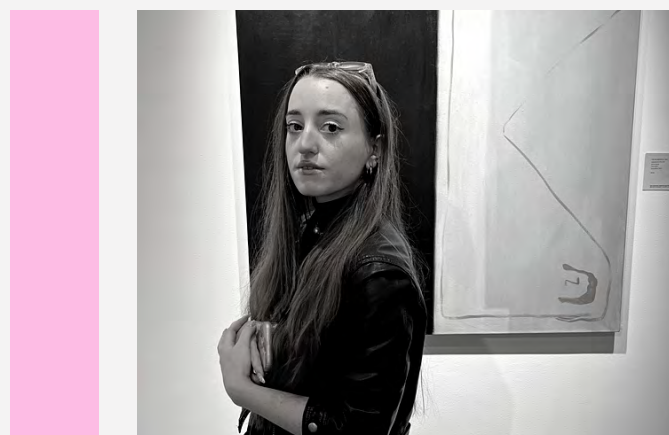


Remy

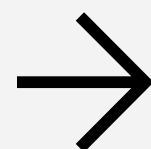


Email me:
Remyzimmermandesign
@gmail.com



Zimmerman

Graphic Designer
UI / UX Designer



Online Portfolio
2023

About Me

Hi! I'm Remy, a Product Designer living and working in Brooklyn, NY. I have spent 10+ years working in the arts, and the last 4+ years telling stories across different areas of digital design; from B2B marketing, to branding, to advocating for user centered designs using compelling presentations. Recently, I've been focusing my obsession for detail on my newest journey - designing human-centered products for web and mobile.

I bring a unique, arts-driven perspective and keen curiosity to all my work. Away from the computer, you can find me painting flowers, reading about psychology, or wandering the Met.



Graphic Designer
UI / UX Designer

Education

Rhode Island School of Design
2011–2015 BFA / Concentration
in Art History

Career Foundry

2021

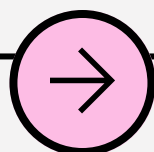
Intro to UI Certification

General Assembly

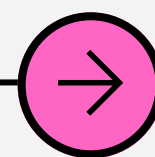
2022–2023

UX Design Certification

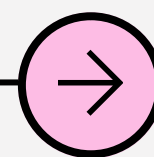
Recent Experience



Graphic
Designer
Future PLC
2019–20



Freelance
Design
• Amplify
Marketing
• Devada
• Jeffrey
Wasserman
Estate
2020–22



UX Immersive
General
Assembly
2022–23

P. 04

Select Skills



→ Multi-platform UI

→ User Research

→ Branding

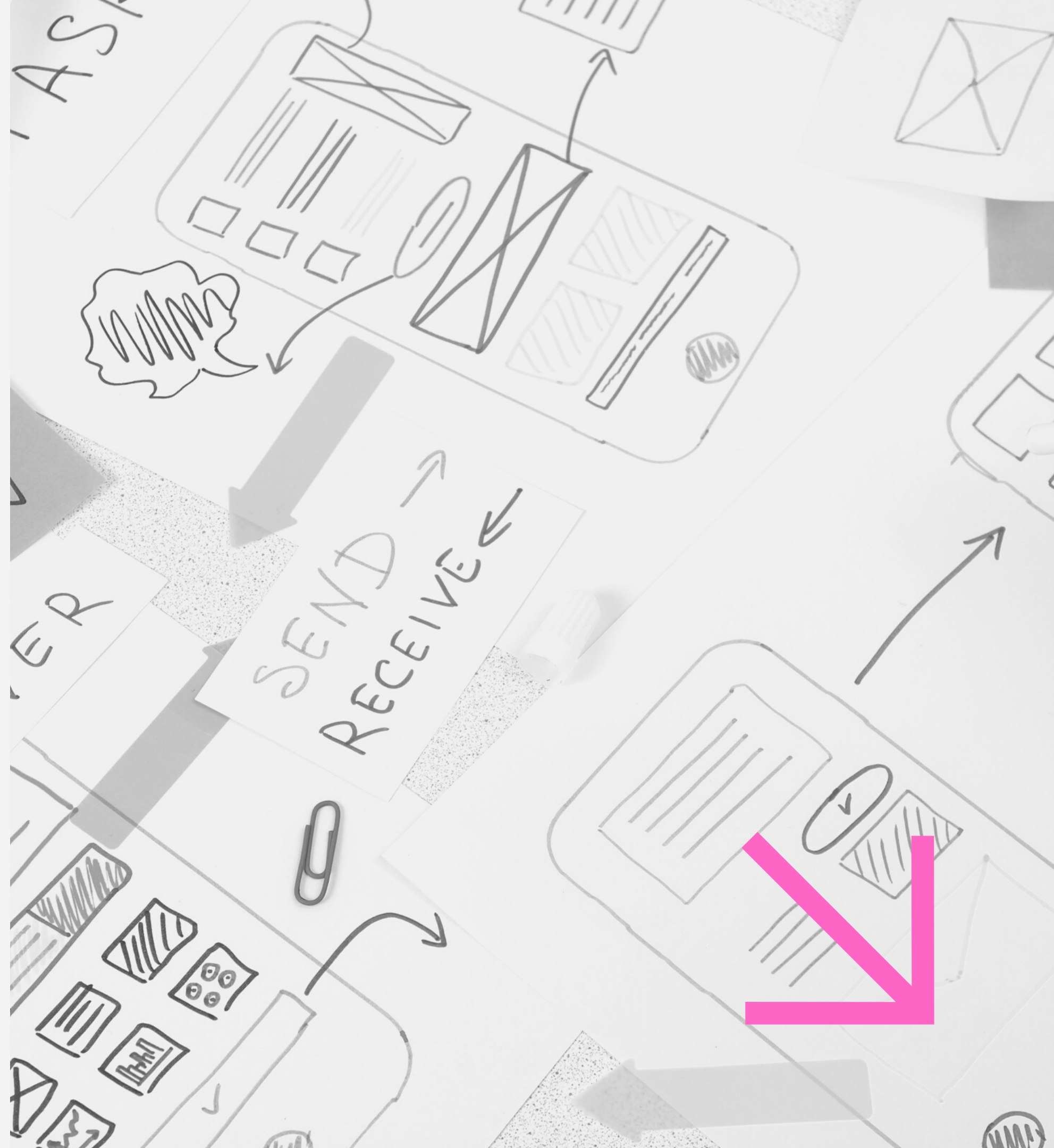
→ Illustration

→ Usability Testing

→ Adobe Suite, Figma,
Sketch, Miro

Contents

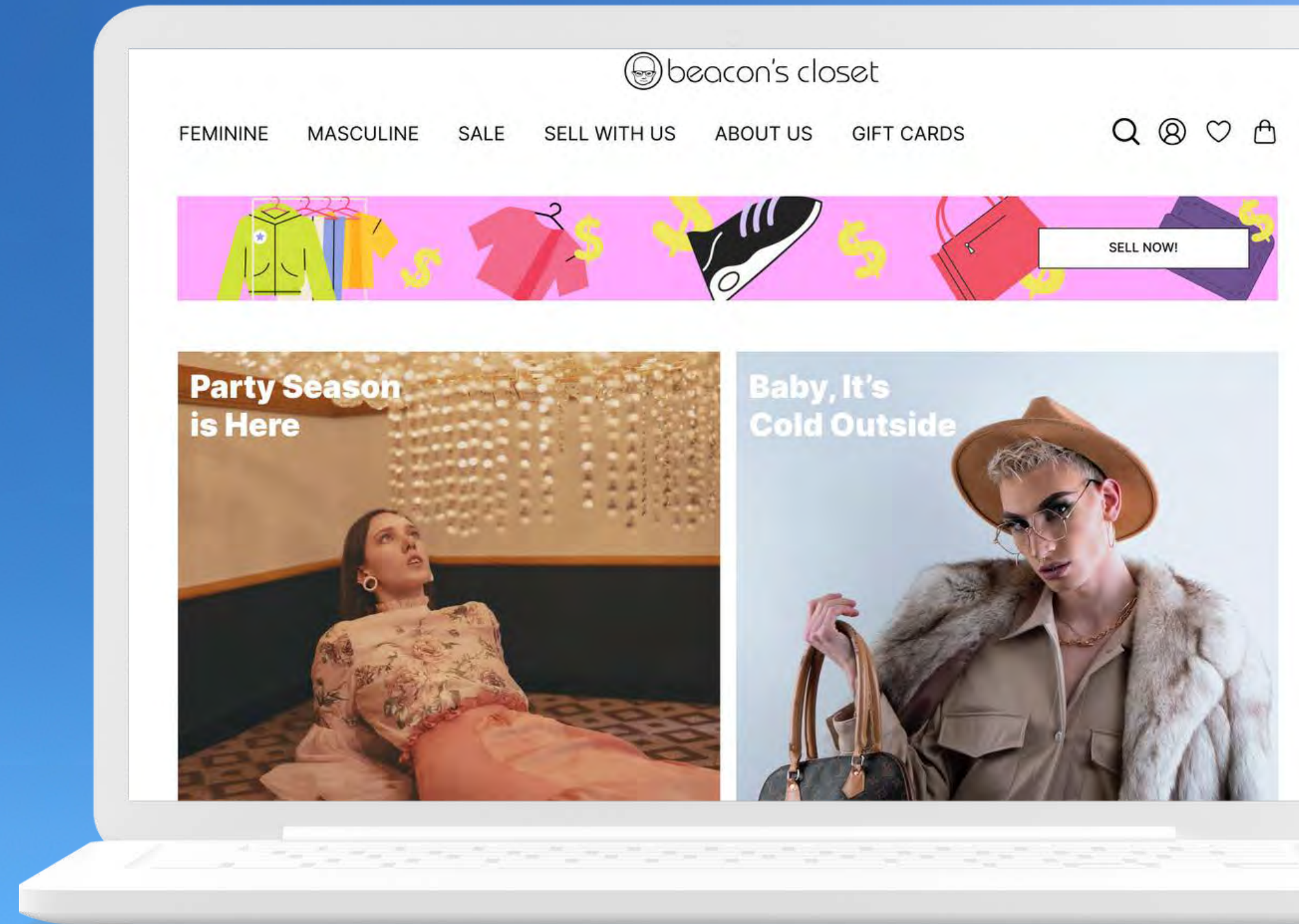
- Project 01: Beacon's closet
- Project 02: Thriver's on the Move
- Project 03: Drippy



Website Re-Design

Beacon's Closet is a locally owned thrift store founded by women. They embrace sustainability and ethical business practices and are active members of the community, even offering a buy/sell/trade program and charity partnerships. Beacon's popularity has allowed them to open 4 physical stores across Brooklyn, NY. However, many aren't aware they have an online shop.

Beacon's Closet



Scope

1.5 weeks

Role

UX/UI

Designer

Tools

Figma

Miro

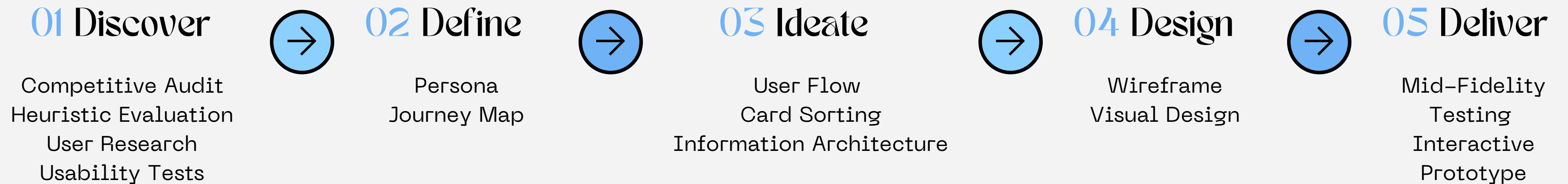
Device

Desktop

Strategic Objectives

- Channel customers to the right category of products
- Support Beacon's gender neutral branding
- Streamline the checkout process
- Drive sales

Design Process





Competitive Audit

I started by conducting research to get familiar with other reputable e-commerce competitors with an assumed similar demographic and customer shopping needs as Beacon's Closet. I analyzed three different companies, two with a focus on vintage resale.

