



Angel Vazquez

Product Design Portfolio

2024

Introduction

I am a Senior Product Designer, Artist, and Musician originally from Puerto Rico and raised here in the mainland. I currently reside in Orlando, Florida where I currently work for a contractor specializing in simulation and soldier training software in a hybrid consulting role. With a passion for drawing, music, and technology, I found my calling in visual design and earned a Bachelor's degree in web design (BS) from the Art Institute of Atlanta in 2012. I graduated last year with my Master of Science (MS) degree in Interactive Media and Communications with a focus in Ui/UX from Quinnipiac University.

With over a decade of experience in the digital design field, I have worked with global corporations as well as Defense entities, the space industry. In addition, I am the founder of my own consulting business, Interactive Consultation and Design, which I established last year. My first client was VMware, where I provided Ui/UX design and consultation services to software development teams working on defense contracts. My efforts as a Product Designer have helped award contractor companies millions in funding for a single project by showcasing current and future state design work to shareholders, leadership and clients. As for my private sector work, modernizing apps and websites has helped generate millions in earnings for Scientific games, as well as Sorbtech.

As a Product Design Consultant, my approach to product design is centered around empathy and understanding. By putting myself in the shoes of the user, I can identify pain points and frustrations, while also identifying successful ideas and concepts. I believe that modern software is an evolving product and strive to create digital products that evolve alongside user needs. This includes everything from research and ideation, to lo-fi & hi-fi wire-framing and prototyping, and ultimately product launch.

I am dedicated to providing a high level of service to clients and users alike and strive to ensure that all my work meets their needs and exceeds their expectations. Thank you for taking the time to review my portfolio.



I have worked on projects for:



Portfolio Sections

1 Research Examples & Case Study

2 Design Examples & Case Study

3 Bachelor's Final Project

4 Master's Capstone

5 Design Philosophy & Final Thoughts

Research

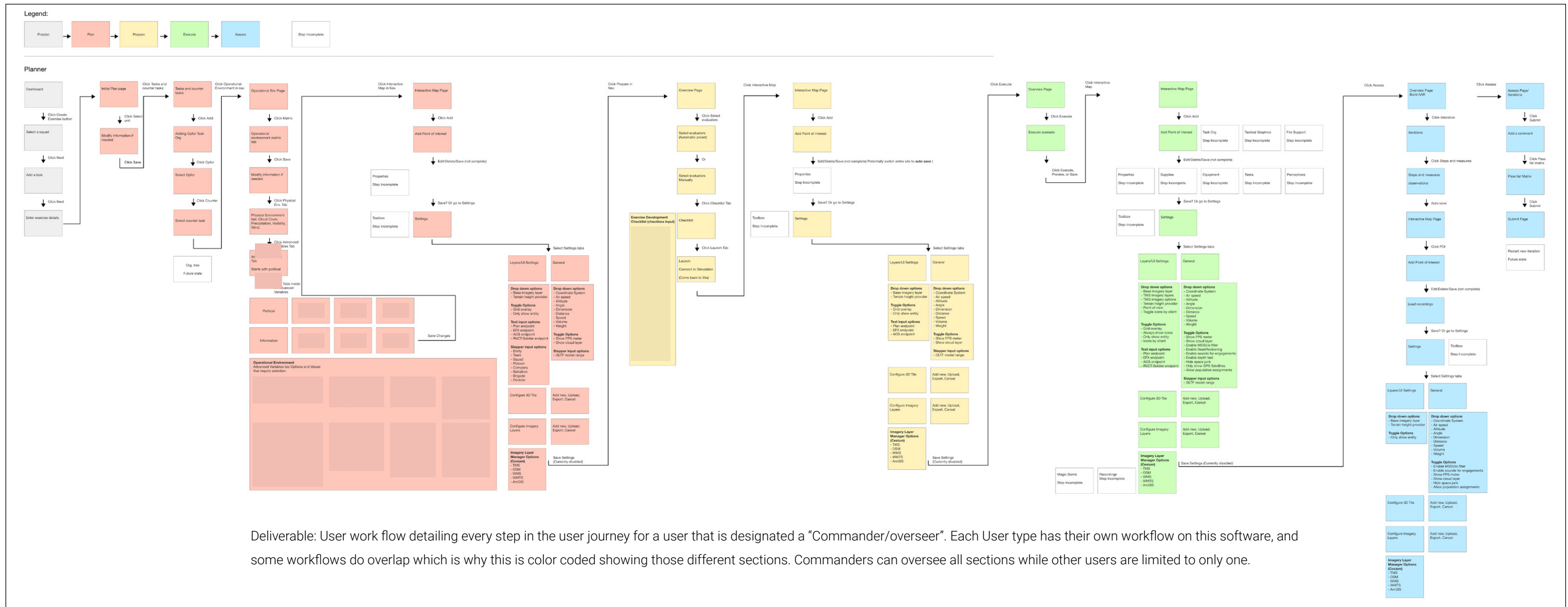
Research Experience Highlights:

- Conducted comprehensive user research, including stakeholder interviews and client consultations
- Utilized heuristic evaluations to analyze and improve legacy and competitor software
- Identified Key Army Doctrine points, leading to the development of efficient user workflows
- Gathered insights for creating a modern lottery app, improving user engagement and experience
- Crafted style guides ensuring design consistency and seamless user interactions
- Iterative improvements based on feedback led to successful high-fidelity prototypes

While not all research is conducted solely in the beginning stages of product design, it is an essential first step. In this case study, our objective was to identify key Army Doctrine points and create a user workflow that would guide soldiers through the entire process.

To achieve this, I:

- Conducted user interviews to gain valuable insights, created personas based off that information
- Skillfully analyzed data and feedback to pinpoint user wants and needs
- Successfully balanced stakeholder requirements with user-centric design solutions



As a designer, I understand that certain types of information can be complex and require significant learning curves to fully comprehend. Through exercises such as the card sort shown below, we established navigation categories and their subcategories, as well as information that should be displayed or hidden based on the user's role in the software we design. These research exercises have helped to synchronize internal teams and ensure better understanding from development teams to end users, ultimately leading to the creation of products that make their jobs easier.

To achieve this, I:

- Collaborated with subject matter experts and end-users to group sub-categories into main categories, guiding functionality decisions
- Identified various user roles based on the groupings to enhance software usability
- Leveraged insights from the card sorting exercise to visualize user workflows
- Created initial whiteboard sketches and a sitemap for design conceptualization
- Developed four distinct user workflows corresponding to identified roles
- Organized data into workflows, informing future design decisions

Card Sorting

Card sorting helps you find out how people think your content, functionality or concept should be organized and categorized, enabling you to make confident, informed decisions on information architecture based on your users' mental models.

What is this?
Designers and researchers use card sorting as a tool used to determine the way information is grouped, labeled, and organized within a site or app by allowing users to sort topics into categories that make sense to them.

How to use

01. Prepping Cards - The researcher writes one concept per card, for a max of 40 cards. For the sort make sure the cards are in a random order to avoid bias.

02. Card Sorting - The participant sorts the cards into the categories that make the most sense to her/him. Typically card sorting results end up with two levels a category and the cards sorted to each category.

03. Debrief Participant - Ask users to explain the rationale behind the groups they created. Ask: Were any items especially easy or difficult to group? Did any items seem to belong in two or more groups?

Note on Moderated vs. Unmoderated - The advantages of moderated sessions is that these concepts are discussed, elaborated on, and documented. The advantage of unmoderated is that the testing sessions can happen asynchronously and simultaneously.

Steps for participant

Step 1 - Take a quick look at the list of items to the left. We'd like you to sort them into groups that make sense to you.

Step 2 - Drag items from the left into the right ones.

Step 3 (Open card sort) - As you drag items cards, group them together that seems related to you. Write category names above that seem to make sense for that group.

Step 3 (Closed card sort) - We'd like you to sort those items into the groups provided on the right.

GROUPED SUBCATEGORIES

The researcher writes one concept per card.
For the sort make sure the cards are in a random order to avoid bias.

1. Event Identification and Administrative Data (TSP Component 1)	2. Operations Working Group (TSP Component 2, 3 and 4)	3. Exercise Control (EXCON) (TSP 4 and 6) (EXCON Working Group)	4. Exercise Control (EXCON) (TSP 4 and 6) (EXCON Working Group)	5. Systems (TSP 2, 3, 4 and 5) (Systems Working Group)	6. Training (TSP 2, 3) (Training Working Group)	7. Training (TSP 2, 3) (Training Working Group)	8. Technical Support - Communications (TSP 4 and 5)	9. Event Support Operations Working Group
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INDIVIDUAL SUBCATEGORIES

Technical Support - C4I Communications	Technical Support - Simulations / Training Audience Products (TSP 4 and 5) (Technical)	Training (TSP 2, 3) (Training Working Group)	Systems (TSP 2, 3, 4 and 5) (Systems Working Group)	Exercise Control (EXCON) (TSP 4 and 6) (EXCON Working Group)	Technical Support - C4I Communications	Technical Support - Simulations / Training Audience Products (TSP 4 and 5) (Technical)	Training (TSP 2, 3) (Training Working Group)	Systems (TSP 2, 3, 4 and 5) (Systems Working Group)	Exercise Control (EXCON) (TSP 4 and 6) (EXCON Working Group)
LFX Condition	Dynamic Operational Environment	Supporting DMES	Supporting Reference(s)	LFX Condition	Safety Information	Supporting Technical Task(s)	WVG	Mission Supported	Performance Steps and Measures
Task Title/Number	Task Performance Summary Block	WVG Statement	MOFF 4 Statement	Material Items (MIA)	Supporting AITL/ UEL Task(s)	MOFF 4	OPFOR Task(s)	Equipment (LFX)	Performance Steps and Measures
Conditions	Environment Information	Objective Task Evaluation Criteria Matrix	OTSP ID	Selected MCC, Battle Task or Task Set Name	Cue	Notes/Remarks	Live Fire	LFX Standard	TACIS
Exercise Variable Structure	Resource Terms/ "Play Box" Higher ACR	OPFOR Complexity/ Feasibility	Trigger: "Car" to begin operations upon STARTER	Scenario Location	Standards	Hybrid Threat	Safety Risk	Supporting Collective Task(s)	Complex Operational Environment
Anticipated Threats/Duration	TU/TA OTSP Linkage Used as a "Tab" Button	Scenario Short Description	TU/TA Commander Description	Exercise Objectives	Safety Information	Supporting Individual Task(s)	WVG	Mission Supported	Performance Collective Task(s)
OTSP Damping Unit	Scenario Classification	Network Classification	Current PPEA Status	OTSP Completion Response	Select Variable Type (DMS/SP or METTCO)	Exercise Event Diagram	BLUFOR Task Org	TU/TA Task Org Components	Resource Coordination and Site Consideration
Threat Analysis	Training Unit / Training Audience SCP	OPFOR Complexity/ Feasibility	Trigger: "Car" to begin operations upon STARTER	Scenario Location	Facilities Security Plan	Hardware Weather Reaction, Evacuation, and Consideration Plan	Reception, Staging, Onboard Movement, and Integration (OSCI) Management	Multinational Participant Support Requirements	Event Support Operations Support Operations Working Group
Training Unit / Training Audience (TSP 2) Element	Primary TU/TA	Anticipated MCCA Types	Anticipated Training Environment	Training Preparation Event Type					

INFORMATION CATEGORIES: CARD SORTING FOR TASK DETAILS

The participant sorts the cards into the categories that make the most sense to her/him. They can also add categories, change category names that they think would make sense to have.
Card sorting results end up with a two-levels a category and the cards sorted to each.
In what order should the information be displayed? What is relevant to the user from most important: is least important? Reorganize this list if needed.

DETAILS	SUPPORTING TASKS	PERFORMANCE STEPS & MEASURES	WRITE CATEGORY NAME...
Conditions: Other	Conditions	Safety Information	LFX Standard
SUPPORTING REFERENCES	Event Identification and Administrative Data (TSP Component 1) (Operations WG)	Operations Working Group	TRAINING OBJECTIVES
CONDITIONS AND STANDARDS	WRITE CATEGORY NAME...		

