



Jason Giglio

Full Stack Designer

Portfolio

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My portfolio website does not contain any case studies at the moment. This document goes into a bit more detail of the Vitature product and shows more screenshots of the both Aisle7 product flows as well.

Healthnotes Vitature

Role: UI Designer | UI, UX, Prototype, Front-end, Design

UI Design for SaaS web application

- Work closely with UX team to determine flows
- Build UI and prioritize based on wireframes
- Iterate based on user feedback
- Incorporate modular approach into design language

Vitature | Form UI / Modal

Vitature is an application that manages the supplement/vitamin product development cycle.

The Goal

To design a UI that can be adapted to the needs of any business in the cycle, increasing the productivity its users. I was building a UI that would easily present mountains of data and research material as quickly as possible to people who are used to spreadsheets.

The Work

I built a design framework that I iteratively applied and updated as need arose. I worked closely with the UX team to determine what worked and what didn't work from the user perspective. Once the CSS framework was established, we used LESS as our preprocessor of choice, I was able to prototype and communicate

ideas quickly with a combination of Chrome Dev Tools and Slack. I would prototype variations or new features based on pre-established components of CSS/HTML, taking a screenshot and posting it to Slack.

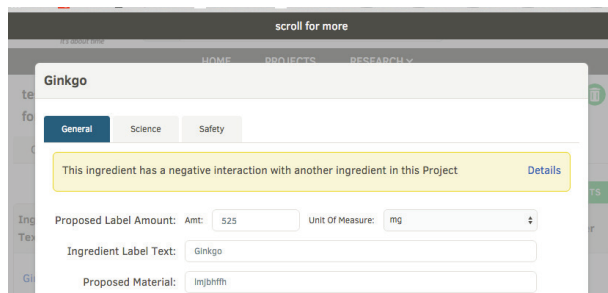
This was an Agile team. We were very quick, turning out designs for completely new features and then pushing out working UI within the same sprint. We were often times looking at wireframes in planning for the first time. This meant working side by side with Engineering and hashing out what was possible to still meet the current schedule and assessing the needed effort accurately.

As user-testing began, I began to really push for the modular design language. This helped us nimbly build the new functionality the team needed to address issues and feature requests seen in user-testing. Soon the features we had previously spent hours on fell to the wayside and new features took their place. With all of this fluctuation it became my job to work closely with decision makers to determine a more cohesive visual language and to stick to it. I did this by moving all iconography to SVG or Unicode characters that I could easily manipulate if needed.

Prototype screenshot examples for messaging:



Vitature | Warning Block Alert



Vitature | Caution Block Alert

Flexibility and collaboration were the name of the game in this project. I worked with Engineering to build the UI components iteratively to accommodate sprint needs. Eventually, I was able to devote less time to markup and more the prototyping as my framework grew. My hope was to build a living pattern library to document for future development.

Aisle7 Online

Role: Lead Designer | UI, UX, Prototype, Front-end, Redesign

Redesign of B2B online e-commerce content and tool platform

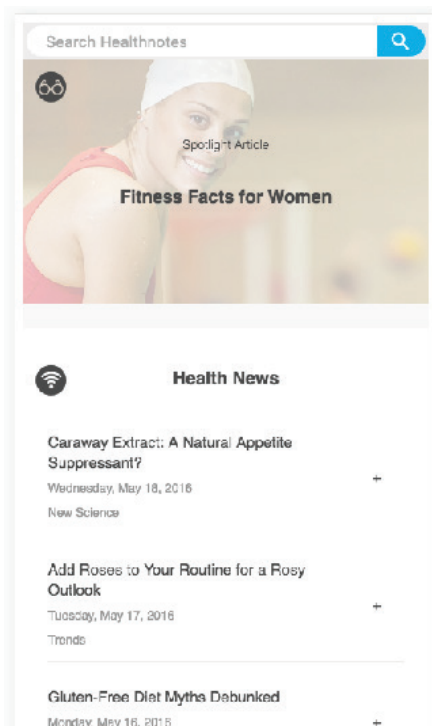
- Design framework with a mobile-first, responsive approach
- Incorporate modular approach to design language
- Prototype with engineers to quickly implement
- BEM approach to CSS framework
- Browser compatibility back to IE8

Aisle7 Online supplies retailers the data, tools and plug-ins for e-commerce websites selling vitamins and supplements.

