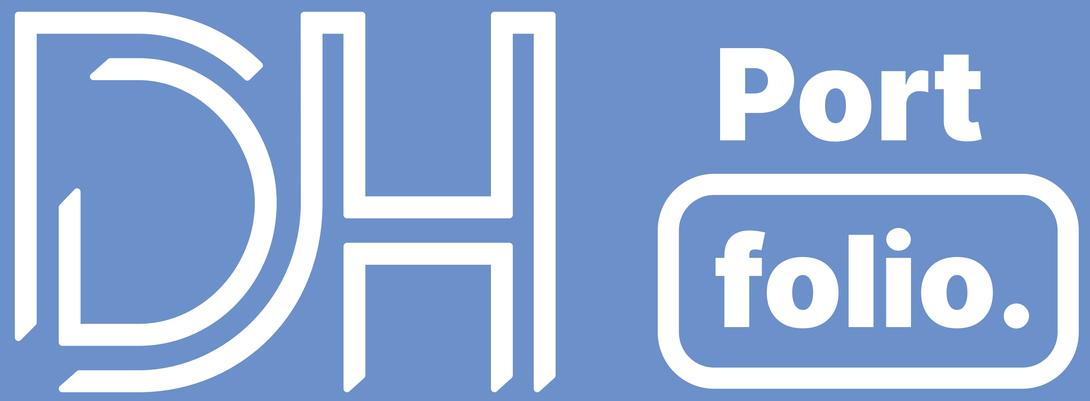

Port
folio.



About
Daniel Herbert.

I am a highly motivated Product Designer passionate about providing exceptional human-centred design. My unique skill set combines technology, design, and pragmatic thinking to create impactful and commercially successful projects. I have proven success in web and app design. My proficiency in various software and agile/lean methodologies has enabled me to deliver high-quality results that exceed my client's expectations.

As a qualified ski instructor and accomplished cook; cooking has taught me the importance of attention to detail, patience, and creativity, which I apply to my design projects. Skiing has taught me perseverance, focus, the value of teamwork, and the importance of my health and well-being, all of which have helped me excel in collaborative design environments and the workplace.

My personal attributes include reliability, enthusiasm, and a collaborative mindset. I am passionate about delivering exceptional customer satisfaction and have successfully delivered website designs, development, branding and advertising campaigns for local businesses, schools, and a Welsh University.

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Additional Work • 24

AR Available

danielherbert.co.uk/ar

Project
Golden Salmon.

Problem

There is a lack of small-batch rum distilleries offering high-quality, rum with an immersive brand experience in Dorset and Hampshire, leaving a gap in the market for consumers seeking a memorable and authentic rum experience.

Solution

Golden Salmon is a small-batch rum distillery that stands out by producing high-quality rum through traditional ingredients and modern methods. The unique selling proposition is the culturally rich heritage, which has allowed them to sell small-batch, high-quality, experiential rum.

The company's marketing campaigns, including an immersive augmented reality smuggling story, have contributed to its business objectives of increasing brand awareness, improving the quality of the rum, securing new partnerships, and increasing production.

Golden Salmon's intellectual property includes its AR experience, production methods, and digital artefacts such as branding, logo, and bottle design. By offering customers an authentic and memorable brand experience, Golden Salmon aims to become the leading small-batch rum brand in Dorset and Hampshire.

Figma **Affinity Suite** **Adobe Substance** **Reality Composer**

GOLDEN SALMON

– GUIDELINES –

Business Name · 01
Message · 02
Logo + Wordmark · 03
Logo · 07
Colours · 11
Glassmorphism · 12
Typography · 13
Bottle · 14
Tone of Voice · 16
Imagery · 17
Social Media · 22

Business Name

Who are we

"Golden Salmon Limited"

Message

Why are we

At the Golden Salmon, we believe everyone should have the chance to try the smuggling delights of the 18th century. We recreate rums as they would have tasted when Christchurch's smuggling trade was at its best. To enhance the taste sensation of the newest South to taste was at its best. To enhance the will be transported back to murkier times through our immersive AR experience.

Dorset and the Jurassic coast were notorious locations for 18th century smuggling villains; local communities embraced fellow smugglers and signalling the direction of incoming ships from the past, salmons famous weather cock on top of Christchurch Priory Church, the Golden Salmon.

Our culturally rich heritage, warmly embraced by bartenders and Christchurch foodies alike, gives us a unique position to set small batch, high-quality, experimental rum. Using recently restored recipes from the past, salmons across the Jurassic coast will once again enjoy gently smoked golden liquid that famed Christchurch as the smuggling epicentre of 18th century England's liquid landscape.

Logo + Wordmark

Introduction

GOLDEN SALMON

The logo + wordmark for Golden Salmon are designed to be contemporary and visually striking, with a focus on simplicity and minimalism. The use of the Burford Line font for the wordmark adds a modern and sophisticated touch, while the slight tilt in the brown salmon logo creates a strong and memorable visual identity for the brand.

Logo + Wordmark

Overview

GOLDEN SALMON

GOLDEN SALMON

This is the primary way we show our brand, when there's room for it.

Logo + Wordmark

Ground Rules

GOLDEN SALMON

When using the logo + wordmark, be sure to give it some room to breathe. Use the logo to measure the space surrounding it. As a rule, use the height of the logo for padding the top and bottom and the logos width for the left and right padding.

Logo + Wordmark

Ground Rules

GOLDEN SALMON

Place the logo + wordmark on any brand colour, as long as it's legible.

GOLDEN SALMON

Use the white logo + wordmark if the background is too dark.

GOLDEN SALMON

You can place the logo + wordmark on an image, as long as it's legible.

GOLDEN SALMON

Do not make the logo + wordmark any colour other than black or white.

GOLDEN SALMON

Do not rotate the logo + wordmark in any direction.

GOLDEN SALMON

Do not stretch the logo + wordmark under any circumstances.

GOLDEN SALMON

Do not change or add a stroke/weight of the logo + wordmark.

Logo

Overview

In instances where the logo + wordmark cannot be used together, the solo logo variation can be used.

Be aware of line thickness - making it too thin or too thick can affect legibility.

Logo

Ground Rules

When using the logo, be sure to give it some room to breathe. Use the logo to measure the space surrounding it. As a rule, use the height of the logo for padding the top and bottom and the logos width for the left and right padding.

Colours

Overview

Line Black	·	#121212
Grey Glass	·	#888888
Golden Salmon	·	#FFC356
Dull Gold	·	#FFDA96
Seaweed Green	·	#38B85C
Washed Out Green	·	#C4EDD0
Seafoam Blue	·	#75CFD7
Washed Out Blue	·	#C4EAEE

rum really captures the fresh, smuggling lifestyle with its of of the black, seaweed green, seafoam blue, and gold. The s the ocean, and the gold symbolises value and luxury. All really highlights the brand's unique character and evoke nemurer.

Glassmorphism

Overview

Seaweed Glass	· #38B85C (48%) #C4EAEE (48%) #FFFFFF (06%) ·	Blur: 32px
Seaweed Glass Opaque	· #38B85C (04%) #C4EAEE (04%) #FFFFFF (88%) ·	Blur: 32px

The use of Seaweed Glass and its sister Seaweed Glass Opaque is crucial in the brand of the Golden Salmon giving a gentle reminder of our surrounding nature as well as mimicking the passive movement of the sea washing up on the shores of Christchurch.

Typography

Overview

TITLE	Burford	Line	Size	Stroke
SUB TITLE	Burford	Stripes A	56	0.45
Header	Inter	Bold	42	
Sub Header	Inter	Bold	32	
Body Header	Inter	Light	32	
Body	Inter	Bold	16	
	Inter	Light	16	

Burford Line and Burford Stripe A are ideal fonts for the Golden Salmon brand because they convey a sense of sophistication, elegance, and tradition. Both fonts are inspired by vintage typography and have a classic yet modern look that fits well with the brand's craft and history. Inter, on the other hand, is a modern sans-serif font that complements the vintage feel of the Burford fonts with its clean and minimalist design.

Bottle

Introduction

The Golden Salmon rum bottle is a key touchpoint in our branding, featuring embossed barnacles that add design and texture to the design. These barnacles also serve a functional purpose, guiding the user to place the bottle back on its shelf with the label facing outwards, maximising visibility and brand recognition. When designing the rum bottle, it's important to adhere to legal requirements for rum labelling. This includes displaying the brand name, product name, type of rum, alcohol content, country of origin, and volume of the bottle.

In addition, any health warnings or age restrictions must also be included as required by law. To ensure consistency in branding, it's important to follow the approved design and colour scheme for the rum bottle. The label should feature the Golden Salmon logo prominently and in accordance with our brand guidelines. Any additional design elements, such as patterns or textures, should be used sparingly and in a way that complements the overall design aesthetic.

Tone of Voice

How are we

The tone of voice for Golden Salmon should be confident, approachable and engaging, while also being bold and adventurous. We want to create a memorable and authentic experience for our customers showcasing our passion for rum-making and our rich history and culture of our brand. We strive to create a unique and exceptional experience.

