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
*Bold Consultancy*

JC WEB DEVELOPER
*Freelance*

IFGL
*IFGL*

MuchBetter
*MuchBetter*

**2019**　　　　**2019**　　　　**2020**　　　　**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
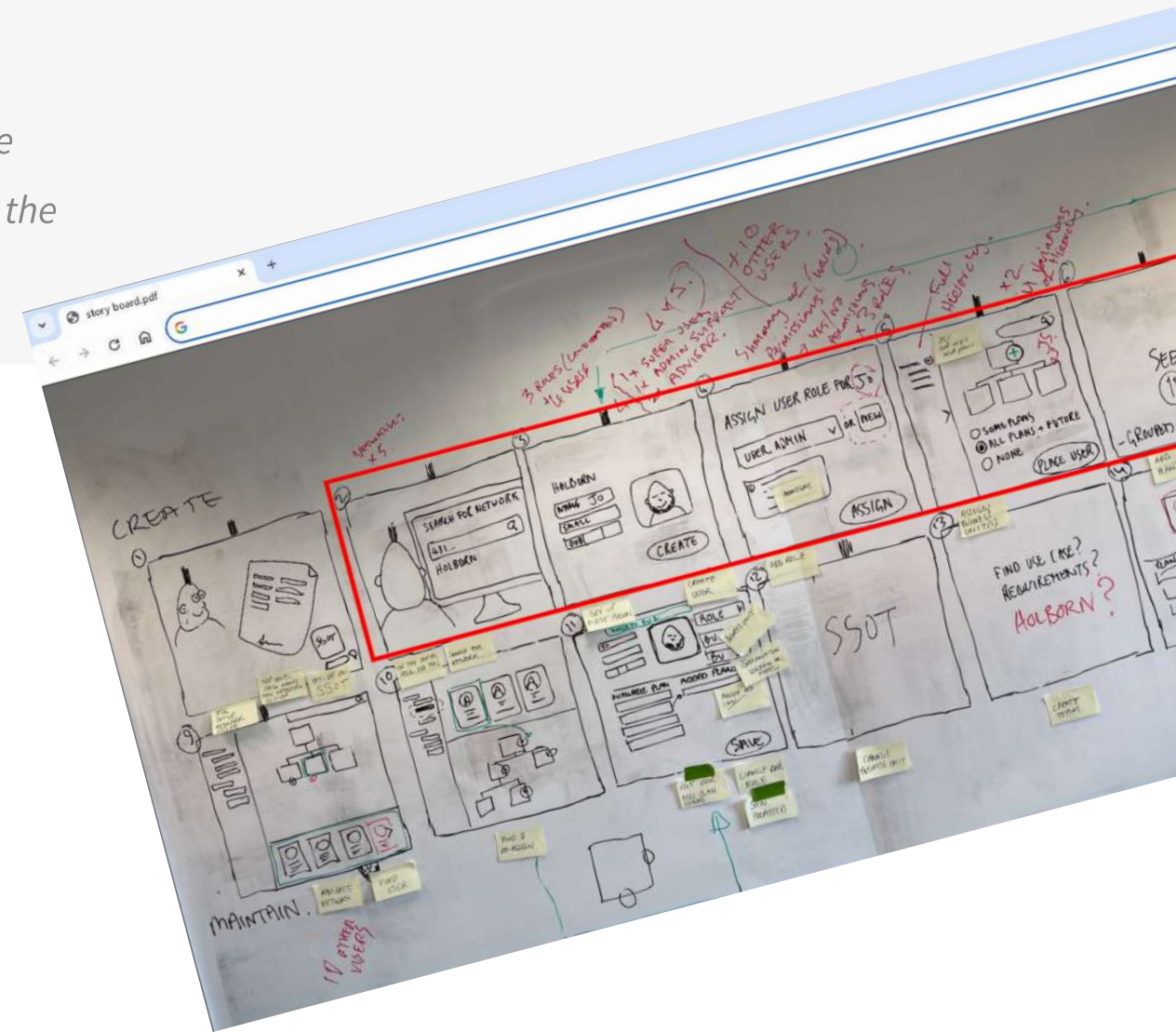
# IFGL - THE DE PROJECT

*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.
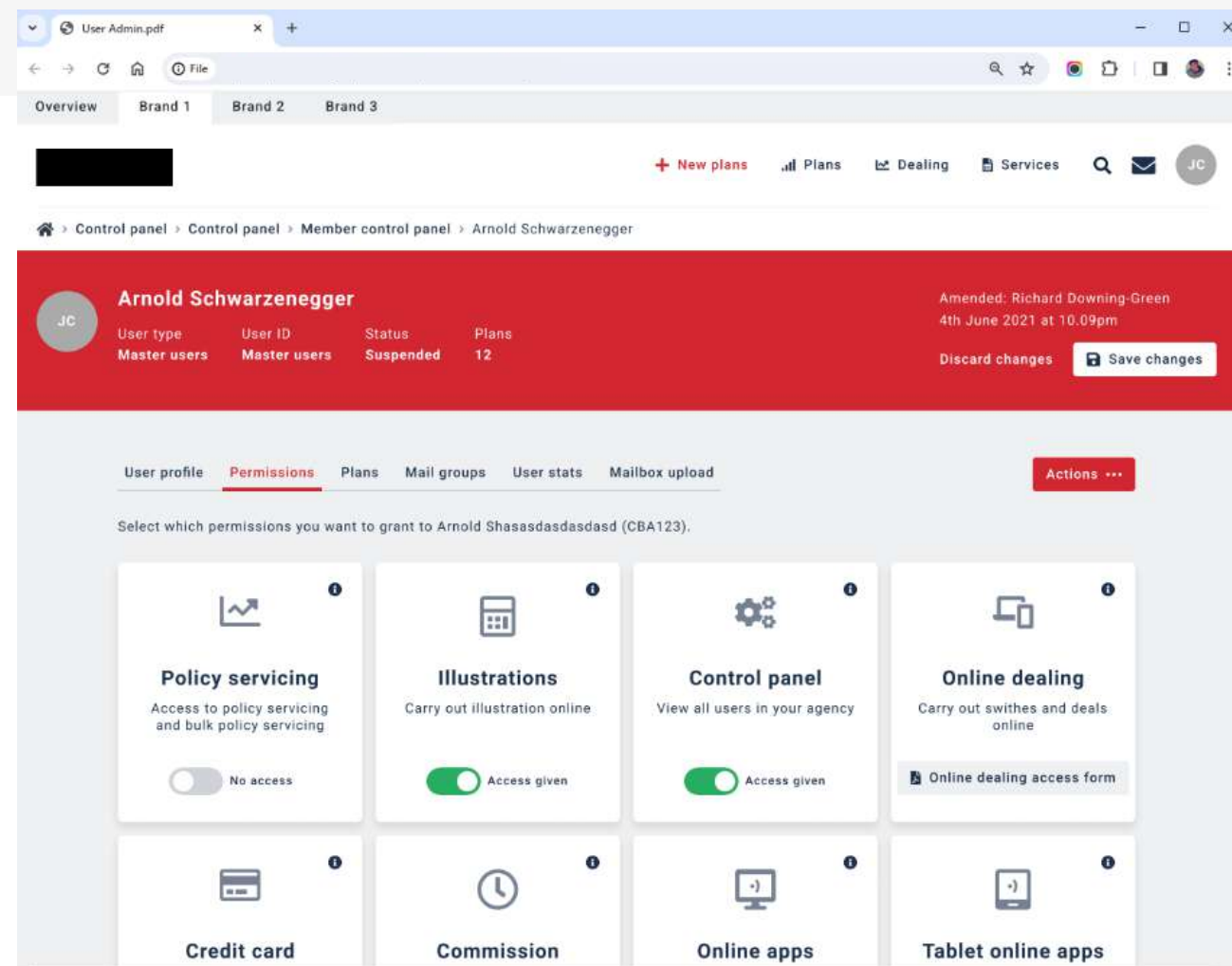


