 41

Customer Pain Points:

- **Event Scheduling:** The burden of coordinating, scheduling and promoting in-store events weighs heavily on customers.
- **Community Cliques:** When breaking into a game group as a new member of the community, it's difficult to know who to talk to or where to go first.

Business Challenges:

- **Keeping things Current:** Constantly posting updates on many message boards is timely and redundant
- **Enabling the Community:** The store cannot fully support coordinated events and meetups it doesn't know about
-

"I don't want to tell the community how to play the games. They should control what they play and when they want to play it." - Owner

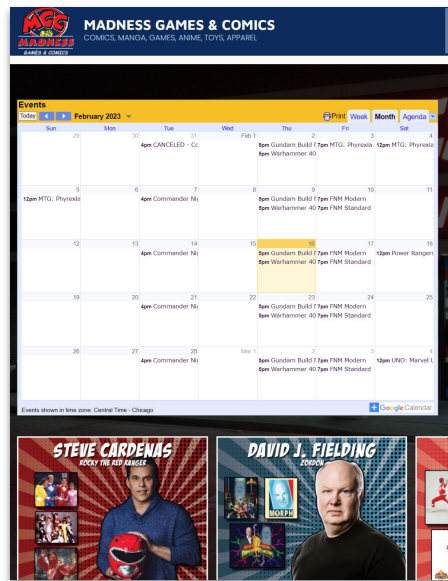
"I want a method of keeping track of what armies people play in Warhammer for the assistance of other players" - Survey Participant

"Community involvement is important but it can't always be on them to push/promote/host events as most have other other responsibilities they have to handle first." - Survey Participant

COMPETITIVE AUDIT

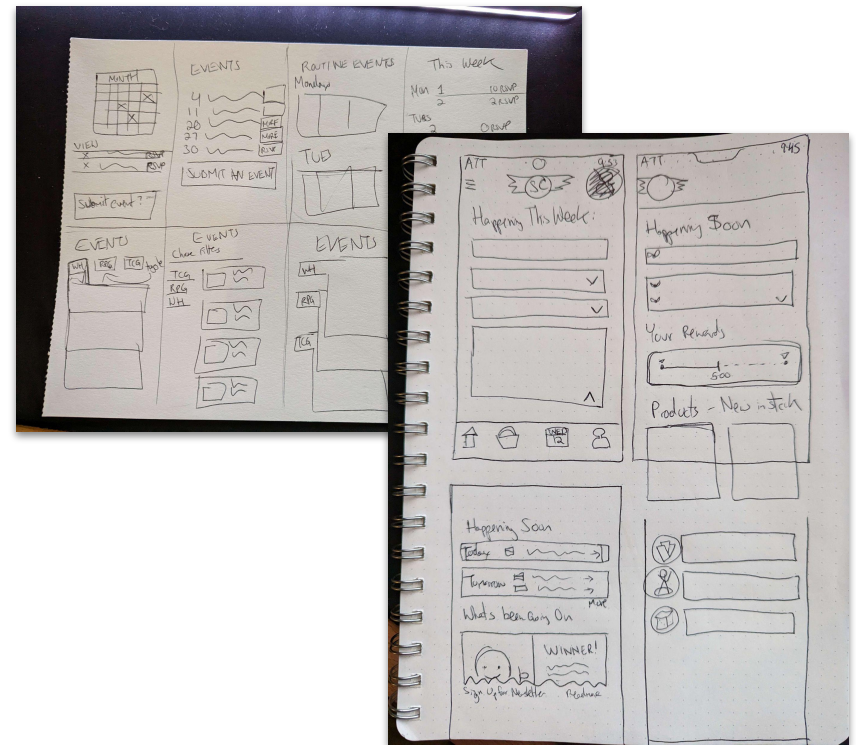
Stormcrow Games is in the unique position of being a niche hobby store in an isolated college town. Most local competitors are not directly competing, but have some overlap in demographics and product offerings. Looking at competitors' websites, I found most struggled to gracefully promote and list events and community activities.

Our key competitors are other game and hobby shops in the local area. Namely, Mad Hatters and Hobby Town. Madness Games & Comics is a Dallas based game shop with a similar demographic.



WIREFRAMING

I expanded my research to beyond competitors and researched solutions for event listings. After brainstorming through quick iterations of Crazy Eights, I expanded upon a tile-like event listing format that would expand to show more information. The architecture of the app's navigation also was considered at this point, as the events needed to be highly accessible but the app needed to function as a shop, newsfeed, and account profile as well.



LO-FI WIREFRAMING and PROTOTYPING

Digital wireframes and interaction prototyping were created following the paper wireframes.

Working with a real client enabled me to use realistic content while wireframing. Considerations such as game titles and product names heavily impacted design choices.

USABILITY STUDY

I returned to the store and conducted 6 in person moderated tests. Users were asked to start from the app welcome screen, create an account, locate and RSVP for an event.

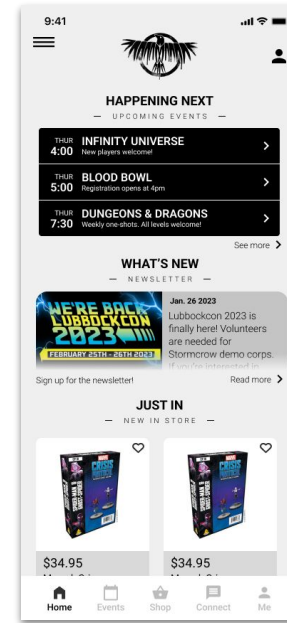
"I have large hands, and my fingers have trouble touching these little sections to open the bars" - Participant A

"I like that I can see other people who have RSVP'd for an event, but I wish I could click on their bubble and view their profile." - Participant B

"I instinctively want to swipe left or right to view other days of the week on this event block" - Participant C

Using the notes from the usability study, I created an affinity diagram to identify common themes across the user's experiences. Findings included:

- 1) Users want more clear access to the full Events listings
- 2) The arrow iconography facing to the right is misleading for the trigger that occurs when pushed
- 3) CTAs were unclear and locating important buttons for flow navigation was difficult



The home page features upcoming events prominently for quick access

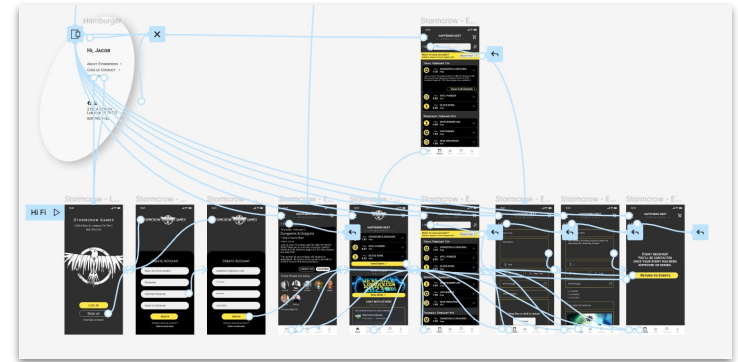
The events page clearly lists happening later in the week, an infinitely scrolling list that grows with submitted events