In all communications, we should use inclusive language that makes all our customers feel welcome and valued. We should avoid jargon and use clear and concise language that is easy to understand. We want to captivate and ensure our audience with our storytelling and create a sense of excitement and anticipation around the Golden Salmon brand.

The tone of voice should be used consistently across all communication channels, including social media, website, packaging, and advertising. It should also be reflected in the design and imagery we use, to create a cohesive and consistent brand identity. We should always aim to engage with our users in a genuine and meaningful way, creating a strong connection with the Golden Salmon brand.

Imagery

Introduction

At Golden Salmon, we believe in showcasing the natural beauty and cultural richness of our surroundings. Located in Christchurch Dorset, our brand draws inspiration from the picturesque landscapes, stunning coastlines, and historic landmarks of this charming area. We have selected a range of images that capture the essence of our town. We have selected a range of images that capture the essence of our town. We have selected a range of images that capture the essence of our town

Product Design

I designed the Golden Salmon website in Figma. I created it mobile-first, focusing on promoting and flourishing products and the augmented reality experience.

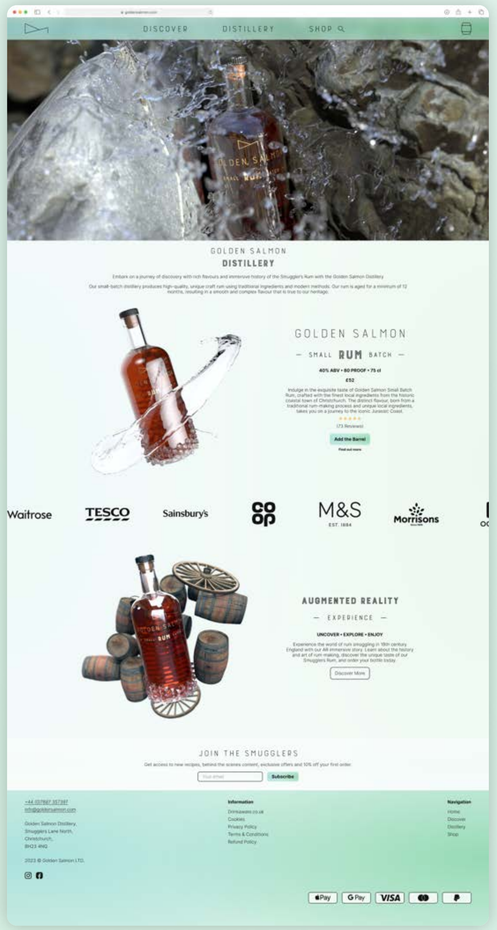
The website is produced from scratch, including all icons and assets, splitting the website into three main categories: discover distillery and shop. I designed a website that is easy to navigate, intuitive and informative.

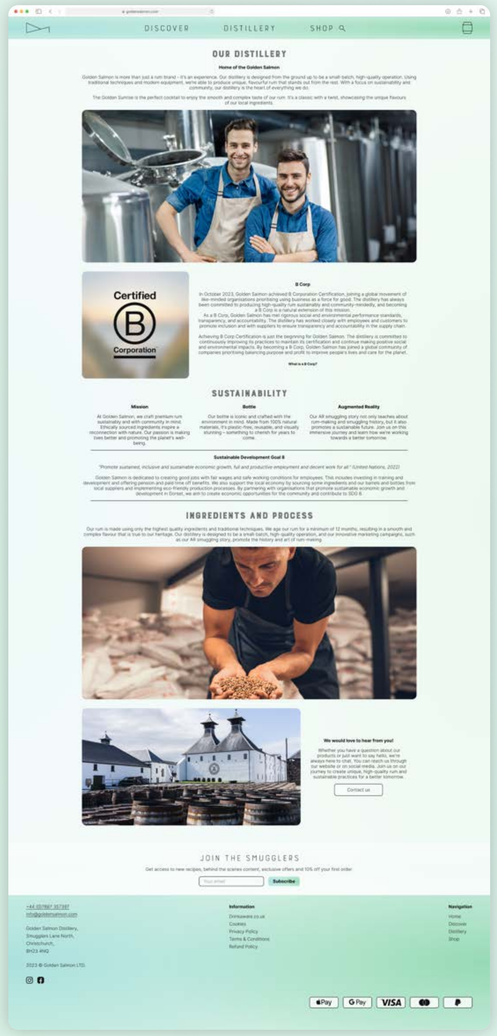
The traditional basket is replaced by the 'Barrel' section on the site, which was proven to be very intuitive and easy to use in user testing and allows users to connect more with the brand message and tone.

Accessibility

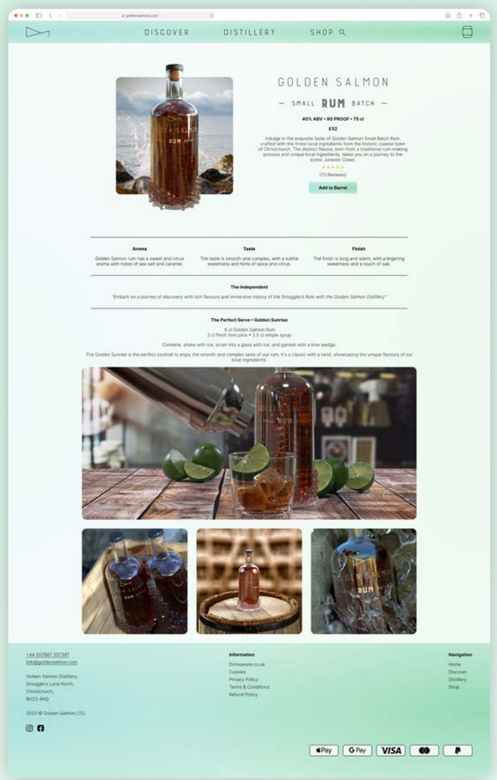
Accessibility is one of the most essential parts of product design, and I wanted to use this project to develop my accessibility skills when designing with Figma.

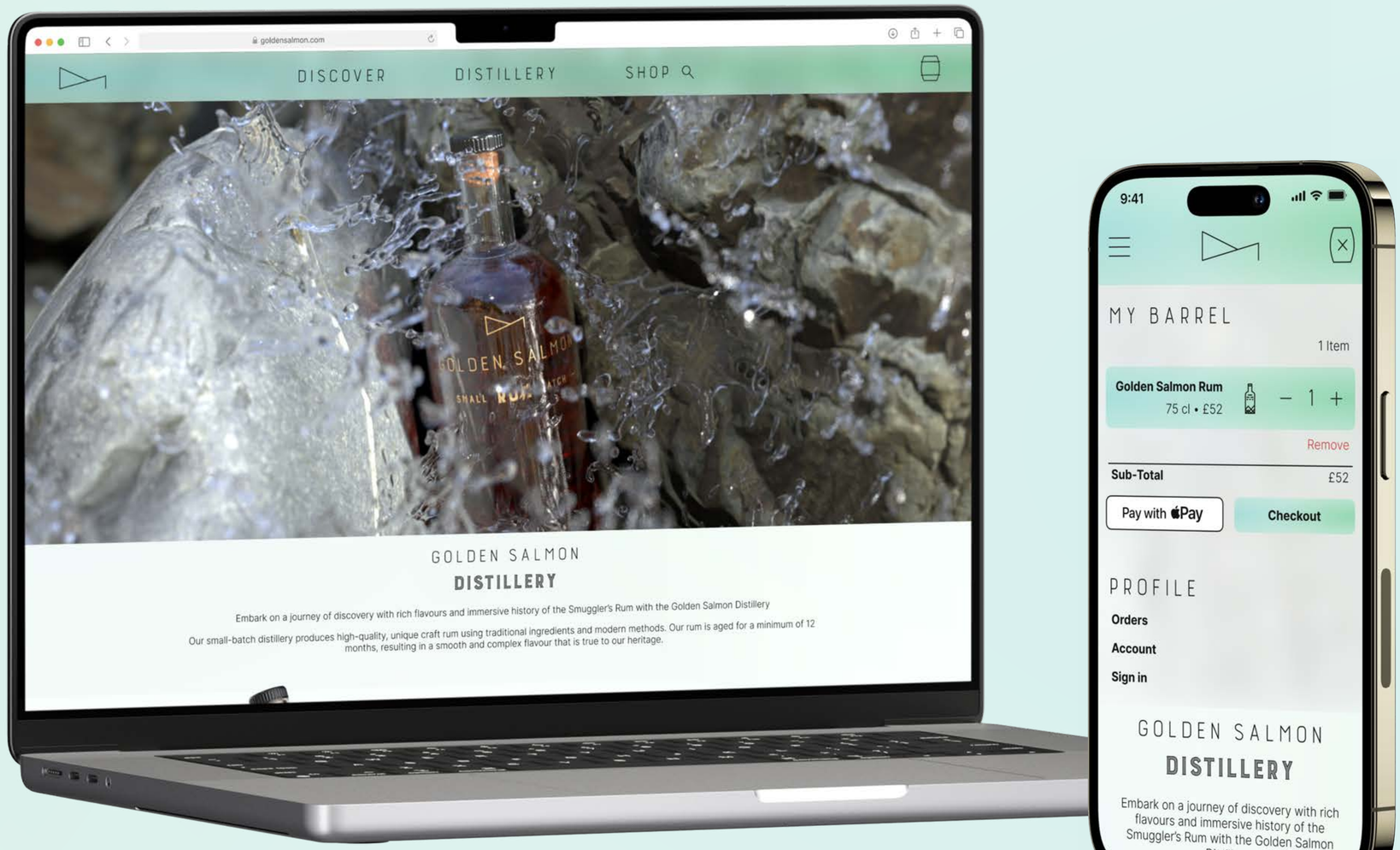
Using alt text and laying out my frames in a specific hierarchy, Figma's built-in accessibility feature in the prototype section allows VoiceOver to work accurately and for potential testing to be commenced with blind users, which usually wouldn't happen until the product was coded and made live.










