PORTFOLIO

Tom Abbot-Davies

UX

2022

Curriculum Vitae

Tom Abbot-Davies

About Me

Hi, I'm Tom! I studied Industrial Design at university but since starting my career I have changed my focus to UX & UI design. I have two years of industry experience and I'm keen to work on exciting projects, improve my skills and be part of a dynamic team.

Education

Loughborough University

BA in Industrial Design & Technology

I received a 2:1 for my undergraduate degree. The course was four years one of which was spent working in industry.

Stowe School

2009-2015

Experience

Cloudshelf (2022 - Present)

I am currently working for a startup called Cloudshelf, a platform that allows users to interact with digital displays in retail spaces. I'm responsible for the UX & UI of the display interfaces and the platform manager.

Leica Camera (1 Year)

I spent one year in Germany with Leica Camera. The first 6 months of which was spent working on product development (Both the UI & Industrial Design) and the second half of the year was spent with the web design team, supporting the website redesign.

Slim Design Amsterdam (6 Months)

I had the privilege of interning at Slim Design in Amsterdam. This was a fast-paced and energetic studio where I was involved in everything from product engineering to web development.

Jacob Jensen Design (6 Months)

My experience at Jacob Jensen was my first internship as a designer. It was a fantastic education in design from one of the world's oldest & most influential design studios.

Skills

- Figma
- Sketch
- Photoshop
- Illustrator
- Indesign
- HTML, CSS & Javascript
- Solidworks
- Keyshot

Contact Info

tom@abbotdavies.com

linkedin.com/in/tabbotdavies

Bē behance.net/TomAbbotDavies

07955893803

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Payment App

This was a self-initiated project that looked into making money transfers easier. The brief was to create a banking app that was focused on making payments and transfers as simple and intuitive as possible.

In addition to facilitating transfers, the app also places a large emphasis on helping the user manage their money. From breaking down their expenditure and setting spend limits, the app is designed to help users make the most of their money.

Wallet App


My Wallet
£4,751
Jake Myers
Personal Account
Hold to Pay
£14.23
Transfers
Step 1
Recipient
Recent
All Contacts
Transfers
Step 2
Amount
£28.00
Add Message
History
Spending
Transations
Weekly
Monthly
Yearly
Lisa Cafe
Online Shopping
Netflix Subscription
Gym Membership
Portobello Cinema
Electricity Bill
Forgot your passcode?
Remove Card
Billing Address
3429 Porter St NW,
Washington,
DC 200016
USA
Transfers
Quick Options
Create a Standing Order
International Payments
Send Again
Add Card
Enter details
Scan Card
Card Number
CVV
Expiry Date
Card Details
Personal Account
Name
Jake Myers
Expiry Date
30/11/2024
Billing Address

Wallet App

Typography

Aa

San Francisco

Text + Display

H1

San Francisco Display / Medium / 64px

The quick brown fox
jumps over the lazy dog

H2

San Francisco Display / Medium / 48px

The quick brown fox jumps over
the lazy dog

Body

San Francisco Text / Body / 36px

The quick brown fox jumps over the lazy dog

Body

San Francisco Text / Medium / 36px

The quick brown fox jumps over the lazy dog

Palette

#FFFFFF	#FBFBFB	#EAEAEA	#333333	#000000	#EBFF00
RGB(255,255,255)	RGB(251,251,251)	RGB(234,234,234)	RGB(51,51,51)	RGB(0,0,0)	RGB(235,255,0)

