

JAMIE CLAGUE

UX / UI DESIGN PORTFOLIO



Hi, I'm **Jamie Clague** **UX/UI designer living in the Isle of Man**

I have lived on the Isle of Man 🇮🇲 all of my life. After school my education carried on into college and then in 2010 into university where I completed my degree in Web Systems Development at Edge Hill University after which I decided to pursue a career in Front end web development. After gaining the experience of working in full time employment within small e-gaming & consultancy companies I decided to freelance where my interest and enjoyment for UX / UI design began.

I discovered that not only was it important to make websites look good visually but it was just as important to understand how to make them a success with UX techniques and that is where all good things start. Having gained a good amount of knowledge I then returned into full time employment in my first UI Designer role at IFGL and now more recently for MuchBetter where I enjoy creating interfaces for both mobile and web platforms.



Bold Consultancy



2019



Freelance



2019



IFGL



2020



MuchBetter



2023

IFGL

Owner of RL360, RL360 Services, Friends Provident International and Ardan International. IFGL provides investment; savings and protection solutions to international investors based around the world

MY ROLE

As the sole user interface designer my position included working closely with a vast array of specialists to collaborate and to understand requirements and business needs of departments but also that of advisers and other end users to then design and prototype solutions, gather user feedback and refine for the final solution.

TEAM STRUCTURE

I was appointed as lead UI designer as part of the marketing team and was almost immediately assigned to work on a major and large scale business project called the digital engagement project (The DE project).



AWARDS

- Best International Life Group (non-UK) - International Investment Awards 2023
- International Life Group of the Year (non-UK) - Global Financial Services Awards 2022
- Trust & Estate planning - Global Financial Services Awards 2022
- International Life Group of the Year (non-UK) - Global Financial Services Awards 2021

IFGL - THE DE PROJECT

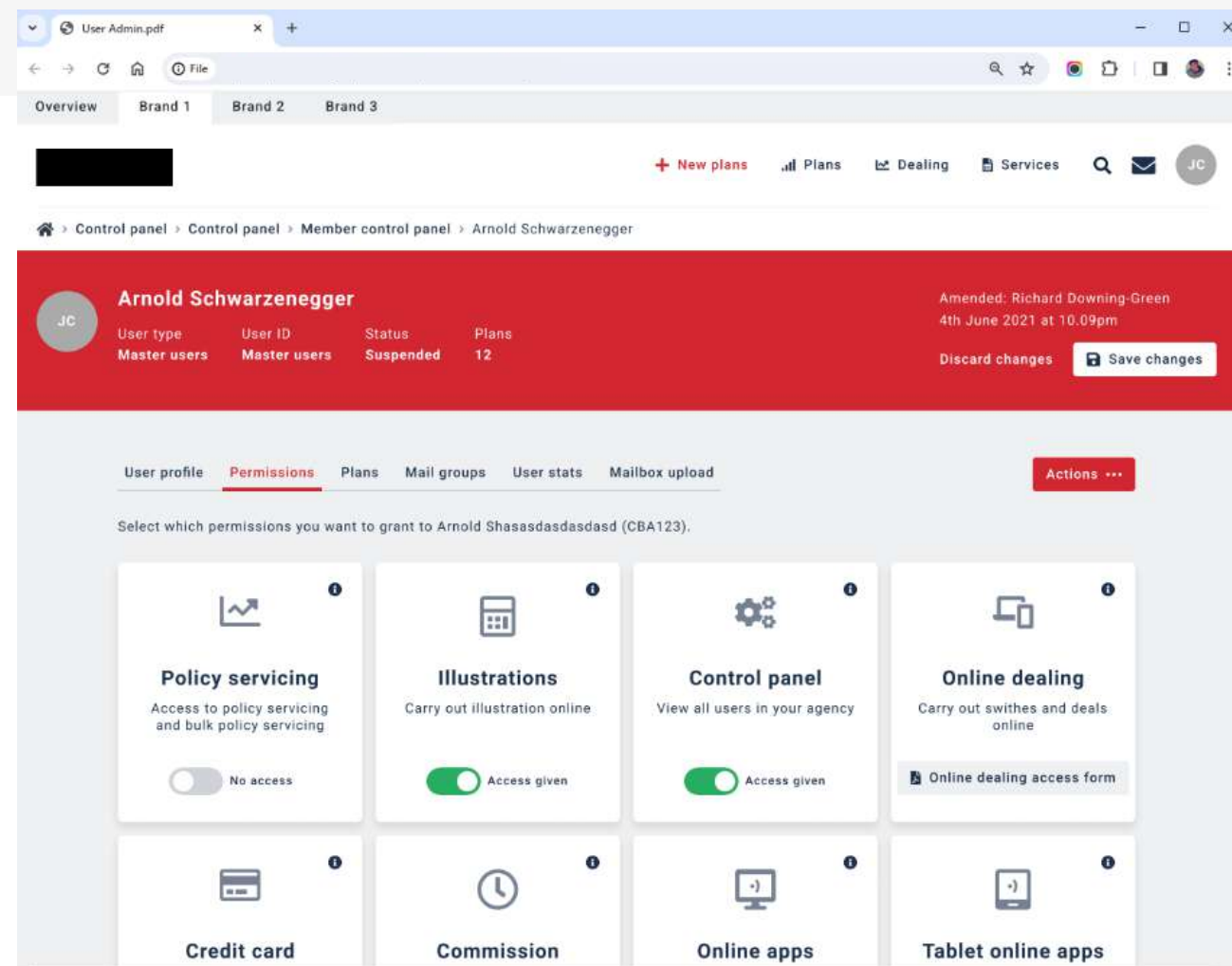
The digital project was a multi million pound project which was formed to revolutionise and transform the way the organisation operates to it's advisors, clients and staff with the aim to become a leader in the investments and insurance FinTech world.

PROJECT SUMMARY

Since the organisation's latest purchase of another financial and insurance company in 2020 it had become ever more important for the organisation to find a way in which all of its brands could work together under 1 umbrella structure and consolidate its operations for both its staff and other end users.

Rather than staff, advisers and clients having multiple portal systems for each of the brands and how they work and do business, it was decided that a digital project would be necessary in order to create a all-in-one online portal.

This would not only solve the issue of numerous systems - as well as the challenges that it brings - but also being able to create a new portal that would revolutionise the way the company would work and undertake its business to its audiences and develop itself as a leader in the Fintech space amongst its competitors.



MY ROLE IN THE PROJECT TEAM

At the start of 2021 I was appointed as the UI Designer for the Digital Project. My role included being part of the small Digital Project team. This team would work closely with a external consultant company which would go through a 3 stage process:

1. Discovery
2. Design Sprints
3. Prototyping

IFGL - THE DE PROJECT

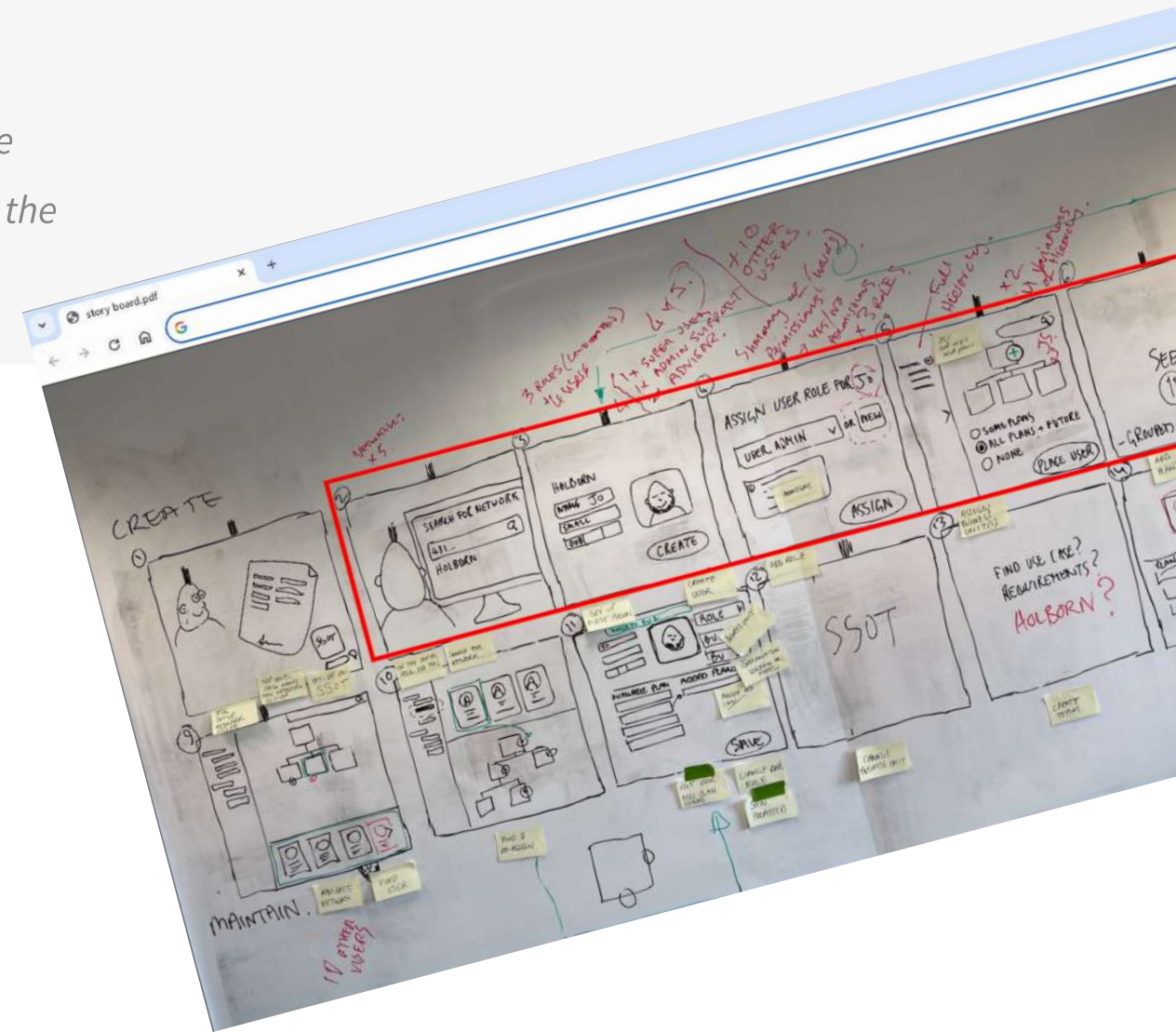
The digital project was a multi million pound project which was formed to revolutionise and transform the way the organisation operates to it's advisors, clients and staff with the aim to become a leader in the investments and insurance FinTech world.

PROJECT TASKS

The discovery stage included numerous sessions and workshops with the external consultants and users including event storming and service mapping which were largely UX research and knowledge gathering exercises. These sessions allowed the team to understand and map out each area of the business by looking at its events, business rules, users, commands, opportunities, limitations and users estimated feelings of the process.

During the second stage of design sprints I was largely involved in helping the team to conceptualise and map user flows and journeys. I was also involved in researching other examples similar to the area of work and then demoing those to the group. Eventually the group would form together its ideas where a storyboard was then created which I was responsible for sketching or drawing.

