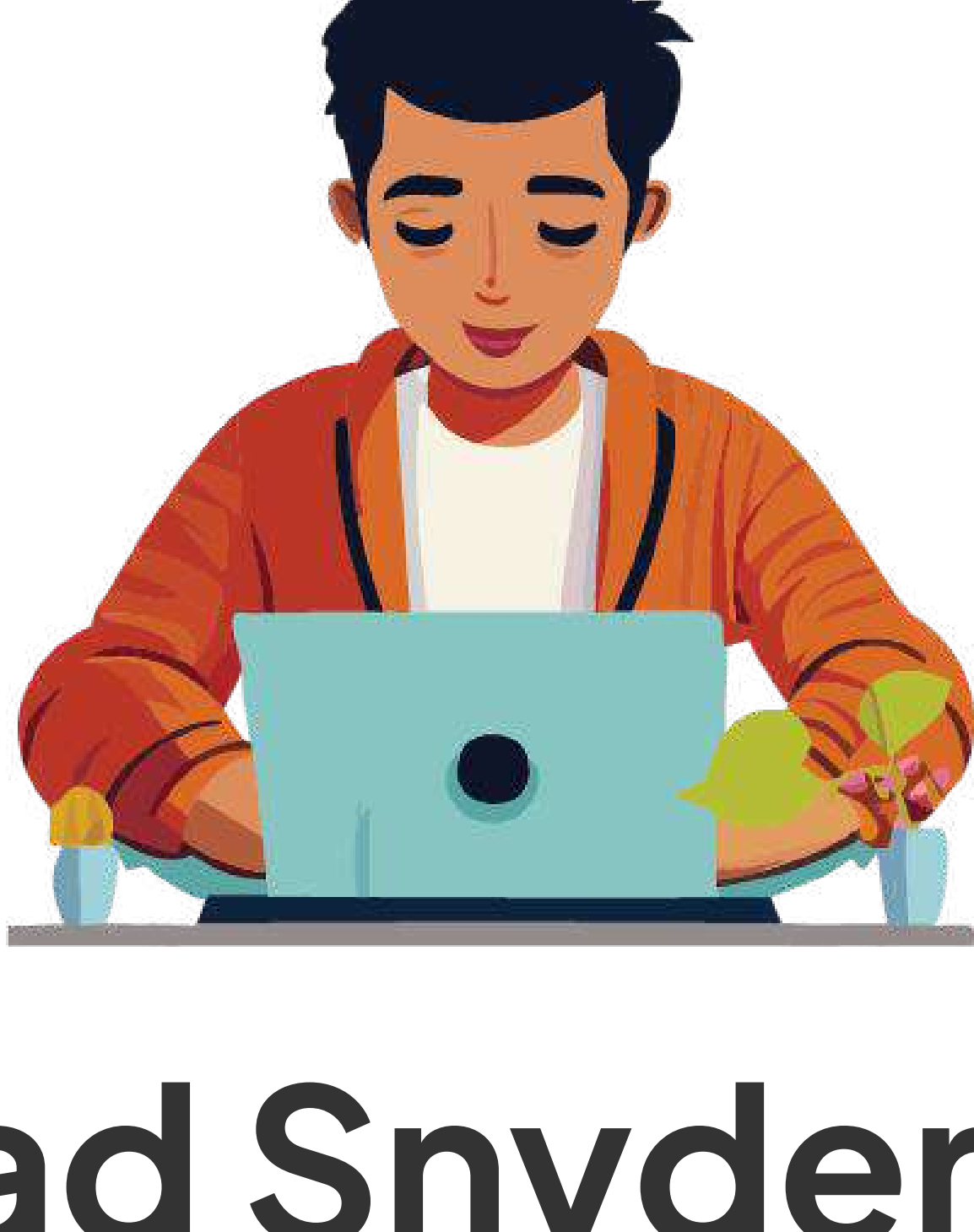




Brad Snyder

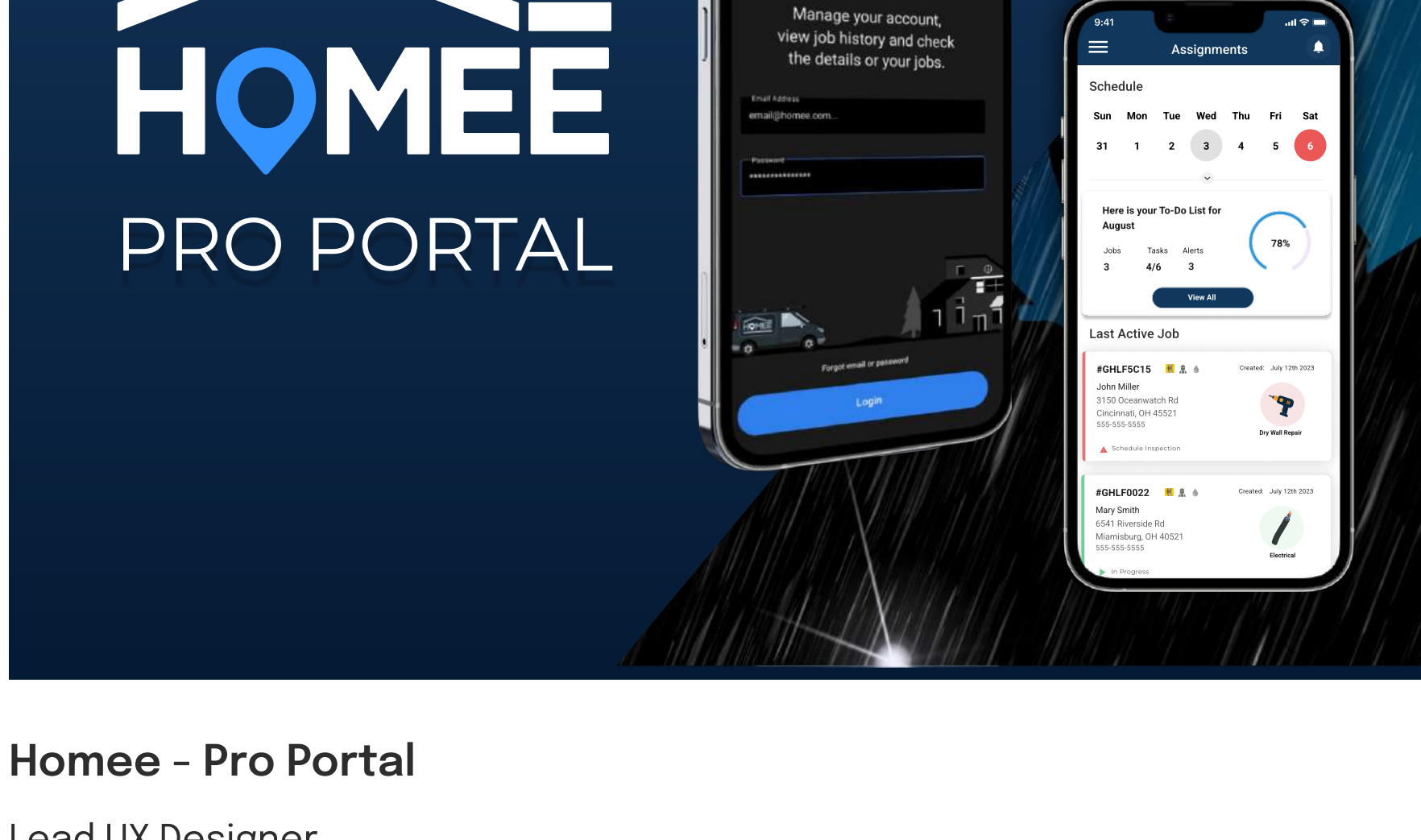
UI UX Designer

<https://bjsstudios.com>

bjsgraphics@gmail.com

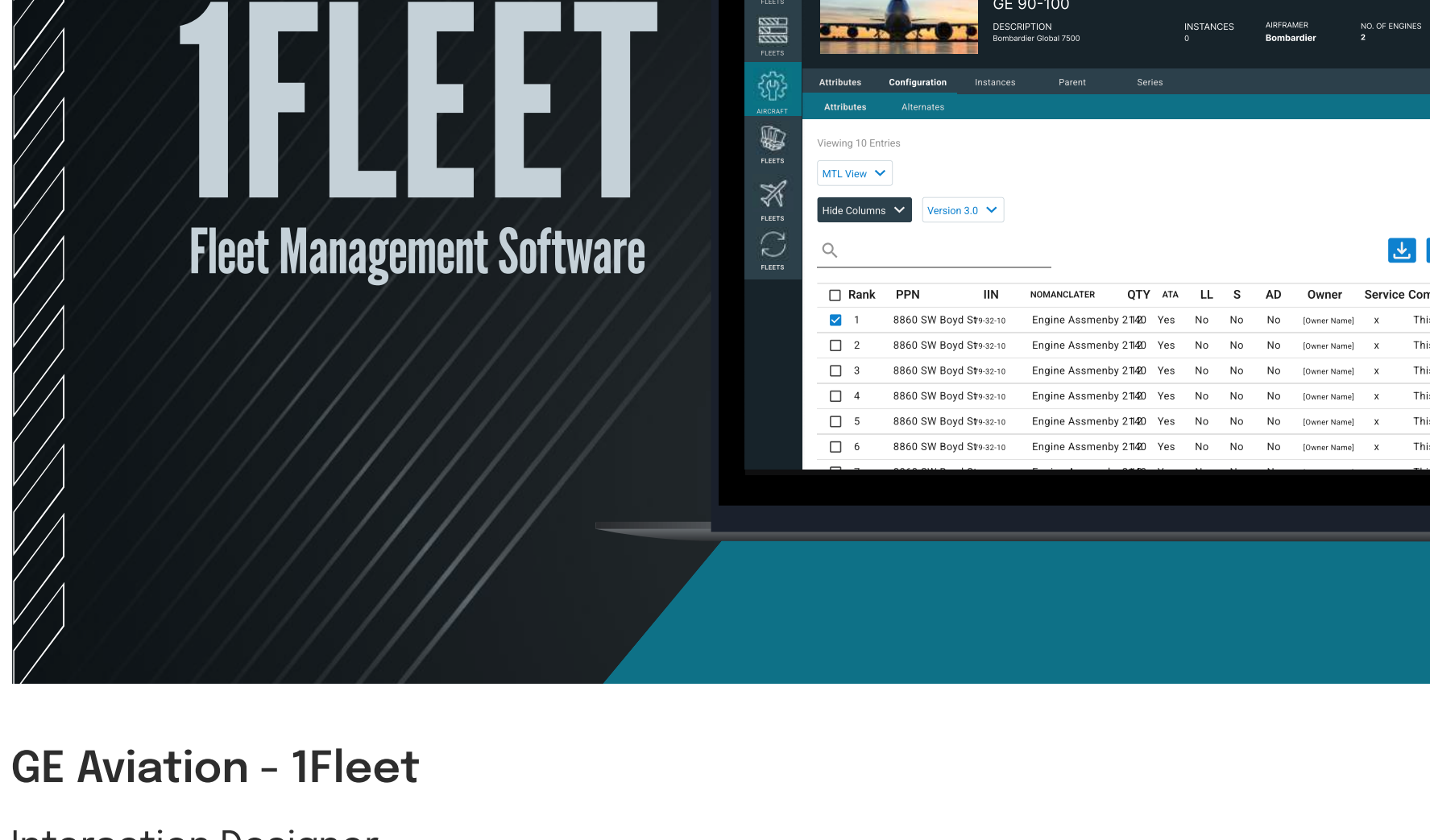
