

UX PORTFOLIO

KRISTIN B. POWERS

I'm a UX designer who focuses on interface and visual design. My 15 years experience as a graphic designer in a variety of industries has helped me develop a passion for service and process design.

I'm currently based in San Diego and willing to relocate for the right opportunity.

OPERA NAME

CORPORATE PARTNERS

DONATE

DONOR BENEFITS

DONOR EVENTS

SECONDARY NAVIGATION

I WANT TO GO

ABOUT ME

This section could be a spotlight on the Gala. The button would be a CTA to learn more (but more specific than that, based on the blog I sent around). There would be some copy, similar to the video text that is fun and minimal, with more copy here to give a quick overview.

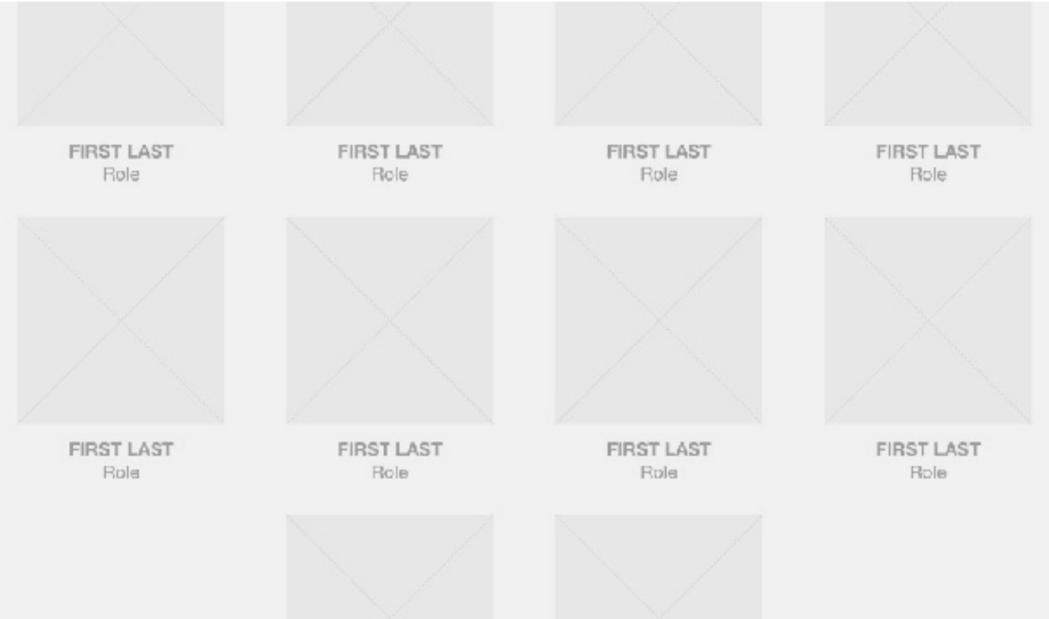


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This section could be a spotlight on Education and Community Outreach programs, the images



FIRST LAST
Role

Footer

HI!

I'M KRISTIN.

I'm currently located in San Diego and willing to relocate for the right opportunity.

I'm a UX designer who focuses on interface and visual design. My 15 years experience as a graphic designer in a variety of industries has helped me develop a passion for service and process design, and made me realize the impact design can have.

I love tackling complex experience problems, from a UI redesign for a US Navy recreational event to creating prototypes that track ship noise in the Salish Sea, breaking the process down to reveal an uncomplicated final product for the user.

I get excited about using my design experience to help improve people's digital experience, because our lives are so intertwined with and dependent on technology, as well as leverage digital products to help people feel connected to causes that are important to them.

MY AREAS OF FOCUS

TOOLS I KNOW:

Figma

Sketch

InVision

Slack

Asana

Adobe CC Suite

Miro



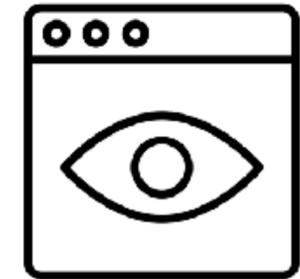
EXPERIENCE DESIGN

My experience includes storytelling, conducting research, sketching, wireframing, and prototyping.



INTERFACE DESIGN

As an interface designer, my experience includes creating simple and enjoyable interfaces with focus on accessibility and inclusiveness for all people.



VISUAL DESIGN

I have experience creating and upholding visual design systems.

SOME OF MY WORK

UPTALENT

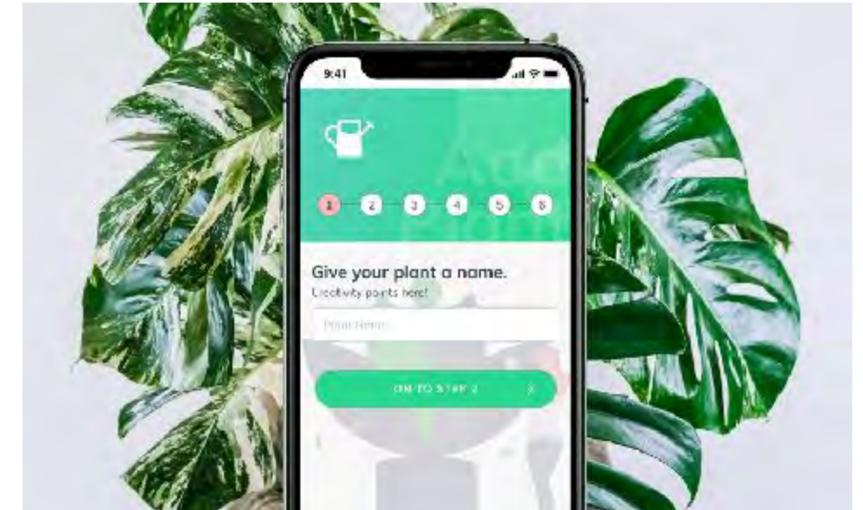
Sketching animation flows and a website redesign for an international startup

UX Research, UX Copywriting, UX Design



Improving safety for motorcyclists by designing a helmet-integrated Heads Up Display (HUD) interface

UX Research, UI Design, Interaction Design



Helping new plant parents navigate plant ownership and care with Water Me, a mobile app for iOS

UX Research, UX Design, Visual Design

Sketching animation flows and a website redesign for an international startup

PROJECT SUMMARY

Uptalent.io asked me to participate in a design exercise to redesign their website from scratch and include animation components.

MY RESPONSIBILITIES

- User Research
- UX Copywriter
- UX Design

The logo for UPTALENT features the word "UPTALENT" in a dark blue, sans-serif font. The letter "A" is replaced by a stylized orange triangle with a white outline, which is positioned above a white, wavy line that resembles a paper fold or a brushstroke.

ALIGNING ON SCOPE WITH STAKEHOLDERS

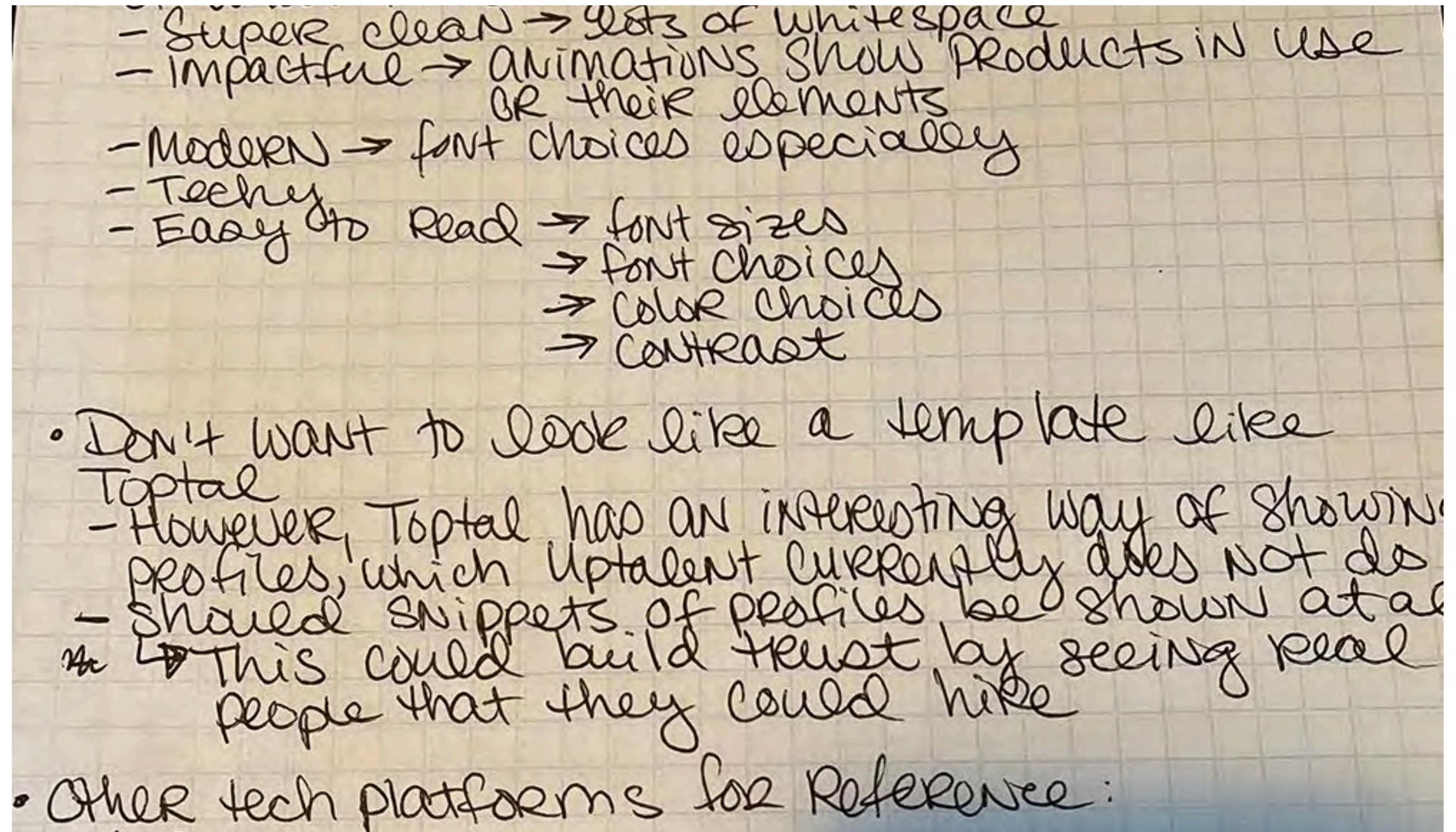
As with any design project I do, I first begin with research. To kick off, I needed to delve deeper into the exercise and ask some questions to gain more insight and clarity into the problems. The answers I received were so helpful and included a ton of great nuggets to help me move forward.

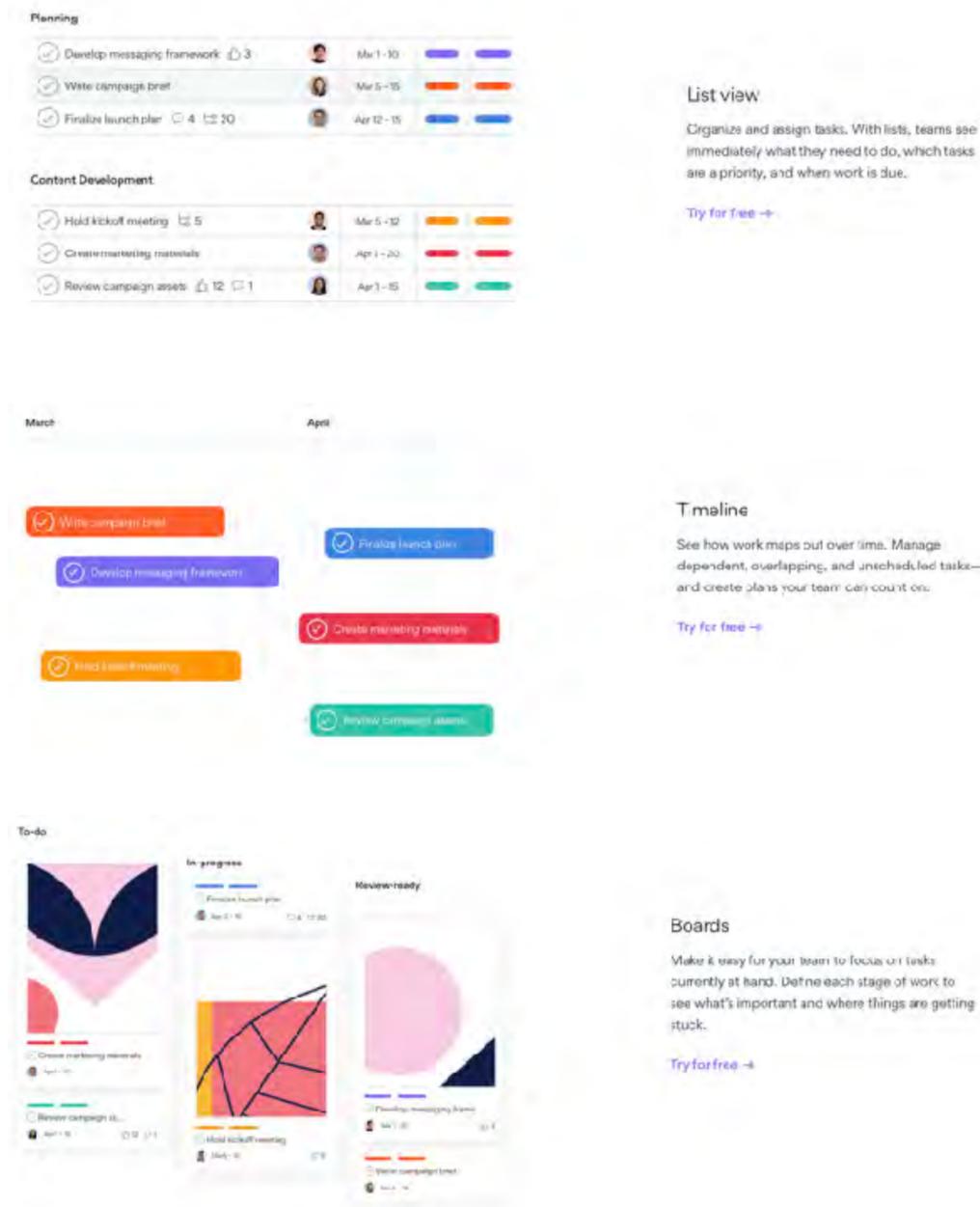


TAKING NOTES TO HAVE HANDY

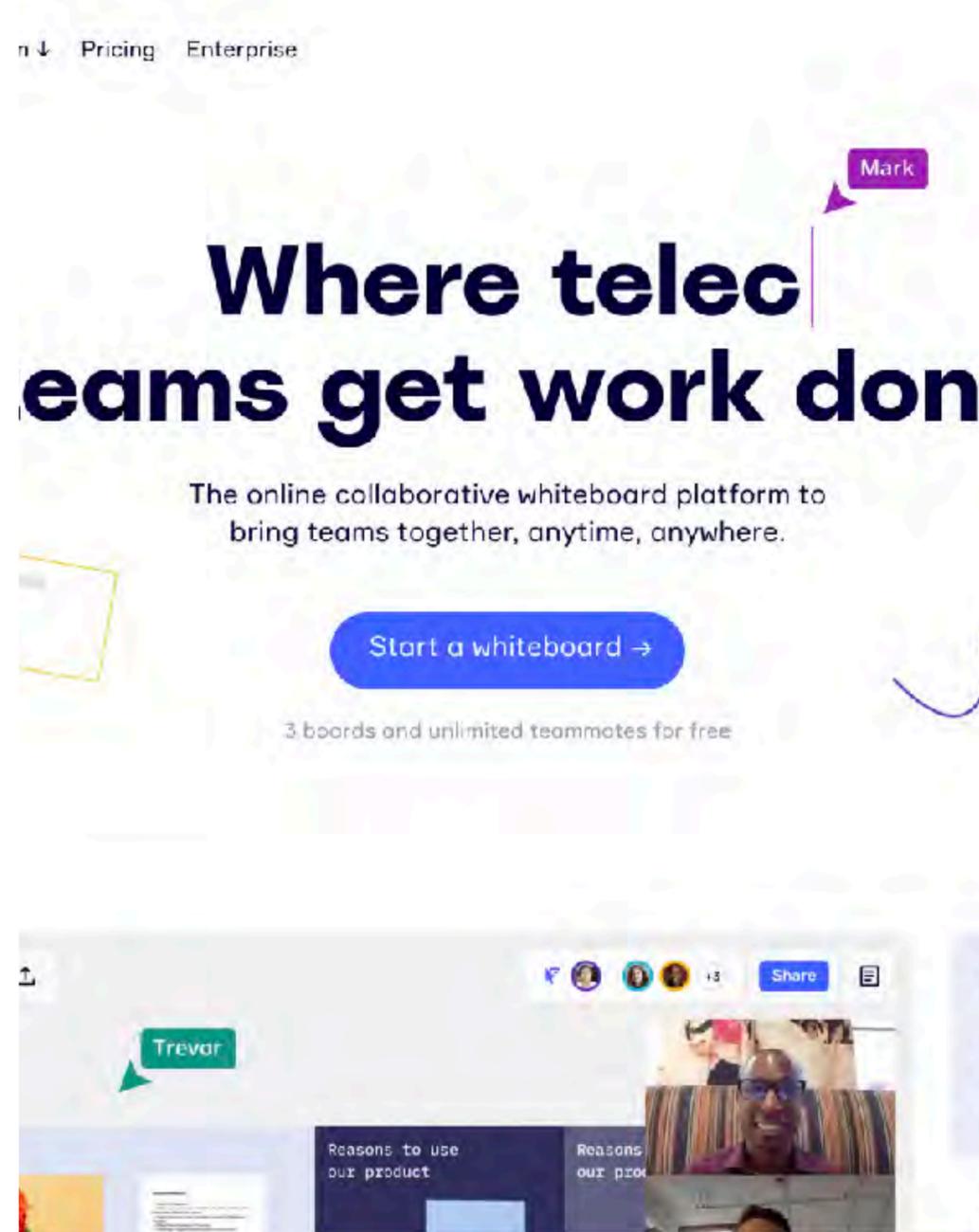
After receiving the responses from the stakeholders, I reviewed my findings, organized my thoughts, and saw opportunities to explore.

