

# Steve B. Córdova

UX Portfolio

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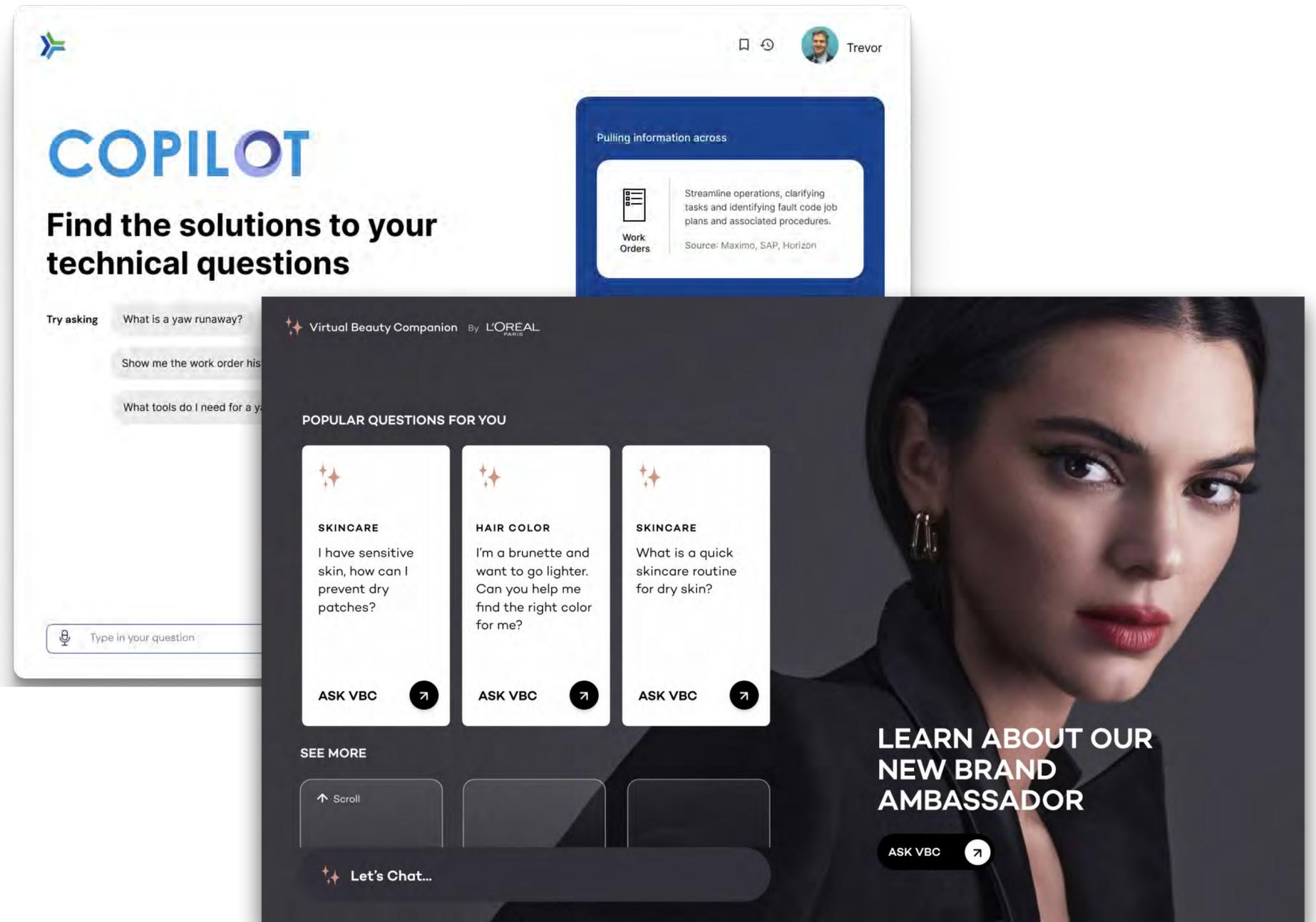
# BCG X

Validation, Research & ideation

**Challenge:** Create a Gen AI solution for two different clients.

Client 1: Co-design a GenAI enterprise tech solution for an American energy company to unlock additional GenAI use cases across wind (e.g., work order automation, parts tracking, warranty management) and ultimately expansion across other technologies (e.g., solar, storage, fossil, etc.)

Client 2: A large personal care client wanted to empower consumers through a deeply personalized experience to reduce analysis paralysis. The goal was to help consumers navigate the massive offerings and better orient them towards the correct product.



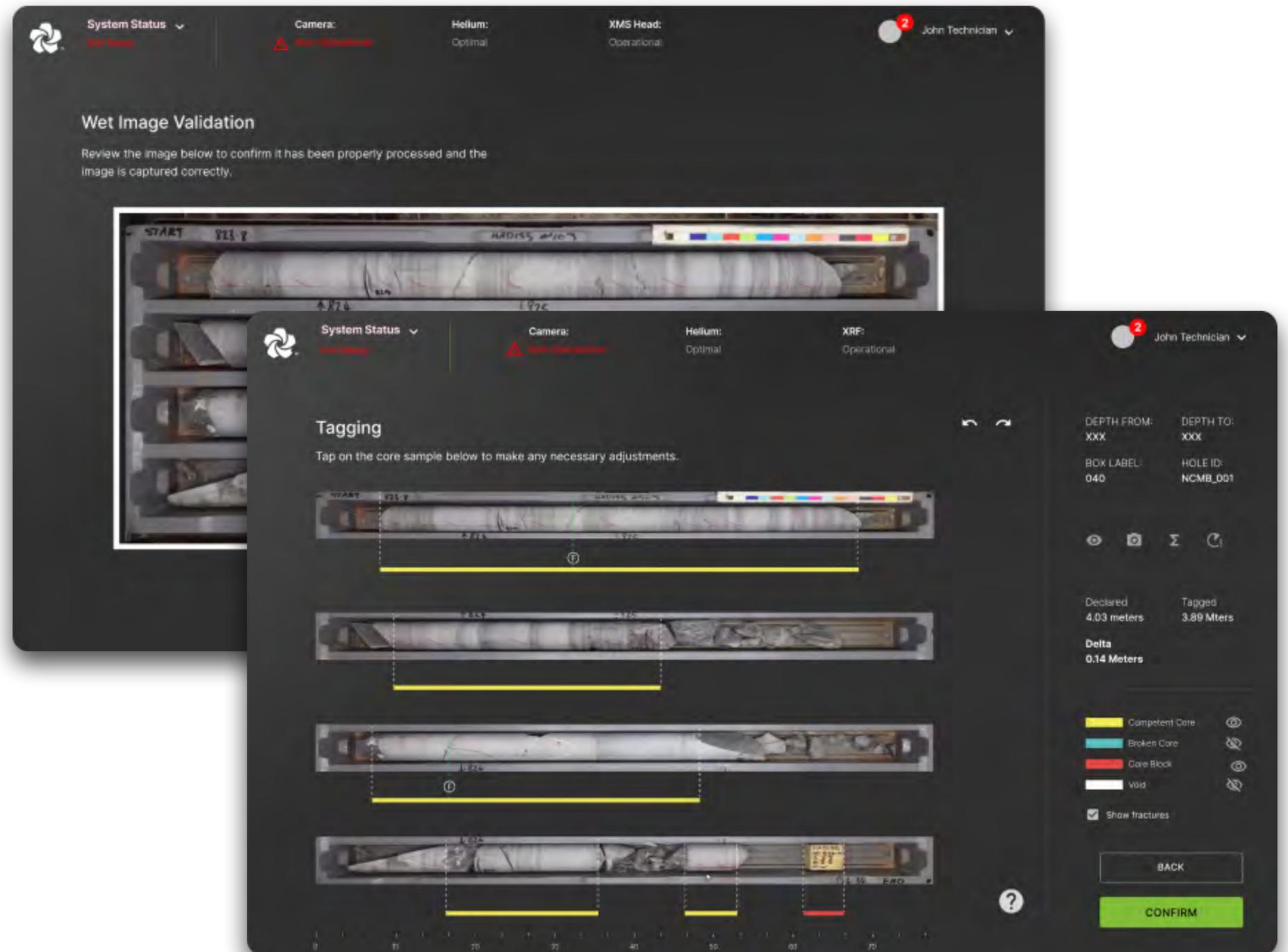
# BCG X

## UX/UI, Research & Ideation

**Challenge:** Find a new solution to a problem in the analysis of earth core samples for our client in the mineral exploration industry. Focus on user experience and intuitive design to allow for non-client personnel use. Enable a holistic client experience with downstream analytics for digital core shed.

