Ionut Draghia

UI Design Portfolio

01. AlertFind.com website

02. Inbound.org UI

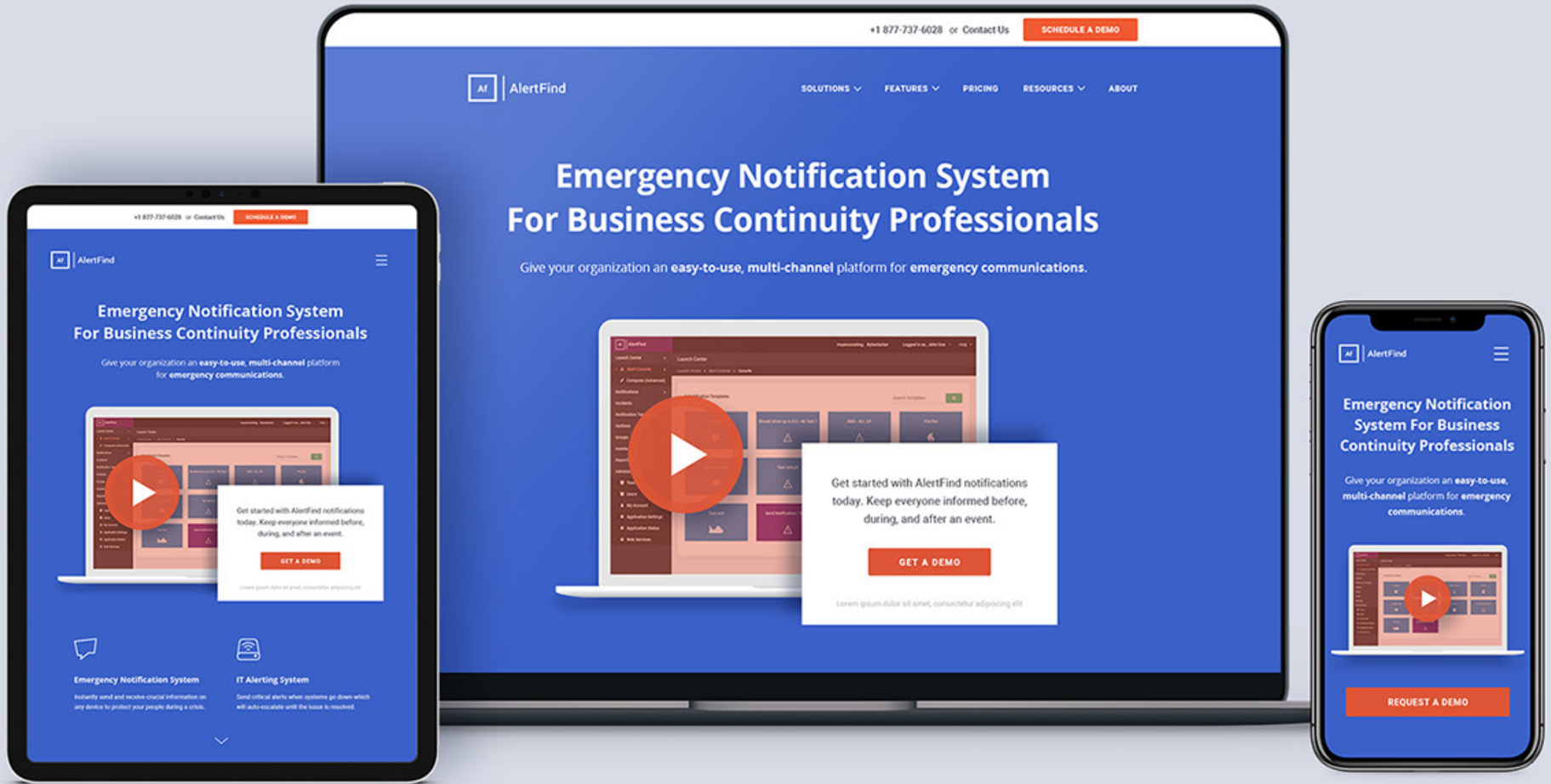
03. Ombra Collection Website

04. Inbound.org iOS App

05. Feverbee Website

06. CineAssist iOS App

01. **AlertFind** Website Design



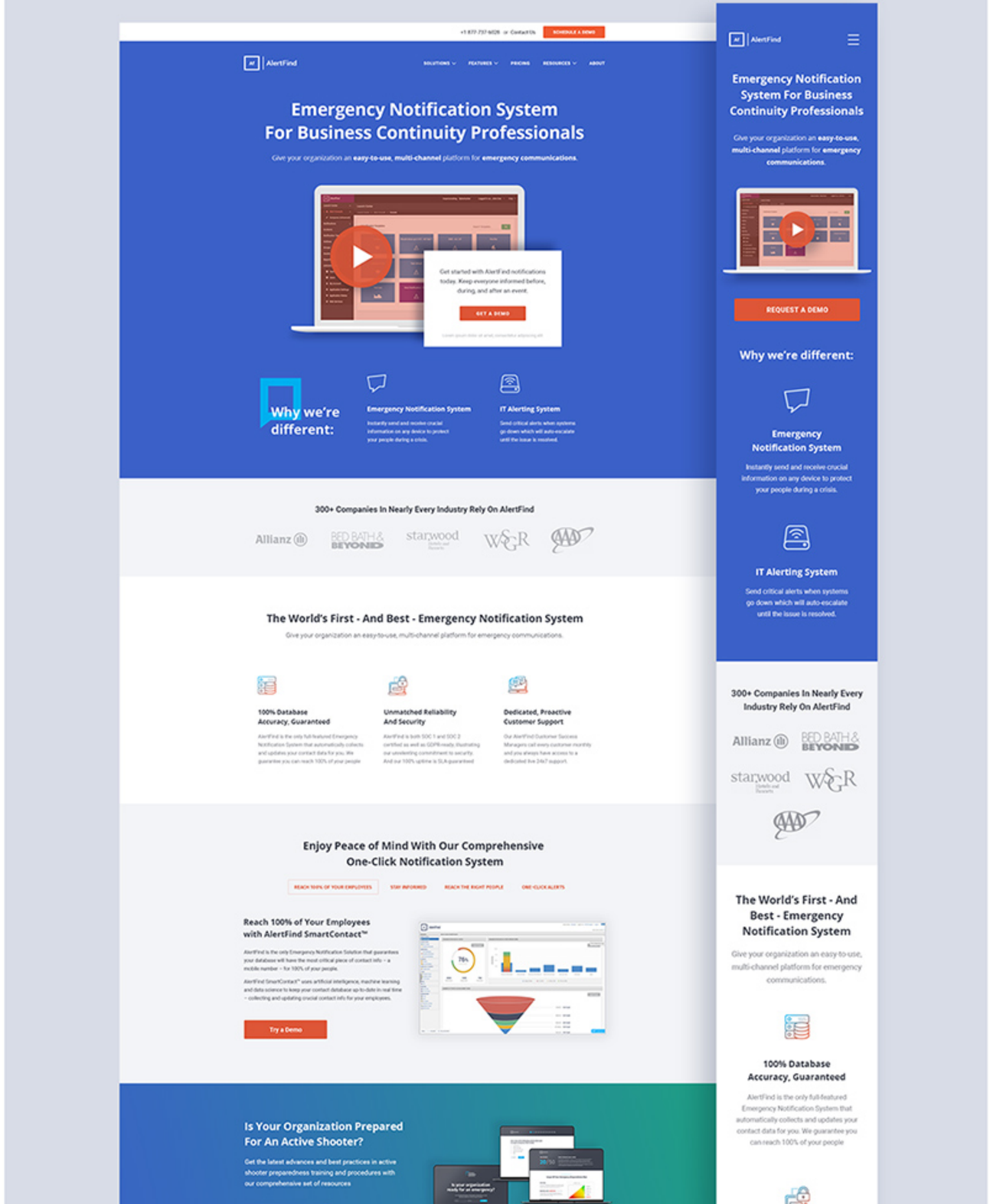
AlertFind is the world's first multi-channel IT alerting and emergency notification system designed to help organizations stay connected during emergencies by communicating instantly with employees and alerting them to immediate threats and outages in real-time using a range of features, including multi-channel delivery, real-time updates, geofencing technology, and more.

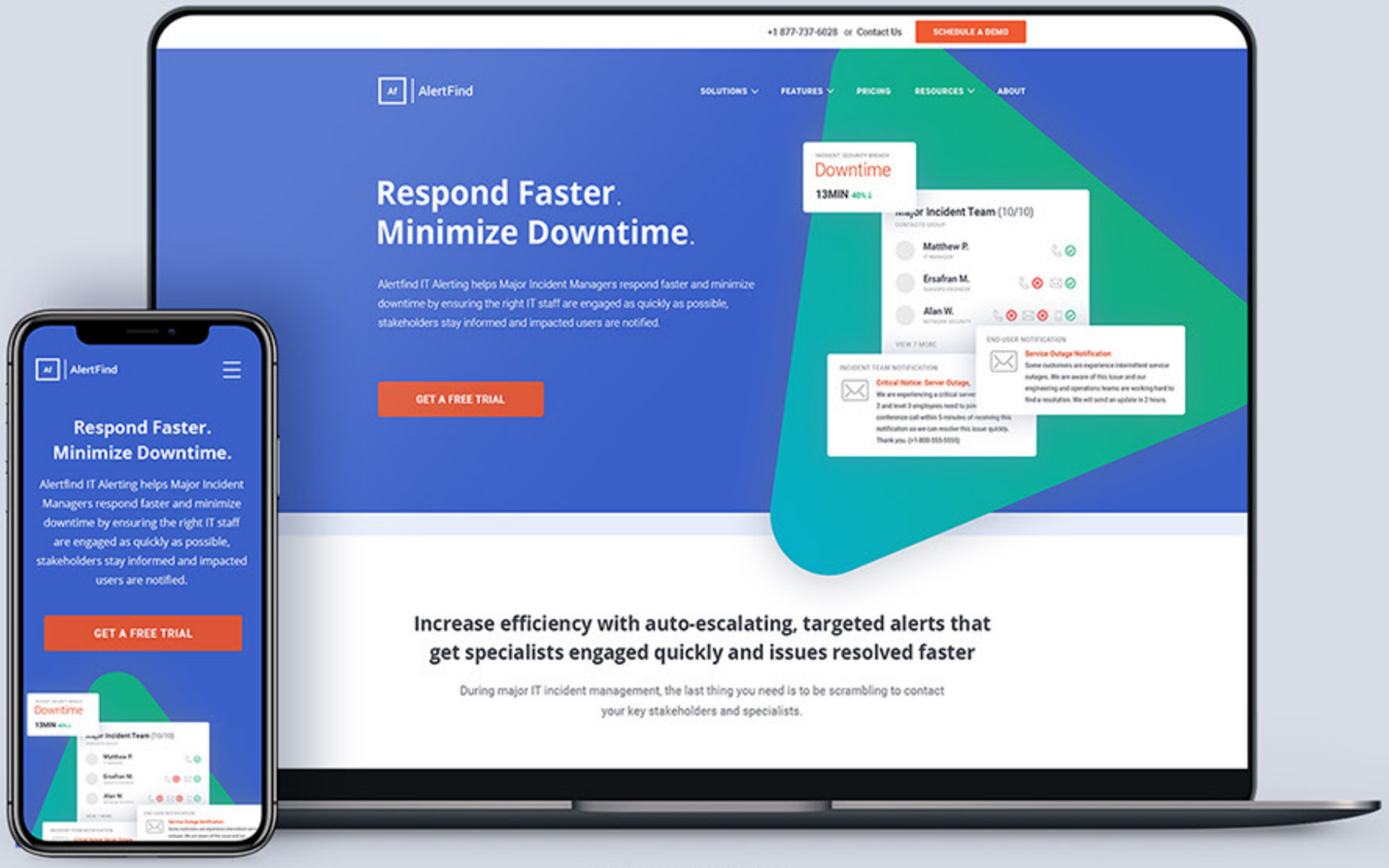
The purpose of this project was to design a new website for the company that would achieve 4 main jobs:

01. To showcase the product's features
02. Lead Generation
03. Assess the users's emergency preparedness
04. Teach the users how to prepare for specific emergencies through a series of high-quality resources (ebooks, webinars)

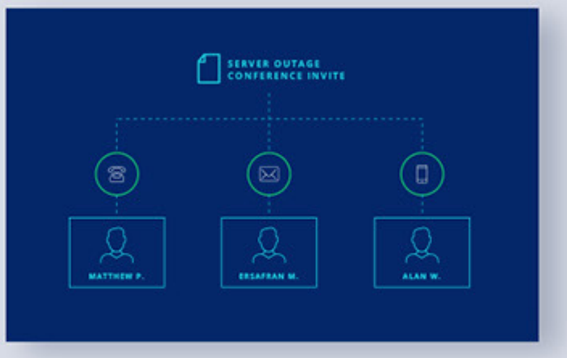
THE PROCESS:

- Research the analytics and Hotjar data on the previous website to see how the website was used and what issues the users had.
- Interview with the key stakeholders
- Review the user interview calls that the sales and marketing team run with representative people for the user personas
- Define a new user flow and a sitemap
- Draft low-fidelity wireframes
- Design the website's UI
- Assist the dev team with the implementation and QC
- Run Hotjar and Analytics to continuously improve the UX
- A/B testing on key pages to improve the Conversion Rate