The stakeholders explicitly asked for animation as a part of their request, too, so I did some further visual research into other tech companies and how they handled it.

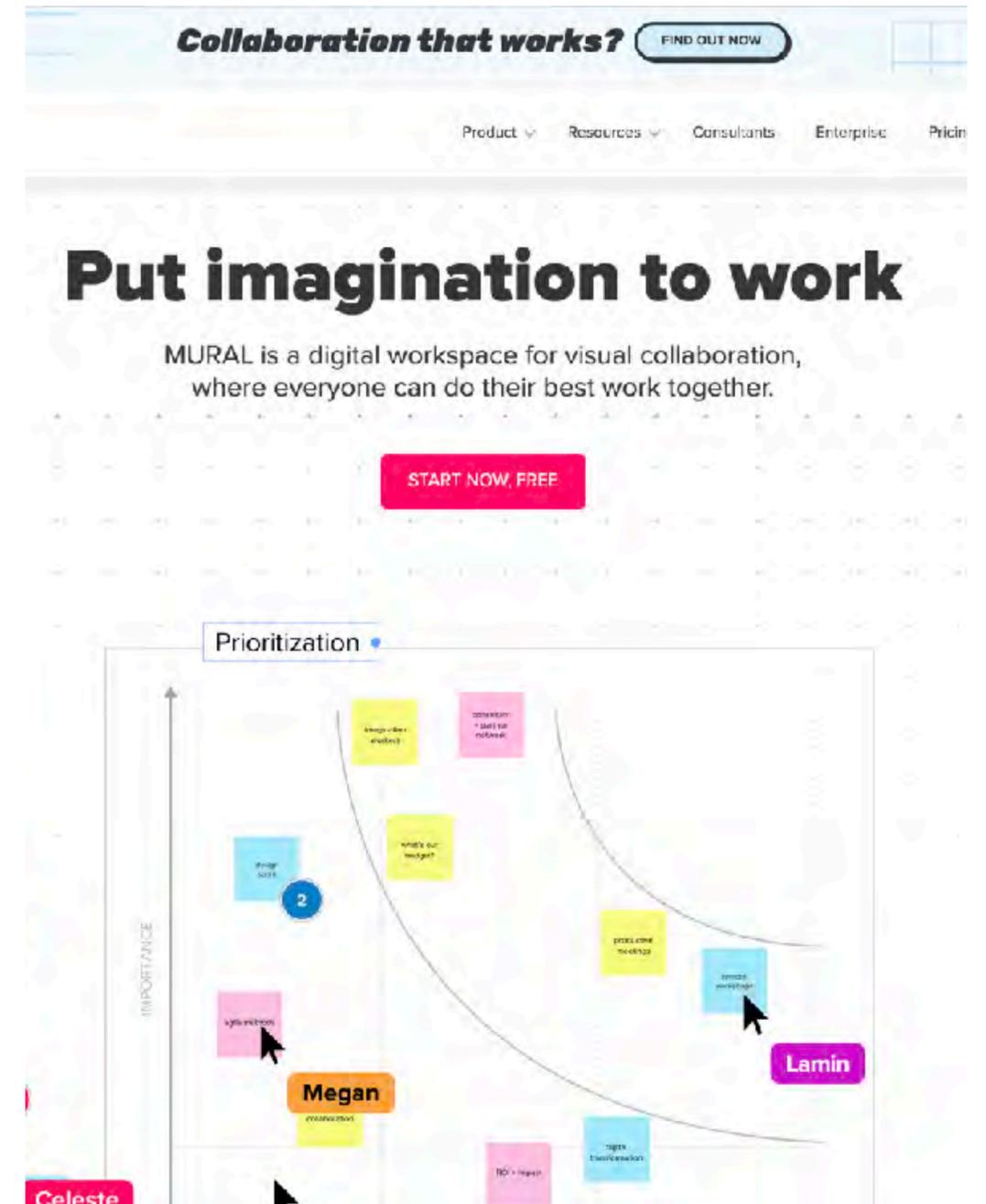




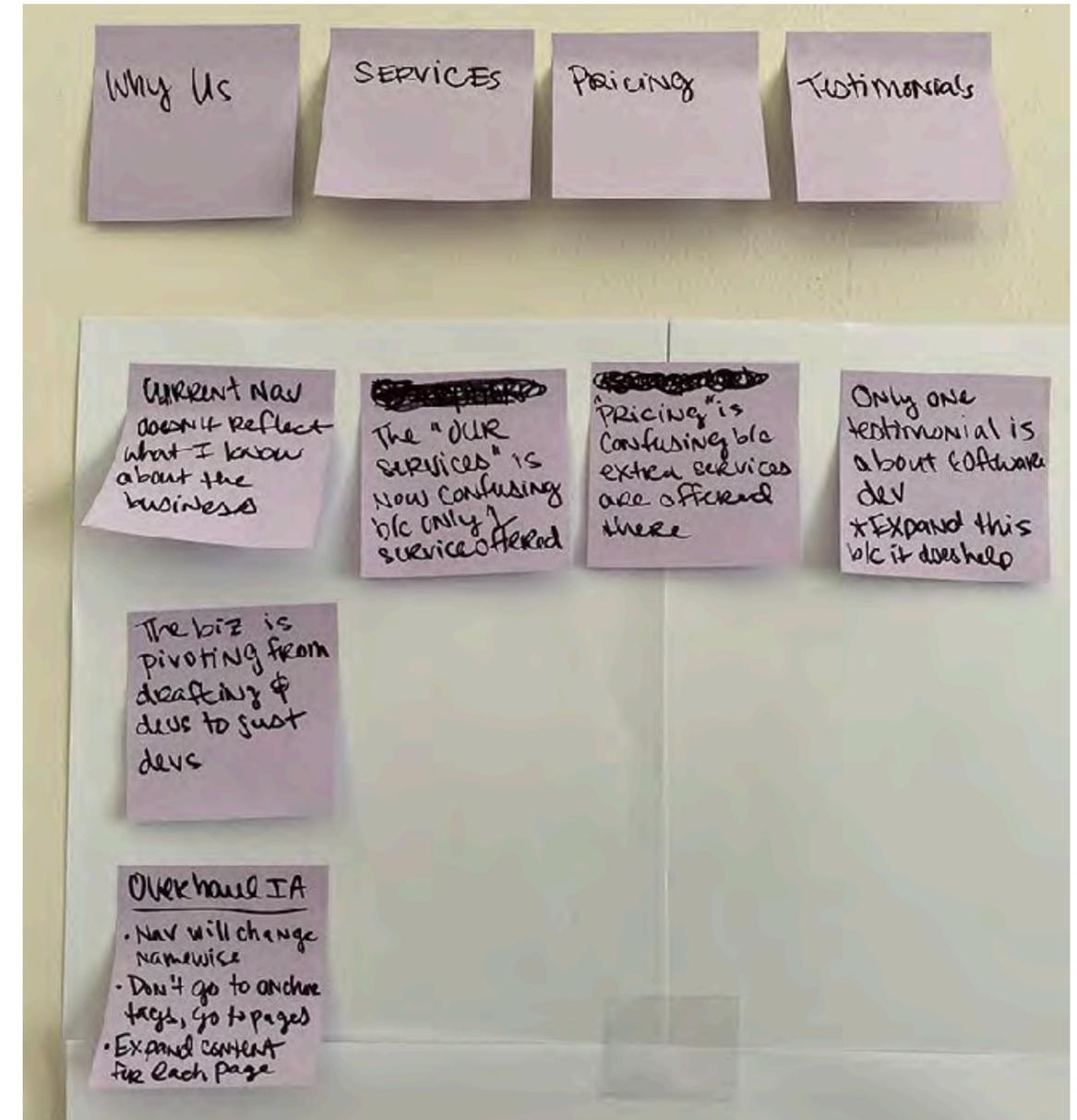
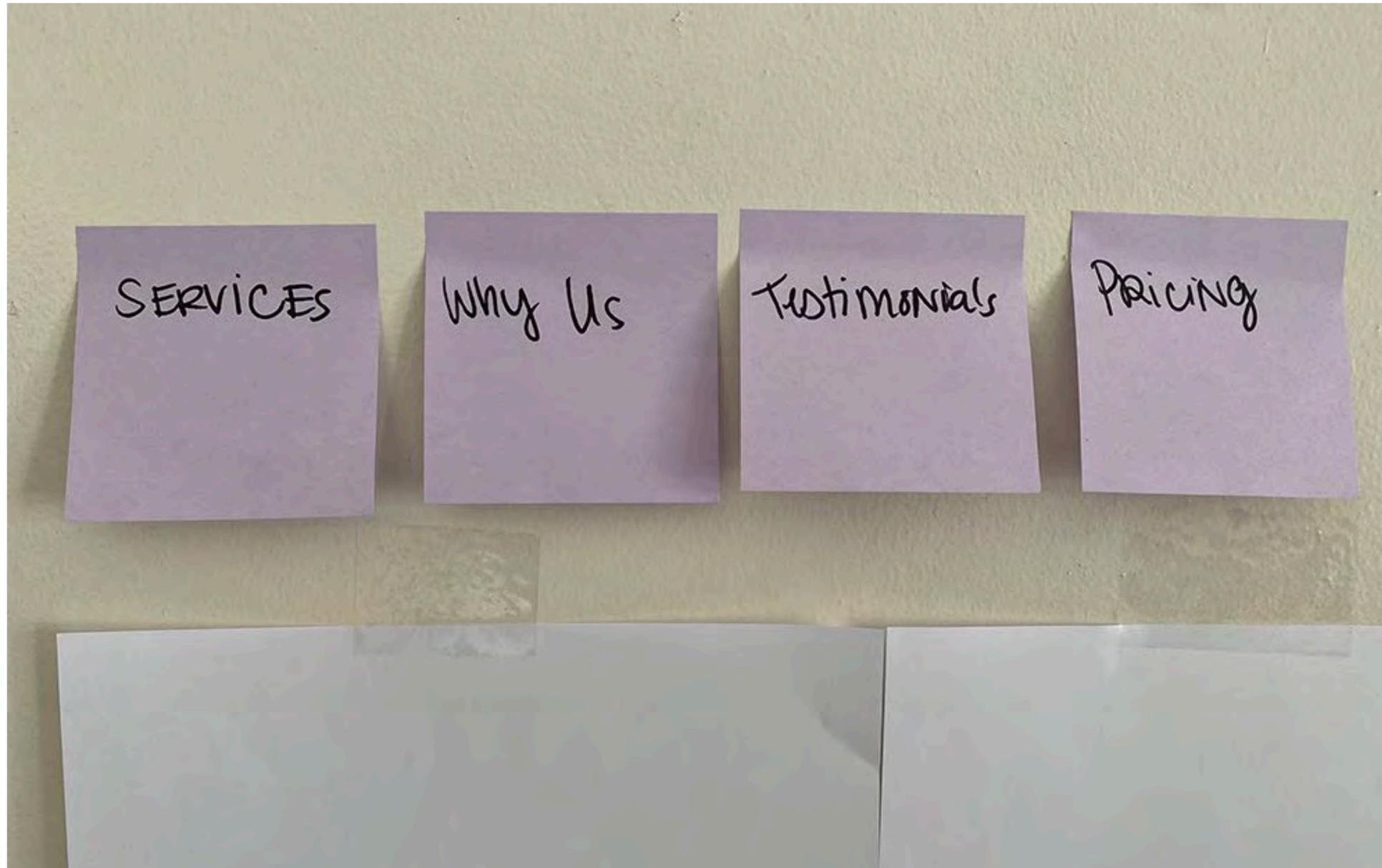
Asana uses parallax scrolling to show the three different project views a customer can choose to work in.



Miro animates their headline like a customer is using the product in real time.



Mural loops users working on their whiteboard in the tool.



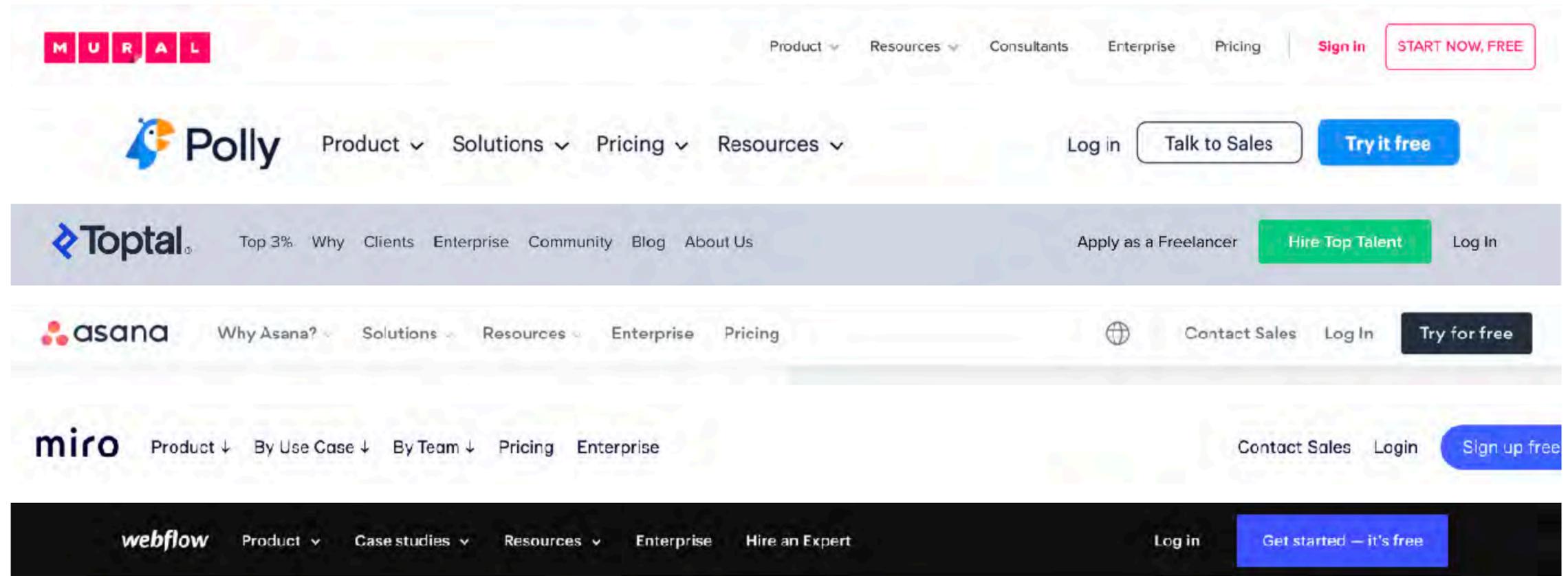
ANALYZING THE UPTALENT SITE

Moving forward, I used Post-It Notes to flag information architecture discrepancies and questions that did not match the mental model desired by the stakeholder.

