

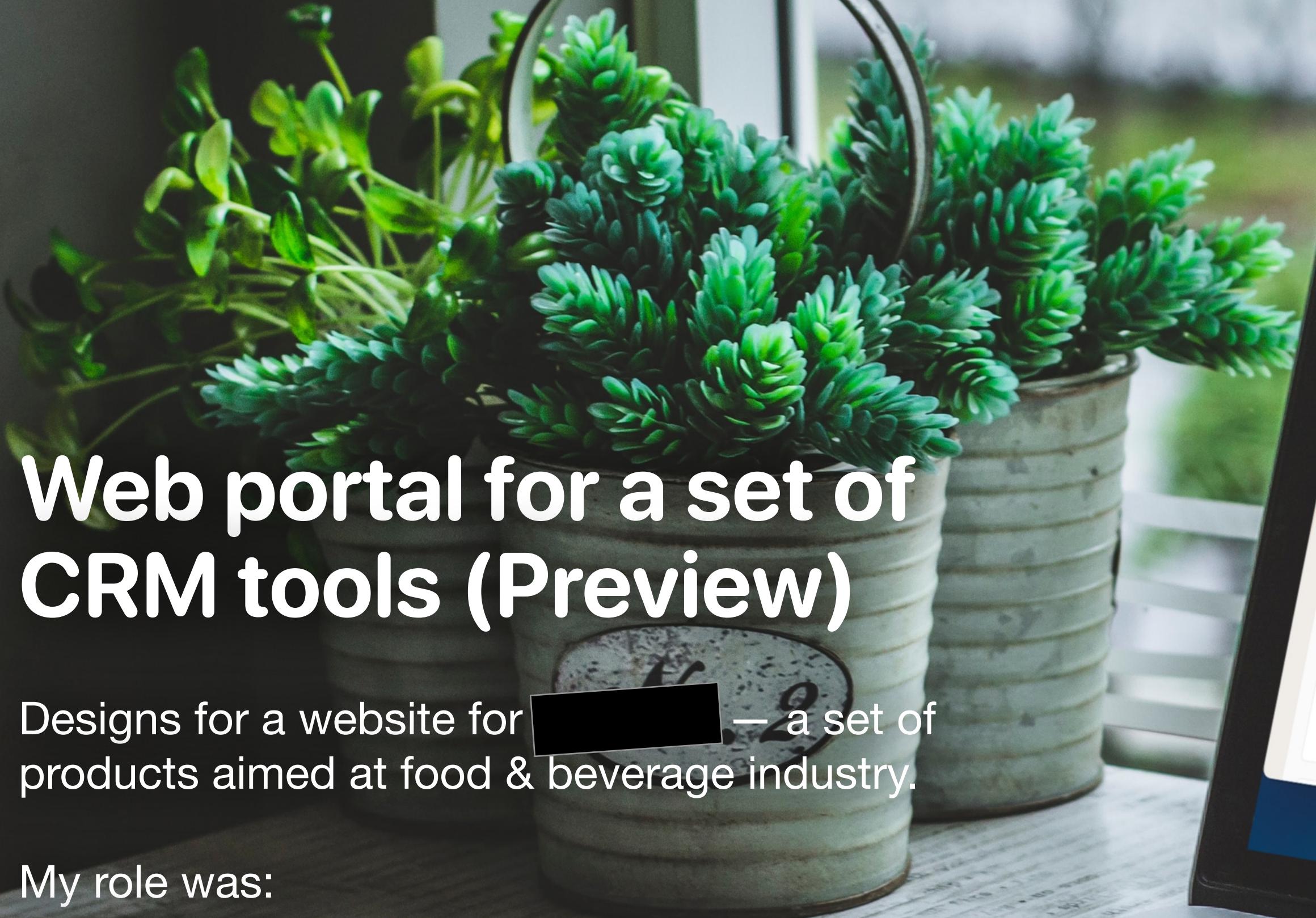
# Alexander Hladkyi

## Designer / UX + UI + Interaction

### Selected Works

[alex@astroastro.works](mailto:alex@astroastro.works)





# Web portal for a set of CRM tools (Preview)

Designs for a website for [REDACTED] – a set of products aimed at food & beverage industry.

My role was:

- User experience (UX)
- User flows
- Wireframes
- Prototypes
- User interface (UI)



# Desktop...

### Dashboard

**{Account Name} Dashboard**

**Pinned actions**

Ordering	Marketing	Surveys	Loyalty & Rewards	Gift Cards	Users	App settings
Order Throttling	{Report name} report	Add new survey	Point Ratio	Gift card settings	Add new user	Featured content
Quote Times	Add new notification	Survey settings	Active campaigns	Add new gift card	Active users	
Delivery Settings	Active templates		Upcoming campaigns	Add new bonus card	Loyalty card users	
			Add new campaign			
			{Campaign}			
			{Campaign name that wraps to 10 lines and...}			

**Ordering**

Product # KPI

**Marketing**

Product # KPI

**Loyalty & Rewards**

Product # KPI

**Program Settings**

**Featured Content**

Version 2.0 Legacy

Add item

English German Spanish

1 2 3 4 5

Edit Delete Edit Delete Edit Delete Edit Delete

Title... Description Title... Description Title... Description Title... Description

Title... Description Title... Description

### Users

Analytics Reports User Accounts

Search or jump to... danger.noodle

User details

Edit user User log User notes User surveys Merge accounts

User info

	Name: William Diwedi
	MemberID: 23543764AF
	Email: diwedi@email.com
	Phone: +12345678900
	Address: 505 N Lake Shore Dr
	City: Chicago
	State: Illinois
	Zip: 60611
	Signed up: 2016-01-01 23:00:00 UTC-06:00
	Birthday: 1986/10/27
	Parent member ID: 23543764BE
	Preferred language: English

Analytics

Reward points

Add points Log purchase History log

Available points: 8743
Status level: Gold Status Member
Total points: 8743

Loyalty cards

Add card

Card number: 2345364564564

Gift cards

Add card

Card number: 2345364564564 CCV: 007 Balance: 34.5

### Dashboard

Search or jump to... appsuite danger.noodle

Search results

7 account results matching "appsuite"

All	2,999
Accounts	7
Locations	35
Campaigns	35
Users	2,235
Another type	35
And another	35
And another	35

Showing 1 to 18 of 18 entries

Show 25 entries Previous 1 Next

# And mobile...

The image displays four mobile application screens side-by-side, illustrating a cohesive design across different functional areas:

- Dashboard**: Shows pinned actions for Ordering (Order Throttling, Quote Times, Delivery Settings) and Marketing (Report name, Add new notifications, Active templates). It includes a graph titled "Product # KPI" and a second graph partially visible at the bottom.
- Program Settings**: Features a "Featured content" section with two items. Item 1 shows a colorful graphic of the number 13 and a placeholder for Title... and Description. Item 2 shows a landscape image with a comet and a placeholder for Title... and Description. Navigation tabs at the top include "Version 2.0" (selected), "Legacy", and "Add item". Language tabs below are English (selected), German, and Spanish.
- Users**: Displays user details for William Diwedi. It includes a profile picture, MemberID (23543764AF), Email (diwedi@email.com), Phone (+12345678900), and Address (505 N Lake Shore Dr). A "Reward points" section shows Available points (8743), Status level (Gold Status Member), and Total points (8743). A "Analytics" section is partially visible at the bottom.
- Search results**: Shows search results for "appsuite" across three categories: All (2,999), Accounts (7 selected), and Locations (35). The results list includes:
  - AppSuite** (Account)
  - AppSuite (Copy) Rewards Business** (Account)
  - AppSuite 2** (Account)
  - AppSuite Complete with campaigns** (Account)
  - Appsuite MaitreD Lab** (Account)
  - AppSuite News** (Account)
  - AppSuite Order** (Account)Pagination controls "Previous", "1", and "Next" are at the bottom.

