

Hello, I'm Rodelio. I'm a designer.

I have over 15 years of experience working with multiple companies.

Above all else, I value clarity, empathy, and integrity. These ideals guide my approach to problem-solving and life in general.

OVERVIEW

A website for Jesuit parish priests, chaplains, educators, doctors, lawyers, astronomers, playwrights, scientists. It is serve as source of information for those who is constantly discerning to be part of Life and Mission with Church.

Project includes the following:

- Wireframe, sketches and design
- Company website: <https://mas-jesuits.org/about-us/>

Stack tools I used:

- Design Process: Photoshop, XD, Illustrator
- Front end: HTML, CSS and JS
- Back end: Wordpress

MY ROLE

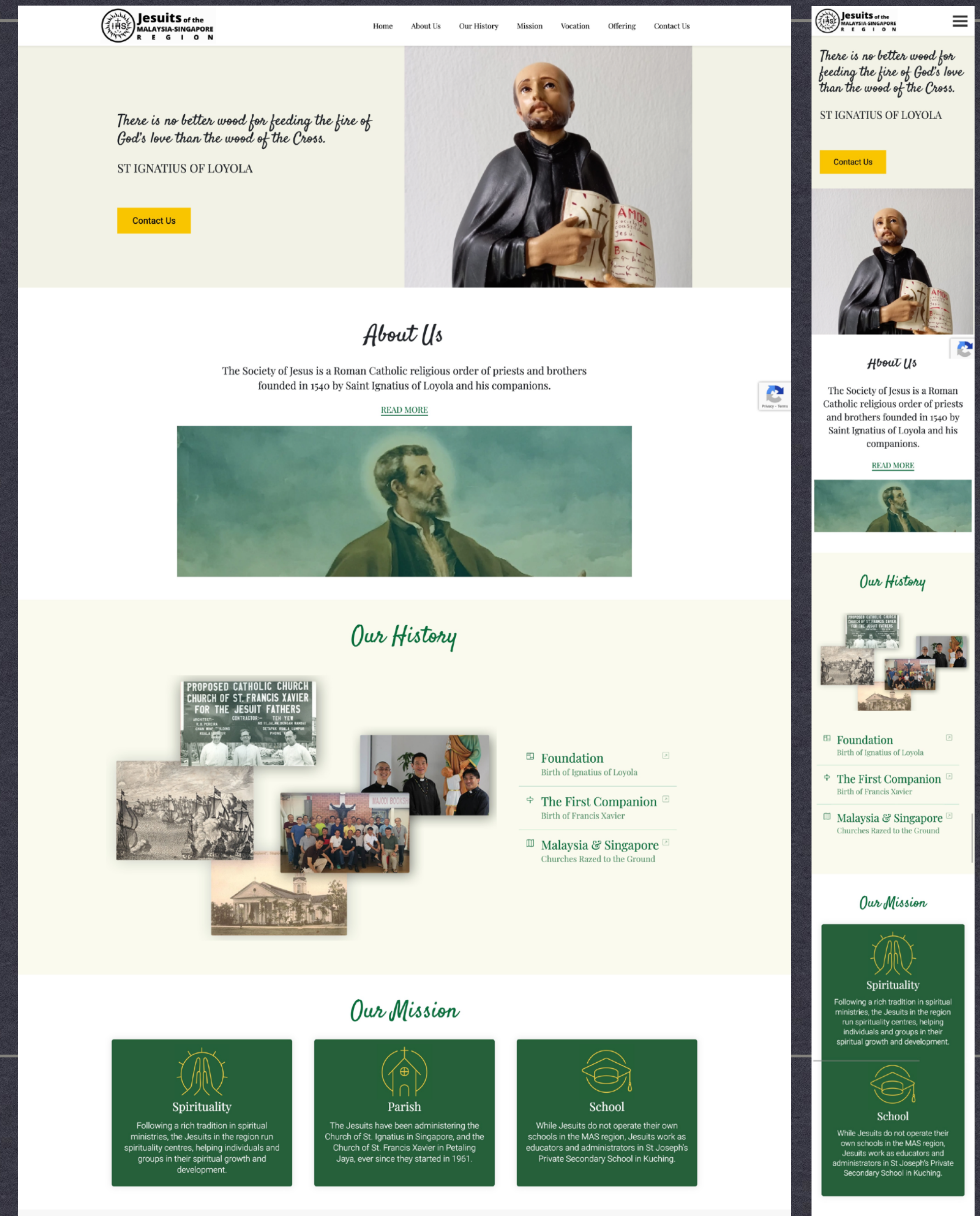
- **STAKEHOLDER INTERVIEWS**
- **USER JOURNEY MAPS**
- **LOW & HIGH-FIDELITY WIREFRAMES**
- **PROTOTYPING,**
- **UI DESIGNER**
- **CODER (FRONT-END AND BACKEND)**

LAUNCH DATE

JAN 2022

PROJECT NAME

MAS - JESUIT



OVERVIEW 1/3

DESIGN

The approach involves defining solving problems simultaneously. It goes back and forth from my product manager defining the problem during the early stage. Breaking the entire system into distinct components that executed in different purpose.

About Admin Dashboard

It provides convenient common management tasks, some server information, and Review Board project news updates here in this platform.

Details of design is confidential

All component design details are approved and agreed before I convert the assets to static view using multiple stacks such as HTML CSS JS and Mithril JS for the building static Dashboard, and Flutter code in mobile app.

Sample Dashboard

The screenshot shows the SConnect Admin Dashboard. The left sidebar contains navigation menus for Home, DATA MANAGEMENT (Master Data, Data Management, Reports), PROMOTION (Setting, Promotion), and ORDER PLACEMENT (Listing, Order Status, Product Catalog, Bundle, Promotion). The main content area displays a 'Promotion' listing table with columns for Customer, Promotion Name, Promotion Type, and various dates. The table is filtered by 'LT00000' and shows three main promotion entries: CNY Promotion (Active), CNY Promotion-2 (Inactive), and Hari Raya Promotion (Inactive). Each entry has a sub-table of Promotion Model Codes and Descriptions with Original and Discounted Prices. The interface includes a search bar, an Excel Download button, and pagination controls at the bottom.

Customer	Promotion Name	Promotion Type	LT00000	LT000002	Status	LT00000	
TELETEL	CNY Promotion	Customer	2022.02.01	2022.04.30	Active	Yes	
Promotion Model Code		Promotion Model Description		Original Price		Discounted Price	
HP-SAM-A03	SAMSUNG A037F A03S LTE HANDPHONE-BLUE				00		00
HP-SAM	SAMSUNG T970 TAB S7+WIFI 8GB+256GB HANDPHONE-BLACK				00		00
KTS	CNY Promotion-2	Samsung	2022.02.12	2022.03.28	Inactive	No	
Promotion Model Code		Promotion Model Description		Original Price		Discounted Price	
HP-SAM-R1	SAMSUNG R175 G.BUDS PLUS-BLACK				00		00
HP-SAM-R175-BLUE	SAMSUNG R175 G.BUDS PLUS-BLUE				00		00
HP-SAM-R175-PURP	SAMSUNG R175 HANDPHONE-PURPLE				00		00
HP-SAM-R860	SAMSUNG R860NZ G.WATCH4 40MM-GOLD				00		00
MIDLAND	Hari Raya Promotion	Customer	2022.03.01	2022.04.30	Inactive	Yes	
Promotion Model Code		Promotion Model Description		Original Price		Discounted Price	
SM-R870NZGA	Samsung Galaxy Watch 4 BT 44mm Green				00		00
SM-HP-SAM-R860	Samsung Galaxy Watch 4 BT 44mm Black				00		00
SM-T220NZAF	Samsung Galaxy Tab A7 Lite Wifi 4GB/64GB Gray				111		00
MIDLAND	Good Friday Promotion	Samsung	2022.03.01	2022.03.31	Active	Yes	
Promotion Model Code		Promotion Model Description		Original Price		Discounted Price	
EF-HP-SAM-R1	Samsung Tab S6 Bookcover with Keyboard						00

MY ROLE

- STAKEHOLDER INTERVIEWS
- USER JOURNEY MAPS
- LOW & HIGH-FIDELITY WIREFRAMES
- PROTOTYPING,
- UI DESIGNER
- LOGO DESIGNER
- USABILITY TESTING
- CODER (HTML, CSS, FLUTTER, MITHRIL JS)

LAUNCH DATE **OCTOBER 2021**

PROJECT NAME **SCONNECT - MOBILE APP**

OVERVIEW 2/3

About Mobile App

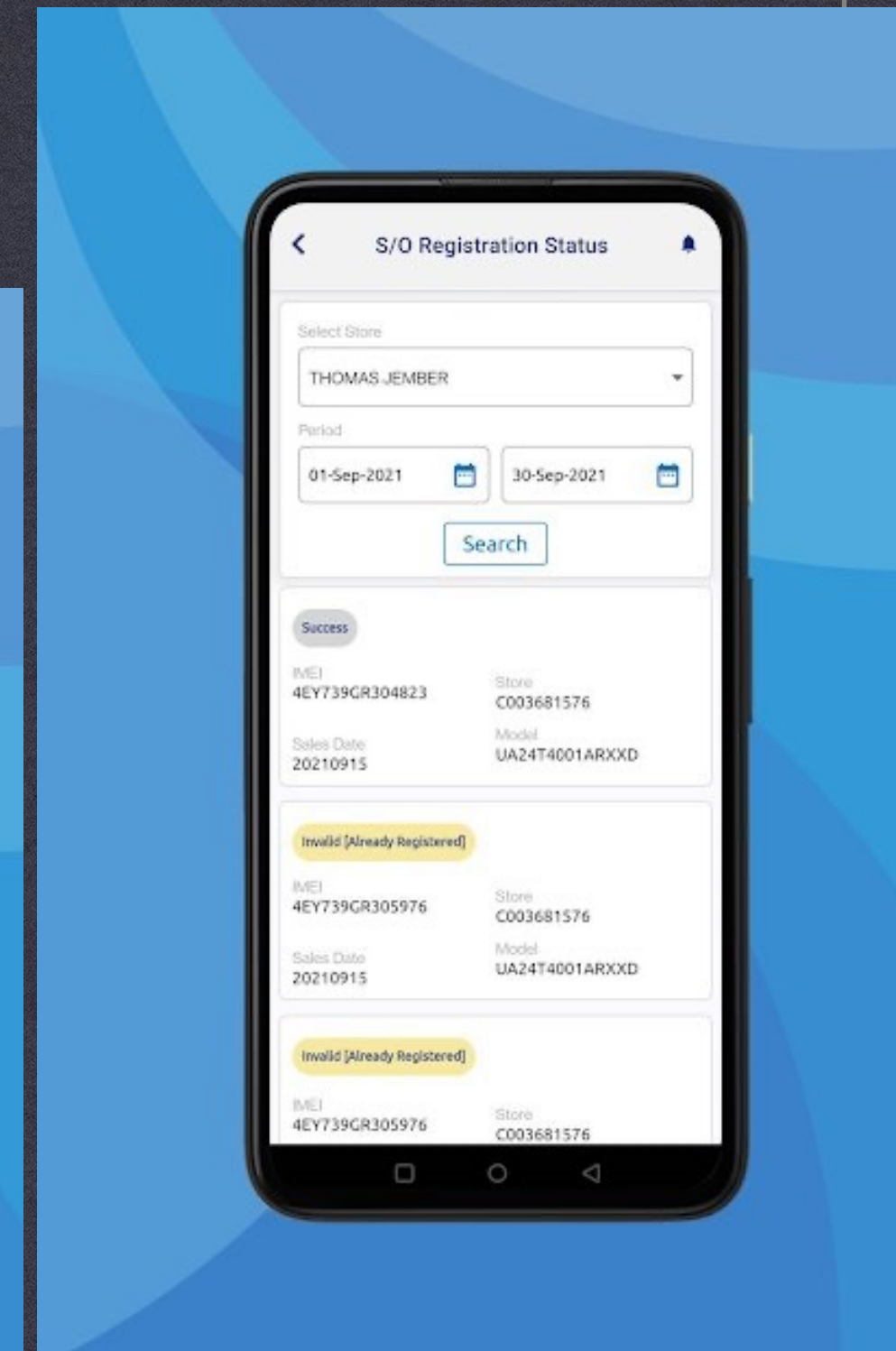
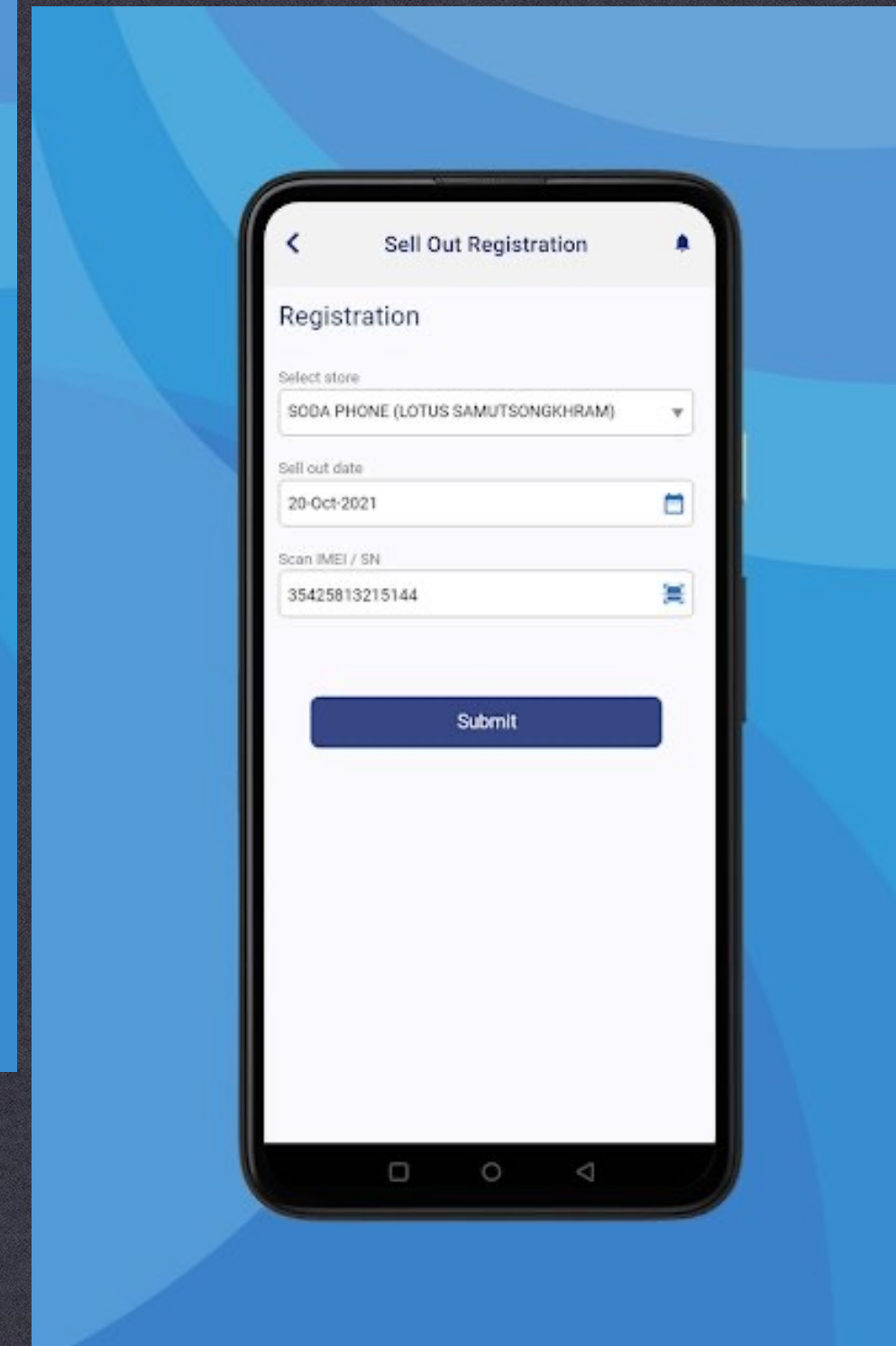
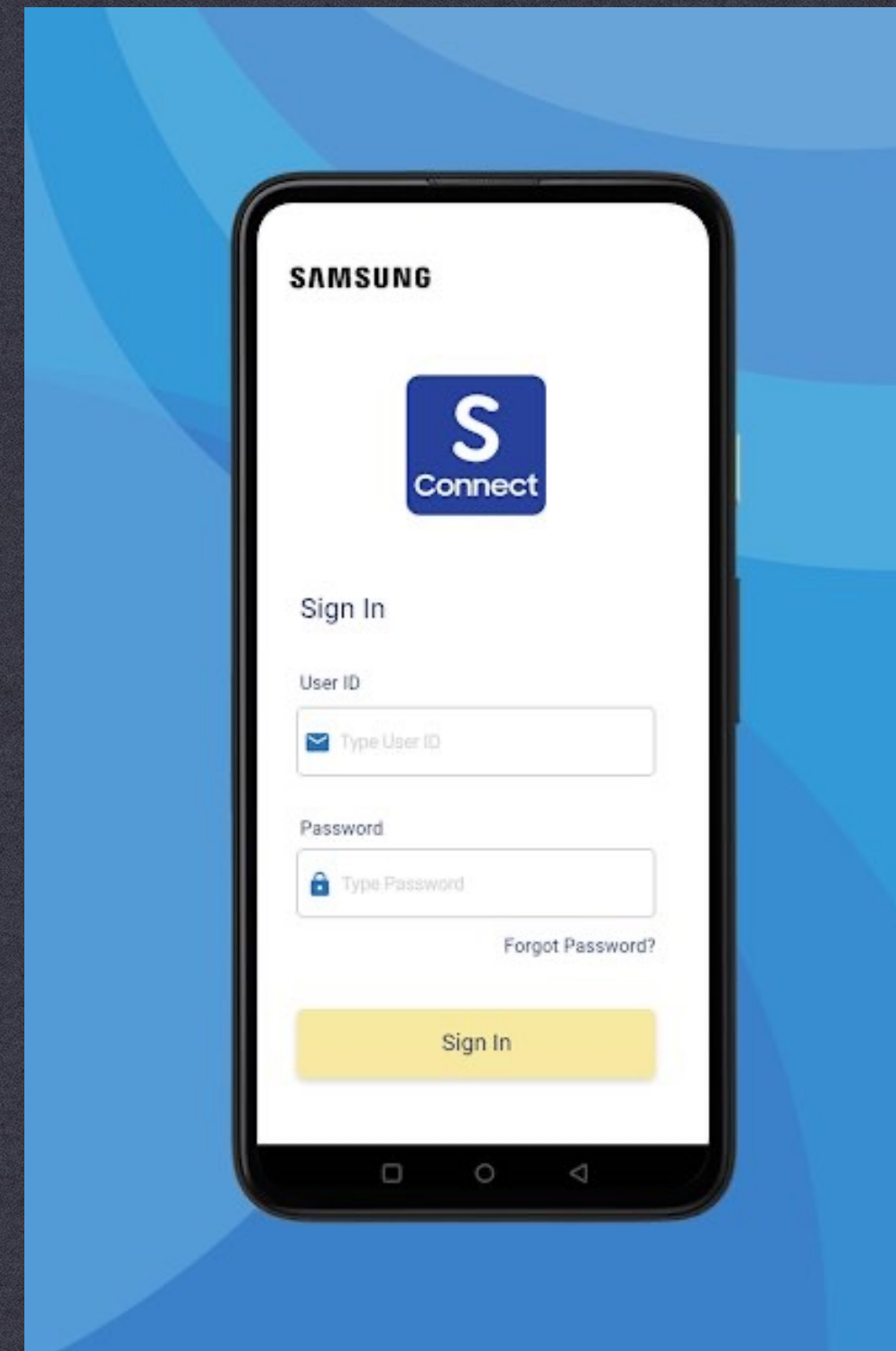
The application design theme I used colors are blue, light grey and light yellow across mobile screens and web pages. Majority of my designed in the mobile app and dashboard are displaying data. Although, I encountered lots of challenges occurs mostly in multiple forms, binding data in list view and optimised table presentation.

