

OWEN PICKERING



PORTFOLIO

DIGITAL PRODUCT DESIGN

I'm Owen

I'm a Designer from Snowdonia, Wales, who loves problems (solving, not creating).



I'm passionate about:

using empathetic, user-centred research to create engaging and empowering designs.



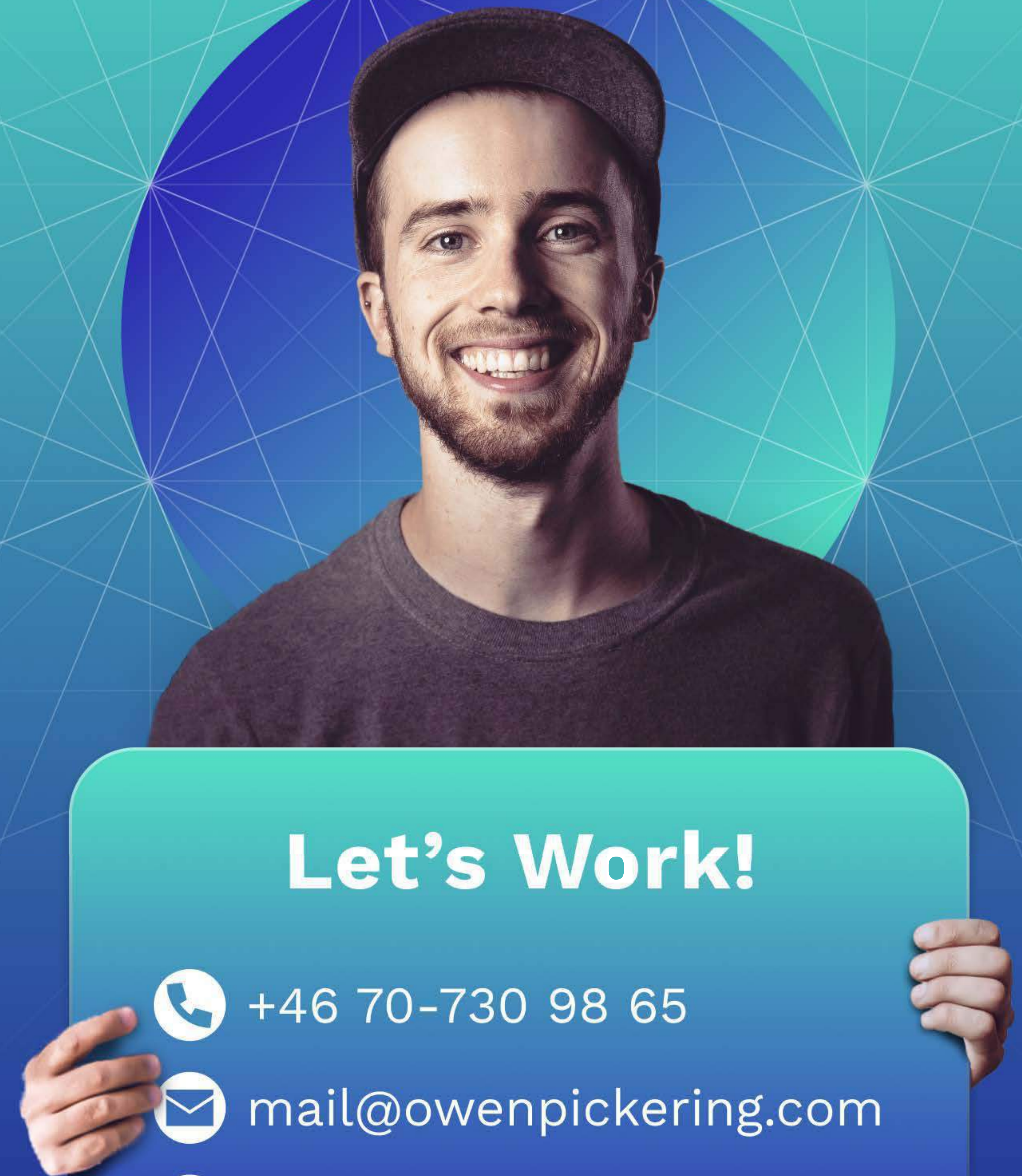
I'm obsessed with:

learning the latest tools and theories to create products that are intuitive and effective.



I'm looking for:

opportunities to work in a team that wants to solve big problems together.



Let's Work!



+46 70-730 98 65












mail@owenpickering.com



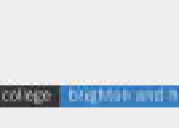



owenpickering.com

Experience

-  **UI/UX Designer** 2022 (Ongoing)
RaceID
-  **Course Tutor: UI/UX in Figma** 2023
Berghs School of Communication
-  **Freelance Digital Designer** 2022
SPLIT Stockholm
-  **Visual Design Lead** 2021
Teemyco, Stockholm
-  **Visual Designer** 2018—2021
FWI Media at Studio Trackage, Toronto
-  **Sustainable Product Design Intern** 2018
Bangor Biocomposites Lab, Wales, UK
-  **Product Design Intern** 2017
Jake Phipps Ltd., Richmond, UK
-  **Support Worker (Spanish)** 2016
Adolescentes en el Camino Migrant Shelter, Oaxaca, Mexico
-  **Graphic Designer** 2015
Dr Zigs Extraordinary Bubbles, Wales, UK

Education

-  **Design for Industry: BA Hons 2:1** 2016—2020
Northumbria University, UK
-  **Web Development Fundamentals** 2016
UDEMY
-  **Art & Design Foundation (UAL): Distinction** 2015—2016
City College Brighton & Hove, UK
-  **A-Level:** Math: A* | Physics: A | Music: A | Product Design: A 2013—2014
Ysgol Tryfan, Bangor, Wales

Awards

-  **Crest Award for STEM Achievement** Gold
-  **WJEC National Innovation Award**
-  **National Science & Engineering Competition** Finalist
-  **Scholarship for Academic Achievement**
Northumbria University, UK

Contents

RaceID Coach

AI Training Program App
Web-App Design & Marketing



Figma



Photoshop



After Effects



RaceID Timing

Race Timing App
Native App Re-Design



Figma



Photoshop



After Effects



RaceID Rebrand

Brand Refresh
Design System, Branding & Marketing



Figma



Photoshop



Teemyco

Online Office App
Design System, App & Marketing Design



Figma



Photoshop



After Effects



Further Reading

LINK 

FWI Media

Video Production



Premier After Effects Photoshop Illustrator



LINK 

Memora

Everlasting Digital Legacy



Blender Figma Interviews



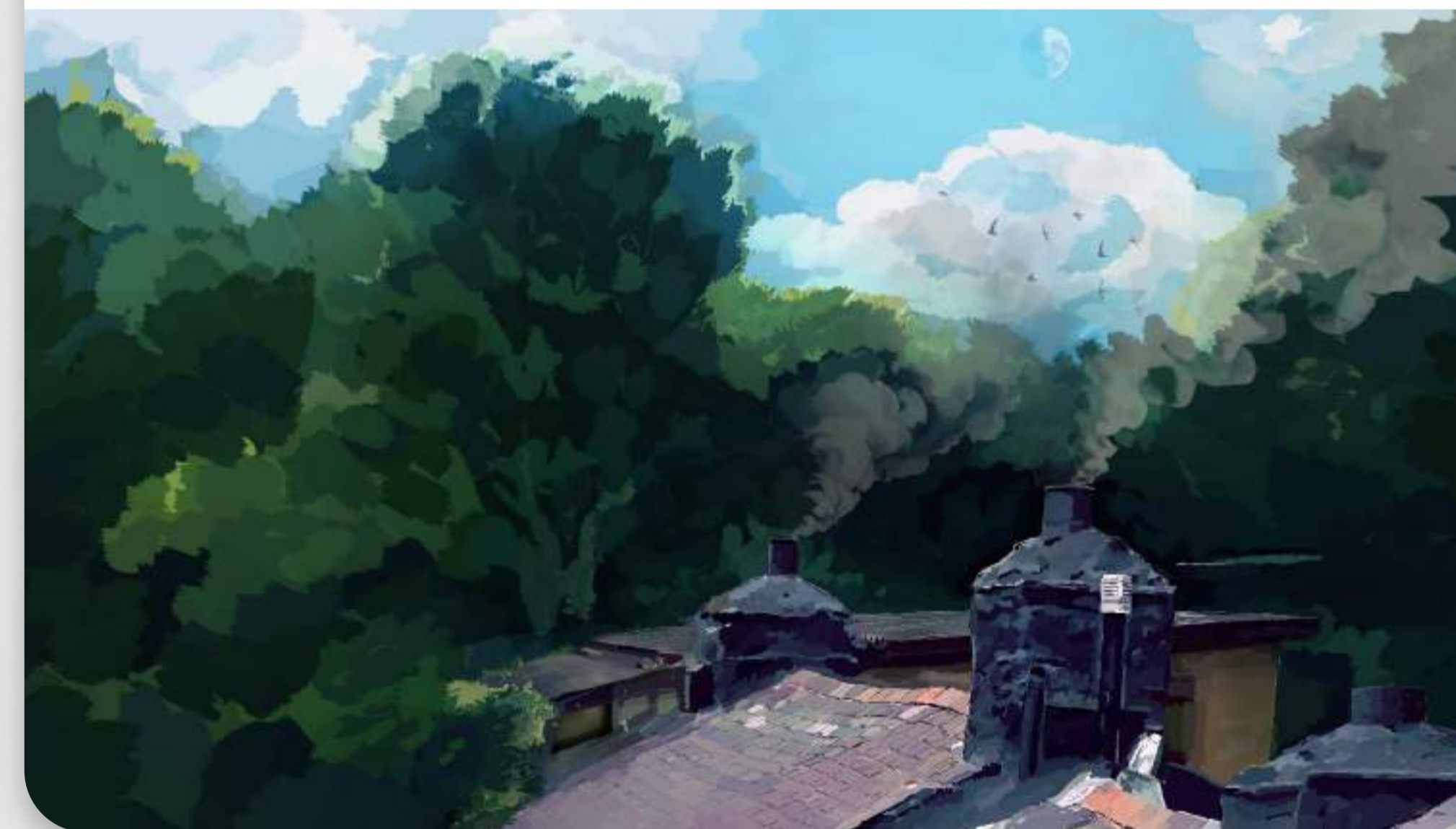
LINK 

My Artwork

Digital & Physical Art Collection



Photoshop Figma Drawing



LINK 

PanDen

Metaverse Prototype (2018)



Unity Sketchup Premier Adobe XD



LINK 

Jake Phipps Ltd.

High-End Furniture Design



Blender Fusion 360 Photoshop Modelmaking



LINK 

Tŷ'r Mynydd

3D Rendering & Traditional Renovation



Sketchup Carpentry



LINK 

Owenpickering.com

Experiential Web Design & Development



JavaScript PHP Photoshop HTML CSS



LINK 

NUCreate

Typeface Design



Illustrator Photoshop



RaceID Coach

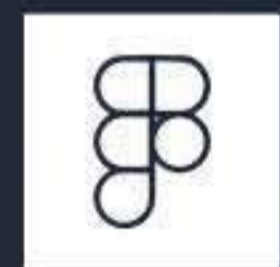
COMMERCIAL APP UI & UX

AI-Powered Training Program.

At RaceID, our mission was to revolutionise the racing experience with an all-encompassing platform that seamlessly caters to racers' needs, from race discovery and personalised training to insightful performance analytics.

Building upon our existing services, we teamed up with a cutting-edge AI Training Program building service to craft a training solution that adapts to each racer's unique journey.

I lead the research and design of Coach, now in an exclusive closed beta phase.



Figma



The Problem: Training Plans Suck



Not tailored to your body

"I received a generic training plan that didn't consider my fitness level."

An Interviewee



Not updating to match changes

"When I am injured or sick, my whole plan becomes irrelevant because it doesn't change"

An Interviewee



Not providing insights

"I would love to know my estimated race time so that I can beat my PB"

An Interviewee

Can we leverage AI to create agile plans?

We devised a strategy to build the UX for our partner's world-class AI training plan generator.



Workshop Time

Project Scope

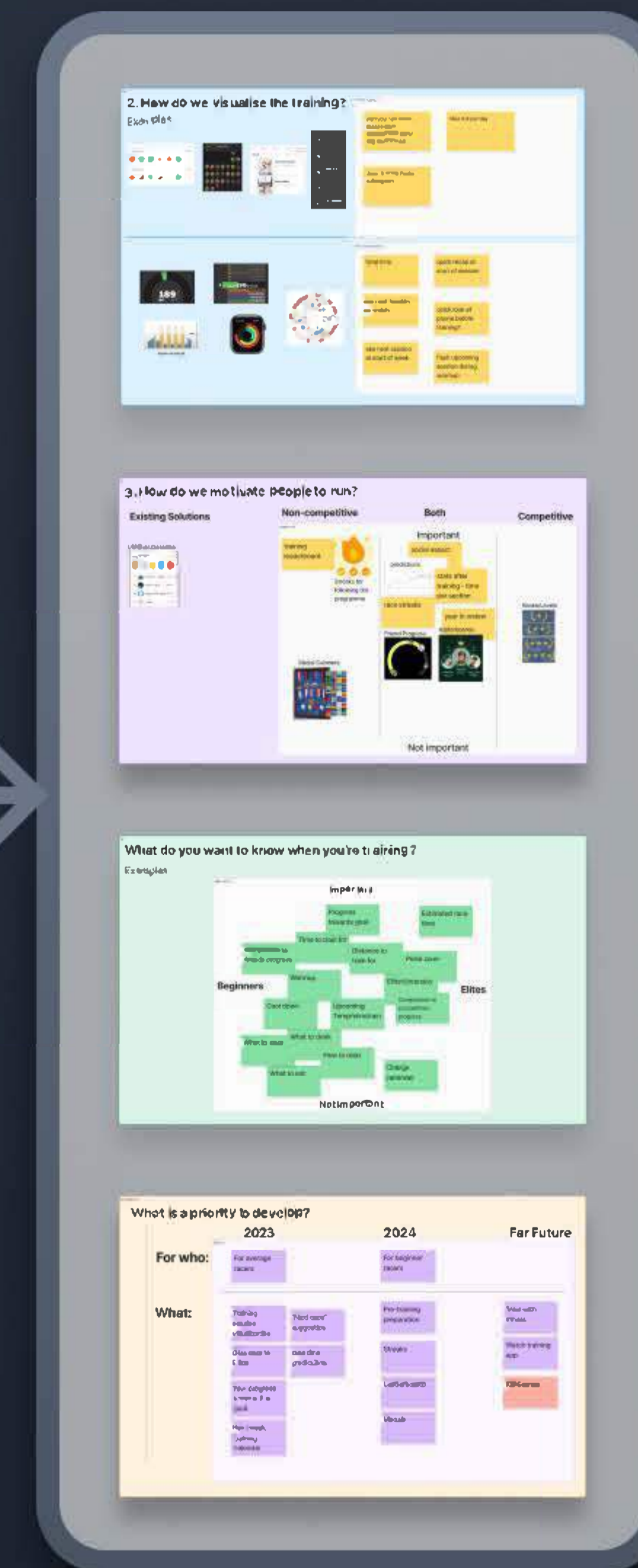
Through an energetic Crazy Eights session with key stakeholders, including accomplished athletes, I identified distinctive USPs that could set Coach apart.

Design Direction

To channel the vision, I held a series of iterative Figma sessions to map out a comprehensive UX direction.



Coach' USPs:
Training plans that adapt to race goals.
Education on how to train well.
Clear, visually engaging training data.



How to Enhance Motivation
Training Streaks
Race Time Predictions
Daily Engagement

How to Enhance Comprehension
Visualise Session Training Load
Visualise Trajectory
Integrate Education

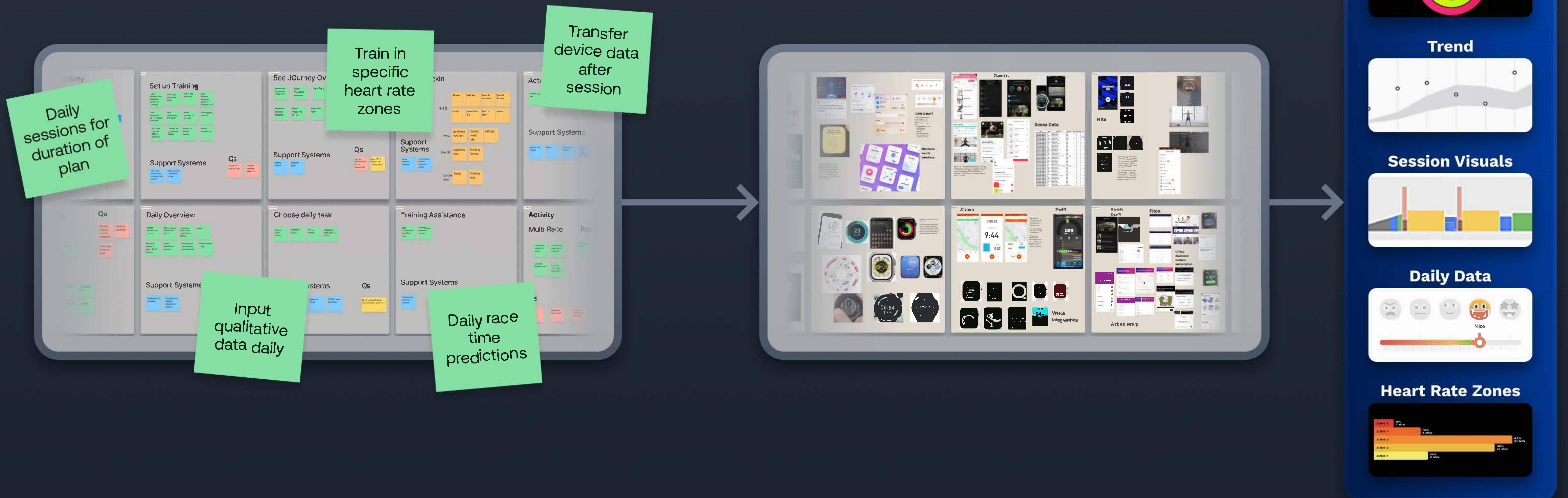
Design Exploration

Requirement Mapping

Given the intricate demands of the AI, I mapped out the system requirements and limitations to get a clear understanding of the project scope.

Holistic Market Insight

Drawing from a diverse array of sources, I undertook a market research within the limits of the project requirements to draw on best practices.



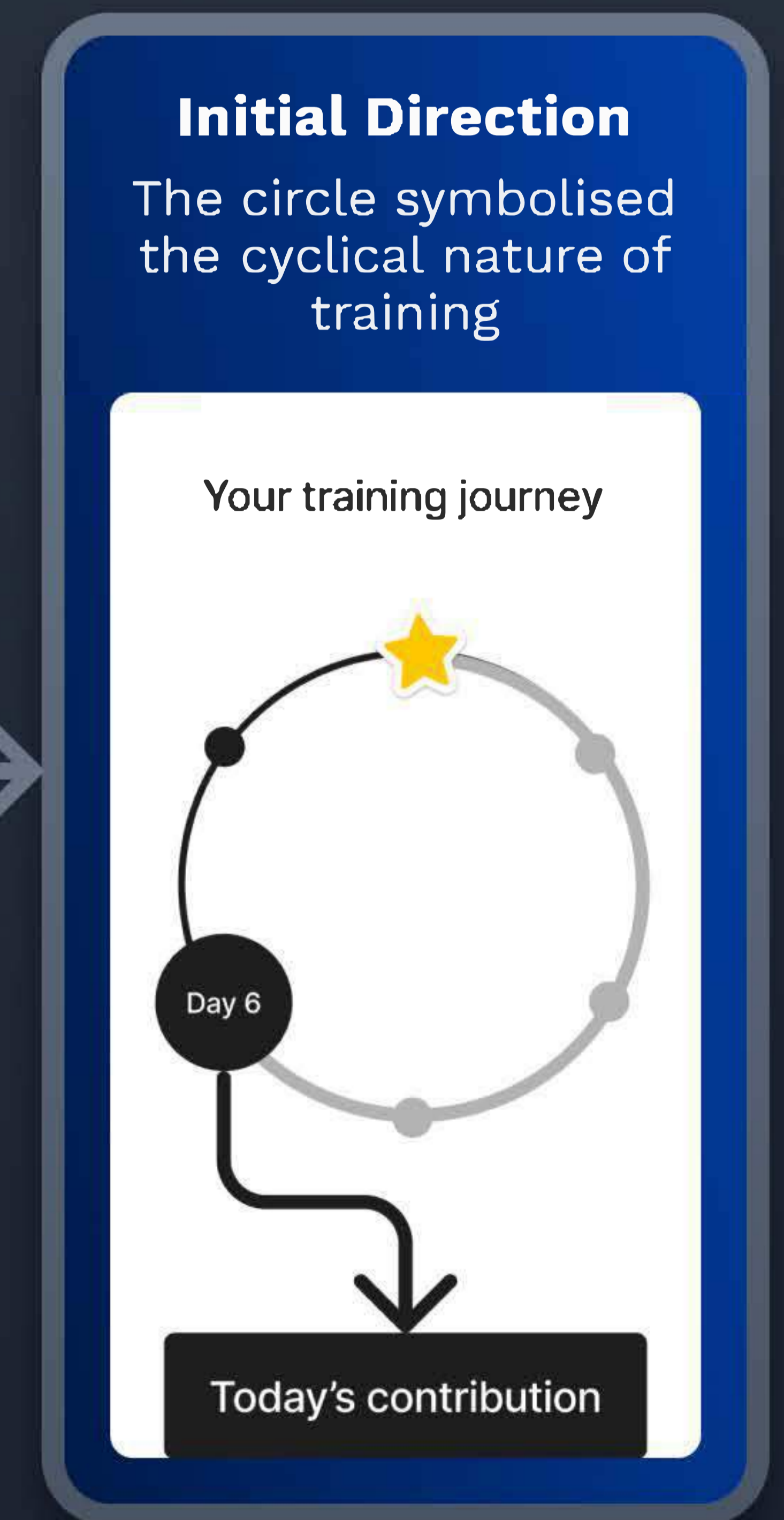
Ideation

Catalytic Brainstorms

With a broad understanding of the market and the project requirements, I created rough designs in FigJam of the potential UX direction.

Visual Foundations

Narrowing down the options, I decided on an initial direction of what the fundamental visual metaphor could be.



Iteration

Initial Prototype

Utilising pre-rebrand components, I constructed an initial prototype for user testing, which revealed some crucial insights.

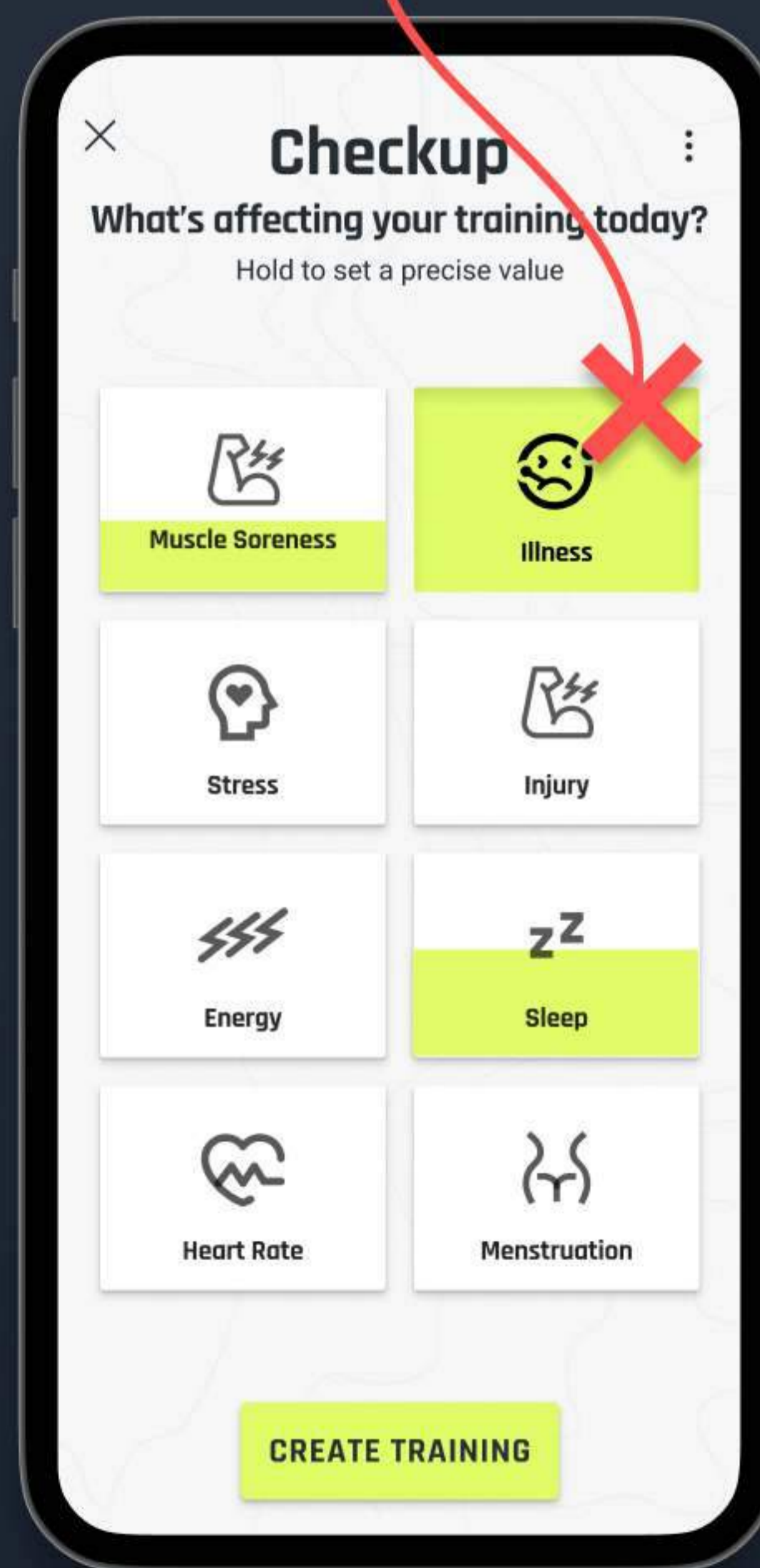
UI Enhancements

Aiming to present masses of data in an intuitive way, I designed infographics and a colour scale that aligned with the new RaceID identity.

