

GESSICA PUGLIELLI



About

I specialise in making complex interfaces approachable and sexy. My role is to translate concepts into wireframes and mockups that lead to intuitive user experiences and sleek user interfaces. I work with clients and try to understand detailed requirements whilst designing complete user experiences that meet client needs and vision.

My main focus is a final product that is easy to use, intuitive, user-centred with a look that is appealing and in line with the latest trends.



Professional member of the Interaction Design Foundation, a global professional association for UX Designers.

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EDUCATION

- Computer science and web design and development** 2001 - 2006
ITLAB - Asti
- Diploma In Graphic Design** 1997-2000
La Sallustiana Editrice - Rome
- Degree In Math, Science & Architectural Design (Equivalent to A Level)** 1991 - 1996
Liceo Scientifico "DE GIORGI"- Lecce
- 3-Year Course In Visual Arts** 1987-1991
Liceo Artistico e Coreutico "Ciardo-Pellegrino" - Lecce



WORK

- SENIOR LEAD UX & UI DESIGNER** 2014 - Present
BlueRunner Solutions - London
My role at BlueRunner Solutions is to design online web apps, mobile apps and online systems. I often attend meetings with the stakeholders to identify their requirements. From wire-framing to visual interface designing and testing, my position at BlueRunner covers the whole UX process. In 2016 I have worked with Compass Group UK & Ireland in designing 58 tenders. This included creating bespoke design, product re-skinning, live demo development and interactive presentation content for tablets and final presentations. In addition to all this, I also mentor and train the company's junior designer.
- UX/GUI DESIGNER** 1998 - 2014
Freelancer - Italy - UK
I started as a Graphic Designer in 1998 working for some of the major advertising companies in Milan, such as Lowe Pirella, where I produced adverts for National Geographic. As the use of websites grew more prominent, my interest for internet technologies grew stronger and I started to also take on work as a freelance web designer in the Turin area before moving to London in 2012.



TECHNICAL

- Sketch, Adobe CS
- HTML5 + CSS
- InVision, UXPin, proto.io, +...
- AppPresser, PhoneGap
- Content management
- UX/UI Design
- Visual Design
- Wordpress
- Digital design
- Agile/Lean/Scrum
- Photography



PROFESSIONAL

- Team management/Mentoring
- Public speaking/Presentations
- Liaising with clients
- Ability to work in team and alone
- Ability to work under pressure and on tight deadlines
- Attention to details
- Interface Designing
- Wire-framing
- Fast deliverer



LANGUAGES

- ENGLISH - Spoken and Written **Fluent**
- ITALIAN - Spoken and Written **Native**

UX DESIGN

EXPLAINING MY DESIGN PROCESS



You can also download my full portfolio here >



MY UX PROCESS



Strategy & Research
Why?



Analysis & Design
Who? What? When? How?



Testing & Production



CASE STUDY



**SARA
THE SALES & RETENTION APP**

**CLIENT:
RESTAURANT ASSOCIATES / COMPASS
GROUP**



STRATEGY & RESEARCH

When the possibility to offer a solution arises, whether I notice a gap in the market or I get direct input from the client services team, my first approach is to understand the strategy that will shape the goals of the project. This phase for me is crucial as it defines what the company is hoping to achieve with the project, how its success should be measured and what priority it should have.

This is when I have the first meeting(s) with the stakeholders to try and extract as much information as needed to scope out the "What" and the "Why". Depending on the scale of the project, during this phase I am involved in market research activities and/or informal interviews, meetings and surveys.

Problem solving

A few months ago BlueRunner Solutions was approached by Restaurant Associates (Compass Group UK & Ireland) Sales & Retention team with a major problem to be solved.

The Sales & Retention teams across the UK (as well as globally) use two printed WAMS booklets to support with training, motivation and successful pitches throughout the sales funnel process. These books are vital to each of the hundreds of Sales and Retention teams. Restaurant Associates felt the booklets needed were not user friendly and it was my role to streamline not only the design but also the overall process.

