



**ŽIVILĖ MARKEVIČIŪTĖ**

Product designer



**PORTFOLIO**

2021

## **Hello, Stranger!**

I am very excited to share my work with you. I've worked on many different design projects over the years. In this portfolio, you will find projects which are mainly focused on user experience and interface design.

My aim is to give a general overview of my skills and experience, if you are interested, I would be happy to discuss the details of my approach and processes via video call.

So if that's the case, you will find my contact details at the bottom of this document. Let's get in touch!

A handwritten signature in black ink, appearing to read 'J. Mark' with a stylized flourish at the end.

# PRODUCT SETTINGS

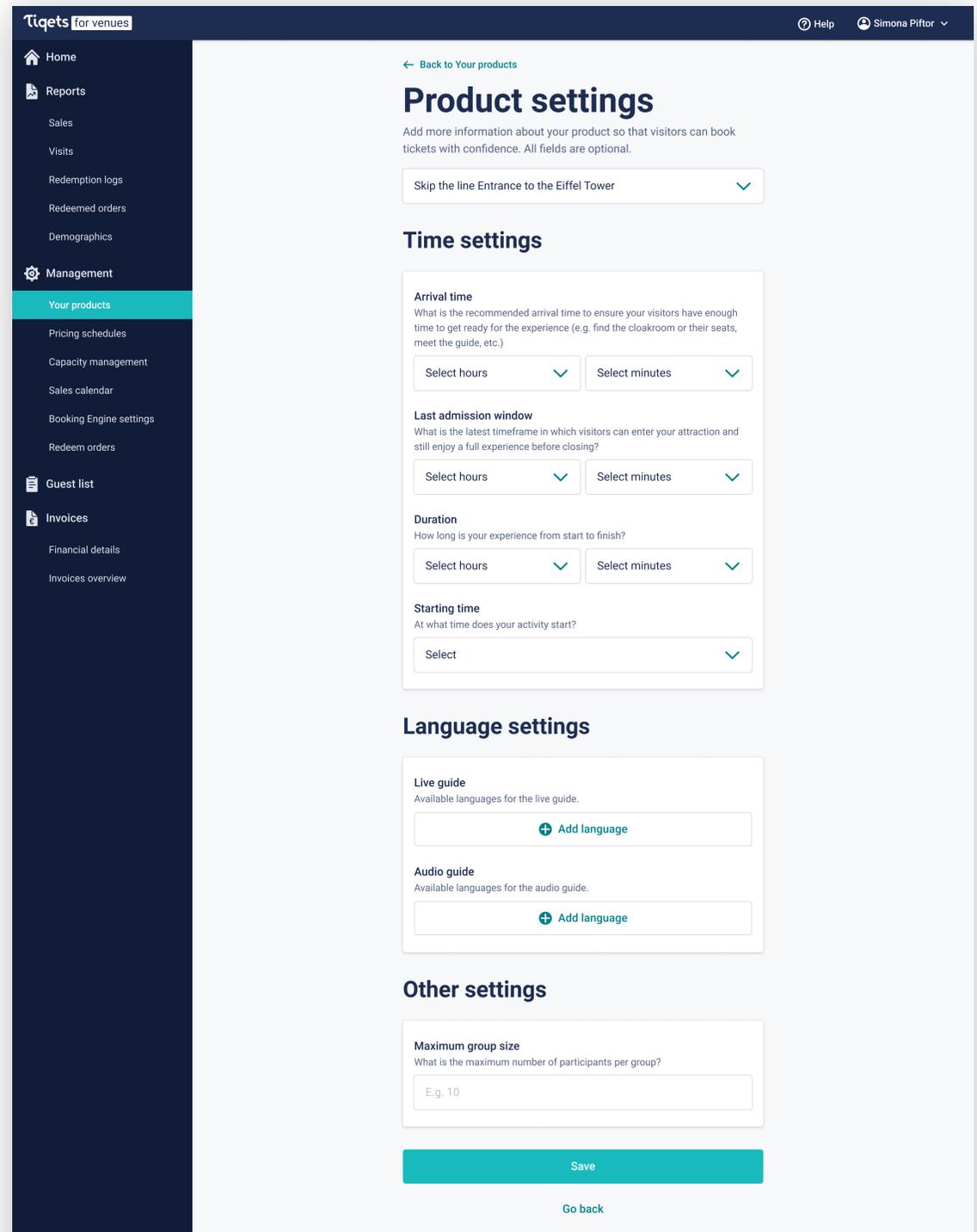
TIQETS | 2021

**THE PROJECT** Design a section in the Self Service Portal (SSP) where suppliers could add/edit their Product settings;

**ROLE** UI/UX designer

**TASKS**

- \_collect requirements;
- \_design the layout;
- \_suggest copy;
- \_refine the proposal;
- \_support developers with implementation;



# PRODUCT SETTINGS

## The Challenge

The goal of the task was to design a section in the SSP where suppliers would be able to add Key details about the products

## The Process

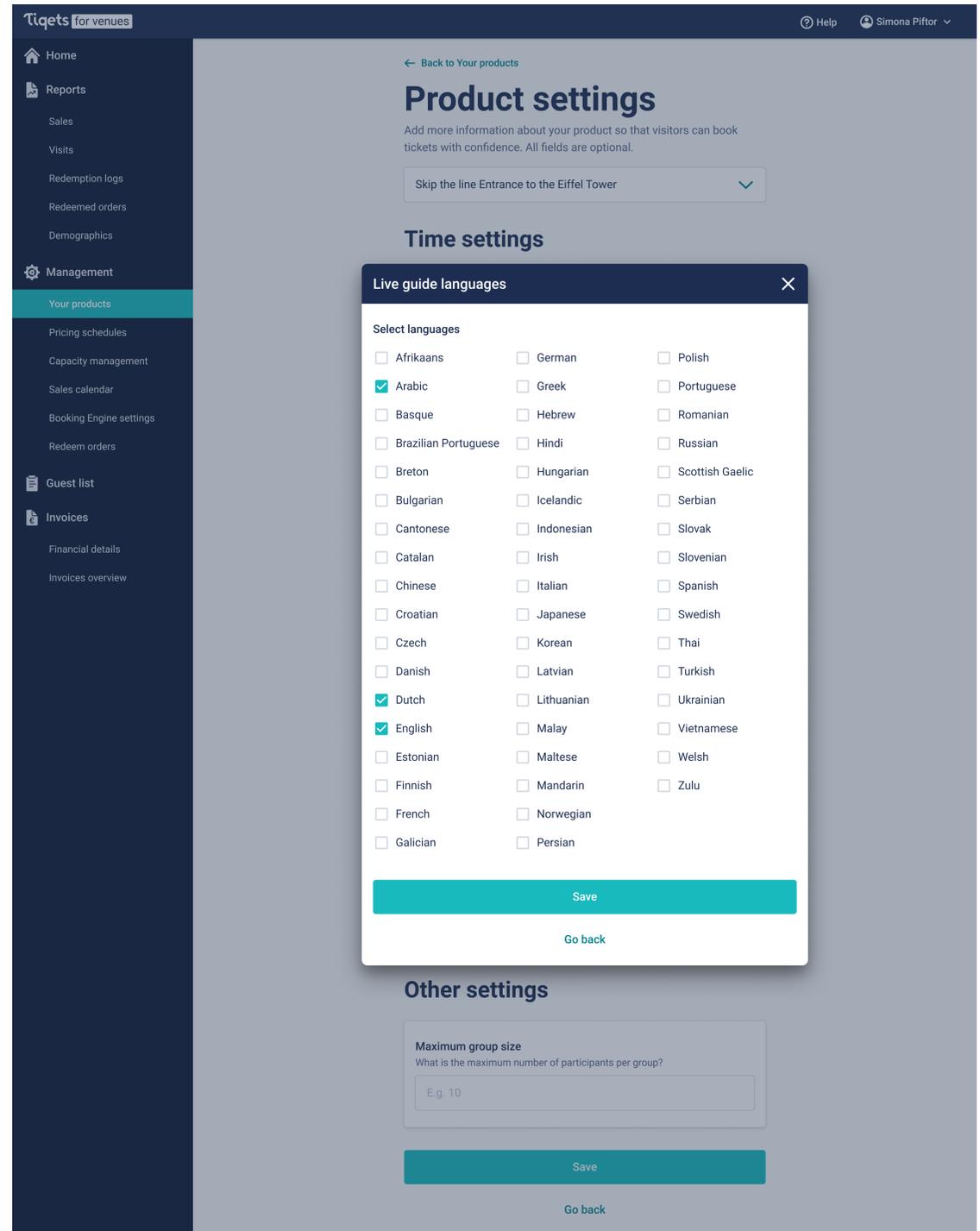
The initial requirements for the feature were mostly mirroring the setup of our internal system. During the discussions with different departments, we decided on the final list of features that we would want to make available for the users.