HI-FIDELITY WIREFRAMING and PROTOTYPING

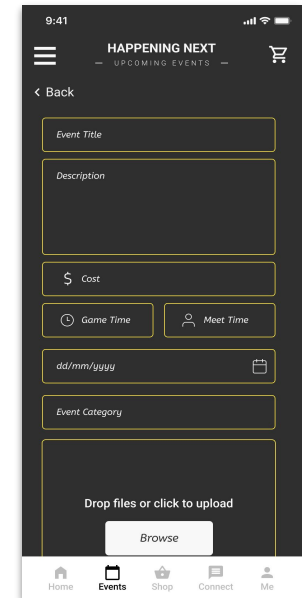
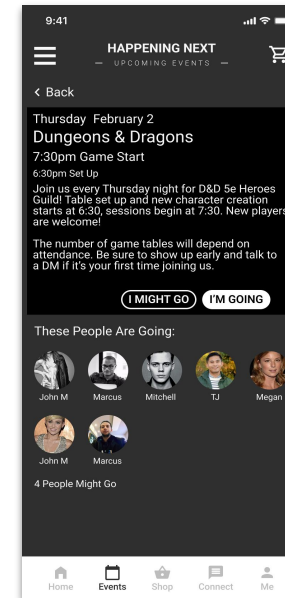
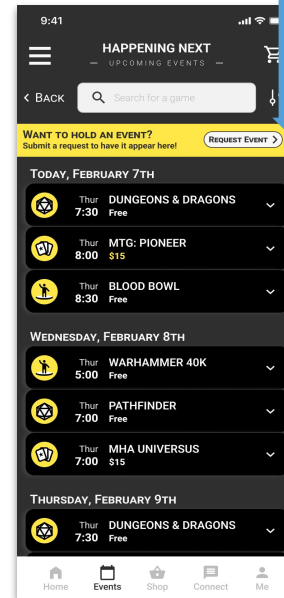
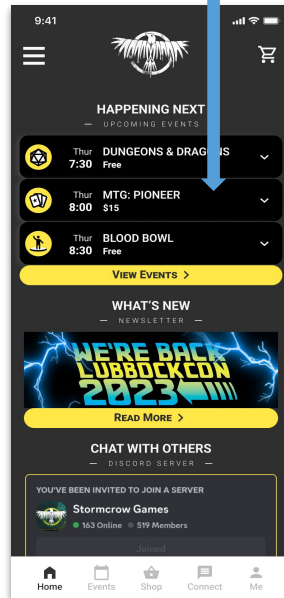
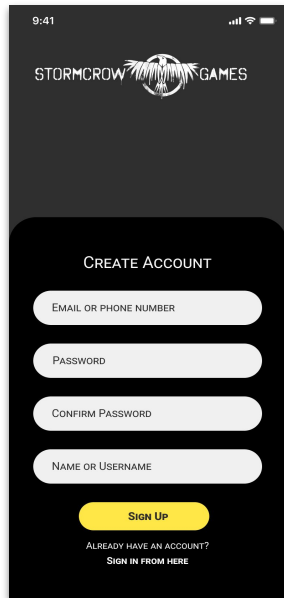
After conducting the moderated tests, usability and visual hierarchy were primary focuses for the next few iterations. Users wanted bigger, easier to read, easier to click sections with less chaos information packed together. Text was overall enlarged, blocks and interactable areas were increased in size and color was used strategically to lead the user through the flow.

Fortunately the store had an existing color scheme, and I leaned into the dark mode theme to align with Discord's dark mode, as Discord was the primary app the community already used to communicate.



Based on user feedback, the events section's interactable areas were enlarged to reduce misclicks

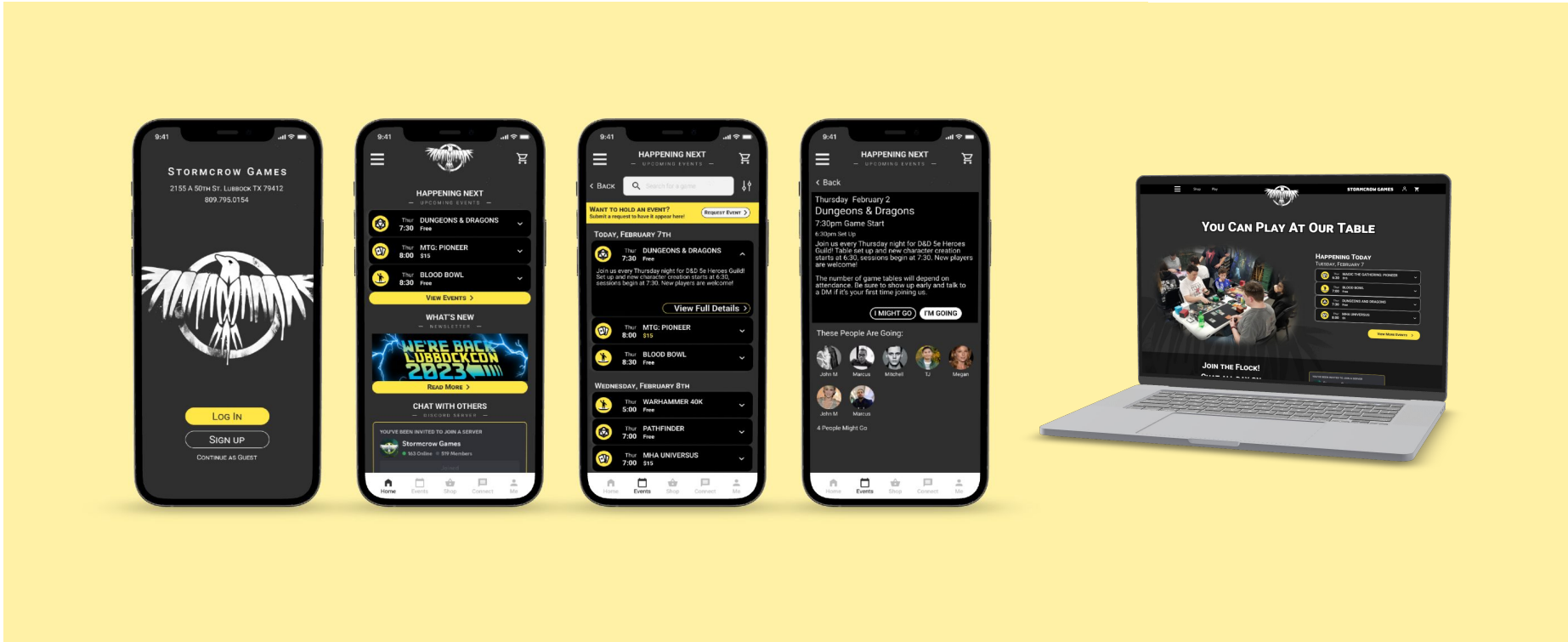
CTAs and important navigation links were converted to larger bars and given the yellow color to call attention



FINAL PRODUCT and LEARNINGS

Working with a real client proved to be much more challenging than previous projects, as a real business is much more complicated and nuanced than example problem prompts. Through the research and testing process, I identified the key pain points between customers and the business, and designed a solution that would benefit both parties.

