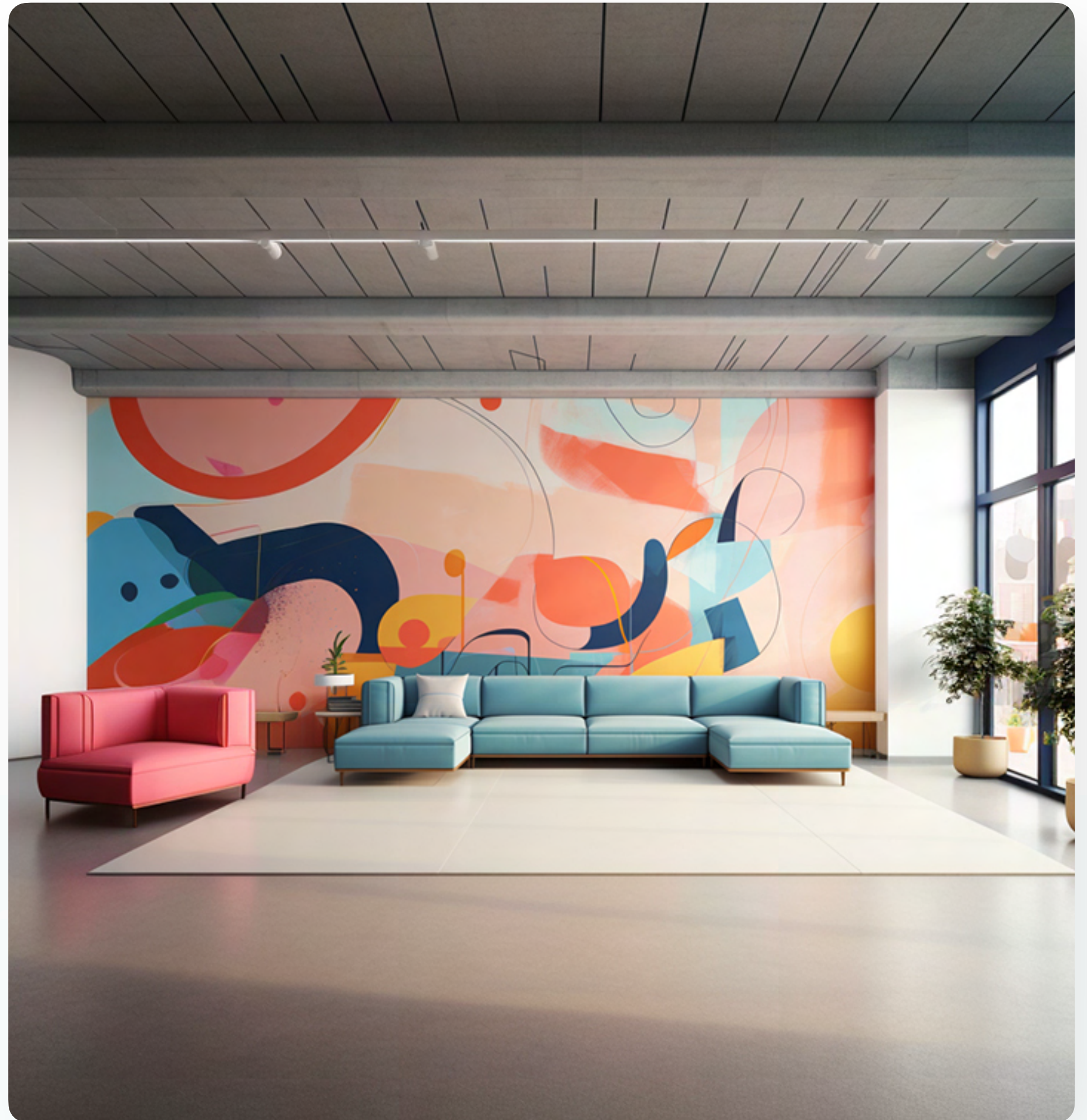


 Luis Peñuela

WELCOME

Product Design Showcase



ACKNOWLEDGEMENT

I acknowledge Aboriginal and Torres Strait Islander people as the Traditional Custodians of where I live and work. I acknowledge their continuing connections to land, place, water, and community and pay my respects to Elders past and present, recognising their strength, diversity, resilience, and deep connections to the Country.

All the cover/concept images were brought to life using Midjourney and edited in Psd. All rights and credits are reserved to the respective owner(s).

*Cover image: Product design mural concept



I BELIEVE

Everything Communicates

I believe that my passion for stories and human connections, coupled with energy and curiosity, has been highly praised by my peers; they recognise my adaptability and attention to detail in the projects we have collaborated on across different industries (SaaS, Public Goods, Logistics, Banking, Automotive, Utilities, Insurance, Airlines, and Consumer Goods).

My background as Marketing and Design Professional has also allowed me to fill the communication gap between all the contributors in delivering a solution: users, strategy, brand values, customer journeys, art direction, and development, to mention a few.

I am constantly motivated to chase elusive concepts and have relied on evidence and creativity to meet and exceed client expectations. I will thrive in an environment of experimentation, learning, and collaboration, consistently going the extra mile where I believe: **The magic happens.**

Luis Penuela

He | His | Him. || Naarm | Melbourne

EXPERIENCE

Work

PROJECT / CLIENTS

JUNE 2023 ▲

SECTOR

MAJOR FOCUS AREAS

Funraisin



Public Goods (SaaS)

Product Design
Leadership

TOLL Global Experience



Logistics

UX Discovery, Information
Architecture and Data Analysis

NAB Merchant HUB (HIVE) Project



Banking

UI Design
Design System

Suncorp / APIA | Reimagine Project (Purchase Quote flow)



Insurance

UX Designer

VirginAustralia SME Portal Design Discovery



Airline
Aviation Sector

UX / UI, Research support,
Design platform

DIGITAL GIVING

Connecting value and generosity



OVERALL EXPERIENCE

Digital Giving



IN A NUTSHELL

Funraisin is a leader in the global digital giving space. I was fortunate to bring to life all the patterns in the Product Roadmap and helped shape the educational curve between the company, the Product Design Practice and the ways of working

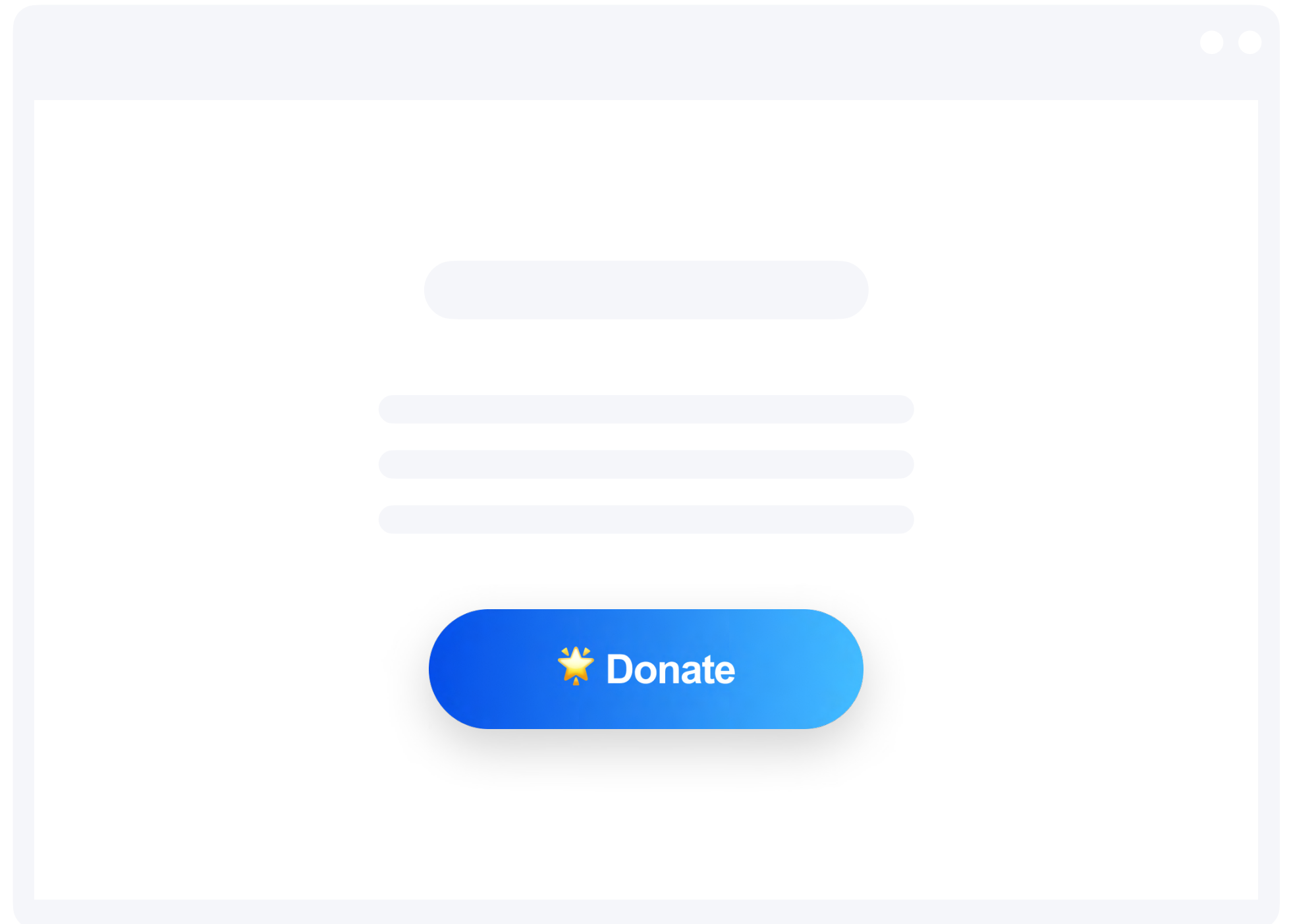
RESPONSABILITY

As a Product Designer, I offered knowledge of the type of research strategy, conducted all analysis tasks, displayed insights to stakeholders, and delivered outcomes (components and patterns) aligned with the research recommendations and creative direction.

During my time at Funraisin, I had the opportunity to develop my leadership skills by frequently showcasing the team and utilising frameworks.

FOCUS AREAS

- Lead UX Designer
- Usability testing
- Concept Development
- UI components (Dashboards/Patterns)



EXPERIENCE IN DEPTH

Digital Giving



ABOUT THE PROJECT

As a Product Designer in an emerging/leading company, I leveraged efficient activities such as prioritisation and brainstorming exercises to drive the design process. I conducted lean analysis tasks alongside stakeholders, ensuring a streamlined approach to gathering insights and making informed decisions.

I took pride in presenting valuable insights to the product director and the tech team, providing them with actionable recommendations. Through my work, I delivered outcomes encompassing well-defined components and patterns aligned with the findings from our research efforts and the project's creative direction.

THE CHALLENGE

Limited Resources

Funraisin needed to stay competitive and often operated with lean resources and time. As a product designer, it was a great challenge to work with tight constraints and find innovative solutions while maximising the impact of the design effort.

Shifting Priorities

The tech industry is well known for its dynamic and fast-paced environment. Priorities constantly change as the company evolves to meet market needs. To adapt, I remained flexible and adjusted my design approach to align with shifting priorities and emerging requirements.

Balancing Stakeholder Expectations

Managing passionate stakeholders, including founders and team members, was a challenging aspect of my role as a product designer. Effective communication and collaboration skills were essential to align their diverse expectations with the user-centred vision.

Ambiguity and Uncertainty

Many projects operated within a highly uncertain process. It required me to navigate through ambiguity and make informed design decisions while being comfortable with a certain level of experimentation.

