

# Steve B. Cordova

UX PORTFOLIO

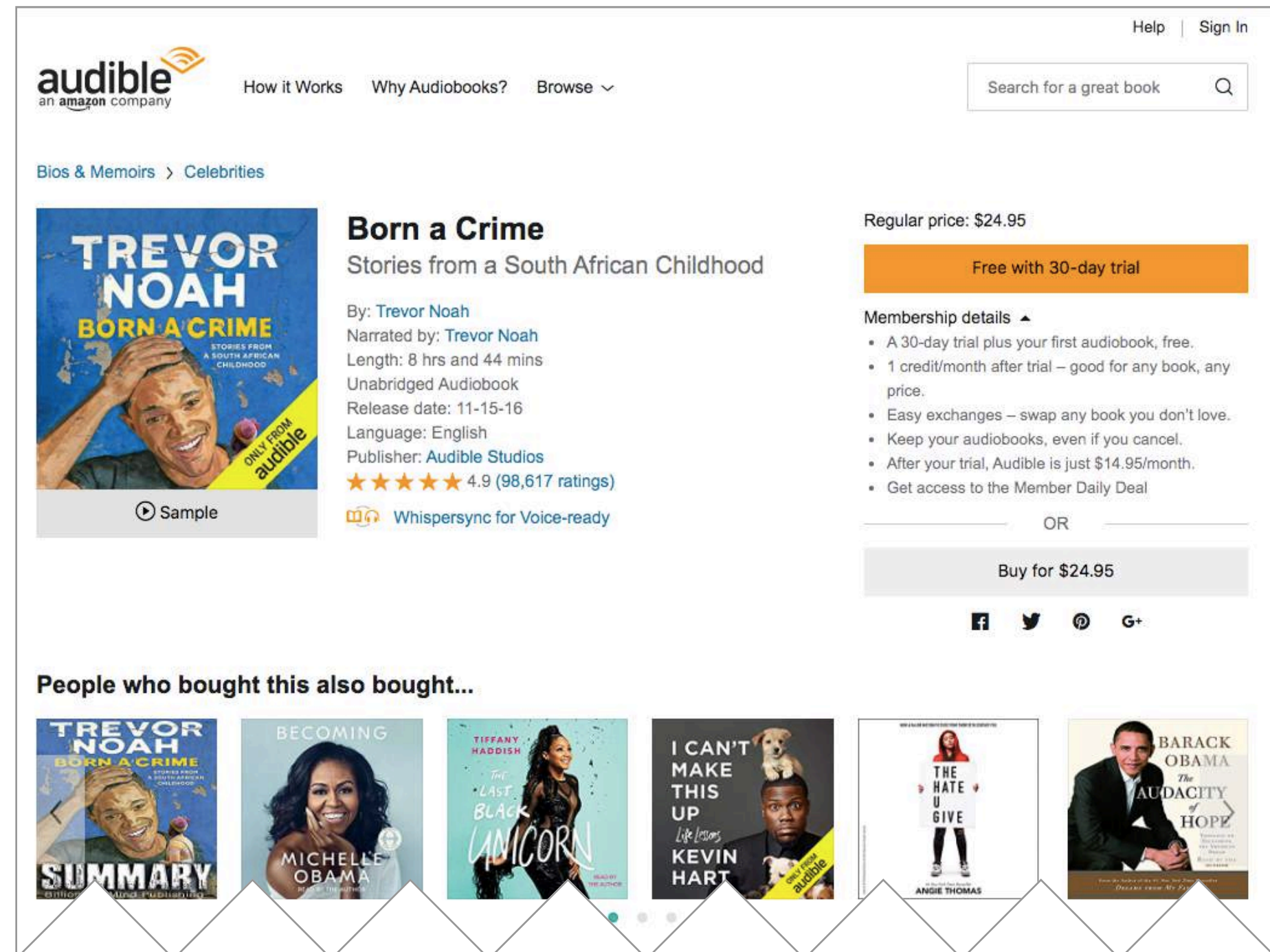
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# Audible

## UX/UI, REDESIGN

**Challenge:** Redesign the Product Detail Page (PDP) to create a better user experience across multiple surfaces by leveraging data and surfacing contextual content.

