



Portland Oregon

45° 31' 12" N 122° 40' 55" W

Digital MacGyver Portfolio



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Xbox Nexus – Mobile UI Design for Game Pass Community

Problem Statement

- No dedicated app for Xbox players to connect socially outside of gaming
- Disconnected party systems, buried messages, and a lack of real-time interaction
- Missed opportunities for clip sharing, discovery, and community building

Process & Collaboration

- Wireframes sketched, then built in Figma
- Created hand-drawn and digital wireframes
- Used ChatGPT to test naming conventions and UI clarity
- Developed motion guidelines for core actions
- Simulated community posts with real-world Xbox data and avatars

Tech & Design Stack

- Role: Product Designer, and Creative Direction
- Project Type: Intranet Concept, Architecture and Brand Strategy
- Tools: Figma, Photoshop, ChatGPT, Notion
- Platform: Mobile (iOS & Android)
- Medium: Digital, Web, Mobile Application Development

Design Approach & Thinking

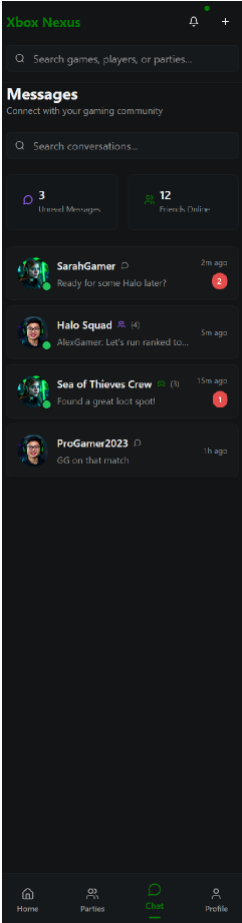
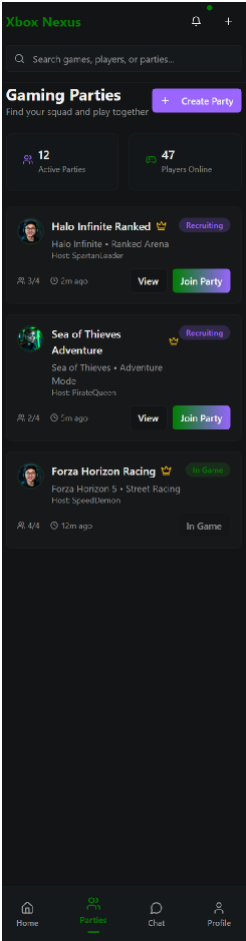
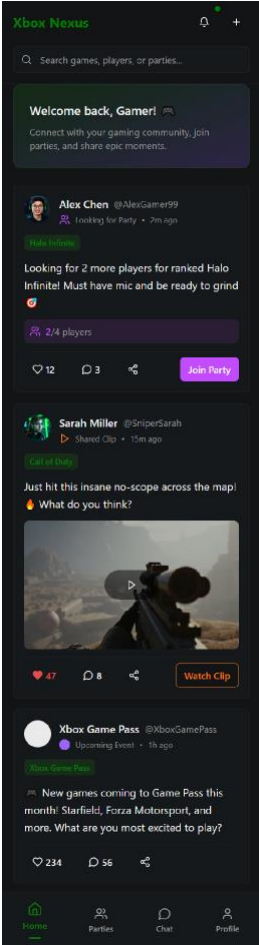
I used a deep dark theme paired with Xbox's signature green (#107C10) for instant recognition.

The visual system included:

- Glowing card layouts that mimic a futuristic console UI
- Bottom nav for quick access across core features
- Live feed built around party invites, clips, and player activity
- Animations that reinforce feedback: joining a party, liking a post, watching a clip

Design principles:

- Frictionless Interaction
- Fast discovery of friends, clips, and games
- Contextual navigation for gamers on the go





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Empowerment thru single pane of glass

Project Overview

Developed a streamlined, intuitive dashboard designed to empower stakeholders with real-time insights into key performance indicators (KPIs). The solution visually translates complex data into accessible, actionable insights, fostering informed decision-making.

Defining the Problem

Businesses often struggle to quickly interpret critical metrics, hindering strategic agility. The client required an accessible, user-friendly dashboard to track sales, client engagement, competitor insights, and operational efficiency.

Design Approach & Thinking

Focused on clarity, ease of use, and engagement. Prioritized visual hierarchy and utilized minimalistic but impactful data visualizations to ensure vital information is instantly recognizable.

