

EDINA PAPP
PORTFOLIO



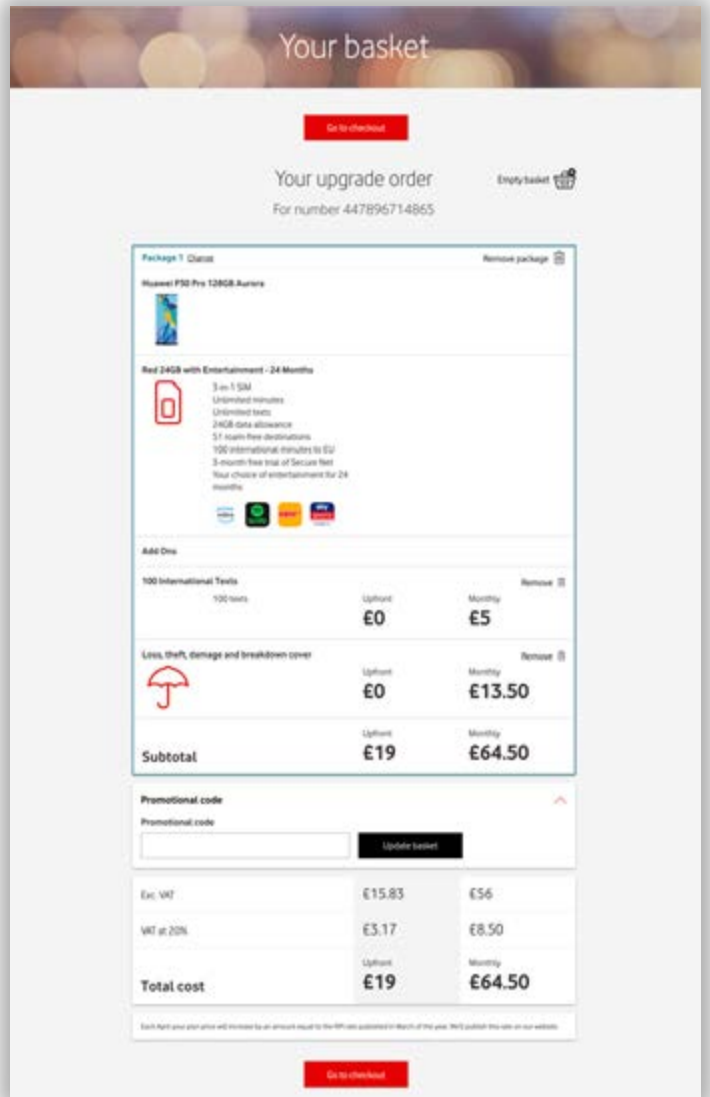
Proactive Retention upgrade communication & user journey, 2019

Photoshop, Sketch

Vodafone UK



BEFORE



AFTER

Goal

To design tailored direct marketing campaigns, including landing pages, banners, email campaigns and social ads, optimise digital upgrade journeys and help retain existing customers.

