

# TYRONE ROBINSON

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# MY DESIGN APPROACH

**USER EXPERIENCE DESIGN IS THAT PART OF MY IDENTITY WHERE I ACTIVELY ENGAGE EACH OF MY INTUITIVE, ANALYTICAL, CRITICAL AND CREATIVE MINDSETS.**

It's about taking a holistic approach to the projects I work on - grounding myself in understanding, gaining perspective, embracing the collaborative process, finding ways to test multiple ideas and iterating - to arrive at the most effective and practicable solutions.

While no two projects are alike, the way I think about and approach user experience design is rather straightforward, and can be summarized below, with examples of what I produce.



**RESEARCH TO UNDERSTAND**

**LISTEN TO LEARN**

**SYNTHESIZE TO DEFINE**

**GENERATE CONCEPTS**

**VISUALIZE INTERACTION**

**COMMUNICATE IDEAS**

**TESTING PROTOTYPES**

# PROFILE

I am an UX UI designer with more than 15 years of experience. What sets me apart is my commitment to all design aspects: from the initial stages of idea development to the actual first-hand crafting of my own designs.

In my professional work experience, I have worked mostly as a user experience practitioner and consultant. I have had the opportunity to lead several fortune 500 companies with groups of collaborators, by heralding specific projects, or simply by becoming part of a team.

I have collaborated with a variety of enterprises, from small startups to large international corporations, providing me with an understanding as to how to help smaller clients establish strong visual branding, while also assisting multinational corporations utilize UX design to further cultivate their brand.

My methodology of work has been based on working remotely. This allows me to work on innovative projects from anywhere in the world, in the most efficient and consistent way possible. I crave new challenges and have a true passion for solving the most complex of problems in the most creative, yet simple way possible.

I seek inspiration from others and I'm not afraid of being vulnerable. I feel a good UI UX designer approaches problem collaboratively and not defensively, and able to admit when they don't know the answer or when they are wrong. I feel a great UI UX Designer should ask good questions to learn more and they take other people's thoughts and opinions into consideration before gunning ahead. I look to developers, project managers and others for inspiration and ideas.

# EXPERIENCE

I've successfully delivered and managed more than 50+ digital projects ranging from web & mobile apps, SaaS app, CRM platforms, CMS based corporate websites, and large e-commerce. All are at the highest standard of execution and represent some of the leading companies in the industry.



# MY PROCESS

My experience has taught me that good design is not created in a moment of inspiration or a bubble. It is an iterative process requiring collaboration between multiple teams and your end users. It is easy to get attached to initial design solutions and forgo research and testing but this rarely works. First solutions are often wrong because in the early stages it is hard to know enough about the problem you are attempting to solve. It is important to first answer the 5 W (Who, What, Where, When, and Why) before tackling the How.

Great design requires deep knowledge of your users, their environments, and their goals. Conducting research, talking to users, collaborating with different teams and testing prototypes all help keep a project on track. I believe that successful design projects stem from good communication and keeping the end-user in the forefront.

## **01** **LEARN**

Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and filed studies.

## **02** **EXPLORE**

Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

## **0** **SELECT**

Evaluate, test, and select wireframe concepts for prototype development.

## **04** **DEVELOP**

Create design specifications and evolve concept/wireframes into full design solution.

## **05** **REFINE**

Evaluate design with stakeholders to obtain feedback and conduct usability testing.

## **06** **DELIVER**

Complete design and produce deliverables

# SKILLS



I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator and a facilitator.

**GATHERING USER DATA, INTERVIEWS**

**SITE MAPS, CONTENT INVENTORIES**

**SCREEN FLOWS, NAVIGATION MODELS**

**TASK FLOWS, USER JOURNEYS, SCENARIOS**

**WIREFRAMES SKETCHES**

**USABILITY TESTING**

**FUNCTIONAL SPECIFICATIONS**

**RAPID PROTOTYPING, INTERACTIVE PROTOTYPES**

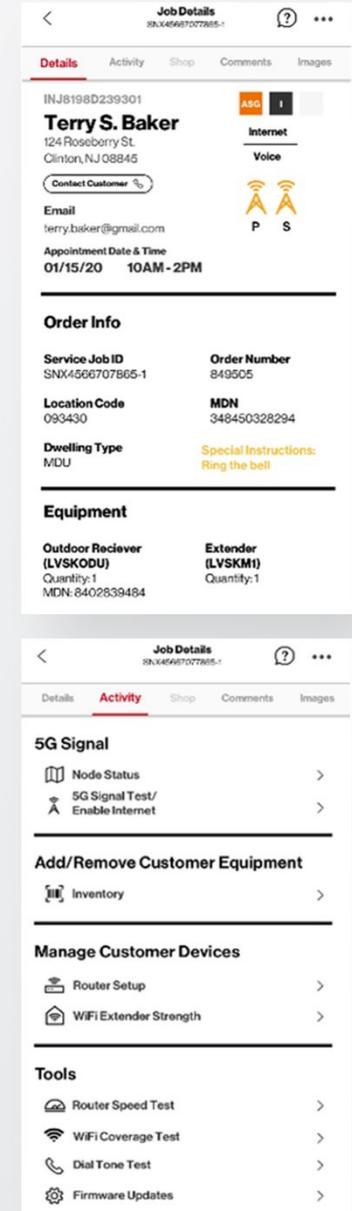
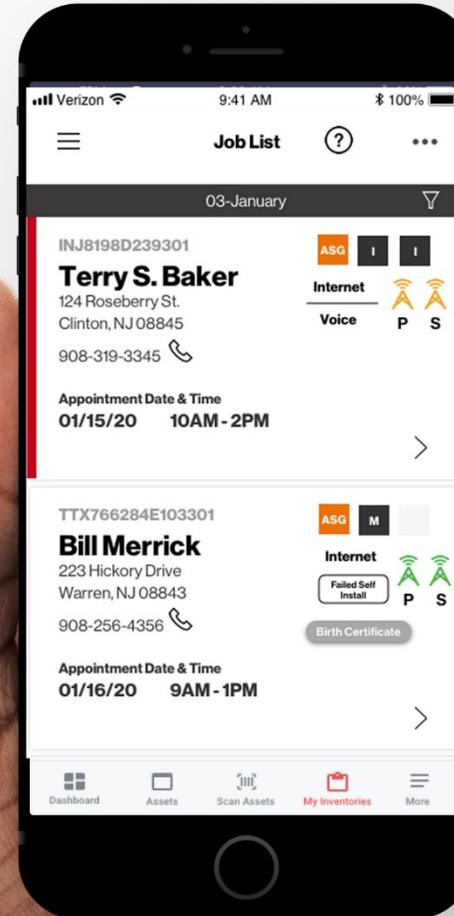
**HIGH-FIDELITY VISUAL DESIGN**

**HAND CODING HTML5, CSS3, JAVASCRIPT**

# MY CASE STUDIES

## Introduction

As the UI/UX Designer / Developer of OP-VPM (Unified Application) I was presented with the challenge to create a technician experience for the merger of the Installer App and VPM. With assistance thru research from the Asurion technicians to provide a real time account of the actions and steps while working through the IOP-VPM application. In turn, this app will also allow for complete install for Asurion technicians and a clear guidance to self-installs for home based Verizon customers.