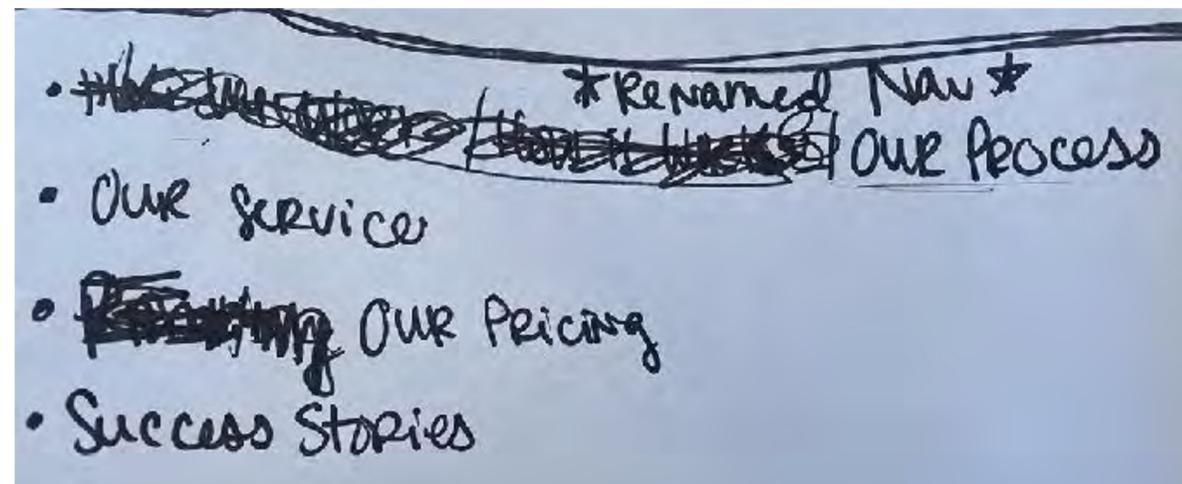
COMPARING NAV NOMENCLATURE

I conducted a competitive analysis to get a sense of the language being used in the industry to make more informed designs around the IA. It isn't a 1:1 comparison, though, as most of my references were to digital products versus Uptalent's human "product" that focuses on building relationships. I chose the nomenclature of "Our Services," "Our Process," "Our Pricing," and "Success Stories" to bring that human element to the website.

Reference nomenclature (top to bottom): Mural, Polly, Toptal, Asana, Miro, Webflow

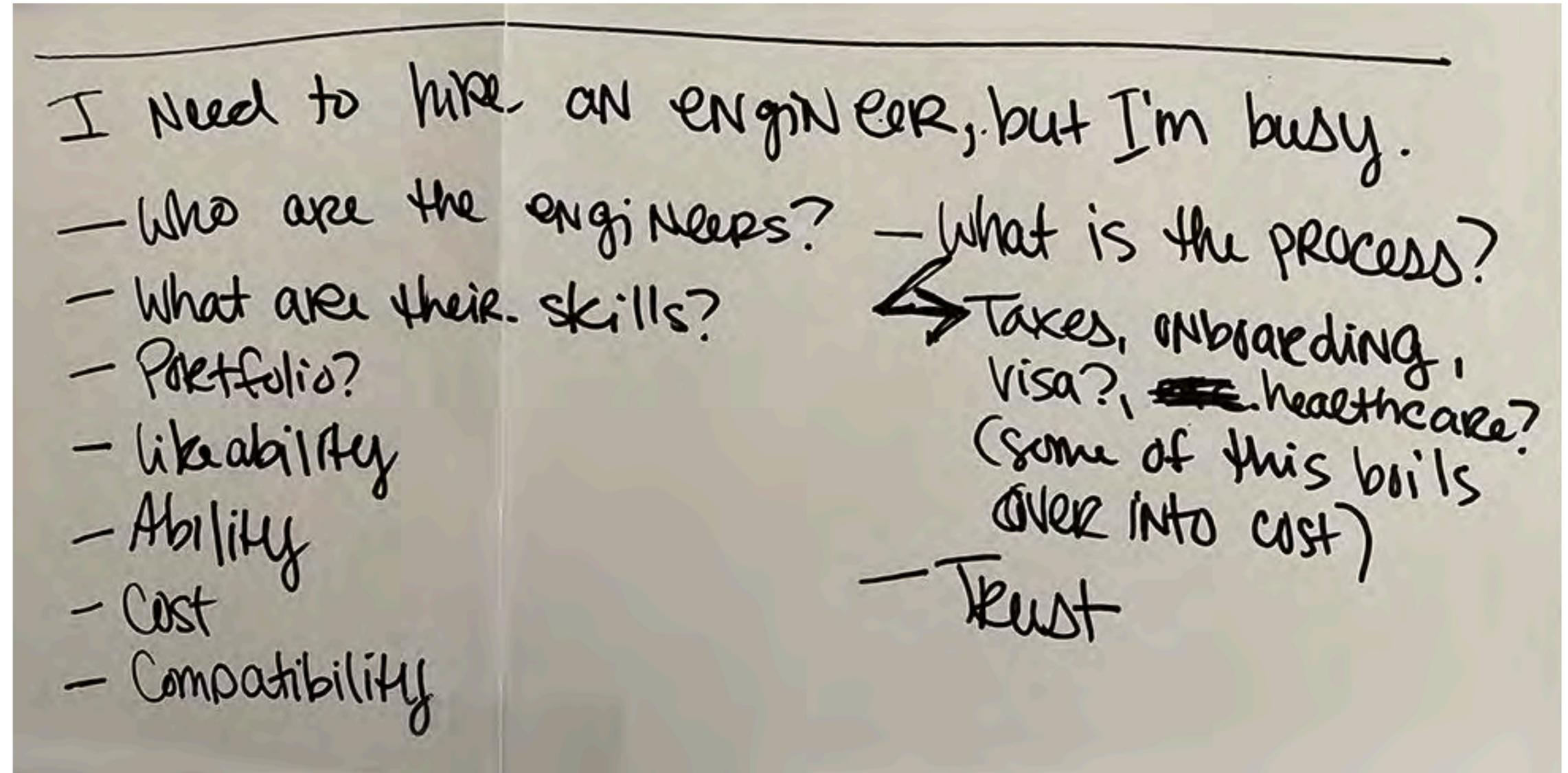


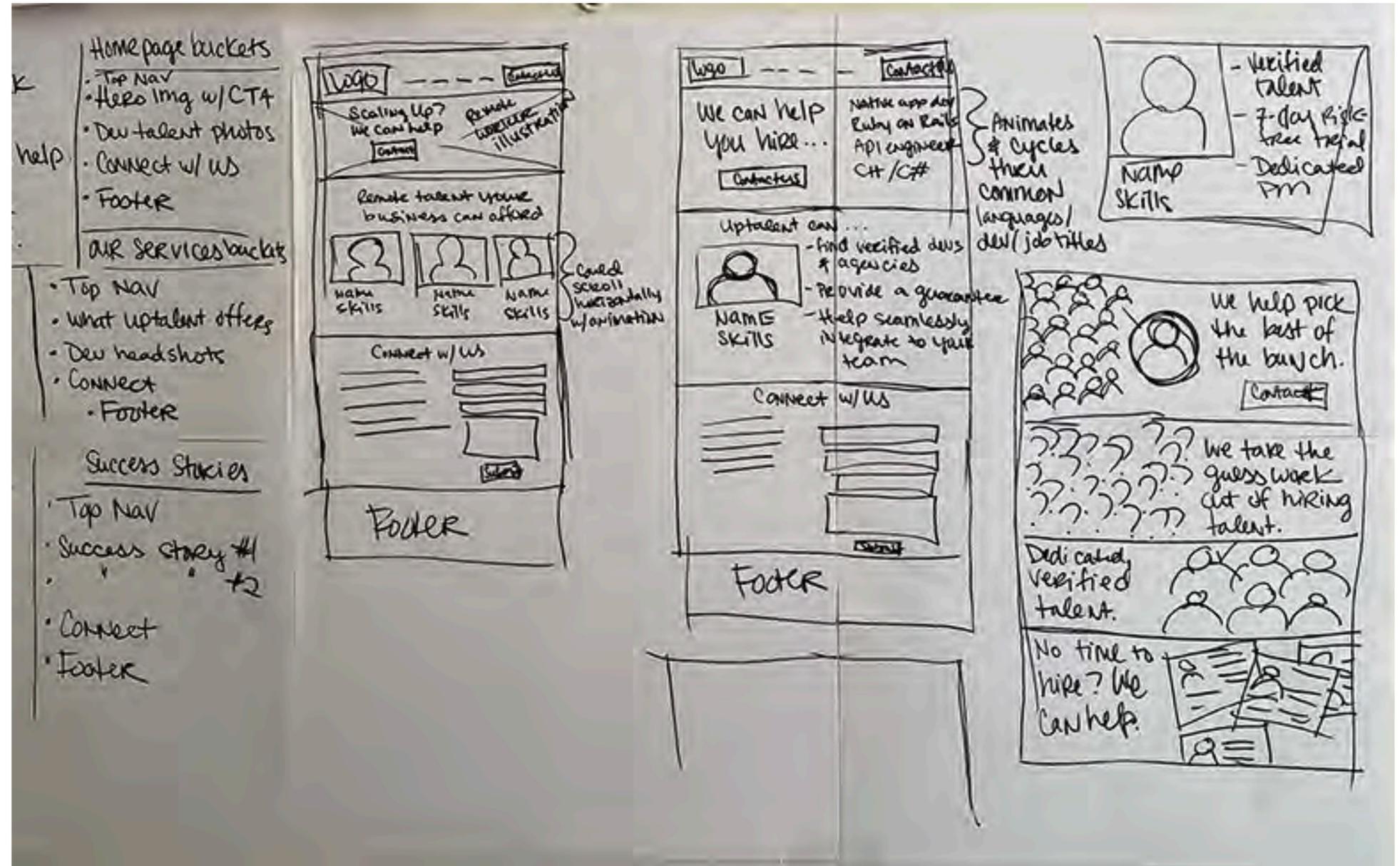
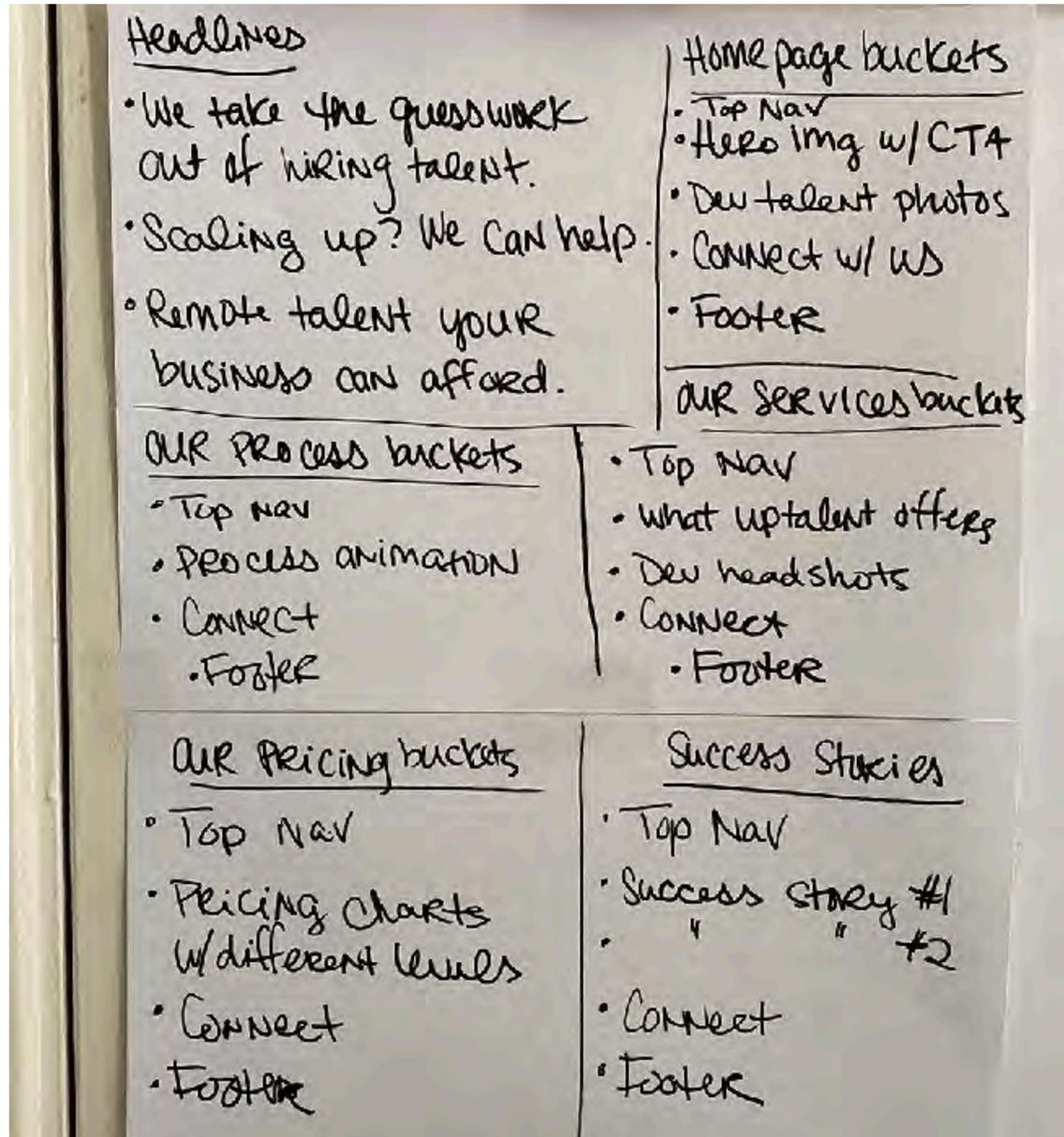
The nomenclature I'm proposing for the redesign



WHAT VALUE DOES UPTALENT BRING?

I saw an opportunity to clarify what Uptalent offers. Currently, the “Services” link lists drafting and software developers, but the “Pricing” link lists additional services such as graphic and web design. Knowing the business is pivoting, I put myself in the place of someone who needs to hire a remote software developer, asking questions that a hiring manager would need to have answered while searching for a contractor.