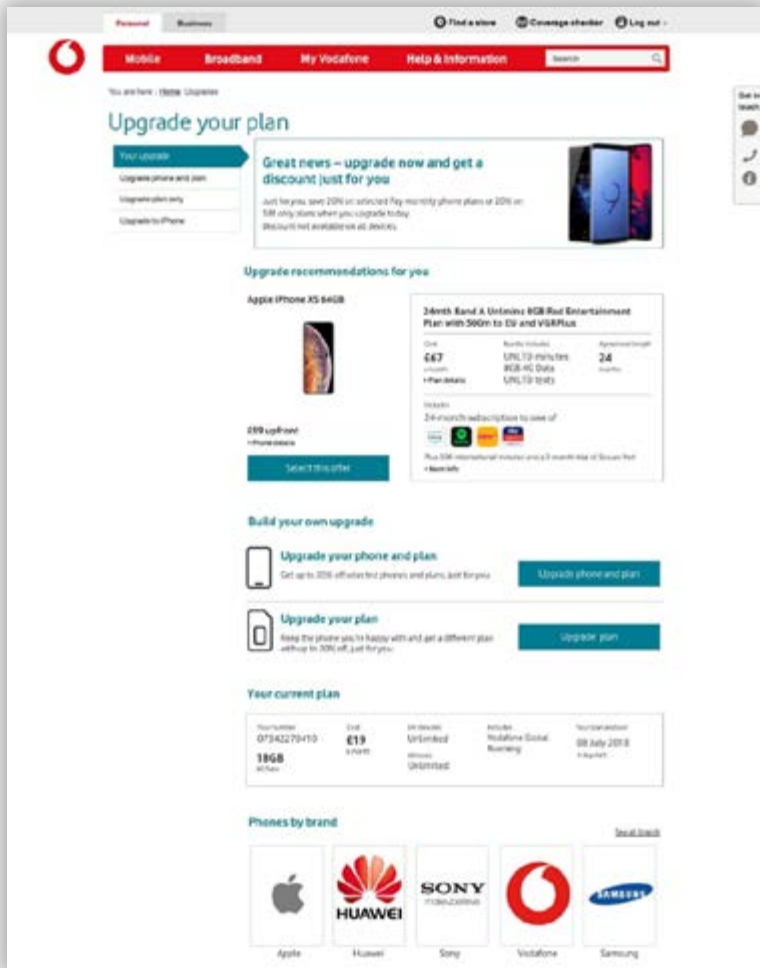
Challenge

Our website and branding were being re-designed at the time, leaving us with an inconsistent journey that utilised old and new elements on different pages. We worked with two design systems at the same time.

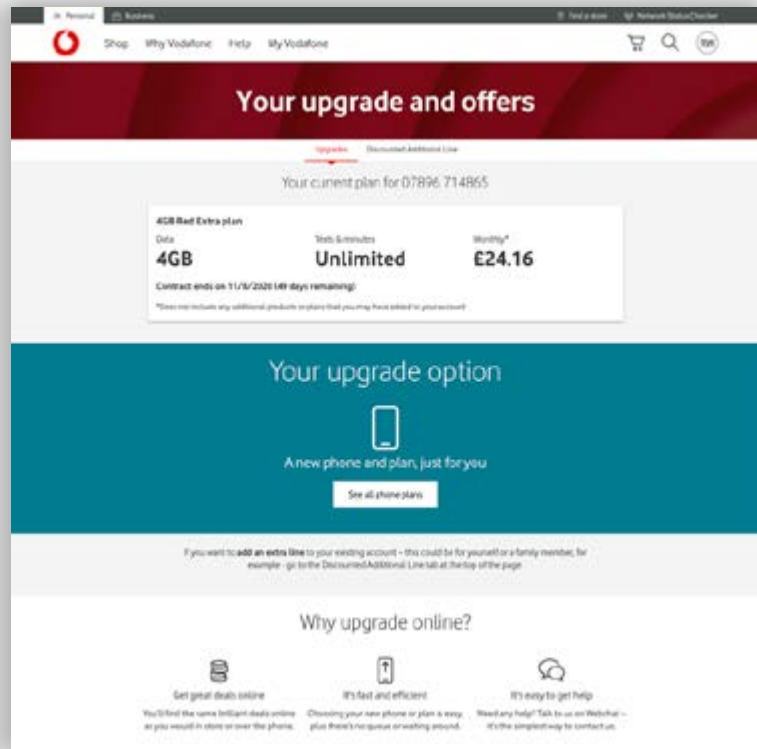
Process

Our bi-weekly user testing sessions fit in well with our agile Sprints. I collected information from e-commerce managers, analytics (conversion funnels), big data scientists, and product owners. I prepared interactive prototypes in Sketch, InVision, briefed the user research lead and took part in testing sessions. I also gathered insights, fed back and presented results to the team and stakeholders, turning them into action points or further A/B testing.

