

LYDIA BAZAN

2020 PORTFOLIO

**UI/UX & Visual
Designer**

To view interactive color pdf online, visit
www.lydiabazan.com/pdf-portfolio

Runway PropTech: Mobile and Desktop Software

September 2020 – Present

****Disclaimer. This project is ongoing and is still within the design and prototyping phases. This information is only to be used for position interviewing/evaluation only and must not be shared with possible competitors and/or other persons that may seek to use these designs for any purpose.***

CONTEXT

As a recently hired designer for Runway, a property technology software group based in Australia, I have been able to make significant contributions to the future look of their company. As a Design Assistant, I have been tasked with leading the redesign of their front-facing website “plug-in” that allows consumers to explore and design homes in newly formed communities. From choosing your home virtually, or exploring real-time available lots, Runway’s goal is to innovate the homebuying experience.

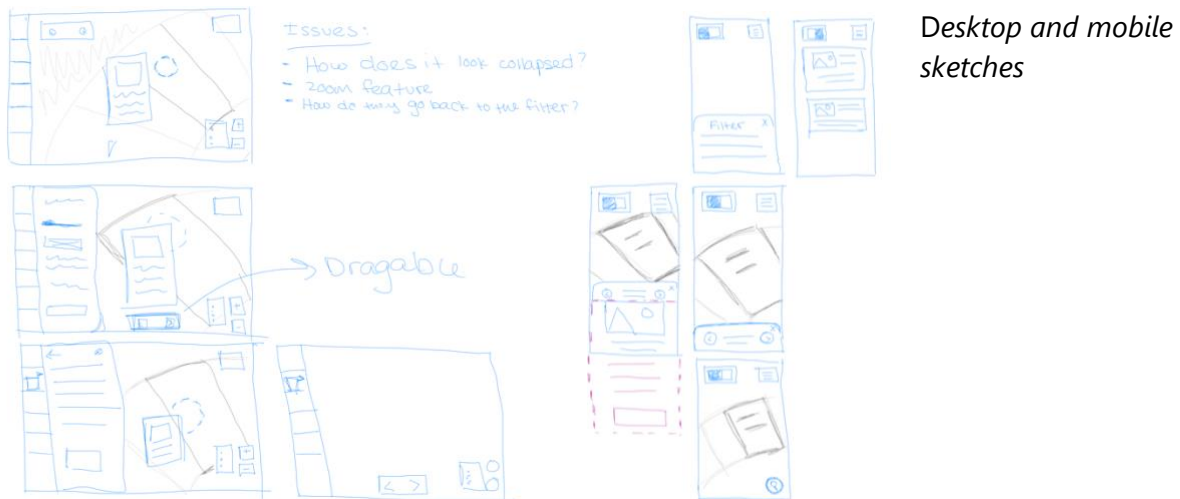
MY ROLE

As a Design Assistant, my role was to wireframe, design, and prototype a new consumer journey for mobile and desktop views. Early contribution of designs was completed by [Olivia Sun](#).

IDEATION

INITIAL DESIGNS & BRAINSTORM

When assigned to this project, I was given the initial draft designs in an Adobe XD file by Olivia Sun. By prototyping and re-evaluating her designs, I was able to identify user experience holes that I took into consideration when drafting my designs. One of the main goals was to maximize our map tool as much as possible on the available screen so that our users can interact with the tool easier, especially on mobile devices.

