

WILL H MCMAHAN
DESIGNER OF
BRANDS AND DIGITAL
EXPERIENCES

will@mcmahan.me

801 550 9913

Radish Health

UX Design Lead

Interface

Usability

Front-end Development

Product Architecture



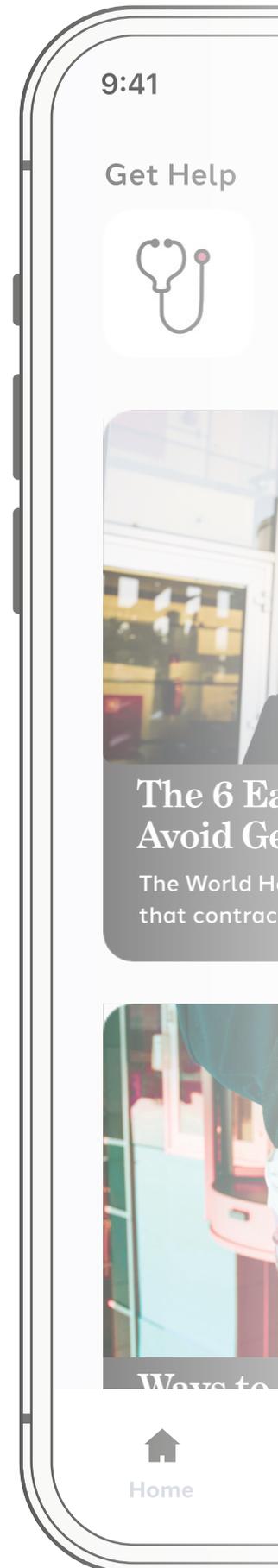
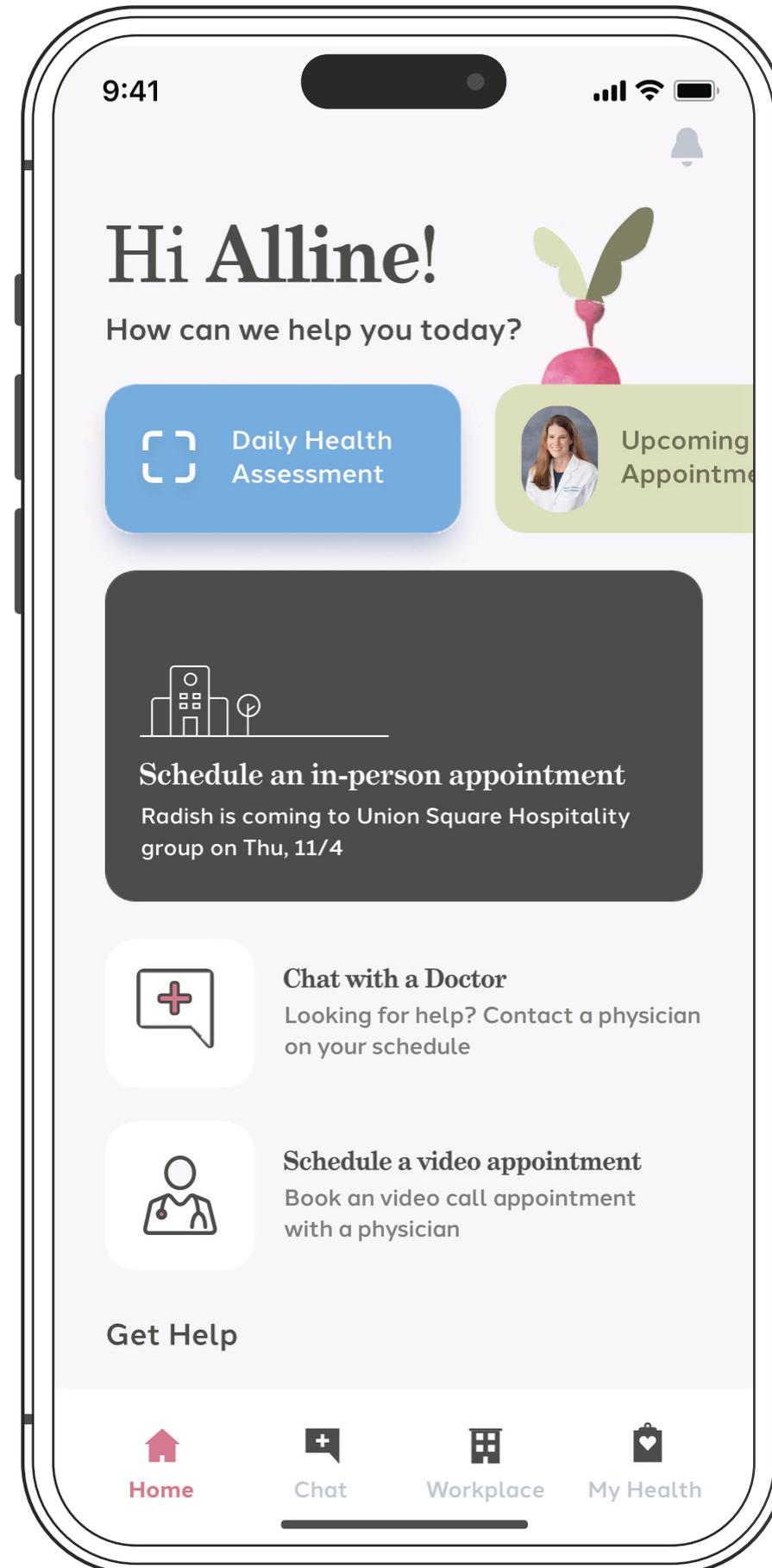
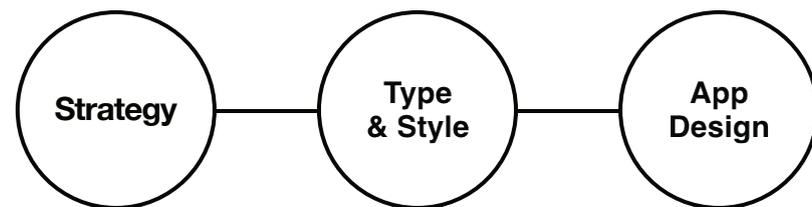
RADISH • HEALTH

Radish Health provides employees easy, affordable access to top-notch healthcare that's in-network, in their pockets.

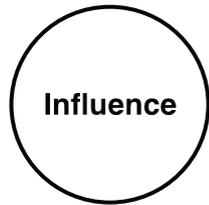
In working with Radish as the UX/Design lead it came to task to reinvent what the application meant to both its stakeholders and primary users to facilitate their healthcare needs.

Overview

As they delivered on their MVP of providing top of class telemedicine, Radish looked to evolve their offering, as well as creating an unparalleled digital healthcare experience that matched their care.



