







/ Tabettha Jones
// UX PORTFOLIO



 @tabethasays



SIGMA-ALDRICH

Disney

Lexmark™



/ project experience



The Washington Post

- Applebee's
- Astellas
- AT&T
- AFC
- Bank of the West
- Boeing
- Biogen
- Cabela's
- Carrefour
- Coca-Cola Refreshments
- Congressional Research Services
- Cox
- CSC
- DBSA Los Angeles CA
- Dine Brands
- Disney
- Dr. Pepper Snapple Group
- Farmers Insurance
- Federal Reserve Bank of New York
- First Data
- General Motors
- IHOP
- Immigration and Customs Enforcement
- Iowa Health System
- Lbrands
- Lexmark
- Loblaws
- Occidental Petroleum
- Progress Energy
- Sigma-Aldrich
- Sports Chalet
- Target
- U.S. Treasury
- Vail Resorts
- Windstream



DR PEPPER SNAPPLE GROUP

Cabela's Lbrands

Biogen



Applebee's GRILL + BAR



Coca-Cola



Congressional Research Service

TARGET

IHOP



Lbrands



astellas

BOEING

BANK OF THE WEST BNP PARIBAS

First Data®



/ user-centered design approach

Empathize

Learn about your users and identify their needs.

User Interviews

Contextual Inquiry

Surveys

Data Analysis

Define

Frame the problem that you want to solve for your users.

Synthesize the Research

Align with Business Objectives

Set OKRs

Ideate

Start drawing out ideas and creating shared artifacts to facilitate buy-in and engagement from stakeholders.

User Flows

Sketching

Design Workshops

Prototype

Start drafting ideas from rough lo-fi (on paper or whiteboard) to hi-fi interactive as your process and time allows.



Interactive Prototypes

Visual Design Systems

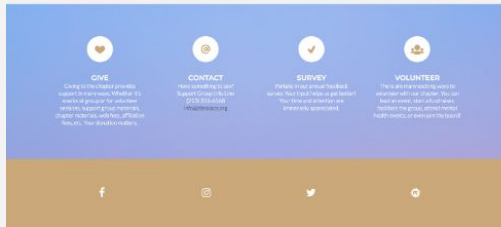
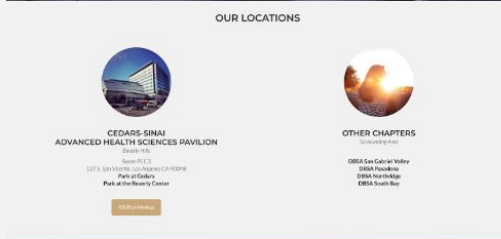
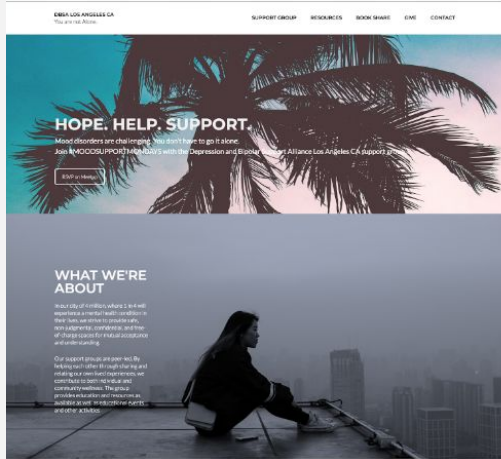
Design Specifications

