# Paul Emery

An accomplished Digital UX/UI Designer and Creative Director, specialising in intuitive and engaging user experiences.

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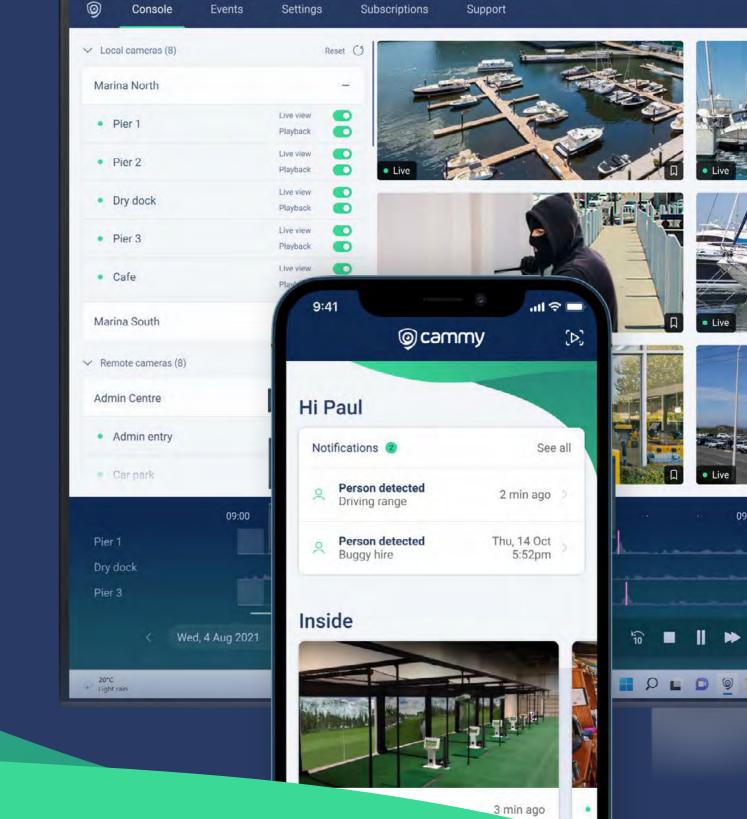




### **Cammy Software** Creative lead / UX/UI design / production design





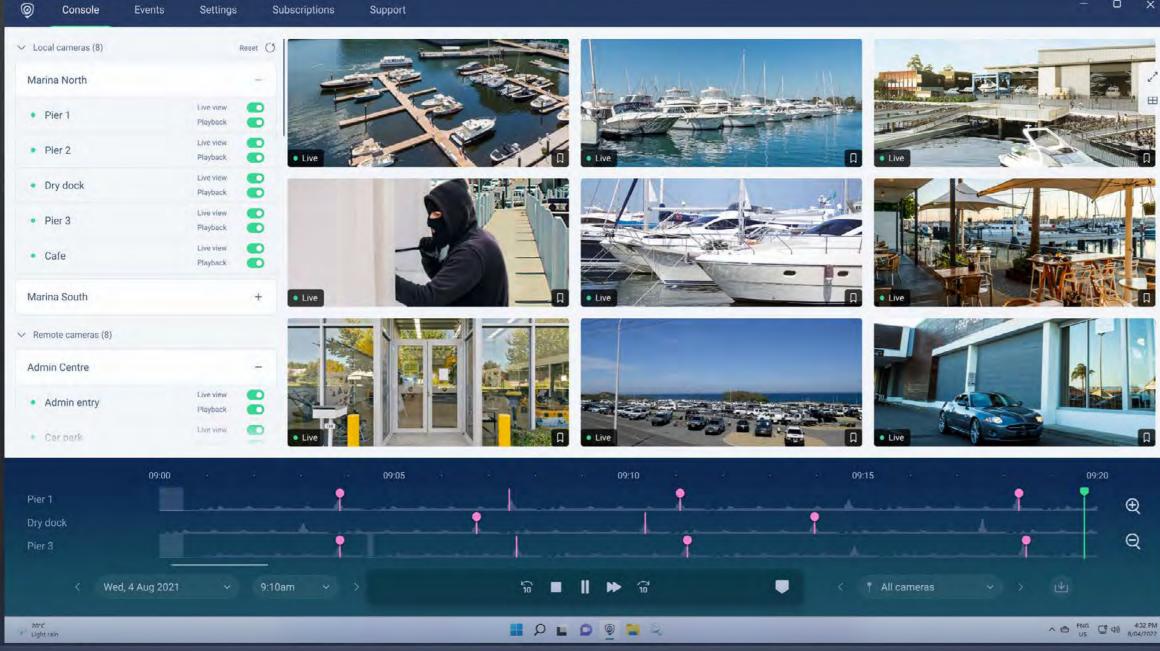


Settings Subscriptions

Console

Events

Support



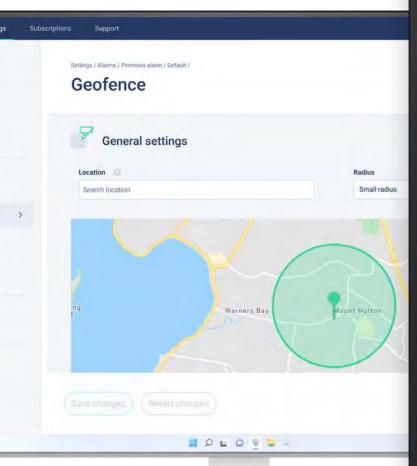
### Cammy delivers enterprise-grade video security with smart features.

I had the opportunity to completely re-imagine Cammy, starting from the ground up with the identity, design system, product suite, and marketing assets.

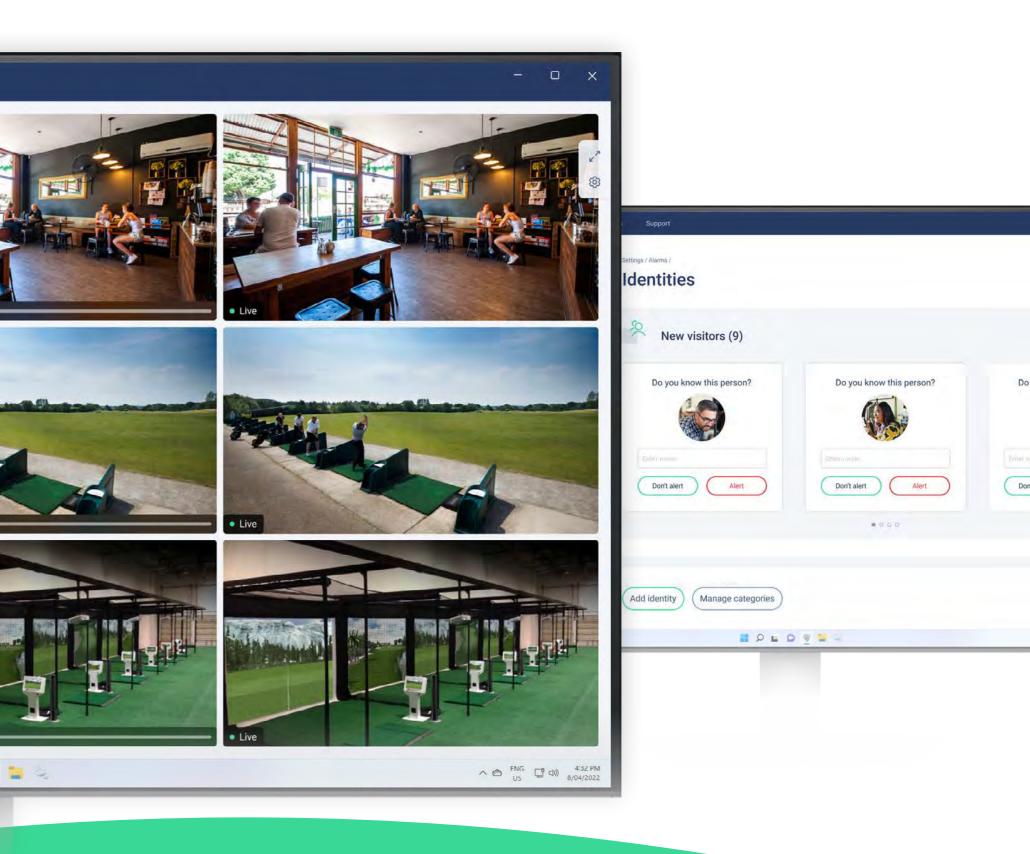
As the centrepiece of Cammy's software offering, I started the product development journey within the desktop sphere. The Windows desktop application acts as both a server and interface to control and monitor security cameras.

I interviewed staff about product pain points, gathered external user feedback, and documented findings. I approached each topic systematically to create a streamlined, highly functional interface.

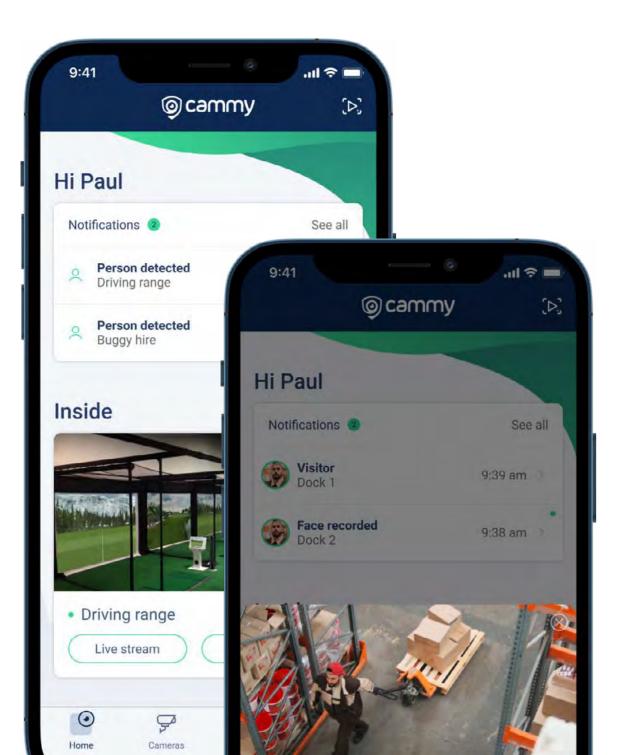
I worked closely with developers right through to release, ensuring the end result looked and performed as intended.



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The Cammy mobile app is a key component in the Cammy software suite.

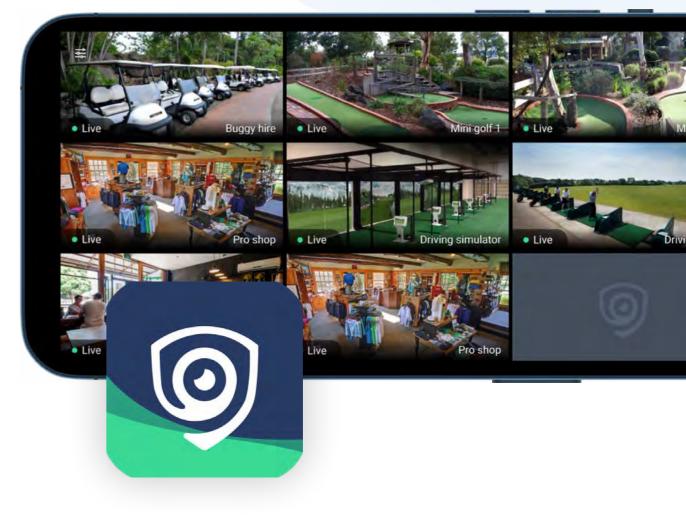


As well as allowing users to watch live cameras and browse event history, the app acts as a beacon to activate alarm monitoring.

Considerations were made for different user behaviours, information priorities, and screen real estate.

The key point of difference when using the app was an emphasis on timely events and actions. Native notifications were used as a means to access events in a timely manner and an extensible card system was designed to cater to multiple event types.

Acting as a lightweight companion to its bigger brother, the mobile app still manages to present the majority of functionality available in the Windows application, while catering to the tactile needs of users when on the go.



