

## About Me

Hello, I am Stephanie Raishé and I have over 10 years in design. My experience ranges from product design, booth design, marketing materials, ads, email marketing templates, and B2B & B2C SaaS UI/UX designs (like CRM & CMS).

I love playing video games, eating sushi, and I have an African Grey Congo parrot named Shadow. She likes stealing my food and eating crackers.

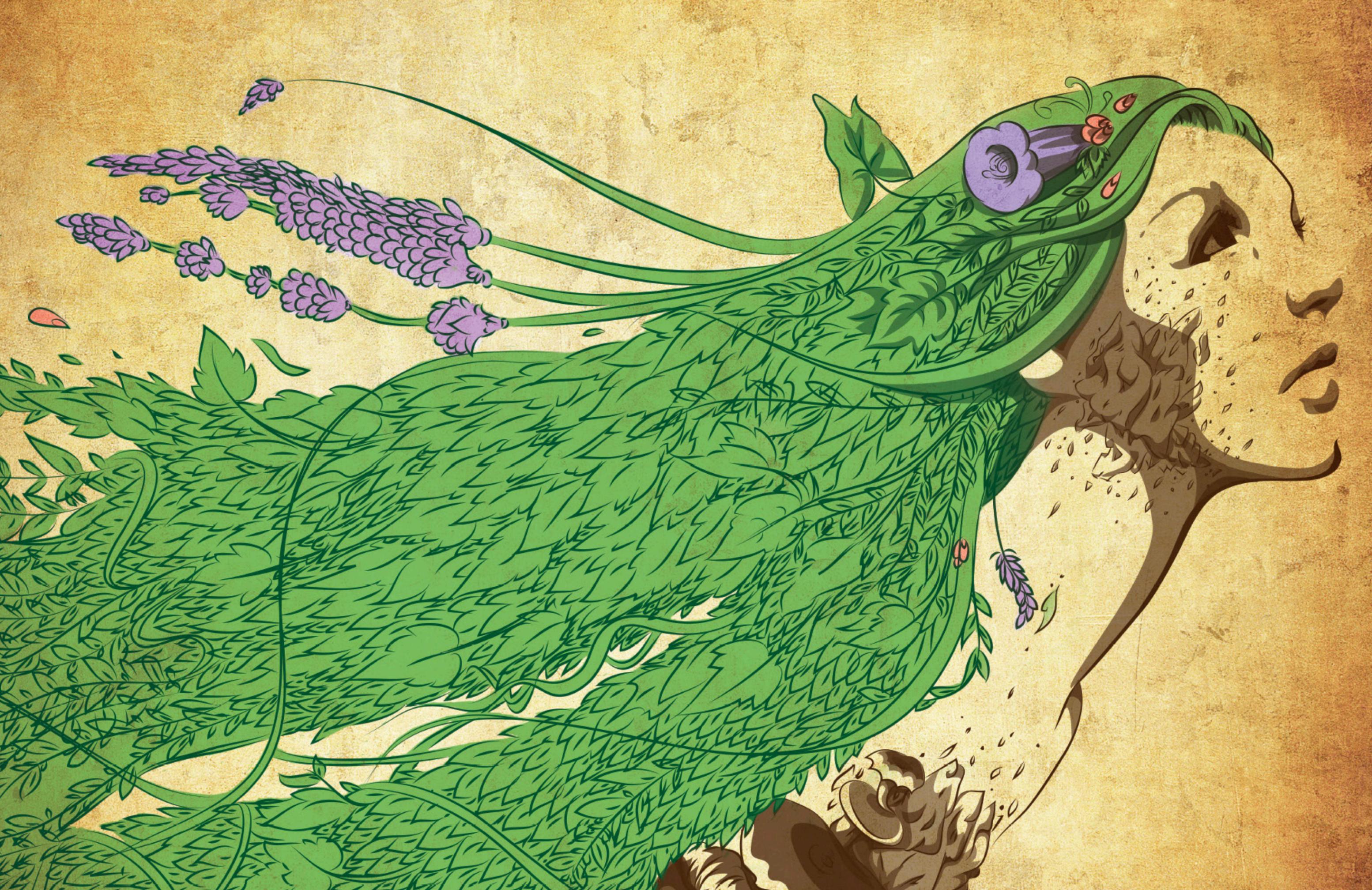


 [contact@raishe.com](mailto:contact@raishe.com)

 <https://raishe.com/>

 (858) 375-8858





# BERNINA

# BERNINA

## Background

While working at Tagrem, I had the opportunity to design a comprehensive dealer portal for Bernina, a renowned sewing machine company. The primary goal was to enable Bernina dealers to easily create and manage their own online stores using Indition's core software, thereby expanding their reach and enhancing their sales capabilities.

## Project Overview

The dealer portal was envisioned as a tool to empower Bernina dealers to set up personalized online stores where they could sell Bernina sewing machines and related products. The portal needed to be intuitive, user-friendly, and flexible enough to accommodate the unique needs of each dealer.

## My Role And Responsibilities

In this project, my role focused on designing the store template and the UI/UX for the entire dealer portal. This included creating store templates, designing the interface for the dealer portal, and crafting the user experience for how dealers would create their stores.

## Design Process

Wireframing and Prototyping: Based on the research insights, I created wireframes to map out the structure and flow of the portal. These wireframes served as the blueprint for the user interface and experience. Prototypes were developed to test the functionality and gather feedback from stakeholders and potential users.

## UI Design

I focused on creating a clean, modern, and professional look for the dealer portal. The design incorporated Bernina's branding elements to ensure consistency. I designed several store templates that dealers could customize with their logos, colors, and content.

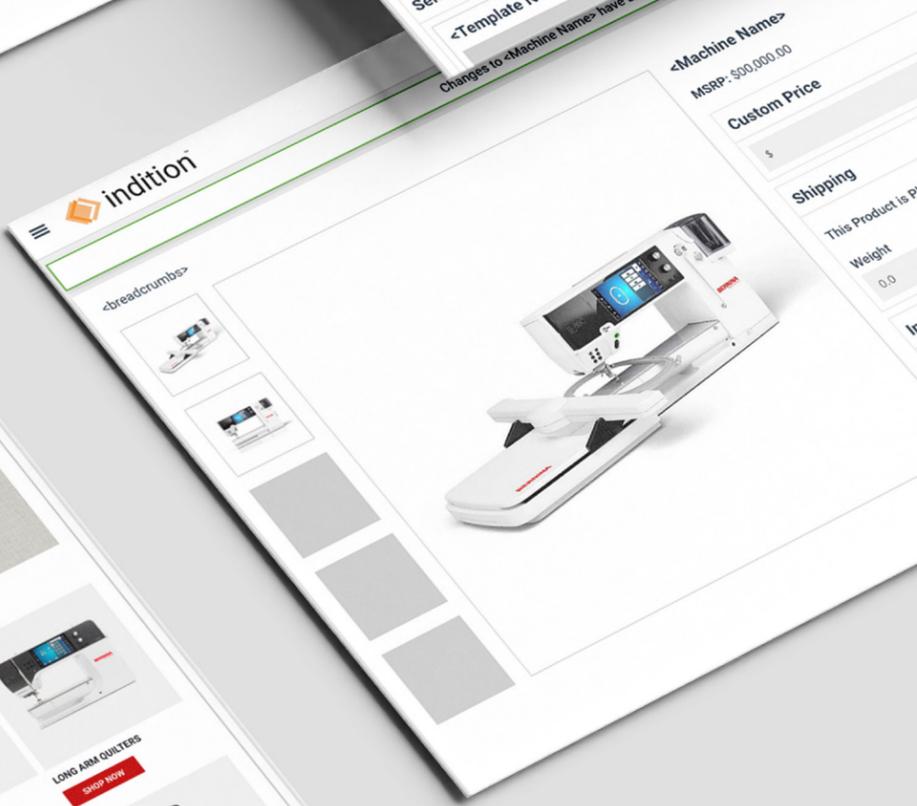
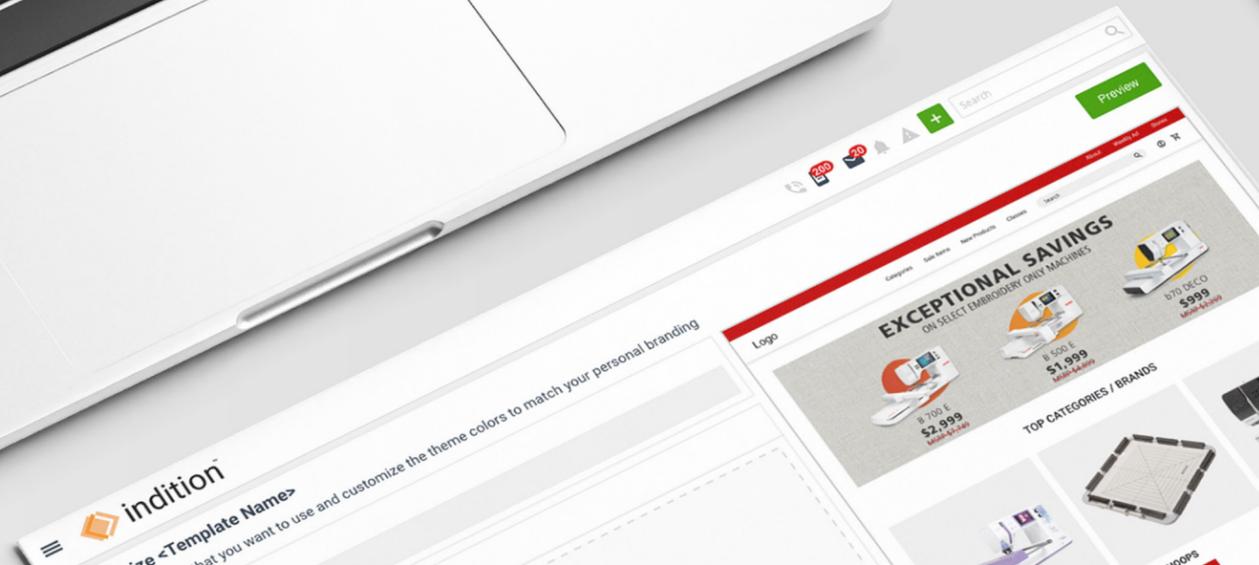
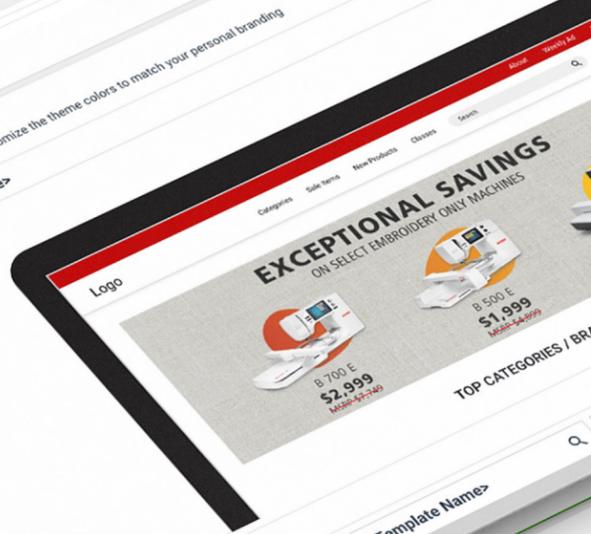
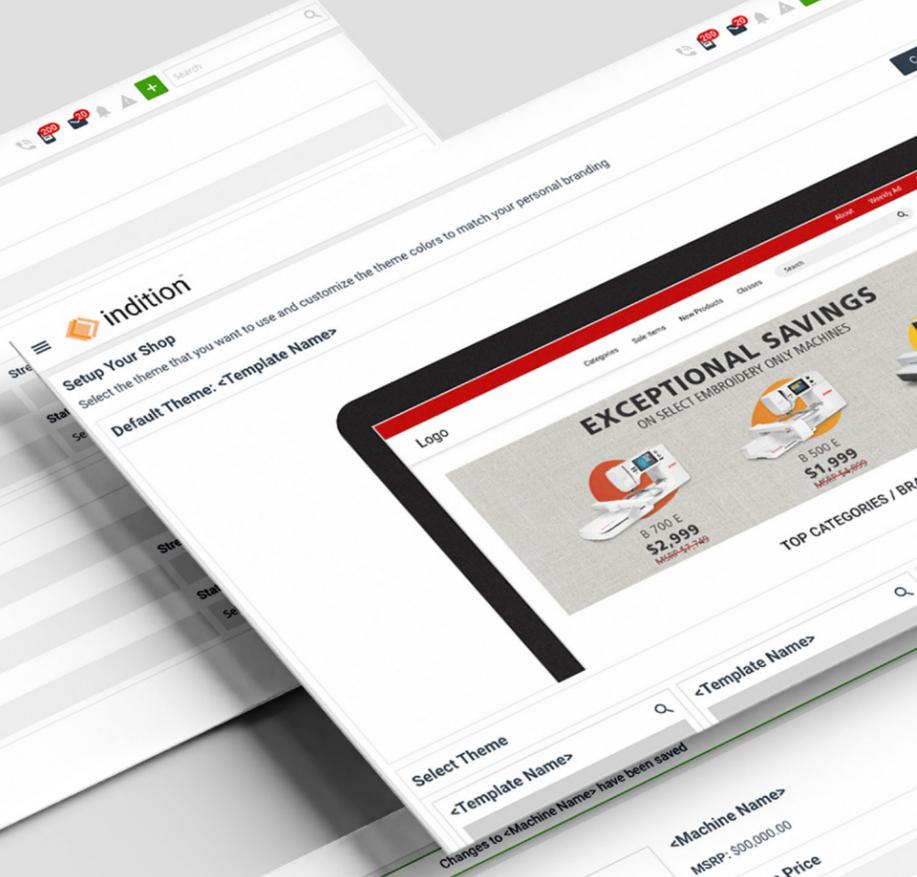
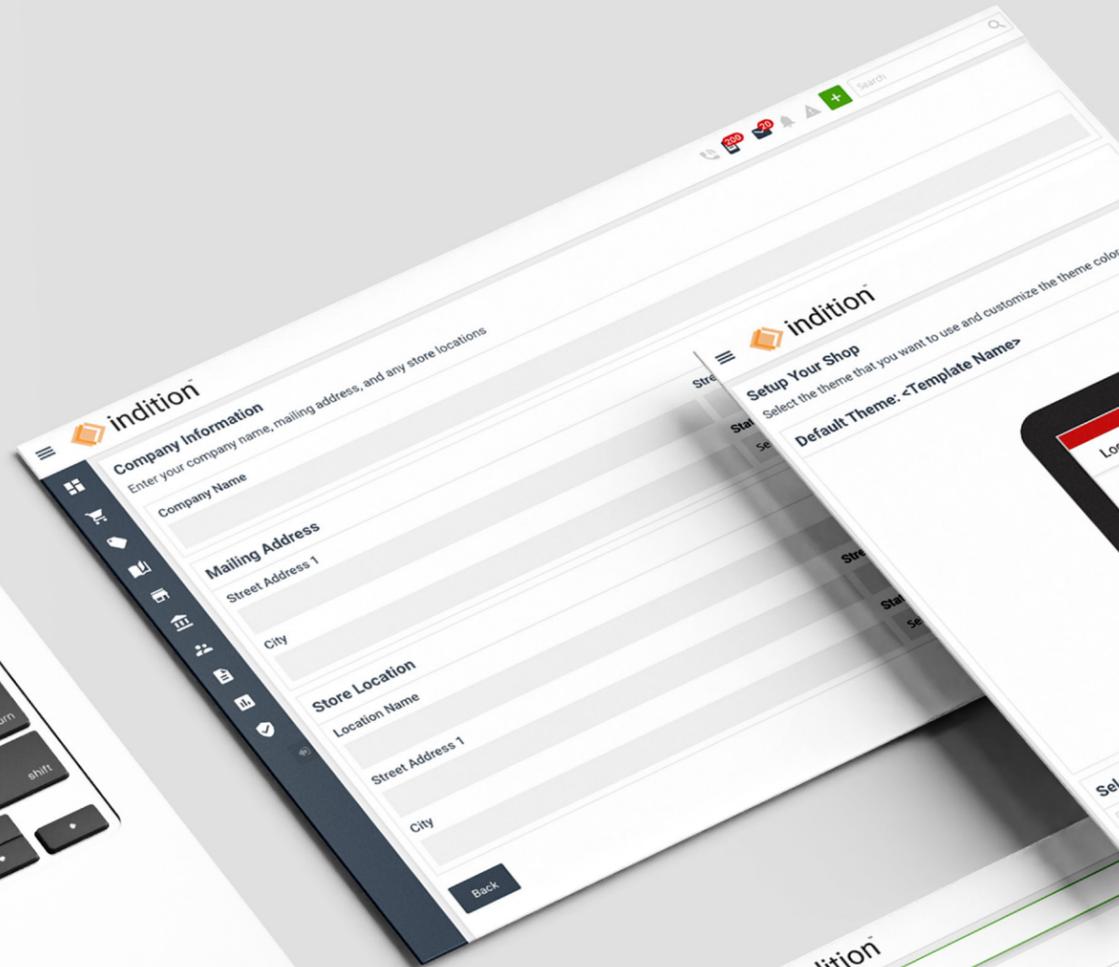
## UX Design

