A SELECTION OF PROJECTS

DESIGN PORTFOLIO

Sahar Safieddine . UI/UX designer

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InsideU

Product design . design system . prototyping . UI . children UX . navigation . responsive design

Dementia Australia

Design testing . illustrations

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Revamping . UI . UX . design library . prototyping . responsive design . photo editing

En Nord Beat

Revamping . design testing . illustrations

Education

INSIDE U

Client: Renée Crown wellness institute - University of Colorado Boulder
Team: Liquid interactive - head of product, project manager, content writer, developers, UI/UX designer.
Contribution: Product design . design system . prototyping . UI . children UX . navigation . responsive design
Visit: https://insideu.colorado.edu/

Education

INSIDE U

The Liquid team collaborated with Colorado University's Crown Institute to develop an accessible emotional education platform for children, focusing on entertainment.

The product supports Social and Emotional Learning (SEL) and it is centered around the characters from Disney and Pixar's Inside Out.

Upon joining the team, the first couple of episodes were already created and published on a temporary homepage. Our main objectives for the public release were:

- To iterate on the Homepage design and build a permanent version

- To introduce a "for parents" section, providing information about the product and methodology

- To oversee the script, animations, and designs for episodes 3 & 4

- To design the console and visualizer feature for episodes 3 & 4

HOME
Who, me?
Oh, hi... who are you?
I'm a Mind Worker here in Headquarters. Mind Workers help everything run smoothly and keep your mind from being boggled.
okay.

THE CONSOLE

The big questions for the console feature were:
which tools can help a child to represent their emotion? And what do emotions look like?
What is the best experience that would assist the user in talking about their emotions?

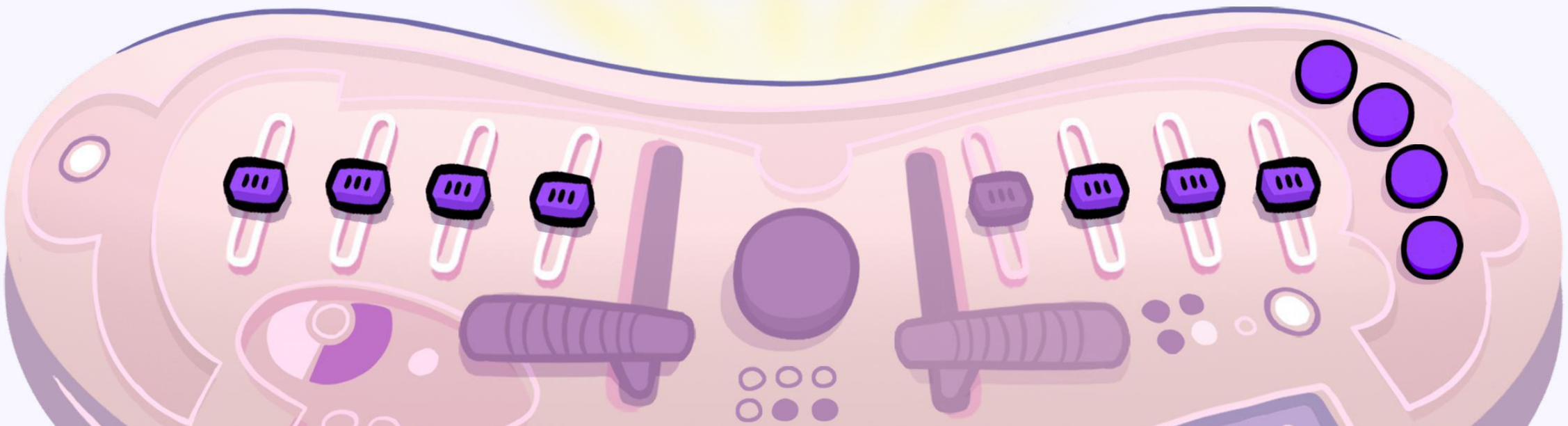
We explored various parameters, including the shape, color, and sound. How does the motion influence its environment? Does it move in space or is it static?
Is one color enough to represent an emotion? Is one sound enough? Is one shape enough? How many shapes are too many shapes?

We drew inspiration from the Inside Out movie, while also exploring classic and modern music visualizers during the research phase. These visualizers provided insights into representing music's rhythm and sensation in a technically feasible way.