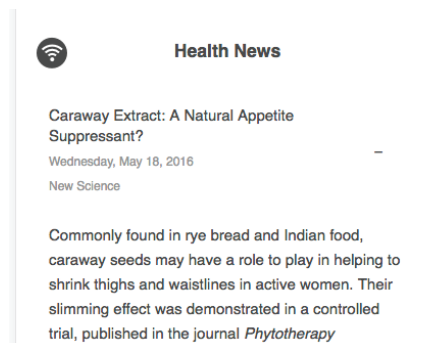
The Goal

Implement a mobile first, responsive redesign with robust browser backward compatibility. Performance, core maintenance and ease of implementation were important factors. In process to be adopted customer wide.

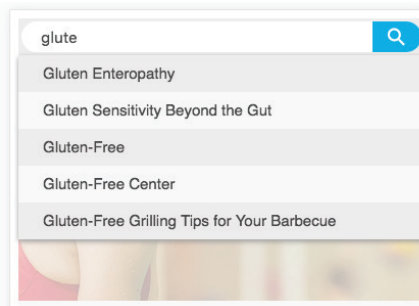
The Work



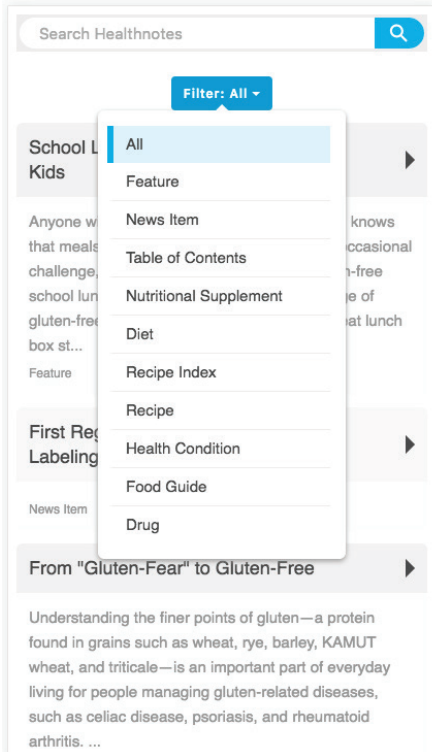
Aisle7 Online | Mobile | Landing Page



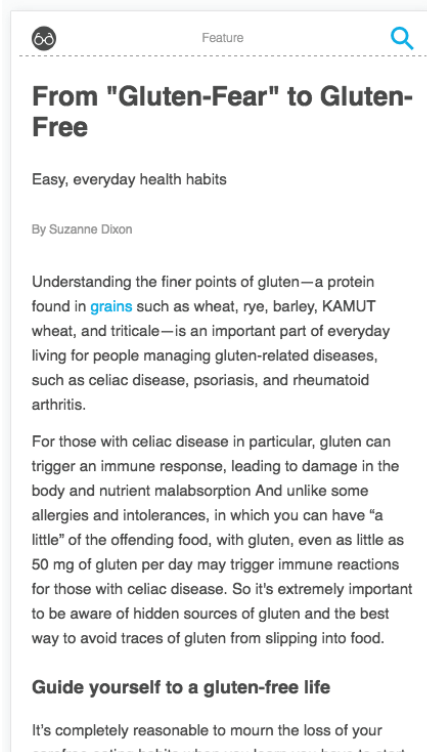
Aisle7 Online | Mobile | Landing Page - Article



