# Co

caitlyn orta

Map Pins Redesign

Role: UX/UI Designer (in collaboration)
Status: In Development

The Map Pins Redesign came out of a user need when several usability tests revealed users being confused about the map pins representing locations and not how many vehicles were at a specific branch.

As Enterprise had been undergoing a lot of optimization efforts and there was a desire to launch Customer Experience's first in house driven optimization project, this was given to me to work under the guidance of a more senior designer. I went and did an analysis of how the competition was using map pins on their location pages and researched current trends and standards for location pages and map pin designs.

Right: Earlier iterations of the Map Pin Redesign project that include different different pin shapes
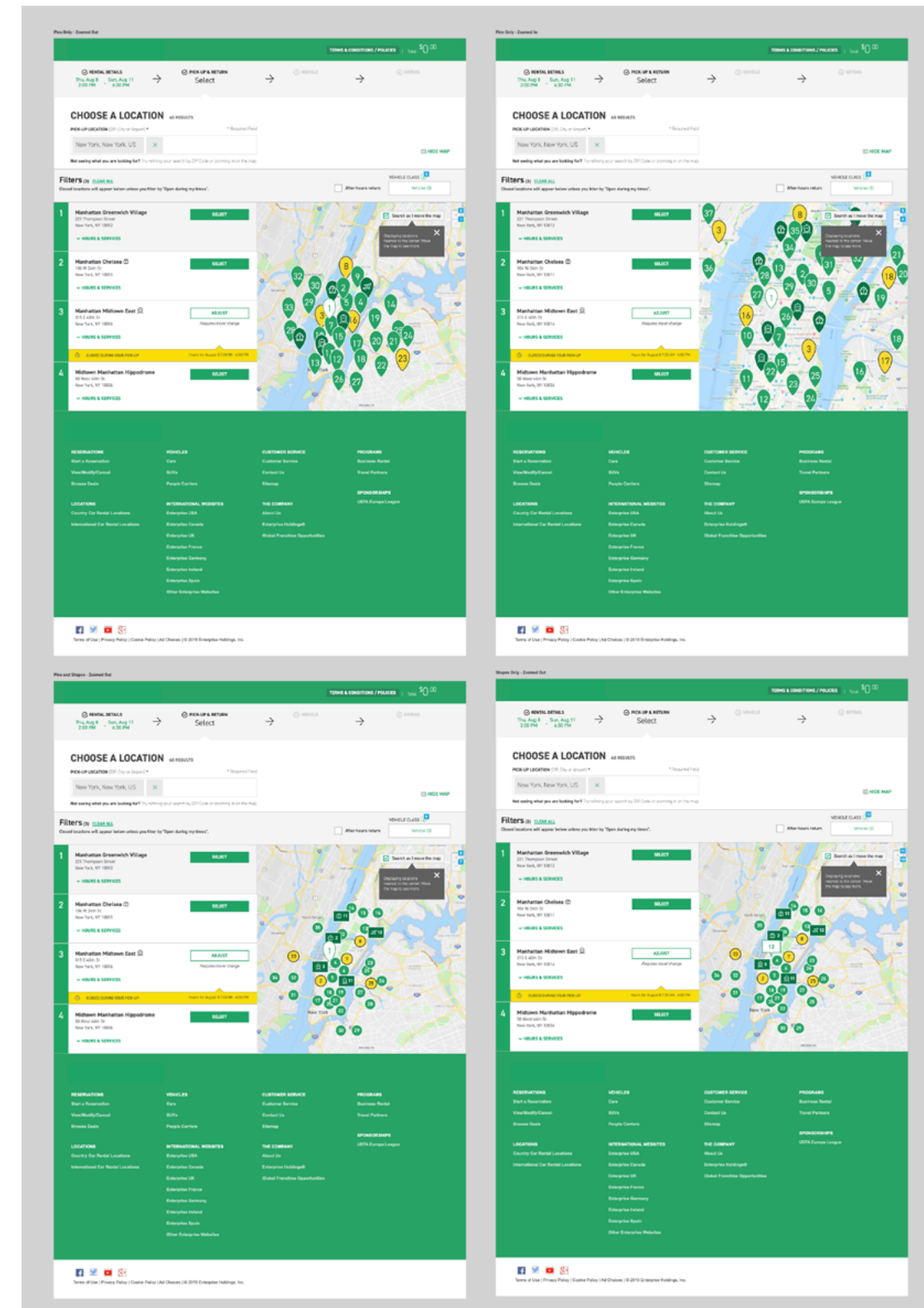
Map Pins Redesign

After I had went over the research with the more senior designer and bounced ideas off on how to approach the issue of the map pins designs, I began creating iterations of the map pin designs with the main goal to make them understandable as map pins and if they were a specialty location without relying on color alone. The biggest shift was the use of the map pin shape to only designate an actively selected location as too many of these map pin shapes made it too overwhelming on the eye and having more than two shapes on the map became confusing. The location list design became more a focus after several iteration to make the list and map pins connect more with one another.

This project is set to be usability tested and I feel this is one of my strongest visual and interactions designs I have worked on. I feel the desktop and mobile designs feel intuitive to use and the message that we are looking at a location on a map and not the amount of vehicles at specific branch was solved for.
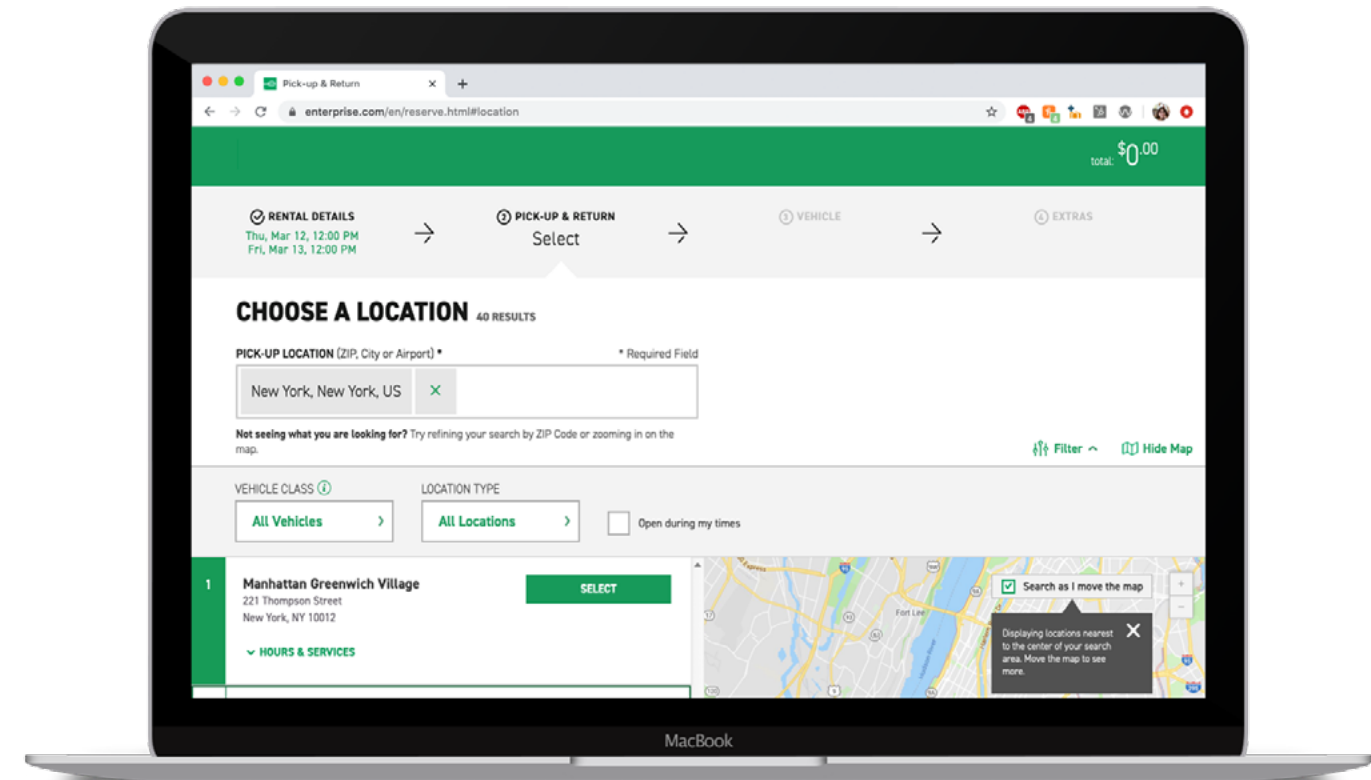
To view prototype and more process work, click on the laptop.
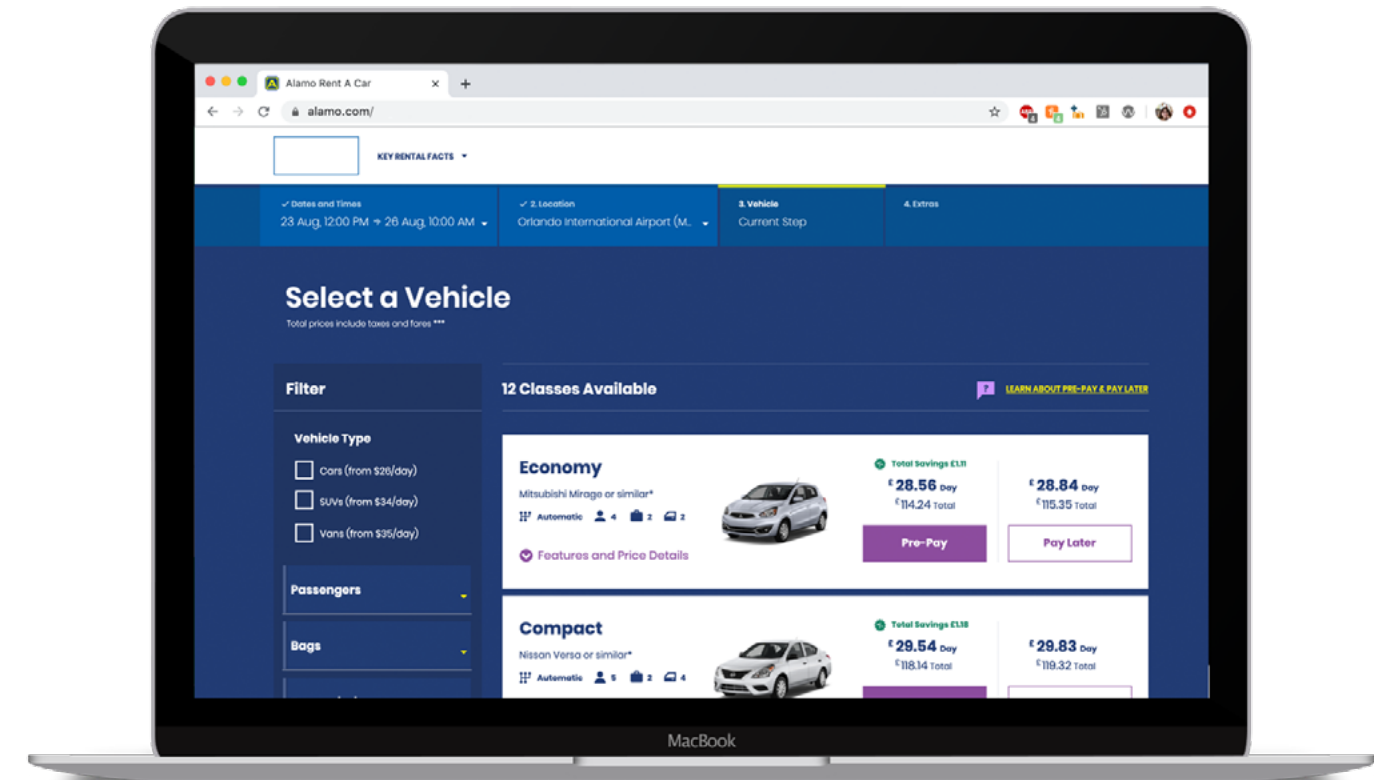*Prototype is password protected, please contact for access*