An app, an ambitious format for a small business, would serve well but a more realistic solution would a robust website with similar functionalities. Through progressive enhancements, I also mocked up responsive website designs that held firm to the solutions developed within the app.



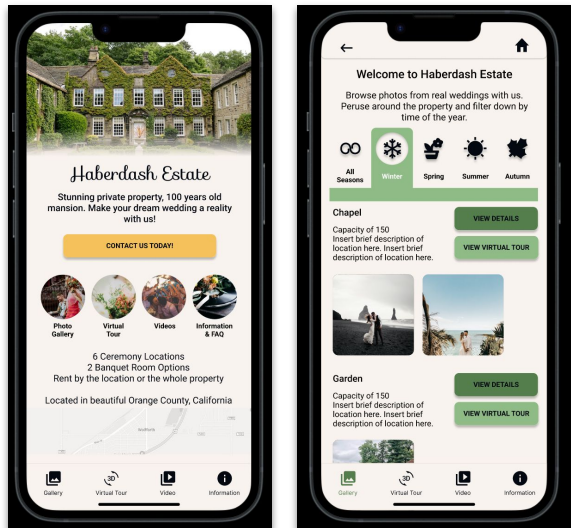
PROJECT OVERVIEW

Few things are as stressful as wedding planning. Putting aside time and money to travel out to destination wedding venues can add up and make what is supposed to be a wonderful experience, instead, very taxing. Haberdash Estate wedding venue app enables customers to have an immersive virtual tour of the property from the comfort of their home, saving them time, money and avoiding any surprises.

This is a student project for the Google UX Design Certificate. Haberdash Estate is a fictional wedding venue created to fit the brief "Design a virtual tour app for a trendy wedding venue."

BACKGROUND and GOAL

Haberdash Estate is representative of a trendy destination wedding venue. They lack online presence and need a way for out-of-town customers to view and tour the property without having to visit in person.



Hi Fidelity mockups of final app design

ROLE

Research, Persona Development, Information Architecture, Wireframing, Prototyping, User Testing, Design

UNDERSTANDING THE USER

This project was designed with secondary research statistics in mind. Articles from Forbes and Wedding Planner Institute confirmed that almost 70% of couples getting married choose a venue themselves, while only about 30% rely on professional for help for day-of-wedding needs. With this in mind, the app functions as a immersive tool for visiting a destination wedding venue remotely- beneficial for soon to be spouses, wedding planners, or curious friends and family.

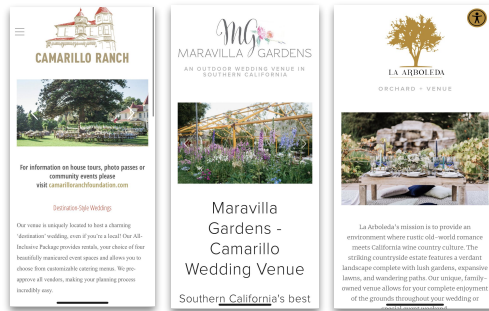
Pain Points:

- **Location:** Traveling to view multiple venues in person is inconvenient
- **Investment:** Paying for travel or taking time to make in person visits is costly
- **Reliability:** Venue photographs can be deceptive and not show the full reality of what's in each space
- **Accessibility:** Considerations such as wheelchair ramps aren't made clear through online descriptions

	Goals <ul style="list-style-type: none">• Find the perfect destination wedding venue• Avoid costly and time consuming traveling• Have a beautiful and memorable wedding	Frustrations <ul style="list-style-type: none">• Visiting venues in person is time consuming and costly• Images online aren't reliable or up to date
Alaina 27 Bachelors in Marketing Dallas, Tx Engaged Social Media Marketer Alaina was recently engaged with her long-time partner Alex. They love to travel together and are open to having a big destination wedding with friends and family, but they want to plan it themselves. With a busy work schedule plus wedding planning, Alaina can't always make time to travel a distance to check out a potential wedding venue. She wants a convenient way to screen each location before setting aside time to visit it.		

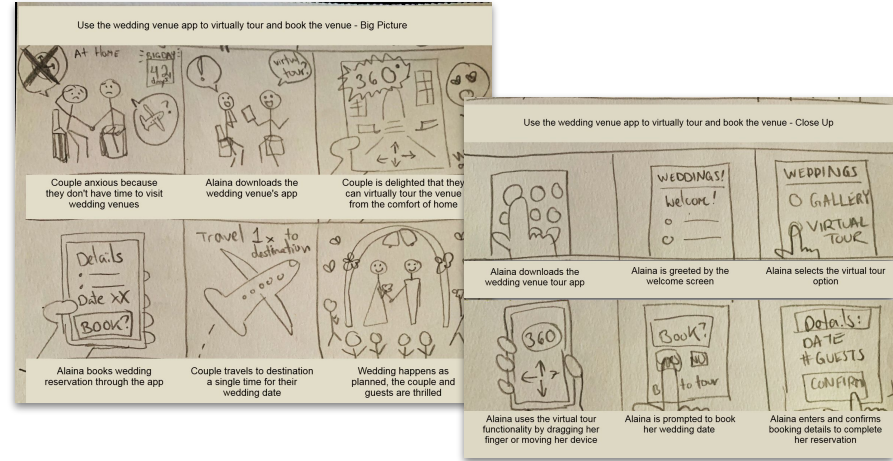
COMPETITIVE AUDIT

Comparing the user experience of competitors' websites, I evaluated their unique value propositions as well as first impressions of their web and mobile sites. Our key competitors are other destination wedding venues in the Orange County area, namely La Arboleda, Maravilla Gardens, and Camarillo Ranch. All of these are direct competitors that offer similar options.



STORYBOARDS

After establishing an ideal experience for customers, big picture and close up storyboards were created to illustrate the enhanced experience with the app.



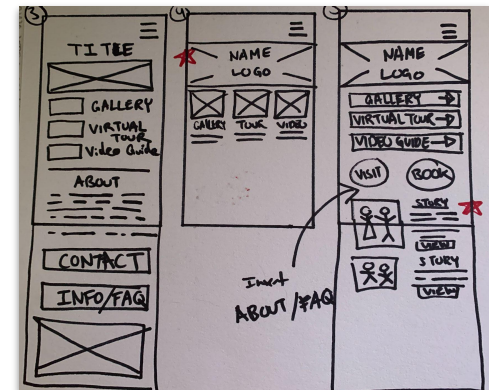
USER JOURNEY and INFORMATION ARCHITECTURE

The user journey for a customer's experience prior to using this app was created, and architecture of an improved experience built out.

