

Jon Gamél

UI / UX Designer

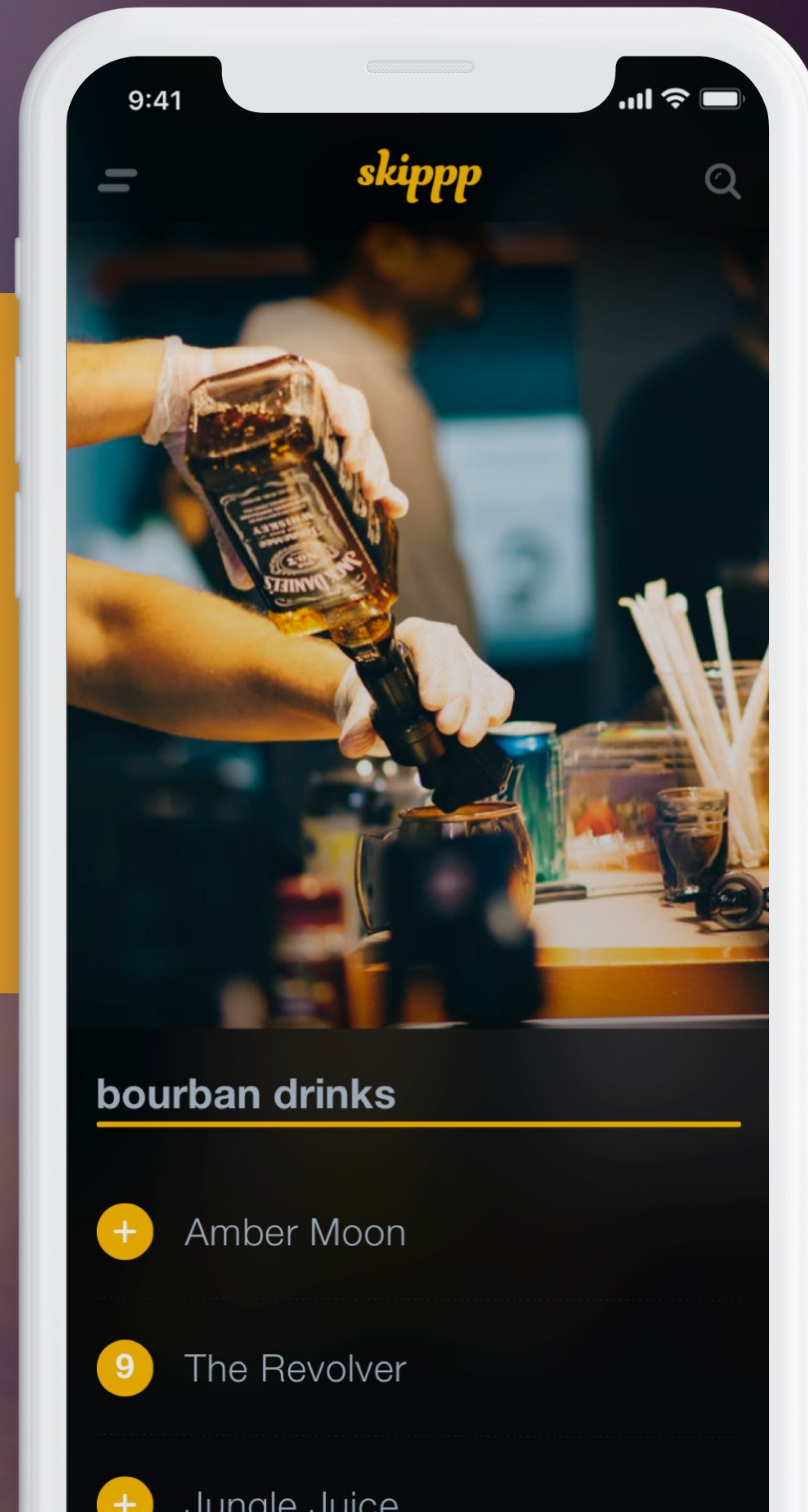
jongamel.com

skipp

The night is busy, and a patron at local bar attempts to order a cocktail. They realize that there is a line. Once at the front, the bartender holds their card at the risk of forgetting it at the end of the night. When the drink transaction is complete, they leave their card and return to socialize with friends. In total, this takes about 20 minutes.

In a world filled with crowded bars, it can be problematic to socialize with friends while obtaining drinks. This app attempts to solve this underlying problem.

URL: jongamel.com/skippp



Scope

Create a mobile app that allows bar patrons to order drinks without having to wait in line. Allow the business establishment to have much better oversight performance.

Contributions

I created the original concept, project planning, research, UI, UX, User Task Flow Analysis, Wireframes, Low and High Fidelity Proto-typing, and final design work.

Rational

The goal is to create an app to help the user continue having a good time with friends without waiting in a line for a drink. Besides, the convenience of using the app is also great for business.



Task

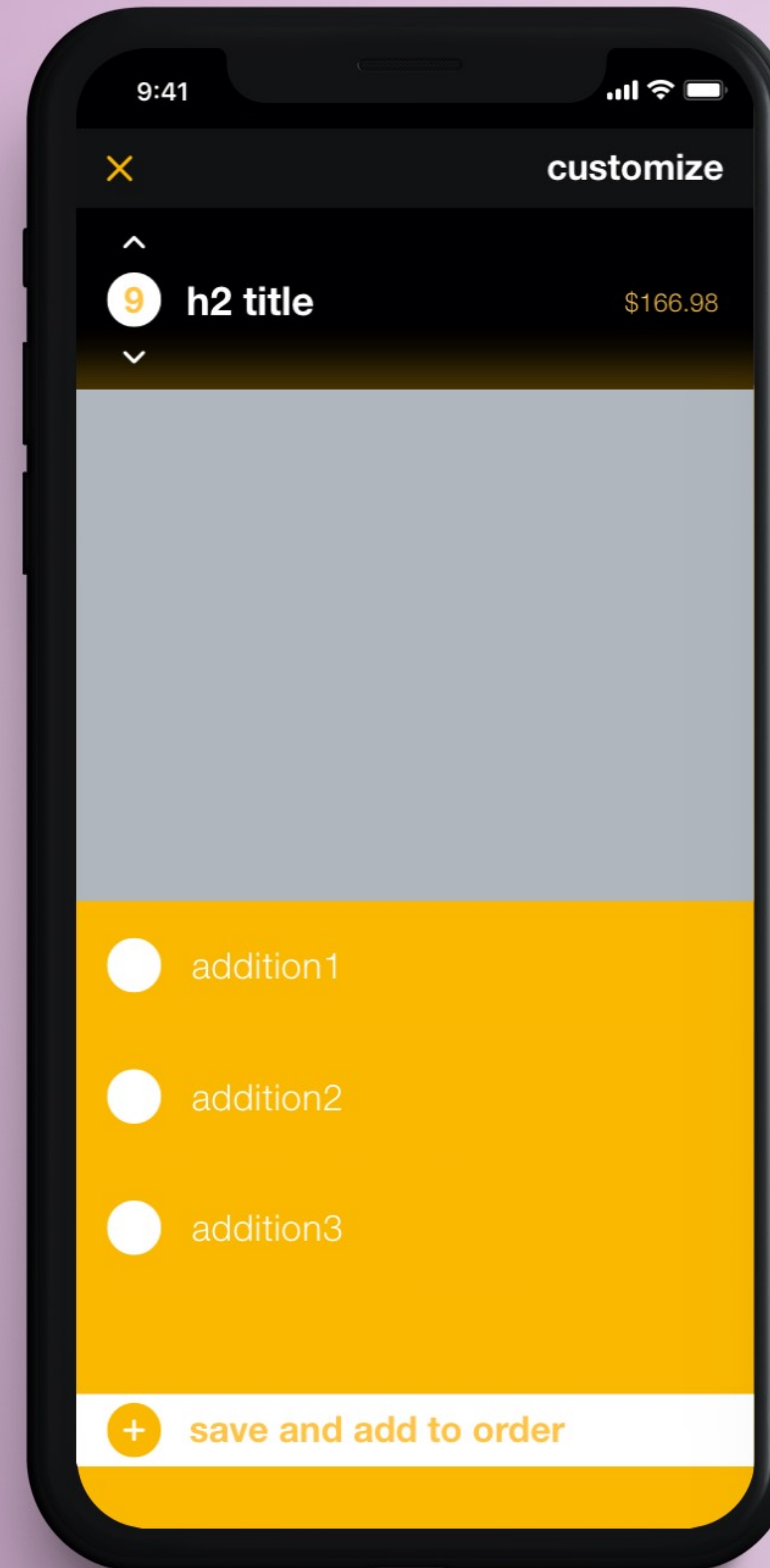
The goal is to create an app to help the user continue having a good time with their friends. In today's bars, various forms of payment are accepted including credit cards and Apple pay. Current systems, however, are not set up to handle mobile ordering.

Action

Live research into the bar set up is then conducted. The user journey is scrutinized. Wireframes are then created. Due to the complexity of ordering in this environment, colors, screen brightness, and font size are then considered. Prototypes and further research conducted.