Samsung Connect is a platform where valued Samsung partners and its floor salesmen can share sell-out related information of Samsung products easily.

This is part of Samsung's innovative initiative to add value to partners where sell-out incentive settlements are simplified.

Link to Mobile app:

<https://play.google.com/store/apps/details?id=com.samsung.pcs&hl=en>



MY ROLE

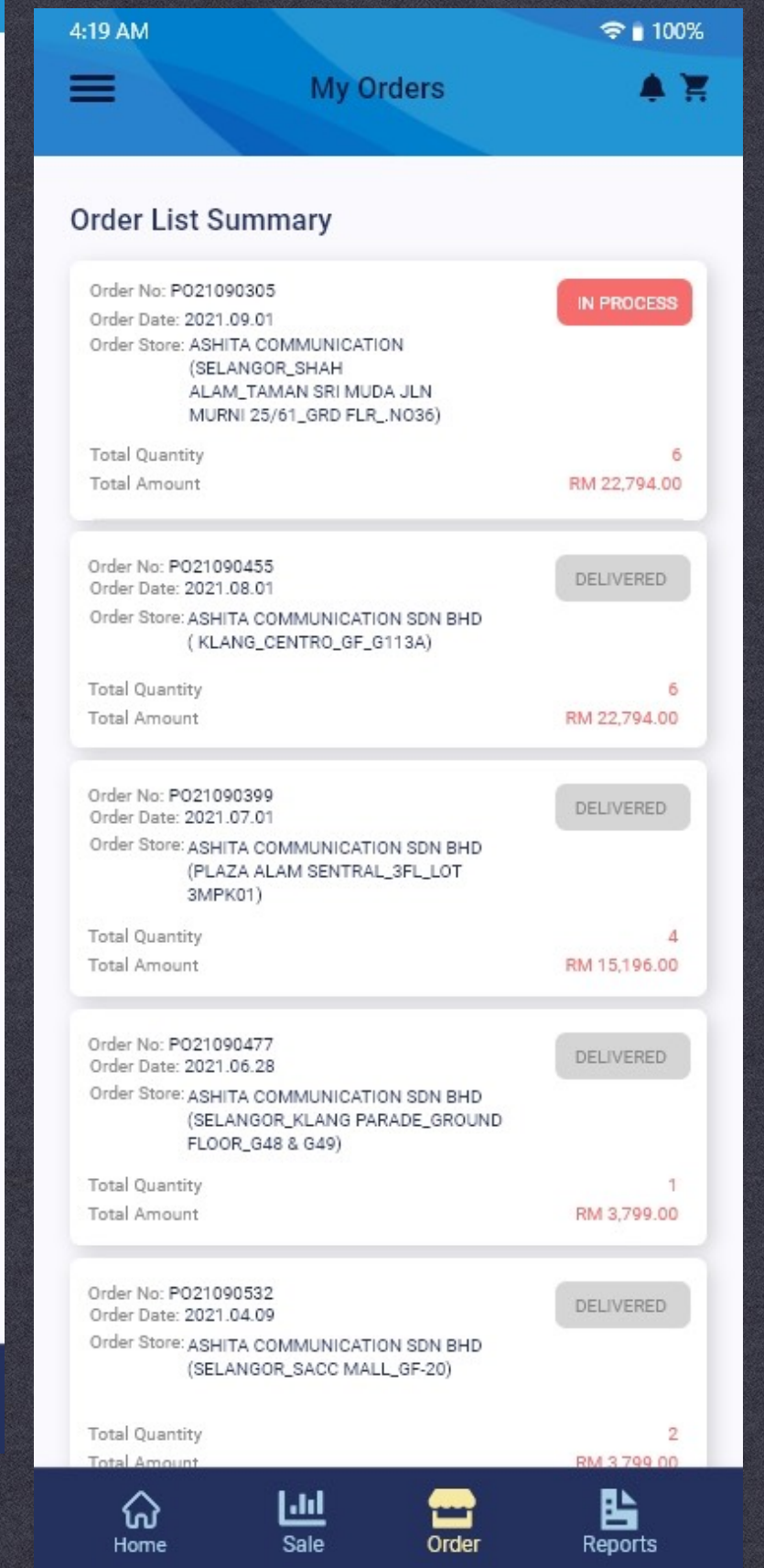
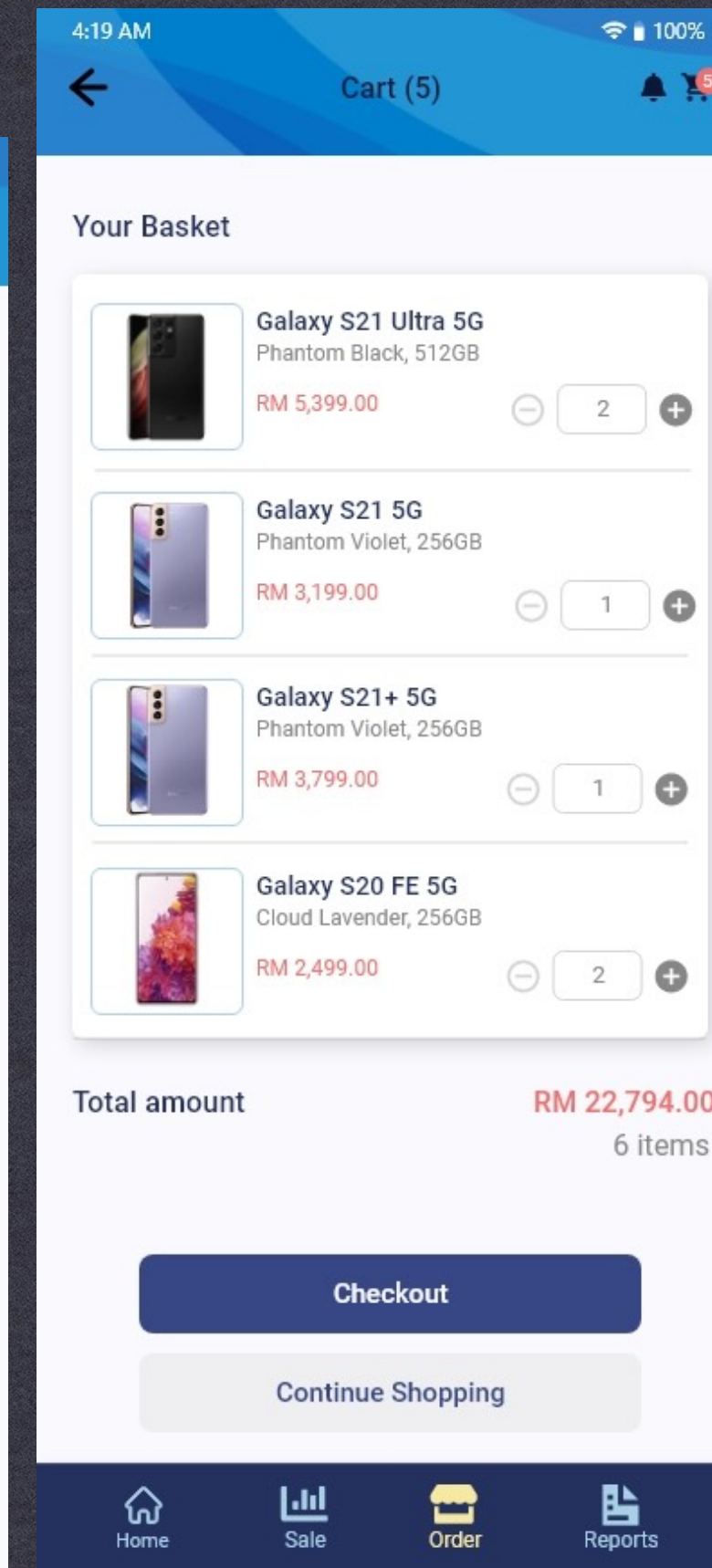
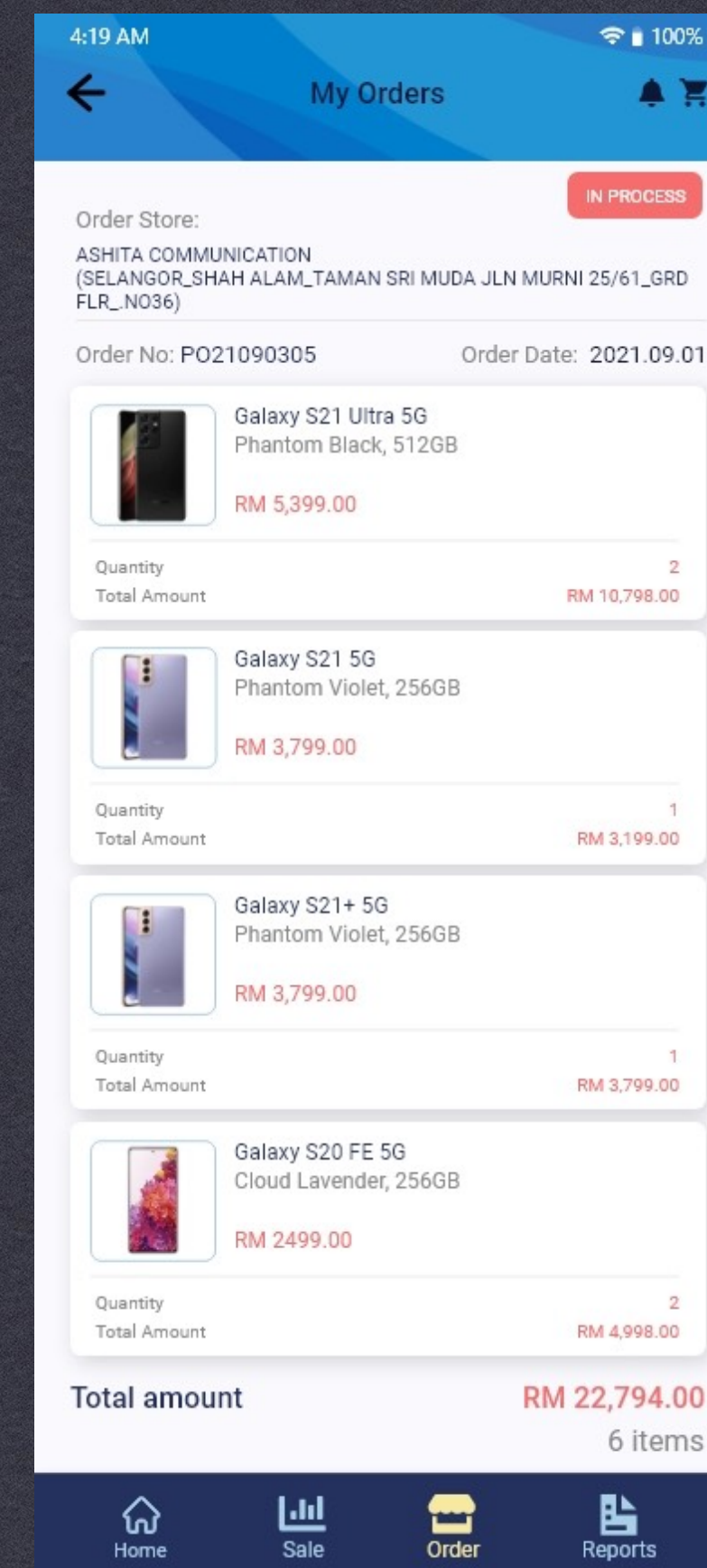
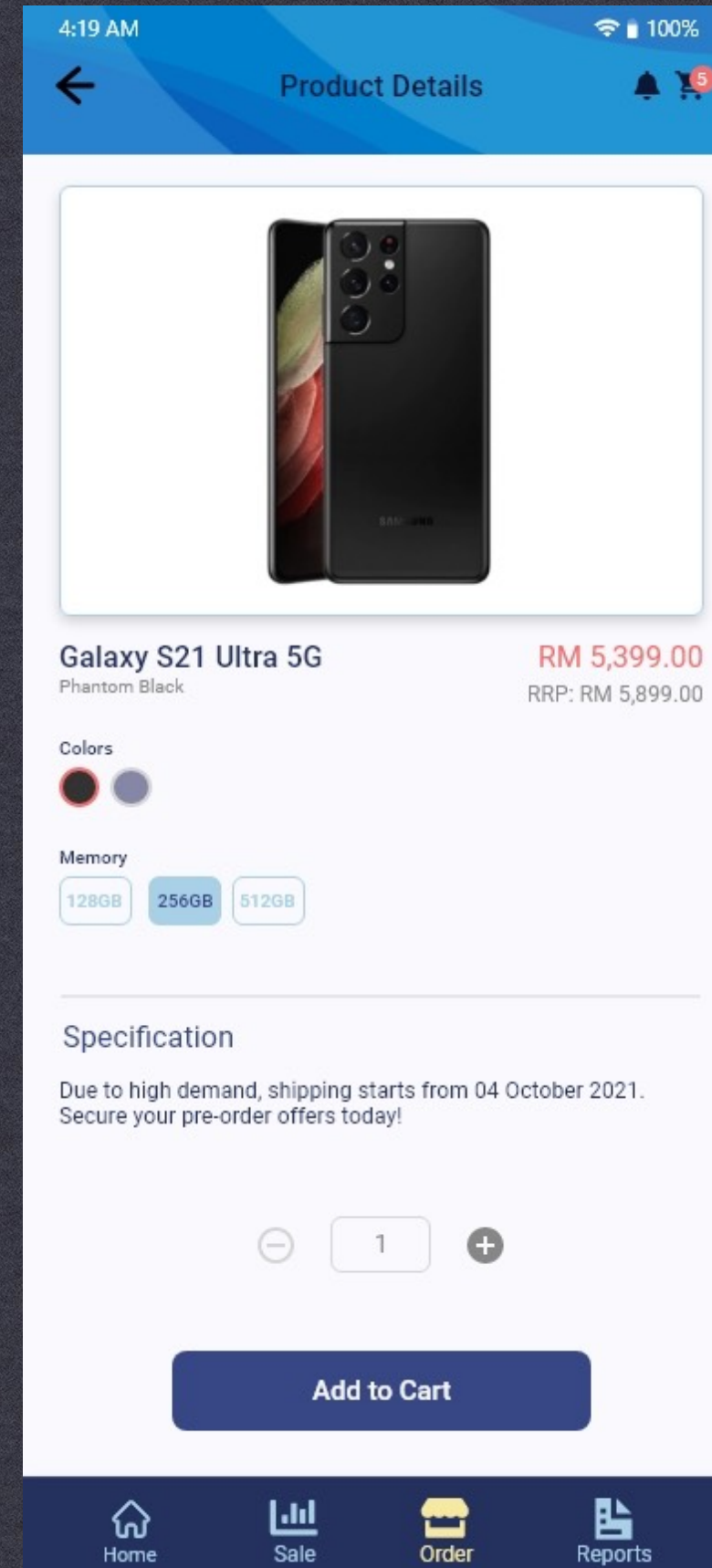
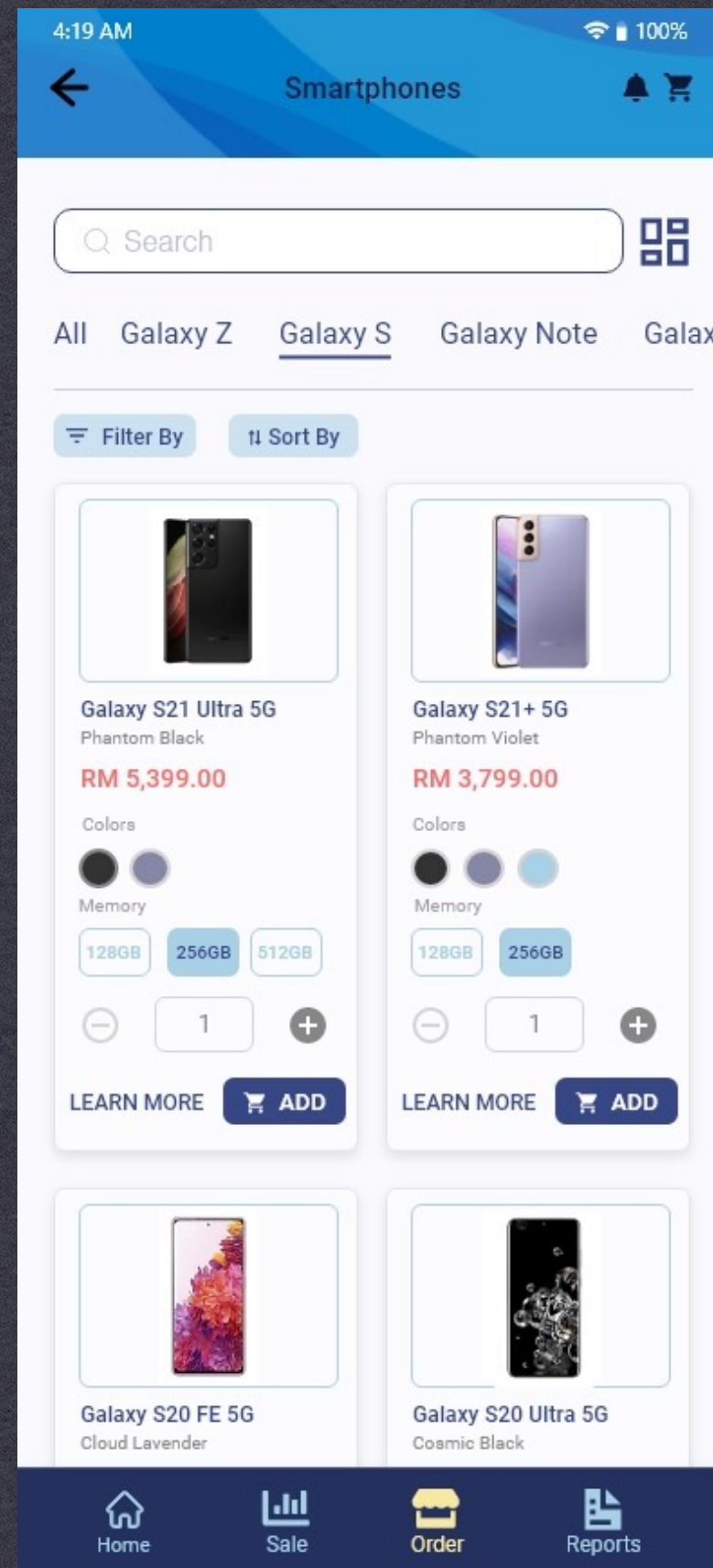
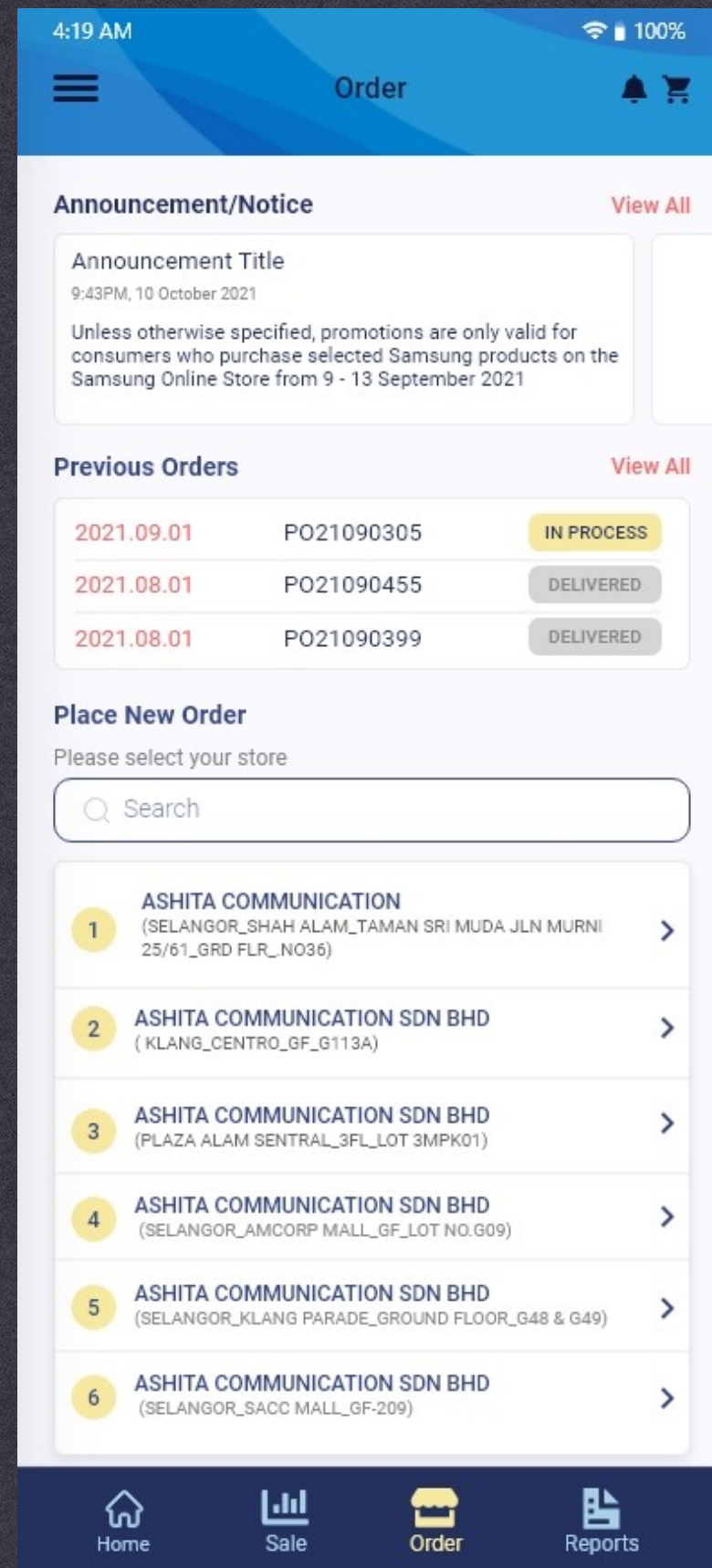
- STAKEHOLDER INTERVIEWS
- USER JOURNEY MAPS
- LOW & HIGH-FIDELITY WIREFRAMES
- PROTOTYPING,
- UI DESIGNER
- LOGO DESIGNER
- USABILITY TESTING
- CODER (HTML, CSS, FLUTTER, MITHRIL JS)