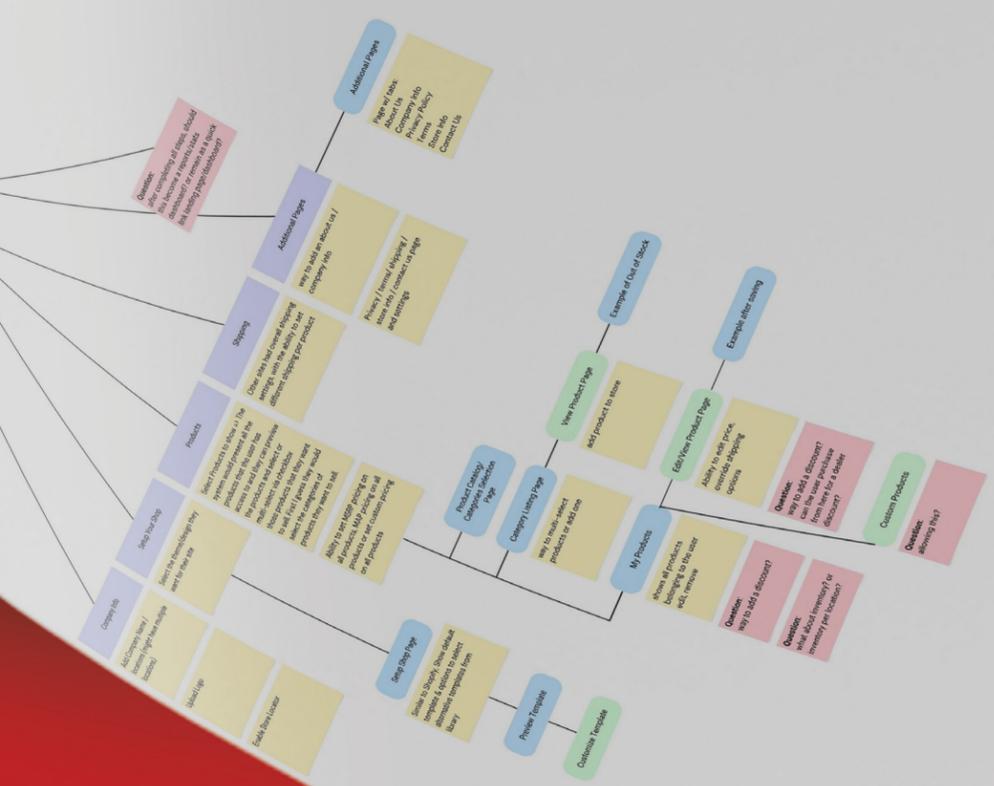
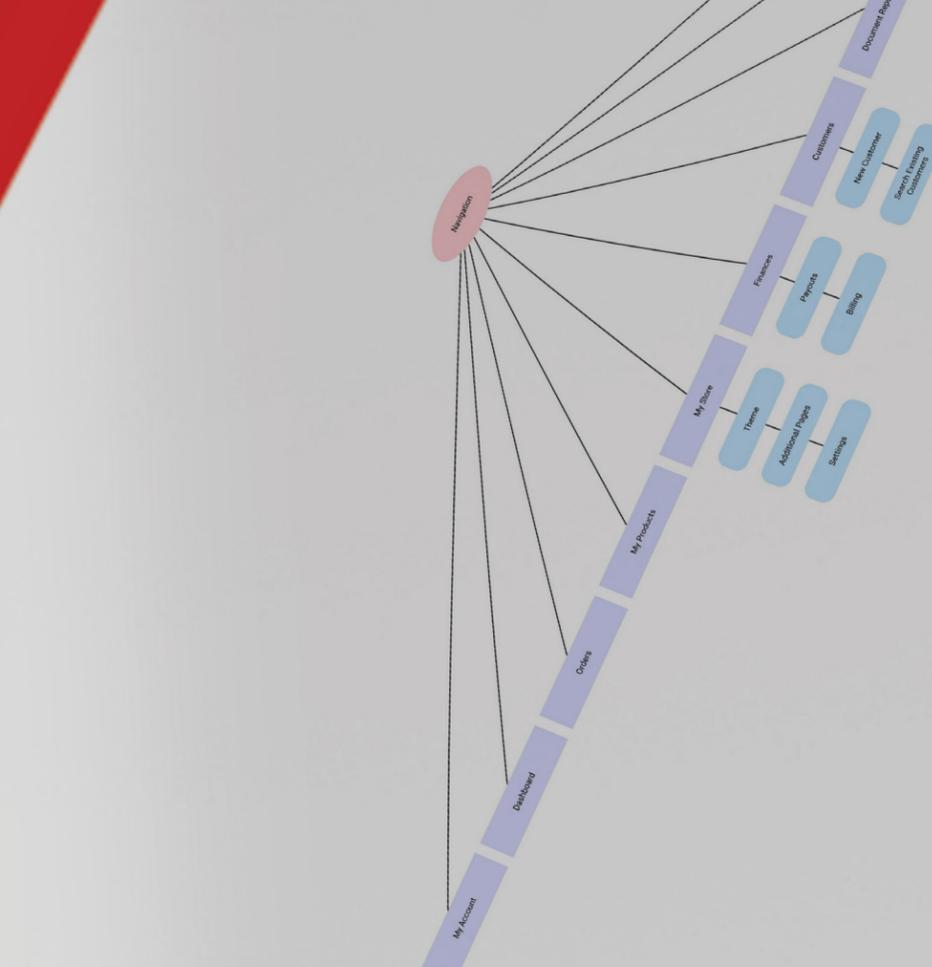
The user journey was carefully crafted to make the process of creating an online store as simple and efficient as possible. Dealers could easily select a template, customize it, and add products using a step-by-step guide. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## Outcome

The final dealer portal will provide Bernina dealers with a powerful tool to create and manage their online stores effortlessly. The intuitive design and user-friendly interface will allow dealers to focus on selling products rather than dealing with technical complexities.







# Welcome to Indition!

## Lets Get Your Bernina Dealer Shop Setup

**Company Info**  
Enter your companies info, locations, and decide if you want to enable the store locator

[Add Info](#)

**Shop your Shop**  
Choose the theme that you want to use and customize the theme colors to match your Bernina products that your shop will be selling

[Theme](#)

**Settings and any related terms and conditions**  
Configure your shop settings and any related terms and conditions

**Privacy Policy, Terms & Conditions Store Info.**



### Theme Color

**Primary**  
#C10000

**Button Color**  
#C10000

**Cancel Button Color**  
#000000

**Secondary**

**Button Text Color**  
#FFFFFF

**Button Text Color**  
#FFFFFF

**Page Background Color**  
#FFFF

**Button Icon Color**  
#FFFFFF

**Button Icon Color**  
#FFFFFF

Cancel

Save as Draft

Save

LONGARM SAVINGS  
SHOP NOW

bernette 35  
\$299  
\$399

Free Shipping over \$50 and 30 Days Returns

**Phoenix (Main Location)**  
3548 W. Northern Avenue  
Phoenix, AZ 85031  
Phone: (602) 841-5427  
**Business Hours**  
Mon-Sat 9am-5pm  
Sun 10am-4pm

Customize <Template Name>

Select the theme that you want to use and customize the theme colors to match your personal branding

Preview

Store Name

Upload Logo

Drag file to upload (.svg, .png, .jpg, .gif)

Upload File

Header

Show YES

Heading - B I U # X' X 13+ [Rich Text Editor]

Footer

Show YES

Heading - B I U # X' X 13+ [Rich Text Editor]

Theme Color

Primary	Secondary	Page Background Color
#C10000		#FFFF
Button Color	Button Text Color	Button Icon Color
#C10000	#FFFFFF	#FFFFFF
Cancel Button Color	Button Text Color	Button Icon Color
#000000	#FFFFFF	#FFFFFF

Cancel

Save as Draft

Save

Logo

Categories Sale Items New Products Classes Search

**EXCEPTIONAL SAVINGS**  
ON SELECT EMBROIDERY ONLY MACHINES

B 700 E \$2,999 MSRP \$4,249  
B 500 E \$1,999 MSRP \$4,099  
b70 DECO \$999 MSRP \$2,269

TOP CATEGORIES / BRANDS

SEWING MACHINES SHOP NOW  
CLAMP HOOPS SHOP NOW  
LONG ARM QUILTERS SHOP NOW  
PRESSER FEET SHOP NOW  
FURNITURE SHOP NOW  
TOTES & CASES SHOP NOW

**MOST POPULAR MACHINES**

BERNINA 880 Plus \$16,499  
BERNINA 790 Pro \$15,499  
BERNINA Q24 \$25,999

LONGARM BUNDLE SAVINGS  
SHOP NOW

bernette 35 \$299 \$399

SEPTEMBER 1-30, 2023  
WE WANT YOUR USED MACHINE  
LET'S TRADE

Free Shipping over \$20 and 30 Days Returns

Phoenix (Main Location) 3548 W. Northern Avenue, Phoenix, AZ 85018  
Chandler 4939 W. Ray Road, Suite 27, Chandler, AZ 85226  
El Mirage 12213 NW Grand Avenue, El Mirage, AZ 85335

Product Catalog

Select which Bernina products that your shop will be selling

Create Product

Products Available (#) Selected (#)

Search [Search Icon]

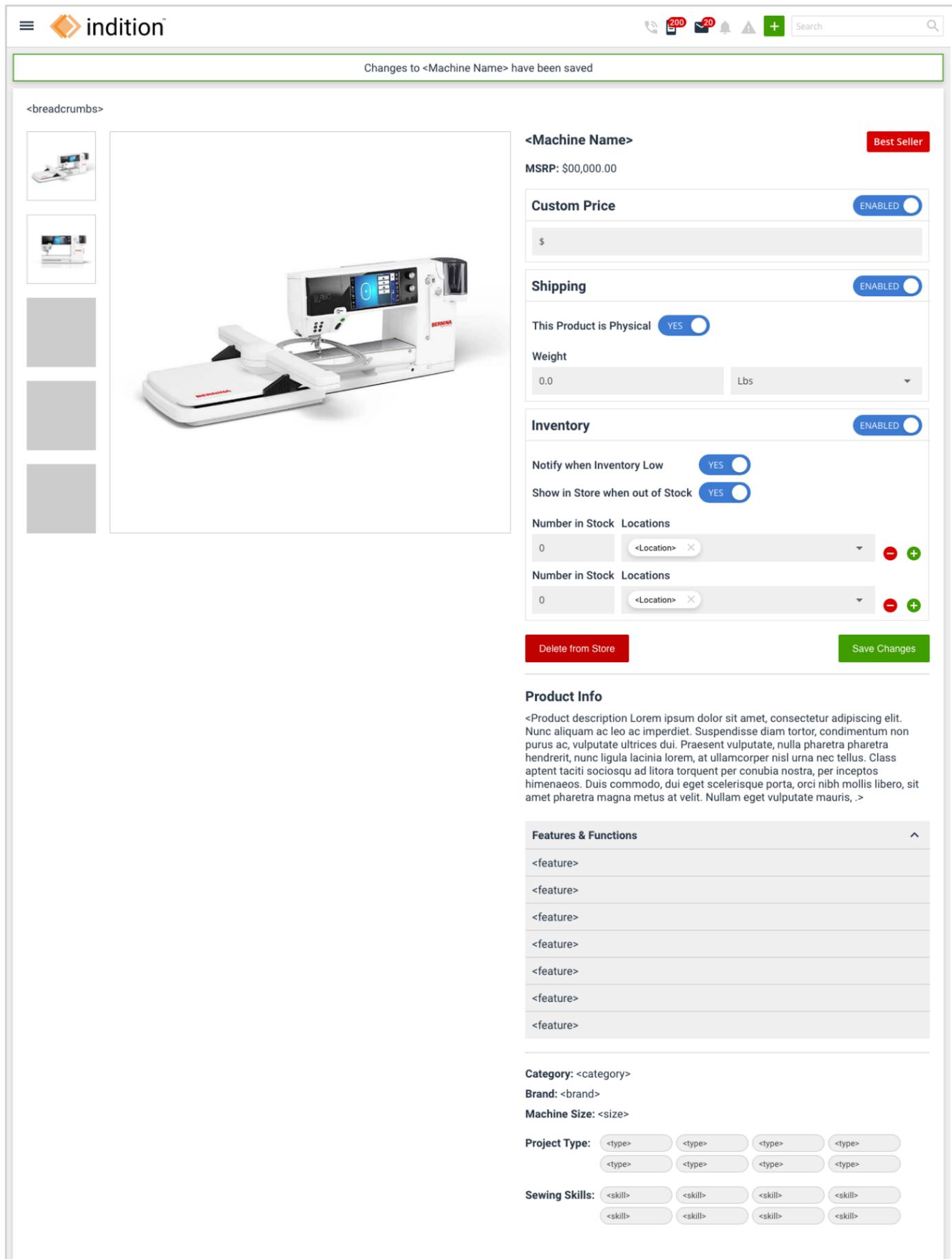
Categories Sort By Brand Project Type Sewing Skills Functions Machine Size Clear Filters

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best Seller <Machine Name> MSRP: \$00,000.00	New <Machine Name> MSRP: \$00,000.00	New <Machine Name> MSRP: \$00,000.00	<Machine Name> MSRP: \$00,000.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best Seller <Machine Name> MSRP: \$00,000.00	New <Machine Name> MSRP: \$00,000.00	New <Machine Name> MSRP: \$00,000.00	<Machine Name> MSRP: \$00,000.00

Back to Categories

Add Selected Products to Store





# BERNINA

## Background

While working at Tagrem, I had the opportunity to design a U.S. based online store for Bernina, a renowned sewing machine company. The primary goal was to enable Bernina to sell easily to U.S. customers with an online store matching their existing online branding while being built on Indition's core software, thereby expanding their reach and enhancing their sales capabilities.

