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# Matthew Hamm

User Experience Designer & Information Architect
Design Work Samples
June 2012

## Index

# Personalize your ad

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas ornare augue vitae felis. Donec metus purus, nonummy id, luctus id, tempus vel, arcu. Morbi nunc ipsum, interdum et, eleifend volutpat, blandit non, nisi. Integer in tellus. Nam in velit. Proin vulputate odio et magna. Suspendisse potenti.

Preview
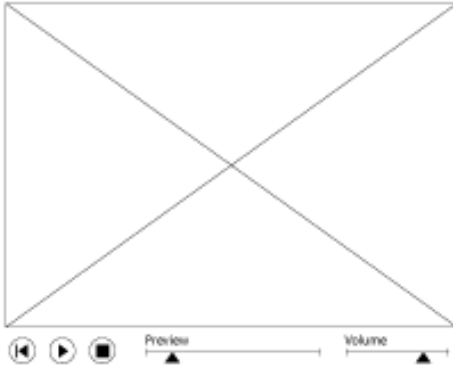
Preview    Volume

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas ornare augue vitae felis. Donec metus purus, nonummy id, luctus id, tempus vel, arcu. Morbi nunc ipsum, interdum et, eleifend volutpat, blandit non, nisi. Integer in tellus. Nam in velit. Proin vulputate odio et magna. Suspendisse.

**Ad Name**

| Recommended voiceover | select another voiceover | write your own voiceover |
|---|---|---|
| Scene 1: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas ornare augue vitae felis. |
| Scene 2: Donec metus purus, nonummy id, luctus id, tempus vel, arcu. |
| Scene 3: Morbi nunc ipsum, interdum et, eleifend volutpat, |
| Scene 4: blandit non, nisi. Integer in tellus. Nam in velit. |
| Scene 5: Proin vulputate odio et magna. Suspendisse. |
| Scene 6: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas ornare augue vitae felis. |
| Donec metus purus, nonummy id, luctus id, tempus vel, arcu. |

**Scenes**
Click & drag assets from your library to the scenes of your ad listed below.

**1.** Duration: 5 sec.
company name
image or clip 1
head shot
phone # - url

**2.** Duration: 5 sec.
company name
image or clip 2
head shot
phone # - url

**3.** Duration: 5 sec.
company name
image or clip 3
head shot
phone # - url

**4.** Duration: 5 sec.
company name
image or clip 4
head shot
phone # - url

**5.** Duration: 5 sec.
company name
image or clip 5
head shot
phone # - url

**6.** Duration: 5 sec.
logo
address
phone
url

| Asset Library: | Images | Video clips | Audio clips | Text |
|---|---|---|---|---|

Click & drag images from your library to the scenes of your ad.
Upload new assets    Search stock asset library

⊘ **use no image**

**name:** Bridal.jpg
**size:** 345 x 275
**uploaded:** Oct. 11, 2006

**name:** Bridal.jpg
**size:** 345 x 275
**uploaded:** Oct. 11, 2006

**name:** Bridal.jpg
**size:** 345 x 275
**uploaded:** Oct. 11, 2006

**Personalization** Plus        **Image Add-ons & Upgrades**

select   upgrade option                              Price

☐ include another headshot                      $49.95

☐ ad image transition effects                    $49.95

☐ graphic ribbon at bottom of scenes        $49.95

**Assets used in all scenes**
Click & drag assets from your library to the assets section of your ad listed below.

Soundtrack:        Preview    Volume

Background color:

<< Back to campaign home        Save >>

## Wireframes:

A wireframe is generally a basic skeleton of an interface. Its purpose is to plot out the prioritized blocks of information on the screen. Colors and graphics are usually stripped out to avoid any visual subjective interference.

## Spot Runner
### Television Ad Personalization

Spot Runner is a Los Angeles based company that offers DIY customizable TV commercial and airtime purchasing services.

This is a wireframe I made to illustrate how a Spot Runner customer may move scenes around in the commercial, add assets from their library, create the voice-over script, and modify other audio and visual properties.
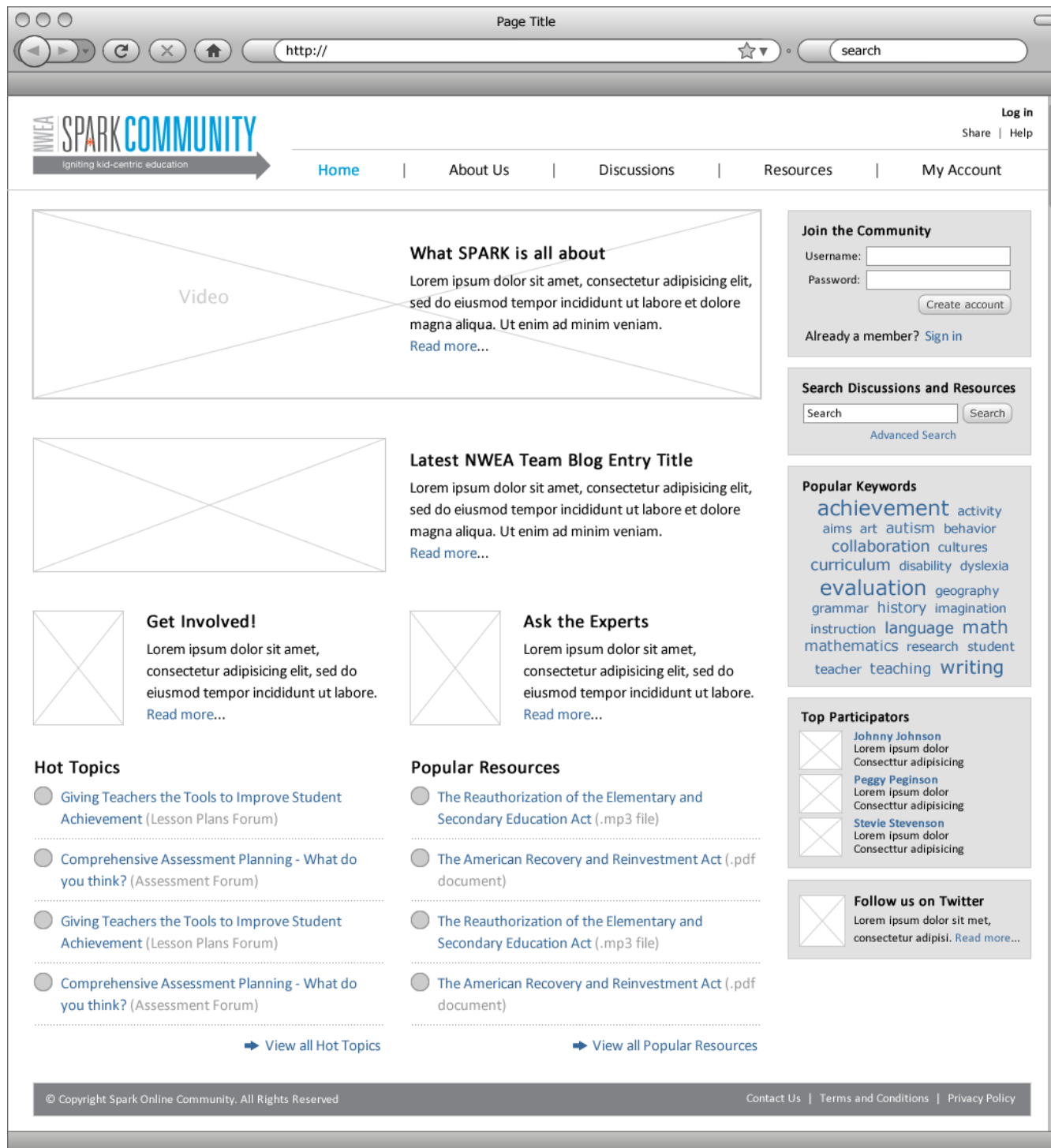
## NWEA
## Spark Community Web Site

This social network for educators was in desperate need of a redesign. On the surface it looked like it had everything a successful social networking site needed. Unfortunately these features were confusing and implemented poorly. Adoption rates were not what they expected, and participation from the community was thin.