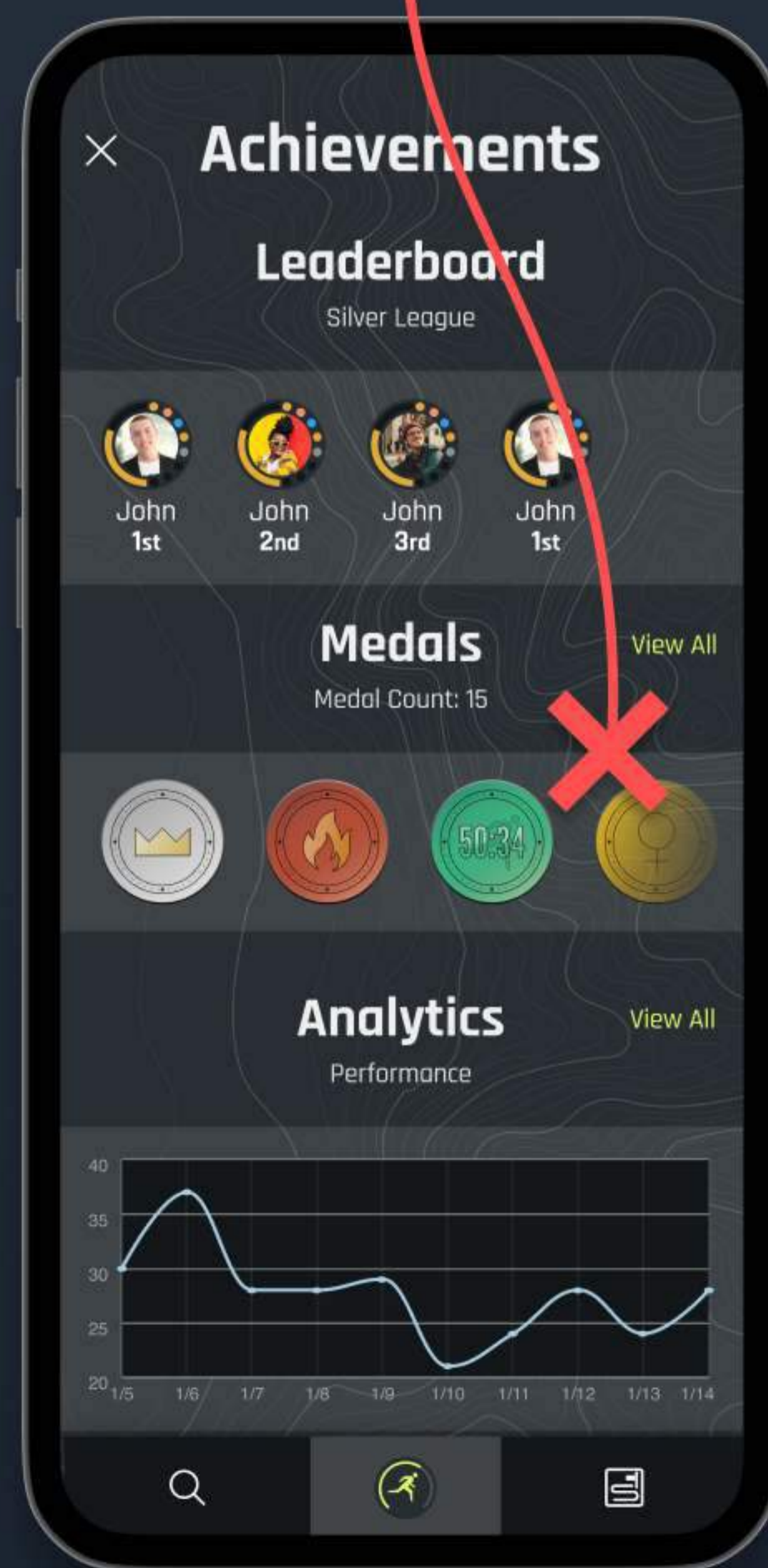
Circular Visualisation is hard to develop.



Hold-To-Slide Input is unintuitive.



Medals would be a large time investment.



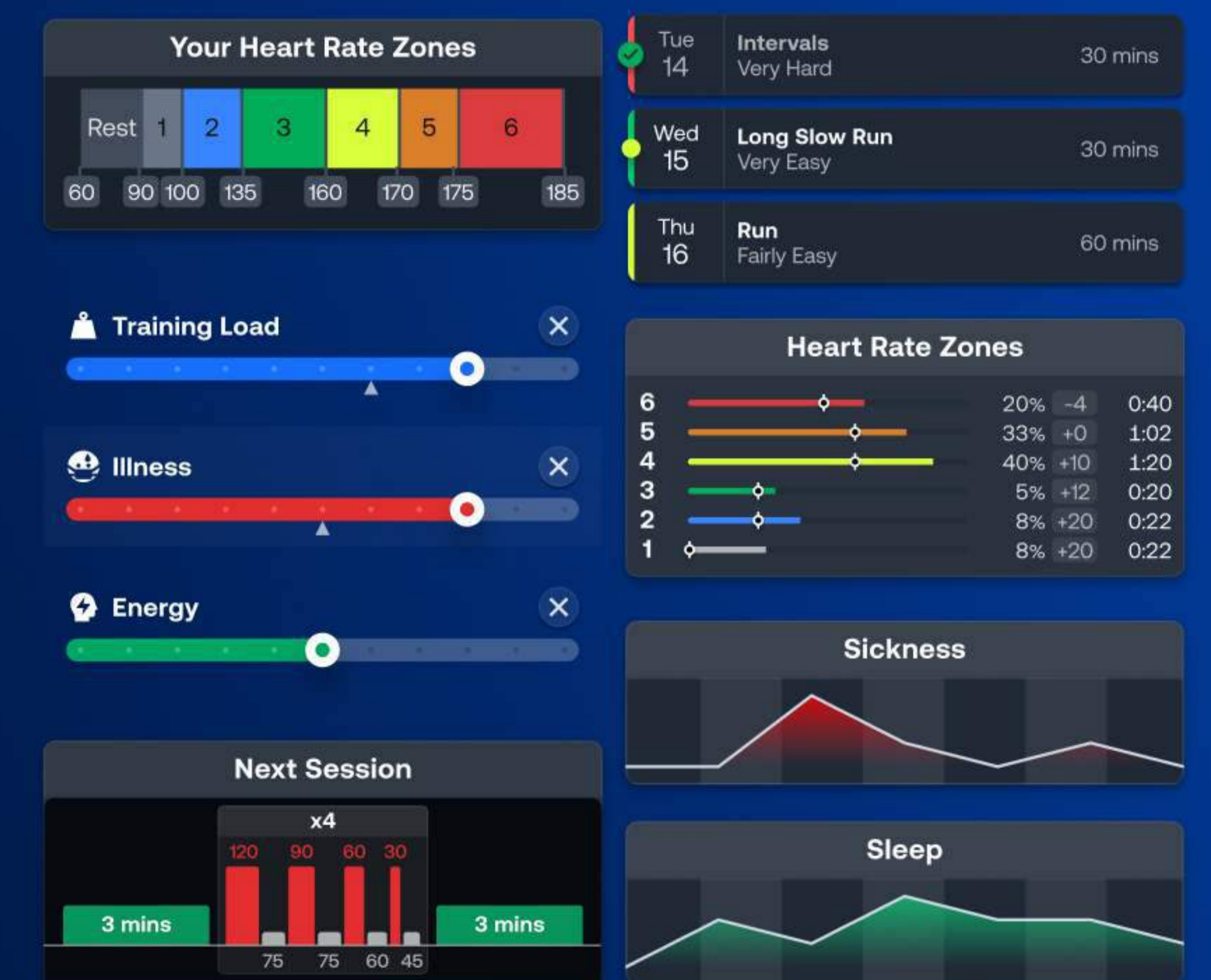
Icon Set

I created icons with clear differentiation to amplify recognition.



Infographics

I conceived a gradient scale for sliders, graphs, and difficulty indicators, fostering a consistent and intuitive visual language.



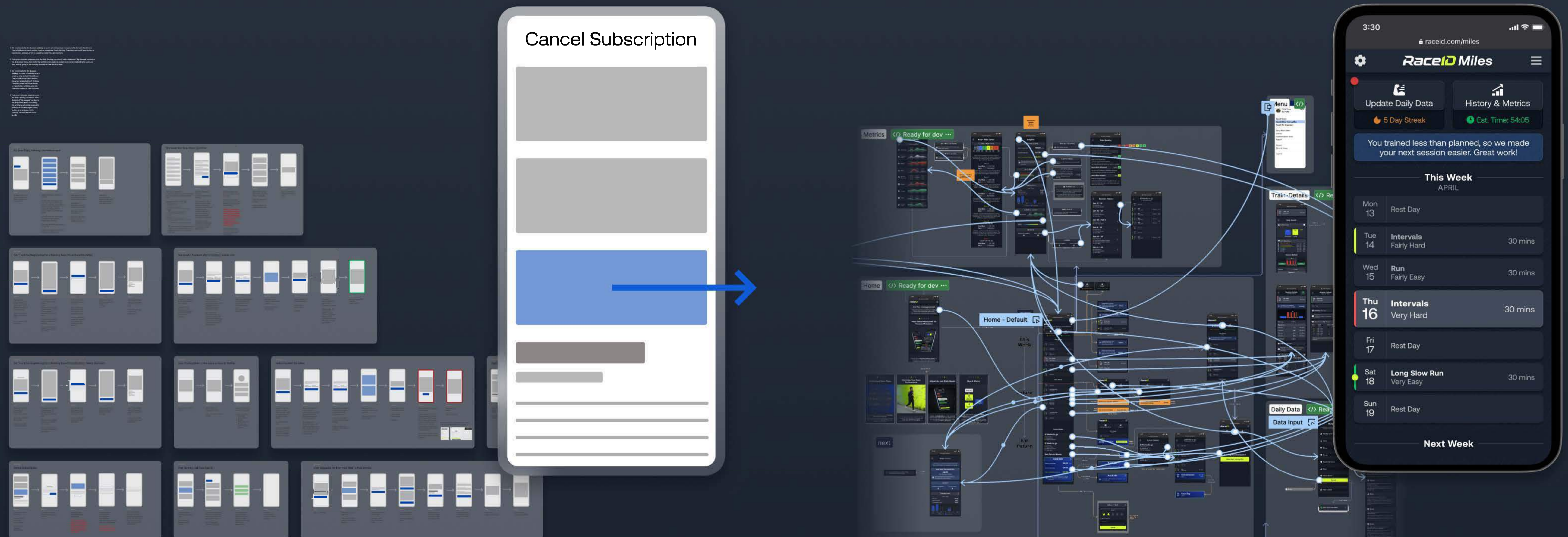
Analysing User Experience

User Journey Maps

Mapping out user flows revealed the intricate user interactions within the broader project, and gave our developers an understanding of my design decisions.

Final Prototype

I built a comprehensive final prototype in Figma, complete with interactive components and animations, which provided many UI and UX insights when tested on real devices.



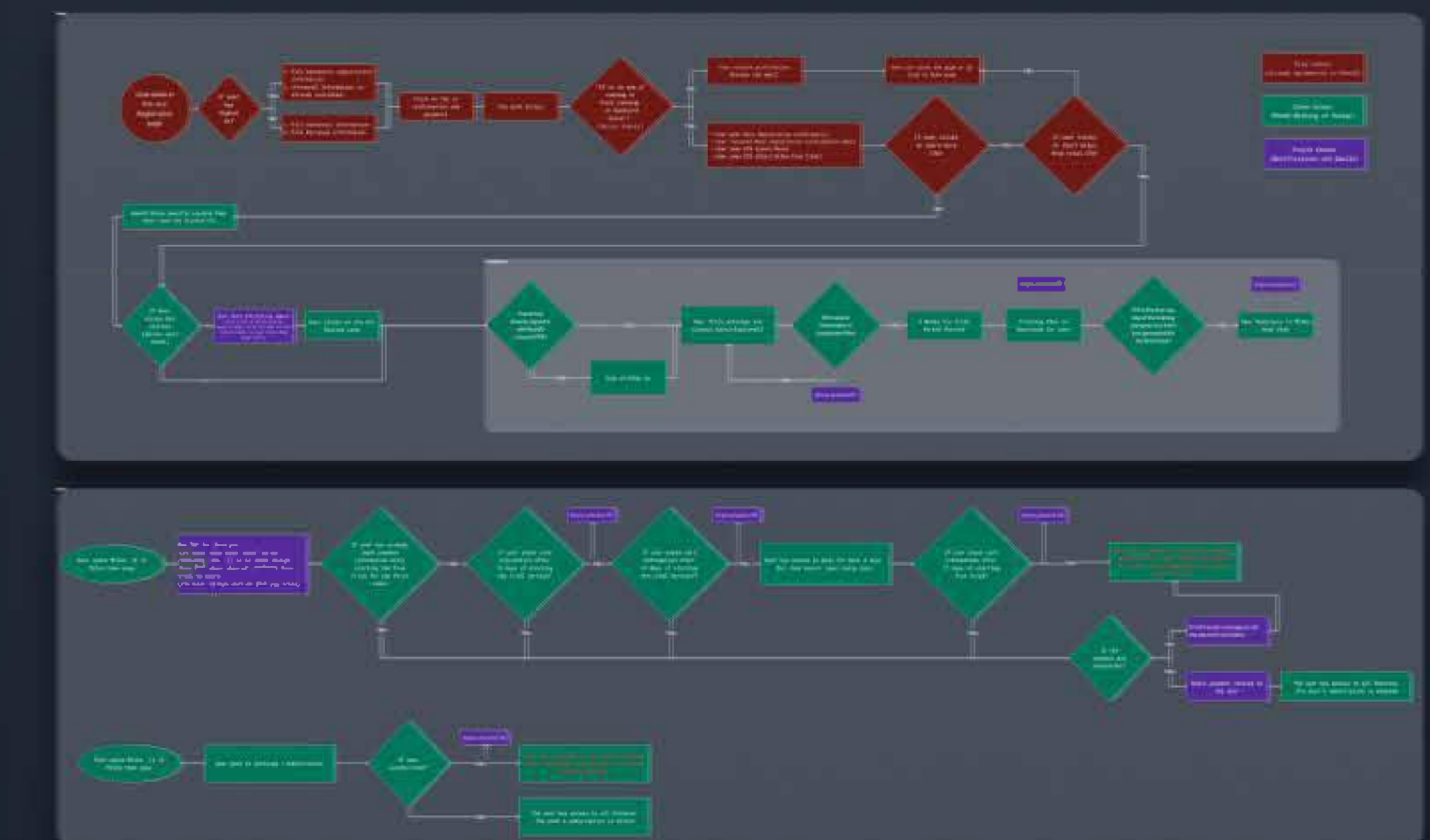
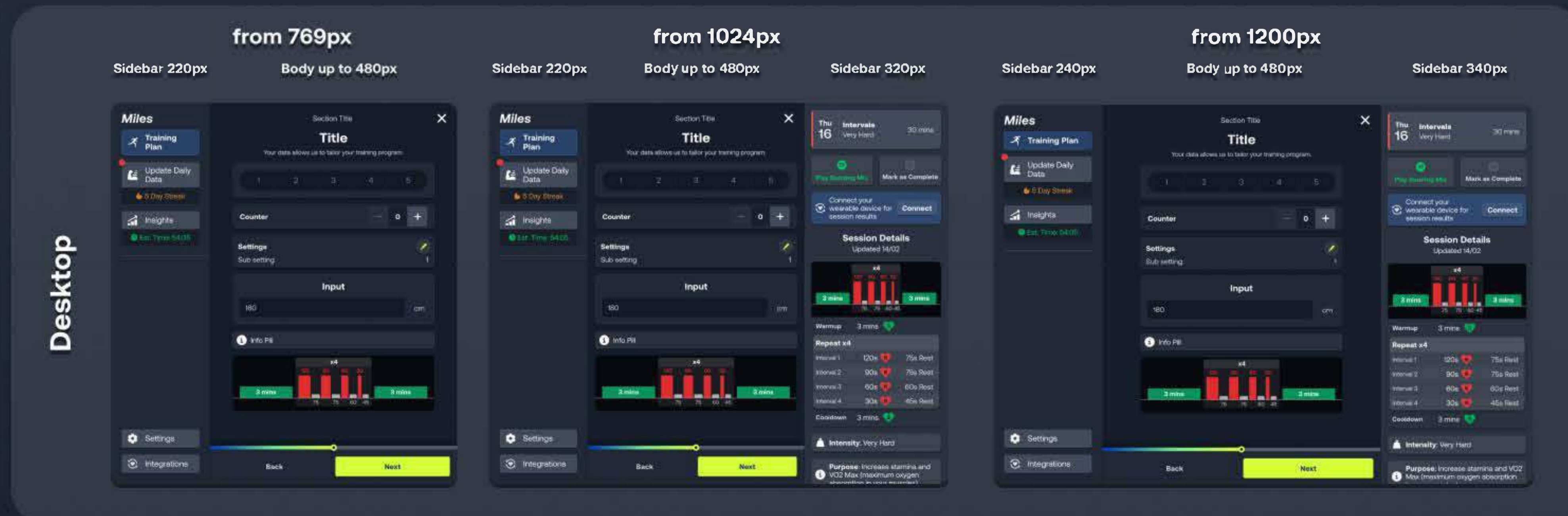
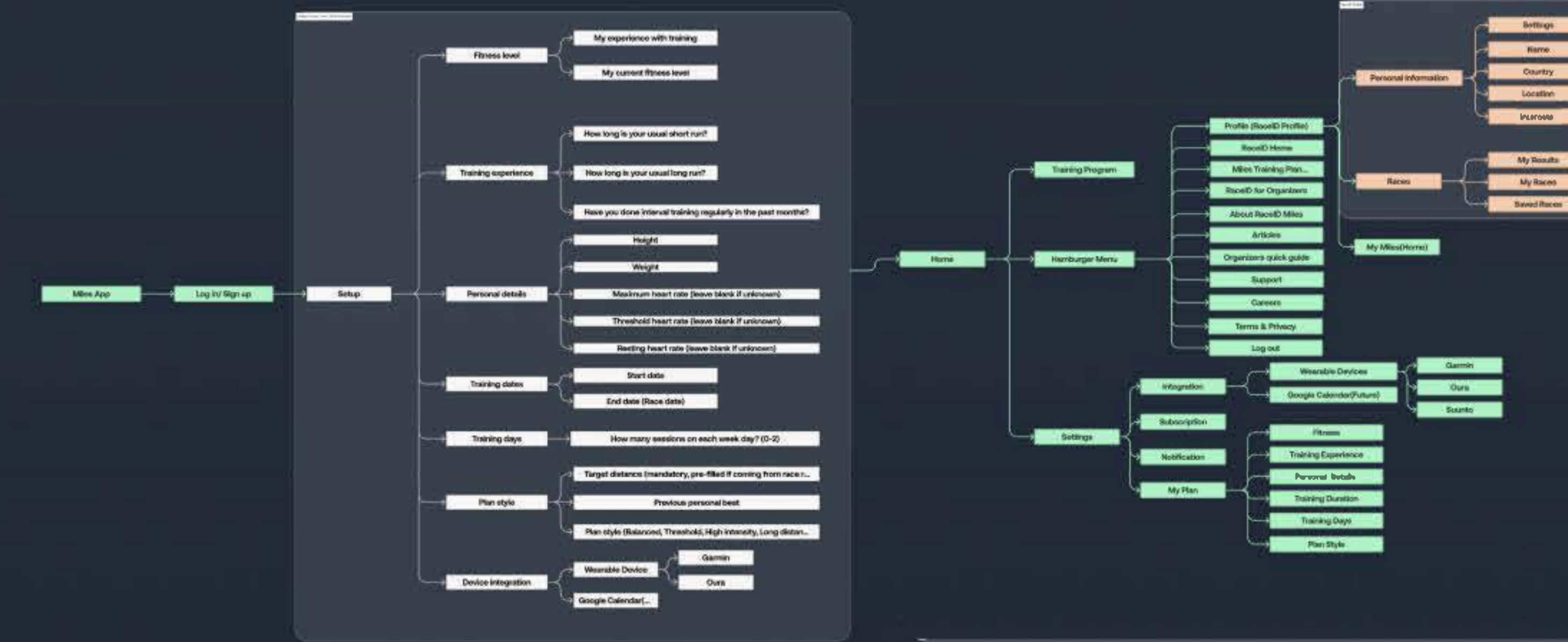
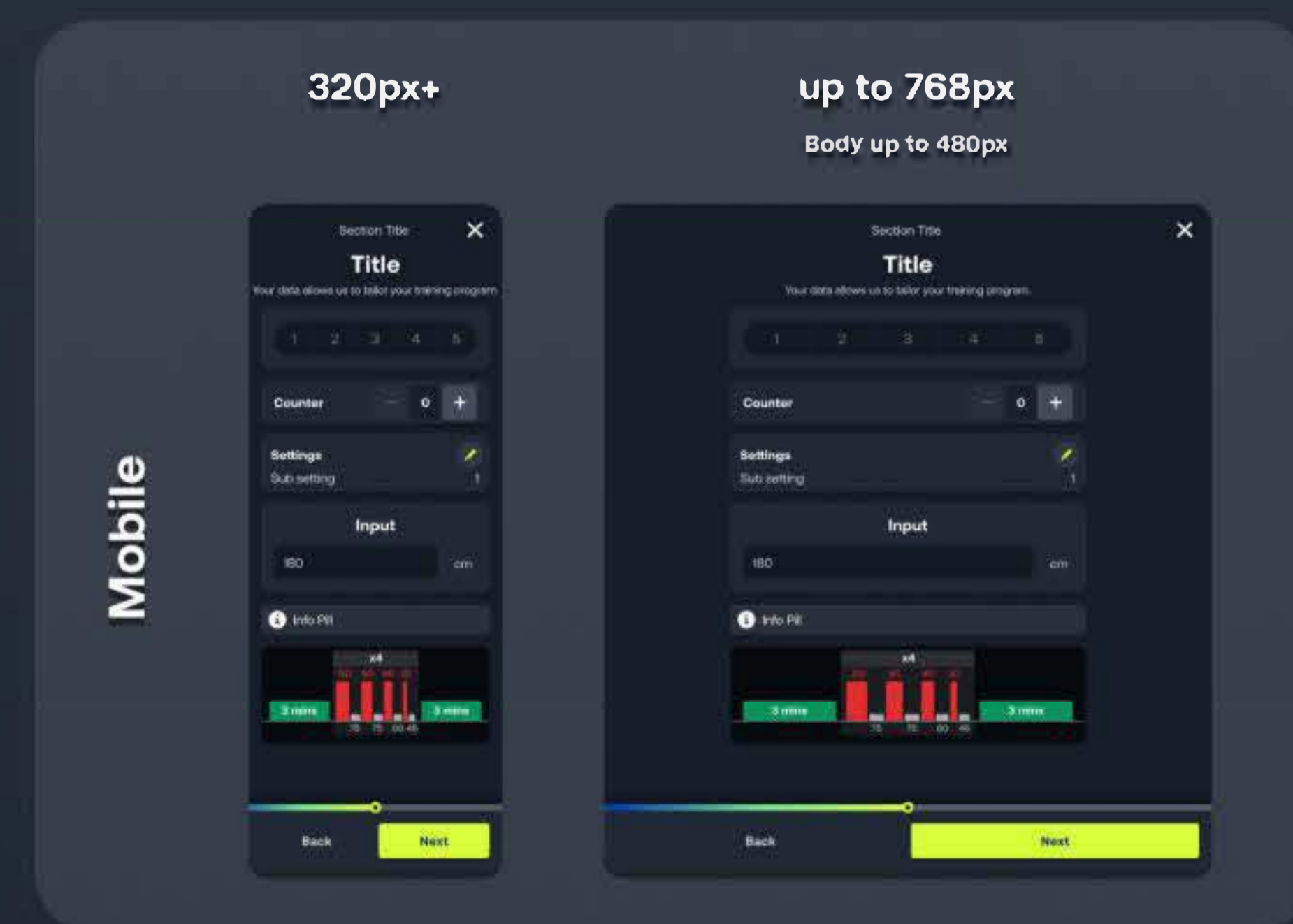
Logic Blueprints

Responsive Design

For our product to be used in multiple platforms, I built responsive components that worked for all device breakpoints, which enabled efficient scalability and testing.