EXPERIENCE IN DEPTH

Digital Giving



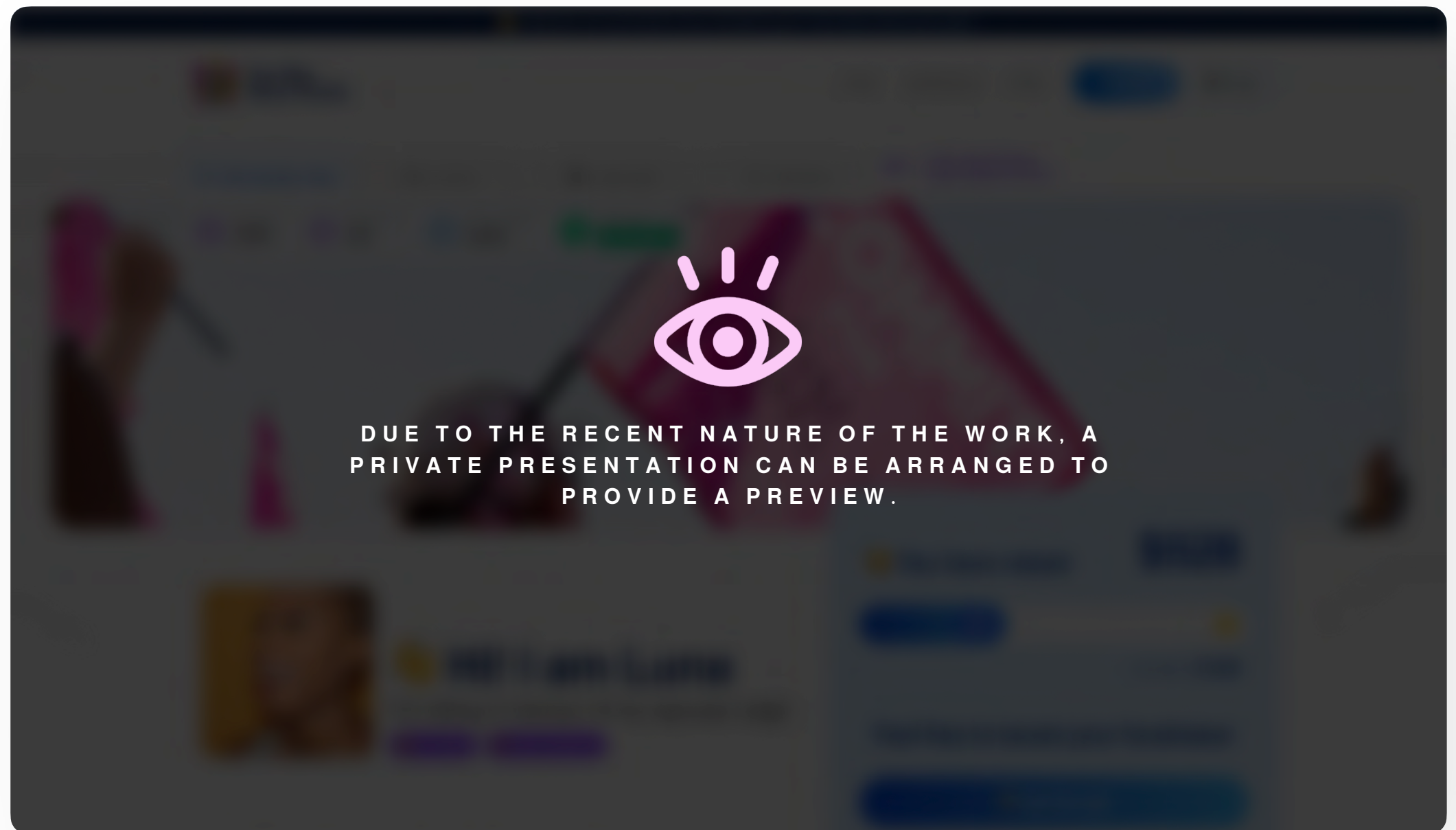
MY CONTRIBUTION

As the sole Product Designer for the company, I provided end-to-end services to address every need identified by the product owner/founder.

My intervention included the following activities:

- . Heuristic Review of the current platform (Dashboards / Platform pages)
- . Competitor Landscape Review
- . Prioritisation frameworks
- . Brainstorming activities
- . Desk Research
- . Concept development
- . Stakeholder/Experts interviews (current state platform, future possibilities)
- . Synthesis and Insight Presentation
- . Creation of more than 50 modules/components/patterns for the platform
- . Ways of working and documentation

PREVIEW OF THE TASKS





TOLL GLOBAL EXPERIENCE

Delivering value in all touchpoints



OVERALL EXPERIENCE

TOLL Global Experience



IN A NUTSHELL

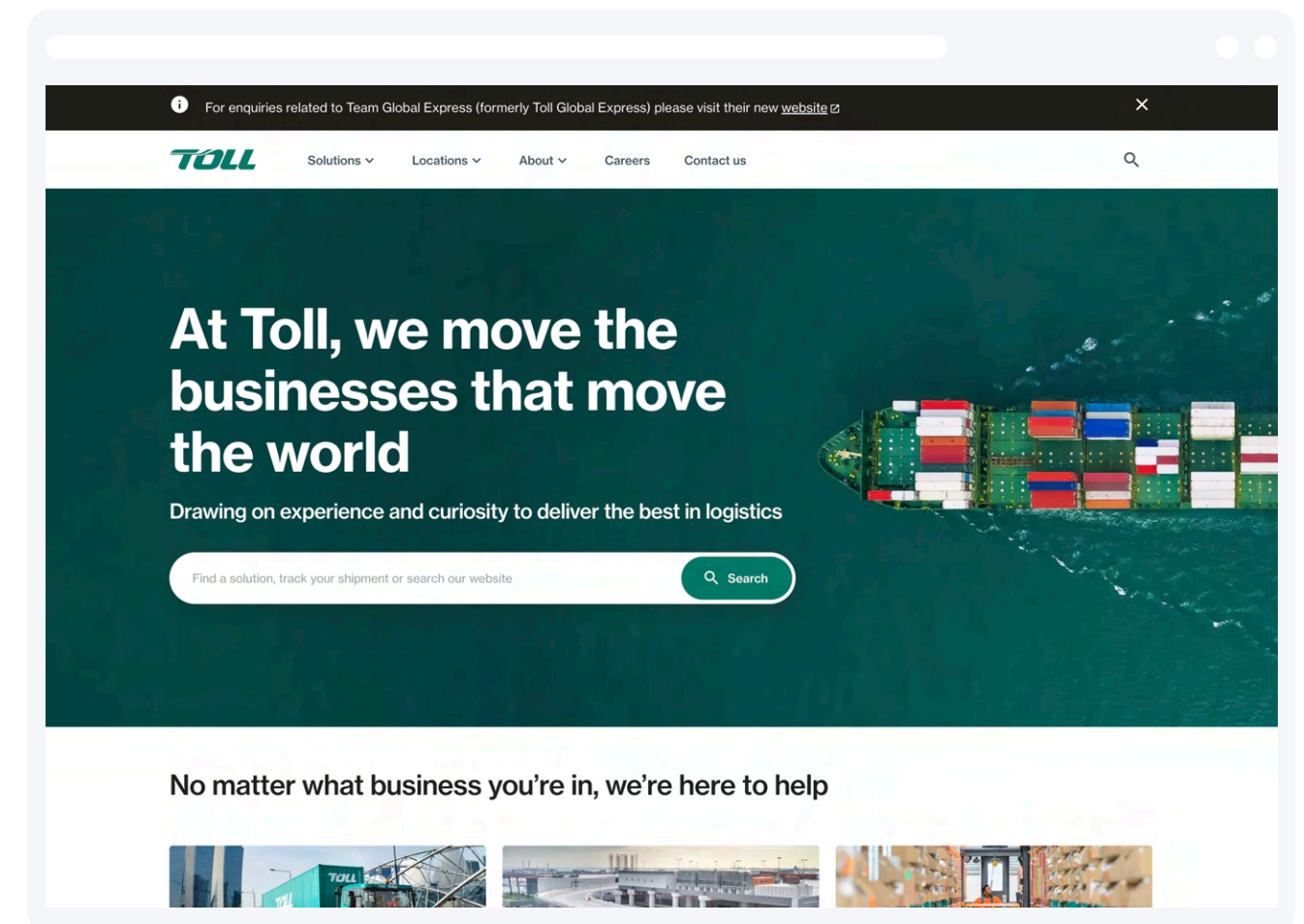
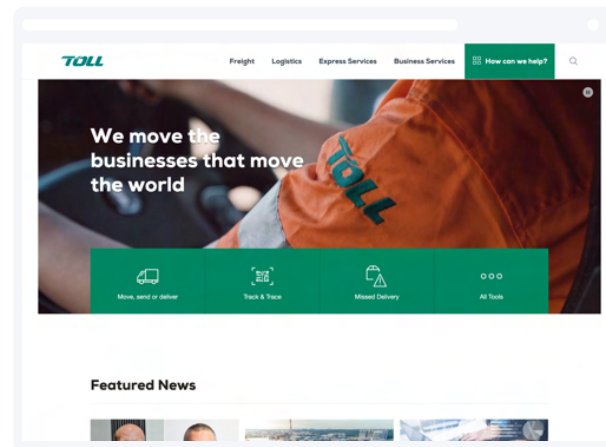
Deliver TOLL's online presence and capabilities to reflect TOLL 2.0 strategy

RESPONSIBILITY

As a UX Designer, I have the unique opportunity to bring to market an online solution that will provide a renovated view of the business and support the implementation of their current vision "to be Asia Pacific partner of choice to deliver global integrated solutions for today and tomorrow."

FOCUS AREAS

- Conducting Interviews
- Information Architecture (Top Tasks, Tree Test and Card sorting)
- Project UX Lead
- Stakeholder Management
- Data analysis (Synthesis)



EXPERIENCE IN DEPTH

TOLL Global Experience



ABOUT THE PROJECT

TOLL Group is an Australian-based global logistics organisation with operations in freight forwarding, warehousing, and logistics by road, rail, sea and air.

To coincide with TOLL's recent separation from Global Express and an ongoing brand transformation, our team has been tasked with completing a broad review and visual uplift of the TOLL Group site (tollgroup.com), including refreshed navigation, page templates and other advanced functionality.

THE CHALLENGE

- Analytics and previous user research told us that customers visit the TOLL website mainly to track their express parcels.
- From a user research perspective, customers don't see any value in a logistics / TOLL website.
- Stakeholders' confidence is low regarding the website and its value.
- It proved challenging to access user data as the brand agency already used this database.

MY CONTRIBUTION

As a Product Designer (UX), I conducted internal research and analysed external data points to summarise insights and recommendations, ready for the solution phase.

My intervention included the following activities:

- . Heuristic Review of the current TOLL website
- . Competitor Landscape Review
- . TOLL Website Content Audit & Readability Review
- . Card sorting (information architecture)
- . Tree testing (information architecture)
- . Stakeholder interviews (current state website, contextual inquiry)
- . Customer interviews synthesis (interviews completed by Brand Agency VCCP)
- . Affinity Diagrams
- . Co-design activities
- . Design Recommendations

