

**I'M  
VICTORIA  
HERIC.**

UX DESIGN PORTFOLIO

# MOBILE UX & UI DESIGNER / DIGITAL PRODUCT MANAGER

I'm a generalist. I'm a conceptual thinker who pairs well with engineers and linear thinkers. A background in theater, solid experience in entertainment, production, advertising, branding and tech has culminated in an all consuming passion for mobile development and design. A kid at heart, with an instinct for the power of play, my personal focus is on developing iPad storybooks for children. I'm looking for a dynamic team that will empower me to unlock the potential of IOS to make a great products that are empathetic to the user's journey.

## SOME OF THE COMPANIES AND BRANDS I'VE WORKED WITH:



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Greater Los Angeles



**MOBILE UX.**

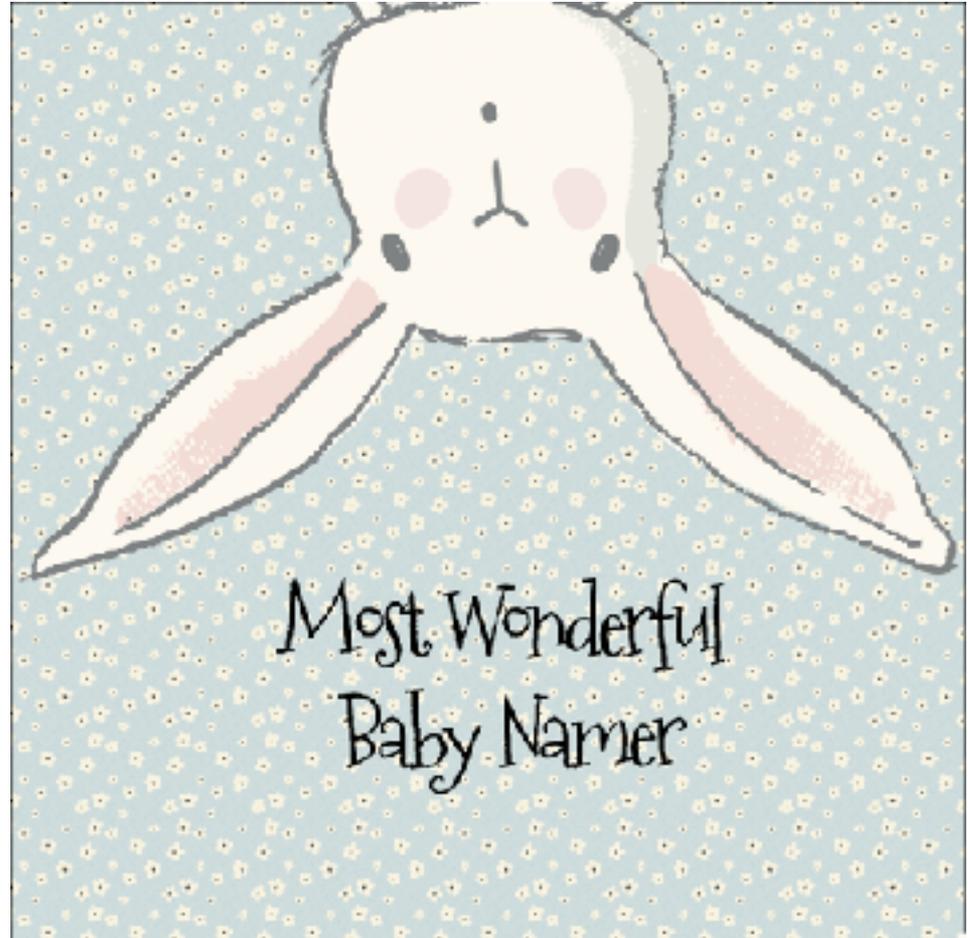
# WONDERFUL BABY NAMER APP - IPHONE 8PLUS APPLICATION FOR IOS 11

## THE CHALLENGE

Provide a fresh redesign, updated user flow and experience for an app that is used to find, save and share baby name ideas.

## THE SOLUTION

Update UI for IOS 11 feature releases, review iTunes reviews and create wireframes based on user suggestions, create a feminine look and feel for majority audience with customizable background for edge cases including creative professionals and male users.



# WONDERFUL BABY NAMER APP - ITUNES REVIEWS SURVEY/DRAFT PRODUCT VISION BOARD

ITUNES REVIEW - FEATURE SURVEY 2017

Liked	Disliked	Suggestion	Action Item
Ability to add names not found in database			
Ability to search more than one origin at a time	Can search one origin or all origins but not combo of a few		create a search for limited number of origins
Many names available for search	Name overload		organize information for those that want it
Seeing different meanings			
Seeing variant spellings		Some appear to be misspellings	proof reading
Popularity by year dates to 1800's			
Likes the Categories			
Like being able to add my own names, if you hear a name you like, you can add it			
Uses star system			
Popularity by year allows user to avoid trendy names			
Likes map showing origins			
Clean and simple UI			
Likes daily name notification			
Likes that you don't need wi-fi			

## THE PRODUCT VISION BOARD

**VISION** What is your purpose for creating the product? Which positive change should it bring about?

Update the Baby Name app for iOS the lowest rated (seven Logos app (3.5 stars) on the iTunes store to increase user retention, raise review rates, increase overall metrics and fulfill the Seven Logos vision to produce apps for busy women and ease their way through otherwise very challenging periods in their lives, transforming its most precious moments into truly satisfying and enjoyable times. Additionally, the app redesign will look to reach new market segments allowing manufacturing for balancing and extending the user experience.