I was called in to examine the site, find the weak spots, and re-architect the site, forums, resource pages for members, and streamline the process of creating an account.

**digital music downloads**

home | explore ▾ | download manager

- top sellers
- new releases
- special deals
- free downloads
- browse genres
- amazon CD store

Your Media Library | Your Account | Help

amazon.com

Hello Mark Mothersbaugh. (If you are not Mark Mothersbaugh...)

search [ _____ ] [ keyword ▾ ] (go)

*promotional spot*

**new & noteable:**

◀ ▶

MODEST MOUSE

**We Were Dead Before the Ship Even Sank** by Modest Mouse

⏮ ▶ ■ ⏭ preview all tracks          see detail

Indie-rock's hardest-working slackers finally release their third album, on which they've made the clear transition from bedroom-pop to stadium-rock without losing everything that makes them great. Those soaring vocals that sound like the unholiest... Read more.

**top 10:** | albums | songs | artists | *out of scope*

**① Stevie Wonder**
The Definitive Collection

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks...

**② Arcade Fire**
Neon Bible

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks...

| | | |
|---|---|---|
| 3 | The Crane Wife ~ The Decemberists | $9.99 |
| 4 | Not Too Late ~ Norah Jones | $9.99 |
| 5 | The Good, the Bad & the Queen ~ The Good the Bad & The Queen | $9.99 |
| 6 | Some Loud Thunder ~ Clap Your Hands Say Yeah | $9.99 |
| 7 | The Information ~ Beck | $9.99 |
| 8 | Weekend in the City ~ Bloc Party | $9.99 |
| 9 | West ~ Lucinda Williams | $9.99 |
| 10 | I Am Not Afraid of You and I Will Beat Your Ass ~ Yo La Tengo | $9.99 |

see all top albums

**popular low price deals:** | $4.99 albums | $5.99 albums | $6.99 albums

**① Stevie Wonder**
The Definitive Collection

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks...

**② Arcade Fire**
Neon Bible

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks...

**genres**
alternative rock
blues
broadway & vocalists
children's music
christian & gospel
classic rock
classical
country
dance & dj
folk
hard rock & metal
international
jazz
latin music
new age
opera & vocal
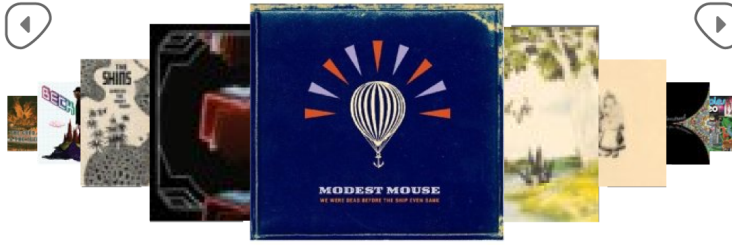pop
r&b
rap & hip-hop
rock
soundtracks
miscellaneous

**albums by price**
free albums
$4.99 - $5.99
$5.99 - $6.99
$6.99 - $7.99
$7.99 - $8.99
$8.99 - $9.99
$9.99 and up

**explore**
top sellers
new releases
special deals
free downloads
browse genres
amazon CD store

**special deals**

**getting started**

On [service name], all songs are in MP3 format, so they play on any device and any application you choose. We make it easy for you to discover, buy, and download music direct from the site. Learn more.

(Don't show me this message again.)

**recommendations for you**

**The Definitive Collection**
Stevie Wonder
album price: $9.99

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks... read more.

**All The Stars & Boulevards**
Augustana
album price: $9.99

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks... read more.

**Neon Bible**
Arcade Fire
album price: $9.99

Like the Beatles' The Beatles 1, this rundown of Stevie Wonder chestnuts is merciless in cutting a huge list of classic tracks... read more.

See all recommendations

**top free downloads**

⏮ ▶ ■ ⏭ preview all top sellers

▶ 1. The Crane Wife
▶ 2. Not Too Late
▶ 3. The Good, the Bad & the Queen
▶ 4. Some Loud Thunder
▶ 5. The Information
▶ 6. Weekend in the City
▶ 7. The Crane Wife
▶ 8. Not Too Late
▶ 9. The Good, the Bad & the Queen
▶ 10. Some Loud Thunder

## Amazon.com
## MP3 Digital Downloads

This wireframe shows some of the early concepts applied to the home page marketing of Amazon.com's new MP3 digital download store.

Though this design may not seem extremely groundbreaking, it was actually pushing the envelope of Amazon's style guide. In fact you might say it is the start of the re-writing of their style guide. Historically, Amazon has tenaciously clung to an over-simplified visual style and format to avoid any issues with outdated customer hardware. Since the target market shopping at Amazon's digital properties were a little more up-to-date, we were allowed a little more freedom.

Our marketing solutions were well received both inside and outside the company, and many of Amazon's stores started using portions of our newly designed storefront.
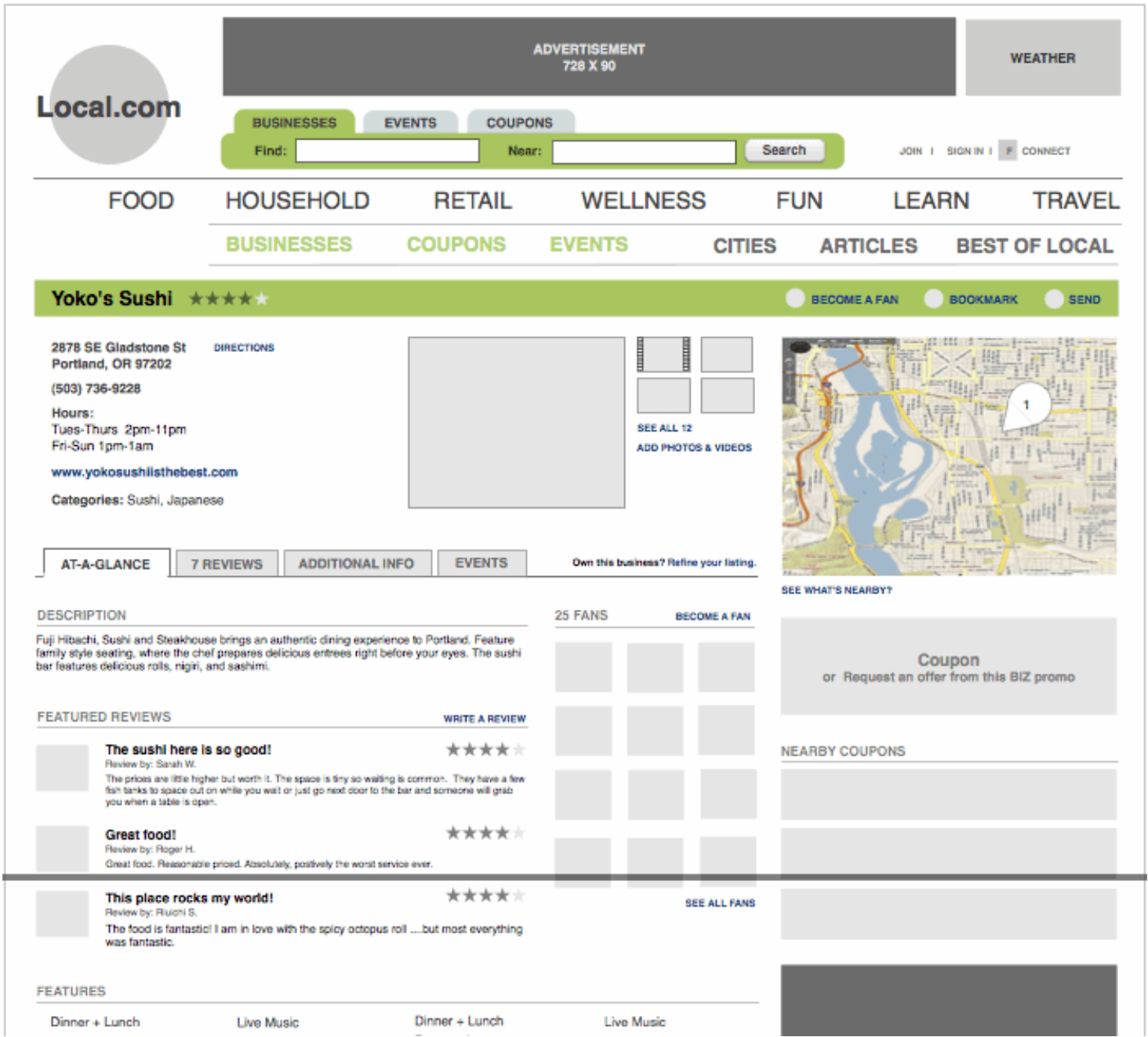
**Local.com**
Site Redesign – Business Page

