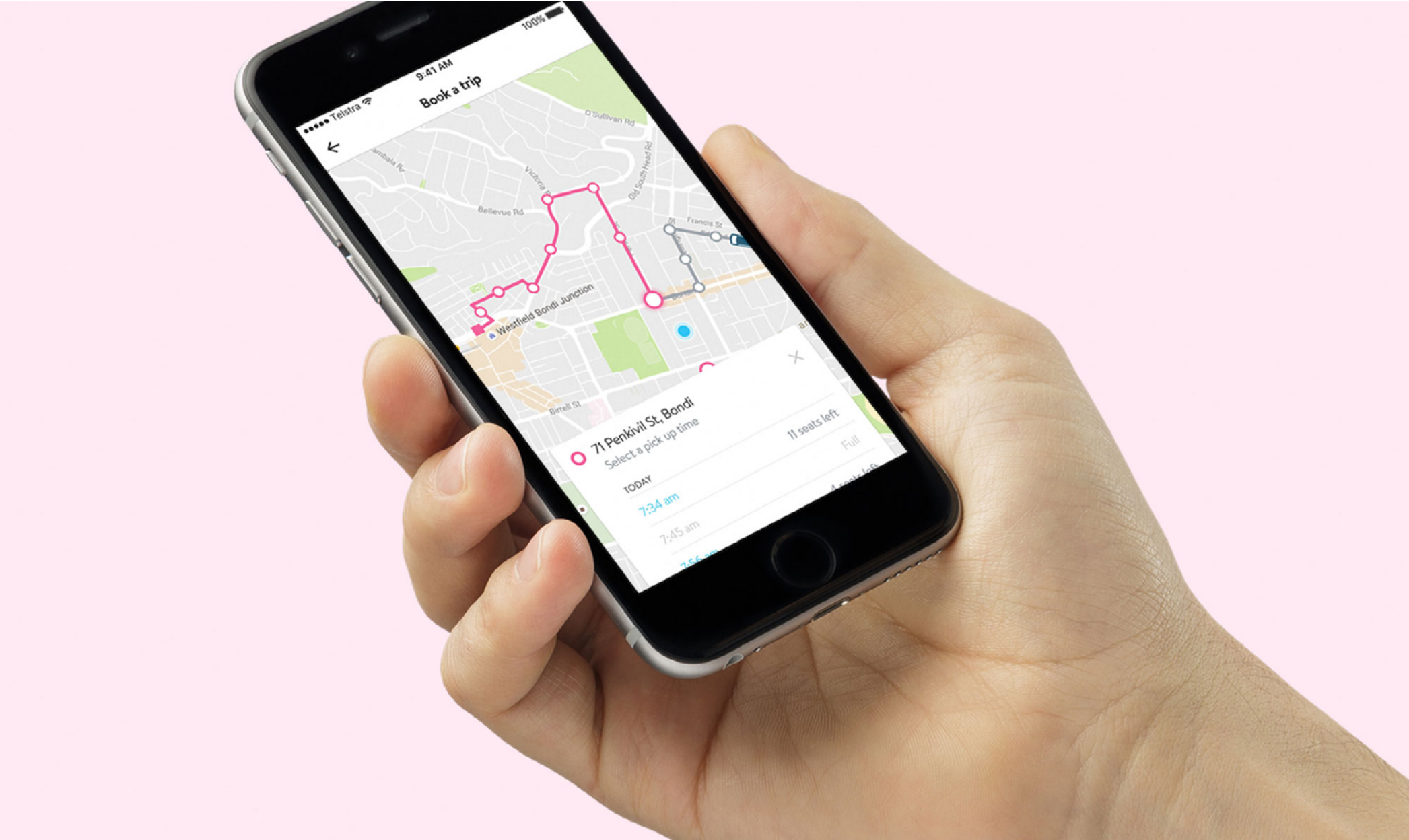


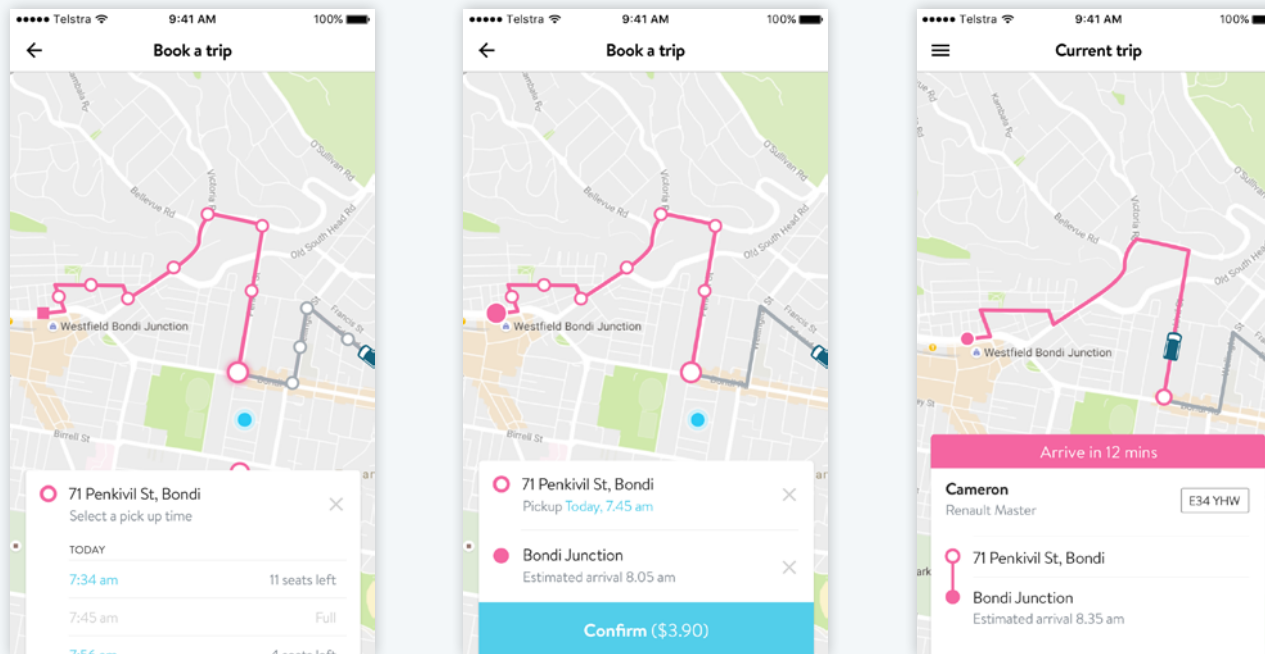
Aaron Moodie  
Product Designer

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Ride Next Door

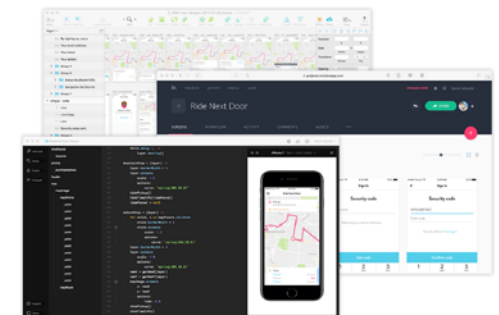


## Ride Next Door



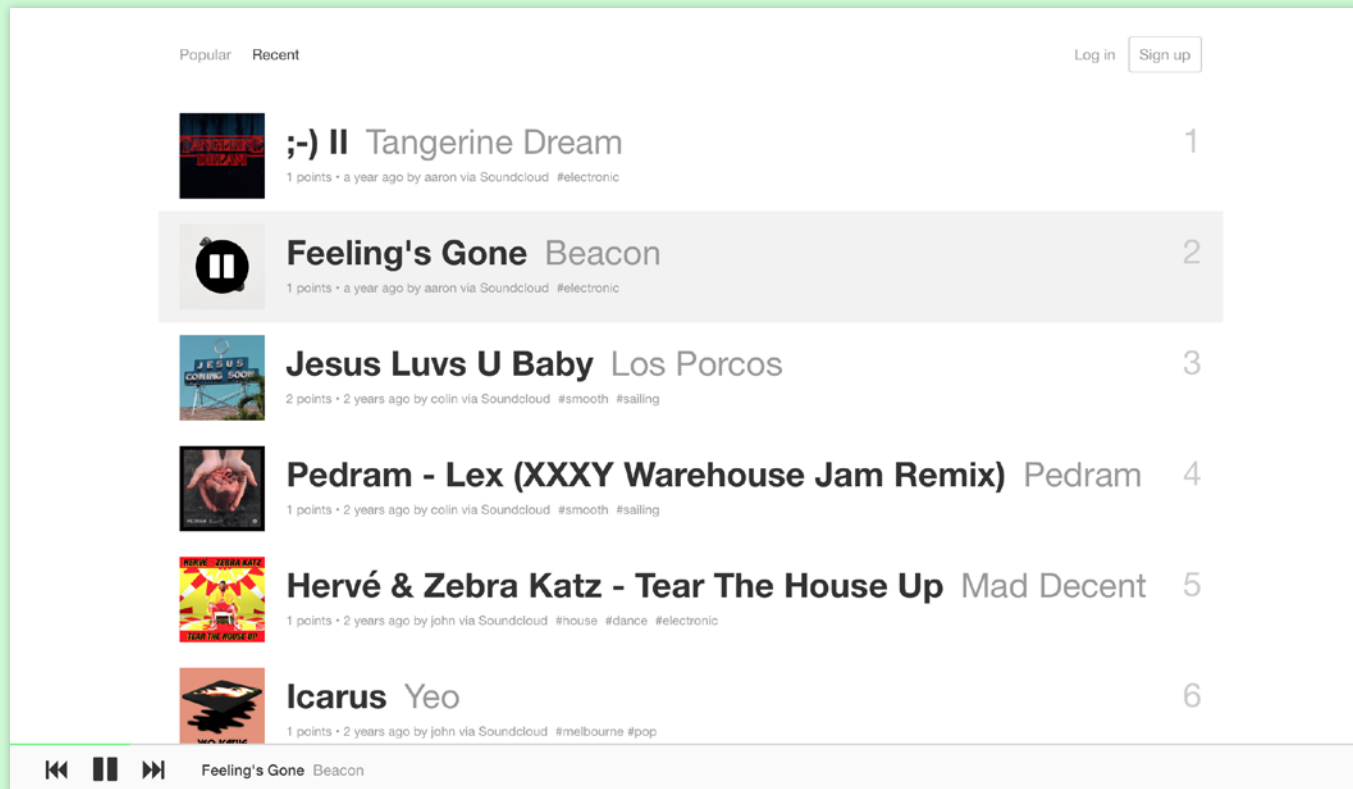
Ride Next Door was a commuter ride-sharing shuttle that ran in Sydney during 2017. The service operated between Bondi Junction and Bondi Beach, aimed at serving a highly trafficked route that was under-served by public transport.

