UI/UX Design

Portfolio. 2024

Josh Richardson

Get started

Hi, I'm Josh.

I'm an industrial design graduate from Brighton who's looking to pursue a career in the **UI/UX design industry**.

This portfolio aims to showcase the **different stages** of my **design process**, while rationalising my **decision making** along the way.

Learn more →

My profile.

Josh Richardson

Edit

11/11/2000 (23 y/o)

Brighton, UK

Contact

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www.joshrichardsondesign.com

linkedin.com/josh-richardson-6a069a246

Education.

2019 - 2023

Industrial Design & Technology - BA (2:1)

Loughborough University

2017 - 2019

Graphic Design, Mathematics, Chemistry

Brighton, Hove & Sussex Sixth Form College

2012 - 2017

9x GCSE's (A* - C)

Blatchington Mill School

Experience.

2023 - Current

Freelance Web Designer

Breathe Pilates, The Grape Exchange, The Vineyard Store, AgriFoam

2021-2022

Creative Designer

Innovative Energy Solutions (theUp.co)

Achievements.

2023

Finalist

Royal Society of Arts Student Design Awards

2022

Diploma in Industrial Studies (DIntS)

Loughborough University

2020

Bronze Award

Starpack Student Awards

Skills.

Software: Photoshop | Illustrator | InDesign | After Effects | Figma | WordPress | Wix | Keyshot | Solidworks | Microsoft Office | Google Suite

Design: User Research | Wireframing | Prototyping | User Testing | Graphic design | Branding | CAD Modelling | Digital rendering | Print material | Client communication | CSS

My Projects.

A collection of projects I've completed through freelance work and as part of university coursework.

Industrial & UI/UX Design

InfraLite

UI/UX Design

Meal Deal

Web Design

Breathe Pilates

Web, UI/UX & System Design

Other Projects

01. InfraLite

To design a product to aid the prevention & recovery from sport related injuries in home environments.

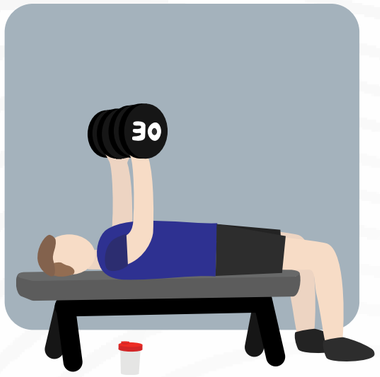
A compact, wearable product which aids the prevention and self-recovery from sports related injuries through quick and unobtrusive hands-free treatments, while either at home or on the move.

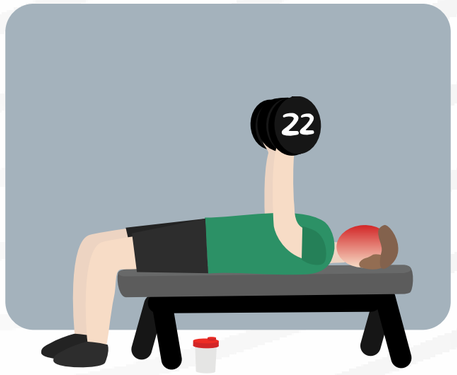
8 months

Solo

Project inspiration.

The inspiration for my final year major project came from my own personal experiences of struggling with injuries and setbacks while exercising and playing sport. Suffering with pain during and after playing sport or going to the gym left me frustrated and having to stop exercising resulting in losing both my fitness and progress.





Researching the problem.

With the growing emphasis on how important exercise is for our health & well-being, around **20% of all GP consultations** and **over 1.5 million visits to A&E** are the result of **musculoskeletal injuries** from active lifestyles.

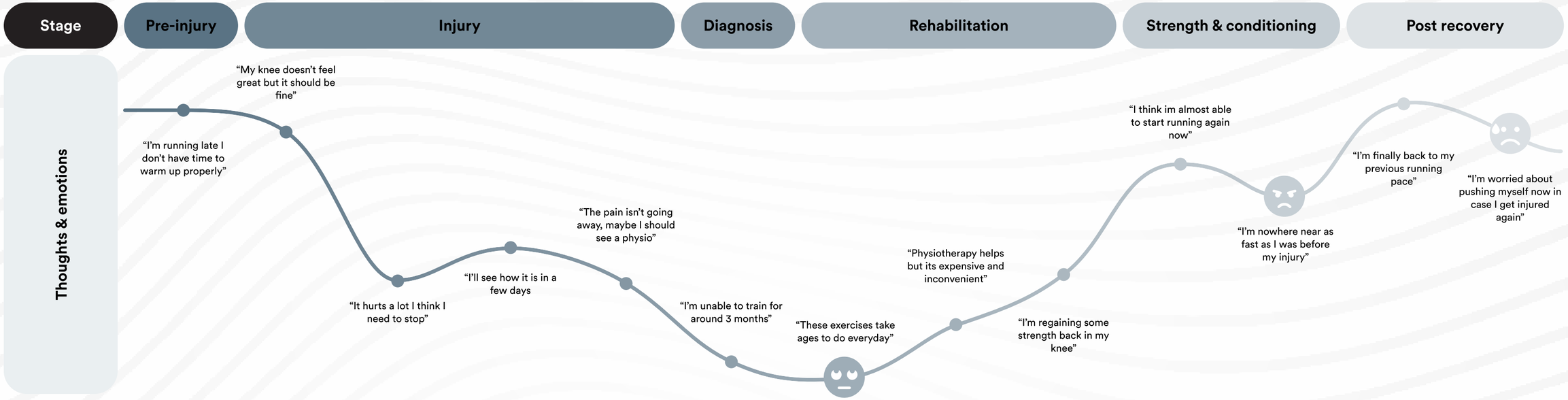
With the **average physiotherapy session** now reaching **upwards of £75**, the costs and inconveniences associated with regular specialist treatments has resulted in **self-rehabilitation** & **injury prevention products** becoming **more desirable to consumers**.

My solution.

InfraLite combines doses of both **red & infrared light** to **promote blood flow** and **initiate natural healing processes** within the body, reducing injury recovery time and getting users back on track faster. It's ideal for **warming up parts of the body** before working out, helping **prevent recurring problems**, as well as enhancing **post session recovery**.

It's **unobtrusive technology** makes it suitable for treating a **vast range of injuries** anywhere from bruising, pulled muscles to deeper joint pains that **can't be treated by traditional sports recovery products** such as massage guns.

Understanding types of users.



User profiles.

1.

The '*fed-up injury sufferer*'

"Incredibly frustrated with an injury right now"

Goal: To speed up the recovery process and get back to normal.

The '*annoyed progress loser*'

"I've lost pretty much all progress I've ever made"

Goal: Limit the amount of lost progress and build back strength.

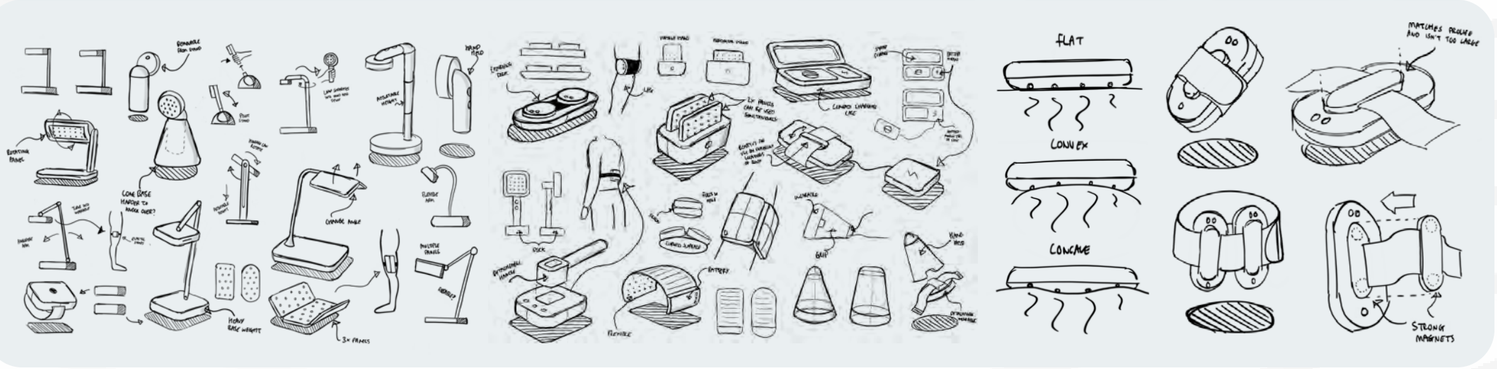
The '*post injury worrier*'

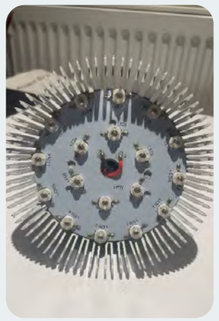
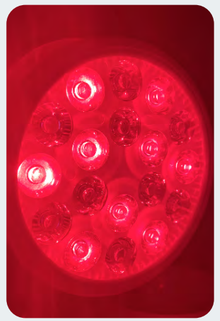
"I'm extremely anxious about getting injured again"

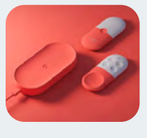
Goal: Enhanced warm up & recovery to restore confidence.

01. Ideation

I began by sketching initial ideas & concepts with a range of application methods including **handheld**, **self-standing** and **wearable devices** which all possessed various advantages & disadvantages.





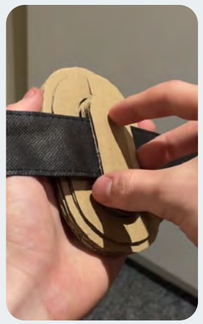
02. Product Development

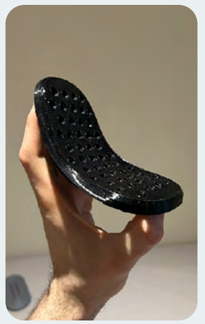
The aesthetic I wanted to incorporate was a **combination** of **sports tech** & **home electronics** so the device didn't look out of place in a family home.

A **product disassembly** helped me identify key components as well as better understand their sizing & manufacture.

03. Modelling & Prototyping

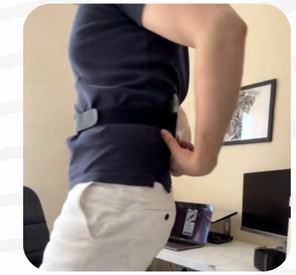
Various stages of **iterative 3D printing** helped to improve the **functionality** of the magnetic strap attachment, **interface positioning/arrangement** and **overall product form**.





