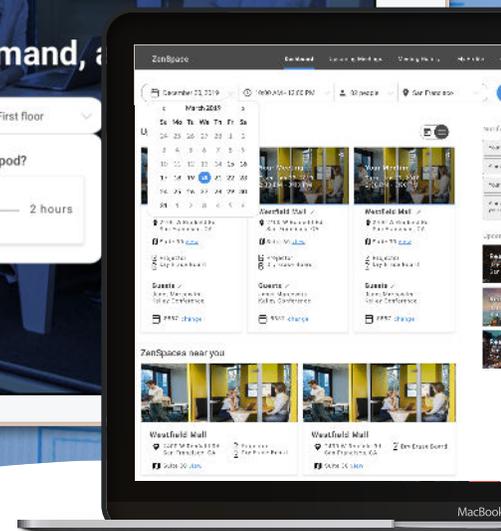
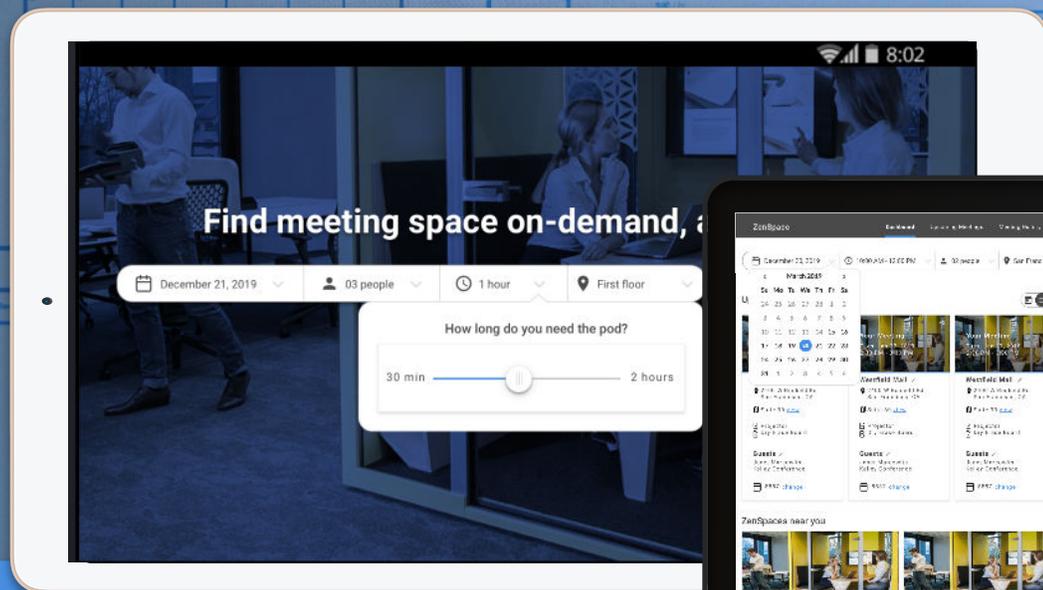


