



**MARK D'AMICO**

**UX/UI DESIGNER-DEVELOPER  
PORTFOLIO 2020**

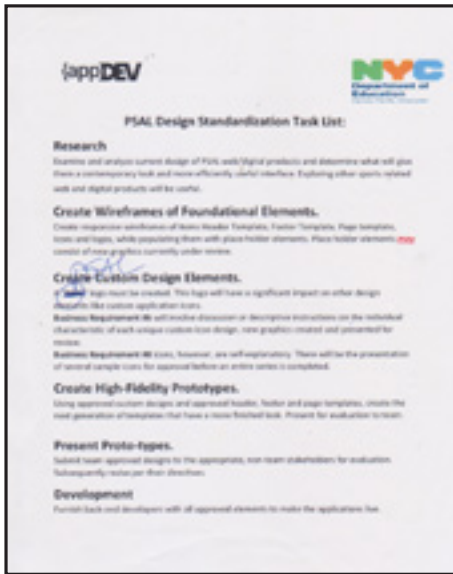
This presentation represents a deep dive into artifacts demonstrating my comprehensive involvement with UX/UI design and development. Present are my varying levels of participation and stakeholder engagement which I have stewarded toward successful completion of applications for desktop, tablet and mobile devices. A complete case study of my own composition and research occupies the last three pages.

Featured here are behind the scenes elements that I created or utilized to complete an application flexible enough to gather and disseminate information regarding the large number of elements that manage the Public school's Athletic league.

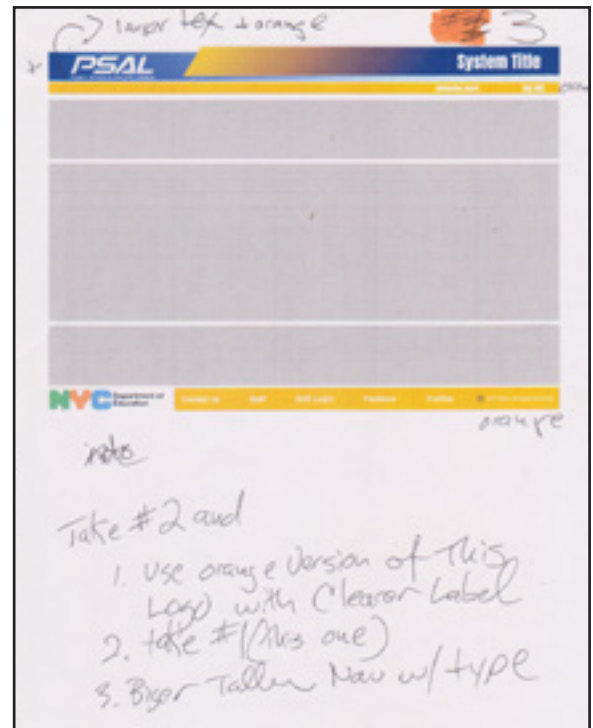
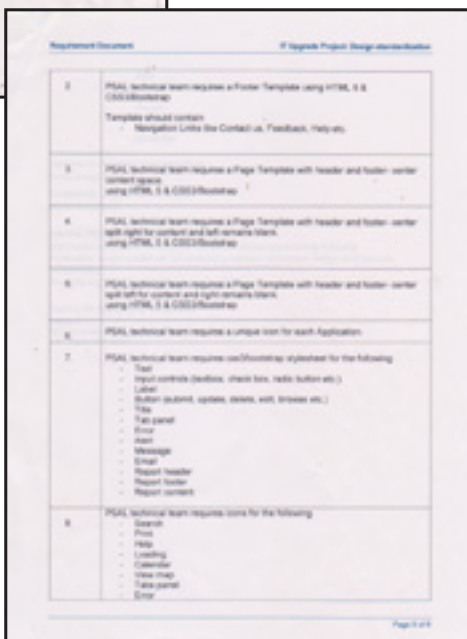
I alone composed this "One Sheet" to outline the basic plan and objectives of the project.



This is an excerpt from a PowerPoint presentation that I designed from stakeholder input to explain progress of project to the business concerns of the DOE.