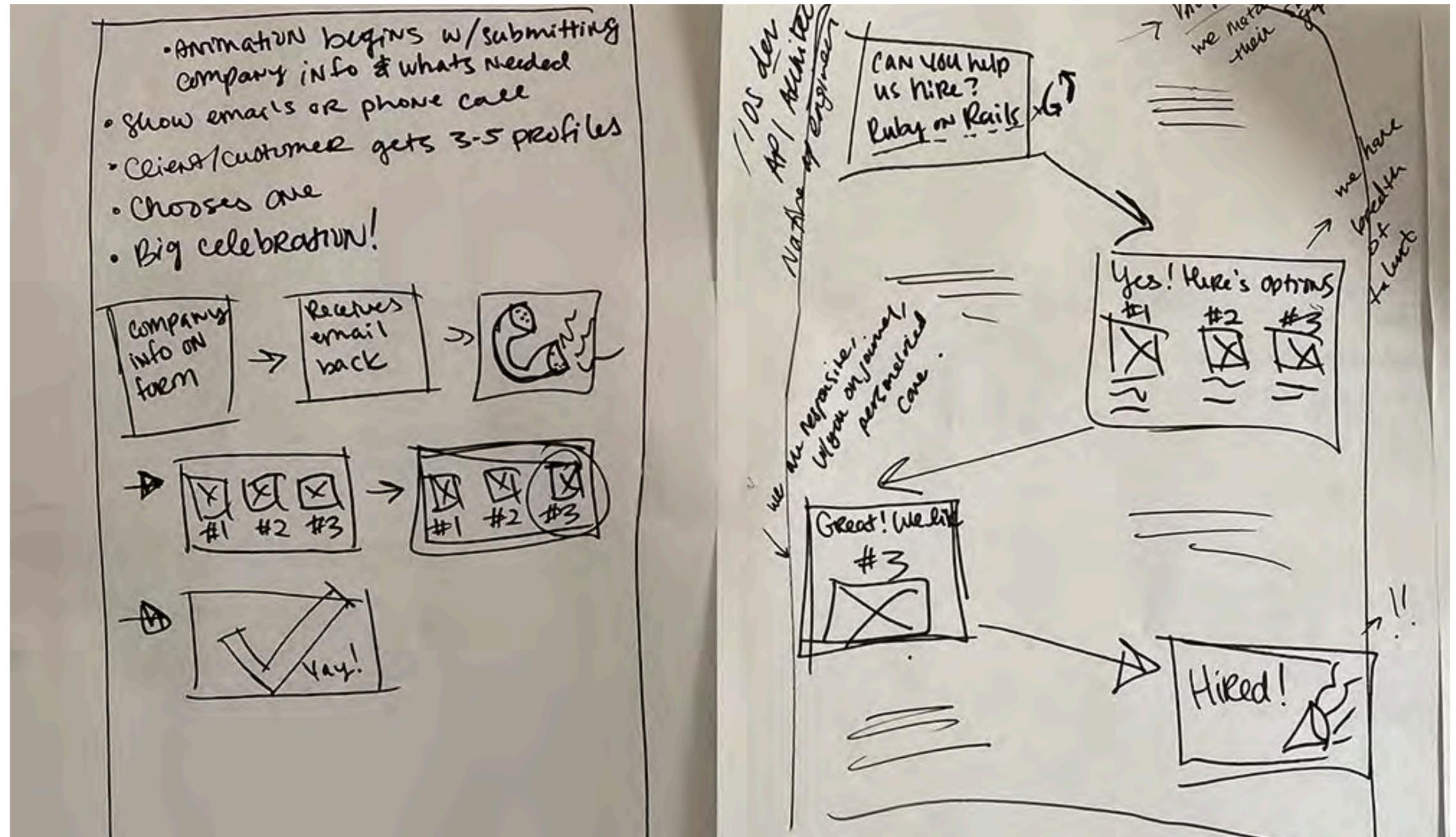


SKETCHING AWAY

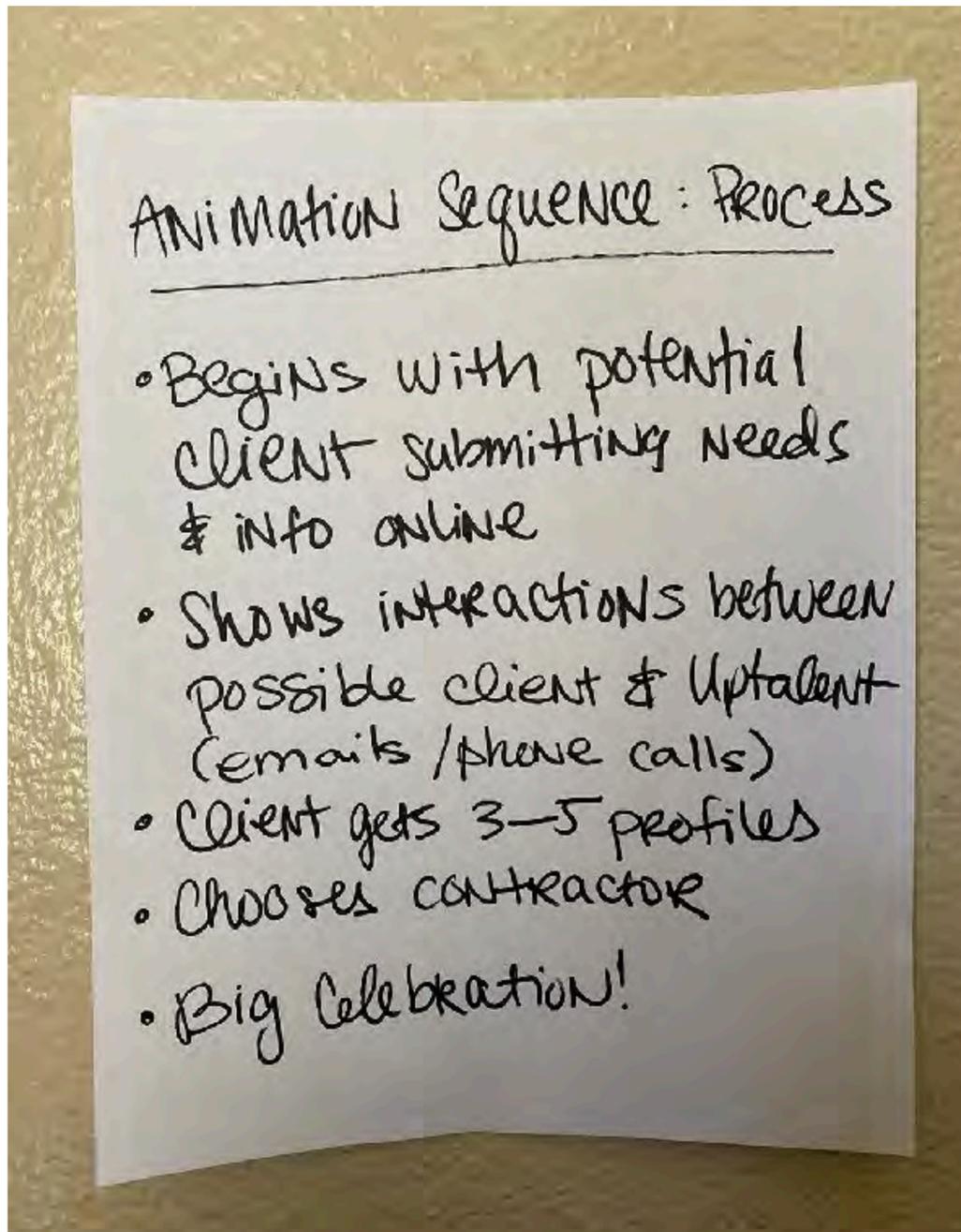
After clarifying the IA around the pivoting business, I wrote new section headlines and split up the website pages into content buckets (left photo). I made sure to include explorations around animation on the homepage as well.

ANIMATING A HUMAN PROCESS

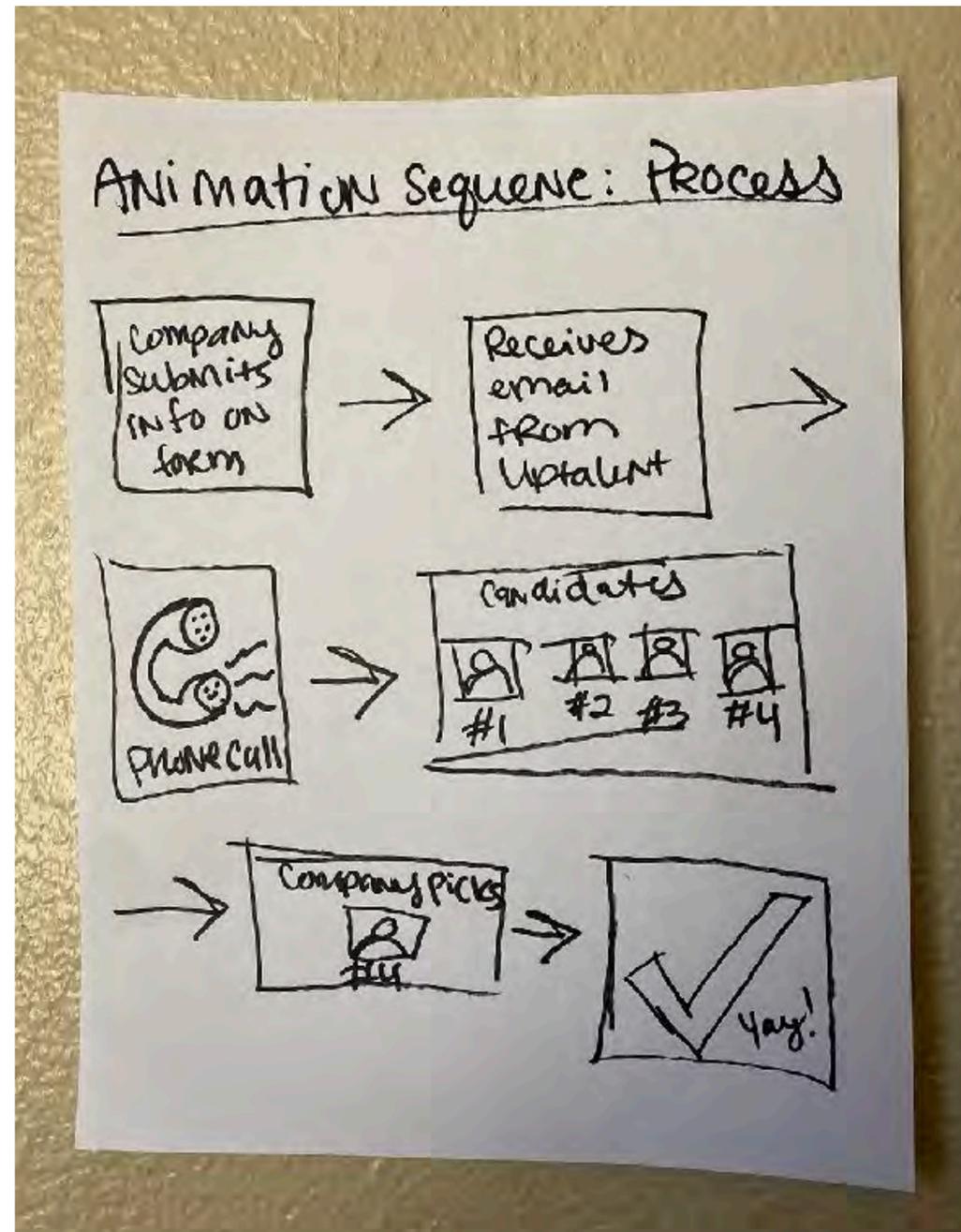
Simultaneously, I was imaging how I could show the process a potential client would go through to have Uptalent help them hire for a skill gap on their team. I started with writing down what I knew of the process and created mini storyboards, bringing the boards down from six to four.



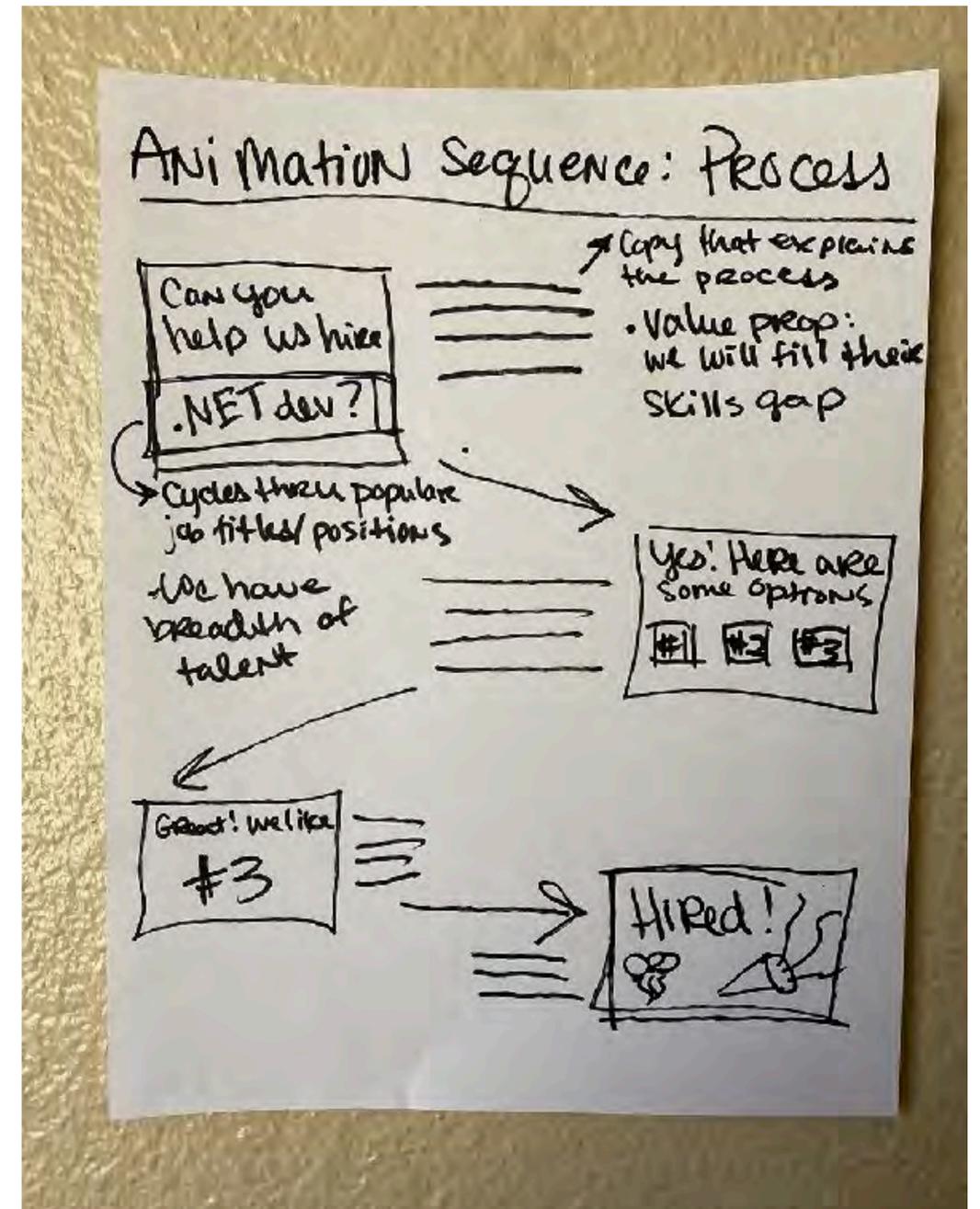
The idea of **adding animation** to the homepage that wasn't a dizzying scroll came as I worked on how to animate the process of clients hiring through Uptalent. Referencing **Asana's simple style** of showing the different views of their product, I cleaned up the original sketches and added **annotations** to better explain each step.



The written process.

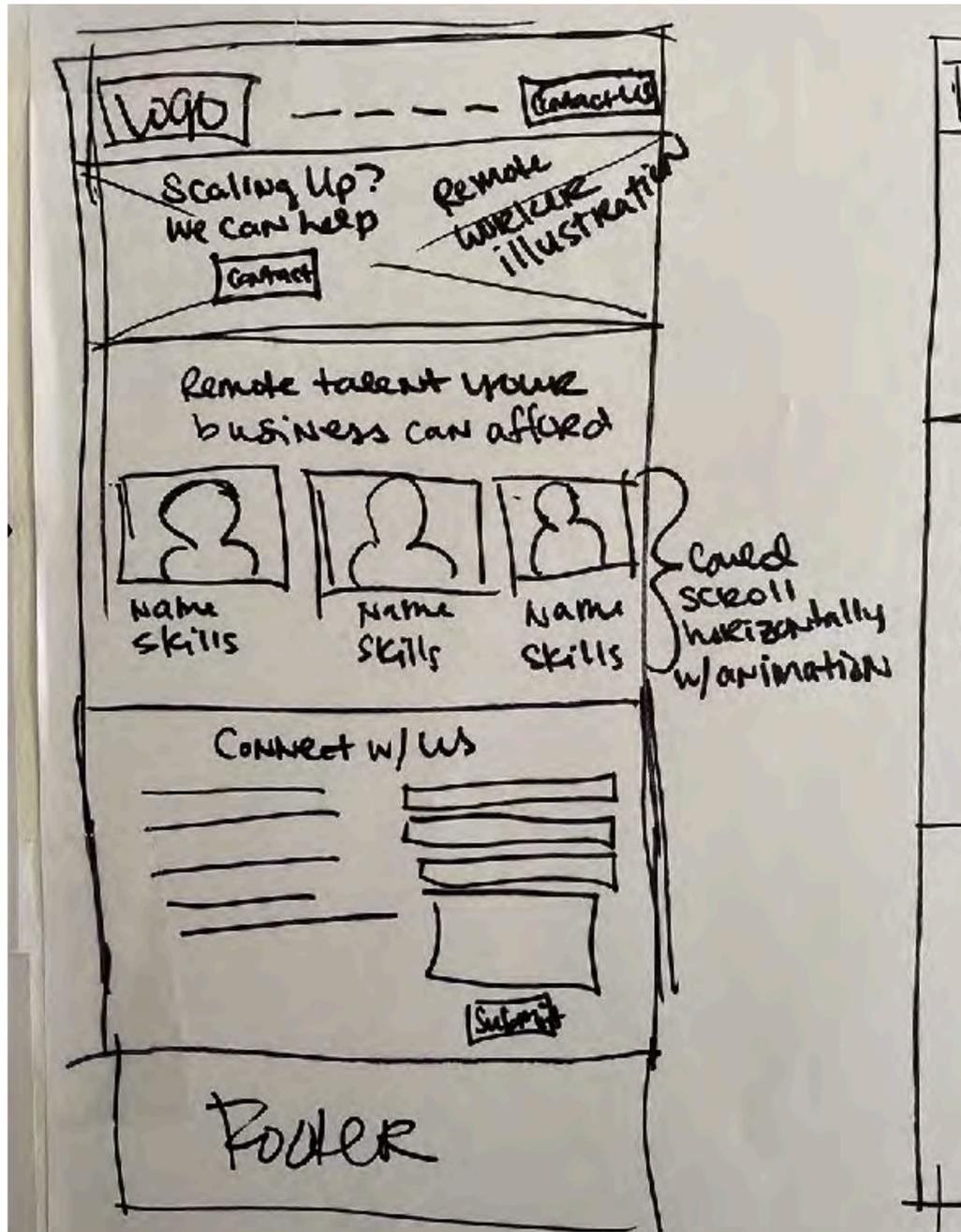


Bringing the process to life but noticing redundancies.