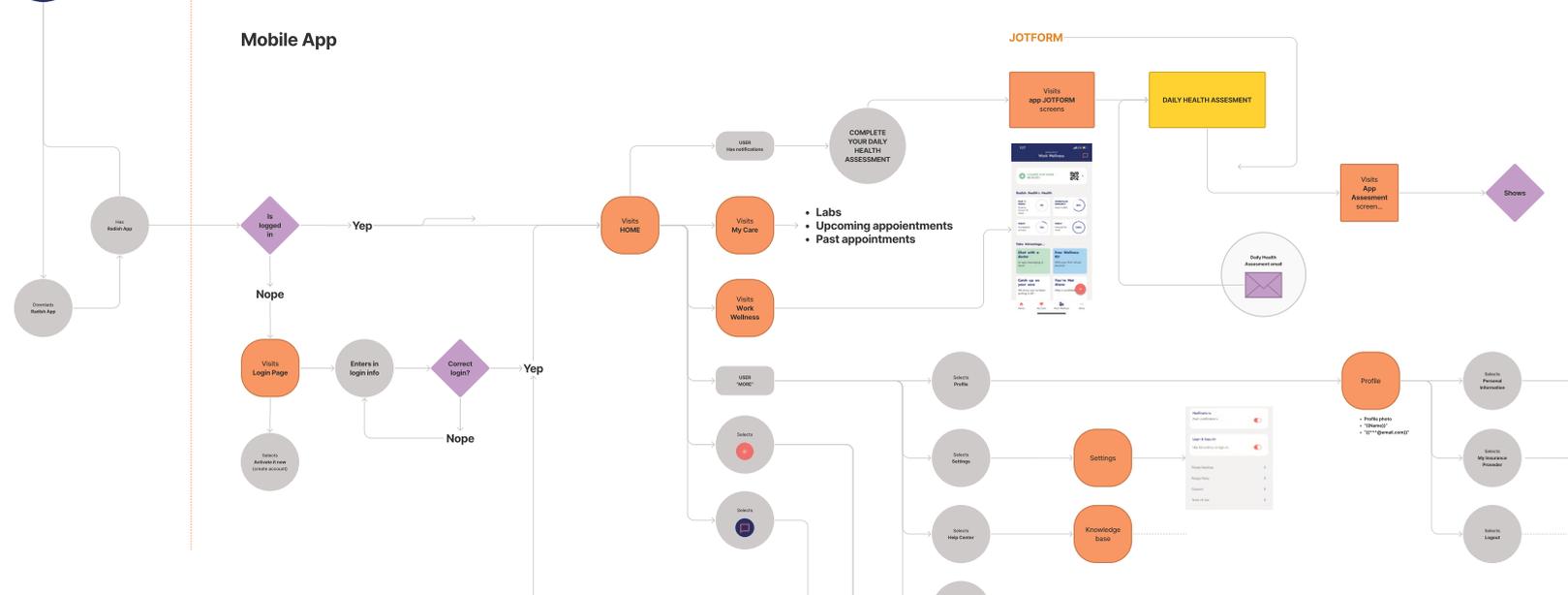
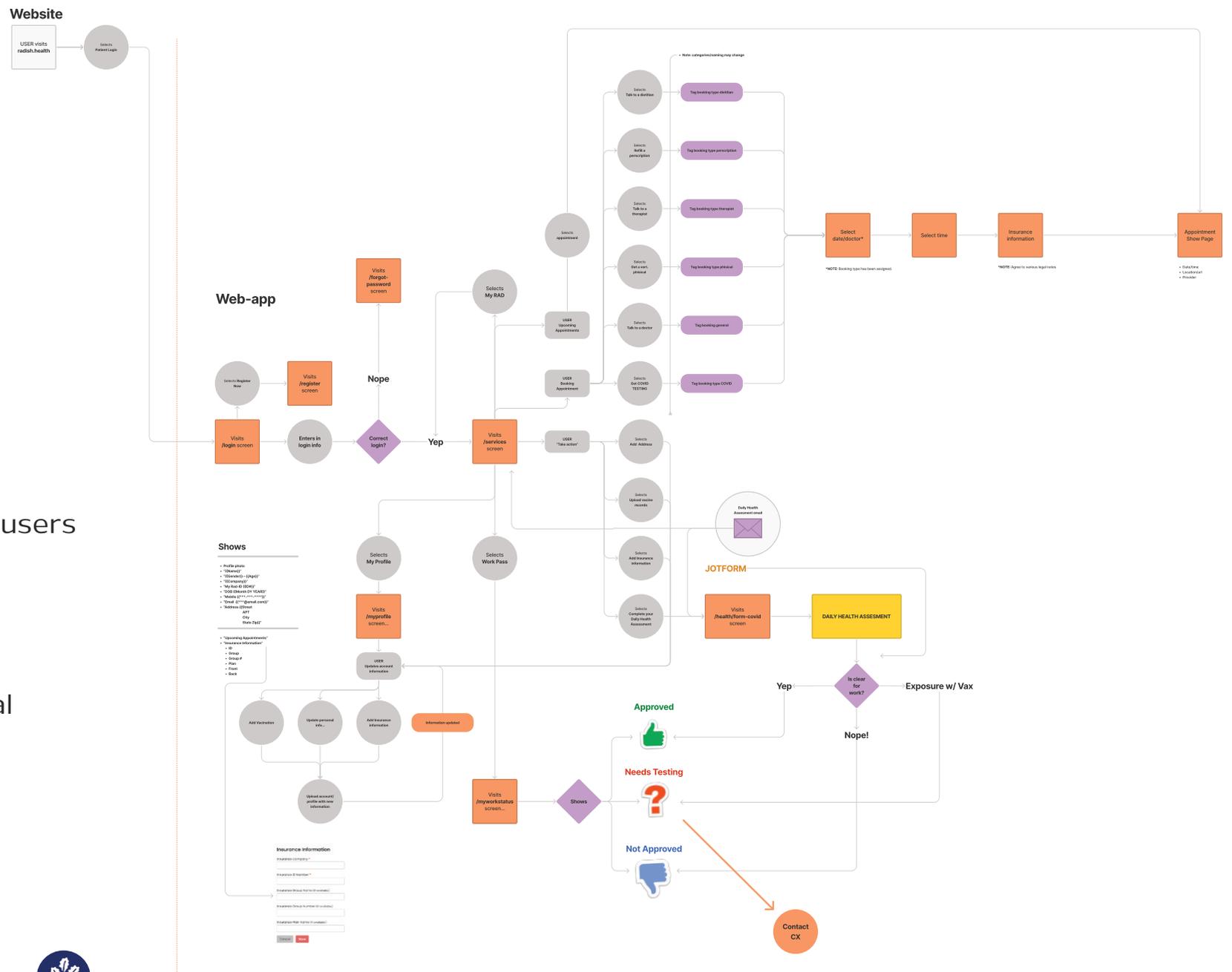
Radish Health Influence



- Asynchronous team mood board
- In-person and digital interviews of current users
- Competitive landscape and analysis
- Artistic and aesthetic influences
- In-person and digital interviews of potential and existing users and customers

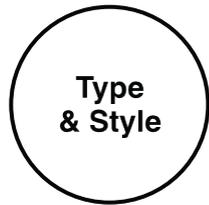
The design process also included a comprehensive rearchitecting of application's architecture.

The existing app was not only difficult to use but also poorly conveyed what the app was for, as well as its capabilities.



Radish Health

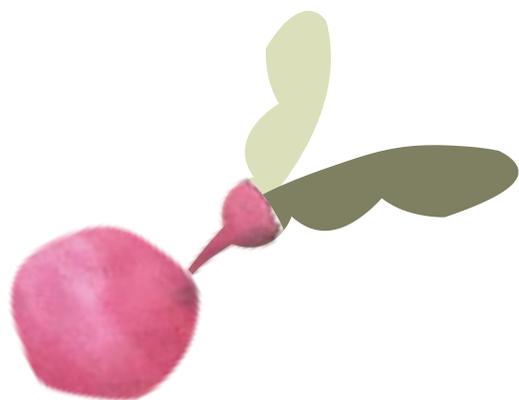
Identity, Type, and Style



True identity was lacking from the Radish brand. For users, this was significantly detrimental where individuals were unsure or unconfident about their own healthcare needs.