# ZenSpace

IoT, Pod Reservations  
for meetings on the go



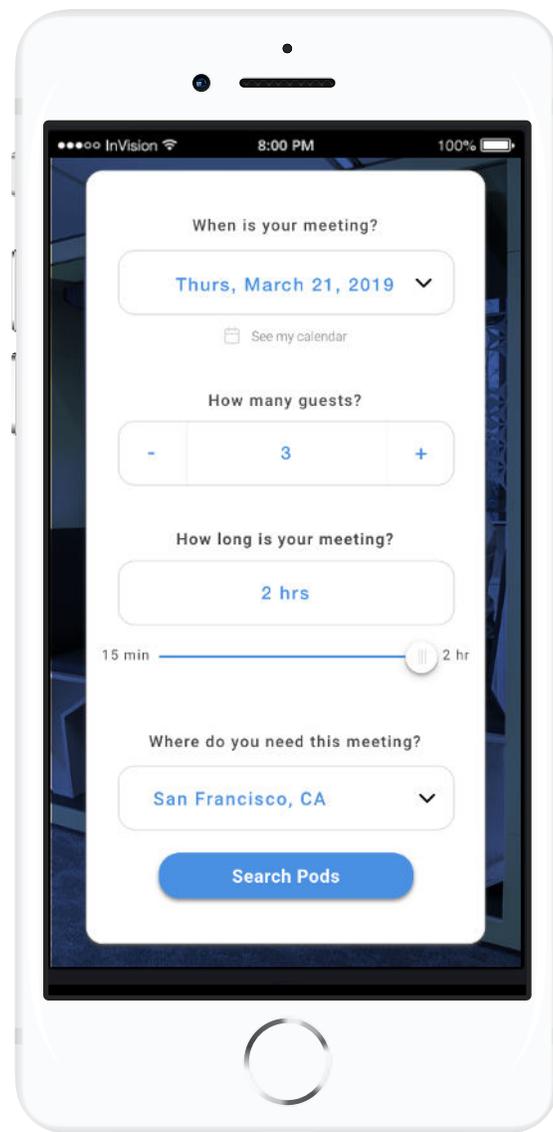
## Roles & Deliverables

Desktop, Tablet, Mobile

- Wireframes
- Product Management
- UX Testing
- UI Design
- Prototype Building

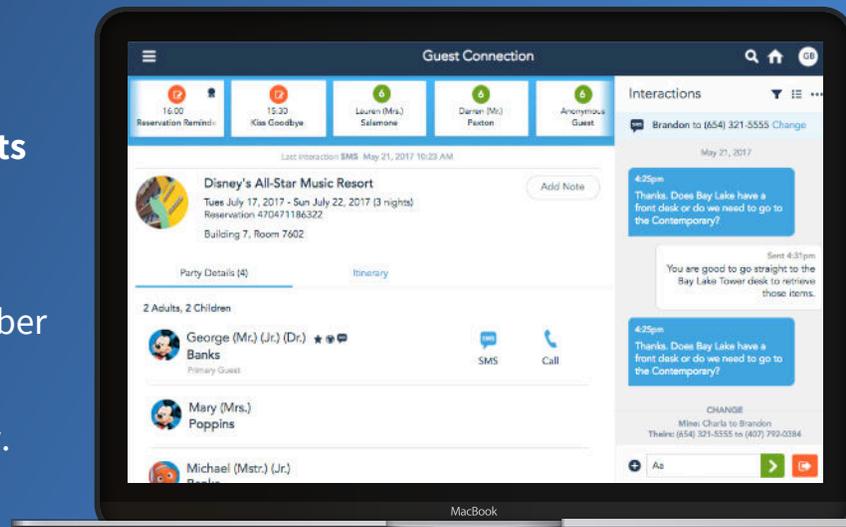
## Designing for an IoT Start-Up in Silicone Valley

The pods were entirely manually reserved but no bookings were successfully happening without assistance. Users were completely missing the tablet on the side of the pod and reached directly for the door handle. I proposed, designed and product managed the implementation of the centralized kiosk. There was additional functionality that managed the lights, lock, and fan within the pods as well.



# Disney SMS

This project had more **project requirements** than I have ever had to design into one platform. Guest Connection is a text Communications platform for all cast member to guest interaction complete with guest itinerary, notes and communication history.



