Andrew Simone
Digital Delivery & Product Strategist

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me@andrewsimone.com
314-974-4338

Helping global brands and startups chase value, not trends

I'm a Senior Delivery and Product Strategist with 13+ years of technology experience in a large variety of industries, helping early seed start-ups to enterprise organizations build and iterate products.

I have deep experience in both managing native mobile UI/UX design and software development and enterprise level web and cloud services. I greatly enjoy learning about new industries and helping people discover and build tech that can help answer human problems.

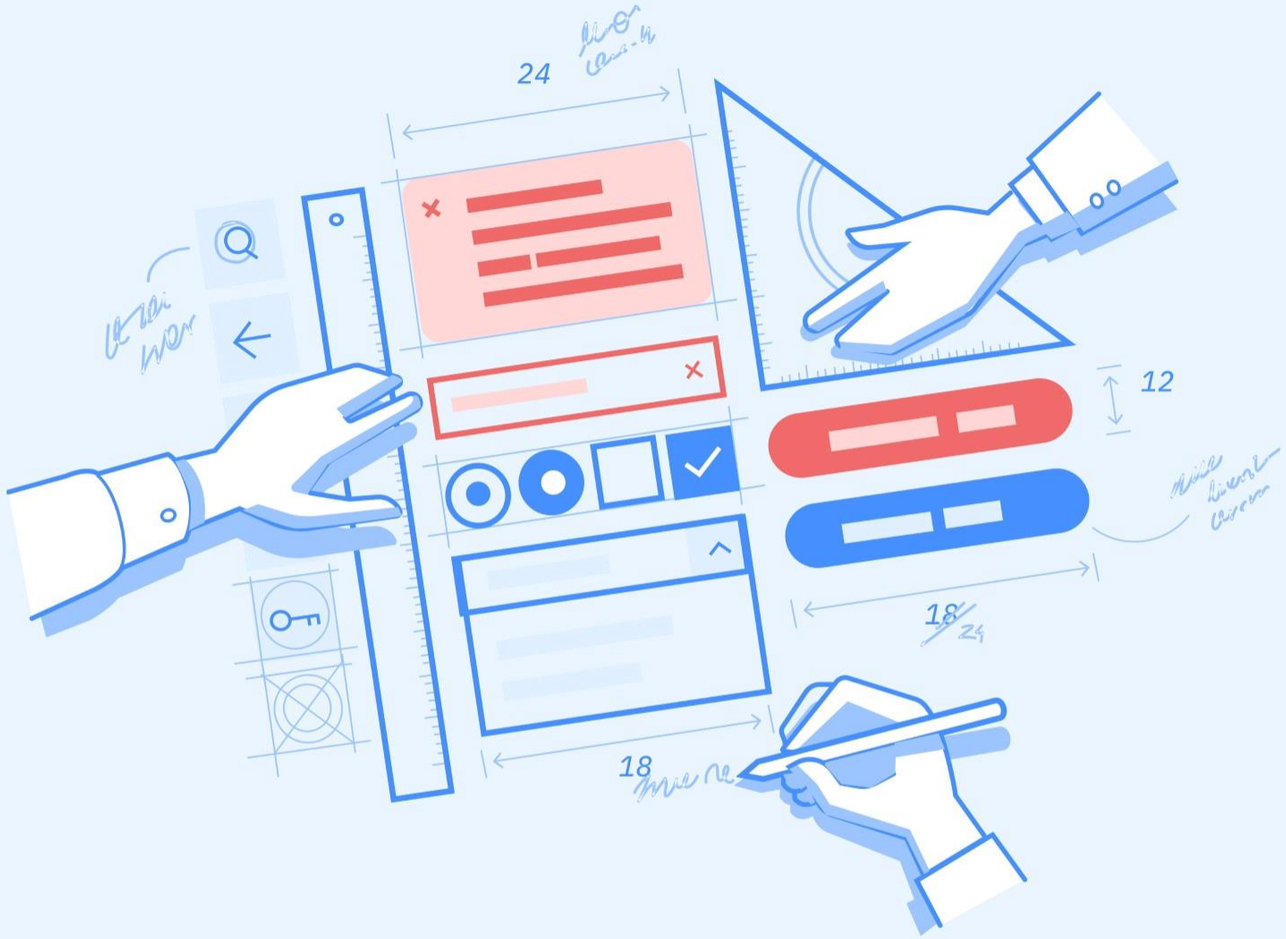
Product Development Examples

Non-Exhaustive List of Projects I've led

- **Risk Management Systems (now Moody's):** developing a Design System to accelerate modernized web SaaS product development.
- **Sandisk iXpand**: a consumer electronic mobile application re-design and development to improve sales and Apple App Store rating.
- **Fluent Forever**: helping a founder crowdfund and develop a digital version of his popular language learning system.
- **Twitter VIT:** design and development of a celebrity-only application for Twitter to help drive user engagement on their platform.
- **Instacart:** rapid prototyping a new system for their shoppers to more quickly and efficiently buy groceries for consumers.

RMS Design System

Building an Enterprise Design System from Scratch



Industry

Risk Management

Expertise

Design System, Product Design, User Interface, Documentation

Platforms

Web, Mobile

Deliverables

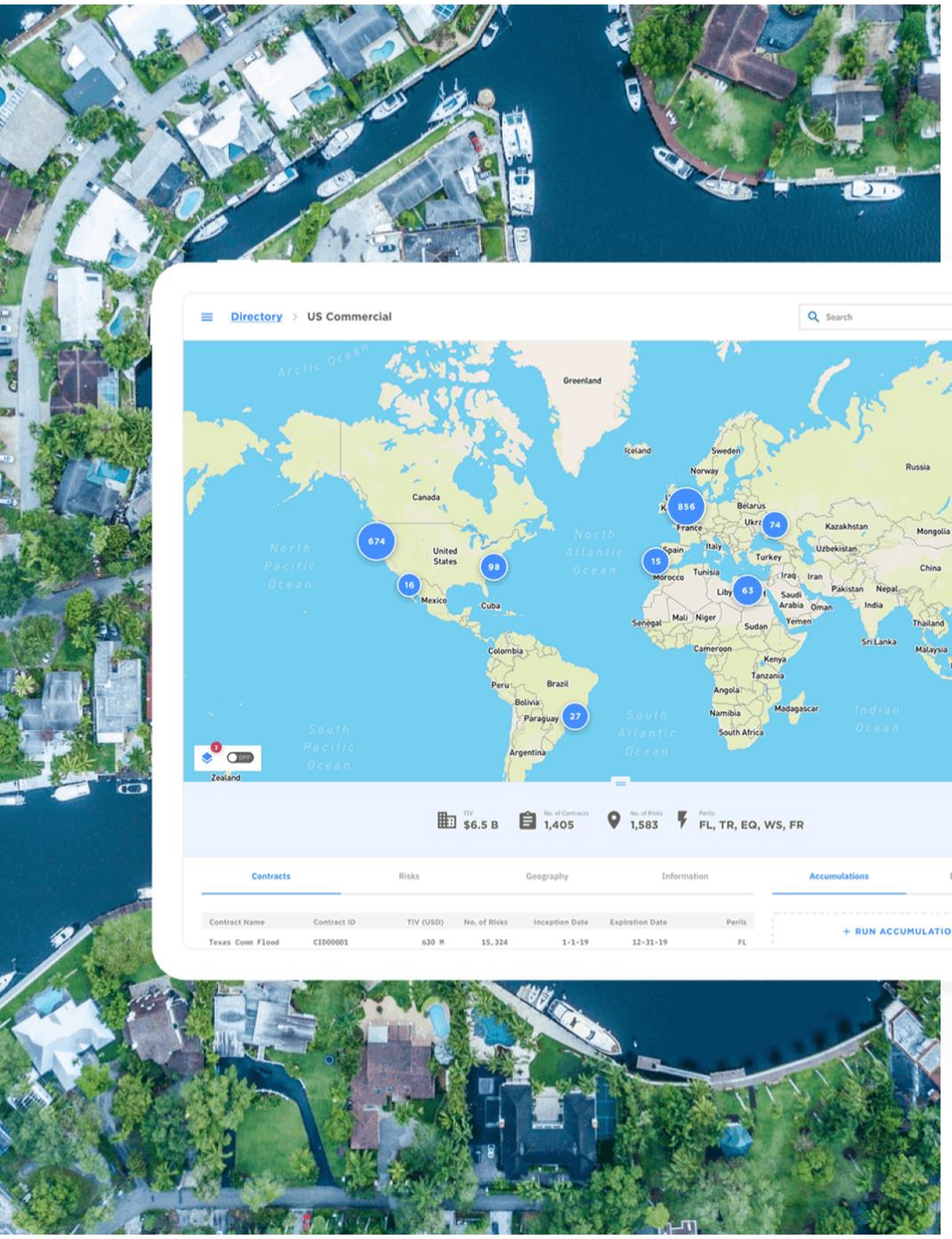
UX, UI, Strategy

Introducing RMS

Providing risk management solutions

RMS (now part of Moody’s) provides hundreds of insurers, financial institutions, and corporations with models, technology, and services to better manage catastrophe risks throughout the world.

The world's leading risk management company approached my employer to create a scalable, modern design system that allowed them to streamline their design process and promote consistency across their products and applications.

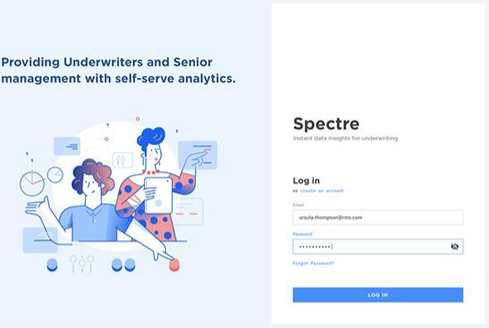


Design Systems are becoming increasingly valuable because they create a single unified experience across multiple products and platforms — promoting consistency, speeding up workflow, and improving user experience. They allow for several product teams within a company to design and develop product experiences adhering to a set of core principles, styles, and patterns.

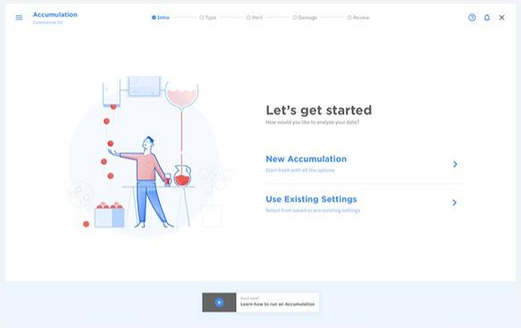
The challenge

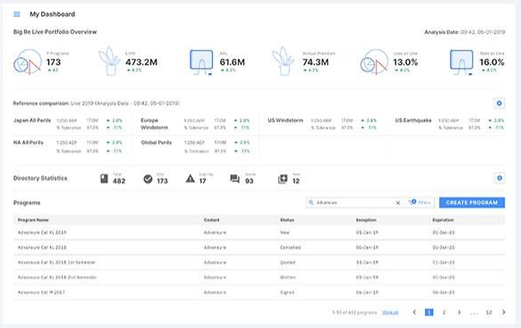
With an expanding portfolio of products, RMS wanted a unified experience for their customers and a centralized design language for their product designers and developers.

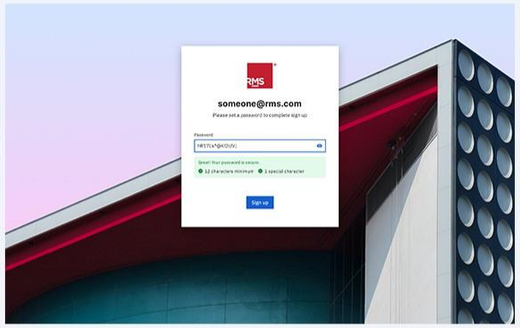
Working closely with RMS executives, my team created a robust design system of visual styles, components, and code values that enable RMS to prototype and experiment with ideas in high fidelity faster and at a lower cost.

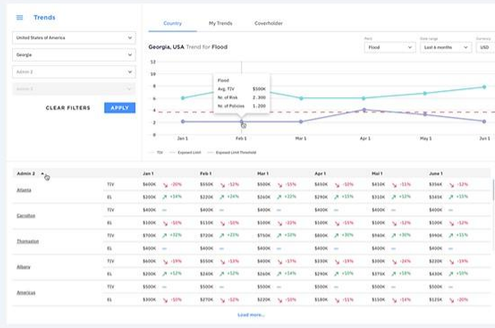

Providing Underwriters and Senior management with self-serve analytics.

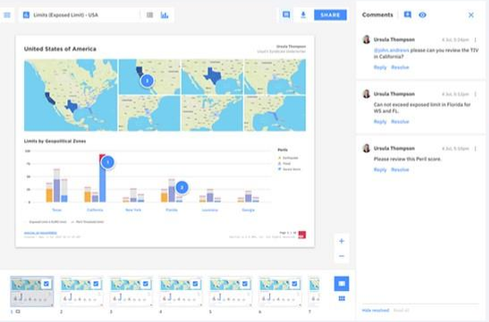
Spectre
Instant data insights for underwriting
Log in
or create an account
Email
ursula.thompson@rms.com
Password
Forgot Password?
LOG IN

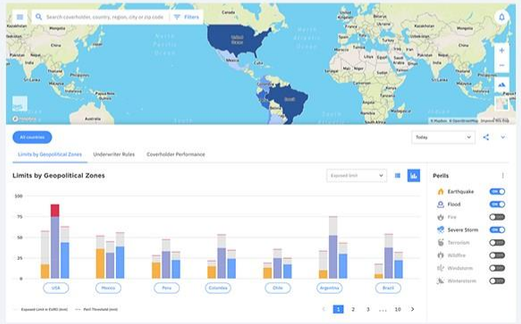

Accumulation
Let's get started
How would you like to analyze your data?
New Accumulation
Start from with all the options
Use Existing Settings
Select from saved or pre-existing settings

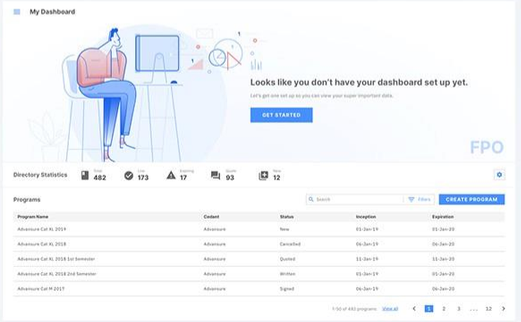

My Dashboard
Big Re Live Portfolio Overview
Analysis Date: 09-02, 05-01-2019
473.2M
61.6M
74.3M
13.0%
16.0%
Directory Statistics
482
173
17
93
12
Programs
CREATE PROGRAM

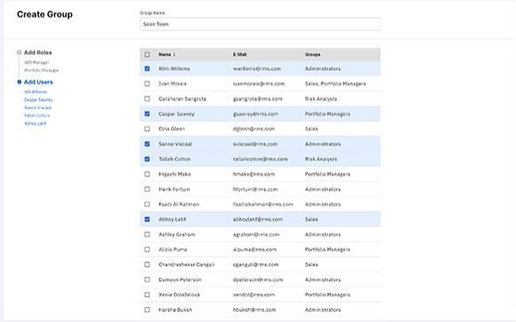

someone@rms.com
Please set a password to complete sign up
Sign up

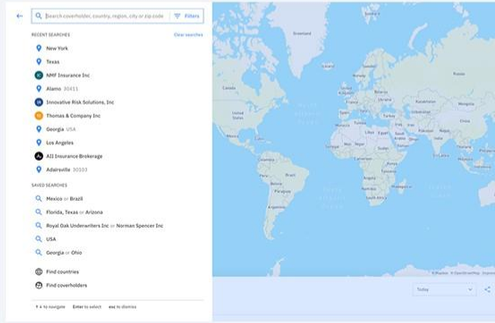

Trends
Georgia, USA Trend for Flood
CLEAR FILTERS
APPLY

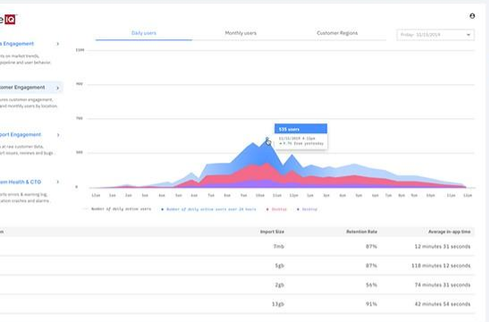

Limits (Exposed Limit) - USA
SHARE
United States of America
Limits by Geopolitical Zones
Comments