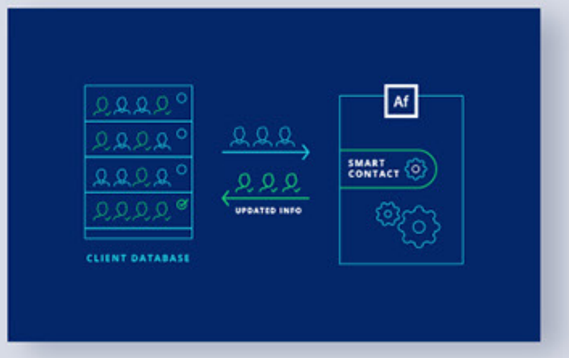




Product features page

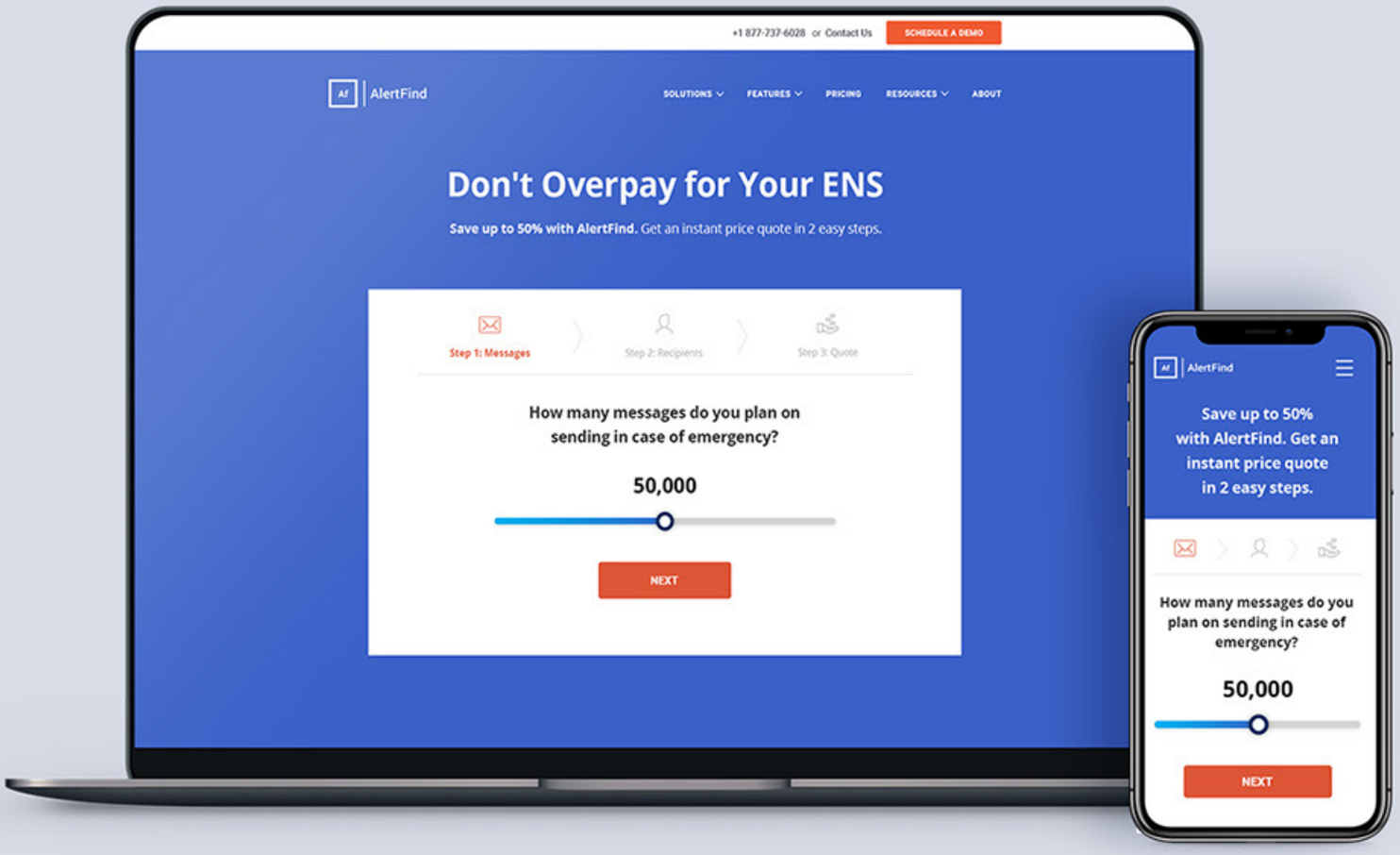




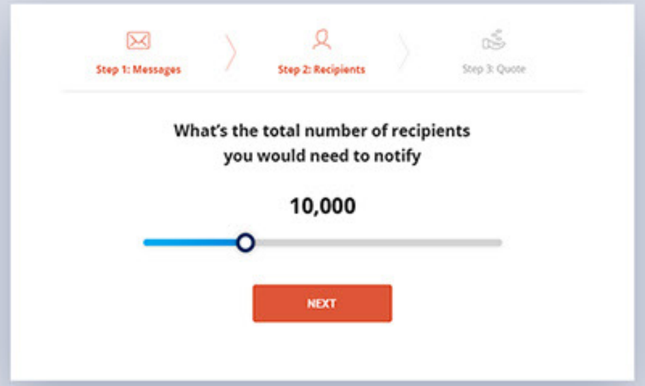


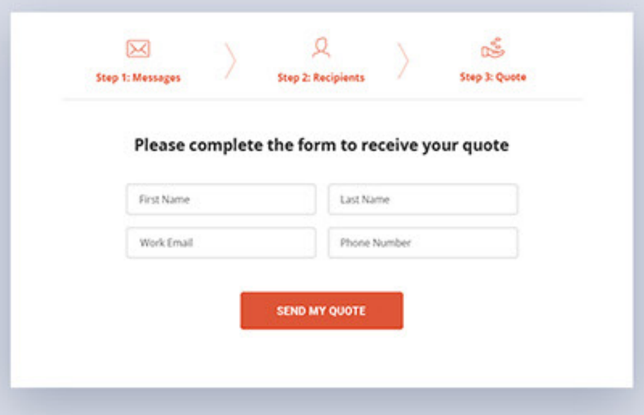
Illustrations made for the above page

Pricing Calculator
For Lead Generation



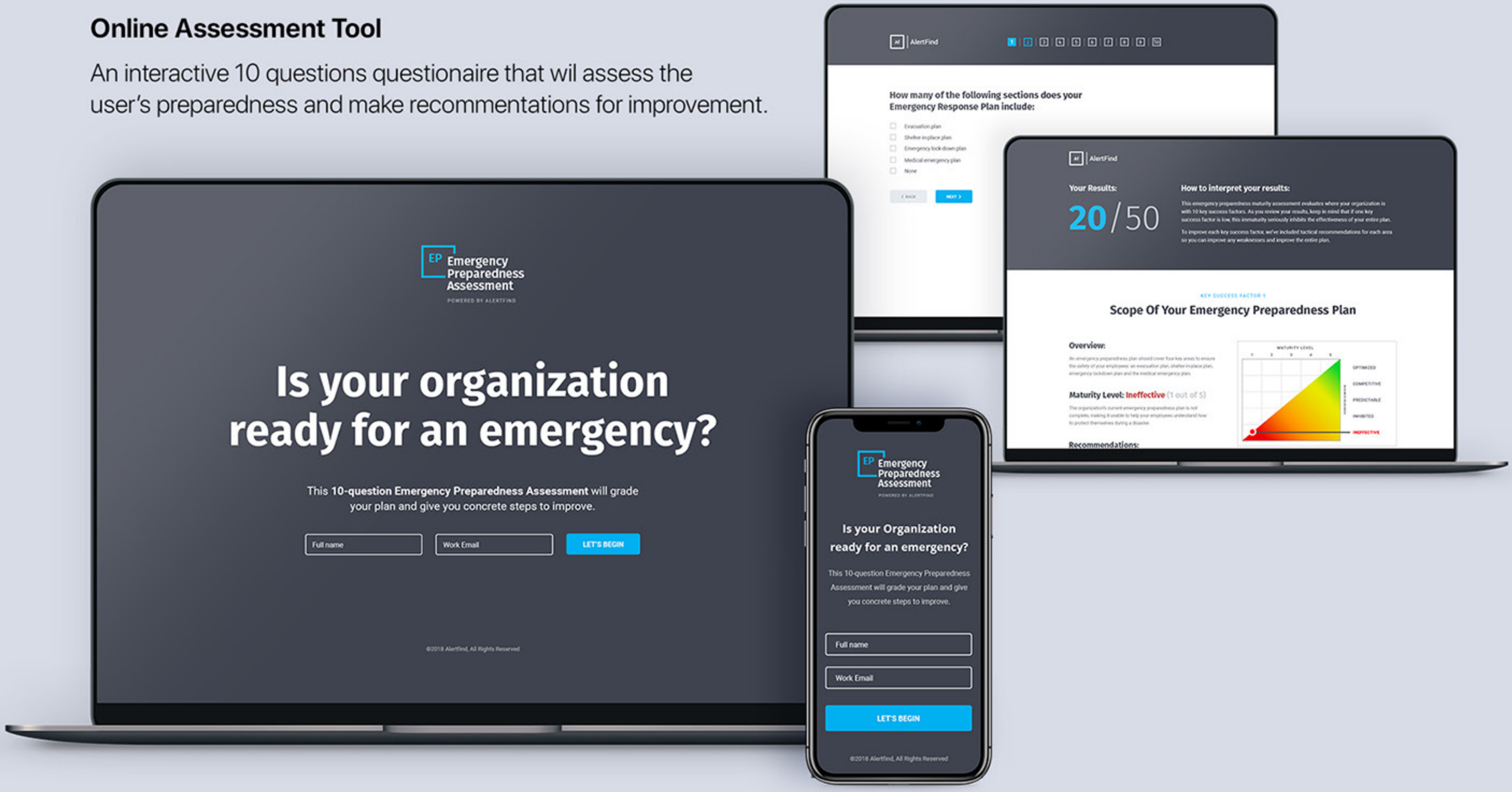
The Other step and the Form



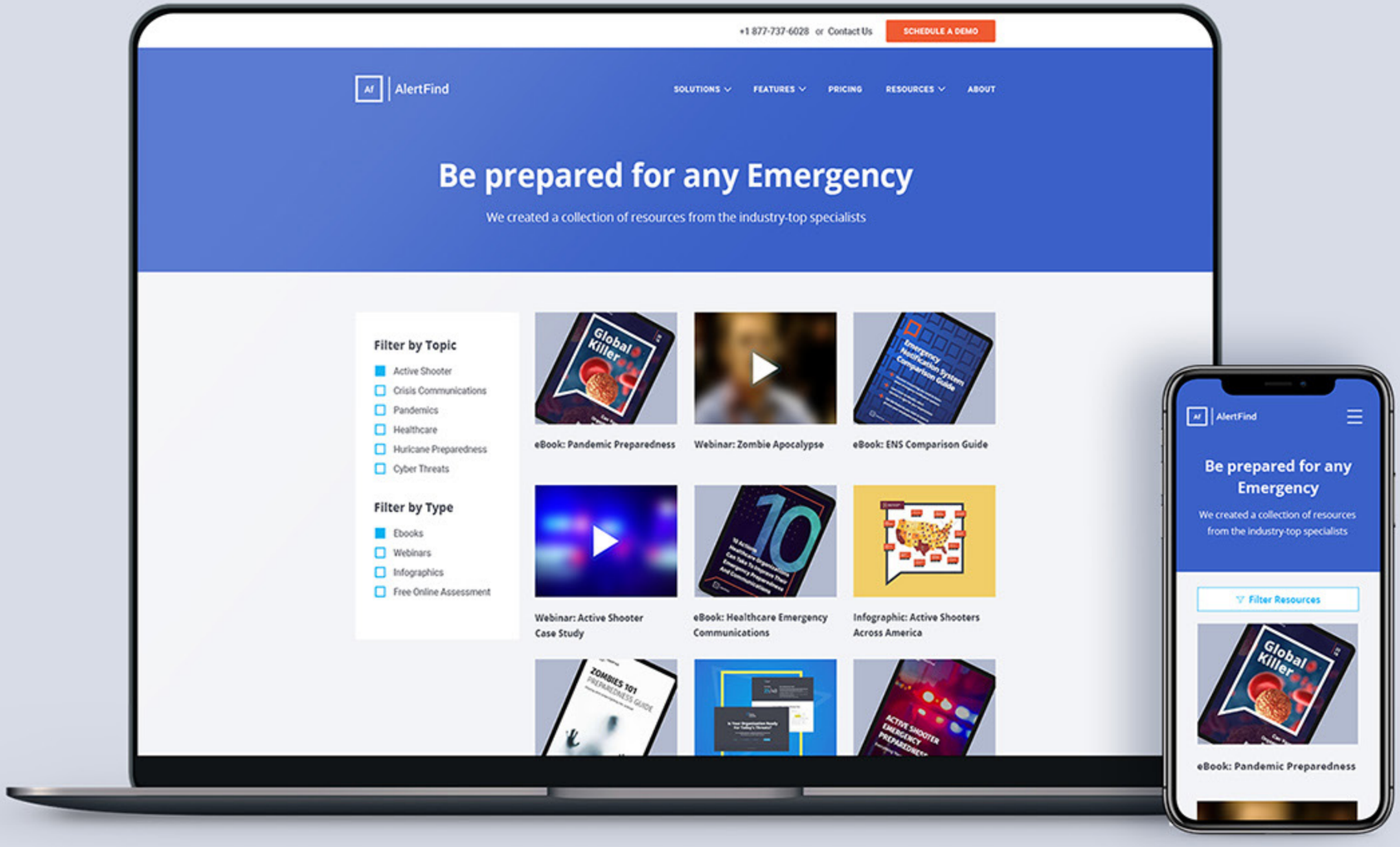


Online Assessment Tool

An interactive 10 questions questionaire that wil assess the user's preparedness and make recommentations for improvement.



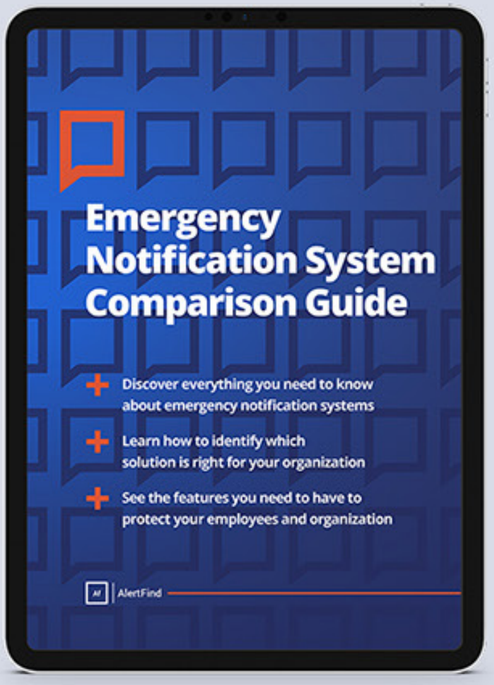
Learning Center - Ebooks, webinars, infographics











Some of the eBooks I designed

02. Inbound.org - UI/UX - Online Marketing Comunity

Inbound.Org is a community-based news platform owned by HubSpot, where members can submit the most interesting and up-to-date industry news and decide which one really matters, ask marketing related questions and get answers from industry professionals.

The purpose of the project was to improve the User Experience of the community and help grow it's userbase through design and experimentation.

THE PROCESS:

- User Interviews, gather feedback, stakeholders interview
- Created a user flow and wireframes
- User Interface Design
- Assist the dev team for implementation and QC
- Track Results and usage
- Run A/B Tests on features

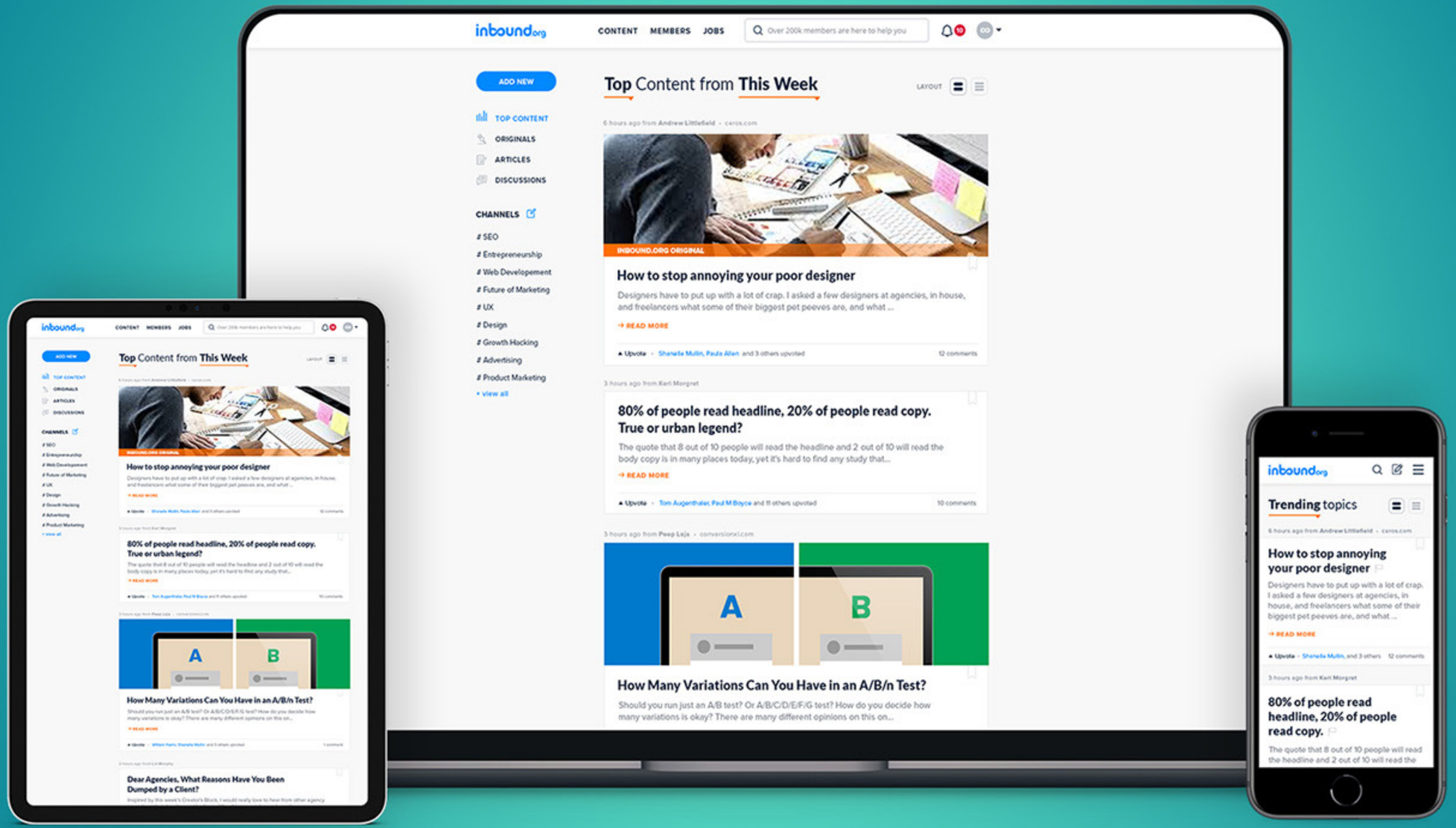
Repeat

THE RESULTS (In 2 Years)