In envisioning the revised identity, there were a few core tenants:

- Personal security
- Health (as it relates to the users perception of care)
- Maintaining a balance of premium care while communicating that there would be little to no cost



Make your healthcare
work for you

Grad
Regular/Bold
42 / 48px

Let's make your teams healthier

Halcom
Medium
18 / 22px

We help organizations become healthier by providing your employees convenient healthcare and medical advisory for leadership.

Halcom
Medium
14 / 26px

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

- Natural
- Distict
- Approachable
- Empathetic
- Versitle



Important
Information

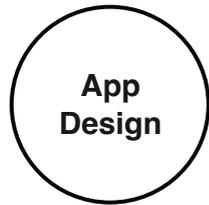


Important
Information

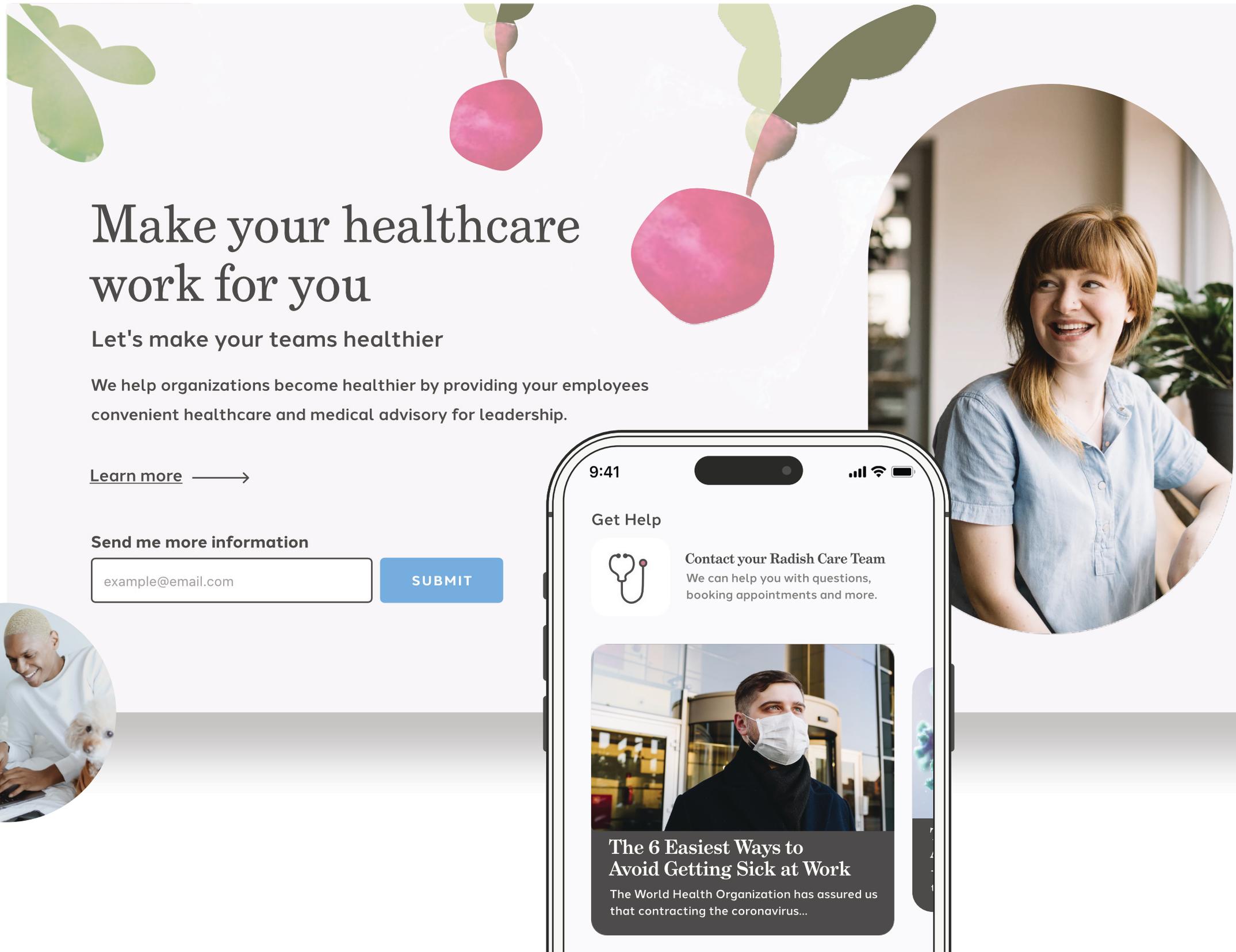


Radish Health

App Design



Web identity



Make your healthcare work for you

Let's make your teams healthier

We help organizations become healthier by providing your employees convenient healthcare and medical advisory for leadership.

[Learn more](#) —>

Send me more information

example@email.com

SUBMIT

9:41

Get Help



Contact your Radish Care Team

We can help you with questions, booking appointments and more.



The 6 Easiest Ways to Avoid Getting Sick at Work

The World Health Organization has assured us that contracting the coronavirus...

Thrive Global

Product Launch

UX/UI Design

Front-end Development

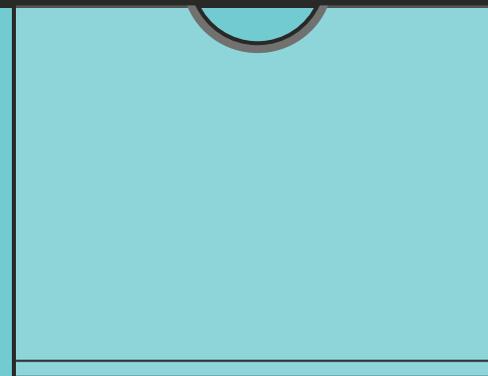
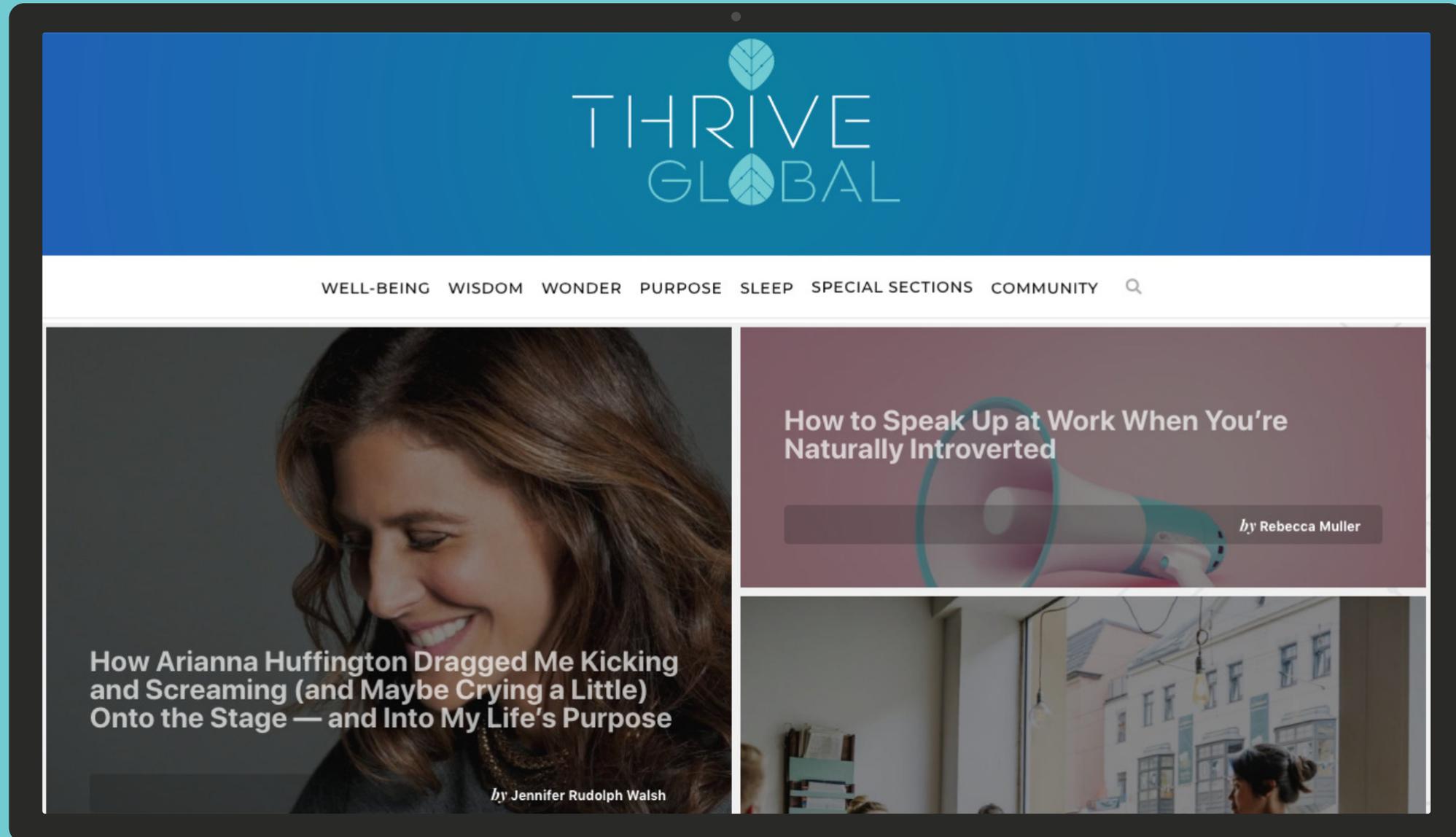
Team Growth & Development

