

# Nick Telarico

User Profile Page (Test Project)

# User Profile Page / Built In Test Project

## The Concept

**Built In is looking to create a new User Profile page.** This user-centric page will act as a **public resume** where a user can showcase their achievements to companies looking for potential candidates, and where fellow tech-minded individuals can connect with others within the community.

### Project Outline

- Design a new Built In User Profile Page
- Choose either mobile OR desktop
- Utilize our fonts, colors and brand aesthetics
- The page should include: Work experience, skills, location, contact information, headshot and any additional information you think would be helpful for companies looking to hire or fellow community members looking to connect.

# User Profile Page / Built In Test Project

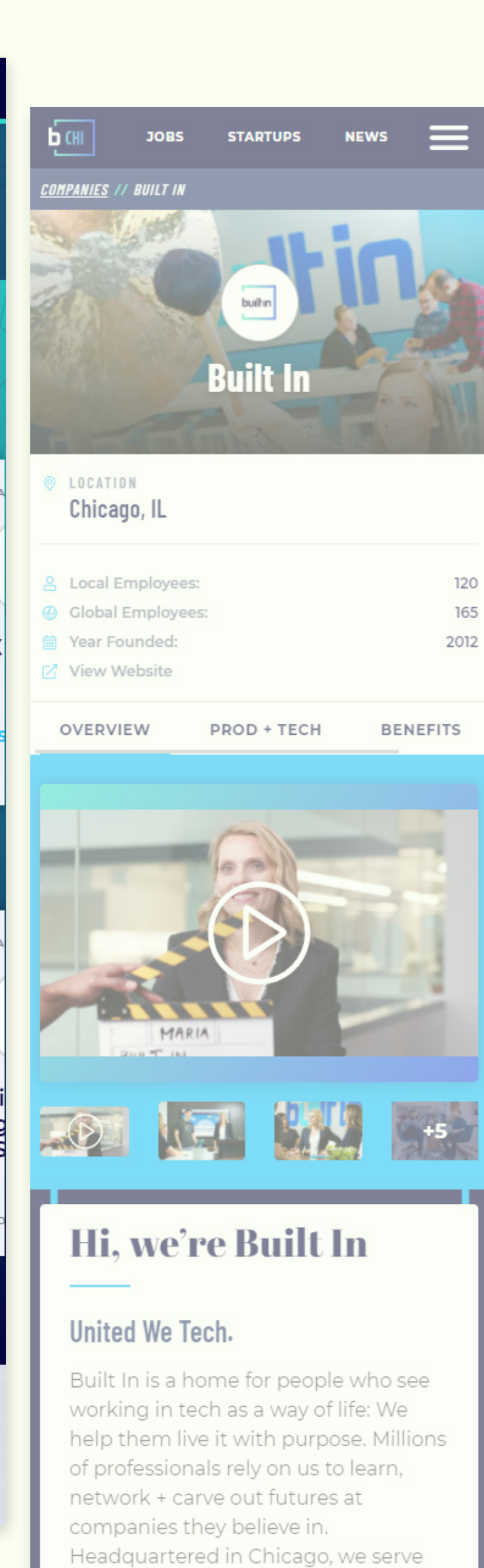
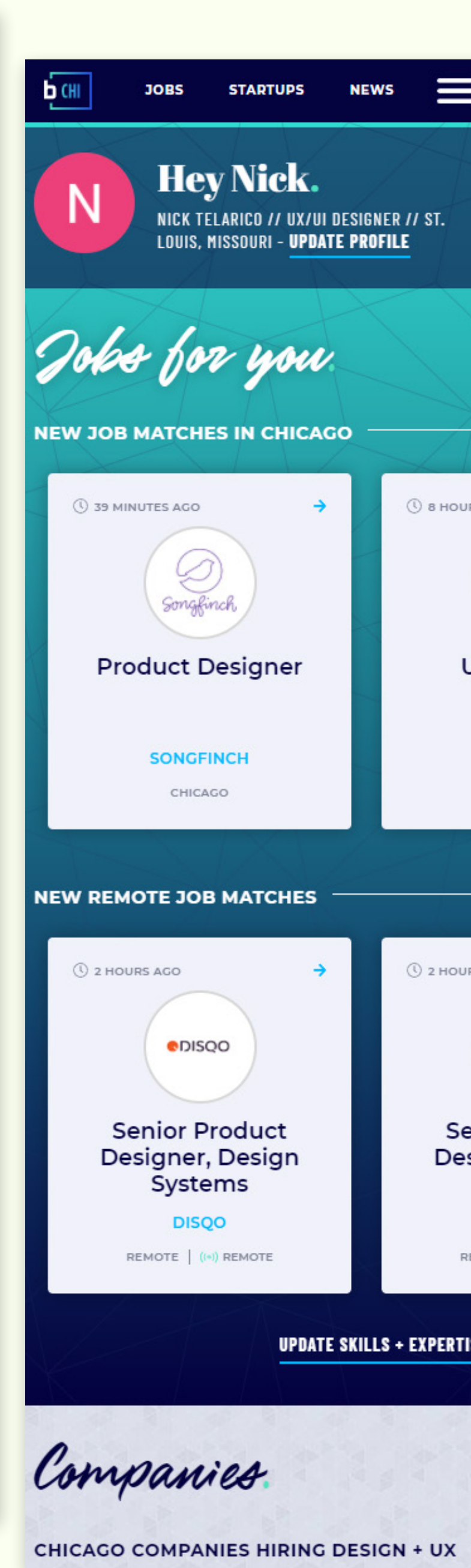
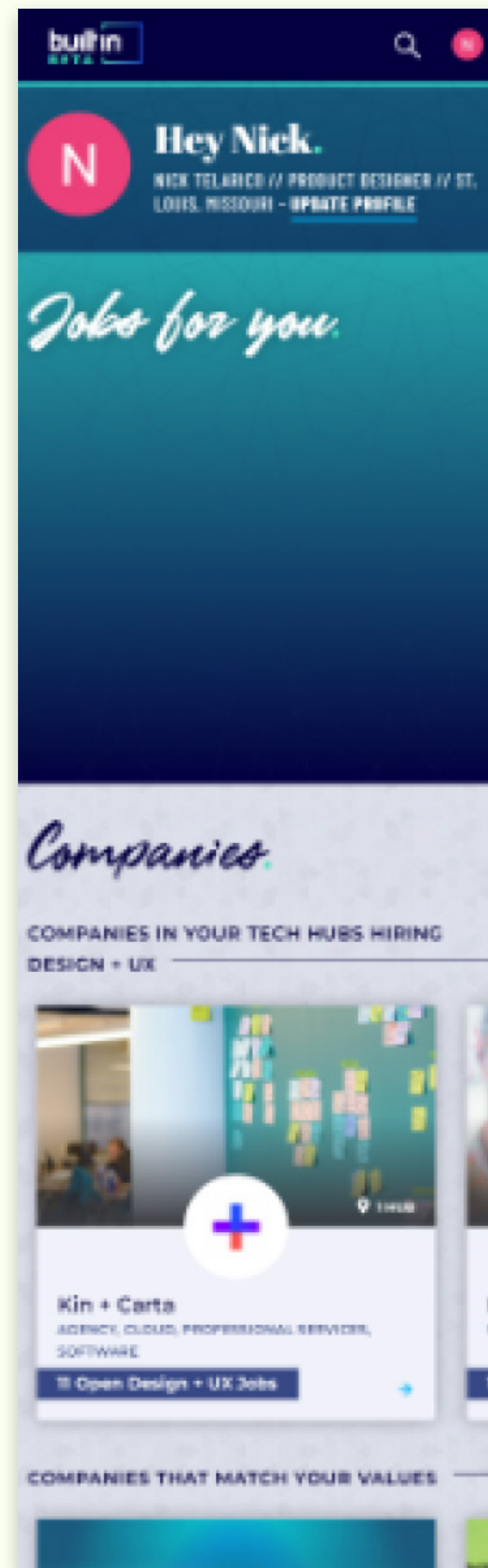
## The Research: Existing Content

### Built In User Feed

The current Built In user dashboard shows companies to connect with and tailored content that is relevant to a user's selected interests. This is a great place to get acquainted with the existing visual language.

### Built In Company Profile

Built In does have profile pages for companies already, which contain tons of information (*location, openings, size, year founded, contact info, etc.*). It's good for building an expectation of how information should be organized or prioritized based on the current design system.