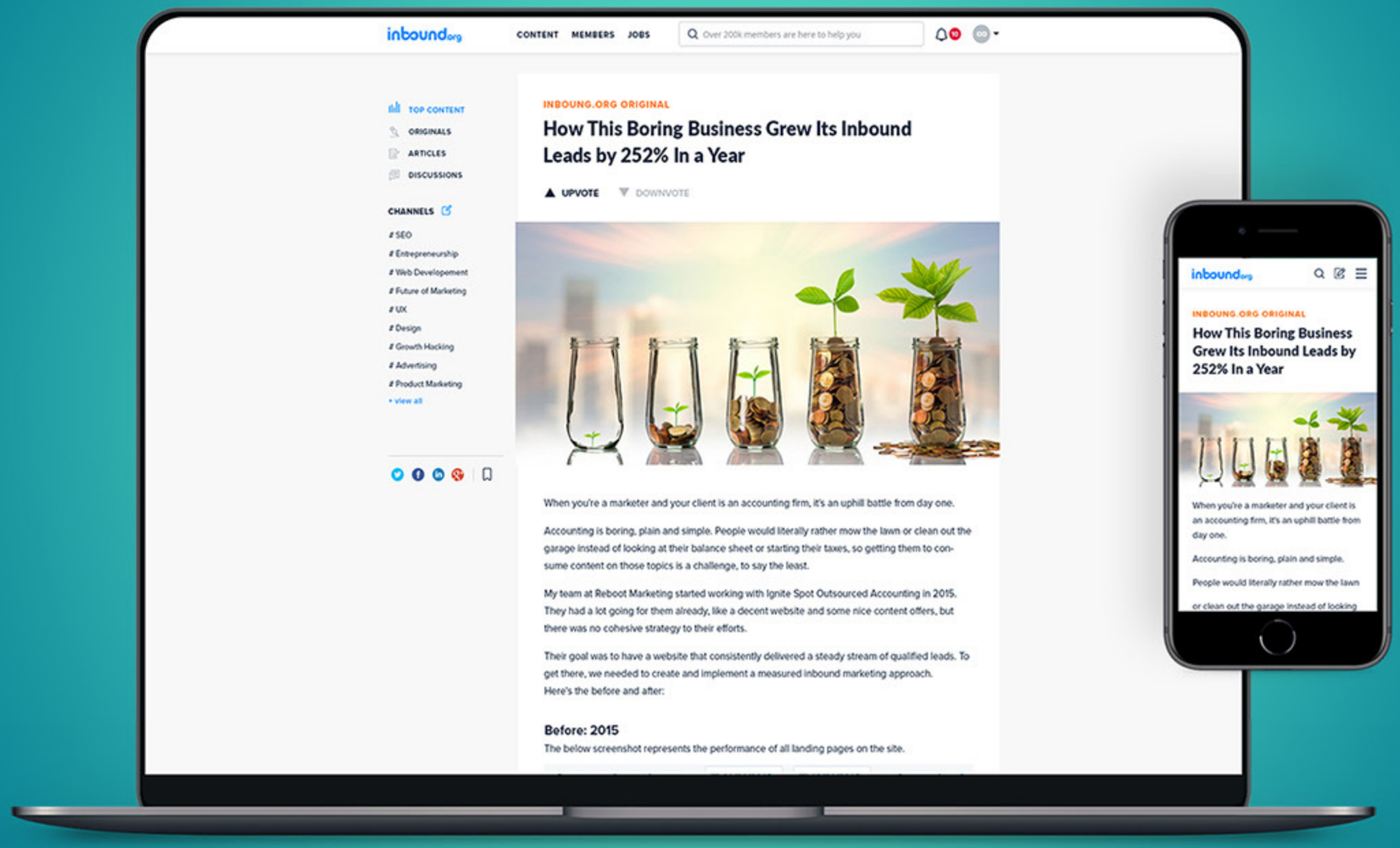
+ 125% Members

From 100k users to over 225k

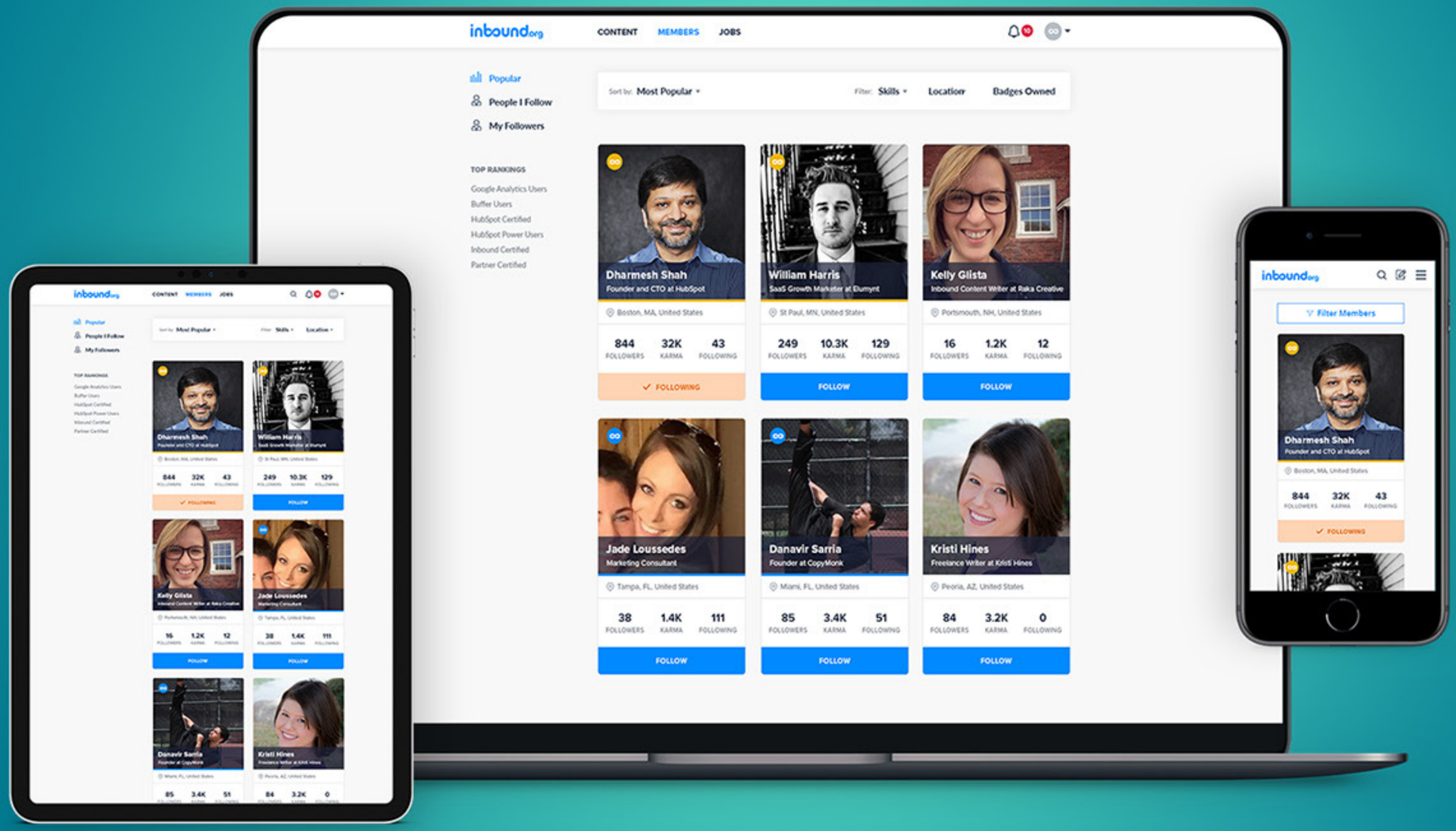
Main Page - Article Listing



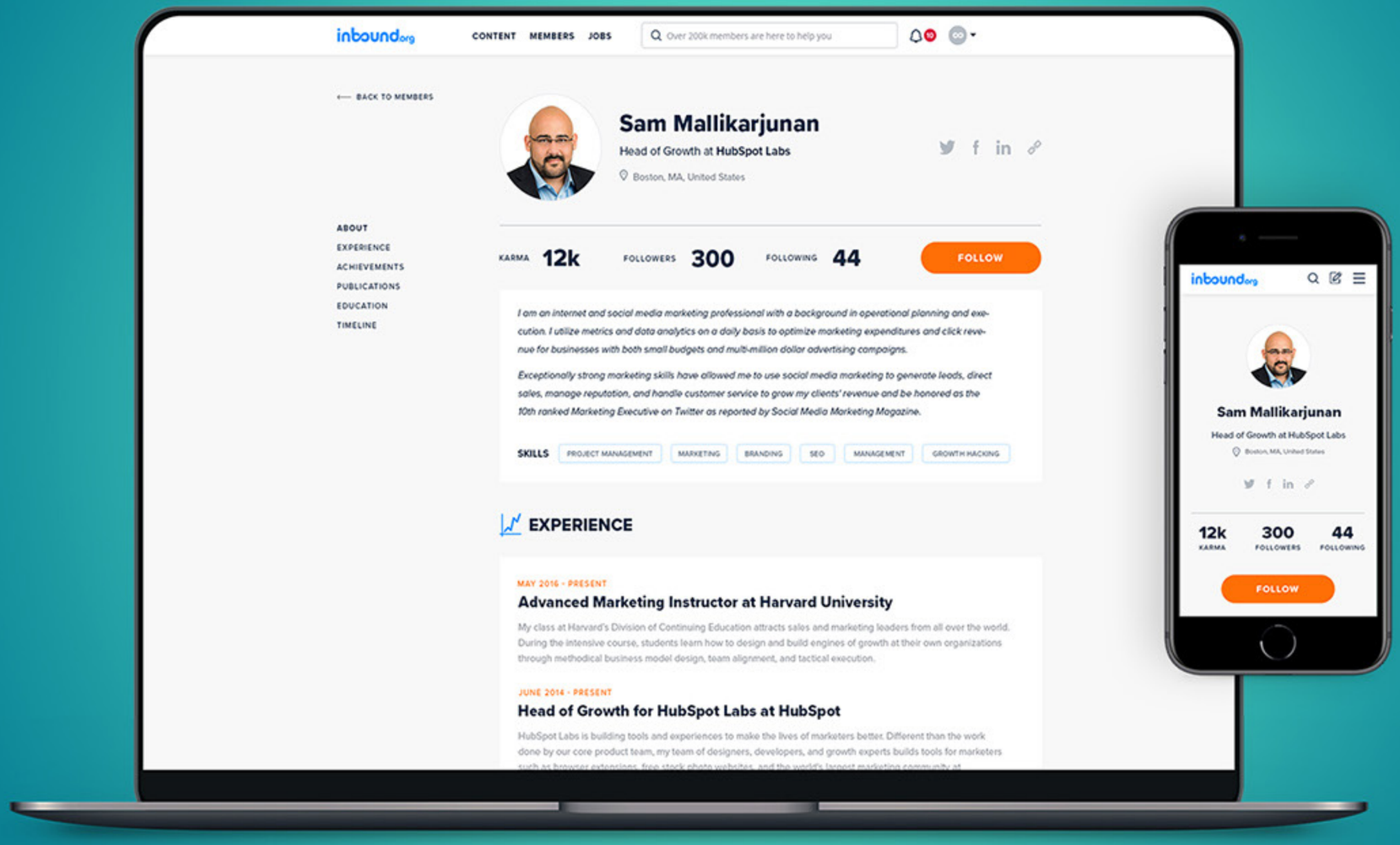
Article Page



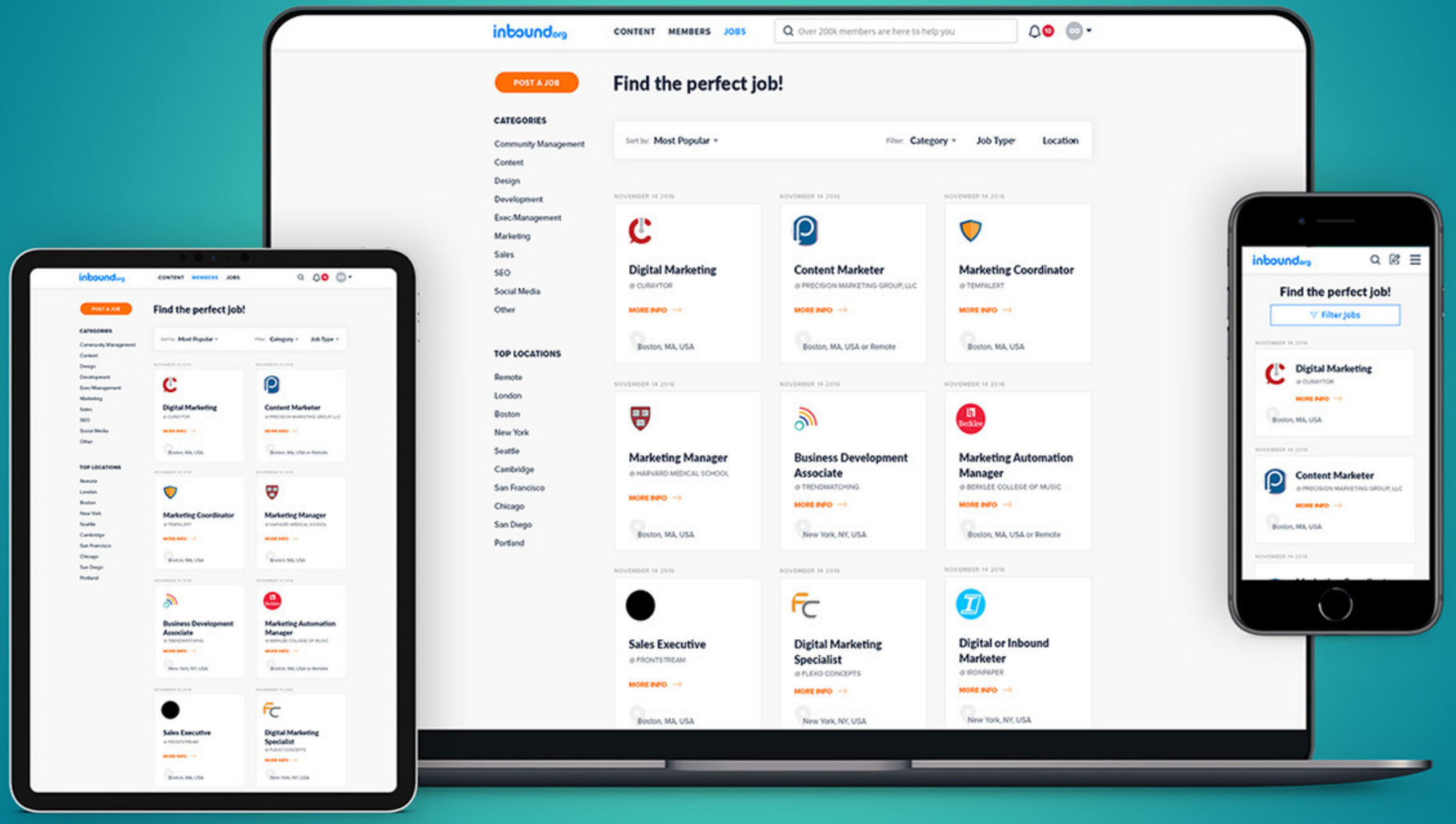
Members Section



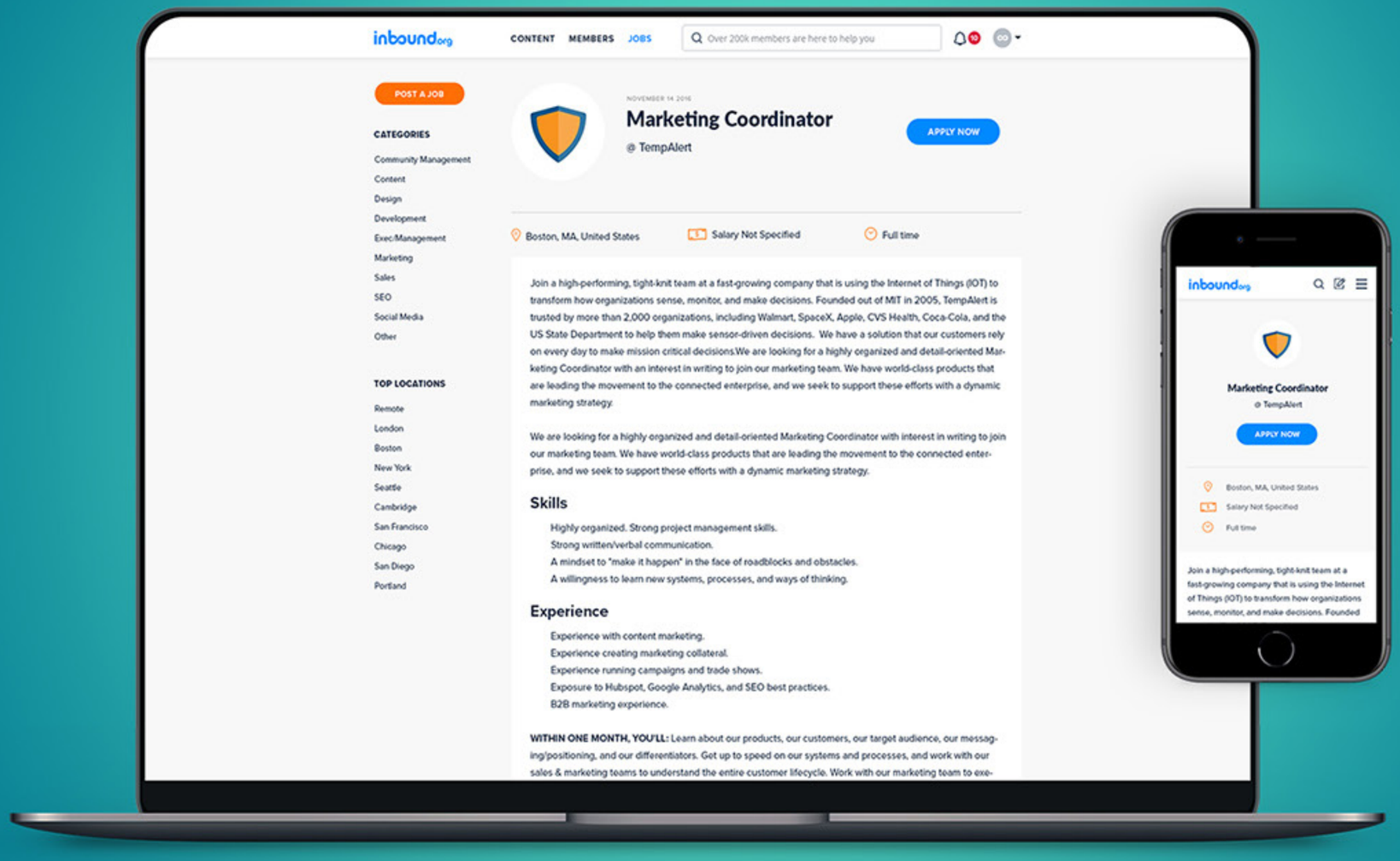
User Profile

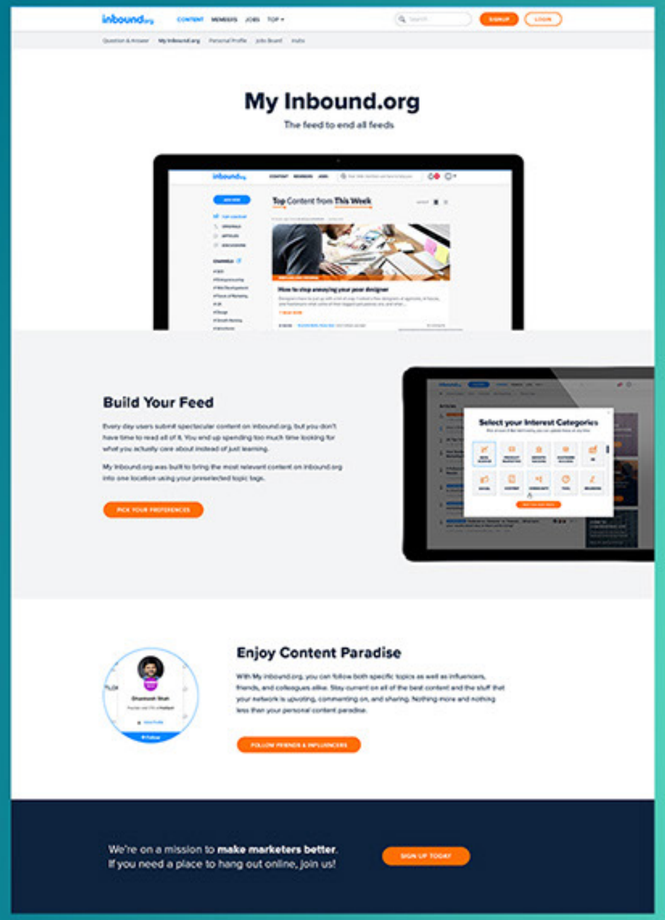


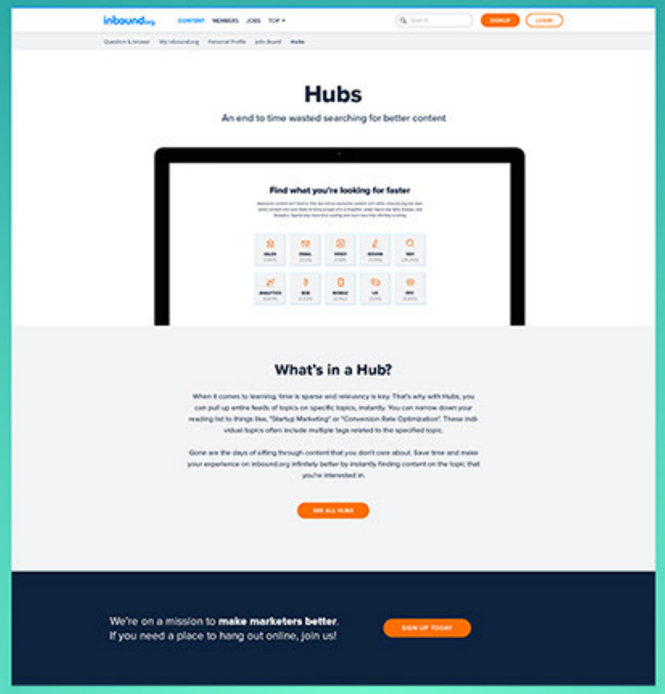
Jobs Section

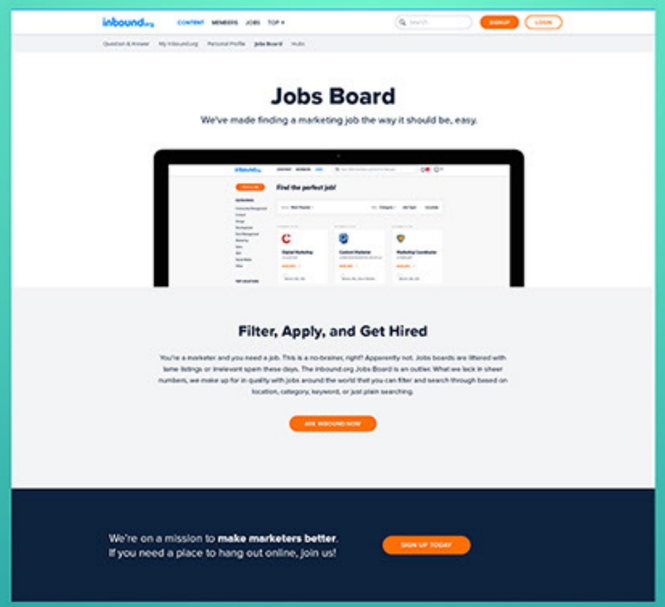


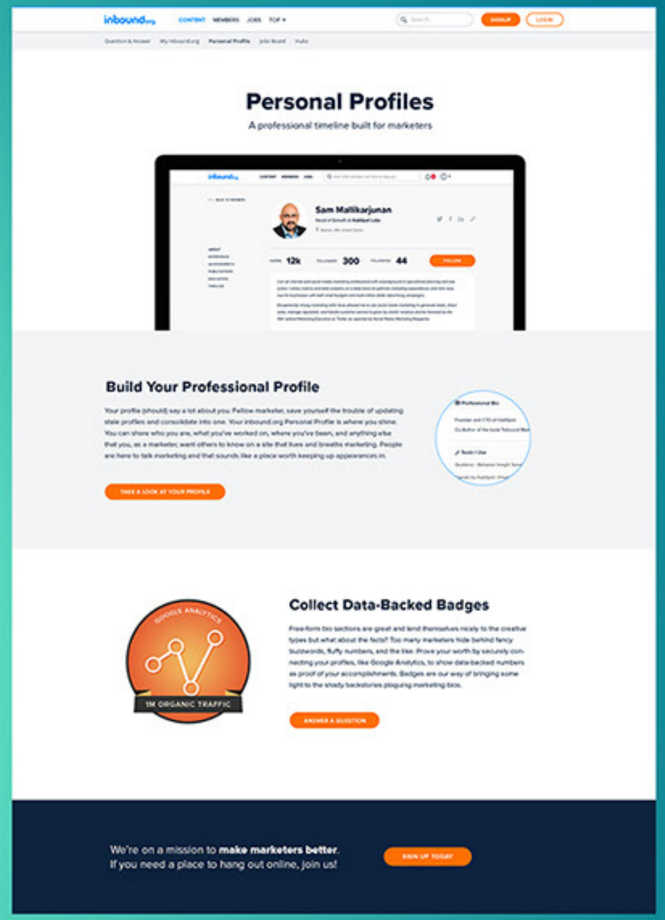
Job Page


inbound.org
CONTENT
MEMBERS
JOBS
Over 200k members are here to help you
POST A JOB
CATEGORIES
Community Management
Content
Design
Development
Exec/Management
Marketing
Sales
SEO
Social Media
Other
TOP LOCATIONS
Remote
London
Boston
New York
Seattle
Cambridge
San Francisco
Chicago
San Diego
Portland
NOVEMBER 14 2016
Marketing Coordinator
@ TempAlert
APPLY NOW
Boston, MA, United States
Salary Not Specified
Full time
Join a high-performing, tight-knit team at a fast-growing company that is using the Internet of Things (IOT) to transform how organizations sense, monitor, and make decisions. Founded out of MIT in 2005, TempAlert is trusted by more than 2,000 organizations, including Walmart, SpaceX, Apple, CVS Health, Coca-Cola, and the US State Department to help them make sensor-driven decisions. We have a solution that our customers rely on every day to make mission critical decisions.We are looking for a highly organized and detail-oriented Marketing Coordinator with an interest in writing to join our marketing team. We have world-class products that are leading the movement to the connected enterprise, and we seek to support these efforts with a dynamic marketing strategy.