Test

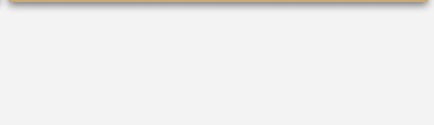
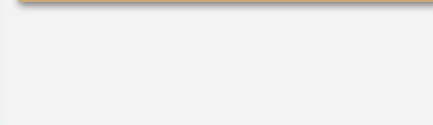
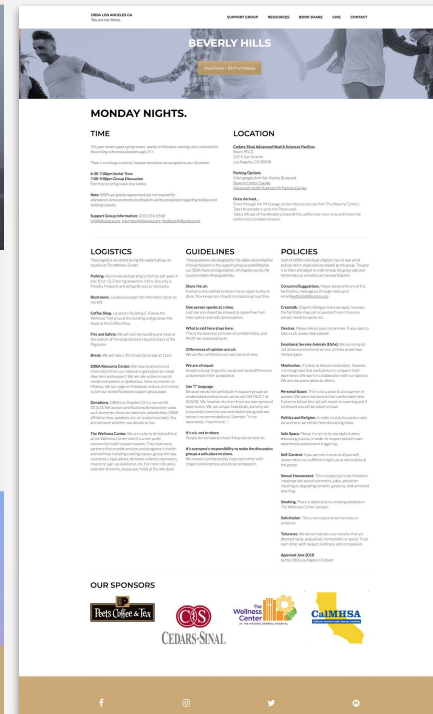
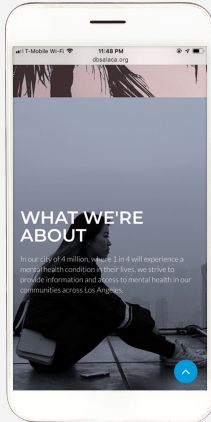
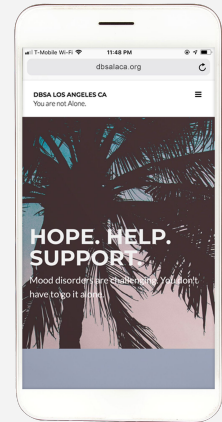
Validate designs with your users. Based on the outcomes – ideate, prototype and/or test again until you are satisfied with your evidence-based, user-centered design.



/ visual design



DBSA Los Angeles CA, established in January 2007, is a merger of two organizations and a non-profit affiliate of the **Depression and Bipolar Support Alliance (DBSA)**—the leading non-profit national organization for people with mood disorders. Our goal is to help people with mood disorders, their families, and their communities by providing support through the network of more than 200 chapters, current, nearly 100,000 members, and a global database and support system. We are a 501(c)(3) non-profit organization.



/ visual design system + prototype

ASSETS

All Assets

Colors

- Blue
- White
- Light Gray
- Teal
- Dark Gray
- Light Blue
- Dark Teal

Character Styles

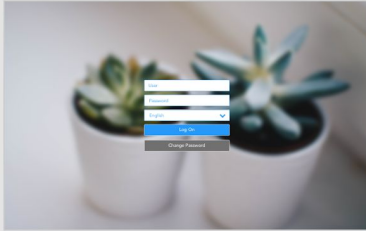
Avenir
Medium — 18pt

Avenir
Medium — 16pt

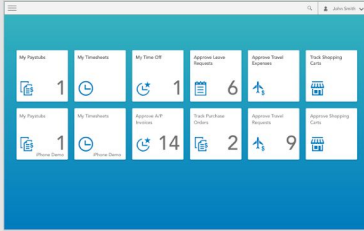
Symbols

- Calendar
- Menu
- Checkmark

Log-On



Launch Pad



Paystubs

Search	Paystubs	Paystubs
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD
11/06/2017	2,278.14 USD	2,278.14 USD

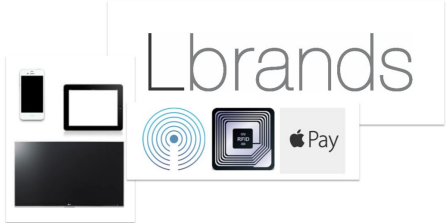
My Time Off

Category	Start/End	Remaining	Pending	Available
Sick Time Annual	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours
Vacation Annual	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours
PTO / Floating Holiday	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours

My Time Off - Calendar

Category	Start/End	Remaining	Pending	Available
Sick Time Annual	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours
Vacation Annual	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours
PTO / Floating Holiday	10/1/2016 - 9/30/2016	88 Hours	24 Hours	90 Hours

/ storytelling



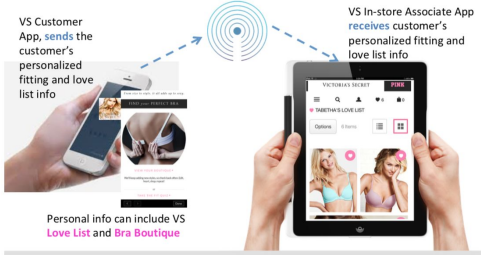
The Lbrands logo is centered at the top. Below it, a collection of icons represents various technologies: a smartphone, a tablet, a laptop, a Wi-Fi signal icon, a microchip, and the Apple Pay logo.

