

# UX Design *Portfolio*

**LYNN  
MINT** Erica Minton  
lynnmint.com







Hello! I'm *Erica*.

UX designer based in Philadelphia

## About me

# Experience and education



UX Designer at O3  
2022–2025



Graphic Designer at JetSense.ai  
2019–2022



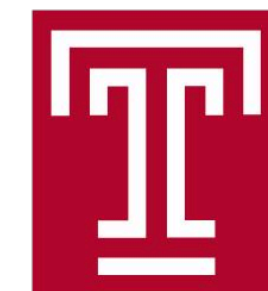
Senior Artist at Printfly  
2016–2022



CPACC, IAAP  
Certified Professional in Accessibility  
Core Competencies · 2022 + 2024



UX Certification, Google  
UX Design Professional Certificate · 2022



BFA, Tyler School of Art  
Bachelor's in Fine Arts, Minor in  
Art History · 2015



About me

I love drawing, music, movies, and all of my cat nieces and nephews!







# *Recent projects*

Selected work from O3, 2021–2025

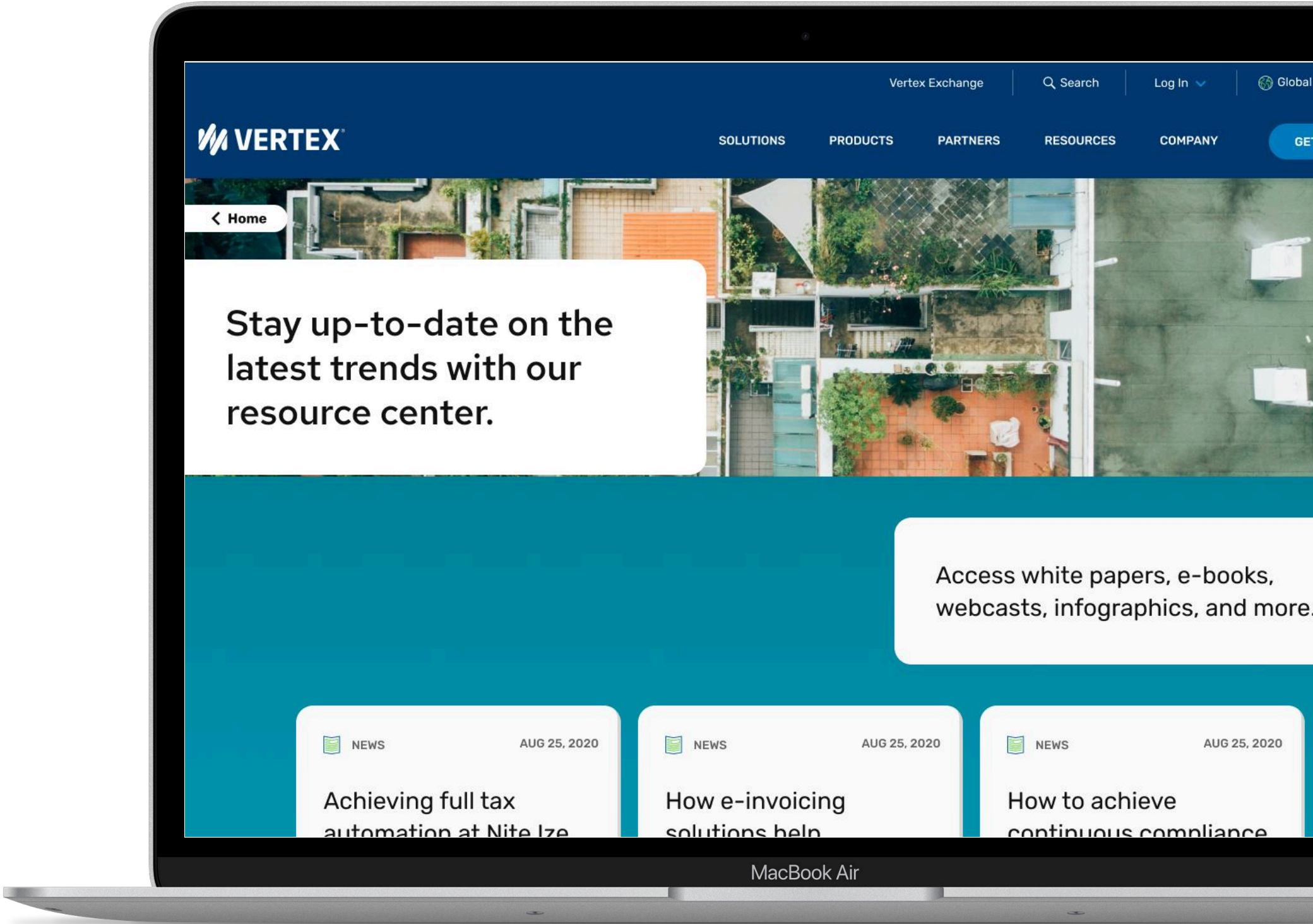




# Vertex Inc.

Conduct research (AB testing, competitive analysis, user interviews) and provide design recommendations for remediation. Maintain design system, brand, and component library.

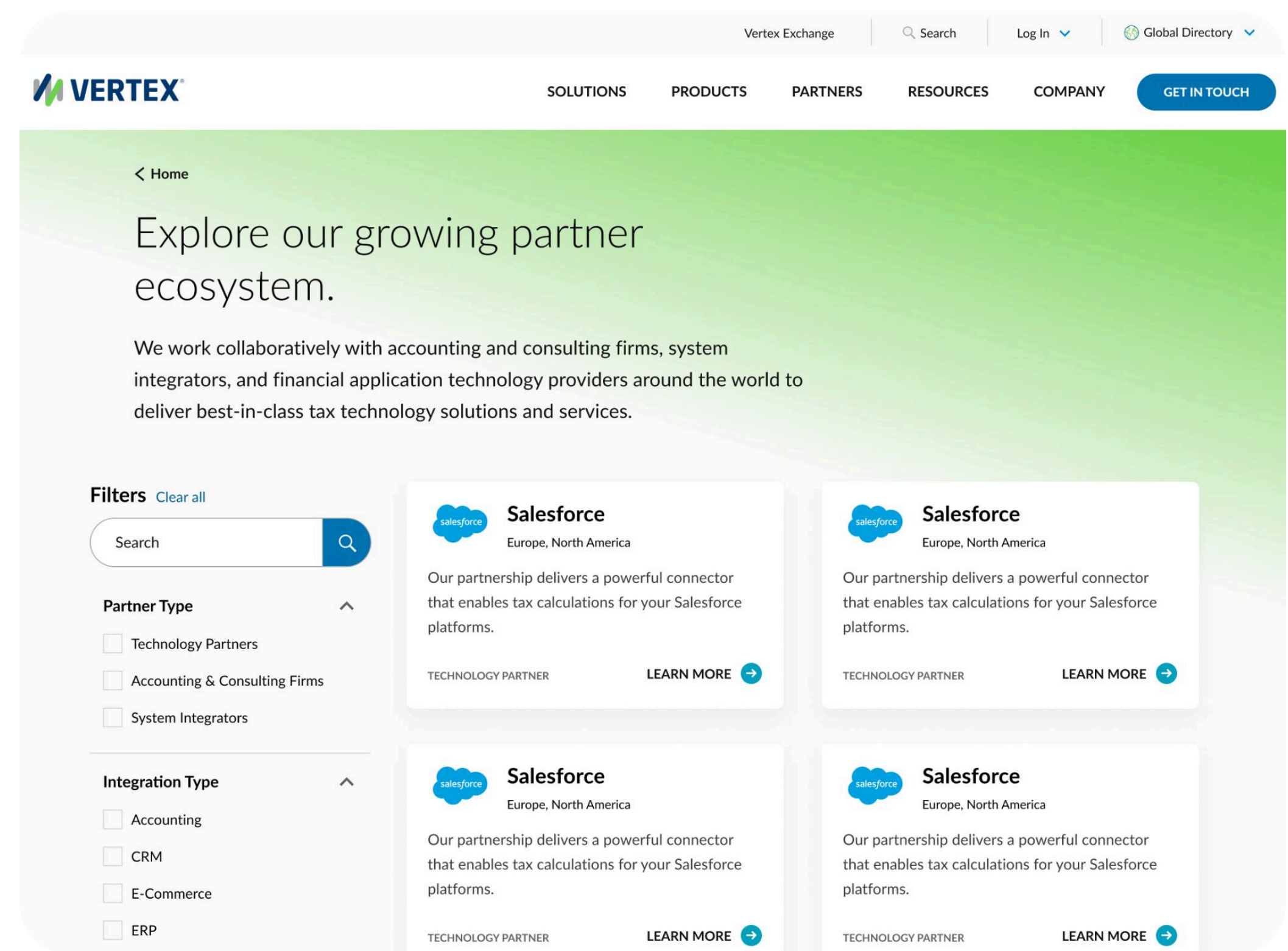
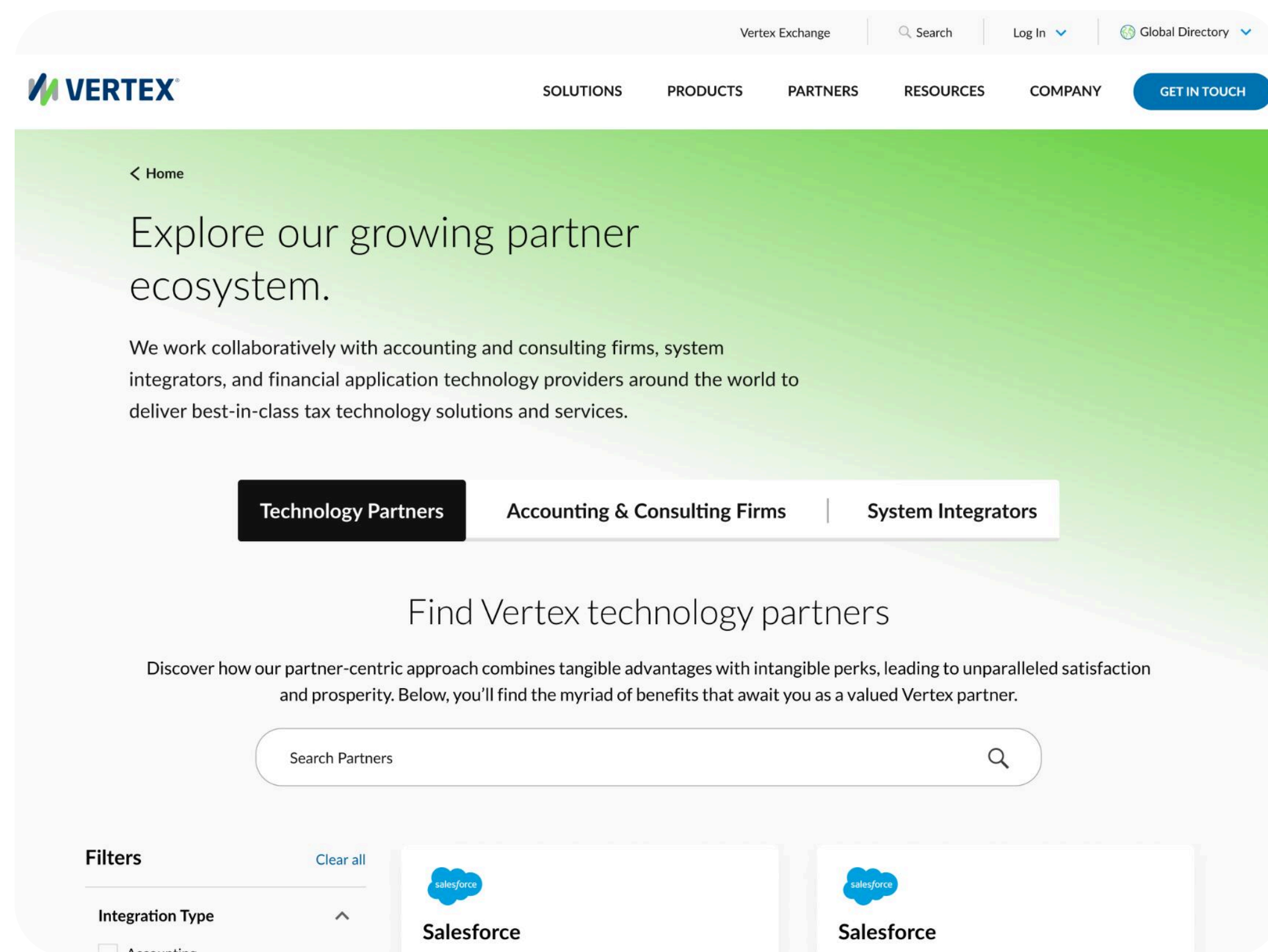
Client	Vertex Inc.
Role	Lead UX Designer
Length	Retainer, 11+ months
Team	UX Strategist, UX Writer
Year	2023–2024