Moving into stage 3 the next task after creating storyboards would then be for wireframes and prototypes to be created. Using these storyboards along with requirements software such as DevOps & Jira I would work with the digital team to create designs in Figma that would provide a visual and interactive prototype for internal departments and managers to view and use in order to gain their comments and feedback. I would then use this information to amend designs and refine them ready for them to be shown to a select number of advisers/end-users for their comments for which it would then be refined once more.



TASKS UNDERTAKEN

- Event Storming & Service Mapping
- Information Architecture
- Storyboarding
- User Flows
- Prototyping
- User Feedback
- Testing Workshops

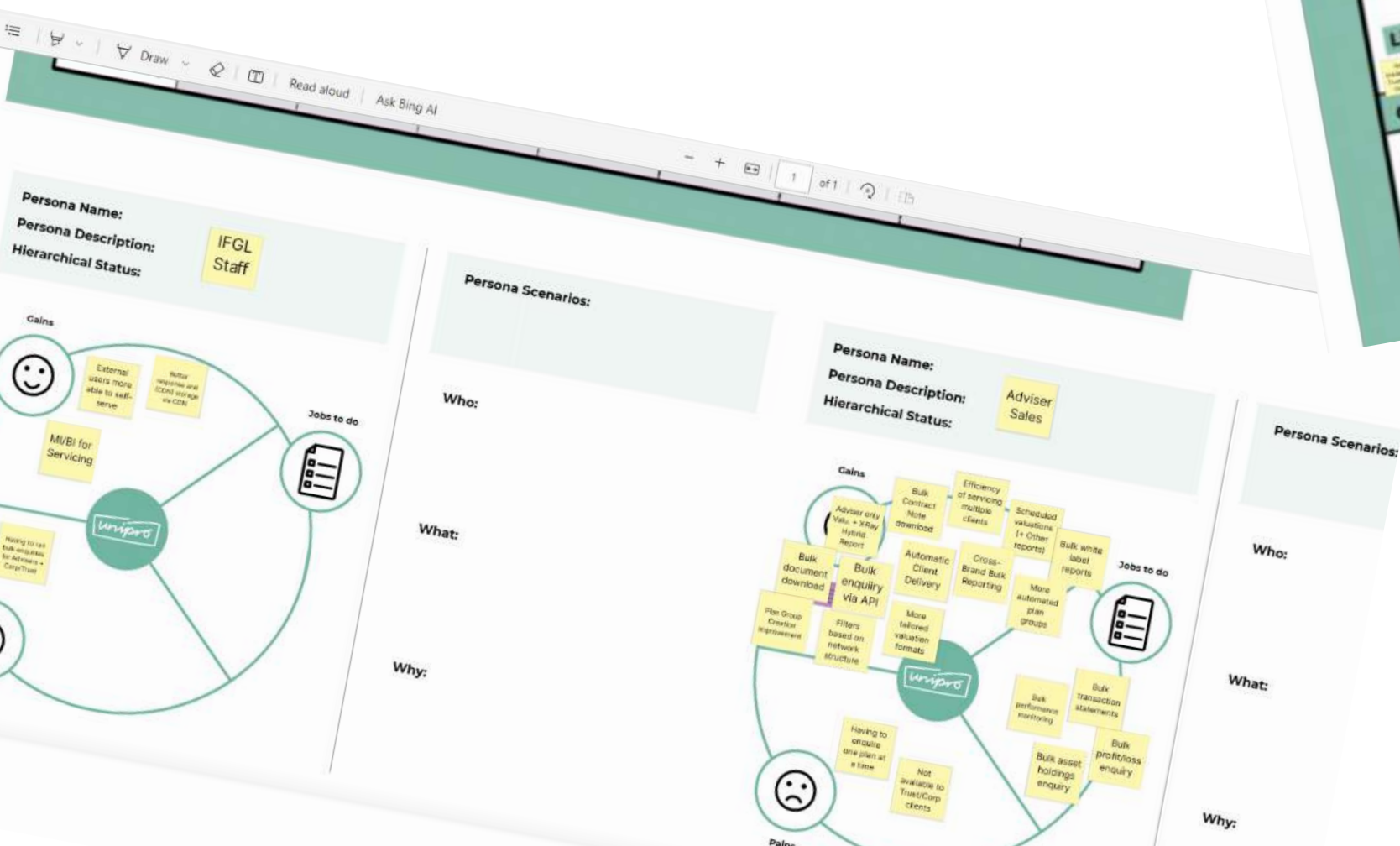
IFGL - THE DE PROJECT

The Discovery Stage

SERVICE MAPPING & USER PERSONNA'S

Service mapping was used in the discovery phase to capture all of the information associated to each particular service and what its opportunities and limitations were.

Conducting User Persona's helped the group understand what was each user's interactivity with each service and what its pains currently were and what positive gains could come from improvement.



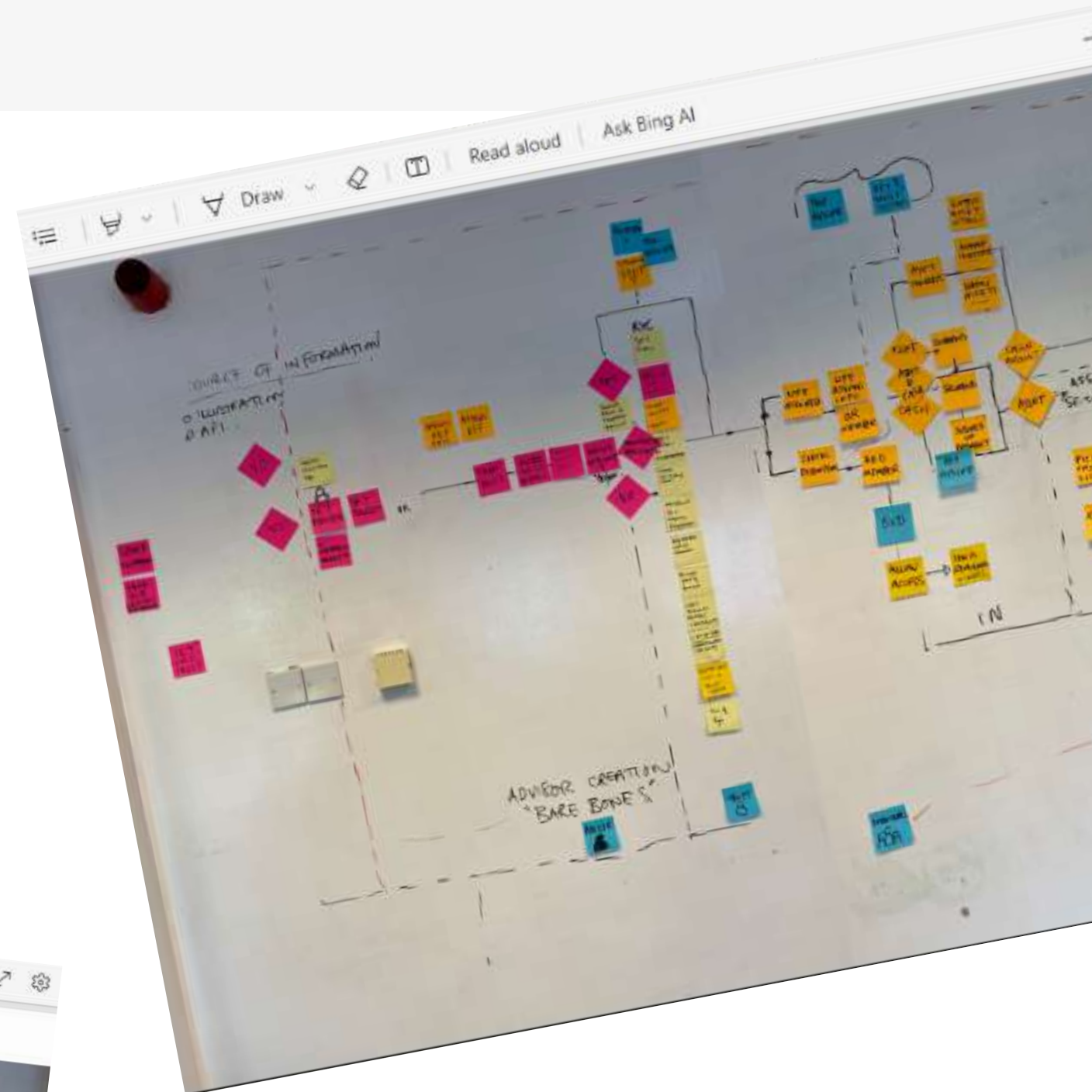
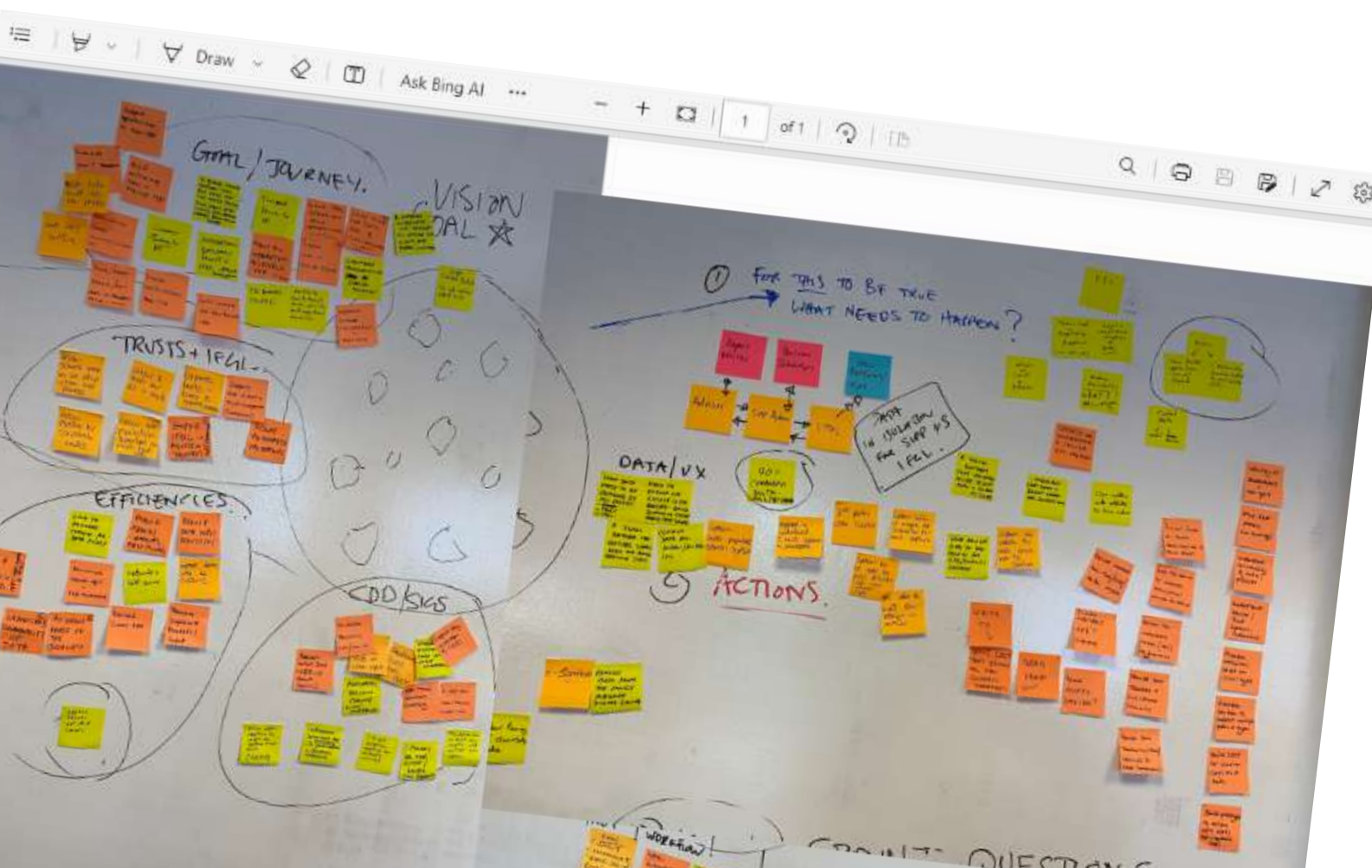
IFGL - THE DE PROJECT

Design Sprints Stage

USER FLOWS & JOURNEY MAPPING

The design sprints allowed the group to collaborate and map out all of the information gathered from the discovery phase into user flows and journeys. This started by taking each service and mapping out what its goals were and how these might be achieved.