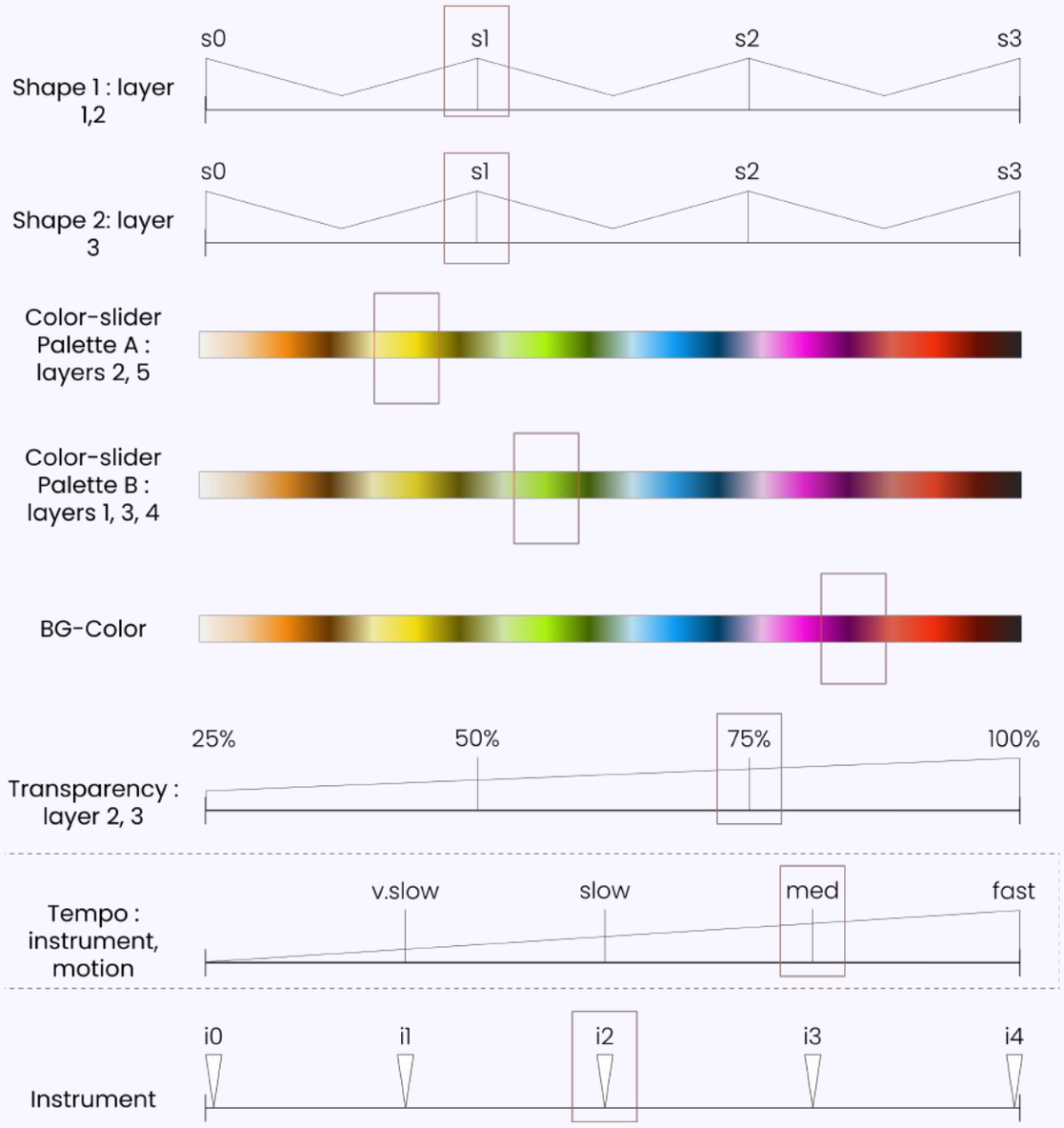
THE CONSOLE

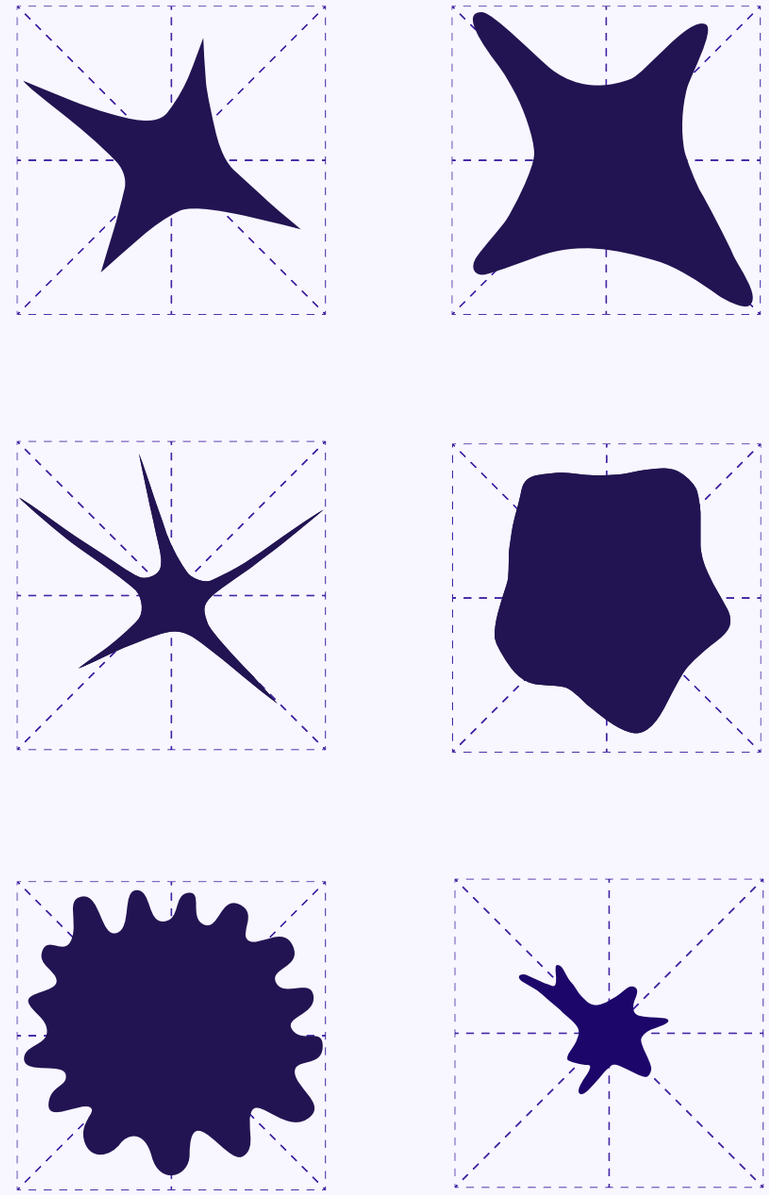
Upon multiple rounds of iteration, we proceeded to establish rules for the sliders and the behavior of the shapes. This involved continuous testing, iteration, research, and adjustment, along with close collaboration across design, development, product, client, and management teams.

Eventually we reached a level of satisfaction where the visualizer hosted a range of display parameters and the visuals were diverse, satisfying, and engaging. We knew we had achieved our goal.



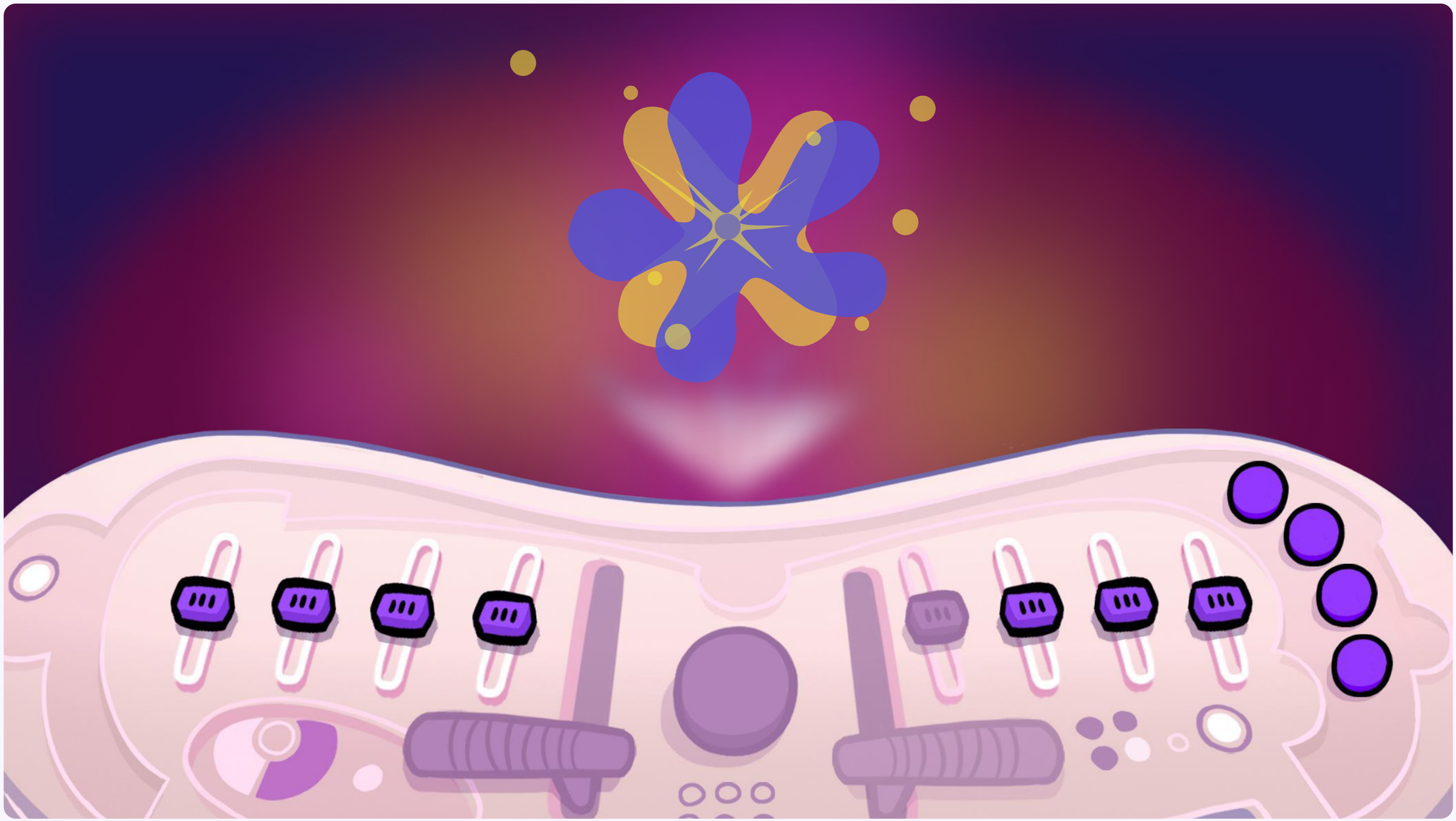
InsideU





The console parameters study (left)

Some of the layer shapes : all the shapes had the same number and order of vector points (right)