Technology + Brands



A circular flow diagram with three main nodes: Marketing, Retail, and Apple Pay. Blue arrows connect them in a clockwise cycle: Marketing to Retail, Retail to Apple Pay, and Apple Pay back to Marketing. Each node is accompanied by a Wi-Fi signal icon. A small image of a Victoria's Secret product is placed between Marketing and Retail.

A synthesis of marketing and technology functions allow Lbrands to innovate with emerging technology for new and creative retail experiences.



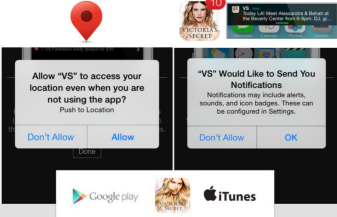
Two hands are shown. The left hand holds a smartphone displaying the VS Customer App interface. The right hand holds a tablet displaying the VS In-store Associate App interface. Blue dashed arrows with Wi-Fi signal icons point from the smartphone to the tablet, indicating data transfer.

VS Customer App, sends the customer's personalized fitting and love list info

VS In-store Associate App receives customer's personalized fitting and love list info


Personal info can include VS Love List and Bra Boutique

Once inside the store, the customer's VS information is picked up via iBeacon by the store's POS system. Store associates are able to access customer information via their associate iPads.



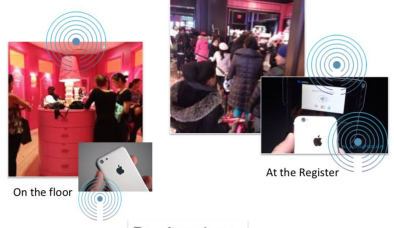
Two screenshots of the VS app's notification settings. The left screen asks for location access: "Allow 'VS' to access your location even when you are not using the app?" with "Don't Allow" and "Allow" buttons. The right screen asks for push notifications: "'VS' Would Like to Send You Notifications" with "Don't Allow" and "OK" buttons. Below the screens are the Google Play and iTunes logos.

Customer downloads the VS app on his/her phone and allows the app to use location services and send push notifications.



A woman in a black coat stands in front of a Victoria's Secret store. Several blue Wi-Fi signal icons (iBeacons) are scattered around her and the store entrance. A smartphone in the foreground shows a notification for a VS event: "VS Pop-Up L'At Meet Alessandra & Behati at The Beverly Center North @ 8pm, Oct 17".

Customer has the app on her phone, and is in the vicinity of a Victoria's Secret store. iBeacons detect each other and trigger a promotion notification.

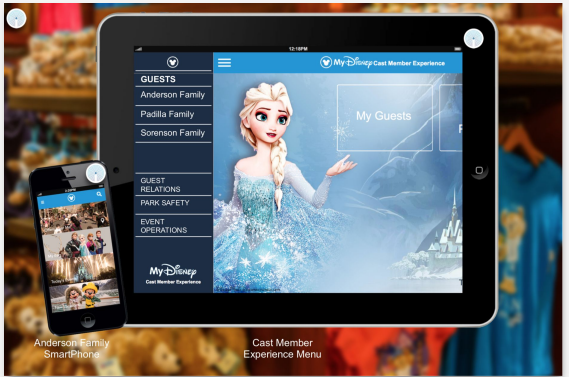
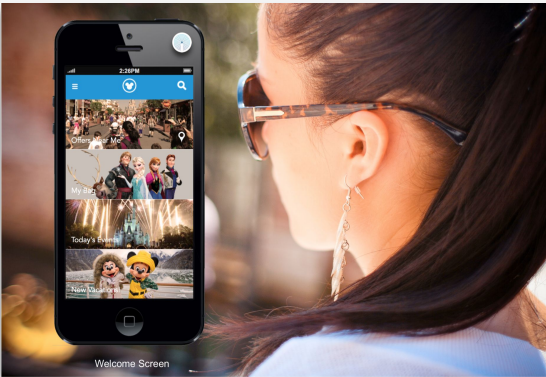


Two scenes are shown. The left scene, labeled "On the floor", shows a customer at a red counter with a smartphone. The right scene, labeled "At the Register", shows a customer at a register with a smartphone. Blue Wi-Fi signal icons are overlaid on both scenes.

Pay Anywhere

In this new retail experience, the customer is able to pay anywhere in the store – either on the floor, or via cashwrap.