**Solution:** Defined the design strategy and leveraged our sizable ethno research. Created wireframes, storyboards, sitemaps, design system, service design blueprint, and screen flows for product and engineering teams in both hardware and software products. Client wanted to get to market immediately. We identified the core areas for development where we solved for client adoption of the tool, not competitor feature parity.

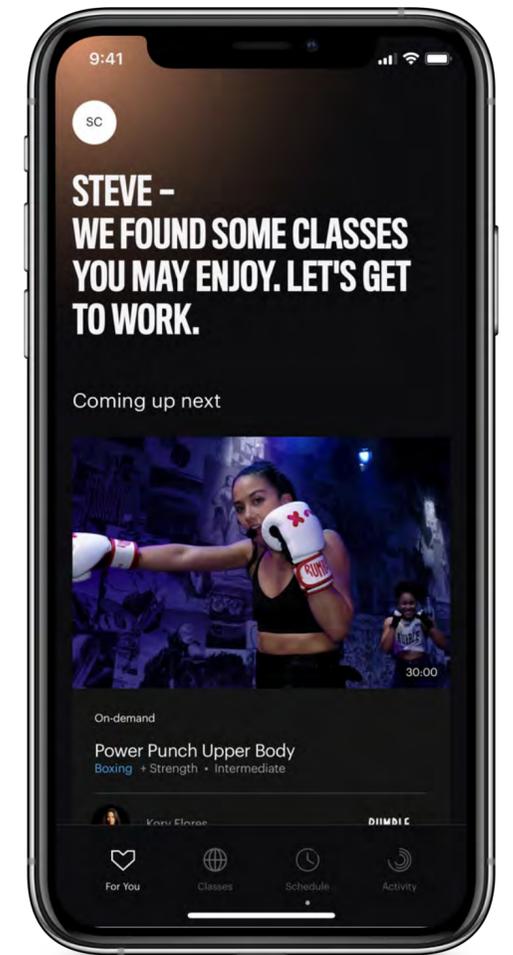
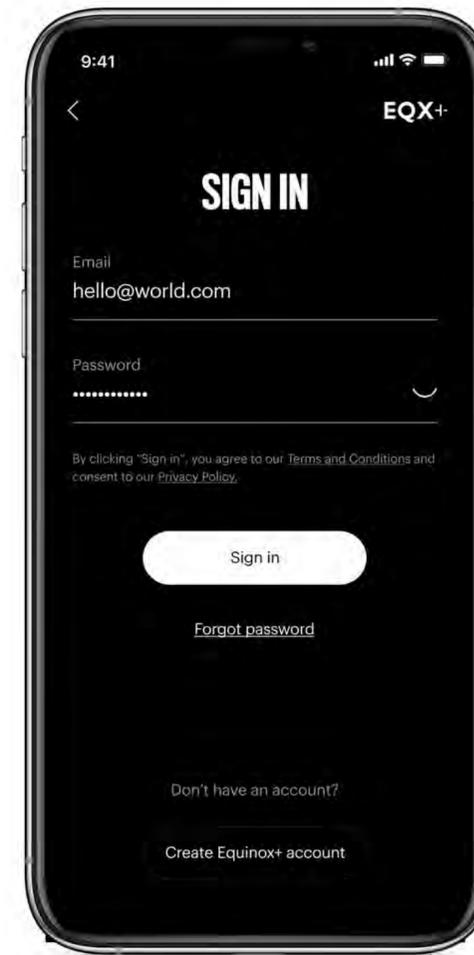
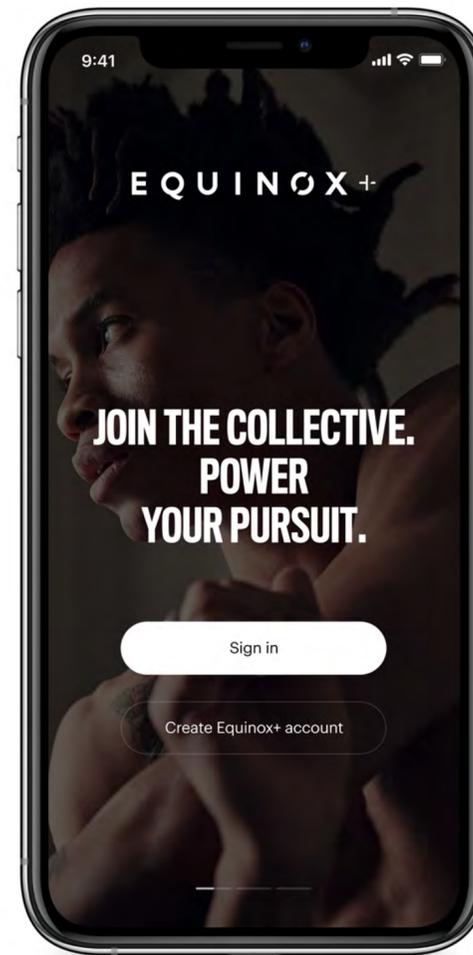
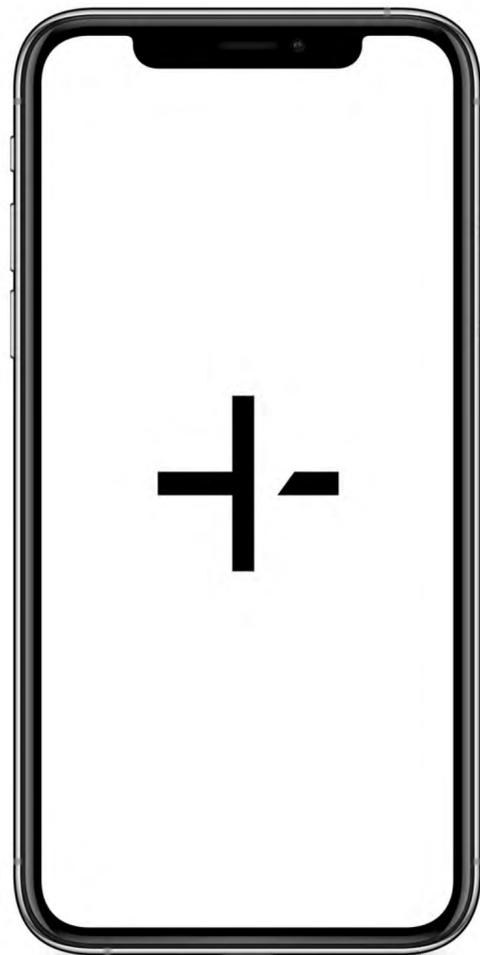
*Received mining industry award for design.*