PREVIEW OF THE TASKS

TOLL Global Experience

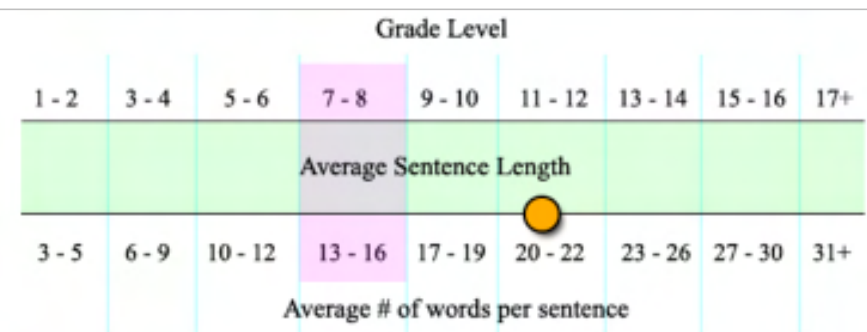


HEURISTICS EVALUATION

10 Usability Heuristics for User Interface Design

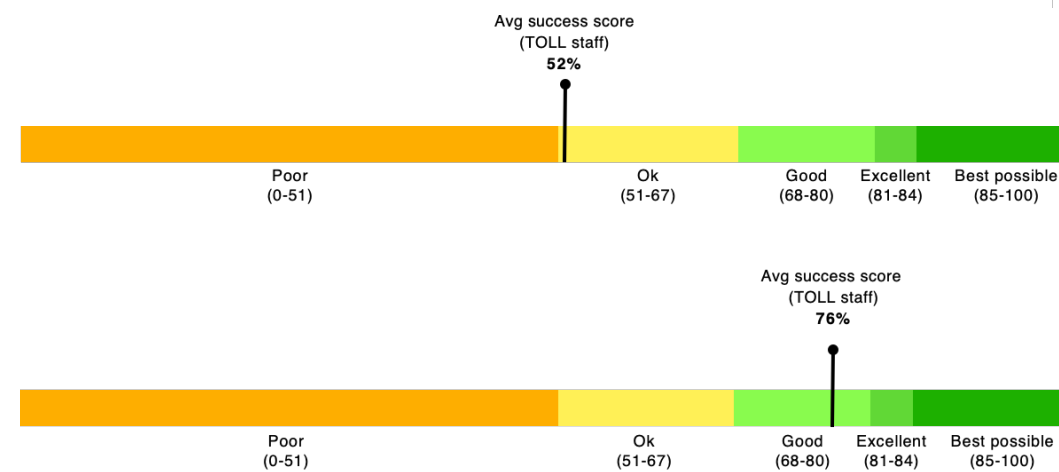
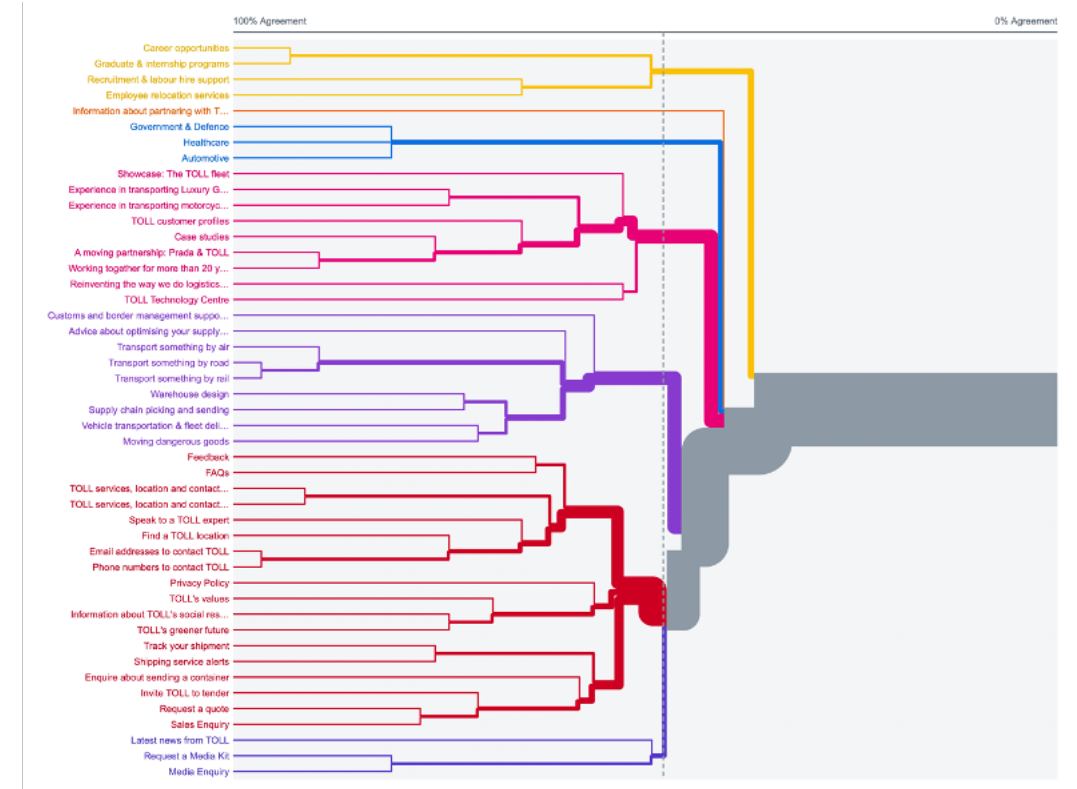
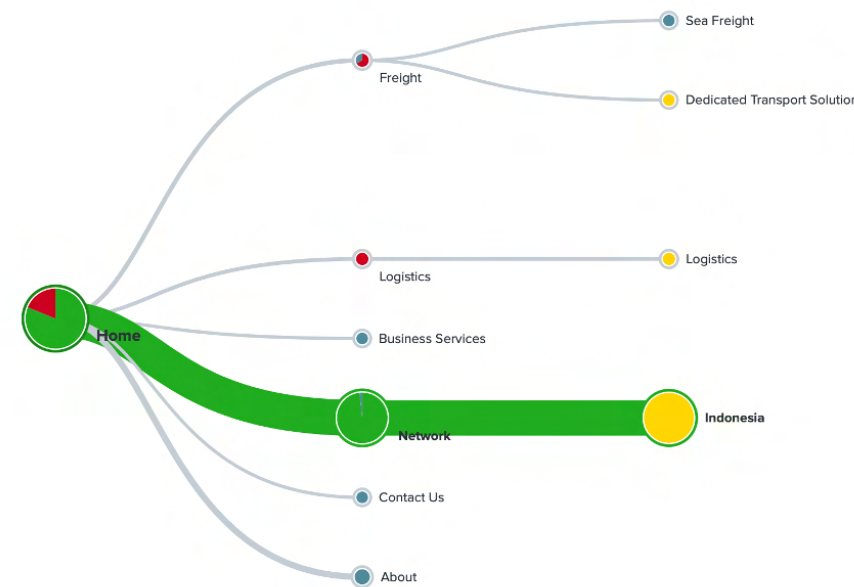
NN/g

CONTENT READABILITY REVIEW



- (Green color) = Name of graph
- (Pink color) = U.S. average grade level.
- = Your text

IA (CARD SORTING & TREE TESTING)



PREVIEW OF THE TASKS

TOLL Global Experience



AFFINITY DIAGRAMS

Stakeholder & Customer Voice

Stakeholder Interviews

01 - Bob Bennett - Chief of Corporate Affairs

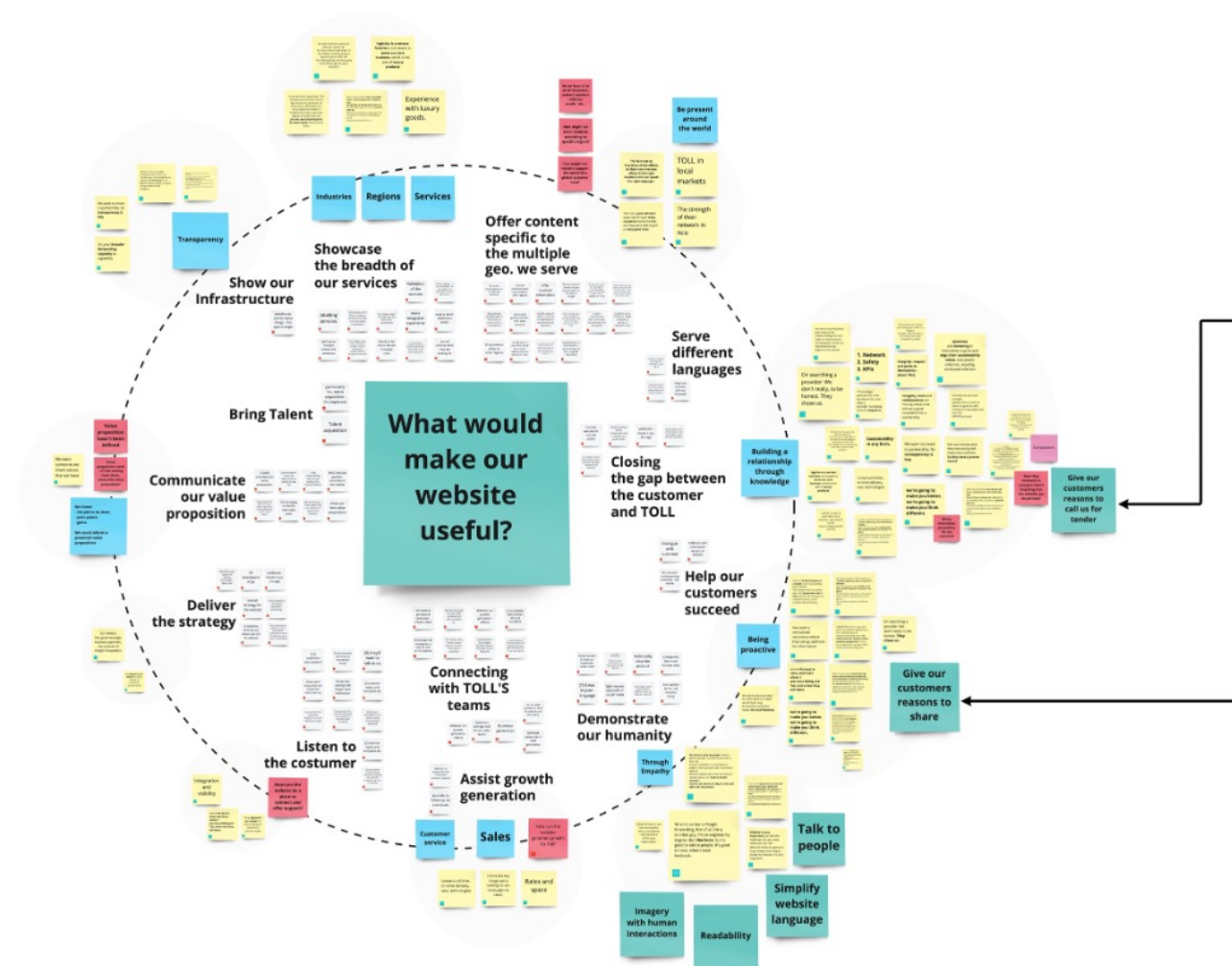
02 - Bernard Laguna

03 - Grant Davis

04 - Steven Corral - Marketing Manager - Government & Defense

05 - Andy Berkebile (UX)

06 - Caroline Ang (Engineering)



RECOMMENDATION

Recommendations framework

Insight Summary

Key finding description (Evidence)