This then moved on to mapping out the complete journey from start to finish which included all scenario paths, data input requirements and user behaviors.



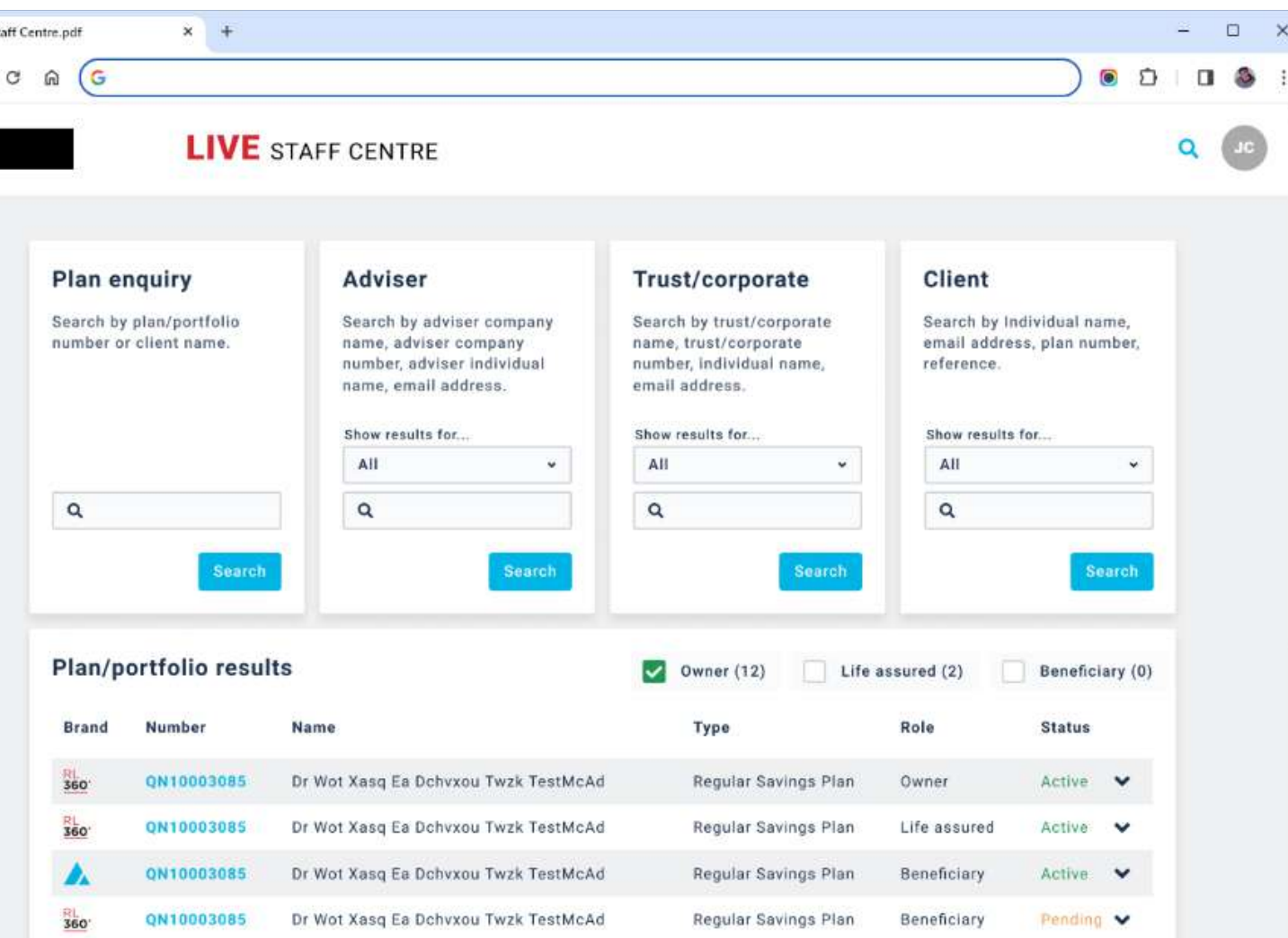
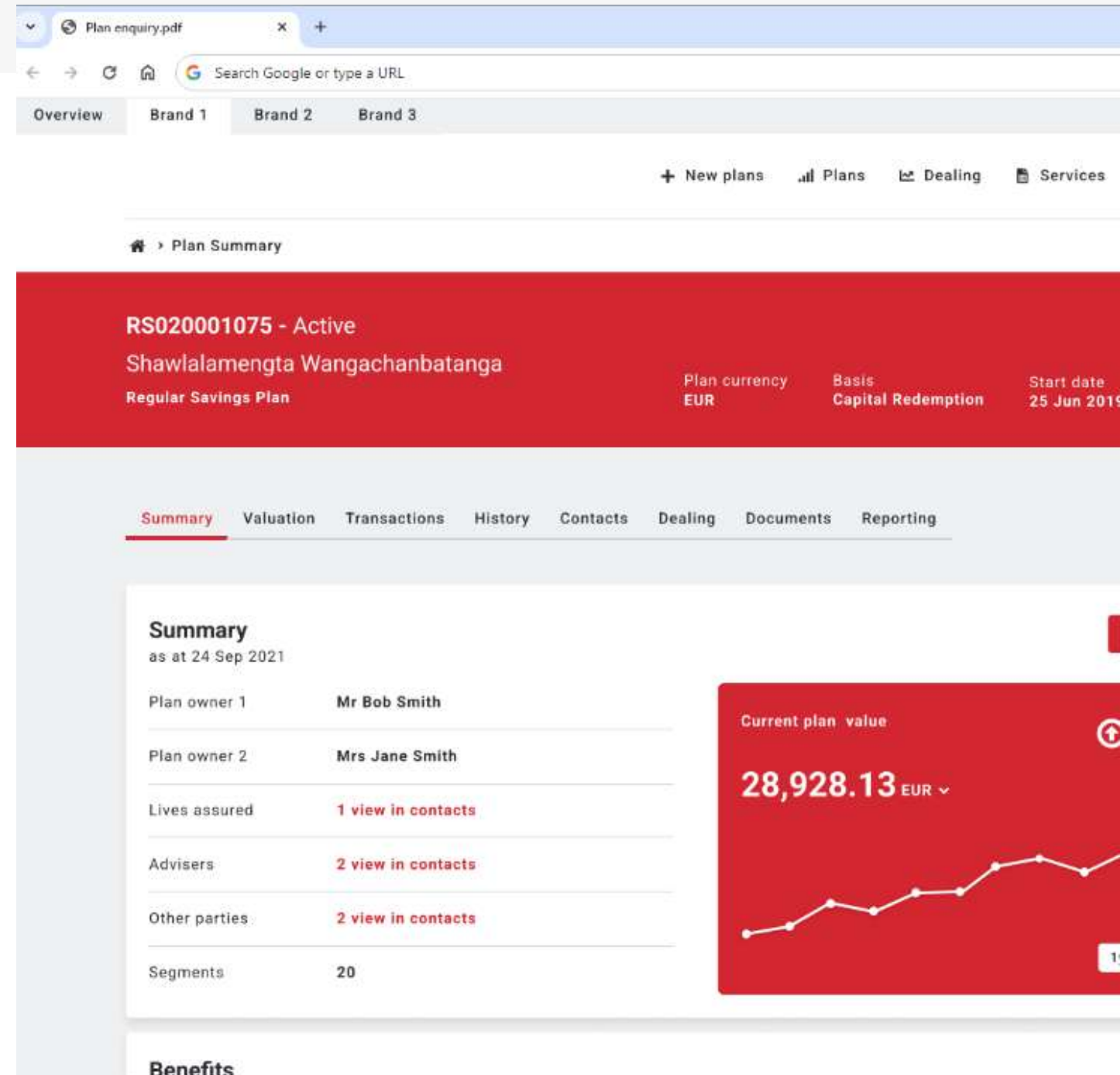
IFGL - THE DE PROJECT

Design & Prototyping Stage

MOCKUPS & PROTOTYPING

As lead UI Designer within the team this was my most active stage throughout the 3 stage project.

From the storyboards and user flows created in Stage 2 I was then given the responsibility to create and design visual mockups which would go through internal feedback in order construct fully functional prototypes for internal and external user testing.



IFGL - THE DE PROJECT

Before and After examples

Before

APPLICATIONS

STATEMENTS

CONTROL PANEL

MY ACCOUNT

SIGN OUT

POLICY SERVICING

INVESTMENT

CONTACT US

ILLUSTRATION

MY MAILBOX

HELP

Product: Regular Premium Investment

Status: Active

Currency: EUR

Type: Regular Premium Investment

Start date: 01 Oct 2019

Sub policies: 100

Policy number: 123456789

Maturity date: 01 Oct 2028

Base: Capital Redemption

ACTIONS

Summary

Valuation

Transaction statement

History

Client details

Adviser details

Switching

Important documents

Summary

Policyholders:

1. Mr Bob Smith

2. Mrs Jane Smith

Lives assured:

1. Mrs Jane Smith

Current policy value

EUR 28,928.13

up 5.52% as a percentage of premiums invested, after allowing for withdrawals.