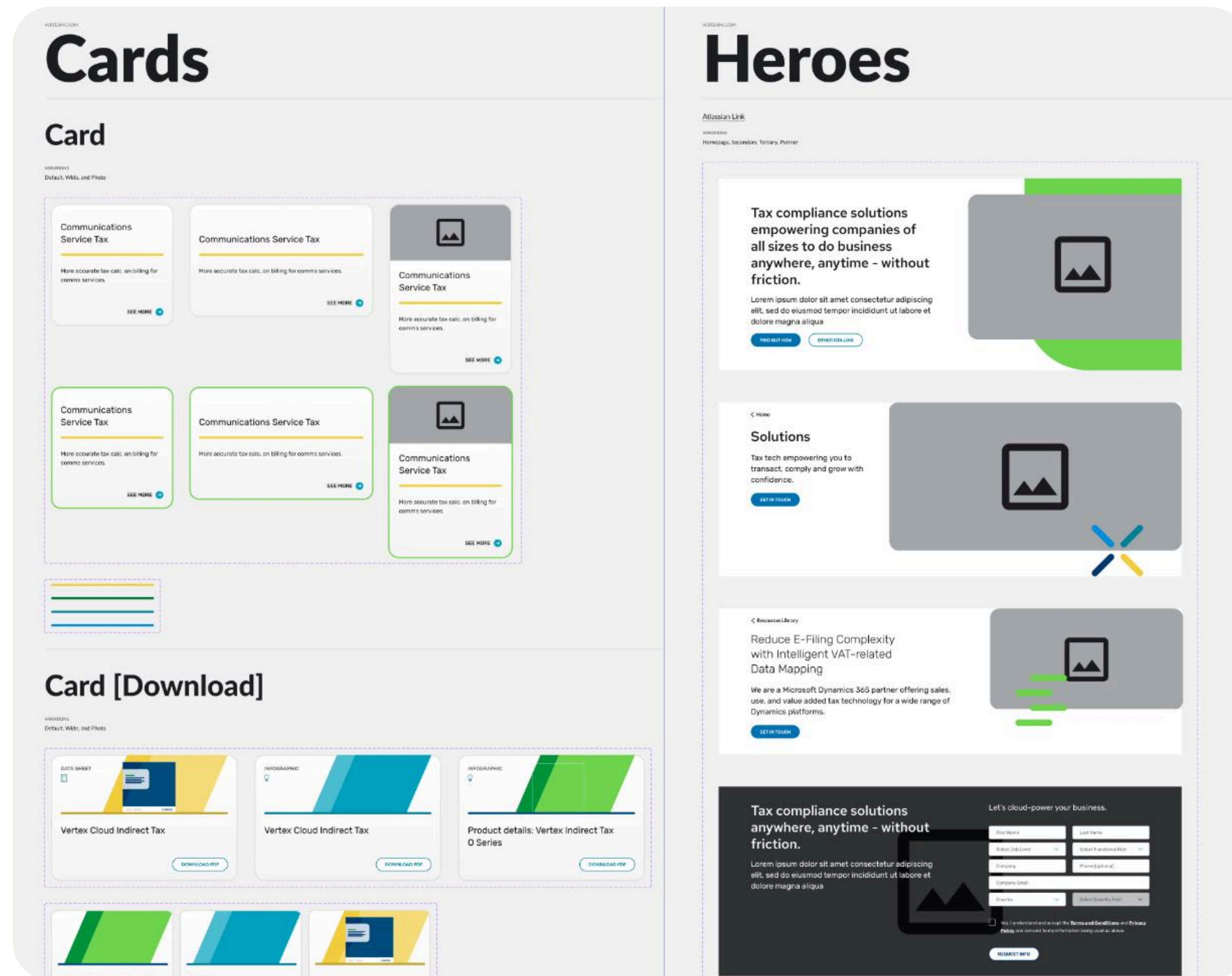


## AB testing

# Continuously iterating on page designs to improve performance + engagement







## Component library

Maintaining consistency across all components within library + providing all CMS requirements and specs in Confluence



# Competitive analyses

Conduct analyses of the current landscape to inform strategic recommendations

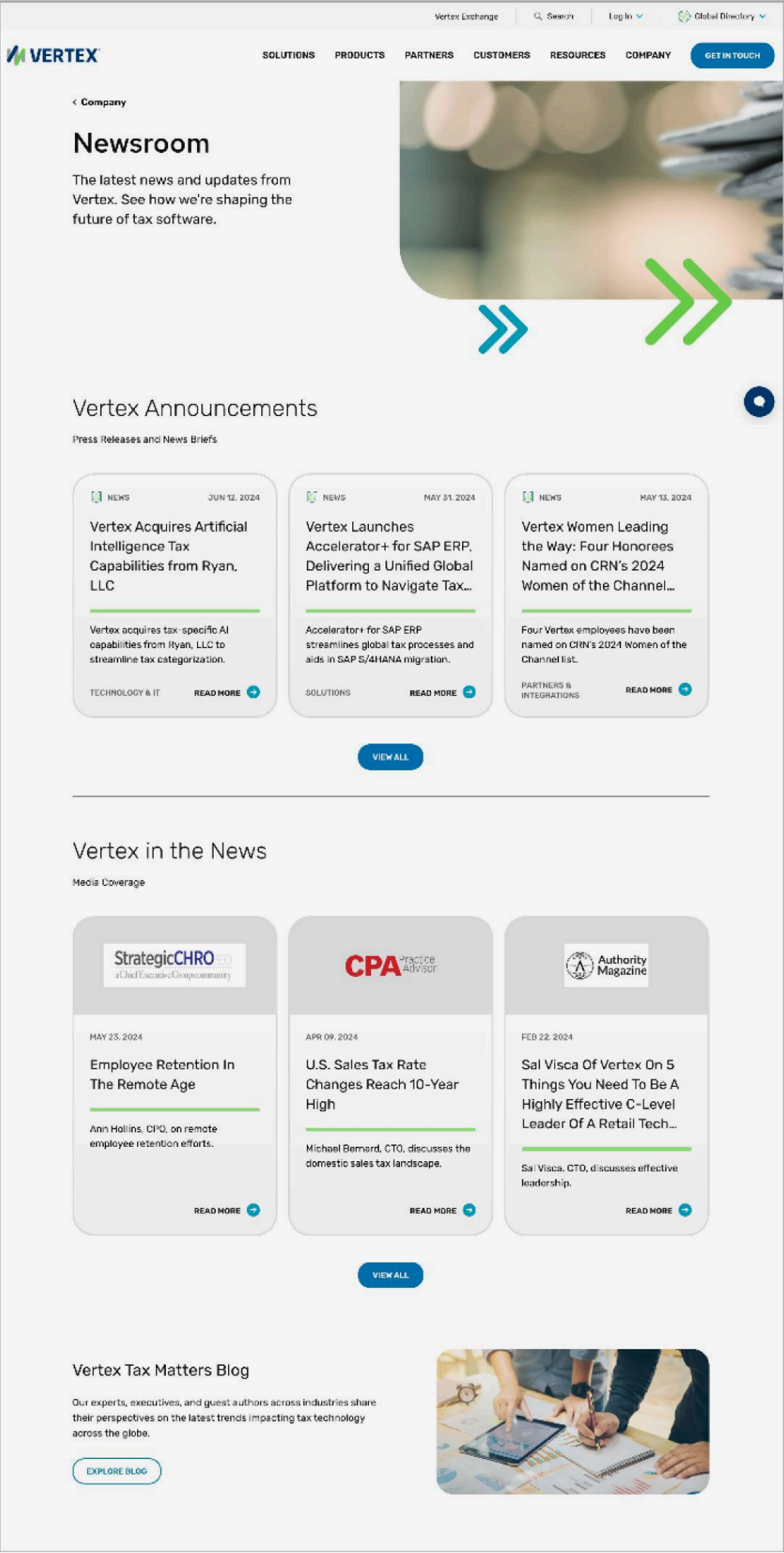
## Vertex is already following newsroom trends

Newsrooms that provide easy to browse structure are Avalara, Sovos, Thomson Reuters, Salesforce, and Workday. They separate content types into different areas of the landing page, showing a broad variety of content to parse through. Users can see what's new and what's most important in the categories that matter to them.