goldensalmon.com
DISCOVER
DISTILLERY
SHOP
GOLDEN SALMON
DISTILLERY
Embark on a journey of discovery with rich flavours and immersive history of the Smuggler's Rum with the Golden Salmon Distillery
Our small-batch distillery produces high-quality, unique craft rum using traditional ingredients and modern methods. Our rum is aged for a minimum of 12 months, resulting in a smooth and complex flavour that is true to our heritage.
9:41
MY BARREL
1 Item
Golden Salmon Rum
75 cl • £52
− 1 +
Remove
Sub-Total
£52
Pay with Pay
Checkout
PROFILE
Orders
Account
Sign in
GOLDEN SALMON
DISTILLERY
Embark on a journey of discovery with rich flavours and immersive history of the Smuggler's Rum with the Golden Salmon Distillery.

Brand

The Golden Salmon brand is designed to be recognisable and simplistic to not draw attention away from the rum's complex flavour, profile and background but to ensure that the rum would entice the customer in more than just one sense.

Augmented Reality

I designed an immersive AR experience that takes the user on a journey to the 18th-century world of rum smugglers along the South coast of England. They discover the traditional techniques and highest quality ingredients used to make the premium rum.

Using Reality Composer and Adobe Substance, I curated an animated AR scene that works natively on all iOS devices.

Bottle Design

Using Adobe Substance, I designed the unique Golden Salmon rum bottle to be a key touchpoint in our branding, featuring extruded barnacles that add depth and texture to the design. These barnacles also serve a subconscious purpose, guiding the user to place the bottle back on the shelf with the label facing outwards, maximising visibility and brand recognition.




GOLDEN SALMON
SMALL RUM BATCH

Project Vital Heart.

Problem

At the start of the century, Cardiovascular diseases became India's leading cause of mortality. Whilst medical treatments and technologies flourished in high-income areas, the lowest-income areas of India were left behind with a lack of education, inaccessible medical services and disproportionate poverty.

Solution

As my RSA (Royal Society of Arts) entry, I proposed and designed Vital Heart, a low-cost, fully reusable and recyclable early CVD detection system to address the lack of medical support for CVD in India's lowest-income areas. The system allows for rapid testing, with results available in 90 seconds or just 35 seconds with support.

To complement the testing system, I developed an intuitive app that allows patients to take the test, receive immediate results, and track their vital capacity over time. The app provides easy-to-understand results and recommendations, ensuring that patients in low-income areas can access affordable and accessible early CVD detection.

The system and app were developed through user feedback and rigorous testing to provide an efficient and cost-effective solution for those who need it most. The senior lecturing team selected me to enter my design into the RSA student design awards.

Adobe Illustrator | Adobe XD | Adobe Dimension | Affinity Suite | Motion



vital **heart**

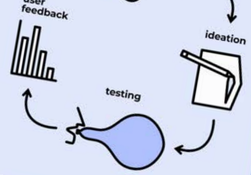
a **low-cost**, **reusable** early **cardiovascular disease detection system** designed to be **accessible** for **low-income communities**, to help **save lives**



problem

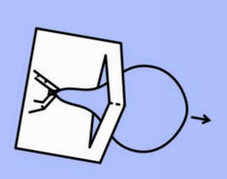
At the **start of the century, Cardiovascular diseases** became the **leading cause of mortality in India**. Whilst **medical treatments** and technologies **flourished** in high-income areas, the **lowest-income areas of India** were left behind with a **lack of education**, **inaccessible medical services** and **disproportionate poverty**.

*in **India** annually



process

Undertaking a **case study** to answer: **"How are the Lowest-Income Areas of India Affected by Cardiovascular Disease?"** Findings indicated a **lack of medical support**. I then started investigating **how CVD is identified** and was shocked to find the **high cost of inaccessible devices** used **every day**. I then came across how **vital capacity** can be **impaired** by **CVD**. This **knowledge**, **user feedback** and **rigorous testing** helped me **develop** this **testing system**.



proposal

By **creating** a **fully reusable** and **recyclable**, **low-cost early CVD detection system**, **Vital Heart** will aim to **rapidly test thousands** of possible **patients** in **low-income areas**. Patients can take the test and get a **result** within **90 seconds**, **or** just **35 seconds** with **support**.

vital **heart**

*xd.adobe.com/view/66d56ld5-c0fb-4f20-9630-9a3c54aba3c0-3386/

development of **research**

secondary research
initial findings

target group
- Individuals living in India and low-income states
- Adults who are at high risk of CVD

challenges
- Underdeveloped medical practises in India
- Unreleased data and procedures

current issues
- Expensive tests
- Inaccessible medical attention
- Lack of education
- Low professional-patient ratio

high-cost tests for cvd

Electrocardiogram (ECG), exercise stress tests, X-rays, echocardiogram, blood tests, coronary angiography, radionuclide tests, MRI scans and CT scans.

primary research
interviews

charities

To understand the vast capabilities of charities based locally and in India who specialise in health care.

experts

This was critical in understanding how CVD is currently tested and how much time and resources go into each test.

active volunteers

By knowing the levels of education and information charities pass on to volunteers, I am able to critically design my project so it can be understood by a vast amount of people.

system thinking
root causes

lack of education

Due to the high poverty of low-income areas in India, there is a direct correlation with a poor education system. Even many educated people are not aware of the next steps after being diagnosed with CVD or even recognise the symptoms.

poor diet

A diet consisting of high amounts of Maida (a carbohydrate found in traditional foods) and a low intake of vitamin B-6 is one of India's leading causes of CVD.

medical diagnosis

Most current tests for CVD are based on ECGs, blood tests and doctor interventions. These are all high-cost both in labour, energy supply, research and development.

early intervention

Hundreds of millions of dollars are spent every year treating CVD in India, by initialising early-stage mass testing expensive late stage treatments can be avoided.

initial ideation
creating parameters

case study

My case study helped to identify the main causes of CVD and it's impact on India's people and economy.

testing device

An affordable device that tests for early stages of CVD.

non-electrical testing

A solution usable in low-income areas where electricity is scarce, so the patient can repeat the test independently.

self-testing

A plan to enable people to repeat their self-testing.

reusable & recyclable

A test kit that requires minimal cleaning, zero maintenance and can be used multiple times.

defining limits
research

physical design

The physical design needs to be low-cost, adaptable, reusable, recyclable, widely available and easy to use.

web app design

Create a familiar, easy-to-use web app, which has a high download speed. Any images and animations will primarily be SVG based to reduce file size, and limited graphics will enable quick downloads. Use GPS for local help but with an option for those who do not have a portable device.

accuracy & repeatability

The physical test needs to be repeatable to reduce waste and make testing consistent.

The system will need to meet a standard level of accuracy. However, as a preliminary test, there are health and financial benefits in early intervention & treatments.

proposed solution
features

cvd testing device

Vital Heart will measure vital capacity using a volume of air blown into a balloon. By comparing the volume in the balloon to a standardised score, it can help screen patients with a potential CVD.

inclusive web app

The partnering web app is designed to support the test by tracking and monitoring test readings and will be used to give out a bank of information and support for those who need it.

accessibility for all

The testing device uses simple diagrams similar to those found in manuals for furniture construction. A single-sided bicolour print means that the test can be printed at an incredibly low cost on any printer (K only). Using a text-based button system, the web app can be translated into any language and read aloud by accessibility features.

cooperation

Building a connection with a charity would make the test more available and usable by all.

