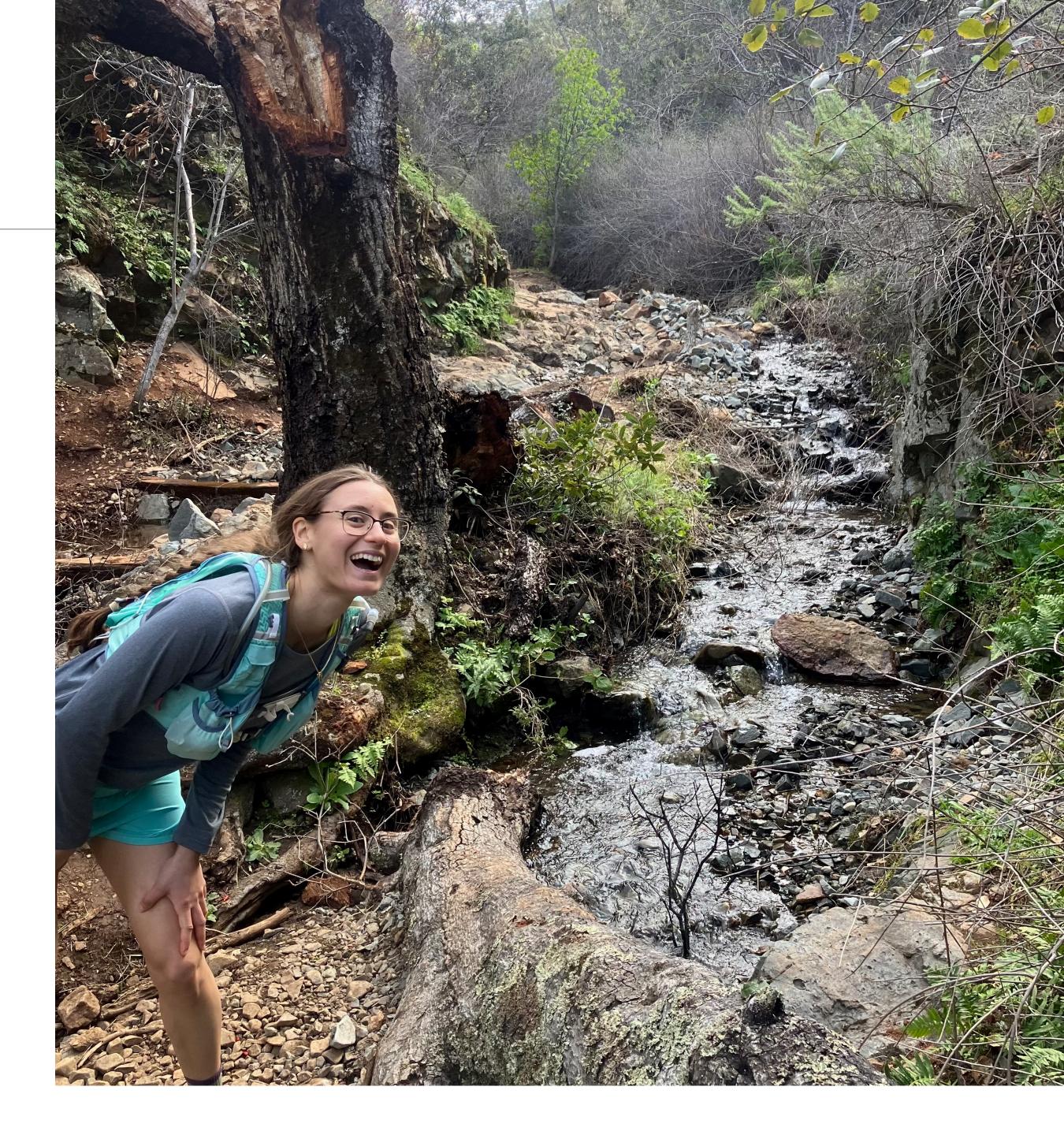
Product Design Portfolio

by Serena Blacklow 2025

Bridging Coaching & Product Design

Hi! My name is Serena Blacklow. I'm an endurance coach passionate about making training more accessible and effective. With a background in medicine, engineering, and digital health research, I also enjoy creating user-centered experiences that help athletes train smarter. The intersection of sports, data, and design is a fun one!