# User Profile Page / Built In Test Project

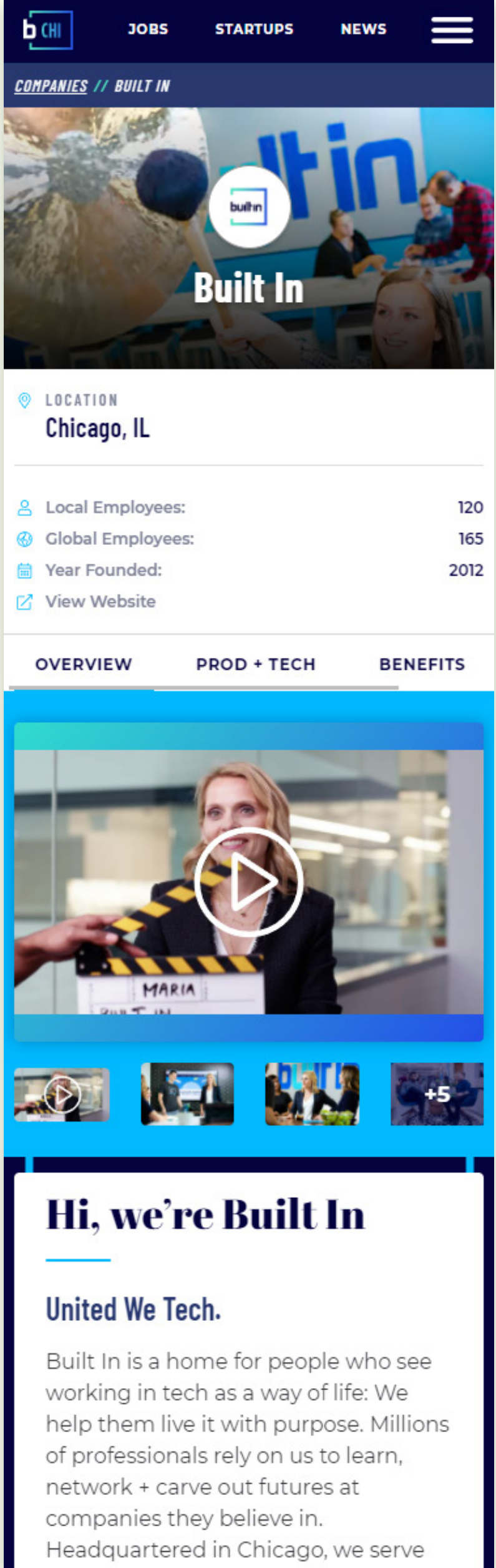
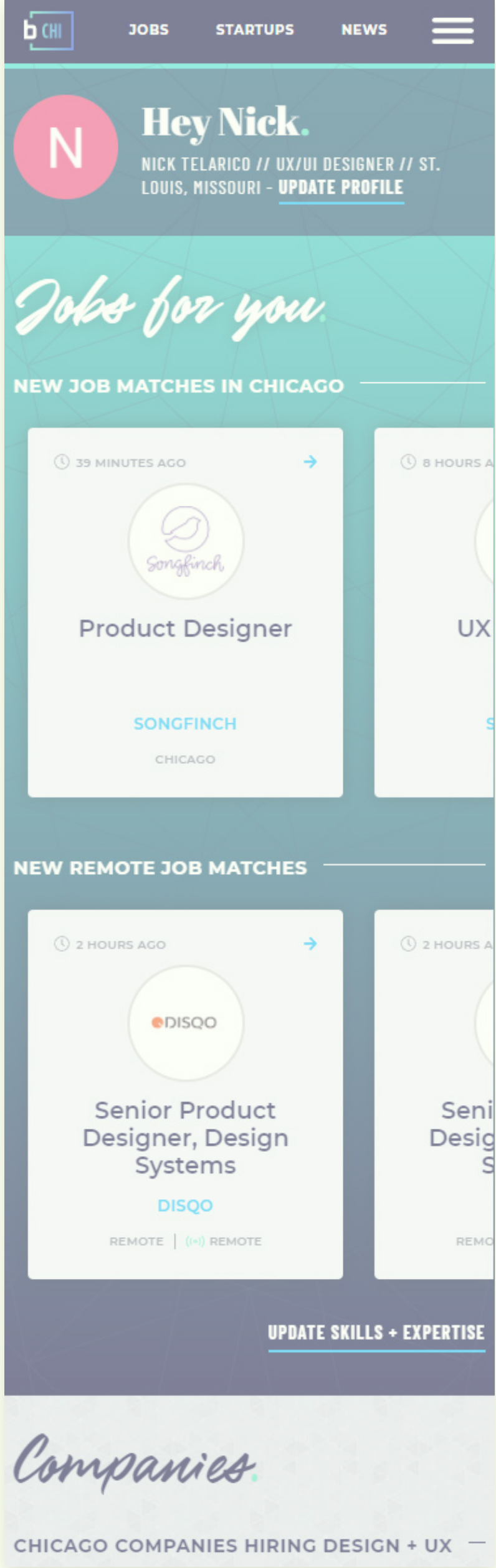
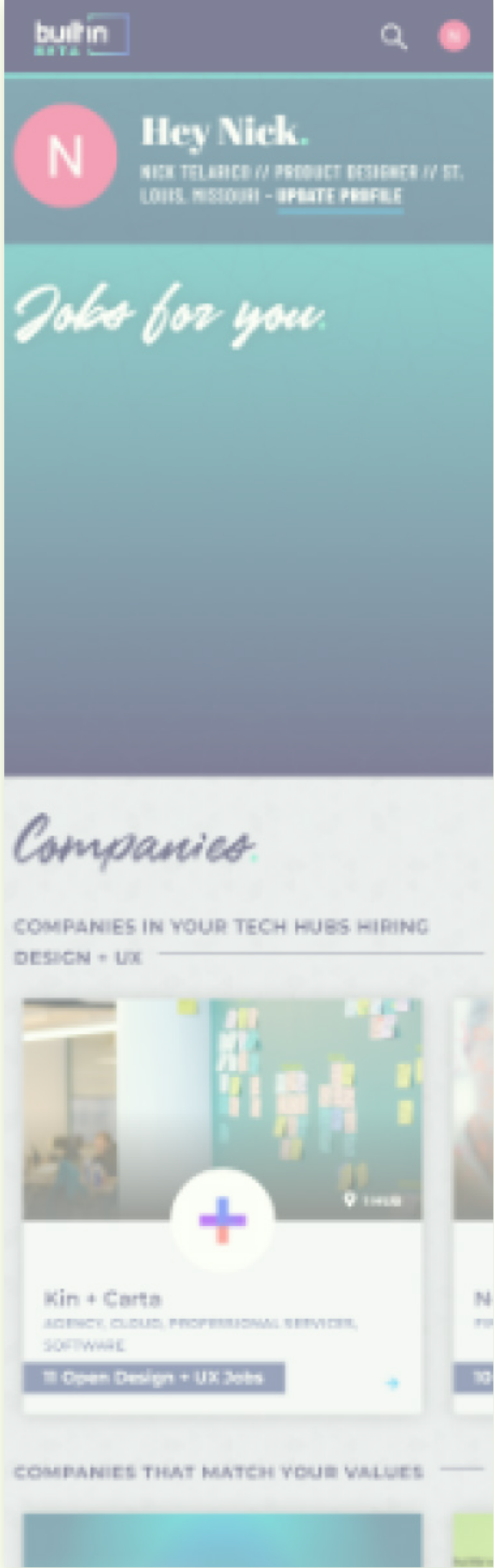
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# User Profile Page / Built In Test Project

## The Research: Competitor Analysis

### Facebook

Facebook is the number one most widely used social media platform with over 1,000,000,000 registered users, so *(as much as I hate to admit this)* they must be doing *something* right.

I drew inspiration from the way they bullet-point details about each user in a quickly scannable but highly informative manner.

### LinkedIn

With an official launch just over a year before Facebook, **LinkedIn has pioneered the digital resume over the last 18 years.** They do *tons and tons* of things “right” but there are still tweaks I would make if I had the personal authority to do so.

I think the best parts of the LinkedIn user profile page are the way **experience and education information is structured**, followed by **the ability to showcase Skills**, plus **giving users their own voice** by allowing them to write and post content really helps users **communicate their truest professional selves** to their network.

A screenshot of a Facebook profile for Nick Telarico. The profile includes a cover photo of an airplane in a blue sky, a profile picture of Nick, and a bio: "Artist, designer, musician, maker." Below the bio are buttons for "Edit Profile" and a menu icon. The profile lists work experience at Jaycox Brands, education at Missouri State University, and personal details: lives in Crestwood, Missouri; from Washington, Missouri; and engaged to Alyssa Muschal. There is a "See Your About Info" link. A section for "Friends" shows 250 friends with a "Find Friends" link and a "See All Friends" button at the bottom.

A screenshot of a LinkedIn profile for Nick Telarico. The profile includes a "Posts" section with a "What's on your mind?" prompt and options for "Photo", "Check In", and "Life Event". Below is a "Jaycox Brands" logo, followed by "Studied Design at Missouri State University". Personal details include "Lives in Crestwood, Missouri", "From Washington, Missouri", and "Engaged to Alyssa Muschal". There is a "See Your About Info" link. A "Search" bar is visible. The profile lists "User Experience Designer" at Missouri State University in St. Louis, Missouri, with 104 connections. It includes an "Open to job opportunities" section with a list of roles: "User Experience Designer, User Interface Designer, Product Designer and Designer...". There is a "See all details" link and a link to "All LinkedIn members". The "About" section contains the text: "Designer by day, artist/musician by night. My love for all things creative is the reason I keep waking up in the morning." The "Activity" section shows 104 followers and a post snippet: "The best way to avoid a 'worker shortage' is to make sure your employees don't quit in the first place. Th...". There is a "See all" link at the bottom.

A screenshot of a LinkedIn profile for Nick Telarico, showing the "Experience", "Education", and "Skills" sections. The "Experience" section lists three roles: "Product Designer" at Jaycox Brands (Sep 2020 - Jul 2021, 11 mos, Fenton, Missouri, United States), "Web Developer" at Hot Lava Media (Oct 2019 - Sep 2020, 1 yr, Saint Louis, MO), and "Web Designer" at JumpSIX Digital Marketing, LLC (Sep 2017 - Jul 2018, 11 mos, Springfield, Missouri, United States). The "Education" section lists two degrees: "Bachelor of Fine Arts (B.F.A.) · Design" from Missouri State University (2014 - 2016, Grade: 3.31/4.0) and "Associate of Fine Art · Fine and Studio Arts" from East Central College (2011 - 2014, Grade: 3.33/4.0). The "Skills" section lists "Web Design", "Lead Generation", "User Experience (UX)", "User Interface Design", "Figma", "CSS", "HTML", "JavaScript", "jQuery", and "WordPress". There are "Add experience", "Add education", and "Add skills" buttons. "See more" links are present at the end of each section.



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This screenshot shows the top portion of a Facebook profile for Nick Telarico. At the top, there is a back arrow, the name 'Nick Telarico', and a profile picture. Below the profile picture is a cover photo of an airplane in a blue sky. The name 'Nick Telarico' is displayed in bold, followed by the bio 'Artist, designer, musician, maker.' and a blue 'Edit Profile' button. Below this is a list of details: 'Jaycox Brands', 'Studied Design at Missouri State University', 'Lives in Crestwood, Missouri', 'From Washington, Missouri', and 'Engaged to Alyssa Muschal'. At the bottom of this section is a 'See Your About Info' link and a row of three small photos of friends.

This screenshot shows the 'Posts' section of a Facebook profile. It features a text input field with the placeholder 'What's on your mind?' and a 'Photo' button. Below the input are three filter buttons: 'Photo', 'Check In', and 'Life Event'. A list of posts follows, including one from 'Jaycox Brands' and another from 'Missouri State University'.

This screenshot shows the 'About' section of a LinkedIn profile for Nick Telarico. It includes a search bar, a profile picture, and a cover photo. The name 'Nick Telarico' is in bold, followed by the title 'User Experience Designer' and 'Missouri State University'. Below this is a summary of skills: 'Open to job opportunities', 'User Experience Designer, User Interface Designer, Product Designer and Designer...', and a 'See all details' link. At the bottom, it says 'All LinkedIn members'.

This screenshot shows the 'Activity' section of a LinkedIn profile. It displays the name 'Activity' and the number of followers '104 followers'. Below this is a snippet of a post: 'The best way to avoid a "worker shortage" is to make sure your employees don't quit in the first place. Th... You liked this'. A 'See all' link is at the bottom.

