

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:



Business
website



Athlete training
logs



Patient
education
materials

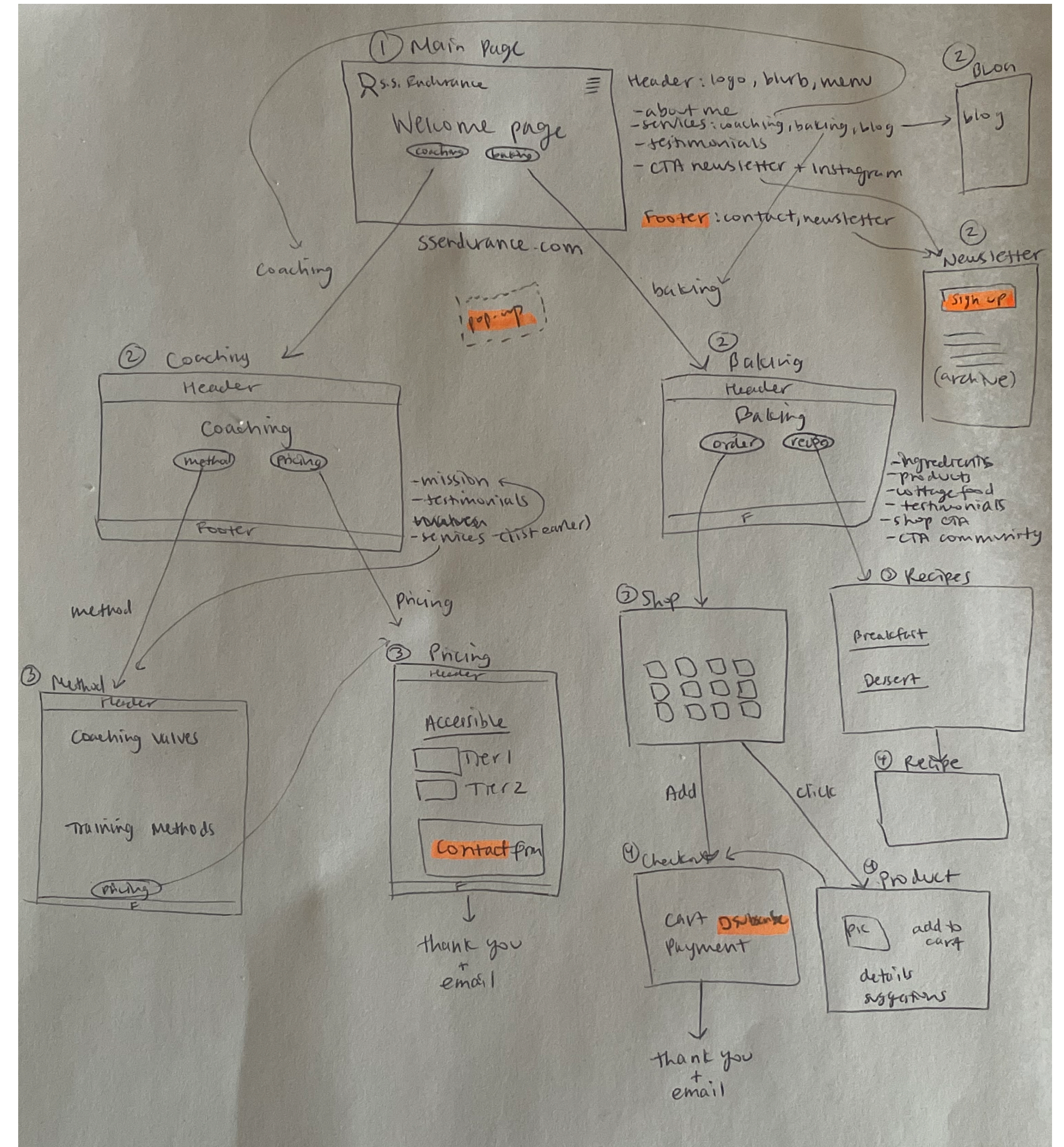
1 Business Website

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.