Newsrooms are frequently found in the nav under information about the company, whether that is "About Us" or "Company."

Vertex is already following this structure, so we have a great foundation to work with.

While many companies do not include brand content in their newsrooms, some have a dedicated section of resources and downloads relating to brand, company stats, and more. This could be a good resource to provide for users and would be appropriate in the newsroom or company page.



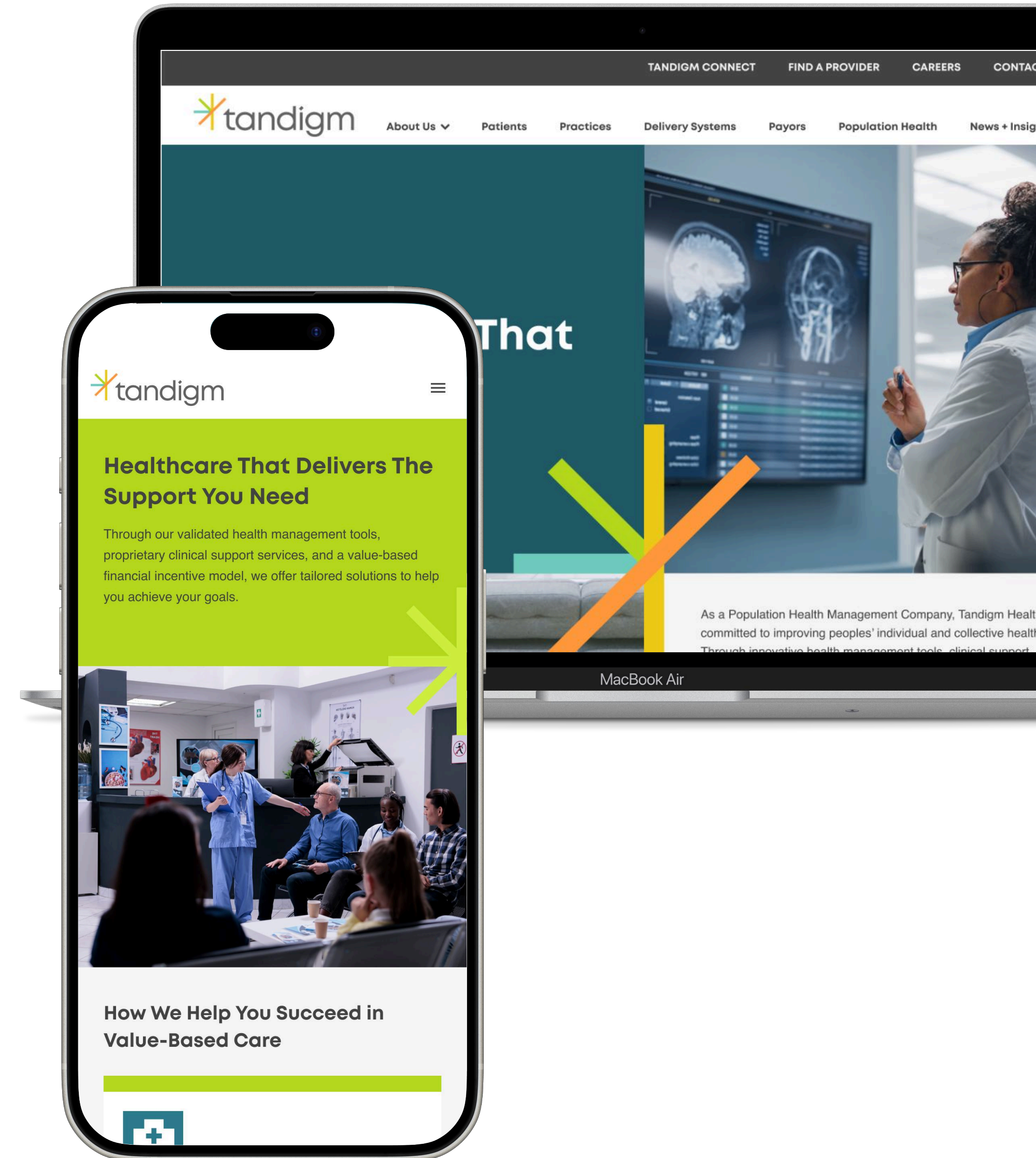




# Tandigm Health

Build a new website with the updated Tandigm brand + deliver a flexible design system

Client	Tandigm Health
Role	Lead UX Designer
Length	8 months
Team	UX Strategist, UX Writer
Year	2023–2024





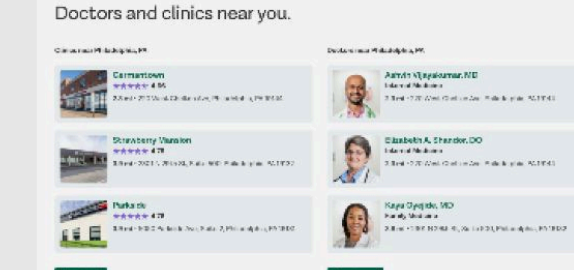
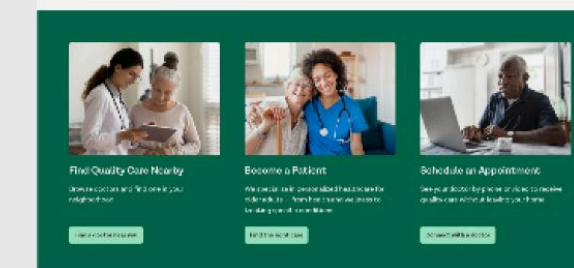
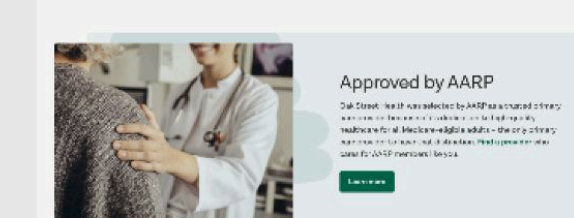
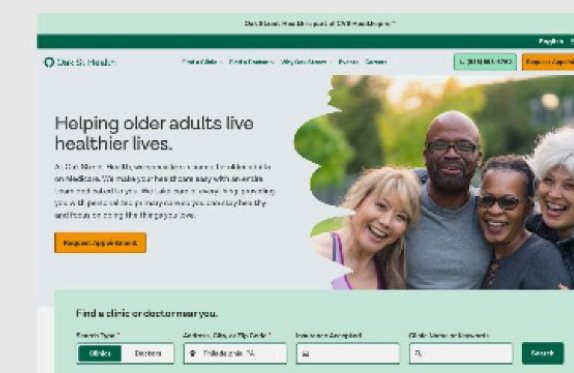
# Screens

- Instantly understand what Oak St. offers
- Welcoming imagery between photographs • beautiful illustrations, abstract shapes
- Accessible!
- Testimonials • plans listed clearly
- Navigation is easy • clear
- No searchbar

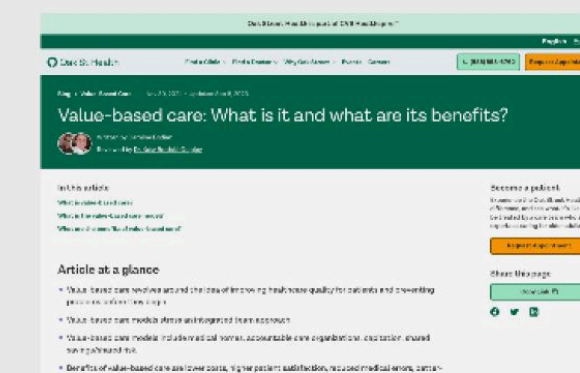
- Overview of value-based care • easy links
- Easy to understand language
- Blog post, not a dedicated page

- Blog is lively and organized well, good filtering
- Compelling images of people (relatable for patients)
- News section is imageless and difficult to parse

## HOMEPAGE



## HOW TO DEFINE PAGE



In the United States, [hospitals spend 19 percent](http://www.hhs.gov/press/2012/pm02-016.html) of the gross domestic product (GDP) on medical care, compared with 10 percent in the United Kingdom and 12 percent in the United States. [Hospitals in the United States spend 19 percent](http://www.hhs.gov/press/2012/pm02-016.html) of the GDP on medical care, compared with 10 percent in the United Kingdom and 12 percent in the United States. [Hospitals in the United States spend 19 percent](http://www.hhs.gov/press/2012/pm02-016.html) of the GDP on medical care, compared with 10 percent in the United Kingdom and 12 percent in the United States.

### What is value-based care?

\*Value-based care is centered around the use of [transparent pricing](#) to help payers and providers understand the value they get. This [transparency](#) is the goal to improve the value of services and outcomes and inform and improve performance.

In a wake-based system, providers such as hospitals and doctors use **published quality measures**, rather than the current "fee for service" model. In other words, the payments provided for helping patients become healthier are **based on the measures**, rather than on the volume of services.

In staying healthy, the police **maintain** order all over town. To **maintain** your car, for example, you'd wash with an integrated towel of squalene to stick to a healthy diet, come up with a new soap bar and [lose blood](#) [again](#) [under](#) [control](#).



What is the value-based care model?

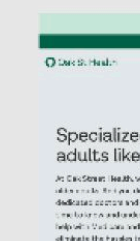
Values based were mainly derived from Figure 1 learning approach in which related data is viewed and correctly used without making it a factor to measure performance.

**Medical history:** This 49-year-old lady has a long history of rheumatoid arthritis, treated with a low-dose chronic prednisone (5 mg daily). This lady's physical inspection, but a fever approach to patient caused by the patient's primary care physician. PMH: she tends to exercise at least 3000 feet at a time and a recent fall on a sidewalk in her home. No trauma to have been occurred in the same patient's left leg.

Patients with severe or very severe *C. parvum* or *C. coli* were treated as well as 3, for blood in patients. Hospital, doctors and other health care providers work together to provide the most effective care for food safety, and to help in the future. In the future, we hope to see more research on this disease.

Handed payments, also called *grouping of payments*, is used as a rule. Payments are usually split up (called "handed"), so that multiple providers are reimbursed together rather than paid individually.