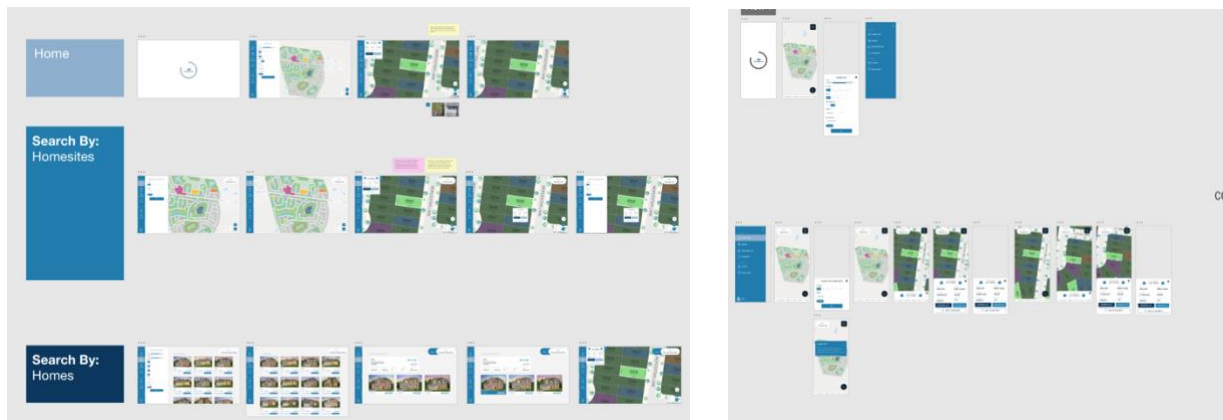


HIGH-FIDELITY DRAFTS

Although there is still much work to be completed in both versions due to expanding tools and user testing, I was able to design a possible high-fidelity draft of mobile and desktop views. My goals for my designs were to minimize as much as possible any unnecessary components and illustrations to least distract our users in the home buying process.

Mobile View: <https://rb.gy/gyptqd>

Desktop View: <https://rb.gy/1xn3pa>



PROJECT CONTINUATION

As the final stages of creating our new UI, I will be creating and managing a full UI component library to use in future projects. I will also like to fine tune our designs by conducting user testing once a full prototype is completed. Other fine-tuning efforts will be performed by checking consistency in grid use and components.

Rental: Mobile Application

September 2019 – December 2019



CONTEXT

As a part of my senior design studio at Texas A&M University, my team and I chose to design and prototype a comprehensive property management application between tenants and landlords.

MY ROLE

As Technical Lead, I managed and executed market research, application research, and wire-framing. My other contributions included app design, copywriting, and prototyping.

TEAM MEMBERS

Lydia Bazan, [Courtney Stark](#), and [Edie Terrell](#)

PROBLEM STATEMENT

How can we improve the property management experience between landlords and tenants?

RESEARCH

COMPETITORS ANALYSIS

As the technical lead, I conducted research of who would be possible competitors of our mobile app. Although there are property management applications that already exist, I found that a majority of free applications were **exclusively focused on landlords and had dated designs** that were covered by multiple ads. Other more established applications **required payment upfront and focused on apartment complexes**, leaving a gap for landlords that only manage 1-5 properties. Possible competitors included: Appfolio, Rental Property Manager, Rentsum, and Apartment Assistant.

LANDLORD AND TENANT SURVEYS

In order to gain more insight of user needs, we decided it was best to conduct a survey using Google Forms that had two-person questionnaires, **one for landlords and one for tenants**.

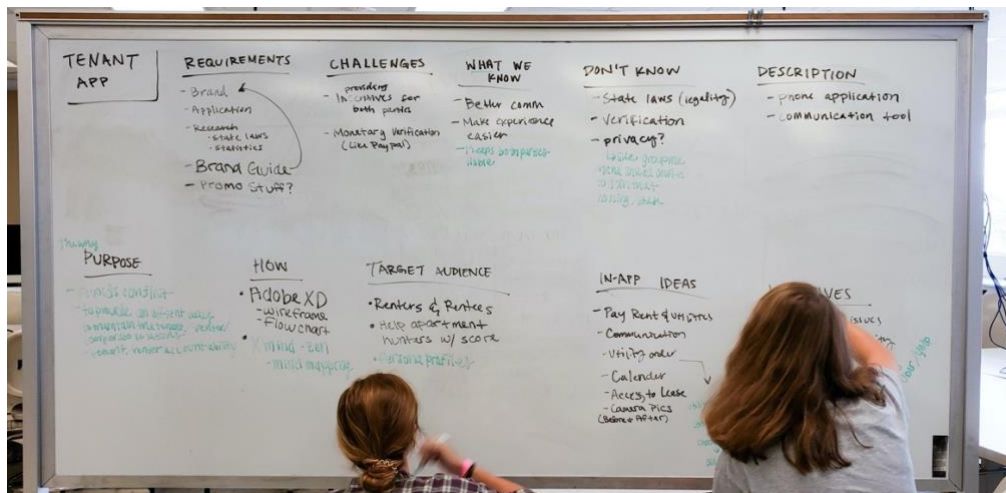
Although we initially envisioned this app to be used for apartment complexes as well as individual property owners, we quickly **pivoted our market focus**. Our results concluded that a majority of tenants that live in apartment complexes have their own property management portal; therefore, the **greater need was for individual property owners**. **View the Survey:** <https://rb.gy/09mjcx>

