

UI PORTFOLIO

Select UI Work

Clients: **Pearson, MetLife, Deutsche Bank, Comcast Business, and more**

An overview of work across enterprise and consumer products.

Interactive prototypes and extended case studies are linked throughout.

John Walker



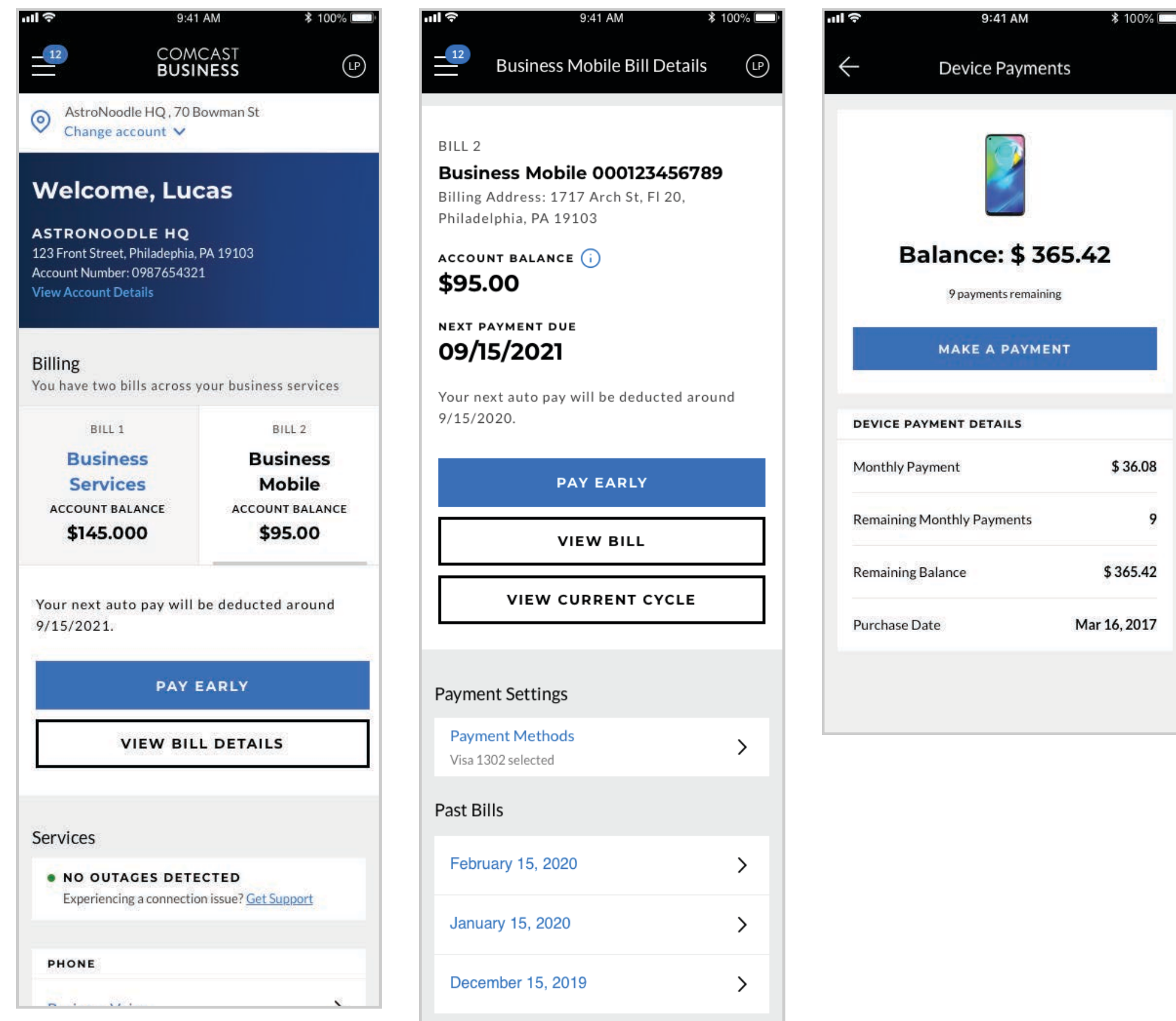
ABOUT ME

I've been creating visual designs for enterprise and consumer audiences, in responsive web and native mobile platforms, since 2010.

This presentation covers:

- Enterprise mobile
- Enterprise web
- Consumer products
- Components and systems

Enterprise Mobile Design



Home, Bill Details, and Device Payments screens

COMCAST BUSINESS

I led the strategy to transform the Comcast Business app from a limited marketing tool into a fully functional, transactional SaaS product, creating a consistent experience across web and mobile.

My responsibilities included:

- Aligning the design with a recent corporate refresh
- Designing transactional flows for shopping, billing, and service management

INTERACTIVE PROTOTYPE

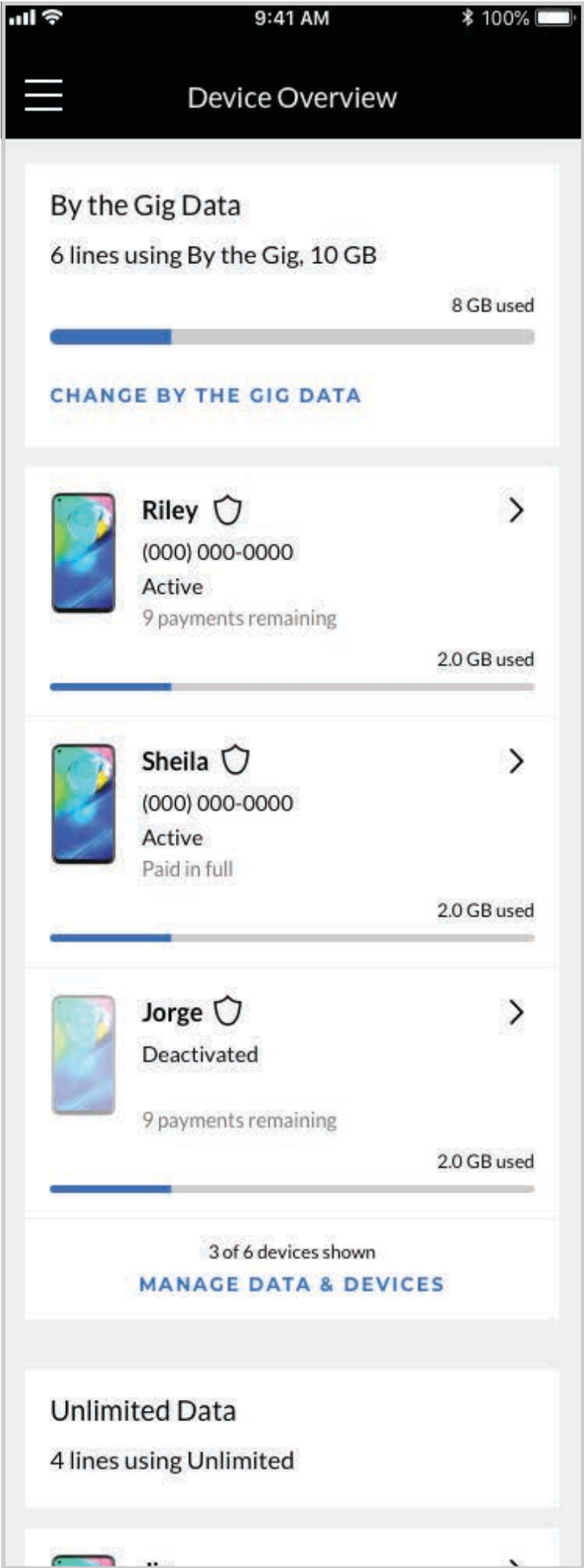
View the UI and sample workflow.

[View prototype](#)

COMCAST BUSINESS SaaS APP

Users can view overall data plans, as well as drill into individual device plans and upgrades.