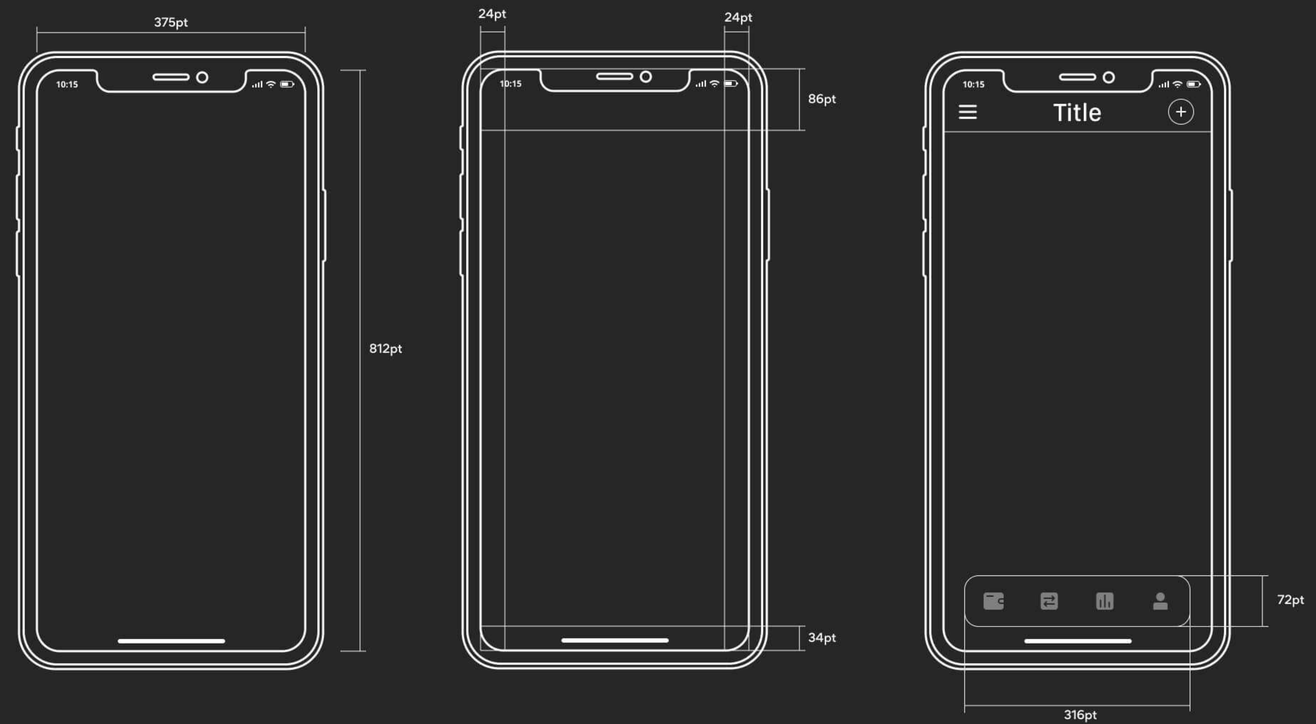
Design Resources

The brighter, more electric colour scheme was designed to grab the user's attention and make the experience more memorable, contrasting with the neutral palette typically associated with most banking and finance apps. For the other design elements, I choose a light and minimalist design language to reflect the functional nature of the app.

Icons

Wireframes

With the design process, I started by sketching the fundamental design logic out on paper. Then once I was happy with the underlying architecture, I created mockups of the screens in Figma as wireframes. This helped to get an idea of spacing and visual hierarchy. Once the main design elements had been established I then went on to define the visual elements such as colour and typography.



Final Result

The final result was massively helped by wireframing and problem based design thinking. I tried to reduce the concept of transfering money to its most essential elements and then came up with a series of ‘how might we’ questions to investigate alternative ways of transfering money.

Wallet App

Smart Home Controller

This was another personal project looking into smart home interaction and management. The idea was a low powered device that would enable users to control and view their smart devices in a logical and intuitive manner. The main design criteria was developing an interface that didn't distract, instead blending into the environment while still giving the user the control they need.