# Task Manager App for Event Coordinators

Designs for a mobile app for Spiral — a task manager app aimed at event organizers and coordinators.

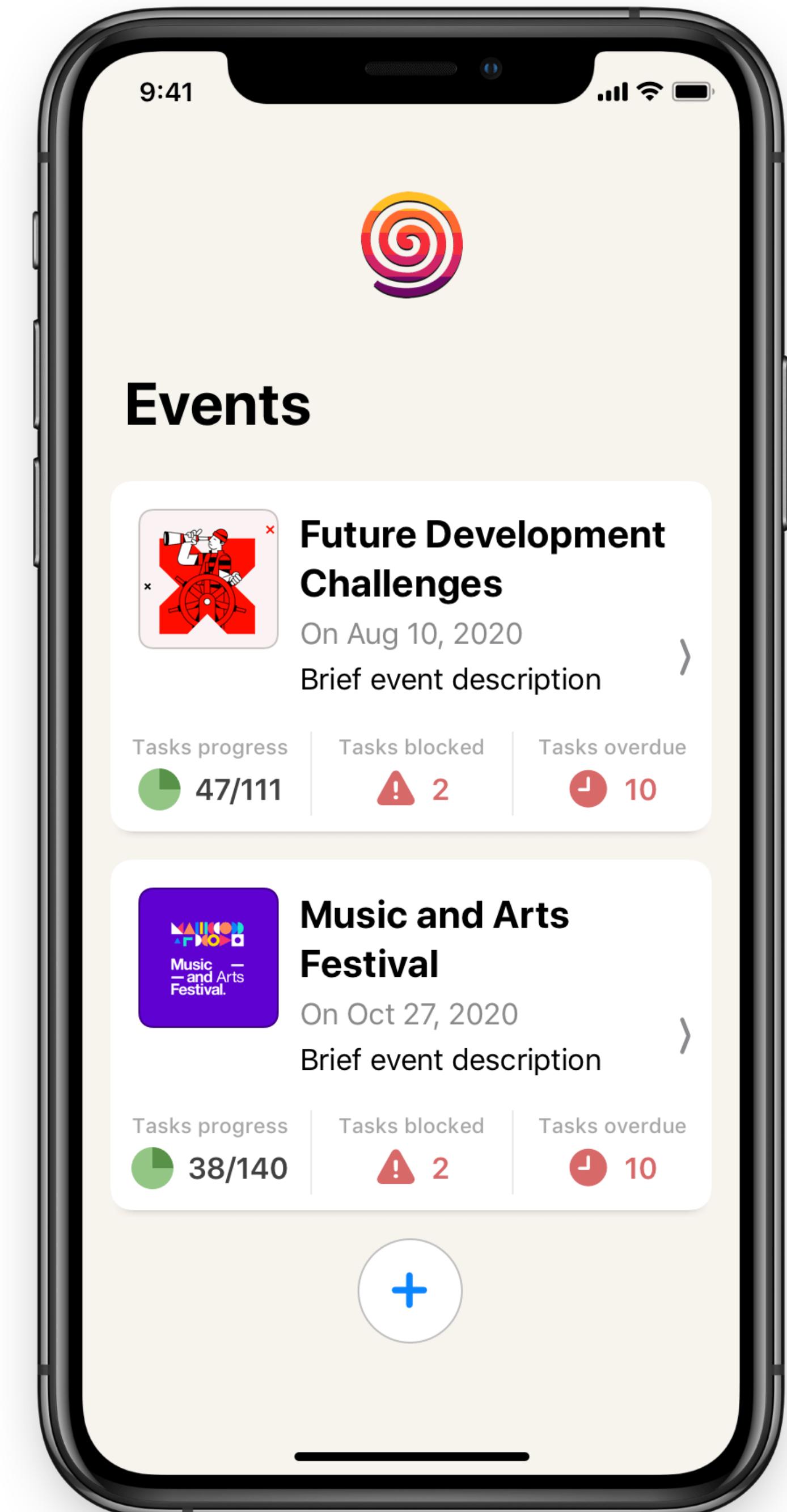
My role was:

- User experience (UX)
- User flows
- Wireframes
- Prototypes
- User interface (UI)



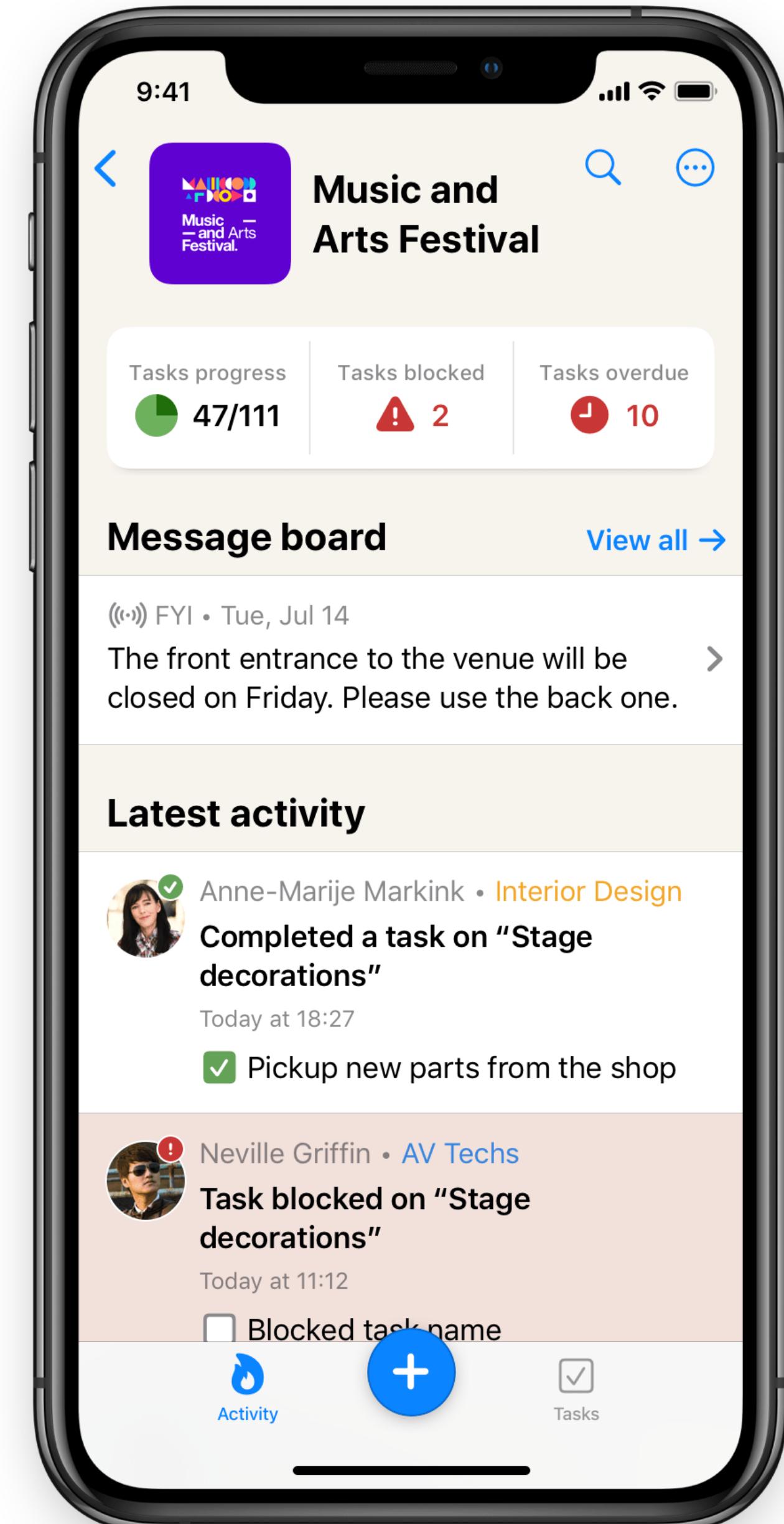
# Multiple events

The app helps event coordinators get a birds-eye view of the preparations for multiple events. See how's the tasks progress looks like and get notified about any problems