ACTION	Search venues online	Preview venue details	View venue images and videos	Explore customer reviews	Book visit or wedding
TASK LIST	A. Use browser to look up potential wedding venues B. Use social media to find trending locations C. Create list of desirables for final venue decision	A. Compare venue description to list of desired amenities B. Locate venue details such as address and contact information	A. Navigate through albums and videos of the venue B. Visit Social Media platforms to explore customer engagement	A. Read customer feedback and reviews B. Browse past wedding cases at the venue	A. Enter pertinent information B. Select available date C. Confirm booking details
FEELING ADJECTIVE	<ul style="list-style-type: none"> Overwhelmed with options Anxious about wedding planning 	<ul style="list-style-type: none"> Focused on venue specifications Frustrated when not all personal requirements are met 	<ul style="list-style-type: none"> Curious to explore and see around the venue Worried that the images are not accurate or up-to-date 	<ul style="list-style-type: none"> Focused on past customers' experiences Concerned about any callouts that may apply to her 	<ul style="list-style-type: none"> Anticipation Excited about future plans
IMPROVEMENT OPPORTUNITIES	Have a directory of venue options in one place	Provide a search function for key words such as 'wheelchair accessibility'	Create an immersive 360 walk through tour so every corner of the venue can be viewed. Offer real video call walkthroughs. Set up a daily live stream camera of the venue.	Tie real photos to a floorplan map of the venue, so you can see exactly where a photograph was taken	Provide multiple ways to book: dynamic calendar, submission form, email, phone call.

WIREFRAMING

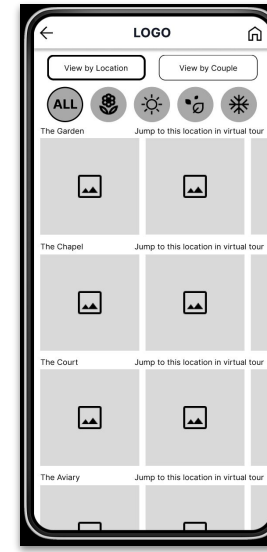
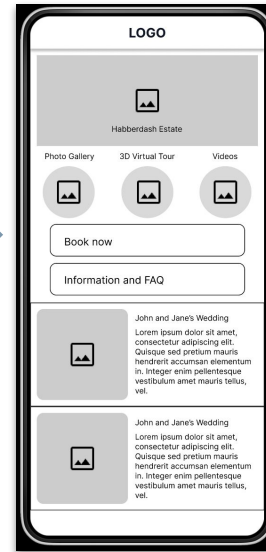
With the insight gathered from the competitive audit and storyboards, I iterated on wireframes for the app's landing page and key functions.



LO-FI WIREFRAMING and PROTOTYPING

Digital wireframes and interaction prototyping were created following the paper wireframes. Early designs offered an abundance of imagery and content, but feedback exposed the need for more convenient navigation and concise displays of information.

A front and center CTA prompts users to book their event right away



Select the season to filter down shown images

USABILITY STUDY

User testing involved 5 participants who fit the persona. Four tests were moderated with screen share, one was unmoderated. Users were asked to visit the Photo Gallery, 3D Virtual Tour, as well as complete a Booking request.

"I would never use the View by Couple section; everything I need is in the View by Location." - **Participant A**

"Book now is too firm, I would rather it say Inquire or contact us" - **Participant B**

"Having done a lot of venue shopping, this seems like a realistic form I would have to fill out." - **Participant C**

"I would already know the season or date of the wedding, the amount of people of coming, and my budget. I would expect all three of those to be answered upon visiting this app." - **Participant D**

Using the notes from the usability study, I created an affinity diagram to identify common themes across the user's experiences. Findings included:

- 1) Users want to view key information at a glance
- 2) Users prefer quality over quantity in viewing and filtering options
- 3) Iconography left unlabeled causes confusion

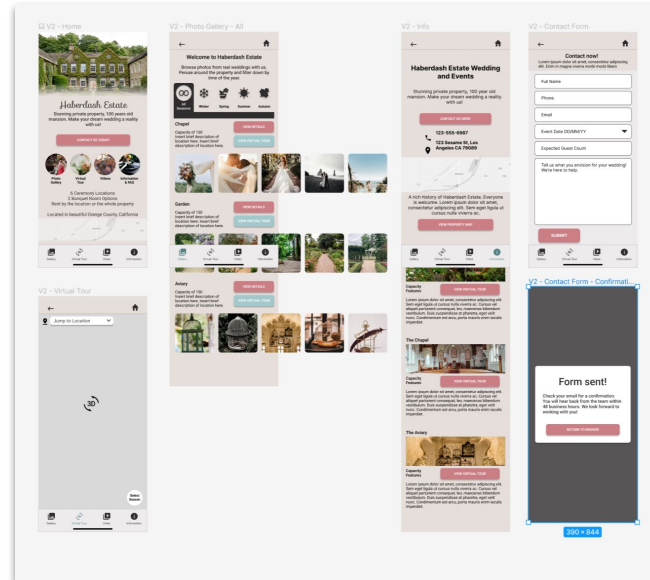
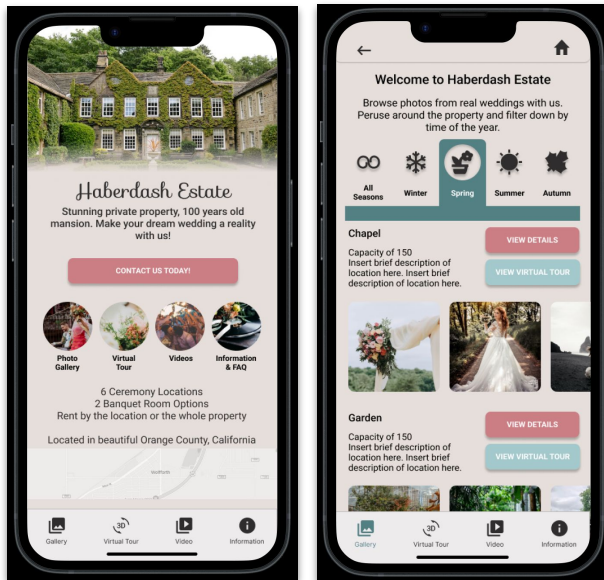


HI-FIDELITY WIREFRAMING and PROTOTYPING

User testing proved extremely helpful and resulted in many changes, particularly of the home screen, navigation, and the gallery page. Mainly, a navigation bar was added as a fixed featured on all pages of the app. This allows users to quickly jump to whichever area they're most interested in. The order of the icons reflect the natural user flow leading from visual content exploration by locations across the venue and ending with detailed information about the property and a call to action to submit a contact form.