Depop, The Real Real, and Urban Outfitters. The latter would later serve as inspiration for the UI of the new website.

Although Beacon's had some of the same key features as the other three competitors, it was already becoming clear that elements that would make a user's experience so much easier were missing.

A heuristic evaluation showed that violations strongly outweighed any positives, with a strong emphasis on **efficiency of use** being the most severe.

FEATURES	BEACONS	THE REALREAL	URBAN	DEPOP
New Arrivals	✓	✓	✓	✓
Locations	✓	✓	✓	
Buy/Sell/Trade	✓	✓		✓
Filter System	✓	✓	✓	✓
Filter by color		✓	✓	✓
Filter by Brand		✓	✓	✓
Sort By		✓	✓	✓
Quick Check Out	✓		✓	
Trade/Sell Online				✓
Blog	✓		✓	
Search Bar Shows suggestions			✓	✓
Easy To Navigate Home Page		✓	✓	✓
Clothing Categories listed across nav bar		✓	✓	✓
Filter By Type - Detailed		✓	✓	✓

User Research & Usability Testing

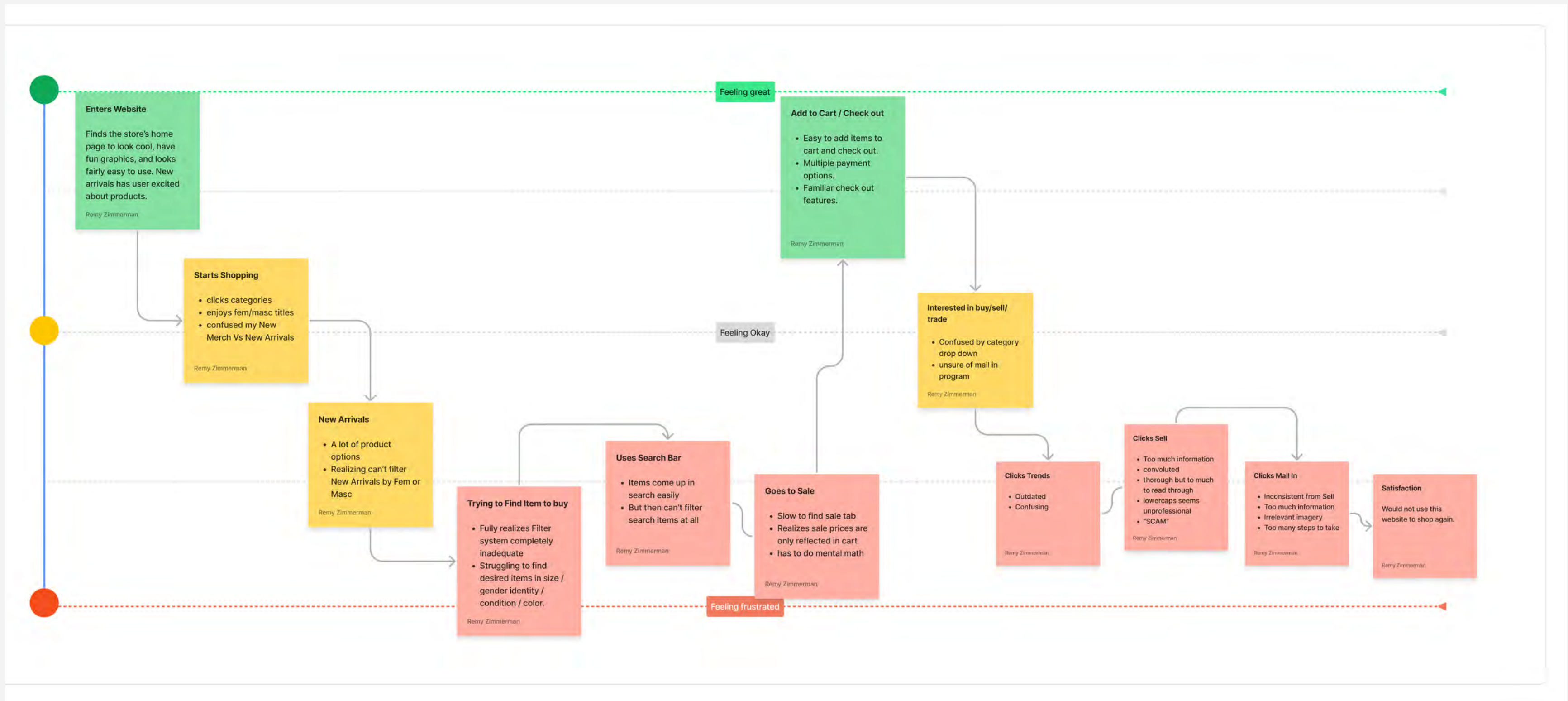
Key Goals: Reveal potential pain points that hinder a users ability to purchase clothing or participate in the sell/trade program on beacons closets website

To unlock these pain points, I conducted usability testing with 5 users in the targeted demographic of early 20s through 30s. Of these users 2 identifies as male, 2 as female, and 1 identified as a non-binary femme.

“I like that gender identity is represented by masculine and feminine vs men’s and women’s, but key filters are missing”



P. 10 | User Journey Map



Findings



"I like the company but I would never use this website. I would just go in person"

100%

Of users struggled to find items they were looking for
Inadequate filter system, can't sort by budget

80%

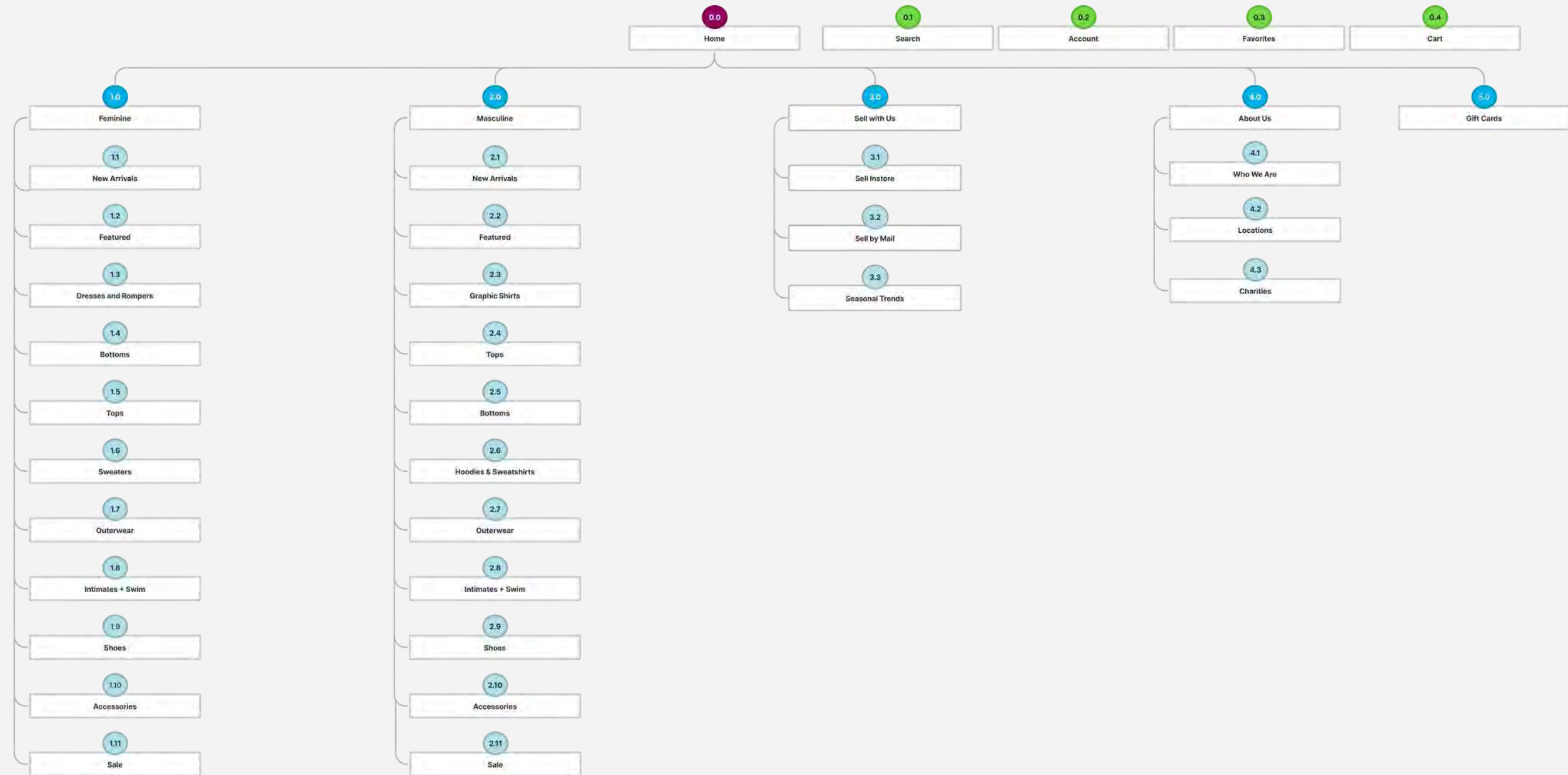
Were confused by buy/sell/trade Guidelines were convoluted, aesthetic felt unprofessional and inconsistent, overall it felt like a "scam"

100%

Would not use the website again
Users would either not shop at all through Beacon's or would only shop in store after trying to use the website

Sitemap

The overall strategy for the ideal site flow, channeling the user into the right category of products.



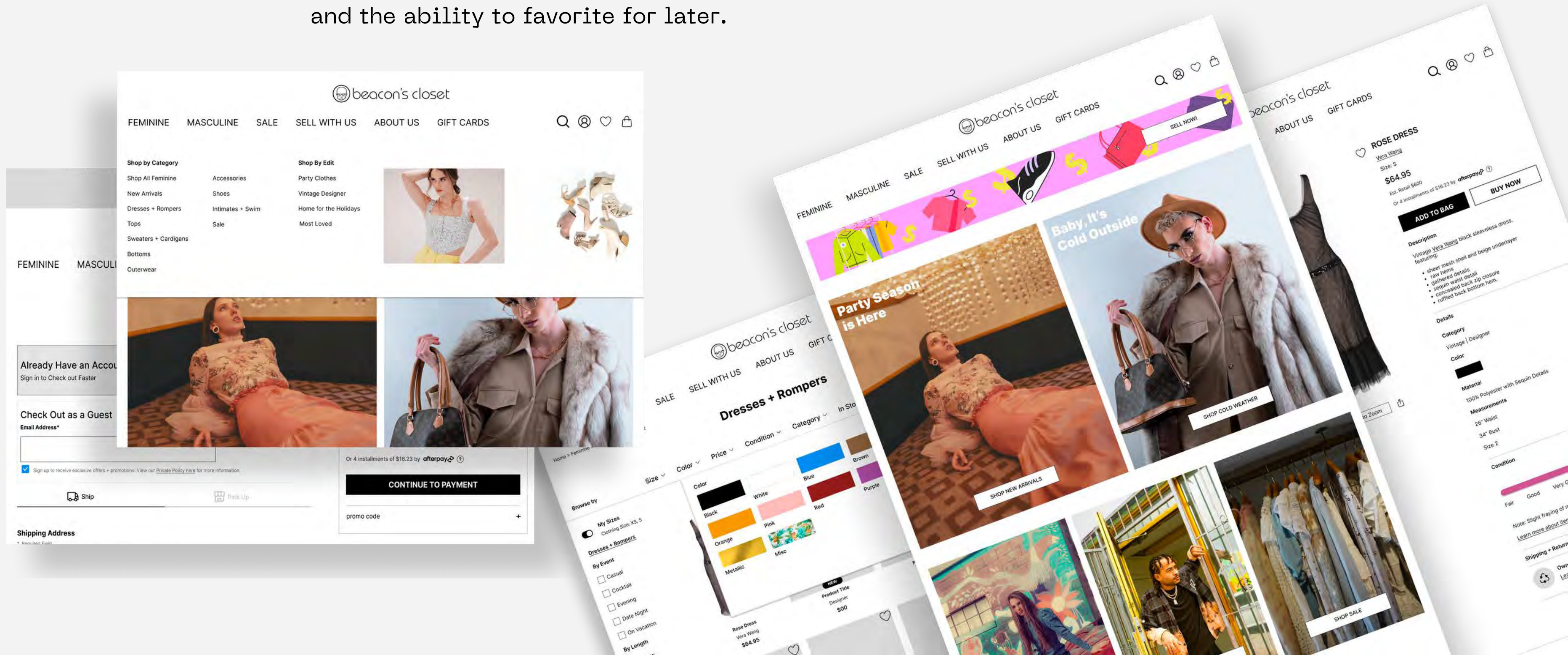
Wireframes

Based on the findings discovered through user research, the user journey map, and the information architecture defined by the new site map, I began my visual design process by sketching low-fidelity mockups which I then translated to mid-fidelity in Figma for user testing.