Over a four-month period, I worked closely with a small team to design, prototype and test a mobile app for the service. The MVP product we built allowed people to view shuttle times, book tickets and track their upcoming trips.



Testing prototypes were built with Framer and InVision.

## Slime

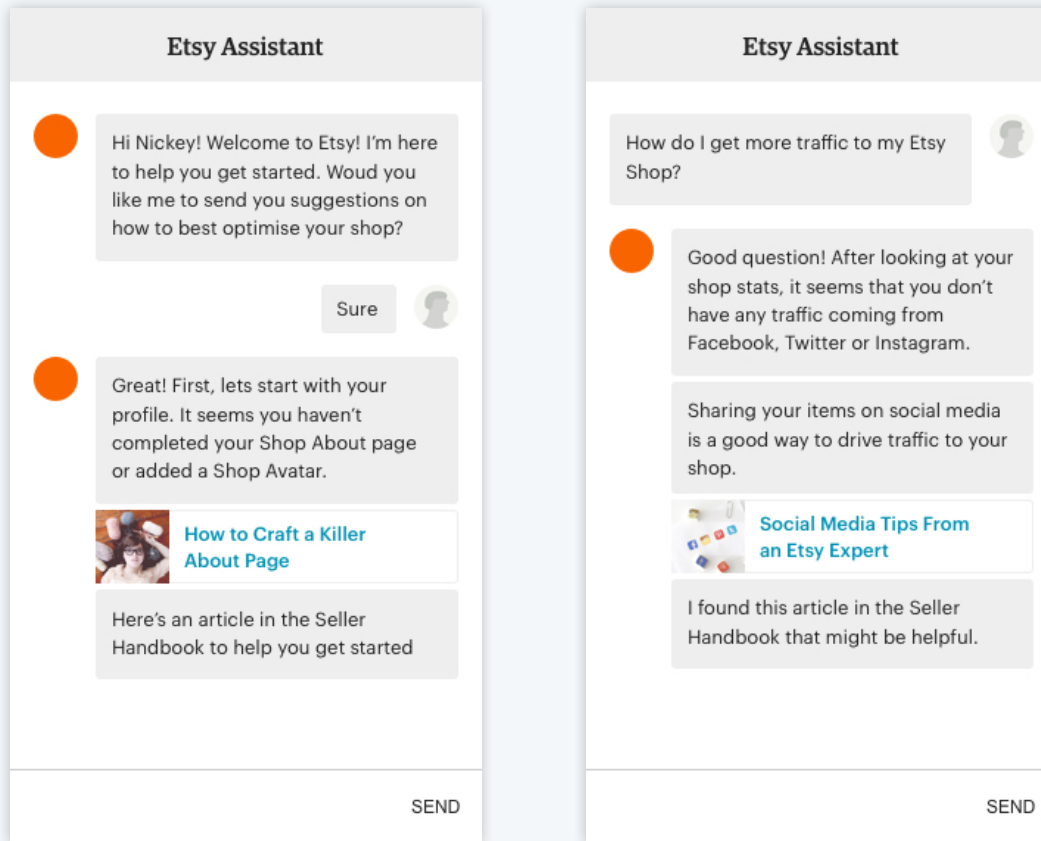


I enjoy discovering new music and use Soundcloud daily to help me do this. However, I was having difficulty filtering the number of tracks appearing in my Soundcloud stream. I wanted a way to sort everything so that the most popular ones would show at the top.

Unfortunately, this feature didn't exist, so I decided to create it myself. Slime is a single page web application that I designed and built using Node JS, Backbone JS and Bookshelf JS. I kept the design clean, simple and familiar, wanting the product look and feel like a regular playlist.

I also used this project as a way to improve my JavaScript skills. I later gave [a talk about Bookshelf at the Brooklyn JS meet-up](#), covering why I'd chosen it as my ORM, and what I'd learned in the process of building the application.