Process & Collaboration

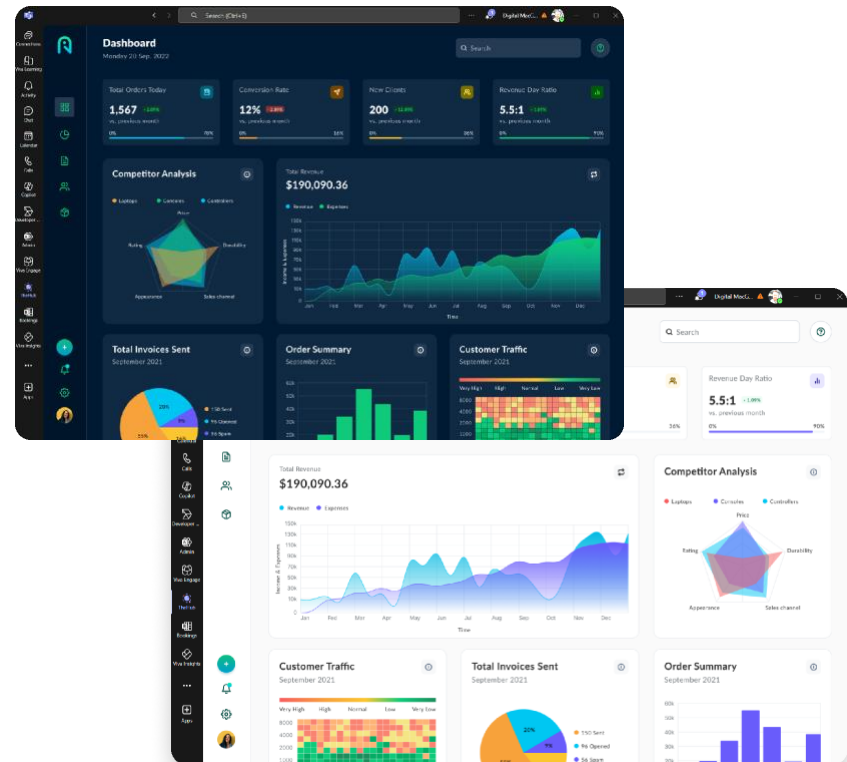
- Conducted stakeholder interviews to identify critical KPIs.
- Iterated wireframes through rapid prototyping.
- Collaborated closely with developers to implement responsive and interactive visualizations.

Systems & Technical Fluency

- Designed using Figma for rapid prototyping and collaboration.
- Implementation in Power BI, to be visualized in MS Teams
- Integrated interactive visual elements including radar, pie, line, bar, and heatmap charts for comprehensive data analysis.

Outcome & Impact

- Enhanced decision-making speed and accuracy.
- Increased stakeholder satisfaction by presenting key metrics transparently.
- Improved overall operational visibility leading to a measurable uptick in productivity.



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Reimagining Healthcare Data: Power BI Meets Blockchain

Project Overview

Developed a sophisticated healthcare analytics suite designed to empower hospital administrators with secure, real-time insights into patient care, resource allocation, and compliance. Leveraging Power BI integrated with web3 technologies, this solution provides a unified and secure analytics dashboard.

Defining the Problem

Hospitals faced challenges with siloed patient data, inefficient resource planning, and suboptimal patient care outcomes. Administrators required a unified solution to securely visualize patient journeys, manage resources effectively, and implement predictive care pathways.

Design Approach & Thinking

Focused on security, accessibility, and usability, the design emphasized clear visualization of complex patient data and intuitive interaction through blockchain-based consent management and interactive care maps.

