

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

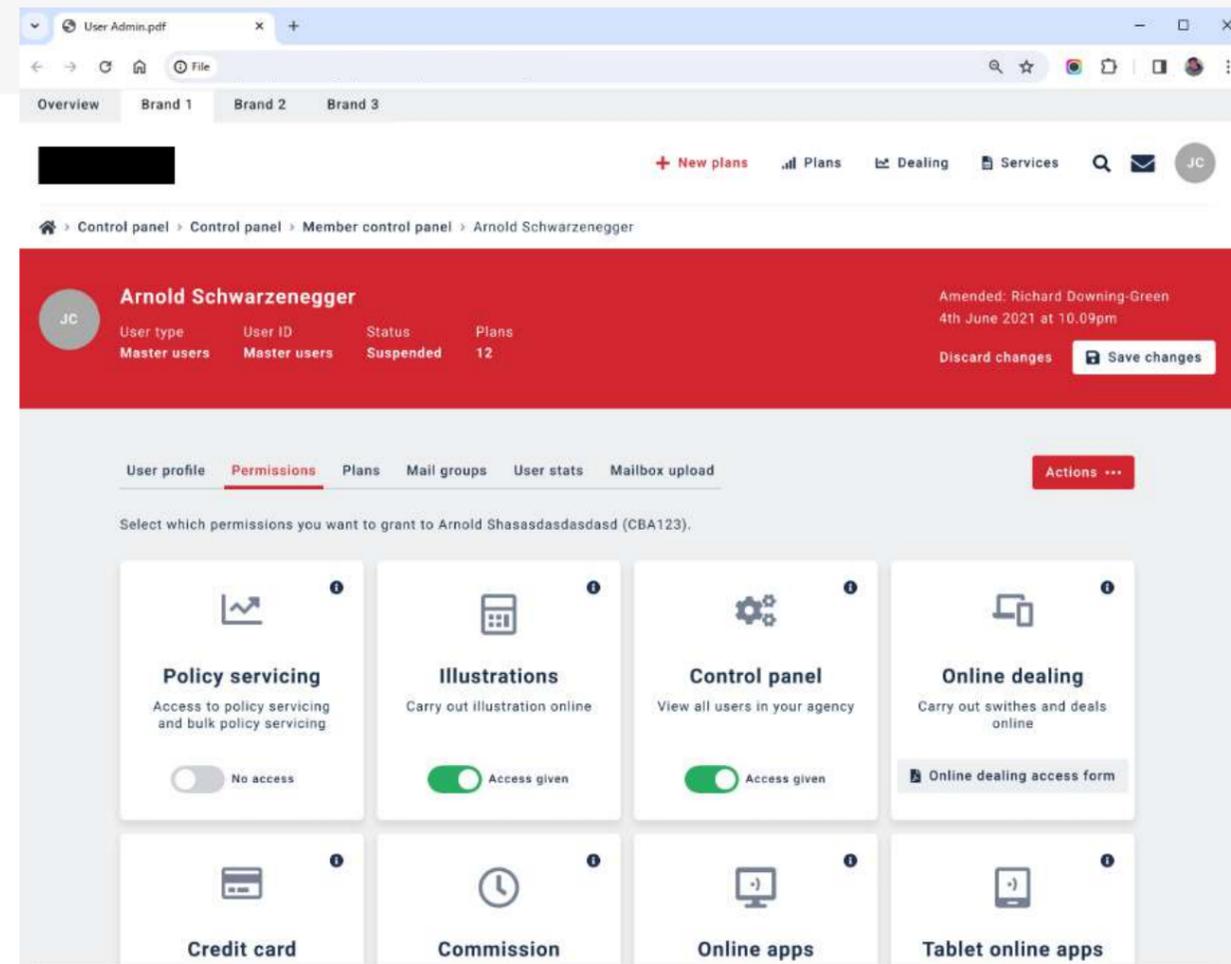
The digital project was a multi million pound project which was formed to revolutionise and transform the way the organisation operates to it's advisors, clients and staff with the aim to become a leader in the investments and insurance FinTech world.

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

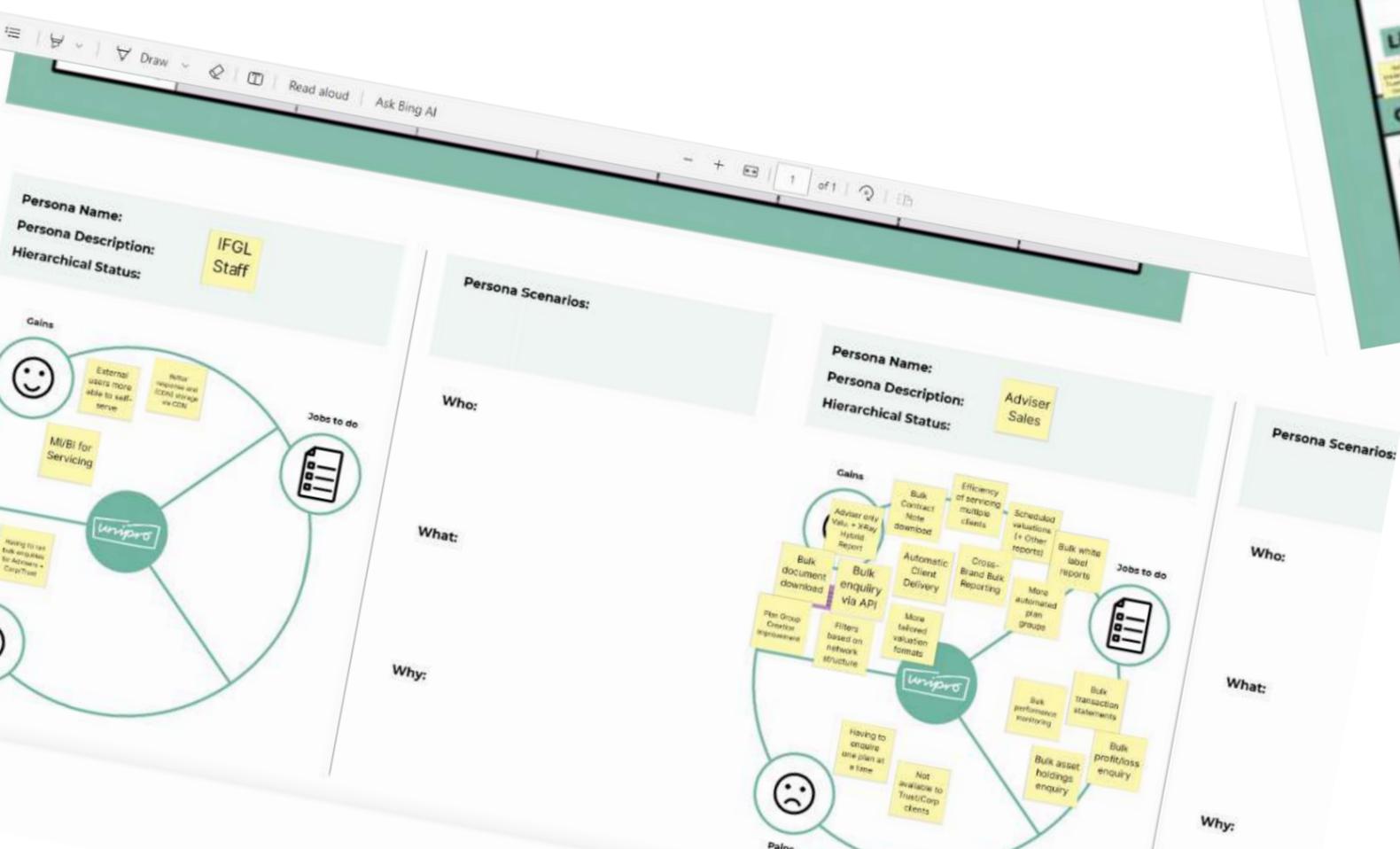
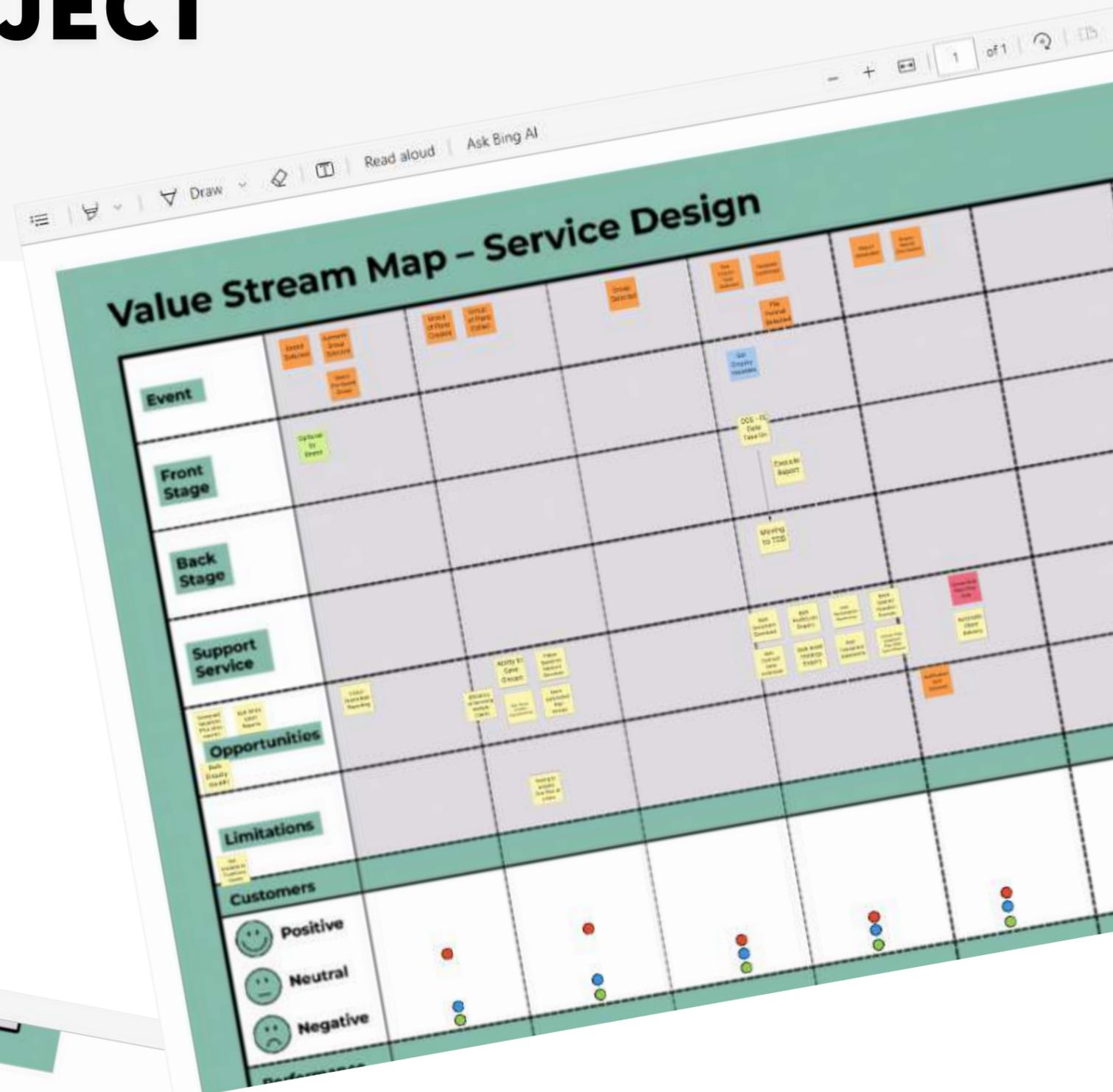
IFGL - THE DE PROJECT

