



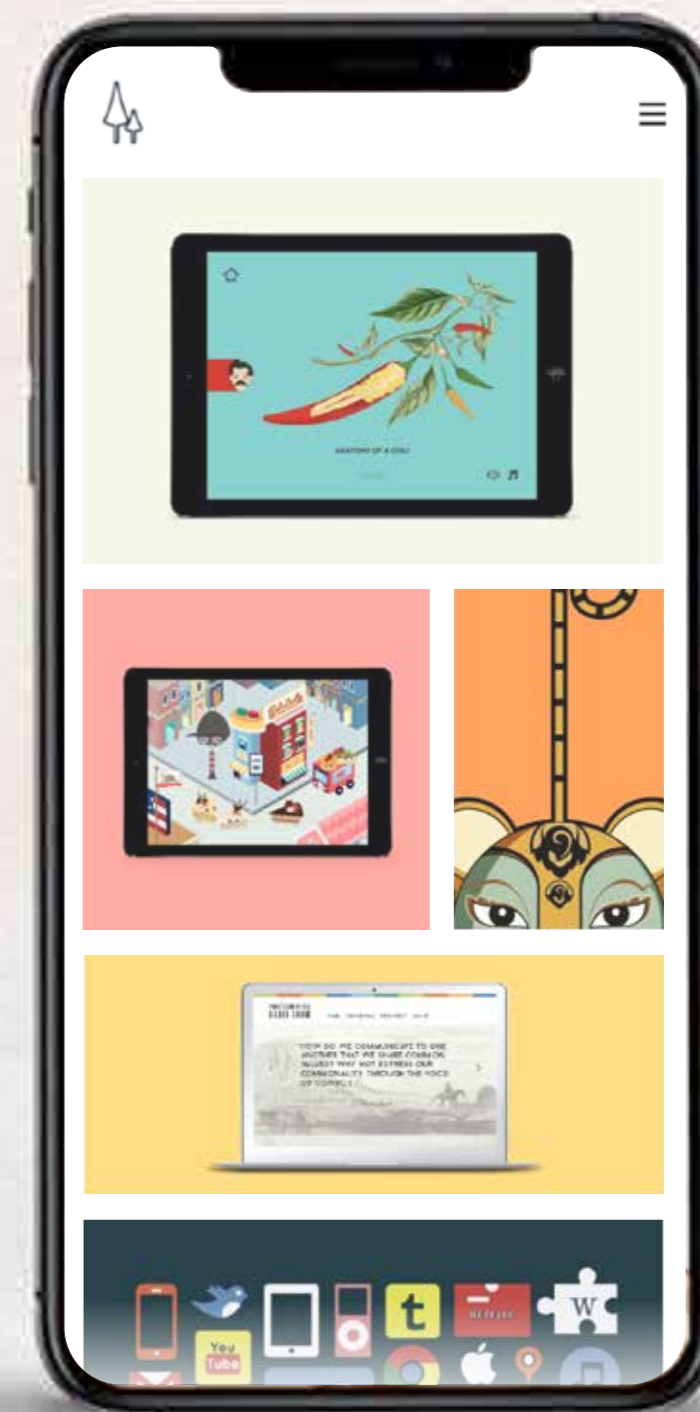
TONSON BACK

DESIGNER OF THINGS

UI UX DESIGNER

PORTFOLIO 2022

www.tonsonpine.com



EMPROVE

HOME RENOVATION PLATFORM

Emprove empowers homeowners with interactive scopedefinition tools and dynamic cost estimates to initiate their projects with confidence.