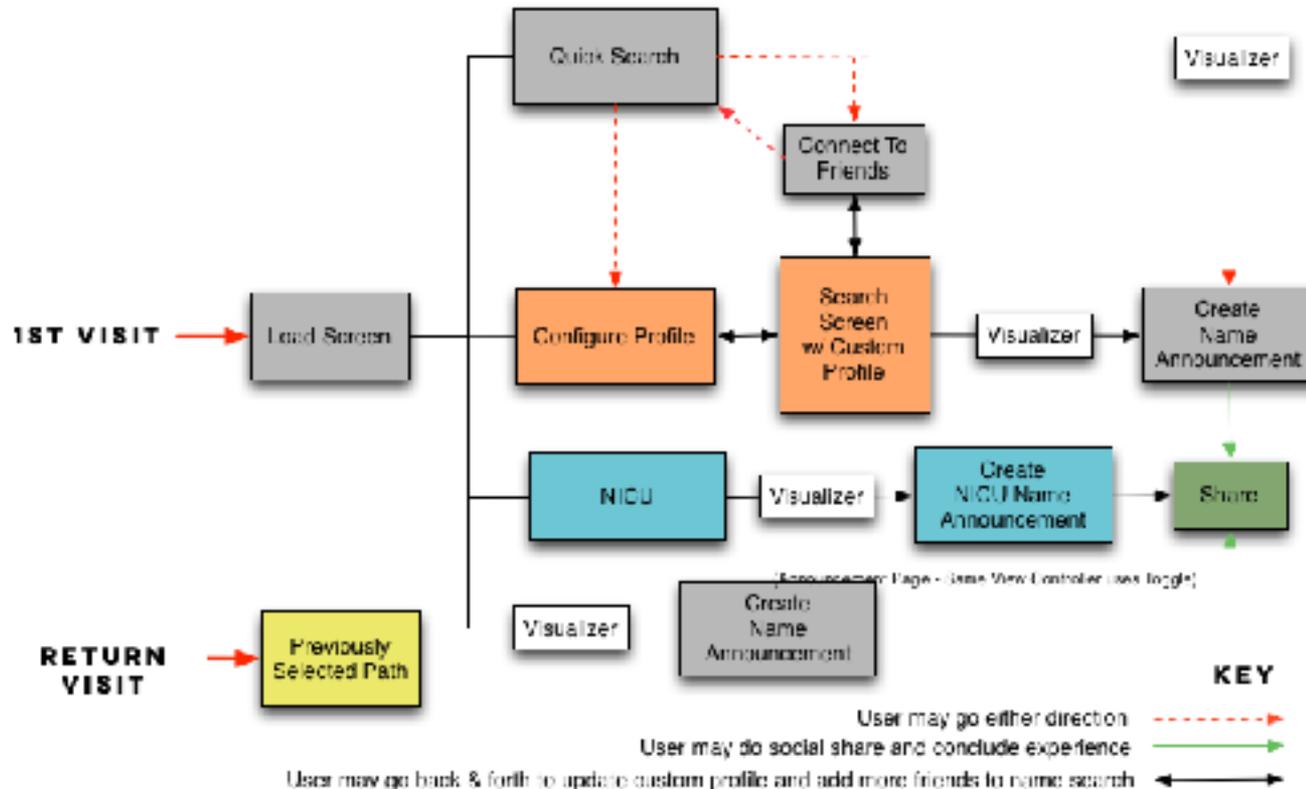
 <b>TARGET GROUP</b>	 <b>NEEDS</b>	 <b>PRODUCT</b>	 <b>BUSINESS GOALS</b>
<p><b>Which market or market segment does the product address?</b></p> <p><b>Who are the target customers and users?</b></p> <ul style="list-style-type: none"> <li>- Parents seeking a name for their child</li> <li>- Parents seeking to share the new name of their child</li> <li>- Parents seeking distinctive and unique name selecting experience</li> <li>- Creative/less seeking names for their characters and the ability to store and manage that information</li> <li>- NICU parents and families looking for a unique and caring way to share information about the birth and name if their babies while protecting their privacy</li> </ul>	<p><b>What problem does the product solve?</b></p> <p><b>Which benefit does it provide?</b></p> <ul style="list-style-type: none"> <li>- The product supplies the newest users with the largest list of baby names to choose from from the latest point of entry</li> <li>- The product provides a way for the user to share their name choices with friends in their social networks</li> <li>- The product allows users to customize their experience to get to the information that is the most important to them, and to return back to that view as many times as they desire</li> <li>- The product allows users to share the name of their child quickly and in an eye catching and original way (opened just sharing the information by tag as it currently does on Facebook)</li> <li>- The product provides a way for NICU parents to enjoy sharing their names without direct contact</li> <li>- The product allows creative professionals to have a market experience</li> <li>- The product now takes into account the specific requests made in the iTunes reviews - many of the categories already exist in the app but now are front and center if the view and accessible to the casual user as well as the user who wants to take a deeper dive</li> <li>- The product provides an inclusive experience for all kinds of cultures and non traditional and modern names, including those who need to plan for multiple births, adoptions and surrogate providers</li> </ul>	<p><b>What product is it?</b></p> <p><b>What makes it stand out?</b></p> <p><b>Is it feasible to develop the product?</b></p> <ul style="list-style-type: none"> <li>- The product is an iOS app updated for it with new key features in the navigation including search or toggle controls. Current design is set for iPhone 7's &amp; 8 Plus screen size</li> <li>- The product takes into account the currently existing framework that uses UITableView, UICollectionView and UITableView refreshed the look and slimmed down the button names</li> <li>- The product will include much loved user features such as adding friends to the experience and email to indicate responses, handling these actions in a visually similar manner to Slack</li> <li>- The redesign embraces the concept of a scrapbook beginning your baby book before the baby has even arrived. Using the scrapbook concept, it has the ability to be customizable all genders and also names</li> <li>- User traffic will flow through the visualizer where users will be prompted to upgrade to premium after storing to files</li> </ul>	<p><b>How is the product going to benefit the company?</b></p> <p><b>Who are the business goals?</b></p> <ul style="list-style-type: none"> <li>- The goal is to increase the rate of user reviews by engaging previous reviewers to re-rate the app and check out the new features</li> <li>- The goal is to increase advertising based on new user bases including NICU groups for programs where large brands are currently launching product for</li> <li>- The goal is to increase user upgrade to premium by directing traffic through the product visualizer where the user is prompted to upgrade after storing the names to the core DBS of the app</li> <li>- The goal is to increase user engagement by providing post baby baby name announcements that have a redaction button at the bottom and can be seen across social channels including twitter, instagram and Facebook</li> </ul>