## VISION

To create a technician experience using two application to complete a 5G Home Internet installation and activation. I was challenged to identified all the gaps that institute for better reporting metrics for the business is to implement a one app technician experience.

- Happy Path - Completing four orders a day with no major issues
- Un-Happy Path – First few orders have issues and need Production and Development team involvement to resolve.

## THE GOAL

The objectives of the technician test/trial of the IOP-VPM:

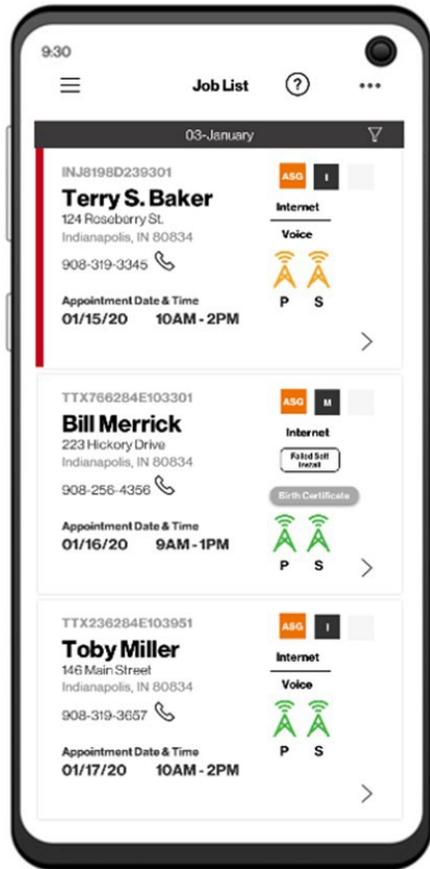
- Review the technician experience with the new enhancement of the application.
- Walk through the activation process from tech assignment to order completion.
  - Installation/activation
    - Equipment scan
    - Signal Strength
    - Router Speed Test
    - Accessory Inventory Scans (Wi-Fi extender, Mini extender, VZ Streaming Device)
- Note any issues and/or questions the technician may have during the testing.
- Produce an action item list for the application team.
- Collection of the action items will be captured in an excel file and production tickets will be submitted to the IOP VPM team.



UI/UX DESIGNER / DEVELOPER

**Date: February - June 2020**

**Platform: Mobile**



## THE GOAL

To create a technician experience using two application to complete a 5G Home Internet installation and activation.

## THE CHALLENGE

I was challenged to identified all the gaps that institute for better reporting metrics for the business is to implement a one app technician experience.

## FINAL OBJECTIVE

To create a technician experience using two application to complete a 5G Home Internet installation and activation. I was challenged to identified all the gaps that institute for better reporting metrics for the business is to implement a one app technician experience.

## WHAT I DID

- Set goals and objectives
- Interviewed Stakeholder
- Established a key design focus to the app audience
- Created scenarios
- Created user journeys and stories
- Created site maps
- Conducted content audit and inventory
- Created experience maps
- Conducted UX research
- Conducted competitive research
- Low-fidelity prototypes
- High fidelity prototypes
- Created wireframes
- High-fidelity design
- Usability testing

## TOOLS & TECHNOLOGY

- Adobe Create Suite 2020
- Sketch
- In Vision
- Photoshop CC 2020
- Microsoft Office
- Jira
- Microsoft Teams
- Git Hub
- Usertesting.com
- HTML 5, CSS 3, JavaScript
- React



UI/UX DESIGNER / DEVELOPER

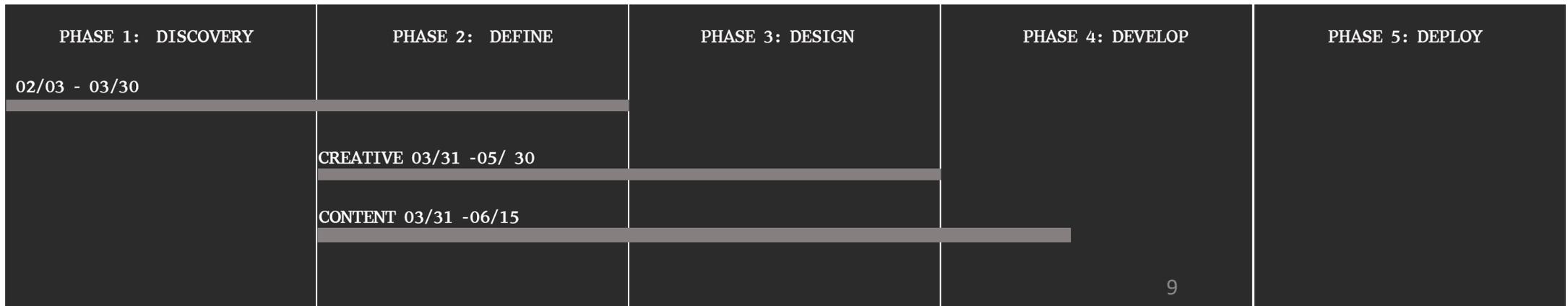
**Date: February 2020**

**Platform: Mobile PROJECT PROCESS**

### PLANNING: DELIVERABLES

<b>The Business</b>	<b>UX</b>	<b>Content</b>	<b>Creative</b>	<b>Development</b>	<b>QA/UAT</b>
- Requirements	- Competitive Analysis	- Strategy	- Brand Strategy	- Architecture	- Test cases
- Compliance	- Technician Personas	- Analytics	- Style guides	- Front end	- Alpha release
- Governance	- IA	- IA	- Training guides	- Responsive	- Beta release
- Timelines	- Wireframes			- Logic Tier	- UAT
- Use cases	- UI/Visual Design			- Data Tier	- Final release