The next step was to design the interface. At this point, I was following our design guidelines and used components from the UI library.

However, there was one component - the language selector - which we didn't have in the library yet, but which was needed. Having a long dropdown where user has to scroll endlessly to select a language was not an option.

After researching some competitors I clarified the requirements for our language selector:

- must have a list of languages that are actually used by our suppliers and not the full list of 150+ languages;
- ideally, all available languages should be visible without the user having to scroll or type;
- user must be able to select multiple languages in one go;
- it must be easy to deselect one or multiple languages at once:



# AFFILIATE PORTAL DISCOVERY FEATURE

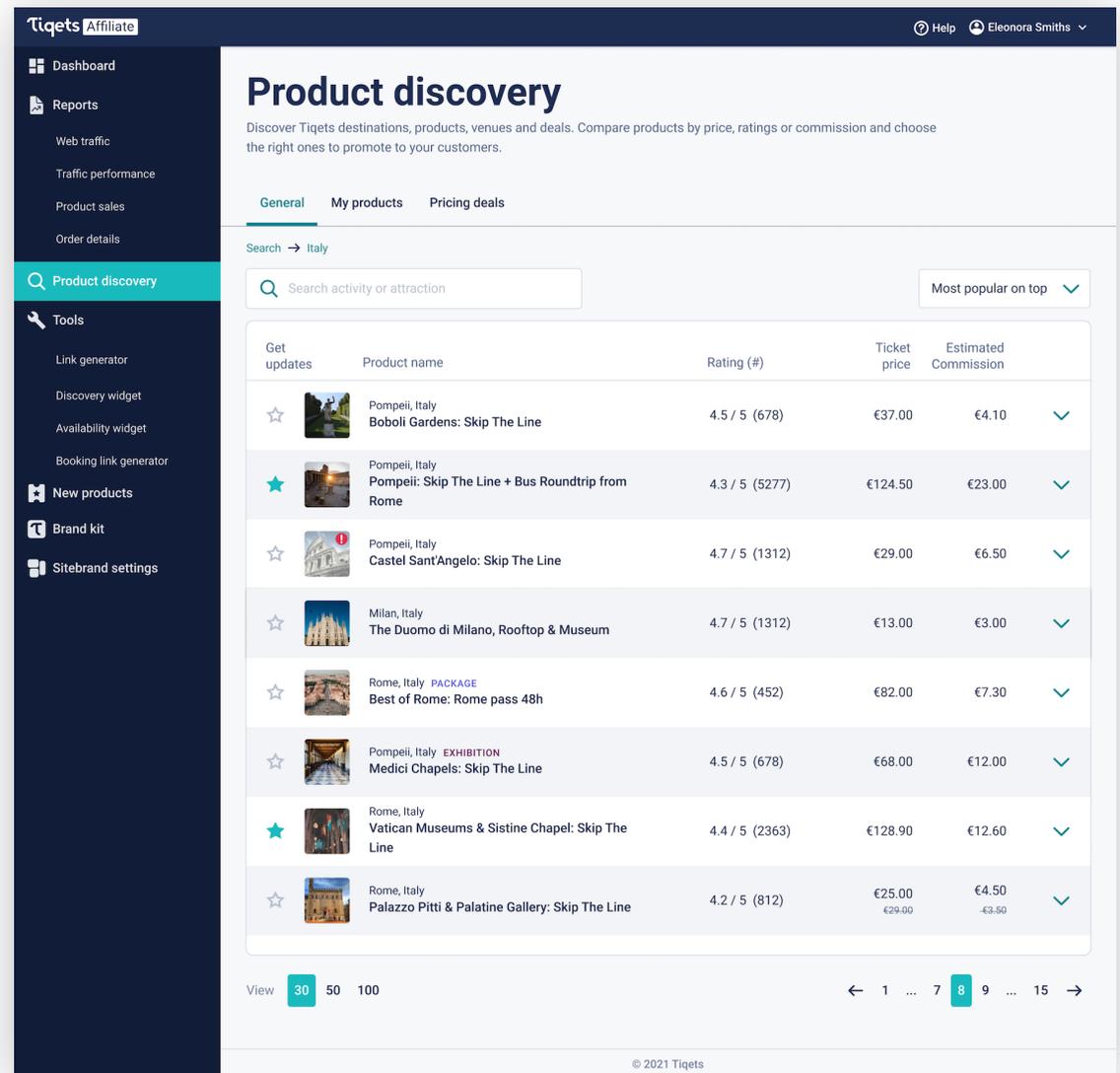
TIQETS | 2020

**THE PROJECT** New feature for the Affiliate Portal

**ROLE** UI/UX designer

**TASKS**

- \_research of the affiliate market;
- \_competitors analysis;
- \_interviews;
- \_user journey;
- \_interaction design;



## The Challenge

The goal of the project was to find out what are the needs of the affiliates and how we could support them better so they would be able to sell more.

## The Process

I started with research to understand the basics. The scope of the initial research:

- \_ affiliate marketing basics;
- \_ affiliate marketing in the travel industry;
- \_ competitor product analysis;
- \_ interviews with the teams working directly with the affiliates;
- \_ interviews with current affiliate partners;

During the initial research, I found out that one of the most important stages is discovery. Affiliates are our business partners, but we were not offering any tools to help them find the right products and make informed decisions on what to sell.

We decided to solve this issue by building a Product Discovery feature where users could search the products, discover different locations and choose products based on their ratings, prices, characteristics, availability or commission rate.

After defining the project scope I started iterating with the designs and prepared the prototypes.

**Tiqets Affiliate** Help Eleonora Smiths

## Product discovery

Discover Tiqets destinations, products, venues and deals. Compare products by price, ratings or commission and choose the right ones to promote to your customers.

General My products Pricing deals

Search → Italy

Search activity or attraction Most popular on top

| Get updates   | Product name   | Rating (#)   | Ticket price     | Estimated Commission |
|---|--|--|------------------|----------------------|
| ☆   | Pompeii, Italy<br>Boboli Gardens: Skip The Line                    | 4.5 / 5 (678)  | €37.00           | €4.10                |
| ★   | Pompeii, Italy<br>Pompeii: Skip The Line + Bus Roundtrip from Rome | 4.3 / 5 (5277)   | €124.50          | €23.00               |
| ☆   | Rome, Italy<br>Castel Sant'Angelo: Skip The Line                   | 4.7 / 5 (1312)   | €29.00           | €6.50                |
| <b>Category: Entertainment</b>  |  | <b>Kids friendly: Yes</b>  |                  |                      |
| <b>Audio guide: Spanish, Russian, English</b>   |  | <b>Wheelchair accessibility: Yes</b>   |                  |                      |
| <b>Promo label: Sells out fast</b>  |  | <b>Availability status: Temporarily unavailable</b><br>Expected reopening: 20th April 2022 |                  |                      |
| <a href="#">Product page</a> <a href="#">Add to link generator</a> <a href="#">Add to availability widget</a> |  |  |                  |                      |
| ☆   | Milan, Italy<br>The Duomo di Milano, Rooftop & Museum              | 4.7 / 5 (1312)   | €13.00           | €3.00                |
| ☆   | Rome, Italy <b>PACKAGE</b><br>Best of Rome: Rome pass 48h          | 4.6 / 5 (452)  | €82.00           | €7.30                |
| ☆   | Pompeii, Italy <b>EXHIBITION</b><br>Medici Chapels: Skip The Line  | 4.5 / 5 (678)  | €68.00           | €12.00               |
| ★   | Rome, Italy<br>Vatican Museums & Sistine Chapel: Skip The Line     | 4.4 / 5 (2363)   | €128.90          | €12.60               |
| ☆   | Rome, Italy<br>Palazzo Pitti & Palatine Gallery: Skip The Line     | 4.2 / 5 (812)  | €25.00<br>€29.00 | €4.50<br>€3.50       |