# fetch

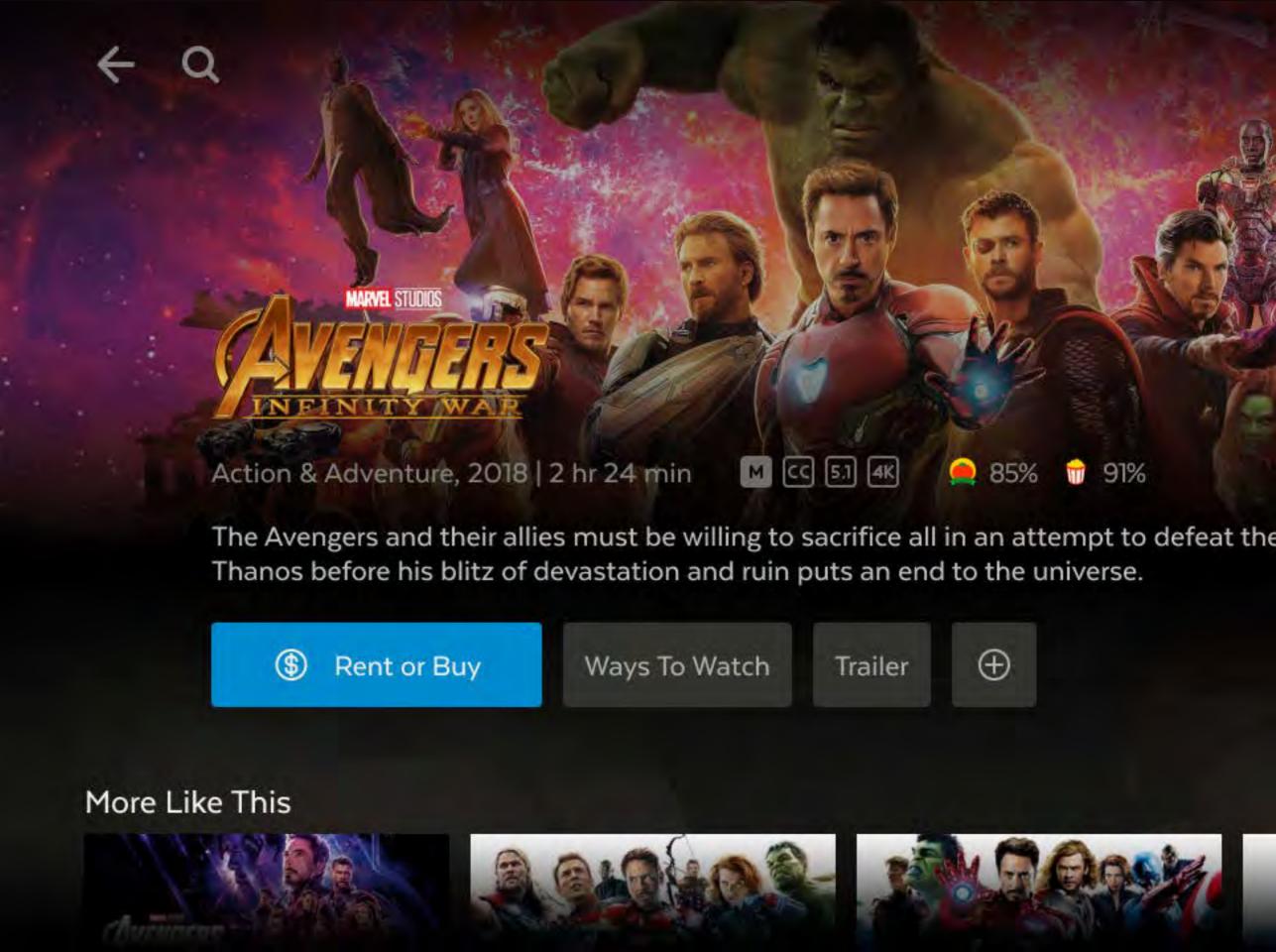
**TV User Interface** UX/UI design / production design



The set-top box user interface is the flagship product for Fetch.

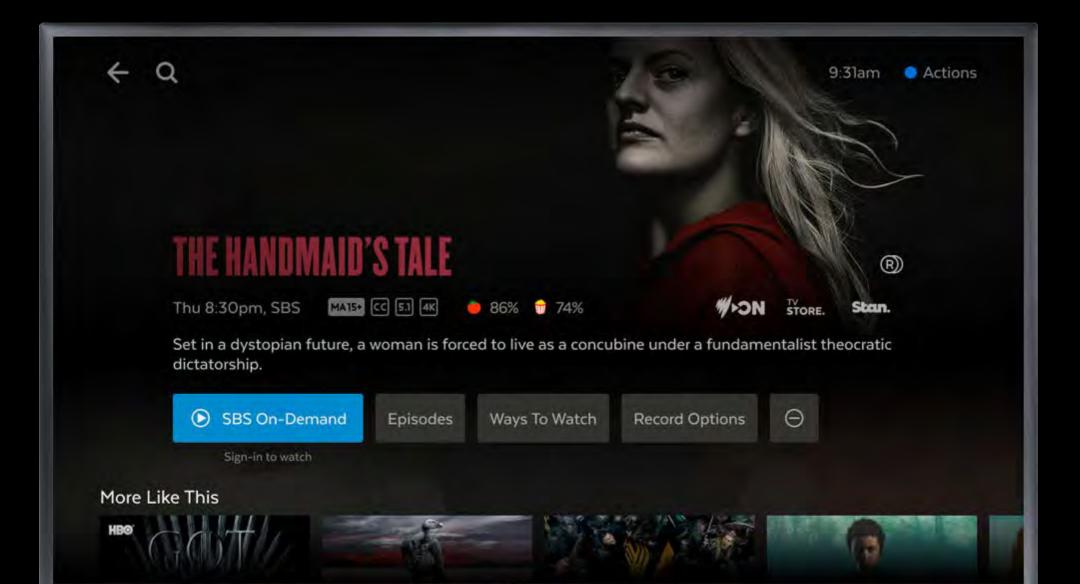
I have been involved with three generations of Fetch user interface design.

The latest version represents over two years of planning, design, and testing.



### The three core pillars of the new Fetch interface design

Improved user experience was the fundamental driver of the project. The new user interface needed updating to better serve the behaviours of users. This creates familiarity with usability and navigation patterns like that of modern streaming TV platforms. As a content provider and aggregator, integrating with streaming platforms such as Netflix, Amazon Prime, Stan, and free-to-air channels, the Fetch interface needed **a new marketing engine** to showcase the vast amount of content on offer.



Integrated content was the third fundamental pillar. It can be daunting for customers when trying to access content across multiple integrated applications. Flipping the architecture and leading with a content-first structure would make content easier to find. The team hypothesised and ideated solutions to address the three core pillars.

The first challenge was to improve the user interaction model. I believed Fetch needed to move away from traditional Pay TV services and towards what users now expect from streaming services.

We designed and tested numerous prototypes of competing interaction models against several user groups. We had to devise a third model as a way to keep the interface familiar to existing users, while still pushing the design direction forward.

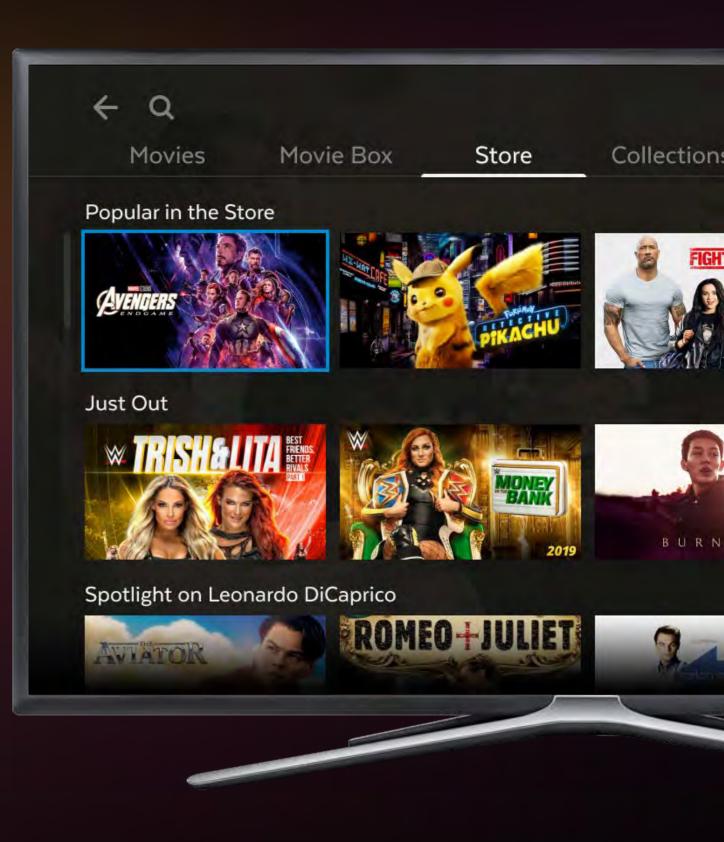
The result was a slick carousel-based vertical scrolling system; easy to use and easy for existing and new partners to integrate their products.

While creating the new interaction model, I started to shape a new marketing engine within the UI. My concepts offered the marketing team more options and greater flexibility on the interface.

I analysed marketing types and mapped user scenarios as a way to illustrate how the system could serve content dynamically depending on user conditions.

I then designed and refined several versions of integrated content pages. The concept brings content discovery to the front and 'ways to watch' are available from content areas.

These pages underpin the entire catalogue displayed on Fetch. They are extremely flexible and can adapt to show hundreds of combinations of content displays.



As well as addressing the core pillars, we had to consider the entire Fetch ecosystem and adapt features for the new generation.

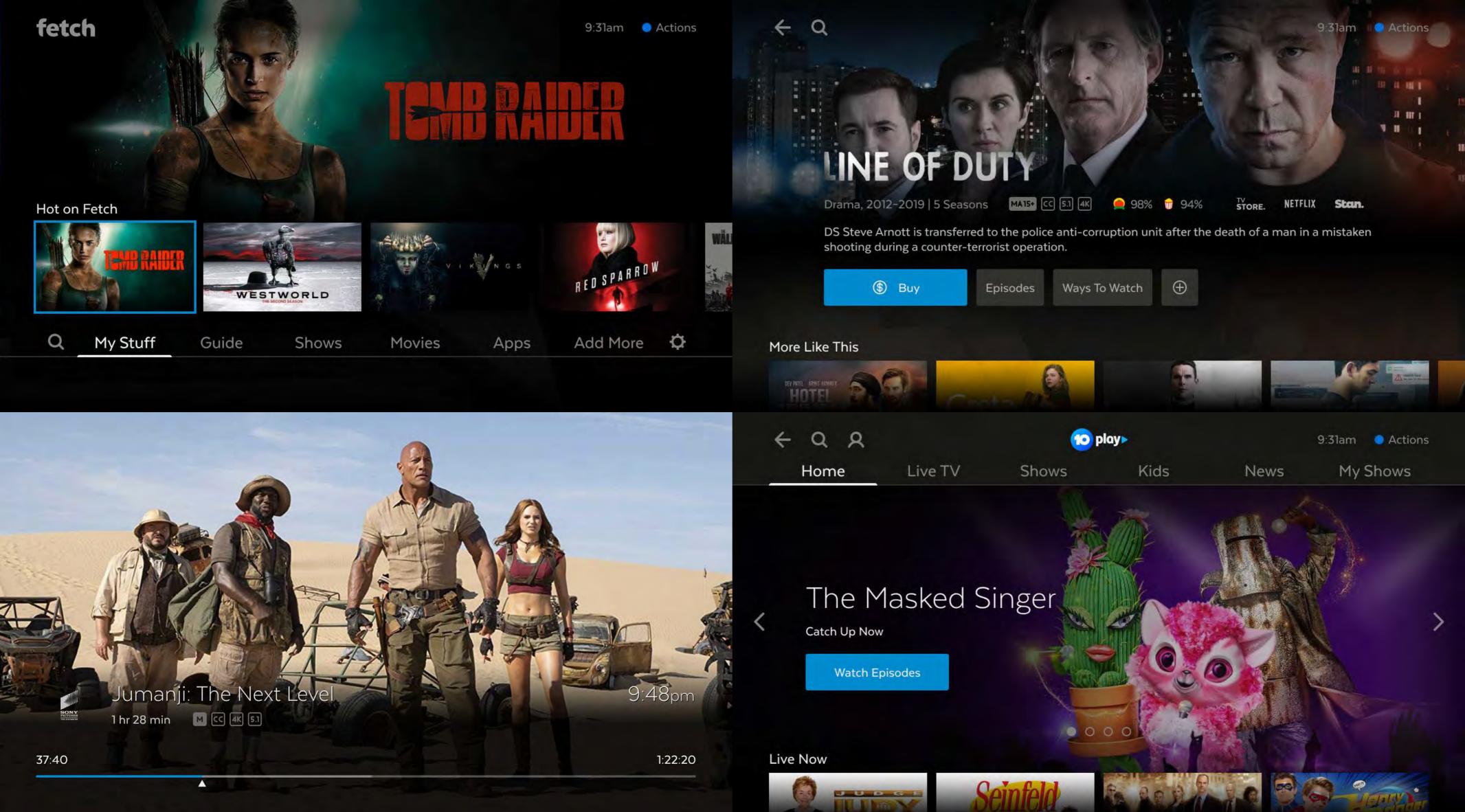
Other aspects designed for the new Fetch UI:

- TV Guide
- Integrated search
- Playback / Info bar / Trick play controls
- Sports area
- Partner apps
- 'Last watched' feature
- Notification system
- Volume control
- Settings
- Subscription & purchasing flows

After solving many challenging issues and validating our designs with users, the new Fetch interface is being implemented.

After two years of dedication, this is an industryleading smart TV ecosystem that will be among the best in the world. The service is scheduled for ongoing release from 2021 and beyond & I can't wait to see it in action.

