I'm Rexelle, a UX/UI Designer based in Barcelona passionate about crafting delightful user experiences.

My background in Retail Interior Architecture and Graphic Design has enriched my design thinking and problem-solving skills, which now form an integral part of my approach as a UX designer.

90 secs about me ↗

Let's Talk
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Growth-Driven Features for an Ecological Events App

UX Research | UI Design

Client
Ecoviu App

View Case Study ↘

Enhancing Identity for a Traditional Architectural Firm

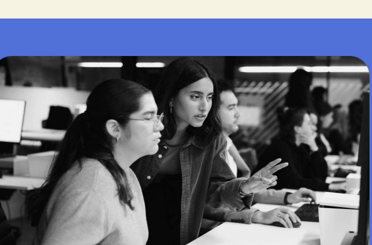
Branding | UX/UI Design | Concept Testing | Responsive Design

Client
TheBrand-Tailors

View Case Study ↘

From Architecture and Graphic Design to UX my expertise, coupled with thorough research, continues to evolve, enriching my design thinking capabilities.

I host Design Thinking Workshops with my team, which has significantly contributed to our company's journey towards understanding our identity as part of a Branding Refresh initiative.



My preferred design thinking approach is rooted in prioritizing research common patterns as the cornerstone of every design decision made at each stage of the process.

Bringing new functionalities to an ecological events app to enhance their visibility & user engagement.

Check Out Ecoviu App

UX Research | UX/UI Design

Client
Ecoviu

Role
Volunteered as a UX/UI Designer in a team with the App Founder and a Project Manager

"Her exceptional understanding of user needs and elegant design solutions impressed us. Rexelle's dedication and expertise exceeded expectations, adding immense value. An exemplary professional we'd gladly collaborate with again."

Oscar Ratera, Co-Founder of Ecoviu

About the app

As awareness about Climate Change grows, people see the potential of Ecoviu as a valuable idea.

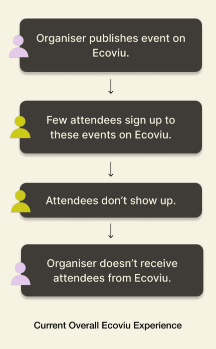
Ecoviu is a platform for sharing events, where organizers can post both in-person and virtual activities for individuals interested in Climate Action to join. I collaborated with Ecoviu to help them tackle significant user experience challenges that was limiting their growth.

User 1
Event Organiser

User 2
Attendees

The Problem

Not many people know about the app, and those who do, often find it confusing.



Current Overall Ecoviu Experience

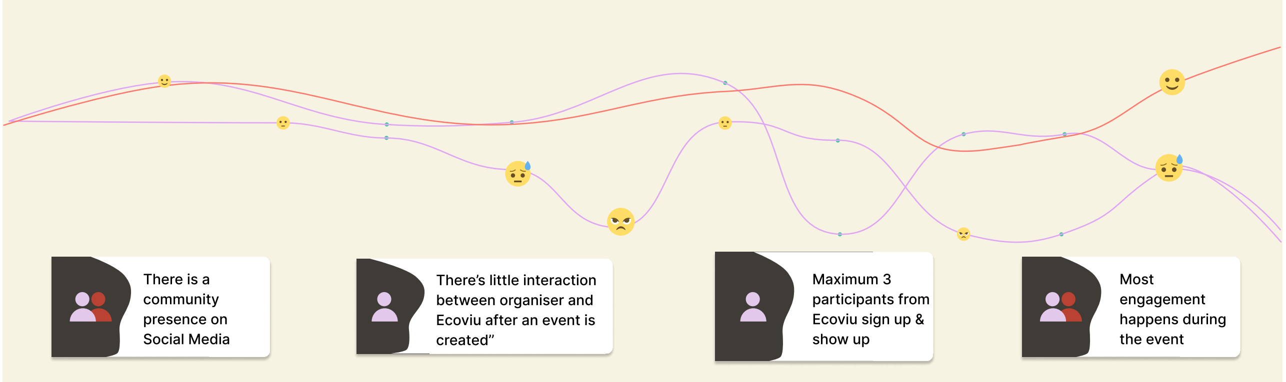
The Challenge

How might we help attendees find Ecoviu and successfully attend ecological events of their interest ?

