Engineer Advisory

Designed the product's UI and UX end to end

Designed the product's UI and UX end to end — directory grids, dual card/table views, live requirement validators and breadcrumb navigation.

2025

dense maritime data made genuinely usable

Situation. The platform puts a lot of different entities in front of people — professionals, companies, ships, jobs, reviews — and the interface had to be two things that fight each other: good-looking and genuinely usable. Dense enough to show real maritime data, but not so dense it turns into a wall you bounce off.

Task. The product's UI and UX were owned end to end — the layouts, the interaction patterns, and the smaller stuff like how someone gets walked through a form without feeling nagged.

Action. A few decisions did most of the work. The directory grids have a card/table toggle, so you can browse visually or scan a dense table, and the app remembers which you picked. Forms use live requirement validators that sit above the input and show each rule in green when it's met and amber when it isn't, so you're guided while you type instead of scolded after you submit. Navigation is consistent breadcrumbs and two-column entity layouts, so pages feel like the same product rather than a set of unrelated screens. And the error philosophy is guidance over failure — no red walls, redirects instead of dead ends, the app trying to keep you moving rather than stopping you.

Result. What came out is a polished, consistent experience that makes dense maritime data approachable and steers people through the complicated parts. It reads as considered and trustworthy, which isn't cosmetic on a platform people are using for their actual careers — if it looked slapdash, they'd trust the data less, and they'd be right to.

Bring this experience to your project

Use “Designed the product's UI and UX end to end” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Designed the product's UI and UX end to end — dense maritime data made genuinely usable

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Need product design done end to end?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: UX/UI Designer. It draws on Frontend Engineering, Web Development, Design Systems & UI, UX / UI Design and Product & Requirements. And while you are here, we are rather good at Frontend Development, UI/UX Design & Design Systems and Product Strategy & Requirements.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Need product design done end to end?

Ask about the decisions behind “Designed the product's UI and UX end to end”. You will speak with the people who can explain the work and assess your own project.

Explore our services

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