- Coaching: Coach and founder of S.S. Endurance, an endurance coaching business.
- UX & Digital Health: Led usability studies on health apps (published in JAMIA). Created inclusive patient educational materials.
- Design Thinking & Product: Designed business website and athlete logs. Ideated and researched multiple biomedical devices.



Selected Work

Here are select projects where I used research and design to solve problems:





Athlete training logs

Patient education materials



S.S. Endurance Endurance coaching and home-based bakery.

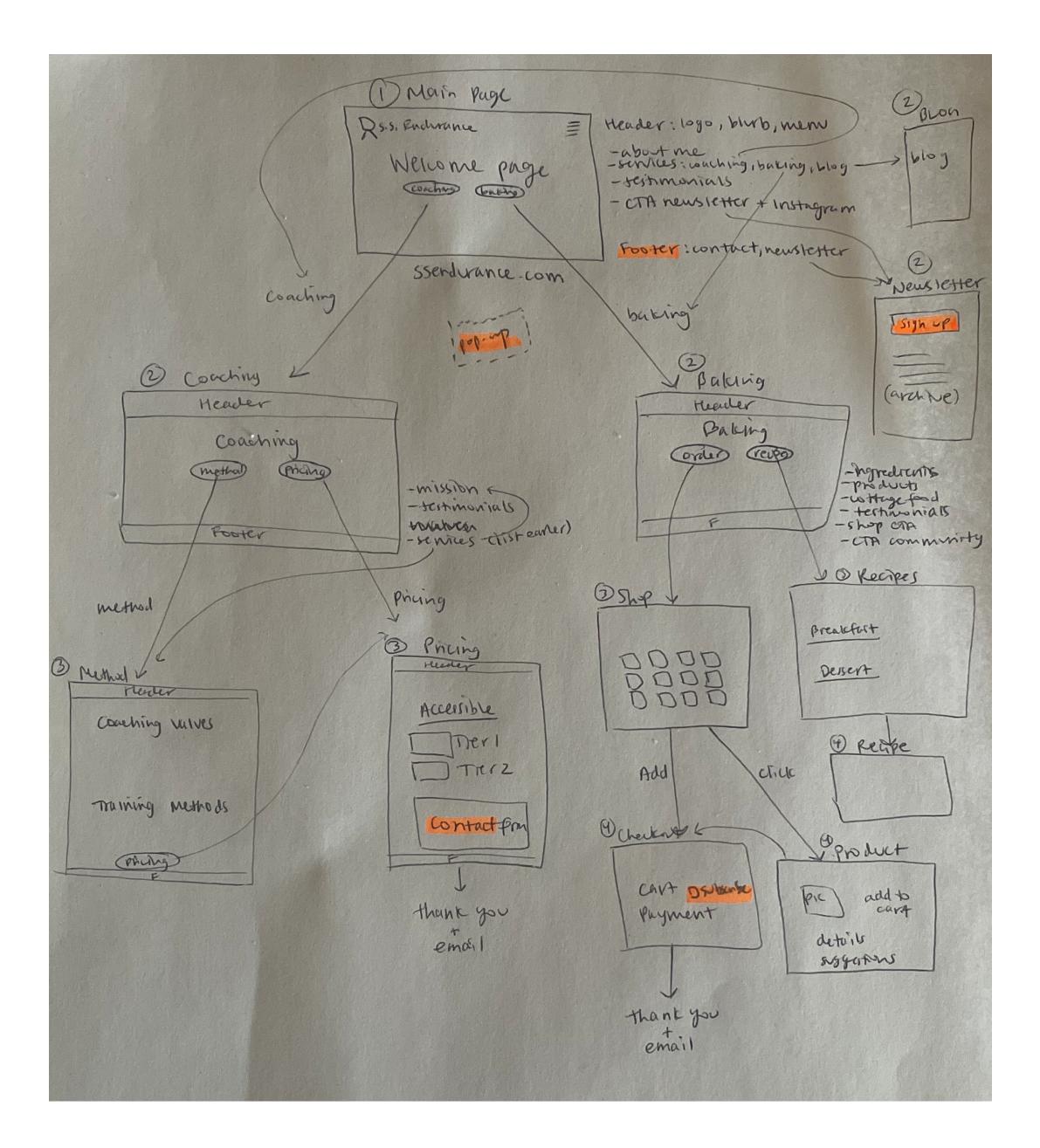


Objective: Design website usability and flow to increase newsletter sign-ups and coaching client inquiries.

Target Users: All levels of endurance athletes looking for affordable coaching. Athletes seeking free educational content.