We are looking for a highly organized and detail-oriented Marketing Coordinator with interest in writing to join our marketing team. We have world-class products that are leading the movement to the connected enterprise, and we seek to support these efforts with a dynamic marketing strategy.
Skills
Highly organized. Strong project management skills.
Strong written/verbal communication.
A mindset to "make it happen" in the face of roadblocks and obstacles.
A willingness to learn new systems, processes, and ways of thinking.
Experience
Experience with content marketing.
Experience creating marketing collateral.
Experience running campaigns and trade shows.
Exposure to Hubspot, Google Analytics, and SEO best practices.
B2B marketing experience.
WITHIN ONE MONTH, YOU'LL: Learn about our products, our customers, our target audience, our messaging/positioning, and our differentiators. Get up to speed on our systems and processes, and work with our sales & marketing teams to understand the entire customer lifecycle. Work with our marketing team to exe-
inbound.org
Marketing Coordinator
@ TempAlert
APPLY NOW
Boston, MA, United States
Salary Not Specified
Full time
Join a high-performing, tight-knit team at a fast-growing company that is using the Internet of Things (IOT) to transform how organizations sense, monitor, and make decisions. Founded









Microsite Design

03. OMBRA Collection - Website Design

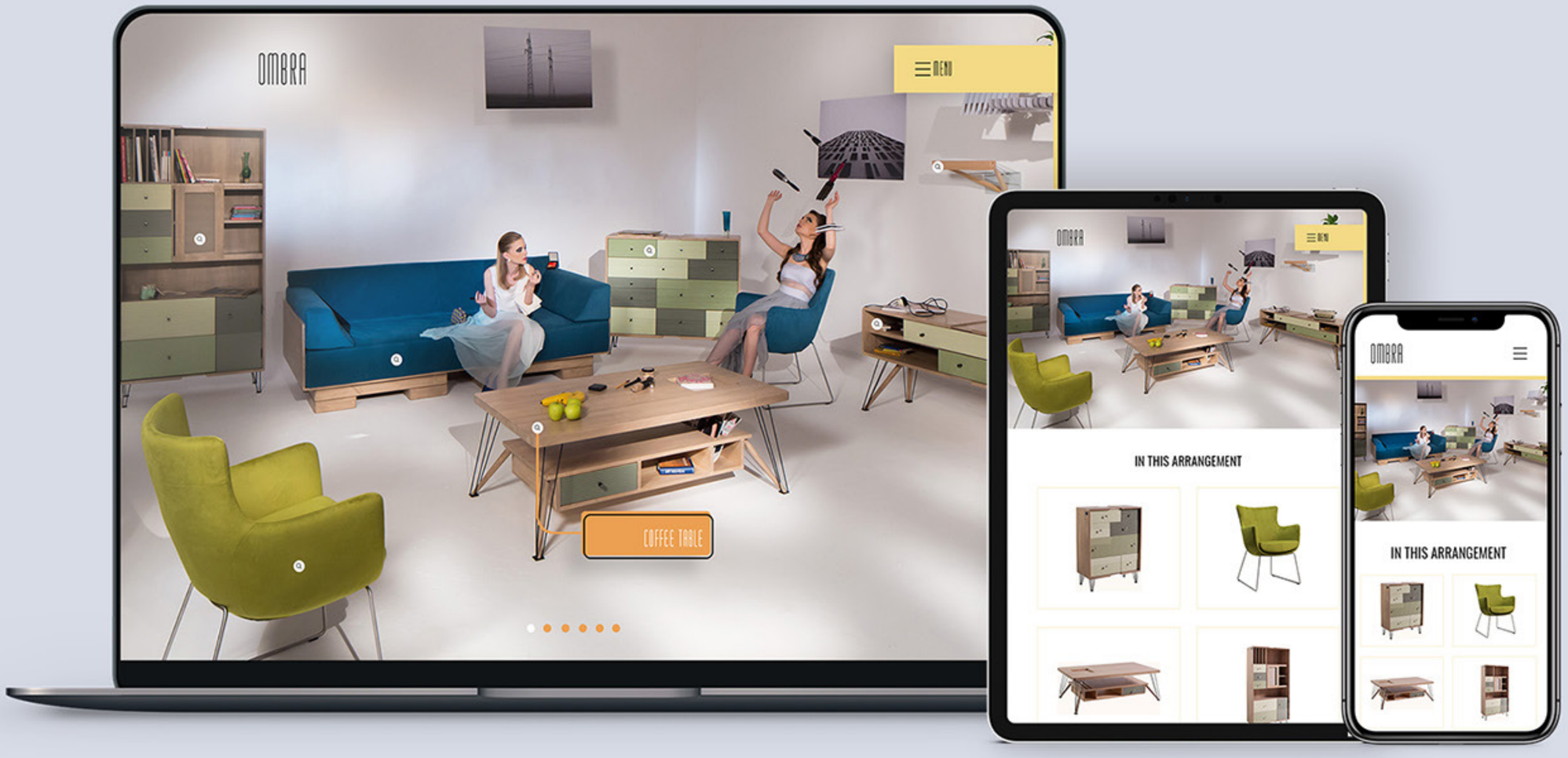
Ombra is a furniture collection, that combines traditional materials - solid wood, metal and glass into futuristic and modern pieces of design. The furniture is designed and built by a Romanian company

The purpose of the project was to concept a online showcase for the furniture pieces.

THE PROCESS:

- Stakeholders Interivew
- Market/Competitors Research
- User Flow and Wireframes Design
- Art Direction
- Interface Design