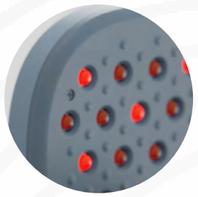
User testing & key features.

2 stages of user testing was carried out by a total of 8 participants to understand how users **intuitively** used the product **without instructions,** and afterwards being provided a **step-by-step walkthrough**.



Silicone base

Textured silicon helps fixate the device in position on the body.



Repairability

Designed for repair so faulty components can be replaced.

Rubberised button

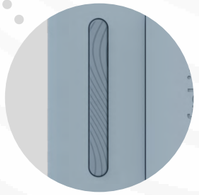
Ease of button identification when interface cannot be seen during treatments.

Battery indication

Illuminated LED's based on battery percentage.

Magnetic attachment

To enable a controlled application & removable of the device to the straps.



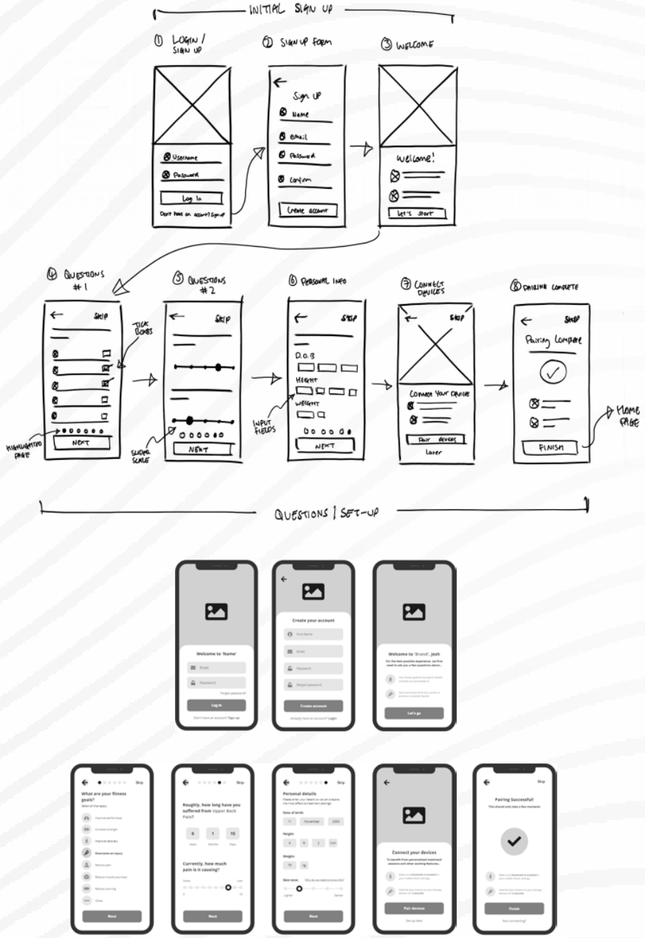
Rubberised panels

To prevent the straps & device movement during treatments.

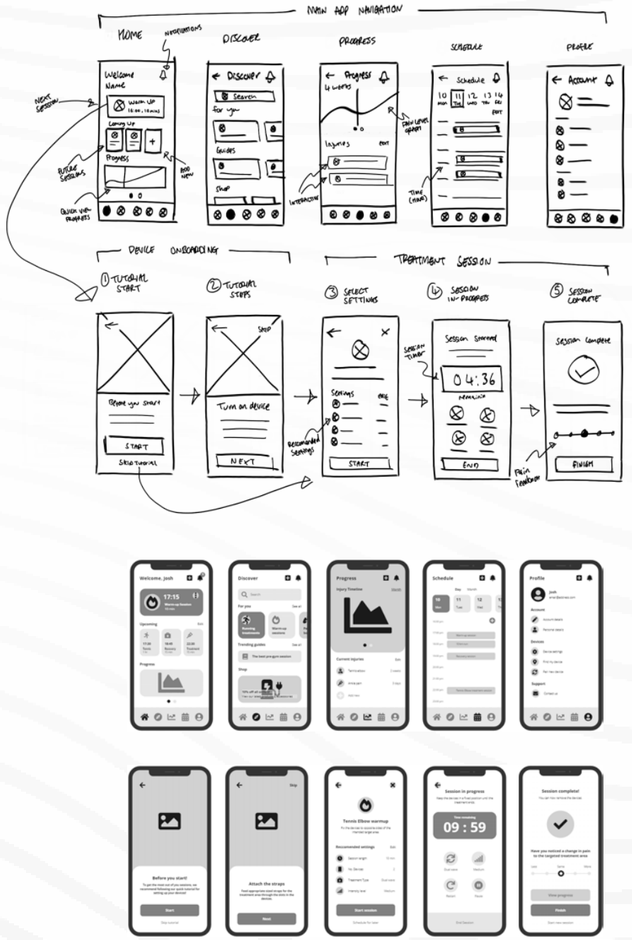
Initial wireframing.

An app was developed to enable users to **generate personalised injury specific recovery plans** as well as **controlling the device** in case the device interface is hard to access during treatments (e.g. on the lower back).

Onboarding flow



Homepages & treatment flow



Defining key task stages:

01 Initial onboarding

- Create account
- Determine user goals
- Establish injury concerns
- Personal details
- Pair devices

02 Treatment planning

- Generate injury specific treatment plans
- Schedule treatments
- Session notifications

03 Treatment session

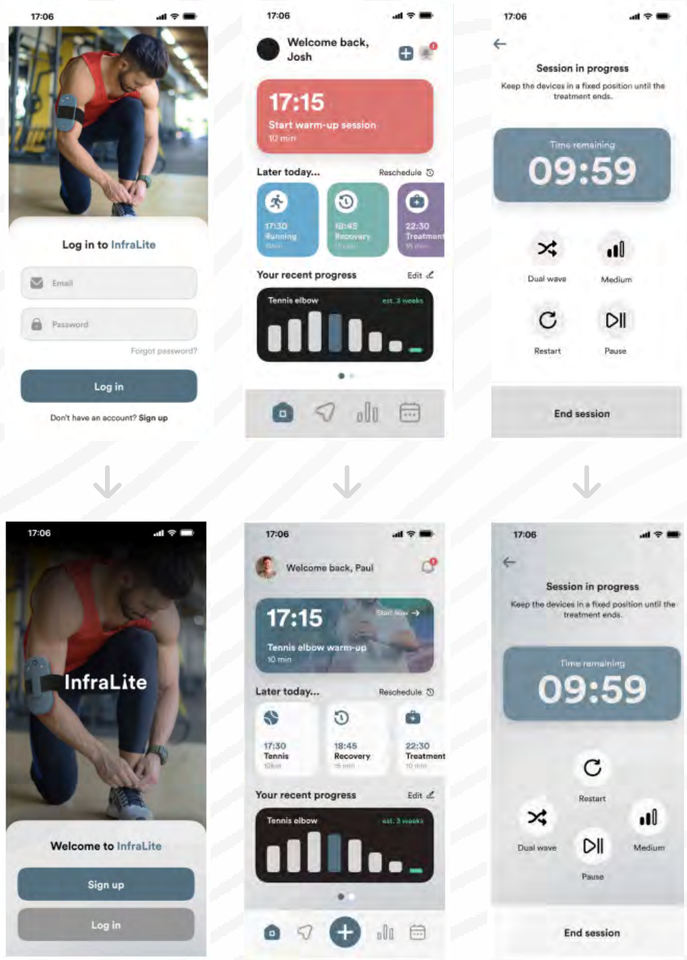
- Instructions walk-through
- Session device settings
- Digital device controls
- Session timer

04 Post session

- Injury status feedback
- Adapt treatment plan
- Future treatment settings
- Display next session time

App development.

A review of my current design helped highlight any potential improvements to my current design including **aesthetics**, **wording** and **navigation**.



UI/UX Improvements.

Login page:

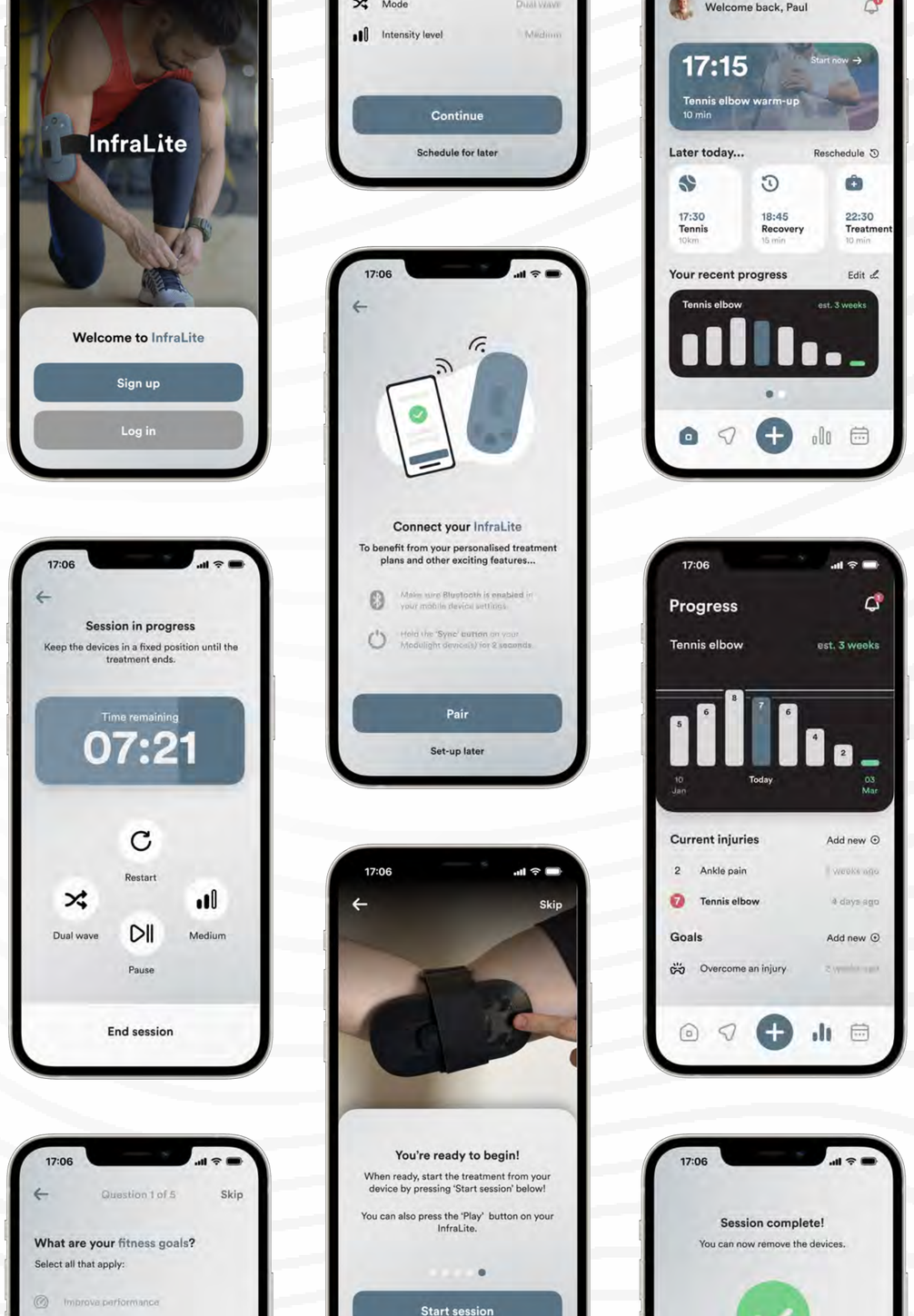
Branding made more prevalent as well as prioritising sign ups due to biometrics automatically logging users in.