Process & Collaboration

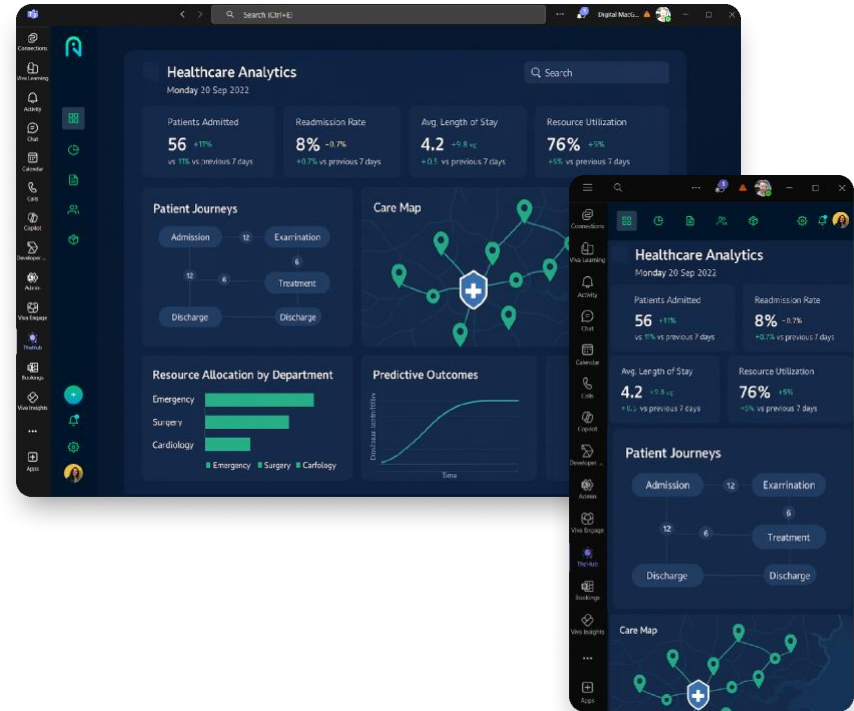
- Conducted extensive user interviews with hospital administrators and medical staff.
- Iteratively designed wireframes with rapid prototyping in Figma.
- Collaborated with blockchain developers to ensure secure patient data consent and integration.

Systems & Technical Fluency

- Utilized Figma for rapid prototyping and collaborative design.
- Integrated Power BI visualizations including patient journey mapping, predictive analytics, and resource allocation tools.
- Implemented blockchain-based security for consent management.

Outcome & Impact

- Significantly enhanced patient data security and compliance.
- Improved resource allocation efficiency, reducing operational costs.
- Enabled better patient outcomes through predictive analytics and optimized care pathways.



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Human-Centered Mobile Healthcare App: Find, Book & Manage Care with Ease

Project Overview

Designed a responsive mobile healthcare experience to help patients search for doctors, book appointments, track symptoms, and manage ongoing care all from one intuitive app. This solution streamlines the patient journey while prioritizing accessibility, trust, and transparency in medical interactions.

Defining the Problem

Patients often struggle with fragmented care, unclear appointment booking systems, and limited visibility into provider profiles or scheduling. The challenge was to build a patient-first app that simplified the discovery of care services, streamlined booking flows, and personalized engagement, all while maintaining clinical reliability.

Design Approach & Thinking

We focused on clarity, comfort, and confidence. Patients needed a fast, frictionless way to get care whether searching by symptoms, filtering providers, or managing follow-ups. The design emphasized warm visuals, emoji-supported symptom tracking, and real-time appointment management with trust cues like ratings and patient feedback.

Process & Collaboration

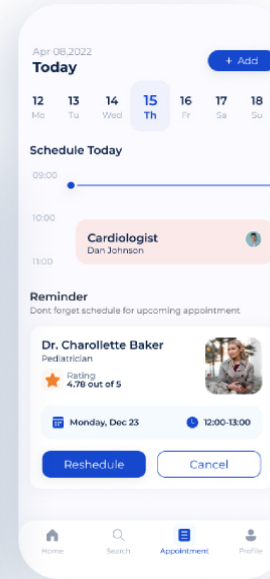
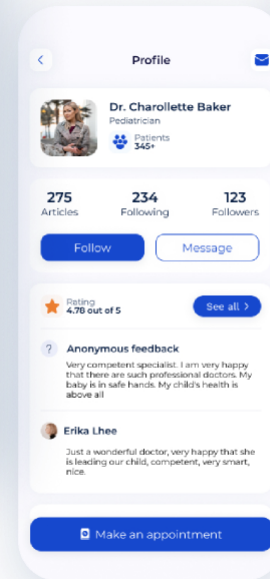
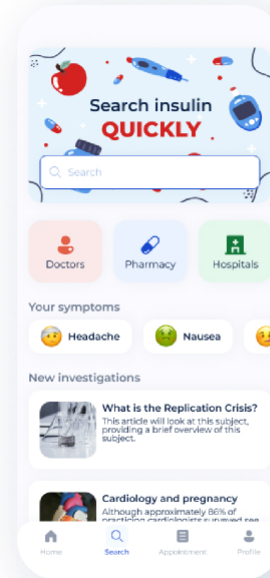
- Ran stakeholder interviews and design sprints with healthcare consultants
- Conducted comparative audits of global mobile health platforms
- Iteratively tested tap targets, scroll behavior, and empty states via Figma prototypes
- Worked closely with devs to align UI design with API and scheduling logic