Design Specifications: Navigation to submit a coaching inquiry via maximally 3 clicks. Coherent message of accessibility and welcoming across pages. 2+ entry points for newsletter sign-up.

Outcome Measurements: Newsletter sign-ups and conversion rate on pop-up, footer, and archive forms. Coaching contact form submissions.



Design Iteration Process

• Wireframing

- Adapted existing Wordpress design.
- Wrote out key values to convey across the site, e.g. accessibility, community.
- Mapped out how users navigate the site.
- Designed pop-ups and contact forms.

• User Testing

- Flow and clickability towards newsletter sign-up and contact form entry: feedback on style and functionality from 5 users across 3 iterations as well as Google Analytics.
- Adding newsletter archive page increased newsletter sign-ups by 70%.
- Changed pop-up timing from instant to delayed.

WELCOME!	Welcome!
Get endurance news, training tips, and recipes delivered right to your inbox every Tuesday morning.	Consider signing up for my Tuesday newsletter featuring endurance news, training tips, and recipes.
Email Address *	Email Address *
YES, PLEASE!	Sign up!
We don't spam! Read our <u>privacy policy</u> for more info.	We don't spam! Read our <u>privacy policy</u> for more info.

Improved pop-up design was more inviting.

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irst	Last			
mail *				
/lessage *				
ote which coaching tier you're	interested in, or undecided! M	ention why you're seeking coaching	g and what your goals are. Thank you s	o much, have the best day!
SUBMIT				

Final contact form design prioritized simplicity.

Take-aways & Future

- Small UX tweaks like pop-up delay or with exit intent • impact conversions.
- Content accessibility (e.g. newsletter archive page) • also increases customer engagement and interest, leading to more newsletter sign-ups.
- Call-to-action buttons in addition to hyperlinks can • increase user engagement.
- Future iterations: •
 - Improve visual consistency across pages, including capitalization, font sizes, and spacing.
 - Add more entry points for coaching contact form submission, such as from home coaching page.
 - Continue customer engagement after purchase or contact form submission with prompt to view newsletter archive or blog.





S. Endurance

About Blog Endurance Coaching 🗸 Endurance Baking 🗸 Newsletter

S.S. ENDURA



Coaching Values

Care: I care about you, and I care about sports. I hope you can participate in sports for as long as you'd like to. You're doing hard work, and I'm here to support you

Collaboration: We'll work together to personalize your training based on your goals, stressors, training age, physiological profile, biomechanics, time, and equipment accessibility, among other things

Commitment: I'm committed to better understanding you and your journey as an athlete. We'll find a sustainable plan that prioritizes Hi, I'm S consistency, curiosity, and growth



My Favorite Training Ingredients

Sign up for the weekly newsletter!

Below are some examples of the newsletters I send out! There's usually a news/thoughts section, a coaching/training tips section, and a recipe section. (Also, I am taking athletes — check out my coaching availability here!)

Email A	ddress
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Subscribe!

We don't spam! Read our privacy policy for r	nore info.		
	View this in your	browser.	
	Å	,	
	This newsletter is brought to you by base building, pra design rabbit holes. If you enjoy it, I'd be grateful if yo	a could share with one or two others!	
	Jumping into th	e unknown!	
	In 1998, French swimmer Benoit Lecomte was the first person to swim across the Atlantic		





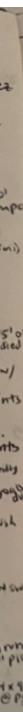
Objective: Improve the engagement and usability of athlete training logs to enhance tracking and communication.

Target Users: Athletes I coach as well as myself as a coach.

Design Specifications: Clear structure for training inputs and tracking metrics. Simple feedback system.

Outcome Measurements: Adherence in athletes updating their logs daily. Data completeness. Coach time spent reviewing and adjusting training.