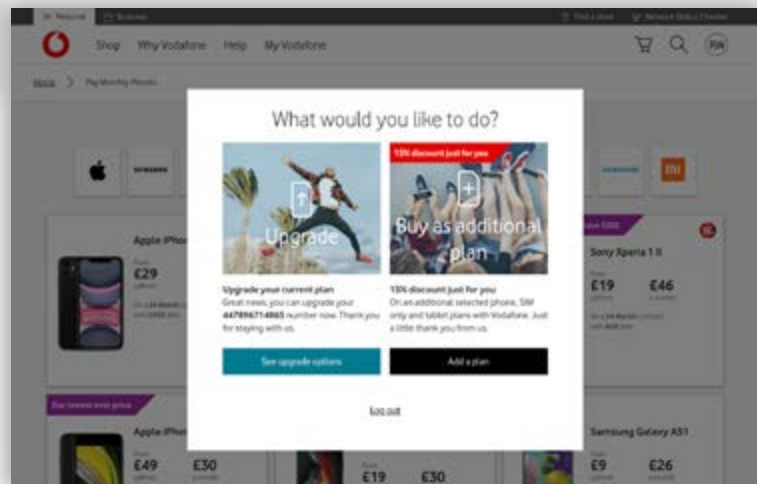




BEFORE



AFTER



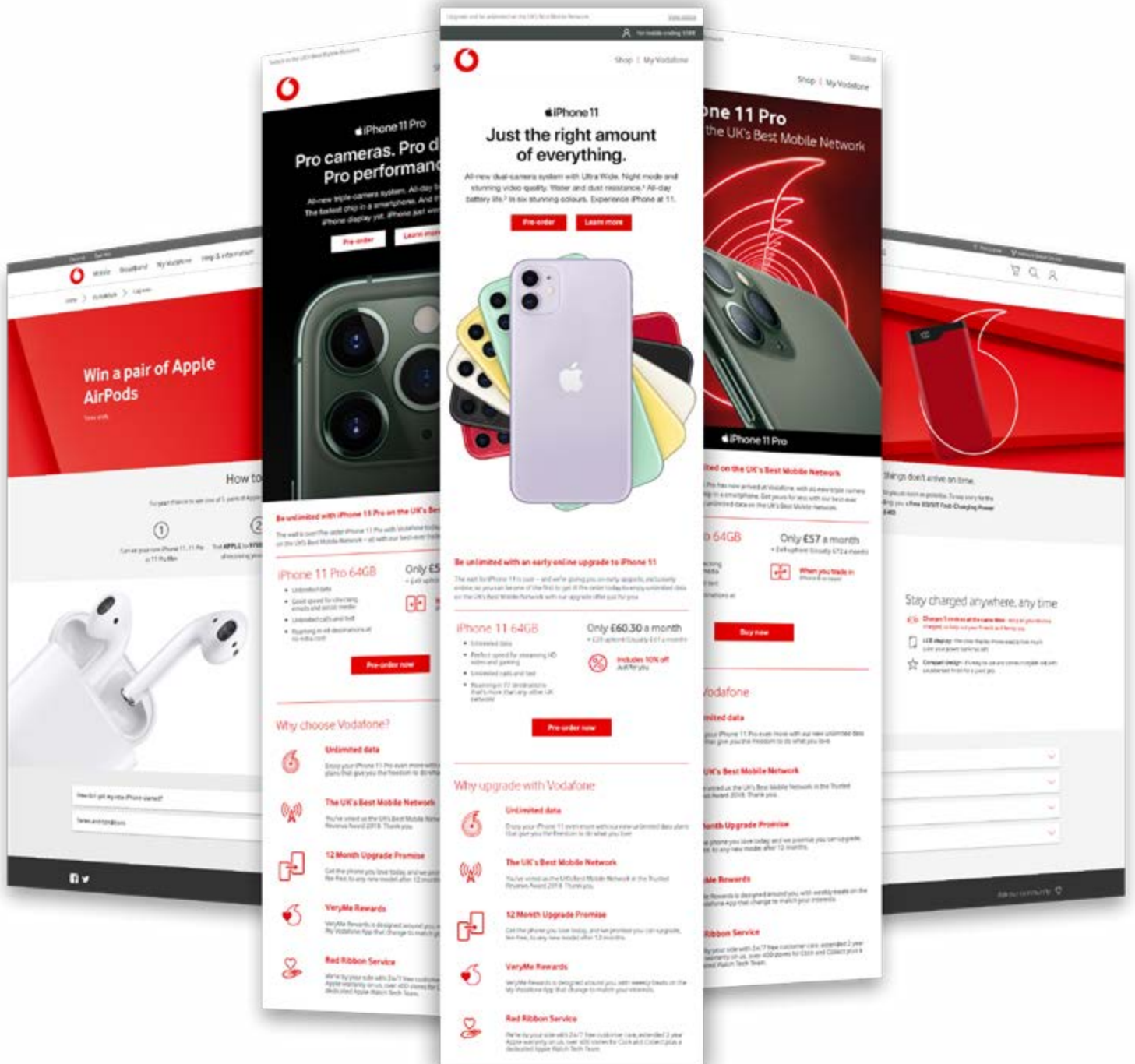
Biggest design challenges

Our old upgrade landing page was rather long (especially for mobile platforms) with unimportant banners and recommendation modules on the top. The banner wasn't recognised by users at all because of "banner blindness", with the target recommendation often misread as the current plan. The original UX design lead to the page being used incorrectly, and a redesign was required.

I worked closely with developers and the Design Chapter to come up with a much shorter and cleaner layout. Now 'Your plan' sits on the top of the page, so it's impossible to miss. Also, instead of a recommendation, catchy snippets are used to entice customers to remain with the brand.