Before



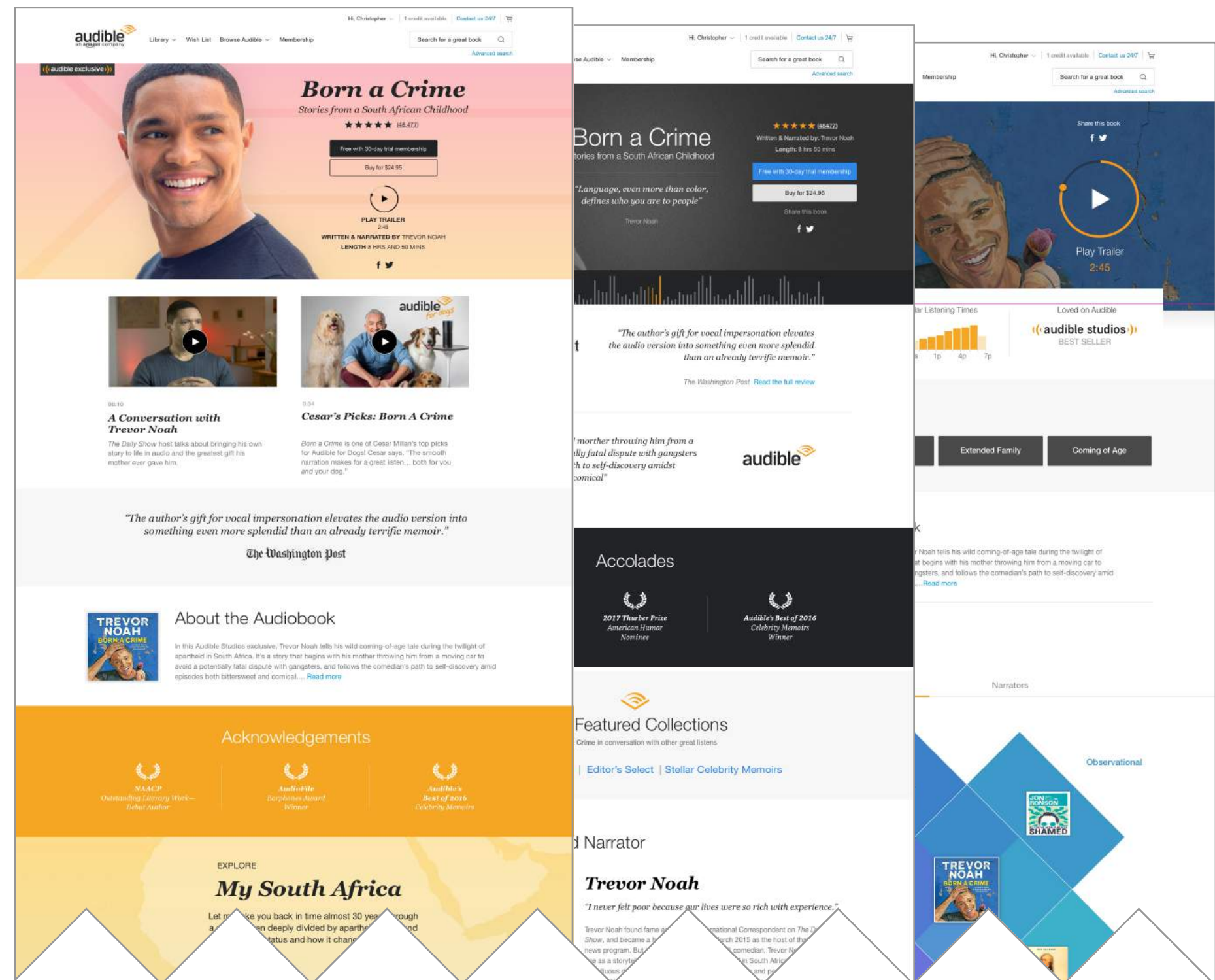
# Audible

## UX RESEARCH, IDEATION

**Process:** Created conceptual designs articulating three distinct approaches for a future state of the PDP. Each concept had a unique content strategy ranging from an editorial and human-driven approach to a more data-oriented and machine-driven feel.

Synthesized most relevant and useful modules during UX Research for the templitization of these pages.

