Jules
UX designer

Hi I'm Julio César,
This is my portfolio.

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About me

My name is Julio César, I graduated as a Graphic Designer from the University of Guadalajara. I have over 8 years of experience designing user interfaces, websites and branding; I have worked in different industries, from printing and advertising to information technologies.

My first experience with UX/UI related projects was at Integranet, a small software company specialized in Windows-based applications. My participation required that I research about the users involved and empathize with them, so later, the UI could accomplish the task goal.

I enjoy teamwork and work for objectives, I always look for ways to improve the quality and efficiency of my performance in the company and overall I'm reliable and committed.

My design process

I consider myself to be flexible and, since each company has it's own set of circumstances, I have played different roles in the overall design process of the software or websites on which I was part of.

My focus is always user-centered, while also looking where user needs and business goals overlap. Being honest, analytical, proactive and above all ethical, those are my core values when I work in a project.

1

Research
Gain knowledge of business goals, users, context, technologies, gather user data, research competitive products, conduct interviews.

2

Thinking
Build personas based on gathered data, do card sorting exercises, create project's brief, use cases, navigation models and user stories.

3

Sketching
Draw the layouts of each step of the user flows encountered, using only typography, composition, hierarchy, shapes and size. This helps us find high-level issues.
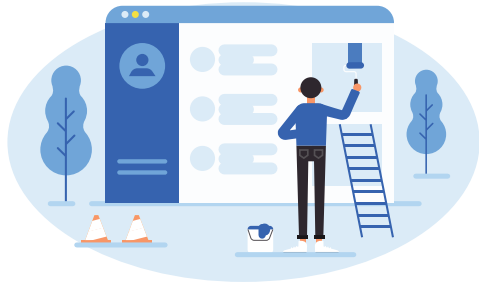
4

UI design
Based on previous sketches, apply color, content, imagery, etc. validating the idea with full detail. The resulting mockups present the look and feel of the project.

5

Test
Validate further if it matches the initial concept, user needs and business goals. Test, update and repeat are part of this since anything can change over time.

Companies I worked with

Great ideas aren't industry specific. I have worked with companies of all scopes and sectors to create better experiences through design. Whether an adventurous startup or established global presence, the same level of detail and quality is delivered.

ALBARRAN

Galaxıs
Cloud software

EMPAQUES ESPECIALES
Todo de Papel y Cartulina

SIO | Consultores
Agregando valor a tus procesos

iGalen

hp

Jalisco
GOBIERNO DEL ESTADO
Educación

Bimarena
Maestría en Ciencias en
Biosistemática y Manejo de
Recursos Naturales y Agrícolas

tricolor

Case studies

- HP Virtual Agent
- Tricolor plus
- Tricolor landing pages
- Internal operations software
- Texakoma's CRM
- Galaxis ERP

Case study - HP Virtual Agent

HP's self-service solution for customers who want quick answers to common troubleshooting issues.

The Story

Nowadays, new tools arose to simplify the interaction between customers and brands, chatbots or virtual assistants. HP's self-service solution, Virtual Agent, empowers customers to solve IT issues of their HP devices.

Some Virtual Agent capabilities are step by step tutorials, product information, warranty check and other subscription services (Instant Ink and Smart Friend).

The main concern around this project was to make VA's solutions efficent and simple to understand, due to the variety of HP's customers. Another challenge was to keep the answers natural (human-like) and semantic, since there are multiple factors to consider like device type, warranty, region, language or previous issues.

Responsibilities

- Heuristic review
- Benchmarking
- User research
- Statistics analysis
- Wireframing (LF & HF)

Case study - HP Virtual Agent

## Project's highlights

Constant customers sessions review
Sometimes, VA showed a success rate drop on certain topics, to identify the cause, some sessions were manually reviewed using an analytics platform. That way, it's possible to track hard to follow steps or unnatural answers to specific issues.

Overly complex tutorials
The user base is diverse but, there were some step by step solutions that required a mid to high level of IT proficiency. To improve that, the content of certain dialogs was updated to something more approachable and some of the complex tasks were moved to automated processes (one click fixes).