View 30 50 100 ← 1 ... 7 8 9 ... 15 →

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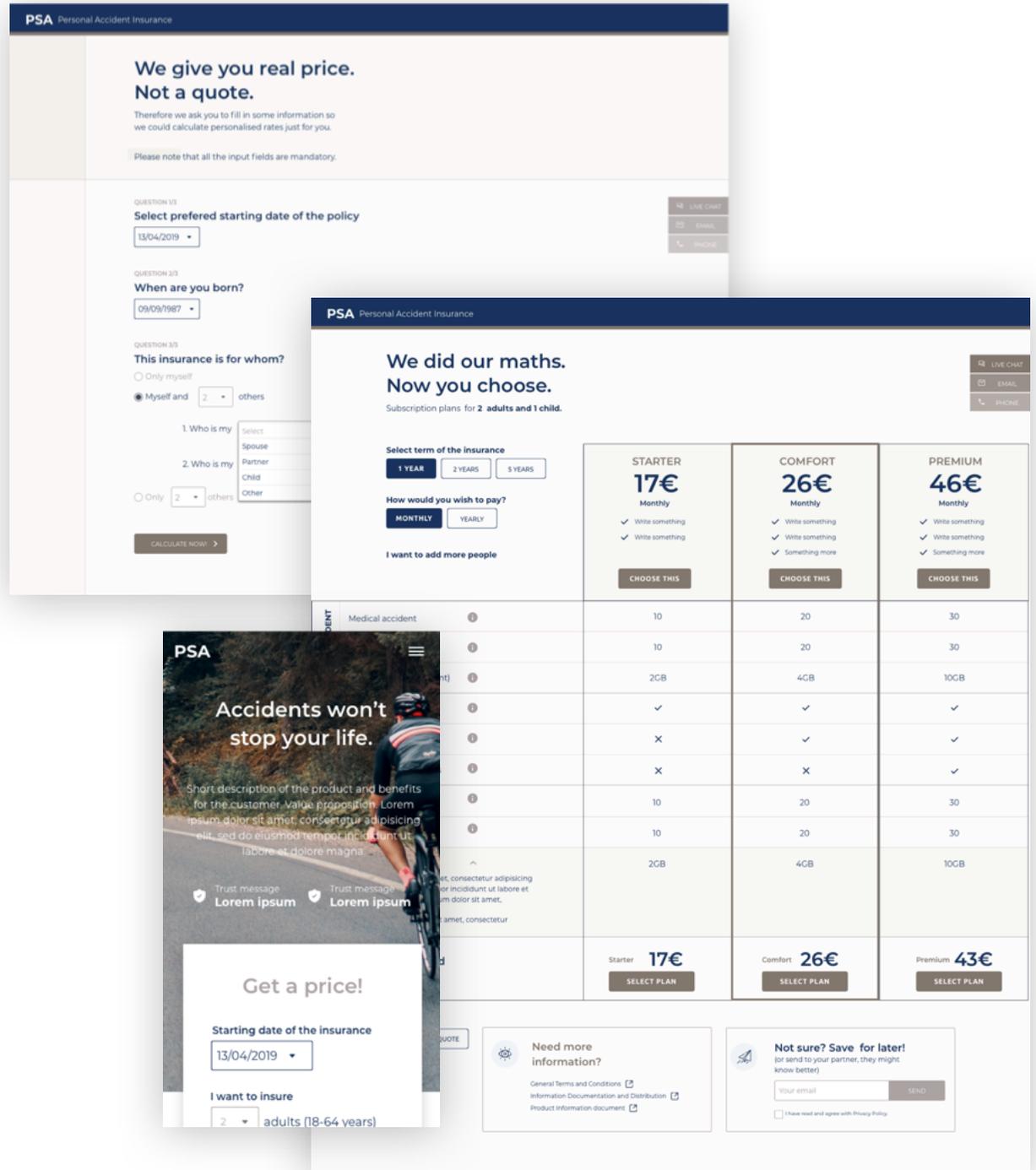
# PERSONAL ACCIDENT INSURANCE

PSA GROUPE | 2019

**THE PROJECT** UX/UI for an insurance product

**ROLE** UI/UX designer

- TASKS**
- \_competitors UX analysis;
  - \_user stories, scenarios, flows;
  - \_wireframes;
  - \_hi-low fidelity wireframes (mobile & desktop);
  - \_final assets for developers;



# PERSONAL ACCIDENT INSURANCE

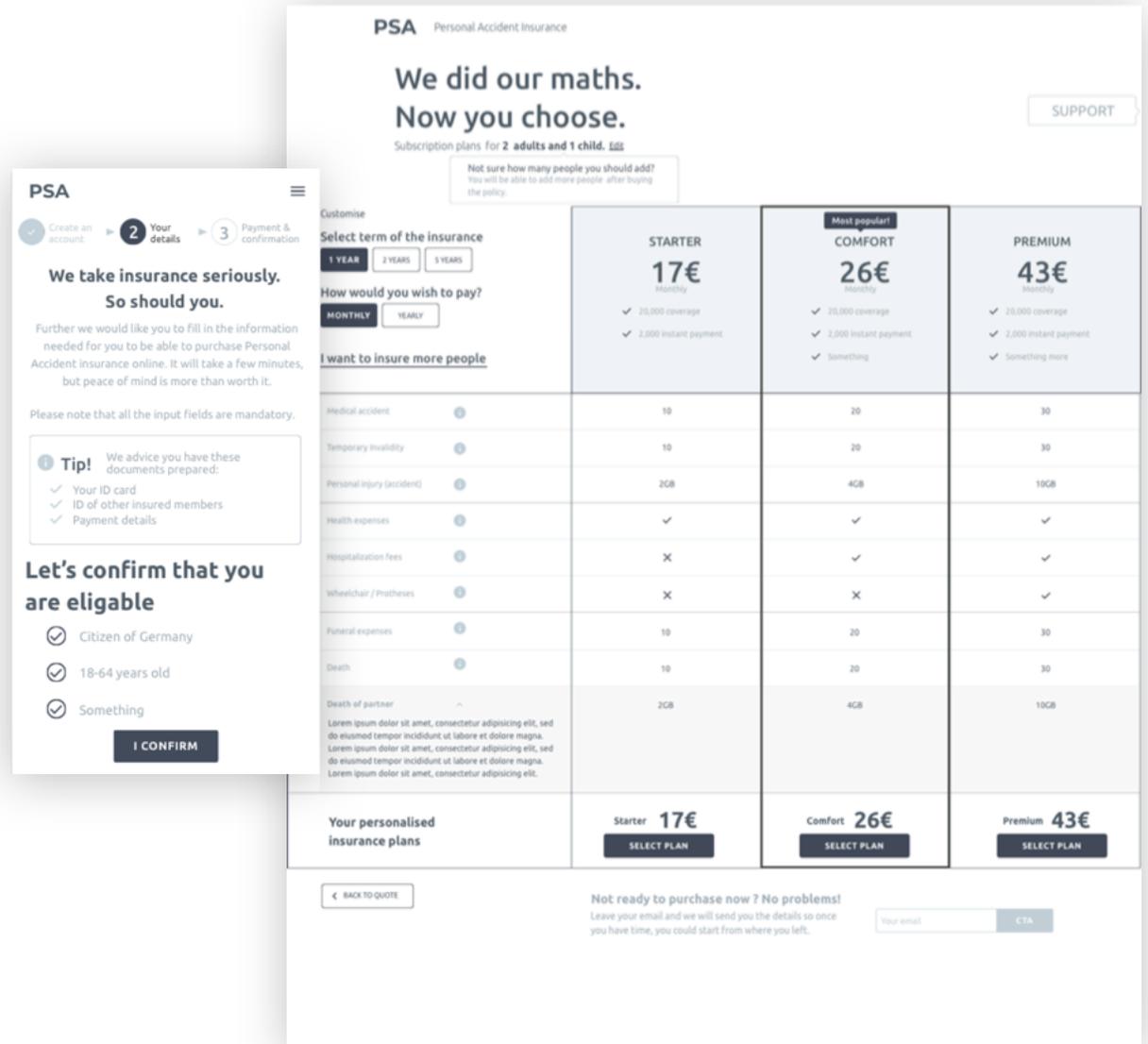
## The Challenge

PSA Groupe wanted to update their online products by reviewing and improving the user experience.