1

vital **heart**

user **journey**

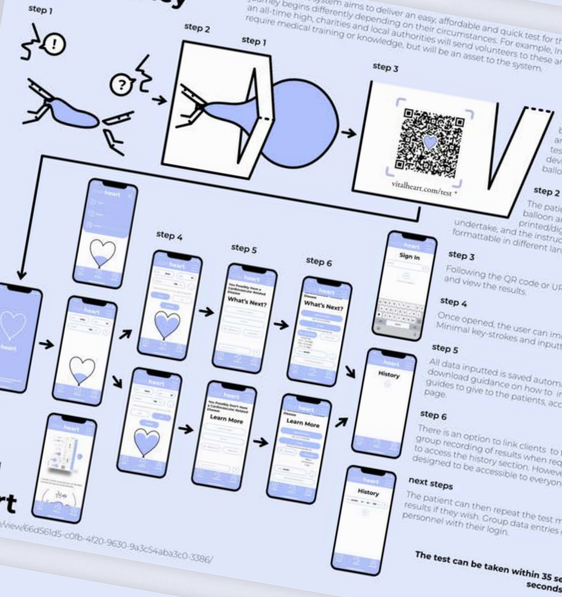


vital **heart**

*xd.adobe.com/view/66d56ld5-c0fb-4f20-9630-9a3c54aba3c0-3386/

user **journey**

The Vital Heart system aims to deliver an easy, affordable and quick test for the early stages of cardiovascular diseases. The user's journey begins differently depending on their circumstances. For example, in low-income areas such as Kerala, India, where CVD is at an all-time high, charities and local authorities will send volunteers to these areas to test many potential patients. Volunteers will not require medical training or knowledge, but will be an asset to the system.



Volunteers will communicate with the patient and talk through what is involved and how the test can help them, before handing over the test. In other areas where volunteers are not an option, test packets can be sent to individuals to test by themself and, with the low-cost design, the measuring device can be sent electronically and printed on-site and a balloon can be delivered.

step 2

The patient will then take the physical test involving just the balloon and measuring device with help from the volunteer or the printed/digital instructions. The test is designed to be easy to undertake, and the instructions are styled after worldwide used manuals and formattable in different languages for maximum accessibility.

step 3

Following the QR code or URL printed on the measuring device, the user can enter and view the results.

step 4

Once opened, the user can immediately input the test results onto the app. Minimal key-strokes and inputting steps support limited or poor wi-fi connection.

step 5

All data inputted is saved automatically. Contact choices with the option to download guidance on how to improve cardiovascular health. A list of leaflets and guides to give to the patients, accessible by the volunteers is also linked on this page.

step 6

There is an option to link clients' to their result for more effortless follow-up and group recording of results when required. signing in will be available on any device to access the history section. However, it is not crucial to sign in as Vital Heart is designed to be accessible to everyone.

next steps

The patient can then repeat the test multiple times at their leisure and input results if they wish. Group data entries can be collated & accessed by authorised personnel with their login.

The test can be taken within 35 seconds with a volunteer or under 90 seconds without.

2

vital **heart**

global **viability** & design **innovation**

viability
global uses

design adaptability

The instructional diagrams are designed with a simple two-tone scheme, for low cost printing and a consistent border which stands out and is readable from arms length. The web app utilises all the information required to take the test in a format that can be translated into different languages and read aloud for those who need it.

medical viability

Vital Heart works by measuring the vital capacity of a patient. The vital capacity is the largest volume of air that can be exhaled after the deepest possible breath. By measuring vital capacity, this system can be used to detect other illnesses caused by chronic obstructive pulmonary diseases (COPD), restrictive airway diseases (RAD) and structural restrictive airway diseases (SRAD), not just CVD. This system aims to identify the early stages of CVD. It is designed for many people who would not previously seek medical attention or those who consider themselves as healthy and fit:

viability in the lowest-income areas of India

system in practice

Vital Heart would partner with an Indian based charity. This would enable volunteers to travel around the lowest-income areas of India and areas that have the highest rates of CVD. With volunteers' help, each test can be completed in just 35 seconds to reach the maximum amount of potential patients who would not usually have access to an internet device or an address for delivering these tests. Once the patients have the results, they can receive guidance directly from the volunteer and the following steps required to recover.

innovations
design

reaching all the target groups

The design is crucial for this system's success. Vital Heart has been designed to follow strict guidelines for brand consistency and accessibility for low literacy levels, including the instructional diagrams, web app design and animations.

By creating SVG animations, the load speed of the web app is dramatically quicker than with standard MP4 formats. This is even more apparent with a poor cellular service. The non-SVG animations in the web app are optional and are not needed to undertake the test but can be used as an aid.

measuring system

measuring vital capacity

By developing a measuring technique that measures the circumference of an object, using π, the cut out can measure the balloon's volume of the balloon. As the balloon needs to be passed through the hole, there will be no error finding the largest diameter

converting vital capacity to cvd detection

When comparing the volume to the limits of the average vital capacity, Vital Heart can determine if the patient has a vital capacity issue, which can be caused by CVD.



vital **heart**

3



social & **environmental** impact

social impact
individuals

awareness

Whether the patient gets a positive or negative result, Vital Heart can still deliver guidance and help improve an individual's fitness, health and awareness of cardiovascular diseases.

health

CVD is responsible for over 25% of all deaths globally, tackling this head-on with early-stage testing can cut these deaths dramatically. Once individuals are aware they can take the necessary steps to be treated in order to live a helathlier life, as early stage CVD is a reversible health issue.

life expectancy

Looking at the target group of India, life expectancy is currently 69.5 years. However, with regular testing and medical attention, the life expectancy can be increased by 3+ years to closely reflect the world's average life expectancy, by treating individuals earlier.

communities, countries and governments

education

Vital Heart is designed to be a community-wide testing scheme that can be delivered across countries to the lowest-income areas with typically low literacy levels. The easy to use vital heart test is widely accessible to all and will educate thousands about their own cardiovascular health. This improves the communities dramatically and shows how life-changing this knowledge can be.

money saved

Treating patients at an early stage of CVD is cheaper and less time consuming than traditional treatment costing an average of $120 billion annually treating CVD in India alone. This money saved can further the accessibility of Vital Heart and education in low-income neighbourhoods.

poverty

By identifying those affected by CVD and getting them treated in their early stages, communities of low-income areas can start relying on older generations to work longer and help bring these areas out of poverty.

environmental impact - after the test
reusability

the testing system

Vital Heart is made up of 3 parts; one balloon, one measuring device (A4 print) and a web app. The balloon can be reused multiple times by the same patient. It is used only to measure volume and is not affected when the balloon's elasticity is compromised after many uses. The balloon can be cleaned between uses if necessary, but is only recommended to be used by the same patient to minimise the spread of any respiratory diseases. The measuring device can be reused on an unlimited amount of patients, however as it is paper it has the possibility of ripping which would render the measurements inaccurate. The final piece of Vital Heart is the web app that can also be used unlimited times and can save test results for individuals and groups.

recycling

the balloon

When the balloon is physically broken either by being punched or ripped, a new balloon will be required to complete a test. The balloons can be made out of 100% latex which is biodegradable; however, ≈1% of people are allergic to latex, alternatives can still be recyclable, however more expensive.

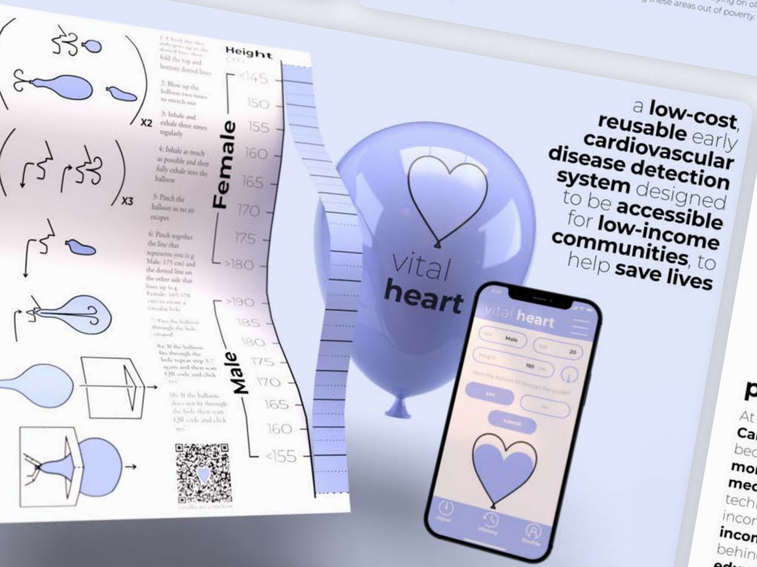
the measuring device

The measuring device is formated to a standard A4 piece of paper, which means that it can be printed on recycled paper, and once it becomes unusable, it can be recycled again. The measuring device can be printed in any location meaning there can be a cut down on the carbon footprint of Vital Heart.