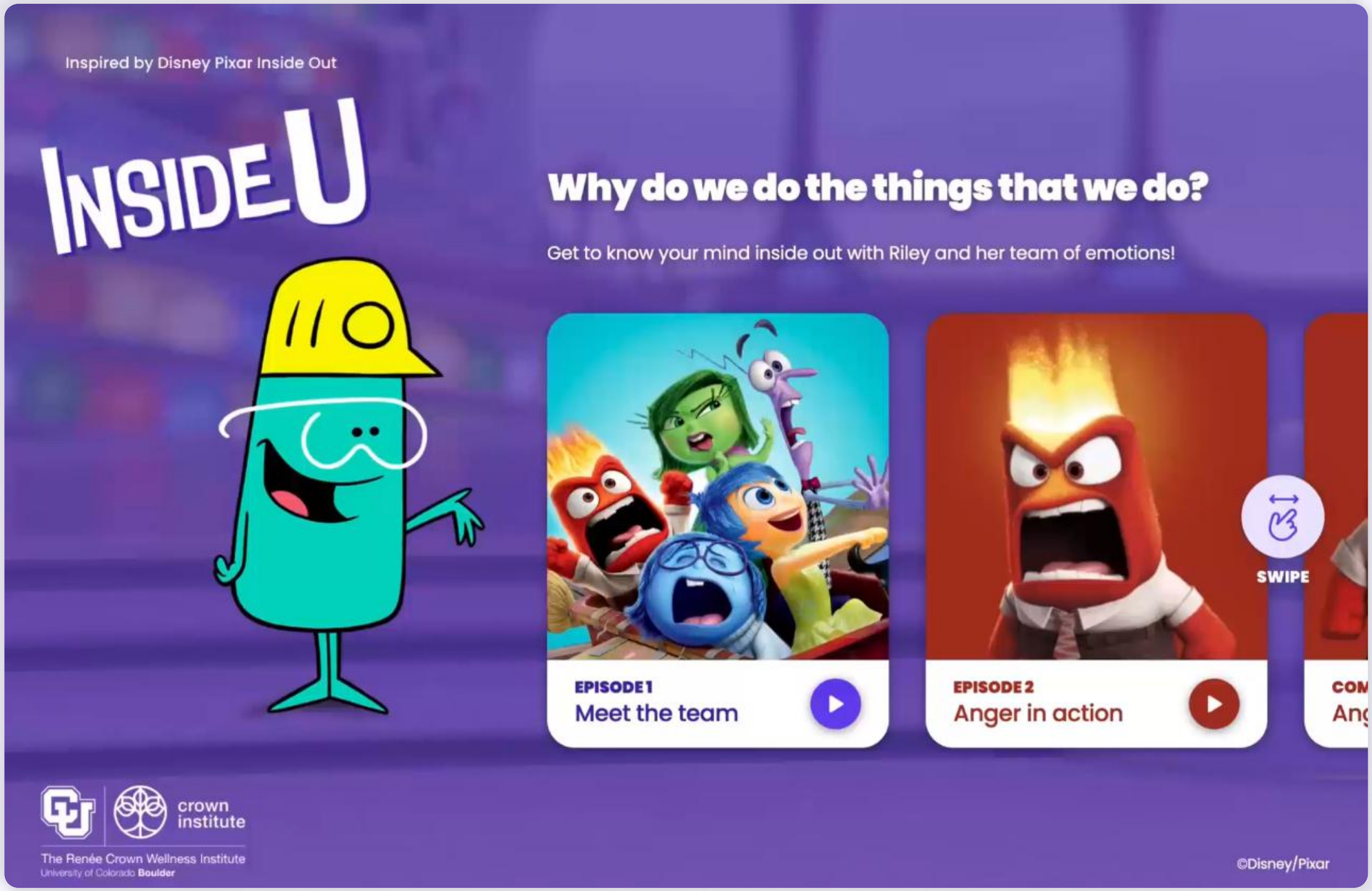


THE HOMEPAGE

The episodes were initially grouped in a concise landing page that directed users to the episodes. Both the team and the client agreed on the need to iterate on the homepage design and user journey.

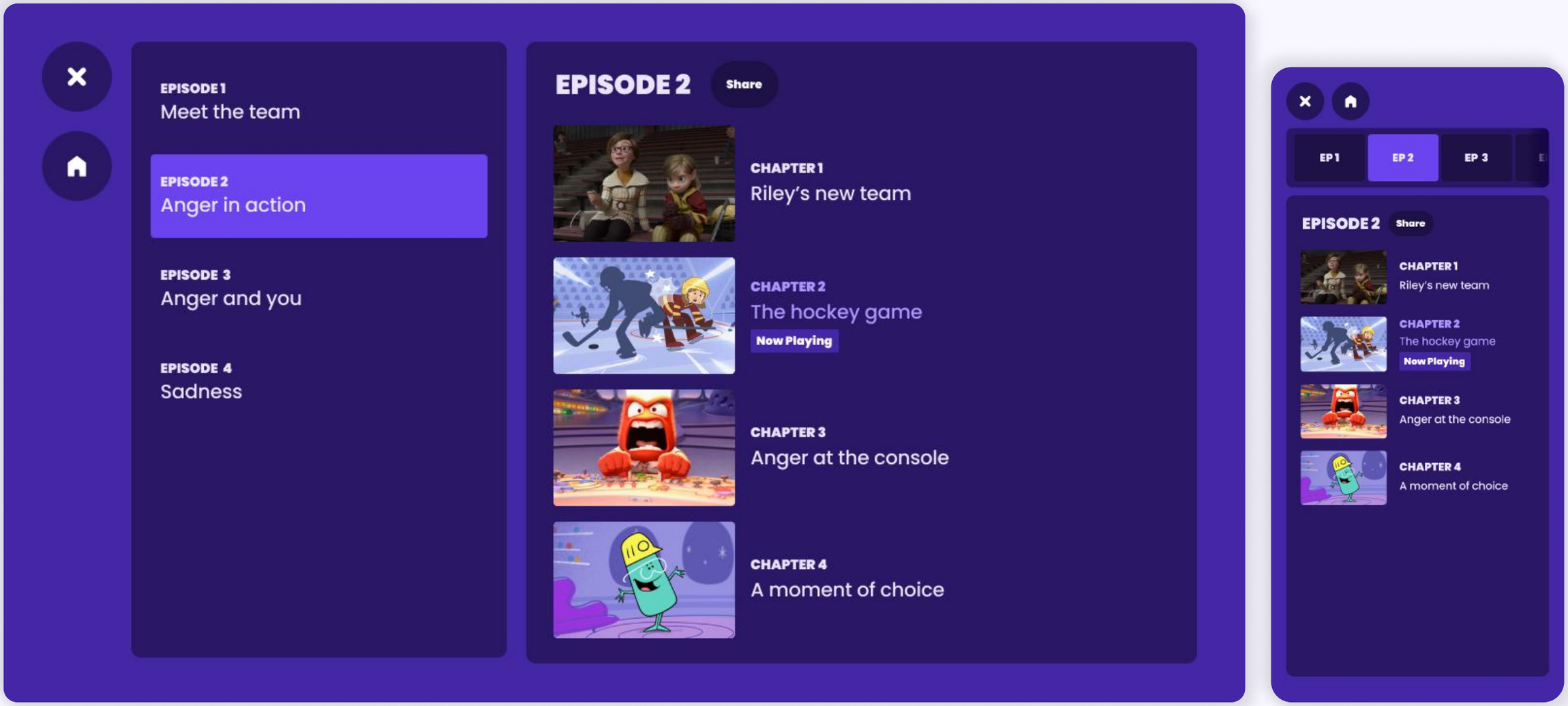
Designing a homepage for 10-year-old children and their parents is not the same as designing a homepage for adults. Additionally, designing a homepage for 10-year-old children is not the same as designing a homepage for 8-year-old or 12-year-old children.

Conducting extensive research on UX design for children provided insights into the varying and shared standards between children and adults, as well as among different age categories of children.



Homepage (before)

Homepage (after)



New navigation feature

OUTCOME

It is an unusual approach for an unconventional product.
Fortunately, the team's truly agile mindset and methodology facilitated the entire process and played a pivotal role in its success.

The approach proved to be a success. Multiple feedback from the client confirmed that the children are excited to discover the platform and use the console.
Several sources have published articles about the approach and product.

PUBLICATIONS

Denver 7 news

https://www.denver7.com/lifestyle/education/cus-crown-institute-partners-with-pixar-for-emotional-learning-based-on-inside-out-movie

Crown Institute

https://www.colorado.edu/crowninstitute/2024/02/12/crown-institute-partners-pixar-launch-learning-app-children-based-disney-and-pixars

Daps Magic

https://dapsmagic.com/2024/02/crown-institute-at-the-university-of-colorado-and-pixar-collaborate-to-create-inside-out-kids-themed-app/