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.



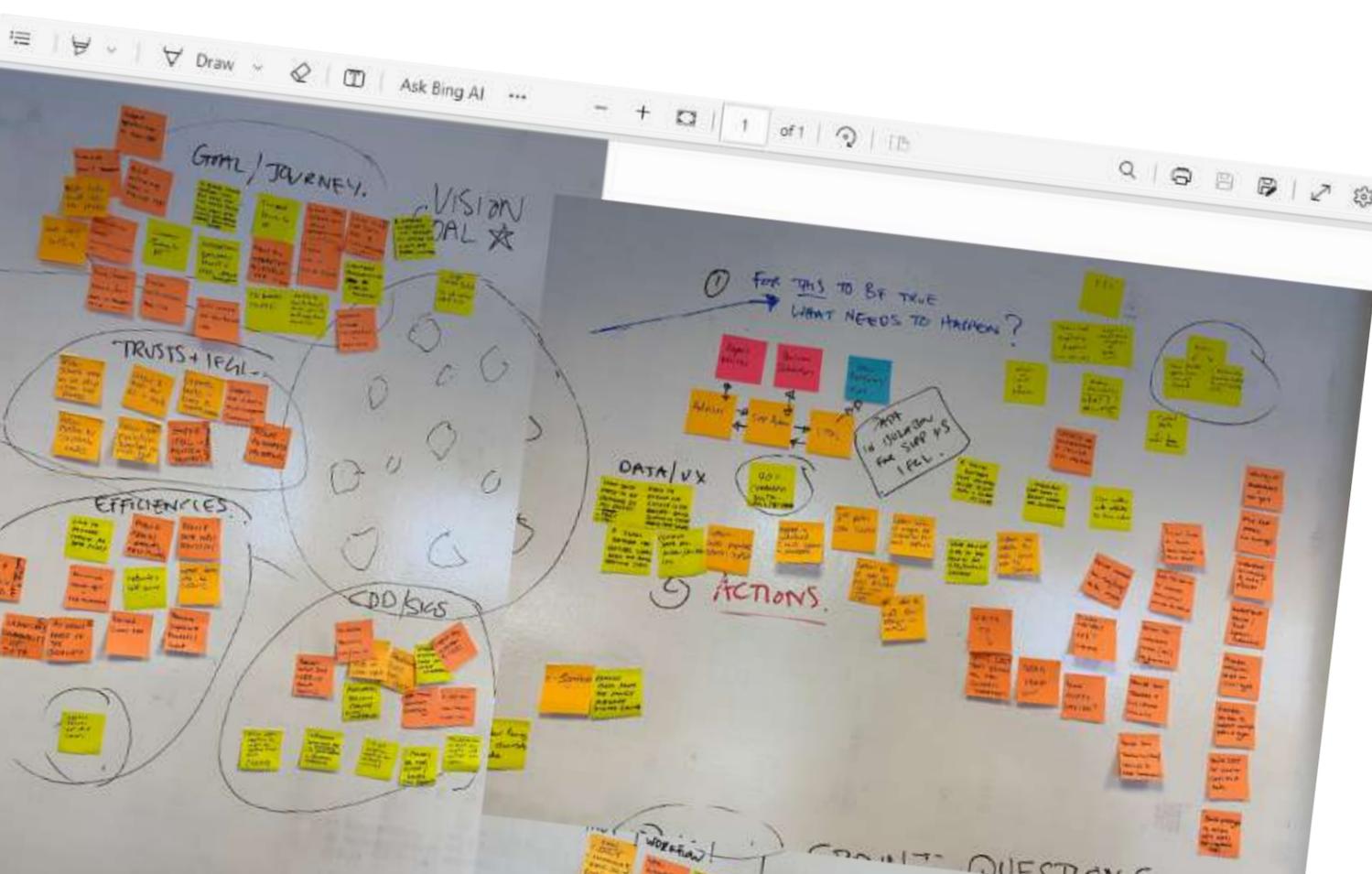
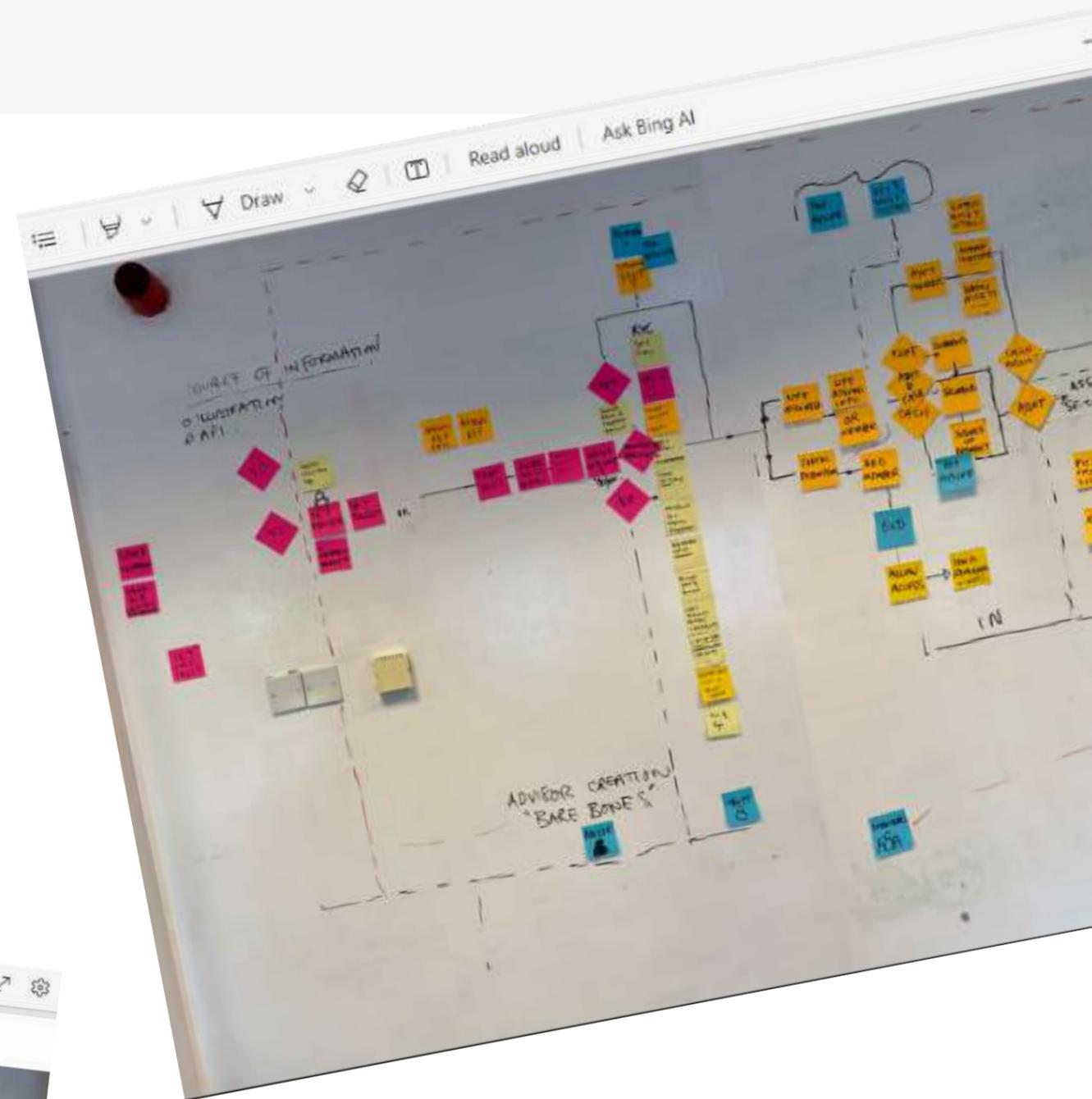
IFGL - THE DE PROJECT