Financial adviser

Simple Finance Solutions

Investment adviser

Simple Finance Solutions - Alexander Penbridge

Policy status

Active

Start date

09 Oct 2019

End date

09 Oct 2019

Current holdings

ISIN	Fund name	Fund currency	Value in policy currency	% of current value
IE00BL10K228	dVAM Balanced Active PCF EUR R1 Hdg	EUR	14,733.12	50%
IE00BL1GQ463	dVAM Growth Active PCF EUR R1 Hdg	EUR	14,195.01	50%

Regular premiums

Premium amount: 1,500.00

Premium frequency: Monthly

Premiums invested: 34,500.00

Premiums uninvested: 0.00

Next premium due: 01 Sep 2021

Next collection date: 27 Aug 2021

Premium term: 10 Years

Term remaining: 7 Years and 11 Months

Last premium due: 01 Sep 2020

Establishment period: 18 Months

Payment method: Credit Card

Card expiry date: XXXX-XXXX-XXXX

Card number: XXXX-XXXX-XXXX

MANAGE PAYMENT DETAILS

Premiums paid (last 6)

Description	Due date	Amount due	Date received	Bonus amount
Premium payment	01 Aug 2021	1,500.00	29 Jul 2021	30.00
Premium payment	01 Jul 2021	1,500.00	30 Jun 2021	30.00
Premium payment	01 Jun 2021	1,500.00	31 May 2021	30.00
Premium payment	01 May 2021	1,500.00	29 Apr 2021	30.00
Premium payment	01 Apr 2021	1,500.00	31 Mar 2021	30.00
Premium payment	01 Mar 2021	1,500.00	28 Feb 2021	30.00

Premium direction

Fund	ISIN	Currency	% Spk
dVAM Balanced Active PCF EUR R1 Hdg	IE00BL10K228	EUR	50%
dVAM Growth Active PCF EUR R1 Hdg	IE00BL1GQ463	EUR	50%

Withdrawals

Withdrawals paid (last 1)

Description	Date	Currency	Amount
One-off withdrawal	05 Aug 2021	EUR	7,475.75

Withdrawals by policy year (last 1)

Policy year	Total amount withdrawn	Cumulative premium paid	Withdrawals as % of premiums
Policy year 2 01 Oct 2020 - 30 Sep 2021	7,475.75	34,500.00	21.67%

Important Notes

Values

All values shown are for information purposes only and are not guaranteed.

Premiums invested/uninvested

This is the total of the premiums paid which have subsequently been invested. The figure shown does not include any allocation rate adjustments up or down. Uninvested premiums will only be seen for the period of time between us receiving a premium and it actually being invested in funds, at that point it will be added to the premiums invested total.

Funds

Where the provider of a fund linked to this policy becomes insolvent or is unable to meet its liabilities for any reason, the policy will suffer the loss.

Queries

If you have any queries regarding the content of this summary please contact your adviser or us immediately.

Our Customer Services team can be contacted by telephone on +44 (0)1624 481662 or alternatively by email at ccs@ifgl.com, where we'll be happy to help.

LEGAL INFORMATION

CONTACT US

ACCESSIBILITY

See prototype demo

After

Overview

Brand 1

Brand 2

Brand 3

+ New plans

Plans

Dealing

Services

Q

+

Plan Summary

RS020001075 - Active

Shawlamengta Wangchanbatanga

Regular Savings Plan

Plan currency: EUR

Base: Capital Redemption

Start date: 25 Jun 2019

End date: 25 Jun 2118

Summary

Valuation

Transactions

History

Contacts

Dealing

Documents

Reporting

Summary

as at 24 Sep 2021

Plan owner 1: Mr Bob Smith

Plan owner 2: Mrs Jane Smith

Lives assured: 1 view in contacts

Advisers: 2 view in contacts

Other parties: 2 view in contacts

Segments: 20

Current plan value: 28,928.13 EUR

up 5.52%

Benefits

Life assured 1

Life assured 2

Life cover:	5,000,000.00	Reimbursement (not charged for):	50,000.00
Critical illness:	5,000,000.00	Waiver:	Covered
Critical illness stand alone:	5,000,000.00	Airplane cover (not charged for):	Covered
Term life cover:	34,500.00	Hospitalisation:	1,000,000.00
Term critical illness:	100,000.00	Benefit escalation rate:	5%
Accidental death:	5,000,000.00		

Holdings

Plan currency

Holdings currency

Name	Units	Price	Currency	Exchange rate	Value	%	% of	More
dVAM Balanced Active PCF USD R1 Hdg	1,219,374	11.74900	USD	1.00000	14,331.10	34%	50	
dVAM Growth Active PCF GBP R1 Hdg	1,203,574	12.12800	GBP	1.00000	14,597.01	14%	50	

28,928.13 EUR

Premiums

Summary

Premium direction

Amount	1,500.00	Next due	01 Sep 2021	Establishment period	18 months
Frequency	Monthly	Next collection date	18 Sep 2021	Payment method	Credit card
Term	10 years	Remaining	7 years 11 months	Card expiry date	20 Sep 2023
Invested	34,500.00	Last due	27 Aug 2021	Card number	XXXX-XXXX-XXXX-1234
Uninvested	0.00	Premium escalation	5%		

Withdrawals

Manage withdrawals

Amount	Frequency	Invested	Next due	Term	Remaining
1,500.00	Monthly	34,500.00	01 Sep 2023	10 years	7 years 11 months
3,000.00	Yearly	34,500.00	25 Jun 2023	10 years	8 years 3 months

Important Notes

Valuation

Every working day our system takes an effective photograph, or snapshot of this policy, creating a historical record of its value at that point in time. It provides details of the last valuation snapshot our system has taken (usually this will be a day or two behind the current date). If something has changed since this snapshot was taken, regardless of whether it was to amend something in the past, or to take into account a recently placed trade, the live policy valuation can be used to view these changes.

Unit Prices

The prices for each linked investment are provided by a third party. Whilst we take measures to ensure the accuracy of the information, we are not responsible for its completeness or any errors made by a third party.

Where your policy holds a structured product, its price will be based on that currently available in the market, and may not represent the original amount invested or potential future value at maturity.

Any reference to units also includes individual shares.

Policy cash accounts

Monies within the policy cash account(s) are held on deposit with our custodian. We will not compensate a policy if the cash account(s) becomes insolvent as a result of our custodian being unable to meet its liabilities for any reason.

Reference

The reference shown will usually be the ISIN. In some cases where an ISIN is not available we may use a SEDOL or Ticker as the linked investment reference code.

Linked investments

Where the provider of an investment linked to this policy becomes insolvent or is unable to meet its liabilities for any reason, the policy will suffer the loss.

Values

All values shown are for information purposes only and are not guaranteed.

Discretionary manager data (where applicable)

If the investment management of this policy has been outsourced to a discretionary manager then this summary will be based on the data received from the discretionary manager. It is only as good as the data they have provided and may not be as up-to-date as the data you will receive direct from them.

Discretionary manager data (where applicable)

If you have any queries regarding the content of this summary please contact your adviser or us immediately.

Our Customer Services team can be contacted by telephone on +44 (0)1624 481662 or alternatively by email at ccs@ifgl.com, where we'll be happy to help.

LEGAL INFORMATION

CONTACT US

ACCESSIBILITY

See prototype demo

MuchBetter

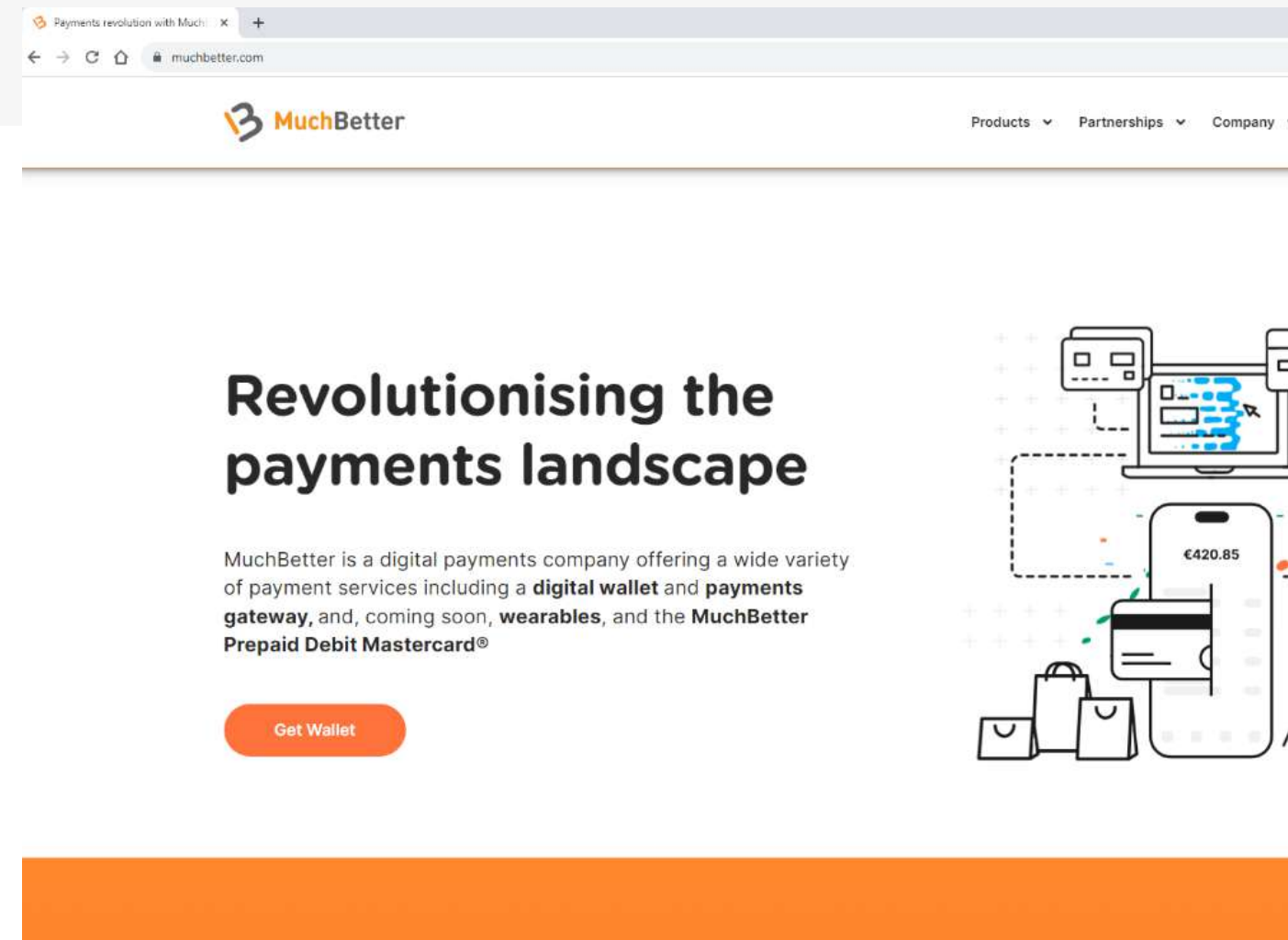
MuchBetter is a revolutionary award winning mobile payment app and payments company offering a digital wallet, payments gateway, cards and wearables.