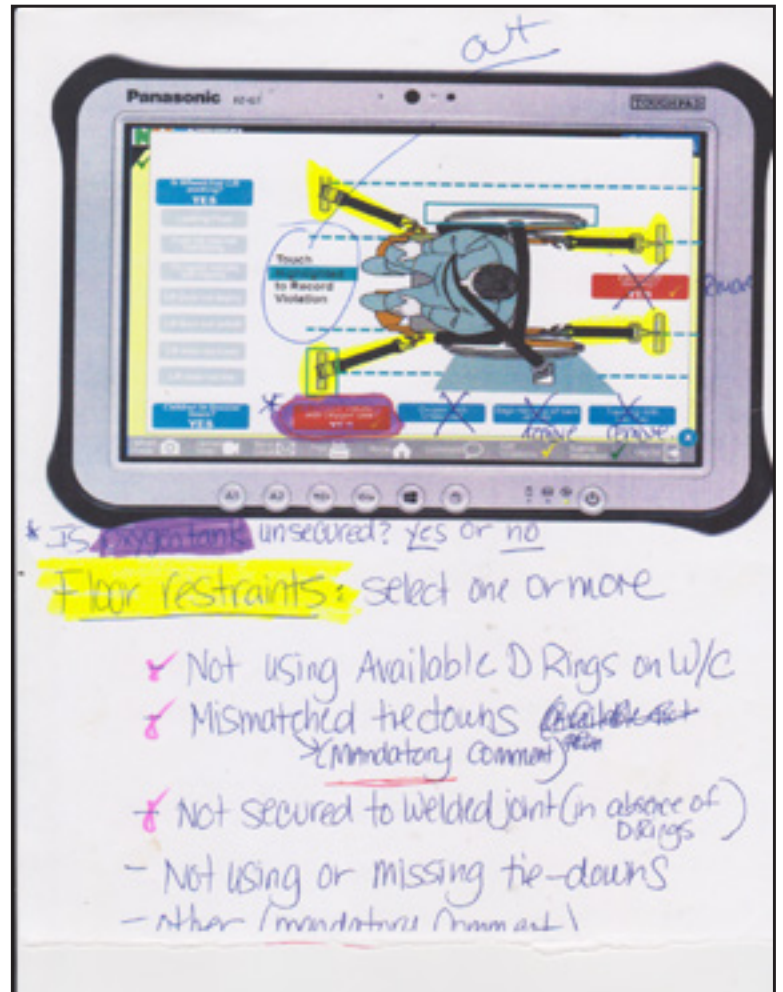
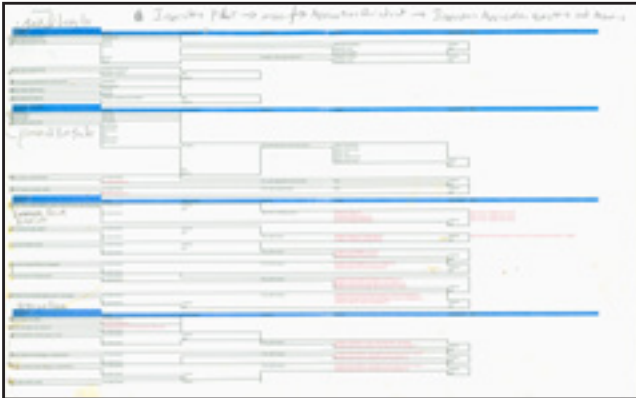
Excerpted BRD used to explain what I should focus on within the project...this was provided by stakeholders.



This one of dozens of my design iterations. The gray center boxes will be filled from a CMS. The boxes also will vary in number, shape and functionality according to the application objectives.

These samples are a tiny fraction of the supporting documents (and hours of meetings) that I used or created to bring the project to completion. The application is one of allowing for rapid safety examinations of the NYC DOE school busing system.