# EQUINOX

UX/UI, Research & Ideation

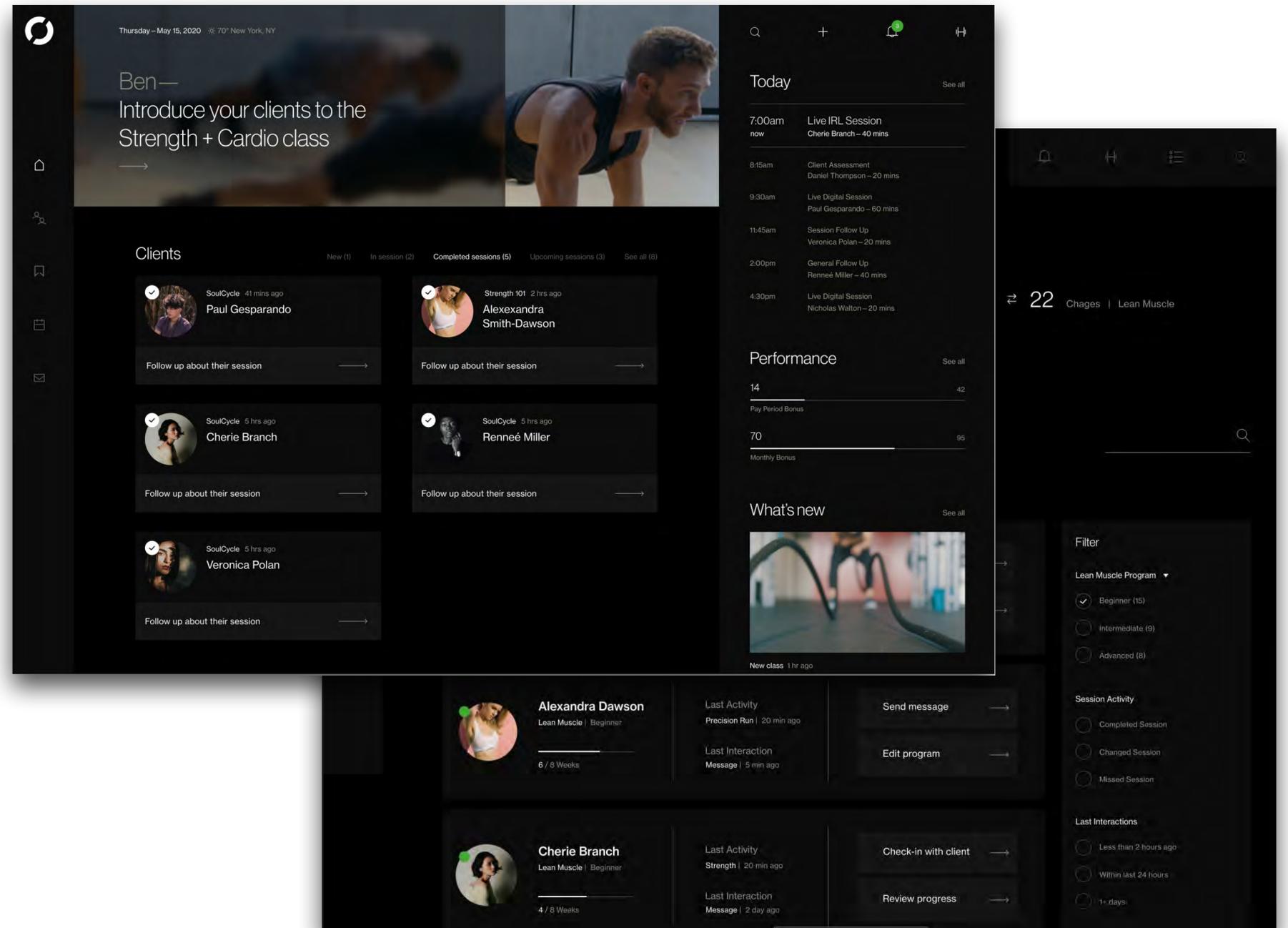
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# EQUINOX

## UX/UI, Research & Ideation

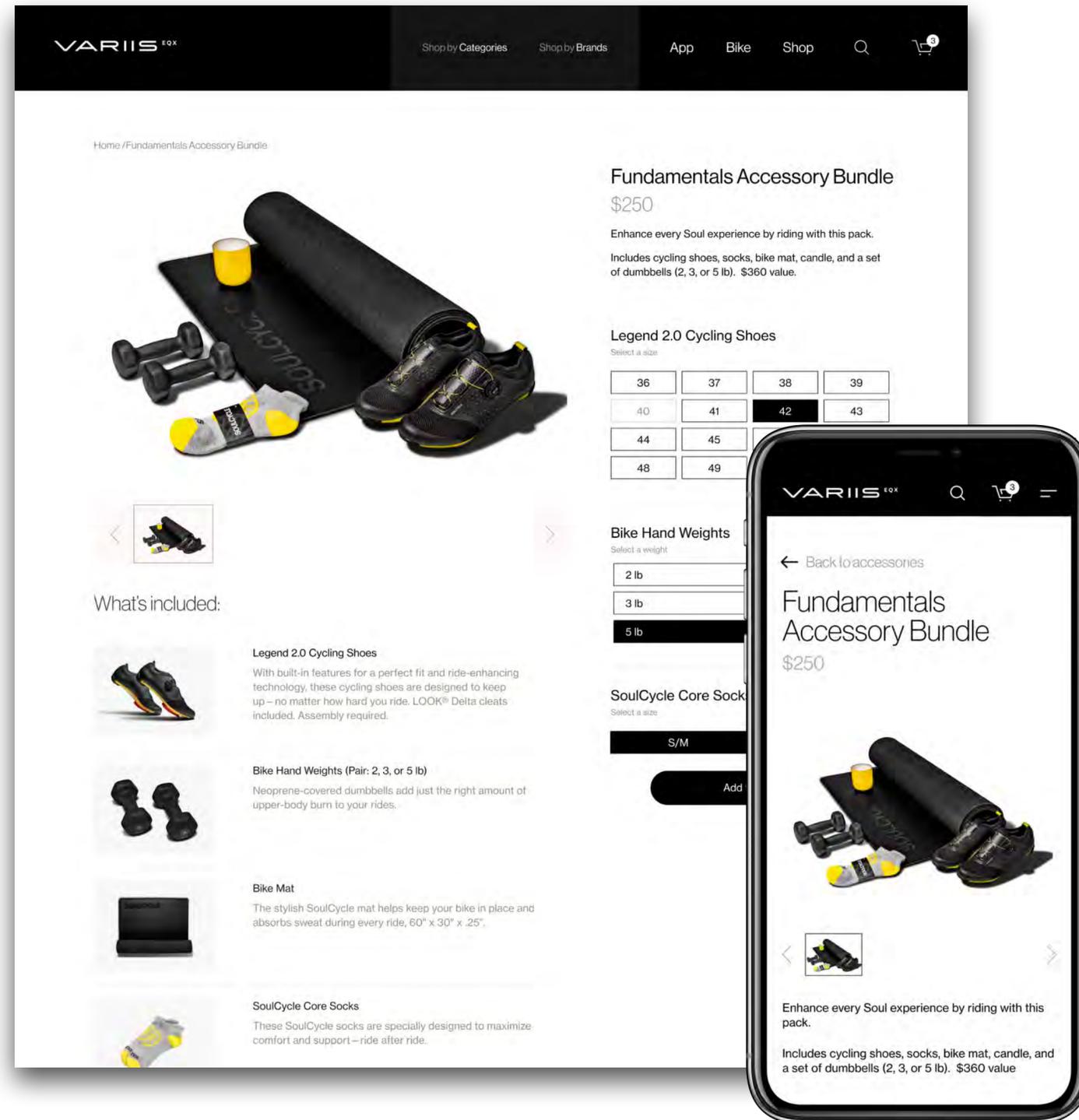
**Challenge:** Design a dashboard & trainer tool that creates dynamic and personalized workout programs using periodization models similar to Olympic weightlifting regiments. Must be cross functional across different user types and intuitive and effective for a trainer to use in person or online.