Alamo Web Refresh

Role: UX Designer (in collaboration)
Status: Completed Fall 2019

The Alamo Web Refresh project was one of the largest collaborative projects I've been on and the first project I've been on where I was to act as strictly a voice of design governance for both usability and accessibility standards. The Alamo website was in the roster for a web refresh as the current website hadn't been updated since the early 2010s.

I shadowed under my senior designers and aided them in voice conferences to review designs being produced by the outside creative agency working on the visual designs. My role grew in this project as I became the main prototyping designer after one of the senior designers left on maternity leave and work was divided amongst the other designers on the team. These usability tests were used to test new features to see if a user would understand their novel interactions or if the interactions had to be standardized as many of the designs were more visually driven.

To view prototype, click on the laptop.
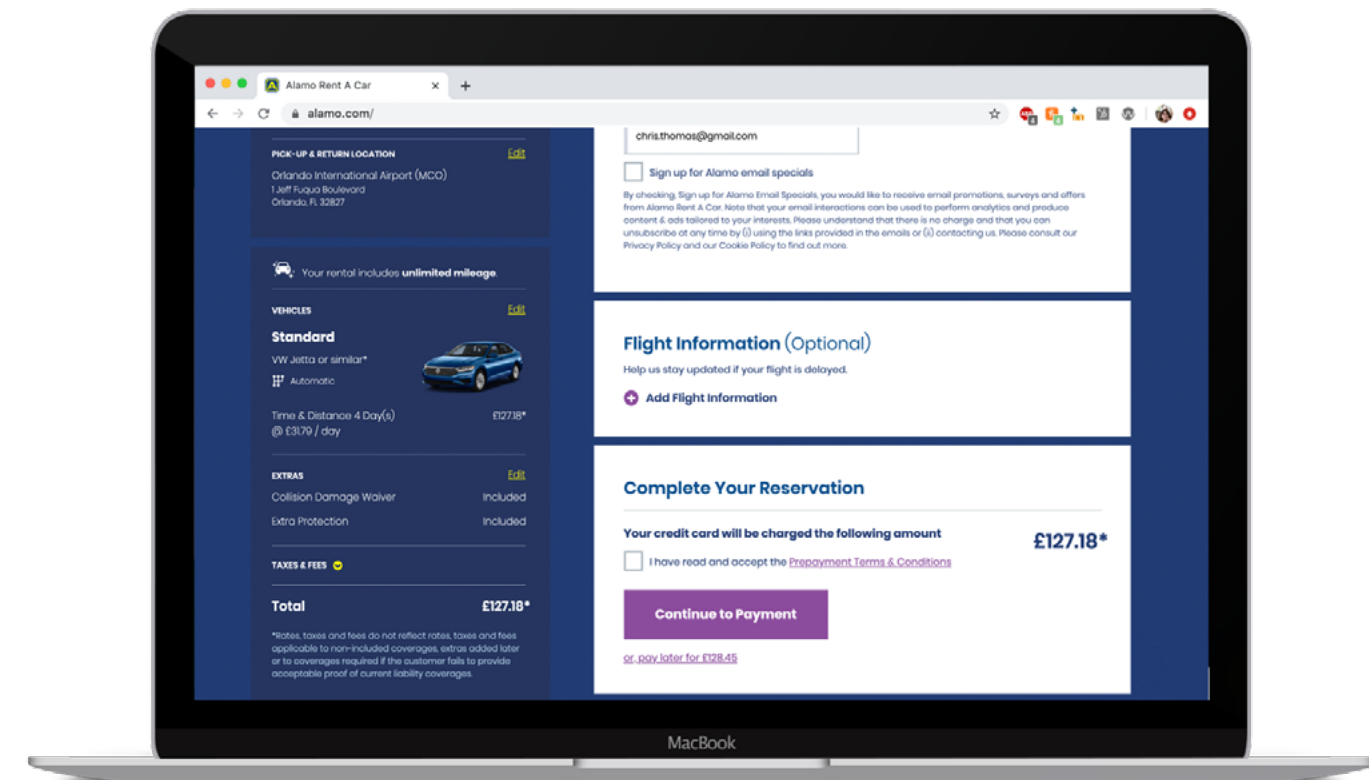*Prototype is password protected, please contact for access*

Alamo Web Refresh

The two usability tests I did for this project did prove underlying issues with the visual designs that the User Researcher and I were able to prove via multiple rounds of user testing.

In addition to producing the prototypes, I did aid the internal committee in user acceptance testing, particularly I caught multiple bugs that pertained to keyboard accessibility in which a user would have not been able to get through the booking widget without aid of a mouse.

After the final UAT session, I was shifted to new priorities as the previous senior designer had returned from maternity leave and I was needed on new more pressing projects.

While I did not create the visual design, I am proud to have been a part of this massive undertaking as I loved being able to really use the accessibility and usability training I had received in my previous experience with Excellus BlueCross BlueShield and within my masters work.

