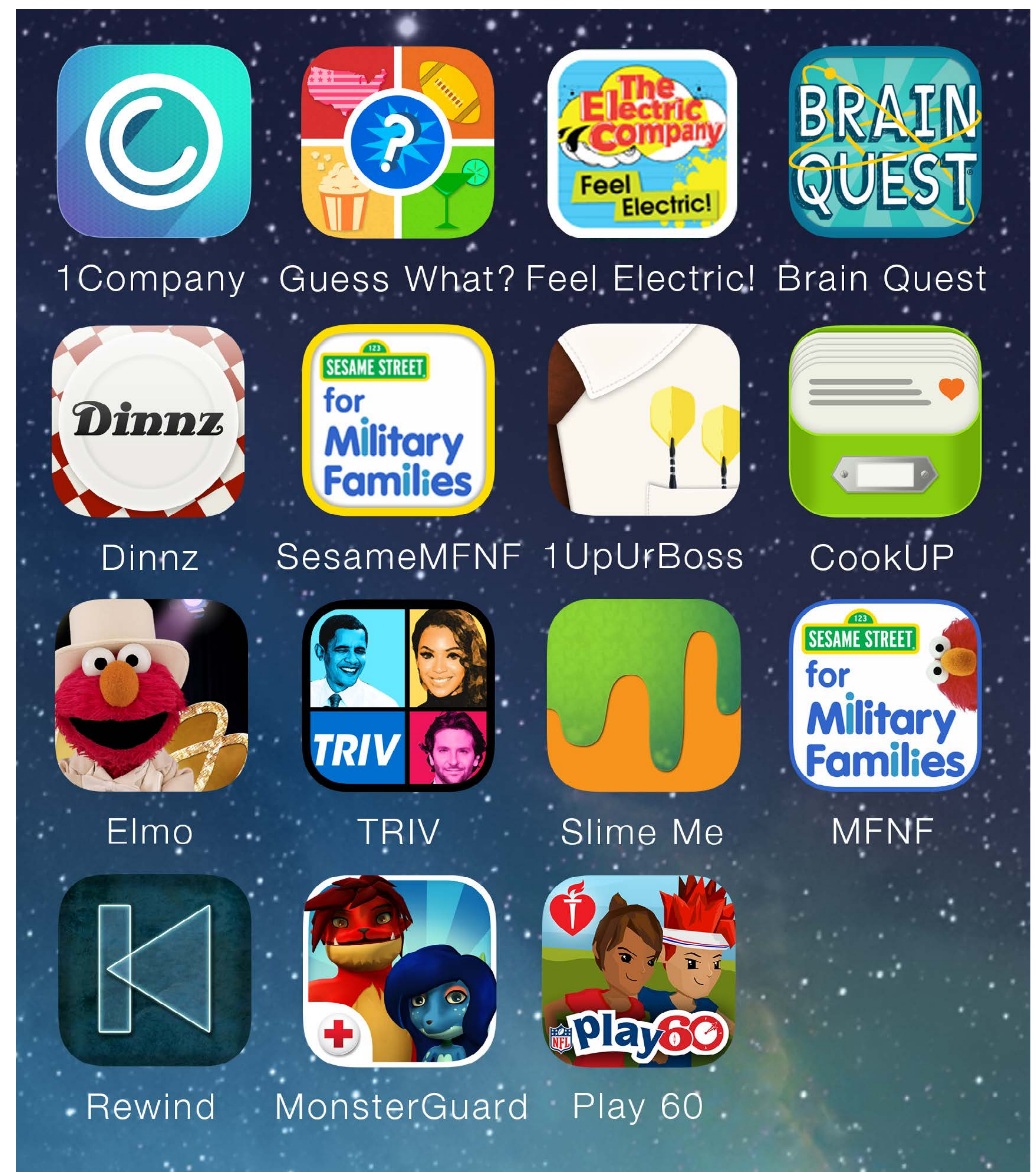


NOELLE POSADAS

UI Artist • UX Designer • Button Maker

I have spent over 4 years working in the mobile app industry creating UI and UX for several industry giants. As a UI/UX Designer I am a problem solver. I aim to create solutions that allow my users to easily navigate and understand the work I do. In addition to producing user solutions I solve development issues like app size and loading times. My goal as a designer is to create beautiful solutions.

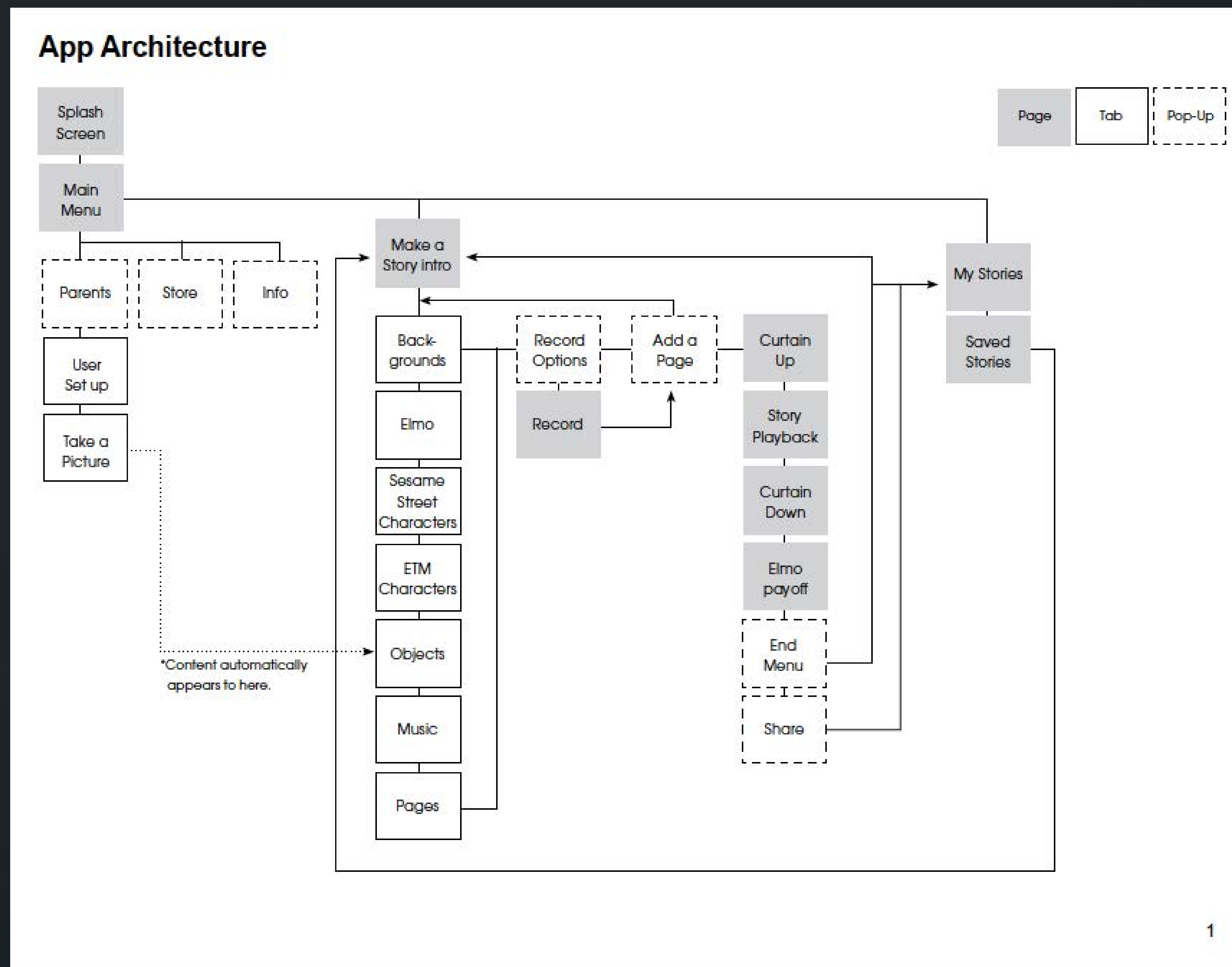
More of my work is viewable at
noelleposadas.com and
noelleposadas.wordpress.com