In 2010, I was hired as part of a 2 person team to redesign the local.com web site. They had gone far too long without updating their features and content and had fallen behind the times. They looked dated, and were not as relevant as their competition.

We re-architected nearly every part of this site. Added a ton of new features such as new search functionality, city-based coupons, and event pages.
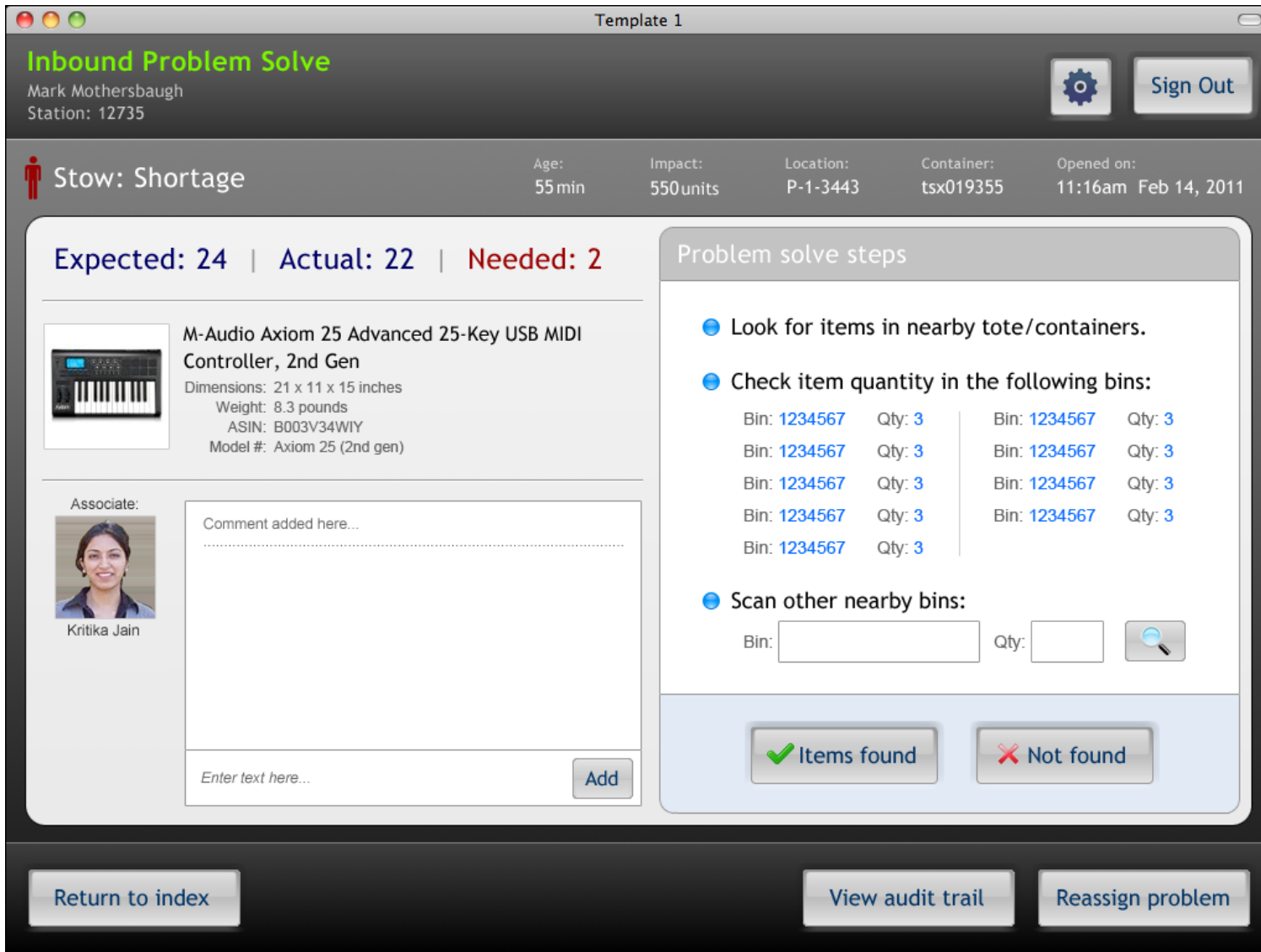
## Mockups:

A mockup is generally the next step after creating a wireframe. It is essentially the wire frame skinned with the visuals, graphics, and branding values.

Here are a few of the mockups I have recently generated in Photoshop and in HTML.

### Amazon Fulfillment
#### Inbound Problem Solve Tools

I introduced the Amazon.com fulfillment centers software team to touchscreen-based consoles.

It became clear from my first visit to one of these warehouses, that the mouse and keyboards were difficult to use for associates who were on their feet interacting with inventory.

This mockup shows the new interface for managing problems when receiving product into the warehouses.