Liquid Interactive

https://www.liquidinteractive.com.au/work/inside-u-digital-learning

Health And Government

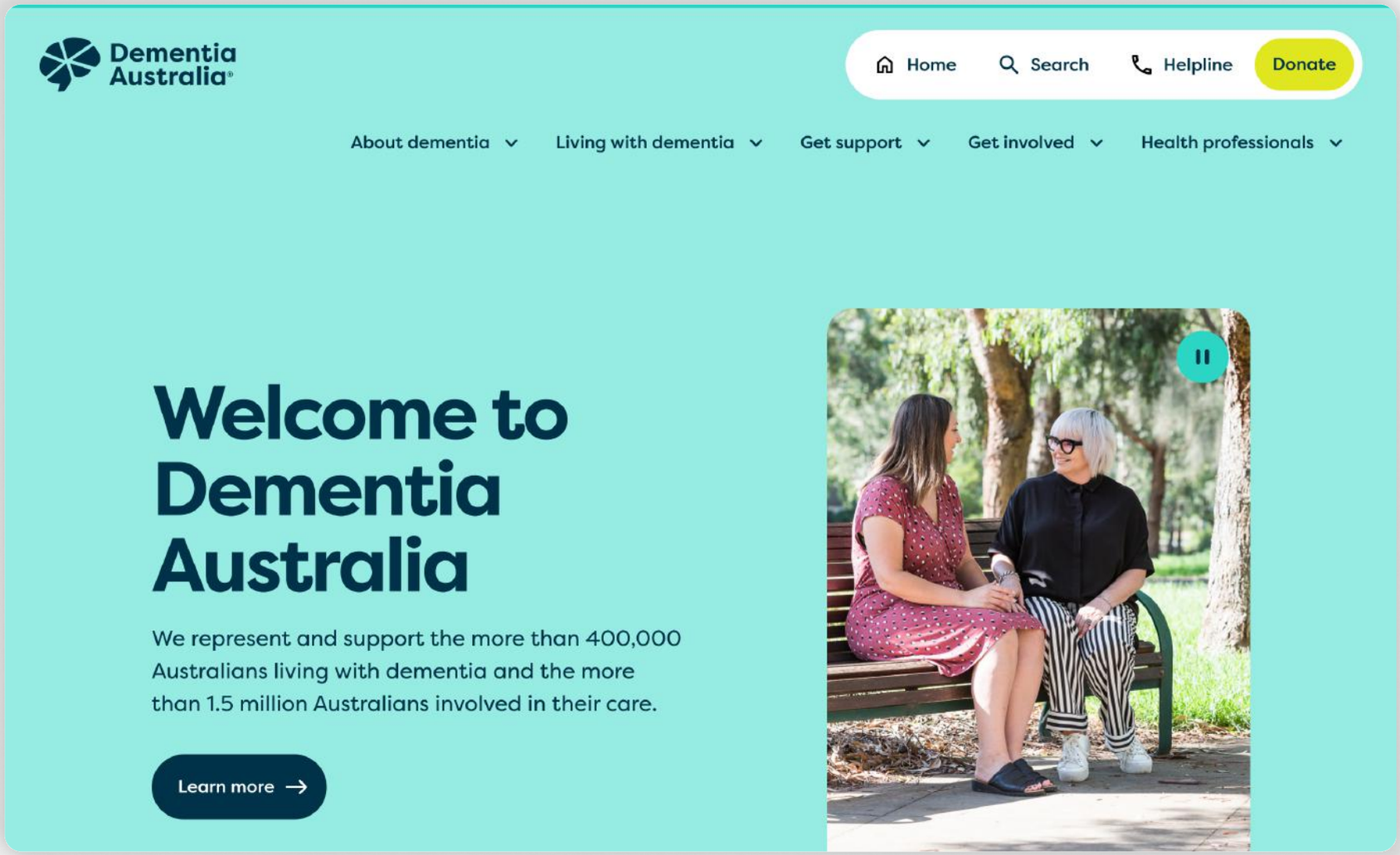
DEMENTIA AUSTRALIA

Client: Dementia Australia Organization
Team: Liquid interactive - producer, project manager, client engagement, content writer, developers, senior designer, UI/UX designer
Contribution: Design system (contributor), design testing, illustrations.
Visit: https://www.dementia.org.au/

Dementia Australia

DESIGN SYSTEM & TESTING

The multidisciplinary team at Liquid was tasked with creating the design system and brand identity for Dementia Australia's digital products. After several months of design research and user testing, the design system was developed and approved.



Dementia Australia

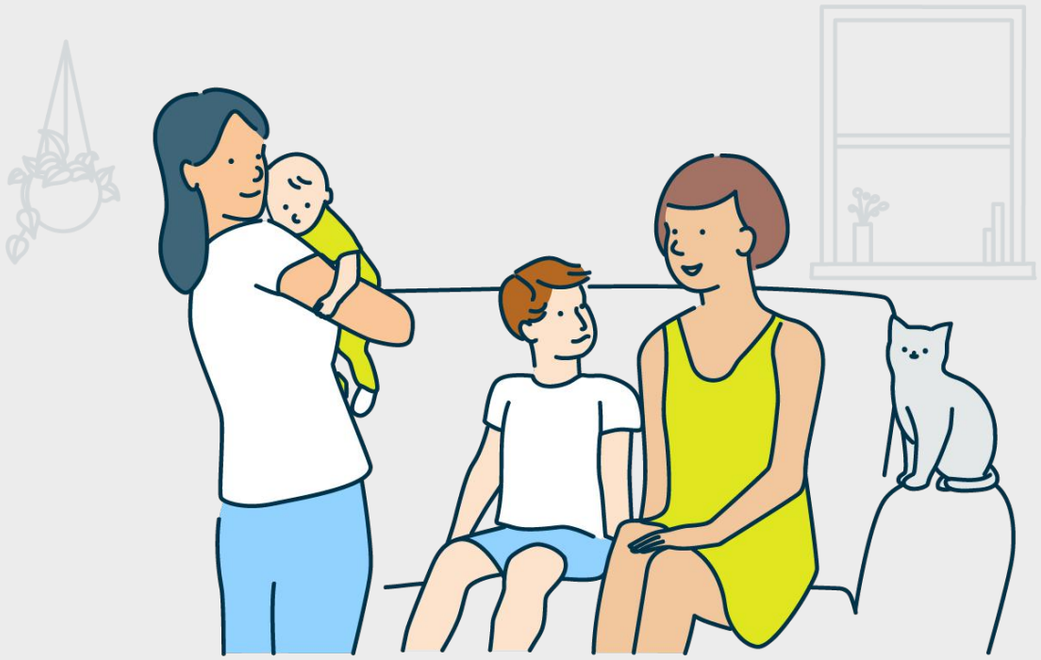
ILLUSTRATIONS

Our team was also tasked with creating a series of 34 illustrations of varying sizes that would be used on the client's website.

Once the illustration guidelines were finalized and the style defined, I had the pleasure of creating most of the illustrations using Adobe Illustrator.

Examples of the illustrations in large, medium, and small sizes are provided below and in the next slide.

Illustrations



Dementia Australia

OUTCOME

The client expressed their genuine satisfaction with our team's work, which exceeded their expectations. The illustrations were not initially part of our team's engagement, but our positive working relationship and established trust led to a longer and more fruitful collaboration.

Business Development

AURIZON

Client: Aurizon, Australian rail freight operator
Team: Liquid interactive - Client engagement, content writer, developers, and myself as UI/UX designer
Contribution: lead designer - revamping the Careers section on Aurizon's website and creating the Talent Community page.
Research and analysis, UI and UX design, design library, prototyping, responsive design, design testing, client meetings, photo editing.
Visit: https://www.aurizon.com.au/careers

Business Development

AURIZON

Our team retrieved Aurizon's website and was tasked with revamping and developing the Careers section in time for their new recruitment campaign.

This project presented several **challenges**:

Timing was short. We faced a tight deadline of just a month and a half to complete all tasks, including research, design, development, user testing, design testing, and client feedback incorporation.

The initial job posts were managed by a third company. The developers had to extract the information from the RSS feed. This posed some limitations on UX interventions.

Although there was a need for significant improvements in the Careers section, **the final product had to remain consistent with the rest of the website.**

The Careers section was not mobile-friendly.

A quick accessibility assessment revealed **a number of important accessibility issues.**

Business Development

AURIZON

Observations on the original Careers section

This means that every design decision, whether minor or major, had to align with three key constraints: time, development, and consistency. After the initial research and analysis phase I made a set of design rules, such as:

- Features that are causing major user experience distress have to be changed, such as the search bar, filters, and results page.

- Each component should be faithful to its intended function. Spotlights should look like spotlights, cards should look like cards, even if this means having 2 types of cards on the website.

- The usability and design must remain faithful to the Aurizon brand.

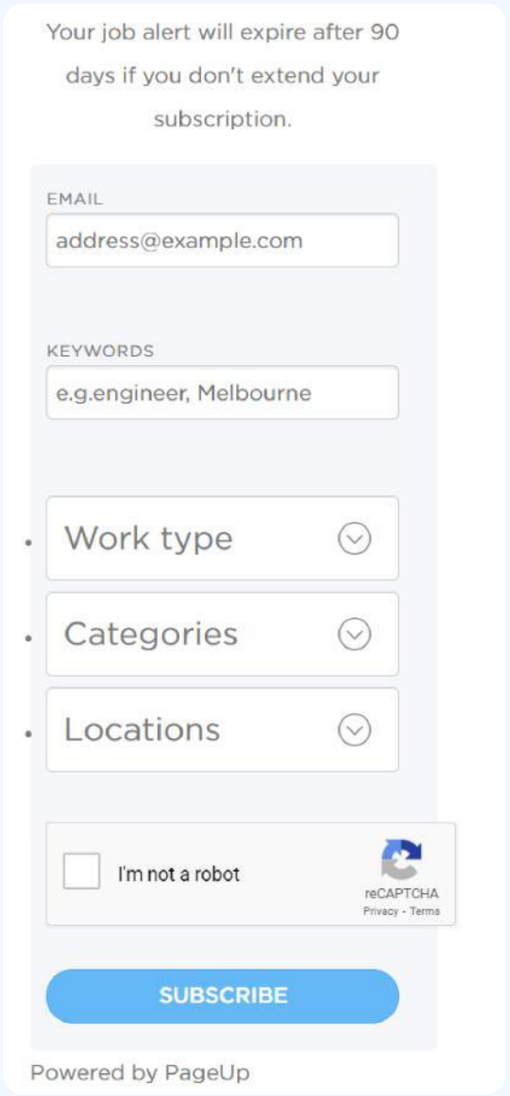
- We cannot add or subtract colors but we can use other shades.