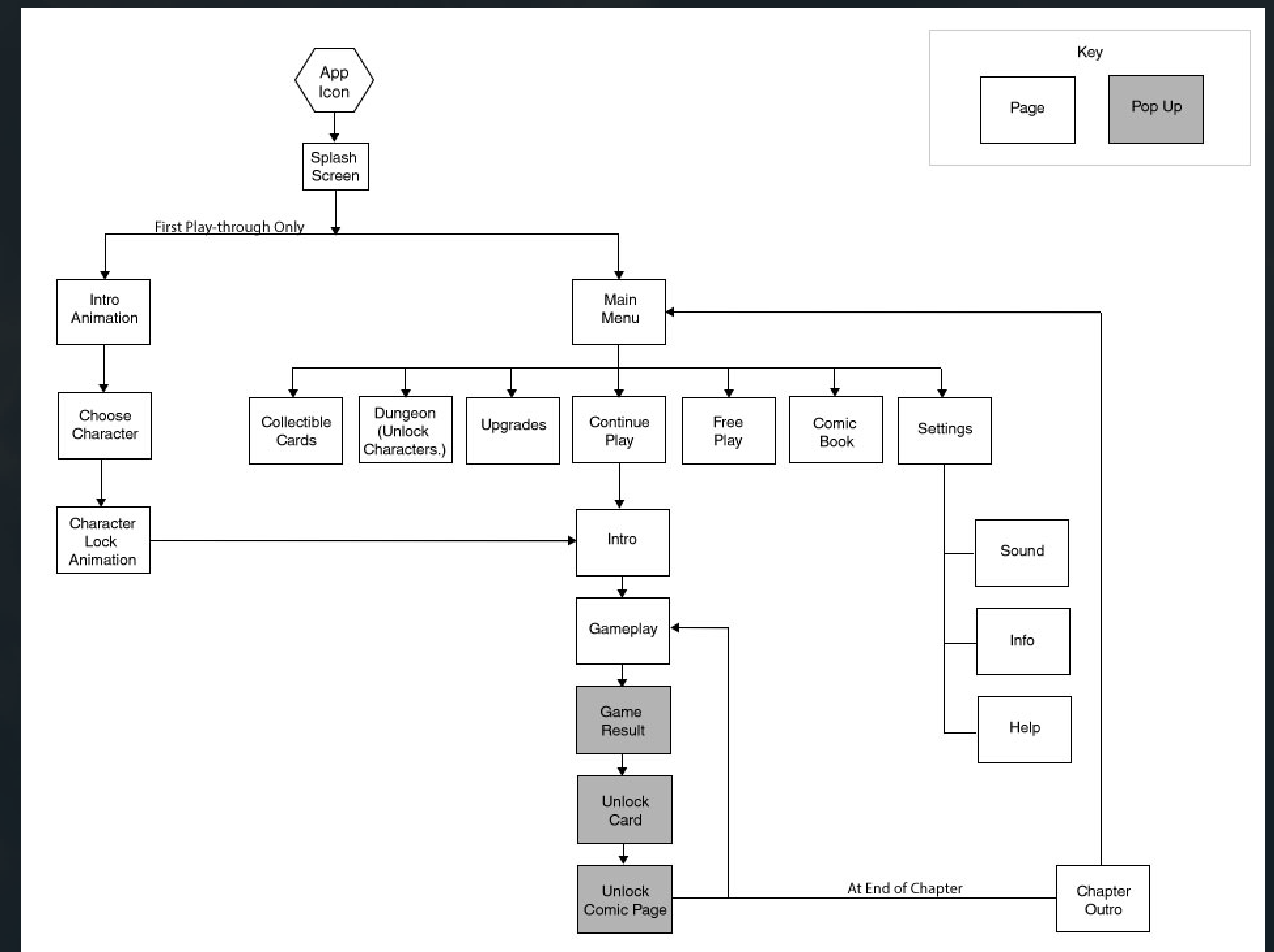
App Architecture

After a design doc has been created whether it is for a game, app, or mobile site I will take the initiative to create an app architecture. These documents help to visualize the experience of the product from initial tap of an app icon to the experiences within. Below are some examples of app architectures I have created in the past.

Elmo the Musical Storyteller



The Amazings



Wireframes

Wireframes can vary from a simple hand drawn sketch to a complex digital representation of the possible visual future of a product. Depending on the project different wireframes may be necessary. I have found in the past that clients sometimes need more fully developed graphics to understand how the project will ultimately work.

Many times I will develop a simple click through prototype with my wireframes to help further the understanding of the flow of a project. In the past I have done prototypes with HTML or with the help of a developer in Unity3D. More recently I have discovered InVision. With the help of InVision I can create a visual example of how I see a product working that is easily shared with the team and viewable on many devices.