Main Page - Arrangements



Other Arrangements

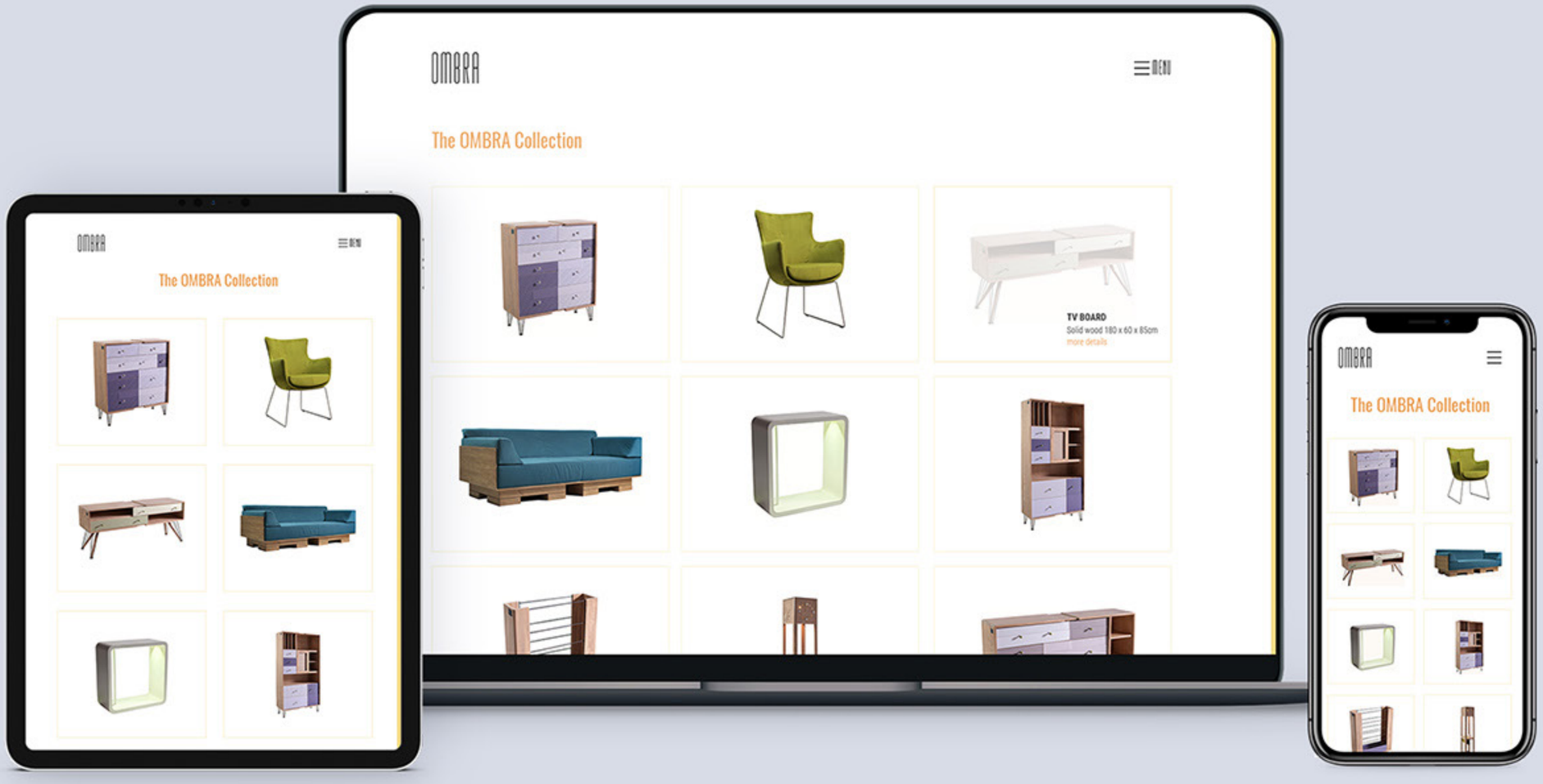




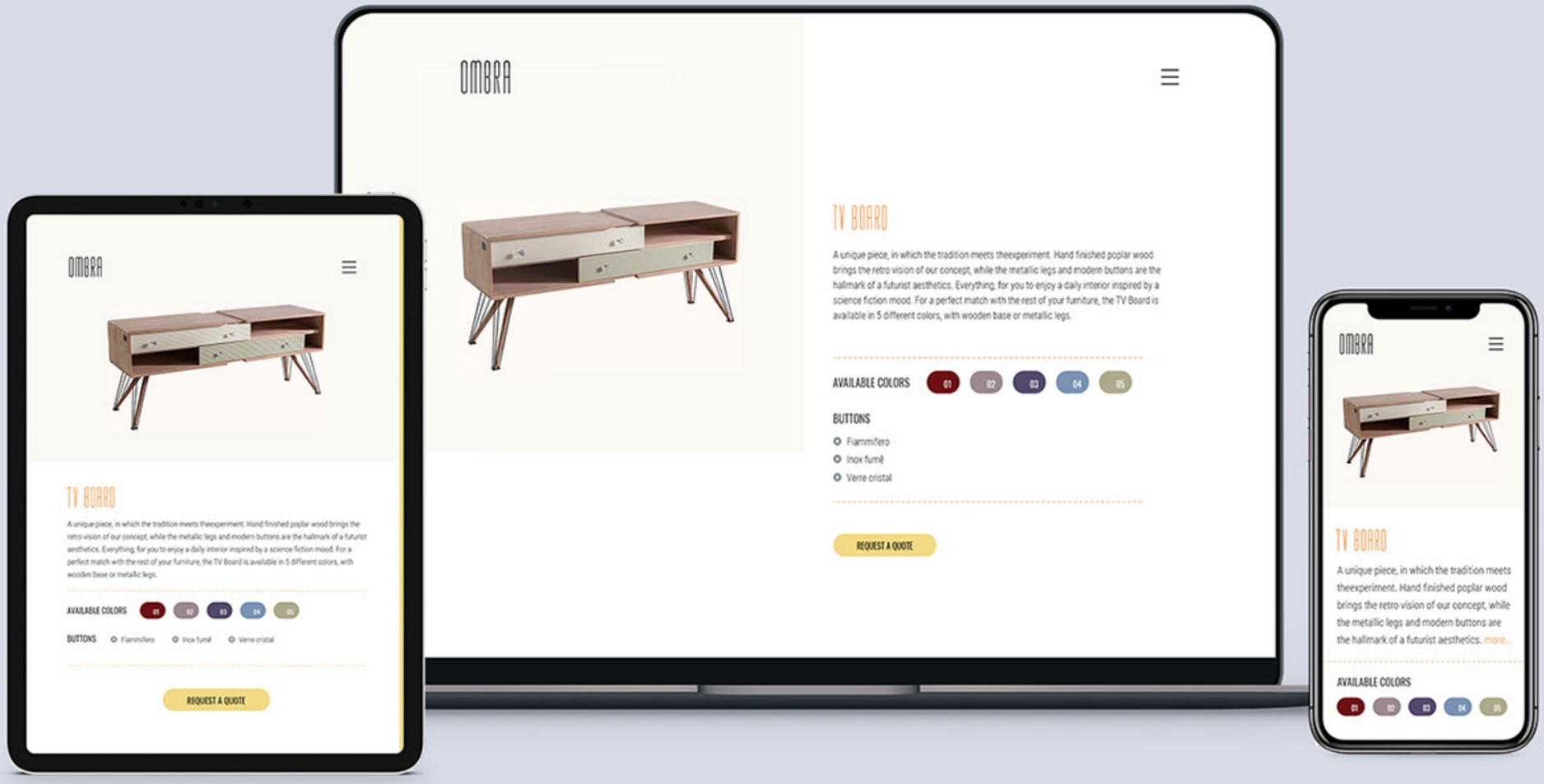




Product Listing



Product Detail



04. Inbound.org - iOS App

With the mobile usage growing constantly growing, we decided to attach a mobile app to the inbound.org website, this way we gave the users the possibility of being notified when someone answered their questions, or left a comment on their post.

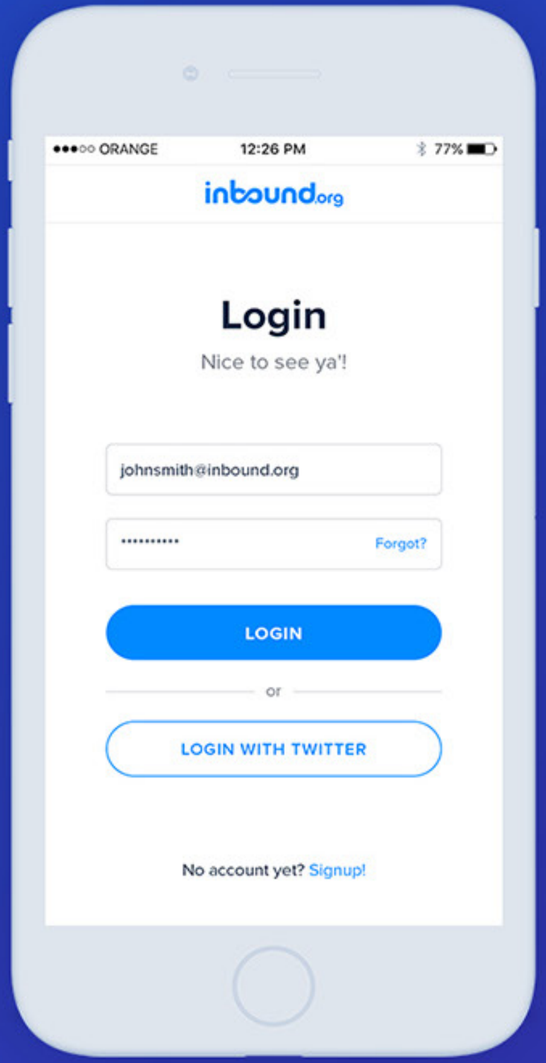
THE PROCESS:

- Stakeholders Interivew
- Create User Flow and Wireframes
- Interface Design
- Assist the developement team to ensure the app is working propertly
- Track usage through Mixpanel and create A/B Tests to improve the key features

