

UX, Interactive, & Brand Portfolio – *January 2021*



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Hi!

I'm a designer who takes high-level conceptual problems and filters them through my gained knowledge and business skillset to produce products and experiences that positively affect the lives of others.



I like people.

I enjoy figuring out what makes them tick.

From opening clothing stores, studying critical & cultural theory, managing a residential meditation centre, to working with design clients from all walks of life, I've listened to all kinds of problems and revel in helping solve them.

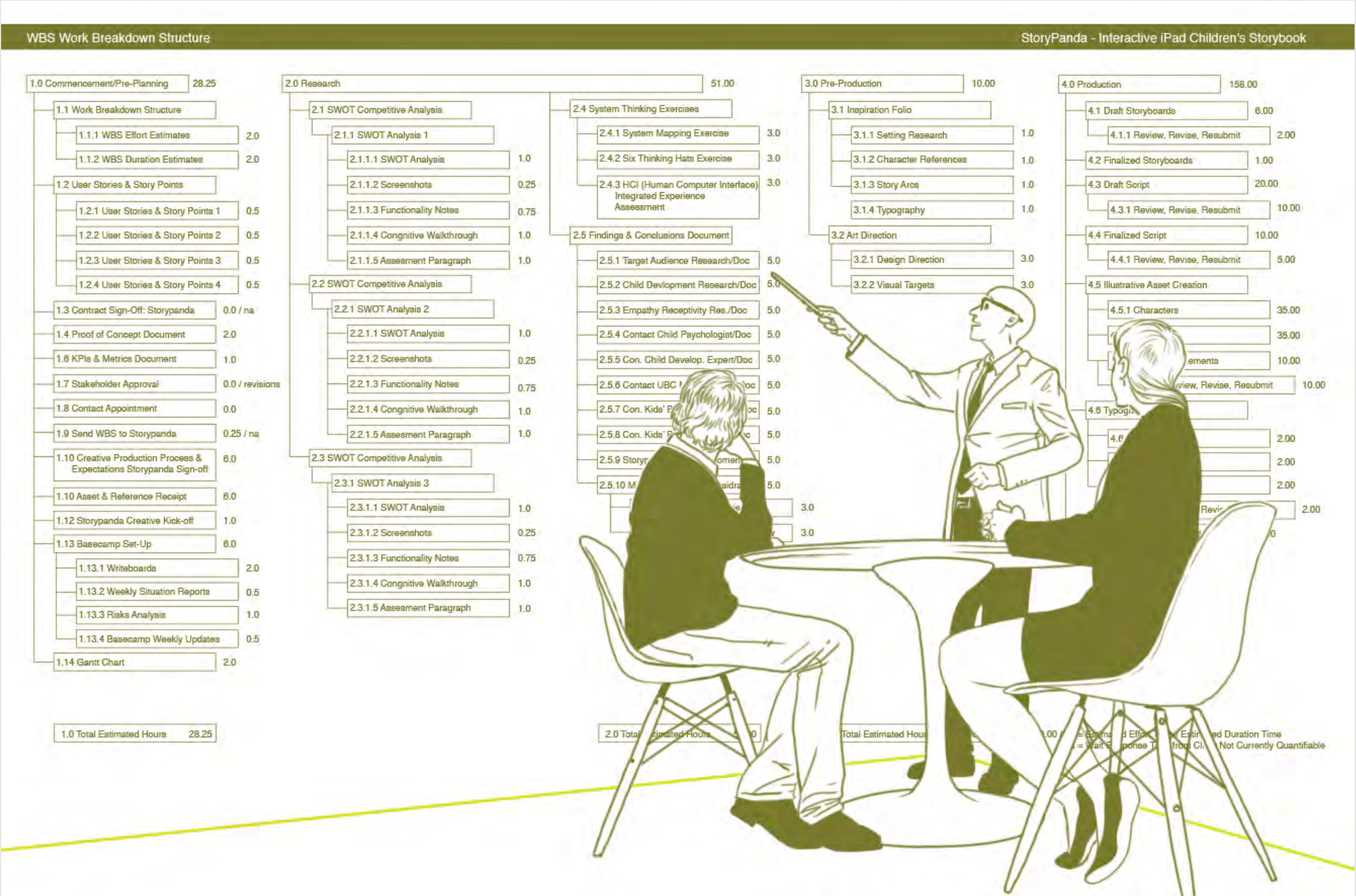
The following is an overview of how I do it.