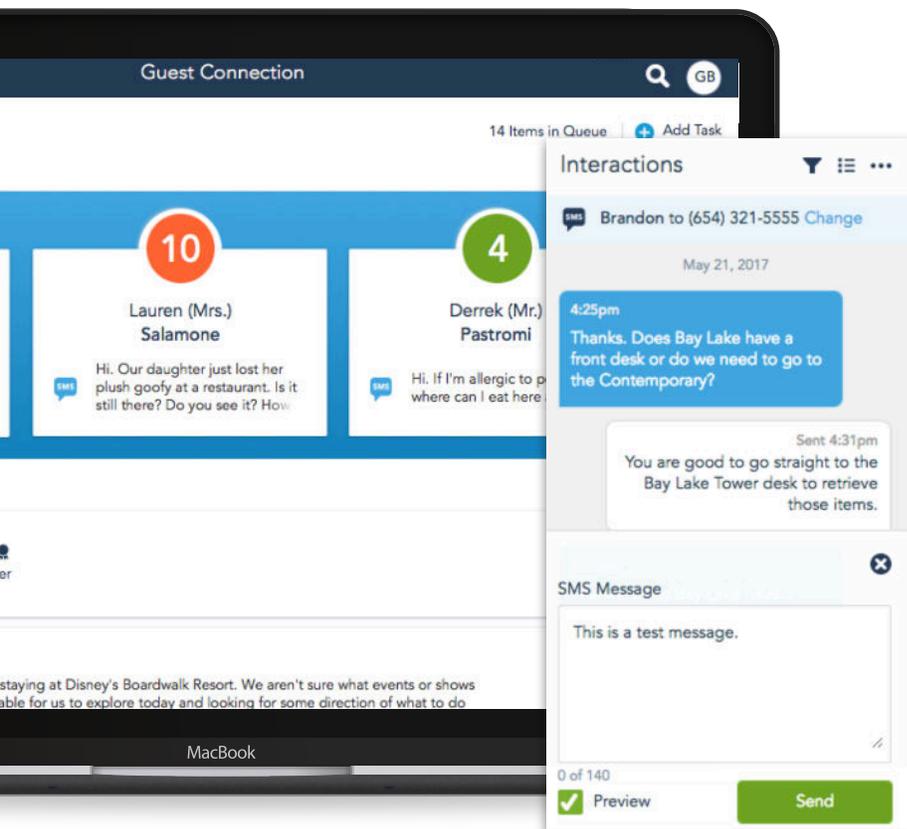
## Roles & Deliverables

User testing, UI Design, Documentation

- User testing
- Qualitative Interviews
- UI Design
- Information Architecture
- Axure Prototype

## Team Communication Experience with all the information at Cast Member's fingertips

This tool was designed first for an internal support team with plans to expand to mobile and tablet for all cast member access. The search feature has the ability to search all WDW Day Guests, Resort Guests & Internal Guests. In addition, if a guest wasn't in the system, integration was allowed complete with Standardized Legal Flows for SMS Opt-In. The platform even included Team-Level Voice Mail Options, Integrated Cast Notes, Team Tasks, and Guest-Specific Tasks. It's a robust tool to SMS all of Disney's guests.



# Kaleidoscope Kare

A demo built for mobile and desktop to demonstrate medical start-up's utility to healthcare providers. Front-end development was a client requirement so I was also responsible for hiring and leading the development team on the project.

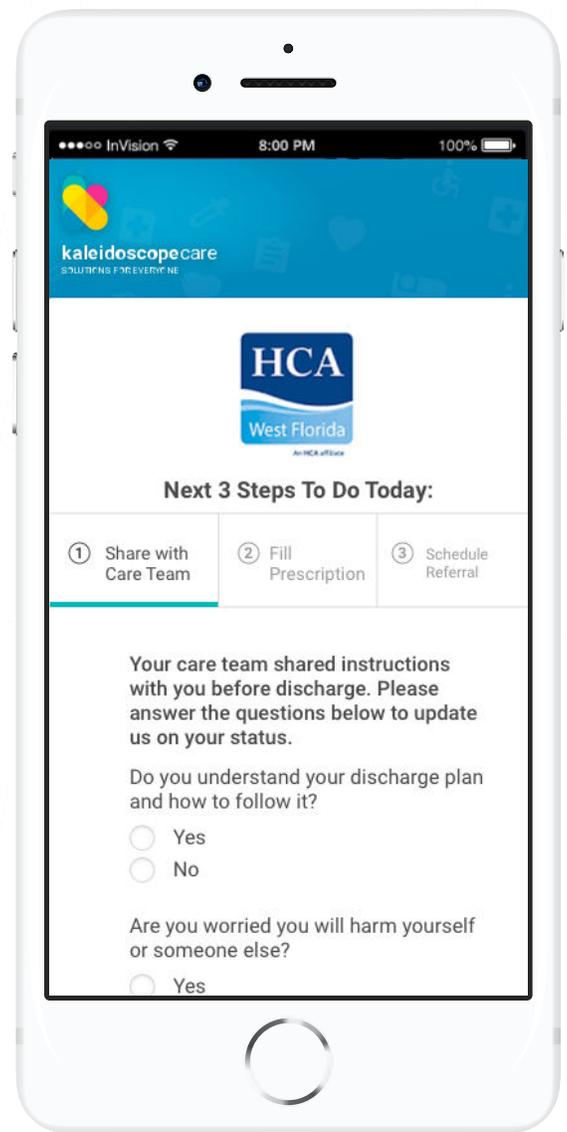
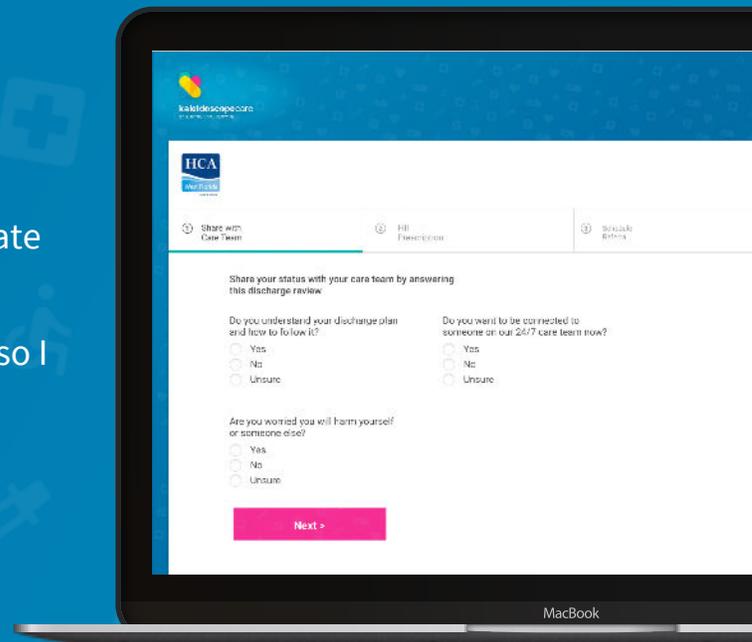
## Roles & Deliverables