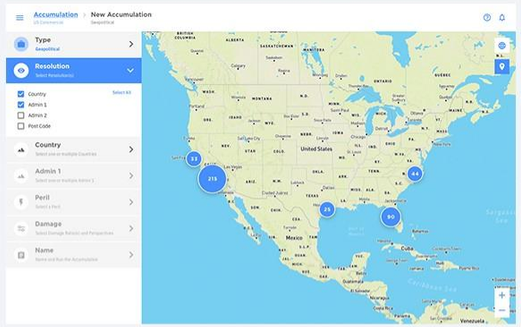

Limits by Geopolitical Zones
Underwriter Rules
Coverholder Performance
Perils

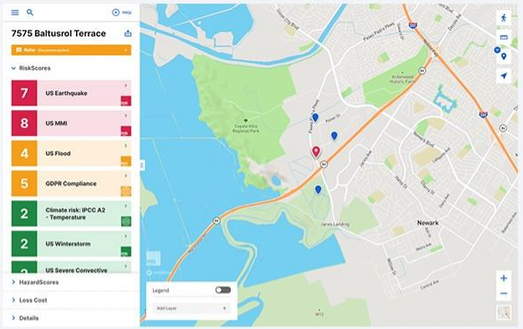

My Dashboard
Looks like you don't have your dashboard set up yet.
GET STARTED
FPO
Directory Statistics
Programs
CREATE PROGRAM

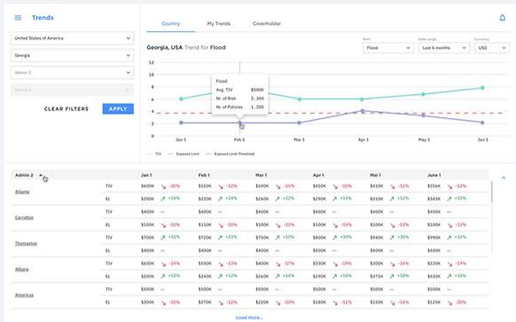

Create Group
Group Name
Sales Team
Add Roles
Add Users

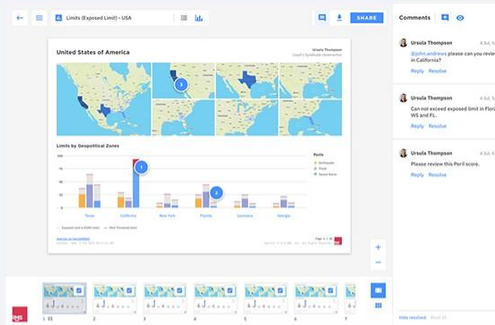

RECENT SEARCHES
SAVED SEARCHES

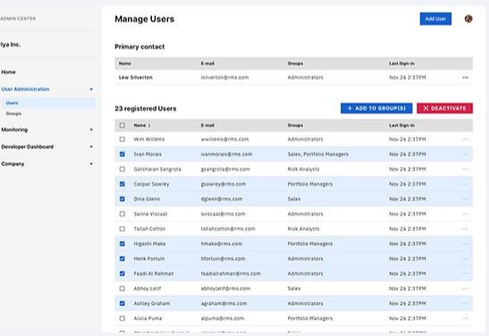

Daily users
Monthly users
Customer Regions

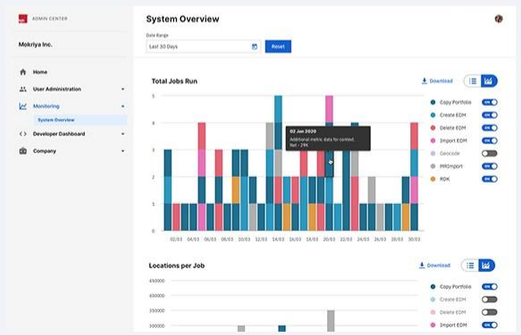

Accumulation
New Accumulation
Type
Resolution
Country
Peril
Damage
Name

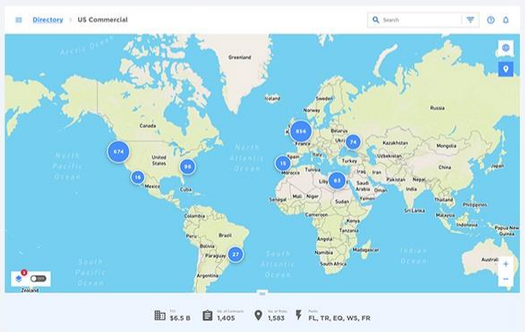

7575 Baltusrol Terrace
RiskScores
7 US Earthquake
8 US MMI
4 US Flood
5 GDPR Compliance
2 Climate risk: IPCC A2 - Temperature
2 US Winterstorm
US Severe Convective
HazardScores
Loss Cost
Details


Trends
Georgia, USA Trend for Flood
CLEAR FILTERS
APPLY

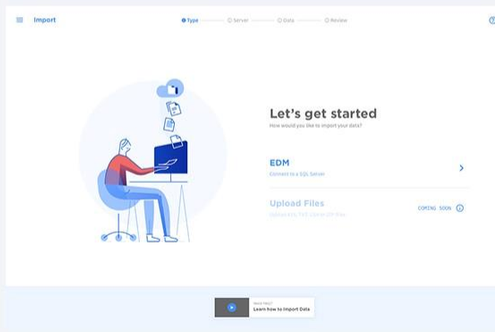

Limits (Exposed Limit) - USA
SHARE
United States of America
Limits by Geopolitical Zones
Comments


Manage Users
Add User
Primary contact
23 registered Users
+ ADD TO GROUP(S)
DEACTIVATE


System Overview
Total Jobs Run
Locations per Job


Directory
US Commercial

Create Consistent & Scalable Experiences
LEARN MORE
RMS Design System
We've created a unified library of visual styles, UI components and UX patterns to provide customers with a cohesive experiences across our applications

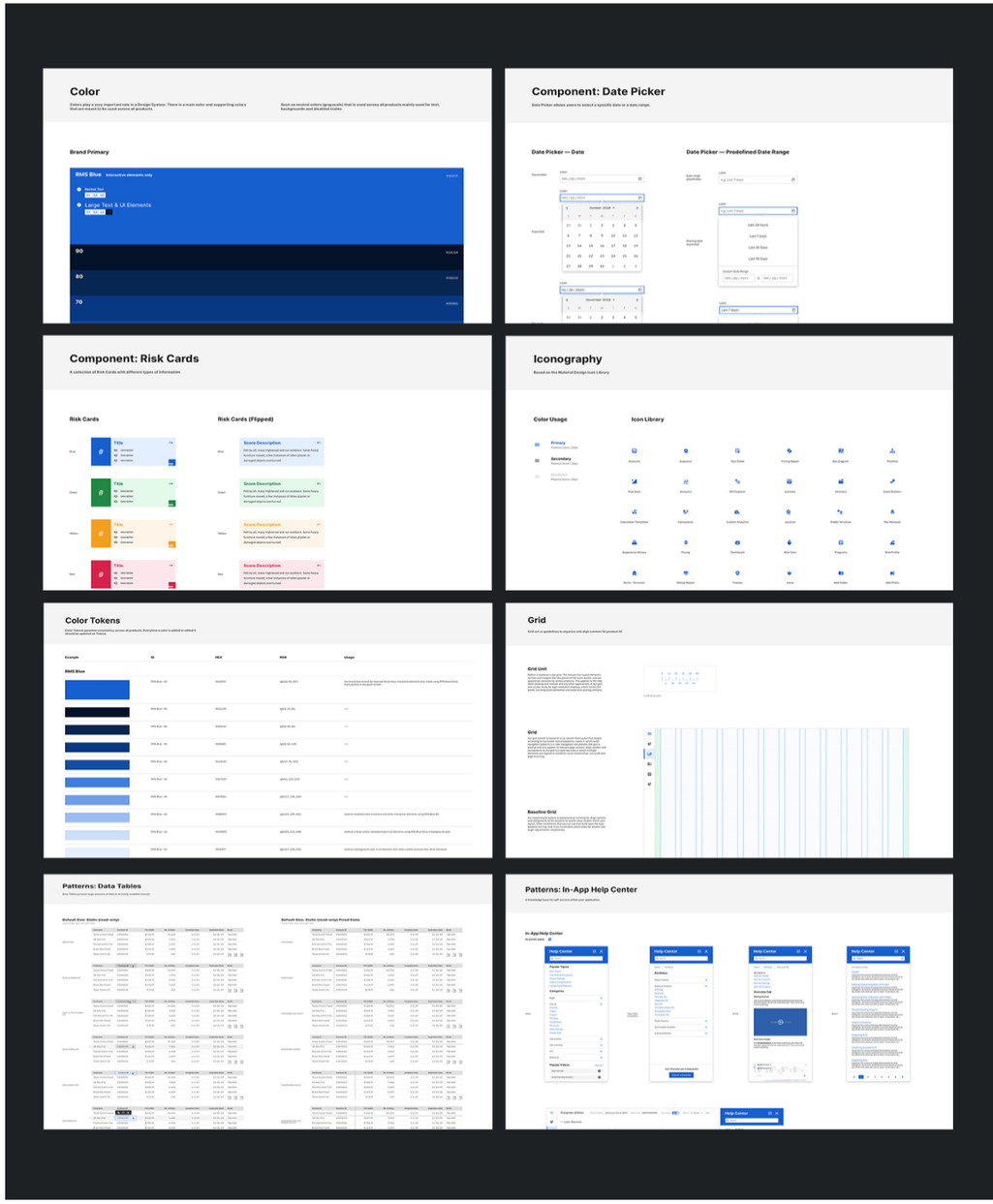

Import
Let's get started
How would you like to import your data?
EDM
Upload Files

The approach

Creating a unified language

To work through these challenges and keep our decision-making process fast, we created a dedicated Slack channel and treated the effort like a startup. I invited a small group of designers and engineers so we could dedicate ourselves to agilely designing and building the RMS Design System.

The goal of the Design System was to create beautiful and accessible products with a unified design language. To reduce implementation effort, our components needed to be reusable and adaptable to any platform. To be as efficient as possible, we narrowed the initial scope by creating the system first for Desktop.



Laying the foundation

Our initial step was to determine what elements of the design system RMS already had implemented and understand what parts the team still needed to create.

We ran a design and development audit on their existing products to loosely define the foundation of the design system — gathering color, typography, spacing, and essential component styles. This discovery phase provided us a clear roadmap and allowed us to begin defining our standardized components.

We started by prioritizing the atomic levels of the Design System — typography styles, color styles, and spacing rules. We defined these rules first because they would ultimately affect the molecular elements of the system. We then built out the essential components (i.e. buttons, dropdowns, input fields, etc.) because these would be the building blocks for more complex parts. By starting with the smallest elements first, we built the foundation for a robust Design System.

Spectre
Log in
LOG IN
New Accumulation
Use Existing Settings
Programs
Create Group
Add Roles
Add Users
My Dashboard
Looks like you don't have your dashboard set up yet.
GET STARTED
FPO
CREATE PROGRAM
Directory Statistics
Comments
SHARE
Limits by Geopolitical Zones
Perils
Trends
Georgia, USA Trend for Flood
CLEAR FILTERS
APPLY
7575 Baltusrol Terrace
RiskScores
US Earthquake
US MMI
US Flood
GDPR Compliance
Climate risk: IPCC A2 - Temperature
US Winterstorm
US Severe Convective
HazardScores
Loss Cost
Details
Accumulation
New Accumulation
Type
Resolution
Country
Admin 1
Peril
Damage
Name
Directory
US Commercial
System Overview
Total Jobs Run
Mokriya Inc.
Create Consistent & Scalable Experiences
LEARN MORE
Getting Started
Guidelines

Summing it up

Working together towards the same goal

After more than a year of hard work, my team released a top-quality design system that serves as the single source of truth for both design and development — allowing for an efficient, consistent, and scalable customer experience.

This design system also allowed my organization to grow the account, and I was also able to scale the client's engineering and QA teams to accelerate their transformation efforts of converting their legacy systems into new modern SaaS products over the next couple years.

Press

- Dribbble Courtside

5+

fully functional products built in less than a year

30%

time saved in prototyping

$50k

saved per release in cleaning up UI issues

100+

components created and growing

SanDisk iXpand Drive

Better Mobile Backup for Millions of Users

Industry

Storage Devices

Expertise

Strategy, Product Design, Engineering, QA

Platforms

iOS, Android

Deliverables

UX, UI, Development

Introducing SanDisk

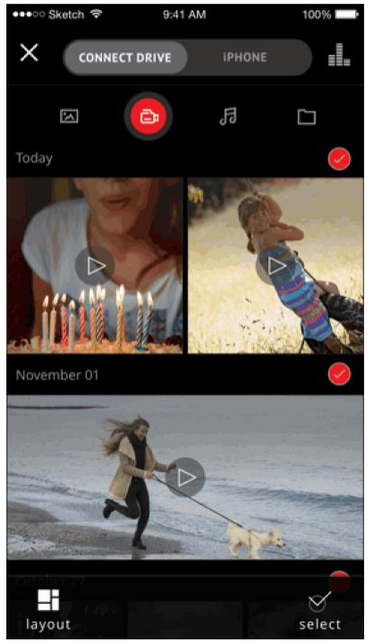
Helping people shoot, store, and share every experience

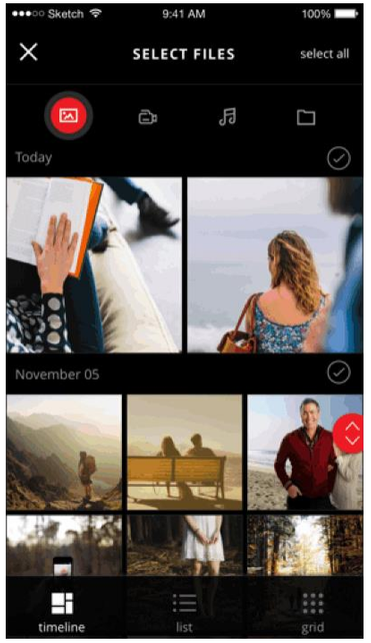
SanDisk is a global leader in flash memory storage solutions such as memory cards, readers, and USB flash drives. The iXpand is a portable flash drive that allows users to transfer files from their iPhone to their computer to clear cell phone space while backing up photos and videos in a non-cloud environment. With cell phones functioning like our second brains today, the iXpand is arguably one of SanDisk’s most important storage solutions.

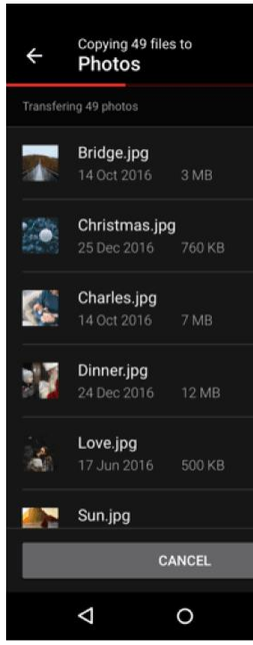
The challenge

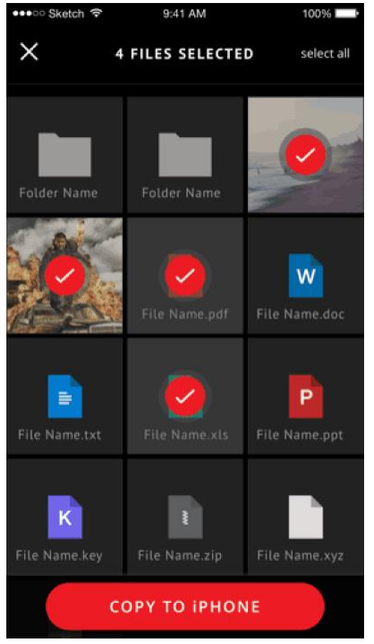
Although the concept of the iXpand was sound, user sentiment for the app was low, and SanDisk was averaging a 2.5-star consumer rating on the App Store. Users complained that the app's functions were not understandable, and the user experience was far from intuitive. What's more, the app's visual design did not integrate cohesively with the overall SanDisk brand, so a full UX/UI refresh needed to go hand-in-hand with the new functionality.

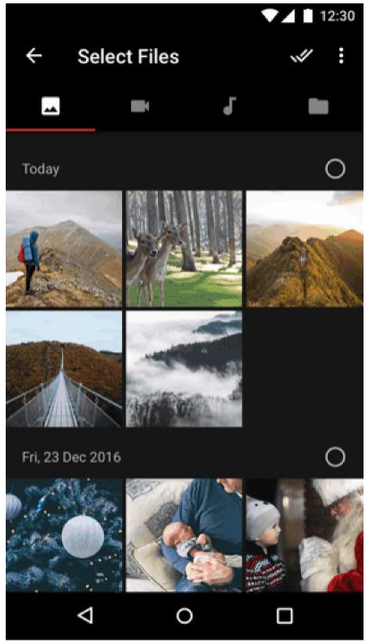
With a Japanese telecom deal on the line and 15 weeks to launch, we designed and developed with speed and efficiency.