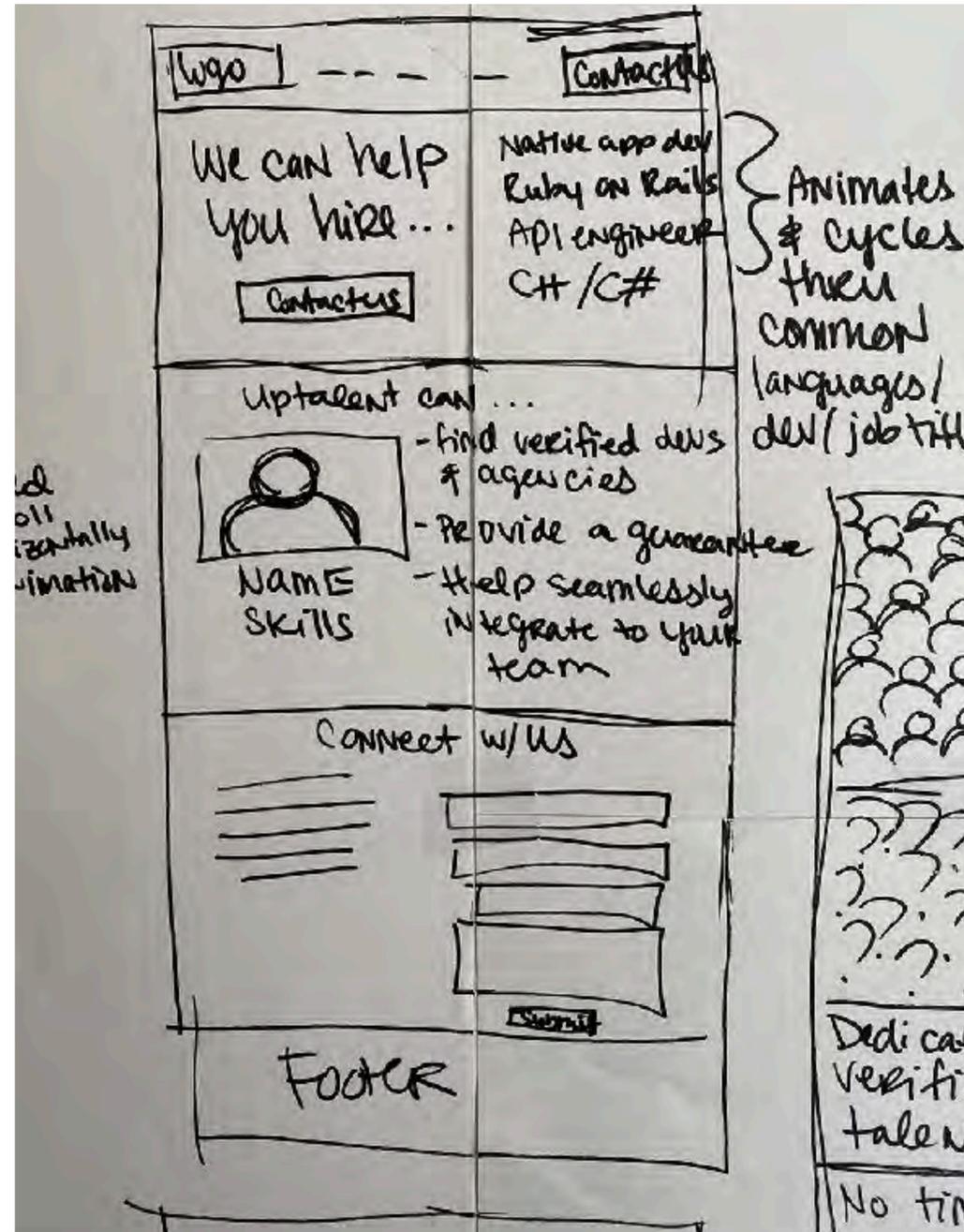


The final storyboard that simplifies the process to four panels of animation that can come through with parallax scrolling.

Step 4, **iteration**, is really done in tandem with Step 3, sketching. As I sketch **one idea** down on paper, I'm already thinking of the next sketch. Changes may be minor, but sometimes that's the way to **push forward** to a breakthrough.



Homepage sketch 1.



Homepage sketch 2, bringing animation into the hero.



Rapid-fire iteration on how to make the dev talent bucket look less like Toptal and other common designs. These were all done in 5 minutes.

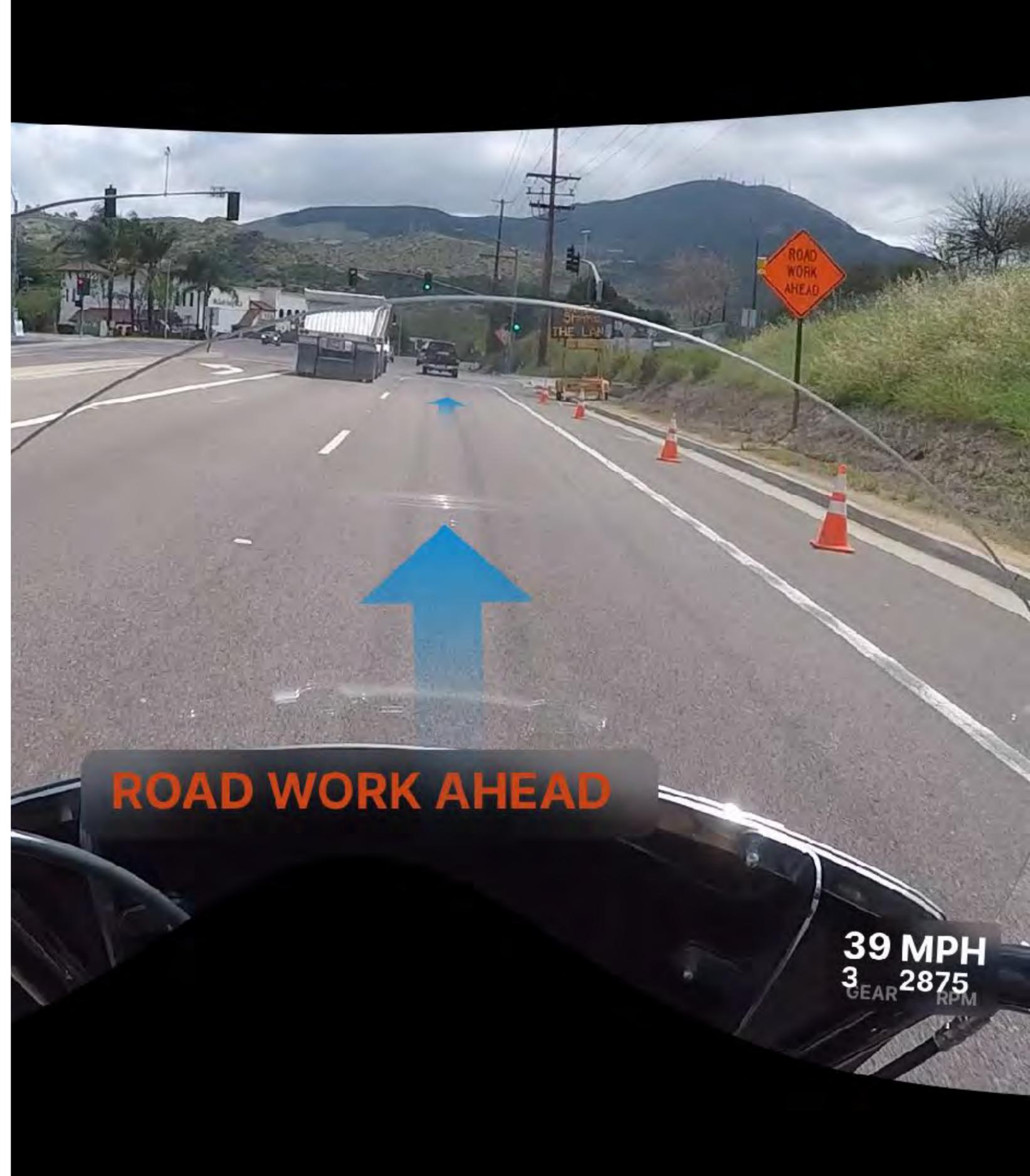
Improving safety for motorcyclists by designing a helmet-integrated Heads Up Display (HUD) interface

PROJECT SUMMARY

A conceptual interface project for a helmet-integrated heads up display (HUD) to help keep motorcyclists safe while riding on surface streets and freeways.

MY RESPONSIBILITIES

- User Research
- UI Design
- Interaction Design



THE PROBLEM & THE OPPORTUNITY

Motorcyclists face not only distracted drivers on US roadways, but also distractions themselves, thanks to the dependence and interconnectivity to technology. Can that same technology, integrated into a helmet, help lower distractions and save lives?

Using automotive HUD interface designs as my base, I wanted to design a solution for motorcyclists that made common tasks such as music control, answering phone calls, and checking speed, gear, and RPMs less of a distraction behind the handlebars.

“I listened to one song like 3 times because Google Maps kept talking over the best parts.”

“My phone nearly fell out of the holder on the freeway!”

“Sorry I’m late, missed a couple turns again...”

Developed through user interviews with 5 other motorcyclists, these personas are what I will use as a proxy to gut check work along the way.



The Technophile

tech·no·phile: a person who is enthusiastic about new technology

The primary users of this HUD are technologically savvy Millennials and Gen Zers who are safety conscious and tend to be early adopters of new tech items.

Age Range: 23–38 • Gender skews male • Sometimes wears protective gear • Willing to spend \$ on cool gadgets



The Audiophile

au·di·o·phile: a hi-fi enthusiast

They are also audiophiles that despise GPS instructions interrupting the beat drop, and don't want to keep their phone on their handlebars.

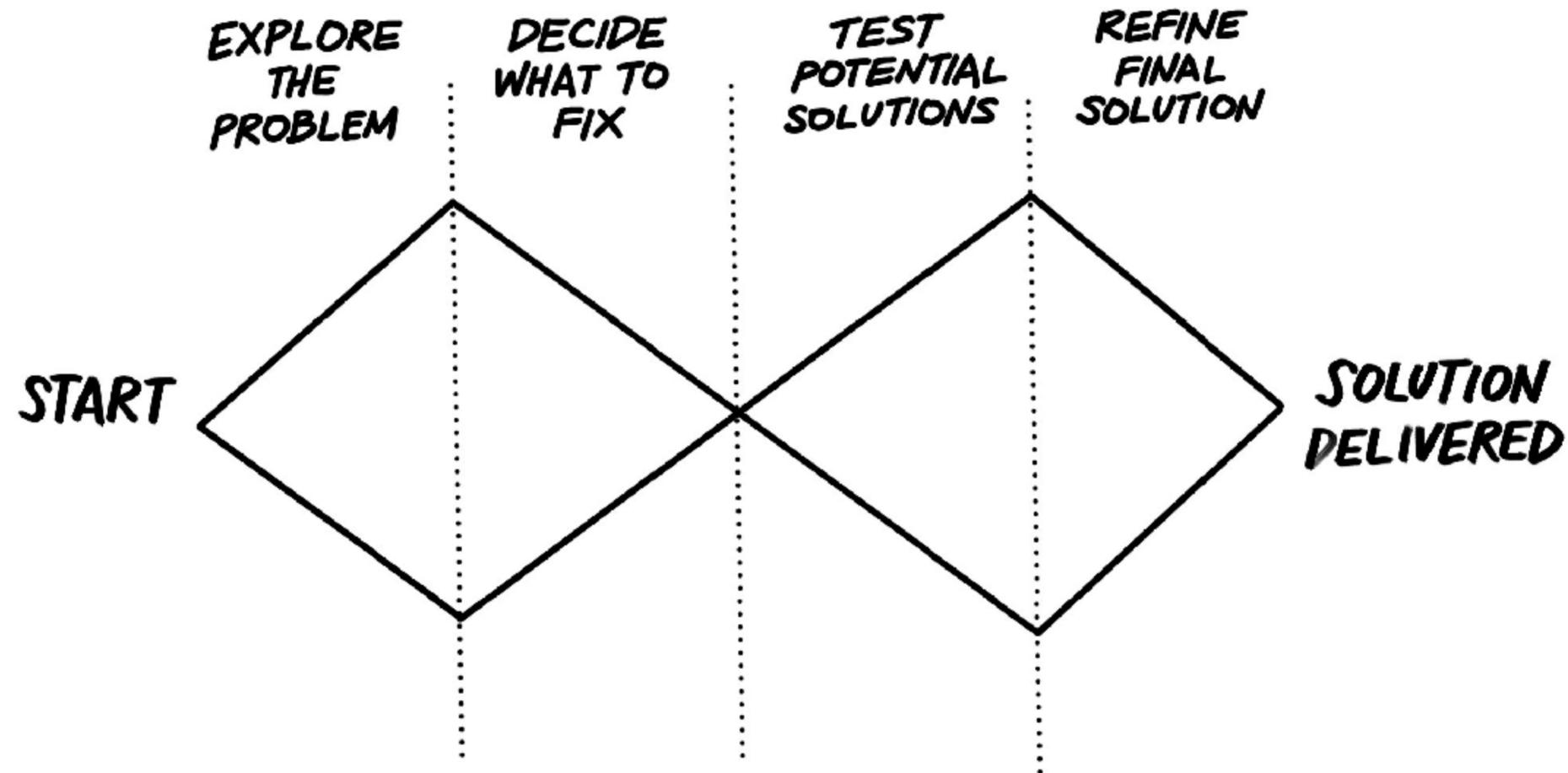
“I miss a lot of turns because I turned the voice off on Google Maps. I hate the interruptions!”



And me! While “you are not your user” rings true, I’d be remiss if I didn’t acknowledge that this project stemmed from a need I had as a motorcyclist myself!

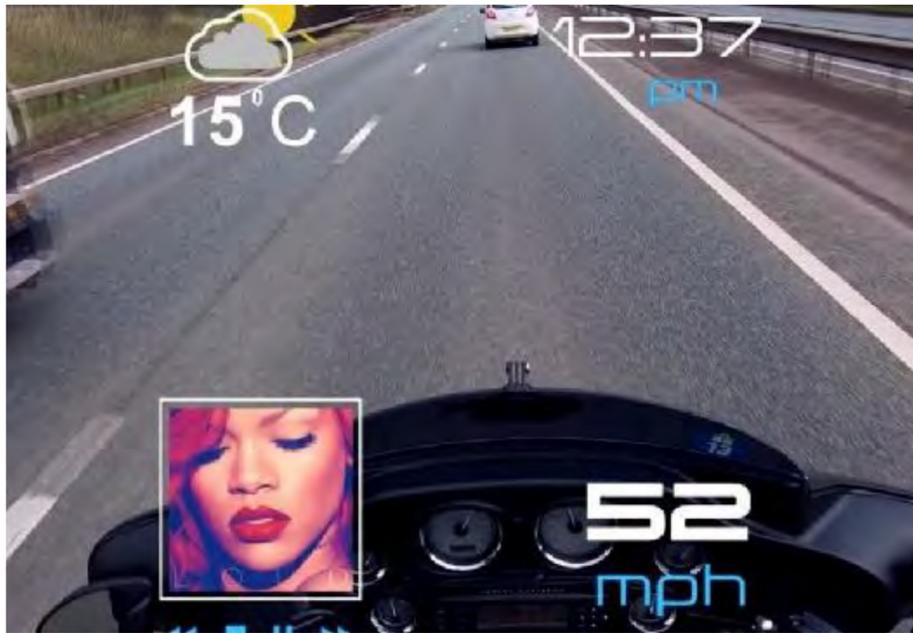
I’ve been riding for nearly 6 years and have close to 60,000 miles under my belt. My current motorcycle is a 2019 Harley-Davidson Heritage Softail Classic 114 Stage 1.

This project is very research-heavy, and the **Double Diamond Methodology** gave me a research-based process to work from. Being able to talk to my fellow bikers and get valuable input helped me narrow the project scope and iterate, iterate, iterate.



Below are 2 motorcycle HUD concepts from two competitors. Both were supposed to come on to the US market, but have quietly disappeared outside of old articles that mention them.