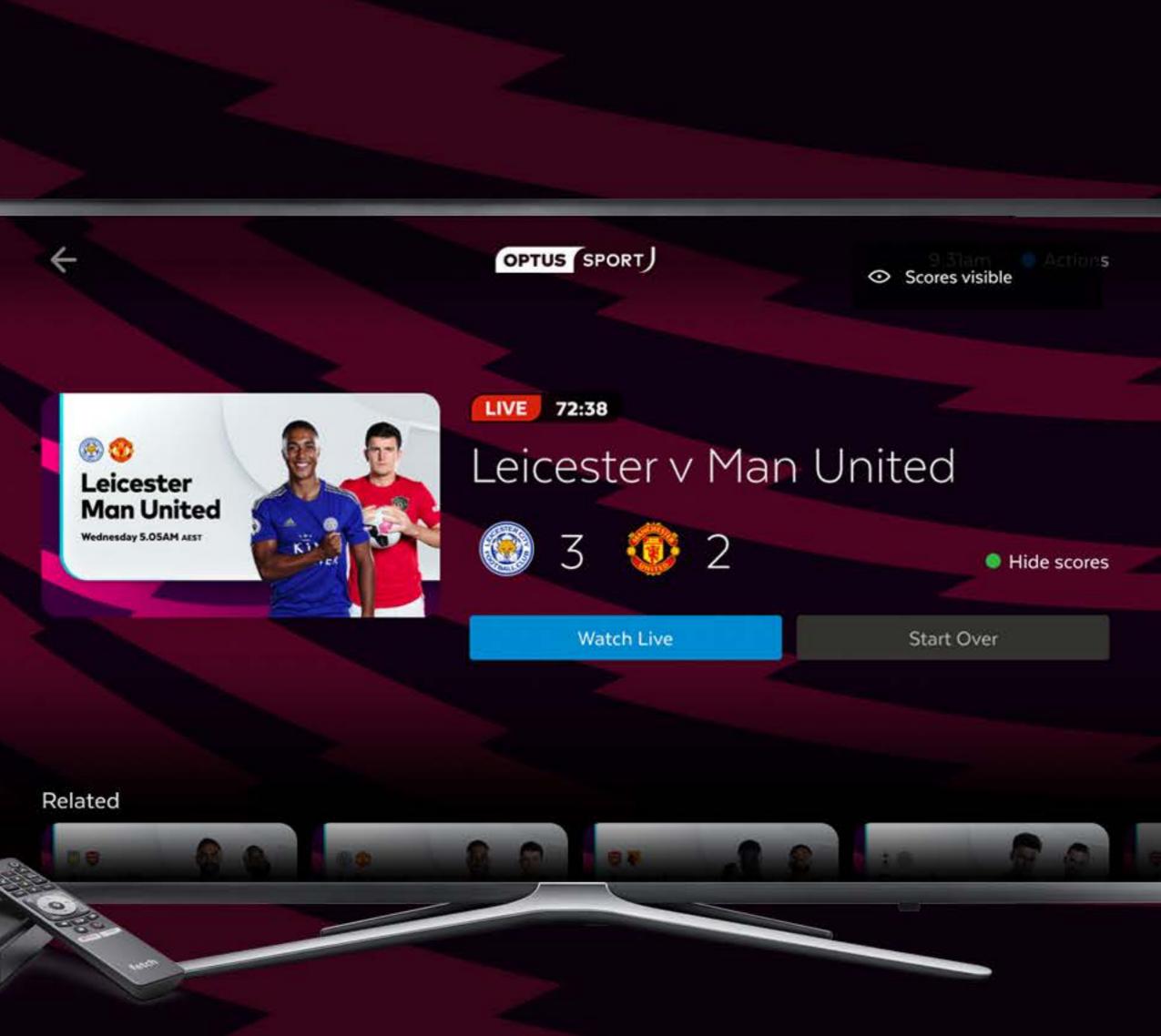






### **TV Application**

Creative lead / UX/UI design / production design



TV application for the exclusive home of Premier League & UEFA Champions League.



Optus required an overhaul to their application on Fetch to align with their upcoming revamped mobile experience.

Working directly with Optus, I was looped into all new design philosophies and structures of the upcoming mobile applications.

Key to the new environment was an integrated match page I had adapted for TV. This allows the user to access all video replay formats for a specific game on one page.

I also conceptualised new dynamic components that tailored relevant information based upon the time/day of the week, focussed around a user's favourite team.

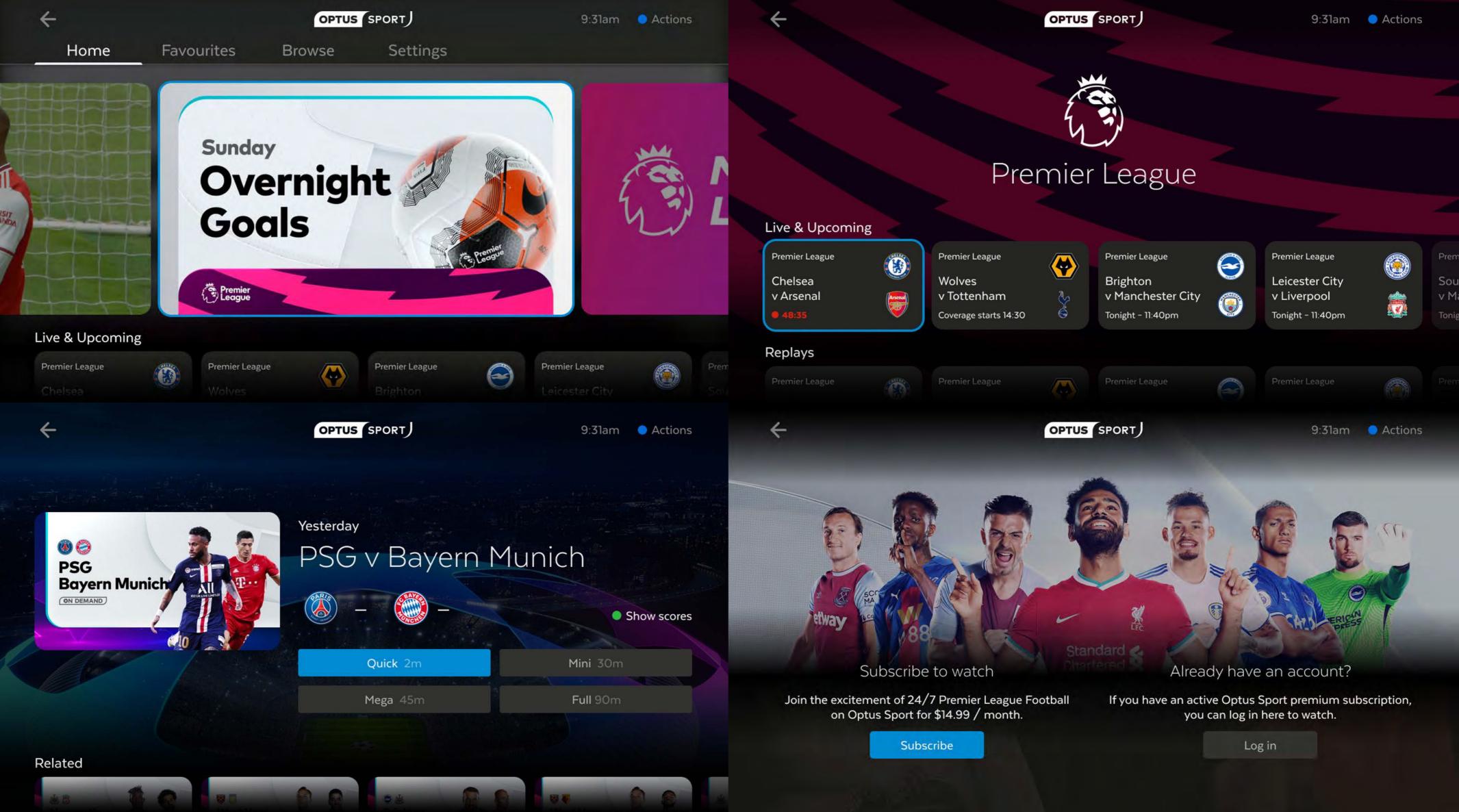
NEEKEND

NARM-UP

To enhance integration with Fetch, I identified areas where users could set recordings directly from their favourite teams within Optus Sport. Further to this, I designed a native Fetch version of favourites management.

The Optus Sport app on Fetch is a great example of the 'best on Fetch' philosophy we've set out to achieve when implementing apps for third-party providers.

This application sets the standard for all other integrated TV platforms when working with Optus.



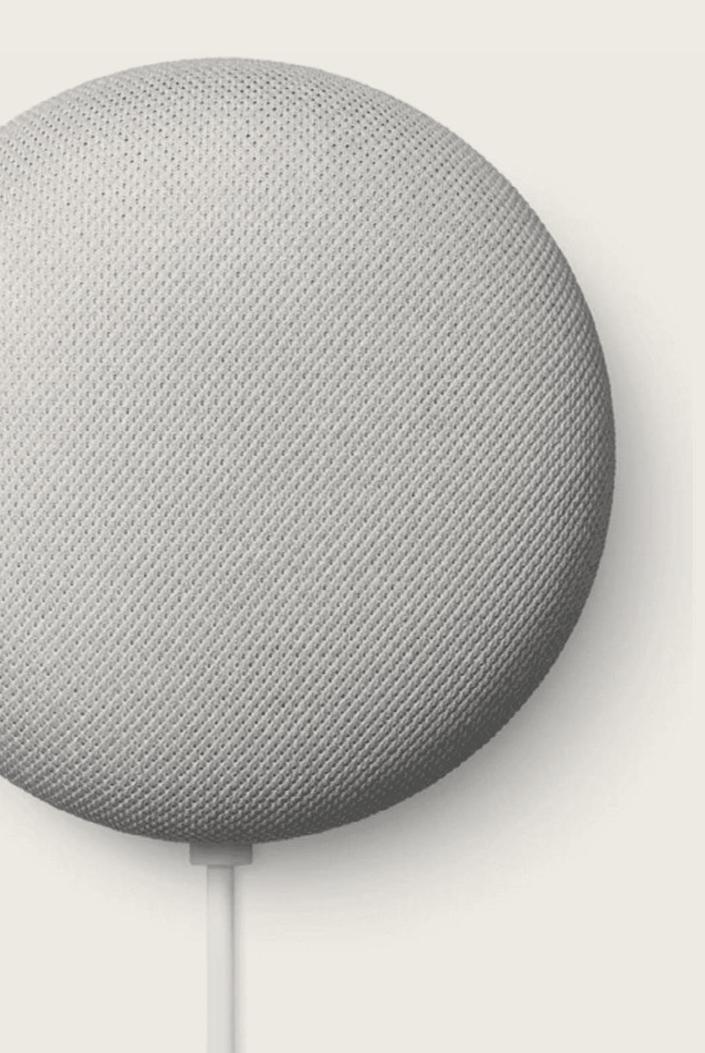


## Fetch & Google Home

**Voice User Interface** UX/VUI design / production design







### Voice User Interface design for Fetch & Google Home

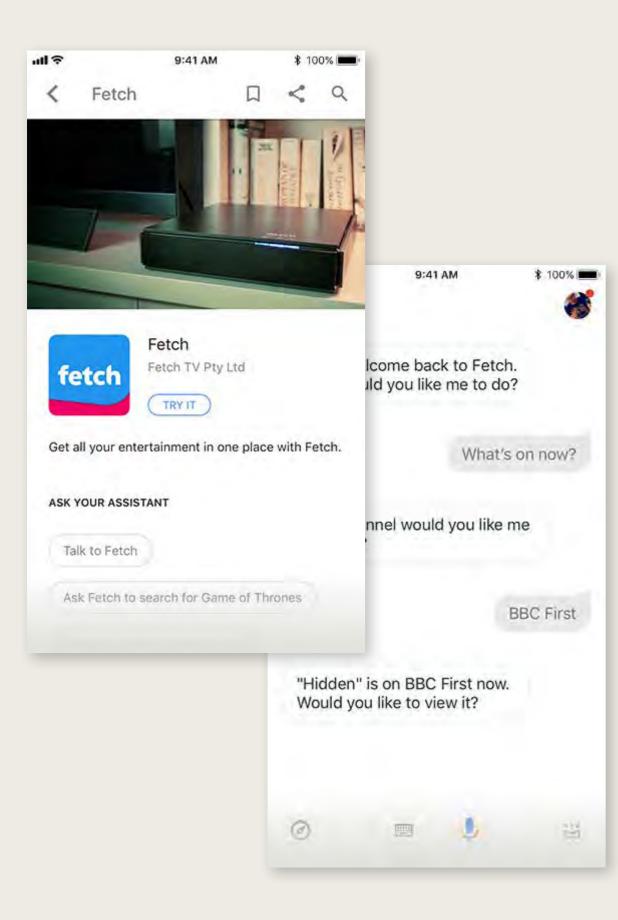
Fetch was asked to develop a voice user interface (VUI) proof of concept by Optus for their flagship smart home store. The concept piece would go on to become a full productionready integration within the Fetch ecosystem.

Working with Google and internal product teams, I helped develop a set of guiding principles and a Fetch persona with a list of attributes to adhere to when communicating with Fetch.

The actions or 'intents' a user could perform on Fetch using Google Assistant, were defined by selecting the most heavily used features of Fetch. A focus was placed on tasks that might prove arduous using a remote control. I developed user scenario maps, planned actions on the Fetch box, conversations, responses, and defined alias mapping.

I worked directly with development and test teams to ensure the product worked as expected, adapting actions and conversations where necessary. I also designed the visual touch-points within Google Assistant, including app icons, page listing, and OAuth sign-in screens on the Fetch infrastructure.

It was enjoyable to work on a new emerging field such as Voice User Interface design. I'm proud to be one of the first designers to work on VUI in Australia.