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.



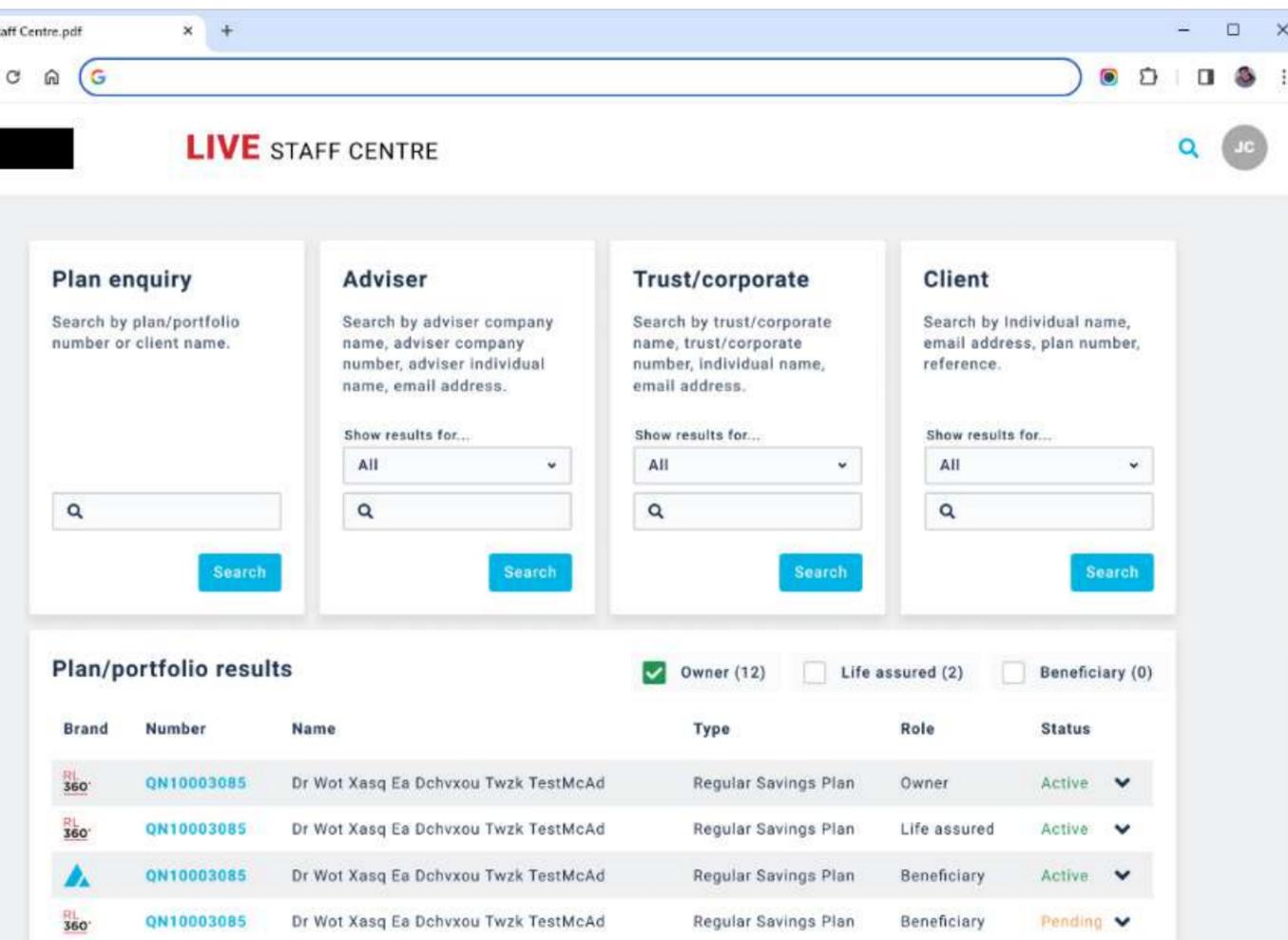
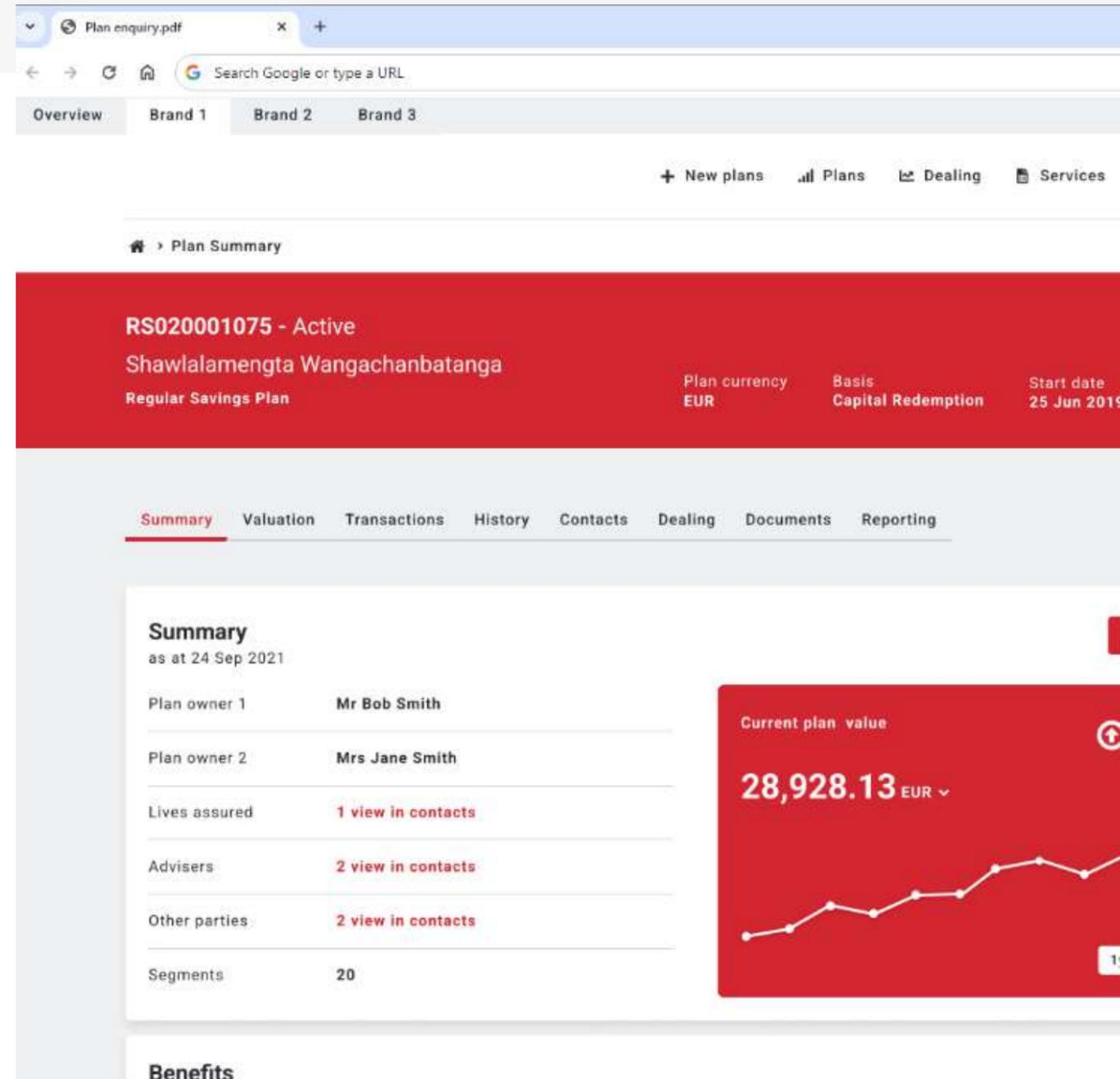
IFGL - THE DE PROJECT

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

Summary

Product: Regular Premium Investment
 Status: Active
 Start date: 01 Oct 2019
 Maturity date: 01 Oct 2118

Current policy value
 EUR 28,928.13
 up 5.52% as a percentage of premiums invested, after allowing for withdrawals.