To view prototype, click on the laptop.
Prototype is password protected, please contact for access
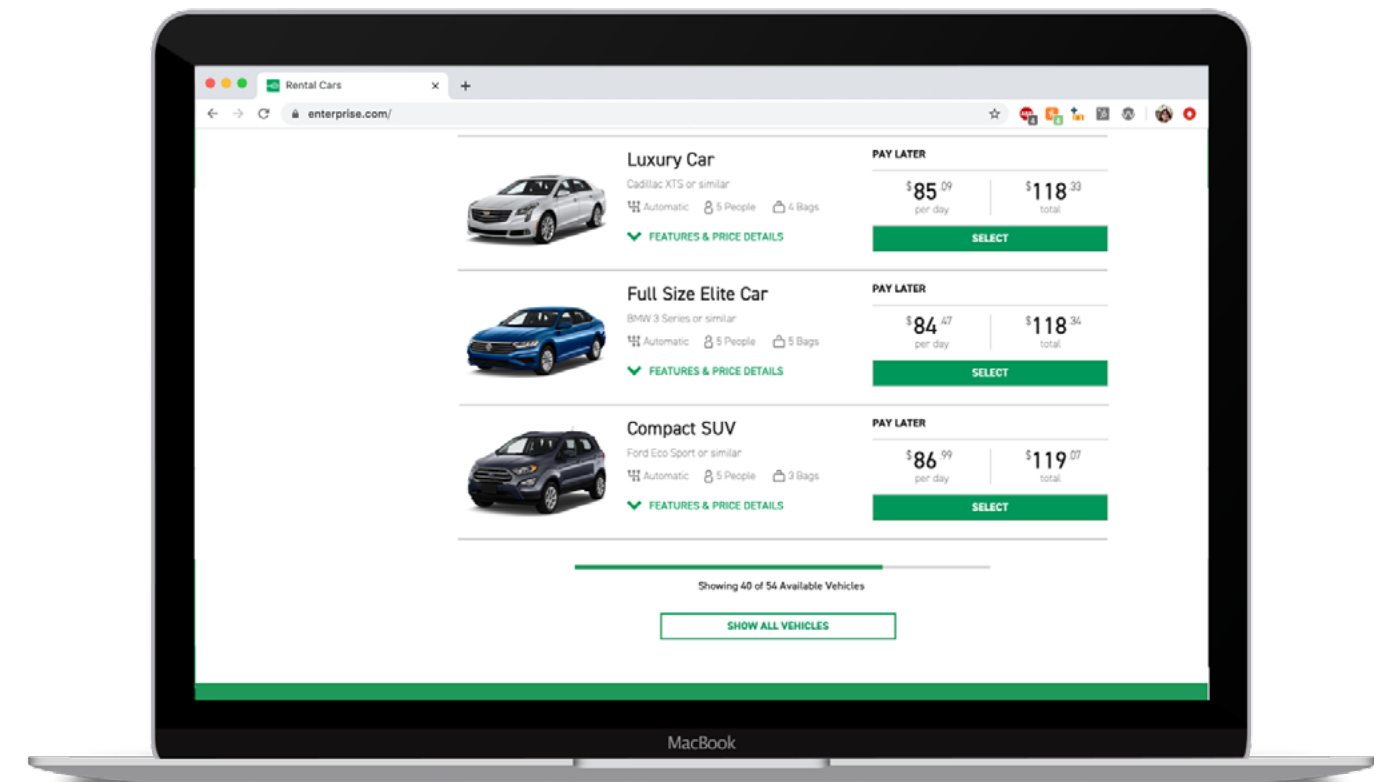
Enterprise A/B Testing

Role: UX Designer (in collaboration)
Status: In Development

After my work on the Alamo Web Refresh project had wrapped up, my new priority was to aid the senior designer in helping her produce the visual designs needed for on-going A/B tests that were being asked for by the Product Owner and Product Management teams.

Many of the designs had a single control with atleast 2 challengers, though some designs had as many as 4-5 challengers. I worked with the senior designer and A/B testing manager to collect the requirements of each design and then would work with the senior designer to iterate through each challenger on a biweekly basis as we often completed a A/B test design every week and a half.

We'd often also include basic design specs for the developers coding the tests in the visuals so they would keep consistent as they could to the designs we produced.
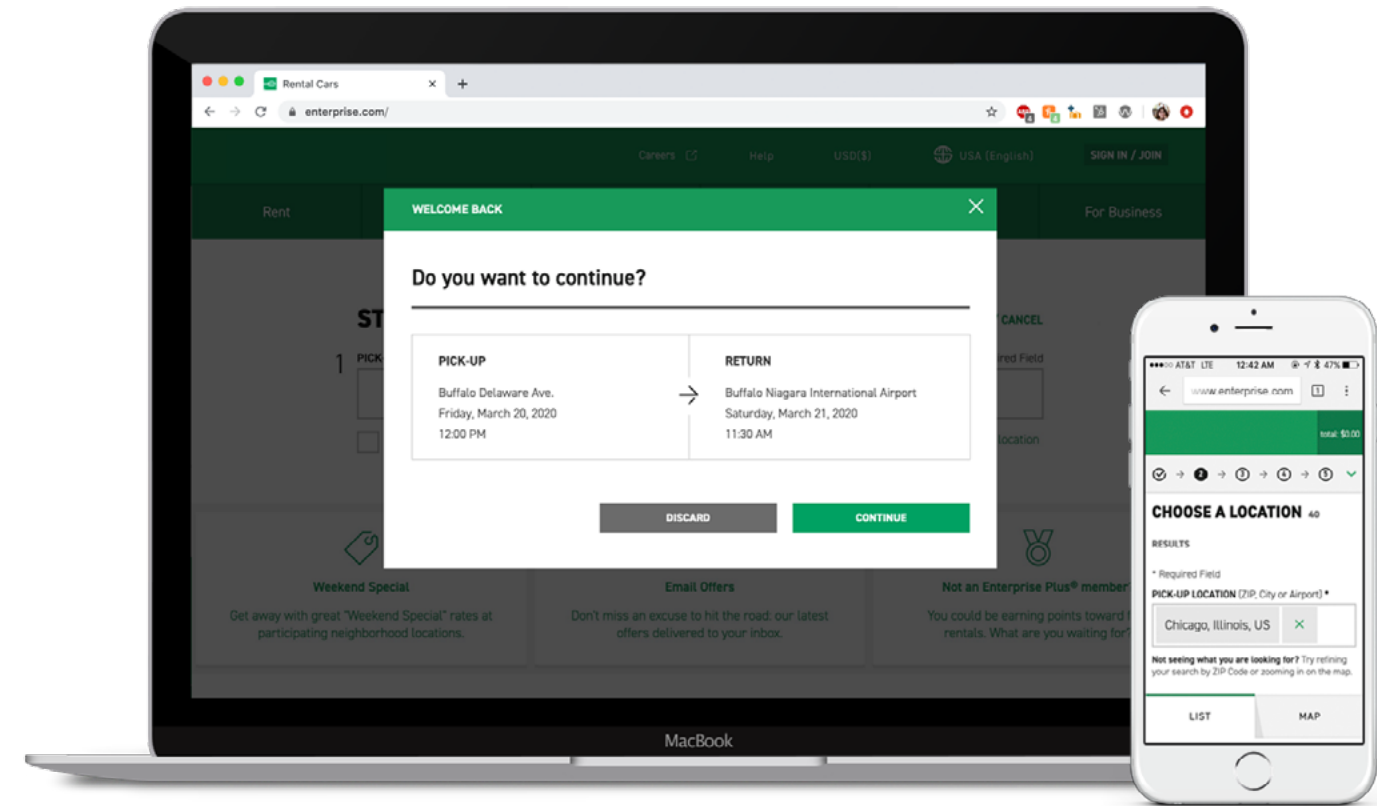

To view visuals and more process work, click on the laptop.
Prototype is password protected, please contact for access

Enterprise A/B Testing

These tests would often go for 2-3 weeks on Enterprise.com and be randomly given to various users. Once the tests were complete, we would sit together and discuss the next steps based on the results garnered. Many of the A/B tests once completed would either be retested with new components or would be immediately sent to the optimization track depending on the results of the test.

This project particularly was important in my development as in many of the projects I was tasked in working on previous to this or the Alamo Web Refresh project, I was often the only designer working on the project due to the capacity of many organizations I worked for the past. So being able to have mentorship under a more experienced designer I found incredibly valuable. While I am confident in my own primary capabilities, there is something so valuable in keeping your listening skills in check as well.

To view visuals and more process work, click on the laptop or phone.
*Prototype is password protected, please contact for access*

Provider Web Registration

Role: UX/UI Designer (in collaboration)
Status: Completed Summer 2018

Provider Web Registration was an example of a project where I stuck true to myself and my values as a designer. This project was originally supposed to be a smaller lesser project where only a few screens needed to be quickly made for an outside vendor. However, as I was working on the screens, I was increasingly pressured to design screens that bypassed security protocols and could have put Excellus BlueCross BlueShield at risk for a security breach. The company had already suffered a large scale breach within in the last couple of years of me working there so I needed to put my foot down and let my manager at the time know of the issue.