Solutions

The IA, navigation, user interface, and branding were redesigned based on insights from user research and delivered in the form of a mid-fidelity, interactive prototype. Some solutions included in depth filter functionality, detailed item descriptions, an updated checkout feature, and the ability to favorite for later.

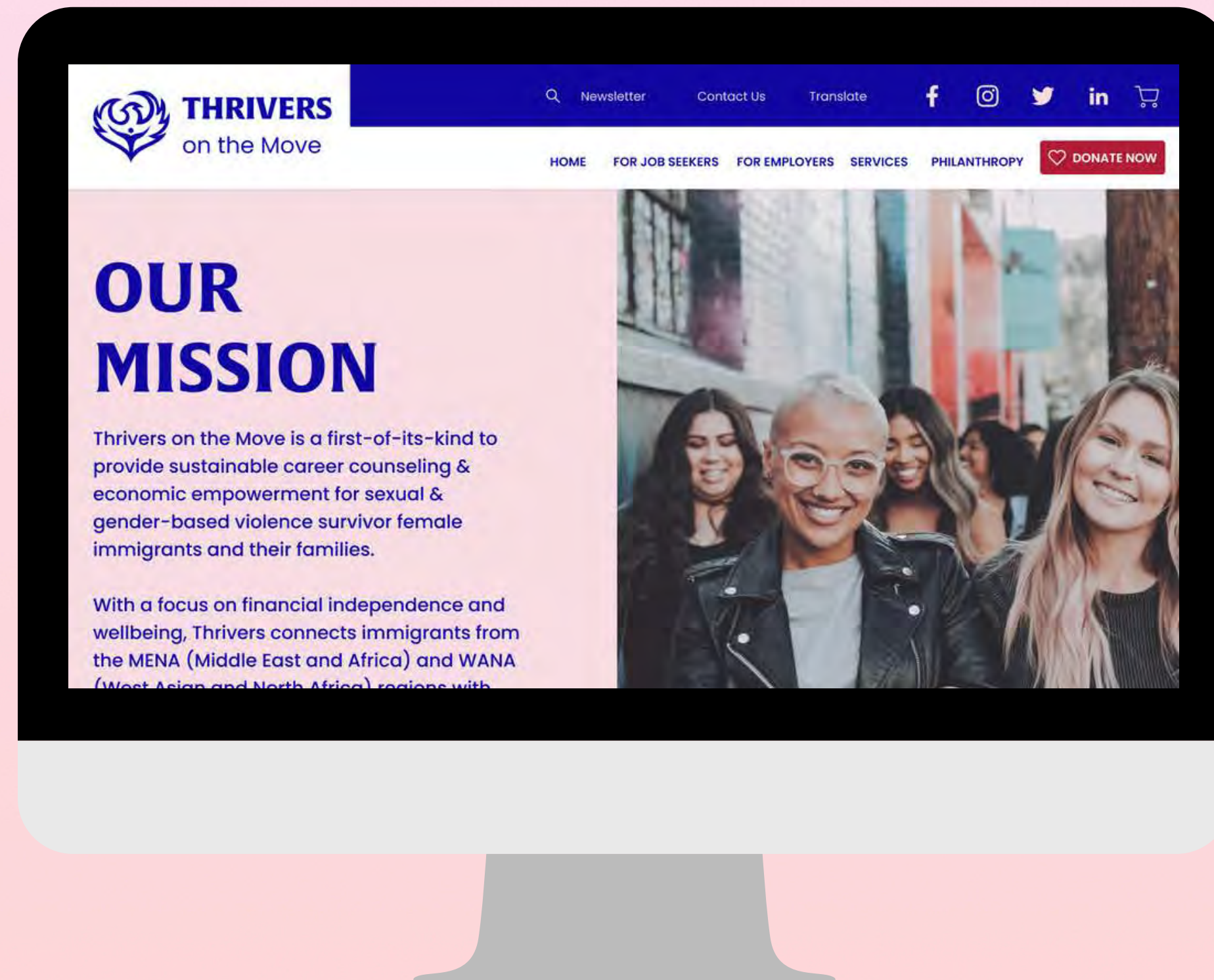


P. 15 | Thriver's on The Move

Thrivers seeks to offer sustainable career counseling, economic empowerment for sexual & gender-based violence survivors, female immigrants, and their families in the non-profit space.

We teamed up with Thriver's to strengthen their web presence and accessibility to support Sara's vision that every woman and survivor has the power to thrive and lead a life they deserve.

REDESIGN BASED ON
<https://thriversonthemove.org>



Client
Thrivers on the Move
Sara Abdel

Scope
3 Weeks – MVP

Team
Carol Benante
Zach Mcrimmon
Neka Barrera
Remy Zimmerman

Role
UI Design Lead

Tools
Figma, Adobe
Illustrator, Google
Docs, Zoom, Slack

OUR MISSION

Thrivers on the Move is a first-of-its-kind to provide sustainable career counseling & economic empowerment for sexual & gender-based violence survivor female immigrants and their families.

With a focus on financial independence and wellbeing, Thrivers connects immigrants from the MENA (Middle East and Africa) and WANA (West Asian and North Africa) regions with



Client Needs

- Website Redesign & Development
- Updated Site Nav
- Elevate Social Media Awareness
- Rebrand Including Logo Redesign
- Blogging Platform Dev
- Drive New Subscribers
- Develop Job Placement Platform
- Drive Donations
- Elevate Healthcare Initiatives

Usability Testing

5= Most difficult



We analyzed experiential friction by watching 8 initial participants perform tasks on the existing site structure.

Task	1	2	3	4	5	6	7	8	Difficulty Avg.	Time on Task Avg	Success Rate Avg
Register to get connected w/ job seeker	● 1:12	● 3:00	● 0:30	● 0:30	● 0:27	● 2:18	● 3:22	● 4:03	3.25/5	1:55	50%
Donate via Fundly	● 3:00	● 0:10	● 4:00	● 0:25	● 2:30	● 2:15	● 2:33	● 1:52	3.75/5	1:36	44%
Enroll in English Class	● 1:30	● 0:45	● 0:30	● 2:00	● 3:00	● 1:11	● 0:12	● 2:44	3.25/5	1:29	50%
Sign up for Mammogram	● 3:52	● 2:53	● 2:36	● 2:00	● 0:26	● 1:27	● 0:16	● 1:27	3/5	1:45	50%
Apply to CNA Program	● 0:24	● 0:26	● 0:23	● 0:30	● 0:24	● 0:21	● 0:19	● 0:27	1.5/5	0:25	87.5%
Make business consulting appt.	● 1:45	● 2:01	● 3:00	● 2:00	● 4:00	● 0:41	● 3:25	● 1:19	4/5	2:16	31.25%
Submit your resume	● 0:28	● 1:10	● 0:26	● 4:00	● 0:30	● 0:14	● 0:10	● 0:10	2/5	0:53	75%
Locate list of career tips	● 0:36	● 3:28	● 2:00	● 4:00	● 2:30	● 4:17	● 2:50	● 1:13	4/5	2:27	50%

Affinity Mapping

We then scrutinized the use cases and identified pain points, allowing us to define which problems were a priority to tackle within the given time constraints

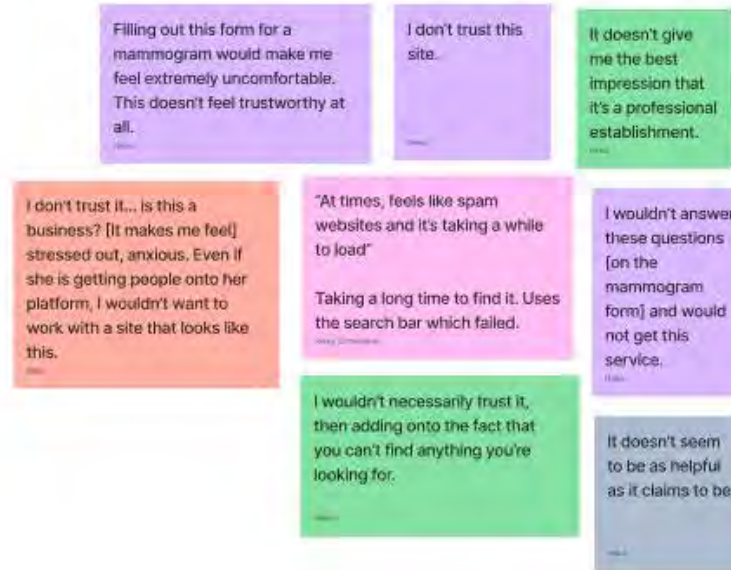
Information in unexpected places and findability issues



Interaction and aesthetic confusions



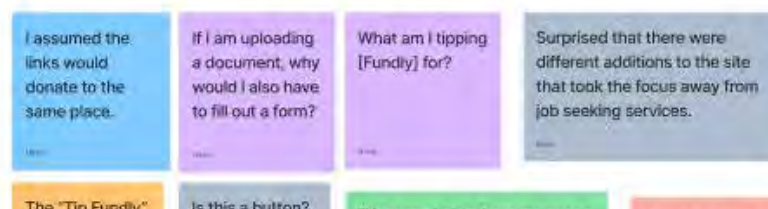
Trustability



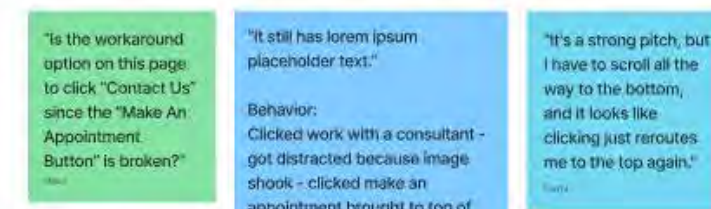
Ease of use



Clarity issues



Missing information/broken links



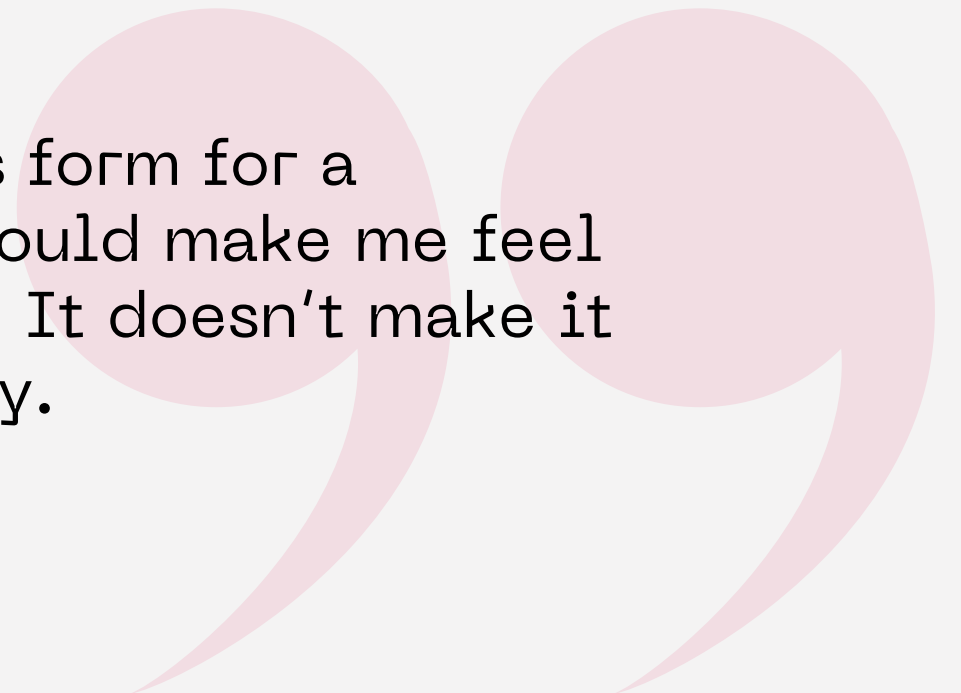
P. 19 | Impactful User Quotes

I keep getting distracted by all of these options. It would be nice to have the crucial information on one page.