VA poor marketing and advertising
Since VA launch, most of the bot capabilities were vague to customers, a propper campaign and intuitive banners were required. The first phase (in progress of being implemented), was to do an A/B test with concepts that could communicate at glance the core idea of Virtual Agent.
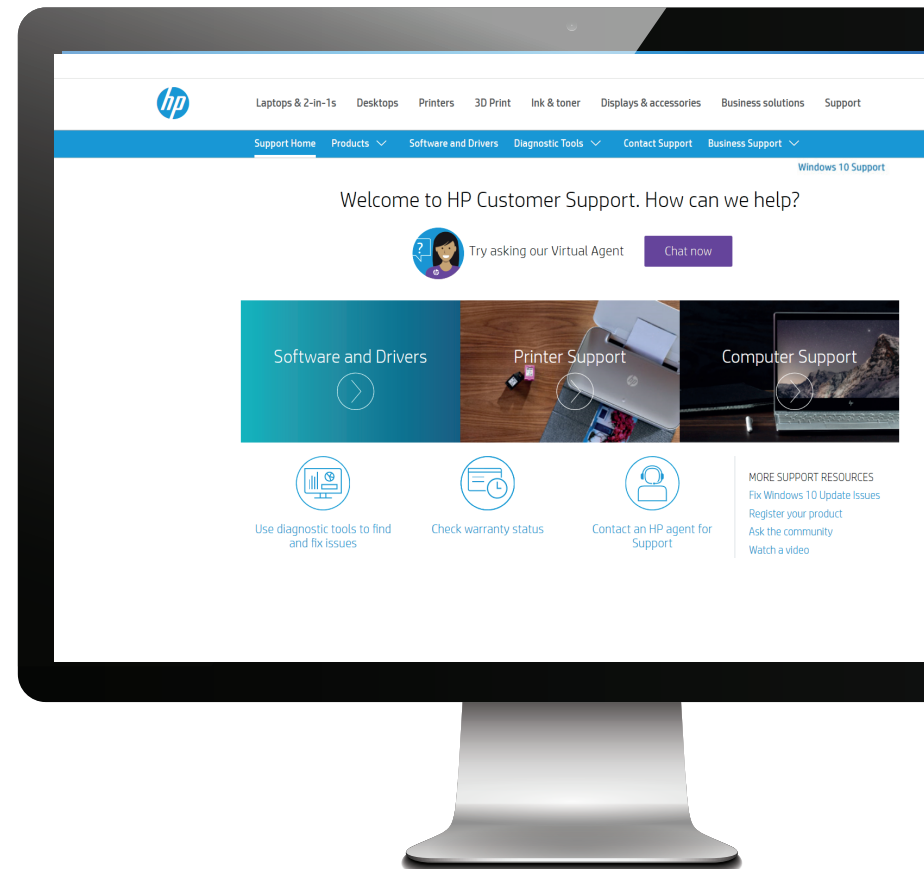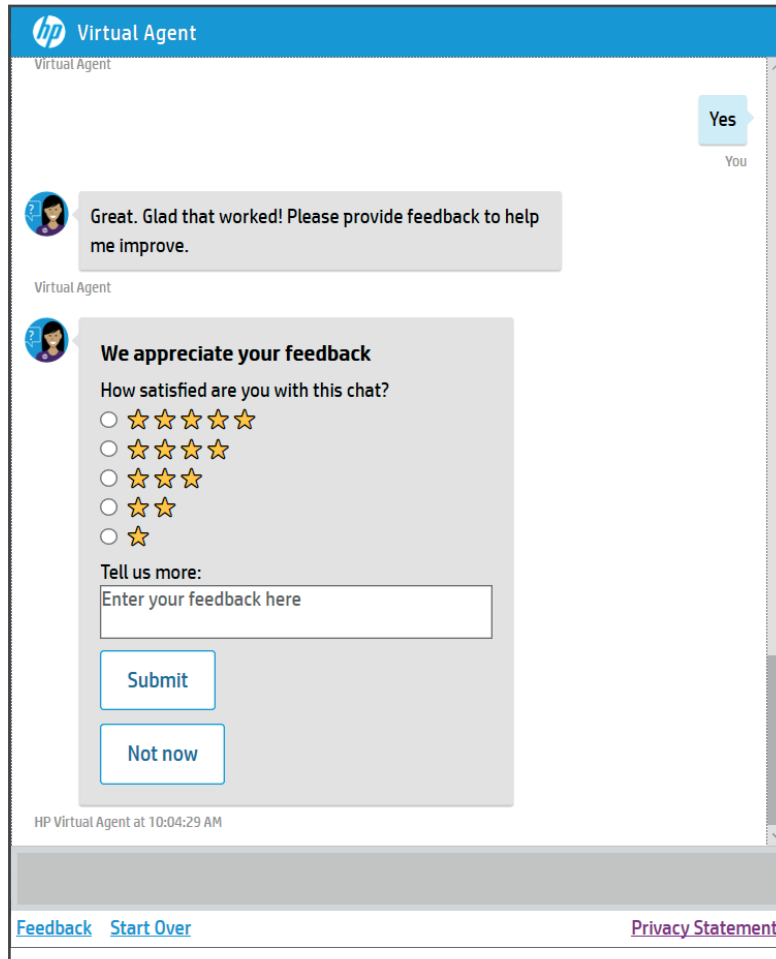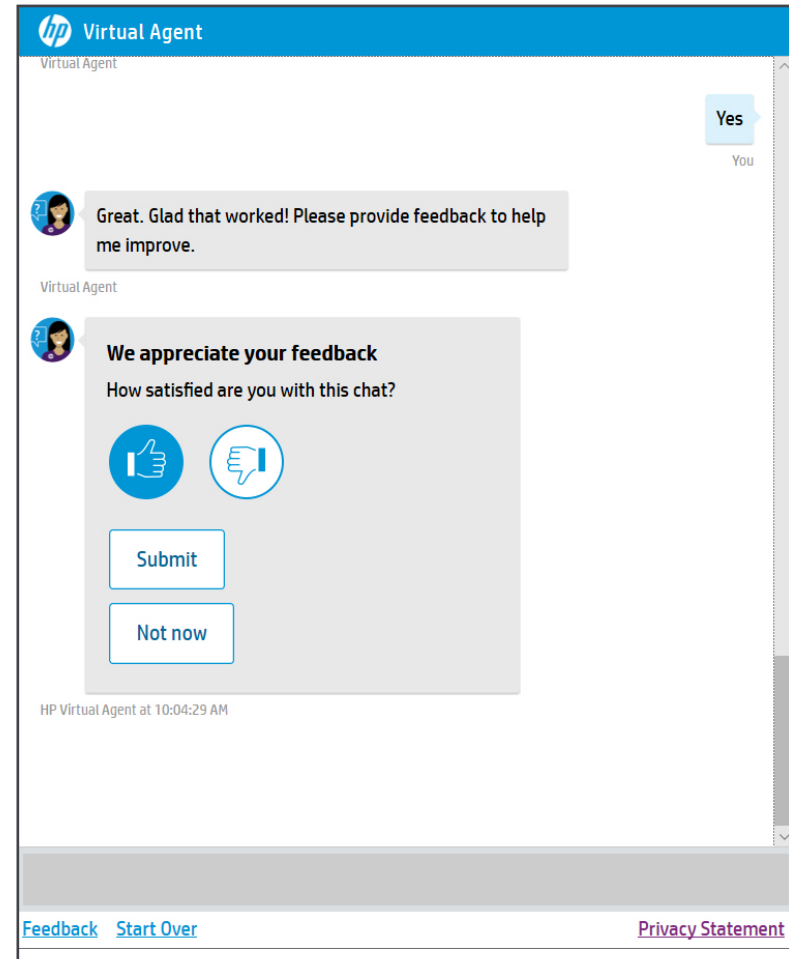
Case study - HP Virtual Agent
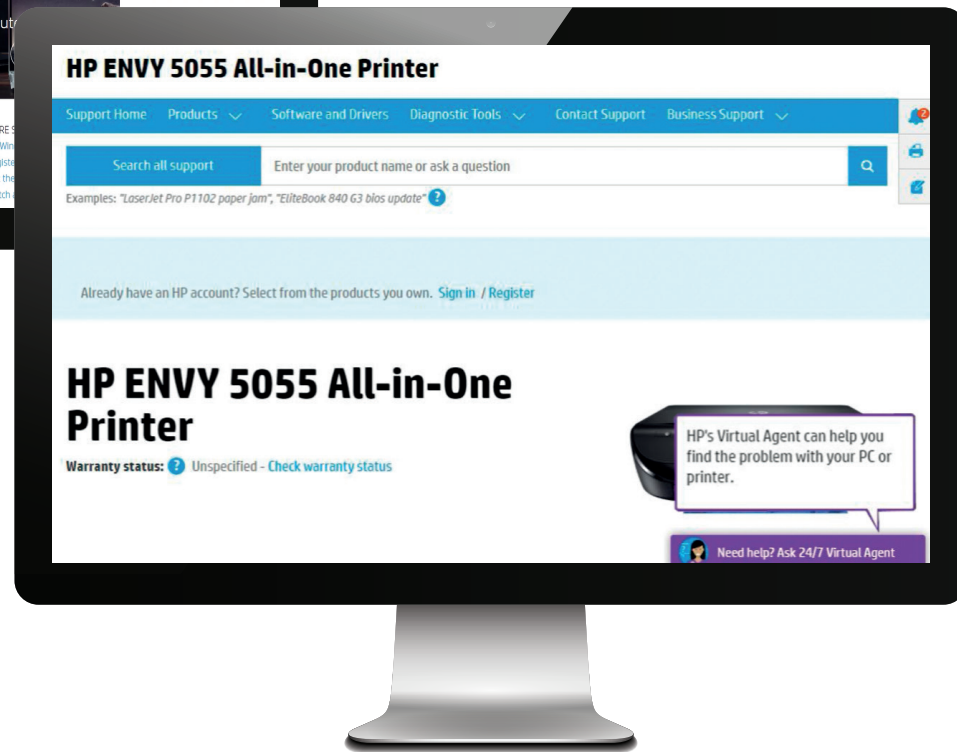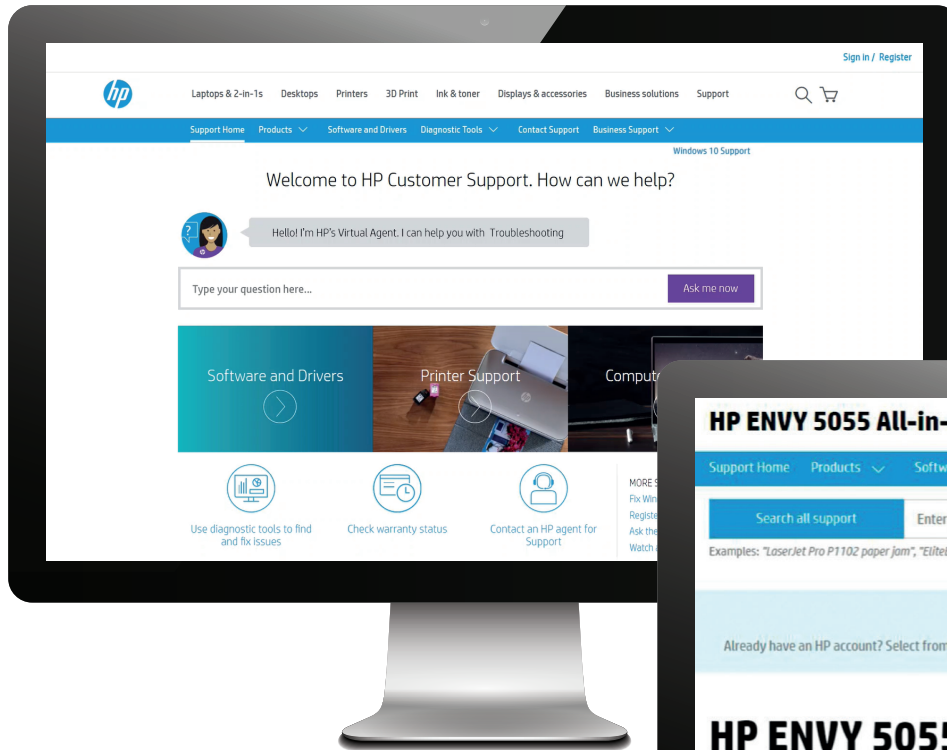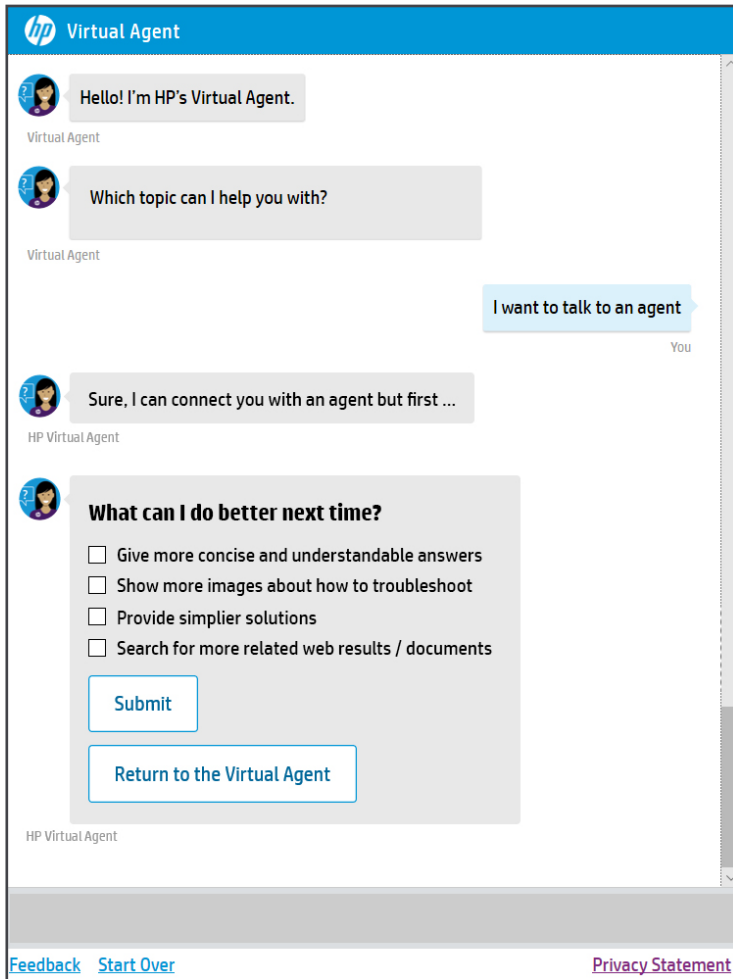
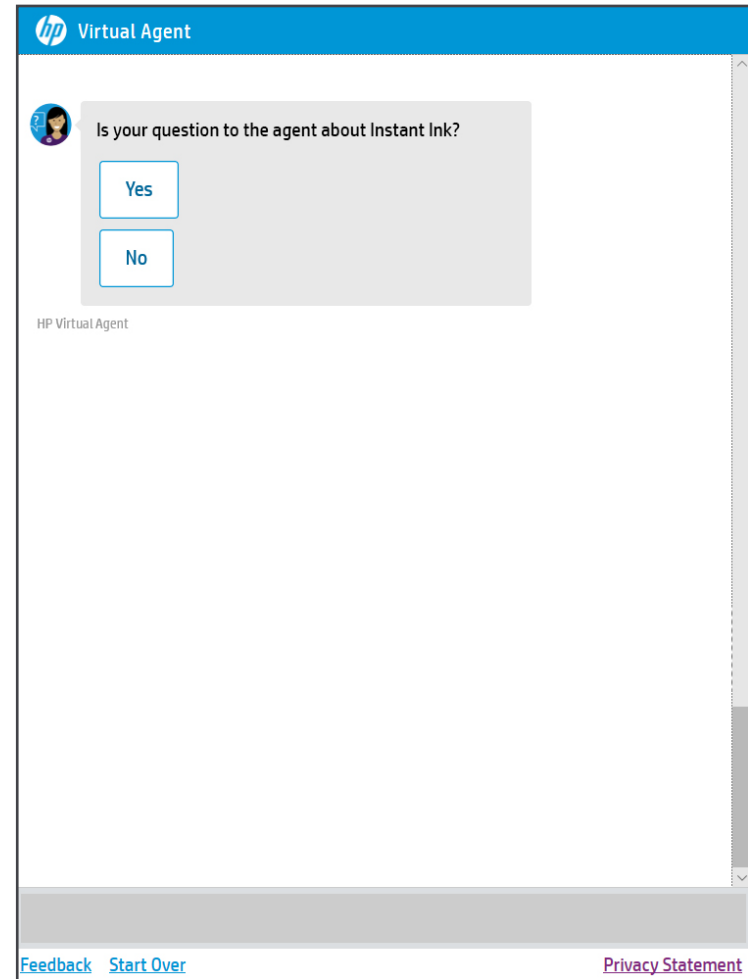# Case study - HP Virtual Agent

