

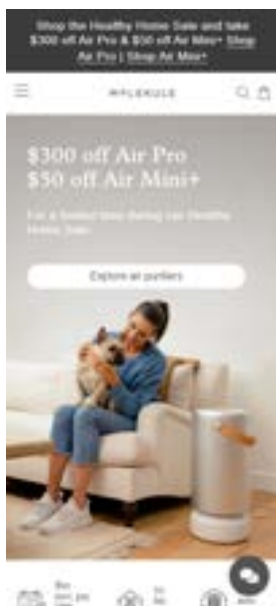
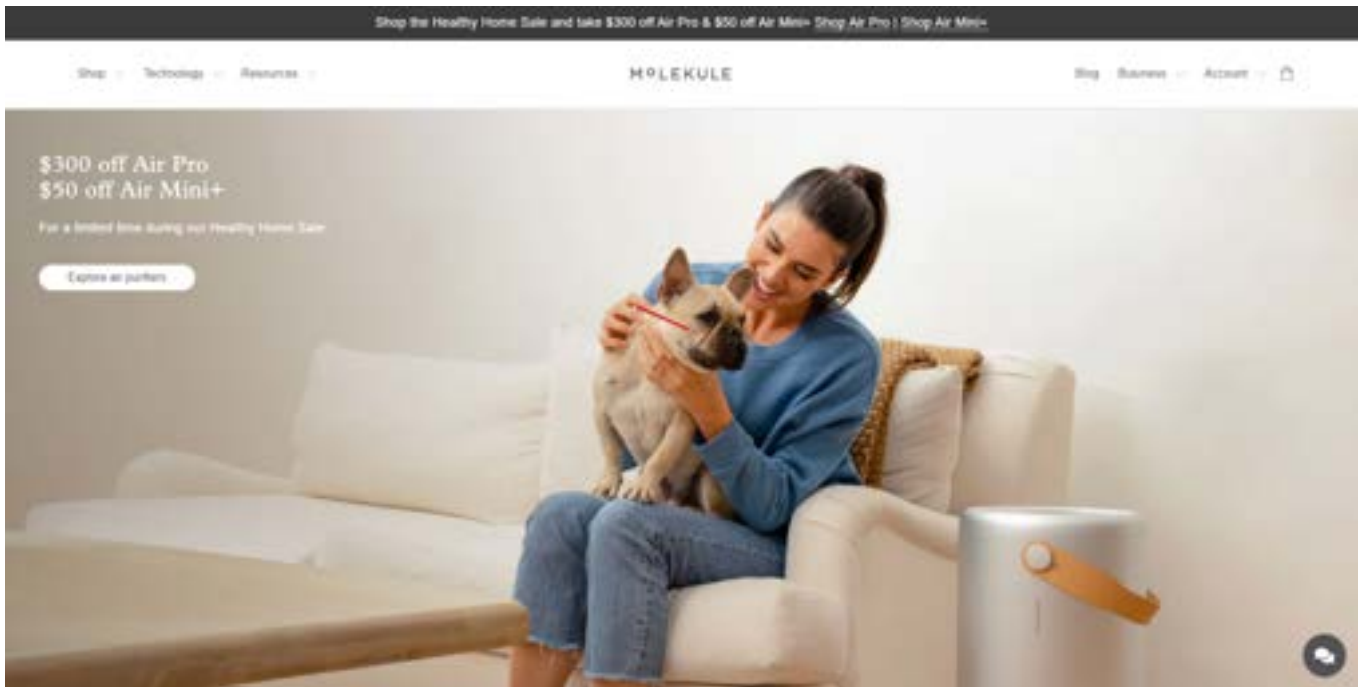
**Bradley
Clonan**