	After 30 minutes of
	Algorithm appears to
	Needs better way to
	Needs better way to
	No A-Z Search option
	Crashes when scrolling
	No information about offers
	Doesn't show which
	Too much redirection



# WONDERFUL BABY NAMER APP - USERFLOW

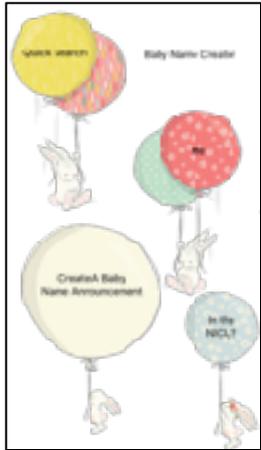
## BABY NAME CREATOR - PROPOSED REDESIGN - USERFLOW BY VICTORIA HERIC



## USER FLOW SOLUTION

User has the option to travel through the experience via the existing quick search function, where most requested features will be brought to the front screen. User has the ability to customize profile and invite friends to help select names or provide “slack” like emoji reactions to ranked names. Edge case for user profiles will include options for creative professionals who are already using the app, where they will have the ability to take notes and have a less baby centric experience. All traffic flows through the visualizer screen, a key request of users. Up to 10 names may be saved before prompt for upgrading to premium appears. Final step is to create a custom baby announcement and share with your social network, which in turn includes a CTA that drives traffic back to the app. Special edge case for NICU families allows users to quickly travel through the app and create a shared name announcement, while taking their unique experience and emotions into consideration.

# WONDERFUL BABY NAMER APP - WIREFRAMES



Quick Search



Custom Profile Options



View Prototype

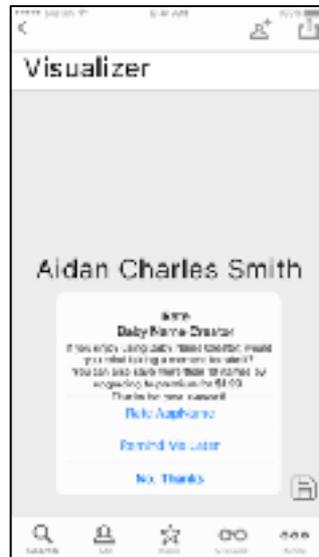
NICU



Random View



Visualizer



Announcement



Share



# WONDERFUL BABY NAMER APP - VISUAL DESIGN



View Prototype



## VISUAL DESIGN HIGHLIGHTS

Visual design concept is one of a scrapbook - an activity women love to do and one that men view with sentimentality. The idea is to begin your baby's book before they even arrive kicking it off with a cute name announcement. Includes the option to select a custom view with more than one baby (twins) and to create gender neutral look for creative professionals, seen here in gray. Bunny illustration credit Lisa Glanz. This uses UITableView, near search bar features for IOS 11 and creates adMob real estate.

# THE ELEPHANT WHO COULDN'T FLY - IPAD STORYBOOK FOR IOS

## THE CHALLENGE

I needed to map out the experience a user would have reading the Children's Ipad Storybook that my creative partner and I wanted to produce, entitled "The Elephant Who Couldn't fly".



## THE SOLUTION

After conducting a survey of parents who use Ipad Storybooks and read traditional books to their children, and reviewing the competitive landscape, I created a range of UX documents that informed the final user flow and wireframes.

**THE ELEPHANT  
WHO COULDN'T  
WRITTEN AND ILLUSTRATED  
BY DAN MADSEN FLY**



# IPAD STORYBOOK / COMPETITIVE STUDY

## Competitive: Kung Fu Panda

- **Storyboarding for iPads**
  - iPad screen size (1024x768)
  - 2:3 ratio
- **Designs**
  - Portrait (vertical) iPad view
  - More slides than portrait view
  - More slides than landscape view
  - Basic and simple navigation
  - Screen size needs to be small
  - Single substance material

## Competitive Analysis: Ayars Animation

- **Key Features**
  - Focuses on 2D for Zentao and Zentao's 2D 2D
  - [http://www.zentao.com/zh-cn/](#)
  - [http://www.zentao.com/zh-cn/](#)

## Competitive Analysis: Stepworks

- **Storyboarding for iPads**
  - iPad screen size (1024x768)
  - 2:3 ratio
- **Designs**
  - Portrait (vertical) iPad view
  - More slides than portrait view
  - More slides than landscape view
  - Basic and simple navigation
  - Screen size needs to be small
  - Single substance material

## Competitive Analysis: Velvetten Rabbit

- **The Velvetten Rabbit website direct**
  - [http://www.velvettenrabbit.com/](#)
  - [http://www.velvettenrabbit.com/](#)
  - [http://www.velvettenrabbit.com/](#)
- **Designs**
  - Great for the parents edge sharing with their children
  - Novel 3D's navigation and controls to the app/reader
  - User friendly and simple control
  - Information for parents user can be engage
  - Illustration period with video version
  - User friendly version to scroll through slides - by swipe or by tap at bottom of the slide
  - What are the features for parents
- **Weaknesses**
  - Only 1000 animation is given with video version only, making it appear as if children need to watch an animation with them reading along with her, detaching from educational qualities
  - When using tablets, less visual ability to make children reading experience
  - Content is only
  - All version may make good for parents but it seems not engaged in its activity



## Competitive Landscape

In the industry for mobile devices, there are 300-350 apps, a great industry as the market is still growing. However, a more successful functional app requires the most caring of content and user to complete developmental, design and marketing purposes. Finding the right time and location for the app is also a challenge. The app is also a challenge as the market is still growing. However, a more successful functional app requires the most caring of content and user to complete developmental, design and marketing purposes. Finding the right time and location for the app is also a challenge.

The app's competitive landscape is not just about the app's content and user experience, but also about the app's marketing and distribution. The app's marketing and distribution is not just about the app's content and user experience, but also about the app's marketing and distribution. The app's marketing and distribution is not just about the app's content and user experience, but also about the app's marketing and distribution.