During my strategy and research phase with the stakeholders, it was clear that, although a highly useful tool, the struggles with these booklets are many:

- 🔊 The content can't be updated on a daily/weekly basis
- 🔊 The content can't be easily shared between colleagues
- 🔊 The booklets are bulky to bring around
- 🔊 A physical limit to expand related content



Restaurant Associates were also in the process of pushing strongly towards a series of innovative projects that involved a major use of technology and wanted these technologies to be incorporated in the overhaul of the WAMS booklets.



ANALYSIS & DESIGN

In order to fulfil the brief, I needed to have a better understanding of the user demographics and define the personas. I was aware that the primary users were the sales and retention teams, but I needed to learn more about the recipients, such as age, gender, how comfortable are they with the use of mobile phones/technology and the scenarios: when and where do they use these booklets? In what context? Which environment? How would the product interact? This information was identified through close and regular liaison with the stakeholders.

It turned out that most of the users are men aged between 30 and 55, all of them comfortable with technology (smartphones and laptops are their main working tools), with not much time on their hands in between meetings. They are constantly on the go so a consideration had to be the lack of a constant available internet connection. The users define their smartphones and laptops as "their PA on the go". These users would appreciate staying in touch with each other through a community where knowledge and achievements can be shared and where they can easily be kept up to date with expanded content such as the updated WAMS brochure.

The solution I proposed was a native cross-platform mobile app with a back of house system that would not only remove the main 4 struggles detailed above but also offer a wide range of potential expanded functionalities. This would offer multiple solutions to the struggles of having to use heavy out-of-date booklets.

- The users would have the content in the palm of their hands even in offline mode (due to the app being native).
- The content would be updated remotely so whenever the user is connected to the internet, the new content would be automatically fed into the app.
- The ability to share the content through the functionalities of the smartphone would enhance the "shared community" experience.
- Potentially unlimited related content such as career opportunities and a platform to recognise and share the top sellers could also be incorporated into the app.

The proposed the name of the app was SARA (Sales And Retention App) - whose female name would hint at their "PA on the go" definition.



TESTING & PRODUCTION

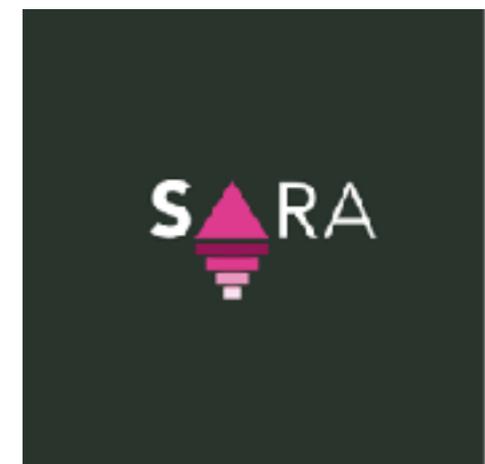
The next stage of the project was to draft the wireframes to be sent over to the clients for initial testing. Along with the wireframes, an idea of the logo was included as well as some promotional video of the basic functionalities. This process involved the design team, the client service partner and the development team.

The very first wireframes and subsequent feedback helped us to understand how to shape the product by testing it with 5 users and 5 colleagues. This resulted in a streamlined version of the app, where we realised that some functions were unnecessary and others needed adjustments or more focus. Once the wireframes were amended, we went ahead with another session of testing which resulted in the MVP which is currently being worked on (UI and development phase) for beta testing and soft launch.

Hard launch is expected across 140 Compass International branches all over the world. Along with the wireframes, I also proposed the UI/ Look & Feel along with style guides to be approved.