## Project Overview

The online store was envisioned to provide Bernina's U.S. based customers an easy way to find dealers, order a machine from a nearby dealer, and order smaller accessories that could be shipped directly to them.

## My Role And Responsibilities

In this project, my role focused on designing the store template for desktop, tablet, and mobile sizes based on the project scope provided by the project manager. This included creating designs for the checkout flow and account.

## Design Process

Wireframing and Prototyping: Based on the research insights, I created high fidelity wireframes to map out the structure and flow of the portal. These wireframes served as the blueprint for the user interface and experience.

## UI Design

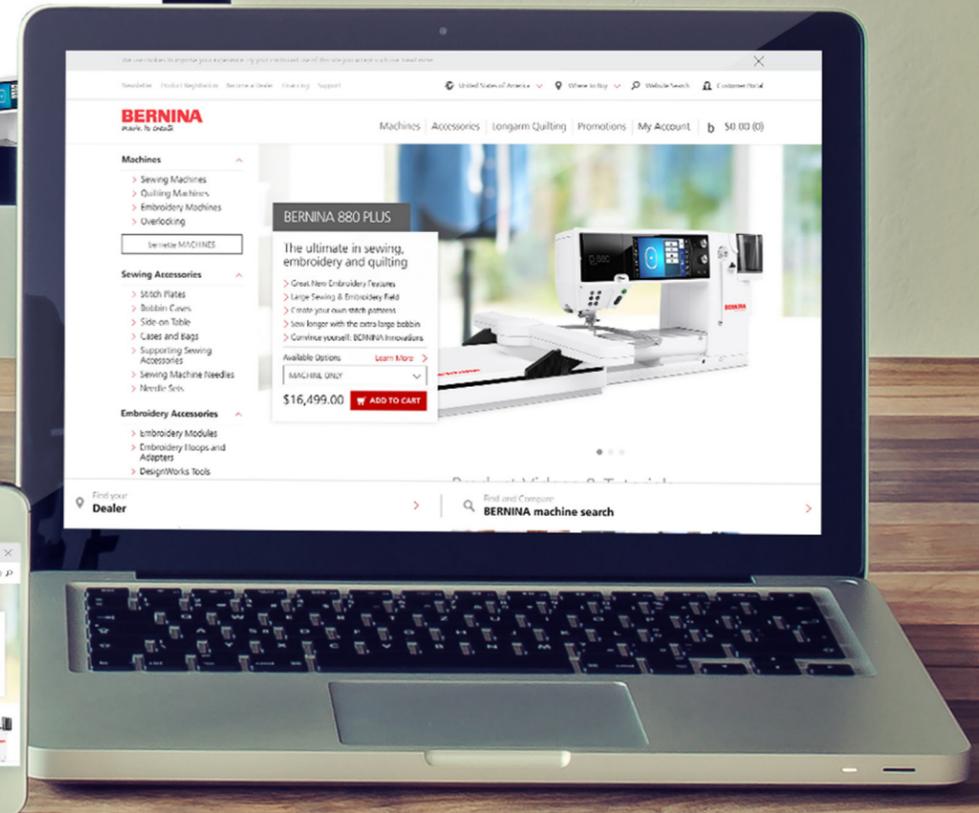
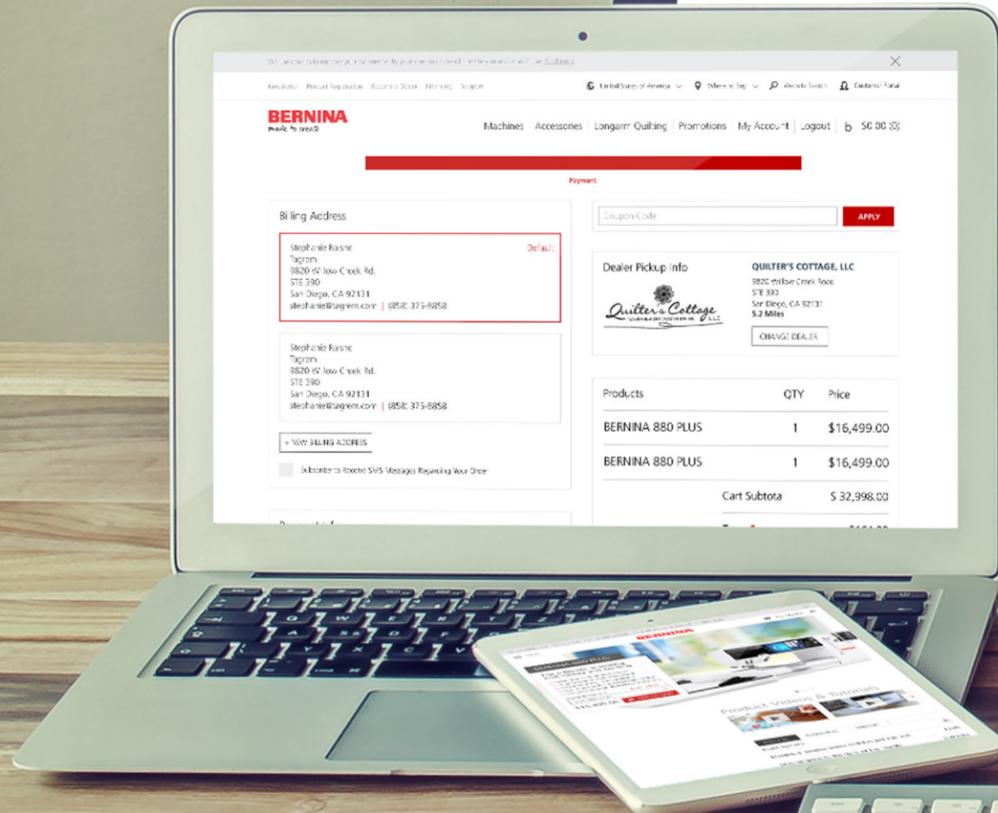
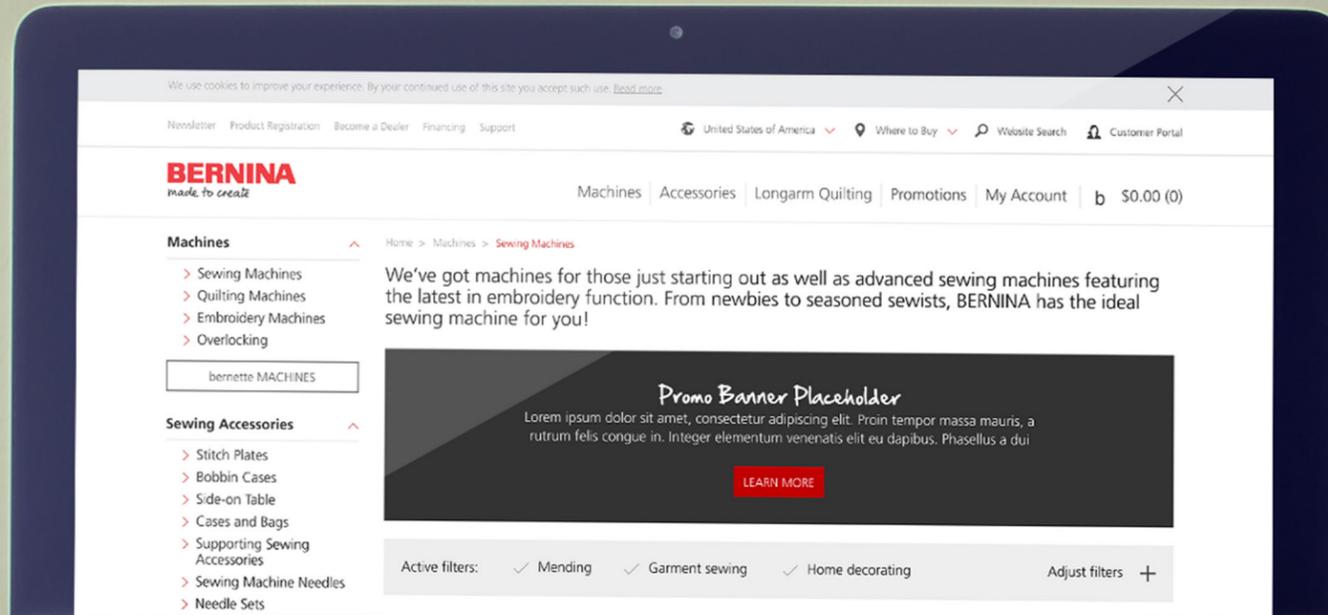
The design incorporated Bernina's branding elements to ensure consistency. I designed several page layout options and their related tablet/mobile versions.

## UX Design

The user journey was carefully crafted to make the process of ordering a machine from a nearby dealer as simple and efficient as possible. Customers could select which dealer they wished to pickup their machine from. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## Outcome

The final online store provided Bernina an easier way to assist their dealers in finding new clients to purchase their machines, while also allowing customers to order machines and accessories easier.



# BERNINA

- Primary Color
- Red

RGB: R192 G32 B38  
HEX: #01ABE6

- Secondary Color
- Dark Grey

RGB: R68 G68 B68  
HEX: #444444

- Additional Color
- Grey

RGB: R230 G231 B232  
HEX: #E6E7E8

Frutiger Light  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

Frutiger Bold  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

Frutiger STD  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

Hand of Sean  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

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Newsletter Product Registration Become a Dealer Financing Support United States of America Where to Buy Website Search Customer Portal

**BERNINA**  
made to create

Machines Accessories Longarm Quilting Promotions My Account b \$0.00 (0)

Home > Machines > Sewing Machines

**Machines**

- > Sewing Machines
- > Quilting Machines
- > Embroidery Machines
- > Overlocking

bernette MACHINES

**Sewing Accessories**

- > Stitch Plates
- > Bobbin Cases
- > Side-on Table
- > Cases and Bags
- > Supporting Sewing Accessories
- > Sewing Machine Needles
- > Needle Sets

**Embroidery Accessories**

- > Embroidery Modules
- > Embroidery Hoops and Adapters
- > DesignWorks Tools
- > Embroidery Module Bags
- > Embroidery Machine Upgrade
- > Embroidery Machine Needles

**Overlocker Accessories**

- > Presser Feet for Overlocker
- > Supporting Overlock Accessories
- > Cut-off Bins
- > Seam and Thread Guides
- > Overlocker Needles

**Software**

- > Embroidery Software
- > Textile Design Software
- > Embroidery Designs

**Furniture**

- > Cabinets for BERNINA Sewing Machines
- > Cabinets for BERNINA Overlockers
- > BERNINA Red Chair

We've got machines for those just starting out as well as advanced sewing machines featuring the latest in embroidery function. From newbies to seasoned sewists, BERNINA has the ideal sewing machine for you!

**Promo Banner Placeholder**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tempor massa mauris, a rutrum felis congue in. Integer elementum venenatis elit eu dapibus. Phasellus a dui

LEARN MORE

Active filters:  Mending  Garment sewing  Home decorating Adjust filters +

Optional embroidery

 BERNINA 880 PLUS The Ultimate in Sewing, Embroidery & Quilting LEARN MORE <del>\$17,000.00</del> \$16,499.00 ADD TO CART	 BERNINA 790 PLUS SE Special edition with special gifts LEARN MORE \$13,499.00 ADD TO CART	 BERNINA 790 PLUS The finest for sewing and Embroidery LEARN MORE \$12,999.00 ADD TO CART
 BERNINA 880 PLUS The Ultimate in Sewing, Embroidery & Quilting LEARN MORE \$16,499.00 ADD TO CART	 BERNINA 790 PLUS SE Special edition with special gifts LEARN MORE \$13,499.00 ADD TO CART	 BERNINA 790 PLUS The finest for sewing and Embroidery LEARN MORE \$12,999.00 ADD TO CART

**Promotion**

**Machines**

- > Sewing Machines
- > Quilting Machines
- > Embroidery Machines
- > Overlocking

bernette MACHINES

**Sewing Accessories**

- > Stitch Plates
- > Bobbin Cases
- > Side-on Table
- > Cases and Bags
- > Supporting Sewing Accessories
- > Sewing Machine Needles
- > Needle Sets

**Embroidery Accessories**

- > Embroidery Modules
- > Embroidery Hoops and Adapters
- > DesignWorks Tools

**BERNINA 880 PLUS**

The ultimate in sewing, embroidery and quilting

- > Great New Embroidery Features
- > Large Sewing & Embroidery Field
- > Create your own stitch patterns
- > Sew longer with the extra large bobbin
- > Convince yourself: BERNINA Innovations

Available Options [Learn More](#)

MACHINE ONLY

\$16,499.00 [ADD TO CART](#)



Find your Dealer

Needles

**Overlocker Accessories**

- > Presser Feet for Overlocker
- > Supporting Overlock Accessories
- > Cut-off Bins
- > Seam and Thread Guides
- > Overlocker Needles

**Software**

- > Embroidery Software
- > Textile Design Software
- > Embroidery Designs

**Furniture**

- > Cabinets for BERNINA Sewing Machines
- > Cabinets for BERNINA Overlockers
- > BERNINA Red Chair



[APPLY NOW](#)