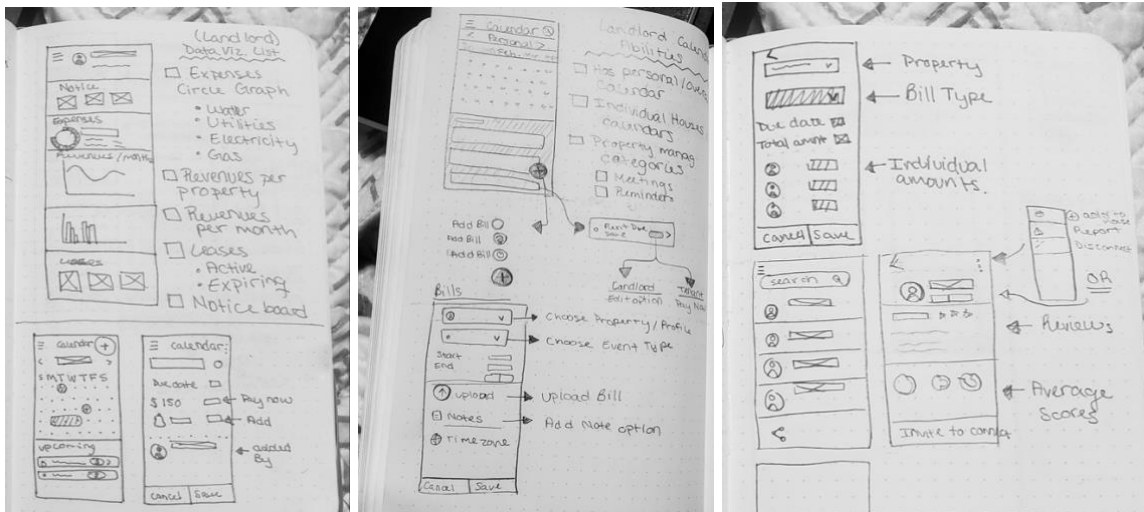


IDEATION

THE BRAINSTORM

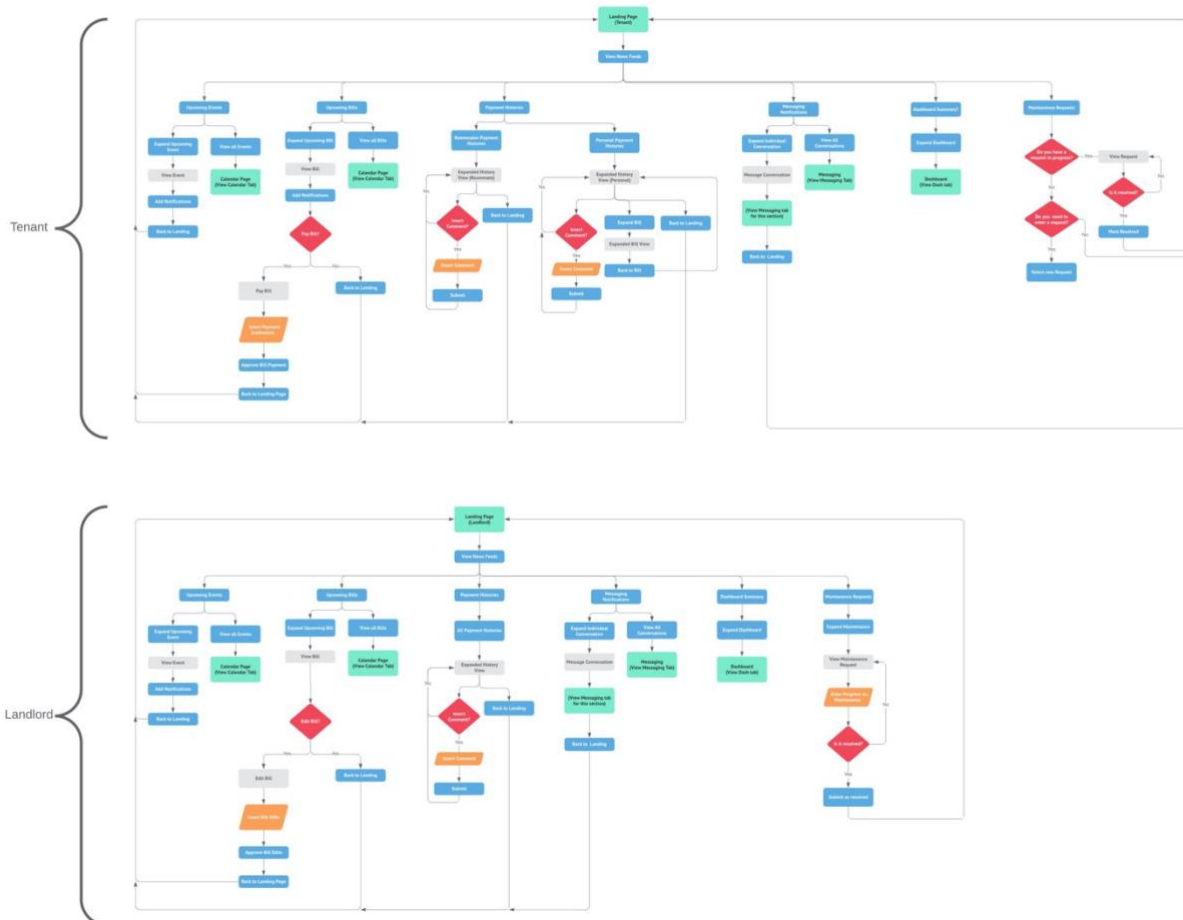
Our initial phases began with brainstorming with lists, mind-maps, and sketches. As a team, we aimed to target the most requested needs from our survey such as **work order requests, communication, in-app payment, and a landlord/tenant reviewing system**. We believed that both parties for renting are to be held accountable for living spaces and overall, should be a stress-free experience.