While this event extended the scope of the project another year, I'm still proud of my actions. I care a lot about the integrity of not just my designs, but how I safeguard a company and its processes.
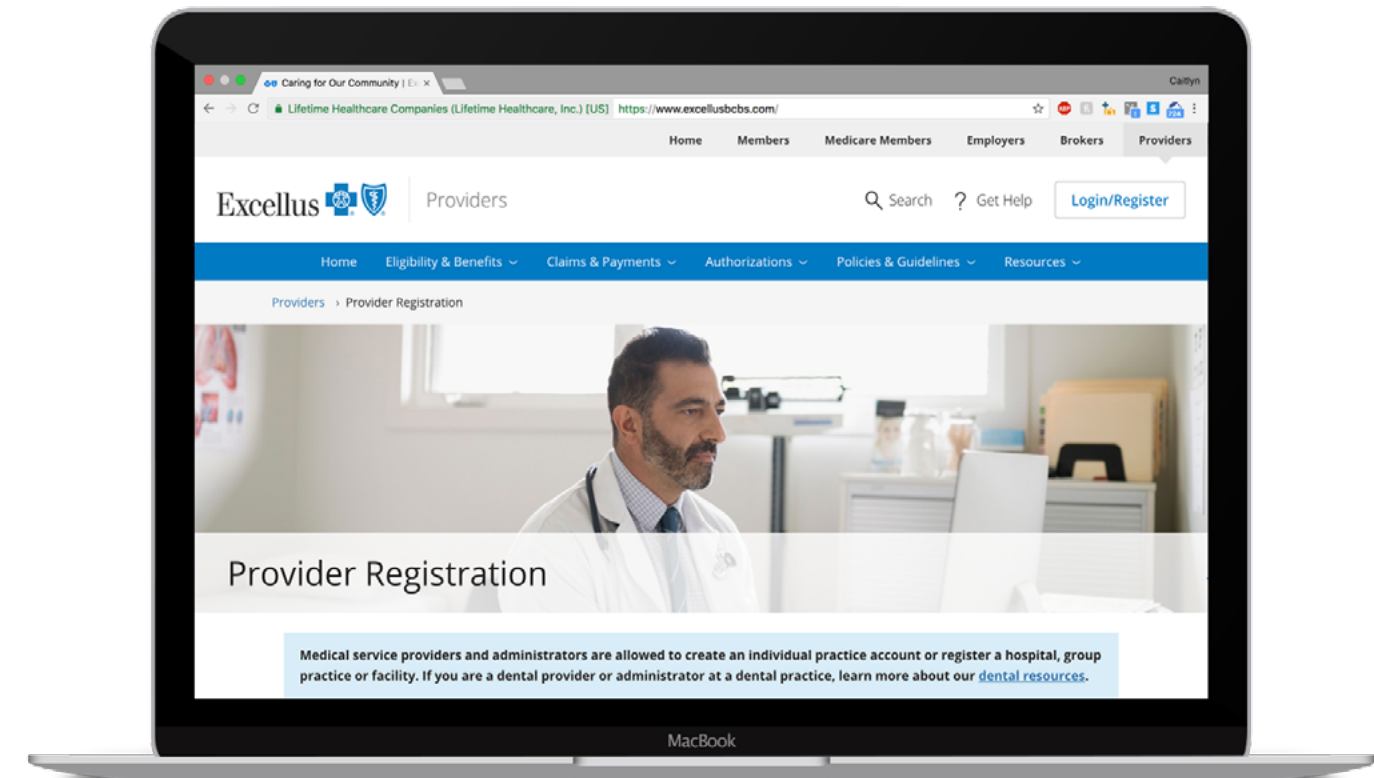
To view working website, click on the laptop.

Provider Web Registration

The flow of the designs started the user on a hub page where they can select to either fill out an accessible form for large group practices or hospitals or fill out an indivudal practitioners form. I focused on making the design as clean and as understandable as possible with an additional focus of getting the experience to resemble the member sign up process as closely as possible.

The design of the website was based upon the recent Member site redesign that had occurred in 2015.

While this was a smaller subsection project within a larger scale one (a full blown transition to the LifeRay platform), I feel confident in the work I provided but also the professionalism and ethics I showed while producing it.
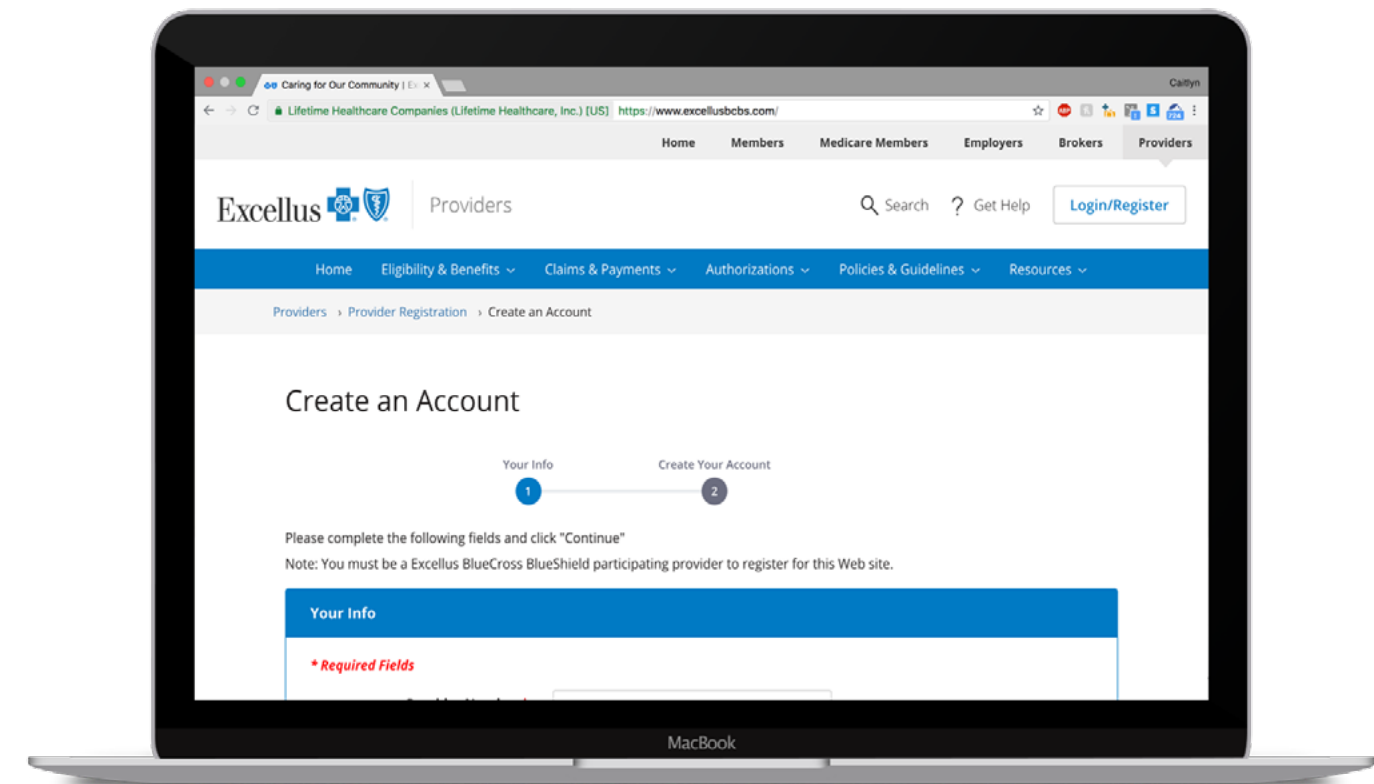
To view working website, click on the laptop.

Careers Revamp

Role: UX/UI Designer (in collaboration)
Status: Completed Winter 2017

This project was an interesting one as the developer I worked with and I had more free reign on this project to integrate new functionality onto the page as Human Resources wanted to create a new careers hub page especially with a focus on interns who may have been interested in participating in their summer internship program.

I worked closely with the Content Strategy in addition to Human Resources to address the desires of this page and what it needed to feature for it to be successful. With the help of the in-house developer tasked with creating the webpage, we worked together to create wireframes, find various widgets for things like calendars and create final visuals for the page.