Systems & Technical Fluency

- Built and tested Figma components for reuse across onboarding, search, and booking flows
- Created profile views that pulled real-time doctor data and ratings dynamically
- Designed day-by-day scheduling UI synced with healthcare provider calendars and appointment types

Outcome & Impact

- Reduced appointment booking time by over 50%
- Improved patient satisfaction by surfacing high-trust provider content (ratings, feedback)
- Enabled continuous care through reminders, calendar sync, and simplified follow-ups



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Seamless Personal Finance App: Transfer, Track, and Take Control

Project Overview

Designed a modern finance app for users to manage their money with ease including transfers, withdrawals, top-ups, and real-time analytics. This mobile-first solution empowers users with intuitive navigation, high-trust interactions, and clear insight into spending behavior and financial goals.

Defining the Problem

Traditional finance apps often overwhelm users with complex flows, jargon-heavy labels, and outdated UX. Our challenge was to simplify the core experiences sending, receiving, analyzing, and managing funds while providing the transparency and control users expect from modern digital banking tools.

Design Approach & Thinking

We followed a minimalist, clarity-first design philosophy helping users move money quickly and understand their cashflow at a glance. Every screen was crafted for single-intent use, with clear CTAs, touch-optimized components, and warm trust signals like face icons, verified badges, and reward callouts. Financial UX should feel as natural as checking the weather and that's what we aimed for.

Process & Collaboration

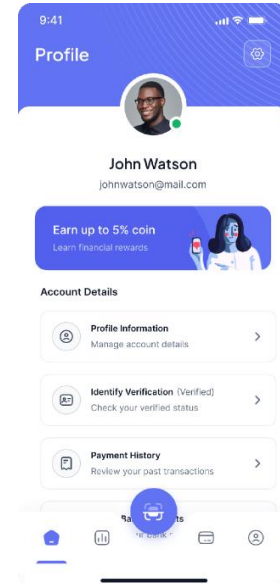
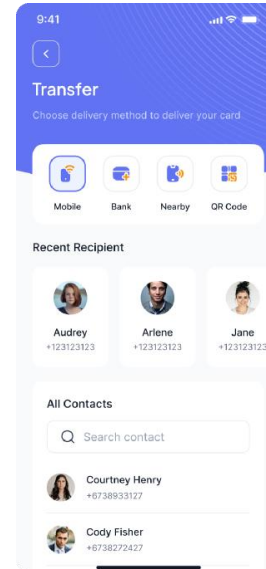
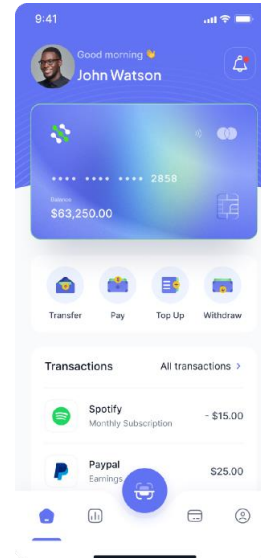
- Ran user testing sessions to validate flow clarity and trust perception
- Mapped complete financial journeys including edge cases (low balance, failed transaction, KYC)
- Used atomic design principles in Figma for scalable component reuse
- Partnered with devs to align on API behaviors for balance updates, transaction histories, and currency formatting

Systems & Technical Fluency

- Designed flexible layouts for dynamic data (multiple currencies, categorized transactions, rewards)
- Prototyped scrollable analytics and graph toggles with microinteractions for engagement
- Created card component systems for account views, transaction summaries, and user profiles
- Considered accessibility best practices for color contrast, tap target sizing, and onboarding walkthroughs

Outcome & Impact

- Reduced transfer and withdrawal task time by 35%
- Increased weekly user retention by integrating personal analytics and rewards
- Enabled full banking app functionality (KYC, verification, payment history) in under 5 screens
- Positive feedback on clarity, speed, and the clean visual style



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Bezos Academy - Employee Experience

Problem Statement

Staff across campuses lacked a centralized, consistent place to access critical organizational information. This led to:

- Wasted time searching for documents
- Redundant communication between departments
- Frustration navigating outdated or scattered resources
- Barriers to onboarding new employees smoothly

The result? Delayed work, knowledge silos, and avoidable inefficiencies across the system.