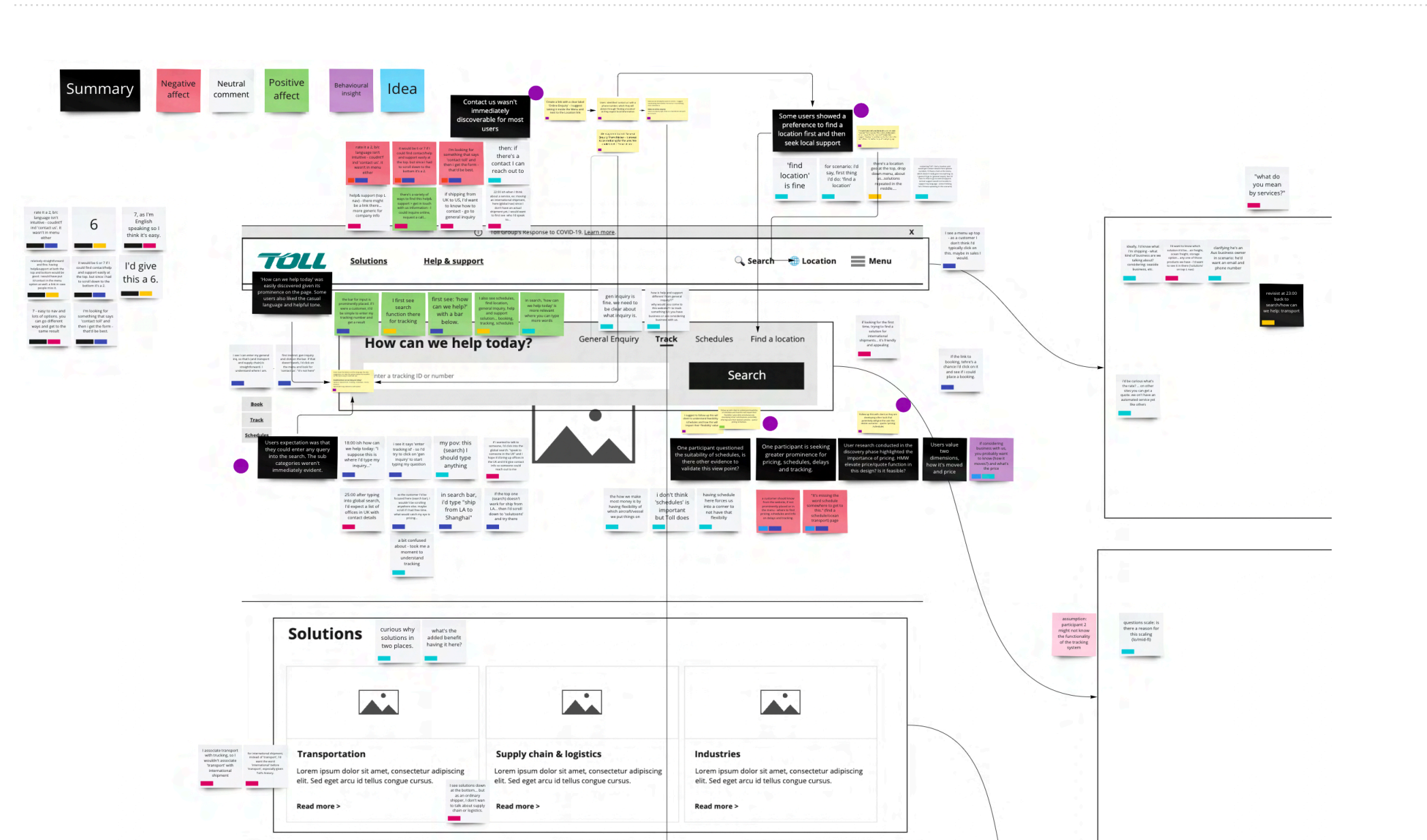
Recommendation

PREVIEW OF THE TASKS

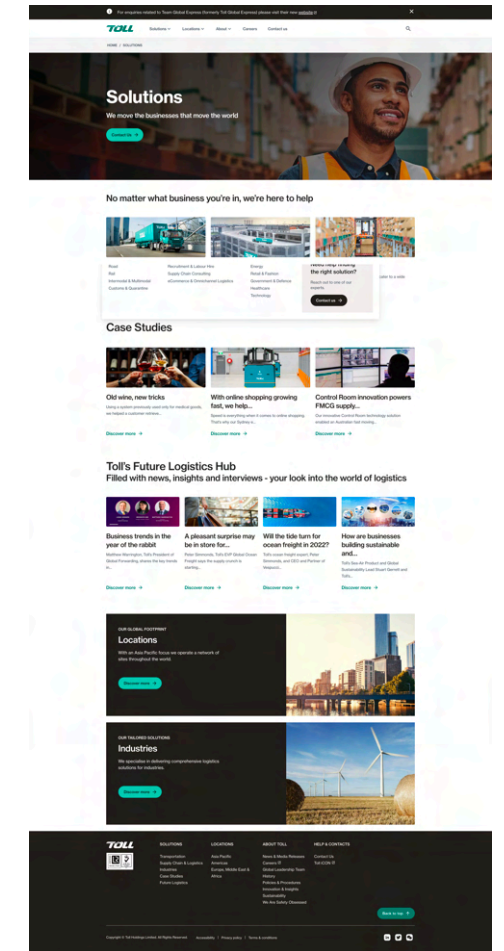
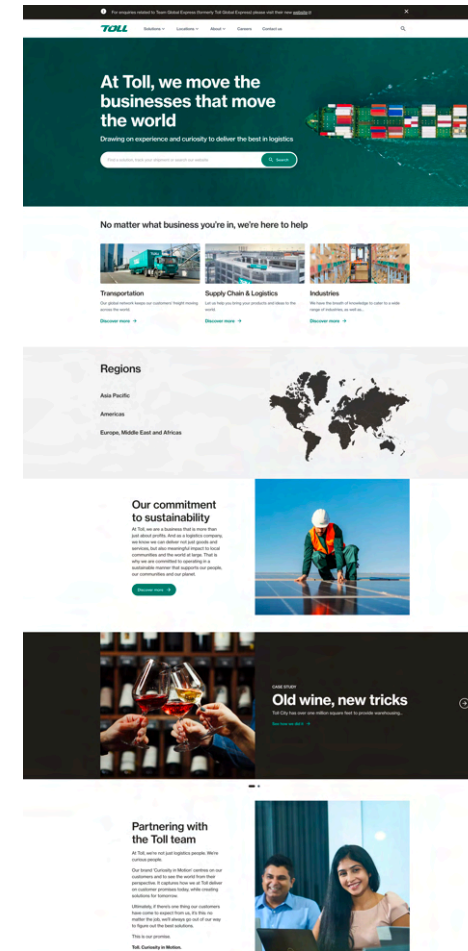
TOLL Global Experience



WIREFRAMES TESTING AND SYNTHESIS



UI DESIGN



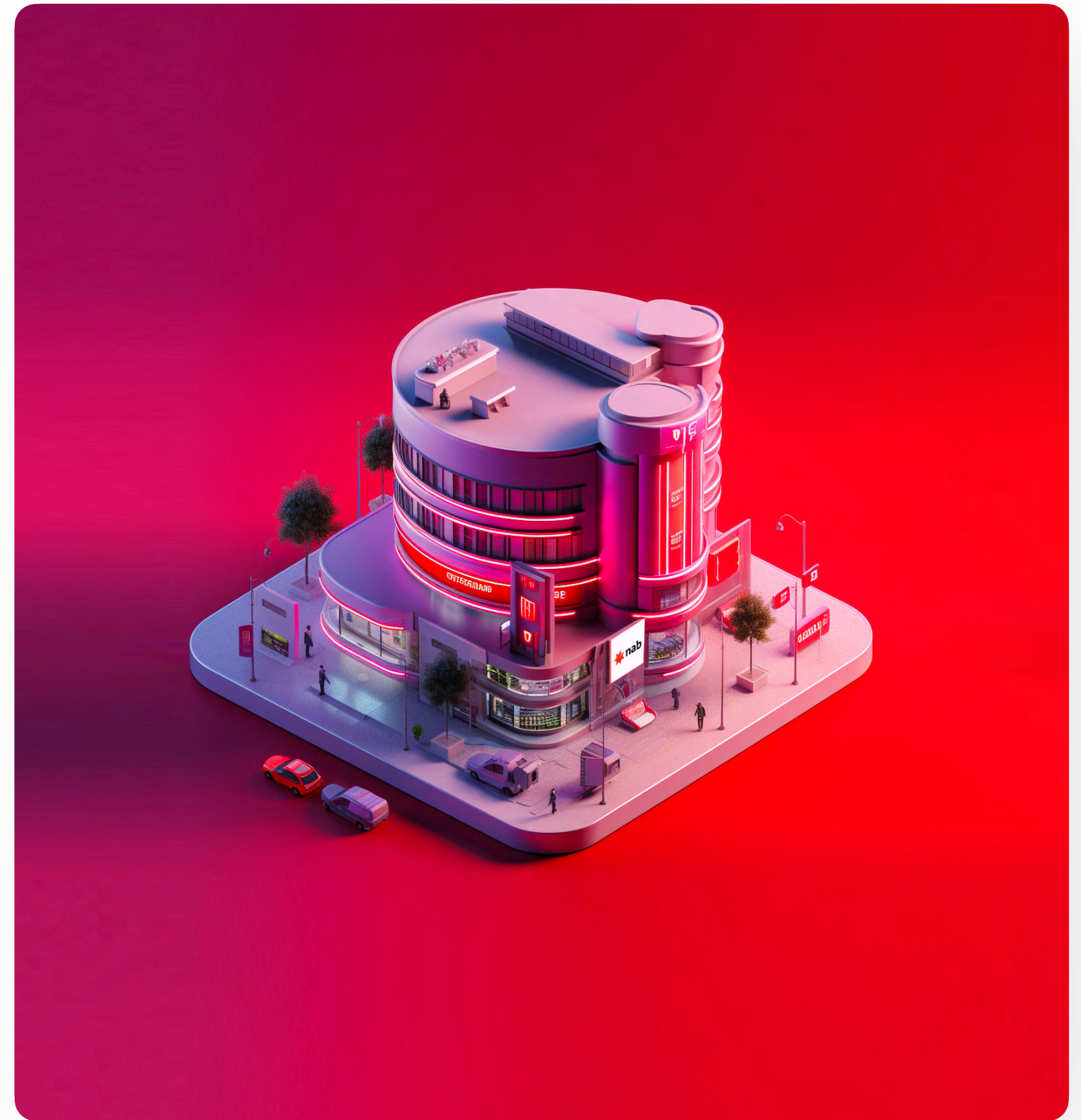
We brought this project to life during my time at:





MERCHANT HUB AUGMENTATION CONTRACT

Self-management calls for intuitive experiences



OVERALL EXPERIENCE

Merchant Hub - HIVE Project



IN A NUTSHELL

NAB Hive will provide a cloud-based self-service platform for all merchant customers.

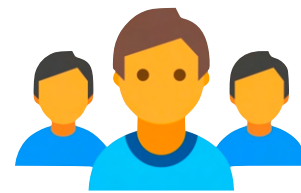
RESPONSIBILITY

As a Product Designer (UI), I was responsible for driving an improvement for NAB (SMES) customers by allowing them to self-manage their merchant facilities and their business with intuitive patterns, where they (users) will find fewer overheads and less time required to transact.

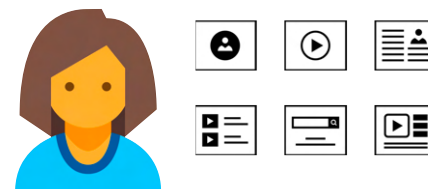
FOCUS AREAS

- Facilitating ideation sessions
- Use of Design System
- New patterns/components
- Stakeholder management and coaching

OVERVIEW OF THE PROCESS



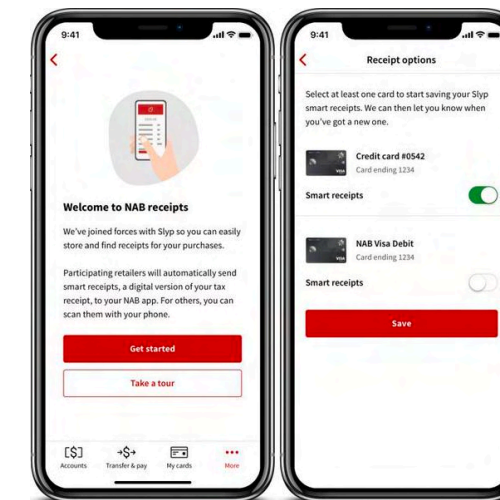
Merchant Hive allocate pattern for improving to UX Designer



The UX Designer employs her toolkit to formulate the pattern.



The UI Designer employs the NAB Design System along with pattern reviews to accurately portray interactions.



NAB UI Design Team Pattern review, gives feedback to UI Designer and improve pattern

At this point, I can only outline the process as displaying NAB's assets is not permitted.

APIA RE-IMAGINE PROJECT

Connecting with users through empathy



OVERALL EXPERIENCE

APIA Re-imagine project



IN A NUTSHELL

The idea behind the project was to create a step change and move away from traditional online forms, into a more seamless and humanised experience.

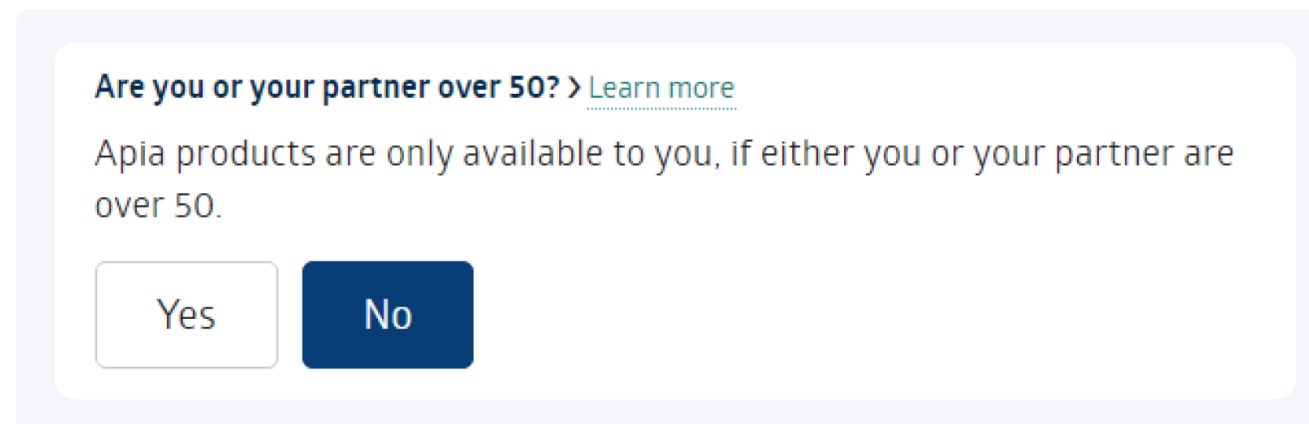
RESPONSIBILITY

The project centred on refining questions and making the quotation process more fluid, thus promoting a seamless and empathetic user experience. Each facet of the design was meticulously evaluated, focusing highly on enhancing the language guidelines. The project answer ensured that the targeted segment received the intended message with a perfect balance of empathy and efficiency, thereby fostering clear communication and deeper customer connections.