play something calming"

emp
2°C
Wind
9mph
Humidity
41%

Today
Week

Living Room

Save

12:45
Tuesday, November 4th

12:45
Tuesday, November 4th

Energy Meter
Monday 3rd May

375kw

12:00 02:00 04:00 06:00 Now

Energy Usage

Current	Total	Usage
375 kw	2338 kwh	28th/%

Day
Month

Devices

Home
Living Room
Bedroom
Bathı

Washing Machine
22:00 mins left

Smart TV

Front Doorbell

Radio
Tuned to Magic FM

Living Room
Bedroom
All
Office
Garage

Music player
Living Room

Spotify
Rooms

Sabotage
Beastie Boys
0:39 2:58

Lighting
Side Light

Rooms

Color

3127

1 2 3
4 5 6
7 8 9
0

Smart TV
Sony AF2K

Airplay

Ch

Rooms

22

Add Device

Scan QR Code

Weather
London, England

Rooms

Scene 1
Morning Scene
Sleep

Bedroom
Lights
Scene 1
Music
Not Playing
Heating
18°C
Defuser

Bathroom
Lights
Scene 1
Shower
Eco Mode
Fan
Mode 3

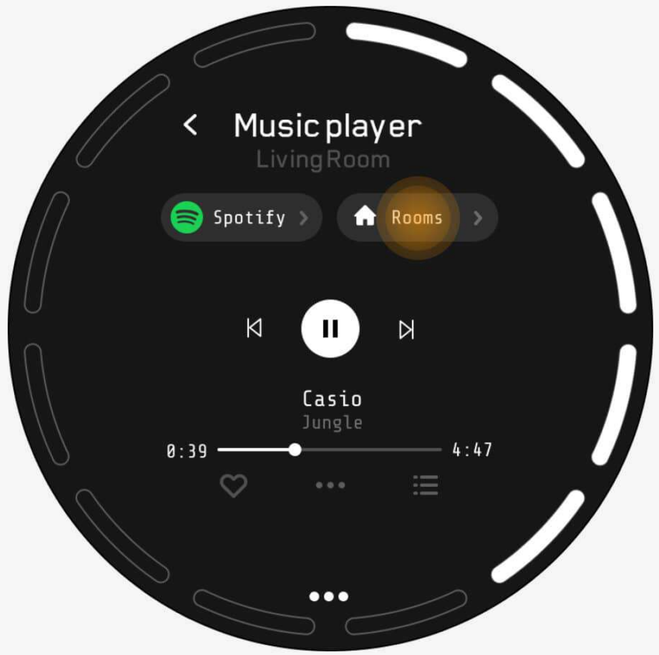
User Flow

The home screen displays general information like time and date. The ellipses at the bottom of the screen indicate the navbar - the user simply has to swipe up to show the full navbar. This is available from every screen. The device reverts to the home screen after enough time of inactivity.

The navbar contains three icons. The first is Home. This shows all the smart devices in the house and breaks them down by room. The second indicates devices. Showing all the individual devices in the house. Finally, settings. This is where they can set scenes, set schedules and manage their devices and smart home setup.

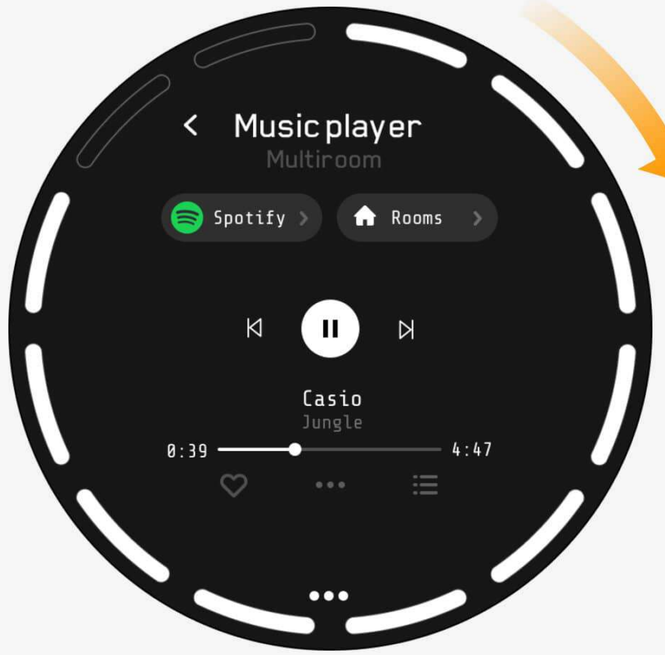
The Devices Tab shows all devices in the smart home. It also gives the user an overview of the status of the devices and allows them to switch the devices on and off. To get more detailed information about the device the user can click on the device card.

