

Jennifer Blatz

UX Design | Art Direction | Visual Communication



Contact Information

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Summary

With a strong foundation in journalism, design and graphics, my current skill set in visual communication encompasses all disciplines including User Experience Design, Art Direction and Graphic Design for all media.

User Experience

Law firm website redesign

Created User Experience deliverables including competitive analysis, user scenarios, content analysis and homepage mockups.

SheppardMullin Competitive Analysis

Latham Watkins

Skadden, Arps, Slate, Meager & Floom

Bingham McCutchen

O'Melveny & Meyers

Gibson, Dunn & Crutcher

Paul Hastings

SheppardMullin User Scenarios

Richard, 58, Corporate Executive at a mid-sized Real Estate Firm

Richard is a Real Estate developer who owns his own company. He is purchasing some commercial property in the Los Gatos area in northern California.

Richard is researching law firms who meet the following criteria: experience in commercial leasing and transactions; attorneys who can assist with building site evaluation, purchase and sale; they have a large team, not just one or two attorneys that can work on his case; he wants there to be a local office so he can visit the attorney in person if needed; he wants several years of experience and the kudos to prove it.

The Firm and an attorney's name has been recommended to Richard by a colleague. He wants to go on the website via his mobile phone and research this attorney as well as the firm.

Maria, 37, Human Resource Director for large restaurant company

Maria works for a major restaurant chain that has several eateries across the United States. This restaurant chain is being sued by a class action group of employees claiming they have not been paid due overtime and they have not been permitted allotted lunch breaks.

Working with her company's CEO, CFO, and other members of the HR department, Maria is tasked with researching law firms who work on labor disputes. Maria is afraid that her employers thought they were "doing the right thing" and yet didn't realize they might have been in violation of the law in some ways.

Maria has gone an Internet search and is comparing law firms that have won big cases in the food industry. She wants to learn about the clients the firm has represented, who won the case, and what was the outcome for these cases. She wants a winning track record.

Zhang, 24, Law Student and economics at a major university

Zhang is an international student studying law in the United States. He has attained his undergraduate degree in Economics at a university outside of the U.S. Zhang is now studying law in the U.S. at a large California university.

Zhang wants to research law firms to help him determine a potential place for employment. He likes the idea of staying in California to start with, but might want to transfer within the law firm to one of their offices in Asia or Europe. Zhang wants to find out where the offices are located, what areas of law they specialize in, how large the firm is and what awards and credentials they have. He is also interested in seeing what positions they currently have open and the benefits package that the law firm offers.

SheppardMullin Website Content Analysis/Taxonomy

Blog | Home | Contact | Search

| Our Firm | Practices | Industries | Attorneys | Offices | Publications | Press | Events | Careers | Community |
|--|---|---|---|---|---|---|---|---|---|
| 1. About 2. Sheppard 3. Mullin 4. Firm Profile 5. Client 6. Practice 7. Contact Us | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax | 1. Banking 2. Securities 3. Corporate 4. Insurance 5. Intellectual Property 6. Real Estate 7. Tax |

Law Firm Redesign: Industries

Law Firm Redesign: Practices

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SheppardMullin

Our Mission is Your Success

SheppardMullin

Athena Greek Grill Restaurant Initiative

This User Experience project implements steps in a UX process used to create a restaurant's menu and ordering process on an iPad/tablet device.

I used the following UX design principles in this project:

Research

- Usability testing
- User survey
- Task flow and user journey
- Card sorting analysis
- SWOT analysis

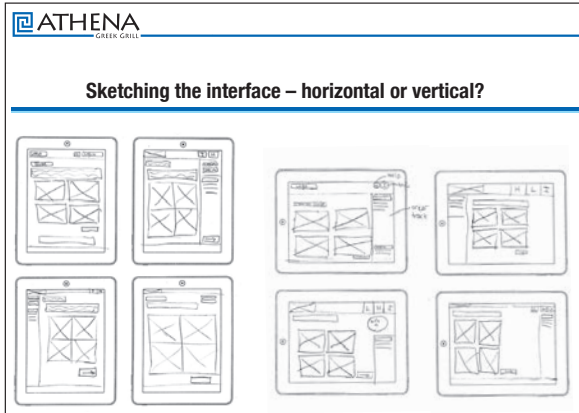
Discovery

- Rapid paper prototypes
- Wireframes
- Personas
- Competitive analysis
- Information architecture

