

ROSS AMADOR

UX PORTFOLIO

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HELLO, I'M ROSS.

I'm a senior-level UI/UX Designer, with extensive experience creating interactive designs for web and mobile. Since 2013 I have worked in UI/UX roles with steadily increasing UX duties over the last several years.

Some of the verticals I have worked in previously are entertainment, automotive, publishing, pharmaceutical, enterprise and more.

Thanks for taking time to view my past work!



Additional UI/UX samples available at

www.rossamador.com

SHOWMGR | SIDEBAR



SITUATION

Showmgr is a robust SaaS application which provides a highly customizable tool for managing enterprise level budgets, projects, work orders and scheduling. In an effort to improve functionality for pre-production users, we developed a solution which would combine note taking functionality with messaging.

TASK

By combining note taking with messaging, users could stay within the Showmgr environment without needing dedicated apps for those tasks.

ACTION

Deep analysis of products dedicated to producing notes quickly such as MS OneNote, Google Keep and Google Drive. Messaging based apps such as Slack, Basecamp and Wrike were also studied to better understand how they could improve the overall experience within Showmgr.

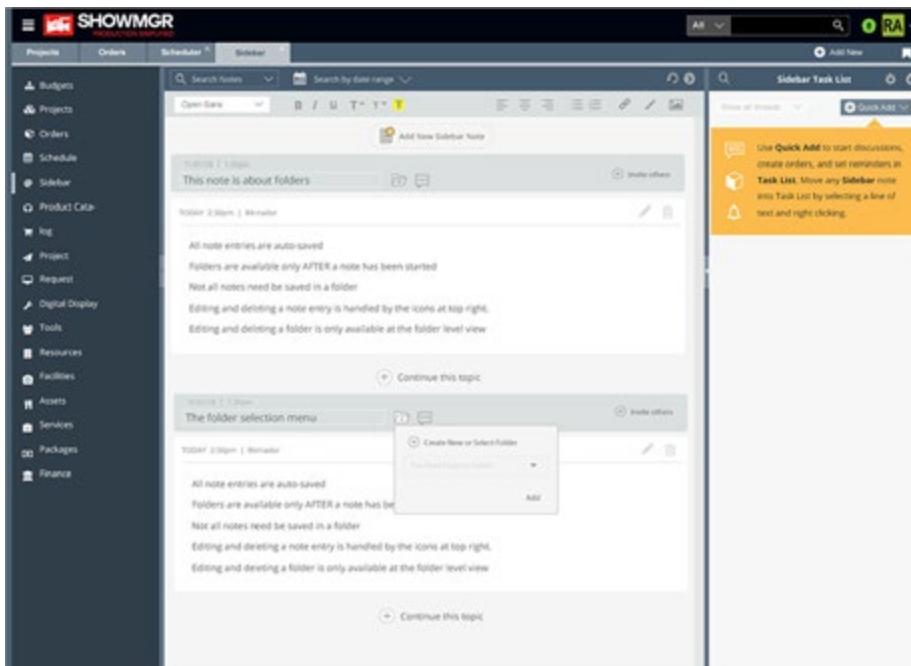


SHOWMGR | SIDEBAR

OUTCOME

A complete messaging and note taking application that tied into the ShowMgr system to quickly place orders and projects, set tasks and create reminders.

The project was re-scoped at the end of design and is now awaiting development.



Clickable prototype at <https://marvelapp.com/9ffi061>

SHOWMGR | ADVANCED SEARCH



SITUATION

Showmgr is a robust SaaS application which provides a highly customizable tool for managing enterprise level budgets, projects, work orders and scheduling. Searching the system for a unique item which could share many attributes in common with other items made for a difficult search experience.

TASK

Searching the system could be challenging for users who might not use features like “save search” or bookmarks. Improvements to confusing advanced search features were much needed.

ACTION

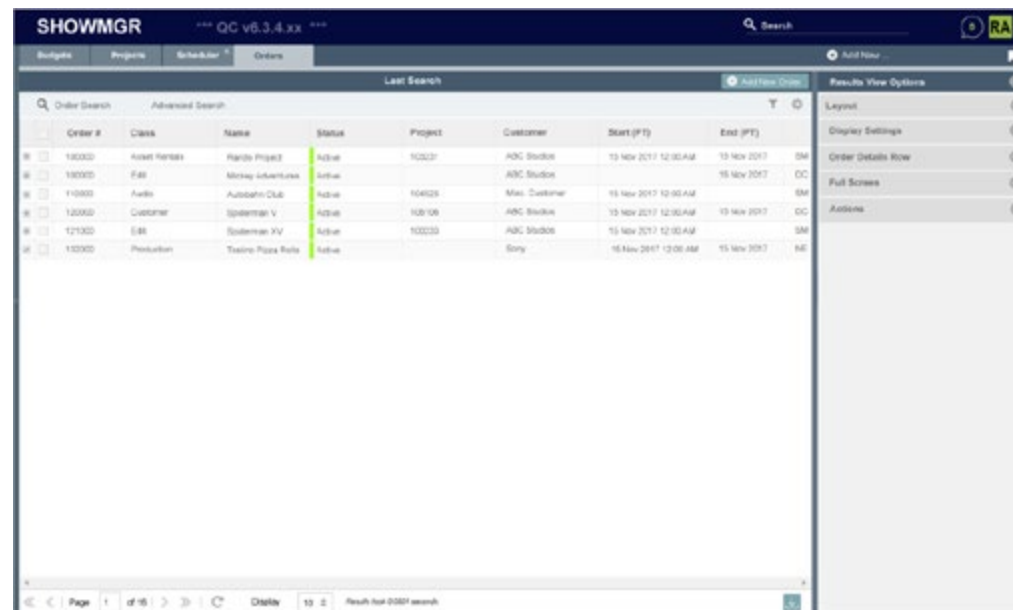
Parameter based searching was a model which users were familiar with and which I decided to give prominence to by including search tags.