After



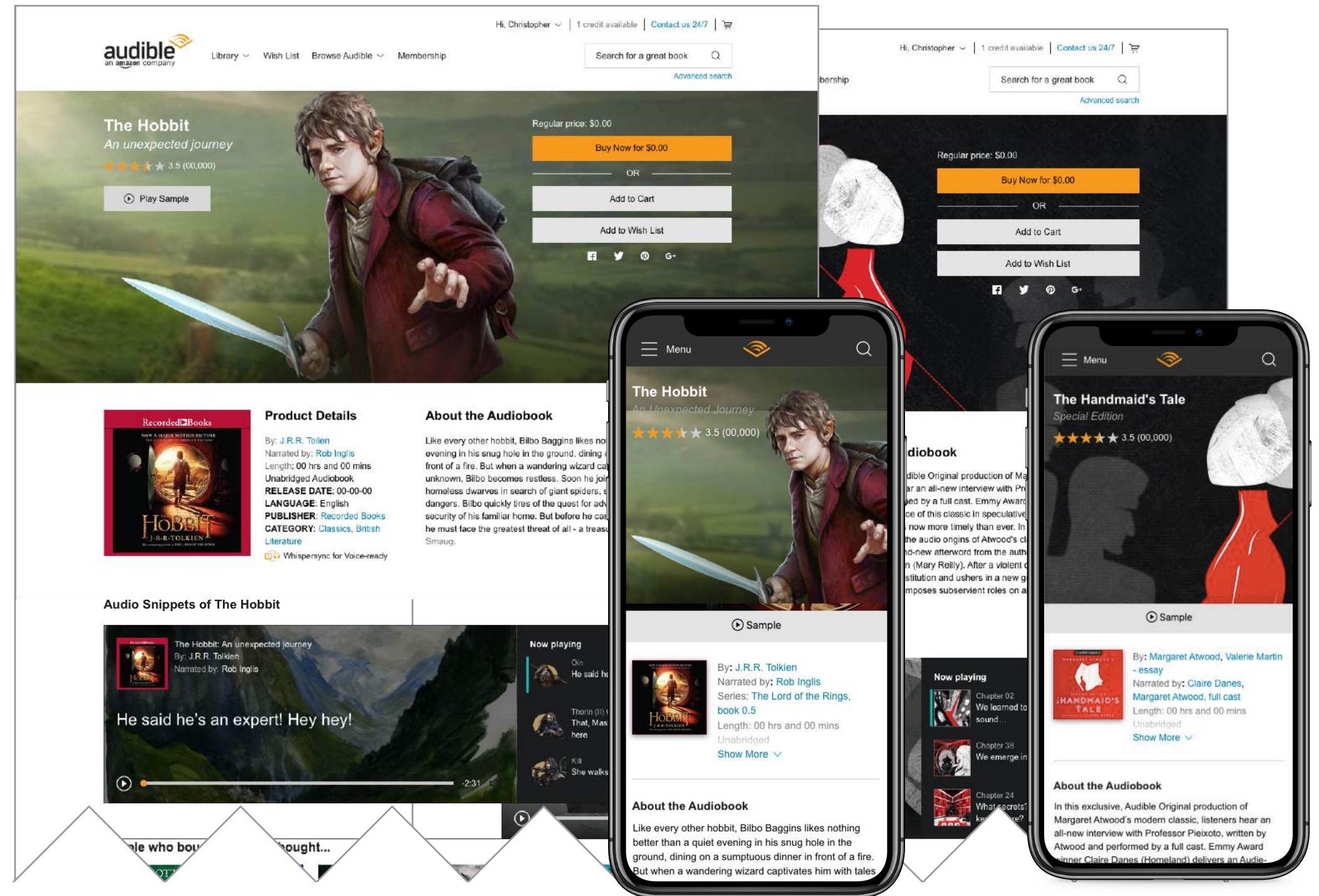


# Audible

## UX/UI, PROTOTYPING

**Solution:** A single unified approach incorporating validated components from tested concept designs for both mobile and desktop. Systematized the structure and treatment of pages to reduce the time to deploy new pages.

