

# Portfolio

**Aris Kampas**

UX/UI Designer

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# My Design Process

## RESEARCH

Competitive  
Analysis  
User Research  
Surveys

## DEFINE

MVP  
Personas  
Information  
Architecture

## IDEATE

Brainstorm  
Sketch  
Wireframe  
User Flows &  
Tasks

## DEFINE

MVP  
Personas  
Information  
Architecture

## PROTOTYPE

Wireframes  
Mockups

## TEST & ANALYZE

User Testing  
Usability Testing  
A/B Testing

## VISUAL

Branding Style  
Color &  
Typography  
Icons & Images

## FRONT-END

Deliverables  
Hand-off  
Wordpress  
DIVI/  
Woocommerce  
HTML/CSS

**“Design is the intermediary between  
information and understanding...”**

Hans Hoffman, artist

# yostocks: the mobile app

## Mobile App designer, UI Designer, Information Architecture, Design System, Deliverables

Yostocks as a mobile application allowed you to buy and sell any fraction of any stock. Invest any amount, even as little as 10 DKK and take part in the success growth of your favorite company. Yostocks allowed you to start small, get a feeling for things and invest in companies no matter their stock price.

The alpha version of the application was intended for user testing and concept validation, displaying stock charts, history and information about the company/stocks and a simple navigation for the user. Additionally I designed a test landing page for the startup.

Much of the initial research for the project was already done, so I basically only needed to work on the IA and UI.

Once the app was designed on Sketch and the prototype was created on Invision, I handed out all deliverable assets to the developing team, and provided them with a design style document regarding the app to help them for the development phase.

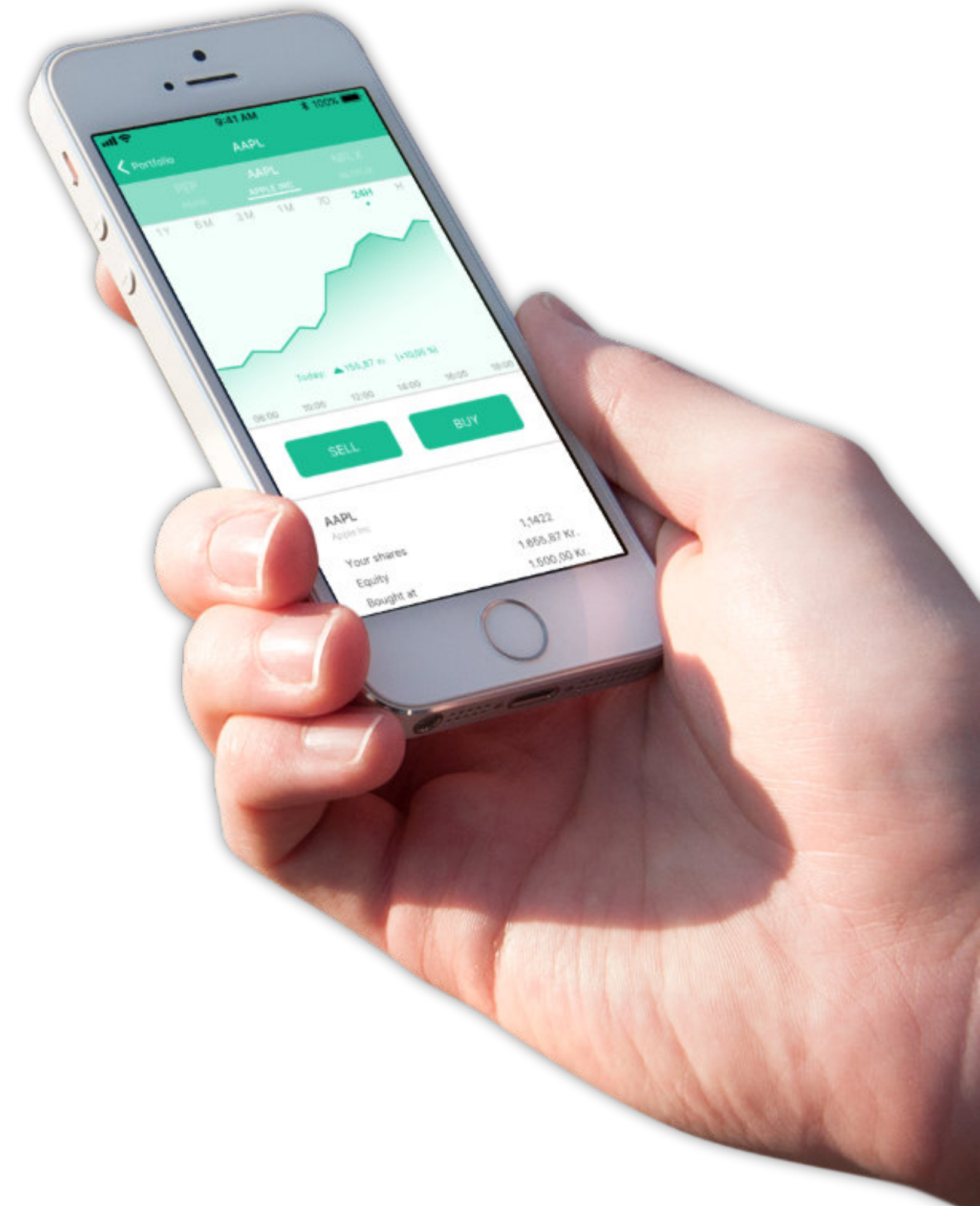
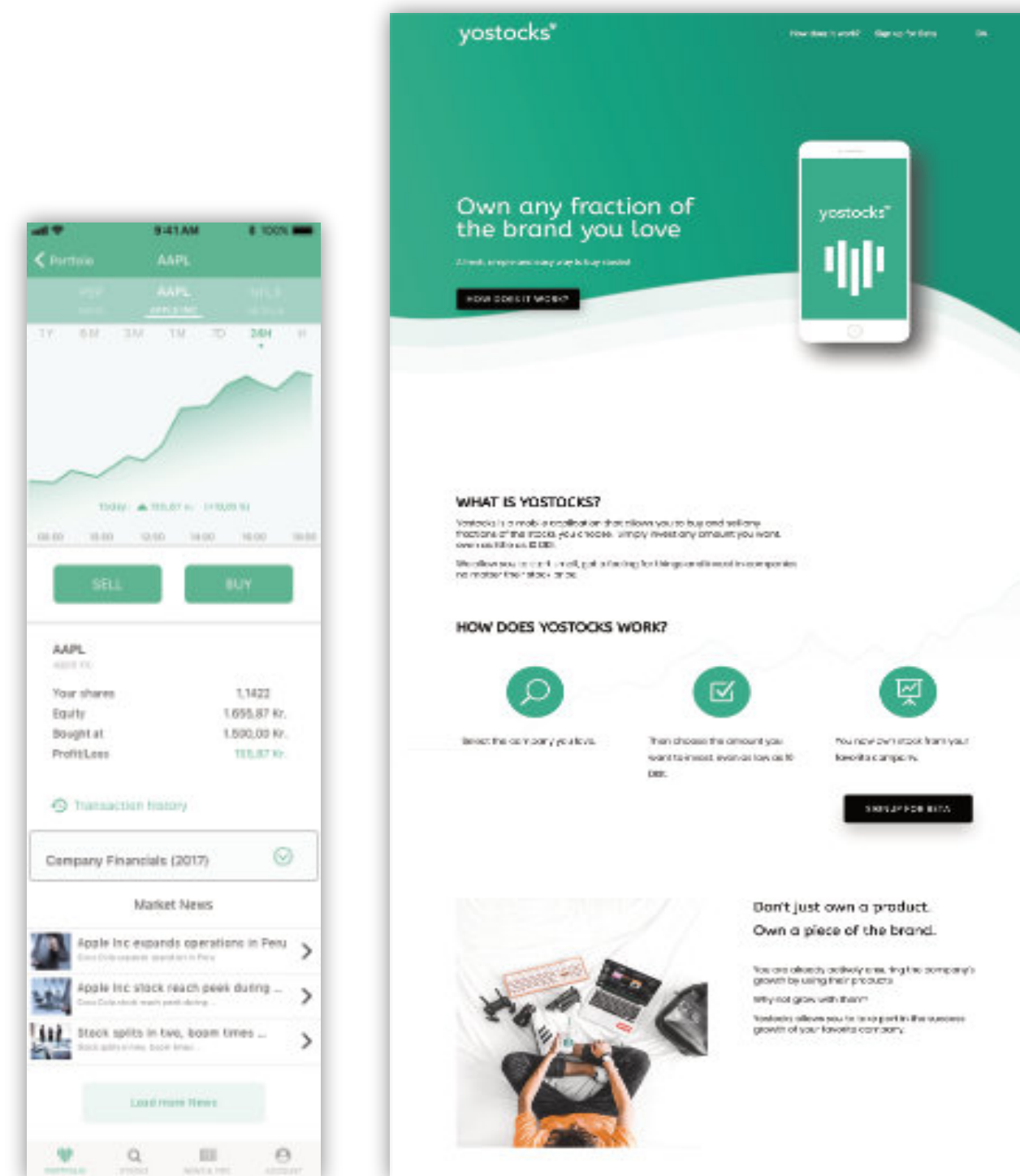
I worked on:

- Sitemap & Mockups
- UI Design Patterns
- Visual Design Principles
- Typography
- Colors
- Imagery
- Shapes & Icons
- Breakpoints
- Final Deliverables

**When:** Sep 2018 - Jan 2019

**For:** yostocks

**With:** Sketch & Invision, Wordpress & DIVI

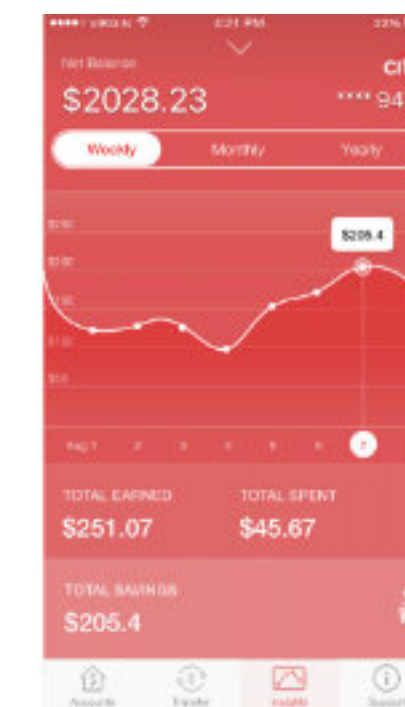
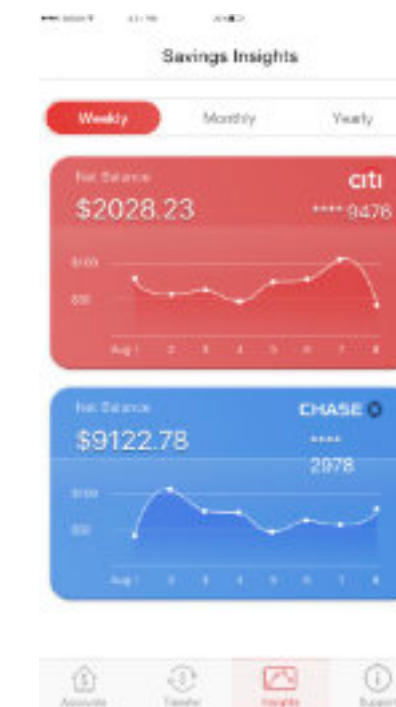
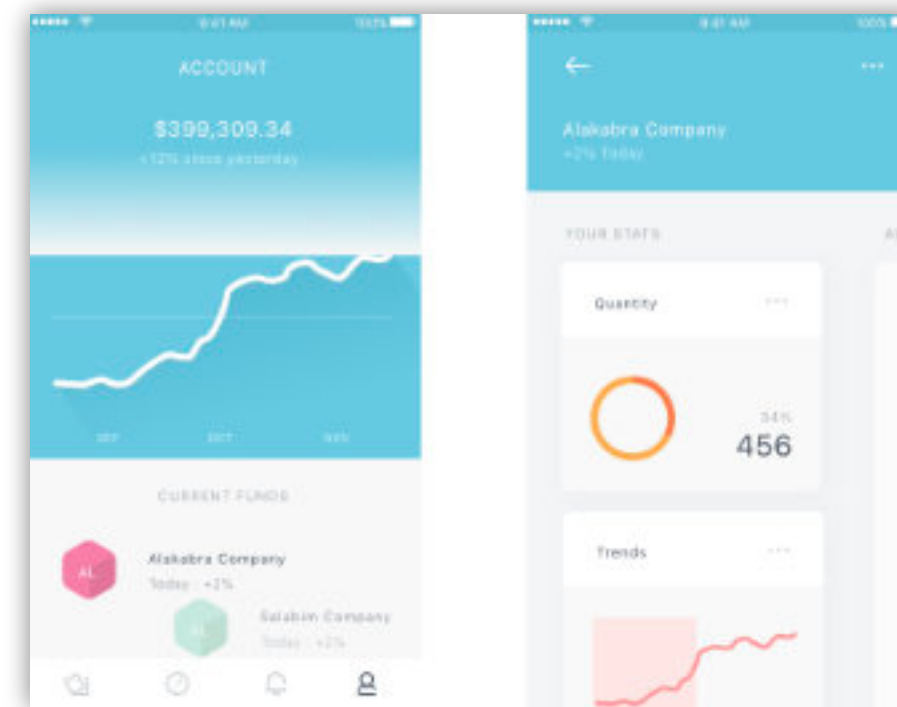
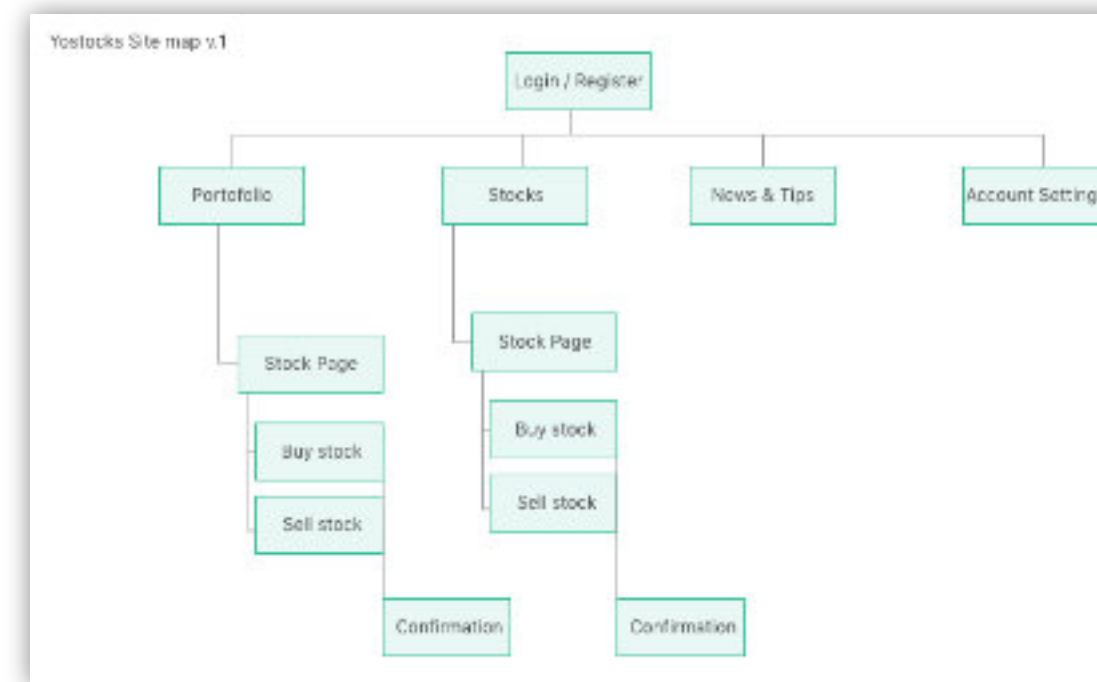




# yostocks: the design

## My idea was:

- Provide a graphical presentation of how the stock(s)/portfolio is performing, details that can be accessed only when the user wants, and options to buy/sell stocks.
- Research the market for the best practices on similar competitors apps, following the companies requirements
- Test the initial design before proceeding into finalizing the navigation/design that works for the purpose of this app.