Discovery



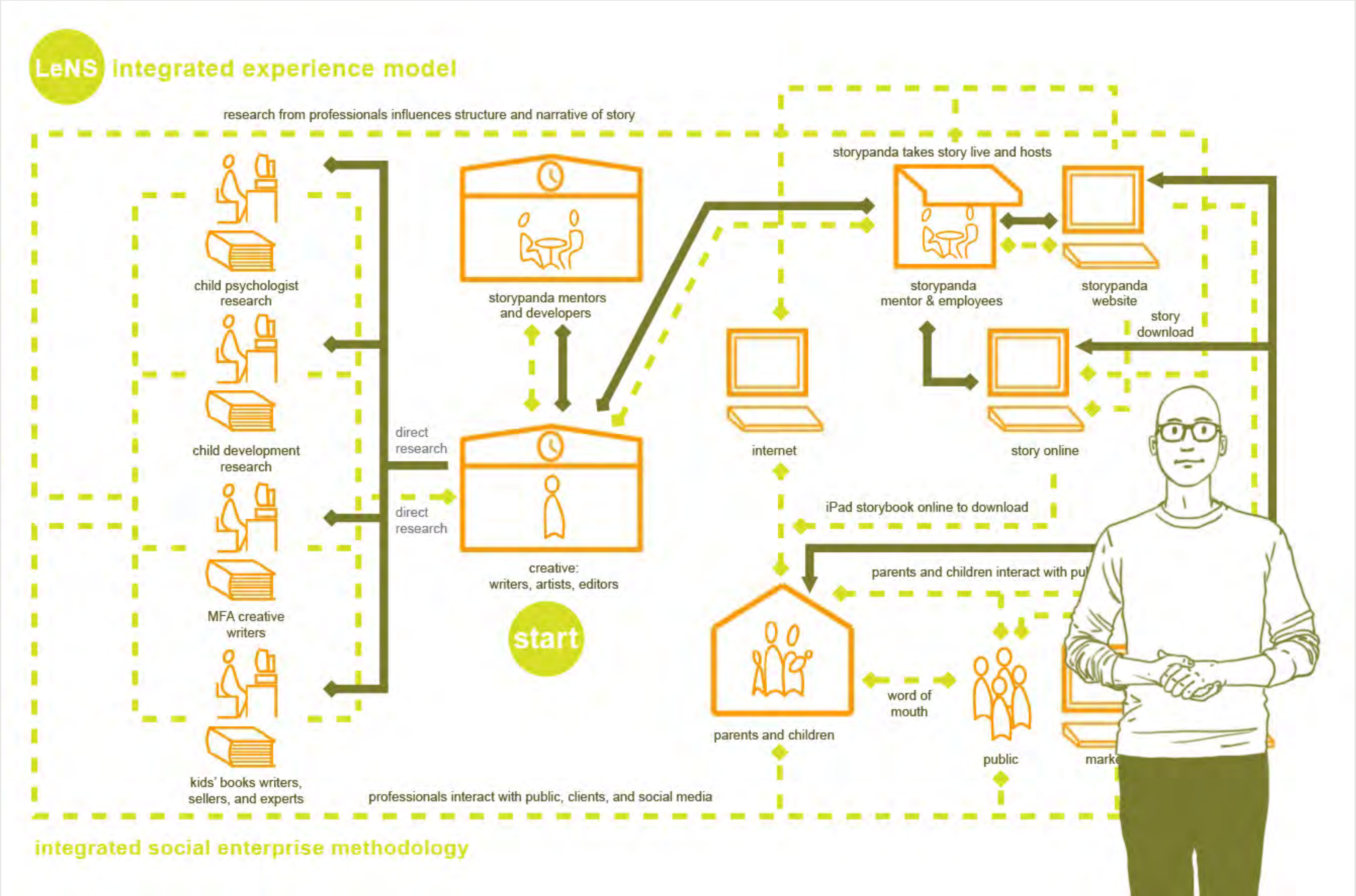
Getting to know you.

In a stakeholder kickoff meeting we overview the perceived problem, define roles, outline a typical project timeline as dictated by the design process, and discuss how milestones will keep the project within scope and on budget.



Handshakes all around.

Through conversation, stakeholder interviews, or systems analyses, we re-articulate and agree upon the problem to ensure solutions will meet the client and end-users' needs.



Let’s get wet.

Whether a deep-dive research study or wading into a project with quick turnaround, the discovery phase can take the form of further interviews, surveys, data analysis, heuristic evaluations, ethnographic studies, and competitive analyses, to name a few.

SWOT
COMPETITIVE
ANALYSIS ³/₄

Diesel: <http://www.diesel.com/>
Diesel was included in this analysis because it defined the segment and continues to be a purveyor of the high-end streetwear market. It was founded in Northern Italy in 1978, currently has over 5000 points of sale worldwide, and is known for its successful advertising campaigns such as 'Only the Brave', 'For Successful Living', and 'King Frank'. It continues to be one of the leaders in the market.

Site Functionality
Diesel.com is an all in one super-site encompassing full collection details for clothing, accessories, licensed and collaborative products, advertising campaigns, online store, physical store locator, lifestyle links – including blogs, charitable campaigns, artistic collaborations, and hospitality properties.

Overall Rating: A+
Style & substance, exceeds expectations, comes with a totally immersive environment.