Drag cards on left to categories On right

Copy/Paste cards on left to categories On right

ROLES

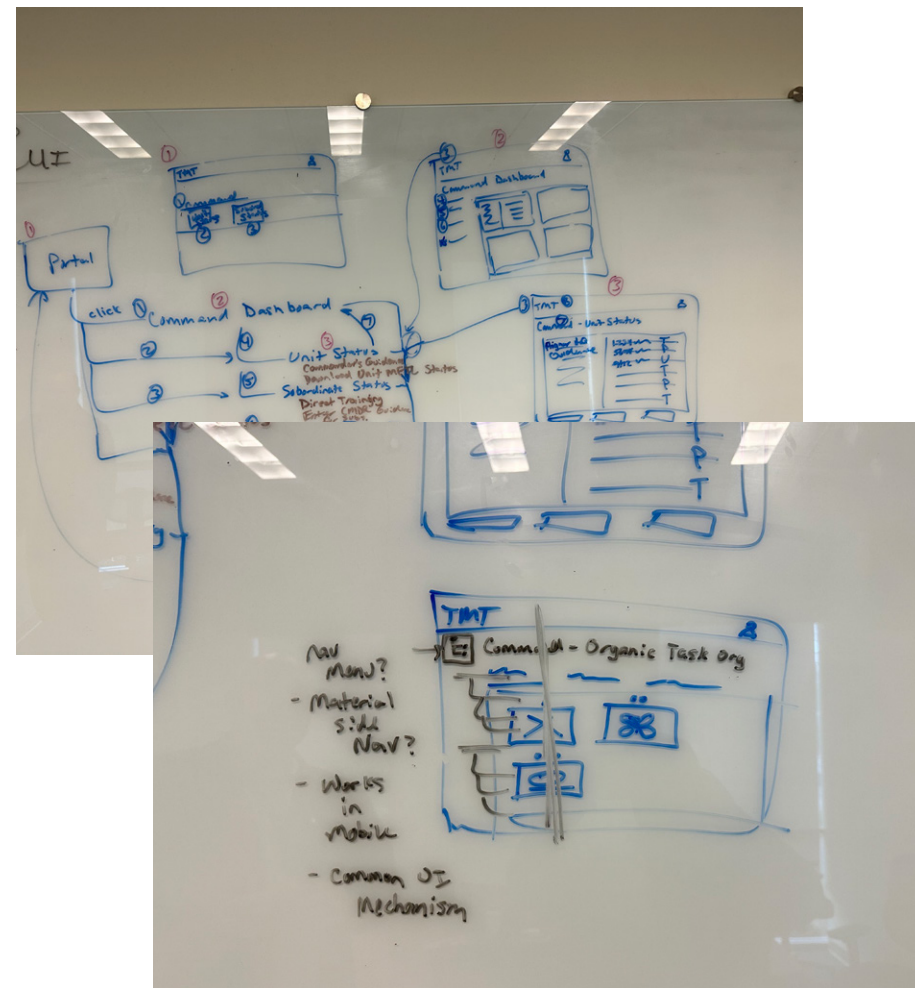
Sort copied information categories into roles
What information do these roles need to see (it's ok to copy/past information categories to different roles)

COMMANDER	DEBRIEF CONTROLLER	TRAINER	TECHNICIAN
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The card sort exercise provided valuable insights into how users could potentially use the software based on the functionality we aimed to achieve. We learned that it is essential to consider different user types and roles when designing this product. To accommodate this we created four different user workflows, each illustrating how the path would differ depending on the user's role and needs

Throughout this process, I also:

- Conducted whiteboarding sessions to brainstorm ideas and concepts based on collected data
- Transformed complex workflows into user-friendly navigational items
- Utilized data and organized information as a strong foundation for the design phase



Whiteboard concepts and sitemap



Workflows based on roles



Design

Design Experience Highlights:

- I Presented low-fidelity wireframes during design meetings to showcase weekly or biweekly progress to internal partners created by international and or partner Design agencies that I have led as Senior Designer
- Establish design systems, including color palettes, fonts, and icon sets, for new projects
- Facilitate ideation, feedback, and guidance from product owners, stakeholders, and the development team.
- Transition to high-fidelity prototyping once the intended level of detail is achieved.

To achieve this, I:

- I created low-fidelity mock-ups to communicate ideas and concepts effectively
- Once wireframes were approved, I shifted to create a design system for high-fidelity prototypes
- Enabled stakeholders, end-users, and clients to experience almost-finalized product design
- Ensured design decisions were guided by research and user empathy

Presenter: Angel Vazquez

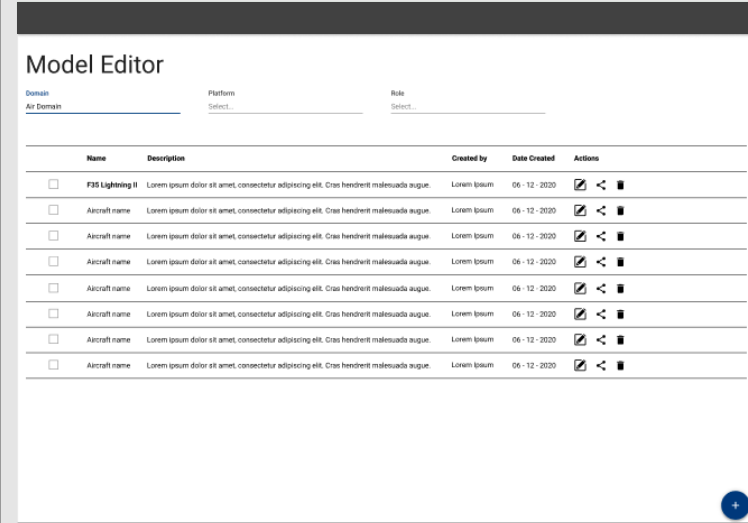
Summary: The Model editor UI has been updated to reflect the rest of how looks and feels. It is easier to navigate and organized in a way that the tools needed can be quickly searched for and found without the clutter the old screens had.

State: Complete

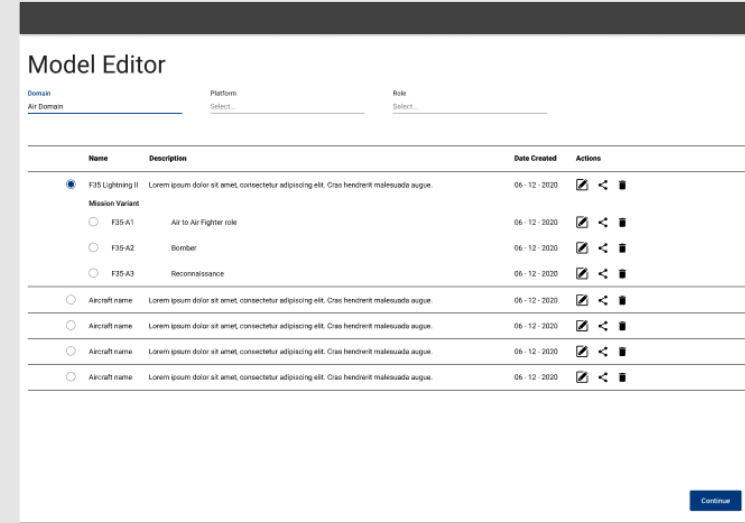
Deliverable: As part of the project deliverables, I presented the work I had designed during a sprint review. The presentation showcased a menu of various tools that could be used to control parameters for specific personnel and vehicles during a simulation event. These tools were designed to provide a high level of customization and control over how these individuals and vehicles functioned during the simulation. The presentation highlighted how these tools could be accessed and used effectively in a simulation setting to improve training outcomes and better prepare individuals for real-world scenarios.