Competitor 1 (2018)



- Elements are large, distracting, and extraneous
- Important real estate in the rider's field of vision is covered

Competitor 2 (2016)



- Interesting but unfamiliar interface that takes up a lot of real estate
- The road work alert is great, but is it international?
- RPMs missing

 **What's the holdup on getting HUDs to the market?**

From what I've read in my research, and also feel comfortable make assumptions on, the main factors could be:

- 1.) Battery life and safety
- 2.) Physical size
- 3.) Integration into helmets
- 4.) Costs to consumers

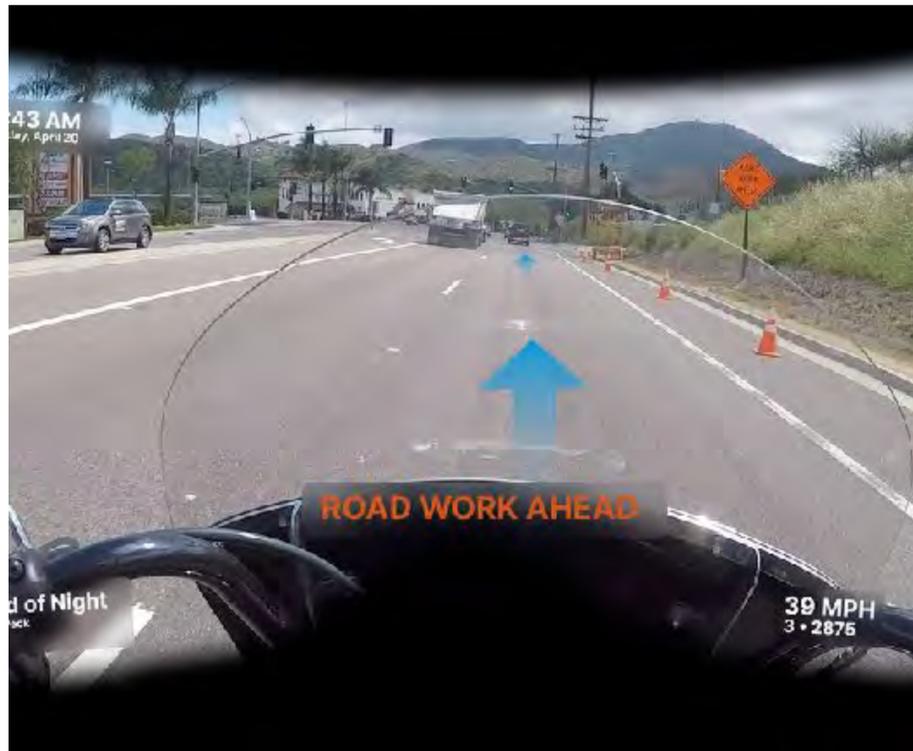
There are currently 2 helmets on the Asian market that ship to the US and they cost about \$1,500USD. They use fireproof lithium ion batteries, but the battery life is only about 4 hours on a single charge.

IDEATION

After many sketch iterations, I landed on two interface concepts that combined the best ideas based on real life motorcycling scenarios commonly experienced on the road.



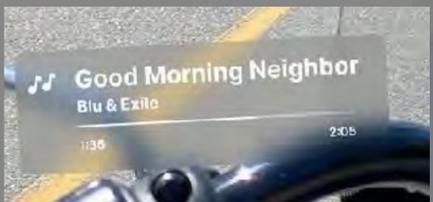
Keeping safety as my top priority, I iterated within my high fidelity wireframes on element content and placement, specifically the clock, music controller, and phone; below are three snapshots of the wireframes, and I'll go more in-depth into the designs in the next few slides.



First iteration



Arrows lead the rider down the road without a need for a GPS voice.

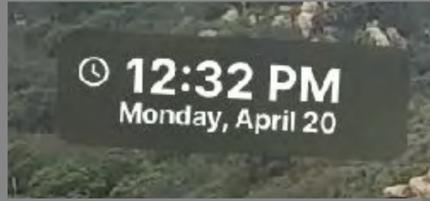


Music player has a familiar icon and is placed out of the way of the rider's peripheral vision.

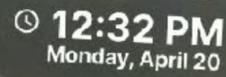


Active phone call shows name and phone number.

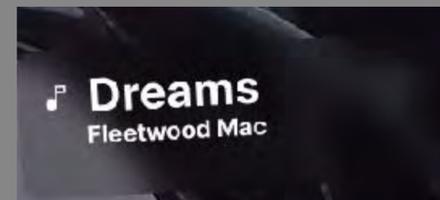
Second iteration



Not included in the first iteration, the clock includes the date, and is out of the way visually.



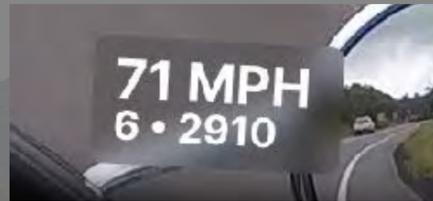
Fewer arrows leave more visual space to spot objects in the road.



The music player has lost the extraneous and possibly distracting time bar.



When the phone is not active, the icon goes away.

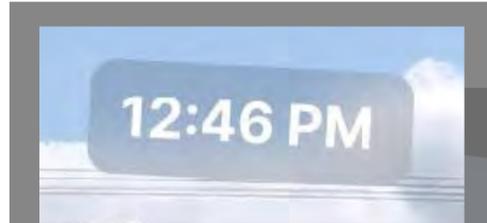


Rider does not have to "speedo gaze" to see their speed and RPMs.



Speed limit is familiar to American riders.

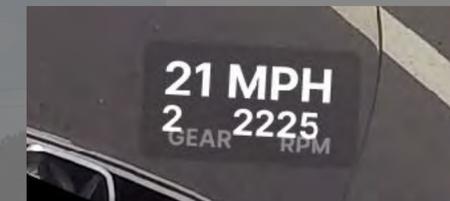
Final iteration



The clock is now just a clock, there's no need for the date.



A gradient leading up to the stop sign gives a visual cue for how much distance the rider has before the stop.



Labels for what gear the bike is in as well as RPMs added.



Globalizing the speed limit sign allows riders in border zones to ride in MPH or KPH.

The final step in the process was to create a prototype that showcased the HUD in action, specifically how the rider would use their voice to skip forward to the next song.



• Don't doubt your own expertise

That pesky imposter syndrome can absolutely have you second guessing what you know you know. I experienced it quite a bit during this entire project, second guessing decisions I know were right. But that's why...

• Research, research, research

...we research! And not just research, but also going back to our users and having them validate our design decisions. Informally, I showed one of my biker friends who I interviewed initially for this project, and got validating feedback.



• Document, document, document

While going through the process of creating this case study, I thought I'd documented everything. I documented a lot, but not enough. Since then, I've started documenting more than I think I'll need. I'd rather have too much and need to pare down.

• At some point, you have to stop _____

Researching. Designing. Animating. On and on and on. This is an iterative process but we could iterate forever if we wanted. There's always something that could be better or improved. But if we never stop, we can never deliver our solution!

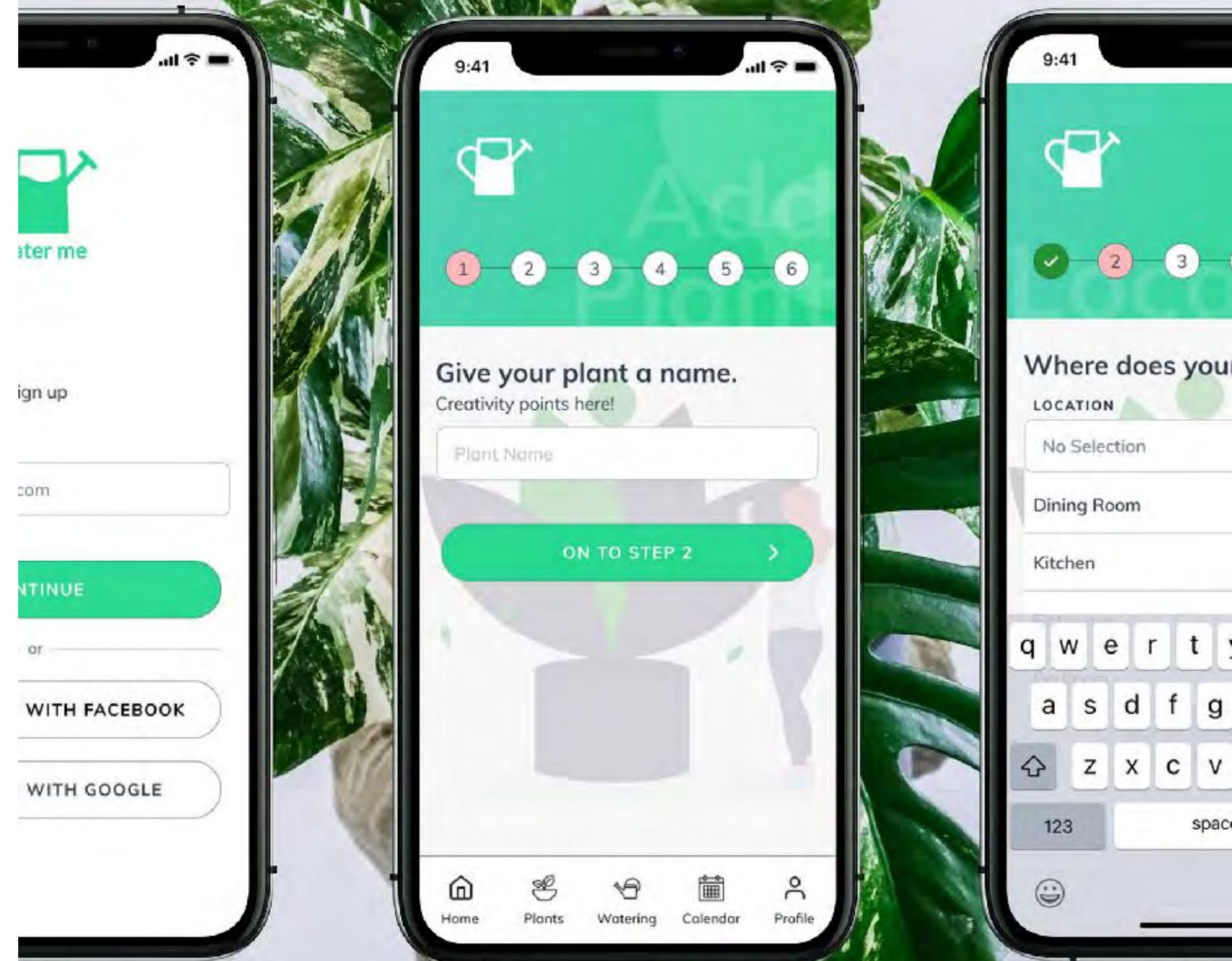
Helping new plant parents navigate plant ownership and care with Water Me, a mobile app for iOS

PROJECT SUMMARY

Water Me Plant Care app is an iOS mobile application that infuses high tech (a water tracking and reminder system) with low tech (sticking your finger in the soil to check for moisture). It is still a work-in-progress!

MY RESPONSIBILITIES

- User Research
- UX Design
- Visual Design



THE PROBLEM & THE OPPORTUNITY

The houseplant trend has seen a resurgence in recent years. Today, with the COVID-19 pandemic keeping everyone indoors as much as possible, people are turning to plant care as self care. But new plant owners are finding themselves having trouble with knowing when to water, sometimes overwatering to the point of rotting their plants to death.

Water Me aims to help curb that “extra love” given by new plant owners by teaching them when to water as well as reminding them to check moisture levels with their finger, infusing high tech with low tech to prevent a new generation of black thumbs.

Right: headlines from newspapers during quarantine about houseplants.

HOMES

Why Houseplants Make All the Difference in Self-Isolation

BY CASSIDY GEORGE

March 28, 2020

NEWS

People are finding comfort and community during COVID-19 by collecting houseplants

Brook Endale Evansville Courier & Press

Published 6:00 a.m. CT Aug. 23, 2020

LIFE

Going green: COVID-19 pandemic has people drawn to indoor gardening, houseplants

Celeste E. Whittaker Cherry Hill Courier-Post

Published 6:00 a.m. ET Jun. 22, 2020

Home & Garden

In a time of shelter, the houseplant rises to the occasion

Another quarantine must have? Houseplants, says The Sill CEO

The Associated Press

August 16, 2020, 1:00 PM

Through guerrilla interviews at a plant shop and an online survey of plant owners, I developed primary and secondary personas to design for.

PRIMARY

Jordan Jenks



Bio

A transplant from the East Coast, currently living in San Diego. Lives for weekend brunch. Has never owned plants but loves the aesthetic, especially now that ugly grow lights won't be necessary in Southern California. As a social media account manager, constantly aware of emerging and current trends, even with a pandemic going on. Leans very left politically and wants to feel like they are helping in some way. Doesn't own pets but feels a strong urge to have something to care for that isn't expensive.

Core needs

- A reminder to check soil moisture before watering
- A reminder to water in general
- Help recognizing signs of both over and under watering
- Tips on pests, when to repot, and general health

Frustrations

- Feels like money is wasted if a plant dies
- Worried they will show too much love and cause the plant to rot and die
- Overwhelmed by general plant care and needs help to stay organized and on track

“ I love keeping up on trends, and ever since the pandemic and quarantine started, I had to jump on creating a beautiful indoor jungle for my apartment.

AGE 25

EDUCATION Bachelor's in Marketing

STATUS Single

OCCUPATION Social Media Account Manager

LOCATION San Diego, CA

TECH LITERACY High

SECONDARY

Jaime Jones



Bio

A native to the PNW, outdoor lover, avid hiker. Experienced collector with a sizeable personal collection of both common and uncommon houseplants. As a horticulturist professionally, still recognizes that there is always room to learn and grow in terms of plant care. Carefully considers all factors of care before purchasing, especially when the prices get to three and four digits. Lives with partner, who is also an avid houseplant owner, and a dog, who needed to be trained to not eat the plants. Happy to browse nurseries and plant shops and not come home with anything new. Total environmentalist.

Core needs

- More insight into care of uncommon plants
- A reminder to check soil moisture before watering
- Track trends with watering

Frustrations

- Feels like money is wasted if a plant dies
- Concerned with the difference in care in collection and keeping organized
- Needs help with keeping track of so many plants sometimes, especially when a new plant is brought into the collection
- Needs a solution that is on-the-go

“ Plants are a really important part of my work and personal life. I love helping people find plants that fit their homes. Now that I'm expanding my collection, I need to ensure that I'm not losing hundreds of dollars on rare specimens, and make sure they thrive in my care.

AGE 30

EDUCATION Bachelor's in Landscape Design

STATUS In a relationship

OCCUPATION Horticulturist

LOCATION Seattle, WA

TECH LITERACY High

Between the in-person interviews and online survey, I had a total of 15 participants for the research aspect of this project.

0

THE NUMBER OF
MEN WHO
PARTICIPATED

29.5

AVERAGE AGE OF
ONLINE SURVEY
PARTICIPANTS

5

OUT OF 15 WHO
DON'T KNOW
ABOUT PLANT
CARE APPS

2:28

AVERAGE TIME
OF IN-PERSON
INTERVIEWS

EXPLORING A USER'S JOURNEY

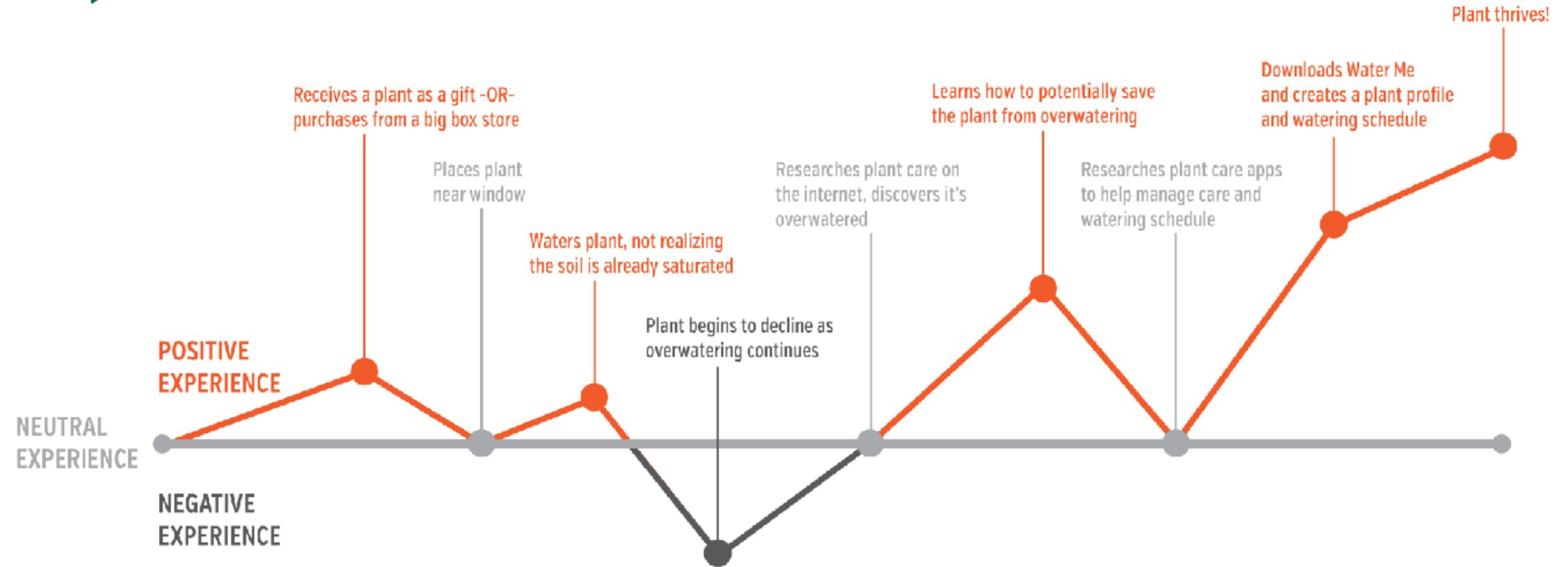
After gathering my interview data, I created user journey maps for both primary and secondary personas that explored how each would arrive at the conclusion they needed a plant care app.