Original

Redesign

Case study - HP Virtual Agent

Inmediate escalation - Step 1

Inmediate escalation - Step 2

Case study - HP Virtual Agent

Inmediate escalation - Step 3 - "No" flow

Inmediate escalation - Step 3 - "Yes" flow

Case study - Tricolor plus

tricolor auto

A unified digital customer experience designed to support all aspects of the car buying process - learn, buy, pay, service.

The Story

With Tricolor's fast expansion, there was a need to re-engineer the current digital strategy in order to create the best customer experience and improve overall operational efficiencies.

Multiple internal systems do not deliver fully integrated solutions, resulting in disconnected customer experiences, sub-optimal business processes and above market technical cost structures.

The idea was to implement a unified, modern and integrated platform based on leading technical architecture, business processes and emotionally engaging experiences informed by a robust end-to-end digital strategy.

Responsibilities

- Heuristic review
- Benchmarking
- User research
- Wireframing (LF & HF)

Case study - Tricolor plus

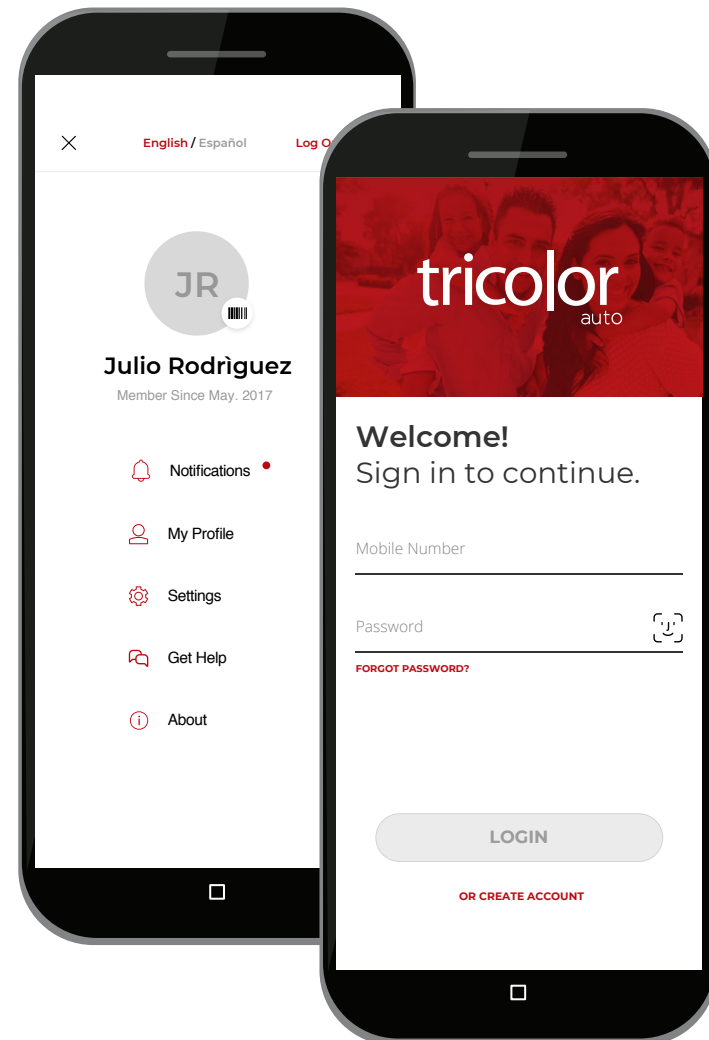## Project's highlights

Outdated processes and strategy
The customers had recurrent issues understanding the loan approval and monthly payments processes. So when they reached the customer support, the response time was excessive since the reps had to go through a lot of "small apps" to get a full perspective on the matter.

Considering traffic from mobile devices represented the majority of visits to Tricolor's website, the approach was to develop a fully-featured mobile app for customers, so they could manage the billing of their loan and also request a new one.
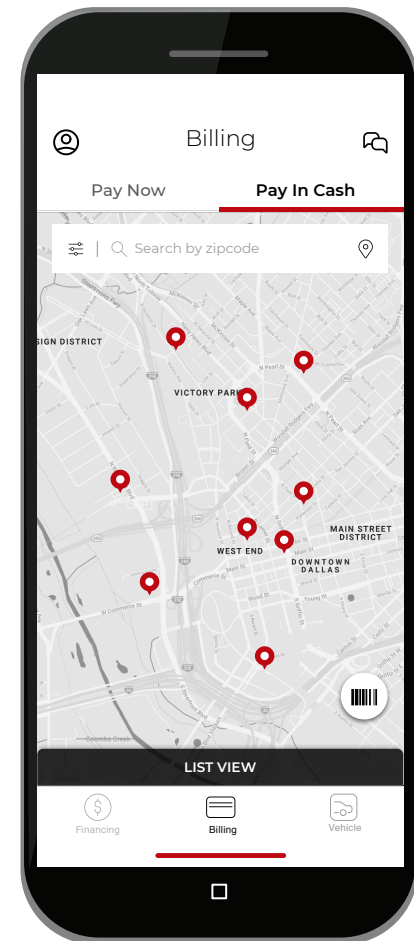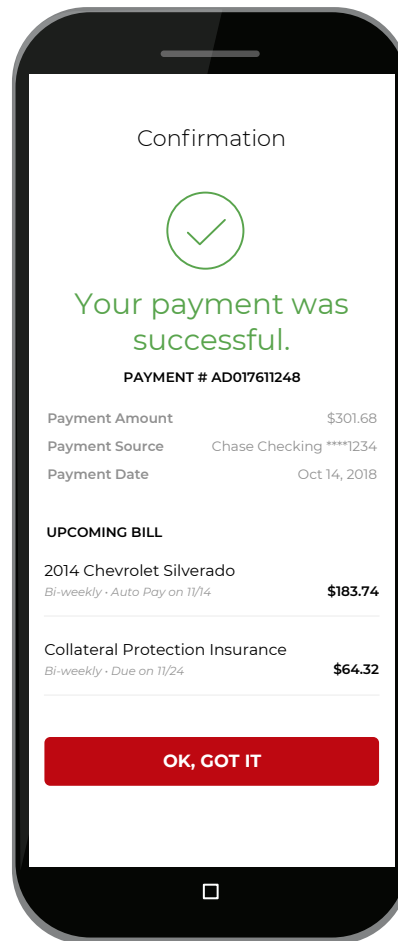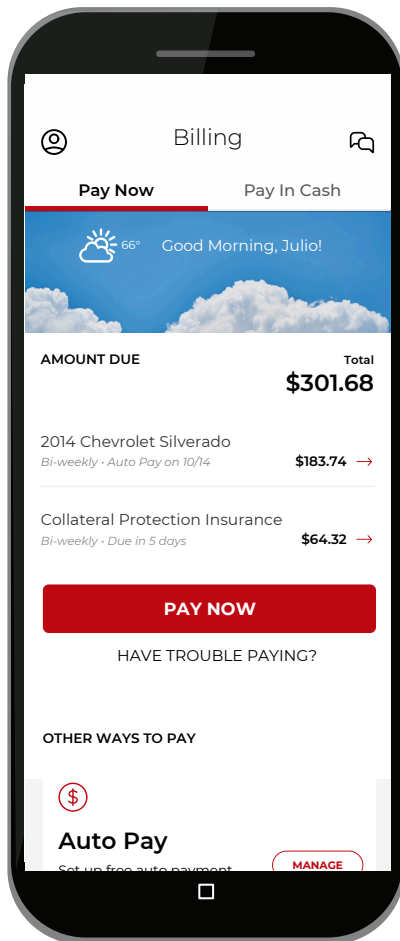
Disjointed user experience
Originally, the customers could reach a payment portal after a couple of redirects from the corporate website, but the interface made it look like you were in the wrong place.

Web payment portal and mobile app were designed so the UI's look and feel becomes consistent with the brand guidelines and other marketing campaigns.

English / Español   Log O

JR

Julio Rodrìguez
Member Since May. 2017

🔔 Notifications ●

👤 My Profile

⚙️ Settings

💬 Get Help

ⓘ About

tricolor
auto

Welcome!
Sign in to continue.