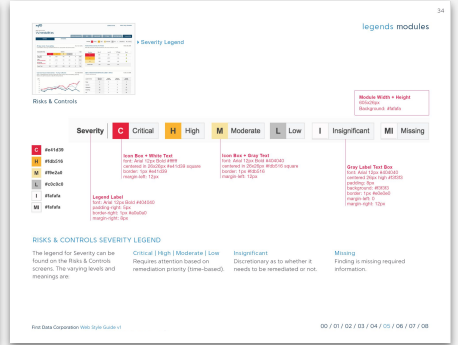
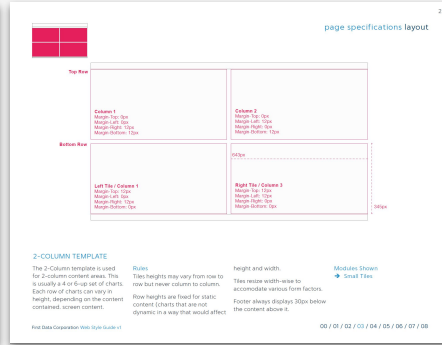
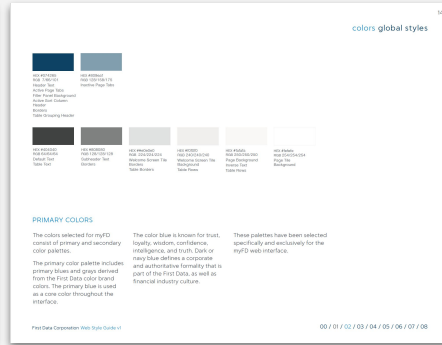
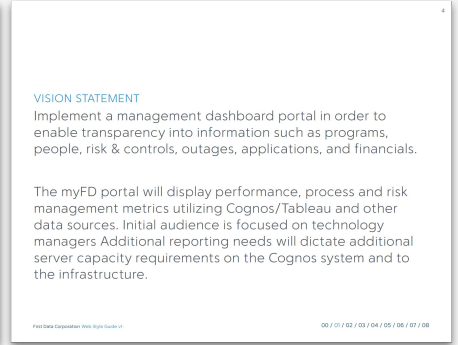
/ storytelling + prototyping