- We cannot add or modify typefaces but we can modify a typeface's weight to make it more legible such as on a page banner

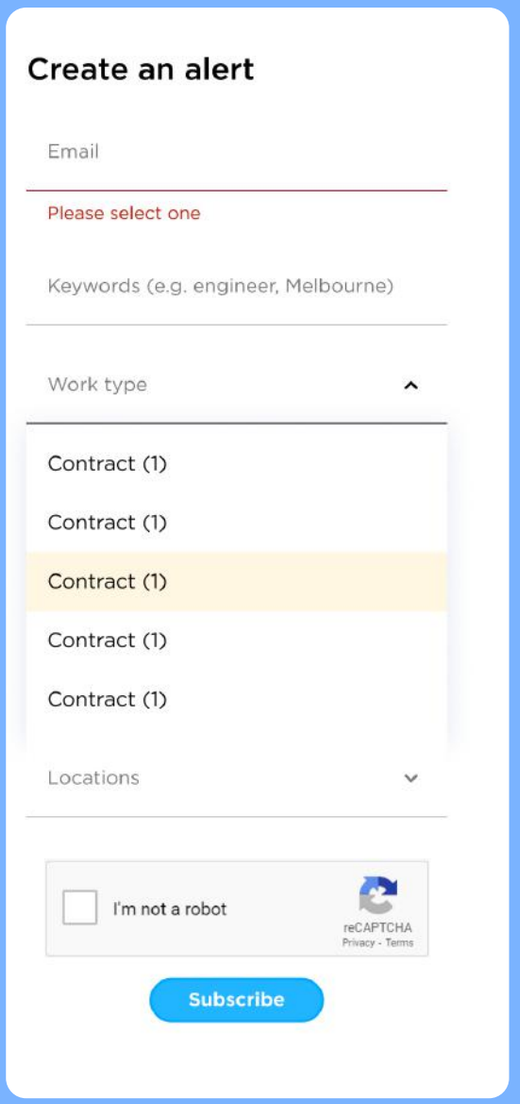
- We cannot change the layout grid but we can change the page layout and spacings. If a page is overcrowded then we should create more breathing space. Focusing on a qualitative user flow and a minimum required mental workload is a priority.

Aurizon

SUBSCRIPTION (BEFORE)



SUBSCRIPTION (AFTER)



Aurizon

JOB POST (BEFORE)

Freight Operator Level 2

← BACK TO SEARCH RESULTS

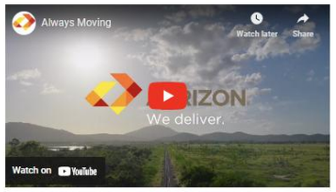
APPLY NOW

Job Number:
679840

Work type:
Casual

Location:
Callemondah

Categories:
Transport Operations & Logistics



Location: Gladstone

Remuneration/Benefit: Approx $31 per hour plus casual loading plus super.

- Opportunity to start your career with Australia's largest rail freight operator
- Casual entry level role with opportunity for progression
- No experience necessary
- All necessary training provided

JOB POST (AFTER)

Trade operator

Job number:
18780

Work type
Permanent - Full Time

Location
Rockhampton

Categories
Trade & Services

Remuneration / Benefit
$120 + Super + Generous Daily Travel Allowances.

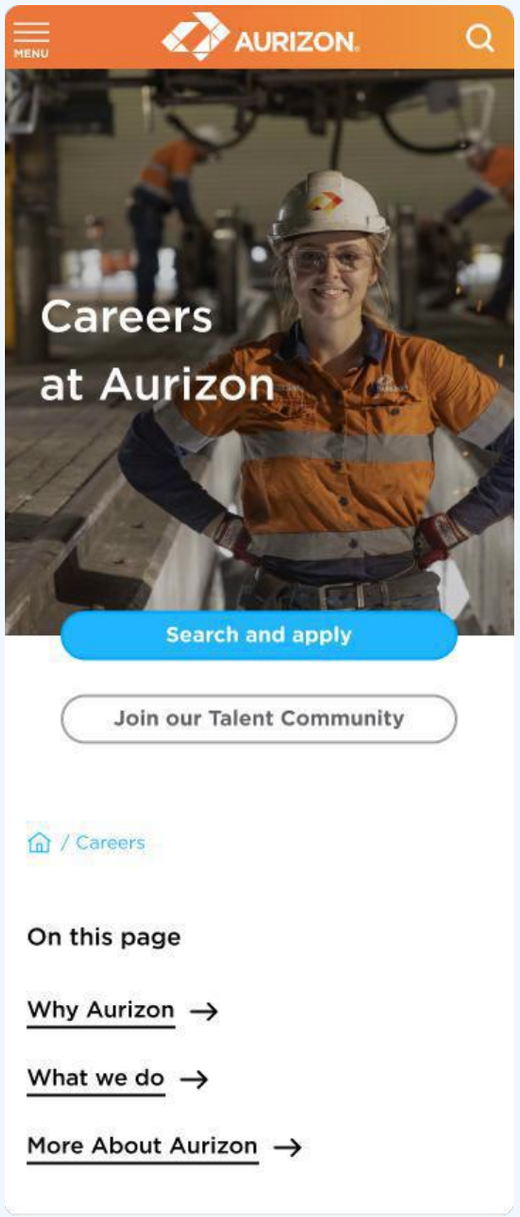
Apply now

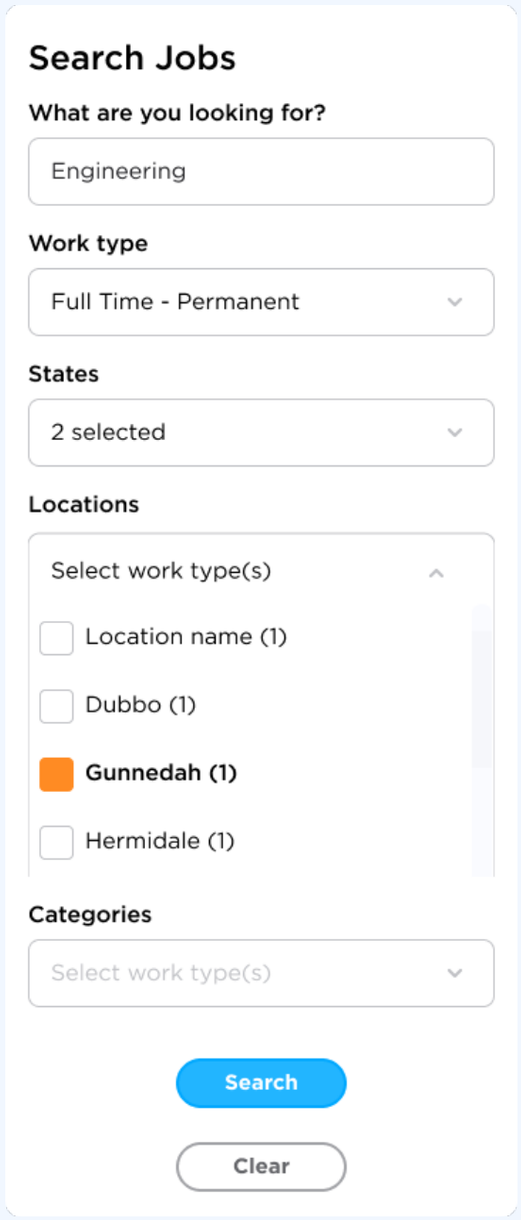
Are you looking for a change or finishing an apprenticeship? Our Trade Operator role is diverse and no two days are ever the same. You will become part of a large team that travels extensively from Gladstone to Bowen and everywhere in between. Applying your trade skills you will maintain, service, repair and perform modifications on world class machines. We will teach you and offer continued Trade Training to better hone your skills and become a leading professional with countless development opportunities for progression in return for your commitment.

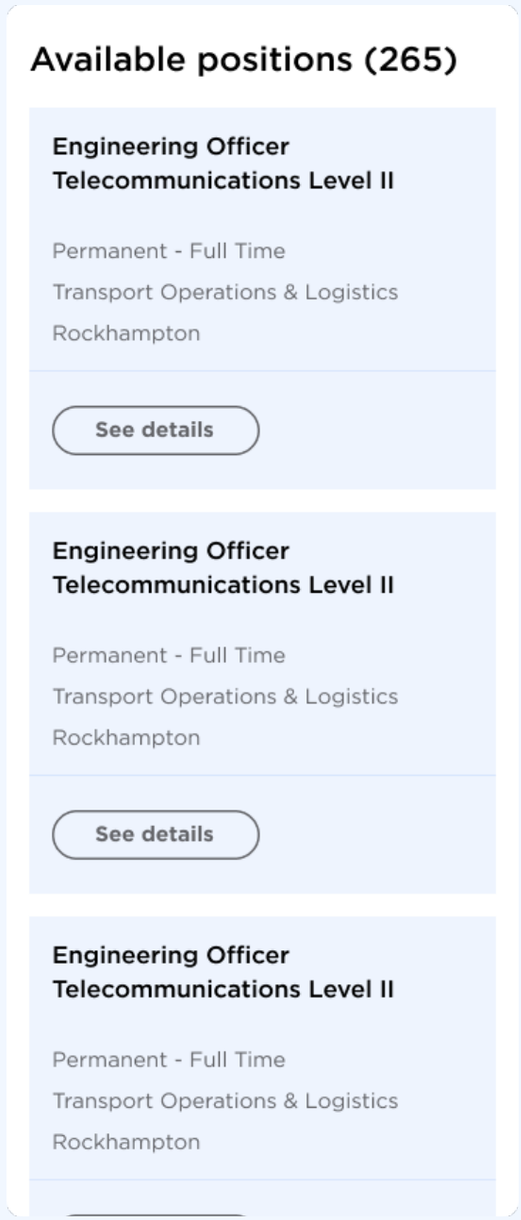
About the role:

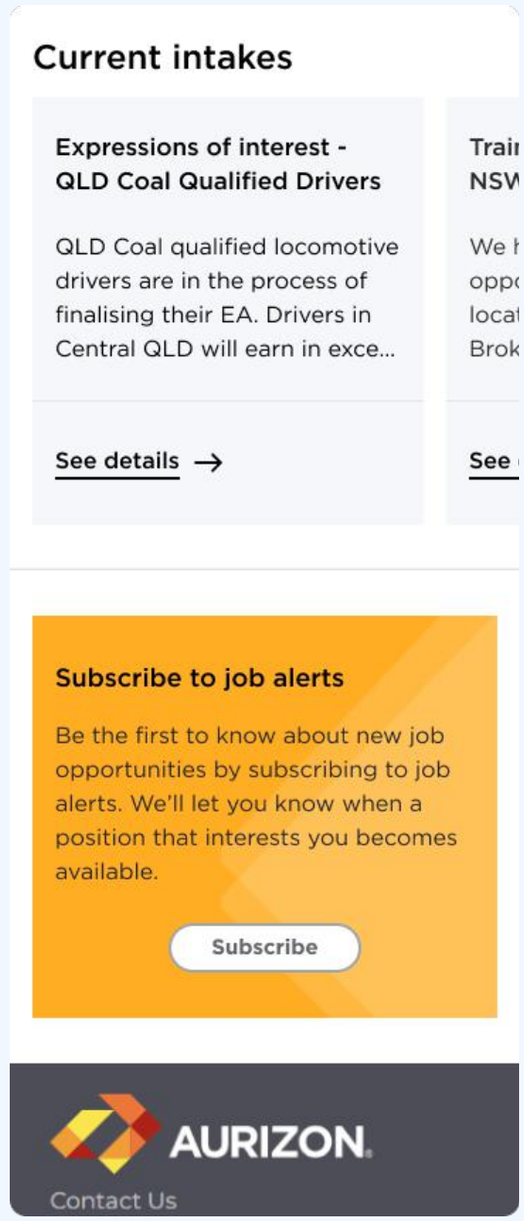
- $120 + Super + GenTravel across Central Queensland Coal Network (CQCN) for maintenance/closures - away from home for 90% of rostered shifts

Aurizon



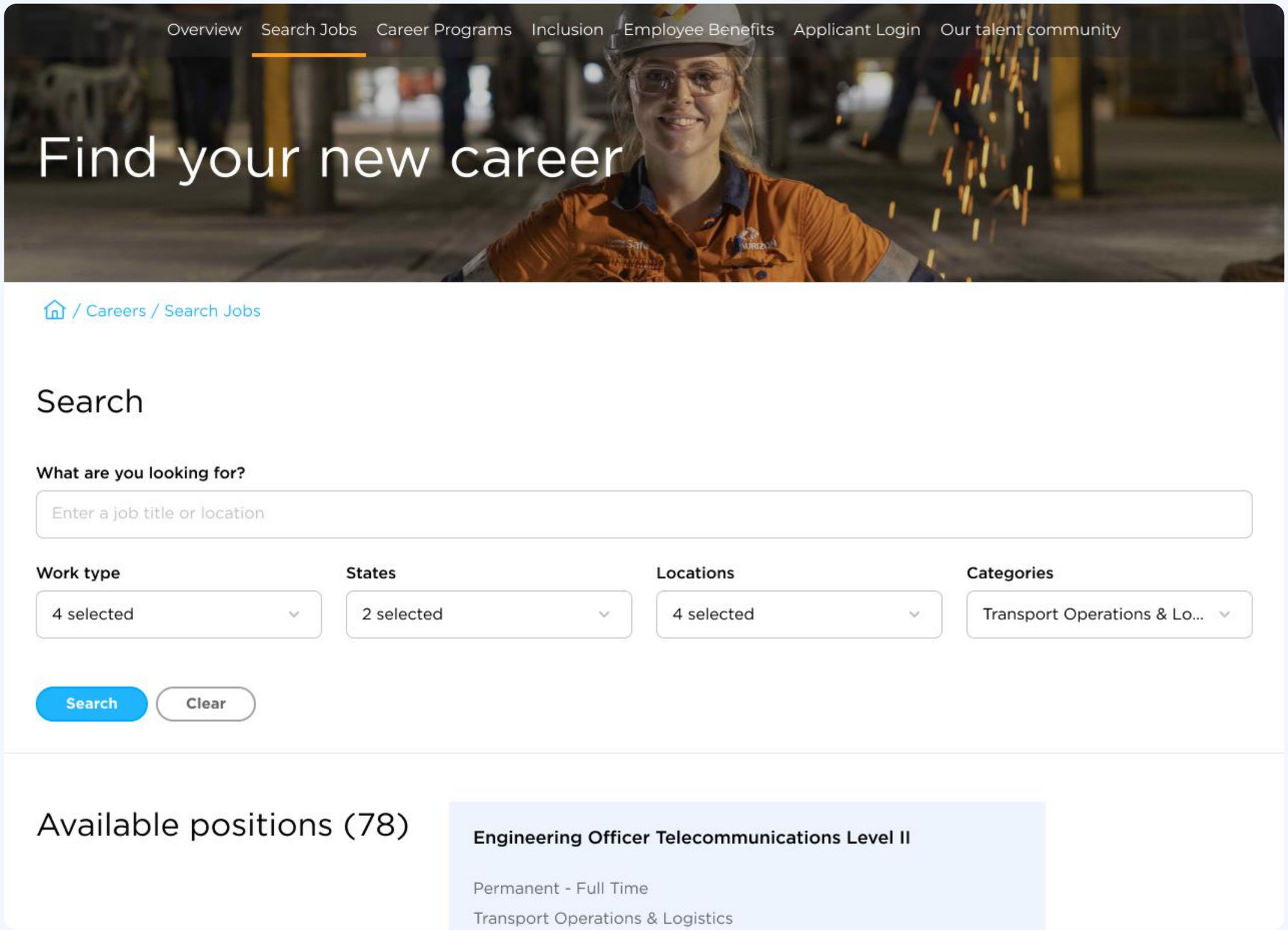






New search page (mobile)

Aurizon



New search page (desktop)

Aurizon

OUTCOME

The client was impressed by our approach and quality of deliverables. Data shows an increase in CV submissions and newsletter subscriptions.
Aurizon’s HR team confirmed the project's success and subsequently commissioned our team to undertake a revamp of the entire website.

Upon their request, our team is currently working on revamping Aurizon’s entire website, leveraging the insights and strategies developed during the Careers section project.

Entertainment

EN NORD BEAT (WIP)

Client: En Nord Beat festival, association
Freelance project
Contribution: revamping the website and creating new sections.
Information Architecture, research and analysis, UI and UX design, design system, prototyping, responsive design, design testing, client meetings, photo editing, illustrations.
Development: to be determined in the coming month.

Entertainment

EN NORD BEAT

The En Nord Beat music festival began in 2015 when a group of friends decided to invite a few local artists to perform in front of a small audience.

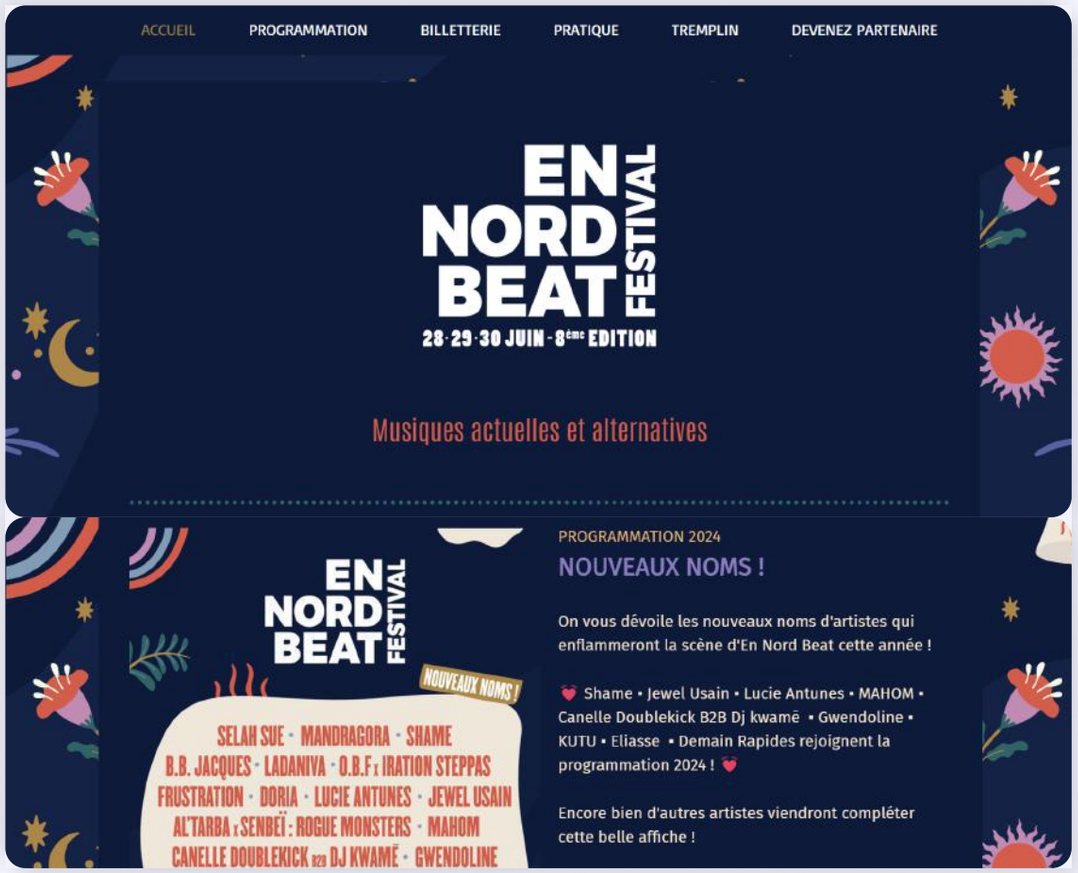
Over the years, the festival has grown to become a significant regional event in the North of France and Western Belgium.