Getting Started | Top Downloads | New & Future Releases | Free Downloads | Music Downloader | Your Media Library

Search [Amazon MP3 ▾] [_____] GO    Find Gifts    A9 [Web Search] GO

**Browse All Genres**
Alternative
Blues
Broadway & Vocalists
Children's Music
Christian & Gospel
Classic Rock
Classical
Country
Dance & DJ
Folk
Hard Rock & Metal
International
Jazz
Latin Music
Miscellaneous
New Age
Opera & Vocal
Pop
R&B
Rap & Hip-Hop
Rock
Sountracks

**Browse Albums By Price**
Free Downloads
$4.99 and under
$5.99 and under
$6.99 and under
$7.99 and under
$8.99 and under

amazonmp3
Play Anywhere, DRM-Free Music Downloads

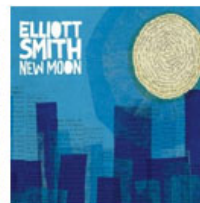**MP3 Music Downloads for Any Media Player!**

All Songs Compatible with:
iTunes
Windows Media Player

**New Releases**

It Won't Be Soon Before Long ~Maroon 5

Momento ~Bebel Gilberto

New Moon ~Elliott Smith

Zeitgeist ~Smashing Pumpkins

Daughtry ~Daughtry

Get Your First Song **FREE**

**Try it, You'll like it.**
Whether you buy a whole album or a single song, your first song is on us. Learn more.

**Editor's Picks**

**Top 25 Songs**
1. **A Comet Appears** by The Shins
2. **Australia** by Andy Partridge
3. **Baby Boomerang** by The Beastie Boys
4. **Fighting in a Sack** by Johnny Cash
5. **Black Wave** by Michael Buble
6. **Caring Is Creepy** by Maroon 5
7. **Eating Styes** by Warren Zevon
8. **Fighting in a Sack** by Dolores O'Riordan
9. **Girl Inform Me** by KT Tunstal
10. **Australia** by Elliott Smith
11. **Girl on the Wing** by Paul McCartney
12. **Girl Sailor** by Bruce Springsteen
13. **Gone for Good** by White Stripes
14. **Kissing the Lipless** by The Shins
15. **Know Your Onion!** by The Rolling Stones
16. **Mild Child** by Jack Johnson
17. **Mine's Not a High Horse** by Patrick Wolf

**Top 25 Artists**
1. **Norah Jones**
2. **M. Ward**
3. **Miles Davis**
4. **Johnny Cash**
5. **Michael Buble**
6. **Maroon 5**
7. **Warren Zevon**
8. **Dolores O'Riordan**
9. **KT Tunstal**
10. **Elliott Smith**
11. **Paul McCartney**
12. **Bruce Springsteen**
13. **White Stripes**
14. **The Shins**
15. **The Rolling Stones**
16. **Jack Johnson**
17. **Patrick Wolf**

Amazon.com
MP3 Digital Download Home

This mockup is an early version of the home page of Amazon.com's MP3 digital download store.

file:///Volumes/Untitled/misc-files/amazon work backup/X-SITE/SPC/SPC-01

Google

Most Visited ▾   Latest Headlines ⟳   From the Basement   eBay   craigslist   gmail   Comcast   Rhapsody   The Hamm Home

**amazon.com**

WELCOME   ADDRESS   ITEMS   WRAP   SHIP   PAY   **PLACE ORDER**

**Payment Method:** [Change]
Visa: ***-95912      Exp: 12/2004

**Gift Certificate, Promotional Code or Gift Card:**

Enter them here (one at a time): [_____] [Apply]

**Billing Address:** [Change]
Matthew Hamm
12008 SE 157th Place
Renton WA 98058
United States

**Order Summary:**

| | |
|---|---|
| Items: | $28.86 |
| Promotional Certificates: | -$3.38 |
| Shipping & Handling: | $4.98 |
| Total Before Tax: | $30.46 |
| Estimated Tax: | $2.69 |
| **Order Total:** | **$33.15** |

Click the "Place your order" button to complete your purchase.   ▶ **Place your order**

**About Your Order**

Your order will arrive from the following companies in multiple shipments:
- Amazon.com
- Nordstrom Direct, Inc.
- Gap Direct
- S&K Famous Brands, Inc.
- Jos A. Bank Clothiers, Inc.

**Your Amazon.com Order**

The following items will arrive in 1 shipment:

Need to [Change quantities or delete] ?

Estimated ship date for these items: November 29, 2002

The Five Dysfunctions of a Team: A Leadership Fable Patrick M. Lencioni;
$15.40 - Quantity : 1 - Usually ships in 24 hours
🎁 Gift Options: None [Change]

Support Your Local Sheriff James Garner; **DVD**
$13.46 - Quantity : 1 - Usually ships in 24 hours
🎁 Gift Options: None [Change]

**Amazon.com Shipping Options**

**Shipping Method:**   Learn more about shipping prices and policies

**Choose a shipping speed:**
○ Free! Super Saver Shipping (3-7 business days*)
    *Note: Super Saver Shipping orders take an additional 3-5 days to ship.
● Standard Shipping (3-7 business days)
○ Two Day Shipping (2 business days)
○ One Day Shipping (1 business day)

**Choose a shipping preference:**
● Group my items into as few shipments as possible.
○ I want my items faster. Ship items as they become available. (at additional cost)

**Shipping to:** [Change]

Matthew Hamm
12008 SE 157th Place
Renton WA 98058
USA

Sending items to more than one address? [Ship to multiple addresses]

Click the "Place your order" button to complete your purchase.   ▶ **Place your order**

Done

## Amazon.com
### Order from Multiple Sellers

This mockup shows some of the details one needs to review when purchasing items from multiple sellers on Amazon.com.

It was easier when Amazon was the only merchant you could buy from. You knew who was selling and who was shipping your products. Once they opened their doors to 3rd party sellers there was a lot more information customers needed to review to complete their purchases.

This mockup shows an option for showing payment and address info, in addition to showing the multiple items you are about to purchase and who they will be shipped from.
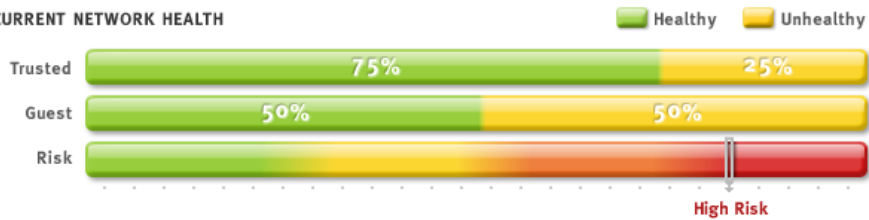
**ALTUS**
NETWORKS

**Network At-A-Glance** | Configuration | Devices | Logs | Help

**DEVICES**

| 35 | 9 | 4 | 2 |

Trusted · Guest · Exempt · Blocked

**ALERTS**
Device 10.1.3.55 blocked
User MANDYM failed health check
Appliance rebooted
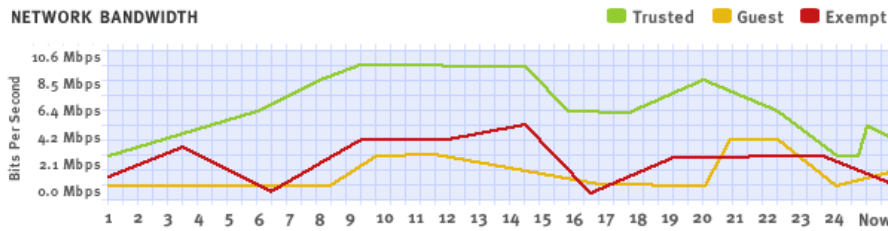User ANDREWA joined trusted network
Admin andrewa@olympicauto.com connected

**CURRENT NETWORK HEALTH** — ☐ Healthy ☐ Unhealthy

Trusted — 75% · 25%
Guest — 50% · 50%
Risk — **High Risk**

**TOP HEALTH ISSUES**

| Test | Number failures |
| --- | --- |
| Firewall | 12 devices |
| Windows current | 7 devices |
| Antivirus current | 6 devices |
| Web browser current | 2 devices |
| No health agent | 2 devices |

**NETWORK BANDWIDTH** — ☐ Trusted ☐ Guest ☐ Exempt

10.6 Mbps
8.5 Mbps
6.4 Mbps
4.2 Mbps
2.1 Mbps
0.0 Mbps
Bits Per Second
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 Now

**TICKETS**

| Sev | Ticket |
| --- | --- |
| 1 | Enforcement configuration is incomplete |
| 1 | User ERICE requests health exemption |
| 2 | Device 10.2.0.121 has not been configured |
| 3 | Firmware update 1.2 is available |
| 3 | User MANDYM requests health exemption |

**SWITCH STATUS**

Switch Name:
Seattle.012

Switch Details:
Seattle.012

Switch Details:
Seattle.012

| 10m | 100m | 1G | 10m | 100m | 1G | 10m | 100m | 1G | 10m | 100m | 1G |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| OFF | OFF | OFF | OFF | OFF | OFF | OFF | OFF | OFF | OFF | OFF | OFF |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |

Altus Networks
Network At-a-Glance Dashboard

I was called in to help launch a new site for a new network security product.