SHOWMGR | ADVANCED SEARCH

RESULT

With visual clutter removed, parameters displayed, and saved search featured more prominently in the pull down menu, users could access saved searches more easily.



The screenshot displays the SHOWMGR application interface. At the top, there is a navigation bar with tabs for 'Budgets', 'Projects', 'Scheduler', and 'Orders'. The 'Orders' tab is selected. Below the navigation bar, there is a search bar and a 'Last Search' dropdown menu. The main content area shows a table of search results with columns: Order #, Class, Name, Status, Project, Customer, Start (PT), and End (PT). The table contains five rows of data. On the right side, there is a 'Results View Options' panel with a pull-down menu for 'Last Search' and several toggle options: 'Layout', 'Display Settings', 'Order Details Row', 'Full Screen', and 'Autosave'. At the bottom, there is a pagination bar showing 'Page 1 of 15' and 'Display 10'.

Order #	Class	Name	Status	Project	Customer	Start (PT)	End (PT)
10000	Asset Rentals	Hardy Project	Active	10000	ABC Studios	15 Nov 2017 12:00AM	15 Nov 2017
10000	FAB	Movie Adventures	Active	10000	ABC Studios	15 Nov 2017	15 Nov 2017
10000	Audio	Autobahn Club	Active	10000	Max Customer	15 Nov 2017 12:00AM	15 Nov 2017
10000	Customer	Spideeman V	Active	10000	ABC Studios	15 Nov 2017 12:00AM	15 Nov 2017
10000	ESB	Spideeman TV	Active	10000	ABC Studios	15 Nov 2017 12:00AM	15 Nov 2017
10000	Production	Tokyo Pizza Rolls	Active	10000	Sony	15 Nov 2017 12:00AM	15 Nov 2017

Clickable prototype available at <https://marvelapp.com/2b81dj6>



SHOWMGR | MOBILE APP WORKFLOW

SITUATION

Showmgr has several unique apps which enable users to perform basic tasks from their mobile device. My review of the Hair & Makeup Request app uncovered a number of opportunities to vastly simplify the app architecture.

TASK

Simplifying the workflow of the original app would create an improved experience for users of the app.

ACTION

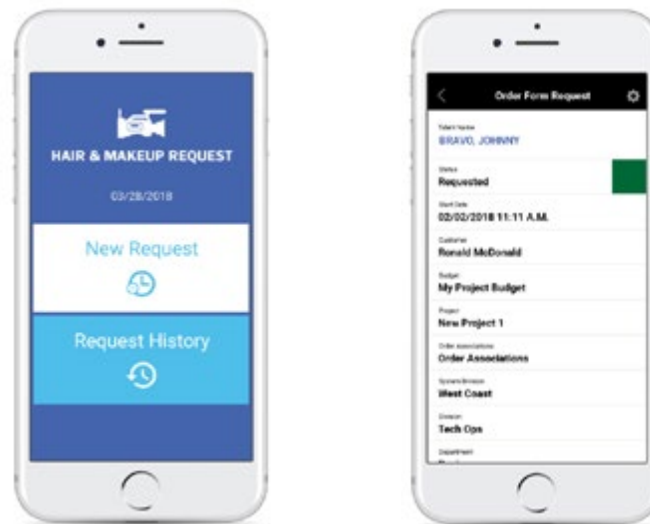
Provide quick access to the most important part of the application - finding a good fit or relying on a familiar face to complete the work order.



SHOWMGR | MOBILE APP WORKFLOW

RESULT

The link below is to a late-stage clickable prototype focused on providing Users a simplified workflow. Design was revised and the flow was used in the final release.



Clickable prototype available at <https://marvelapp.com/829bcg7>



PLOWZ & MOWZ MOBILE APP



SITUATION

PLOWZ & MOWZ is a shared-economy **service app which offers landscaping services.**

They had two primary objectives for their 2017 app update. First, introduce a new seasonal service called “LEAVZ” (leaf removal) and secondly to lower the barrier for receiving a free job quote quickly, with a minimum of customer input required.