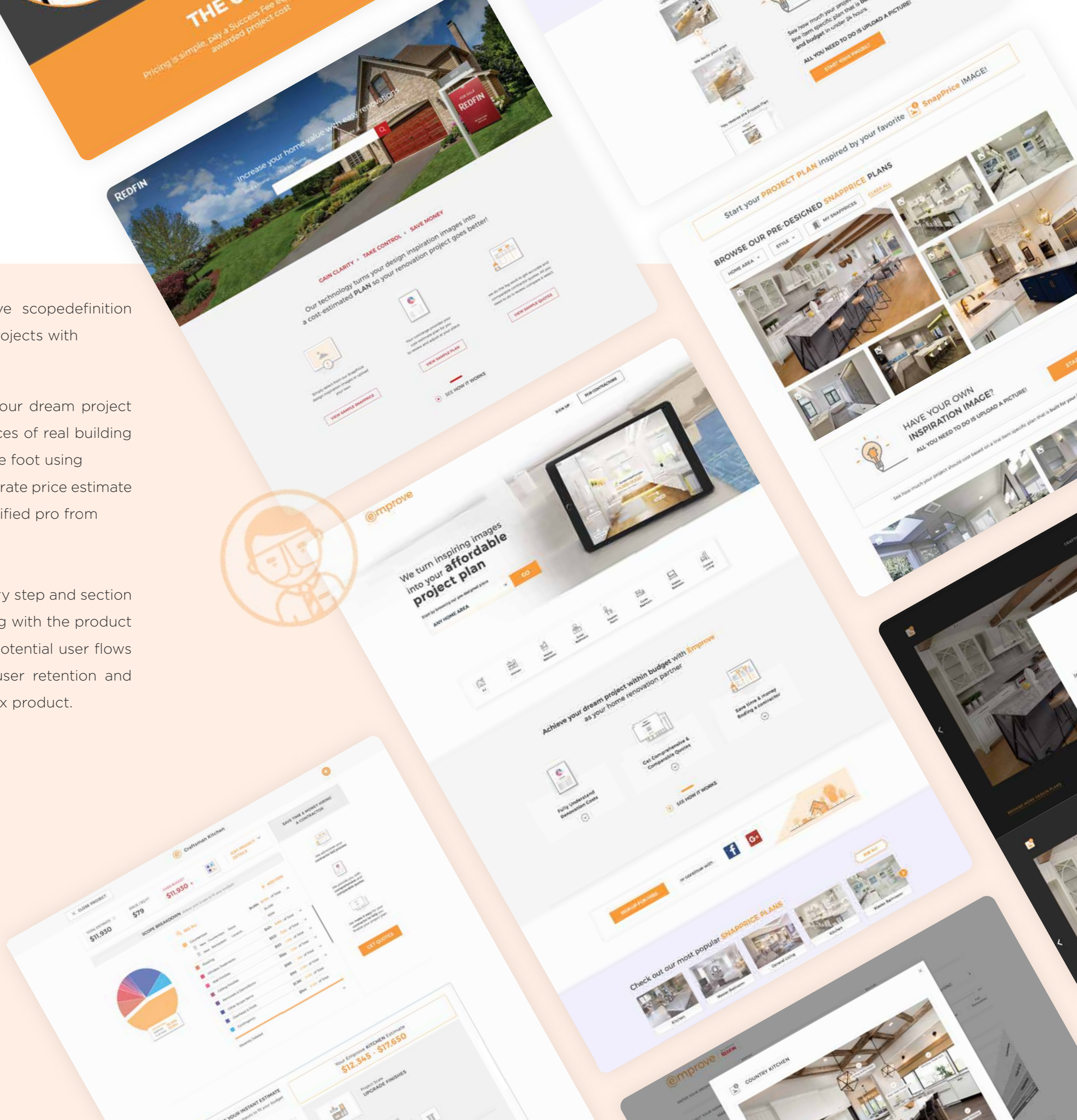
The motto is **Dream It, Plan It, Price It**. Create your dream project with a moodboard of thousands of design references of real building materials. Plan your project down to the last square foot using Emprove's project planning tools. Then get an accurate price estimate for your project based on your area and find a qualified pro from Emprove's list of trusted professionals.

I designed the flows and created the assets for every step and section of Emprove's responsive Web and Mobile UI. Along with the product managers, we tweaked and AB tested dozens of potential user flows through the product's Alpha period, increasing user retention and making a streamlined user experience for a complex product.

✂ UI UX Design

📅 2017-2019


🌐 www.emproveit.com



REMODEL PROJECT COST GUIDANCE

342 HIGHLAND AVE
San Mateo, CA, 94401

List Price: \$0
SP: \$0
LSP: \$0



Showing a home that could use some improvements?
Let us help you sell it faster and more efficiently

ACTIVATE

LEARN MORE ABOUT REALTOR PROS

Item	Price	Item	Price
Remodeling	100k	Painting	10k
Roofing	10k	Landscaping	5k
Interior Design	5k	Window Treatments	2k
Energy Audits	1k	Pool/Spa	15k
Pool/Spa	15k	Landscaping	5k
Pool/Spa	15k	Pool/Spa	15k
Pool/Spa	15k	Pool/Spa	15k
Pool/Spa	15k	Pool/Spa	15k
Pool/Spa	15k	Pool/Spa	15k
Pool/Spa	15k	Pool/Spa	15k


emprove HOW IT WORKS ABOUT SIGN UP FOR PROS

Start your **PROJECT PLAN** inspired by your favorite **SnapPrice IMAGE!**

BROWSE OUR PRE-DESIGNED **SNAPPRICE PLANS**

HOME AREA STYLE MY SNAPPRICES CLEAR ALL

Need help planning? TRY CONCIERGE



Make renovation planning easier with **emprove CONCIERGE**

STEP 2 - Select an option to get started

Basic	Standard	Advanced
\$4.99	\$29.99	\$59.99


What's included in your project plan:

- 1. Project Brief
- 2. Material Schedule
- 3. Detailed Scope of Work
- 4. 3D Renderings
- 5. Contractor Referrals

We turn inspiring images into your **affordable project plan**



Upload your picture



HAVE YOUR OWN INSPIRATION IMAGE?

See how much your project should cost based on a line item specific plan that is built for your location and budget in under 24 hours.

ALL YOU NEED TO DO IS UPLOAD A PICTURE!

START YOUR PROJECT

We build your plan

You receive the Project Plan

CRAFTSMAN KITCHEN

Estimate for this KITCHEN \$13,500 - \$15,500

Project Scale: Light, Medium, Full

FEATURES INCLUDED:


- Countertops
- Cabinets
- Backsplash
- Appliances
- Lighting
- Paint
- Removals & Demolition

What's Included

START YOUR REMODELING PROJECT WITH CONFIDENCE

emprove helps you build a Project Brief so contractors can give you accurate and comparable quotes.

CRAFTSMAN KITCHEN



Project Quality: Best Value, Practical, Upgraded, High-End, Luxurious

Estimate for this KITCHEN \$13,500 - \$15,500

What's Included

START YOUR REMODELING PROJECT WITH CONFIDENCE

emprove helps you build a Project Brief so contractors can give you accurate and comparable quotes.