### PROJECT TIMELINE



Date: February 2020  
Platform: **Mobile**

## DEFINITION

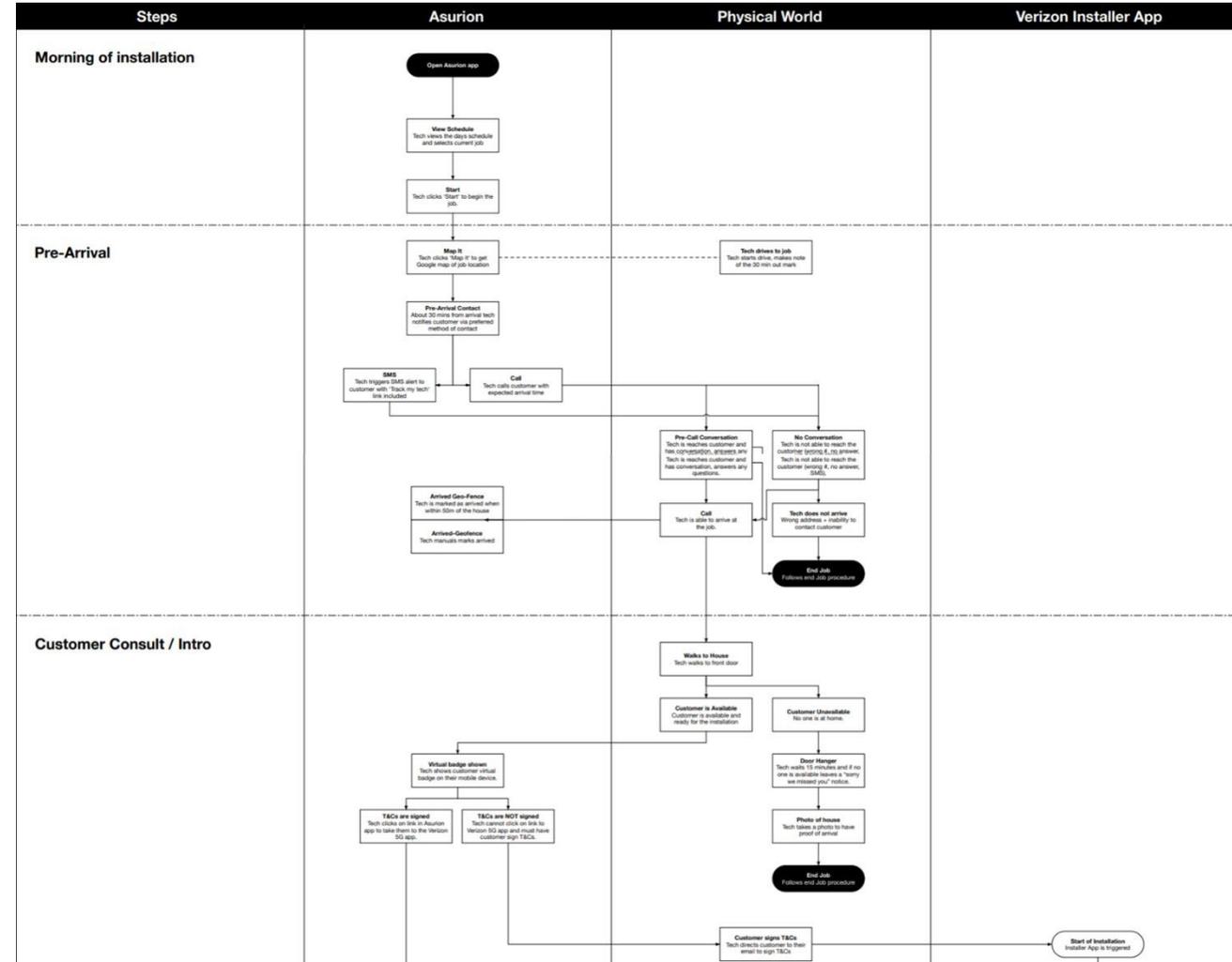
I worked closely with VPM design and development teams to build the architecture of the installer application and to implement seamless installation process for professional and home self-installations.

## PROCESS FLOW ANALYSIS

With my simplification of a complex process flow. The user experience for professional and self-installs were broken into two distinct processes.

[Complete Experience Flow pdf](#)

## TECHNICIAN EXPERIENCE FLOW



Date: February 2020

Platform: Mobile

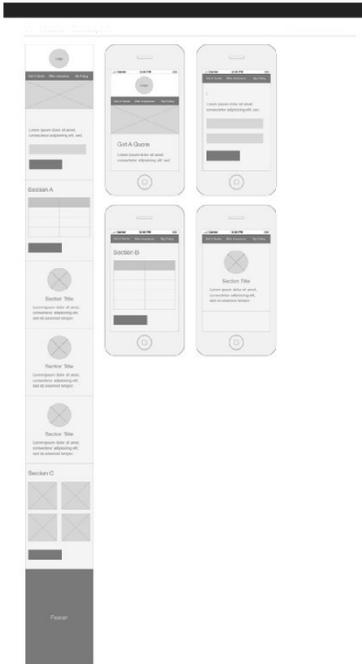
## WIREFRAMES

To bridge the gap between business and development. Initially I took to the whiteboard come up with 3 solutions for the app layout. From there I chose the best of the concepts to move forward based on quick user testing techniques.

## PROJECT SOLUTION

Based on user feedback, I was able to move forward with the best of the concepts and from here I could create fully vetted wireframes with clear annotations and interaction flows. In conjunction with that, I created design comps that covered all visual and UI aspects of the wireframes. I worked with development teams to incorporate the visual design and once we had a working high-fidelity prototype, we were ready to start user testing.