PORTFOLIO

Molekule AIR Purifiers

Frontend Lead



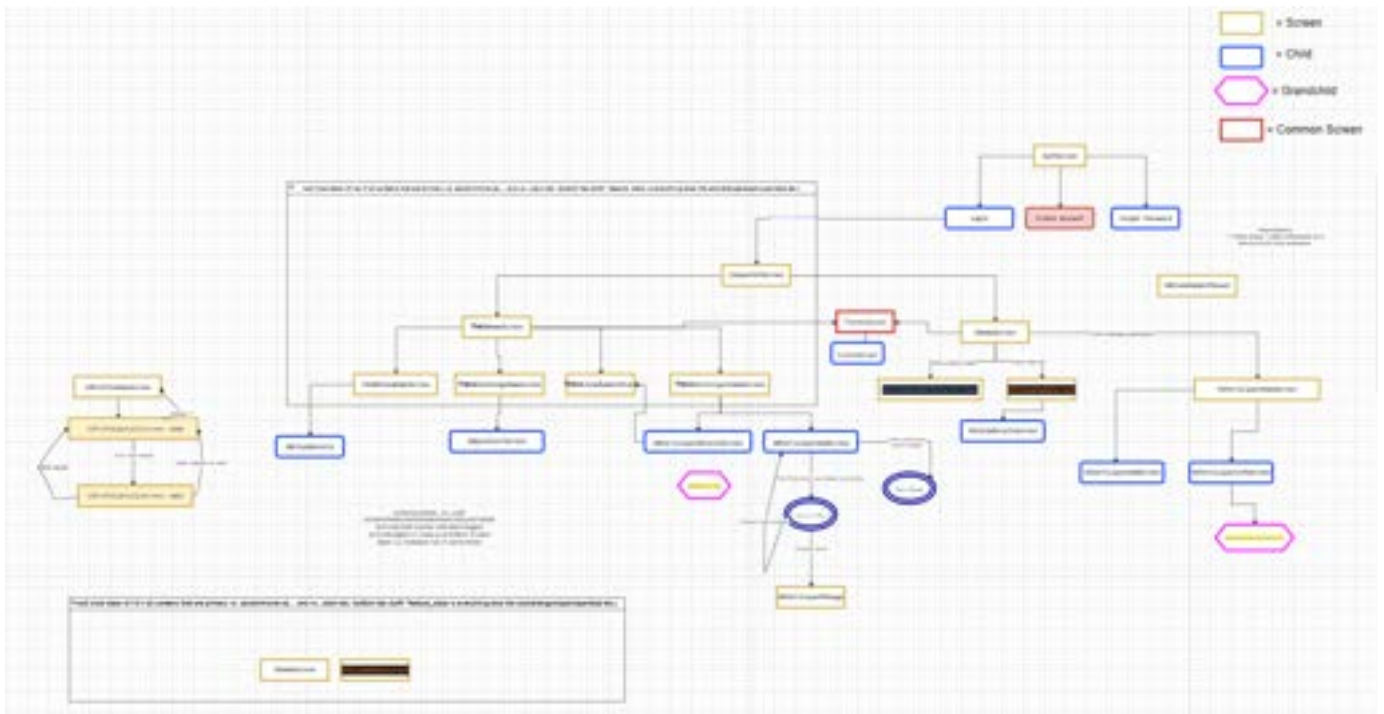
As the bridge between specific design brand requirements and legacy systems, I took on the responsibility of leading the frontend team towards a successful and seamless UI/UX experience across C2B to B2B sites.

“Design that Transcends: Bridging the Gap from B2C to B2B.”

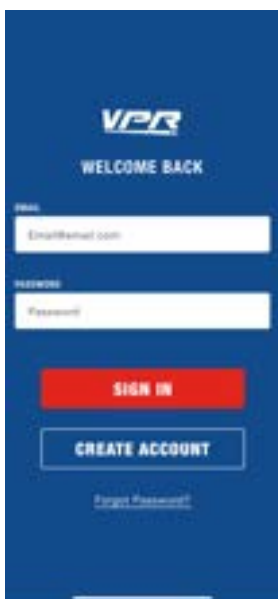
In the role of a frontend lead, one of the critical responsibilities is ensuring that design seamlessly translates from B2C (business-to-consumer) to B2B (business-to-business) environments. While B2C design focuses on captivating and engaging individual consumers, B2B design requires a shift towards addressing the unique needs and expectations of business users.