NEED HELP PLANNING? TRY CONCIERGE

Basic \$4.99

Standard \$29.99

Advanced \$59.99

What's included in your project plan:

- 1. Project Brief
- 2. Material Schedule
- 3. Detailed Scope of Work
- 4. 3D Renderings
- 5. Contractor Referrals

Is your listing not selling? Maybe it's time to consider having your home listed with some upgrades.

WE DO LEGWORK, YOU SAVE TIME AND MONEY

While we haven't built our network of vetted contractors in your area yet, our detailed project plan can still empower your project and we can still administer the contractor pricing process on your behalf.

The only difference is your advice which contractors you would like to invite to price your project then we take it from there.

- We will contact your contractors and advise their price for your project
- We will provide you with a pricing comparison summary of the submitted quotes for your review
- You select which contractor(s) you'd like to meet in person and hire the one you like the best!

Click here to indicate that you have read and agree to **emprove terms**

INVITE CONTRACTORS

My Kitchen Project PLAN

TOTAL ESTIMATE: \$6,350

PRICE / SQ FT: \$32

OVER BUDGET: \$1,350 +

SCOPE BREAKDOWN (Adjust your scope to fit your budget)

Item	Price	% of Total
Countertops	\$4,694	73.9%
New Countertops, Stone	\$4,098	
New Backsplash, Ceramic	\$596	
Flooring	\$424	6.7%
Window Treatments	\$222	3.5%
Wall Finishes	\$123	1.9%
Ceiling Finishes	\$100	1.6%
Removals & Demolitions	\$385	6.1%
Other Scope Items	\$162	2.6%
Overhead & Profit	\$1,361	21.4%
Contingency	\$544	8.6%

SAVE TIME & MONEY HIRING A CONTRACTOR

- We manage the contractor pricing process for you
- We match your project with contractors and bring you comparable quotes
- We make it easy for your contractor to help you finalize your project plan

GET QUOTES

Need help planning? TRY CONCIERGE

Craftsman Kitchen

PRICES ARE OUR #1 GOAL

Changed! Your project was sent to the contractors of your choice. We will be in contact with you by email in the next 7 business days.

CONTRACTORS

VIEW PLAN DOWNLOAD

CLOSE PROJECT Craftsman Kitchen

TOTAL ESTIMATE \$11,930

SCOPE

CONTRACT PLAN SUMMARY

See how much your project should cost line item specific plan that is built for and budget in under 24 hours.

Upload your picture

WE BUILD YOUR PLAN

YOU RECEIVE THE PROJECT PLAN

HAVE YOUR OWN INSPIRATION IMAGE?

See how much your project should cost line item specific plan that is built for and budget in under 24 hours.

ALL YOU NEED TO DO IS UPLOAD A PICTURE

START YOUR PROJECT

CRAFTSMAN KITCHEN

Estimate for this KITCHEN \$15,500 - \$18,500

Project Scale

FEATURES INCLUDE

- Flooring
- Wall Finishes
- Countertops
- Window Treatments
- Ceiling Finishes
- Interior Doors & Hardware
- Wall Base Trim
- Millwork

FEATURES NOT INCLUDE

- Plus Appliances (Refr, Dishing)
- Interior Wall Construction
- Exterior Doors & Windows
- Cabinets
- Kitchen Appliances
- Plumbing Fixtures
- Lighting
- Decks & Trim

Upgrade to custom scope & see detail breakdowns

UPGRADE

emprove SIGN UP

CONGRATULATIONS! Your friend gifted you this.

Here's your FREE CONCIERGE PACKAGE UPGRADE (valued at \$29.99)

REDEEM

WAY TO USE EMPROVE CONCIERGE

PREMIUM \$29.99

Our Concierge Team will curate a Project Plan unique to you.

- Emprove builds a comprehensive and tailored plan including cost estimates for each line item for your project.
- You have unlimited use of the Emprove Project Planning tool to further refine your project.
- Emprove will administer your contractor bid process and provide you comprehensive and comparable pricing proposals.

INVITE FRIENDS. GET A CONCIERGE PACKAGE UPGRADE.

For every friend who joins and sign up for Emprove, we'll give you both a concierge package upgrade!

VALUED AT \$29.99

Start inviting your friends

Enter Email Address SEND

Separate multiple emails with commas

MORE WAYS TO INVITE YOUR FRIENDS

COPY LINK SHARE THIS ON: f t in

emprove SIGN UP FOR PROS

Increase your home value with easy renovations

Enter your home address

Upload your picture

HAVE YOUR OWN INSPIRATION IMAGE?

GROW YOUR BUSINESS

ZERO LEAD FEES

PRICE REAL PROJECTS

QUALIFIED CONTRACTORS

WHY WORK WITH US?

THE MOST QUALIFIED CONSUMERS

Gain access to consumers who have resolved their project scope, have validated their available budget against real market-specific costs, and have paid a fee to present you their Request for Proposal

PRICE PROJECTS FREE AND EFFICIENTLY

Skip the inefficient process of paying for and pursuing leads from 3rd parties. Join the community where consumers are ready to hire you, and price their projects for free.

WHAT OUR CONTRACTOR PARTNERS SAY

GROW YOUR BUSINESS WITH US!