Regular premiums

Premium amount	Next premium due	Establishment period
1,500.00	01 Sep 2021	18 Months
Next collection date: 27 Aug 2021	Payment method: Credit Card	
Premiums invested: 34,500.00	Premium term: 10 Years	Card expiry date:
Premiums uninvested: 0.00	Term remaining: 7 Years and 11 Months	Card number: ****-****-****-****
	Last premium due: 01 Sep 2029	MANAGE PAYMENT DETAILS

Current holdings

ISIN	Fund name	Fund currency	Value in policy currency	% of current value
IE00BL10G228	iShares Balanced Active PCF EUR R1 Hdg	EUR	14,733.12	50%
IE00BL10G463	iShares Growth Active PCF EUR R1 Hdg	EUR	14,195.01	50%

Withdrawals

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

See prototype demo

After

Summary

Product: Regular Savings Plan
 Status: Active
 Start date: 22 Aug 2019
 End date: 22 Jun 2118

Current plan value
 28,928.13 EUR
 up 5.52%

Benefits

Life assured 1	Life assured 2	Benefit	Benefit
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	Hospitalization	2,000,000.00
Term critical illness	100,000.00	Benefit escalation rate	5%
Accidental death	5,000,000.00		

Holdings

Name	Units	Price	Currency	Exchange rate	Value	%	% of
iShares Balanced Active PCF USD R1 Hdg	1,216,774	11.74900	USD	1.0000	14,335.12	34%	50
iShares Growth Active PCF GBP R1 Hdg	1,203,574	12.12800	GBP	1.0000	14,597.01	14%	50

Current plan value: 28,928.13 EUR

Regular premiums

Amount	Frequency	Next due	Establishment period
1,500.00	Monthly	01 Sep 2021	18 months
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: ****-****-****-1234	
Uninvested: 0.00	Premium escalation: 5%		

Contact

Mr Bob Smith
 Date of birth: 01 Aug 1968
 Email: bobsmith@gms.com
 Telephone number: 00564333688
 Mobile number: 07504285789
 Nationality: British
 Sex: Male

Mrs Jane Smith
 Date of birth: 18 Mar 1970
 Email: janesmith@gms.com
 Telephone number: 00564333688
 Mobile number: 07504285789
 Nationality: British
 Sex: Female

See prototype demo

MuchBetter

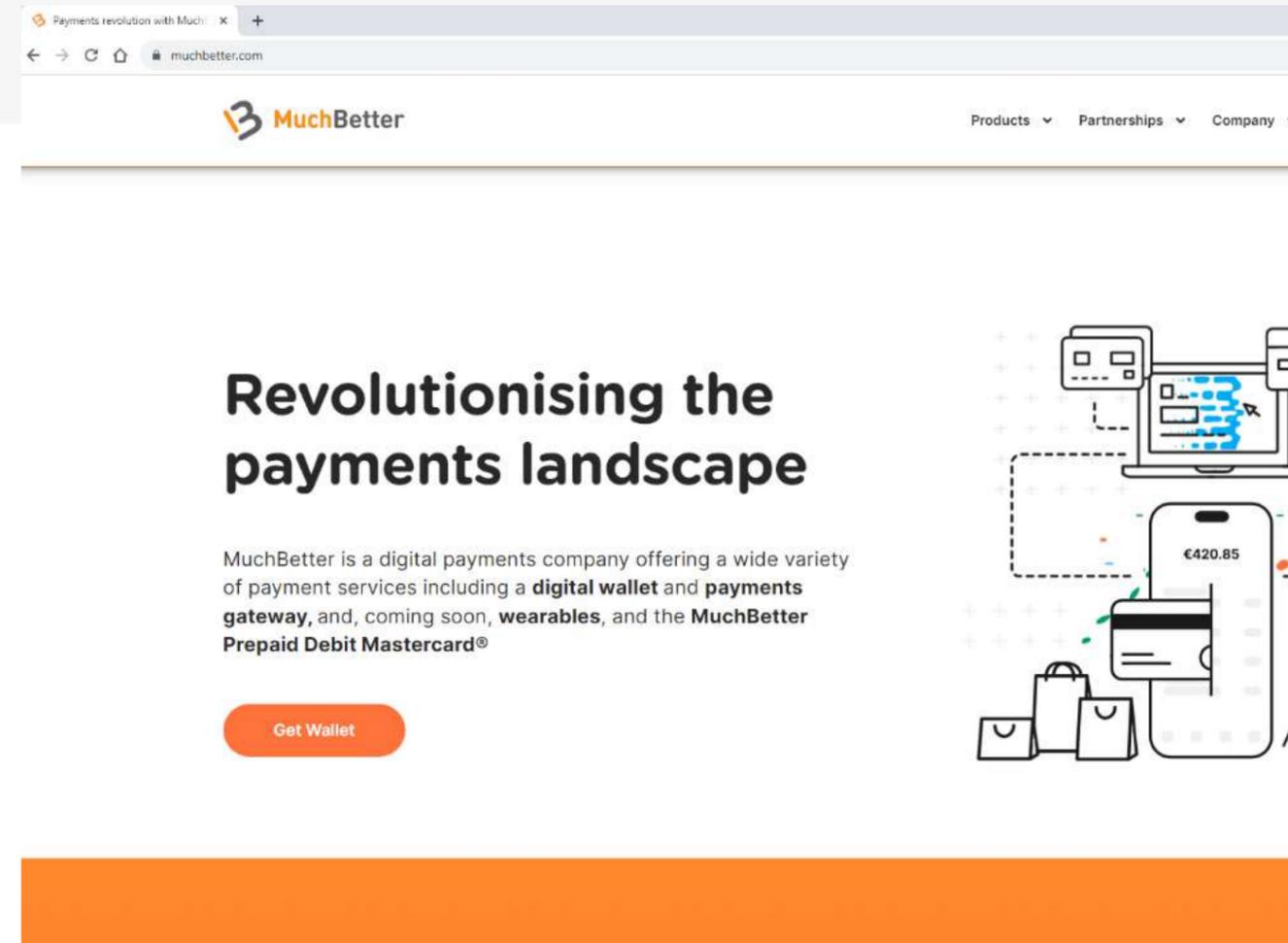
MuchBetter is a revolutionary award winning mobile payment app and payments company offering a digital wallet, payments gateway, cards and wearables.