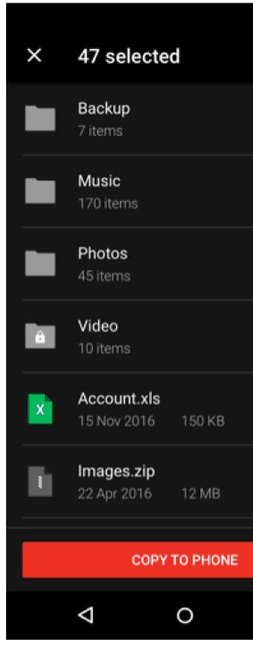












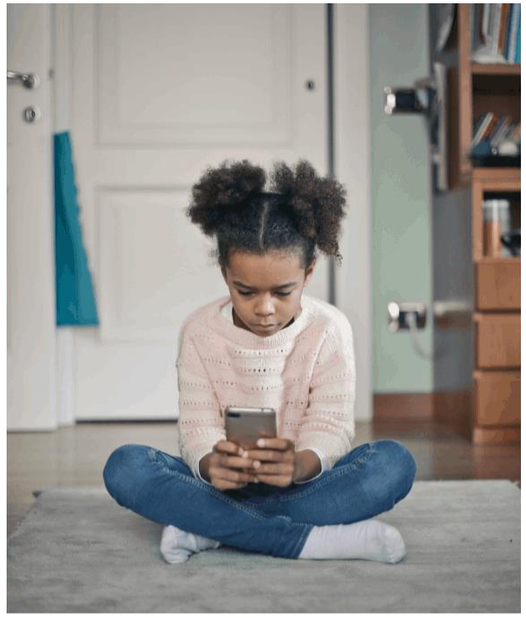
The approach

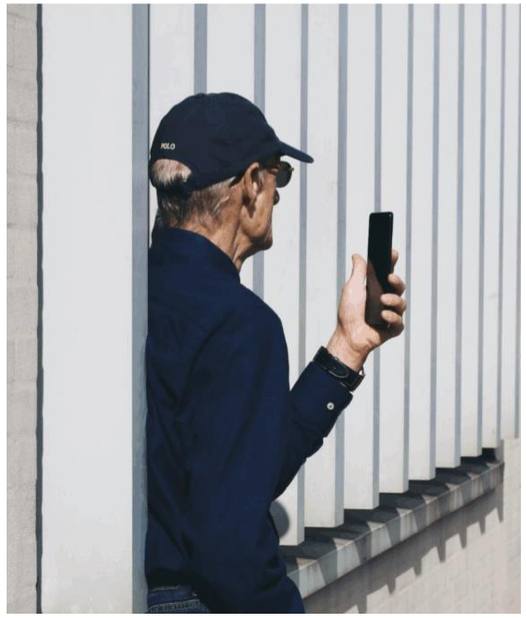
Establishing KPIs and key metrics

As the lead product manager, I started by working closely with my team to identifying the key use cases for the iXpand Drive and the key user groups. The priority was to focus on the reason the app exists, which is to help users clear space on their cell phones.

In the Product Strategy Brief we identified the following key metrics:

Number of Times the iXpand is Plugged In	**Average Number of Files Transferred**	**Number of Media Files Played**	**Types of Media Files Played**	**Standard Retention Metrics**





Research

Identifying different types of people and their needs

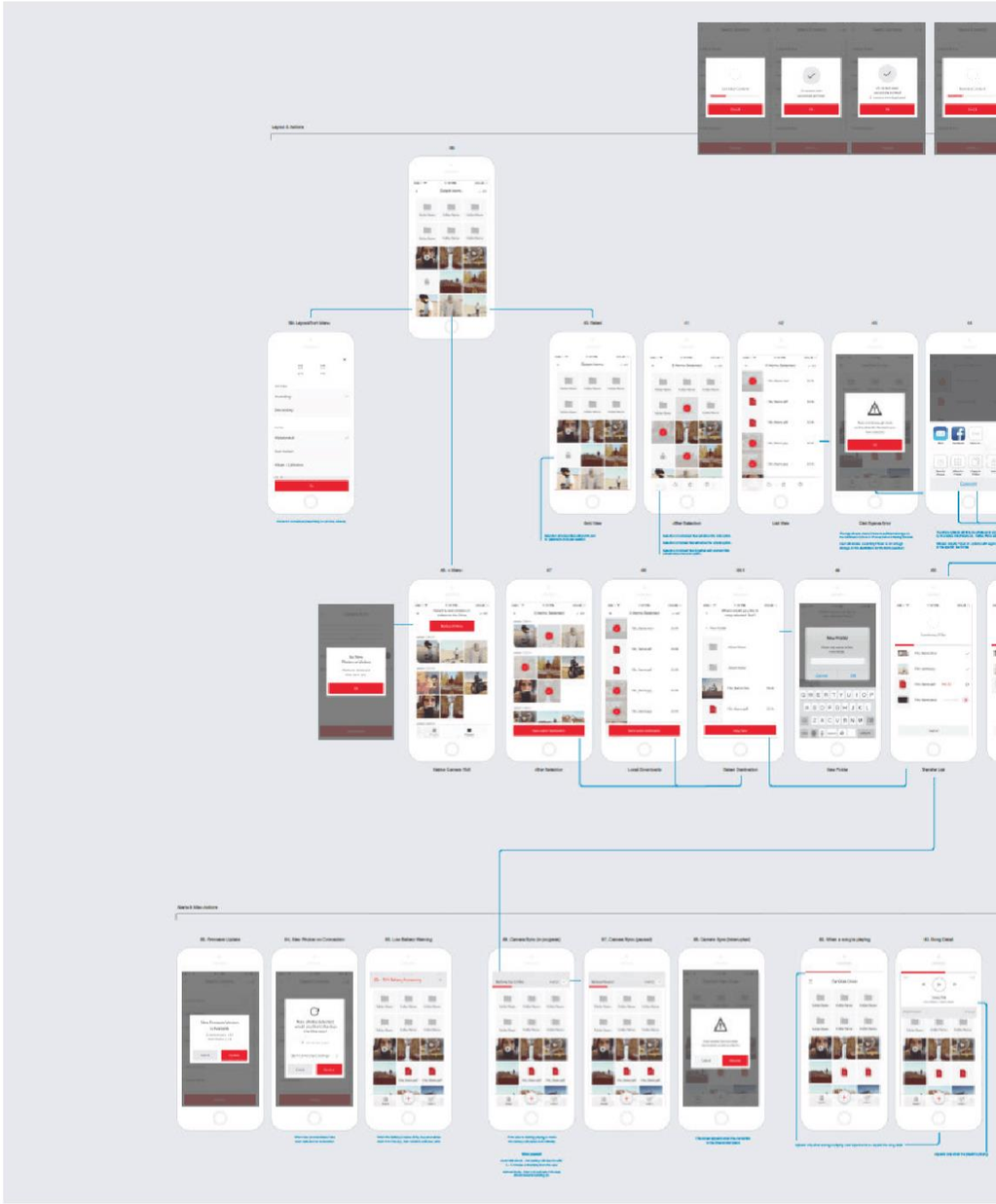
We spoke with iXpand users to identify their needs and where they struggled while using the app's current version.

With the product KPIs and the users' feedback in mind, the design and development of the interface began. I had the team focus on simplifying the four core features of the app through a dynamic card-based interface: backup and restore contacts, record directly from the camera to the drive, stream videos from the iXpand, and backup photos from social media.

Wireframing

Improving the core app experience

Before bringing the app design to life, we created a strategic blueprint that made high-level recommendations for simplifying the overall app experience. We wireframed a completely new user experience that focused on reducing confusion and frustration and building confidence and trust among users of all ages and across different geographical regions.

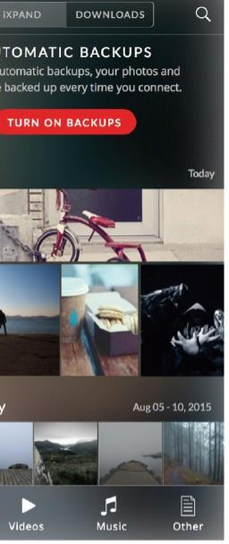


Mood board & Visual Design

In this project phase, we focused on creating the best user experience. We set up a mood board (a showcase of potential visual design approaches for the interface) to help identify what would and wouldn't work for the end-users and to validate with SanDisk the visual approach for the UI.

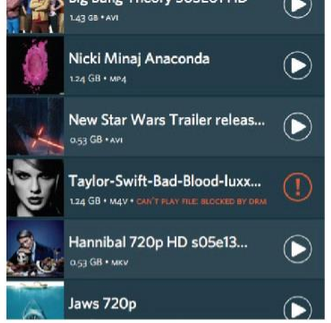
Defining a visual approach for the UI provided us a clear roadmap and allowed us to reach a consensus on the overall tonal experience of the product.

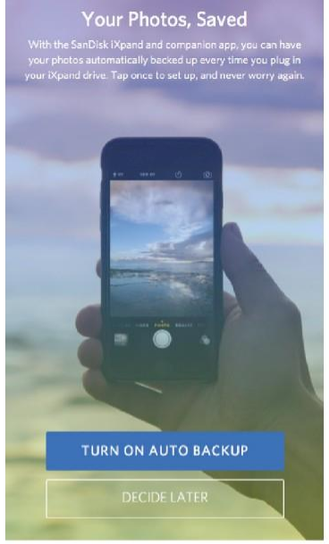
With an extremely tight timeline and only two designers available, I had to run parallel efforts on different functional user flows to hit deadlines. I worked extremely closely with the designers, sometimes having multiple discussions a day (afternoon and end of day), to ensure the different functional user flows aligned with the overarching user experience and visual design.


iXPAND
DOWNLOADS
TOMATIC BACKUPS
utomatic backups, your photos and
backed up every time you connect.
TURN ON BACKUPS
Today
Aug 05 - 10, 2015
Videos
Music
Other

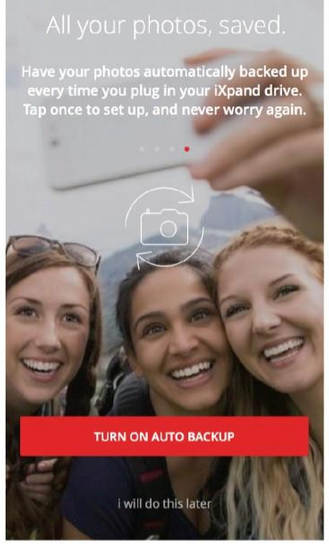
FREE UP MEMORY TO
MAKE MORE MEMORIES

Always Improving
If you'd like to receive updates to the SanDisk iXpand Drive and learn about new ways to save space on your iPhone, tap below.
SUBSCRIBE FOR UPDATES
DECIDE LATER

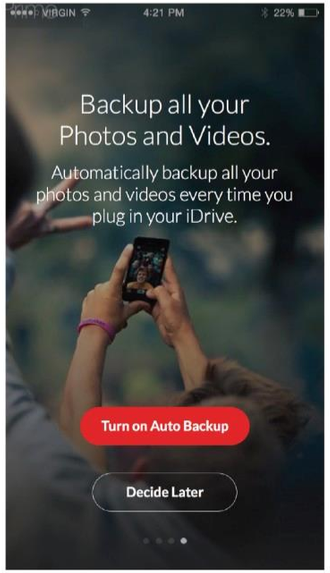

Nicki Minaj Anaconda
1.24 GB • MP4
New Star Wars Trailer releas...
0.53 GB • AVI
Taylor-Swift-Bad-Blood-luxx...
1.24 GB • M4V • CAN'T PLAY FILE: BLOCKED BY DRM
Hannibal 720p HD s05e13...
0.53 GB • MKV
Jaws 720p
13 FILES • 8.9 GB • 6.7 GB AVAILABLE

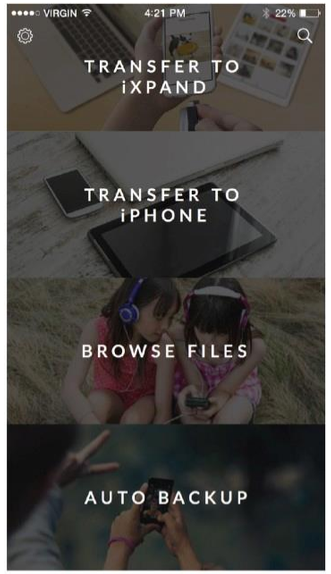

Your Photos, Saved
With the SanDisk iXpand and companion app, you can have your photos automatically backed up every time you plug in your iXpand drive. Tap once to set up, and never worry again.
TURN ON AUTO BACKUP
DECIDE LATER

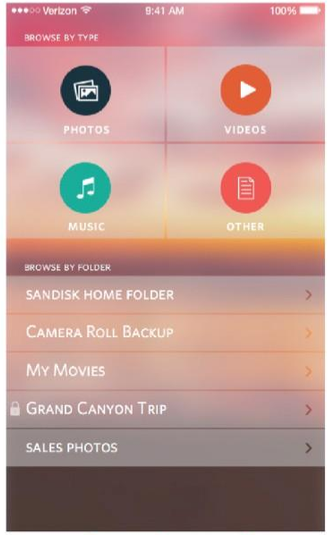
TRANSFER TO iDRIVE
Transfer files from iPhone Camera Roll to the iDrive.
TRANSFER TO iPHONE
Transfer files from iDrive to the iPhone camera roll.

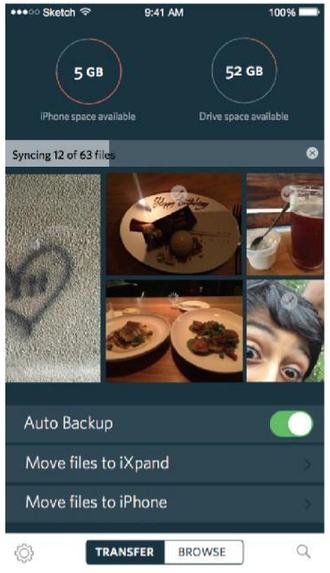

All your photos, saved.
Have your photos automatically backed up every time you plug in your iXpand drive. Tap once to set up, and never worry again.
TURN ON AUTO BACKUP
I will do this later

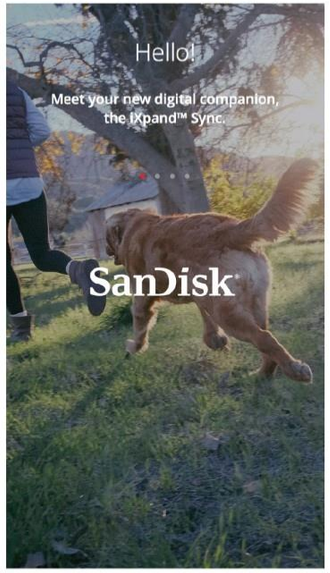
EE UP MEMORY TO
KE MORE MEMORIES

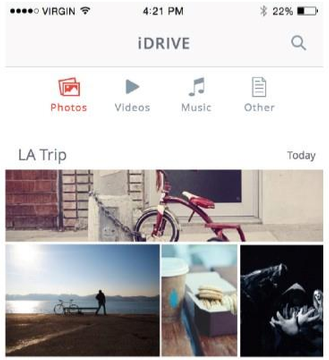

VIRGIN
4:21 PM
22%
Backup all your Photos and Videos.
Automatically backup all your photos and videos every time you plug in your iDrive.
Turn on Auto Backup
Decide Later

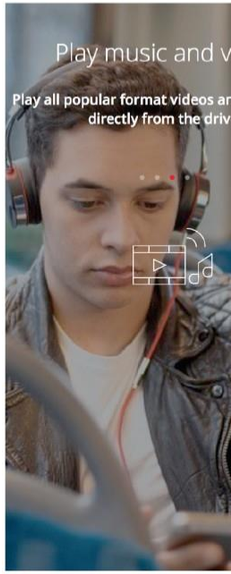

VIRGIN
4:21 PM
22%
TRANSFER TO iXPAND
TRANSFER TO iPHONE
BROWSE FILES
AUTO BACKUP


Verizon
9:41 AM
100%
BROWSE BY TYPE
PHOTOS
VIDEOS
MUSIC
OTHER
BROWSE BY FOLDER
SANDISK HOME FOLDER
CAMERA ROLL BACKUP
MY MOVIES
GRAND CANYON TRIP
SALES PHOTOS
TRANSFER
BROWSE

