

**UI/UX**  
Designer

**Charmaine  
Kemister-Sheppard**

# About Me

I'm a UI/UX Designer with over ten years in the design industry. My focus is my obsession: creating beautiful user experiences that function with purpose and people love to use. I'm honest, cheeky and passionate about making a difference. I'm known to geek out every so often and love to rock a killer pair of sneakers and dress.

Outside of work I'm building pillow forts, colouring with crayons and creating memories with my little family.

# Show-off Exceptions

Mostly modest, but sometimes not!  
These are the show-off exceptions.

Portfolio

# Comparison Tool Prototype

**Company:** Bupa / Experience Design Team

The Bupa Experience Design Team through user research and testing established they were in need of a health care cover comparison tool. The tool needed to be integrated into the MyBupa interface for existing membership holders to view, compare and change their cover (if desired) at any time without having to speak to a Bupa consultant.

The end results included a step by step navigation to assess the customers needs before comparing their current cover with Bupa's recommendations.

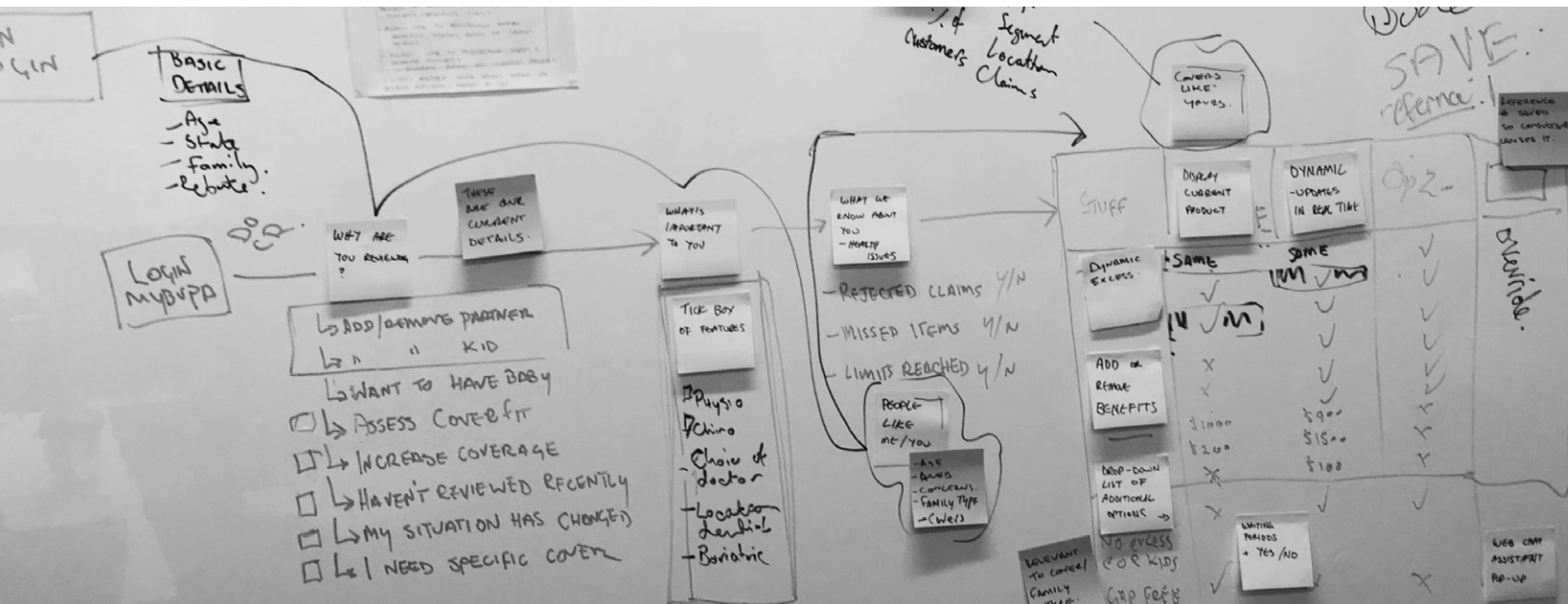
**PROJECT TYPE**  
UI/UX Design

**DESIGNED AT**  
Paper Meets Pixel

**TIMEFRAMES**  
May 2019  
1x Contract Day

**TOOLS OF TRADE**  
Paper + Pen  
Adobe XD  
Adobe Illustrator





## Discover

Leverage and analyse insights, assets and brief supplied by the Bupa Experience Design Team including the customer journey and wireframes shown to the left.

## Define

Following the discovery process collaborative conference calls with the Experience Design Team were made to evaluate, challenge and brainstorm the supplied assets.

Convergent thinking was used to narrow down solution ideas into what was feasible and realistic to define a clear and actionable brief.

Tell us why you might be looking to review your cover..

I would like to add or remove a person	I would like to have a baby	I want to increase my cover
My Situation has Changed	I would like to find the best cover for my needs	I need cover for something specific

**Before we continue...**

We noticed that you've recently had a joint replacement, 68% of members who have had a joint replaced also use Physiotherapy or Chiropractic regularly – are these important to you as well?

**Want to know what types of coverage members like you have?**

Based on data of 1.5 million members this is what members like you use.

Other interesting facts about customers similar to you:

- They mostly live in the outer suburbs of major cities
- Mostly have a car at home
- Mostly have a car at home

Bupa details, Terms conditions, Accessibility etc.

**Your Cover Review is almost done...**

Your health is everything to us, which is why we are asking you to carefully review your updated cover. We want to ensure we are providing you with peace of mind, so it's important for us to let you know how your policy is changing.

Here is how your quote has changed:

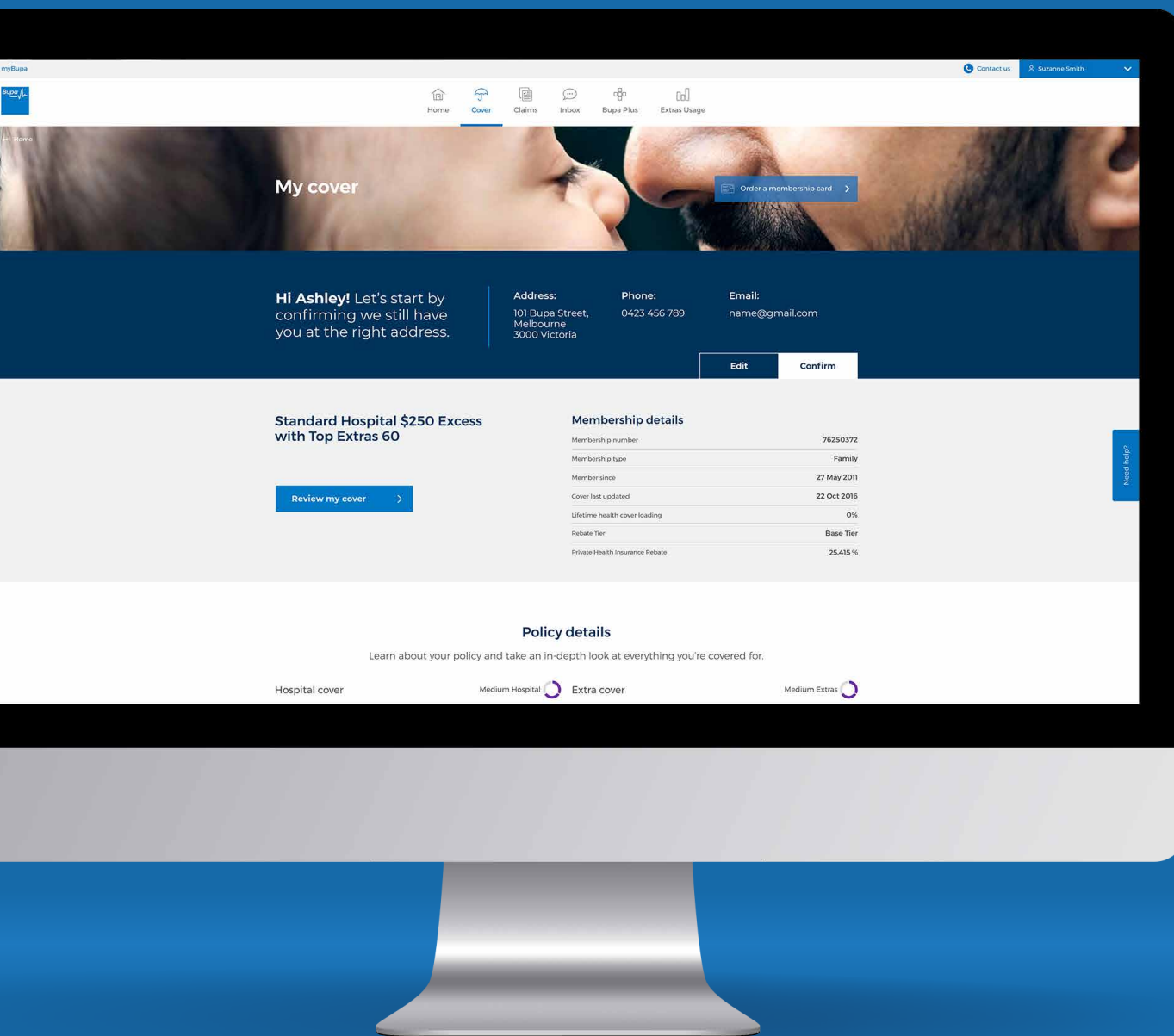
From:  To:

Want to pay nothing for your regular dental check-up and more at Members First Platinum dentists (up to yearly limit)?