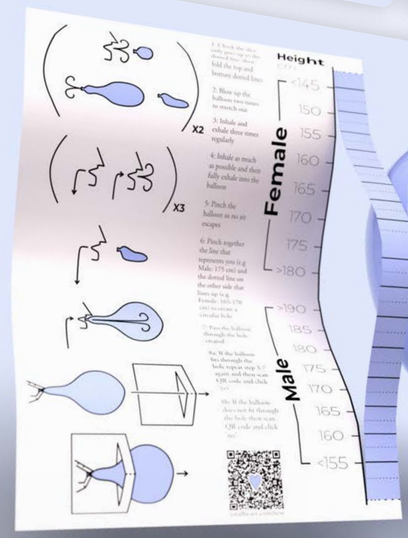


4

vital **heart**



a **low-cost**, **reusable** early **cardiovascular disease detection system** designed to be **accessible** for **low-income communities**, to help **save lives**



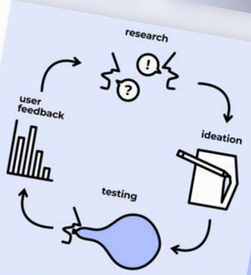
vital **heart**





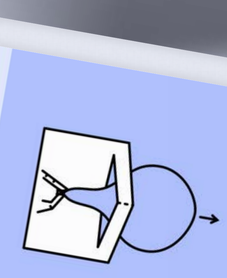
problem

At the **start of the century, Cardiovascular diseases** became the **leading cause of mortality in India**. Whilst **medical treatments** and technologies **flourished** in high-income areas, the **lowest-income areas of India** were left behind with a **lack of education**, **inaccessible medical services** and **disproportionate poverty**.



process

Undertaking a **case study** to answer: **"How are the Lowest-Income Areas of India Affected by Cardiovascular Disease?"** Findings indicated a **lack of medical support**. I then started investigating **how CVD is identified** and was shocked to find the **high cost of inaccessible devices** used **every day**. I then came across how **vital capacity** can be **impaired** by **CVD**. This **knowledge**, **user feedback** and **rigorous testing** helped me **develop** this **testing system**.



proposal

By **creating** a **fully reusable** and **recyclable**, **low-cost early CVD detection system**, **Vital Heart** will aim to **rapidly test thousands** of possible **patients** in **low-income areas**. Patients can take the test and get a **result** within **90 seconds**, **or** just **35 seconds** with **support**.

vital **heart**

development of **research**

secondary research
initial findings

target group
- Individuals living in India and low-income states
- Adults who are at high risk of CVD

challenges
- Underdeveloped medical practises in India
- Unreleased data and procedures

current issues
- Expensive tests
- Inaccessible medical attention
- Lack of education
- Low professional-patient ratio

high-cost tests for cvd

Electrocardiogram (ECG), exercise stress tests, X-rays, echocardiogram, blood tests, coronary angiography, radionuclide tests, MRI scans and CT scans.

primary research
interviews

charities

To understand the vast capabilities of charities based locally and in India who specialise in health care.

experts

This was critical in understanding how CVD is currently tested and how much time and resources go into each test.

active volunteers

By knowing the levels of education and information charities pass on to volunteers, I am able to critically design my project so it can be understood by a vast amount of people.

system thinking
root causes

lack of education

Due to the high poverty of low-income areas in India, there is a direct correlation with a poor education system. Even many educated people are not aware of the next steps after being diagnosed with CVD or even recognise the symptoms.

poor diet

A diet consisting of high amounts of Maida (a carbohydrate found in traditional foods) and a low intake of vitamin B-6 is one of India's leading causes of CVD.

medical diagnosis

Most current tests for CVD are based on ECGs, blood tests and doctor interventions. These are all high-cost both in labour, energy supply, research and development.

early intervention

Hundreds of millions of dollars are spent every year treating CVD in India, by initialising early-stage mass testing expensive late stage treatments can be avoided.

initial ideation
creating parameters

case study

My case study helped to identify the main causes of CVD and it's impact on India's people and economy.

testing device

An affordable device that tests for early stages of CVD.

non-electrical testing

A solution usable in low-income areas where electricity is scarce, so the patient can repeat the test independently.

self-testing

A plan to enable people to repeat their self-testing.

reusable & recyclable

A test kit that requires minimal cleaning, zero maintenance and can be used multiple times.

defining limits
research

physical design

The physical design needs to be low-cost, adaptable, reusable, recyclable, widely available and easy to use.

web app design

Create a familiar, easy-to-use web app, which has a high download speed. Any images and animations will primarily be SVG based to reduce file size, and limited graphics will enable quick downloads. Use GPS for local help but with an option for those who do not have a portable device.

accuracy & repeatability

The physical test needs to be repeatable to reduce waste and make testing consistent.

The system will need to meet a standard level of accuracy. However, as a preliminary test, there are health and financial benefits in early intervention & treatments.

proposed solution
features

cvd testing device

Vital Heart will measure vital capacity using a volume of air blown into a balloon. By comparing the volume in the balloon to a standardised score, it can help screen patients with a potential CVD.

inclusive web app

The partnering web app is designed to support the test by tracking and monitoring test readings and will be used to give out a bank of information and support for those who need it.

accessibility for all

The testing device uses simple diagrams similar to those found in manuals for furniture construction. A single-sided bicolour print means that the test can be printed at an incredibly low cost on any printer (K only). Using a text-based button system, the web app can be translated into any language and read aloud by accessibility features.

cooperation

Building a connection with a charity would make the test more available and usable by all.

1

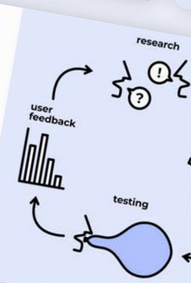
vital **heart**



problem

At the **start of the century, Cardiovascular diseases** became the **leading cause of mortality in India**. Whilst **medical treatments** and technologies **flourished** in high-income areas, the **lowest-income areas of India** were left behind with a **lack of education**, **inaccessible medical services** and **disproportionate poverty**.

*in **India** annually



process

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vital **heart**

App Design

I designed the web app for Vital Heart using Adobe Illustrator and XD. The app has simple wireframes that allow users to input age, height, and gender and answer a few questions.

The output page delivers local patient help and data sources for those with positive results.

History Function

The web app includes a history function, which enables companies and volunteers to sign in on any device and fetch data from previous patients. This feature can be used by individuals who wish to see their last or family data on one device.

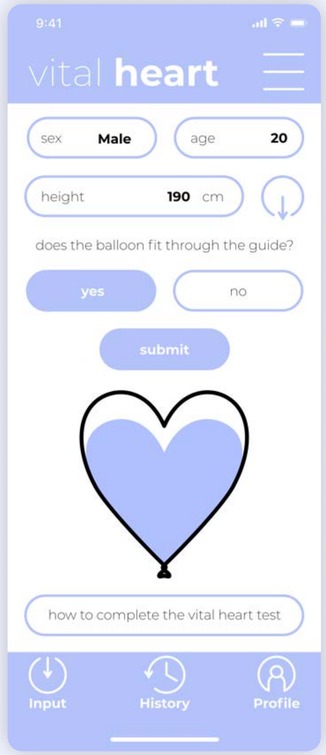
Accessibility

The web app utilises all the required information to take the test in a format that can be translated into different languages and read aloud to those who need it.