Mobile Number

Password

FORGOT PASSWORD?

LOGIN

OR CREATE ACCOUNT

Case study - Tricolor landing pages

tricolor auto

Campaigns to provide affordable loans that help people with little-or-no credit history finance a quality car.

The Story

Not only mainstream but alternative lenders are unable to figure out how to evaluate the risk profile of a borrower who lacks a credit score. Consequently, these individuals must turn to lenders with extremely high-interest rates and unrealistic payment terms. Most of these alternatives do not report customer accounts to credit bureaus, so these individuals are unable to establish credit history and eventually access traditional credit.

Tricolor uses advanced data analytics and technology to segment, or score, the Hispanic consumer and offer responsible, affordable, credit-building loans on their purchase of a vehicle. It offers bilingual (English/Spanish) sales at nearly 30 locations in Texas and California and convenient payment processing via telephone, Web, mobile, or in-person.

Responsibilities

- Heuristic review
- Benchmarking
- User research
- Wireframing (LF & HF)

Case study - Tricolor landing pages

Project's highlights

Constant promotional campaigns
Used cars market is highly competitive, even though Tricolor specialises on loans with affordable monthly payments, extra incentive at the decision-making moment is needed to increase conversion.
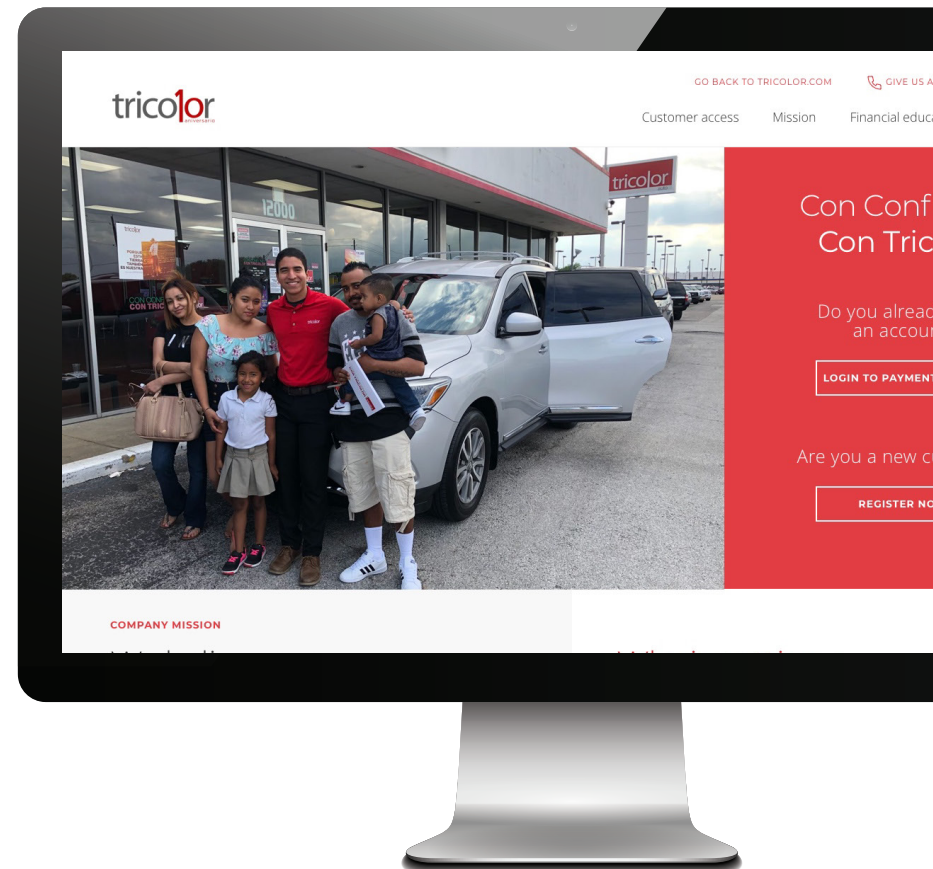
For example, referral bonus gives them a discount on their first payment and the one who referred also gets one for its next monthly bill.