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

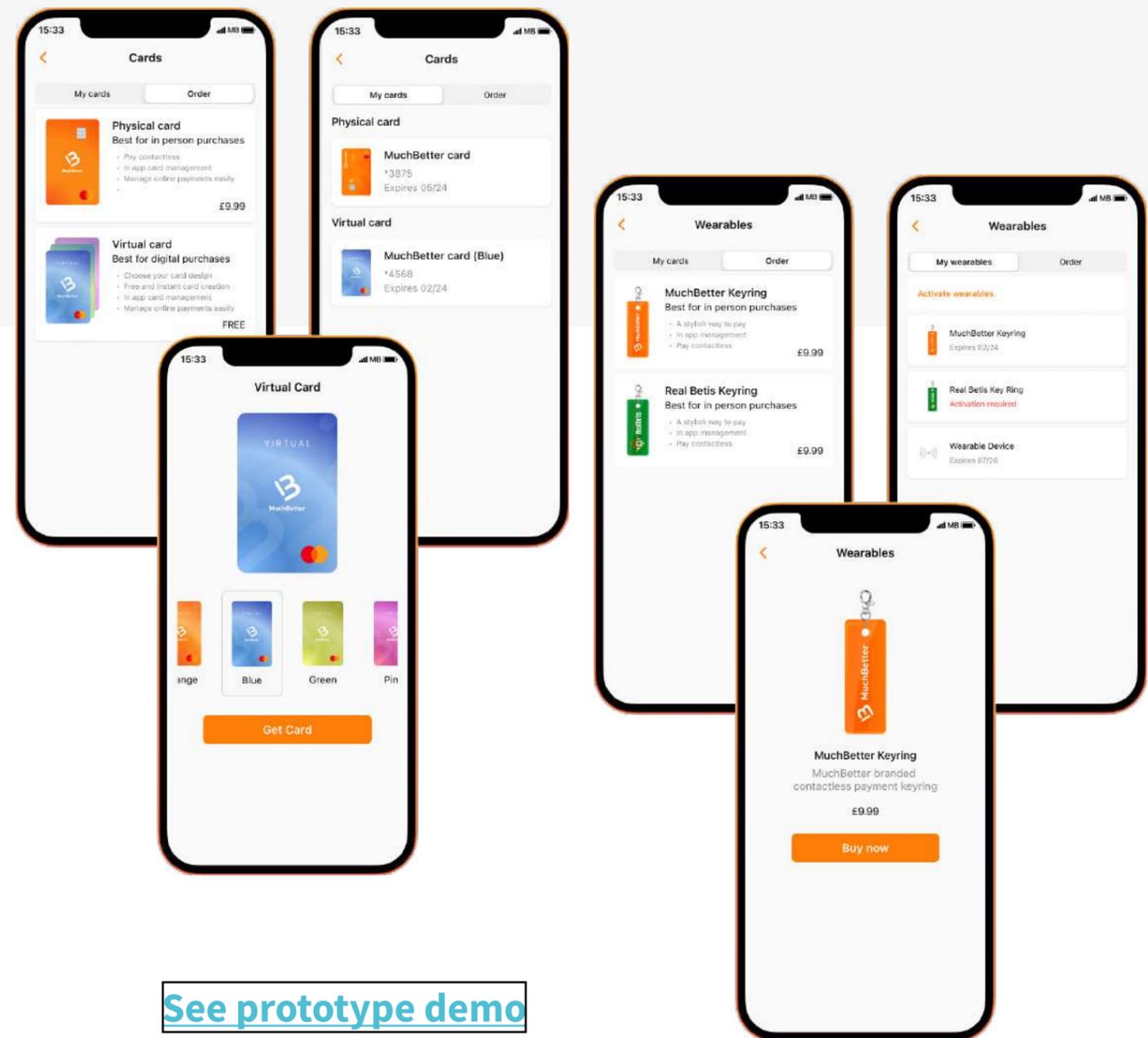
Cards & Wearables Project

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.



[See prototype demo](#)

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.

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Gamification Loyalty Scheme

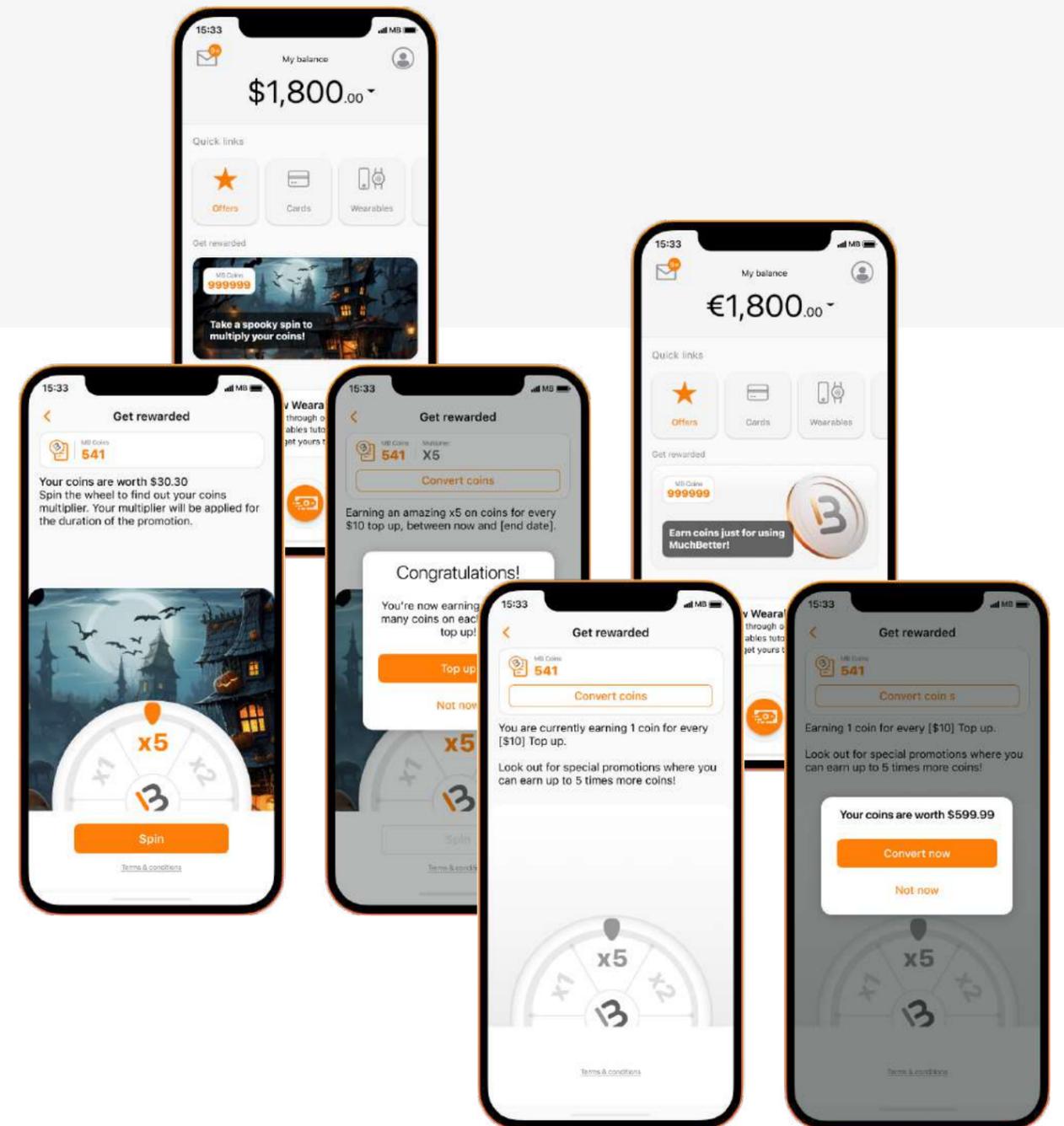
PROJECT SUMMARY

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.

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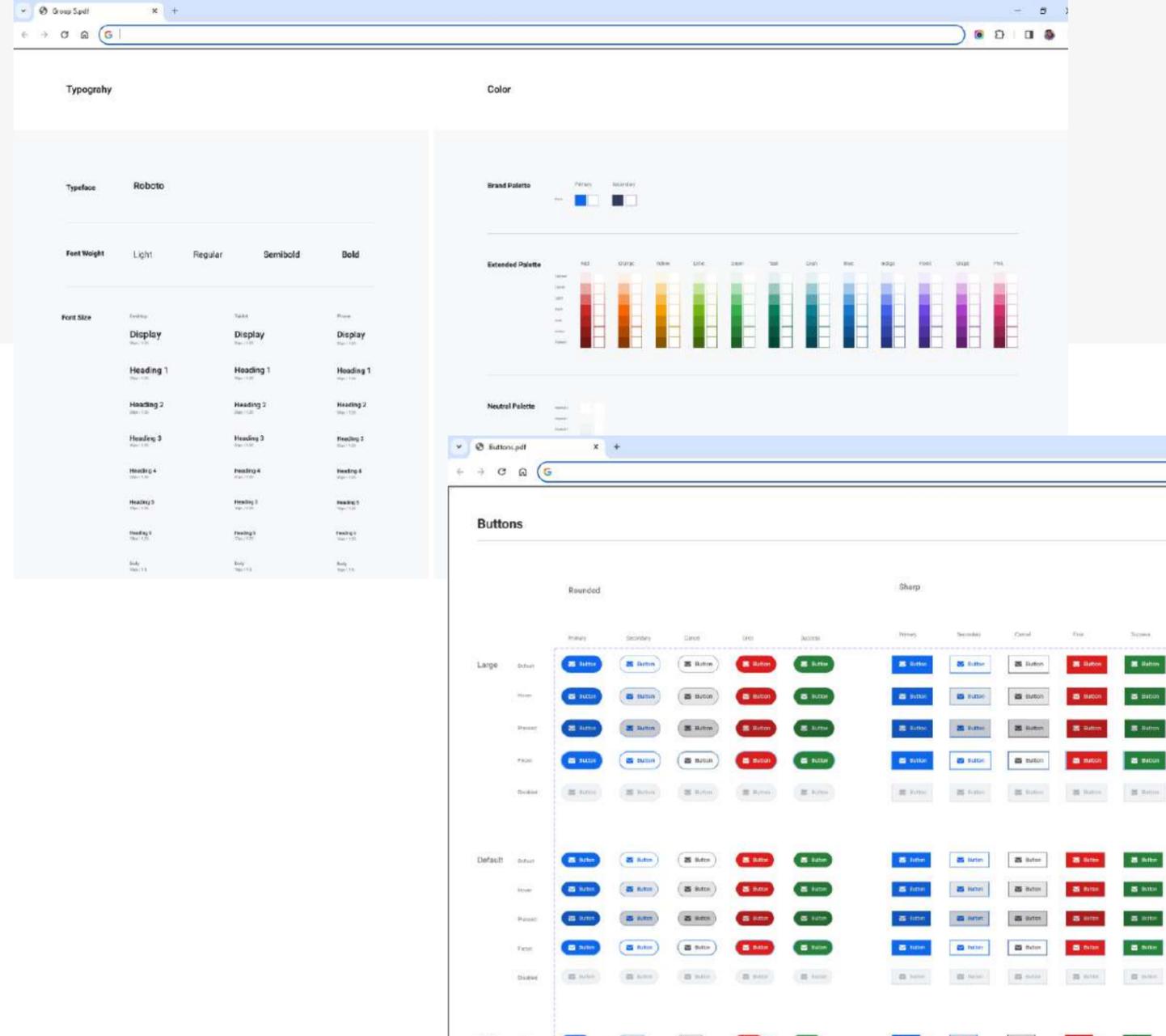
New Design System