THANKS, The Bupa Team

Bupa details, Terms conditions, Accessibility etc.

	Your Current Cover:	Our Recommendations:	Your Quote Reference ID: QRM234
Select your Hospital Excess (€)	One Hospital with \$500 Excess and Your Choice Extras	Top Hospital with \$500 Excess and Your Choice Extras	The cover most people like you hold: Top Hospital with \$500 Excess and Top Extras 60
\$500			+ Select another option
Your Monthly Premium: \$100.00	Monthly Premium: \$120.00 +20 per month	Monthly Premium: \$135.00 +35.00 per month	
Add or Remove Hospital and Medical Cover:	Hospital and Medical Cover:	Hospital and Medical Cover:	Hospital and Medical Cover:
Gold Reimbursement (€)	X	✓	✓
Special Features (€)	X	✓	✓
Health and Cancer (€)	✓	✓	✓
Pregnancy (€)	X	✓	✓
+See More	+See More	+See More	+See More
Add or Remove Extra Benefits	Extra Cover:	Extra Cover:	Extra Cover:
General Dental (€)	\$2000	\$1000	Unlimited
Optical (€)	NMF \$240 MF \$200	NMF \$240 MF \$200	NMF \$240 MF \$200
Physiotherapy (€)	\$700	\$700	\$700
Podiatry	\$500	\$500	\$500
+See More	+See More	+See More	+See More
Special Features	Special Features	Special Features	Special Features
No excess for kids (€)	✓	✓	✓
No day dental for kids	✓	✓	✓
Emergency dental	X	✓	✓
Download PDF	DOWNLOAD PDF	DOWNLOAD PDF	DOWNLOAD PDF
SAVE QUOTE SHARE QUOTE	SELECT	SELECT	



## Develop

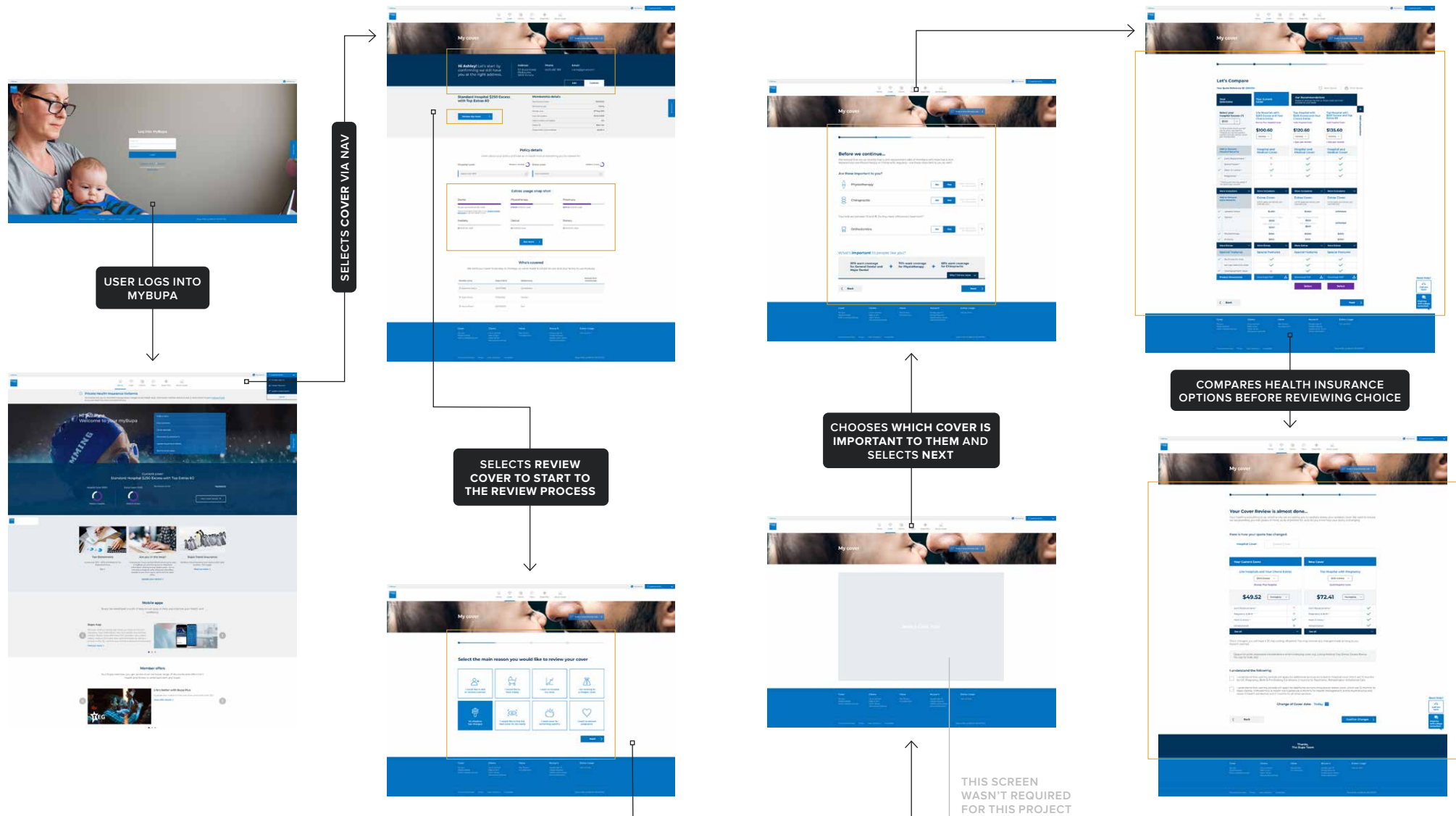
Getting creative and jumping into explore possible solutions for the brief included pen + paper and messy XD artboards.

Here I'm working out which solutions are the best way of doing things. Is the solution meeting every requirement? How complicated is it? Testing and experimenting myself and also with the Experience Design Team.

## Deliver

Narrowing down the solutions a final design was executed. Once approved by the team they were then user tested and small adjustments were made before final handover.

The results were used for internal and user testing. The final design will be designed by Bupa's in-house designers.



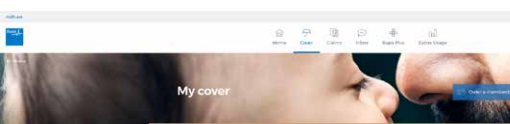
## The Details

In the previous screen users were able to select what they'd like to be covered for using a card sort (not designed for this project). User testing however revealed that often what was important to the user or what was required based on their medical history wasn't always covered. This was generally due to their chosen level of cover or misinterpretation of their own health needs.

A simple toggle between yes and no was chosen to show emphasis of their choice.

The Experience Design Team wanted to include an area where they could showcase what other cover holders like the user/member were covered for. Initially they wanted to add this as a much larger area, however through testing found it only confused some users.

Through exploration and concept narrowing I recommended a banner that when selected ("Why? Tell me more") would slide out to reveal more information.



Are these important to you?



Physiotherapy

No

Yes

Why could this be important

?



Chiropractic

No

Yes

Why could this be important

?

Your kids are between 10 and 18. Do they need orthodontic treatment?



Orthodontics

No

Yes

Why could this be important

?

What's **important** to people like you?

90% want coverage for General Dental and Major Dental

+

70% want coverage for Physiotherapy

+

60% want coverage for Chiropractic

Why? Tell me more



## Compare

Along the top of the compare process a click-able progress bar showed the previous, current and future steps while also allowing the user to navigate between steps they had complete.

The 'Your Current Cover' section indicates the member/users cover level allowing easy review and comparison to Bupa's new recommendations.

The option to remove and add additional cover levels was included at this point to minimise back stepping for change of mind.

Features such as downloadable PDF's and options to print and save the quote allows the user to come back at a later date if needed.