Another issue saw customers get confused as to the purpose of the page, and there were cases when an additional plan/device was bought instead of a contract upgrade. To improve clarity, we selected teal (secondary colour of Vodafone) as the upgrade colour, to provide customers with subconscious waypoints through the journey. A pop-up modal, which couldn't be ignored, was also added to drive conversion.





iPhone launch, 2019

Photoshop, Sketch
Vodafone UK

Goal

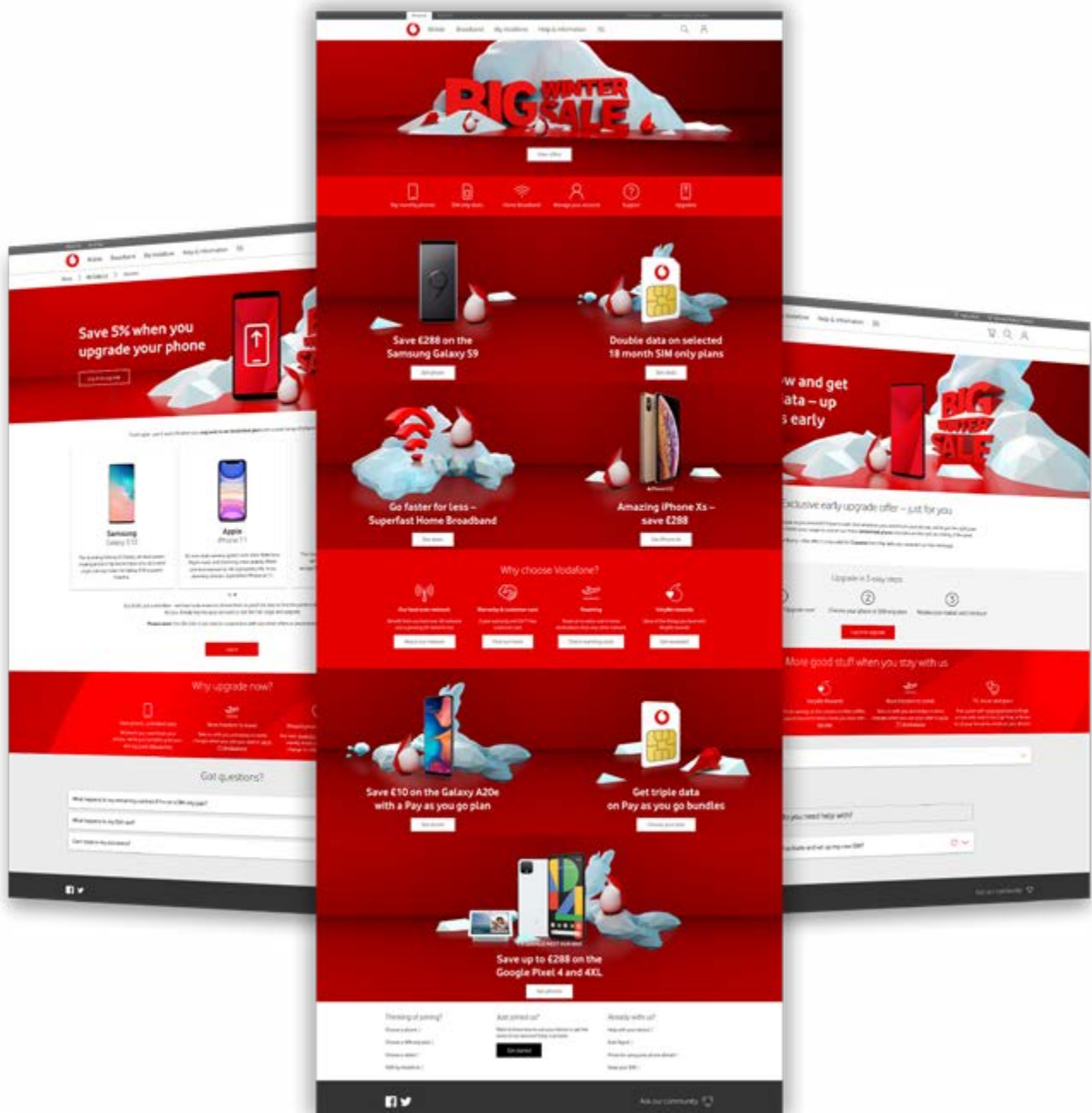
To create Pre-order and Buy Now emails, MMS and landing pages for iPhone launches.

Challenge

Apple only supplies assets immediately after their announcements, meaning a tight timescale to work with. Apple also have strict requirements as to how their assets are used.

Process

I prepared skeleton emails beforehand, aligning them with the Design Chapter and campaign managers. I worked quickly but thoroughly, implementing last minute changes.



Winter Sale landing pages, 2019

Photoshop, Sketch

Vodafone UK

Goal

To design a standout Winter Sale home page for Vodafone UK, generating a higher revenue stream.

Challenge

The Design Chapter applied a team exchange perspective. By working in areas different to our own we unlocked a more creative design flow. I had to quickly adapt to different CMS systems and page layouts, while working towards strict deadlines.

Process

We completed all project work in a three day long Design Swarm. Working with a Kanban board, assigning people to clear tasks, utilising two stand-ups per day allowed us to track consistent progress. To make sure all Winter Sales pages and assets were consistent, we sat together to support our work flow.