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.

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Improving internal design process

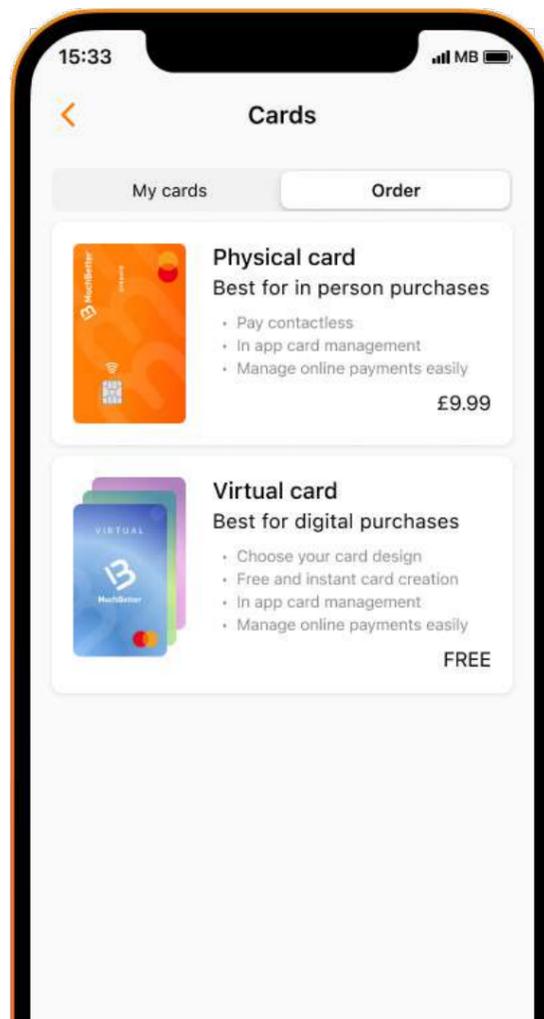
TASK SUMMARY

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.

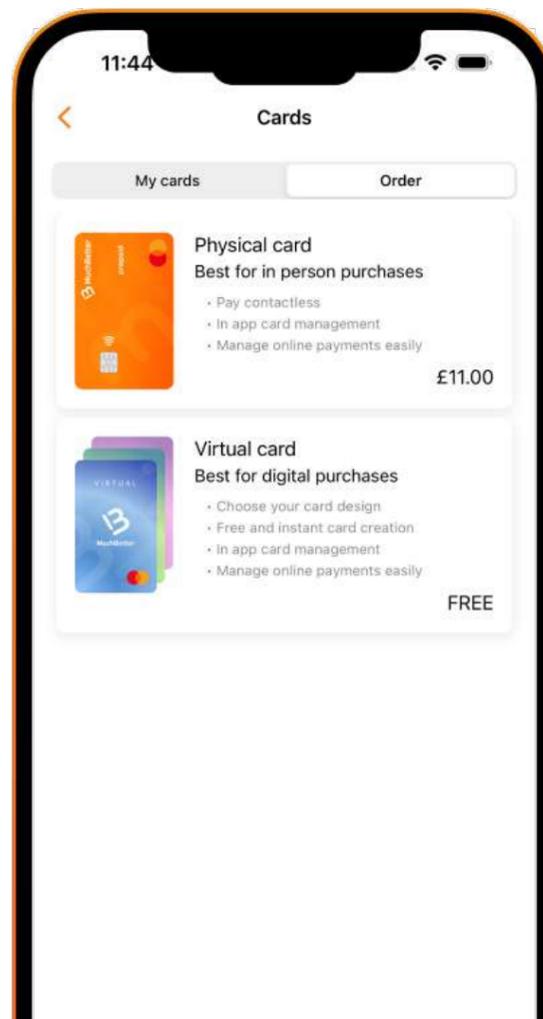
Therefore we were able to create a new QA process where both the design and development teams could collaborate frequently to analyse what was built from what was designed.

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.