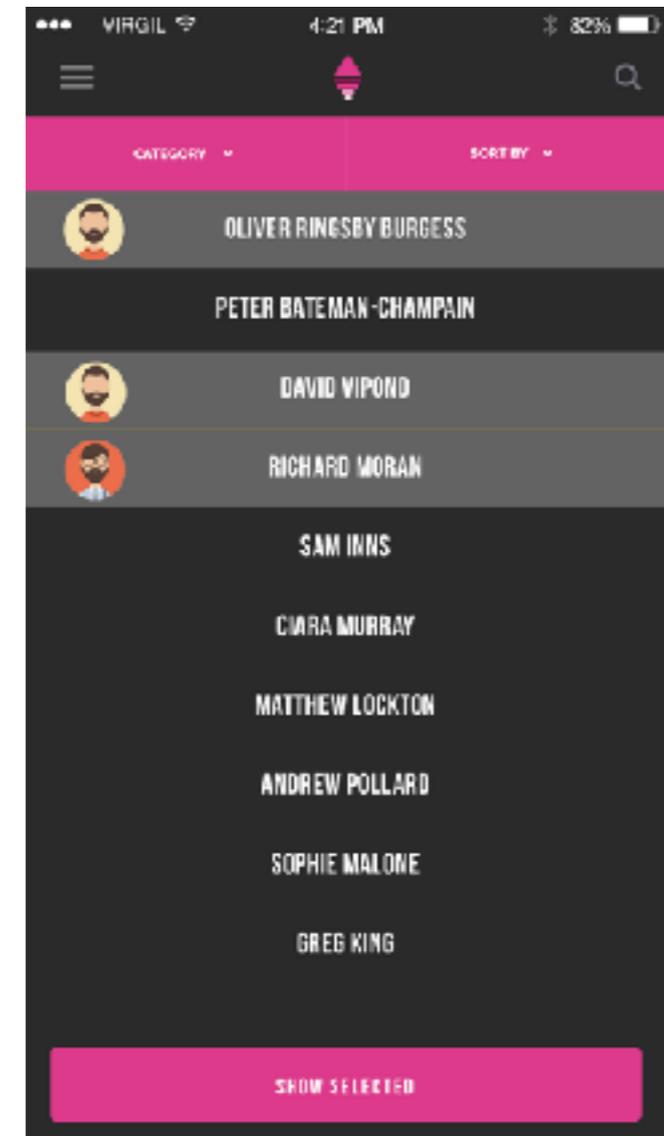
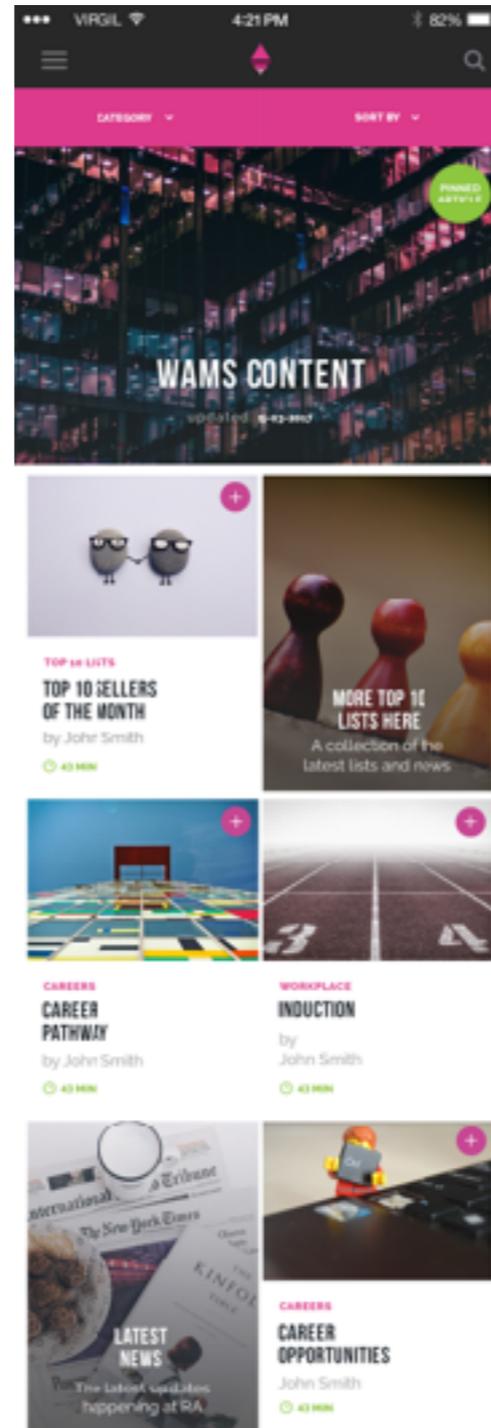
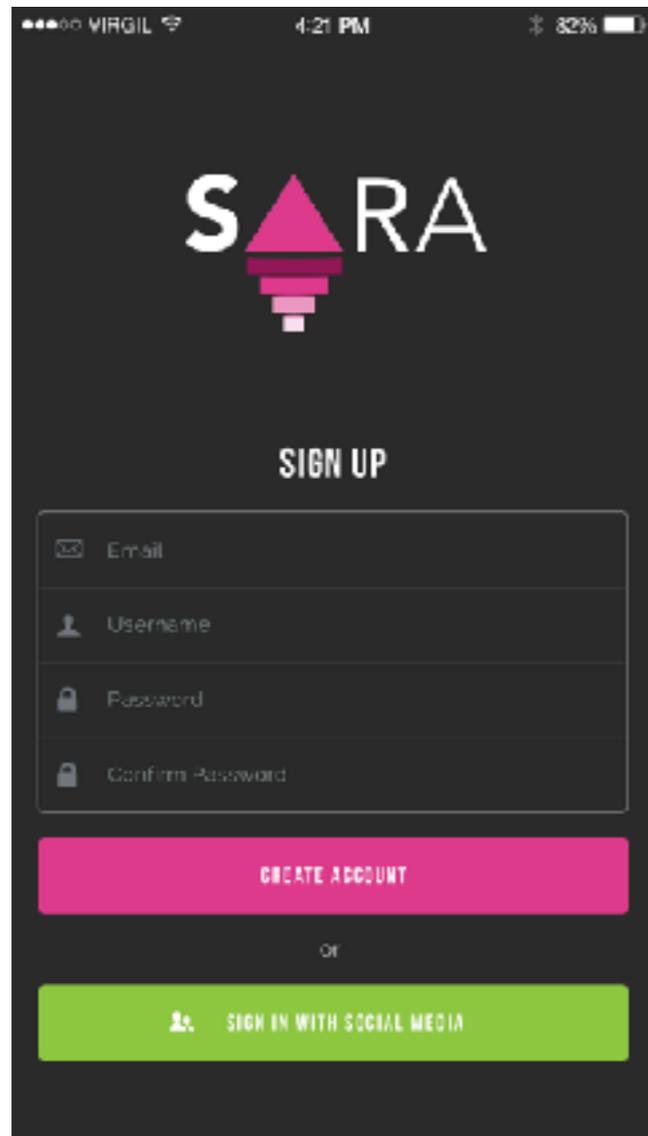
A NOTE ON THE LOGO

The proposed logo took into consideration the Sales Funnel factor (so the first A reflects what looks like a Funnel) and the pink (hinting at the PA) in contrast with the black which hints at the gender of mostly of the users (men).





THE UI



TOOLS USED



SKETCH



INVISION



PROTO.IO



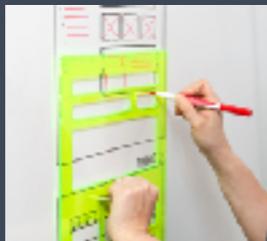
PHOTOSHOP



ILLUSTRATOR



MUSE



WHITE BOARDS



KEYNOTE



PAPER