User Flow

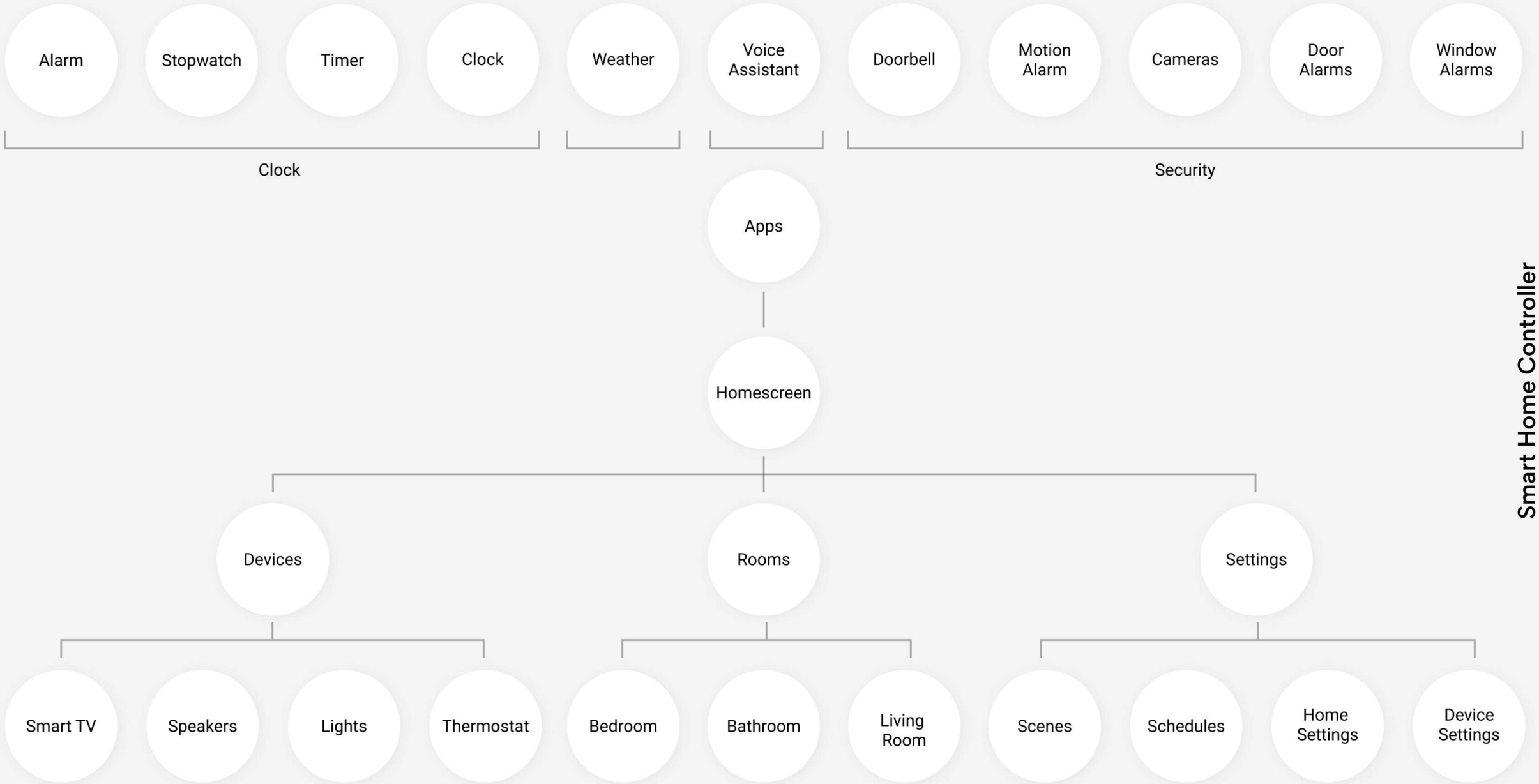


This screen shows what is playing on the speakers and allows the user to control the music. The user can specify the music source and add songs to playlists from this screen. This screen also allows users to sync the music to different rooms throughout the house.