MY ROLE

Working in the product team as UX / UI designer my role includes working with product managers as well as head of departments and executives to interpret business requirements for building and launching new products and platforms. Working closely with the principal designer and developers, my responsibility has been turning these requirements into design concepts, interactive prototypes and digital interfaces for both mobile app and web

PROJECTS INVOLVED IN

1. Reintroduction of Cards & Wearables
2. Gamification Loyalty Scheme
3. New Design System
4. Improving Internal Design Process



AWARDS

- Anti-Fraud Solution of the Year 2022
- Best B2C Payments Programme 2021
- Innovation in payments solution 2021
- Innovation in payments solution 2020

MuchBetter

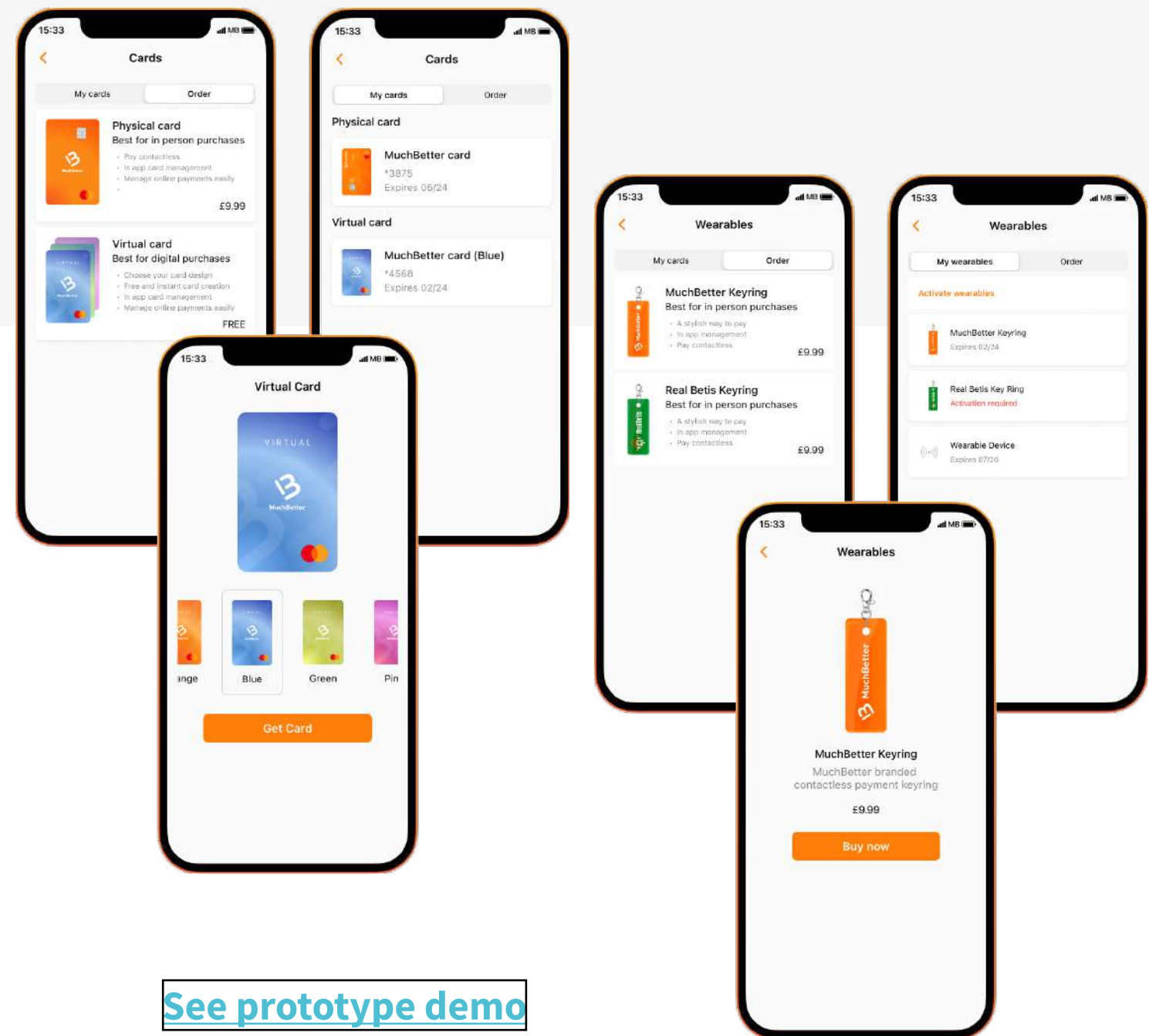
Cards & Wearables Project

PROJECT SUMMARY

Following the agreement of a new license for UK/EEA it was necessary for the company to reimagine the UX and UI for how customers would and could interact - within the MuchBetter Wallet (mobile app) - for ordering cards and wearables and managing their money with these payment methods._____

MY ROLE

As soon as I was hired for the job I was assigned to work on the most important company project, to help deliver a improved UX / UI for cards and wearables in the wallet app. Working with product managers, the principal designer and head of product department it was first required to understand the business and user requirements to re-imagine the complete user journey flow. This included scenarios such as ID & POA verification, introduction of virtual cards, card & wearables limits, expiration and removal functionality.



Once we had mapped out the user journey flows and understood all of the requirements and scenarios I was then tasked with designing visual mockups which were used to refine and identify missed opportunities and capture potential flaws. From this feedback I was then able to create a interactive prototype for the developers to build this into the app.

MuchBetter

Gamification Loyalty Scheme

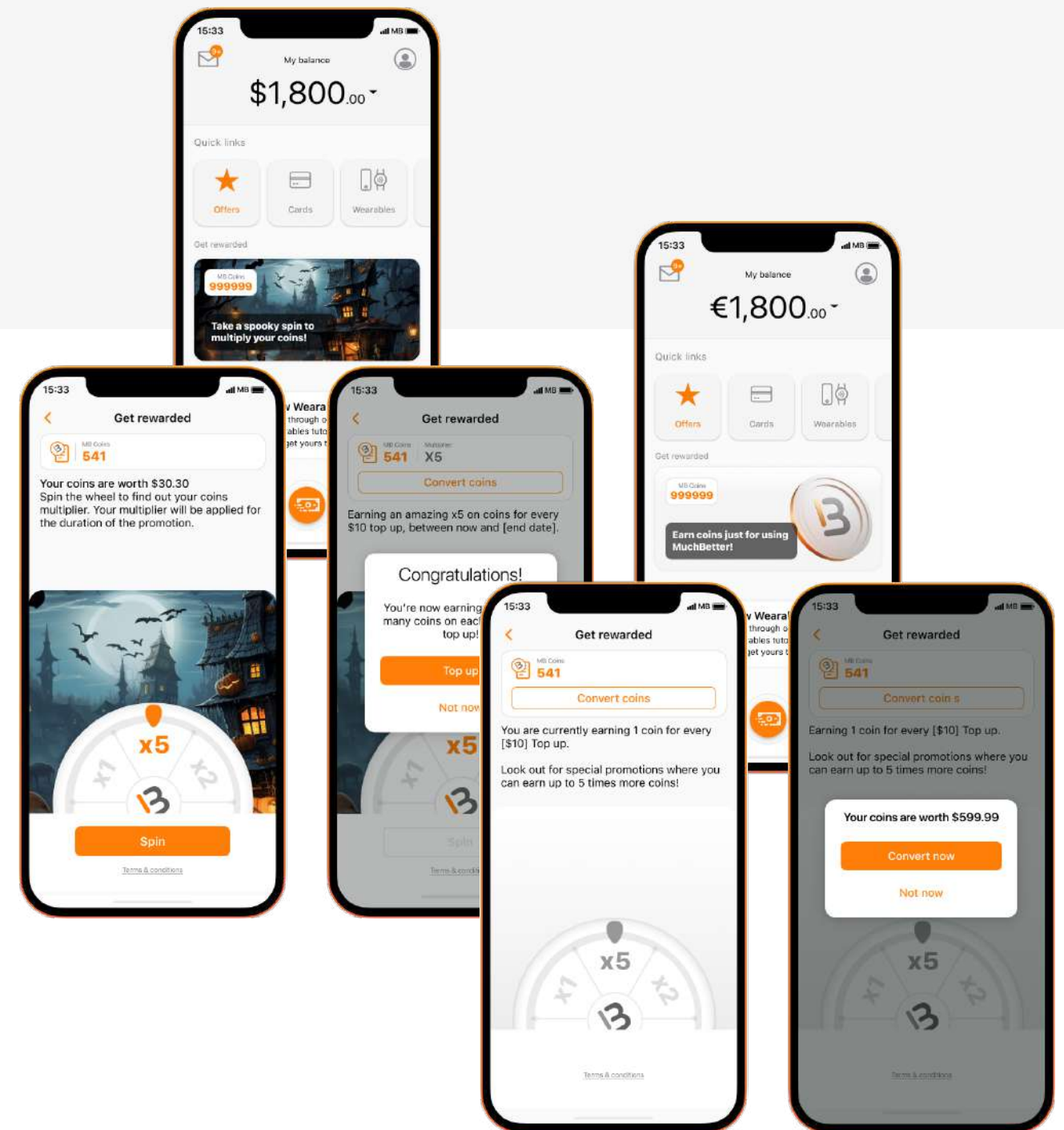
PROJECT SUMMARY

One of the other big projects that was decided should be reintroduced in the Wallet app was a loyalty scheme program. This would allow customers to earn coins through cash deposits which in turn could be used to convert into cash. During seasonal and promotional events customers would be able to multiply the amount of coins they earned.

MY ROLE

Once the requirements had been written and handed over from product managers, myself and the principal designer were tasked to create promotional and non promotion user flows and mockup screens.

After mapping out the journeys I was tasked to create a number of new components in the design system that would make up the visual elements of the new screens and mockup designs.



This included, home tiles, banners, wheel graphics and dialog boxes. We also created the graphics for what would be the first in app promotion which was for Halloween. Again these screens were refined and then then made into interactive prototypes for developers, PM's and executives to see a interactive and more like real like flow.