Our team embarked on a transformative journey to adapt and upgrade the existing B2C design components for the B2B market. Our goal was to leverage the success and familiarity of the consumer-focused design while catering to the unique needs and expectations of businesses. By carrying over key design components, such as the sleek and modern aesthetic, intuitive user interface, and engaging user experience, we aimed to create a seamless transition for existing customers while enhancing the product offering for the B2B sector.

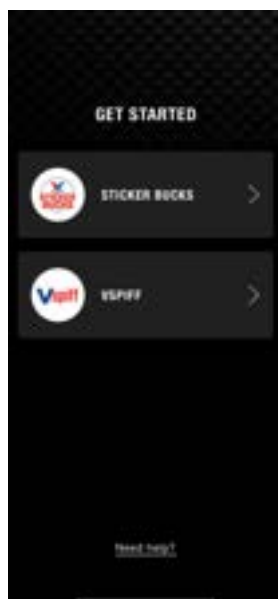
Shortest Path Mapping



By conducting early user journey and flow mapping, you and your team can identify and address redundancies and duplicates in the design before investing valuable time and resources into building them, ensuring efficiency and alignment in the development process.



KEEP



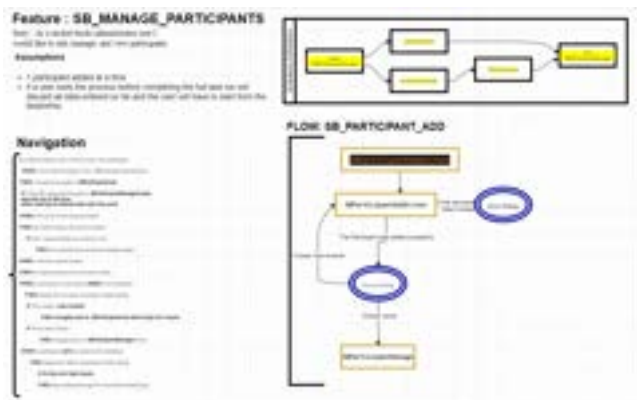
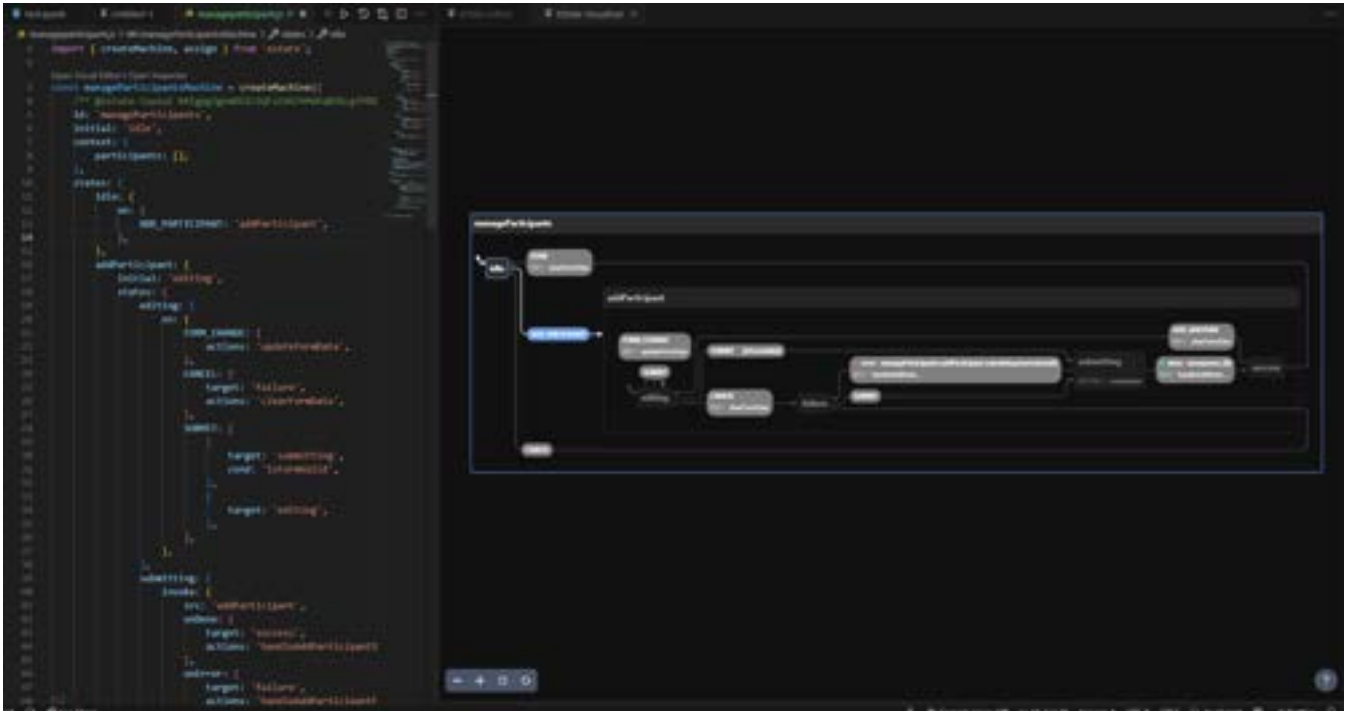
DELETE