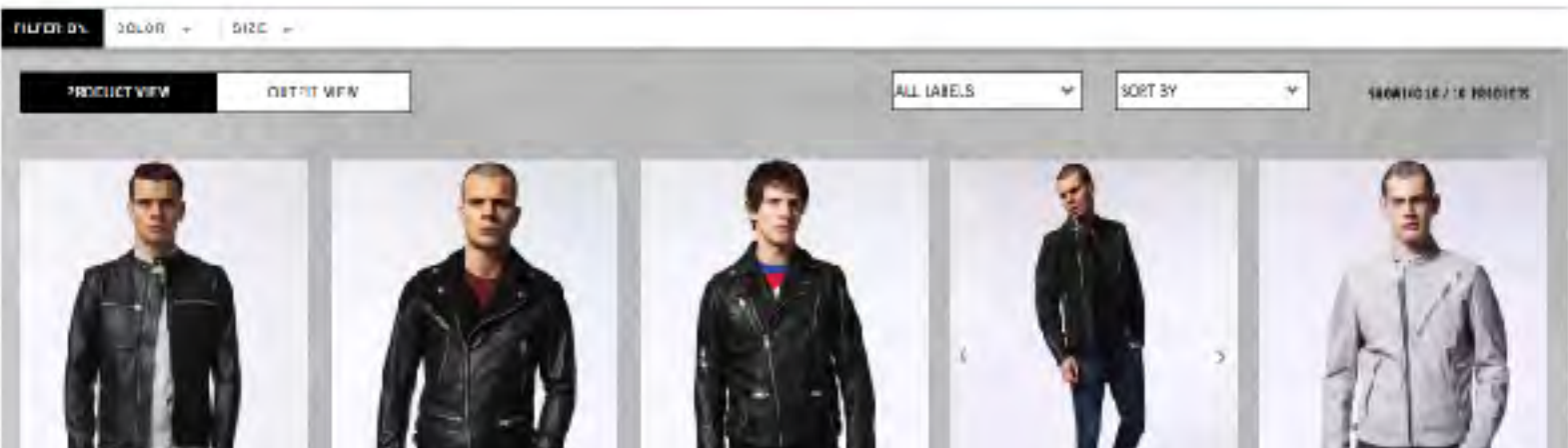
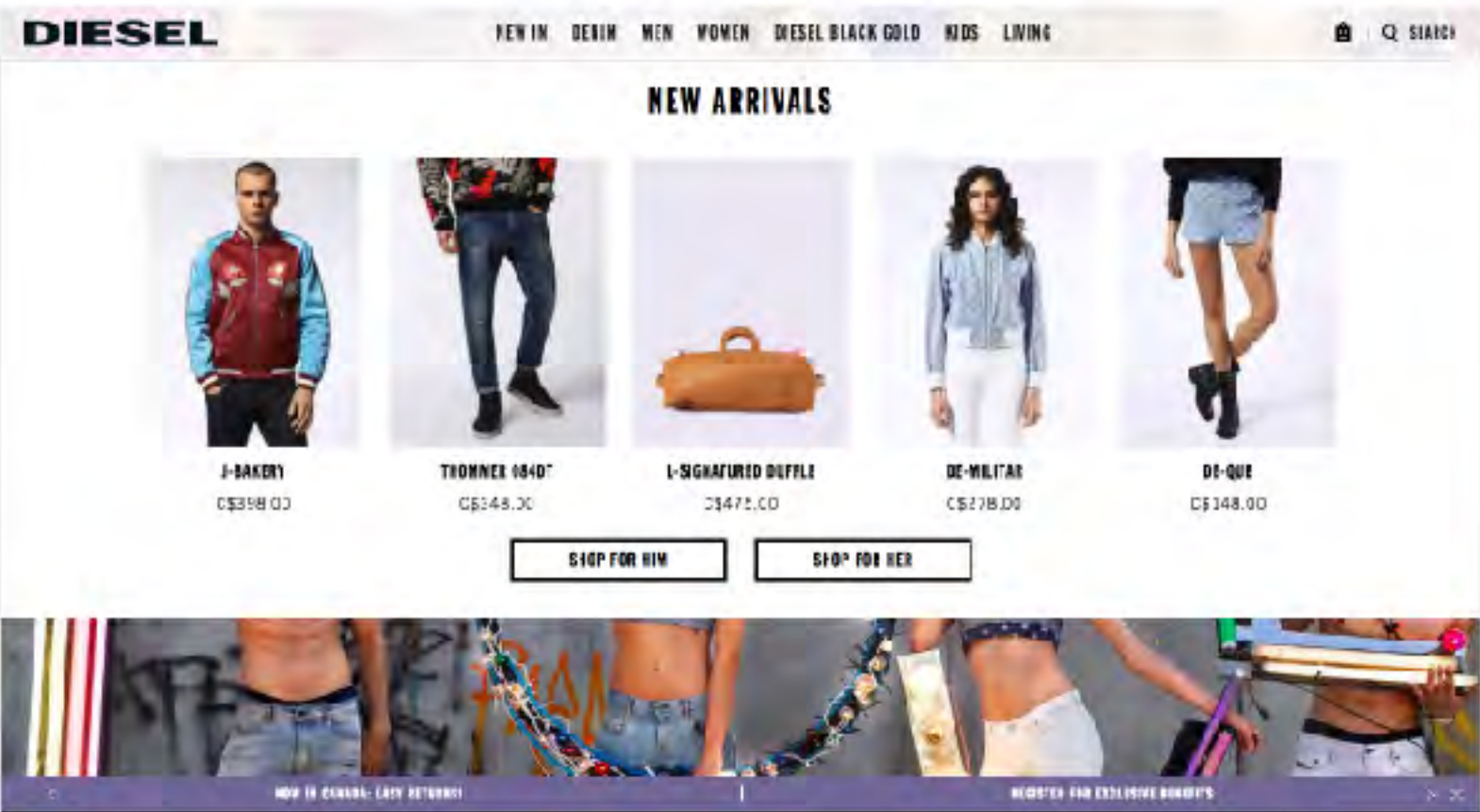
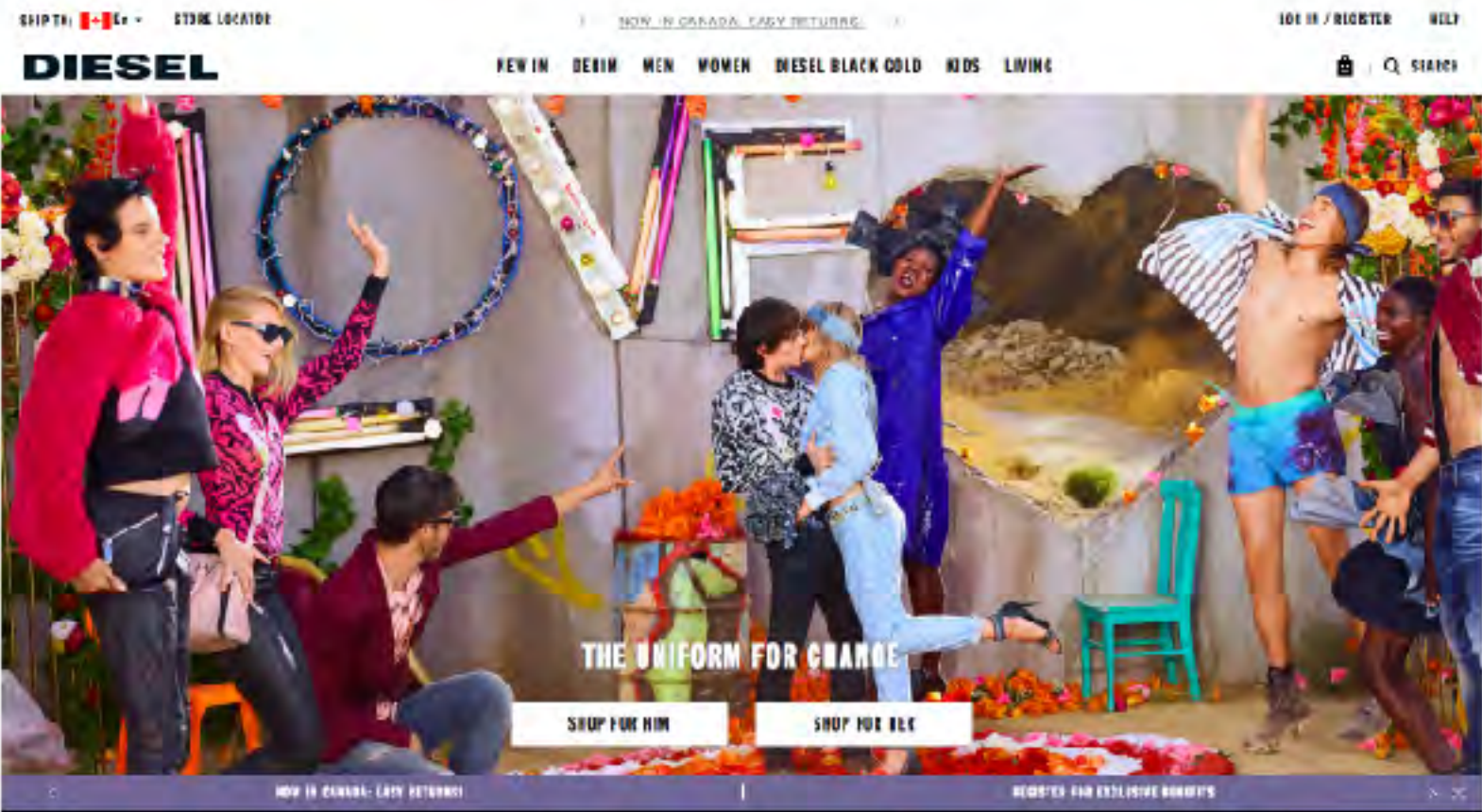