MuchBetter

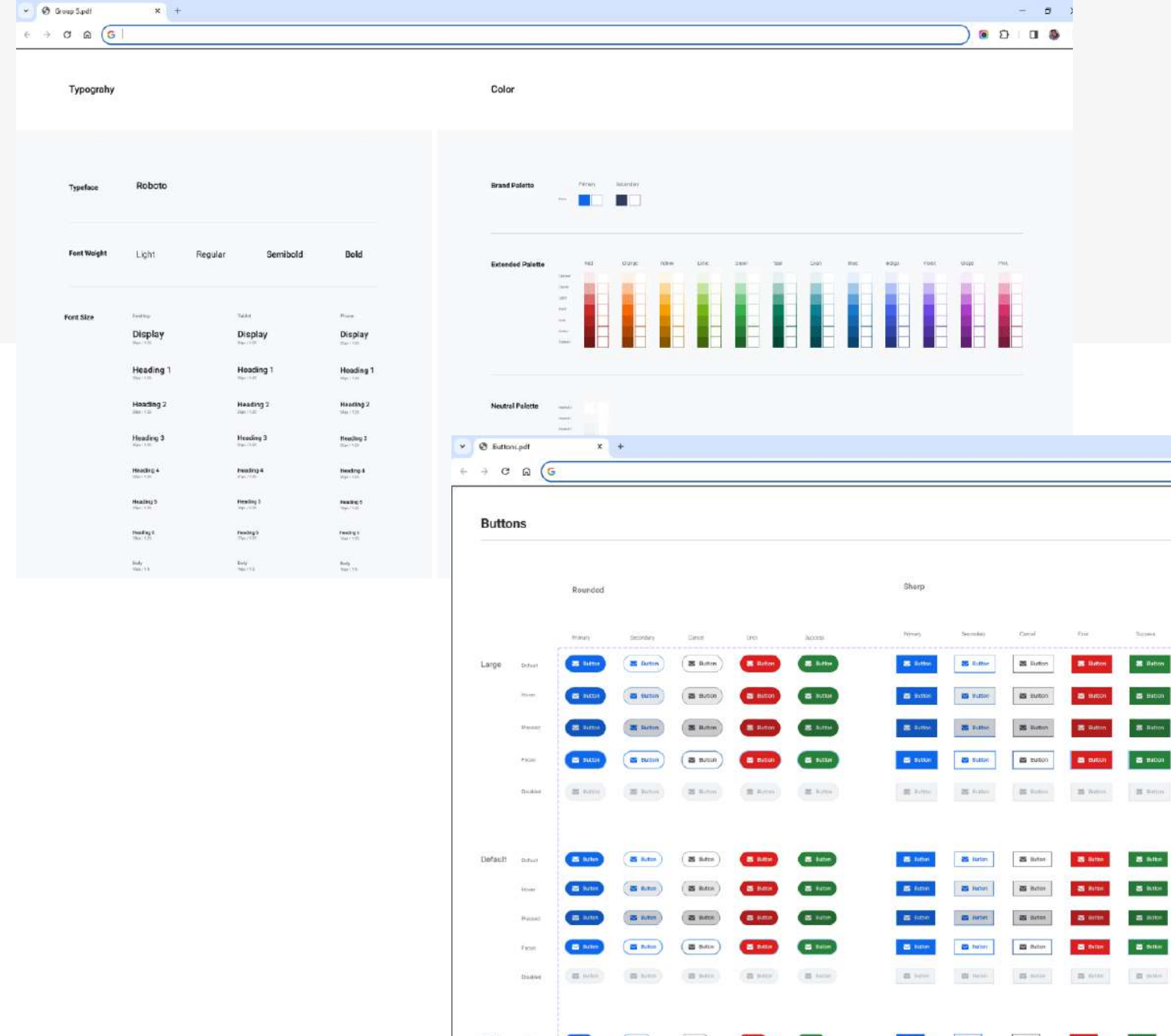
New Design System

PROJECT SUMMARY

After a number of discussions with the principal designer and getting to know and understand the way things operated within the product team, one of the areas that was quickly identified to improve and streamline work from a design perspective was to recreate a new design system.

MY ROLE

After identifying pitfalls with the current DS such as platform inconsistencies, accessibility issues, bloating and repetitive assets and components there were clear opportunities for us in the design team to be able to improve our process for what we deliver for web and mobile platforms. By analysing the current DS and identifying the opportunities of a new design system it was clear that we would greatly be able to improve the speed, consistency and overall productivity of UI Design.



My role in this project was working from ground zero to help plan and rebuild the basic building blocks of any good design system. This meant using the latest Figma features such as variables to correctly create and store system/brand colours, typography, icons and platform components. By planning and using the latest features correctly, it would allow us to make sure we were able to adhere to accessibility and deliver consistent designs for iOS, Android and Web in the fastest and most efficient method possible.

MuchBetter

Improving internal design process

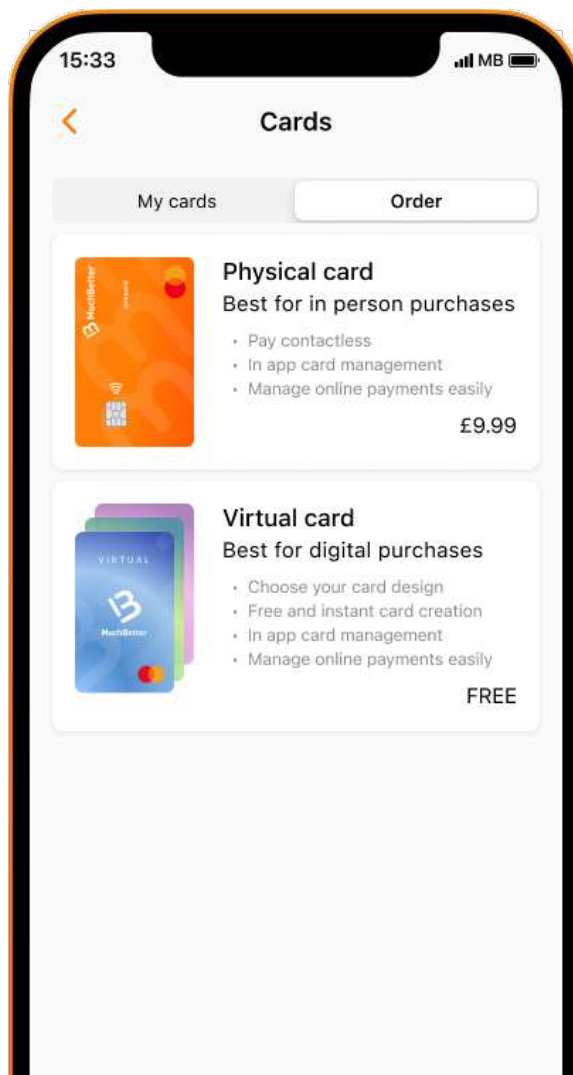
TASK SUMMARY

After reviewing a number of screens built by both iOS and android developers, myself and the principle designer identified inconsistencies from the designs we created to the ones that were being built.

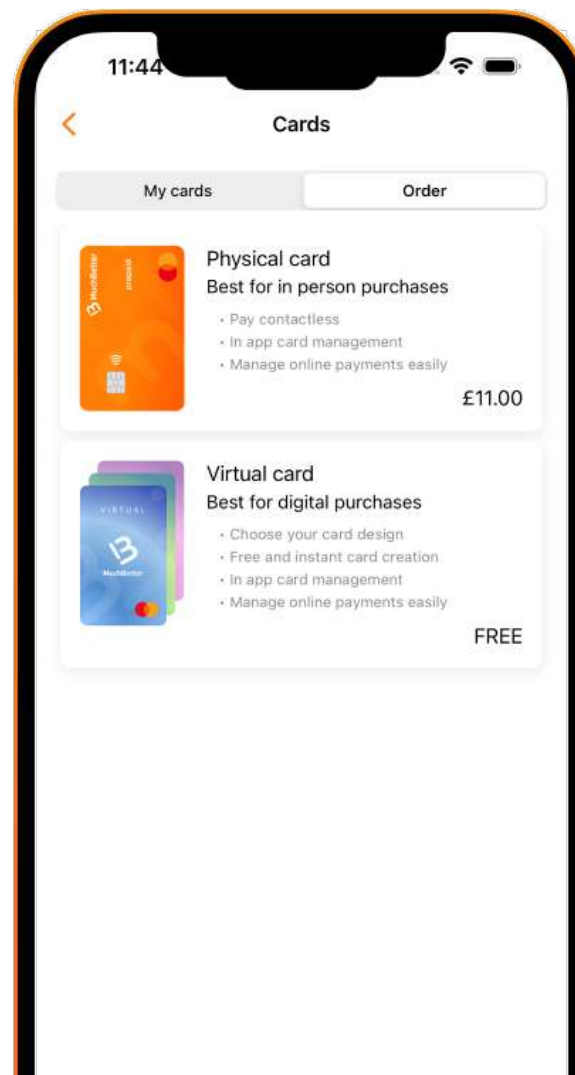
Therefore we were able to create a new QA process where both the design and development teams could collaborate frequently to analyse what was built from what was designed.

We also ran a session to educate the developers on the new features within Figma that would help to prevent areas of presumption in turn creating consistency.