## MY ROLE IN THE PROJECT TEAM

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 it's 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.
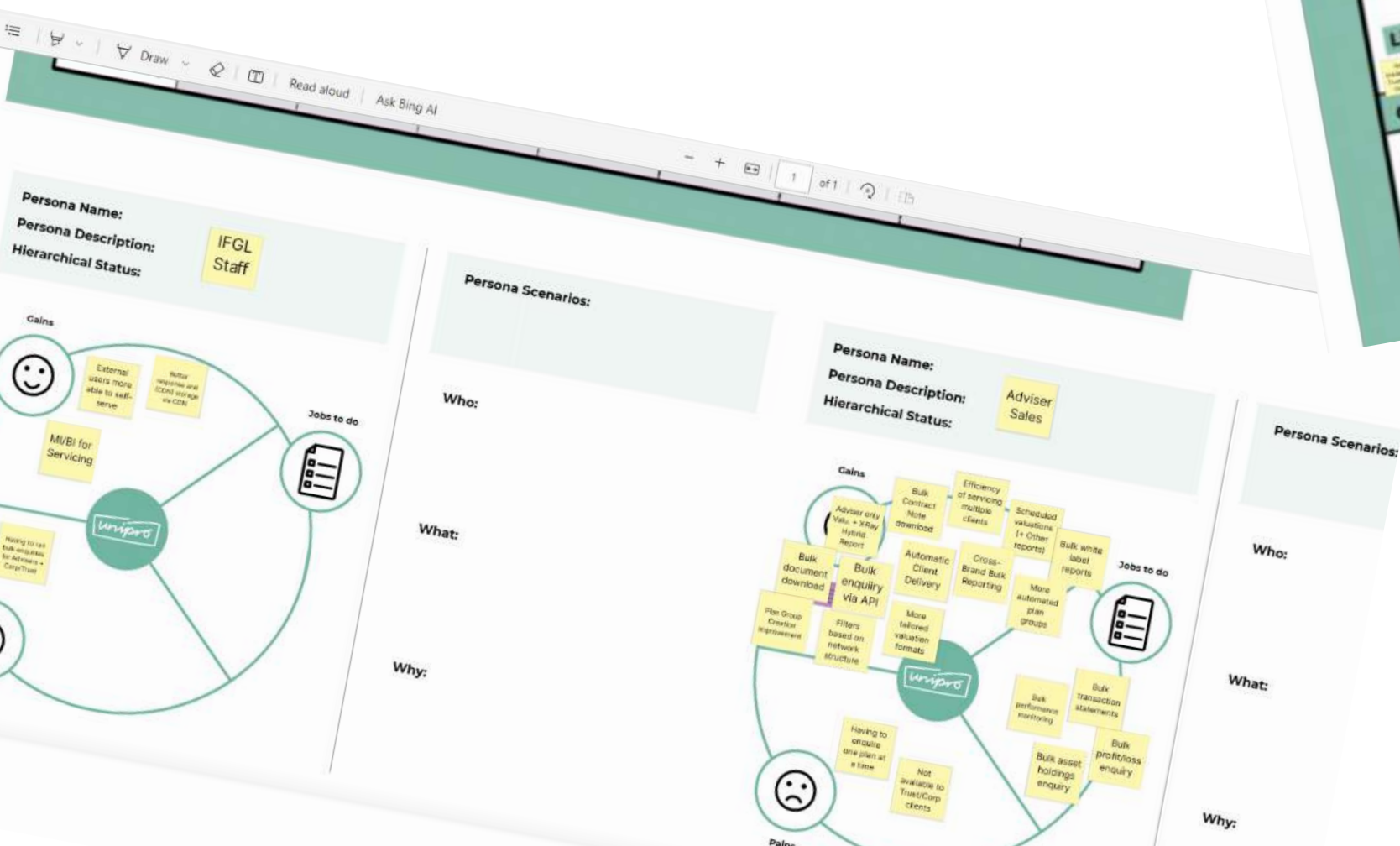
# IFGL - THE DE PROJECT

*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 it's 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.
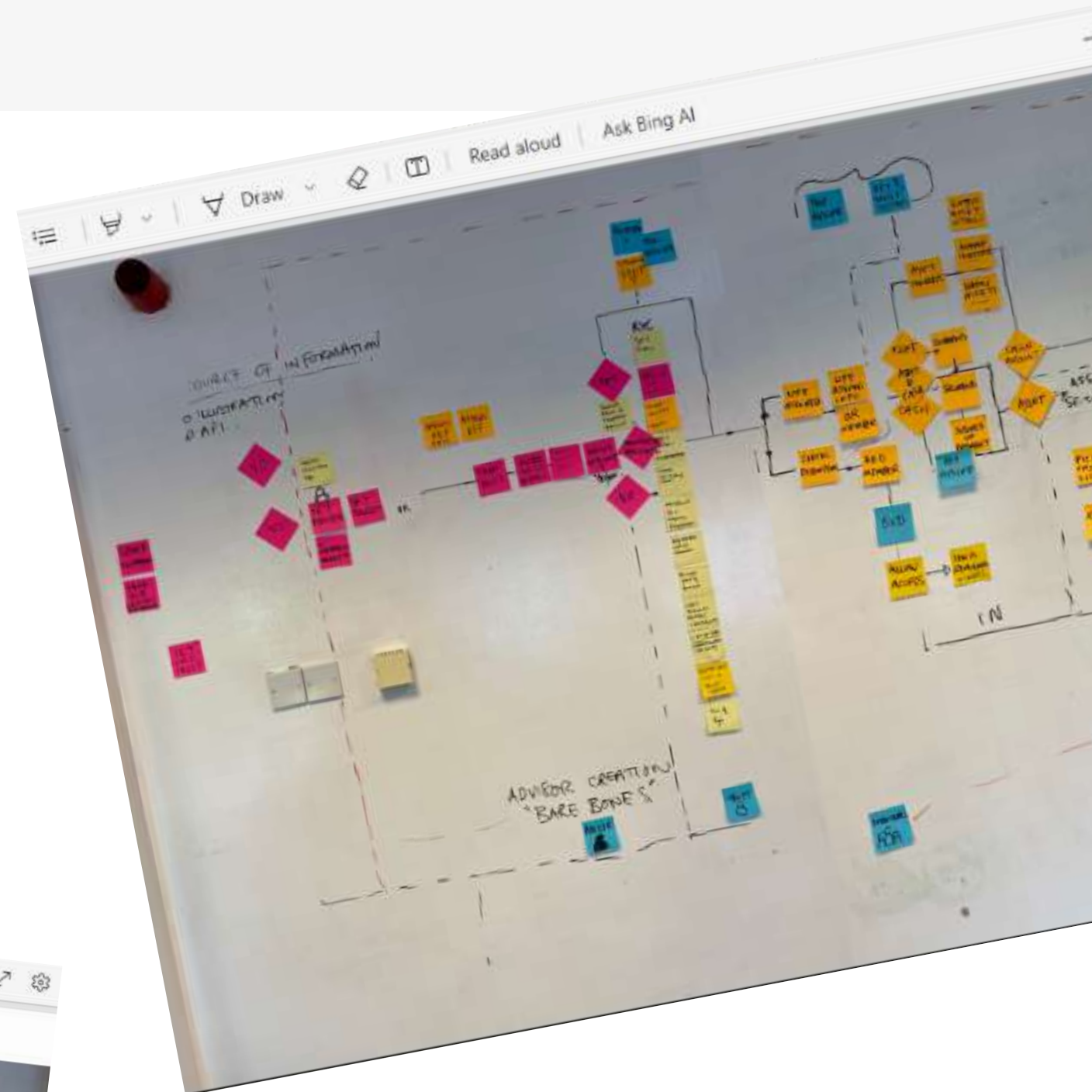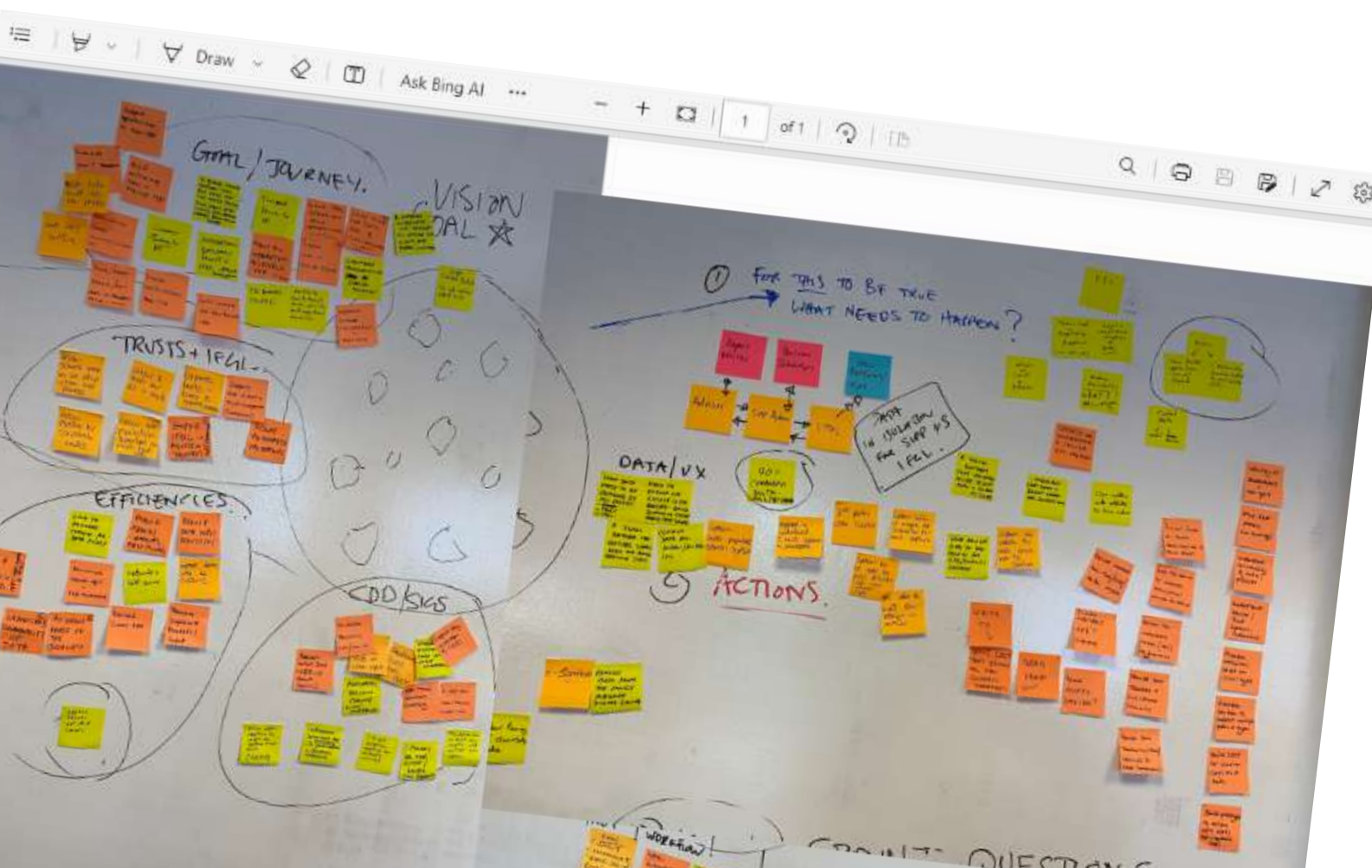
# IFGL - THE DE PROJECT