859-957-7606

Latest Work



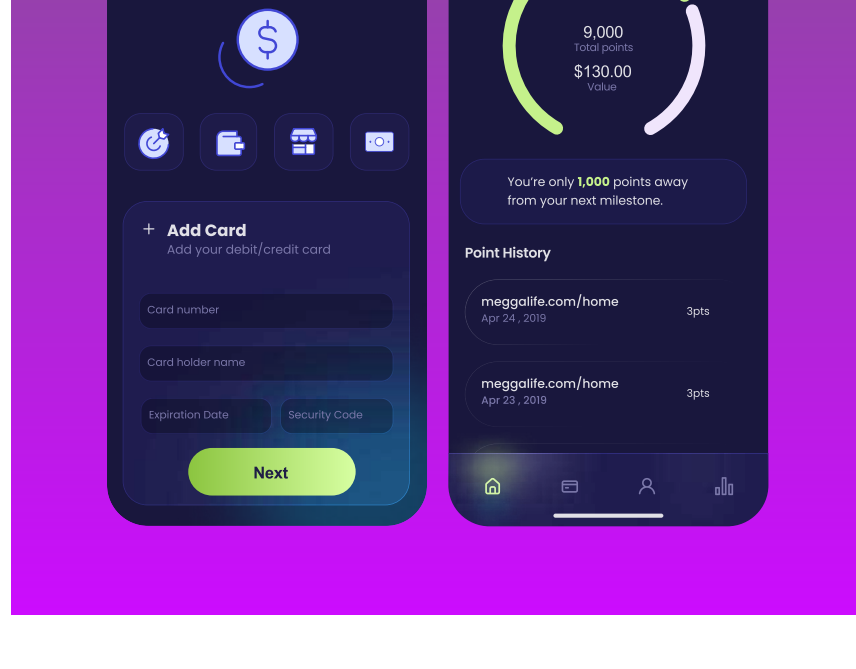
Homee - Pro Portal

Lead UX Designer



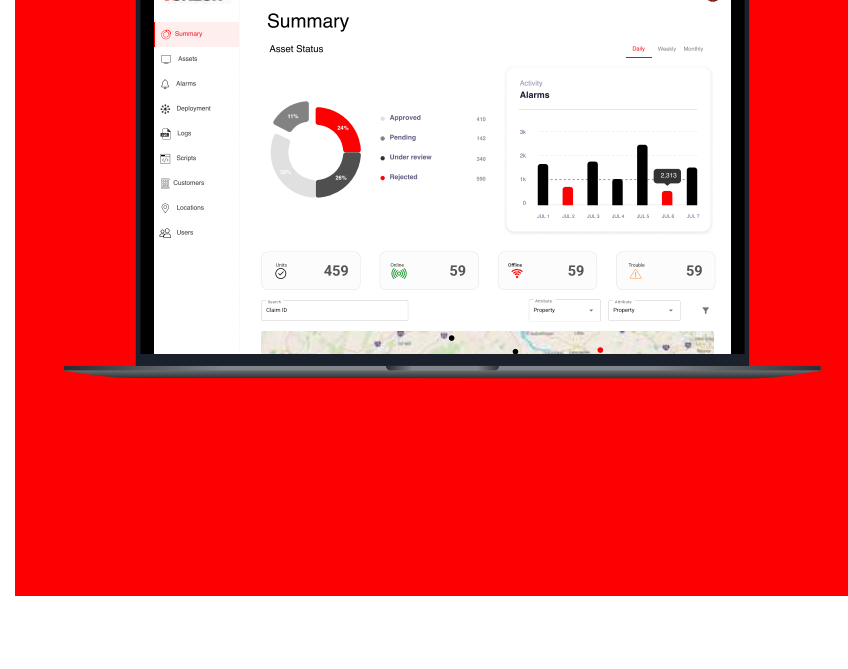
GE Aviation - 1Fleet

Interaction Designer