This is an early mockup of dashboard that let the user quickly gauge the health of their network and switch status.

## Napera Networks
### Application Overview page

Napera Networks was a small network security startup that offered small applications that worked with existing hardward to make managing the security of your small to medium sized business network.

This mockp shows an overview of the products you have installed, whether they have been activated, and the features you have enabled.
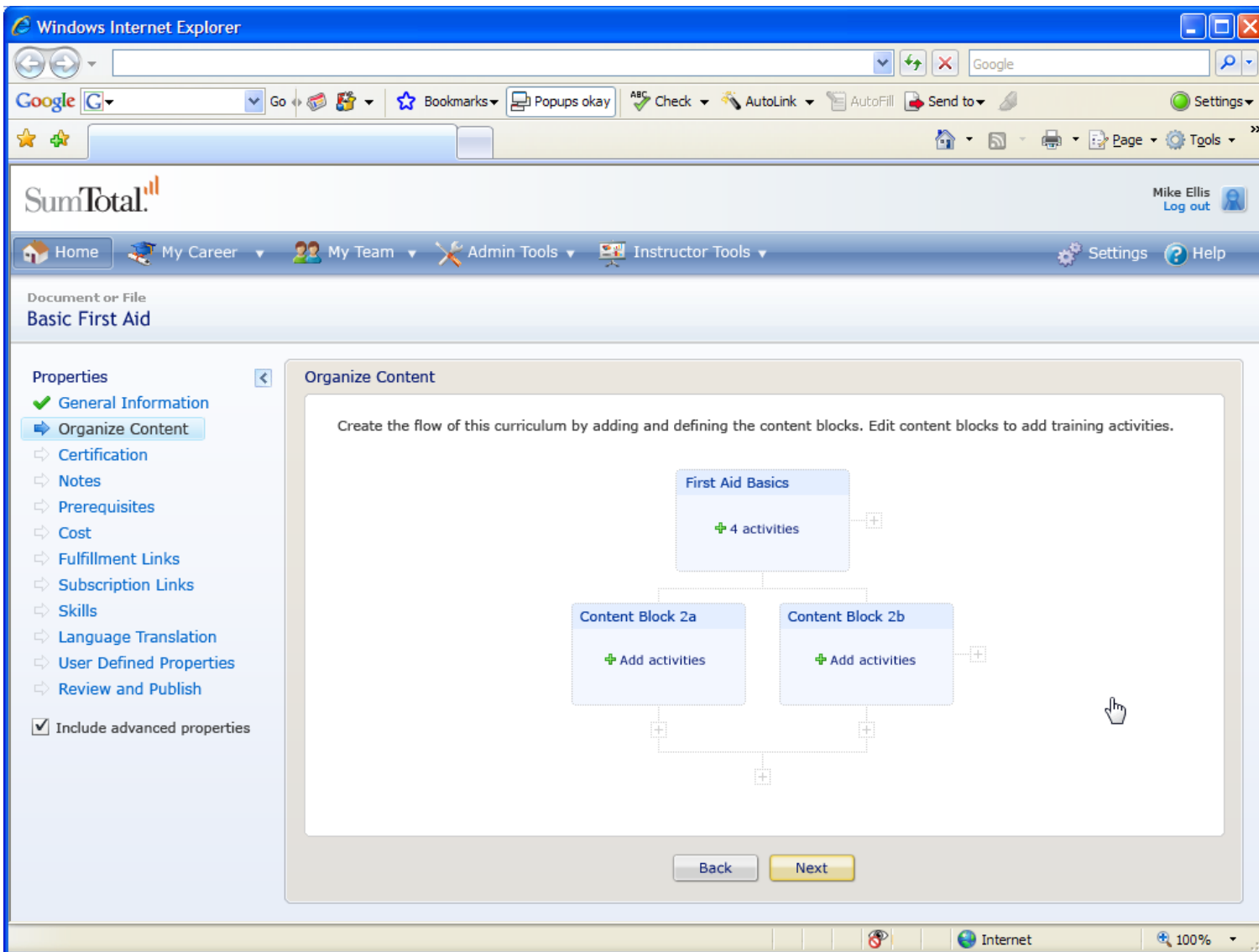
## SumTotal
### Curriculum Creator

SumTotal is a creator of e-learning environments for larger corporations.

This mockup shows an application used to create and organize the structure of curriculum.