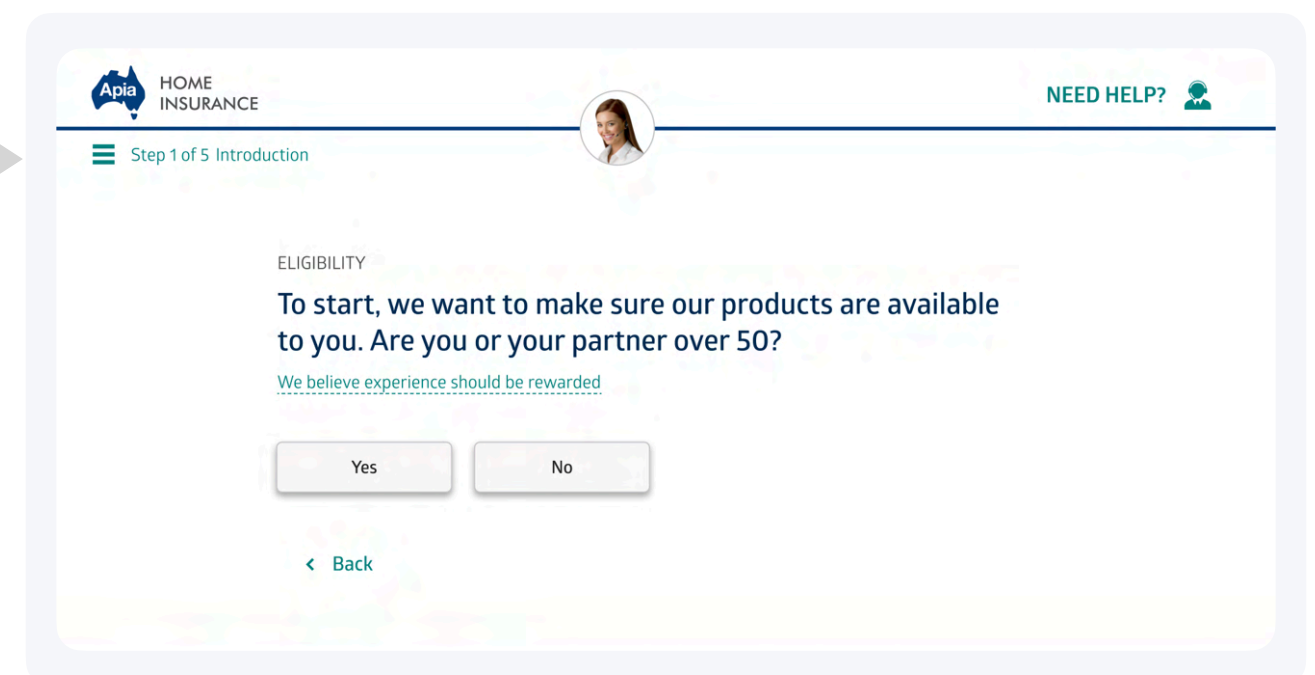
FOCUS AREAS

- Usability for Seniors
- UX Copywriting guidelines
- Readability and Scalability
- Stakeholder Management
- Design System

PREVIOUS INTERACTION



IMPROVED INTERACTION



EXPERIENCE IN DEPTH

APIA Re-imagine project



ABOUT THE PROJECT

This project looked to 'Reimagine' the digital sales funnel, which is a design concept already widely used across the business to significantly improve digital conversions.

THE CHALLENGE

Usability for seniors

- Seniors may face diminished eyesight and motor skills, affecting their interaction with digital platforms.
- Overcoming the apprehension and discouragement, many seniors feel towards digital interfaces.

Writing Guidelines in My Second Language

- Crafting compelling tips for empathetic content was tricky.
- Specific phrases, words, or design elements may be cultural/age specific and not understood or appreciated by the audience

MY CONTRIBUTION

As a Product Designer (UX), I used extensive desk research and collaborated with the Product Owner to gather insights and recommendations. They allowed me to bring to life 14 patterns in my short intervention with Suncorp.

My contract included the following activities:

- Find relevant insights around the topics of usability and effective communication with more experience generations (50+)
- 14 different journeys were designed, improved and set up ready for usability testing
- Liaise with UX writers to convey the right message in each instance.
- Describe decisions to the product owner.
- Re-design and prototype the current functionality following the design system

PREVIEW OF THE TASKS


APIA Re-imagine project



DESCRIPTION OF THE PROBLEM

Description of problem :

Apia is a brand for over 100 years and we cannot sell a policy to anyone under 18. In the UK, we need to follow the "target market determination" regulations and ensure that we confirm that our user meets our target market criteria. To confirm that the user is over 18, we need to ask them for their date of birth. The current question is a bit awkward, some consider it rude, but we need to ask for their date of birth. We are trying to see what message this can be a more 18.



BUSINESS / CUSTOMER VALUE

Business Value :


We're currently using the next release happens in early Dec, going to prevent users from continuing onwards with enquiries when they've selected Building only or Contents Building & Contents insurance and that they want Accidental Damage. This requirement is to help avoid costly large queries when most people really don't want accidental damage on their building insurance policy.

Business Value:

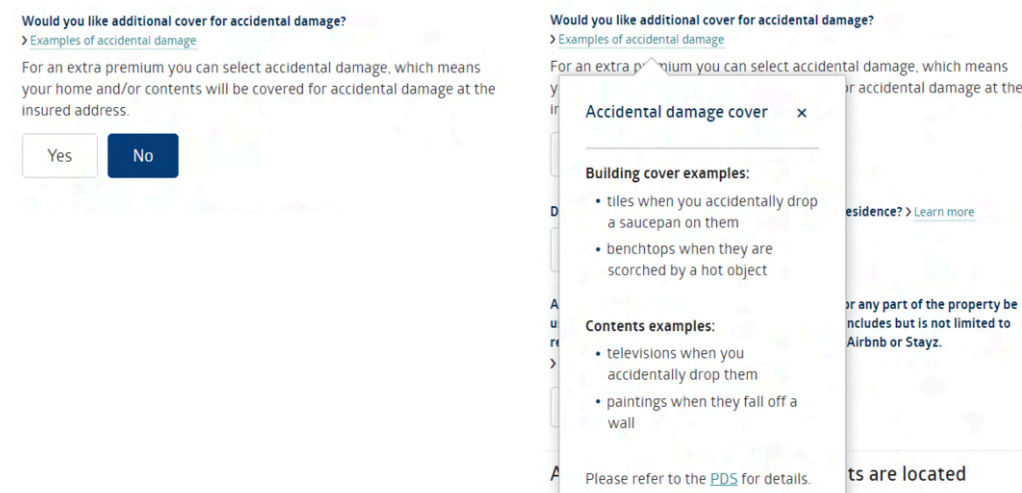
While the Accidental Damage/Extra product is useful to some users, it's not the most popular and costs a bit more, but lots of online users select it without realising the pricing impact. Higher than necessary quote premiums often lead to the user leaving.

Customer Value:

According to content on the website, "Apia is Australia's leading over 100-year-old insurer. We reward people over 50 for their experience, with better insurance products and the service you deserve."



CURRENT PATTERN



Would you like additional cover for accidental damage?

> Examples of accidental damage

For an extra premium you can select accidental damage, which means your home and/or contents will be covered for accidental damage at the insured address.

Yes No

Accidental damage cover

Building cover examples:

- tiles when you accidentally drop a saucepan on them
- benchtops when they are scorched by a hot object

Contents examples:

- televisions when you accidentally drop them
- paintings when they fall off a wall

Please refer to the PDS for details.

DESK RESEARCH

Behavioural Issues: Hesitation, Discouragement

- In the studies, 45% of seniors showed behaviours that indicated they were uncomfortable trying new things or hesitant to explore. For example, when they failed their first attempt at a task, some seniors hesitated to try alternate paths.
- When users had problems, seniors blamed themselves 90% of the time, compared to 58% of younger users.
- In our studies, 95% of seniors were rated as methodical in their behaviours: for example, they were likely to think through each step or click and assess an entire page before moving forward.

REVISED PATTERN

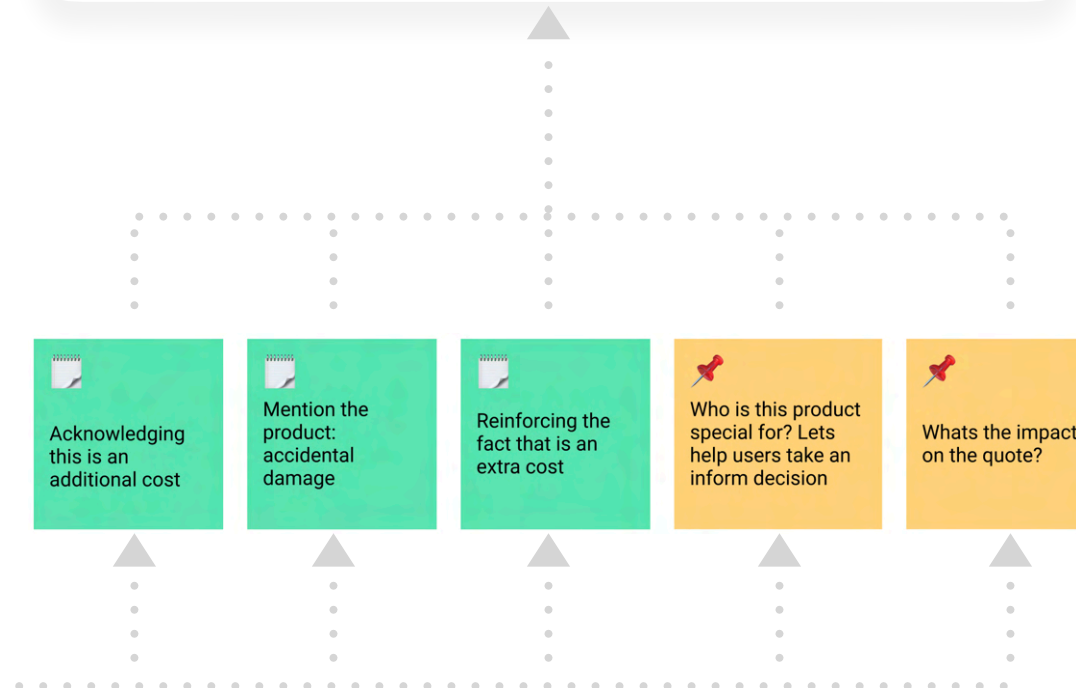
ADDITIONAL OPTIONS

Would you like to be covered for accidental damage ?

For an extra premium you can add accidental damaged cover at the insured address. This could be a great addition for a contents insurance only cover.