When clicking the rooms button a popup screen opens showing an overview of the rooms. The user simply taps on what room or rooms they would like to include and then taps off the popup to go back to the previous screen.

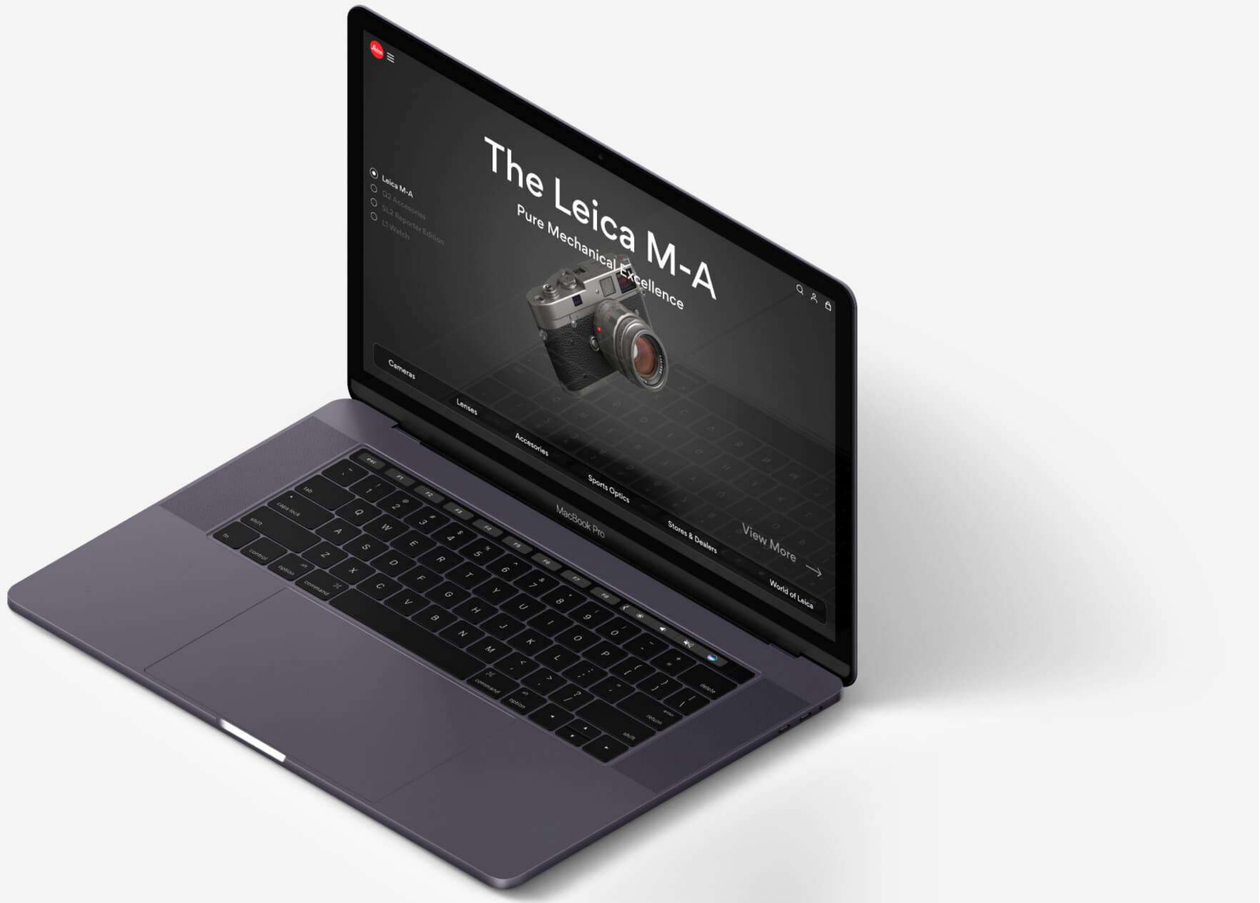


An example of adjusting the volume. The device would use a combination of physical and touch controls. The physical ring would control adjustable settings e.g. volume, temperature, scroll etc and touch would control binary options such as navigation, pause/play...