The screenshot displays the Bupa comparison tool interface. At the top, a progress bar indicates the current step in the process. The main section is titled 'Let's Compare' and includes a 'Your Quote Reference ID: QRM234'. Below this, there are four columns representing different cover options:

- Your Selections:** Select your Hospital Excess: (?) \$500. A note explains that this is how much you will pay to when admitted to Hospital as a private patient, applies once per person, twice per membership.
- Your Current Cover:** Lite Hospitals with \$500 Excess and Your Choice Extras. Monthly premium: \$100.60. Bronze Plus Hospital Cover.
- Our Recommendations:** Based on what you've told us, these covers are most suitable for your needs. Two options are shown: Top Hospital with \$500 Excess and Your Choice Extras (Monthly: \$120.60, Gold Hospital Cover) and Top Hospital with \$500 Excess and Top Extras 60 (Monthly: \$135.60, Gold Hospital Cover).

Each recommendation column has a '+ Add comparison' button. The interface also includes a 'Save Quote' and 'Print Quote' button. At the bottom, there are sections for 'More Extras', 'Special Features', and 'Product Documents'.

More Extras	More Extras	More Extras	More Extras
Special Features	Special Features	Special Features	Special Features
✓ No Excess for Kids	✓	✓	✓
No Gap Dental for Kids	✓	✓	✓
✓ Unemployment Cover	✗	✓	✓
Product Documents:	Download PDF	Download PDF	Download PDF
	Select	Select	Select

My cover

Health Management

Your Cover Review is almost done...

Your health is everything to us, which is why we are asking you to carefully review your updated cover. We want to ensure we are providing you with peace of mind, so it's important for us to let you know how your policy is changing.

Here is how your quote has changed:

Hospital Cover Extras Cover

Your Current Cover	New Cover
<b>Lite Hospitals and Your Choice Extras</b>	<b>Top Hospital with Pregnancy</b>
\$500 Excess	\$250 Excess
Bronze Plus Hospital	Gold Hospital Cover
<b>\$49.52</b> Fortnightly	<b>\$72.41</b> Fortnightly
Joint Replacements *	Joint Replacements *
Pregnancy & Birth *	Pregnancy & Birth *
Heart & Artery *	Heart & Artery *
Rehabilitation	Rehabilitation
See all	See all

Once changed, you will have a 30-day cooling-off period. You may reverse any changes made so long as you haven't claimed.

[Space for other important considerations when changing cover, e.g. Losing Medical Gap Bonus, Excess Bonus, No Gap for Kids, etc.]

I understand the following:

☐ I understand that waiting periods will apply for the additional services included on hospital cover which are 12 months for IVF, Pregnancy, Birth & Pre-Existing Conditions, 2 months for Psychiatric, Rehabilitation & Palliative Care.

☐ I understand that waiting periods will apply for the additional services included on extras cover, which are 12 months for Major Dental, Orthodontics, & Health Aid Appliances, 6 Months for Health Management, & Hire maintenance and repair of health aid devices and 2 months for all other services.

Change of Cover date: Today

Back Confirm Changes

Need help? Call the team or visit our website

Thanks, The Ripa Team

Cover	Claims	Extras	Accounts	Access & Support
Medical Cover Dental & Orthodontics	See all conditions See all services See all exclusions	See all services See all exclusions	Change cover Change excess Medical Cover extras Health Management	See all services

Terms and conditions | Privacy | Contact us | Feedback

Build your cover | 01 800 00 00 00

Here is how your quote has changed:

Hospital Cover Extras Cover

Your Current Cover	New Cover
<b>Lite Hospitals and Your Choice Extras</b>	<b>Top Hospital with Pregnancy</b>
\$500 Excess	\$250 Excess
Bronze Plus Hospital	Gold Hospital Cover
<b>\$49.52</b> Fortnightly	<b>\$72.41</b> Fortnightly
Joint Replacements *	Joint Replacements *
Pregnancy & Birth *	Pregnancy & Birth *
Heart & Artery *	Heart & Artery *
Rehabilitation	Rehabilitation
See all	See all

I understand the following:

- ☐ I understand that waiting periods will apply for additional services included on hospital cover which are 12 months for IVF, Pregnancy, Birth & Pre-Existing Conditions, 2 months for Psychiatric, Rehabilitation & Palliative Care
- ☐ I understand that waiting periods will apply for additional services included on extras cover, which are 12 months for Major Dental, Orthodontics, & Health Aid Appliances, 6 Months for Health Management, & Hire maintenance and repair of health aid devices and 2 months for all other services.

Change of Cover date: Today

Back

Confirm Changes

## Almost Done

Once a user has selected a new level of cover a snap shot of the current and new cover are shown side by side highlighting how the cover will change.

Here the user can except and change the cover as of a selected date and confirm changes.

# Day Stay Experience Map

Company: Bupa / Experience Design Team

Bupa's Experience Design Team wanted to visually show a possible customer experience members might have for a day procedure. The team provided the customer actions, emotional journey, customer feelings, pain points, touch points and desired outcomes content to be included into the final A0 poster design.

Visually representing this experience called attention to the areas where Bupa's involvement was both done well and lacking. Additionally it revealed opportunities for Bupa to be more involved improving their members overall experience.

## PROJECT TYPE

Graphic/UX Design

## DESIGNED AT

Paper Meets Pixel

## TIMEFRAMES

July 2019

3x Contract Days

## TOOLS OF TRADE

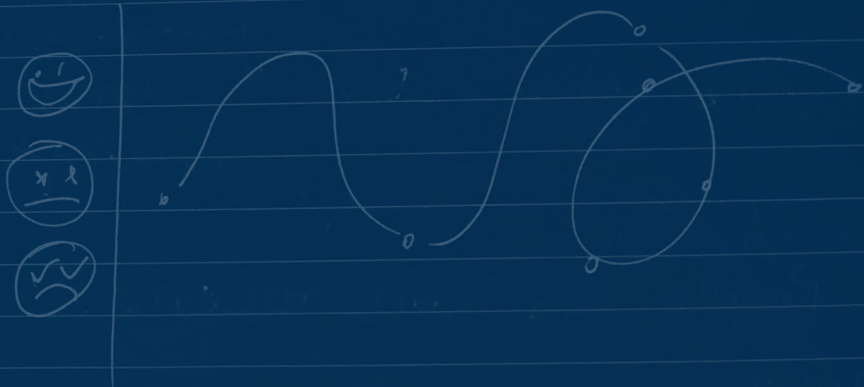
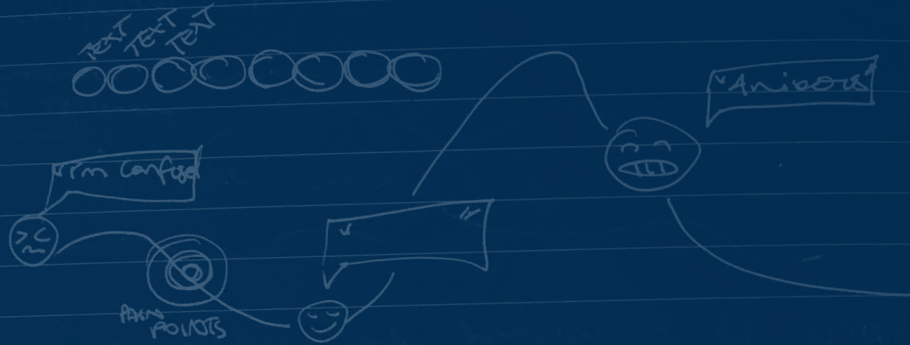
Paper + Pen

Adobe Illustrator

Pain Point (🌀) User led to show the clearly.



Touch Points

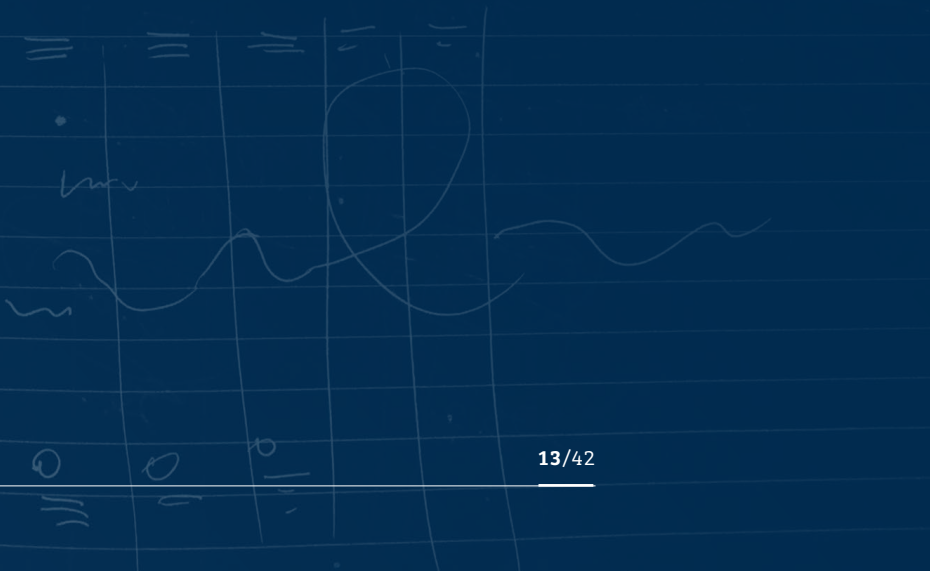


1-10-11 60105777

## EXPERIENCE MAP

### Discover

A few sketches created while developing solutions best suited for the project.