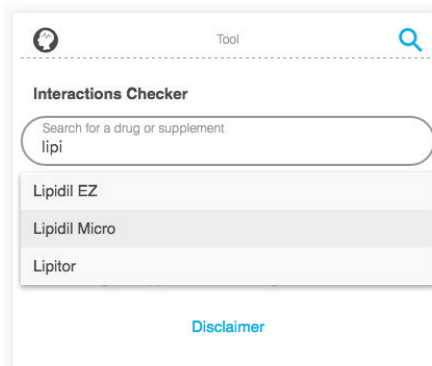
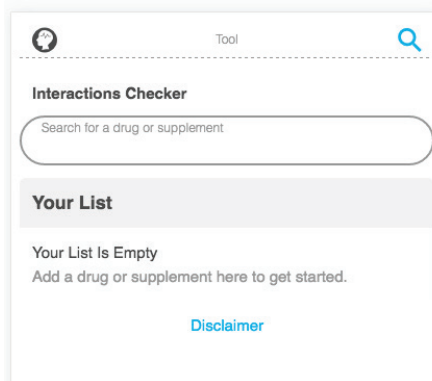
Aisle7 Online | Mobile | Landing Page - Search



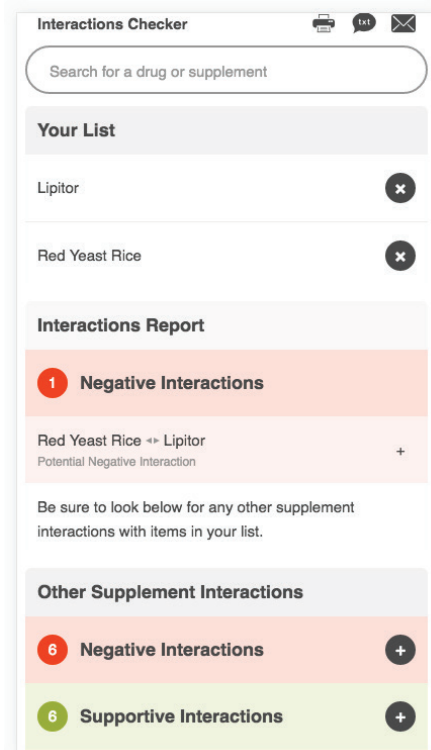
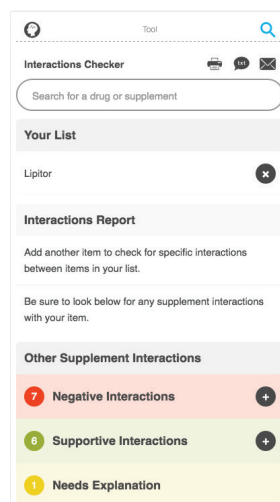
Aisle7 Online | Mobile | Search Results