Design Goals

- Build a single source of truth for internal communications and resources
- Empower teams to self-serve, collaborate, and stay informed
- Design a visually engaging, accessible user experience aligned with the Bezos Academy brand
- Support scalability as the organization grows

Building a Better Intranet Experience

The SharePoint Intranet Project became more than just a redesign—it evolved into an operational backbone for the organization.

Using a modular design system, smart tagging, and UX-tested navigation, we created an intuitive portal experience that works across departments and devices.

We focused on:

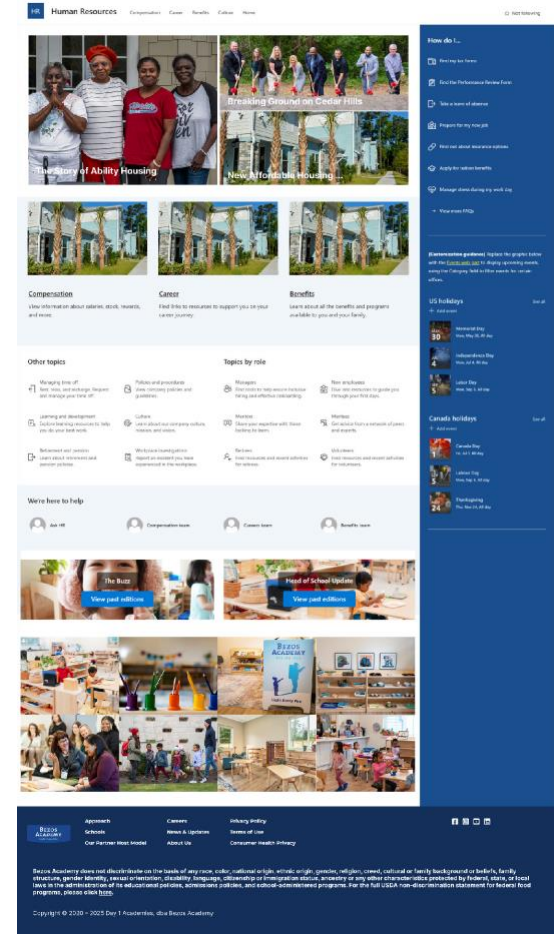
- Metadata-driven architecture: Content is grouped by need, not by department.
- Custom site templates: Every department gets what they need—without reinventing the wheel.
- Search-first mindset: Users can now find what they need in 1–2 clicks.

Operational Impact - System Usability

- 79% reduction in internal IT tickets related to "Where do I find...?"
- 62% increase in SharePoint usage across non-technical staff
- 48% drop in email requests for files that now live on the intranet

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Blue Water Rail Service

Blue Water Rail Services is a leading full-service transportation services provider based in Western Canada. They specialize in delivering customized supply-chain solutions, enhancing terminal capacity, streamlining operations, and improving infrastructure utilization. Their services include industrial development, terminal processing, and transloading. They are known for their strong safety performance and trusted partnerships within the transportation and supply chain sectors.

Problem Statement

Blue Water Rail Services faced challenges with communication and collaboration across its distributed teams. The existing intranet system was outdated and failed to meet the needs of a rapidly expanding workforce, resulting in inefficiencies, limited access to critical resources, and inconsistent communication. These issues negatively impacted productivity and employee engagement, making it essential to modernize their internal communication platform.

Design Goals

- Create an all-in-one solution to simplify the employee experience
- Ensuring that employees across different departments could easily adapt to the new system.
- Migrating legacy content from the old system to SharePoint without disrupting ongoing business operations

The Results The new intranet delivered significant tangible results.