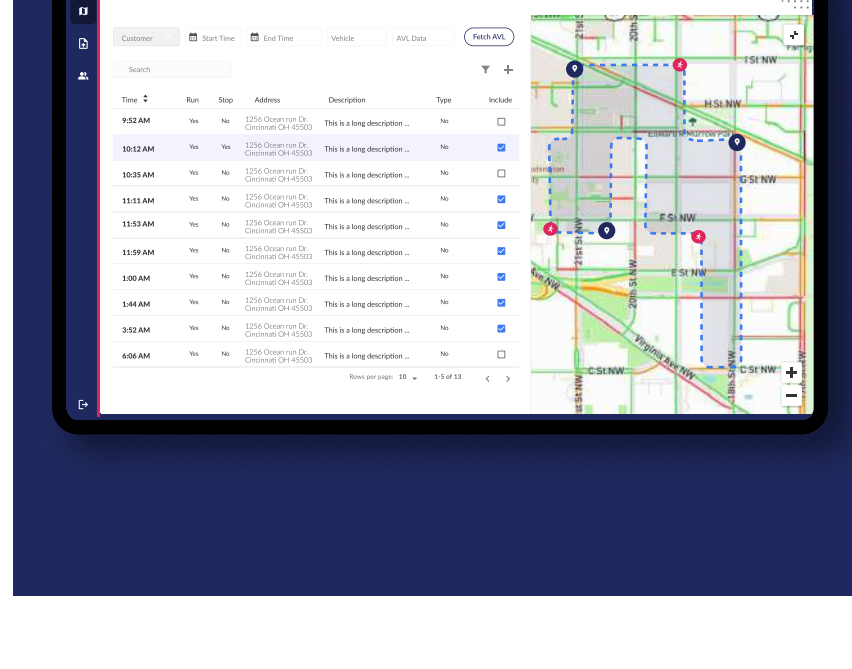
MeggaLife

UI, UX, Art Direction



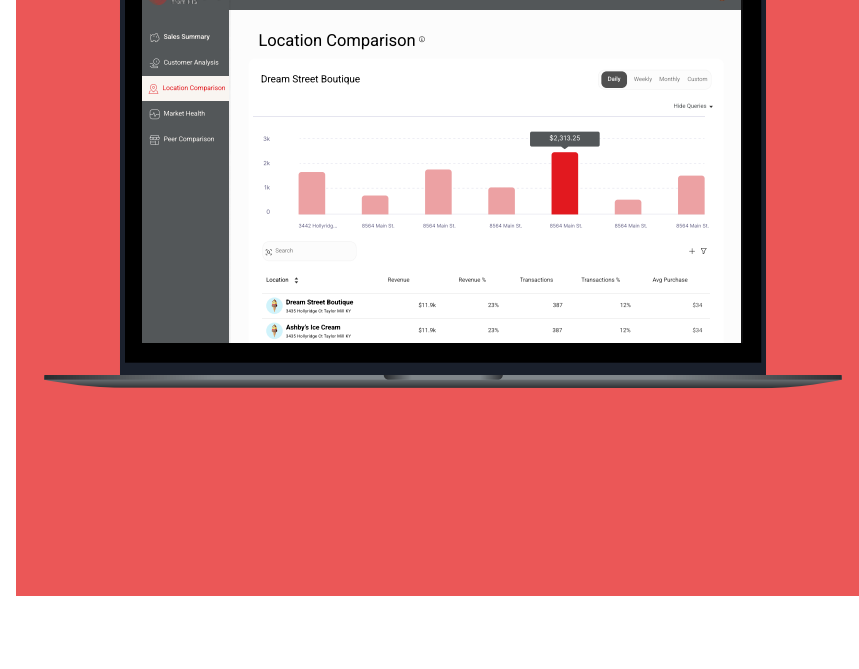
Verizon - IoT Platform

Lead UI UX Designer



First Student - Fleet Management