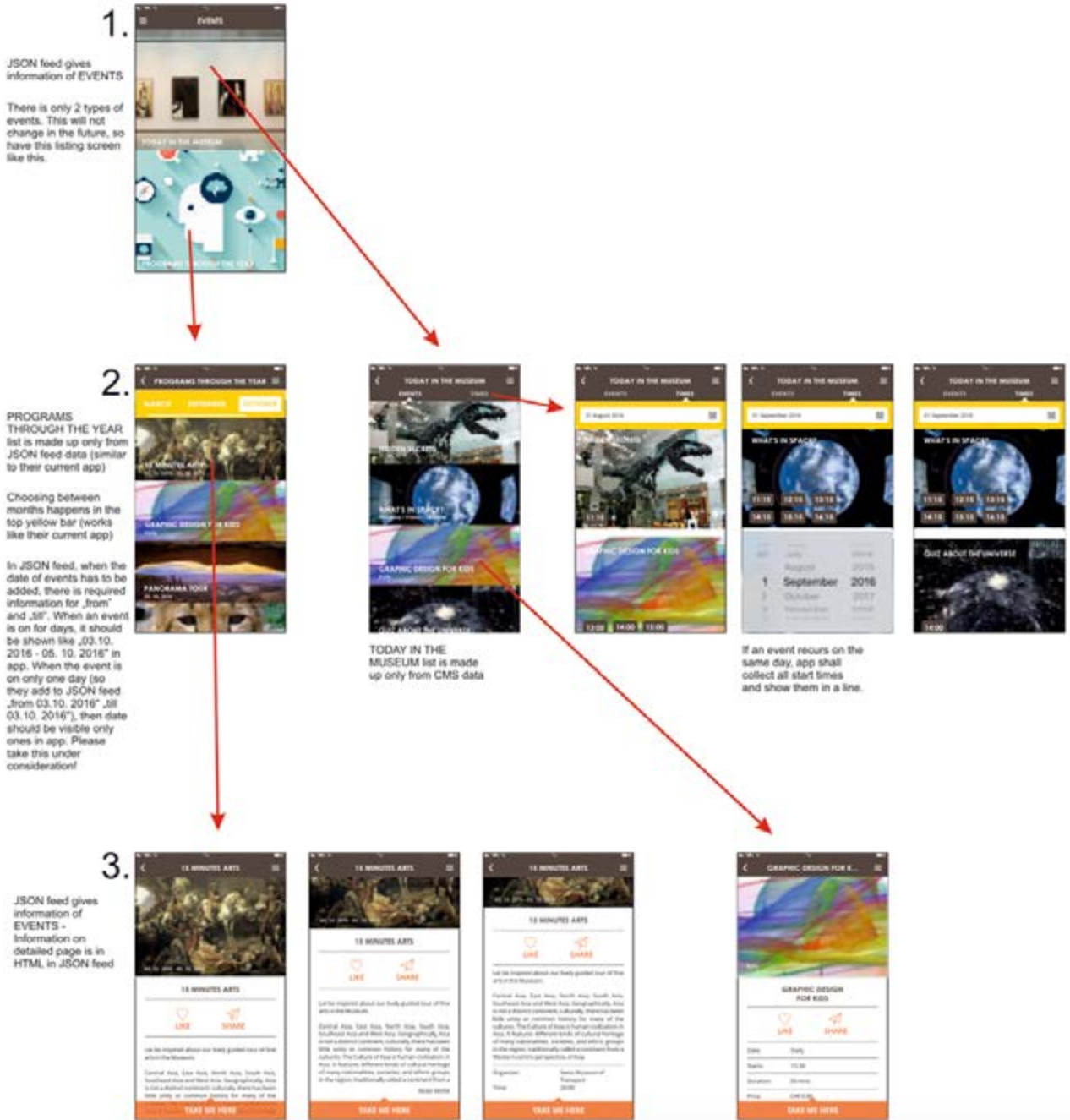


XPONIA

Application design, 2016

Adobe Photoshop, Illustrator, CorelDraw

Xponia AG | www.xponia.com



Goal

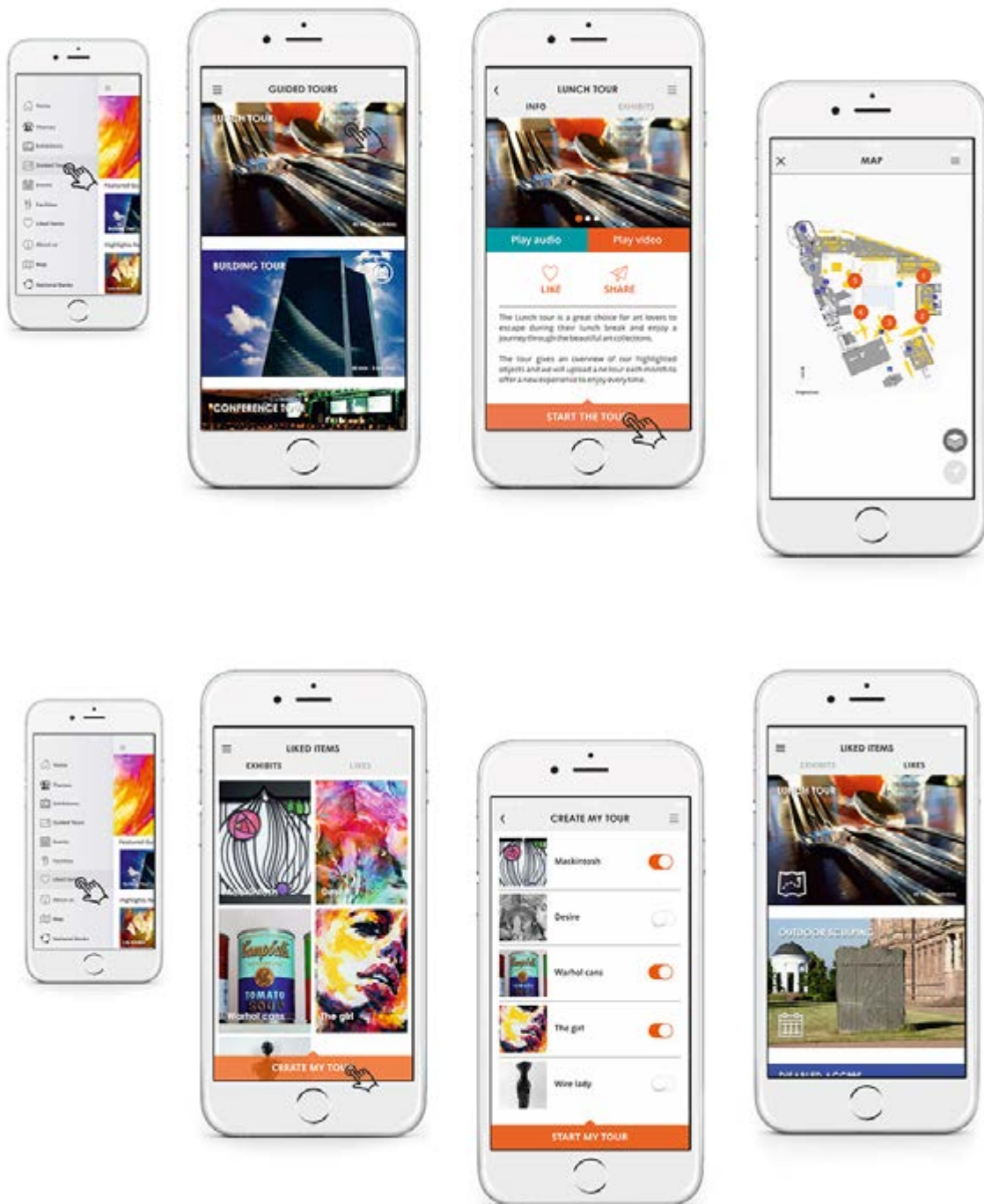
To create a customisable, responsive way-finding application for museums in Android & iOS based interfaces. Downloadable mobile + implemented tablet app to rent out.

Challenge

Building from an existing demo app with no previous design files and no Senior UX Designer guidance. Being responsible for all parts of UI / UX design, while managing the overall product development process, and working with offsite partners on international projects.