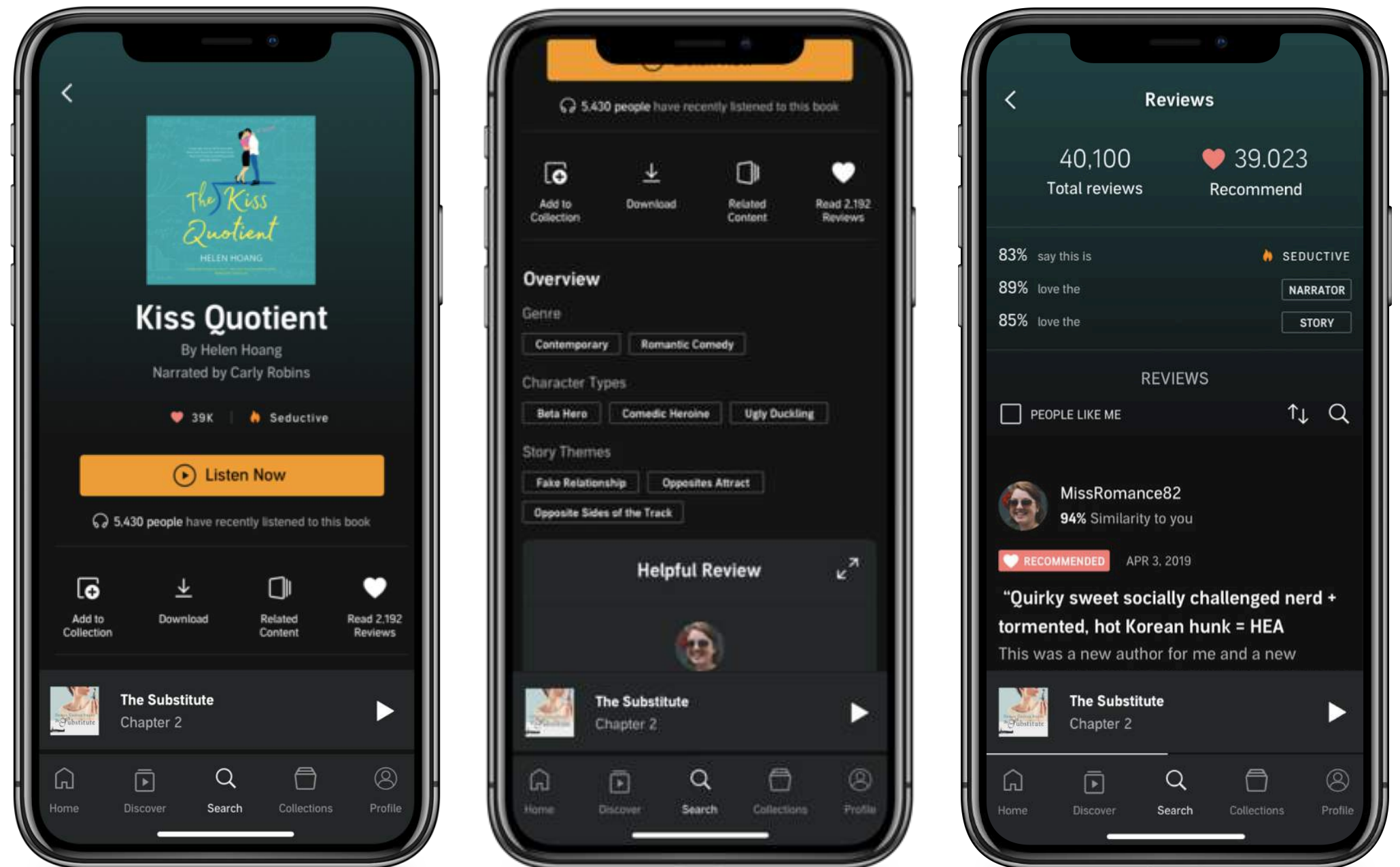
After



# Audible

## UX/UI, IDEATION

**Challenge:** Incorporate an all-you-can-listen subscription service alongside Audible's long-standing fixed credit subscription-based model.