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## Competitive: Side by Side Compare

App Name	App Description	App Features	App Rating	App Download	App Price	App Category	App Age	App Size	App Version	App Update	App Support	App Contact
App 1	App 1 Description	App 1 Features	App 1 Rating	App 1 Download	App 1 Price	App 1 Category	App 1 Age	App 1 Size	App 1 Version	App 1 Update	App 1 Support	App 1 Contact
App 2	App 2 Description	App 2 Features	App 2 Rating	App 2 Download	App 2 Price	App 2 Category	App 2 Age	App 2 Size	App 2 Version	App 2 Update	App 2 Support	App 2 Contact
App 3	App 3 Description	App 3 Features	App 3 Rating	App 3 Download	App 3 Price	App 3 Category	App 3 Age	App 3 Size	App 3 Version	App 3 Update	App 3 Support	App 3 Contact
App 4	App 4 Description	App 4 Features	App 4 Rating	App 4 Download	App 4 Price	App 4 Category	App 4 Age	App 4 Size	App 4 Version	App 4 Update	App 4 Support	App 4 Contact
App 5	App 5 Description	App 5 Features	App 5 Rating	App 5 Download	App 5 Price	App 5 Category	App 5 Age	App 5 Size	App 5 Version	App 5 Update	App 5 Support	App 5 Contact

### Alice in Wonderland



### Kung Fu Panda



### Greenix Toy 2D

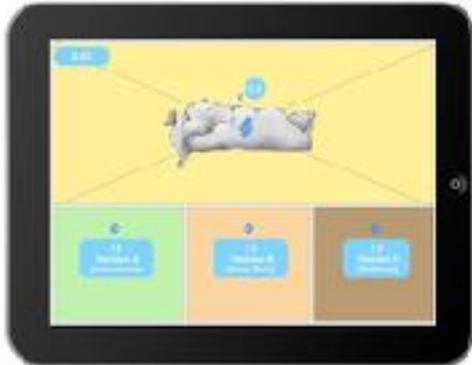






# IPAD STORYBOOK / WIREFRAMES

## 0.0 Home



### 0.0 Home Annotation

- 0.0.2 Navigation drop-down button
- 0.0.2.1 iOS7 HIDE
- 1.1 Version A - Interactive Version
- 1.2 Version B - Story Mode Version
- 1.3 Version C - Photographic Version
- 0.0.1 Share function - allow user to share to Facebook, Twitter and possibly other social networks (to be defined)
- 1.4 Settings - allows user to configure general settings
- 0.4 INSTRUCTIONS - explains the best way to use the device
- 2.1 Take photo - leads to camera process flow
- 0.2 Like on Facebook
- 1.2.1 Hide Top Navigation bar
- 0.2.1 Indicate to touch to select
- 0.2.2 Indicate swipe to move forward
- 0.2.3 Indicate Home swipe

## 0.0.1 Global Navigation



### 0.0.1 Global Navigation Annotation

- 0.1 Sensor Based - Color coded for A, B or C
- 0.2.1 Share function - allows user to share to Facebook, Twitter and possibly other social networks to be searched
- 1.4 Settings - allows user to configure general settings
- 1.4 Annotations - Explain the user how to use the service
- 1.1.2 Photography leads user to photographers
- 1.1.3 Take photo... leads to camera process flow
- 1.2 Like on Facebook
- 0.0.2 Hide navigation
- 0.2.1 Click
- 0.2.2 Returns user to home 0.0
- 0.2.3 Indicate to touch to select
- 0.2.4 Indicate swipe to move forward
- 0.2.5 Indicate Home swipe

## 1.1 Version A



### 1.1 Version A Annotation

- 0.1 Version A - Interactive Version
- 0.2.1 Hide Top Navigation bar
- 0.2.2 Indicate to touch to select
- 0.2.3 Indicate swipe to move forward
- 0.2.4 Indicate Home swipe

## 1.2 Version B Page 1



### 1.2 Version B Page 1 Annotation

- 0.2.1 Hide Top Navigation bar
- 0.2.2 Indicate to touch to select
- 0.2.3 Indicate swipe to move forward
- 0.2.4 Indicate Home swipe

## 1.3 Version C



### 1.3 Version C Annotation

- 0.1 Version C - Photographic Version
- 0.2.1 Hide Top Navigation bar
- 0.2.2 Indicate to touch to select
- 0.2.3 Indicate swipe to move forward
- 0.2.4 Indicate Home swipe