# yostocks: the testing

## User testing findings:

- the design was too dark
- the companies' logos created more challenges to the interface
- the overall look is so predictable

How do we fix these?

The only reason that a dark background would be acceptable is if the user had to look at the screen for extended periods of time. So I decided to adopt a very light gray background instead of a dark one, and use only a teal green color for the app, this way it would fall within the branding colors.

Also I would use monochromatic companies' logos

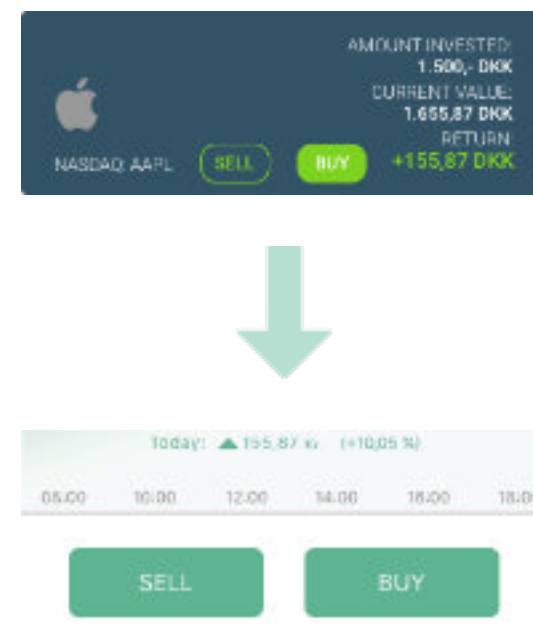
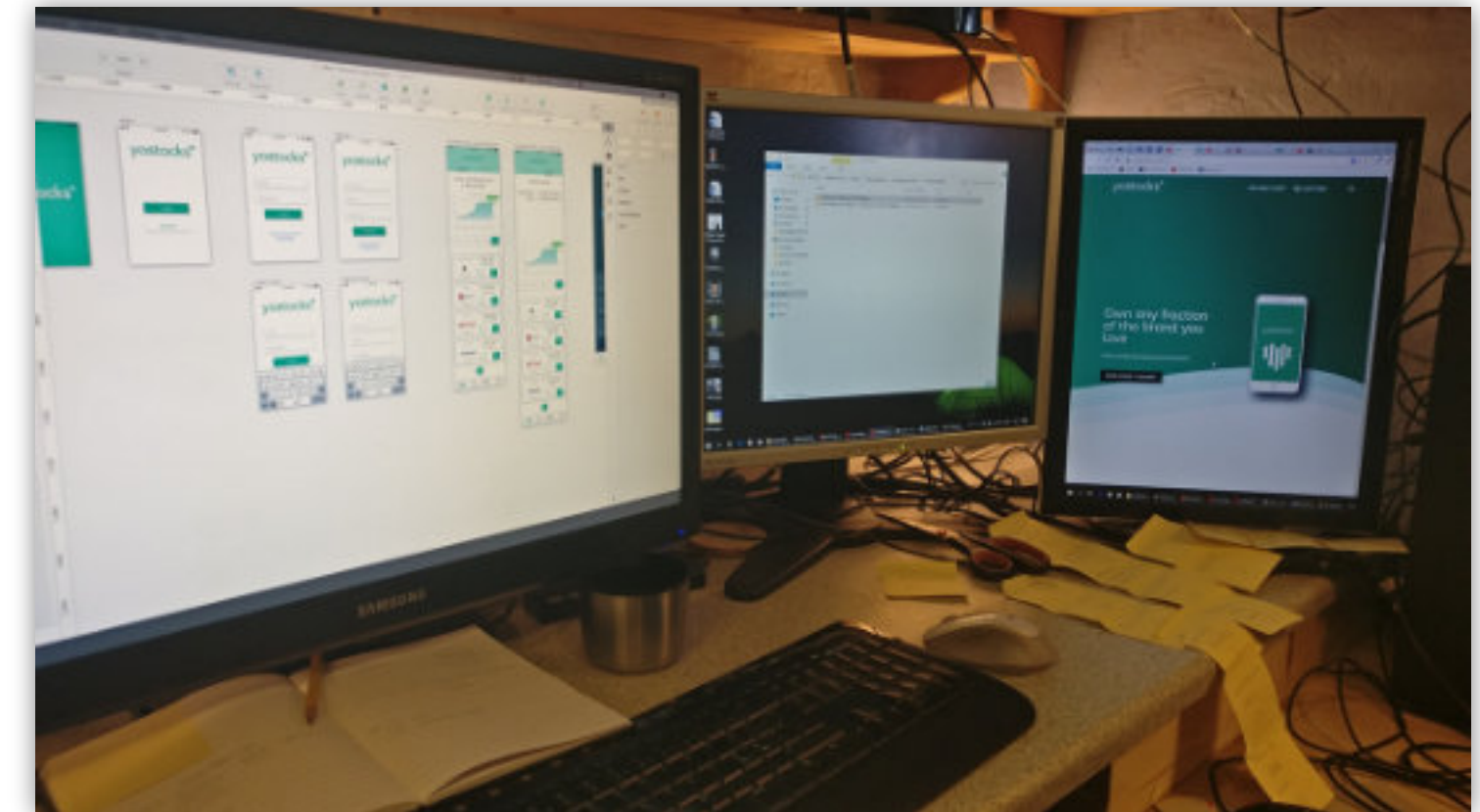
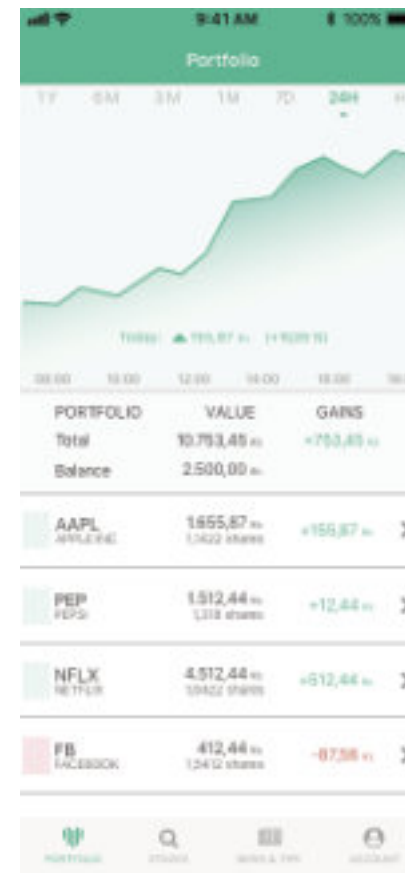
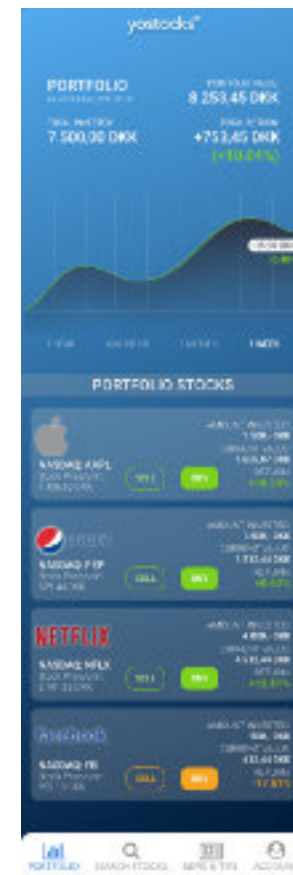
Predictability is not a bad thing, so I decided to not change the design, as users would find it easy to navigate, as they would find the design of the app familiar to them.

## Portfolio screens and stocks

For these screens I have decided to have the same color for both BUY and SELL buttons for this reason: for the app and for yostocks business purposes, it should be indifferent whether the user should buy or sell.

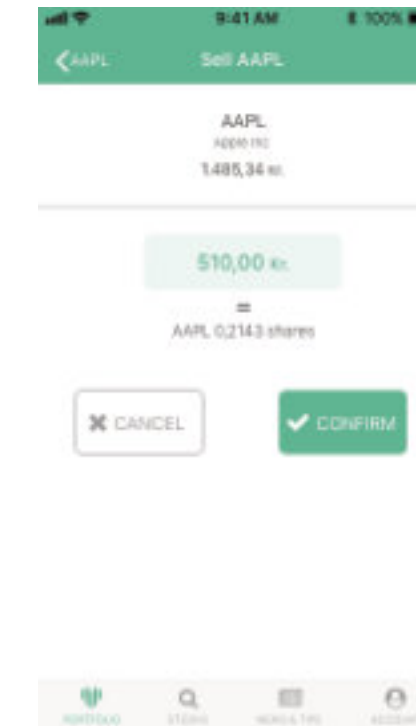
There should not be any black practices nor encouraging the user to behave in any certain way.

So a change of the initial design was implemented immediately.



When the user clicks on buy or sell, he is transferred to a page where the amount is entered.

Then the final confirmation page prompts the user to finalize the transaction.

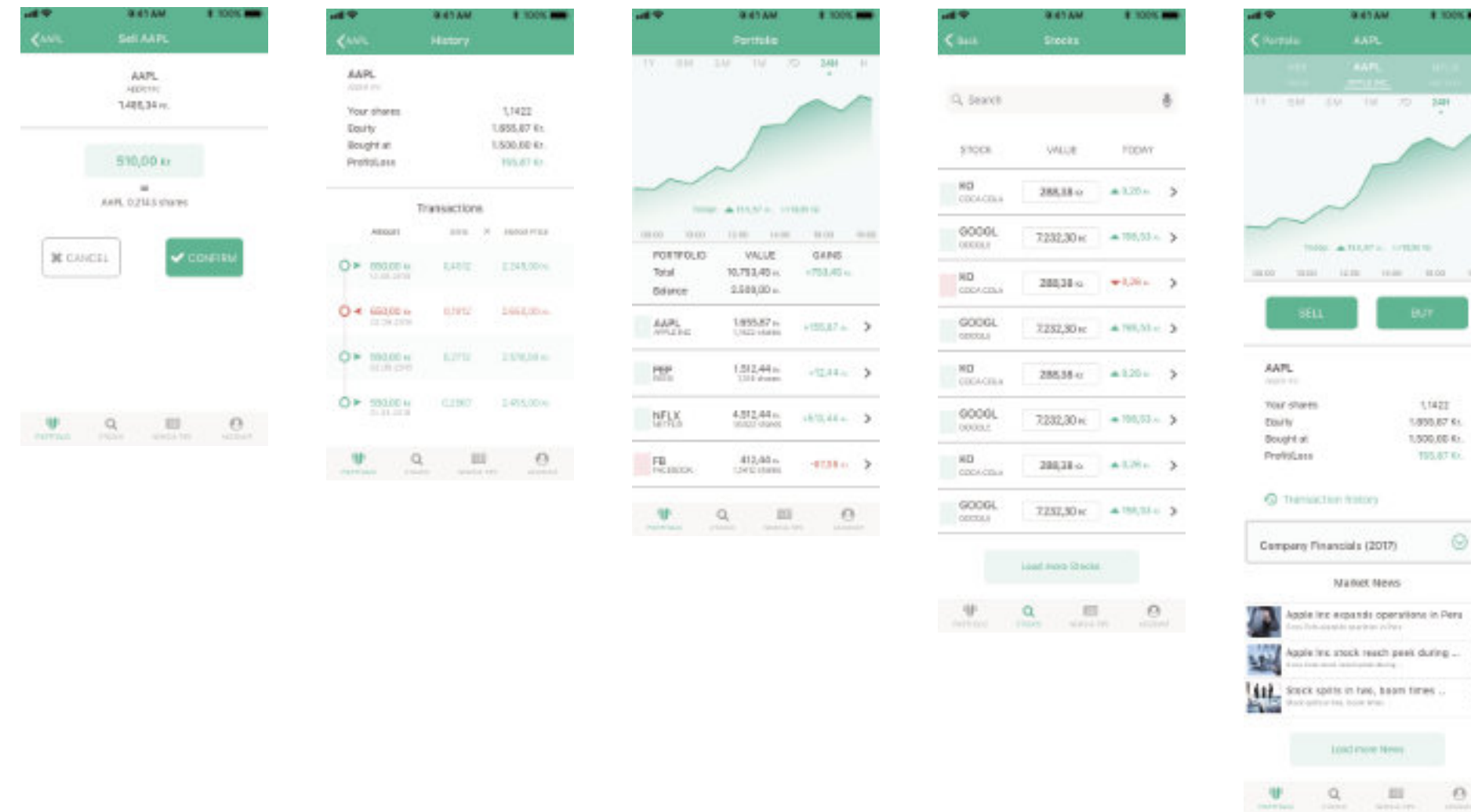




# yostocks: the deliverables

## Delivering the design:

- Exporting all assets from Sketch in SVG (where appropriate), PNGs in @1x - @4x sizes
- Exporting all prototype mobile screens in PNGs in @1x - @3x scales for reference
- Export mobile screens with padding measurements
- Create a Design Style document to accompany the export as a guide for the developers.