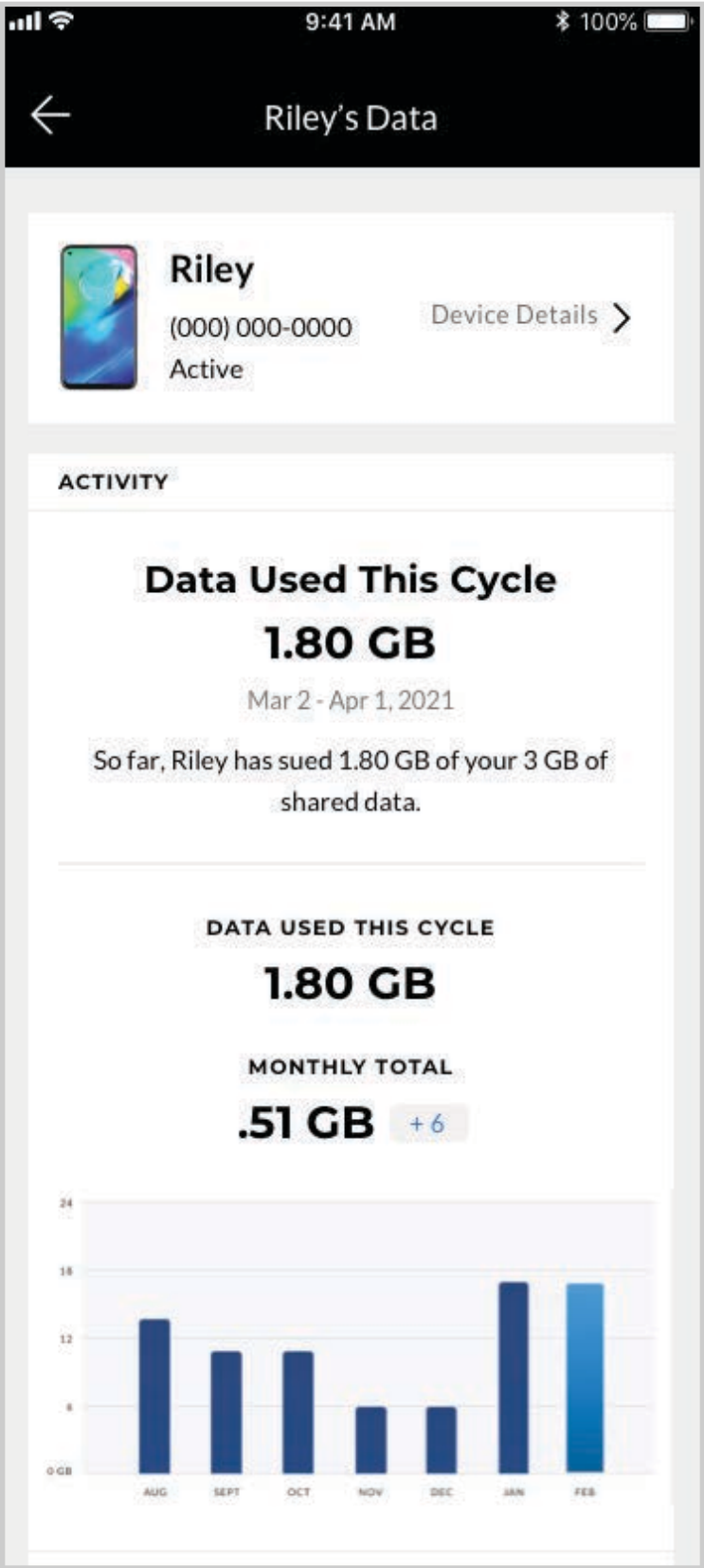
View prototype



The Device Overview page shows devices by data plan

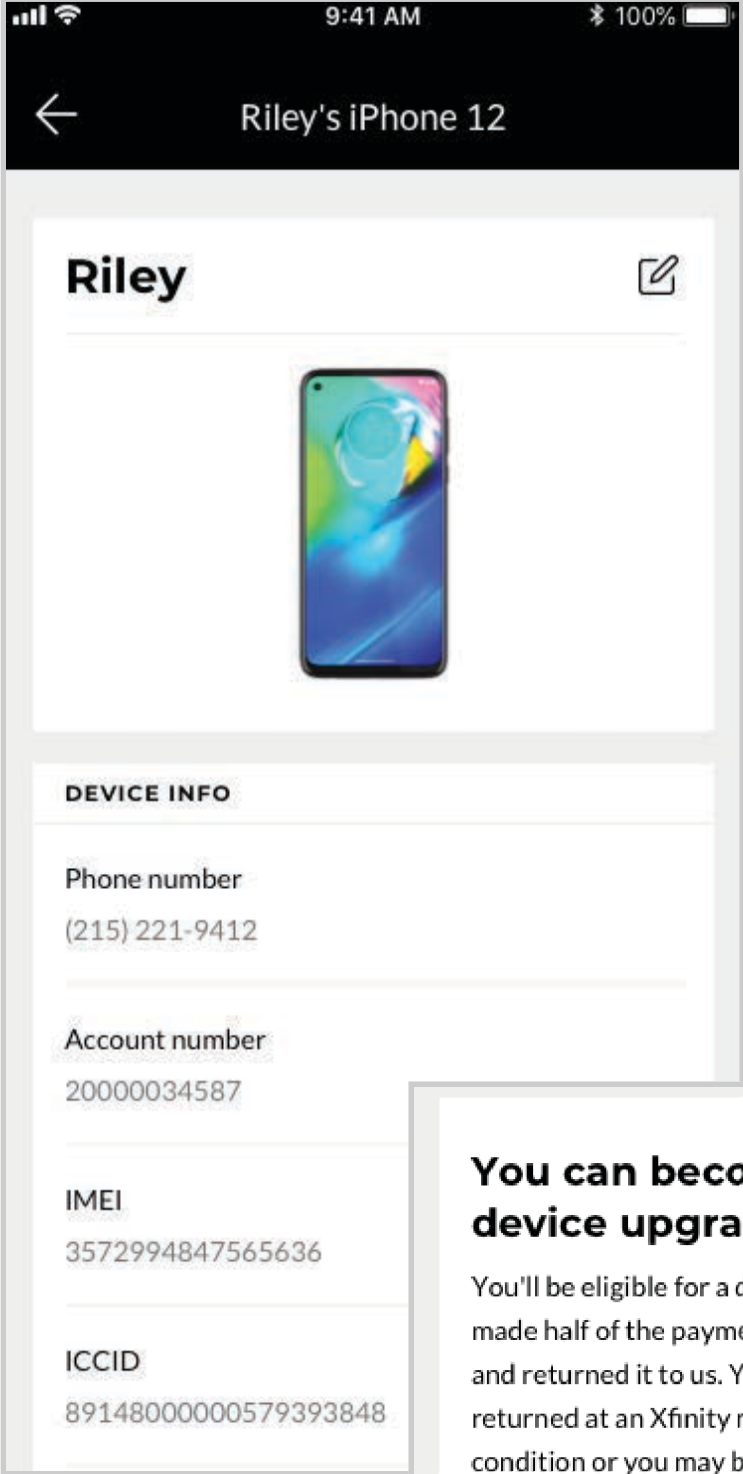
User selects Riley

User can view an overview of data usage



User selects device

User can view data usage for this device



User sees device details

You can become eligible for a device upgrade

You'll be eligible for a device upgrade once you've made half of the payments on your current device and returned it to us. Your old device must be returned at an Xfinity retail store in like-new condition or you may be charged the full remaining balance on the device.

Note: There is an upgrade fee for customers who are not enrolled in the Xfinity Mobile Protection Plan.

FIND A STORE

User can upgrade

VERSANT BY PEARSON

I spearheaded the project to reimagine the Versant web app as a native mobile app.

[View prototype](#)

10:22

VERSANT™ | English Certificate

1 2 3 4

Complete your profile

Given name(s) *

John

This includes any middle names you may have.

Surname *

Walker

Email *

John.walker@pearson.com

Date of birth

October 1

Country of citizenship *

United States

Next

←
User
creates
profile

10:25

VERSANT™ | English Certificate

Verify your identity

Summary

All your identity verification steps have been completed.

Complete your profile ✓

Take a selfie ✓

Record a video ✓

Now, review the rules

←
User
completes
onboarding

10:39

VERSANT™ | English Certificate

Test overview

English Certificate 4-Skills

The test has 11 sections. It takes about 1 hour.

Section 1
Repeat the sentence

Section 2
Build a sentence

Section 3
Listen and select answers

Section 4
Write what you hear

Go to section 1

←
User
selects
section

→
User
completes
test

1:18

VERSANT™ | English Certificate

Congratulations!

Thank you for completing the test!

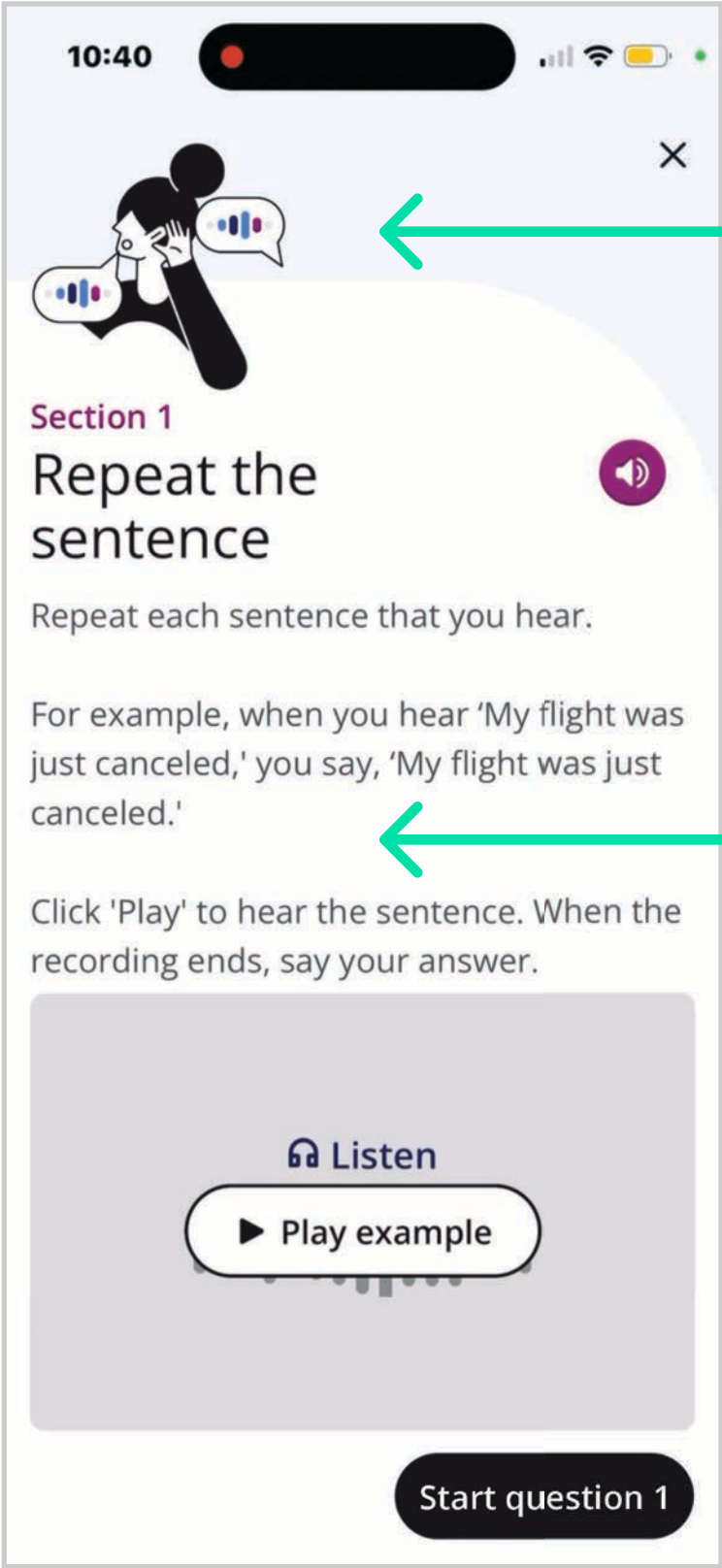
Leave a feedback

Skip

VERSANT BY PEARSON

New designs were more consumer oriented and required updating to mobile design patterns.