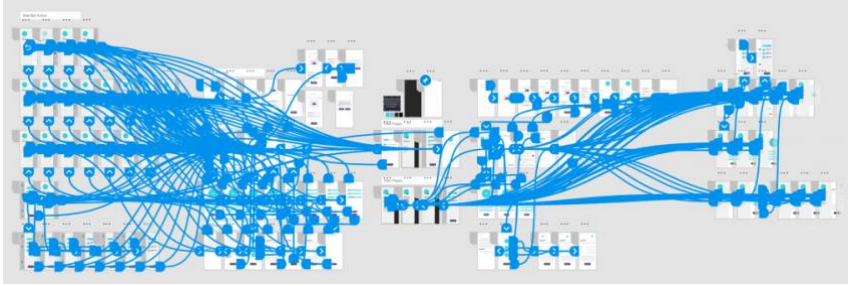




USER FLOWS

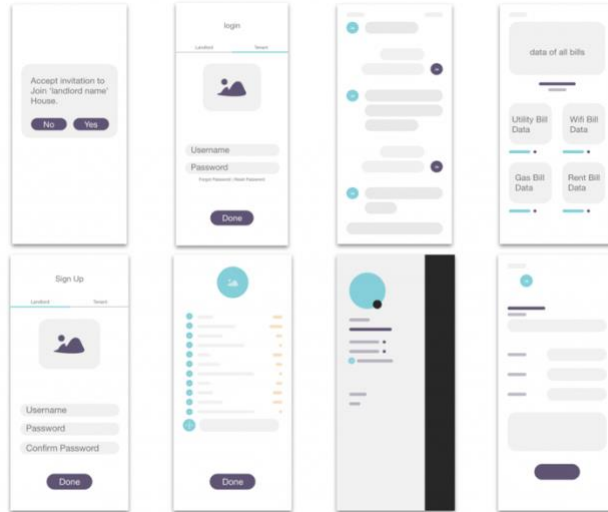
Alongside our sketching, I began developing user flows that involved decision trees to help better understand the journey of our users. This aided in the development of the app design as well as finding errors in our proposed designs.





LOW FIDELITY

As a baseline for our app design, Edie Terrell combined and illustrated a low-fidelity prototype of Rental.



FINAL PRODUCTS

HIGH FIDELITY

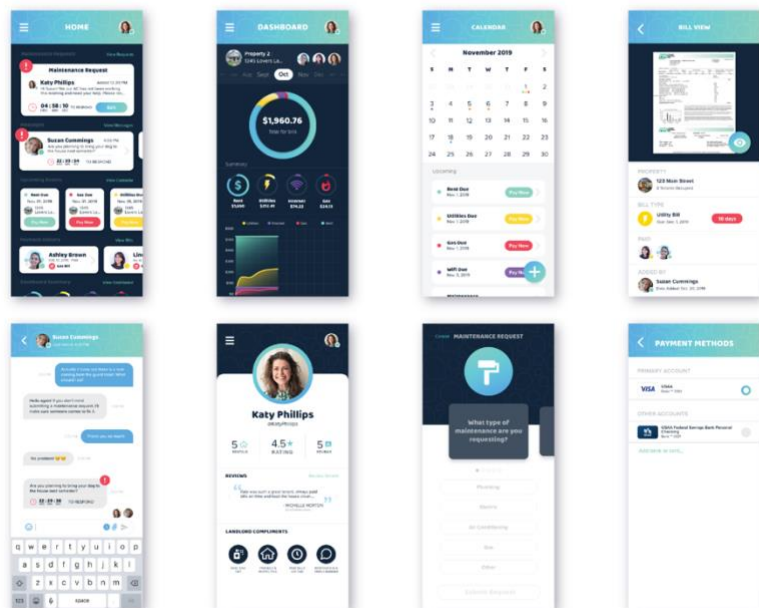
High Fidelity designs were produced by myself and Edie Terrell.

Landlord App:

<https://rb.gy/p0dwbn>

Tenant App:

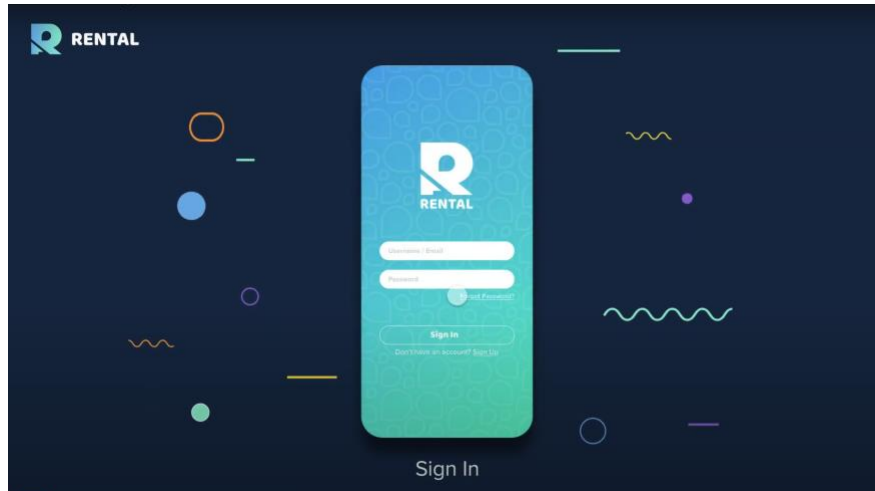
<https://rb.gy/geii59>



APP WALKTHROUGH

App walkthrough video by [Courtney Stark](#).