# EQUINOX

## UX/UI

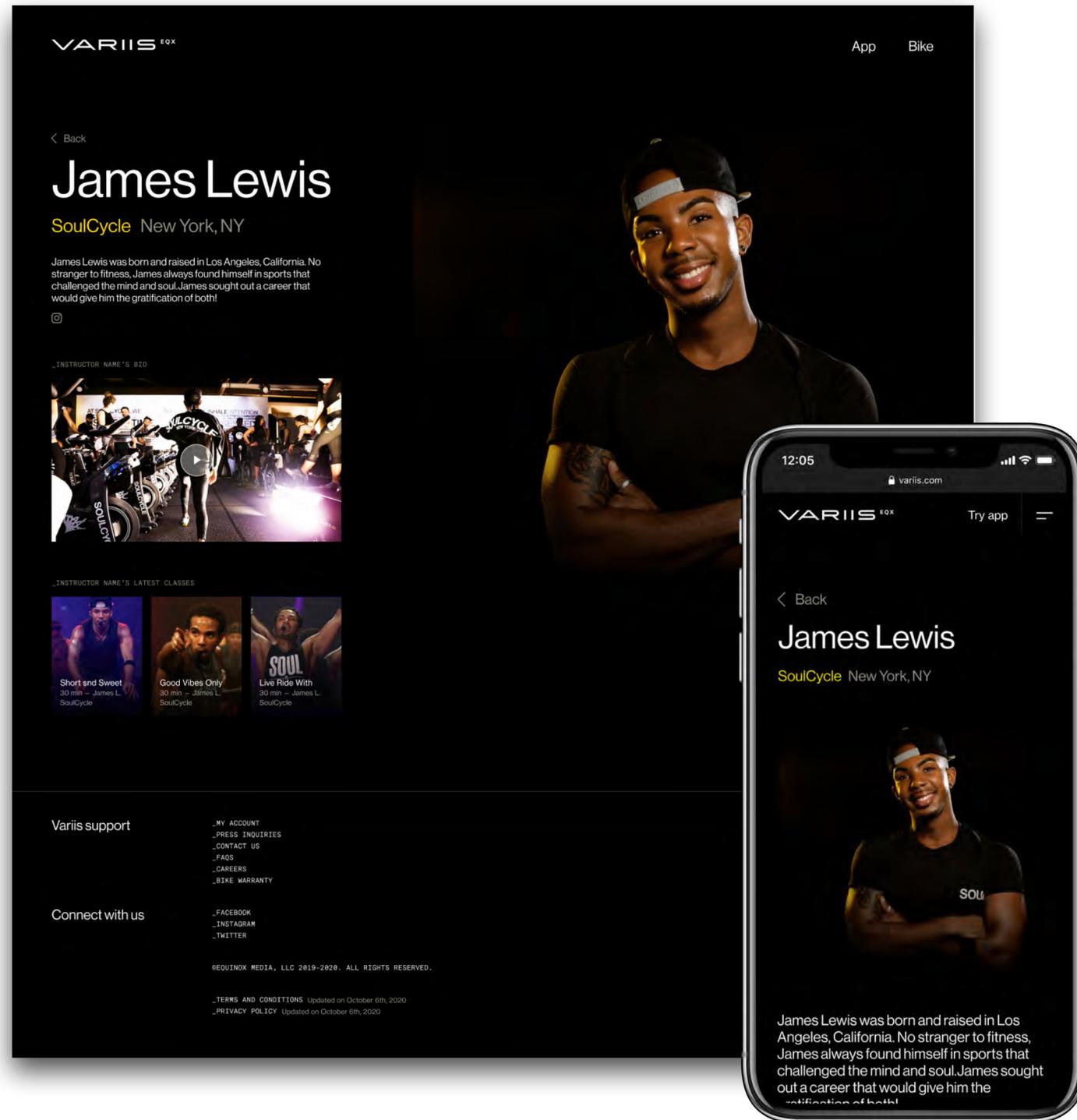
**Challenge:** Create an online retail shop following established e-commerce design patterns that can scale up as we increase our SKU count. Aesthetic to follow all the top level pages and have enough flexibility to add new design components.



# EQUINOX

## UX/UI

**Challenge:** Design an interactive module that showcases the depth and number of instructors across all of our properties.