# Event activity

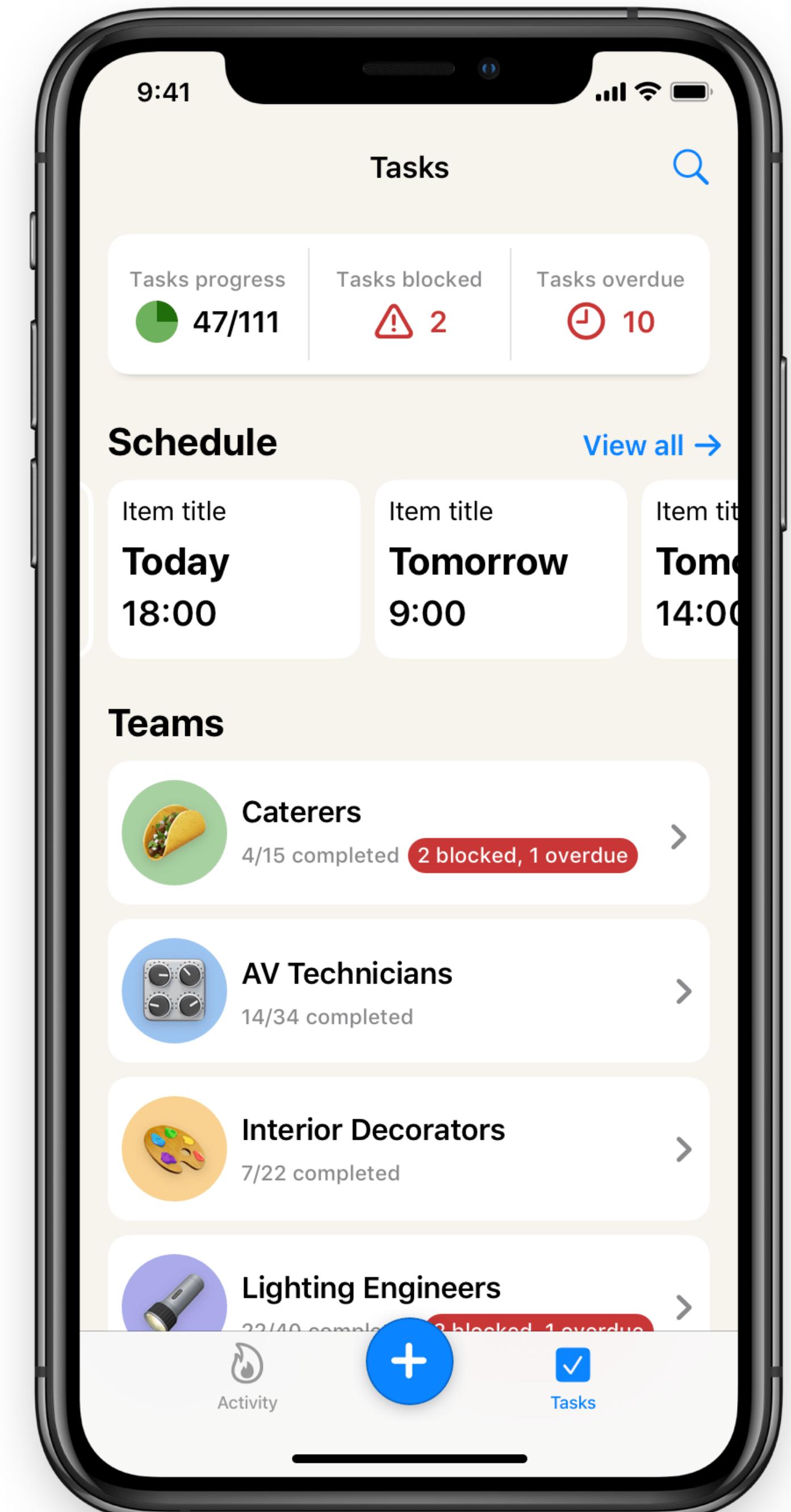
Activity provides a birds-eye view of the preparations as well as an ability to make event-wide announcements for all teams.



CLOSED ON FRIDAY. PLEASE USE THE BACK ONE.
<b>Latest activity</b>
 Anne-Marije Markink • Interior Design Completed a task on "Stage decorations" Today at 18:27 <input checked="" type="checkbox"/> Pickup new parts from the shop
 Neville Griffin • AV Techs Task blocked on "Stage decorations" Today at 11:12 <input type="checkbox"/> Blocked task name
 Hirini Hakopa • Catering Completed a task on "Menu changes" Today at 18:27 <input checked="" type="checkbox"/> Find alternative ingredients
 Anne-Marije Markink • Interior Design Completed a task on "Stage decorations" Today at 18:27 <input checked="" type="checkbox"/> Pickup new parts from the shop
 Neville Griffin • AV Techs Task blocked on "Stage decorations"