# IPAD STORYBOOK / WIREFRAMES

## 0.4 Instructions



**0.4 Instructions Introduction**  
This screen will show the user the instructions for the app.

## 1.4 Settings



**1.4 Settings**  
This screen will allow the user to change the settings of the app.

## 1.4.1 Credits/Info



**1.4.1 Credits/Info Introduction**  
This screen will allow the user to view the credits and information for the app.

## 2.1 Take Photo



**2.1 Take Photo Introduction**  
This screen will allow the user to take a photo of the scene.

## 2.1.2 Photogallery



**2.1.2 Photogallery Introduction**  
This screen will allow the user to view the photos they have taken.

## 1.4.2 Record Voice



**1.4.2 Record Voice Introduction**  
This screen will allow the user to record a voice message.

## 0.3.1 Social Share



**0.3.1 Social Share**  
This screen will allow the user to share the content of the app.

## 2.1.4 Photo View



**2.1.4 Photo View Introduction**  
This screen will allow the user to view a photo in full screen.

## 2.1.3 Photo Album



**2.1.3 Photo Album Introduction**  
This screen will allow the user to view a photo album.

**WEB UX.**

# TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / USER FLOW & WIREFRAMES



## THE CHALLENGE

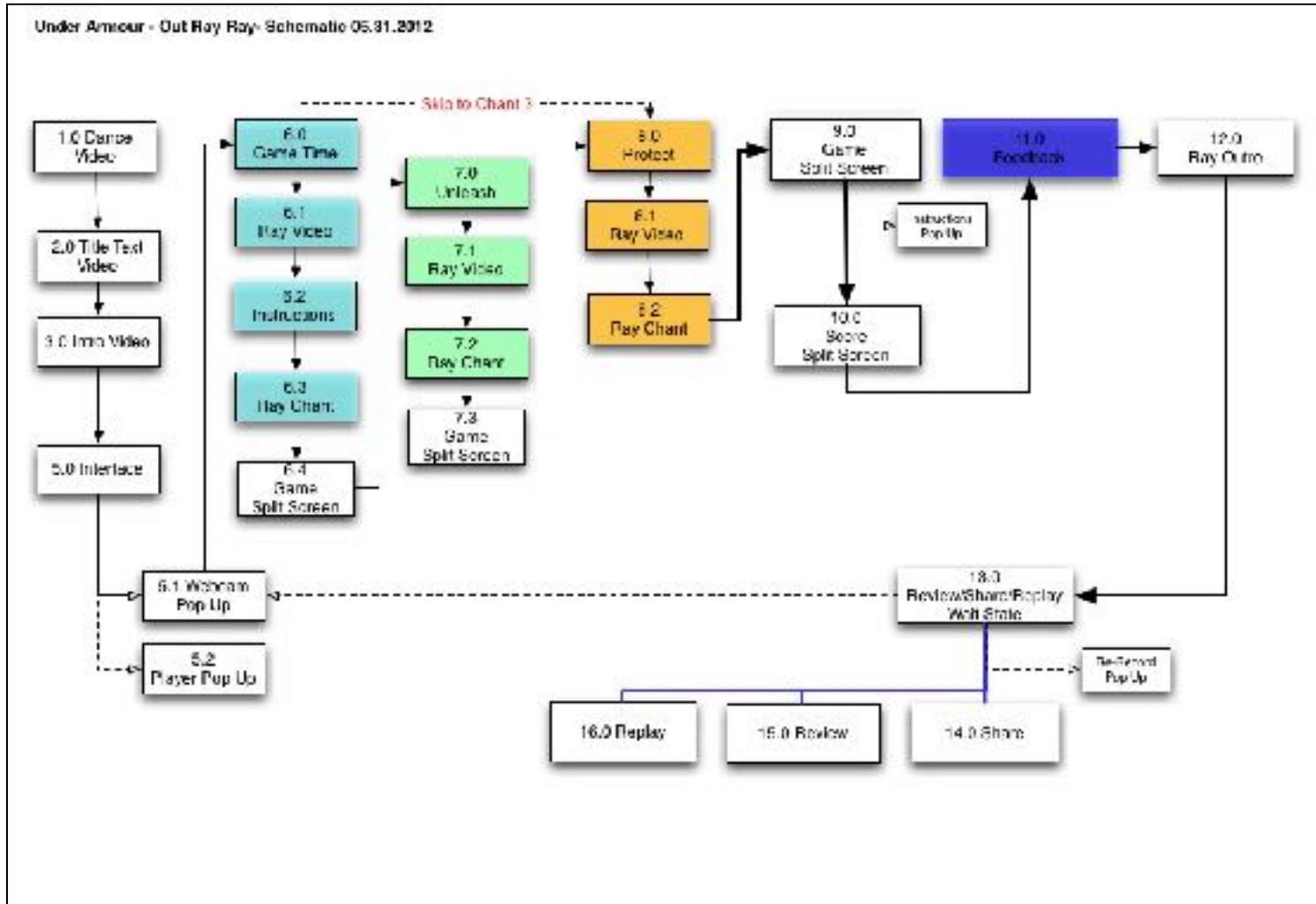
Award-winning Interactive Director Jason Nickel and the Tool Production team were seeking information architecture and wireframes to map out of the logic for this interactive and flash video experience showcasing the Under Armour brand and Ray Lewis “unleashing”. Through a series of videos, the user advances the experience, practicing and recording their own version of Ray’s Chants. The user had to have the ability to travel back to key stopping points and record a better version of the chant. Based on Ray’s feedback, the user could finally create a shareable end product which could be exported to social channels.

## THE SOLUTION

After making an assessment of the video content, and core requirements, I mapped out a user flow detailing the gamification logic and iteratively collaborated with the creative team to ensure that the IA diagram would achieve the creative vision for the project. I then transposed the concept to wireframes, incorporating an engaging user interface that included a strong focus on the visual aspects of the execution.



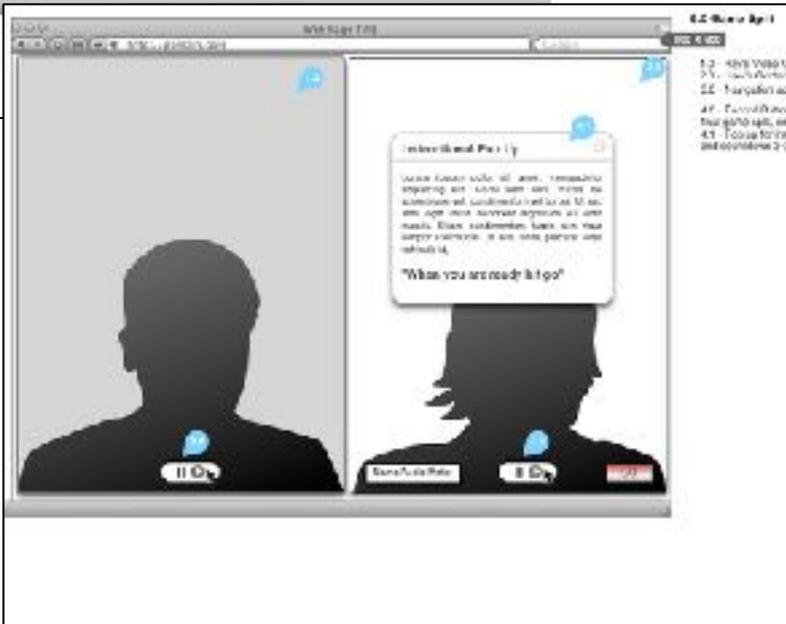
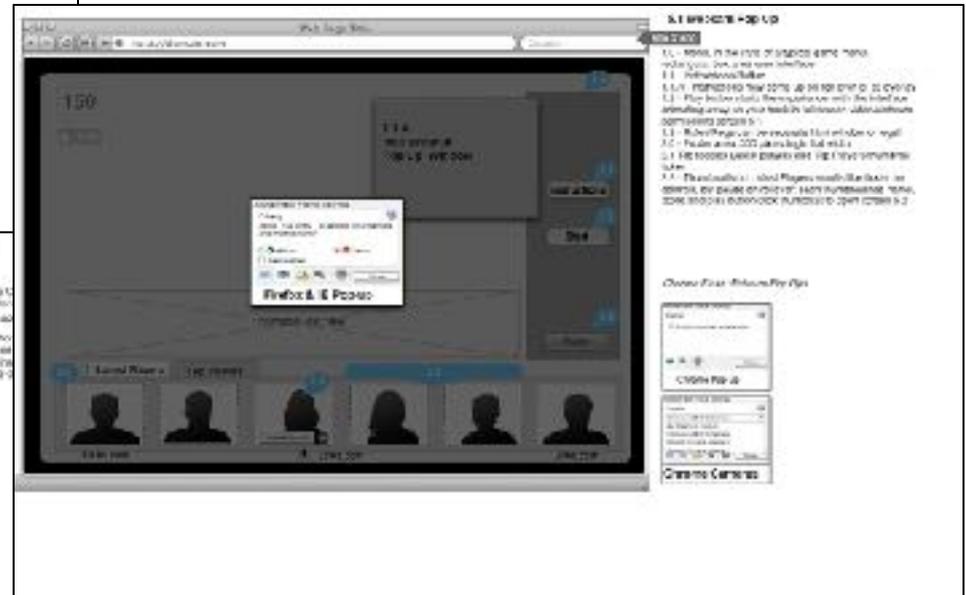
# TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / USER FLOW