## Day Stay Experience Map

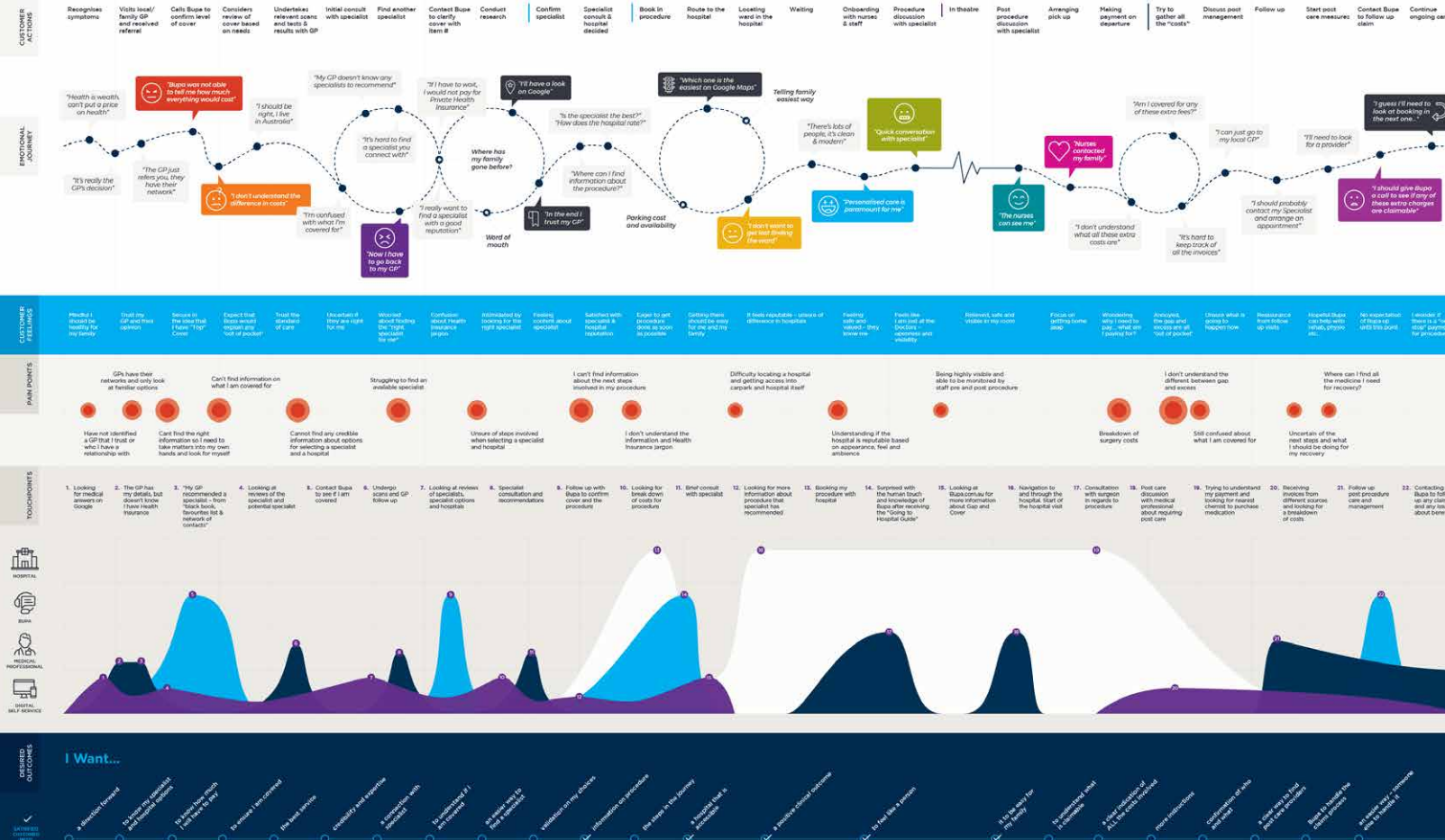
Example of a possible customer experience for a day procedure



### Pre-Procedure

### At Hospital

### Post Care



## Deliver

The final design provided was to be printed in A0 format and showcased at a conference.

# Booking POS Platform

**Company:** Booking Boss

Booking Boss needed a fresh new interface to streamline bookings for their online booking POS platform. The platform allows distributors to sell tours, activities, classes and attractions direct to travellers in a streamline process while allowing for real time availability and pricing.

The redesign leveraged customer and company insights (supplied) to ensure the booking process was more efficient to use decreasing booking times while also incorporating new features their clients had requested through their user research.

**PROJECT TYPE**  
UI/UX Design

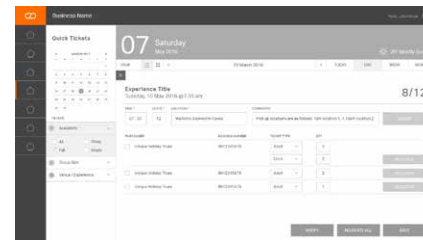
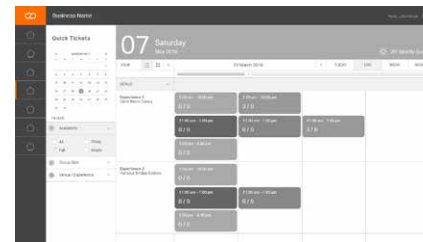
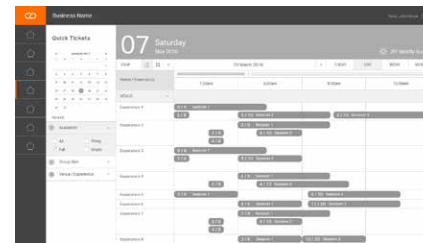
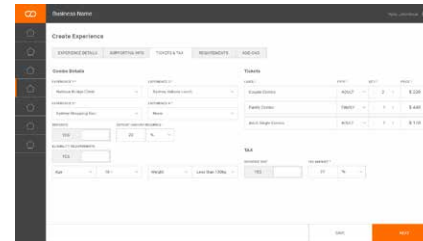
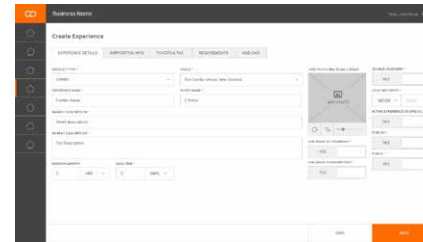
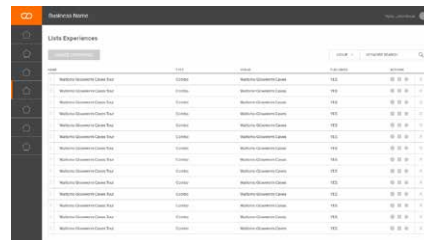
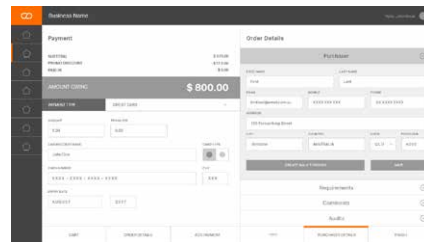
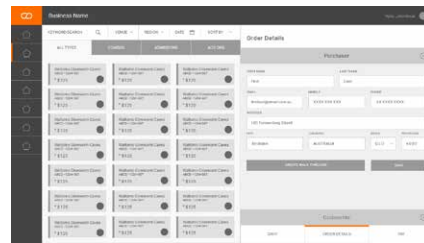
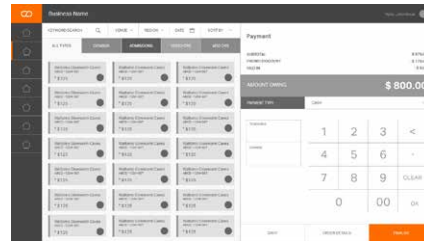
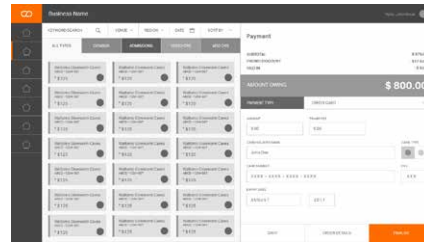
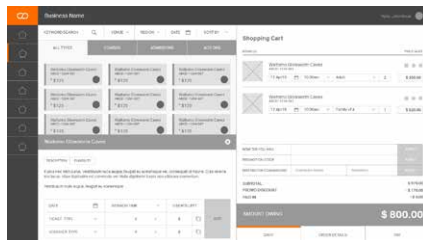
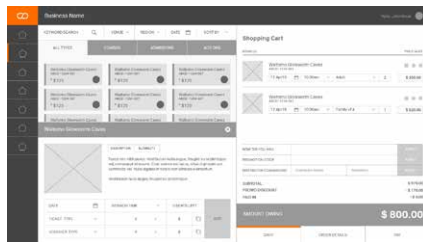
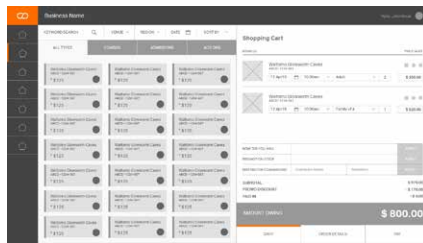
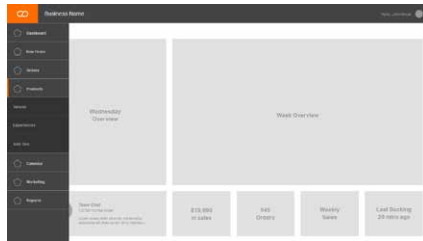
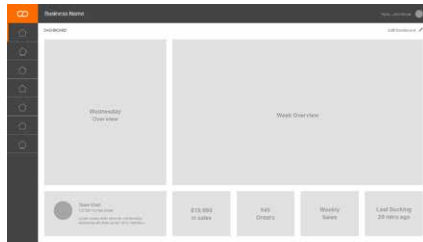
**DESIGNED AT**  
Paper Meets Pixel