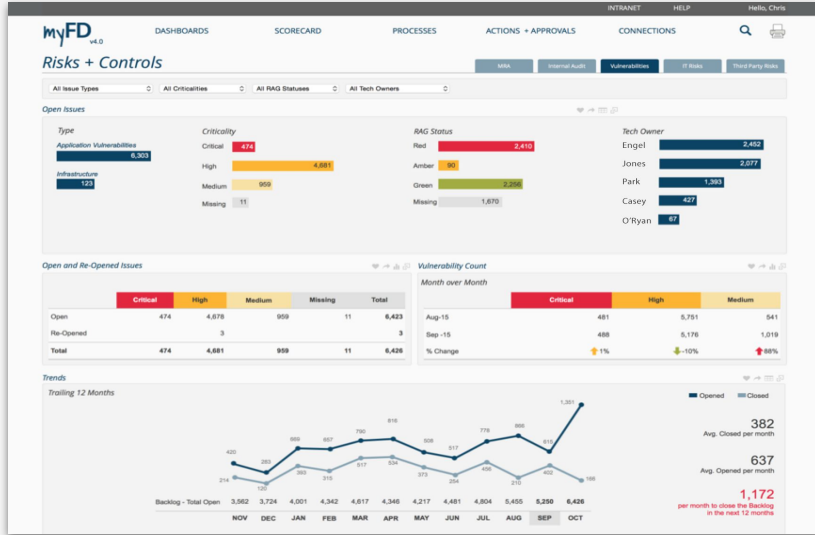
/ storytelling + prototyping



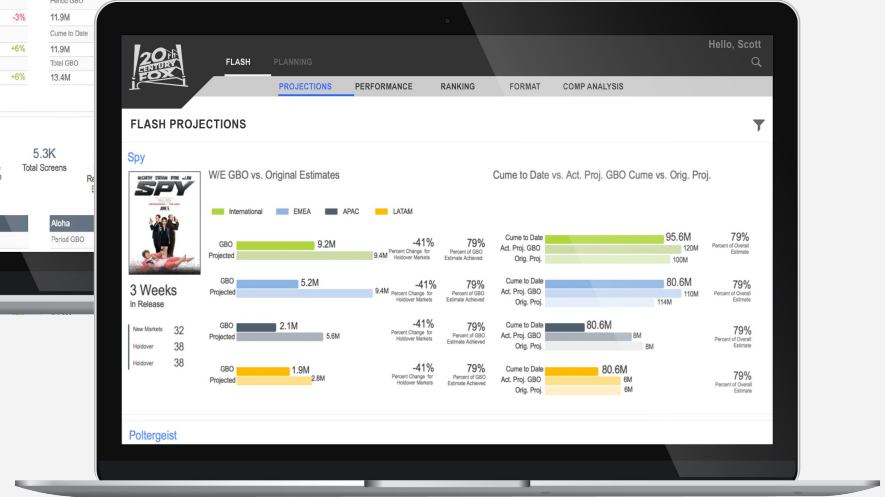
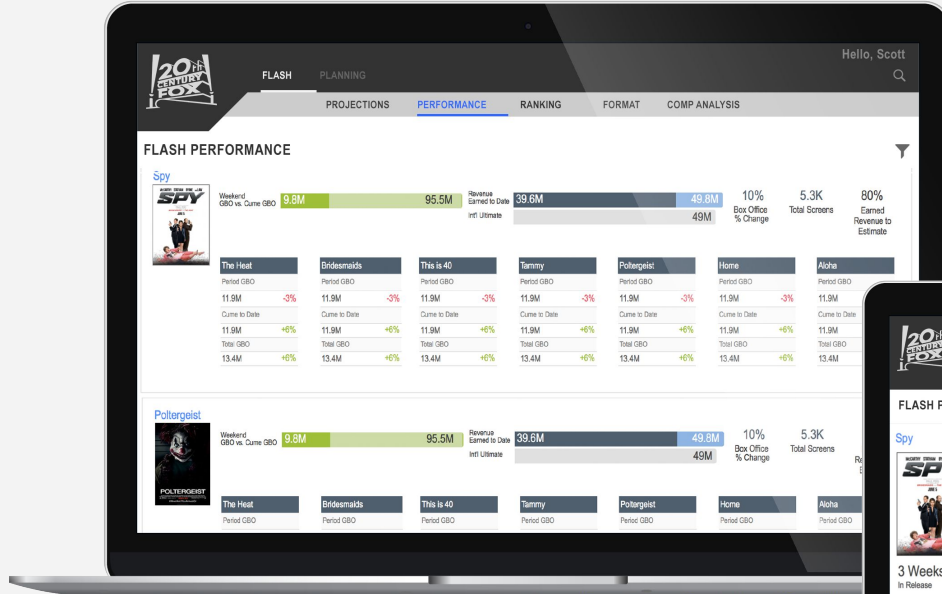
/ style guide