This screenshot shows the 'Experience' section of a LinkedIn profile. It starts with a '+ Add experience' button. Below are three job entries: 'Product Designer' at 'Jaycox Brands' (Sep 2020 - Jul 2021), 'Web Developer' at 'Hot Lava Media' (Oct 2019 - Sep 2020), and 'Web Designer' at 'JumpSIX Digital Marketing, LLC' (Sep 2017 - Jul 2018). Each entry includes the company name, dates, and location. A 'See more' link is at the bottom.

This screenshot shows the 'Education' section of a LinkedIn profile. It starts with a '+ Add education' button. Below are two education entries: 'Missouri State University' (Bachelor of Fine Arts (B.F.A.) - Design, 2014 - 2016) and 'East Central College' (Associate of Fine Art - Fine and Studio Arts, 2011 - 2014). Each entry includes the institution name, degree, and dates. A 'See more' link is at the bottom.

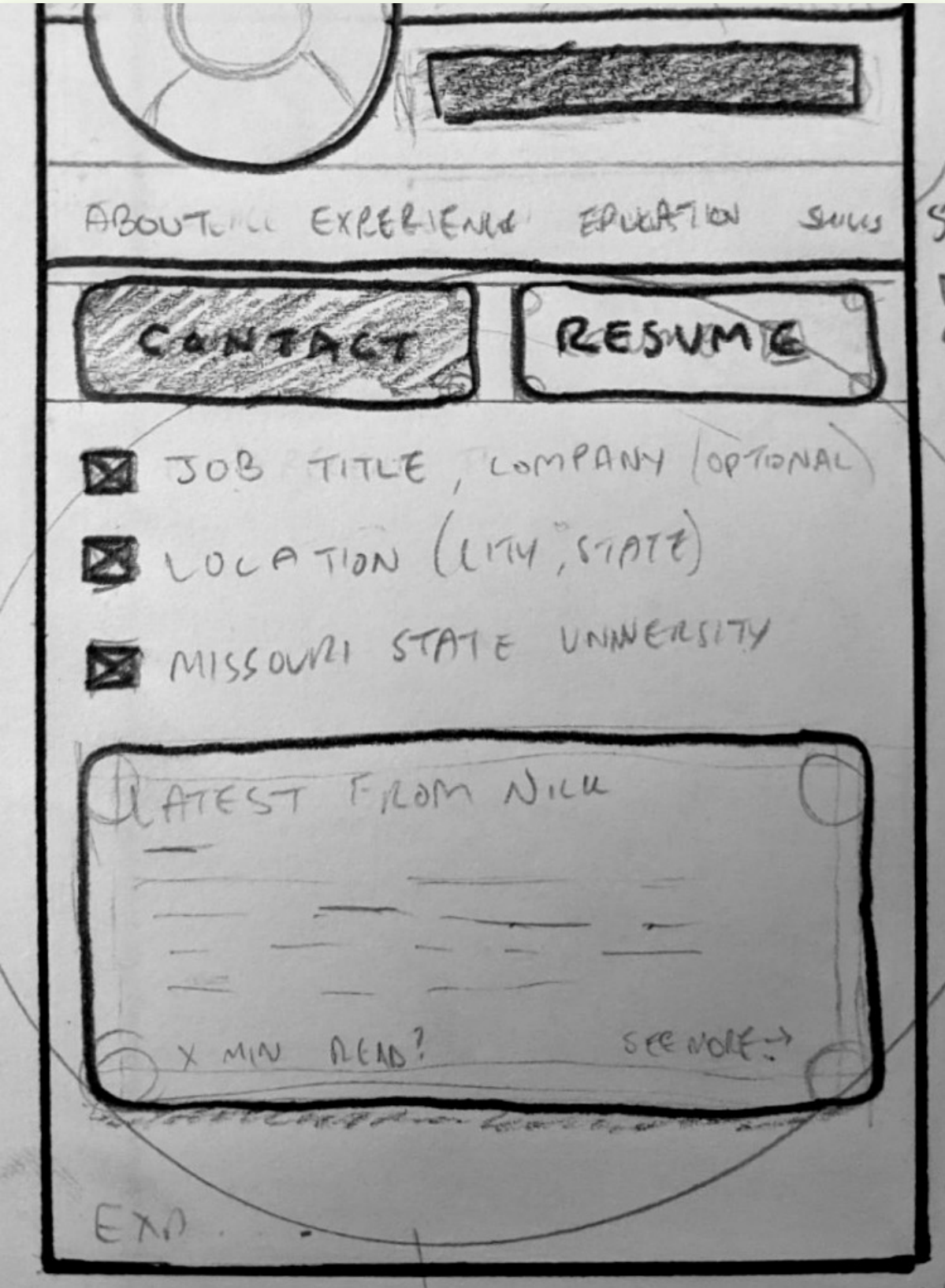
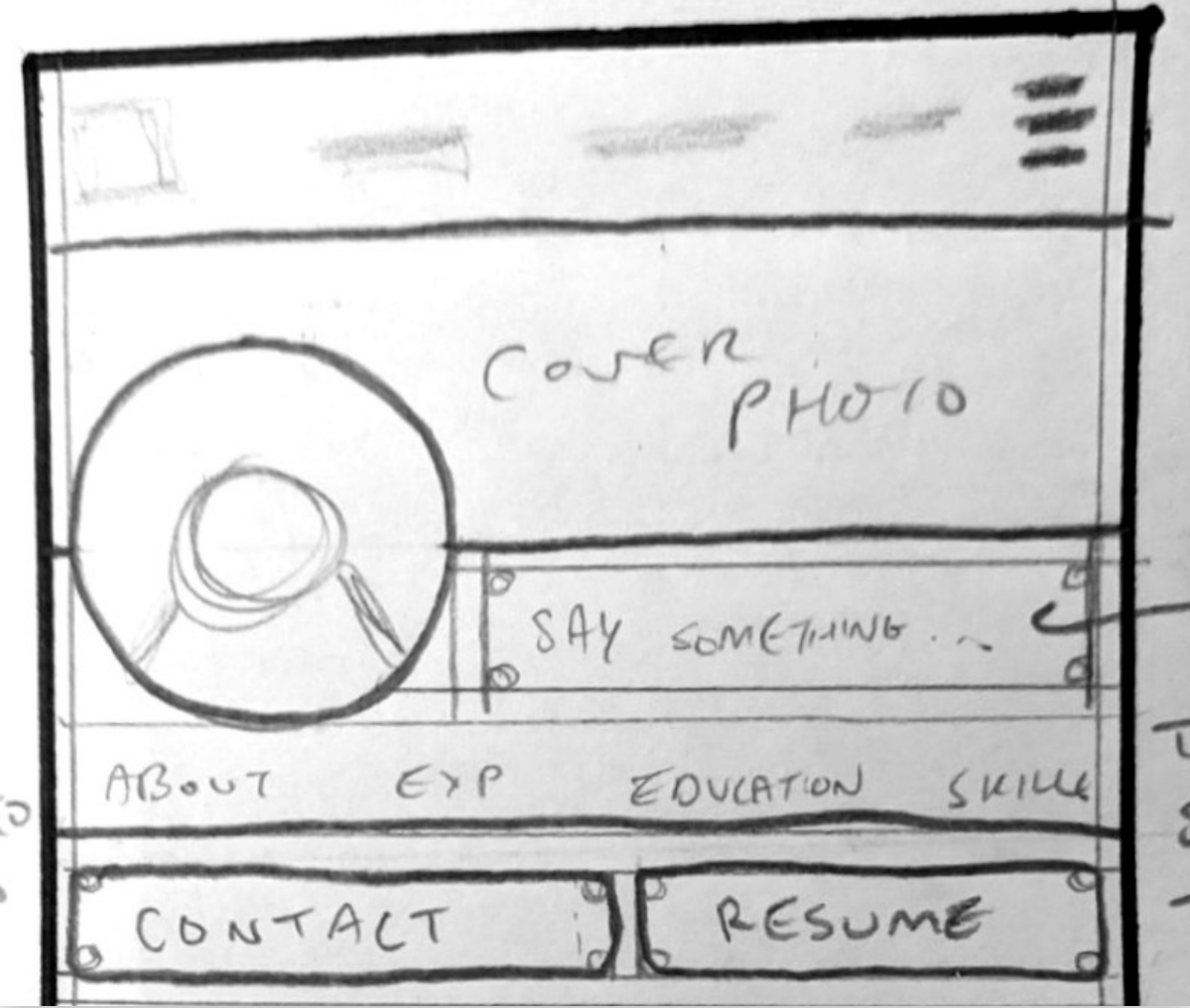
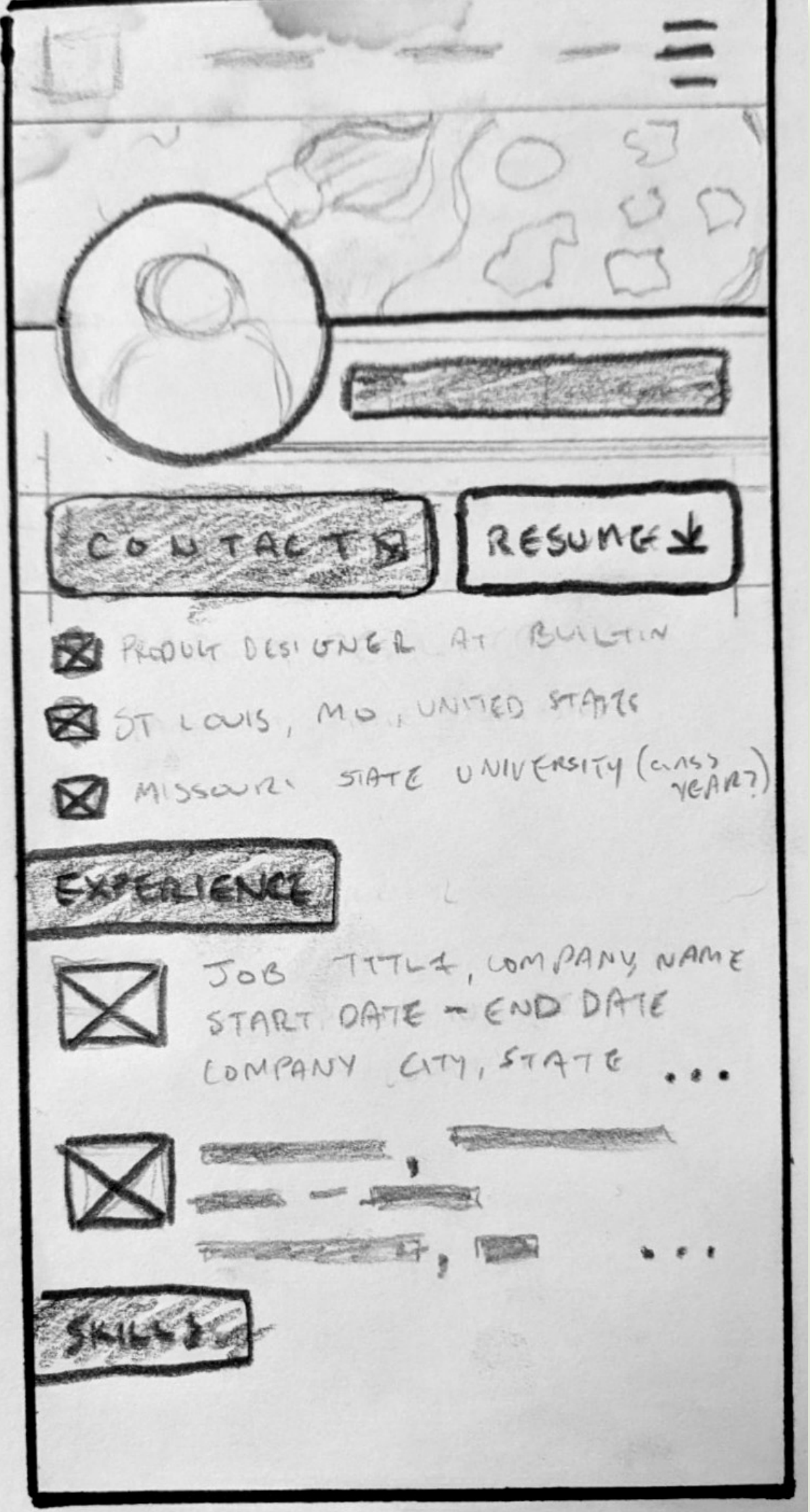
This screenshot shows the 'Skills' section of a LinkedIn profile. It starts with a '+ Add skills' button. Below are several skills listed: 'Web Design', 'Lead Generation', 'User Experience (UX)', 'User Interface Design', 'Figma', 'CSS', 'HTML', 'JavaScript', 'jQuery', and 'WordPress'. A 'See more' link is at the bottom.