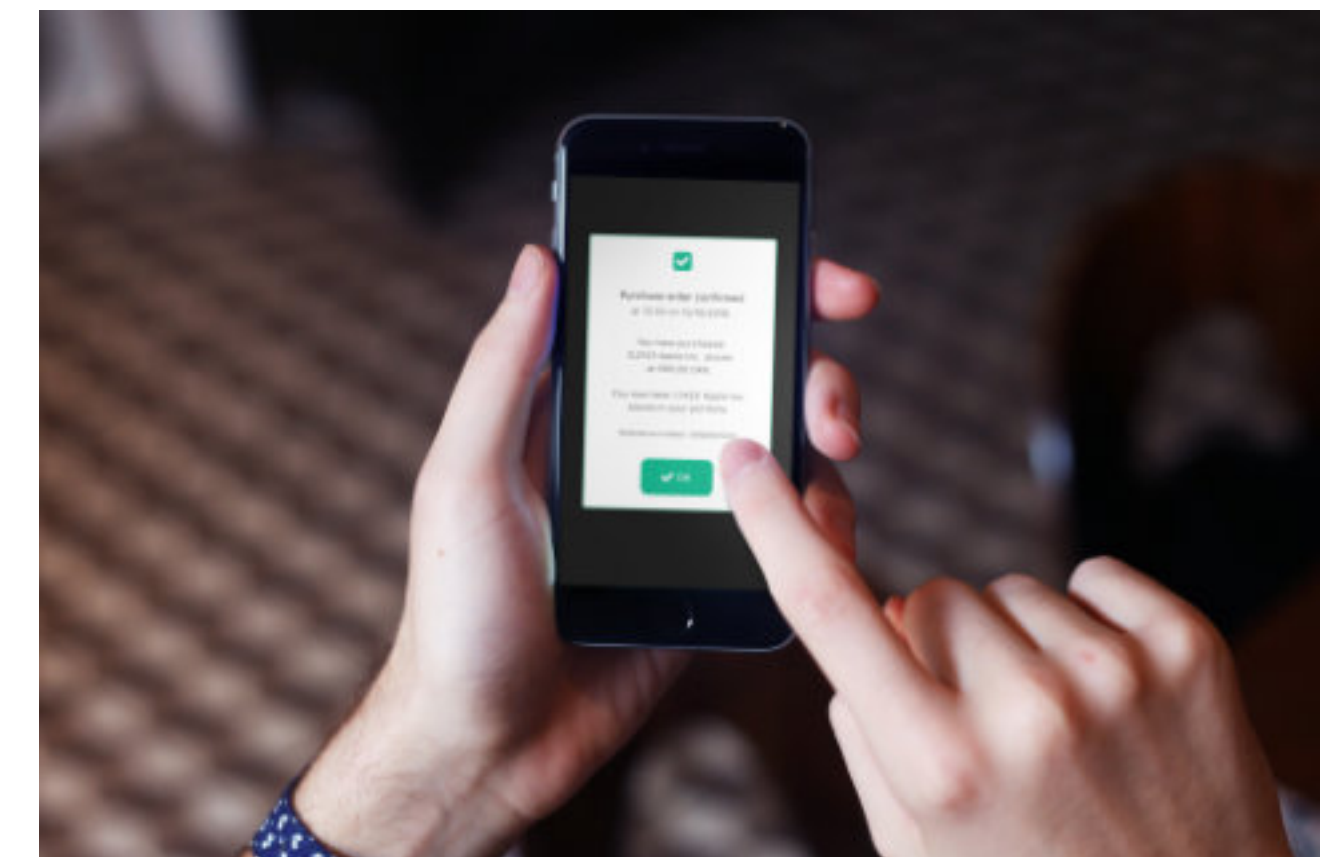
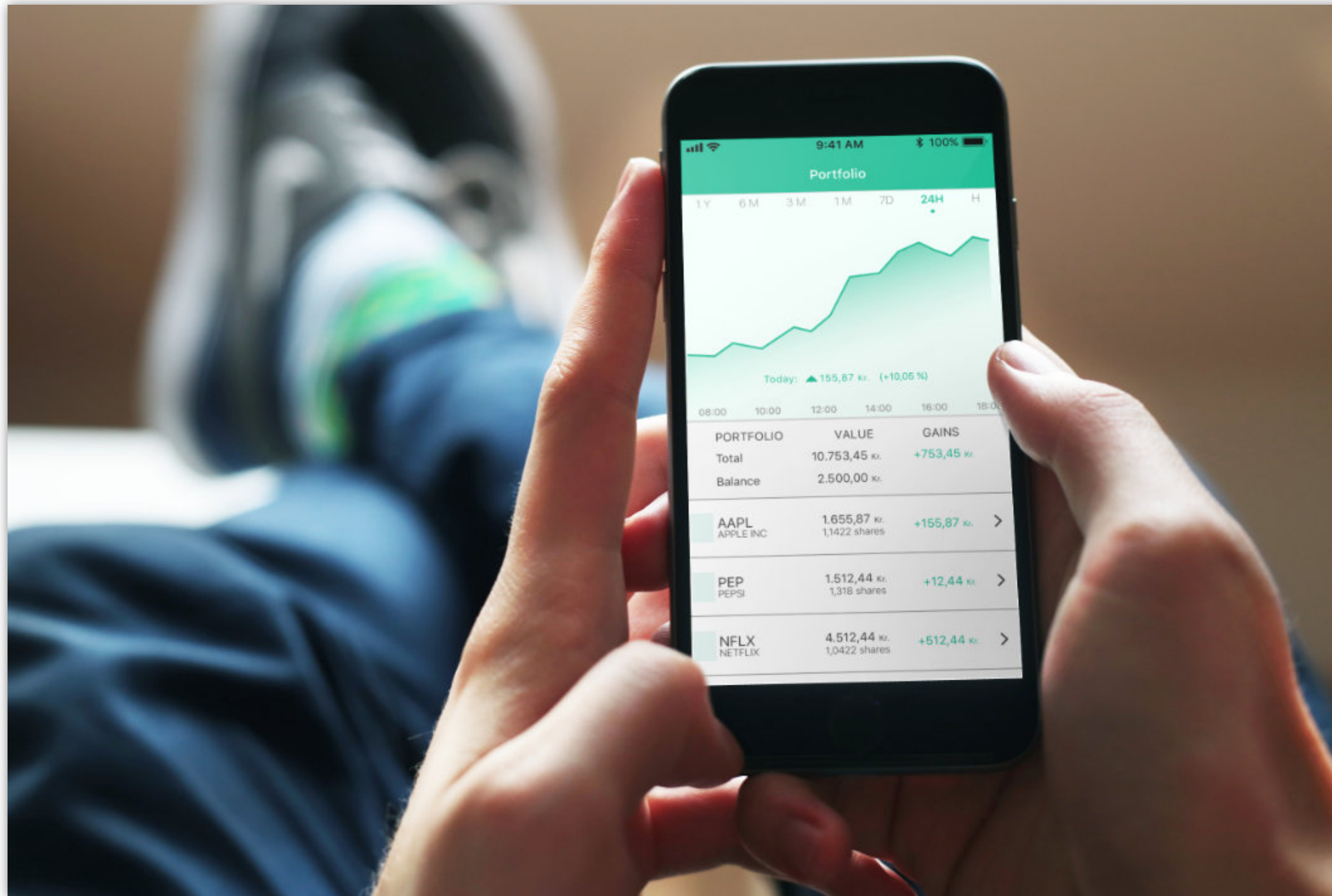
## COLORS

Primary app color: Header and main action buttons. Also the line for the graph.	#268993	On color	#000000
This color is used for the submenus in the stocks page.	#92D0C9	This color is used as the color of buttons that can't be pressed.	#000000
This color is used for some of the buttons for secondary actions. Also used as background in some text fields.	#F2FFFF	Color for inactive text elements or buttons.	#000000
		Color used for the search field and the tab bar.	#F0F0F0
		This color is used for the expandable text fields, like the financial info etc.	#FAFAFA
Error message text and color for the stocks that are losing value.	#CF0707	Error message background and used in connection to stocks that lose value.	#FAE8E8





# yostocks: the mockups





# Sustainary

Sustainary is an association for Green Innovation and Entrepreneurship since 2018, rising awareness for the SDGs and the Green Transition through events and awards such as the Green Impact Week and the SDG Tech Awards, as well as EXPOs, VC & startup matchmaking and conferences.

As part of the team responsible for the design, my main tasks included:

- Creating wireframes to plan the website's layout and functionality
- Designing and developing the website using WordPress and DIVI
- Creating visual materials and marketing collateral
- Conducting user and usability testing to ensure a seamless user experience
- Developing the website infrastructure and design system
- Managing the design team and coordinating their efforts to ensure that all tasks were completed on schedule

I was able to successfully lead the design team to create a professional and user-friendly website that met the project's goals and requirements. The website has been well-received and has helped to improve the online presence of the organisation. I was managing 4 websites, increasing the traffic to our websites from nothing to 37K unique visitors on our main website, additionally my work on the Sustainable Fast Track UK Program was marked a success as more than 100 companies from all over Europe participated at the London event on 2020, and hundreds of visitors and participants on the Green Impact Week and SDG Tech Awards events.

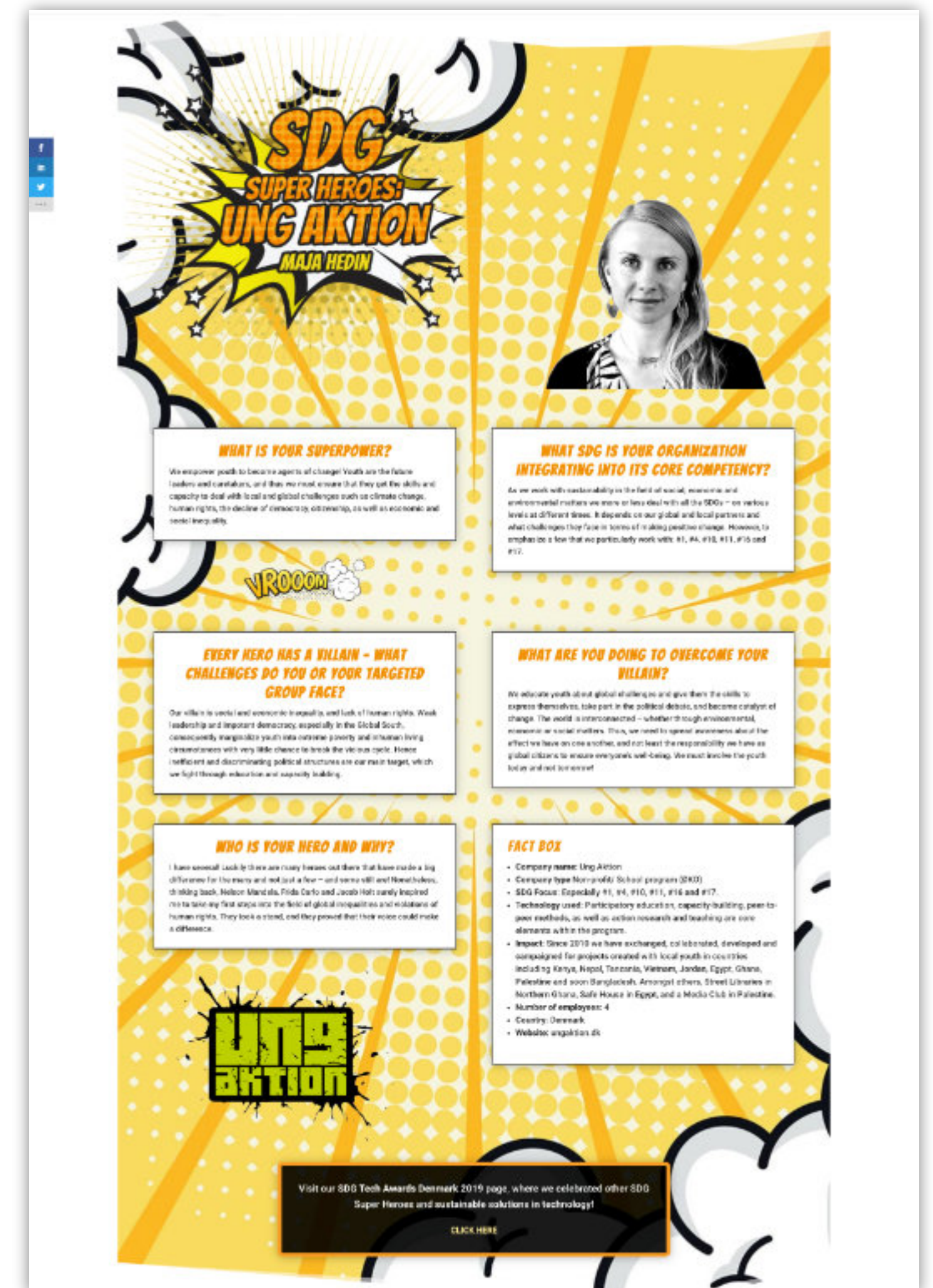
Some of the websites and pages:

- Sustainary ([www.sustainary.org](http://www.sustainary.org))
- Green Impact Week 2021-22 ([www.greenimpactweek.com](http://www.greenimpactweek.com))
- Green Impact Assessment ([www.greenimpact.io](http://www.greenimpact.io))
- SDG Tech Awards 2019 & 2021 ([www.sdgtechawards.com](http://www.sdgtechawards.com))
- Sustainable Fast Track UK Program
- Green Crowdfunding Accelerator
- Green Crowd-Lending Accelerator
- Cloud Hub

When: 2018-2022

For: Sustainary

With: Adobe Illustrator, Photoshop & Premier pro, Figma, Sketch & Invision, Canva, Trello, Monday, Slack, Google Slides, Office, Wordpress, DIVI, RocketJudge.



“Designers are meant to be loved not to be understood...”

Margaret Oscar, designer



# Sustainary.org

**UX/UI Designer, Web Designer  
Wordpress Developer, Usability  
Testing, Information Architecture,  
Team Lead, Quality Control, Design  
System, Marketing Materials, SEO**

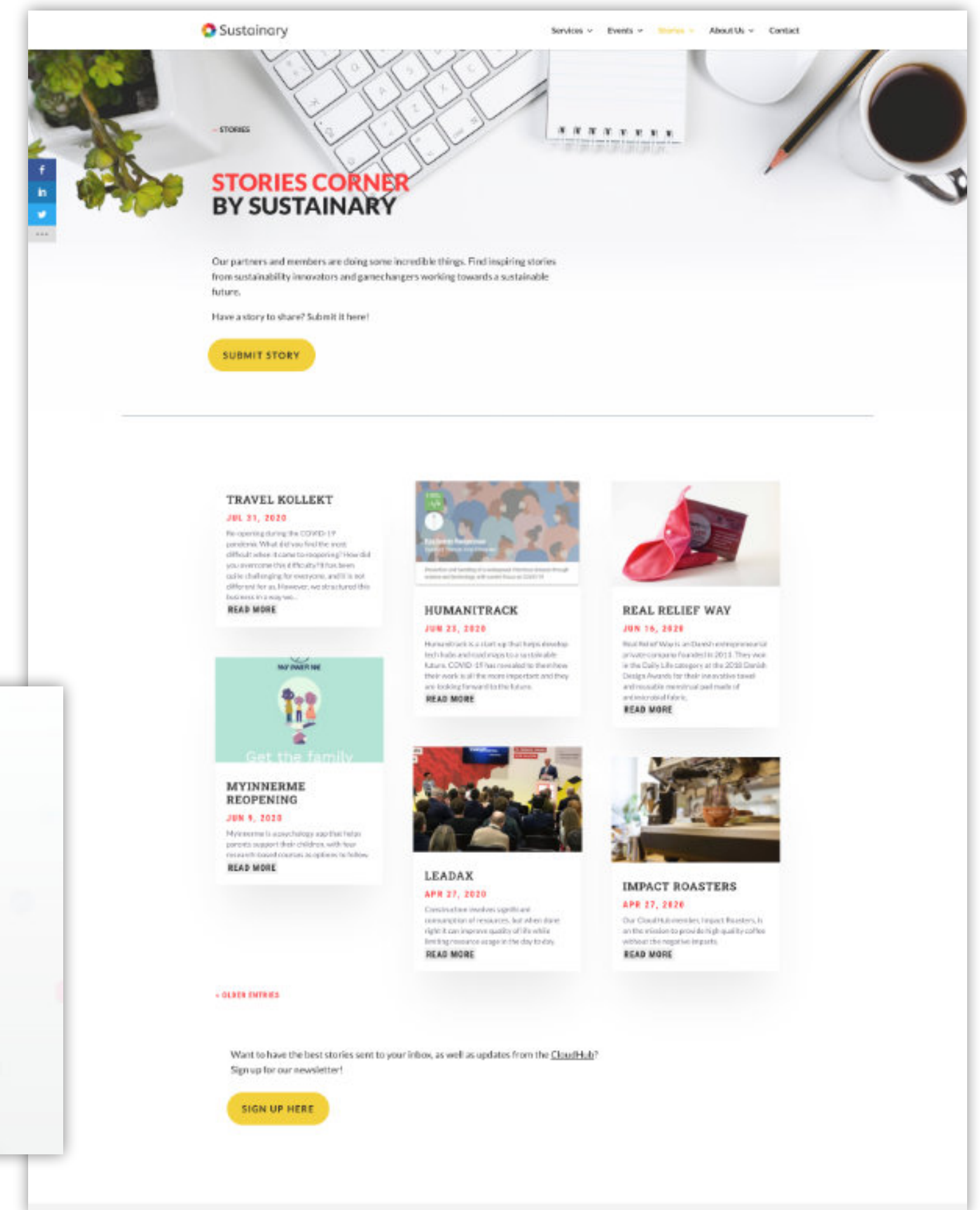
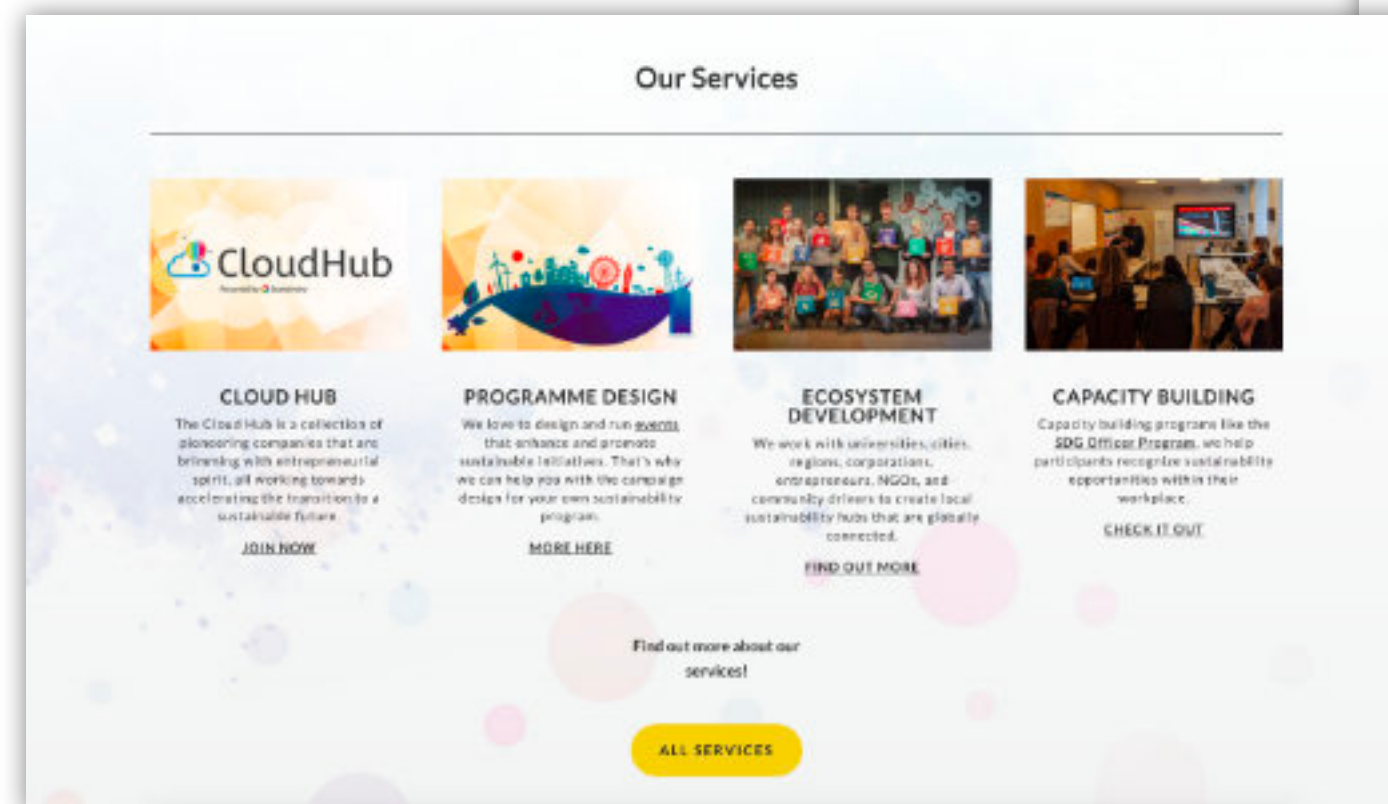
I designed a responsive website about Sustainary, it's services and activities.