QA map provided by stakeholder to assist me in proper composition and user-flow of application elements

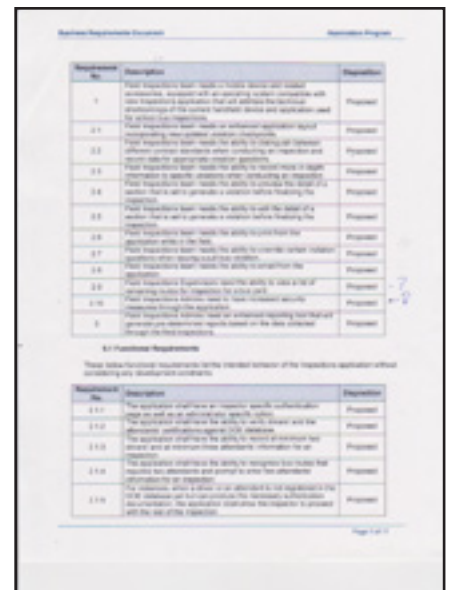
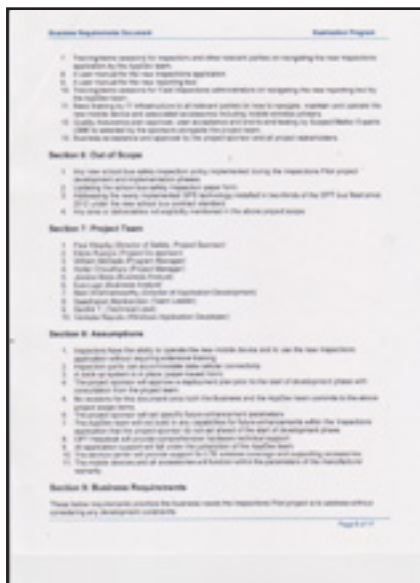
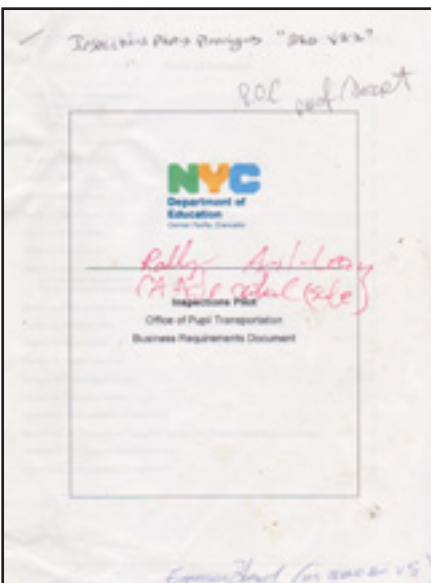


Sample of initial wire frame.



Sample of initial High-Fidelity prototype I composed in Axure.

BRD excerpt provided by stakeholder to assist me in composing design and technical elements.





The samples here reflect the detailed response I alone created to the initial stakeholder meeting for a planned revitalization of its public facing website

### PSAL Web Application Update Project

Project Draft By Mark D'Amico, Senior UX/UI Graphic Designer, Ogilvy & Mather, PSAL, New York City Department of Education, 8/15/16

8/15/16 UX/UI graphic design (Mark) consulted with Tech Leadership and Ogilvy Leadership (Phoenix & Marc) to determine opening phases of a project responsible for improving user experience and interaction with our PSAL web-based, public-facing, data visualization & navigation application.

The PSAL web application, which creates customized data set visualization for any public facing user needs to be greatly improved in its appearance and ease of use. These updates are to include the following implementations and objectives:

1. Develop a standardized framework that combines the current WC guidelines, where appropriate, and a style guide that are consistent, simple, apply and intuitive.
2. The objective of the new style guide will keep the app's use and appearance consistent across itself and make it distinctive from our other applications while replicating the same appearance of our other Ogilvy application's page and form controls.
3. The use of Bootstrap classes for the form controls will help with keeping the app looking and functioning in a modern and flexible manner. However, Bootstrap is just an option, as vanilla CSS and HTML5 are indeed viable tools for the development/working phase as well.
4. This application must be usable across desktop, tablet and phones, i.e. responsive and/or adaptive users to those aforementioned screen resolutions.
5. The app must be compatible with at least these browsers: Chrome, IE, Firefox and Safari.
6. The current application is so digitally out dated that it initially, literally appears as if it has been abandoned or decommissioned, despite the presence of current and dated materials. The new visual style must be contemporary, vibrant and dynamic. It must suggest that the application's content is routinely updated and relevant, consistently and at a glance.
7. Header and footer contents are critical to the success of our relevancy objectives, so their contents might perhaps display a working JavaScript Date function in one or the other.
8. A help screen needs to have a standard model for it.
9. We must also allow ourselves maximum flexibility and not necessarily restrict our ability to create/replace useful and attractive products.
10. The WC will be consulted periodically to insure that anyone who needs the app will be able to access it now and in the future.