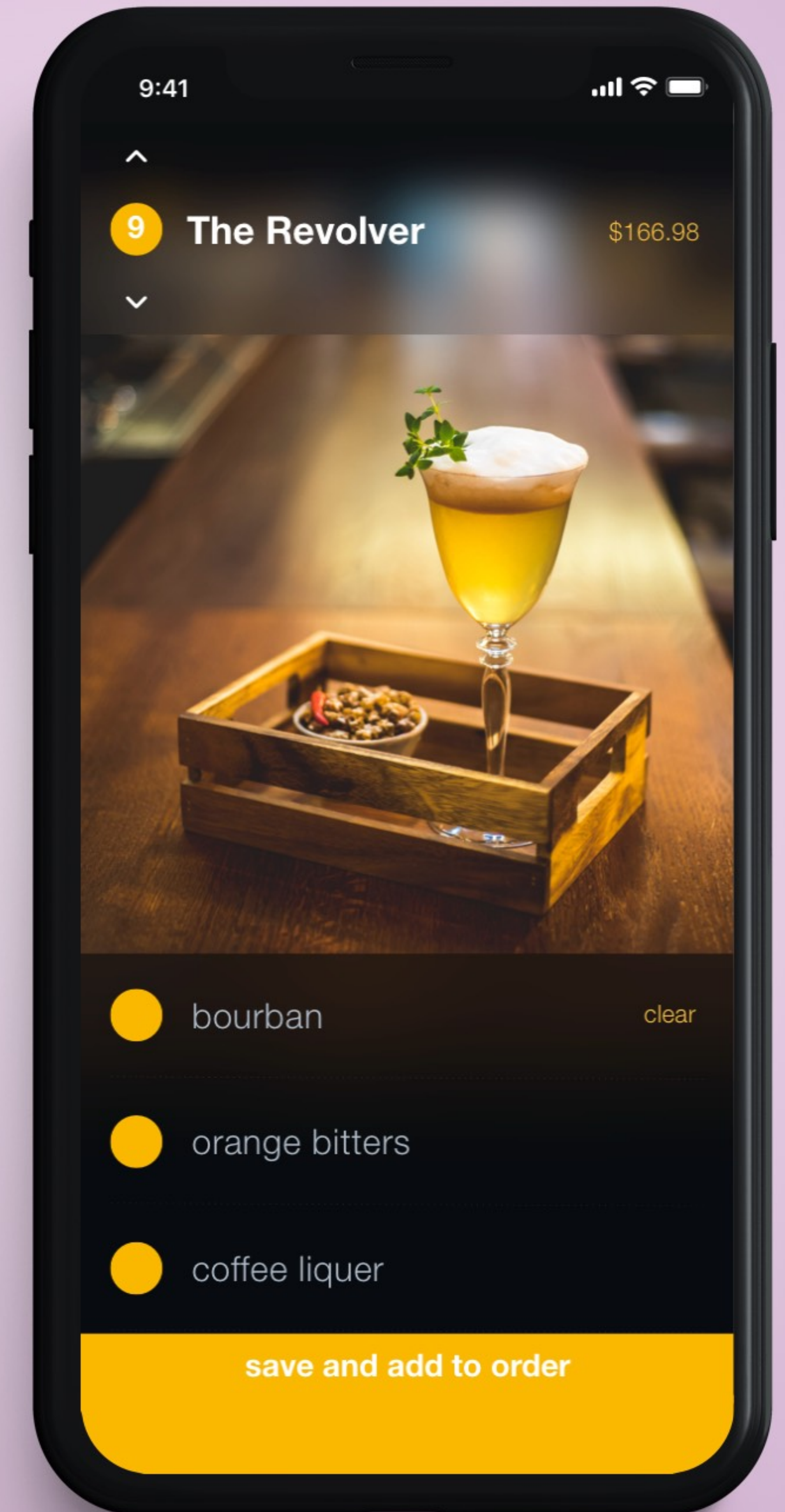
Results

Since this is a work in progress, the effects have not been adequately quantified. An educated assumption is that users are already broadly educated on ordering food, coffee and even scooters all from their mobile application. An application designed to make life more comfortable inside a crowded drink environment would not be a far leap.



Wireframe

Wireframe for adding additions to the drink order



Final Design

Final High Fidelity design for adding additions to the drink order

Page Engagement

Holonis is an e-commerce startup with an emphasis on social media. Inside of every user profile is a page section that allows them to aggregate their information to tell a story. After user research, it became apparent that the pages were not encouraging users to be actively engaged. A new experience needed to be created to help page views increase. This project helps the user is easily able to create mini-galleries, multiple screens of content, brand themselves by great imagery, and create advertising.

Scope

Create an experience that takes into a diverse user base of different ages, and social background. The interaction that guides a user to different content screens within an authors profile. Further page engagement increases more views, ad revenue, and content consumption.