[View prototype](#)

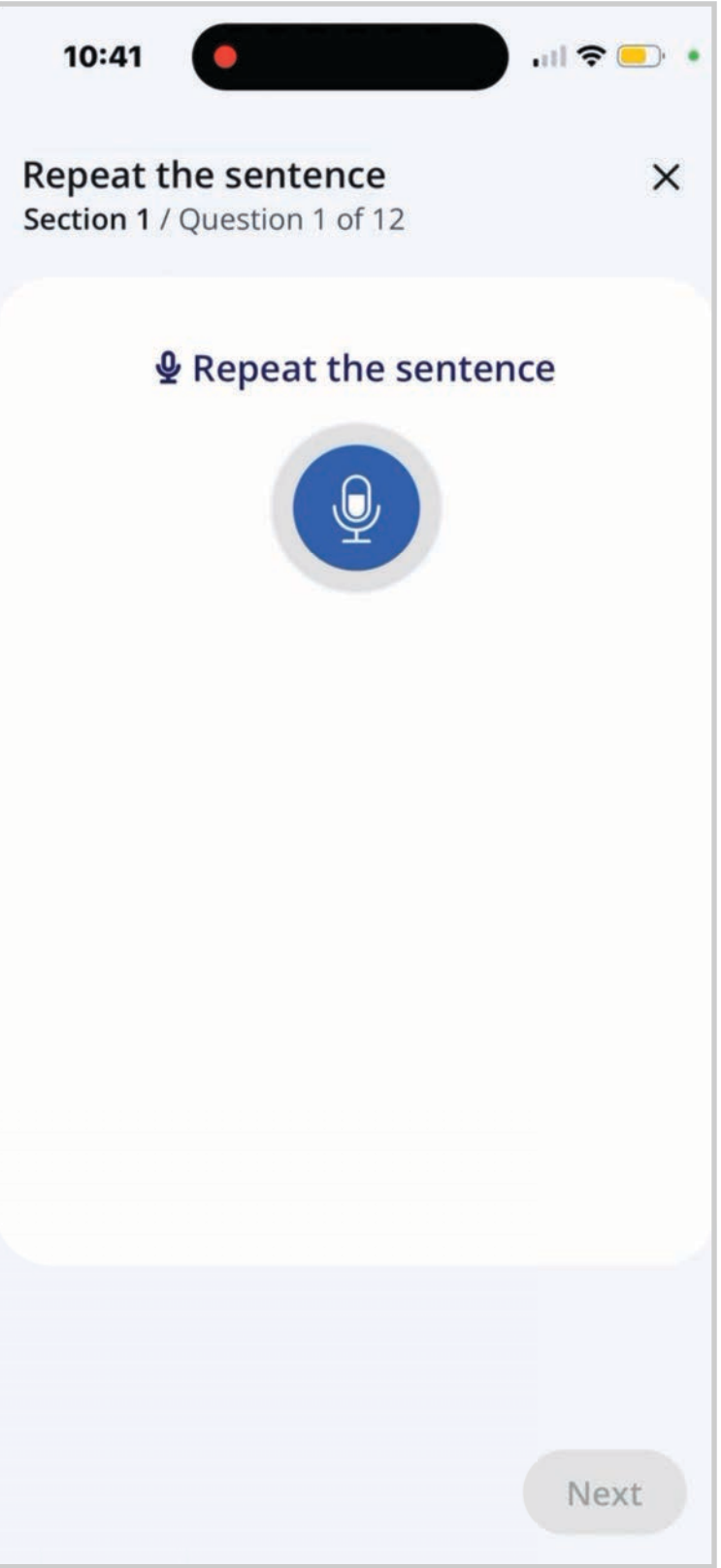
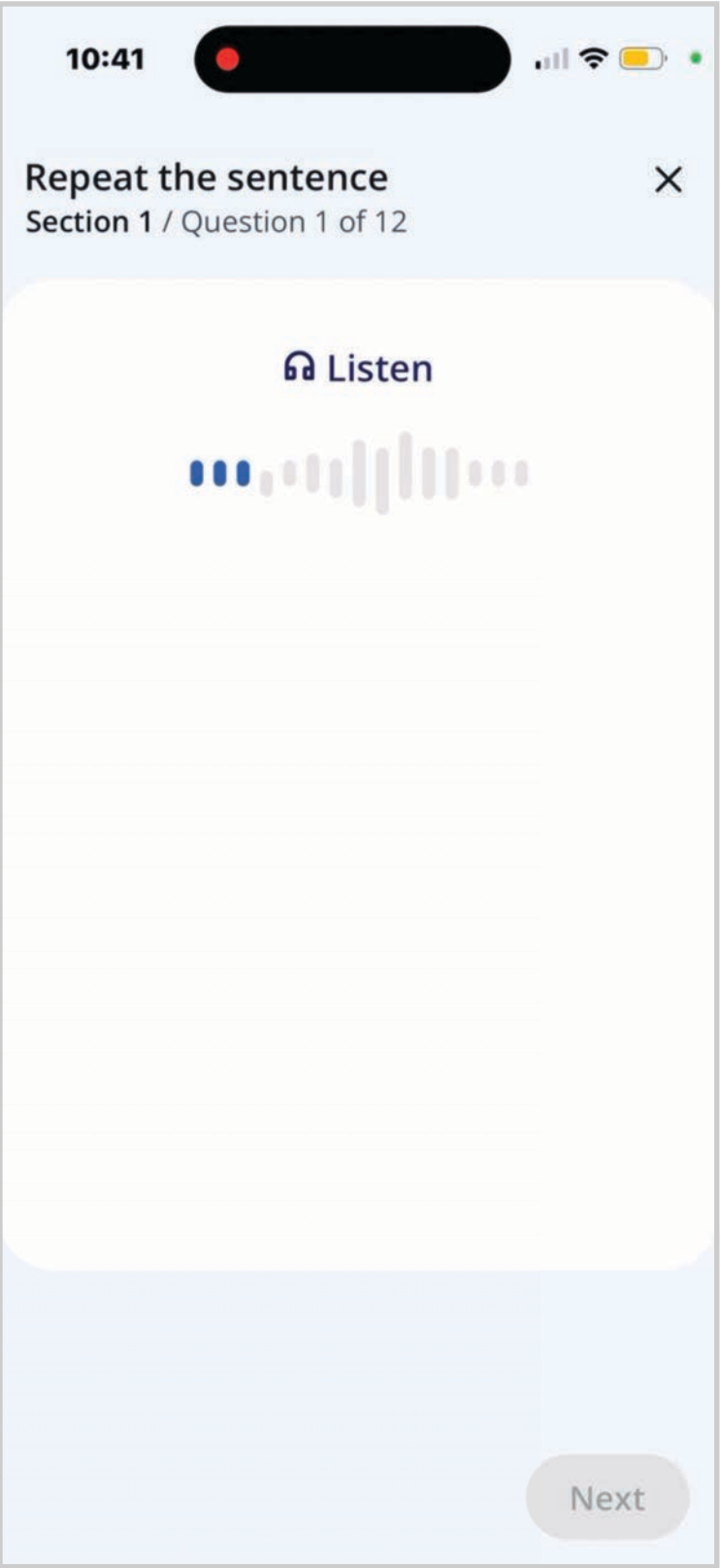
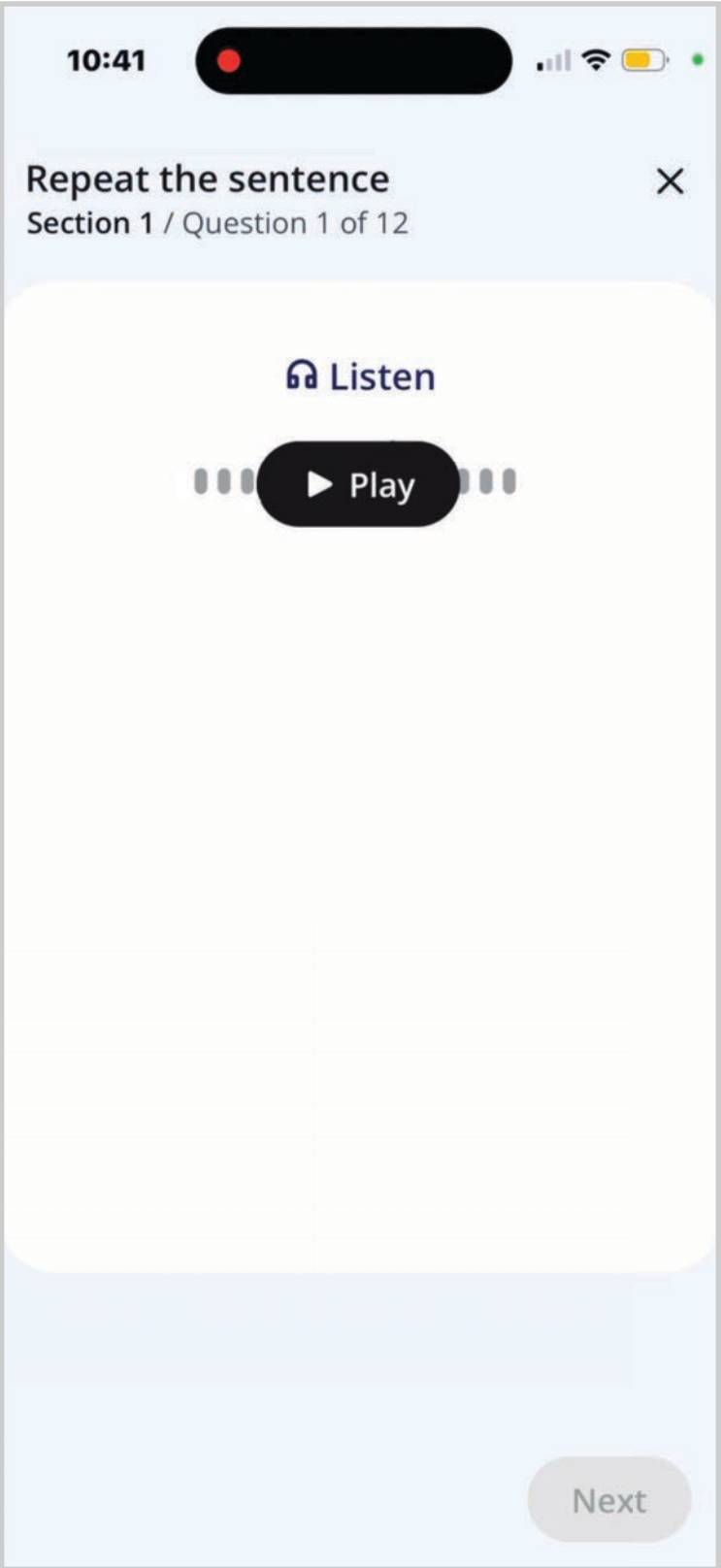