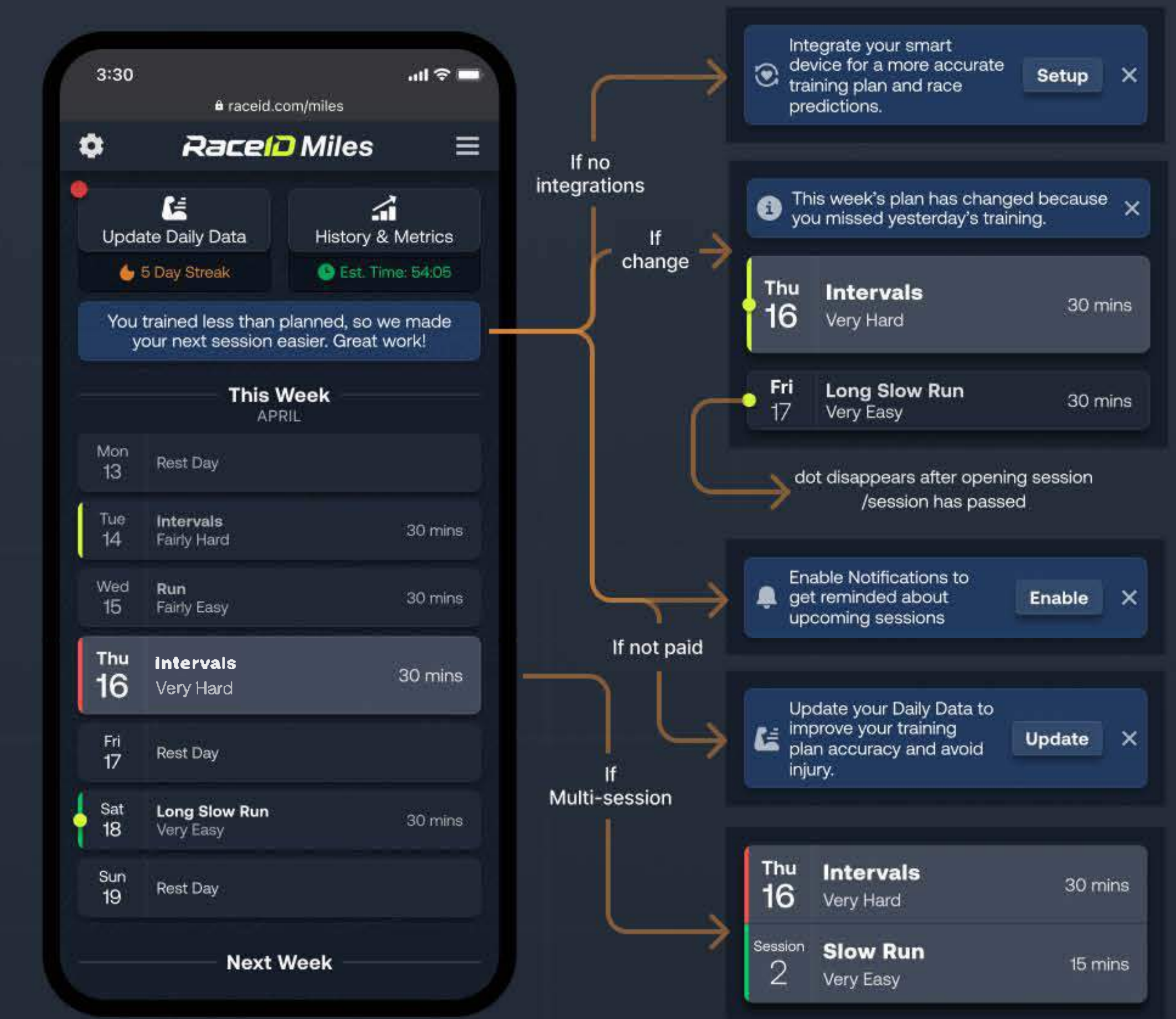
Sitemap & Flowchart

Intricately mapping the conditional logic, such as notifications and form fields, provided a precise reference for developers to structure the backend infrastructure efficiently.



A Handy Handoff

Through meticulous annotation, I facilitated a frictionless handoff, which was imperative for our small development team to work effectively under our tight time constraints.



A RaceID Milestone

Transforming RaceID Coach from conception to reality was a delicate balance of distilling AI data to bite-size and trustworthy insights.

I'm delighted with how Coach makes training, a complex and subjective task, accessible to the masses, putting people in control of their life-long health journey.



Next up: RaceID Timing App

RaceID Timing

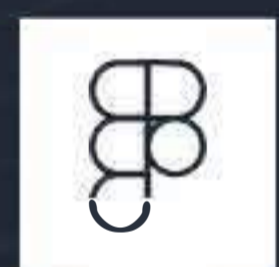
COMMERCIAL APP UI & UX

Elevating The Timing Experience

The RaceID Timing App, a pillar for the company's success, required rebuilding after five fruitful years due to mounting issues with the system architecture.

This was the perfect opportunity to breathe new life into the app by addressing feedback that we had amassed over the years.

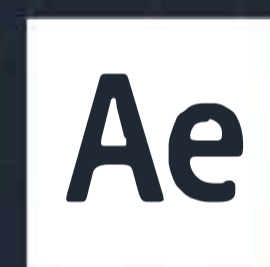
Embracing this challenge, I lead this project over a span of six months to create a streamlined experience for managing races.



Figma



Illustrator



After Effects



App Success:

“RaceID Timing proved to be an outstanding tool for our event.”

PADL Festival Arbon, Switzerland

“The Timing App fulfils our needs in a simple and smooth way!”

Järv Äventyr, Sweden

An Ageing App

Our existing Race Timing App was hampered by a range of issues that inhibited seamless race management. From the feedback derived from user interactions, it was difficult to use and lacked some key features.



Too bright at night

During night time races, the screen was blinding, and used too much battery.



Confusing Navigation

New users found it difficult to navigate the app, especially during fast-paced races.



Hard to fix errors

Recording the wrong racer, and using multiple devices, created wrong results that needed fixing.



Outdated UI

The interface felt jaded and inconsistent, making it seem unreliable.



Time for an Upgrade

In November 2022 our team embarked on the ambitious journey of reimagining the RaceID Timing App, necessitating an innovative UX approach.



New Dark Mode



New Navigation



New Tools

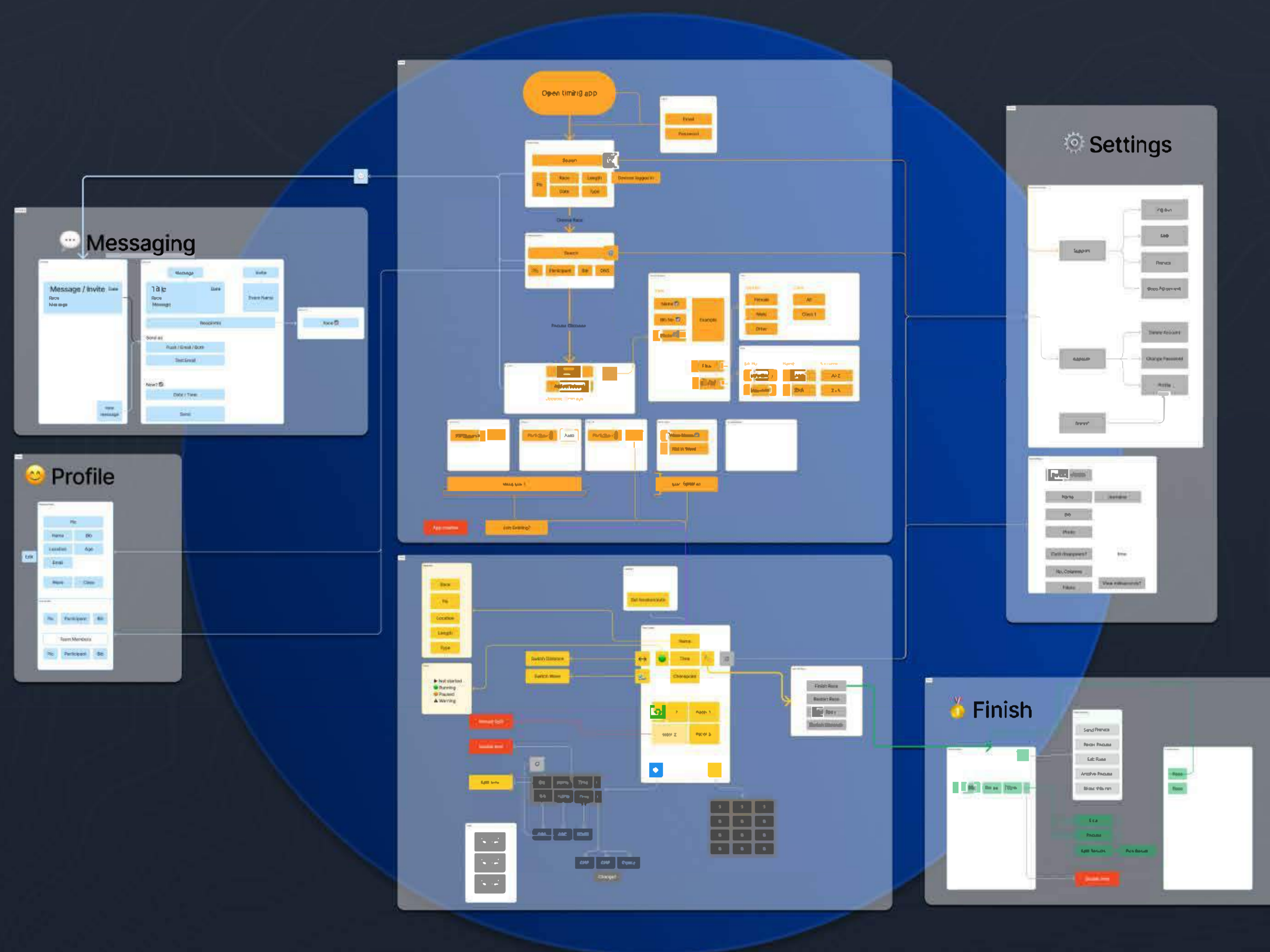


New Brand

Race Research

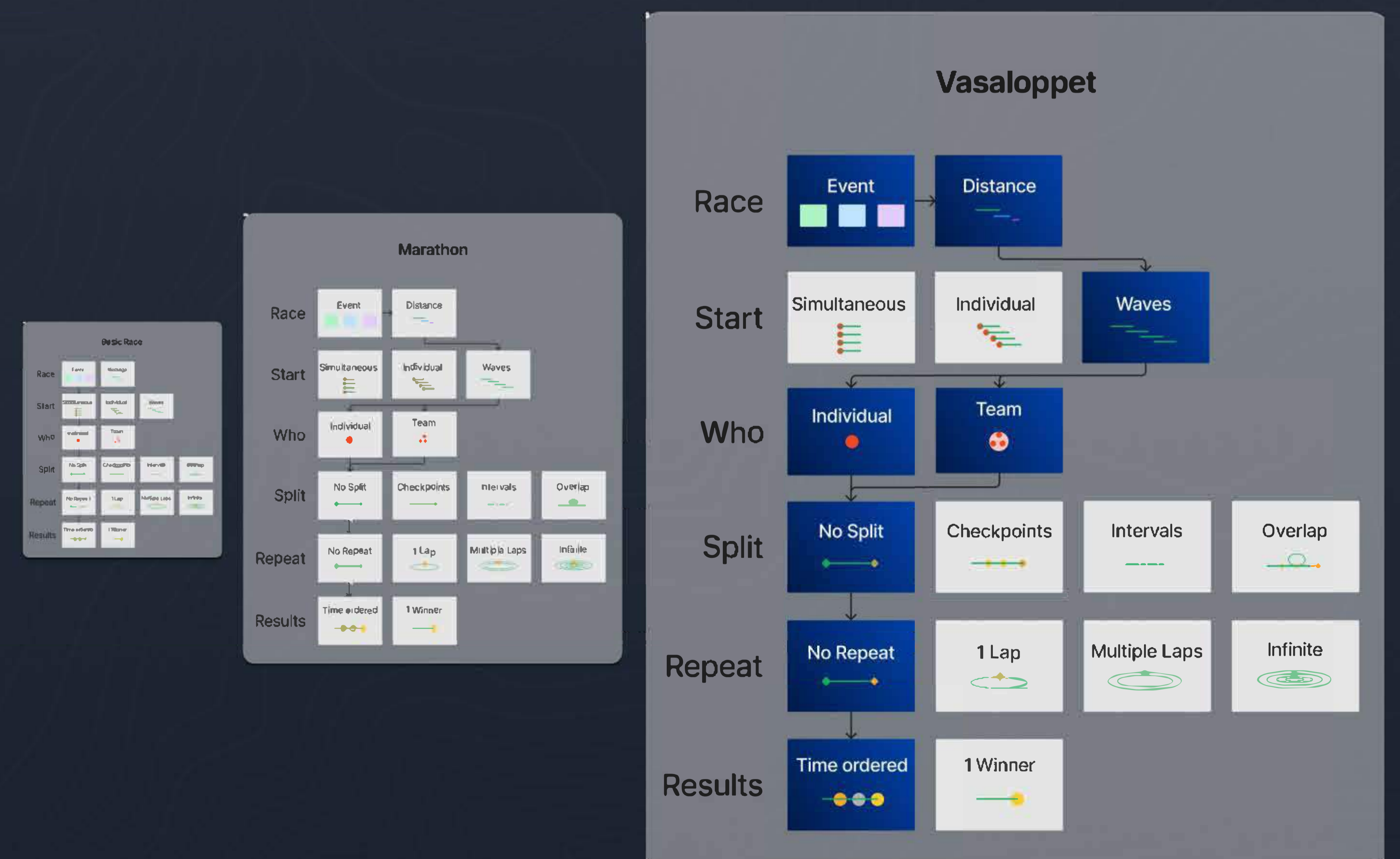
UX Flowchart

Through mapping out the existing system logic, it became clear to me that the UX would have to be both highly functional and intuitive to use during high-stress situations.



Race Segmentation

Since many users would be first-timers, it was important to begin by understanding how races were categorised, so that this distinction could be made clear in-app.

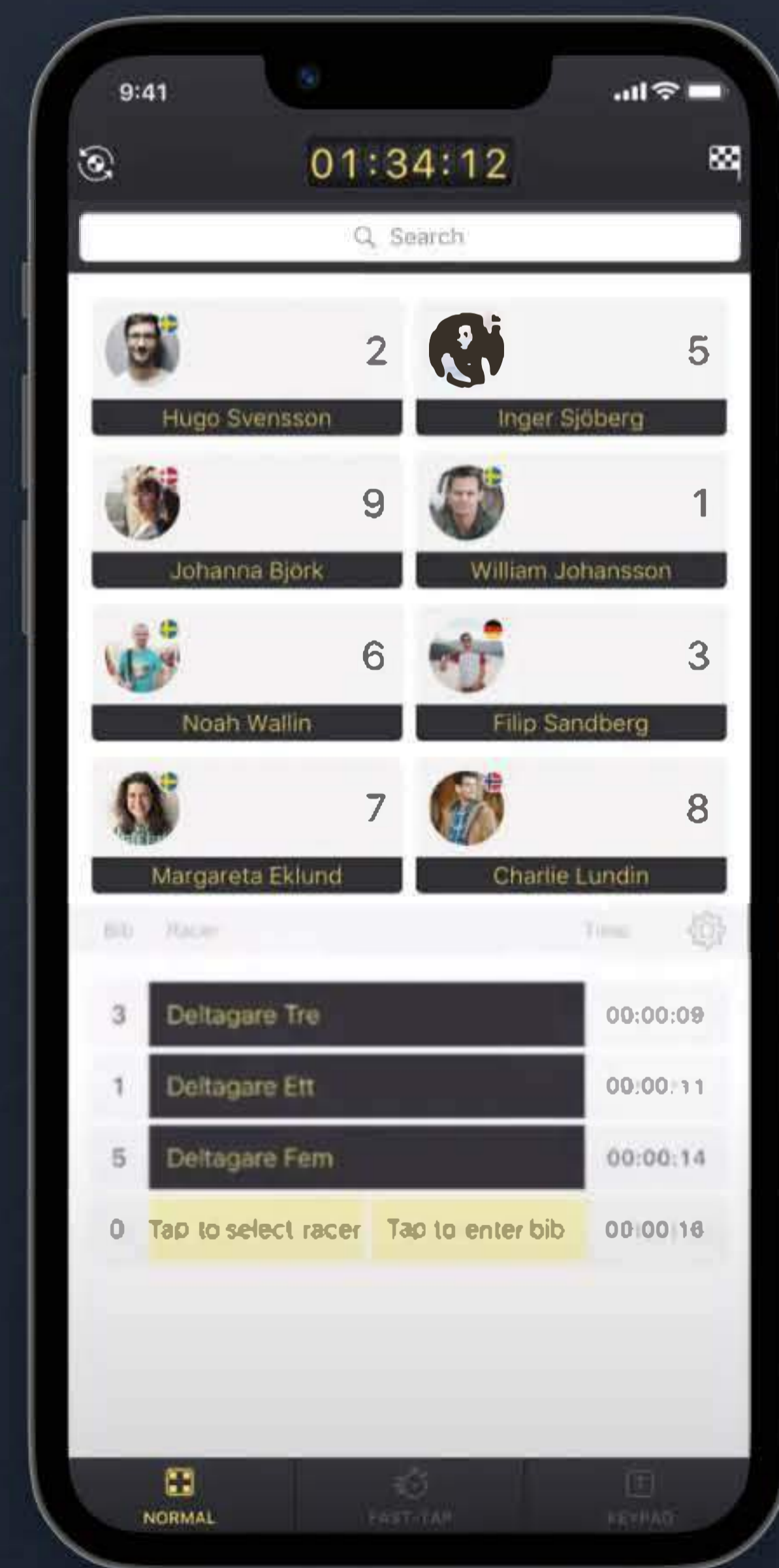


UI Direction

Visual clarity of the information was essential. By reducing visual noise through months of iteration, I ensured that Timing Assistants would not be overwhelmed on race day.