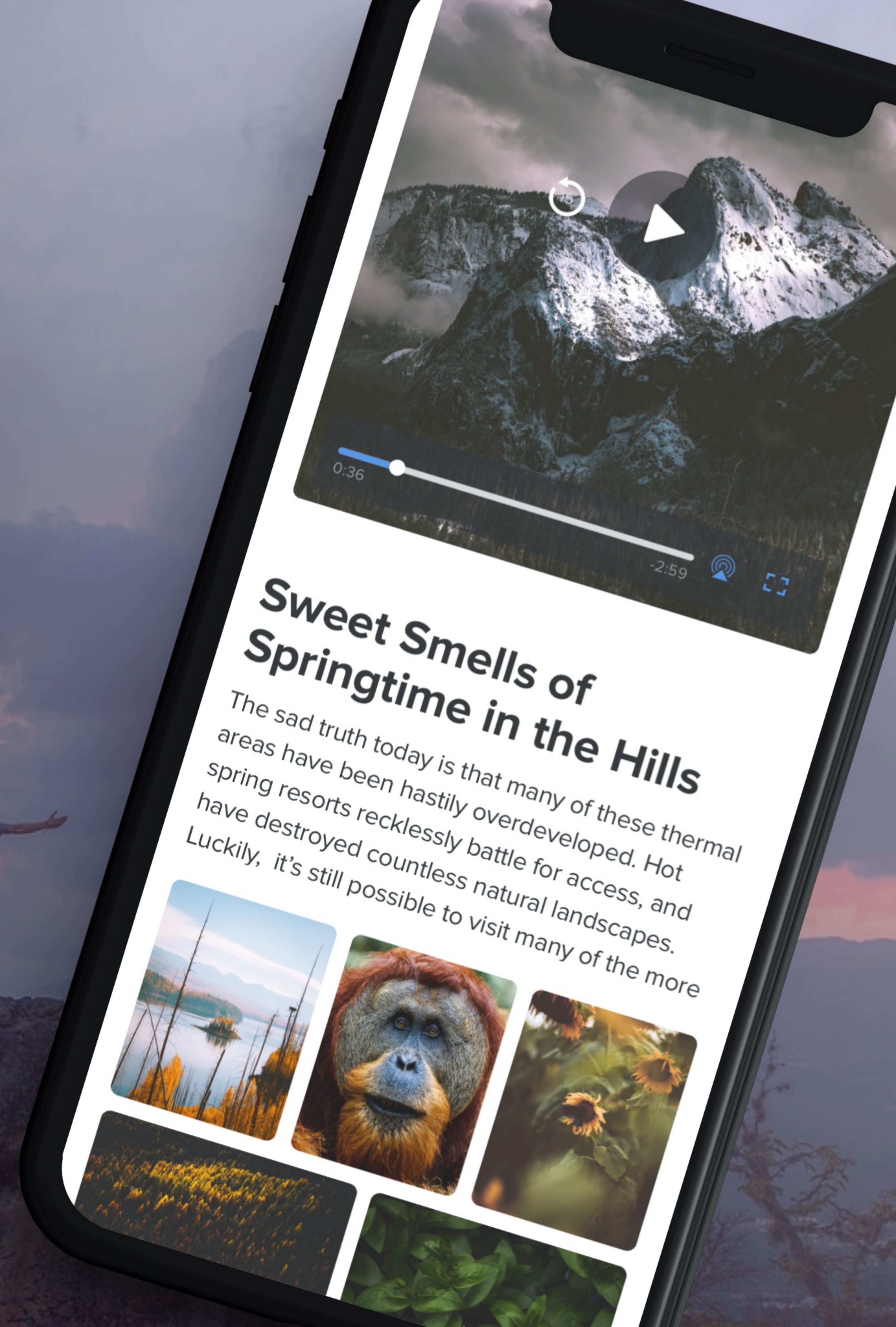
Contributions

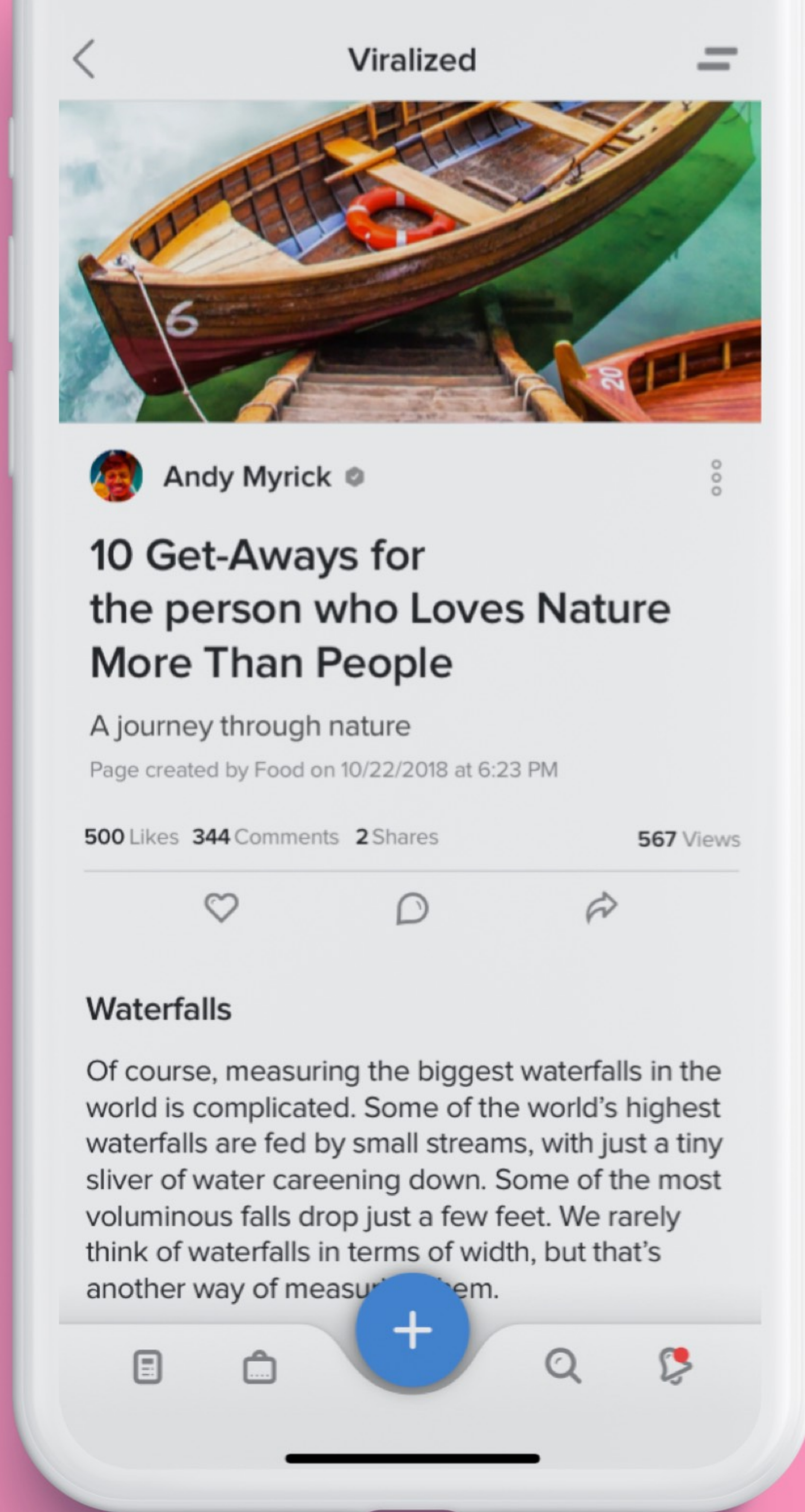
User Flow Task Analysis was created to determine what pieces of content users are interested in writing for their page. Wireframes were created along with low fidelity prototypes to understand the user journey. Finally, a final prototype was constructed to determine usability.

Rational

User engagement across the Holonis "page" is weak. It is due to a lack of clear paths for users to enter additional pages they are interested in. Infinite scrolling along, galleries, and creative placement help with this problem. An improved layout helps increase the perception of quality.

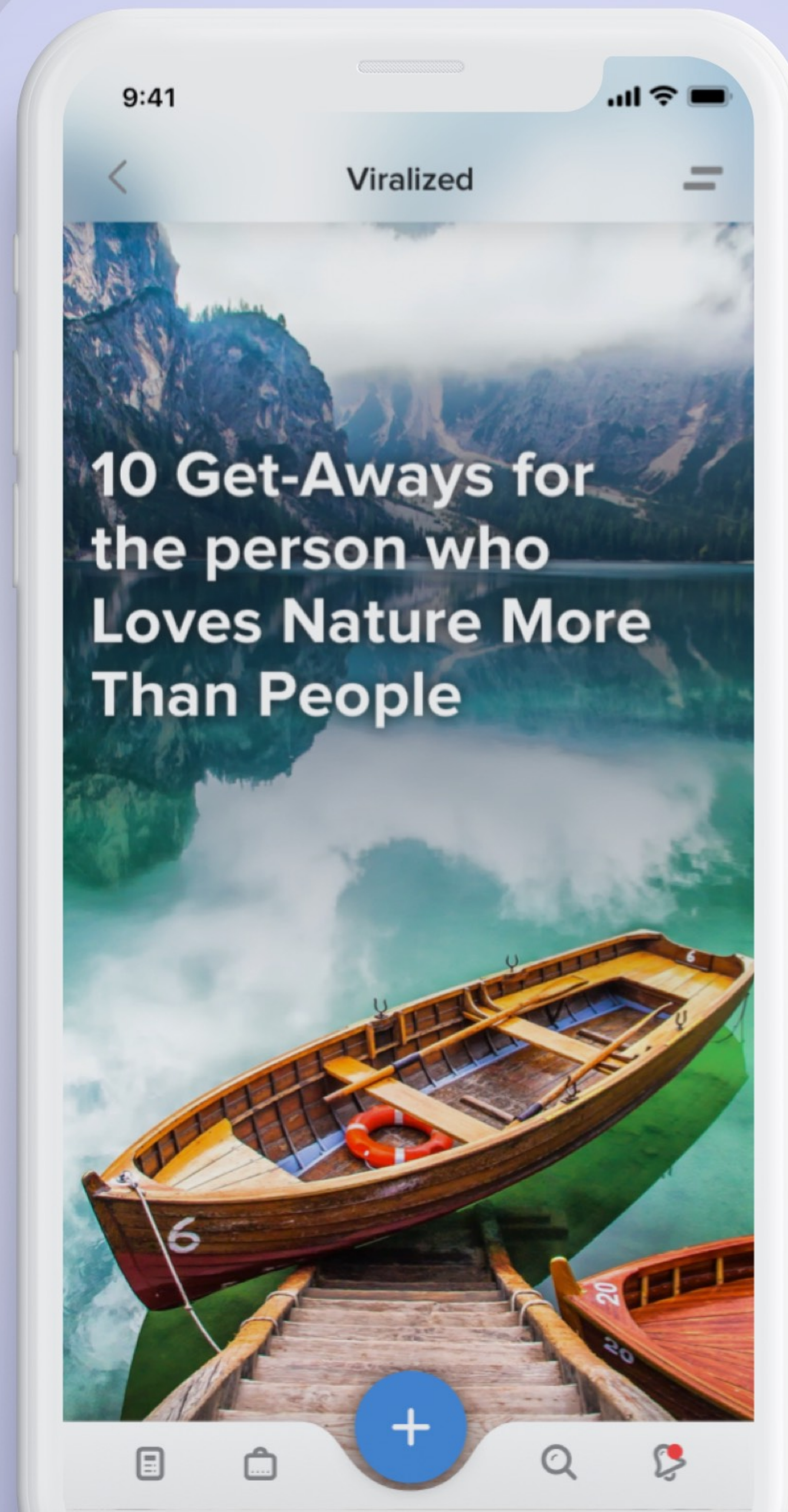
URL: jongamel.com/page-engagement





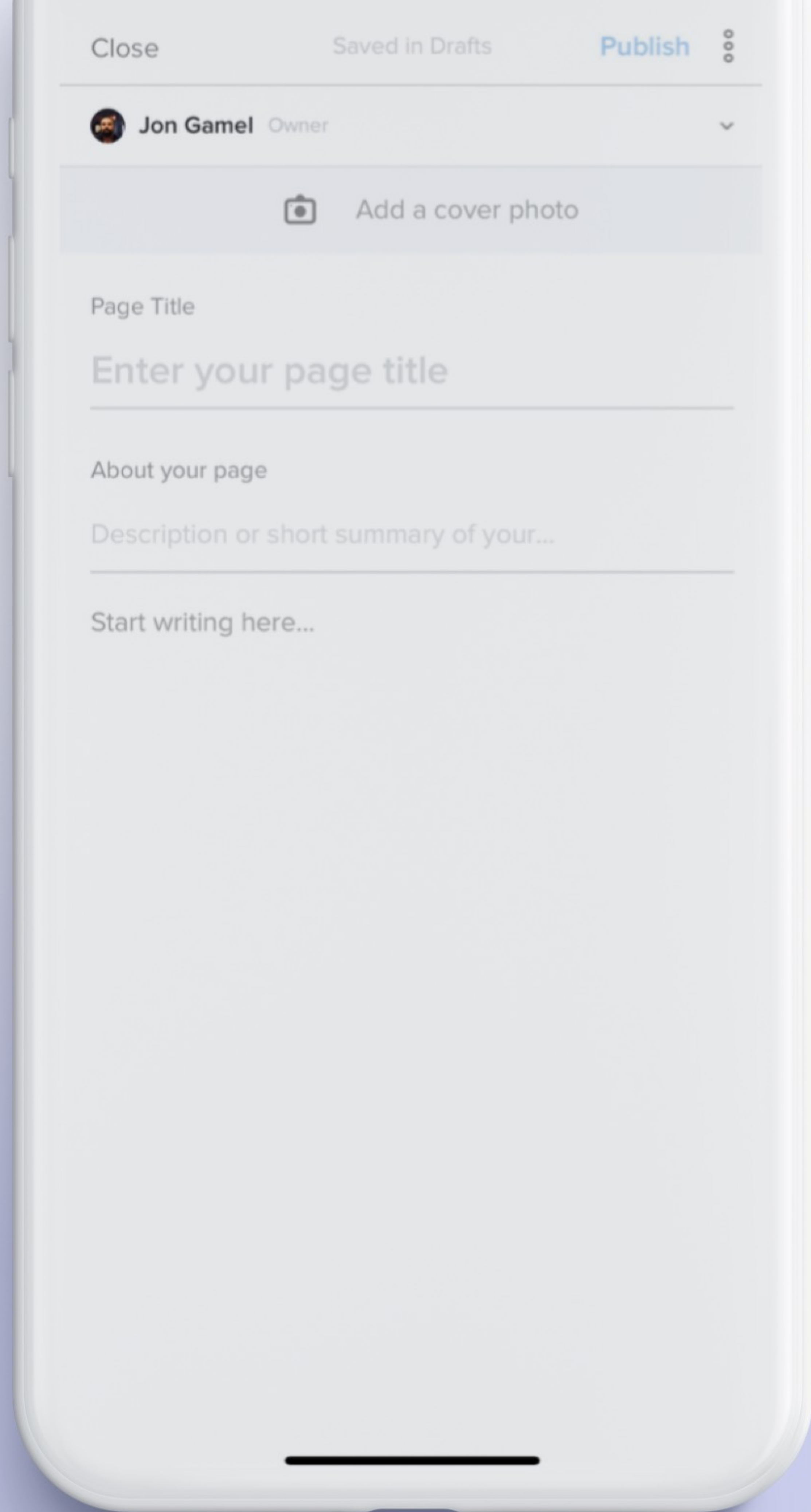
Before

Diagram 1: Pages on Holonis appear cluttered, with no apparent hierarchy. Data shows users are not engaged.