Lead UI Designer



Worldpay

UX UI Designer

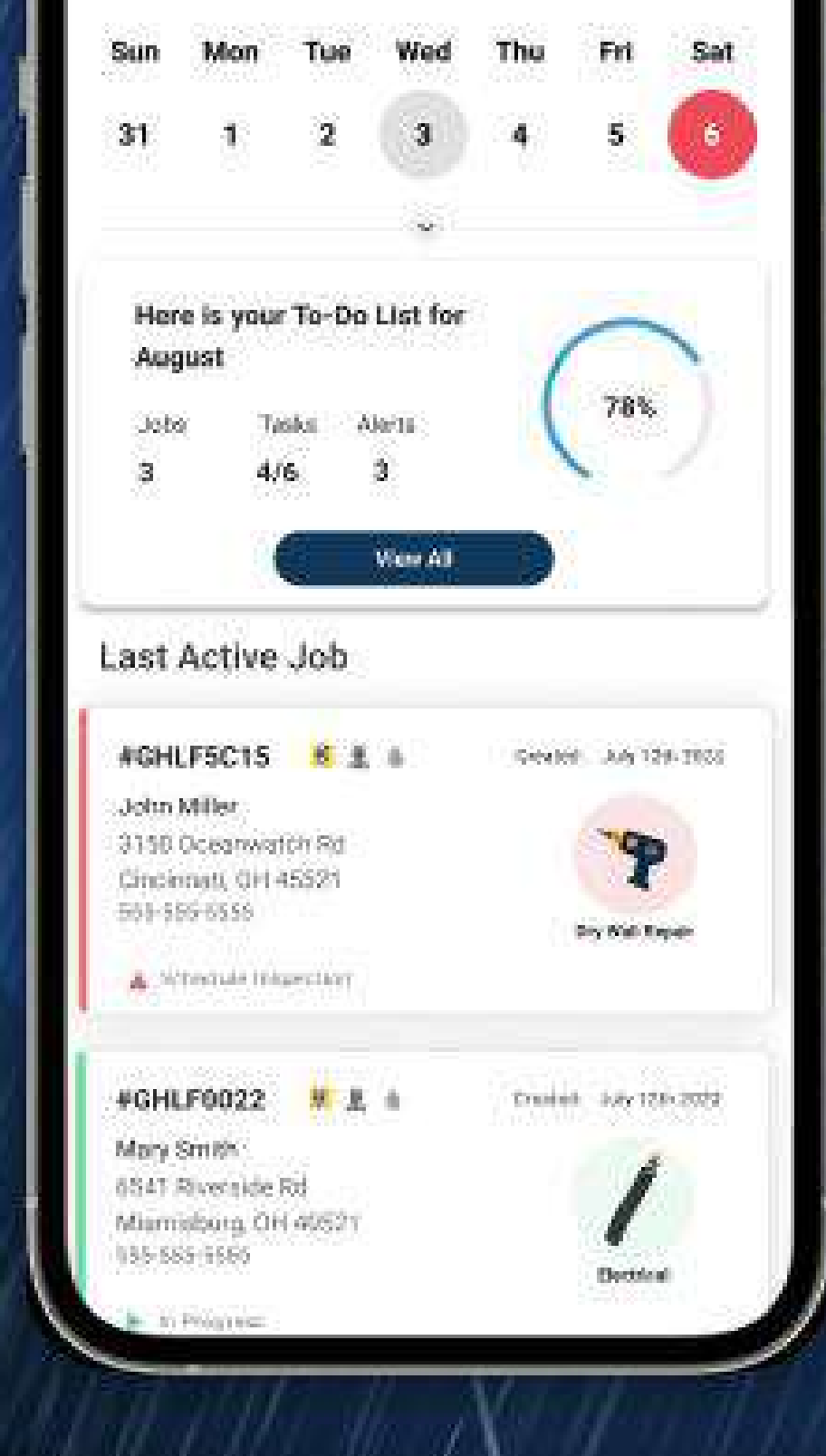
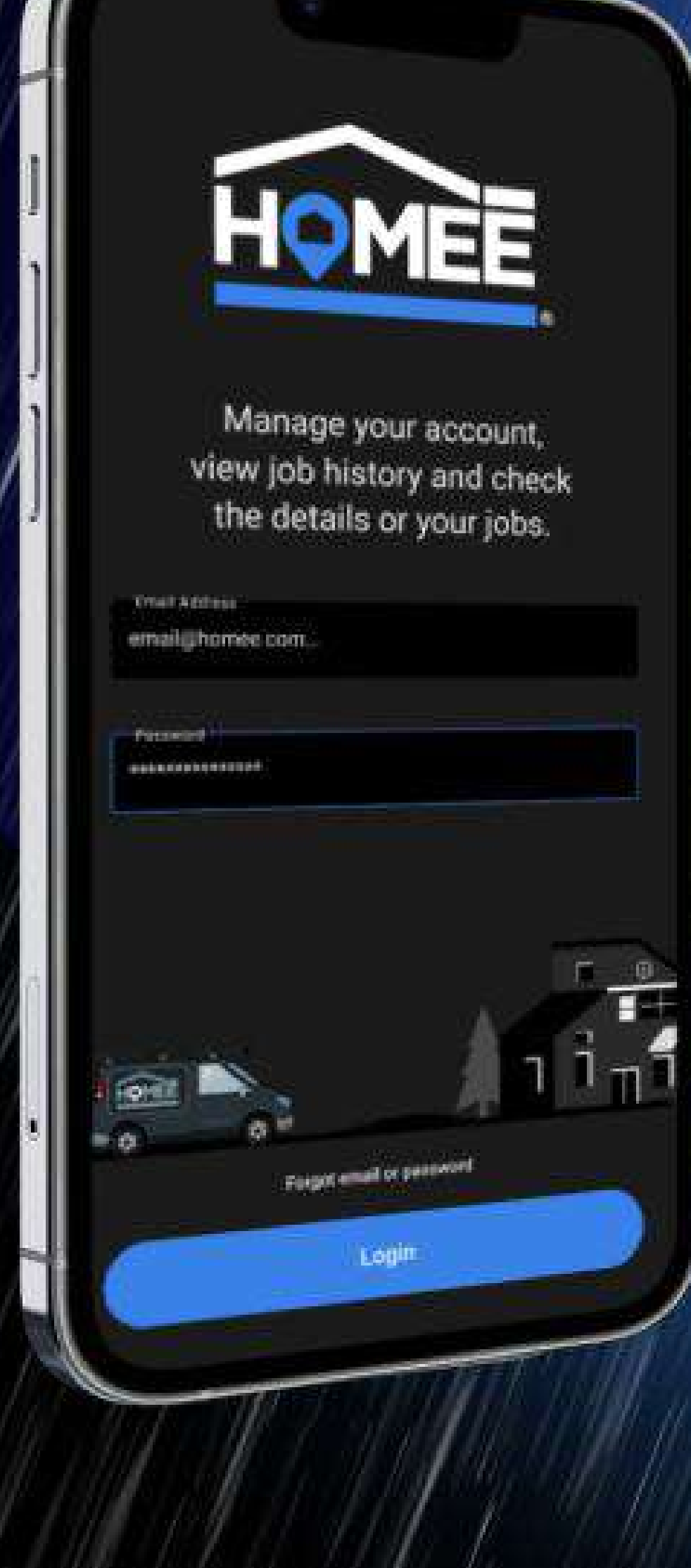
Case Study

Pro Portal

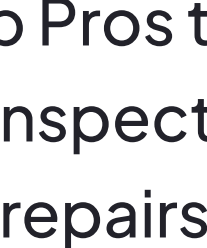
Real-time claims management.

- Track job progress.
- Manage Inspections.
- Take damage photos.
- Schedule appointments.
- Add notes.
- View job history.
- Check job status.
- Accept new jobs.
- Get paid.