Introduced illustration system for a more approachable, consumer-friendly tone

Volume control follows mobile patterns

Instructions shortened for mobile screens

Integrated CTA interaction (Start) and progress feedback (Question 1)



Designed native progress patterns with clear visual feedback and hierarchy

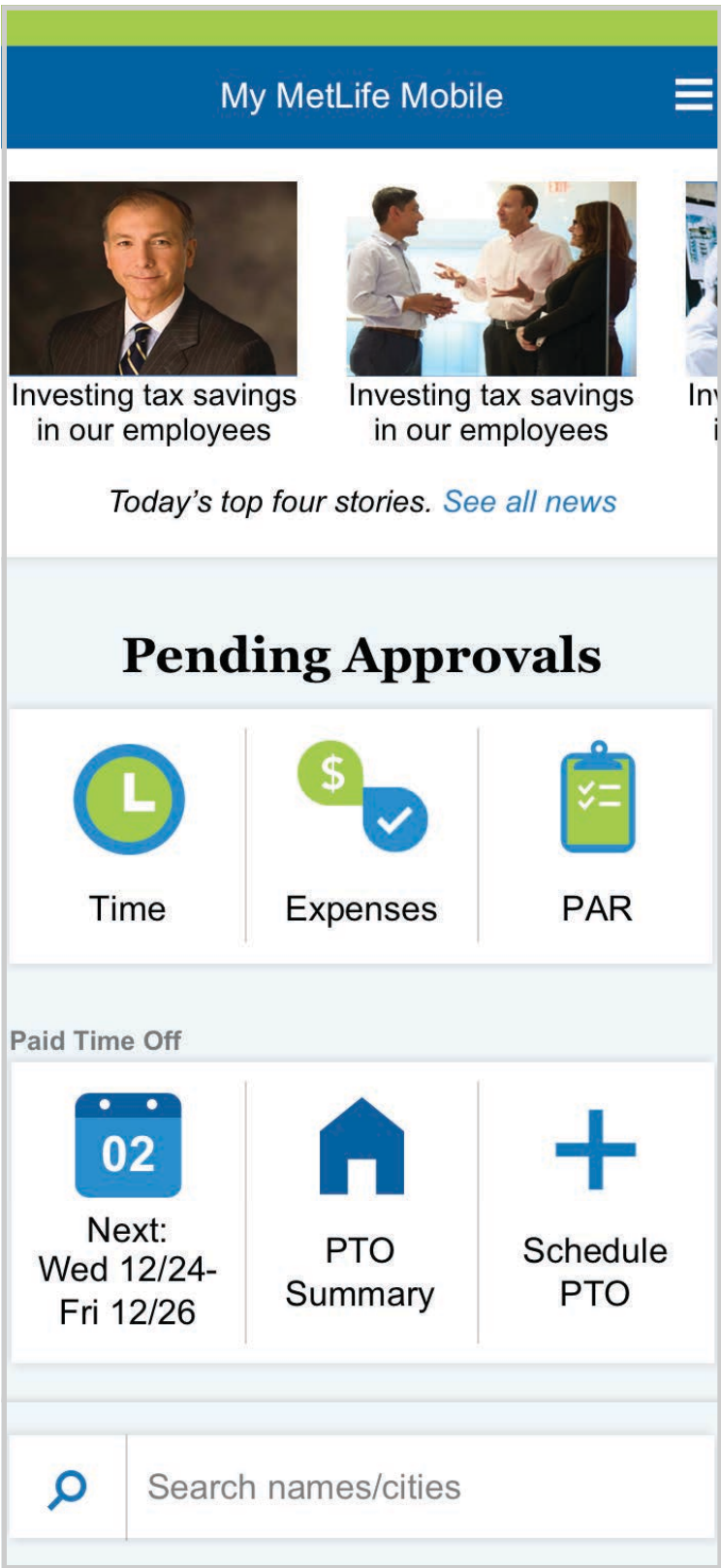
Interaction flows broken into more steps

Interactive actions enabled progressively to avoid confusion

METLIFE

I designed components, flows, and icons for a custom workflow management mobile app.

[View design system](#)