For Jordan, the primary persona, her user journey is mostly positive despite how anxiety-inducing it can be when her new plant begins to decline and she doesn't yet know why.

WATER ME PLANT CARE APP USER JOURNEY: NEW PLANT PARENT



JORDAN
Learning to care for a plant as an inexperienced plant owner.



EXPLORING A USER'S JOURNEY

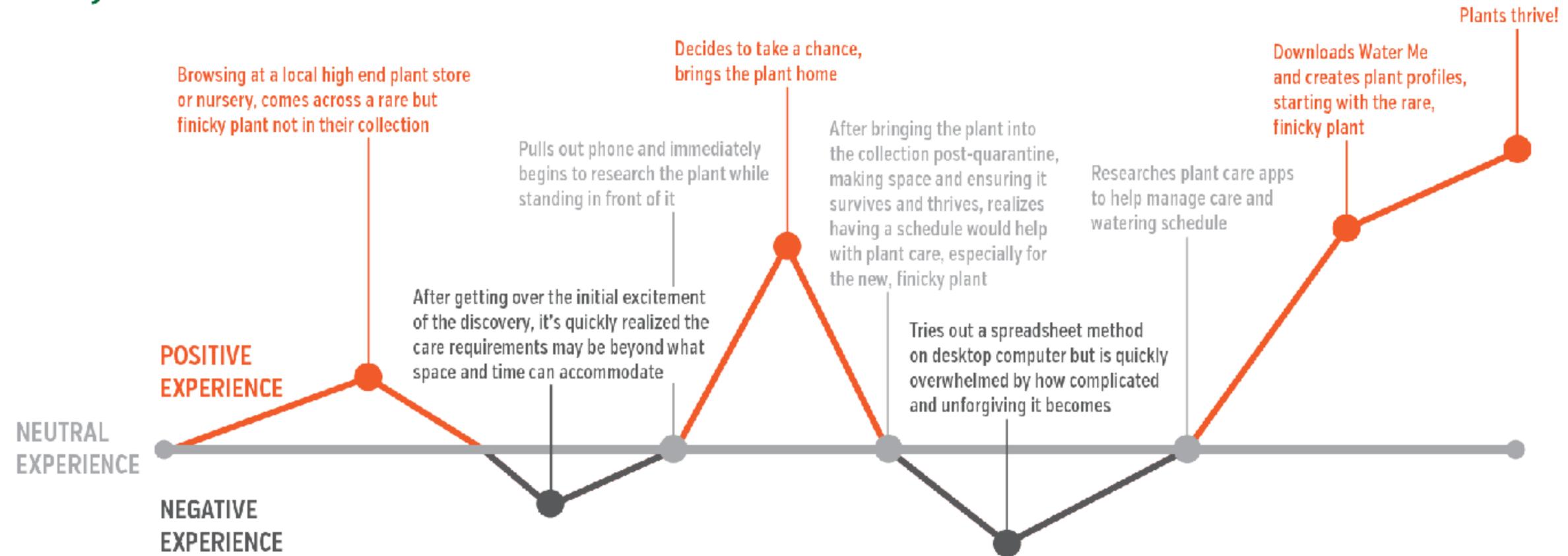
For Jaime, the journey is a little more up and down. She's just dropped a good amount of money on a rare plant that has a finicky reputation, and realizes along the way that she needs better organization than a spreadsheet as well as reminders to check her plants for signs of thirst.

Both Jordan and Jaime end up downloading Water Me because of the reminder feature to stick your finger into the soil before watering, which other plant care apps do not have.

WATER ME PLANT CARE APP USER JOURNEY: EXPERIENCED COLLECTOR

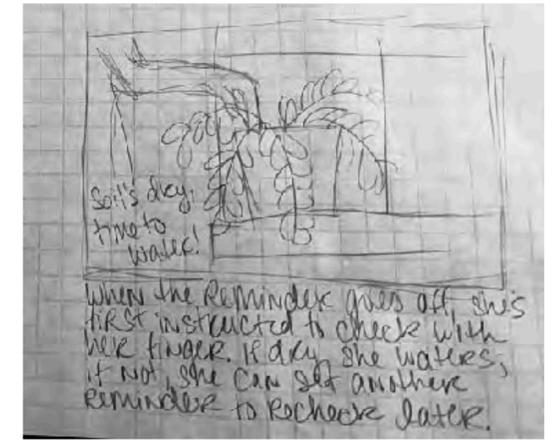
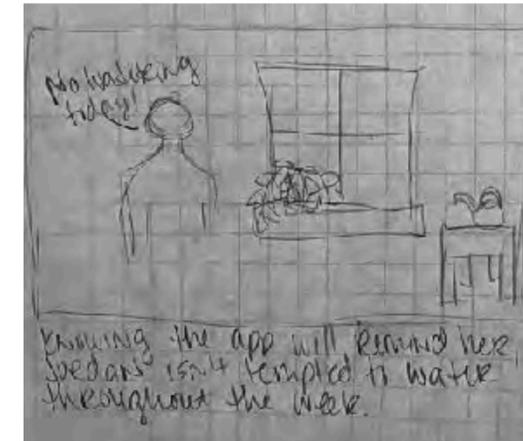
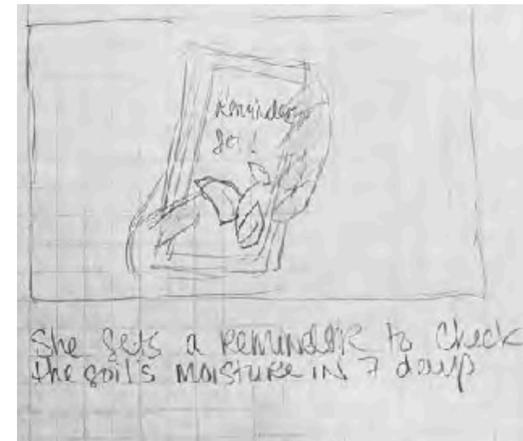
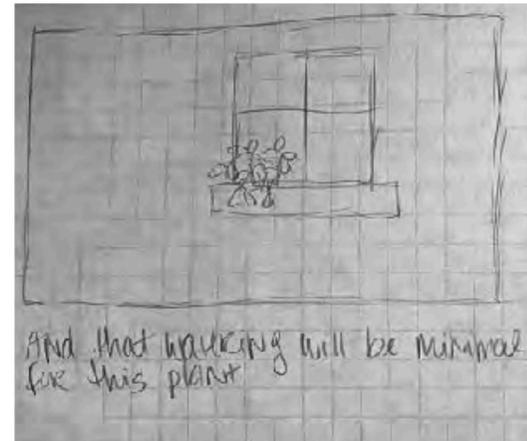
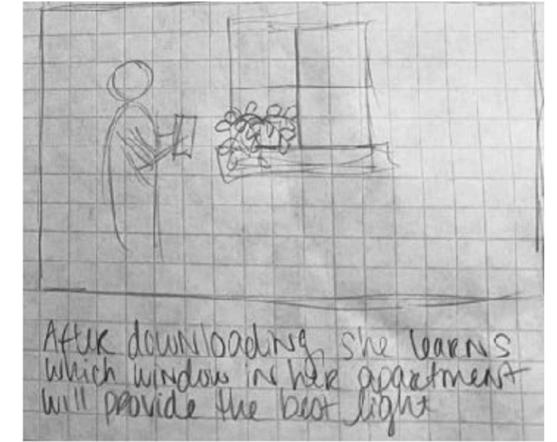
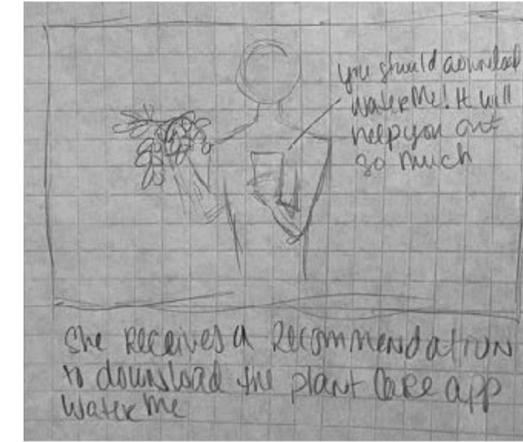
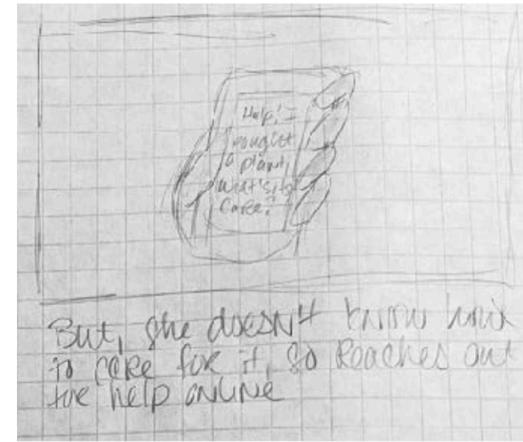
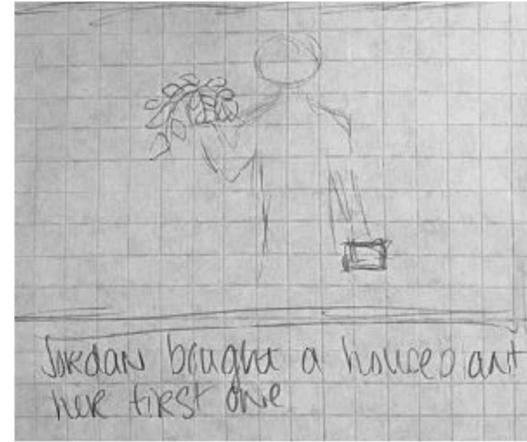


JAIME
Learning finicky plant care and better plant management



VISUALIZING THE STORY

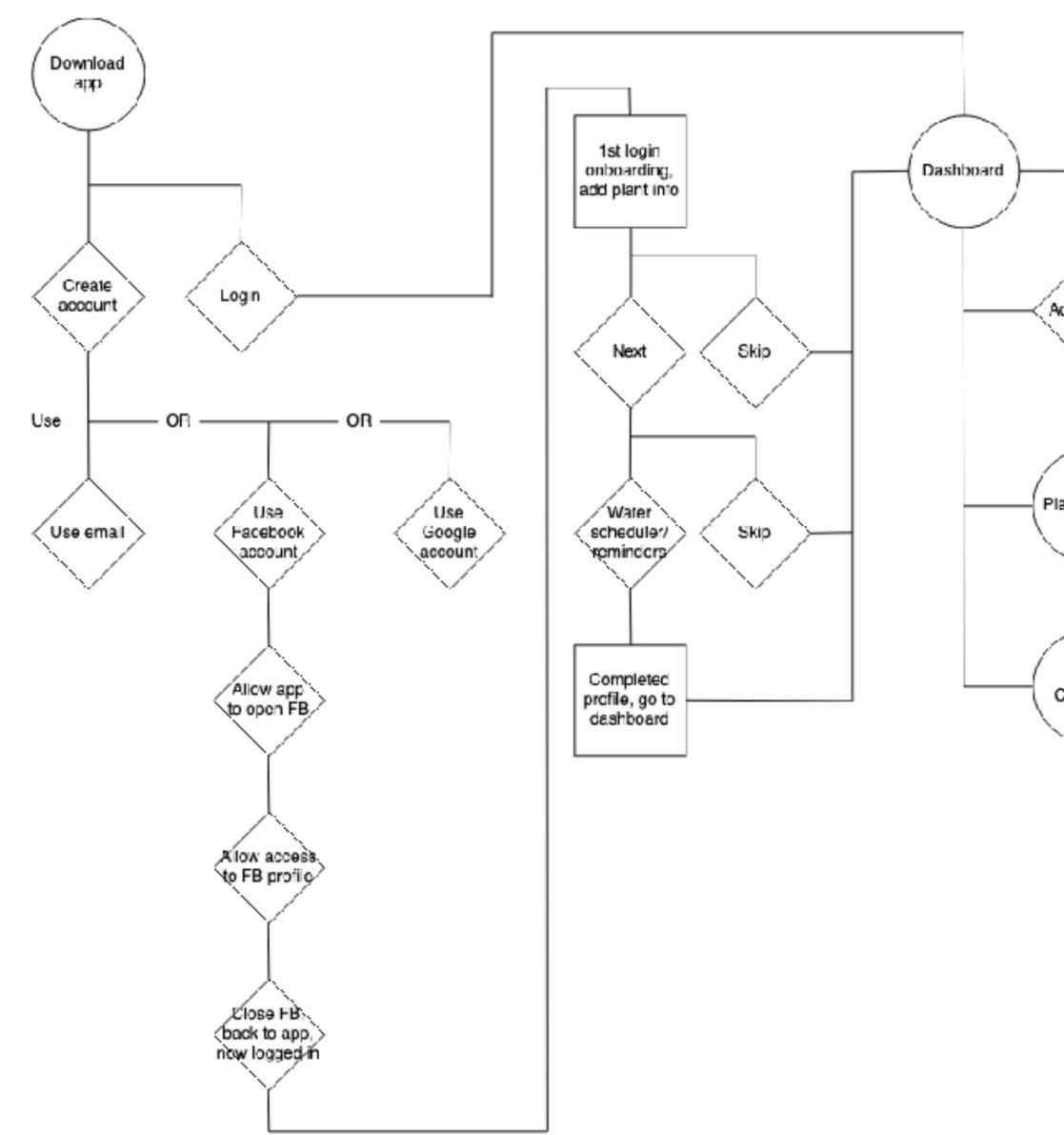
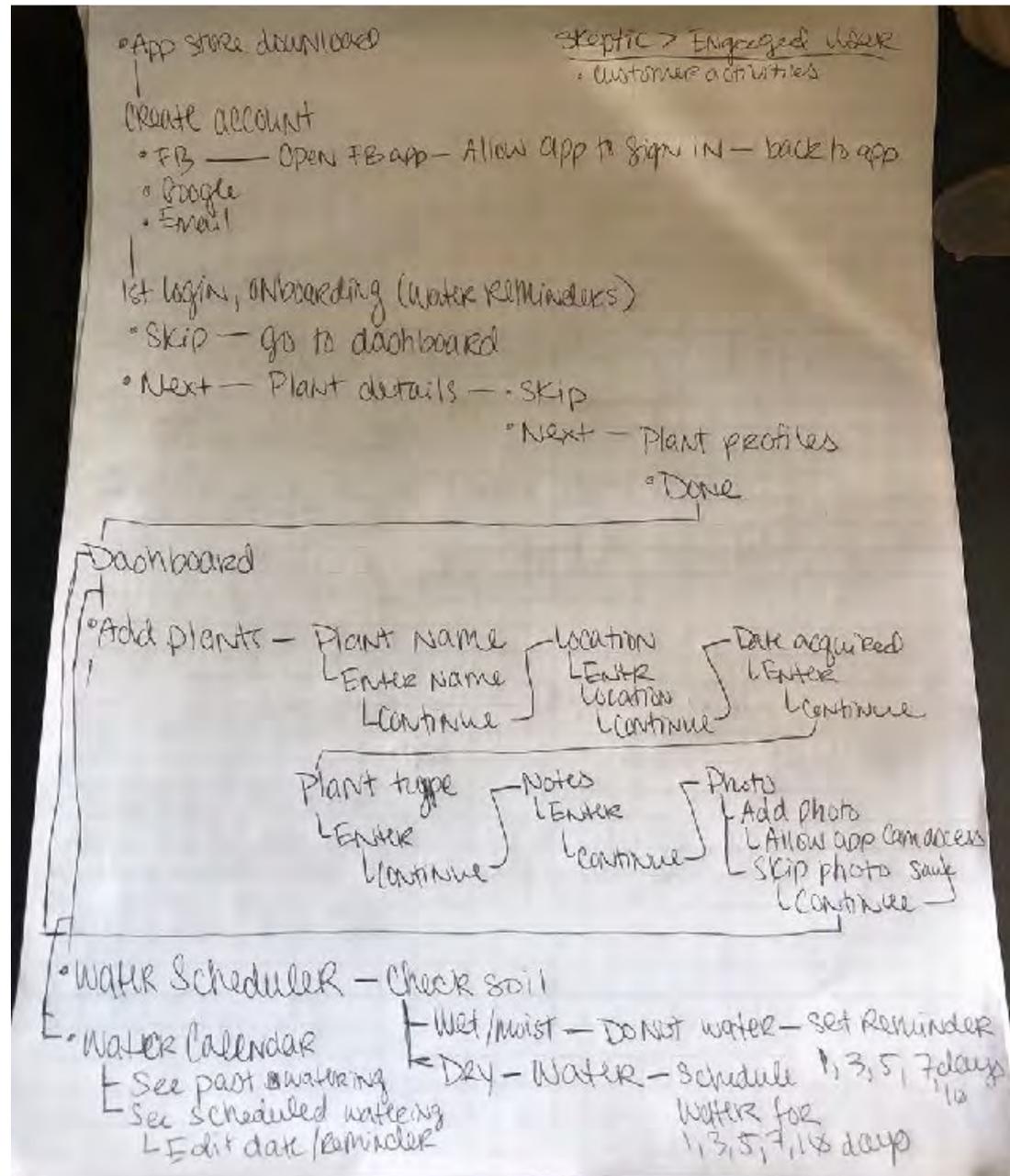
The final part of the people puzzle was to storyboard out Jordan's interactions with the app after she downloads it and helps her plant to thrive.