Design

- iPad/tablet App design
- Mockups
- Iterative redevelopment
- Mood board
- Style guide

A visual representation of the iPad interface



Hemant Patel

Age: 37
Gender: Male
Occupation: Internet technical specialist for law firm
His Story: Hemant is always looking for a great place to dine and save money. As a tech guy, he would consider ordering from an iPad fun. He expects the device to give him the option to customize his order. He enjoys dining out with friends and could see how ordering from a device might take longer when multiple people are involved. He considers having good ambience and service important factors for a great dining experience.
Goals: Order meal from a device
Ability to customize meal
Low dining cost
Needs: Interactive menu
Easy to read menu
Price displayed
Ingredients displayed
Quote: I enjoy dining out as long as I can save money and customize my order.

Jennifer Chang

Age: 26
Gender: Female
Occupation: Freelance graphic designer and fashion designer
Her Story: Jennifer is a mother and likes child-friendly restaurants. She chooses restaurants based on her family's health needs. It's important for her to know what ingredients are in each meal. She considers the food quality more important than price.
Goals: Clear ingredient descriptions
Vegan, organic options
Child-friendly ambience
Needs: Family friendly restaurant
Vegan, organic, gluten-free options
Cuisine count displayed
Quote: I like to dine at restaurants that cater to my special dietary needs and are child friendly.

Alex Carvalho

Age: 47
Gender: Male
Occupation: Audio engineer
His Story: Alex is a price conscious professional on a budget. He considers location, pictures of menu items, and a large amount of options important. He likes his food served quickly, with good service.
Goals: Order quick meal
Stay on his budget
Easy to order menu
Needs: Price sensitive
Pictures of food items
Variety of menu items
Quote: I like to stick to my budget when dining out. I also want plenty of options and good service.

Welcome screen simplified

Before: [Image of the original welcome screen with a lot of text and small images]

After: [Image of the simplified welcome screen with large, clear text and images]

Finalize & pay screen simplified

Before: [Image of the original finalize & pay screen with a lot of text and small images]

After: [Image of the simplified finalize & pay screen with large, clear text and images]

Stacked Restaurant, Torrance, CA

Tap a category to begin

Beverages

Appetizers

Salads and Soups

Burgers

Venetian Casino, Las Vegas, NV

CUSTOM COCKTAILS

WHAT TYPE OF CUSTOM COCKTAIL WOULD YOU LIKE?

GRABIE

MIXERS

WHAT TYPE OF MIXER WOULD YOU LIKE?

GRABIE

JUICE

WHAT TYPE OF JUICE WOULD YOU LIKE?

GRABIE

Pick your filling/meat screen – the next screen after the base has been selected

Tap once to make a selection. Tap twice to remove a selection.

Roasted chicken \$6.99

Falafel \$5.99

Beef & lamb gyro \$6.99

Grilled shrimp \$7.99

Grilled vegetables \$5.99

Custom Order

< Back Cancel Order Continue >

Order:

Entree: 1. Not baked Falafel sandwich

1. Order accumulation column
Will show the user how the order is accumulating during ordering
2. Image of menu item
Clickable image to add item to the order
3. Name of menu item
Clickable text to add item to the order
4. Nutrition button
Tapping this button will bring up a pop-up window that will show the nutritional information of a menu item
5. Back button
Takes the user to the previous screen
6. Cancel Order button
Allows user to cancel the entire order at any time. Warning window will pop up to confirm cancellation. Takes user back to the beginning of ordering process
7. Continue button
Must be pressed by user to confirm selection on this screen and to progress to the next screen

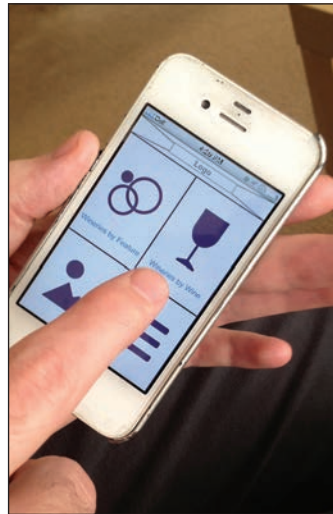


The image displays three sequential screenshots of a mobile application on an iPhone, illustrating a user interface for finding wineries. The app is titled "Wineries" and features a "Favorites" section.

