

ROSS AMADOR

UX PORTFOLIO

Ph: 626.614.7706
ramador565@gmail.com

Hi and thank you for taking time to review my UX portfolio. Additional UI and UX work can be found at www.rossamador.com.

I'm a senior-level UI/UX Designer, with extensive experience creating interactive designs for web and mobile including enterprise level SaaS platforms and product design.

Past clients include:

AXS Entertainment, Warner Bros., Stamps.com, Barry's Bootcamp, Los Angeles Times, and Zyrtec Pharmaceuticals.

This deck includes UX focused work samples including wireframes, sketches, and case descriptions. Several samples link to clickable prototypes.



Additional UI/UX samples available at

www.rossamador.com

MY DESIGN PROCESS

1

Clarify the Ask

*define goals by asking why

2

Empathize & Research

3

Ideate

4

Wireframe and/or Prototype

5

Review & Refine

*make sure design emphasis is on what matters most

Additional UI/UX samples available at

www.rossamador.com

SHOWMGR | ASSET MANAGEMENT APP



SITUATION

Showmgr is a robust SaaS application which provides a platform for managing enterprise level budgets, projects, work orders and scheduling. **Their asset management mobile app needed to better integrate related modules including the product catalog.**

TASK

In addition to re-architecting the existing product, important integrations with the product catalog needed to be introduced.

ACTION

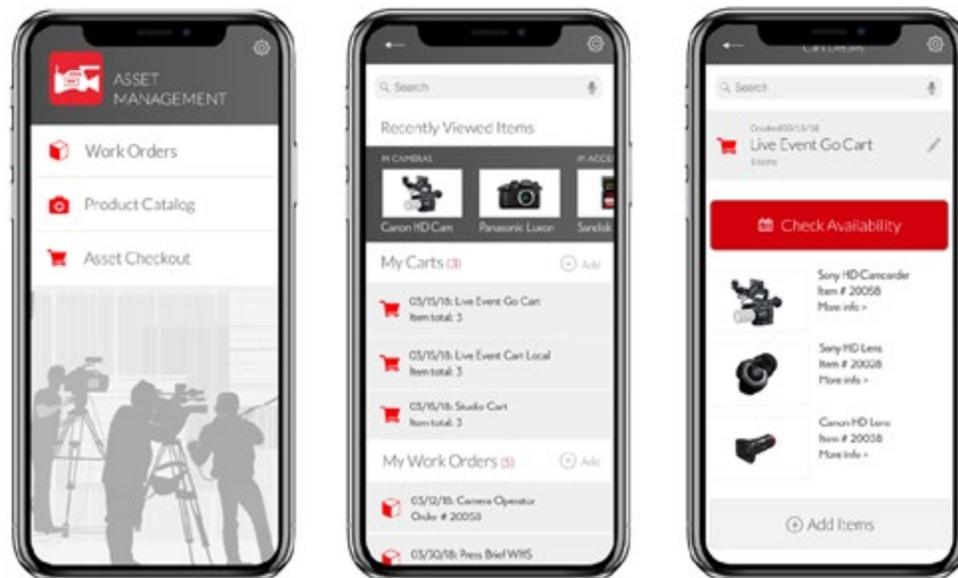
Deep analysis of asset management applications, product catalog solutions, and warehouse management standards were studied to better understand how they could integrate with the Showmgr platform.



SHOWMGR | ASSET MANAGEMENT APP

RESULT

A mobile app that combines the most important aspects of the desktop experience in a single app.