LAUNCH DATE

OCTOBER 2021

PROJECT NAME

SCONNECT - MOBILE APP



MY ROLE

- STAKEHOLDER INTERVIEWS
- USER JOURNEY MAPS
- LOW & HIGH-FIDELITY WIREFRAMES

- PROTOTYPING,
- UI DESIGNER
- LOGO DESIGNER

- USABILITY TESTING
- CODER (HTML, CSS, FLUTTER, MITHRIL JS)

LAUNCH DATE **OCTOBER 2021**

PROJECT NAME **SCONNECT - MOBILE APP**

OVERVIEW

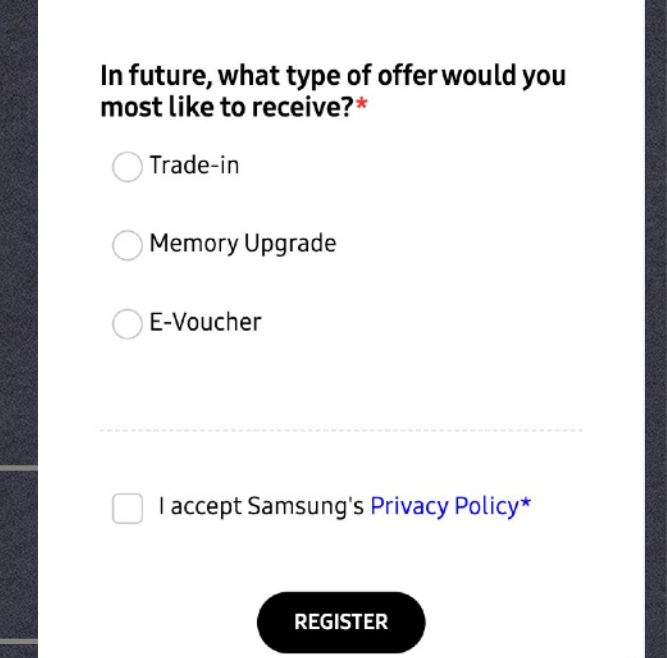
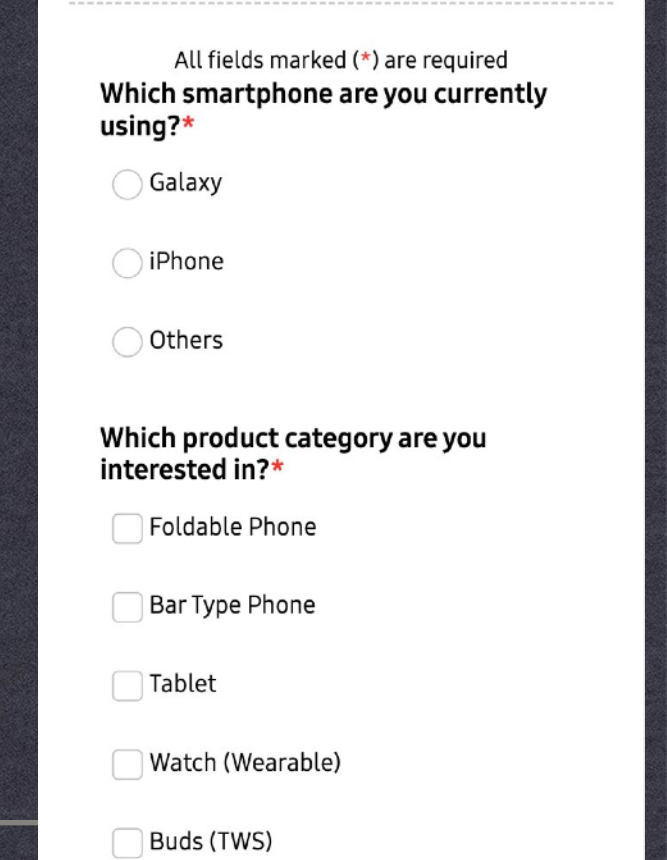
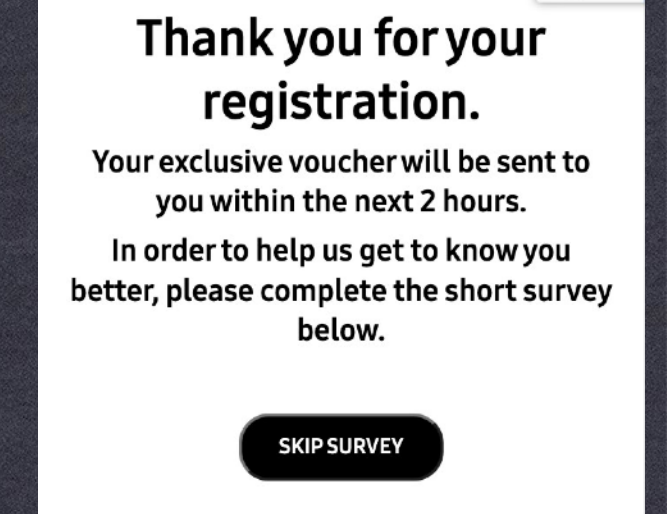
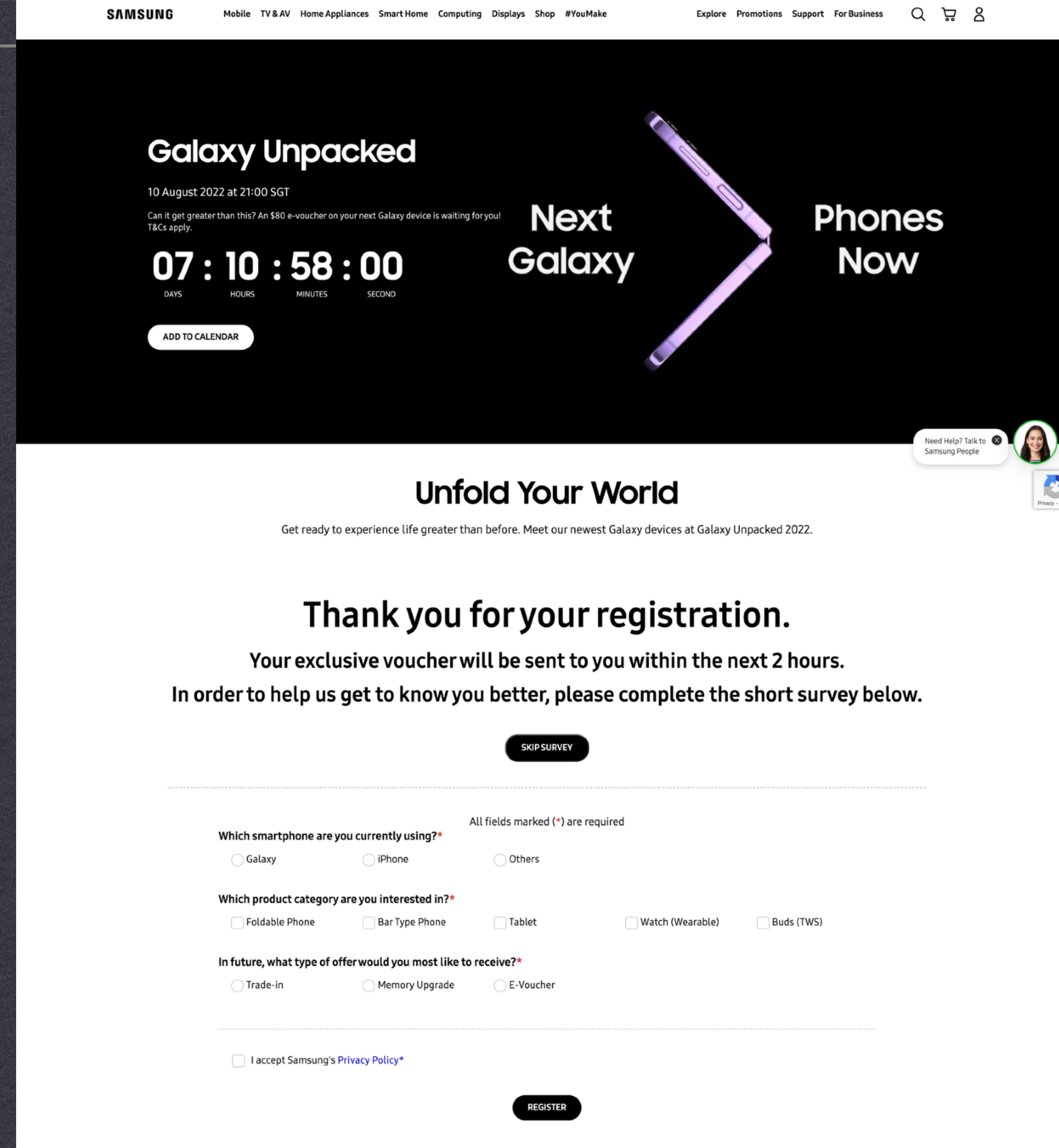
Creating custom component form for SAMSUNG microsite.

Project includes the following:

- mockup
- Company website: <https://www.samsung.com/sg/unpacked-edm/>

Stack tools I used:

- Design Process: Photoshop and XD
- Front end: HTML, CSS and JQuery for Form validation
- Back end: AEM CMS



MY ROLE

- STAKEHOLDER INTERVIEWS
- LOW & HIGH-FIDELITY

WIREFRAMES

- PROTOTYPING,
- UI DESIGNER

- CODER (FRONT-END AND BACKEND)


- USABILITY TESTING

LAUNCH DATE

JUNE 2022

PROJECT NAME

CUSTOM COMPONENT FORM


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Video Surveillance System / CCTV

Product > Video Surveillance System / Cctv






IMAGE CAPTURE/VIDEO SOURCE

Brand: Honda
 Product Code: Gx120-Qx2
 Availability: 8
 Model: Gx120-Qx2

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Overview | Additional information

1/2.8" Progressive Scan CMOS
 1920 x 1080@30fps
 2.8/4/6 mm fixed lens
 Color: 0.01 Lux @(F1.2, AGC ON),
 0.028Lux @(F2.0, AGC ON);

MY ROLE

- STAKEHOLDER INTERVIEWS
- USER JOURNEY MAPS
- LOW & HIGH-FIDELITY WIREFRAMES

- PROTOTYPING,
- UI DESIGNER
- CODER (FRONT-END AND BACKEND)

- USABILITY TESTING

LAUNCH DATE **DEC 2020**

PROJECT NAME **EOB SYSTEMS INTEGRATOR**

OVERVIEW

EOB SYSTEMS INTEGRATOR INC. is a Systems Integrator company that engaged in Information and Communication Technology systems conducting services such as Engineering Design, Supervision, Installation, Commissioning, Testing, Coordination and Assessing of all electronics engineering equipment.

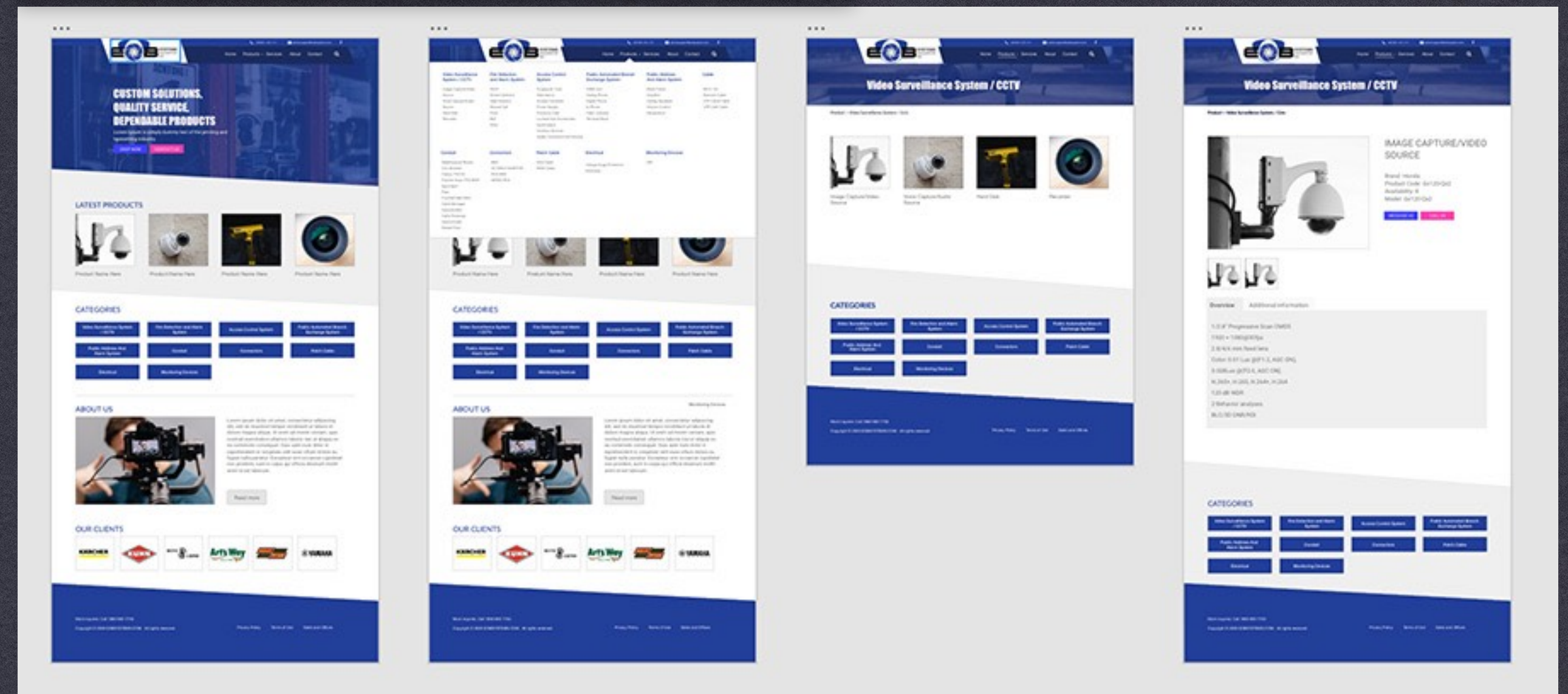
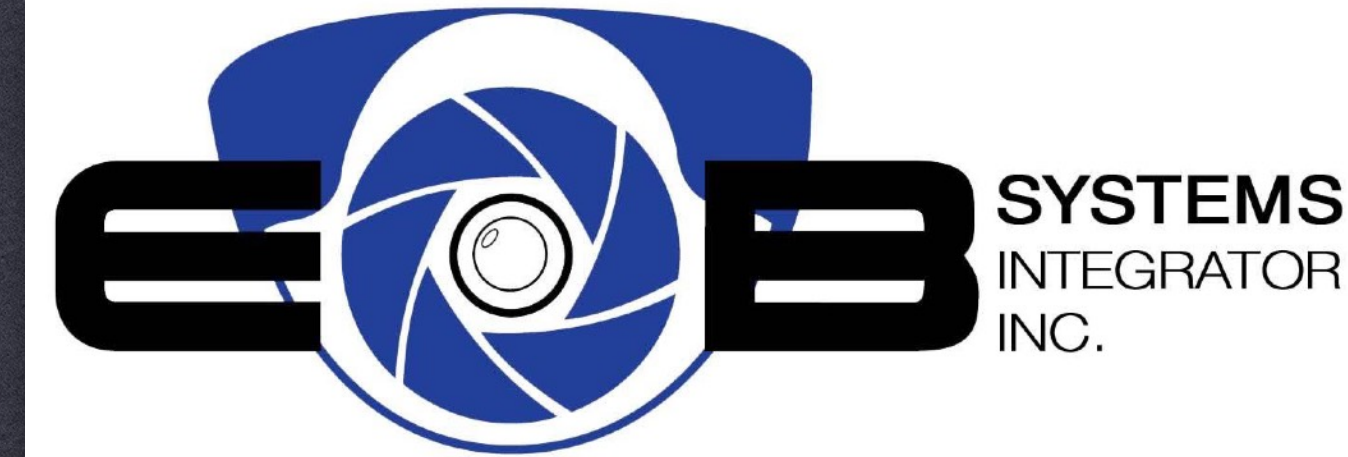
The EOB website aims to give users full overview of their products ranging from complicated setup system to simple installation with the correct devices.