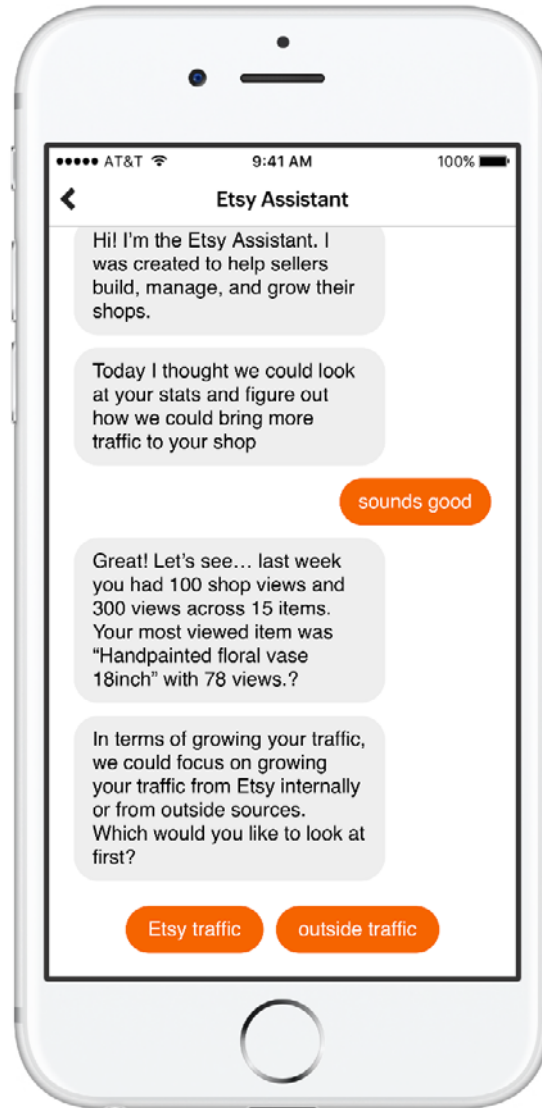
## Etsy Assistant



After four years of creating a better product experience for Etsy sellers, I began noticing opportunities to improve the way sellers accessed help documentation. Etsy Assistant was a self-initiated project started with the goal of delivering a more personalised help experience to sellers.

I initially started with the concept of creating one primary source for all help information on Etsy, which was spread out over help documentation, articles and forum posts. The idea was to provide Etsy sellers with the information they needed at the right time, depending on how long they'd been on the platform and how well their shop was performing.