This has been a long term project, and there was new content added every month, such as the Cloud Hub & the Stories Corner.

**When:** 2018-2022

**For:** Sustainary

**With:** Adobe Illustrator, Photoshop & Premier pro, Figma, Sketch & Invision, Canva, Trello, Monday, Slack, Google Slides, Office, Wordpress, DIVI.





# Sustainary: Green Impact Week

**UX/UI Designer, Web Designer  
Wordpress Developer, Usability  
Testing, Information Architecture,  
Team Lead, Quality Control, Design  
System, Marketing Materials, SEO**

I designed and developed on Wordpress a responsive website for the Green Impact Week 2021 event, which also included the data from the previous event of 2020 built on Wix. We started with defining the visual identify, that we can use also for So.Me posting, and then continued with a nice website design and functionality that is easy and useful for the user to navigate through.

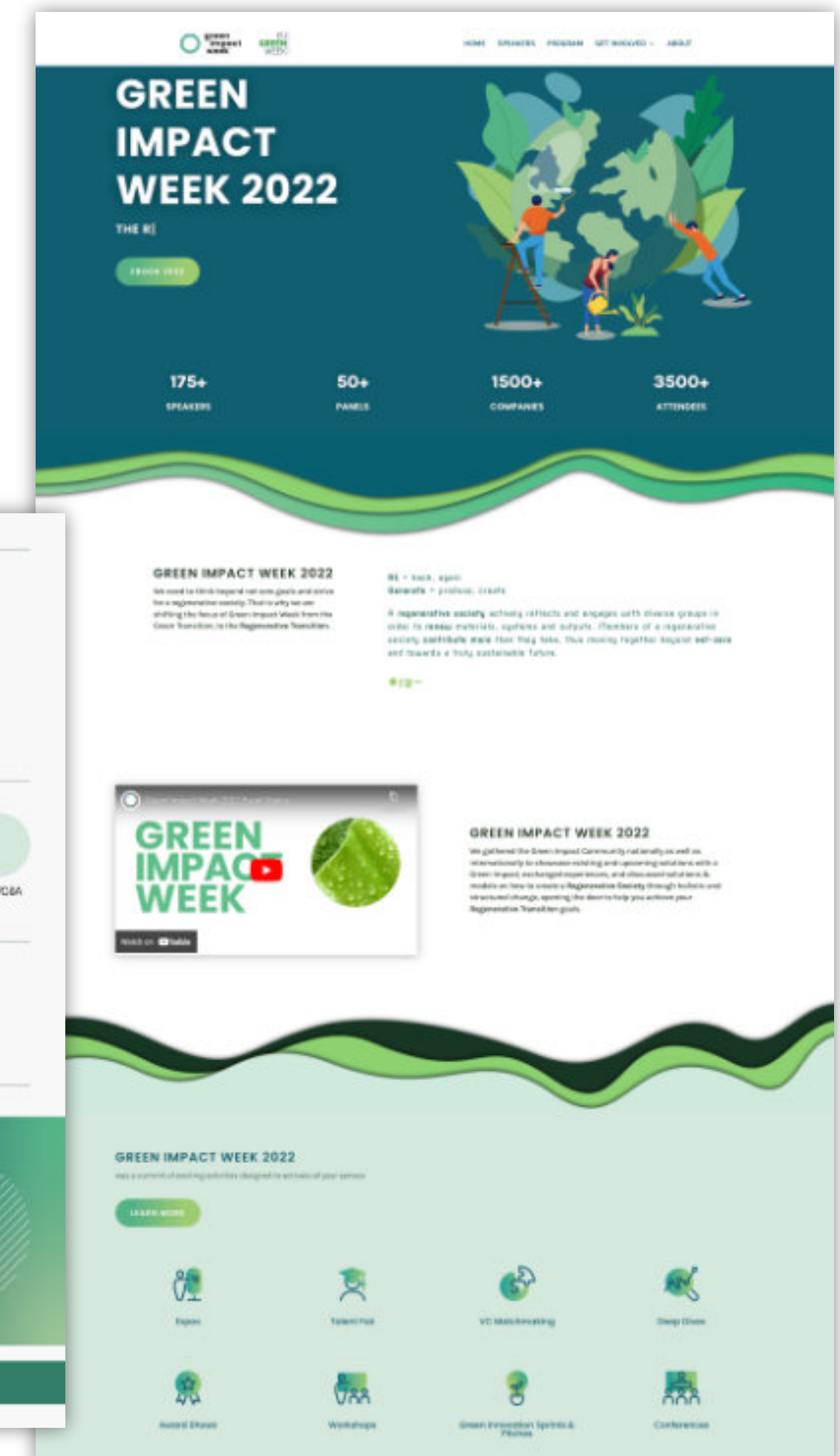
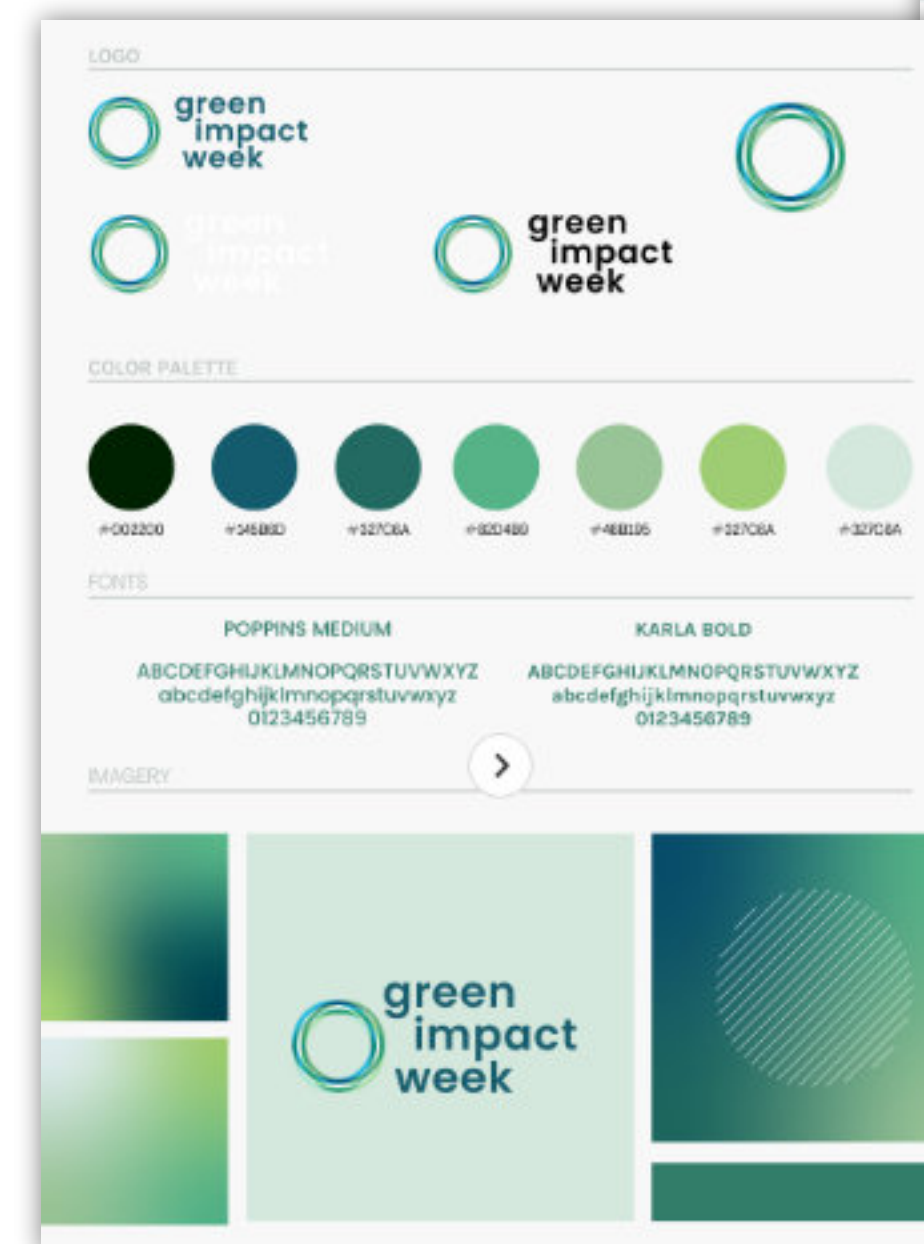
Next year, during the 2022 event, the technical infrastructure for the event was already prepared and tested, so we managed with a few tweaks and adjustments to redesign the events visuals and website functionality and also create an amazing event with 5 venues and hundreds of visitors.

I was the team leader of an amazing team of 4 graphics designers.

**When:** 2018-2022

**For:** Sustainary

**With:** Adobe Illustrator, Photoshop & Premier pro, Figma, Canva, Trello, Monday, Slack, Google Slides, Office, Wordpress, DIVI.





# Sustainary: Green Impact Assessment

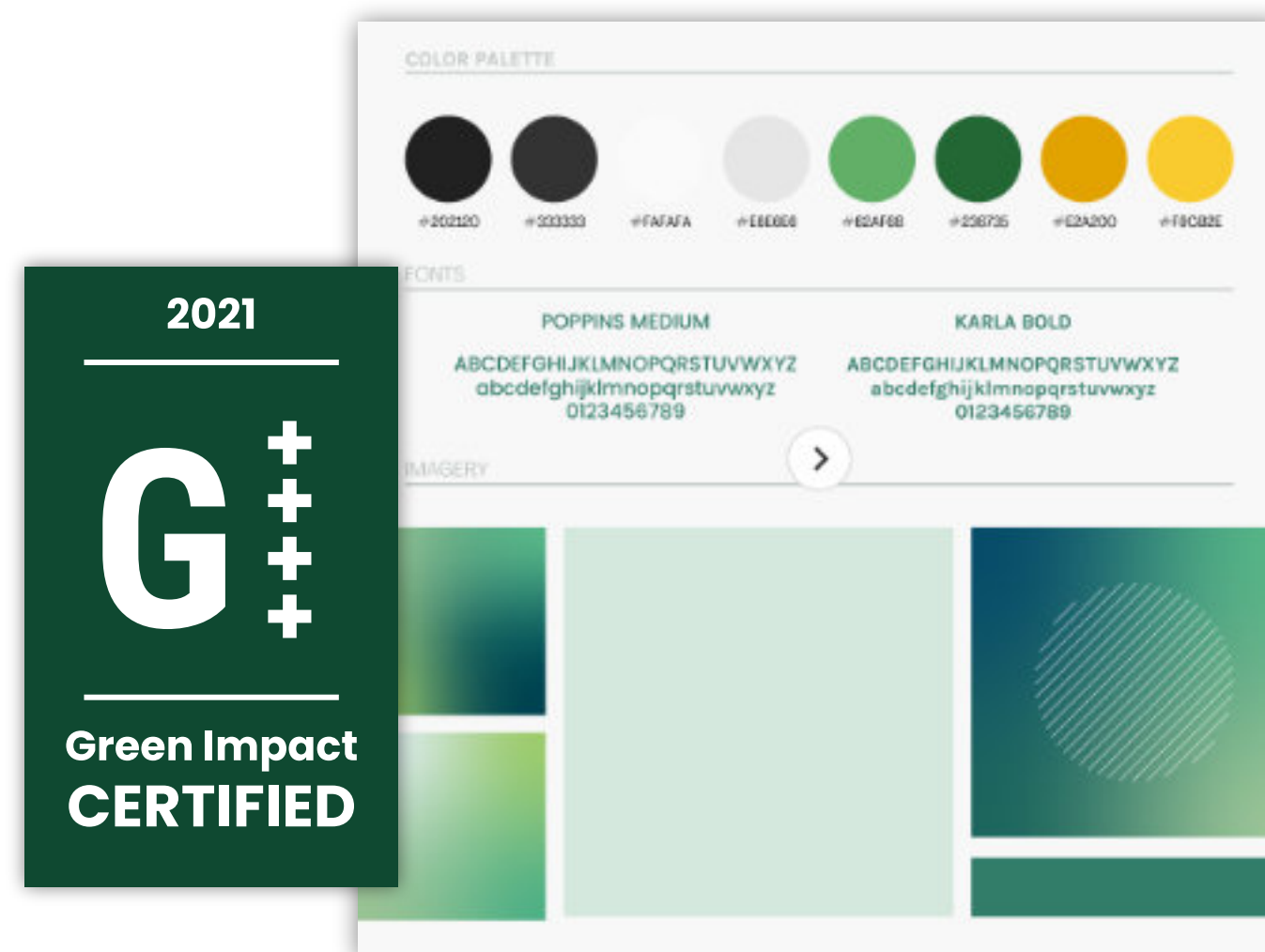
UX/UI Designer, Web Designer  
Wordpress Developer, Usability  
Testing, Information Architecture,  
Design System, SEO

I designed and developed on Wordpress a responsive website for the Green Impact Assessment project. After ideation, content gathering and research, I designed on Figma and developed a website that is simple, light and easy to update and expand depending on the business needs.