After gaining insight from Ecoviu users, we transitioned from the CEO's initial focus on adding a community feature to identifying a more critical issue: low user base, which significantly impacts the overall user experience and Ecoviu's potential for growth. Our new focus prioritized the enhancement of key features, essential for both Ecoviu's growth and an improved user experience.

🔍 The Research Methods

During my efforts to understand the current experience in Ecoviu, my research methods included attending several events, interviewing event organisers as well as users of other competitor apps.



Experience map from Ecoviu Organisers & Competitor App's Organiser

Research Conclusion 1

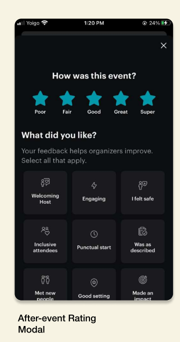
Ecoviu's basic functionalities needed a clear usability improvement as we learned from organisers & leading competitors.

Based on insights from organisers as well as my own experiences as an attendee, we identified a common need: organizers wanted more user involvement, and attendees wanted a smoother event experience. To address these shared needs, we decided to improve the app's current features.

Research Conclusion 2

The app's small user base was impacting event attendance, making it crucial to introduce features that could drive rapid growth for Ecoviu.

Realizing social media's importance, we looked at successful attendee experiences in apps that relied on social media and other features for growth. Our solution involves integrating additional engagement opportunities, thereby expanding the app's reach and providing event organizers with a wider audience.



After-event Rating Modal

Image Sharing Feature with relevant progress details

Concept Testing Conclusions

We called for a first round of iteration as it was still confusing for attendees to navigate through the app and complete basic tasks.

" I would like to see the achievements that I would get out of this event. For me, the impact would be bigger. "

Task: Sign up to an event

"my first instinct was to see the upcoming event in the homepage as it acts like a reminder"

Task: Check your event details

"RSVP is not clear that it is a button to cancel attendance."

Task: Cancel your attendance

These conclusions helped to achieve
"Immense value to our app " - Ecoviu Founder

Solution

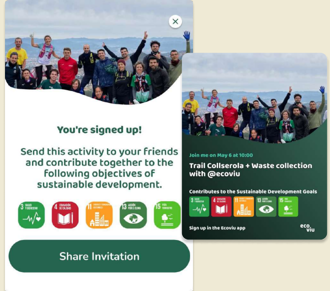
We introduced improved functionalities in three phases: Before, During, and After Events.

1 Attendee signs up to an event
↓
2 Attendee reaches the event
↓
3 Attendee shares their experience

1
Solution | Before the event

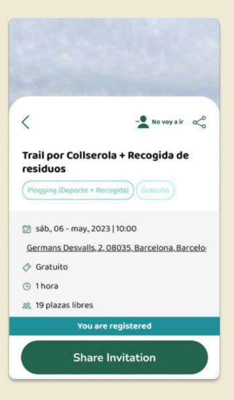
Spreading awareness with invites through Social Media.

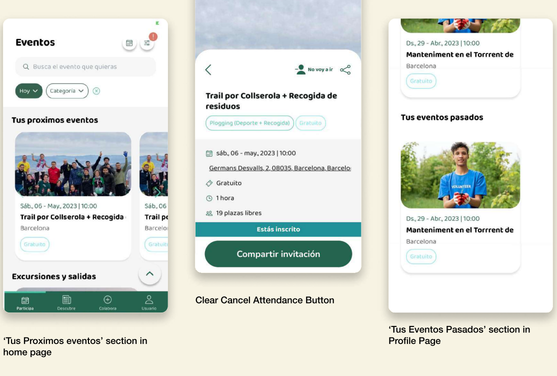
This solution improves event sign-up by adding SDG symbols to the confirmation modal and allowing users to save or share invites, attracting potential users and clarifying the event's purpose.