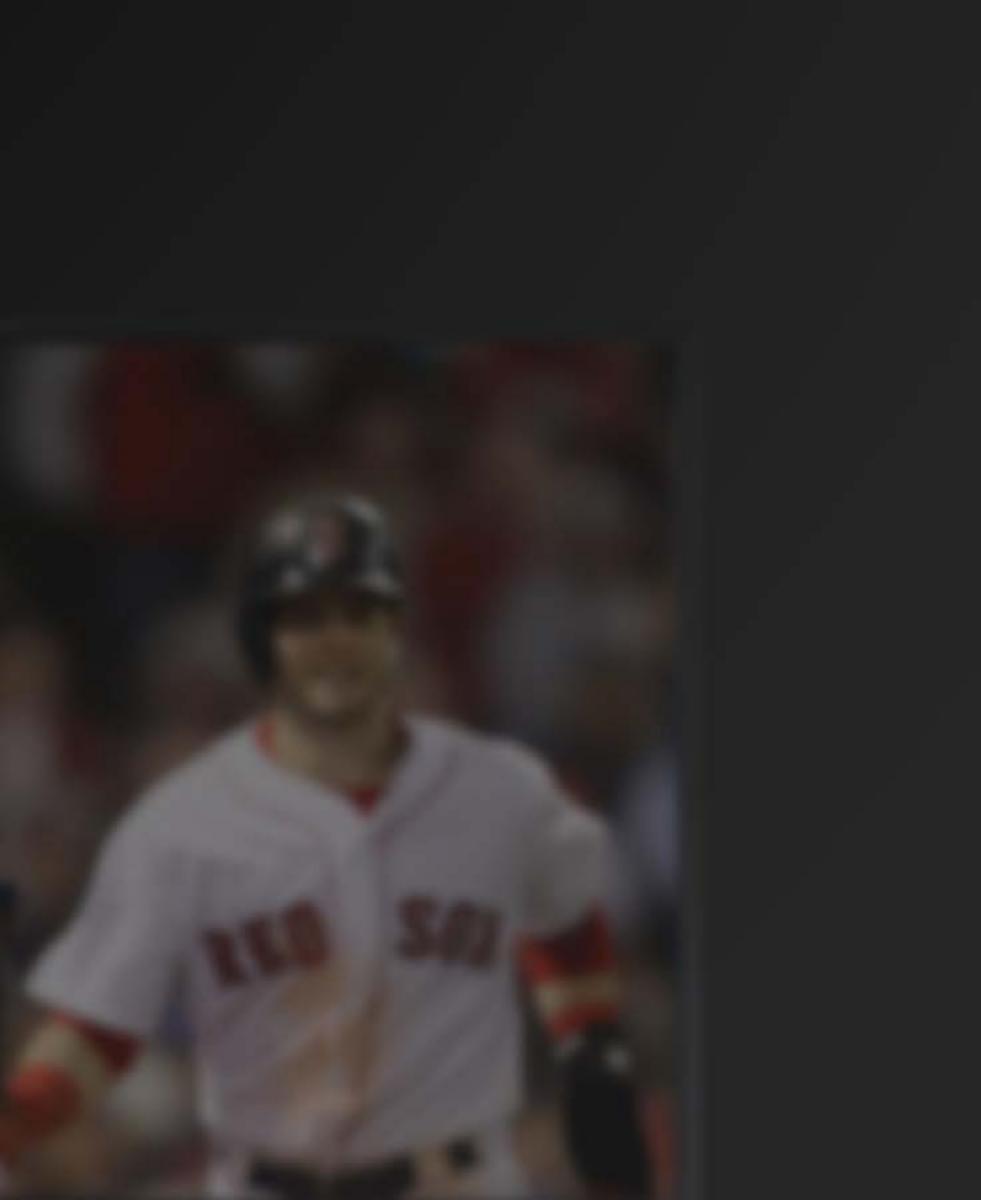


Comments on the integration from tech blog **<u>EFTM</u>**:

"The whole integration is a very impressive example of innovation and planning, this is not some "on a whim" product announcement, this is an entirely new feature of the Fetch TV ecosystem."

"Hey Google, ask Fetch to watch ESPN"





# fetch

### **Remote Product Design**

Product design lead / production design

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Fetch commands one of the highest viewership numbers of Netflix in the world.

This, coupled with commercial agreements, required the addition of a Netflix button on the Fetch remote.

I took the initiative to enhance the usability of the remote to better serve Fetch users. Considering the flow-on effects of changing the existing model (usability, manufacturing, packaging, unit cost), I decided to work within the existing remote dimensions to minimise disruption. Subsequently, the three goals of the new remote were to include additional functions, improve usability, and maintain the same dimensions.

I identified areas of space around the existing remote button layout. I focussed on creating a centralised quadrant of navigation buttons for key aspects of the Fetch interface.

This grouping, together with a slight layout adjustment of other elements, allowed enough space to work with to add the new Netflix button, as well as additional functions.

I cleaned up and extended design queues from the previous remote. This helped inform the visual design of the new elements, resulting in a modular layout without losing the character of the previous remote. Collaborating with the manufacturer in China, I reviewed a series of 3D-printed hand-built models and machined working prototypes. I adapted multiple iterations of the remote throughout this period, developing a new curved centre plate to assist with usability.

The resulting sample units tested well and the concept was approved by Fetch and Netflix. After a few more rounds of reviewing materials and colour samples, the final remote design was put into production.

The new remote increases functionality and improves usability. The remote retains the playful, stylistic queues of the previous design without any size increase.

With minimal re-tooling and no ongoing production cost increase, this remote update has been a quiet, modest success. The project was a great example of design thinking, pragmatism, and quality execution, resulting in a successful outcome.







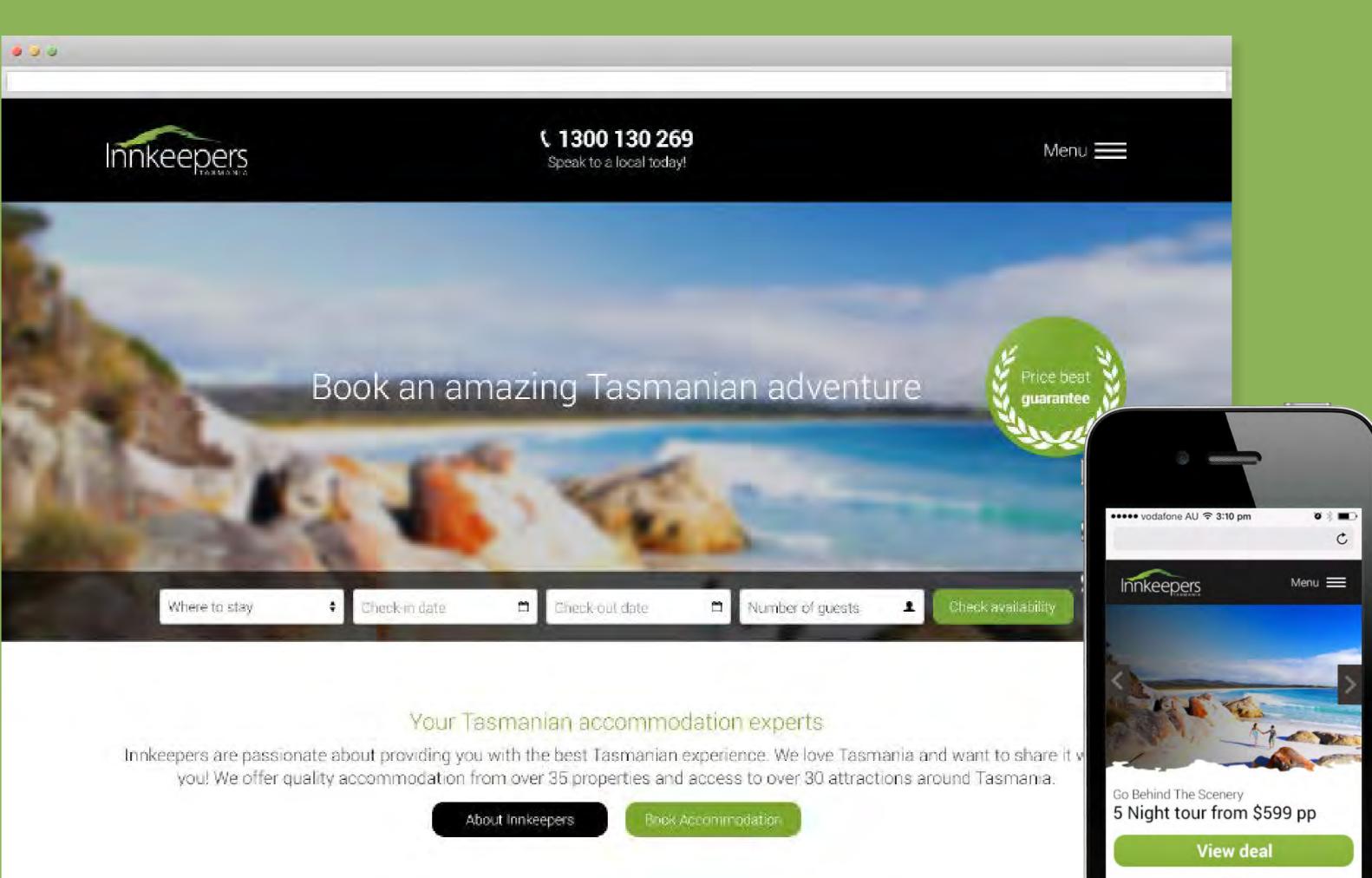






**Responsive Website** Creative lead / UX/UI design / production design





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# Tasmania's largest independent holiday accommodation provider.

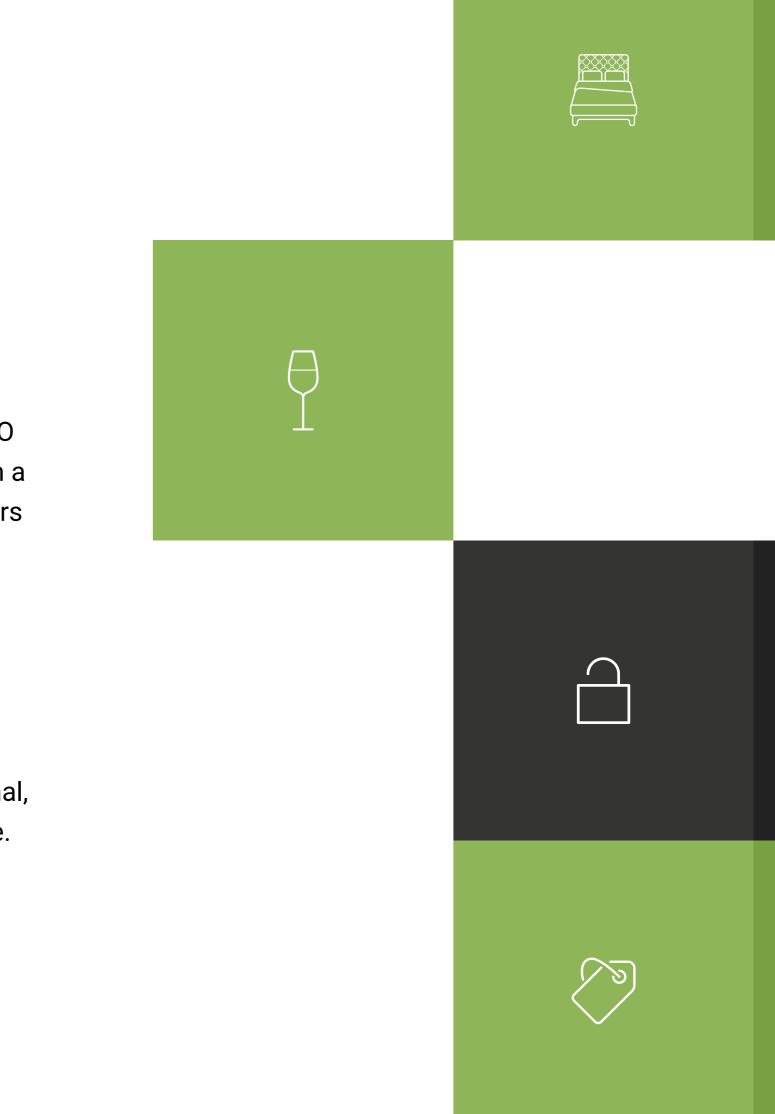
For several years I created multiple stand-alone landing pages and campaigns to promote seasonal travel packages for Innkeepers.

When the opportunity arrived for a website overhaul, it was important to bring these dedicated campaign pages and itineraries into the website architecture to assist in SEO growth and aid content discovery.

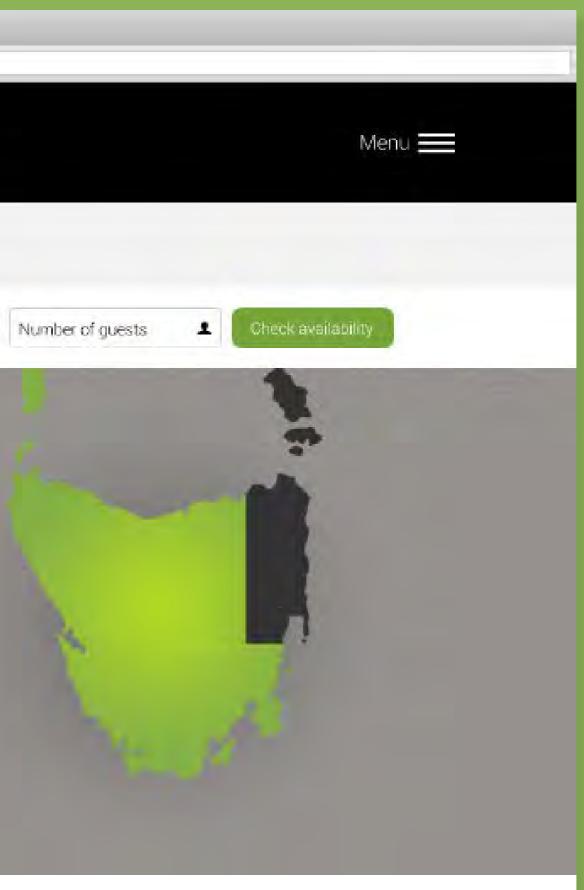
Expanding Innkeepers' market positioning as Tasmania's local experts for holidays and accommodation was another key driver for the redesign. Utilising rich feature imagery entices users to learn more about Tasmania and discover new content. A blog was created to include rich SEO content and useful, engaging information from a local perspective, helping to position Innkeepers as the local experts.