Right: Finalized Careers Hub page screen
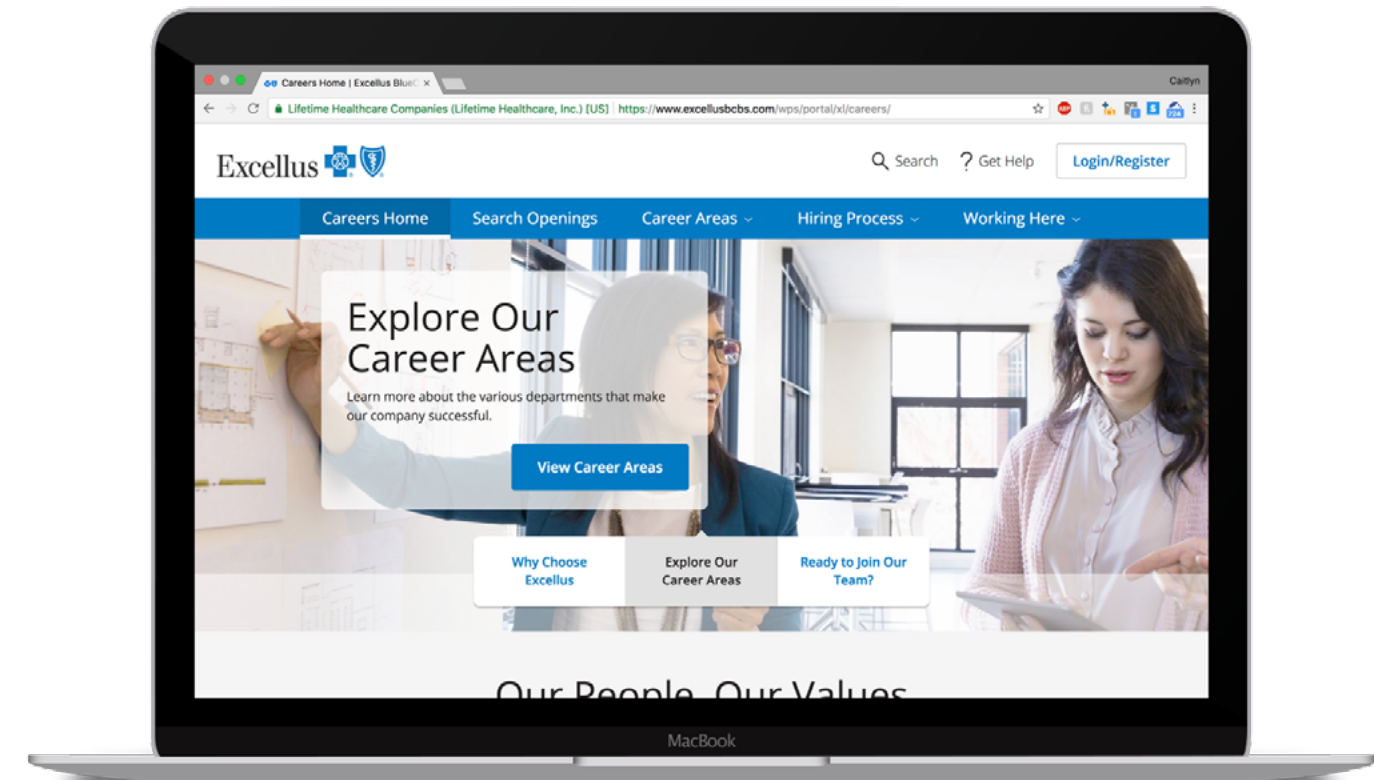
Corporate Giving

Role: UX/UI Designer (in collaboration)
Status: Completed Fall 2018

The Corporate Giving page was developed in-house at Excellus BlueCross BlueShield to emphasize the company's commitment to aiding the upstate communities it serves as Excellus BlueCross BlueShield really wanted to let the subscribers know what they were doing within the community as it was often not promoted on any social media or news outlet.

I was asked to create a landing page highlighting some of the corporate giving stories going on at that moment in time and worked in collaboration with the Content Strategy team and Development team to create the visual design of this page to within the branding guidelines that were established.

Right: Finalized Corporate Giving screen
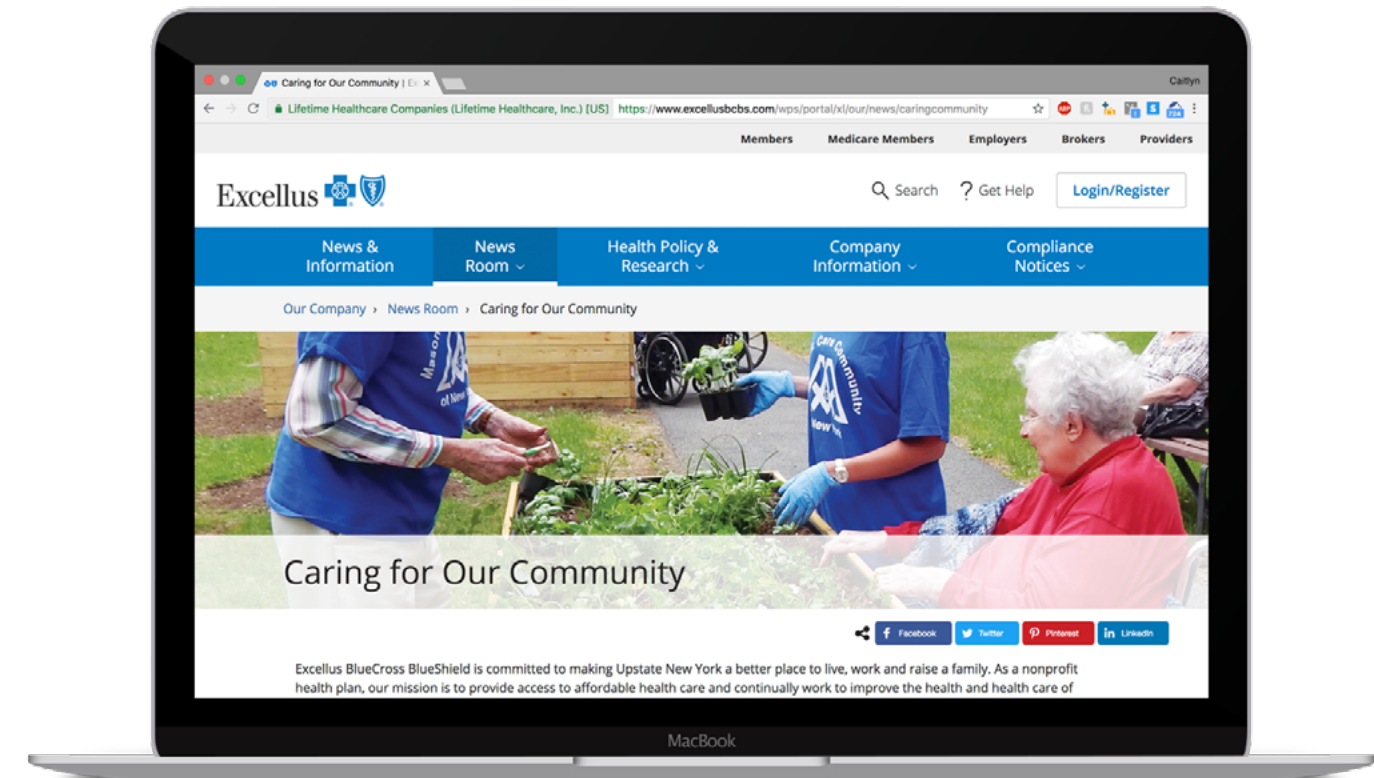
Staci

Role: UX/UI Designer (in collaboration)
Status: In Development

Staci is a chatbot with an interesting back story and a really fulfilling human centered design need. Staci was an idea brought up by the manager of the Propulsion Lab as an additional function to the companies popular SCAN IT app, an application that allowed the user to scan the items they were purchasing as they went along so the user could have a quicker check out process. The SCAN IT app at the time had some functionality issues with the stores wifi that it depended on to work properly.

The Experimental Tech team and myself were tasked with creating the chatbot, her features and humanizing her through a persona and her speech patterns. We based the persona around a fellow co-op's appearance as she felt very relatable.

Right: Staci interface wireframe

Staci is launched from Staci icon on Scan It! Application

→

Hi, I'm Staci! I can answer any of your GROCERY_STORE questions. Try asking me a question like the one below

Where are the Frosted Flakes?

How do I get on the Scan It! Mobile wifi?

What are the pharmacy hours?

Who are you?

I'm Stop and Shop's Customer Assistance Bot; I help answer questions about items, Scan It! and general questions about the store.