Mobile and desktop landing pages
Responsiveness is a critical characteristic of Tricolor's landing pages since most of its customer use mobile devices. Keeping meaningful information and using optimal layout, eases the customer's decision making.
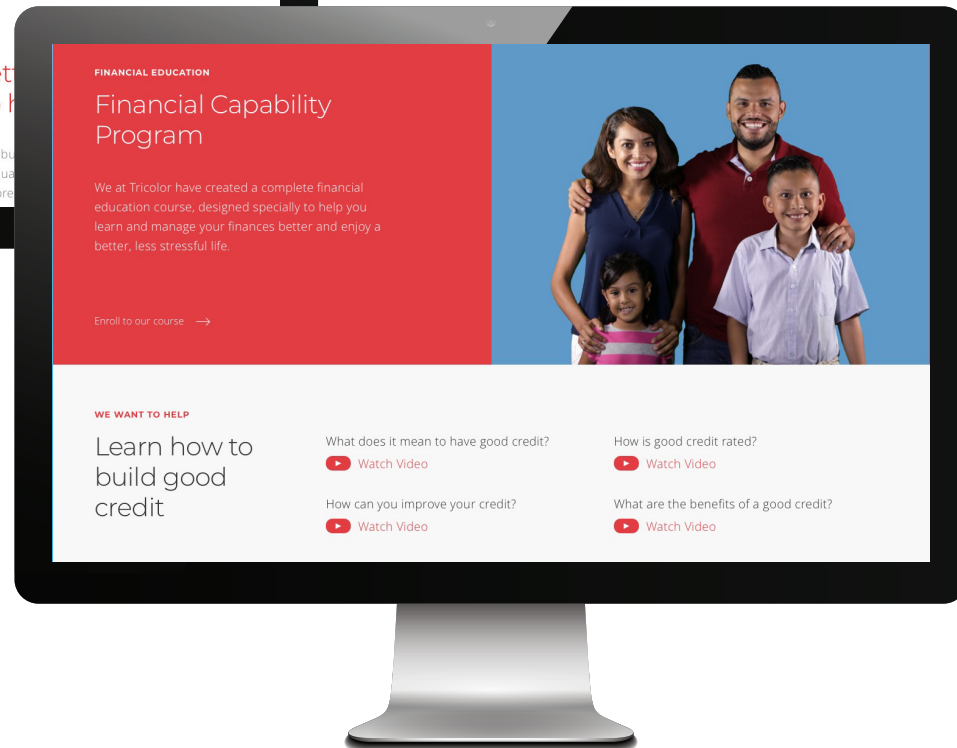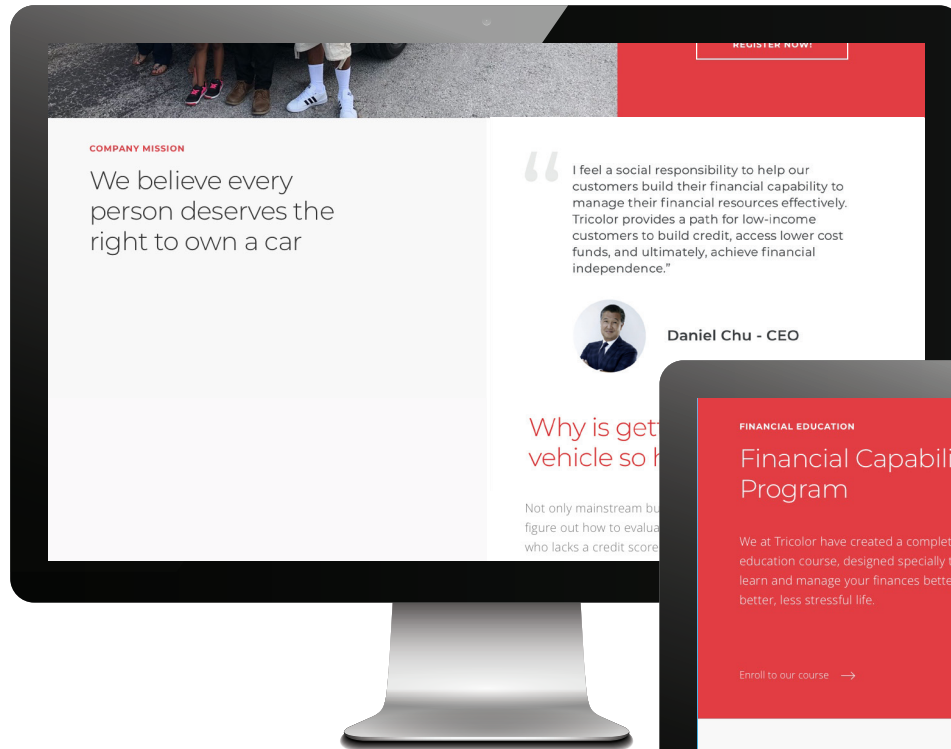
Content strategy
Since Tricolor's target market are hispanic people with little to no credit score, the imagery and writing are casual and warm; usually presenting open-minded sales personnel. All this with the purpose to communicate empathy, trust and safety to the customers.
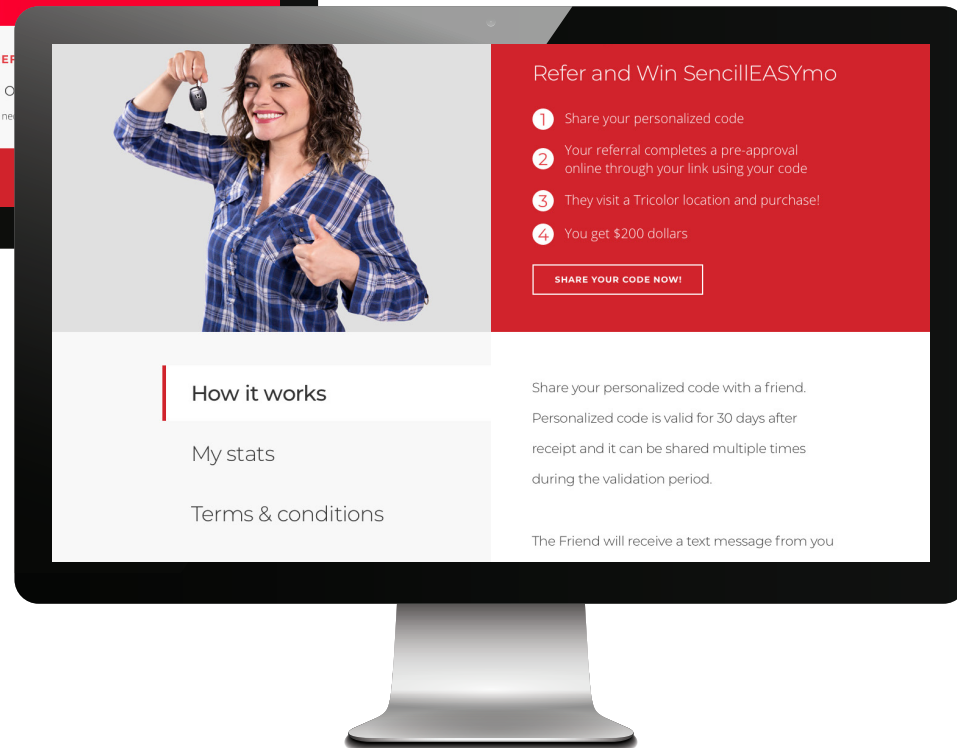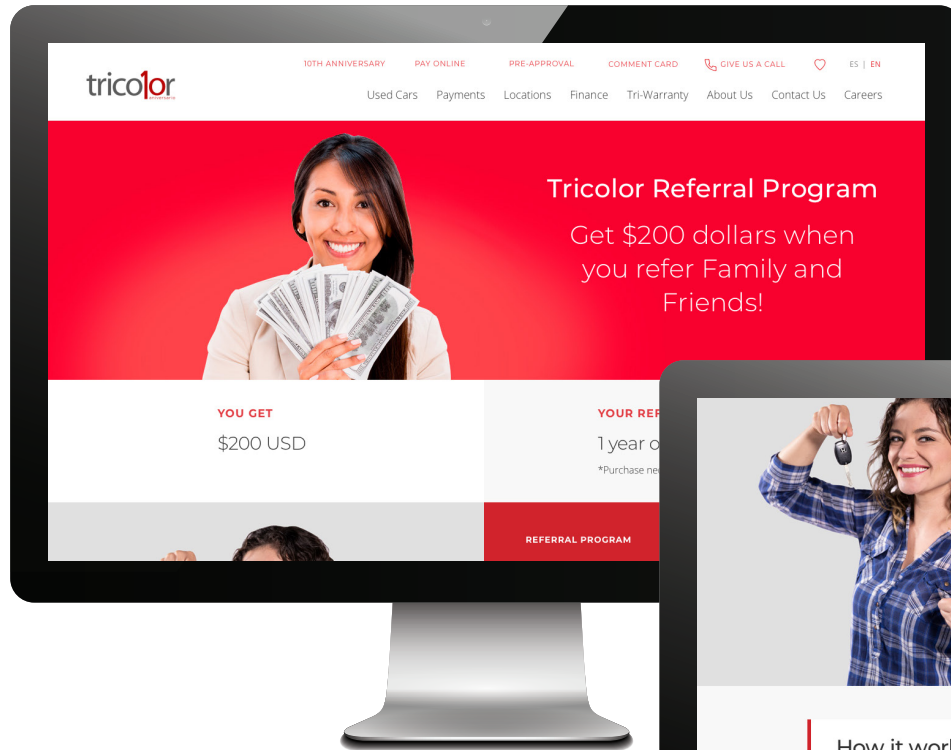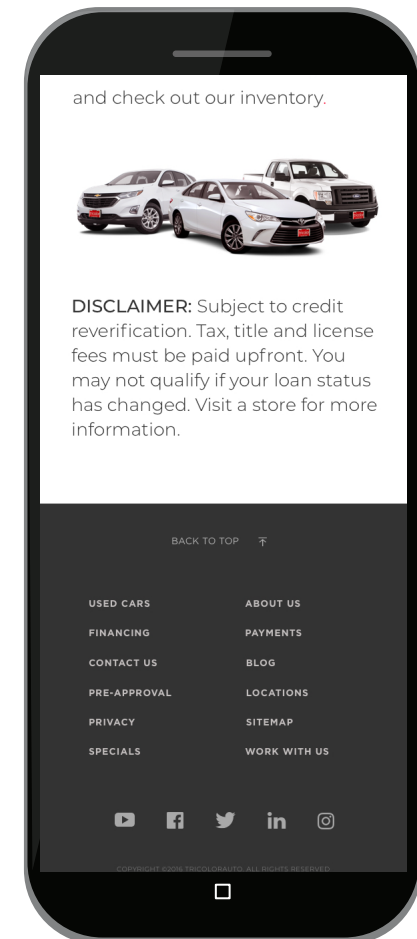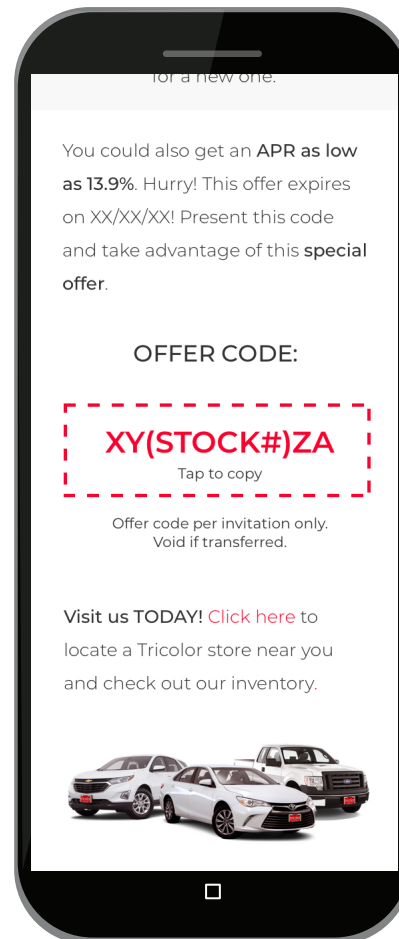
Case study - Tricolor landing pages

Case study - Tricolor landing pages

Phone 1

tricolor

ES | EN

THANK YOU

For being part of the
Tricolor family!

We appreciate our
customers and have a
SPECIAL OFFER for you...

**NO ADDITIONAL DOWN
REQUIRED!**

When you trade in your vehicle
for a new one.

You could also get an **APR as low
as 13.9%**. Hurry! This offer expires

Phone 2

for a new one.

You could also get an **APR as low
as 13.9%**. Hurry! This offer expires
on XX/XX/XX! Present this code
and take advantage of this **special
offer**.

OFFER CODE:

XY(STOCK#)ZA
Tap to copy

Offer code per invitation only.
Void if transferred.

Visit us TODAY! Click here to
locate a Tricolor store near you
and check out our inventory.

Phone 3

and check out our inventory.

DISCLAIMER: Subject to credit
reverification. Tax, title and license
fees must be paid upfront. You
may not qualify if your loan status
has changed. Visit a store for more
information.

BACK TO TOP ⊼

USED CARS   ABOUT US

FINANCING   PAYMENTS

CONTACT US   BLOG

PRE-APPROVAL   LOCATIONS

PRIVACY   SITEMAP

SPECIALS   WORK WITH US

Case study - Internal operations software

tekzenit°

A fleshed-out interface to fully represent the company's vision and to make the HR tasks easier to follow up.

The Story

The current internal operations software was not enough to manage and plan human resources processes, it didn't bring enough statistical information, employees documentation, productivity key points and timely notifications on special circumstances. The high learning curve to use that platform and its non-intuitive interface represented a barrier to its users.

The way to follow up the recruitment of candidates and get their profile info was vulnerable to errors, because of its manual typing factor, and made it hard to get data about the efficiency of that process. While those were circumstances that affected globally the company, the project focused on Mexico. The work hours registration process required a test run of operations app (MVP) and more insight from higher ranks to be approved.