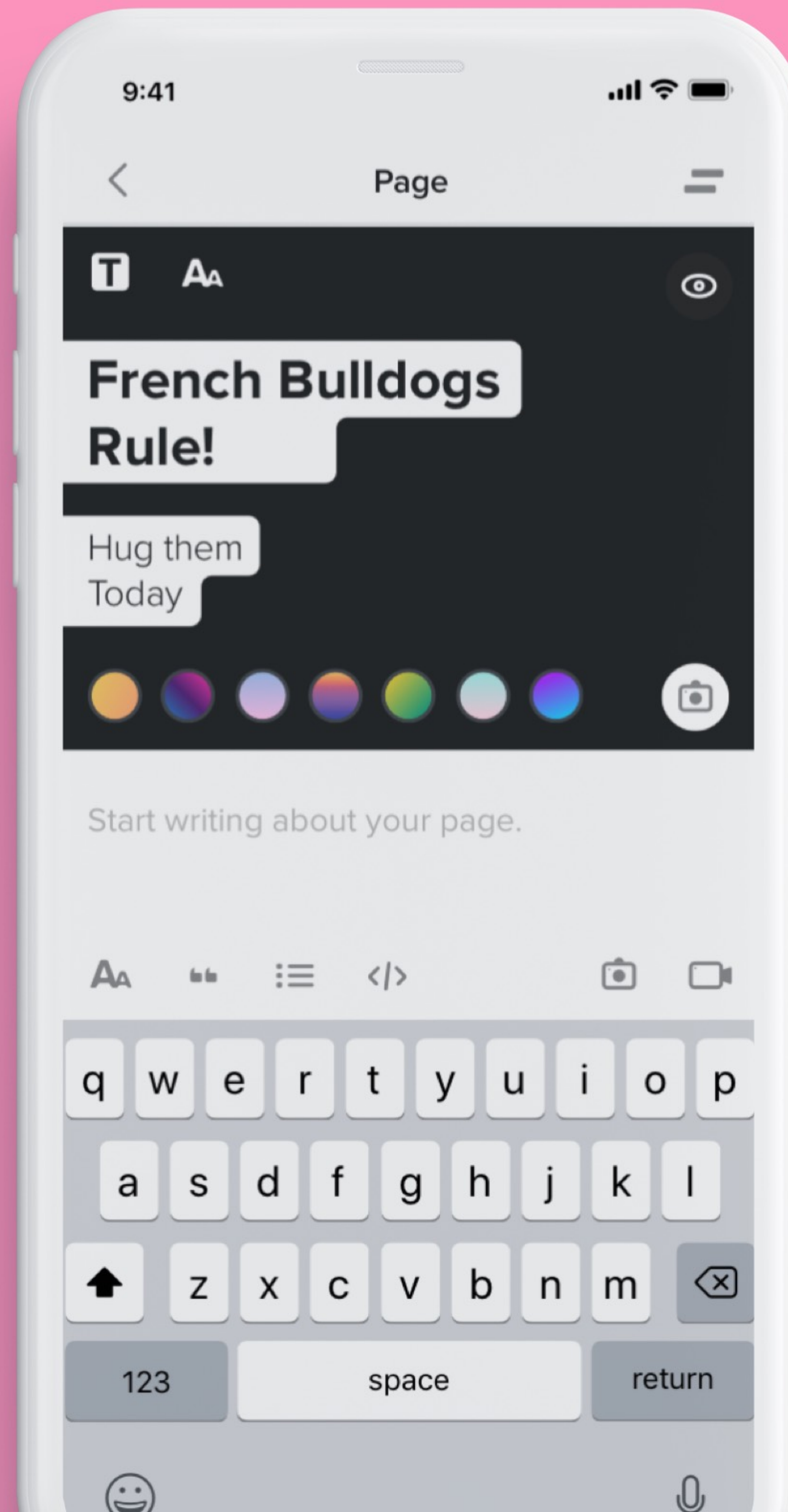
After

Diagram 2: Pages are now much more immersive, with large images, customized headlines, and an improved layout.



Before

Diagram 1: Current experience for content creation. Like the content itself, it fails to engage users into creating quality content for the platform.



After

Diagram 2: Proposed experience for content creation. Allows the user greater customization of images, colors, and headlines

Mountain Jam

Townsquare is one of the leading producers of live events in the United States with approximately 200 events across the country each year attracting over 1 million total attendees. Mountain Jam is one such event. This application was created to increase ticket sales, event recognition, and help users on-site.

Scope

Create a more immersive experience for the Mountain Jam festival visitor. Create Interaction that guides a user to different content locations within a music festival. Finally, this should result in user engagement in the festival to help create more business, ad revenue, and content consumption.

Contributions

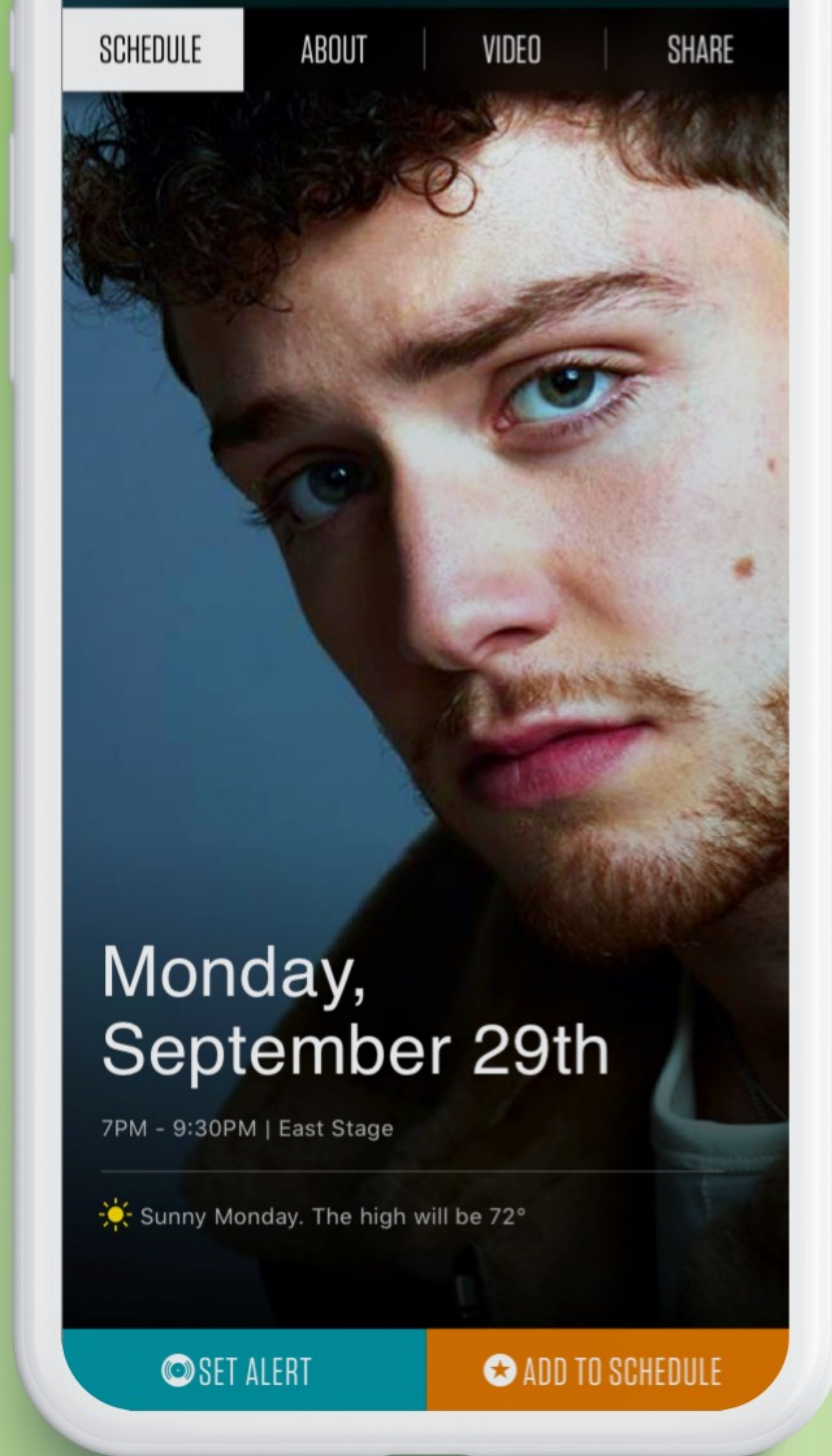
A User Flow Task Analysis was created to determine what content the user needs. Wireframes were created along with low fidelity prototypes to understand the user journey. Finally, a final prototype is constructed. User testing within a festival setting is also conducted.