The image shows two wireframe versions of a welcome pop-up, connected by a right-pointing arrow. The left version has a bold 'WELCOME!' header, followed by the text 'Get endurance news, training tips, and recipes delivered right to your inbox every Tuesday morning.' Below this is a text input field labeled 'Email Address *' and a large red button with the text 'YES, PLEASE!'. At the bottom, it says 'We don't spam! Read our [privacy policy](#) for more info.' The right version has a bold 'Welcome!' header, followed by the text 'Consider signing up for my Tuesday newsletter featuring endurance news, training tips, and recipes.' Below this is a text input field labeled 'Email Address *' and a large pink button with the text 'Sign up!'. At the bottom, it says 'We don't spam! Read our [privacy policy](#) for more info.'

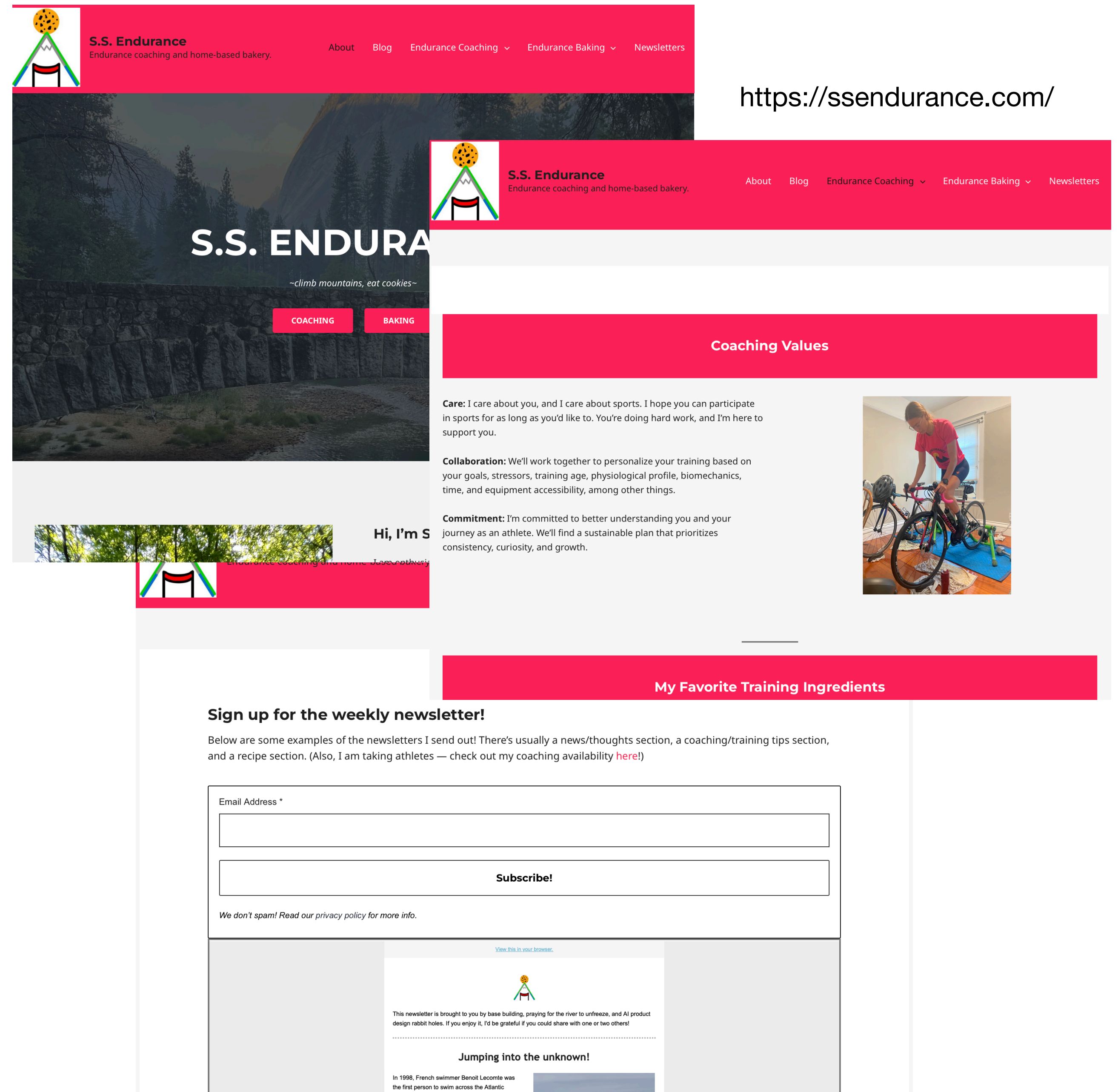
Improved pop-up design was more inviting.

