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PORTFOLIO

APRIL 2023

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NOM HOTELS AMENITIES PLATFORM

NOM Hotels is a mobile-first, web-based menu for upscale hotels & resorts that makes it easy to discover amenities.

ROLE

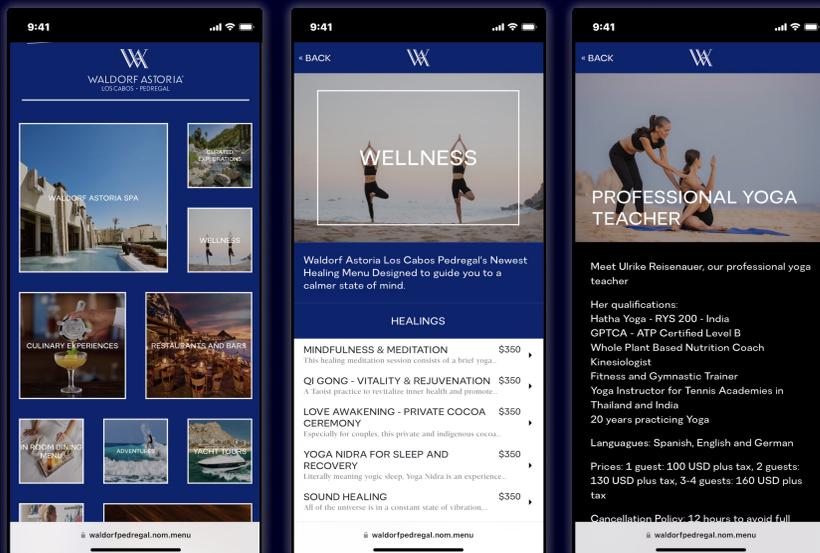
Lead / Sole Designer

LAUNCHED

February 2023

Unique design constraints resulted in a product with unique advantages:

- **Accessible:** App is attractive & instantly usable, even for non-tech-savvy users.
- **Flexible:** One design accommodates extremely variable, user-generated content.
- **Internationalized:** Some content is made available in multiple languages.
- **Snappy:** All interactions are instant, even for users with slow data in Mexico.
- **Integrated:** A 1-click “Book Now” button in every amenity listing instantly connects guests to Waldorf’s existing SMS concierge service, no login required.



PROCESS

Product design involved brainstorming, sketches, & iterations, with extensive feedback from Waldorf Astoria Los Cabos Pedregal.

Waldorf Astoria Los Cabos Pedregal is the crown jewel of the Hilton family of hotels and is the highest-rated hotel in Mexico. As a top Waldorf Astoria location, their insights and knowledge of their guests were invaluable in creating an app that met the needs of their luxury clientele.

SOLUTION

The final design presents all the amenities as a single nested hierarchy of categories & items.

The design includes **3 visually distinct page types** — home, category, and item pages — to prioritize what is important for each view. **All page types share the same components**, dramatically reducing engineering cost.

IMPACT

During resort staff training, it was apparent that everyone from managers to the concierge staff found the app intuitive and visually appealing.

Days after launch, we found that a steady stream of guests had started to book amenities in-app, a conversion channel that didn't exist before.

In addition, staff can now edit amenities on a daily basis and add timely offers and promotions, with a turnaround completely impossible before.

The app has only been launched for two months, and more positive results are sure to come.