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	9 (15) tempo bite. Join 9 11.5mi run w/ 1mi tempe	10 3hr 10min ez bite 3200ya suim	(1 60' tráil non ce hilly!	(2 Zh ride w/ 8x20" strides 45' nun ez w/ 6x swides	13 90' like into 3x12'au To'non w/ Inictempo 30'swim AP	14 OFF	15 2130 ez bite 5.6 mi non cz
	16 2h trail runwieffort 1.5k ft 90° ce bike	17 3700 yd swim 10 mi ez ce bille	(8 65'ez run	19 75'ce bike ulspinup> Yoleb run	20 60' bike u/4'-3'-2'-1' 60' ce von uj strides 20' swim	21 OFF	22 90' bite wil 30',20 60'es m
	27 2h Ilmi 2.4kft 2 trail mn Folge bike	Y Go'ez run 3000 yıl swim 2h10' bike w/ FKStrides	25 AMESPY Zieznik	26 2.5h/30 mi outdoor ride some efforts bick (2h trail run some efforts Li2.4mi/1.3kft)	27 90% gmico non Flat sol bille spin outdoor 3 PM 25 FG	28 AM 25 FG 2h bike ints 2x41 3x31 4x21 3300411 swith 5x17	29 75'er non (7:80
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		1 17.5mi (3.25h) run 3200ft 2167	15 2 h10 m bike trainer w/ 5.2 mi(45') Nr 5x20' bruk w/ 3 mi 22 2000 y d swim timpo (723)	(6 FTF tempo?)	17 PM ESFON 2h20m ezulburstsbil	L & 9.2 (85') WA WI 2 3000 yel swim ce 2 90'ce bike	This (Por) ce work
	20 yeooyil suun ug uits	1 9.6mi hilly trail Non Litleft Zhilom bike cz w lokro?	22 brick: 90'55 (sweet bire spot) bire 12.6mi program	23 PM PIF Small group 1-2:30, 4:15 Tour 95'et bins 1700:11 et swim	24 6.4mi (1hr) ez 60mi (3.7hr) ez ovid bil	25 AMEDEN War 3300ydswin Le Ilminnwy Wills an	
		8 2h10m cz bike w/ 3k10' 2300yd cz swim	29 Rads	30 95'cz - 1 30"x8 strides	1 Car with a state	Stratus 1 100000 Frin 35' (3.2) Ce r 36r Viz + 35T	n 2 2000 yd ow
	1.5hr co bike 3 12'15' temps w/1' rest Y	legs ded 1650m acro ride-22-23	5 mansen Rads ->	3800 yd swim (16x2008 to3 pace) on 5:00 E2 E2	2- PM 25FG 40'(4.3mi) NM W	8 mm	
	20 Flush bike		50'caly bite		1h 20m biletrainer s	ameints 60'cz ride	