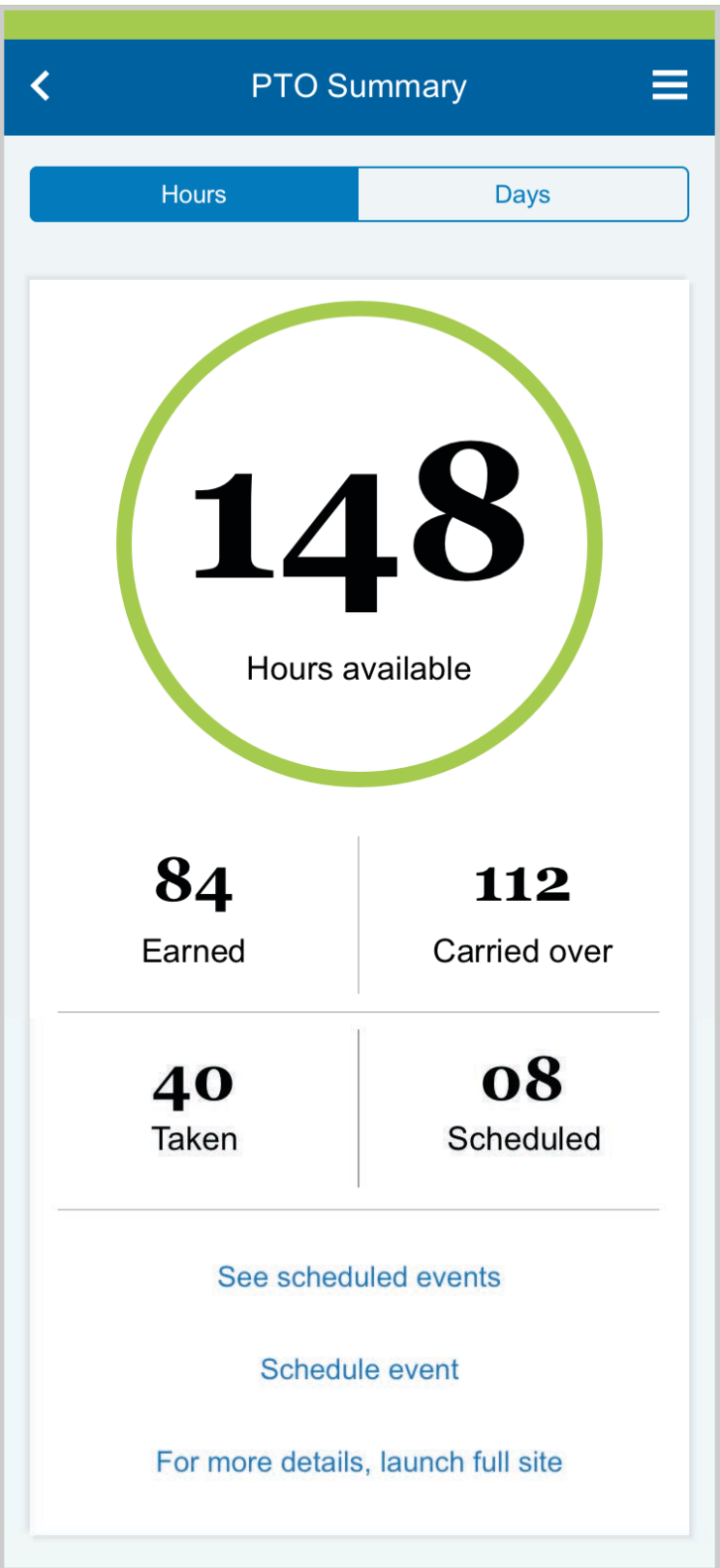


Used corporate color palette

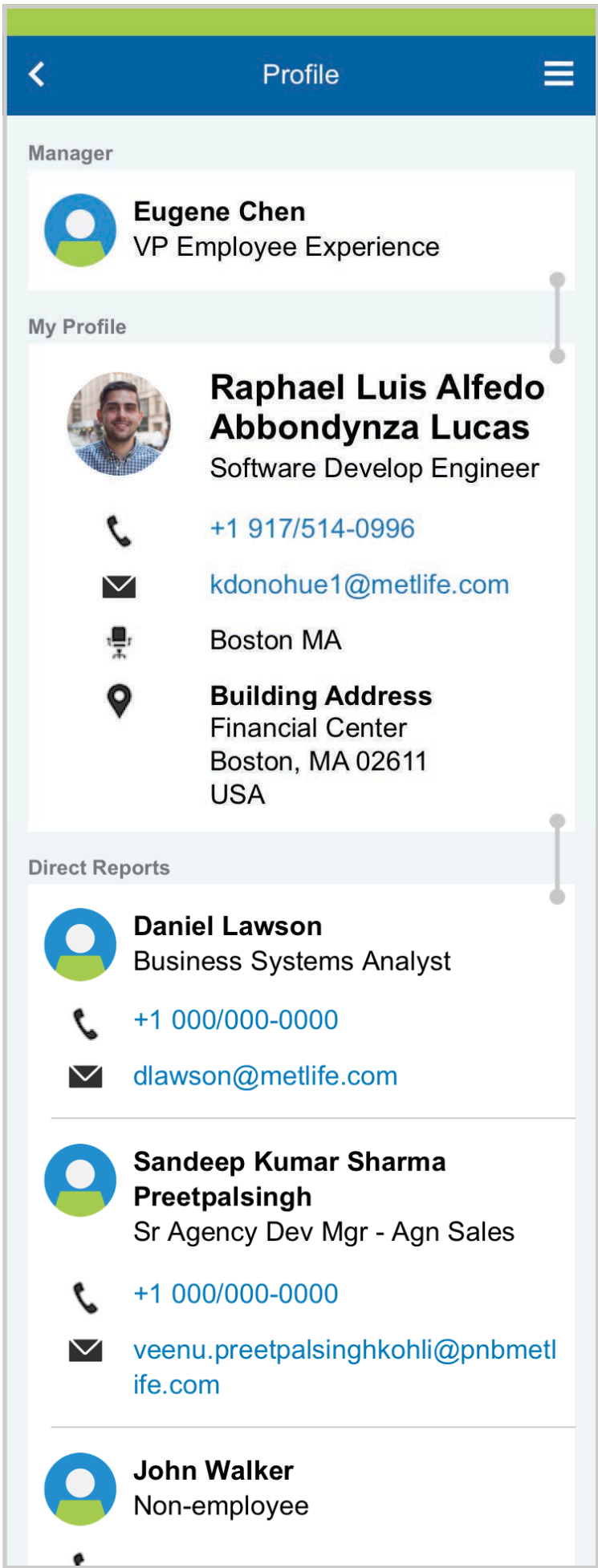
Used corporate fonts

Designed all custom components

Created all iconography



Component design was flexible to accommodate 15 languages

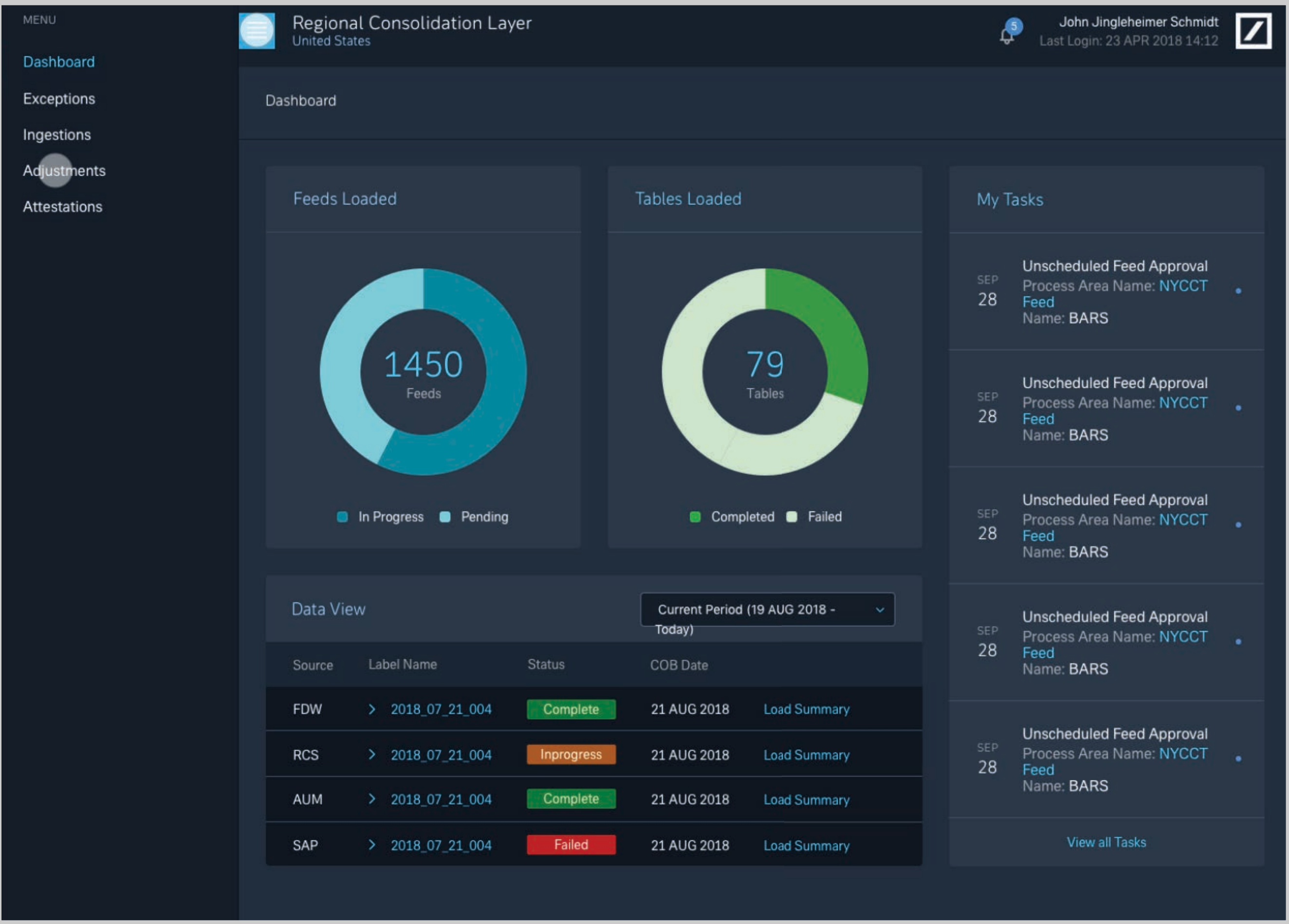


Used hub-and-spoke IA so no user journey was more than 3 clicks long

Integrated in-app browser for extended functionality

Interactive component design was platform-agnostic

Enterprise Web Design



The dashboard provided a quick status overview and task to-do list

DEUTSCHE BANK

I launched a SaaS application for Deutsche Bank that centralized tax data and allowed multiple users to use it concurrently.

It replaced an ad hoc process that had caused filing discrepancies and millions of dollars in government fines, creating a shared source of truth that simplified quarterly tax filings.

INTERACTIVE PROTOTYPE

View the complex yet intuitive UI and workflows.

[View prototype](#)

DEUTSCHE BANK

The UI unified record review, status tracking, filtering, documentation, and adjustment workflows.

[View prototype](#)

The screenshot displays the 'Regional Consolidation Layer' interface for the 'United States'. The main table lists contract records with columns: CONTRACT IDENTIFIER, CONTRACT SOURCE SYSTEM NAME, CONTRACT STATUS CODE, COUNTER PARTY IDENTIFIER, COUNTER PARTY