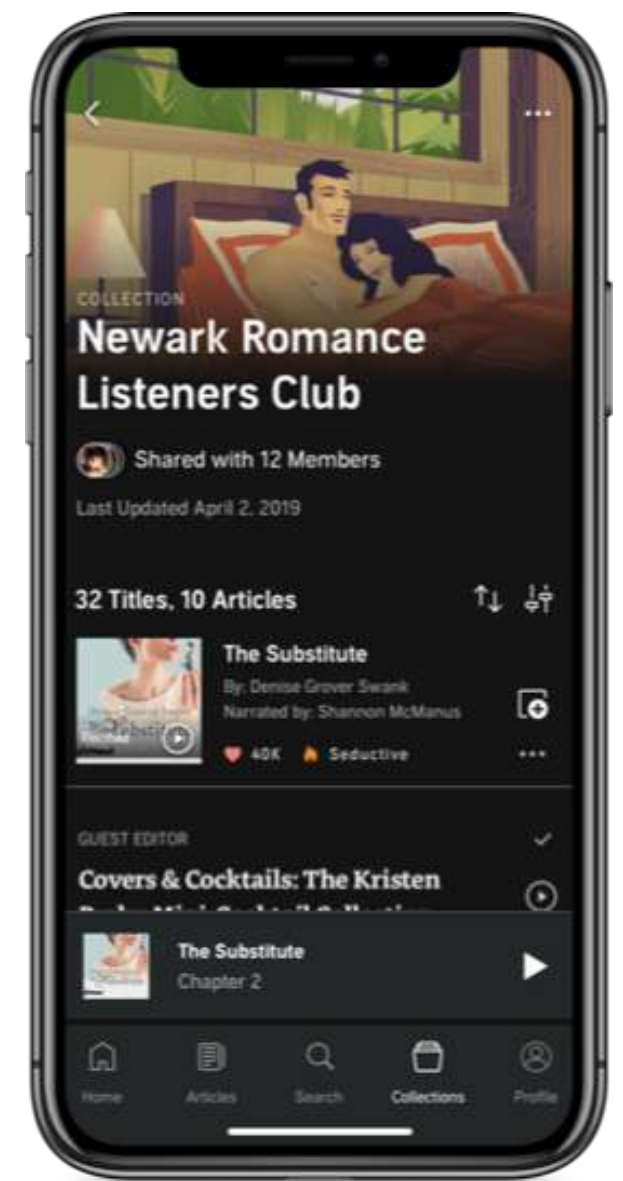
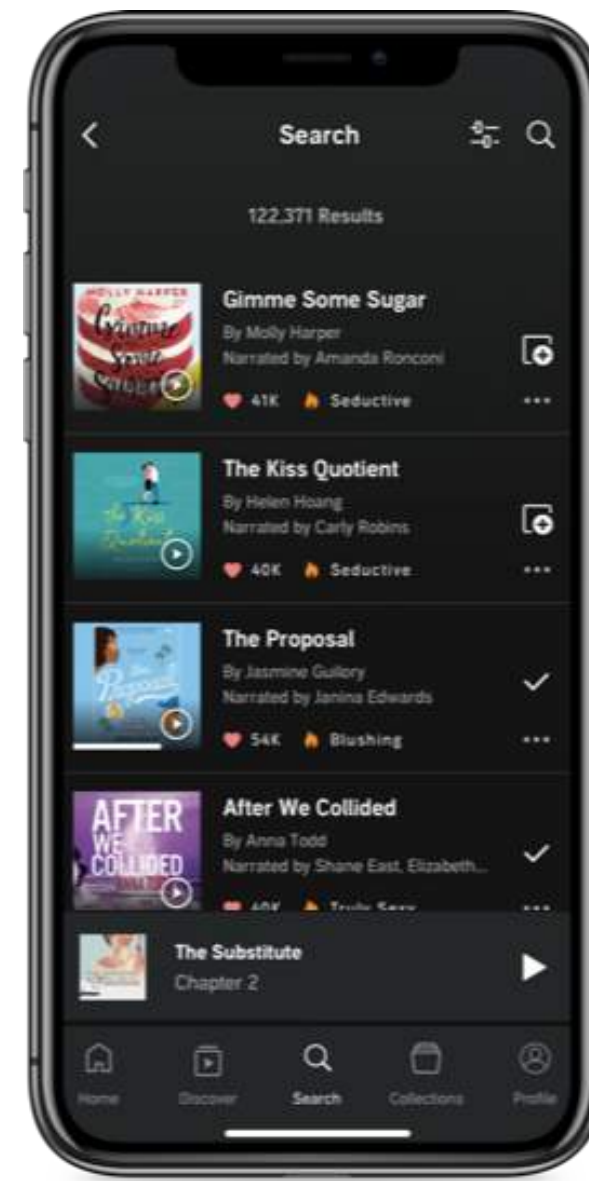
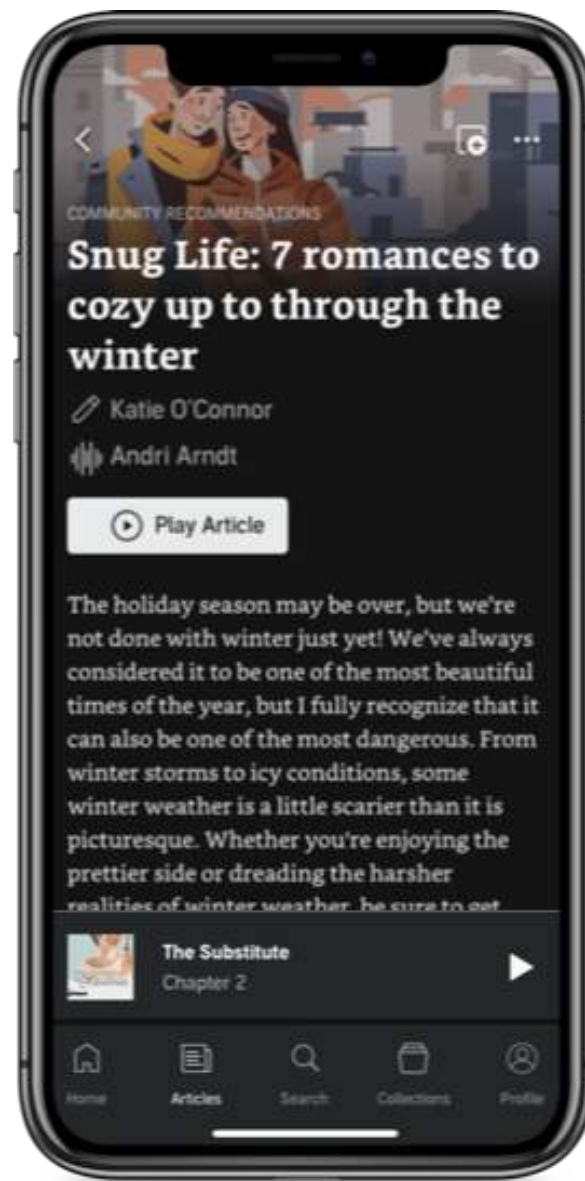
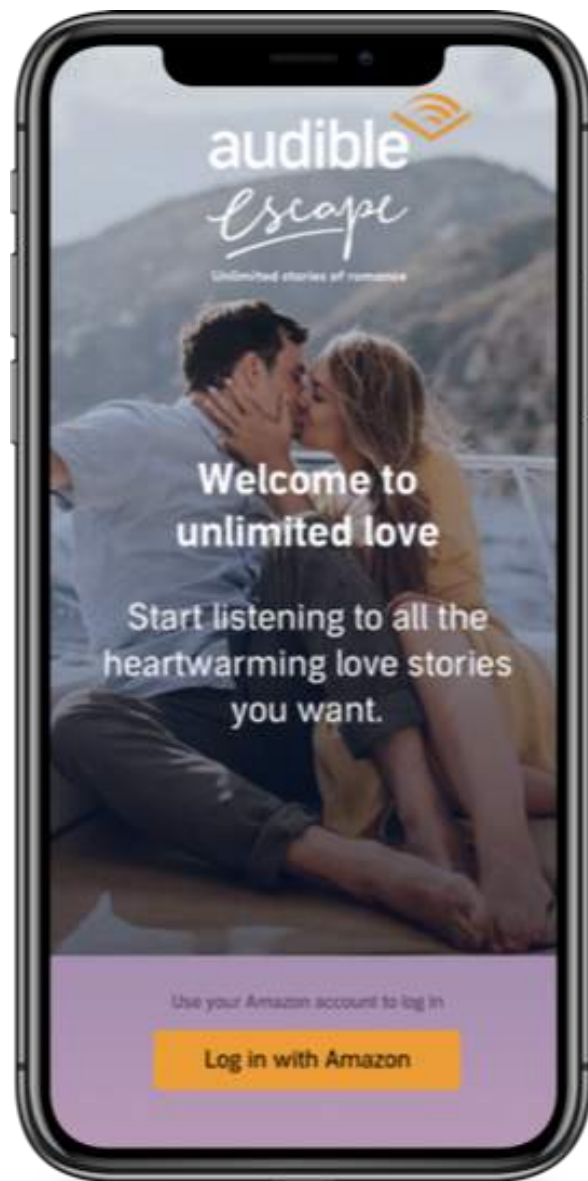