Each venue site within the gallery page has available links to more info about the site, and jump to view in the virtual tour

Based on user feedback, the gallery section was simplified to one page rather than two

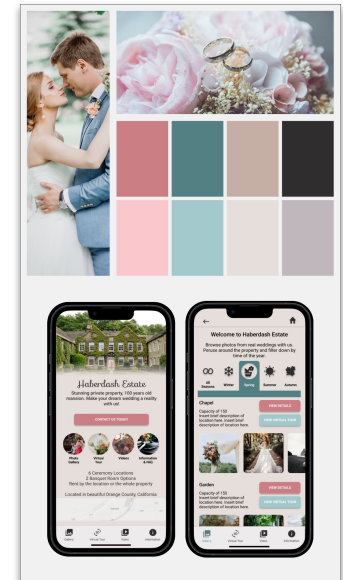


ACCESSIBILITY CONCERNS

The colors initially used fit the brief and mood board, but concerns were brought up about visibility considerations. A contrast ratio test was performed and the design failed.



During additional testing, users also expressed confusion at the use of colors on buttons. Inconsistent usage of colors lead to users feeling directionless. The color hierarchy needed to be reconsidered.



Haberdash Estate

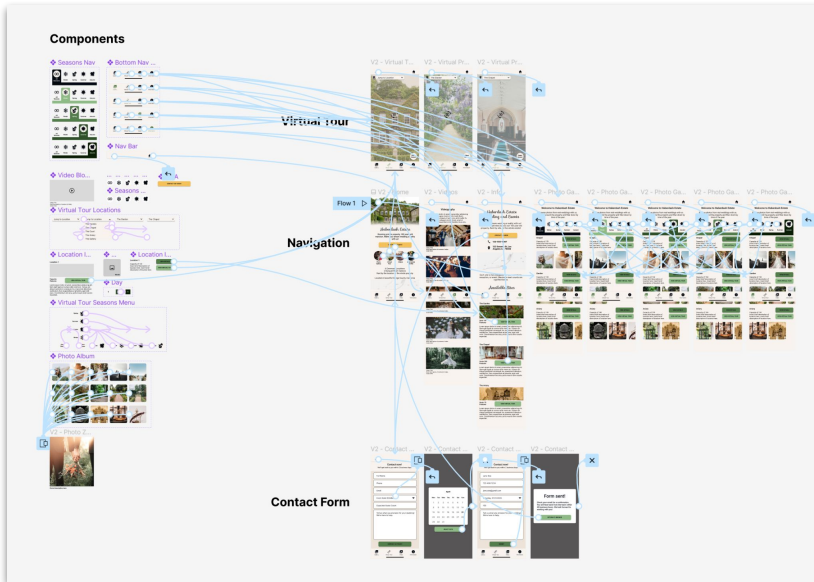
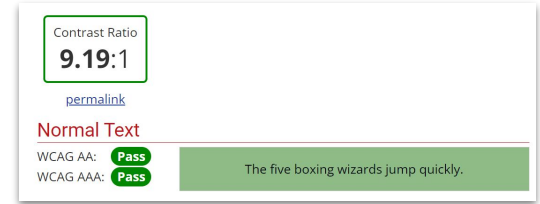
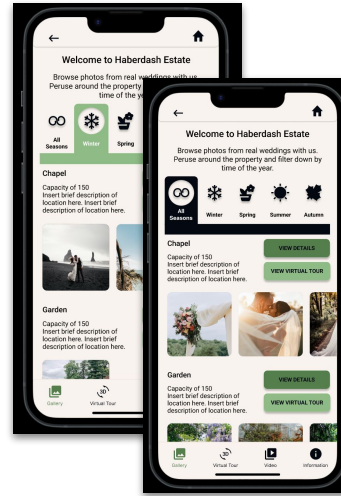
App for a Trendy Wedding Venue | Sept '22 - November '22

Research, Develop, Design

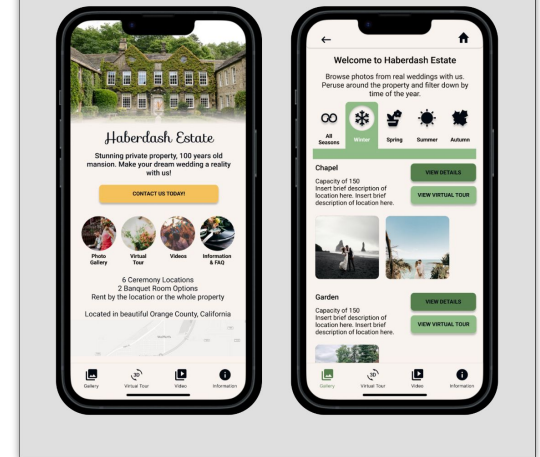
FINAL PRODUCT and LEARNINGS

With the final designs finished, this fulfilled the assignment needed for the Google UX Certificate course.

As this was my first project in the course, I experienced the steepest learning curve and spent countless hours working on the project. Throughout the process the part I was most surprised by was the usability testing. Through the learnings from each test, the product improved and transformed for the better tenfold.



[View the prototype on Figma here](#)



Michaels Stores

Back-End Scheduling Tool for Education Marketing, Event Hub | 2021 - 2022

Set Requirements, Test and Develop

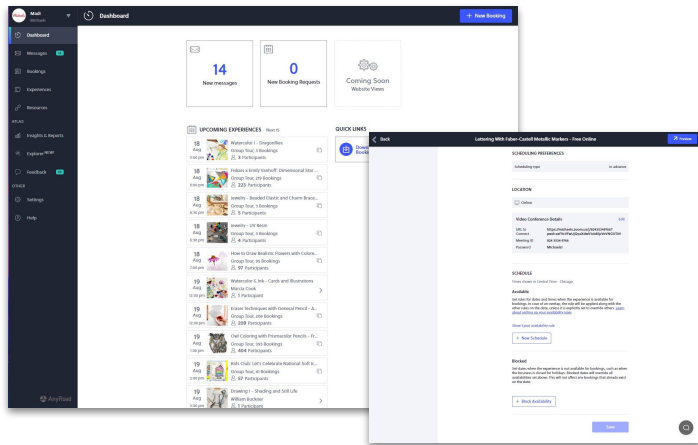
BACKGROUND

Michaels Stores is an arts and crafts retailer that holds educational classes and experiences both in-store and online. With the sudden onset of COVID-19, the company pivoted from 100% in-store to 100% online for classes and experiences. They quickly found a vendor who provided a robust software that enabled the education team to schedule, list and host virtual classes. As time passed, the company wished to develop their own software internally and save the hefty sum being used towards the third party software - \$97,000 a month.

The development team followed leadership's instructions of building out a roughly functioning software product. It was not until after the program was mostly built that the education team was brought in, consulted, and our requirements given.

OBJECTIVE

Set requirements for, test, and contribute to the overall development of a proprietary software to be used by the Michaels Education and Experience department. This software was to simultaneously launch alongside a company-wide website reboot.