Find and Compare **BERNINA machine search**



Features Accessories Support

Hook System	RL
Maximum sewing speed (stitches per minute)	1200
Sewing space to the right of the needle	300 mm
Color touch screen	7" / 18 cm
Maximum stitch width	9
Adjustable presser foot pressure	✓
Start/stop button (stitching without foot control)	✓
Sewing tutorial	✓
Embroidery tutorial	✓

[USER MANUAL](#) [DOWNLOAD PRODUCT BROCHURE](#)

Available Accessories

Payment

Billing Address

Stephanie Raishe  
Tagrem  
9820 Willow Creek Rd.  
STE 390  
San Diego, CA 92131  
stephanie@tagrem.com | (858) 375-8858

Default

Stephanie Raishe  
Tagrem  
9820 Willow Creek Rd.  
STE 390  
San Diego, CA 92131  
stephanie@tagrem.com | (858) 375-8858

[+ NEW BILLING ADDRESS](#)

Subscribe to Receive SMS Messages Regarding Your Order

Coupon Code

[APPLY](#)

Dealer Pickup Info



**QUILTER'S COTTAGE, LLC**

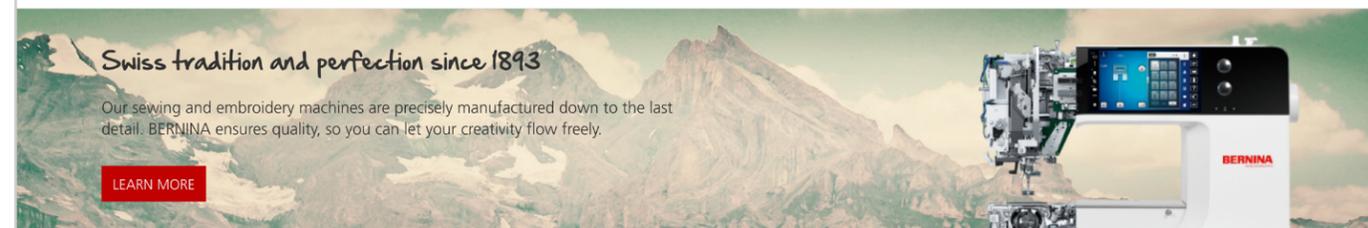
9820 Willow Creek Road  
STE 390  
San Diego, CA 92131  
5.2 Miles

[CHANGE DEALER](#)

Products	QTY	Price
BERNINA 880 PLUS	1	\$16,499.00
BERNINA 880 PLUS	1	\$16,499.00
Cart Subtotal		\$ 32,998.00
Taxes		\$164.99
<b>Total</b>		<b>\$33,162.99</b>

[PLACE ORDER](#)

\* Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in pulvinar augue. Quisque ut ligula dignissim, faucibus eros et, aliquet magna. Vestibulum ex nisi, lacinia vel dapibus a, condimentum in risus. Maecenas vitae felis blandit, posuere diam id, condimentum tortor. Nullam nec ante vel nisi posuere egestas sollicitudin sit amet metus. Donec lectus velit, dapibus quis mi vel, egestas egestas urna. Aliquam egestas est at nunc vulputate, sit amet hendrerit augue iaculis.



Swiss tradition and perfection since 1893

Our sewing and embroidery machines are precisely manufactured down to the last detail. BERNINA ensures quality, so you can let your creativity flow freely.

[LEARN MORE](#)

Why BERNINA

- > BERNINA Experts
- > Quality & Tradition
- > Innovation
- > Sustainability

Feedback & Service

- > Contact us
- > Manuals and Firmware Downloads
- > Register your Product
- > BERNINA Warranty

Company

- > Jobs & Career
- > Media
- > Become a Dealer
- > BERNINA Factories

Newsletter

Sign up to stay informed.

Your email



### Background

Nallah Beauty is a vibrant and innovative skincare brand that focuses on providing high-quality face masks and facial creams. As part of a test initiative by Tagrem, Nallah Beauty was designed to explore the potential of selling skincare products on Amazon. The project involved creating a cohesive and appealing brand presence across various platforms and materials, emphasizing both digital and physical customer interactions.

### Project Scope:

#### UI/UX Design for Shopify Website:

- » Developed a visually appealing and user-friendly Shopify website to enhance the online shopping experience.
- » Designed intuitive navigation, product pages, and a streamlined checkout process to ensure a seamless customer journey.
- » Implemented responsive design principles to guarantee optimal performance across all devices.

#### Product Design:

- » Created elegant and attractive designs for face masks and facial cream packaging, ensuring consistency with Nallah Beauty's brand identity.
- » Focused on aesthetics that resonate with the target audience while also emphasizing the product's quality and benefits.

#### Business Cards:

Designed professional and stylish business cards that reflect the brand's image and can be used for networking and promotional events. Ensured the cards are informative and visually appealing to leave a lasting impression.

#### Marketing Material:

Developed various marketing materials, including flyers, brochures, and social media graphics, to support the brand's promotional efforts. Designed with the goal of capturing the attention of potential customers and driving traffic to the Shopify store and Amazon listings.

#### Outcome:

The Nallah Beauty project showcases a comprehensive approach to brand development and e-commerce design, highlighting the importance of a consistent and engaging user experience. The work done for Nallah Beauty not only facilitated a strong brand launch but also provided valuable insights into the dynamics of selling skincare products on Amazon.



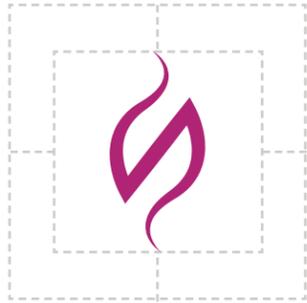
 Snallah

# Fruit Burst

Antioxidant Mask

4 fl.oz. / 120 ml





- Primary Color
- Fuchsia

Pantone: 675 C  
 CMYK: C18 M100 Y0 K8  
 RGB: R174 G37 B115  
 HEX: #AE2573

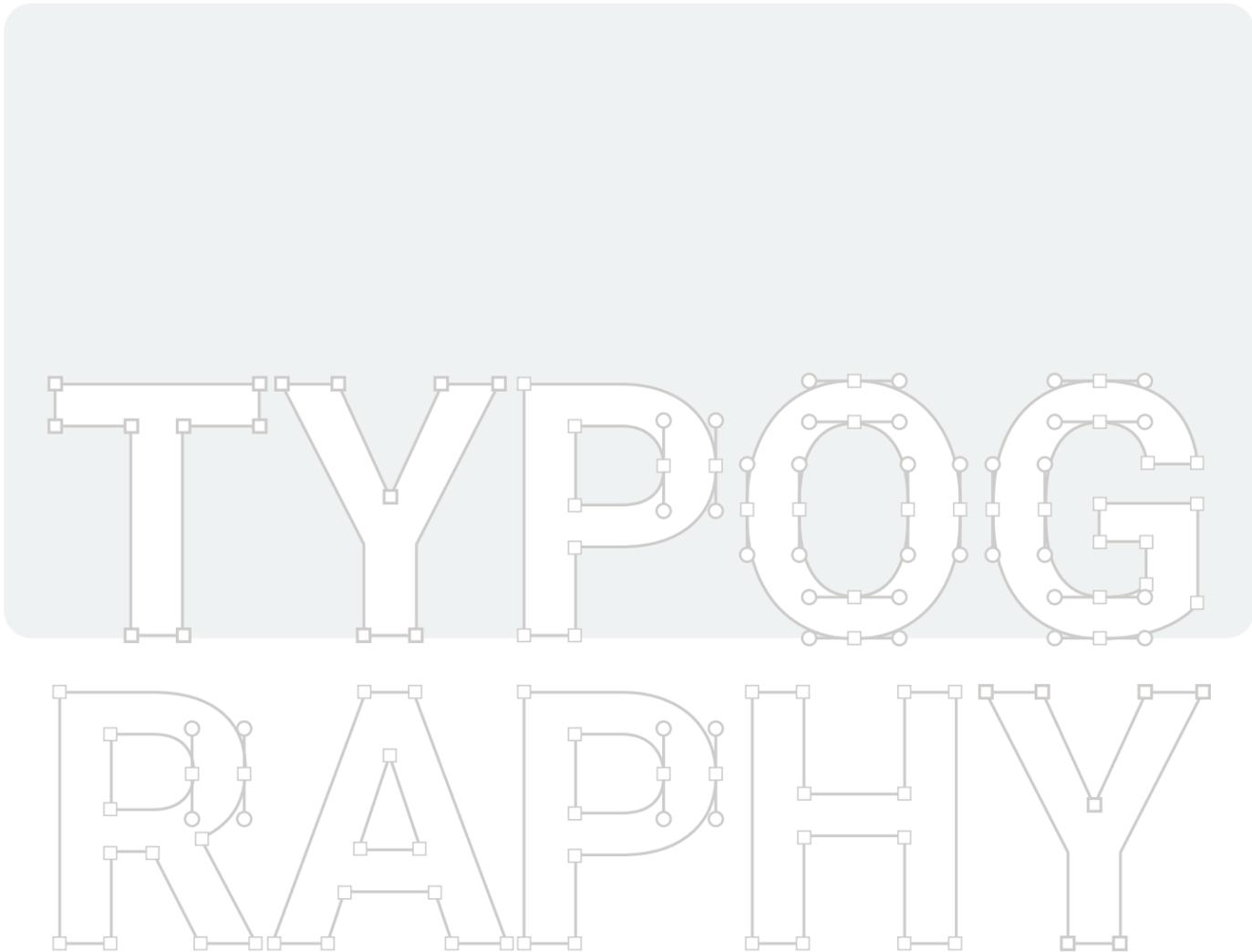
- Secondary Color
- Teal

Pantone: 549 C  
 CMYK: C70 M50 Y30 K100  
 RGB: R107 G164 B184  
 HEX: #6BA4B8

- Additional Color
- Black

Pantone: Black C  
 CMYK: C70 M50 Y30 K100  
 RGB: R0 G0 B0  
 HEX: #000000





**Helvetica Neue Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Helvetica Neue Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

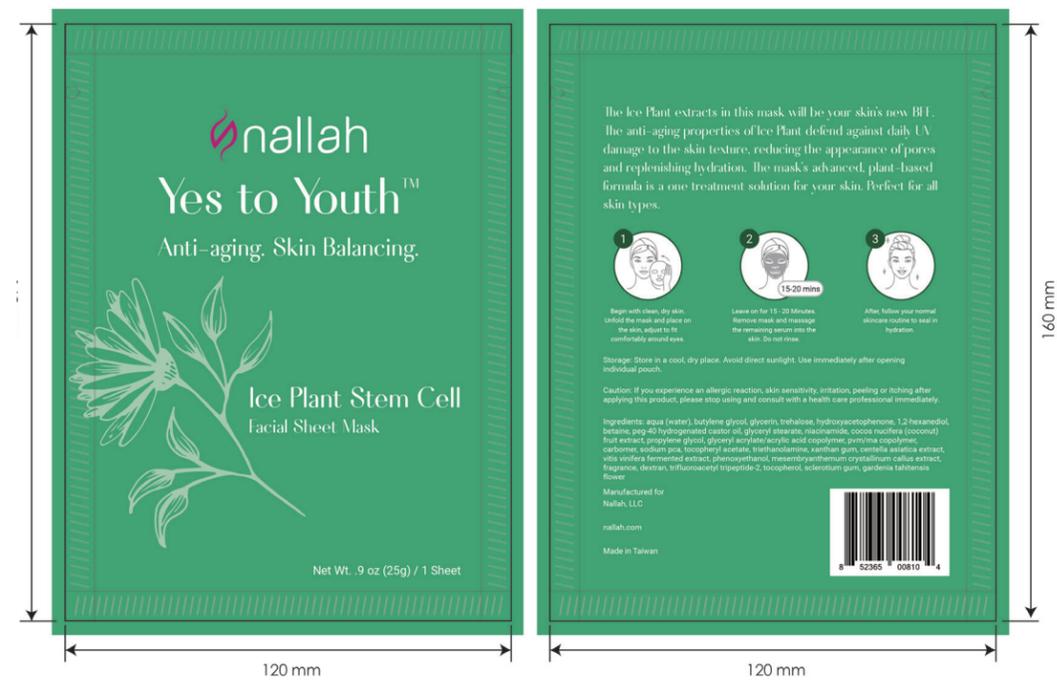
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abcdefghijklmnopqrstuvwxyz

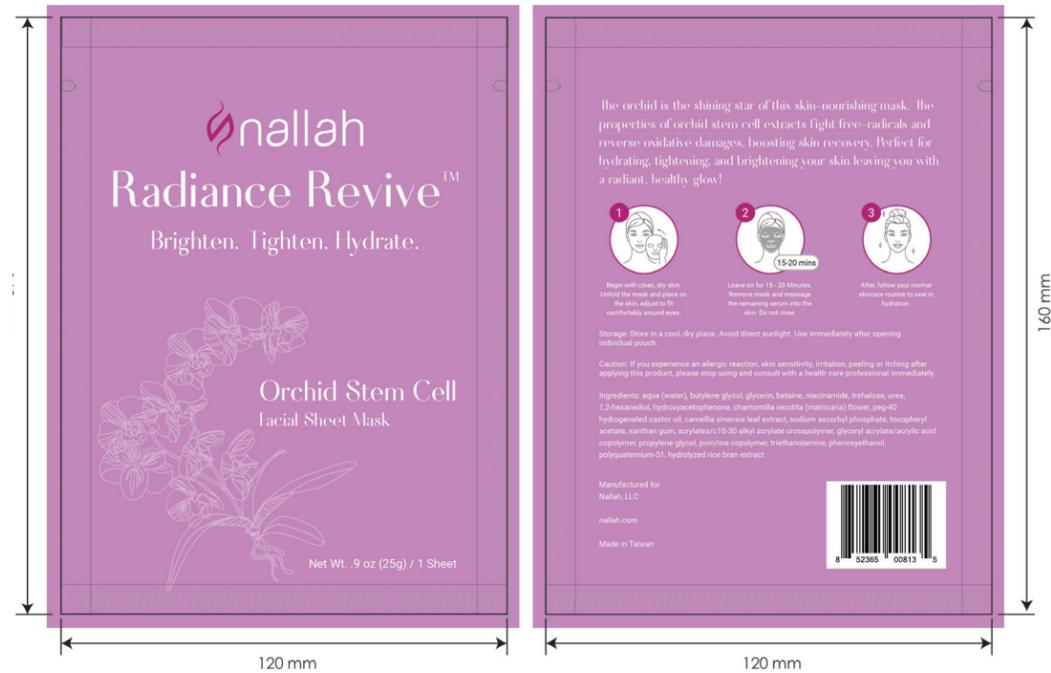
**Helvetica Neue Light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