Clickable prototype at <https://marvelapp.com/5iihg2f/>



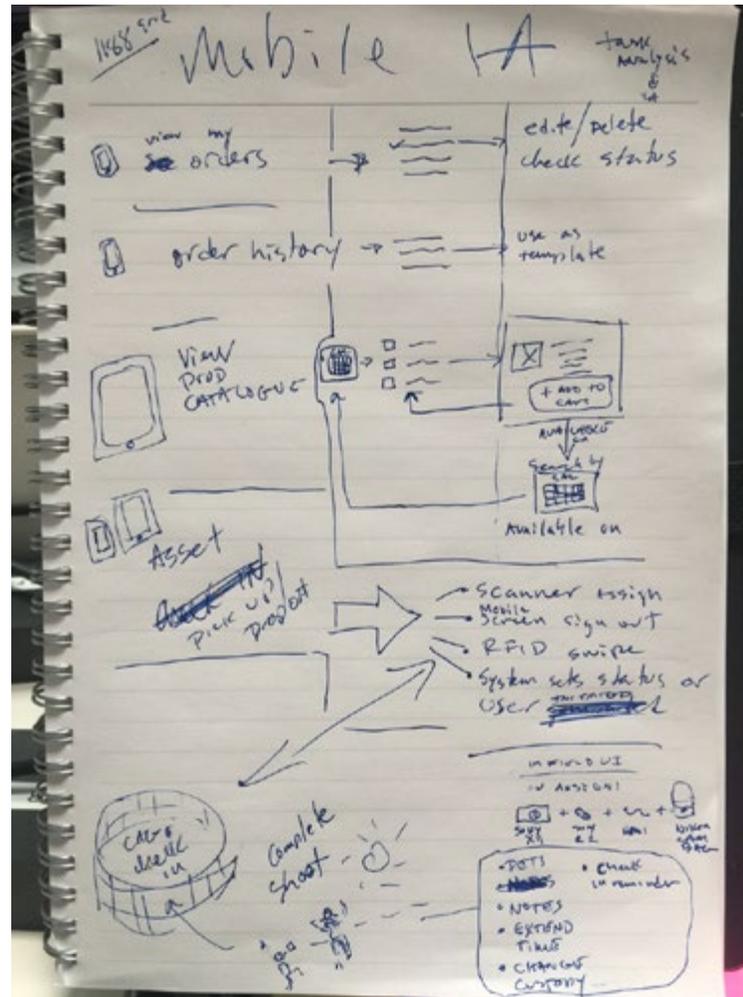
SHOWMGR - ASSET MANAGEMENT USER JOURNEY



ASSET MGMT MOBILE APP

A first draft of the user journey outlining some predicted scenarios while using the Asset Management mobile app. Assets can be anything from a camera to a laptop computer.

Sketching the user journey for a mobile user was helpful in understanding the workflow for mobile users and anticipating what they might need while in the field.



SHOWMGR | HAIR & MAKEUP APP WORKFLOW

SITUATION

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

TASK

Re-architecting the workflow of the original app would create an improved experience.

ACTION

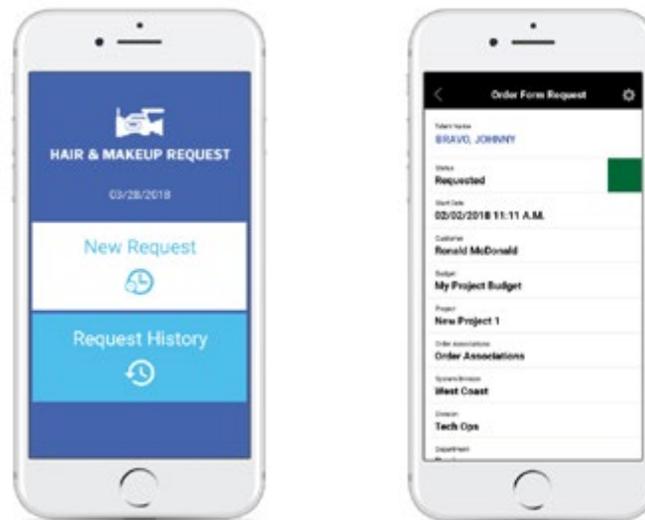
Provide **quick access to the most important part of the application - fulfilling an assignment** by finding a good fit or relying on familiar resource to complete the work order. Removing unnecessary or seldom-used features from the workflow would further simplify the order fulfillment experience .



SHOWMGR | HAIR & MAKEUP APP WORKFLOW

RESULT

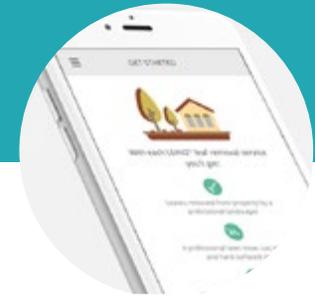
The link below is to a late-stage clickable prototype focused on providing Users a simplified workflow. Design was revised and the flow was used in the final release.



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 WEBSITE



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 WEBSITE

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.