Many reports prove that insurance companies do not have the best reputation since customers find their products complicated, pricing options are often confusing, tricky terms and conditions etc. The online experience is also no better - people complain that they are being asked too many questions, it takes a lot just to get the price quote, they cannot finish their purchase online etc.

Our goal was to shift users perception of insurance by building a product which main focus would be to guide the user.

When buying insurance face to face the consultant can make a huge difference. To replicate this experience online is a great challenge on its own especially when the brand name is unknown in the market.



# PERSONAL ACCIDENT INSURANCE

## The Process

I've started with the market research, competitors and industry analysis. Here are some of the first insights on how to address the issues :

- \_clear value proposition and description of the product;
- \_friendly yet professional and human tone of voice;
- \_feedback, infoboxes, explanations available so that the user would feel guided and informed;
- \_simplify price quote flow;
- \_highlight credibility and security;

Then I updated personas, created stories, scenarios and main user flow. The goal was to disrupt the usual price quotation flow: first, give us all the personal info, then we will show the price. Since the brand name is unknown, I wanted to push for a "free quote" to use it as a chance to gain some trust from the user and also to introduce the product. We ask for very basic info and give the quote. At this point not even asking for their email.

After finishing the user flow, I moved to the sketching stage. Very first wireframes were made by hand just to visualise the concept and test the flow. Once the concept was approved, I started with low fidelity wireframes. Repeated the process and then finished with high fidelity prototypes.

# HOSTIFY APP

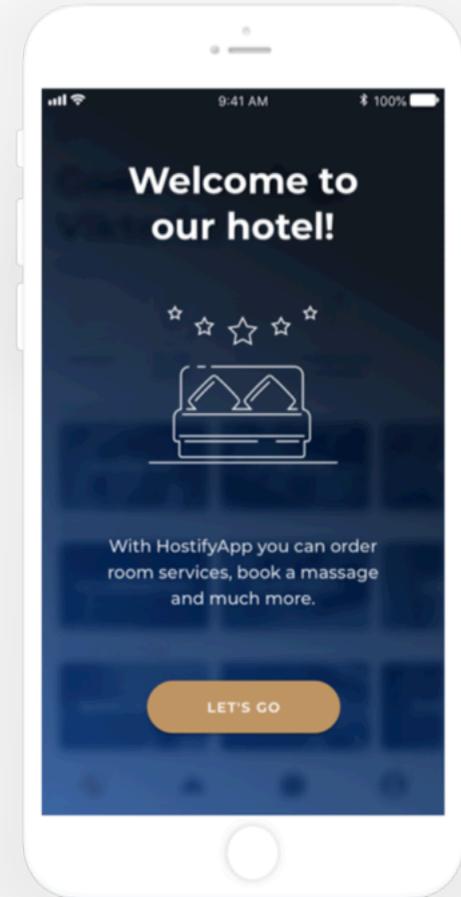
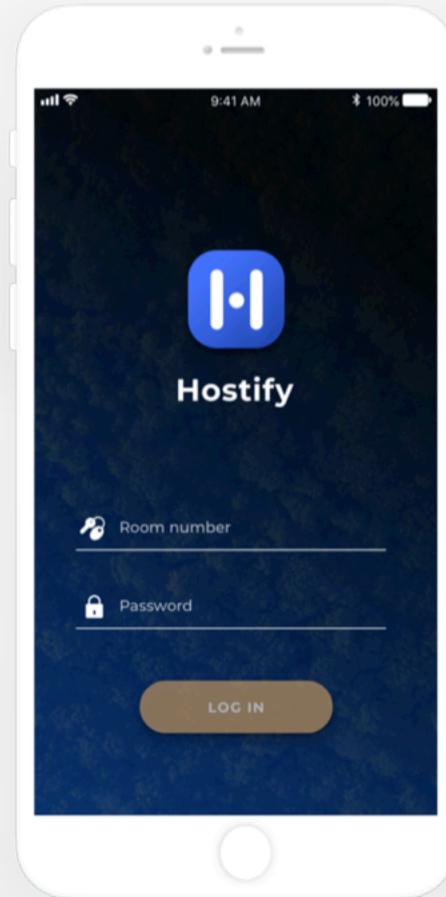
Personal | 2018

**THE PROJECT**    Mobile application

**ROLE**            UI/UX designer

**LINKS**            [Check UI case study](#)

[Check UX case study](#)



# PERFORMANCE APP

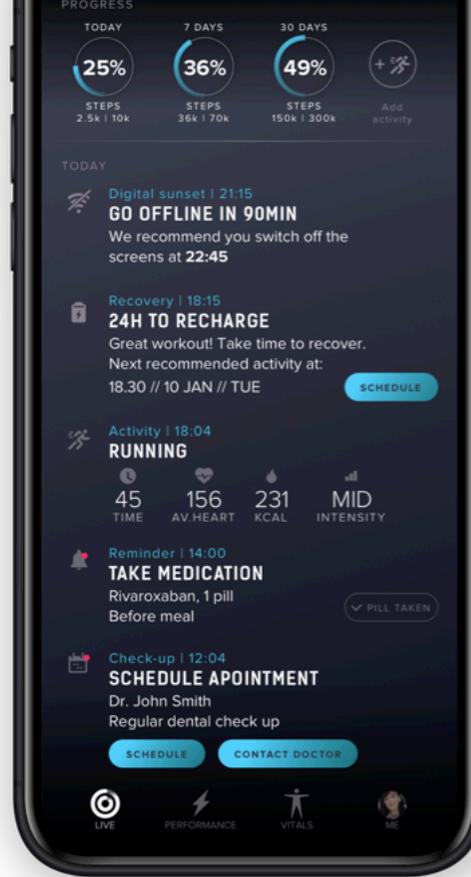
NAMBAYA | 2019

**THE PROJECT** Mobile & Desktop app prototype

**ROLE** UI/UX designer

**TASKS**

- \_conceptualise the idea
- \_competitors analysis
- \_sketches
- \_lo/hi fidelity wireframes
- \_visual style



# PERFORMANCE APP

## The Challenge

I was given a task to design mobile & desktop mockups for a premium performance app. The goal of the app is to help high-level business people to boost their performance by monitoring their health habits also providing professional support and coaching.

Following the requirements from Nambaya, I did a competitors research, sketched the structure of the application, prioritised the list of features, researched branding style and prepared lo-hi fidelity prototypes.

## The Process

I started with the competitor analysis of similar health and fitness products. Then I made the structure and information architecture of the application after which I moved to the sketching phase. Many hand-drawn wireframes, collecting the feedback and moving on to low fidelity wireframes on SketchApp. At this point, the structure was almost final and I started researching ideas for the visual appearance of the app. The requirement for the UI was to design an app which would be between Gyroscope and Porsche.