“Thank you so much for everything, we can't pay you enough”

— Libia Ronco
Director of Rooms, Waldorf Astoria Los Cabos Pedregal

LOOKING FORWARD

The design is made of just ~7 modular components, which can be remixed for easy future expansion. In fact, in the days leading up to launch day, we were quickly able to add last-minute feature requests including:

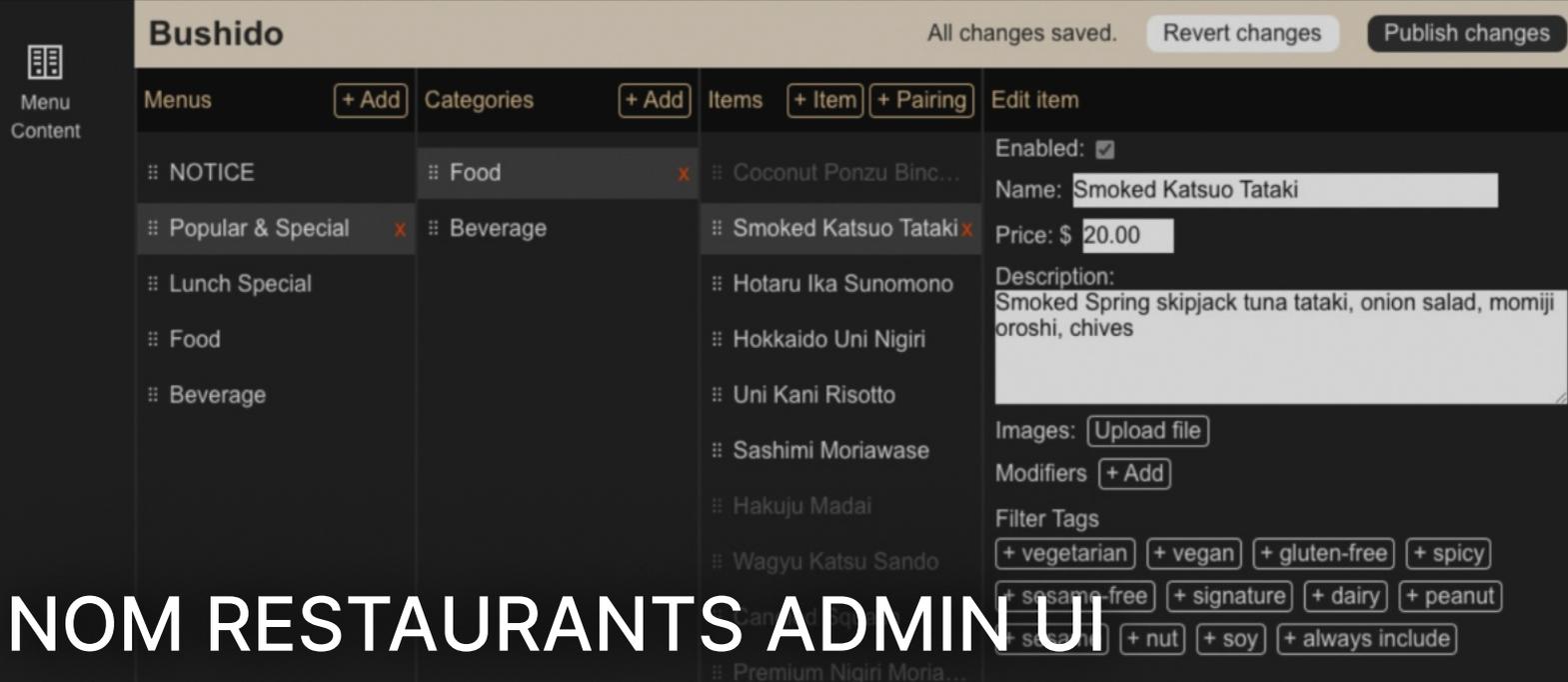
- Customizable concierge text formula by category
- Creating QR codes that link directly to a category

More features planned for the near future include:

- Per-category editing permissions for admin users
- Allowing guests to change the displayed currency
- Allowing guests to fill in details before booking
- Secret link-only categories, for example, a “For your romantic getaway” curated section that the concierge staff can directly send to a party of guests



When checking in at Waldorf Astoria Los Cabos Pedregal, NOM Hotels is now the first thing guests see.



NOM RESTAURANTS ADMIN UI

NOM Restaurants is a QR-code mobile menu for restaurants. I made the desktop-class, web-based tool that allows restaurant staff to edit the menu.