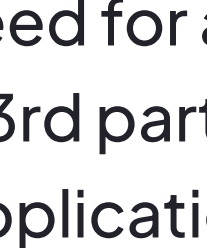
Tools Used



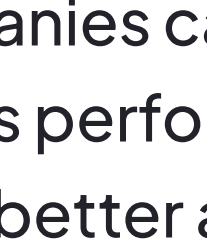
Project Goals



To create an application that help Pros track and submit Inspections and repairs.



Eliminate the need for any 3rd party application.



Homee and companies can track a Pro's performance and better assist.

Company Overview

Homee Inc. provides a digital platform designed to streamline and transform the property insurance claims process.

This process is supported by tools like the HOMEe Pro Portal, which allows real-time claims management and enhances communication between all parties involved.

My Role

Lead UX Designer

Project Name: Pro Portal, Customer Portal, Workshop, Gateway

Type: Desktop, Mobile App

Software: Figma, Figjam, Jira, Confluence

Date: February 2022 - June 2024

Branding

I lead the soft rebrand of our company's visual identity. I focused on refining the existing elements to create a more cohesive and contemporary brand presence.

The rebranding process involved a strategic simplification of our color palette and typography, ensuring consistency across all touch points while allowing for subtle variations to effectively differentiate between our product lines.

I retained the core essence of our original look and feel, making thoughtful design enhancements that aligned with current trends. This included updating our logo and integrating modern design elements, such as illustrations and Lottie animations. These additions not only maintained our professional image but also infused a fresh, dynamic quality that resonates with today's audience.

The result is a revitalized brand identity that honors our heritage while positioning us for future growth and relevance in a competitive market