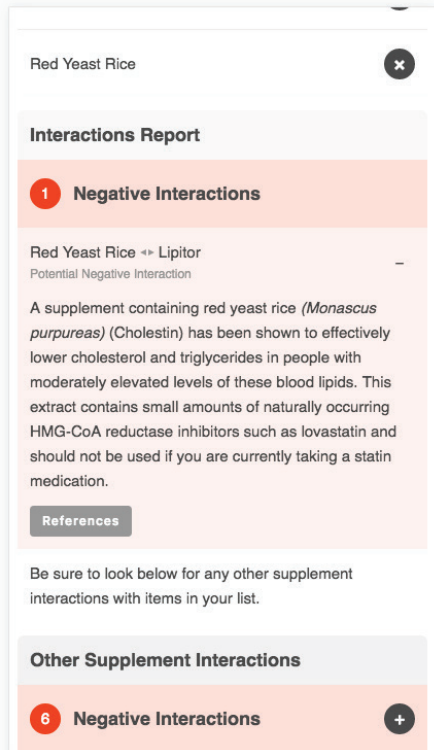


Aisle7 Online | Mobile | Article

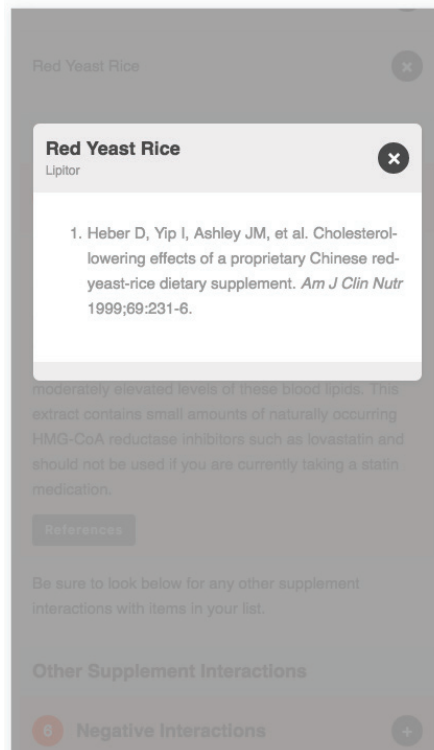


Aisle7 Online | Mobile | Interactions Checker

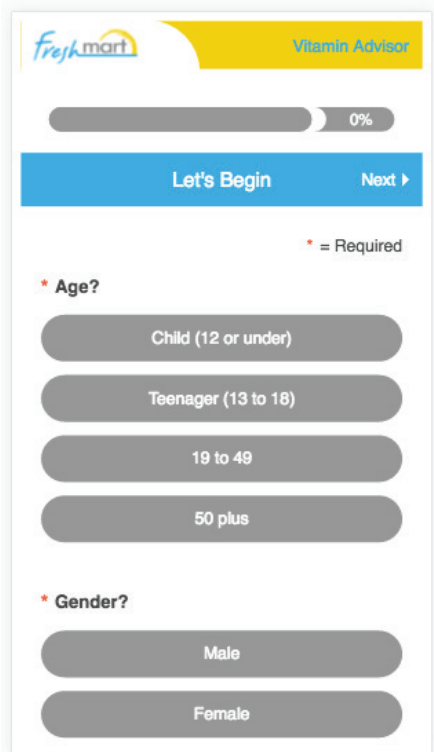




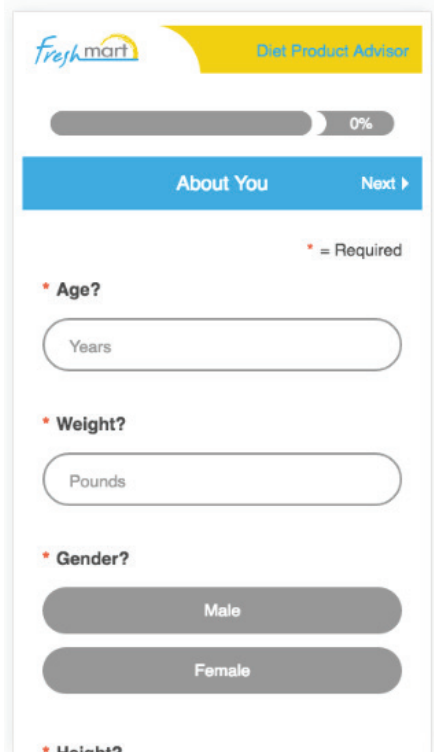
Aisle7 Online | Mobile | Interactions Checker