BUILD YOUR PROFESSIONAL BRAND

LOWER YOUR OVERHEAD COSTS



ABOUT EMPROVE, INC.

@mprove

Start your **PROJECT PLAN** inspired by your favorite **SnapPrice** IMAGE!

BROWSE OUR IDEAS CATALOG

HOME AREA | STYLE | FEATURES

UPGRADE FINISH | EDIT | PRACTICAL


Project Scale

UPGRADE FINISH | EDIT | PRACTICAL

Guest Bathroom | Master Bathroom | Powder Room | Guest Bedroom

Master Bedroom | Kitchen | General Living

Filter By: | HOW IT WORKS?



CONCIERGE

Save Time & Money Hiring a Contractor

GET QUOTES

Countertops





AWESOME. YOUR PROJECT WAS SENT TO OUR NETWORK OF LICENSED CONTRACTORS!

We will be in contact with you by email in the next **7 business days**. [HERE](#) is more info on the Process


BRIEF

VIEW PLAN

DOWNLOAD

CRAFTSMAN KITCHEN



BROWSE MORE DESIGN PLANS

Estimate for this KITCHEN

\$13,500-14,500 What's included

Adjust your cost estimate to fit your budget

Zipcode: 89133 | Area (in sq. ft.): 150 S.F.

Project Scale: Light | Upgrade | Light | Full

INSPIRED BY THIS DESIGN? | NEXT

STYLE | MENU

TOTAL ESTIMATE **\$35,710**

Edit your scope to fit your budget **\$5,710 Over**

STYLEBOARD (Add project material styles)

Countertops | Backsplash | Kitchen Faucets

Main Flooring | Wall Cabinets

Decorative Lights | Refrigerators | Main Wall Finish

VIEW PLAN | GET PRICING

GET COMPETITIVE PRICING FOR YOUR KITCHEN PROJECT FOR FREE

We share your project with at least **3 qualified contractors**

You'll receive Quotes for your project within **7 business days**

[HERE](#) is more info on the Process

I have read and accepted terms

SEND PLAN OUT FOR PRICING

NOT READY? REVIEW/UPDATE YOUR PROJECT PLAN

We compiled a comprehensive plan to help contractors accurately quote your project.