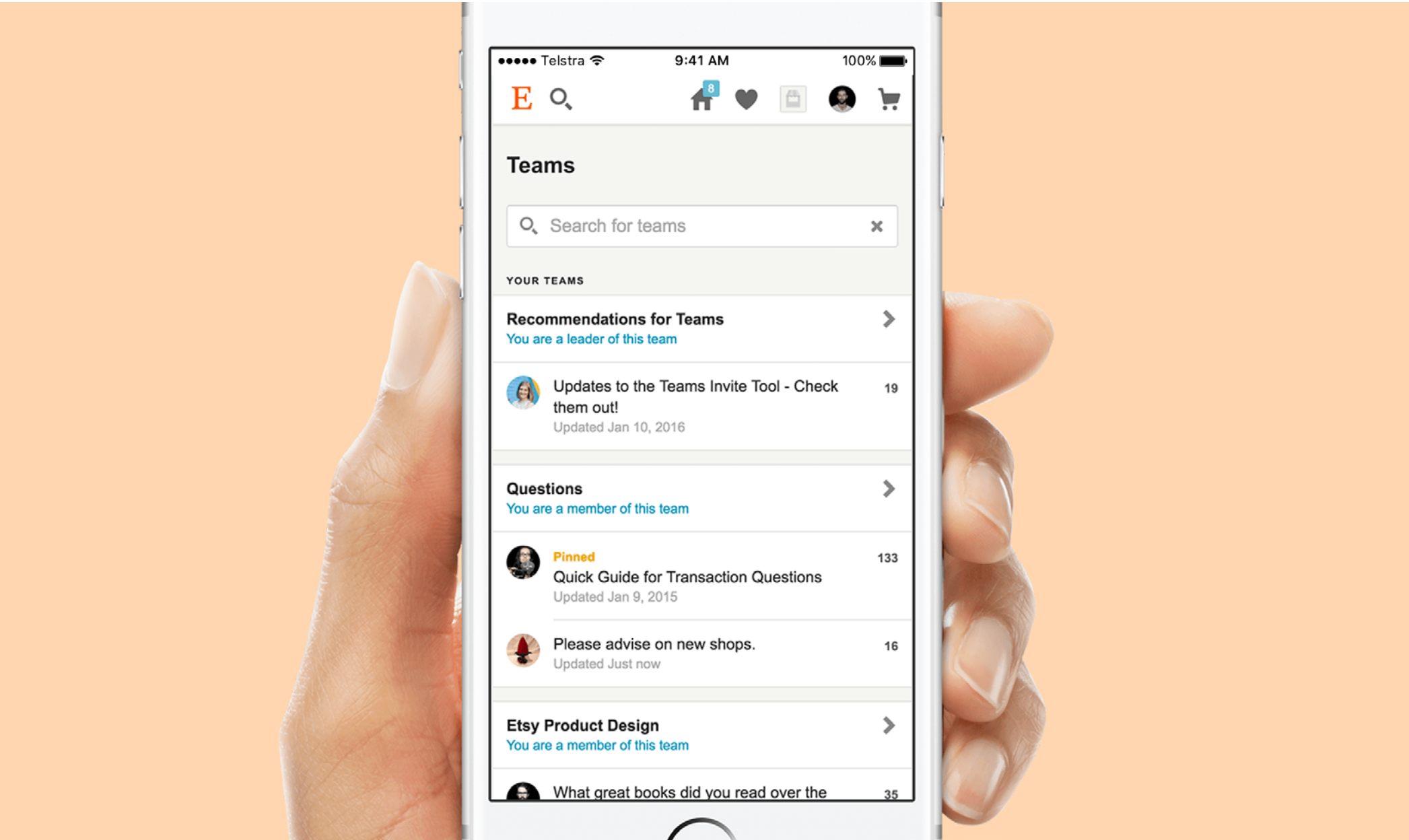
## Etsy Assistant



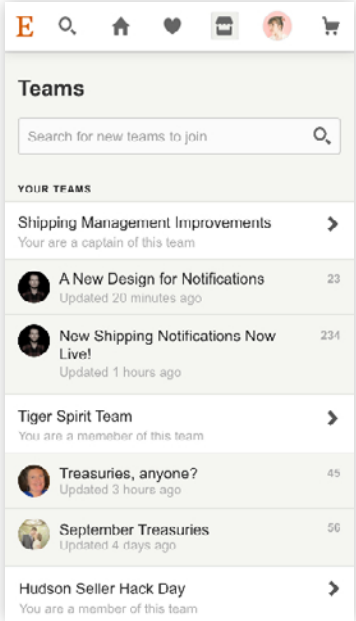
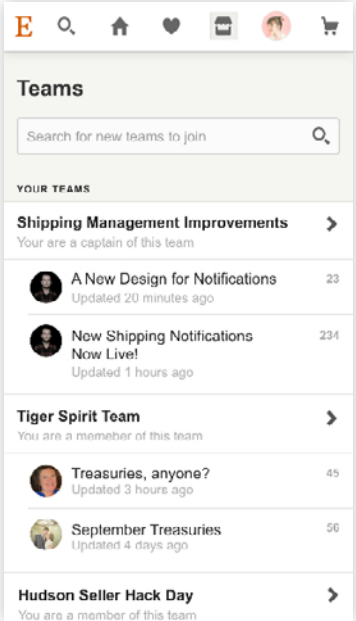
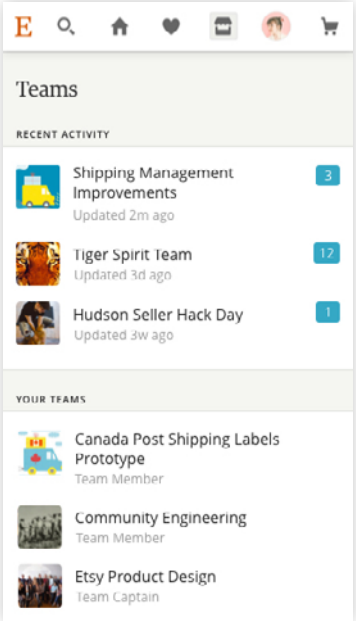
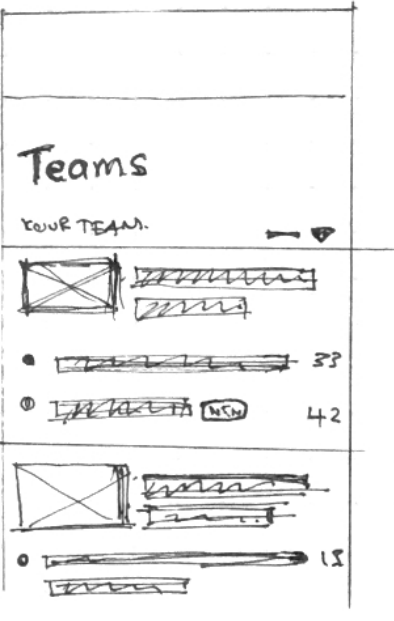
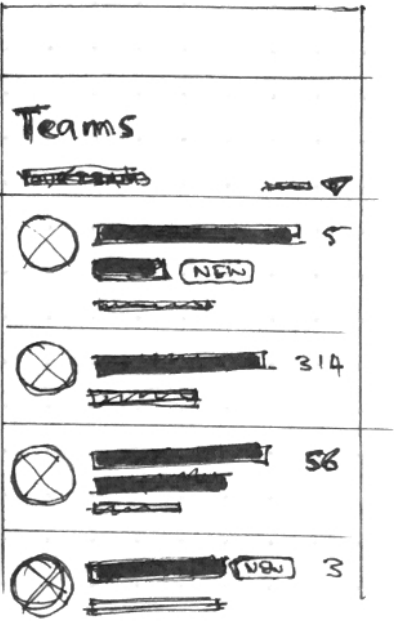
After enlisting the help of a few other colleagues, we started thinking about what we could provide the seller based on their shop analytics. Noticing traffic wasn't coming from Instagram for example, would be an opportunity to help a seller with promoting their store.

Based on these ideas, I built a prototype using Framer so that we could start testing them with Etsy sellers. While the initial feedback showed promise, the product never reached full development. However, some of the ideas from this project were later incorporated into the redesign of the seller admin tools.