“The shortest path isn’t always the right path. However it’s still the quickest path”

Understanding the entire picture and flow of a mobile app visually is crucial for comprehending its UI/UX. By gaining a holistic understanding of the app’s design, including the user interface and user experience elements, designers and developers can ensure a cohesive and intuitive user journey.

Having a clear grasp of the app’s visual flow allows for seamless navigation, logical information hierarchy, and meaningful interactions, all of which contribute to an enhanced user experience.

Additionally, understanding the overall design context enables the identification of potential pain points or areas for improvement, leading to more effective UI/UX decisions and ultimately resulting in a mobile app that is intuitive, engaging, and user-friendly.



“Streamline the SDCL by establishing clear actions the user needs to take to accomplish a task with visual decision diagrams”

“Leverage ‘Finite’ state machines.”

By leveraging the feature flow decision diagrams I created and a custom AI script, I was able to automatically translate them into code containing finite state systems written in typescript using XState, and ready to be plugged into the static app.

XState is a powerful JavaScript library that allows for the modeling and management of complex state machines. By representing each step and decision point from the feature flow diagrams as distinct states, I was able to define the possible transitions and actions that occur as users interact with the application. This approach provided a clear and structured representation of the user journey, enabling seamless coordination between different components and ensuring that the application behaves consistently and predictably. With XState, I could easily manage the flow of the application, handle edge cases, and incorporate error handling, resulting in a robust and reliable user experience.



The challenge was to make virtual events interactive, overcoming the limitations of remote gatherings and creating engaging experiences for attendees. In the absence of physical proximity, we needed innovative solutions to foster real-time interactions and capture the essence of in-person events.

The Solution : “immersive and personalized experience, fostering a sense of community and excitement among participants.”

For the live virtual event March Madness, we incorporated a photo upload feature that added an interactive and engaging element to the experience. We designed a dynamically updating 3 x 3 grid that allowed participants to upload their photos in real-time. The clean photo upload div, positioned alongside the grid, provided a user-friendly interface for seamless image submissions. This feature not only encouraged active participation but also created a visually appealing mosaic of user-generated content.



VIRTUAL EVENT SERIES

SEPHORA EVENTS



Uniting Beauty, Mindfulness,
and Special Surprises for
Unforgettable Experiences.

The Solution : "immersive and personalized experience, fostering a sense of community and excitement among participants."

This innovative project aimed to provide an immersive virtual experience for beauty enthusiasts by featuring live makeup tutorials, skincare routines, meditation sessions, and more, all led by top celebrity makeup artists and special guests like JLO.

We integrated a plug-in shopping cart grid, enabling attendees to seamlessly browse and add desired beauty products to their carts while enjoying the virtual event. This feature facilitated a streamlined shopping experience, connecting users with the latest beauty offerings directly within the event platform.



VIRTUAL EVENT SERIES

LIVE TRIVIA



VIRTUAL SALES EXCELLENCE CELEBRATION



A VIRTUAL EVENT
TO CELEBRATE
SALES
EXCELLENCE



VIP Breakout Rooms and Live Trivia



VIRTUAL EVENT SERIES

REAL-TIME STATES

Event Details [Help](#) [Back](#)

Orange Bowl

General

General Settings
This information will be displayed publicly so be careful what you share.