Customer example:
<http://cal-ez.com/interactions-checker/>



Aisle7 Online | Mobile | Vitamin Advisor



Aisle7 Online | Mobile | Diet Product Advisor

Aisle7 Instore

Role: Lead Designer | UI, UX, Prototype, Front-end, Redesign

Overhaul of kiosk application to handheld mobile web application

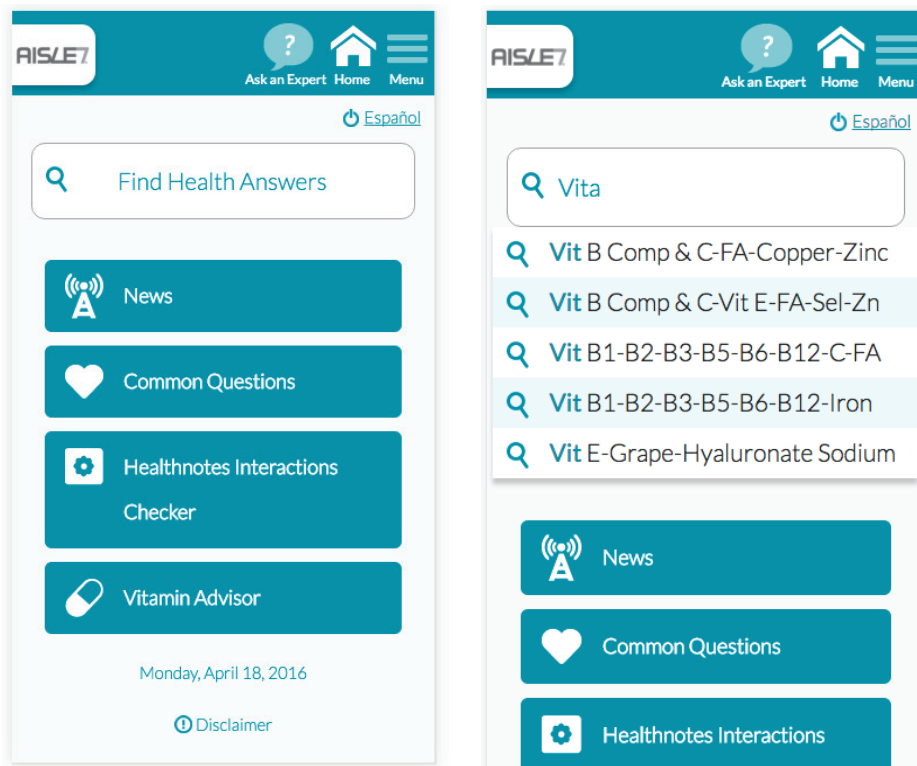
- Design framework with a mobile-first, responsive approach
- Prototype with engineers to quickly implement
- Deliver large sets of content quickly in small digestible chunks
- Incorporate modular approach to design language
- Implemented LESS preprocessing with an atomic CSS approach

Aisle7 Instore supplies brick and mortar retailers the handheld tools to drive vitamin and supplement sales in the store aisle.

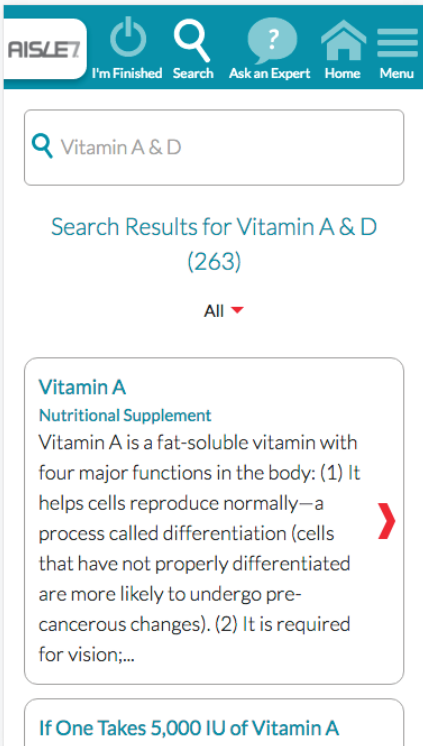
The Goal

Overhaul an old kiosk app into a streamlined, mobile application running on handheld devices used by staff. Designed to encourage more staff-to-customer interaction to help with purchase decision making.