Port to Port



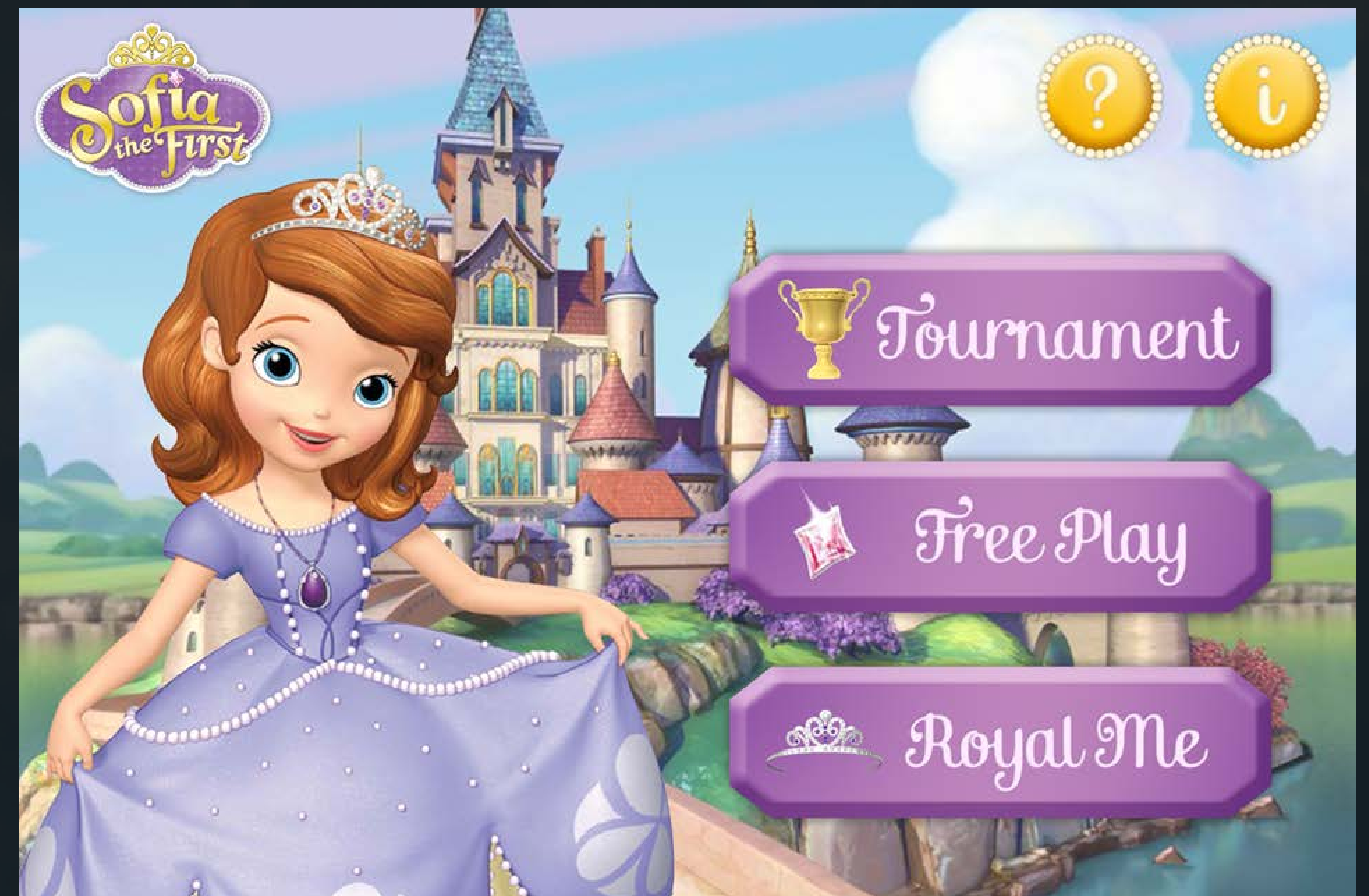
Peg + Cat



Wireframes to Final UI

While I am thinking through and designing wireframes I am also starting to figure out a sense of what I want for the final design. This involves finding references, creating color schemes, and a lot of trial and error to finding what works best. Many times these designs will change and evolve throughout the project.

Sofia the First

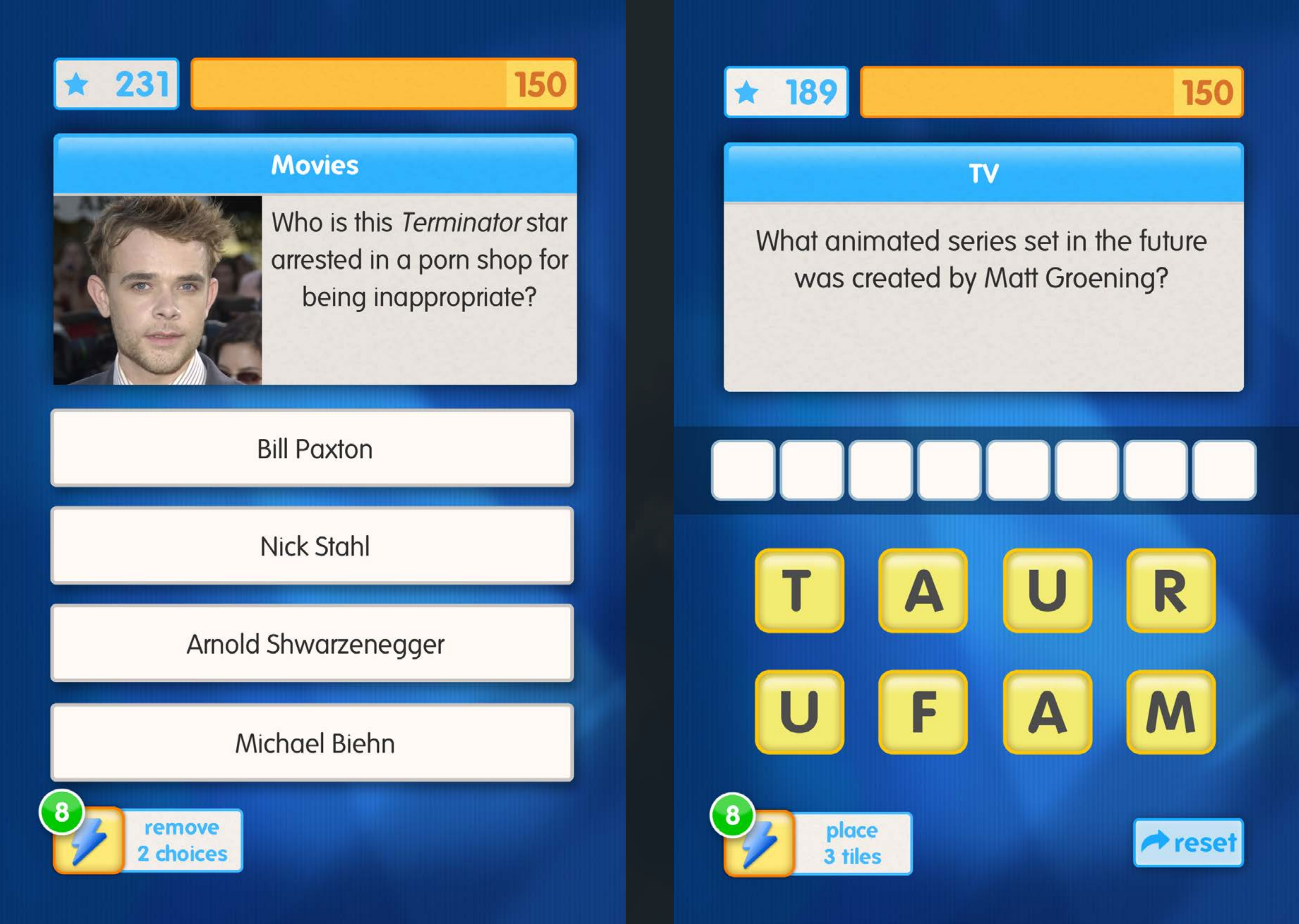


Color Palette

Color palette can change the entire perception of a product. I once rebranded a news based trivia app called *Newsflash* to the more colorful *Guess What?*

I completed the entire rebrand and asset replacement in a week. Here are some screenshots of before and after the rebrand.

Newsflash



Guess What?