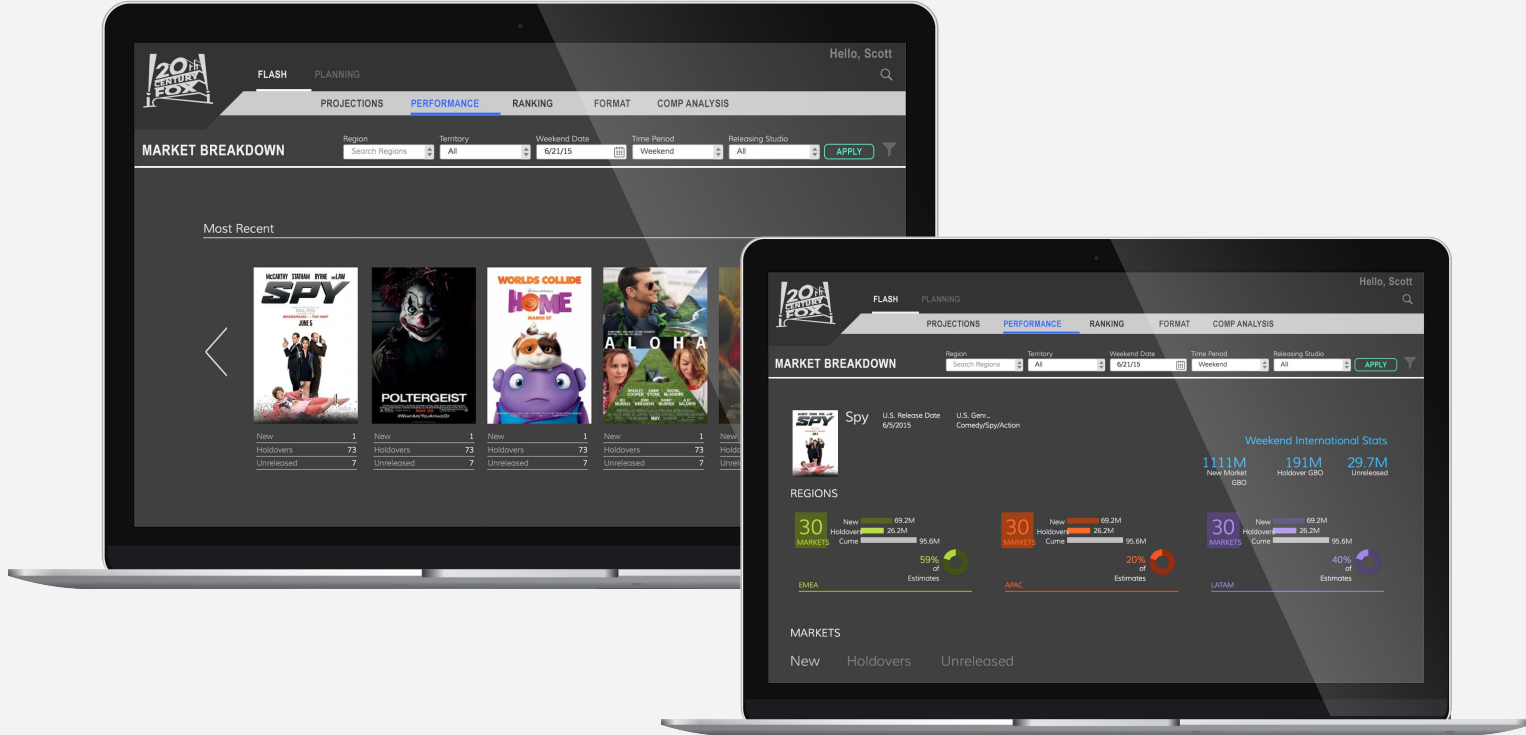
/ dashboard design



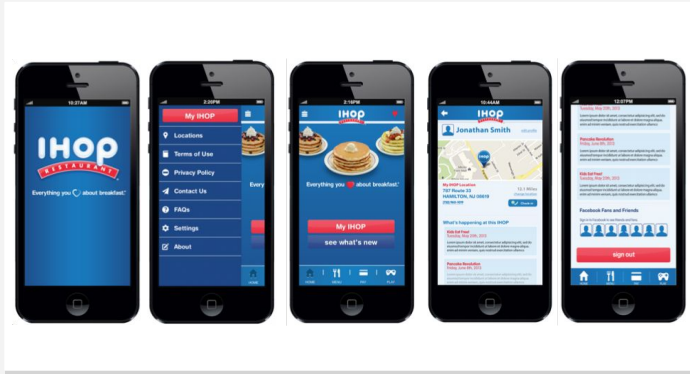
/ dashboard design



/ dashboard design

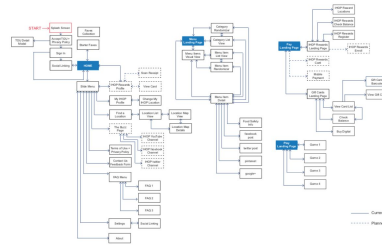


/ mobile app design



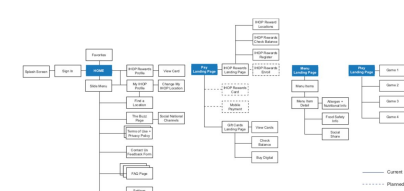
3 Navigation Flows

Each blue rectangle represents 1 of 4 main tab menu items on the home page.

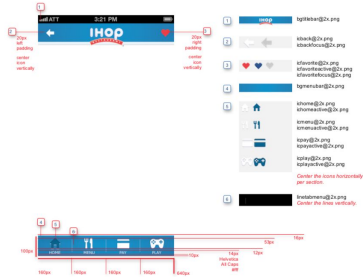


2 Site Map

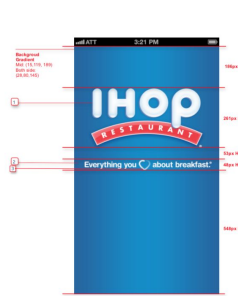
Each blue rectangle represents a tab menu item home page.