**TIMEFRAMES**  
April - May 2016  
6 weeks, 3 days a week

**TOOLS OF TRADE**  
Paper + Pen  
Adobe Photoshop  
Adobe Illustrator







## BOOKING POS PLATFORM

### Deliver

The narrowed down solutions were then executed into high-fidelity wireframes for approval and testing.

Once approved the wireframes were taken through to a first stage design.

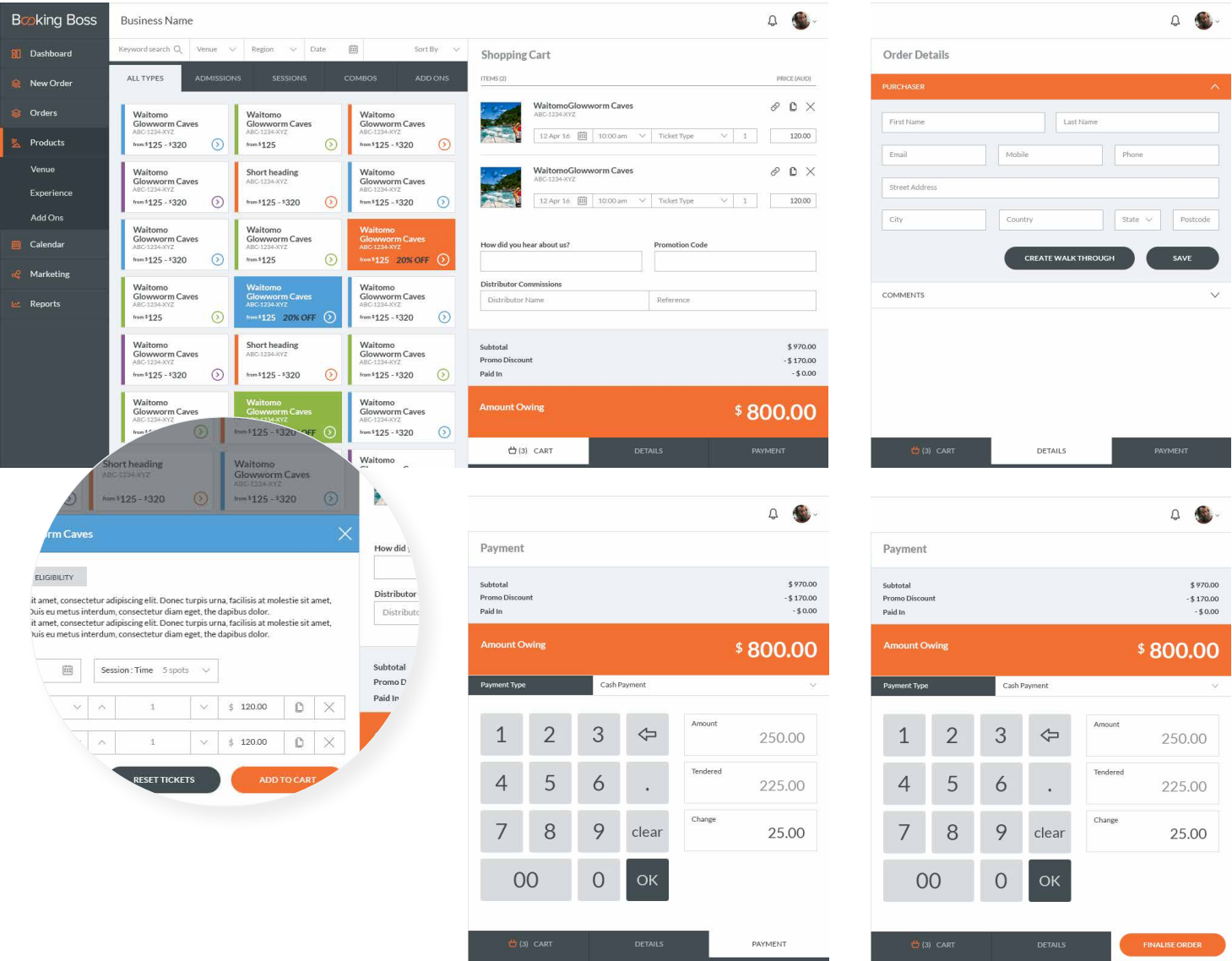


## The Dashboard

The dashboard was designed to be a quick look area for the tour vendor or agent.

The bar graph approach broke down the booked and available seats using colour shades while the contrasting hues differentiated the types of experiences the vendor had running that day.

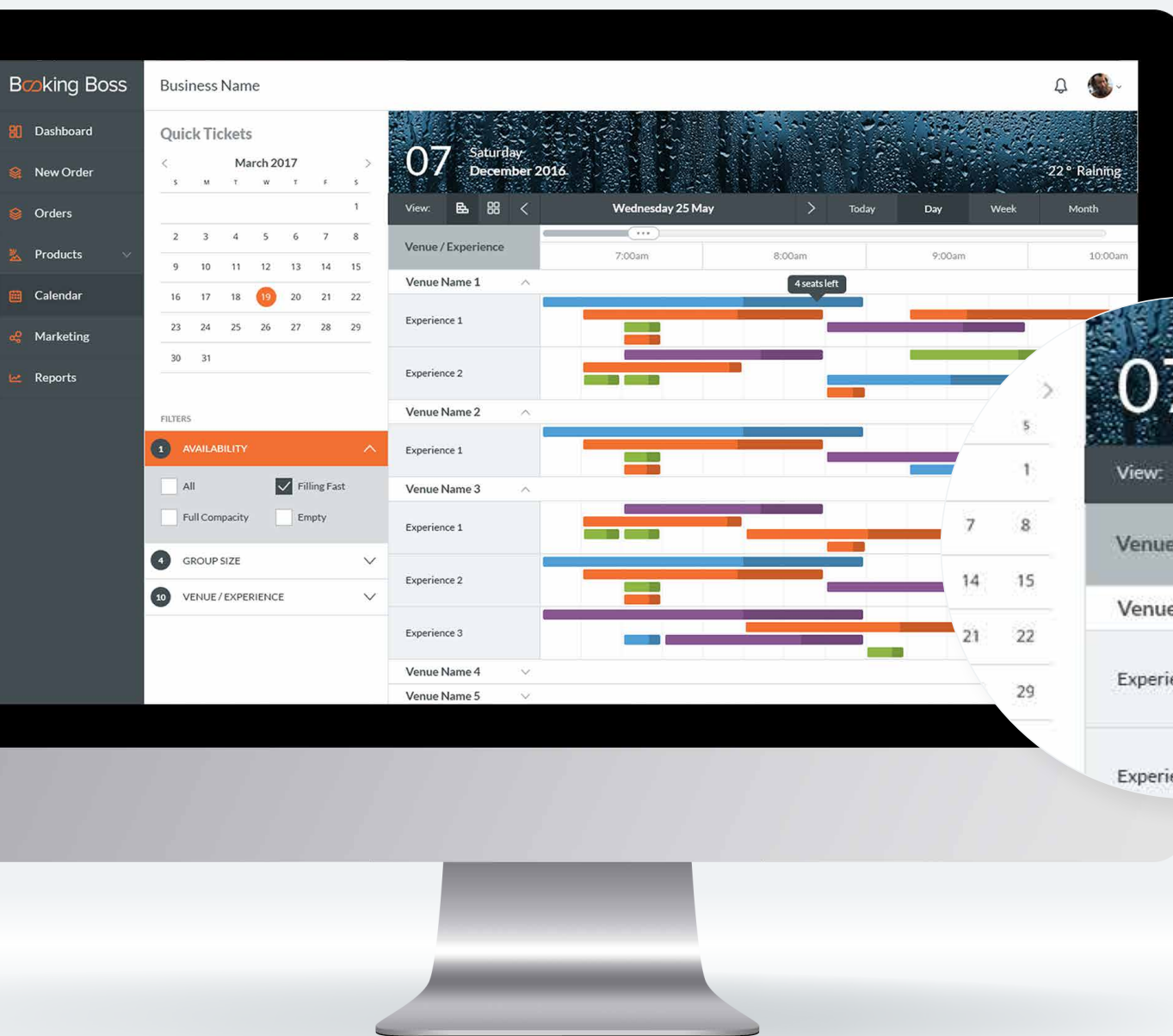
The dashboard also keeps staff up to date with the most recent staff communications.