Alarm
Stopwatch
Timer
Clock
Weather
Voice Assistant
Doorbell
Motion Alarm
Cameras
Door Alarms
Window Alarms
Clock
Security
Apps
Homescreen
Devices
Rooms
Settings
Smart TV
Speakers
Lights
Thermostat
Bedroom
Bathroom
Living Room
Scenes
Schedules
Home Settings
Device Settings
Smart Home Controller

Leica Website

During the second half of the year I worked at Leica, I was put on the web design team as a UX designer to support in creating a new website. As such I created a concept to outline a design direction that the company could take in the future. I coded a mockup website using my knowledge of HTML, CSS & Javascript so that the team could fully experience my design intent.




The Leica M-A
Pure Mechanical Excellence
View More
Camera Highlights
M10-R
Redefining image quality
Q2
Leica Blog
Read the Leica Blog
I'm here and now
Dear New York
Arriving in Sydney
Instagram
Events
See all upcoming events
M Stories
The art of the lens
Peter Karbe
Pictures for Eternity
V-J Day
Alfred Eisenstaedt, 1945
Le Peintre de la Tour Eiffel
Marc Riboud, 1953
The flag of Victory
Yevgeny Khaldei, 1945
“Working with the Leica M10-R was like meeting up with an old friend”
See the Blog Post
Matt Stuart
M10-R
The Camera.
The Leica M10-R
Superior imaging performance
With the new 40 MP sensor
M System
The Leica.

The Leica M-A

Pure Mechanical Excellence

- (•) Leica M-A
- ( ) Q2 Accessories
- ( ) SL2 Reporter Edition
- ( ) L1 Watch

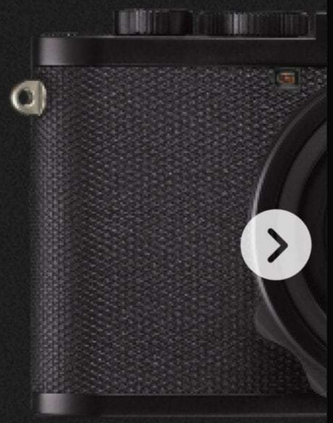
View More →

Cameras | Lenses | Accessories | Sports Optics | Stores & Dealers | World of Leica

Leica Website

Cameras > Overview

M System



perfection

rless full format system
is a technical marvel of
With a new 24 megapixel
ideo features.

The Leica.

The Leica M-System lets you experience photography in its purest form. Lovers of the art of photography have perfected their skills with its unique combined rangefinder and viewfinder technology for more than 60 years.

Accep

Introducing th
performance wi
47.3 megapixe
autofocus, inno

Leica Website

Cameras > Overview > M10-R

M10-R

The Camera.

The Leica M System is the embodiment of our philosophy. Over 60 years the M series has stood the test of time, revered by professional and amateur photographers the world over.

$4,995

Add to Bag

M10-R

Downloads Tech Specs Buy

Leica Website

Leica Camera UI

During my time working at Leica I was tasked with creating a concept camera UI. The idea was to design a conceptual interface that might generate new ideas and inspire the future UI direction.

It was an exciting project to be a part of as it allowed me to have a lot of creative freedom with many design directions to explore.

Leica Camera Interface

Persona Mapping

After a series of interviews, our team consolidated the insights and created three personas to embody the different Leica users. By investigating their needs, motivations and workflow, we were able to understand the problem in a more practical and actionable way.

The Amateur

Intro

Sven is a novice photographer. He is active on social media where he has an Instagram page where he posts his photography and a youtube page where he posts lifestyle vlogs. He is looking to invest more in vlogging equipment.

Insights

- Lifestyle Orientated
- Aspires to be a Leica Photographer
- Wants camera to seamlessly connect to mobile
- device for easy photo sharing
- Wants a lightweight and compact camera to be compatible with gimbals and selfie sticks

The Professional

Intro

Hugo is a very experienced photo/videographer. He owns multiple cameras for professional and casual use. He is looking to get a Leica camera for street photography but has plans to incorporate it into his professional workflow if possible.