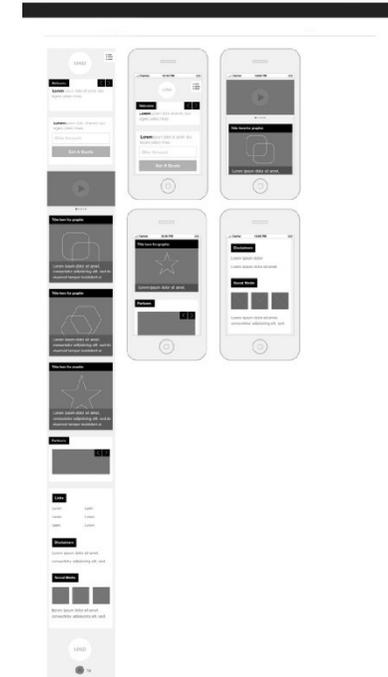
Concept A



Concept B



Concept C



Date: February 2020

Platform: Mobile

## DISCOVERY

### Competitive Analysis

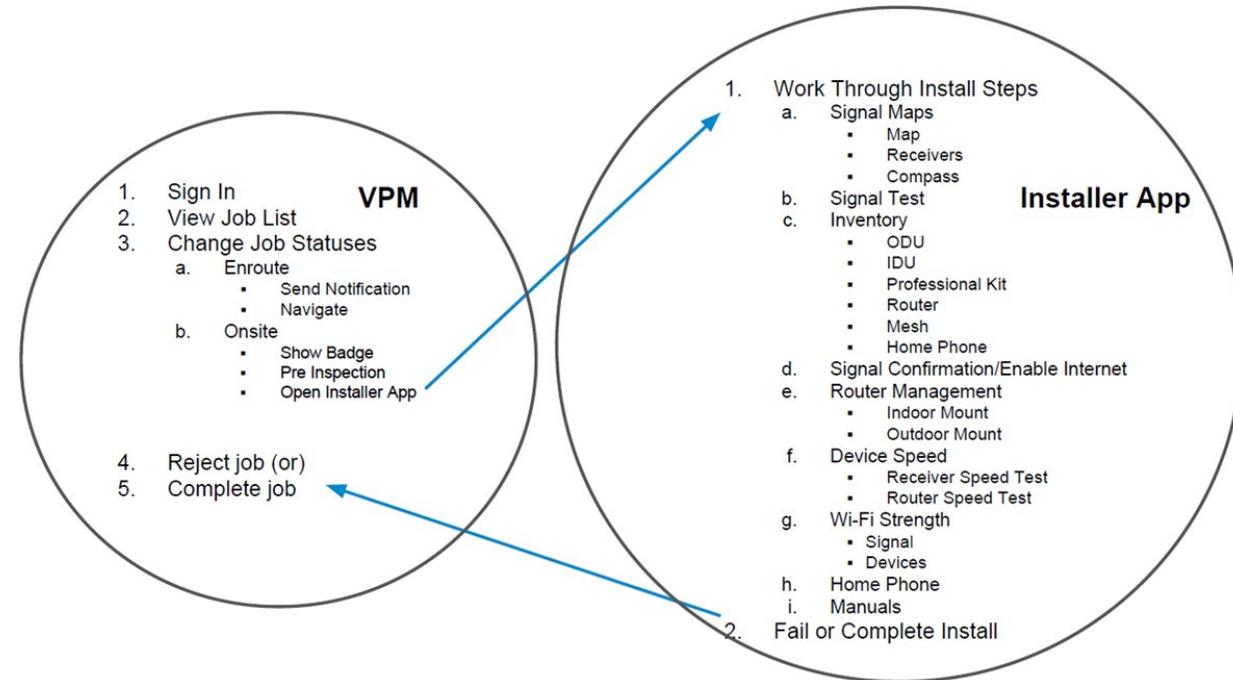
I looked at our competitors to see what products and services were offered, strengths and weaknesses and differentiators. I also helped to create a feature to this process that would slow the intake time of these installations.

### Personas

#### Understanding Installers

I set out to create reliable and realistic representations for this key audiences. In order to do this we put out a number of surveys, meetings, web-ex, and field research we the installers.

## PROJECT PROCESS INSTALLER APP REQUIREMENTS DIAGRAM

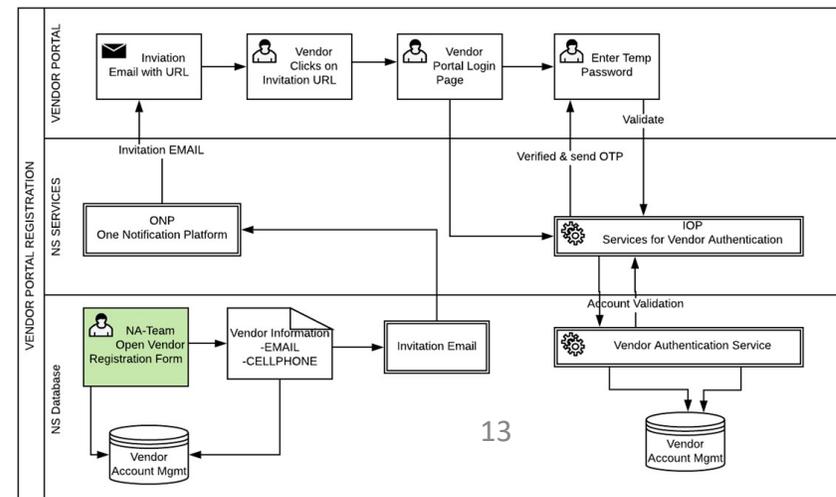


## INSTALLER APP REQUIREMENTS

1. Login
2. Supervisor assigns job
3. Technician visibility of the job
4. Job Details Summary (Icons, Customer Name, Job Type, Appointment Date and Time, etc.)
5. Technician Steps (En-Route, On Site)
6. Job Details Tab (Customer Information, Order Info, Equipment)
7. Activity Tab
  - a. 5G Signal
    - i. Node Status
    - ii. 5G Signal Test/Enable Internet
      1. 5G Receiver (BLE to receiver)
      2. 5G Test Rig
        - a. Threshold meter will be used
        - b. 5G Extender (Not Available for testing)
  - b. Add/Remove Customer Equipment (Scanning Capabilities)
    - i. Inventory (Green Check Marks After Scanning)
      1. Outdoor Receiver
      2. Indoor Receiver
      3. 5G Extender (Not Available for testing)
      4. Outdoor Mounting Bracket
      5. Router
      6. Wi-Fi Extenders
      7. Home Phone

- a. Manage Customer Devices
  - i. Router Setup
  - ii. Wi-Fi Extender Strength
- b. Tools
  - i. Router Speed Test
  - ii. Wi-Fi Coverage Test
  - iii. Dial Tone Test
  - iv. Firmware Updates
- c. Customer Billing
  - i. Enable Billing

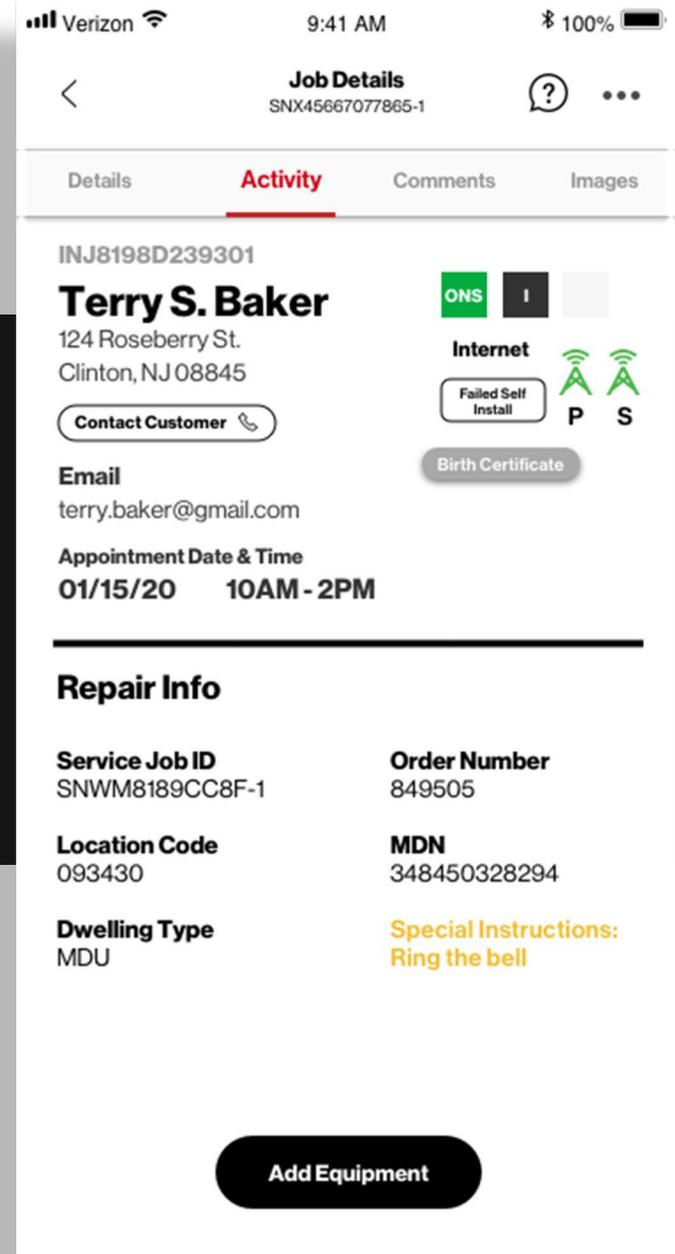
1. Comments Tab
2. Images Tab
3. Job Close Out