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**VAL**

We're all a



Making the  
of Medical

Getting the most from  
 all of your money and your  
 patients, you have a long  
 road ahead. Your choice  
 is what's right for you.

**Payable By One**



Why patie

Our primary research  
for this didn't take on





## Heroes

TANDIGMHEALTH.COM

### 1. Heroes



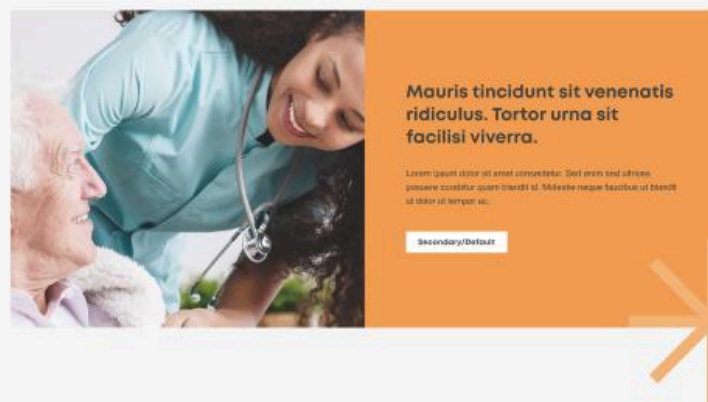
#### 1.0 Hero - Homepage

- Headline
- Statline section (See 2.5)
- Headline image
- Stat image
- Buttons (optional)

Added to Jira - <https://tandigmhealth.atlassian.net/browse/TH-50>

#### Animation Notes

- HERO
  - Hero headline slides in from the top upon loading
  - Scroll 50% animation 100%
- STATS
  - See 2.5 Stat Section



#### 1.1 Hero - Short Statement

- Headline
- Headline image
- Button (optional)
- Color
  - a. Tangentia variant
  - b. Tangentia variant
  - c. Line variant
  - d. Aqua variant
  - e. Yellow variant

Added to Jira - <https://tandigmhealth.atlassian.net/browse/TH-51>



#### 1.2 Hero - Cards

- Headline
- Statline section (See 2.5)
- Headline image
- Buttons (optional)

Added to Jira - <https://tandigmhealth.atlassian.net/browse/TH-52>

#### Animation Notes

- HERO
  - Hero headline slides in from the top upon loading
  - Scroll 50% animation 100%
- STATS
  - See 2.5 Stat Section



#### 1.3 Feature hero

- Headline
- Subcopy (optional)
- Background light or Dark

Added to Jira - <https://tandigmhealth.atlassian.net/browse/TH-53>

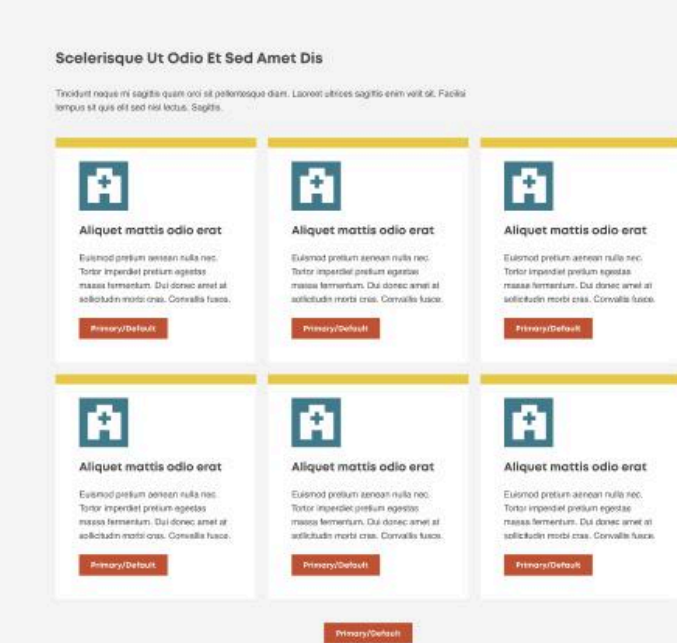
#### Animation Notes

- HERO
  - Hero headline slides in from the top upon loading
  - Scroll 50% animation 100%
- STATS
  - See 2.5 Stat Section

## Sections

TANDIGMHEALTH.COM

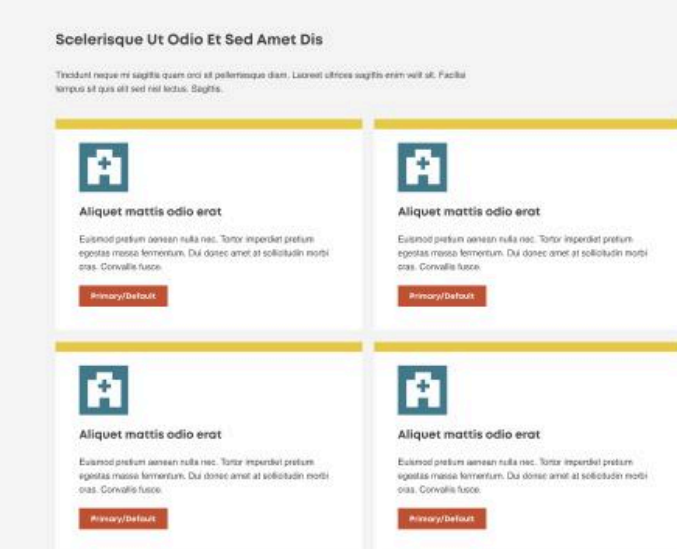
### 2. Sections



#### 2.0 Multi-column section

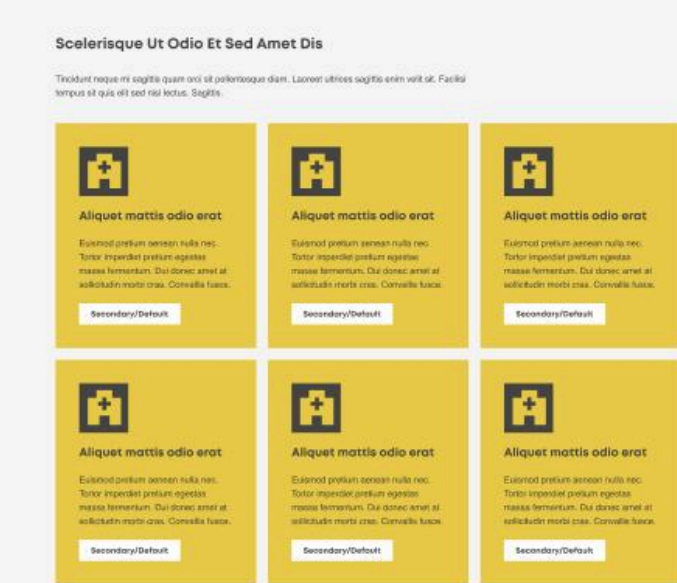
- Headline (Optional)
- Subcopy (Optional)
- Button (Optional)
- Card title
- Card description
- Card color
- Button (optional)

Minimum of 3 cards, max of 6



#### 2.0 Multi-column section

Shown with two columns



#### 2.1 Feature cards

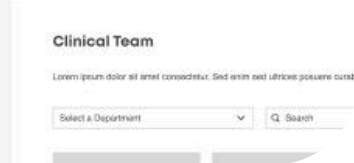
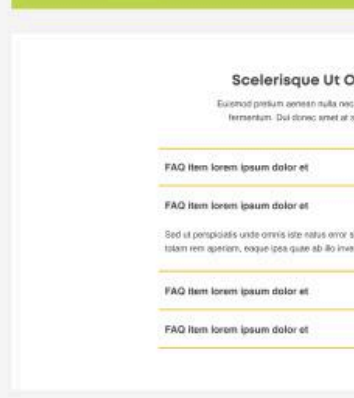
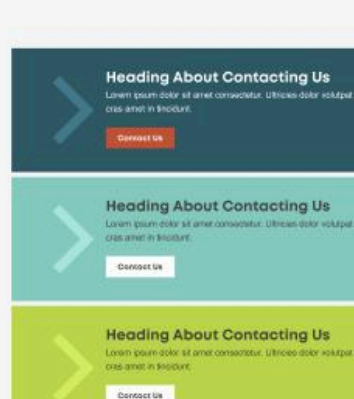
- Headline (Optional)
- Subcopy (Optional)
- Card icon (Optional)
- Card title
- Card description
- Button (Optional)
- Card color
- Button (Optional)

Minimum of 3 cards, max of 6

## Specialized Sections

TANDIGMHEALTH.COM

### 3. Specialized Section



# Design system + component library

Creating flexible components that fit the new Tandigm brand + meet the needs of the marketing team