Input Area

Keyboard

→

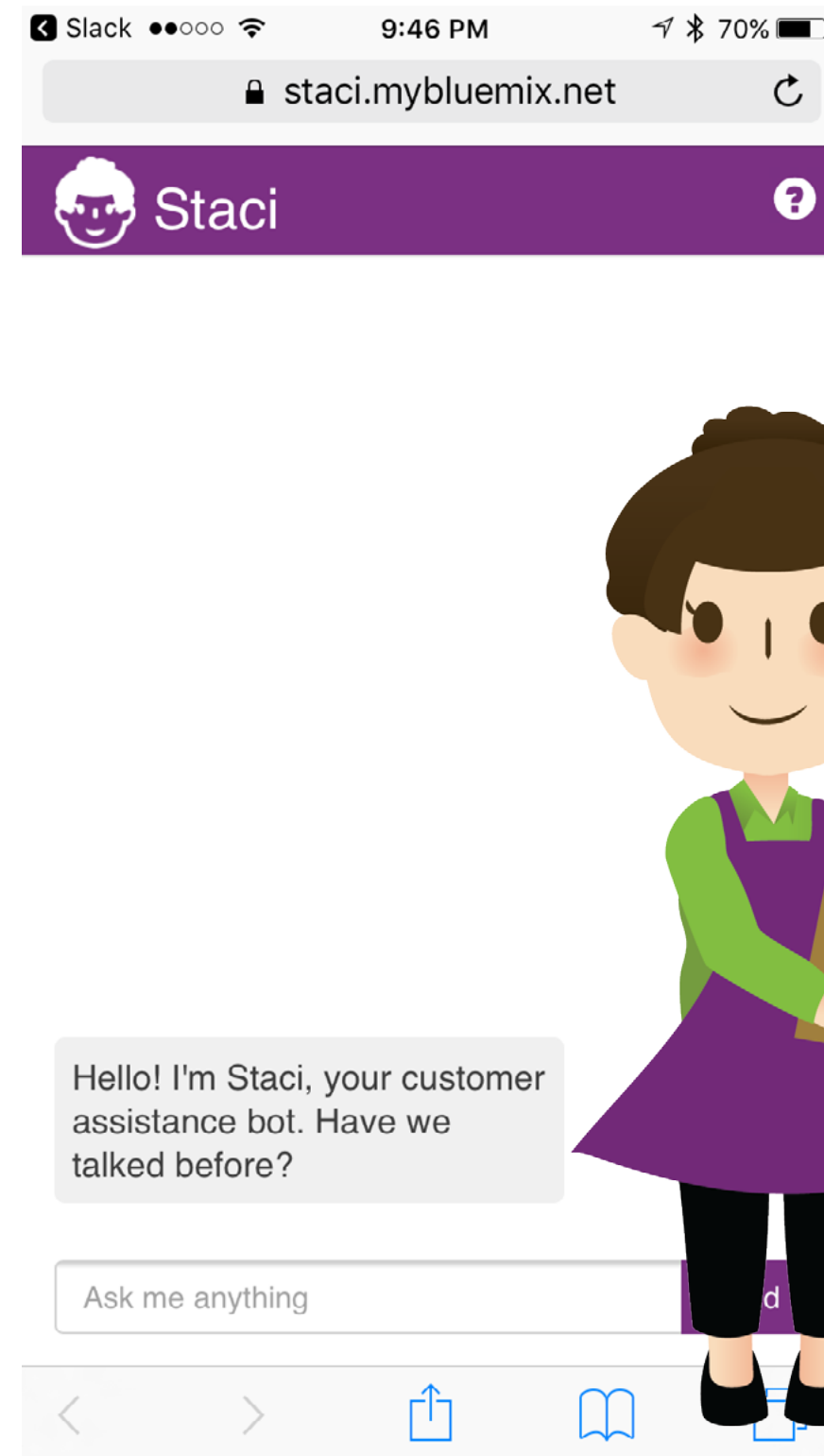User closes Staci after obtaining the information desired.

To view the Staci's workflow, click here.

Staci

I created the illustration sketch and final illustration for Staci. I kept her illustration rather stylized by similar enough to Stop & Shop/Giant's branding so she could be used at both stores without being an interruption to the branding both stores have. Her speech patterns were based upon daily sayings heard around the store, such as where was a specific item and how to hook up to the wifi to use SCAN IT. I worked with the developers on the Emerging Tech team to really humanize and soften her tone of voice in the text messages to make a user feel more comfortable and less annoyed with talking with a chatbot.

Staci is a stand out piece because it allowed me to solutioneer in a way that didn't just involve simply an interface but how the actual AI talked with the user and interacted with them.

Right: Finalized Staci Persona and Interface designs

Slack ••○○○ 9:46 PM 70%
🔒 staci.mybluemix.net

Staci ❓

Hello! I'm Staci, your customer assistance bot. Have we talked before?

Ask me anything

NOM Mobile

Role: UX/UI Designer (in collaboration)
Status: In Development

NOM Mobile is an extension of the Nimble Order Management application, which is to allow users to order cakes and turkeys easily at their finger tips. While I was on co-op with Ahold USA/Delhaize in their Propulsion Lab within their Retail Business Services company, I was asked to create a consumer facing application as originally, NOM was strictly an associate facing application to be used when taking orders at the Bakery and Butcher counters.

What was so interesting about this project was the sheer amount of field research I had to do while working on this project. I was often visiting the stores to speak with the associates about how they use the current paper form or associate facing NOM app.

Right: NOM Mobile workflow

NOM mobile workflow
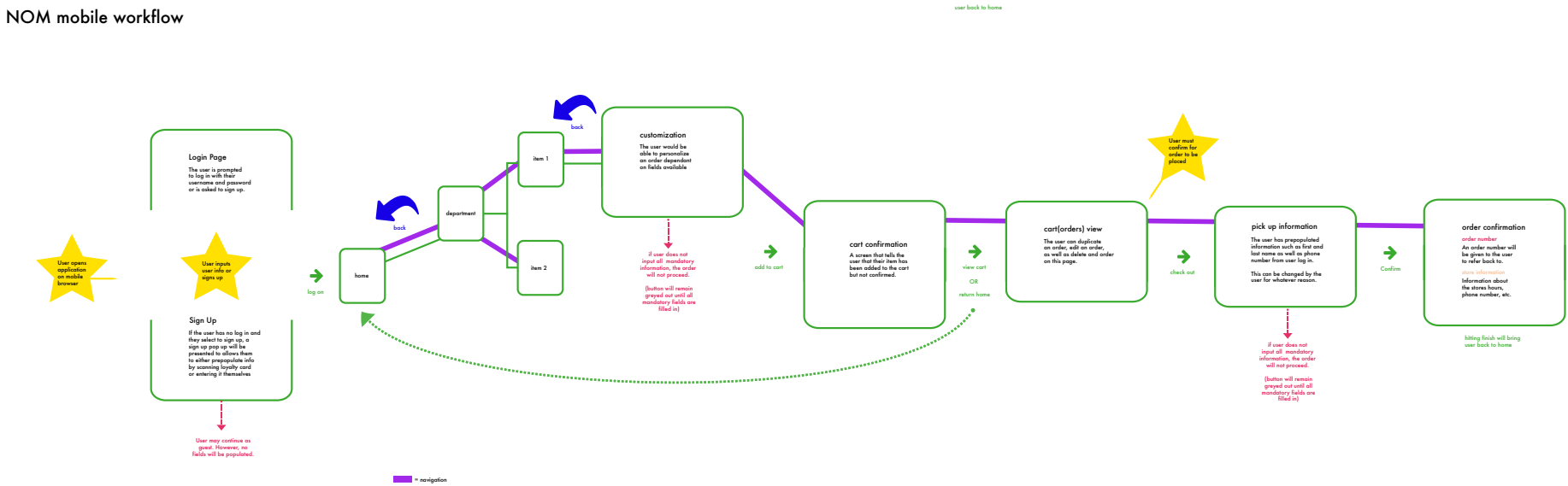
To view the full workflow, click on the workflow.

NOM Mobile

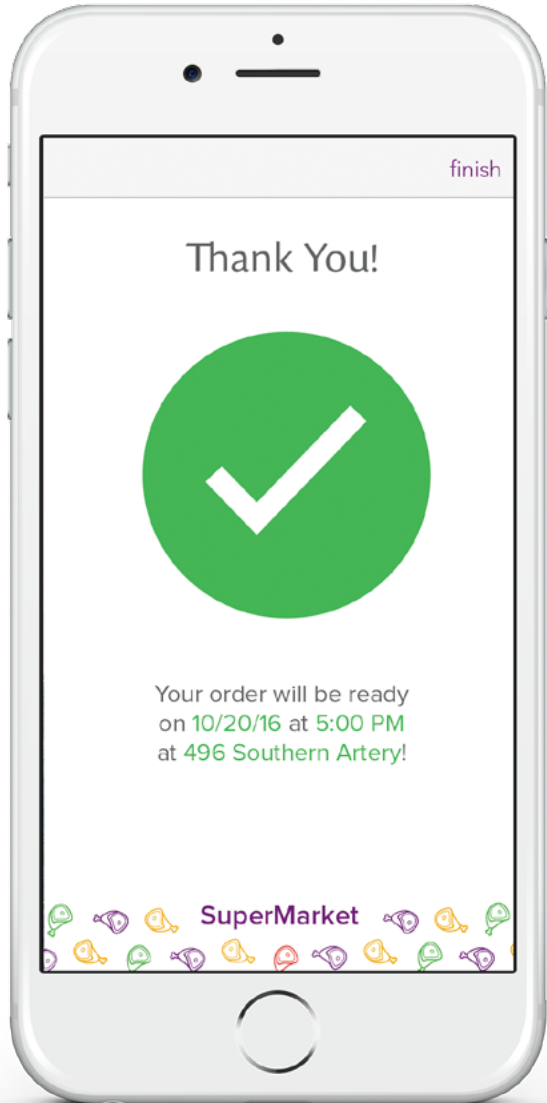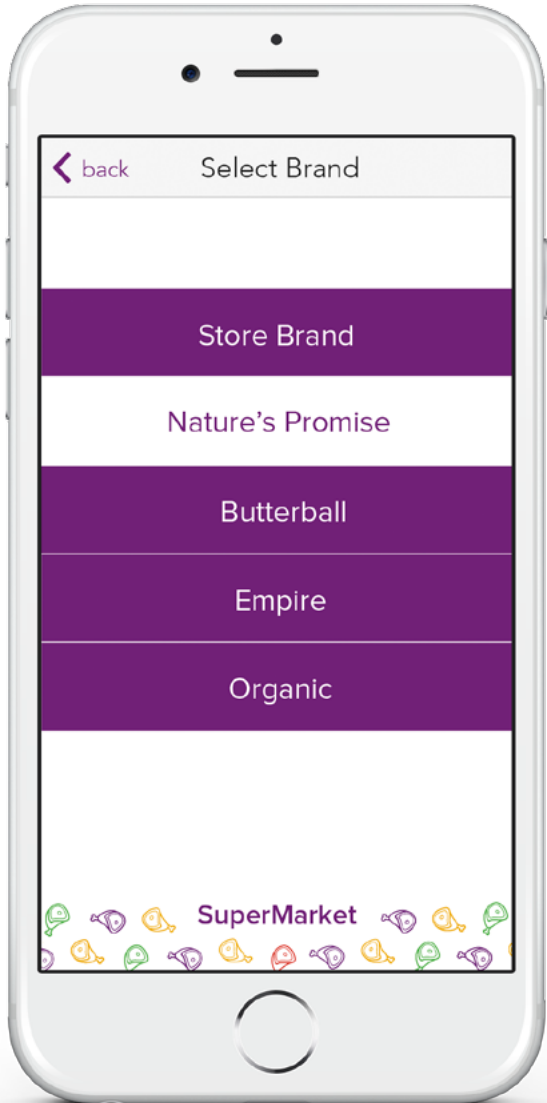What we found was there were some inconsistencies when the original employee facing application was made in comparison to the average employees work flow. Based on multiple conversations with current employees working at these counters and analyzing the paper forms they provided, I changed certain aspects such as eliminating the multicolor option for cakes and only allowing the user to select the color they desired as the multicolor choice was too different across the multiple Stop & Shop stores to be standardized on the app and allow the stores to keep their independence.