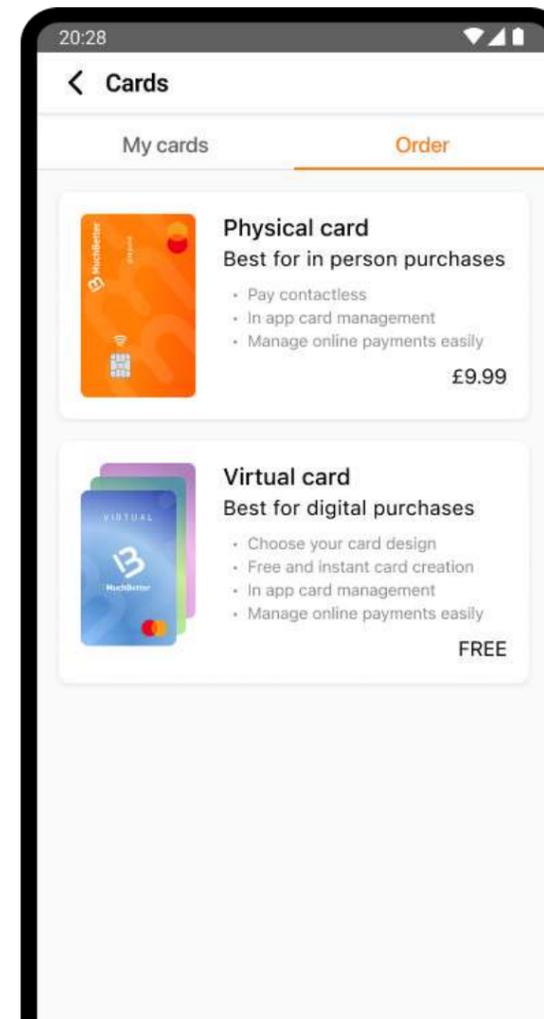
iOS Design



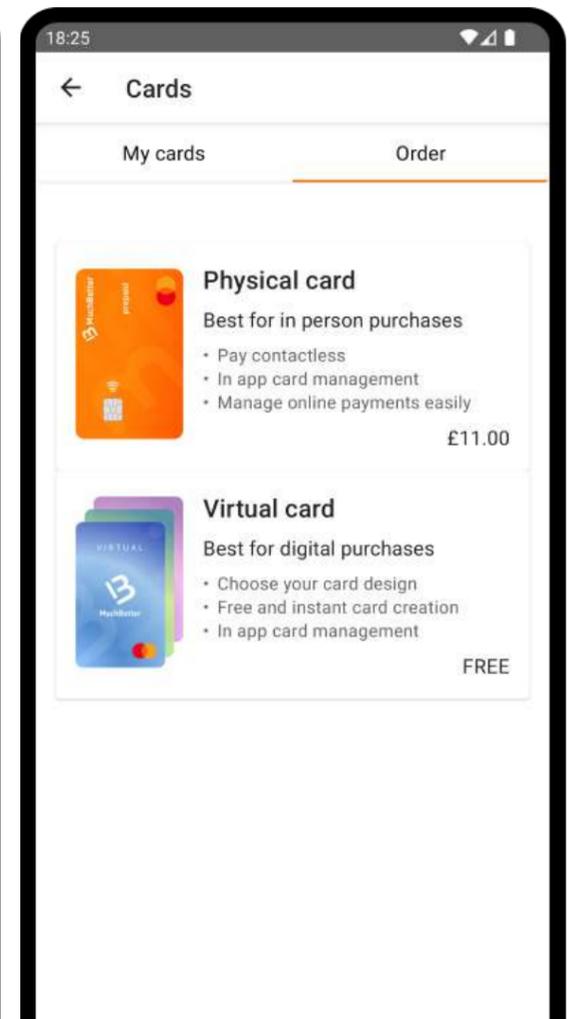
iOS Build



Android Design



Android Build

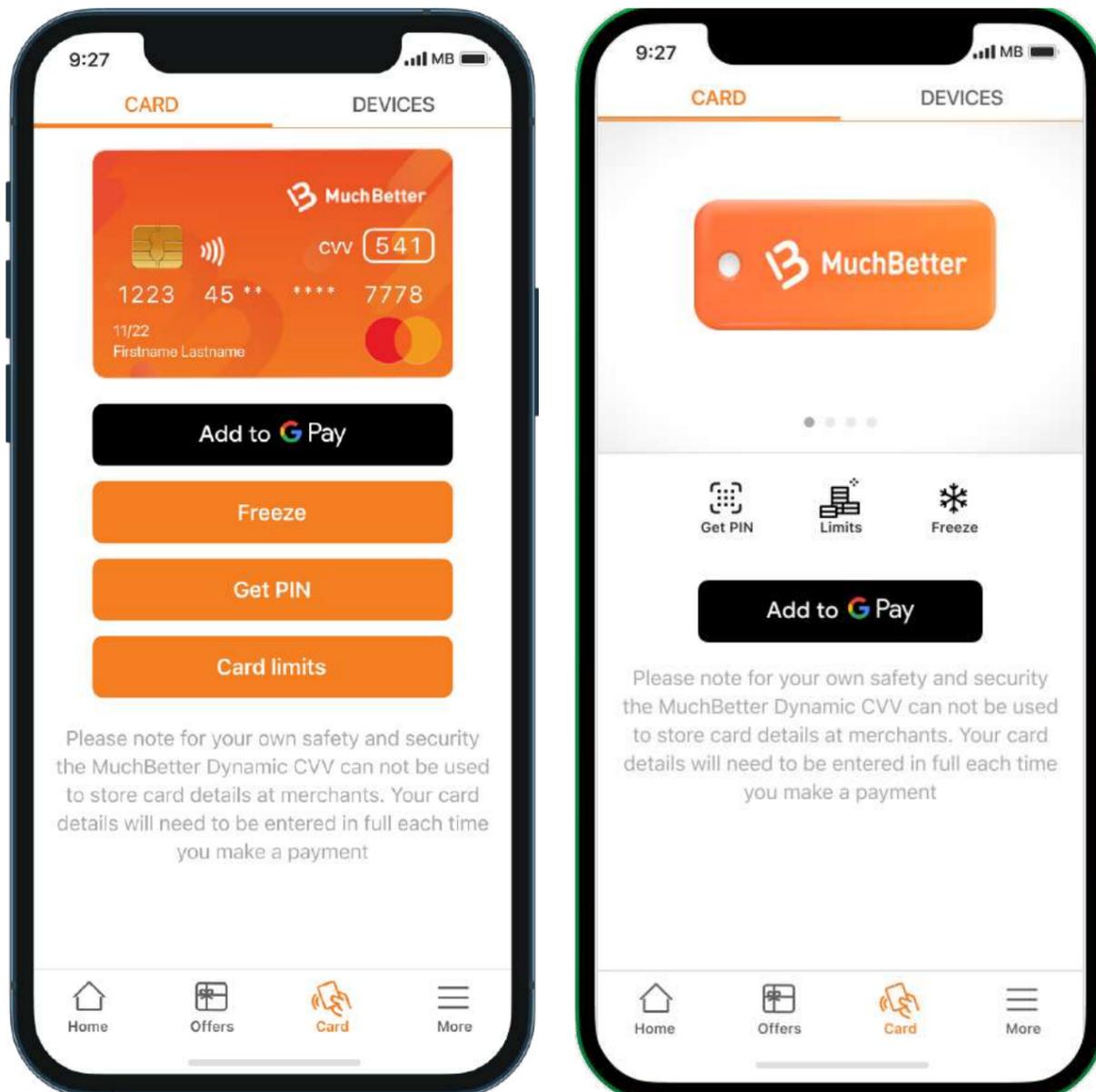


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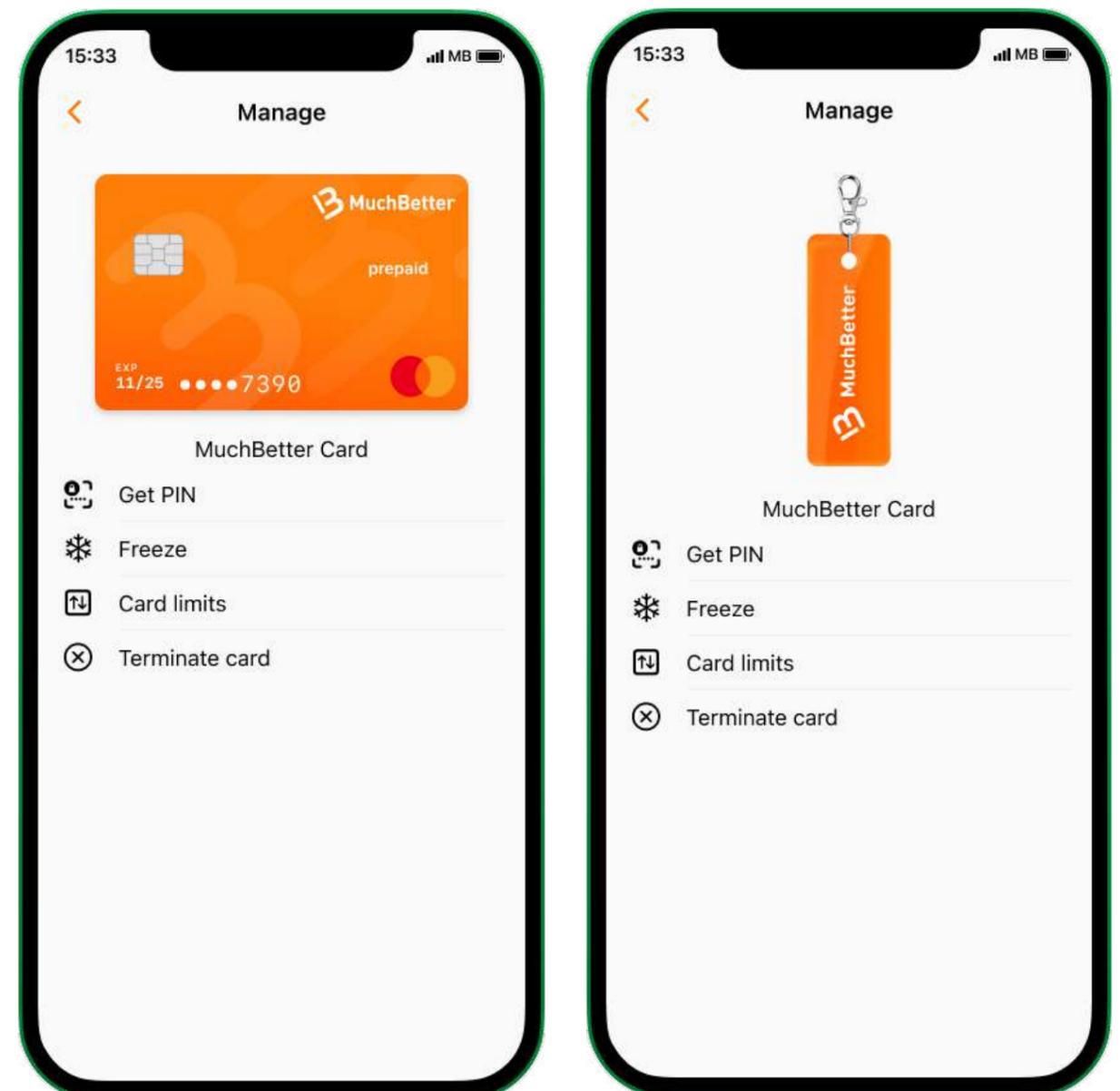
Before and After examples