# Event tasks

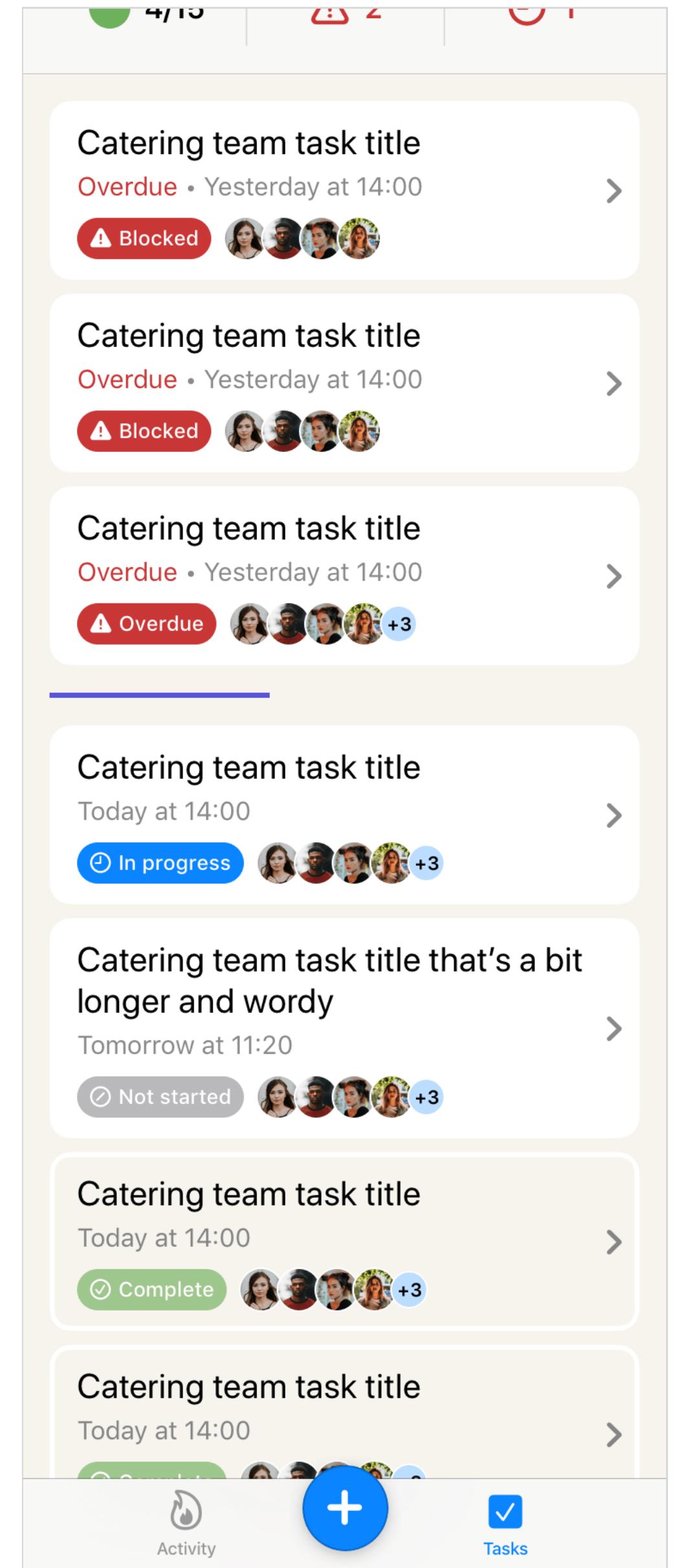
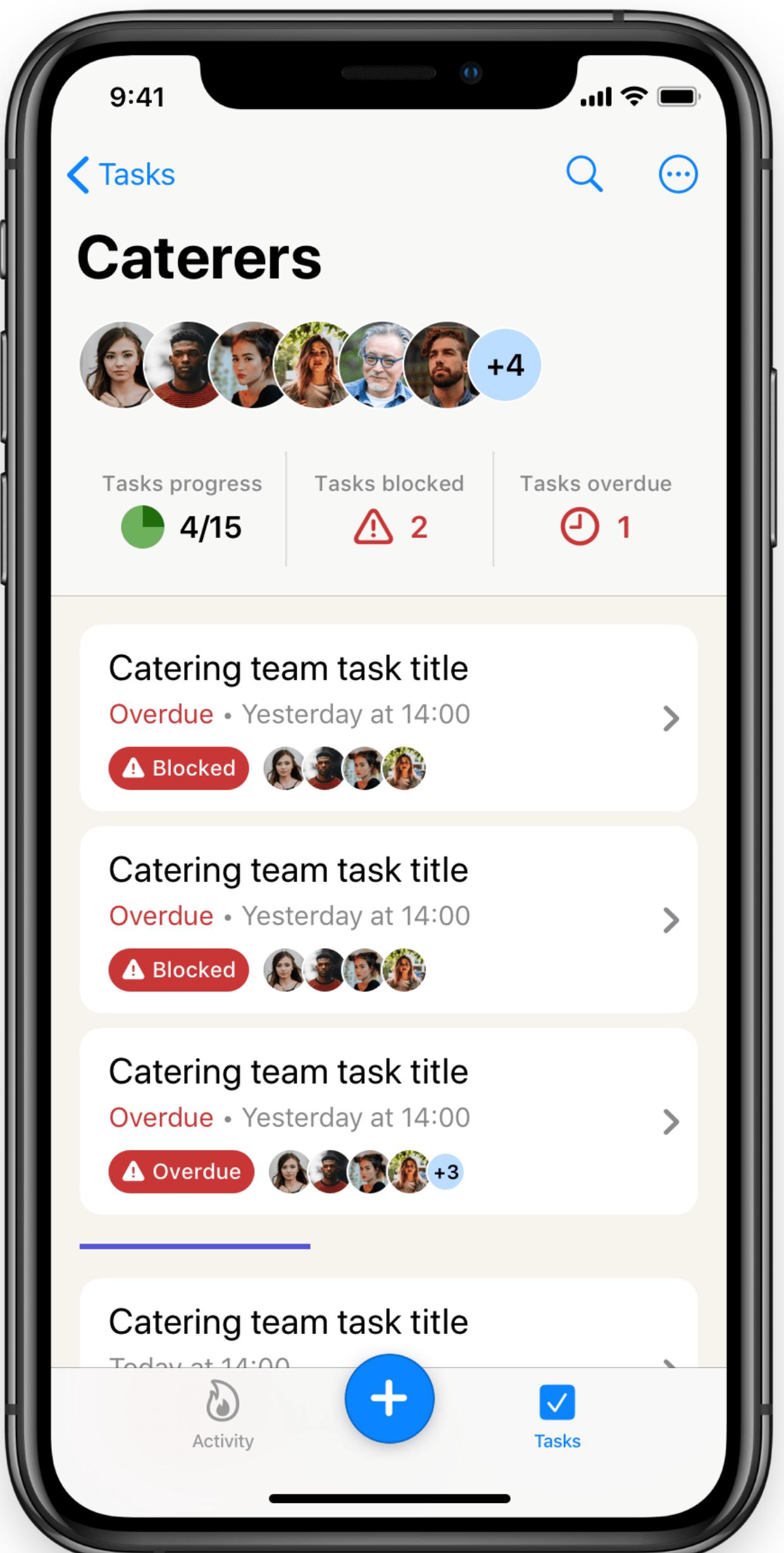
All tasks are assigned to their teams.  
An overall progress and alerts for the whole event are gathered at the top.



# Team tasks overview

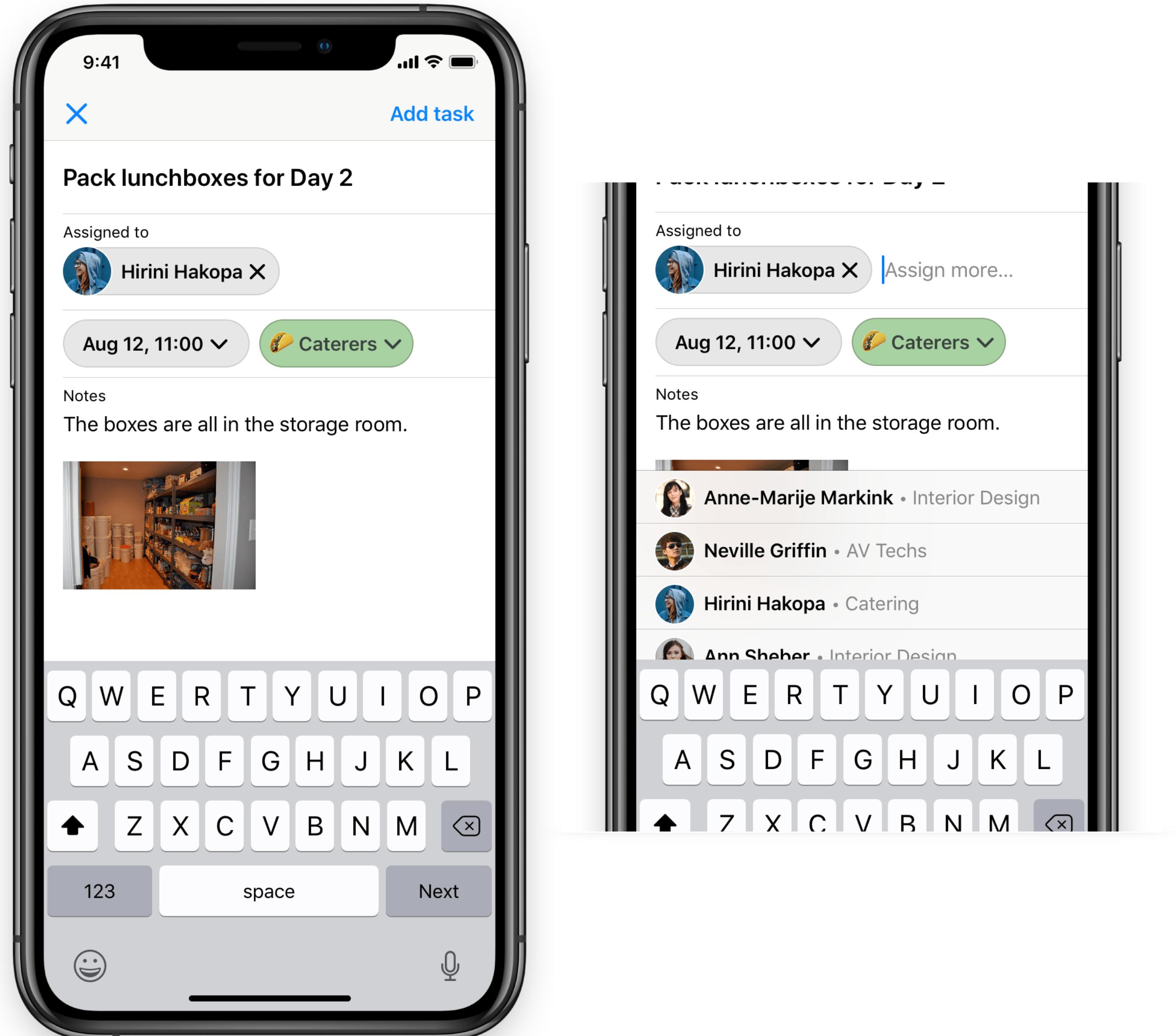
Team view shows all the tasks assigned to a specific team with problematic tasks pinned to the top. And the rest sorted chronologically.