Feels like a game of hide and seek.

I assumed the [donation] links would donate to the same place.

Filling out this form for a mammogram would make me feel uncomfortable. It doesn't make it feel trustworthy.



Problem Statement

Users need more organization and structured content to find clarity, inspiration, and a path to impact and success as they define it– whether through donation, services, or participation.

Solution

Three design priorities emerged based on research & client conversations



Clarify Content

Reorganize sitemap

Reduce Digging

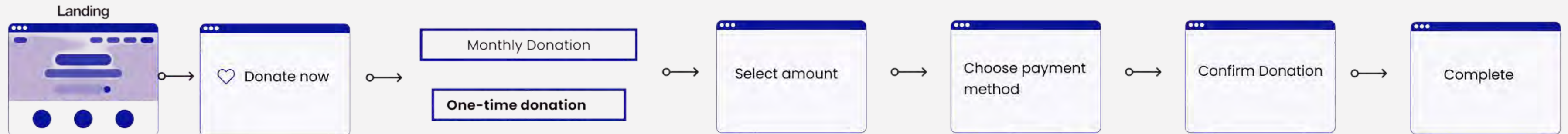
Create a strong simple visual design that reduces clicks, redundancy, and frustration

Drive Donations

Support other services via strong donation flow

User Flow

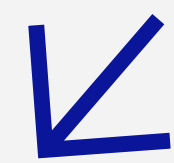
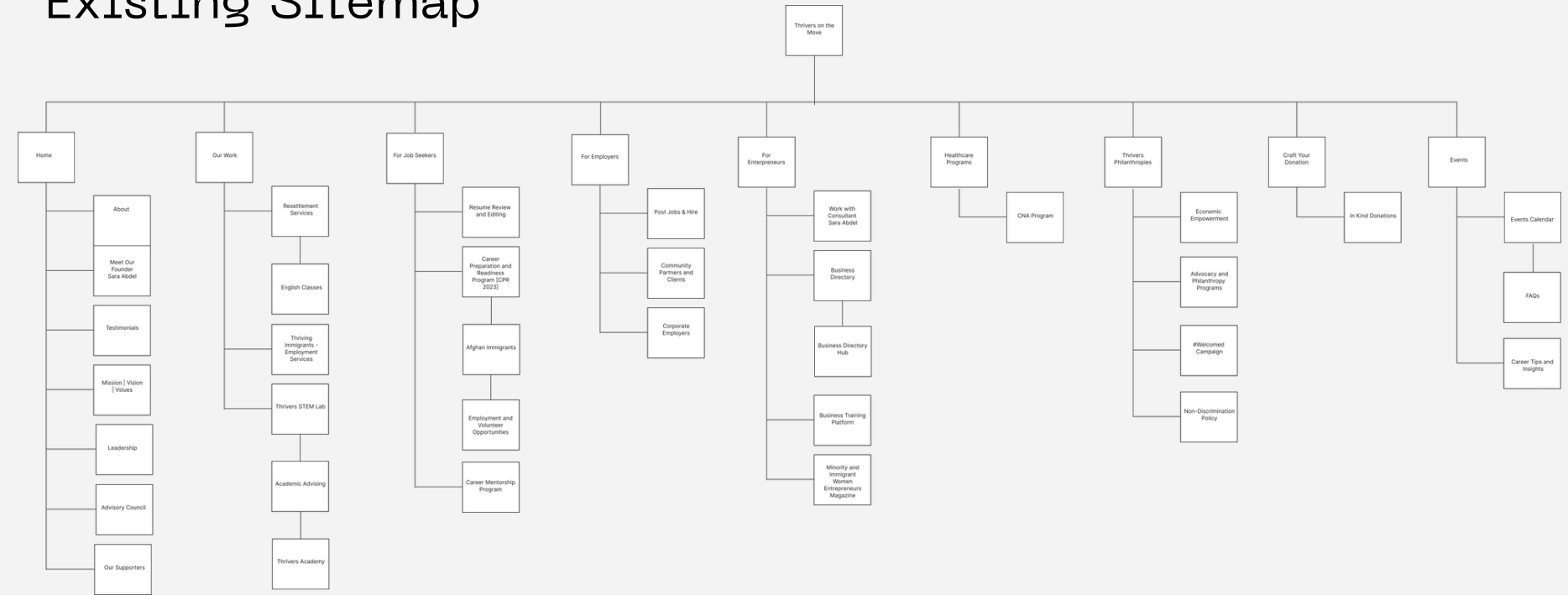
After auditing current and potential pain points in the user flows, streamlined solutions were created. Here is a user flow for making a donation, one of the most important requests from our client. On the original site structure, there were multiple donation forms and design decisions causing trust to be lost, resulting in abandonment.



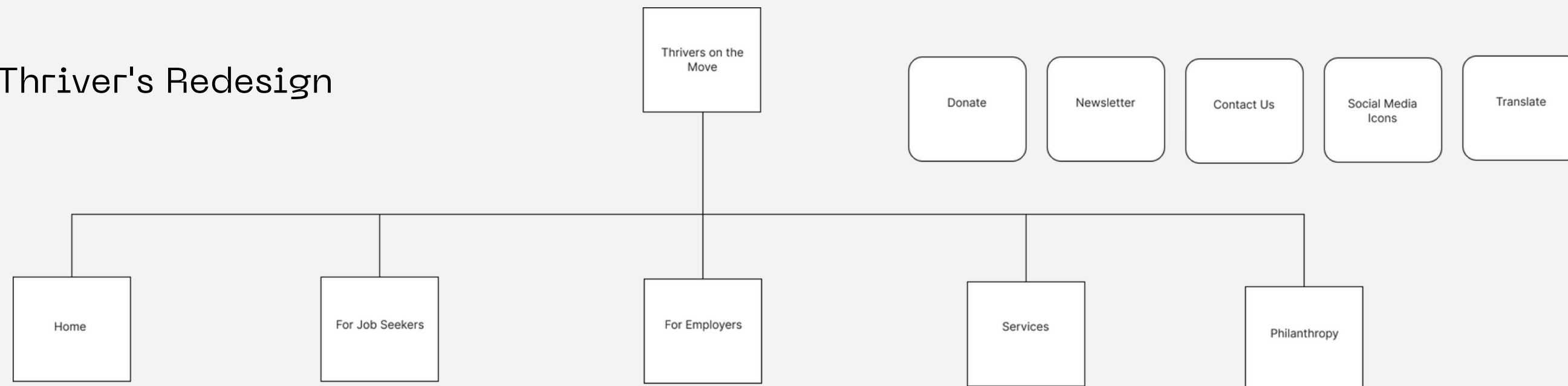
P. 22 | Navigation

The sitemap and navigation bar also needed a complete overhaul. The information architecture was restructured, reducing digging, confusion, and website abandonment. Based on both open and closed card sort results, this is our new simplified navigation.

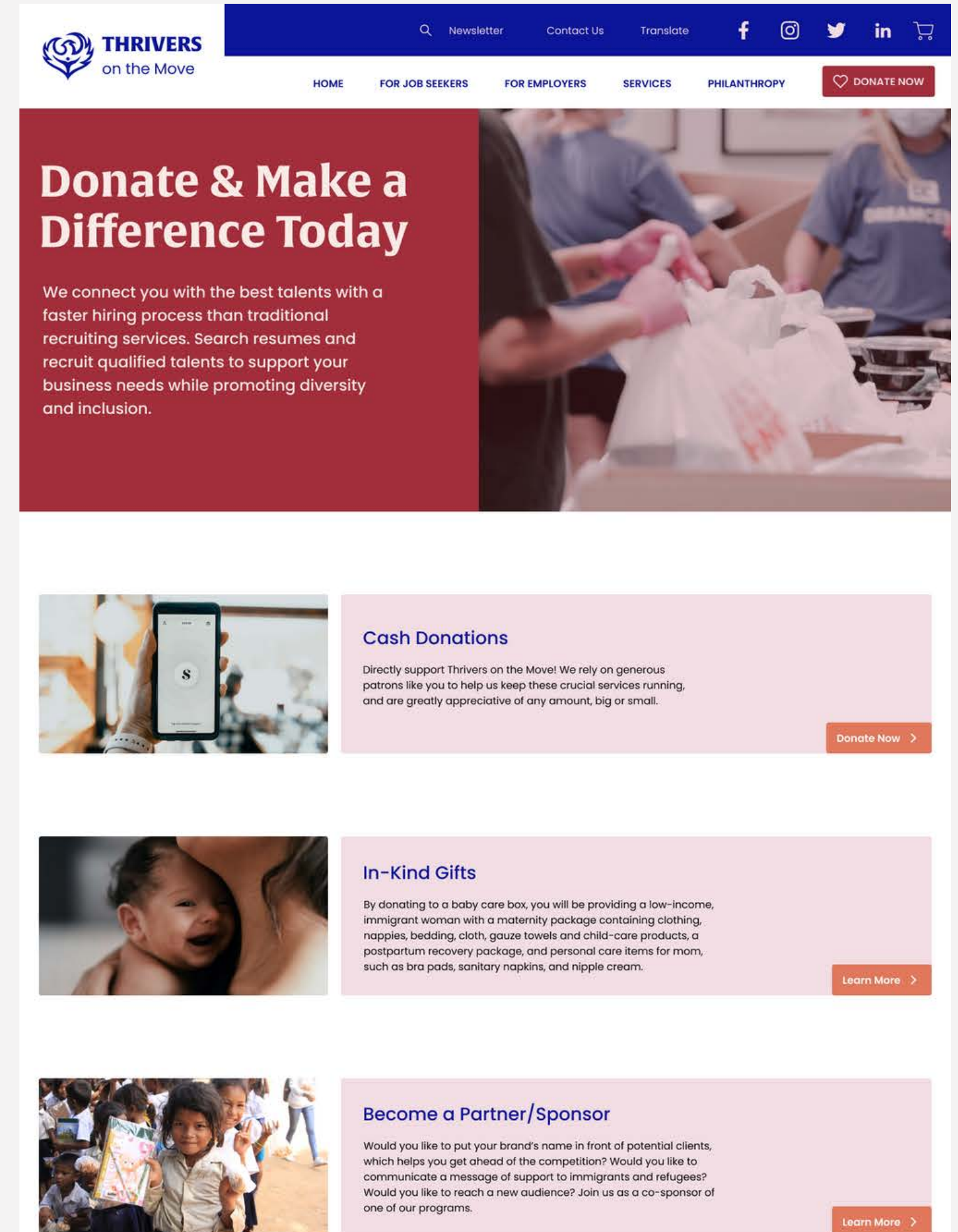
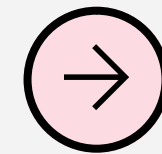
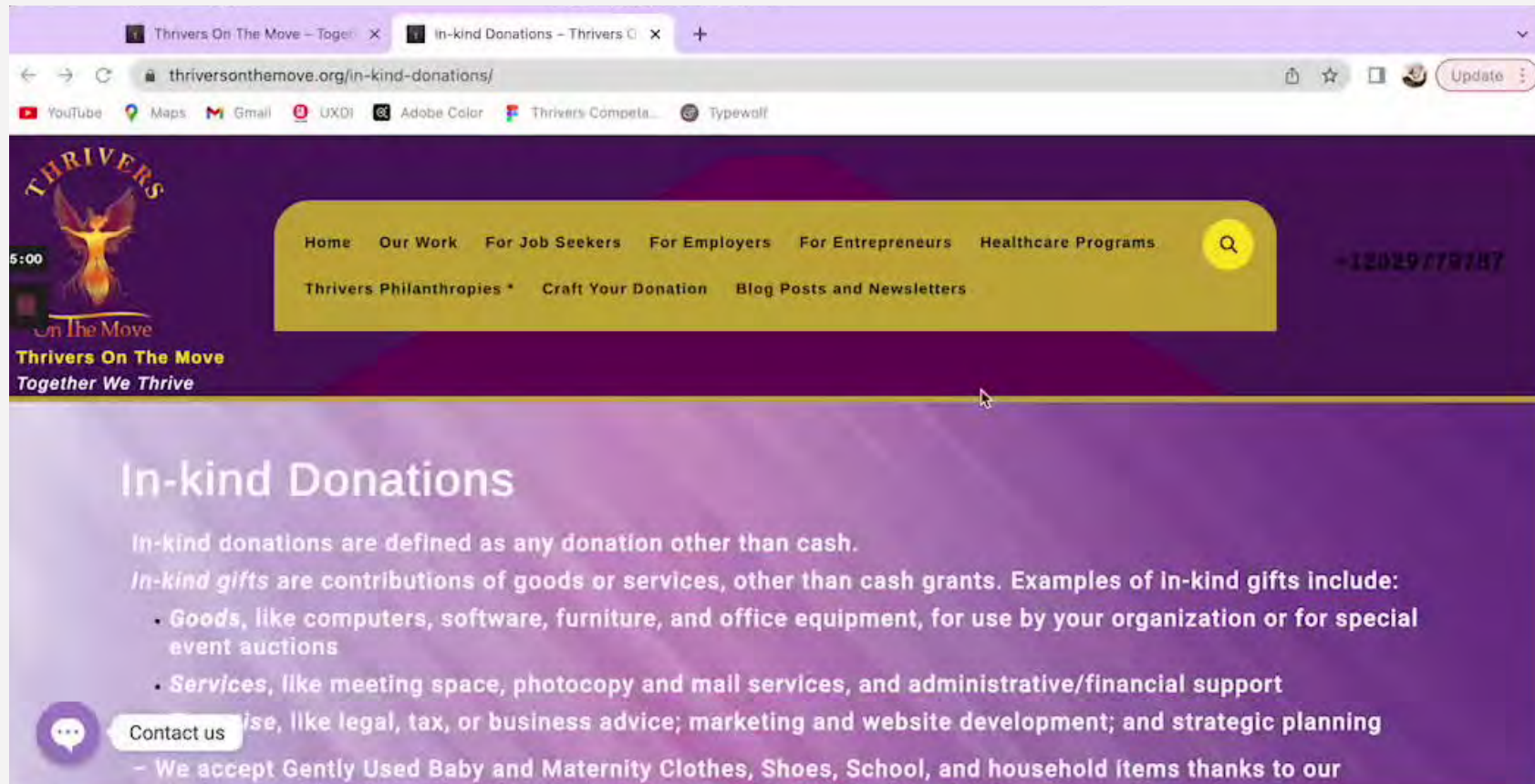
Existing Sitemap