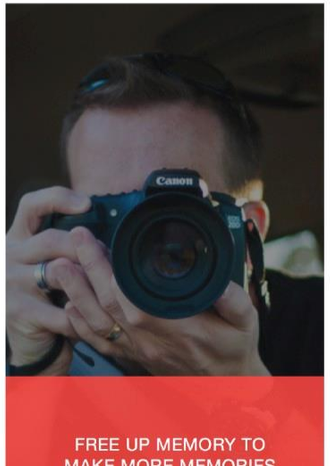

Sketch
9:41 AM
100%
5 GB
iPhone space available
52 GB
Drive space available
Syncing 12 of 63 files
Auto Backup
Move files to iXpand
Move files to iPhone
TRANSFER
BROWSE


Hello!
Meet your new digital companion, the iXpand™ Sync.
SanDisk

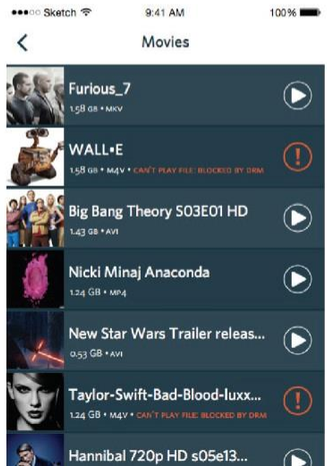

VIRGIN
4:21 PM
22%
iDRIVE
Photos
Videos
Music
Other
LA Trip
Today

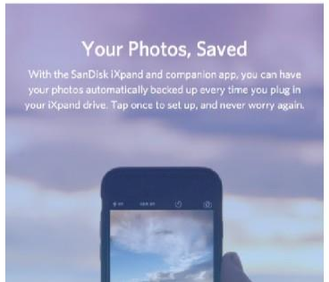

Play music and v
Play all popular format videos ar
directly from the driv

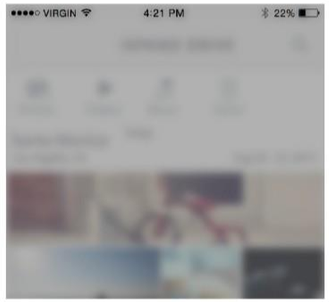
4:21 PM
22%
iXPAND
DOWNLOADS
TOMATIC BACKUPS
utomatic backups, your photos and
backed up every time you connect.
TURN ON BACKUPS
Today


FREE UP MEMORY TO
MAKE MORE MEMORIES

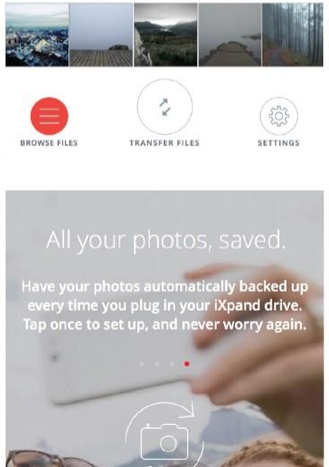
Always Improving
If you'd like to receive updates to the SanDisk iXpand Drive and learn about new ways to save space on your iPhone, tap below.


Sketch
9:41 AM
100%
Movies
Furious_7
1.58 GB • MKV
WALL•E
1.58 GB • M4V • CAN'T PLAY FILE: BLOCKED BY DRM
Big Bang Theory S03E01 HD
1.43 GB • AVI
Nicki Minaj Anaconda
1.24 GB • MP4
New Star Wars Trailer releas...
0.53 GB • AVI
Taylor-Swift-Bad-Blood-luxx...
1.24 GB • M4V • CAN'T PLAY FILE: BLOCKED BY DRM
Hannibal 720p HD s05e13...

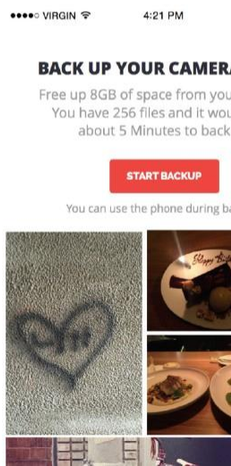

Your Photos, Saved
With the SanDisk iXpand and companion app, you can have your photos automatically backed up every time you plug in your iXpand drive. Tap once to set up, and never worry again.

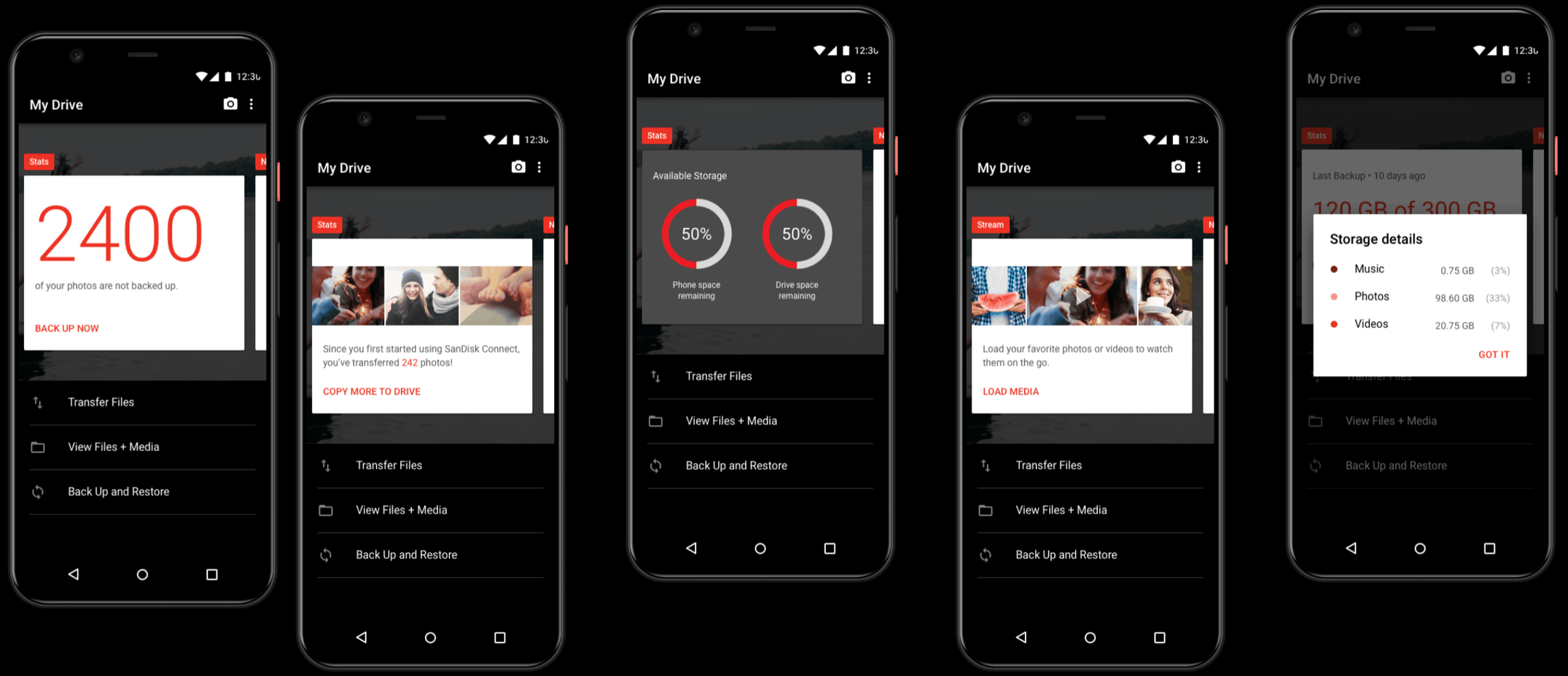


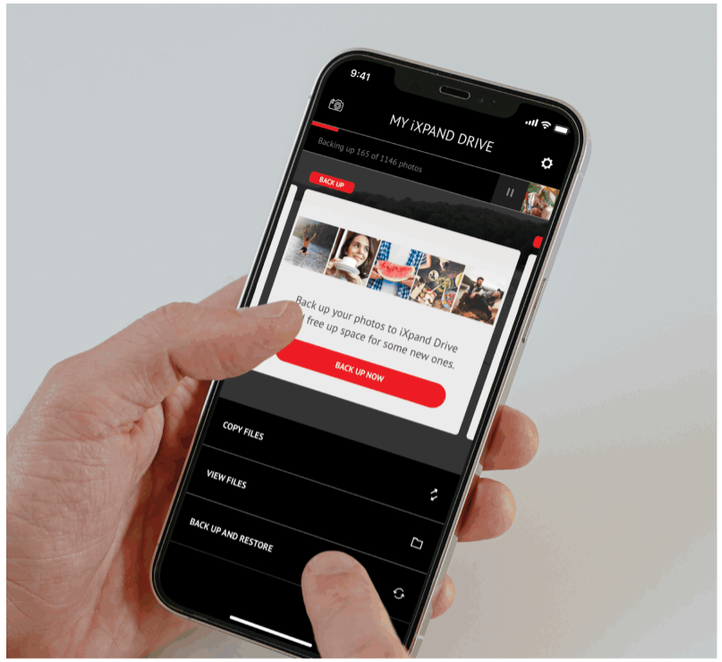
TRANSFER TO iDRIVE
Transfer files from iPhone Camera Roll to the iDrive.
TRANSFER TO iPHONE
Transfer files from iDrive to the


VIRGIN
4:21 PM
22%
Montery Bay
Aug 05 - 10, 2015
BROWSE FILES
TRANSFER FILES
SETTINGS

All your photos, saved.
Have your photos automatically backed up every time you plug in your iXpand drive. Tap once to set up, and never worry again.

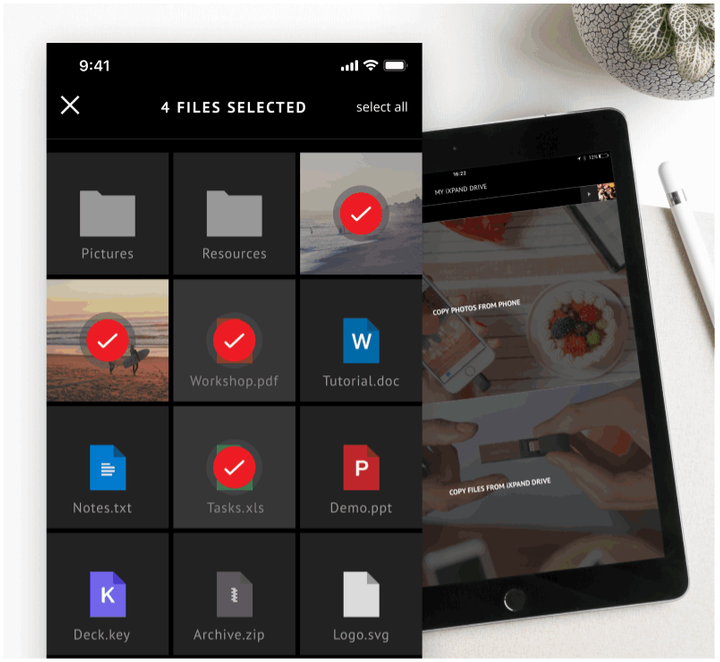

VIRGIN
4:21 PM
BACK UP YOUR CAMER
Free up 8GB of space from you
You have 256 files and it wo
about 5 Minutes to back
START BACKUP
You can use the phone during ba


12:30
My Drive
Stats
2400
of your photos are not backed up.
BACK UP NOW
Transfer Files
View Files + Media
Back Up and Restore
12:30
My Drive
Stats
Since you first started using SanDisk Connect, you've transferred 242 photos!
COPY MORE TO DRIVE
Transfer Files
View Files + Media
Back Up and Restore
12:30
My Drive
Stats
Available Storage
50%
Phone space remaining
50%
Drive space remaining
Transfer Files
View Files + Media
Back Up and Restore
12:30
My Drive
Stream
Load your favorite photos or videos to watch them on the go.
LOAD MEDIA
Transfer Files
View Files + Media
Back Up and Restore
12:30
My Drive
Stats
Last Backup • 10 days ago
120 GB of 300 GB
Storage details
Music 0.75 GB (3%)
Photos 98.60 GB (33%)
Videos 20.75 GB (7%)
GOT IT
View Files + Media
Back Up and Restore



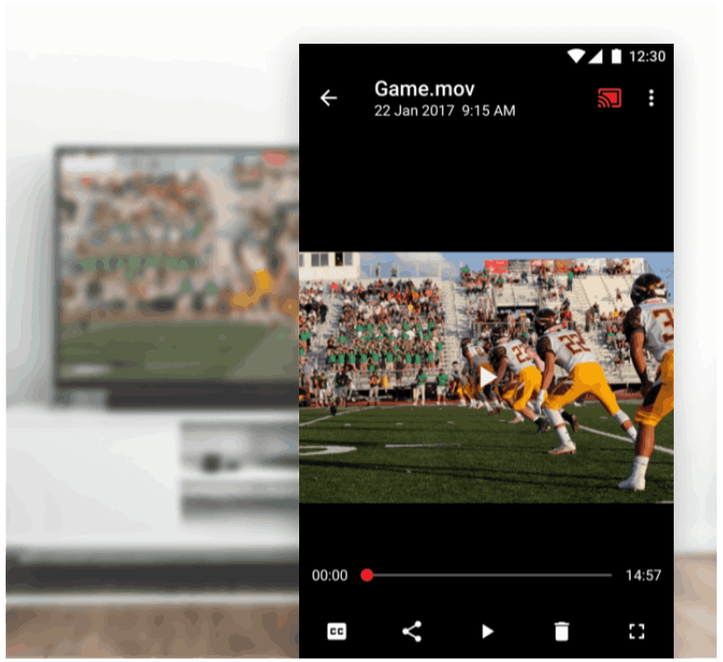
Free up memory to make more memories

The team developed a system to automatically backup your photos everytime you connect your Drive. This frees up space on your phone.



Easily manage files accross your devices

Users go to Connect Wireless Drive app when they want to manage their files accross their devices. Our aim was to simplify this process.



Cast to TV via Apple TV, Chromecast and Amazon Fire

We simplified the process to play videos and music directly from the Drive.

Results

Design for the win

Since releasing the app and drive, SanDisk has shipped over 4 million units in the U.S. and Japan.

Also, the SanDisk iXpand app went from 2.5 stars to 4.5 stars on the App Store in the first 30 days and has retained this rating.

Sandisk's iXpand app, designed and developed by my team, introduced new design standards that are now used across all of SanDisk’s new product lines.