*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.
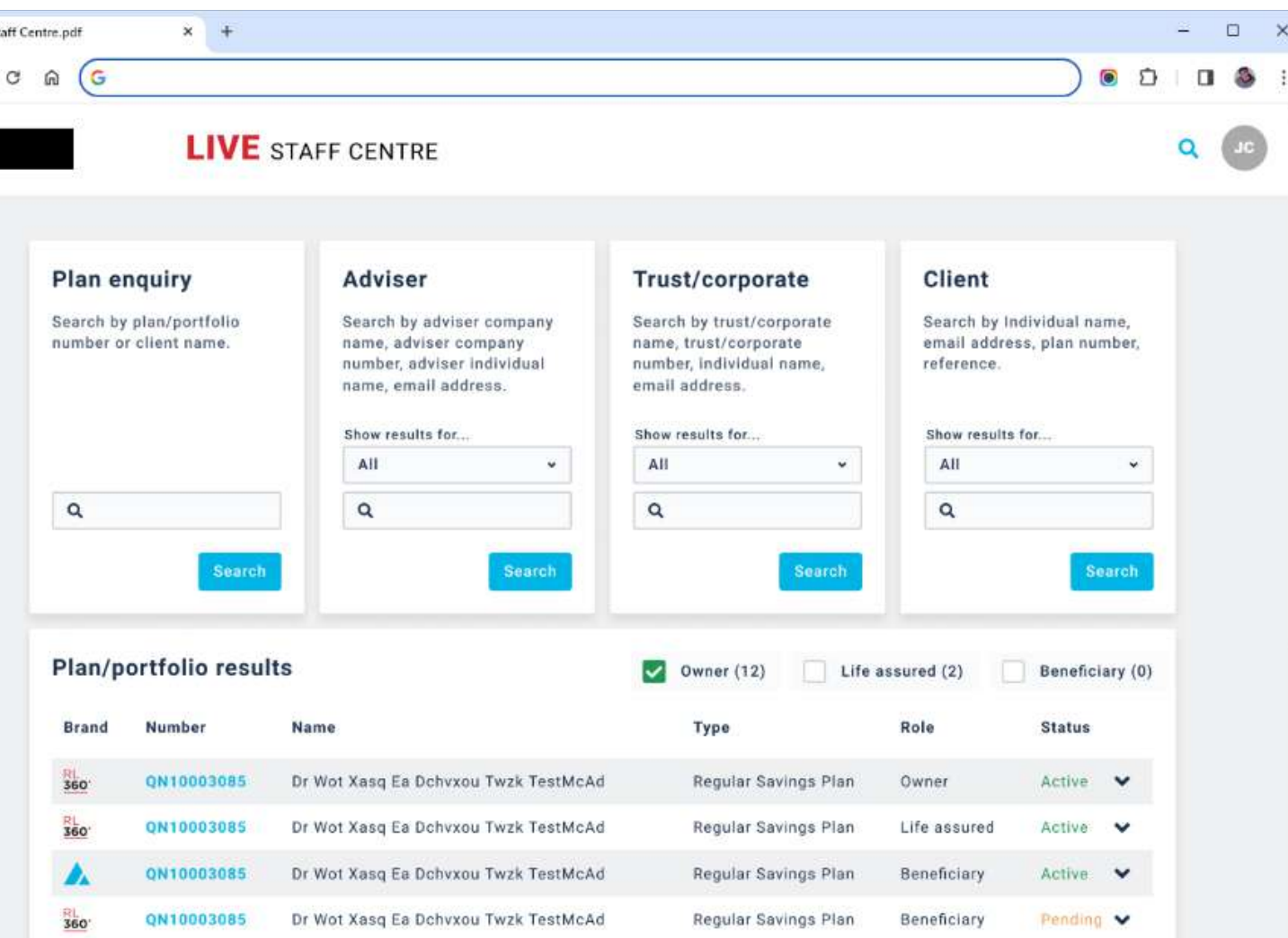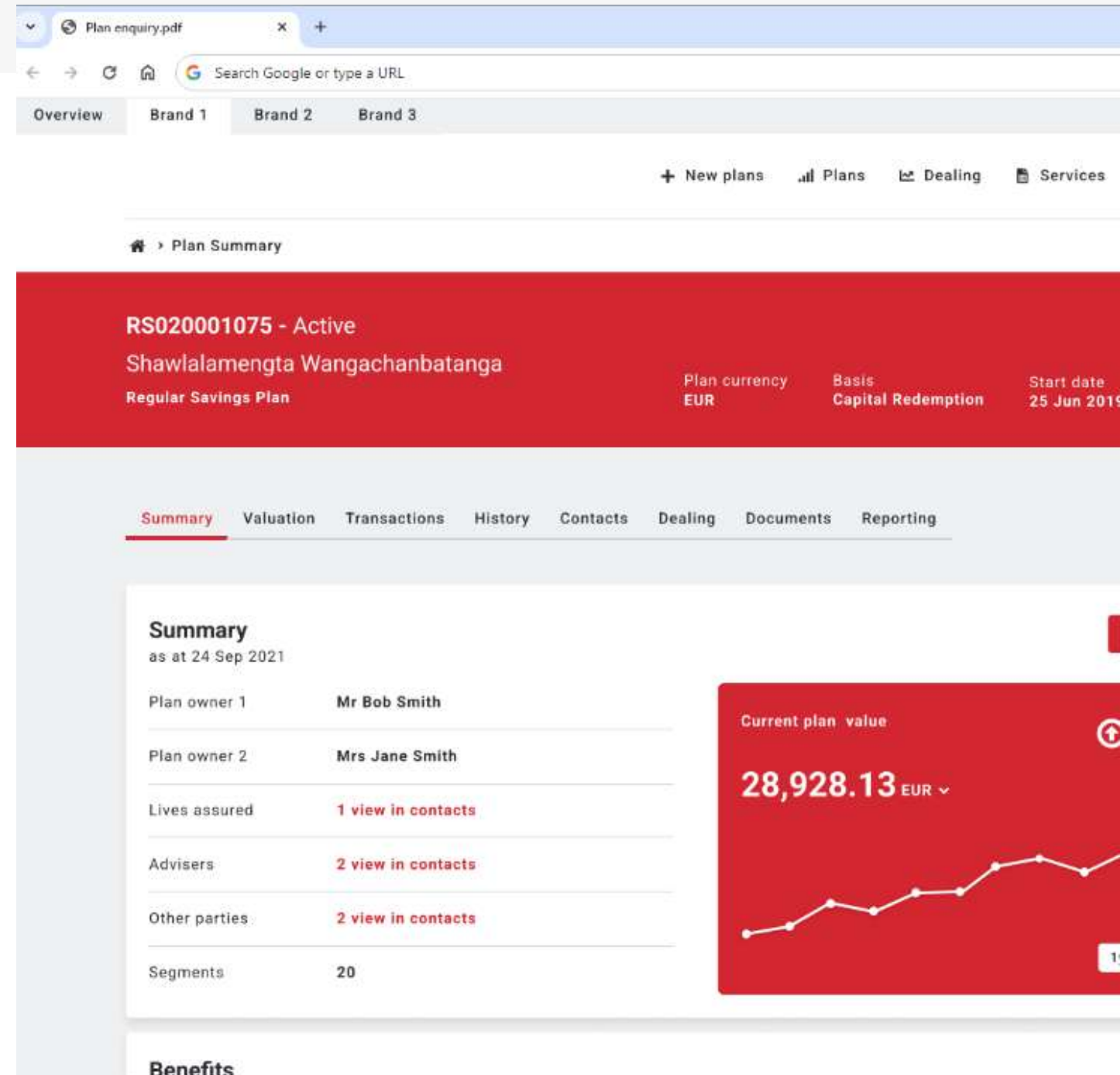
# IFGL - THE DE PROJECT