**When:** Sep 2021 - Jun 2022

**For:** Sustainary

**With:** Adobe Illustrator, Photoshop, Figma, Canva, Trello, Monday, Slack, Google Slides, Office, Wordpress, DIVI.





# Sustainary: SDG Tech Awards

## UX/UI Designer, Web Designer Wordpress Developer, Usability Testing, Information Architecture, Design System, SEO

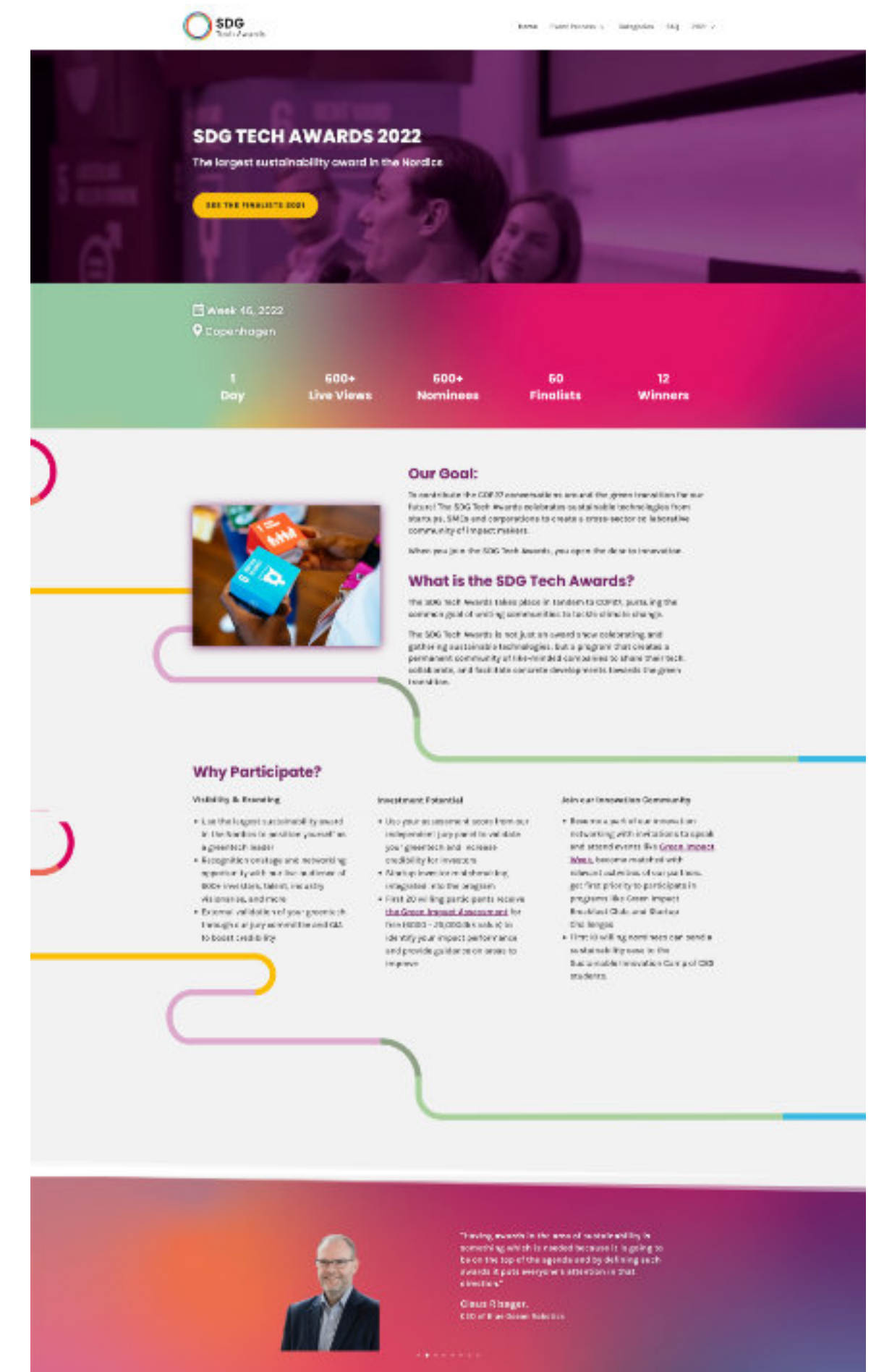
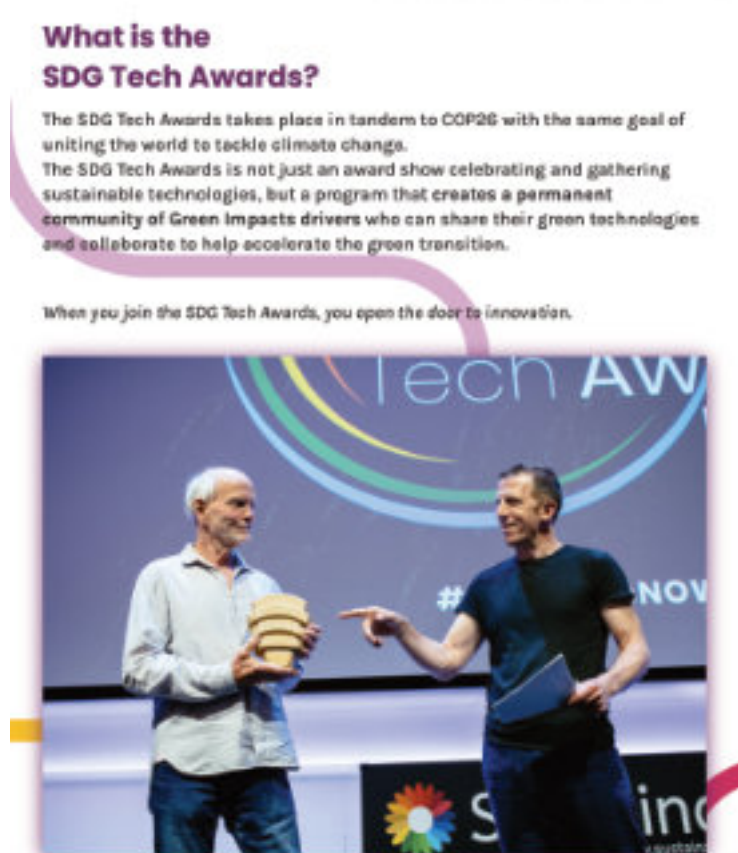
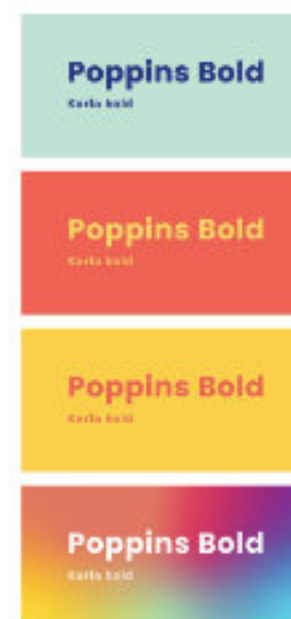
I designed & developed the SDG Tech Awards website, and the visual identity for the So.Me presence of the event. I made it as festive as possible, using elements & imagery from the previous SDG events.

Additionally the infrastructure for the website needed to allow easily entering the jury members as well the winners & participants of the event.

**When:** 2018-2022

**For:** Sustainary

**With:** Adobe Illustrator, Photoshop & Premier pro, Figma, Sketch & Invision, Canva, Trello, Monday, Slack, Google Slides, Office, Wordpress, DIVI, RocketJudge.





# Sustainary: Crowdfunding & Crowdlending

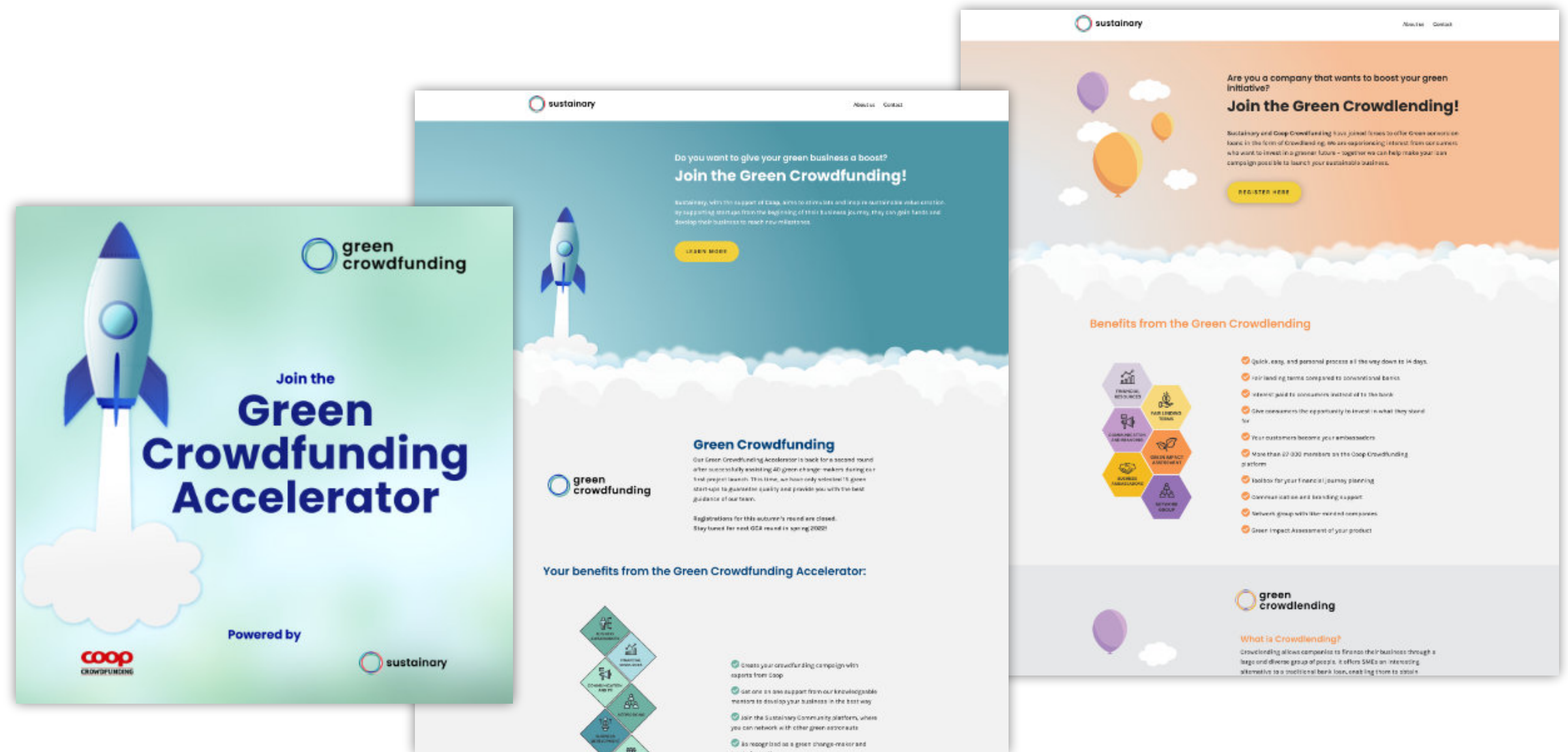
## Web Designer, Wordpress Developer & Information Architecture

I designed & developed the Green Crowd-funding and Crowd-lending webpages, and their own visual identify for the So.Me presence for the projects.

**When:** Spring 2021

**For:** Sustainary

**With:** Photoshop, Figma, Canva, Wordpress, DIVI



# Sustainary: Cloud Hub

## UI Designer, Web Designer Wordpress Developer, Usability Testing, Information Architecture, Team Lead, Quality Control

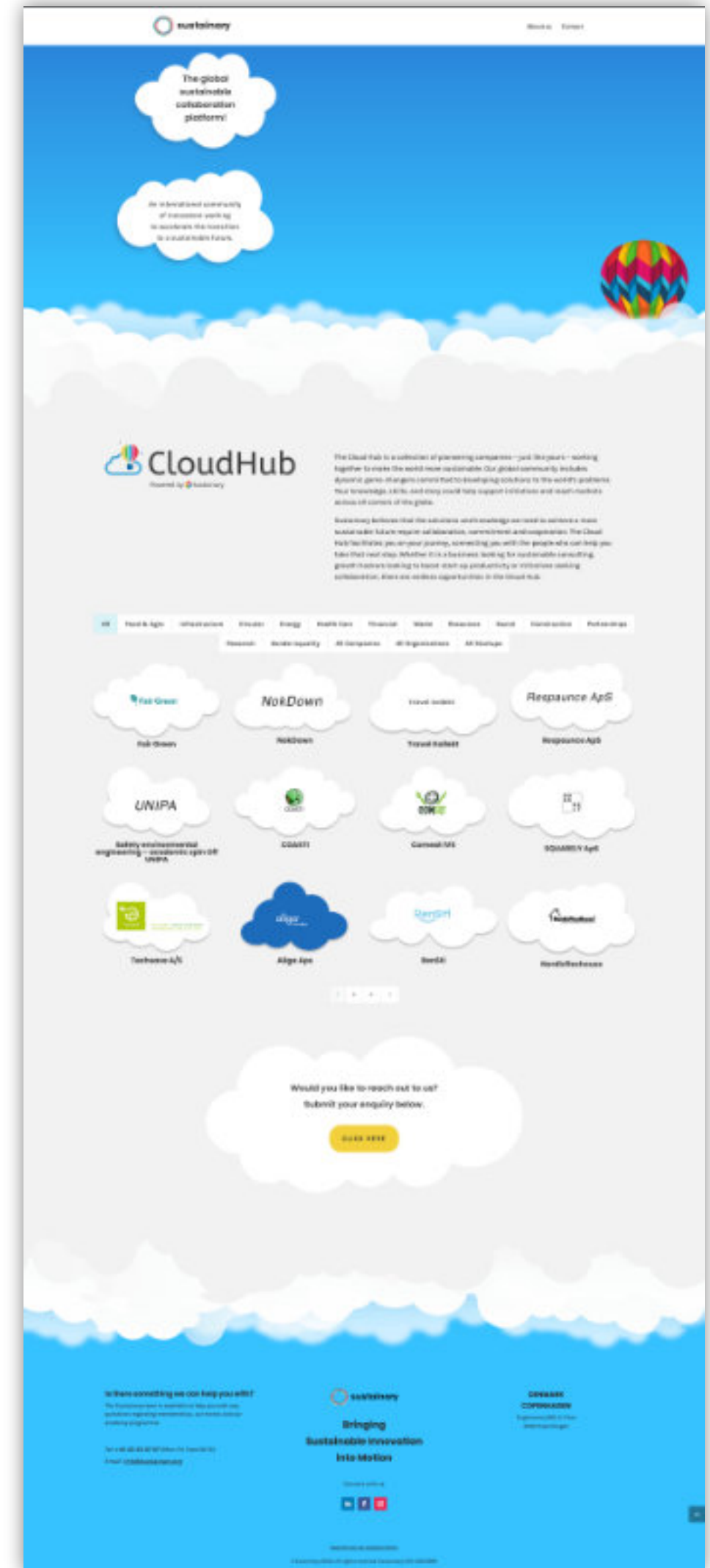
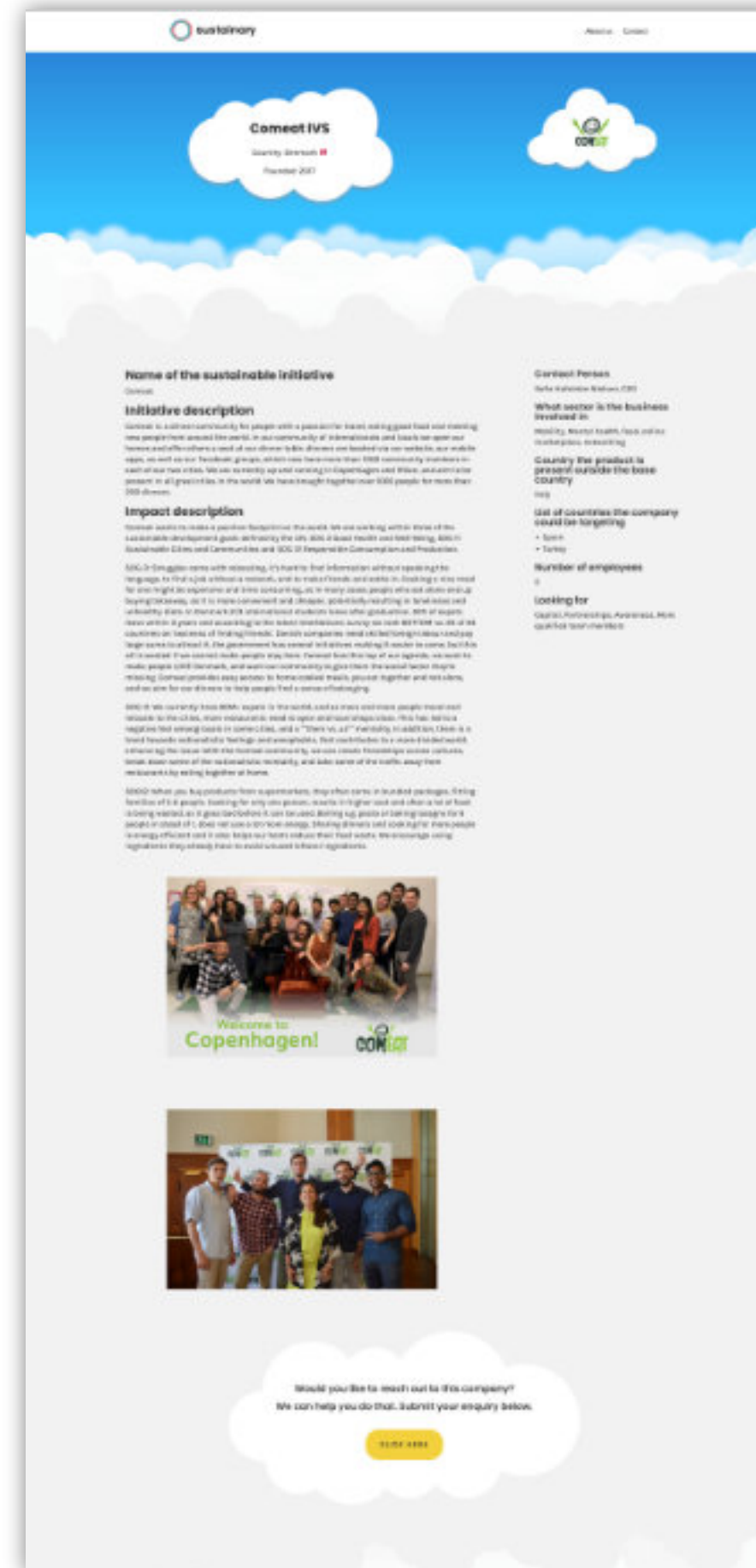
The Sustainary Cloud Hub was the directory of sustainability and green startups and companies who participated in our SDG Tech Awards and other events.