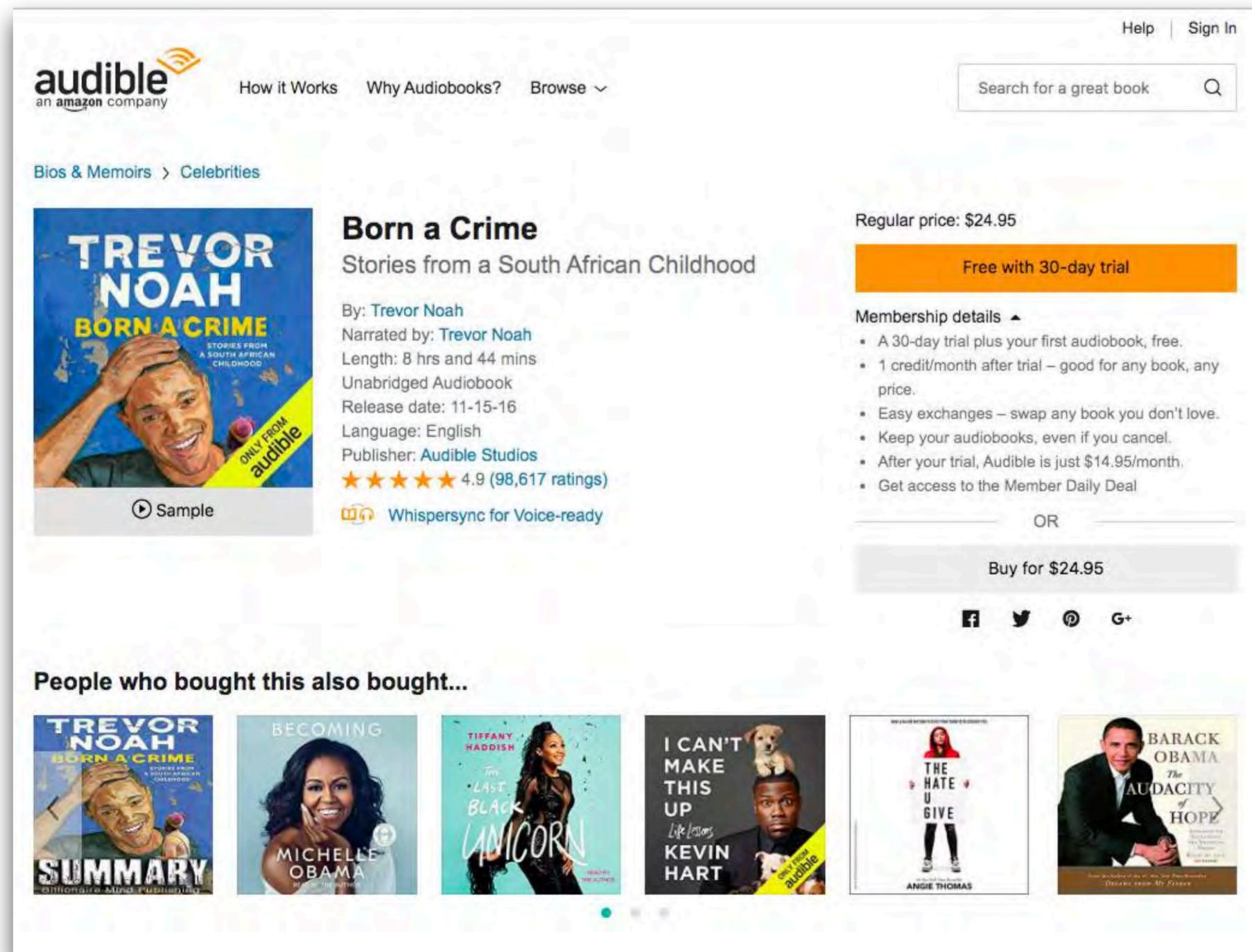


# AUDIBLE

## 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

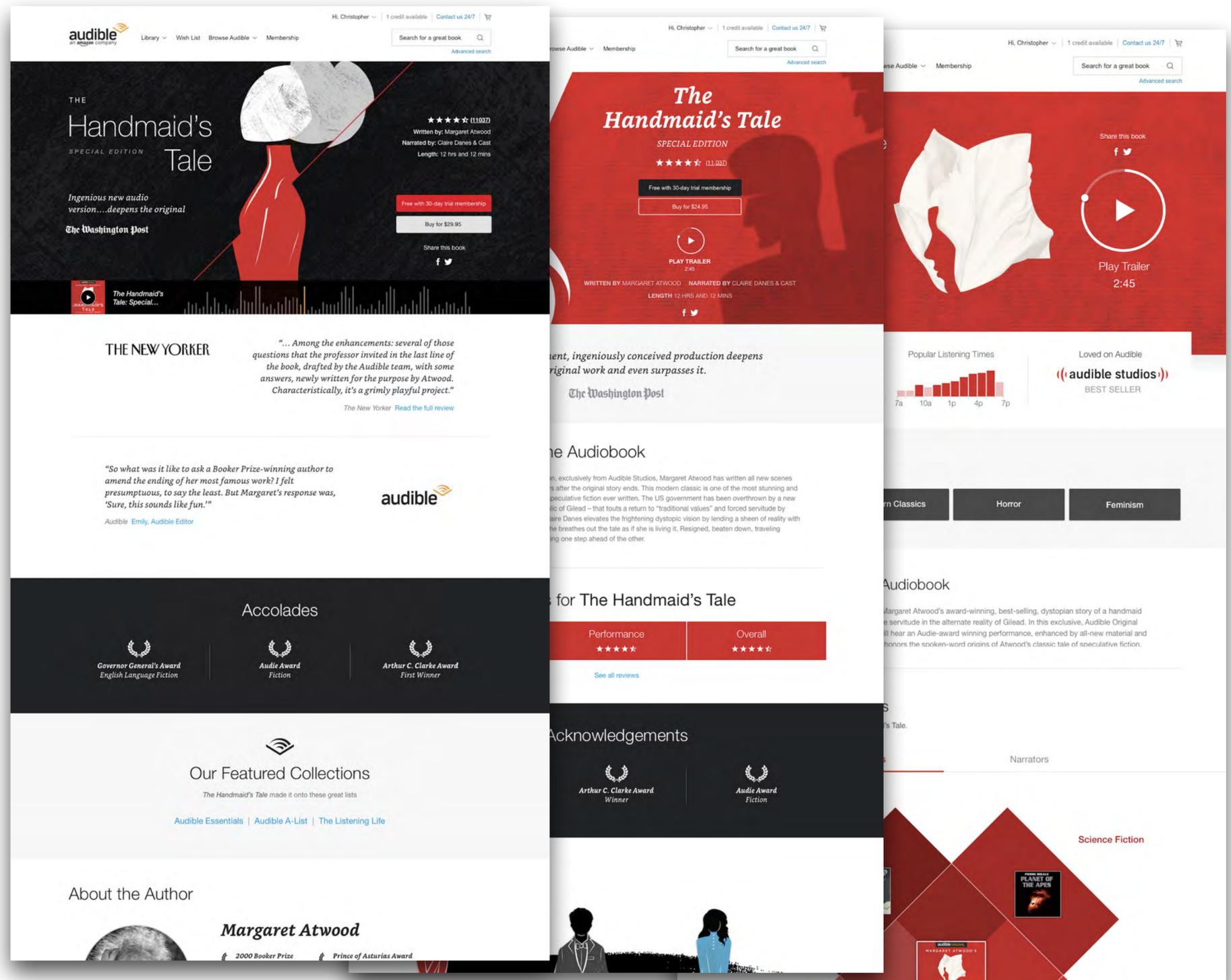


# AUDIBLE

## UX/UI, 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 templatization of these pages.

After