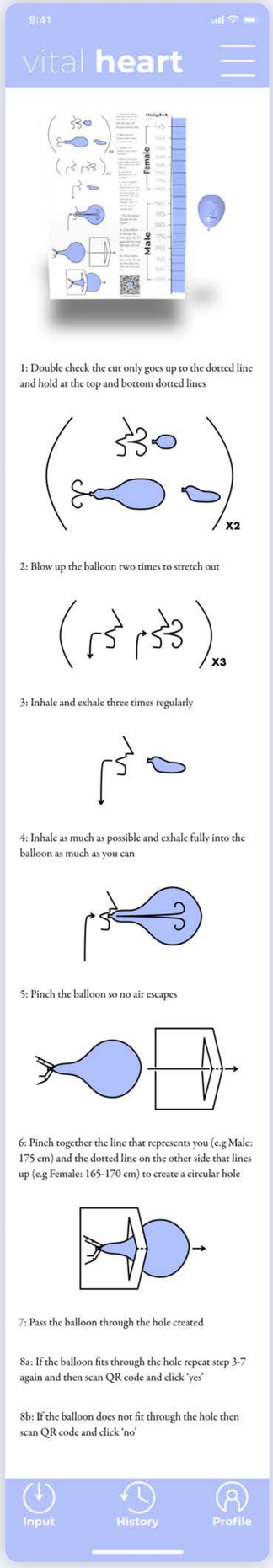
Brand

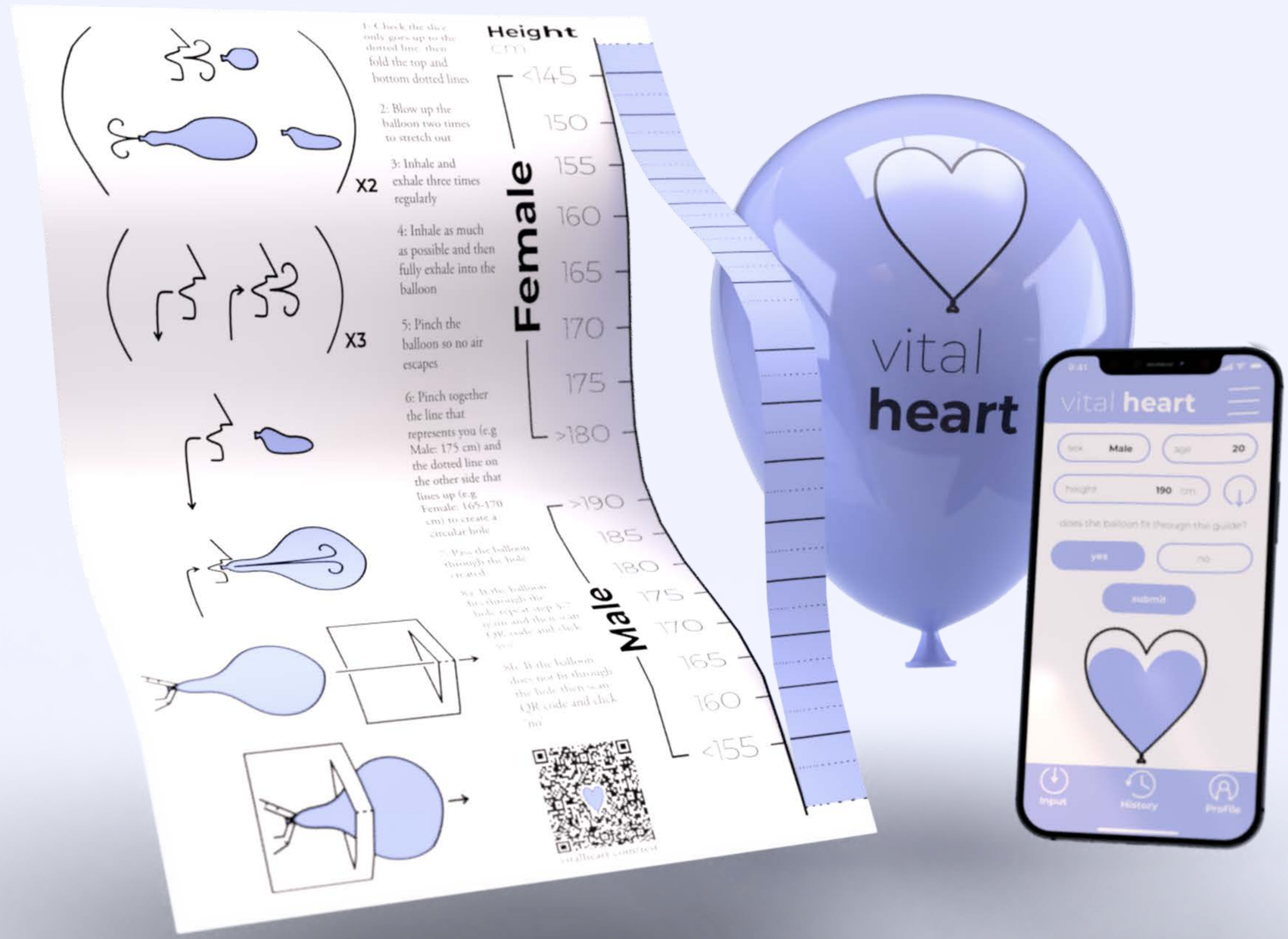
The brand for Vital Heart was developed by creating 2D illustration assets that matched the typography style, colour scheme and logo design.

The logo, representing a heart and the crucial balloon used in the test, was designed using the golden ratio and animated in Adobe After Effects and Apple Motion.








Height
(cm)
<145
150
155
160
165
170
175
>180
>190
185
180
175
170
165
160
<155
Female
Male
X2
X3
vital
heart
vital heart
Male
20
190
yes
submit
Input
History
Profile

Research

I conducted a competitor analysis of four PYO farms to design the website for Bourne Valley PYO. This analysis helped us understand how information is presented on a farm's website, such as opening times, production availability, and events.

Additionally, I visited Bourne Valley PYO and conducted customer research to understand what drew customers there and how they would describe the farm. The research informed the creation of a bank of natural serif display fonts for the branding and website to combine the natural environment with the digital world.

Product Design

The design process involved ideation, prototyping, exporting, and implementing, which included a crazy eights session, low-fidelity wireframes, and mid to high-fidelity prototypes for the new website.

A branding library was created for fill colours, outlines, styles, and typography. I utilised Figma to design responsive components and a master component, which was easily changeable. Finally, a prototype was created for the Bourne Valley PYO website.



Development

The web design process for Bourne Valley PYO involved exporting CSS elements from Figma to Webflow. Using Webflow, the focus was creating a content management system allowing the client to upload events without requiring a developer's assistance.

Webflow was chosen as the website provider and host for Bourne Valley PYO because it is a visual tool that allows users to create a professional-looking website without advanced coding skills.

Sustainability

My website design for Bourne Valley PYO aligns with Sustainable Development Goal (SDG) 12, "Ensure sustainable consumption and production patterns". The website contributes to sustainable practices by being energy-efficient, using minimal resources, and promoting sustainable behaviours such as reducing food waste and using recyclable PYO containers.

The website also facilitates the sale of sustainably produced products, building customer trust and promoting the farm's commitment to sustainability. Focusing on SDG 12 helps support the farm's sustainability efforts and promotes sustainable consumption and production patterns.



Project

Bourne Valley PYO.

Problem

Bourne Valley Pick Your Own faced repetitive customer messages due to the need for an effective platform to showcase information, events, and deals, resulting in a sub-optimal customer experience.

Solution

As a Product Designer, I created an easy-to-navigate and well-polished website for Bourne Valley Pick Your Own. This family-run farm has been providing fresh, locally-grown fruits and vegetables for over 25 years to reach a wider audience, providing critical information to customers, and manage their business more efficiently while also solving the problem of customers repeatedly asking the same questions by showcasing their events and deals on multiple platforms using a CMS.

Figma | Affinity Suite | Webflow


bournevalleypyo.com
About Us
Pick Your Own
Events
Café
Shop
Pick
your
own

Project
Bar Box.

Problem

There is a lack of eco-friendly multi-soap bar holders that are compact, sealable, and leakproof while also keeping the bars separate and the brand visible. This poses an issue for people who use multiple soap bars for different purposes, such as shampoo, conditioner, body wash, face wash, shaving, and hand soap, as they need help transporting and distinguishing between the bars.

Solution

I designed a compact, eco-friendly multi-soap bar holder that is sealable and leakproof, featuring separate compartments to keep the soap bars identifiable. The product is made from sustainable recycled plastic and is lightweight, making it ideal for travel. I also ensured that the design had an aesthetic appeal to the target market.

Additionally, I developed a website to complement the product that is user-friendly and easy to navigate. The website educates users on the environmental benefits of using soap bars, includes customer reviews and features parallax scrolling to showcase the product in 3D. The product and website meet the client's brief and provide a practical and sustainable solution for transporting and storing soap bars.

Adobe Illustrator | Adobe XD | Adobe Dimension | Affinity Suite | Motion



3D Design

I focused on creating a carrier with a good seal, drainage, and a capacity of 3 bars of soap that would be easy to use in wet, slippery conditions. I researched using soap bars and identified the issues of no drainage and lack of portability.

Throughout the design process, I worked closely with the client and incorporated their feedback into several design iterations. To present the final design to the client, I worked with a 3D modeller to turn my 2D plans into a 3D CAD model that I realistically rendered using Adobe Substance.

Brand

My first challenge was to find a name and design that would fit the product and appeal to a niche customer base. The team conducted market research and found that the target customer for this product is environmentally-minded and values zero waste.