Booking Process

Through selecting an experience tile further information slides up from the base of the screen (image in circle). When an experience is added to cart the shopping cart panel appears to the right.

This panel stays open while the tiles scroll vertically.



## Calendar

Through the calendar tab the tour agents can see up coming tours for each vendor, availability and also view live weather updates for their current location.



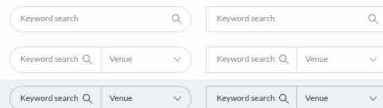
## Colour palette



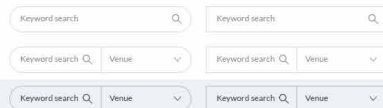
## Buttons



## Search &amp; Filters Floating



## Search &amp; Filters Anchored



## Typography

## H1 / Page Title

## H2 / Section Heading

## H3 / Product Title

## H4 / Product Title Headings

Body Text Intro / Bold  
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacina odio sem nec elit.

Body Text  
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacina odio sem nec elit.

Body Text Link  
[Cum sociis natoque penatibus et](#)

Cum sociis natoque penatibus et magnis dis parturient montes nascetur ridiculus mus.  
- John Smith, CEO & Founder

Small Text  
Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacina odio sem nec elit.

## Forms

Text input

Details Added

Input with success

Input with warning

Input with error

Combo

Combo

General Admission

Session

Combo

Add ons

default disabled checked

default disabled checked

ON OFF

## Pop Overs

Popover 1

Popover 2

Popover 3

## Alerts

Success! Your form has been sent.

Warning! Fields required.

Error! Check your entry and try again.

Important! Select minimum 2 events.

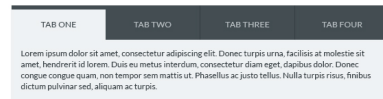
Success! Your form has been sent.

Warning! Fields required.

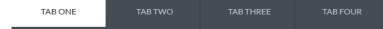
Error! Check your entry and try again.

Important! Select minimum 2 events.

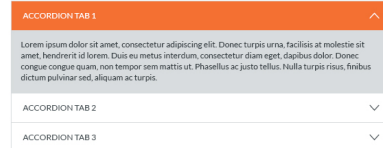
## Tabs Page



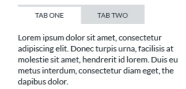
Tab content text



## Accordion



## Tabs in Body Content



## Photo Styling



## Dragable Scroll Bar



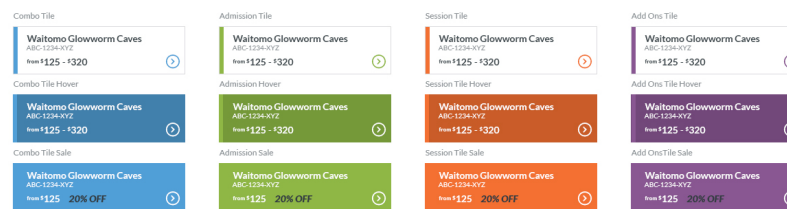
## Dragable List

Extra Long Product Name	Type	Extra Long Venue Name	YES				
Extra Long Product Name	Type	Extra Long Venue Name	YES				
Extra Long Product Name	Type	Extra Long Venue Name	YES				

## Standard List

Extra Long Product Name	Type	Extra Long Venue Name	YES				
Extra Long Product Name	Type	Extra Long Venue Name	YES				
Extra Long Product Name	Type	Extra Long Venue Name	YES				

## Product Tile



## UI Kit

Due to the complexity of the project a UI kit was also designed to assist the developers with the build.

# White Label Party App

**Company:** Booking Boss

With Booking Boss specialising in the booking software and checkout processes they were approached by a well known entertainment and arcade company to create a mobile focused white label booking/checkout interface.

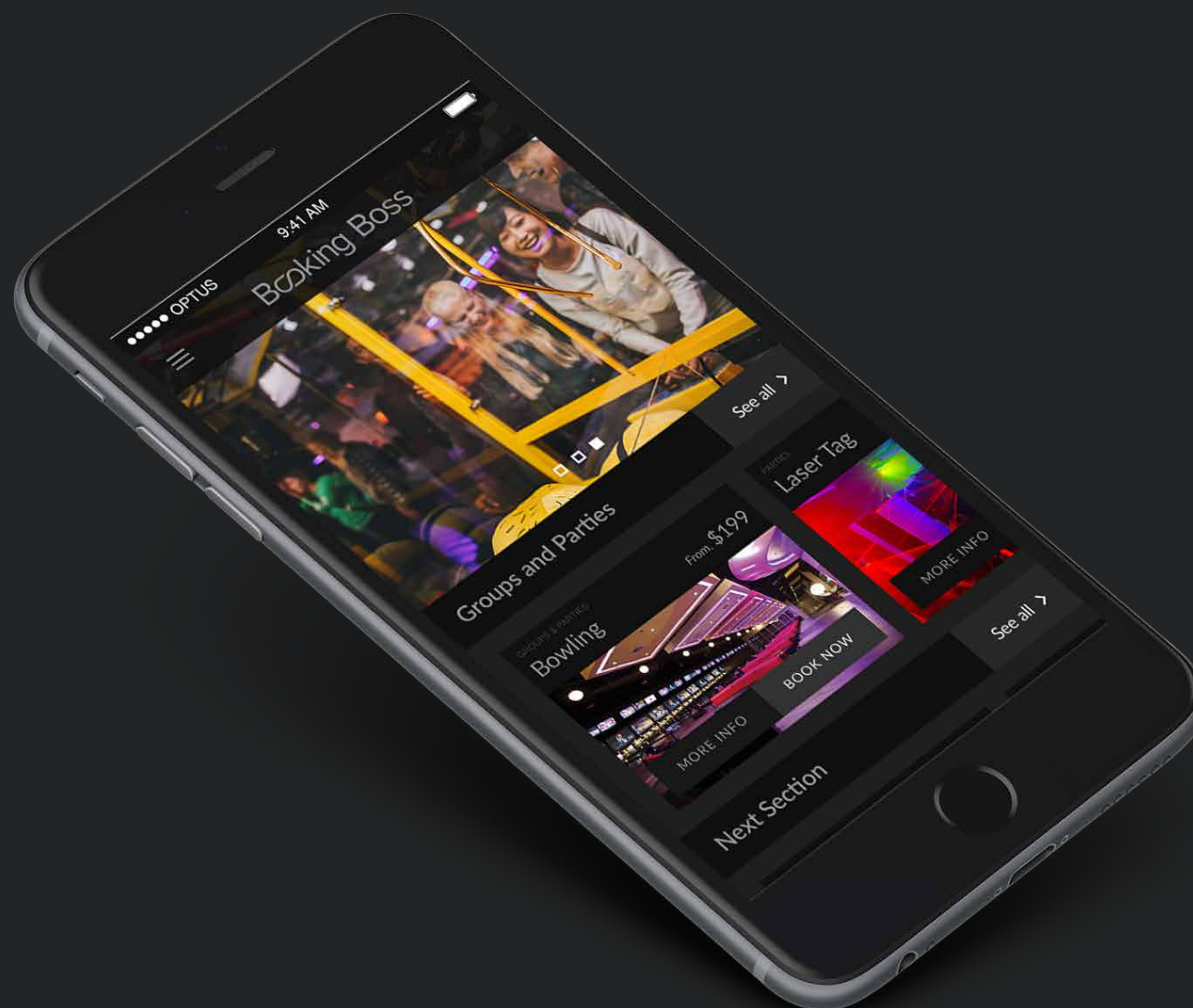
As a first pass for presentation, a set of 12 screens were created in 3x colour schemes based on wireframes provided.