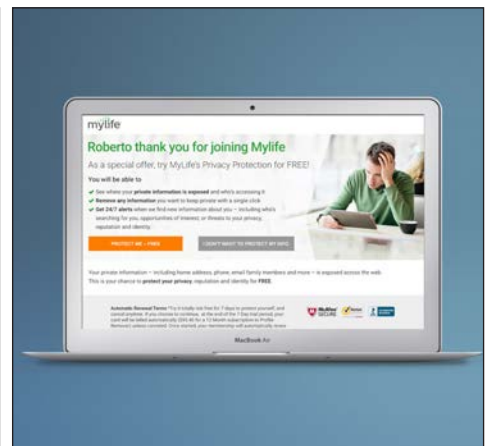
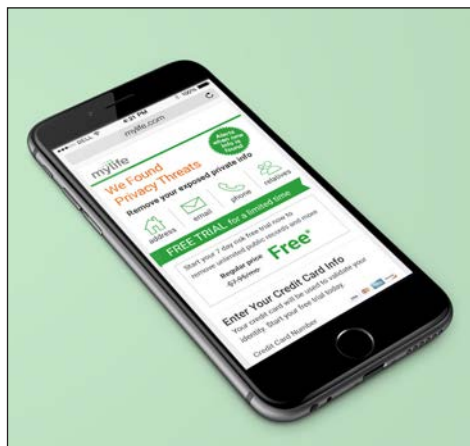
Screen 1 (Left): The "Favorites" section is active. It displays a list of wineries. The first entry, "Name of the Favorite Winery would be here", includes the address "26341 Racho California Blvd, Temecula, CA 90076" and a "MORE..." link. The second entry, "And another story wine story here", includes the address "26341 Racho California Blvd, Temecula, CA 90076" and a "MORE..." link.

Screen 2 (Middle): The "Favorites" section is active. It displays a map of the area with three wineries marked by purple stars. Below the map, the "Wineries" section lists three items: "1Winery Name Here", "2Winery Fancy Vineyard", and "3Chateau Chavel Vineyards".

Screen 3 (Right): The "Favorites" section is active. It displays a list of wineries. The first entry, "Name of the Winery Here", includes the address "26341 Racho California Blvd, Temecula, CA 90076". The second entry, "Name of Another Winery Here", includes the address "26341 Racho California Blvd, Temecula, CA 90076". The third entry, "And Finally the name of favorite Winery Here", includes the address "26341 Racho California Blvd, Temecula, CA 90076".



Privacy Protection Website and Email

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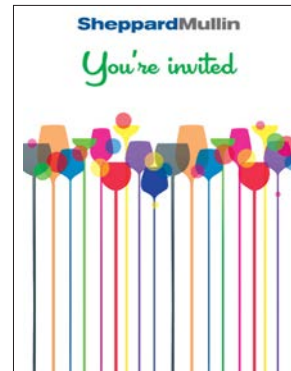
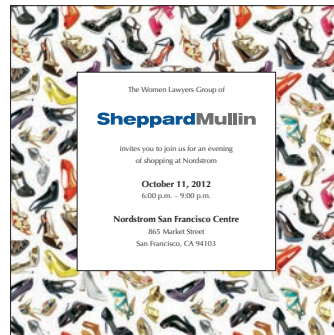
Art Direction and Visual Communication

My continued success in designing projects includes online and digital assets, corporate design, logos, publications, ads, invitations, branding products, photo-manipulations and other design-thinking tasks.

Logos



Invitations



Publications