UI Design, Product Management

- Mobile Design
- Desktop Design
- Hiring Development Team
- Product Management
- Front-end Development

## Outpatient walk-through for the underserved

This project had a soul with it's intent to serve the elderly or foreigners that may need help understanding the next steps of their medical journey. The design of the project was a great success. Once the development started, I wish I would've been more clear in my standards as it became necessary I jump in and finish the development of this project.



## Pixoul Jean Co

A printed magazine company gone digital, Pixoul Jean Co needed its syndication indited into the digital space with e-commerce as it's the main focal point.

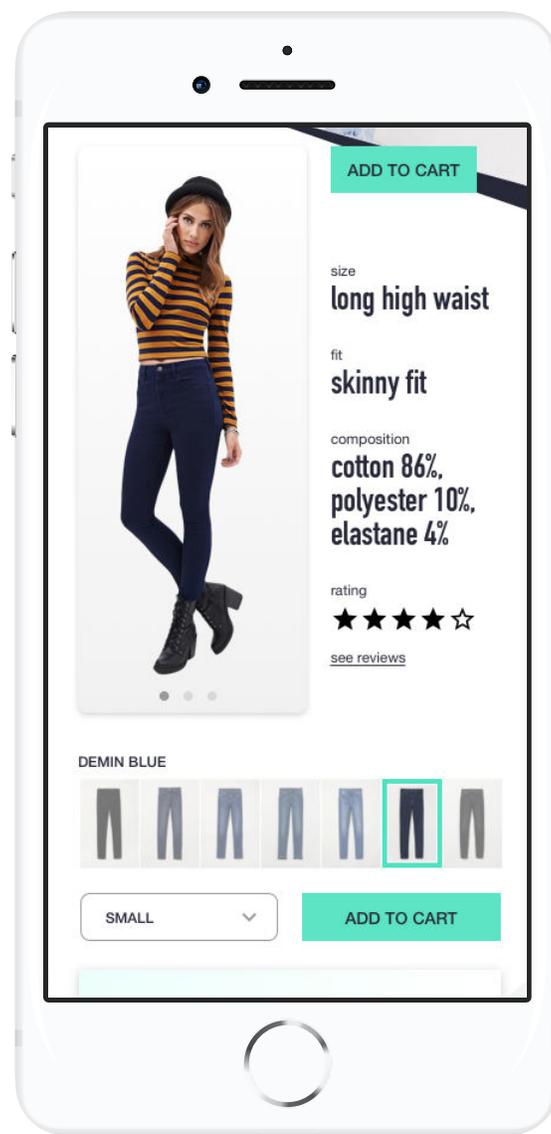
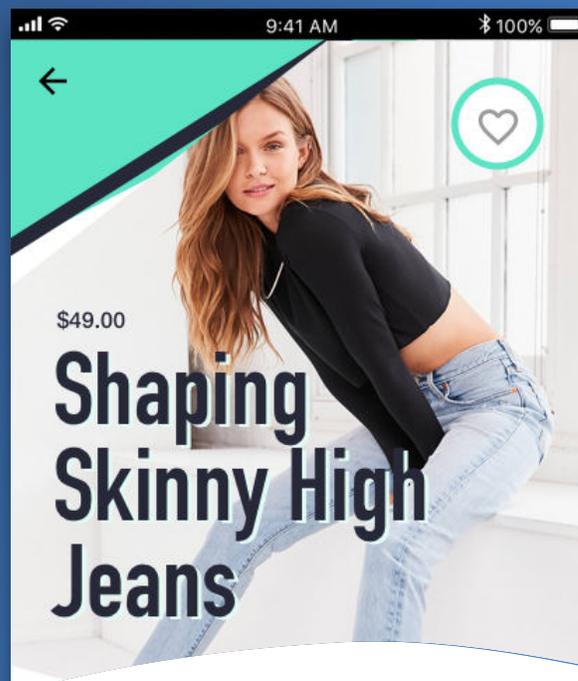
### Roles & Deliverables