Etsy Teams

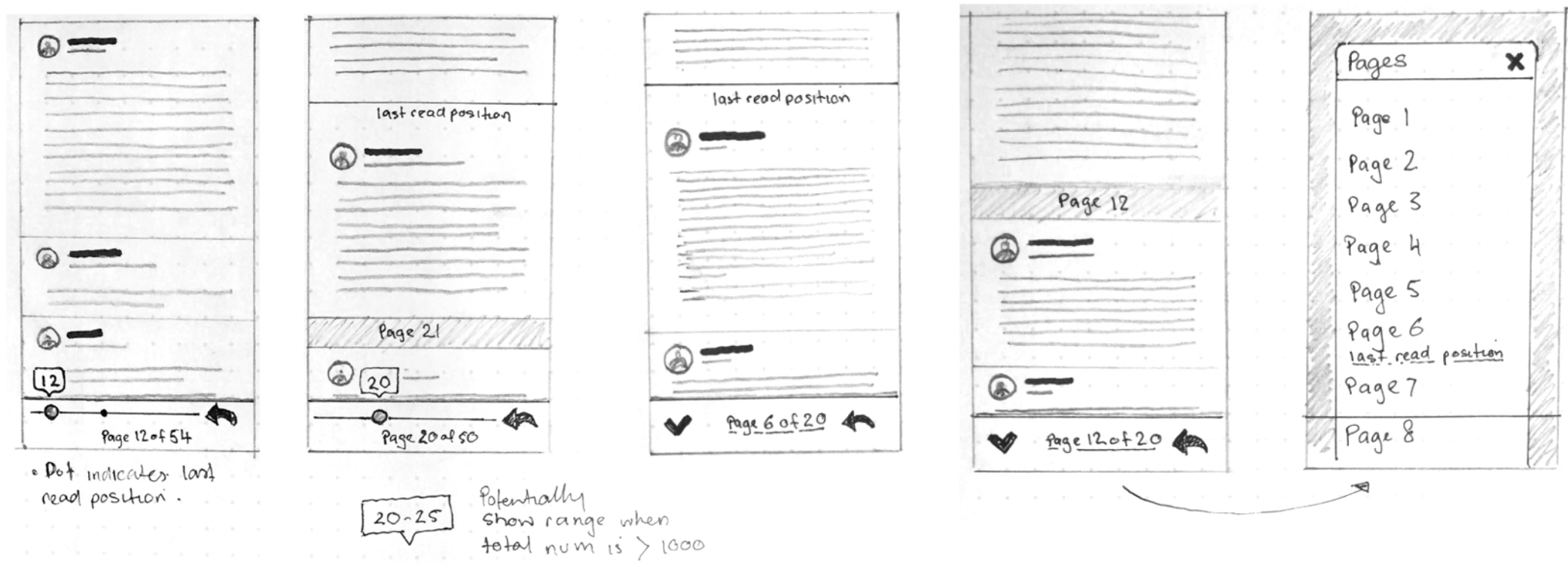


Etsy Teams



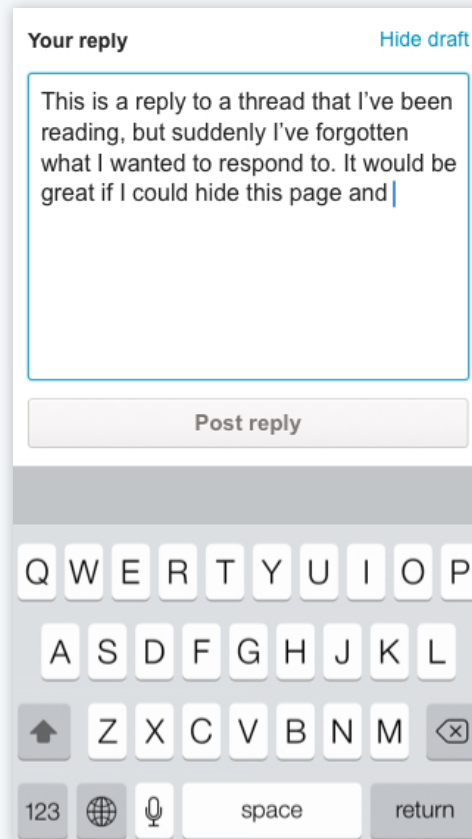
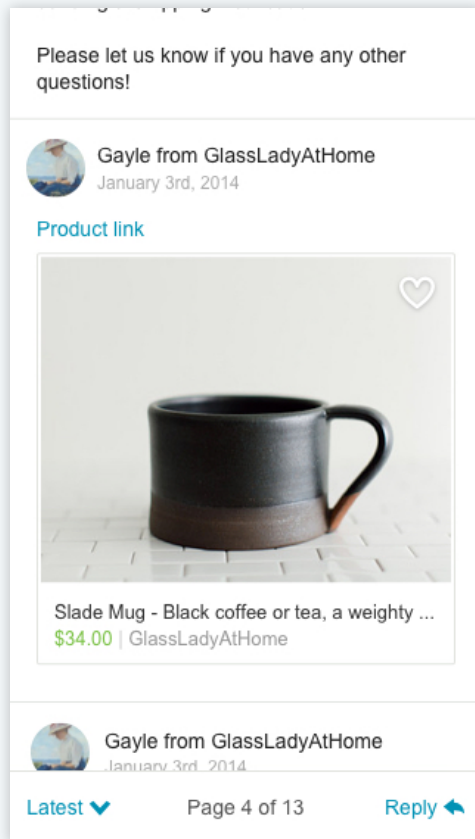
Design progression of the mobile UI for Teams

Etsy Teams



Exploring UI options for page navigation of Team threads.