The image shows a wireframe of a contact form on a light pink background. It features three input fields: 'Name *' (split into 'First' and 'Last'), 'Email *', and 'Message *'. Below the message field is a line of text: 'Note which coaching tier you're interested in, or undecided! Mention why you're seeking coaching and what your goals are. Thank you so much, have the best day!'. At the bottom left is a red button with the text '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.



2 Athlete Training Logs

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.

Sa	Su	M	T	W	Th	F
Jul 2 80' ez bike w/ 6x20" 150j.	3 4000yd swim	4 90' bike ez → tempo 10mi trail run fast downhill	5 60' 22 bike ez run home 4mi	6 FTP test bike 6.5mi run 30' bag swim	7 RECHARGE	8 2h ez bike 5.6mi run ez
9 65' tempo bike 11.5mi run w/ 1mi tempo	10 3hr 10min ez bike 3200yd swim	11 60' trail run ez hilly!	12 2h ride w/ 8x20" strides 45' run ez w/ 6x20" strides	13 90' bike ints 3x12' 2x5' 70' run w/ 1mi tempo 30' swim AP	14 OFF	15 2h30 ez bike 5.6mi run ez
16 2h trail run w/ effort 1.5k ft 90' ez bike	17 3700yd swim 10mi ez ez bike	18 65' ez run	19 75' ez bike w/ spin-ups 40' ez run	20 60' bike w/ 4'-3'-2'-1' v02 60' ez run w/ strides 20' swim	21 OFF	22 90' bike w/ 30', 20' tempo 60' ez run
27 2h 11mi 2.4k ft trail run 70' ez bike	24 60' ez run 3000yd swim 2h10' bike w/ 7x20" strides	25 AM 25Fg 25' ez ride	26 2.5h/30mi outdoor ride some efforts back 2h trail run some efforts (12.4mi/1.3kft)	27 90/9mi ez run flat 80' bike spin outdoor	28 AM 25Fg 2h bike ints 2x1' 3x3' 4x2' 5x1'	29 75' ez run (7.8mi)
30 60' (6.2mi) ez run w/ 8x30" strides 3.25hr ez bike outside	31 3500yd swim w/ ints	1 32mi ss bike across 2nd 60' (17.2mi) track run 5x800s	2 2500yd ez swim	3 PM 25Fg 80' bike w/ spin-ups	4 3000yd swim 60' hilly jog w/ 4x20" strides	5 1h40m bike w/ 18-15-30' 15' 0' overhills
6 Rodeo Valley TR!!! 50' trail jog	7 6mi run w/ 25mi tempo (50') 2.25h bike in aero + article 4.5mi (10') run w/ 3mi tempo	8 AM 25Fg 30' AP over swim 2h25m ez bike trainer	9 9mi (85') ez run w/ strides 45' recovery ride	10 1hr40m bike trainer w/ ints 3x(5x30'/30', 10' 23-4)	11 AM 25Fg 3400yd swim w/ ints	12 9mi (90') run w/ 4x35' hills, 8x30" hills ints 75' 22 bike
13 38mi (4.5h) bike ez outside	14 17.5mi (3.25h) run 3200ft ez ez	15 2h10m bike trainer w/ 5x20' 5.2mi (35') run bike w/ 3mi tempo 2h20yd swim	16 60' 22 bike ez run w/ 8x20" strides (7x20"?)	17 PM 25Fg 2h20m ez w/ bursts bike trainer 90' ez bike	18 9.2(85') run w/ strides 3000yd swim ez 90' ez bike	19 1h50m bike ints 7mi (10') ez w/ hilly
20 4000yd swim w/ ints	21 9.6mi hilly trail run 1.7k ft 2h10m bike ez w/ 10x20" bursts	22 90' 55 (sweet) bike 12.6mi prog run	23 PM PIF small group 1-2:30, 4:55 route 95' ez bike 2700yd ez swim	24 6.4mi (1hr) ez 60mi (3.7hr) ez outdoor bike	25 AM 25Fg 3300yd swim w/ 150s 11mi run w/ 4x105" hills and strides	26 30' bike flush 30mi+SWIMET 30mi
27 15mi hilly run 2.7k ft 1.5hr ez bike	28 2h10m ez bike w/ 3x10' tempo 2300yd ez swim legs dead	29 Rads → 5.5mi ez run	30 95' ez w/ 30"x8" stride bike 3800yd swim (16x200P on 3:10) 2300yd swim w/ 6x50s fast	31 PM 25Fg 60'(6.4mi) run 8x30" strides 60' ez bike trainer	32 35'(3.7) ez run 3hr 40'+35T trainer bike	33 2000yd over hills
31 12'15' tempo w/ 1' rest run 20' flush bike	1 1h50m acrs ride 21-23	5 Rads → 1h15m (6.6mi) trail run 1.5k ft ez 50' ez bike	6 2300yd swim w/ 6x50s fast	7 PM 25Fg 40'(4.3mi) run w/ 5x30" strides 1h20m bike trainer some ints	8 1700yd swim w/ 4x100 4x50 60' ez ride	9 33'(3.6mi) run w/ 4x90" PIF 33' bike w/ 4x9 @ P