Project includes the following:

- Company branding development
- Social media strategy
- Company website: <https://eobsystems.com>

Stack tools I used:

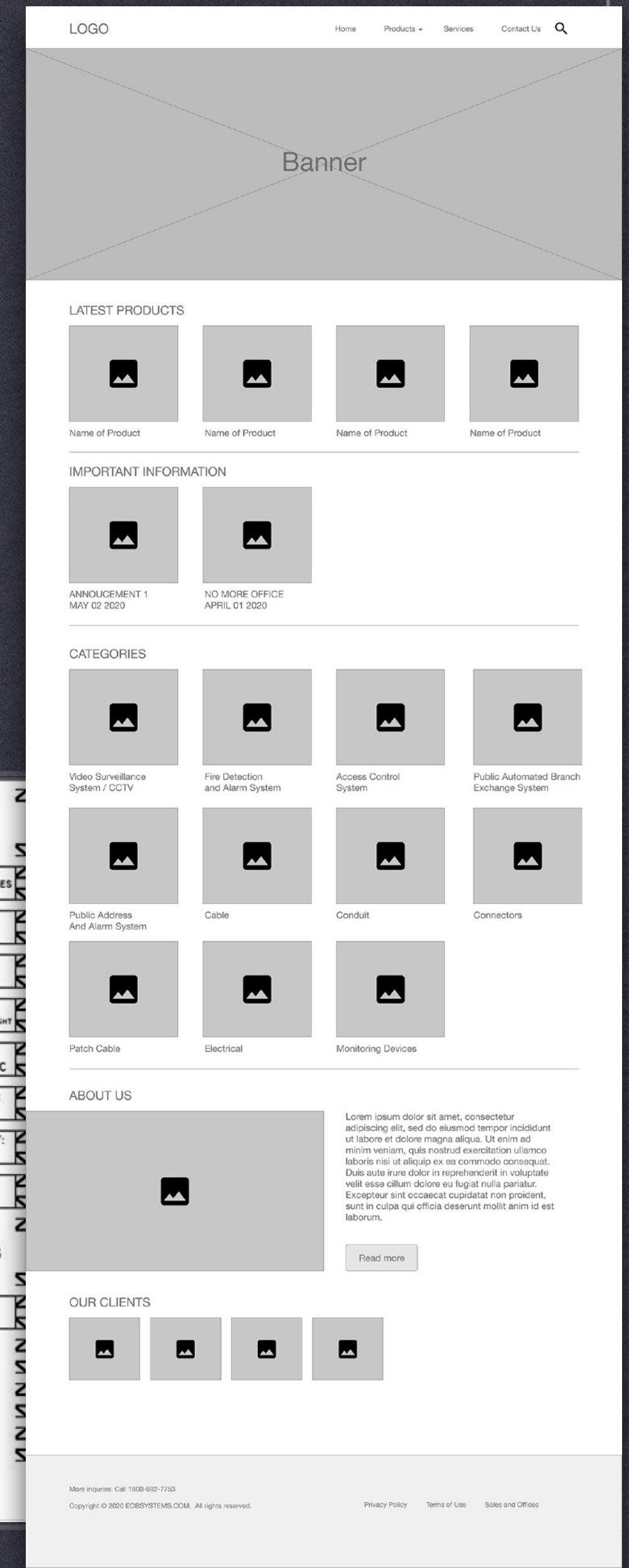
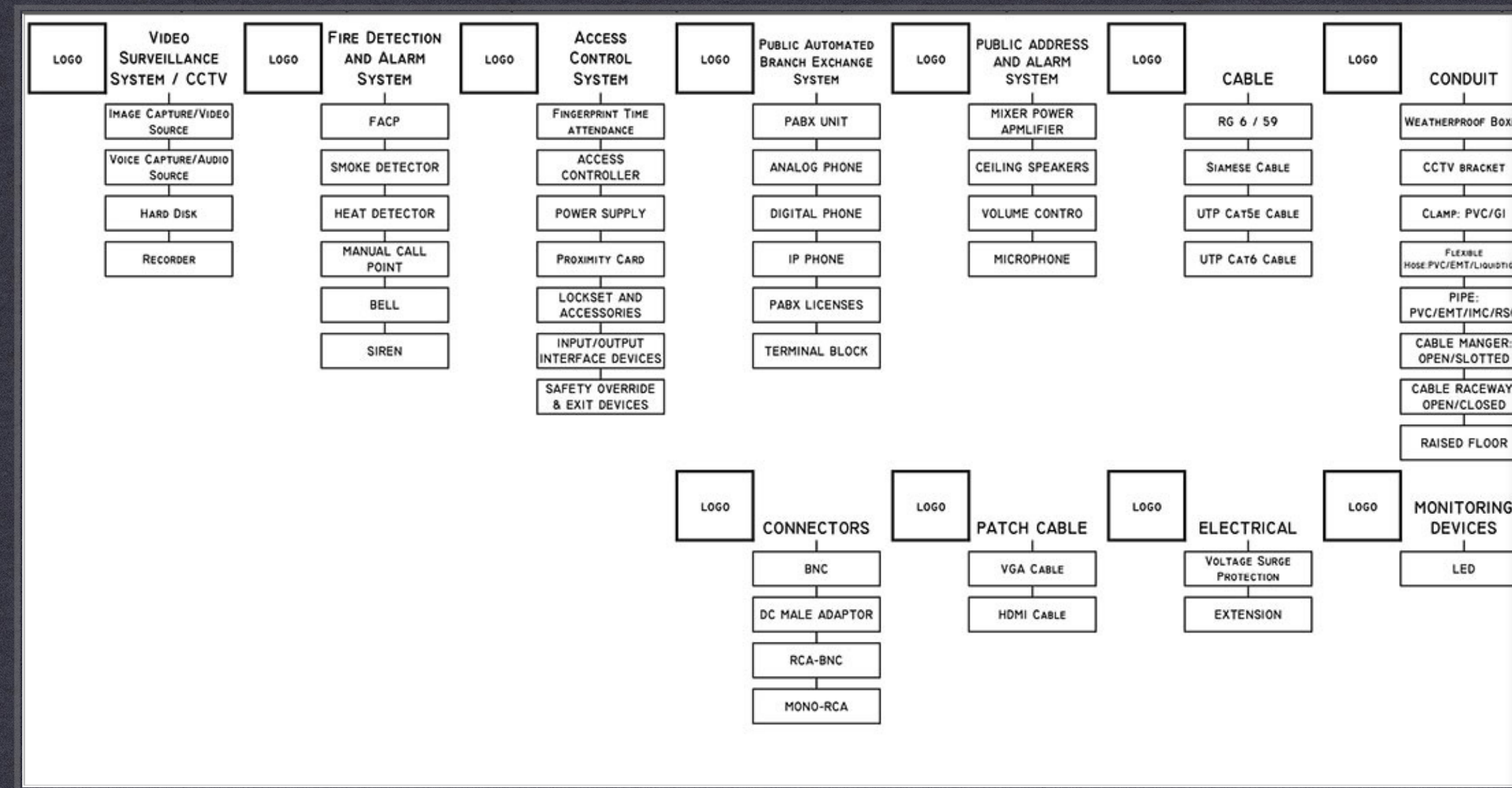
- Design Process: Photoshop, XD, Illustrator
- Front end: HTML, CSS and JS
- Back end: Django and POSTGRES



UNDERSTAND THE FLOW

During the early stage of requirement gathering we quickly established from EOB that organising products is very painful, and the EOB categorisation had to be design carefully that replicating the UI, aesthetic, and functionality across client requirements.

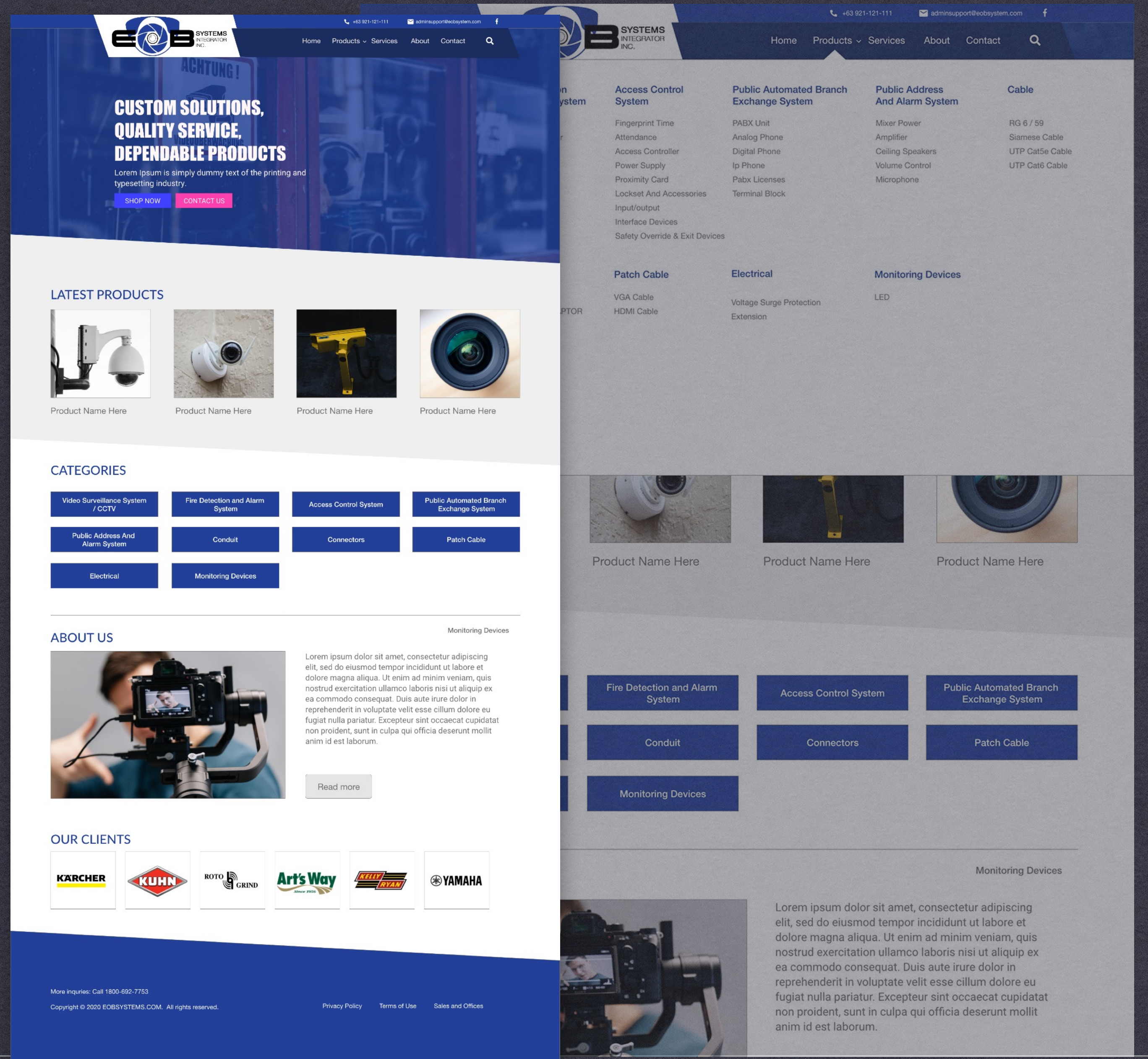
Through product grouping the problem was solved. In this workflow approach, it is essentially EOB clients to offer a quality system and engineering services with an easy understanding about the system introduced.



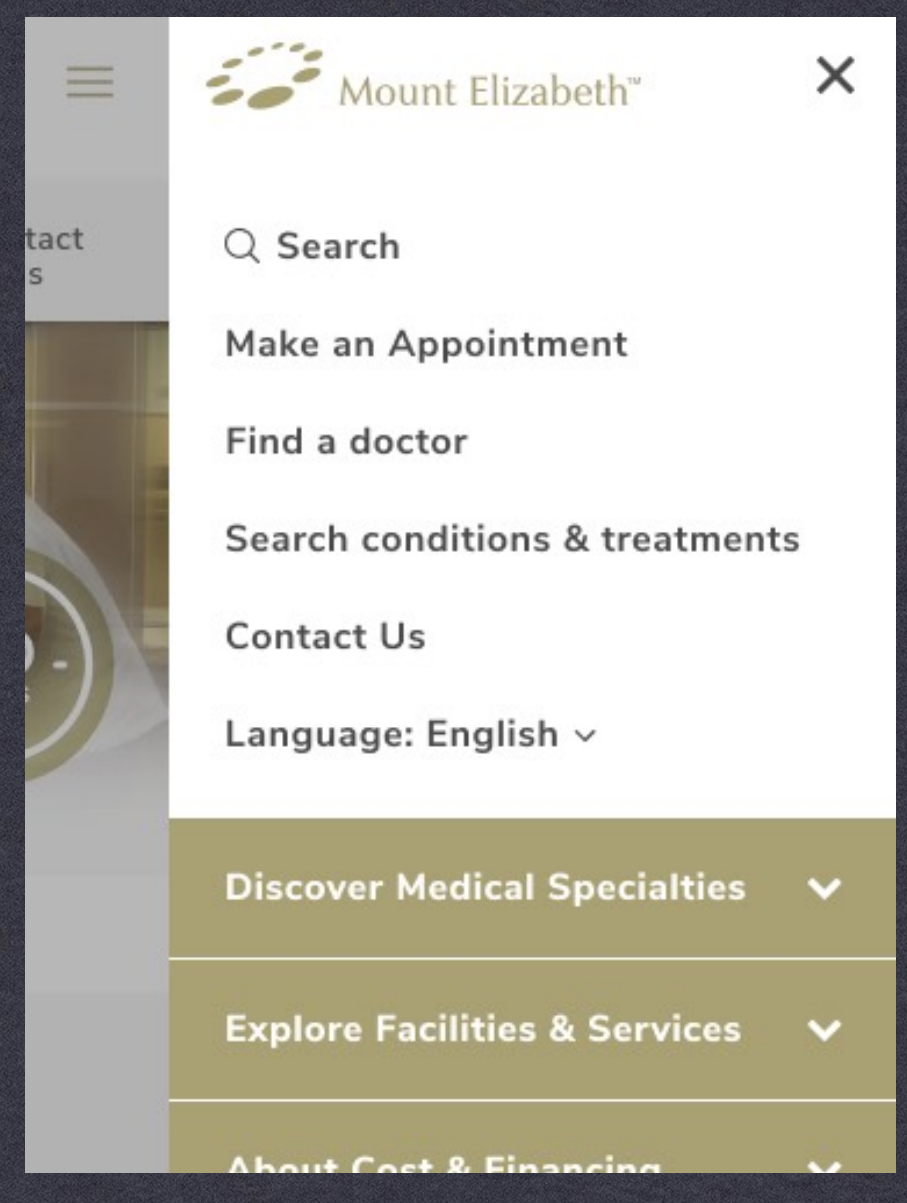
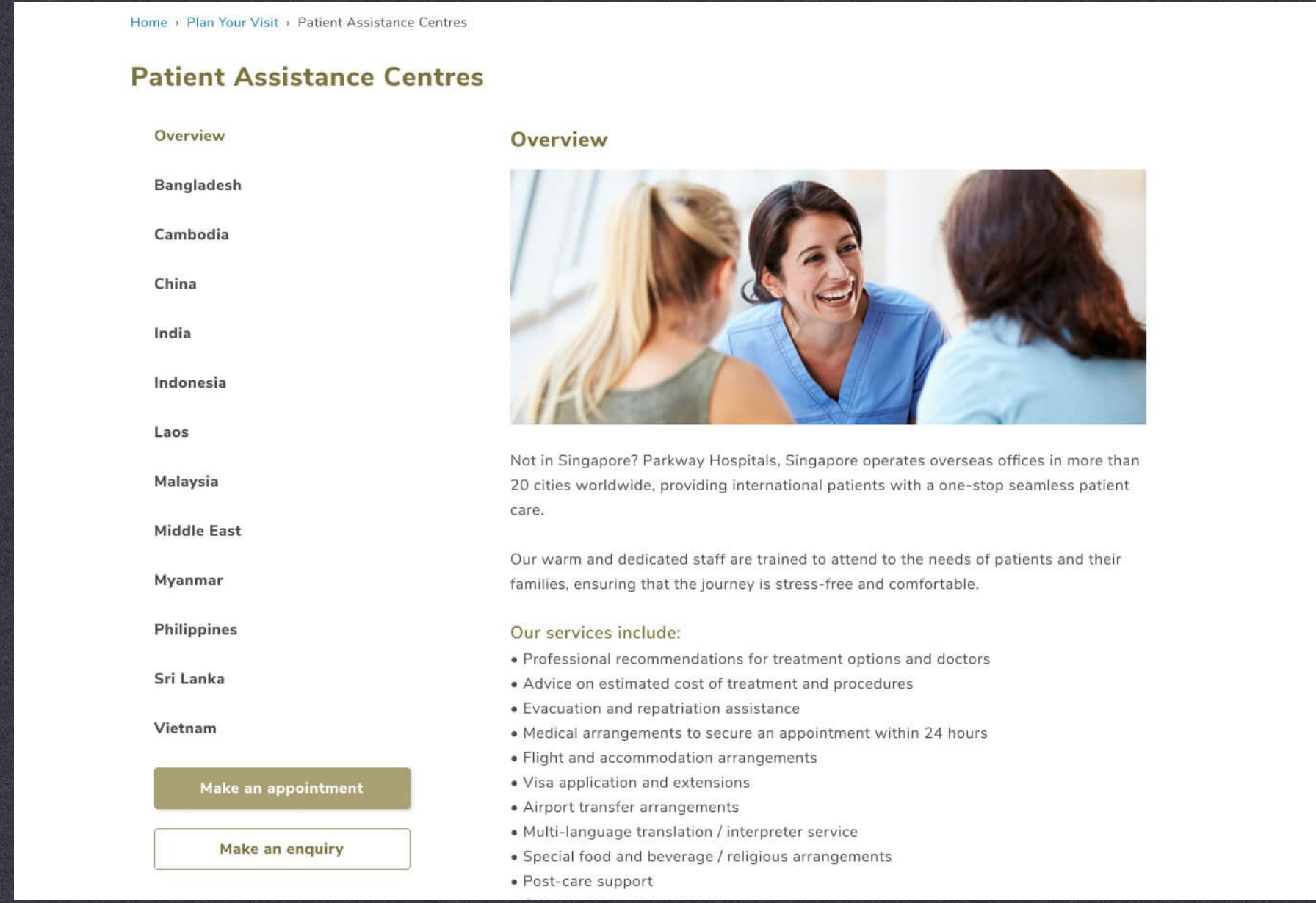
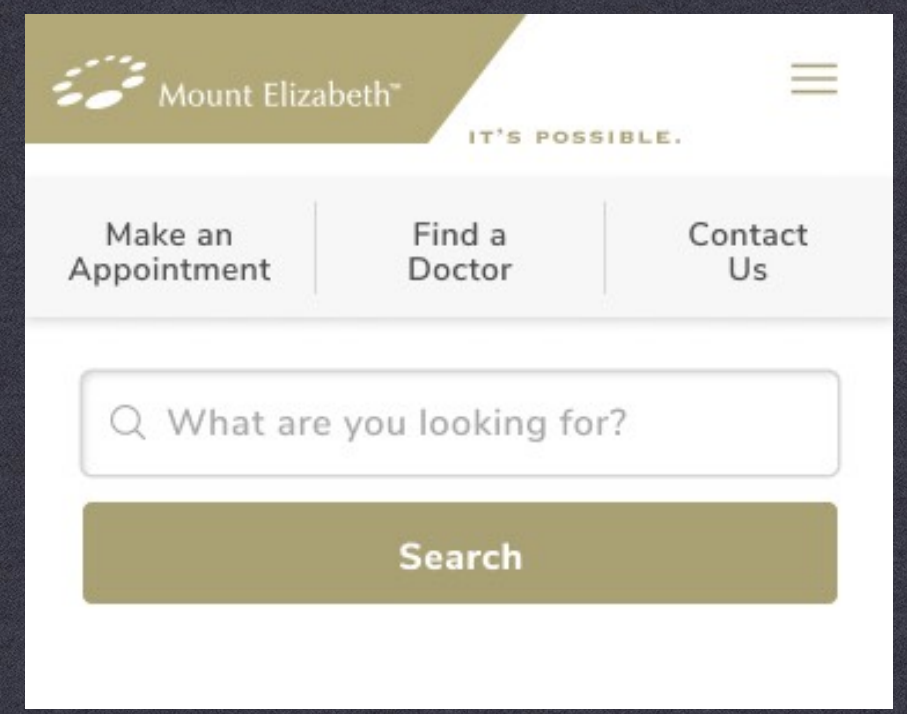
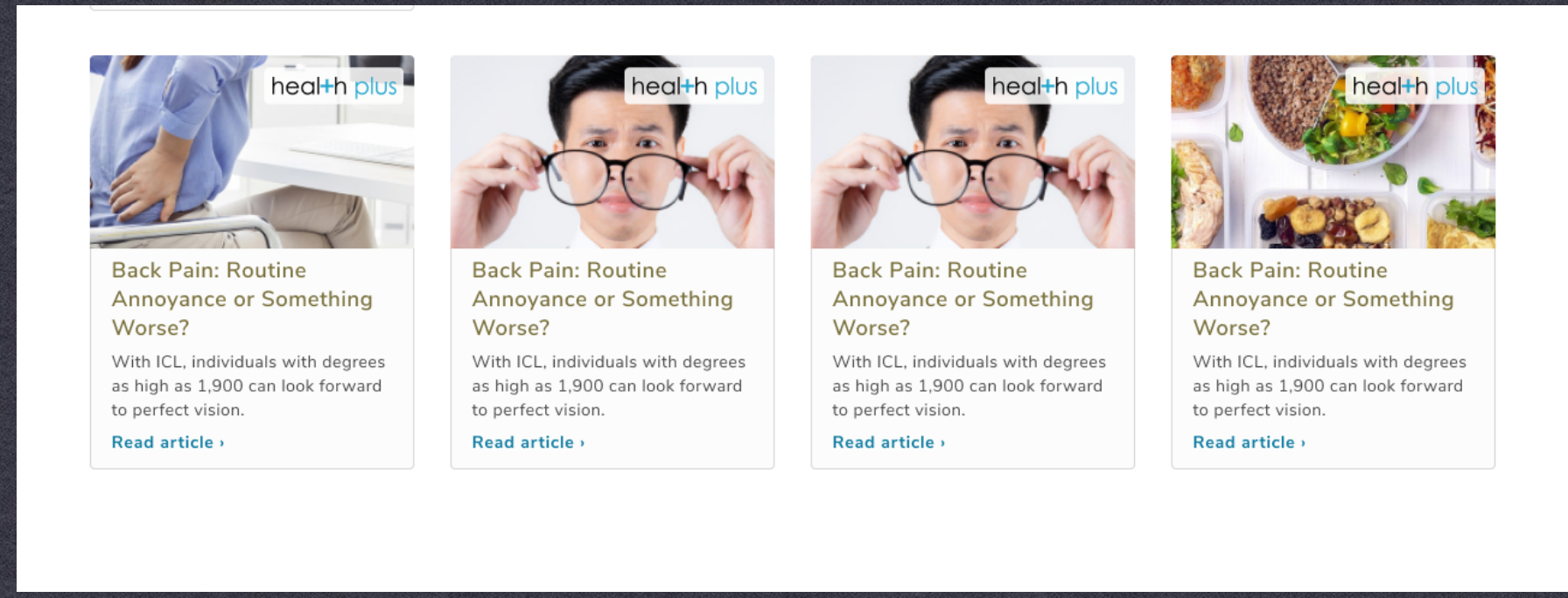
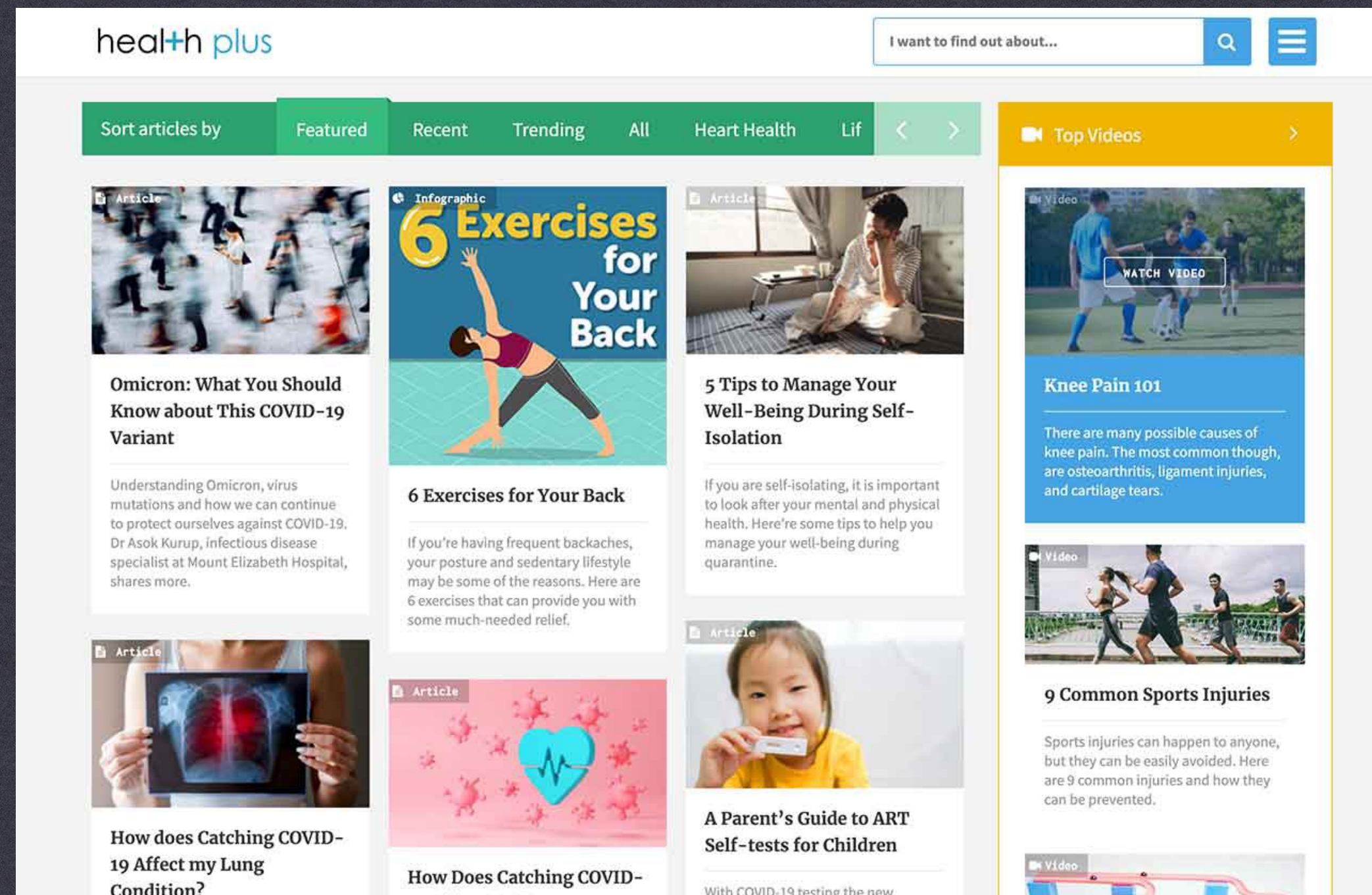
DESIGN CONCEPT