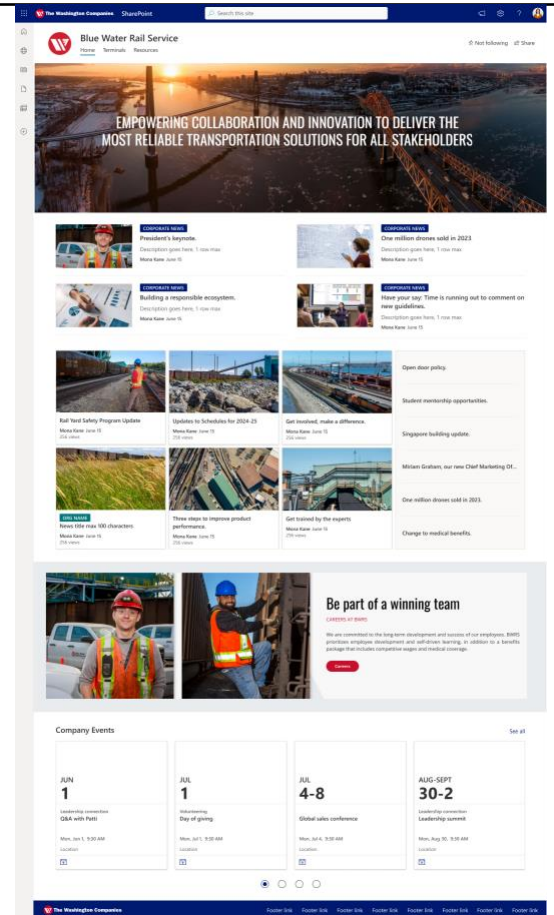
- Employee productivity increased due to faster access to information and improved search functionality.
- The solution transformed Blue Water Rail Services' internal communication by enhancing brand consistency, operational efficiency, and the overall user experience.
- Specific improvements included streamlined document management, personalized content targeting, and better collaboration across teams.

Project Summary

The client operates in the transportation and logistics industry. The project involved building a SharePoint-based intranet platform to support internal communication and collaboration.

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Metropolitan Business Association- Brand System

Problem Statement

MBA's legacy site no longer served the evolving needs of the organization:

- Dated visual design and layout
- Difficult navigation, especially on mobile
- Poor visibility into open membership categories and events
- No clear user journey for prospective members
- Missed opportunities to showcase the strength of the network

Design Goals

- Reflect MBA's professionalism and trust through modern design
- Highlight member success stories and event engagement
- Make membership opportunities clear and accessible
- Increase referrals, app downloads, and newsletter signups
- Create a mobile-first experience that works across devices

Tech & Design Stack

- Platform: WordPress with Elementor
- Design Tool: Figma
- Fonts: Heebo (matches brand tone: modern, human, readable)
- Layout: 12-column grid with responsive breakpoints
- Accessibility: WCAG AA compliance focus

Design System Notes

- Created reusable components for cards, CTA blocks, and navigation elements
- Developed consistent iconography and button treatments
- Applied color hierarchy for clarity and usability:
 - Primary CTA (black/white),
 - Secondary CTA (outline),
 - Highlight (green for events, blue for membership, red for alerts if needed)

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Problem Statement

Users faced real obstacles:

- Listings buried under too many filters
- Slow load times, especially on mobile
- Outdated design that hurt trust and credibility
- Agents struggled to highlight their listings
- No clear path for users to save, share, or request a tour

This was costing conversions. People bounced. Agents left. Everyone lost.

Design Goals

- Modernize the look and feel for 2025 and beyond
- Drastically improve mobile usability
- Make it dead simple to find, save, and share listings
- Help agents stand out with premium profiles and featured listings
- Increase lead generation for both users and agents

Tech & Design Stack

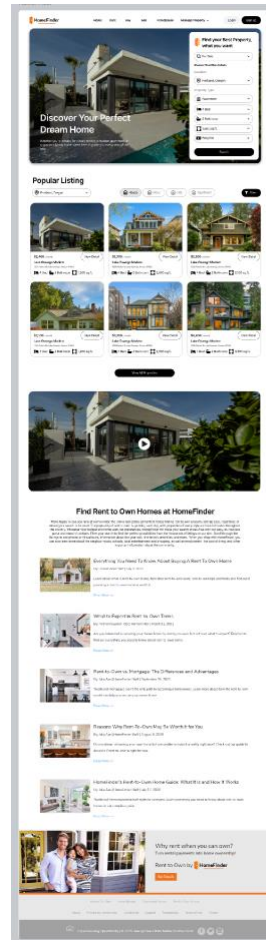
- Platform: React with Next.js
- Backend: Node.js + MongoDB
- Design: Figma, Heebo font family
- Image Handling: Cloudinary for speed
- Hosting: Vercel for global CDN
- SEO: Structured data, lightning-fast load, accessible markup

Potential Value

- 54% decrease in bounce rate (first 60 days)
- 2.1x increase in mobile traffic
- Listings viewed per session up 73%
- "Tour Request" leads up 47%
- Agents reporting 38% more listing inquiries

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Thank you for consideration