ROLE

Lead Designer & Engineer

LAUNCHED

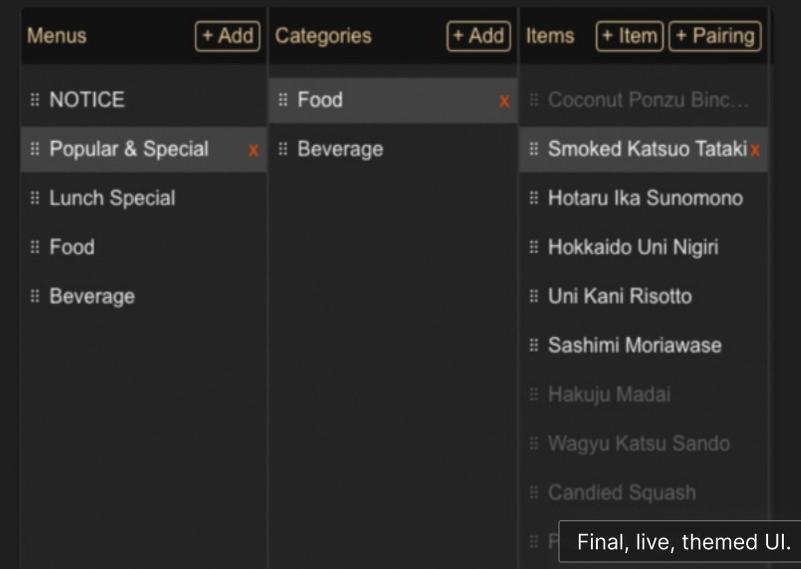
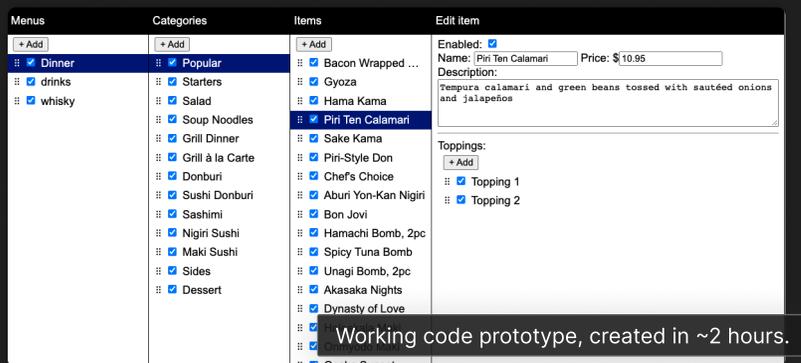
October 2021

When I joined the NOM team, they had already built out the menu web app, but there was no way for restaurants to edit the menu.

The previous workflow: The founder would edit menu items directly in the database when restaurant owners texted him. My task was to build out an admin UI product so that restaurant staff could edit the menu themselves.

The previous design: A design for the admin tool existed, but it was too complicated to build and wasn't flexible. I redesigned the admin UI from scratch, keeping in mind simplicity and extensibility for any future use case.

Previous design not shown on this page — it won't fit! Available upon request.



SOLUTION

I developed a **column view** design pattern, inspired by macOS Finder, optimized to reduce build time and future design and engineering costs.

Reduced complexity: The previous design would have required 20-30 components. The new design uses about 5 components, with a single <List> component handling the most complex behaviors such as drag-to-reorder and keyboard navigation. In the old design, reordering would have been re-implemented separately 3 times, and keyboard navigation was unsupported.

Responsive layout: The previous design made heavy use of modal windows and fixed-multi-column layouts, which don't work well on smaller screen sizes. The new design, like Finder, responds well to any window size, with an easy path to enabling mobile menu editing in the future without major redesigns.

Correct information architecture: In the previous design, controls tended to be placed where there was space, resulting in a layout that was hard to follow. The hierarchical layout of the new design provides a natural home for any current and future buttons and controls that need to exist in the product.