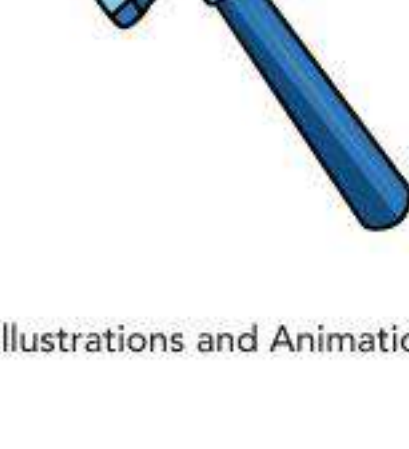
Roboto

Montserrat

Font Usage

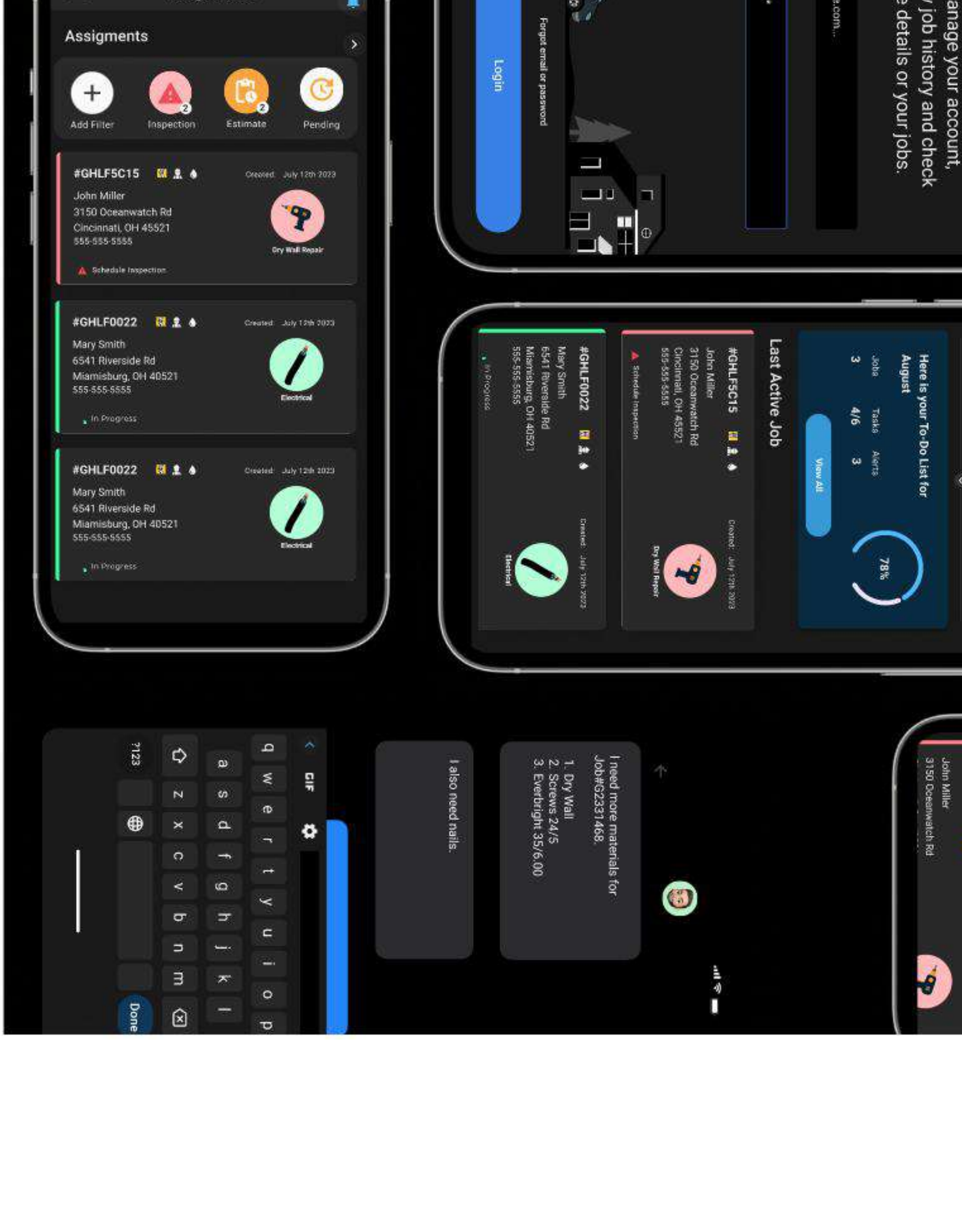
Horizontal with Home Pin

Logo with Pin



Illustrations and Animations

Dark Mode



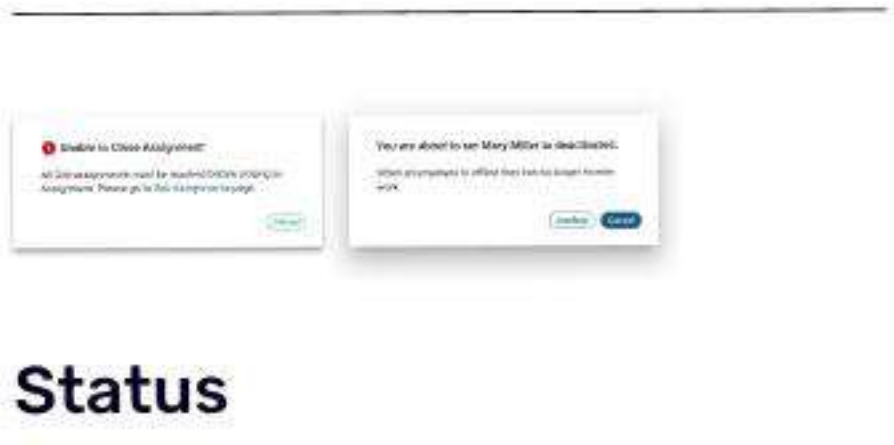
Color Scheme



Typography Scale

Headings		
H1 Headline	48px	Bold
H2 Headline	40px	Bold
H3 Headline	32px	Bold
H4 Headline	24px	Bold
H5 Headline	18px	Bold
H6 Headline	14px	Bold
Body-Text, Subtitle	12px	Normal
Body-Text	10px	Normal
Body-Text	8px	Normal
Body-Text	6px	Normal
Body-Text	4px	Normal
Body-Text	3px	Normal