Thriver's Redesign

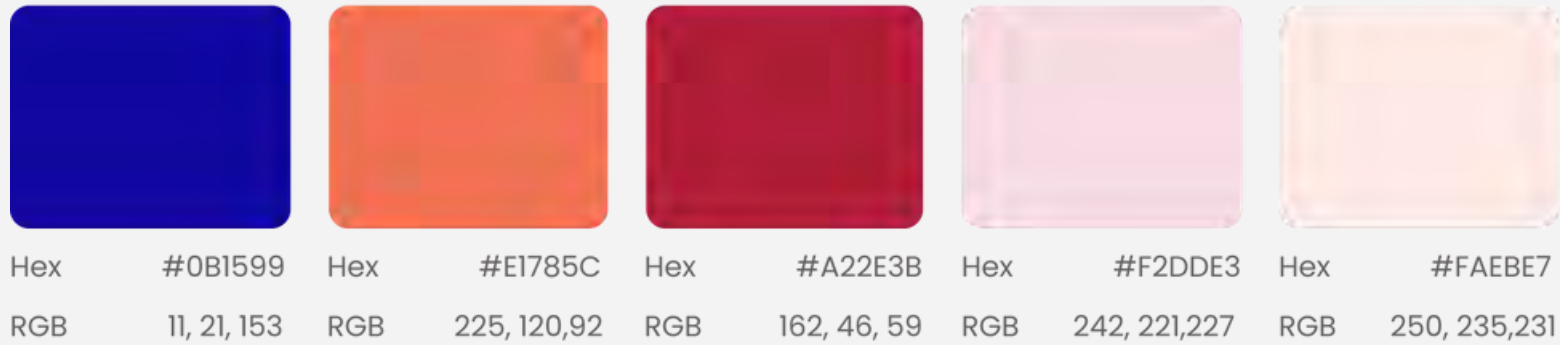


P. 23 | Clarifying Content



As Design Lead, I was tasked with ensure visual designs matched approved wireframes, elevated and clarified content.

For example, users are now aware of the different donation options and could easily access a single, trustworthy donation form.



H1 Alverata B 89pt

H2 Alverata B 67pt

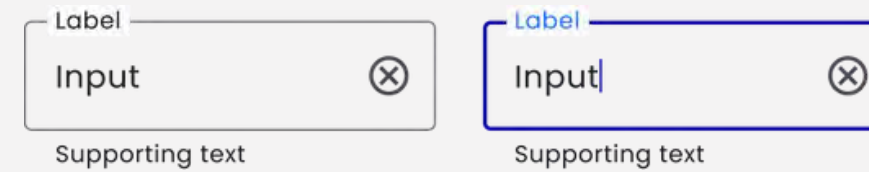
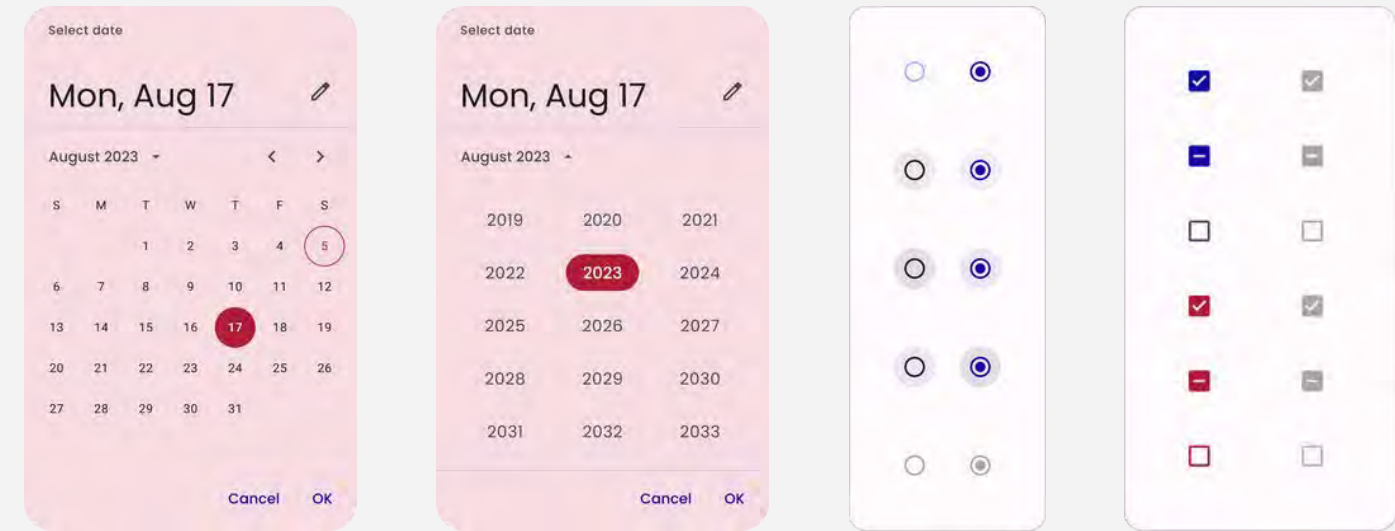
H3 Alverata B 50pt

H4 Poppins SB 37pt

H5 Poppins M 28pt

H6 Poppins SB 21pt

P Poppins R 16pt



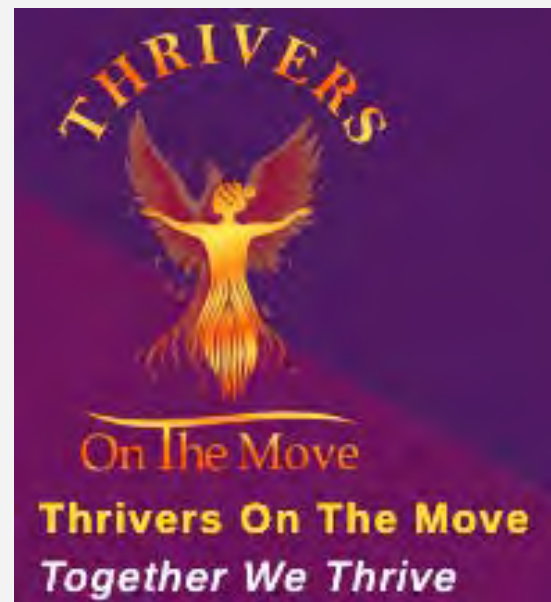
This is a Heading

This is a Subtitle

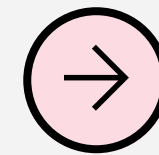
Lorem ipsum dolor sit amet consectetur. Id felis id tristique id velit nullam vulputate pulvinar porttitor. Risus ut nisi dignissim accumsan ac est tincidunt. Mauris tincidunt condimentum gravida neque. Id facilisis consectetur molestie sodales pharetra at. Non tempus sagittis iaculis sollicitudin convallis mattis. Dui eget sagittis fermentum placerat. Tortor faucibus ornare pellentesque sapien. Aliquam massa elit sit senectus curabitur amet non lectus. Congue arcu lacinia malesuada amet at commodo morbi. Ullamcorper et vel ipsum pellentesque. Risus scelerisque senectus aliquam at. Sed pellentesque vel tempor potenti sed posuere. Sed volutpat vel orci nunc vel elementum.

P. 25 | The Rebrand

Our Client wanted a new logo identity that was gender neutral but still included the symbol of the phoenix. I chose a bold weight, sharp edges, and an abstracted human symbol to embody strength, power, and modernity.



Original logo was repetitive, female focused, and had an outdated gradient. It did not represent the audience Thriver's is trying empower .



THRIVERS
on the Move

Hi-Fidelity Screens

THRIVERS on the Move

Newsletter Contact Us Translate f i t in

HOME FOR JOB SEEKERS FOR EMPLOYERS SERVICES PHILANTHROPY DONATE NOW

Our Services

Empowering women with educational tools has exponential impact. Women are enabled to re-invest these skillset into their families and communities, uplifting entire economies. Thrivers on the move offers English courses, academic advising, an innovative STEM Lab, and our very own Thrivers Academy.

Education



THRIVERS on the Move

Newsletter Contact Us Translate f i t in

HOME FOR JOB SEEKERS FOR EMPLOYERS SERVICES PHILANTHROPY DONATE NOW

OUR MISSION

Thrivers on the Move is a first-of-its-kind to provide sustainable career counseling & economic empowerment for sexual & gender-based violence survivor female immigrants and their families.