Counters at the top help organizers see how a specific team is doing.



# Adding tasks

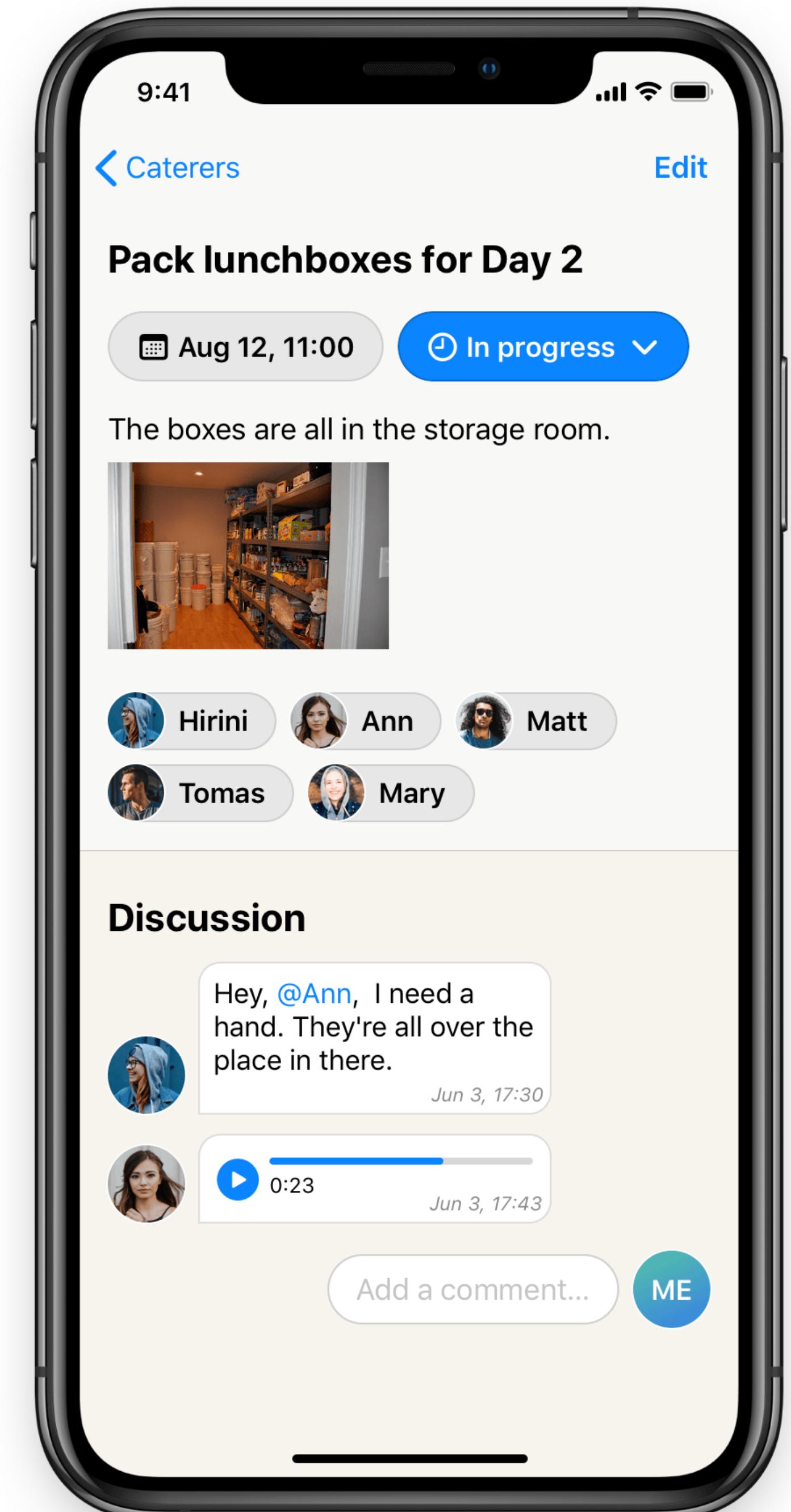
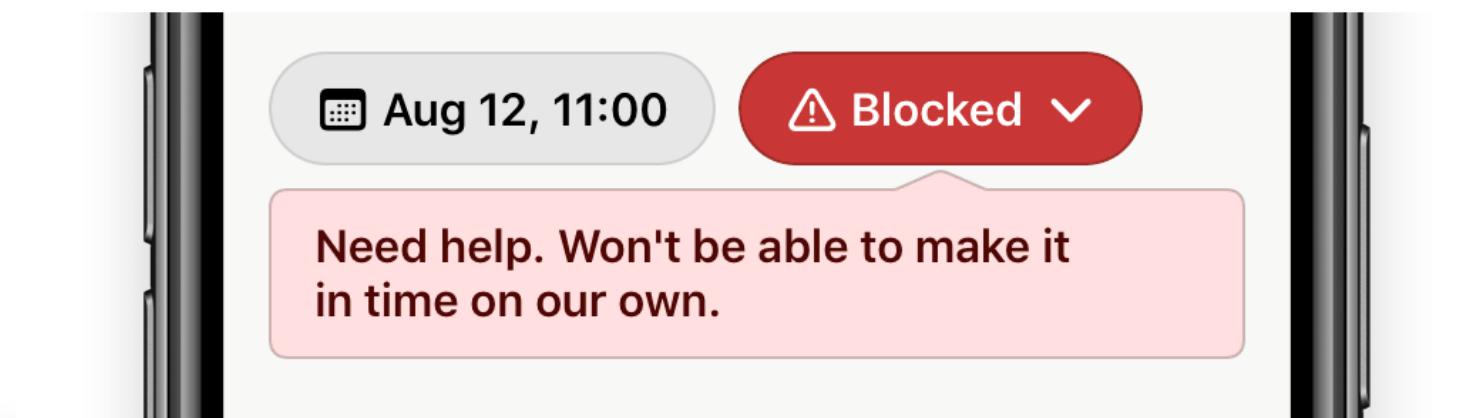
When adding a task, organizers can assign it to staff members, add deadlines, reference other people and also add images in notes.



# Working on tasks

Apart from usual task status tracking, deadlines and listing staff members assigned to the task.

The app also gives people a way have a discussion in the context of the task.



# Tasks discussions

The section works like a chat where workers can post updates via text, voice or images as well as ping other event staff for help.