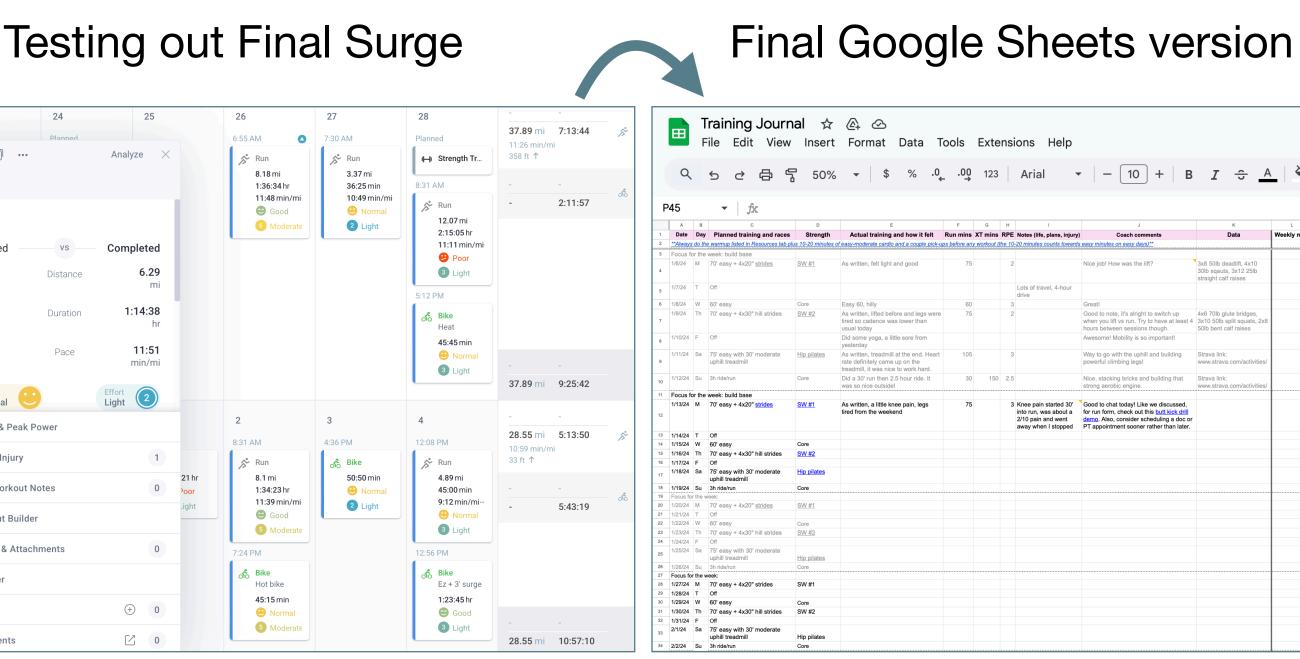
Design Iteration Process

Initial Google Sheets version

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		WEEK	obai	70' ez + strides	[data]	Off		60' easy		70' ez + strides		Off		75' with 30'		3h ride/run		Total III				
0	01/01/2024	1	Recovery		[comments] [coach spot]					-				uphill tm								
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	01/15/2024	3	Base/speed		[comments]									uphill tm							Face	
2				70' ez + strides	[coach spot]	Off		6x90", 4x45"		70' ez + strides		Off		75' with 30'		3h ride/run						
	01/22/2024	4	Base/hills	70 ez + strides	[data] [comments]	Off		hills		70° ez + strides		Off		uphill tm		3n ride/run				Felt		Ff
					[coach spot]															Normal		Ef Li
-	01/29/2024	5	Base/ToM	70' ez + strides	[data] [comments]	Off		80' easy		70' ez + strides		Off		75' with 30' uphill tm		3h ride/run			29			
-	51/25/2024	5	Base/ IOW		[coach spot]														27	Zones & Pea	ik Power	
				70' ez + strides		Off		90' easy		70' ez + strides		Off		75' with 30'		3h ride/run			9:05 AM			
0	02/05/2024	6	Base/ToM		[comments]					-				uphill tm					🔊 Run	Pain & Injury	/	
+				70' ez + strides	[coach spot] [data]	Off		100' easy		70' ez + strides		Off		75' with 30'		3h ride/run			12			
0	02/12/2024	7	Base/ToM		[comments]									uphill tm					8.48 mi	Post Workou	It Notoo	
-				-	[coach spot]			5.011.00						751 141 0.01					1:34:00 hr	FOST WORKOU	IL NOLES	
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		Ū.	11110		[coach spot]														🙂 Normal	Workout Bui	lder	
				70' ez + strides		Off		60' easy		70' ez + strides		Off		75' with 30'		3h ride/run			6 Moderate			
0	02/26/2024	9	Recovery		[comments]					-				uphill tm						Videos & Att	achments	
+				70' ez + strides	[coach spot] [data]	Off		4x4' hills		70' ez + strides		Off		75' with 30'		3h ride/run						
C	03/04/2024	10	Hills		[comments]									uphill tm						Mar ath an		
					[coach spot]															Weather		
	02/11/2024		Throphold	70' ez + strides		Off		5x5'/2'		70' ez + strides		Off		75' with 30' uphill tm		3h ride/run						
ď	03/11/2024	11	Threshold		[comments] [coach spot]															Routes		
				70' ez + strides		Off		7x4'/1'		70' ez + strides		Off		75' with 30'		3h ride/run						
0	03/18/2024	12	Threshold		[comments]									uphill tm						Comments		
9					[coach spot]															o o i i i i i i i i i i i i i i i i i i		

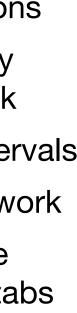
- Modeled off a calendar setup
- Technically difficult to create
- Athletes confused with 3 areas for data/comments/ feedback, unlabeled
- Little space for writing/comments/questions
- Highlighted pink intended for coding strength days, but instead makes days seems more/less important

- Seamless data upload
- More interactive UI
- Need 2+ clicks to access comments and data
- Information scattered in multiple locations increased coach time demands
- Need 1+ click to access session intervals
- Requires paid subscription and app



- More space for writing/comments/questions
- Most important data (time, intensity) easily visible with other data accessible in 1 click
- Easy to see weekly focus and session intervals
- Separate column for strength/accessory work
- Other information like meeting notes, race reports, and accessory work in separate tabs





Impact & Take-aways

- Shift from 40% to 80% of athletes logging complete data daily, including subjective comments.
- Coach spent 50% less time reviewing logs, could easily see relevant data, and could dive further into data if needed.
- Simplicity can be more effective than complexity.
- A flexible structure lets athletes be as datadriven or not as they would like.