Video Link: <https://rb.gy/mvne9a>



RENTAL MOTION GRAPHIC

Rental Motion Graphic by [Courtney Stark](#).

Video Link: <https://rb.gy/mva1mt>



PROJECT BOOK

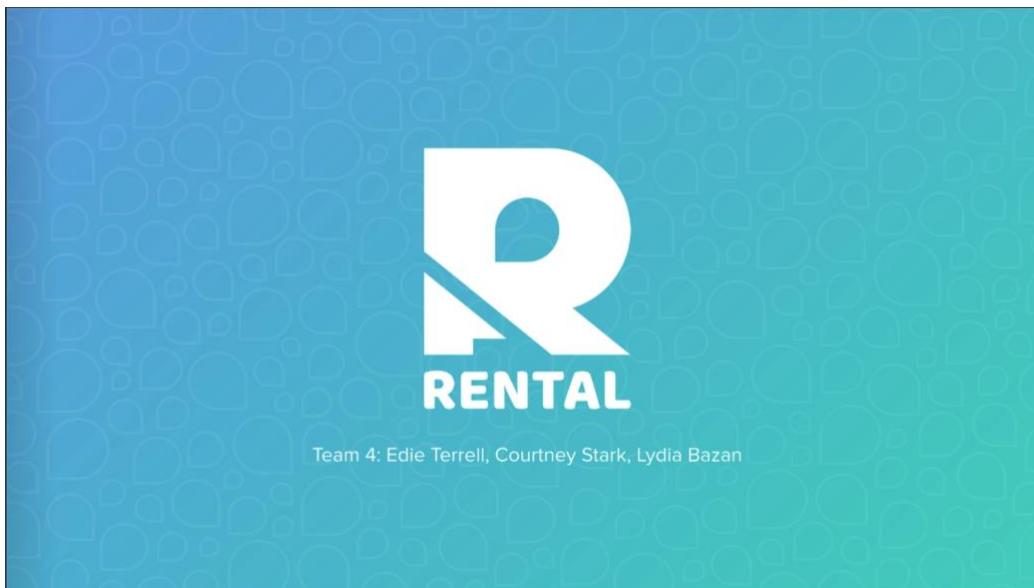
For the Rental project book, I assisted with print layout and a majority of the copywriting.

Book Link: <https://rb.gy/wtm9zw>



PROJECT PRESENTATION

<https://rb.gy/yjesz8>



LAUNCH: Undergraduate Research

August 2018 – Present (Contractor)

CONTEXT

In order to gain more experience in a workplace environment and strengthen my design skills, I applied for a student position at our undergraduate research department. Through them I was able to apply techniques from my courses in various ways.

OVERVIEW

LAUNCH: Undergraduate Research promotes, coordinates, creates, and assesses undergraduate programs involving creative scholarship, inquiry, and research in all academic disciplines at Texas A&M.

MY ROLE

As a Visual Communication Program Assistant, I assisted in social media management, website management, and any other creative projects that were necessary for the department.

MOST NOTABLE PROJECTS

CELEBRATE FIRST-GENERATION STUDENTS





For this project I was challenged to create a reusable campaign for First-Gen Day that occurs every November while maintaining within Texas A&M Brand guidelines. This campaign included social media, a personalized photo booth, a Snapchat geofilter, event buttons, interactive photo boards, and a photo book of past participants of the event.