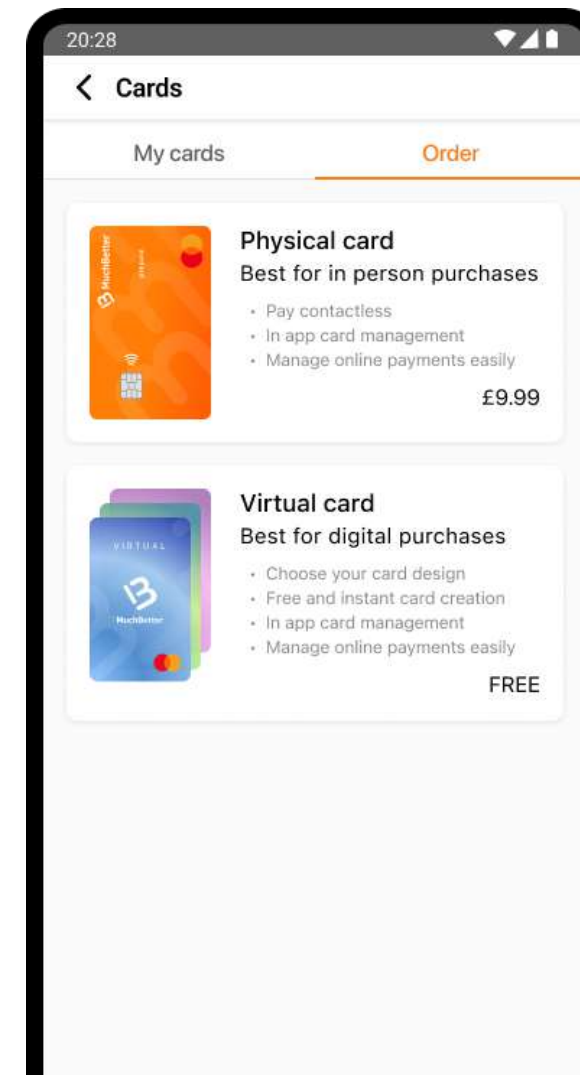
iOS Design



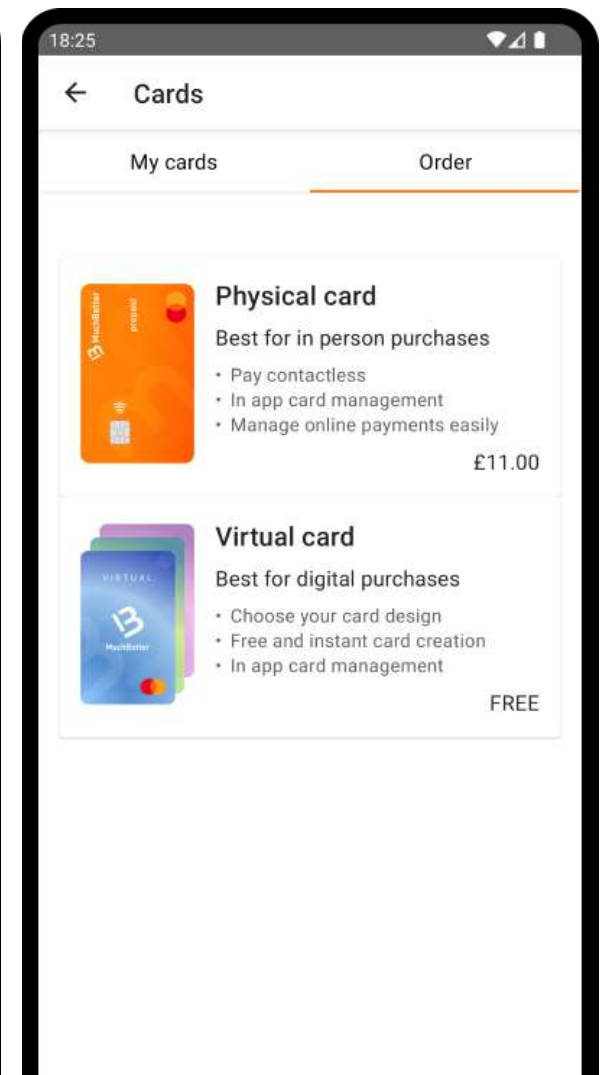
iOS Build



Android Design



Android Build

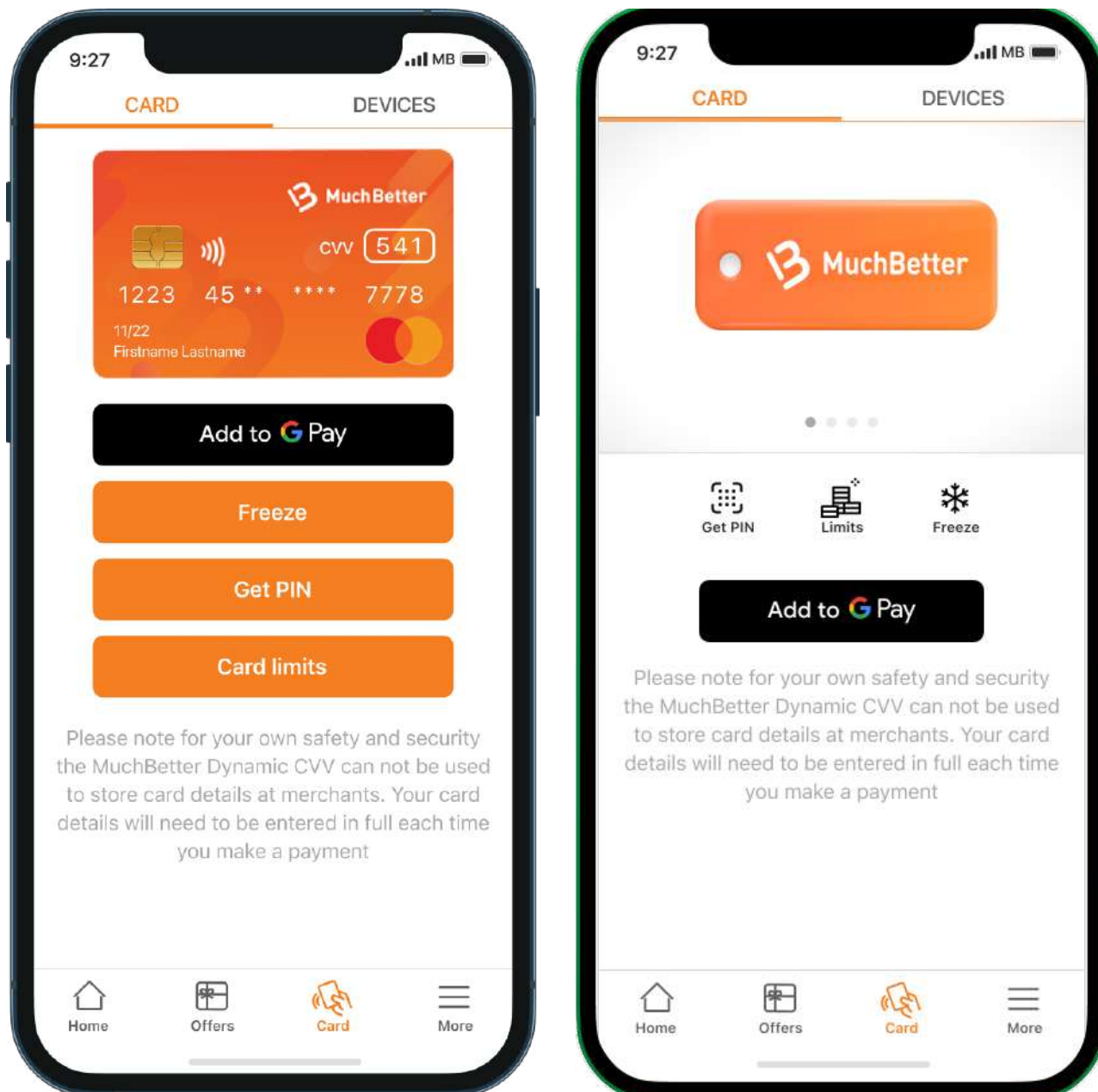


MuchBetter

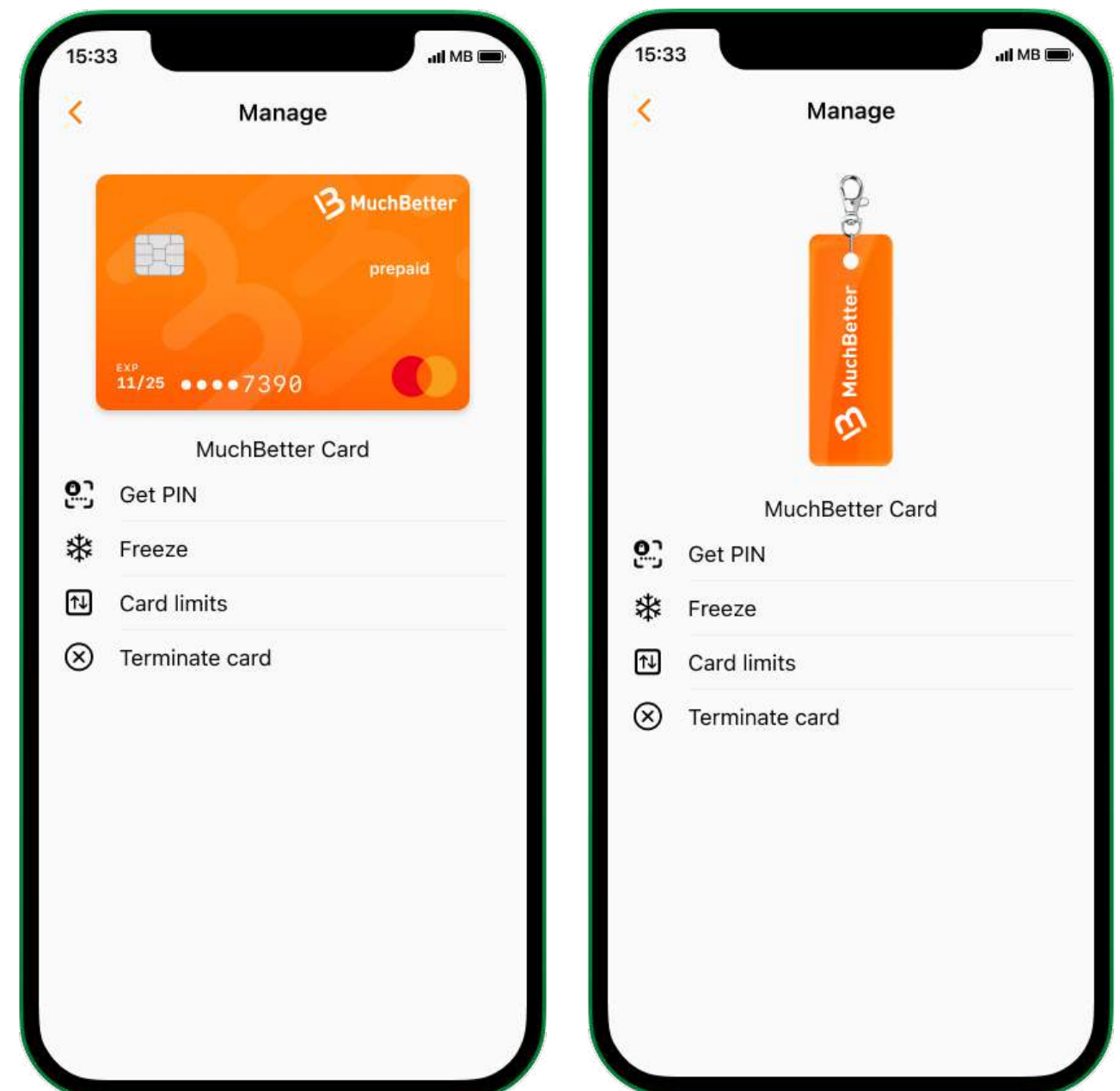
Before and After examples

CARDS & WEARABLES

Before



After

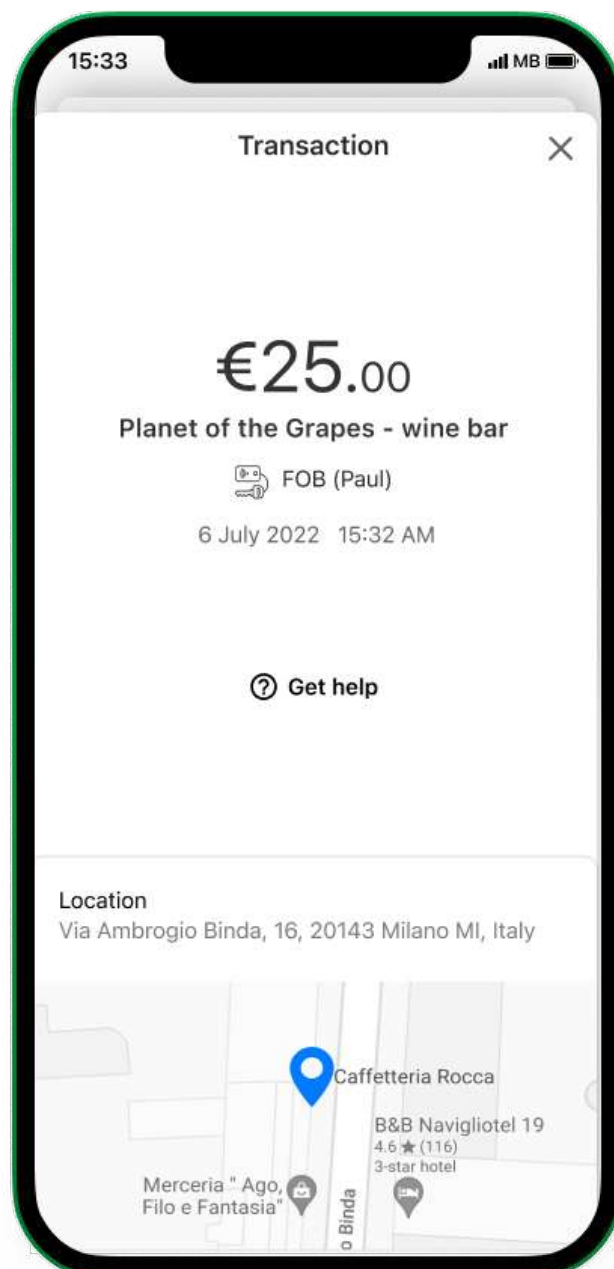
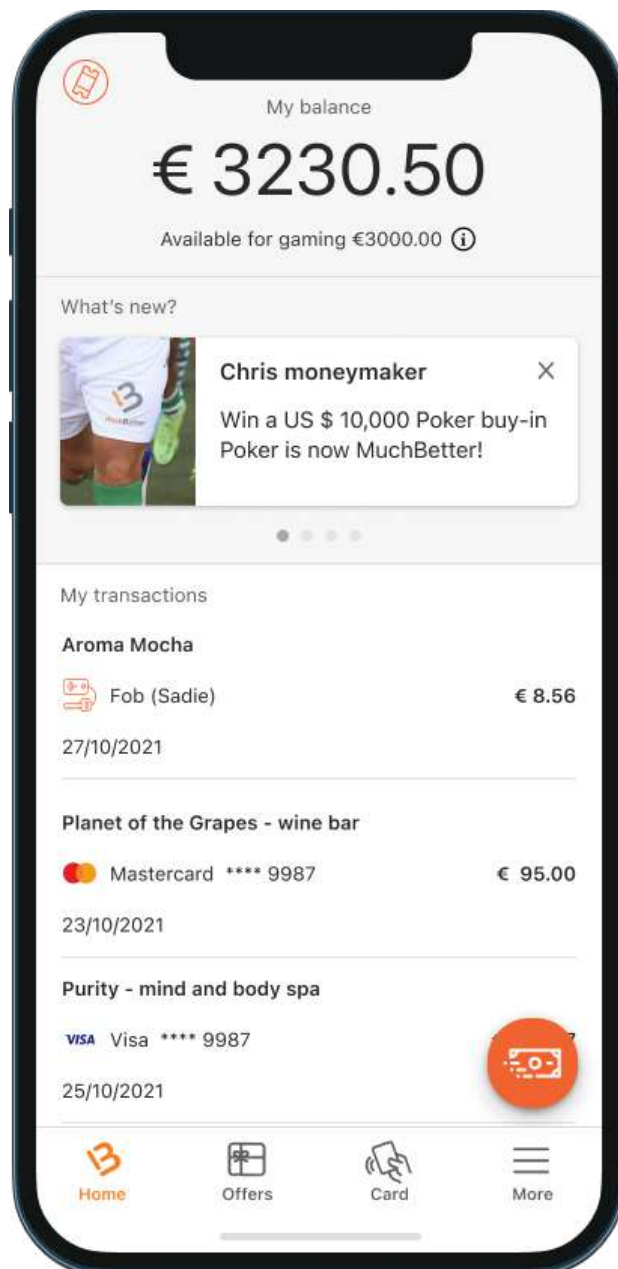


MuchBetter

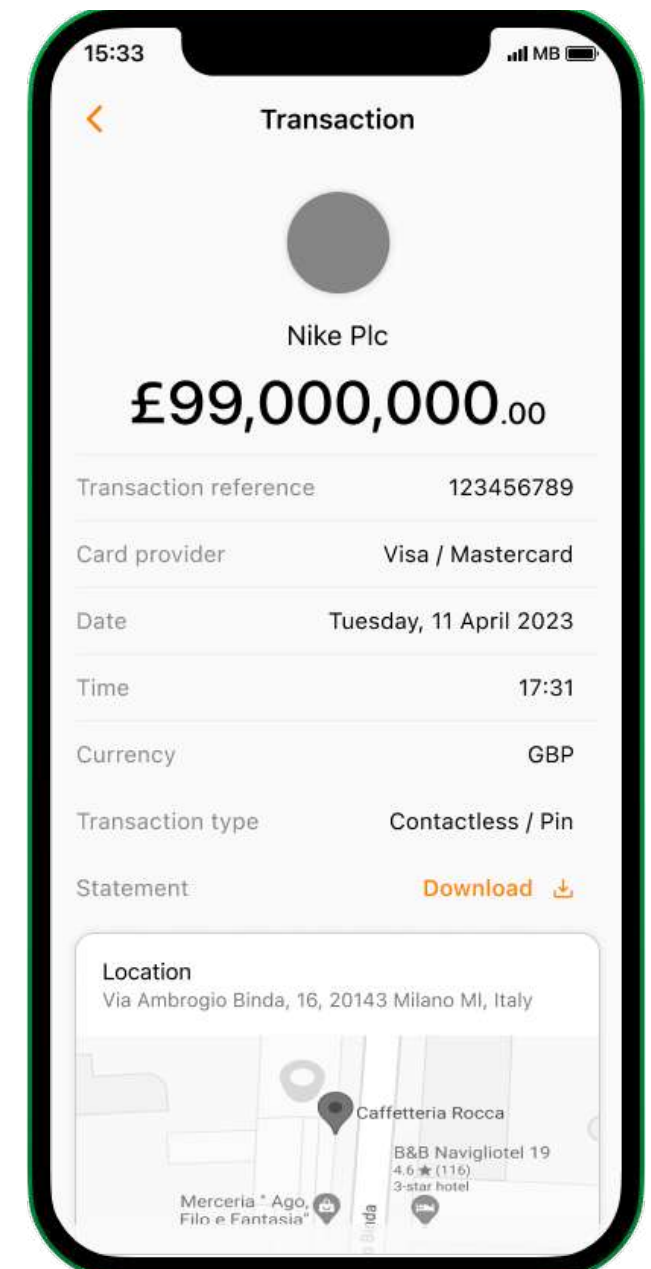
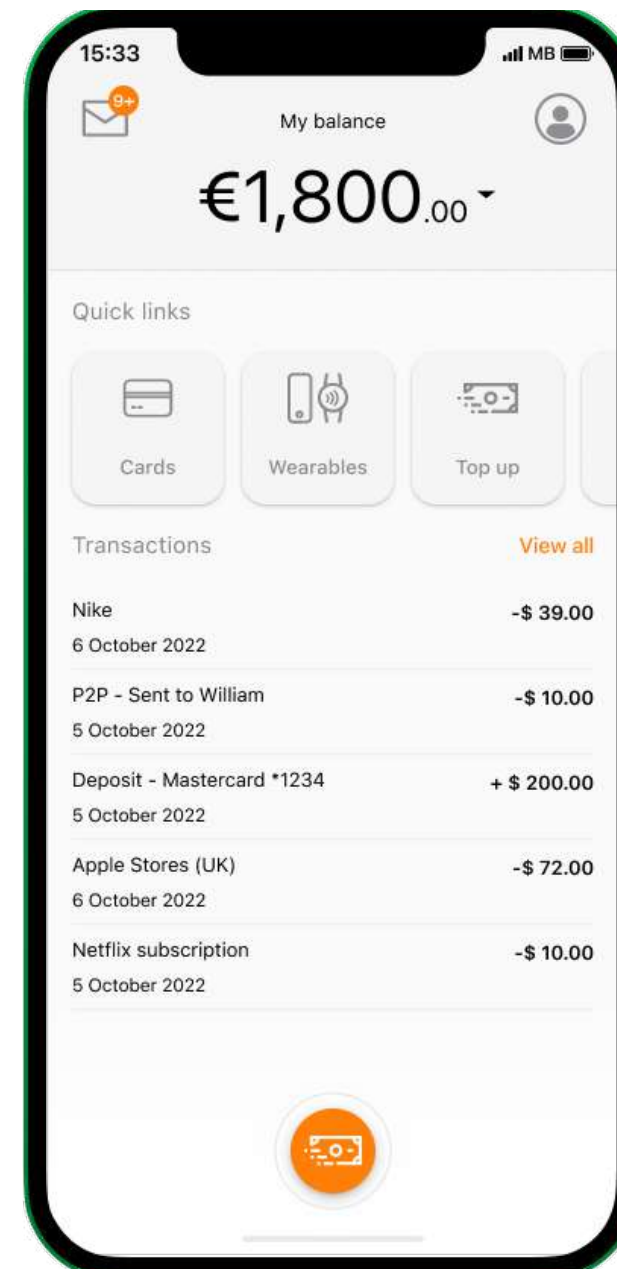
Before and After examples

TRANSACTIONS

Before



After



MuchBetter

Before and After examples

DESIGN SYSTEM - TYPOGRAPGHY

Before

text

ios

Helper/Header/Large

Helper/Header/Small

Helper/Label/Large

Helper/Label/Small

Helper/Label/Tiny

LargeTitle / Regular

LargeTitle / Bold

Title1 / Regular

Title1/Bold

Title2 / Regular

Title2 / Bold

Title3/Regular

Title3/Bold

Headline / Regular

Headline / Bold

Body/Regular

Body/Bold

Callout / Regular

Callout / Bold

Subheadline/Regular

Subheadline/Bold

Footnote / Regular

Footnote / Bold

Caption1 / Regular

Caption1 / Bold

Caption2/Regular

Caption2/Medium

Caption2/Bold

Android

Helper/Label/Large

Helper/Label/Small

Helper/Label/Tiny

Web

After

SF Pro

Typography - iOS

The Apple iOS MuchBetter app uses the SF Pro typeface.

Guidance

The below table presents the typographic styles for the iOS application. Each style is also available in the following weights Regular (400), Medium (500) and Bold (700).