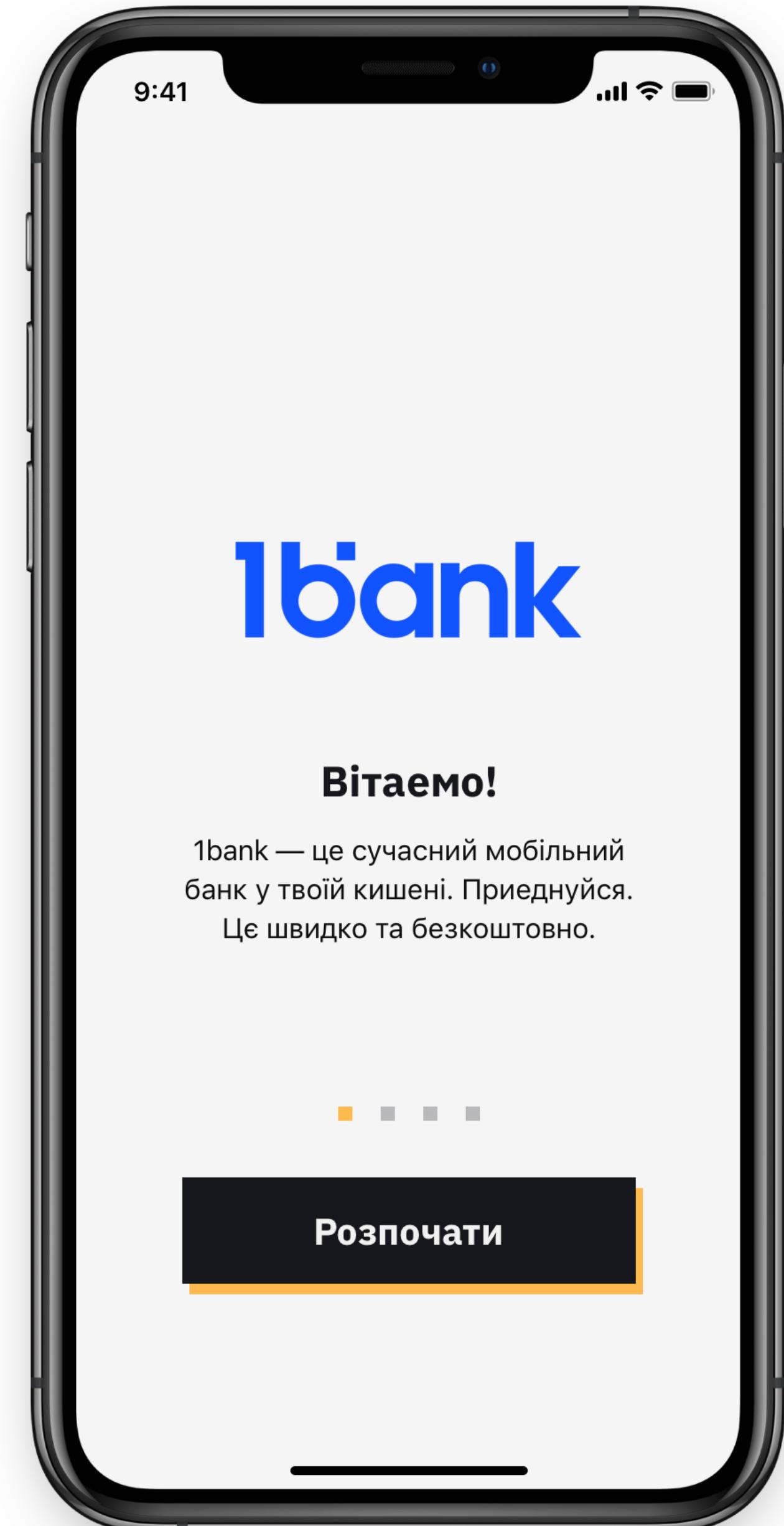
# Mobile app for a neobank start-up

Designs for a mobile app for a neobank start-up—a new virtual bank without any traditional offline branches, that relies solemnly on its mobile apps to provide their services to their customers.

I was responsible for designing a first-time registration experience for the MVP version of the apps. The challenge was to design the experience in such a way that it would collect all the necessary data but at the same time keep it as short and as simple as possible.