Process

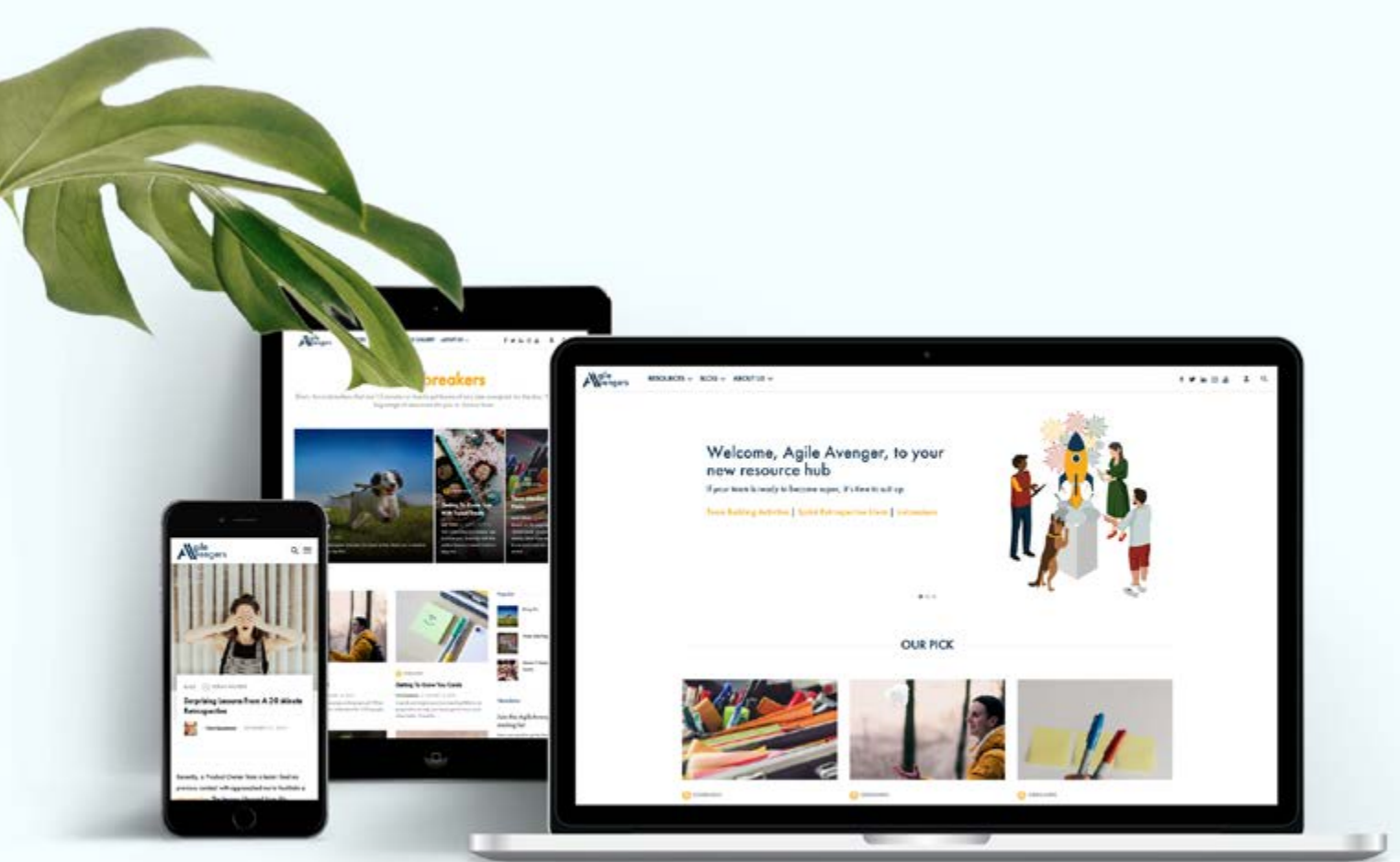
I improved the user-flow for the existing demo app, breaking it down into separate user stories. I defined the required interface, implementing improvements in the wire-framing and mock-up phases of the customisable versions. I set up Kanban boards in Kaiten to manage different tailored app development processes. I also led on-site research and testing sessions with end-users to gather valuable feedback for further iterations.



Biggest design challenge

The biggest design challenge came from having one app for different users. These included museums with different themes (religion, transport, art), as well as users who downloaded the mobile app, and those renting exhibition tablets from museums as well. I had to carefully consider the user age range and level of tech-savviness. I also needed to make sure all museum staff could understand the app and help visitors to understand and use it too.

Although rented devices are only used by visitors in a specific museum or venue, I wanted to make sure people kept the downloaded mobile app on their device. To achieve this, I needed to develop more engagement. My idea was to add a social media share functionality and targeted gamification features to the app. By being able to play quizzes and win vouchers, or like exhibits to create your own guided tour, this formed a successful way to keep visitors focused on the exhibition and generate a much higher engagement rate.



Brand & UX of online hub website, 2019

Adobe Photoshop, Illustrator, Sketch

Agile Avengers |

www.agileavengershub.com

Goal

To create a strong brand identity and a hub, offering tools and knowledge to all who want to evolve into agile “super teams”.

Challenge

As founding members of a start-up, we have to work out everything for ourselves. Every day is different.

Process

We take everything one step at a time, adjusting our understanding based on what is learned, before implementing. Having monthly meet-ups, we manage to get larger volumes of work done faster and more efficiently. Together we plan Spikes before moving into brainstorming, mocking up ideas, iterating, testing, and implementation in WordPress.





Visual communication & social media, 2020

Adobe Photoshop, Illustrator, InDesign, Premier Pro
 Agile Avengers | www.agileavengershub.com

Goal

To support our followers with valuable material that can be used as guidance and help them successfully become more Agile. Using social media to strengthen our brand identity. Developing my design skills, and applying them to a range of different projects.

Challenge

Keeping up-to-date with the agile community and rapidly changing trends. Posting about relevant topics and generating engagement.