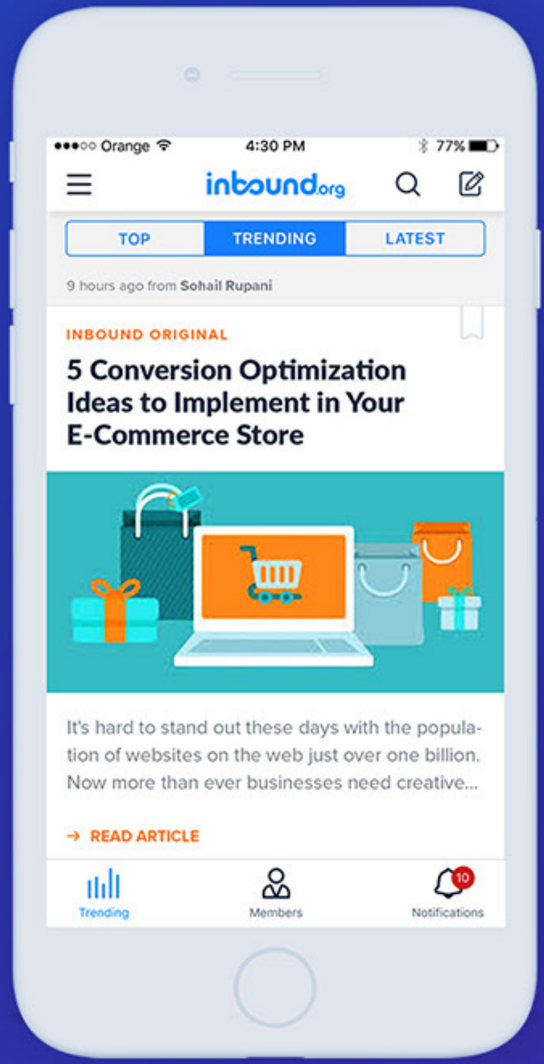
Inbound.org



Starting Screen



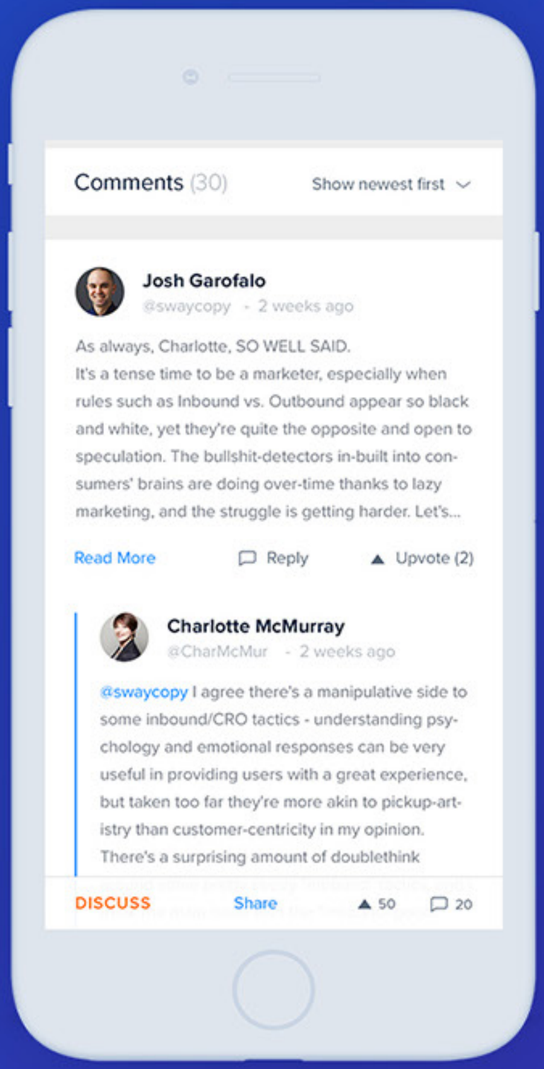
Login



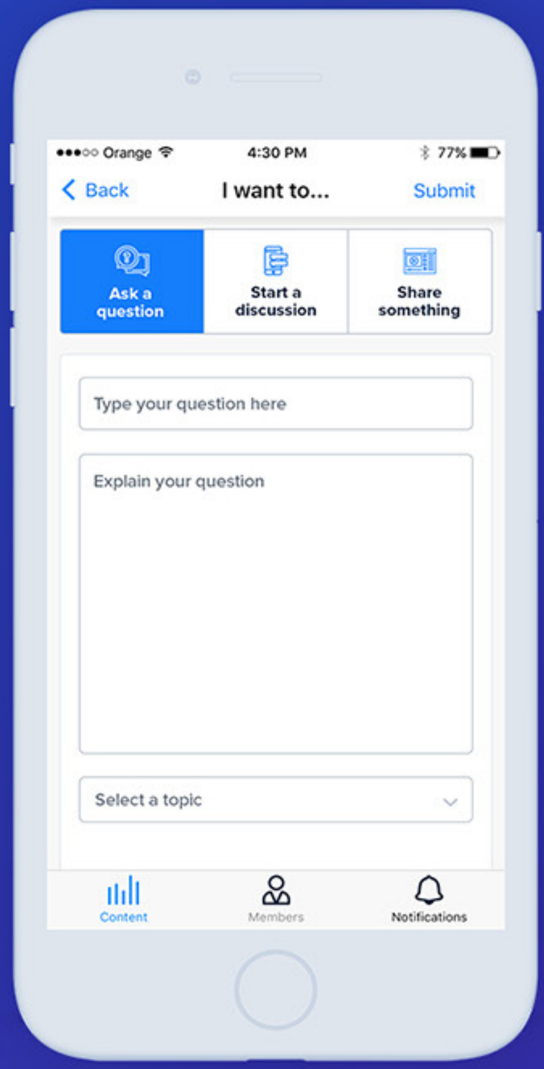
Article Listing



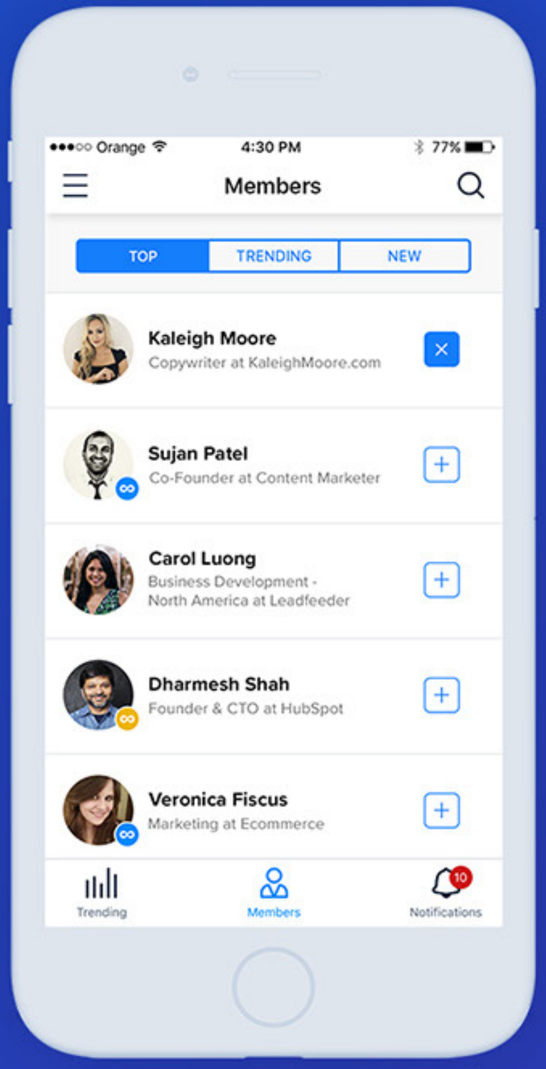
Article



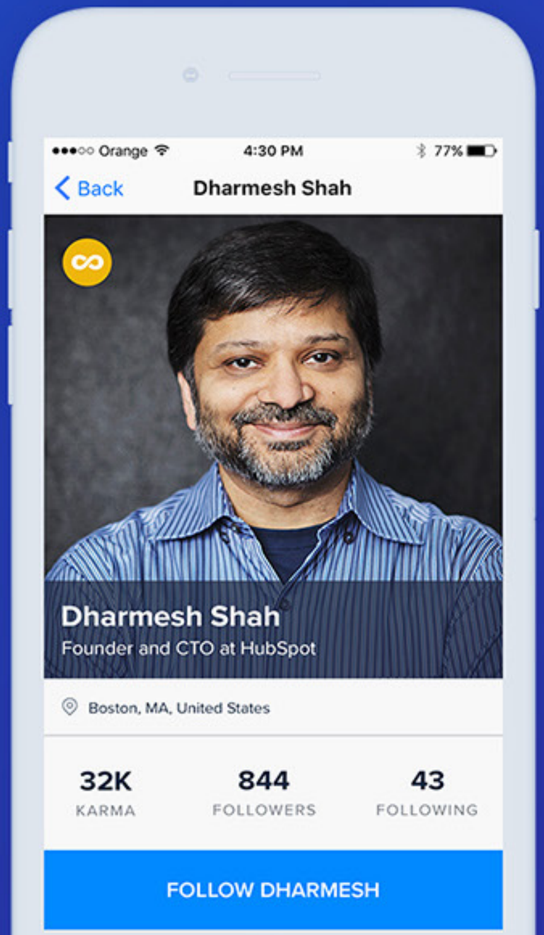
Comments Area



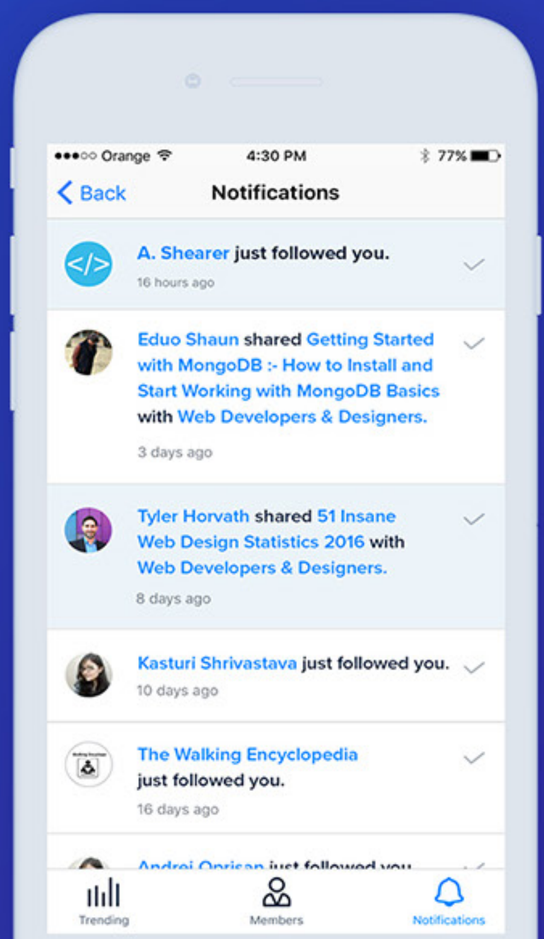
Add New



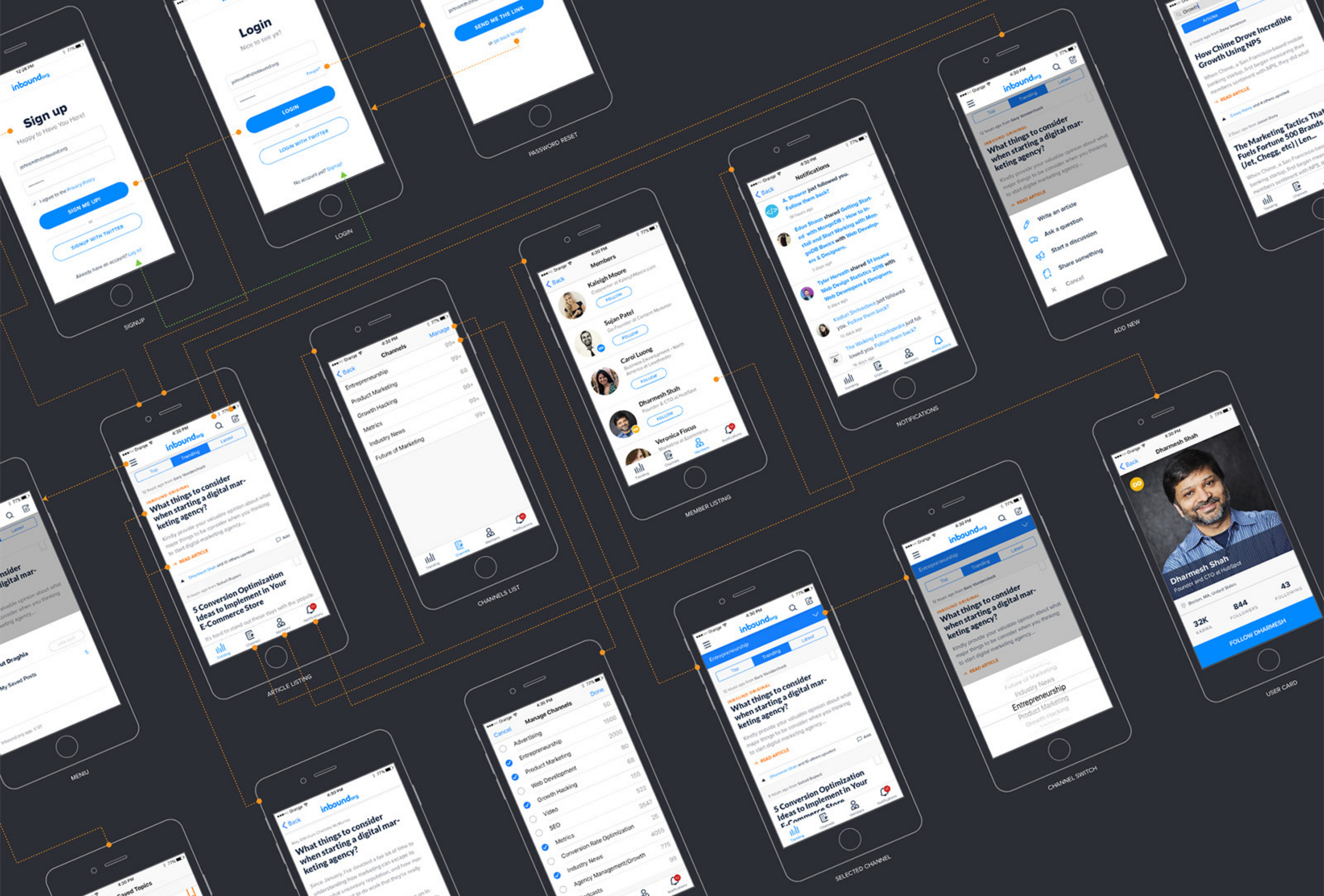
Members Listing



User Details



Notifications


Sign up
Happy to Have You Here!
SIGN ME UP!
SIGNUP WITH TWITTER
Already have an account? Log in!
SIGNUP
Login
Nice to see ya!
LOGIN
LOGIN WITH TWITTER
No account yet? Signup!
LOGIN
SEND ME THE LINK
or go back to login
PASSWORD RESET
Notifications
NOTIFICATIONS
What things to consider when starting a digital marketing agency?
Write an article
Ask a question
Start a discussion
Share something
Cancel
ADD NEW
How Chime Drove Incredible Growth Using NPS
The Marketing Tactics That Fuels Fortune 500 Brands (Jet, Chegg, etc) | Len...
Members
Kaleigh Moore
Sujan Patel
Co-Founder at Content Marketer
Carol Luong
Dharmesh Shah
Founder & CTO at HubSpot
Veronica Fiscus
MEMBER LISTING
Channels
Entrepreneurship
Product Marketing
Growth Hacking
Metrics
Industry News
Future of Marketing
CHANNELS LIST
What things to consider when starting a digital marketing agency?
5 Conversion Optimization Ideas to Implement in Your E-Commerce Store
ARTICLE LISTING
Dharmesh Shah
Founder and CTO at HubSpot
32K KARMA
844 FOLLOWERS
43 FOLLOWING
FOLLOW DHARMESH
USER CARD
MENU
Manage Channels
Cancel
Done
Advertising
Entrepreneurship
Product Marketing
Web Development
Growth Hacking
Video
SEO
Metrics
Conversion Rate Optimization
Industry News
Agency Management/Growth
SELECTED CHANNEL
Entrepreneurship
Future of Marketing
Industry News
Entrepreneurship
Product Marketing
Growth Hacking
CHANNEL SWITCH

05. Feverbee - Website Design

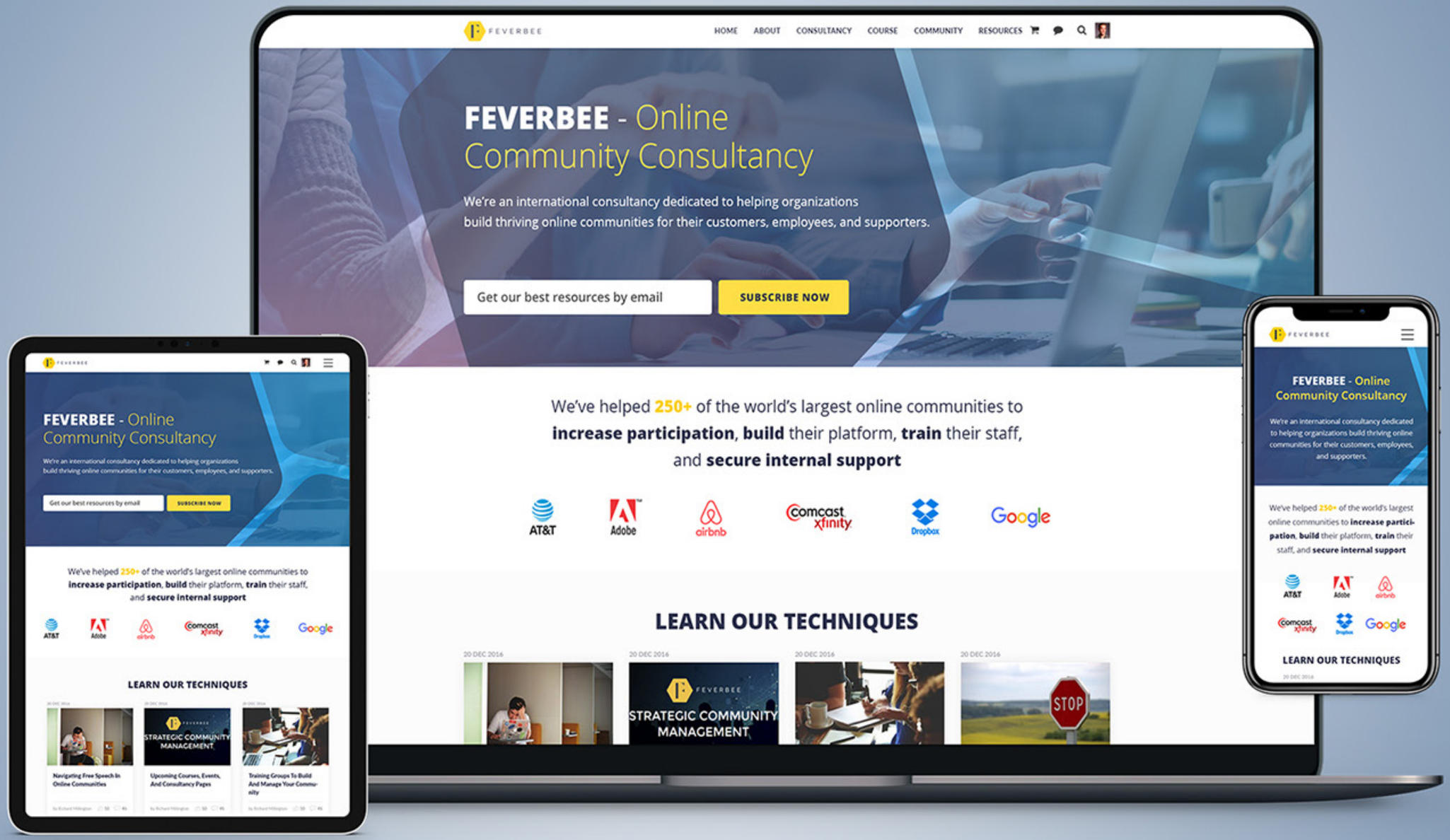
FeverBee provides consultancy, training, and technology to help you build valuable communities for your audience. In the past 6 years, they've helped almost two hundred organizations like Google, Wikipedia, The World Bank, Autodesk, EMC, and Oracle develop communities.

The purpose of the project was to redesign the online presence for Feverbee

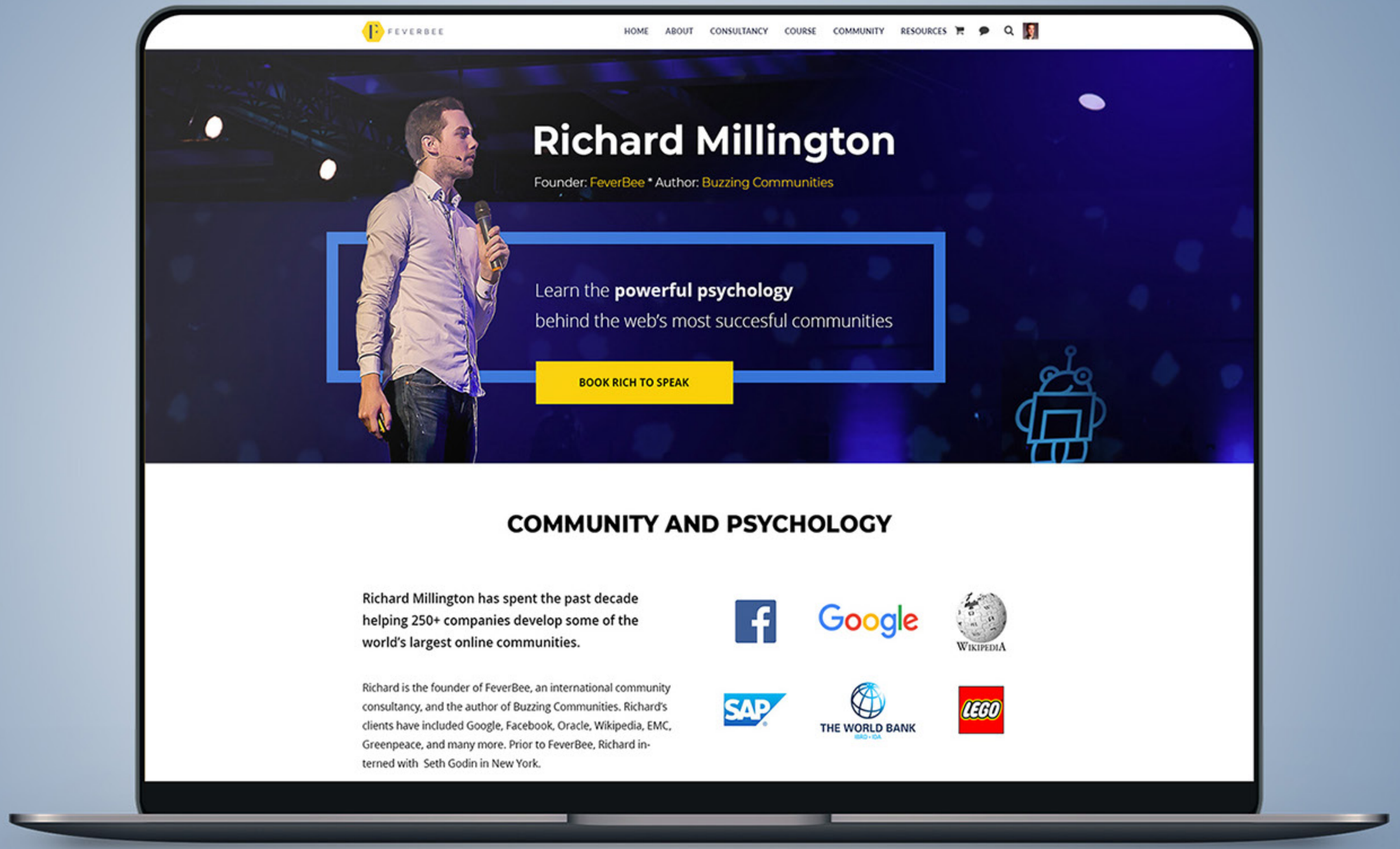
THE PROCESS:

- Analytics Research and stakeholders Interview
- Market/Competitors Research
- User Flow and Wireframes Design
- Interface Design
- Assist the developper while working on the implementation of the project

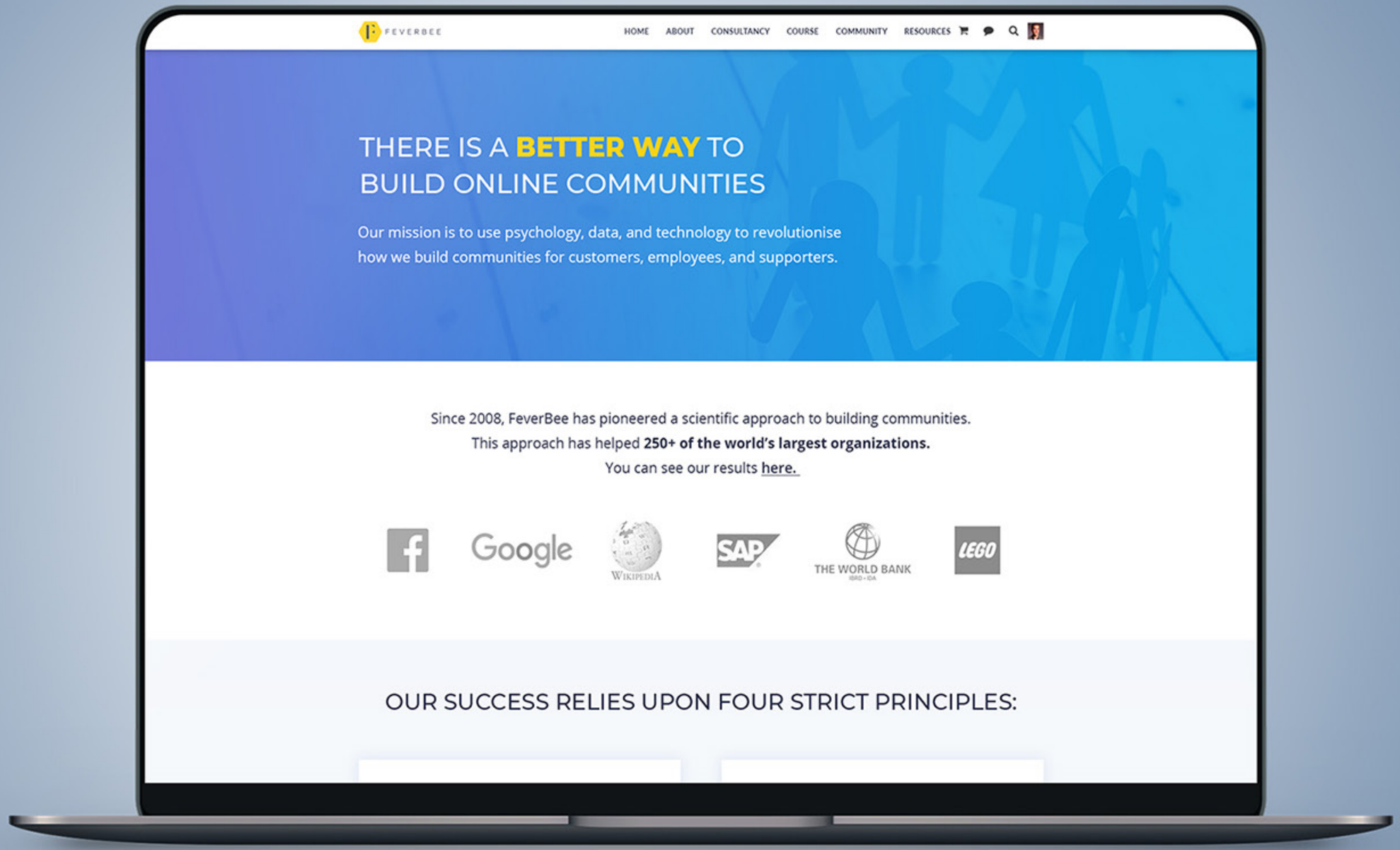
Homepage


FEVERBEE
HOME
ABOUT
CONSULTANCY
COURSE
COMMUNITY
RESOURCES
FEVERBEE - Online Community Consultancy
We're an international consultancy dedicated to helping organizations build thriving online communities for their customers, employees, and supporters.
Get our best resources by email
SUBSCRIBE NOW
We've helped 250+ of the world's largest online communities to increase participation, build their platform, train their staff, and secure internal support
AT&T
Adobe
airbnb
Comcast xfinity
Dropbox
Google
LEARN OUR TECHNIQUES
20 DEC 2016
STRATEGIC COMMUNITY MANAGEMENT
STOP