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	A	В	С	D	E	F	G	н	I	J	К	L	М
1	Date	Day	Planned training and races	Strength	Actual training and how it felt	Run mins	XT mins	RPE	Notes (life, plans, injury)	Coach comments	Data	Weekly mins	Weekly I
2	**Alway	<u>s do th</u>	he warmup listed in Resources tab pl	<u>us 10-20 minutes d</u>	of easy-moderate cardio and a couple pick-u	<u>ps before an</u>	<u>y workout (t</u>	the 10-	-20 minutes counts towards	<u>s easy minutes on easy days)**</u>			
3	Focus f	for the	week: build base										
4	1/6/24	Μ	70' easy + 4x20" <u>strides</u>	<u>SW #1</u>	As written, felt light and good	75		2		Nice job! How was the lift?	3x8 50lb deadlift, 4x10 30lb sqauts, 3x12 25lb straight calf raises		
5	1/7/24	Т	Off						Lots of travel, 4-hour drive				
6	1/8/24	W	60' easy	Core	Easy 60, hilly	60		3		Great!			
7	1/9/24	Th	70' easy + 4x30" hill strides	<u>SW #2</u>	As written, lifted before and legs were tired so cadence was lower than usual today	75		2		Good to note, it's alright to switch up when you lift vs run. Try to have at least 4 hours between sessions though.	4x6 70lb glute bridges, 3x10 50lb split squats, 2x8 50lb bent calf raises		
8	1/10/24	F	Off		Did some yoga, a little sore from yesterday					Awesome! Mobility is so important!			
9	1/11/24	Sa	75' easy with 30' moderate uphill treadmill	Hip pilates	As written, treadmill at the end. Heart rate definitely came up on the treadmill, it was nice to work hard.	105		3		Way to go with the uphill and building powerful climbing legs!	Strava link: www.strava.com/activities/		
10	1/12/24	Su	3h ride/run	Core	Did a 30' run then 2.5 hour ride. It was so nice outside!	30	150	2.5		Nice, stacking bricks and building that strong aerobic engine.	Strava link: www.strava.com/activities/	495	
11	Focus f	for the	e week: build base										
12	1/13/24	м	70' easy + 4x20" <u>strides</u>	<u>SW #1</u>	As written, a little knee pain, legs tired from the weekend	75			Knee pain started 30' into run, was about a 2/10 pain and went away when I stopped	Good to chat today! Like we discussed, for run form, check out this <u>butt kick drill</u> <u>demo</u> . Also, consider scheduling a doc or PT appointment sooner rather than later.			
13	1/14/24	т	Off										
14	1/15/24	w	60' easy	Core									
15	1/16/24		70' easy + 4x30" hill strides	<u>SW #2</u>									
16	1/17/24		Off										
17	1/18/24		uphill treadmill	<u>Hip pilates</u>									
18			3h ride/run	Core								75	
19	Focus fo			0141 #4									
20	1/20/24		70' easy + 4x20" <u>strides</u>	<u>SW #1</u>									
22	1/22/24		60' easy	Core									
23	1/23/24		70' easy + 4x30" hill strides	SW #2									
24	1/24/24		Off	0000									
25	1/25/24		75' easy with 30' moderate uphill treadmill	Hip pilates									
26	1/26/24	Su	3h ride/run	Core								0	
27	Focus fo	or the v	week:										
28	1/27/24	М	70' easy + 4x20" strides	SW #1									
29	1/28/24	Т	Off										
30	1/29/24	W	60' easy	Core									
31	1/30/24	Th	70' easy + 4x30" hill strides	SW #2									
32	1/31/24		Off										
33	2/1/24	Sa	75' easy with 30' moderate uphill treadmill	Hip pilates									
34	2/2/24	Su	3h ride/run	Core								0	
35	Focus fo		week:										
36	2/3/24	M											
37	2/4/24	T											
38	2/5/24 2/6/24	W Th											
40	2/7/24	F											
41	2/8/24	Sa											
42	2/9/24	Su										0	
			-	+						+			





Objective: Design inclusive health infographics about wildfire and health risks.

Target Users: General adult population. Healthcare organizations who will be sharing the materials.

Design Specifications: Accessible and inclusive content (literacy level below 6th grade, no jargon, inclusive illustrations, multi-lingual, mobile and print-friendly).