IDENTIFIER TYPE, and COUNTER PARTY IDENTIFIER NAME. The table shows 50 records, with the first few rows having status codes like NULL, VER, OUT, and COL. The interface includes filters for 'As of Date' (02 Sep 2018), 'Label Name' (2018_07_21_004), and 'Table Name' (Contract). A search bar is present with a 'Search' button. A sidebar on the right shows a 'Conditions' section with a search bar and a list of selected conditions: CONTRACT IDENTIFIER, CONTRACT SYSTEM SOURCE NAME, and CONTRACT STATUS CODE. A 'Status' dropdown menu is open, showing options: All (100), Pending approval (25), Submitted (50), and Exceptions (25). The 'Pending approval' and 'Exceptions' options are selected. The interface is annotated with red arrows and circles highlighting specific features: a red circle around the 'Adjust' button, a red circle around the 'Legal Entity' field (0550 DBUSA), a red circle around the 'Search' button, a red circle around the 'Status' dropdown, and a red circle around the 'Exceptions' option in the status menu. A red arrow points from the 'Adjust' button to the 'Status' dropdown, and another red arrow points from the 'Legal Entity' field to the 'Search' button.

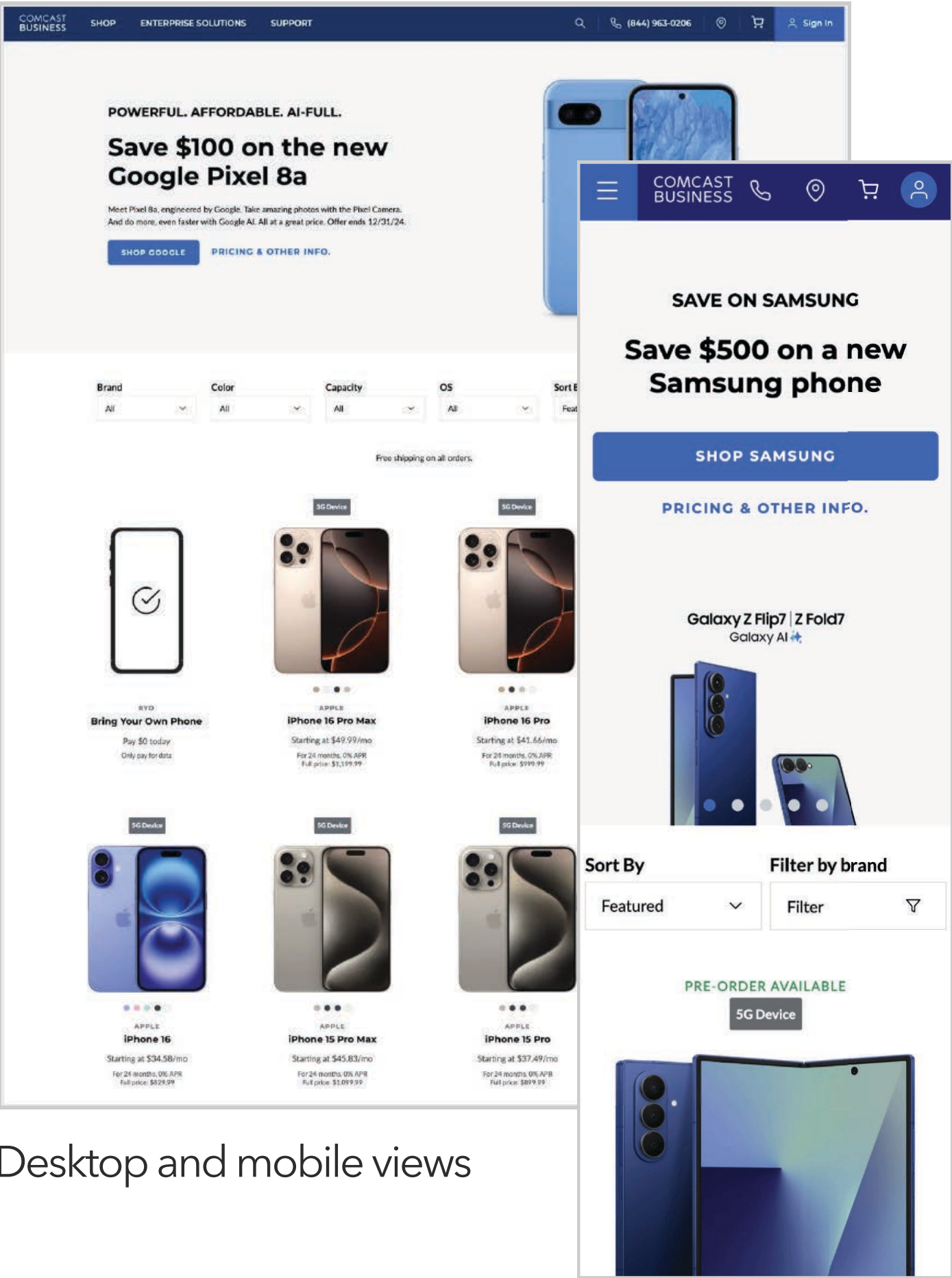
The UI allowed for many complex operations

COMCAST BUSINESS DESIGN SYSTEM

I led the creation of Comcast Business’s mobile-first design system used by 35 teams.