*Before and After examples*

**Before**



**After**



[See prototype demo](#)

[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
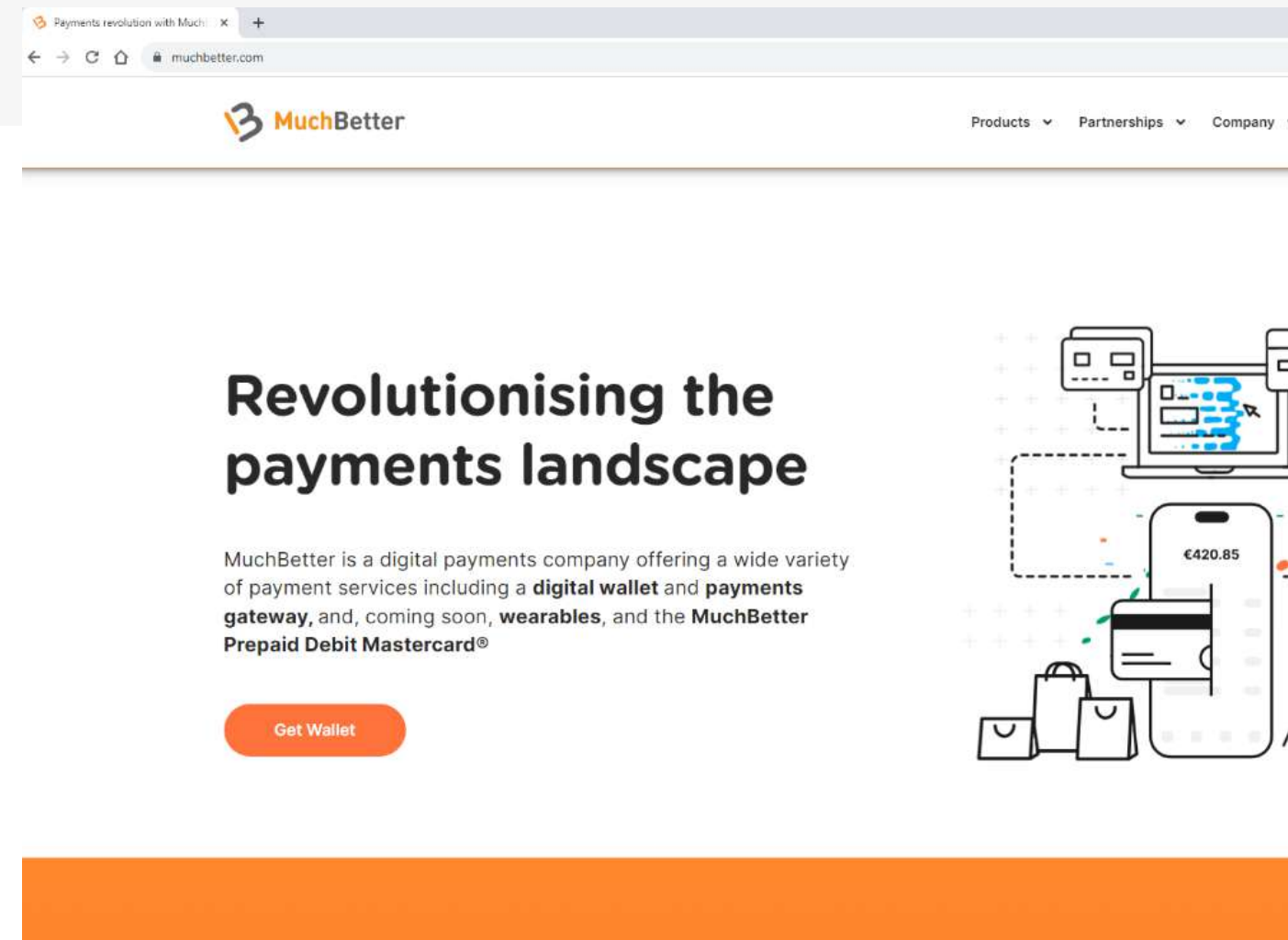
## AWARDS

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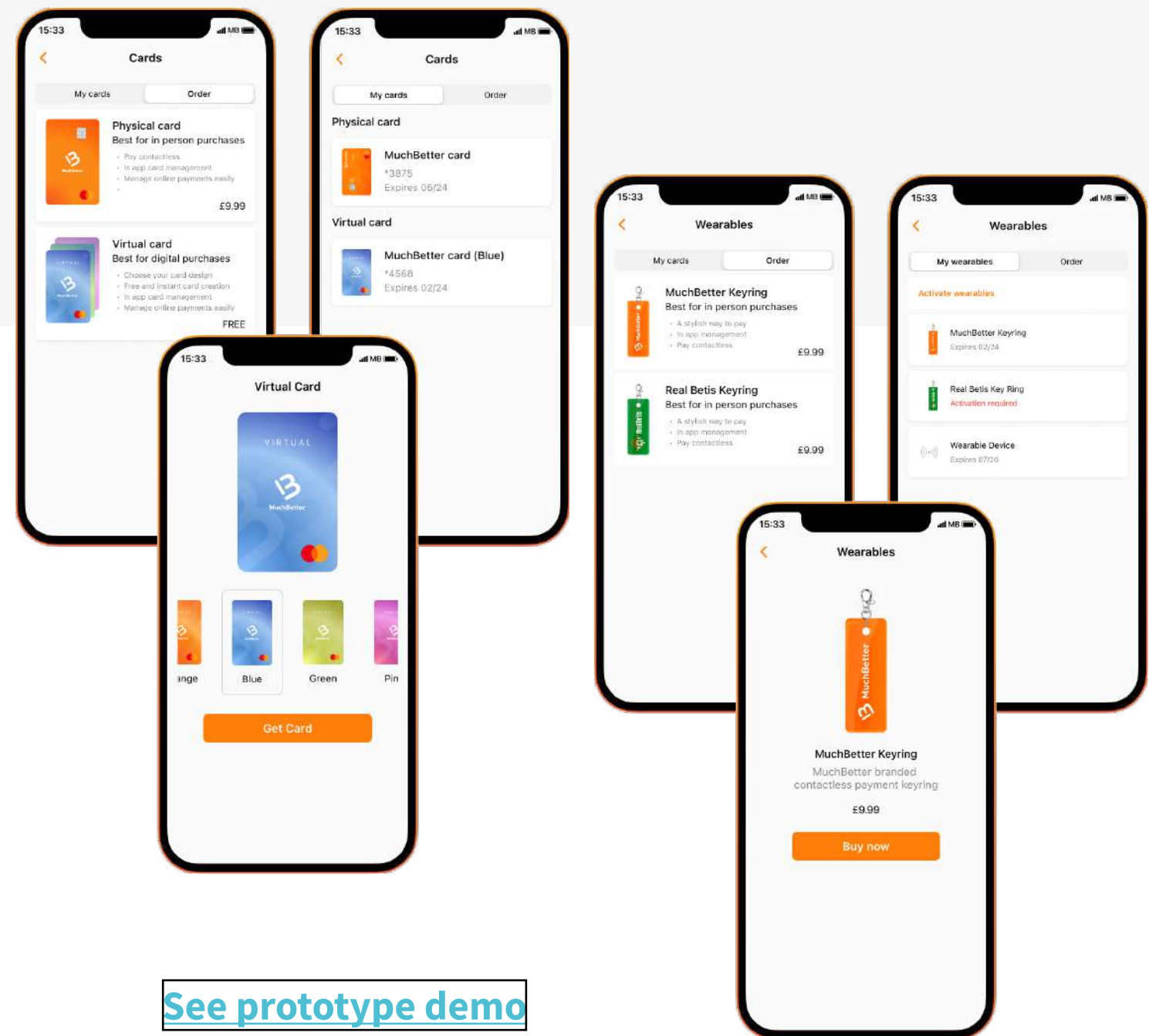
Once we had mapped out the user journey flows and understood all of the requirements and scenarios I was then tasked with designing visual mockups which were used to refine and identify missed opportunities and capture potential flaws. From this feedback I was then able to create a interactive prototype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