I design the EOB website with dominant blue color tone that emphasise the company branding.

Each component gives clarity of what the company does. About the header menu, I simplify the list of option for user that make easy to navigate. While most important showcase of the website is displaying the order of categorisation EOB products.



EOB SYSTEMS INTEGRATOR INC



ROLE

- USER JOURNEY MAPS
- PROTOTYPING,
- LOW FIDELITY
- UI DESIGNER
- WIREFRAMES
- USABILITY TESTING

DATE

JAN 2018 - NOV 2020

PROJECT NAME

PARKWAY WEBSITES

OVERVIEW

One of my job is to maintain the website performance. Basically I have to identify drop off points, issues and opportunities on daily basis to improve user experience across website. Using various tools for and analytics I can identify and troubleshoot UX problems, also I can make decision to improve the workflow.

In this job, I re-design the forms, doctor details page, and improve the doctors workflow.

Technology I used:

- Design tool: Photoshop, XD
- Workflow:
 - Review and provide input through wireframe, and prototypes.
 - Recommend page layout based on user feedback and analytics.
 - Conceptualise ideas from complex design challenges to simplicity and user friendliness design.
 - Work closely with content strategist, product managers and development teams.

The screenshot shows the 'Make Appointment or Enquiry' form on the Mount Elizabeth website. The form is divided into several sections: 'Appointment Information', 'Patient Information', 'Confirmation', and 'Clinic details'. The 'Appointment Information' section includes fields for 'Preferred doctor (if any)', 'At the following hospital', 'Specialty', 'Reference code (if any)', 'Reason for consultation', and 'Date of Appointment'. The 'Patient Information' section includes fields for 'Patient name', 'NRIC / Passport number', 'Gender', 'Date of birth', 'Nationality', 'Country of residence', 'Email', and 'Contact number'. The 'Confirmation' section contains a consent statement and a math question: 'Solve this maths question: 6 + 37 = ?'. The 'Clinic details' section lists two locations: 'Asian Heart & Vascular Centre' at 38 Irrawaddy Road and 'Asian Heart & Vascular Centre' at 319 Joo Chiat Place. The form ends with a 'Submit' button.

The screenshot shows the 'Dr Chan Wan Xian' doctor details page on the Mount Elizabeth website. The page features a profile picture of Dr. Chan Wan Xian, her name, and a 'Make an Appointment' button. Below this, there is a 'Specialty' section (Cardiology), an 'Associated treatments' list (Cardiac catheterisation, Echocardiography, Stress echocardiography, Swan-Ganz catheter insertion, Transoesophageal 2D echocardiography (interpretation)), and a 'Languages' section (Cantonese, English, French, Hokkien, Mandarin, Teochew). The 'Key achievements' section lists her role as co-director of the women's heart health programme at the National University Heart Centre. The 'Experience' section details her work at Gleneagles Hospital, Mount Elizabeth Hospitals, Parkway East Hospital, and the Toronto University Health Network. The 'Fellowship and accreditation' section lists her Bachelor of Medicine, Bachelor of Surgery, and membership in the Royal College of Physicians, UK. The 'Health Plus' section includes a video thumbnail and the title 'How to Recognise Heart Disease in Women'. The 'Clinic details' section lists two locations: 'Asian Heart & Vascular Centre' at 38 Irrawaddy Road and 'Asian Heart & Vascular Centre' at 319 Joo Chiat Place.

The screenshot shows an alternative layout for the 'Dr Chan Wan Xian' doctor details page. It features a profile picture of Dr. Chan Wan Xian, her name, and a 'Make an Appointment' button. Below this, there is a 'Specialty' section (Cardiology), an 'Associated treatments' list (Cardiac catheterisation, Echocardiography, Stress echocardiography, Swan-Ganz catheter insertion), and a 'Languages' section (Cantonese, English, French, Hokkien, Mandarin, Teochew). The 'Key achievements' section lists her role as co-director of the women's heart health programme at the National University Heart Centre. The 'Experience' section details her work at Gleneagles Hospital, Mount Elizabeth Hospitals, Parkway East Hospital, and the Toronto University Health Network. The 'Fellowship and accreditation' section lists her Bachelor of Medicine, Bachelor of Surgery, and membership in the Royal College of Physicians, UK. The 'Health Plus' section includes a video thumbnail and the title 'How to Recognise Heart Disease in Women'. The 'Clinic details' section lists two locations: 'Asian Heart & Vascular Centre' at 38 Irrawaddy Road and 'Asian Heart & Vascular Centre' at 319 Joo Chiat Place.

DESIGN CONCEPT

The previous forms are located to multiple pages, and even inside of the articles there is a form, and most of the concern the data collected sometime aren't related to user inquiry. The forms is very long and annoying to fill up for user but for Admin side these fields are very important for healthcare sector. Hence, many submission form that the bounce rate range continue to average 60 to 80 percent monthly. This problem alarm lots of major confusion and disruption too many users and owners.

The redesign form layout

The redesign layout is based on user feedback and analytics.

(1) Using tabs is easy to identify the form when we combined multiple forms together. Besides, adding JS script code to target specific tab can use to distribute to specific form to different article/page. Overall the output is only one source of location for submission/inquiry and booking forms. This make sense and help lots user's goal.

(2) Good design for grouping labels on a form. Grouping by adjust the spacing, and possibly font style (i.e. italic, for additional visual separation) are simple but major improvement.

Prototype

Prototype Once the service blueprint was drafted, I worked with developer team to understand the technologies that could support the service. The team spun up a request system to support the process we created and I ran through the service with some of our existing clients.

Live demo:

<https://www.mountelizabeth.com.sg/make-appointment>

<https://www.gleneagles.com.sg/make-appointment>

<https://www.parkwayeast.com.sg/make-appointment>

The image displays a design concept for a 'Make Appointment or Enquiry' form. The main part is a wireframe of the form, and to the right is a screenshot of the actual website implementation.

Website Header: Mount Elizabeth logo, navigation tabs (Discover Medical Specialties, Explore Facilities & Services, About Cost & Financing, Plan Your Visit, For Medical Professionals), and contact information for Orchard and Novena branches.

Form Structure:

- Navigation:** Home > Make an Appointment
- Title:** Make Appointment or Enquiry
- Form Type:** I want to make an Appointment (selected), Enquiry, Maternity Tour, COVID-19 Test
- Requester:** I'm requesting this for Myself
- Appointment Information:**
 - Preferred doctor (if any): Enter doctor's name
 - At the following hospital: Mount Elizabeth Hospital
 - Specialty: I am not sure
 - Reference code (if any): Enter your code here
 - Reason for consultation: Enter your reason for consultation here (e.g. Health Screening)
 - Date of Appointment: Earliest date available (selected) or Choose a preferred date
- Patient Information:**
 - Patient name: Enter full name
 - NRIC / Passport number: NRIC / FIN (selected) S1234567A
 - Gender: Male (selected) or Female
 - Date of birth: DD, MM, YYYY
 - Nationality: Singaporean
 - Country of residence: Singapore
 - Email: jsmith@example.com
 - Contact number: 65 or Contact number
- Consent:** Mount Elizabeth Hospital? Yes (selected) or No
- Footer:** Submit button

DESIGN CONCEPT

The previous doctor layout are not enough to feed information for user inquiry. User need to see the background of whom they will trust doctor.

Online CV for Doctor

The redesign layout is based on user feedback and government standard body for healthcare professional.

(1) During the process to deliver the best way to display Doctor's information, we looked at the reason that many traditional methods but it don't deliver consistent result. Here in this the process we used ranking ideas, and agreeing on the principles to be used in the Doc's CV. Hence we start from specialty, achievement, experience and up to articles related to his/her profession.

(2) Clinic are the most essential need to include in every Doc's CV.

The results we want to deliver for user paid off.

Prototype

Prototype Once the service blueprint was drafted, got approval then I worked with developer team to understand the technologies that could support the service.

Live website:

<https://www.mountelizabeth.com.sg/find-doctor?page=1&hospital=8c573b73-49bf-63ee-ab9a-ff0000dba087,8d573b73-49bf-63ee-ab9a-ff0000dba087>

Home > Our Doctors > Dr Chan Wan Xian

Dr Chan Wan Xian
Make an Appointment

Specialty
Cardiology

Associated treatments

- Cardiac catheterisation
- Echocardiography
- Stress echocardiography
- Swan-Ganz catheter insertion
- Transoesophageal 2D echocardiography (interpretation)

Languages
Cantonese, English, French, Hokkien, Mandarin, Teochew

Key achievements

- Co-director of the women's heart health programme at the National University Heart Centre

Experience

- Dr Chan Wan Xian is a cardiologist at Gleneagles Hospital, Mount Elizabeth Hospitals, and Parkway East Hospital, Singapore.
- Her clinical expertise includes heart failure and management of patients with mechanical hearts, valvular heart diseases, and cardiac imaging including echocardiography and nuclear cardiology techniques.
- She pursued subspecialisation training in advanced heart failure and cardiac transplantation at the Toronto University Health Network in Canada.

[Read More](#)

Fellowship and accreditation

- Bachelor of Medicine, Bachelor of Surgery, Singapore
- Member of the Royal College of Physicians, UK

Health Plus

How to Recognise Heart Disease in Women
Heart disease is often considered to be a man's disease, but it is just as common in women. Just because symptoms in women may be different, it shouldn't be dismissed.

Clinic details

Asian Heart & Vascular Centre 38 Irrawaddy Road #08-58 To 61 And #1054 To 55 Mount Elizabeth Novena Specialist Centre Singapore 329563 Tel 6339 3638 Fax 6339 3652	Asian Heart & Vascular Centre 319 Joo Chiat Place #03-05B Parkway East Medical Centre Singapore 427989 Tel 6344 1317 Fax 6344 1367
Asian Heart & Vascular Centre 3 Mount Elizabeth #16-07 Mount Elizabeth Medical Centre Singapore 228510 Tel 68873422 Fax 68362021	Asian Heart & Vascular Centre 319 Joo Chiat Place #04-05 Parkway East Medical Centre Singapore 427989 Tel 6344 1317 Fax 6344 1367
Asian Heart And Vascular Centre 6A Napier Road #01-39 Gleneagles Annexe Block Singapore 258500 Tel 6473 9698 Fax 6473 7328	

Patient Assistance Centre
(Singapore)
Central Patient Assistance Centre
24-Hour Helpline: +65 6735 5000
Email: cpac@parkwayhospital.com

Home > Find a Doctor > Lim I-Linn Zena

Lim I-Linn Zena
Ophthalmology

Neuro-ophthalmology, cataract, glaucoma, cornea, refractive surgery

Languages Spoken:
English, Cantonese, Hokkien, Malay / Indonesian, Mandarin

Qualifications
Bachelor of Medicine, Bachelor of Surgery, Singapore
Membership of the Royal Colleges of Surgeons (Edinburgh)
Master of Medicine (Ophthalmology)
Fellowship of the Royal College of Surgeons (Edinburgh)
Fellow, Academy of Medicine, Singapore (Ophthalmology)

Awards
Singapore National Eye Centre Gold Medal in Ophthalmology, 2004
Best of the Anterior Segment Specialty Meetings, 2010

Background
Zena Lim is a USA fellowship trained Consultant Ophthalmologist and Adult & Paediatric Eye Surgeon. She is the Medical Director of the Focal Eye Centre and Co-director of The Children's Eye & ENT Centre. Besides being proficient in all aspects of general ophthalmology, including laser procedures, customized cataract surgery, glaucoma and diabetic/degenerative eye management, Dr Zena Lim has special interests in squint ("strabismus") surgery for adults and children and in various aspects of paediatric ophthalmology.

Zena Lim embarked on her medical training with the National University of Singapore in 1995, followed by residency training in Ophthalmology at the Singapore National Eye Centre. She graduated top of her cohort in 2004, with the "Gold Medal in Ophthalmology" award in the Master of Medicine (Ophthalmology) examinations. This subsequently led to Fellowship accreditation in Ophthalmology by the Royal College of Surgeons of Edinburgh, UK.