We Are... FIRST-GEN AGGIES

ATM
LAUNCH
LEARNING COMMUNITIES





CELEBRATE FIRST-GEN 2018

 <i>Jonathan '21</i>	 <i>Adijat '22</i>	 <i>Stephanie '21</i>	 <i>Armandina '19</i>
JONATHAN ACEVES CLASS OF 2021	ADIJAT AGBOOK CLASS OF 2022	STEPHANIE AGUILAR CLASS OF 2021	ARMANDINA ALVAREZ CLASS OF 2019
Hometown: Humble, TX Major: Industrial Engineering	Hometown: Houston, TX Major: General Studies	Hometown: Dallas, TX Major: General Studies	Hometown: Channelview, TX Major: History

We Are... FIRST-GEN AGGIES

ATM
LAUNCH
LEARNING COMMUNITIES

CELEBRATE FIRST-GEN 2018

 <i>Abby '18</i>	 <i>Jasmine '19</i>	 <i>Sadie '22</i>	 <i>Anani Arredondo '20</i>
ABIGAIL ARAGON CLASS OF 2018	JASMINE ARAMBULA CLASS OF 2019	SADIE ARGUELLO CLASS OF 2022	ANANI ARRELLONDO CLASS OF 2020
Hometown: Mission, TX Major: Communication	Hometown: Carrollton, TX Major: Psychology	Hometown: Iraan, TX Major: Biomedical Sciences	Hometown: Alamo, TX Major: Animal Science

We Are... FIRST-GEN AGGIES

November 8 is Celebrate First Gen Day! First Gen Day celebrates current students and graduates who are the first in their family to attend Texas A&M University.

#CelebrateFirstGen



We Are... FIRST-GEN

November 8 is Celebrate First Gen Day! Texas A&M salutes the accomplishments of those who were the first in their families to attend and graduate from college.

#CelebrateFirstGen







What is #CelebrateFirstGen?

Celebrate First-Gen Day is November 8th! However LAUNCH will be celebrating November 7th this year.



What is First-Gen?

First-generation students are those who are considered to be the first in their families to go to college.



Did You Know?


61% of first-gen students say they'd like to give back to their communities after they graduate, compared with just 43% of their non-first-generation peers.



Did You Know?

Nearly 1 in 3 students at Texas A&M University are the first in their families to go to college.

FAMOUS FIRST-GEN STUDENTS



ALBERT EINSTEIN
Known For: The Theory of Relativity
Colleges Attended: Federal Polytechnic & University of Zurich

"Education is not the learning of facts, but the training of the mind to think"

"Being a first-generation student... is doing what my parents couldn't do."

-Rosa Aviles '20



#CelebrateFirstGen

FAMOUS FIRST-GEN STUDENTS



MICHELLE OBAMA
Known For: First Lady of the U.S.
Colleges Attended: Princeton University & Harvard University

"Through my education, I didn't just develop skills, I didn't just develop the ability to learn, but I developed confidence."

"Being a first-generation student means being able to make a difference..."

-Thomas Britt '20



#CelebrateFirstGen



EXPLORATIONS INTERACTIVE

Explorations: The Texas A&M Undergraduate Journal is an interdisciplinary publication dedicated to fostering undergraduate research and scholarly work in all fields. Although this journal is mass printed annually, the department made it a goal to make the journal more accessible virtually through [Weebly](#). For this project I translated the print journal into a web format with html editor blocks so that articles could easily be sourced if available online.



CAMP MENTOR

As a joint department under LAUNCH, the supervisor for LAUNCH: Learning Communities reached out to me to design their shirt for Camp Mentor. Due to issues of past designs and costs, they requested to have a single-color printed design around the theme of the Olympics.



VIRTUAL UNDERGRADUATE RESEARCH EXPO

My most recent project with LAUNCH as a contractor after graduation, I was asked to edit the student video series for their virtual expo. This included creating title cards, video editing, and sound editing.

View Video Series Here: <https://sites.google.com/view/virtualugrexpo/day-1/gsir-series>

DAY ONE

ATM LAUNCH
UNDERGRADUATE RESEARCH

2020 Virtual LAUNCH Undergraduate Research Expo

Getting Started in Research with the
Undergraduate Research Ambassadors

Patrick Hall discusses...
Misconceptions about Undergraduate
Research