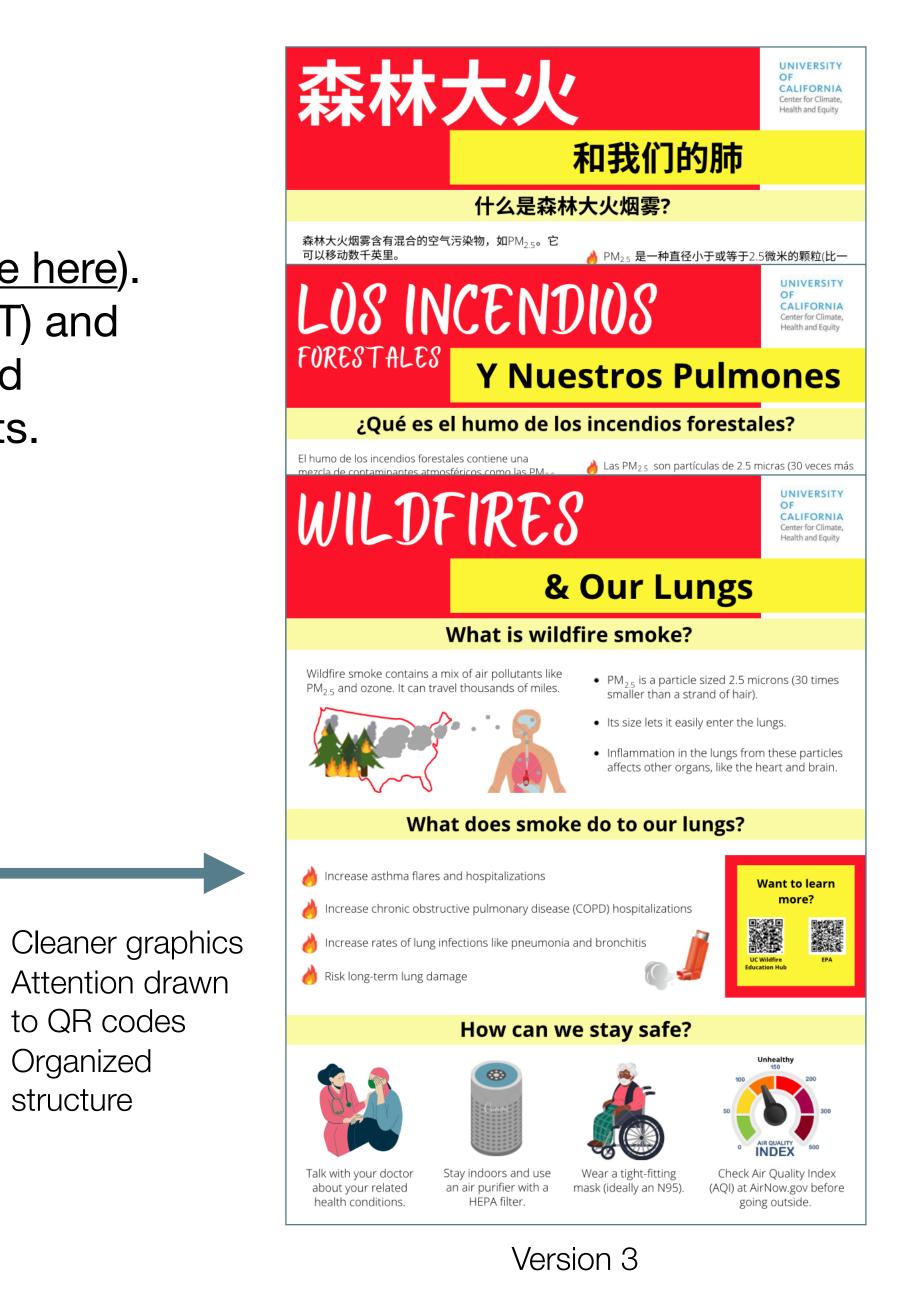
Outcome Measurements: Infographic downloads. Comprehension and recall. Adoption/use by healthcare organizations.



Design Iteration Process

Design based on my prior work creating inclusive apps (published article here). Evaluated with the Patient Education Materials Assessment Tool (PEMAT) and Suitability Assessment of Materials (SAM) for evaluation of health-related information for adults. Also obtained feedback from multi-lingual patients.