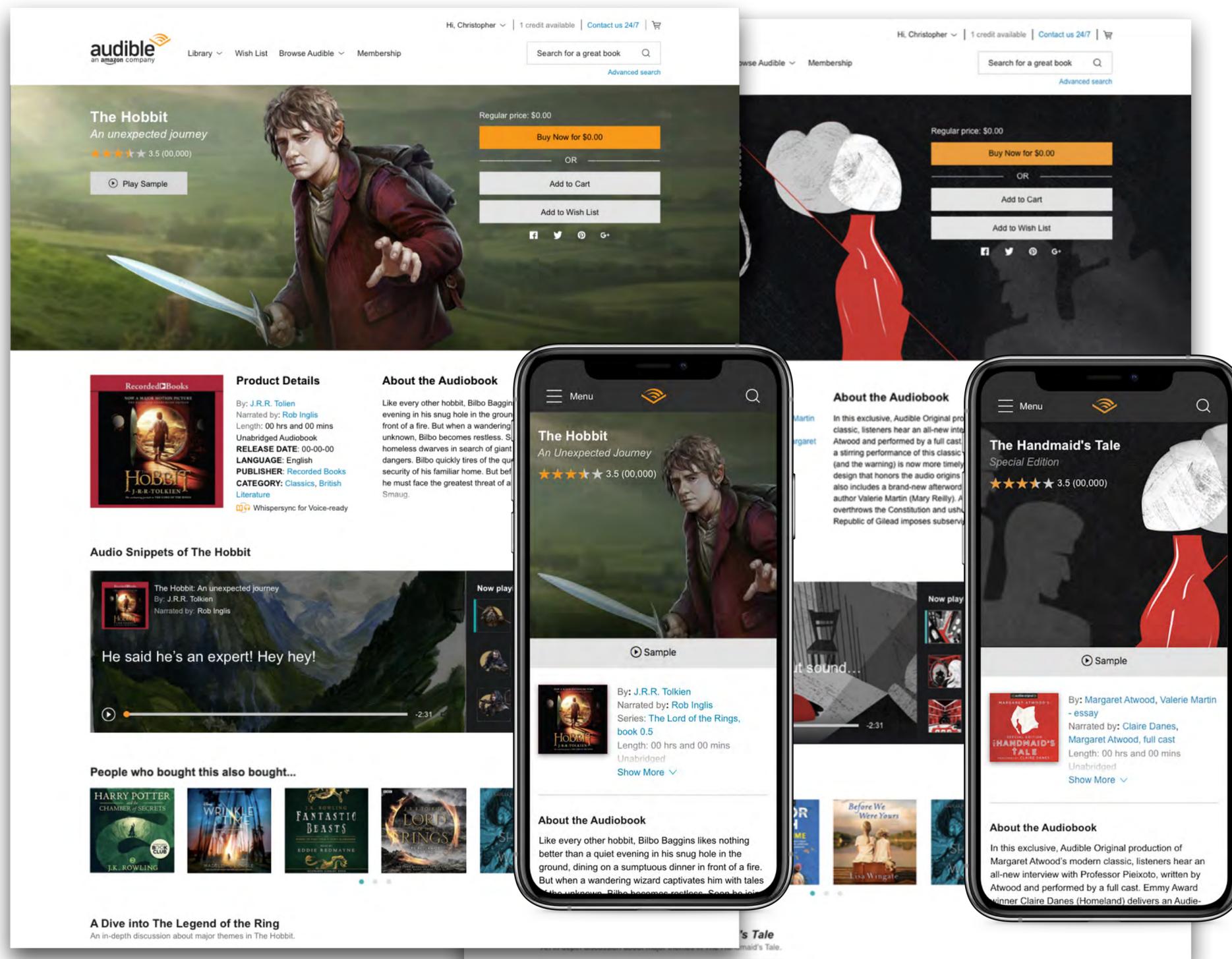


# AUDIBLE

## 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.

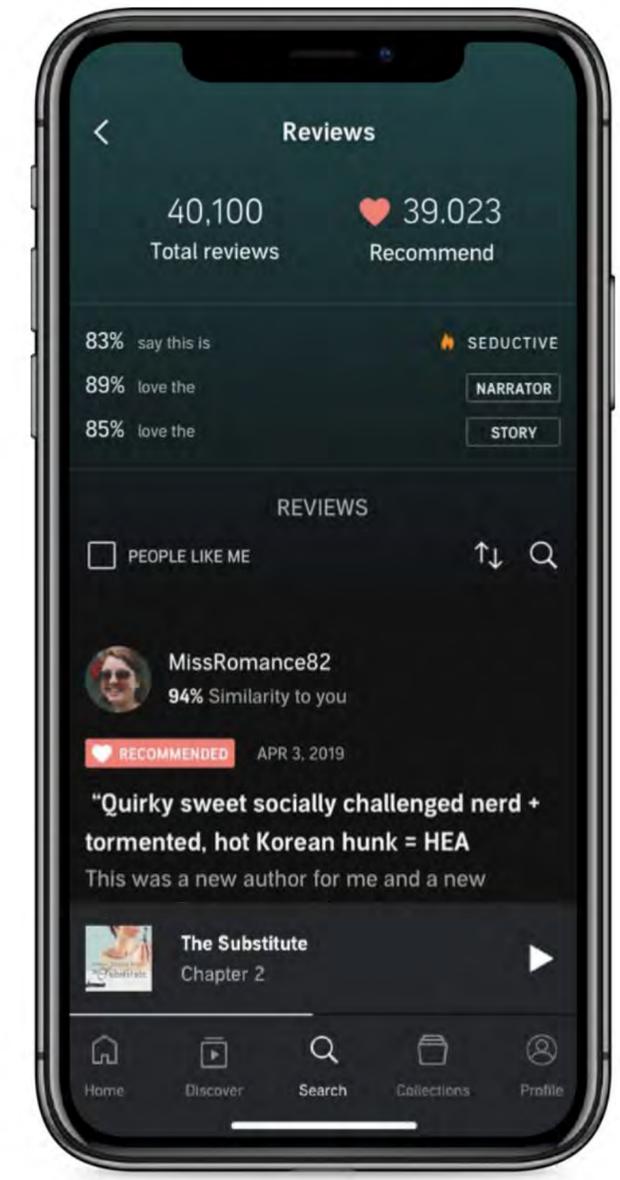
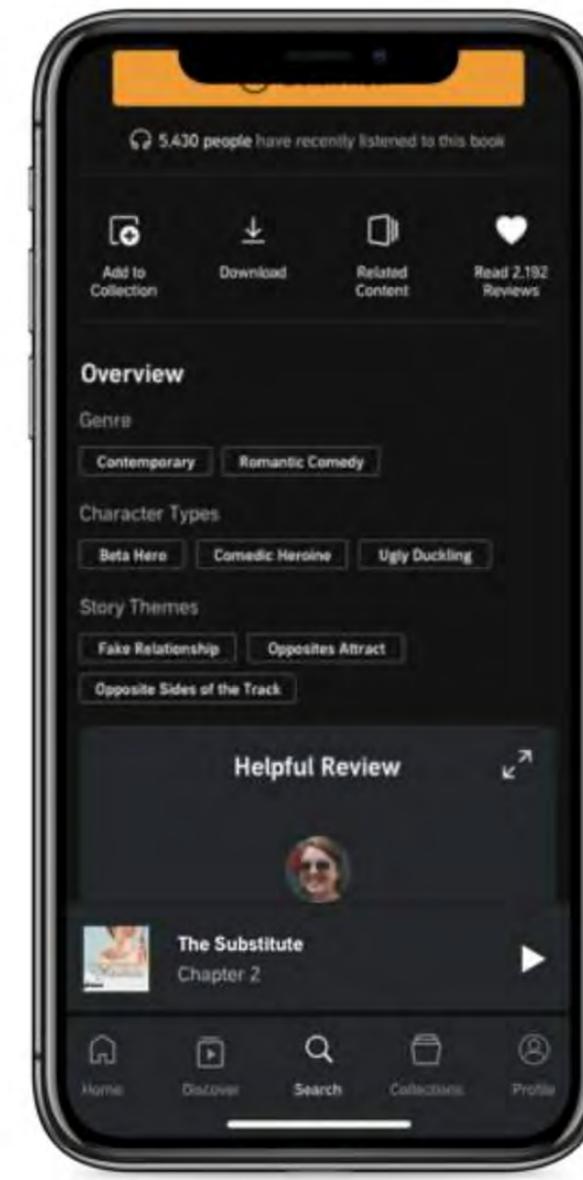
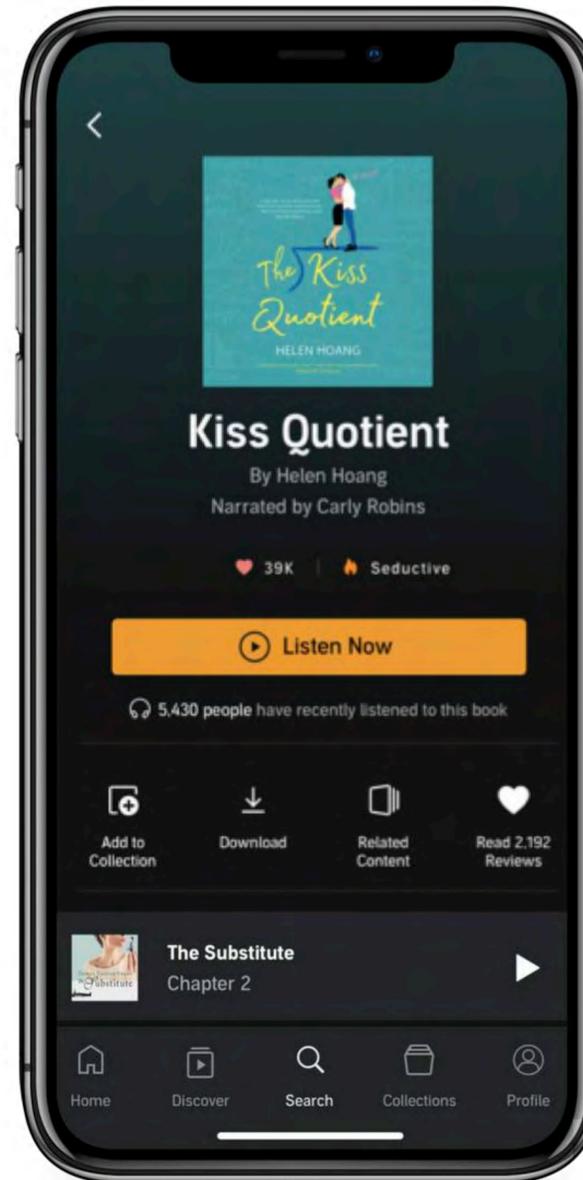
After