This tool was comprehensive in the sense that it allowed the user to create a complex curriculum that offered multiple paths for completion, accounted for prerequisites, offered certifications, granting of skills, and many other feature. But, it was flexible enough to allow the user to skip over the items they didn't need.
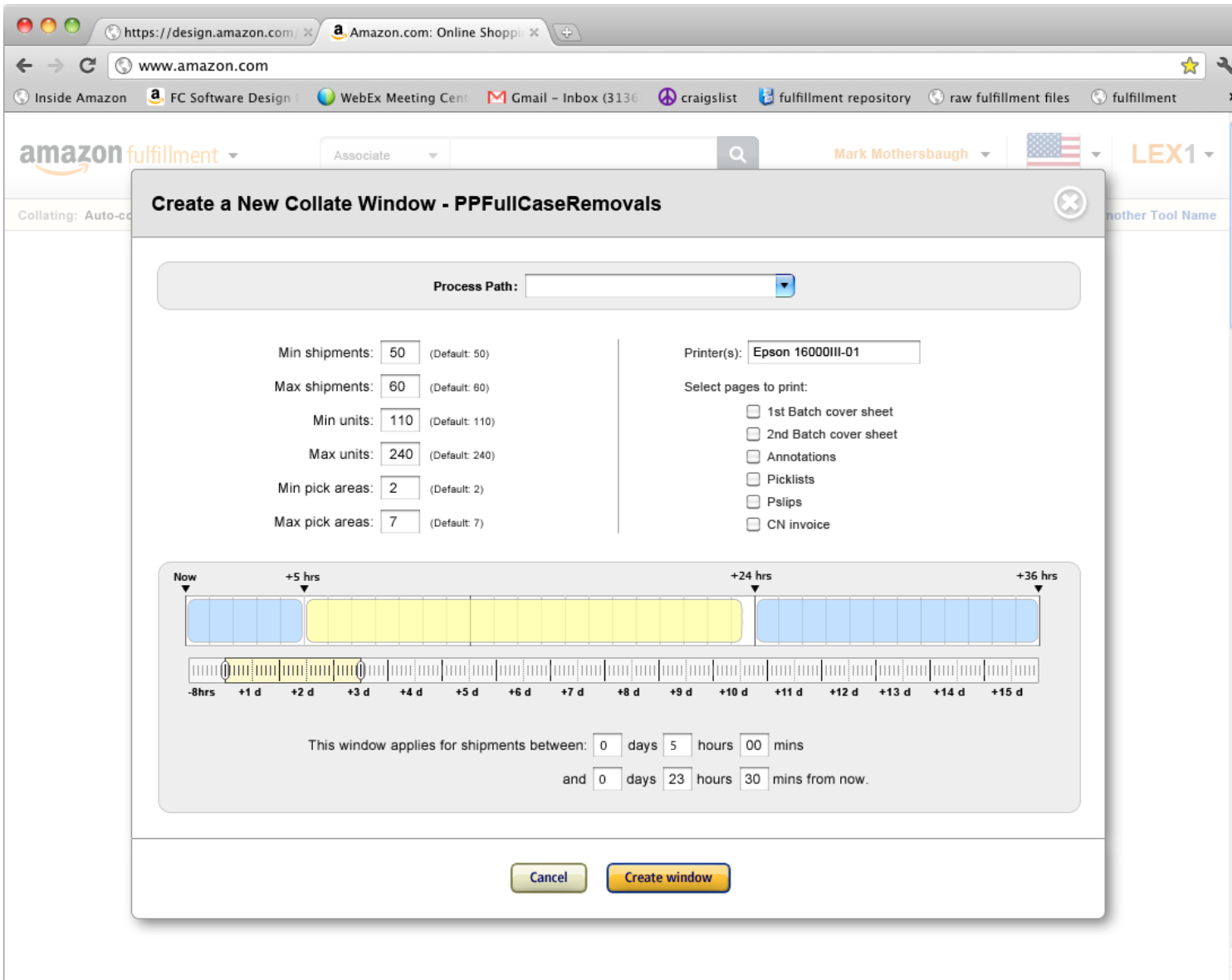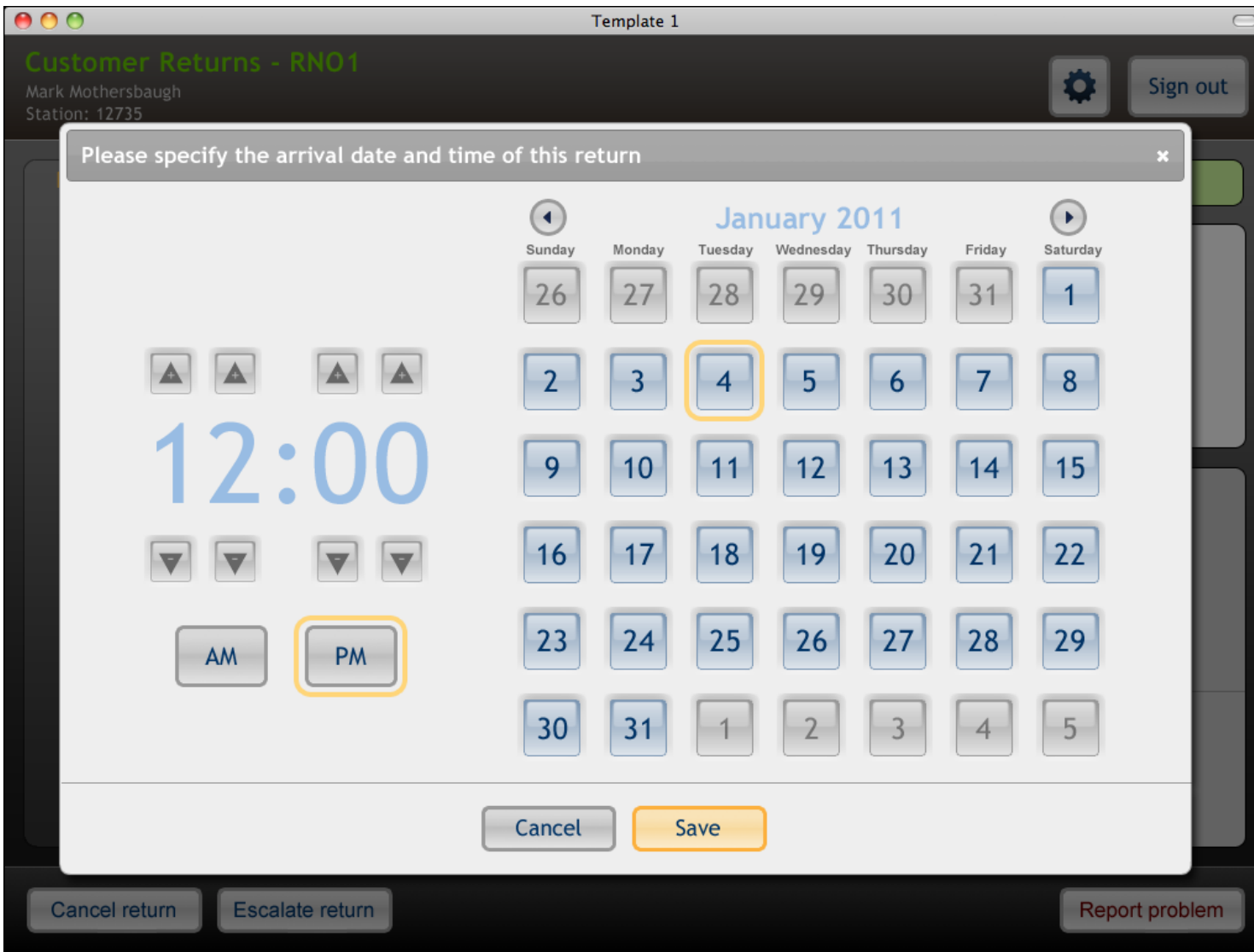
Amazon.com
Creating a New Collating Window

Orders placed at amazon need to be collated into groups. Those groups of orders are then picked, packed, and shipped to with specific requirements to meet or beat amazon's shipping promises.

This tool allows certain rules to be applied to the types of shipments that are collated.

I designed a scaling time selector bar to make it easier to manage the time windows being utilized.

## Amazon.com Fulfillment
### Touchscreen Date Selector

This mockup shows amazon.com's new touchscreen method for entering the arrival date and time of a package that has arrived without the appropriate documentation.

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## Amazon.com
### Handheld Barcode Scanner Tools

I have designed the next generation of tools to work on the handheld barcode scanners in the amazon.com fulfillment centers. The new design flexes to fit on multiple devices and utilizes touchscreen technology so it can be used on new mobile devices.