# 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 thee 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.
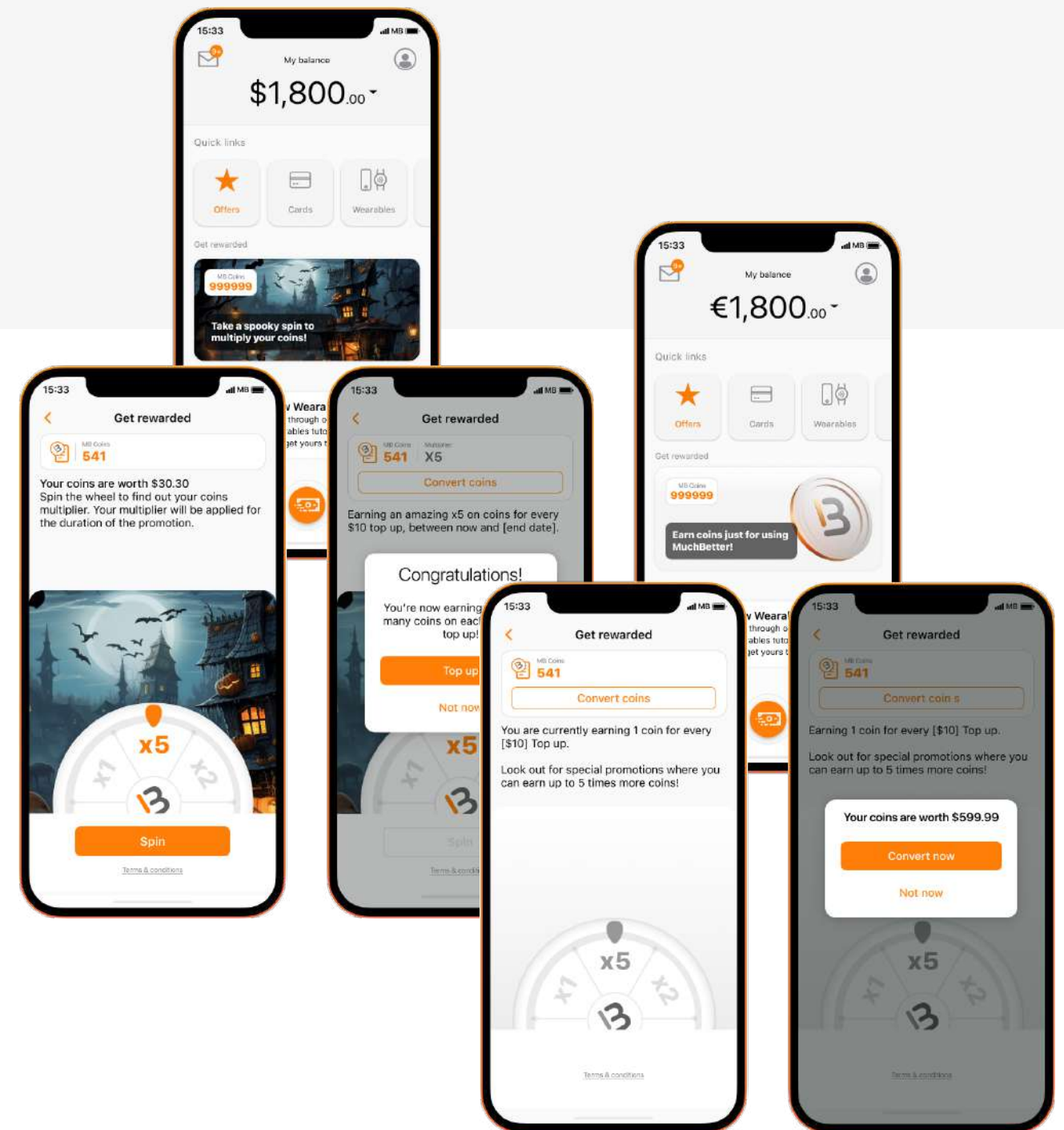
This included, home tiles, banners, wheel graphics and dialog boxes. We also created the graphics for what would be the first in app promotion which was for Halloween. Again these screens were refined and then then made into interactive prototypes for developers, PM's and executives to see a interactive 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.
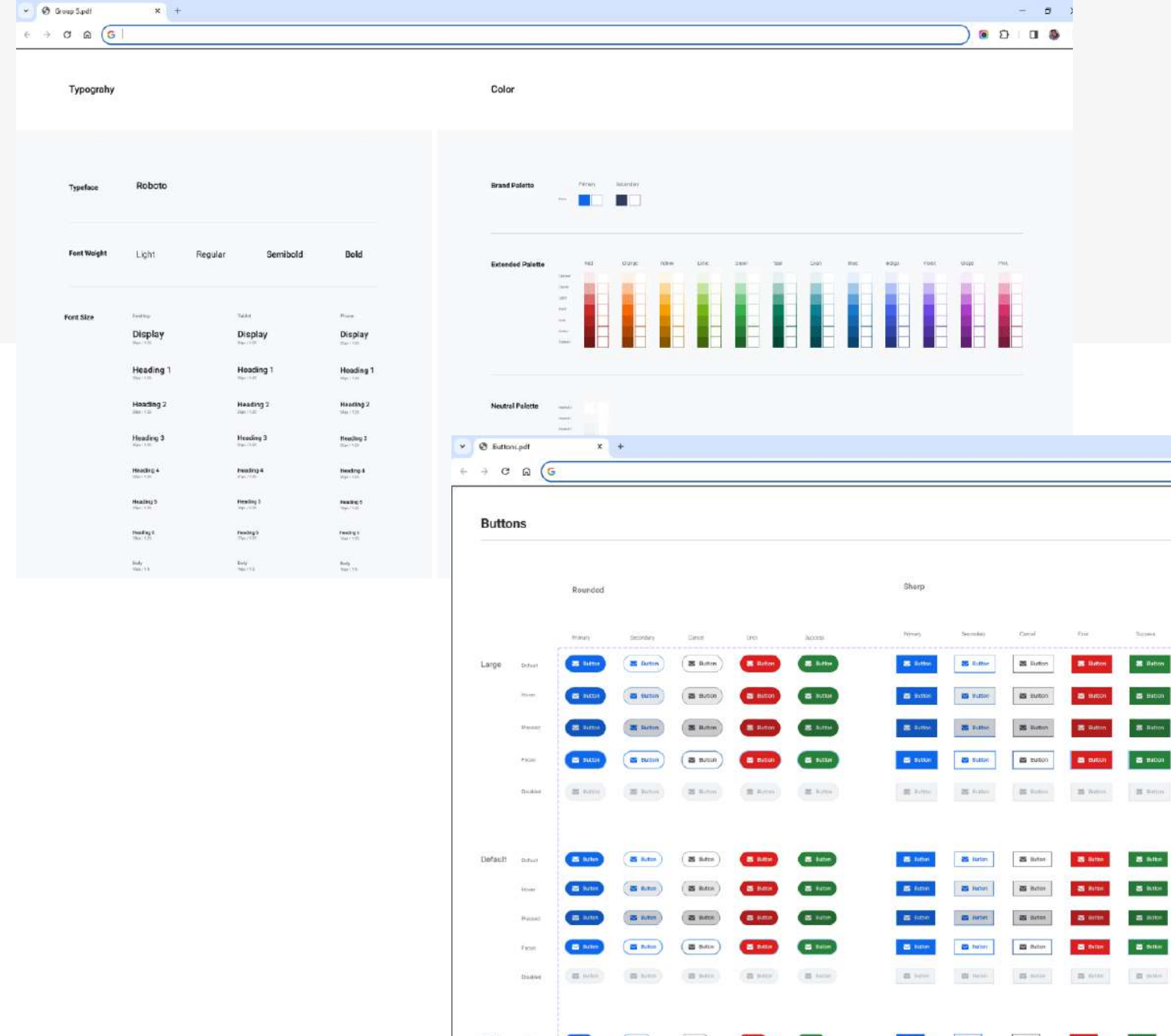
My role in this project was working from ground zero to help plan and rebuild the basic building blocks of any good design system. This meant using the latest Figma features such as variables to correctly create and store system/brand colours, typography, icons and platform components. By planning and using the latest features correctly, it would allow us to make sue we were able to adhere to accessibility and deliver consistant 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.
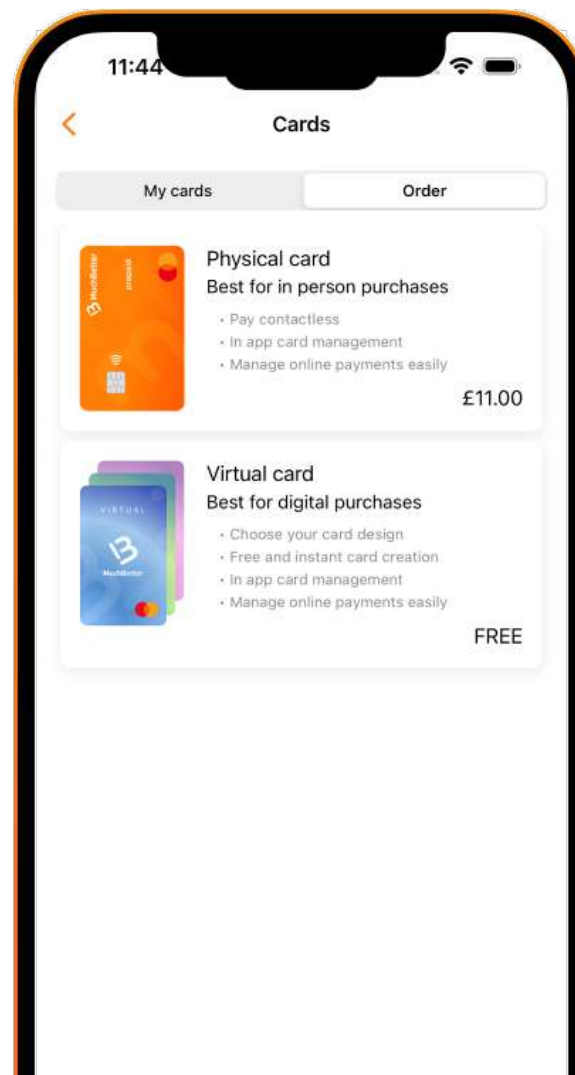
Therefore we were able to create a new QA process where both the design and development teams could collaborate frequently to analyse what was built from what was designed.