# Audible

## UX/UI, IDEATION

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# NYCGO

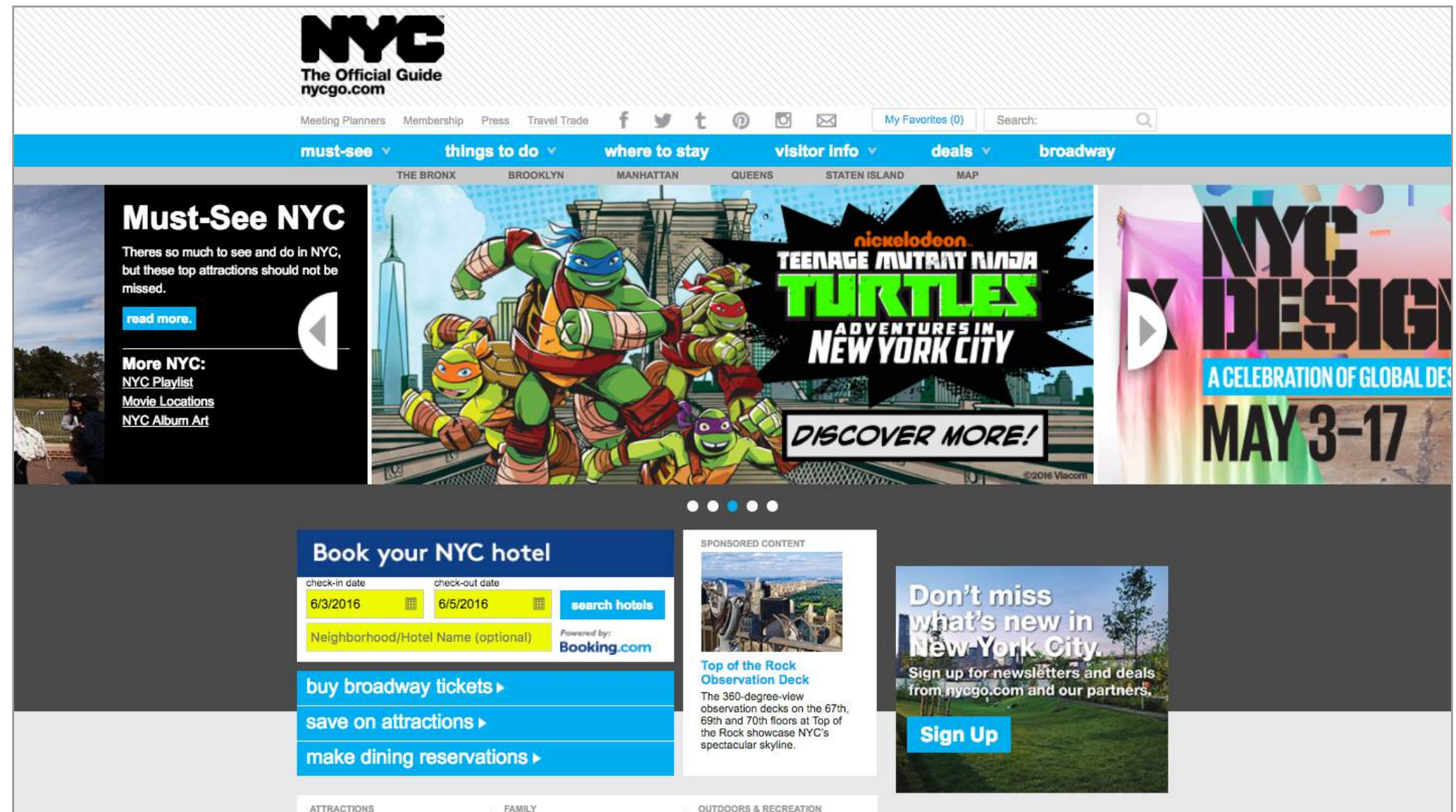
## UX/UI, REDESIGN

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**Challenge:** Redesign the old site and simplify the structure to enhance the creative storytelling of the site. Implement robust and new information architecture across 9,000+ pages.

Overhaul the user experience for marquee programs such as Restaurant Week and Broadway Week.

Before





# NYCGO

## UX/UI, IA

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**Solution:** An optimized user-experience across surfaces with simpler navigation to inspire visitation and improve the trip-planning experience during all phases of the travel cycle.

Increased video presence and high-impact visuals. Integrated contextual mapping and a flexible platform to serve multiple audiences.