## Etsy Teams



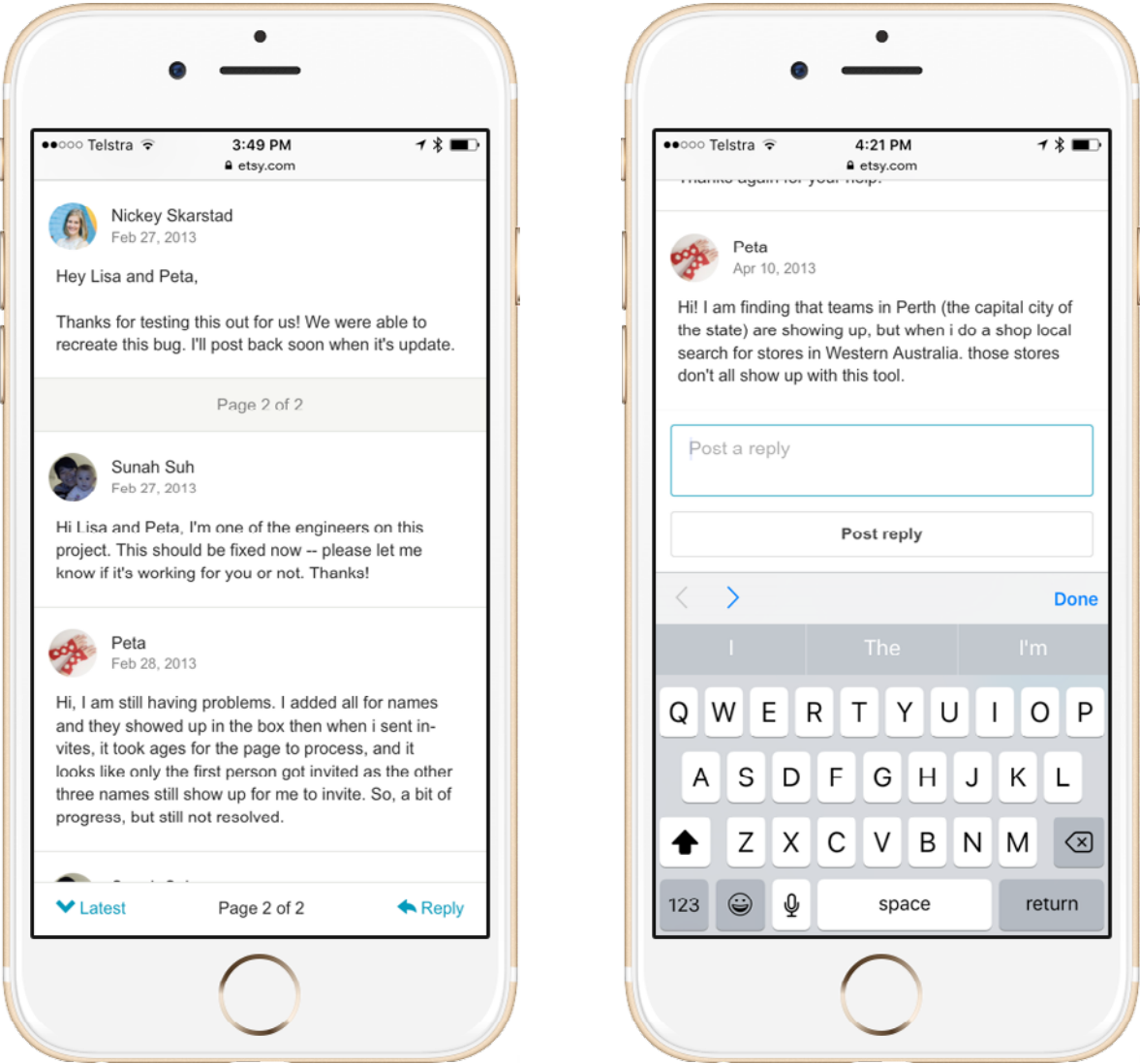
Teams is a community where Etsy Sellers can connect to share information about running a business, get advice from experienced members, or gather with peers to socialise.

While on the Community Team, we were charged with bringing the existing desktop Teams experience to mobile. Our goal was to redesign Teams as a mobile-first experience that provided a simple overview of Team activity and made it easy to navigate and respond to posts.