Homepage:

The 'new session' button is now located on the navigation bar for ease of access. 'Start now' added to make it more obvious that the treatment tile is interactive.

Treatment controls:

The UI now replicates the button layout on the physical product, allowing user to make the association between the app and product controls.



Product visualisations.

02. Meal Deal

“Design an app to enhance the experience of reducing domestic energy usage.”

Meal Deal is an app that aims to bring busy families together through shared meals while passively and unconsciously reducing domestic energy usage.

This project consisted of a group research phase, and a solo design & project delivery phase.

3 months

Group & solo

Understanding potential users.

Initial secondary research was carried out to explore **problems within domestic households** which **weren't directly related to energy consumption**. This would allow a solution to appeal to users by **addressing a more personal issue** in order to **subconsciously reduce their energy consumption**.

Hunt statement:

"We are going to research **improving quality family time through sharing meals** in order to enhance the experience of domestic energy reduction for **families who's parents both work full-time**."

Key Research Insights	HMW Statements
Communication Family members that operate on different schedules often cook and eat separately due to lack of communication.	How might we encourage people to organise meal times efficiently?
Energy Usage Households with a higher income are usually less considerate about their energy consumption.	How might we help reduce energy subconsciously and without effort?
Talk delegation One member of the family is usually responsible for organising, purchasing food, cooking & cleaning up.	How might we delegate tasks to reduce family conflict and reduce the burden off one person?
Family Time Parents that work full-time struggle to spend enough quality family time with their children.	How might we improve quality family time organically?

Monica Wilson

43 y/o

Guilford, Surrey

Senior Partner at Marketing Firm

“I feel guilty sometimes, but I know that my work is important too. It’s about finding the right balance.”

Developing a user persona.

By creating a detailed user persona, the users primary **wants & needs** can be identified in order to create a solution that meets a user’ **expectations** and **requirements**.

Background. What is Monica’s daily life like?

Monica has worked at a Marketing firm for the last 7 years and her schedule requires her to work more hours and needs to be contacted throughout the weekends. She commutes an average of an hour a day into London. She likes to stay organised and regularly plans out her schedule in advance, however is aware she doesn’t spend enough time with her daughter who is at school. With Monica and her husband Richard both working time insensitive, high paid roles, the cost of domestic energy isn’t a true concern for them.

Pain Points. What frustrates Monica the most?

- Limited quality family time
- Often eats convenient but unhealthy food
- Cooking & washing up is always left to her
- Rarely eats meals as a family
- Each household member has differing schedules
- Regularly has to cook or serve multiple meals at different times

End goals. What could the solution help to achieve?

- Spend more time with her daughter and husband
- Family to become less reliant on her
- To create a relaxing environment at home
- To do these things whilst not infringing on her work schedule

Project proposal. Inclusive, convenient & engaging

An app which aims to **bring busy families together** by improving quality family time through **cooking exciting new meals together**. The app helps families understand each others schedules to find suitable times for a family meal, then utilises a fair ingredient voting system to select a recipe and deliver the ingredients straight to the family home. Specific tasks are delegated to each individual which suits their schedule, and **passively reduces domestic energy usage** by **eliminating the need to cook multiple meals** at dinner time.

User task flow.

Open app

Monica browses the schedule to find an ideal meal time for everyone

The family are prompted about the meal time & confirm their attendence

Each user is assigned an ingredient type (e.g. protein, carbs & vegetables)

Everyone selects an ingredient while viewing each others likes/dislikes

The results are revealed 1-by-1 in an exciting animation

Monica selects a recipe with the chosen ingredients

The order is then placed with a convenient delivery slot

The meal is revealed alongside personal roles (e.g. cooking/ cleaning up)

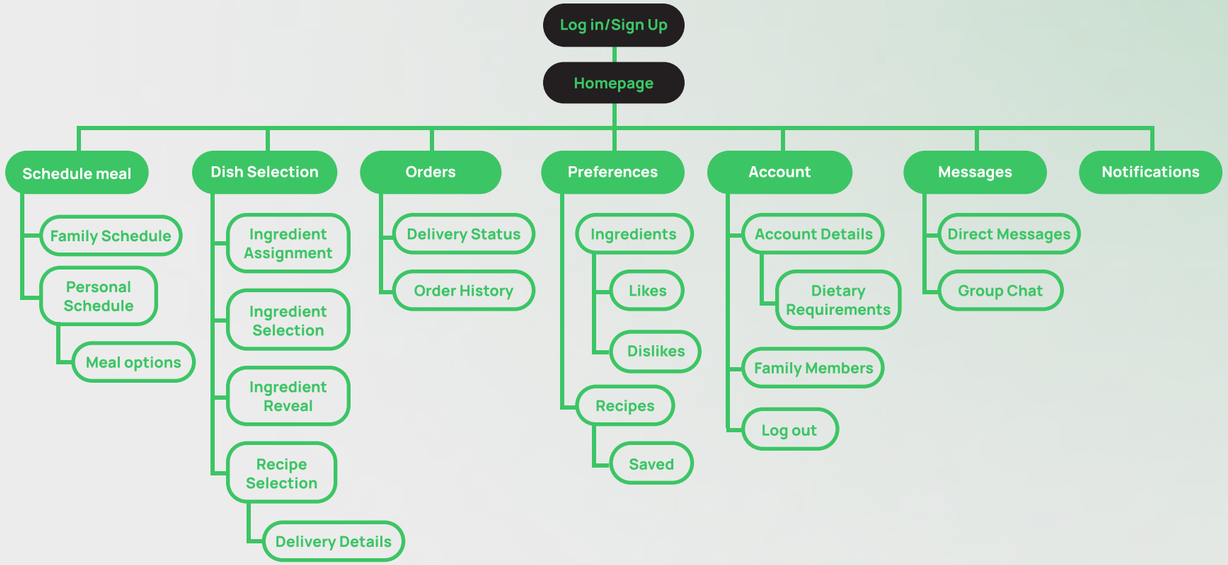
The meal & delivery slot ia displayed to all family members

Food is delivered

Concept development.

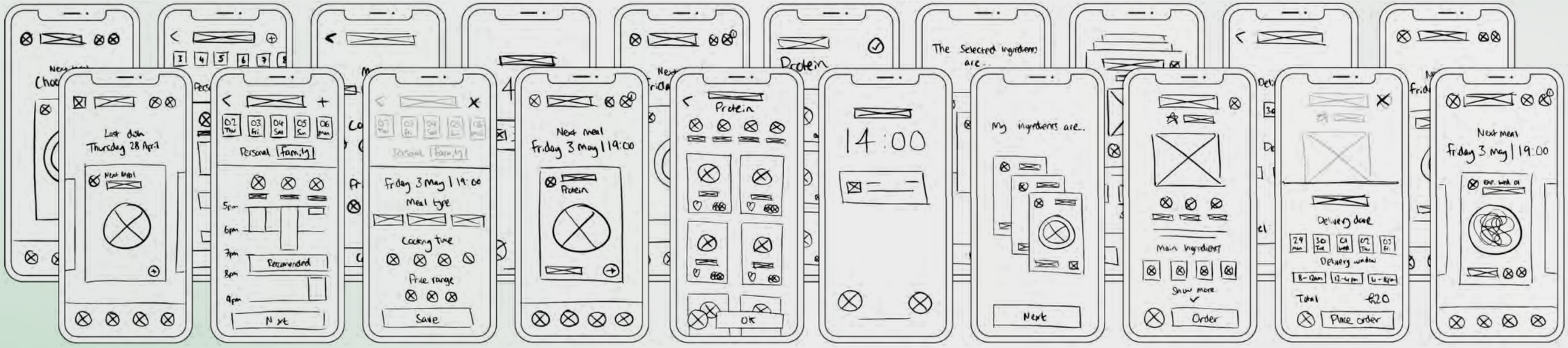
Creating a Sitemap.

The sitemap has been structured to **prioritise** the **most important features** in terms of **importance**, **accessibility** and **frequency of use**. The first task to complete is scheduling a meal, as without it most of the other **features become redundant**, so it's been prioritised on the sitemap and homepage.



Iterative wireframing.

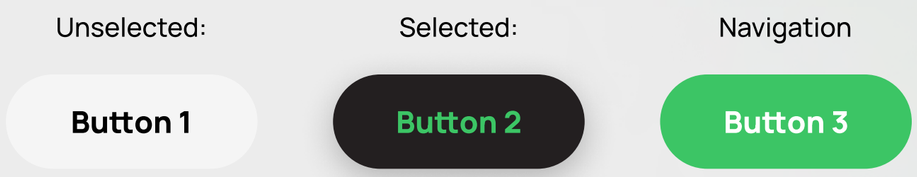
Through multiple stages of wireframing and interactive prototype testing, some parts of the app were **redeveloped** to help **simplify** the **user task flow** and layout changes were made for **improved navigation** after a better understanding of **intuitive user behaviour**.



[a] Homepage 1 [b] Schedules [c] Meal options [d] Homepage 2 [e] Ingredient selection [f] Notification [g] Ingredients reveal [h] Recipe selection [i] Delivery options [j] Homepage 3

Aesthetic Direction.

Meal Deal encompasses a slick black and green aesthetic to evoke feelings of **health**, **positivity** and **sophistication**. Green is also associated with **luck**, which suits the various randomised features and **playing card theme** of the app. The app utilises bold contrasting colours and elevated shadows to create a **clear visual hierarchy**, which **enables understanding** of key interactive elements that are essential for a **seamless user experience**.