Responsibilities

- Heuristic review
- Benchmarking
- User research
- Persona creation
- Wireframing (LF & HF)
- User stories

Case study - Internal operations software
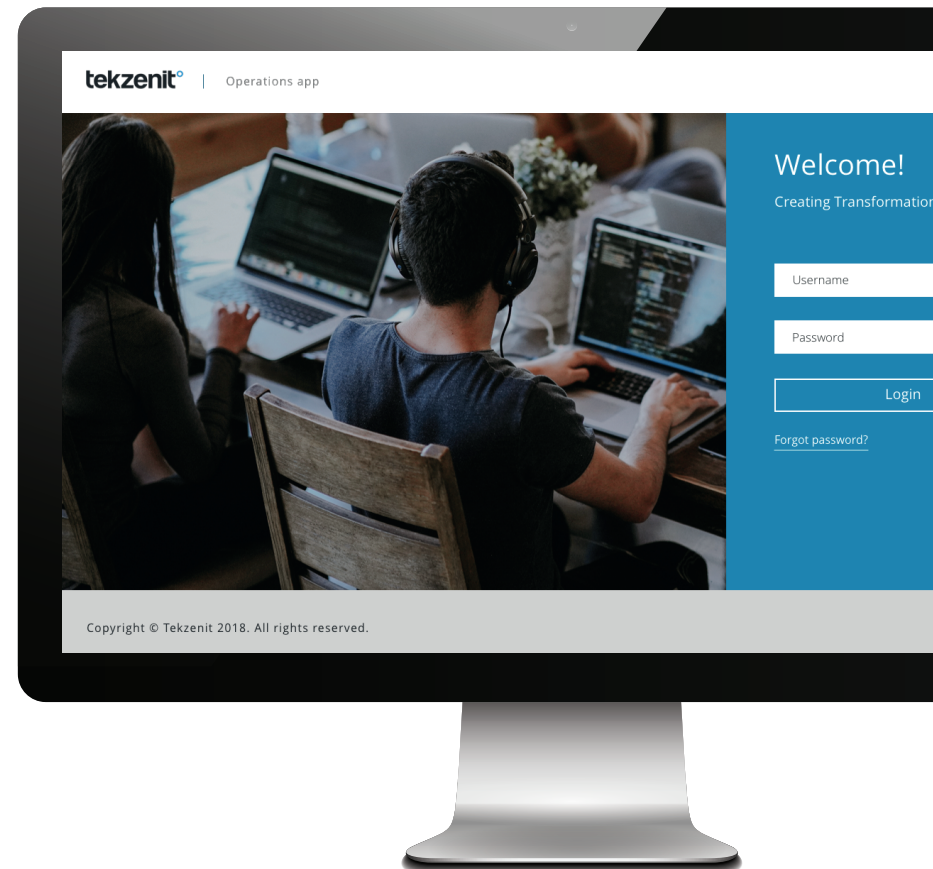
Project's highlights

Outdated UI

Long story short, the software the company was using for HR and other internal operations, had not been updated in around 8 years. Neither the functionality nor user interface design reflected at all the brand's vision and values.

The overall experience was tedious and annoying at times; manual and repetitive tasks were implemented. A feasible solution was presented having in mind the brand's guidelines and at the same time, keeping already established conventions in other marketing deliverables, for example, the corporate website look and feel or the dominant usage of white.

New vacations/time-off features

HR managers struggled a lot while making reports. For example, if someone wanted to follow up the vacations taken by an employee, the info was dispersed in several emails and entries in the internal software, neither allowed to get comprehensive statistics.

In the new version, we presented a half-yearly report, exporting options, and a color-based indicator of what type of entry is, while keeping the detailed reports.

tekzenit° | Operations app

Welcome!
Creating Transformation

Username

Password

Login

Forgot password?

Case study - Internal operations software
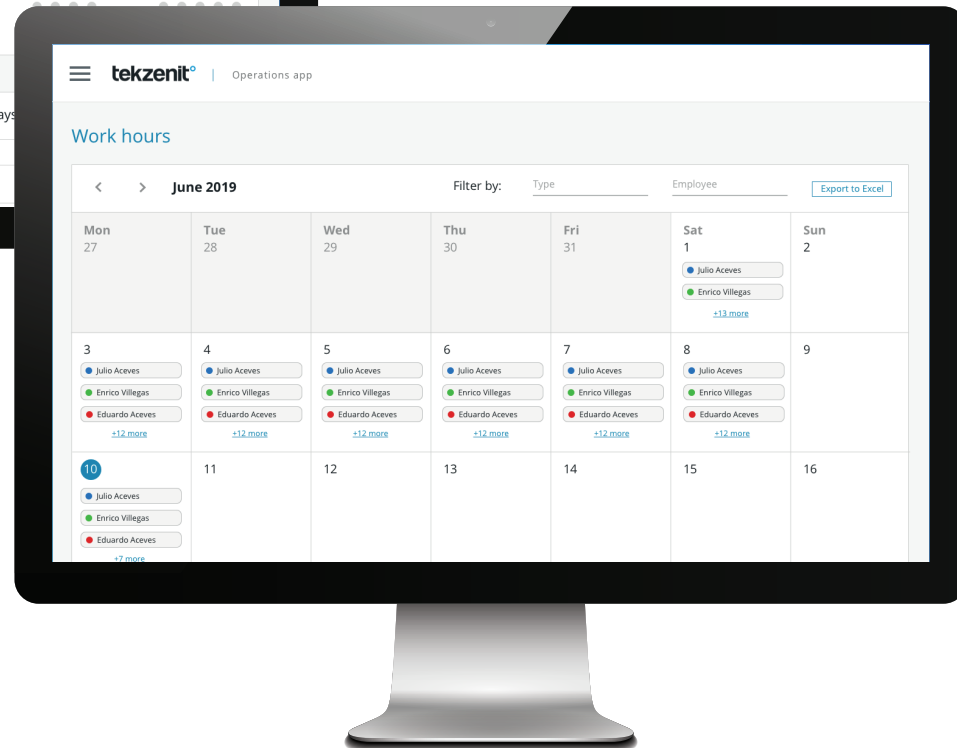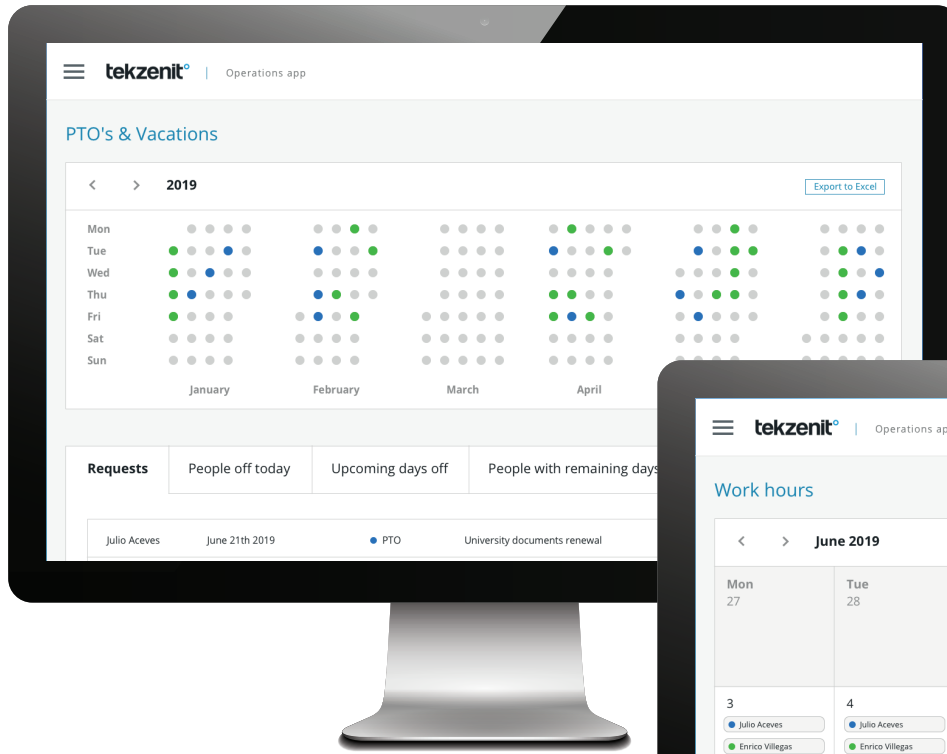
Case study - Internal operations software
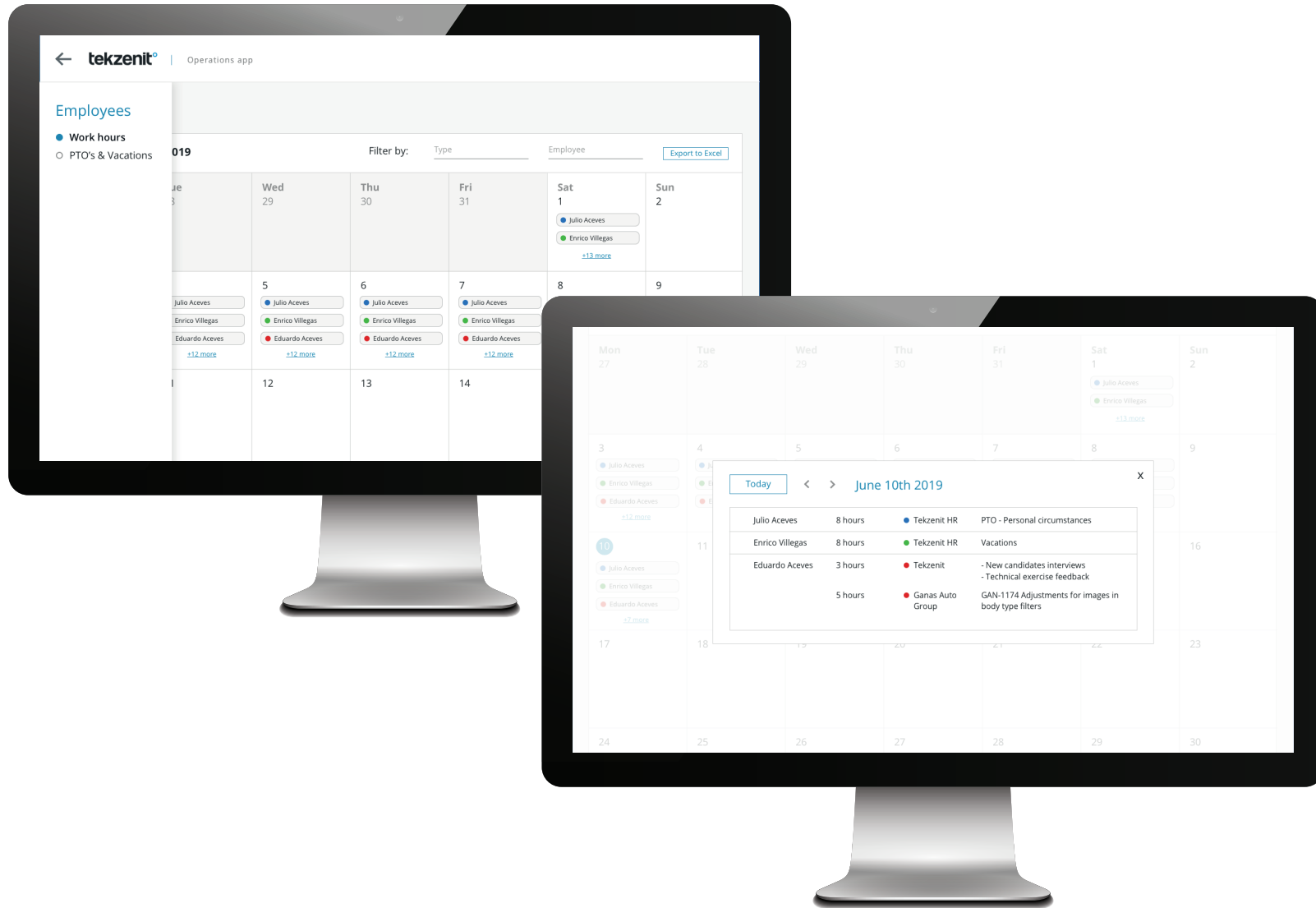
Case study - Texakoma's CRM

A client relationship management tool to help the brand reach a variety of investors worldwide.