Rationale

Townsquare Media needed an app for users that would work for any of their 200 events. Mountain Jam was the first application that the media organization launched for this purpose. The basic structure of this app now serves as a model for other Townsquare music festivals.

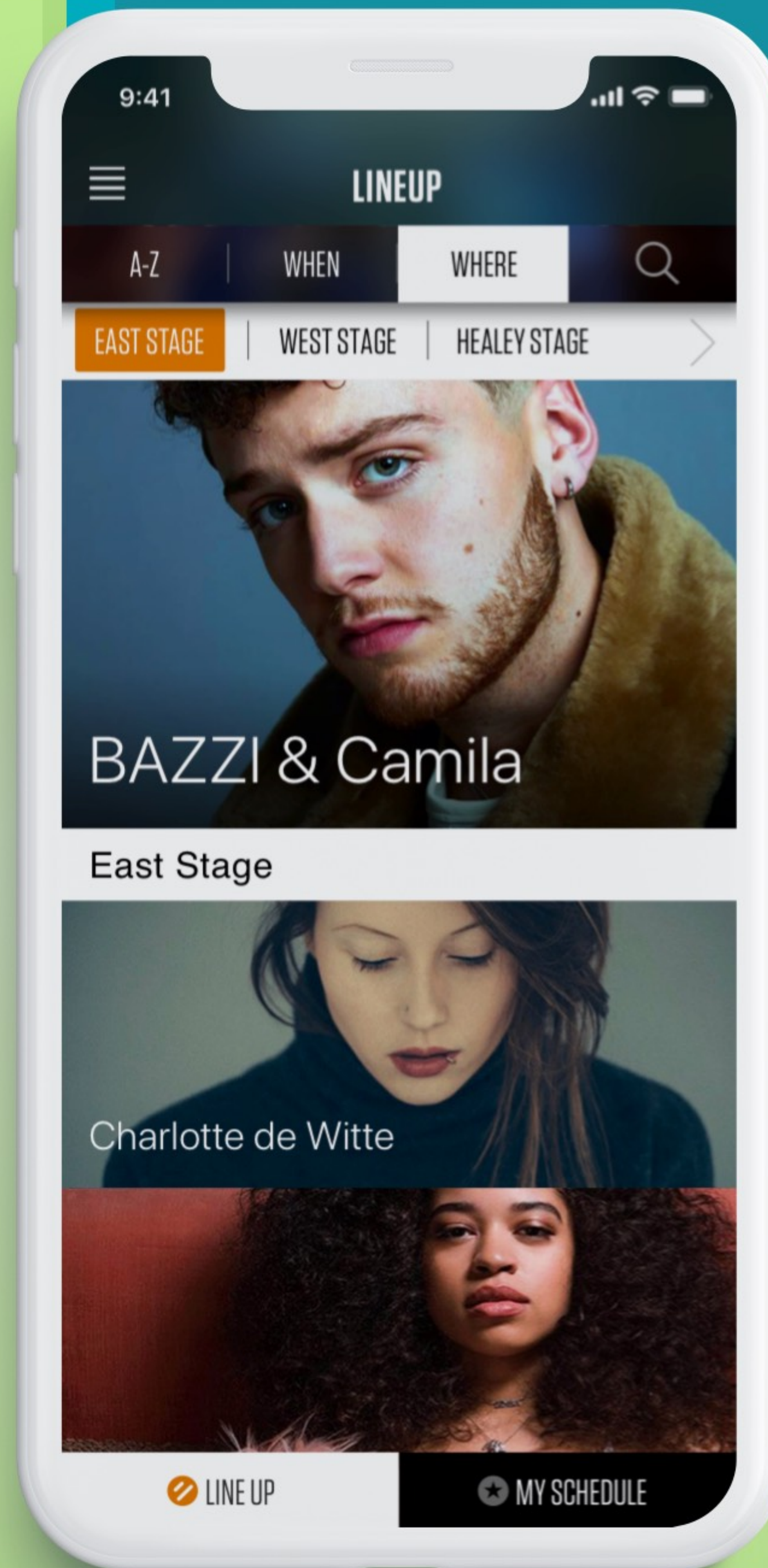
URL: jongamel.com/mountainjam





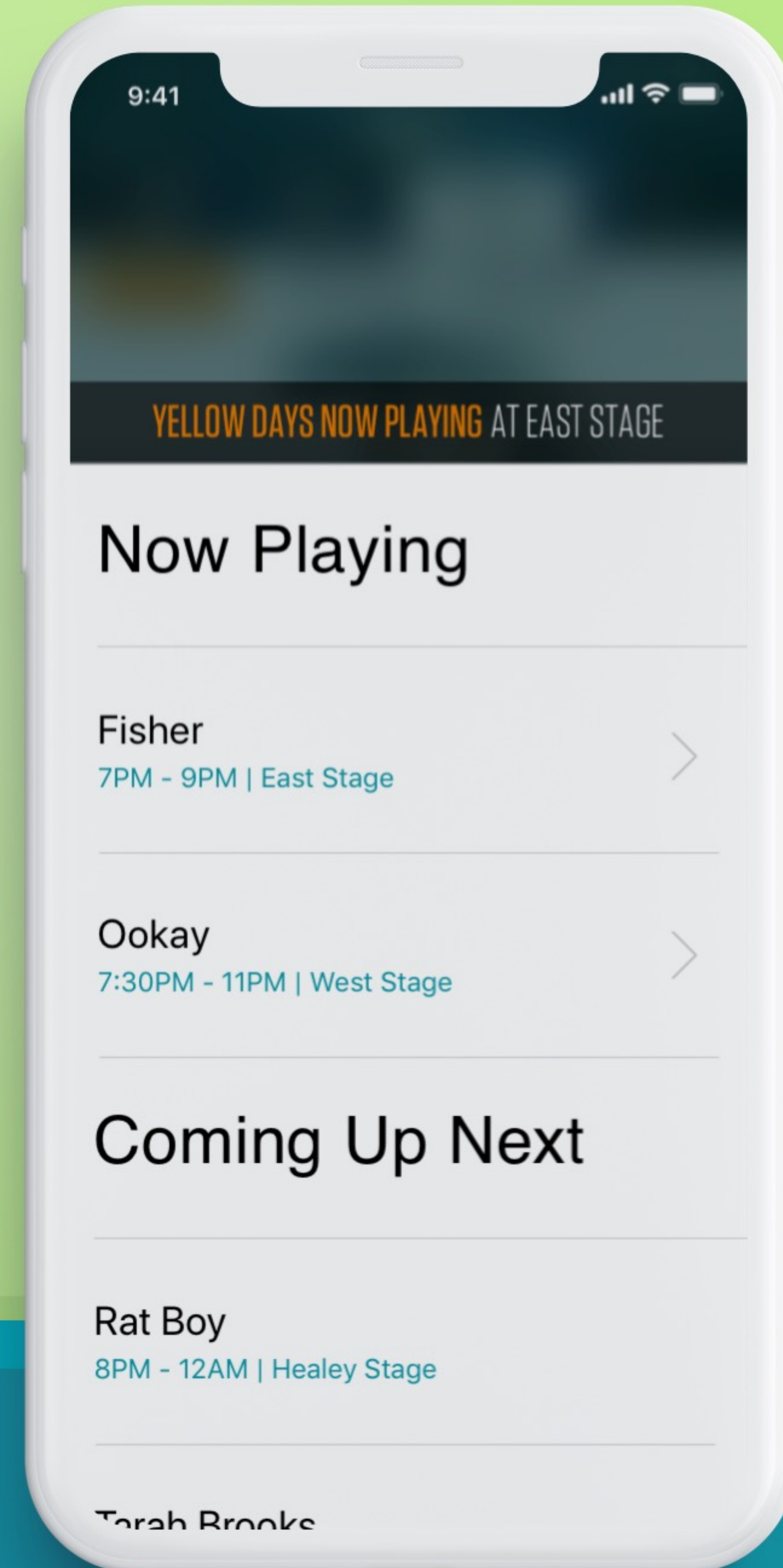
Artist Space

Every artist has space within the application. The purpose is to allow users to view their information, videos, and social media.