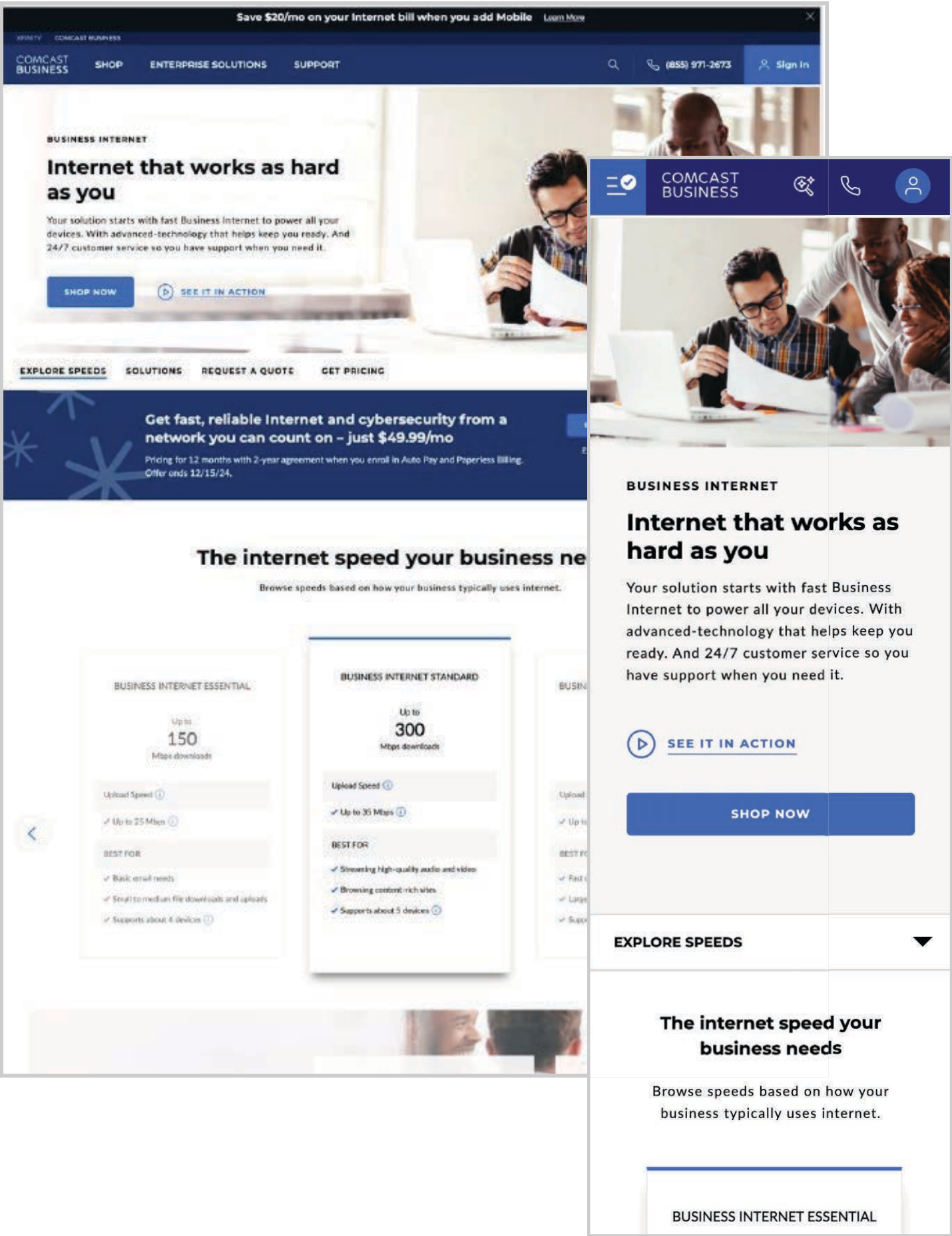
View system in action

Shopping

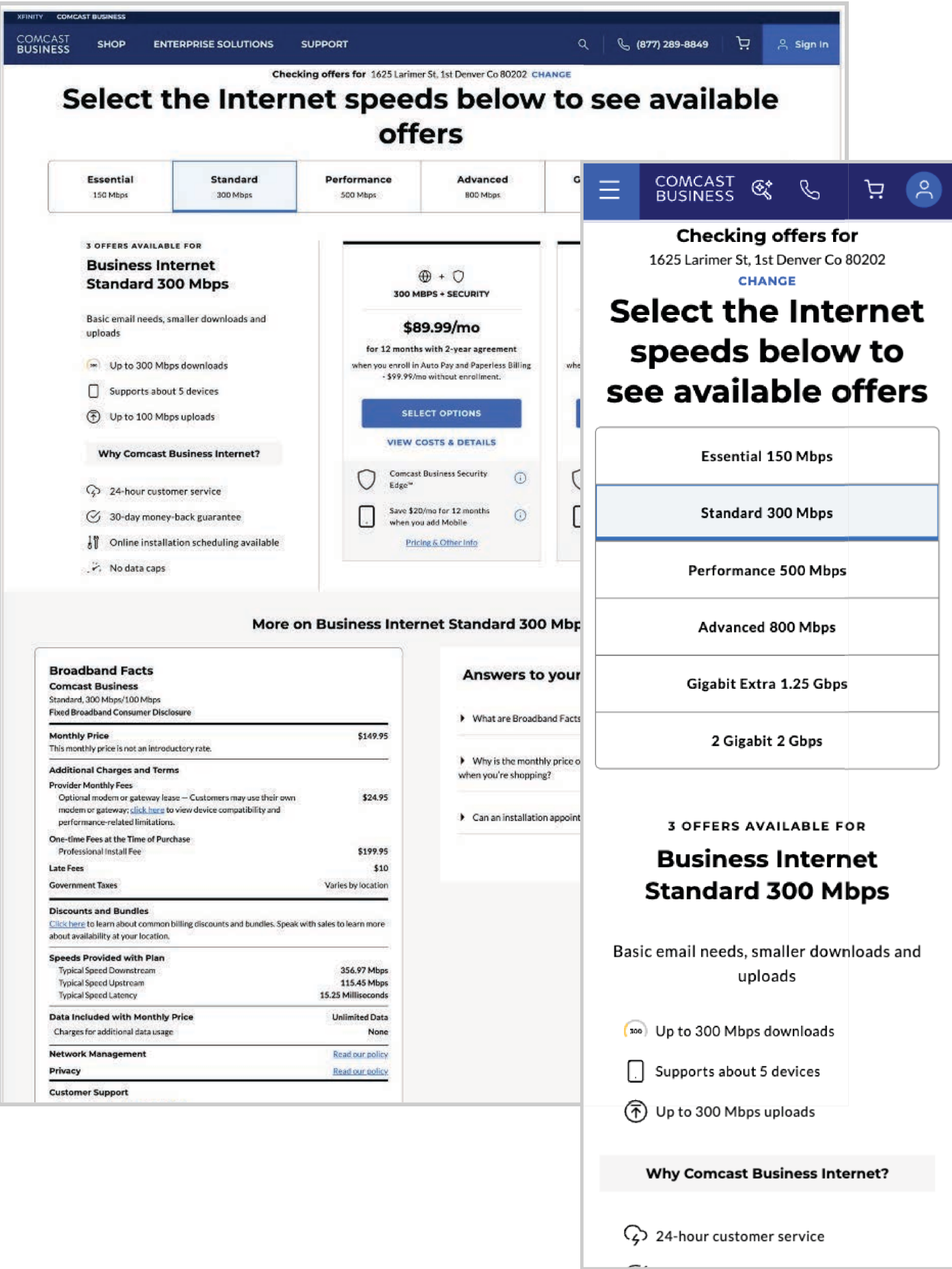


Desktop and mobile views

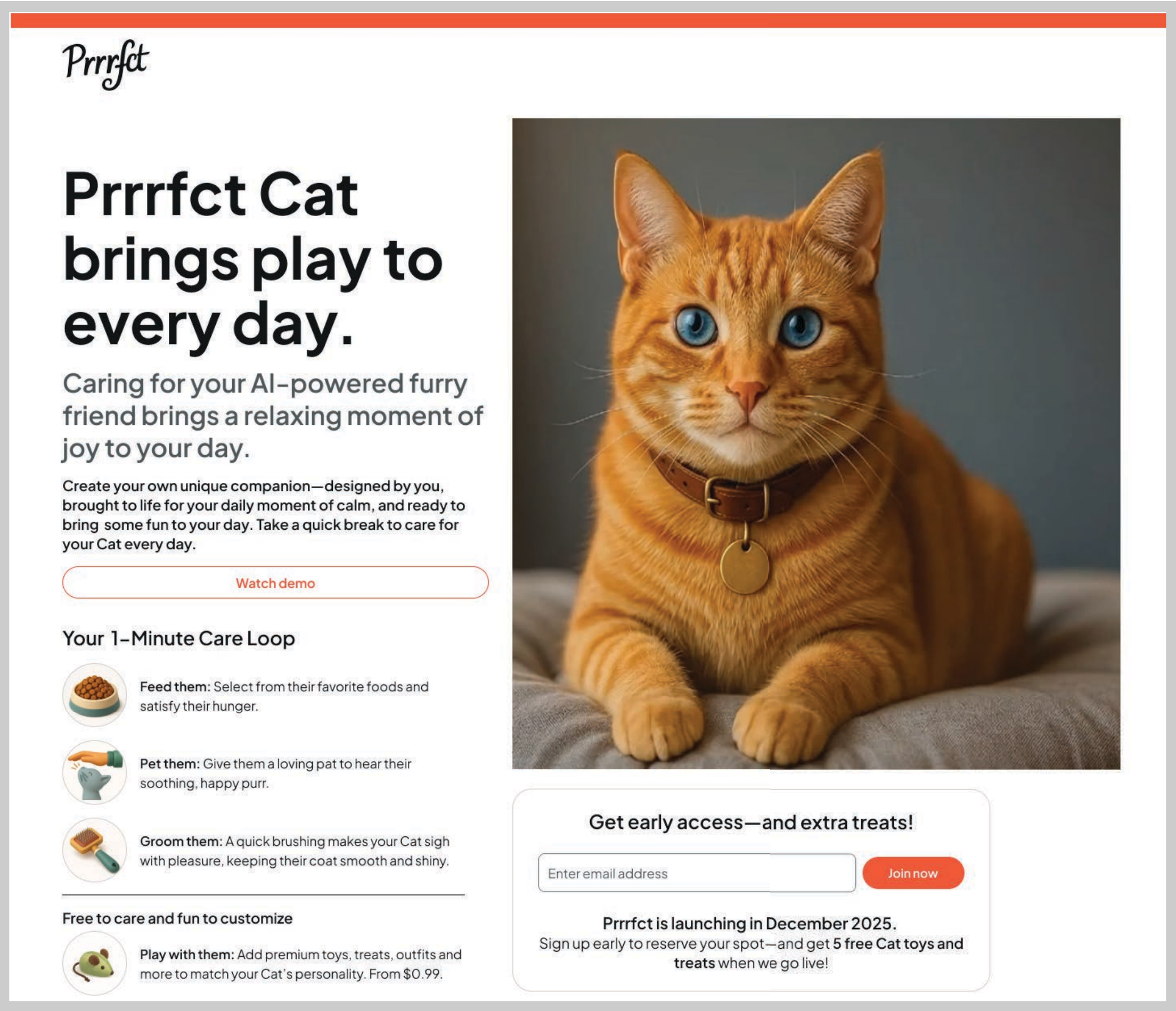
Services



Plans



Consumer Products



The site provides an overview of the service and includes a sign-up form.

PRRRFCT

As the Founder and Principal Designer at Prrrfct, I'm designing and developing a virtual pet companion experience that's a calmer alternative to social media.

Phase 1, an early-access marketing website and proof-of-concept, launched in Dec. 2025.

I've created a complete visual system including components, flows, cat characters, icons, and videos.

LIVE SITE

Check out the POC.

[Go to prrrfct.com](#)

INTERACTIVE PROTOTYPE

View the work in progress

[View prototype](#)

PRRRFCT

I'm currently working on Phase 2, the cat care and mobile-first social sharing app.

View prototype

Prrrfct

Meet the cat who's always happy to see you.

An AI-powered, virtual cat adoption experience.

Your one-of-a-kind cat brings joy and relaxation wherever you go.

Adopt Your Free Prrrfct Cat

The core Prrrfct app experience will always be free. Premiums like toys and outfits start at \$0.99.



No mess. No allergies. No litter box. **Just love.**

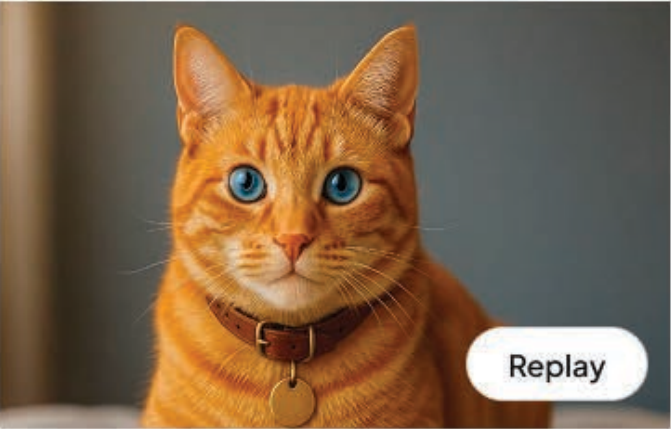
Create your own unique Prrrfct Cat—designed by you, generated by AI, and ready to have some fun. All for free!

With Prrrfct Cat, you can enjoy a daily moment of calm. Pet, feed, and groom your Cat each day, relishing their purrs and charm during your quick relaxation break.

Prrrfct

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Prrrfct

Meet the cat who's always happy to see you.

An AI-powered, virtual cat adoption experience.

Your one-of-a-kind cat brings joy and relaxation wherever you go.

Adopt Your Free Prrrfct Cat

No mess. No allergies. No litter box.

Just love.



Enjoy daily moments of calm.

Pet, feed, and groom your cat each day.

Spend a few mindful minutes caring for your Prrrfct Cat and ease into a simple daily rhythm.

Next: Learn the care loop

The care loop

Spend a few mindful minutes caring for your Prrrfct Cat and ease into a simple daily rhythm.



Feed them: Select from their favorite foods for a satisfying breakfast and dinner.



Pet them: Give them a loving pat to hear their soothing, happy purr.



Groom them: A quick brushing makes your Cat sigh with pleasure.



Earn your daily ribbon: Complete the cycle and reach your daily care goal.