Typography

Manrope

Medium **Bold** **ExtraBold**

Aa

Palette

White	Light Grey	Charcoal	Lucky Green
#FFFFFF Primary	#F0EFEF Primary	#231F20 Secondary	#C12227 Accent

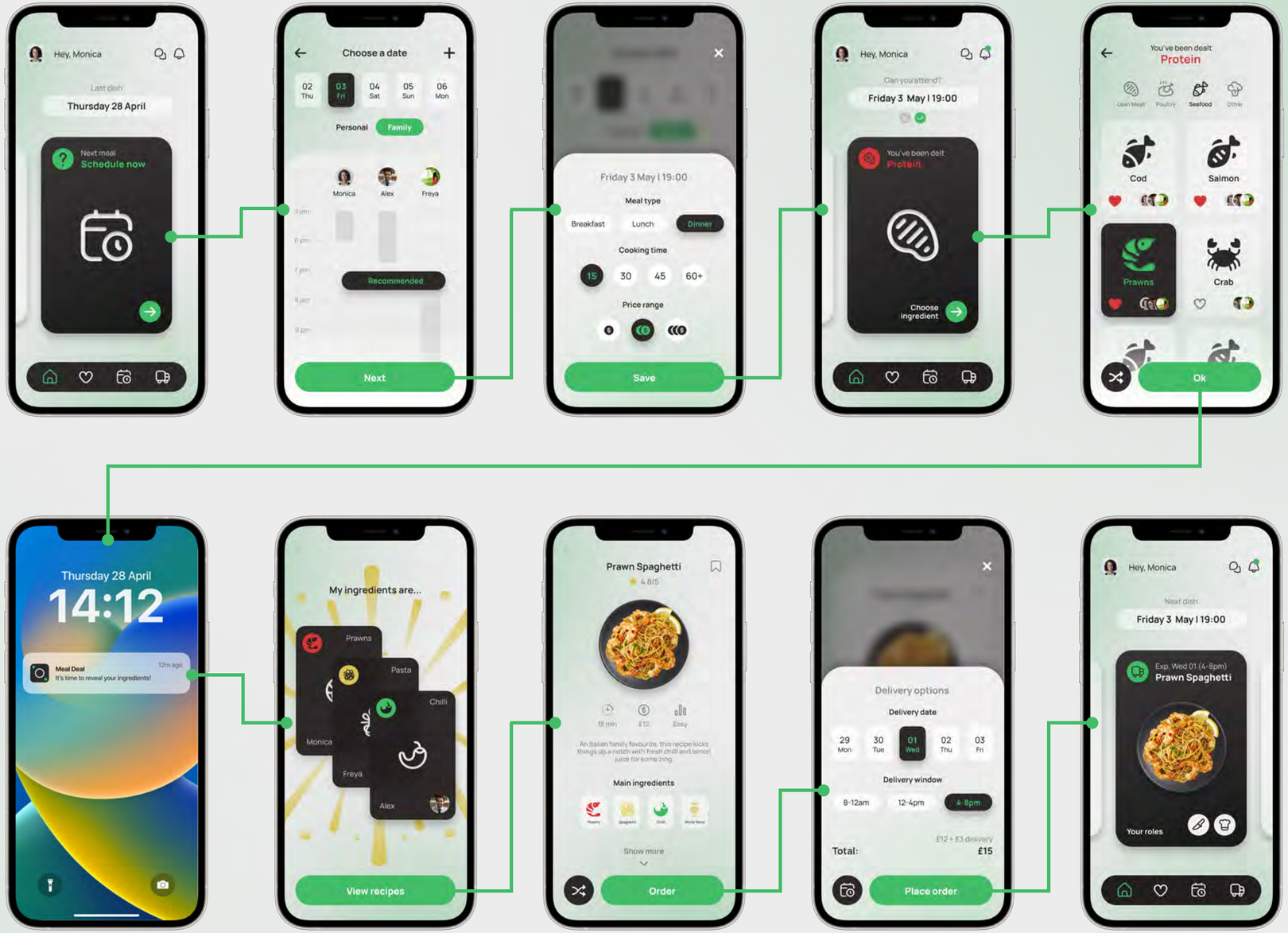
Meal Deal

Dish Deal is an exciting yet effective solution for bringing busy families together to enjoy something we all love, food!

With Dish Deal, everyone has as say! Effortlessly organise meals with your favourite ingredients and people, as well as allowing everyone to get involved. You can even shuffle through new recipes with ingredients that everyone in the family will enjoy. We'll deliver your healthy yet tasty ingredients straight to your door with the tap of a button, its really never been easier.

So what are you waiting for? Play your hand today!

Download



03. Breathe Pilates

This freelance project was completed for a client who wanted to expand their Pilates business and boost their online presence in order to attract more clients.

The site includes a booking system in order for users to book onto various classes as well as book private sessions with the instructor.

1 week

Solo

Establishing client expectations.

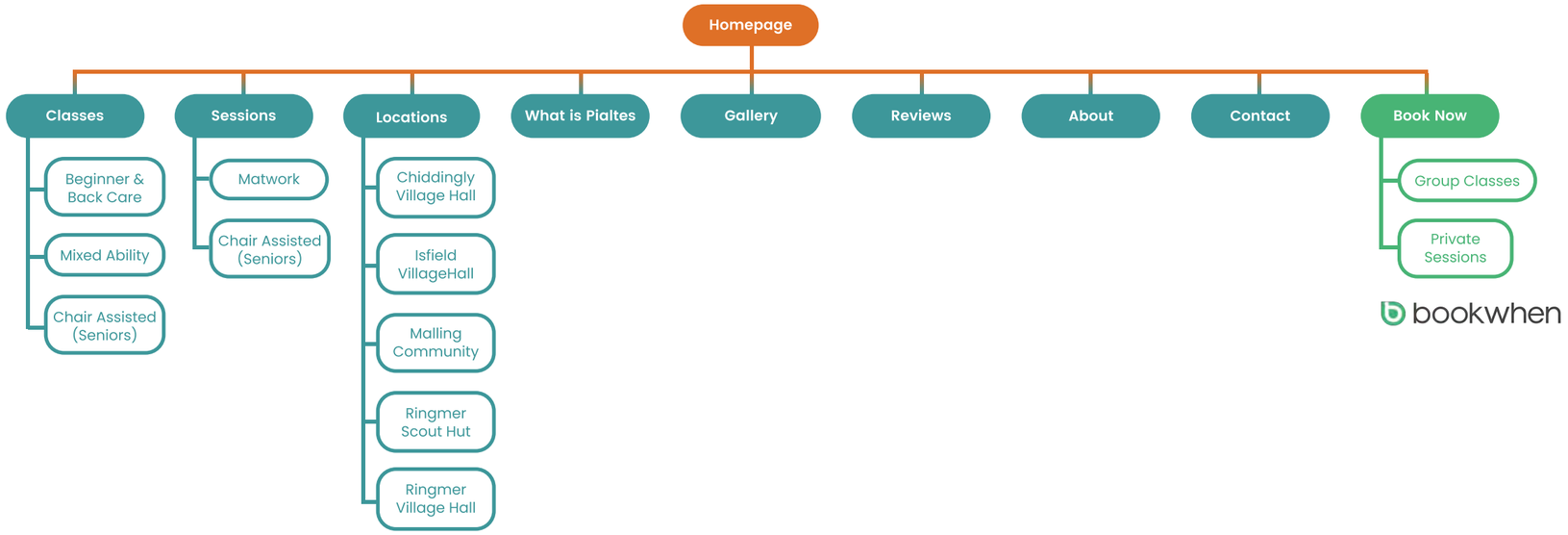
It’s important to understand the project objectives in order to deliver a product that suits the clients and users needs.

Client objectives	**Client bookings** Alleviate the hassle of hand written client bookings, and taking manual bank transfer payments.	**Contactable** Easily engage with new and existing customers with any questions and query's they may have.	**Increase site traffic** Drive more organic traffic to the site to increase number of bookings made from new customers with web SEO.	**Informative** Easy to understand and appeala to new users that may know nothing about Pilates or the business.
Actions	Implement a Stripe enabled booking system with automated emails.	Contact details displayed as well as a contact form to increase conversion rates.	Incorporate paid backlinks, with site content & meta descriptions targeting keywords.	Include about me, Pilates information & benefits and class/session details pages.

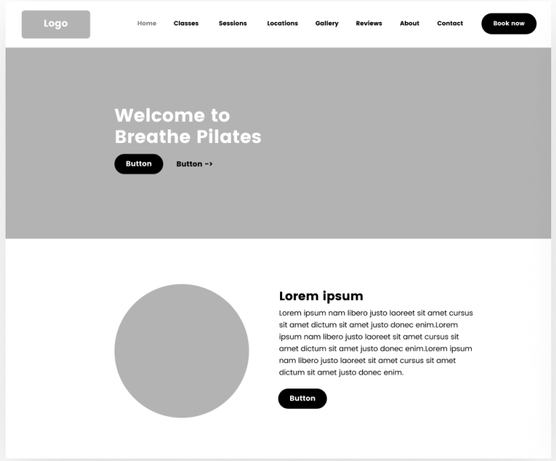
Planning phase.

By using Figma, iterative page layouts and section templates could be generated from the sitemap.

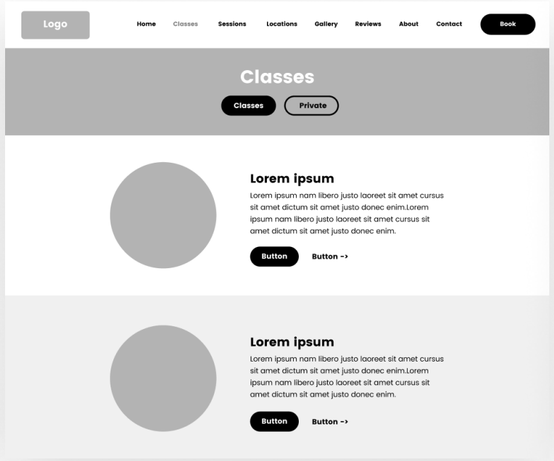
Mid-fidelity wireframes were created in **greyscale** so that the content & interface could be examined from a **UX perspective**, rather than a UI perspective.