## USER FLOW SOLUTION

The Information Architecture would have to take into account the logic of the three video chants that Ray Lewis performs to engage the user, that the user would need the opportunity to practice and then switch on the webcam and subsequently perform. Additionally, the user would need the opportunity to share the final version across social channels.

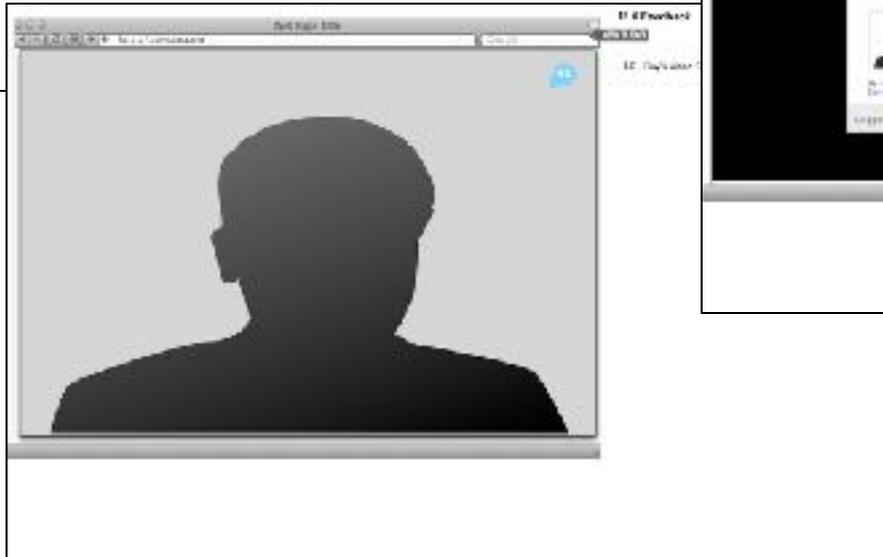
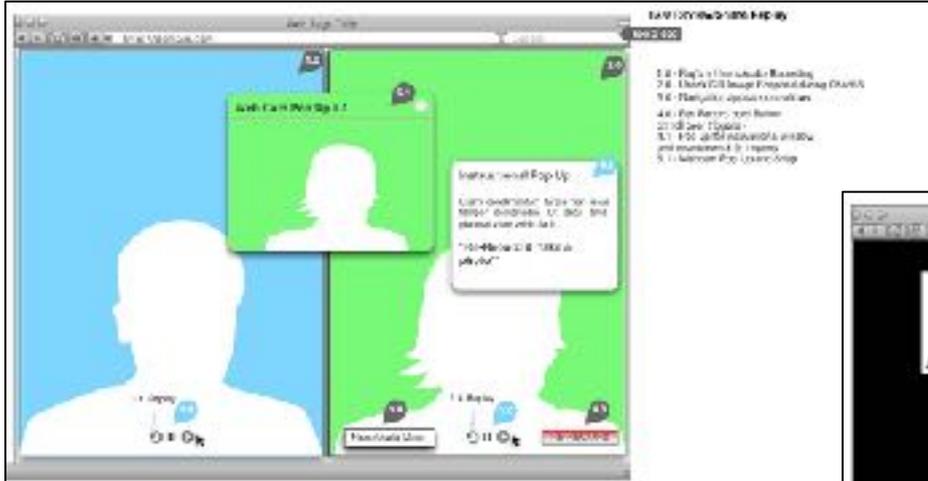
# TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / WIREFRAME SAMPLES



## WIREFRAME HIGHLIGHTS

Wireframes employed a full screen view of video and easy to locate navigation and instructions, with split screen format so that user could record chant and playback, and view top players using carousel navigation. . (Full wireframes available for review upon request)

# TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / WIREFRAME SAMPLES



## WIREFRAME HIGHLIGHTS

Wireframes included full playback for review by user and a final end screen to signify that the journey is complete. Final screens included outro and feedback video from Ray Lewis as well as social share options. (Full wireframes available for review upon request)