I designed a simple page layout for the companies, and the page for the searchable directory. I used Wordpress, DIVI and ACF for the design and development, which allowed to design the company page once, and populate with the company information using simple text copy paste with ACF.

**When:** 2019-2020

**For:** Sustainary

**With:** Adobe Photoshop, Sketch, Trello, Google Slides, Office, Wordpress, DIVI, Advanced Custom Fields.





# Sustainary: Sustainable Fast Track UK Program

**UX/UI Designer, Web Designer**  
**Wordpress Developer, Information**  
**Architecture, Marketing Materials**

I designed a responsive website of the Sustainable Fast Track UK program, a UK government project of the Department of International Trade, pertaining to this campaign and the events leading up to the London Awards event on 21 January 2020.

I built this project on Aventri CMS, which had some limitations as to what can be built due to the official design language system. This project required a lot of HTML and CSS coding. A page about the program was also featured on Sustainary's website.

**When:** Aug 2019- Mar 2020

**For:** Sustainary

**With:** Adobe Illustrator, Photoshop, Sketch, Trello, Google Slides, Office, Wordpress, DIVI.







## Web Designer Wordpress & Woocommerce Developer, Usability Testing, Information Architecture

aMazy is a webshop that was established in 2008 for those who love the hobby of making jewelry themselves.

As an e-commerce designer and WordPress developer for aMazy.dk, I was responsible for rebuilding the company's website using WordPress and the Flatsome theme. This involved migrating the website from Prestashop and moving around 4000 different products across 300+ categories.

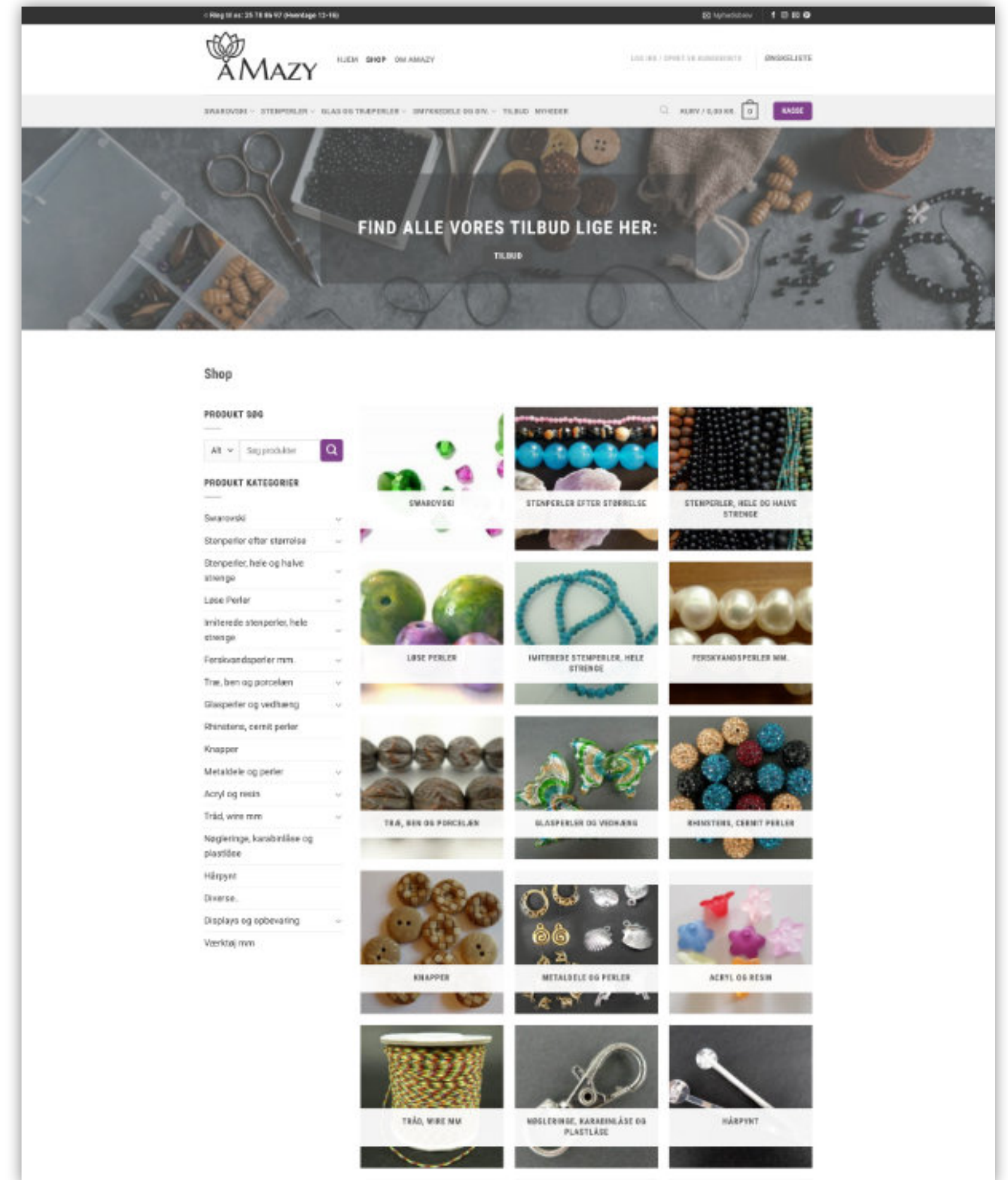
My main responsibilities included:

- Designing and developing the new web-shop using WordPress and Woo-commerce
- Migrating the website from Prestashop to WordPress and moving all products and categories to the new platform
- Ensuring that the new web-shop was user-friendly and provided a seamless shopping experience for customers
- Testing the website to ensure that it was functioning properly and all features were working as intended

I was able to successfully design and develop a new web-shop for aMazy.dk that met the company's needs and requirements. The website has been well-received and has helped to improve the company's online presence and sales.**When:** June-October 2020

**For:** aMazy

**With:** Wordpress, Woocommerce, Flatsome



“The function of design is letting  
design function...”

Micha Commeren, designer



# Lars Christian Kræmmer

## UX & Web Designer E-commerce, Usability Testing, Information Architecture

Lars Christian Kræmmer is an accomplished artist and this project was about his website.

I was tasked with adding a web-shop to Lars' existing website, which presented a few challenges due to the need to maintain the existing design style while also overhauling the website's infrastructure. I chose to use DIVI as the WordPress theme for its versatility and compatibility with Woo-commerce.

My main responsibilities included:

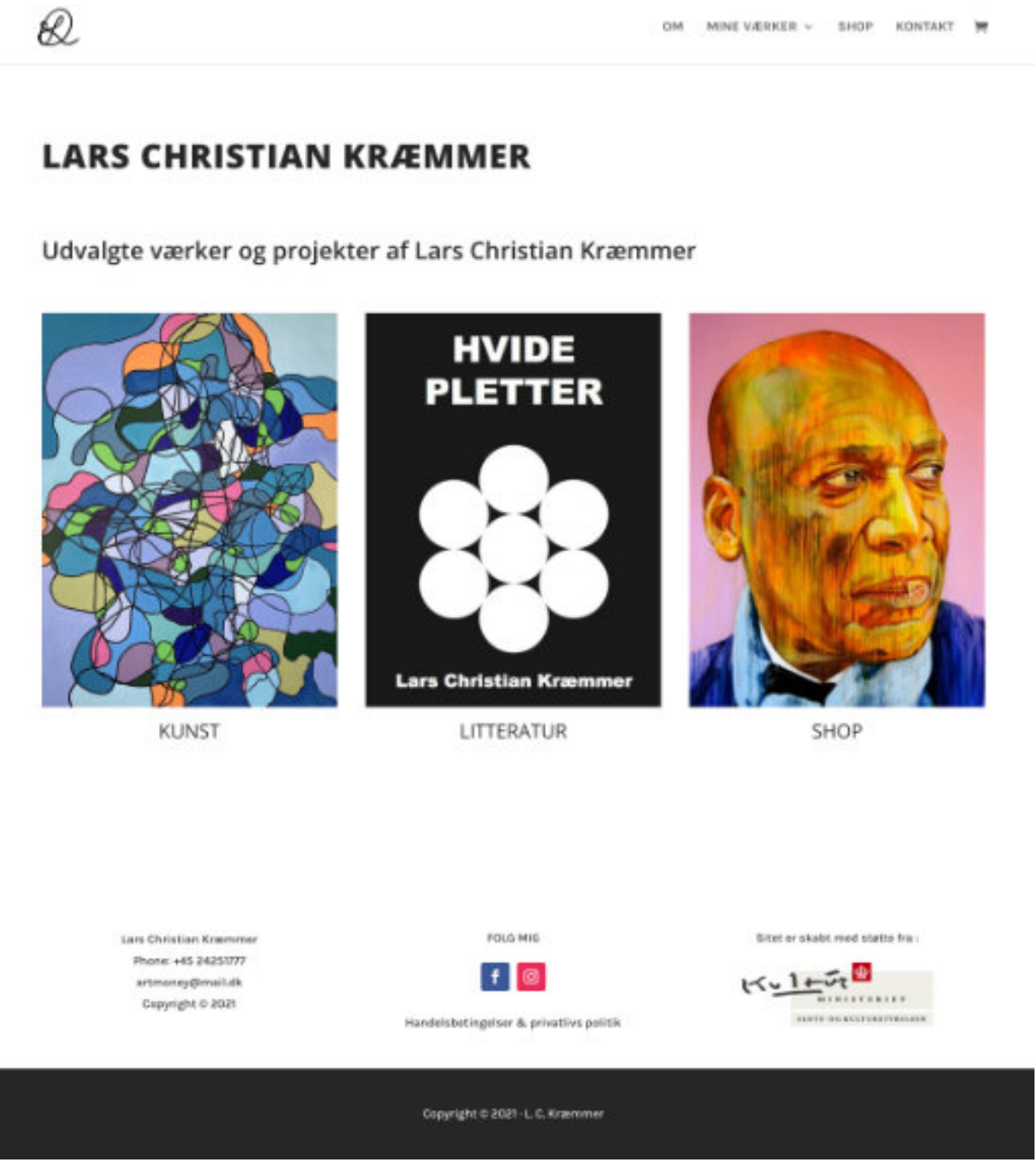
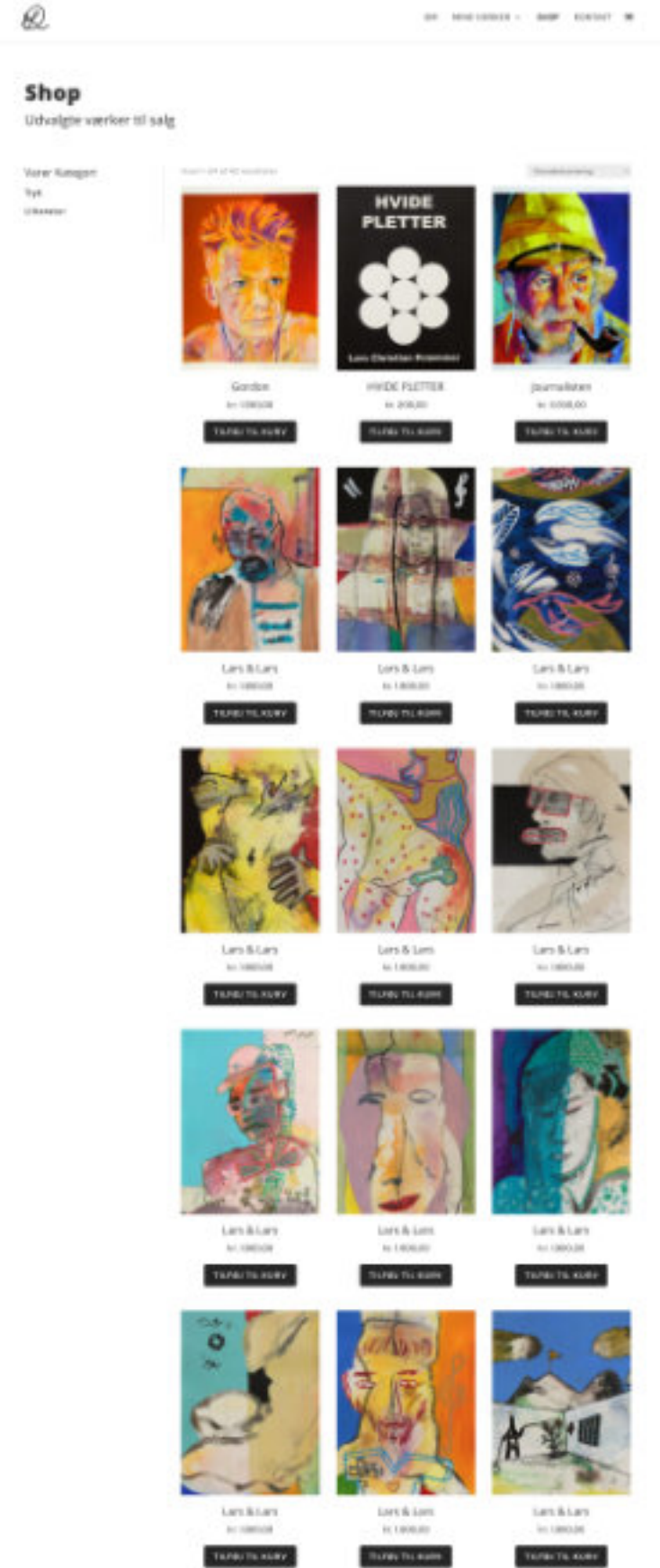
- Backing up the old website and staging it on my server
- Designing and developing the web-shop using DIVI and Woo-commerce
- Maintaining the existing design style while also incorporating new elements as needed
- Meeting with Lars on a regular basis to receive feedback and make adjustments to the design

Working with Lars was a pleasure and I enjoyed the process of designing and developing the web-shop for his website. The final result was a successful addition to the website that met Lars' needs and requirements.