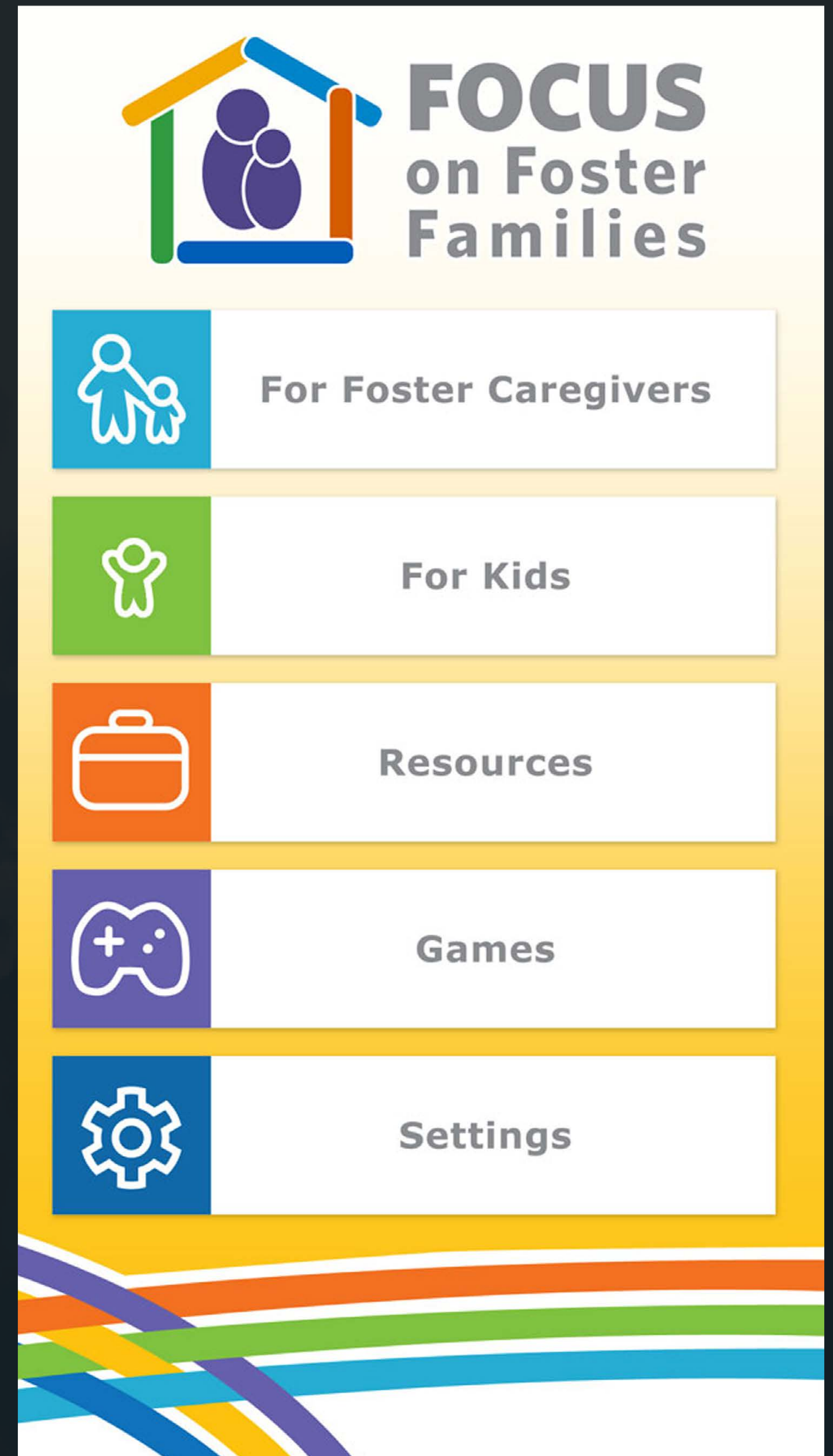
Saving Space on Graphics

Many times when designing graphics designers forget about the space art takes up in an app. For this particular project I went about designing a menu system that would require minimal assets.

Most of the menu graphics were created by using a sliced sprite. A sliced sprite is a small asset that can be stretched while maintaining the integrity of the edges. It works wonderfully for repeated graphics needed throughout a project.

I made all the square edged buttons using a 6x6 pixel graphic stretched to the ideal size. I then had more space in the app for icons and animations. This saved a lot of space in the app and improved load time.

FOCUS on Foster Families

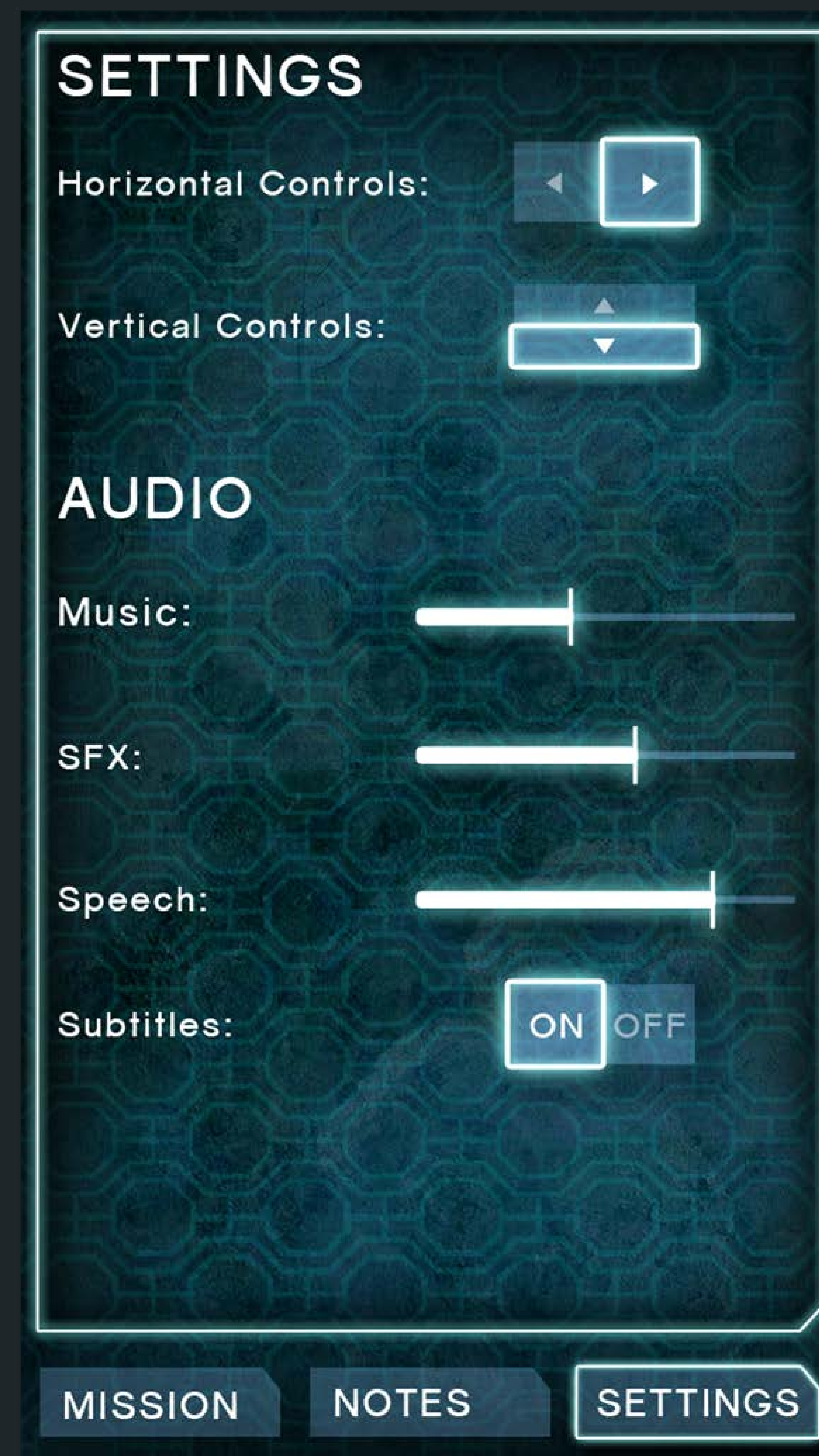
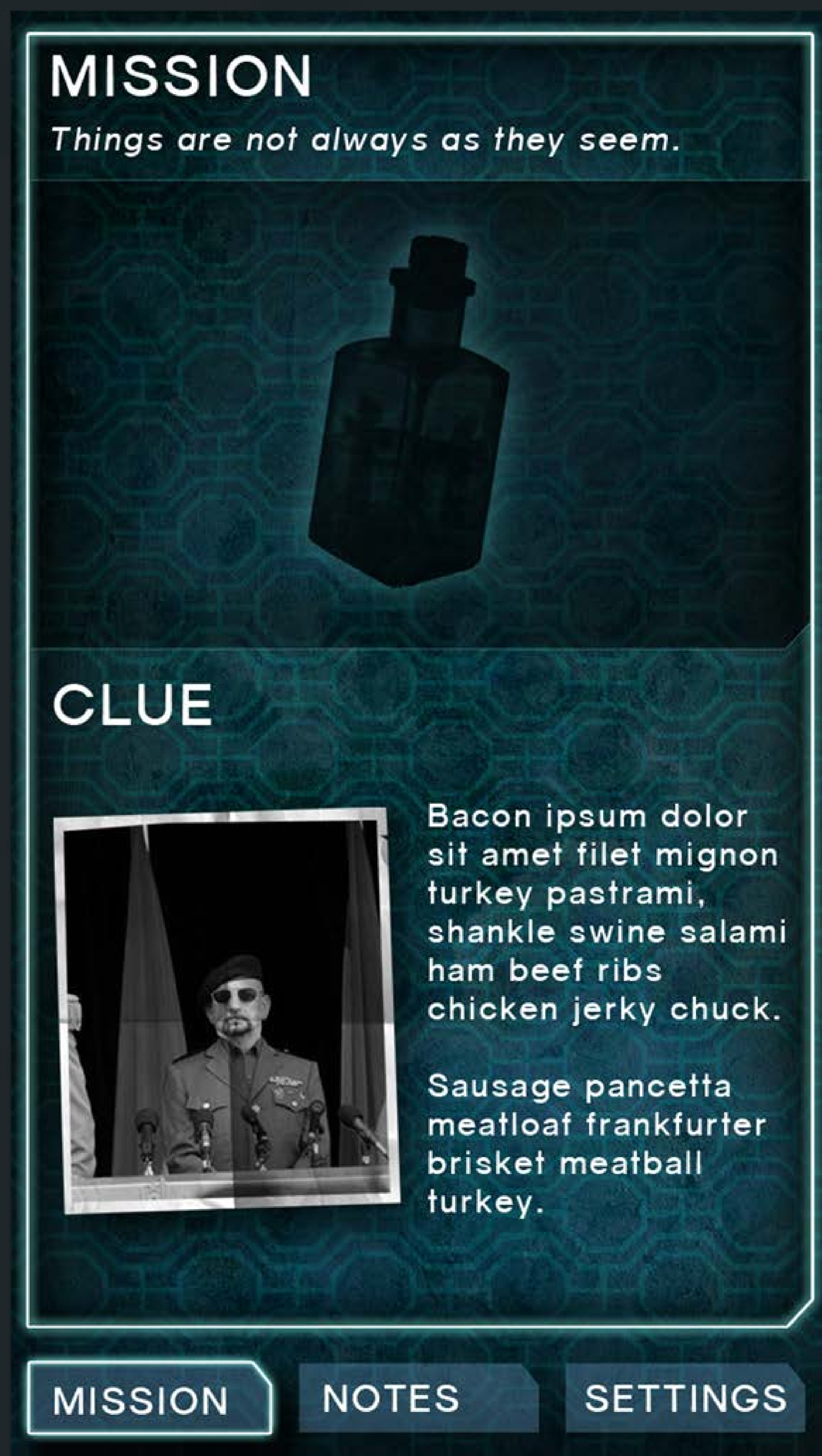