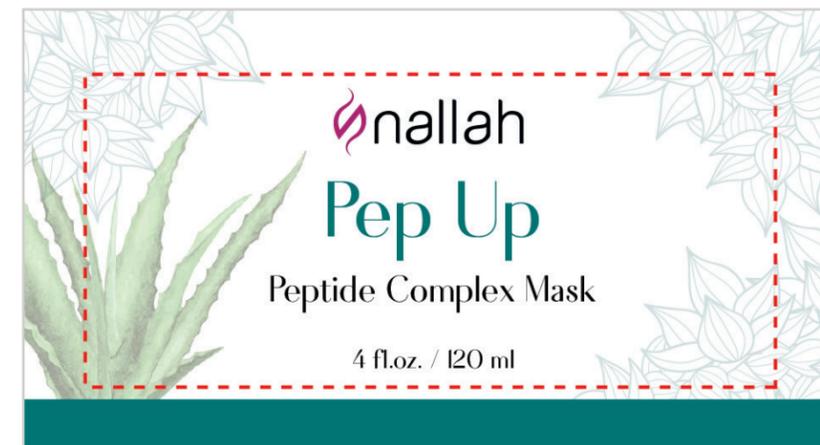
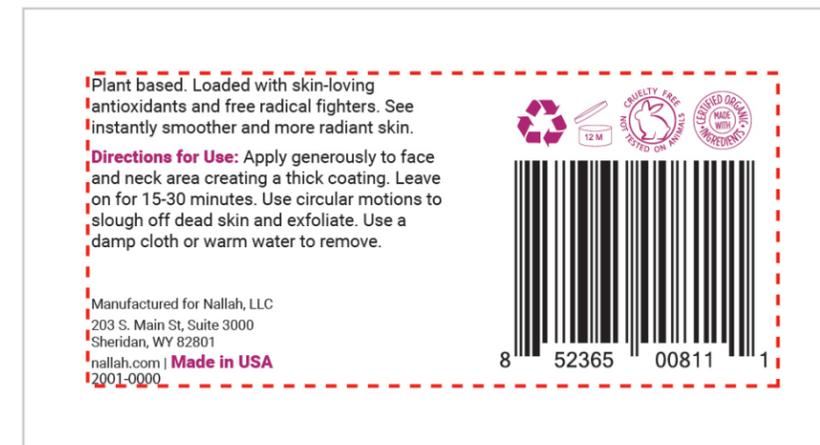
*Helvetica Neue Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Helvetica Neue Bold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz







**Thanks for your purchase!**

We put a lot of care into our products, and we want you to be 100% satisfied.

We love happy skin!

We'd love it if you would write an honest review of the product on Amazon.

It'll help us keep doing what we're doing, and getting even better at it! And that is very, very important to us.

 [facebook.com/NallahBeauty/](https://facebook.com/NallahBeauty/)  
 [instagram.com/nallahbeauty/](https://instagram.com/nallahbeauty/)

Happy Masking,  
Your friends at Nallah

**Become a Nallah skINsider**

Join today at [Nallah.com/skiNsider](https://Nallah.com/skiNsider) and get 15% off your next order just for signing up!

- Earn points on all [nallah.com](https://nallah.com) purchases
- Get skINsider discounts, access to free samples, and product previews
- Special birthday rewards

Limit one discount per order, per customer. New customers only. Offer expires 12/31/2018

  
**nallah skINsider**  
 See Inside for 15% off your next order.

  
**nallah skINsider**  
 See Inside for 15% off your next order.

 [facebook.com/NallahBeauty/](https://facebook.com/NallahBeauty/)  
 [instagram.com/nallahbeauty/](https://instagram.com/nallahbeauty/)

Happy Masking,  
Your friends at Nallah

## Pamper your skin

Try one of our luxurious facial masks made from natural ingredients for a more radiant and glowing complexion.

[Shop Skincare >](#)



## Pep Up

Our new, skin-loving, peptide complex mask.

[Get Yours](#)



### FEATURED PRODUCTS



Fruit Burst™ Antioxidant Mask  
\$19.99



Pep Up Peptide Complex Mask  
\$19.99



Radiance Revive™ Orchid Stem Cell Mask  
\$29.99



Yes to Youth™ Ice Plant Stem Cell Mask  
\$29.99

### BEAUTY BLOG

#### Skin AM to PM

Fact: You wake up every morning with the same skin you took to bed with you the night b...

[Read More >](#)



## Nallah Beauty Board

See what Nallah's beauty products have done for other users! Want to add your own image? Tag us on social media by using #nallah



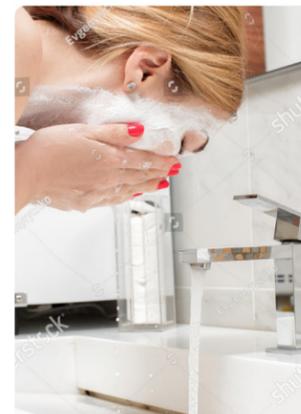
Skin AM to PM



Travel Skincare 101



Winter Skincare Tips



Winter Skincare Tips



Take Notes: Ultimate Skincare Regimen



Trend Alert: Multi - Masking



How You Should be Washing Your Face



How You Should be Washing Your Face



Travel Skincare 101



Trend Alert: Multi - Masking



Getting Serious About Serums



Getting Serious About Serums



Home » Nallah Beauty Board » Trend Alert: Multi - Masking



Alexandra Hunt

## Trend Alert: Multi-Masking

Sometimes it feels like we are in a constant battle with our skin, trying about a million products to make sure it's glowing but not oily, acne-free but not dry, hydrated but not sweaty... You catch our drift. Which is why the latest skincare trend has us slapping our foreheads in a why didn't we think of this sooner kind of way. Because different areas of our skin present different problems, it only makes sense to use different products for each area of our skin that we want to improve—and multimasking accomplishes just that. It's like a customized cocktail to separately target specific concerns, instead of taking a one-size-fits-all approach. Have breakouts just on your chin? Apply an acne-fighting clay mask there. Have an oily nose? Apply a mattifying, pore-cleansing mask there. Dry cheeks need lifting? A hydrating or firming mask there, and so on.

Multimasking has been growing in popularity over the last year, with makeup gurus and YouTube icons (see [Nicole Guerriero](#) and [Tati](#)) praising the use of numerous masks on different parts of their face to achieve better skin. To multimask is to pay attention to what your skin is communicating and respond with its best interest in mind. It's nothing short of a genius approach to combination skin.



### RECENT POSTS

Skin AM to PM  
February 02 2018



Fact: You wake up every morning with the same skin you took to bed with you the night b... [Read More](#)

Travel Skincare 101  
February 02 2018



There's not a single person I know who loves packing for trips, and I'm no exception, F... [Read More](#)

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December 21 2017



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Pep Up Peptide Complex Mask  
\$19.99



Radiance Revive™ Orchid Stem Cell Mask  
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## Background

While working at Tagrem, I had the opportunity to design multiple B2B & B2C software solutions based on Tagrem's Indition platform. These included base & custom versions of a CMS, Sales Team CRM, Call Center CRM, Form Builder, and Customer Relationship Automation System (CRA).

## My Role And Responsibilities

During my tenor at Tagrem, I was responsible for any work regarding new features for the Indition platform and split design work with another designer when it came to client work.

## Design Process

Wireframing and Prototyping: Based on the research insights, I created wireframes to map out the structure and flow. These wireframes served as the blueprint for the user interface and experience. Prototypes were developed to test the functionality and gather feedback.

## UI Design

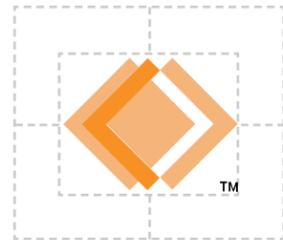
I focused on creating a clean, modern, and professional look that was still on brand and easier for the India team to build.

## UX Design

The user journey was carefully crafted to make the new functions and features as simple and efficient as possible. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## Outcome

The final result was that Tagrem could provide their clients the customized software that they needed at a fraction of the cost and faster than building a piece of software from scratch.



- Primary Color
- Orange

RGB: R247 G146 B38  
HEX: #F79126

- Secondary Color
- Black

RGB: R0 G0 B0  
HEX: #000000

- Additional Color
- Light Grey

RGB: R239 G239 B239  
HEX: #EFEFEF



**Roboto Regular**  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Roboto Bold**  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz



## SIGN UP FOR AN AGENCY ACCOUNT

Receive a 30% discount for all customers created from your agency account.

First Name\*

Last Name\*

Email\*

 (201) 555-0123

Company\*

Account Subdomain\*

Account Type\*

- Indition Forms
- Indition SellerTools™
- Indition CRA
- Indition Alerts

SIGN UP TODAY

indition New Customer Existing Customer username@email.com

John Smith  
Company, Title  
Customer  
email@email.com  
(000) 000-0000

### Customer Communication Center

Communication **Contact Details** <Subentity> <Subentity>

#### Contact Details

First Name:  Last Name:

Address 1:  Address 2:

City:  State:  Zip:

Country:

#### Phone Numbers

Type	Phone Number
<input type="checkbox"/> <type>	1 (000) 000-0000
<input type="checkbox"/> <type>	1 (000) 000-0000

#### Email Accounts

Type	Email
<input type="checkbox"/> <type>	<email>
<input type="checkbox"/> <type>	<email>

#### Addresses

Address Type	Address 1	Address 2	City	State	Zip	Country
<input type="checkbox"/> <type>	<address>	<address>	<city>	<state>	<zip>	<country>
<input type="checkbox"/> <type>	<address>	<address>	<city>	<state>	<zip>	<country>

#### Active Marketing Campaigns

Campaign Type	Campaign Name	Date	Actions
<input type="checkbox"/> <type>	<name>	<date & time>	Remove from Campaign
<input type="checkbox"/> <type>	<name>	<date & time>	Remove from Campaign

#### Related Companies

Company Name	Title	Address
<input type="checkbox"/> <name>	<title>	<address>
<input type="checkbox"/> <name>	<title>	<address>

Cancel Save Note

indition New Customer Existing Customer username@email.com

John Smith  
Company, Title  
Customer  
email@email.com  
(000) 000-0000

### Customer Communication Center

Communication **Contact Details** <Subentity> <Subentity>

Displaying 1-10 of 20 Per Page 10 Jump to 1

Summary	Date	Agent	Communication Type	Actions																																										
<h4>Select Follow Up Method &amp; Date</h4> <p>Method* <input type="text"/> Who should follow up?* <input type="text"/></p> <p>Comments* <input type="text"/></p> <p>2019 <b>Tue, Jul 2</b></p> <p>Time: 0 : 00 PM</p> <p>July 2019</p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td></tr> </table> <p>Cancel Save Follow Up</p>					S	M	T	W	T	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
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indition New Customer Existing Customer username@email.com

### Escalations

Displaying 1-10 of 20 Per Page 10 Jump to 1

Escalation #	Issue Date/Time	Issued By	Assigned to	Accepted By	Contact	Duration	Notes	Attachments	Status	Actions
<#>	<date/time>	<name>	<name>	<name>	<contact>	<#>	<#>	<#>	<#>	

#### Escalation #00000000

Issued By: Stuart Green      Contact: Contact  
Assigned To: Stephanie Raishe      Issue Status: Status  
Issue Type: Type      Handled By: Stephanie Raishe

Notes:

**Stephanie Raishe**  
07/04/2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec finibus, neque ut tincidunt rhoncus, dui diam faucibus nulla, vitae iaculis arcu ligula eu neque. Cras placerat, turpis vitae fermentum eleifend, felis mi auctor justo, sit amet luctus arcu odio ut nibh. Aliquam ut quam vel augue tempor maximus. Vivamus id eros sit amet quam efficitur viverra id a justo. Aenean id volutpat nisi. In hac habitasse platea dictumst. Etiam dapibus turpis dui, eu convallis felis molestie commodo. Maecenas pellentesque finibus leo, vitae posuere nulla fermentum in.

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<#> Files Attached

  
 Document Name

  
 Document Name

  
 Document Name

Notes:





## Emergency Notifications for your Business

Communication is a key component of every safety plan in an organization. Indition Alerts provides the means to communicate instantly with 10, 100, 1000 or even 100,000 employees in seconds.

Send alerts from anywhere in the world using a browser or the native mobile apps for iOS and Android. In an emergency an alert can be created and sent in seconds. If the communication event is known, schedule your alerts to be sent at a specific time. **Workplace safety starts with a strong safety culture and communication is at the center of it all. Indition Alerts. Easy to start.**

Easy to use.

## Email, SMS & Text to Voice Calls. The three key communication mechanisms needed in every organization.

With a few clicks you can create alerts that will be sent using one or more of these communication methods. Enterprise plans include a custom mobile application that allows you to send push notifications to all mobile devices with the app.

### Email



Email is the most basic method of communication. Indition Alerts enables you to quickly send broadcast emails to all your employees at all their preferred email addresses.

### SMS



Send text messages instantly to your employees mobile devices regardless of carrier.

### Text to Voice Calls



Indition Alerts can translate your text based message into a phone call that is spoken to your employees. Messages can be delivered in English and Spanish.

### Mobile Apps for iOS & Android



Enterprise customers get a mobile app that can be deployed to all company controlled phones and made available in the Apple App store and Google Play store.



New alert!

Indition Alerts has a free trial available at [inditionalerts.com](https://inditionalerts.com).

## Emergency Alerts and Notification system that can be deployed in minutes and accessible from anywhere.

Implementation of Indition Alerts only takes minutes. Sign up online, import your employee data and create your alerts. There's no software to install and nothing to download. Backed by Indition a leading provider of SAAS applications.



### Severe Weather Warnings & Alerts

Tornadoes, hurricanes, flash flooding and other weather events.



### Building Lock downs

Active shooter and other events that put your employees in harms way.



### Facility Closures

Fire, gas, electrical or other issues that require immediate evacuation of company facilities.



### IT Alerts & System Failures

When IT systems fail, business can come to a halt.

Starting as low as \$75 per month. No contracts. No Commitments.

<https://Inditionalerts.com> | 1-866-888-1321

# indition alerts™ – Enterprise Edition

## Emergency Notifications for your Business

Communication is a key component of every safety plan in an organization. Indition Alerts provides the means to communicate instantly with all your employees in seconds.

Send alerts from anywhere in the world using a browser or the native mobile apps for iOS and Android. In an emergency, an alert can be created and sent in seconds. If the communication event is known, schedule your alerts to be sent at a specific time. **Workplace safety starts with a strong safety culture and communication is at the center of it all. Indition Alerts. Easy to start. Easy to use.**

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### Mobile Apps for iOS & Android



Enterprise customers get a mobile app that can be deployed to all company controlled phones and made available in the Apple App store and Google Play store.

### Single Sign-On



Easily sync your employee data from your Microsoft Active Directory or Google G Suite.