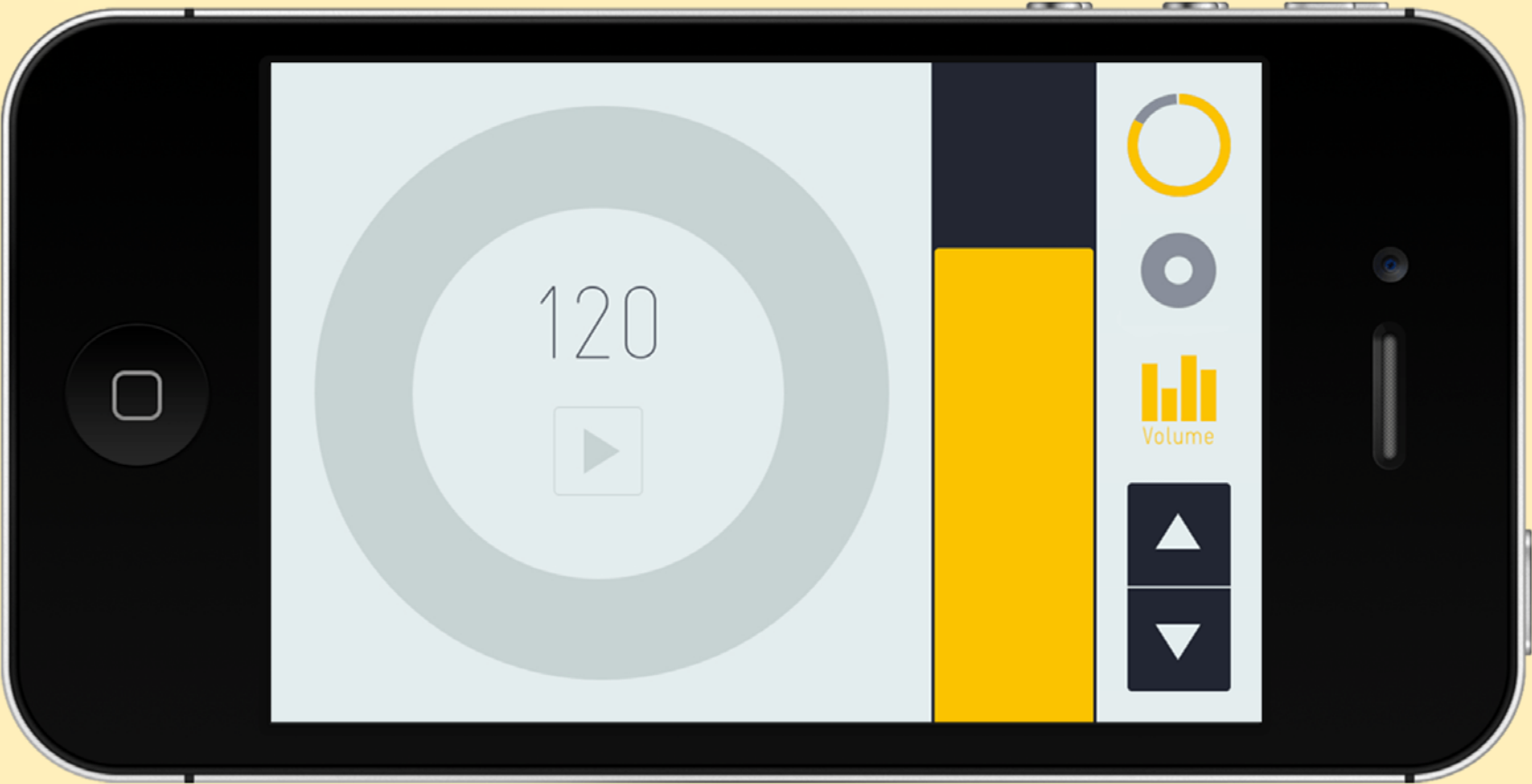
We used the Teams community itself to gather feedback on our prototypes, which let us quickly test and verify ideas. One issue where this was most valuable was thread pagination, as it needed to be backwards compatible with the desktop version.

After researching, sketching and working to come up with some possible solutions, I designed and built numerous prototypes that we tested with the Teams community.

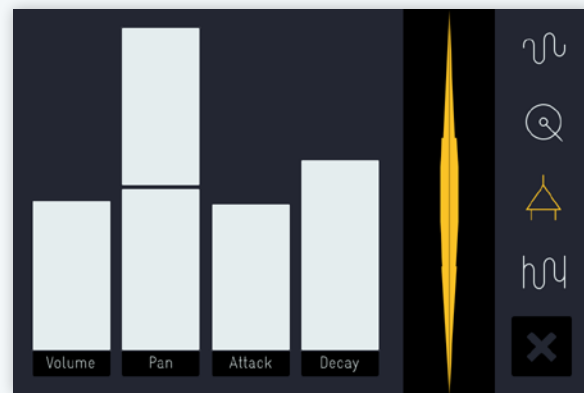
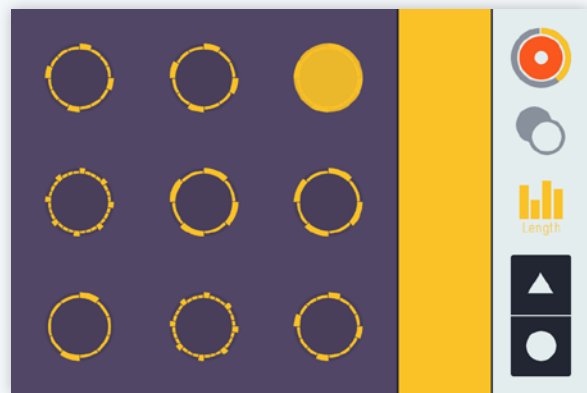
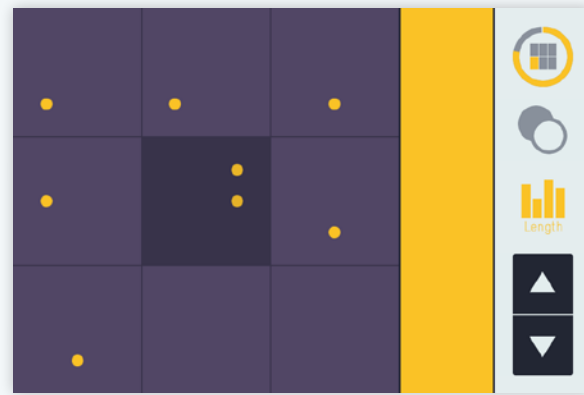
Etsy Teams



Bip



## Bip



In late 2011 I was put in touch with Steph O'Hara who had been working on a creative tool for playing, recording and performing rhythmic musical patterns. Steph had already built a functioning iOS prototype but was looking for someone to help refine the UI and solve a few navigational issues.

After our first few meetings spent going over how the app worked, I focused on coming up with some initial sketch and designs to improve the UI. We began testing these on a regular basis, meeting weekly to revise the designs based on the results.

After almost a year of design and development, we released Bip in late 2012. The unique way in which the app worked, combined with a fresh and innovative UI, was met with high industry appraisal and favourable reviews.

"A simple and intuitive interface belies a surprising amount of layers and creative power."

*knowyourapps.com*