The Story

Texakoma is a mining company that explores and develops oil and natural gas properties, its headquarters is in Plano, Texas. The company has a revenue of $25M and received a total of $17.4M in funding. Texakoma's main competitors are Sunshine Oilsands and Pengrowth.

Texakoma CMS (which should be re-stablished as a CRM) is primarily targeting sales rep with different hierarchy levels. Based on that, I created two fictitious character profiles (personas) to better understand how to fulfill their needs, the "sales representative" and the "area supervisor". These personas embody the diversity we expect from people visiting the site.

Responsibilities

- Heuristic review
- Benchmarking
- User research
- Persona creation
- Wireframing (LF & HF)

Case study - Texakoma's CRM

Project's highlights

Non-conventional layout

Originally, the main menu was located at the right side, considering that users were more familiar to western-like conventions, that was a poor design choice. That's why we opted for the re-positioning, adding visual elements to keep track of the current section and making clear what's the home button or the section's title.

Over-simplified graphic elements

Using icons to represent the content is ambiguous for some options (ie. leads or queues) while they look minimalistic at the same time loses context. So having both or using only text made the purpose of each graphic element clear.

Poorly optimized positioning and hierarchy

You can see either graphics overlapping each other, labels with no space and weird alignment, unnecessary spacing at times or overly big menus with no reason. The hierarchy of elements was re-worked in order to present the same information more intuitively or understandably.
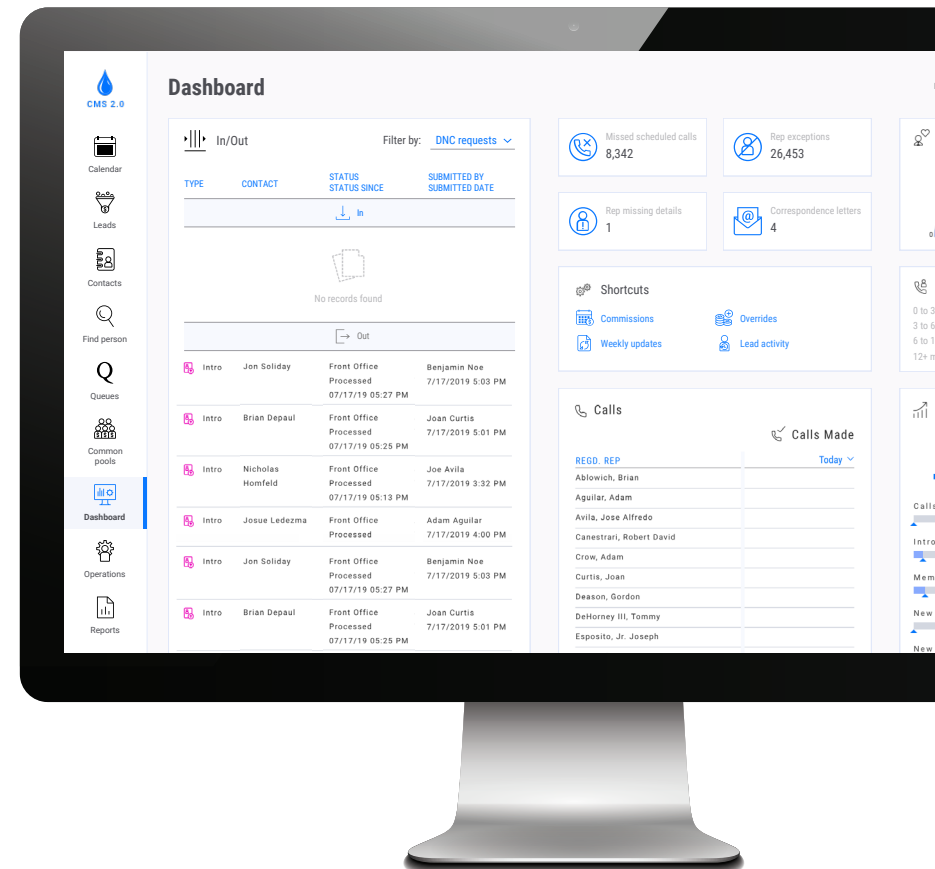
Case study - Texakoma's CRM
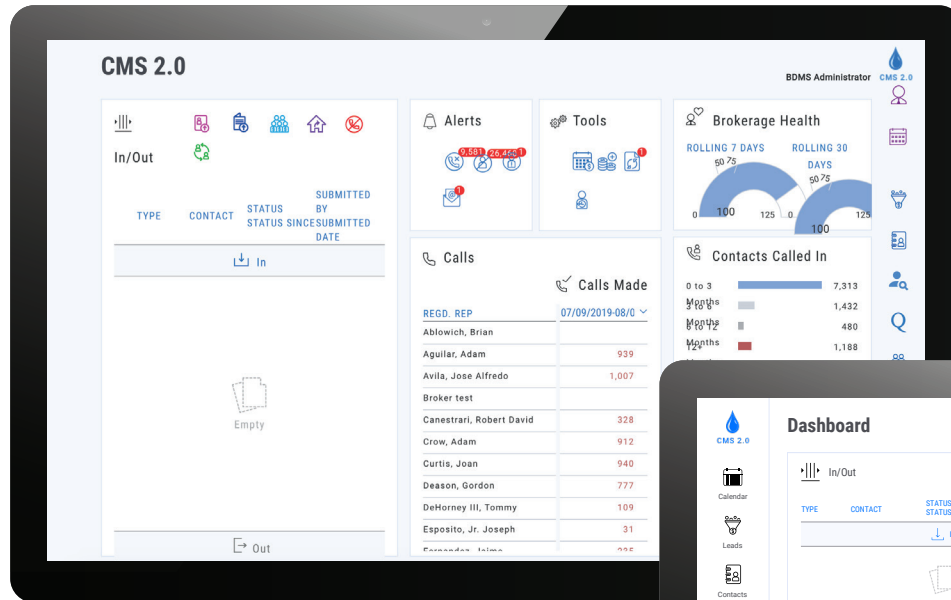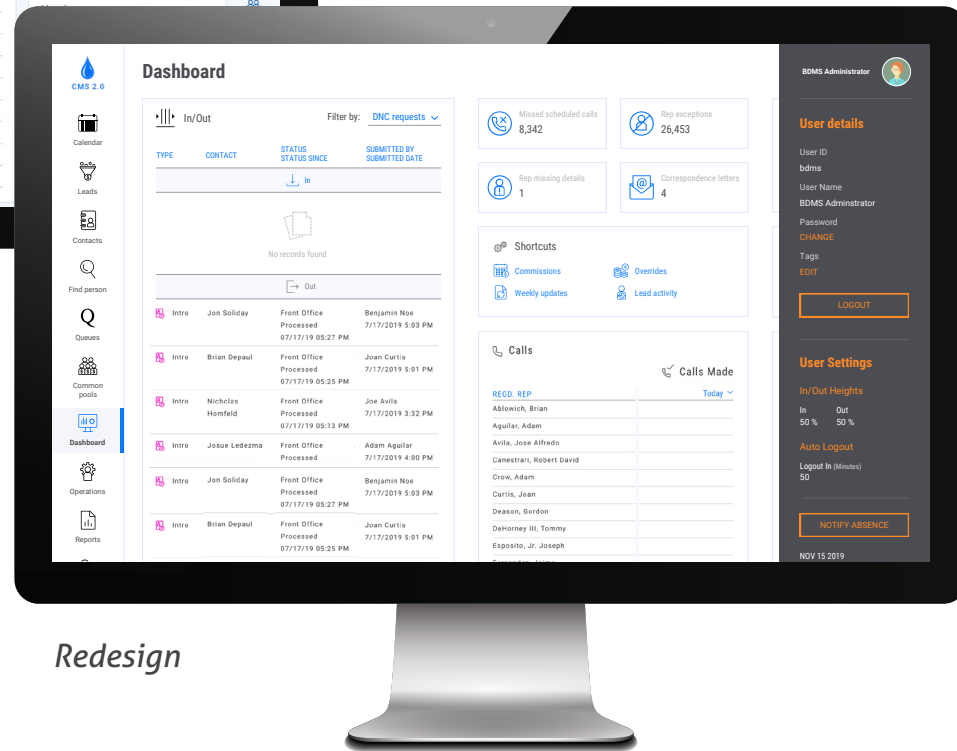
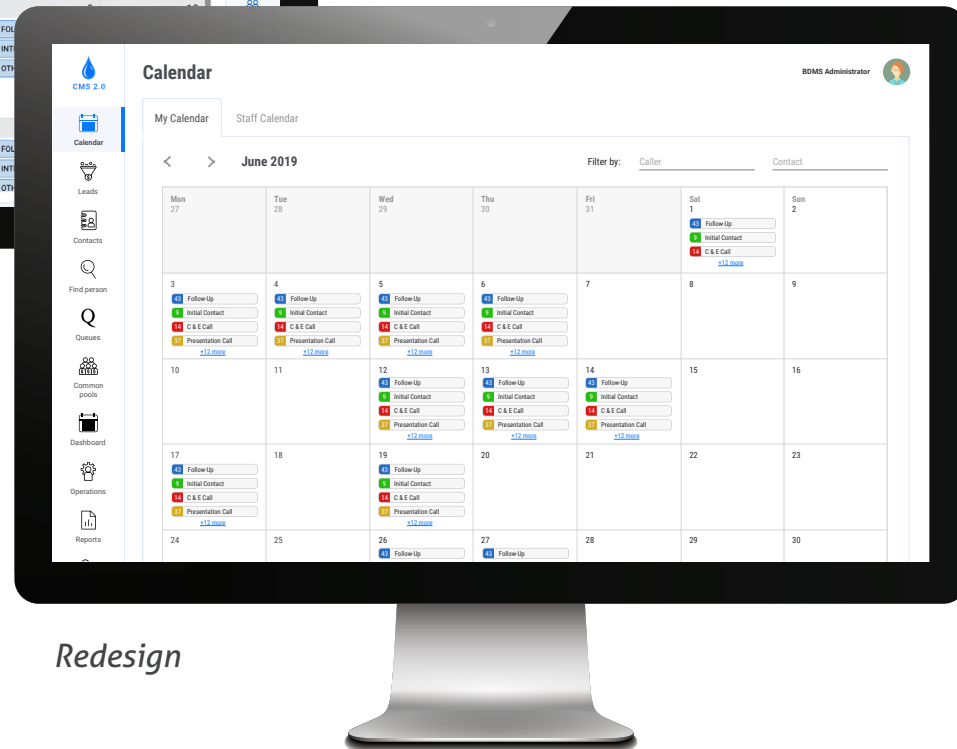
Original