# THE SOMO PROJECT

Pro bono | 2019

## THE PROJECT

Update branding, website and e-shop

## ROLE

UI/UX designer

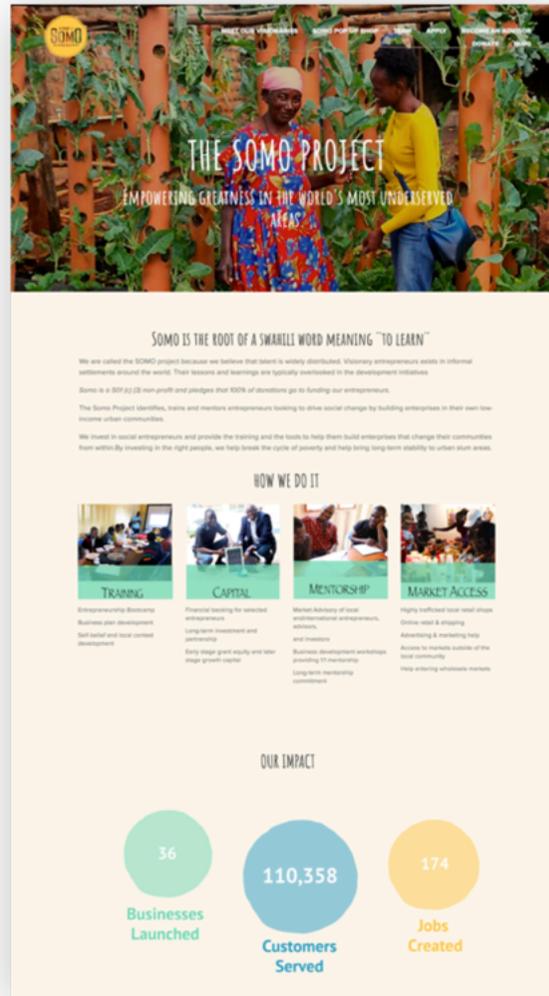
## TASKS

\_conceptualise the idea  
\_competitors analysis  
\_sketches  
\_lo/hi fidelity wireframes  
\_visual style

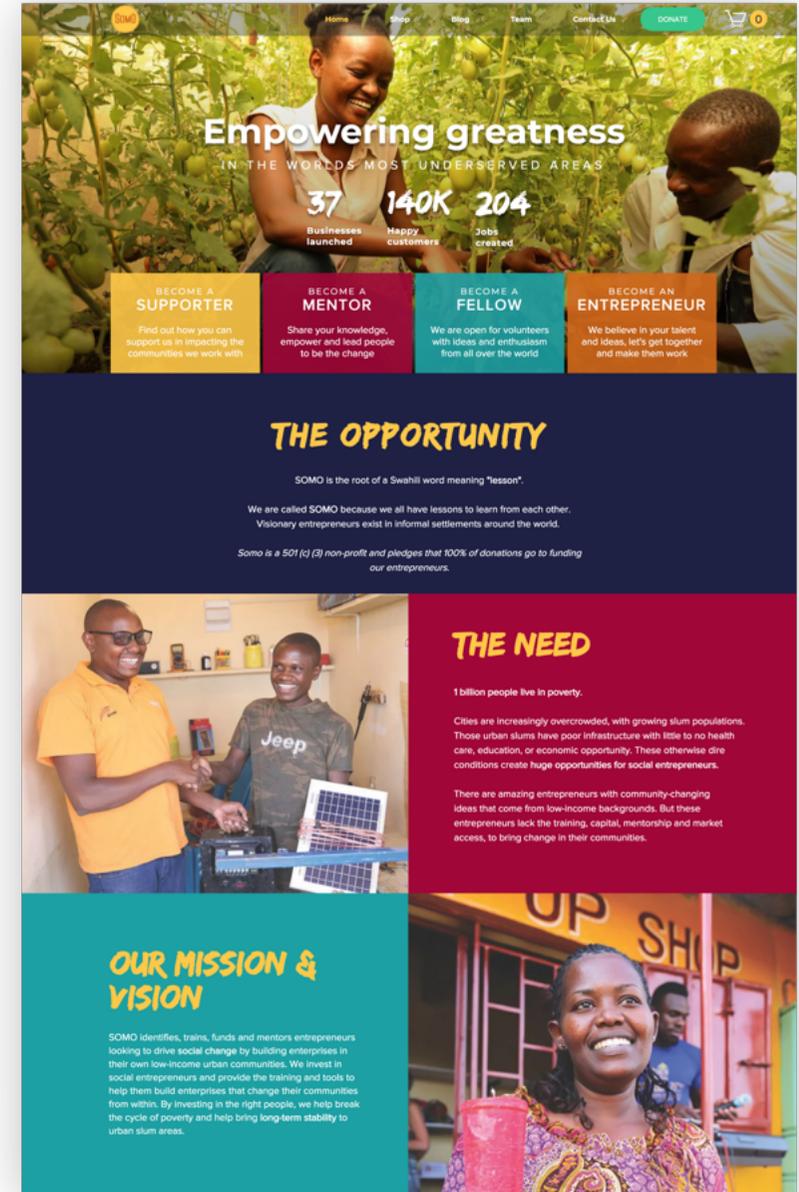
## LINKS

[Go to the site](#)

BEFORE



AFTER



## The Challenge

This was a pro bono project I've been working on together with the SOMO team. The task was to update their branding, website and the e-shop.

I started with analysing their current page, their and their website visitors needs. There was a lot of information on their site, but it was lacking structure, guidance and visual consistency.

Then I wrote down some insights and guidelines:

\_Branding should get an update, not a remake.

Should not touch the logo.

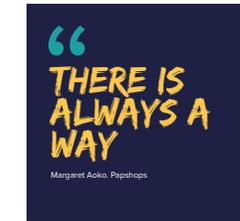
\_Keep the 'handmade' elements like fonts and photo frames.

\_Keep the vivid colours. They give friendly and familiar feeling since African culture is all about blooming, bright, saturated colours.

\_Avoid sharp, super-high quality, staged images. More personal, real-life photos. No Unsplash.

\_Make it simple and easy to maintain branding in the future.

\_Adjust the content to maximise the loading speed of the site.