After





# NYCGO

UX/UI, IA

**Challenge:** Simplify event listing page and create a comprehensive platform for content managers.

**Solution:** Introduced a new layout with granular filters surfacing relevant information for events with a mixture of curated content. Reduced redundancy of listings by creating logical hierarchies of events.

When:

13 Jul → 15 Aug

Search:

Q Events

Filters:

Categories

Things To Do

Festivals & Parades

Performing Arts

Attractions

Nightlife

More Categories +

Locations

Bronx

Brooklyn

Manhattan

Queens

Staten Island

Q Neighborhoods

☐ Manhattan

☐ All Downtown

☒ Battery Park City

☐ Chelsea

☒ Chinatown

☐ Flatiron District

☐ Garment District

☐ Greenwich Village

Recommended Events



Village Halloween Parade



New York Film Festival



New York Comic Con



BAM Next Wave Festival

Show All Recommended Events +

All Other Events

Museums & Galleries Hotter than That: 90 years of Louis Armstrong and His Hot Five

Things to Do Roberto Burle Marx: Brazilian Modernist

Film HBO Bryant Park Summer Film Festival

Festivals & Parades Mostly Mozart Festival

Performing Arts BAM Next Wave Festival

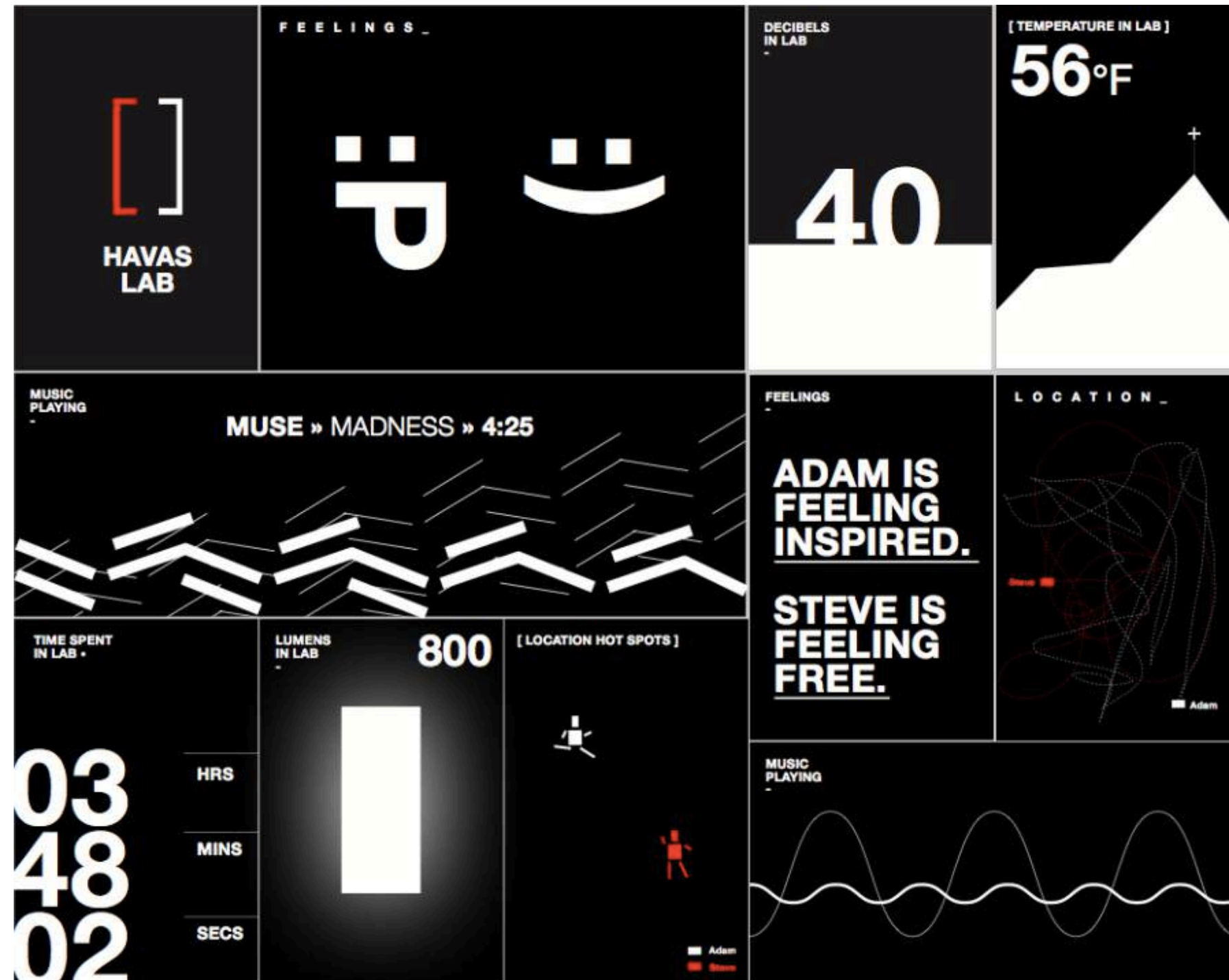
Show All July 13 - August 15 Events +

# HAVAS LAB

UX/UI, IA

**Challenge:** Make the activity in the lab more approachable and showcase the data representation as smarter, smaller, and more understandable.