**When:** May-July 2021

**For:** Lars Christian Kræmmer

**With:** Figma, Wordpress, Woocommerce, DIVI.



“Every great design begins with  
an even better story...”  
Lorinda Mamo, designer



# Nordic Blockchain Association

## UX & Web Designer Information Architecture

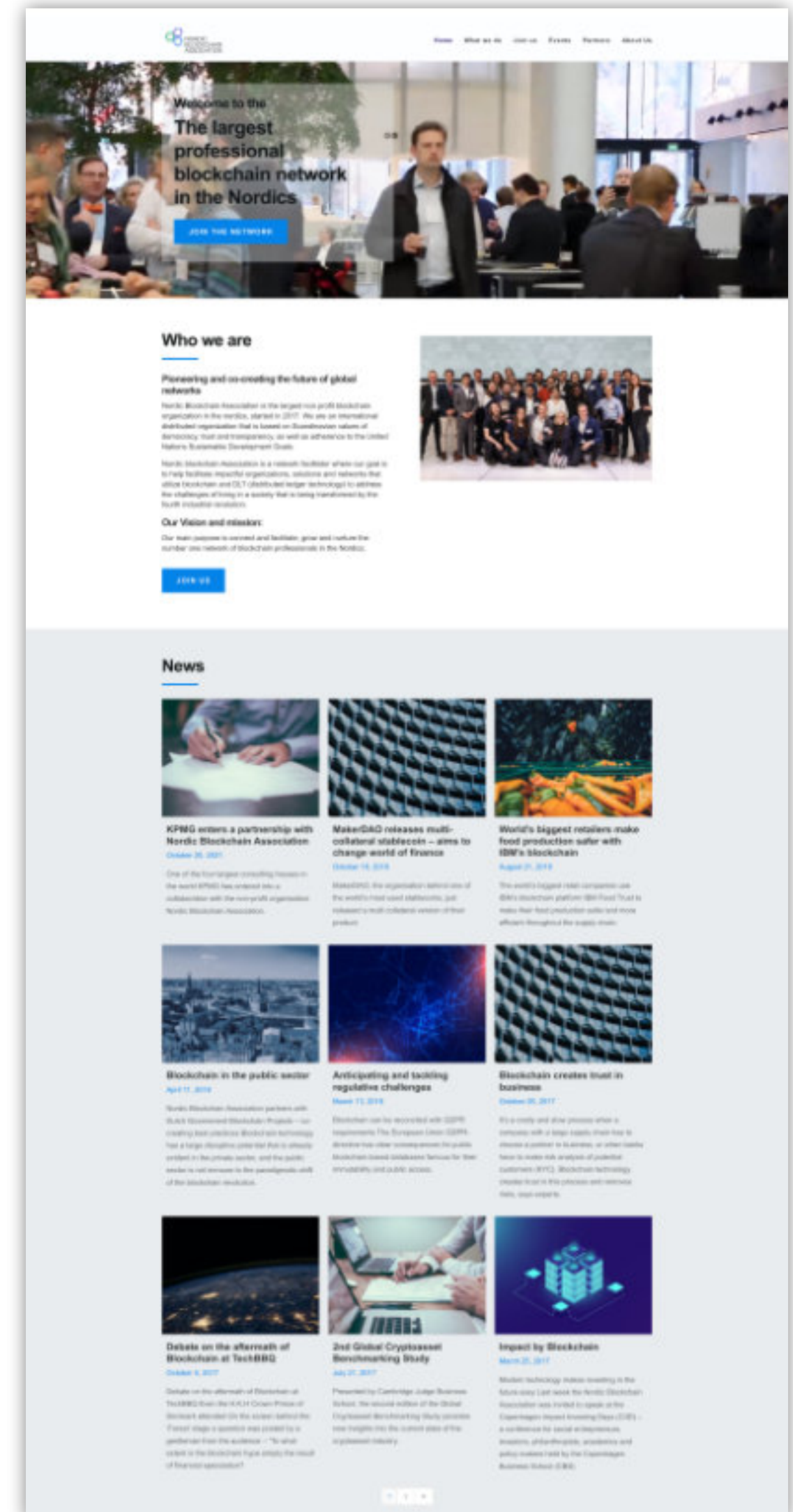
The project was about redesigning the old website using best UX principles, and creating a light, easy to update and versatile infrastructure for future updates and scale up.

The project is ongoing.

The website:

- Staging of Nordic Blockchain Association

**When:** Nov 2021 - ongoing  
**For:** Nordic Blockchain Association  
**With:** Figma, Wordpress, DIVI.



“Design adds value faster  
than it adds costs...”  
Joel Spolsky, creator of Trello



# GOVO: the mobile app

## User Research, Mobile App designer, UX Designer, Information Architecture, Design System, Deliverables

## Problem Statement

**There are many lonely yet tech savvy elderly persons who are not meeting their needs for social interaction and companionship which is causing depression, and**

**increased health risks. There are also many young students who aren't meeting**

**their needs to volunteer and offer to help others, which is causing frustration to them. How can we devise a product/service that can successfully connect the above two groups together and fulfill their respective needs that we can evaluate using a user rating system?**

## Potential Solution

**A Tinder-inspired mobile app that connects lonely elderly with energetic volunteers.**

I worked on:

- Understand the problem
- Surveys and interviews
- User Research & Analysis
- User Personas / Journeys / Flows
- Sitemap & Navigation
- Wireframes
- Prototype & Onboarding
- Usability Testing
- A/B Testing
- Visual Design Principles
- Emotional Design
- Grids & Spacing
- Frameworks
- Fonts, Colors, Shapes & Icons
- Breakpoints
- Design System Language
- Designing for Accessibility
- Final Deliverables

**When:** May 2017 - Apr 2018

**For:** GOVO (CAREERFOUNDRY - School Project)

**With:** Sketch & Invision

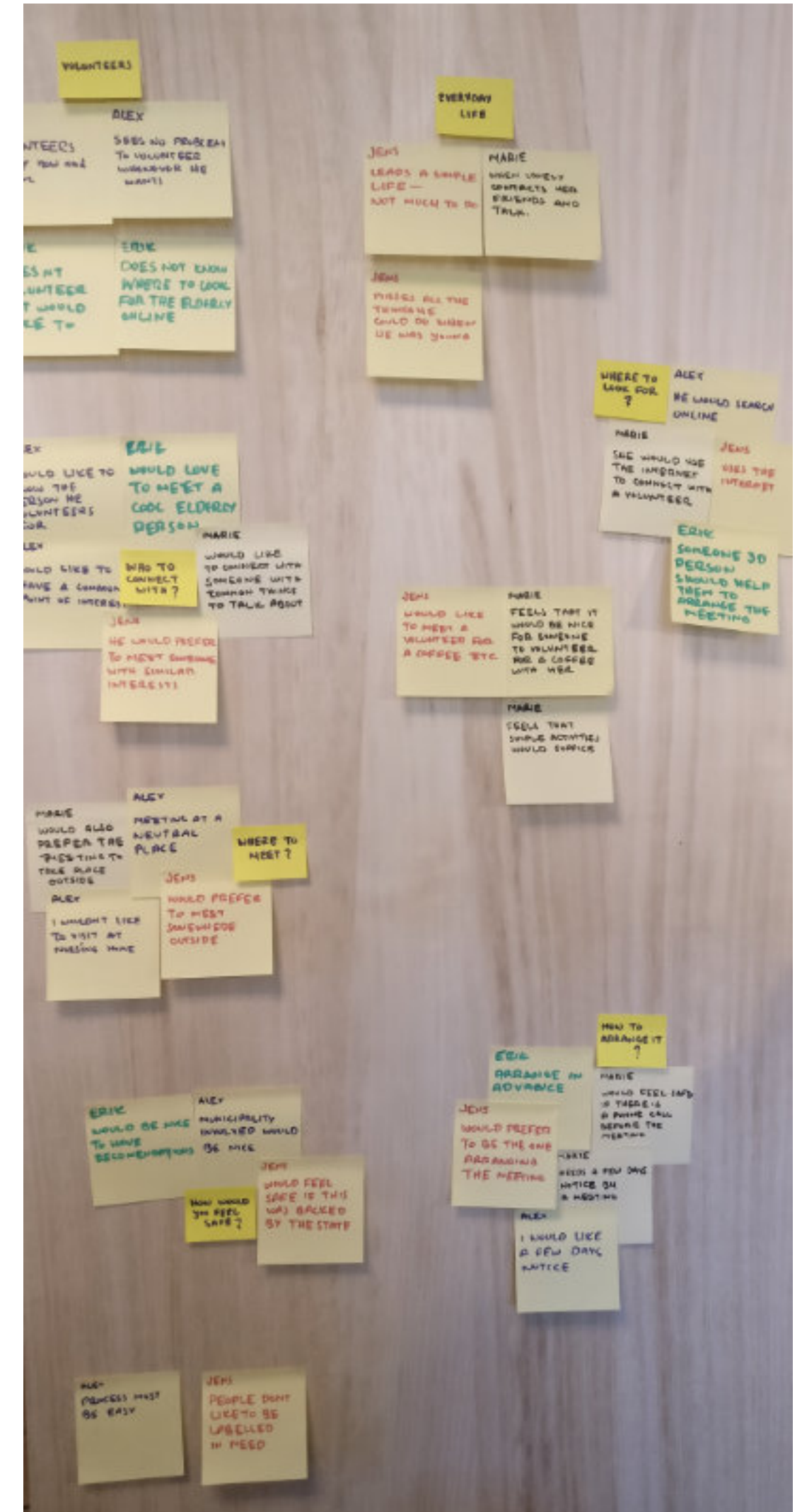
## Points taken from User Research

- All users would like to meet outside, in neutral ground for safety.
- All users seem to see the need for having a common interest with each other.
- Users feel trust issues are apparent and need to be addressed.
- The elderly feel that they should be the ones making the first step in arranging the meeting.

## Challenge

**One challenge came when interviewing elderly people:**

- Elderly people as a rule don't admit being lonely.
- During the usability tests they identified themselves with the young volunteers.



**“Good design  
is good business....”**

Thomas Watson Jr., businessman, IBM



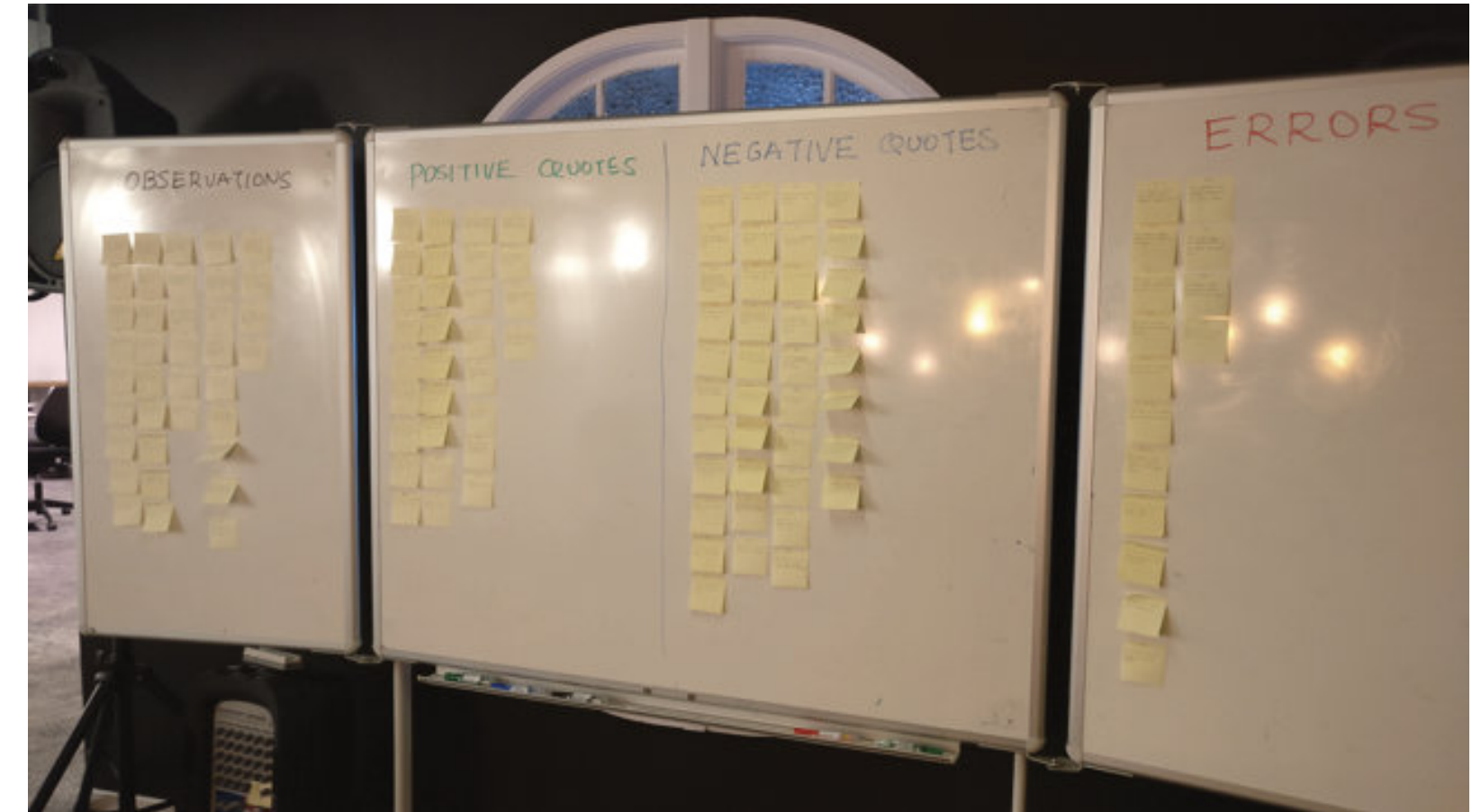
# GOVO: wireframes & user testing



## Testing:

Conducted a Usability test, with 6 persons, which gave a clue as to what problems my design has and what improvements could make it more usable.

You can see the Affinity Diagram in the image.



## Issues

The `mutual likes` is also confusing for me. Also Mutual Likes and Messages should be consolidated.

**Evidence:** 4 different interviewees reported this.

They were not exactly sure what it does or they thought it related to something else. They also suggested that it could be consolidated with Messages.

**Suggested Change:** Remove the Mutual Likes button all together and consolidate it with Messages button. Because you wouldn't be able to message anyone who is not a mutual like anyway, so by doing this, reduces the steps towards establishing contact with another user. Also, the list of mutual liked users will be in the Messages screen.

The users could not find the meetup button or had different expectations on its placement. They also thought that this is an unnecessary step.

**Evidence:** 6 users have encountered this problem 8 times while performing their task.

**Suggested Change:** Removal of the meetup button and functionality. It was also suggested by the test participants that, this functionality could be easily be handled by the messaging itself. This requires a minor overhaul of the app itself.

I do not see a call to action button in the main screen OR I cannot see the purpose of the app from the first page.

**Evidence:** 3 different users in 4 different occasions have reported this as an error.

**Suggested Change:** Remove the main screen of the app as is in version 1.2, and in its place go straight to search. And thus the main function of the app becomes its main screen.

## Conclusions:

The Usability Test was quite interesting as it revealed quite a number of flaws in the initial design:

- Use of misleading (Search) or prone to misunderstand (Mutual Likes) terminology
- Functionality that was not easy to understand
- A home page or main page without call to action.
- Misplaced menu buttons (Desktop top menu)
- Lacking of on-boarding
- Old design patterns







# GOVO: mockups





# Realty Finder: the web app

## Web App designer, UI Designer, Design System, Deliverables

### Project Goal

Design a responsive web app that provides property buyers with information on properties of interest. User research and personas have been given to me on the brief.

This web app will provide users with easily accessible information and the expertise needed to get started efficiently.