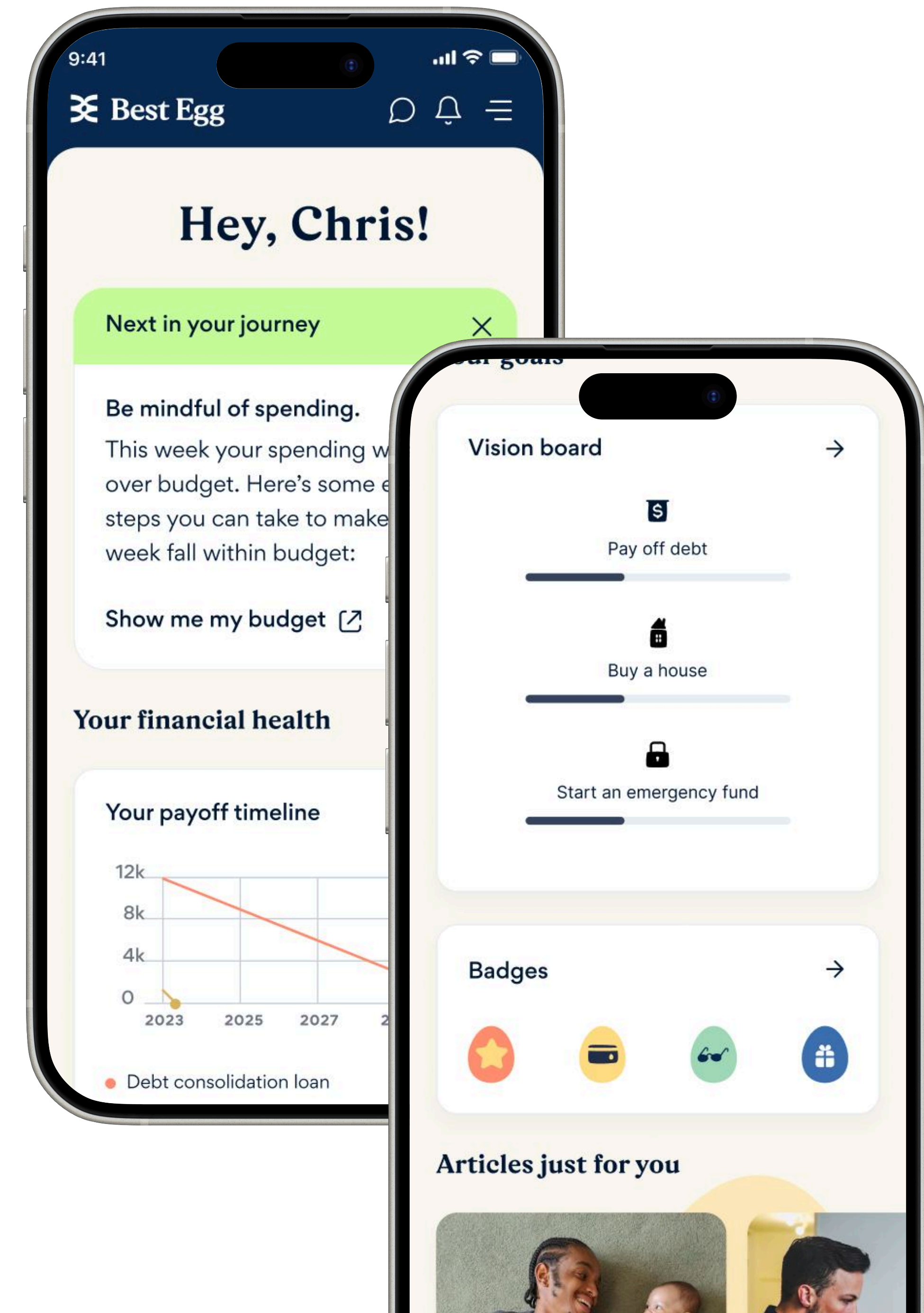




# Best Egg

Design + prototype the innovation of Best Egg's products to excite + inspire Best Egg team

Client	Best Egg
Role	Lead UX Designer
Length	2 months
Team	SVP Experience Research + Design, Chief Innovation Officer, UX Writer
Year	2022







Prototype

# Personalized app

holistic, personalized recommendations  
based on a user's financial goals + budget

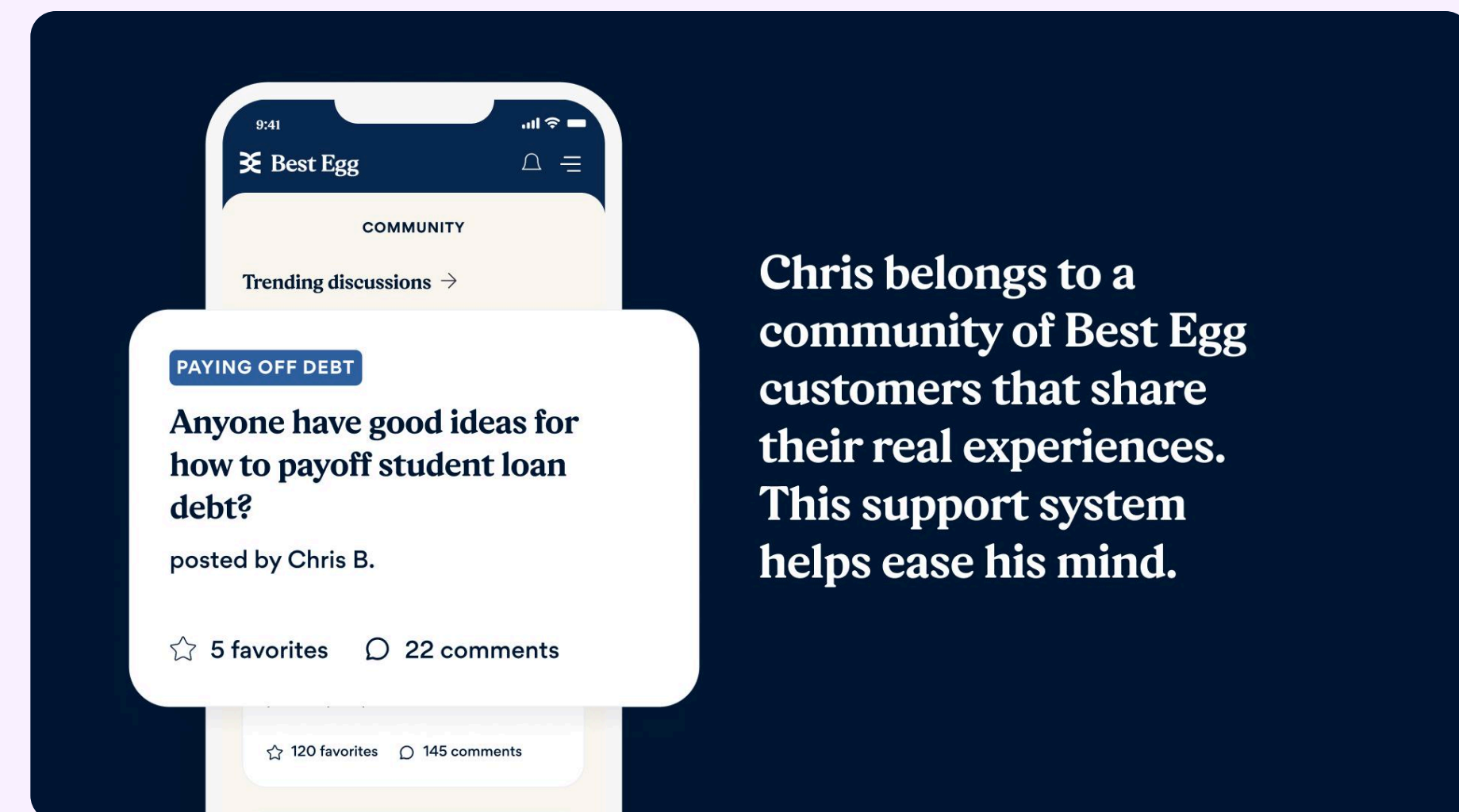
▶ [Link to prototype](#)



# Deliverables

**Improve your  
everyday finances**

Sizzle reel for QBR



Slide deck for end-of-year innovation meeting

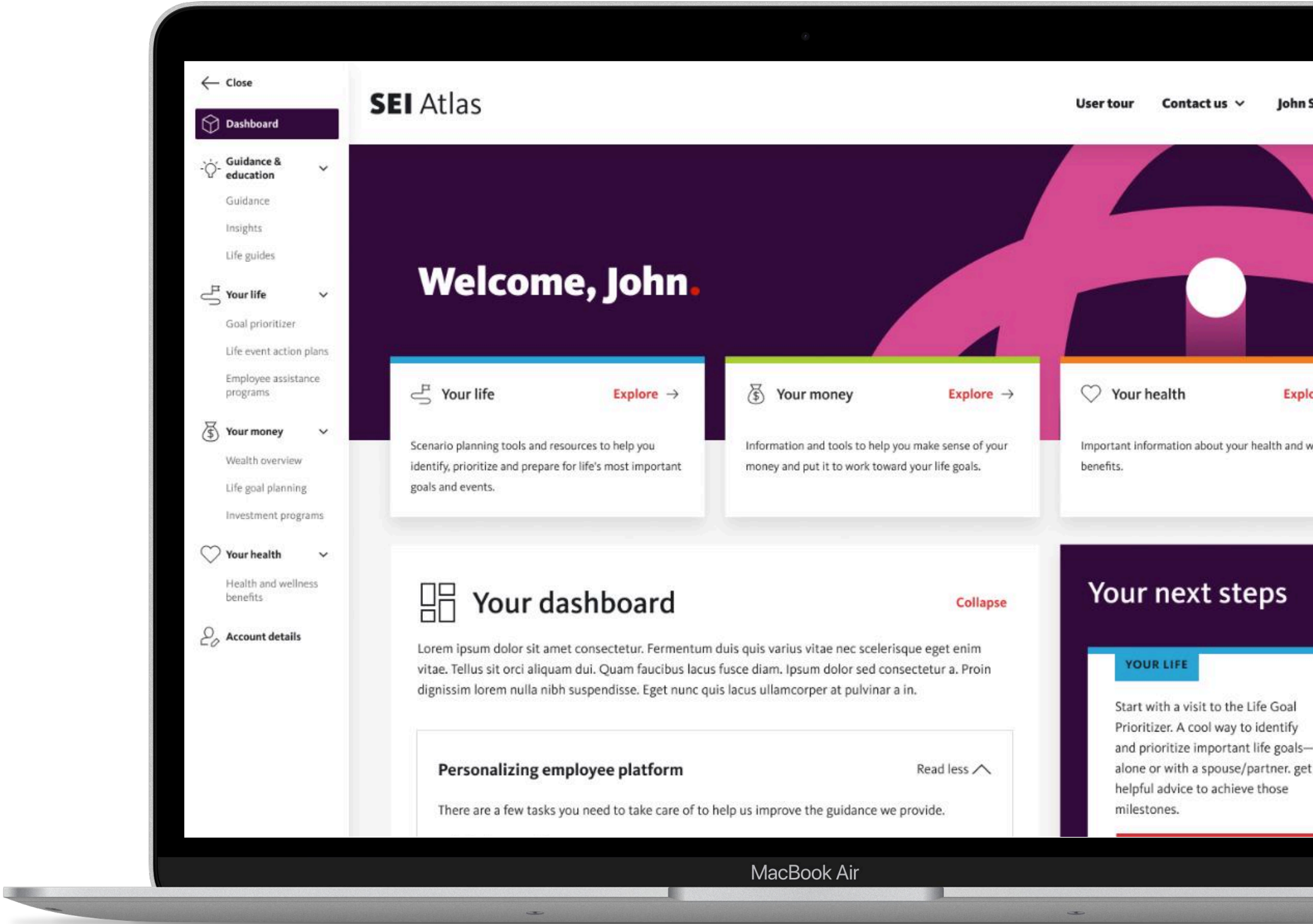




# SEI Atlas

Brand, name, UI kit creation + redesign  
for SEI employees’ benefits, finances, and  
life planning portal

Client	SEI
Role	UX Designer
Length	16 months
Team	Chief Innovation Officer, Senior UX Designer
Year	2021–2022





Activities

Naming + brand workshops, illustration style tiles, and UI iterations

2.