## .02 Guidelines for posts

01 Background - five color options



02 Headline - Edu font & two color options



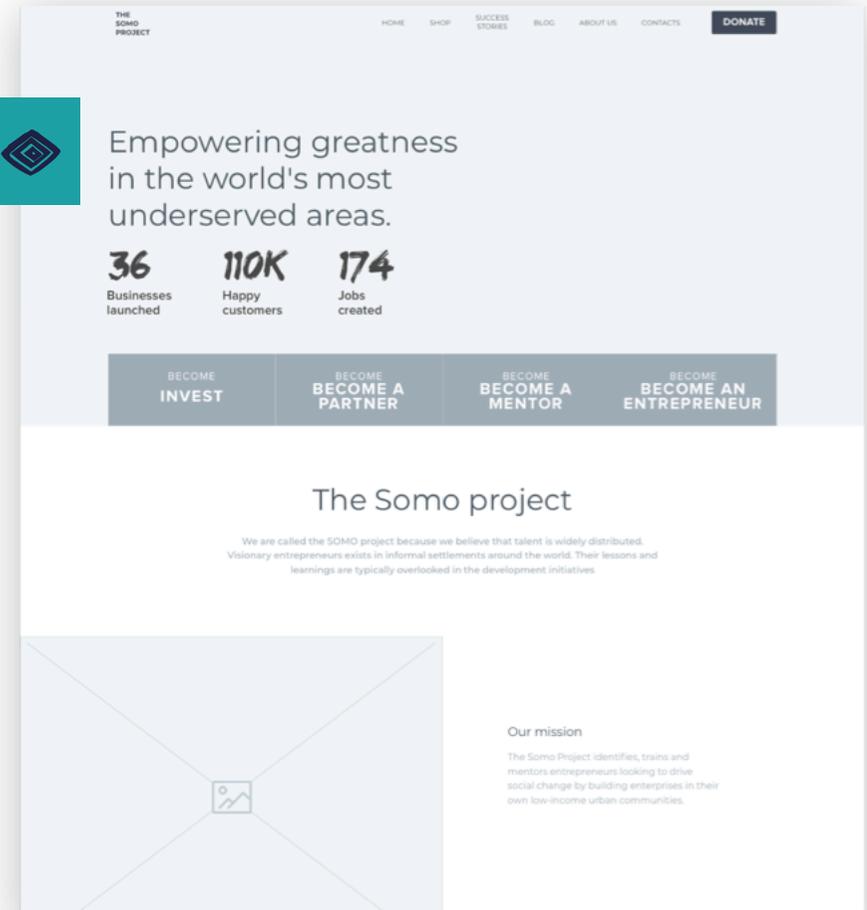
03 Text - Proxima Nova in white



04 Graphic element in dark blue



Some examples



# THE SOMO PROJECT

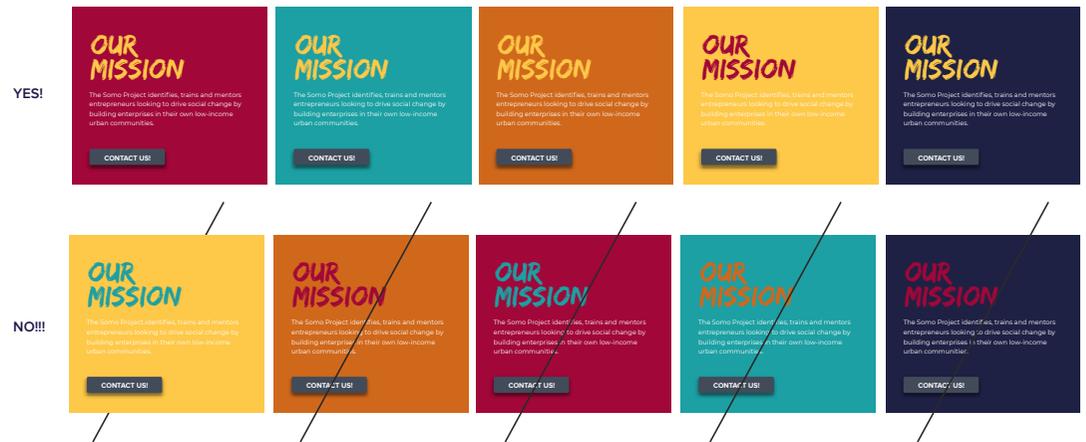
## The Process

After talking with the SOMO team and doing my own research I came up with some solutions:

\_ Huge part of the non-profit organisation's success depends on trust. The work they have already done is the best representation that they are serious and make things happen, therefore trustworthy. So I moved this info on the header.

\_ There are different visitors coming to the site: aspiring entrepreneurs, supporters, investors, mentors. In the previous version, it was hard to understand what the site is for and where should one look for information. The users coming to the site also don't always know how they can contribute, so I found it important to present the options at the very beginning.

\_ Non-profit organisations operate with the help of investors, supporters, partners etc. Also, they are taking small donations from the people who want to contribute and support their work. In the old site, there was a possibility to do so, but it was very much hidden and I felt that they are missing a lot in here and wanted to highlight this button with a different colour and putting it in a very visible spot.



1 Mind the space between the lines. It should be close to each other.

OK  
EDU FONT HEADLINE

NOT  
EDU FONT HEADLINE

OK

HEADLINES ARE YELLOW

Paragraph of text is usually written in white Proxima Nova Regular font. Aligned on the left.

BUTTON

NOT

SOMETIMES HEADLINES ARE RED

The Somo Project identifies, trains and mentors entrepreneurs looking to drive social change by building enterprises in their own low-income urban communities.

BUTTON

### Recommended



### NOT recommended



Logo too big

Logo too close to the borders

Top center placement of the logo should be avoided

### Could be used as a creative logo placement



Logo cut off

# QOT APP

TIGNUM | 2017    www.qot.io

QOT\* is a data-driven, iOS application for business professionals.

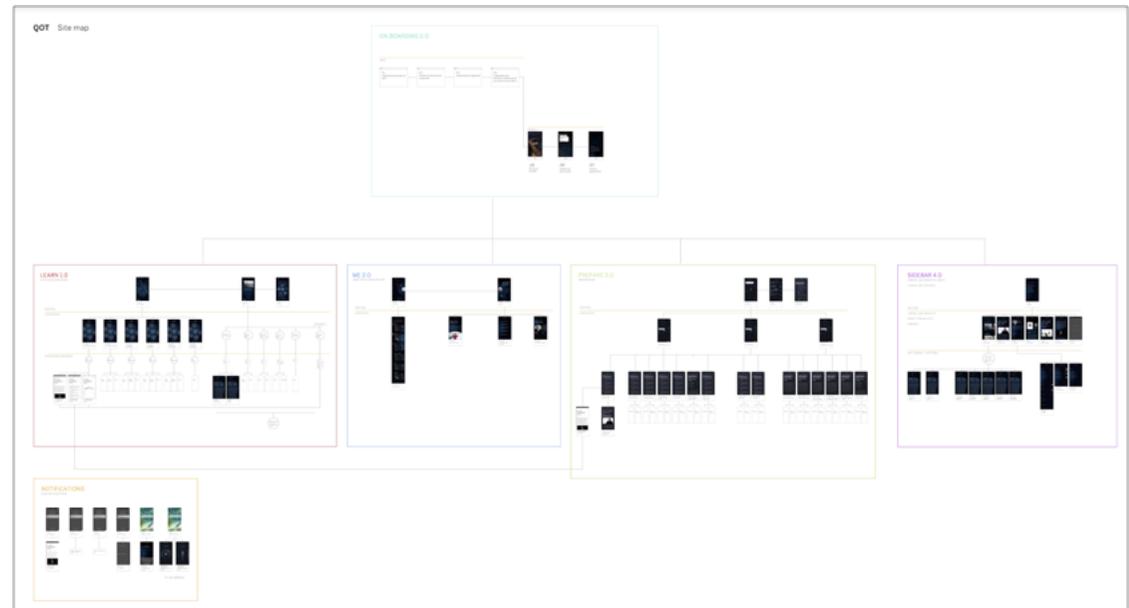
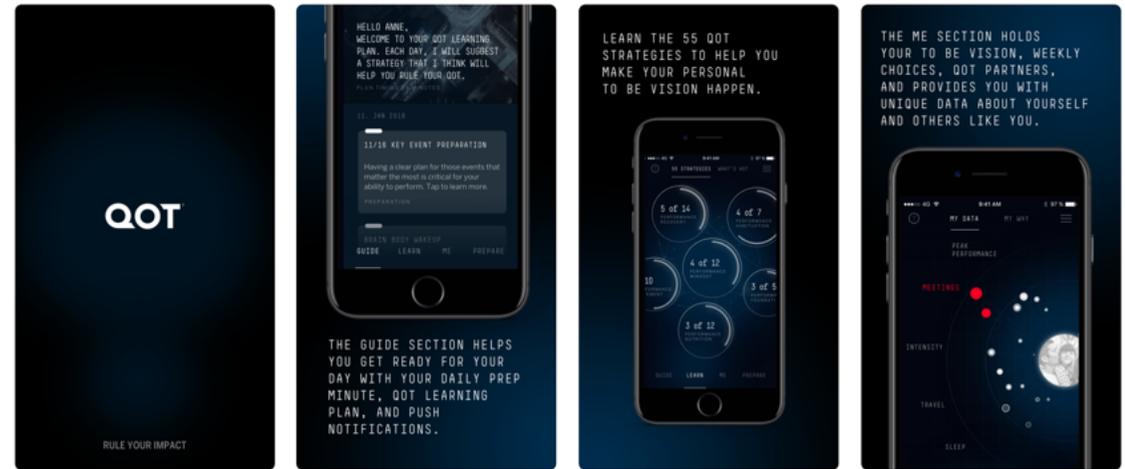
I was highly involved in creating user interface and experience as well as designing other brand material.

Our biggest challenges throughout the process were to maintain exceptional visual design and create delightful and meaningful experiences.