User Testing & Research



Created by Arianna Huffington, Thrive Global is a publication and lifestyle brand focused on balancing work and life. While at thoughtbot, myself and the development team were able to re-platform the entire digital publication and improve their load times by as much as 400%.

Included with these changes were the design and development of an entirely new application that would aid internal staff of the status of various articles, social traction, and allow editors to review, edit and comment on articles in real time.



PURPOSE // July 18, 2019

How Arianna Huffington Dragged Me Kicking and Screaming (and Maybe Crying a Little) Onto the Stage — and Into My Life's Purpose

"I love that we live in a virtually connected world, but there is nothing like being in person and sharing our stories together."

By Jennifer Rudolph Walsh, Founder, Together Live



Courtesy of Together Live

I was a fast-talking kid who loved to ask people questions about their lives. Not childlike questions, but real questions — about struggle and heartbreak, hopes and dreams. I asked my friends, of course, but I also asked their parents and grandparents, my teachers, the butcher, my pediatrician, and anybody else I came into regular contact with. I was too curious to feel intimidated. And I wouldn't just listen to everyone's stories, I would inhabit them, live inside their words, feel their emotions alongside them. I became quick to share anecdotes and connect people when it seemed they'd been through a similar experience.

In the small Jewish enclave where I grew up, it was called the gift of the gab, and trust me, it wasn't something to be celebrated. "You have so much potential, if only you would apply yourself to school with the same passion you give to gossiping about everyone's life," I was repeatedly told. If only. That began to change one day in 7th grade when, coming in late to math class, the teacher stopped me before I could spit out my excuse. "Don't bother, Jennifer. I know you're famous for having a way with words, but it's not going to work with me. You have detention." I didn't care about being in trouble, all I heard was "famous for having a way with words." It was like he had touched me with a magic wand and declared something about me special. Finally! A way with words — I could work with that.

will reach ten cities this fall.

Share your comments below. Please read our [commenting guidelines](#) before posting. If you have a concern about a comment, report it [here](#).

0 Comments Thrive Global 1 Login

Recommend Tweet Share Sort by Best

Start the discussion...

LOG IN WITH D f T G OR SIGN UP WITH DISQUS ?

Name

Be the first to comment.

Subscribe Add Disqus to your site Disqus' Privacy Policy **DISQUS**

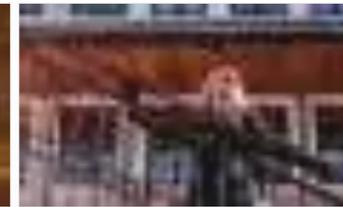
You might also like...



COMMUNITY // June 15, 2018

Play 20 Questions to Discover Your Purpose

by Stacey Edgar



WISDOM // June 16, 2017

A Soul's Purpose. Are We Ever Really There?

by Cindy Yantis



COMMUNITY // March 21, 2018

How To Find Your Purpose

by Tracy Kennedy

Sign up for the Thrive Global newsletter

Enter Your Email SIGN UP

Will be used in accordance with our [privacy policy](#).



"People look for retreats for themselves, in the country, by the coast, or in the hills . . . There is nowhere that a person can find a more peaceful and trouble-free retreat than in his own mind. . . . So constantly give yourself this retreat, and renew yourself."