CATEGORIZATION

Mapping ideas (old + new) across several naming categories

Categories

Start exploring naming possibilities by following the categories. Use your word bank for help. Try filling out as many as you can.

Playful

Challenges the ordinary

Yahoo, Robinhood

Aspire

Soar

Seed

Alliteration

Same letter or sound at the beginning

Paypal, Dunkin Donuts

Employee Experience

UniversalU

Inventive

Completely made up words

Kodak, Google

Beneficent

Scenaria

Descriptive

Deliberately clear descriptions or attributes

Kitchen Aid, Overstock

Employee Platform

Technical

Blend a mix of modern words, tech & function

Panasonic, Xerox

Life Minder

Ascend

Boost

Conjoined

A combination of two or more ideas

Biquik, Netflix

LifeCenter

NavTrax

BeneCenter

Myguide

FrontDoor

Benewell

BeWell

FutureWell

SEI Atlas

Directional, representational

SEI Atlas

User tour

Contact us

John Smith

Close

Dashboard

Guidance & education

Guidance

Insights

Life guides

Your life

Goal prioritizer

Life event action plans

Employee assistance programs

Your money

Life goal planning

Investment programs

Wealth overview

Your health

Health and wellness benefits

Account details

Your money > Life goal scenario planning >

Life goal scenario planning.

Tell us about yourself so we can improve the guidance we provide.

Please note that you cannot automatically execute any advice you receive, though that feature is being planned for a future release. For now, you can apply the advice by logging into your individual financial accounts

Prioritize your life goals

Identify your most important life goals. This exercise can help you think clearly about how best to use your money.

Get started →

Emergency fund

Don't let an unexpected crisis jeopardize your important goals. Let us help you plan for emergencies.

+ Start emergency fund

Retirement

You work hard and your money should too. Learn what you'll need to save and invest for retirement.

Learn about SEI's CAP 401(k).

+ Start Retirement Goal

Education goal

Planning to send a kid to college or further your own education? Let us help you plan.

Goal select

Select an education goal

Large purchase goal

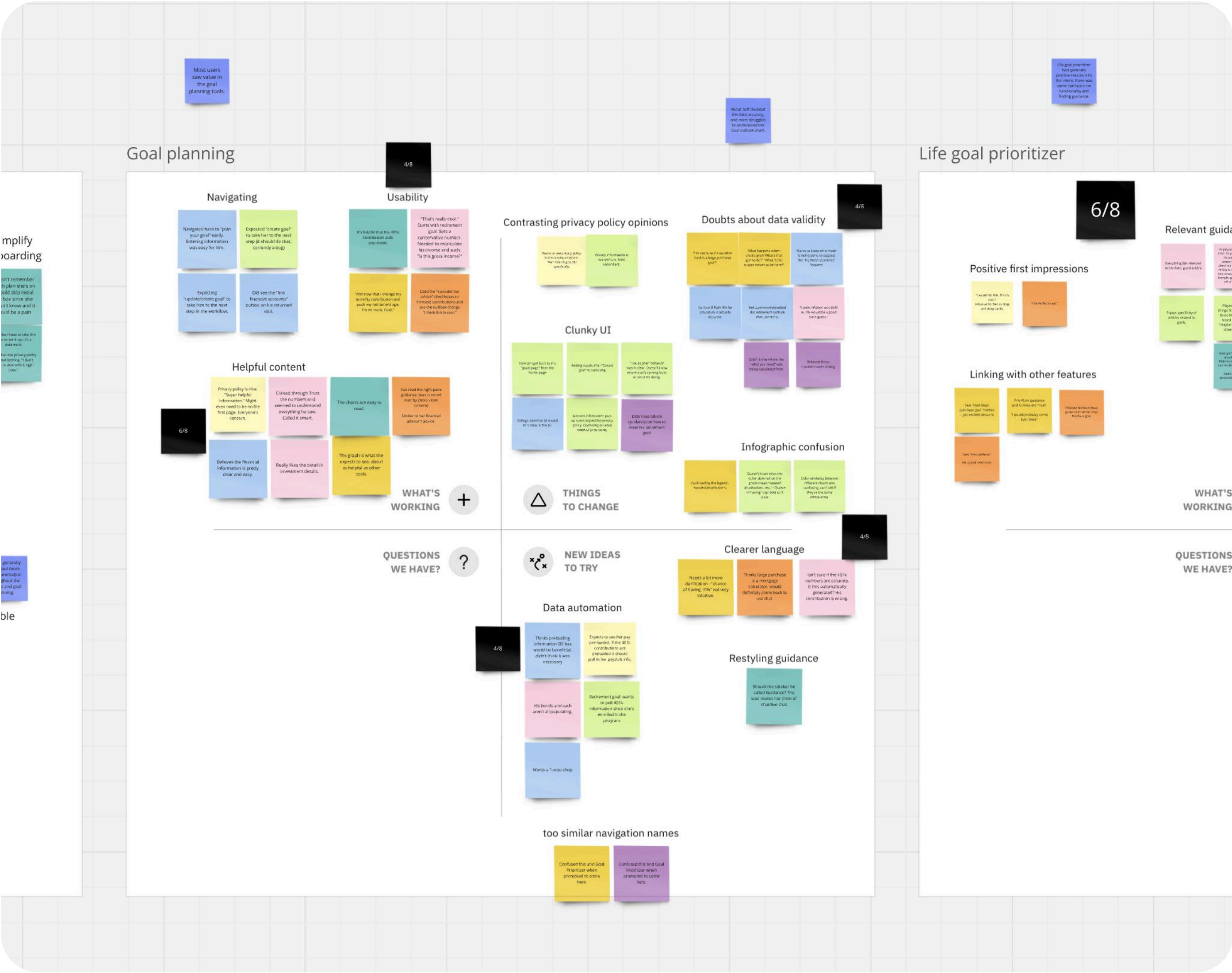
Hoping to buy a new home or some other big ticket item? Create a plan that works for you.

+ Start large purchase goal



# User interviews + usability testing

Interview script, prototype for interviews + testing, qualitative analysis, insights and recommendations





urtti

WRTI

Redesign WRTI's brand + mobile app with considerations from user feedback

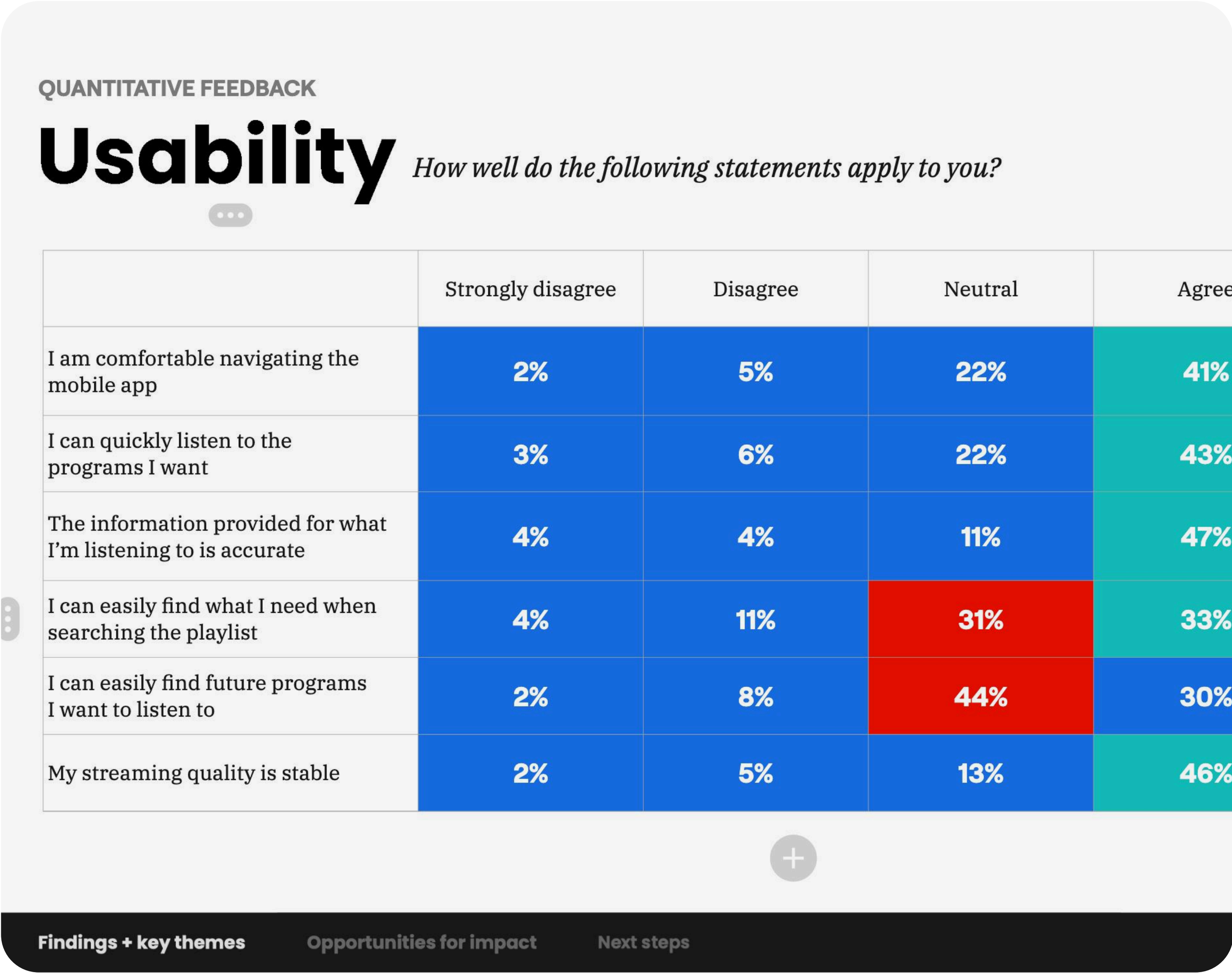
Client	WRTI
Role	Lead UX Designer
Length	2 months
Team	SVP Experience Research
Year	2021-2022





# User survey

Producing user survey sent to all app users for qualitative + quantitative analysis, insights and recommendations