# Verizon Installer App

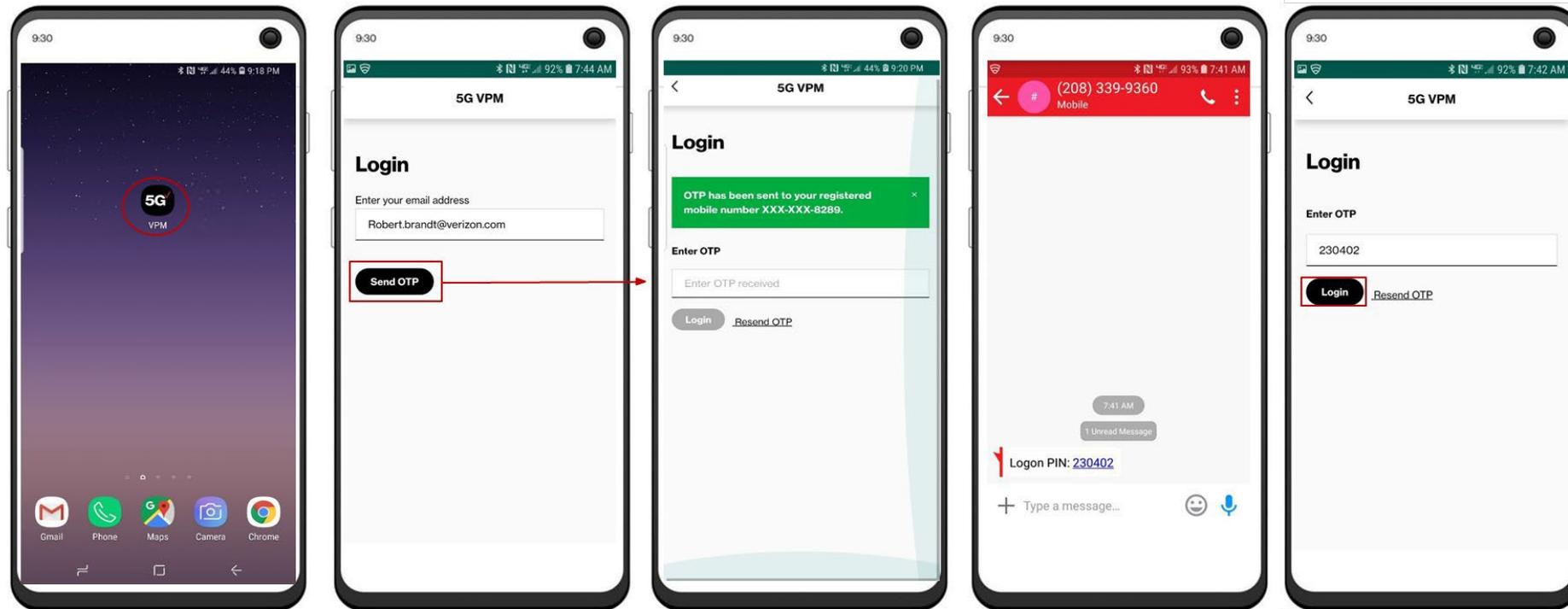
Sample Design Screens with Flow

[Video Demo](#)



## VPM – Logging into the App using One Time Password (OTP)

1. Click on VPM app on device home screen
2. Enter Email Address and click on "Send OTP" button
3. You will receive a confirmation that the OTP was sent to your registered device
4. What the SMS text looks like for the OTP
5. Enter the Logon Pin into the OTP box and click on the "Login" button



[Link : Complete 5g Installation Flow](#)

## VPM – How to View Jobs Main Job Screen and Job Details Screen

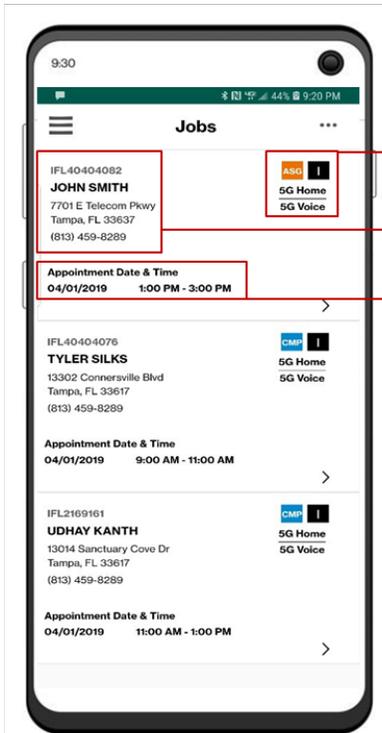
### Main Job Screen

- This is the view when you first enter VPM
- Clicking on a job will expand its details



#### ICON Meanings

ASG	Assigned	I	Install
ONS	Onsite	M	Maintenance
CMR	Complete		
REJ	Rejected		
		5G Home	Class of Service
		5G Voice	

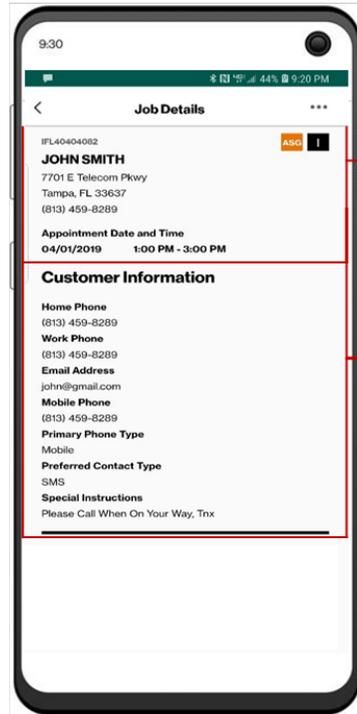


Job ID and Customer Information

Due date and Arrival Window

### Job Details Screen

- Accessed by clicking on a job in the Main Job screen
- Customer information, equipment, and bundles can be viewed