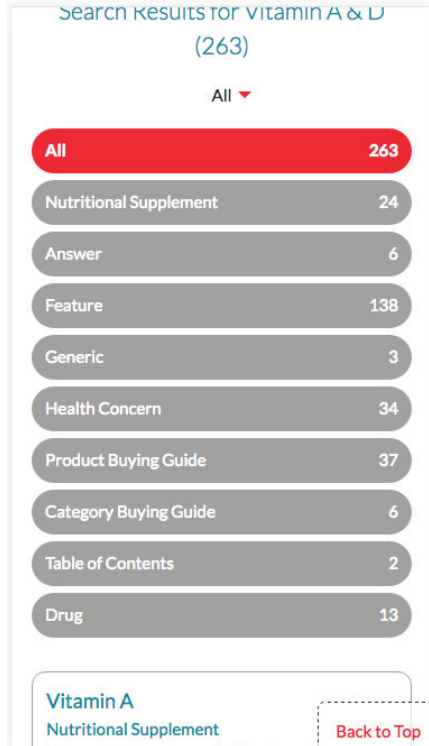
The Work



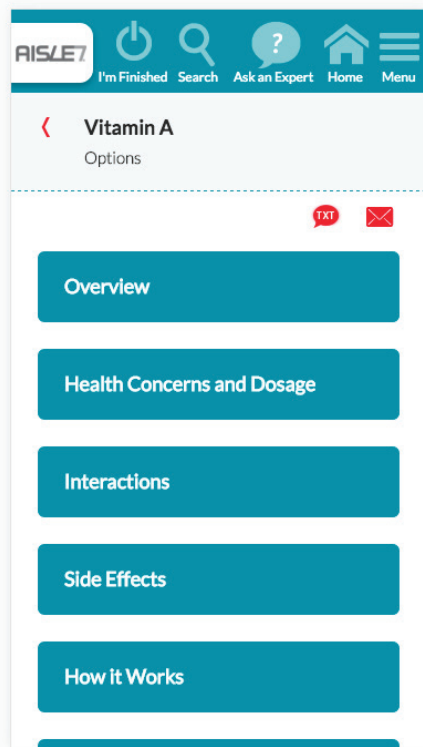
Aisle7 Instore | Mobile | Opening UI



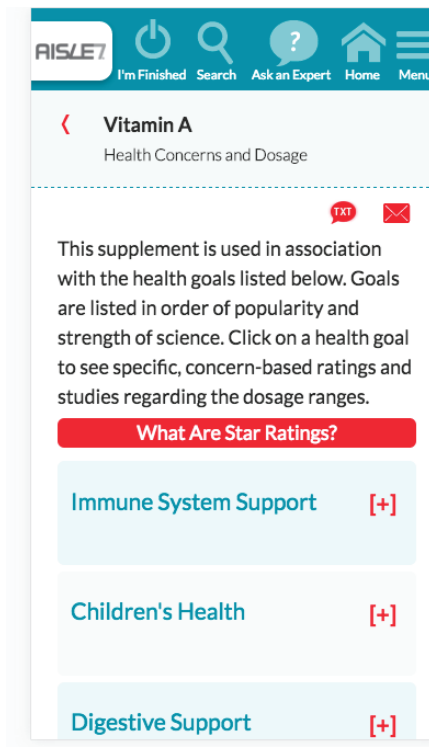
Aisle7 Instore | Mobile | Search Results