- MARCUS AURELIUS

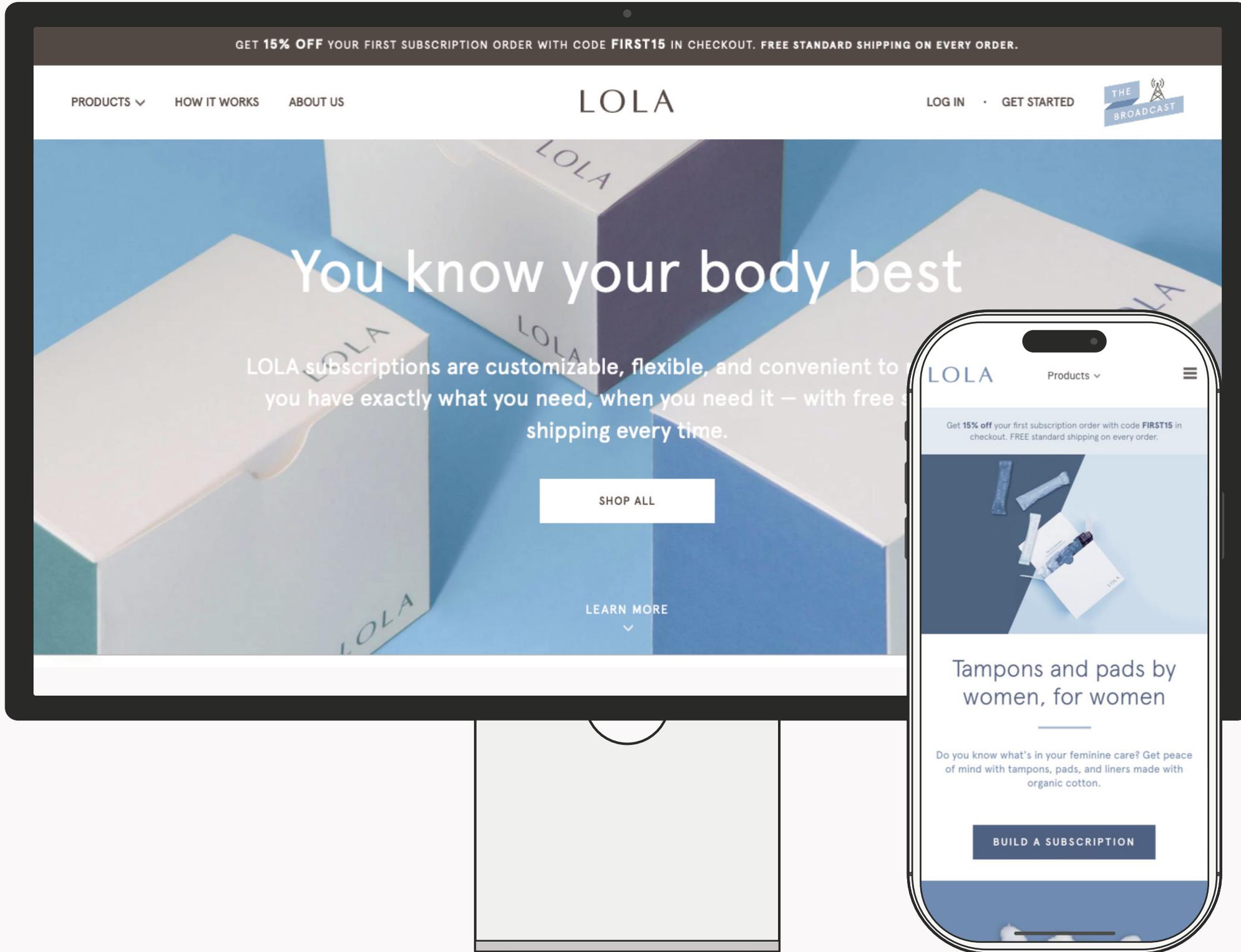


LOLA

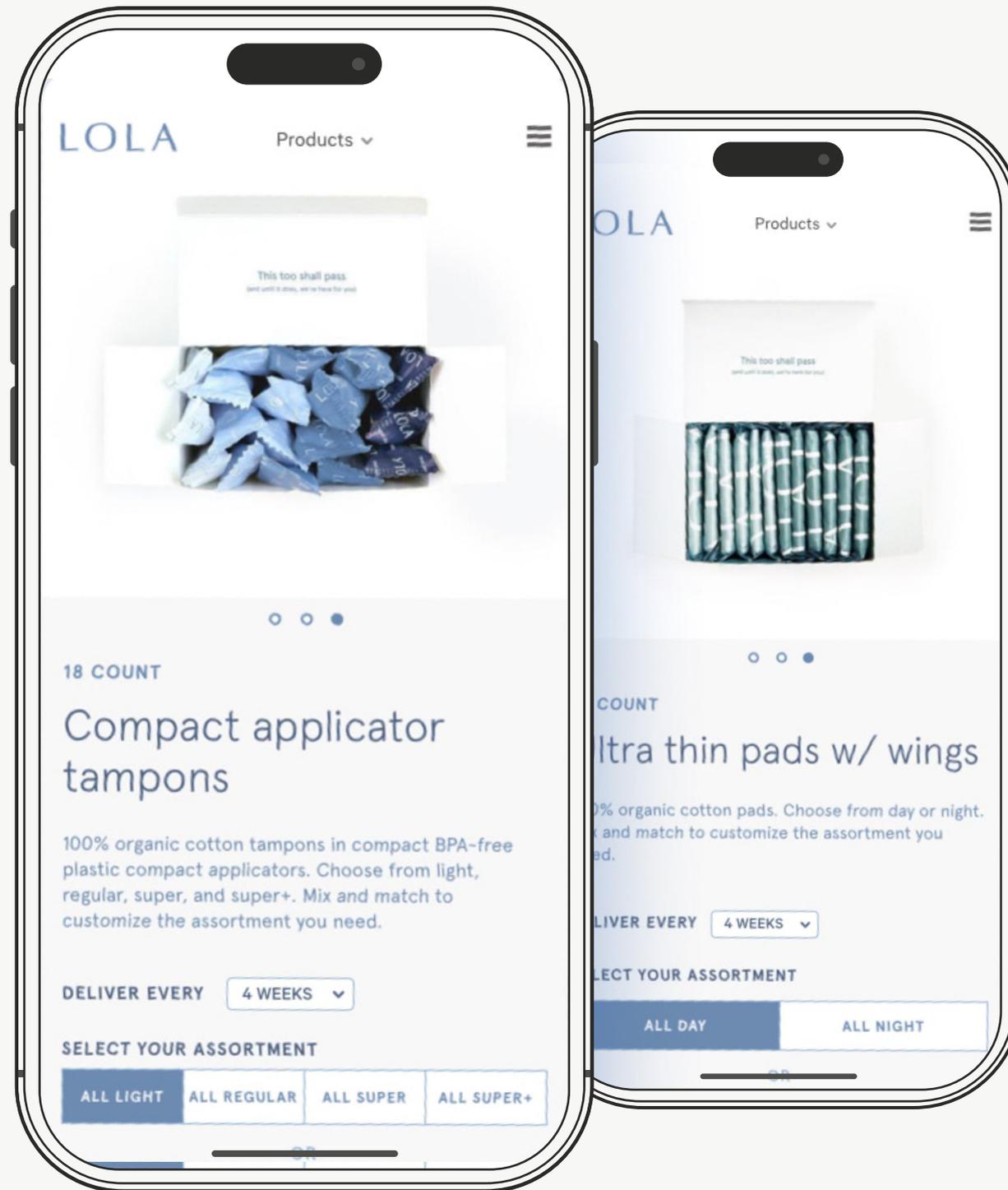
Front-end Development
Shopify Integration
Marketing
Product Launch
UX/UI Design
User Testing

LOLA

Founded in 2015, Lola has been supplying women with organic, all natural feminine products available as a subscription service. Over 6 months, our team of 2 designers and 2 developers were able to completely re-platform their application, launch a full redesign, initialize systematic A/B testing strategies and experiments, and launch a full new product vertical. These changes also included systemic analytics and optimizations that improved conversion and retention by as much as 20%.



Mobile Design



Products

GET 15% OFF YOUR FIRST SUBSCRIPTION ORDER WITH CODE **FIRST15** IN CHECKOUT. FREE STANDARD SHIPPING ON EVERY ORDER.

PRODUCTS ▾ HOW IT WORKS ABOUT US

LOLA

LOG IN · GET STARTED



Cardboard applicator tampons

18 COUNT

SELECT YOUR ASSORTMENT

All Regular All Super

OR

Customize your box

QUANTITY

1 box \$8	2 boxes \$16	3 boxes \$24
--------------	-----------------	-----------------

DELIVER EVERY 4 WEEKS ▾

ADD TO CART

Free shipping
Satisfaction guaranteed
Cancel anytime



100% organic cotton tampons in flushable cardboard applicators that feature a smooth, curved tip for comfortable insertion. Choose from regular and super absorbencies. Customize your box with a unique assortment to fit your needs.

FEATURES +

HOW SUBSCRIPTIONS WORK +

INGREDIENTS +

FREE OF +



Certified Organic by ICEA GOTS 2016-027
FDA 510(k) cleared

You may also like

Cardboard Combo

Cardboard applicator tampons, ultra thin pads with wings, and cleansing wipes - \$27

SHOP NOW

Period Bestsellers

Compact plastic applicator tampons, ultra thin liners, and ultra thin pads with wings - \$28

SHOP NOW

Pad Basics

Ultra thin pads with wings and cleansing wipes - \$19

SHOP NOW

#TryLOLA testimonials

Kaitlyn

34 years old
Customer since Feb 2018

Also uses:
[Ultra thin liners](#)

Knowing that these tampons are 100% cotton puts my mind at ease.

They work great without any leakage. Also, who can beat free shipping directly to your house!

Naomi
Sacramento, CA

30 years old
Customer since Jan 2018

Also uses:
[Ultra thin liners](#)

Love organic cotton, plus the cardboard applicator option is awesome...

as I try to use plastic as minimally as possible. Other natural tampons with cardboard applicators just don't work very well, but yours is great! Thank you for making a product that is not only great for us, but good for the planet as well :)

Kristina
Bentonville, AR

36 years old
Customer since Dec 2017

Also uses:
[Ultra thin pads](#)

I loved the products I've tried so far...