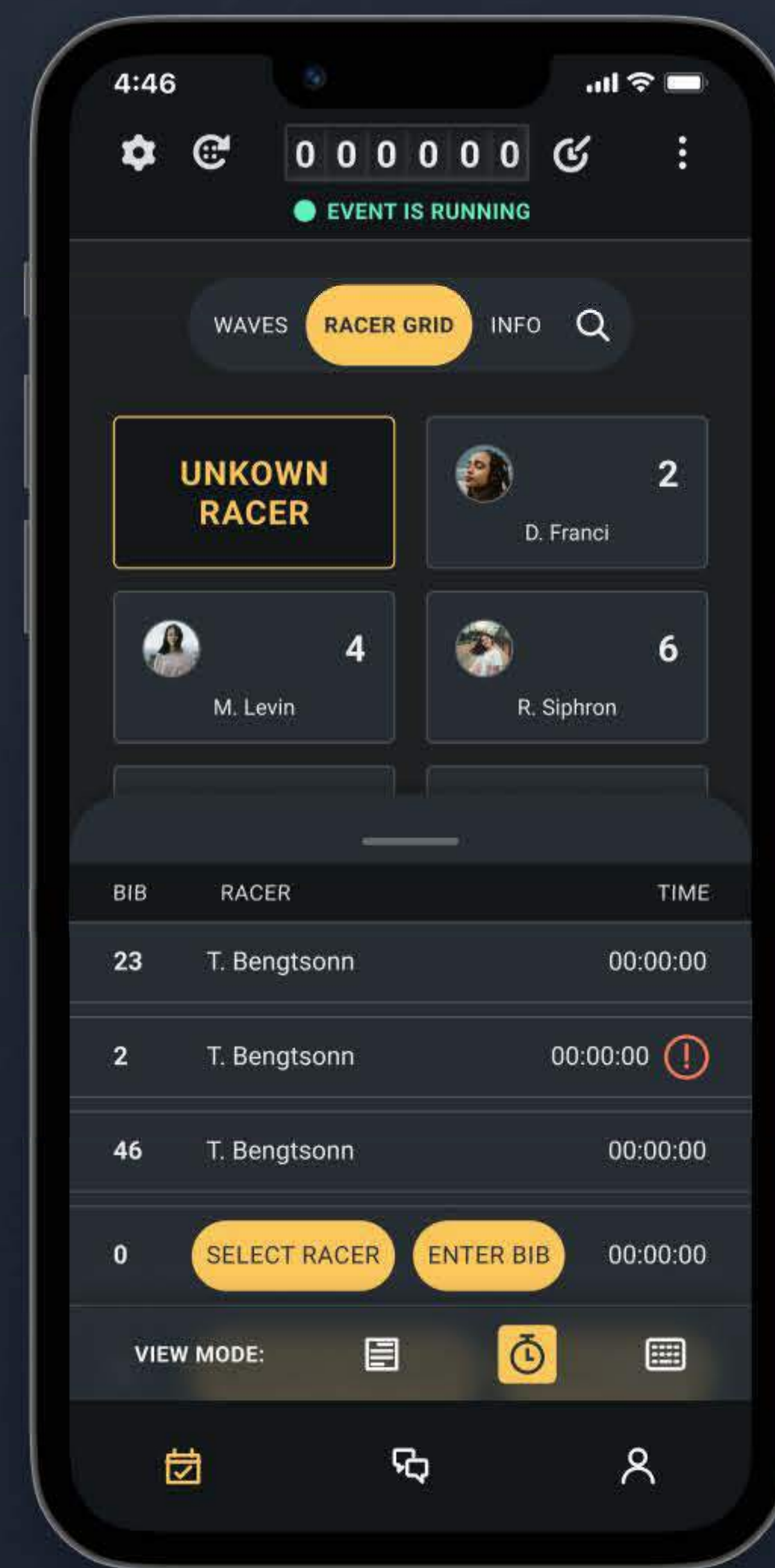
1

Interactions unclear
Multilayer menus
Cluttered UI
No race context



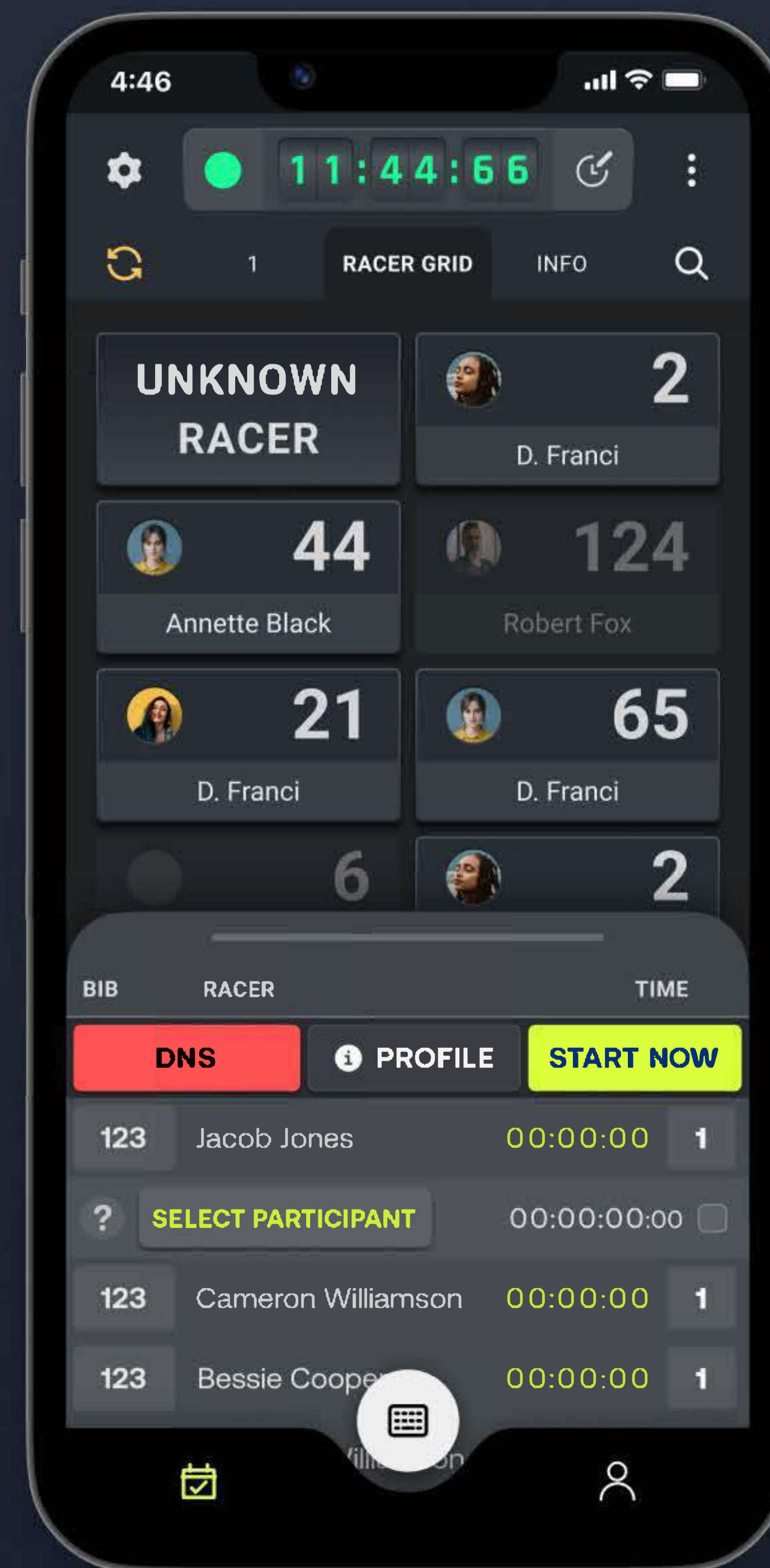
2

Inefficient use of space
Multilayer menus
Unfamiliar UI elements



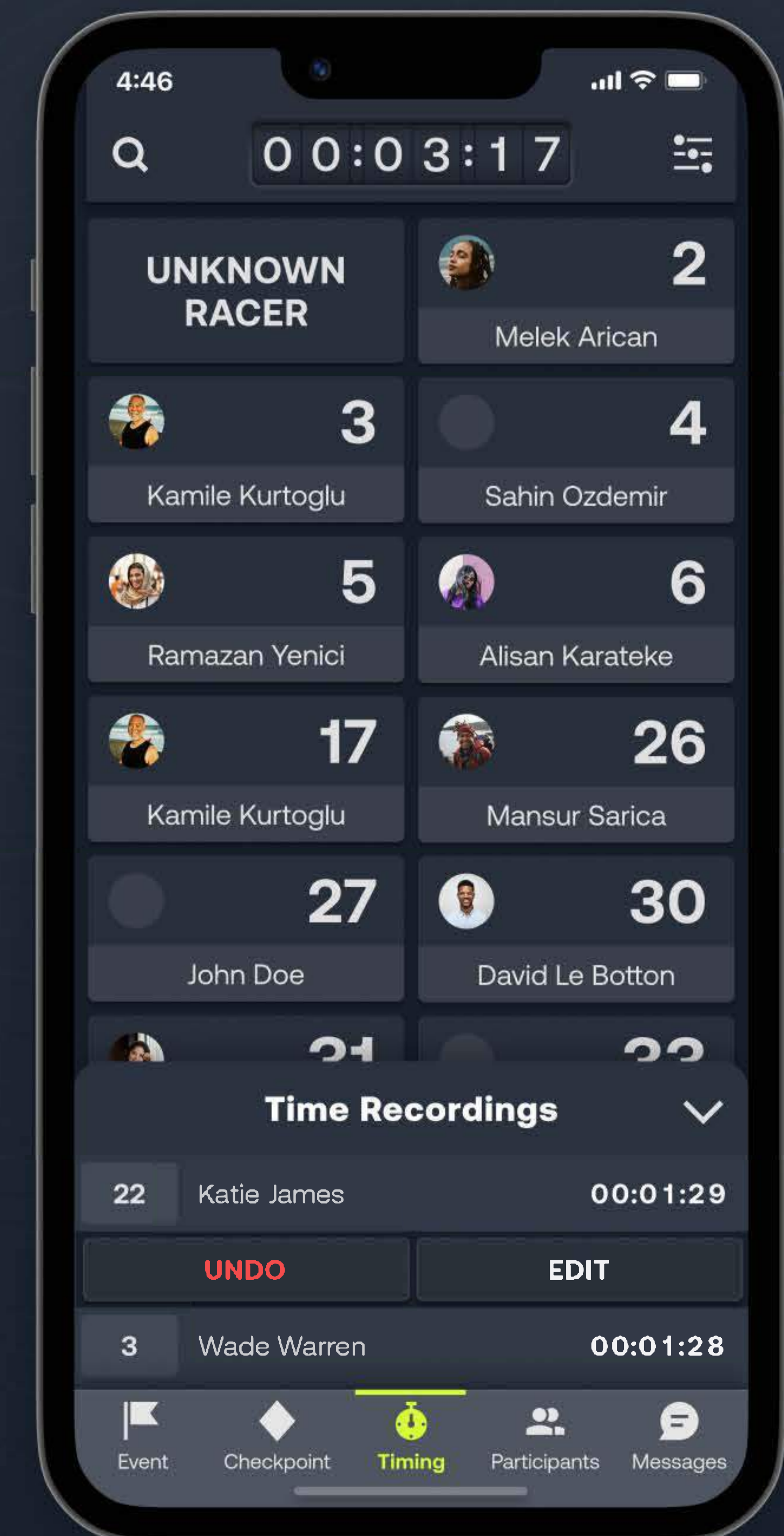
3

3D effect feels retro
Unfamiliar UI elements



4

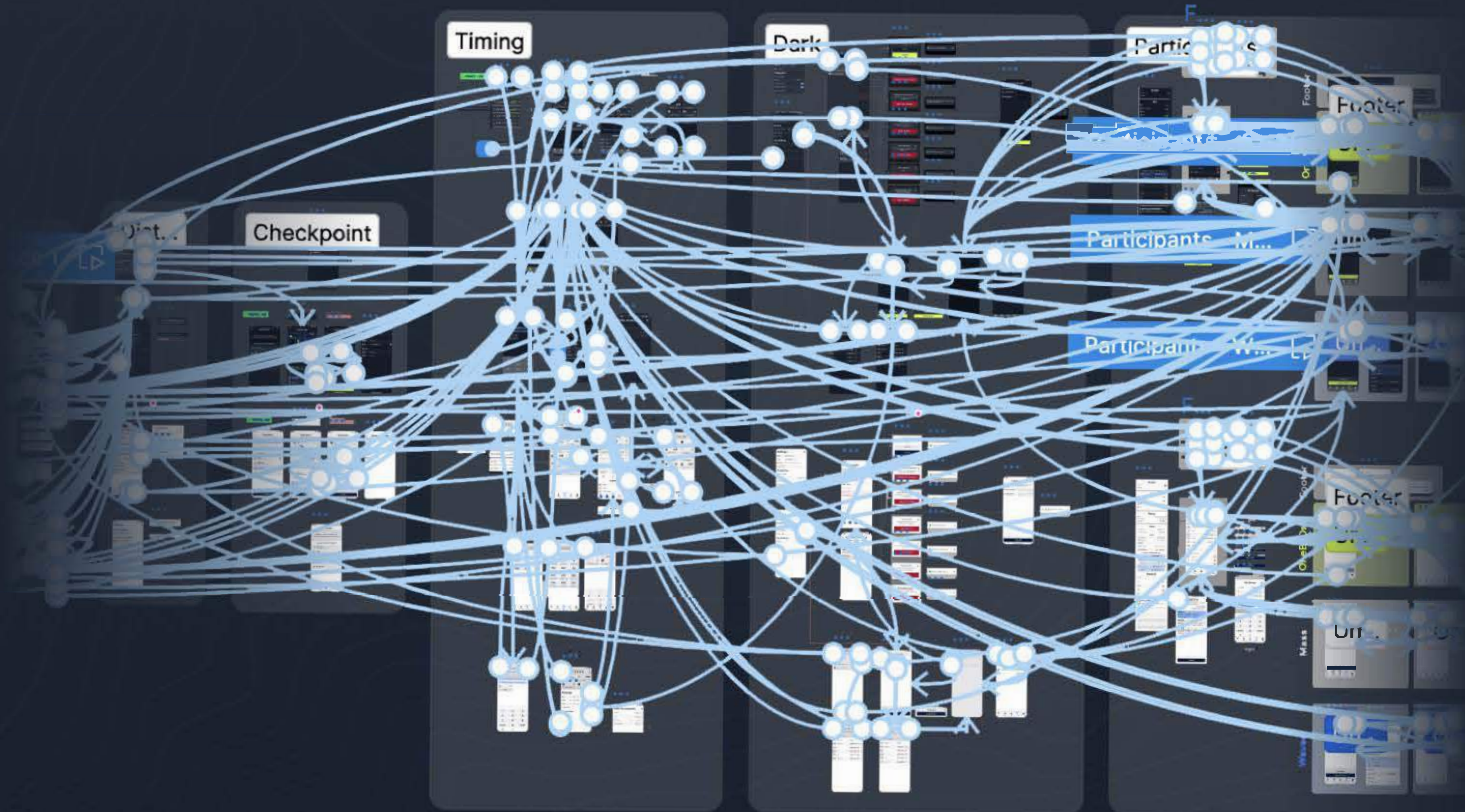
Final UI Design



Prototyping

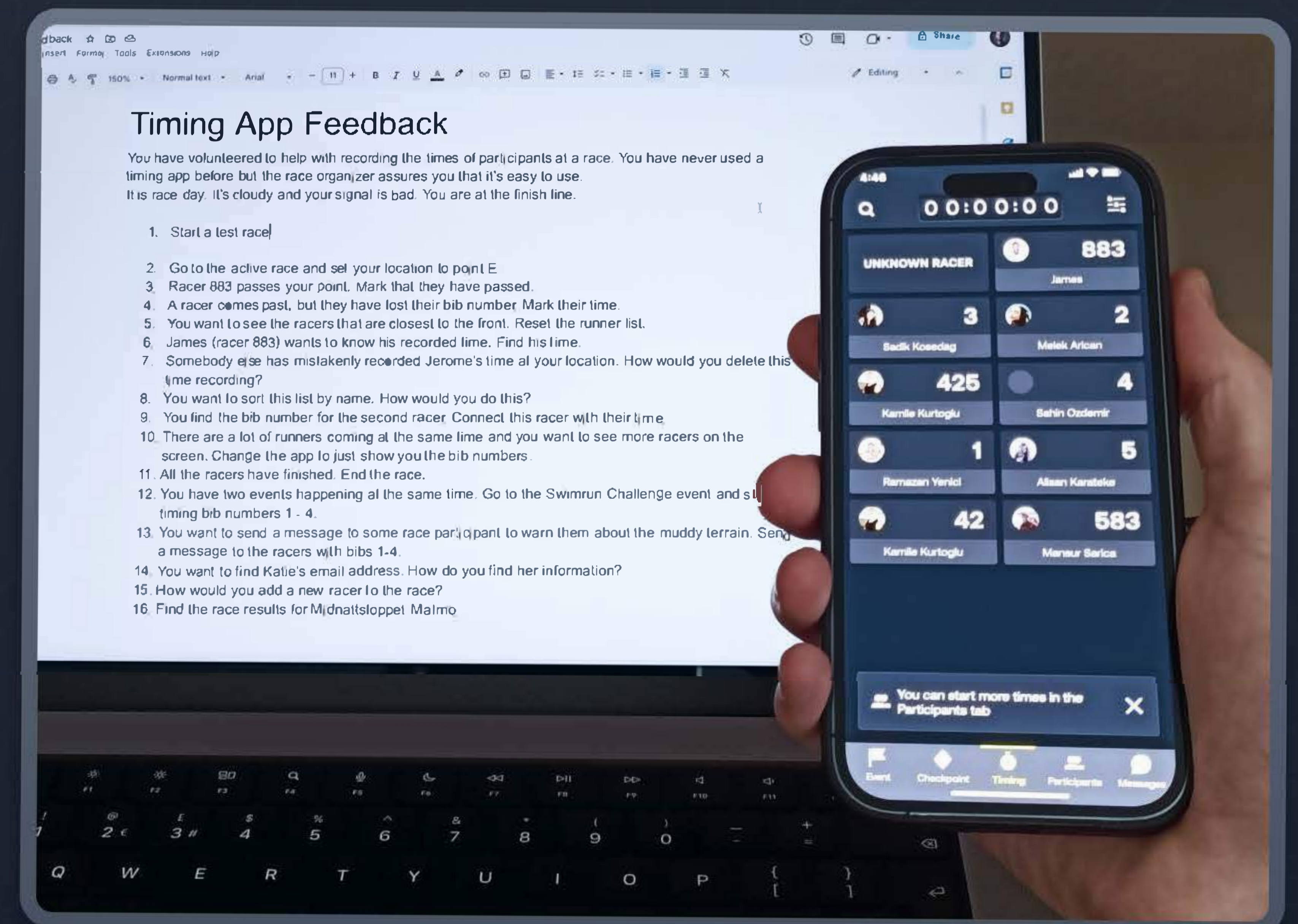
Into the Spiderverse

To collect useful user feedback, I crafted an intricate prototype, showcasing fluid animations between screens and component states.



User Feedback

I held four rounds of research with first-time users, with race-day instructions covering every app function, which allowed me to effectively address user pain points.



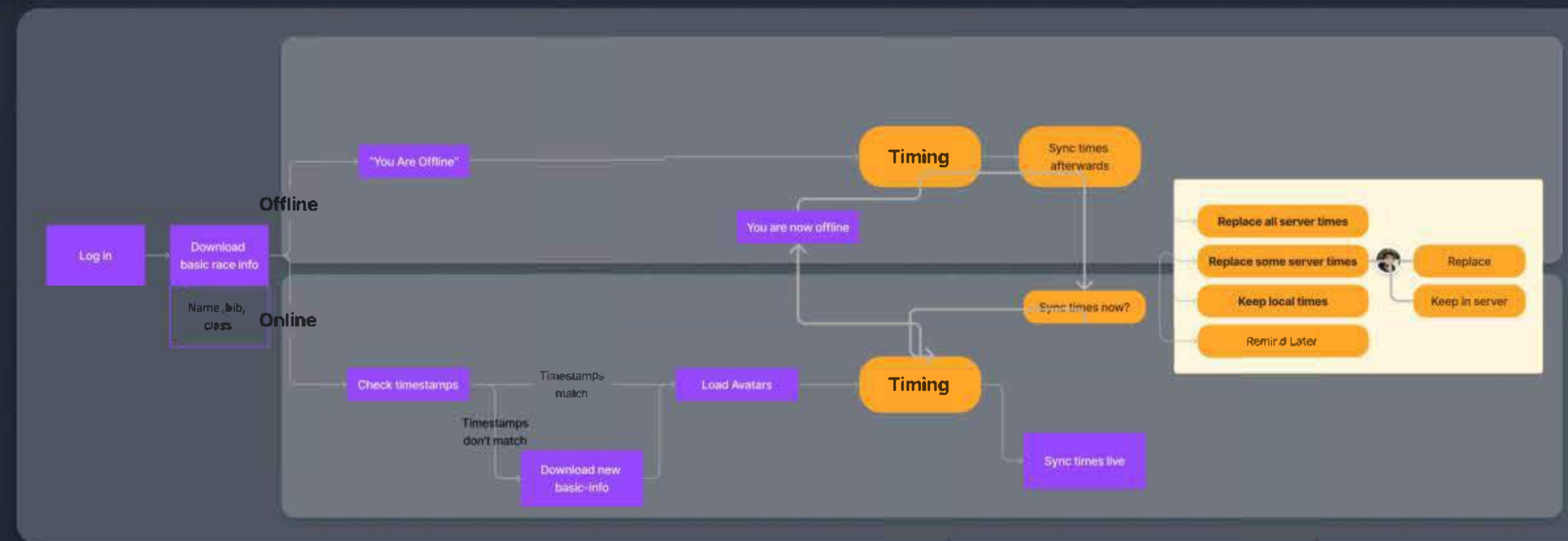
The Final Stretch

Conflict Resolution

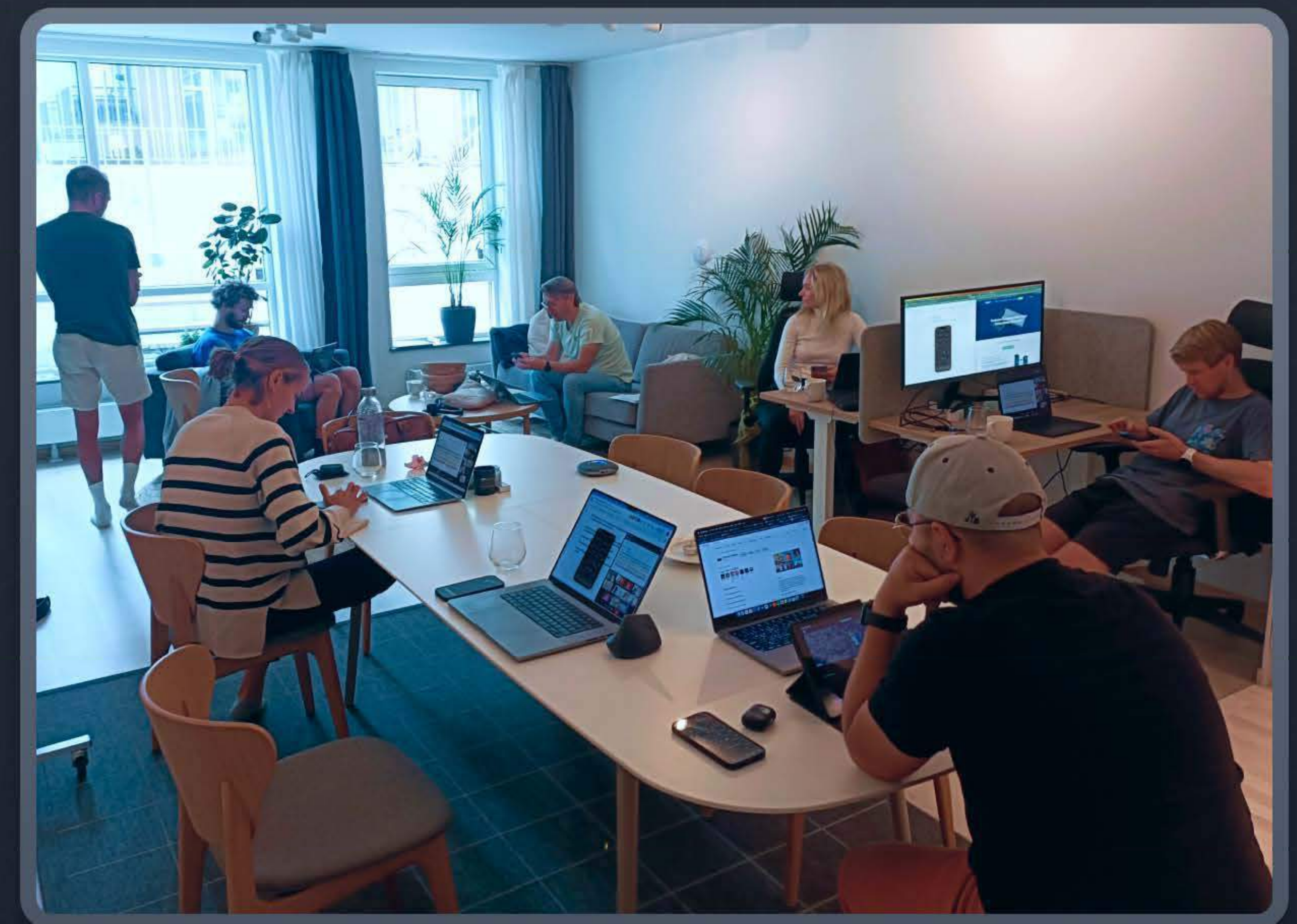
I worked with several race organisers to address all edge-cases, such as issues arising from multiple session and poor signal, ensuring that they could be resolved in situ.

Real-World Testing

By arranging rigorous stress tests with race organisers and first-time users, many bugs and UX issues were successfully resolved before launch.

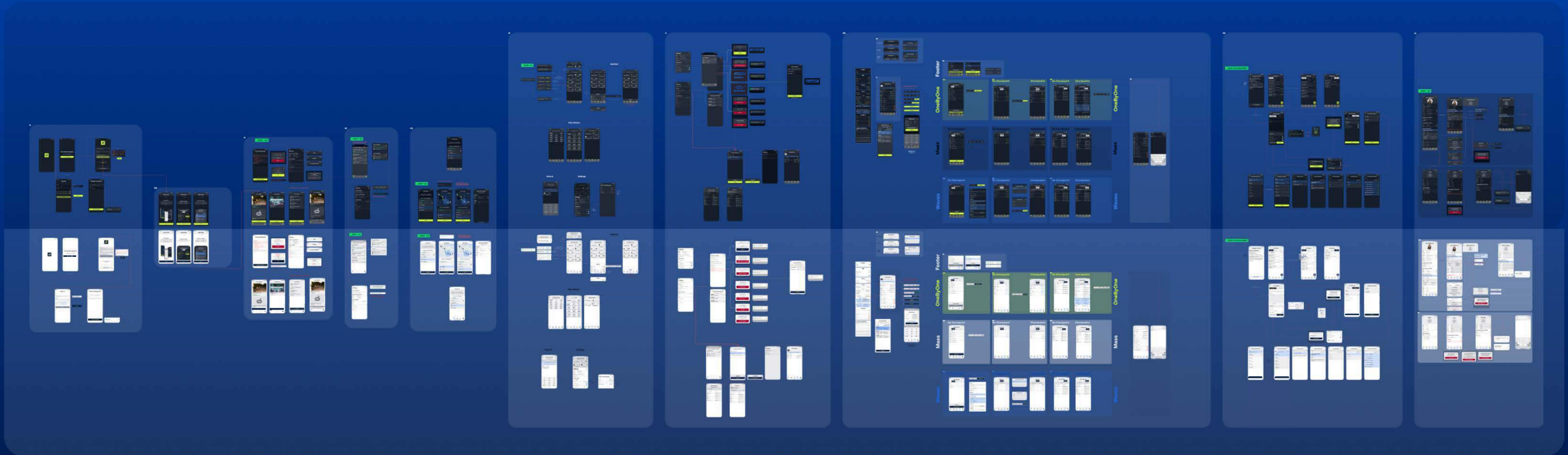
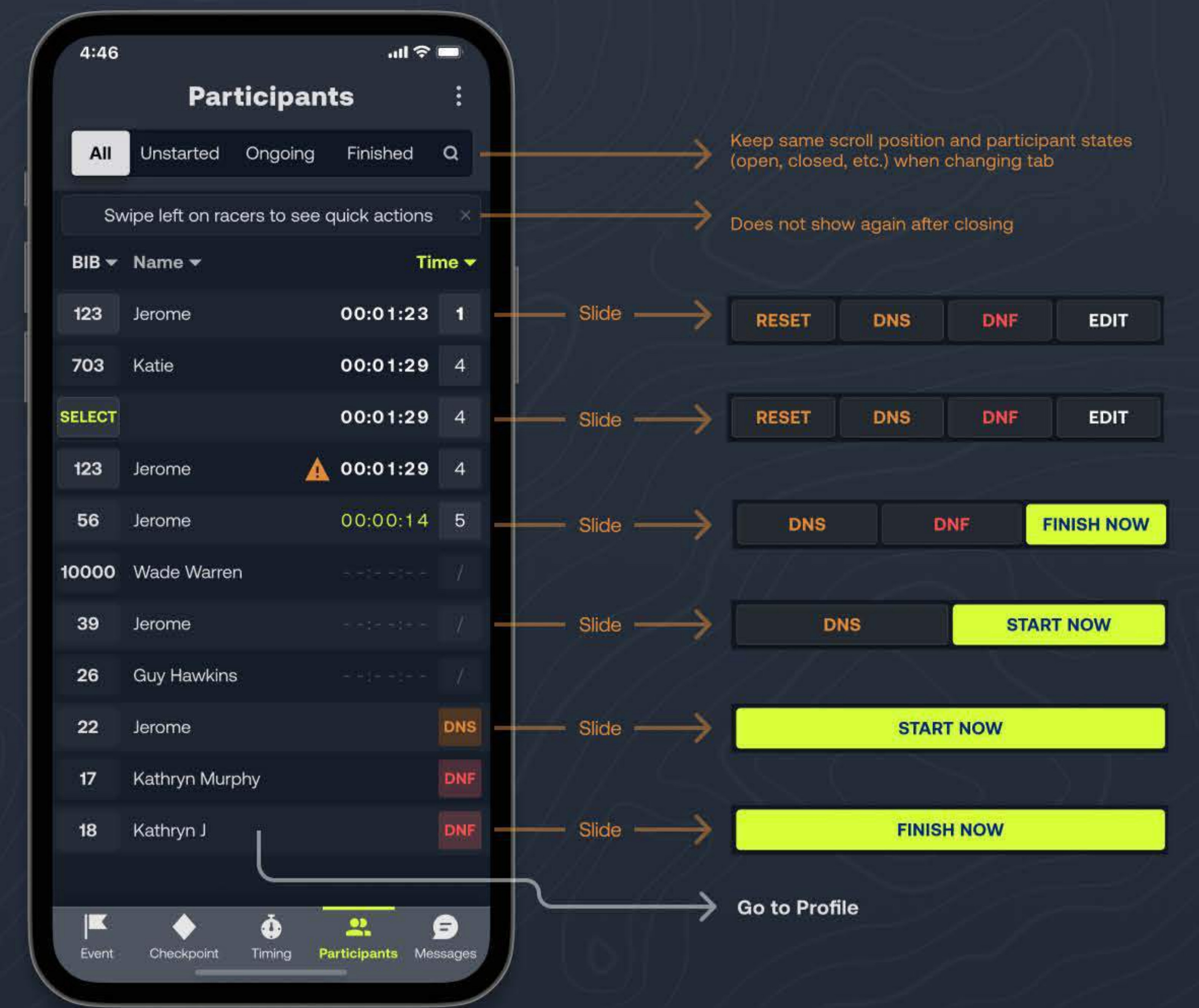


Scenarios	Record Time (offline)	Resolve Single	Resolve 1 Session	Resolve Many Sessions	Resolve Checkpoint	Resolve Distance
Alert						
Action						
Confirm						



402 Screens Later

Over an intensive 6-month period, I meticulously iterated the designs alongside our development team, annotating the handover to clarify component states and user interactions.