Variant Model and Components Flow

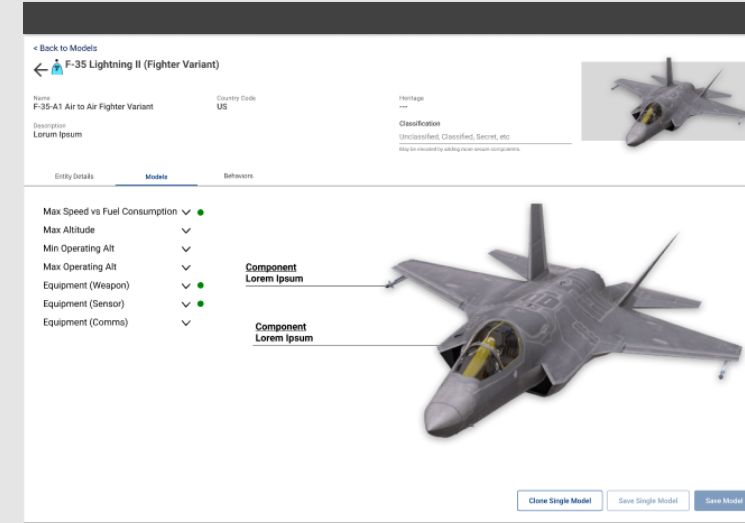
Model Editor Dash



Model Editor Dash

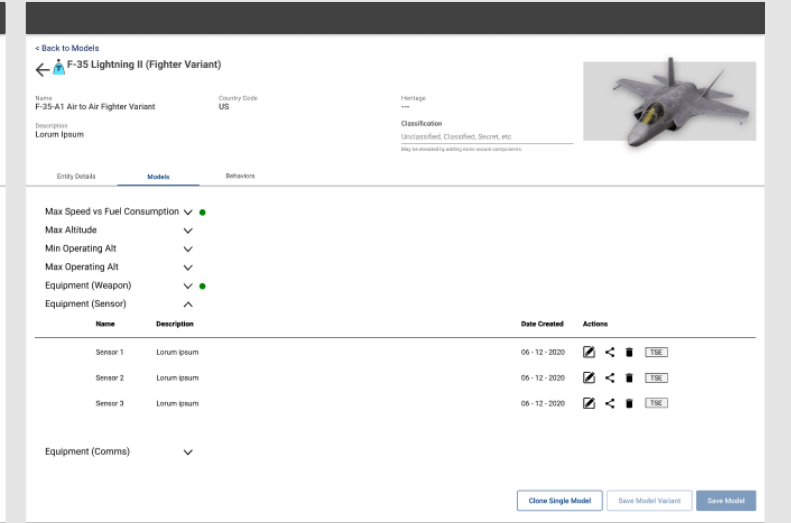


Model Editor



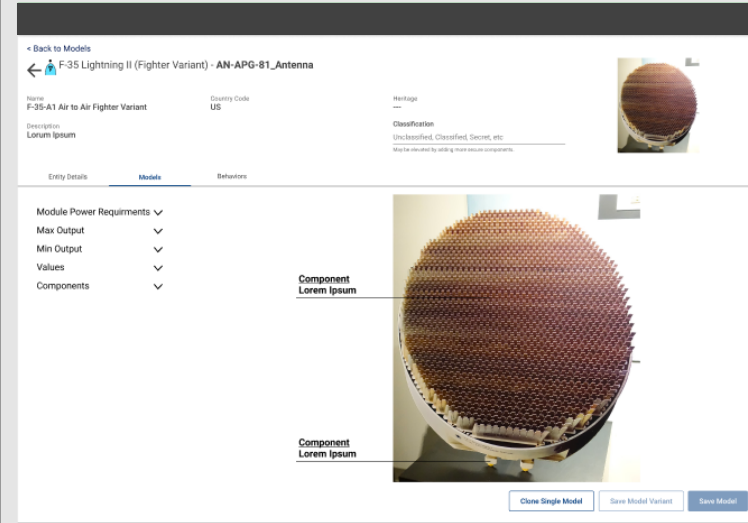
Edit Variant Screen

Model Editor

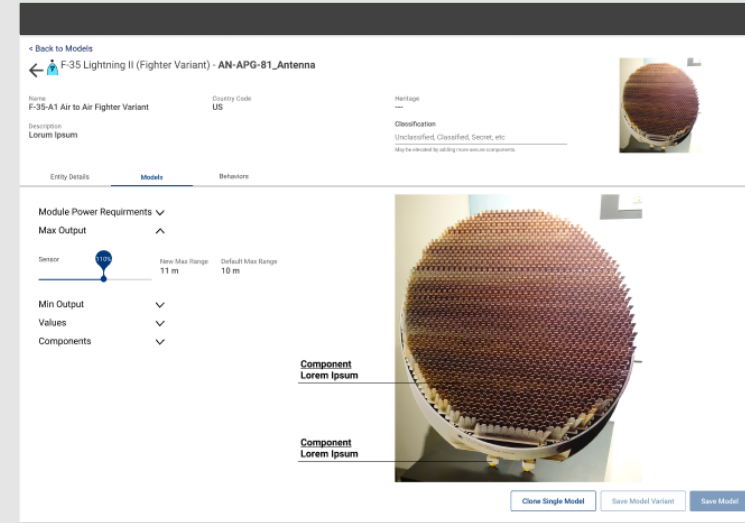


Edit Variant Screen

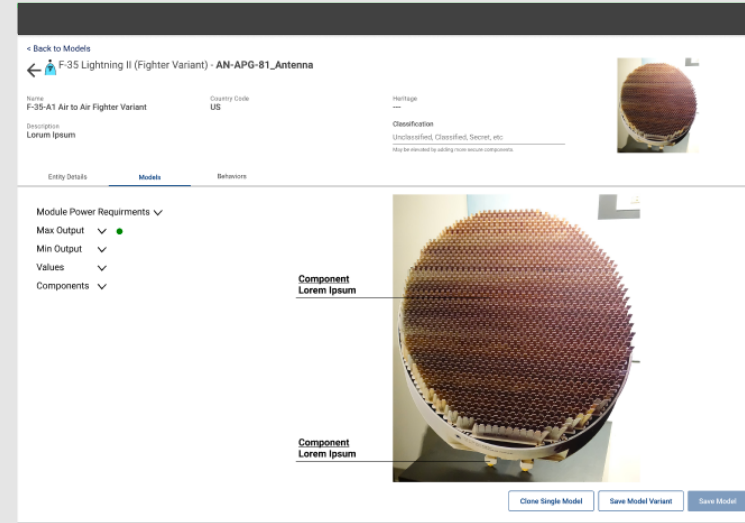
Model Editor Edit Variant Screen



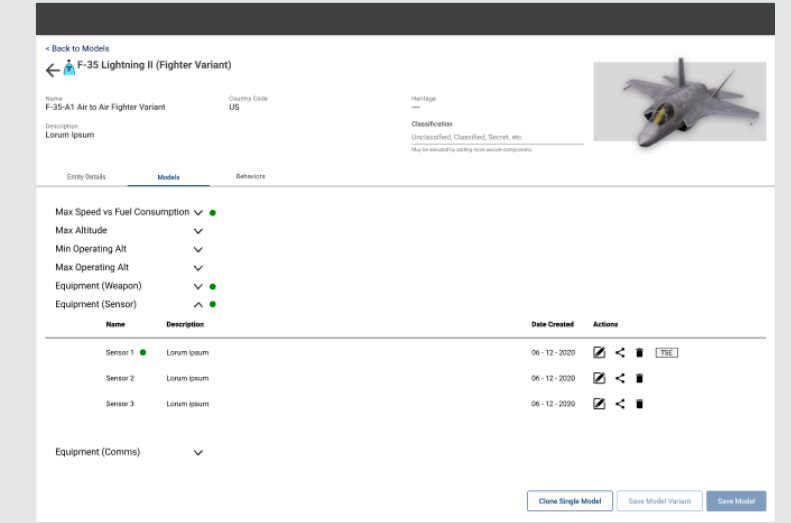
Model Editor Edit Variant Screen



Model Editor Edit Variant Screen



Model Editor



Edit Variant Screen

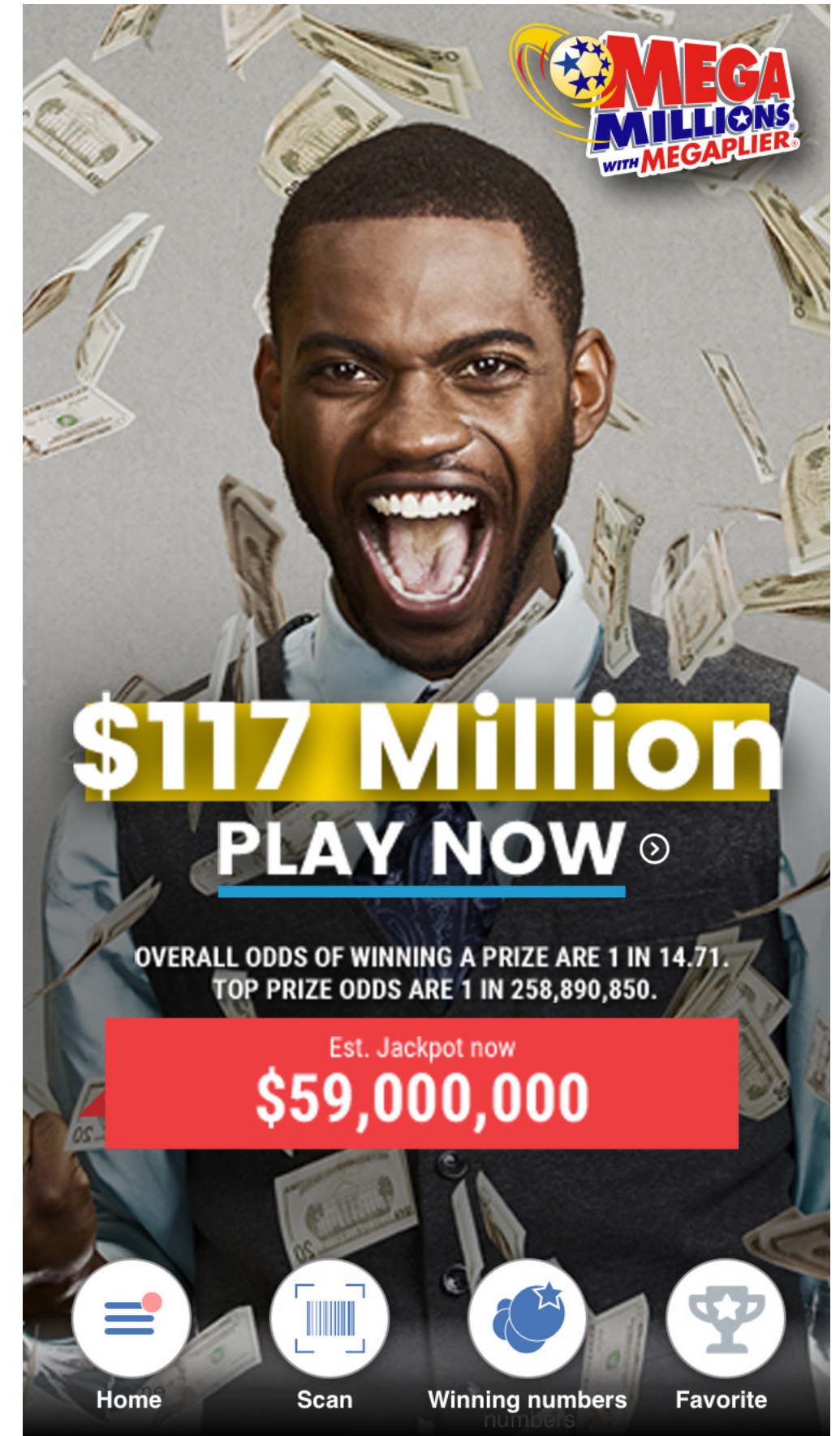
Deliverable: This is a prototype flow that breaks down the user journey from selecting a vehicle to customizing its components in a “load out” style system similar to those seen in video games. This flow consists of individual screens that demonstrate the complexity of the software in controlling parameters for specific personnel and vehicles during simulation events. By allowing for full customization, this prototype can inform engineers of subtle changes in functionality as they work to develop and bring the designs to life. This showcase also highlights the depth and complexity of the software and its importance in creating a realistic simulation environment.



Design work at Scientific Games

Scientific Games is a global corporation that creates games, apps, web pages, and tickets for lotteries around the world. My time at Scientific Games drastically advanced my skill set when it came to Ui/UX work. I was brought in as a lead Ui/UX Designer and worked on lottery products in states such as Pennsylvania, South Carolina, Arkansas, Iowa, etc., as well as private label apps customized and sold to individual states that use them today. These private label apps were crucial in modernizing our software products and served as a fresh new take on digital lottery gaming.

From researching, designing and iterating, to implementation and updating features, I worked on every part of Ui/UX design and research at Scientific Games. I developed critical design skills and created strong collaborative relationships. I was given responsibility over important projects, and I made sure my passion for product design reflected in my work. This is a great company to work for, and I am grateful for my experience there!



Iowa lottery app - Wire frames, prototypes and user flows

After conducting heuristic evaluations of the previous state lottery app and website, it was evident that a modern approach was necessary. During the research phase, I gathered information, conducted an ADA gap analysis for users with different needs, and established user flows. Using this information, I began wire framing and prototyping the products while keeping the user requirements in mind. Additionally, I created a style guide for each product, detailing colors, fonts, and components. I continuously iterated on designs based on the guidelines set, and consulted with product owners, developers, and leadership in weekly design meetings to ensure a collaborative effort towards the best path forward.

Here is an example:

Review progress of IA Mobile App screen mock ups. 6(+) mock ups per our call on 1/6/2020, with emphasis on ADA compliance:

1. Home Screen:

A) Similar to the WA app home screen with game information and Lottery ad banner space (about a new instant game and second-chance promotion for example)

B) Navigation: 4 buttons at bottom to be – 1) Home, 2) Ticket Checking, 3) ePlayslips and 4) Retail Locator

2. "Opt-In Screen:

A) The screen where users opt-in/out for alerts (jackpots, winning numbers, etc.) via email and/or push

B) What this screen shows will determine the content of the push notification

Notes:

- Take out keyboard navigation
- Turn some ADA settings "off" position (not all)
- Change ADA hotspot to make text bigger when clicked on
- Change play button from instant tickets to more info
- Remove how to play
- Stack top prizes, remove game start
- Go with alternate instant tickets screen. (2nd version with options on top)
- "ePlayslip" instead of ePLAYSLIP on navigation
- "Retail locator" instead of store locator on navigation
- Change eplayslip icon on navigation to what the Iowa app has now
- Create inbox and navigation and menu screens
- Change manual entry icon on scan page navigation, take out picture button on scan
- Repeat what their app has for how the opened navigation menu looks like
- Switch settings and my account titles on my account page

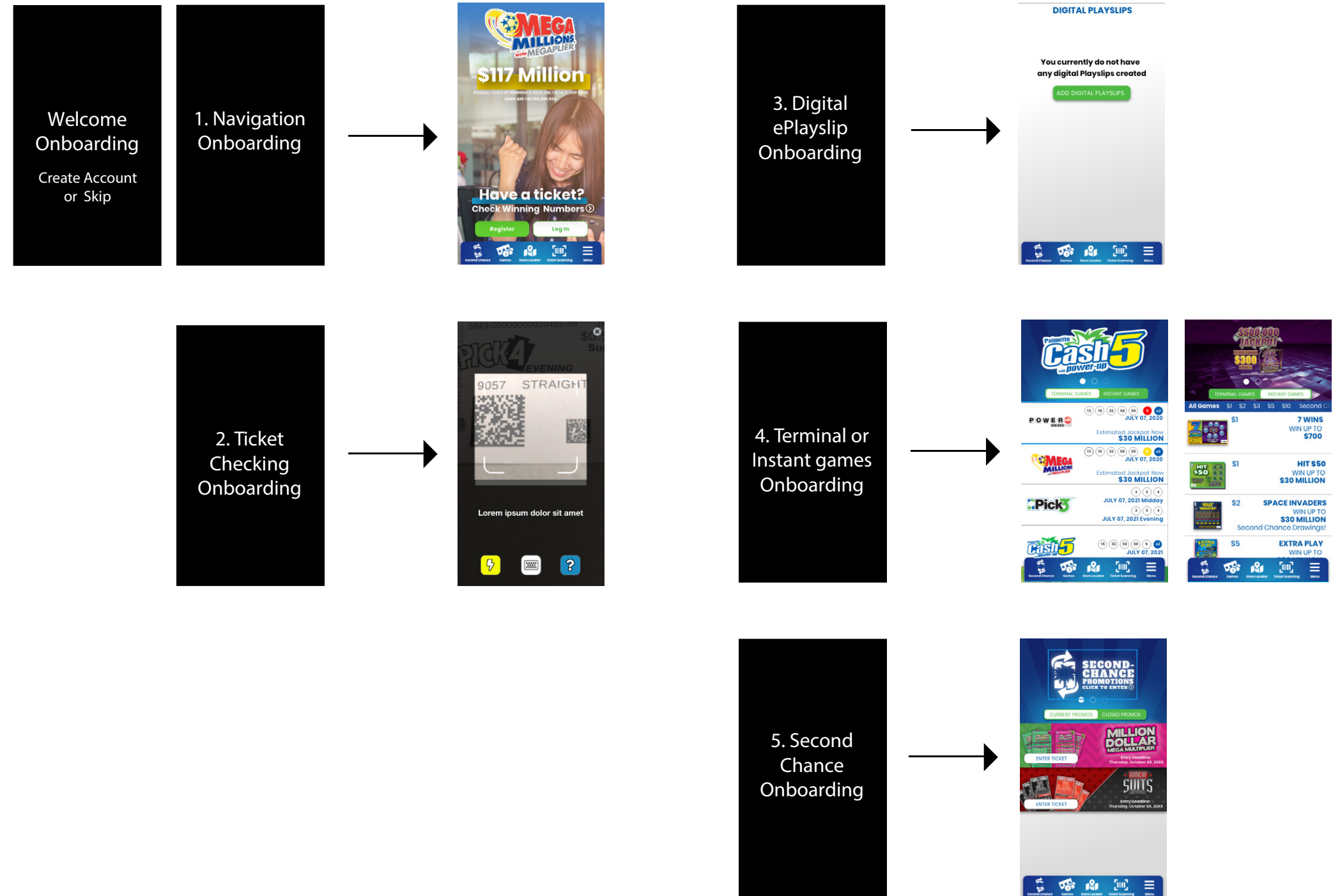
Below is the final design for the home screen of the Iowa Lottery app. To achieve this, I:

- Implemented centered main navigation at the bottom of the screen for easy access
- Incorporated ADA compliance settings for quick adjustments, accessible from the home screen
- Created an auto-scrolling background image to showcase promotions with call-to-action buttons
- Utilized design tools like Photoshop, Illustrator, Figma, Sketch, and XD for a comprehensive UX approach

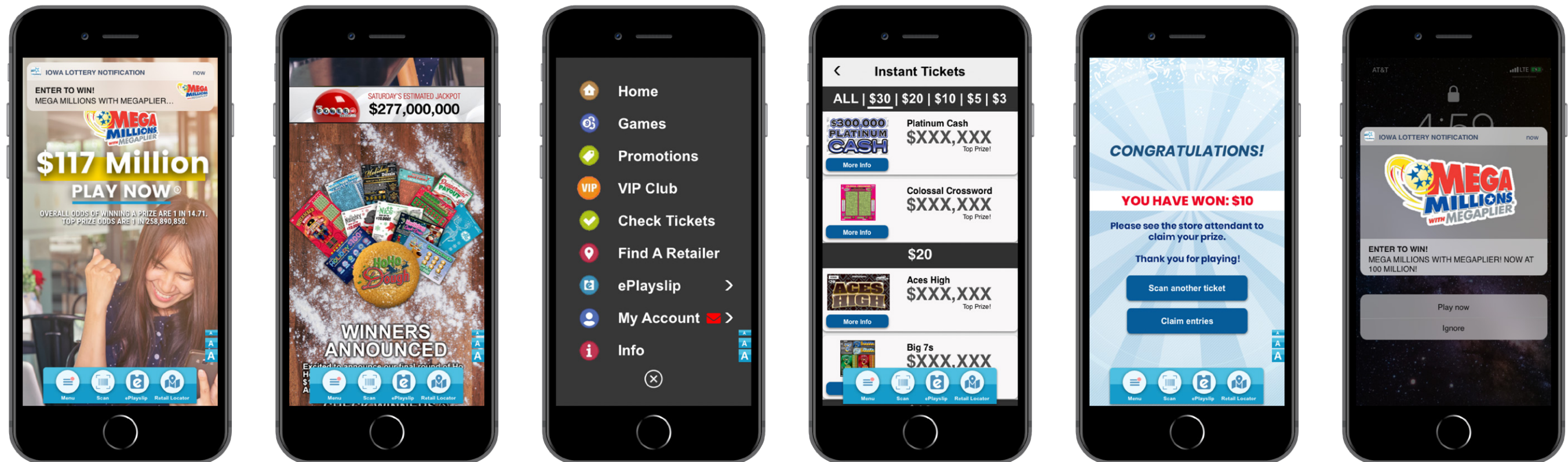


User flow for on boarding entry points

This visual user flow was developed to showcase the various entry points for the app's on boarding process to stakeholders and product owners. By identifying and mapping out the different paths users could take to start the on boarding process, we were able to create a more diverse and inclusive experience for our users. These entry points provided users with different options to establish a presence within the app as repeat customers and users, ultimately increasing user engagement and satisfaction.



Iowa state lottery app prototype



This final prototype of the Iowa White Label app showcases the fulfillment of all requirements and design guidelines. By adhering to these standards, the app takes lottery software to another level, which is important as the industry is in need of cleaner UI and a more developed user experience. The prototype was shared through Invision, allowing for easy access and review by stakeholders and team members.

Design Case Study: White Label Lottery App

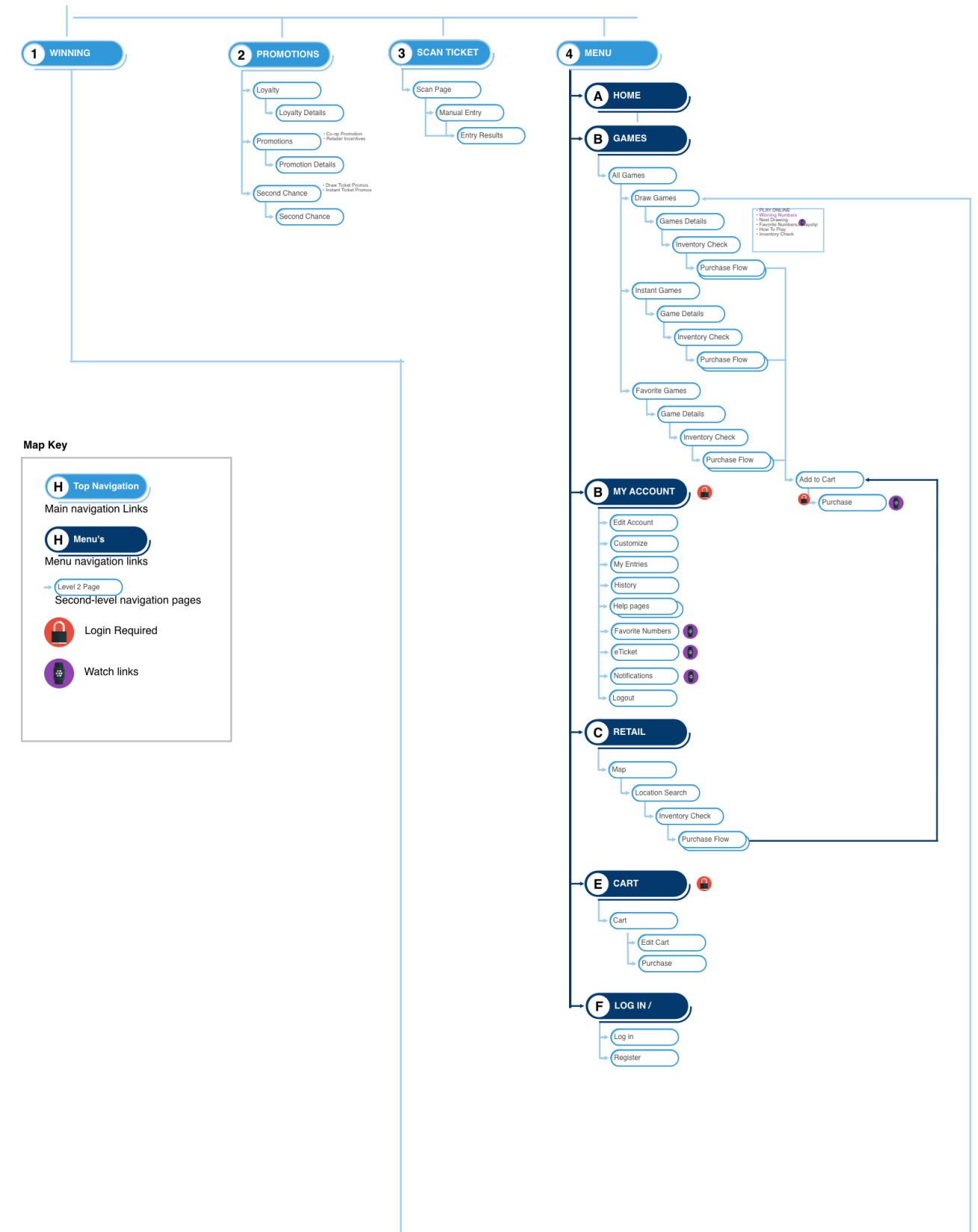
The White Label lottery project was a comprehensive redesign initiative undertaken by Scientific Games to create a modern and functional app template that could be used by different lotteries across the nation. In response to the outdated state of lottery apps in the industry, we set out to develop an app that not only had a sleek and modern Ui/UX, but also incorporated user-requested features and functionalities. This project was one of my most involved ones, and I was heavily involved in every aspect from start to finish, including user research, wire framing, prototyping, and visual design.

To ensure that the app catered to our target audience, I:

- Conducted extensive research to cater to the target audience's needs and preferences
- Designed the app with a specific focus on the experience of core users, while enhancing it for newer phone models
- Developed hundreds of carefully crafted screens to address legacy software issues and ensure a great user experience
- Contributed significantly to the creation of a comprehensive and innovative White Label lottery app

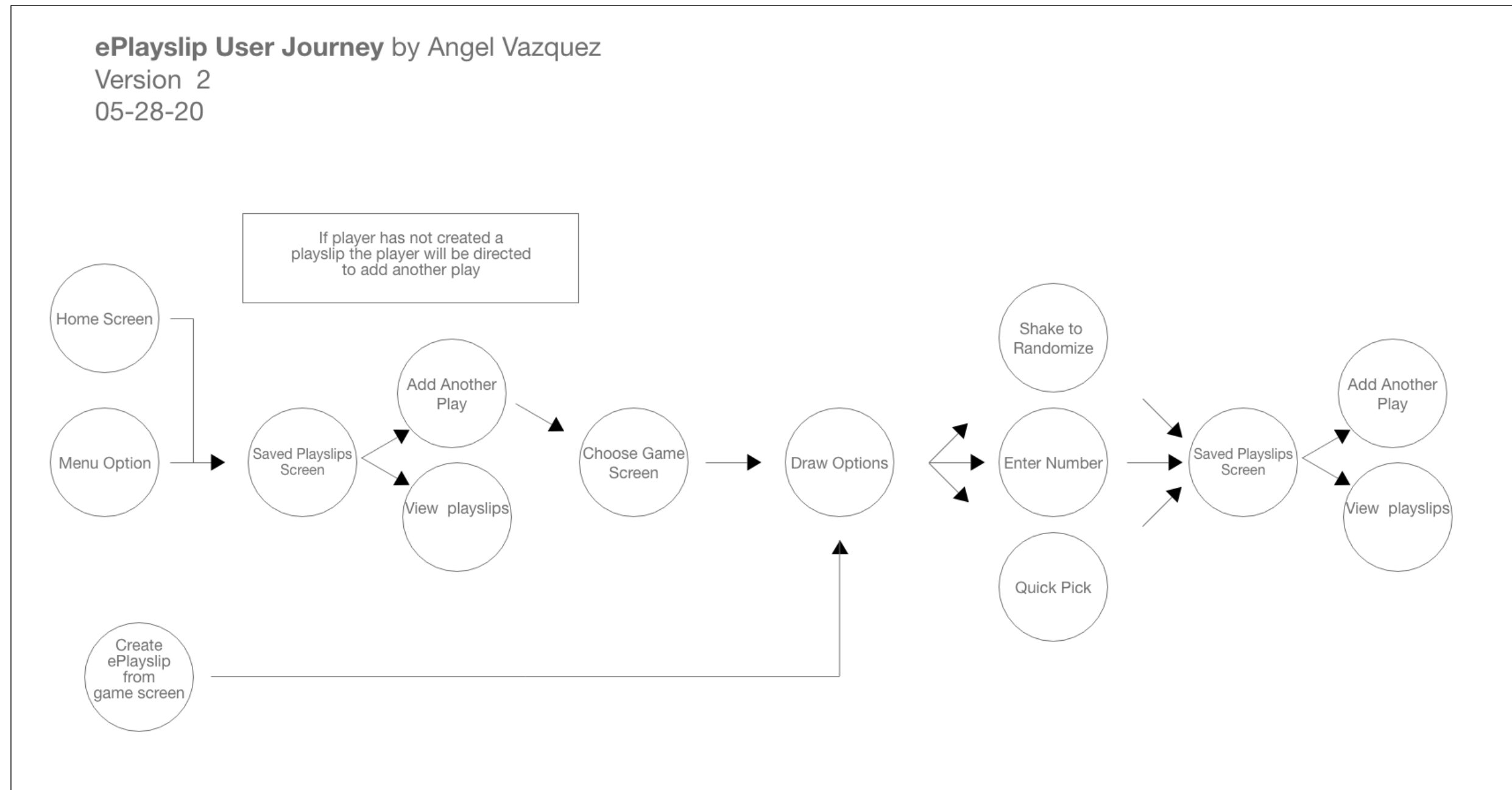
Deliverable: The sitemap for White Label Project.