(cardboard super tampons and day and night pads). They are very comfortable. The pads are much softer and feel less like you're wearing a diaper. And I'm pleased with the prices and the never having to think about if I'm going to have what I need when I need it because you send it to me!

You may also like

Cardboard Combo

Cardboard applicator tampons, ultra thin pads with wings, and cleansing wipes - \$27

SHOP NOW

Period Bestsellers

Compact plastic applicator tampons, ultra thin liners, and ultra thin pads with wings - \$28

SHOP NOW

Pad Basics

Ultra thin pads with wings and cleansing wipes - \$19

SHOP NOW

#TryLOLA testimonials

Kaitlyn

34 years old
Customer since Feb 2018

Also uses:
[Ultra thin liners](#)

Knowing that these tampons are 100% cotton puts my mind at ease.

They work great without any leakage. Also, who can beat free shipping directly to your house!

Naomi
Sacramento, CA

30 years old
Customer since Jan 2018

Also uses:
[Ultra thin liners](#)

Love organic cotton, plus the cardboard applicator option is awesome...

as I try to use plastic as minimally as possible. Other natural tampons with cardboard applicators just don't work very well, but yours is great! Thank you for making a product that is not only great for us, but good for the planet as well :)

Kristina
Bentonville, AR

36 years old
Customer since Dec 2017

Also uses:
[Ultra thin pads](#)

I loved the products I've tried so far...

(cardboard super tampons and day and night pads). They are very comfortable. The pads are much softer and feel less like you're wearing a diaper. And I'm pleased with the prices and the never having to think about if I'm going to have what I need when I need it because you send it to me!

[LOAD MORE](#)

INC.

"The feminine hygiene space has always been a bit taboo, especially in mainstream media, but LOLA, the tampon subscription service, changed that."

Ready to try LOLA?

GET STARTED

Getting around

[FAQ](#)

[LOLA gives back](#)

[LOLA wholesale](#)

LOLA in your inbox

Sign me up for exclusive offers, updates and LOLA's The Broadcast articles.

Enter your email >

Get in touch

help@mylola.com

[Join our team](#)

[@](#) [f](#) [t](#)

Stakes

iOS Design
Strategy
Design Sprint
Feature Launch
UX/UI Design
User Testing

Stakes

Stakes is a wagering platform combining social competition and NFTs for the next generation of sports fans. The iOS application allows users to wager points on the outcome of various sporting events to prove their expertise.

Starting with a Design Sprint, over 4 months I was able to successfully plan, iterate and design sufficient product road-map and future features for the next 5 quarters.

Stakes

Design Sprint



Working with Stakes, we did an initial kickoff with a **Design Sprint** to determine best possible next steps and how to evolve the product going forward for the next year.

As the solo designer, I then worked with them to establish new feature set and accompanying designs and how they could increase overall engagement and retention. This also included a **re-architecture of core features** as well as conducting numerous user tests.



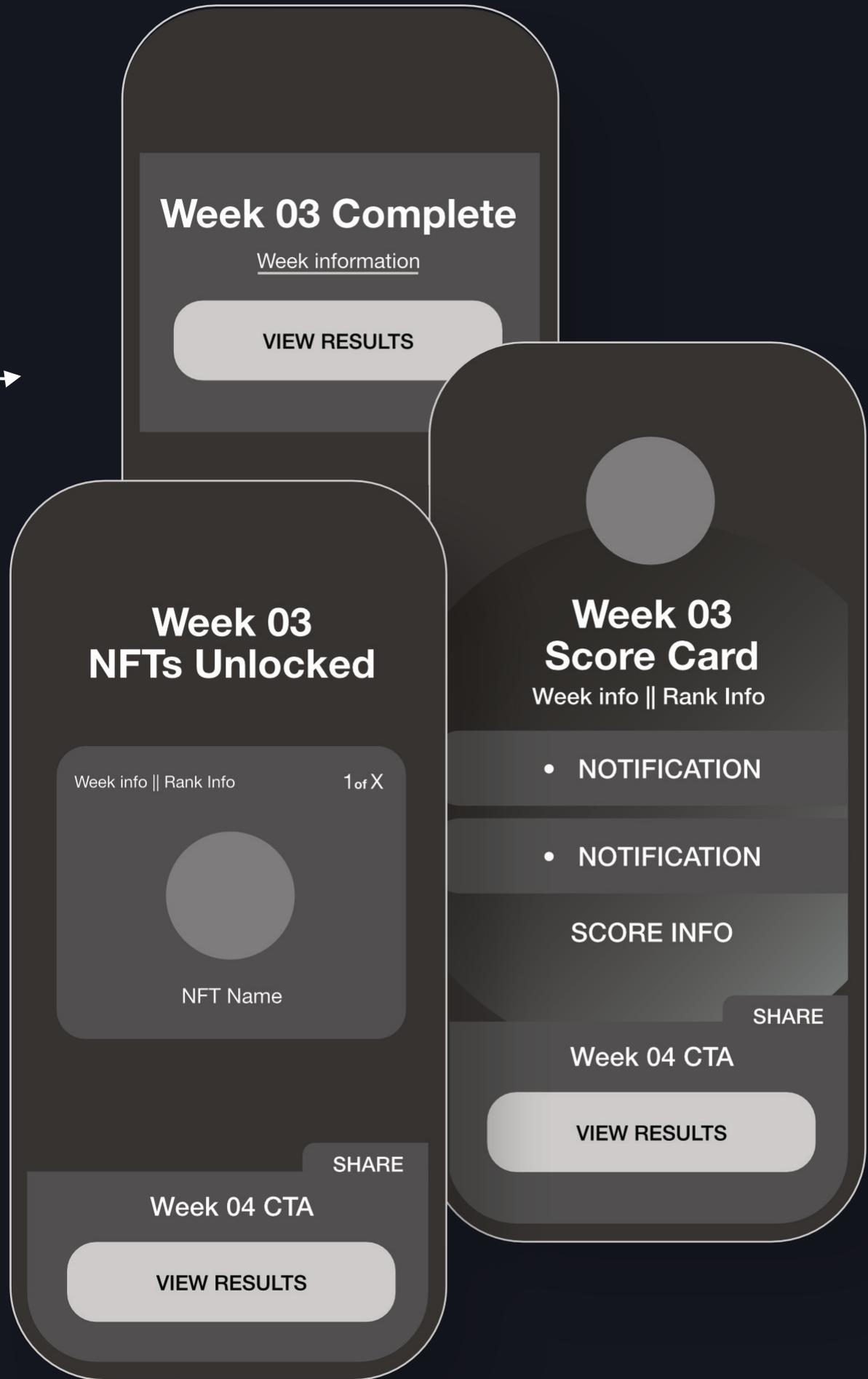
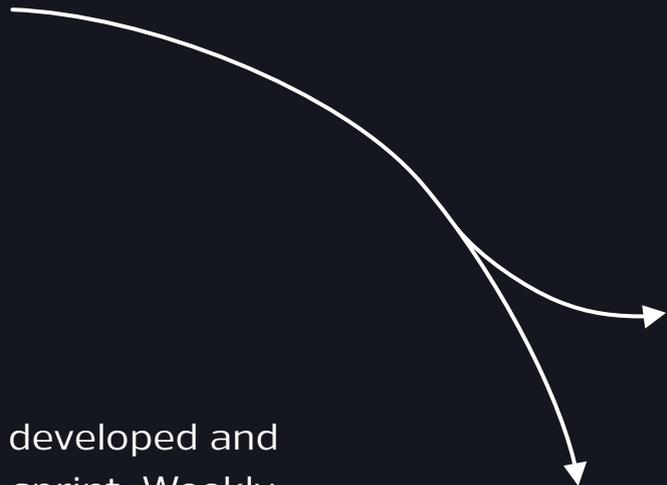
Stakes