Strengths
This site sets the bar. It is a delight to navigate, has an intuitive interface, extremely useable, and seemingly never ends. Even before the site loads, it raises expectations with the scrolling logo that appears in the web browser field bar. Menus are legible and conventionally worded, button states are responsive, layout provides clear and multiple CTAs throughout, social media links appear many places, new subject selections open in new tabs, there is zero lag, selectable fields are large, and the graphics, photographs, videos, sound, and typography are beautiful. This site is pure seduction with the know-how and skill to make it functional. Instead of minimizing use load, the site allows you to get lost in all things Diesel until you need a more conventional interface. The online store and collection descriptions are intuitive, professional, easy to understand, and have clearly marked entrances, exits, error messages, and help options.

Weaknesses
Navigation is counter-intuitive as the site uses an in-window pop-up display system where pressing the back button takes the viewer to the home screen. To return to the previous page, the user must double-click inside the pop-up window or a tiny 'keep-shopping' field at the bottom of the window. Aside from poorly marked entrances and exits, there is no search field, product descriptions are minimal, and links and labels are extremely small.

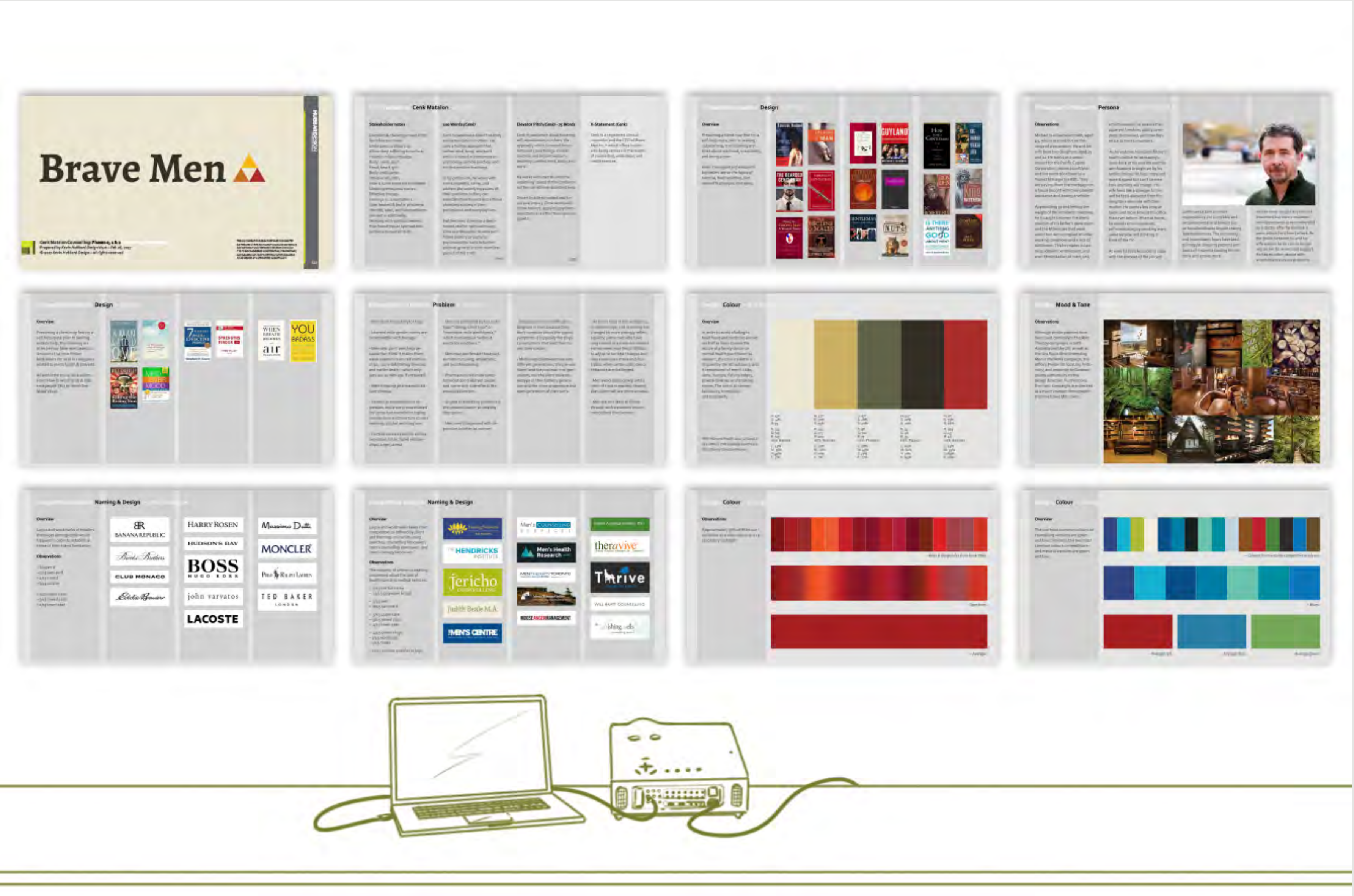
Opportunities
Instead of opening alternate tabs, more emphasis could be given to breadcrumbs, or the like, for internal site navigation. Better navigation feedback within the site would reduce user frustration. Photographs of people modeling the clothing would convey a better idea of fit and features. Finally, the site would benefit from social media links and opportunities for fans to upload and share media.