4 million

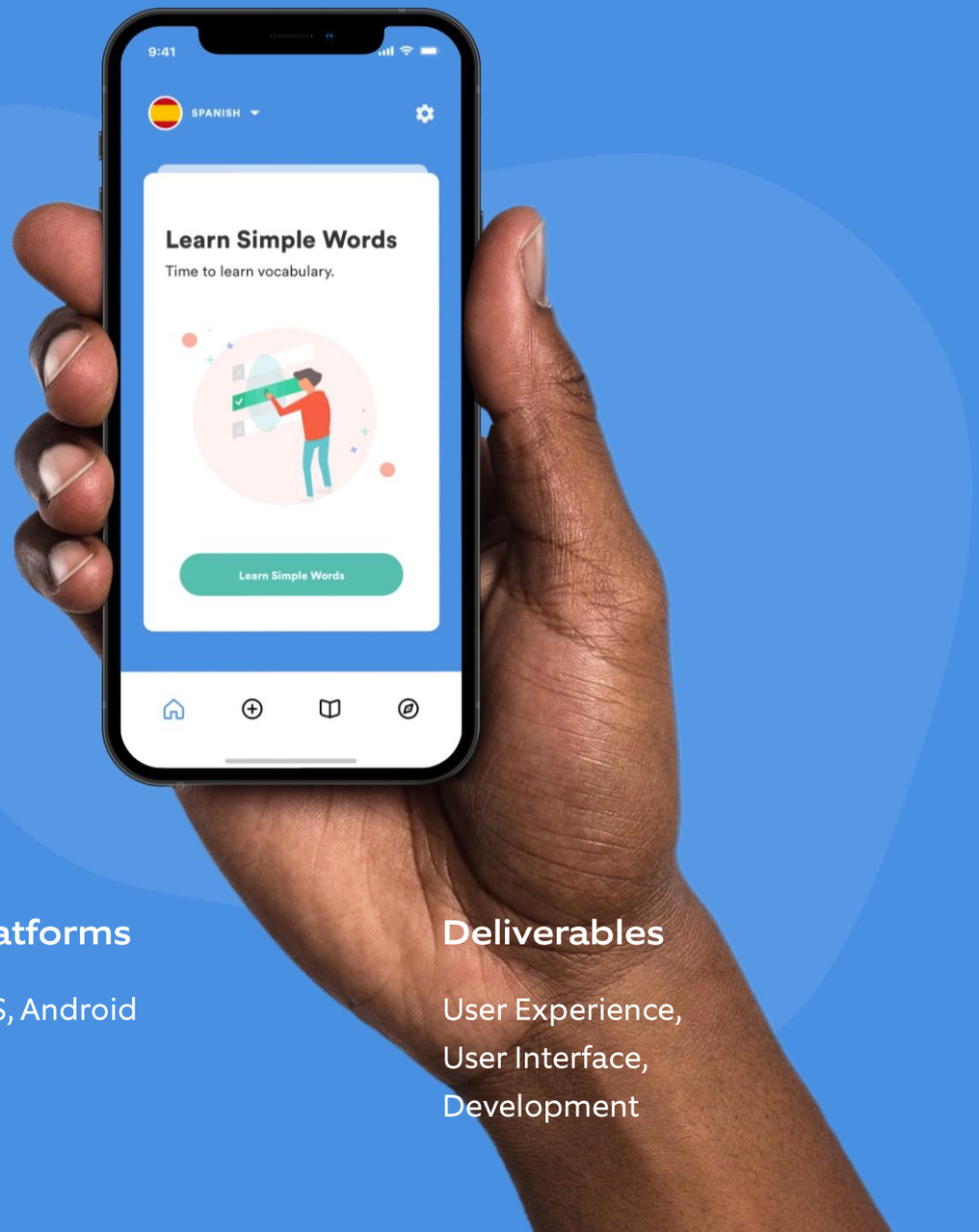
units of the app + drive shipped

4.5 stars

rating on App Store in first 30 days

Fluent Forever

From a Kickstarter prototype, to a functional app



Industry

Education

Expertise

Strategy, Product Design, Engineering

Platforms

iOS, Android

Deliverables

User Experience, User Interface, Development

Introducing Fluent Forever

Learn a language and never forget

Fluent Forever is a language learning startup that invented a groundbreaking methodology for learning new languages. They were ready to go from paper to digital with this method, and bring a completely new tool to the market

Fluent Forever's founder, Gabriel Wyner, already had a best-selling book, and was ready to take this method to the digital world. Over the course of a one-year partnership, a cross-disciplinary team of product managers, designers, and engineers worked together with Fluent Forever to solve some of their toughest challenges.

As Lead Product Manager, I had to work with Gabe to capture the core vision of the product in a prototype that would help a startup founder crowdfund his idea and then scale a team to iterate on that vision.

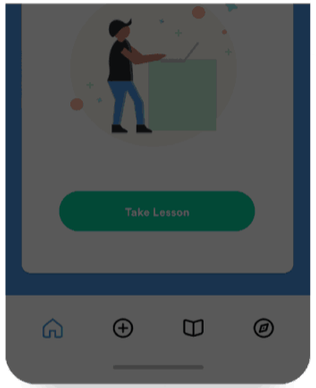
The prototype was part of a larger crowdfunding campaign by Fluent Forever that raised over 1.7 million dollars on Kickstarter and Indiegogo.

Following the successful funding campaign, we needed to create a seamless fulfillment experience for the people that backed the project. Most importantly, we had to build this revolutionary tool in a way that makes learning a new language on a mobile phone an effective and enjoyable experience.

ITALIAN

JAPANESE BETA

Manage Languages



9:41

CHOOSE A SENTENCE

Earth

EASY

La tierra es un planeta del sistema solar.

The Earth is a planet of the solar system.

MEDIUM

El agua es el recurso más útil en la tierra.

Water is the most useful resource on Earth

HARD

La tierra es el lugar donde habitan millones de seres vivos.

The Earth is the place where millions of living beings live.

9:41

SPANISH

Your plan expires

9:41

BACK

Set a Daily Goal for learning Spanish

20 min

Done

9:41

Learn

PRONUNCIATION | SIMPLE WORDS | GRAMMAR

Tap a word you want to learn. Swipe the words you know or want to skip for now.

tierra 'tje.ra — earth	cielo 'sje.lo — sky
arriba a'ri.βa — up	blanco 'blaŋ.ko — white
uno 'u.no	luna 'lu.na

ave

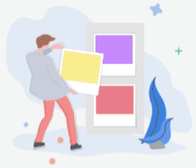
'a.βe • bird

9:41

SPANISH

Great job!

You're all done with Spanish work for the day, let's learn some Italian?



Switch to Italian

9:41

4/30

9:41

Learn

Oops

It seems your current plan doesn't allow you to create new flashcards

9:41

PICK AN IMAGE

cielo

['sje.lo] • sky

Popular Images

Add Image(s)

Tap the lessons to learn some **Spanish basics.** You can find all videos at the end of the list.

Watch a Video about Spanish Pronunciation

1/9 Videos

01 Pronunciation Lesson

Spanish Basics

1/20 Lessons

02 Pronunciation Lesson

9:41

Nice job!

You finished your list.

Learn a new list

9:41

GERMAN

GERMAN

ITALIAN

9:41

SPANISH

Your plan expires in 5 days

Check your account and subscribe to one of our plans.

Manage account

Maybe later

9:41

Add a Language

SPANISH (Latin American) | FRENCH

GERMAN | ITALIAN

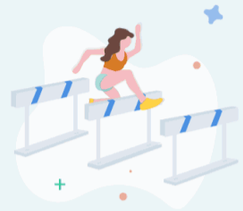
RUSSIAN | SPANISH (Castillian)

PORTUGUESE | DUTCH

HEBREW | ARABIC BETA

JAPANESE BETA

You completed 1/5 Review Sessions



Continue Review

I'm done

9:41

4/30

How do you pronounce this word?

9:41

Learn

PRONUNCIATION | SIMPLE WORDS | GRAMMAR

Managing fulfillment after a successful campaign

Once the Fluent Forever app was funded, my team started working to bring it to life. Simultaneously, we had to ensure a smooth fulfillment process for the backers who pre-purchased a subscription to a product that did not even exist yet.

We developed a custom front and back-end web solution to manage this group of people, ensuring they were able to make additional purchases even though the campaign was closed. The website made it easy for backers to upgrade their subscription plan, and/or give a gift subscription to one of their friends or family.

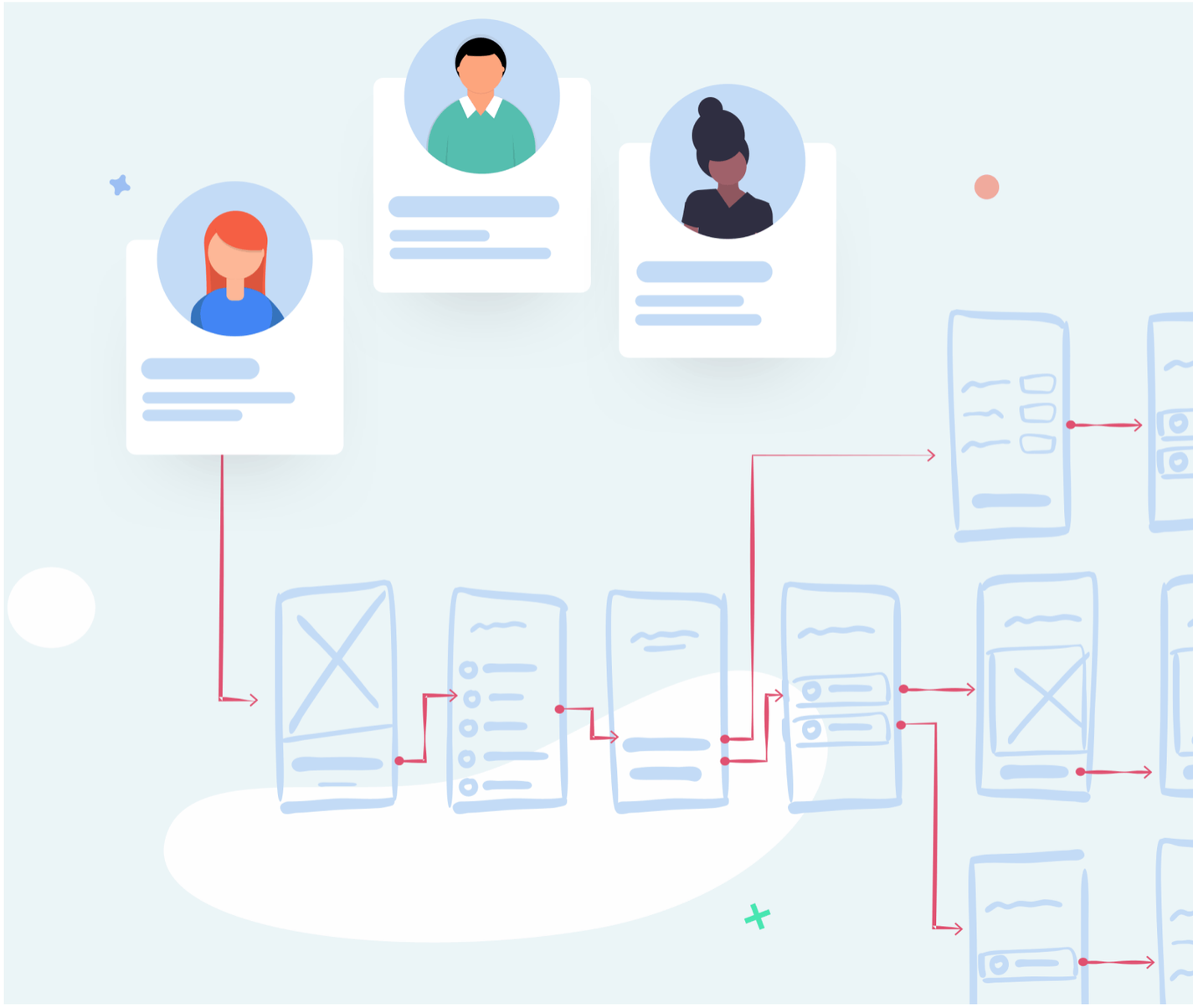
This solution allowed Fluent Forever to continue adding cashflow while the app was in development and added 250k to the 1.7 million that was already funded.

The approach

Designing the customer experience

Learning a new language is hard. Gabe wanted to create an experience that would make it less intimidating for a person who had no prior knowledge, and more challenging for a person who is already on their way to fluency.

So, as a starting point, we created three different profiles: Beginner, Intermediate and Advanced. With just a few questions during onboarding, the app customizes the content to meet users at their learning level.



cielo
['sje.lo] • sky

Popular Images

Add Image(s)

4/30

ave
'a.βe • bird

9:41

BACK

How's your Spanish?

I'm new!

I can make some basic sentences

I'm pretty advanced

9:41

BACK

How's your Spanish pronunciation?

I could use some help

Good, but I need some practice

Great, I sound like a native

9:41

BACK

Set a Daily Goal for learning Spanish

20 min

Done

9:41

Nice job!

You finished your list.

9:41

GERMAN

GERMAN

ITALIAN

JAPANESE BETA

Manage Languages

9:41

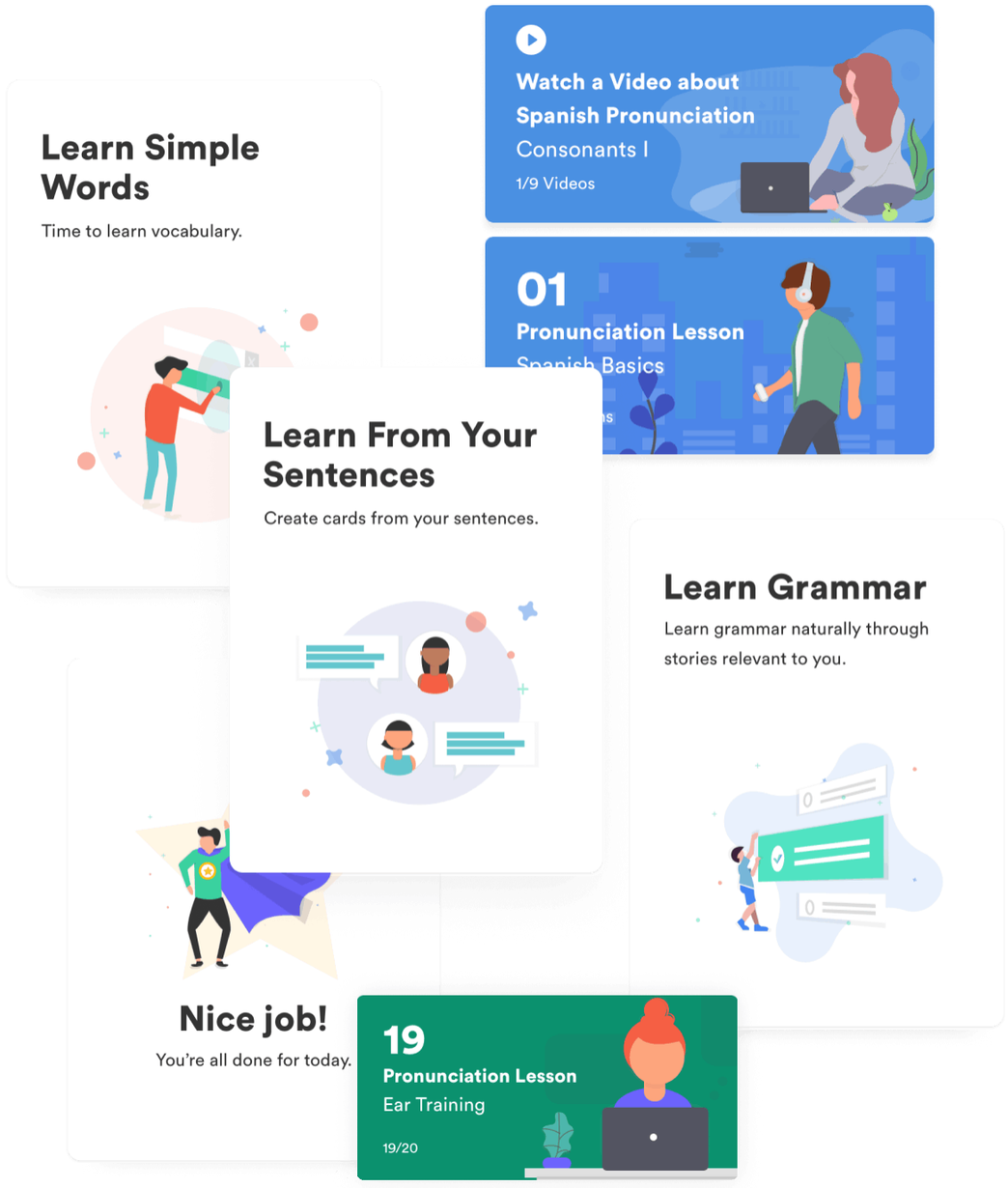
Learn

PRONUNCIATION

SIMPLE WORDS

GRAMMAR

Tap the lessons to learn some Spanish basics. You can find all videos at the end of the list.

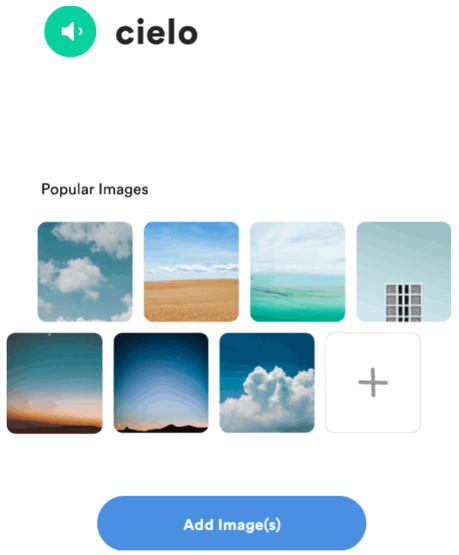


How it works

Learning made easy

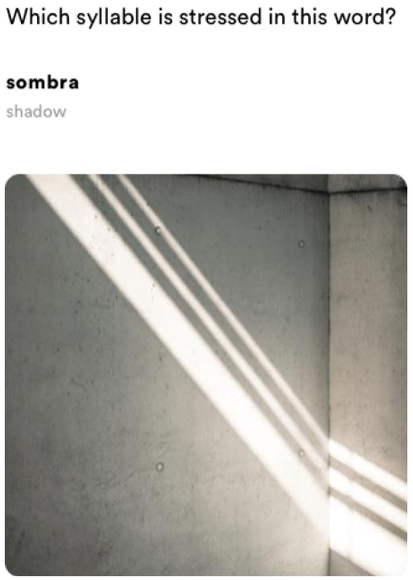
The core way people learn a foreign language using Fluent Forever is by creating personalized flashcards — and studying the right card at the right time. Because using this app is a self guided experience, we designed the system to make suggestions — so that users wouldn't feel unsure about what to do next.