The accommodation listings are clearly navigable and filtered into regions, accessible through a custom interactive map.

The website is a beautiful responsive, functional, integrated, and ever-evolving marketing engine.



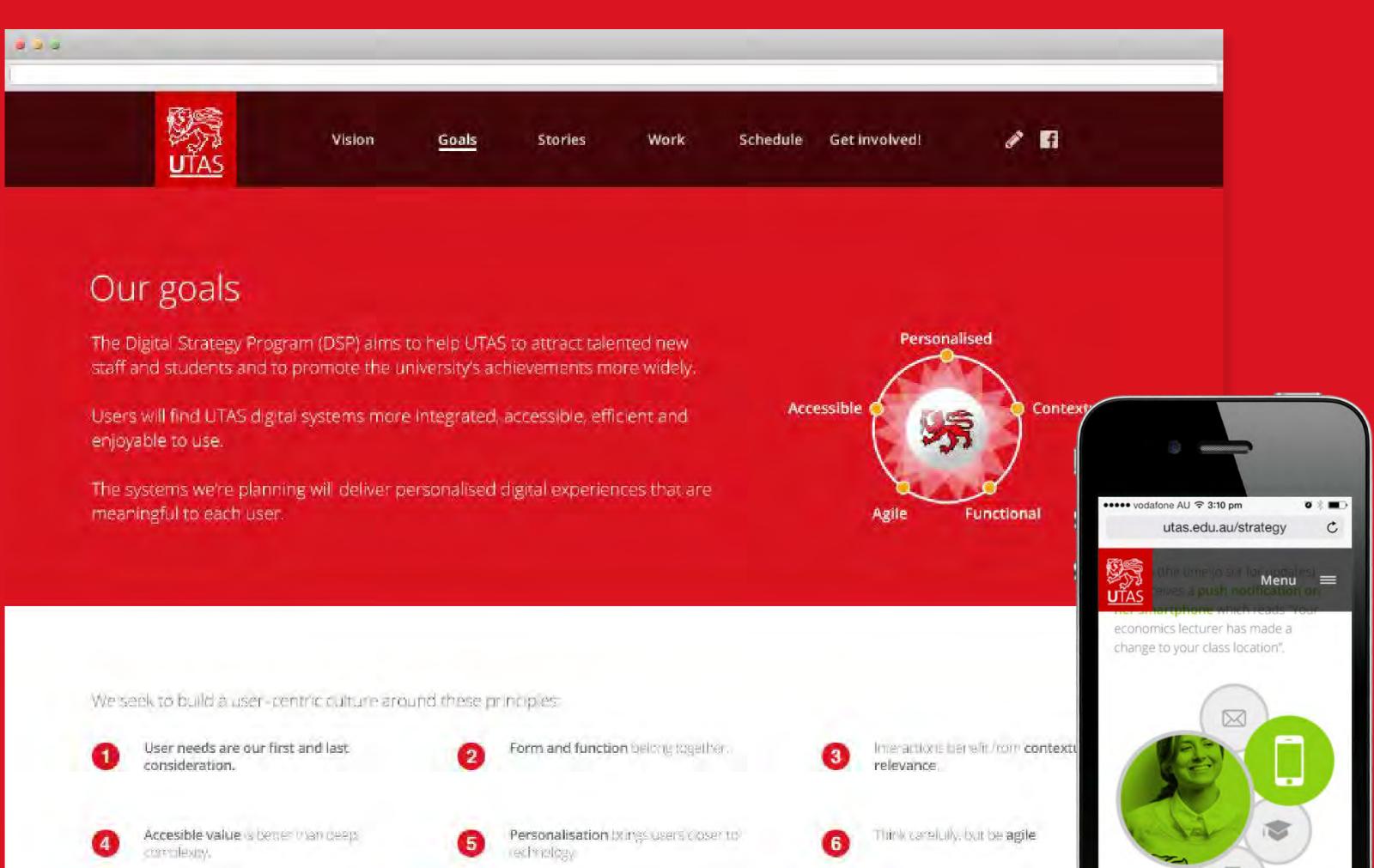
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### **Digital Strategy Program Website** Creative lead / UX/UI design / production design











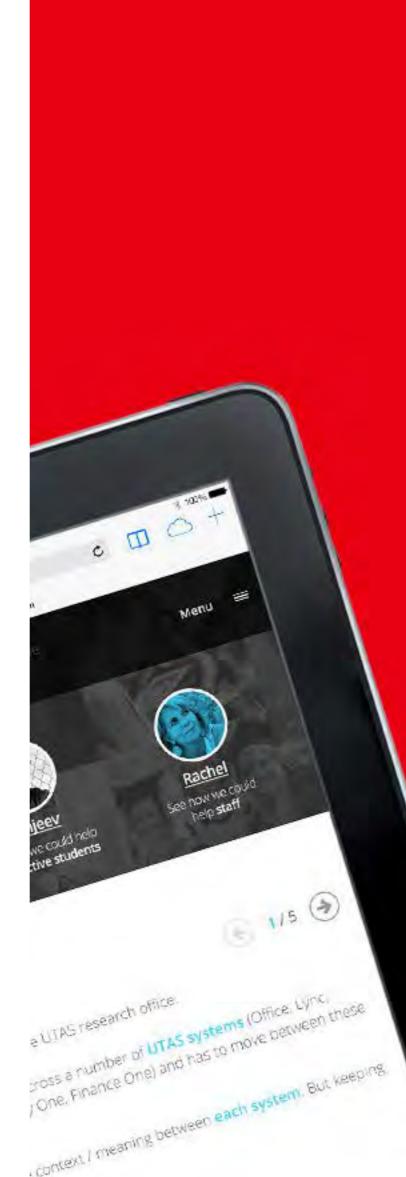


### Reflecting the engaging and innovative nature of the UTAS digital strategy program.

I placed an emphasis on data visualisation to enrich the user experience, highlighting key aspects of the program and the benefits it would bring.

Areas of the site come alive with parallax animation, video, and transitions – viewable across desktop, tablet and, mobile devices.

Interactive story-telling was used to illustrate the benefits the program would deliver to students, prospective students, and staff. As users navigate through scenarios, an interactive diagram updates to support the story with relevant visuals.



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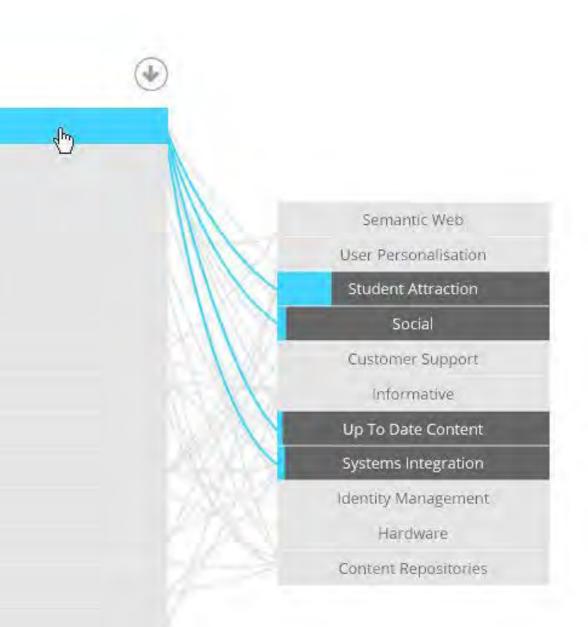
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Another key element in this environment is the project launcher. Users can interact with projects undertaken by UTAS which dynamically animates paths to each project's drivers. I used a mobile-first approach and was very particular and methodical in design, as the solution was required to meet high accessibility standards (WCAG 2.0 Level AA).



This site is a great example where storytelling and data-visualisation meet to create an engaging communications piece.



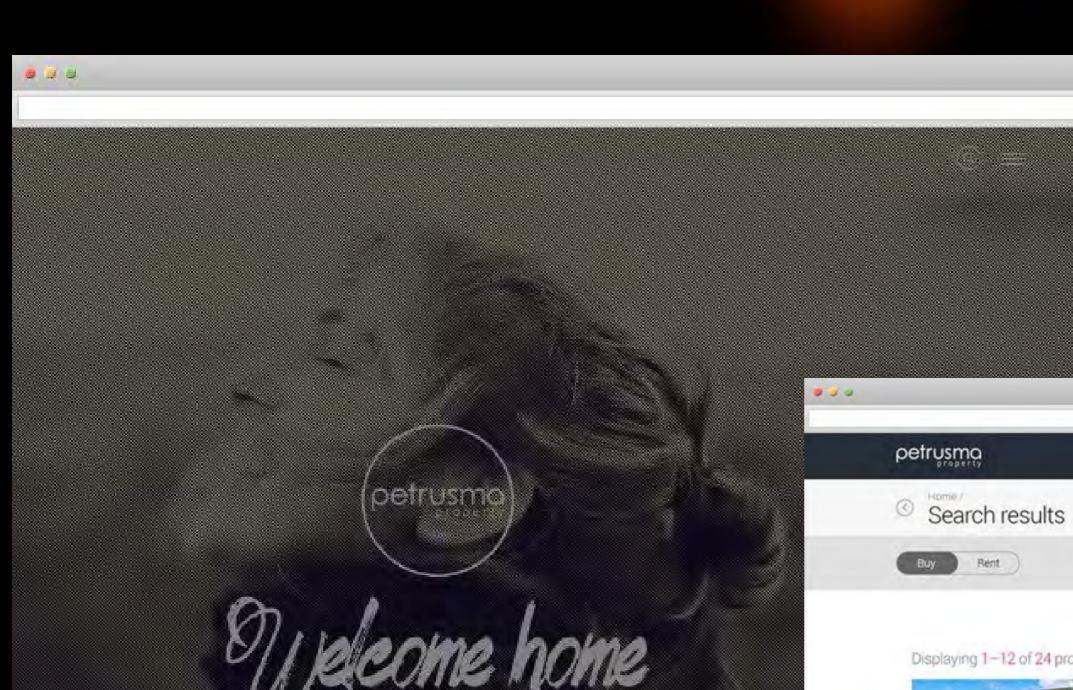


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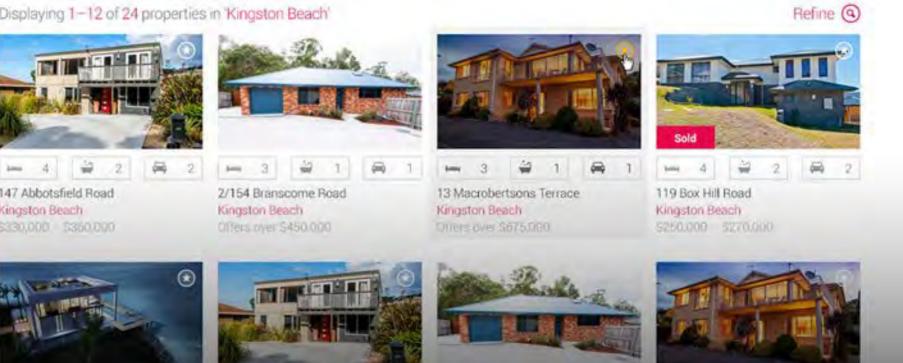
### Petrusma Property Website

Creative lead / UX/UI design / production design

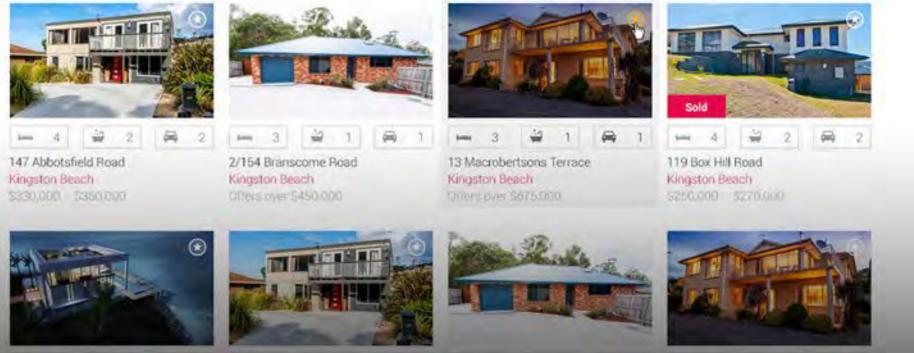
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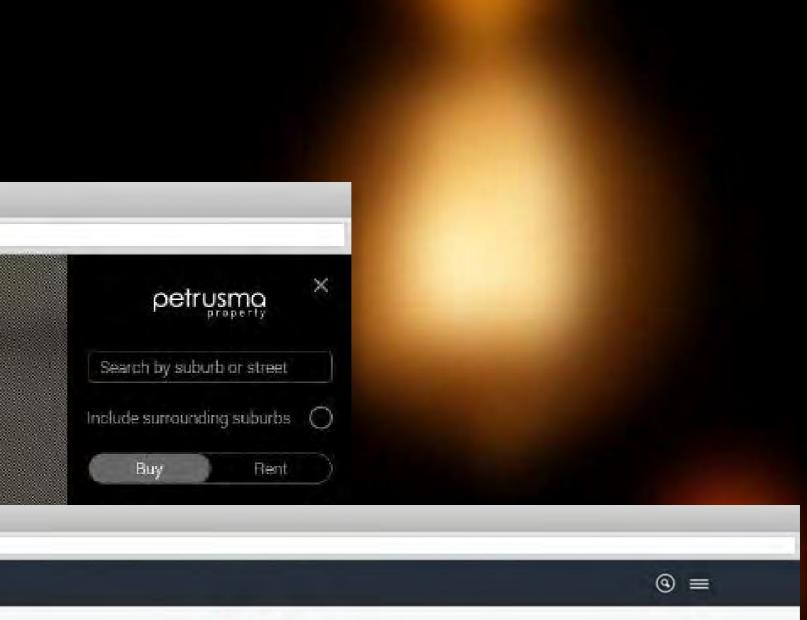


Search for property



147 Abbotsfield Road Kingston Beach \$330,000 5360,000





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Displaying 1-12 of 24 properties in 'Kingston Beach'

### A sophisticated responsive site for Hobart's leading real-estate company.

In a real-estate website, users need to easily access property details. I focussed on creating an easy search experience across multiple devices. The search uses an off-canvas, multilevel navigation system to deliver a seamless user experience.