The top row consists of the navigation options: Winning, Promotions, Scan, and the Menu. While this is only version 1.0 of the sitemap, you can see that everything is linked into games. The app is designed to keep you in that part as much as possible.



Research Phase

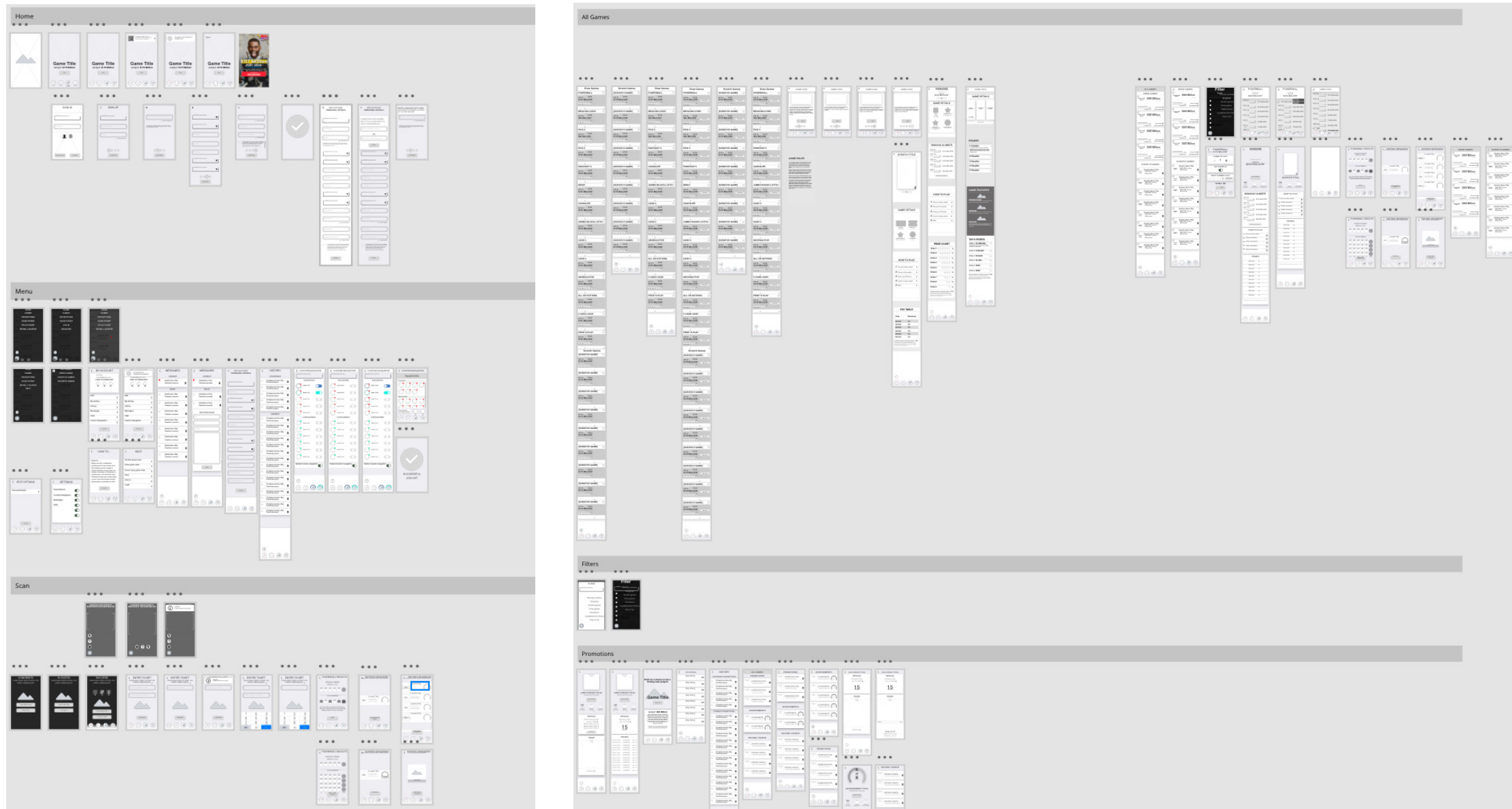
Creating user flows, heuristic evaluations of current related products, setting guidelines based on the project scope and requirements, as well as user testing during the design and implementation phases are crucial to ensuring the designs adhere to all established rules. It's easier to design once you lay the foundation for those designs to exist in.



In this user flow I establish what the next steps are for users once they access the “ePlayslip” portion of each game. This was part of a later iteration where this functionality was added.

The Design Phase

Sitemaps and user flows helped us as designers understand how everything connected together. It is a valuable tool in understanding the intricacies of each component, where it takes the user, and what needs to happen next. Every part of the site map had user flows, especially when dealing with new functionality.



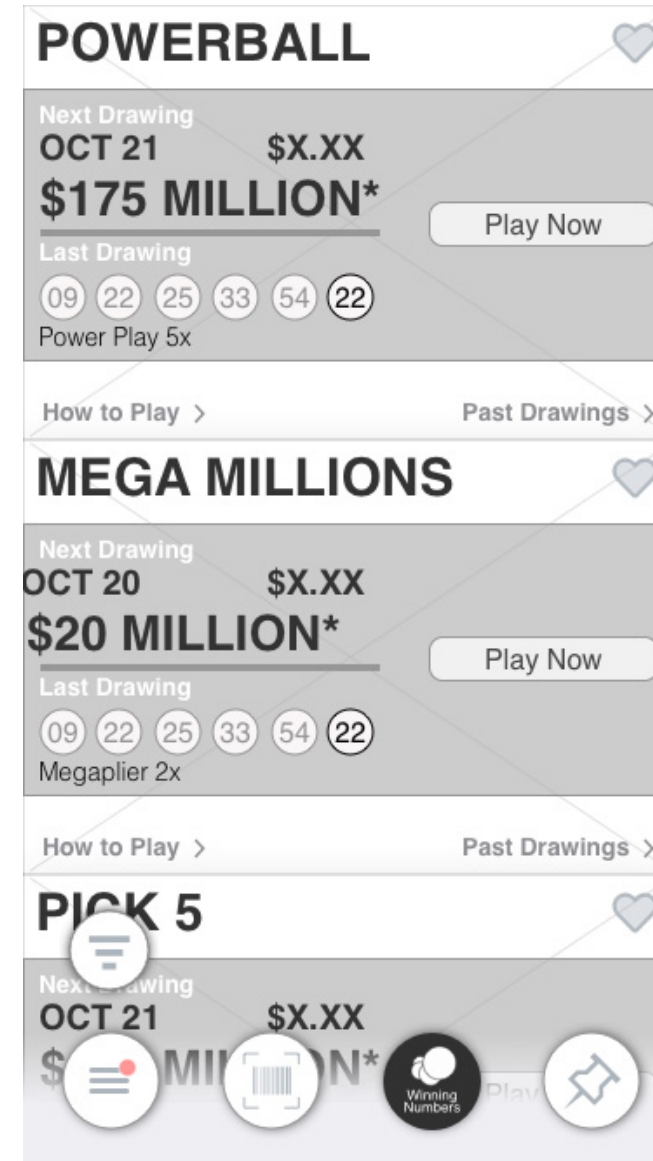
The scope of the project was massive. This is only half of the wire frame screen showing all the different parts that make up this project. The requirements were complex but we designed around each one carefully and continued to meet with leadership about any questions or changes to the project. All of these wire frames were approved before I started prototyping. As with the last project, I was also tasked with part of the graphic design work as well, actually visualizing what the home screen and it's promotions would look like.

Transformation into final prototype

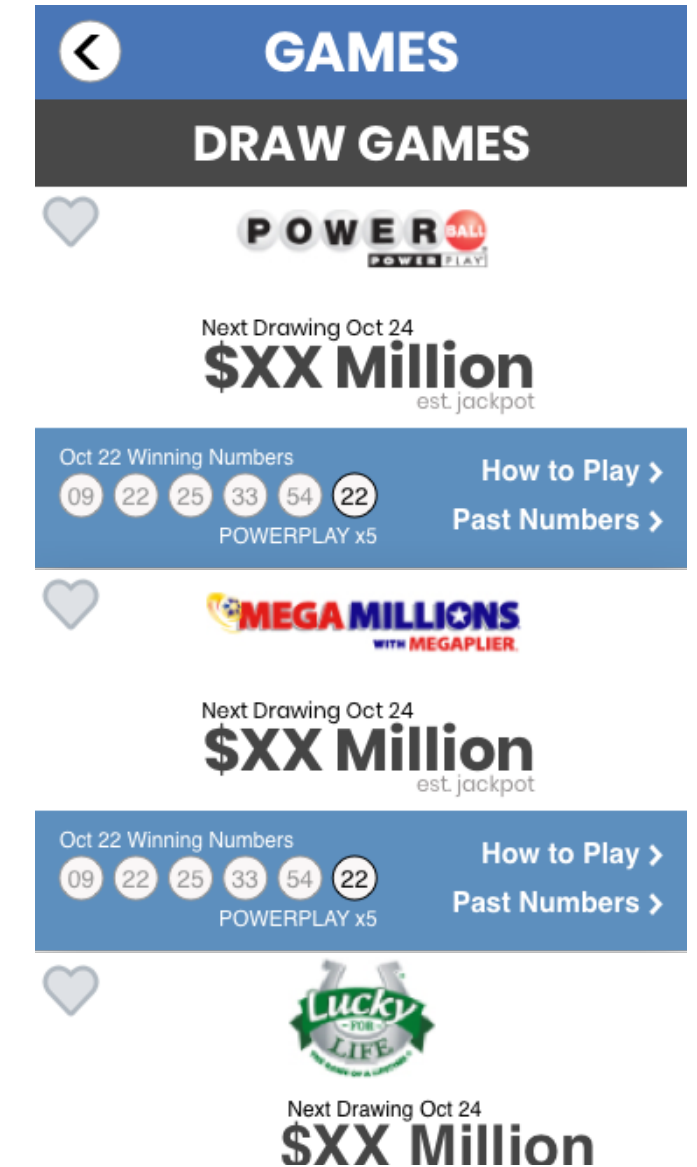
While I kept iterating the wire frames and prototypes, certain requirements and features would change. Some examples would be that the 'call to action' to log in was put inside of the menu instead of on the homepage, the navigation bar changed visually, the placement of buttons and information hierarchy changed as well. This happened over various iterations and meetings until we arrived at the final prototypes seen below, next to the original wire frames.