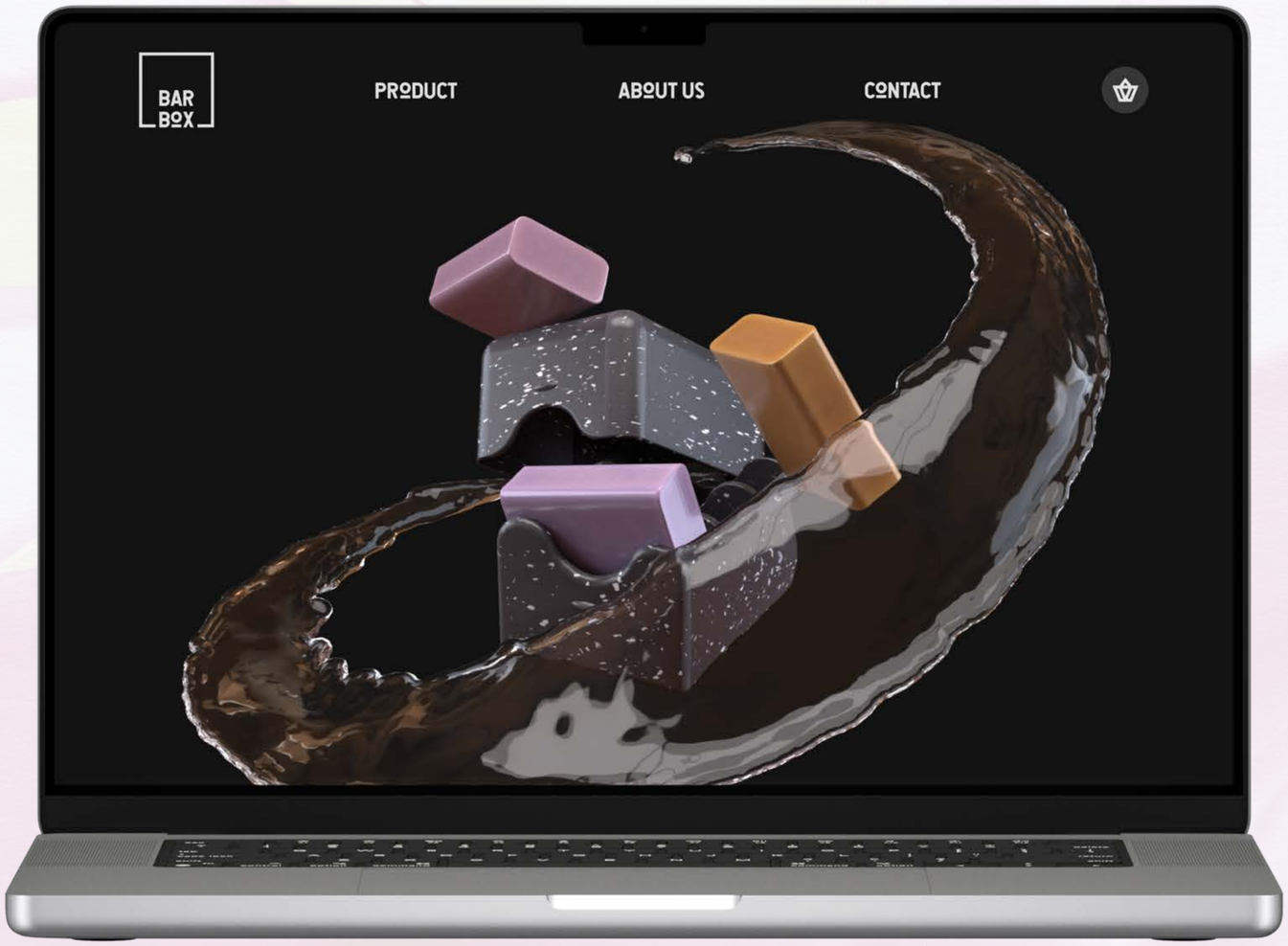
The logo has a modern twist on a traditional Glaswegian Mackintosh typeface and uses a soft-toned colour scheme to symbolise nature and cleanliness. The final design reflects the company's values and appeals to the target customer.

Product Design

I designed the web app for Bar Box using Adobe Illustrator, XD and Adobe Substance. The app features an interactive parallax scrolling effect with the spiral of water rotating around the soap box when the user first scrolls on the page.

The website is split into: Product, About Us, Contact and Basket. This simple sitemap ensures users receive a better user journey, along with large hitboxes for buttons and variants of the product.




BAR
BOX
PRODUCT
ABOUT US
CONTACT

Project

BT Group: EE.

Problem

To design a "learn more" page for the Apple Watch Ultra to provide EE customers with comprehensive information about the product, improve their understanding, and increase the likelihood of purchase through the EE site.

Solution

To accomplish this, I conducted thorough user research to identify key customer pain points and needs. I developed a comprehensive design strategy using this information, including wireframing, prototyping, and user testing.

The final solution was a visually appealing and easy-to-navigate "learn more" page that provided customers with a clear understanding of the Apple Watch Ultra's features, benefits, and technical specifications.

The page was designed to emphasise user experience and included interactive elements such as animations and hover effects to make the information more engaging.

Overall, the "learn more" page successfully improved customer understanding of the product and increased the likelihood of purchase, which in turn would, in practice, ultimately contribute to EE's business success.

Figma Mural


9:41
Log in
Three-Microphone Array.
In windy environments, an adaptive algorithm picks the best microphone for audio.
The ultimate sport watch.
Action button in International Orange.
Customise to mark a Compass Waypoint, start Backtrack, control a workout, begin a dive and more. Press and hold to activate the Siren.
Siren. Emits an 86-decibel sound pattern to attract help. Can be heard up to 180 metres away.
Up to
36hrs
of normal use
Up to
60hrs
on low power settings
Battery life for days. When you're on the second day of a backpacking trip, the final leg of a triathlon or diving along a coral reef, the last thing you want to think about is running out

Research and Journey Mapping

At EE, I did guerrilla research on the Apple Watch Ultra and its competitors and created a survey to learn how people use it. I also participated in a virtual usability test with a registered blind user, inspiring me to focus on UX accessibility.

With a User Researcher, I developed objectives and questions for my project and created a journey map to improve the design. This experience improved my communication skills and allowed me to share my knowledge with other designers at EE.

Product Design

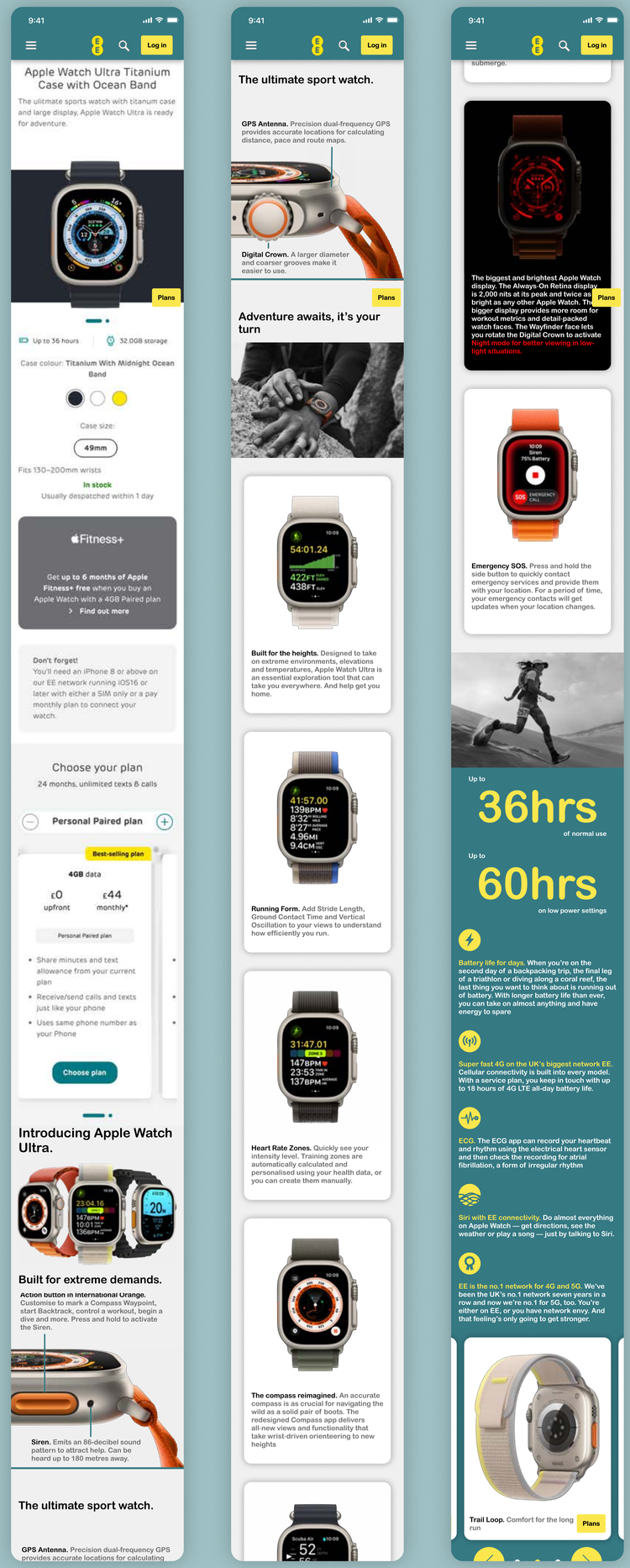
I led a crazy eights session to create component ideas for a low-fidelity wireframe, using Figma to produce an outline for the page. Talking to a Service Design Specialist helped me understand how to combine digital and in-person experiences for a seamless user journey.

Using EE's branding and Apple's guidelines, I designed a high fidelity 'learn more page, completing an animated prototype in less than a day. This sprint and agile work ethic approach to design complements my working style.