Clinics

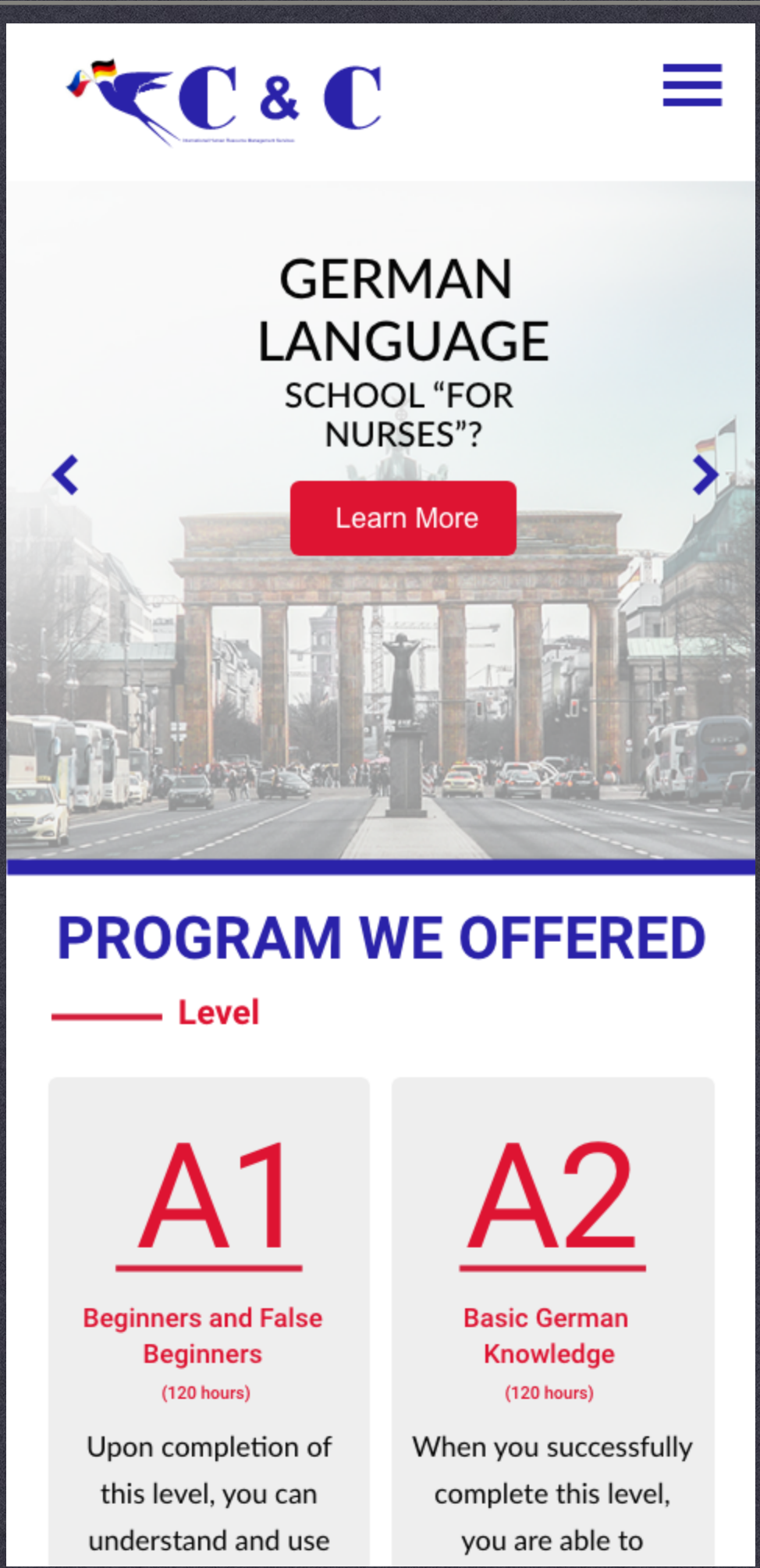
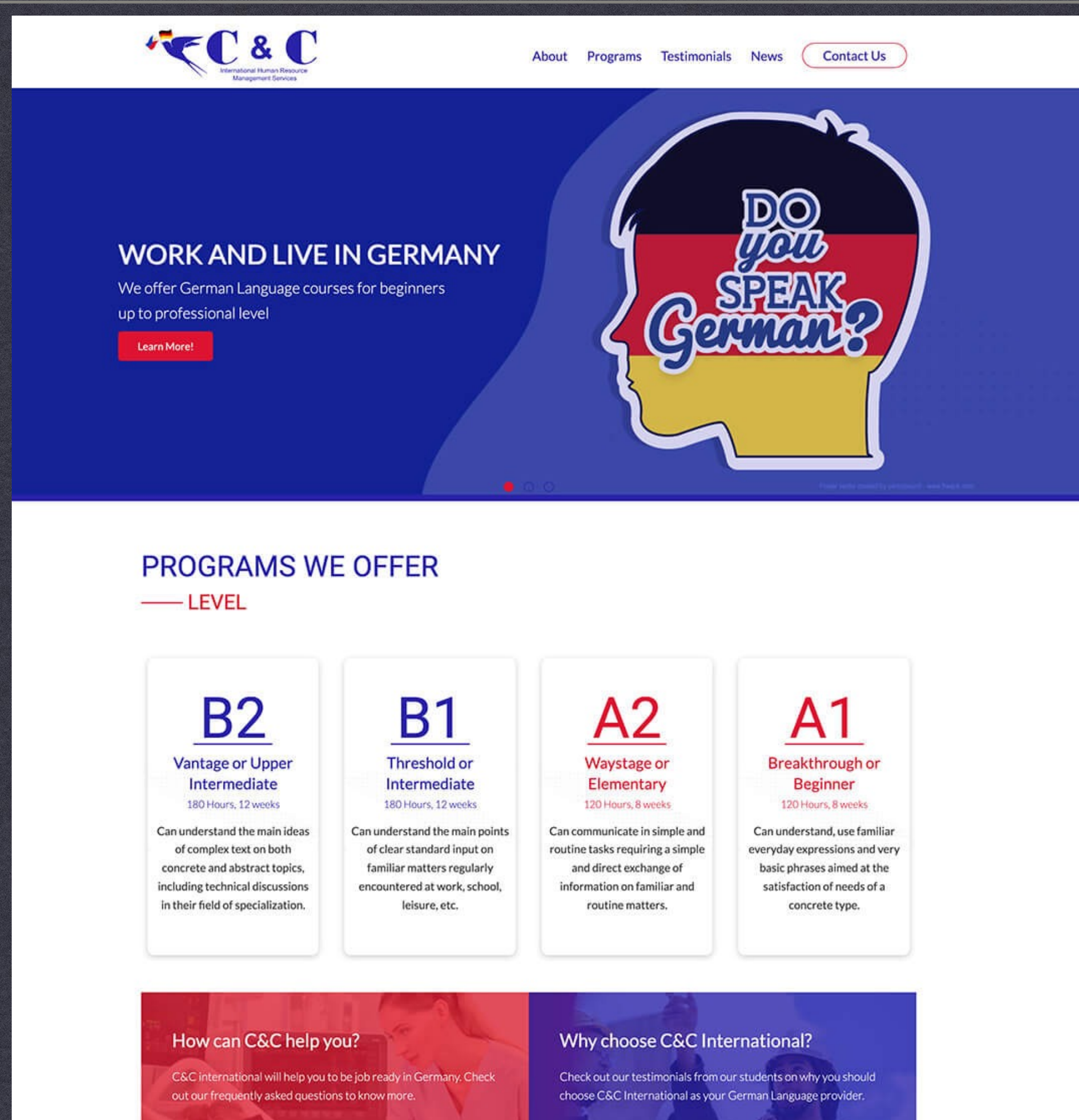
Focal Eye Centre
Mount Elizabeth Novena Specialist Centre
38 Irrawaddy Road #10-21
Singapore 329563
Tel: 6339 8936
Fax: 6635 2225
[Make an Appointment](#)

The Children's Eye & Ent Centre
Mount Elizabeth Novena Specialist Centre
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Singapore 329563
Tel: 6339 8938
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[Make an Appointment](#)

Other doctors in 'Ophthalmology'

 Chan Kar Mun Eugene Ophthalmology Languages spoken: English, Mandarin and Cantonese View Profile	 Chan Mei Lan Cordelia Ophthalmology Languages spoken: English, Mandarin and Malay/Indonesian View Profile	 Pauline Cheong Ophthalmology Languages spoken: English View Profile
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<p>MY ROLE</p> <ul style="list-style-type: none"> • STAKEHOLDER INTERVIEWS • USER JOURNEY MAPS • LOW & HIGH-FIDELITY WIREFRAMES 	<ul style="list-style-type: none"> • PROTOTYPING, • UI DESIGNER • CODER (FRONT-END AND BACKEND) 	<ul style="list-style-type: none"> • USABILITY TESTING
<p>LAUNCH DATE</p> <p>OCT 2020</p>	<p>PROJECT NAME</p> <p>C & C INTERNATIONAL</p>	

OVERVIEW

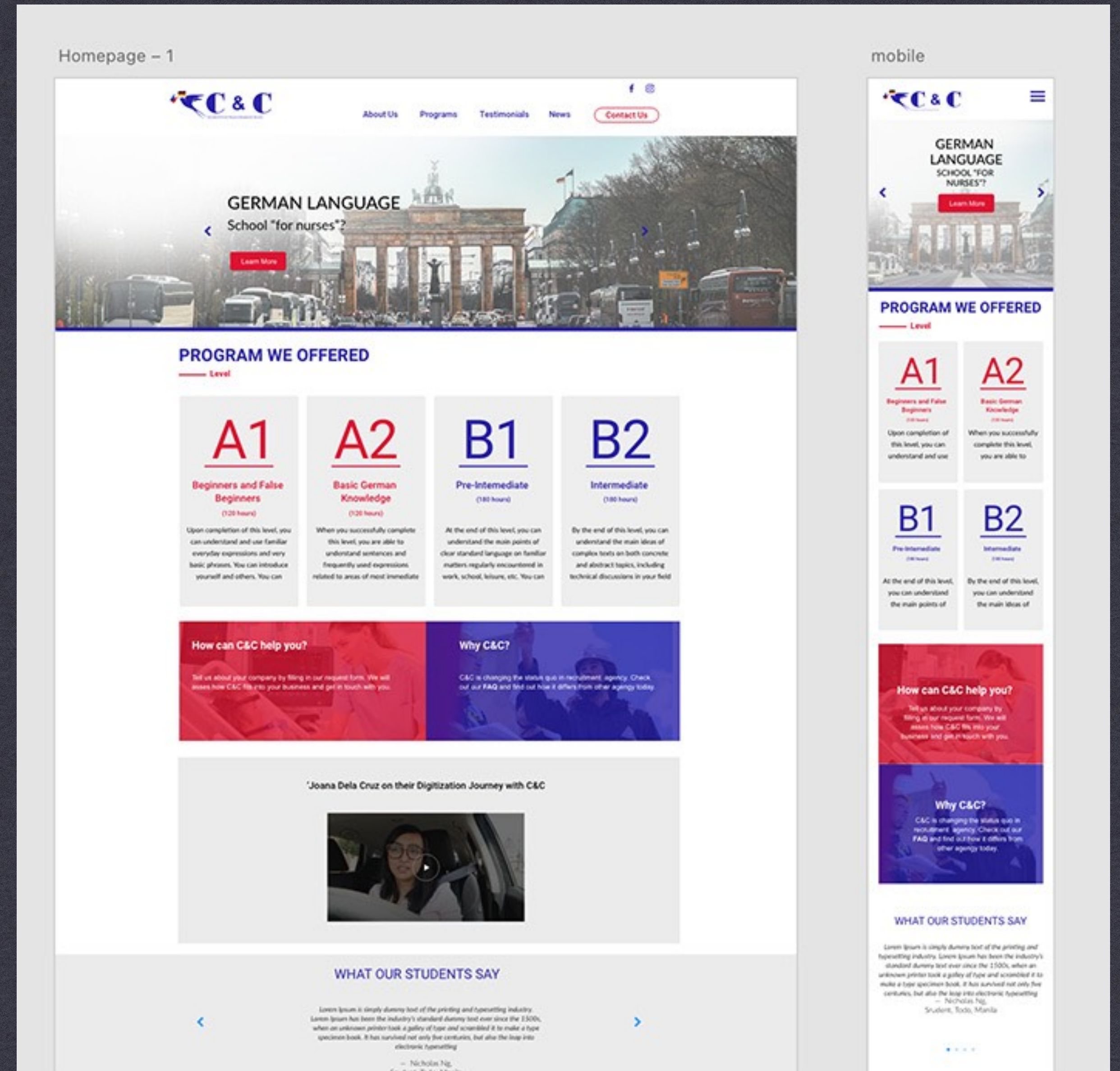
C & C International Human Resource Management Services (C & C International) was established on 24 October 2019. The company has no online presence that I can use for reference. It was build according to the core business of the site owner that their goal is to be job-ready to work overseas. I intended to display the company service offered as the primary information in the so that every user will entice to click it.

Stack tools I used:

- Design Process: Photoshop, XD, Illustrator
- Front end: HTML, CSS and JS
- Back end: Django and POSTGRES

Website:

- <https://www.connectandcareph.com/>

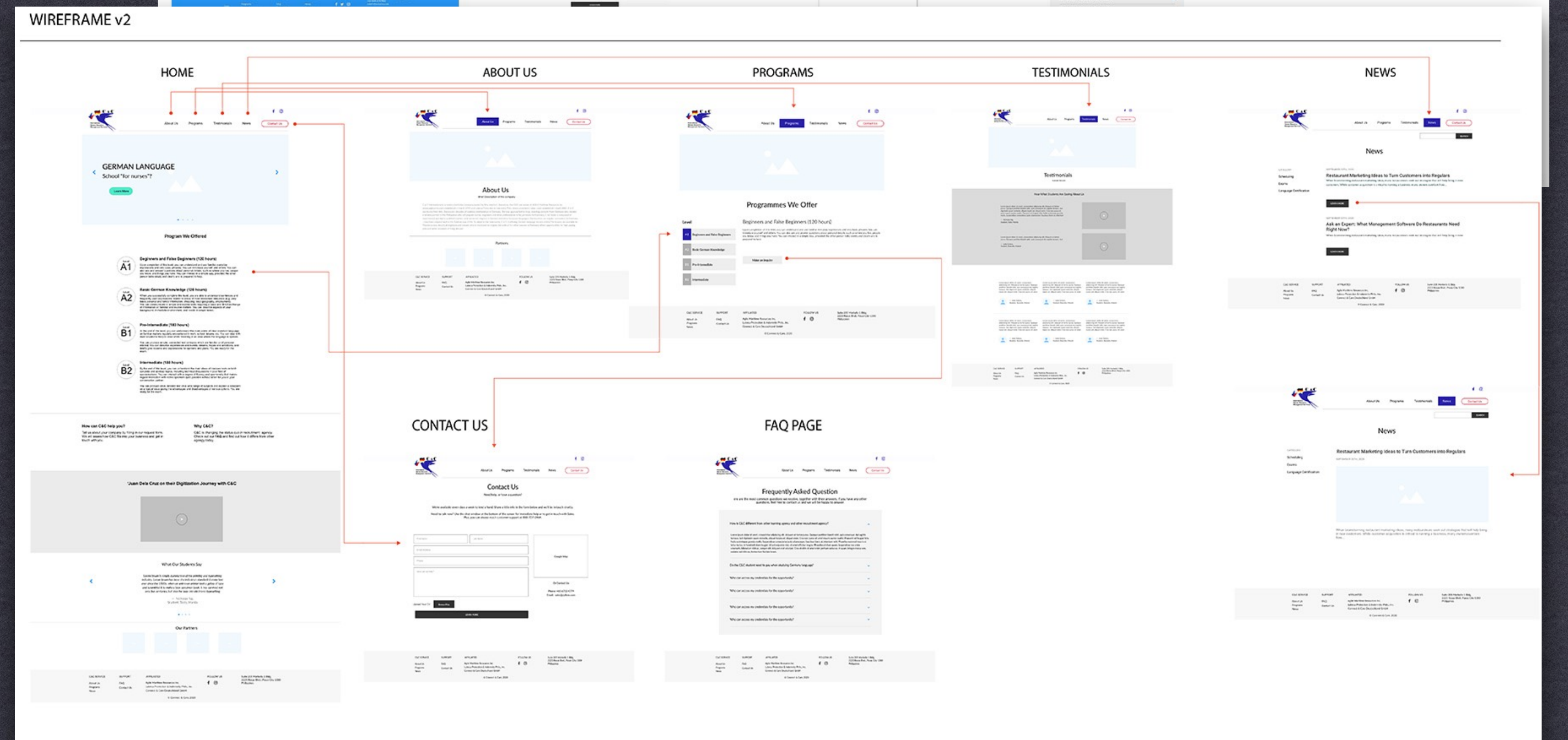
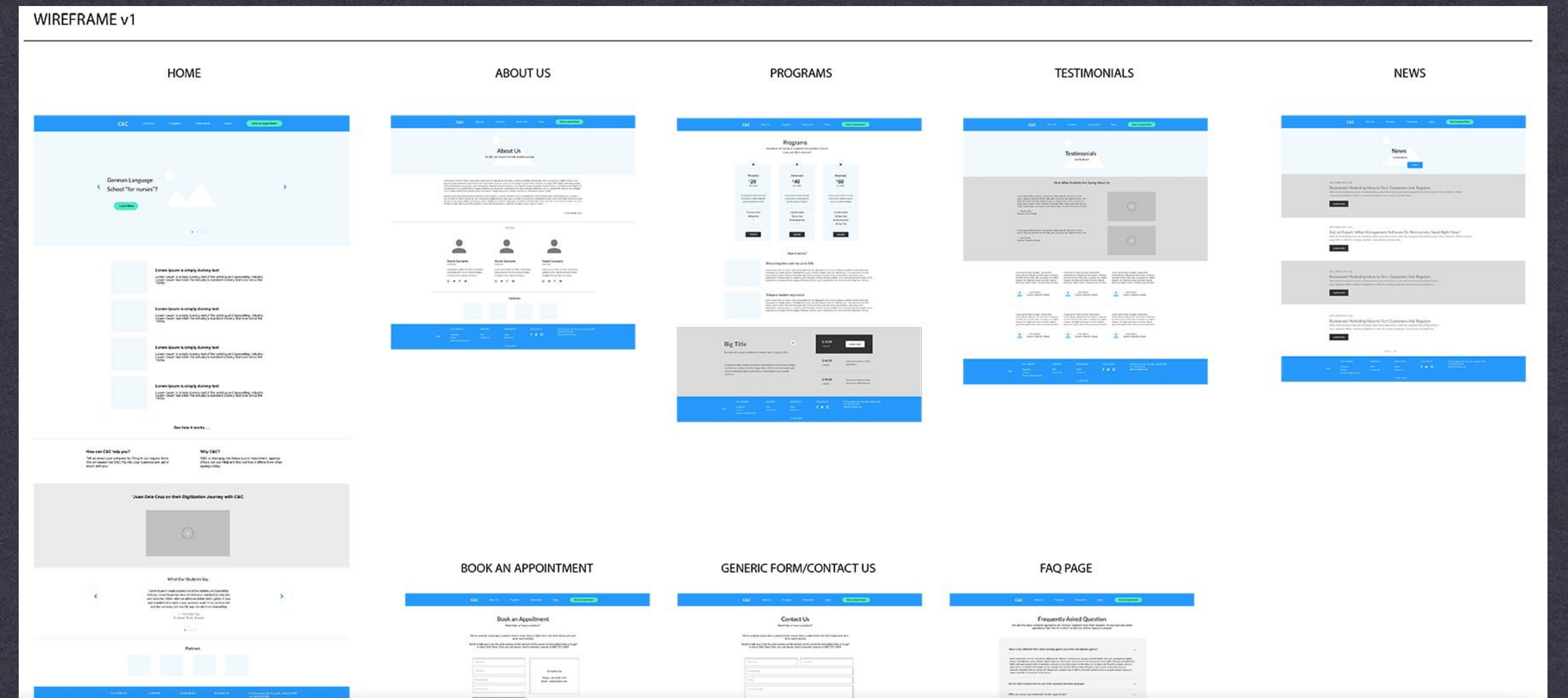


UNDERSTAND THE FLOW

The sitemap I presented is from card sorting activity, the idea is to create a service category that specific to their sub pages. The results, it shows in wireframe that it make easier for a user to follow the flow of information.