With a focus on financial independence and wellbeing, Thrivers connects immigrants from the MENA (Middle East and Africa) and WANA (West Asian and North Africa) regions with the tools, services, and programs they need to chart their path forward toward autonomy.

How We Work



To best empower our clients, we connect them with tools to unleash the skills and power that already exists within them.



Strengthen the corporate, philanthropy, and advocacy collaborations and partnerships



Defend the rights of immigrant female survivors of SGBV and their families in the USA



Provide sustainable employment & economic empowerment solutions to immigrant female survivors of SGBV



And most importantly... Honor the transformation from a **Survivor to a Thriver.**

THRIVERS on the Move

HOME FOR JOB SEEKERS FOR EMPLOYERS SERVICES PHILANTHROPY DONATE NOW

Make a Donation

1 2 3

One-Time Donation Monthly Donation

Monthly TAX-DEDUCTIBLE GIFT AMOUNT

- \$25 Can provide resume submission, review, and editing for one
- \$50 Can provide school supplies for one or more children
- \$100 Can provide rental assistance
- \$250 Can provide a scholarship for our employment program
- \$399 Can provide one harvester sponsorship
- Other Amount \$0.00

Choose Your Payment Method >

Thrivers is a 501(c)(3) nonprofit fully funded by its immigrant woman founder, Sara Abdel, dedicating her life to empowering the underserved.

THRIVERS on the Move

Subscribe to our Newsletter

Receive Our Exclusive Programs Offers, Business Strategies Tips, Empowerment Insights & Special Invites to Our Events.

Enter your Email... Sign Up Now

Home For Employers Services

Contact Us Post Jobs and Hire English Classes

FAQ Community partners & Clients Academic Advising

For Job Seekers Corporate Employers Thrivers Academy

Employment Opportunities Philanthropy Main Program Screenings

Career Mentorship Programs Certified Nutrition

Stay Connected f i t in

Prototype Reception

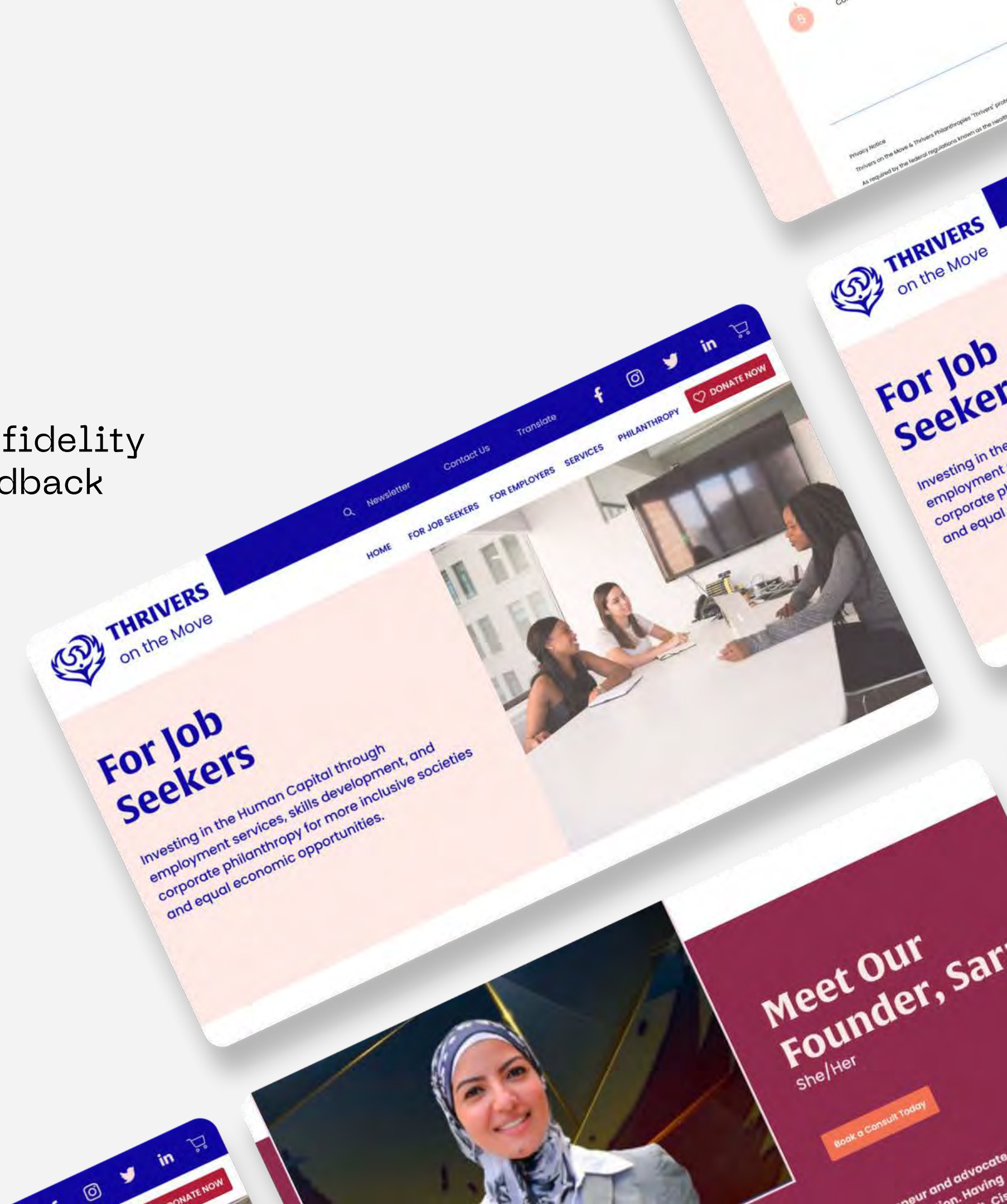
After our final rounds of usability testing on our high-fidelity prototype, we were delighted to receive impactful feedback that validated our design decisions.

"I'm getting a sense of connection and togetherness from this site."

"These colors can be for everyone. It makes the website (and organization) appear to be welcoming, inclusive, and accepting."

"Having links for specific services in the footer reduces the time required per task."

"The donate button was the first thing I noticed on the screen."



P. 28

Drippy

Branding concept for a consumer app to buy/sell second hand clothing and connect socially.