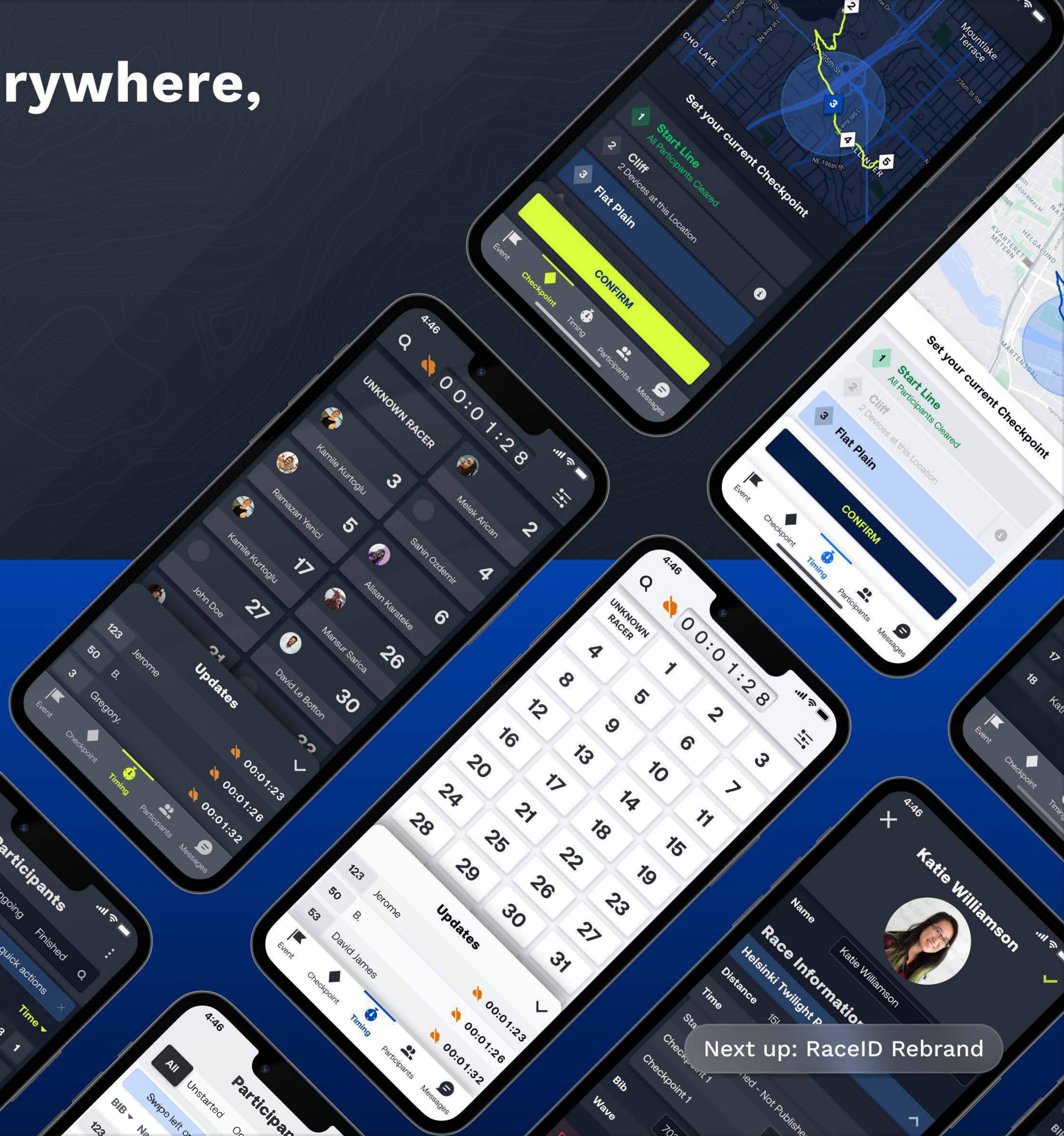


Information, Everywhere, All at Once.

The challenge with designing the RaceID Timing App was ensuring that it was both intuitive and highly functional, without overwhelming users.

I'm proud of the equilibrium this design achieves, offering users comprehensive control and insight amidst the fast-paced race day.

Beyond design, our team ensured the app was functional across devices, tailoring it for Android, iOS, and tablets.



Next up: RaceID Rebrand

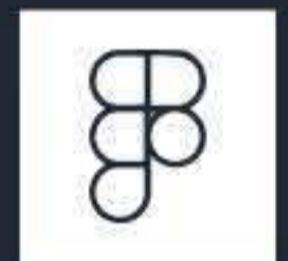
RaceID Rebrand

FULL BRAND REFRESH

Visualising the Thrill of the Race.

At RaceID, we recognised the necessity to shift our focus to a broader audience instead of exclusively targeting elite racers. I spearheaded a comprehensive brand refresh, encompassing an updated logo, typography, colour scheme, iconography, animations, and voice & tone guidelines.

This updated brand infuses RaceID's offerings with enthusiasm and vibrancy, enhancing user experience and broadening our user base.



Figma



Photoshop



Illustrator



Matching a New Audience

Since the business strategy had changed to focus on the masses, not just the elite, it was time to update the brand to be less exclusive.

More Legible

The old logo was hard to read and was too aggressive.



Less Elite

Earlier designs were elite-centric, not resonating with the masses.

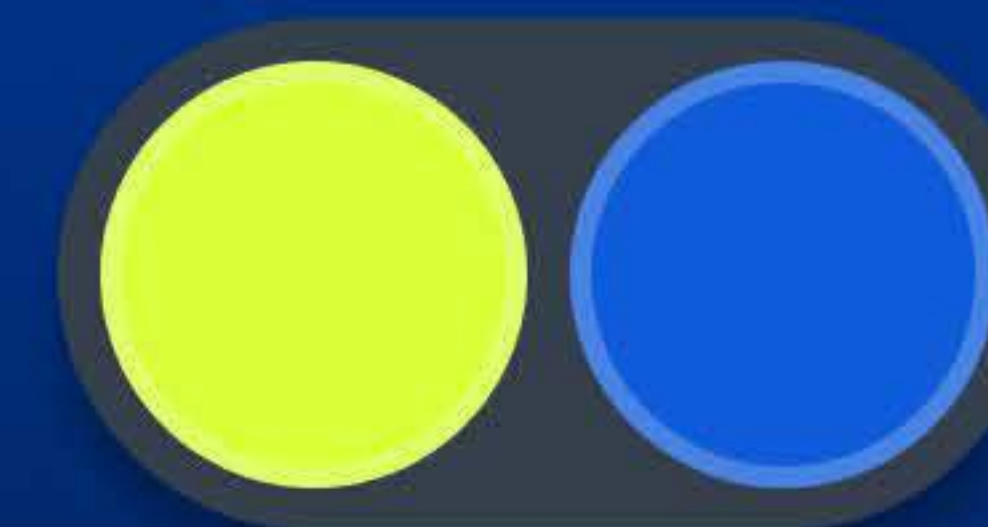
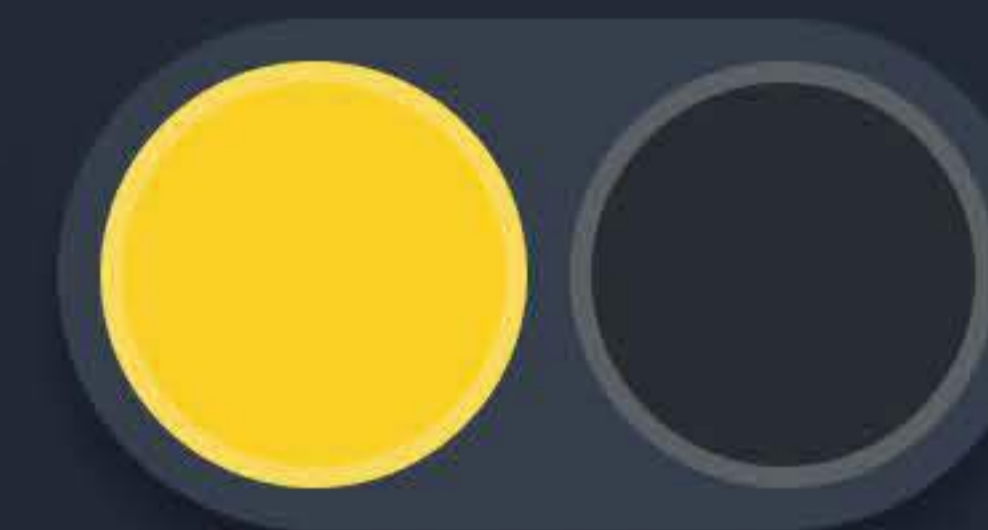
BE THE BEST



Love the Journey

More Energetic

Our earlier colour scheme lacked the desired vigour & athleticism.



More Consistent

Many icon sets were used that needed streamlining.



Recognising our Audiences

For RaceID to appeal to all athletes, it was important to begin by segmenting our audiences to understand their needs.

Through interviews with race organisers, four distinct groups of racers were identified with differing needs.

I then worked to identify the services required to provide each group with a sustainable race journey.



	The Hero	The Enthusiast	The Weekend Adventurer	The Beginner
What will they use?	Organiser Tools Pro Tier Services	Pro Tier Services	Basic Tier Services	Free Tier Services
Value to company	Creating Races Brand Ambassadors	Building Hype	Inviting Friends	Inviting Friends
Product Adoption Stage	Early Adopters	Early Majority	Late Majority	Laggards

Finding our Voice

To find our brand voice, I created an alignment chart that showed how our main CTA would sound in different personalities, and compared it with our competition.

Based on this, it was decided that our voice should be like a motivational, friendly and knowledgeable teammate, that can help you reach that next milestone.

	How to convince people to race				
	Controlled				Chaotic
	Crusader	Nurturer	Benefactor	Avenger	Vigilante
Shared Journey	Embrace the Spiritual Journey To Physical Enlightenment	Come together to join the race family and take part in the journey to improved wellbeing	Racing is a great form of physical exercise that improves wellbeing!	Push through with us and break free from the daily grind 	Wanna Race? Whoopeeh!
	Protector	Knight	Altruist	Protestor	Trickster
	If everyone races, wellbeing increases for all	We are on a Journey to improve the race experience for everyone. 	Racing is the way to achieve your goals.	Race today, you have the power to change yourself and the world! 	Yeah let's race! I might leave you behind, hehe, but it will be an adventure!
	Judge	Soldier	Undecided	Nomad	Outlaw
	You will Race Today. Here is the link.	Physical activity is the right thing for everyone.	Engage in a Race. 	Don't listen to the haters, race your way.	Yeah you can race if you want! Some people like it, others hate it.
	Enforcer	Socialite	Hedonist	Marauder	Thug
	We are the authority on racing, and we'd like to keep it that way.	Sign up now. Do it for the race community. 	You get it, we get paid. Win-Win.	Come on, just sign up it's really not that bad.	We'd LOVE it if you signed up! Racing gives us life - help us keep it going!
Personal Journey	Tyrant	Sociopath	Malefactor	Anarchist	Destroyer
	You will sign up to the race or you will let you and your friends down.	I need you to sign up now. Just click on this button.	You want to sign up? Does it look like I care?	Fuck big racing companies. Join us or don't, but we'll burn them all to the ground.	You want to race? Hal! Pathetic. You will never be the best!!! Laugh at the thought of you trying.

Voice & Tone Examples

Is this the year you'll finish a marathon?

It's easy to get started - just sign up!

We'll help you take the next step.

You can't tick that marathon off your bucket list until you register to one!

Pick one at RaceID and join the adventure!

Are you ready to take on a new challenge?

Join us for the Helsingborg Marathon and push yourself to new limits.

400 Logo Iterations

With the original logo being difficult to read and appearing aggressive, it was time for a refresh.

This included modifying letter sizes, connecting loops, adjusting spacing, and rounding corners.

The iconic 'R' underwent a lift, and the alignment was recalibrated to sync with our new typeface.



Colour Scheme

Inspired by the northern lights, representing the thrill of adventuring and grounding the company in its Swedish roots, I created an exhaustive colour palette for UI and marketing.

Opting for both light and dark colour schemes ensured optimal visibility under varied conditions.

The UI scheme allows for clear focus hierarchy regardless of context, and is fully WCAG 2.1 compliant.



Alpha	900	800	700	500	300	100
	#F0F0F0	#E0E0E0	#D0D0D0	#A0A0A0	#808080	#606060
Swap	#FFFFFF	#F0F0F0	#E0E0E0	#D0D0D0	#A0A0A0	#808080
Cobalt	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF
Dark	#000000	#000000	#000000	#000000	#000000	#000000

Background	500-Default	600	700	800	900	Top-500
	#F0F0F0	#E0E0E0	#D0D0D0	#A0A0A0	#808080	#606060
Primary	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00
Secondary	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF
Tertiary	#000000	#000000	#000000	#000000	#000000	#000000
Positive	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00
Warning	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500
Negative	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000

Icon	Primary	Secondary	Tertiary	Positive	Warning	Negative
	#00FF00	#0000FF	#000000	#00FF00	#FFA500	#FF0000

Thin	Primary	Secondary	Tertiary	Positive	Warning	Negative
	#00FF00	#0000FF	#000000	#00FF00	#FFA500	#FF0000

Alpha	900	800	700	500	300	100
	#000000	#000000	#000000	#000000	#000000	#000000
Swap	#000000	#000000	#000000	#000000	#000000	#000000
Cobalt	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF
Dark	#000000	#000000	#000000	#000000	#000000	#000000

Background	500-Default	600	700	800	900	Top-500
	#000000	#000000	#000000	#000000	#000000	#000000
Primary	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF
Secondary	#000000	#000000	#000000	#000000	#000000	#000000
Tertiary	#000000	#000000	#000000	#000000	#000000	#000000
Positive	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00
Warning	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500
Negative	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000

Icon	Primary	Secondary	Tertiary	Positive	Warning	Negative
	#0000FF	#0000FF	#0000FF	#00FF00	#FFA500	#FF0000

Thin	Primary	Secondary	Tertiary	Positive	Warning	Negative
	#0000FF	#0000FF	#0000FF	#00FF00	#FFA500	#FF0000

Brand	500	100	300	600	700	800
	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00	#00FF00

Cobalt	Cobalt-500	Cobalt-50	Cobalt-100	Cobalt-200	Cobalt-300	Cobalt-400
	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF	#0000FF

Secondary	Magenta 100	Magenta 300	Magenta 500	Magenta 700	Magenta 800	Magenta 900
	#FF00FF	#FF00FF	#FF00FF	#FF00FF	#FF00FF	#FF00FF

	Purple 100	Purple 300	Purple 500	Purple 700	Purple 800	Purple 900
	#800080	#800080	#800080	#800080	#800080	#800080

	Red 100	Red 300	Red 500	Red 700	Red 800	Red 900
	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000	#FF0000

	Orange 100	Orange 300	Orange 500	Orange 700	Orange 800	Orange 900
	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500	#FFA500

	Green 100	Green 300	Green 500	Green 700	Green 800	Green 900
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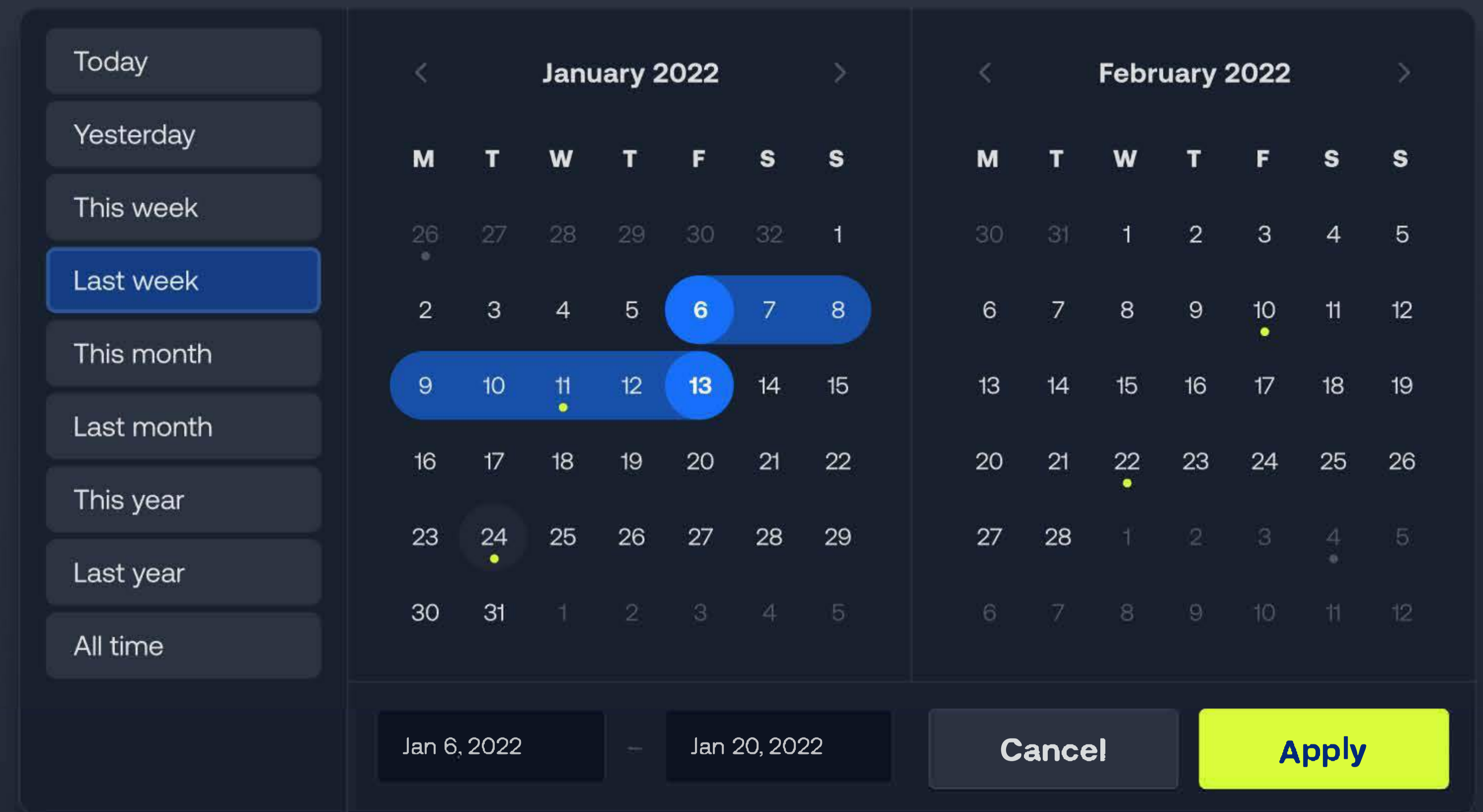
Design System

1500+ Components

Though some design system existed for RaceID, it lacked cohesion and adaptability. Recognising this, I crafted a new system, focusing on speed, flexibility, and uniformity.

Benefits of the new system:

- Unified text and colour styles.
- Fully compatible with Light & Dark modes.
- Flexible sizing using Auto-Layout.
- Variants for each component state and size.
- Elements can be edited and hidden without breaking the structure.



Iconography

Commercial sport icon sets were unsuitable for our new brand, due to their unrealistic body proportions.

Drawing inspiration from the 2012 Olympic pictograms, I devised an energetic, distinguishable set of icons.

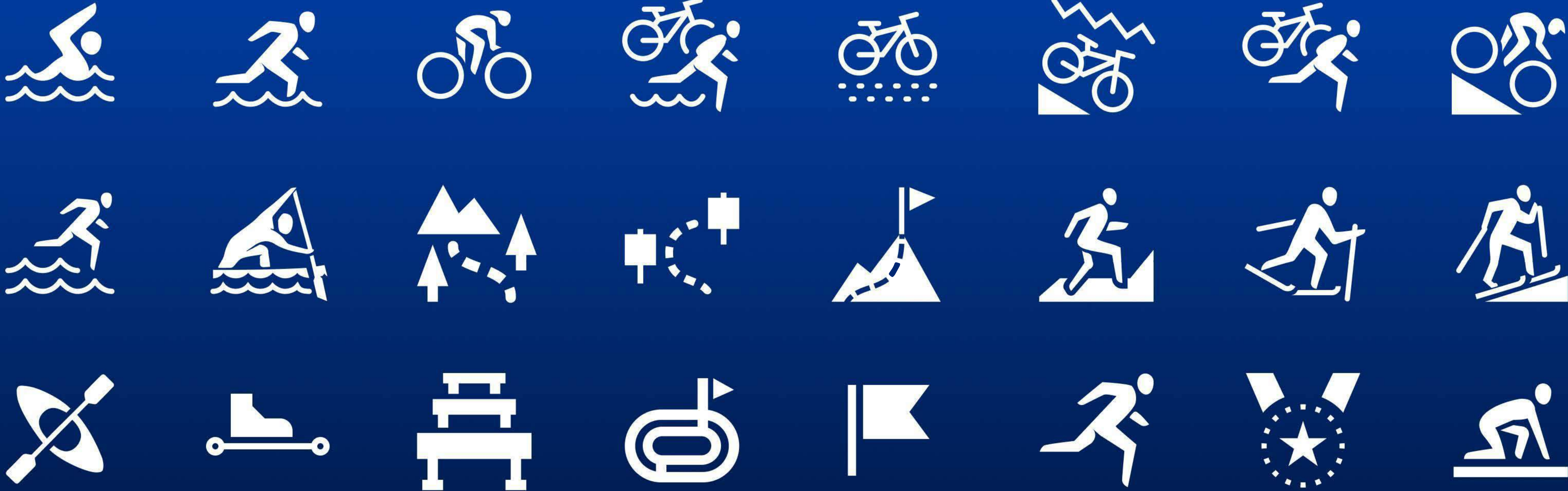
Clarity and scalability was ensured through their minimal design and use of geometric elements.



London 2012: Handball



RaceID: Running



Marketing Imagery

Photo Collages

From user research, it was clear that racers resonated with good photography: It can be the thing that makes them register.

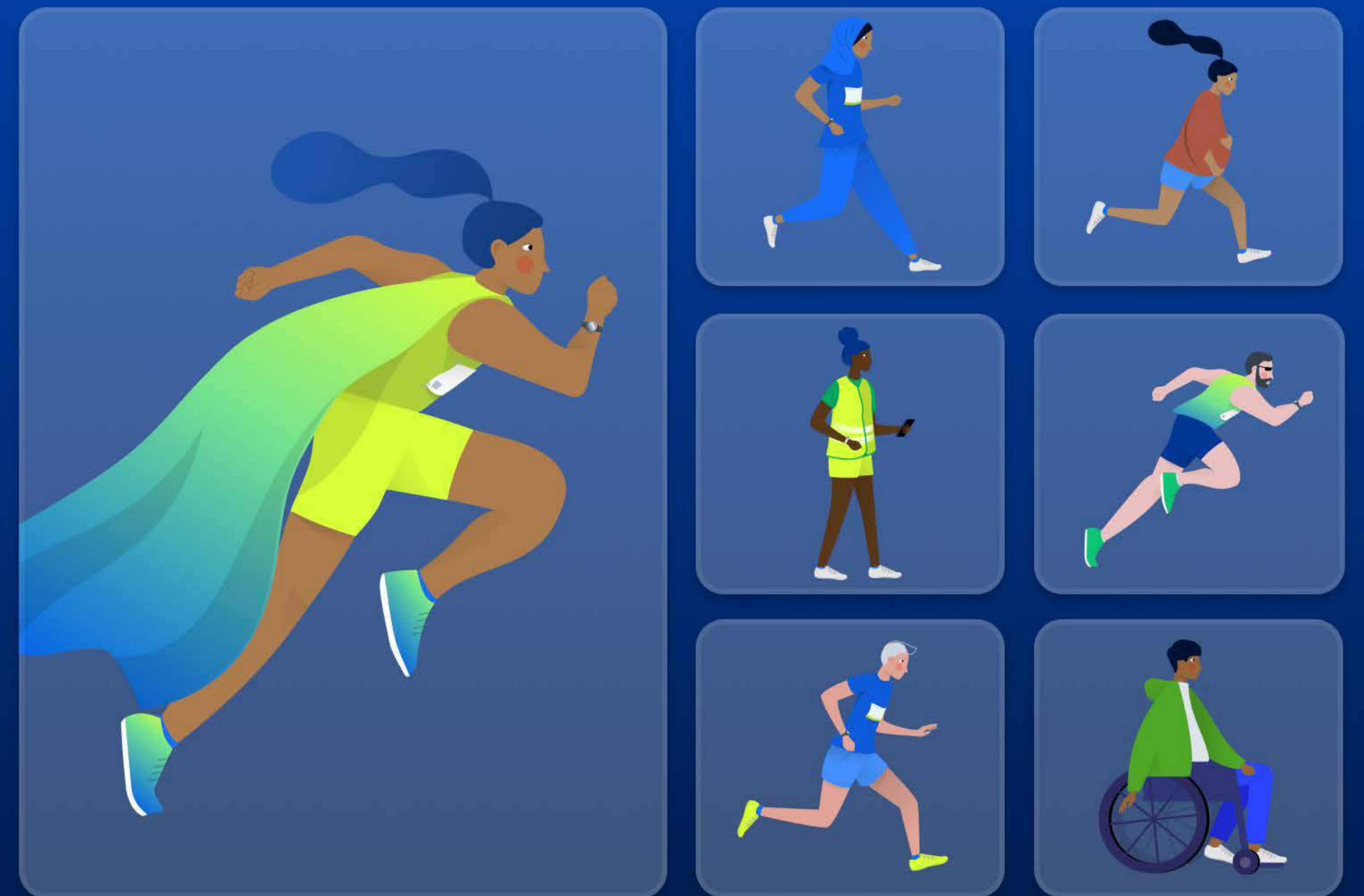
With our low budget, photo shoots were not an option, so I used my Photoshop skills to create realistic scenes that represent our values of inclusion, diversity and freedom.