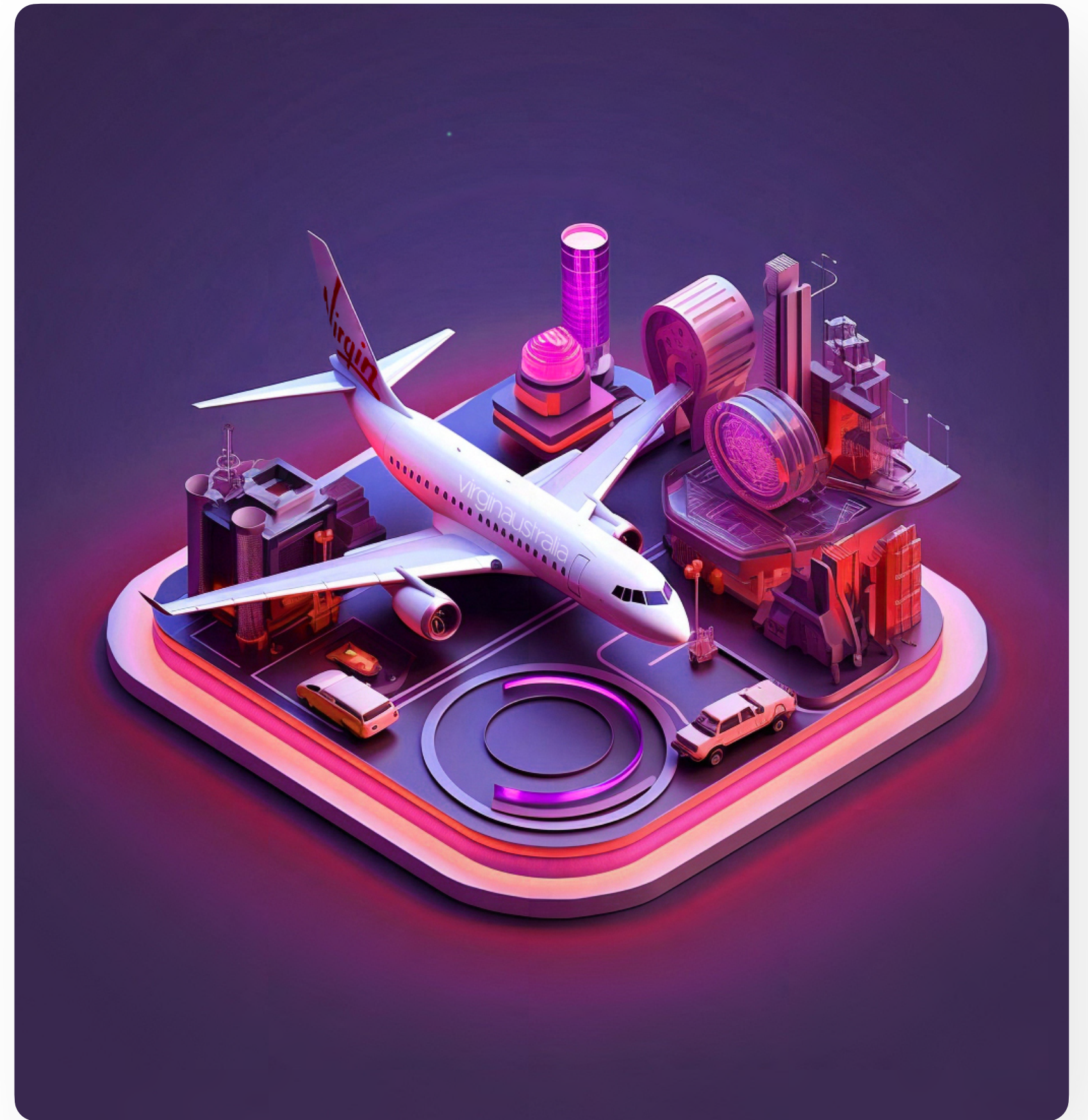
[See how this choice will impact my quote](#)

Yes No



SME PORTAL DESIGN

Re-building a relationship



OVERALL EXPERIENCE

SME Portal Design Discovery



IN A NUTSHELL

The objective of this Discovery period was to gain an understanding of how SMEs interact with Virgin Australia and what they need from a digital experience.

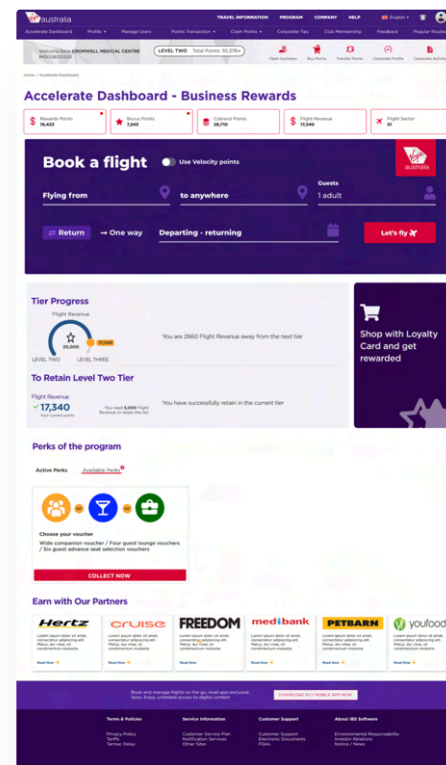
RESPONSABILITY

Our team was tasked to develop a prototype of the current white-label solution, which needed to be ready for usability testing. The insights were the foundation for further improvements and supported a future vision for the platform.

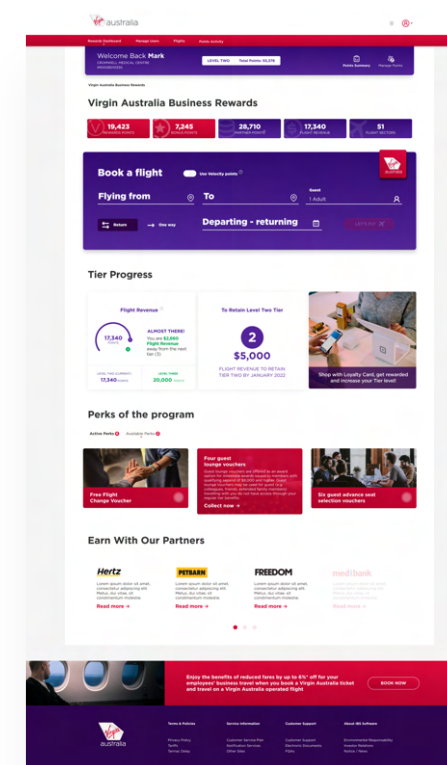
FOCUS AREAS

- UI Design - Wire-framing - Prototyping
- Assisting Research Activities
- Concept Development

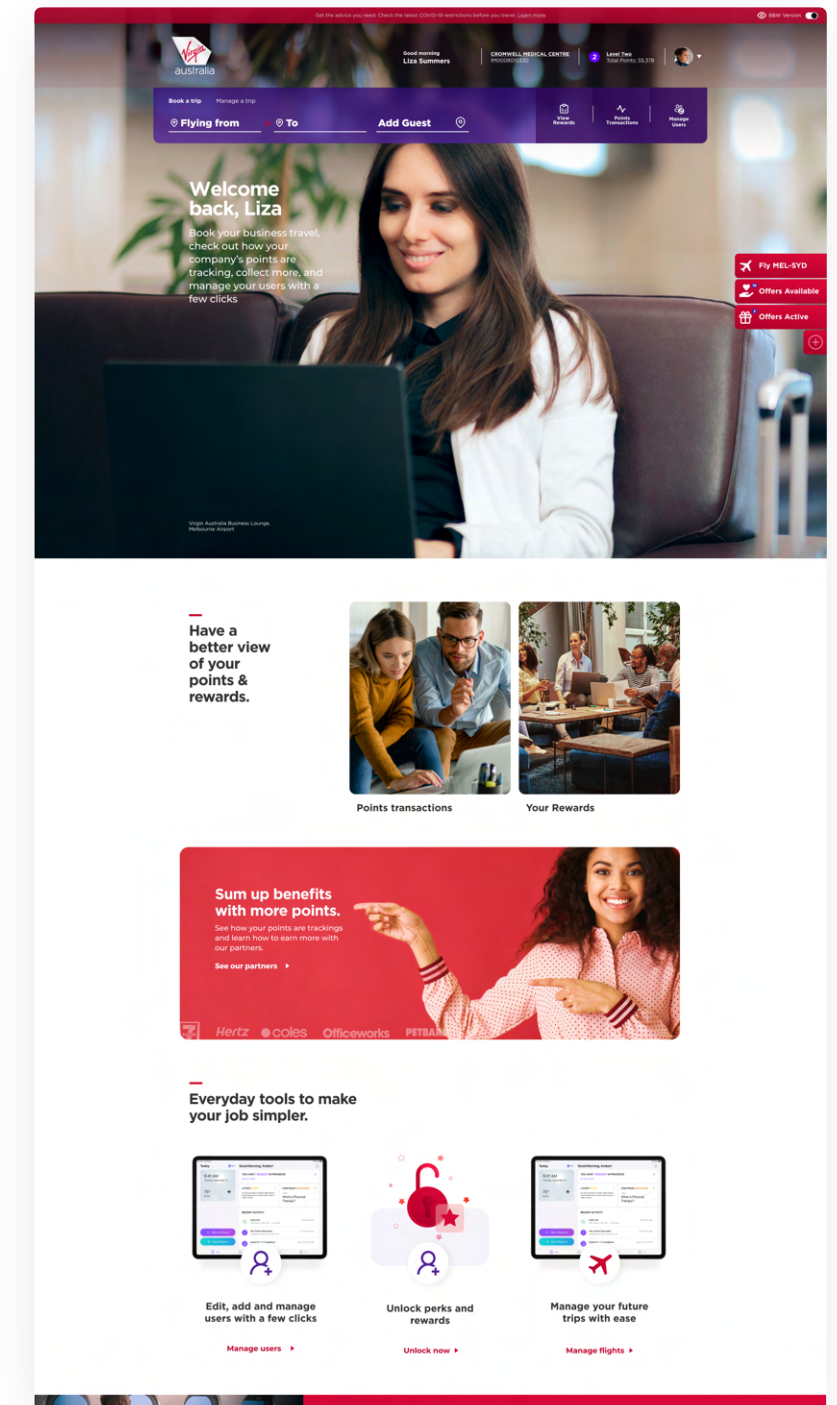
IBS SOLUTION



IBS+ SOLUTION



FUTURE VISION



EXPERIENCE IN DEPTH

SME Portal Design Discovery



ABOUT THE PROJECT

The team was tasked with undertaking a six-week Design Discovery. We wanted to gain an understanding of how SMEs interact with Virgin and what they need from a digital experience for:

- Today's functionality includes booking a flight, managing traveller profiles, viewing upcoming and past business bookings and reporting on spending.
- The new functionality of earning, seeing and redeeming points
- The minimum MVP from IBS white-label site is needed for the new proposition and for creating a vision for what good or great might look like and its benefit.
- A 2+ year vision for the digital experience for SMEs

THE CHALLENGE

Time Constraints:

Undertaking a six-week Design Discovery with VA and its digital experience needs can be a tight timeframe. Our team needed to efficiently gather information, conduct user research, build prototypes and iterate on design concepts within this limited period.

Researching SME Interactions:

SMEs are diverse, and capturing their varied requirements accurately required extensive desk research and detailed attention to observational studies. Stakeholder insight was important too.

Stakeholder Alignment:

Achieving alignment among stakeholders with diverse perspectives and priorities was a challenge. It was crucial to involve key stakeholders throughout the Design Discovery process, keep them informed about progress, and seek their feedback.

MY CONTRIBUTION

As a Product Designer (UX/UI), I supported all the research activities and was responsible for delivering the solution and all the design artefacts.

The project included the following activities:

- Collaborative workshops
- Mental Model & Opportunities Map
- Stakeholder interviews (current state website, contextual inquiry)
- Usability testing & interviews x 2 rounds (design & IA testing)
- Design Values Proposition
- Design High Fidelity Prototype
- Final Report

PREVIEW OF THE TASKS

SME Portal Design Discovery



ASSETS EVALUATION

Virgin Australia Guidelines
Velocity Guidelines



DESIGN VALUES

These values serve as guiding principles that inform the design process, shape the user experience, and ultimately contribute to the success of the solution.



FLOWS TO TEST

During usability testing, specific flows or scenarios were used to simulate real-world user interactions in the current patterns and evaluate the effectiveness of the proposed solution.