**PROJECT TYPE**  
UI/UX Design

**DESIGNED AT**  
Paper Meets Pixel

**TIMEFRAMES**  
December 2017  
30 hours

**TOOLS OF TRADE**  
Paper + Pen  
Adobe Photoshop



## Execution

With a tight deadline and basic wireframes, understanding the booking/checkout process was crucial to making sure the design process ran smoothly.

While the UX was provided challenges were made with some successful alterations made before implementing the design stage.

Shown to the left in the dark theme is the landing page where users can choose the type of booking they'd like to make (groups, parties, bowling, laser tag etc).

## Additional Screens

A few screens from the checkout process shown in the dark theme.



## Themes

Once the screens were finalised in the dark them, a light and colour version were created to show how the design could be adapted to other brands within the white label product.



# UI Website Design

**Company:** McGarry Partners

McGarry Partners wanted to redesign their website and bring a fresh angle to McGarry's accounting and financial services. Working along side a developer I was brought on to design the UI /UX for the new site.

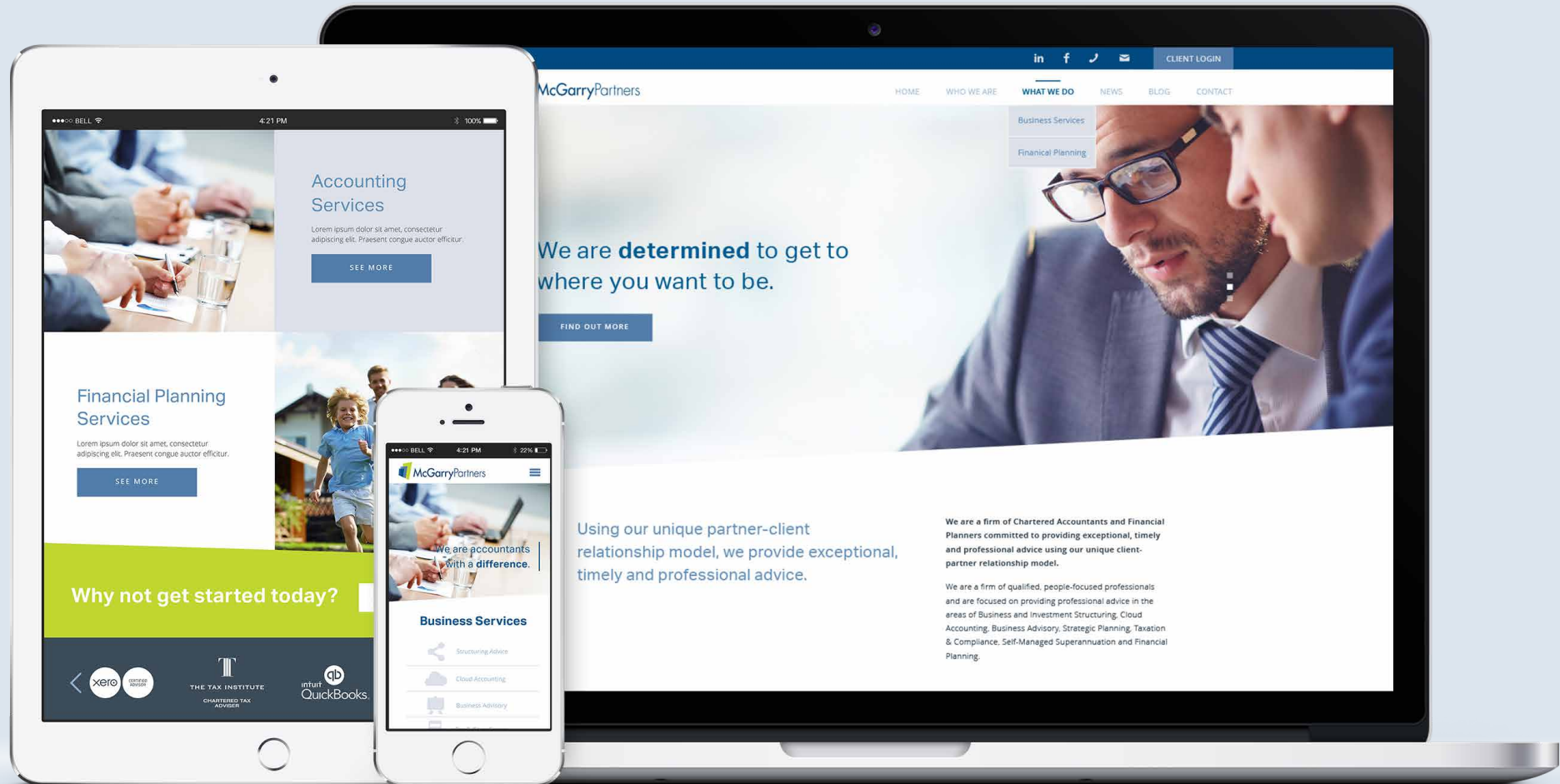
With an existing logo in a place a new approach was taken to how the colour palette was used. Taking the vibrant green from the logo colours, bold call to actions were created and photography choices were made with the brand colour palette in mind.

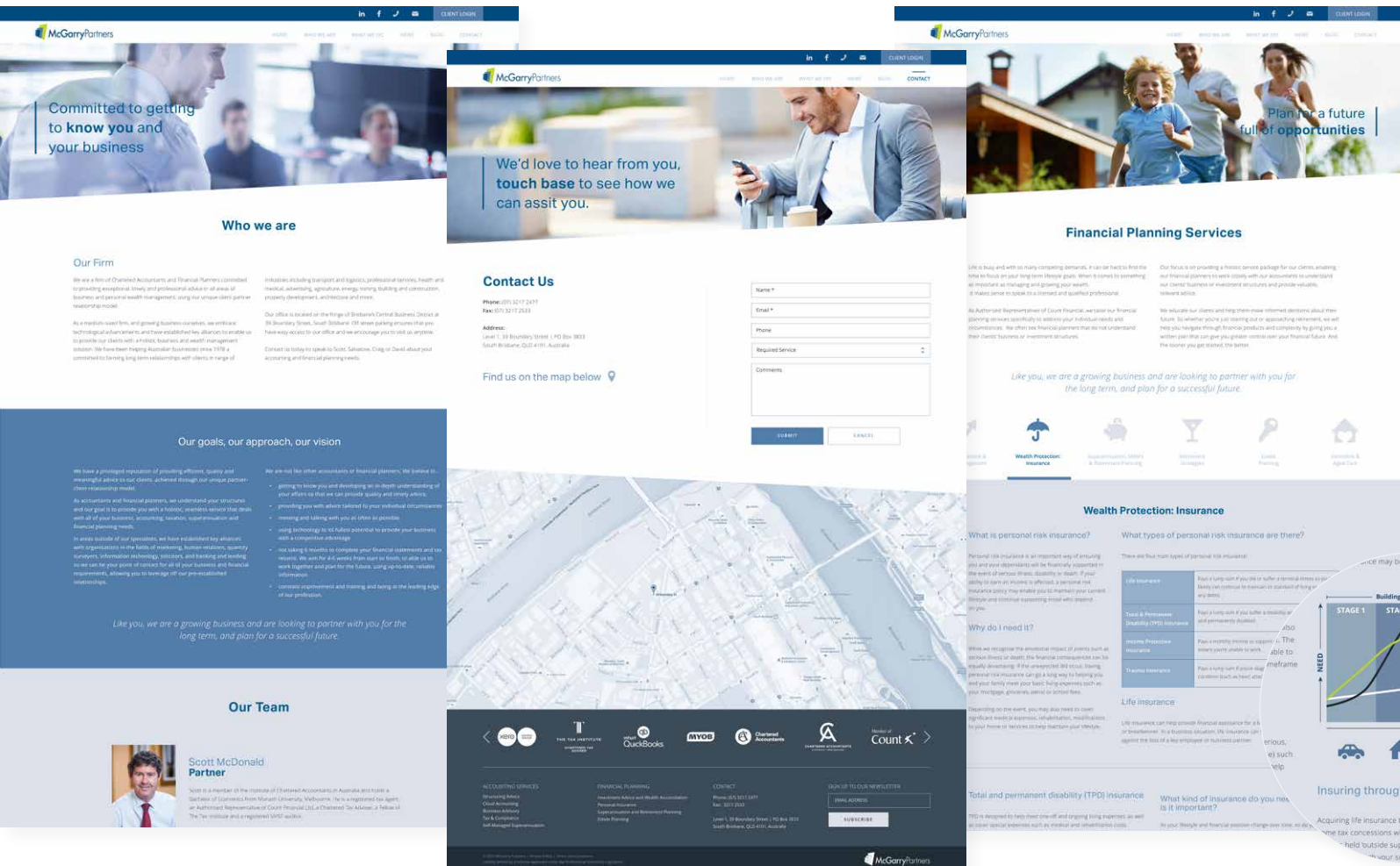
**PROJECT TYPE**  
UI/UX Design

**DESIGNED AT**  
Paper Meets Pixel

**TIMEFRAMES**  
March 2016

**TOOLS OF TRADE**  
Paper + Pen  
Sketch  
Adobe Photoshop  
Adobe Illustrator





## In The Details

The McGarry Partners logo featured angular shapes which inspired the angles used throughout the hero images on each page, the contact map and call to actions.