Illustrations

Because photo editing was time consuming, I decided it would be more efficient to use illustrations for everything apart from our landing page and race-specific content.

Using Pablo Stanley's 'Humaans' library as a base, I created a diverse set of characters, representing that everyone is a runner.

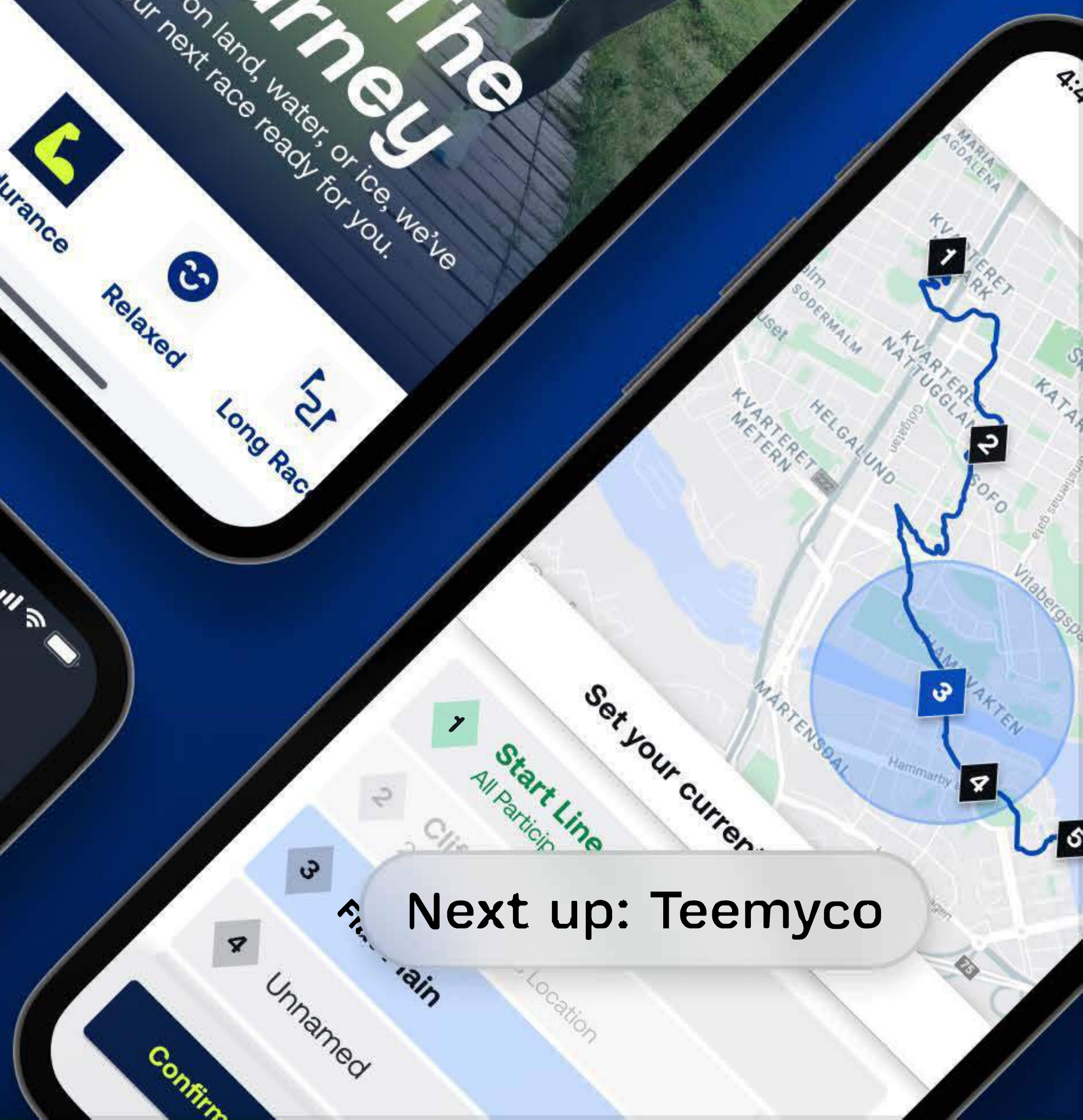
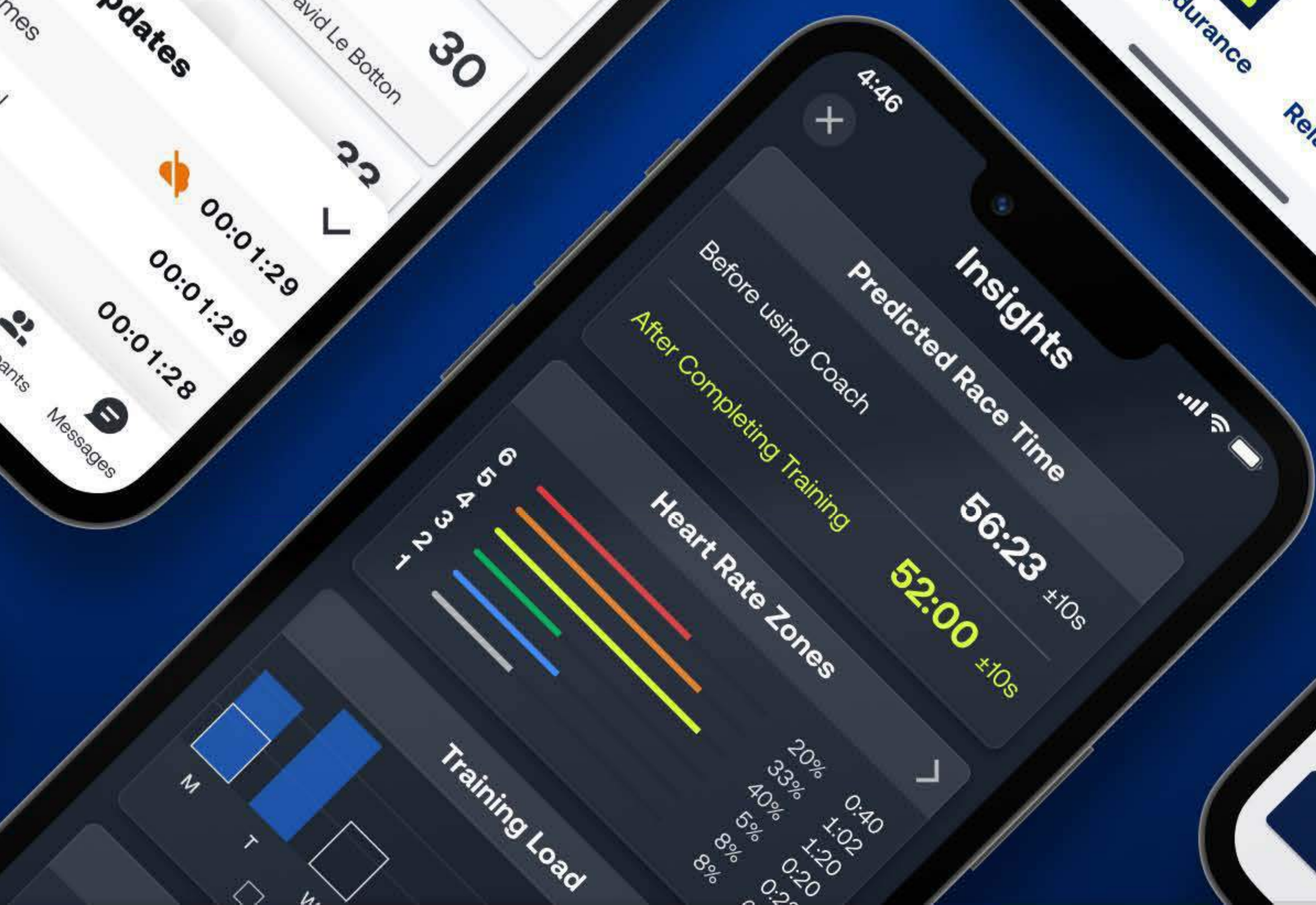
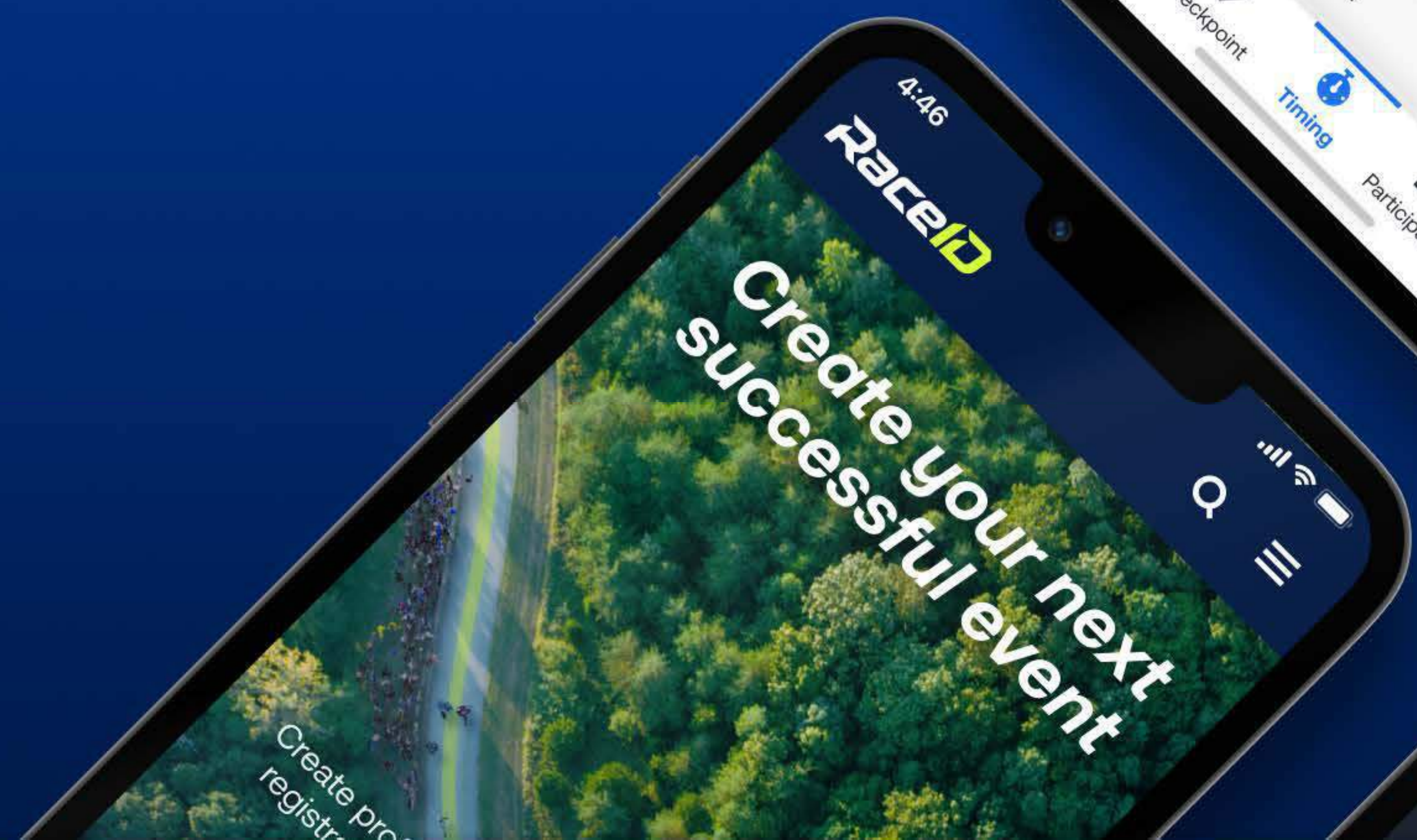
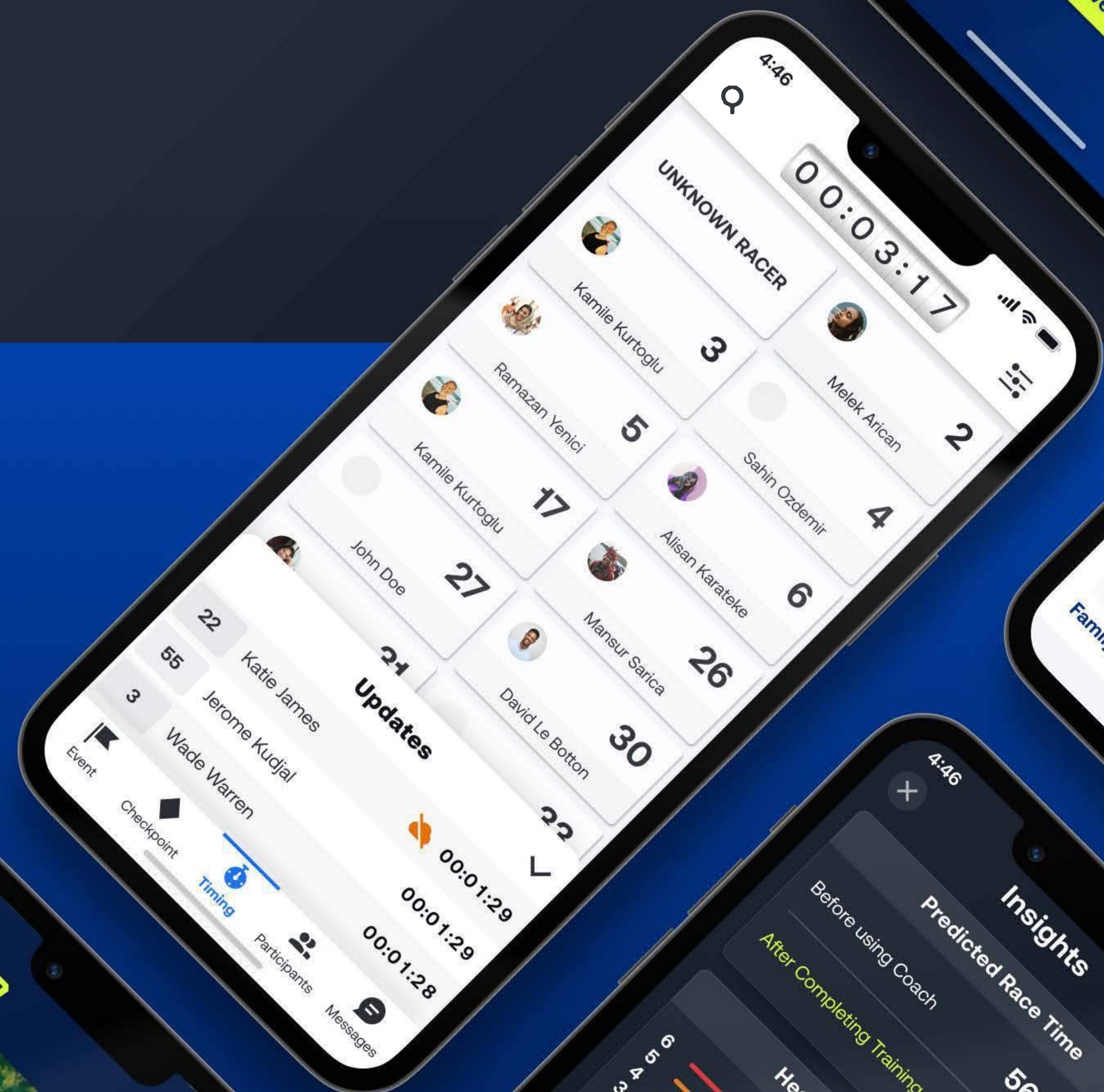
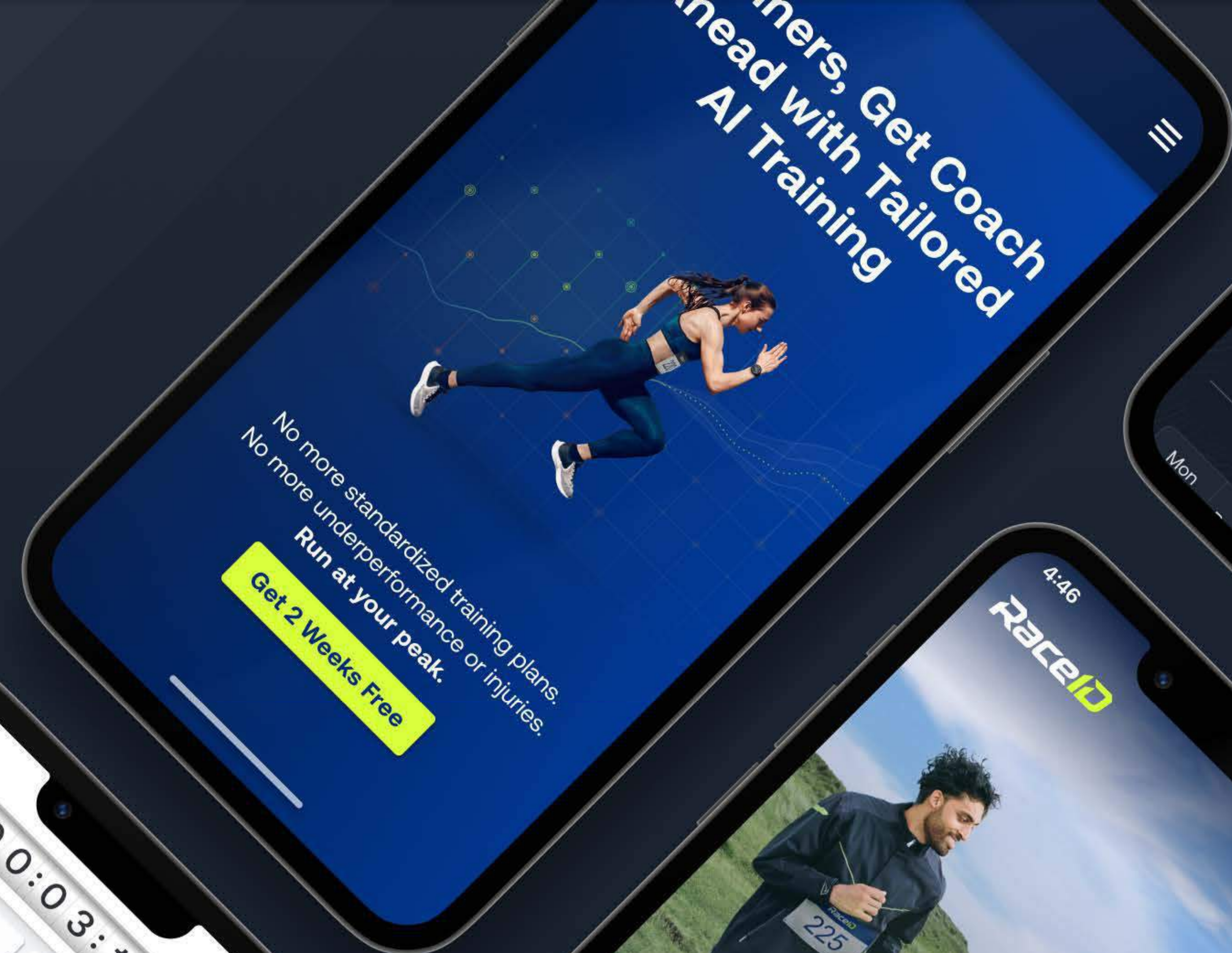


Brand Consistency

Ensuring consistent branding amidst diverse elements was a fun challenge.

With this brand update, each service can retain the underlying RaceID identity whilst also catering to different audiences.

This project's outcome fills me with pride, and I eagerly await the next branding and UI system challenge!



Next up: Teemyco

TEEMYCO

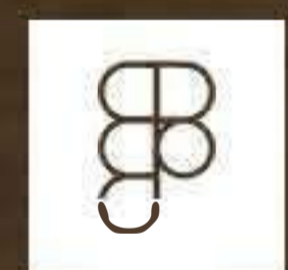
B2C SAAS APP & MARKETING

Your Office, Online.

As the sole visual designer for Teemyco I worked to secure the startup's position in the market through developing the virtual office app UI and marketing content.

For the app I worked closely with the CEO, CTO, UX Designer and Developers to develop several new features, as well as updating the interface to create a more satisfying UX experience.

In order to bring our brand to life, I created all marketing content for social media posts, visual ads, animations and sales documents.