Redesign

Case study - Texakoma's CRM

Original

Redesign

26

Case study - Texakoma's CRM
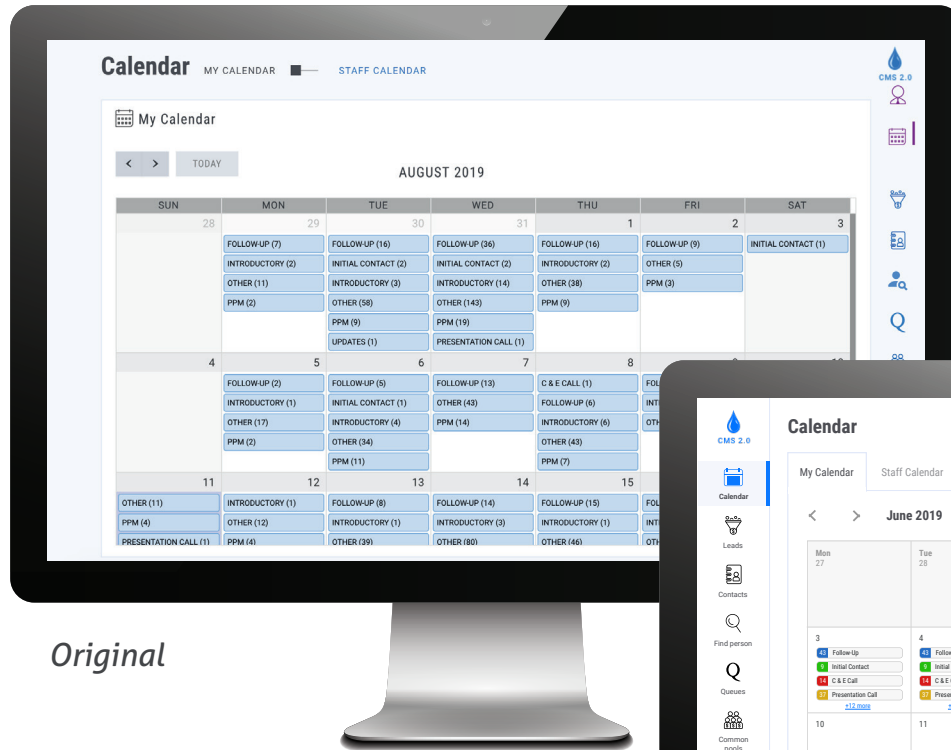
Original

Redesign

Case study - Galaxis

Galaxis
Cloud software

Introducing a new all-in-one cloud-based software for small and medium companies

The Story

In September 2014 I joined Intrasistemas as Web design team lead, we then started a new cloud-based project, where I was responsible for the web application design and frontend, as well as gathering vital data and getting user feedback.

The first customer interested in this concept was a medium company focused on clothes production. The challenge was to deliver continuously modules or "small bits" of the whole software as well as the overall strategy that would integrate all of them.

The modules became part of the core concept of the software so we began to call it Galaxis, multiple functional processes that worked together in harmony.

Responsibilities

- Benchmarking
- User research
- Persona creation
- User interviews
- Use cases
- Wireframing (LF & HF)

Project's highlights

Automation and reliability
Users in a work environment tend to be stressed to quickly achieve results, in that sense, we needed to factor company's ideal internet infrastructure, cloud-server stability, fast asynchronous calls, etc. to cover most of that potential issue.

Users diversity
Since the test-drive of the software was on a factory, there were many processes where we could have more than one type of Persona, from a laborer or a salesman to a department supervisor. Each of them with a different set of skills, education, work area issues, age, gender or even job goals.

In that scenario, we opted to identify common areas between them, taking advantage of that while specialising parts of the UI according to their role. Either info summaries of some sort or CTA's for a specific task, that kept things semantic for each user.

Users previous affinity to desktop-like software
Before Galaxis started it's implementation on that company, most of the users never used specialized software nor ERP. They were used to spreadsheets, documents, local area file sharing, email managers, their most advanced program was a Windows-based invoice generator. Having that in mind, we made Galaxis interfaces visual and functionally somehow similar, with title bars, explicit clickable or disabled buttons, tables that could work as a spreadsheet, grouping elements with boxes or tabs as well.

Users resistance to change
Even with an extensive presentation with the future benefits of the implementation (both financial and in productivity), many shown resistance to it. Not only high positioned personal but also many laborers, their common problem was the possibility of making tasks overly complex or the system demanding more input than the user really use.
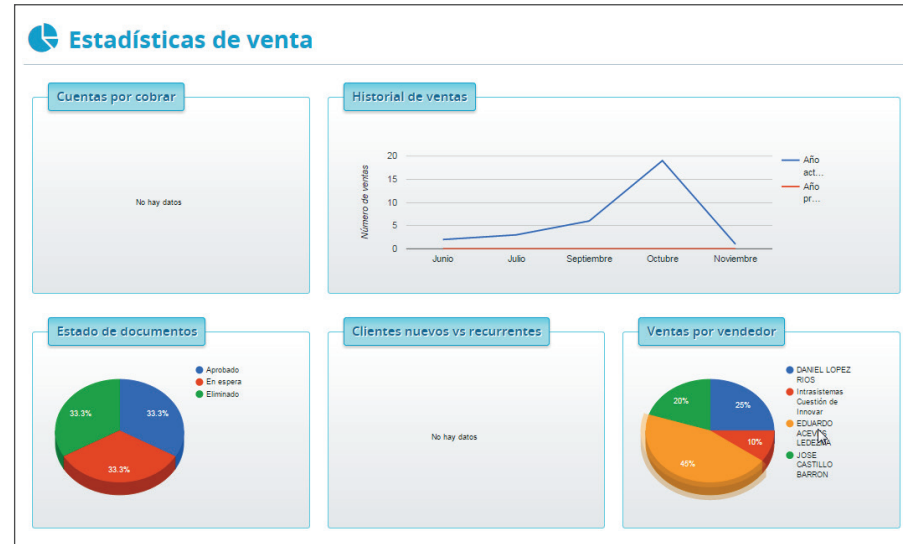
Our strategy solved this by an initial setup of many common resources for all areas, so no more re-capture of info, also making as explicit as possible the titles and buttons, allowing to input only the basic data and leaving advanced details when needed as optional, using color schemes to communicate processes status helped clarifying the goal of each user flow.
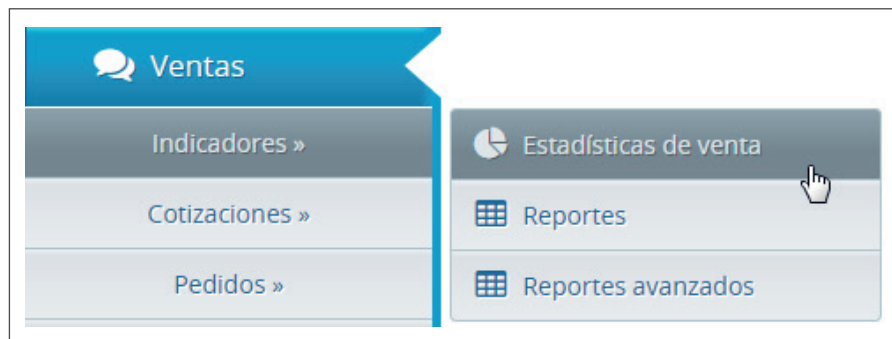
Finished product

Login page

Sales statistics (Sales module landing page)

Sales module menu

Finished product

Sales module configuration

New order creation form

Orders list

Finished product

New customer creation form

New contact for client form

New address for client form

Thanks in advance!

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