Threats
However unlikely, because of the market share that Diesel pursues, some customers may be put off by how highly polished the site is, as it may seem incongruous with the label's iconoclastic branding.



Ta-Da!

Submitted in a client presentation or as a concise deck, research findings are conveyed to stakeholders. The findings may validate or refocus the original problem as well as uncover new threats or opportunities.



Client relations

Master of scrums.

Once the problem is validated or redefined, the requirements are detailed and a project management framework agreed upon to meet the objective. Timelines, deliverables, plans, and charters all clearly detail the requirements in order to keep the project on-time, within scope, and on budget.

Project Plan

Project Name: Protestant Work Ethic Brand & Web
Team/Author Name: Kevin Hubbard Design
Date: Oct 15, 2016

Document Version Control

Version	Revision Date	Author
1.0	Oct 15, 2016	Kevin Hubbard

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Confidential
Project PWB_KevinHubbard_Project_Plan_V1.docx
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Project Plan

1.1 Task List

WBS	Task Name	Deliverables	Du Da
1.1.1	WBS Effort Estimates	WBS Effort Estimates	No 20'
1.1.2	WBS Duration Estimates	WBS Duration Estimates	No 20'
1.2.1	User Stories & Story Points 1	User Stories & Story Points 1	No 20'
1.2.2	User Stories & Story Points 2	User Stories & Story Points 2	No 20'
1.2.3	User Stories & Story Points 3	User Stories & Story Points 3	No 20'
1.2.4	User Stories & Story Points 4	User Stories & Story Points 4	No 20'
1.3	Contract Sign-Off:Storypanda	Contract Sign-Off:VFS/Storypanda	n/a
1.4	Proof of Concept Document	Proof of Concept Document	Oct 20'
1.6	KPIs & Metrics Document	KPIs & Metrics Document	Oct 20'
1.7	Tech Approval	Tech Approval	Oct 20'
1.8	Storypanda Mentor Appointment	Mentor Appointment	No 20'
1.9	WBS to Storypanda	Send WBS to Storypanda	n/a
1.10	Creative Production Process & Expectations Storypanda Sign	Creative Production Process & Expectations Storypanda Sign-off	n/a
1.11	Asset & Reference Receipt	Asset & Reference Receipt	n/a
1.12	Storypanda Creative Kick	Storypanda Creative Kick-off	n/a
1.13.1	Writeboards	Writeboards	No 20'
1.13.2	Weekly Situation Reports	Weekly Situation Reports	On

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Page 2

Midpoint Project Status Review

Current Status

On track Delay Behind

Adhering to timeline

Ready for production

Meets Storypanda needs

Sufficient research

Well defined story

Meets persona needs

Storybook app (iPad specs)

Story delivery

Analytics website ready

Analytics site wireframes

Site delivery

No live website

No coding

No repponsive wireframes

No user forum

Deliverables within and outside scope

Guaranteed Included but not functional Bonus

Research document of logistical findings

Research motion document of logistical findings

Storybook assets ready for Storypanda

Functionality overview and notes for analytic site

Landing page for analytic site

Motion overview and notes for analytic site

Branding case study for franchise

WBS Work Breakdown Structure

1.0 Commencement/Pre-Planning 28.25 2.0

1.1 Work Breakdown Structure

1.1.1 WBS Effort Estimates 2.0

1.1.2 WBS Duration Estimates 2.0

1.2 User Stories & Story Points

1.2.1 User Stories & Story Points 1 0.5

1.2.2 User Stories & Story Points 2 0.5

1.2.3 User Stories & Story Points 3 0.5

1.2.4 User Stories & Story Points 4 0.5

1.3 Contract Sign-Off: Art /Storypanda 0.0 / na

1.4 Proof of Concept Document 2.0

1.6 KPIs & Metrics Document 1.0

1.7 Technology Approval 0.0 / revisions

1.8 Storypanda Liason Appointment 0.0

1.9 Send WBS to Storypanda 0.25 / na

1.10 Creative Production Process & Expectations Storypanda Sign-off 6.0

1.10 Asset & Reference Receipt 6.0

1.12 Storypanda Creative Kick-off 1.0

1.13 Basecamp Set-Up 6.0

1.13.1 Writeboards 2.0

1.13.2 Weekly Situation Reports 0.5

1.13.3 Risks Analysis 1.0

1.13.4 Basecamp Weekly Updates 0.5

1.14 Gantt Chart 2.0

1.0 Total Estimated Hours 28.25

Project management

Play time.

In the realms of branding & communication design, I can oversee a project through its entire lifecycle: whether intended for physical environment, print, package, product, or all the established and emerging forms of the digital sphere.