# User Profile Page / Built In Test Project

## Sketches & Planning

Drawing out quick sketches helped identify any problems with ideas and pointed out where there was room for more features. One of the biggest takeaways from these sketches was the realization that there are two sides to a profile page: the one the profile owner interacts with, and the one other users (*companies, colleagues*) interact with

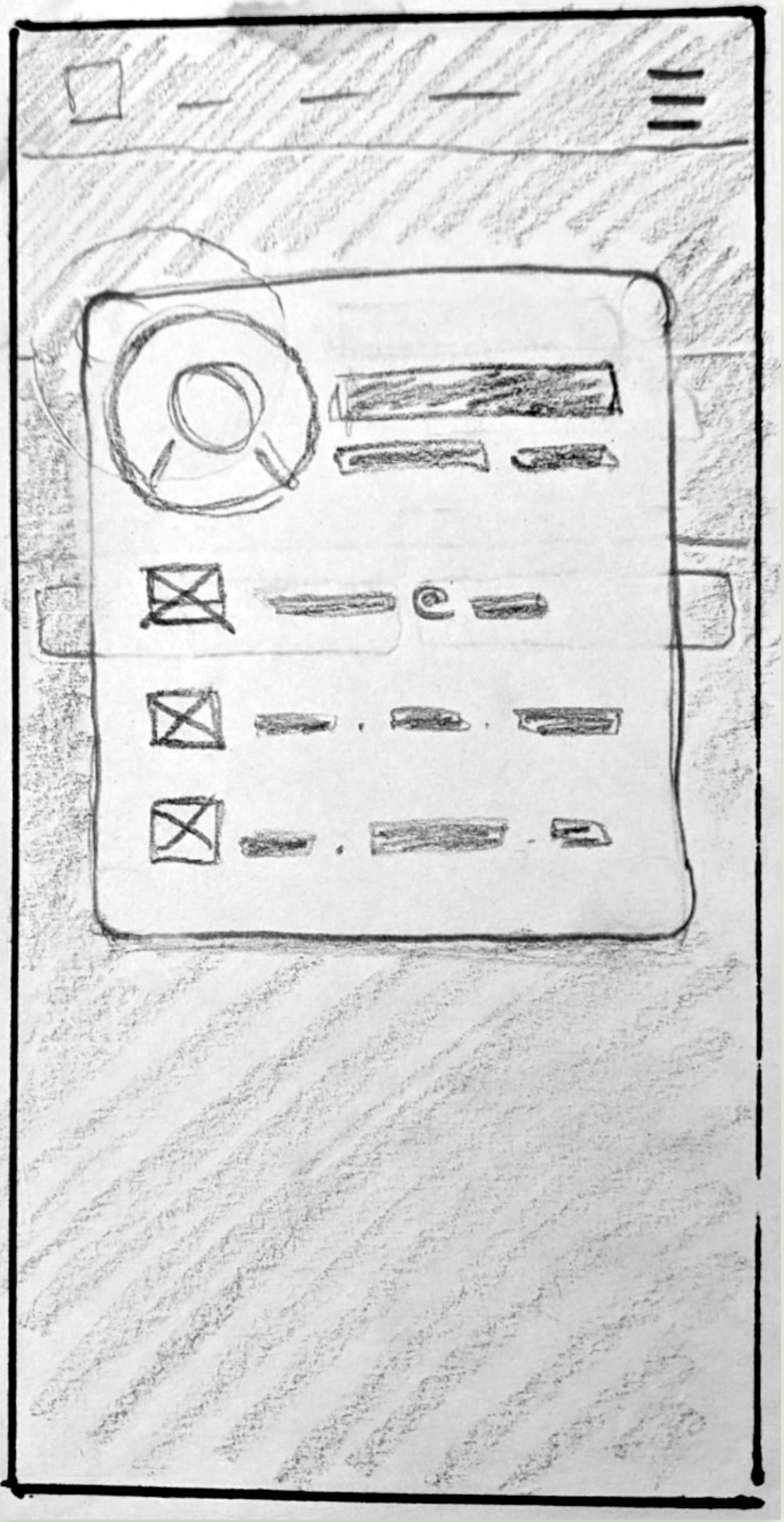
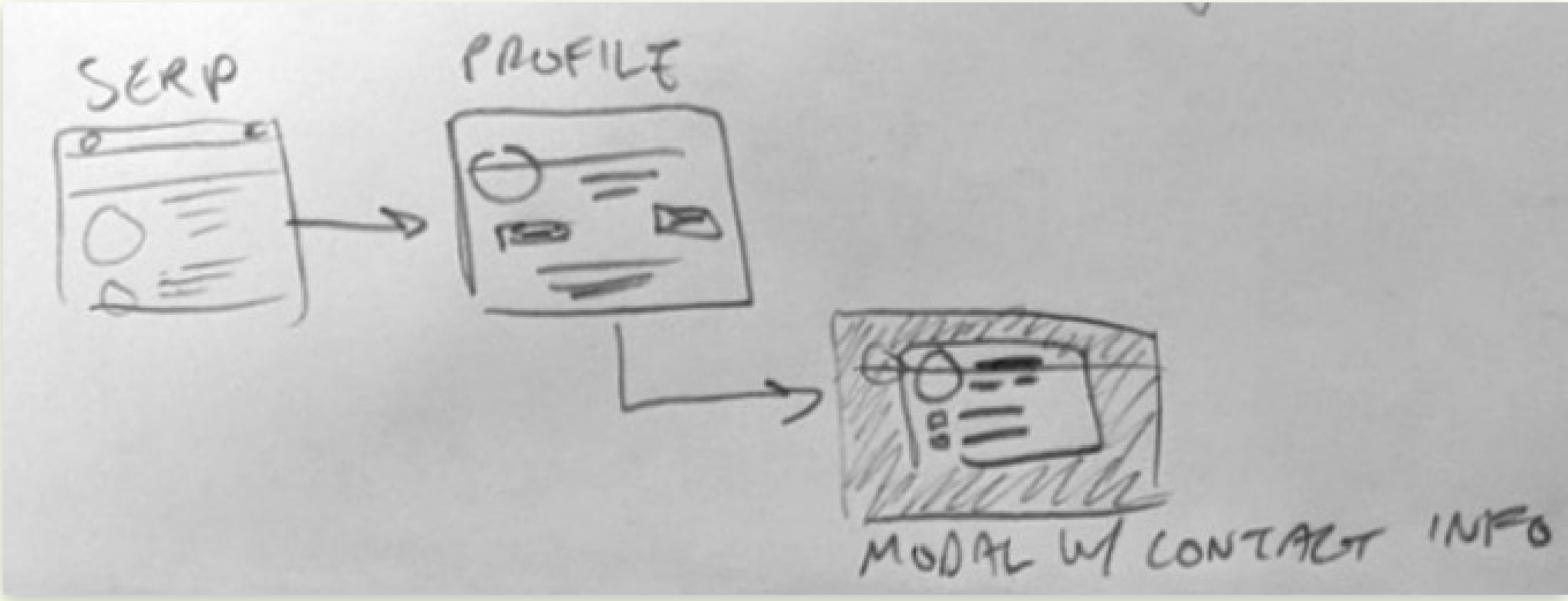
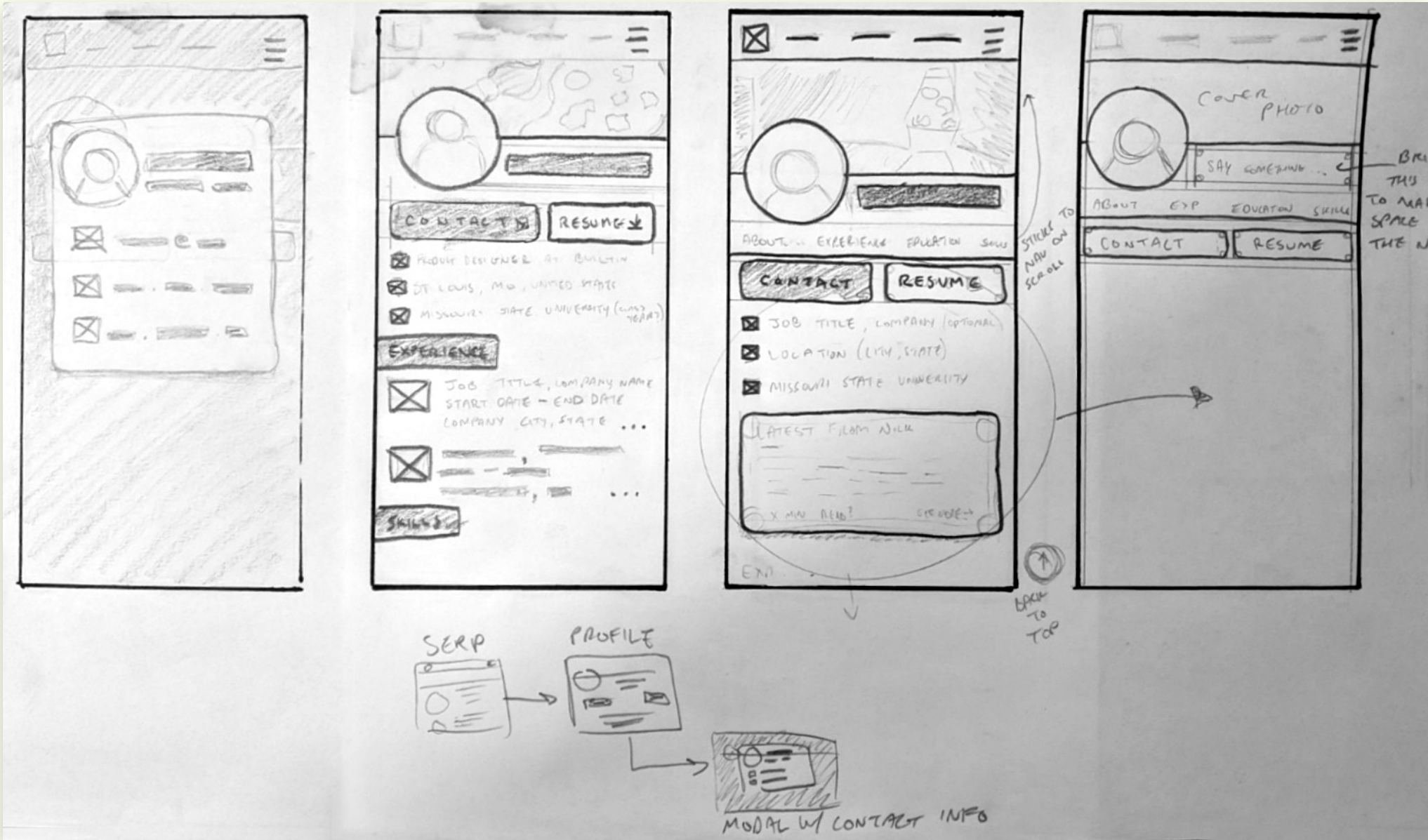