Weekly Challenges

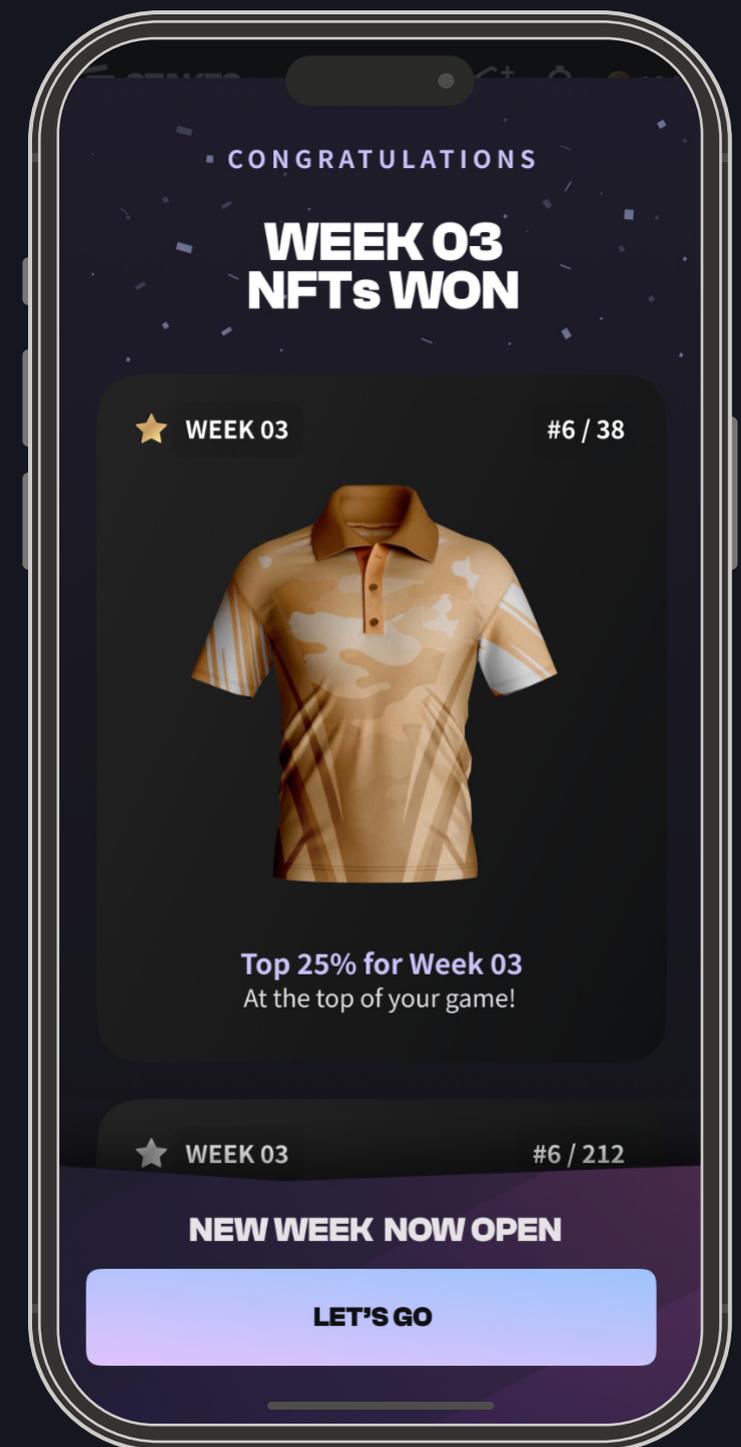
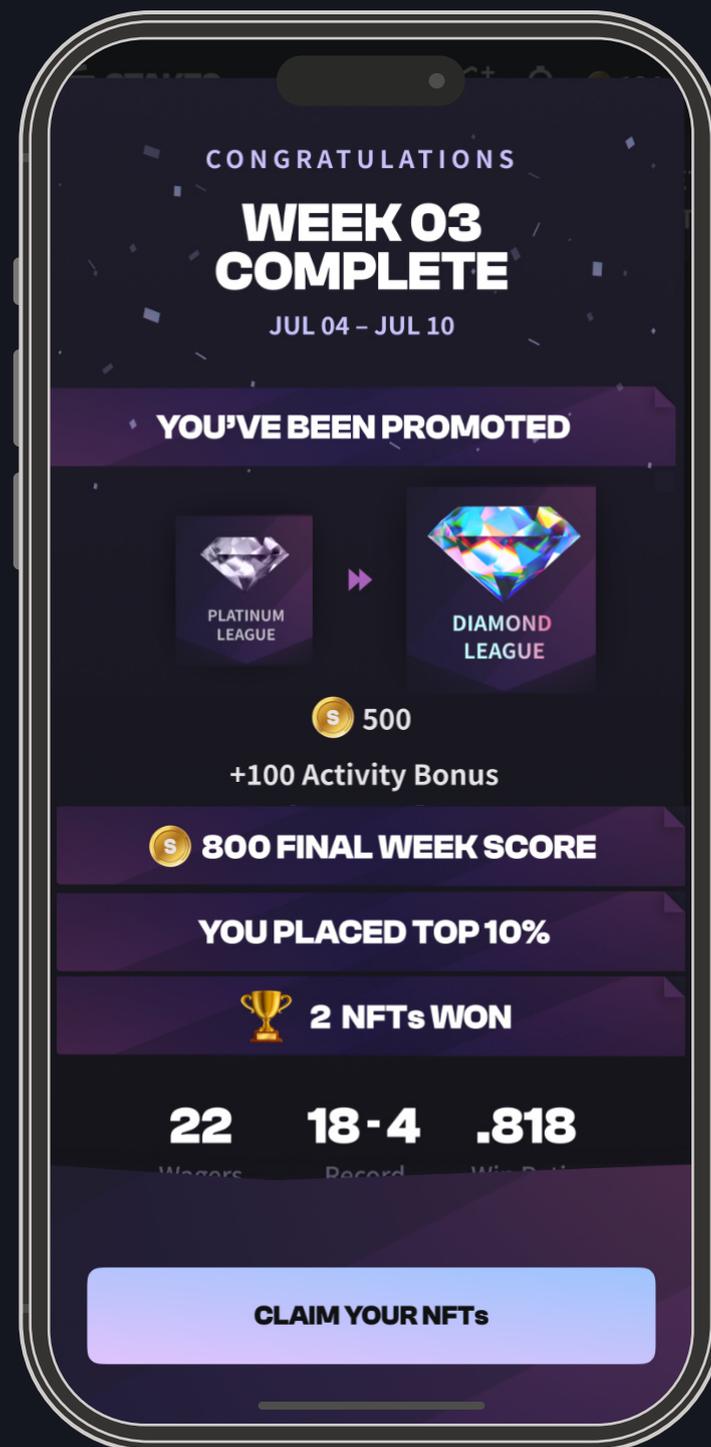
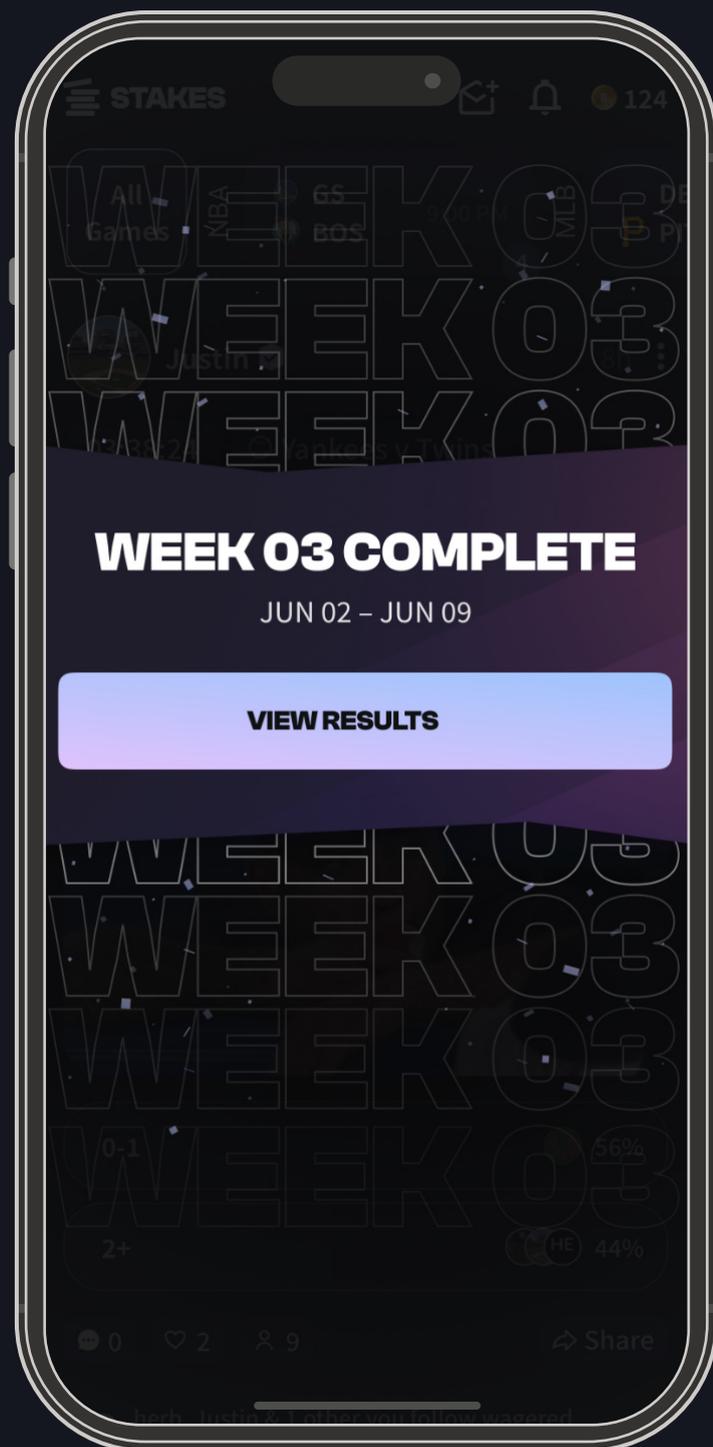