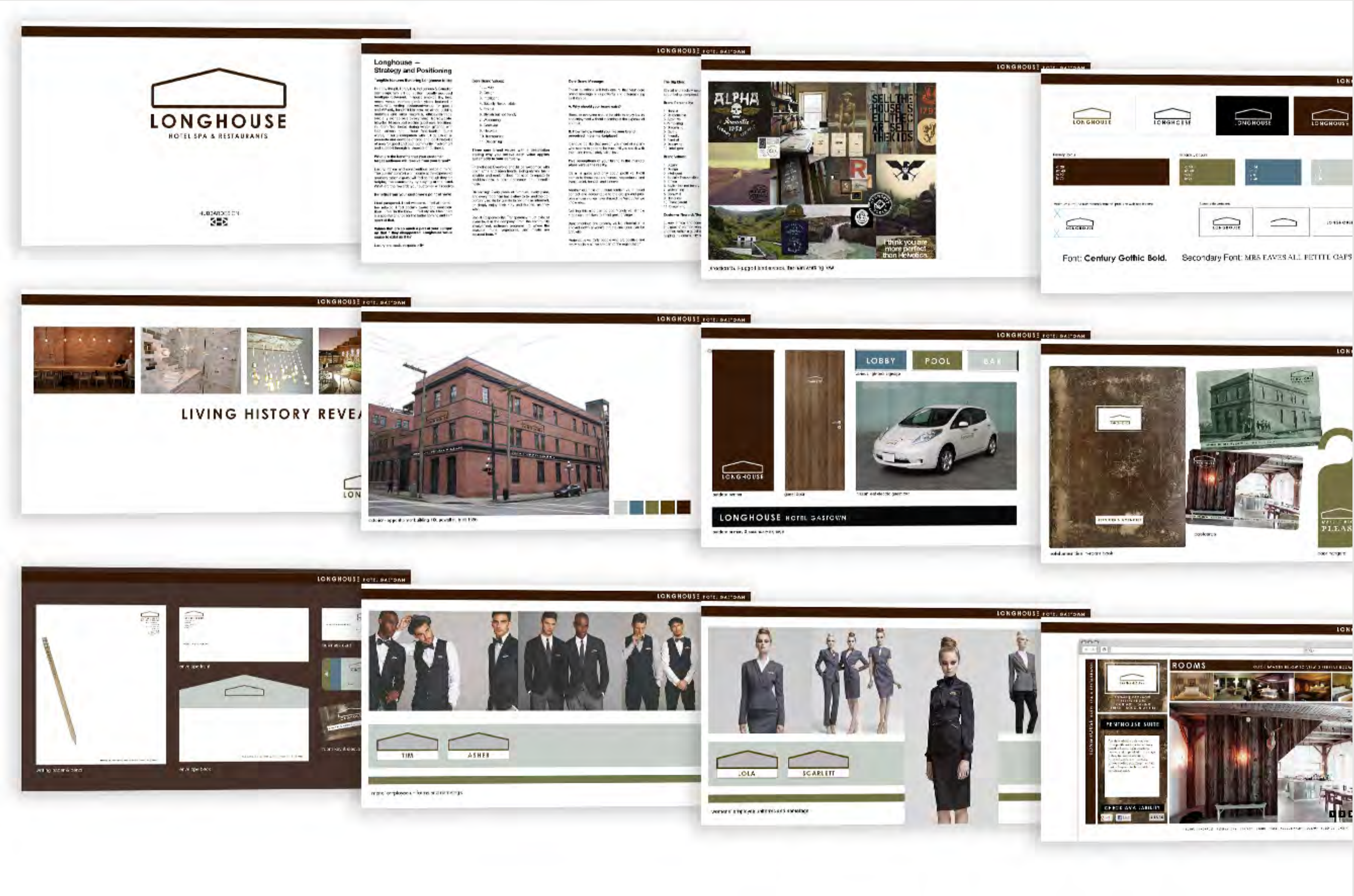
Brand & communication design



Feels good.

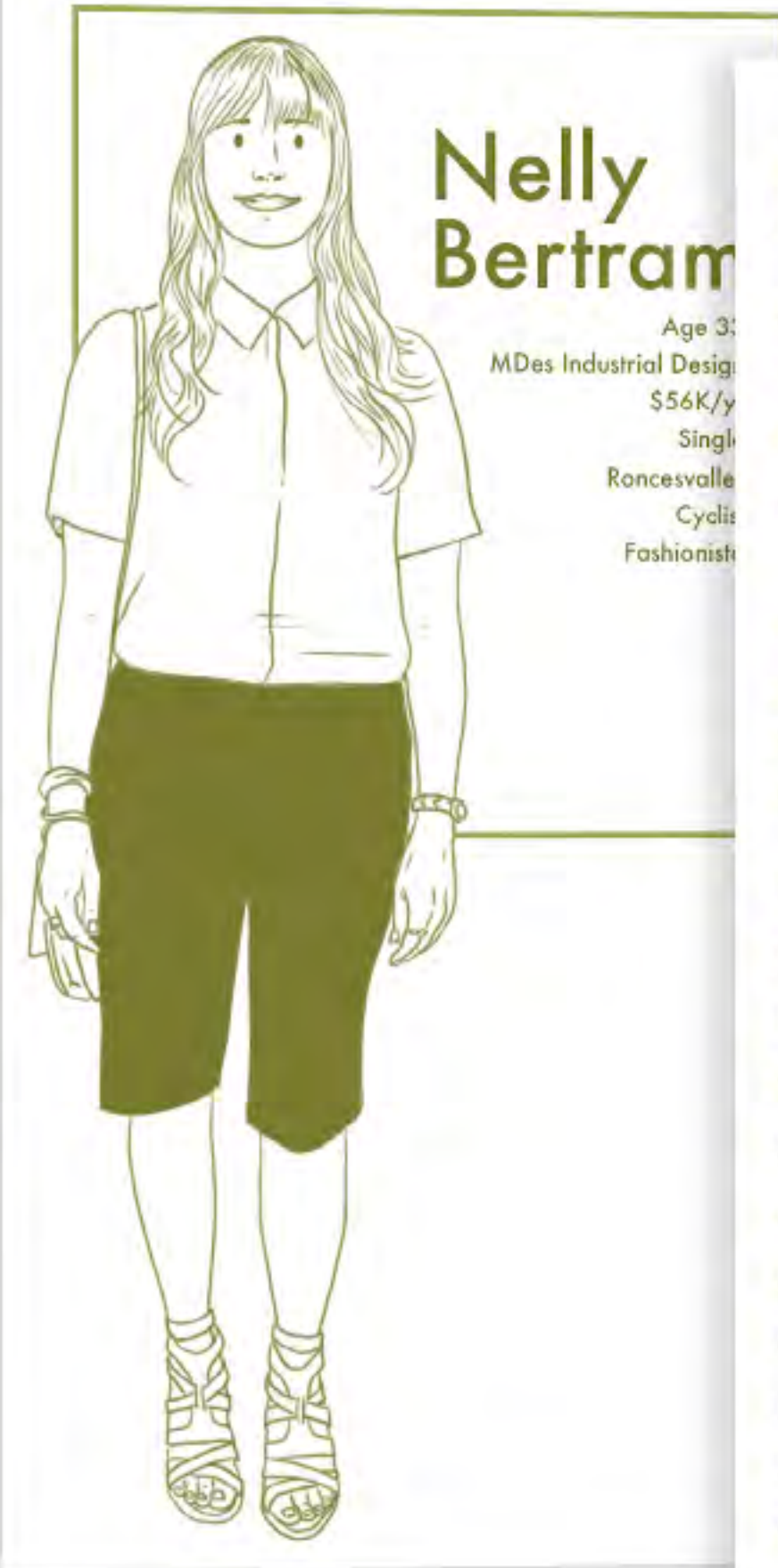
I create brand style guides that establish a cohesive and concise brand vision ensuring message harmony across all platforms. Mood, style, and tone conveyed through visual and written elements solidify a foundational controlling idea and core message. Colour trends and style forecasting influence logos & palettes, while psychologically motivated language—from gamification principles to emotional drivers—dictate written content.