Retro Bold

Bright with dark nav with pops of color

TYPOGRAPHY

Heading 1: Archivo Black

Heading 2: Archivo Narrow

Heading 3: Archivo Bold

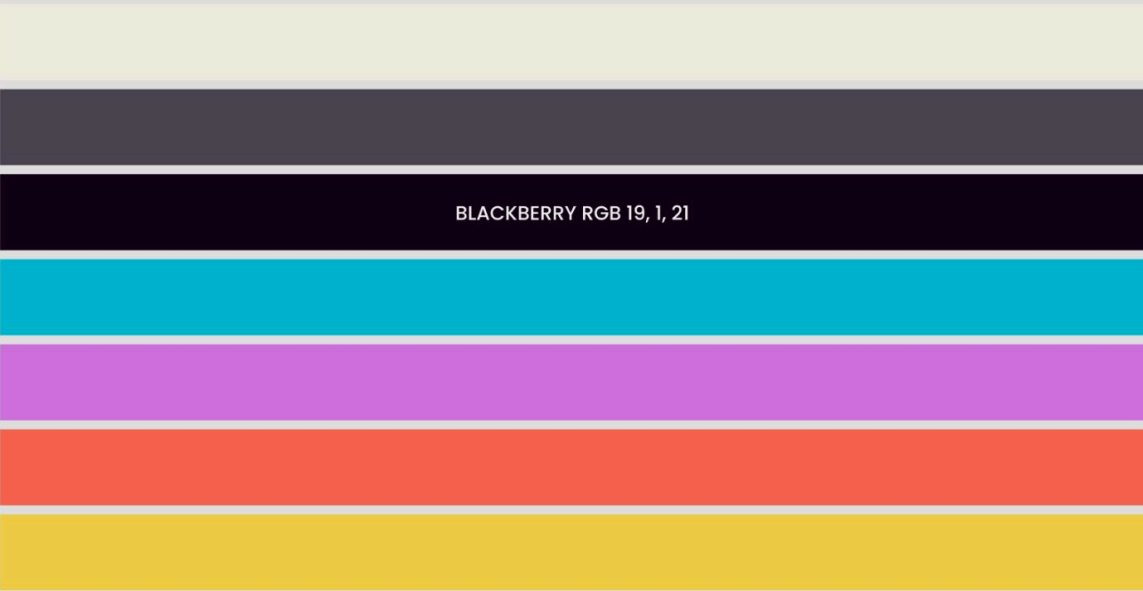
HEADING 4: ARCHIVO NARROW

Paragraph (EB Garamond)

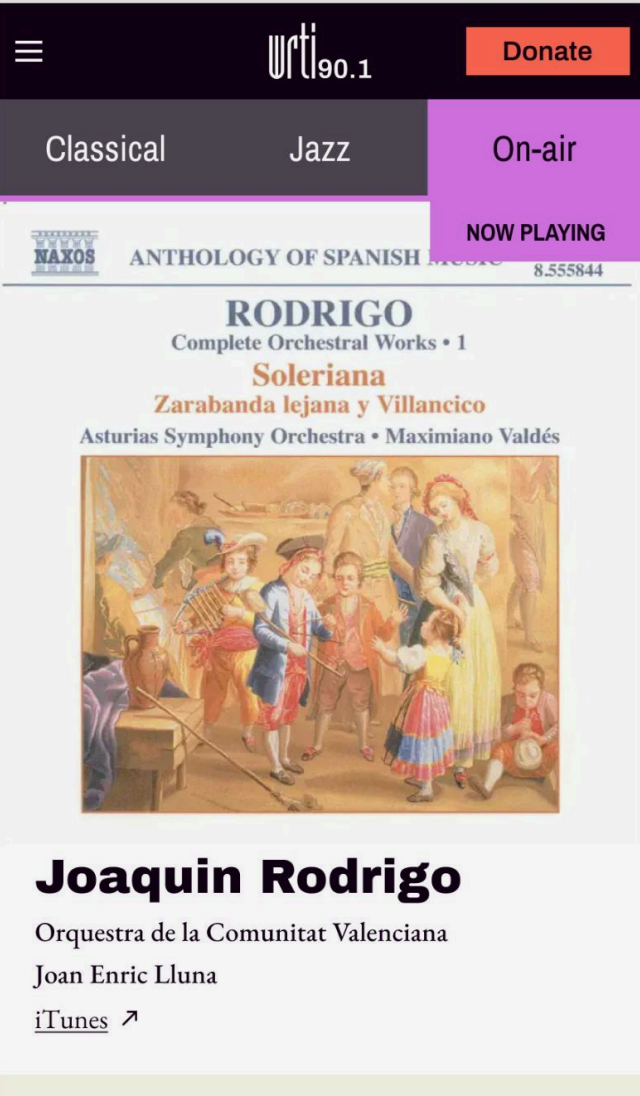
Donate

Jazz playlist

COLOR PALETTE



UI MOCKUPS



Brand refresh

Walking WRTI through workshops and visual iterations to produce a new brand identity + accompanying UI kit





Prototype

# Modernized app

refreshed interface, personalized  
recommendations

▶ [Link to prototype](#)

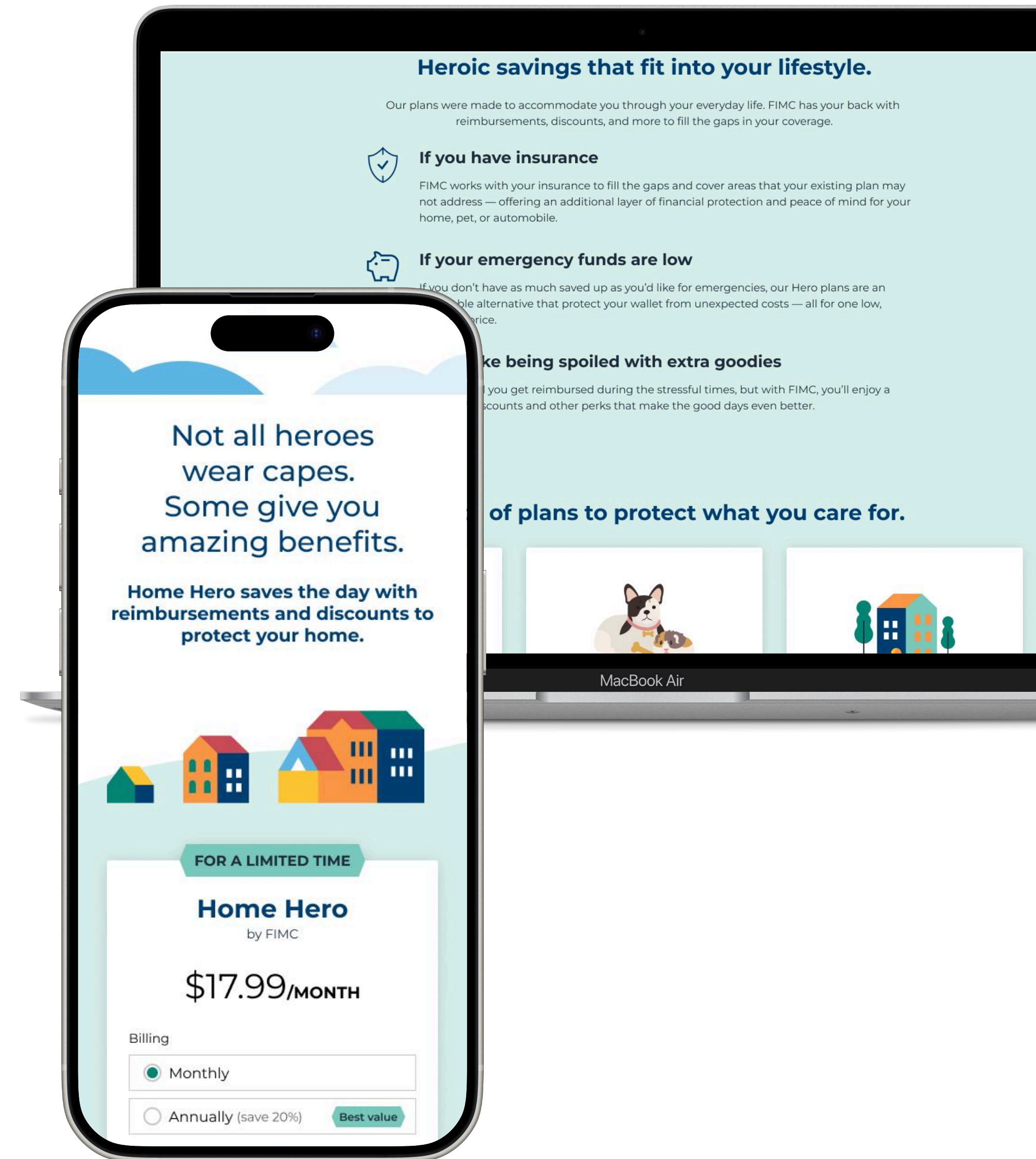




# FIMC

Redesign FIMC's mobile and desktop product site  
+ refresh approach to illustration and copy

Client	FIMC
Role	Lead UX Designer
Length	9 months
Team	Director of Client Strategy, UX Writer
Year	2021–2022