Mobile UI Design

- UI Design
- UX Design

### How do convert a printed magazine into a digital fashion go-to

The client was hoping to stay current by going digital. These faux designs were meant to be a conversation starter into what could be a digital platform. I placed the model on a card with affordance to invite the user to play around with different looks. I wanted to play with the feeling of high interactivity to engage within a normally bland e-commerce experience.



# CNC Machines

1st Industrial Search Engine & pricing standardization

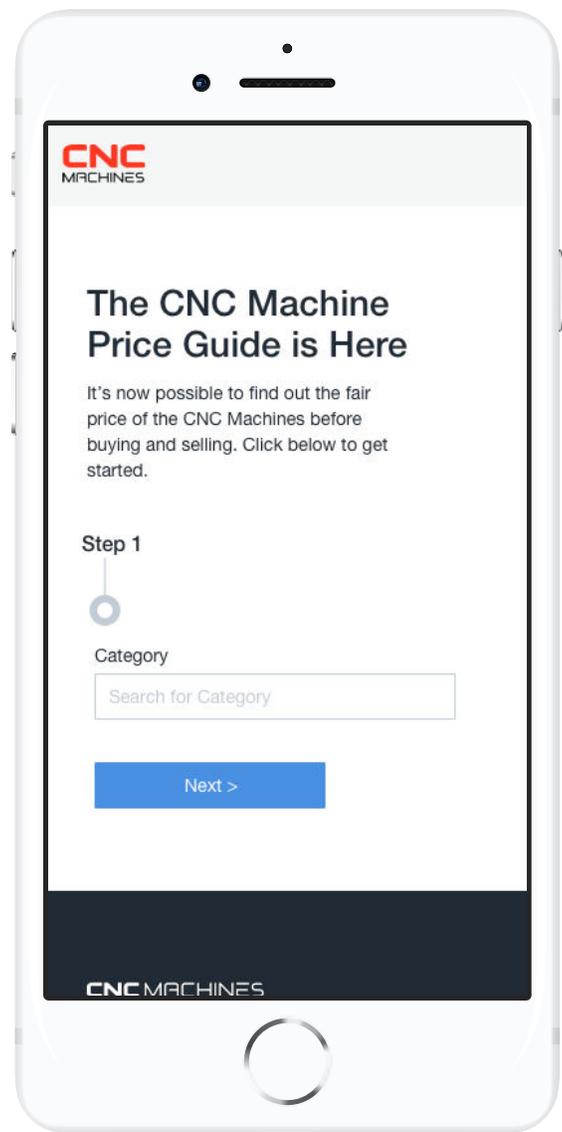
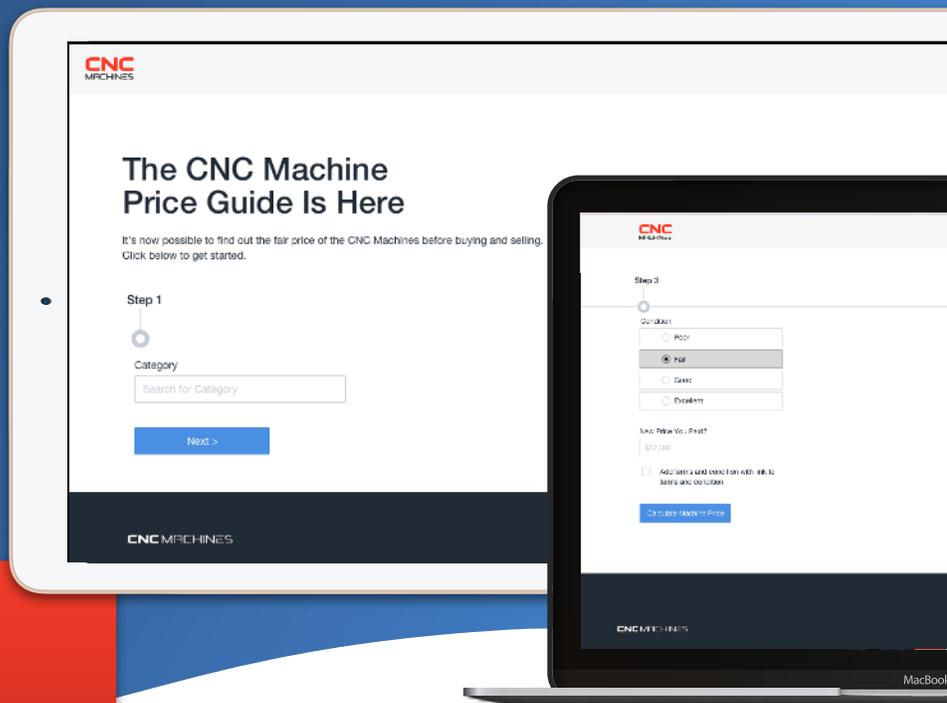
## Roles & Deliverables