Progressive loading is utilised for smooth site navigation and property browsing. Intelligent map integration was designed for region searching and viewing property results.

Petrusma understands that its digital presence must convey an engaging journey to deliver more than what the real-estate portals can provide.

Parallax story-telling outlines the values guiding principles and history of Petrusma. Coupled

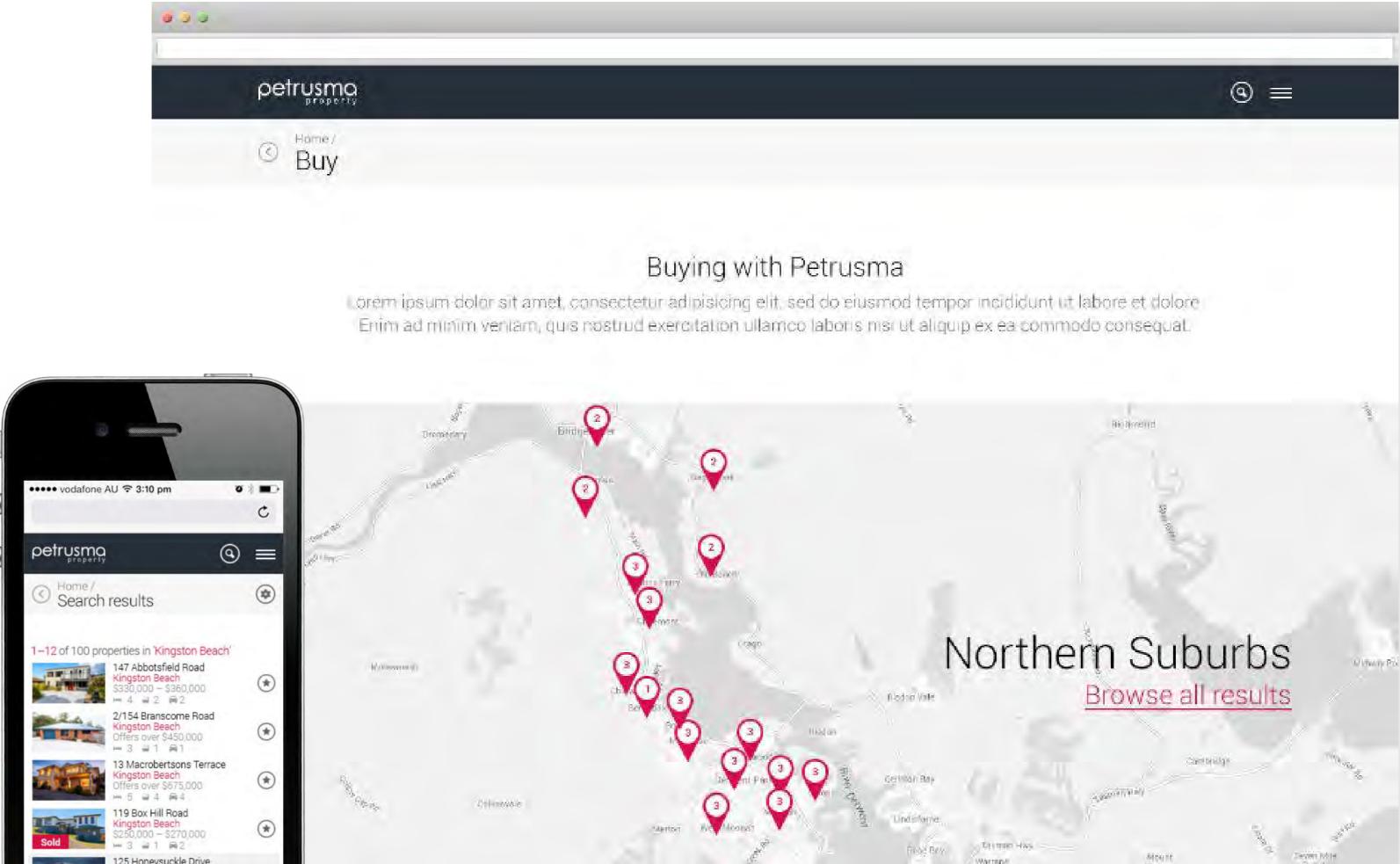
with in-depth agent and office profiles, this helps uncover why Petrusma is the best choice in Southern Tasmania.

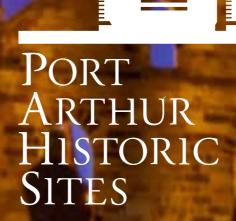
Suburb profiles inform prospective buyers and tenants about neighbourhoods and create another reason to stay on-site. Buying and selling guides provide clear, quality information for newcomers to the market.

Petrusma also passionately supports local and international causes. This led to the development of the 'Petrusma Foundation' section of the website, highlighting causes close to the hearts of Petrusma.

I am proud to have been the creative lead on this sophisticated and boundary-pushing solution.

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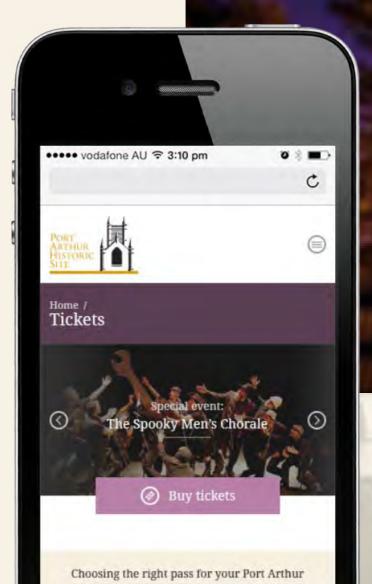


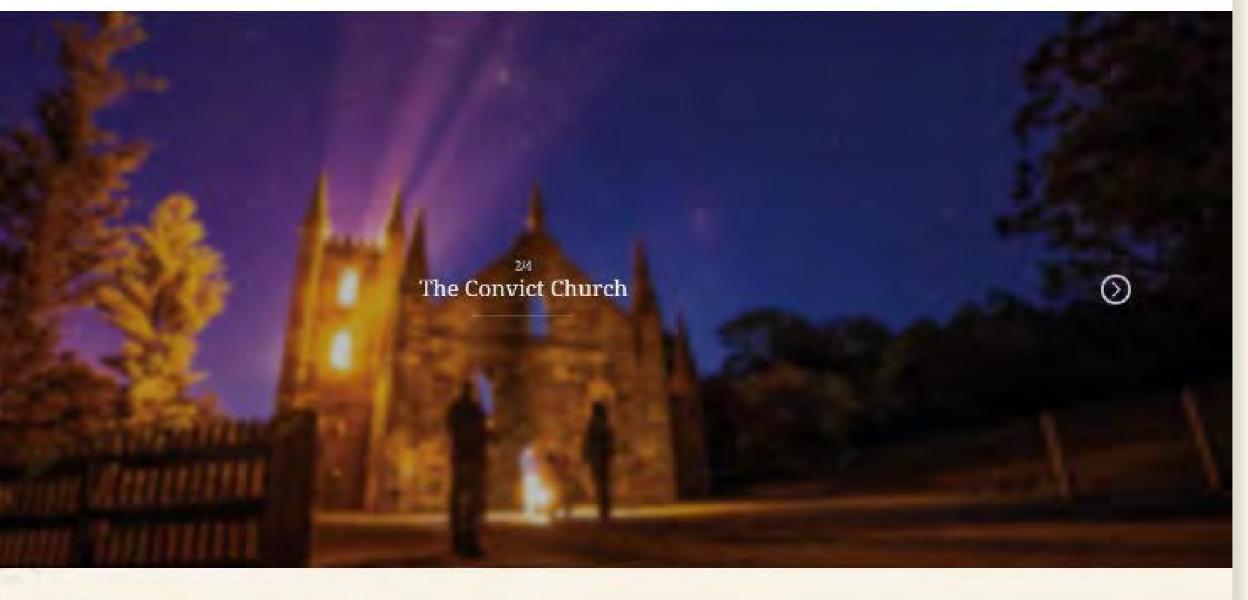
### **Responsive Website** Creative lead / digital strategy / UX/UI design / production design











Port Arthur, Tasmania: One of Australia's most important heritage sites and tourist destinations. Learn more about Port Arthur

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Tickets 💿 Heritage Planner @ Research





I have been involved with design for Port Arthur since 2009, assisting in the roll-out of the previous Port Arthur Historic Sites website.

For the 2014 overhaul, I was the creative lead from the initial contact and played a key part in the digital strategy.

I helped review traffic analytics, user patterns, and completed an audit of all known digital assets to create an integrated digital ecosystem map. This illustrated key pages, bounce rates, what social networks to target, and how to integrate with the website.

I helped review Port Arthur's latest customer segmentation study to assess how to better service these segments in the new solution. In-depth statistical analysis found fundamental flaws in the then-existing website, resulting in the emotional behavioural needs of each user group not being met.

When designing the responsive website, I took a mobile-first approach and focussed on creating emotive hooks such as rich imagery and video to tell the unique stories of Port Arthur.

Site-wide conversion loops were considered in the architecture, and digital campaign assets were created to drive conversions.

The front end of the website was completed and handed over to the client for internal management of the back-end integration.

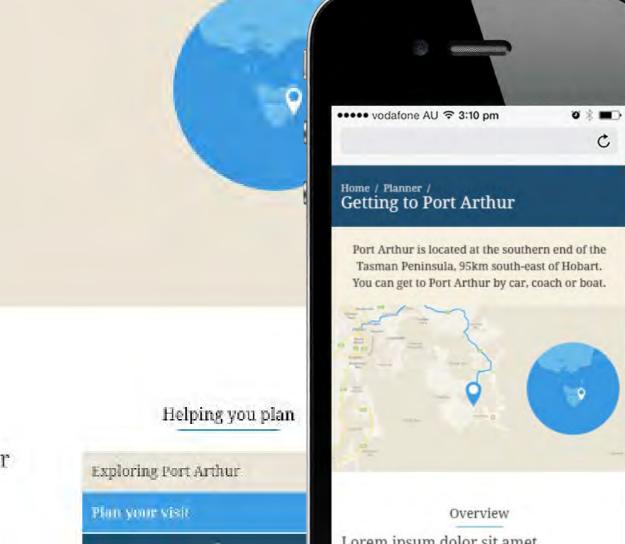
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Home / Planner / **Getting to Port Arthur** 

Port Arthur is located at the southern end of the Tasman Peninsula, 95km south-east of Hobart. You can get to Port Arthur by car, coach or boat. 100 **Biodon Vale** Derwent Park Hobart. Dodgen (Folg) Lauderdate Mount Network Anisoich Thirty Bay 1723 10 cm Kingston Autors and Sistianett Hereiter. 8-34 Hugshille. Weight Antplany  $\odot$ 100 Nedden dare ATH Deption Geovestore Fortabler 🗿 Storm Usy. San tayla 123 1221 Ø Line Add 1111