# **TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / USER FLOW & WIREFRAMES**



## **THE CHALLENGE**

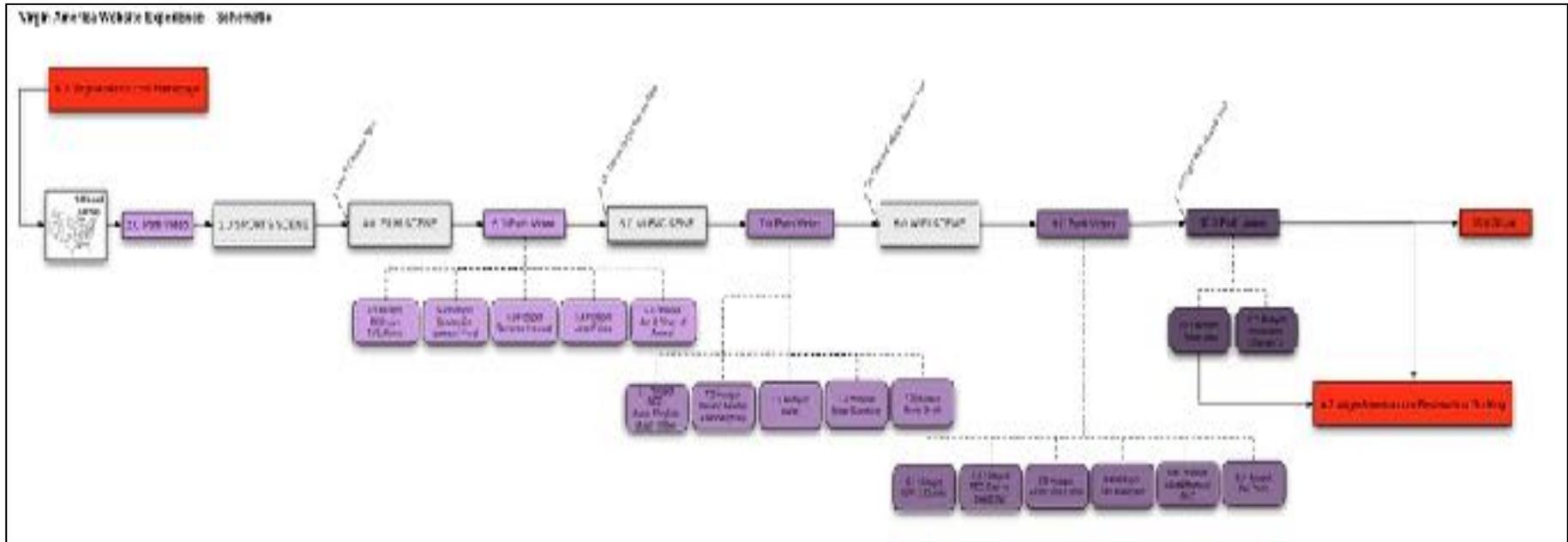
Esteemed Interactive Director Ben Tricklebank and the Tool Production team were seeking Information Architecture and wireframes to map out of the complex journey for this interactive flash and video experience showcasing the Virgin America flight experience with spectacular cabin features. In support of a large scale live action shoot directed by Erich Joiner, the team worked to identify key requirements, sparse navigation and overlay hotspots that would impact the full screen browser view.

## **THE SOLUTION**

After making an assessment of the projected video content and core requirements, I mapped out a user flow and iteratively collaborated with the creative team to ensure that the IA diagram would achieve the creative vision for the project. I then transposed the concept to wireframes, incorporating a lean user interface that integrates flawlessly with the video content drawing a strong focus to the visual aspects of the execution. Additional work included making a wireframe for HTML5 and iphone mobile view.



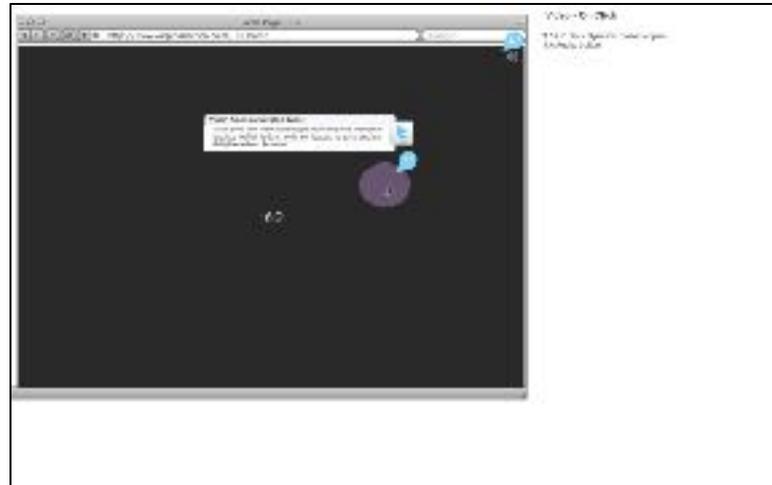
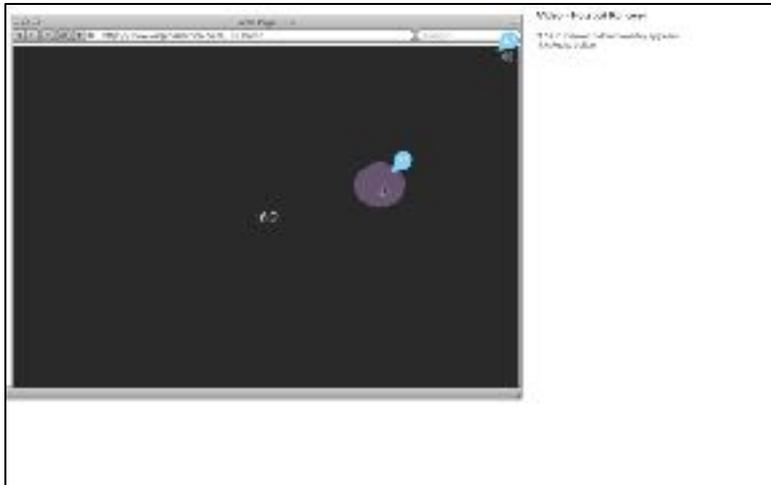
# TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / USER FLOW



## USER FLOW SOLUTION

It was important that the Information Architecture have a strong narrative line in order to convey the journey that a user would take, watching all the videos inside the Virgin America cabin, transitioning through the entertainment screens on the seat backs, with opportunities to explore all the hotspots that highlighted cabin features and celebrity influencers. The final step in the journey provided users information about Virgin America flight destinations, reservation booking, social share and instagram integration.