Display user's event status.

We integrated a banner that would update in real-time to reflect any changes leading up to the event. This improvement was identified as crucial during user interviews.





'Tus Proximos eventos' section in home page

Clear Cancel Attendance Button

'Tus Eventos Pasados' section in Profile Page

2
Solution | During the event

Tweaks and New Additions to enhance the user's event management experience.

These solutions focuses on improving and enhancing existing app features to create a smoother navigation and more overall user experience leading up to their event. These improvements were identified as crucial during concept testing.

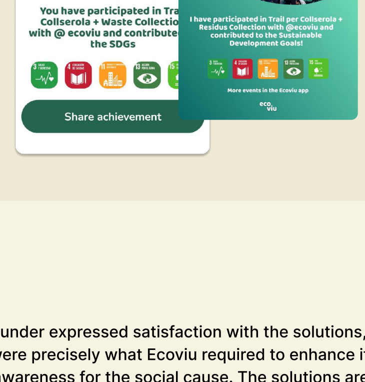
3
Solution | After the event

Support for event organisers by sharing photos.

A Rating Modal, that would be introduced by a push notification, would be significant as it would provide organizers and Ecoviu with valuable event feedback.

Offer users a confirmation of their contribution to share.

Attendees can share their contributions to the SDGs to raise awareness among others, ultimately attracting more users to Ecoviu.



Delivery

"Delivered a remarkable design that seamlessly integrated with our existing UI toolkit, making the development process a breeze"

Oscar Ratera, Co-Founder of Ecoviu

The founder expressed satisfaction with the solutions, stating they were precisely what Ecoviu required to enhance its reach and raise awareness for the social cause. The solutions are currently being implemented.

Next Steps

Track the analytics of these implemented solutions and keep improving the product.

The project lacked insights from actual attendee journeys and feedback, which could have clarified the problem further. The next step is to monitor the progress of the new flows and gather feedback for future improvements.

What this project taught me

✓ To always assess whether the client's needs pertain to current challenges or potential future issues to prioritize design solutions effectively.

User research was essential in uncovering the real problem. Without it, we might have developed solutions for a brief that could only be effective once the underlying issue was addressed.

✓ The significance of constant communication with developers to streamline the handoff process helps reduce the need for extensive explanations.

Providing detailed instructions during the handoff was time-consuming because there was no communication with the developer throughout the design process.

Discoverability through Interactive Visual Design for a Design Agency Website.

Visual Design | UX/UI Design | Concept Testing

Client
The Brand-Tailors (Design agency)

Role
Worked as a Product Manager and UX/UI Designer in a team with a Business Developer and Graphic Designers.

> **"Clients complain they can't find the information they need about The Brand-Tailors and their services on the website. It's cumbersome to receive and review heavy portfolio files. They need an easier way to access their work."**
>
> Explained by TBT's Business Developer on the feedback received when representing the company to the client.

About the client

The Brand-Tailors is an architectural agency that creates spacial experiences for iconic retail brands.

The Problem

Despite their expertise, the agency struggles to attract and retain clients due to an underperforming website which lowers the conversion rate and difficulty in establishing trust and credibility with potential clients.

The Challenge

To significantly improving their website to better communicate their services, showcase their work, and enhance their overall brand identity.

The Research Methods

During my efforts to understand the current experience in TBT, my research methods consisted of interviews with the business developer to understand the current frustrations & challenges when introducing new clients and project managers on to understand the likes and dislikes of new clients.

Current Experience Journey of the Clients

It takes the client 80% longer to get to know us and contact us

Research conclusions about the client from the Business Developer POV

Clients are unable to discover the range of services offered, leading to low engagement and missed opportunities.