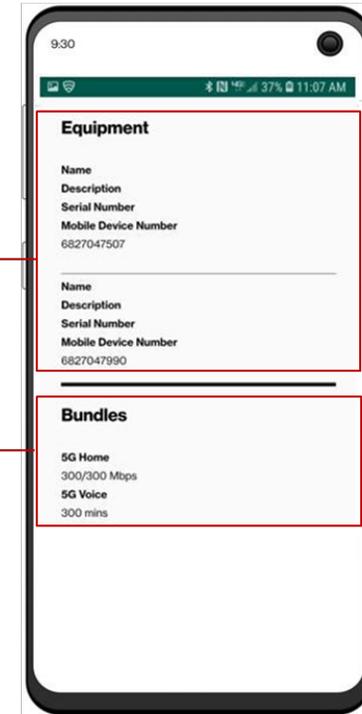


Job ID, Customer Information, and Arrival Window

Equipment

Detailed Customer Information

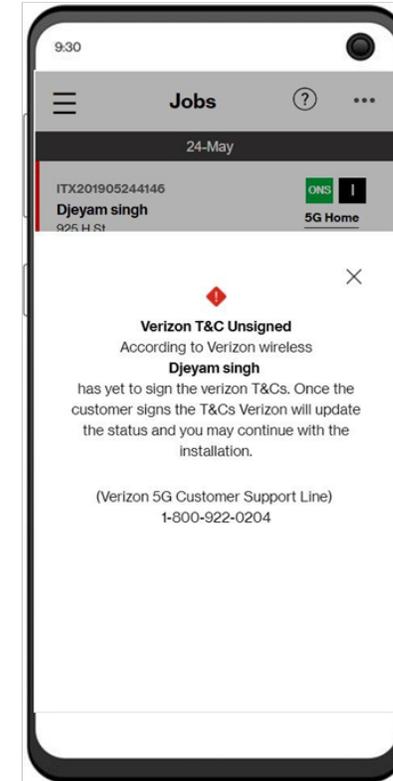
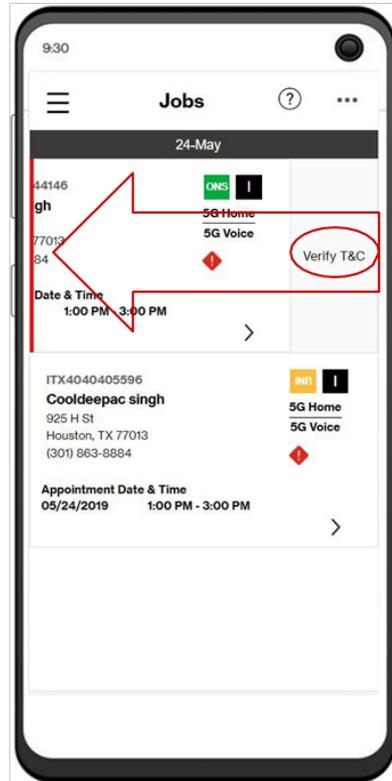
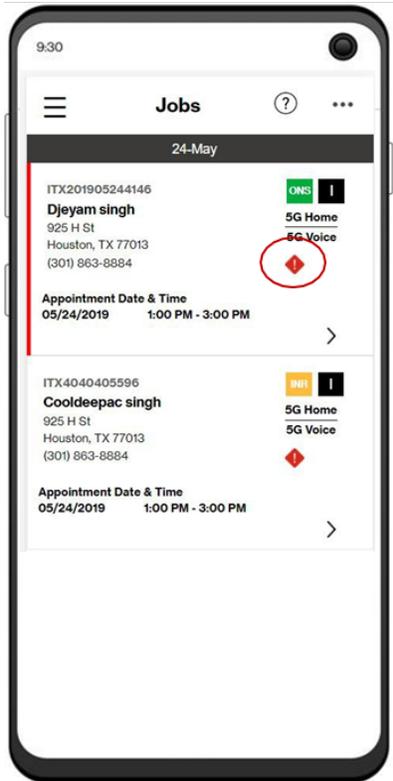
Types of Service



[Complete PDF of this Diagram](#)

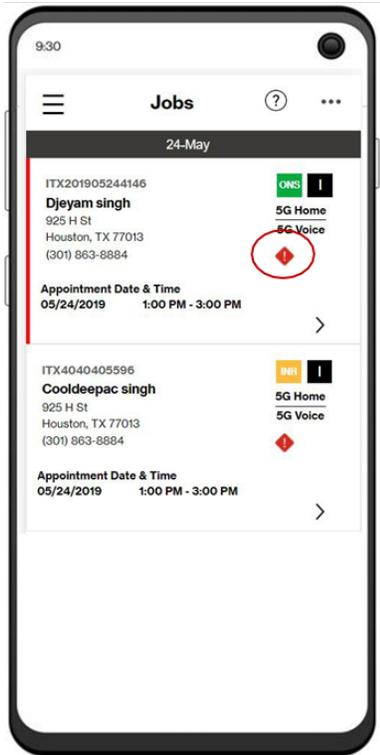
## VPM – When the T&C’s are signed by the Customer

- You will see a red explanation point on the main job screen in the job field
- When you try to go to the next step on the job, the only option will be “Verify T&C”
- Click on “Verify T&C” to show the screen below

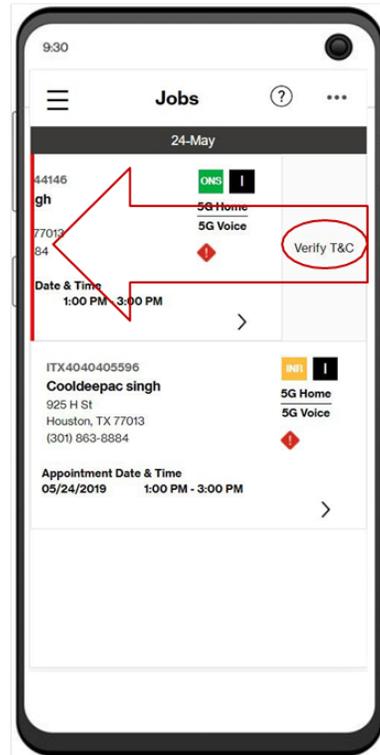


## VPM – When the T&C’s are signed by the Customer

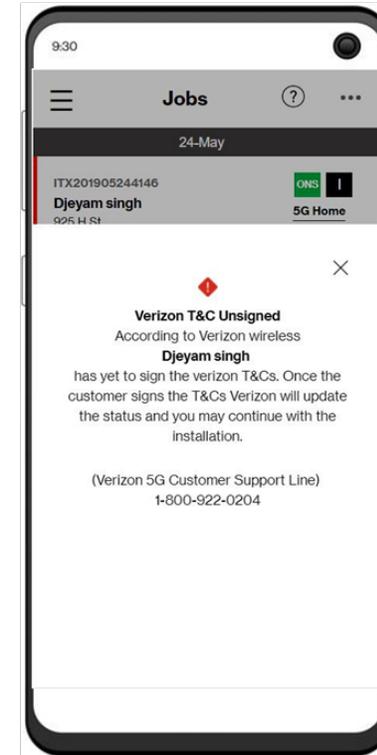
- You will see a red explanation point on the main job screen in the job field