A set of icons were created for both financial and accounting services to further breakdown content for users to find specific information more easily.

# Wotif Logo Refresh

While working for Wotif Group (now Expedia) the UXI team including myself were given the opportunity to rebrand Wotif.com. Briefed by the marketing team the requirements were to refresh the logo while removing the domain, including some form of bubble device and keeping with the iconic green colour palette.

Each team member worked separately on concepts before coming together for critique and feedback. Through convergent thinking the concepts were narrowed and refined until a final option was chosen and released by Expedia in early 2015.

**PROJECT TYPE**

Logo Design

**DESIGNED AT**

Wotif Group/Expedia

**TIMEFRAMES**

November 2014

**TOOLS OF TRADE**

Paper + Pen  
Collaboration  
Adobe Illustrator

**wotif.com**

OLD LOGO



## Out With The Old

The Wotif.com logo was tired and dated having only changed minimally over the 14 years. Having said this a timeless logo doesn't necessarily need to change, however, the Wotif.com logo was anything but timeless with multiple use challenges.

While the logo was recognisable in the market the brand was in need of a refresh.



wotif.



## The Logo

The final logo released by Expedia in early 2015.

The logomark featured Canaro typeface which formed the shape base of the bubble device. While it was a brief requirement to include a bubble device the idea behind the bubble placement is that of dreaming 'wotif'.

The simplicity, humanistic typeface and weight of the design hinted to the playful brand voice while also allowing the logo to be reversed on inspirational photography across brand materials and advertising.



# TEEG Logo + Guidelines

**Company:** Timezone

While working with Timezone on other projects they approached me to create the logo and brand foundations for TEEG.

TEEG is positioned as one of the world's largest Family Entertainment and Edutainment Centre groups with leading operations across Asia Pacific. With a portfolio of brands the logomark needed to compliment their other brands while standing strong as a group.

## PROJECT TYPE

Logo/Brand Design

## DESIGNED AT

Paper Meets Pixel

## TIMEFRAMES

January 2018  
30 hours

## TOOLS OF TRADE

Paper + Pen  
Adobe Illustrator  
Adobe InDesign



## Brand Guidelines

The logomark chosen features typography with a rounded approach that still retains a strong and corporate appearance.

The red arrows represent growth, moving up and forward and the connected brands.

Logo alternatives, colour palette, logo colour breakdown, typography and brand graphics were all outlined to ensure a coherent brand across all media.



# Brand Refresh

**Company:** Origami Globe

Specialising in the running of competitions to further brand awareness and engagement for small and large scale businesses, Origami Globe was in need of a brand refresh that would take them to the next level.

With an existing brand in place that was familiar with existing clients and their social following the brands recognisable bold colour palette was embodied in the new brand foundations.

The final logomark combined subtle origami fold details and the word 'Globe' wrapping around a circular axis suggestive of the world/globe.

**PROJECT TYPE**

Logo/Brand Design

**DESIGNED AT**

Paper Meets Pixel

**TIMEFRAMES**

June 2017

24 hours

**TOOLS OF TRADE**

iPad Pro

Adobe Illustrator

Adobe InDesign



OLD LOGO

## Concepts

Brainstorming and exploration was then carried out with sketches using an iPad Pro. Through meticulous thought and referring back to the brief, concepts were narrowed down and refined before a final logomark was chosen.

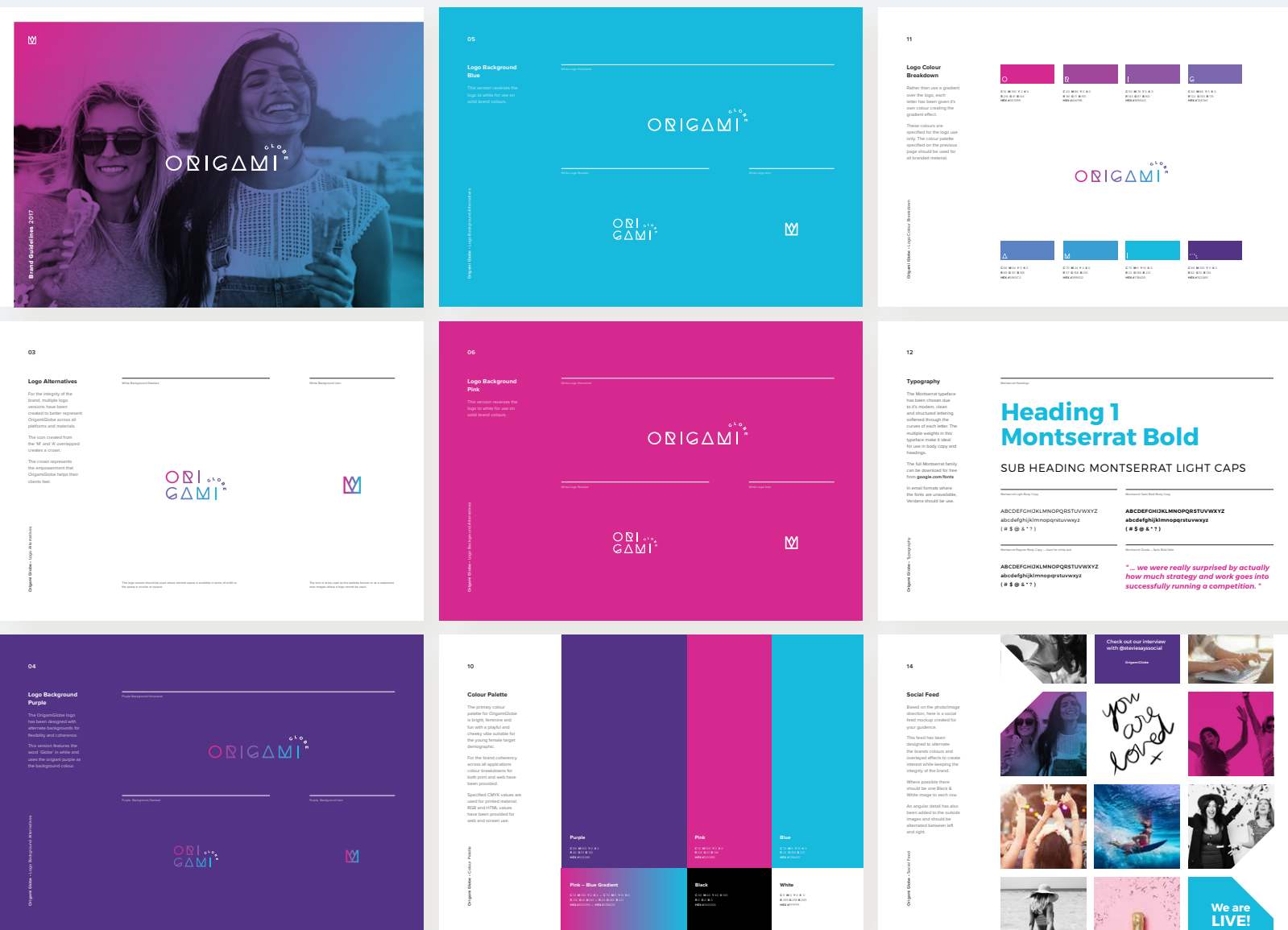
# ORIGAMI<sup>GLOBE</sup>

## Brand Guidelines

With a final logomark chosen the brand foundations were then outlined within the Brand Guideline document to ensure consistency of the brand continued.

For the integrity of the brand multiple logo versions were created including a crown icon which blended the letters 'M' and 'A' from the logomark. The crown embodies the empowerment they give their clients when working together.

The colour palette, logo colour breakdown, typography and imagery/photography were also outlined to ensure a coherent brand across all media.



# **Thank you**

**Want to get in touch? Contact me below.**

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# Thank You