The card-based interface on the home screen provides relevant suggested tasks based on what the user completed last. Tasks range from watching videos and creating flashcards—to reviewing flashcards or hiring a tutor.



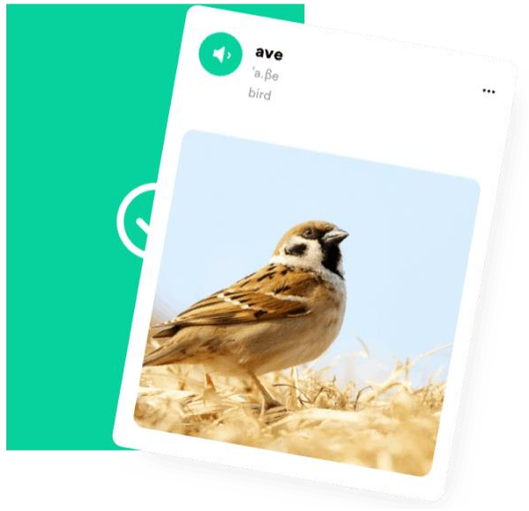
Fast flashcard creation

Creating personalized flashcard is a feature that is central to Fluent Forever's unique methodology. We made it easy to create flashcards on a mobile phone with just a few taps.



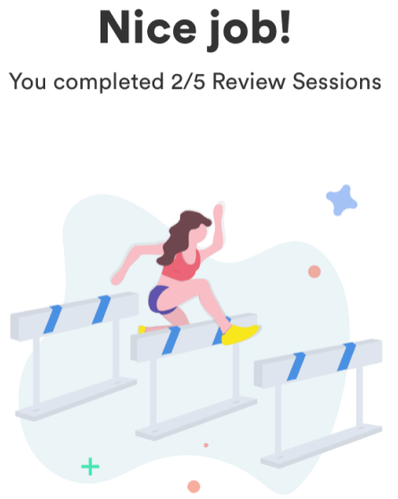
Simple deck review

Once enough flashcards have been created, the next step is to study the personalized deck. The flashcard design template supports multiple languages and over 15 different flashcard types.



Self-grading

We optimized the studying process on mobile and made self-grading a fluid experience by swiping left or right to grade and advance cards.



Positive reinforcement

To keep people motivated and feeling good, we made sure there was lots of positive reinforcement throughout the app experience.

Fluent Forever

Hello, Adam!

Complete your profile informations

1 Profile Info — 2 Pricing Plans — 3 Check out

Payment

Name on card: Name

Card Number: 0000 0000 0000 0000

CVV Code: ---

Expiry Date: MM - YYYY

Billing Info

Name: Name

Address: Address

City: Lisbon

Zip Code: Zip Code

Submit

Your Pricing Plan

Multi Language
Billed annualy
Paid until: 17-08-2019

Would you like to add family members to your plan?
(You don't have to decide now, you can add them later)

E-mail

Multi Language Annualy $ 168

Total cost **$ 168**

$ 7 /month — billed annualy
or $8 /month — billed monthly

- 1 month free with all languages
- 1 language available
- 1 included user

Choose plan

Multi-Language

$ 14 /month — billed anually
or $15 /month — billed monthly

- 1 month free with all languages
- Access to all languages available
- 1 included user + $7 /month for each additional member to your family plan

Choose plan

Create new sentence

1 Write sentence — 2 Organize words — 3 Translation

Full sentence	Word translation
La	The
Tierra	Earth 4
es	is
un	a
planeta	planet
del	of
sistema	system
solar	solar

Previous step

For a better translation, separate every different word with the help of the pins.

" Thank you , ma'am , " he said to her - quietly .

Drag the pin to the trash
to delete it

Do you have a Promo Code you want to use?

Validate Code

La ciudad de Sao Paulo se ve tan impresionante desde arriba!

The city of Sao Paulo looks so impressive from above!

Edit answer
Mark answer as "Approved"
Delete answer

Australia es considerado uno de los países más estables del mundo para vivir.

Australia is considered one of the most stable countries in the world to live.

Hay un perrito blanco debajo de nuestra mesa.

There is a white puppy under our table.

Fluent Forever — Spanish — nelson_vasconcelos

Create new sentence

1 Write sentence — 2 Organize words — 3 Translation

What's the sentence in Spanish?

La Tierra es un planeta del sistema solar.

La Tierra es un planeta del sistema

The Earth is a planet of the solar system.

Summing it up

Working together towards the same goal

The app was then released in Beta for Android and iOS smartphones. While crowdfunding backers have been playing with early versions for a while, that release marked a shift from a preview release that users can play around with, to a truly useful tool ready for market.

Press

- Forbes
- The Next Web
- The Verge

$1.7M

crowdfunded

25K+

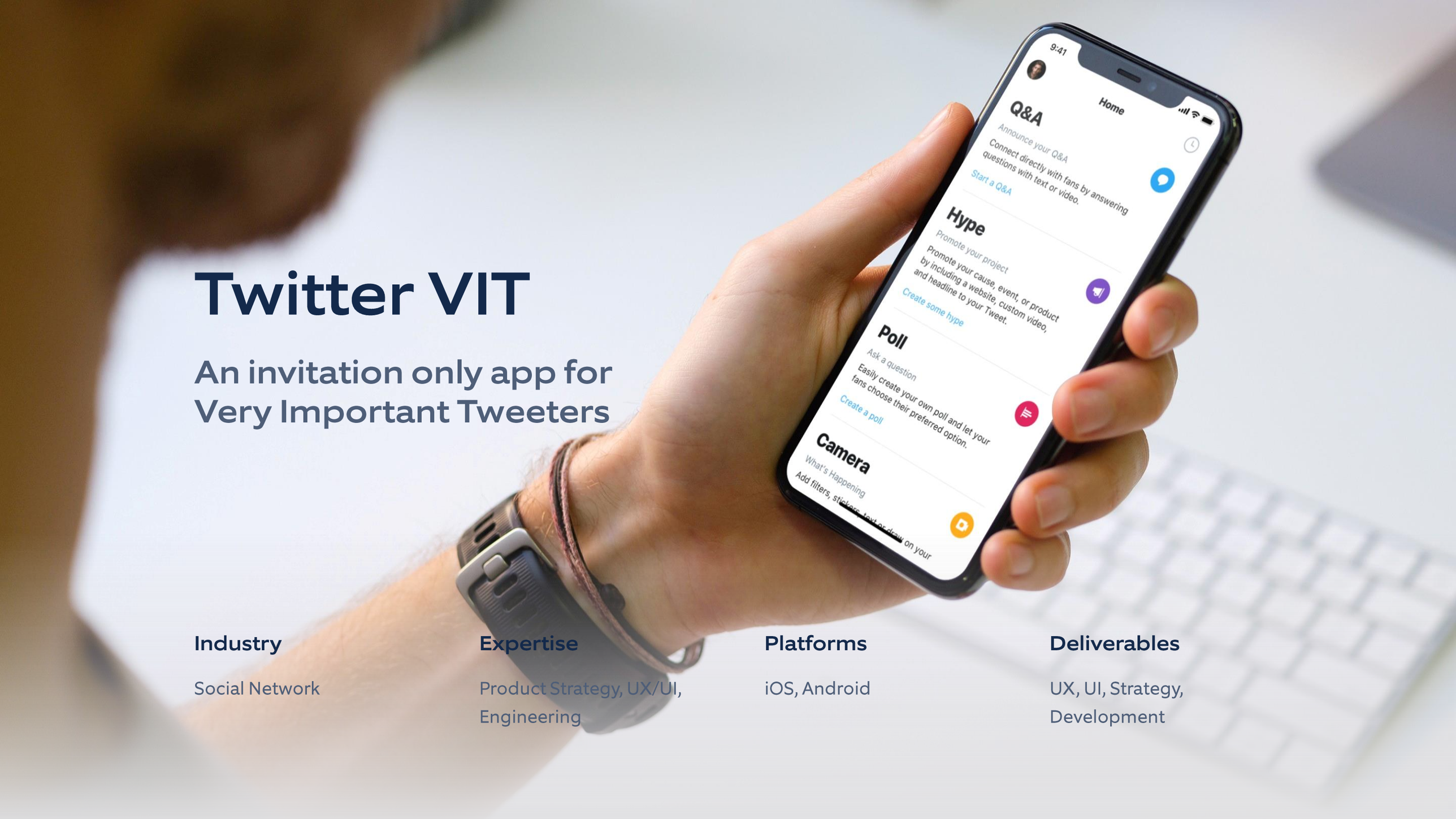
beta users

220%

growth in users since December 2018

Twitter VIT

An invitation only app for Very Important Tweeters



Industry

Social Network

Expertise

Product Strategy, UX/UI, Engineering

Platforms

iOS, Android

Deliverables

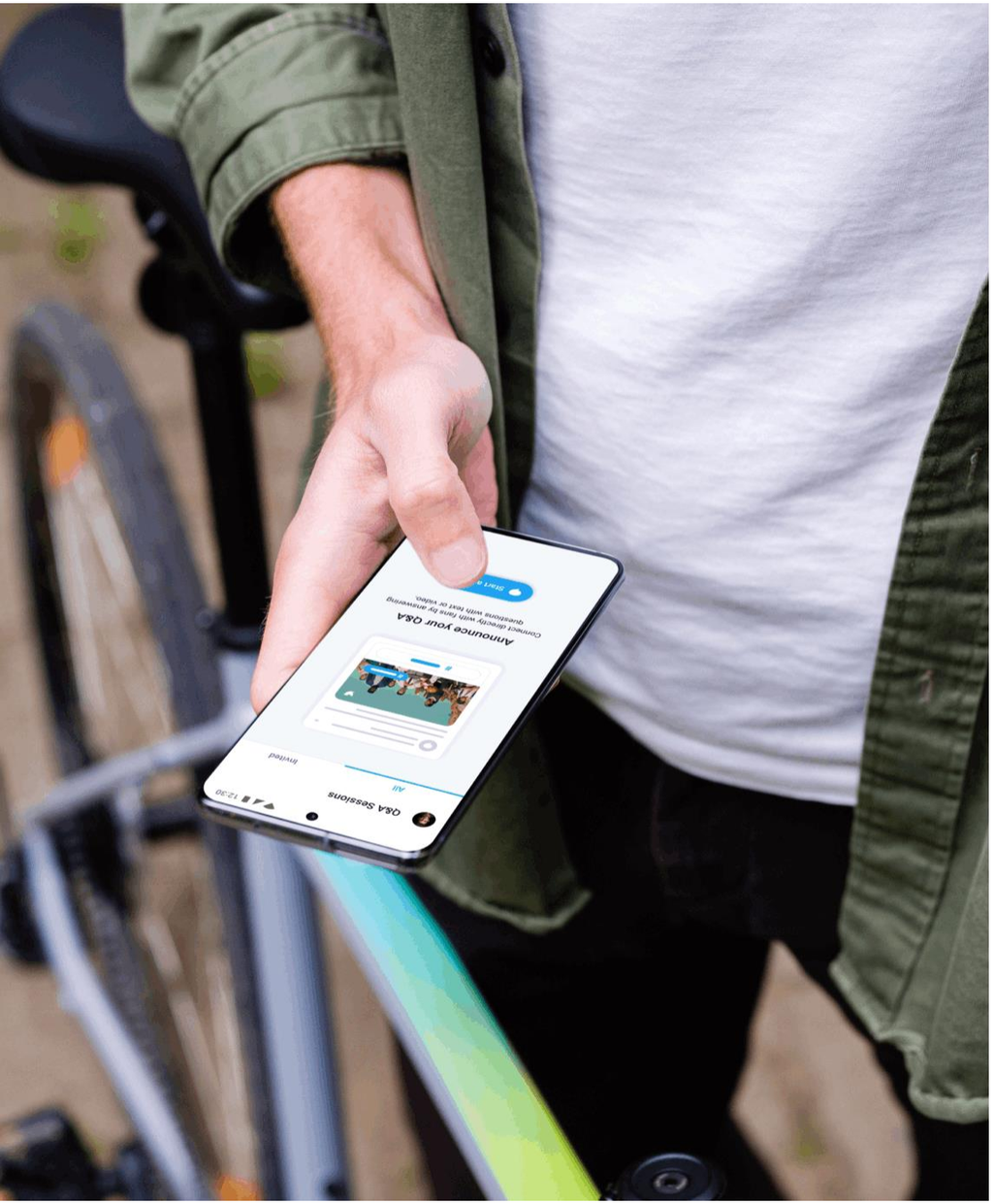
UX, UI, Strategy, Development

Twitter VIT

A fun new way to share what's happening

After my organization worked closely with Twitter on Twitter Challenger, an app to help fans challenge celebrities on the red carpet to certain tasks that reached millions of users, I was brought in as a product manager to help Twitter with a new project.

Twitter wanted to harness the star power of their most influential users by offering them an exclusive app to interact with followers in fun, unique ways. The project: Twitter VIT (Very Important Tweeters).



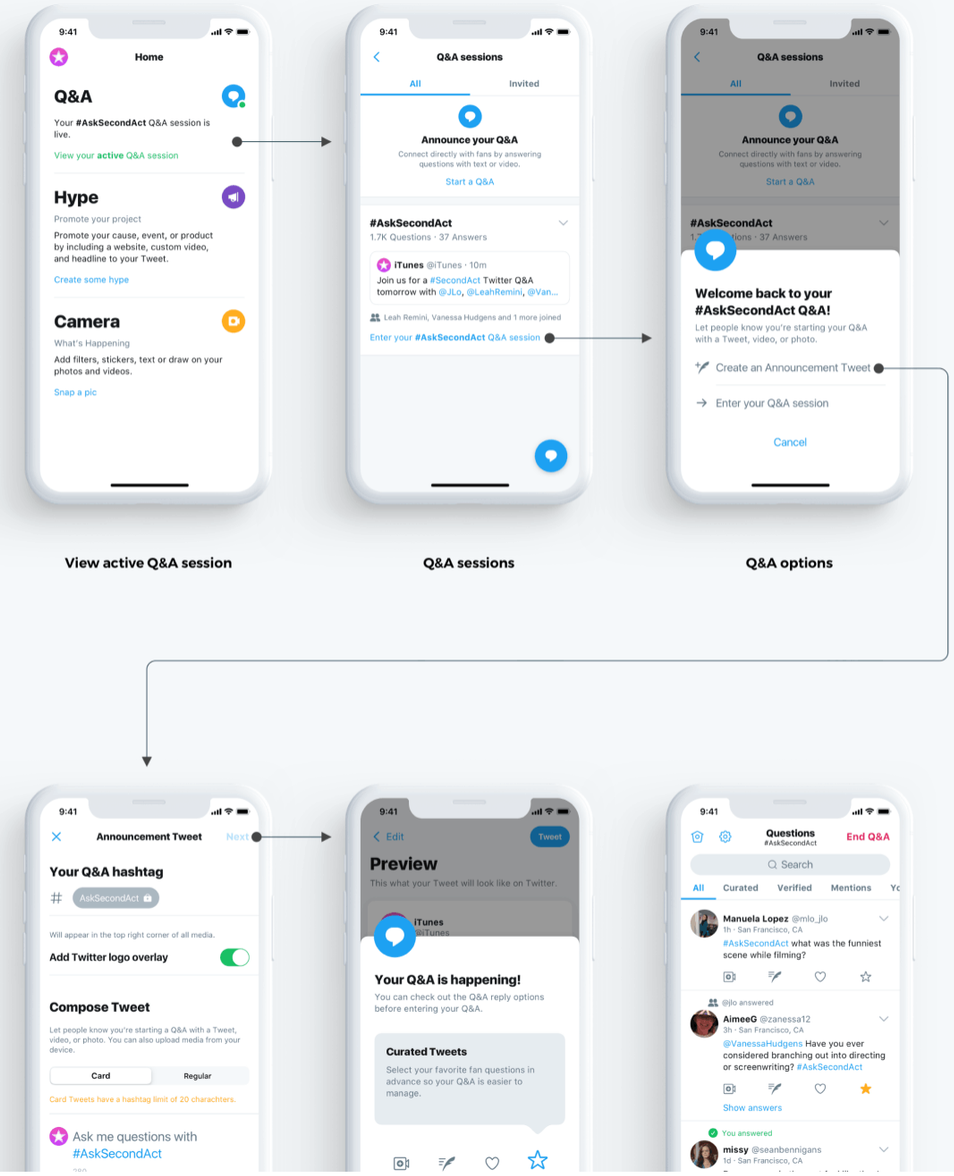
Briefing

A seamless experience

One of Twitter's greatest values has always been enhancing fan interaction. Whether it’s news about Kylie Jenner’s newest boyfriend, LeBron James’ next NBA destination, or Wendy’s throwing shade at McDonald’s, Twitter is the primary destination for people to see what their favorite celebs are up to.