VIEW PLAN | OVERVIEW

PROJECT SCOPE

TOTAL ESTIMATE **\$35,710**

Edit your scope to fit your budget **\$3,5710 Over Budget**



EDIT | ADD ITEM

TOTAL ESTIMATE **\$35,710**

Edit your scope to fit your budget

Choose a representative style for your MAIN FLOORING

STYLEBOARD

Countertops

Main Flooring

Decorative Lights

Stone

DEPART

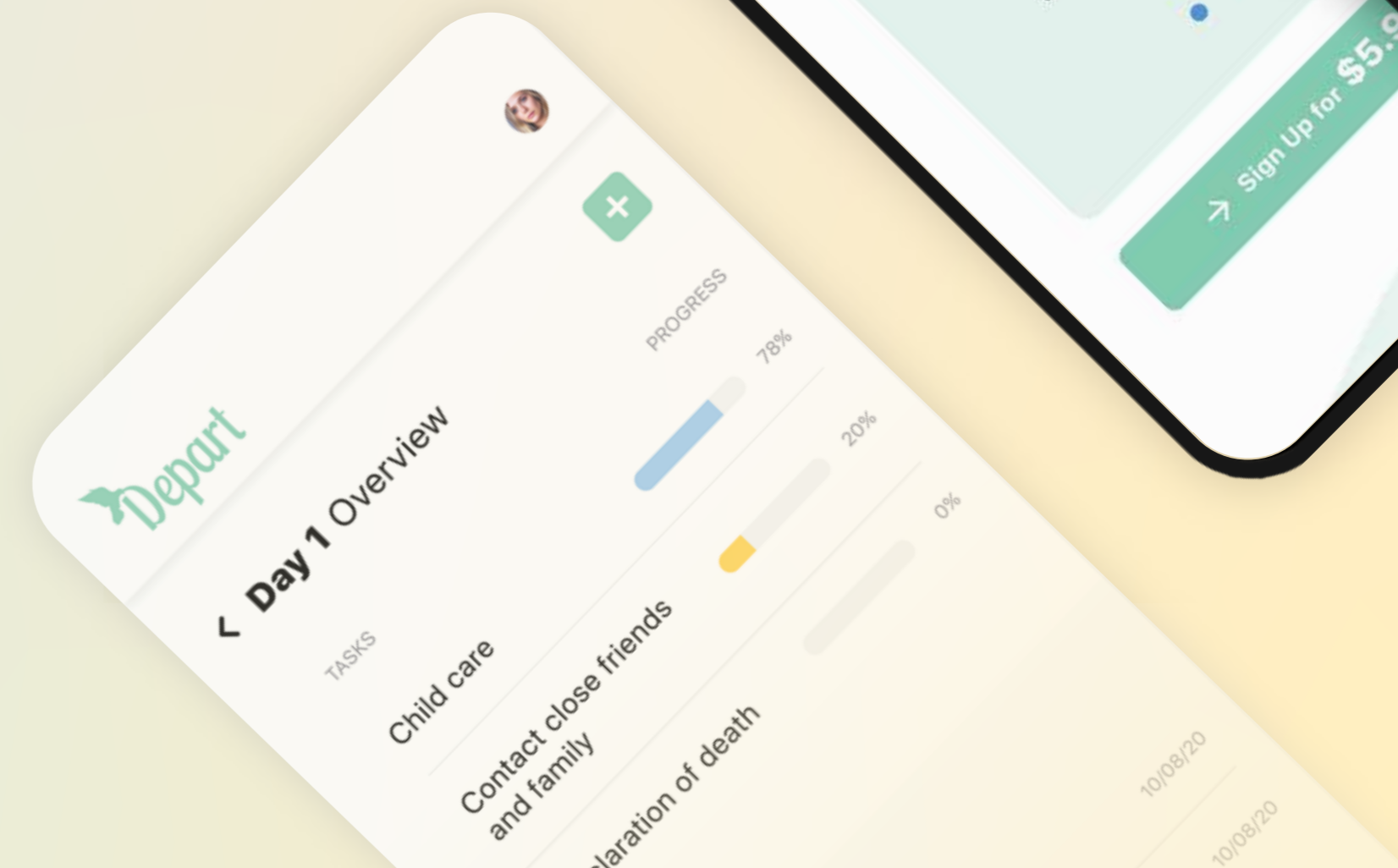
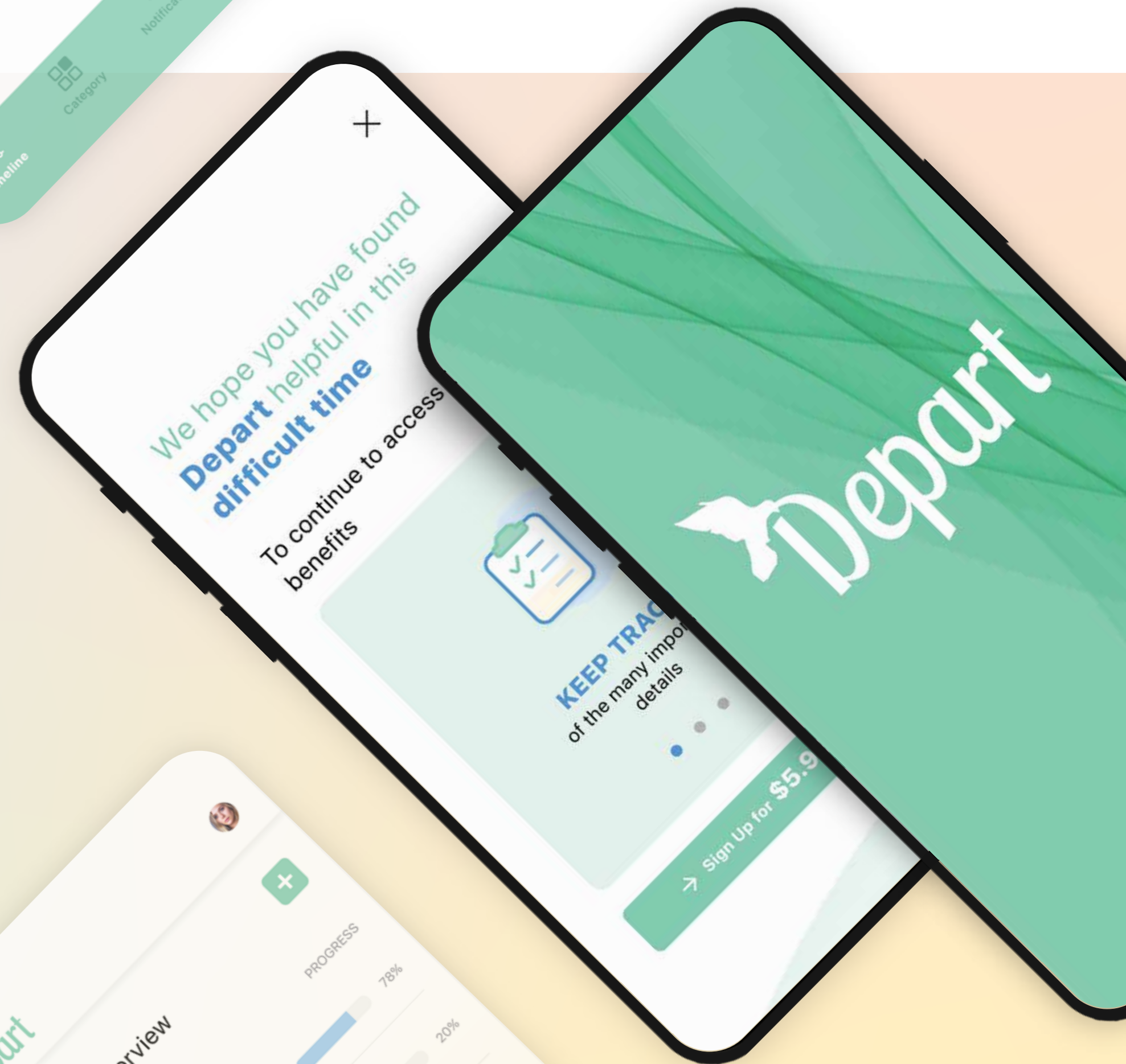
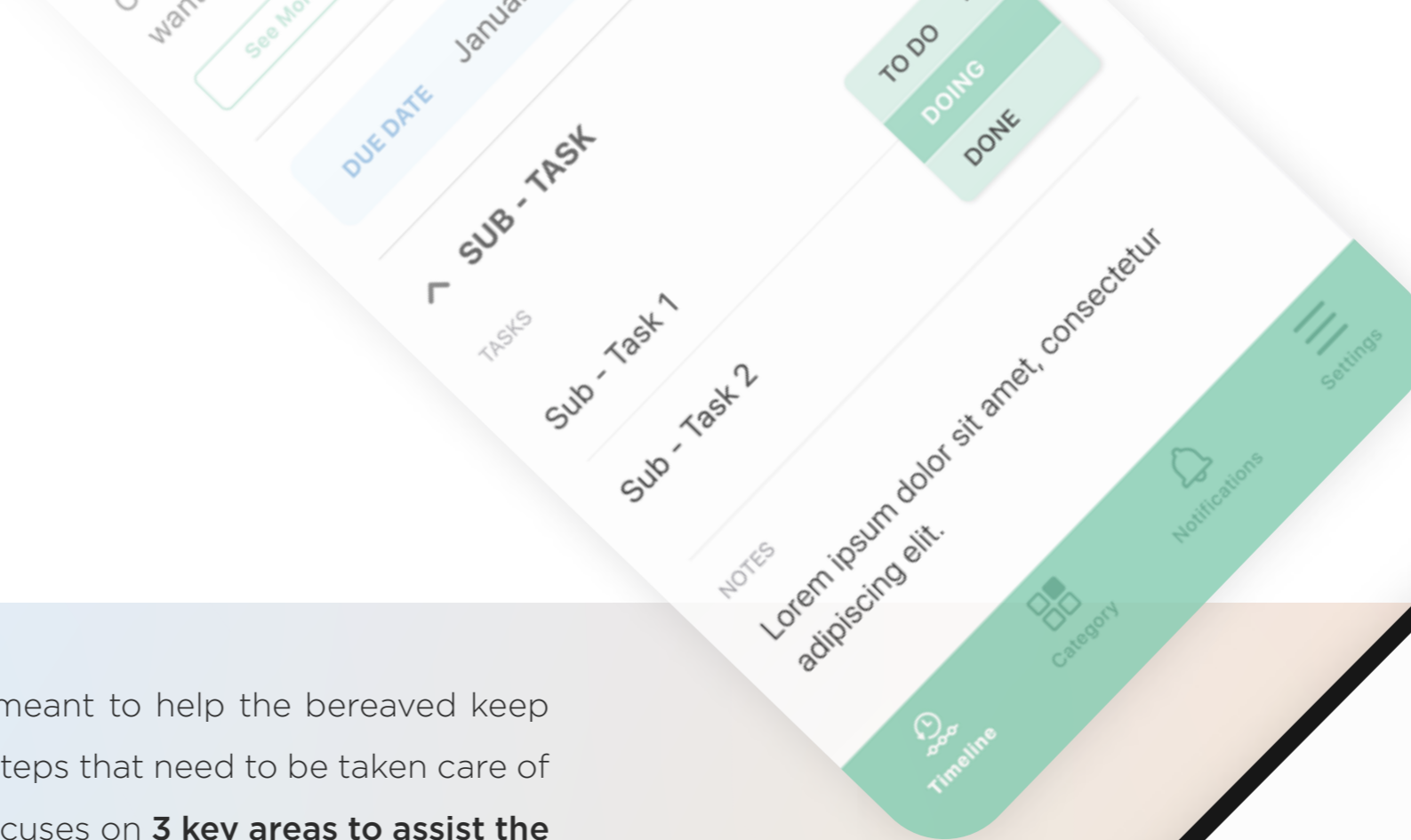
FUNERARY PLANNING APP