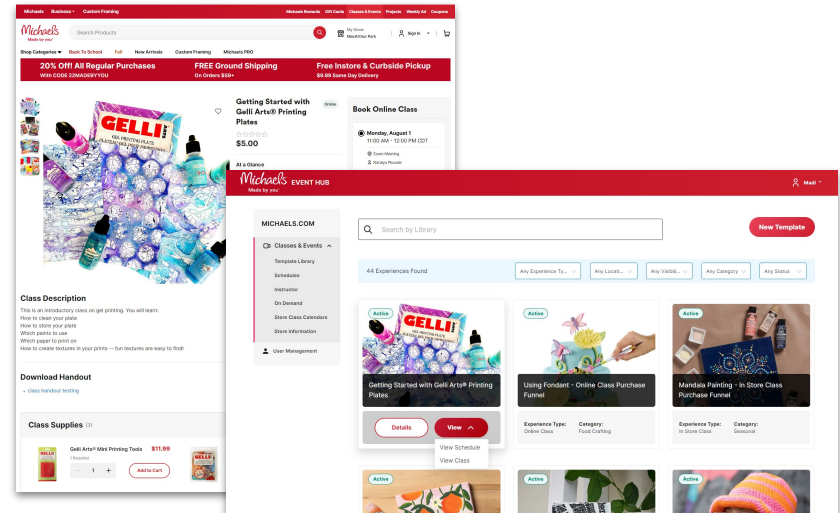
BEFORE: Third party software that was eating \$97,000 a month to utilize.

ROLE

I was assigned stakeholder for the proprietary software being created for my department's functionality. I was fortunate to be given direct access to the UI designers, project managers, and developers throughout the entire process. I had daily meetings where I contributed feedback, provided mockups and wireframes of my ideas and discussed bug and functionality tickets I had entered through the project JIRA board.

PROCESS

Beginning in December 2021, the Director of Product Management introduced my team to the newly created proprietary software Event Hub. The software existed in a testing environment ready to begin user testing, or so the dev team thought. Unfortunately the requirements given to the development team were outdated, in result creating a system that did not fit our education team's needs.



AFTER: The customer facing and admin portal views for Event Hub.

Back-End Scheduling Tool for Education Marketing, Event Hub | 2021 - 2022

Set Requirements, Test and Develop

PROCESS continued

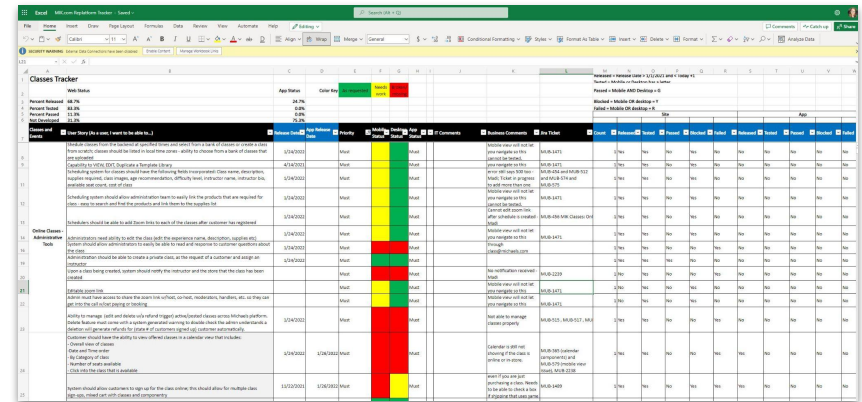
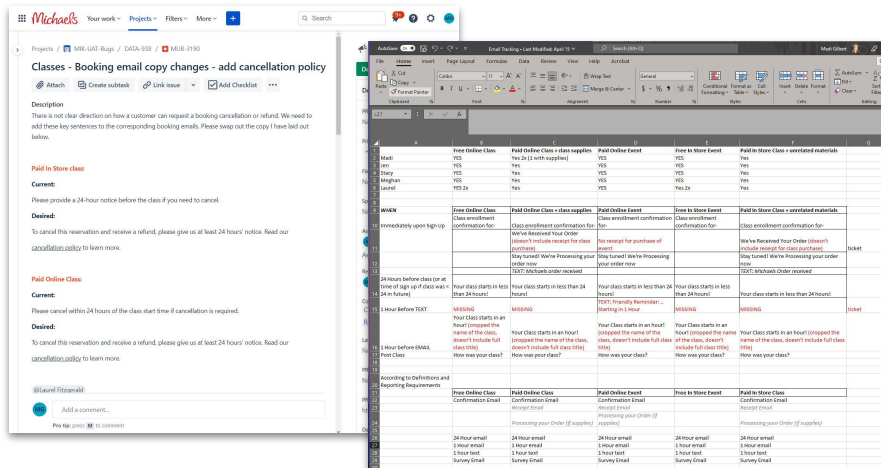
Collectively my team set new requirements and a plan was created to complete the needed enhancements in phases. Myself and two others were added to the JIRA project board to enter tickets correlating to requirements. We recorded all findings and tickets in multiple locations so all team members were kept abreast of progress. Weekly meetings were set with the stakeholders and development teams to discuss concerns and talk through any tickets as needed. This development process continued for several months until we transitioned from the testing environment (tst) to the uat environment.

Much the process booking cancellation heavily cycled through testing, providing feedback, ideating, and then testing once again. As our program was only a small portion of a much larger company initiative, we were often challenged to adjust our plans timelines to fit the scope of the project.

As stakeholder and end user of the product, I had a very unique opportunity to provide meaningful feedback to the development team. I created detailed wireframes and possible solutions to problems I encountered to assist the design team and shortened the time in which it took for them to turn around new prototypes to test.

The software contained both an admin portal functionality as well as a customer-facing side. This duality deepened the extent in which testing was performed. Not only were we ensuring the end users on the Education team could complete their goals effectively, we had to ensure the customers were able to do so as well.

I was tasked with stress testing the software and tracking all functionalities to ensure the logic was working as intended. Things such as email triggers were tested with many variables, the trigger as well as receipt times recorded and all content examined to ensure accuracy.



ABOVE: Processes and tickets were tracked rigorously through multiple shared spreadsheets and JIRA boards.

AFTER: lorem ipsum

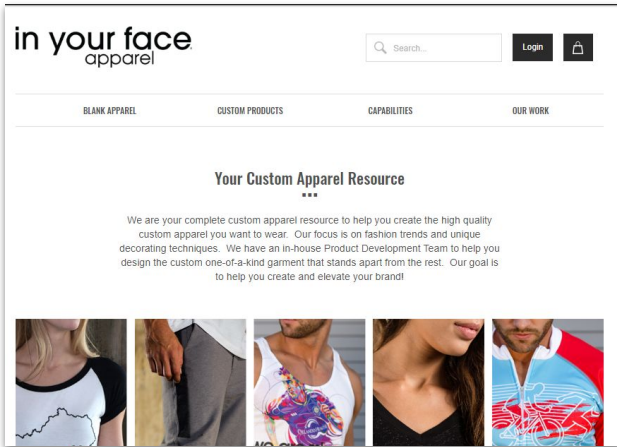
In Your Face Apparel

Company Website | 2019 - 2020

Redesign the look and feel of the existing company website.