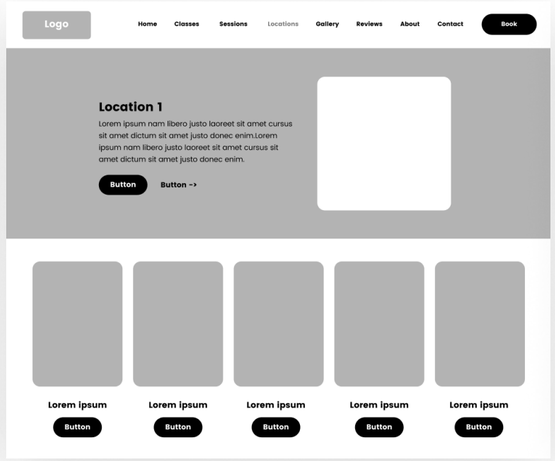
Homepage



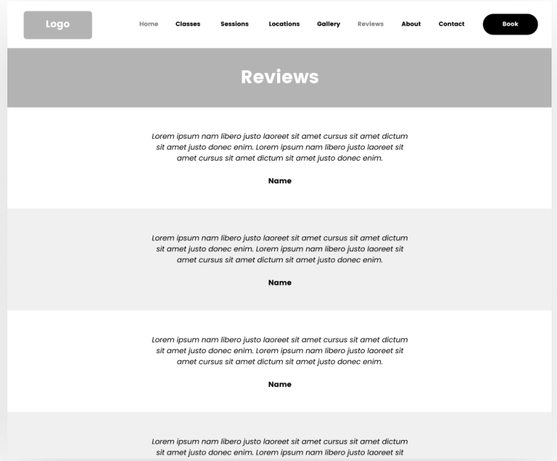
Classes



Class location 1



Reviews



Building a brand identity.

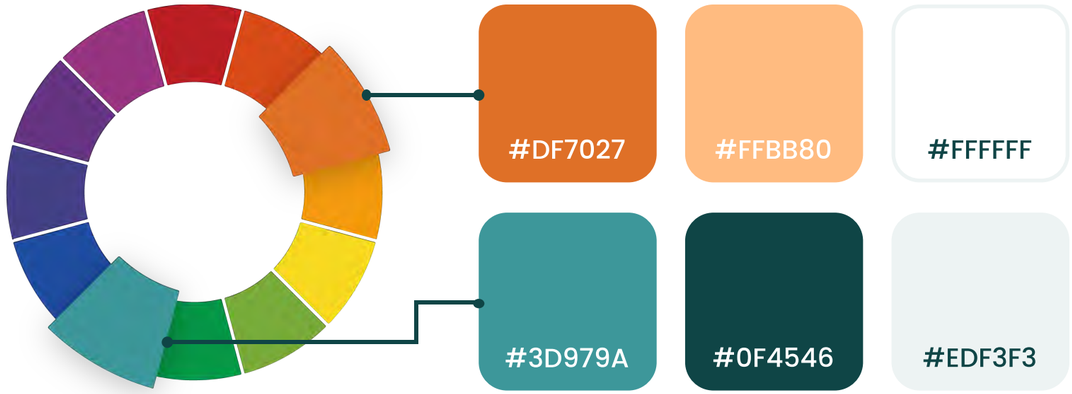
Original logo

Redesigned logo

Logo design.

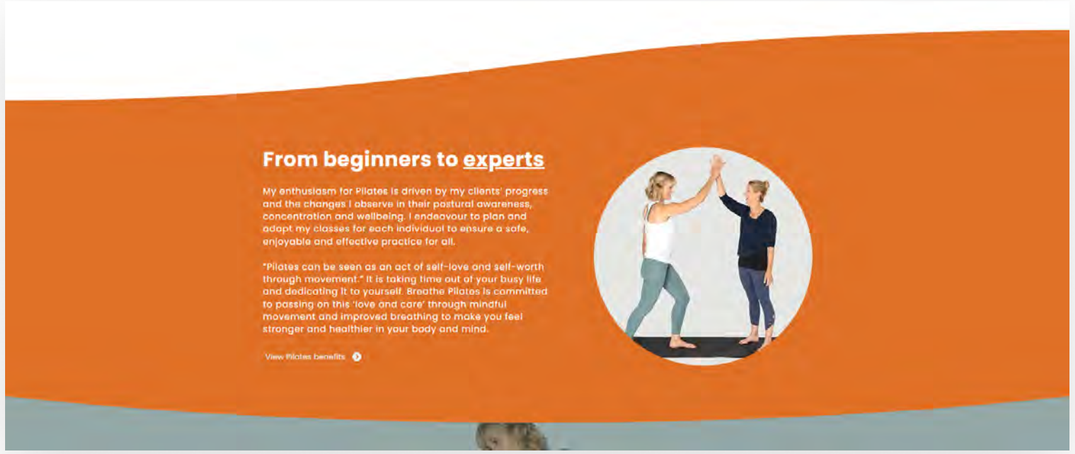
The original logo was **not suitable** for display on a website, especially the navigation bar as it was a hand painted image. A **simplified version** was created by using Adobe Illustrator image trace to maintain the **most important visual element**.

Increased letter spacing was included to emphasise the word '**Breathe**' and instil a **breathing appearance**.



Brand identity.

The client wanted to incorporate their existing primary turquois brand colour as well as another primary colour to bring the site **alive** and convey an **energetic**, **active** aesthetic. Curved section dividers were introduced to create a sense of **fluidity** and **movement** within the page designs.

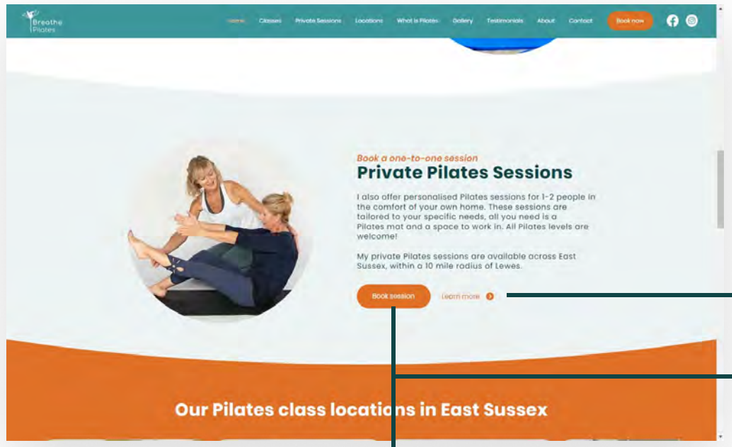


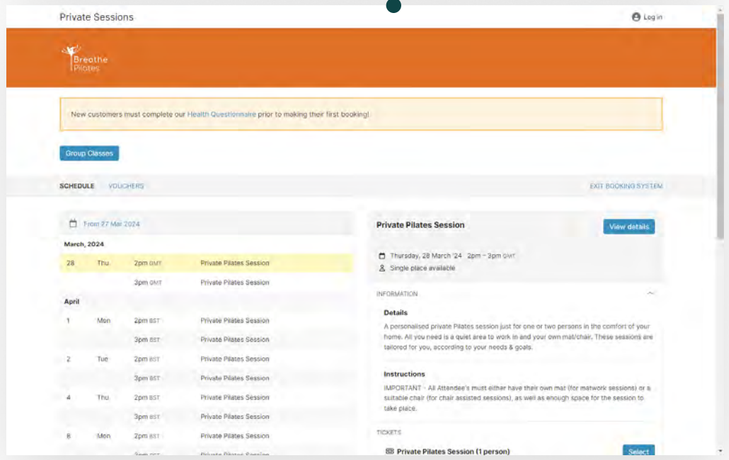
Key UX/UI elements.

Call-to-action.

The **main CTA** is to get users to land on the external **booking system** in order to book a class or session.

To achieve this, a '**Book**' button has been **prioritised** over the 'Learn more' buttons, and can be **found on each page** when users are learning about specific classes.

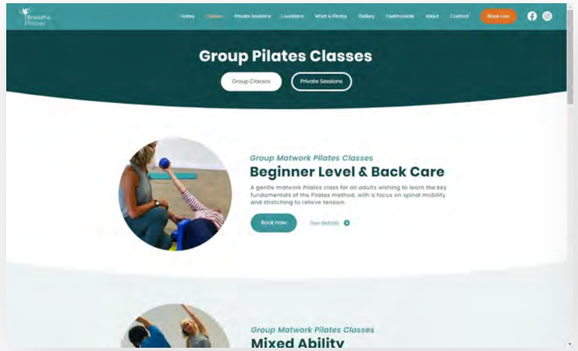


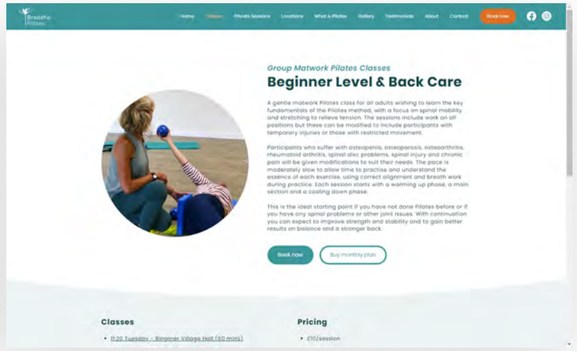


Reducing cognitive load.

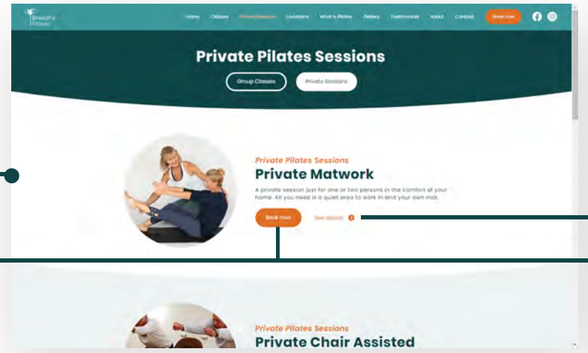
The client offers a variety of different Pilates classes & private sessions. To help easily navigate the **different options**, an **individual accent colour** was implemented to **differentiate** between **classes** & **private sessions** and and reduce cognitive load of the users.