Design Iteration Process

Initial Google Sheets version



Testing out Final Surge



Final Google Sheets version

Training Journal

File Edit View Insert Format Data Tools Extensions Help

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Planned 3:58 PM Analyze

Strength Tr...

Run 6.29 mi 1:14:38 hr 11:51 min/mi Normal Light

Details

Run

Planned vs Completed

Distance 6.29 mi

Duration 1:14:38 hr

Pace 11:51 min/mi

Felt Normal Effort Light

Zones & Peak Power

Pain & Injury 1

Post Workout Notes 0

Workout Builder

Videos & Attachments 0

Weather

Routes 0

Comments 0

29 9:05 AM

Run 8.48 mi 1:34:00 hr 11:05 min/mi Normal Moderate

2 8:31 AM

Run 8.18 mi 1:36:34 hr 11:48 min/mi Good Moderate

3 4:36 PM

Bike 50:50 min Normal Light

4 12:08 PM

Run 4.89 mi 45:00 min 9:12 min/mi Normal Light

7:24 PM

Bike 45:15 min Normal Moderate

28.55 mi 9:25:42

28.55 mi 10:57:10

Training Journal

File Edit View Insert Format Data Tools Extensions Help

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P45

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- 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 data-driven or not as they would like.

[illegible]

3 Patient Education Materials

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

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

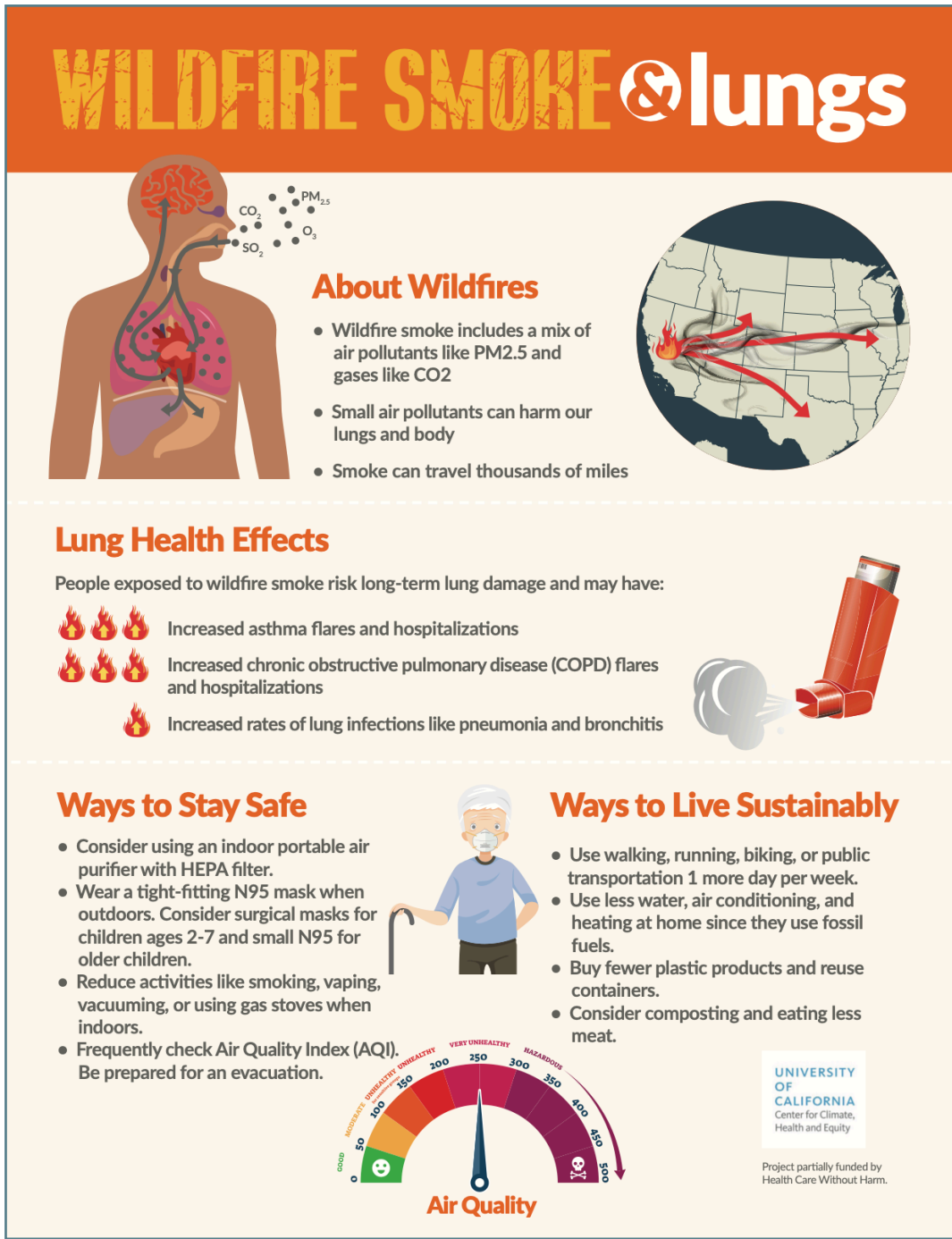
Design Specifications: Accessible and inclusive content (literacy level below 6th grade, no jargon, inclusive illustrations, multi-lingual, mobile and print-friendly).