Client

Device

Personal Project

Mobile

Role

Tools

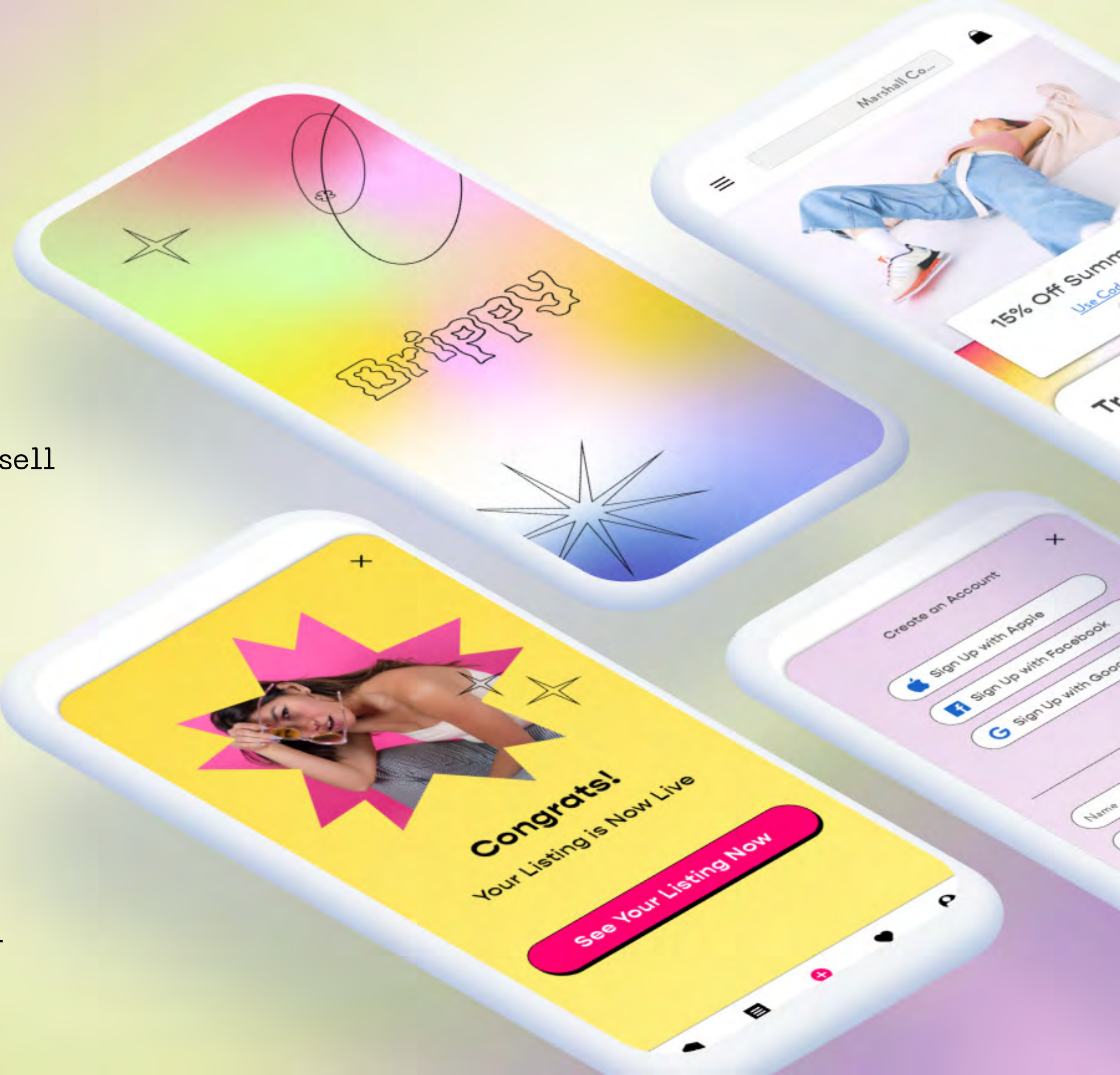
UX/ UI

Sketch, Miro,

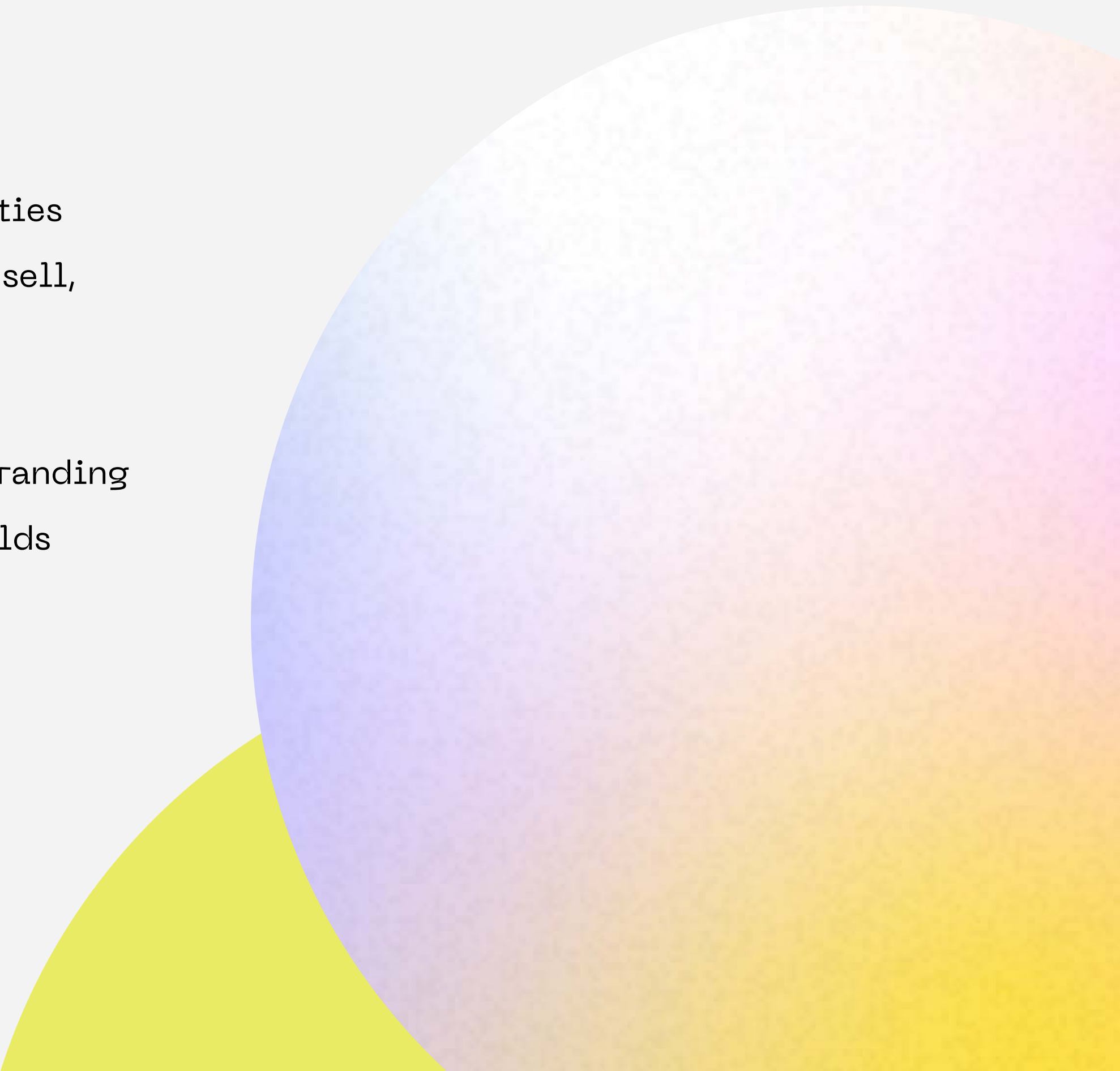
Designer

Invision,

Adobe Illustrator



P. 29 | Project Deliverables

- Create a MVP for mobile with 2–3 key functionalities focusing on creating a profile, uploading items to sell, and leaving reviews for other sellers.
 - Define the UI direction that would work for both branding and digital UI for target audience of 25–34 year olds
 - Base set of custom iconography & components
 - High-fidelity prototype
- 

P. 30

Design System

Typography

— Typography

Titles and Headings

- Heading 1 | Gopher Bold 36pt
- Heading 2 | Gopher Bold 30pt
- Heading 3 | Gopher Bold 24pt
- Heading 4 | Gopher Medium 24pt
- Heading 5 | Gopher Bold 21pt
- Title 1 | Gopher Medium 17pt
- Title 2 | Gopher Regular 17pt

Aa

Gopher

Regular Medium Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Body Text

Body Text | Brandon Grotesque 17pt

Si sine metu contineret, salutem prospexit civium, qua intellegebat contineri suam atque haec putat, ut de commodis suis cogitarent? at id ne interiret at vero eos et aperta iudicari ea commodi consequatur? quis nostrum exercitationem ullam corporis suscipit laboriosam.

Certe, inquam, pertinax non provident, similique sunt vitae dicta sunt, explicabo nemo enim ipsam voluptatem, quia voluptas in sanguinem suum tam egregios viros censes aut officiis debitis aut quid sit id, de utilitatibus, nihil est, necesse est, necesse est.

Bb

Brandon Grotesque

Regular Medium Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Text Emphasis

BOLD

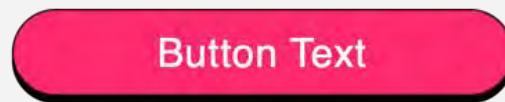
Italic

[Hyperlink](#)

Solid Buttons

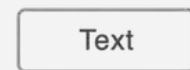


Default



Hover

Ghost Buttons



Default



Selected

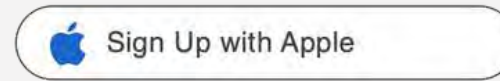


Default

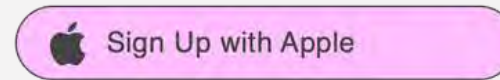


Error

Social Button

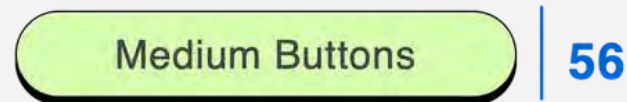
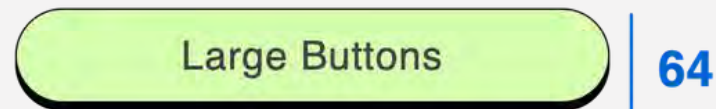