OBJECTIVE

Redesign In Your Face Apparel's website to clarify the company's functions and services. Also provide a space to include a space for products to be sold online.



BEFORE: Existing In Your Face Apparel homepage created by past marketing coordinator.

THE CHALLENGE

In Your Face Apparel is a custom apparel manufacturer with the majority of business in promotional apparel. Their services are complex and vast, and they struggled with how to clearly express their capabilities through their website. When I applied for the job as marketing coordinator, I looked at their website and thought they were a small mom-and-pop screen printing shop.

On the contrary, their capabilities expand far beyond screen printing although their website didn't show it. They needed to highlight their abilities and modernize the copy and images on their site. Their services included a lot of wordy, technical jargon that was not user friendly, and left any viewers of the website feeling directionless.

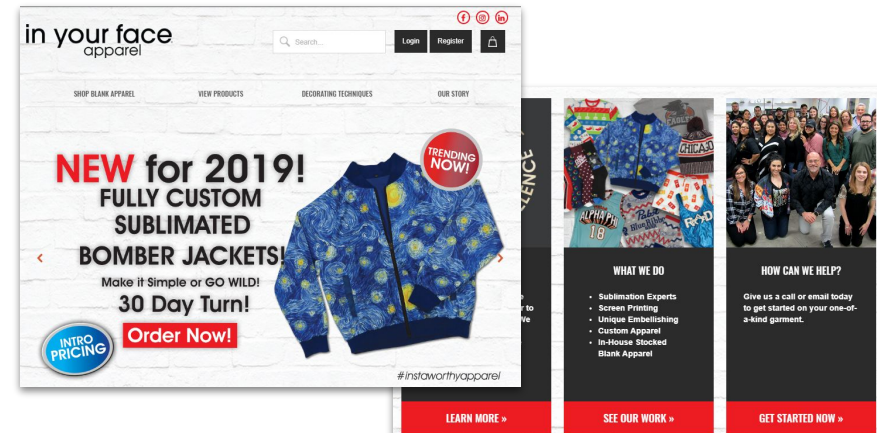
ROLE

As the new marketing coordinator, I was first given the assignment of simply updating all of the copy and images on the website. I worked in collaboration with the marketing manager to come up with suitable copy for every website page. Six months in, the marketing manager left their position and was not replaced so I was left to work directly with the president of the company on the remainder of the project. Going into this, I had no knowledge of web design and learned entirely on the job for this project.

PROCESS

I worked within the existing website on Wordpress. Unfortunately, the website had been modified so many times over 10+ years of use that it was full of outdated and bugged plug-ins. Working within wordpress was difficult, but in the end we were able to get the website to a functioning point with a refreshed look. With limited direction and resources, I designed new graphics and imagery for the entire website.

With the quick fix completed, we turned our attention to a proper long-term solve; a brand new website from the ground up.



AFTER: The first renewed home page with refreshed look and content.

In Your Face Apparel

Company Website | 2019 - 2020

Redesign the look and feel of the existing company website.

RESEARCH and PAIN POINT IDENTIFICATION

I met with the sales reps and asked them to solicit feedback from customers on their opinions and impressions of our website.

Pain Points:

- Disjointed online ordering experience
- Unclear pricing
- Slow load times of webpages and images
- Lacking educational materials on products
- Confusing gallery of unlabeled images
- No end-user friendly site (company contact information hidden)

We also explored our competitors' websites and highlighted features we wanted to emulate.

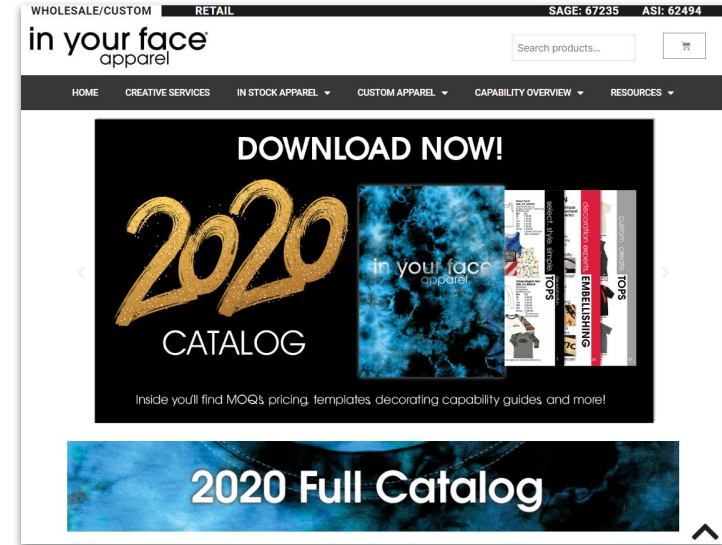
DESIGN and DEVELOPMENT

The owner selected a website programming agency they wanted to use, and I worked in collaboration with them to develop a brand new web page for In Your Face Apparel.

The agency requested a branding guide with approved logo colors, branding colors, and fonts. I was informed that we did not have one so I looked up how to create one and made one myself.

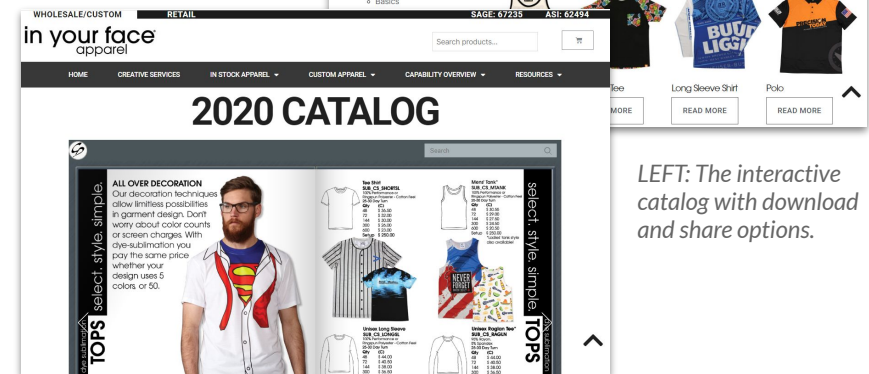
Initially the website had far too many menu items under each section, and it was unclear which items were ready to order or custom made. We made the decision to break out 'In Stock Apparel' and 'Custom Apparel' rather than have everything in one menu. The retail or end-user friendly side would simply be the same as wholesale, but with different pricing and some menu tabs hidden from view.

I drew up some wireframes with photoshop and communicated back and forth with the developers to tweak and adjust the final product. All product photographs were taken and edited by me. An initially 2 month process turned into four, but the website successfully launched in March 2020.



ABOVE: The final homepage complete with wholesale and retail sides.

RIGHT: The product pages for custom garments.



LEFT: The interactive catalog with download and share options.