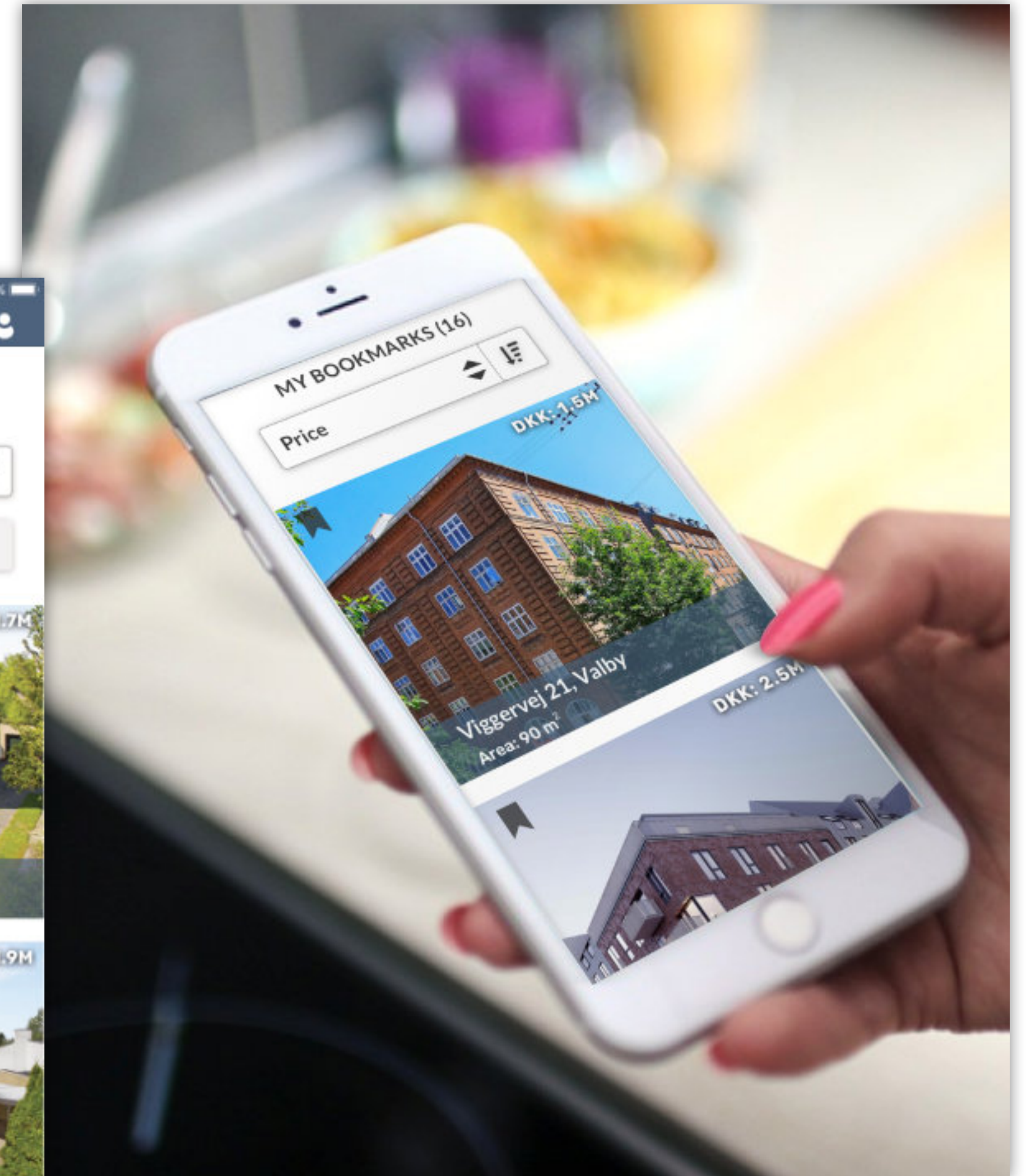
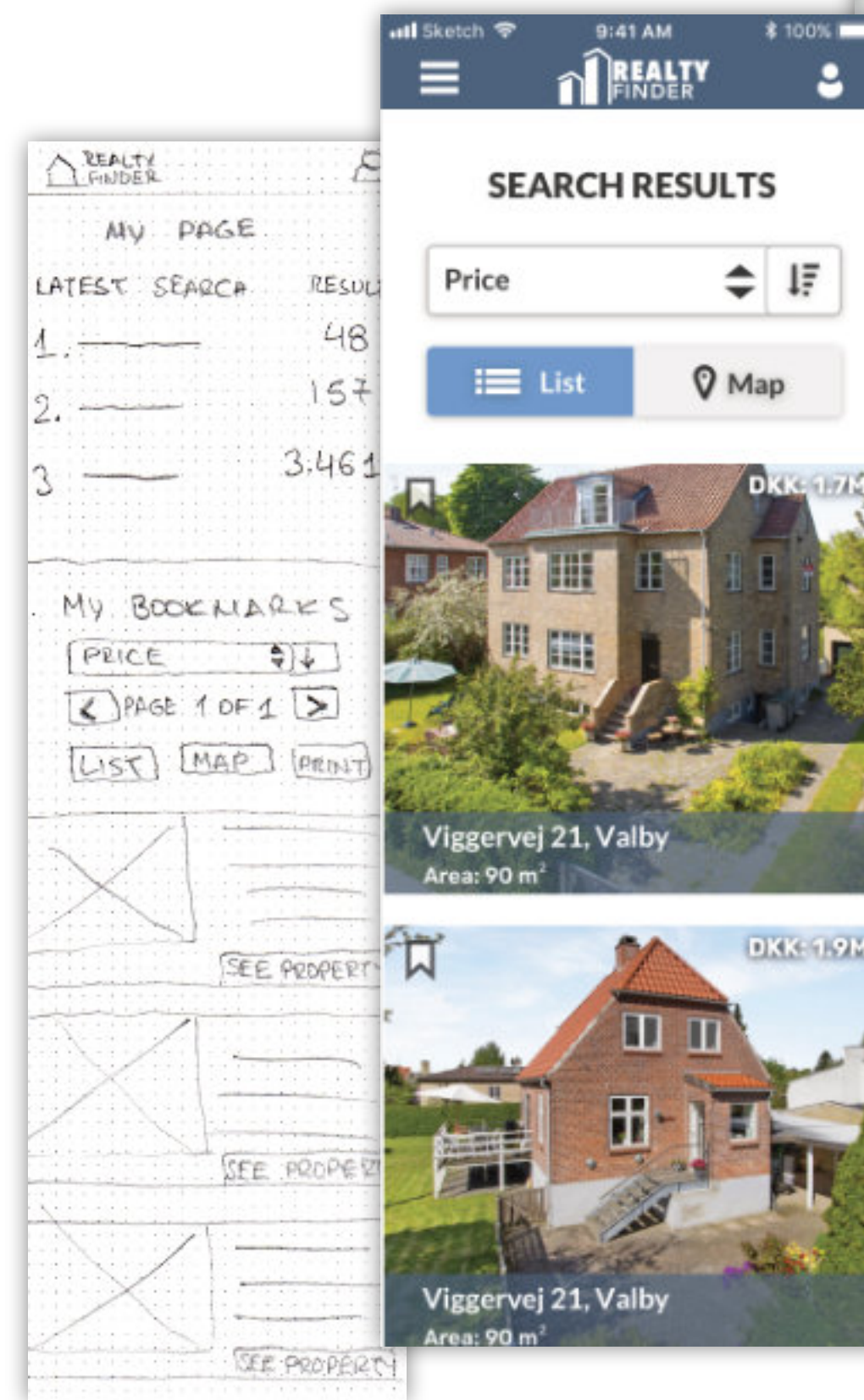
I worked on:

- User Flows & Sitemap
- Layouts & Design Patterns
- Typography, Colors & Imagery
- Shapes & Icons
- Sitemap & Navigation
- Interactions & Gestures
- Breakpoints
- Mockups
- Deliverables

**When:** Apr 2018 - July 2018

**For:** Realty Finder (CAREERFOUNDRY - School Project)

**With:** Sketch & Invision

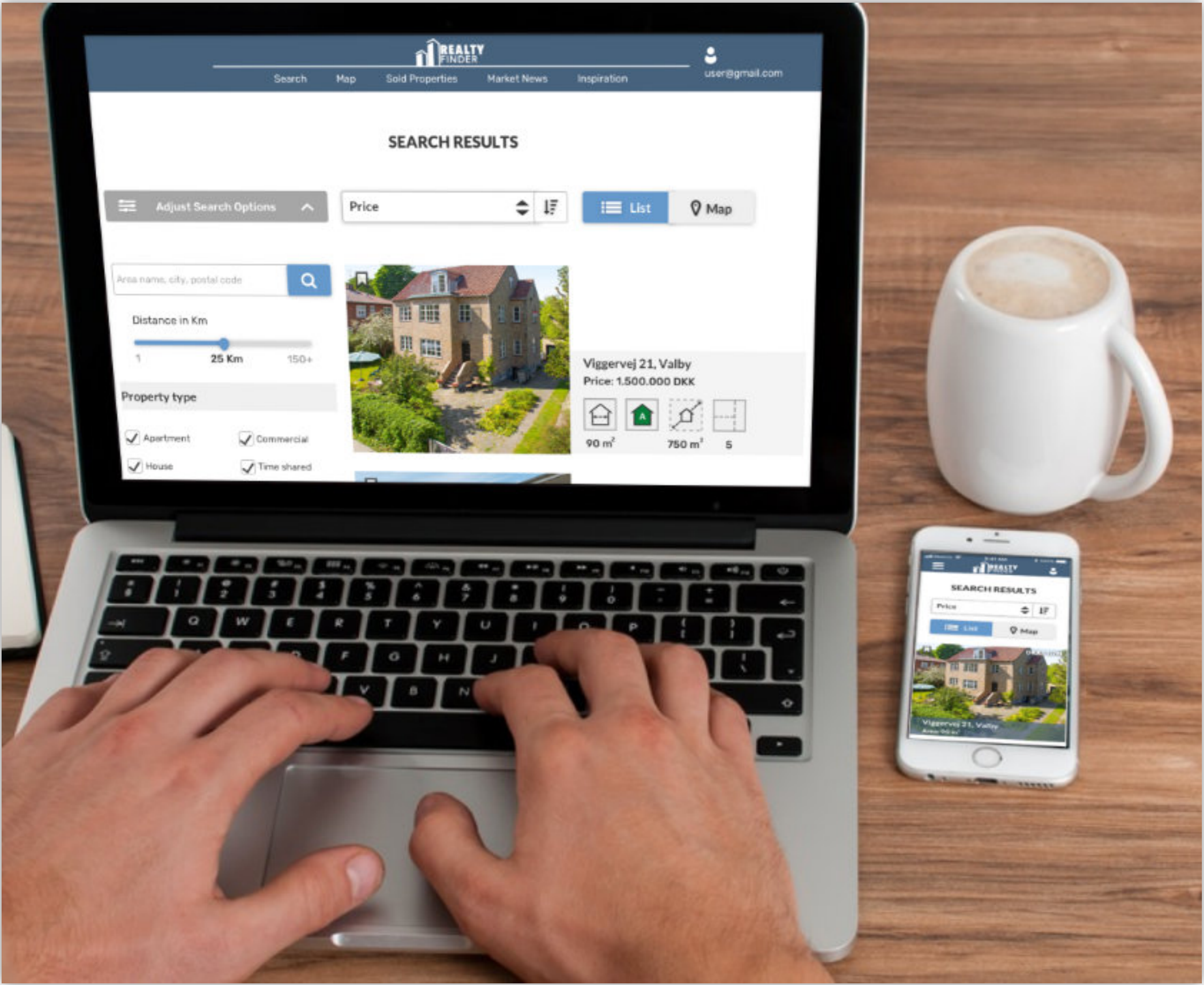
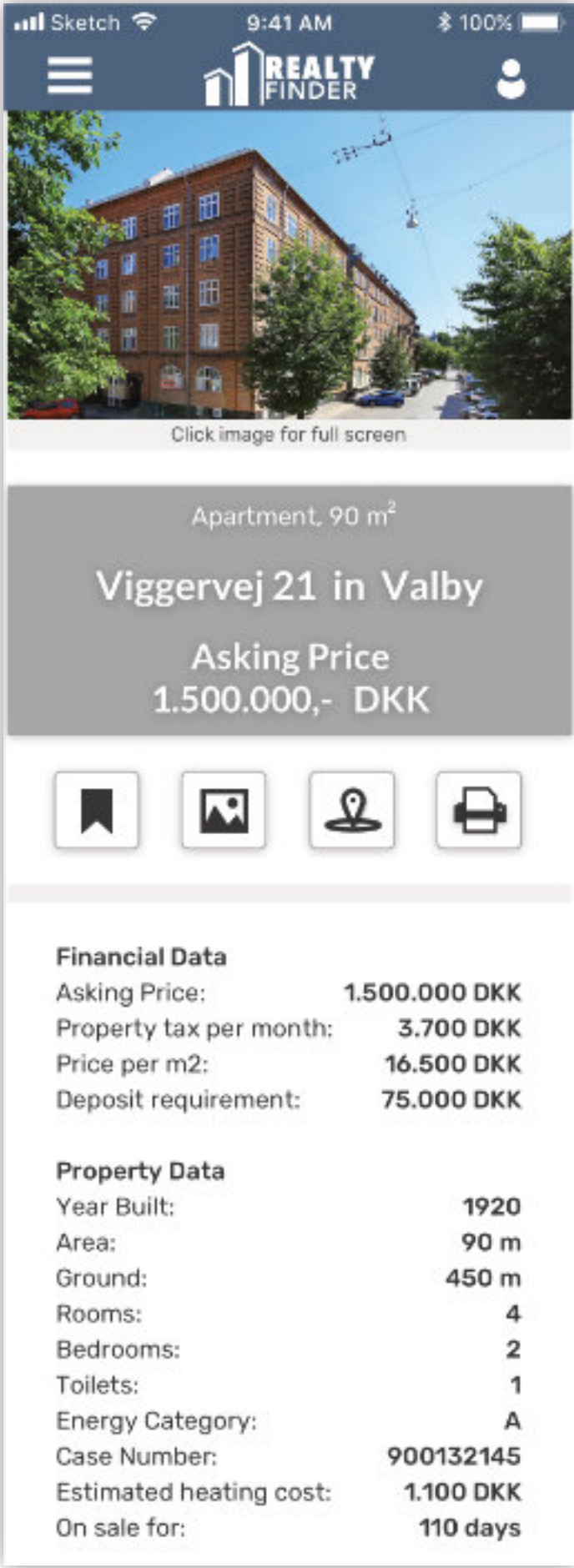
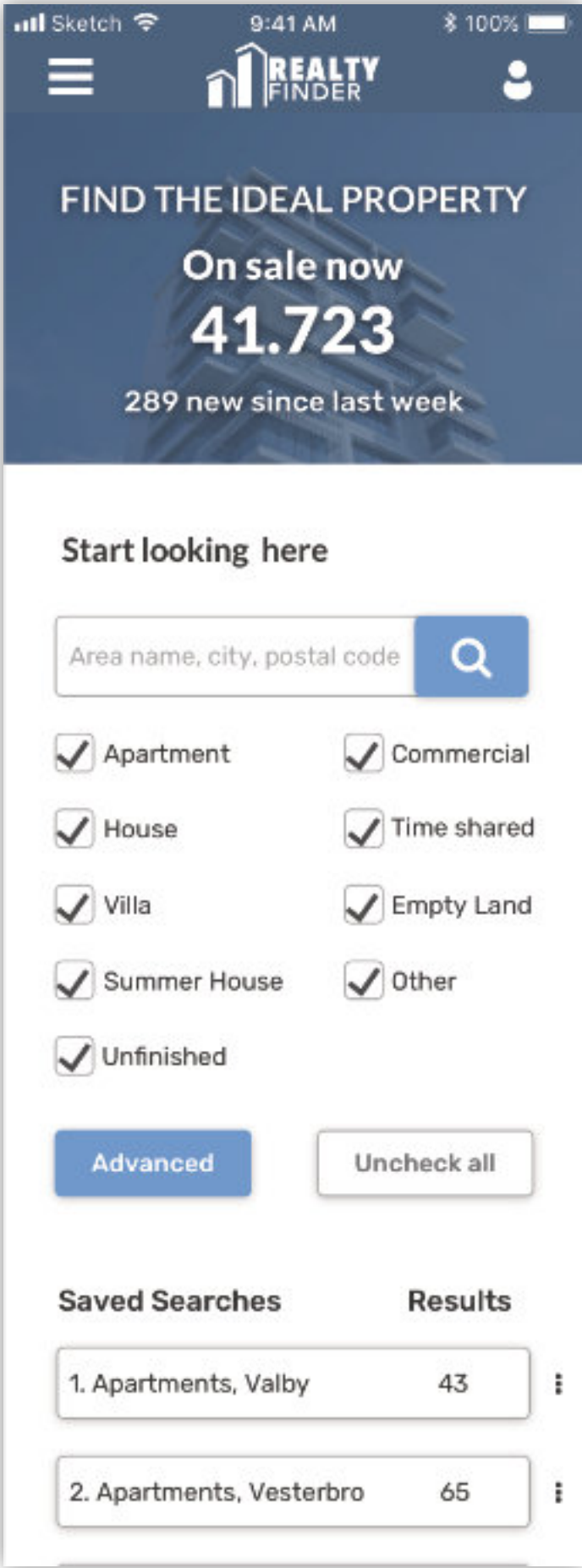


**“Make it simple,  
but significant...”**

Don Draper, Mad Men



# Realty Finder: the prototype





# **Aris Kampas**

UX/UI Designer

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