#### Overview

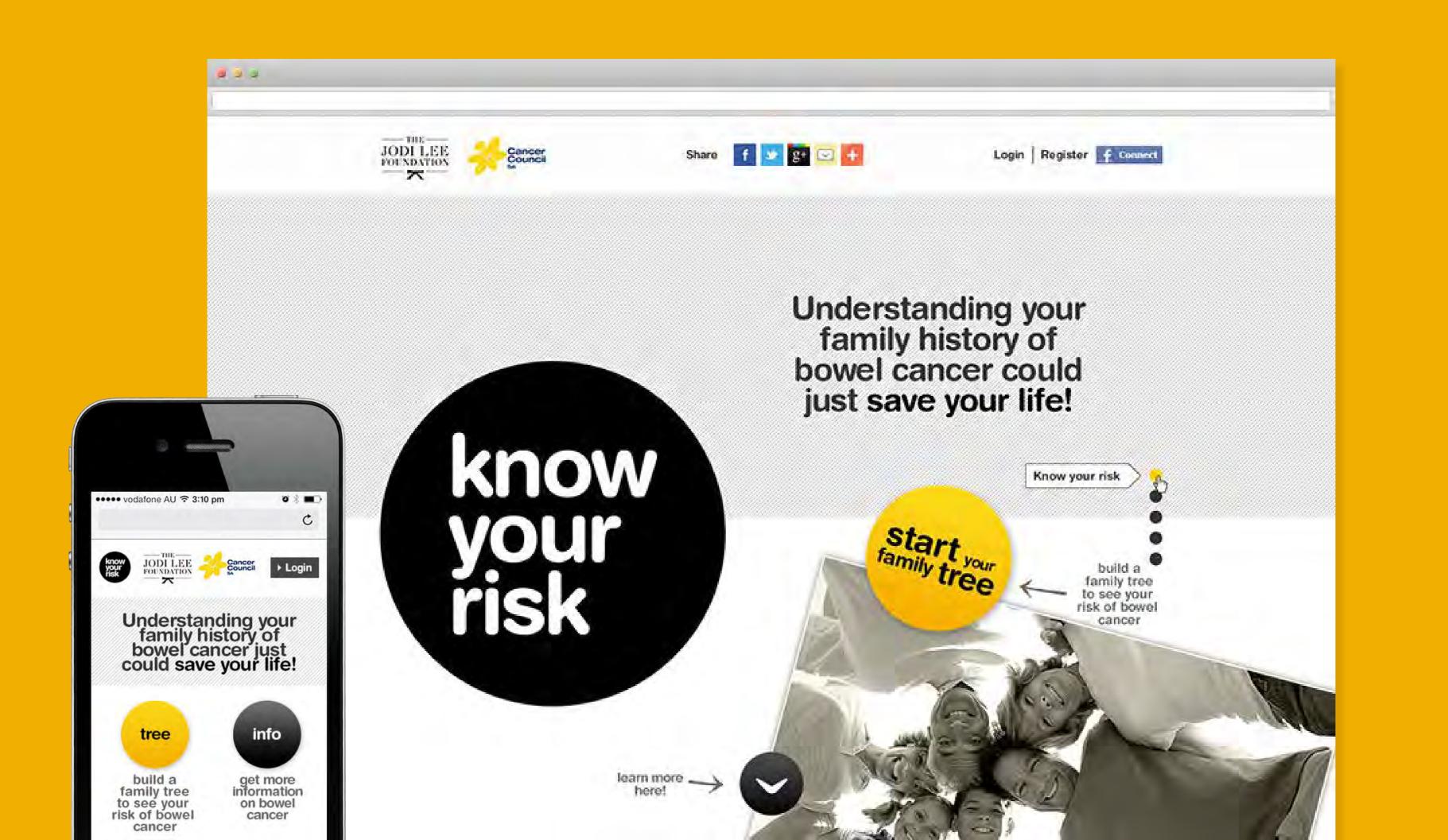
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## **Bowel Cancer Risk Assessment Web Application**

UX/UI design / production design



Know Your Risk was a collaborative effort between Cancer Council SA, The Jodi Lee Foundation, and Flinders University.

The concept was to create a campaign and web application that detects your own personal risk of developing bowel cancer. This is assessed scientifically by looking at the cancer history of your family in the format of a family tree.

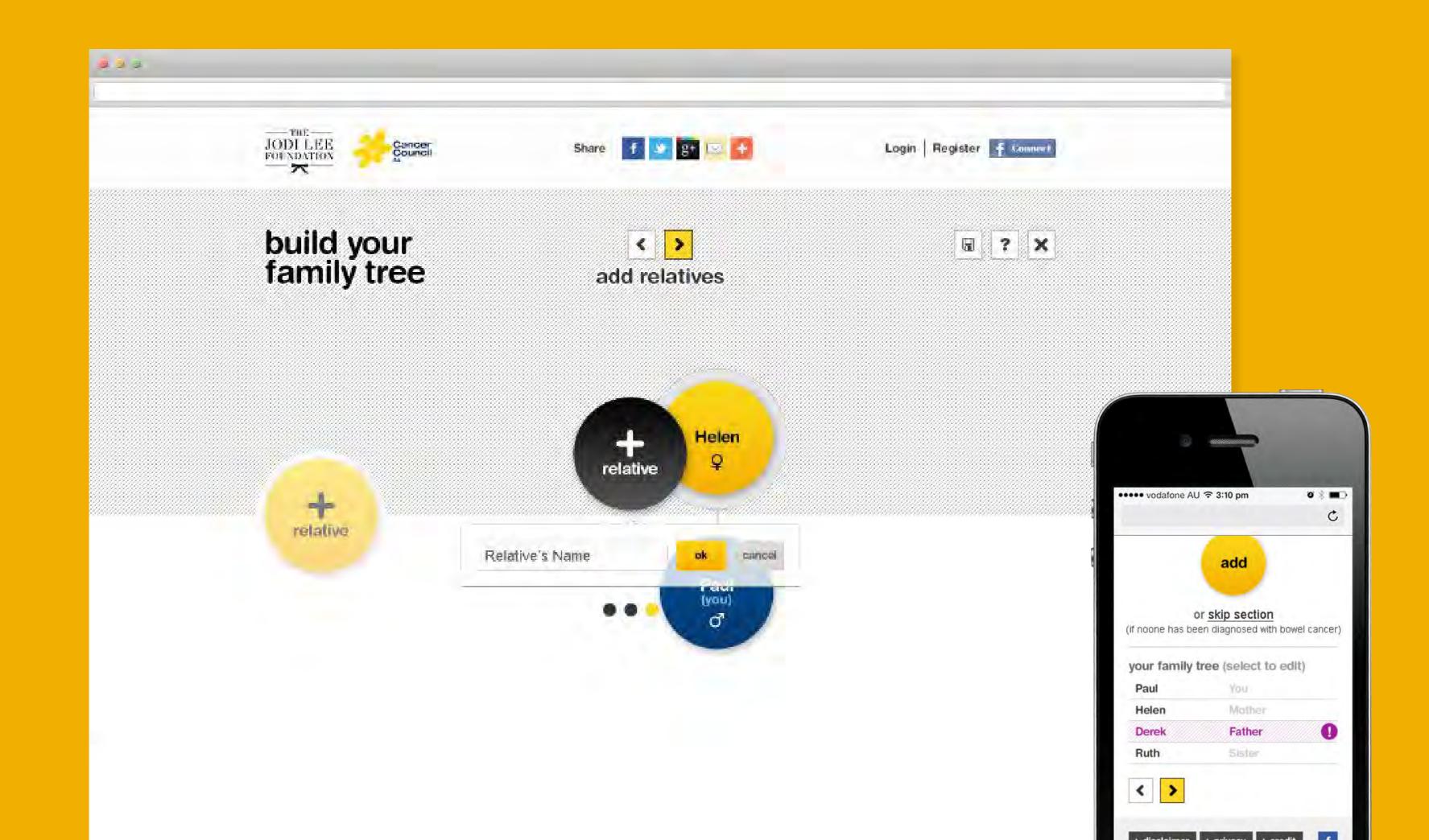
The resulting assessment would be discussed with family and friends, or more importantly, raised with your GP for further screening.

This was one of the most challenging UI/UX projects I have been involved with. Drag and drop functionality was used as a fun engaging way to create a family tree. Consideration had to be made for the targeted age demographic (50+) and user steering throughout the tree-building process was essential.

Interface helpers guide users to drop points and data input areas are clearly broken into steps. Information bubbles contextually assist in guiding the user between key areas.

As well as the drag-and-drop version of the application, a simple accessible table version was created for non-optimised web and mobile browsers.

The resulting application is a truly unique, engaging user experience that will hopefully save lives. Early detection saves lives!



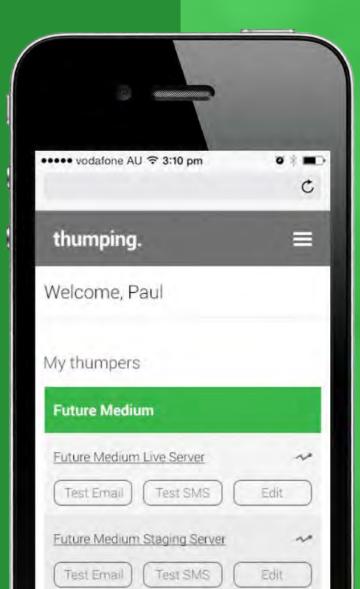


## **Thumping Server Admin Application** Creative lead / identity / UX/UI design / production design

### thumping.

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Thumping monitors your servers and alerts you when badness happens. It's quick to setup, cheap & pain free to maintain. 

Create a free account



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Sign-in now

## Thumping monitors your server and alerts you when issues arise.

I was engaged to refresh the applicat and prepare the Thumpnig product for commercialisation.

Although technically sound, the appli designed by software engineers and some basic UX principles.

I wanted the user journey to be simple remain consistent when landing on the learning about the product, deciding Thumping, creating an account, and a end product.

ation	Due to the simplicity of the application I took
ation	Due to the simplicity of the application, I took
for	an outside-in approach; starting with an identity
	revamp, marketing collateral development, and
	external marketing website first.
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d lacked	I then followed the patterns I had designed
	for the marketing material as a base for the
	application interface.
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the site,	The resulting application is clean, simple, and
g to use	easy to use. The promotional website creates a
d using the	seamless transition from prospect to customer.

Home /

## About

### 24x7 site monitoring

Thumping monitors your websites performance and records downtime.

### Real-time alerts

Instantly receive real-time alerts and notifications via SMS and Email.

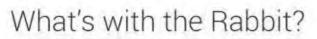
### Multiple users

Create multiple user accounts for access to the monitoring dashboard and to receive notifications.

### Cloud based solution

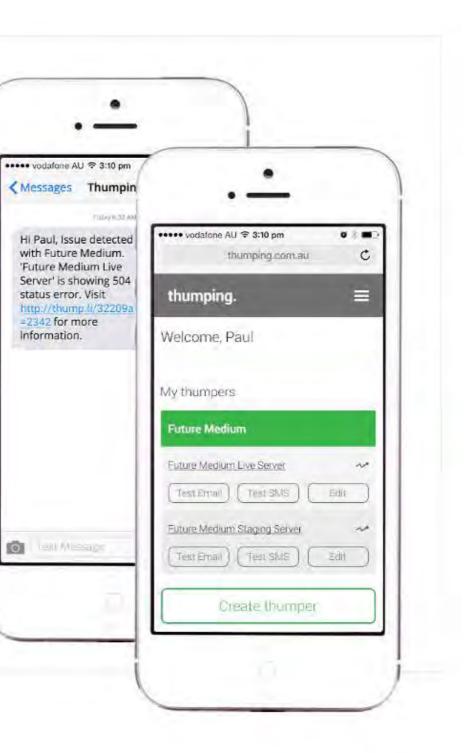
Thumping is a sophisticated cloud hosted monitoring solution, meaning zero server setup for you!

Create a free account



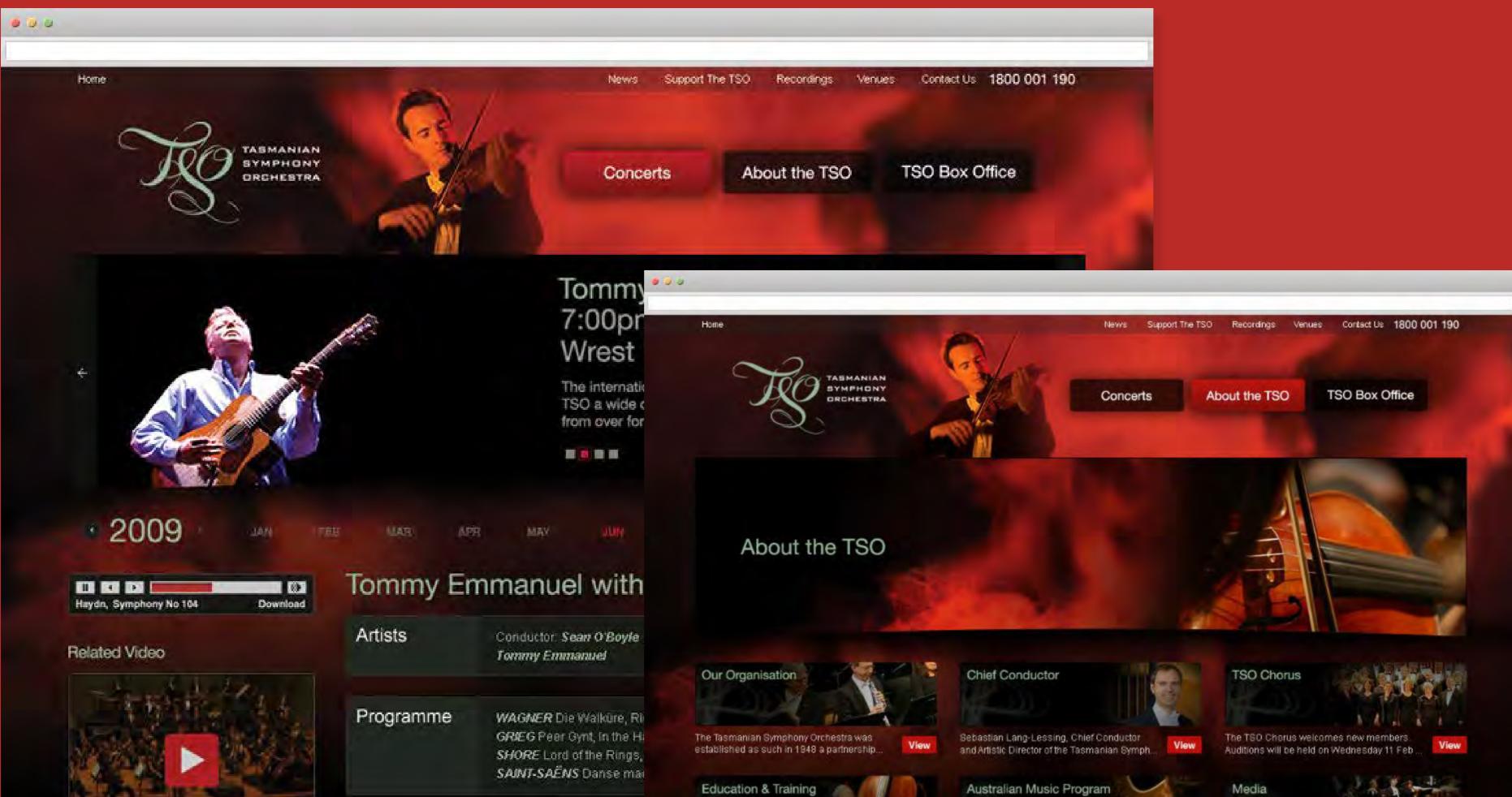
A Rabbits natural reaction to danger is to thump their rear legs to sound a warning. Thumping will sound a warning via SMS or Email notification at the first sign of danger with your websites.