Reusable Assets

Being able to reuse assets is essential to saving space and memory in an app. Below are some watercolor backgrounds that I designed for a preschool educational app. They are created by overlapping several graphics made in white. I can recolor the graphics and adjust their opacity in the engine to create more variation.



Rewind



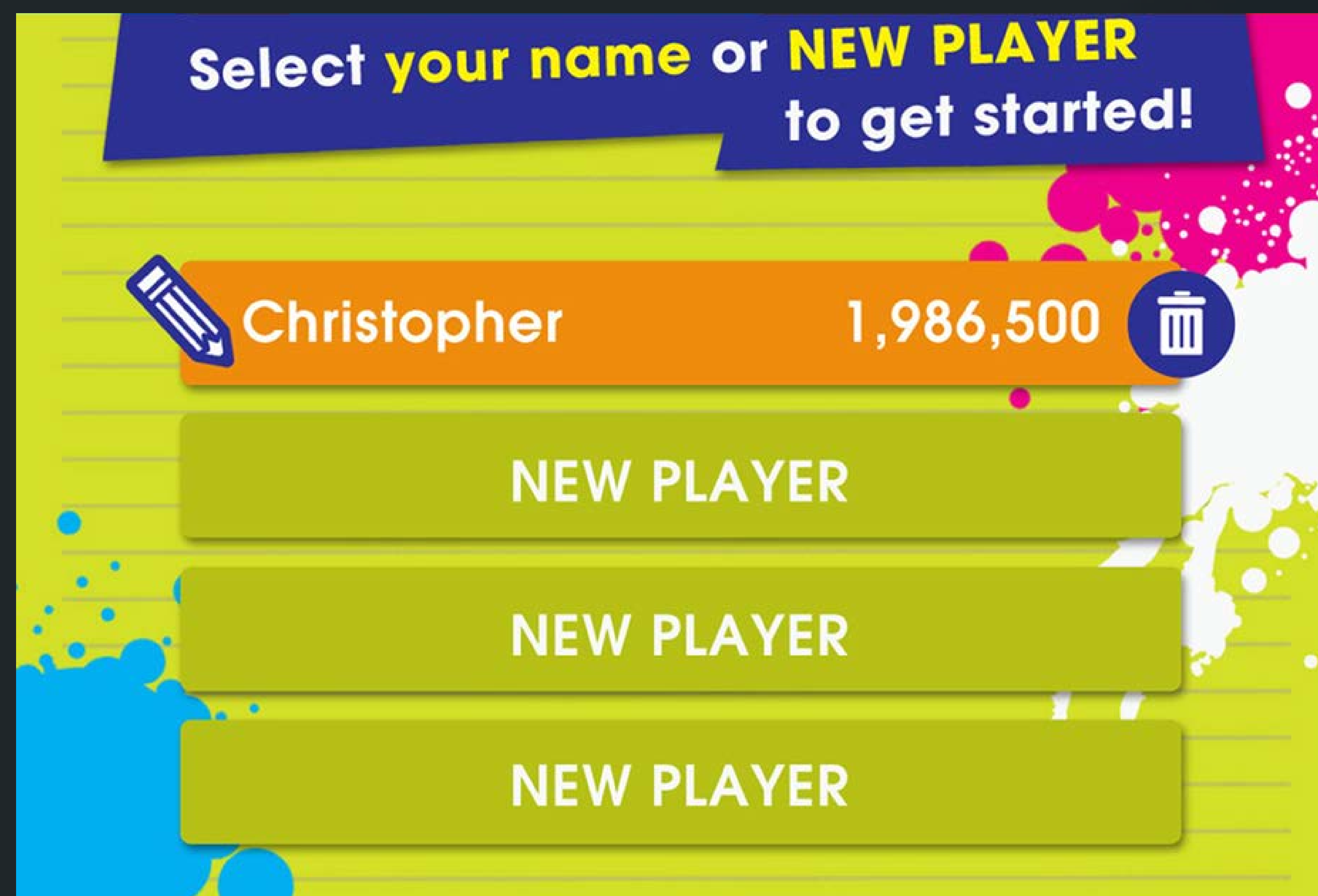
Screen Orientation

Rewind was a futuristic morality play that played out in trips to the past. We wanted your phone to feel as if it was the device being used within the game. In our discussions about the game our team came up with the idea of changing the orientation of the device to bring up the device in game. Below are some screenshots demonstrating the menus.