Insights

- Results orientated
- Wants to optimise workflow
- Always looking to increase efficiency
- Needs expandability & Ports
- Needs to be compatible with editing suite
- Needs the camera to perform in tough conditions

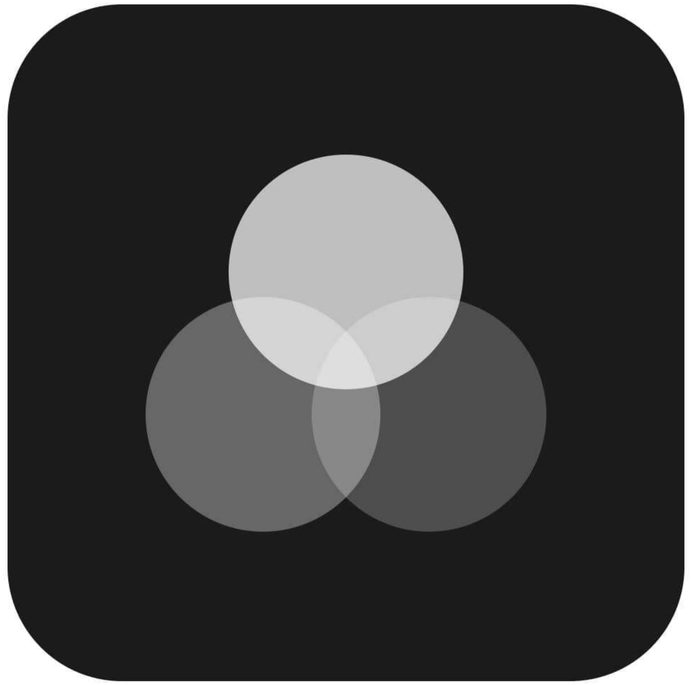
The Enthusiast

Intro

Miles is in his late 40s, he was an avid film photographer in his 20s but is looking to get into digital photography now that he has more time. He has a large disposable income and is considering becoming a camera collector.