### Complete Enterprise Solution



Indition Alerts for Enterprise includes online training for key personnel along with full implementation support for during the first 90 days.



New alert!

Indition Alerts has a free trial available at [inditionalerts.com](https://inditionalerts.com).

## Emergency Alerts and Notification system that can be deployed in minutes and accessible from anywhere.

Implementation of Indition Alerts only takes minutes. Sign up online, import your employee data and create your alerts. There's no software to install and nothing to download. Backed by Indition, a leading provider of SAAS applications.



### Severe Weather Warnings & Alerts

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### Building Lock Downs

Active shooter and other events that put your employees in harms way.



### Facility Closures

Fire, gas, electrical or other issues that require immediate evacuation of company facilities.



### IT Alerts & System Failures

When IT systems fail, business can come to a halt.

\*Minimum 5,000 users, billed annually

Starting from \$0.33 per user per month\*

<https://inditionalerts.com> | 1-866-888-1321

# Pricing Plans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam commodo magna lorem, ut tempor mi fermentum eu. Nulla facilisis est cursus, fringilla purus nec, egestas augue. Integer eu eros

## GET STARTED TODAY!

First Name\*

Company\*

Email

Password

[Sign Up Now](#)

## Simple, Flexible, and Affordable Pricing Plans

Tier 1 Title	Tier 2 Title	Tier 3 Title	Tier 4 Title	Tier 5 Title
<b>\$75</b>	<b>\$275</b>	<b>\$600</b>	<b>\$1,200</b>	<b>Enterprise</b>
<ul style="list-style-type: none"> <li>✓ 250 Contacts</li> <li>✓ 500 SMS</li> <li>✓ 500 Text to Voice</li> <li>✓ Emails</li> </ul>	<ul style="list-style-type: none"> <li>✓ 250 Contacts</li> <li>✓ 500 SMS</li> <li>✓ 500 Text to Voice</li> <li>✓ Emails</li> </ul>	<ul style="list-style-type: none"> <li>✓ 250 Contacts</li> <li>✓ 500 SMS</li> <li>✓ 500 Text to Voice</li> <li>✓ Emails</li> </ul>	<ul style="list-style-type: none"> <li>✓ 250 Contacts</li> <li>✓ 500 SMS</li> <li>✓ 500 Text to Voice</li> <li>✓ Emails</li> </ul>	
<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Contact Us</a>

\* Overage Pricing (per message over limit): SMS = \$0.075 and Text to Voice = \$0.13

**Indition Alerts™ provides fast and reliable delivery of notifications to any audience, over any device.**

[Get Started Today](#)

# Features

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam commodo magna lorem, ut tempor mi fermentum eu. Nulla facilisis est cursus, fringilla purus nec, egestas augue. Integer eu eros

## GET STARTED TODAY!

First Name\*

Company\*

Email

Password

[Sign Up Now](#)



### Quick & Scheduled Alerts

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#### Popular Features

- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing
- ✓ Lorem ipsum dolor sit amet, consectetur
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing

[Get Started Today >](#)

### Communication Methods

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#### Popular Features

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- ✓ Lorem ipsum dolor sit amet, consectetur
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing

[Get Started Today >](#)



indition Update Payment Method Username Support My Account

- Indition CRA Marketing Automation
- Indition Forms
- Indition CMS
- Indition Alerts
- Indition SellerTools

Alert Communication Method(s)\*

Quick Alerts will send your messages instantly upon submission. [Click Here](#) if you'd prefer to schedule alerts to send at a future time.

Add New Message or Choose from Existing Messages New

Email Subject\* From Name\*  
 From Address\* Reply to Address\*

Message Content\*

Cancel Send Now

- Schedule Alert
- Manage Alerts
- Create Message
- Manage Messages

Upcoming Alerts

Name Lorem ipsum dolor	00:00:00	
Name Lorem ipsum dolor	00:00:00	
Name Lorem ipsum dolor	Jun 24, 2020, 7:15:19 AM	
Name Lorem ipsum dolor	Jun 24, 2020, 7:15:19 AM	
Name Lorem ipsum dolor	Jun 24, 2020, 7:15:19 AM	

Videos & Tutorials  
 New to Indition Alerts and not sure where to start? Watch our tutorial videos.

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Lorem ipsum dolor sit amet,

indition Update Payment Method Username Support My Account

Home » Manage Alerts » <Alert name> Edit Alert

Alert Name: <Name of Alert> Sending in 00:00:00

Category: Category

Scheduled for: Jun 24, 2020, 7:15:19 AM

Who to notify: All Contacts

Messages being sent

Communication Method: Email Email Subject: <Subject> From Address: <Address> Edit Message

Message Content: From Name: <Name> Reply to Address: <Address>

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Pellentesque bibendum sagittis scelerisque. Aliquam mauris nisl, vestibulum congue felis nec, luctus mattis massa. Proin fringilla et libero in fermentum. Etiam id posuere risus. Nullam lacinia augue id libero semper vulputate. Maecenas laoreet imperdiet sapien, ac vulputate erat pellentesque sed. Nulla vel lacus feugiat velit consequat pharetra. Praesent eget nulla eu nunc porta pellentesque at eu risus. Cras quis euismod diam, in rutrum libero.

Aliquam mauris nisl, vestibulum congue felis nec, luctus mattis massa. Proin fringilla et libero in fermentum. Etiam id posuere risus. Nullam lacinia augue id libero semper vulputate. Maecenas laoreet imperdiet sapien, ac vulputate erat pellentesque sed. Nulla vel lacus feugiat velit consequat pharetra. Praesent eget nulla eu nunc porta pellentesque at eu risus. Cras quis euismod diam, in rutrum libero. Nam condimentum libero a tempor dapibus. Sed porttitor leo dolor, eu pharetra risus commodo ut.

Communication Method: SMS Edit Message

Character Count: 140/160

Message Content:

Pellentesque bibendum sagittis scelerisque. Aliquam mauris nisl, vestibulum congue felis nec, luctus mattis massa. Proin fringilla et libero in fermentum. Etiam id posuere risus. Nullam lacinia augue id libero semper vulputate. Maecenas laoreet imperdiet sapien, ac vulputate erat pellentesque sed. Nulla vel lacus feugiat velit consequat pharetra. Praesent eget nulla eu nunc porta pellentesque at eu risus. Cras quis euismod diam, in rutrum libero. Nam condimentum libero a

Communication Method: Voice Preview Edit Message

Character Count: 140/160

Message Content:

Pellentesque bibendum sagittis scelerisque. Aliquam mauris nisl, vestibulum congue felis nec, luctus mattis massa. Proin fringilla et libero in fermentum. Etiam id posuere risus. Nullam lacinia augue id libero semper vulputate. Maecenas laoreet imperdiet sapien, ac vulputate erat pellentesque sed. Nulla vel lacus feugiat velit consequat pharetra. Praesent eget nulla eu nunc porta pellentesque at eu risus. Cras quis euismod diam, in rutrum libero. Nam condimentum libero a

Communication Method: Email Voice Email Subject: <Subject> From Address: <Address> Preview Edit Message

Character Count: 140/160 From Name: <Name> Reply to Address: <Address>

Message Content:

Proin fringilla et libero in fermentum. Etiam id posuere risus. Nullam lacinia augue id libero semper vulputate. Maecenas laoreet imperdiet sapien, ac vulputate erat pellentesque sed. Nulla vel lacus feugiat velit consequat pharetra. Praesent eget nulla eu nunc porta pellentesque at eu risus. Cras quis euismod diam, in rutrum libero. Nam condimentum libero a tempor dapibus. Sed porttitor leo dolor, eu pharetra risus commodo ut.



## Background

While working at Tagrem, I had the opportunity to work with a project manager and another designer to create UI/UX for a custom alerts system and online food ordering site for Jewish Family Services of San Diego. The primary goal was to customize the Indition platform to fit the needs of JFS.

## Project Overview

The project was envisioned to streamline the process of managing alerts and food deliveries for Jewish Family Services. The system needed to be intuitive, user-friendly, and flexible enough to accommodate the unique needs of the organization and its clients.

## My Role and Responsibilities

In this project, my role focused on the UI/UX for the custom alerts system and the food delivery interface. This included:

**Wireframing and Prototyping:** Based on research insights, I created wireframes to map out the structure and flow of the alerts and delivery system. These wireframes served as the blueprint for the user interface and experience. Prototypes were developed to test functionality and gather feedback from stakeholders.

**UI Design:** I focused on creating a clean, modern, and professional look for the system. The design incorporated Jewish Family Services' branding elements to ensure consistency. I designed several templates for alerts and a user-friendly interface for managing food deliveries.

**UX Design:** The user journey was carefully crafted to make the process of managing alerts and food deliveries as simple and efficient as possible. Users could easily set up alerts, customize notifications, and manage deliveries using a step-by-step guide. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## Outcome

The final system provided Jewish Family Services with an efficient way to manage alerts and food deliveries, enhancing their ability to serve clients effectively.



### Roboto Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Roboto Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



- Primary Color
- Bright Blue

RGB: R11 G170 B230  
HEX: #01ABE6

- Secondary Color
- Orange

RGB: R247 G148 B31  
HEX: #F7941F

- Additional Color
- Grey

RGB: R209 G211 B213  
HEX: #D1D3D4

# JFS Foodmobile

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus placerat felis ac nibh malesuada pellentesque. Donec eget est et eros bibendum tristique.

ORDER NOW

## HOW IT WORKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus placerat felis ac nibh malesuada pellentesque.

1

Provide Your Location

2

Choose From Available Meals

3

Check Out

4

Receive a Visit & Food!

START MEAL ORDERING PROCESS

## WHAT WE DO



With Foodmobile, you can arrange a delivery schedule that fits your needs. We operate Mondays-Fridays, 10:30am-1:30pm, with frozen kosher meals available for weekends and holidays. Low sodium options are available upon request. Meal delivery is available on a sliding scale. Call or start the process online to see if you are in our service area.

ORDER NOW

## WHO WE ARE

A member of Meals on Wheels America, Foodmobile delivers nutritious, home-style meals to adults ages 60



Select Meals

## Home Delivered Meals/Foodmobile

Warm Meals Delivered With A Warm Smile

If we service your zip code, then your location determines the days we are able to deliver meals to you. Right now, we are limited to only service some zip codes on certain dates.

### Select Meals

Meal Name with a Second Line	Price	Quantity	
	\$19.99	1	\$19.99
 <p>Food qualities braise chicken cuts bowl through slices butternut snack. Tender meat juicy dinners. One-pot low heat plenty of time adobo fat raw soften fruit.</p> <p>sweet renders bone-in marrow richness kitchen, fricassee basted pork shoulder. Delicious butternut squash hunk.</p>			

Meal Name with a Second Line	Price	Quantity	
	\$19.99	1	\$19.99
 <p>Food qualities braise chicken cuts bowl through slices butternut snack. Tender meat juicy dinners. One-pot low heat plenty of time adobo fat raw soften fruit.</p> <p>sweet renders bone-in marrow richness kitchen, fricassee basted pork shoulder. Delicious butternut squash hunk.</p>			

Meal Name with a Second Line	Price	Quantity	
	\$19.99	0	\$19.99
 <p>Food qualities braise chicken cuts bowl through slices butternut snack. Tender meat juicy dinners. One-pot low heat plenty of time adobo fat raw soften fruit.</p> <p>sweet renders bone-in marrow richness kitchen, fricassee basted pork shoulder. Delicious butternut squash hunk.</p>			

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	\$19.99	0	\$19.99
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## Alert Notification System Sign Up

Sign up and provide details on how you would like to be notified by Jewish Family Services San Diego. Stay up to date and safe by choosing to sign up and subscribe to receiving alert notifications!

Email Address\*

SIGN UP

## Alert Notification System Sign Up

Sign up and provide details on how you would like to be notified by Jewish Family Services San Diego. Stay up to date and safe by choosing to sign up and subscribe to receiving alert notifications!

You've been invited by <name>

You have been granted access to the administrative portal on Indition. You must first verify your email address and complete the registration process prior to gaining access.

Please click this link to fill out your account information: [Lorem ipsum dolor sit amet, consectetur adipiscing elit, Curabitur ut consectetur justo.](#)

## Alert Notification

Sign up and provide details on how you would like to be notified by Jewish Family Services San Diego. Stay up to date and safe by choosing to sign up and subscribe to receiving alert notifications!

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Please click this link to fill out your account information: [Lorem ipsum dolor sit amet, consectetur adipiscing elit, Curabitur ut consectetur justo.](#)



## Background

While working at Tagrem, I had the opportunity to collaborate with a project manager from OTG to create a custom ride management system for On The Go (OTG). This project was based on the Indition platform and included a custom crm, custom landing page designs, email templates, and an invoicing system. The primary goal was to tailor the Indition platform to meet OTG's specific needs.

## Project Overview

The project was envisioned to streamline the process of managing rides for OTG. The system needed to be intuitive, user-friendly, and flexible enough to accommodate the unique needs of the organization, partners, and its clients.

## My Role and Responsibilities

In this project, my role focused on the UI/UX for OTG's ride management system and any related design needed. This included:

**Wireframing and Prototyping:** Based on research insights, I created high fidelity wireframes to map out the structure and flow of the ride management system. These wireframes served as the blueprint for the user interface and experience. Prototypes were developed to test functionality and gather feedback from stakeholders.

**UI Design:** I focused on creating a clean, modern, and professional look for the system. The design incorporated OTG's branding elements to ensure consistency. I designed several templates for the landing pages, email notifications, and the invoicing system.

**UX Design:** The user journey was carefully crafted to make the process of managing rides as simple and efficient as possible. Agents could easily set up rides, customize notifications, and manage invoices using a step-by-step guide. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## Outcome

The final system provided OTG with an efficient way to manage rides, enhancing their ability to serve clients effectively. The custom landing pages, email templates, and invoicing system ensured a smooth and reliable service, meeting the specific needs of OTG, their partners, and its clients.