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.
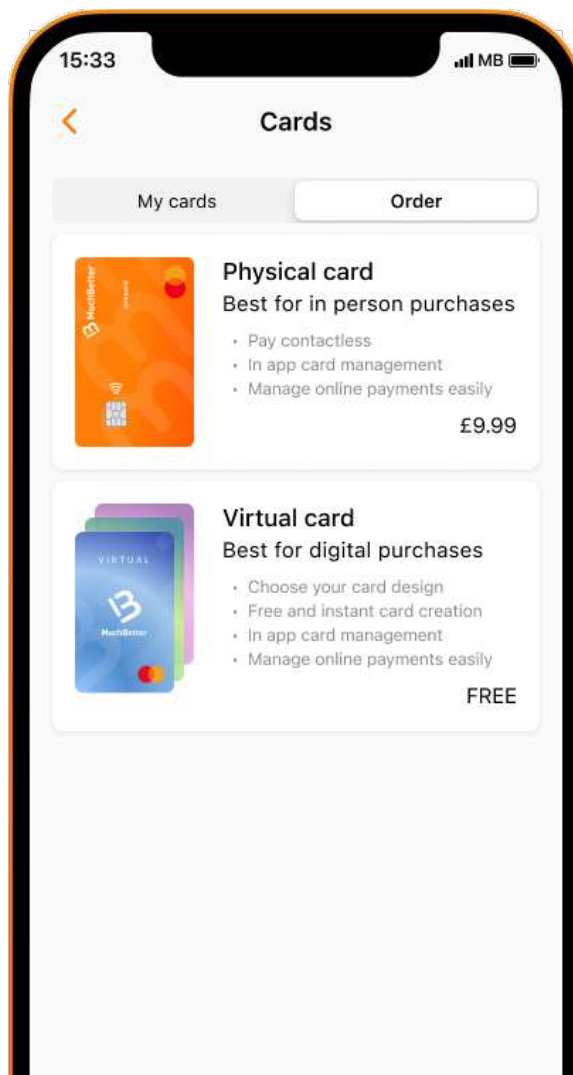
| iOS Design | iOS Build | Android Design | Android Buld |
|---|---|---|---|
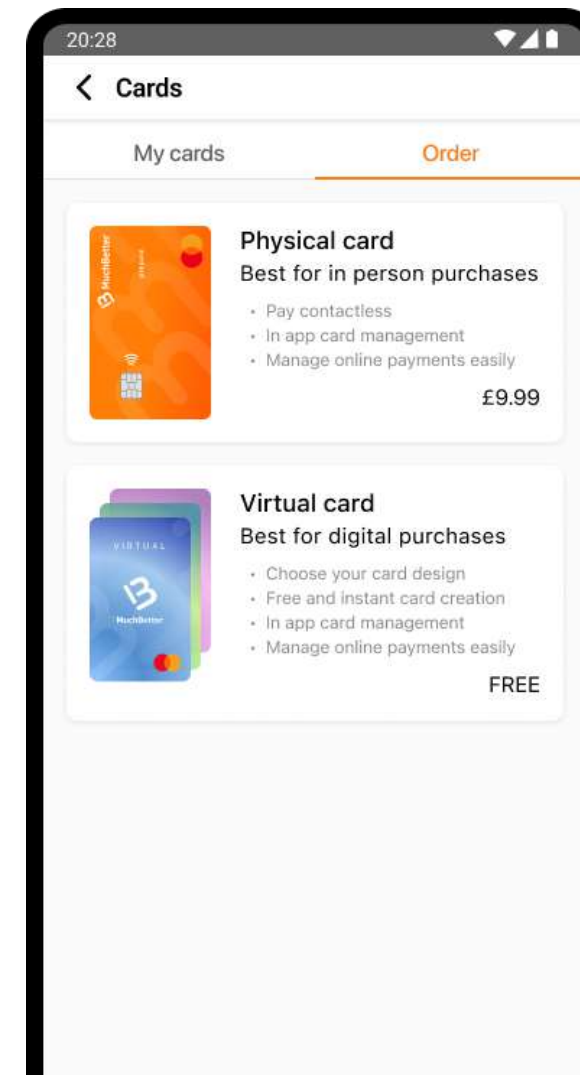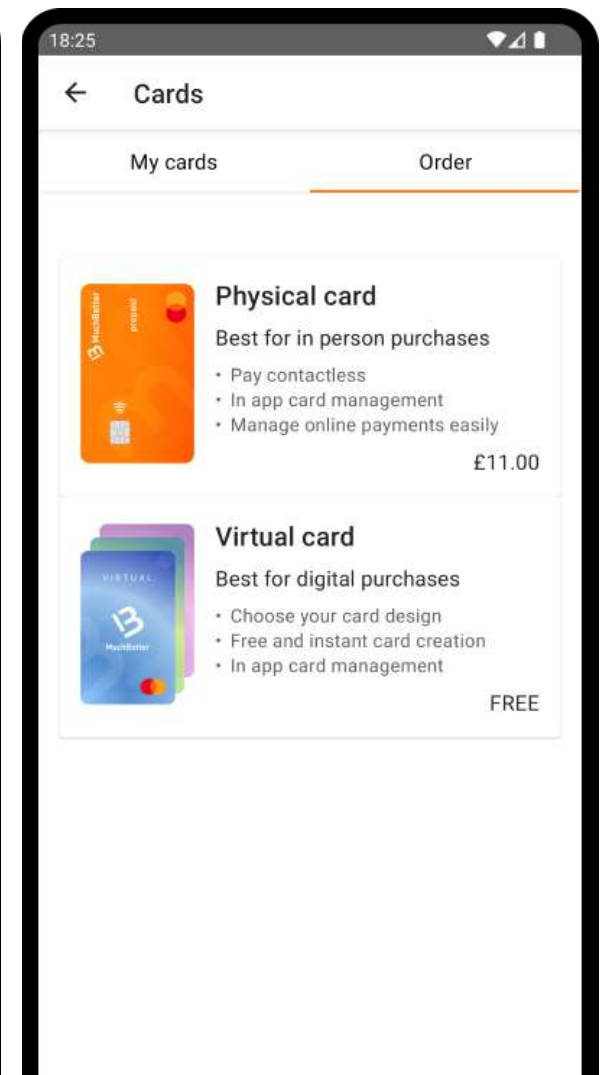
# MuchBetter