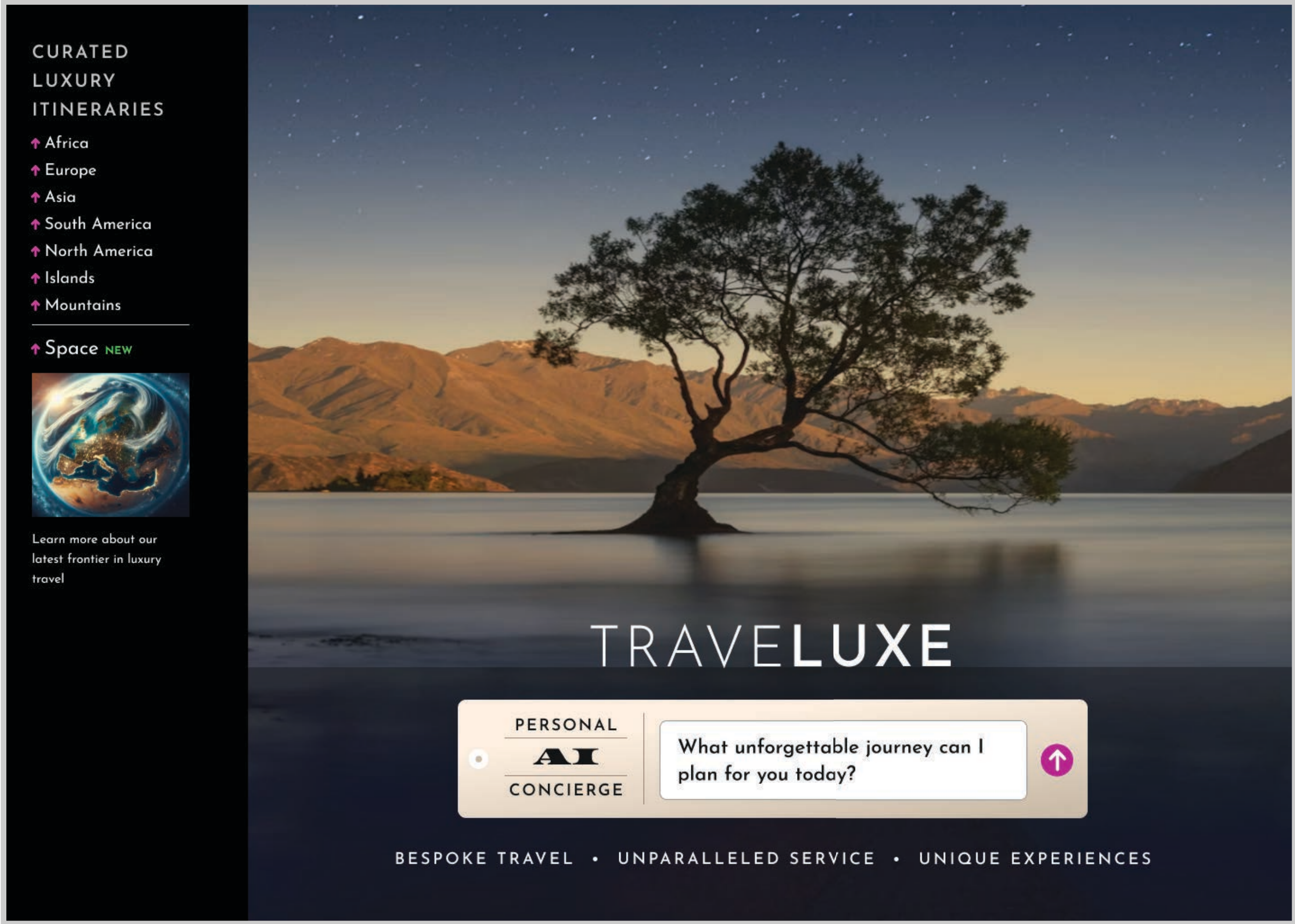
Next: Pick your favorite breed

The care loop encourages repeat use and sharing daily progress

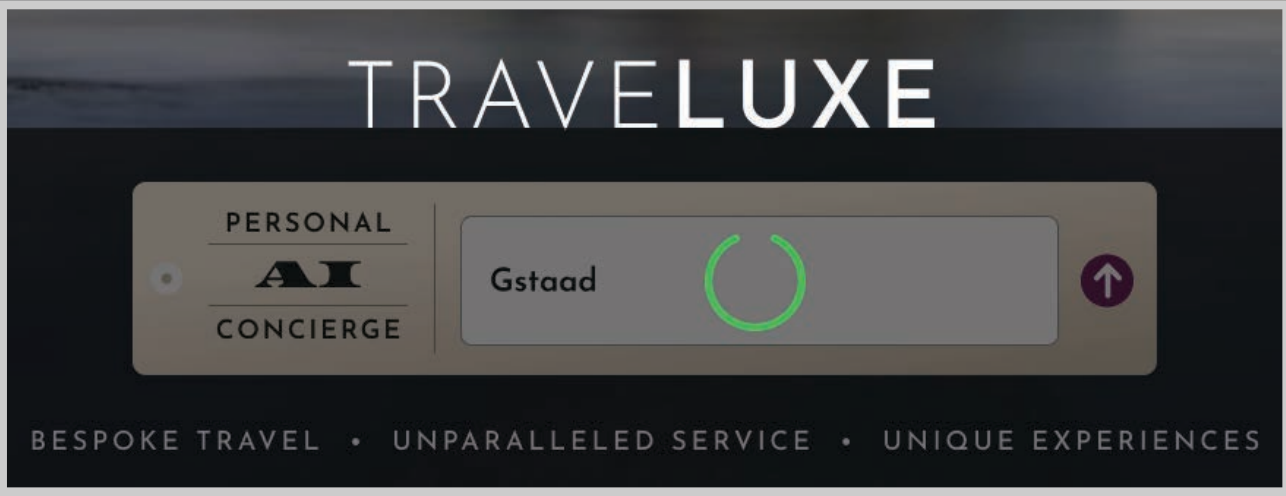
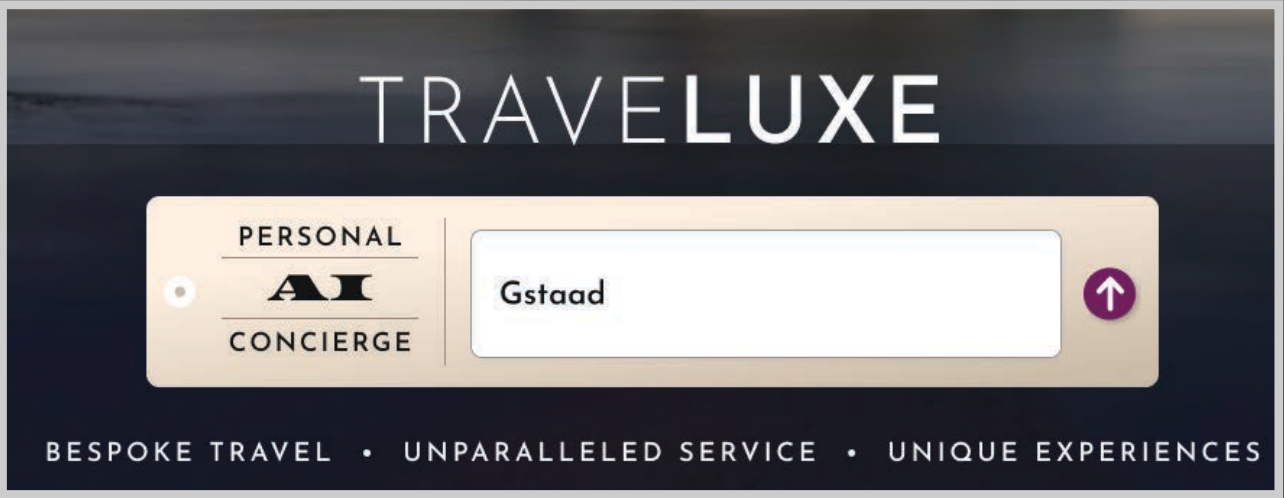
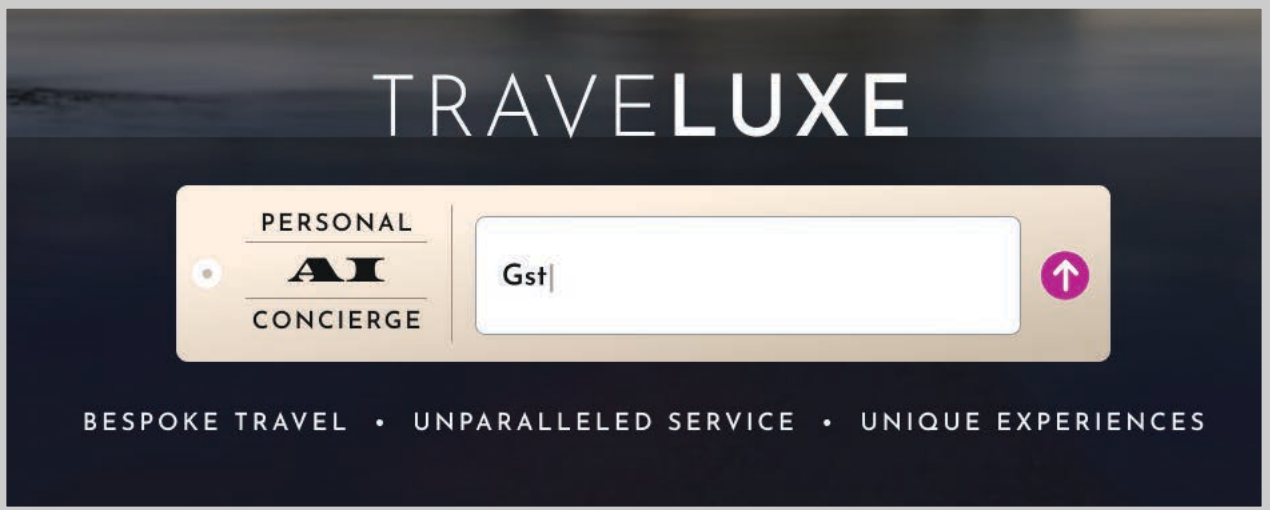
TRAVELUXE

This is a high-fidelity prototype of my first AI product concept, a travel concierge.

[View prototype](#)



Users select a place to visit and the UI begins creating a customized travel planner



TRAVELUXE

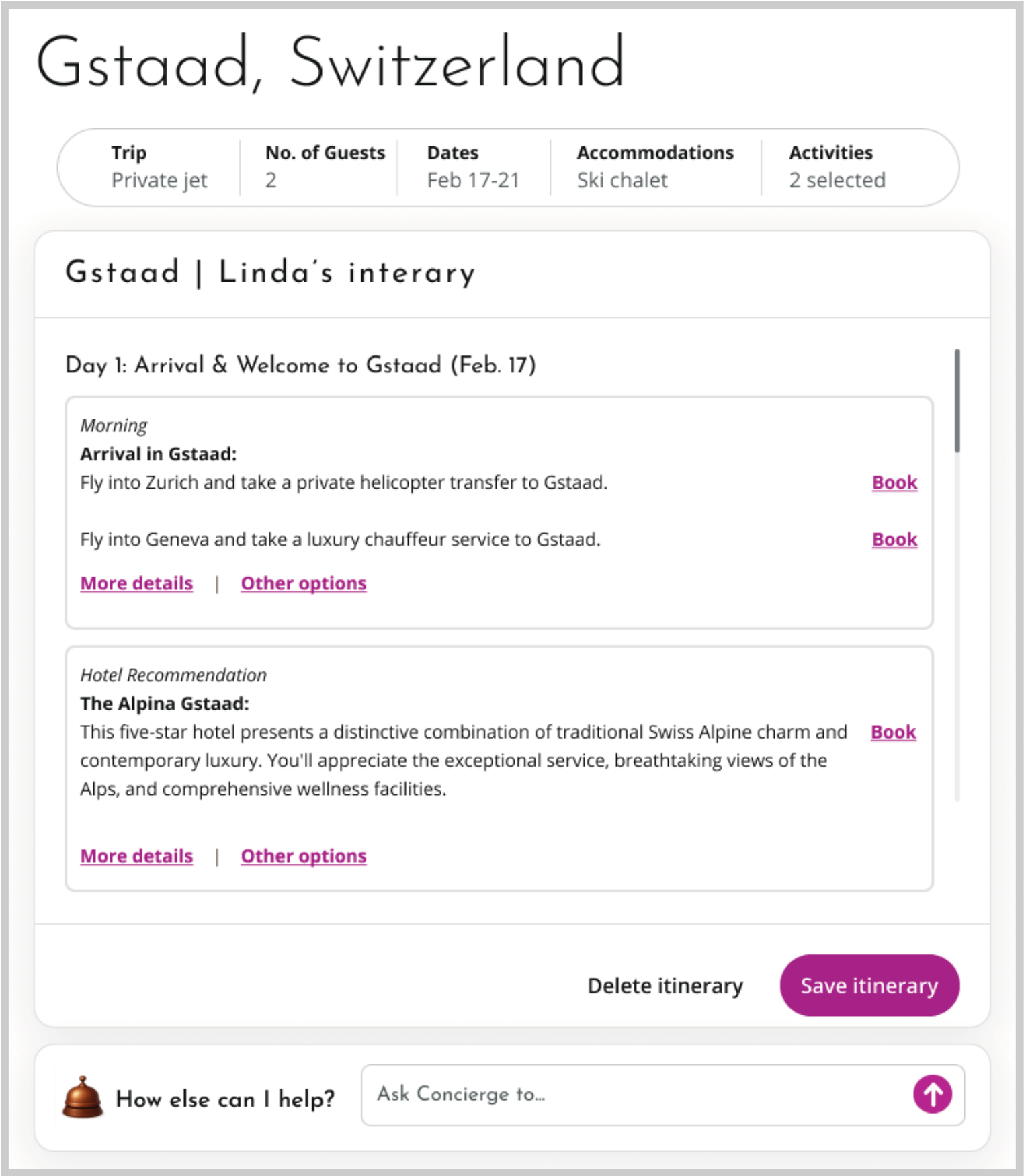
The concierge focuses on providing a single, luxury itinerary for market differentiation.

View prototype



The itinerary offers a single, prioritized suggestion and the ability to view more options →

← The UI has luxury travel options



THANKS FOR YOUR TIME!

**Want to hear more about my experience
or what I'm looking for next?**

John Walker | uxwalker.com | walkerux@gmail.com | (917) 566-1527