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



Design Iteration Process

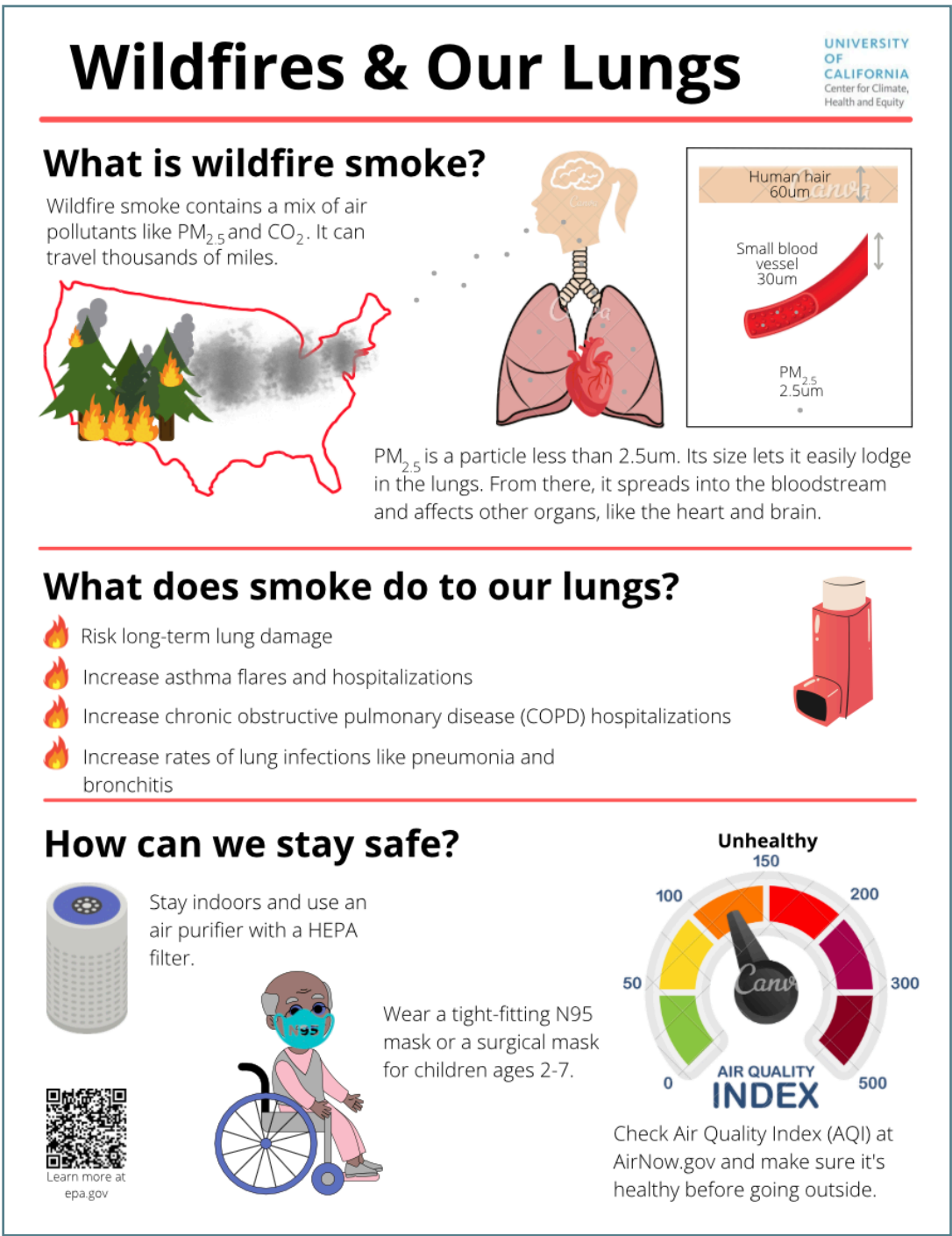
- Design based on my prior work creating inclusive apps ([published article here](#)). Evaluated with the Patient Education Materials Assessment Tool (PEMAT) and Suitability Assessment of Materials (SAM) for evaluation of health-related information for adults. Also obtained feedback from multi-lingual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