LET IT FLOW

My initial user flows for signing up and onboarding a new user featured how the user would sign up for Water Me using their Facebook account. They also have the option of using their Google account or just their email and creating a password.

Right: written out user flow with pen and paper.
Far right: the flow created using draw.io

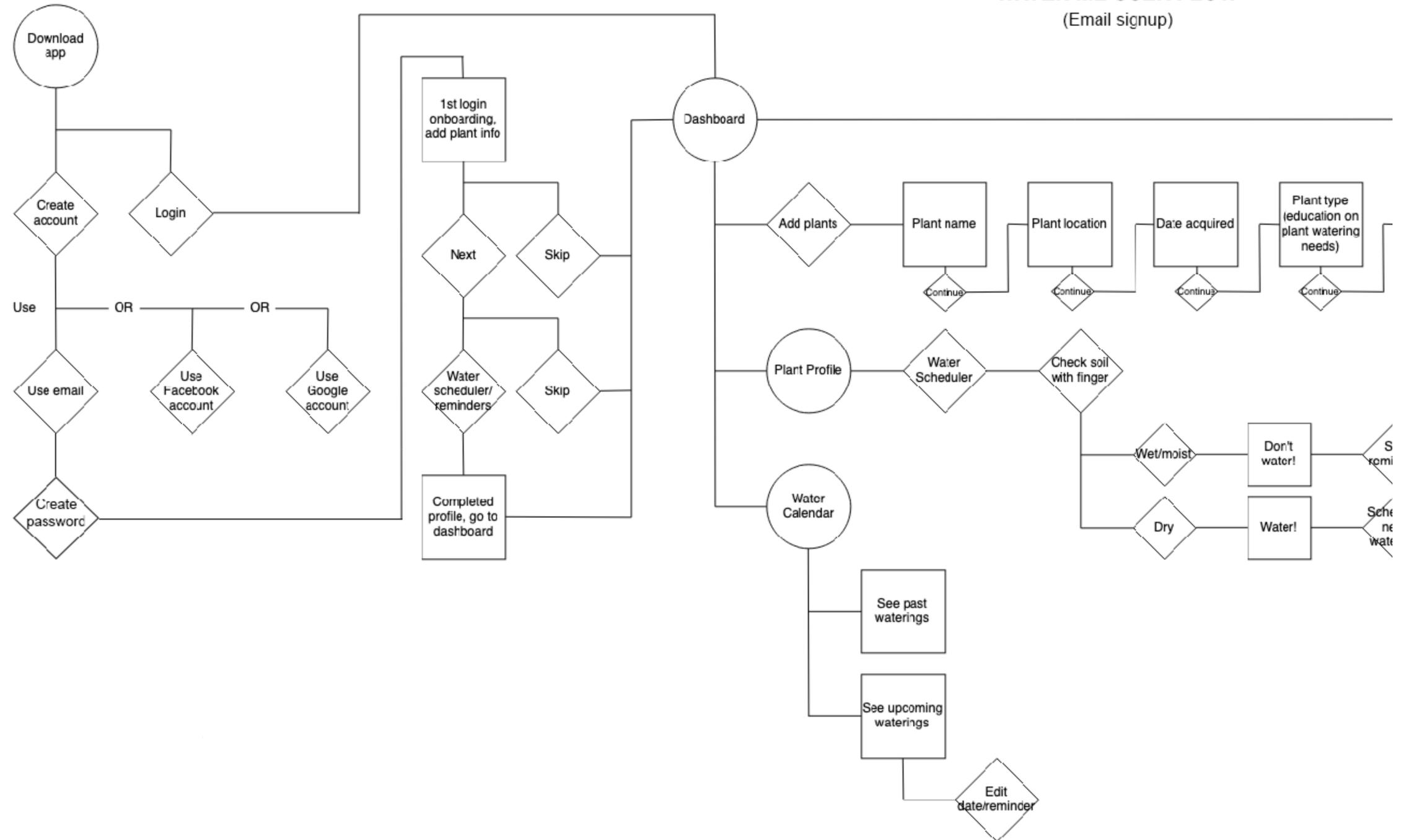


LET IT FLOW V2

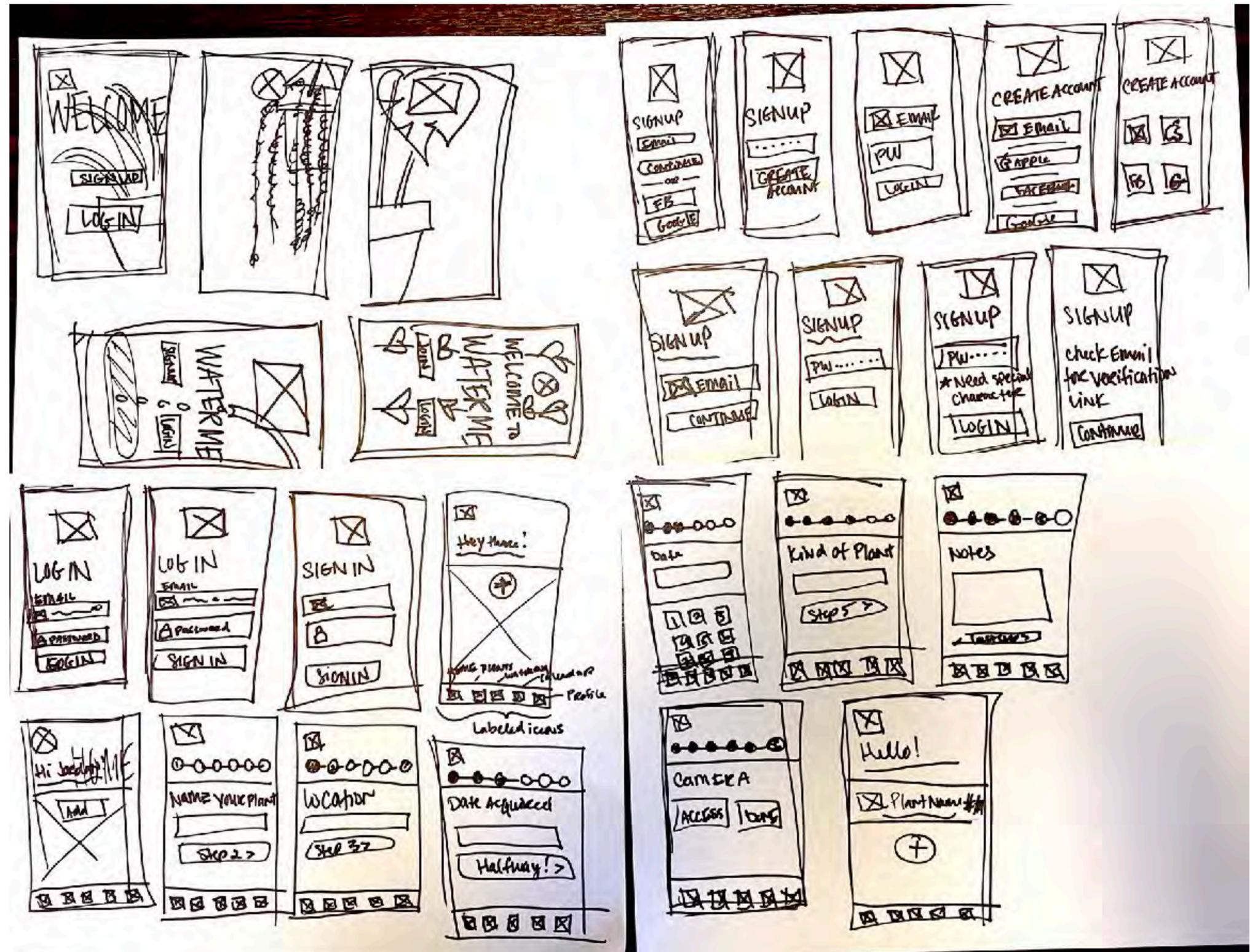
I created a second flow for users that used their email; some people don't want to link their Facebook account to other apps for privacy reasons, and there are others that don't participate in social media.

It also creates a much faster way for users to get into the app and onboarding.

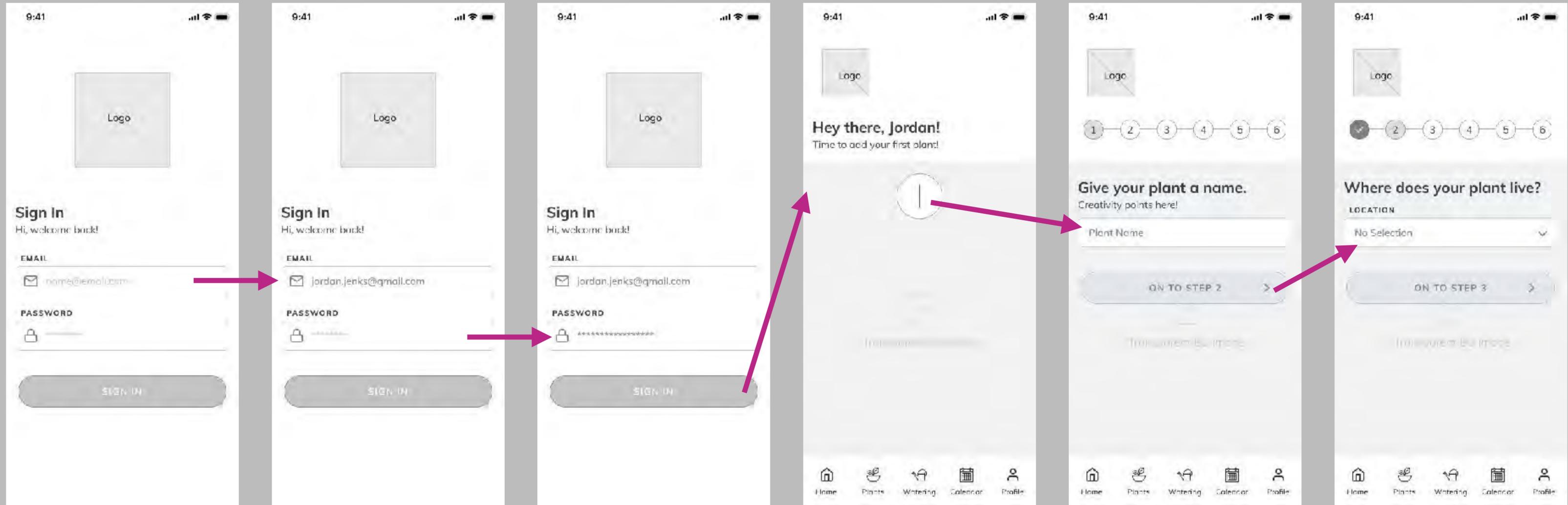
WATER ME USER FLOW
(Email signup)



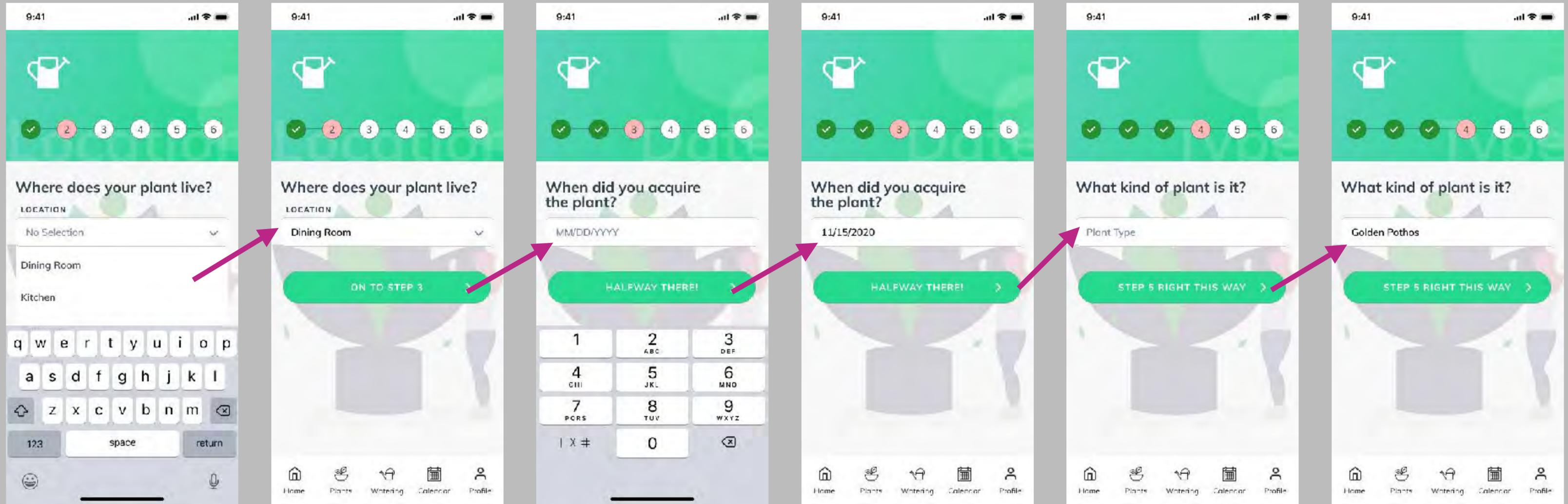
Focusing on the email account creation and onboarding, I sketched the flows as well as various design options for the sign up screens, and explored some welcome screen visual design.



Working from my sketches, I mocked up low fidelity wireframes...



...and then added color and visual design in hi-fi wireframes and created a prototype.



The high fidelity prototype of the user flow to log in and then add the first plant as Jordan, the primary persona, can be viewed at the link below.



- **Guerilla interviews can be great**

But not keeping in touch with your interviewees could lead to a different outcome if you need to test with different subjects.

- **Go deeper and do more than you think**

This project is not done. One of the things that is supposed to make this fictional app stand out from the rest is the reminder to stick your finger in the soil...but I haven't shown that process. I need to design that flow and test it all out before I can say I complete this project.

- **Testing doesn't need to be formal**

I received feedback just from showing friends the high fidelity prototype and listening to what they had to say. I'm confident in my solution because one thing I kept hearing was, "this is a familiar process and it's easy to go through."

The Planner

2. PROBLEMS / PAINS

LET'S TALK

TOO MANY
POINTS FOR
COMPARISON

TOO MANY
TABS

Hard to
navigate

GET IN TOUCH

I'd love to show you more of my work and answer any questions you may have.

Here are the best ways to reach me:



SEND ME AN EMAIL

kristin@kristinbpowers.com



GIVE ME A CALL

781-718-4204

WHERE TO FIND ME ONLINE



MY WEBSITE

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