This application development process is one I am proud of because I was able to really get to know the user I was serving through troubleshooting the issues of the original employee facing app with the store employees themselves to give them a more seamless experience for not just the customer but the employee themselves.

cancel Order Turkey next ›

Step 1 - Customize Your Turkey

Type ›

Brand ›

Weight ›

Special Instructions ›

Step 2 - Pickup Information

Store ›

Date ›

‹ back Select Brand

Store Brand

Nature's Promise

Butterball

Empire

Organic

SuperMarket

finish

Thank You!

Your order will be ready
on 10/20/16 at 5:00 PM
at 496 Southern Artery!

SuperMarket
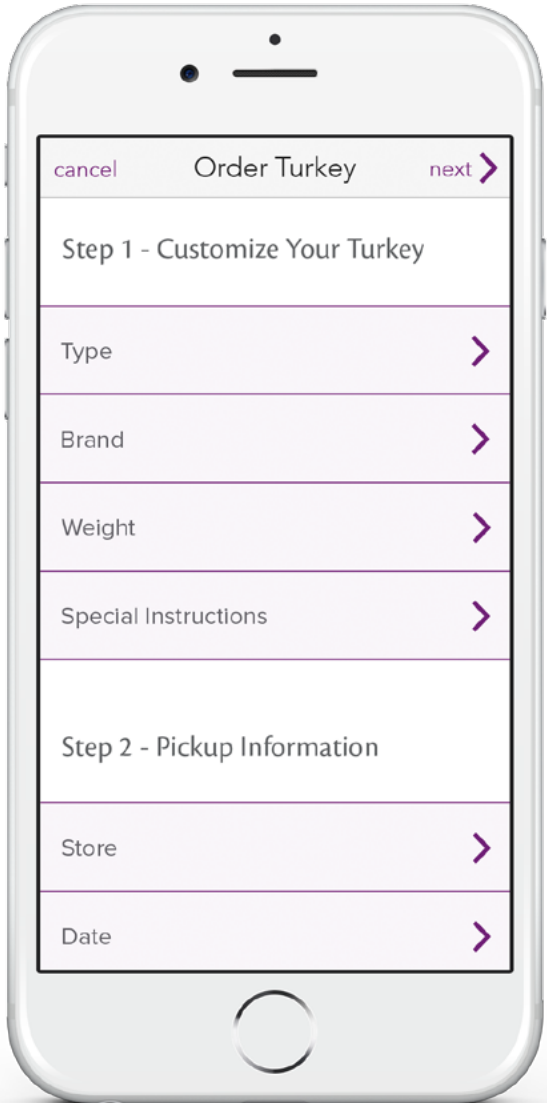
To view prototype, click on any of the phones.

Neiman Marcus
Online Rediscovery

Role: Founder , UX/UI Designer
Status: Completed Fall 2015

This project was a project I completed for my Senior Portfolio class that I was able to actually pitch directly to Neiman Marcus. This online rediscovery came from a love of the brand and a desire to apply my understanding of UX, branding and the seamless experience to their website.

At the time of this project, Neiman Marcus' has a limited web foot print in comparison to its in store experience, so I took the time to really research the experience the intended client, how they typically spent their money and how their competitions squared up to them by comparison.

Right: Quick problem analysis for Neiman Marcus

Problem 1: Degredation

Since the 1980s, the Neiman Marcus brand has had trouble to main its desired luxury appeal; while its print and instore methods are on point, it is 10 years behind with its ecommerce tactics.

Problem 2: Inconsitency

The social media NM utilizes is all over the place; some channels are well developed while others lack. None of the channels link back into the main website thus hinder the experience.

Solution: A Brand Re-Discovery

You can put lipstick on a pig, but it's still a pig. Thus, a bigger overhaul is in need than just a website redesign; the whole online prescense needs to be in sync with its print and instore brand experience.

Items to be rehauled include the website, social media networks and a both an online, instore and online campaign to reintroduce Neiman Marcus as a brand.

Lingering Question: Who is Neiman Marcus?

Though Neiman Marcus is a luxury retailer, this still does not explain who they are as a brand. There are other luxury retailers around the country who have an identity, but Neiman Marcus relies too heavily on the brands it carries to support its brand identity.

Neiman Marcus
Online Rediscovery

Near the end of the project, my professor, Kurt Pakan, encouraged me to reach out to Neiman Marcus directly about the project as I had figured out the email system protocol for the company. I at first resisted, being nervous to reach out to a company I had revered for a long time. After a couple more discussion, I decided to "stick it" to my professor and decided to email the CEO thinking I was to never receive a message back. I received an email back in less than 5 minutes of sending the message.

I was suddenly given an audience and the opportunity to present my project directly to the VP Ecommerce Creative. With the help of my professor, I made a presentation deck to explain the premise of the project and the final design solution after the semester ended.

Right: Email exchange with Karen Katz, CEO of Neiman Marcus

CAITLYN ORTA (RIT Student)   Wed, Nov 18, 2015, 12:43 PM
to karen_katz

Dear Mrs. Katz,

My name is Caitlyn Orta, I'm a 4th year Graphic Design student at the School of Design at RIT. I am writing you today because I've just finished my Senior Portfolio Project with Neiman Marcus' website being my main focus. I've always loved Neiman Marcus as a brand and felt a deep desire to create a beautiful online experience; especially after I heard your talk with Bloomberg Business about how a customer likes to shop and a desire for a seamless experience.

If you had any time, I would love to show you the project and tell you more about it. It's been a project that I've been passionate about and think you and everyone at Neiman Marcus would love.

I hope to hear from you soon.

Sincerely,
Caitlyn Orta

Karen_Katz   Wed, Nov 18, 2015, 12:47 PM
to Yujin_Heo, Wanda_Gierhart, CAITLYN

Thank you for your email.
Your project sounds very interesting.
I think the better audience than me to see what you done is the woman who is over the creation of our website, VP Ecommerce Creative, Yujin Heo.
I have included Yujin on this email and I am sure she will email you and find a few minutes to discuss your project.
Thanks for contacting me.
All the best,
Karen

To view original presntation deck given to Neiman Marcus, click here.