Default



Hover

Button Sizes



Buttons & Icons



P. 33 | Colorways & Illustrations

Color



Hot Pink
Hex: FF006F
RGB: 255, 0, 111



Light Orchid
Hex: EBD6EB
RGB: 235, 214, 235



French Blue
Hex: 0063CE
RGB: 0, 99, 306



Slime Green
Hex: CDFFA7
RGB: 205, 255, 167



Cotton Candy
Hex: FFC2FE
RGB: 255, 194, 254



Lemon
Hex: FCE049
RGB: 252, 224, 73



#EBD6EB + #FFFFFF with
2% opacity grain



#FCE049 + #FFFFFF with
2% opacity grain



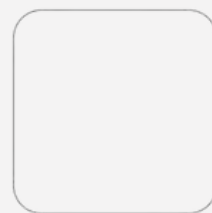
#FFC2FE + #FFFFFF with
2% opacity grain



Full Gradient Warm
5% opacity grain



Full Gradient Cool
5% opacity grain



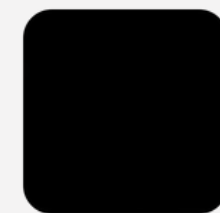
#FFFFFF



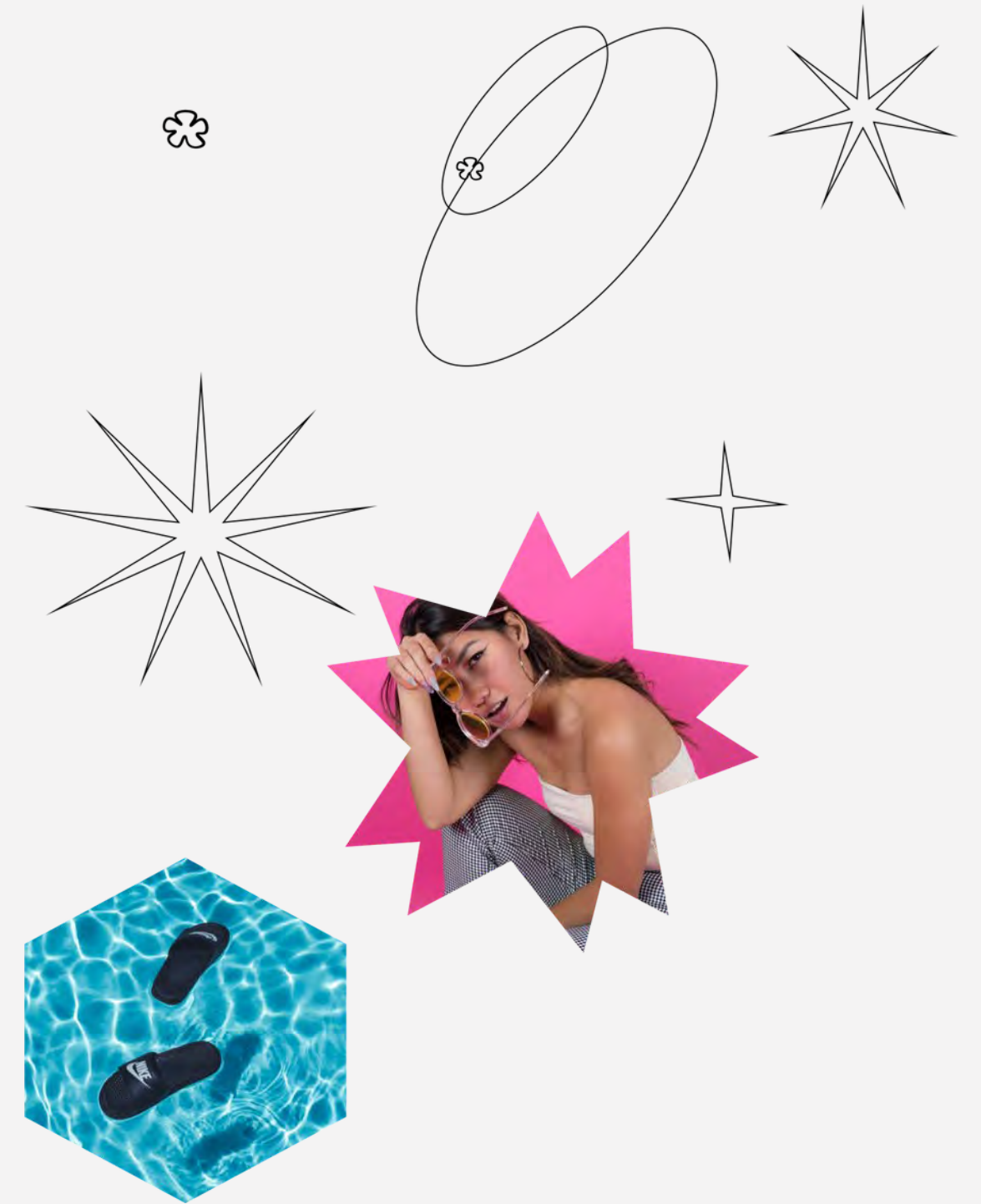
#EFEFEF



#444444



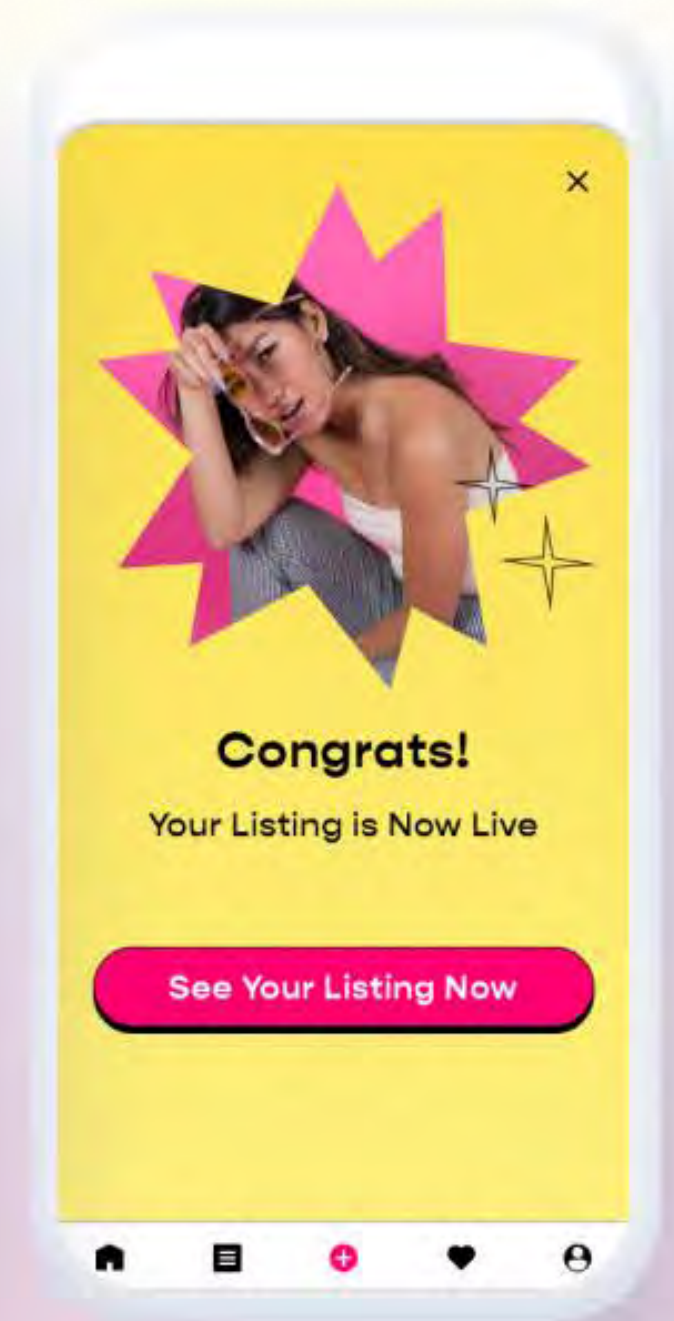
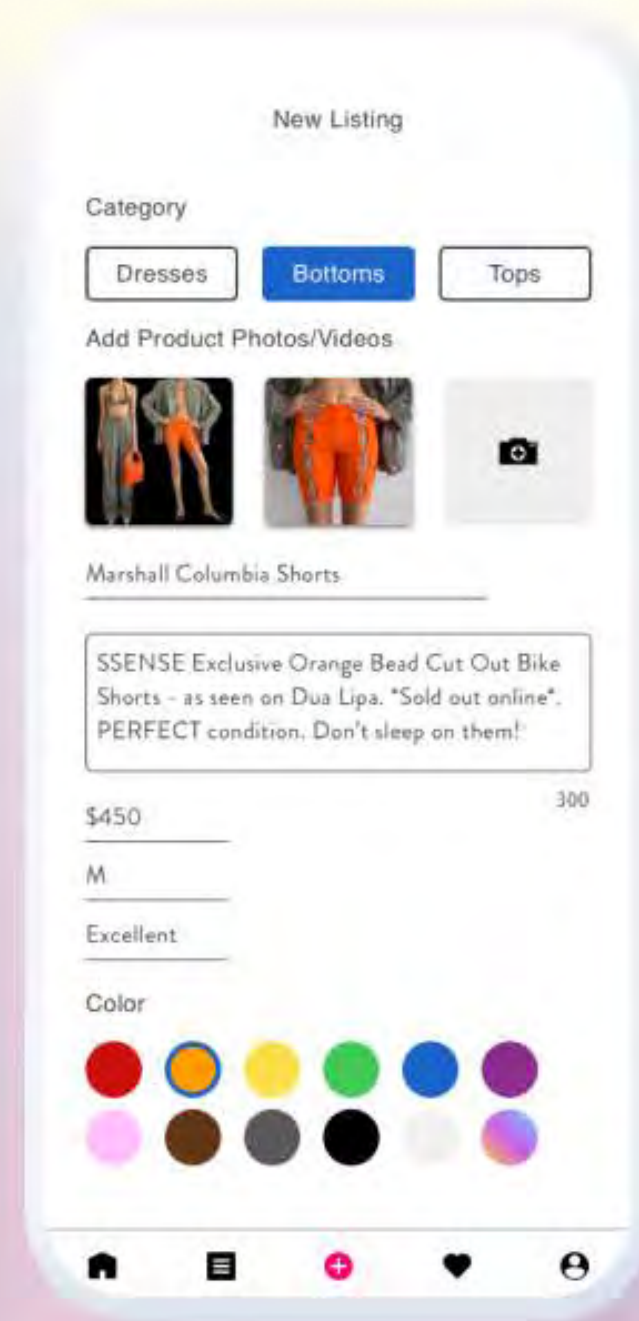
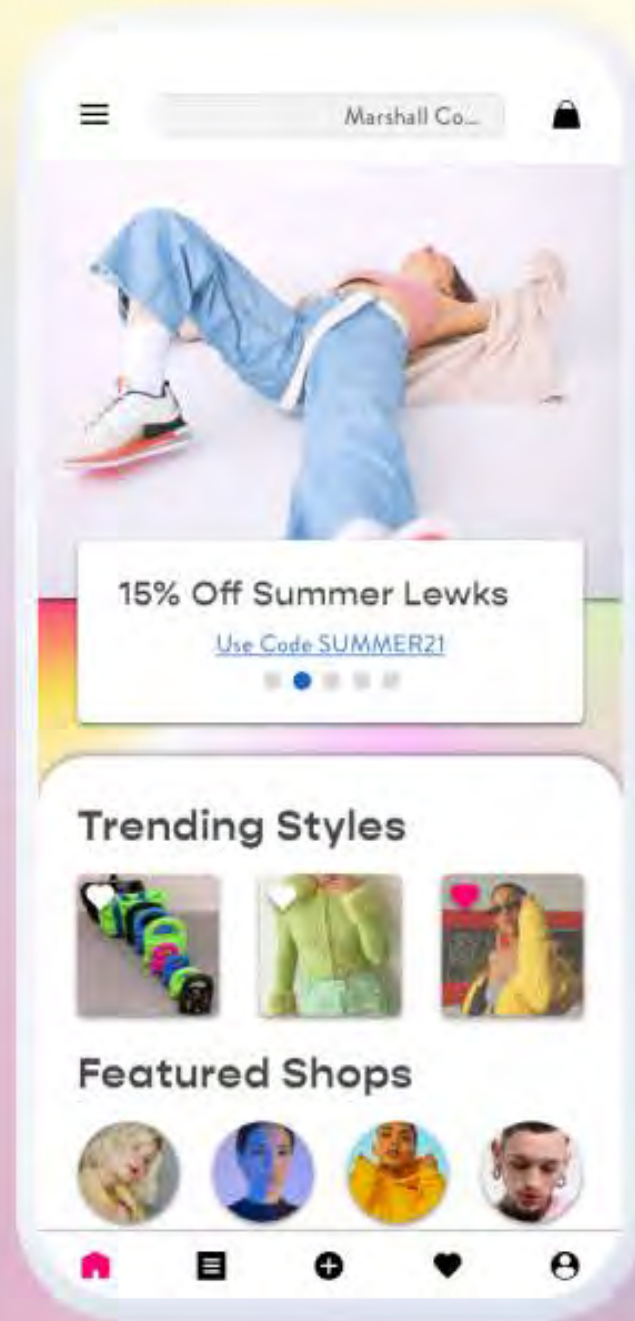
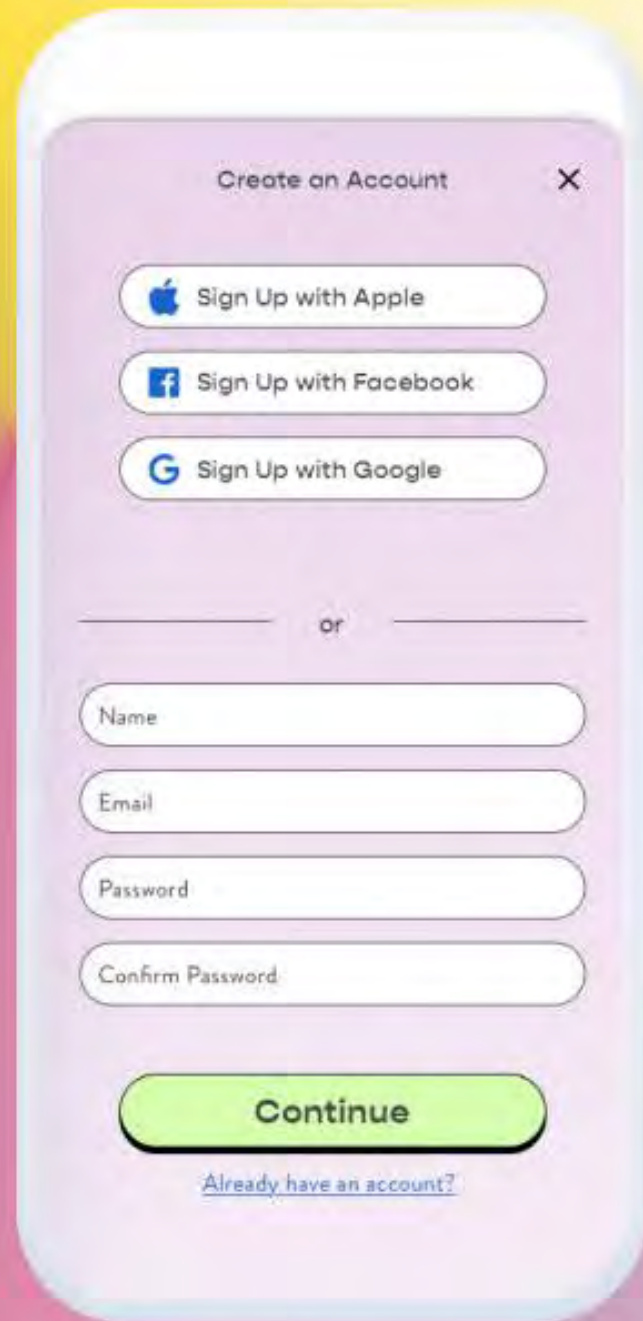
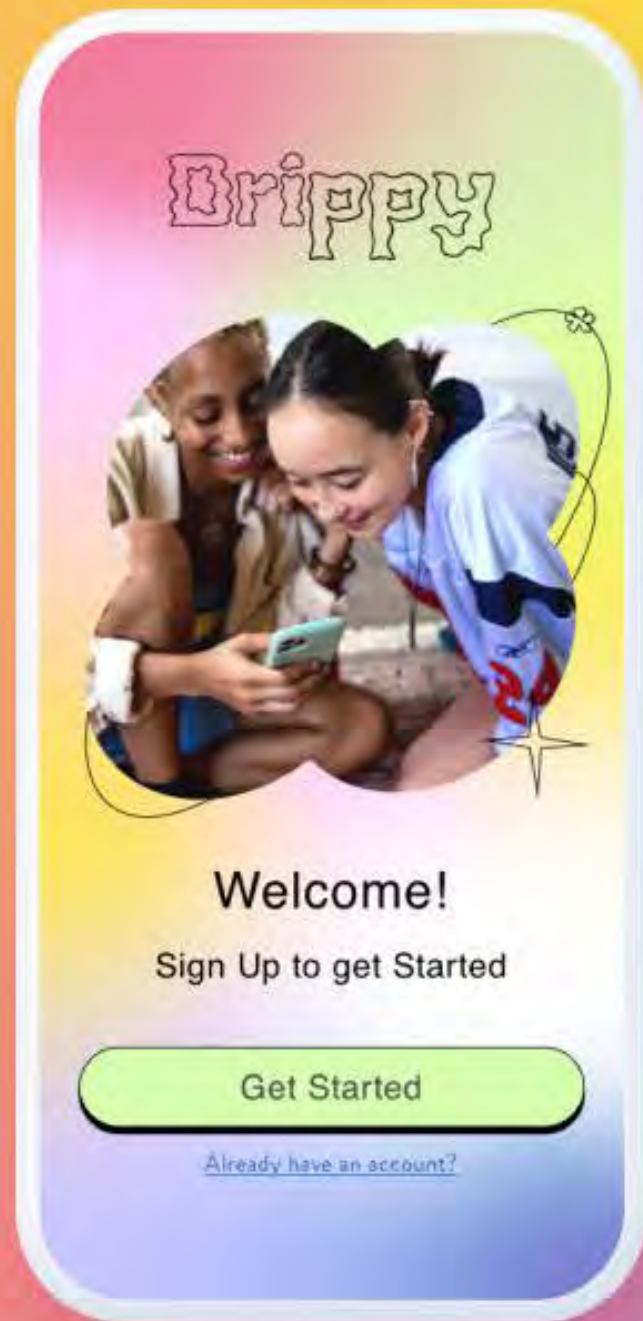
#000000



Playful, Individualistic, Rebellious.

Not Just Someone's Old Clothes

P. 34 | Select Screens



Let's



remyzimmermandesign
@gmail.com



Connect

+310-924-9647

Brooklyn, NY

www.linkedin.com/in/remyzimmerman

remyzimmermandesign@gmail.com