Desktop, Tablet, Mobile

- Wireframes
- UX flows
- Developer Coordination
- UI Design

## Industrial machines integrated into a valuable search engine

CNC Machines were hard at work building a backend & database for the commercial machinery industry. The persona was not used to technology so UX Design had to adjust and walk the users through the type of machine while catering to how the backend was already functioning to provide valuable pricing information to the user.



## Data-Backed Personas

Problem: Building entirely off assumptions, Pluralsight's newly acquired **Code School** was about to be placed awkwardly in the company's broader ecosystem of products. But their high turnover rate and poor performance against new competitors showed me something wasn't right.

### Roles & Deliverables

#### Qualitative & Quantitative Research

- 50 Question Survey Design
- Analysis of +50K responses
- 20 Qualitative Interviews
- Lead team of 3 researchers
- Lead company-wide Ideation



## Debunking assumptions for developers about developers

Despite intense skepticism throughout our research, the project was a total success. Pluralsight's strategy team could properly place Code School more intelligently in their ecosystem for potentially millions of dollars worth of wins. Still more, user drop-off was explained while more opportunities revealed themselves the more the personas were utilized.

**Code School**  
A Pluralsight company

# Kevin Kennedy

The Student

"Success is when I finish a project."

Gender: Male | From: United States | Studying: Web Technology | Education: Student | Age: 23 | Ethnicity: White

- He doesn't have a job yet because he's at school most of the time.
- He'd be fine doing grunt work to get a job.
- He's a visual learner and likes bringing code into CodePen, as well as seeing someone else do it.
- He could use a friend or instructor as a resource and a second pair of eyes on his code.
- He needs a tool to bring different technologies together, like HTML and CSS in the same course.
- He has monthly internet subscriptions to Netflix and Amazon.
- Looking at beautifully designed sites is very motivating for him. He'll look at something in Web Inspector and, if it's doing something interesting, he wants to learn that.
- Visual design is his biggest painpoint. He loves and respects it but has a hard time with it.
- In five to 10 years, he sees himself working at a firm of some sort, maybe freelance, with experience on different projects and a portfolio.
- He likes that with coding, you're creating something and it shows up in the browser. He feels he has a knack for it.