# AUDIBLE

UX/UI, Ideation

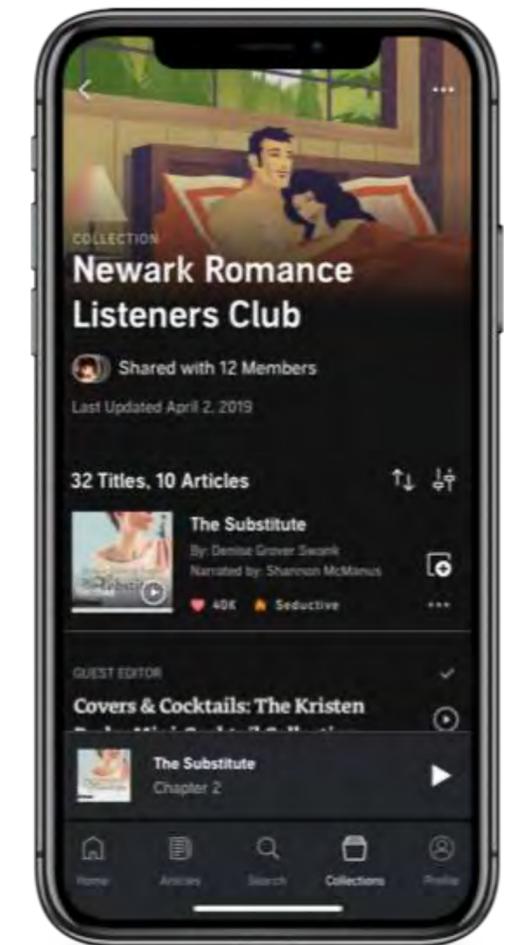
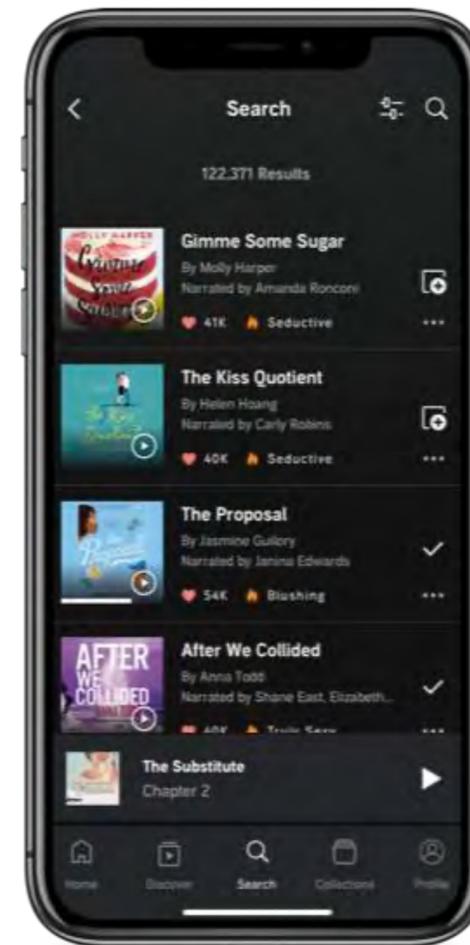
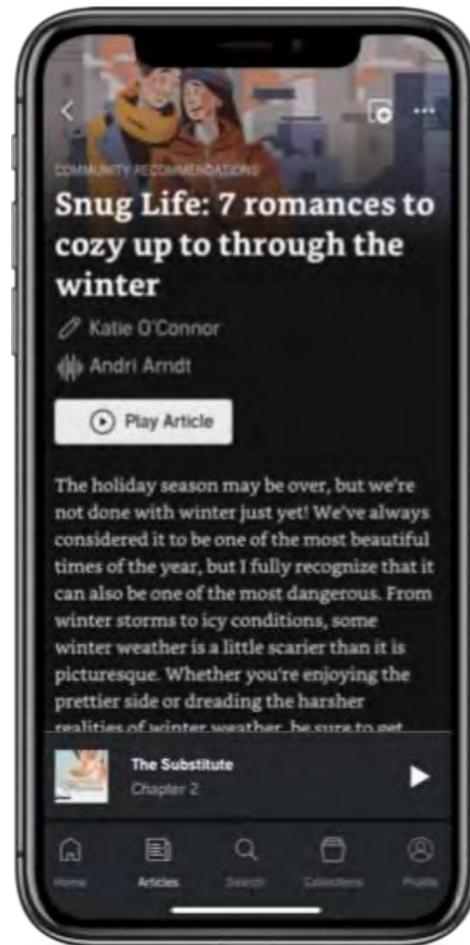
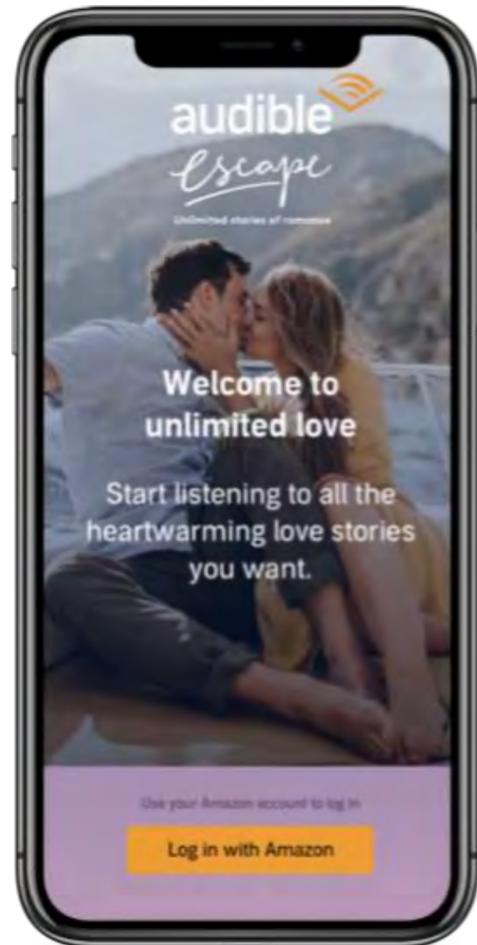
**Challenge:** Incorporate an all-you-can-listen subscription service alongside Audible's long-standing fixed credit subscription-based model.