Branding & copywriting



Story time.

Within a user-experience workflow, I develop user profiles and user stories complete with user flows and user points. My artistic background comes in handy with storyboards, conceptual models, and pre-visualization documents. Combined, everything creates a story of a plausible user whose needs can be targeted effectively and efficiently in a way which is a positive experience for the user.



Nelly Bertram

Age 32
MDes Industrial Design
\$56K/y
Single
Roncesvalles
Cyclist
Fashionista

Nelly Bertram

After ordering her purchase online and having it delivered next day mail, she needs to be able return it hassle-free ASAP.

User scenario:

Nelly receives her delivery in the mail. Options include returning the unwanted items in-store or returning the package to sender.

Return to sender:

Nelly receives the package. She:

1. opens the package
2. removes the contents
3. selects the item(s) she wants to return
4. locates the postage paid envelope w/instructions
5. inserts the item to return in the envelope
6. marks on the invoice slip the item to be returned
7. seals the return envelope
8. walks to mailbox
9. drops the package into the nearest mailbox.

Objective:
Return unwanted items from delivered package.

Via Mail.

Open package.

Remove contents.

Find instructions.

Inserts return.

Marks return slip.

Seals envelope.

Walks to mailbox.

Drops in mailbox.

In-store.

Open package

Remove content

Find receipt.

Travel to store

Wait in line.


Transaction.

Advantage Mail.

18 min average.


Human interaction.

Minimum +45 mins.




Upon arrival of the package, Nelly sees the note on the outside of the package instructing her to locate the return instructions within.

user points 2




She opens the package, removes the contents, and locates the return instructions.

user points 2



She locates the instruction sheet which clearly details how to return the unwanted items.

user points 5



She affixes the return slip, packages the returns, walks to the mailbox and inserts the package

user points 1

Same same, but different.

Like everywhere else, research and findings drive interactive design. Competitive analyses, internal and external site audits, and heuristic evaluations result in card sorts and information hierarchies. And user, community, cultural, and business needs dictate navigational structure and nomenclature.

Information architecture



Order, blessed order.

Sitemaps and wireframes complete with functionality notes for all states and actions that speak ‘developer’ round out the information architecture process.

Input Home Screen

09

2.0

HOW TO

3.0

SHOP LIST

4.0

RECIPES

5.0

ON SHELF

6.0

INPUT

7.0

SEARCH

8.0

NESTERS

9.0

START

1.0

Dinner-Within Reach

3.0

4.0

5.0

Page Notes

0.0 HOME PAGE
1.0 Dinner Within Reach Logo
This is a placeholder for the Dinner Within Reach logo.
2.0 Primary Navigation Bar
This is the placeholder for the primary navigation, available from each page of the app.
3.0 Information Placeholder
This is the placeholder for the homepage information area.
4.0 Information Placeholder
This is the placeholder for the homepage information area.
5.0 Information Placeholder
This is the placeholder for the homepage information area.
6.0 Secondary Navigation Area
This is the placeholder for the secondary navigation tabs that will appear after primary navigation tabs are selected.
7.0 Global Search Field
Searches informative, on-hand, and recipe information.
8.0 Nesters Fullsize & Ordering
This links to the Nesters' fullsize & online ordering service.
9.0 Navigation Buttons
Collapsible built-in navigation buttons to appear on each page.
10.0 Navigation Buttons
Start button to link to input menu as redundancy fullsize.

Nesters Market: Design Within Reach

Documents: Wireframes

Last Edited: 2/4/2017

Author: Kevin Hubbard

Home Page

04

1.0

DRAGON PHOENIX

2.0

SHOP CONSIGN ABOUT CONTACT

3.0

4.0

5.0

6.0

7.0

8.0

9.0

10.0

11.0

12.0

Page Notes

0.0 HOME PAGE
1.0 D&P Logo
Links to homepage: inactive, hover, and active state.
2.0 Top Menu Links
Link to appropriate pages: Facebook link opens D&P Facebook page in new tab: inactive, hover, and active states.
3.0 Carousel
Three image carousel, slides left to right, timed 5 seconds.
4.0 Logo
Floating logo above carousel: inactive.
5.0 Carousel navigation
Proceeds to left slide: inactive, hover, and active state.
6.0 Carousel navigation
Proceeds to right slide: inactive, hover, and active state.
7.0 Floating text
Editable static text.
8.0 Carousel navigation
Indicates current slide and functions as button to choose previous or next slide: inactive, hover, and active state.
9.0 Promotional image
Links to "Specials" page: Transparent hover & active overlay.
10.0 Hover overlay
Transparent hover & active overlay, same size as image.
11.0 Editable Text Block
Text block that becomes visible in hover & active state.
12.0 Paragraph Block
Editable paragraph block.

Dragon & Phoenix

Documents: Wireframes

Last Edited: 9/11/2016

Author: Kevin Hubbard

Creating a Recipe From Selected Ingredients

16

1.0

CREATE RECIPE FROM INGREDIENTS Step 2

2.0

Ocean Spray Tuna

3.0

Knorr Rigatoni

4.0

Kalamata Olives

5.0

Fresh Cilantro

6.0

Adam's Peanut Butter

7.0

Hot House Tomatoes

8.0

BUDGET

9.0

QUICK N' EASY

10.0

WORLD FLAVOR

11.0

FAMILY FRIENDLY

12.0

HEALTHY EATING

Page Notes

0.0 HOME PAGE
1.2 CREATE RECIPE FROM INGREDIENTS
User selects the food they want to include in the recipe from the scrollable list. A description of the food for the recipe should appear here with an attractive background image.
1.3 CREATE RECIPE FROM INGREDIENTS
Once the user has selected the ingredients then they select from a variety of options to dictate the kind of recipe to create.