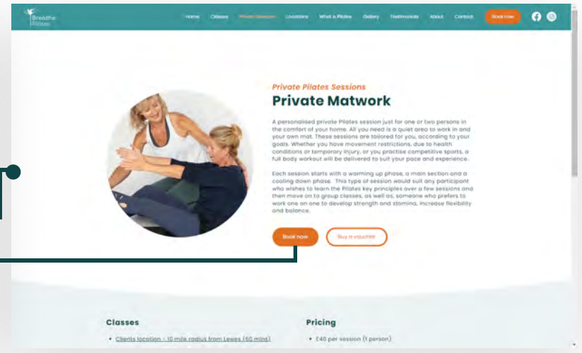
The primary **turquoise/blue** colour was assigned to all **Group Classes**:





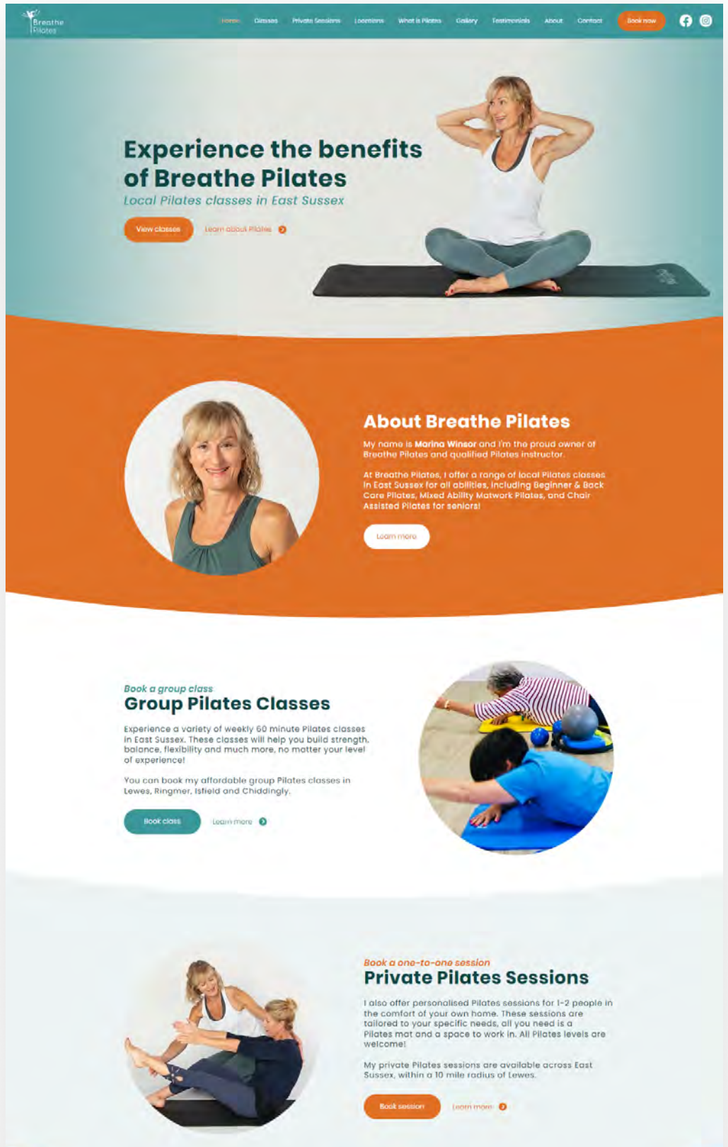
The primary **orange** colour was assigned to all **Private Sessions**:

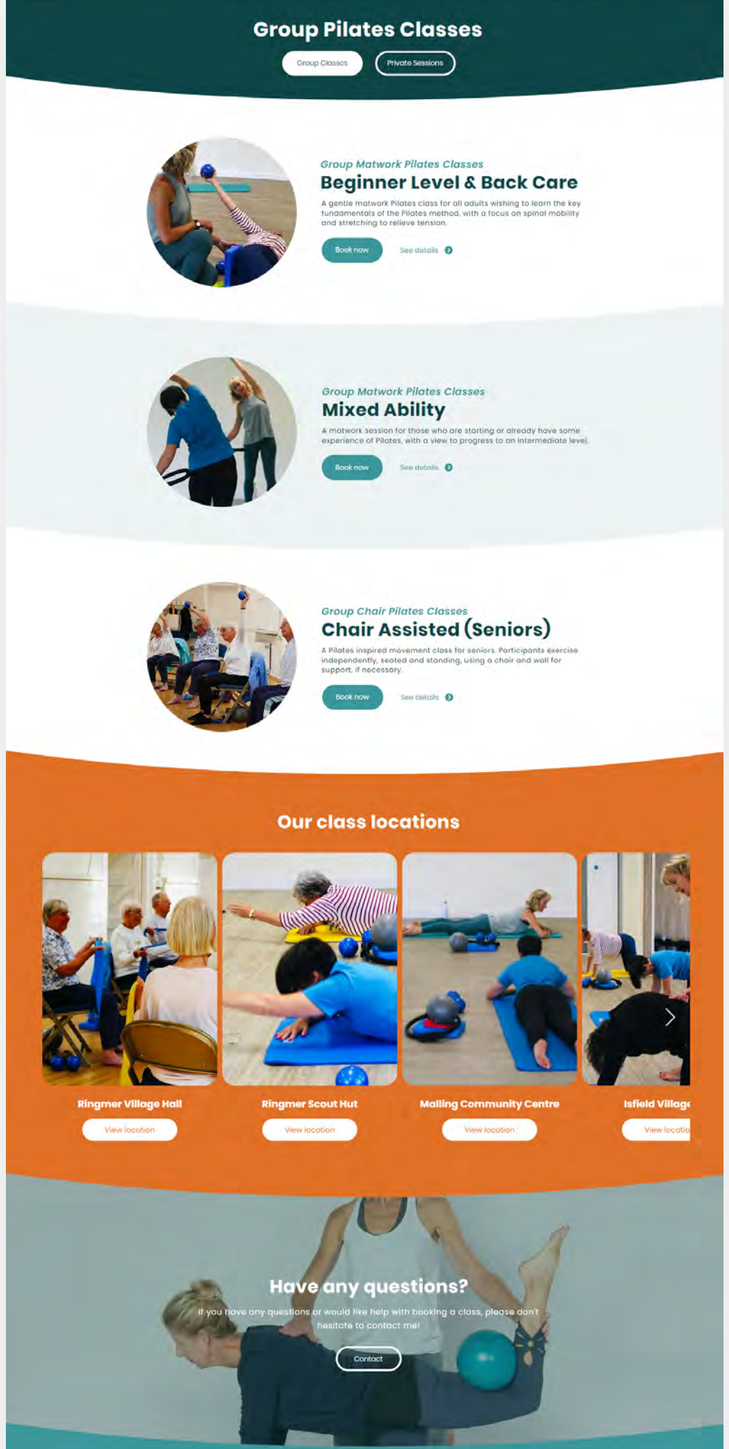


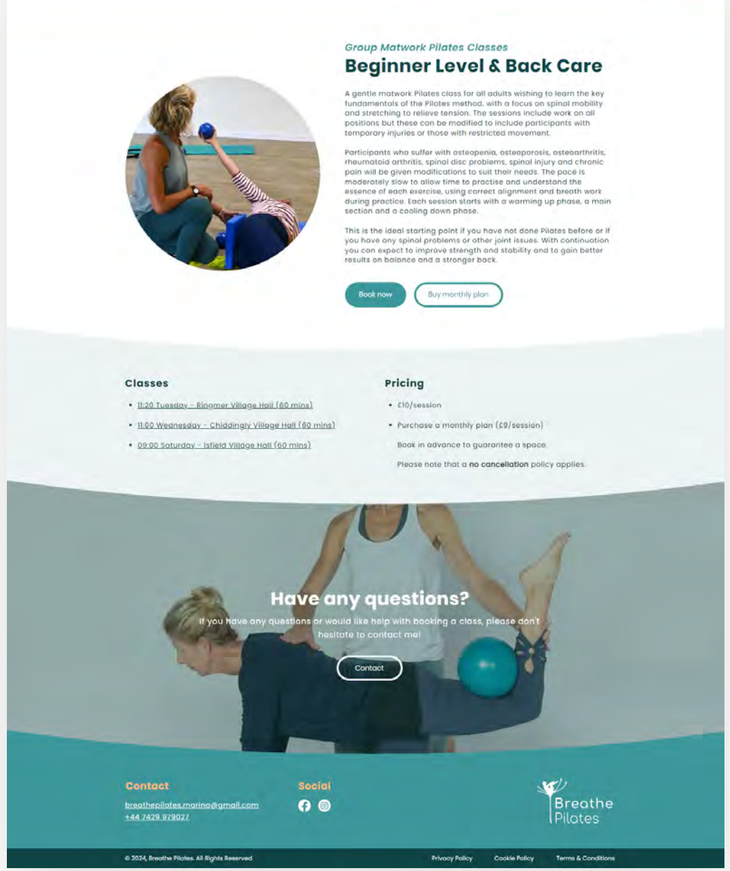


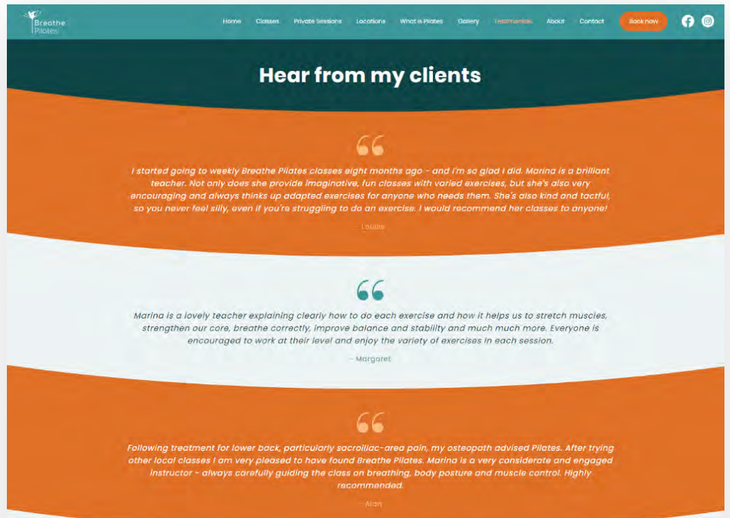
Final outcomes.