Wire frame to Prototype Home Screen

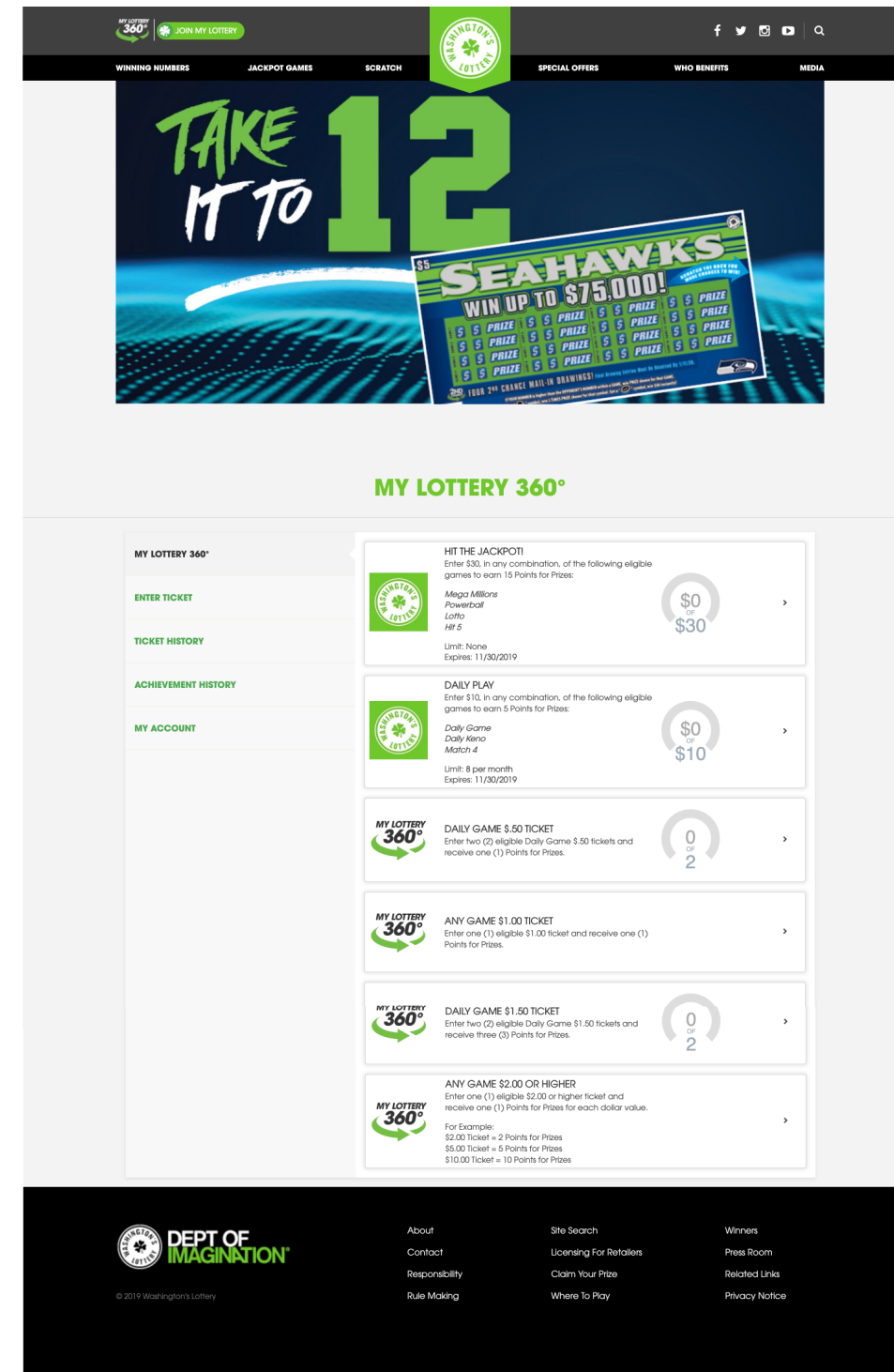
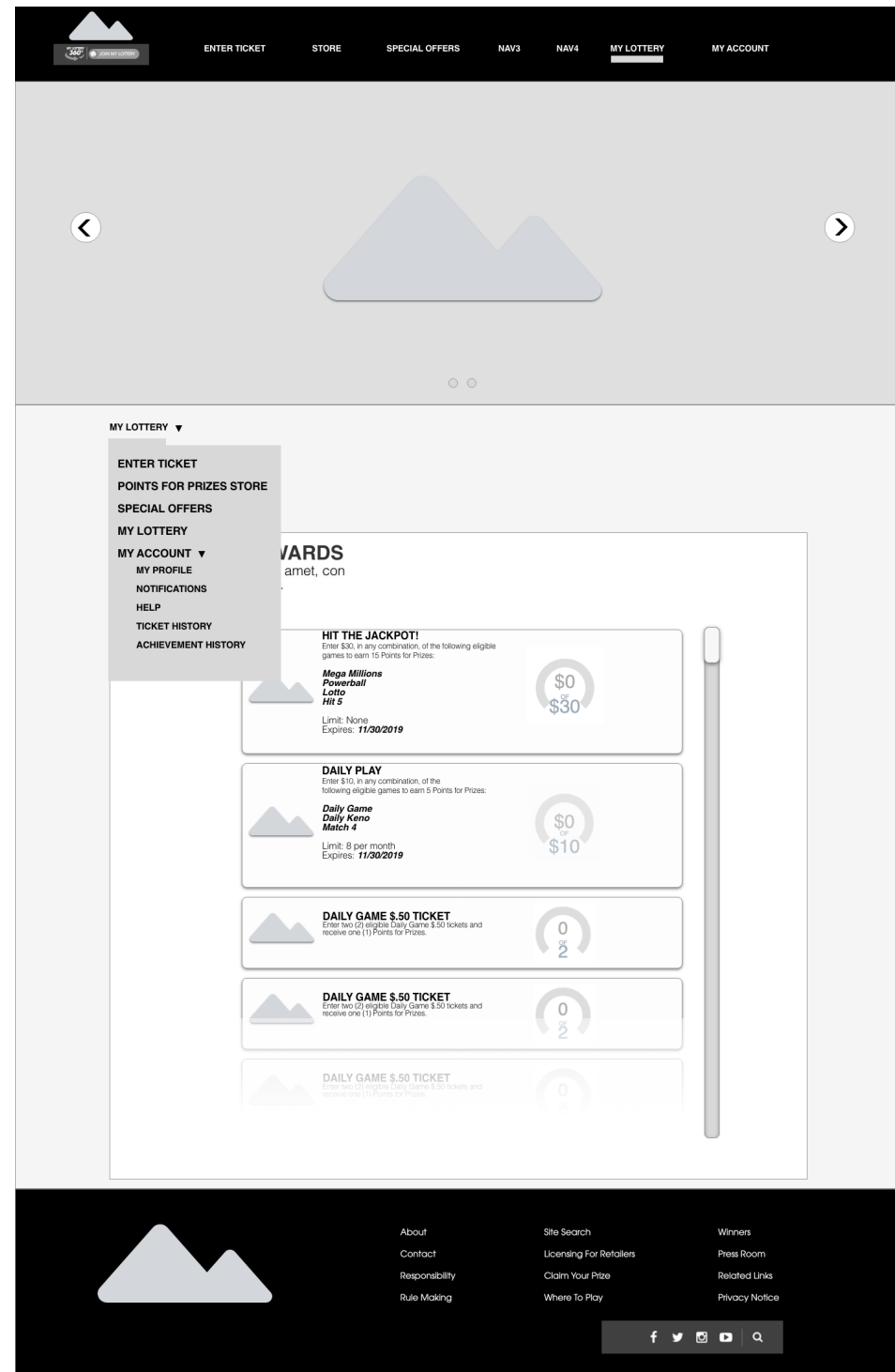


Wire frame to Prototype Games Screen



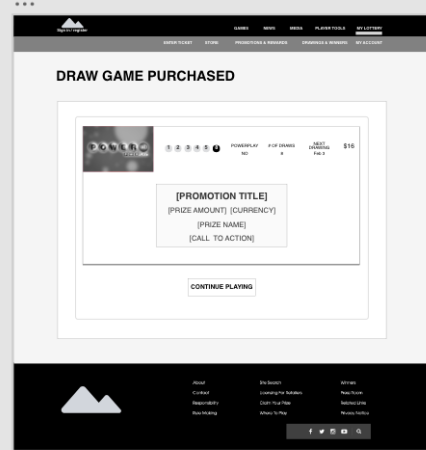
Pennsylvania Loyalty White Label

The Pennsylvania Loyalty White Label lottery project was a website redesign project for the Pennsylvania state Lottery's Loyalty rewards program. It added promotional page templates, an updated list of drawings and winners, as well as an upgraded Loyalty program dashboard.



This is the Loyalty rewards user dashboard where they can select from rewards based on games played. The prototype on the right is based on most of the design concepts from the wire frame.

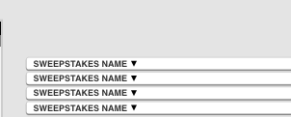
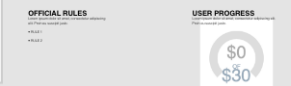
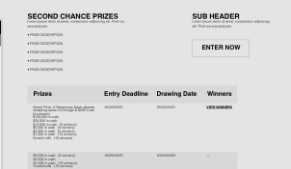
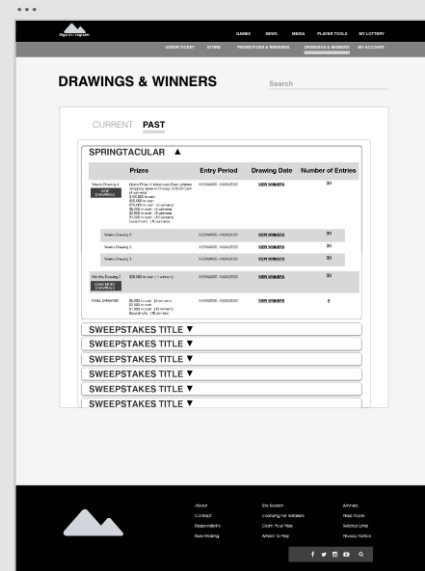
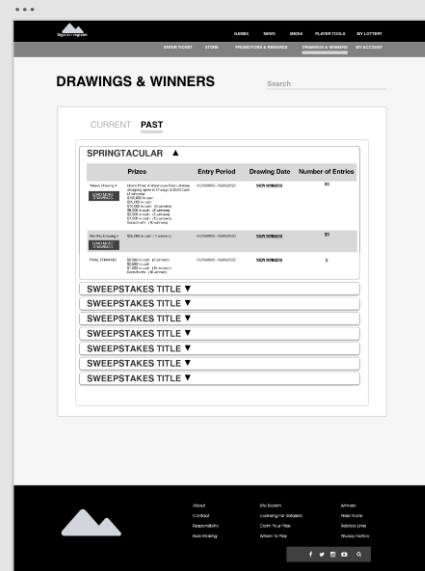
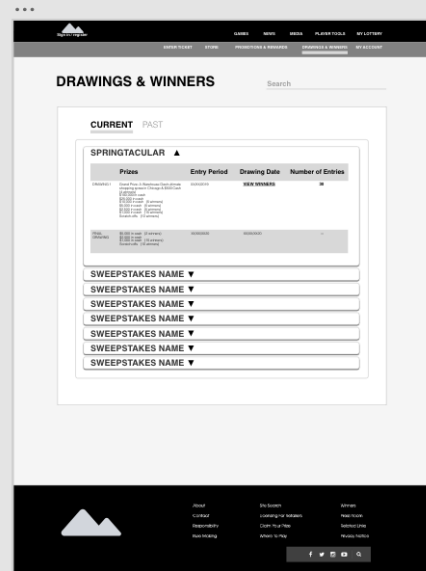




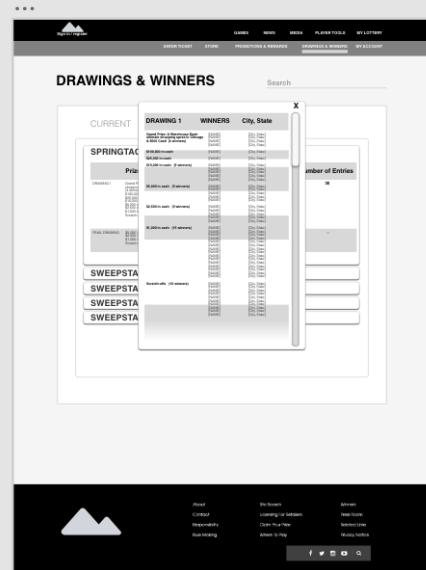
Date
Filter
Close



Title	Prizes	Entry Deadline	Drawing Date	Number of Entries
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1234



Bachelor's final project

A passion project and also my final project for my Bachelor's degree, No Human Left Behind is a concept I came up with and my first project that I started from scratch. The concept here is a food redistribution app that restaurant and business owners can use to schedule and pay for a food removal service that takes perishables and distributes them to soup kitchens and shelters instead of throwing food that is still good away. After the initial concept and research was done, I started work on lofi wire frames, a prototype, and a finalized responsive website based off these designs.