- When you try to go to the next step on the job, the only option will be "Verify T&C"



- Click on "Verify T&C" to show the screen below





## Case Study

The image displays the Boeing BDS Mission Assurance website across four different devices: a tablet, a smartphone, a desktop monitor, and another smartphone. The desktop monitor shows the full website layout, including a navigation bar with "Mission Assurance Council", "Air Safety Council", "Airworthiness Certification Council", and "System Safety Council". Below this are several content tiles with icons and titles: "What is Mission Assurance?", "MA Engagement Model", "Technical Success Factors", "Reduce risk", "Technical Independent Review (TIR)", and "Engineering Root Causes". The tablet and smartphone views show a responsive, condensed version of the same content. The second smartphone view shows a detailed profile for Dr. Todd Citron, Vice President of Mission Assurance, including his title, role, and a "Council organization charts" link.



## WEB CONTENT/ UX CONSULTANT

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### Intro

The Boeing Company is an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets, satellites, telecommunications equipment, and missiles worldwide.

### MY ROLE - WEB CONTENT/ UX CONSULTANT

I managed the design, development (in-house Web design team), and launch of this new site while running 2- week sprints. I planned the website hierarchy and all the features together with my design and develop team. Me and the one other designer worked together to create wireframes and final designs.

- Executed all visual design stages from concept to final hand-off to engineering
- Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks
- Created wireframes, storyboards, user flows, process flows and site maps to effectively communicate Human Center Interaction and design ideas
- Presented and defended designs and key milestone deliverables to peers and executive level stakeholders
- Established and promoted design guidelines, best practices and standards
- Communicated latest Web trends, techniques, and technologies to the team of designs and developers, and provided assurance that all site was 508 compliant
- Maintained websites for clients and business partners.
- Defined the UX vision
- Created UX strategies
- Ensured the web servers, hardware and software are operating accurately
- Designed websites. (RWD)
- Designed all elements with Boeing branding guidelines
- Connected design strategy to business results
- Produced a UX developer's roadmap



## PROJECT SCOPE

I was to create a new internal website for BDS Mission Assurance. Develop and design new content. Deliver modern, branded website.

## TARGET AUDIENCE

All Boeing employees but especially those who need information and resources regarding mission assurance. The audience is keen on science, engineering, analysis and processes.

## Key Message

Design a user experience for SME to find other SMEs who can help and to discover how other related organizations process and manage mission assurance.



Boeing's: International Business Support website



## NOTES:

The challenge was to engage users and guide their quests for information. Users want to find people – the experts; and process.

The landing page features an edge-to-edge banner with captivating images that span Boeing's product portfolio. This was important because even though the program is sponsored by BDS, it attracts and supports people and Mission Assurance efforts throughout the enterprise.

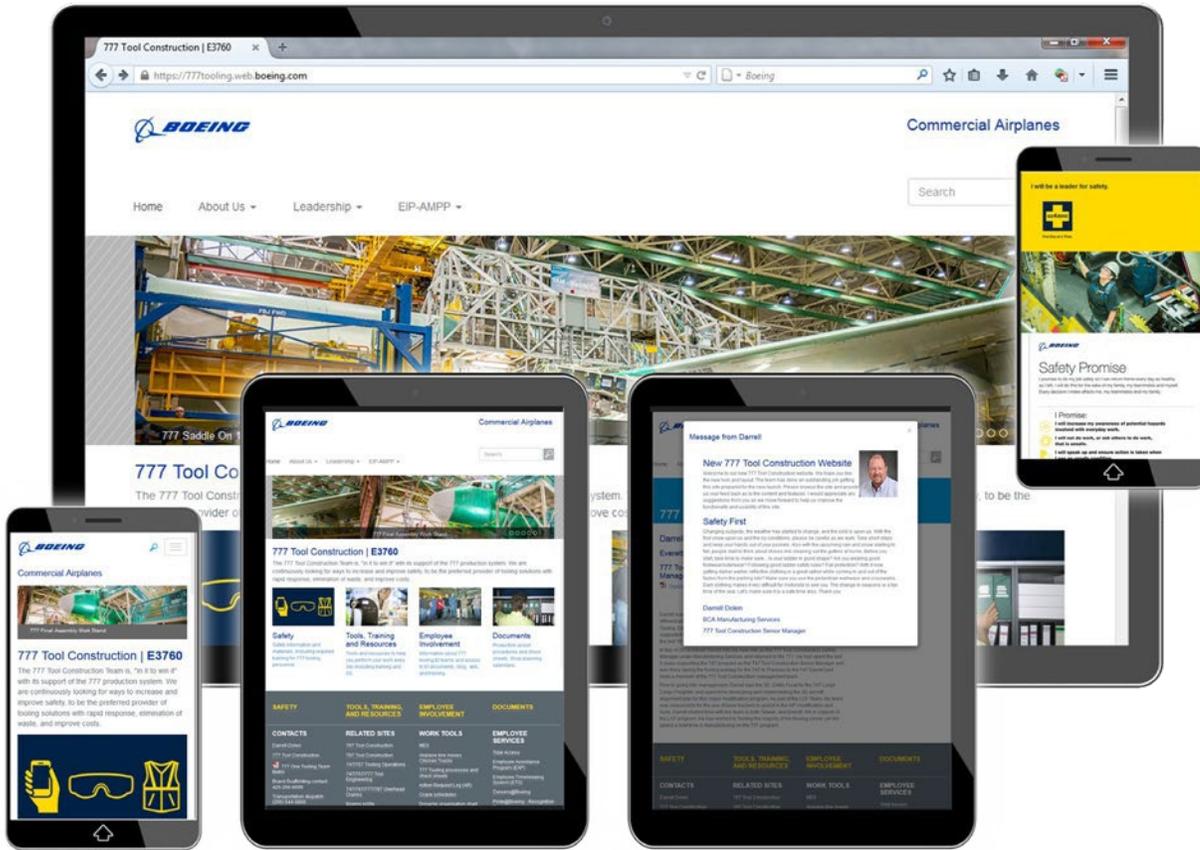
The solution was to highlight on the landing page the four Councils; and the six Pillars of Mission Assurance. These combined to represent the heart of the program and satisfy the users. Upon arriving users were immediately assured that this is the place to get the information they needed.