Twitter previously created a suite of disparate apps to help VITs engage with fans, but they were difficult to use and did not match the iconic Twitter branding.

The task was clear; help to consolidate the apps into a single, Twitter-branded experience that helps VITs engage with their followers like never before.

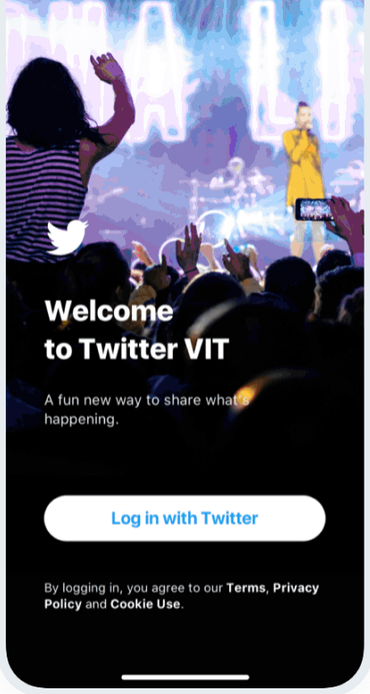


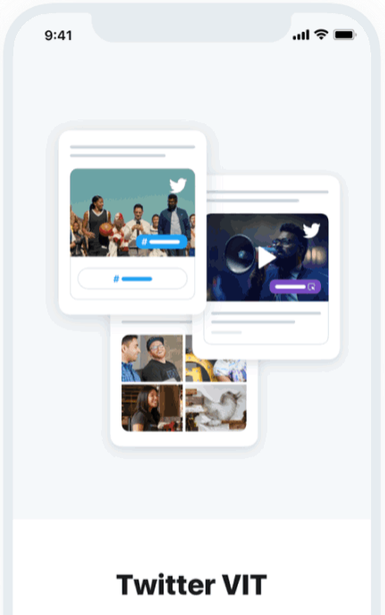
- Build a new app aggregating all the features available on previous one-off apps into a seamless, delightful experience.
- Design a new and more intuitive user flow to simplify the experience for celebrities.
- Help celebrities create and share rich photos and videos that engage fans more effectively.
- Ensure that the new app follows Twitter's brand guidelines.
- Seamlessly integrate with Twitter's API without requiring special work from the main Twitter development team.
- Use low-level iOS frameworks like Metal to achieve optimal video performance, even on older devices.

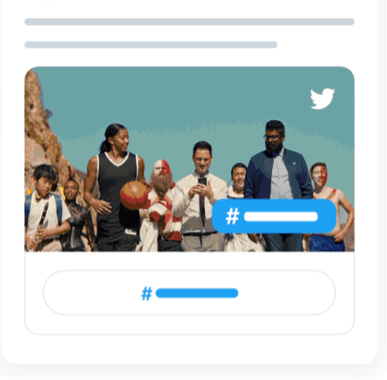
Product

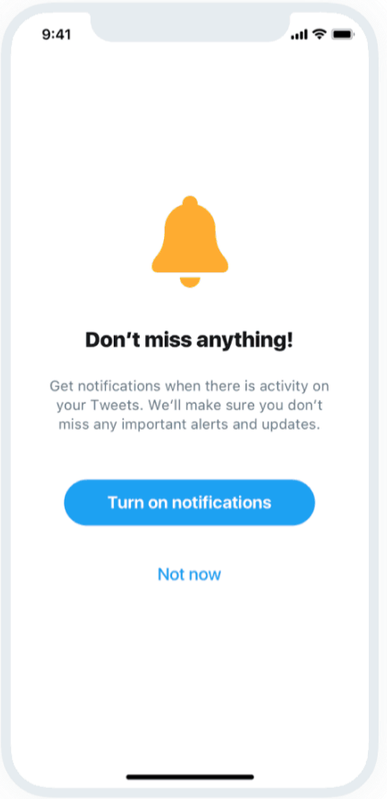
Intuitive user flow was key

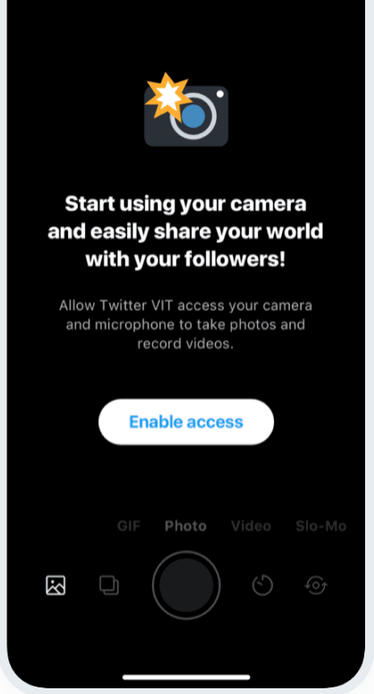
After experimenting and iterating through multiple designs, we settled on a minimalist approach – VITs could post new content within 60 seconds of opening the VIT app. My team designed the app to guide users quickly through the composition process and help them preview the content before it is sent to their followers.

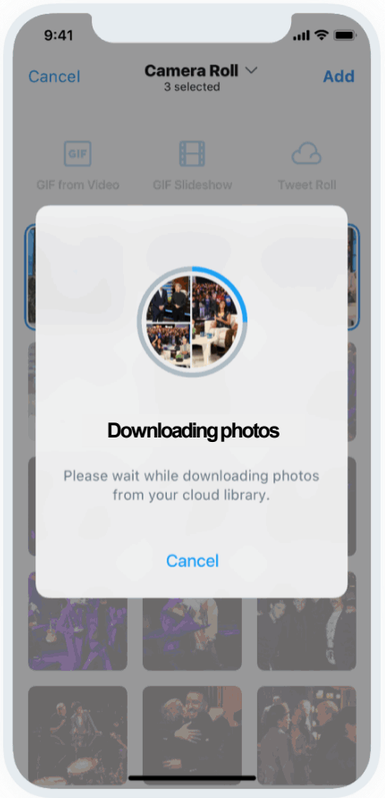

Welcome
to Twitter VIT
A fun new way to share what's happening.
Log in with Twitter
By logging in, you agree to our Terms, Privacy Policy and Cookie Use.

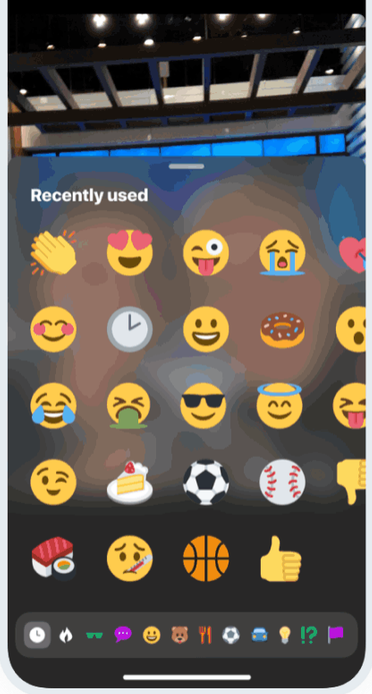

9:41
Twitter VIT
A fun new way to share what's happening.
Skip
Next

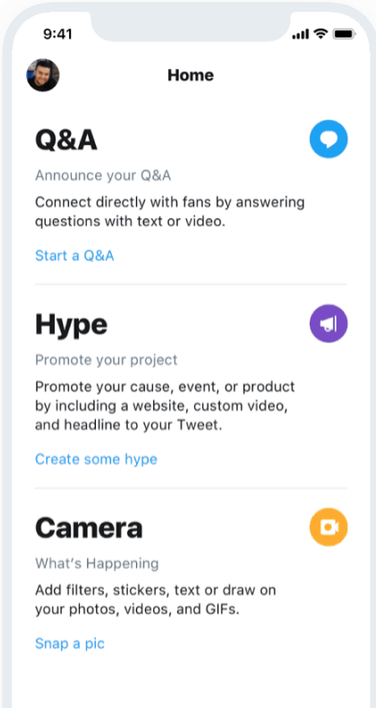


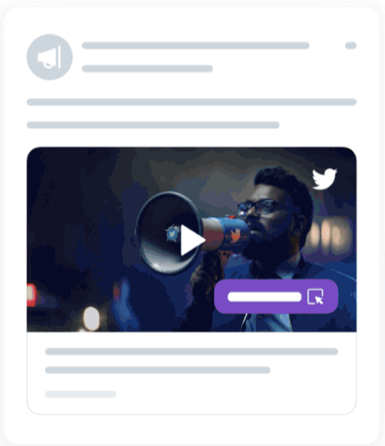

9:41
Don't miss anything!
Get notifications when there is activity on your Tweets. We'll make sure you don't miss any important alerts and updates.
Turn on notifications
Not now

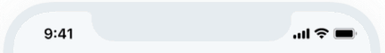

Start using your camera and easily share your world with your followers!
Allow Twitter VIT access your camera and microphone to take photos and record videos.
Enable access
GIF
Photo
Video
Slo-Mo


9:41
Cancel
Camera Roll
3 selected
Add
GIF from Video
GIF Slideshow
Tweet Roll
Downloading photos
Please wait while downloading photos from your cloud library.
Cancel


Recently used


9:41
Home
Q&A
Announce your Q&A
Connect directly with fans by answering questions with text or video.
Start a Q&A
Hype
Promote your project
Promote your cause, event, or product by including a website, custom video, and headline to your Tweet.
Create some hype
Camera
What's Happening
Add filters, stickers, text or draw on your photos, videos, and GIFs.
Snap a pic

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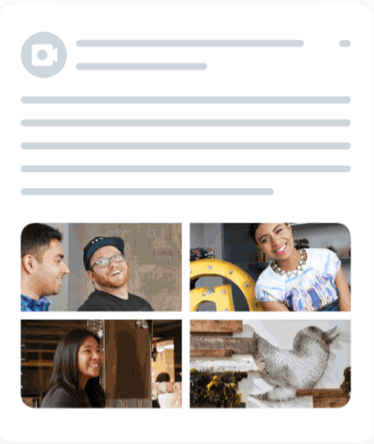

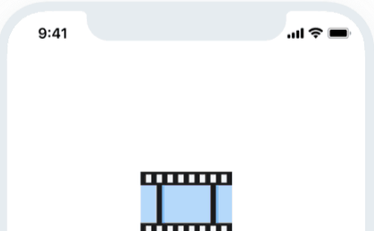
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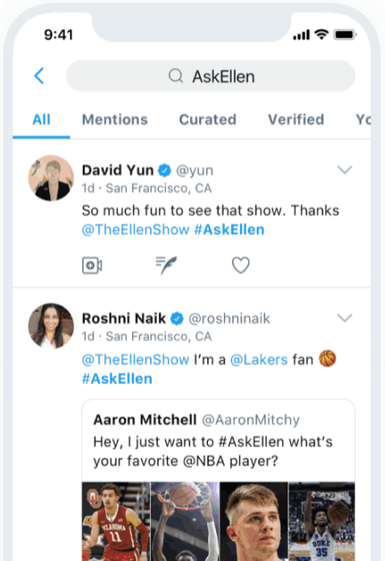
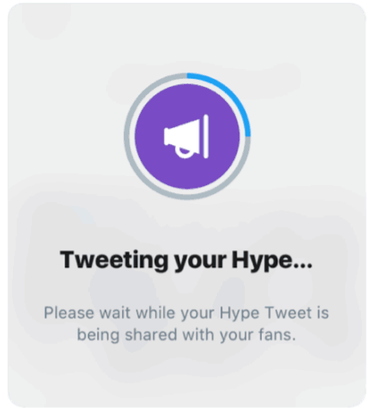

9:41
AskEllen
All
Mentions
Curated
Verified
David Yun @yun
1d · San Francisco, CA
So much fun to see that show. Thanks @TheEllenShow #AskEllen
Roshni Naik @roshninaik
1d · San Francisco, CA
@TheEllenShow I'm a @Lakers fan #AskEllen
Aaron Mitchell @AaronMitchy
Hey, I just want to #AskEllen what's your favorite @NBA player?


Tweeting your Hype...
Please wait while your Hype Tweet is being shared with your fans.

9:41
Setup your Q&A
Start
Create your Q&A hashtag
AskEllen
Start your Q&A with a Tweet, but you don't have to.

Q&A

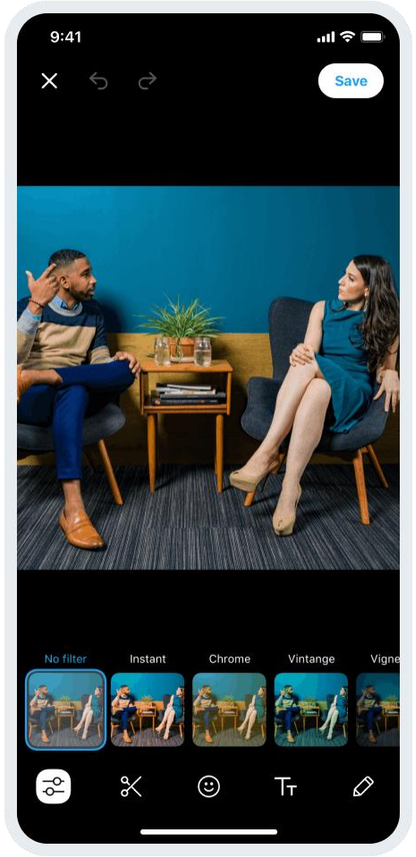
A new way to interact with your fans

Provides a curated experience to help celebrities run Q&A sessions with their fans, and respond directly to them with photos or videos in a curated Twitter thread.

Hype

Promote your cause, event or product

Makes it easy for celebrities to promote a cause or event by utilizing Twitter's media cards with built in hyperlinks to the author's website.

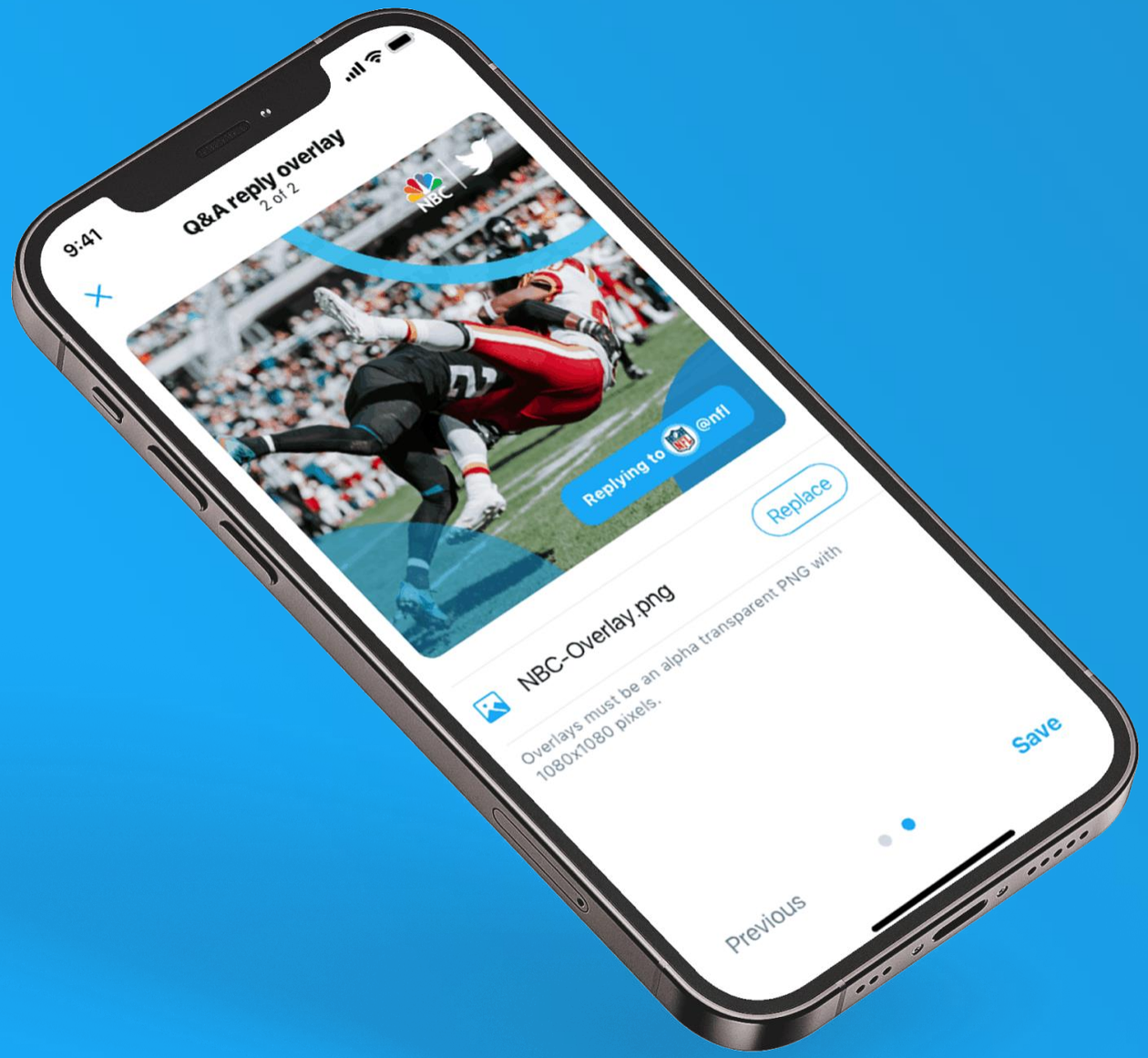


Advanced Camera

Enhancing your Tweets

Gives celebrities the ability to add filters, stickers, drawings, and animations to their videos and photos.