During meeting with site owner, I'm more focus on consistency of major requirements (1) Clean, and (2) simple. This help the site owner quickly find the important information that influences their decision related to company service.

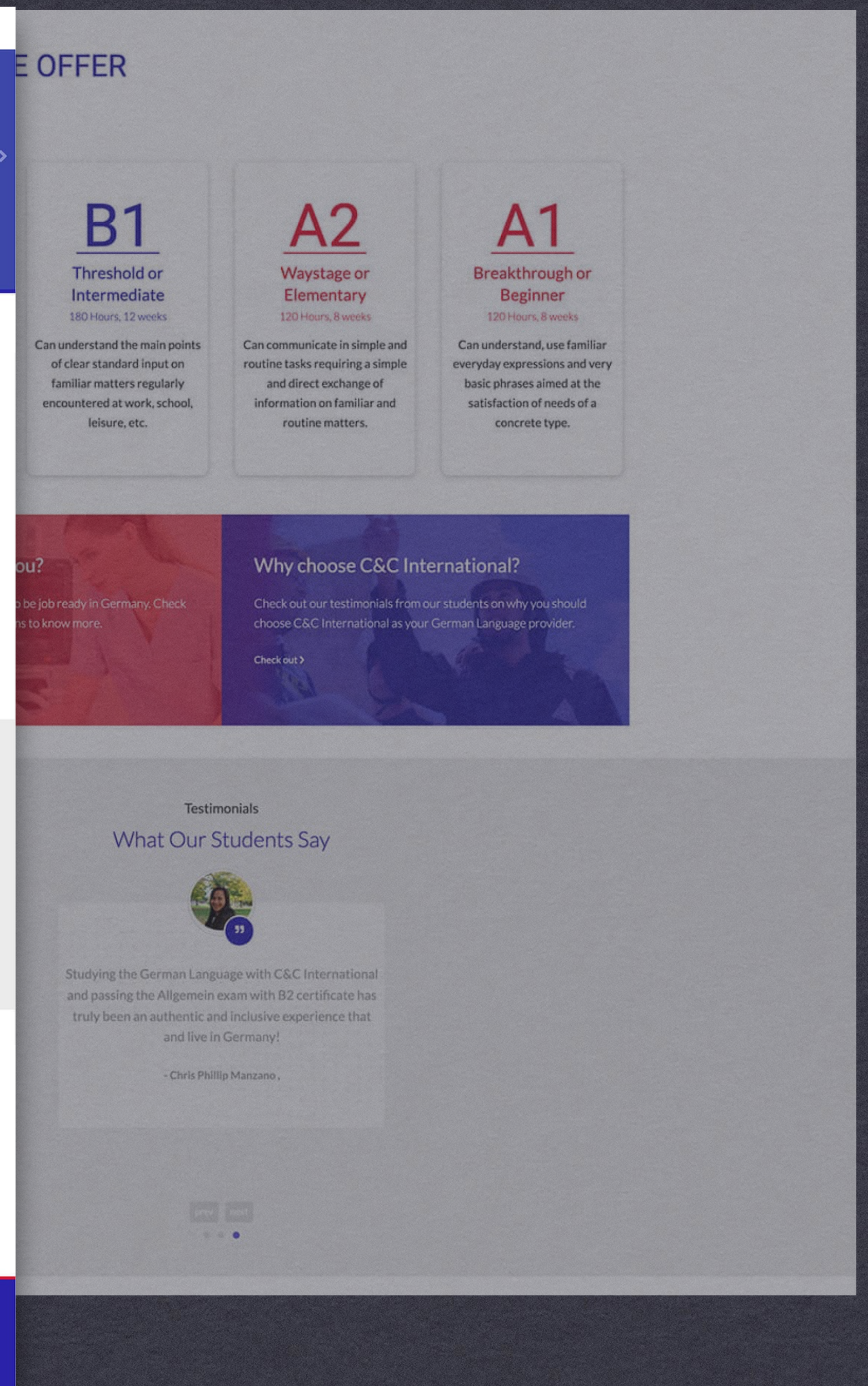
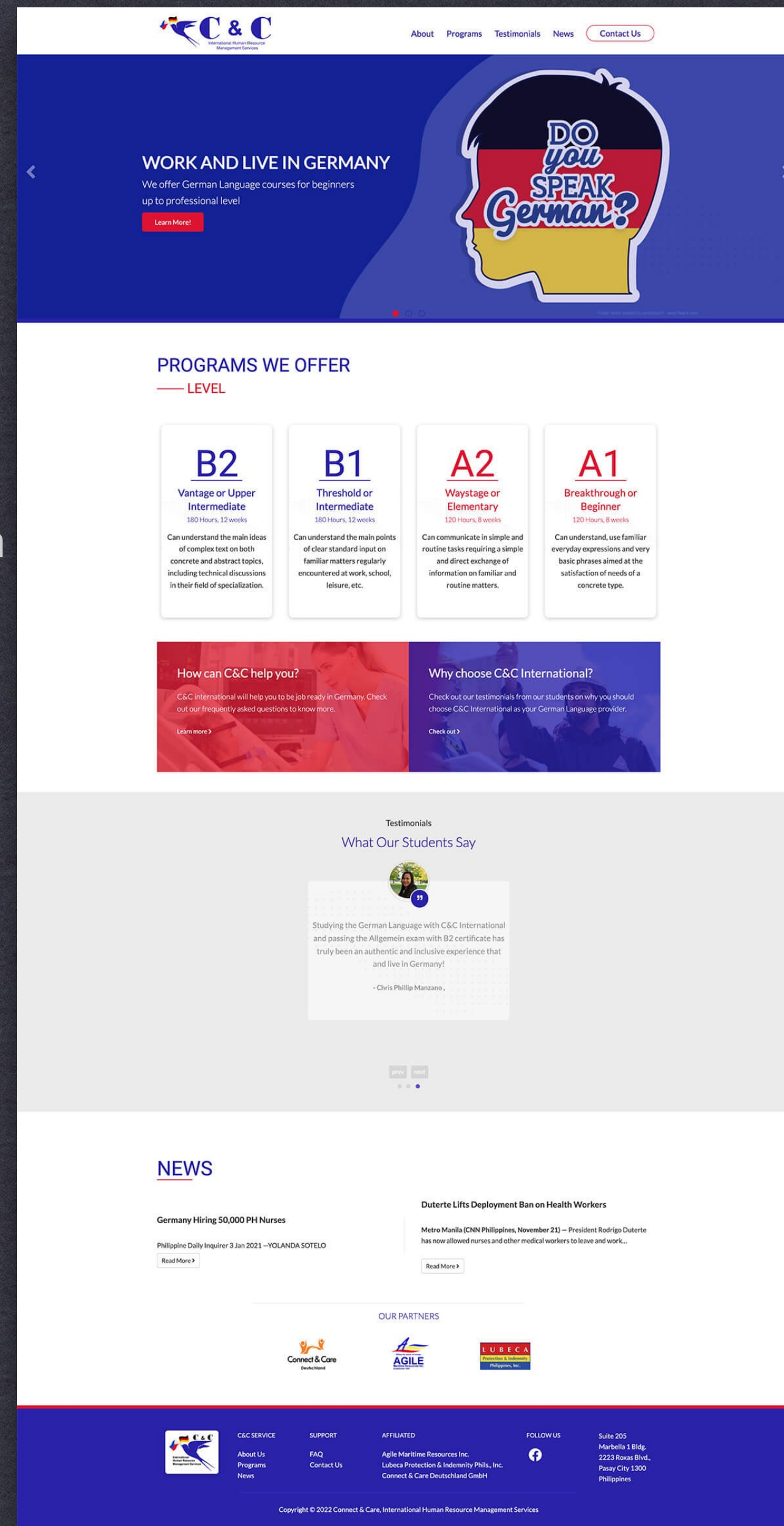
The wireframes reflect a redeveloped navigation, a full-width hero carousel, and the A-Z diseases index. Since the homepage was very text heavy, cards with images were added to the news and outbreaks sections to add more visual elements.



DESIGN CONCEPT

I choose colors that represent the company vision and mission to hone in on the fact that this is trusted agency website. The fonts styles and design component of the website are build according site owner's requirement.

The site owner wanted something a clean and minimal design. After multiple design strategy presentation, site owner agreed to showcase company service that entice visitors. Although, I was struggled to keep the design consistent with the information related to other pages, navigation list and design component of each part because this project did not require a user persona and time constrain.



MY ROLE

- STAKEHOLDER INTERVIEWS
- USER JOURNEY MAPS
- LOW FIDELITY WIREFRAMES

- PROTOTYPING,
- UI DESIGNER
- CODER (FRONT-END AND BACKEND)

- USABILITY TESTING

LAUNCH DATE **APRIL 2021**

PROJECT NAME **AGILE MARITIME RESOURCES**

OVERVIEW

AGILE Maritime Resources (AGILE) is ship manning and crew management company. AGILE company has existing website that provide news and update about their crew, information of company services. The AGILE company would like to have a website that offer the following:

1. Minimalist website but reach in content
2. Dynamic Job posting page
3. News and update list articles
4. Fully informative and responsive website

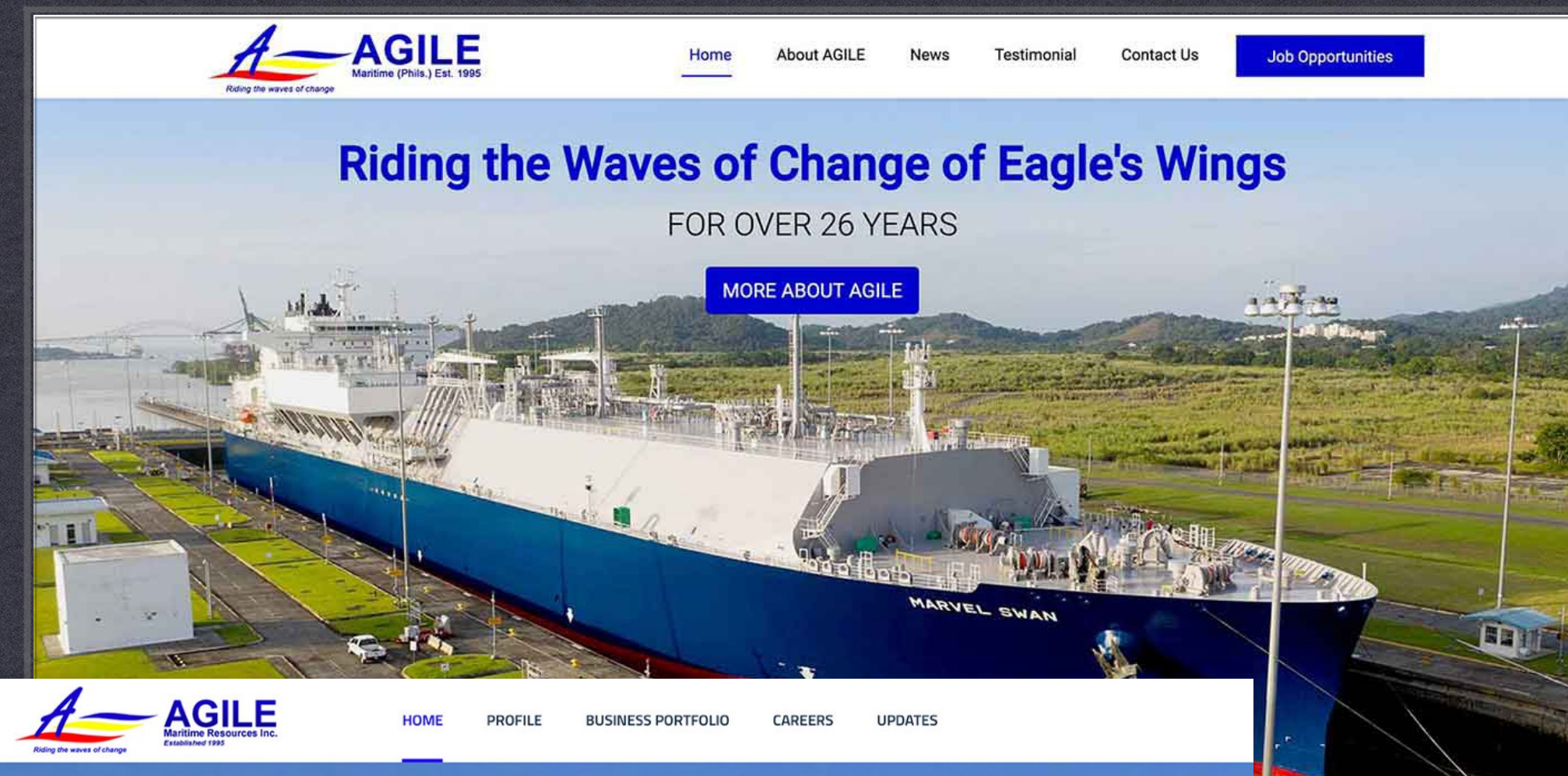
Stack tools I used:

- Design Process: Photoshop, XD
- Front end: HTML, CSS and JS
- Back end: Django and POSTGRES

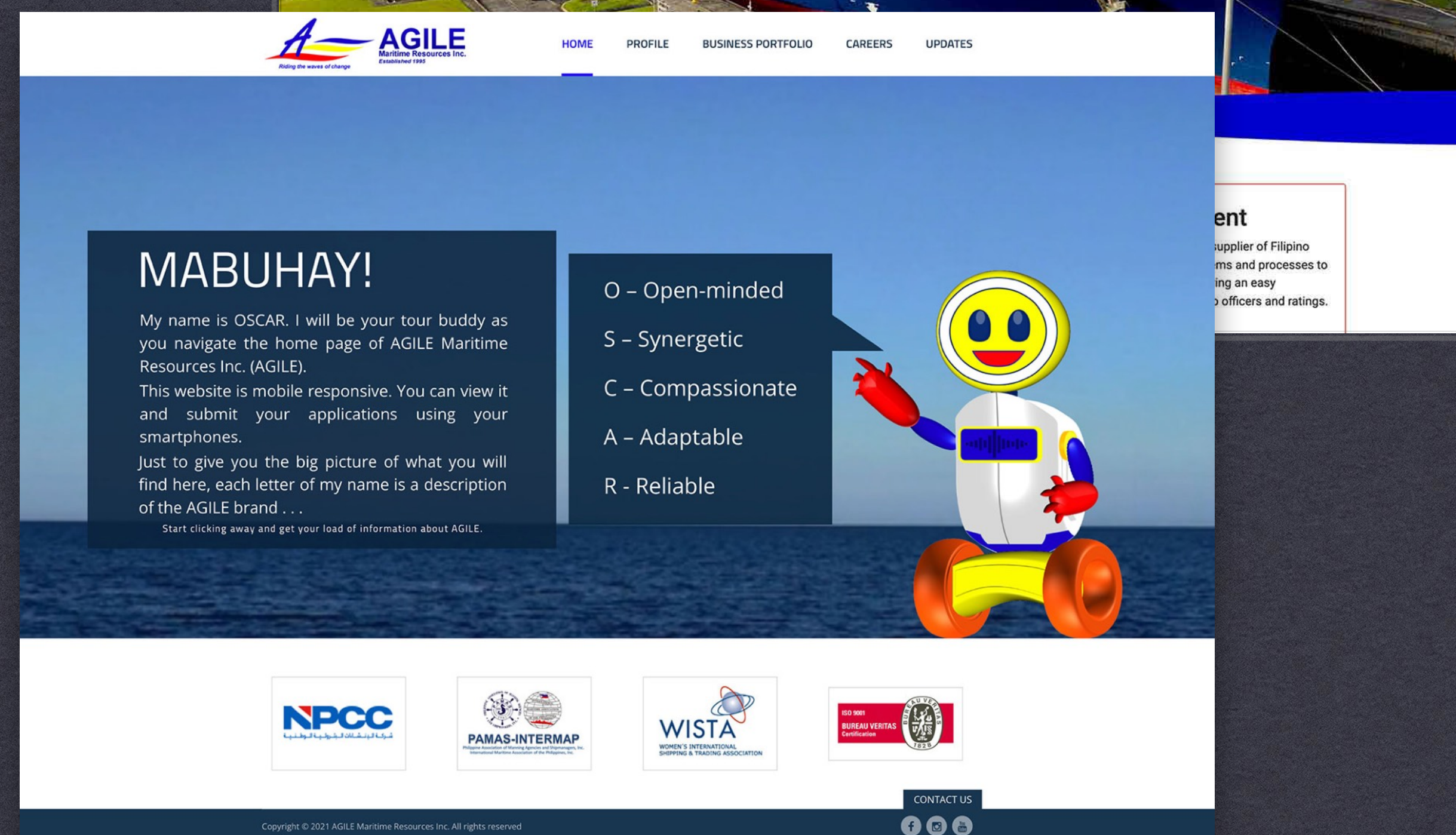
Development

- Old website: <http://agilecrew.com/>
- New website — (under development): <https://odedahay.com/agile/>