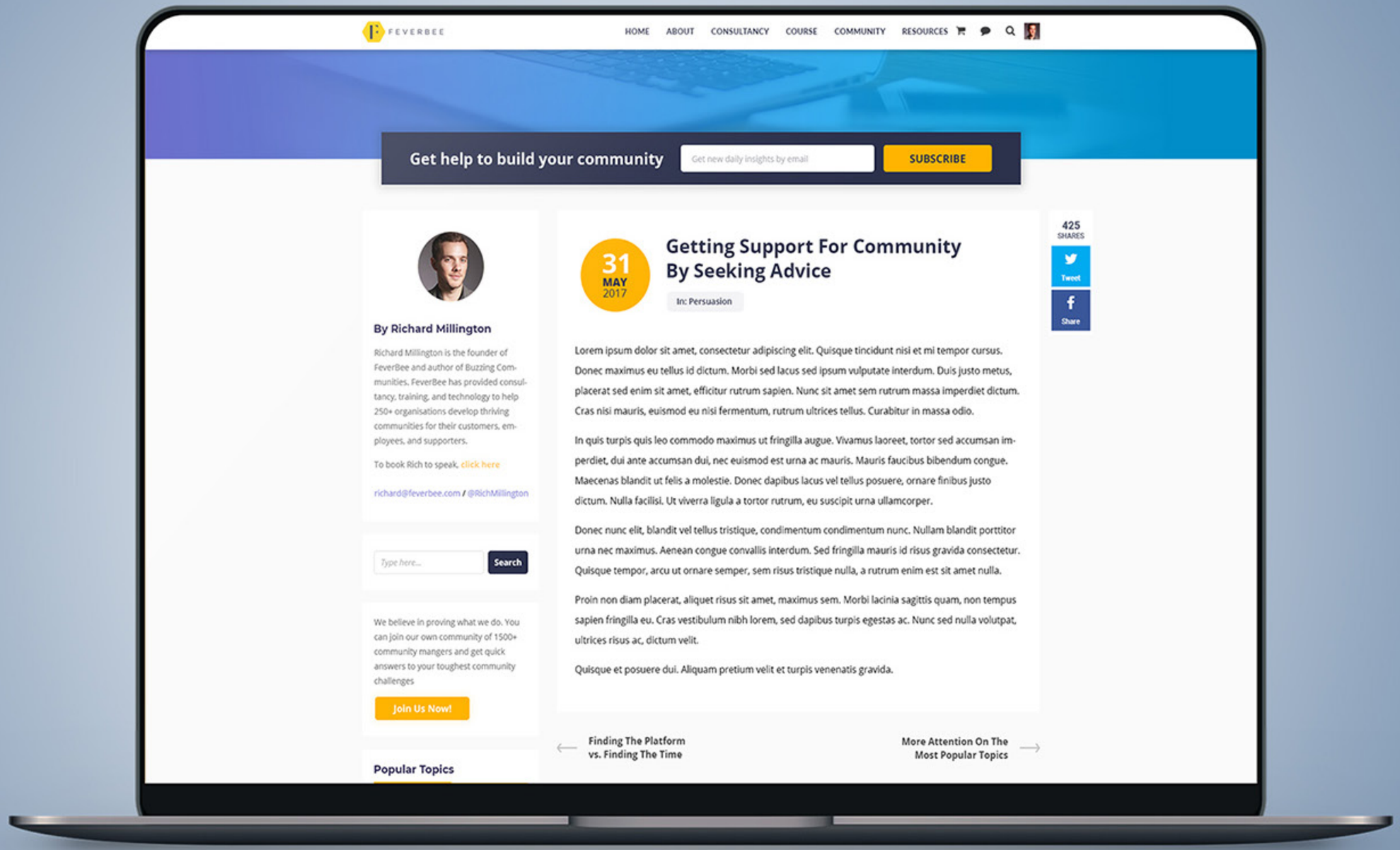
Speaker Page



About Page


FEVERBEE
HOME
ABOUT
CONSULTANCY
COURSE
COMMUNITY
RESOURCES
THERE IS A BETTER WAY TO
BUILD ONLINE COMMUNITIES
Our mission is to use psychology, data, and technology to revolutionise how we build communities for customers, employees, and supporters.
Since 2008, FeverBee has pioneered a scientific approach to building communities.
This approach has helped 250+ of the world's largest organizations.
You can see our results here.
Google
WIKIPEDIA
SAP
THE WORLD BANK
LEGO
OUR SUCCESS RELIES UPON FOUR STRICT PRINCIPLES:

Blog Page


FEVERBEE
HOME
ABOUT
CONSULTANCY
COURSE
COMMUNITY
RESOURCES
Get help to build your community
Get new daily insights by email
SUBSCRIBE
By Richard Millington
Richard Millington is the founder of FeverBee and author of Buzzing Communities. FeverBee has provided consultancy, training, and technology to help 250+ organisations develop thriving communities for their customers, employees, and supporters.
To book Rich to speak, click here
richard@feverbee.com / @RichMillington
Type here...
Search
We believe in proving what we do. You can join our own community of 1500+ community mangers and get quick answers to your toughest community challenges
Join Us Now!
Popular Topics
31
MAY
2017
Getting Support For Community By Seeking Advice
In: Persuasion
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt nisi et mi tempor cursus. Donec maximus eu tellus id dictum. Morbi sed lacus sed ipsum vulputate interdum. Duis justo metus, placerat sed enim sit amet, efficitur rutrum sapien. Nunc sit amet sem rutrum massa imperdiet dictum. Cras nisi mauris, euismod eu nisi fermentum, rutrum ultrices tellus. Curabitur in massa odio.
In quis turpis quis leo commodo maximus ut fringilla augue. Vivamus laoreet, tortor sed accumsan imperdiet, dui ante accumsan dui, nec euismod est urna ac mauris. Mauris faucibus bibendum congue. Maecenas blandit ut felis a molestie. Donec dapibus lacus vel tellus posuere, ornare finibus justo dictum. Nulla facilisi. Ut viverra ligula a tortor rutrum, eu suscipit urna ullamcorper.
Donec nunc elit, blandit vel tellus tristique, condimentum condimentum nunc. Nullam blandit porttitor urna nec maximus. Aenean congue convallis interdum. Sed fringilla mauris id risus gravida consectetur. Quisque tempor, arcu ut ornare semper, sem risus tristique nulla, a rutrum enim est sit amet nulla.
Proin non diam placerat, aliquet risus sit amet, maximus sem. Morbi lacinia sagittis quam, non tempus sapien fringilla eu. Cras vestibulum nibh lorem, sed dapibus turpis egestas ac. Nunc sed nulla volutpat, ultrices risus ac, dictum velit.
Quisque et posuere dui. Aliquam pretium velit et turpis venenatis gravida.
425
SHARES
Tweet
Share
Finding The Platform vs. Finding The Time
More Attention On The Most Popular Topics

05. CineAssist - Cinematography App

A script supervisor (also called continuity supervisor) is a member of a film crew who oversees the continuity of the motion picture including wardrobe, props, set dressing, hair, makeup and the actions of the actors during a scene. The notes recorded by the script supervisor during the shooting of a scene are used to help the editor cut the scene.

Some of the most important notes that the script supervisor takes are related to shooting settings, such as camera, lenses, T-stops, filters and which take it the final - informations that are vital for the editor.

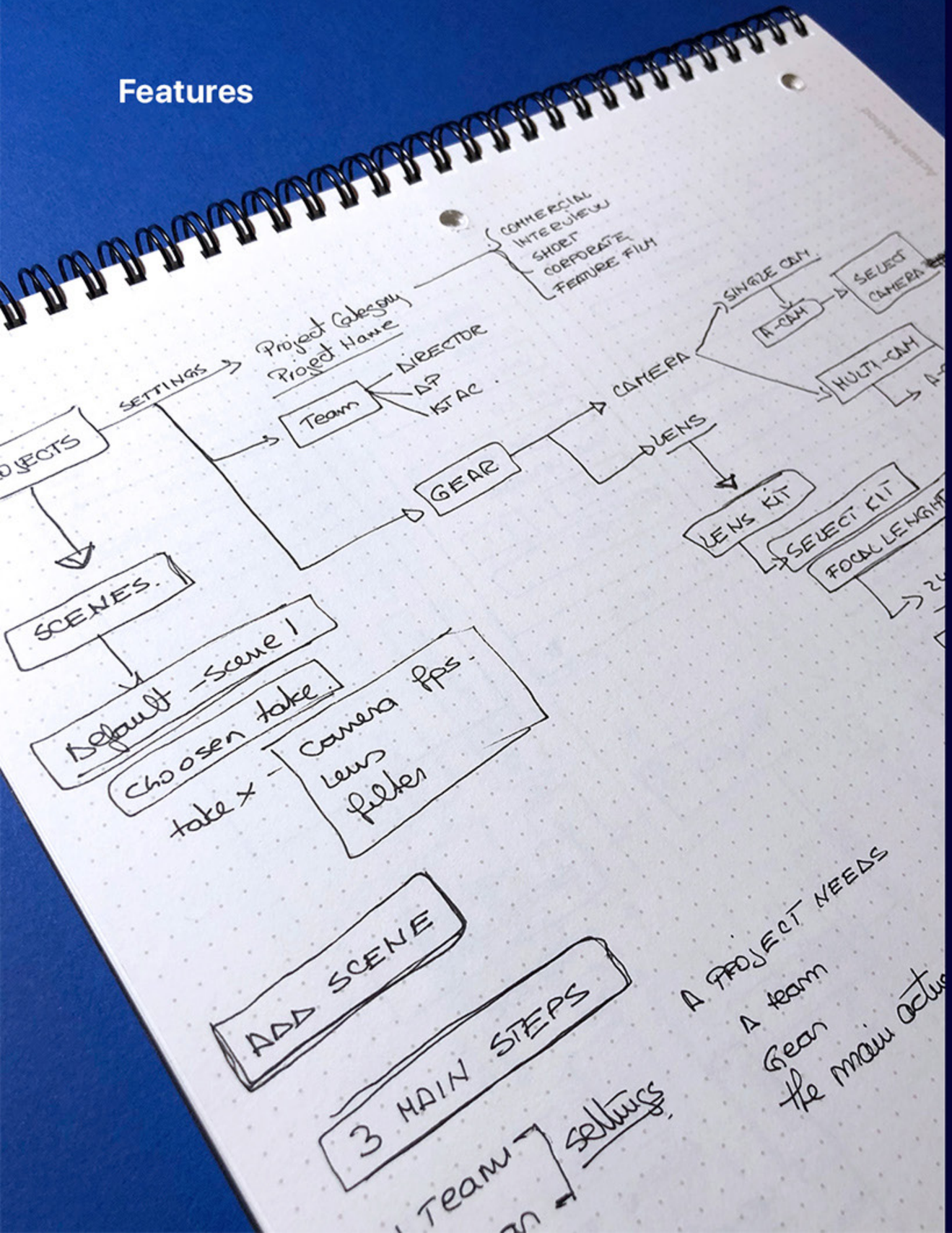
The problem:

On smaller budget productions, the script supervisor isn't present so usualy his job is split between the diretor, DoP and the 1st AC. And by not having a dedicated person to take notes of the technical details, sometimes the notes taken by one of the above are lost, leaving the Director and the Editors figure out which takeis the final one, or what lens/filter was each take shot with.

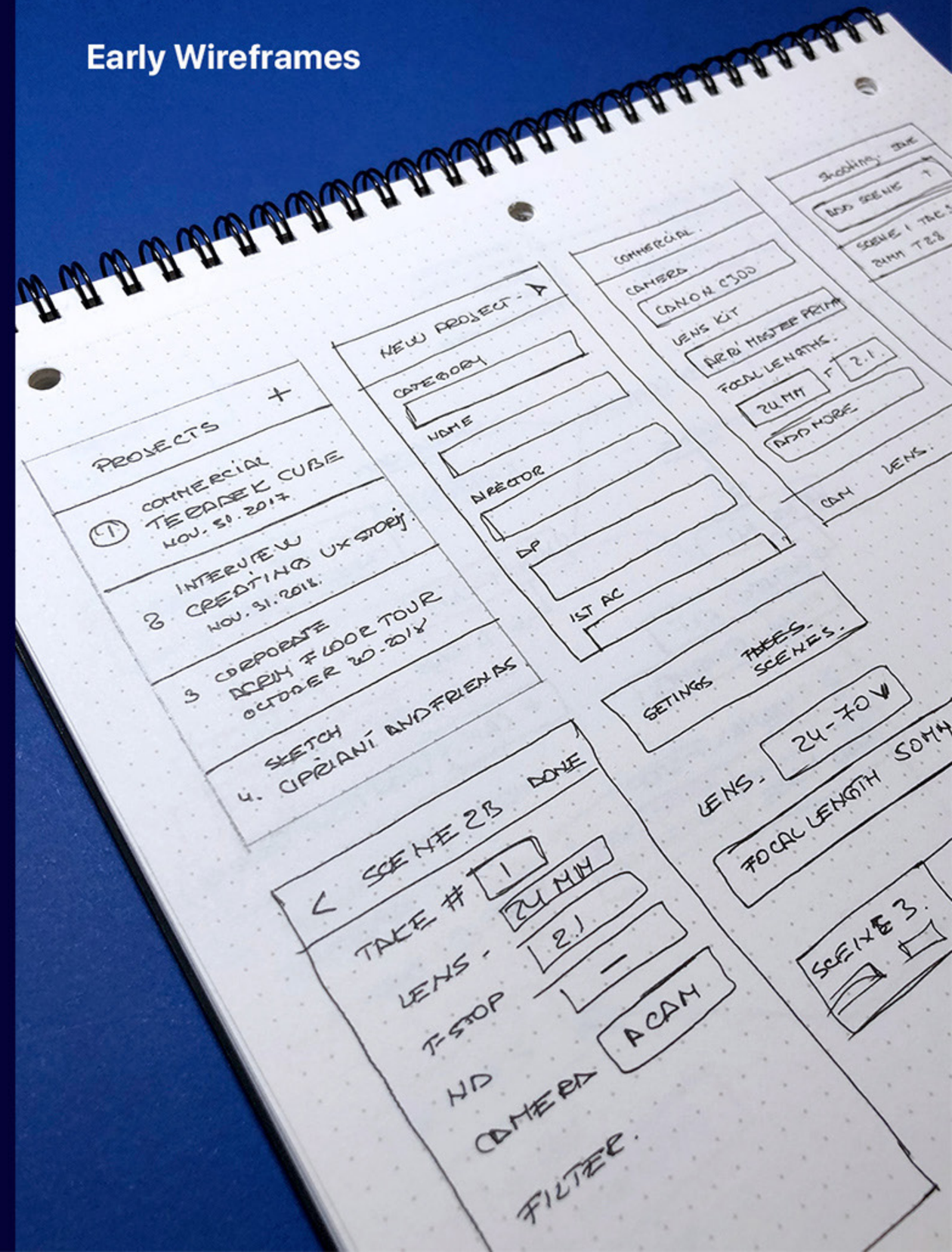
The Solution

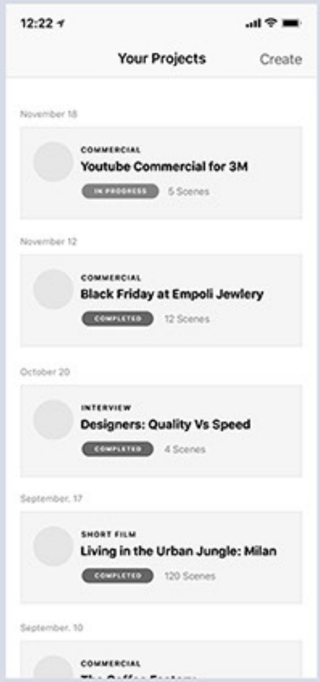
A simple mobile app, that will allow the 1st AC to record the camera settings, which lenses will be used on the set, focal length was used for each take, the T-stop, on which card the scenes were shot (Roll), and if used any filters.