Recognizing the need for a newer, better-structured, and more informative website, the communications and marketing team seized the opportunity to upscale the festival's digital identity.

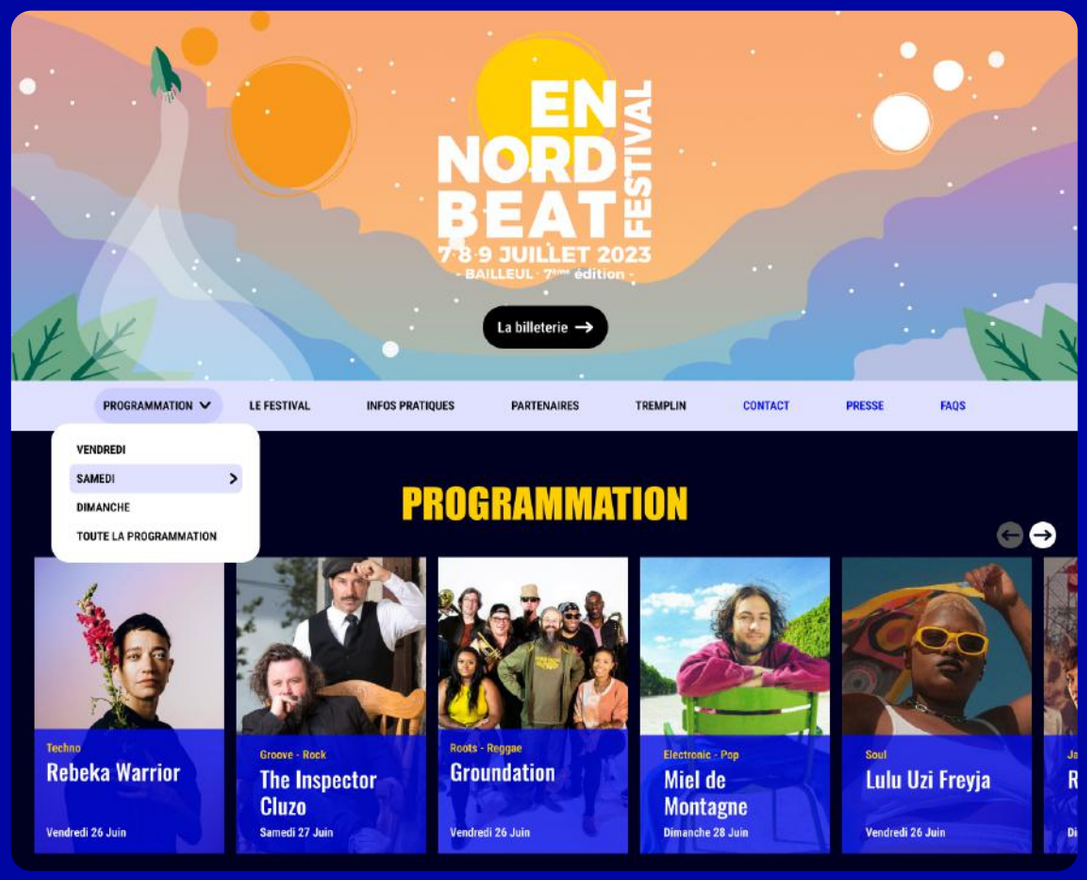
The challenge with this project is to develop a website that can accommodate changes in the graphic design and certain UI elements each year for every new edition, while putting a reasonable amount if resources into it.

En Nord Beat

HOMEPAGE (BEFORE)

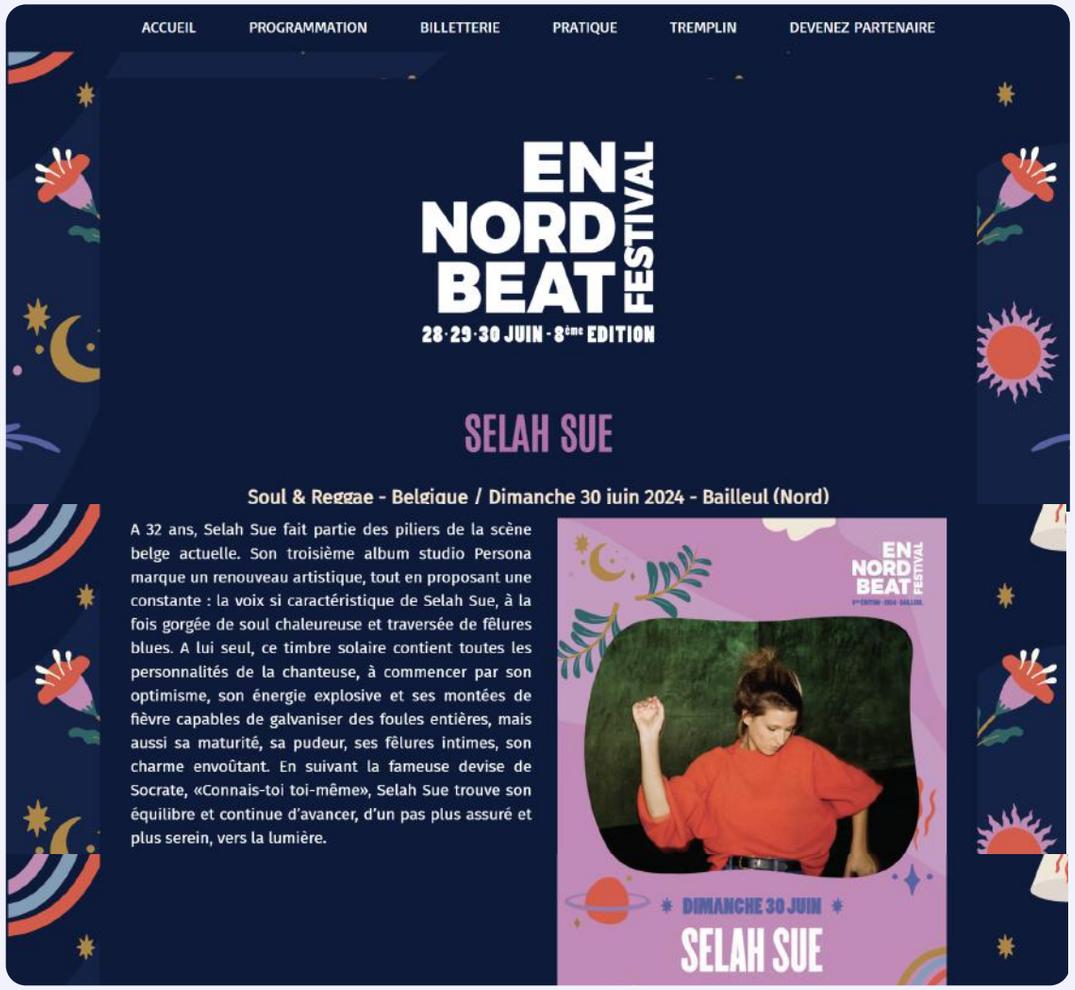


HOMEPAGE (AFTER)