New Website

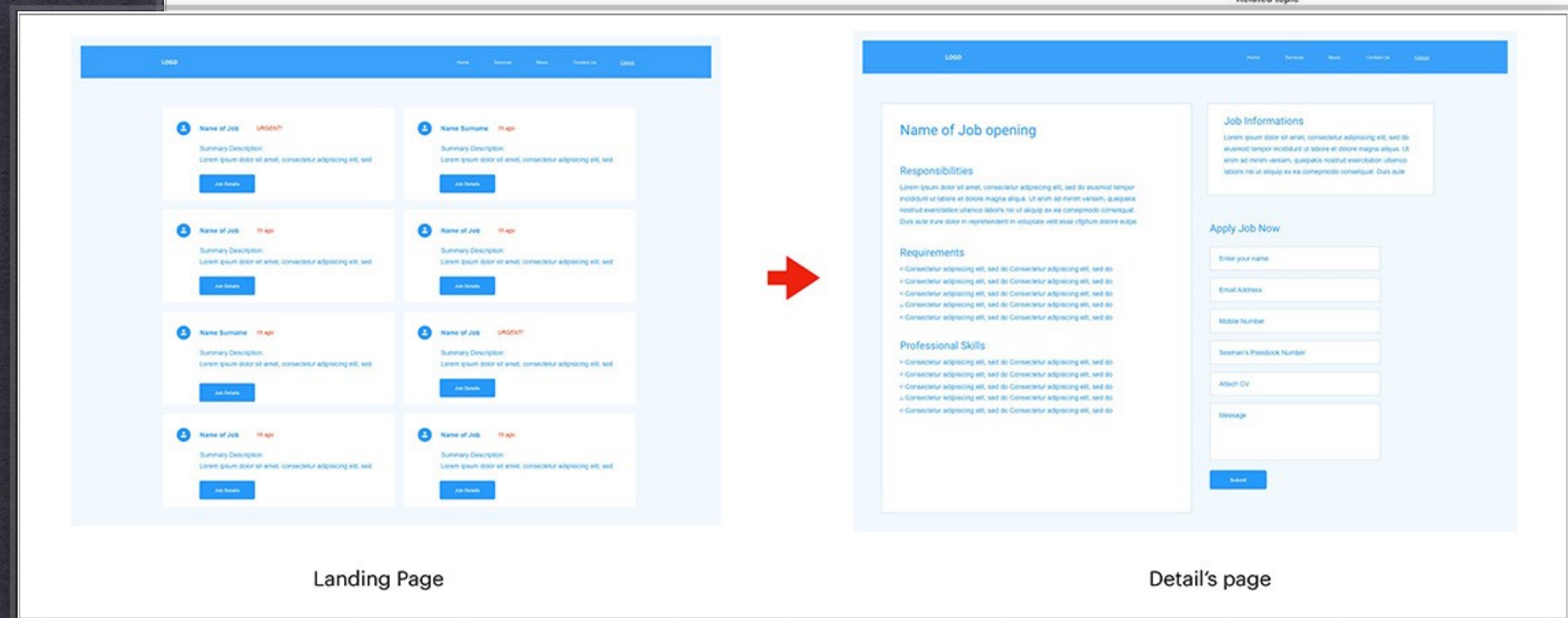
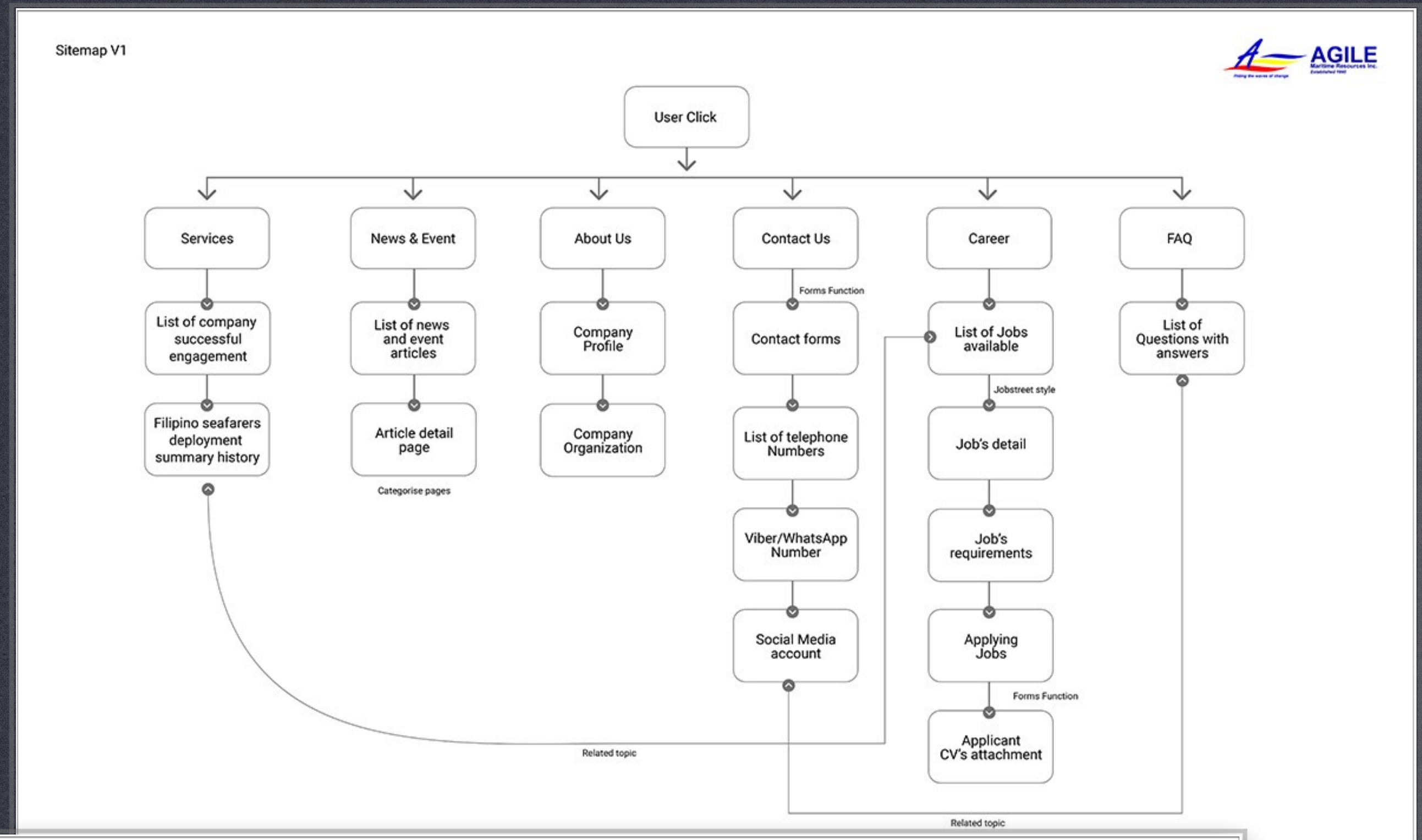


Old Website



UNDERSTAND THE FLOW

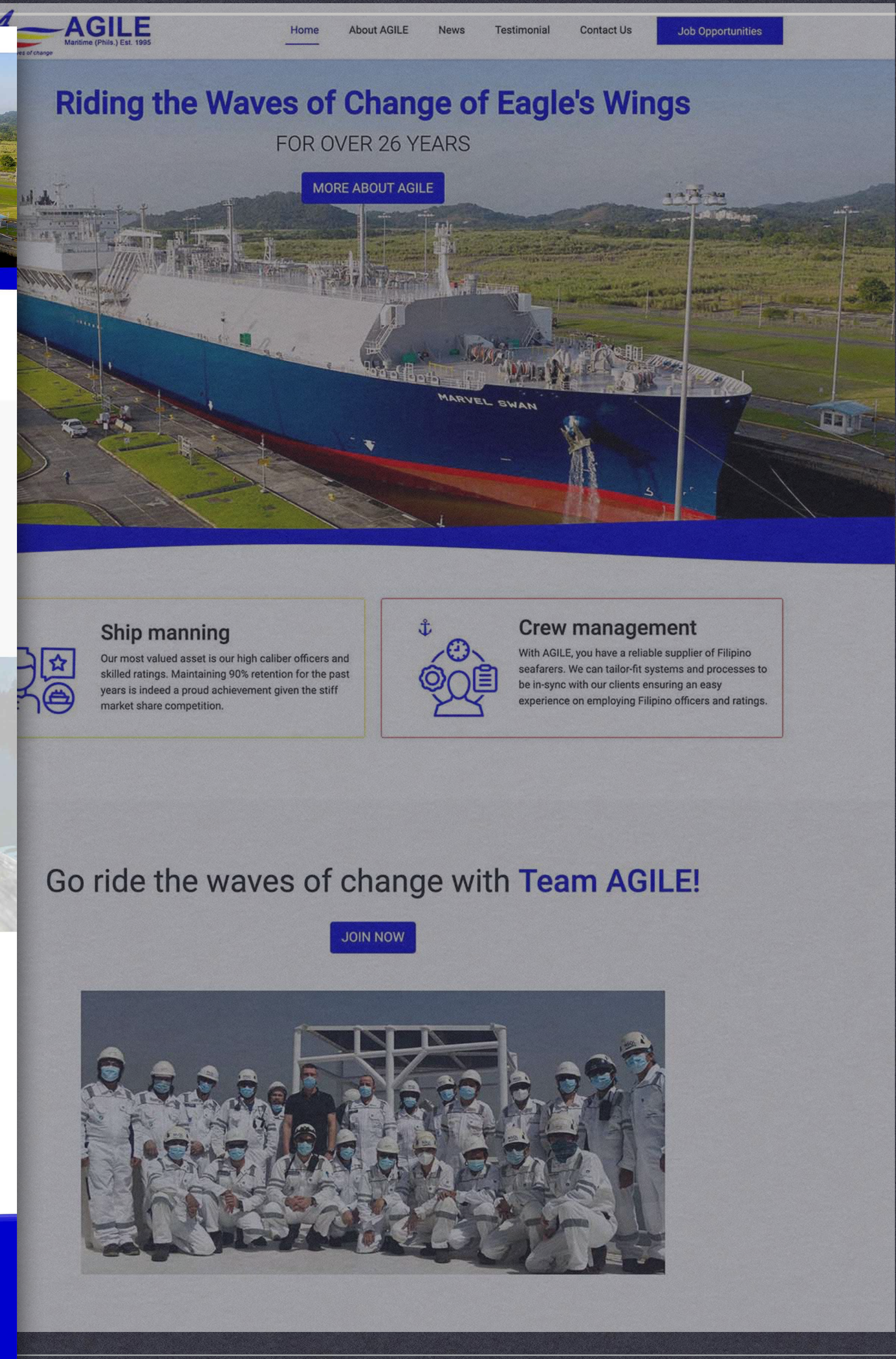
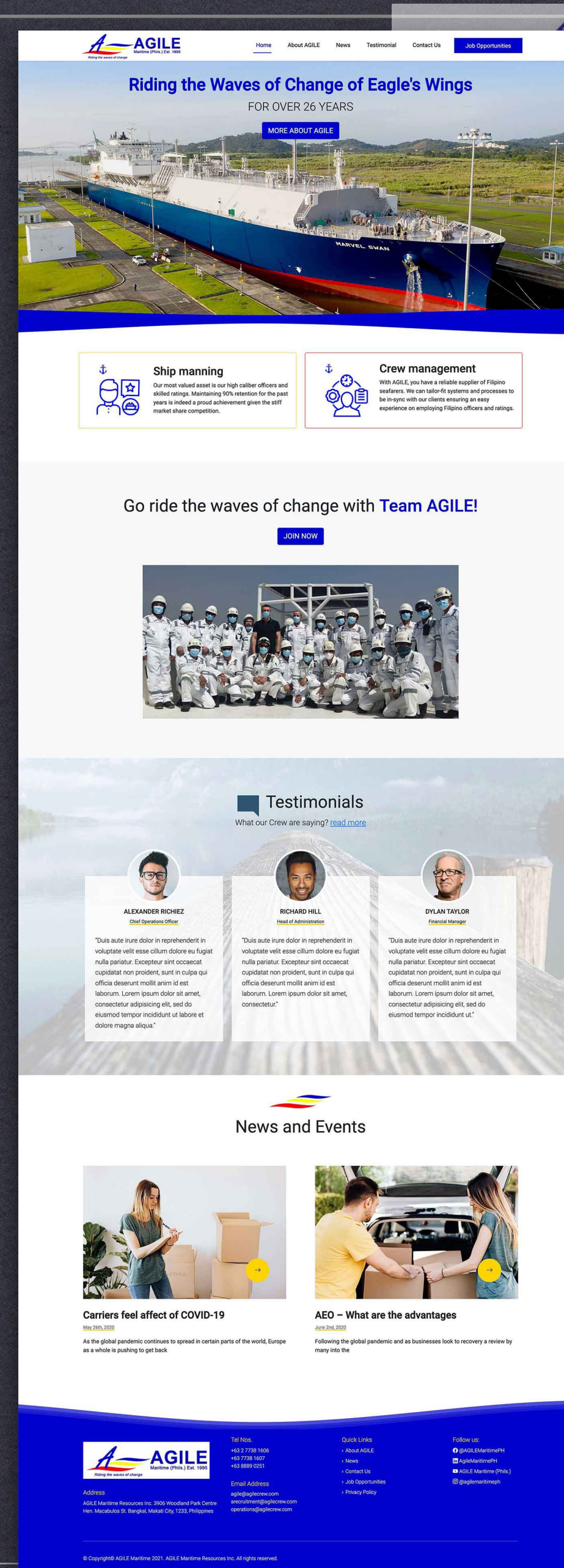
Since this project is revamping an old website, I took the opportunity to explore the existing site. I spent a good amount of time on observing and listening to user upfront to really understand the user's goals. I was able to take note to improve pain points and story map features and functionality to develop a longer term product roadmap



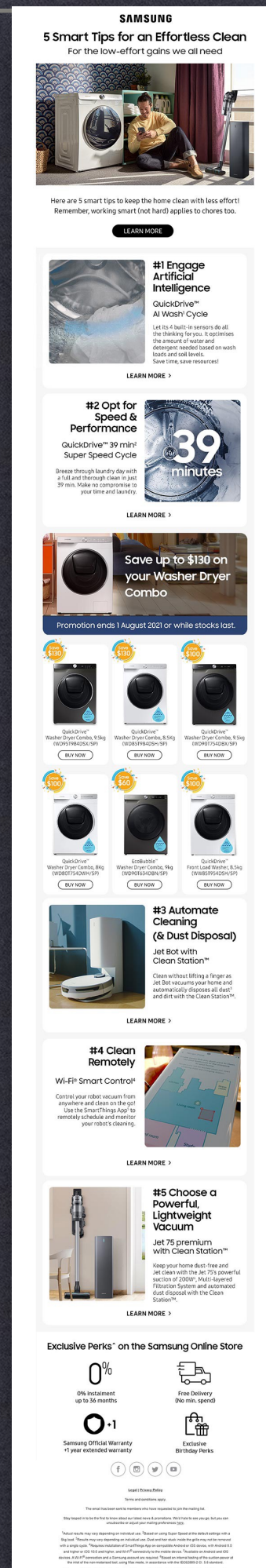
DESIGN CONCEPT

One of the biggest design challenges that I faced was to keep the experience as simple and minimal, regardless of the complexity of the flow.

Building workflow isn't a task; it's an opportunity to solve the problem. In this workflow approach, it is essentially to guide the individual user to their needs, likewise the goal is to increase the confidence and success of the company clients.



AGILE MARITIME RESOURCES



SAMSUNG
5 Smart Tips for an Effortless Clean
 For the low-effort gains we all need



Here are 5 smart tips to keep the home clean with less effort!
 Remember, working smart (not hard) applies to chores too.

[LEARN MORE](#)



#1 Engage Artificial Intelligence

QuickDrive™ AI Wash' Cycle

Let its 4 built-in sensors do all the thinking for you. It optimises the amount of water and detergent needed based on wash loads and soil levels. Save time, save resources!

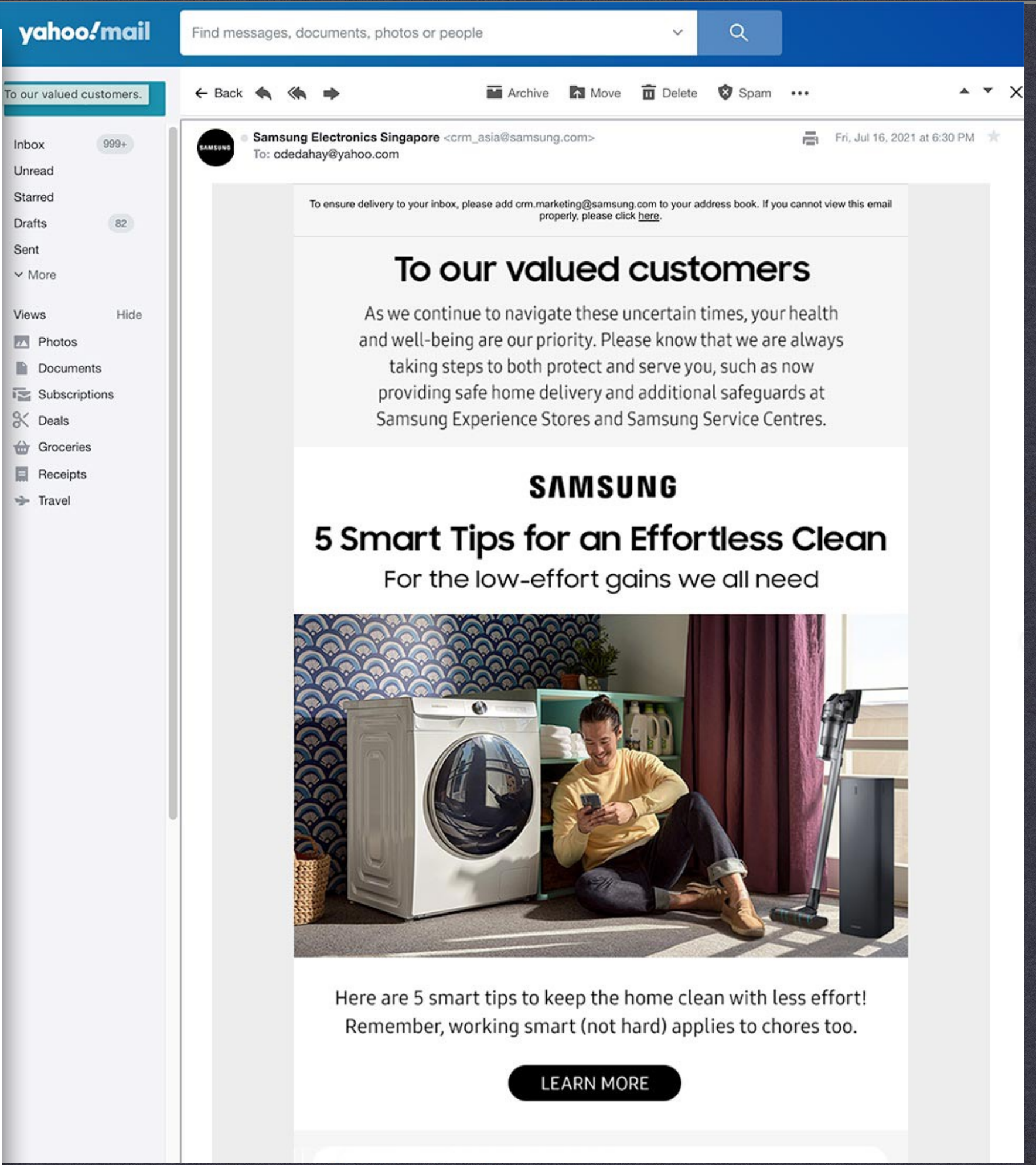
[LEARN MORE >](#)

#2 Opt for Speed & Performance

QuickDrive™ 39 min² Super Speed Cycle



Breeze through laundry day with



MY ROLE

- UI DESIGNER
- CODER (HTML, CSS)
- USABILITY TESTING

DATE

NOV 2021

PROJECT NAME

SAMSUNG MARKETING EDM

OVERVIEW

Electronic Direct Mail Roles

- Create a concept that aligned with promotion & comms on eDM are based on campaign direction,
- Design and adopt the marketing collateral theme

Tools I used:

- Design tool: Photoshop
- Workflow: Once design is approved, convert design from PSD to HTML + CSS to make EDM

SAMSUNG

BESPOKE
Designed for you, by you.

LEARN MORE

Customise your own BESPOKE fridge

Step 1 Pick your refrigerator type¹

Fridge for one Space for two Capacity for everyone

Bottom Mount Freezer 4-Door Flex Bottom Mount Freezer + two 1-Door Flex

TIP FOR YOU
Living single? Found a special someone or even married with kids? Select your fridge type based on your stage of life.

Step 2 Choose your favourite colours²

TIP FOR YOU
Forget about the rules. Choose whichever colours you fancy to create a kitchen statement piece.

Light White Ocean Blue Dark Navy Light Sky Blue

Step 3 Now you're ready to design your very own BESPOKE fridge

CUSTOMISE NOW

Festive Season Deals
Get up to \$417 worth of free* gifts

4-Door Flex Bottom Mount Freezer 1-Door Flex

FREE* Samsung Galaxy Buds Pro worth \$198 **FREE*** Samsung Galaxy Buds 2 + Power Case with TWS worth \$275 **FREE*** Samsung Galaxy Buds 2 worth \$148

SHOP NOW SHOP NOW SHOP NOW

Plus, **FREE*** Pairing Kit (worth \$109) with purchase of 2 or more BESPOKE units!

SAMSUNG

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SAMSUNG

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Valid from 15 Jan - 28 Feb 2022

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Simply the right card

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