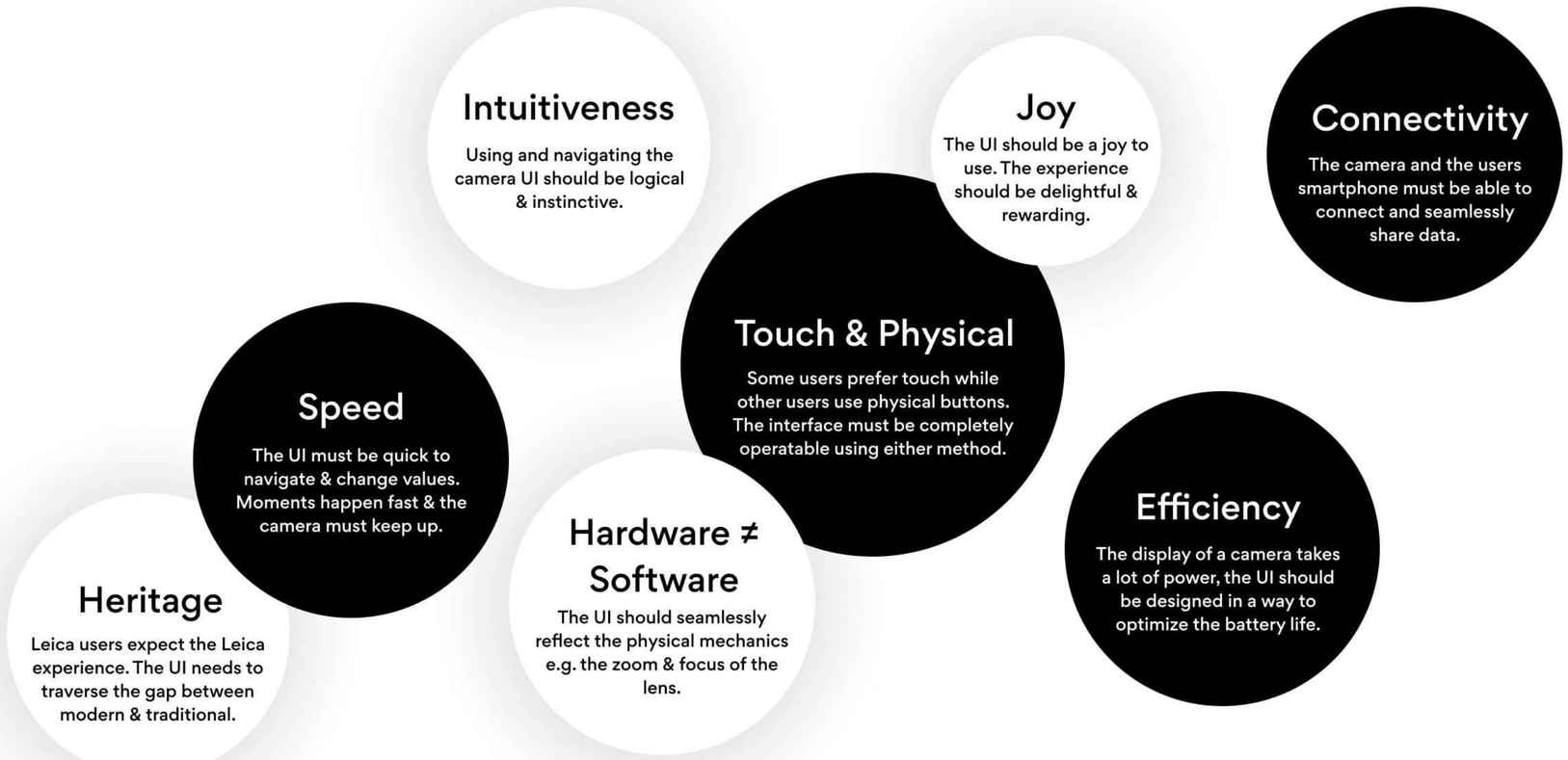
Insights

- Experience Orientated
- Needs the camera to be intuitive and easy to use
- Has an emotional connection with photography
- Is very passionate about the brand
- Takes photos as a hobby, wants the experience to be pleasurable



The Problem

The user group of Leica are diverse and have vastly different needs. The final design needs to perform for different use cases without compromise. The camera must also function in a range of environments, from high rise cityscapes to sub-zero mountain tops.



Design Criteria

When designing the UI there are a number of considerations that needed to be balanced. The main challenge was making the UI simple and intuitive enough so that new users can immediately use the camera while scaling to provide the tools & capabilities necessary for professionals.

Quick Settings

The quick settings is an initial menu that contains the most important information about the cameras. Organised in a way that highlights the most fundamental camera settings; the aperture, shutter speed and iso. The quick menu is customisable, enabling the user to optimise the UI for their workflow. In addition to the quick settings, the user can scroll down for the full settings. The full menu contains all the camera settings organised by Image setting, video settings, playback settings and camera settings.

Leica Camera Interface

Viewfinder Centric

The UI shouldn’t get in the way of the user doing what’s most important; taking photos. The viewfinder is at the center of the UI experience. This means that going back to the viewfinder is always just a single button press away. Additionally, the viewfinder has been drastically simplified to give the user only the most crucial data, allowing them to focus on the photo.

Directional Navigation

From the user interviews it was established that the UI must function with touch and physical buttons. Therefore I designed the interface to have a directional architecture. This way users that prefer touch could swipe though while users that prefer physical controls could use buttons or the arrow keys. As previously mentioned, the UI is centered around the viewfinder. Swiping up will show the photo gallery, while swiping down takes them to the settings. In addition swiping left or right changes the camera from photo to video mode.

One-handed control

Another design consideration was that the camera had to be operatable with one hand. Both in taking photos and changing settings. To achieve this I opted for a slider. The slider could be customized to be on the left side to account for left handed users. With many of the other design elements the slider was designed to emulate the physical precision and tactile experience of the rest of the camera.

Thank you for your time

tom@abbotdavies.com

linkedin.com/in/tabbotdavies

https://www.behance.net/TomAbbotDavies

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