11. The app will be multi-logged. I might use off the shelf widgets on a web service to achieve this objective.
12. There are conditions under which the usual transition script paragraphs won't be effective. If a yellow graphic is set as a single image file we must create a standard that determines whether or not we go to the trouble of creating 10+ customized versions of this graphic to conform not in any other language compatibility scenario. The requisite dynamic/variable image coding requirements will have to be applied to an otherwise static HTML element so the appropriate graphic is deployed to fit and user's latest environment.
13. User IDs to give form a contemporary and consistent appearance to the look and feel of the overall app while keeping form control values in question-based questions, i.e. Bootstrap's use of *checkboxes*.
14. There are countless elements that are misleading, too blue text that is too small, text highlights that resemble interactive buttons, but do nothing, redundant/unnecessary graphic elements and interactive content that requires more effort than can be justified for any standpoint.

**Initial tasks to be performed:**

1. Comprehensive audit the entire application to find the areas that need all or any of the stated standards and add any newly discovered conditions to aid in achieving the final result.
2. Given that the bulk of the "problems" are UX/UI related, it will be the responsibility of the UX/UI graphic designer (Mark) to correct these problems using current tools and trends specifically charged with meeting the objectives that the application update requires.
3. Working from the list of objectives and discovering the UX/UI update phases can begin with a few basic, home page, main/body/fully visual mock-ups that will be labeled in ways to demonstrate how they have addressed earlier, established, and discovered challenges.
4. During this initial phase we should perhaps at need be able to agree upon the basis of style with regard to color, font and visual elements of that nature. Once agreed upon we will have a preliminary style guide to carry the rest of the process.
5. Additional drafts of the mock-ups can be completed for other application screens once we get an acceptable look, feel and ease of functionality in our first drafts of say, the home page or self MyPSAL page.

**Final Phase, Deployment & Implementation**

When all stakeholders have "signed-off" on approval and we have determined that our objectives have been met, the UX/UI designer will be responsible for meeting the needs of the developer/tech programmer by supplying CSS style attributes, graphic elements and so forth in the needed sizes and formats.

**What will we know when we have reached our objectives?**

We will have met our objectives when the application can rapidly and effectively display a user customized, content, relevant to the public facing and clear in a graphically vibrant visual environment.

### Current Desk-top view of MyPSAL application

Annotations on the current view include:

- Header visual features cannot distinguish navigation tools considered hard to read for anyone.
- Form Content style issue evident, contrast with default Bootstrap classes.
- Resources that don't link and change function the homepage, better images and use the graphics effectively with space.
- Even background adds no visual support to illustrate objectives of application and developmental stage.
- It can take up to 10 clicks to find the useful information you want in this current 4 set of clickable sites which is not very effective.
- This auto slider takes a long time to clear off the content. Make frames of each slide and create a collection of icons, with the existing slide icons, across the bottom.

### Updated Desk-top view of MyPSAL application landing page

Annotations on the updated view include:

- New landing page the styling which is more vibrant and clear.
- Navigation site more consistent of application and more consistent.
- Content updated with current images, more vibrant and consistent with more clear font size.
- Header presents all options in one area, allowing more clarity, appearing more vibrant.
- More consistent styling and content allowing for greater consistency and ease of navigation and readability. An auto slider with one click address need to read.
- Auto slider updated with more vibrant and clear font size, with more consistent styling.

...and the supporting stakeholder documents used to initiate this project.