IMPACT

The new design allowed us to bring the product in front of customers with a tiny fraction of estimated time and resources — and customers loved it.

I went from joining the team to shipping this product in 5 days. When I joined the NOM team, work on this feature had been ongoing for months, and it was estimated to take another 2-3 months to complete. I completed and implemented the redesign in 4-5 days, resulting in a speedup of ~15x.

The design was so intuitive, a followup feature was canceled. Because the previous design involved many different screens, there were plans to build an onboarding guide or help tooltips — plans that were shelved after customers saw the new design:

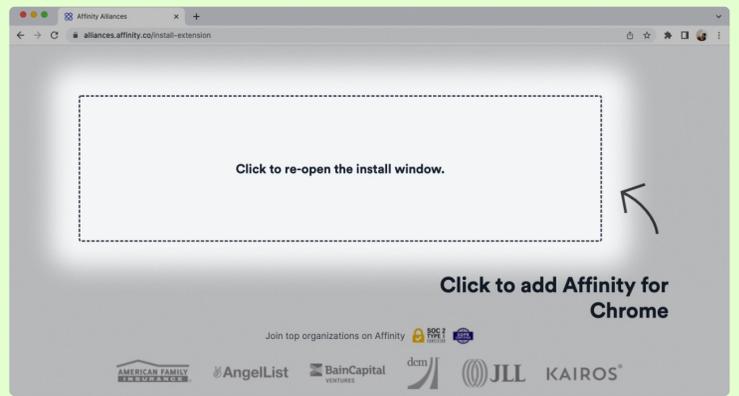
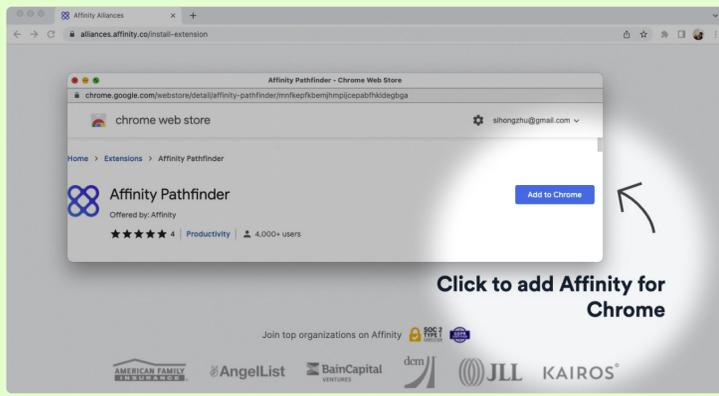
- The morning the feature was launched, a customer quickly figured out how to use the new interface, before the NOM team could schedule a walkthrough call with them.
- During a walk-through call, another customer balked at the fact that they were getting a walk-through at all. Understanding the admin tool was a no-brainer for them.

And of course, the NOM founder saved hours per week of having to edit restaurants' menus directly in the database!

I was doing design work long before I was a designer. Here is some of my previous design-adjacent work.

CHROME EXTENSION INSTALL FLOW

ENGINEERING & INTERACTION DESIGN
LAUNCHED AUGUST 2019



At Affinity, I created the onboarding flow for a new Chrome extension. To reduce confusion, we positioned the install page as a popup above an Affinity-controlled page, with an arrow pointing to the install button.

MY CONTRIBUTION

Working with the lead designer, I made the design responsive so that the popup and arrow are always positioned correctly regardless of the size of the Affinity window. I added a design for recovering from the situation if the user accidentally moves or closes the install window.

RESULTS

The design reduced the likelihood of drop-offs from the installation process, and we received no complaints from users about the install flow. The window positioning code is robust and implemented in CSS using CSS grid. It survives to this day, over 4 years later.

TABBED INTERFACE

ENGINEERING & INTERACTION DESIGN
LAUNCHED SEPTEMBER 2019



At Affinity, I created a tabbed interface for switching between saved views in Affinity that feels similar to tabs in Google Chrome.