Version 1



- Cleaner color and font styles
- Addition of QR code
- FAQ-style



Version 2



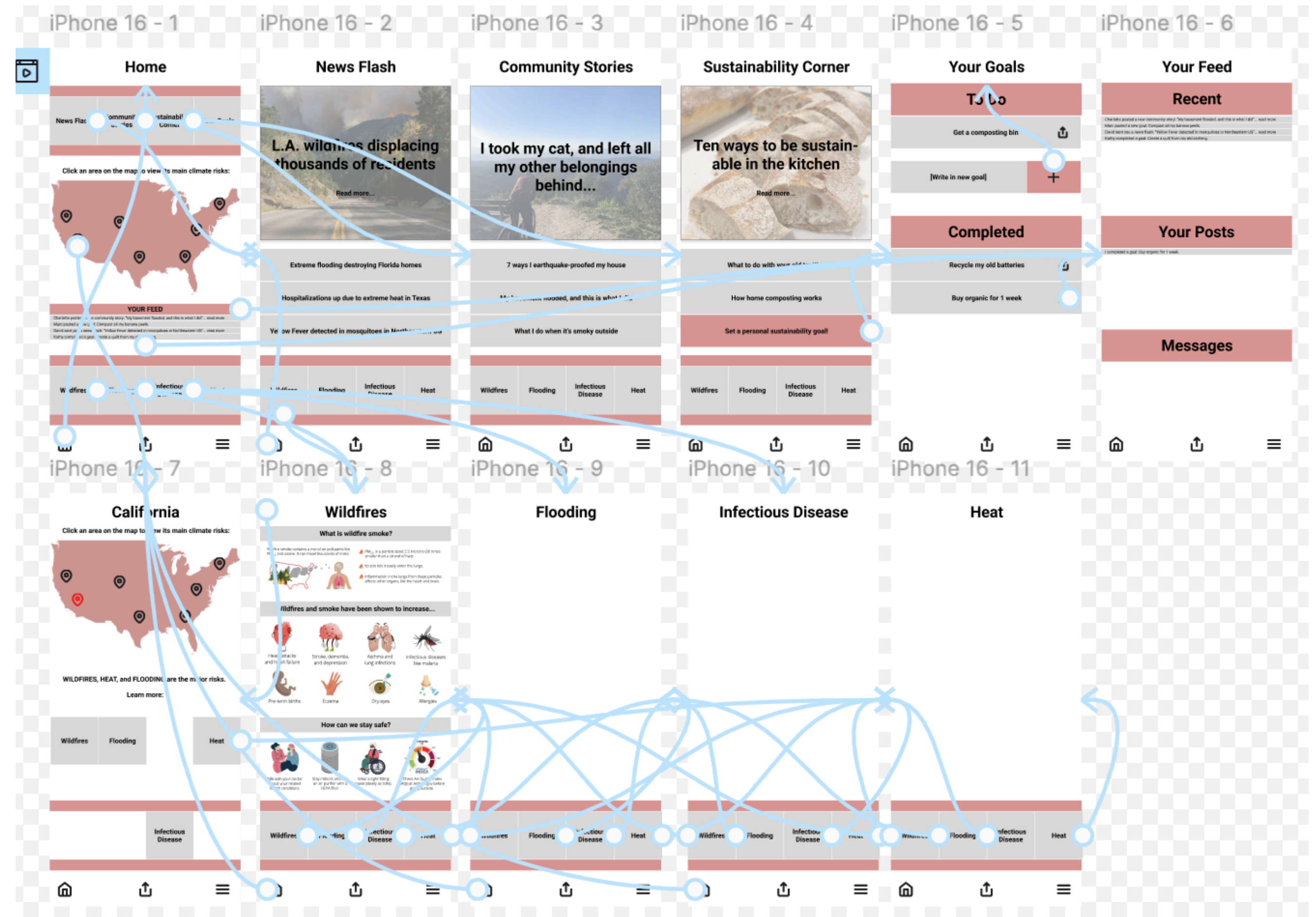
- Cleaner graphics
- Attention drawn to QR codes
- Organized structure



Version 3

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)

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!