Evolving the core concepts developed and validated during the design sprint, Weekly Challenges went through further iterations and testing to develop a core user flow, initial feature MVP, and UX + designs for future iterations. The updated user pattern became:

1. A new week starts
2. Player competes challenges
3. Week now complete
4. The player's results
5. Individual is rewarded with weekly NFT's were unlocked by their achievements



Final Design



Stakes

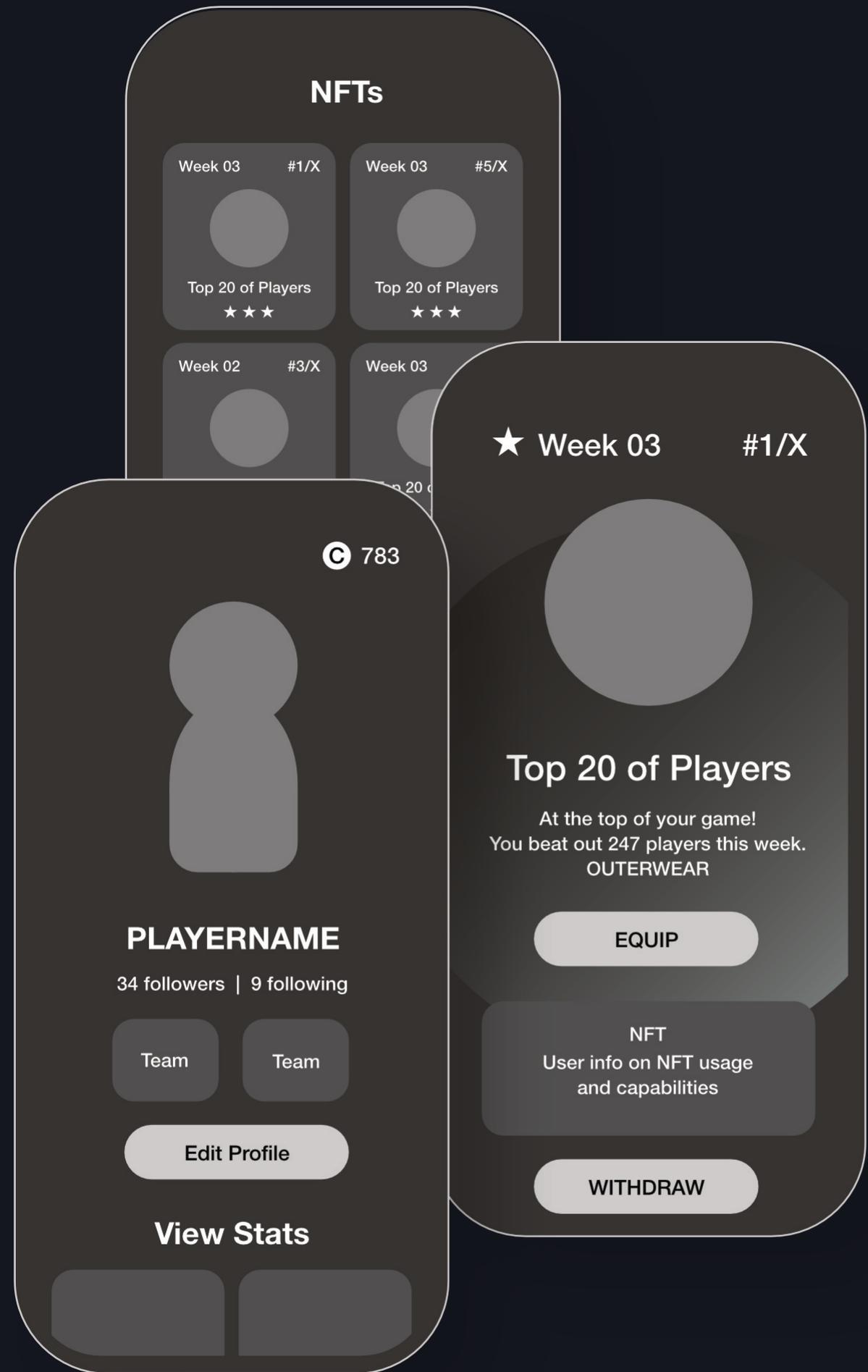
Sports God NFTs



Moving beyond the live product version of NFTs on the platform, the "Sports God" feature flow was developed to allow users to make comprehensive personal avatars that gave players a sense of identity and celebrated their accomplishments within Stakes. This also created more tangible reward experience for users that encourages them to play week after week.

Players can:

- Gain NFT items through weekly challenges
- Equip items to their player avatar to be used throughout the app
- Allow users to use the blockchain to trade and sell items



Final Design