Event Name: Update

Shortcode: [Pre Event Linkback](#) [Day of Eventback](#) [Event Live](#) [End Event](#)

State: Pre-Event [Live Pre-Game](#) Live After

Chat: Enable Disable

Phone Order: Enable Disable

Technical Difficulties - Video: Show "Your" Message Show Stream

THANK YOU FOR JOINING

THE CAPITAL ONE ORANGE BOWL VIRTUAL VIP EXPERIENCE



The live event has ended.

Event Details [Help](#) [Back](#)

Orange Bowl

General

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THE PRE-GAME REPORT

WITH DOUG FLUTIE AND MIKE TIRICO

THE CAPITAL ONE ORANGE BOWL VIRTUAL VIP EXPERIENCE



It's time!

Please enter your unique access code found in your email to join the exclusive virtual Pre-Game Chalk Talk now!

[Enter Your Passcode](#)

Event Details [Help](#) [Back](#)

Orange Bowl

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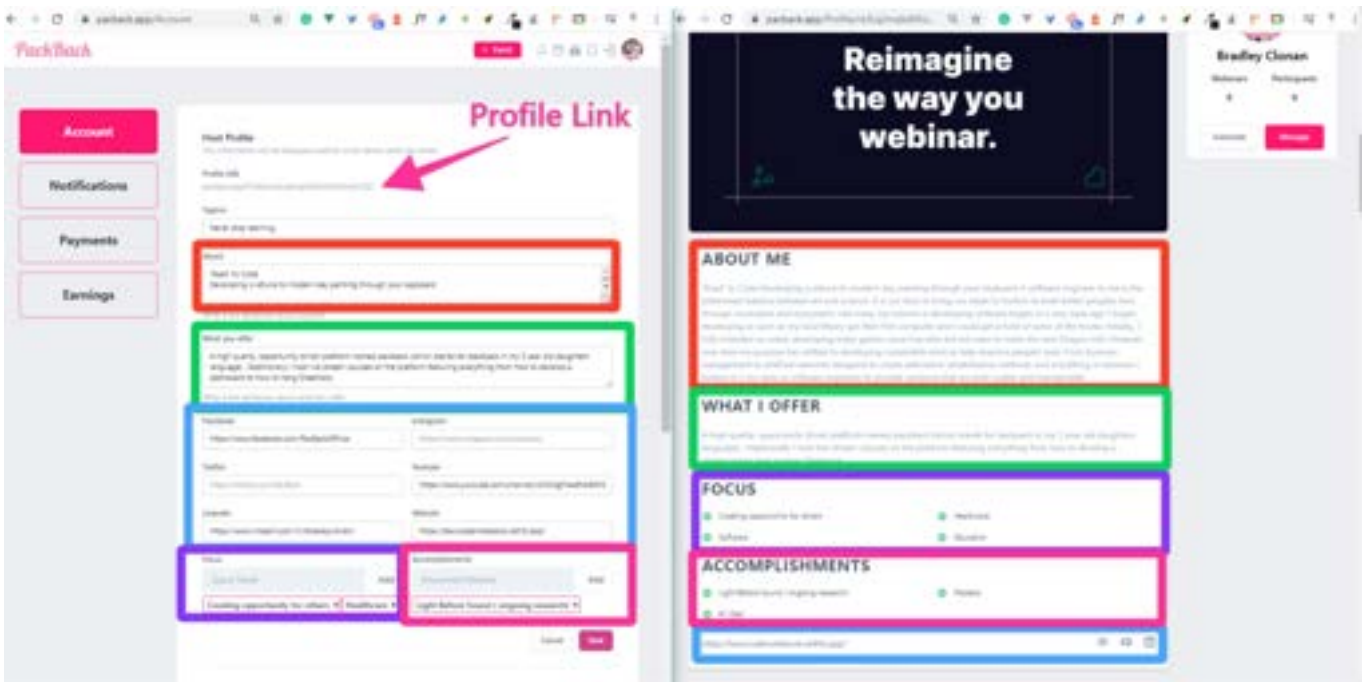
THE CAPITAL ONE ORANGE BOWL VIRTUAL VIP EXPERIENCE



This year, the Capital One Orange Bowl looks a little different - that doesn't mean it can't be just as fun.