- ➡ 1. Logging in * / View dashboard
- 👤 2. User Management (Add user/Modifying access)
- 🔍 3. Search Flight / Part of Dashboard
- 📄 4. Viewing & Understanding Points (Corporate activity)
- 📁 5. Reporting | Only in IBS Plus Version
- ⚙️ 6. Promotions / Part of dashboard

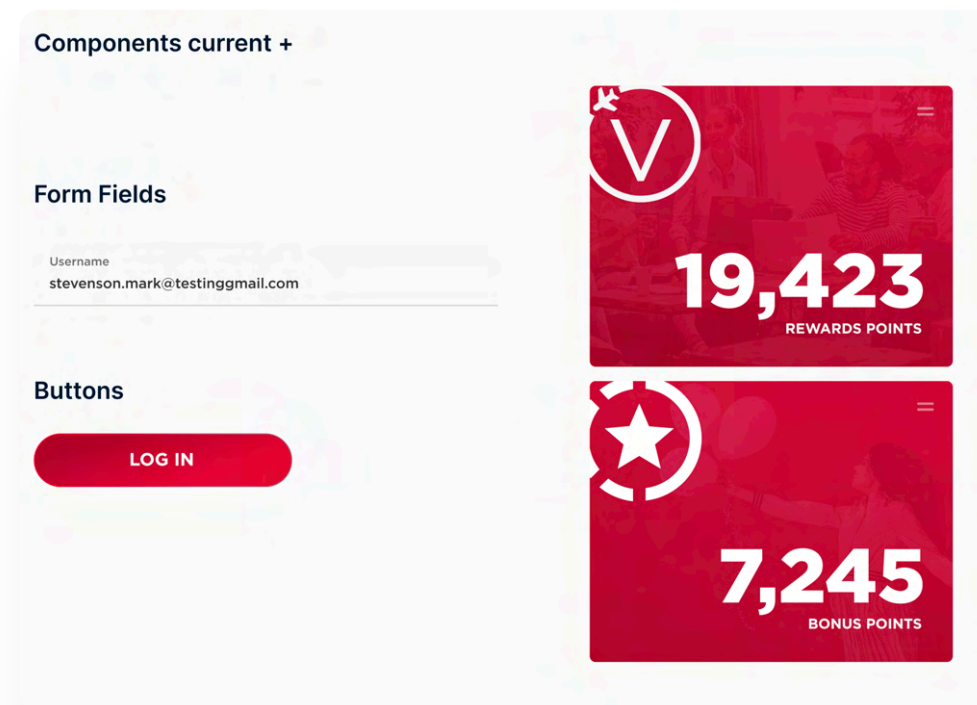


PREVIEW OF THE TASKS

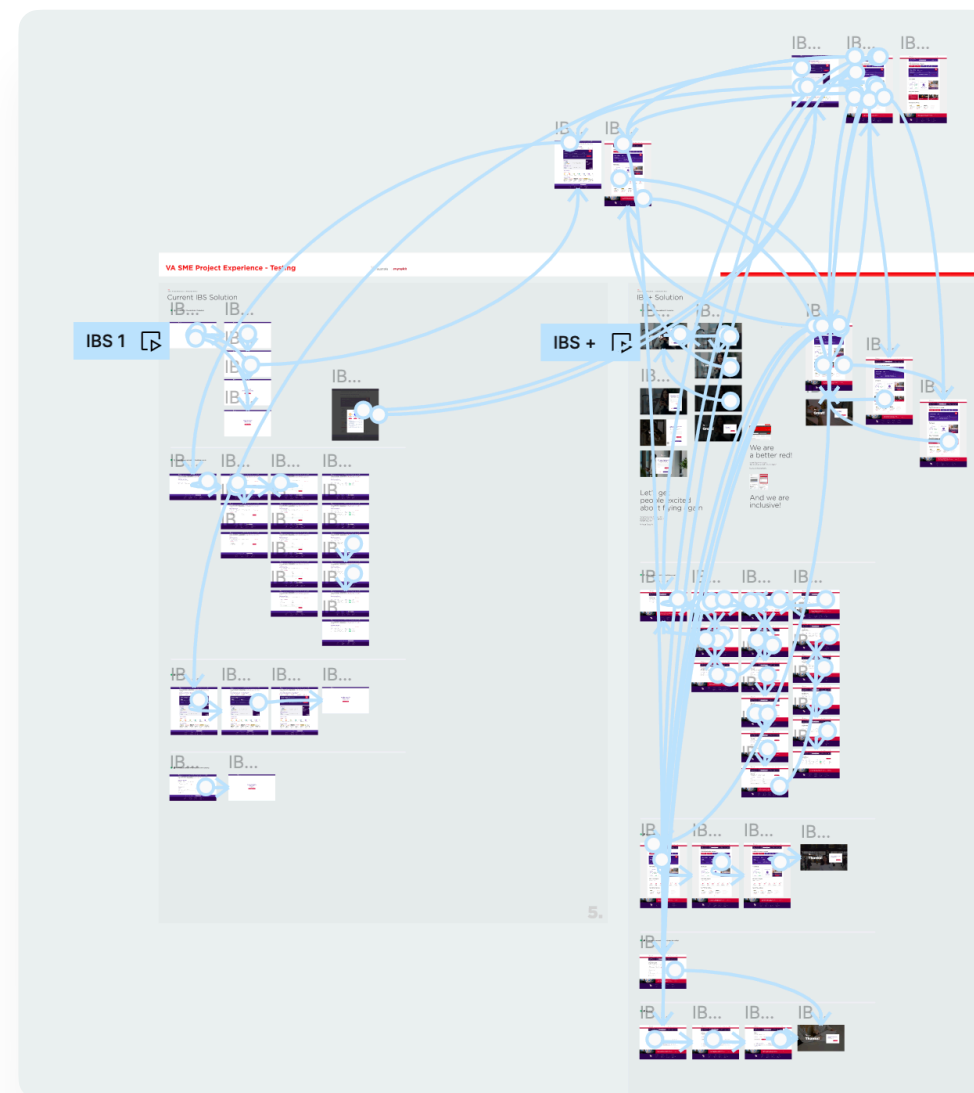
SME Portal Design Discovery



DESIGN COMPONENTS



PROTOTYPING



RESULTS

Qualitative information provided insights into users' thoughts, opinions, preferences, and experiences, which supported our team in creating a user-centred solution.



The user says:

- They get me, they get corporates lifestyles
Jo
- Virgin the brand and the product understand corporate needs
- The product understand corporate needs ie: meeting extended, delays, simplicity, urgency.. - *Jo*



What design can do?

- Clarity and speed**
 - Have few items in the navigation bar will make easier to find what they need, we have now just one nav bar.
 - Check your fonts size (14pt minimum size-body copy for a site heavy interaction pages) Recommended to start with 16pt
 - Secondary text should be about 2 sizes smaller than your paragraph text.
 - Use icons if they will add value, otherwise use them as a background to enhance aesthetics
- Reviewing labeling (Recommended)