## My tasks:

- \_\_creating site maps;
- \_\_affinity maps;
- \_\_user flows and journeys;
- \_\_consultations on UX writing;
- \_\_wireframes;
- \_\_user interface design;
- \_\_high fidelity prototypes on Invision and Flinto;
- \_\_preparation and execution of usability testing;
- \_\_heuristic evaluation;
- \_\_collaboration with developers;

\* subject of NDA



# CONTENT MANAGEMENT SYSTEM

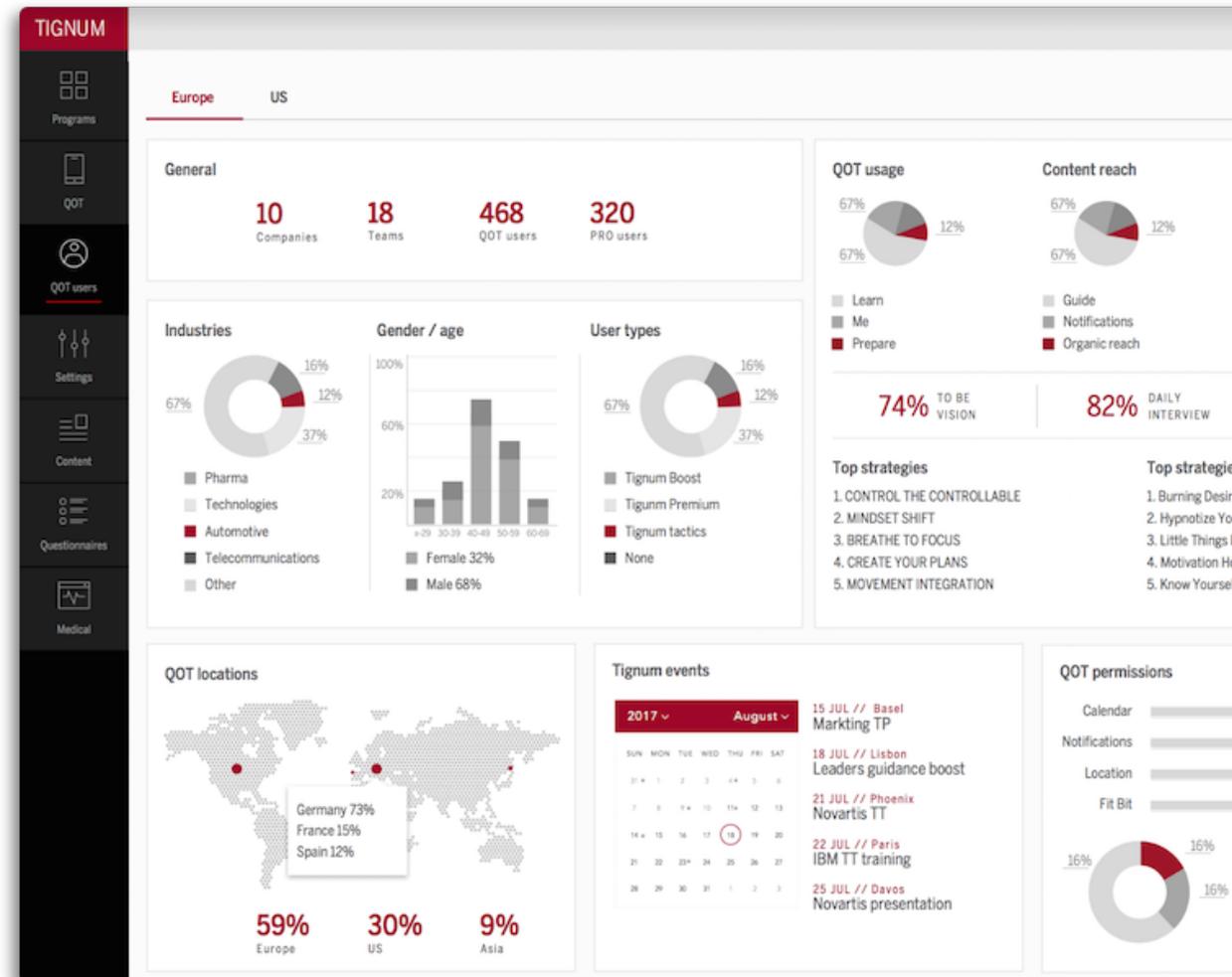
TIGNUM | 2017

At TIGNUM I was also responsible for improving the design and user experience of the administration panel\*.

The task was to find usability issues and provide smart solutions for them as well as to solve already known user experience problems.

## My tasks:

- \_\_update and create new style guidelines;
- \_\_user interface design;
- \_\_interaction design;
- \_\_solutions for improving UX;
- \_\_collaboration with developers;



\* subject of NDA

# HEALTHCARE SOFTWARE

GUUEY | 2016

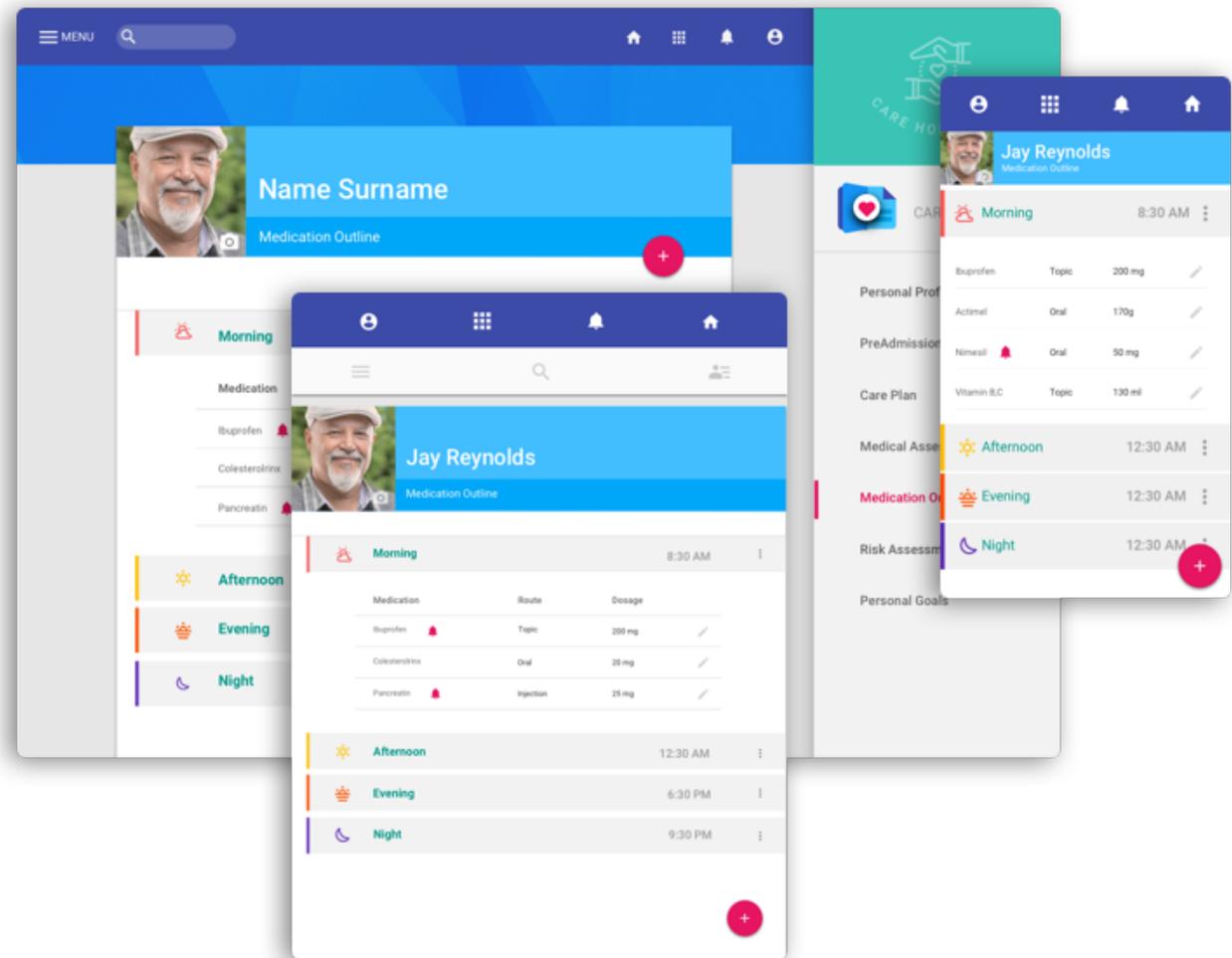
www.mosaic-care.com

'MOSAIC is a modular healthcare system for adult care home management that is aiming to digitalise the daily paperwork and provide better quality care for the customers.

I joined this project as a UI designer and my main task was to create responsive interfaces following Material Design guidelines.