GOLD SELF SERVICE INTEGRATION
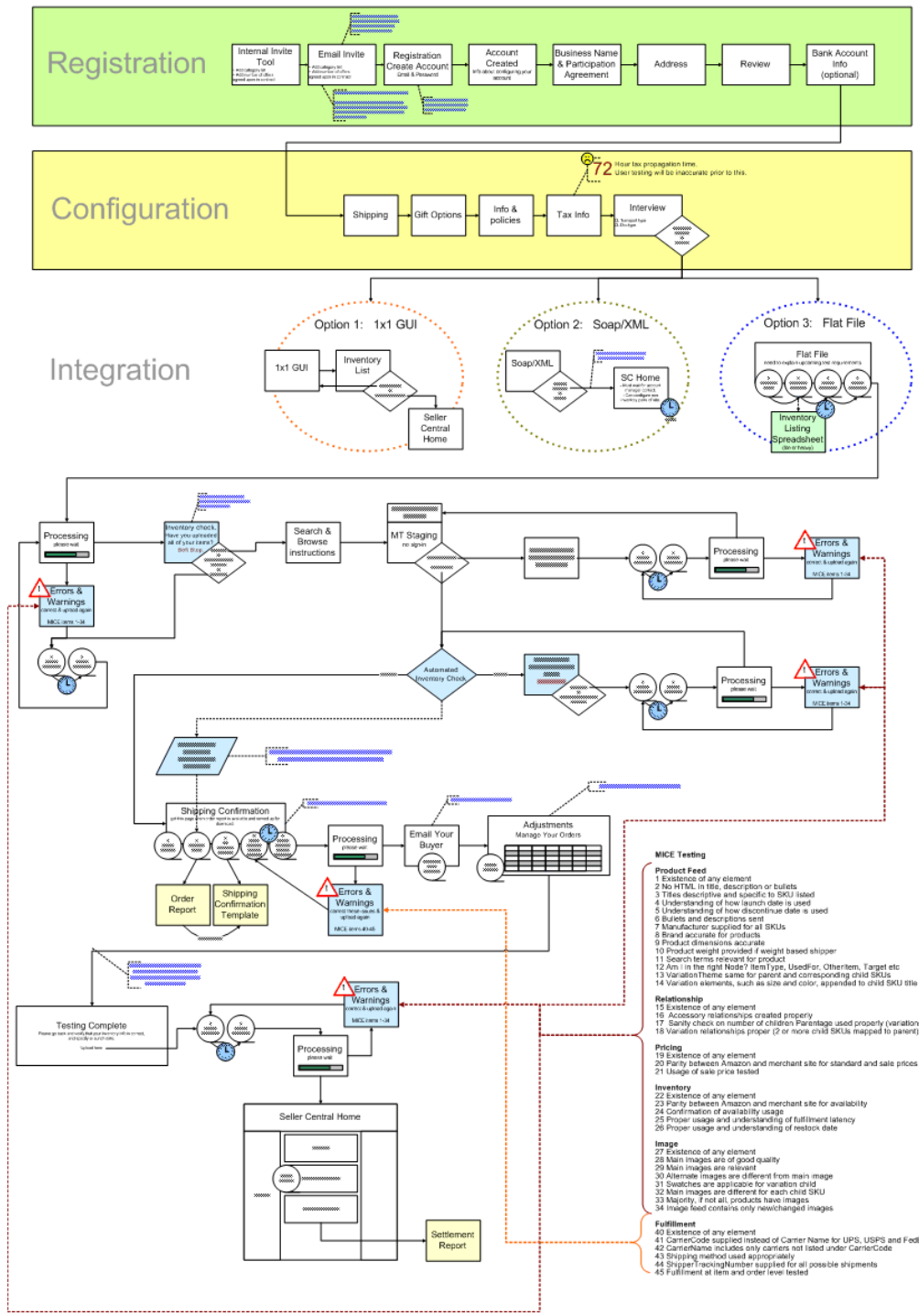
## Interaction Maps:

More complex or new projects usually require a bit of task flow analysis to make sure all of the main users can easily perform the tasks they need or want to complete. This work is done prior to wireframing and mockup generation. Creating a comprehensive interaction map before moving forward with other design details can save you from exploring ideas that just cannot work.

## Amazon.com Seller Central
Self-service integration

This interaction map shows a nightmare process that amazon.com wanted to automate. They wanted to remove the account managers they employed to help merchants get set up to sell. This interaction map showed the pain-points and time delays inherent in their system.

I made a second interaction map as a follow up to this that showed a simplified path, which we followed to create a true self-service solution.
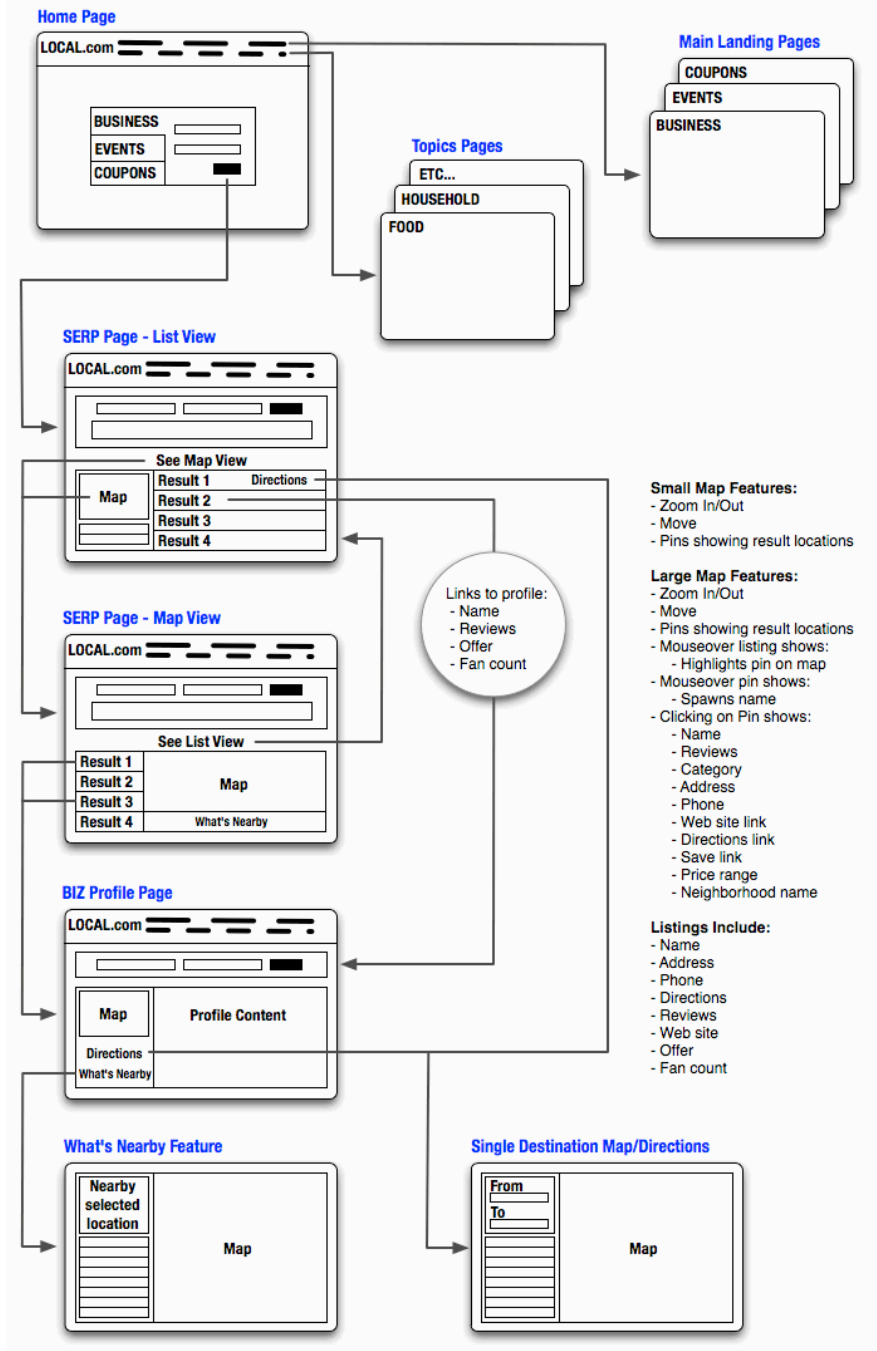
Matthew Hamm     206.601.0013
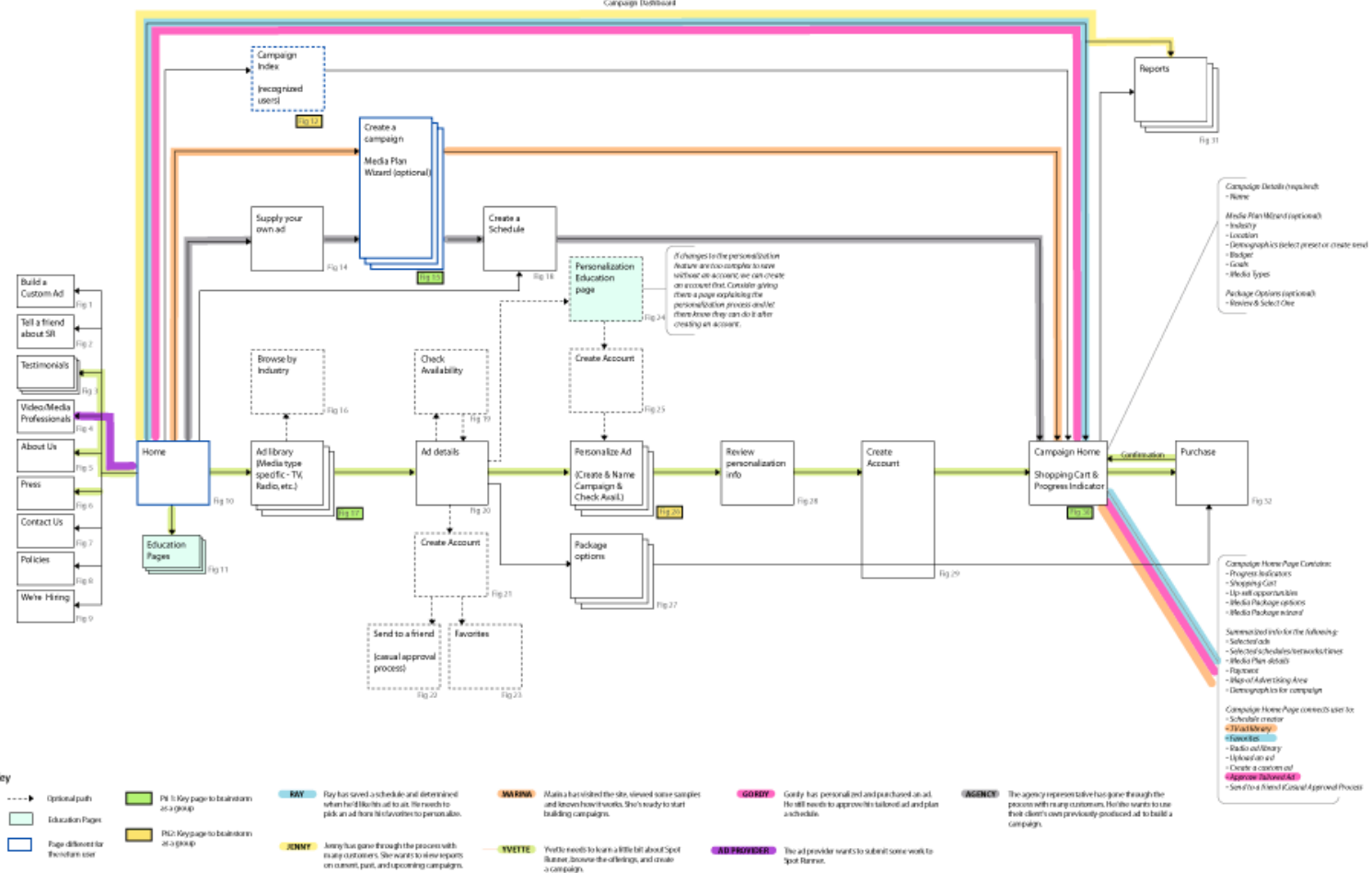
Spot Runner
Persona based interaction map