## Tasmanian Symphony Orchestra Creative lead / digital strategy / UX/UI designn / production design



## Tasmania's premier performing arts organisation ignites the senses.

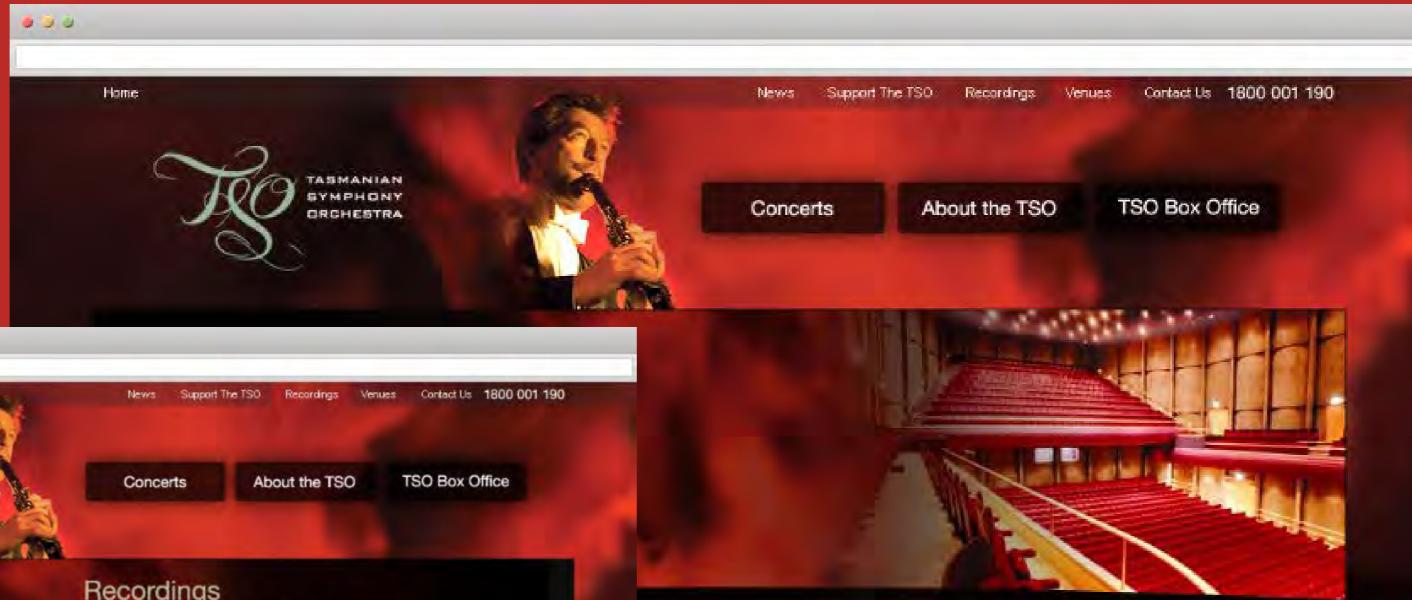
The Tasmanian Symphony Orchestra is arguably the most revered symphony orchestra in Australia. In 2009, I was privileged to lead the digital launch of the 'ignite' direction for the TSO.

The key requirement for the website was to highlight the upcoming roster of events and convert website users into ticket holders.

I designed an interactive events browser that meshed Flash and AJAX dynamic page loading to create a 'cover-flow' style browser for upcoming events, clearly highlighting ticketing calls to action and important event information. An important business requirement was that the TSO's recordings could also be purchased from the site. The same 'cover-flow' browsing technique was employed to browse through the TSO's extensive album catalogue.

Ticketing and album sales were handled externally through Tessitura enterprise software. I collaborated with POP (Seattle) for the integration of design elements into the system.

Being involved with such an important performing arts organisation was an extremely rewarding experience.





### Australian Composers Series Volume 1 and 2

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Tasmanian Symphony Orchestra Richard Mills, conductor

From the rustic honesty of Shaker Dances to the nostalgia of the Palm Court Suite and the affectionate

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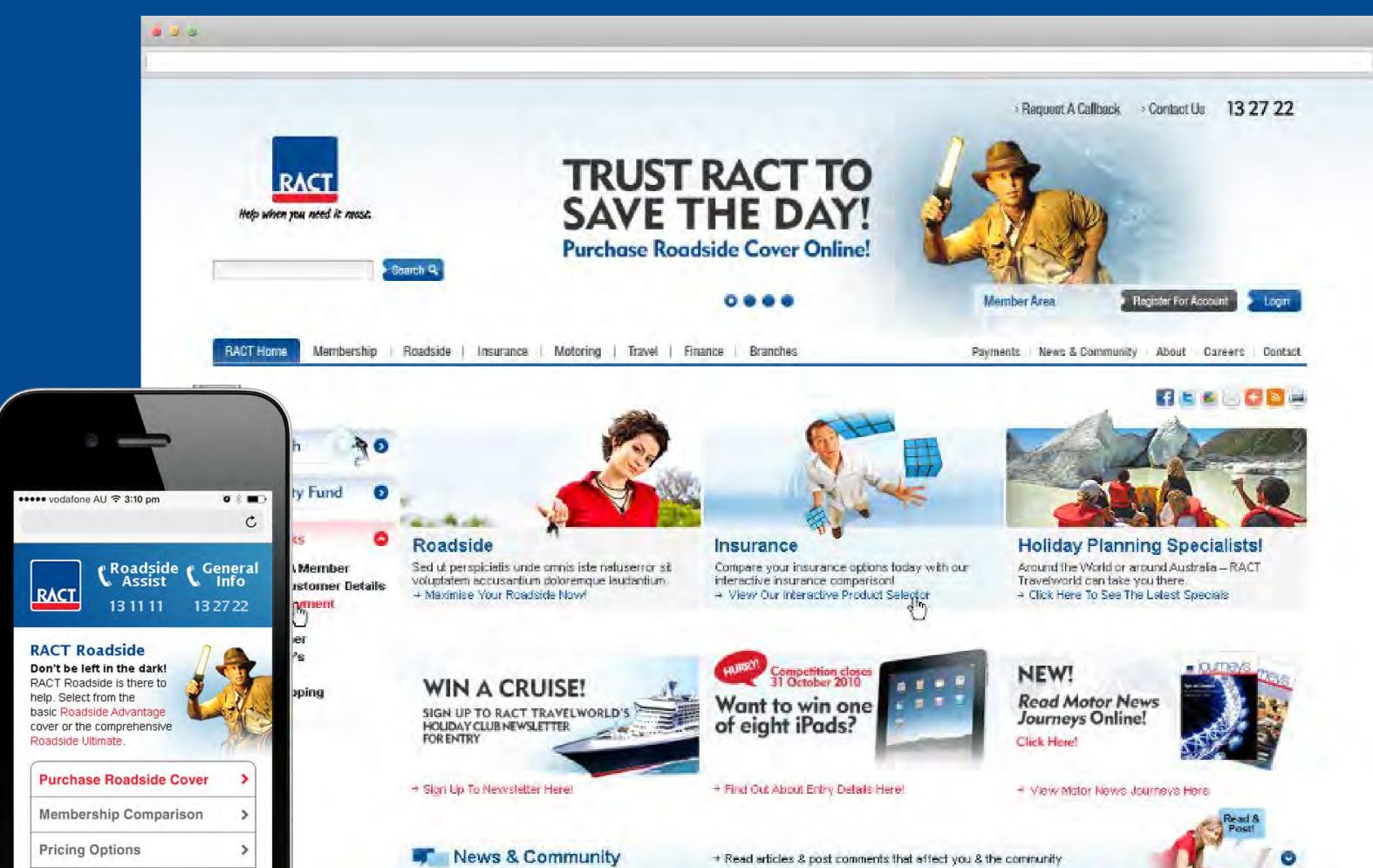
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### **Royal Automobile Club of Tasmania** Creative lead / UX/UI design / production design



An engaging community hub for Tasmania's largest member-based organisation.

From 2008 to 2012 I was the creative lead for the RACT's ongoing digital redevelopment and community engagement roll-out.

For the initial redesign of the website, I integrated multiple business units; RACT Roadside, Motoring, RACT Insurance, Finance, and Travel.

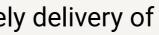
These units had their own individual business requirements, and pulling everything together in a cohesive manner was a massive achievement.

Marketing played a large part in the business requirements for RACT. Ongoing weekly meetings with the client and marketing agency Clemenger ensured consistent, timely delivery of new campaigns.

#### Later releases included:

- A member area for accounts and payments
- Member-only offers
- Footy tipping platform
- Road safety & advocacy blog
- 'Fuel watch' web application
- 'Show Your Card & Save' iPhone application
- A streamlined insurance quoting system

This was an amazing opportunity where I proactively and iteratively pushed out new concepts for user engagement, e-commerce systems, and promotions.







# Thanks! Here's your building & contents quote.

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This quote is valid for 14 days.

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Security Discount	C
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WOW! Look at

these benefits:

Flood Cover

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Quote #9822

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Help when you need it most.

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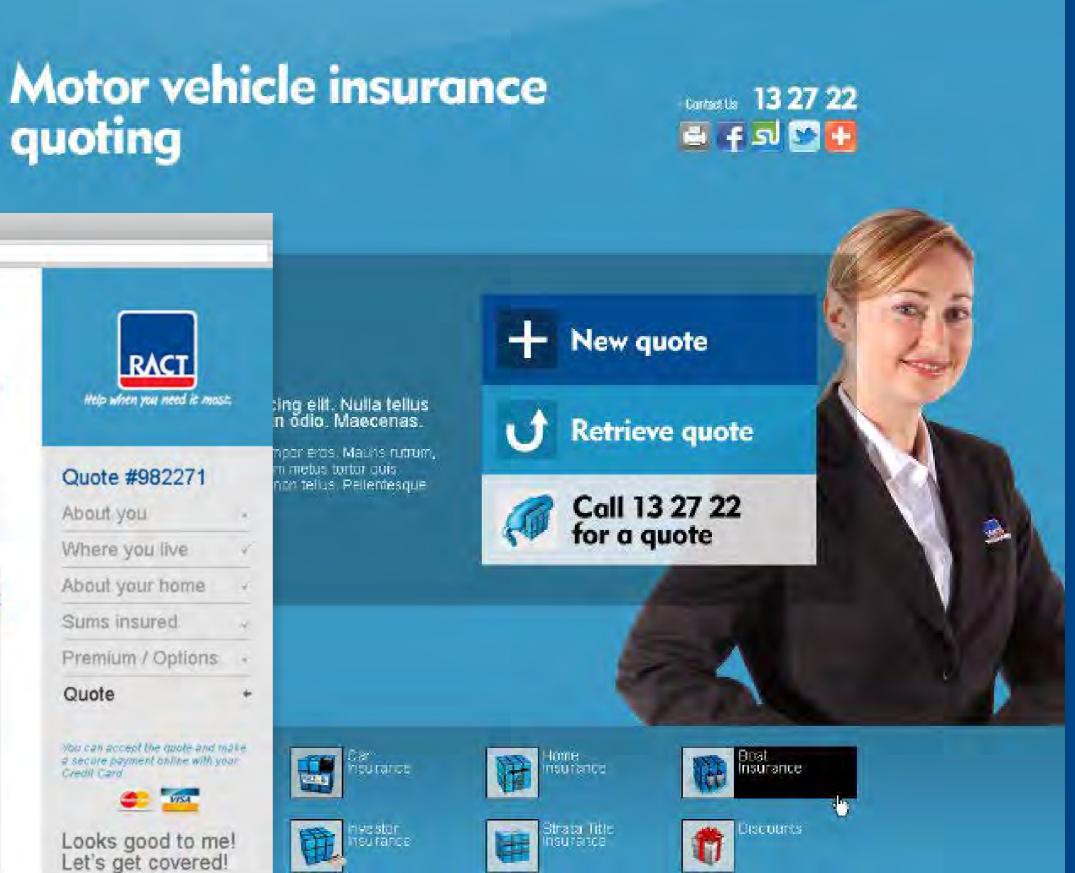
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Looks good to me! Let's get covered!



# Thank you

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