General Page with Header 2



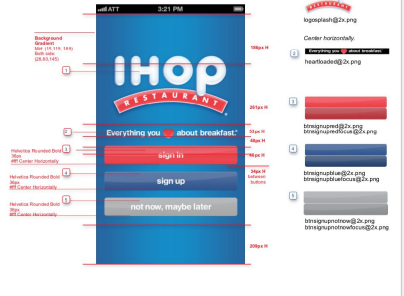
Splash Loading Page



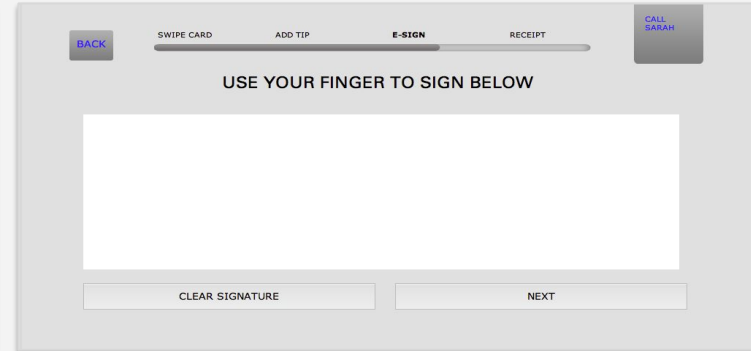
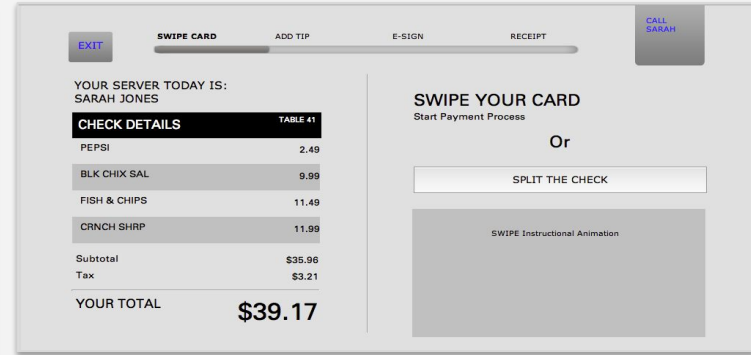
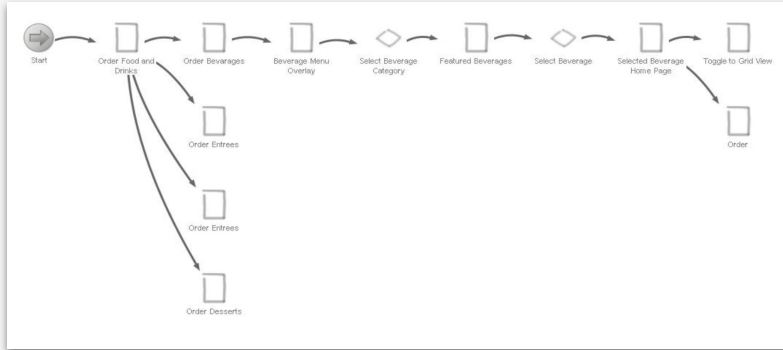
Splash Continued



Sign In Home



/ tabletop device prototype



Stemap Page Notes

Show Links

- Design Dual
 - Dual Checkout
 - Dual Log In or Create Profile
 - Redirect
 - Dual Online Profile
 - Dual Shipping/Billing
 - Dual Company Information
 - Dual Review Order
 - Dual Order Confirmation

Your online order process is now under way!

1 2 3 4 5
Create Profile Shipping Billing Addresses Company Info Pay and Review Order Order Confirmation

Create Profile

Please complete your log in information. Once completed, your online profile will be available.
All fields are required.

Email

User Name

Choose Password

Your password cannot be the same as your user name and should be at least 7 characters long with at least one number – no special characters.

Confirm Password

Security Question
Choose A Question

Security Answer

Would you like to receive email product communications and promotions from company X?
 Yes No

[Review the US-EU Safe Harbor Privacy statement.](#)

Stemap Page Notes

Show Links

- Design Dual
 - Dual Checkout
 - Dual Log In or Create Profile
 - Redirect
 - Dual Online Profile
 - Dual Shipping/Billing
 - Dual Company Information
 - Dual Review Order
 - Dual Order Confirmation

Congratulations!
Your online profile has been created!