Neiman Marcus
Online Rediscovery

While the conversation with Neiman Marcus was only 45 minutes and didn't evolve into anything past this, I am so proud of this project because I feel this project really defined me as a UX designer with a Customer Experience edge. I wanted to create a website experience that felt clean and elegant but at the same time, carried the whimsical feeling that the Neiman Marcus Department store carried. UX and Branding & Identity can meet in the middle with Human Centered Design and create a beautiful and unique customer experience.
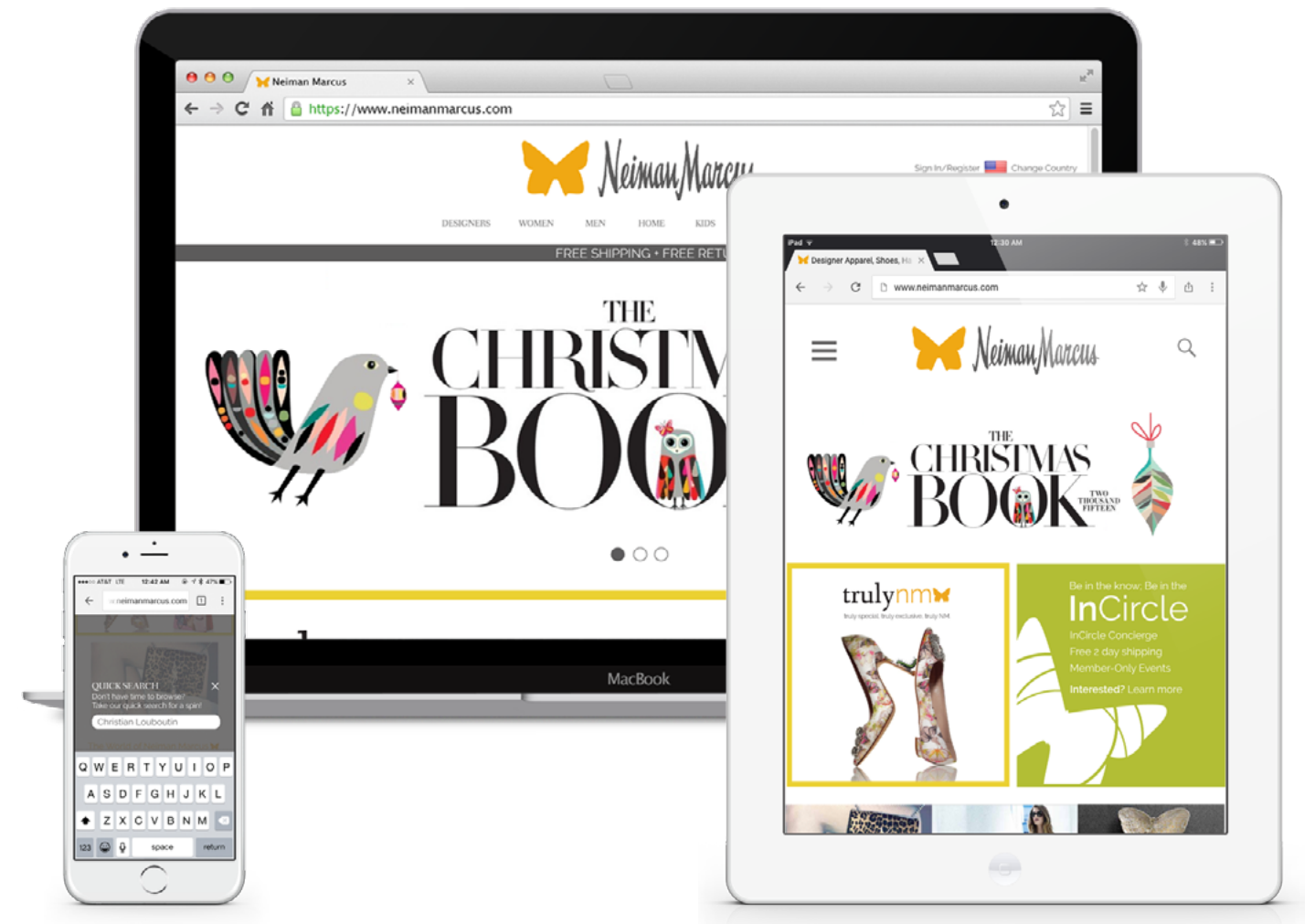
To view each prototype, click on the device you'd like to see.

FETLab Branding & Identity

Role: Graphic Designer, Production
Status: Completed Summer 2015

The FETlab (Future Everyday Technology
Research Lab) at RIT hired me as the lab's
primary designer and asked me to create an
identity for them after I had noticed the design
the professor who ran the lab had made and
I had commented that I didn't think it quite fit
the message of the lab.

FETlab wanted branding to accentuate the lab
as well as have a design system they could use
for promotional items around the university
and to use for materials made for the large
Human Computer Interaction conferences so
they could be recognizable amongst hundreds
of labs that attend. The goods made included
banners, business cards and posters, including
printed materials for Imagine RIT 2016
as well as CHI 2016.

Right: FETlab logo variants

FET
lab
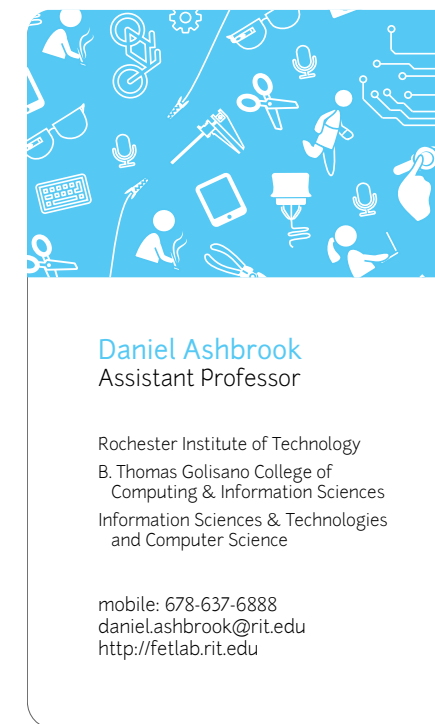Future Everyday Technology
Research Lab

FETlab

FETLab Branding & Identity

The branding emphasized items that could be found in the lab but also items from an everyday routine. This was done to resonate how this new technology being studied in this lab (wearables and digital fabrication) could eventually become items we use daily and aren't so novel anymore. The blue shade used was used to represent the everyday blue of the sky and to be striking enough to be noticeable. In addition to creating print materials, I also set up the original website for this lab with the branding that was created.

I am so proud of this design system as this brand has long lasted the run of the original lab. as the lab moved to Denmark with the Professor after he took an opportunity at the University of Copenhagen. Many students have mentioned remembering seeing this lab in Orange Hall and in Golisano, thus the design achieved its purpose in being recognizable and memorable.

Right: FETlab business card designs

Assistant Professor

Rochester Institute of Technology

B. Thomas Golisano College of
    Computing & Information Sciences

Information Sciences & Technologies
    and Computer Science

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Above and Right: Printy promotional poster for CHI 2016

Towards Augmented Fabrication: Combining Fabricated and Existing Objects

Daniel Ashbrook
Shitao "Stan" Guo
Alan Lambie

Future Everyday Technology Research Lab — *http://fetlab.rit.edu*
Golisano College of Computing and Information Sciences
Rochester Institute of Technology

Augmented fabrication

Fabricated objects fall into two categories: standalone or augmented. Standalone objects are toys, statues, or other objects that are self-contained, while augmented fabrication objects work in conjunction with pre-existing items in the real world. Augmented design and fabrication present additional challenges because the properties of the pre-existing objects must be taken into account. We have identified three types of augmented design and fabrication:

In machina

Currently, most augmented design and fabrication take place in the machine—or *in machina*—physically separated from the pre-existing object. This technique allows the full power of computerized design tools to be leveraged, but removes the ability to work directly with the objects to be augmented.

Ad rem and in situ

Involving a to-be-augmented object directly in design and fabrication offers several advantages. The user can design in cooperation with the material, taking into account its physical properties, maintaining a direct manipulation-style *continuous visibility of the object of interest*. The options are *ad rem*—literally "to the matter"—bringing the to-be-augmented object to the design or fabrication location, or *in situ*, working with the object in its natural location.

Printy

### Augmented fabrication for DIY personal devices

Printy is web-based software which enables novices to create their own customized, fully-functional Internet of Things objects—with no electronics, software, or 3D modeling knowledge required. The software allows users to drag and drop electronic modules onto a 2D shape and to arrange them as they wish, placing LEDs, speakers, switches and sensors according to their own needs and desires.

Printy then automatically generates a print-ready 3D case based on the user's specifications, including mounting points for the electronics modules, holes for lights and buttons, and printed-on assembly instructions. They can then use a web-based API (such as IFTTT) to add cloud-based interactivity to their device.

How Printy works

The user selects the circuits (from a list of predefined of circuit "recipes" consisting LittleBits) and the 2D shape (from Printy's library or uploading one).
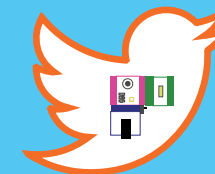
The user uses Printy's interface to place (dragging and dropping) the modules within the 2D design.

Download printer-ready STL files for a case and lid that include mounting points and build instructions embedded into the print.

Get the 3D printed case and assemble with littleBits modules. Then use web-based API (such as IFTTT) to add cloud-based interactivity to the device.

FETlab
Future Everyday Technology Research Lab