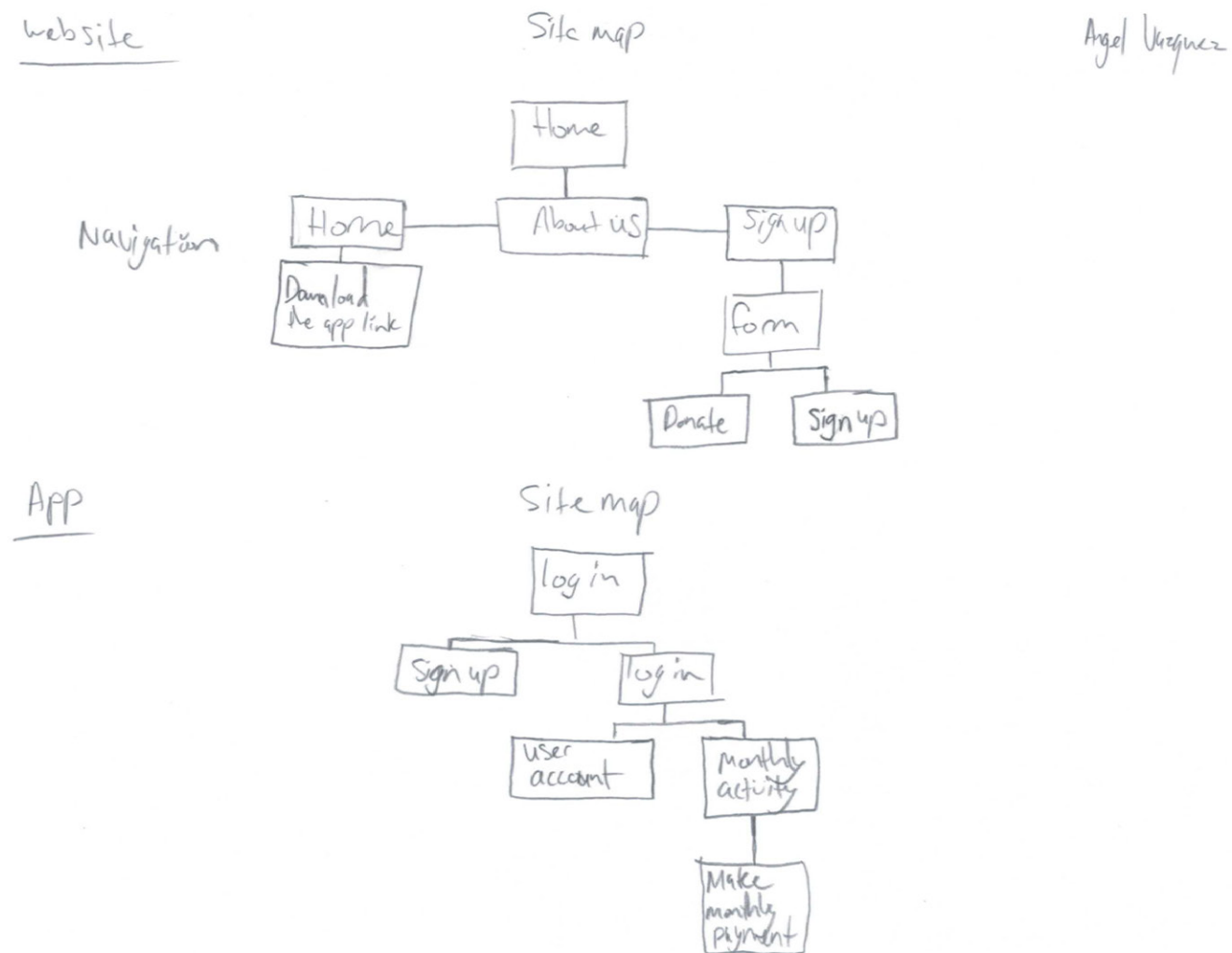
No Human *Left* Behind

A food redistribution company

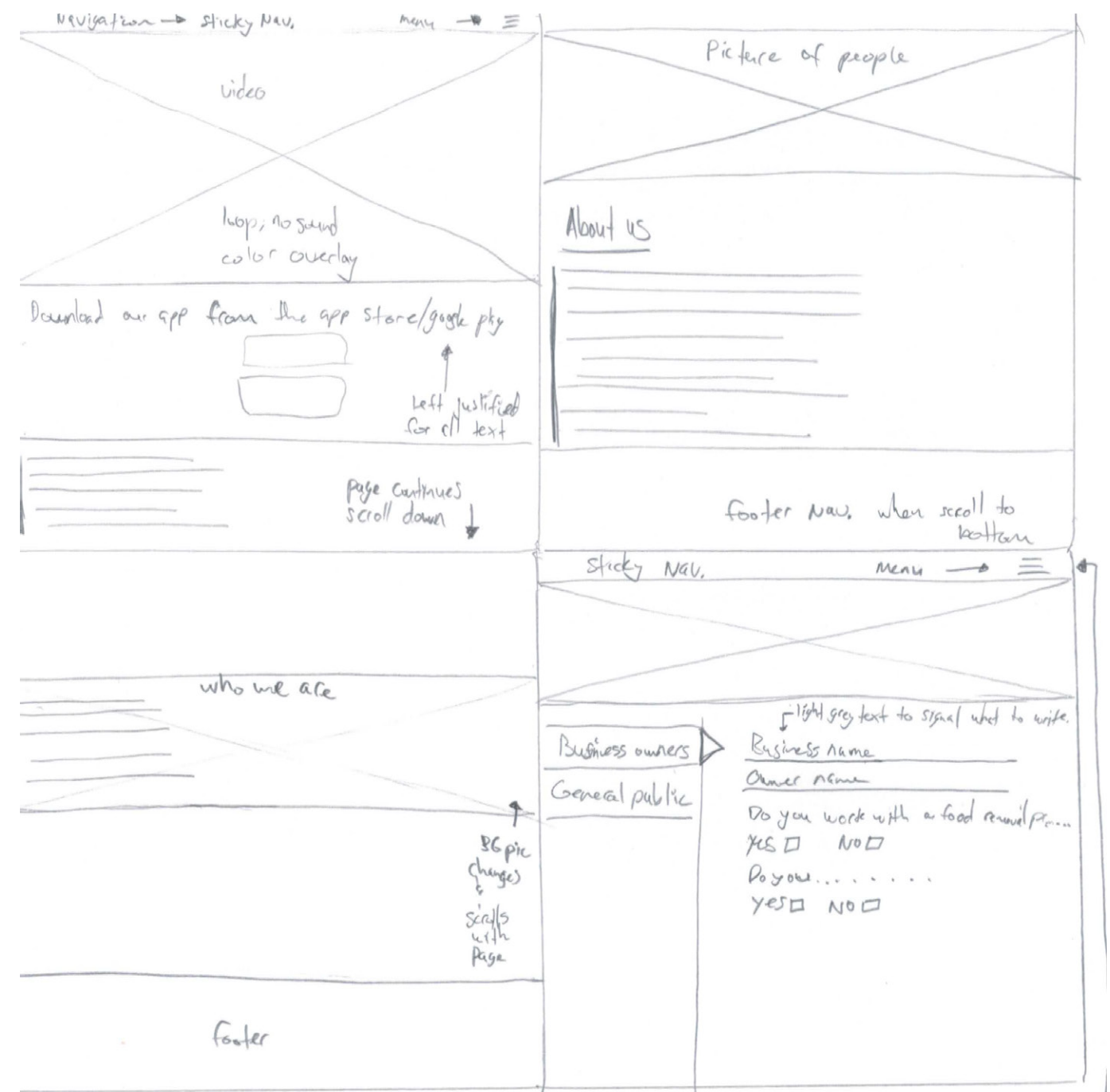


Initial Sketches

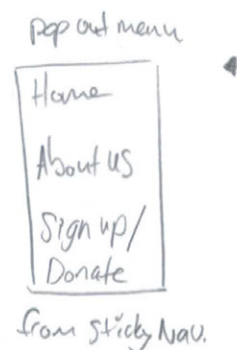
As requirements were set for the website, I began to form a picture of potential solutions based on the initial conversations. I drew up a few different ideas for what I thought the website to look like. Sketching combined with active research allowed me to present an idea that moved the process forward. It took several iterations to think up a way that put users first when it came to finding and purchasing products on the website.



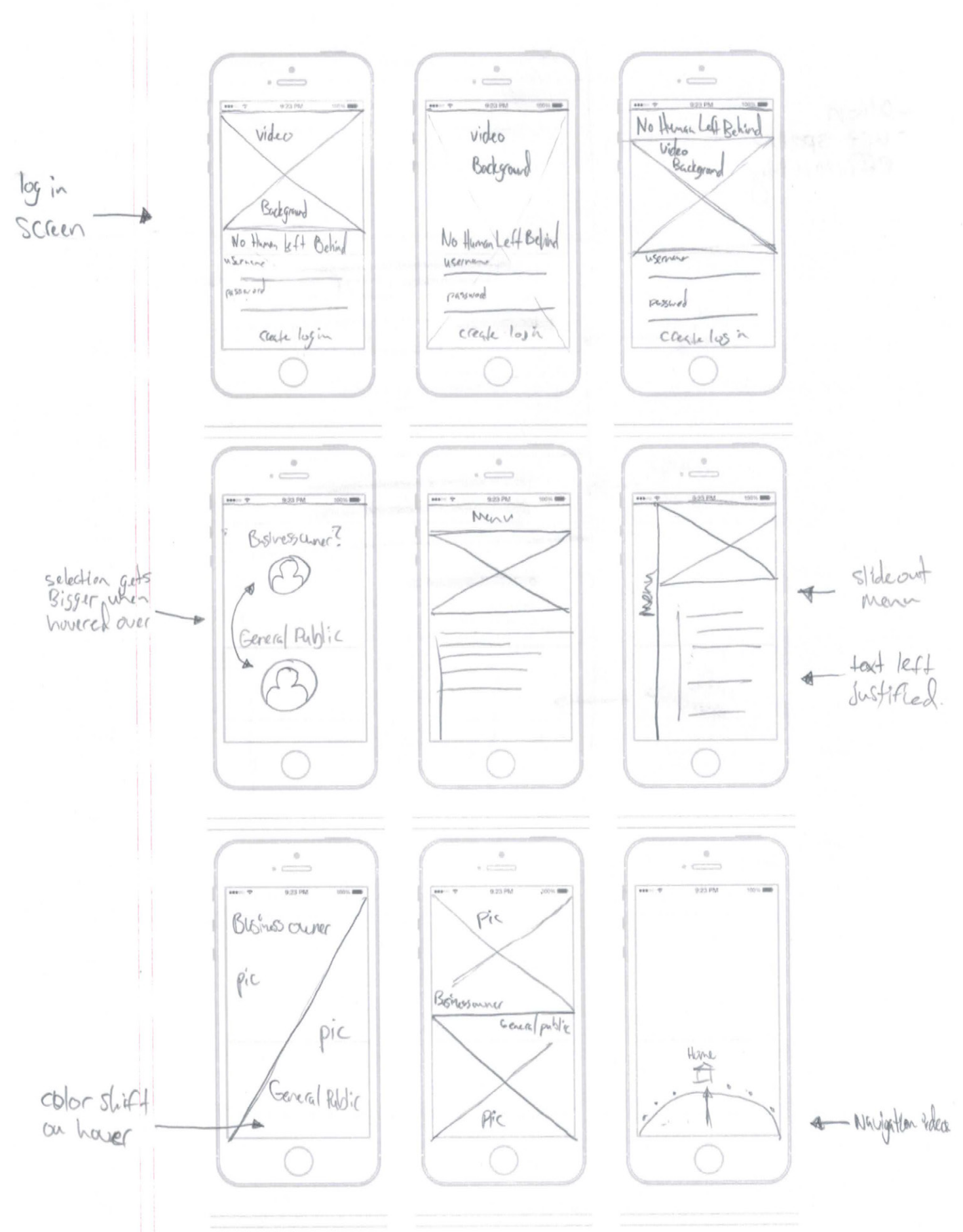
The site map I sketched out helped me visualize how the website could be laid out based on what most users would experience such as a login screen, and the flows they would take. During the process ideas were changed and flows were updated based on the requirements set.