The Mission Assurance identity – the Shield – presented a design challenge. It has previously been treated as a logo and is integral to the program identity and messaging. I used it as a graphic element and as a signature piece in the footer. This pleased the client as the identity was not diminished even though it was not in the hero position.

A key functional design feature is the use of sortable tables to identify SMEs and related information. The table is quite extensive and the sorting ability is a functional solution that provides the users multiple options for sorting and finding information about SMEs.



## WEB CONTENT/ UX CONSULTANT



BCA 777 Tool Construction

### Project Scope

Create a new internal website for BCA 777 Tool Construction.

### Target Audience

Shop floor employees and their managers. These people need quick and intuitive access to everyday tools, information and training to perform daily production tasks and business activities.

### Key Message

The 777 Tool Construction Team is, "in it to win it" with its support of the 777-production system. To the production employees and managers this means "give me the tools, information and training I need to do my job"



**NOTES:**

Having the right tools does not always mean having all the tools. The design and information challenge were to stay focused on the right stuff – that which is relevant to everyday job performance.

I helped the business partner weed out the non-essential fluff and sort and categorize information into buckets that make sense to users. Safety comes first on the job and on the landing page. It is the first of four featured categories.

Other everyday links were arranged in the footer. Although not feature items, this made them accessible from every page. This satisfied the users who wanted this type of global navigation to these items throughout the site.

A modal window was used to highlight leadership's message. This modal overlay – available as a popup over any page – subtly and visually reinforced the idea that the message applies to every aspect of operations.



## PROJECT SCOPE

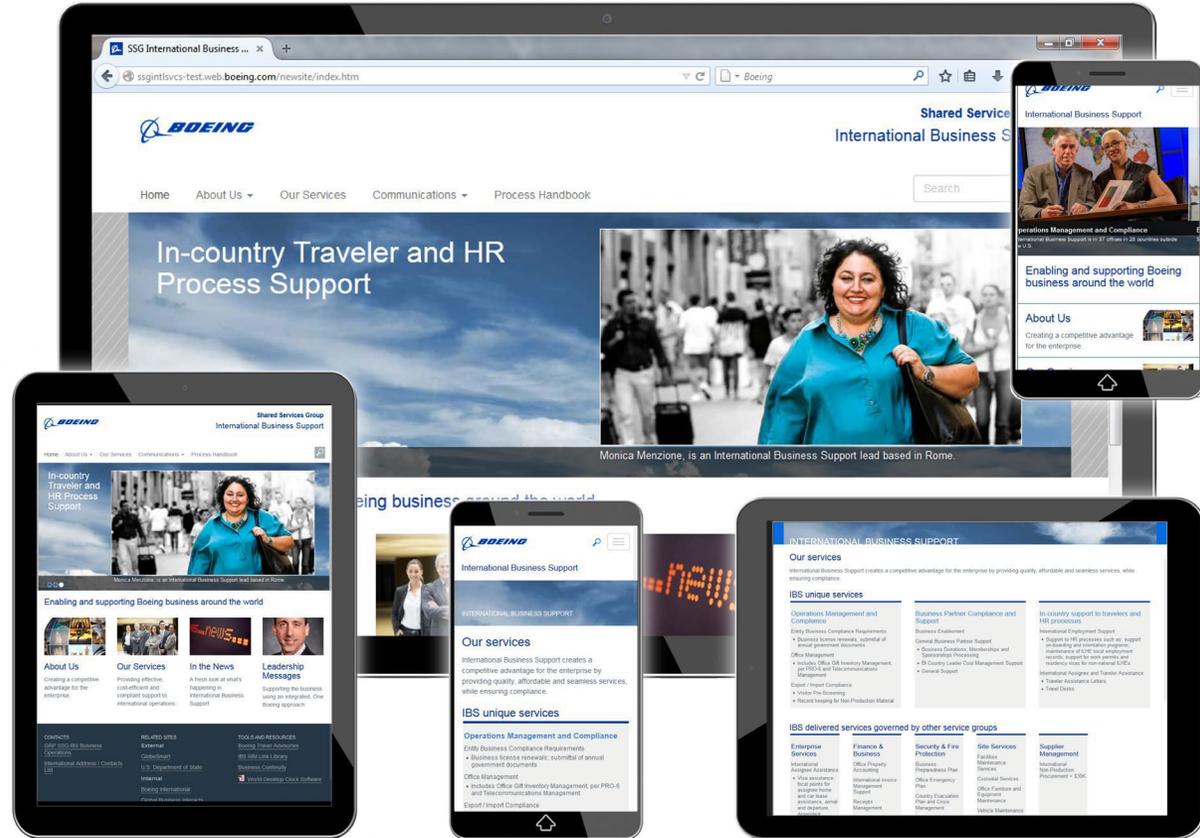
I was to create a new internal website for SSG International Business Support. Develop and design new content. Deliver modern, branded website.

## TARGET AUDIENCE

Members of SSG International Business Support organization and the Boeing employees and teammates they support who work in or travel to international locations.

## KEY MESSAGE

Enabling and supporting Boeing business around the world.



SSG International Business Support



## NOTES:

This site has the dual purpose of being organizational-facing as well as customer-facing. The information is designed and arranged to serve both audiences. The landing page begins with a banner that announces the three focus areas of the organization. It uses fresh photography with a people focus.

A design challenge was to incorporate smaller images into the horizontal banner. The solution is to have the images float across a sky background along with the related titles and captions. It gives a nice uncluttered, openness to the banner design. Four feature categories are arranged to first satisfy the customer's search for general information and services and then to focus on organizational-facing activities and news.

The Services page was a responsive design challenge with its three- and five-column layouts that had to be designed to display on desktop as equal length columns, and as a single stack on mobile.



**BOEING®**

WEB CONTENT/ UX CONSULTANT

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## **RETROSPECTIVE:**

This project taught me a lot about a holistic approach to find contents and tech solutions. In my research with each department at Boeing I found that most users wanted a more efficient and faster site and process.

However, we found that a majority of the people interview didn't have the best user experience about their shared experiences with the current sites and this helped create digital connections throughout the Boeing Enterprise. I found that increasing efficiency doesn't make an experience more memorable. However, designing to enable the fulfillment of a user's overarching goals does.

# Thank You

LOOKING FORWARD TO SPEAKING WITH YOU SOON...



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