## My tasks:

- \_\_interface design;
- \_\_interaction design;
- \_\_responsive design;
- \_\_illustrations;
- \_\_iconography;
- \_\_collaboration with developers;





# GUUEY COWORKING BRANDING & WEBSITE

GUUEY | 2016    www.coworking.guuey.com

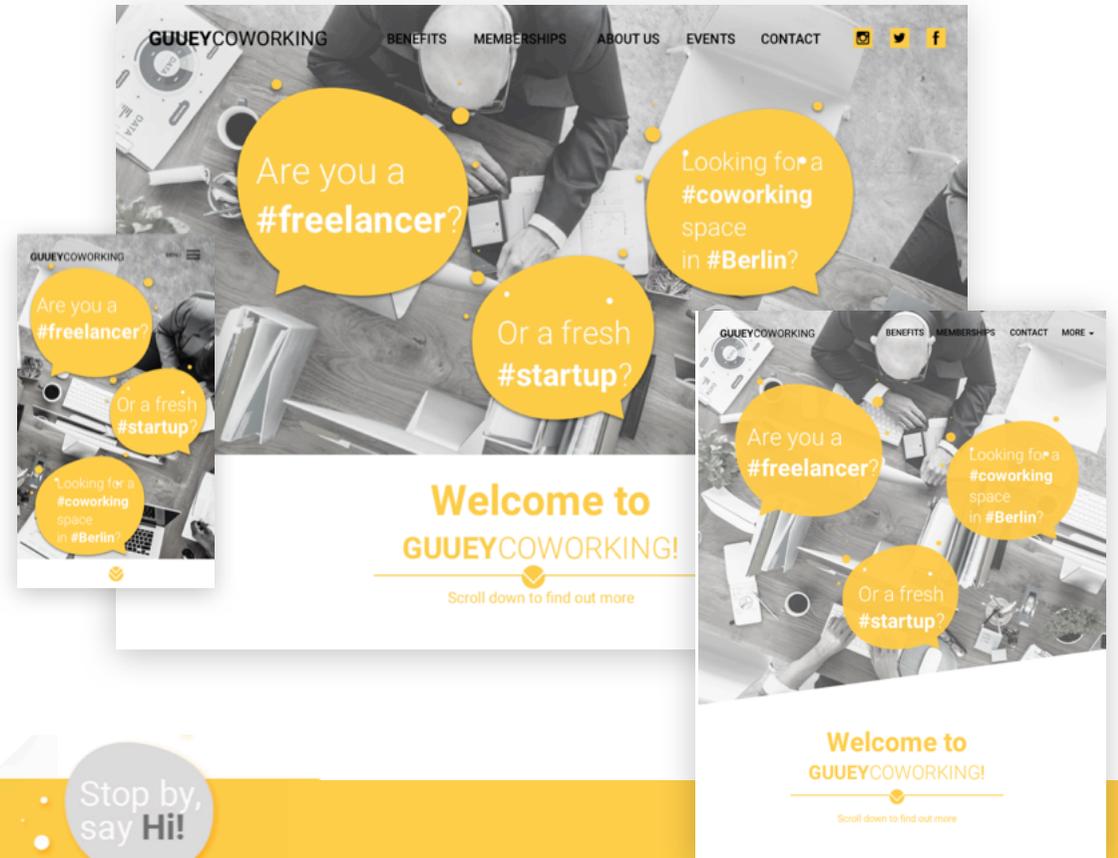
At GUUEY agency I was working on the redesign of GUUEY Coworking brand and website.

The task was to update the current brand guidelines, design a website and other promotional material.

As the coworking space was new and not known in the area our aim was to create a brand which would give a warm, welcoming and friendly feeling.

## My tasks:

- \_ wireframes;
- \_ web design;
- \_ iconography;
- \_ HTML/CSS;



# GUUEY AGENCY WEBSITE

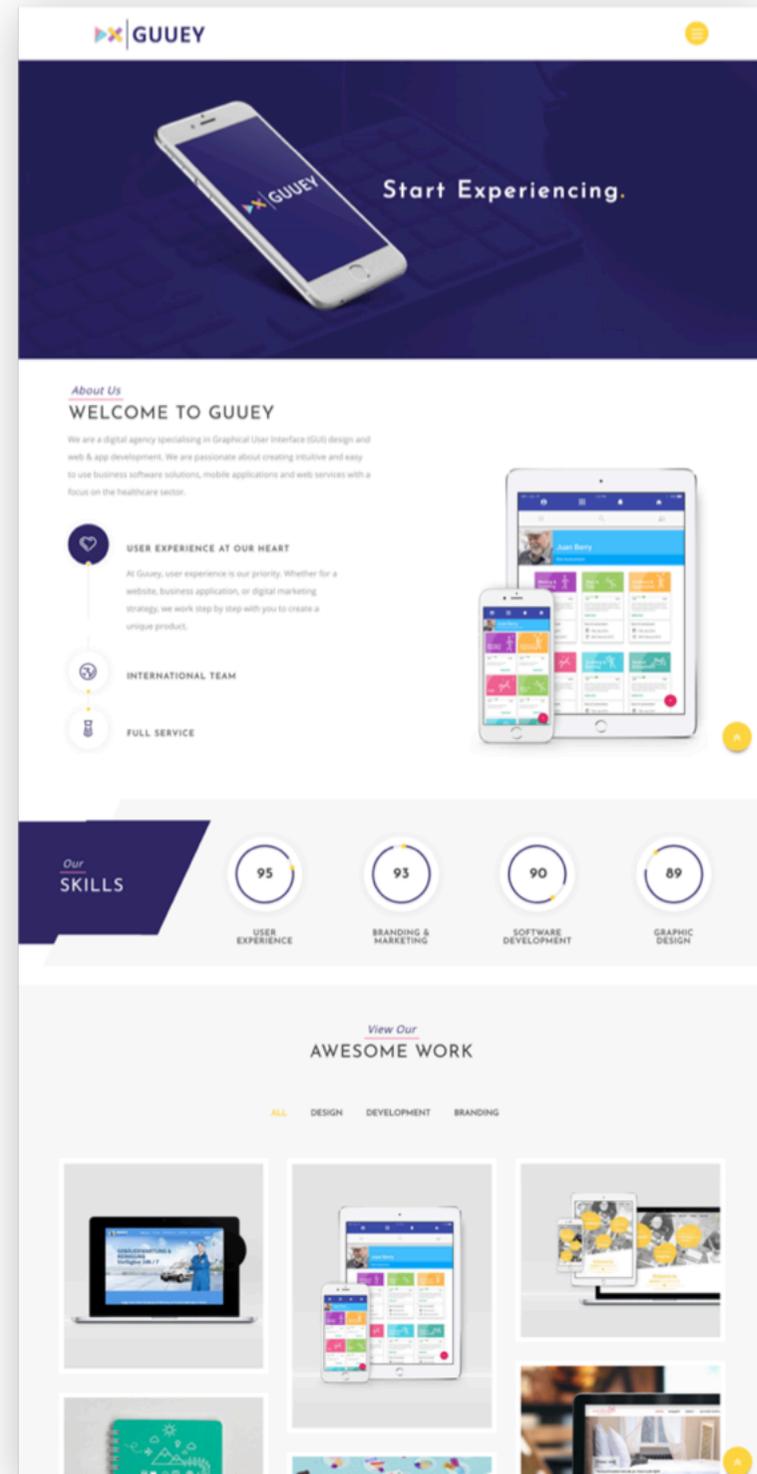
GUUEY | 2016      www.guuey.com

At GUUEY I was also working on branding and website design of the agency. The aim was to create a playful, but trustworthy logo design which would convey a message about our focus on delightful design and user experience.

The task for the website design was to create simple yet functional site which could well represent our approach, team and our work.

## My tasks:

- \_\_logo design;
- \_\_branding;
- \_\_ web design;
- \_\_development HTML/CSS;



# Thank you!

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Hey, thanks for checking my portfolio. If you found it interesting and would like to know more please feel free to contact me via email

**[zivile.ma3@gmail.com](mailto:zivile.ma3@gmail.com)**

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[www.zivilema.com](http://www.zivilema.com)