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To minimize the amount of pages that needed to be built, a modal was used for contact information.

The aforementioned modal.

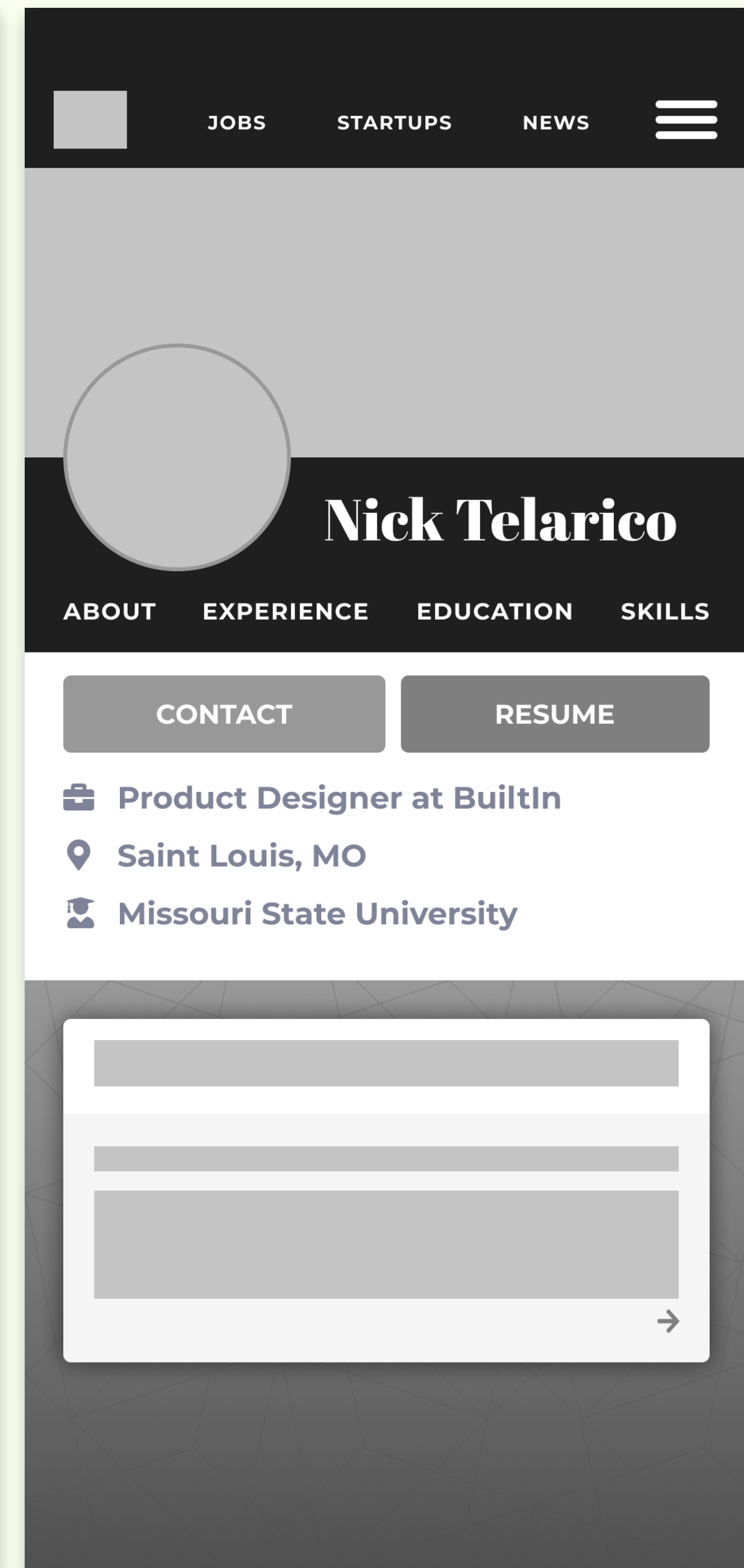
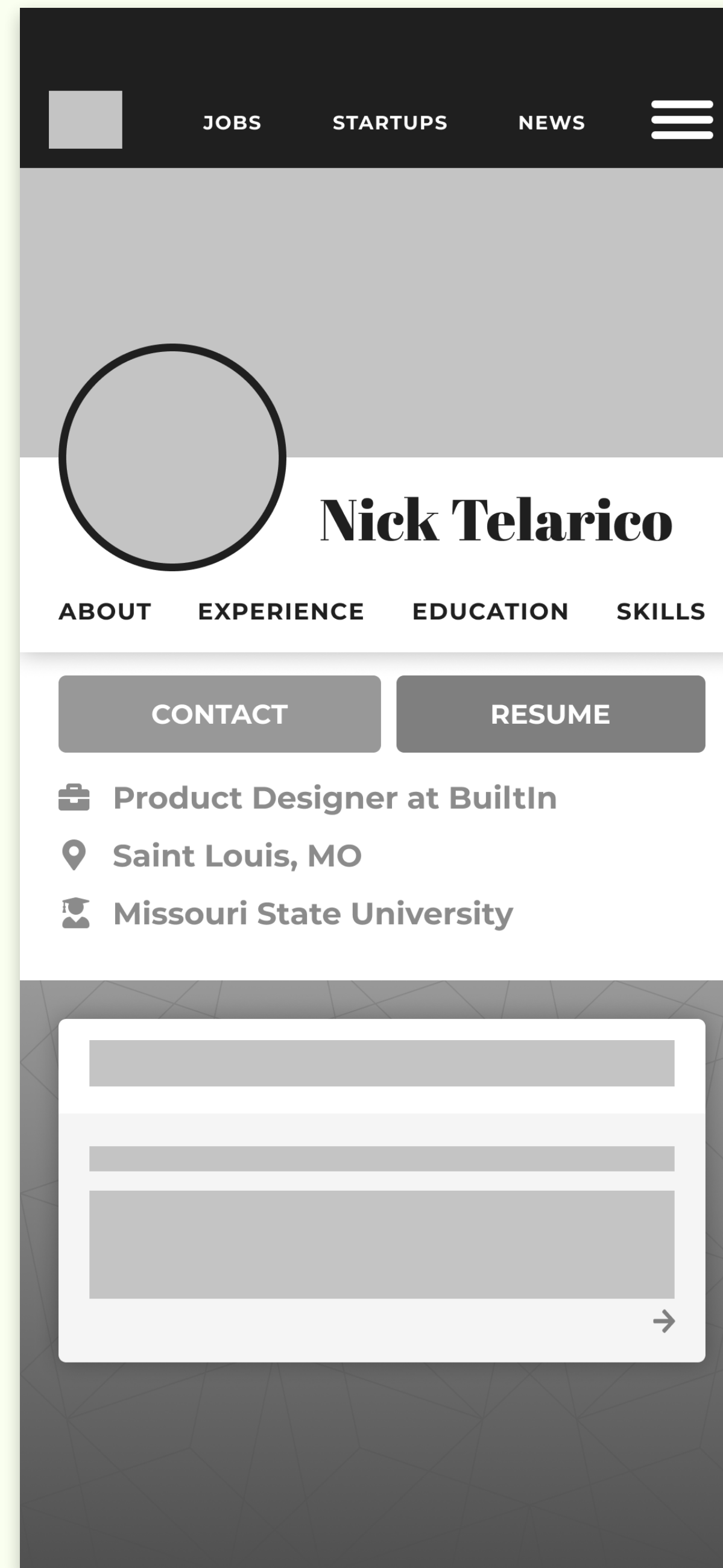


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## Wireframing

After sketching, I dove into Figma to work out the rest of the layout, and to problem-solve legibility and information hierarchy with basic contrast/value. It also became apparent during wireframing that the placement of the Contact and Resume buttons was sub-optimal, and moving them would create a better separation between interactive elements and...*non-interactive* elements.

During wireframing, I went back to my research several times and noticed I had initially forgotten the bottom navigation. Thankfully, I hadn't filled that space yet.