Depart is a funerary planning app meant to help the bereaved keep track of all of the various tasks and steps that need to be taken care of when a loved one passes away. It focuses on **3 key areas to assist the user: Keep Track, Be Reminded and Share Your Plan.** Depart will help suggest and track the steps you must take in planning the funeral, it will then remind you of any tasks left outstanding. Lastly, it will make sure that any friends and family are kept up to date.

I worked on the prototype design for Depart as well as branding like the Color Palette, Font, UI Elements and Logo. I created the user flows for the Timeline, Task Creation and Sub-Tasks.

✂ UI Design

📅 2020



Day 1 Overview

TASKS

- Child care
- Contact close friends and family
- Declaration of death
- DONE** Contact hospital
- Autopsy

PROGRESS

- 78%
- 20%
- 0%

10/09/20

10/08/20

We hope you have found **Depart** helpful in this **difficult time**

To continue to access Depart's benefits

BE REMINDED
of when tasks need to complete

→ Sign Up for \$5.99/YEAR

We hope you have found **Depart** helpful in this **difficult time**

To continue to access Depart's benefits

SHARE YOUR PLAN
with others who can help carry out the deceased's wishes

→ Sign Up for \$5.99/YEAR

Depart

Settings

- Profile
- Invite
- Glossary
- Additional Resources
- Privacy Notice
- Terms of Service
- Contact Us
- LOG OUT

Depart

Timeline Overview

DAY 1	WEEK 1	MONTH 1	MONTH 1-3	MONTH 3-12	YEAR 1+
Task to complete	Task to complete	Task to complete	Task to complete	Task to complete	Task to complete
5	15	15	15	15	15

Day 1 Task - Declaration of death

Close friends and family of the deceased will want to know right away that a person they...