MY CONTRIBUTION

As the lead engineer, I worked closely with the designer to spec out the critical details of the UI interaction, such as the tab dragging animation, undraggable pinned tabs, revealing the selected tab when selected programmatically, and handling horizontal overflow.

RESULTS

Our decisions resulted in a high-quality tabs user experience with zero lag when dragging, and zero reported bugs and requested enhancements as of when I left the company a year later.

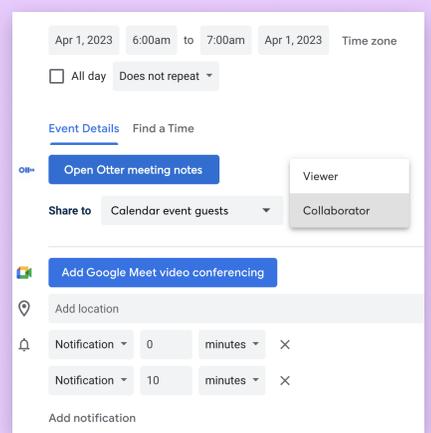
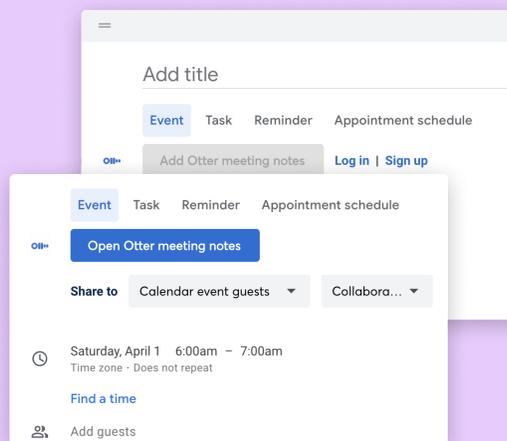
GOOGLE CALENDAR CHROME EXTENSION

ENGINEERING
LAUNCHED SEPTEMBER 2021

At Otter.ai, I created a Chrome extension that integrates Otter.ai voice transcription service seamlessly into Google Calendar, allowing users to link calendar events to Otter.ai meetings.

MY CONTRIBUTION

As the sole engineer on the project and the engineer with the most experience in Chrome extensions on the team, I made slight changes to the design to ensure that the appearance seamlessly integrates into the Calendar UI and could handle changes in Google Calendar UI without breaking.



BUILDING DESIGN SYSTEMS

AT AFFINITY — SPRING 2020

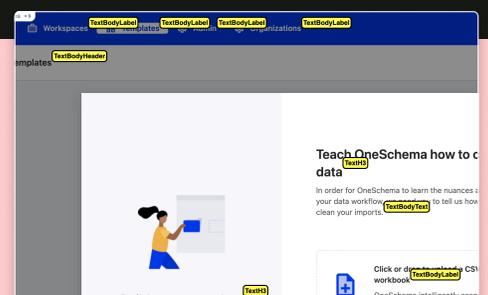
I was the first engineer working on the design system at Affinity, a process that required months of collaboration with designers and stakeholders to finalize.

This experience helped me to gain a deeper understanding of design systems and how to build them effectively. I was able to ship consistent text styles to our 8-year-old app, and a myriad of smaller fixes to make our CSS more consistent across the product.

AT ONESHEMA — SPRING 2022

At OneSchema, I was able to leverage my experience with design systems gained at Affinity.

This allowed me to complete the project significantly faster, with support for consistent text styles added **within 2 hours**, the entire existing product audited for text styles within half an hour, and completely migrated over the the next text styles within two weeks.



CHROME EXTENSION

To help the audit process, I created a Chrome extension that applied design system styles visually and live, to improve the efficiency of auditing the app with the designer.

More prior work available upon request.

Thanks for reading! Please get in touch.

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