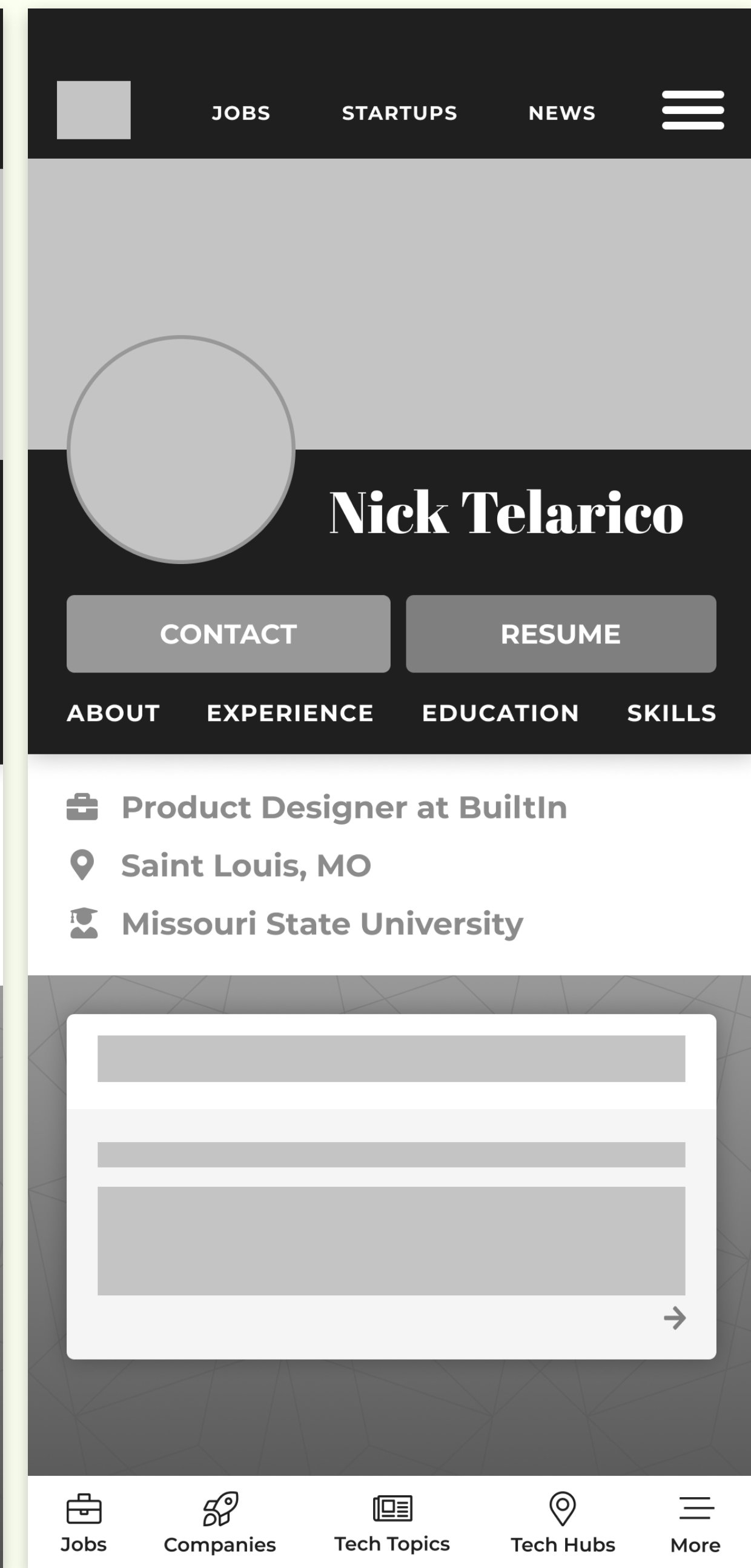
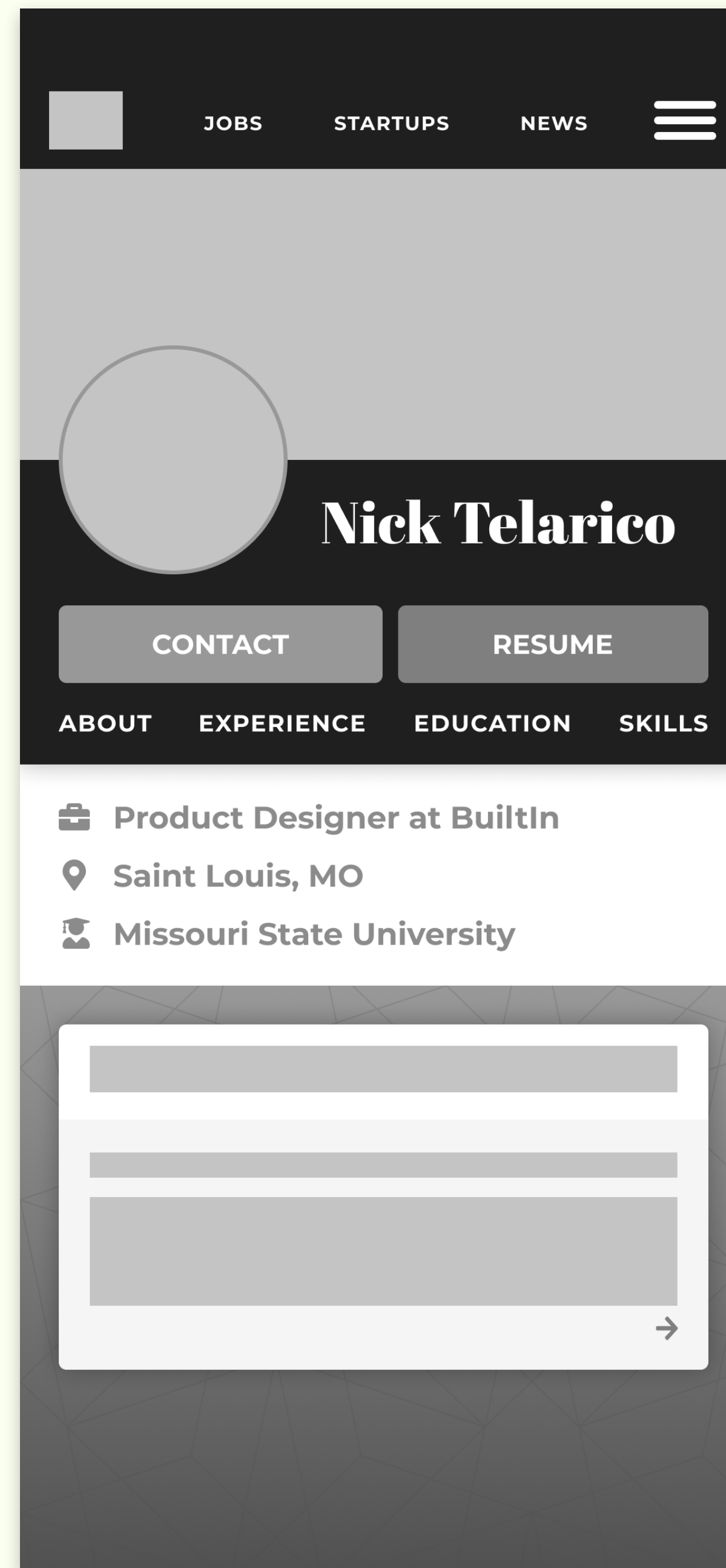


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During wireframing, I went back to my research several times and noticed I had initially forgotten the bottom navigation. Thankfully, I hadn't filled that space yet. I also encountered visibility issues caused by the iPhone's notorious notch that I didn't account for in sketching.