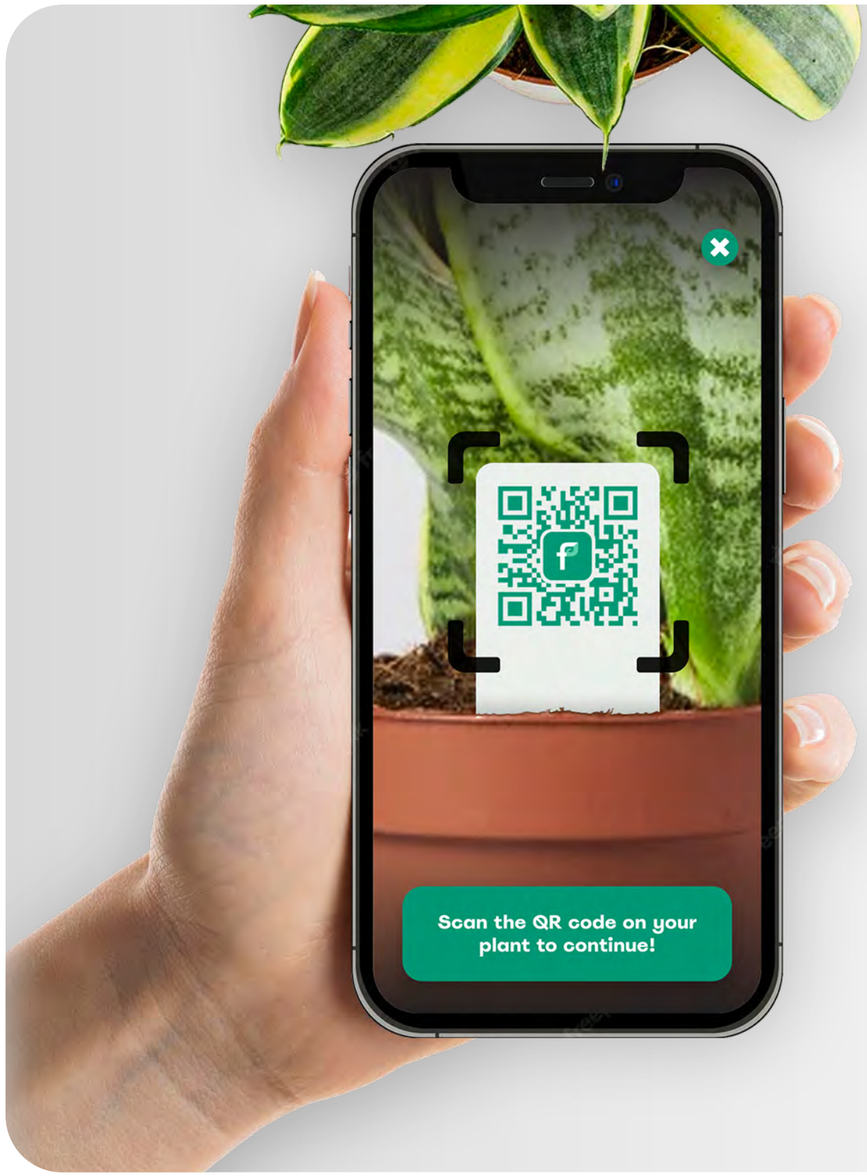
www.breathepilatessussex.co.uk











04. Other Projects

A collection of projects ranging from freelance work, design competitions and my placement year showcasing a variety of different skills & accomplishments.

View all →

The Grape Exchange.

1 month ✕ | 2 people ✕ | Web design ✕ | Clear all

The Grape Exchange is a platform which aims to bridge the gap between buyers and sellers for trading vineyard produce. Reputable approved vineyard owners are able to list their bulk produce online for potential buyers to browse and propose financial offers.

User task flow.

A seller submits a form about themselves & their produce

A check verifies the sellers legitimacy and listing is created

A buyer will submit an anonymous bid to the seller

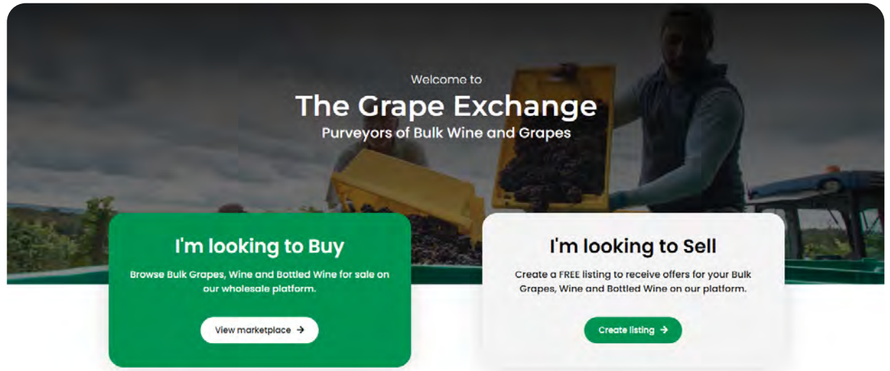
A price for is negotiated & agreed by both parties

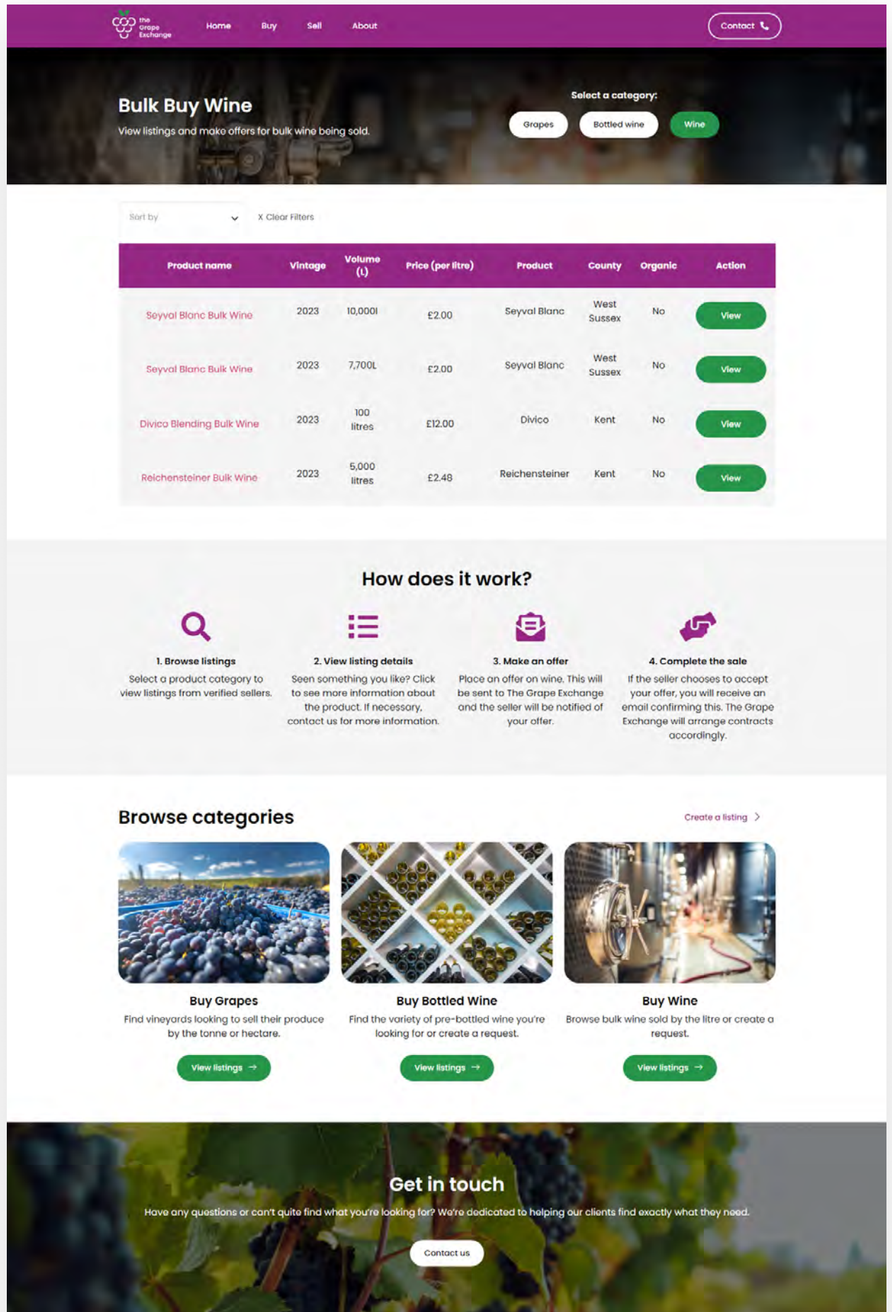
A contact is signed by both parties

The produce is delivered

Easy navigation.

The client wanted it to be easy for both new buyers and sellers users to navigate the website's 3 different types of produce (grapes, wine & bottled wine), depending on their requirements.





The Vineyard Store.

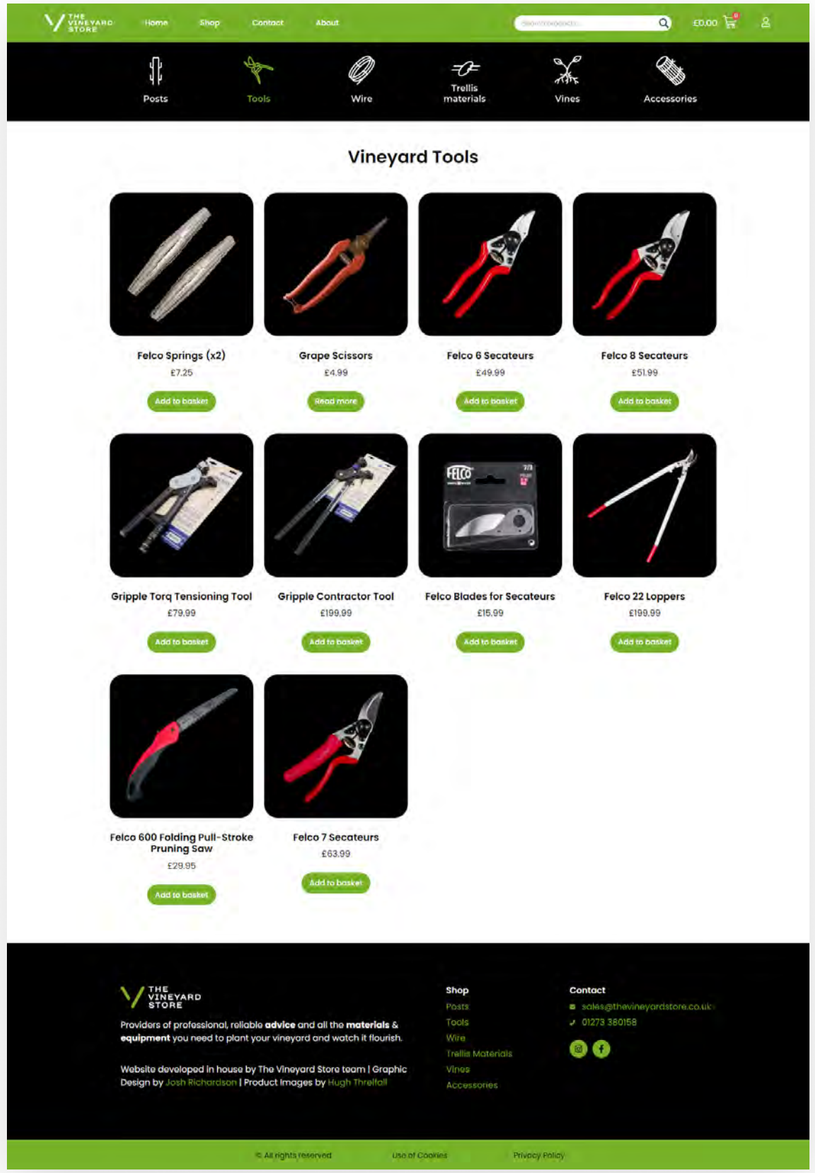
2 months × | 2 people × | Web design × | Clear all

This project was to redesign an outdated vineyard supplies e-commerce store in order to better compete with their competitors who had recently invested in upgrading their website. The client wanted to establish a stronger brand identify as well as an easy to use website with the hope of further expanding their customer base further from just their existing industry connections.