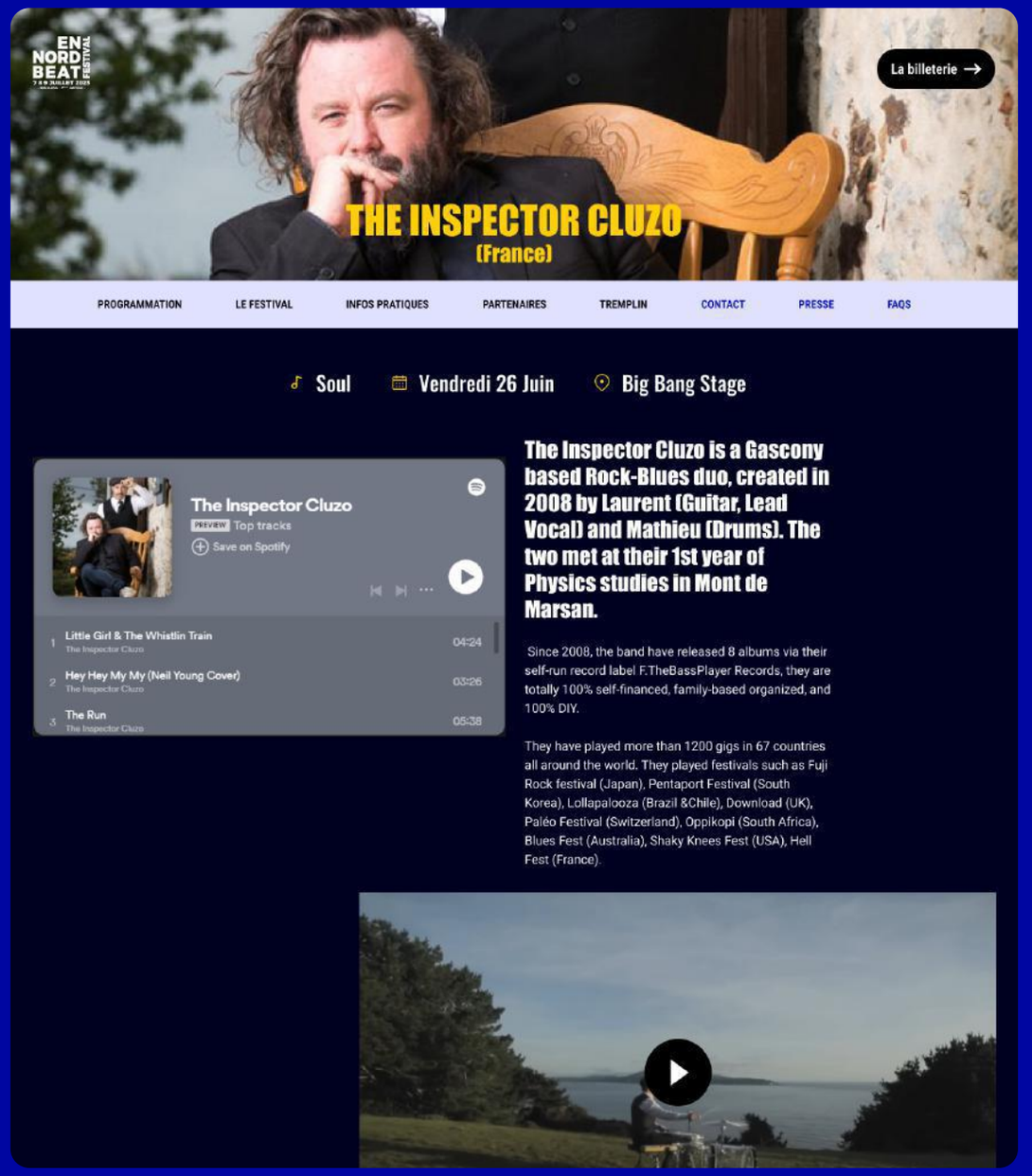


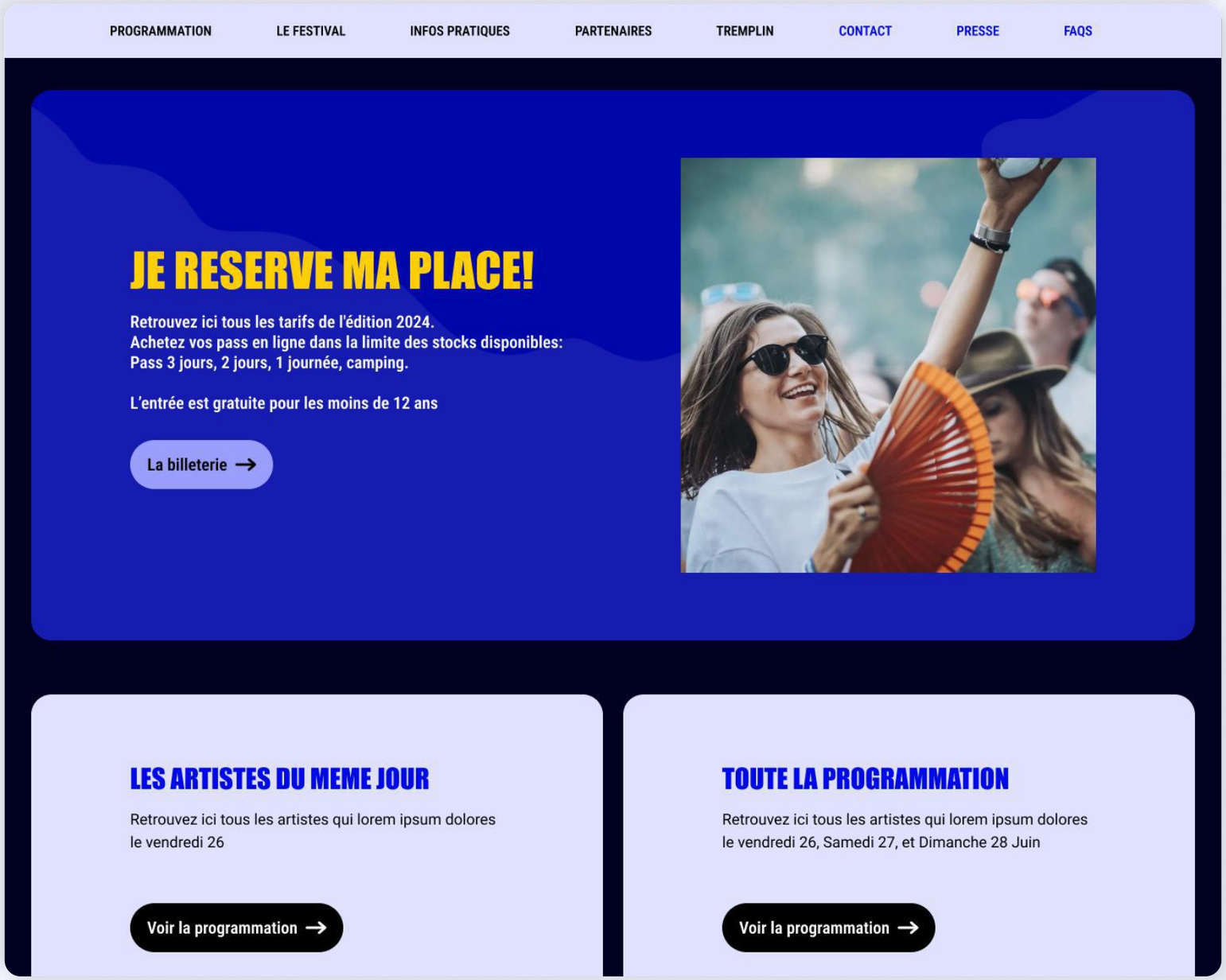
En Nord Beat

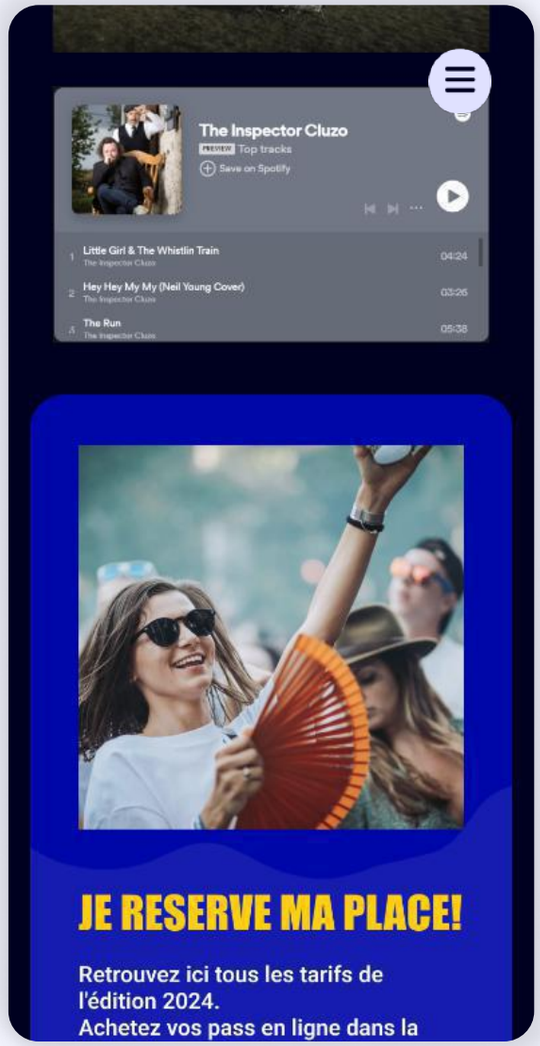
ARTIST PAGE (BEFORE)



ARTIST PAGE (AFTER)







New card designs

saharsafieddine.com for more