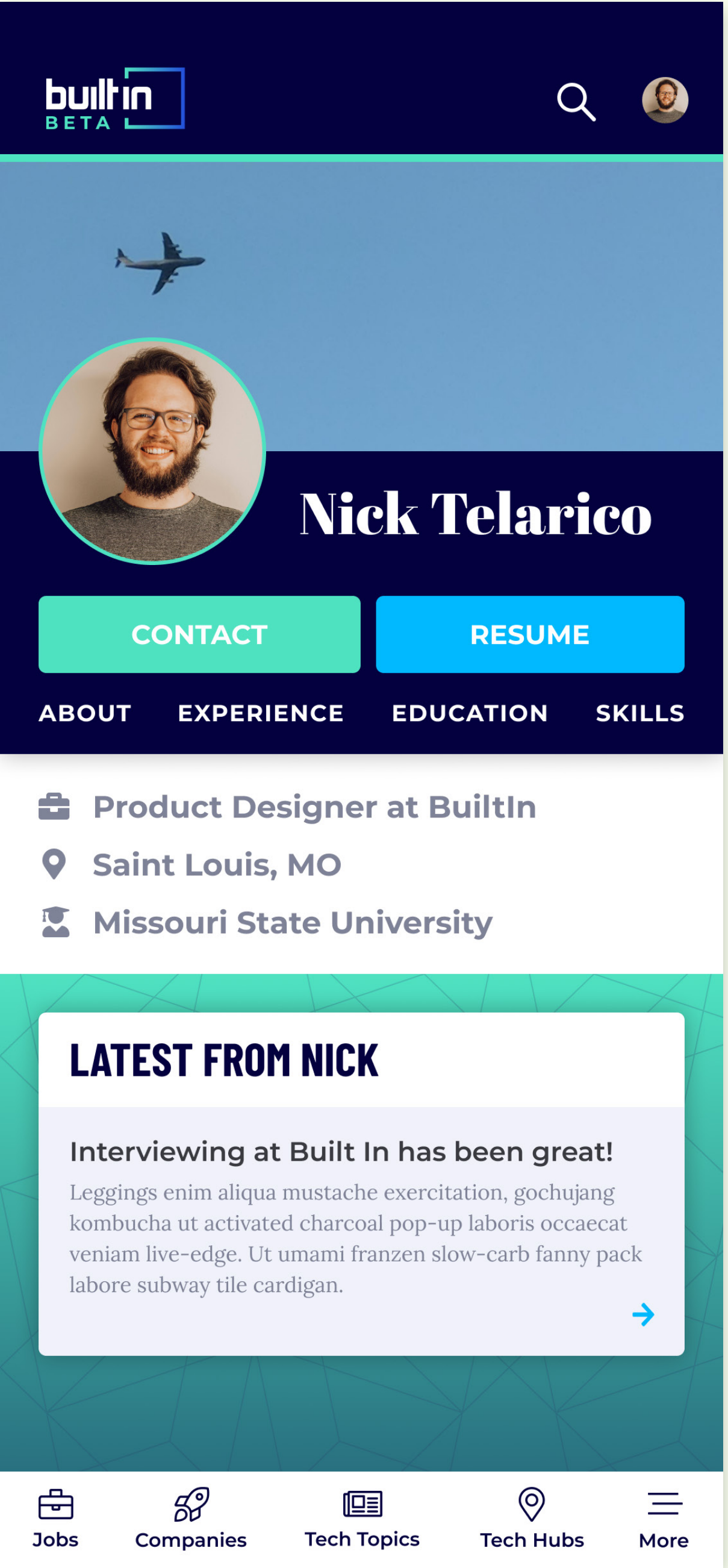
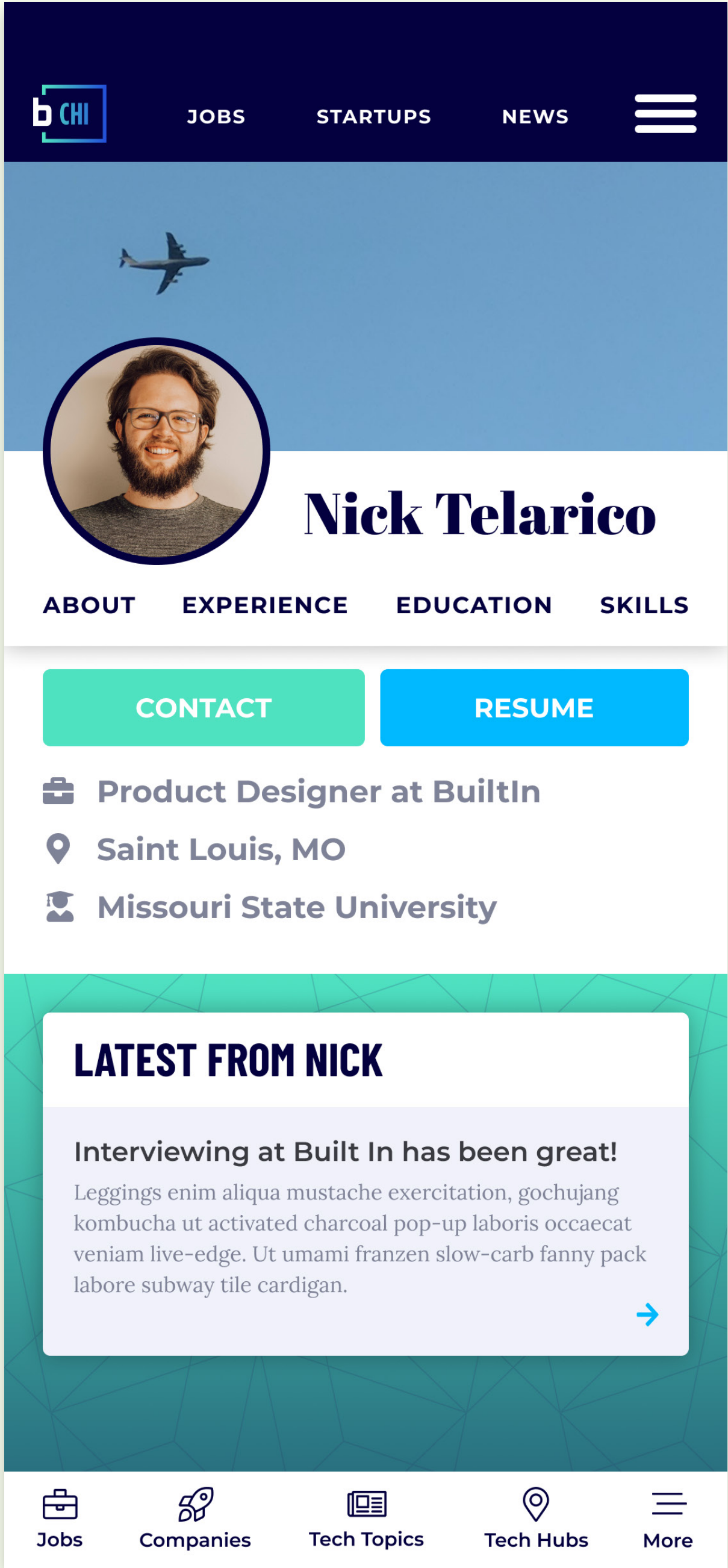
*Can't forget that beautiful bottom navigation!*



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## Iterations

Once a layout was complete, it was time to switch to hi-fi and make this profile page feel like it belonged in the Built In design ecosystem.

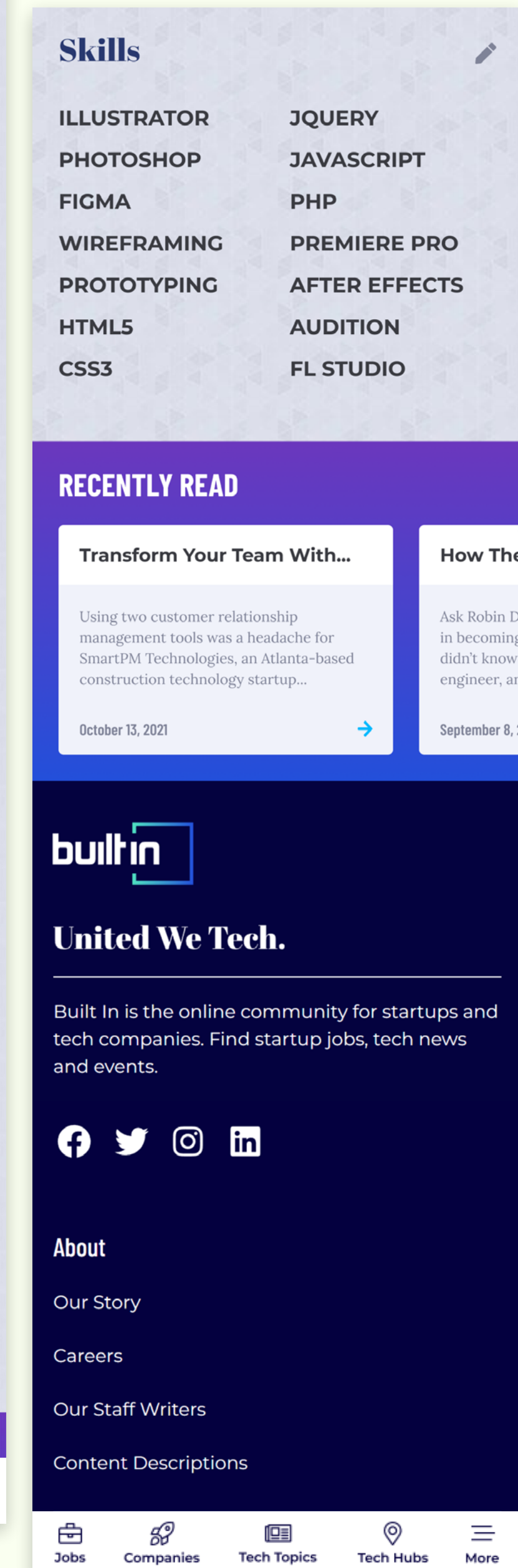
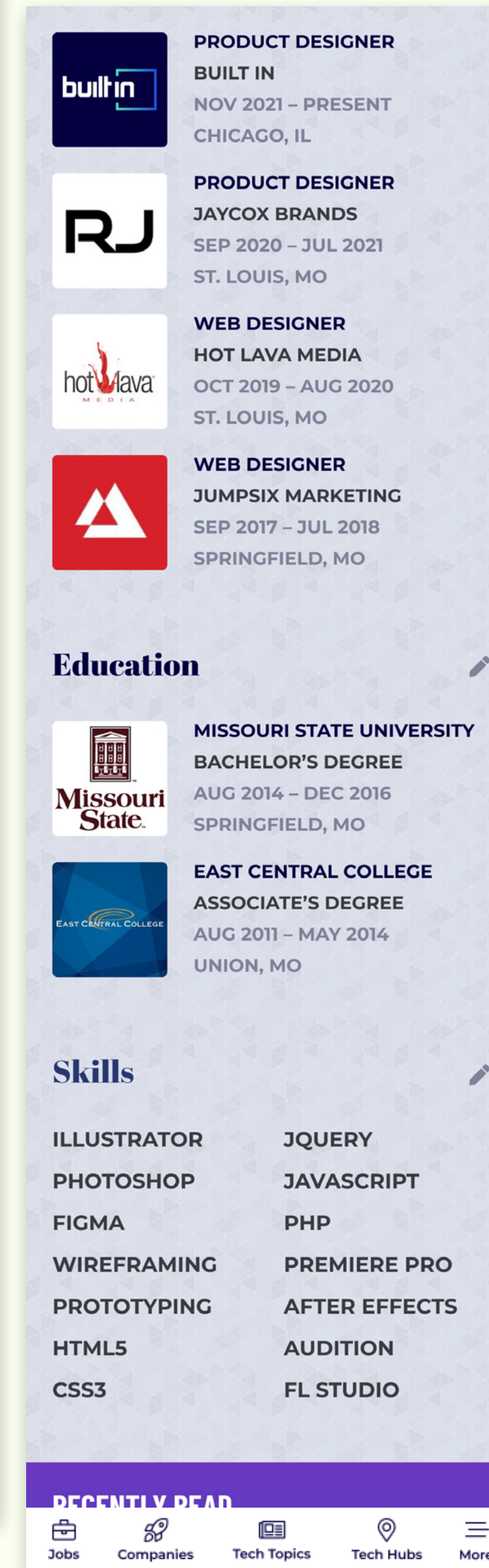
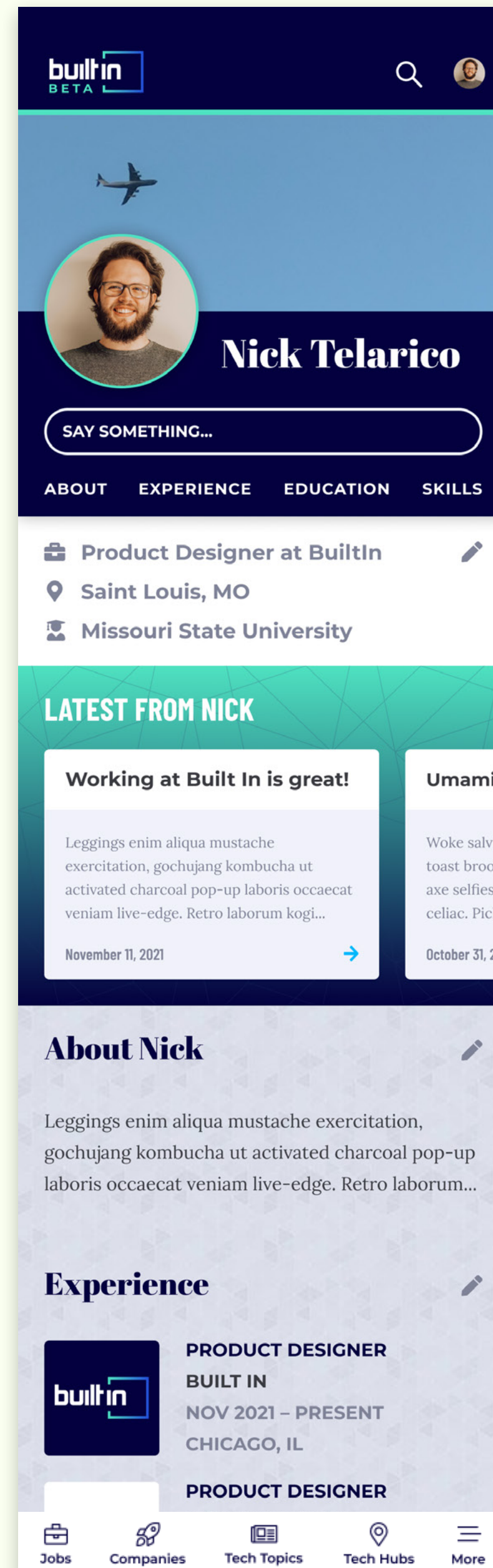




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## Final Results

Final profile page layout in high fidelity viewing as the profile owner.