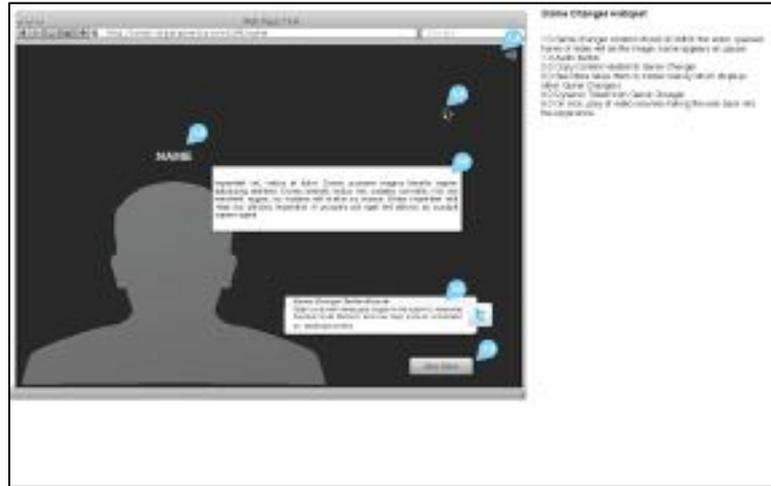
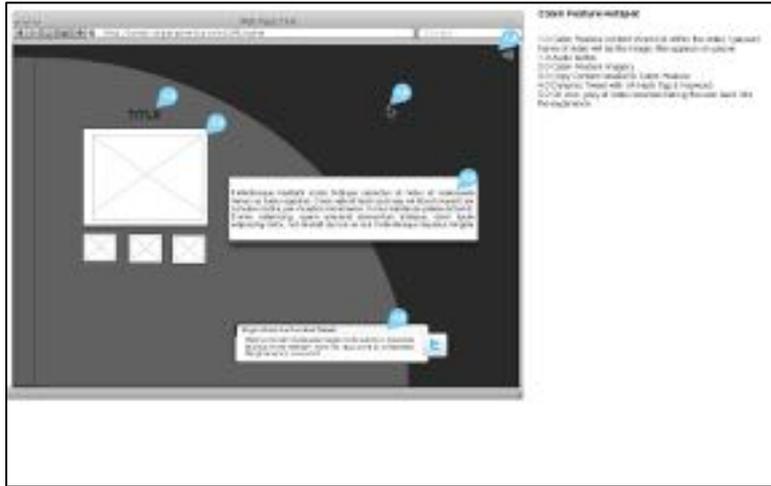
# TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



## WIREFRAME HIGHLIGHTS

Experience kicks off inside of the Virgin America home site, directs user to load screen with map, which transports the user to path video which travels through seat back transition. Hotspots, as noted in purple, emerge on video that allows the user to display "Cabin Feature" and "Game Changer" on click. Screens include Virgin America, curated tweets that load dynamically.

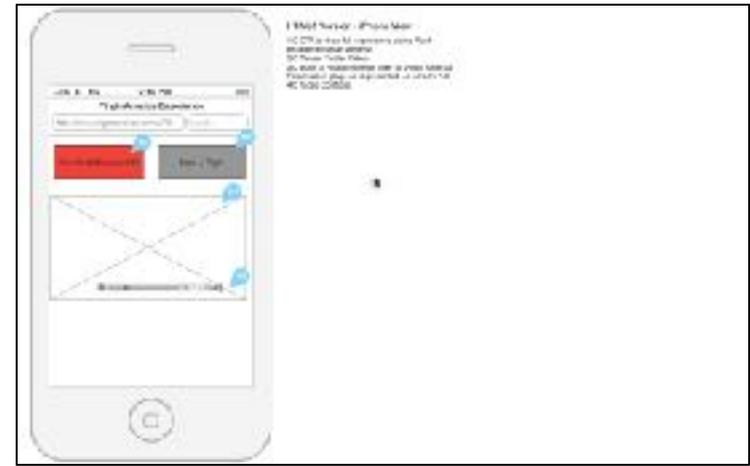
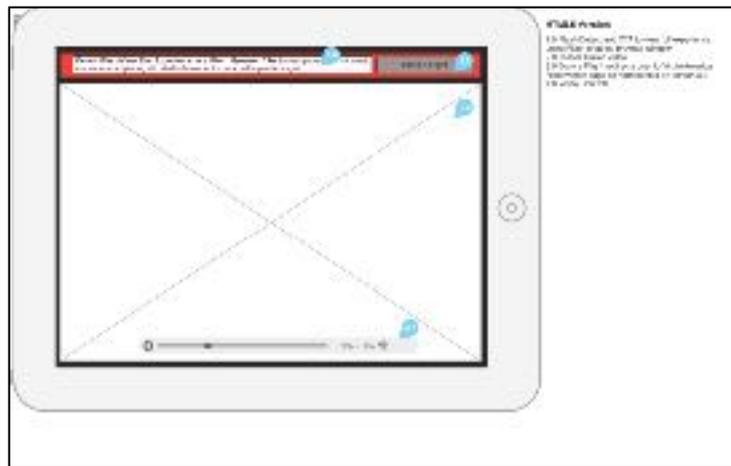
# TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



## WIREFRAME HIGHLIGHTS

Screens show "Cabin Feature" and "Game Changer" screens, which emphasize simplicity and focus on taking the journey through the cabin of the plane. Third screen on this page shows the view for "Other Game Changers", celebrities that could not attend live shoot, but who client would like to include in final live website.

# TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



## WIREFRAME HIGHLIGHTS

Journey through plane resolves to flight path option map, hotspot counter to gamify the experience and social share options. Additional screens on this page map out fall back options: Prompt for user to update Adobe Flash player, HTML fallback for tablet devices and mobile view.

**THANK YOU.**