OBJECTIVE

Redesign Chicago's Taste & More's website to provide a fresh modern look, increase clarity of menu items and news, and improve the overall customer experience.



BEFORE: Existing Chicago's Taste and More homepage, designed by original owners many years ago.

BACKGROUND

Chicago's Taste & More is a family-owned food truck that visits Dallas events and residential developments. Their website functions as a landing page for customers to contact them for catering as well as view the menu. It does not contain a functioning ordering system and instead directs customers to a third party app for placing orders online.

ROLE

I first learned of Chicago's Taste & More when my apartment complex announced they would be visiting our development one weeknight. I discovered their website and saw an opportunity for improvement. The owners were not involved in any creative direction as this was purely a personal learning project.



AFTER: The home page of the final high fidelity design,.

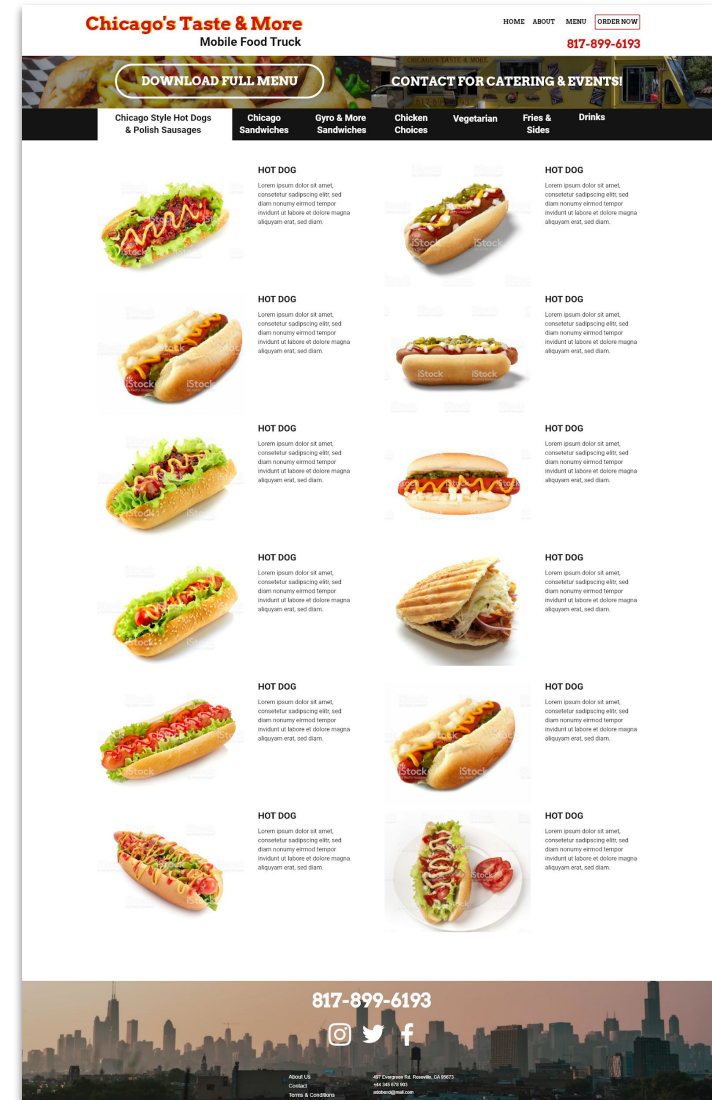
Redesign the UI of a local food truck's website

PROCESS

To begin, I researched Chicago's Taste and More's background and public reception. The business is local and I was able to visit them and have the full customer experience. I also observed the other patrons of the food truck.

Goals:

- Clearly show full menu items, don't include pricing
- Provide an option to download full PDF of menu
- Obvious prompt to order online - link to third party app



Menu items listed by category.



Chicago's Taste & More

Website and Mobile Website | 2020

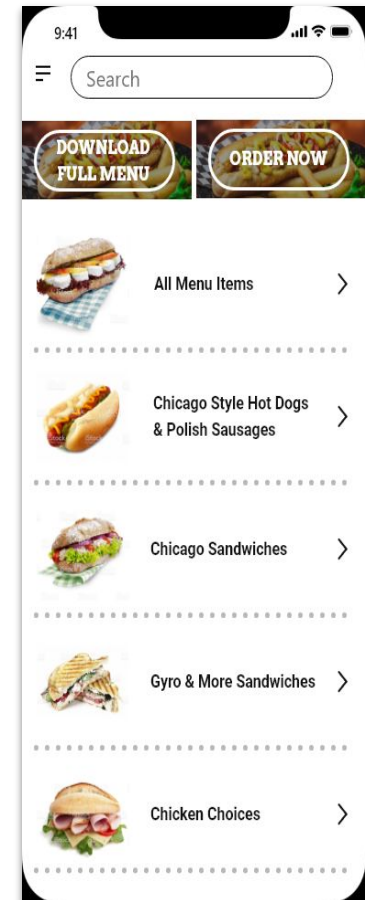
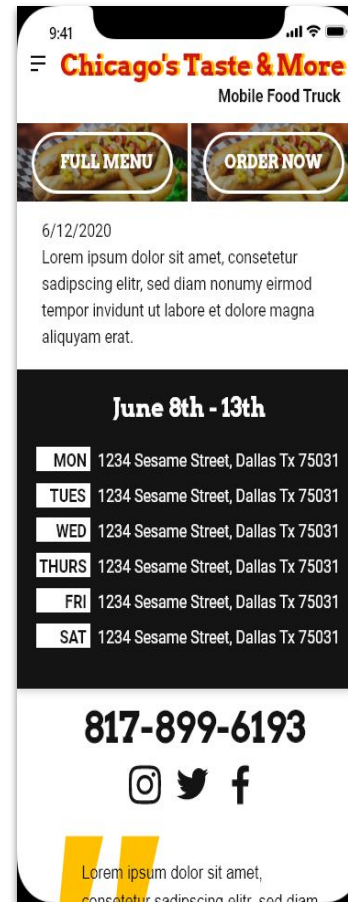
Redesign the UI of a local food truck's website

PROCESS

As the project developed I decided the website would benefit from having a dedicated mobile version. Many patrons would be likely to pull up the menu on their phones rather than get out of their cars to look at a menu, especially with social distancing guidelines in place during Covid-19.

A dedicated app would not be necessary because the majority of customers are one-time, situational patrons rather than regulars. This conclusion was drawn from the knowledge that the business travels to new locations each day and is often catering events and for businesses. The client also chooses to use a third party app for placing orders, which the new website directs to. Prompting a customer to download a Menu app, only to be directed to a third party app for ordering would not be ideal. Thus, creating a mobile web responsive design would be sufficient.

The company also showed a note on their original website that prices on some items would change occasionally, so I made the decision not include pricing on the website. Instead, customers could click to download the full menu PDF with pricing or view pricing on the third party ordering app. The website manager would be able to edit just the PDF, rather than having to go in and change any prices shown on the website.



Thank you!

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