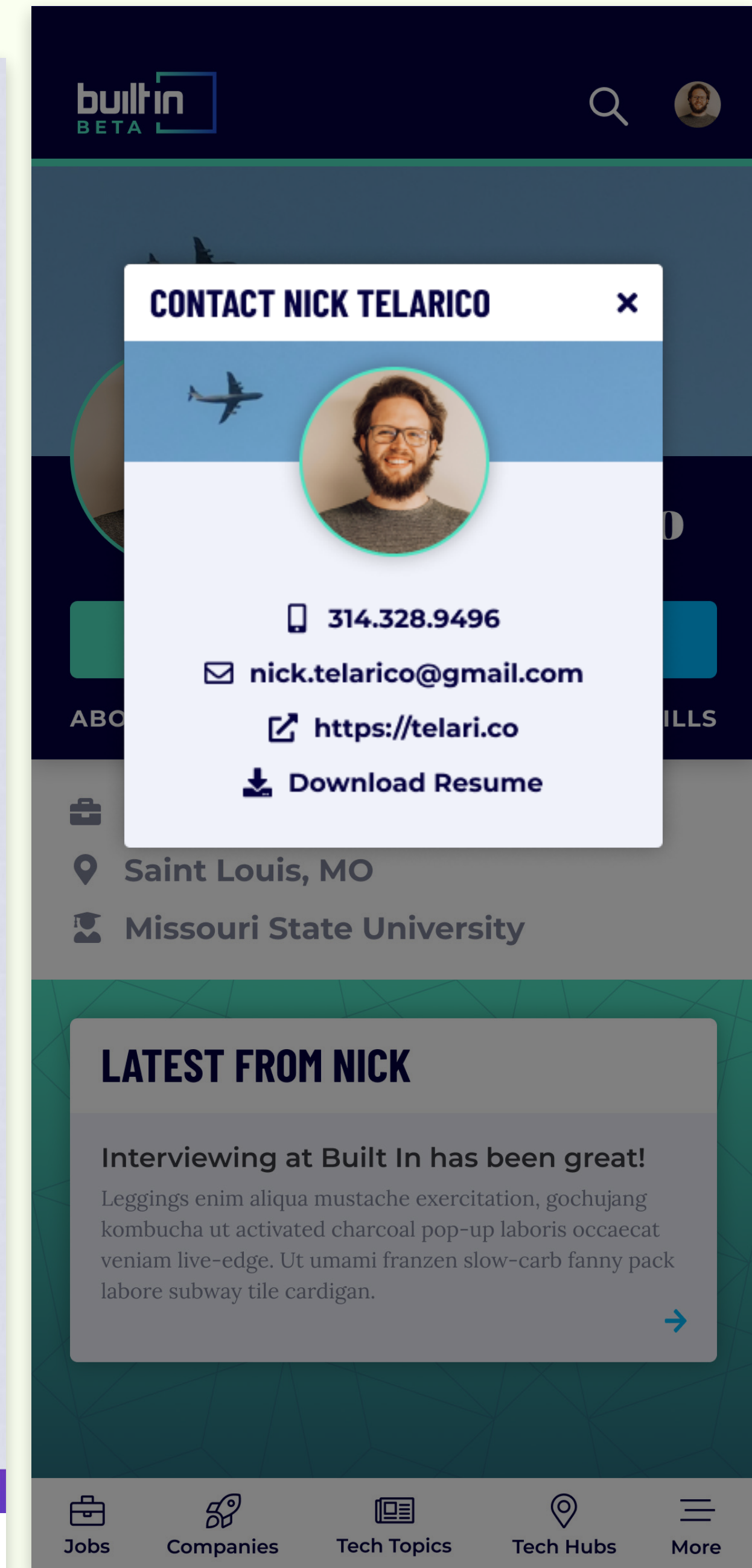
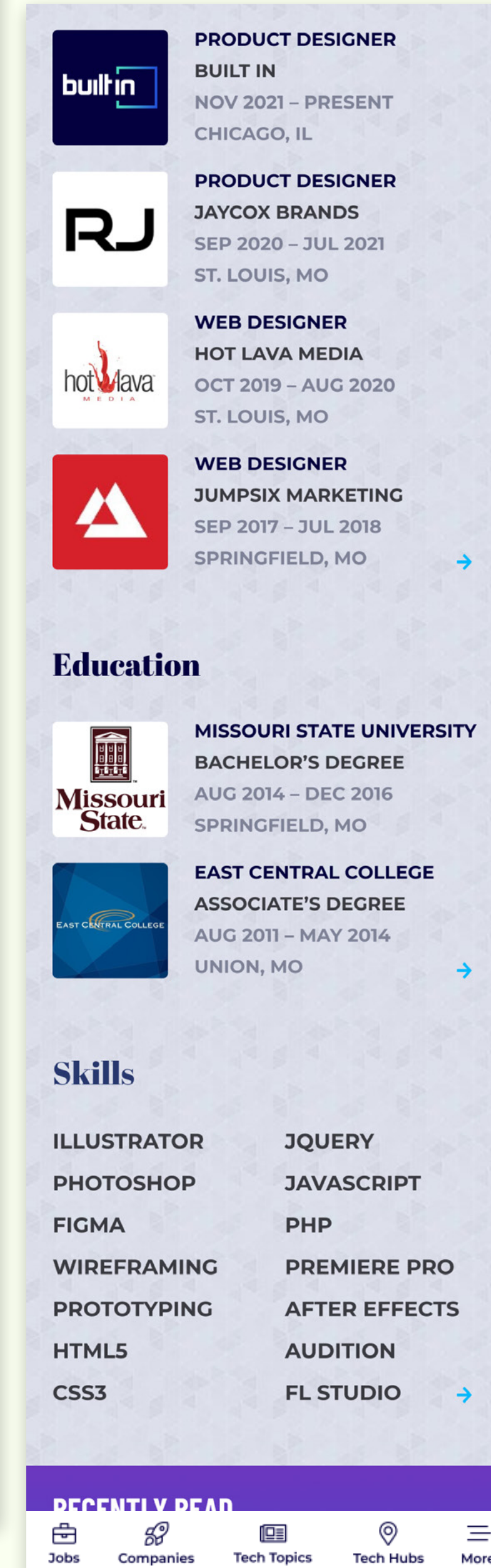
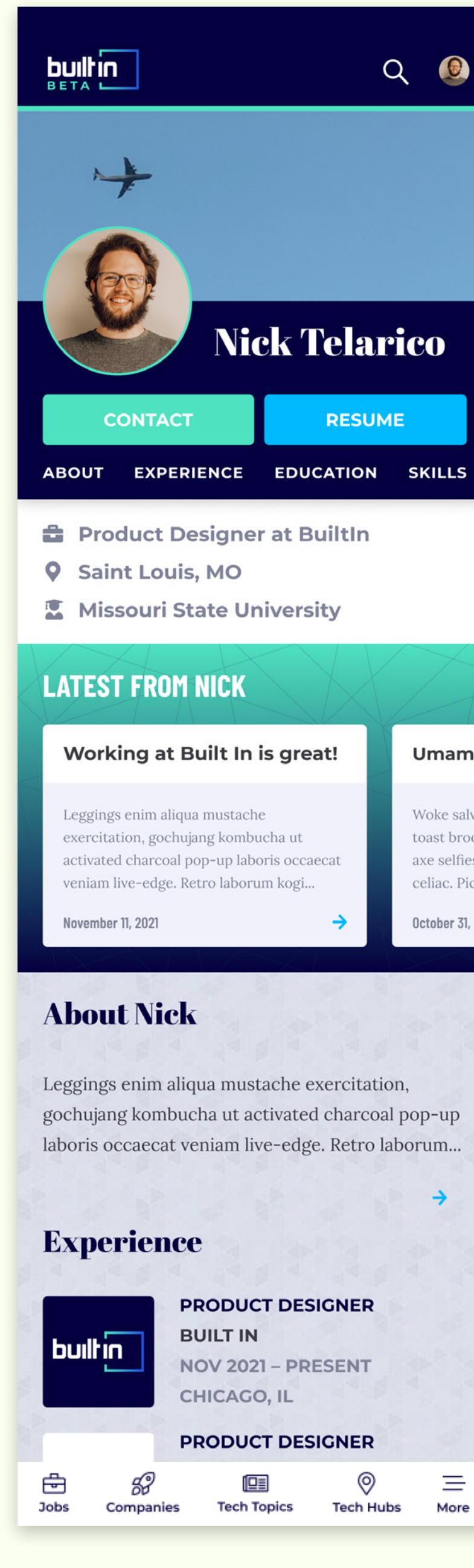




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## Final Results

Final profile page layout in high fidelity viewing as a company or another Built In user.







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## Extras & Bonus!


As a bonus, here are individual components from inside the Figma file for this project.


### CONTACT NICK TELARICO ✕



 **314.328.9496**

 **nick.telarico@gmail.com**

 **https://telari.co**

 **Download Resume**

Modal contact card



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A few iterations of activity cards

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Q&A / Thank you!