See More

SUB - TASK January 12, 2021

TASKS

- Sub - Task 1
- Sub - Task 2

NOTES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PROGRESS

- TO DO
- DOING

PLAYSTUDIOS playAWARDS &

REWARDING GAMES REWARDING EXPERIENCES

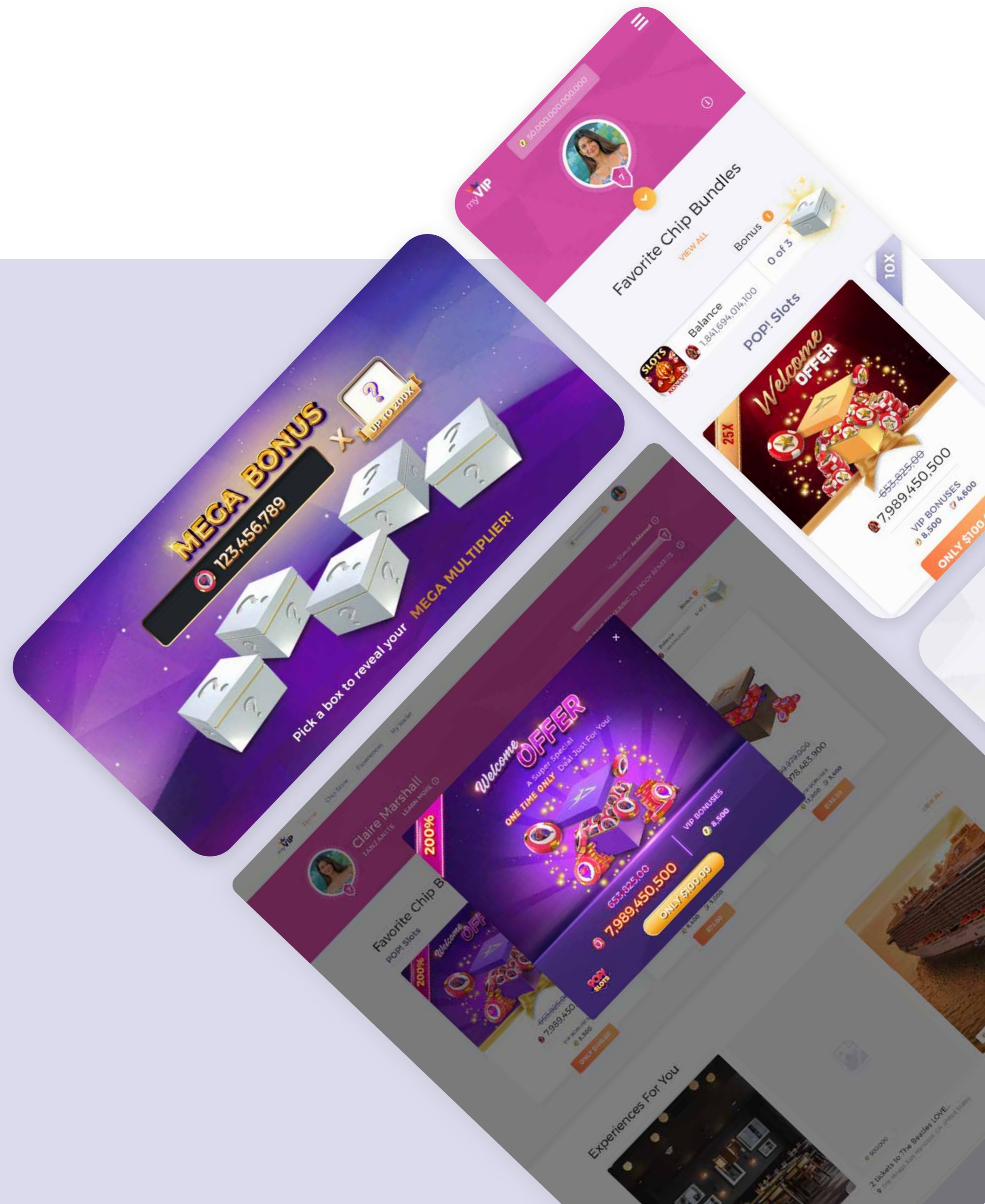
PLAYSTUDIOS is a longtime player in the Mobile Social Gaming space with a portfolio of successful games and a powerful Rewards Platform that sets it apart from the rest of the industry. **playAWARDS is the Rewards Platform arm of the company that is deeply integrated into PLAYSTUDIOS' games** while servicing the needs of its' Rewards partners and energizing the experience of nearly 5 million players.