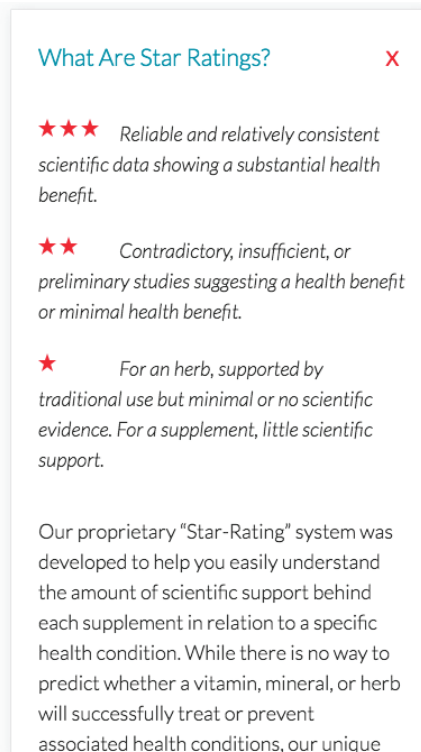
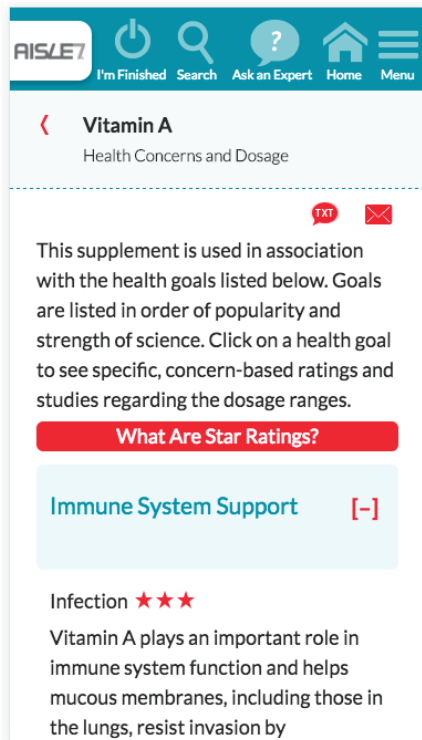
Aisle7 Instore | Mobile | Search Filters



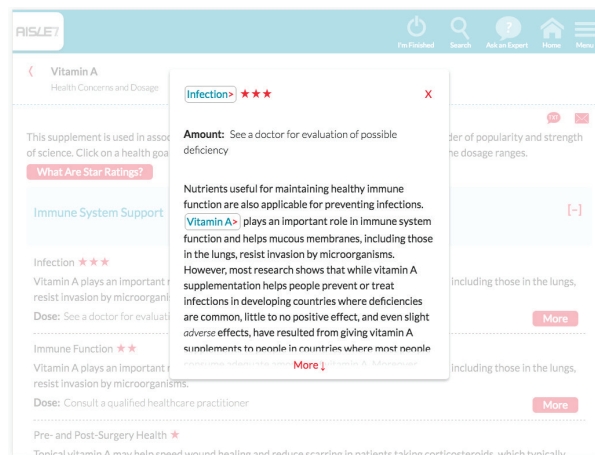
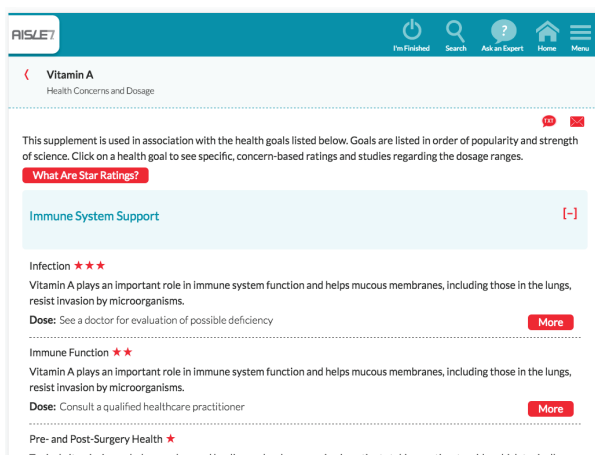
Aisle7 Instore | Mobile | Topic | Options



Aisle7 Instore | Mobile | Topic | Option Chosen



Aisle7 Instore | Mobile | Topic | Option Chosen Aisle7 Instore | Mobile | Topic | Modal



Aisle7 Instore | Tablet | Topic | Option Chosen

Aisle7 Instore | Tablet | Topic | Modal