TASK

Introduce the LEAVZ brand as a unique entity in the suite of offerings. Streamline the process for collecting user information.

ACTION

Researched competitors onboarding workflow. Implement a simplified workflow delaying user registration and offering guest access. Strategized the introduction points for LEAVZ.



PLOWZ & MOWZ | MOBILE APP WORKFLOW

RESULT

Limited **user testing and informal interviews** with stakeholders and some long term customers determined we'd implement the riskier strategy of keeping account setup behind the job quote on a trial basis. Feedback at mid-season suggested the **conversion rate had steadily improved since implementation** but needed further analysis against overall growth and other variables (i.e. SEO optimization) which were not controlled for.

My proposed **design strategies follow.**



FLOWZ & MOWZ | MOBILE APP WORKFLOW

Workflow Option 1

Introduction of “Continue as Guest” allows collection of users job information without collecting personal data up front.



PLOWZ & MOWZ | MOBILE APP WORKFLOW

Workflow Option 2

Delaying account set up until after returning a work quote is the quickest path but presents a risk of user abandonment without capturing user contact info.



Option 1 was the preferred solution as it provided an optimal and expected result for visitors who might otherwise decide not to engage otherwise.



HANDSTAND



SITUATION

Handstand is an early stage shared economy start up which offers personal fitness training service. Their first generation desktop site was ready for a redesign and **functional upgrade**. I worked directly with the CEO and Operations Director.

TASK

Working in a UI/UX role I refined the existing site functionality and reworked the brand visually . A critically important part of the redesign was **improving search functionality** so as to utilize the full capabilities of a desktop application.

HANDSTAND

ACTION

After researching viable workflows and identifying the backend technical constraints, I decided on a single display drop down to return relevant results for trainer and class results. This allowed users the **option of sorting by any criteria** (time/location/class type) **at any time**.

This was a distinctly different experience from the mobile solution which had the restriction of a single workflow for search.

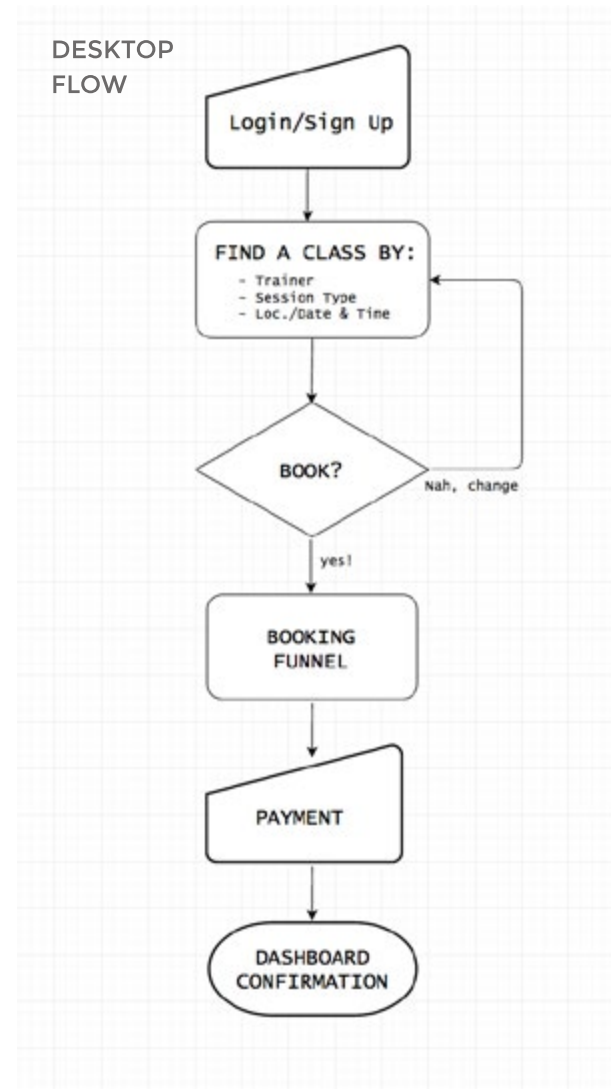
RESULT

Overall improved desktop experience. This redesign has been delayed in moving to development due to their limited resources but my client was extremely pleased with the final designs and looking forward to launch.

HANDSTAND WEBSITE

DESKTOP WORKFLOW

While mobile users were familiar with a single path to finding a class this experience didn't translate to desktop. The new desktop flow offers more robust search refinements.



SHOWMGR - ASSET MANAGEMENT



WHITE BOARDING

A first draft of the white board for checking out an asset from a large studio using the Showmgr mobile app. Assets could be anything from a camera to a laptop computer.

Sketching the user journey for a mobile user was helpful in understanding the work cycle for all users and anticipating what they might need regardless of location.