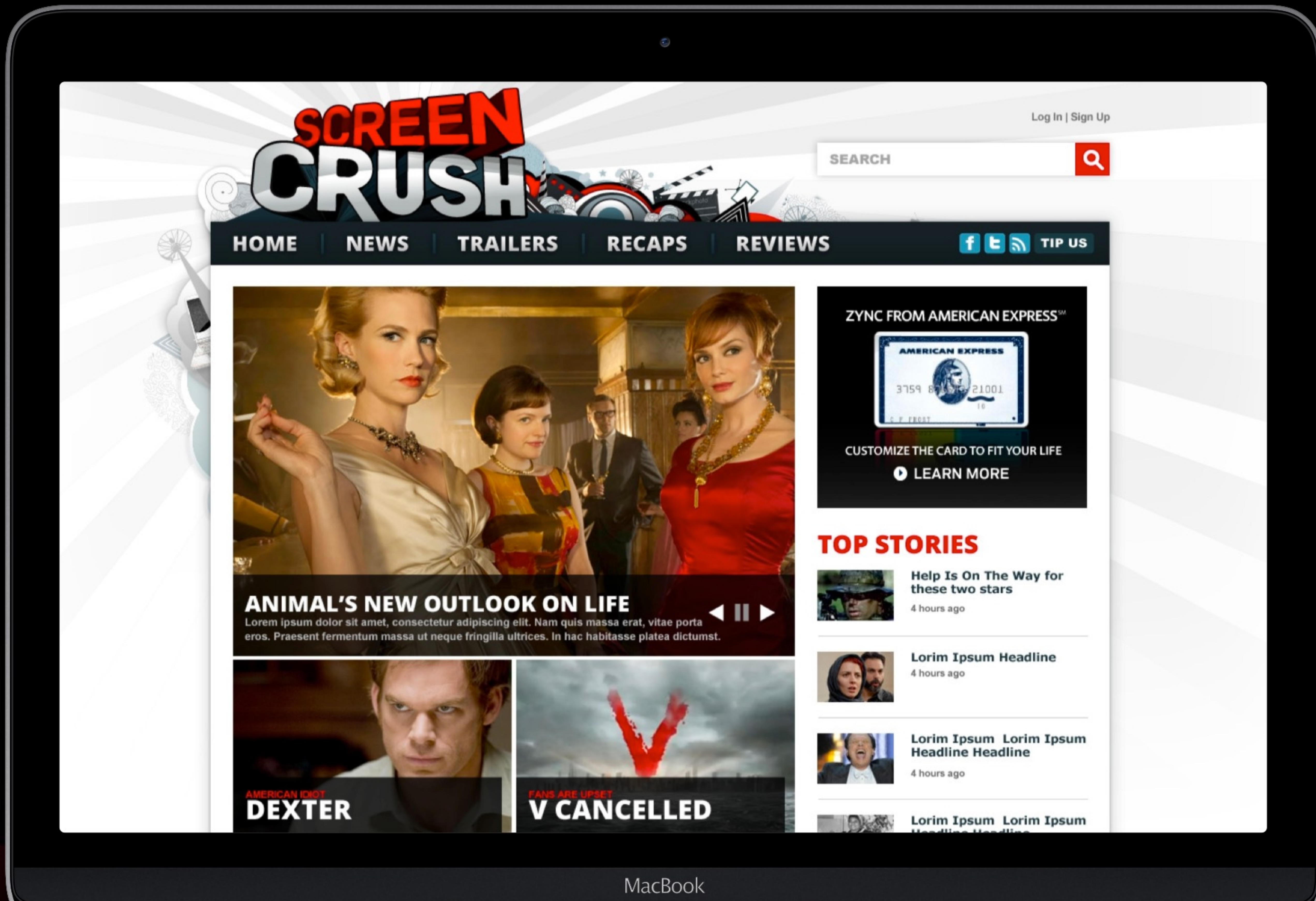
Artist Lineup

This screen shows the entire artist lineup for the festival and where they are performing.



Current Performances

This screen shows current performances at the festival at any given time. This includes festival maps with directions.



Screen Crush

ScreenCrush is an entertainment platform run by Townsquare Media. Its premium and entertainment website properties is a dynamic group of influential publishers who motivate audiences through original content, editorial experiences, and social conversations. Its content utilizes syndicated content from over 400 local radio markets around the United States.

Scope

Since Townsquare media has volumes of syndicated movie content, they wanted to create a network of material organized by topic. A new platform that worked on both mobile web and desktop needed to be designed, tested and built. This is how ScreenCrush was born.

Contributions

I began by developing a primary interaction flow, researching user needs, creating a logo, and developing wireframes. A/B testing helped to determine the final UI. Once finalized; I worked with the business and development team to launch the final design.

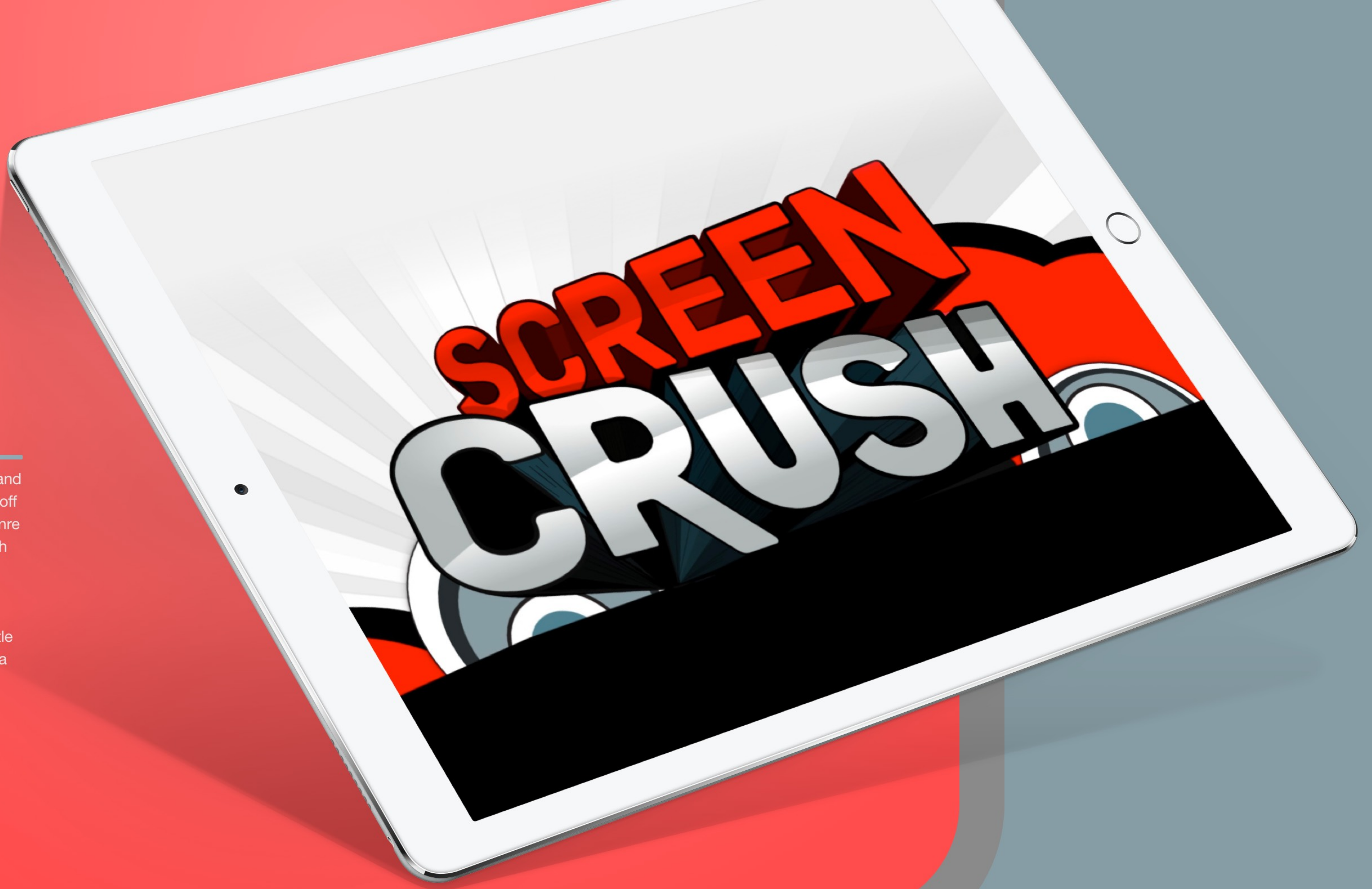
Rationale

Due to the highly visual nature of the content, visuals lead. These impactful visuals along with movie trailers were refined to create a more immersive experience. Since reds have an association with the movie-going experience (e.g., theaters, the red carpet), bright reds and subtle grays were used in the brand and on the site. The result was the completion of a platform rich, high-quality content.

URL: jongamel.com/screencrush

Logo

The Screencrush brand was created to play off an entertainment genre often associated with Hollywood, the red carpet, action, and excitement. As a result, reds and subtle grays are used with a larger than life logo.



Funko

Funko is one of the leading creators and innovators of licensed pop culture products to a diverse range of consumers. Funko designs, sources and distributes highly collectible products across multiple categories including vinyl figures, action toys, plush, apparel, housewares, and accessories.

Scope

Funko needed some new prototypes to help them visualize how to organize their platform. Before coming to me, research had shown that their online presence was not living up to the standards set by their products.