**Solution:** Created a card-based dashboard highlighting different aspects of the lab to effectively display fun and informative information at a glance.





# HAVAS LAB

UX/UI, IA

**Visual Exploration:** We took visual inspiration from what we observed and translated them into abstract symbols to guide our visitor's experience. We explored everything from representing sound and noise in the lab to giving a peek of what we were printing on the 3d printer.



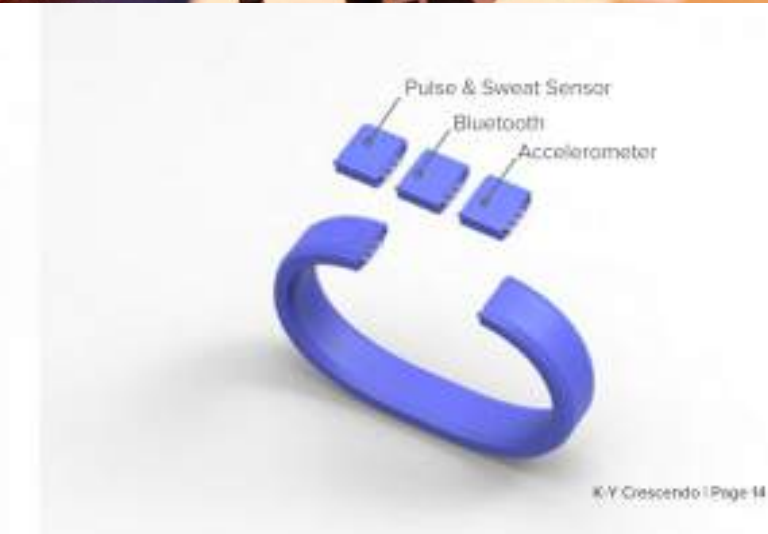
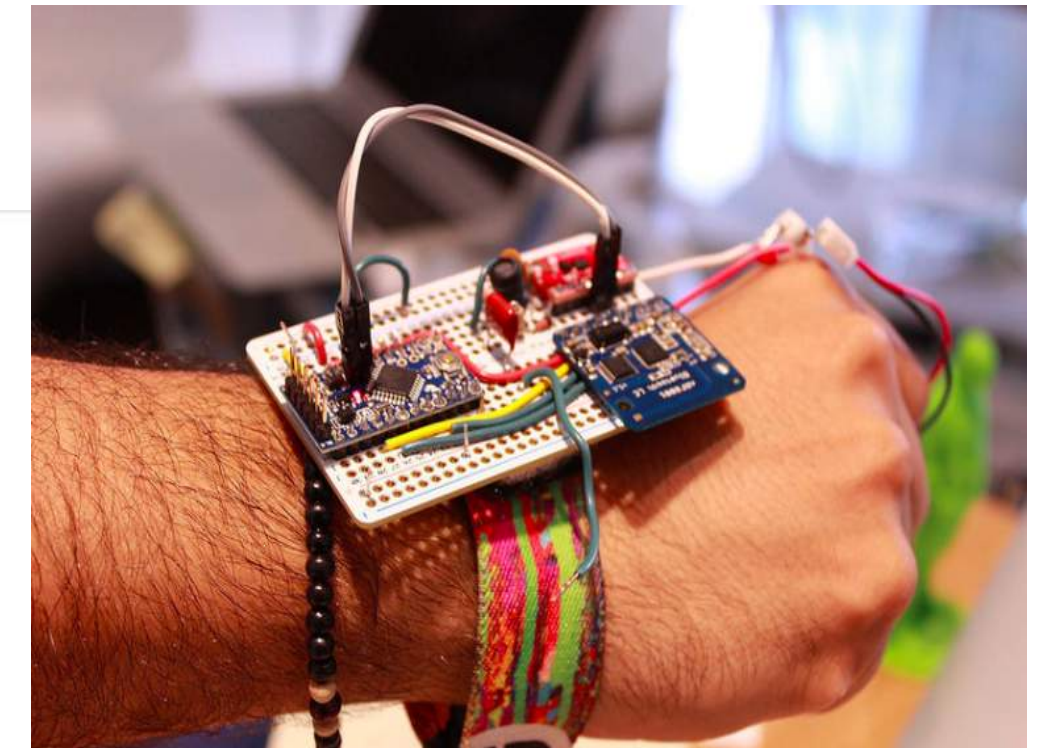
# HAVAS LAB

## R&D, PROTOTYPE

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**Challenge:** Create a wearable that can detect touch on different locations of a human body to trigger music modulation.

**Solution:** Building off of research done by Disney Labs, we built a prototype that created unique capacitance signatures on different parts of the body. That data was sent to a mobile device that would generate the sounds.





# ITP

## CONCEPT, PROTOTYPE

**Goal:** Create a wearable device worn on the wrist that interprets color and sends the user a tactile response. Think of it as braille for color.

Color values are translated to an electromagnetic wave that creates a sensation on the user's finger, thereby giving the ability to not only see art, but feel it.