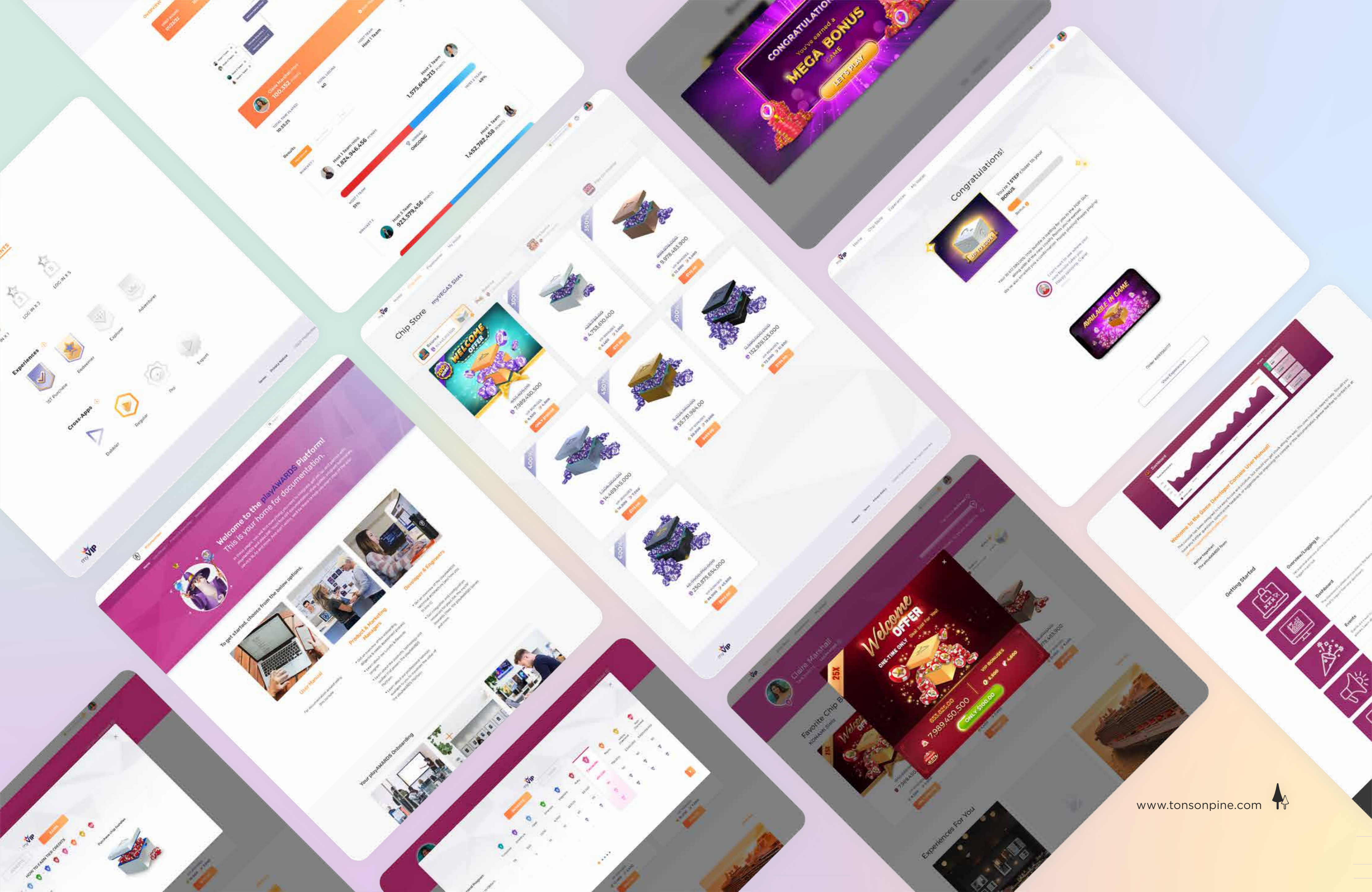
In my tenure at PLAYSTUDIOS I led the design team and defined the User Experience of PlayAward's suite of responsive web products. This included designing UI and flows for the myVIP Hosted Experience site: an exclusive, invite-only curated experience and store that allows VIP players to shop in-game deals and access VIP only Rewards. This quickly became a significant revenue generator and key project for playAWARDS. Another project I was heavily involved in was the playAWARDS Developer Console. This is the central tool for managing the Rewards and Player Experience for both our App partners and our Rewards Partners. When I joined this was a loose collection of ad-hoc tools in different places. I contributed to the redesign that brought functions like player management, reward management and KPI dashboards together into one easily navigable place.

✂ UI UX Design

📅 2020-Present

🌐 www.playstudios.com





Exclusive STORE

Welcome Claire!

10x 23,800,000,000 \$200.00

8x 17,325,000,000 \$150.00

6x 12,775,000,000 \$125.00

6x 9,900,000,000 \$100.00

6x 7,425,000,000 \$75.00

6x 4,550,000,000 \$50.00

6x 2,200,000,000 \$20.00

myVIP

Support Terms Privacy Policy

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MEGA BONUS

123,456,789

UP TO 200X

200% MORE!

ONE-TIME

100X

UP TO 200X

66,789

Oops!

Something's missing

We have encountered an error and are working on it. Please [contact your host](#).

[GO HOME](#)

myVIP

Favorite Chip Bundles

Balance 1,943,594,014,100

Bonus 0 of 3

POP! Slots

200% OFFER

7,989,450,500

8,500

10X

CONGRATULATIONS!

You just Won BIG in the myVIP MEGA BONUS

Your chips are waiting for you in POP! Slots.

BONUS WIN 123,456,789

MULTIPLIER 100X

TOTAL WIN 12,345,678,900

COLLECT & PLAY

WELCOME OFFER

ONE-TIME ONLY Deal Just For You

200% MORE!

653,825,000

VIP BONUSES 7,989,450,500

8,500 4,600

ONLY \$100.00

THANK YOU