# AUDIBLE

UX/UI, Ideation

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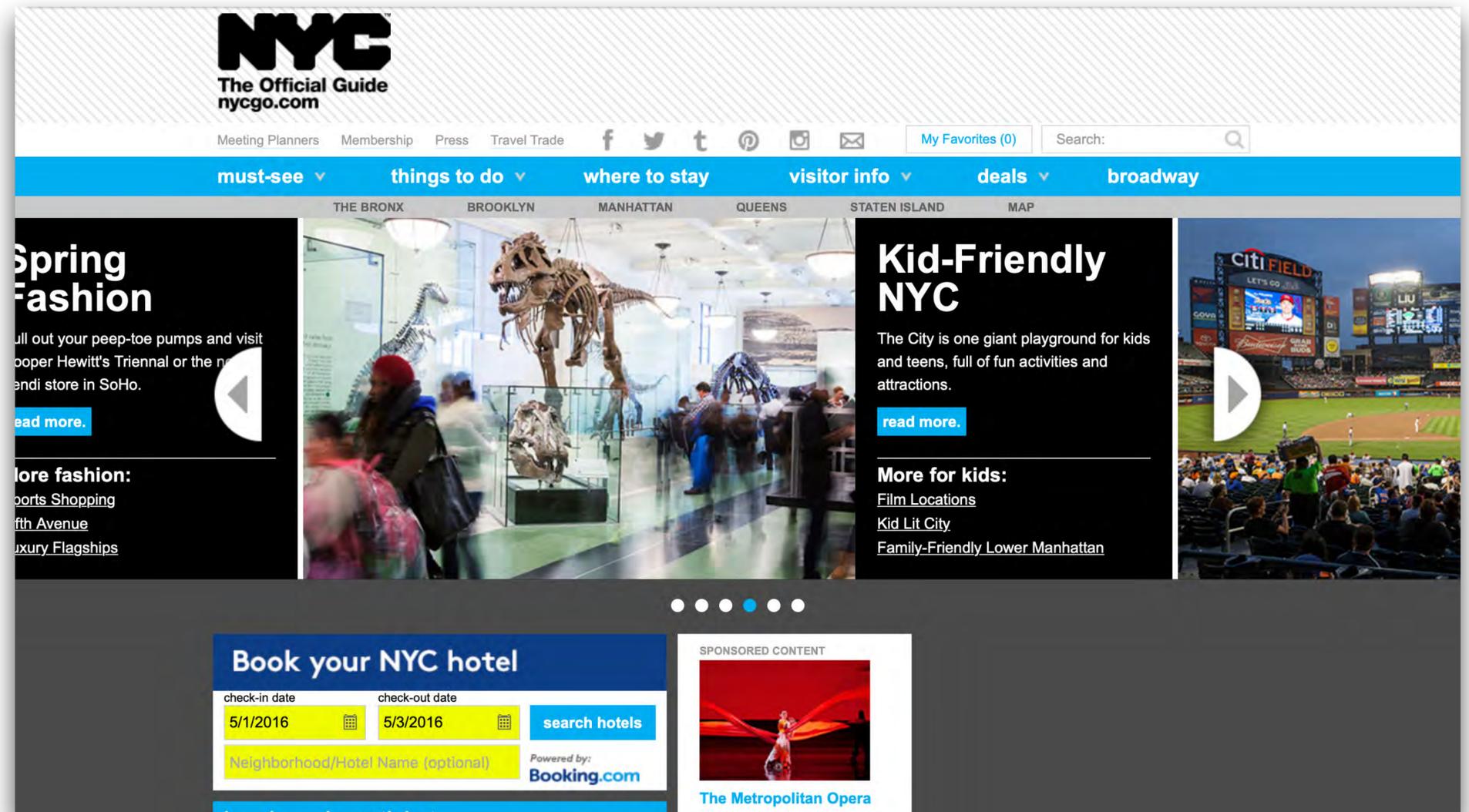
# NYCGO

## UX/UI, Redesign

**Challenge:** Redesign the old site and simplify the structure to enhance the creative storytelling of the site. Implement new and robust 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

**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.

The screenshot displays the NYCGO event listing interface. On the left is a dark sidebar with filters. The main content area shows a 'Recommended Events' section with three featured event cards: 'Village Halloween Parade', 'New York Film Festival', and 'BAM Next Wave Festival'. Below these is a 'Show All Recommended Events +' button. Underneath is an 'All Other Events' section listing various events categorized by type and location, with a 'Show All July 13 - August 15 Events +' button at the bottom.

**When:** 13 Jul → 15 Aug

**Search:**

**Filters:**

- Categories**
  - Things To Do
  - Festivals & Parades
  - Performing Arts
  - Attractions
  - Nightlife
  - More Categories +
- Locations**
  - Bronx
  - Brooklyn
  - Manhattan
  - Queens
  - Staten Island
- 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**

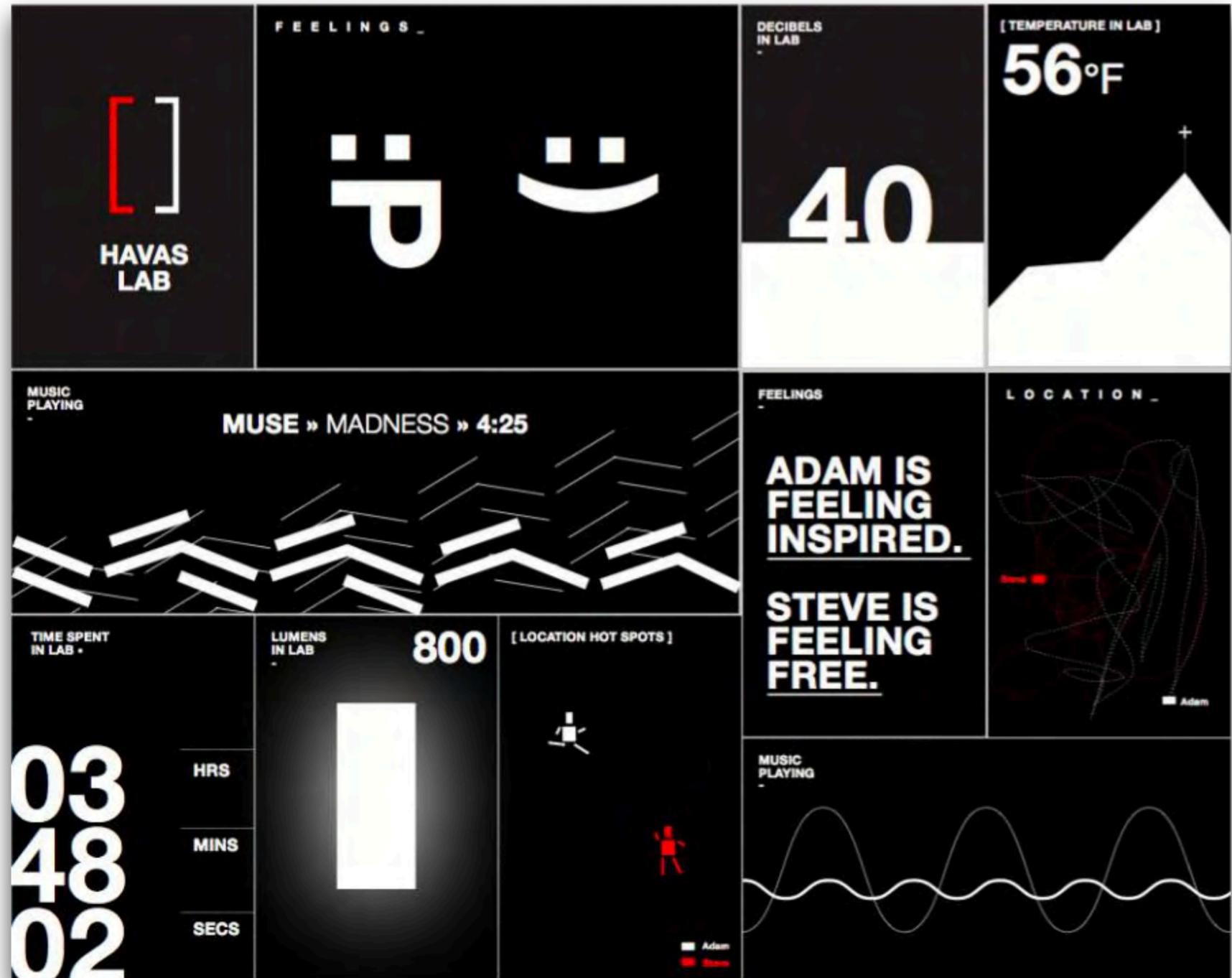
- Museums & Galleries **Hotter than That: 90 years of Louis Armstrong and His Hot Five**
- Things to Do **Roberto Burle Marx: Brazilian Modernist**
- Film **HBO Bryant Park Summer Film Festival**
- Festivals & Parades **Mostly Mozart Festival**
- Performing Arts **BAM Next Wave Festival**

[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.



# HAVAS LAB

UX/UI, IA

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**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 a 3D printer.