**NYC**  
Department of Education  
Carmen Fariña, Chancellor

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**New DOE Website Redesign Project**  
Business Case Proposal

Item	Start Date	End Date	Status
Project Kick-off	8/15/16	8/15/16	Completed
Requirements Gathering	8/15/16	8/15/16	In Progress
Design & Development	8/15/16	8/15/16	Not Started
Testing & Deployment	8/15/16	8/15/16	Not Started

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Case study for rebranding of MAHRO  
prepared by Mark D'Amico  
July 7, 2020  
markdamico.com

The scope of this project, as outlined in the MAHRO RFS, is one that our digital products lead can, and will, implement via a highly advanced skill set and project management paradigm. Please be advised that every paragraph and bullet point in the MAHRO RFS will be explicitly and exhaustively expressed in a way that dramatically exceeds the quality that you, the stakeholder, are anticipating.

To support our promised outcome, this case study will address the most important and broadest strokes of the project to demonstrate our commitment to its quality and success. The case study will therefore engage in a demonstration of our deliverables in a way that is indicative of technique and style that will ensure the powerful results that MAHRO requires going forward. Also, please be advised that our included sample indicates only one of perhaps countless possibilities that MAHRO will have to ultimately avail itself of and that we will provide. In a nutshell, we will work with you until your confidence level in our work is at its peak.

Primary to our goals is to unify all digital products, i.e. website, collateral and applications with a graphic branding that leaves no question as to where the MAHRO materials originate from and what their purposes are. That is, the logo and color scheme on the website will be repeated throughout all materials whether they are newsletter, letterhead, application forms, video presentation or what have you.

The website revamp goal should be to take its current content and place it in a contemporary design that far exceeds its current blandly confusing configuration. The website in its present state appears as though it is connected to some sort of defunct organization that could not be bothered with keeping its public face alive, fresh and dynamic. For example, all MAHRO collateral materials:

- 2019 Insurance Workshop
- Commissioners Conference
- Occupancy Workshop
- Annual Conference
- Executive Directors Workshop
- Board and Committee Meetings
- Conference brochure
- Board Report

... will appear under a new and more effective visual aegis, unifying MAHRO undertakings and solidifying in the user's mind a sense of currency/stability in the organization, which they will find, ultimately, very reassuring.

Of additional importance is the need for all these materials to be dynamic and easily updated to further demonstrate MAHRO is an organization supremely active and on the move for its users. Therefore, we will be making its ease of backend functionality a priority to forestall any lag in its routine updating. Likely a WordPress CMS, with a state-of-the-art front-end approach to UX/UI development using all current coding and software. Web services, web analytics and all automated workflows such as Salesforce and Salsa Engage will likewise be seamlessly integrated to form a highly robust and work efficient web presence for MAHRO.

To clarify, we will provide, according to your budget and agreed upon scheduling, all new materials which your RFS requires, pending approval by your stakeholders upon their complete

satisfaction with all completed designs.

Functionality:

Full, effective, and efficient functionality will be applied in accordance with the overall needs of the entire website and any subsequent digital applications or products that the project may require. This functionality will be applied to the two main focuses of any website or application i.e.

**1. The front end:** using the current technologies of HTML 5, JavaScript, J query and CSS 3 the developer can ensure all user interface elements, of any type, will be present and always working. The end-users will find their engagement of all functionality, such as data manipulation, account maintenance and navigation vectors-of the simplest to the most complex, are ones they can apply with complete and total confidence in their overall effectiveness. Additionally, single-page applications such as mortgage calculators or customizable calendars will be present and working as needed by way of using angular JS. Code blocks to allow for user analysis and second party engagement such as financial exchanges or search engine optimization will be securely running alongside all aforementioned additions and plug-ins as needed.

**2. The backend:** the site will use backend technologies as composed and manipulated by WordPress. Specifically, PHP server scripts, PHP my admin and MySQL will do all the intensive data creation and manipulation that will appear on the front and public facing interface. WordPress possesses a cavernous volume of plug-ins, more than MAHRO could possibly need, that will allow for every conceivable type of data transaction to be done safely, quickly, securely, and of course, accurately. Additionally, the use of WordPress will allow for routine updates by any authenticated public account holders and/or MAHRO operatives.