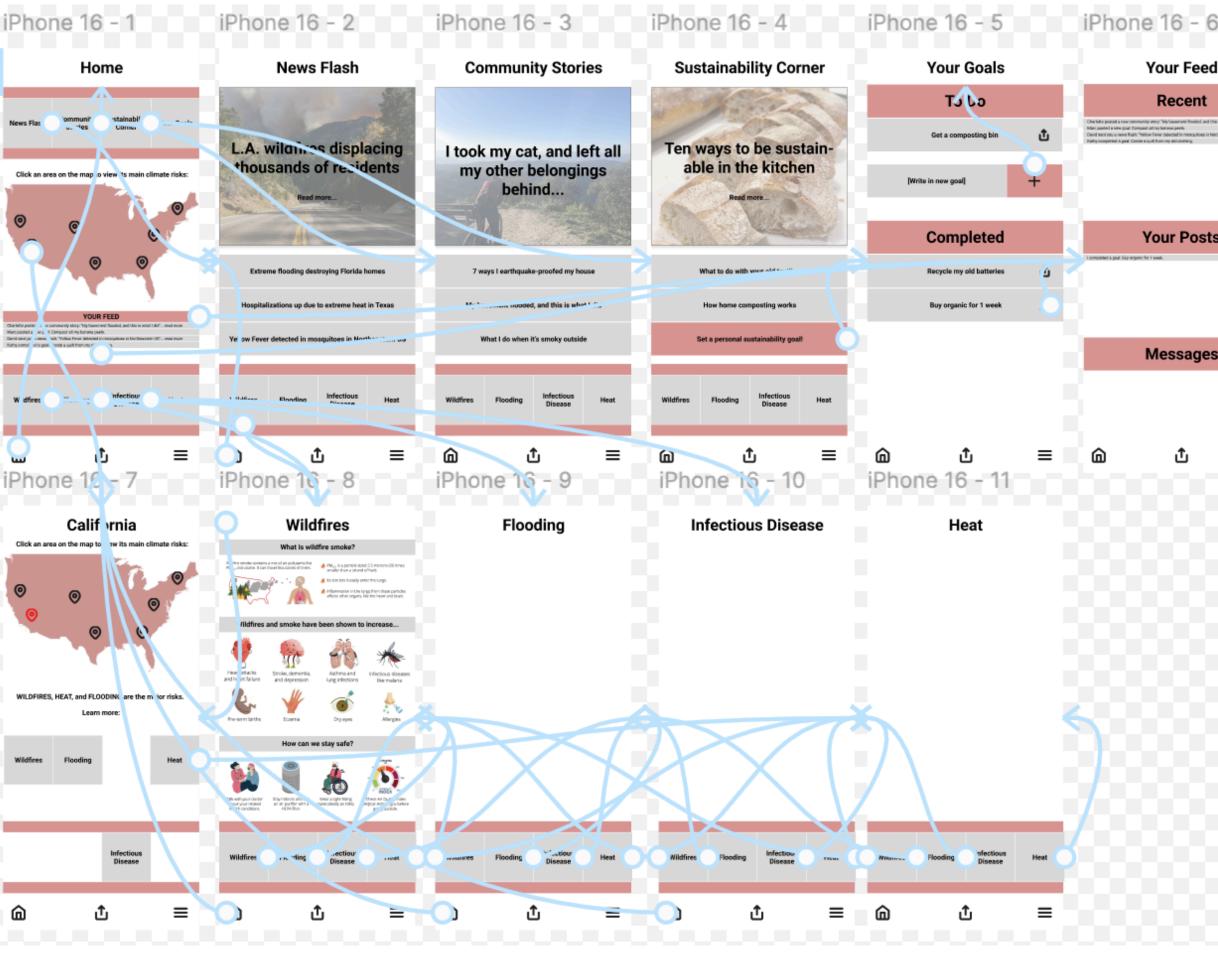




Version 2

Take-aways & Impact

- Usability includes accessibility and • inclusivity features along with functionality and style.
- All infographics are viewable here and are • published online at the UCSF Education Hub.
- I continued app design and development in • Figma as a corollary to this work.



Figma app design (early draft)

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Summary & Looking Forward

- I have a user-centered approach to product design. Each project involves iteration based on user feedback.
- Each project I undertake has process and outcome goals measured by engagement, efficiency, and accessibility, among other things.
- My backgrounds in medicine, research, and coaching have fostered creative thinking, a curious mind, and problem-solving skills that will serve me as I grow as a product designer. They have also developed my cross-disciplinary thinking and communication skills.
- I would love to contribute to your product team.
 Thank you for your consideration!