From the Pre-Game Chalk Talk with Doug Flutie and Mike Tirico to tailgate food with a Miami twist and more, we're bringing everything you love about football right to your door.

PacPac



Embrace the power of recognition for intuitive user experiences.

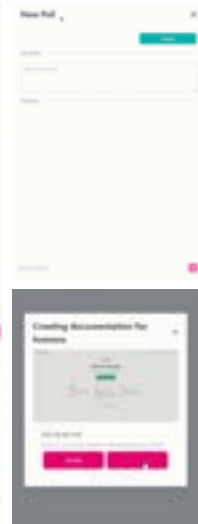
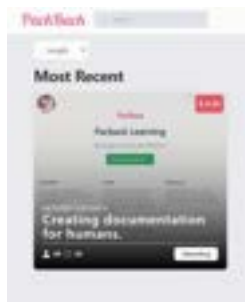
1. When users encounter familiar elements and patterns in a design, they can rely on their prior knowledge to navigate and interact with the interface more effortlessly.

2. Leveraging familiarity in UI/UX allows users to feel a sense of comfort and confidence, reducing the learning curve and increasing overall usability.

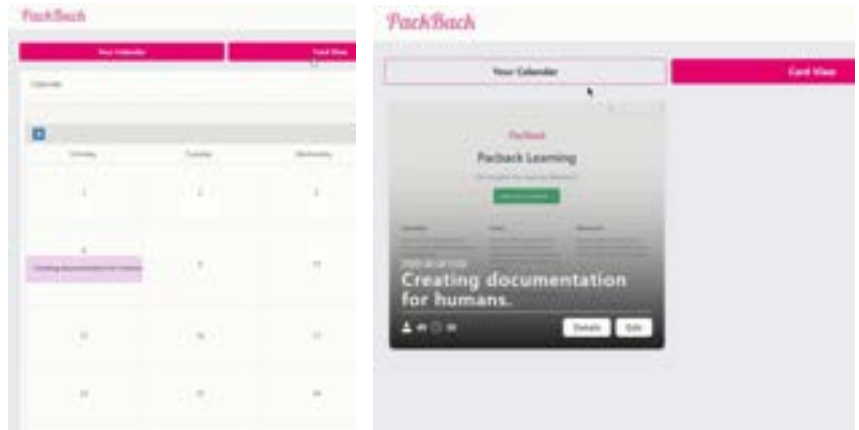
3. By incorporating familiar design elements, such as standardized icons or conventional navigation structures, designers can tap into established mental models, making it easier for users to understand and accomplish tasks.

4. Balancing familiarity with innovation fosters a user-centric approach, where users can comfortably engage with new features or functionalities while still benefiting from the ease and efficiency of the familiar.

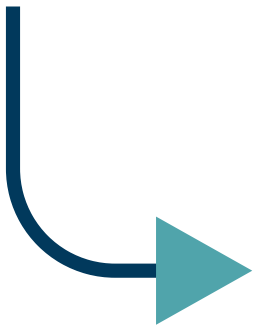
FAMILIARITY BREEDS USABILITY



“Data Shapes the UI, Developers Mold the Data, Users Define the Features.”



Device Setup : START



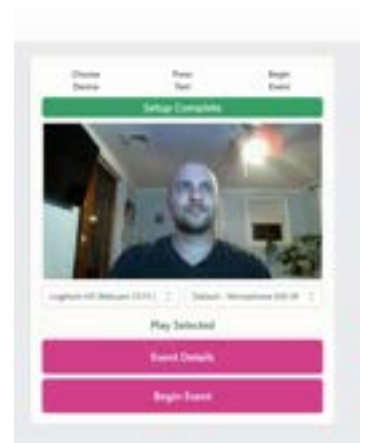
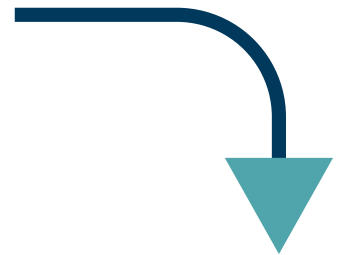
Constraint : Permissions