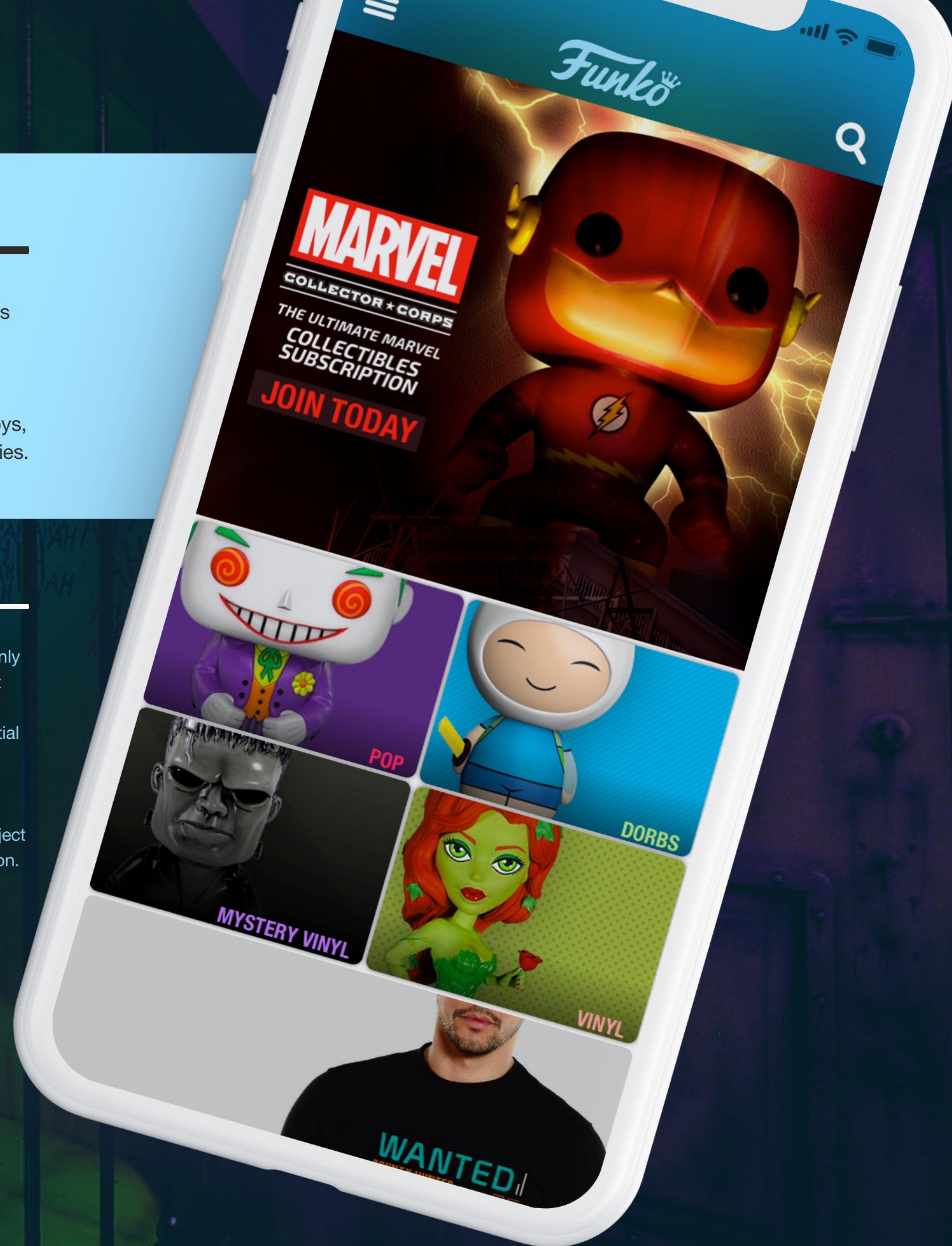
Rational

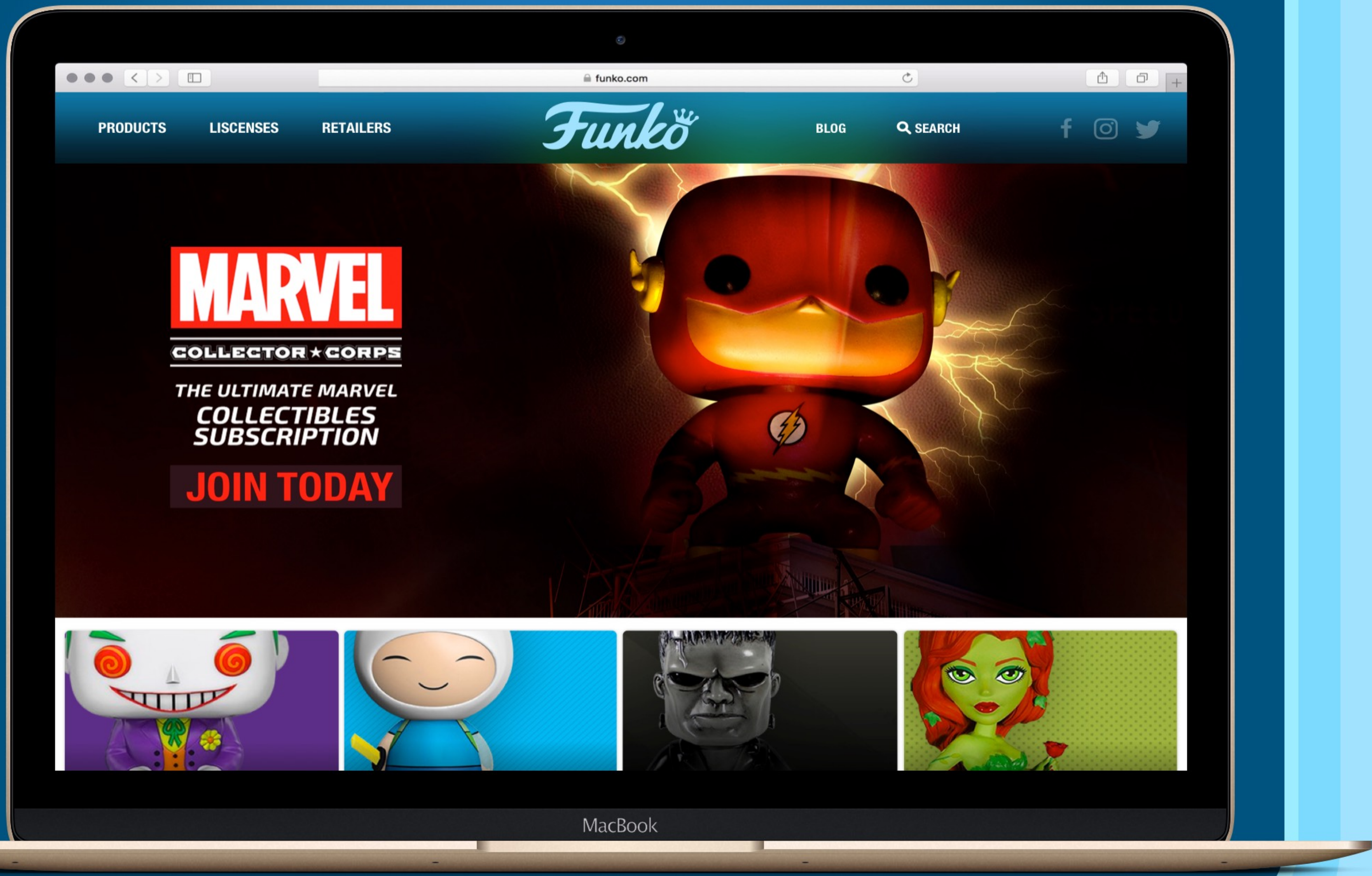
Funko is a toy company that not only attracts children but adults as well, therefore it is essential that the platform is highly visual while playing to both audiences. This project is about that direction.

Contributions

I was involved in all aspects of the UI, art direction and design. High fidelity prototypes were created to showcase how Funko can improve conversion and allow users to purchase more products.

URL: jongamel.com/funko



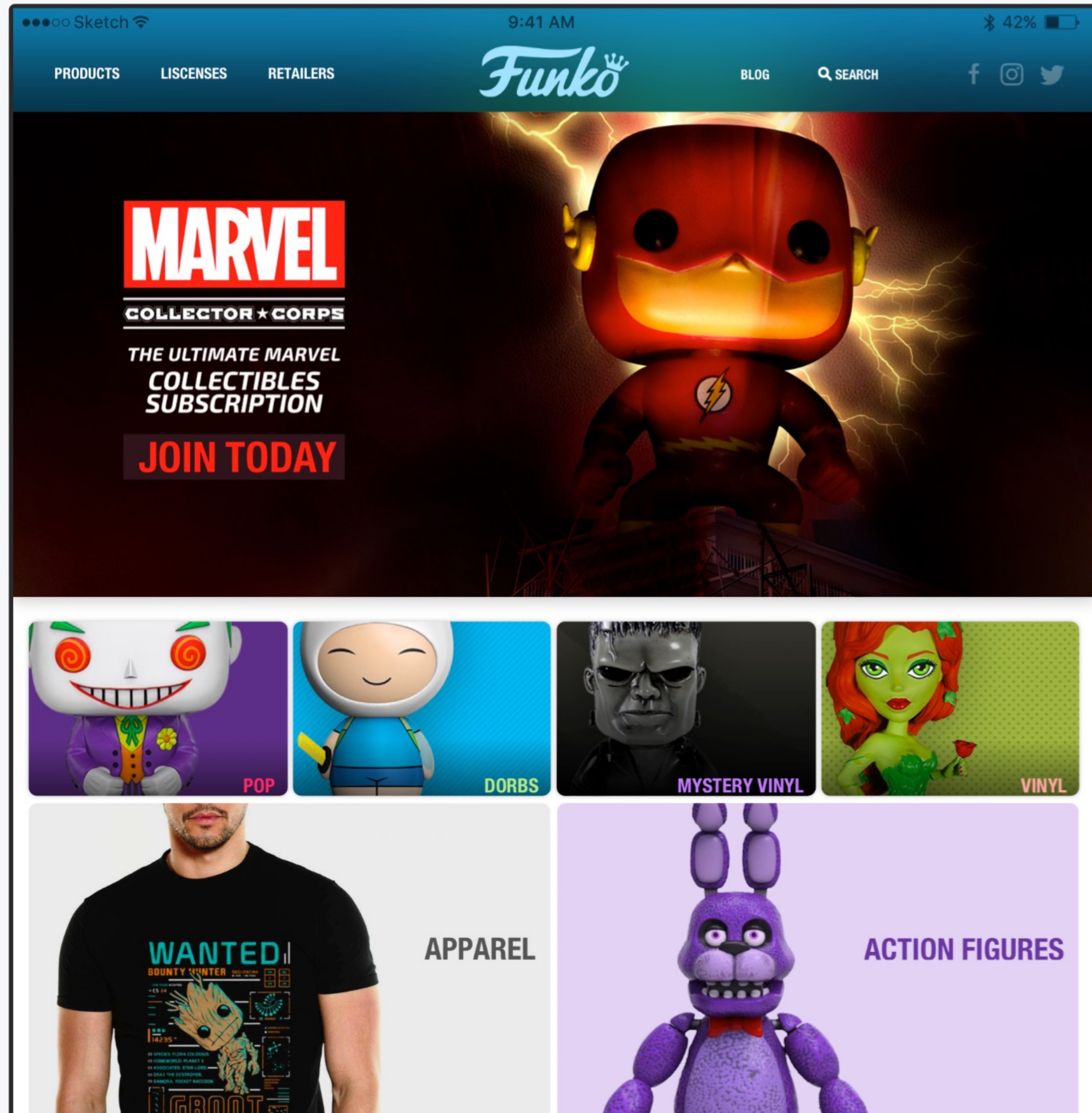


Desktop

Front facing view for the desktop experience. Large imagery is in used to induce a highly visual experience

Tablet

Front facing view for the tablet experience. It is designed to be a narrowed down responsive experience from the desktop view.