App Updates

My first mobile project was released in the Fall of 2011. Since its release I have had the opportunity to work on half a dozen app updates. I was very involved in the the initial UI design, testing, production, and marketing of this app. I am proud of how far it has gone and how it has helped so many children to understand emotions.

Feel Electric!



Layered Buttons

Buttons are a very important part of UI design. With my ability to adjust the color of graphics to suit my needs in Unity3D I can get better results by creating layered buttons. Below are layered buttons I created for a Preschool app.



Button Color



Button Highlight



Button Outline



Transparency and Design

One of my favorite mobile games and experiences is *A Dark Room*. It is a text based RPG that leaves your character in a dark room alone with no knowledge of what has occurred. You aren't alone for long and the experience is strange and eerie.

The game is created with standard iOS graphics, but as a fan I wanted to redesign it with the main point of the game in mind. The screen is constantly darkening, to progress in the game and keep out of the dark you must “stoke” the fire.

My design relied on the constantly changing brightness. I wanted all the button on the screen to react to the darkening atmosphere. All the graphics are somewhat transparent to help reflect that.

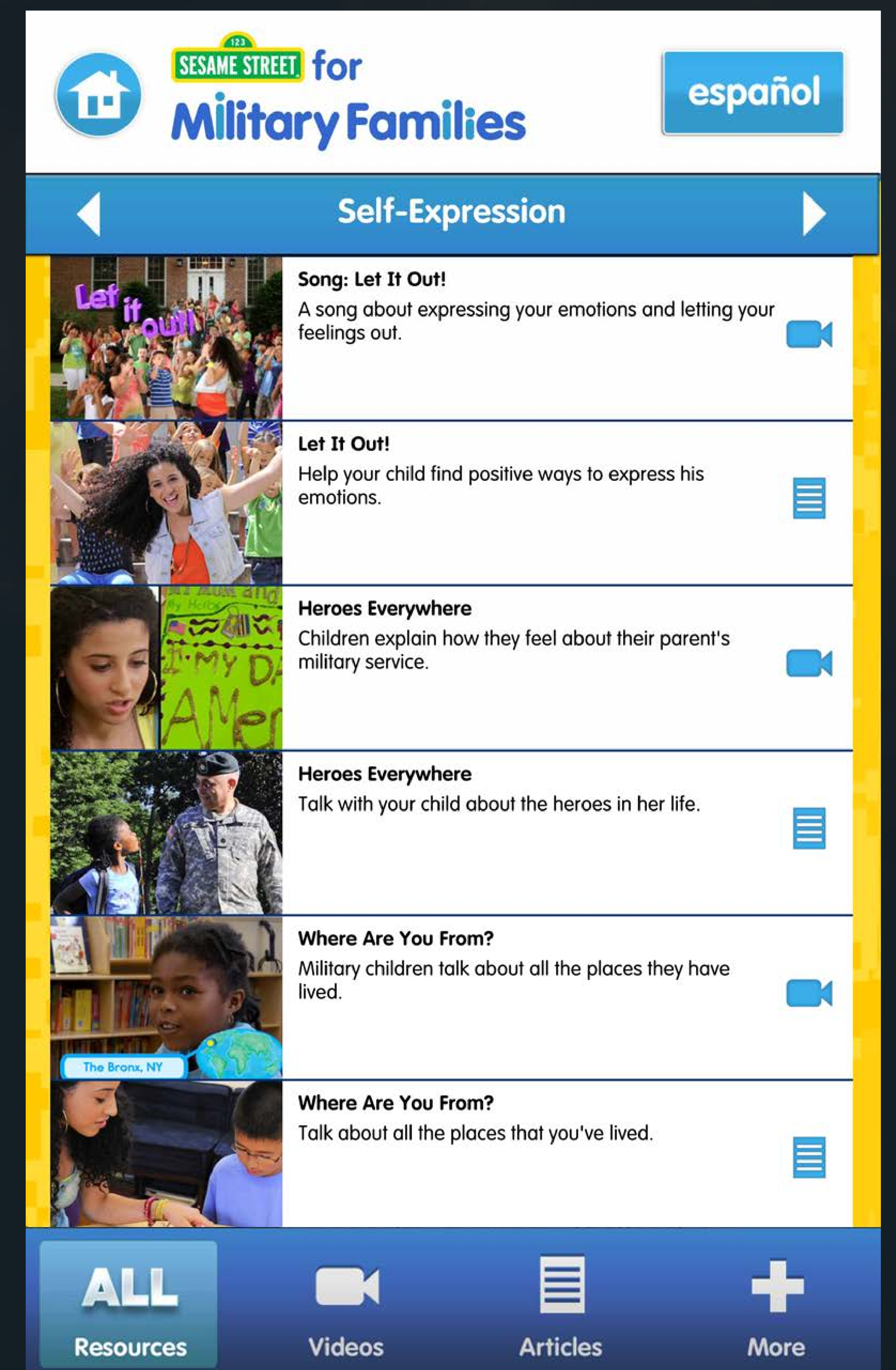
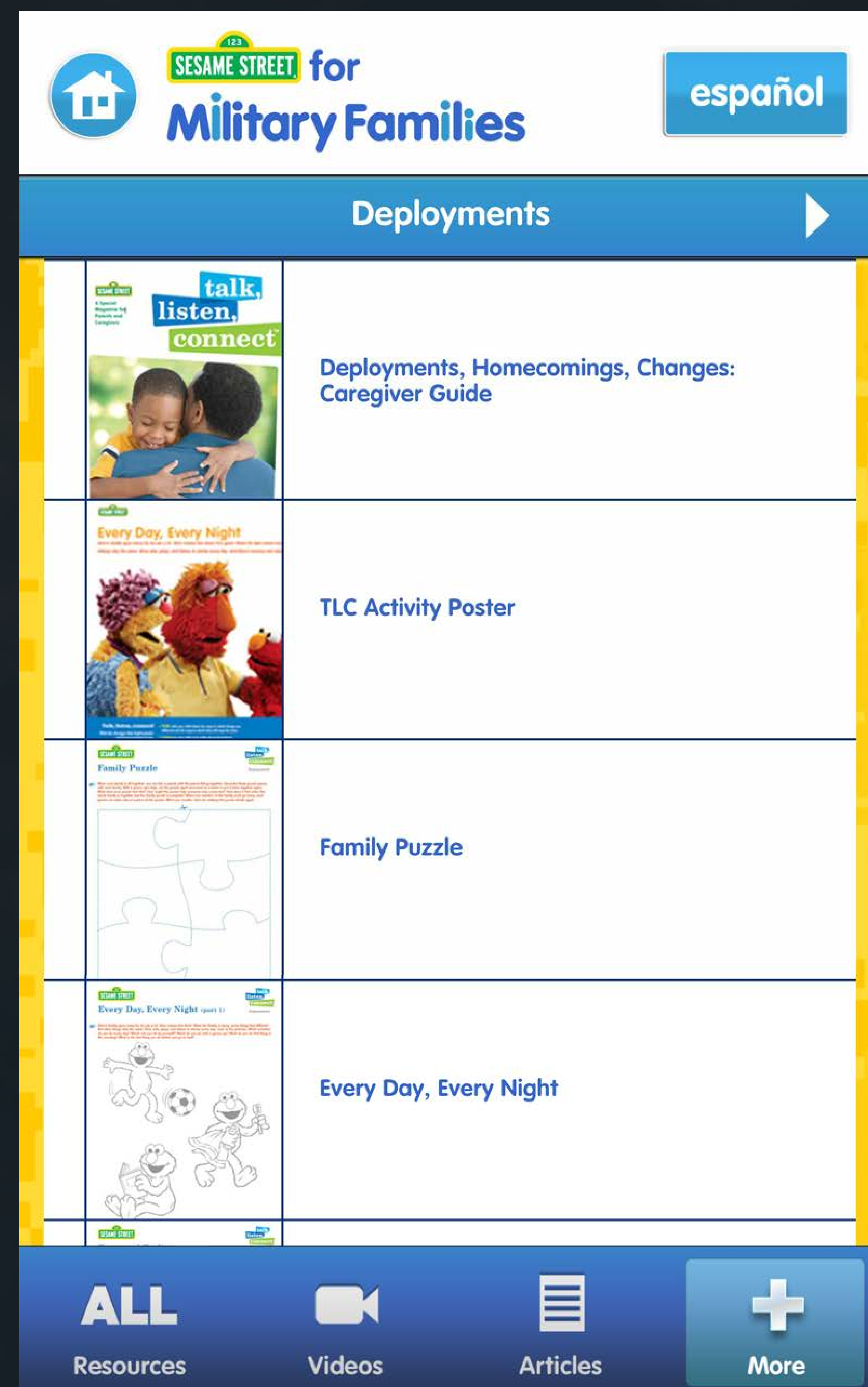
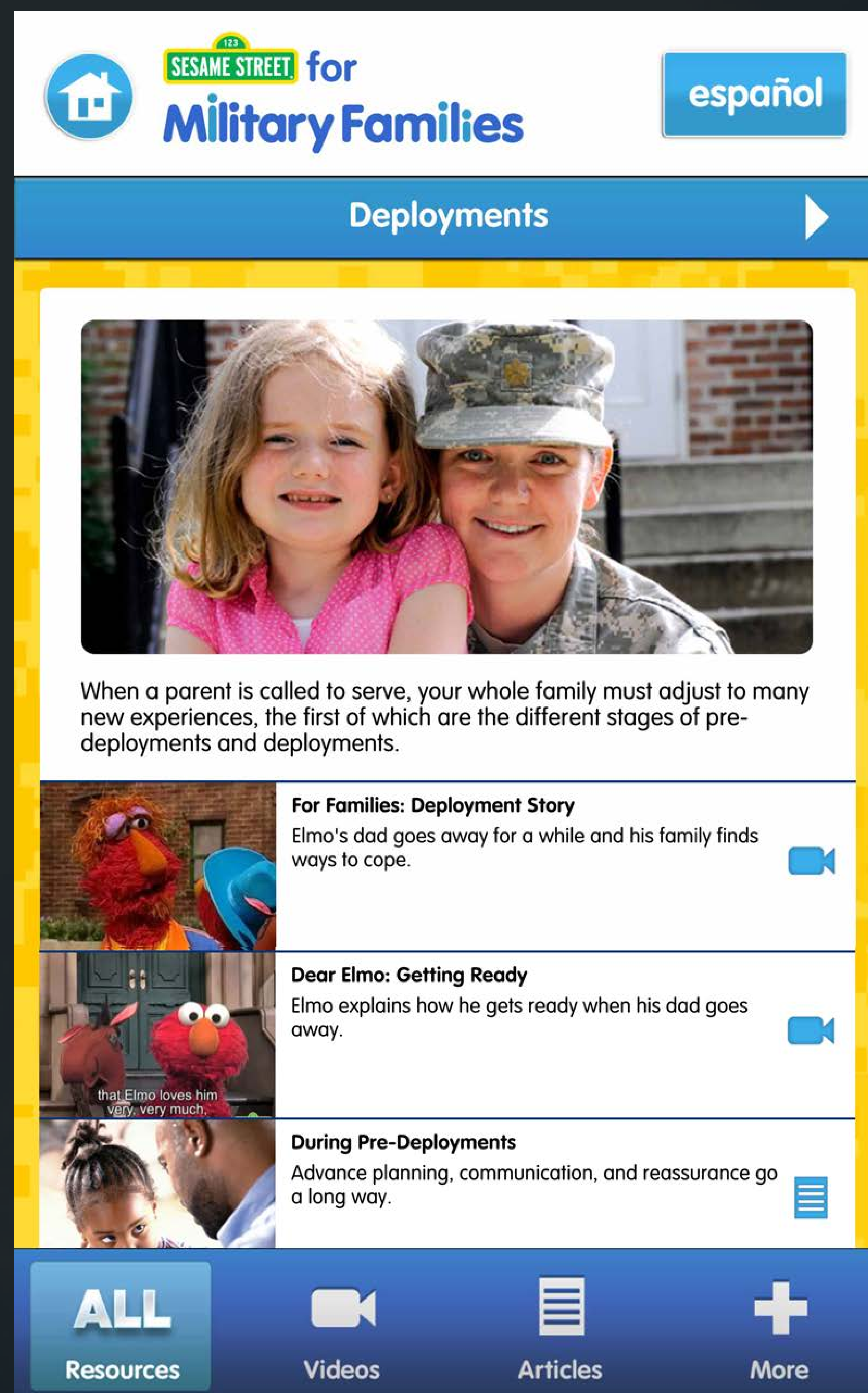
A Dark Room



HTML

This app was designed in HTML. We felt it best to use it in this instance since the app was informational and would require a lot of similar pages. While I did not create the initial HTML and CSS I was involved in the app design and subsequent testing and bug fixes. I went through the app page by page fixing the HTML and CSS in both English and Spanish.

Sesame Street for Military Families



App Icon Design

App icon design involves a lot of iteration. An app icon is basically the bookcover of an app and is the first graphic that will attract users. These icons must be approved by many people along the way and will have many edits and objections along the way. Here are some of the varied app icons I developed for an app created with the American Heart Association and the NFL.