Buttons



Modal



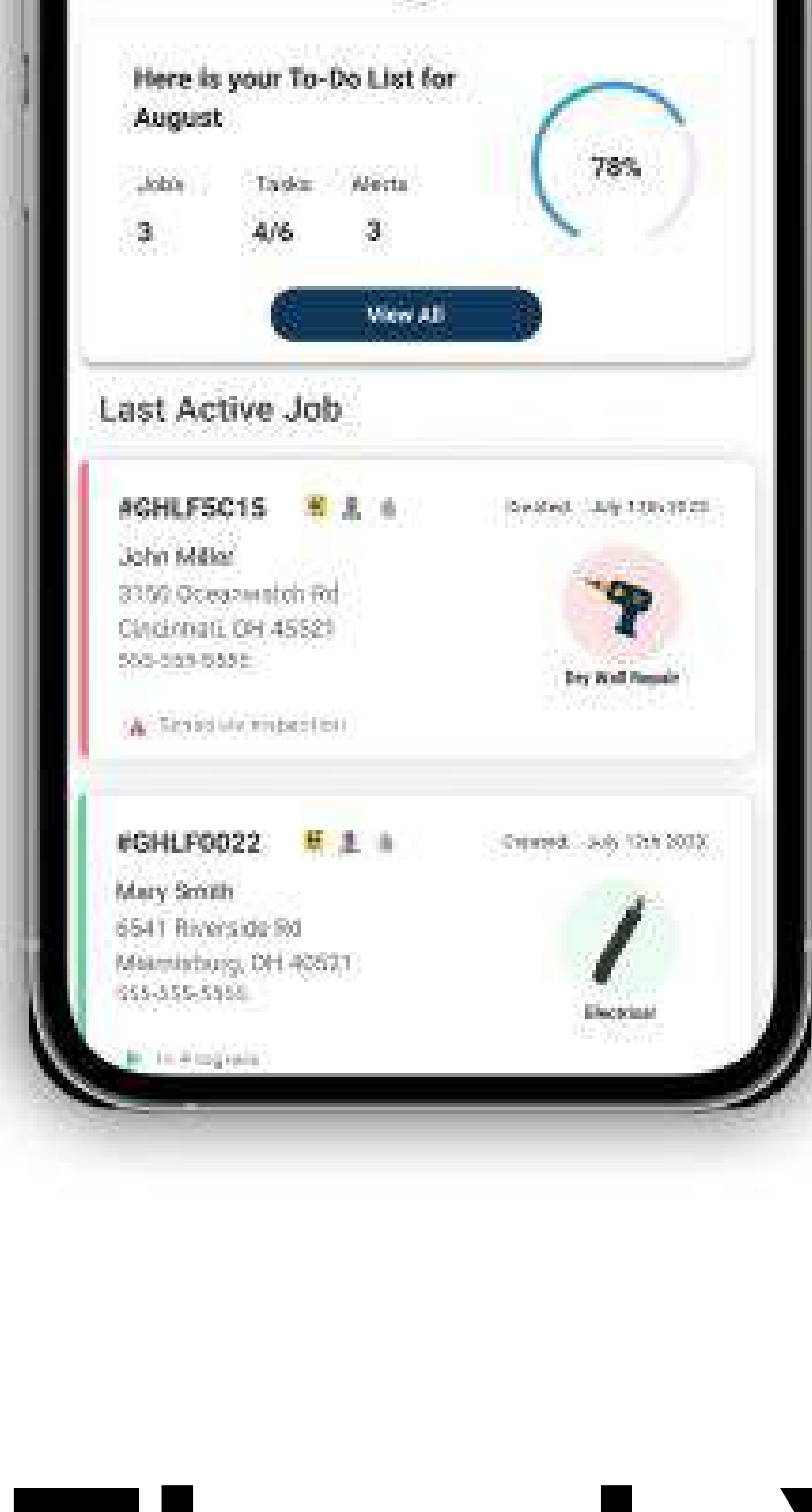
Status



Design System

In our quest to deliver a cohesive and user-centered experience, we embarked on the ambitious project of creating a brand-new design system from the ground up. The existing design framework lacked consistency, scalability, and flexibility, leading to fragmented user experiences across our digital platforms. Recognizing this challenge, I took the lead in overhauling the design process, ensuring that every component was thoughtfully crafted to meet the evolving needs of our users and stakeholders.

Prototype

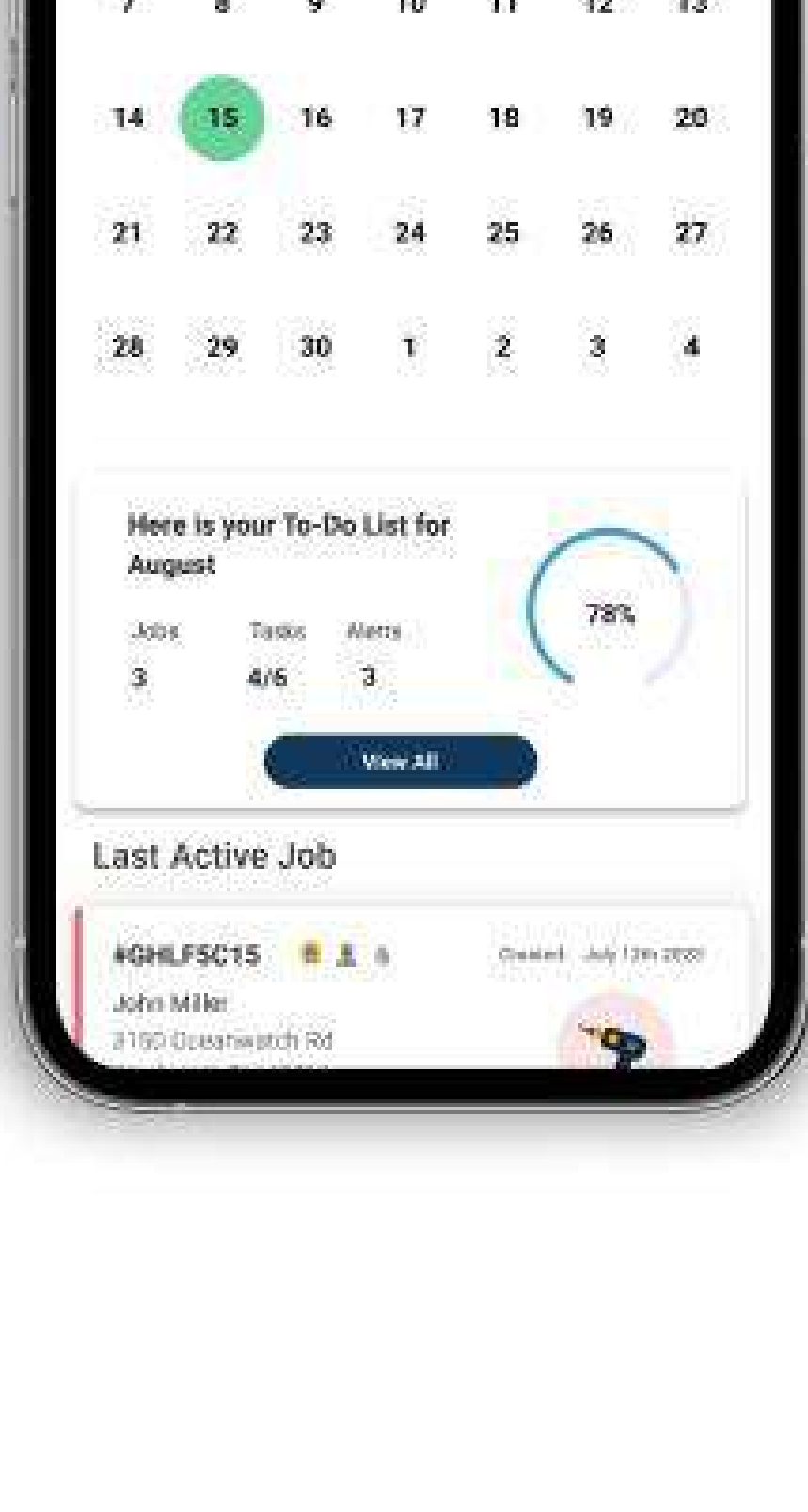


Calendar
Keep track of appointments and upcoming jobs.

Calendar Expand

To Do List
Pros were confused on what to do next, so we created a card that clearly shows task priorities.

Activity History
Show a Pro where they left off last and also give easy access to history.



Thank You

Designer

Brad Snyder

Portfolio

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Email

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