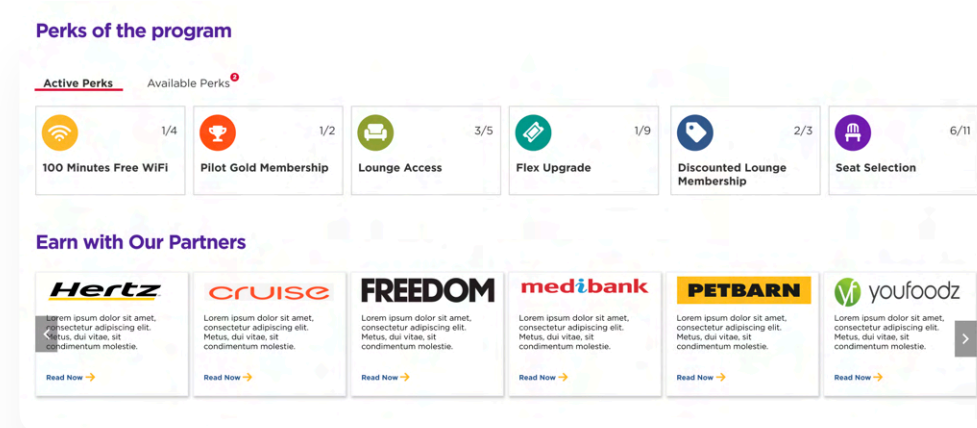
PREVIEW OF THE SOLUTION

SME Portal Design Discovery

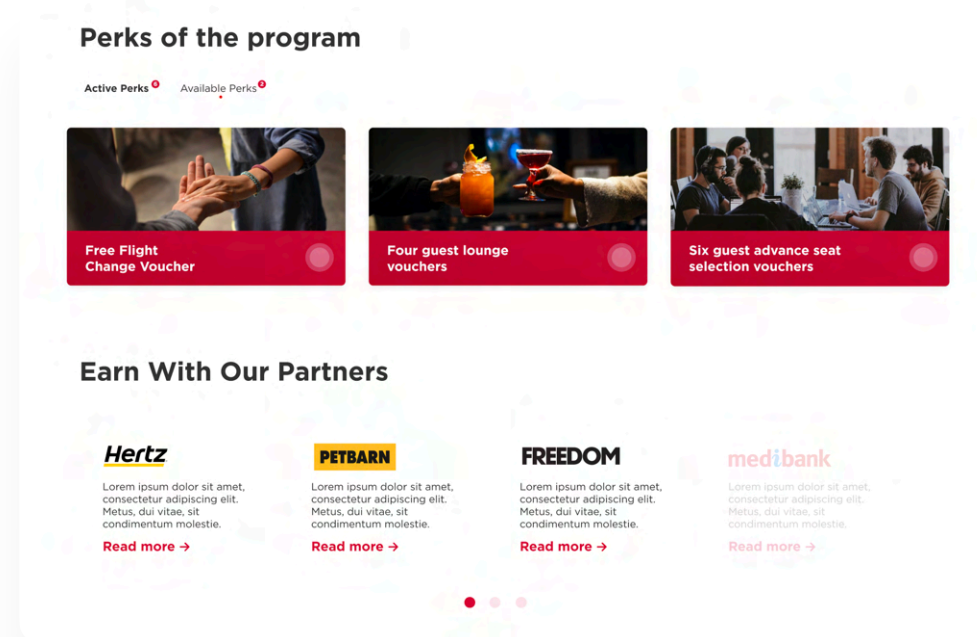


1. IBS SOLUTION SECTION

Before testing

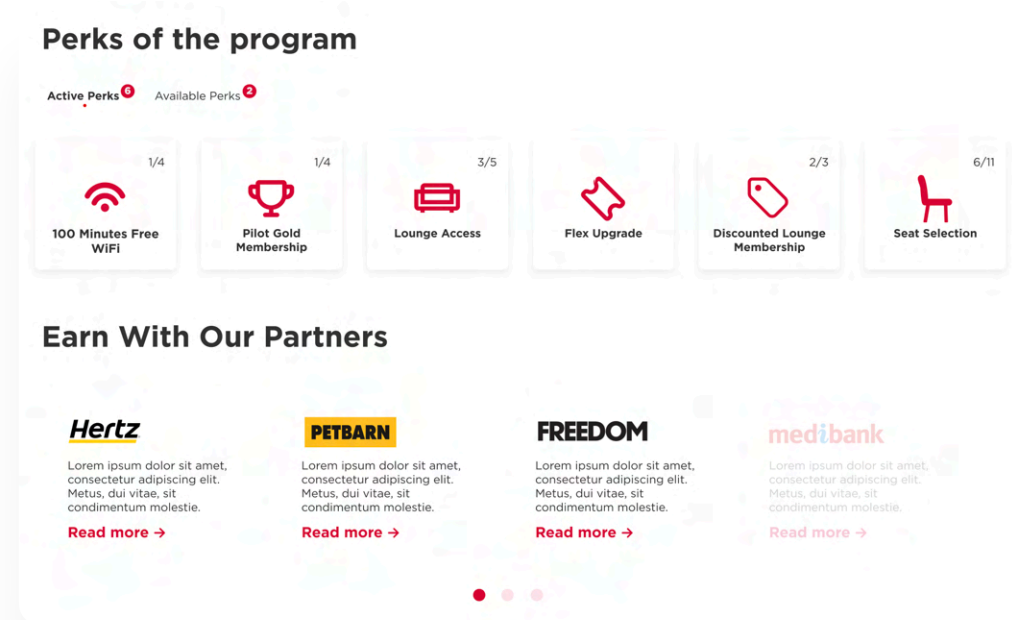


2. IBS+ SOLUTION SECTION



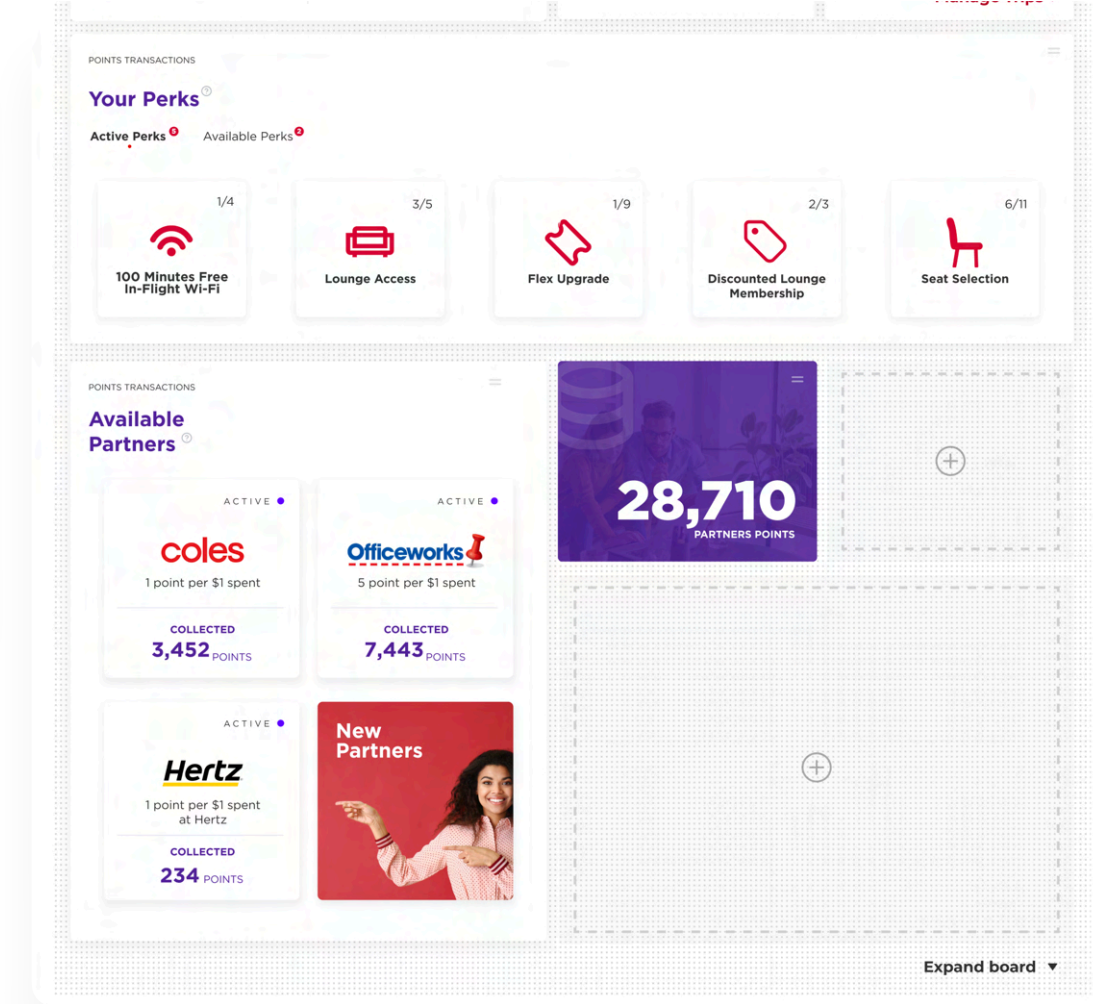
3. IBS++ SOLUTION SECTION

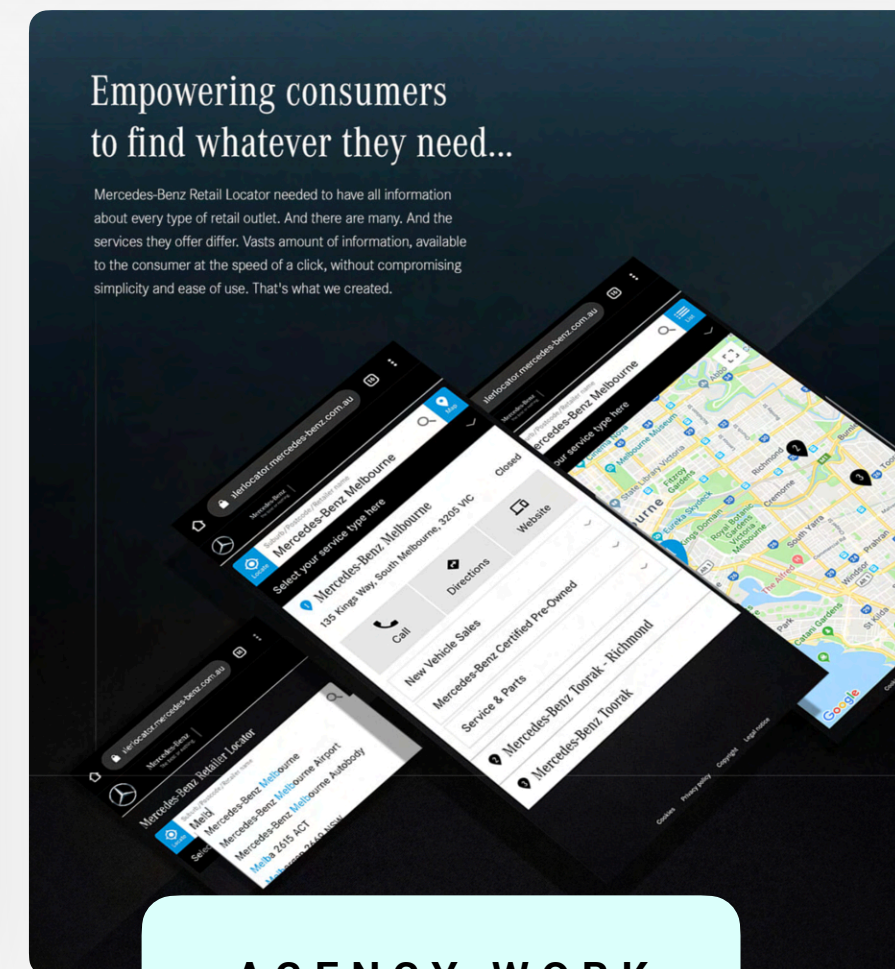
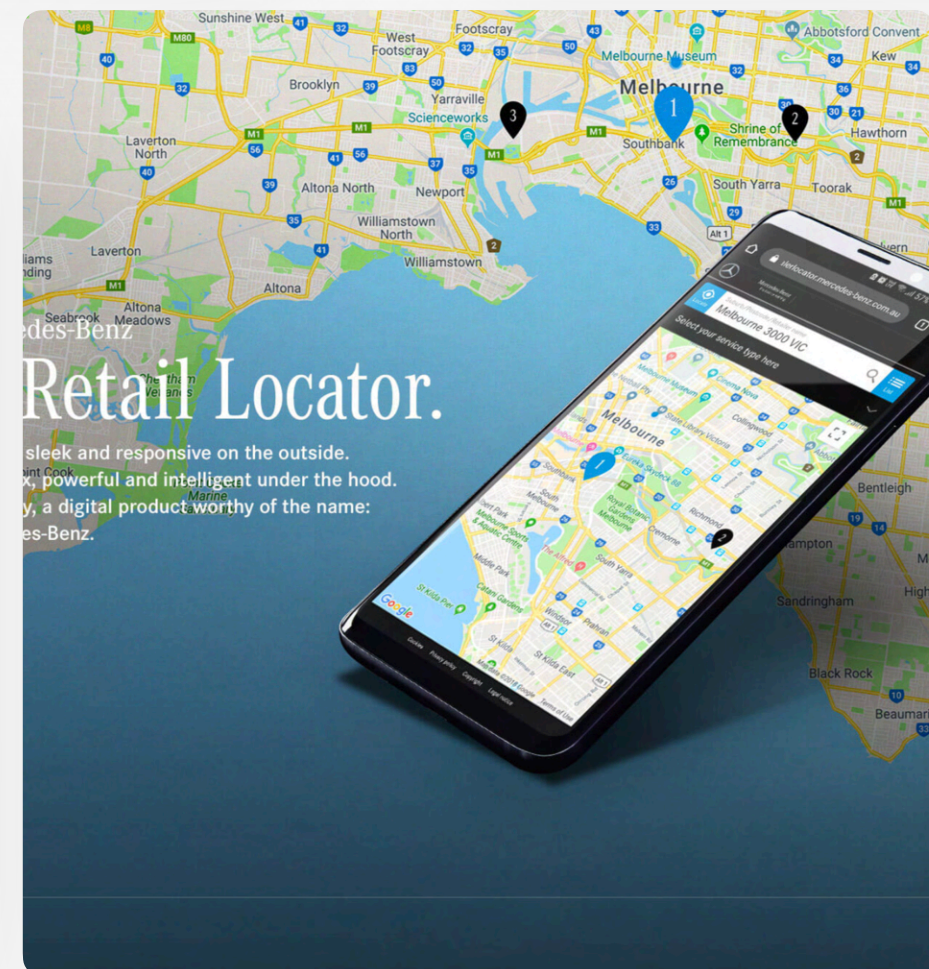
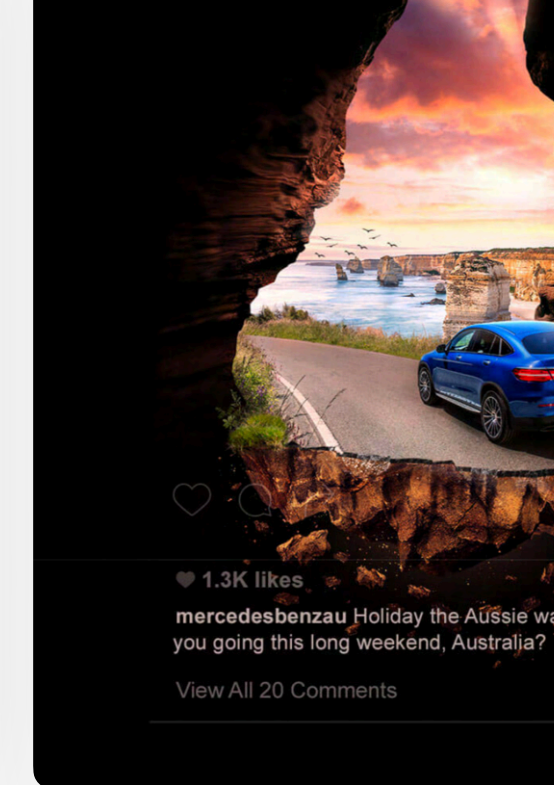
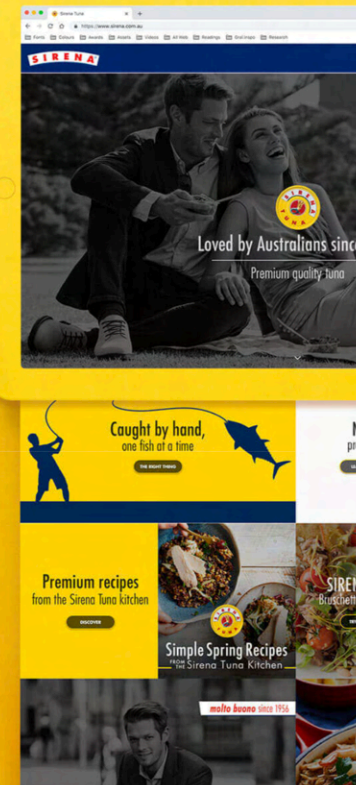
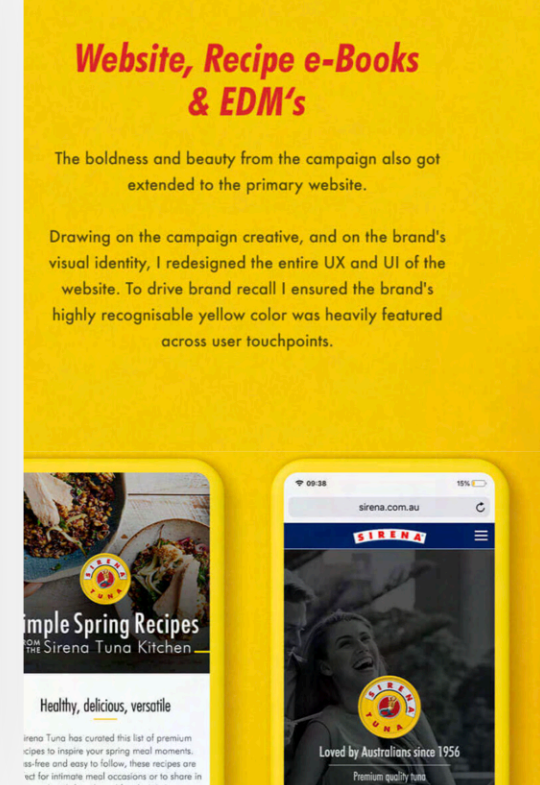
After testing



4. FUTURE VISION

Modular/Customizable dashboard section





AGENCY WORK



Luis Peñuela

Senior Product Designer

hola@luispenuela.com. | 0430 787 739