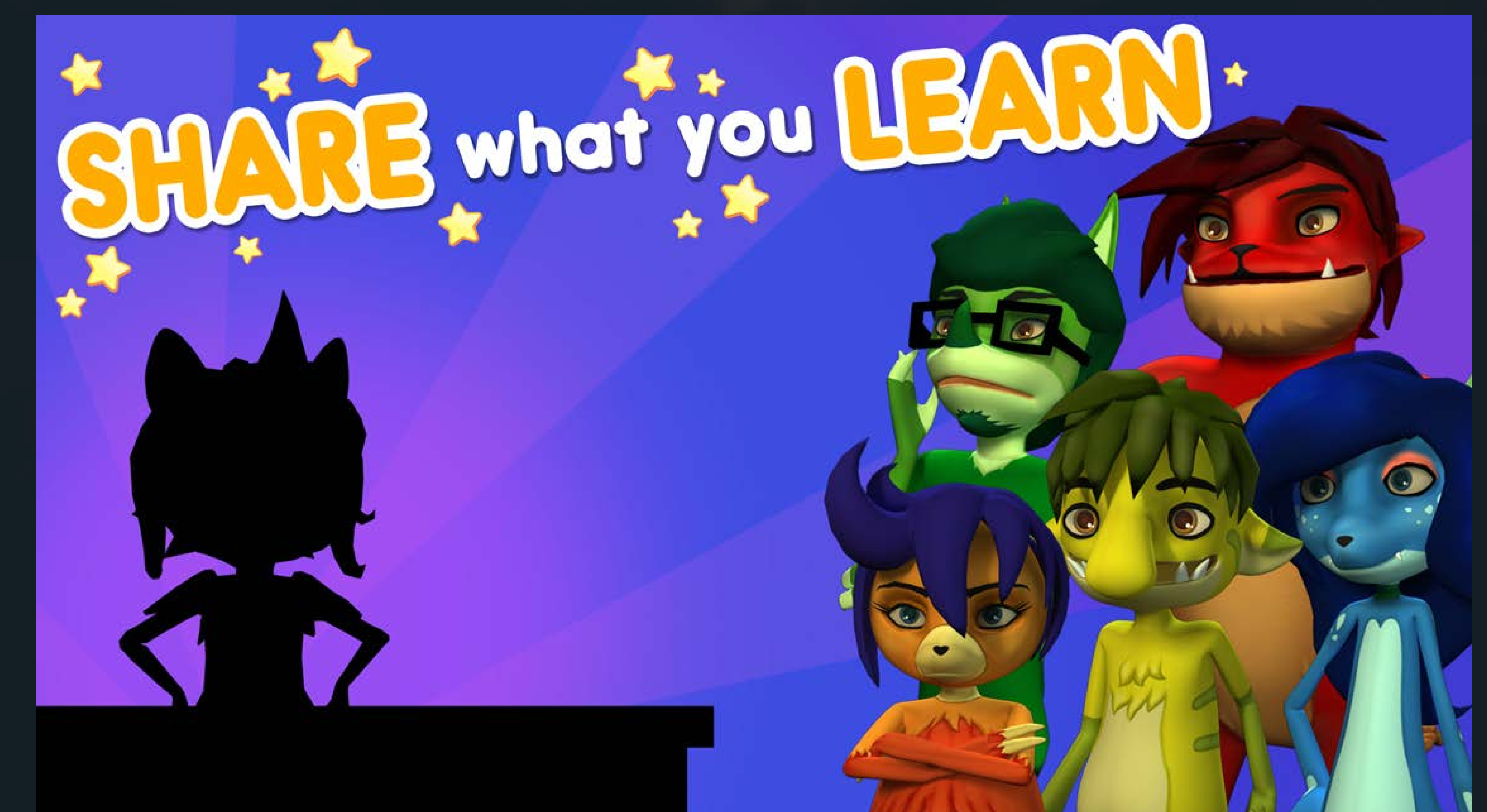
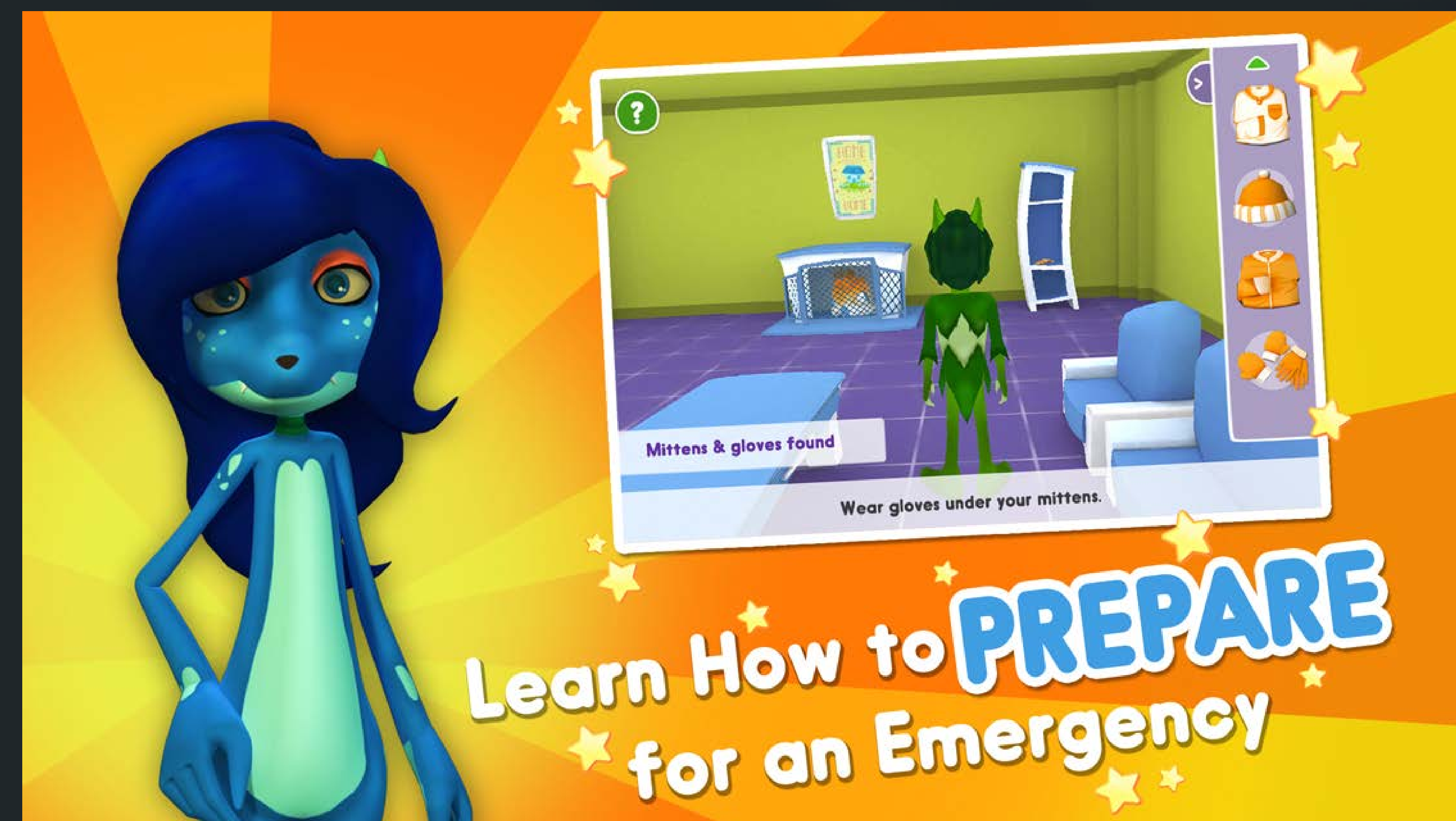
NFL Play 60



Marketing

While I may focus my efforts on UI/UX design. I have also taken a major role in the marketing of my apps. This includes; app icon design, store screenshots, store features, and various banner and full page mobile ads. Below are screenshots used in the Android and iTunes stores.

Monster Guard



Illustration

My first love and what I went to school for is illustration. I still draw and paint as much as I can and love when I get the opportunity to do artwork for my other projects. Here is a sampling of my illustration work. To see more visit noelleposadas.com