*Before and After examples*

## CARDS & WEARABLES

Before
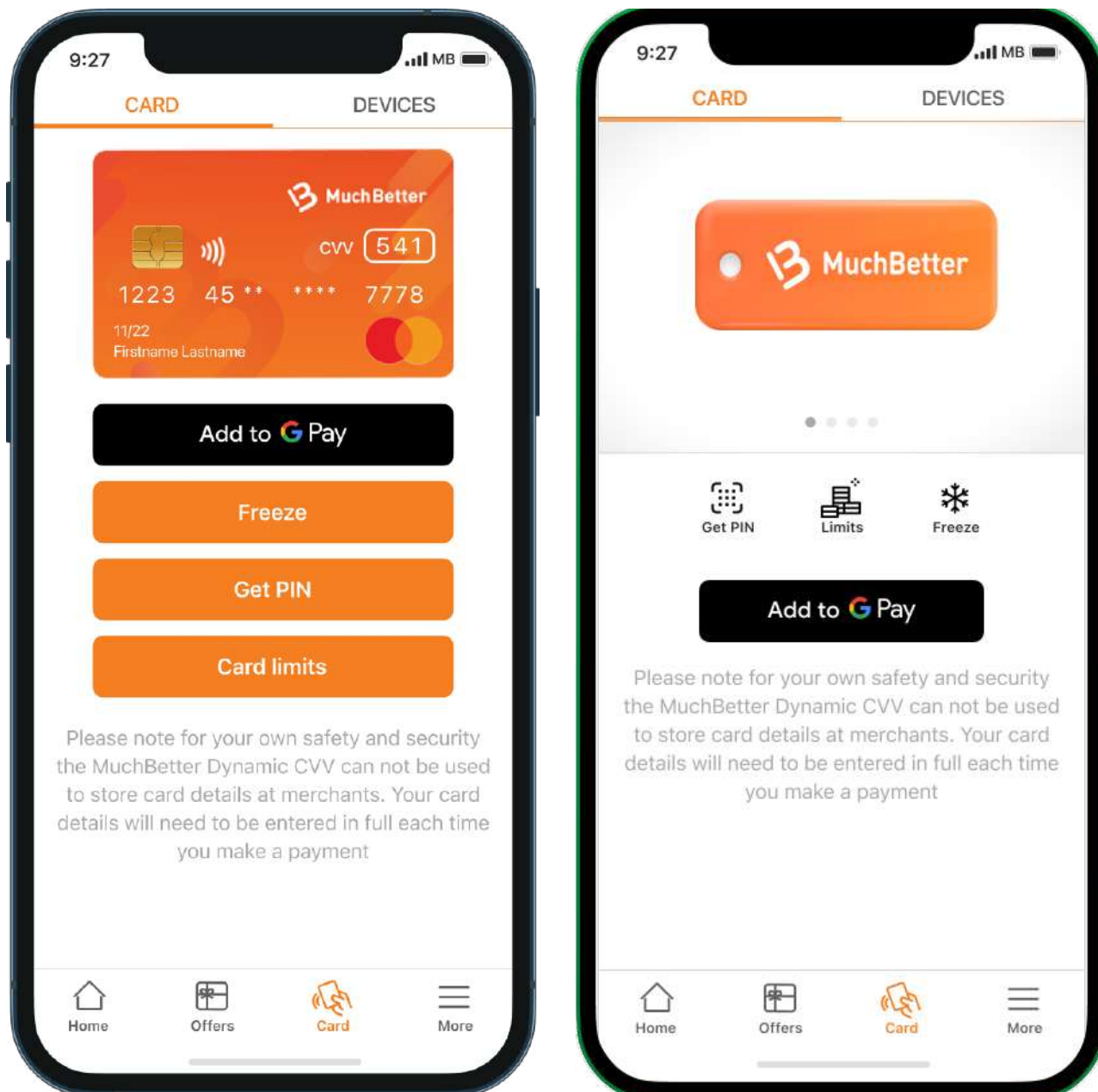
After
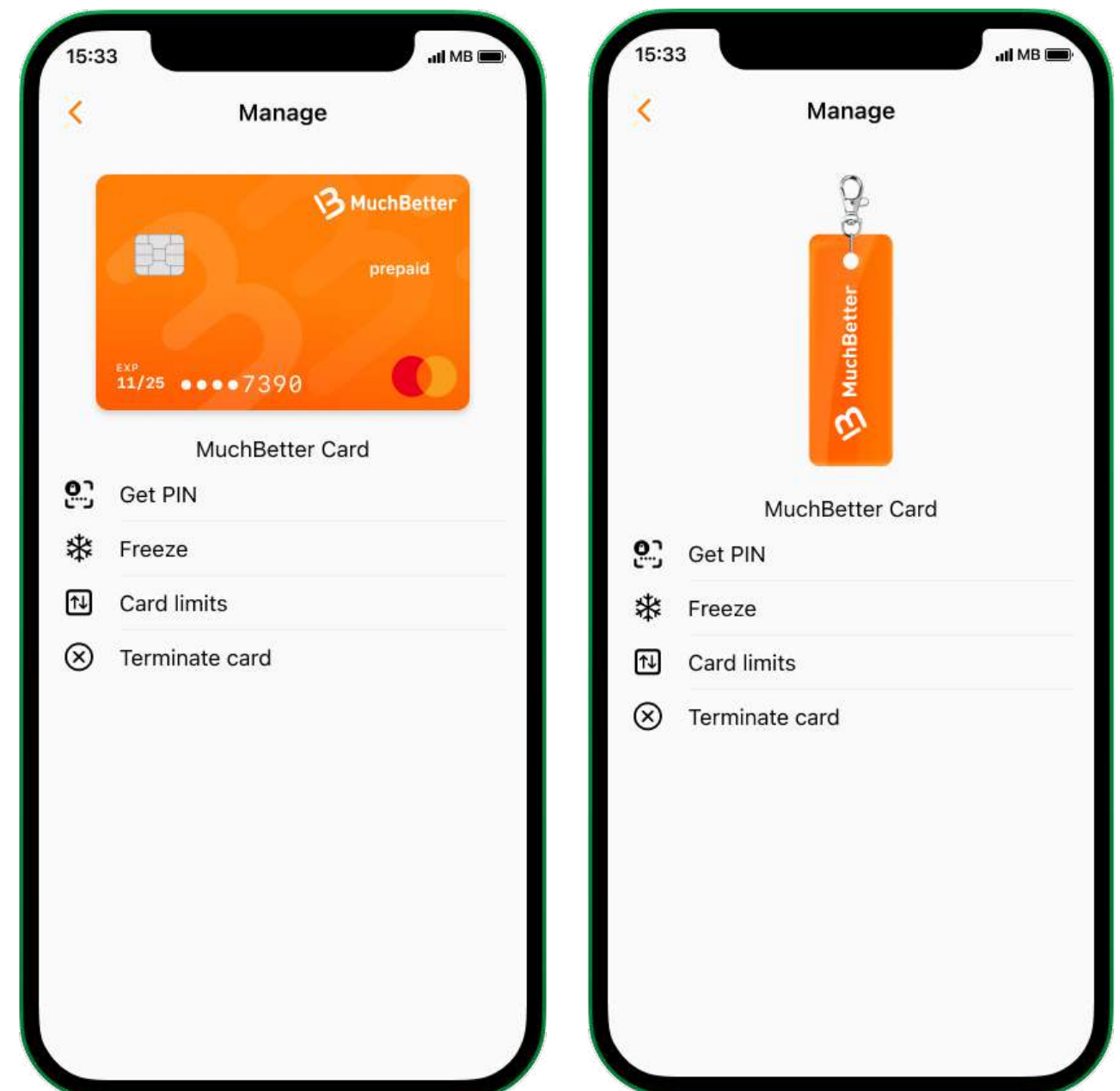
# MuchBetter