The site was built from scratch on WordPress with WooCommerce, enabling tiered pricing, stock monitoring and customised shipping options dependant on weight or item quantities.

Since the launch:

- #1 SEO rank for most products
- Daily sales instead of weekly
- Increased organic web sales
- New repeat customers



theUp.co Internship.

12 months ✕ | Creative designer ✕ | Hybrid ✕ | Clear all

During my **placement year** at Loughborough University, I worked as a **creative designer** at **theUp.co**, a tech start-up in the hospitality sector. My time was predominantly spent across different 3 segments:

ChargedUp

A portable phone charging network where users can rent a phone battery and drop off to other charging stations.

ServedUp

A QR code mobile ordering platform for bars, pubs and food vendors, as well as installing EPOS devices & systems.

BrandUp

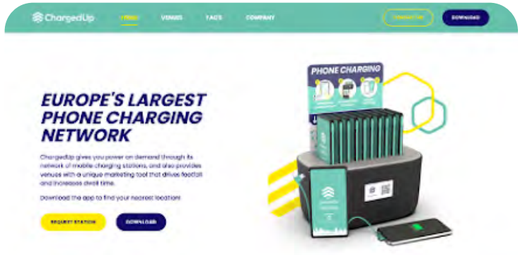
A platform to enable brands and hospitality venues to seamlessly partner for exclusive deals.

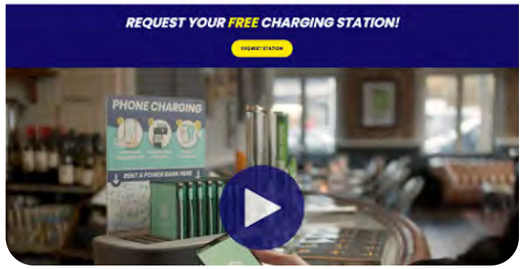
About my role

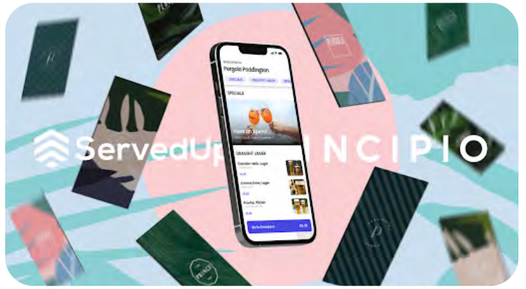
My role was to assist all parts of the business by producing both **digital** and **physical assets** for marketing, sales, and customer success departments, as well as working closely alongside the development team for the ServedUp platform. I got work alongside brands such as **Guinness**, **Tanqueray**, **Smirnoff**, **Corona** to provide digital promotional assets for BrandUp campaigns.

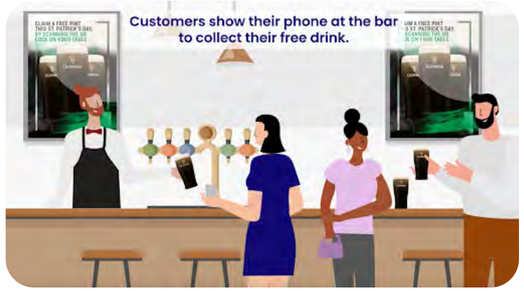
Some examples of work include: Website design & maintenance, print material & packaging design, vector animated explainer videos, sales & pitch decks, product renderings and much more.

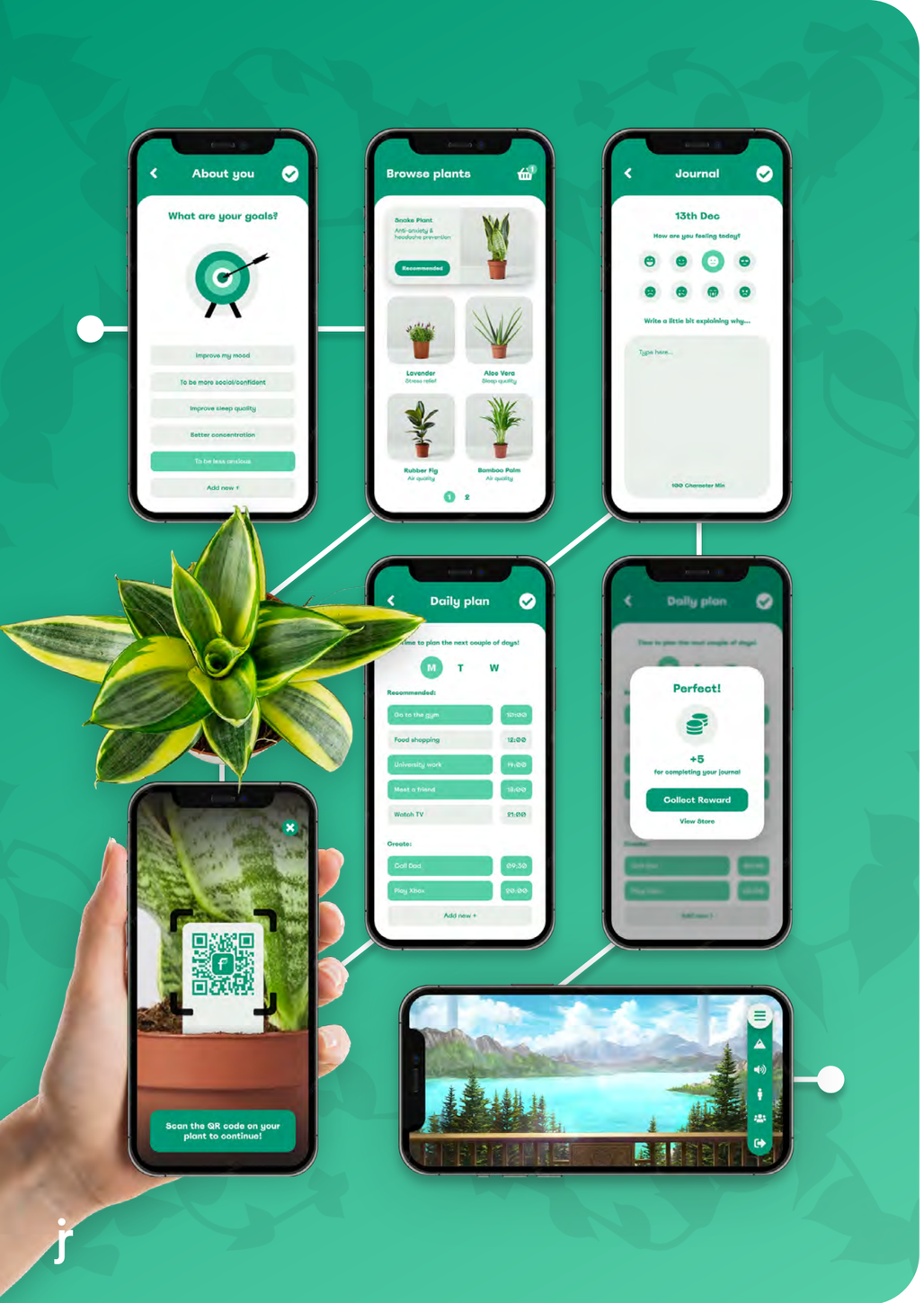
AB InBev DIAGEO INCIPIO LIVELYHOOD











florere *(to flourish in Latin)*

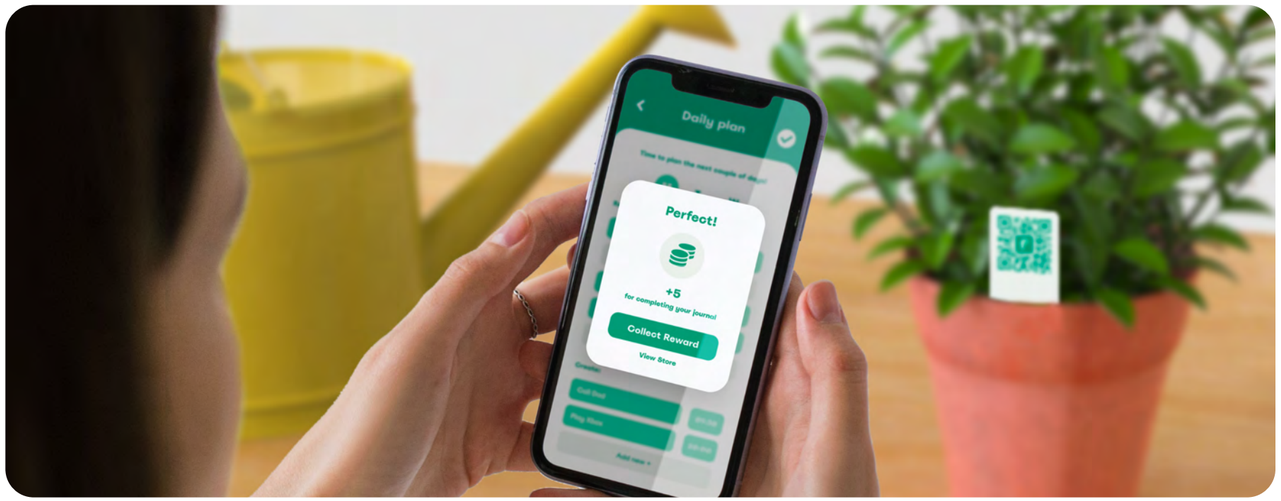
2 months × Group × System design × Clear all

Due to the current stress on the NHS, **43% of people** have said their **mental health has declined** as a result of **long wait times for mental health related services.** The concept of Florere grew from 2 key insights being, that '**people often create healthy routines for their plants rather than themselves**', and that '**everyone has their own personal methods of dealing with issues**'.

Florere helps **identify & reinforce positive habits** like going to the gym, through the **upkeep of a companion plant.** When their plant needed watering, the user would spend a short period journaling and scheduling tasks to help relieve stress. Users are rewarded for completing tasks to help develop healthy behaviours while waiting for NHS services. The low cost product enables users to pass on their plant to others once they have received the help they need, enabling a generational product lifecycle.

Award: RSA - Royal Society of Arts (Finalist)

STUDENT DESIGN AWARDS RSA



Hey, let's work together!

Thank you for viewing my portfolio, any feedback is greatly appreciated!

You can reach me by email, website or alternatively scan the QR code below to visit my LinkedIn.

www.joshrichardsondesign.com

Contact me.

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Josh Richardson

Email *

joshrichardsondesign@gmail.com

Tick to register interest in UI/UX design roles.

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