Figma

Ps

Photoshop

Ai

Illustrator

Ae

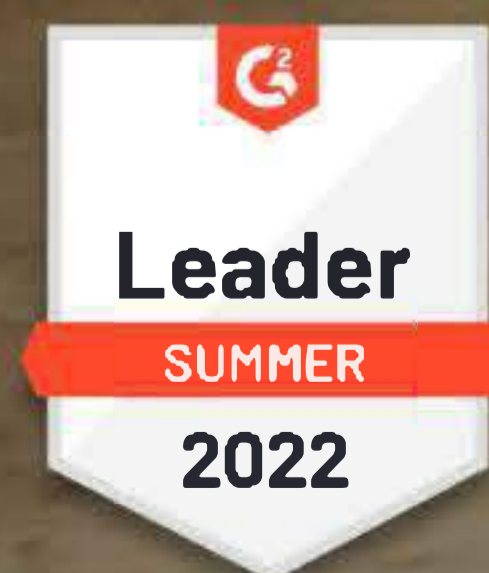
After Effects



App Success



4.8 ★★★★★



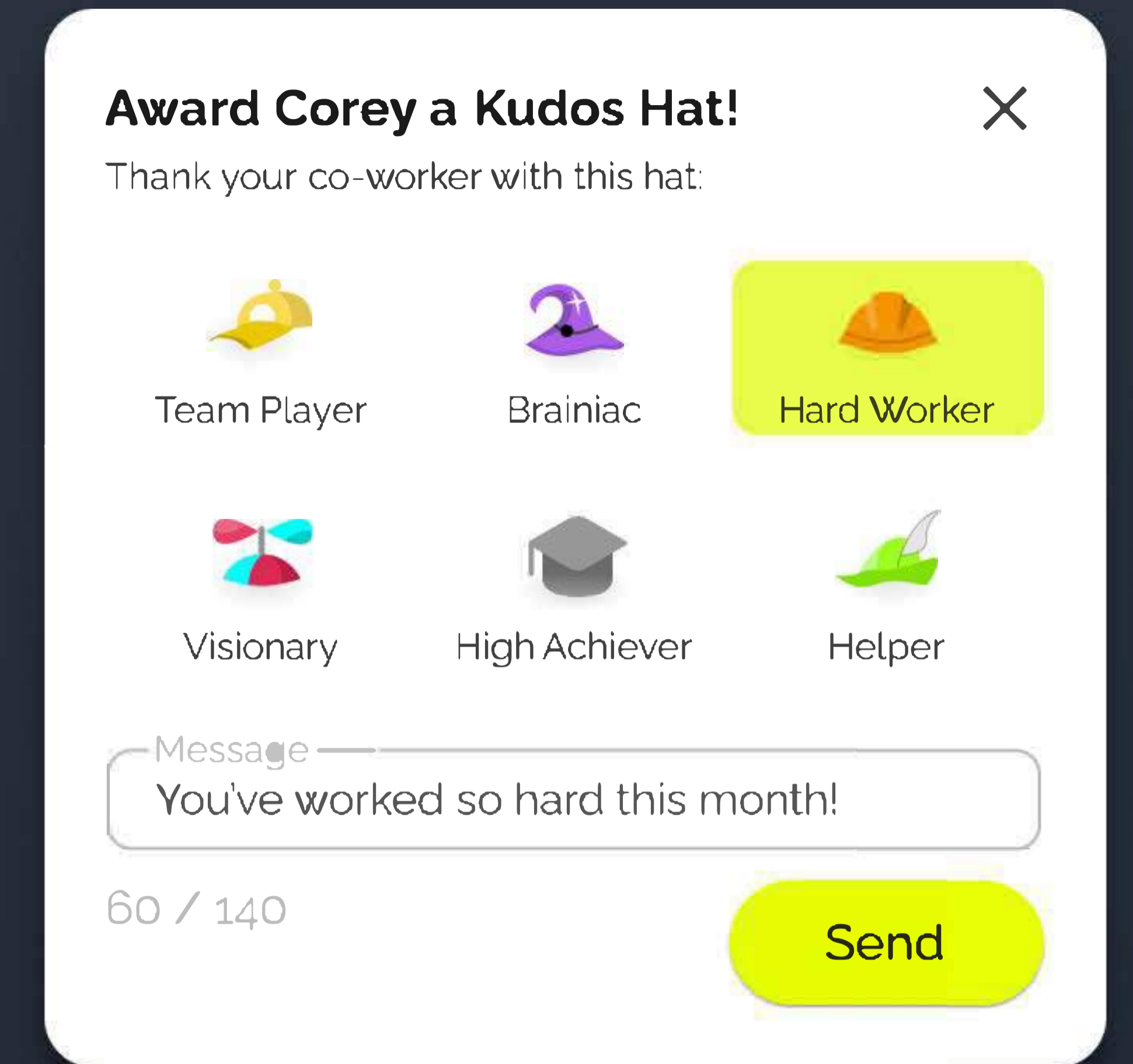
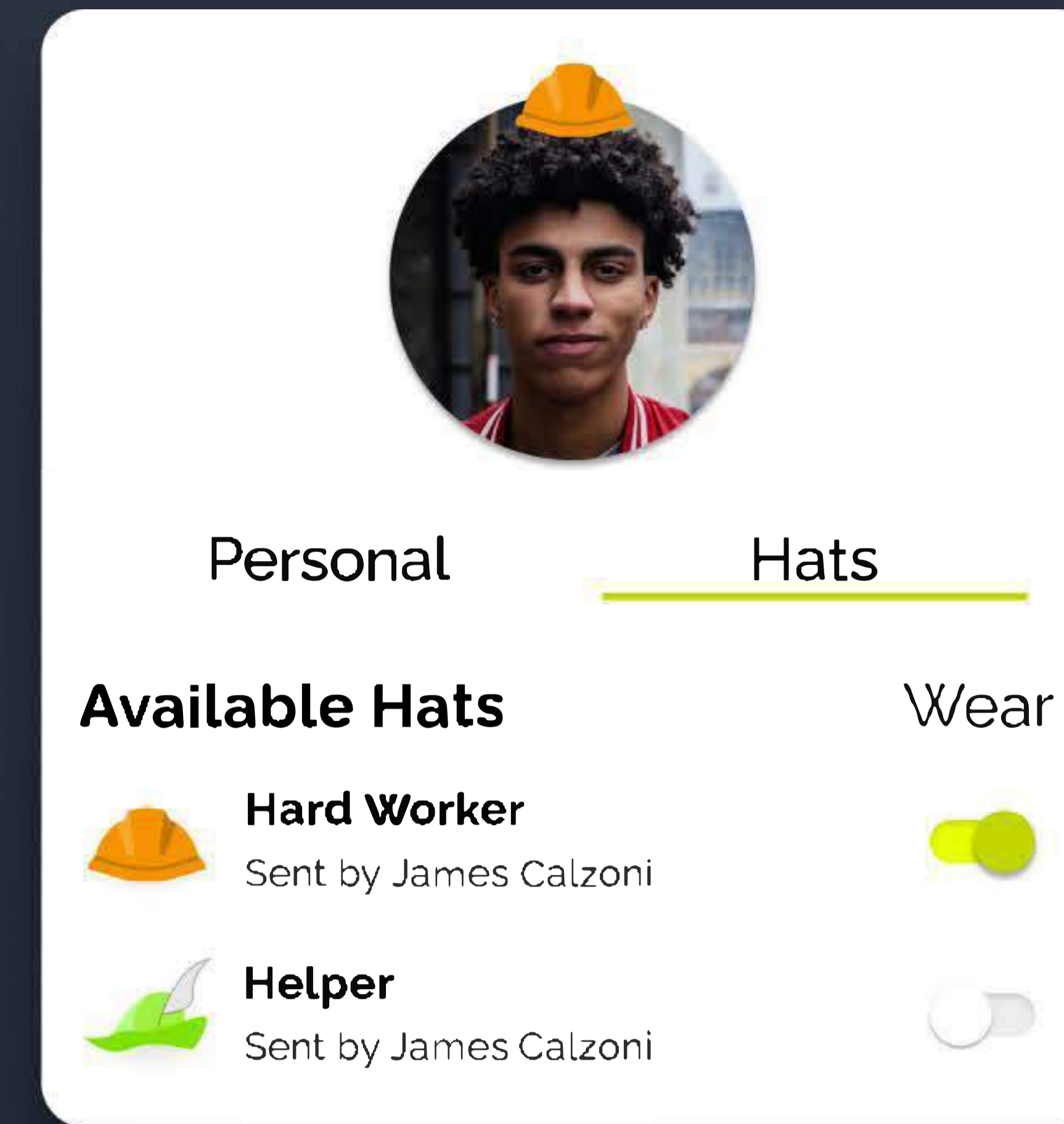
WIRED

Hottest Startups in Europe

UI & Design System

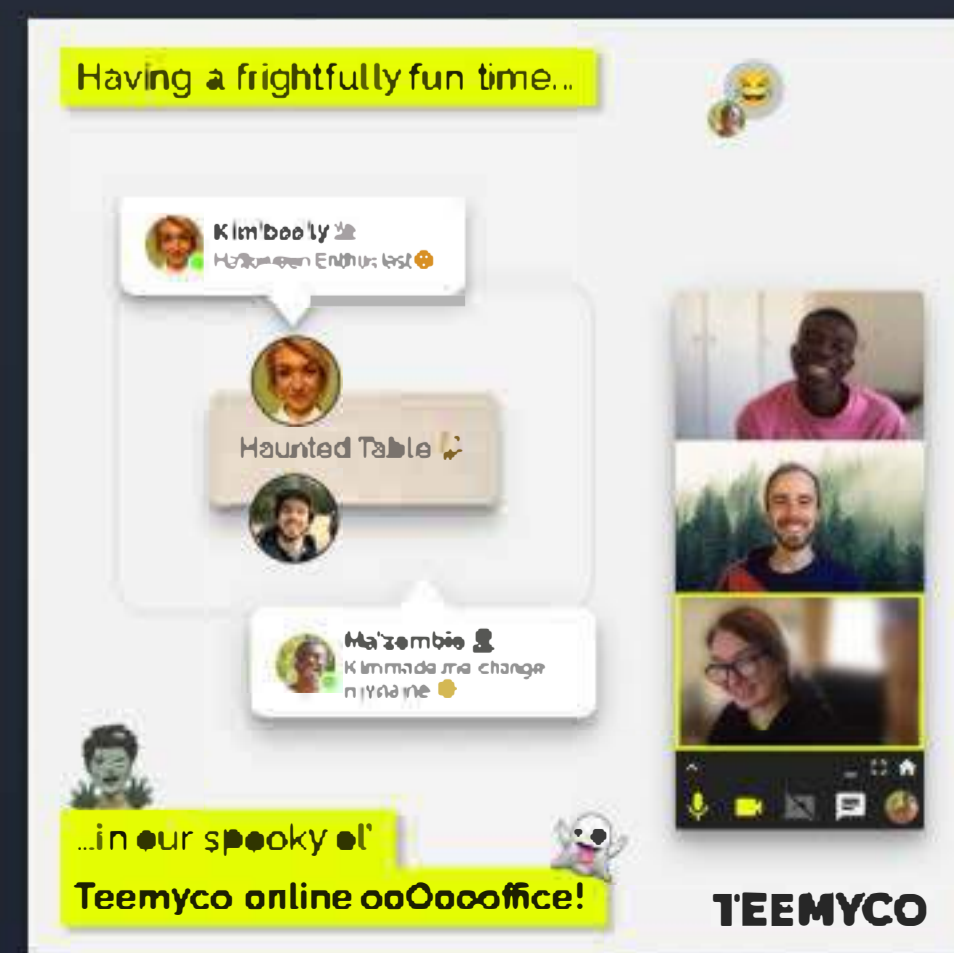
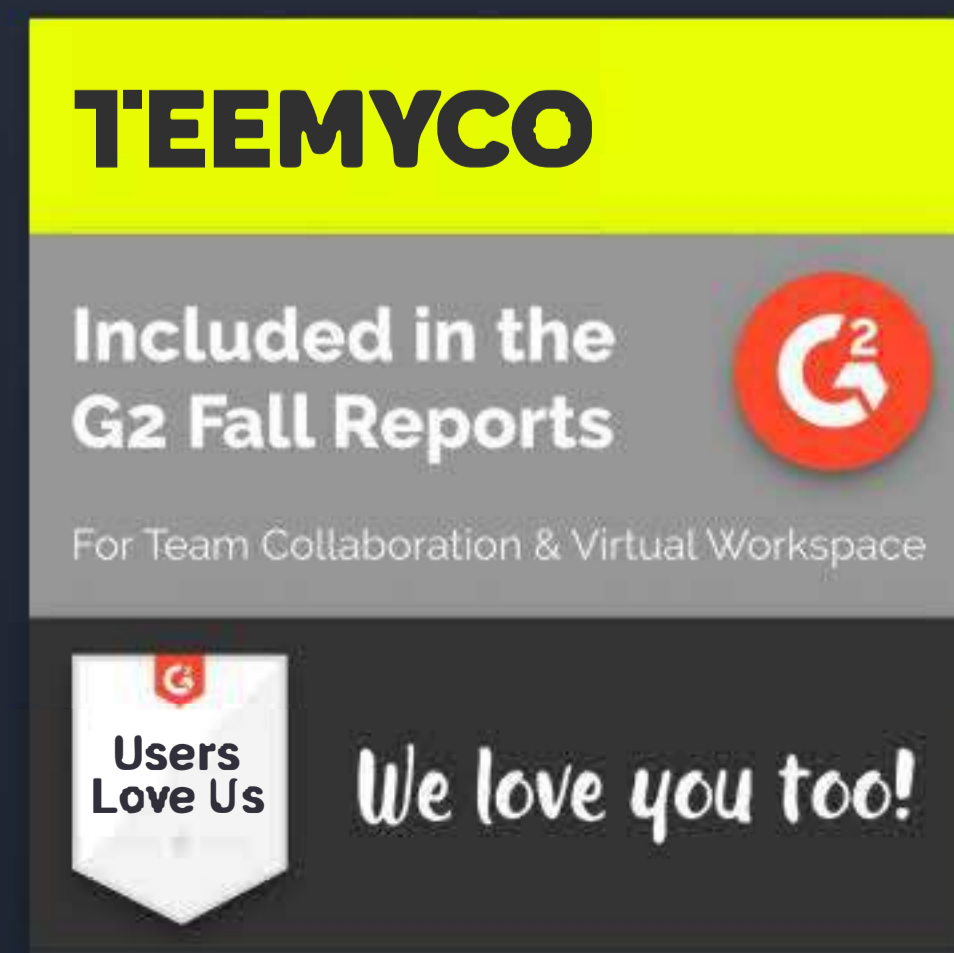
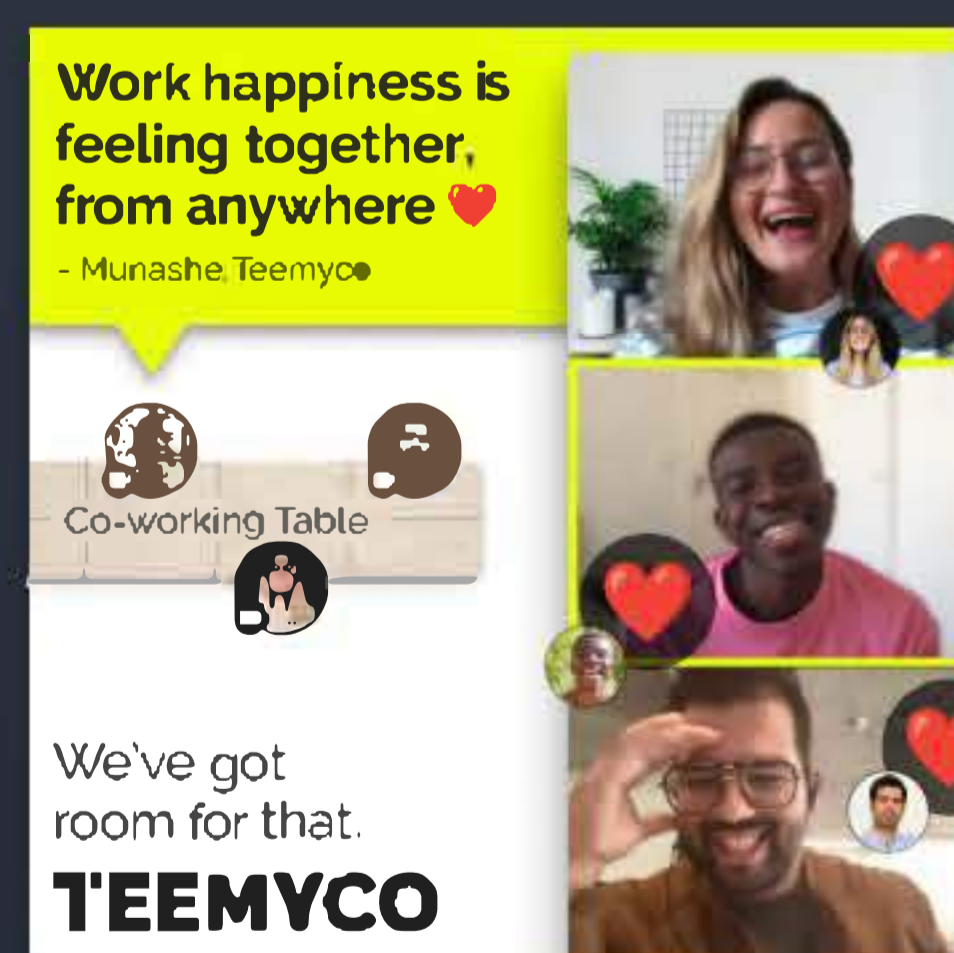
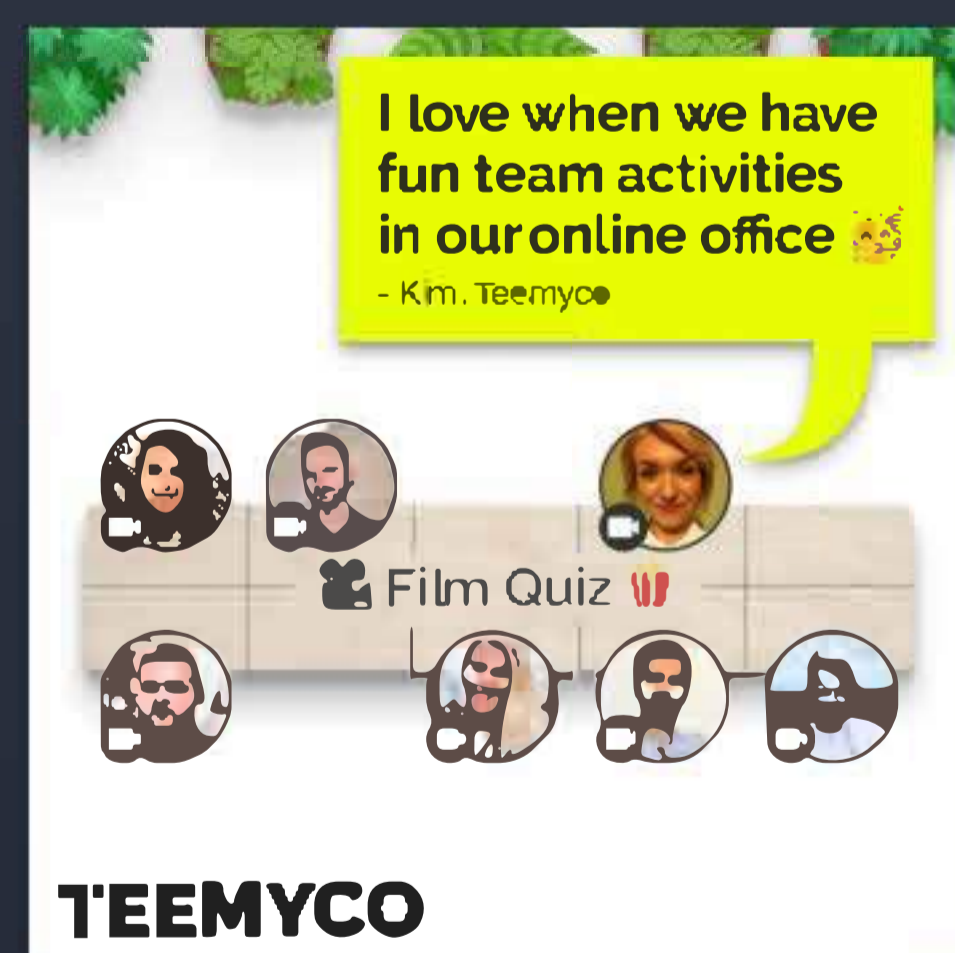
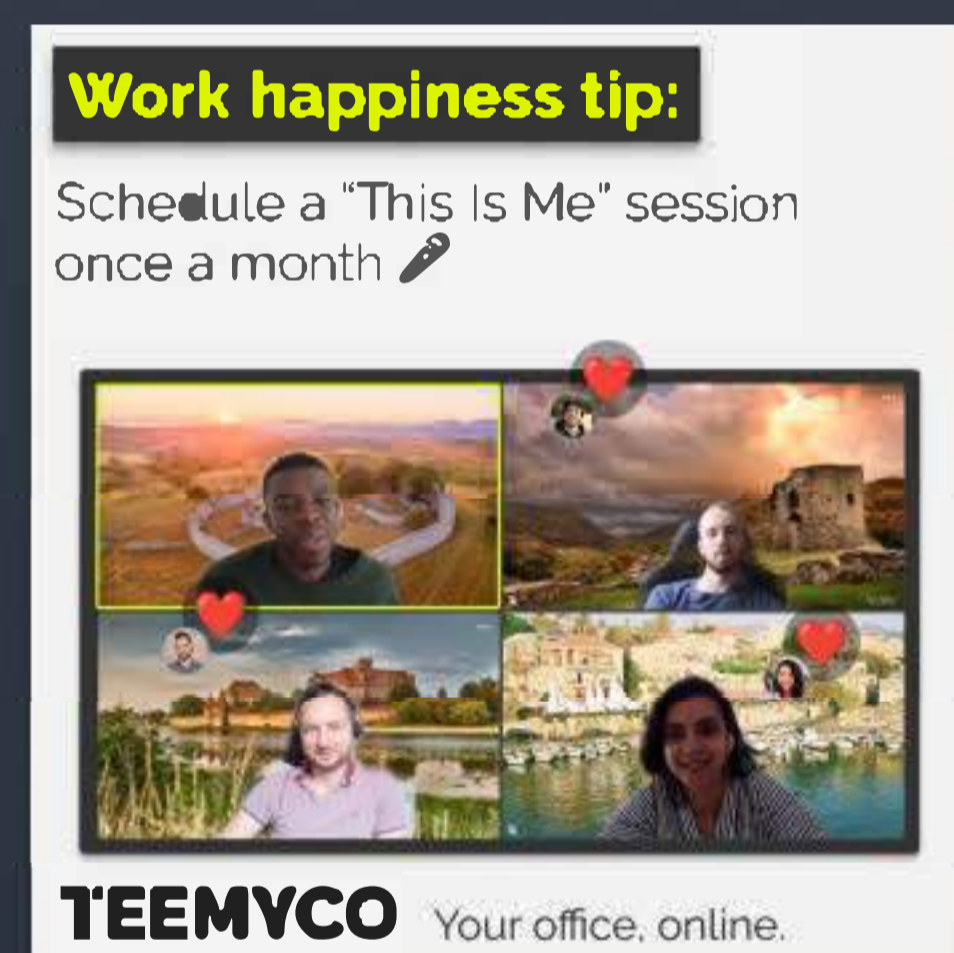
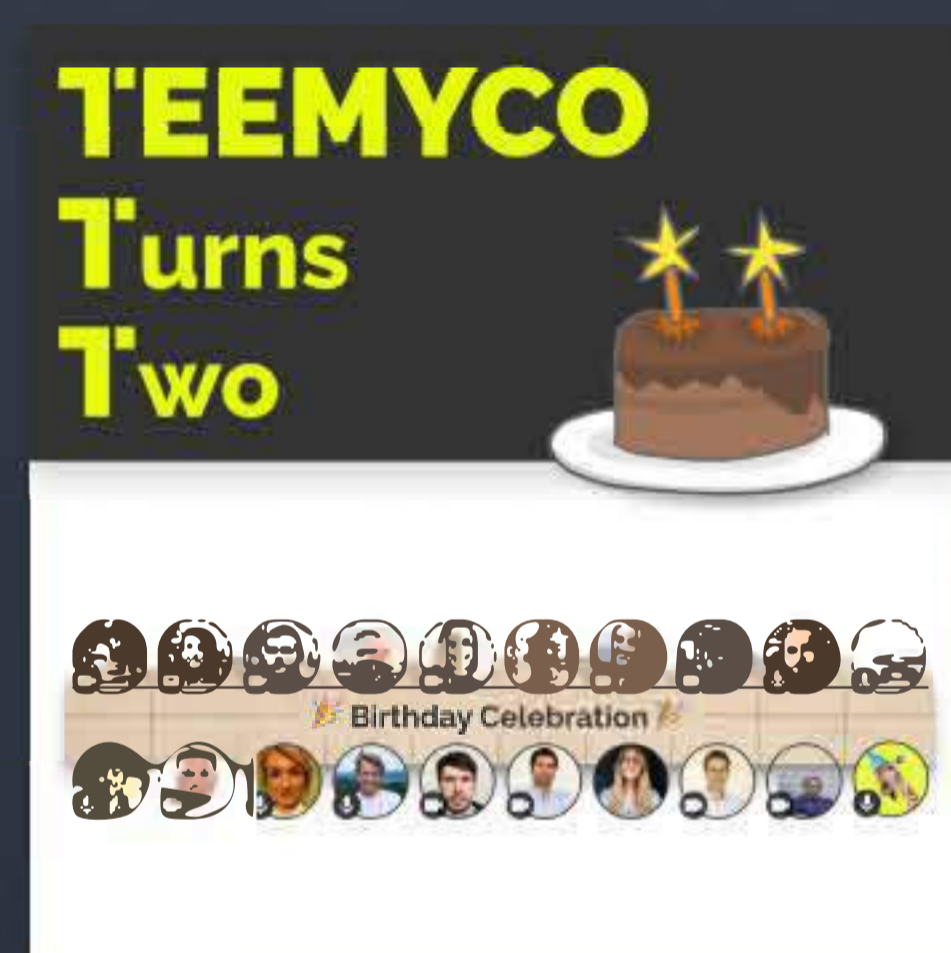
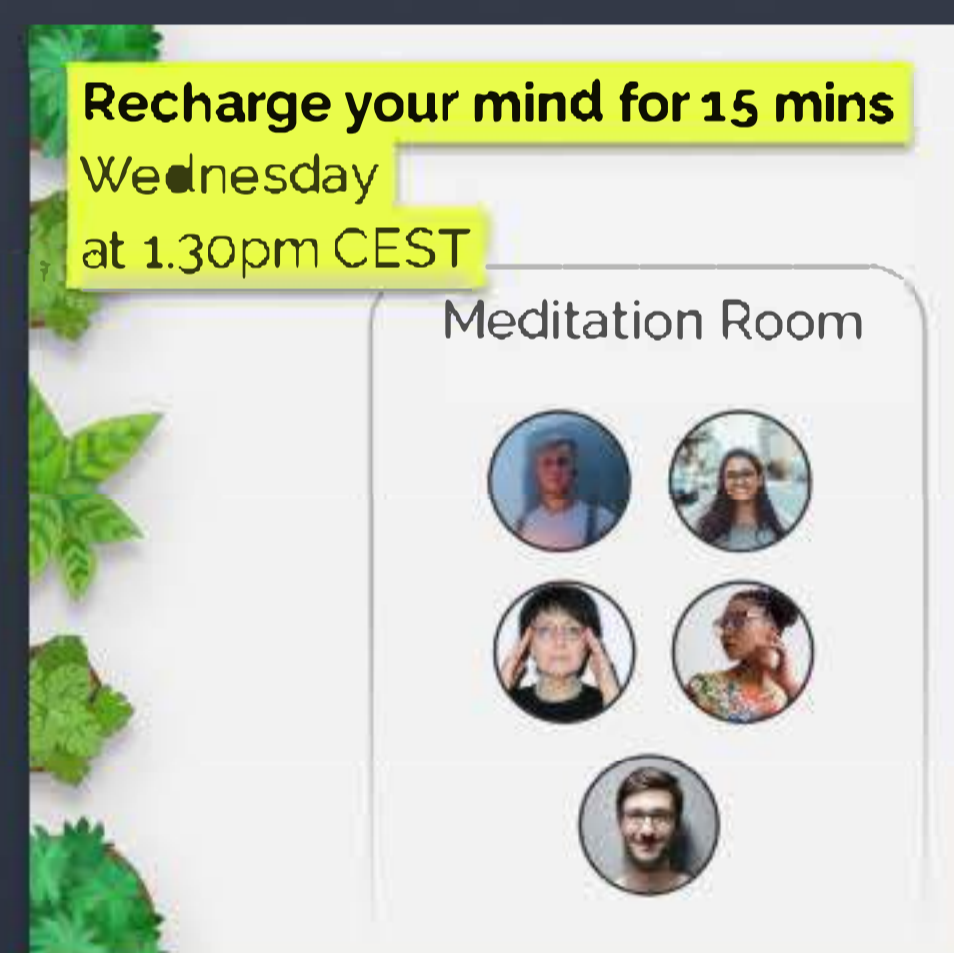
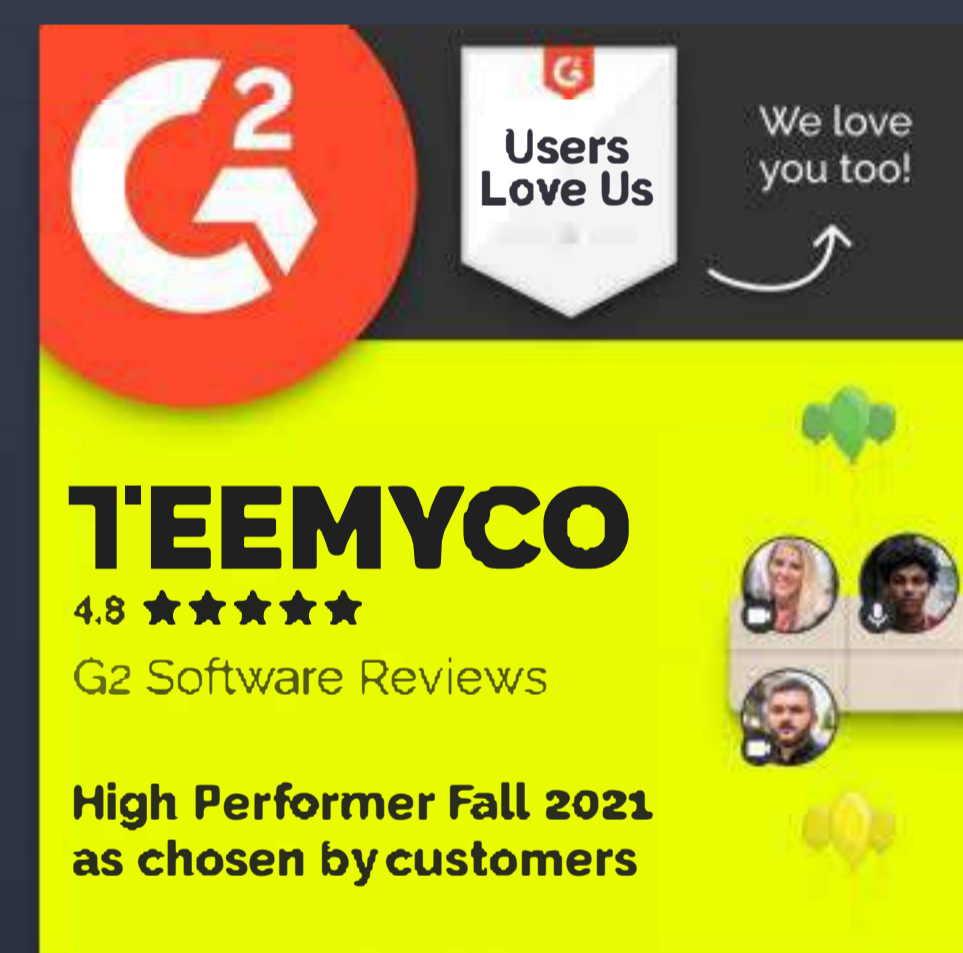
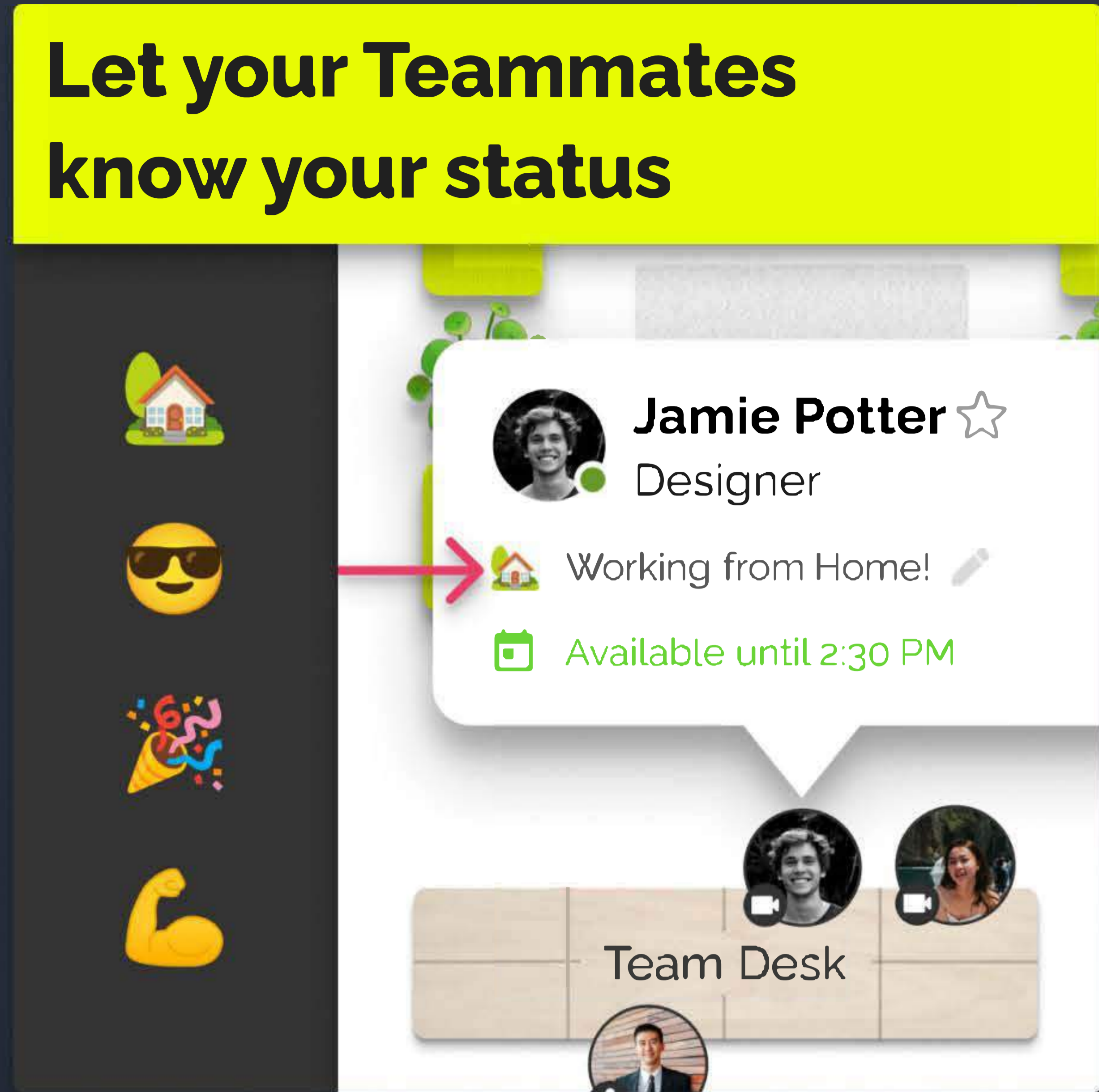
To standardise design elements across the app and marketing content, I created a modular and flexible design system that allowed us to create consistent designs and iterate quickly.