1 2 3 4 5
Create Online Profile Shipping Billing Addresses Company Info Pay and Review Order Order Confirmation

Address Information

Please fill out your shipping and billing information below.
All fields are required.

Shipping Address

Salutation (optional)

First Name MI Last Name

Company / Institution

Attention

Department/Bldg/Unit/Floor/Mallstop (optional)

Street Address

City

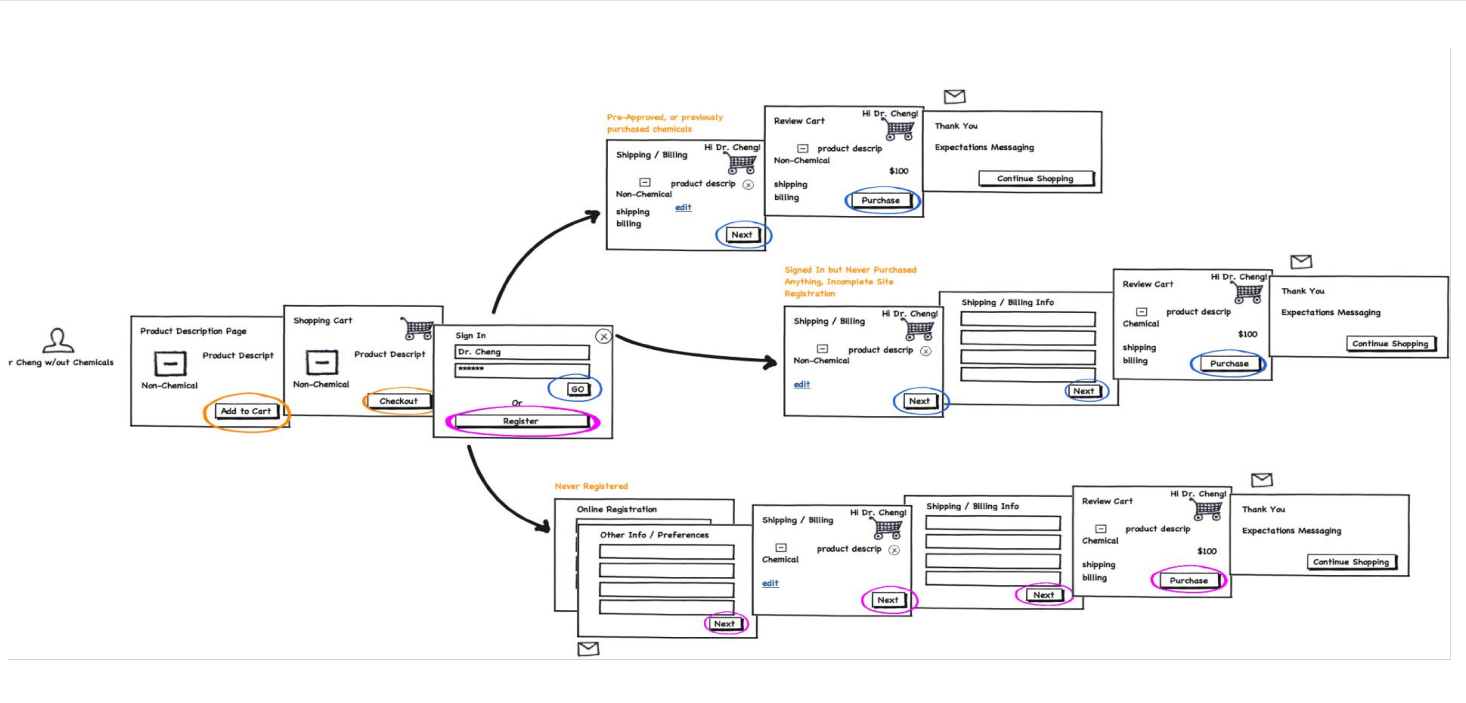
Billing Address

Please note: If your company/institution does not already have an account established, you will be required to use a credit card for your first online order. You will be able to enter your credit card information when you review your order in step 4.

Is your billing address the same as your shipping address?
 Yes No

[Cancel](#) [Save and Continue](#)

/ user flows





Thank you.

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