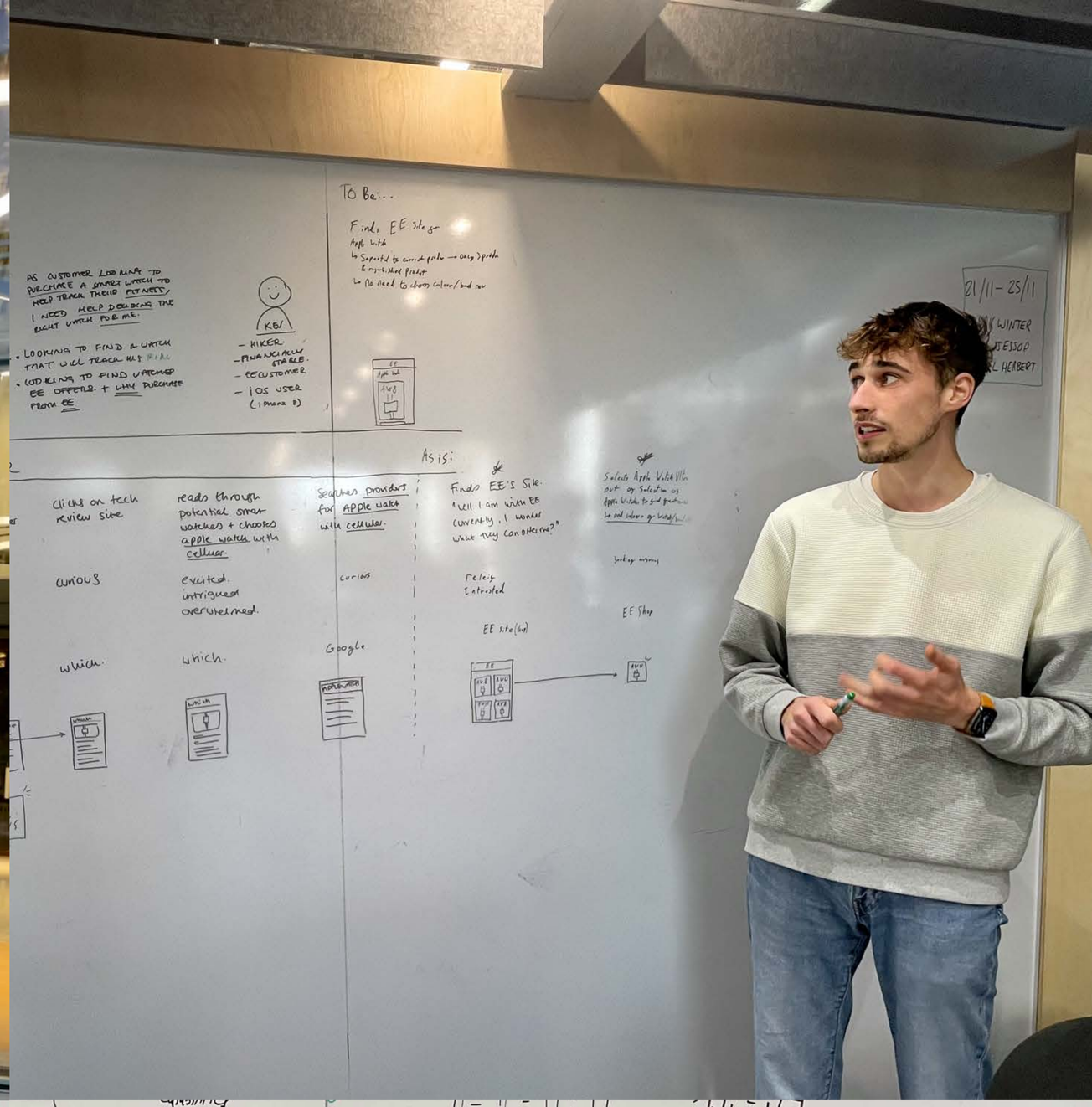
Usability Testing

After completing my prototype with animations, I conducted a usability test with two in-house designers. Two observers joined the session and helped me with affinity mapping. I started by briefing the participants on the persona and gave them tasks to complete with my prototype.

I discovered more pain points than I expected but also identified areas for expansion. I ended the week with affinity mapping, grouping issues and positives together and creating how-might-we questions. I prioritised these points on a graph based on importance and time. The feedback during testing was enjoyable and valuable.




BT


To Be...
Find EE Site &
Apple Watch
As is:
Clicks on tech review site
reads through potential smart watches & chooses apple watch with cellular.
Searches provider for Apple Watch with cellular.
Finds EE's Site. "Well I am with EE currently, I wonder what they can offer me?"
curious
excited. intrigued overwhelmed.
curious
Relief. Interested
which.
which.
Google
EE site (hub)
EE Shop
21/11 - 25/11




Key milestones that enable benefit → business go-live
→ period of adoption
FF2300
Lo-fi
I Dev.

Project
Additional Work.





Personal Branding, Portfolio and Website Design

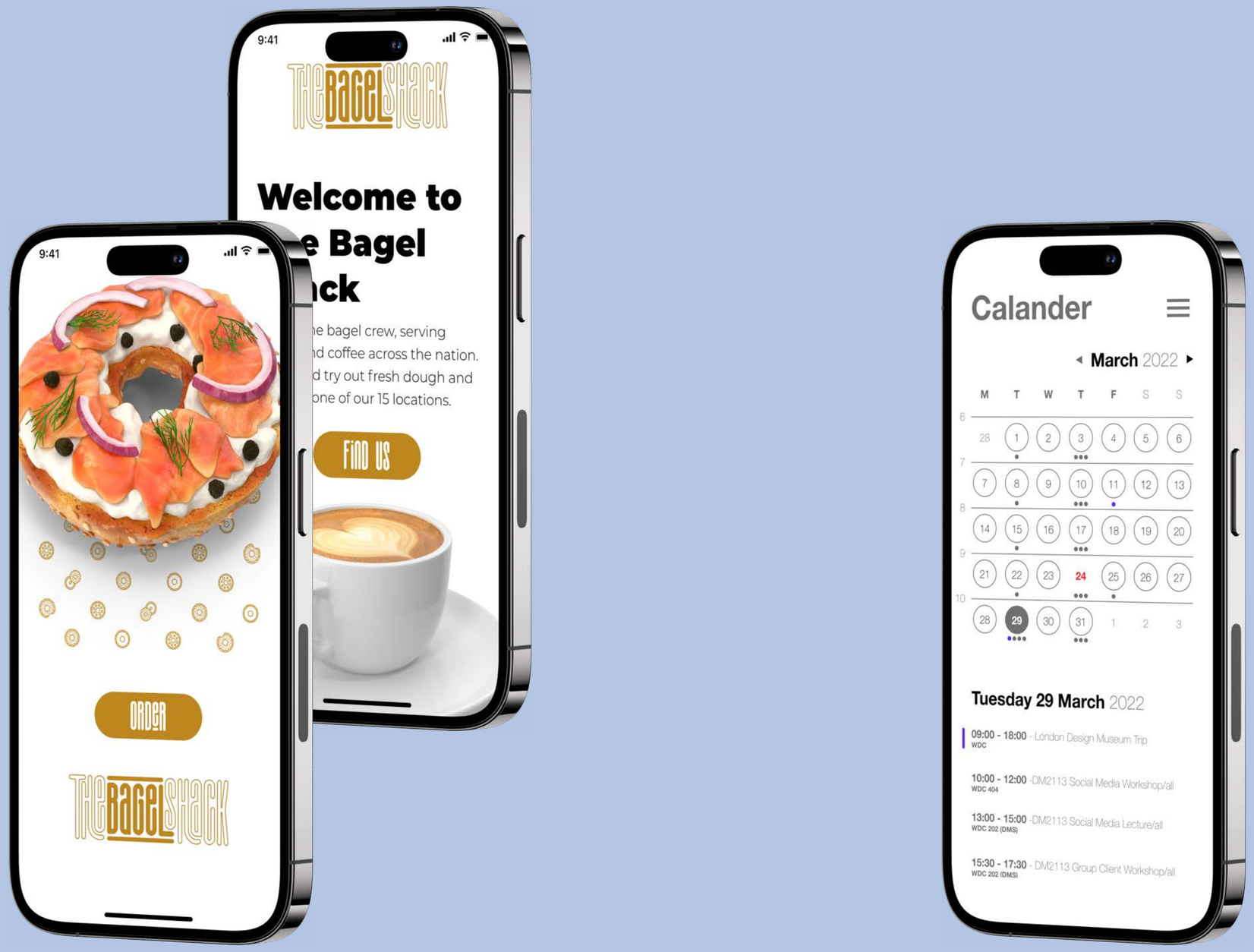
As a human-centric designer, I create exceptional client experiences. I've applied the same attention to detail to my branding and website, showcasing my unique style and expertise.

My goal is seamless and enjoyable user experiences for visitors to my portfolios, highlighting my work.

TransMedia Exhibition

Focused on designing a mobile-first website for TransMedia Exhibition using Adobe XD. Utilised a flexible grid system with tiled components that adapt to screen size for responsive design.

The header featured a burger menu representing page headings. Guidelines developed in XD for seamless implementation by developers.



The Bagel Shack

The project used rendered video frames to manipulate 3D images on a 2D plane. Adjusted orientation and viewpoint of burger and bagel 3D models while maintaining lighting and background consistency.

The resulting video is rendered into a .json file for an interactive scrolling experience using programs like WordPress or Webflow.

Canvas Calendar: Redesigned

Focused on improving the University of Winchester's calendar feature for organising and informing students about events. Identified issues in the current app and designed a more efficient and user-friendly calendar.

The new design aimed at enabling quick and easy access to information without multiple pages or menu navigation for students.