Combining WordPress backend with what our developer will use to compose the public facing graphical interface will give MAHROs digital life a virtually infinite variety of possibility and expression going forward.

We further propose that the project be broken down in the following manner:

Phase 1:

We will provide the graphics presentation which will include several choices of logo and color scheme to evaluate and choose from. This presentation will contain approximately 10 examples. Once a logo has been settled upon, we can move to...

Phase 2:

This phase will consist of a complete revamp of your current, public-facing website, incorporating the new logo and colors, updated fonts, contemporary visual design, all of its original content and functionality that indicates your state-of-the-art approach towards visually disseminating vital information for people in your particular housing market.

Phase 3:

Once the new look and feel of the website is approved all around, all its dynamic content and ability for it to be edited/updated will be implemented with a custom content management system via WordPress.

Phase 4:

All remaining collateral, regardless of its medium - be it print, digital or video will be updated to reflect the new look of the website.

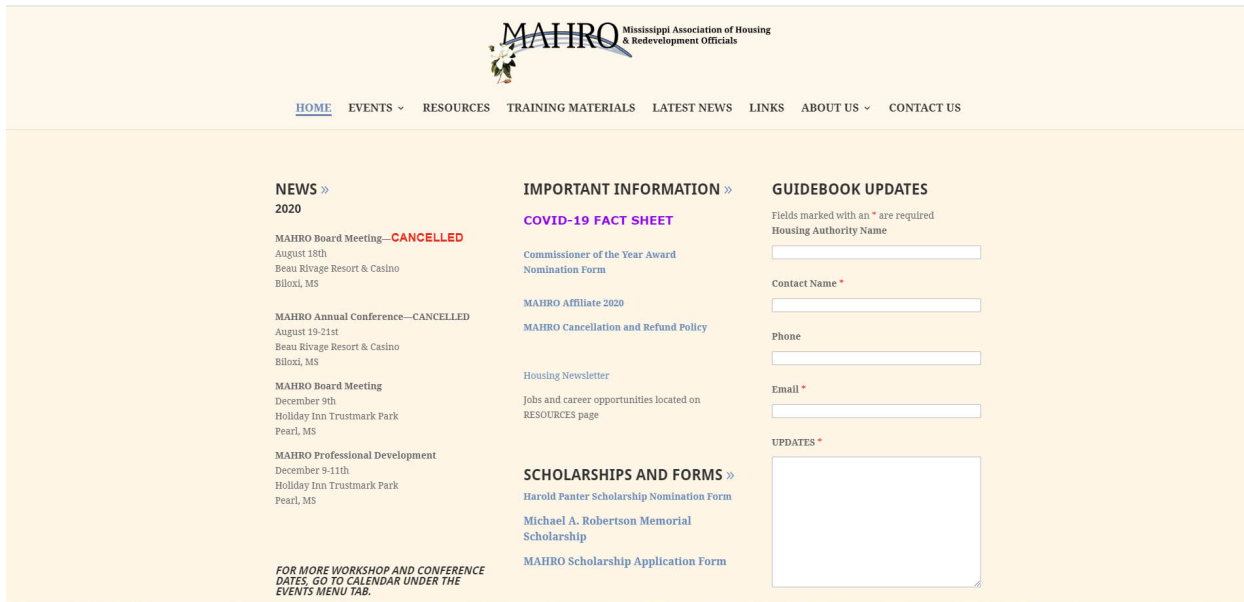
The timetable for all this has been put forth by the consultancy firm as approximately 2 months, and while the project submitted here is easily completed in that time, a breakdown of each phases time length is difficult to predict. However, again, the project can be completed in the prescribed period anticipated.

What follows is a visual demonstration of how we might submit initial designs for approval. The design included here, again, is to demonstrate our ability to put ideas forth and not necessarily submit this demonstration as though it were meant for final approval (though it may very well be, eventually).



## Case Study, Visual UX revamp :

### Before



### After



The above high-fidelity prototype represents a possible landing page which contains all the elements that would eventually be used in all other collateral and miscellaneous items connected to MAHRO.