*Before and After examples*

## TRANSACTIONS

Before
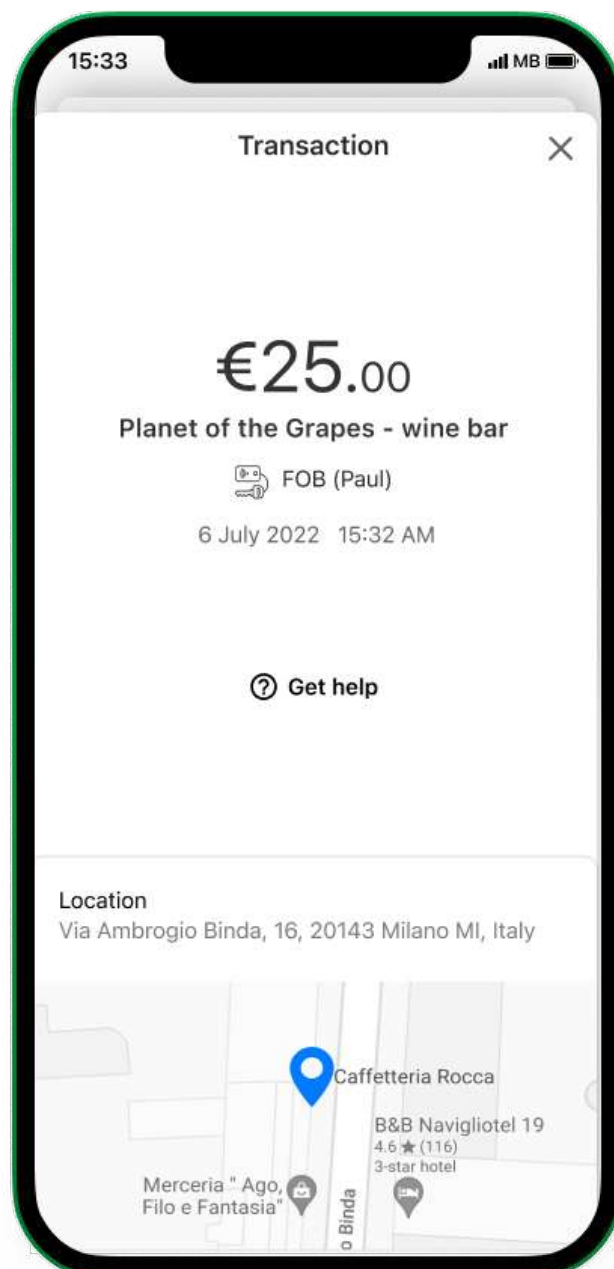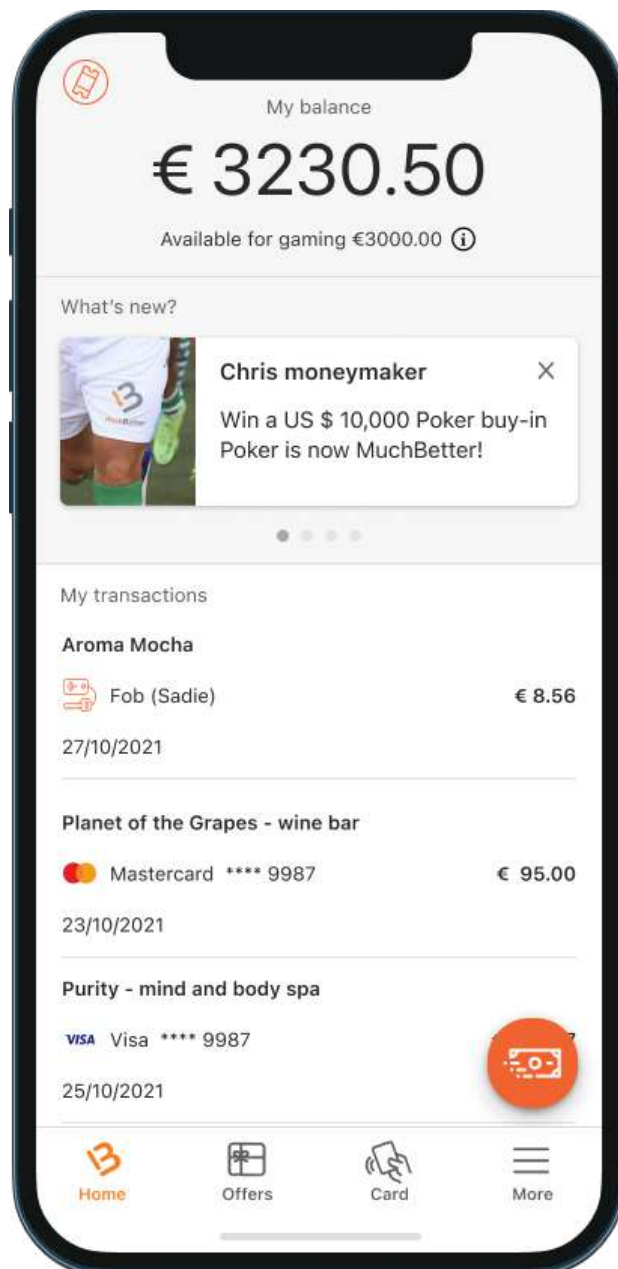
After
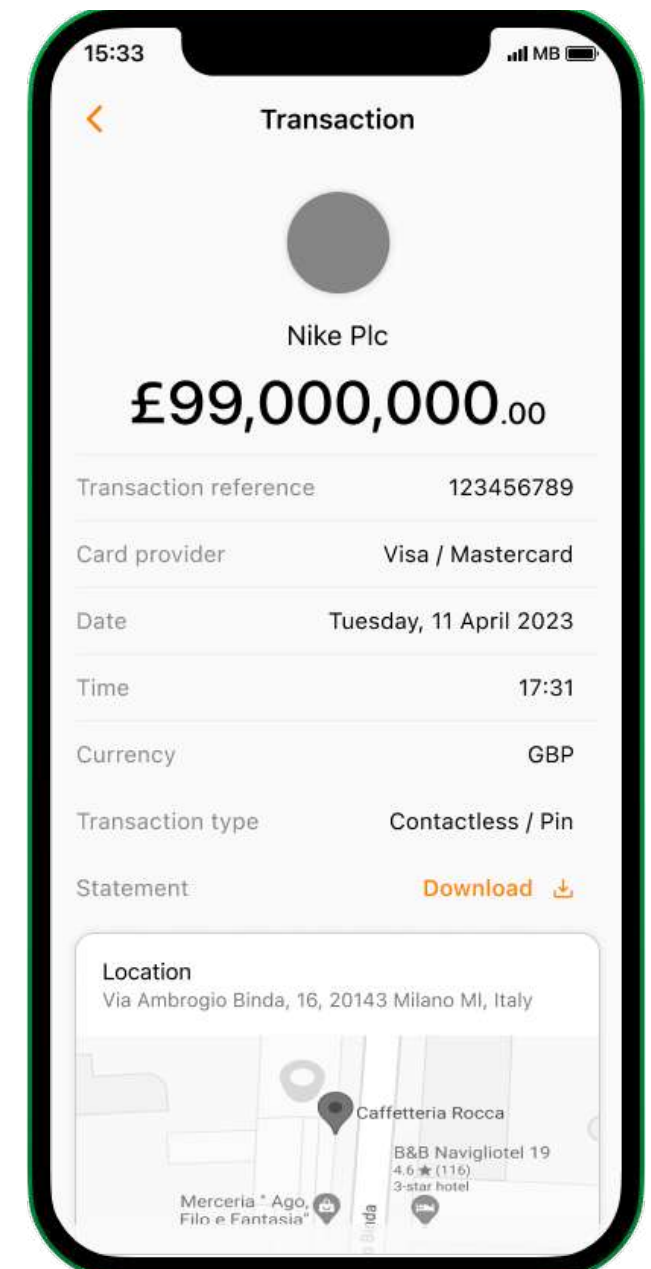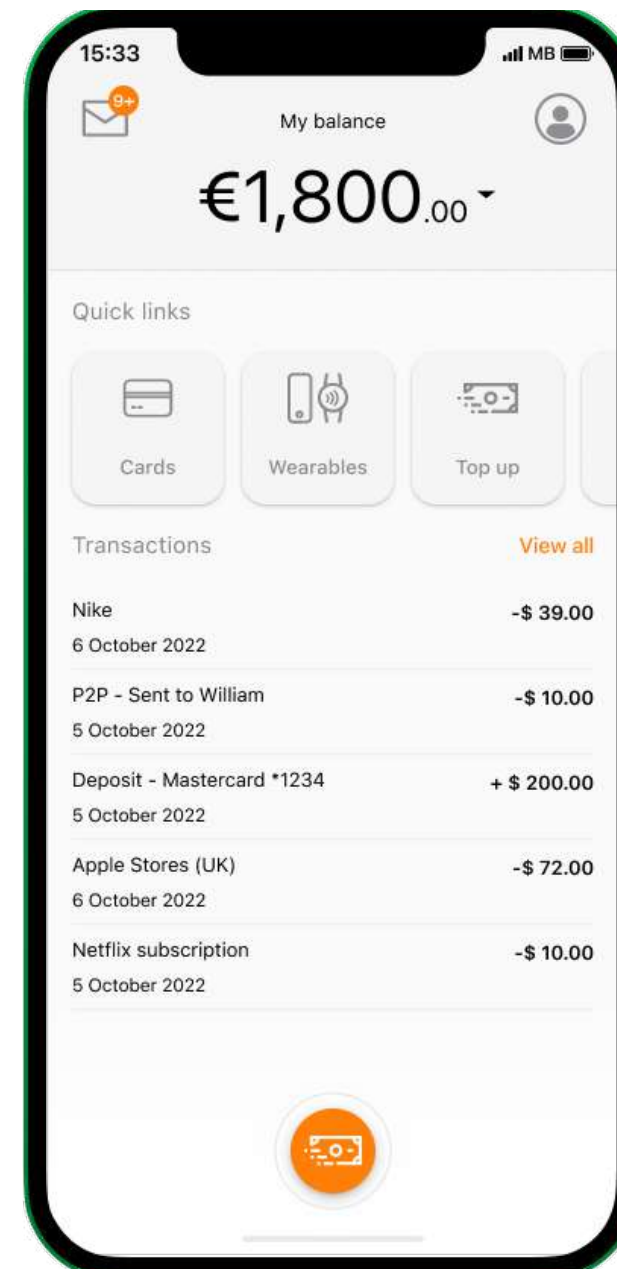
# MuchBetter

*Before and After examples*

## DESIGN SYSTEM - TYPOGRAPGHY

### Before

### After

# Hire me.

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UX UI designer

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