This interaction map illustrates the task flow to be followed by the personas created for this client. The different colored lines indicate a unique persona's path through the product.

# Local.com High Level Interaction Map

## Home Page

**LOCAL.com**

- BUSINESS
- EVENTS
- COUPONS

## Topics Pages

- ETC...
- HOUSEHOLD
- FOOD

## Main Landing Pages

- COUPONS
- EVENTS
- BUSINESS

## SERP Page - List View

**LOCAL.com**

See Map View

| Map | Result 1 | Directions |
| | Result 2 | |
| | Result 3 | |
| | Result 4 | |

## SERP Page - Map View

**LOCAL.com**

See List View

| Result 1 | |
| Result 2 | Map |
| Result 3 | |
| Result 4 | What's Nearby |

## BIZ Profile Page

**LOCAL.com**

| Map | Profile Content |
| Directions | |
| What's Nearby | |

## What's Nearby Feature

| Nearby selected location | Map |

## Single Destination Map/Directions

| From | |
| To | Map |

Links to profile:
- Name
- Reviews
- Offer
- Fan count

**Small Map Features:**
- Zoom In/Out
- Move
- Pins showing result locations

**Large Map Features:**
- Zoom In/Out
- Move
- Pins showing result locations
- Mouseover listing shows:
  - Highlights pin on map
- Mouseover pin shows:
  - Spawns name
- Clicking on Pin shows:
  - Name
  - Reviews
  - Category
  - Address
  - Phone
  - Web site link
  - Directions link
  - Save link
  - Price range
  - Neighborhood name

**Listings Include:**
- Name
- Address
- Phone
- Directions
- Reviews
- Web site
- Offer
- Fan count

## Local.com
### High Level Interaction Map

Upon fleshing out the new requirements for local.com's new site, it became clear that we needed to put these features in context. This high level interaction map quickly illustrates the features and acts as a low fidelity wireframe to give context and task-flow details in a brief, yet effective way.

FC Software Design Pattern Library for Keyboard/Mouse interfaces
design.amazon.com › FC Software Design Repository › Design Pattern Library › Keyboard/Mouse

amazon®

**Quick links** ( hide)

Accordian Menus
Alerts
Branding
Buttons
Color Palette
Contextual Help
Date and Time Format
Fonts
Form Inputs
Icons and Graphics
Language
Load Indicator
Navigation
Page Layout
Pagination
Popovers
Search (Page)
Tables
Wizards

**How to add a pattern**

**Comment on a pattern**

### Accordian Menus DRAFT

| ☑ Mods | ☐ Floors |
|---|---|
| ▼ ☑ Mod 1 | ☐ Floor 1 |
| | ☐ Floor 2 |
| | ☑ Floor 3 |
| ▶ ☑ Mod 2 | All Floors Selected |
| ▶ ☑ Mod 3 | All Floors Selected |

>> When there are too many options to choose from that would overwhelm the user, the options need to me more digestible.

### Alerts DRAFT

✖ Error message title
Supportive error explanation in easy to under

✔ Success title here...
Supportive explanation of wt

⚠ Alert/warning title here...
Supportive explanation in easy to unde

>> Acceptable methods for displaying error, alert, affirmative confirmation, or other messages to the user.

### Branding

amazon fulfillment

>> The place to go for logos and other branding resources.

### Buttons DRAFT

ord: [          ]
ord: [          ]

[ Cancel ] [ Submit ]

>> Instructions and resources for button styles, sizes, placement, implementation, and logic can be found here.

### Color Palette DRAFT

>> Keep it all consistant by getting color values for your tool here! They're fun to look at and taste great!

### Contextual Help DRAFT

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>> Need to add a little bit of help within a page? Here's how to do it.

### Fonts DRAFT

h1 - Page Title (Arial, 20px, bold)

### Form Inputs DRAFT

### Icons Graphics DRAFT

## Amazon Fulfillment
### Design Pattern Guides

This is an example of a UX design pattern guide or style guide, that I recently created for the amazon fulfillment team. I have created several pattern guides, but this was the first organization I've worked on that needed three of them. They utilize three different types of hardware: handheld barcode scanners – equipped with small touchscreens, computers with touchscreen monitors, and the standard computer setup with keyboard and mouse.

Each form factor required a different type of design, and thus a different set of design patterns.

Design Samples

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