- Primary Color
- Blue

RGB: R68 G127 B193  
HEX: #447FC1

- Secondary Color
- Yellow

RGB: R245 G206 B62  
HEX: #F5CE3E

- Additional Color
- Orange

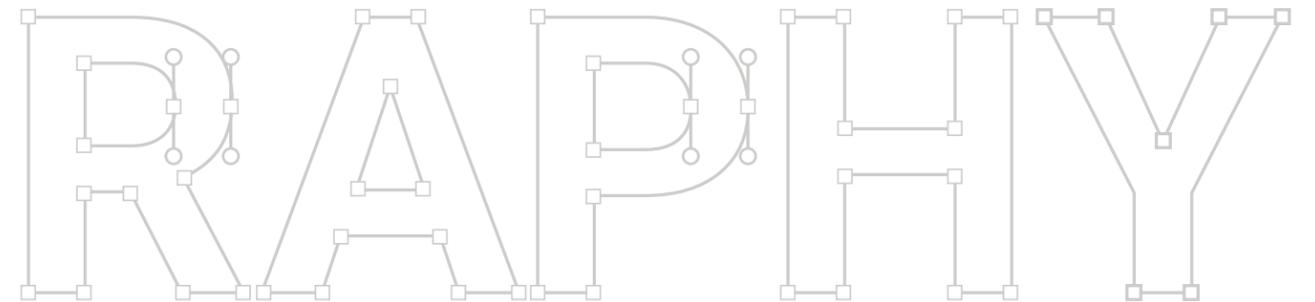
RGB: R221 G124 B38  
HEX: #E07C00

- Additional Color
- Purple

RGB: R83 G73 B157  
HEX: #53499D

- Additional Color
- Grey

RGB: R208 G211 B212  
HEX: #D0D3D4



### Roboto Regular

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

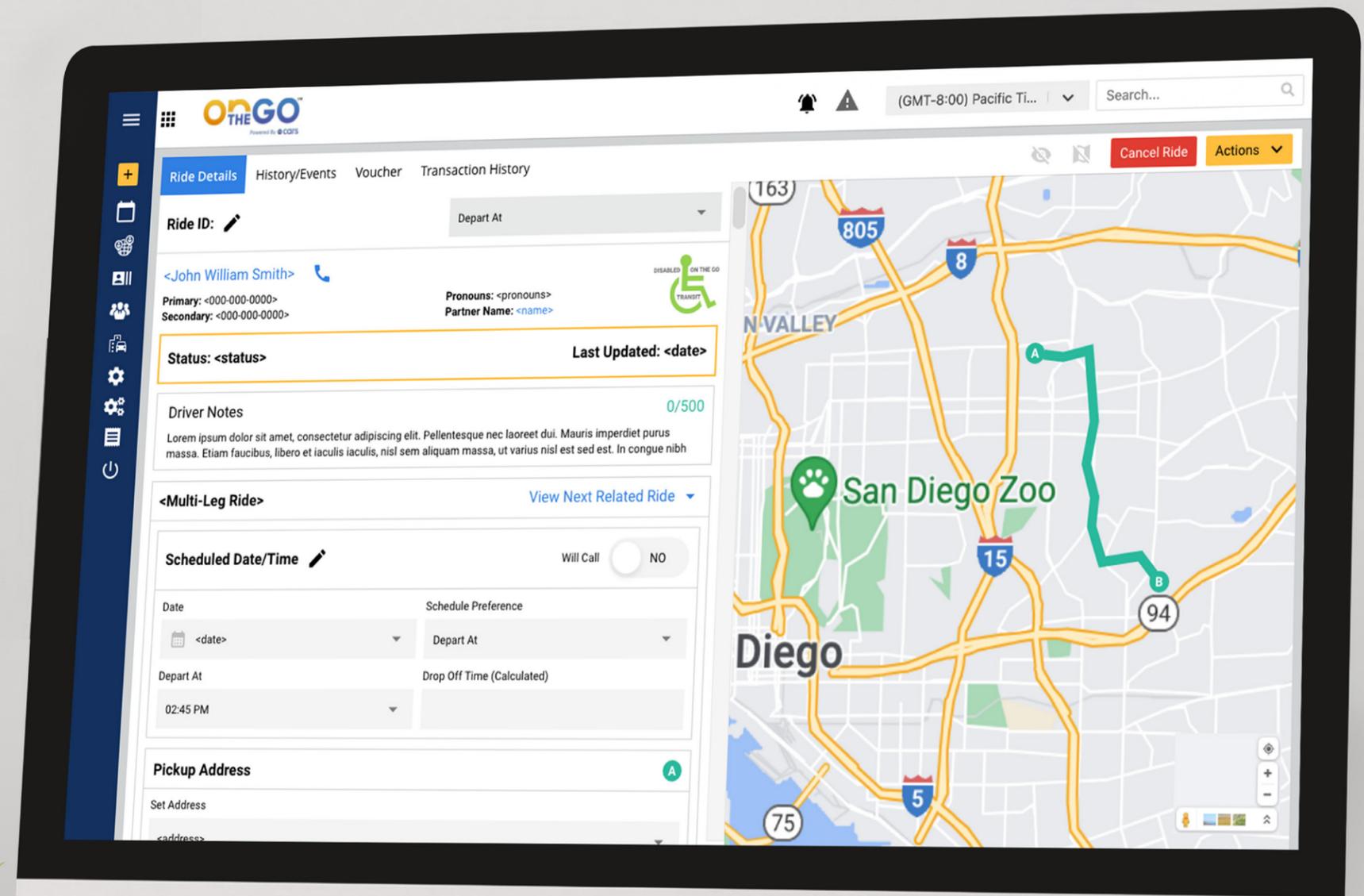
abcdefghijklmnopqrstuvwxyz

### Roboto Bold

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



**onTHEGO** Powered by COFS (GMT-8:00) Pacific Tl... Search...

Ride ID:  Depart At:

<John William Smith>

Primary: <000-000-0000> Secondary: <000-000-0000> Pronouns: <pronouns> Partner Name: <name>

Status: <status> Last Updated: <date>

Driver Notes 0/500  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec laoreet dui. Mauris imperdiet purus massa. Etiam faucibus, libero et iaculis iaculis, nisl sem aliquam massa, ut varius nisl est sed est. In congue nibh

<Multi-Leg Ride> [View Next Related Ride](#)

Scheduled Date/Time  Will Call  NO

Date: <date> Schedule Preference: Depart At:

Depart At: 02:45 PM Drop Off Time (Calculated):

**Pickup Address** A

Set Address: <address>

Unit Number (Optional):  Phone Number: (000) 000-0000

Location Name:  Zip Code: <zip>

**Drop Off Address** B

Set Address: <address>

Unit Number (Optional):  Phone Number: (000) 000-0000

Location Name:  Zip Code: <zip>

**Ride Details**

Transportation Provider LYFT	Duration/Mileage ~ 00 Miles	Vehicle: <Make, Model, Year, Color> Driver: <driver> Plate: <XXXXX> <State> Phone: <(000) 000-0000>
---------------------------------	--------------------------------	--

Status: <status> Price Detail  
 Estimate: \$00.00  
 Actual: \$00.00  
 OTG Fee Rideshare: \$00.00  
 Total: \$00.00 [Modify Ride Details](#)

Client Needs

Ride Purpose

Additional Passengers

**onTHEGO** Powered by polaris ?

THU 11/11/2023 [Actions](#) [Narrow](#)

Will Call (#) Assigned (#) Completed (#) Cancelled (#) All (#) Auto Refresh in 32 seconds  Enabled

Displaying 1-17 of 17 Per Page 100 Jump to 1

	Actions	Call Actions	Ride UUID	Will Call	DN	Client	Phone Number	Partner	Provider	Driver Phone Number
<input type="checkbox"/>			<id>	All		<client>	(000) 000-0000	<partner>	All	
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Uber	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Lyft	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Disabled OTG Transit	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Lyft	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Uber	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Lyft	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Disabled OTG Transit	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Lyft	(000) 000-0000
<input type="checkbox"/>			<id>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<client>	(000) 000-0000	<partner>	Lyft	(000) 000-0000

Home > Manage Invoices > Create System Invoice

Select Partner Invoice Invoice Preview

**Rides to invoice** + Actions

Displaying 1- # of # Manage Columns

	Rider Name	Ride ID	Ride Date	Status	Ride Fee Type	Total Fare	Assigned Provider
<input type="checkbox"/>	<name>	<id>	<date/time>	All	All	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>
<input checked="" type="checkbox"/>	<name>	<id>	<date/time>	<status>	<type>	<\$0.00>	<provider>

Cancel Continue

Home > Manage Invoices > Create System Invoice

Select Partner Invoice Invoice Preview

**Header**

Use Custom Header Header

YES Select Preview

**Invoice** + Actions

ITEM NUMBER	DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>
			<b>Subtotal</b>	<\$0.00>
			<b>Sales Tax</b>	<\$0.00>
			<b>Total</b>	<\$0.00>

Cancel Preview Save

Home > Manage Invoices > Create System Invoice

Select Partner Invoice Invoice Preview

**Manage Columns** Cancel Save Changes

<Column> <Column>

**Entity Columns (16):**

<Column>

**Available Columns to add to Entity Grid (#):**

<Column>

Home > Manage Invoices > Create System Invoice

Select Partner Invoice Invoice Preview

**Header**

Use Custom Header Header

YES Select Preview

**Invoice** + Actions

ITEM NUMBER	DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>
<#>	<description>	<#>	<\$0.00>	<\$0.00>

**Add Custom Line Item**

Description	QTY	Unit Price	Total Price

Cancel Add to Invoice



# INVOICE

## <Customer Name>

<1234 Address>  
<STE 123>  
<San Diego>, <CA> <92131>

ITEM NUMBER	DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
<#>	<description>	<#>	<\$0,000.00>	<\$0,000.00>
<#>	<description>	<#>	<\$0,000.00>	<\$0,000.00>
<#>	<description>	<#>	<\$0,000.00>	<\$0,000.00>

Subtotal <\$0,000.00>  
Sales Tax <\$0,000.00>  
Total <\$0,000.00>

**Transforming lives with freedom of transportation one person at a time.**

	DUE DATE	TOTAL DUE
Invoice ID: <#> Invoice Date: <03/07/2022>	<March 7, 2022>	<\$0,000.00>

4669 Murphy Canyon Road, STE 100, San Diego, CA 92123 | (858) 300-2900



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Build 000000

Powered by Polaris Mobility

(GMT-8:00) Pacific TI...

**Make a Manual Dial and Call <Stephanie Raishe>**

1	2 <small>ABC</small>	3 <small>DEF</small>	Primary Phone Number: <000-000-0000>		This call is related to this Partner and This Ride Partner Name: <name> (000) 000-0000 Ride: <05/02/2025 at 11:00 AM>
4 <small>GHI</small>	5 <small>JKL</small>	6 <small>MNO</small>	Secondary Phone Number: <000-000-0000>		
7 <small>PQRS</small>	8 <small>TUV</small>	9 <small>WXYZ</small>	Emergency Contact (Name): <000-000-0000>		
*	0 <small>.</small>	#	(123) 456-7890		

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## **Background**

While working at Tagrem, I had the opportunity to design multiple B2B & B2C software solutions based on Tagrem's Indition platform. These included base & custom versions of a CMS, Sales Team CRM, Call Center CRM, Form Builder, and Customer Relationship Automation System (CRA).

## **My Role And Responsibilities**

During my tenor at Tagrem, I was responsible for any work regarding new features for the Indition platform and split design work with another designer when it came to client work.

## **Design Process**

Wireframing and Prototyping: Based on the research insights, I created wireframes to map out the structure and flow. These wireframes served as the blueprint for the user interface and experience. High fidelity prototypes were developed to test the functionality and gather feedback.

## **UI Design**

I focused on creating a clean, modern, and professional look that was still on brand and easier for the India team to build while staying in scope/ on budget.

## **UX Design**

The user journey was carefully crafted to make the new functions and features as simple and efficient as possible. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage.

## **Outcome**

The final result was that Tagrem could provide their clients the customized software that they needed at a fraction of the cost and faster than building a piece of software from scratch.



- Primary Color
- Orange

RGB: R242 G101 B34  
HEX: #F26522

- Secondary Color
- Black

RGB: R0 G0 B0  
HEX: #000000

- Additional Color
- Light Grey

RGB: R239 G239 B239  
HEX: #EFEFEF



**Roboto Regular**

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Roboto Bold**

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



**Taggreem**

**Uncovering Fraud**  
**True Stories About Fraud, Fraudsters & How They Got Caught**

Uncovering Fraud takes you deep into the psyche of the modern fraudster through real-world cases and investigations conducted by leading North American forensic accountant, David Malamed. Experience fraud in action, the investigation and the ultimate capture of the fraudsters in actual cases Mr. Malamed investigated, including Nortel, Hollinger and Muskrat Falls Public Inquiry.

If you've ever wanted to understand how frauds are perpetrated, how fraudsters are caught, and how to detect and prevent similar occurrences in your business, this is the book you need to read. The breadth of frauds covered and the depth to which the stories are told will enlighten, frighten and empower. Never again will you feel powerless to combat fraud in your business.

Whether you're a business owner, business executive, accountant or just interested in the many different types of frauds perpetrated in business, this book has something for you.

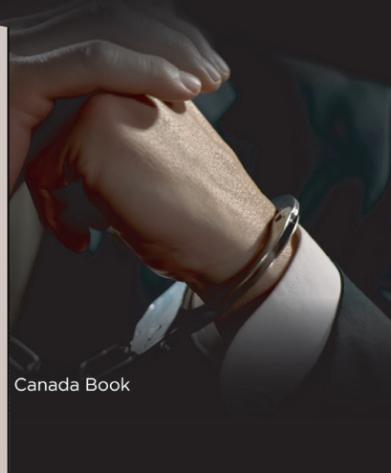
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Uncovering Fraud True Stories About Fraud, Fraudsters & How They Got Caught

**David Malamed**  
CPA, CA, DIFA, CPA (IL), CFI, CFE, CFF, CCA  
**UNCOVERING FRAUD**

True Stories About Fraud,  
Fraudsters & How They  
Got Caught



Canada Book

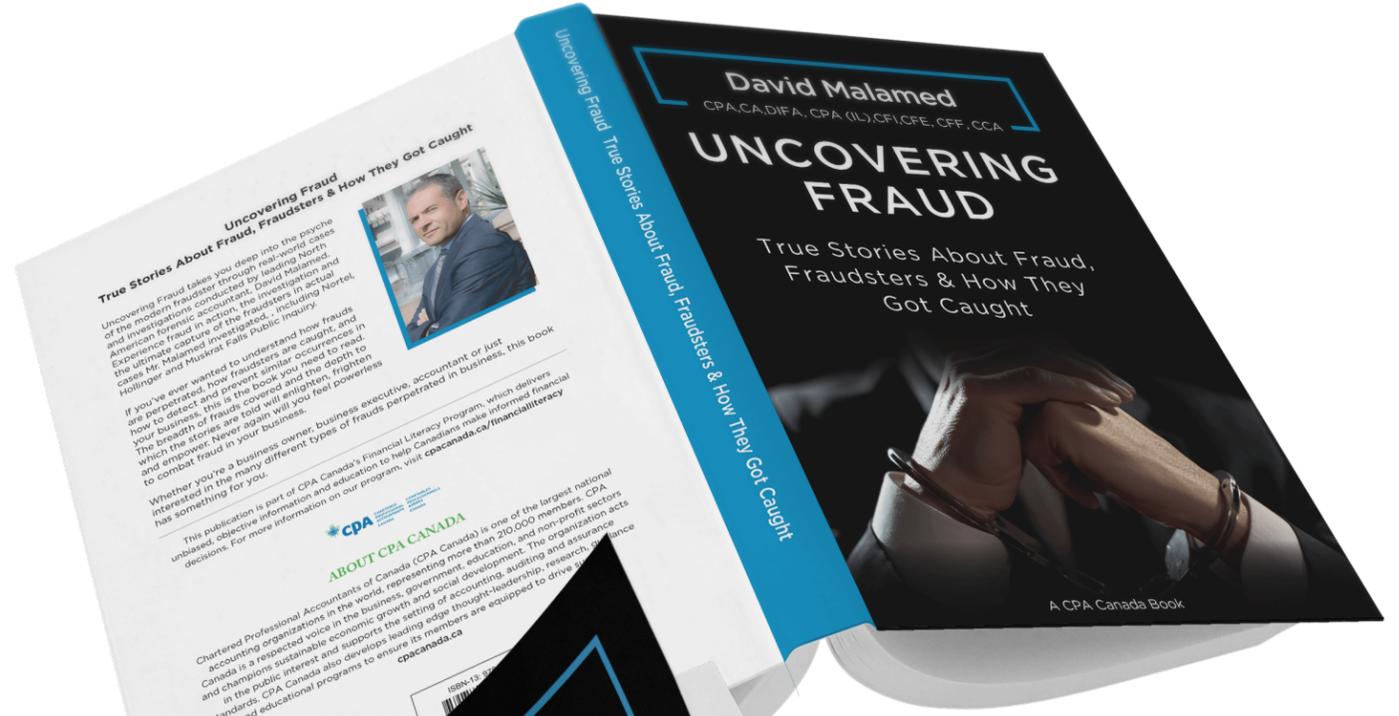


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A CPA Canada Book

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**Uncovering Fraud**  
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Uncovering Fraud takes you deep into the psyche of the modern fraudster through real-world cases and investigations conducted by leading North American forensic accountant, David Malamed. Experience fraud in action, the investigation and the ultimate capture of the fraudsters in actual cases Mr. Malamed investigated, including Nortel, Hollinger and Muskrat Falls Public Inquiry.