Our engineering team used low-level iOS frameworks like Metal to achieve optimal video performance, even on older devices.



Sponsored Overlays

Creating brand awareness.

Provides brands an opportunity to engage their customers through custom overlays placed over photo and video content on selected Tweets.

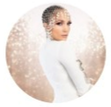
Great results

A new way to interact with fans

The world's biggest celebrities were now using Twitter VIT to host Q&As, post special promotional content, and engage with fans like never before – reaching hundreds of millions of people.

Unfortunately, like many internal Twitter projects, it was shuttered in 2022 after the acquisition and name change.

Used by:


@JLo

@espn

@StephenCurry30

@Marvel

@MissyElliot

@iTunes

@Bucks

8
months
was all we needed to design, develop, test and launch

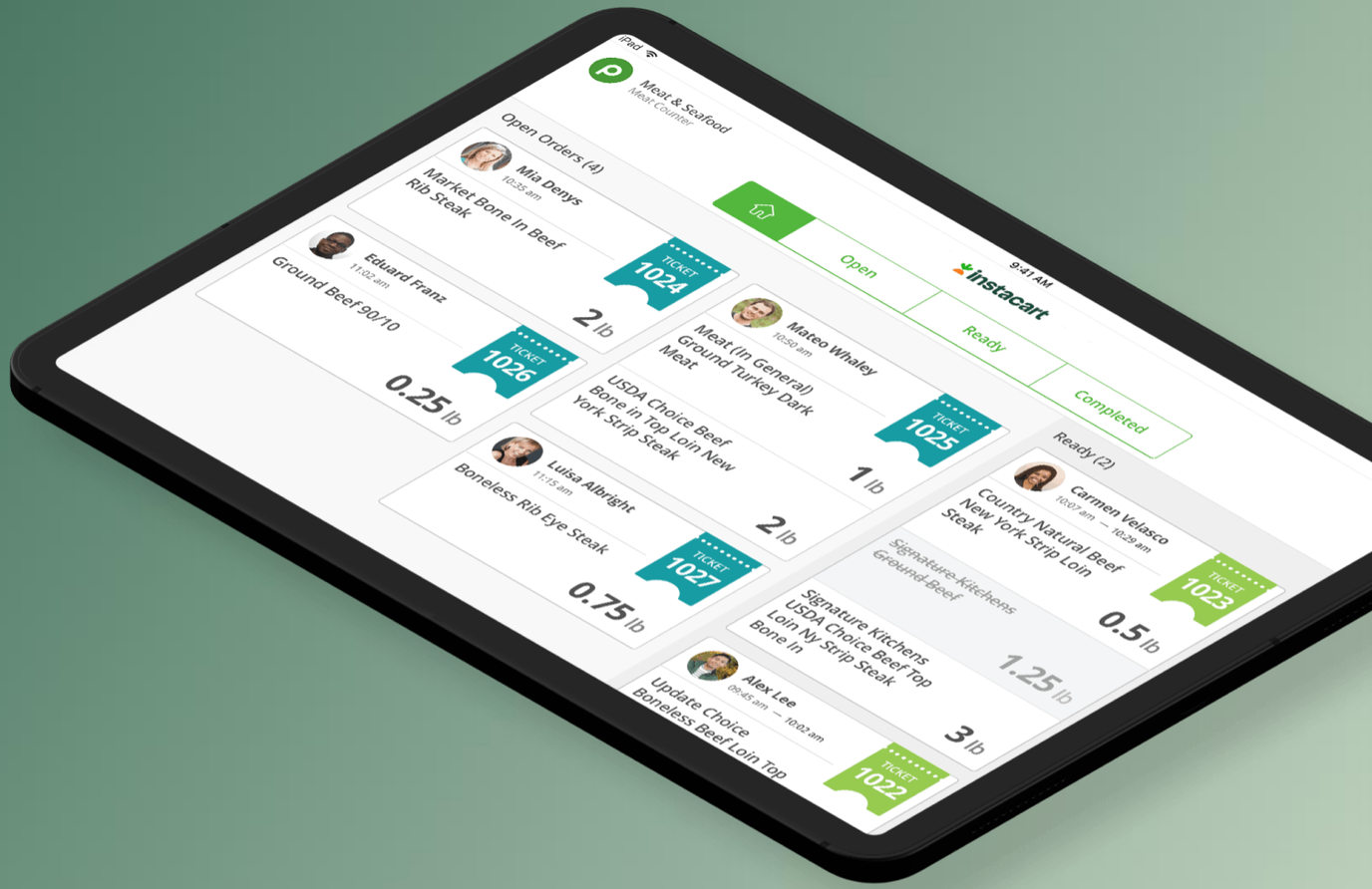
850+
VITs
are closer to their fans than ever before

100M
followers
have connected with celebrities in new ways

3.5x
engagement
with fans, using Twitter VIT

Instacart

Instantly improving the online grocery shopping experience



Industry

Retail

Expertise

Product Design, Engineering

Platforms

iOS

Deliverables

UX, UI, Development

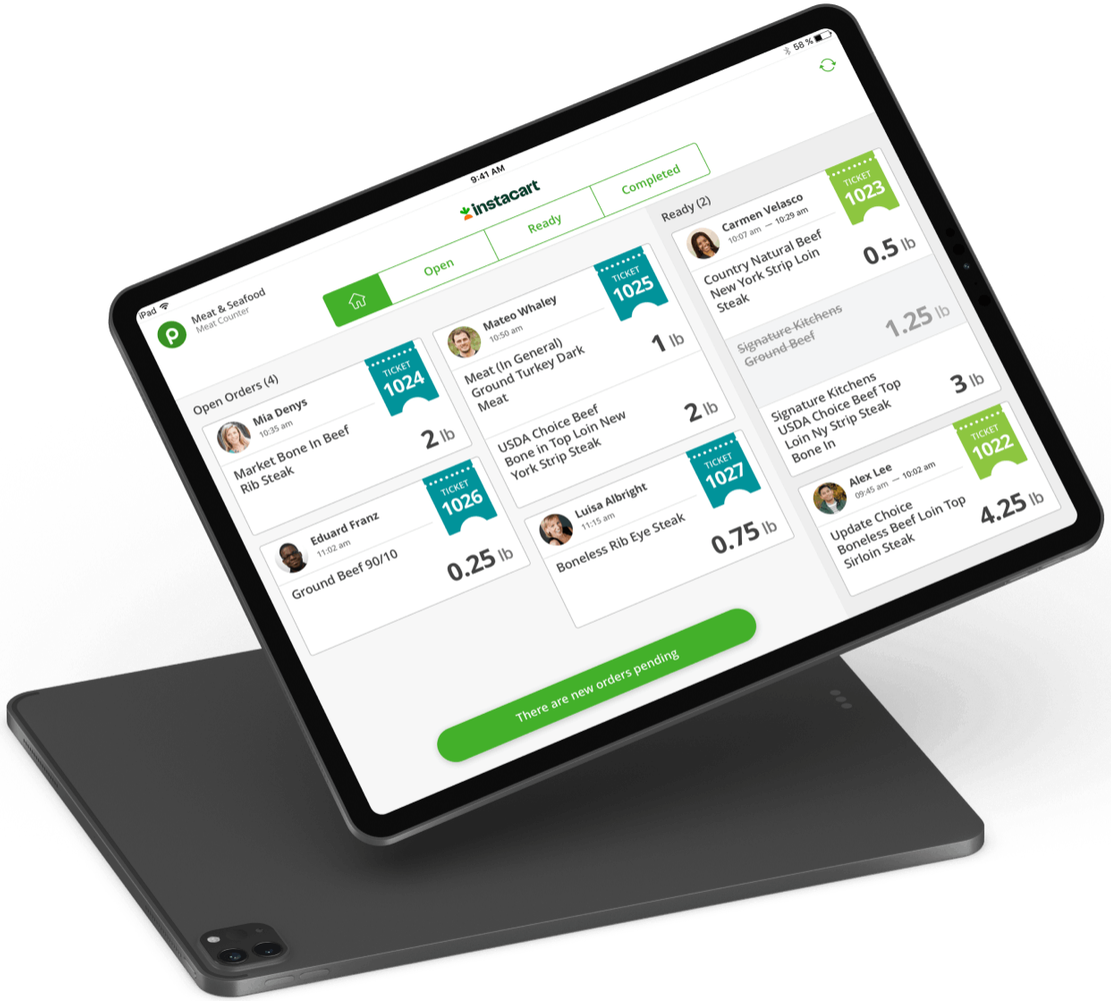
Introduction

Order ahead.
Deliver on time.

Instacart is an online grocery delivery and pick-up service company with a trusted network of over 500 retailers and local grocery stores across North America.

With Instacart users get to shop at their favourite grocery stores, track their order’s progress, communicate with their personal shopper through the app or website and select their desired delivery method.

I worked as a product consultant with Instacart to create a more efficient service for meat & seafood counters at grocery stores.

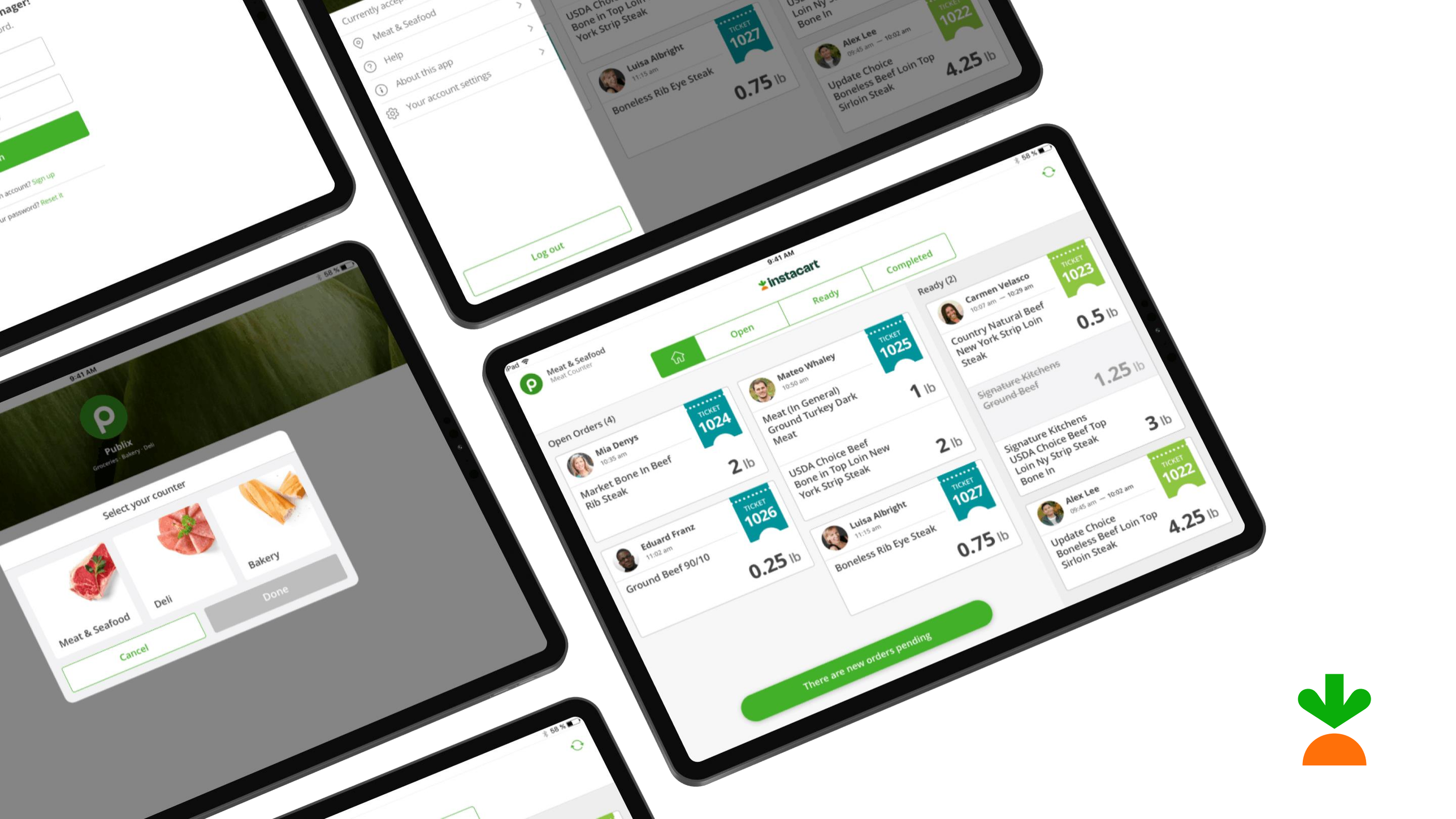


The Product

An internal application for Instacart's personal shoppers

Shopping and delivering Meat & Seafood items to their customers can take up to 2.5x longer than an average item.

In order to create a more efficient shopping experience, my team developed an internal application for Instacart's employees with a single goal in mind: to ease the tracking of the personal shopper's tasks, by improving the speed and overall quality of customer experience.


Log out
Currently accepting
Meat & Seafood
Help
About this app
Your account settings
Luisa Albright
11:15 am
Boneless Rib Eye Steak
0.75 lb
TICKET 1027
Alex Lee
09:45 am — 10:02 am
Update Choice Boneless Beef Loin Top Sirloin Steak
4.25 lb
TICKET 1022
9:41 AM
Publix
Groceries · Bakery · Deli
Select your counter
Meat & Seafood
Deli
Bakery
Cancel
Done
9:41 AM
iPad
Meat & Seafood
Meat Counter
instacart
Open
Ready
Completed
Open Orders (4)
Mia Denys
10:35 am
Market Bone In Beef Rib Steak
2 lb
TICKET 1024
Mateo Whaley
10:50 am
Meat (In General) Ground Turkey Dark Meat
1 lb
TICKET 1025
USDA Choice Beef Bone in Top Loin New York Strip Steak
2 lb
Eduard Franz
11:02 am
Ground Beef 90/10
0.25 lb
TICKET 1026
Luisa Albright
11:15 am
Boneless Rib Eye Steak
0.75 lb
TICKET 1027
There are new orders pending
Ready (2)
Carmen Velasco
10:07 am — 10:29 am
Country Natural Beef New York Strip Loin Steak
0.5 lb
TICKET 1023
Signature Kitchens Ground Beef
1.25 lb
Signature Kitchens USDA Choice Beef Top Loin Ny Strip Steak Bone In
3 lb
Alex Lee
09:45 am — 10:02 am
Update Choice Boneless Beef Loin Top Sirloin Steak
4.25 lb
TICKET 1022

Results

I used a rapid prototyping approach to facilitate design and development of an iPad app that could reduce overall shopping time for Instacart employees and speed up the delivery service at meat & seafood counters.

The delivered prototype was extensively tested out by Instacart employees from several grocery stores across the USA, enabling Instacart to better understand the overall user behaviour and improve their shopping experience.

4 weeks

to design and develop the order-ahead app

20+ screens

designed for this project

1 prototype

fully functional