Features

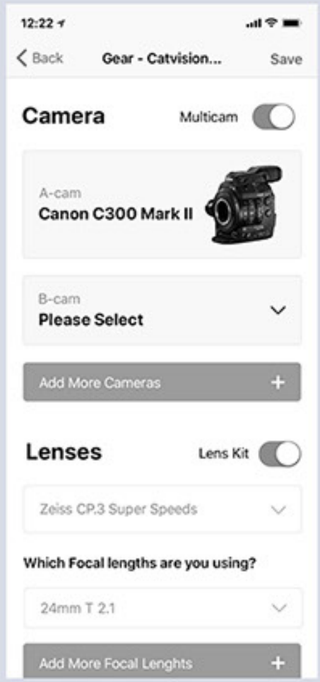


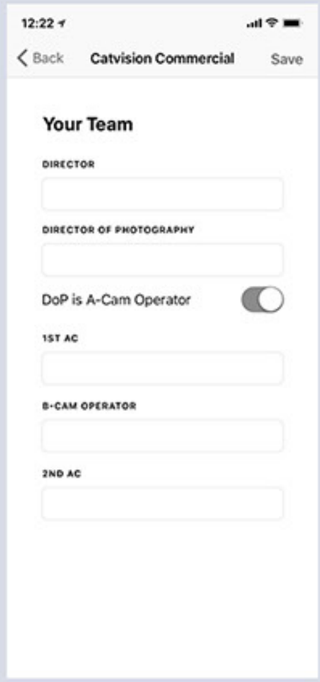
Early Wireframes

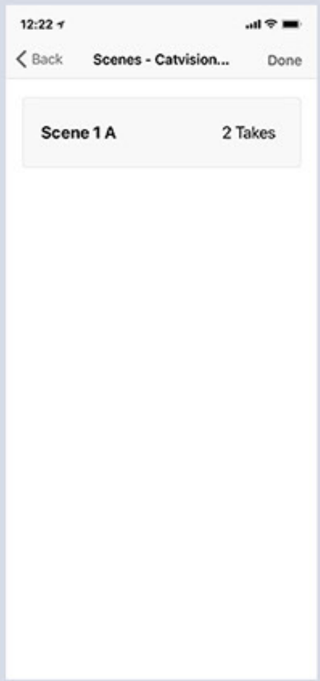








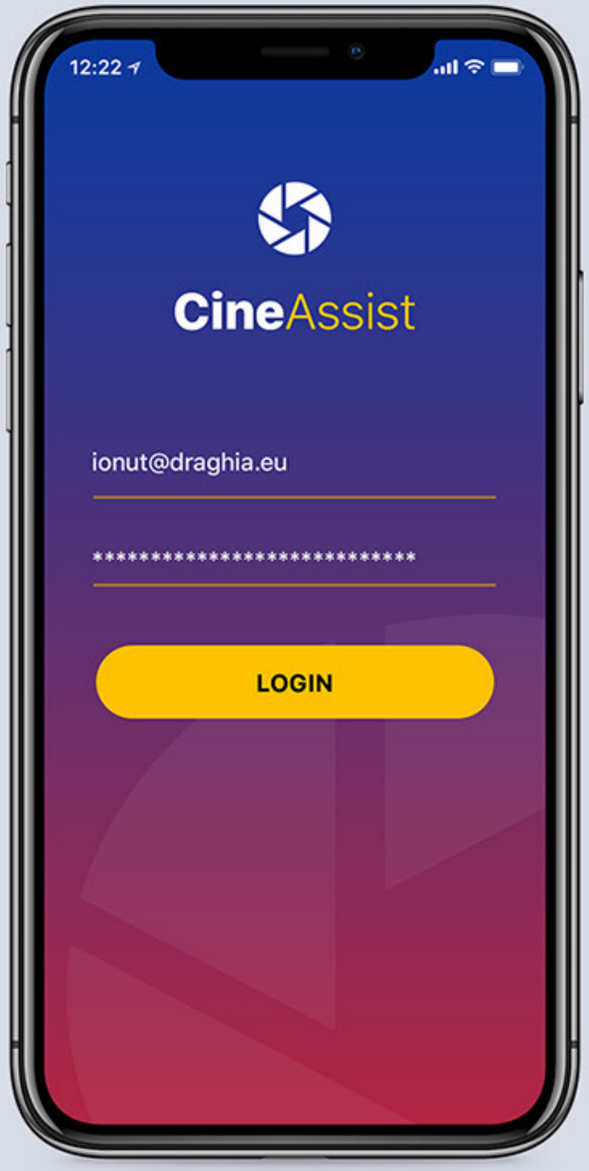




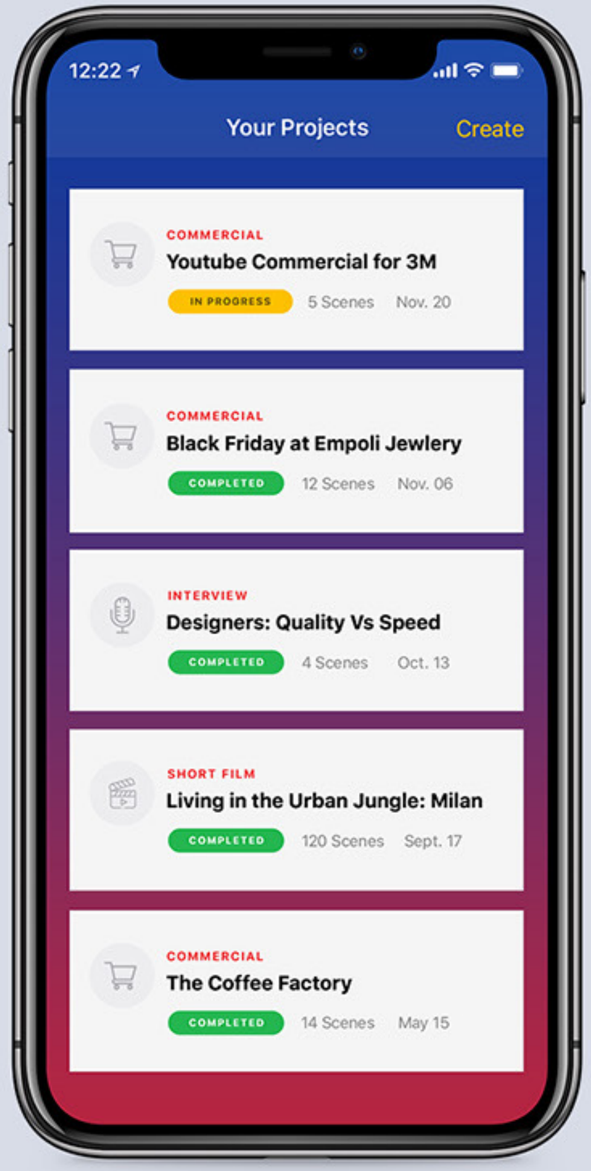




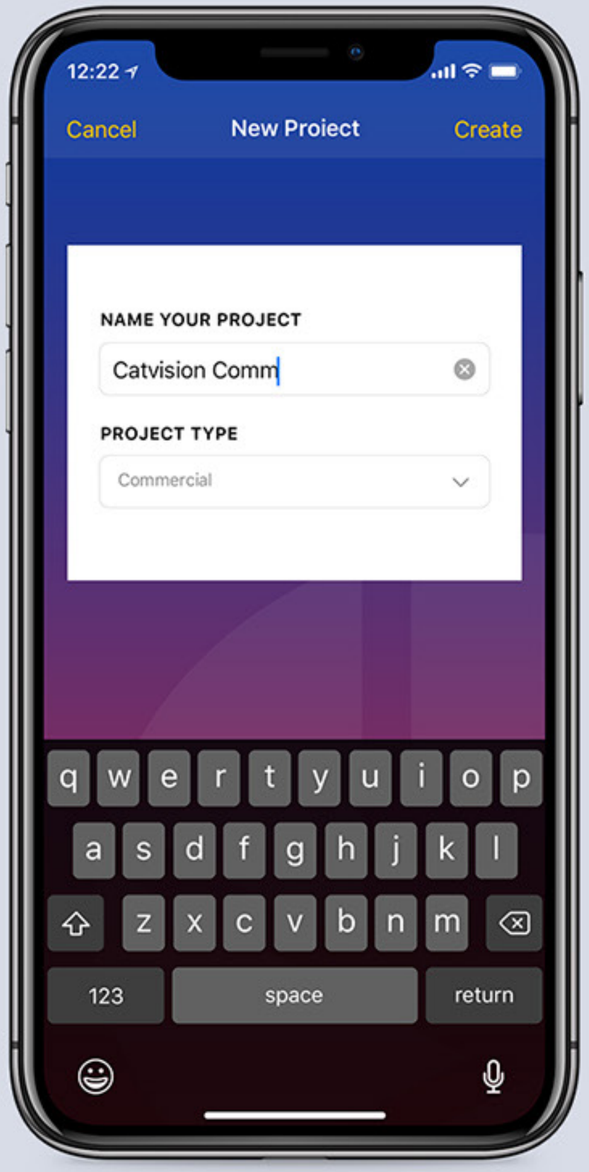
V1 Wireframes



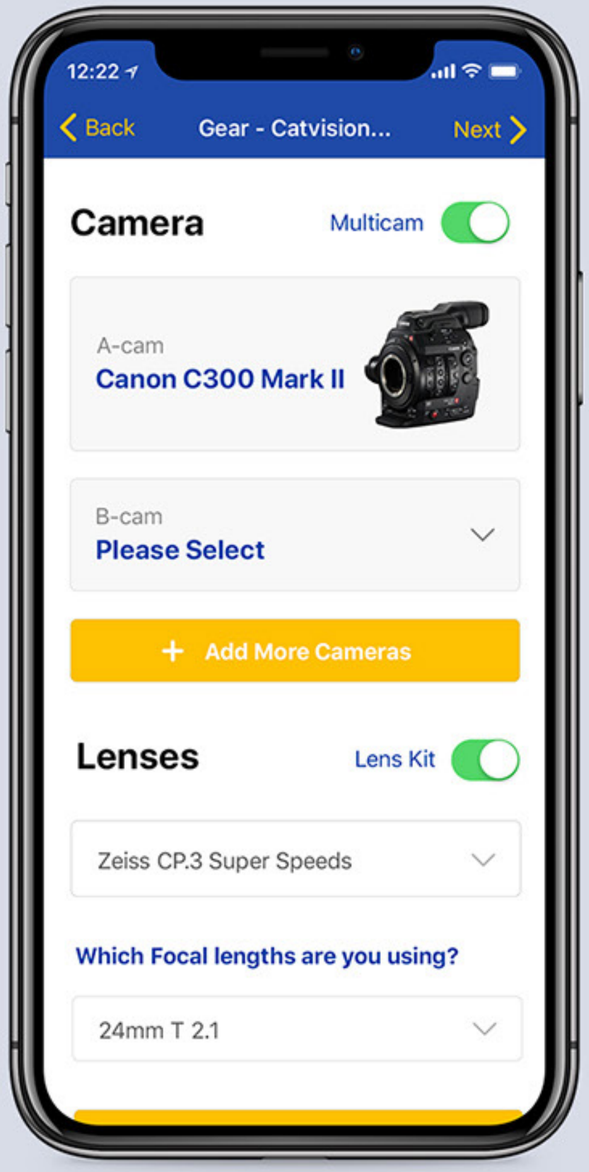
Start Screen



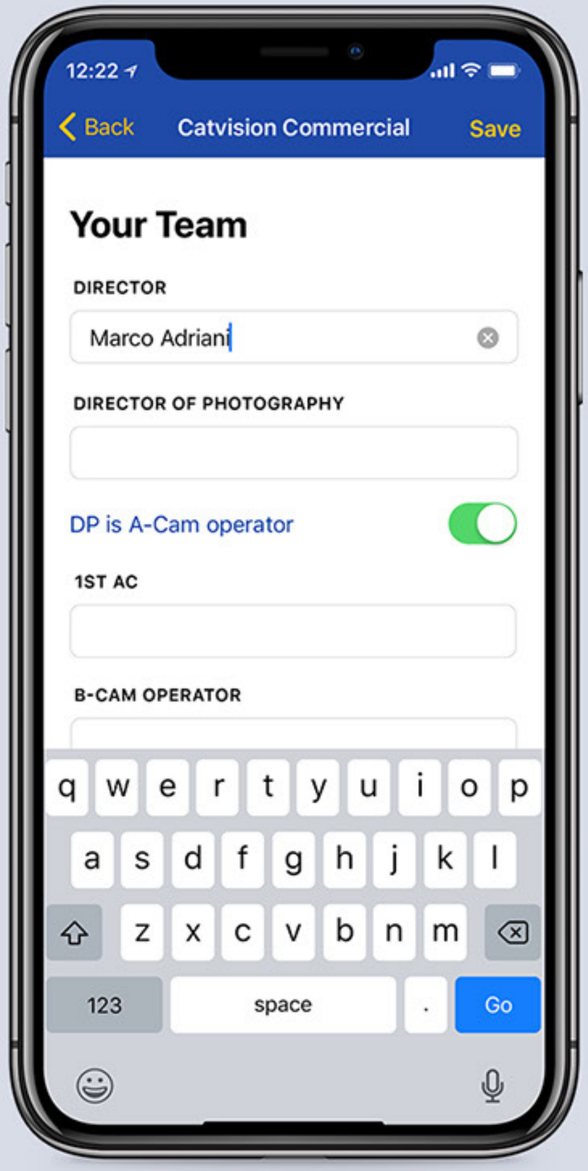
My Projects



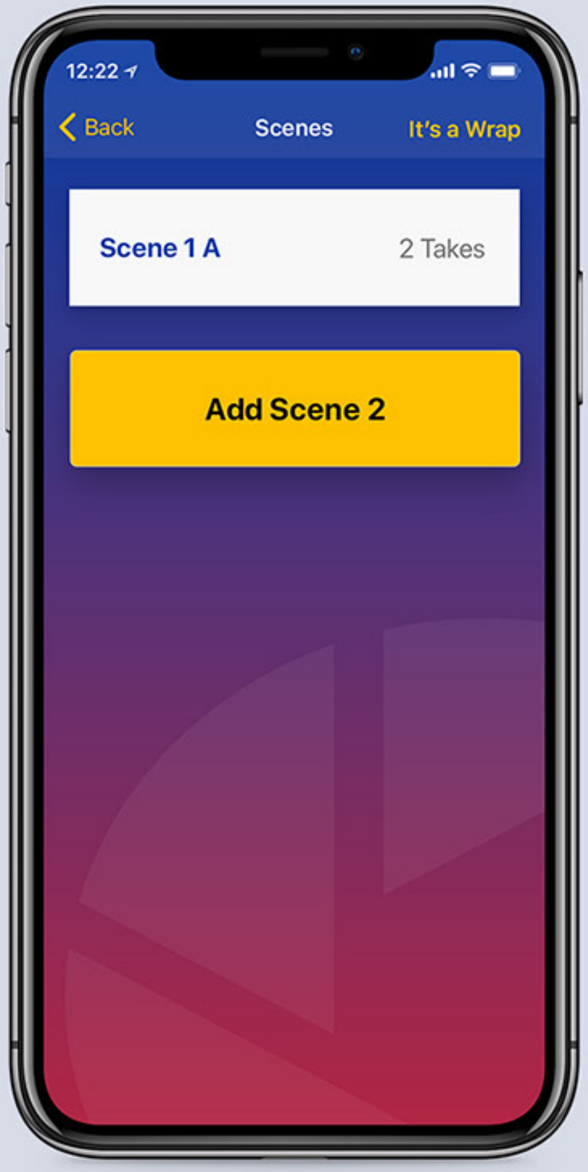
New Project



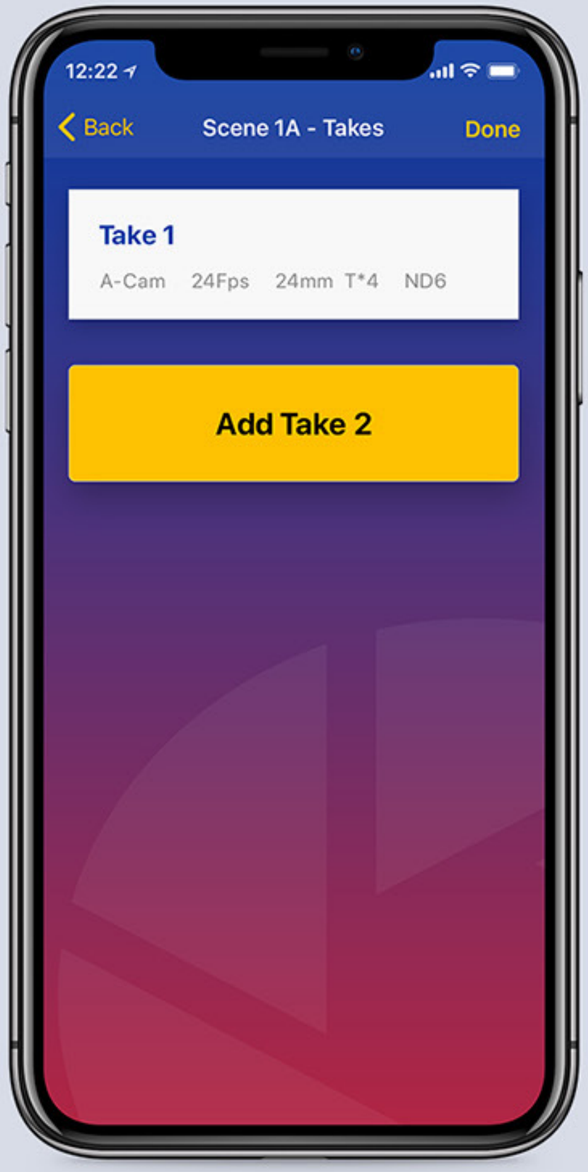
Choosing the Gear for the Shoot



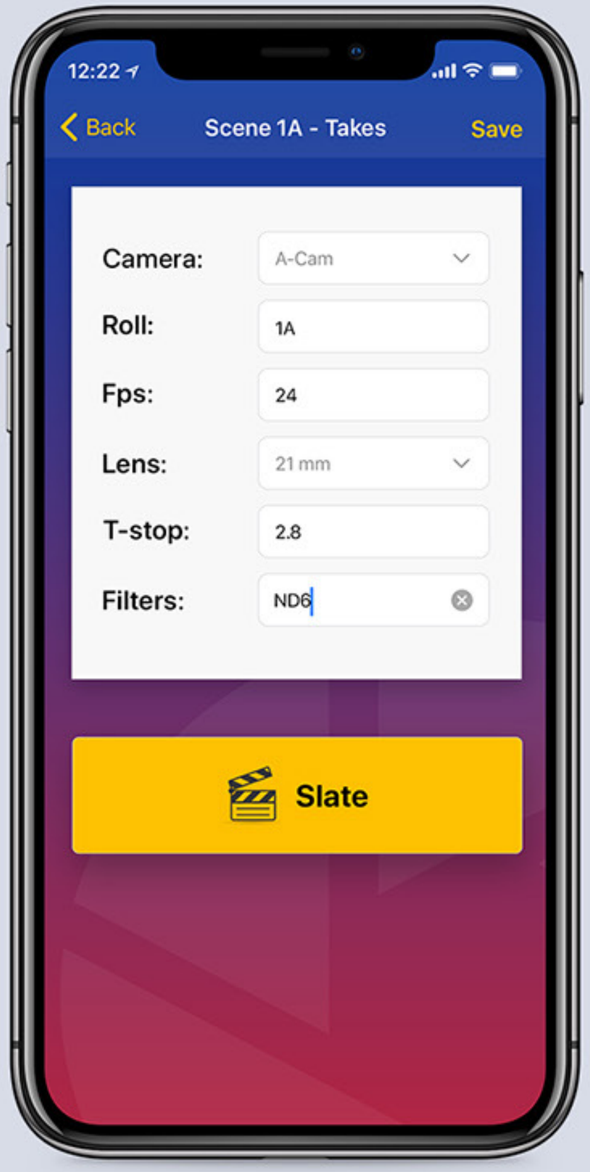
Defining the main team



Project Scenes



Take Manager



Take Editor



Production Slate

Thank You

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