STYLE EXAMPLE	LABEL	TYPEFACE	SIZE	WEIGHT	HEIGHT
Large Title	Large Title	SF Pro	34pt	Regular	41
Title 1	Title 1	SF Pro	28pt	Regular	34
Title 2	Title 2	SF Pro	22pt	Regular	28
Title 3	Title 3	SF Pro	20pt	Regular	25
Headline	Headline	SF Pro	17pt	Semibold	22
Body text	Body / Form & Button text	SF Pro	17pt	Regular	22
Callout	Callout	SF Pro	16pt	Regular	21
Subheadline	Subheadline / Secondary Text	SF Pro	15pt	Regular	20
Footnote	Footnote	SF Pro	13pt	Regular	18
Caption 1	Caption 1	SF Pro	12pt	Regular	16
Caption 2	Caption 2	SF Pro	11pt	Regular	13

Roboto

Typography - Android

The Android MuchBetter app uses Roboto typeface.

Guidance

The below table presents the typographic styles for the iOS application. Each style is also available in the following weights Regular (400), Medium (500) and Bold (700).

STYLE EXAMPLE	LABEL	TYPEFACE	SIZE	WEIGHT	HEIGHT
Large Title	Large Title	Roboto	36pt	Regular	44
Title 1	Title 1	Roboto	28pt	Regular	36
Title 2	Title 2	Roboto	24pt	Regular	32
Title 3	Title 3	Roboto	22pt	Regular	28
Headline	Headline	Roboto	18pt	Semibold	24
Body text	Body / Form & Button text	Roboto	16pt	Regular	24
Callout	Callout	Roboto	15pt	Regular	22
Subheadline	Subheadline / Secondary Text	Roboto	14pt	Regular	20
Footnote	Footnote	Roboto	12pt	Regular	16
Caption 1	Caption 1	Roboto	11pt	Regular	16
Caption 2	Caption 2	Roboto	10pt	Regular	16

Hire me.

Jamie Clague

UX UI designer

+44 7624 211744

contact@jamieclague.com

linkedin.com/in/jamie-clague-02466277/