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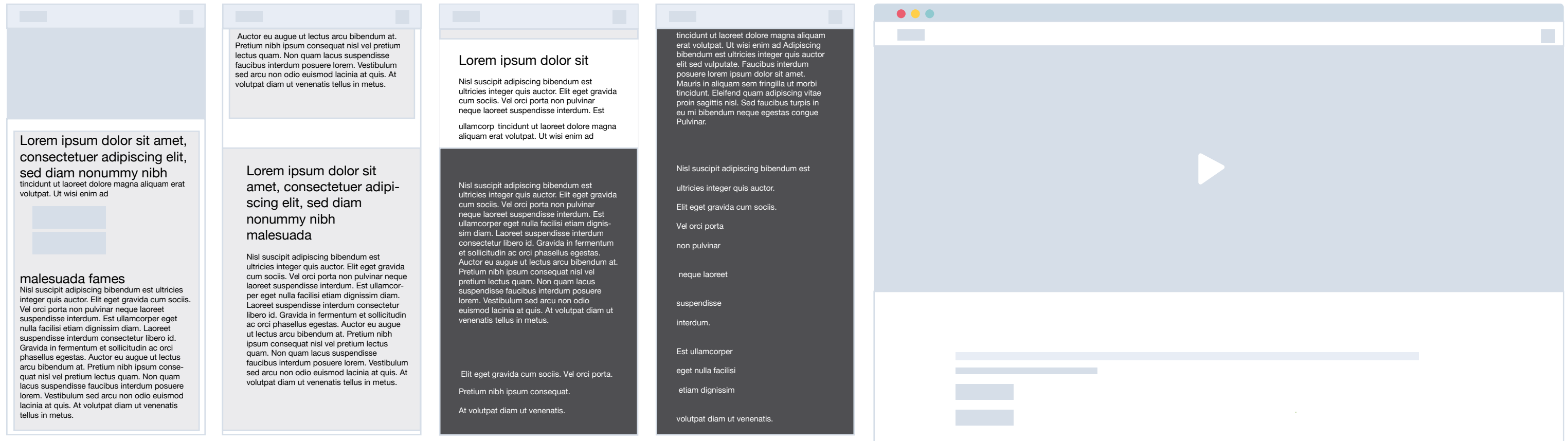
These are sketched out ideas for a log in screen as well as early concepts for a navigational structure. While there are some blue sky iterations of how that could look and function, there were requirements that were set by my professor as well that I needed to meet while further iterating these concepts. There are two user groups here who would use this app: Business owners that would use the app to schedule and pay for the service, as well as users who would like to donate. I tried to work on making distinctions in those two different user experiences and sketched out ways to easily navigate to the experience users preferred.



Lofi Wire frames

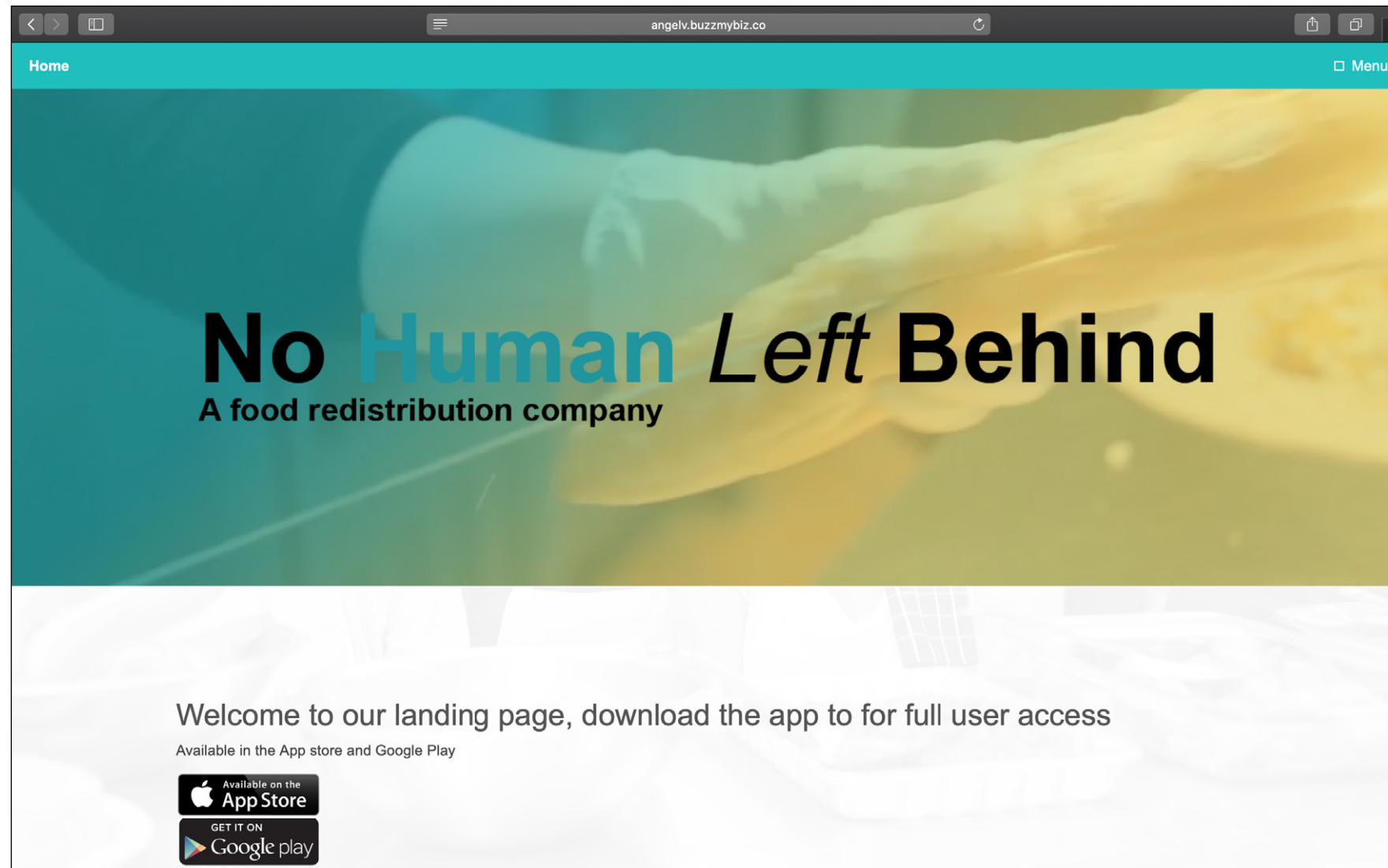
These lofi wire frames shows what a responsive desktop site and responsive mobile site looks like. It also shows the placement of the content that will replace the placeholder text set here. Lofi Wire frames go through many iterations and a lot can be nailed down during this part of the design phase before prototypes are made with content that these wire frames lack as a final step before approval and implementation.

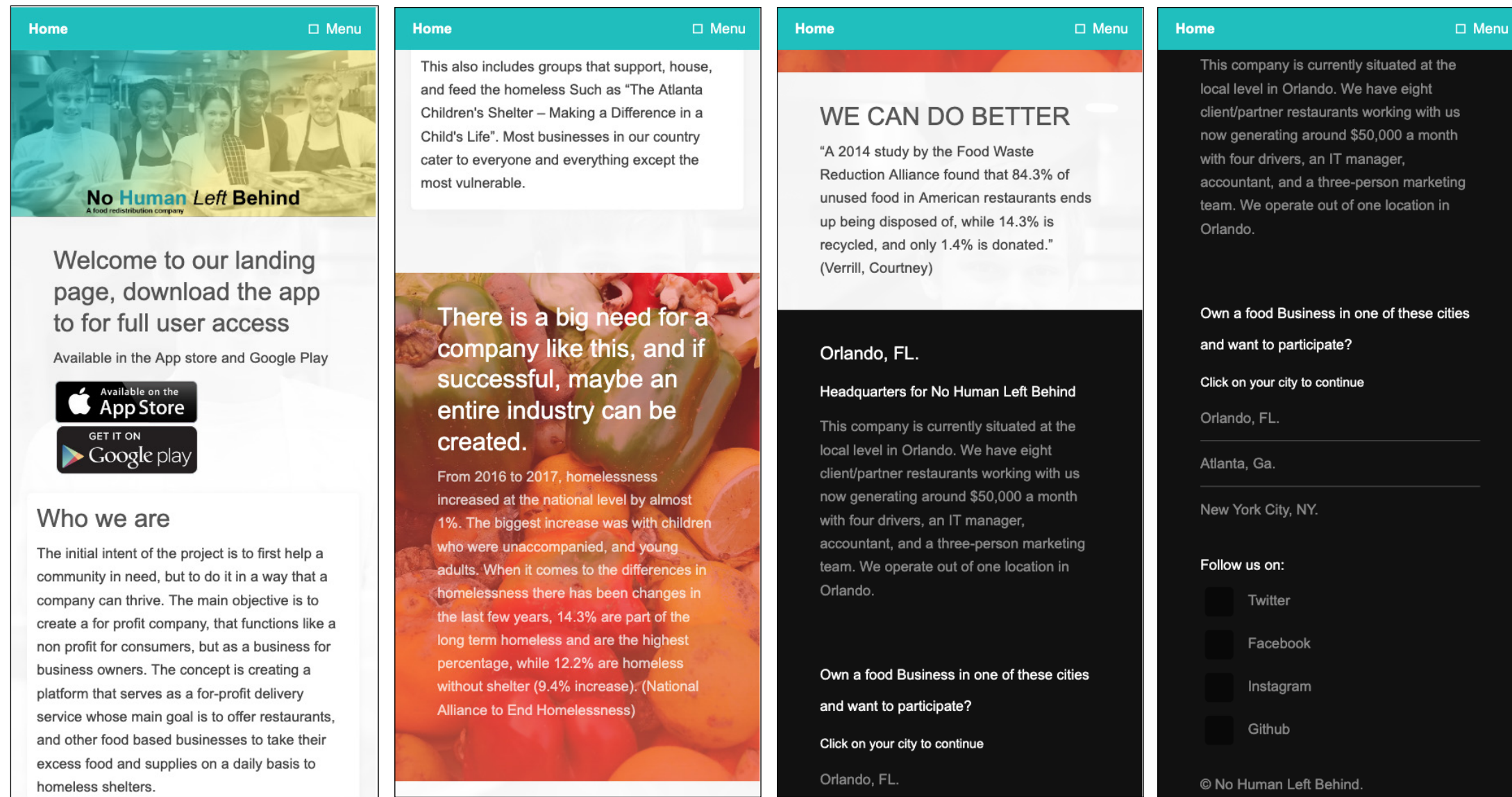
The desktop version of the website as shown below will have half of the screen taken up by a full width video that infinitely loops. The mobile-friendly browser based site allows for the same functionality as when it is viewed from a desktop while ensuring that it scaled correctly and didn't create any problems with the content that needs to be displayed. The uniformity allows users to feel comfortable in both versions whether they view this site from their phones, tablets, or desktop computers. The experience should be seamless and uniform across devices.



Prototype and Final Site

Hifi prototypes showcase what a finished product will look like. Product owners, senior management and stakeholders can view these designs and adjustments can be made before the final version is signed off on and the design can process to the implementation phase.





These prototypes showcased what the final version of the responsive website would look like To create the background video, I used Adobe After Effects and Premier to create the video seen when you open the site. The site also features parallax functionality on the background imagery to give it a modern feel.

Masters Capstone

My Master's capstone consists of several projects that I completed and refined during the two years it took me to complete my degree. It is a culmination of all different ideas and disciplines of digital product design.

I created this portfolio, my portfolio website, my word press blog and all of it's content. I have blog posts about everything Ui-UX related you can imagine, and talk about my process as a designer, my philosophy on design and the changing landscape of software design.





SHORT FORM ESSAY

This short form essay series is meant to show quick form writing skills. There are distinctions made depending on the social platform I am writing for and this project allows us to be able to keep these important points in mind depending on the site.

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PUSHING FORWARD USING THE ITERATIVE DESIGN PROCESS

Finding the right way to progress in this project has been challenging, mostly because 7 weeks, which may seem like a long time, is not enough time to dig into research and nail down specifics in user needs, as well as specifics in design choices based on the guidelines set by the research phase. When [...]

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REVIEW, REFLECT, CONTINUE, REPEAT

Now on Module 4, and with my list of artifacts growing I realize I have to take a step back and assess where I am at in this content creation journey. This week I took time to refine the interview questions in the interview script, continued

Design By Angel Vazquez

Blog at WordPress.com

All of my work, my resume, and blogs can be found at: www.designbyangelvazquez.com



Final Thoughts

Throughout my work experience, I have consistently applied iterative design and design thinking methodologies to deliver impactful and user-centric solutions. I firmly believe in the power of continuous improvement and learning from user feedback to refine and enhance designs. Embracing an iterative approach allows for constant iteration and optimization, resulting in better products over time.

In the dynamic landscape of software design, change is inevitable. As designers, our role extends beyond creating visually appealing interfaces; we are catalysts for change and innovation. We have the responsibility to stay updated with emerging trends, technologies, and user needs, and to push the boundaries of what is possible. By spearheading change, we can drive the evolution of software design and contribute to shaping a more intuitive and seamless digital experience for users.

In conclusion, my work experience has not only enriched my skill set, but it has also solidified my design philosophies of iterative design and design thinking. I am passionate about creating user-centric solutions that positively impact people's lives. I understand that the landscape of software design is ever-evolving, and I am committed to continuously pushing the boundaries of design to meet the evolving needs and expectations of users.