Constraint : Video



Constraint : Audio

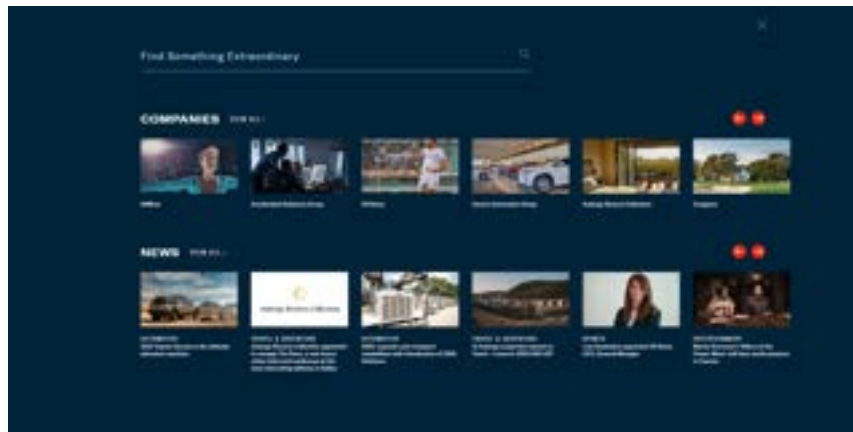


“Efficiency in User Experience: Minimize Steps, Maximize Love for Essential Features.”



Tequila that requires only a willingness to enjoy your life and embrace all that makes you happy, that is Cabo Wabo



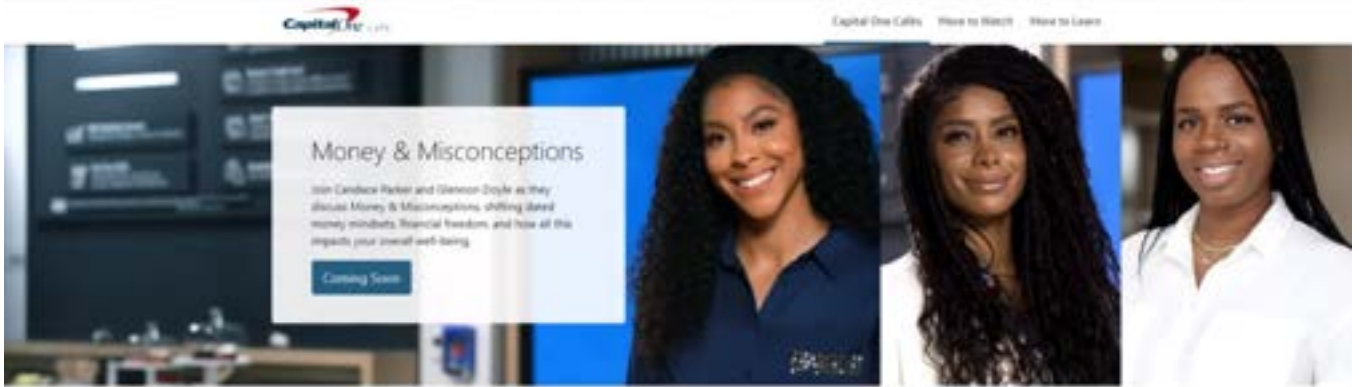


The Challenge was to add A custom full-text search experience to the navigation bar.



CAPITAL ONE CAFE

Customization at scale



The blend concept is more than just an occupational state – it’s a mental state, a socioeconomic state, a political state. It acknowledges that we are all different, in different places – but we can come together around common good and shared goals.



“The Ask : Brand compliant, real time, down to the wire ‘scalable’ platform”

Each month, 1600vergo worked with the brand to explore different topics that combined money and a different aspect of well-being to drive our content and conversations. We enlisted two-time WNBA champion, mom and broadcaster Candace Parker to serve as the host of these conversations. She was paired with a roster of influencers who have authentic voices that resonate with Millennials and can authentically speak to the chosen topic.

“Dashboard that Scales as it’s designed”

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