Using this system, I addressed user pain points across the app, and designed several new features such as the Kudos Hats, that could be sent as rewards to your coworkers.



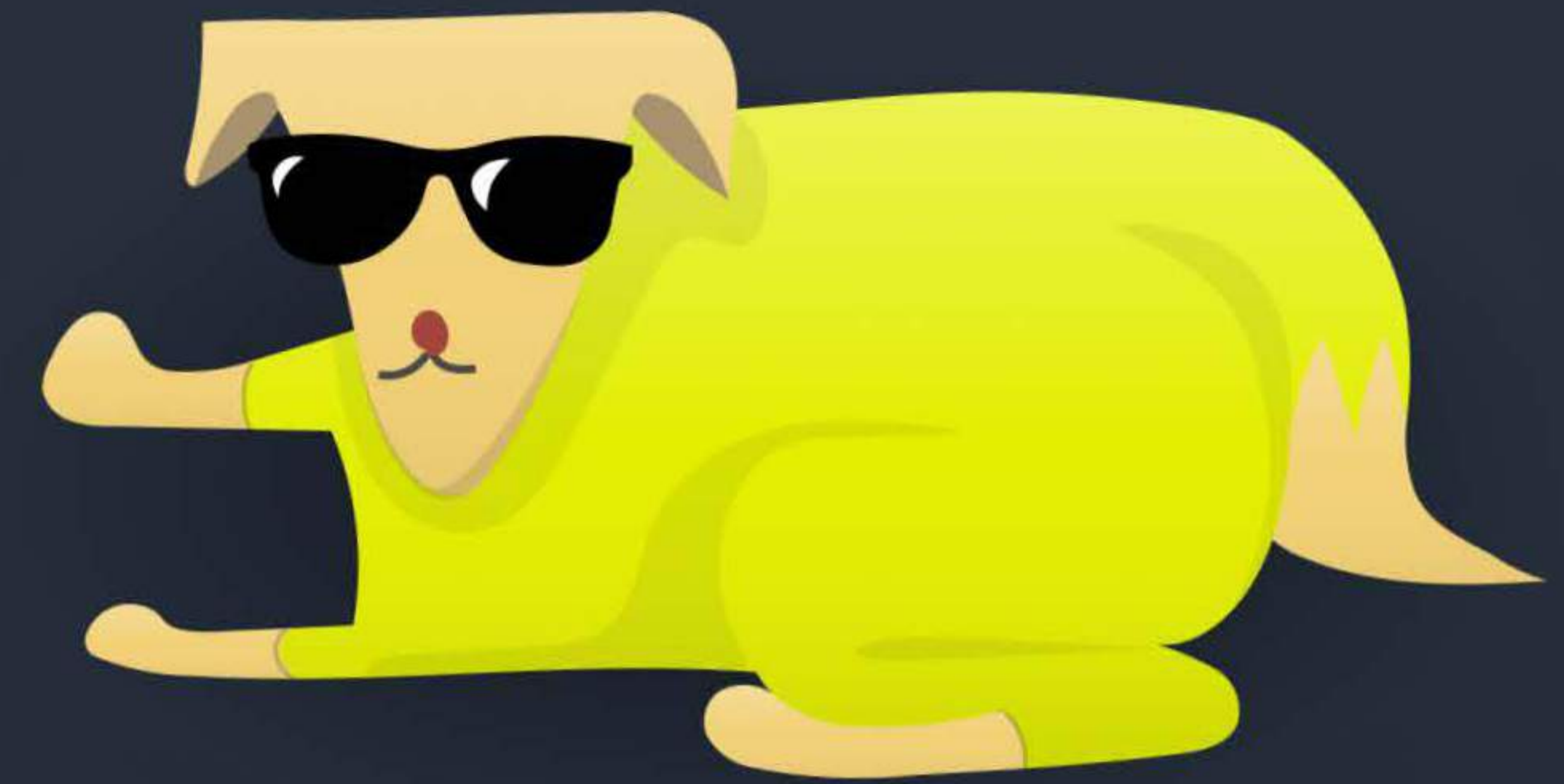
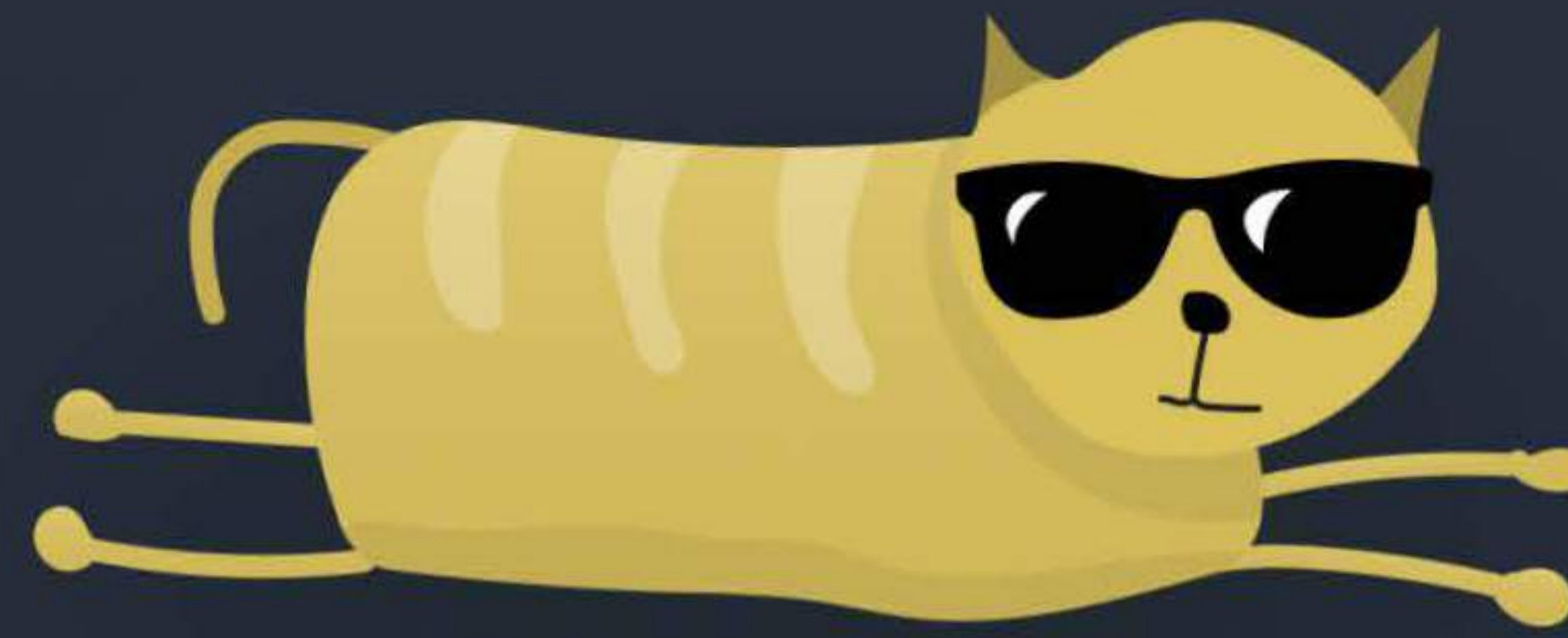
Social Media Graphics & Animation

As the first marketing content designer at Teemyco, I created a large range of branded content for Facebook, Instagram, Twitter and LinkedIn to showcase new features, give tips, and brag about our achievements.

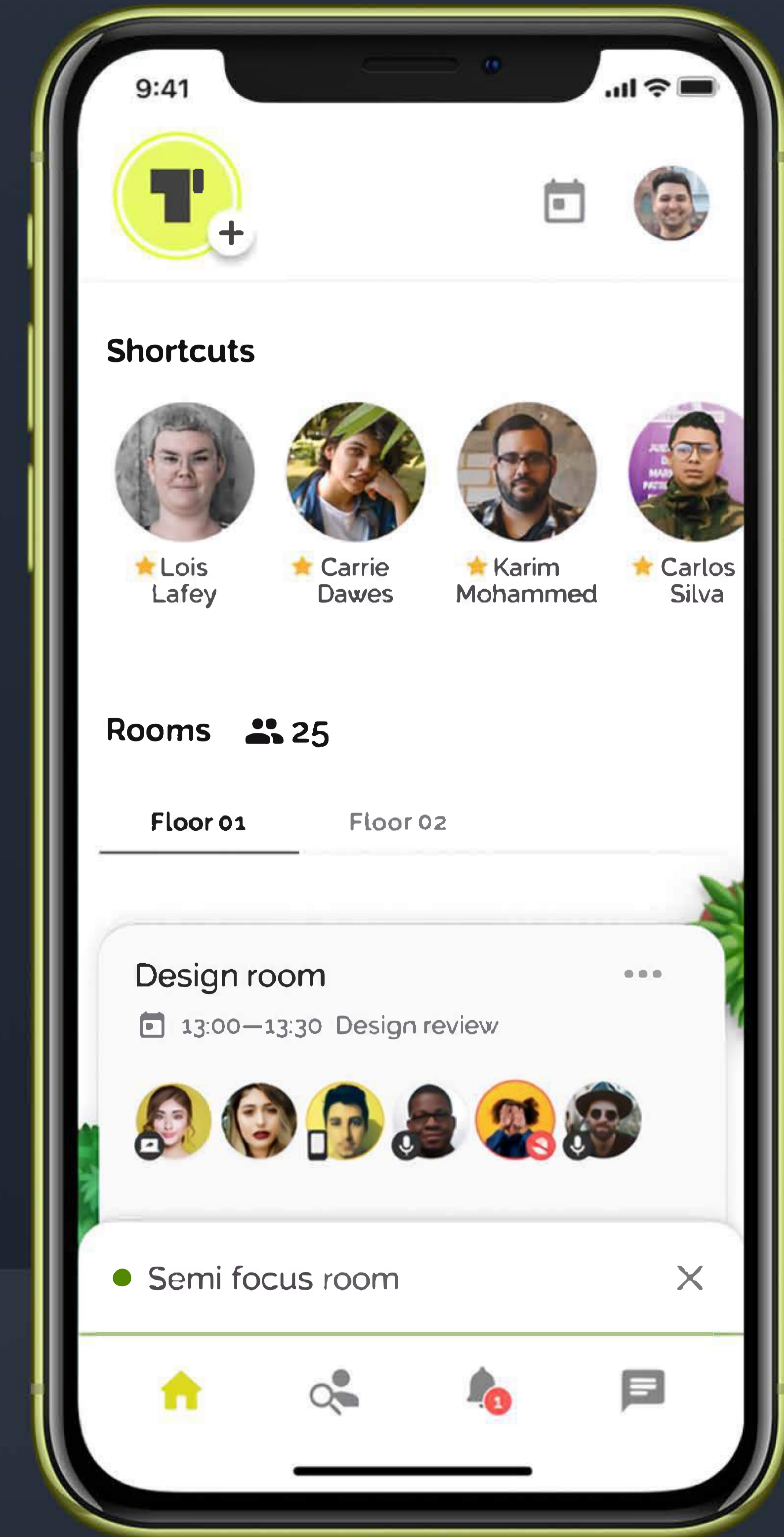
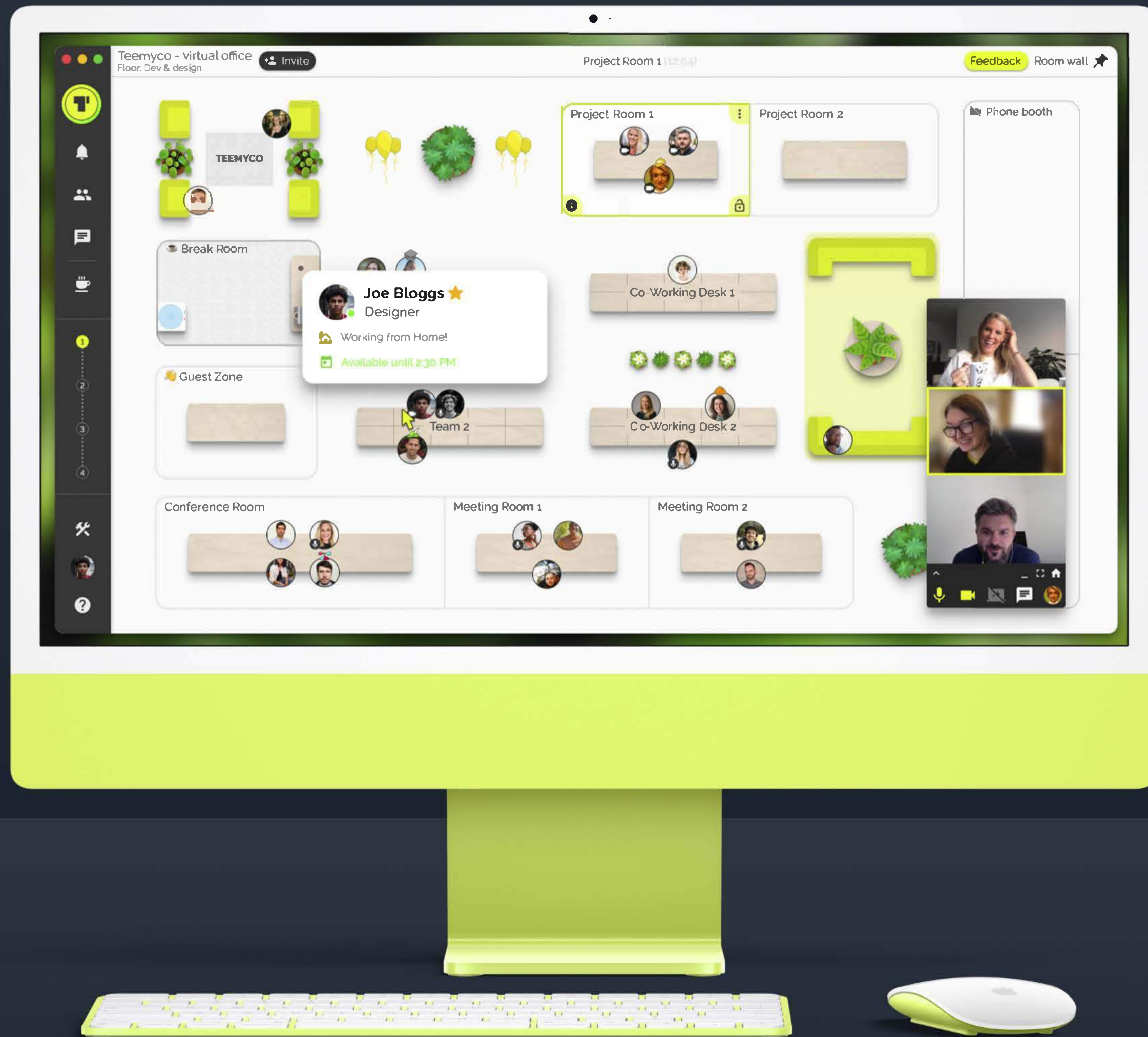


Illustration

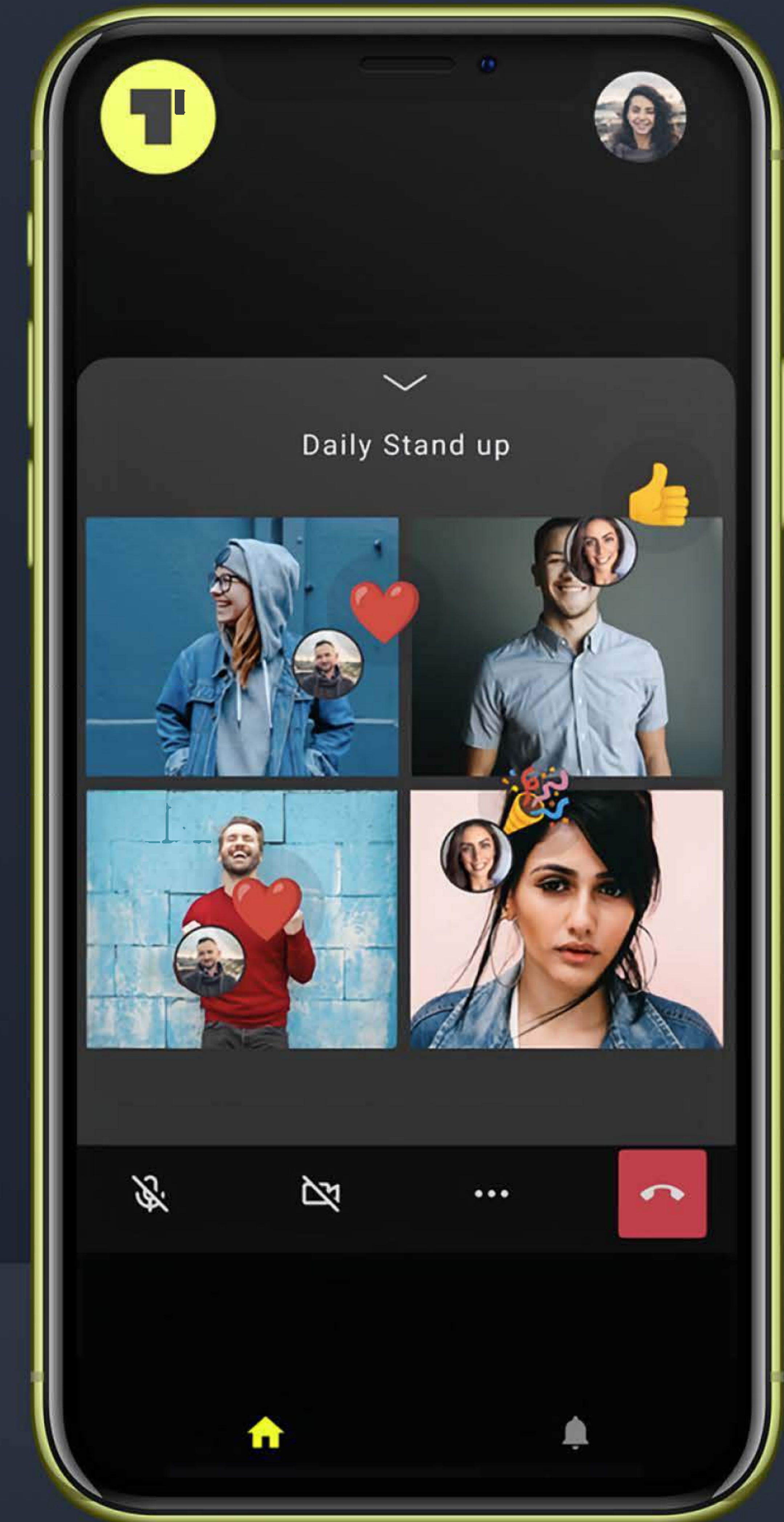
I created a set of 40 fun and sassy illustrations that bring the app to life, ranging from plants, pets and seasonal objects to decorate your virtual office, to hats that you send as kudos for outstanding work.



Office View



Call View



OWEN PICKERING



CIAO FOR NOW!

DIGITAL PRODUCT DESIGN