Nesters Market: Design Within Reach

Documents: Wireframe App Functionality

Last Edited: 2/4/2017

Author: Kevin Hubbard

Home Page

01

1.0

DRAGON PHOENIX

2.0

DRAGON PHOENIX

3.0

4.0

5.0

6.0

7.0

8.0

9.0

10.0

Page Notes

0.0 Home Page
1.0 D&P Logo
Links to homepage.
2.0 Hamburger Menu
See next page.
3.0 Carousel
Three image carousel, swipes left to right, timed 5 seconds.
4.0 Editable Text
See next note.
5.0 Help
I could use some help with the functionality/layout in the mobile layout between carousel (3.0) and editable text (4.0): Thoughts?
6.0 Carousel W/finding/Breadcrumbs
Optional? Active and inactive state.
7.0 Paragraph Block
Justify with text line aligned left.
8.0 Static Image
7.0 Paragraph Text
Editable static text.
8.0 Carousel navigation
Indicates current slide and functions as button to choose previous or next slide: inactive, hover, and active state.
9.0 Community Sign-up
Links to MailChimp Subscriber Plugin.
10.0 Footer links
Link to appropriate pages: Facebook link opens D&P Facebook page in new tab: inactive, hover, and active states.

Dragon & Phoenix

Documents: Mobile Wireframes

Last Edited: 9/22/2016

Author: Kevin Hubbard

Information architecture

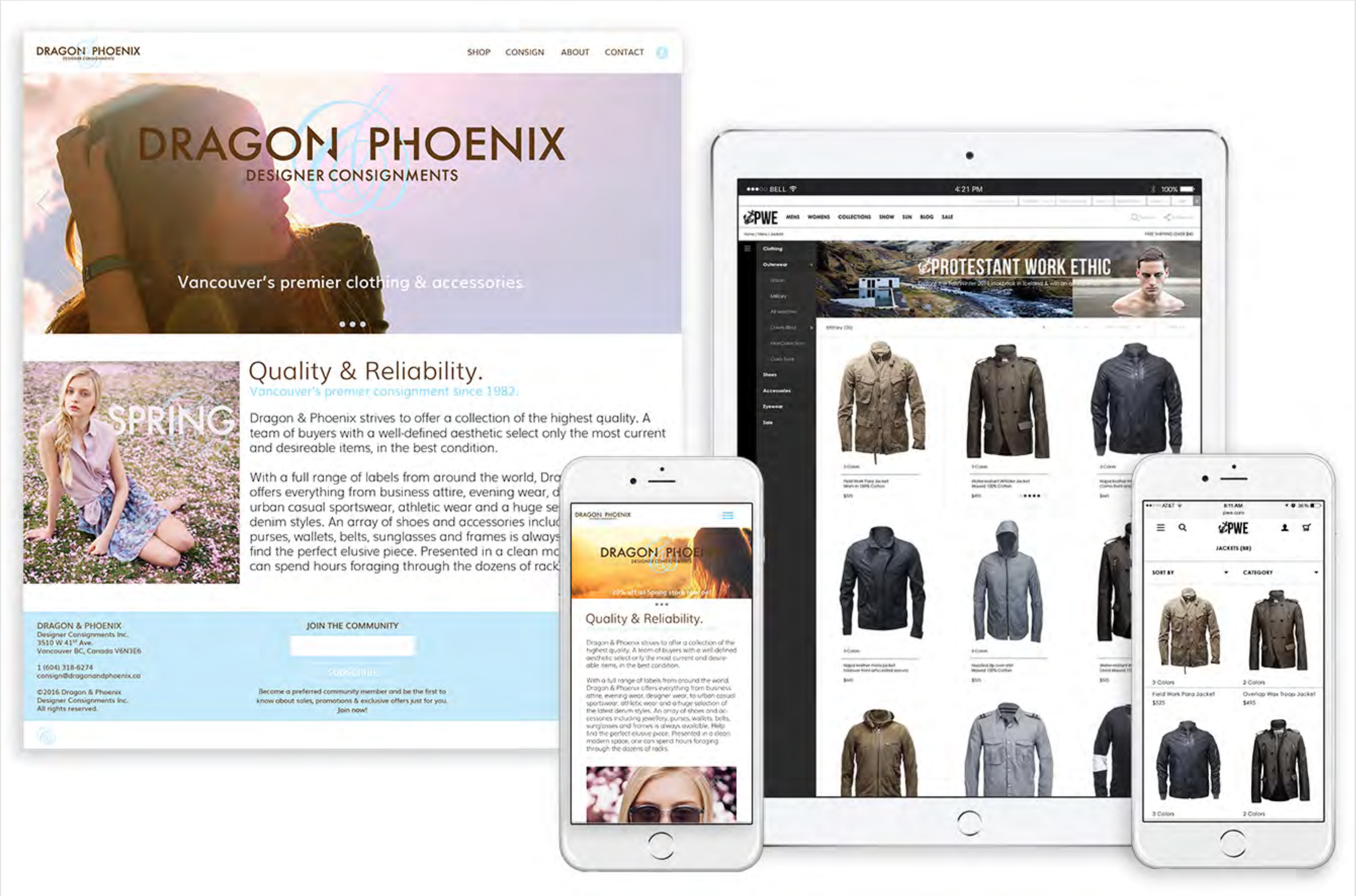
How'd we do?

Prototyping and usability test-
ing—from paper to on-screen
clickable—demonstrate
preliminary performance,
usability, accuracy, emotional
response, and reveal
points of pain.



Function meet form.

Under the umbrella of interface design, error messages, feedback, and button states are designed for ease of use and to create a meaningful experience for the user – all while adhering to brand guidelines in an aesthetically pleasing manner.



Interface design

Start again.

After the product launch the cycle begins anew: define, ideate, prototype, build, test.

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