Clients face inconvenience and delays in accessing important information, leading to frustration and potential loss of interest.

Clients perceive Brand Tailors as out-of-touch or less credible, which hampers business development efforts and client acquisition.

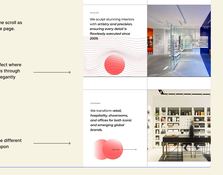
Hypothesis

Clients get confused about our image and reputation, a website with clear information and a thoughtful branding would be useful to fill this gap.

Ideation: Visual Identity

Along with a team of graphic designers, we created the new brand identity featuring the flexibility, resilience and global approach towards our mission.

We chose red as the primary color, inspired by its successful use in competitor brands. Red conveys freshness, boldness, and precision, perfectly aligning with our commitment to well-tailored design and meticulous attention to detail.



Ideation : Website Storytelling & Interactions

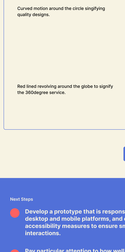
Approach to the Landing Page: Incorporating Scrollytelling

One of our approaches to enhancing our landing page is incorporating "scrollytelling." We are experimenting with this concept to see if it improves user experience by seamlessly integrating storytelling with users' natural scrolling behavior.

Use Case 1

User who wants a quick look about us to contact us

About us → Our Projects → Our USPs → Contact us



At this stage, I've mapped out the interactions on the website using a 2D representation with arrows to illustrate movement through scrolling. Here's how I envision these interactions:

Transition Effects

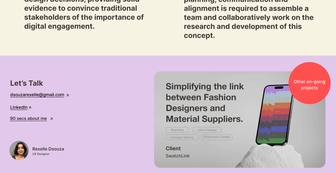
The red circle serves as a visual guide symbolizing our comprehensive 360-degree service, guiding clients seamlessly from the beginning to the completion of each project.

Scrolling Pathways

The arrows indicate the direction and flow of the scroll as users navigate through different sections of the page.

The Gaussian bell graphic features a motion effect where the red ball smoothly bounces as the user reads through the graphic. Upon scrolling initiation, the ball elegantly bounces down to the next section.

The red ball elegantly splits into 3 indicating the different industries we work for and moves to the right upon scrolling.



Layered Content Reveals

Certain sections will reveal, horizontally, additional content layers as users scroll down. This creates a dynamic experience where information unfolds progressively.

Visual Cues

Using color contrasts or animation triggers, I aim to provide visual cues that guide users through the USP of the company and highlight key points of interest.

Rotating motion to signify the global approach.

Curved motion around the circle simplifying quality designs.

Red lined-revolving around the globe to signify the 360degree service.

OUR SECRET

Diverse Expertise
Our global and local teams boast a diverse range of expertise, ensuring innovative solutions that cater to varied needs and perspectives anywhere.

Quality Outcomes
We are committed to delivering quality outcomes that exceed expectations, driven by our attention to detail, rigorous standards, and a passion for excellence.

360° Services
Diverse range of services meticulously crafted to meet the unique needs of each client, ensuring seamless assistance from project inception to completion.

View WIP Prototype

Next Steps

- **Develop a prototype that is responsive on both desktop and mobile platforms, and evaluate accessibility measures to ensure smooth user interactions.**
- **Pay particular attention to how well the interactive elements and scrollytelling features are received. To observe how users interact with the design, noting any difficulties or points of confusion.**

Project Barriers

- A team without a manager
- A roadmap was hard to follow due to enlightenment with senior management
- Not allowed to contact clients to interview them directly.

What this project taught me so far

- **Continuously conduct tests and research to gather data that informs design decisions, providing solid evidence to convince traditional stakeholders of the importance of digital engagement.**
- **Since this project is driven by a global marketing department, extensive planning, communication and alignment is required to assemble a team and collaboratively work on the research and development of this concept.**

Let's Talk

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90 secs about me >

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UX Designer