Process

Enacting what we teach, we work in 2-week sprints using Trello, slack, Mural and Zoom to keep up with our progress. This is alongside daily scrum meetings. I created and remain responsible for the design library, and surrounding guidelines for illustrations. This makes future post creation quicker and more consistent. I keep challenging myself to try new things and expand my skills. I also gather feedback from fellow team members and followers, exploring analytics and iterating accordingly.



Responsibilities

I am responsible for all design tasks such as UX, brand, visual communication, social media, illustrations, and guide material.

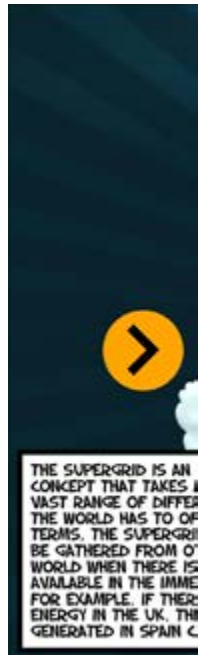
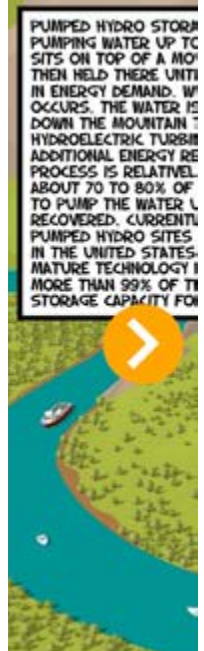
I created an illustration style and an icon set with guidelines, that keep future asset creation consistent.

My favourite part of this job is to create comic strip illustrations, which are short visual guides for agile activities. I genuinely enjoy visualising data and information, especially when this makes it easier for others to understand.

We make vlogs and guide videos too. I look after all editing tasks related to that.

I also taught myself animating and working in HTML.





WHEN THERE ARE
S ON, AND WE ALL SWITCH
SAME TIME. CREATING
MAND? HOW DO OUR
KEEP COPE WITH THAT?

FEAR NOT CITIZENS, THERE IS A SOLUTION TO
THIS PROBLEM. LET US INTRODUCE YOU TO...

... OR SIMPLY SWITCHING ON MORE
POWER PLANTS. UNFORTUNATELY
THOUGH, NEITHER OF THESE SOLUTIONS
OFFERS US A LONG-TERM SOLUTION.

CURRENTLY, ANY SURGES IN OUR ENERGY
DEMAND ARE MET IN ONE OF TWO WAYS
- BY TAKING ADVANTAGE OF SOMETHING
CALLED PUMPED HYDRO STORAGE ...

PUMPED HYDRO STORAGE
PUMPING WATER UP TO
SITS ON TOP OF A MOUNTAIN
THEN HELD THERE UNTIL
IN ENERGY DEMAND. WHEN
OCCURS, THE WATER IS
DOWN THE MOUNTAIN
HYDROELECTRIC TURBINES
ADDITIONAL ENERGY RE
PROCESS IS RELATIVELY
ABOUT 70 TO 80% OF
TO PUMP THE WATER UP
RECOVERED. CURRENTLY
PUMPED HYDRO SITES
IN THE UNITED STATES
MATURE TECHNOLOGY
MORE THAN 99% OF THE
STORAGE CAPACITY FOR

THE SUPERGRID IS AN
CONCEPT THAT TAKES A
VAST RANGE OF DIFFERENT
THE WORLD HAS TO OFFER
TERMS. THE SUPERGRID
BE GATHERED FROM ALL
WORLD WHEN THERE IS
AVAILABLE IN THE IMMEDIATE
FOR EXAMPLE, IF THERE
ENERGY IN THE UK, THEN
GENERATED IN SPAIN CAN



No.7 and No.4 Supergrid, 2015

SketchUp

ZERO-FIFTY | www.zero-fifty.com

Designed and constructed a series of illustrative 3D visualisations that explain how energy can be shared on a global scale.

**ZERO
FIFTY**

Wind Towers, 2015

Rhinoceros, Grasshopper

ZERO-FIFTY | www.zero-fifty.com

Created an architecturally sound structure of a wind tower.



The Plant Guy, 2020

Adobe Illustrator, Photoshop
Branding and logo design for an online, environment-focused, clothing and accessories retail shop, selling sustainable products.



Secret Sauce, 2019

Adobe Illustrator, Photoshop
Logo design for an online food blog.



Logo and branding for Mikrospec Bt. (software company), 2013

CorelDraw, Adobe Photoshop
BSc university project at BME



WEHIVE Acoustical Call Centre Furniture, 2013

SolidWorks, SketchUp

BSc university diploma work

Patented in the EU.

I am responsible for concept, product design, development, prototype testing and complete branding.

Prototype made with TOPAKUSTIK®