America On Tap

America On Tap serves up hundreds of craft beers in sampling glasses around the country. The beer festivals are fully integrated with the app allowing users to get alerts, full brewery and beer lists, updates and special offers leading up to the event. This project is executed with these goals in mind.

URL: jongamel.com/aot

Scope

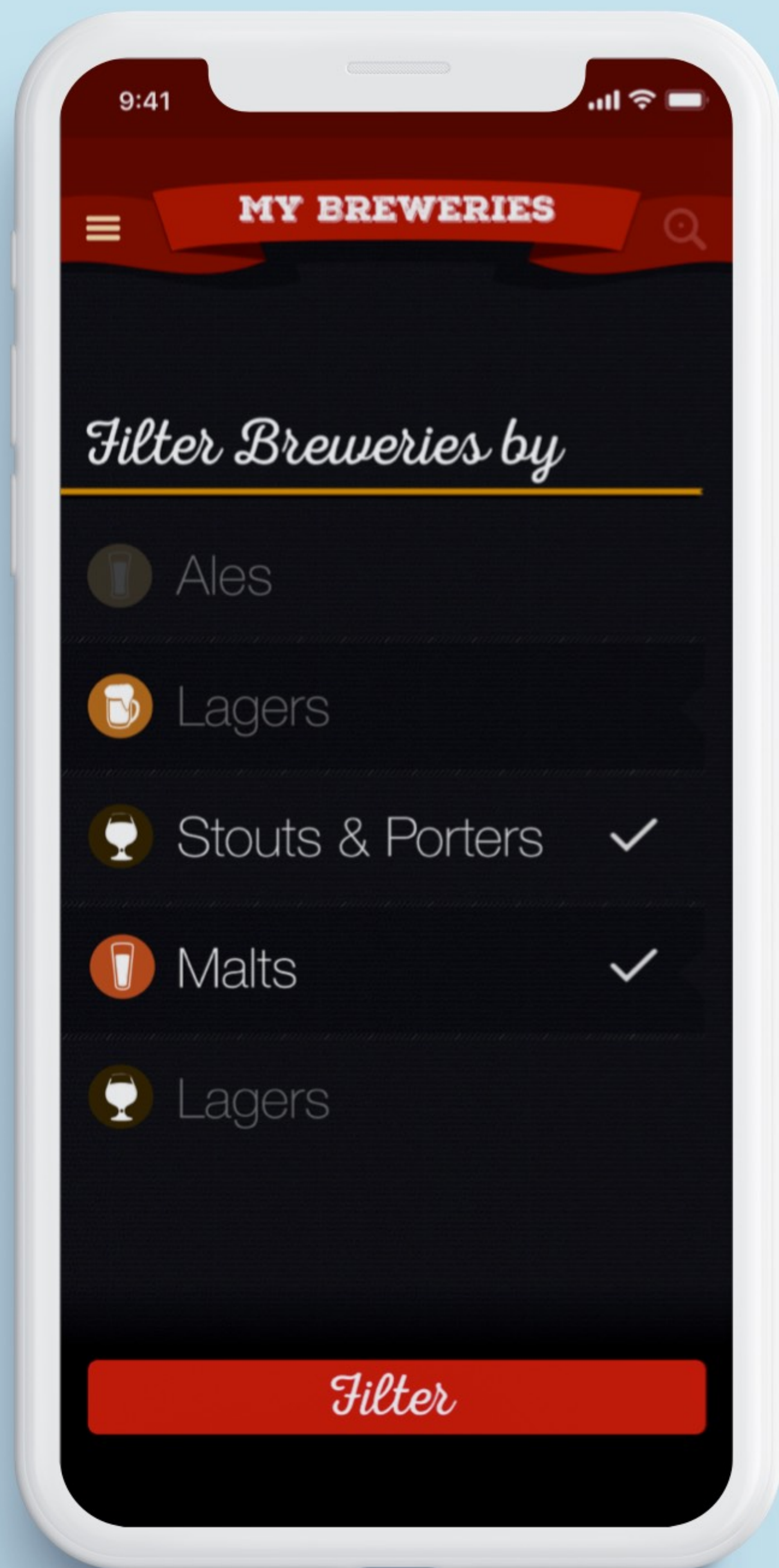
As a company, America On Tap needed a full brewery and beer list, updates and special offers leading up to the event. The users needed to stay actively engaged to increase festival attendance.

Contributions

Created an app that would guide the beer connoisseur around the event. User research, personal creation, wireframes, and the final design was conducted. High-fidelity prototypes were then created based on existing brand imagery.

Rational

The beer festivals are fully integrated with the app allowing users to get alerts, full brewery and beer lists, updates and special offers leading up to the event. As a result, ticket sales have gone up, and users can find their favorite beers.



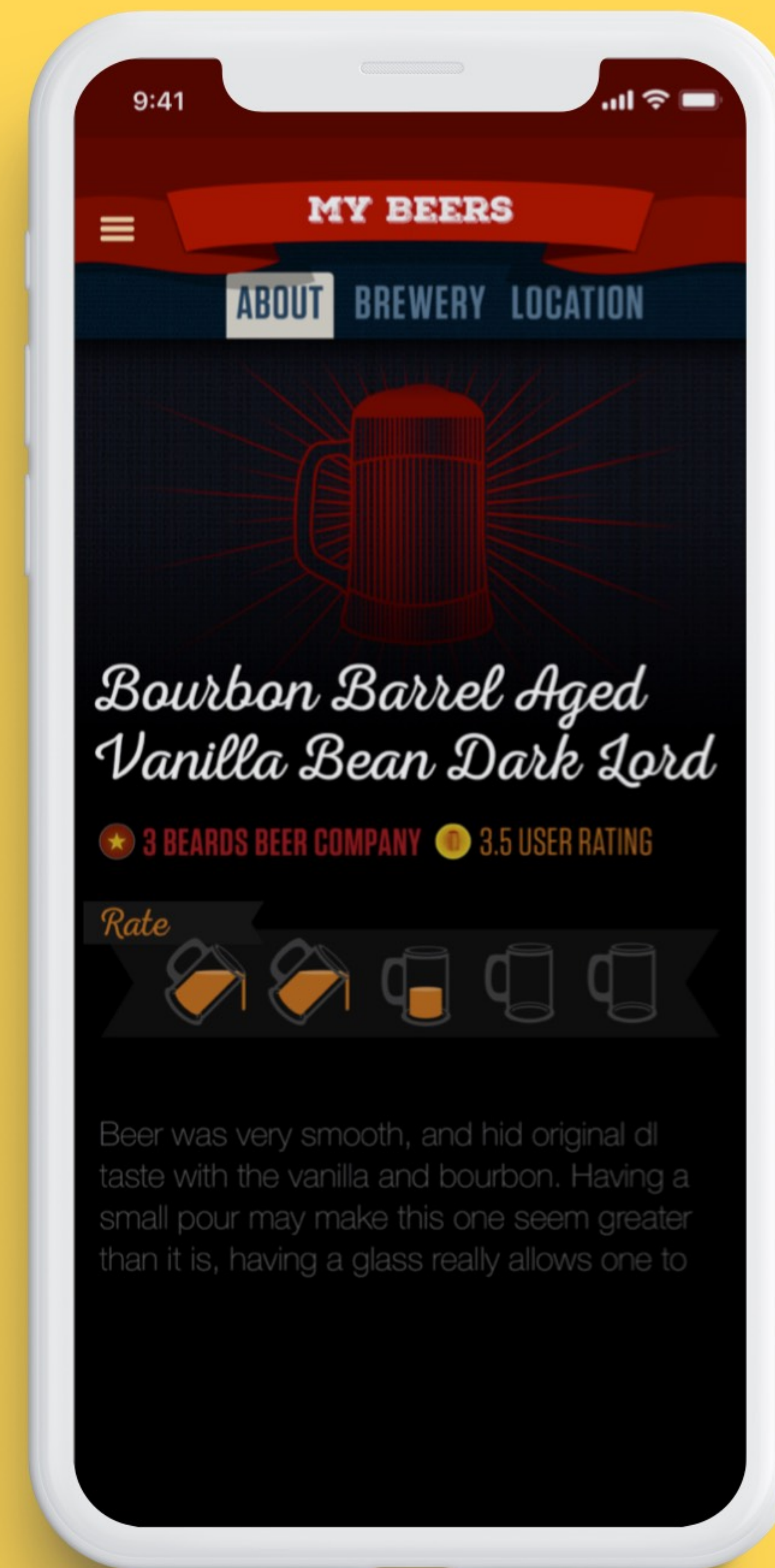
Filter Breweries

American On Tap allows the festival goer to filter breweries by the beer specialization.



Personalized Beer Recommendations

Every festival visitor has the chance to create a list of favorite beers. Inside of their personalized list, they can rate, leave feedback and look up the location of the brewery.



My Events

Since America On Tap has multiple locations across the country, users can create a running list of the festivals they would like to attend.

310.728.0143

jongame1.com