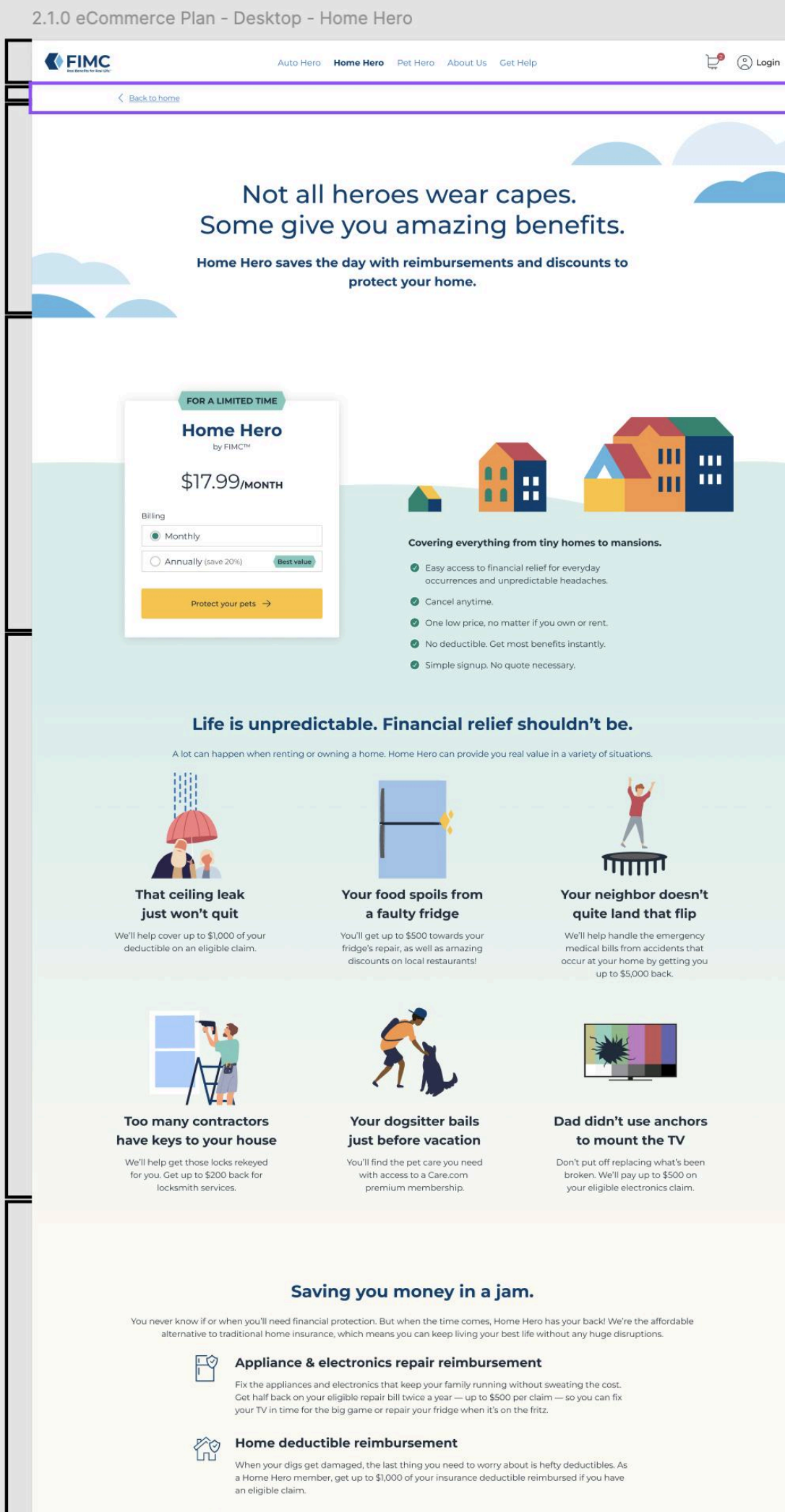
Navigation  
Breadcrumb

with background image

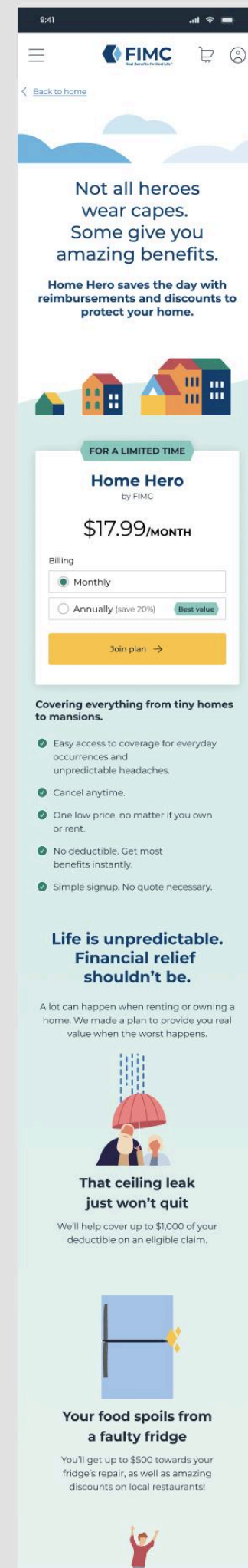
Product card + value prop list  
Product card component

3 column icon grid

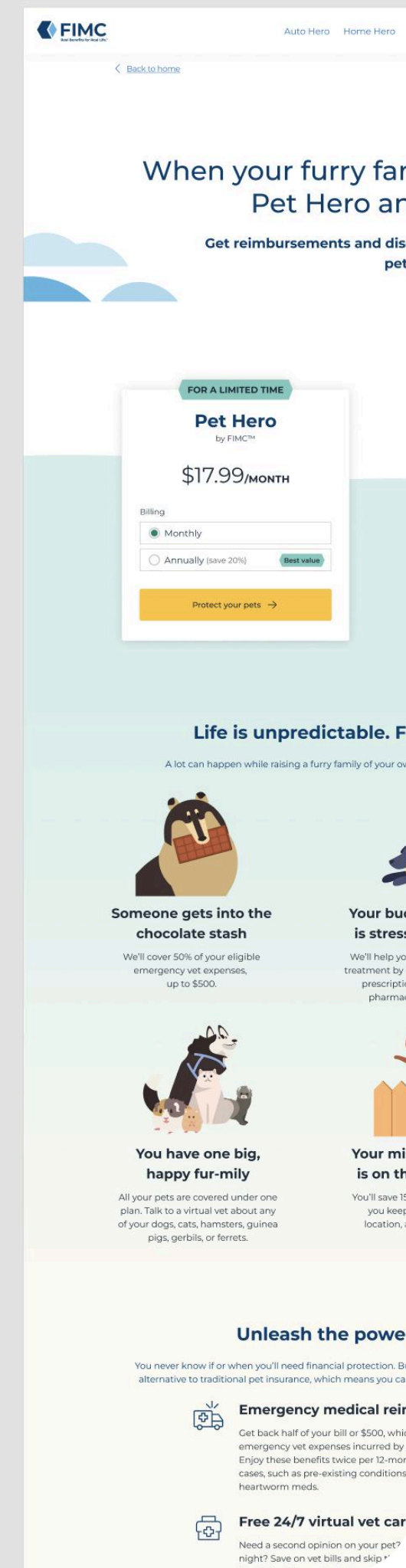
Benefits list



Home Hero - Mobile



Pet Hero

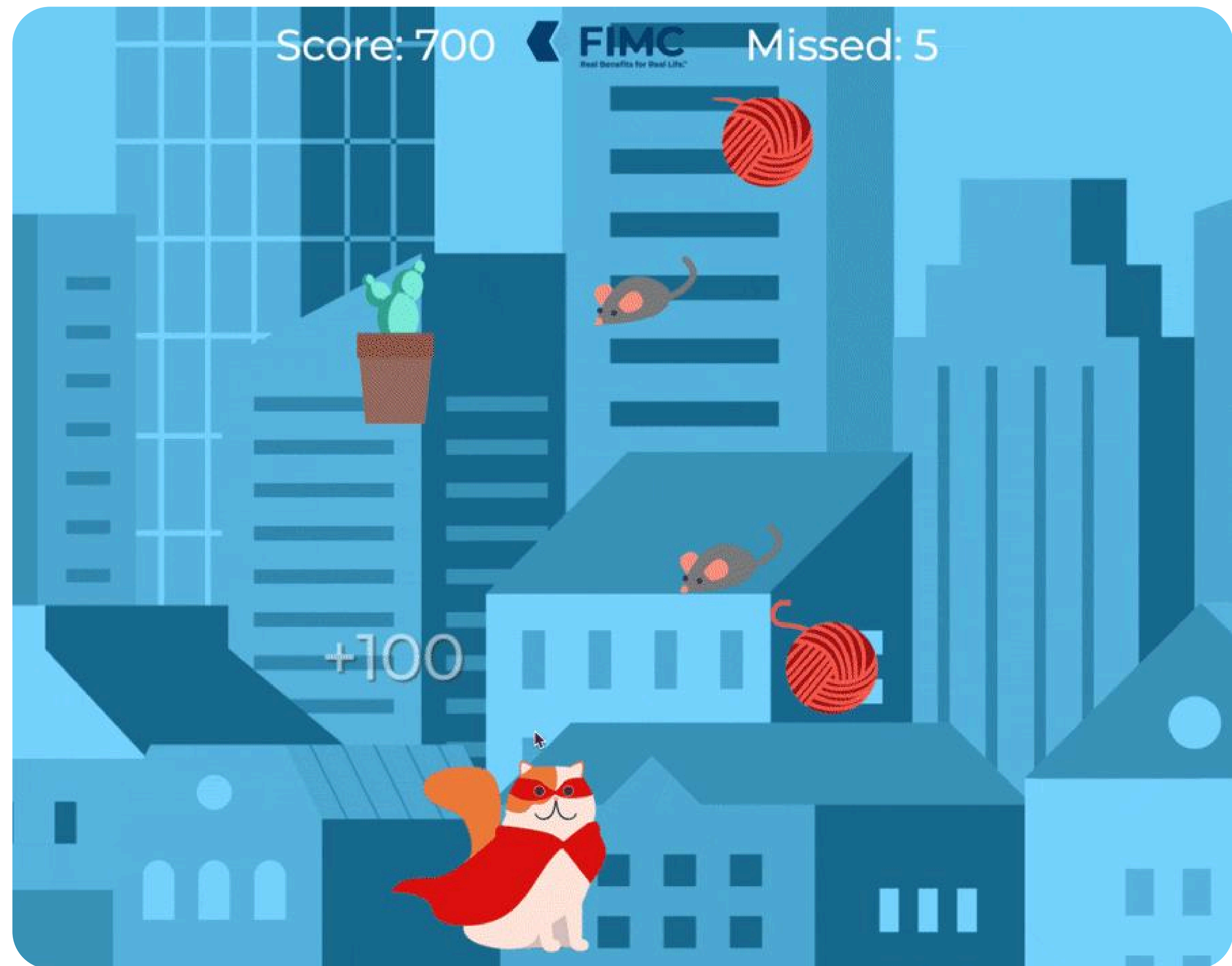


# Page redesigns

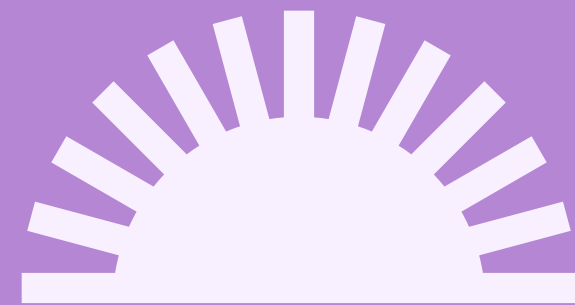
Utilizing new page layouts to create a clearer path for users to understand products + improve user engagement

## Gamification + marketing

Created 6 branded, product-focused games for promotion on social media







*Thank you.*