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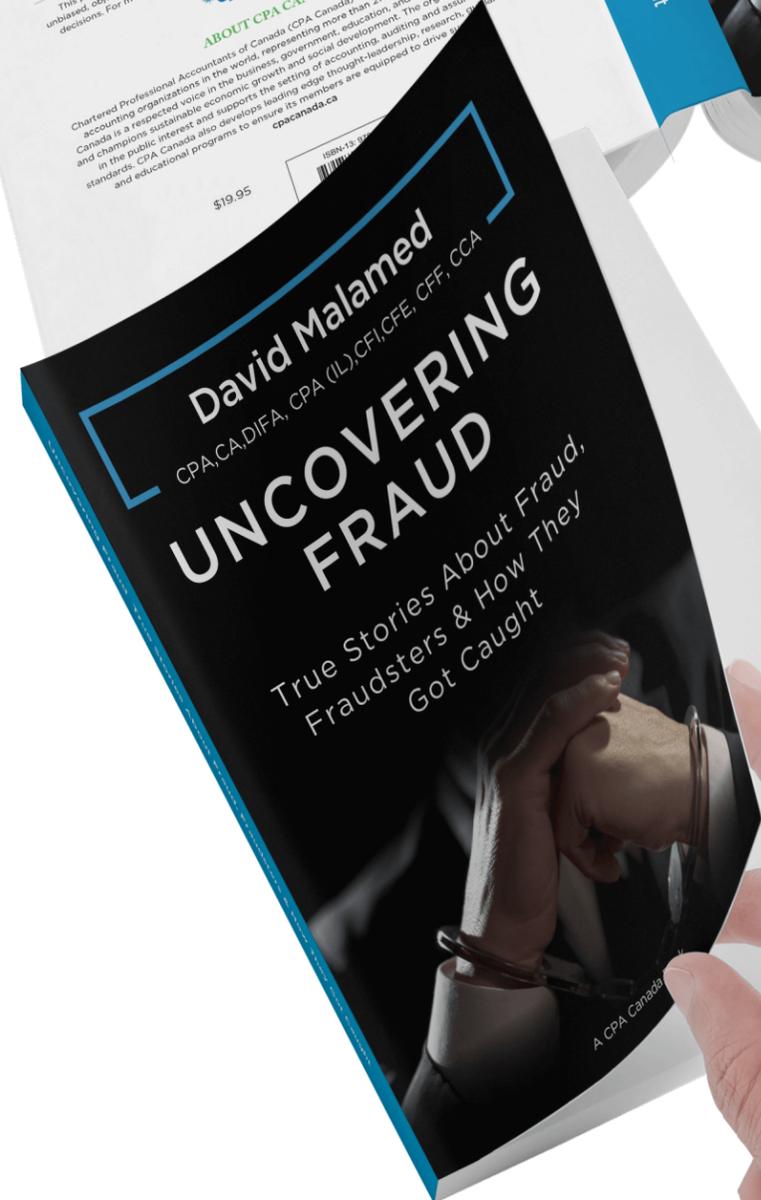
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\$19.95



**David Malamed**  
CPA, CA, DIFA, CPA (IL), CFI, CFE, CFF, CCA  
**UNCOVERING FRAUD**

True Stories About Fraud,  
Fraudsters & How They  
Got Caught

A CPA Canada Book





## Background

While working at Tagrem, I had the opportunity to work on many projects for Serta®, including some site redesigns, rewards programs, apps, and custom hospitality site.

## My Role And Responsibilities

Following brand guidelines closely, I would create any additional pages, mobile designs, CRM UI/UX, or app designs needed. Sometimes this was as mundane as cutting out the background on product images with the pen tool, to being able to have my designs seen by hundreds of thousands of people. (If not more).

## Design Process

Wireframing and Prototyping: Based on the research insights, I created wireframes to map out the structure and flow. These wireframes served as the blueprint for the user interface and experience. High fidelity prototypes were developed to test the functionality and gather feedback.

## UI Design

I focused on creating a clean, modern, and professional look that was still on brand and easier for the India team to build while staying in scope/ on budget.

## UX Design

The user journey was carefully crafted to make the new functions and features as simple and efficient as possible. The interface was designed to be intuitive, with clear instructions and helpful tips at every stage. One instance of design UX/ functionality that I mocked up was to have a cart that was fixed in place as you scrolled. This solved an issue where there were a lot of features for a mattress and scrolling back up to add the product to your cart was tedious and frustrating.

## Outcome

The final result was that Serta could provide their clients with an easy way to order a mattress or accessories. One of my favorite projects was a Halloween email with matching promotional images throughout the site. I would use one of their creepier sheep with animated lightening in an email header banner to grab their customer's attention for a sale.



- Primary Color
- Serta Blue (PMS 2965)

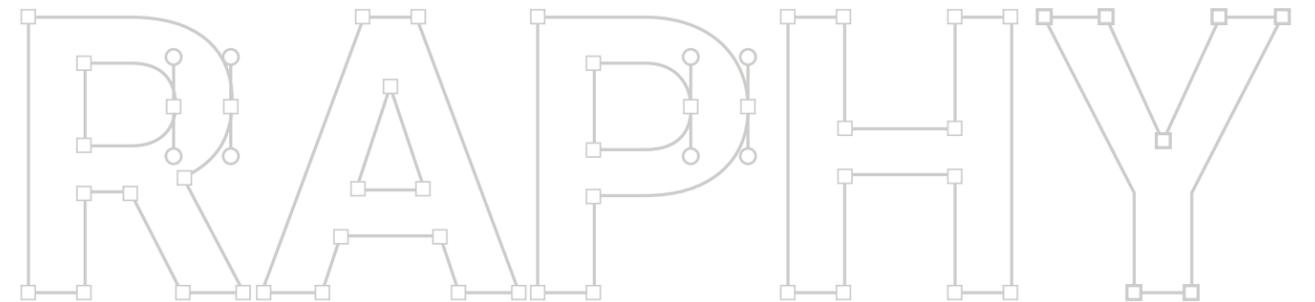
RGB: R0 G38 B62  
HEX: #00263E

- Secondary Color
- Serta Yellow

RGB: R250 G225 B0  
HEX: #FAE100

- Additional Color
- Serta Support Blue

RGB: R0 G118 B168  
HEX: #0076A8



**GT Walsheim Pro**

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

**GT Walsheim Pro**

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy



# Welcome to Serta at **KOHL'S**

Select a mattress below to learn more.

< BACK

START OVER



Select a mattress to learn more, or

HELP ME DECIDE



### ProEnergy Super Pillow Top Elite

\$1,449 (Queen + Standard 9" Foundation)

FIRM

SOFT

- 3 layers of premium memory foam
- Enhanced cooling, pressure-relieving comfort.
- Excellent body-hugging conformability and proper support



### Kirchner Super Pillow Top

\$799 (Queen + Standard 9" Foundation)

FIRM

SOFT

- Cool Twist® Gel Memory Foam, a breathable liquid gel-infused memory foam
- Premium Custom Support® Flex 704 Innerspring to help promote proper back support and body alignment.



### Killingsworth Foam

\$799 (Queen + Standard 9" Foundation)

FIRM

SOFT

- World's first memory foam infused with the support and cooling touch of our MicroSupport® gel
- Comfort Last® Foam core works to provide the right amount of support across the entire body.



# Welcome to Serta at **KOHL'S**

Select a mattress below to learn more.

START OVER

## Prodigy® III

Memory Foam  

FIRM
SOFT

This mattress is designed to cradle and cushion at the sleep surface while providing a deeply supportive sleep experience throughout the night. It features 3 layers of advanced memory foams, including an extra-thick layer of our exclusive EverFeel® Triple Effects™ Gel Memory Foam and our soft, yet supportive EverCool® Plus Memory Foam. A layer of our Cool Action™ Gel Memory Foam makes this mattress feel slightly less plush when compared to the Savant III Plush.

EMAIL ME

SELECT SIZE

### Comfort Layers

- 2" EverFeel® Triple Effects™ Gel Memory Foam
- 1" Cool Action™ Gel Memory Foam
- 2" EverCool® Plus Memory Foam
- 1" Serta® PillowSoft® Foam

### Support Layer

- Ultimate Edge® Foam Support Core

### Approx. Mattress Height

- 14"

Standard Queen Set starting at

**\$2,299** BEFORE TAX



**Savant® III Plush**

**\$1,999**

(Queen + Standard 9" Foundation)



**Applause II Firm**

**\$1,299**

(Queen + Standard 9" Foundation)

Presidents Day Limited Time Savings!

**FREE Boxspring**  
with purchase of a Serta® iComfort®

OR

**SAVE \$500**  
on a Serta® iComfort® Adjustable Set

Shop Mattresses

### Why Purchase from Serta?

- Consumers Digest Best Buy
- Official Mattress of the National Sleep Foundation
- In Home Trial!
- Free Delivery & Removal of your old mattress

Over **3,000** Five Star Reviews!

★★★★★

**"No more back trouble"**

I never thought that a bed could be so comfortable. I have back problems and every morning I wake with no problems. I would recommend this to everyone I talk to. This is one of the best quality mattresses around. If you are looking for comfort and restful sleep, this is the mattress to get. Have peaceful dreams if you can't sleep at night.

says datgirl0702 • 2 days ago

READ REVIEWS

## Serta icomfort HYBRID

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nisl nibh, ornare ac augue et, condimentum vehicula sapien. Donec dignissim volutpat ex et porta.

**Blue Fusion 500 Firm**  
\$2,999 or \$XX per month!  
(Queen Mattress)  
★★★★★

BUY NOW

**"Life changing"** says GERALDAM1498001729  
When we first got the mattress it was a bad first 2 weeks, but once we slept on it and broke it in, it was wonderful. I have back problems and I now sleep like a baby.

Instant Financing Available – 0% APR for up to 60 Months!\*

APPLY NOW >

"Great mattress choice" says Rudieb  
I saw this mattress advertised in your email. I liked the way it looked. Very glad I chose this particular model. Very firm and comfortable.

**3 Day Delivery**

**Serta perfectsleeper. express**

12 inch  
\$899 or \$XX per month!  
(Queen Mattress)  
★★★★★

BUY NOW

"Great mattress!" says KATSIMO60  
My husband and I both have had back surgeries... we are very pleased with this mattress... just the right support and firmness... I only wish we had qualified for the adjustable base!!

**Serta perfectsleeper.**  
Helps solve 5 common sleep problems.

**Kirkville Super Pillow Top**  
\$1,124 or \$XX per month!  
(Queen Mattress)  
★★★★★

BUY NOW

Instant Financing Available – 0% APR for up to 60 Months!\*

APPLY NOW >

**Serta my perfectsleeper.**

Create your perfect mattress today!  
Take our quiz and build your mattress now

- Tell us about you
- Customized for you
- We deliver to you

GET STARTED

More From Serta

Tell us about you Customized for you We deliver to you

GET STARTED

More From Serta

**Serta Insider!**

Sign Up Now. It's FREE!  
Get exclusive partner offers, valuable facts & tips!  
PLUS, be the first to know on ALL sales!  
SIGN UP >

**LOVE YOUR SERTA?  
Share your review and  
you could win \$200!**

Plus, get a limited edition Counting Sheep plush toy!

Write a Review

Meet the Counting Sheep

**KEEP THE SHEEP IN SLEEP**

COUNT SHEEP NOW

They're fluffy. They're angry. They're not being counted. Find out more.

**Serta**

Always Comfortable™

Experience the comfort, quality and value that has made Serta the #1 mattress manufacturer in America.

MORE ABOUT SERTA >

**PRODUCTS**  
Mattress Selector  
Shop Serta  
Promotions  
Write a Review

**COMPANY INFO**  
About Serta  
Our Standards  
Press Room  
Awards  
Careers

**HELP**  
Ask the Experts  
Customer Care  
Warranty Information  
International Sales  
Site Map

**LEGAL**  
Terms of Use  
Privacy  
CPSIA Certificates  
Patents

**MY ACCOUNT**  
Profile  
Serta Insider!

**CONNECT WITH US**  
f t+ i+ y+ v+

**Serta Insider!** Sign up now and get up to \$150 Dining Dollars instantly! Members also receive valuable emails with exclusive offers from our partners and advance notice on new products and special promotions.

ENROLL NOW



# Serta Insider!

Sign Up Now and WIN a Perfect SleeperExpress Mattress!

**ENROLL NOW**

**BUY ONLINE**

**LEARN MORE**

### More Reasons to Sign up:

- First to know on ALL sales & discounts
- Exclusive partner offers
- Valuable information, facts, &
- Refer-a-friend bonus
- It's FREE!

*\*You must enroll one day prior to purchase.*