CARDS & WEARABLES

Before



After

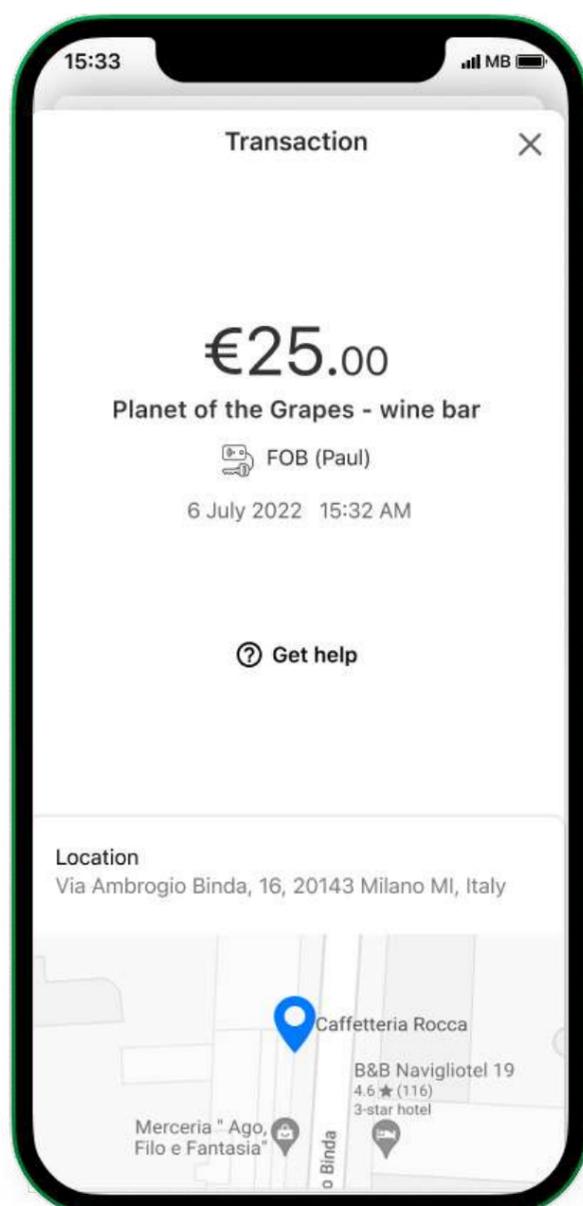
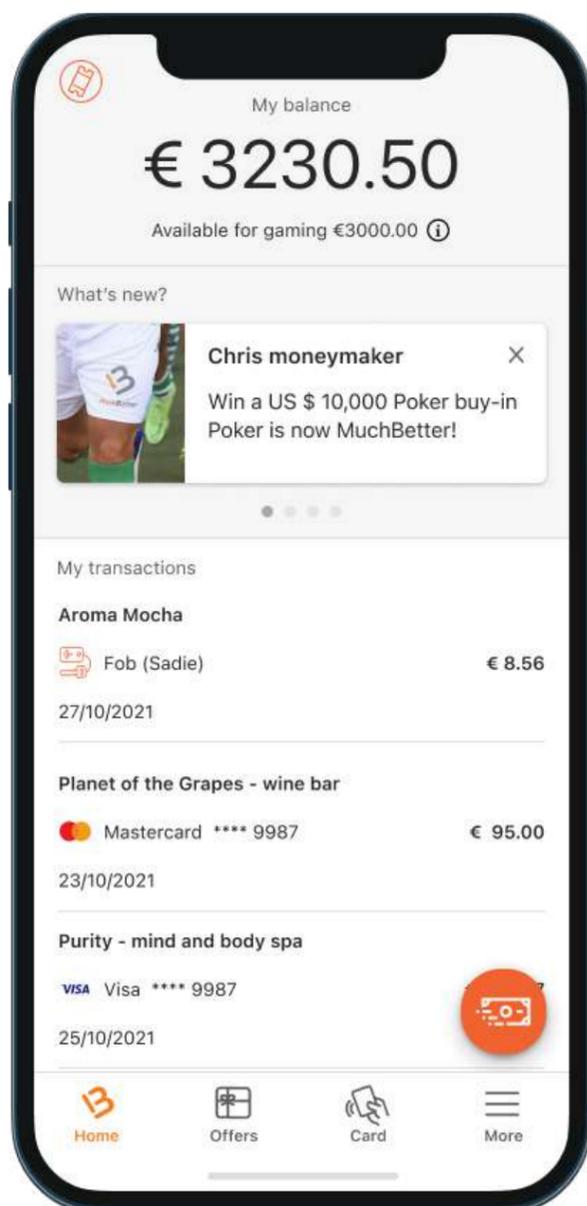


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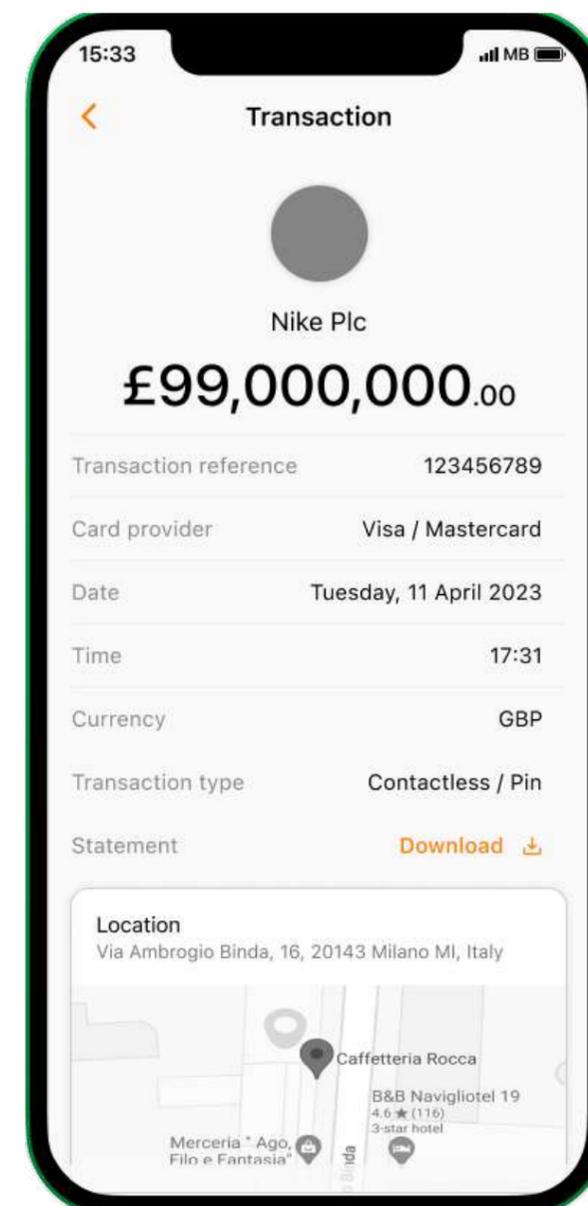
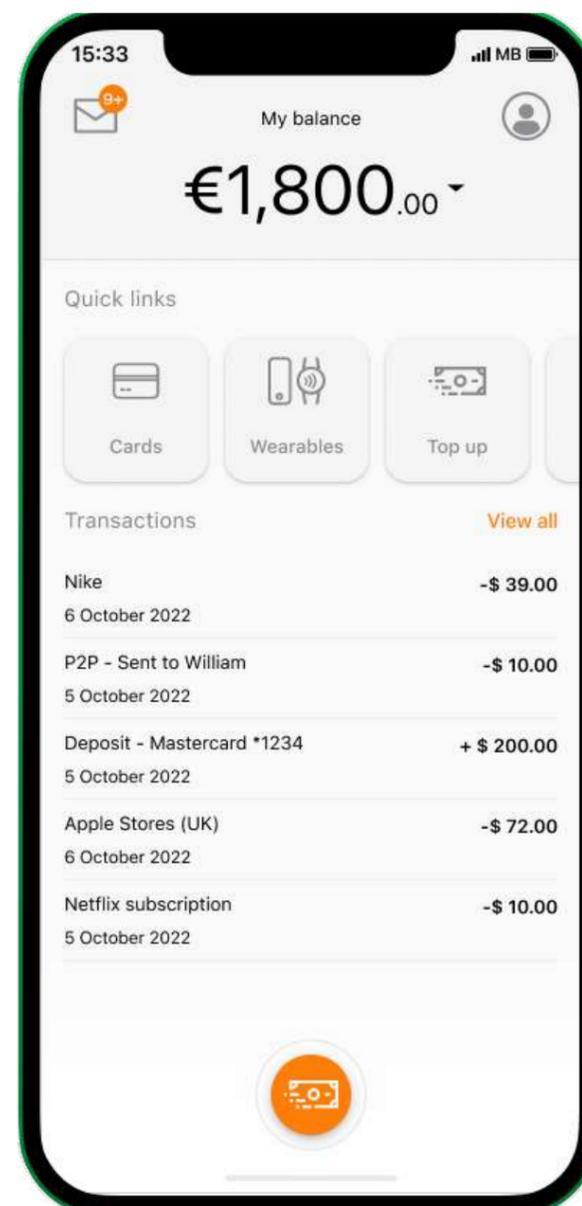
Before and After examples

TRANSACTIONS

Before



After



MuchBetter

Before and After examples

DESIGN SYSTEM - TYPOGRAPHY

Before

text

ios

Helper/Header/Large Helper/Header/Small

Helper/Label/Large Helper/Label/Small Helper/Label/Title

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/Title

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.

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UX UI designer

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