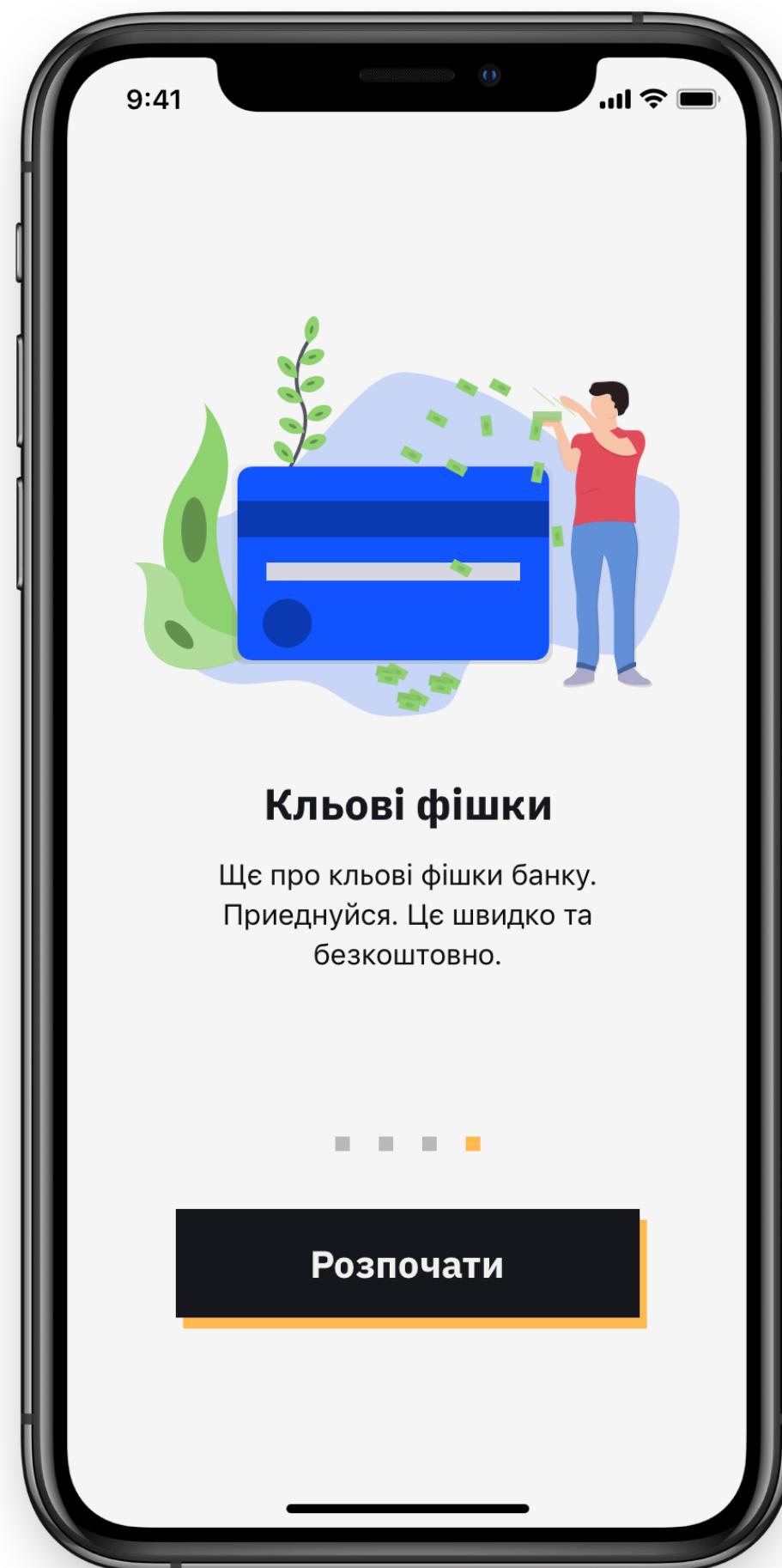
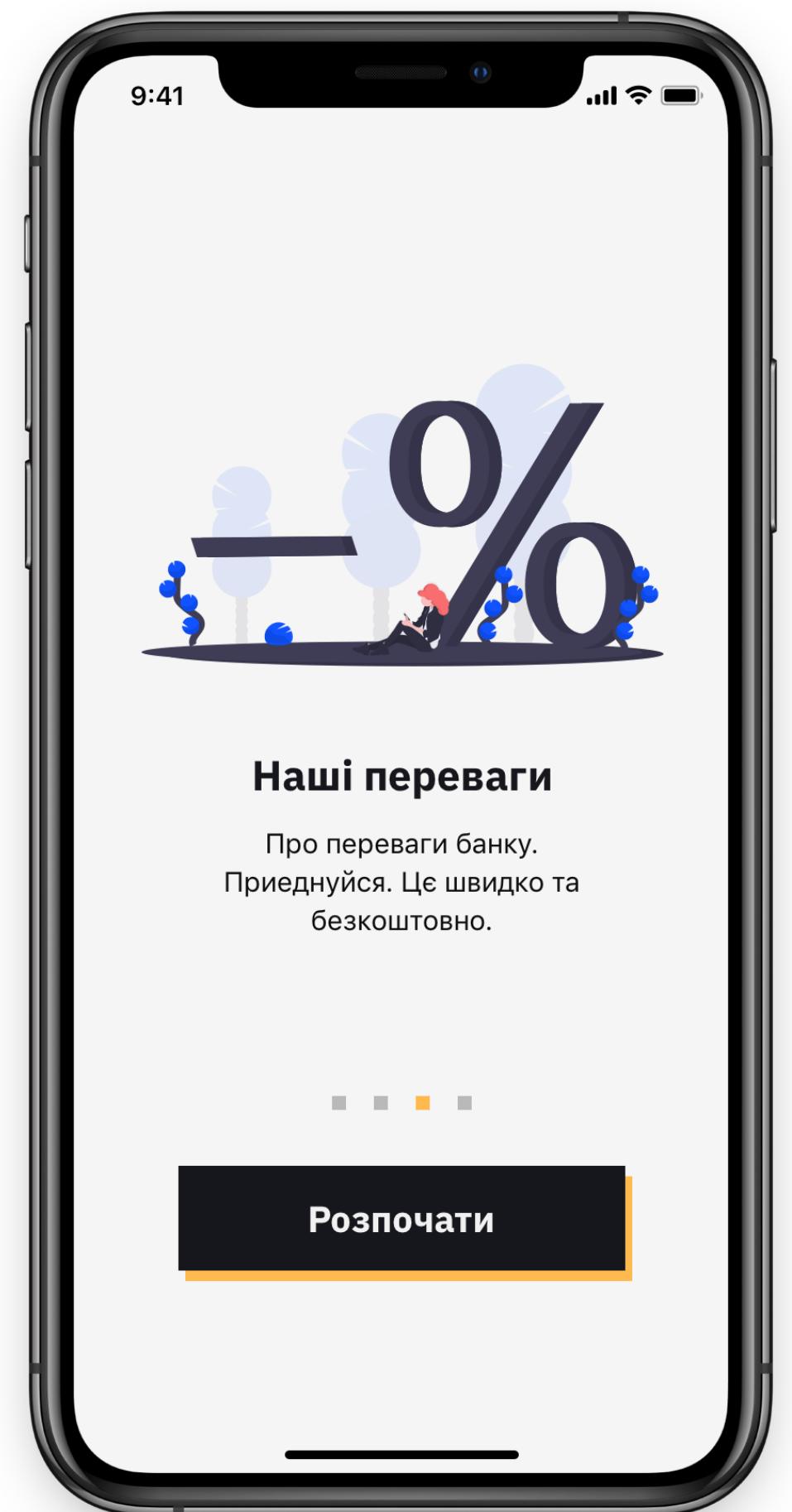
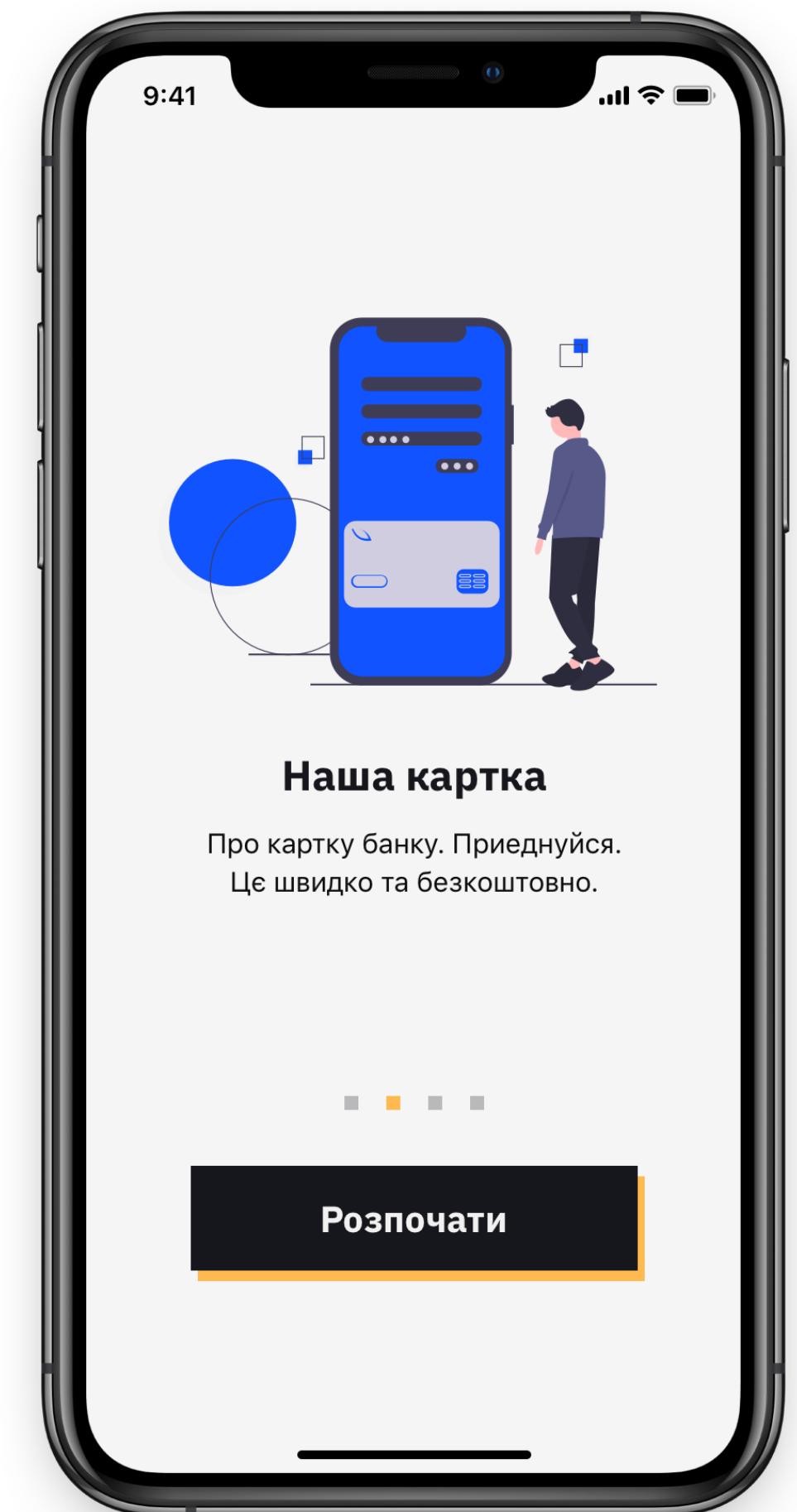
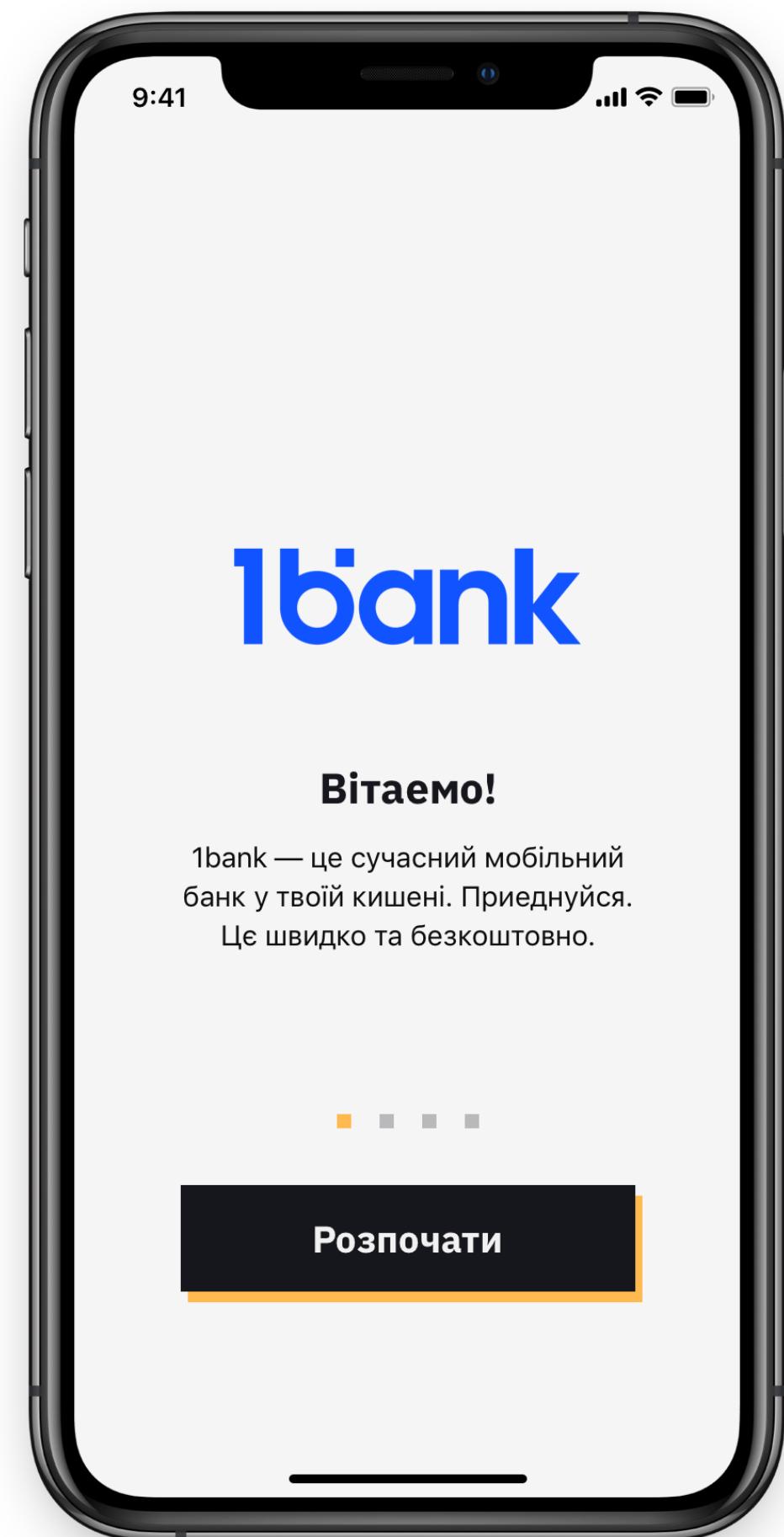
My role was:

- User experience (UX)
- User flows
- Wireframes
- User interface
- Prototypes



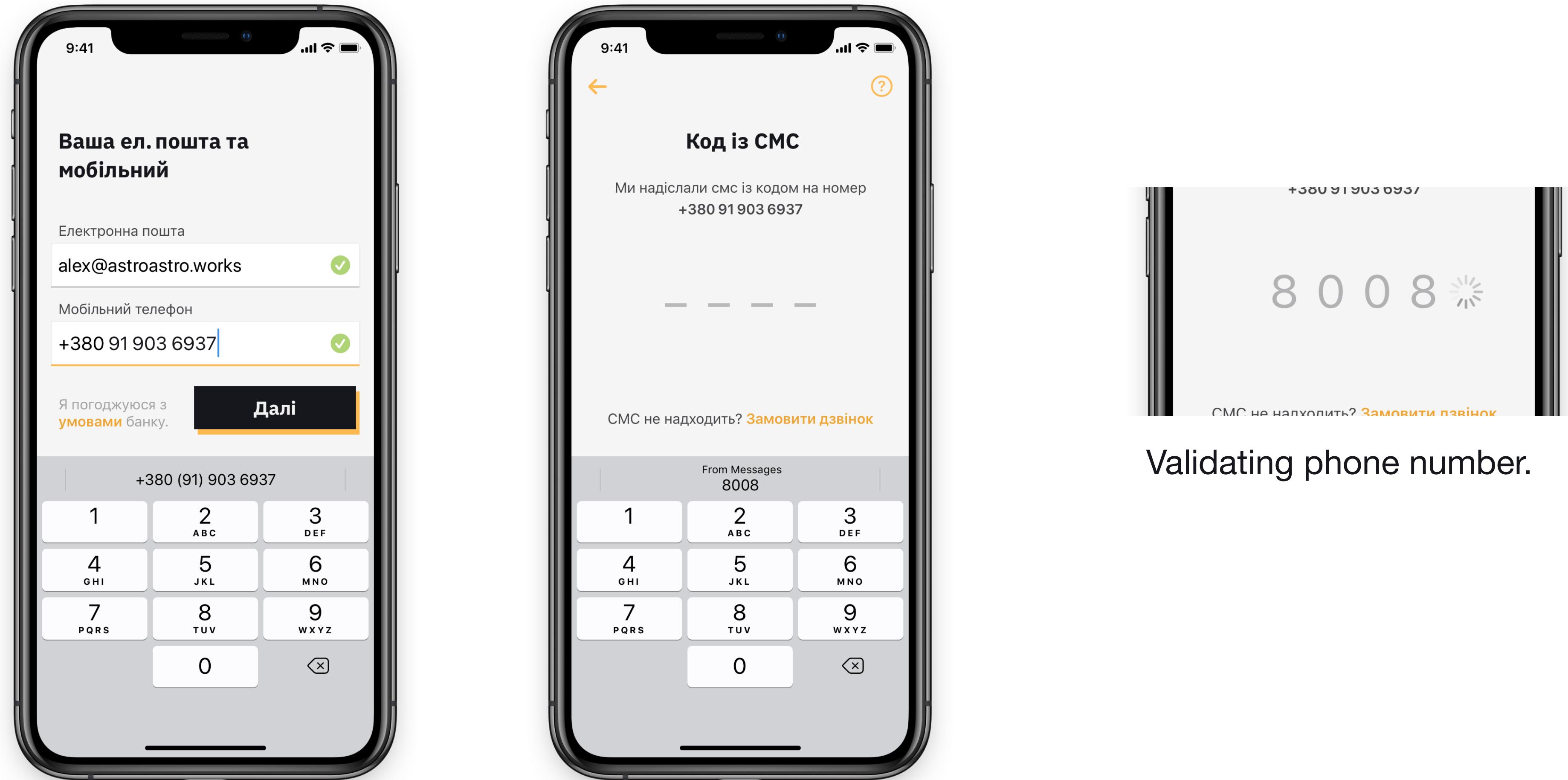
# Brief introduction of the neobank

On first launch customers are shows a short introduction talking about key points of the service. Plus an option to skip and go straight to registration.



# Email and phone verification

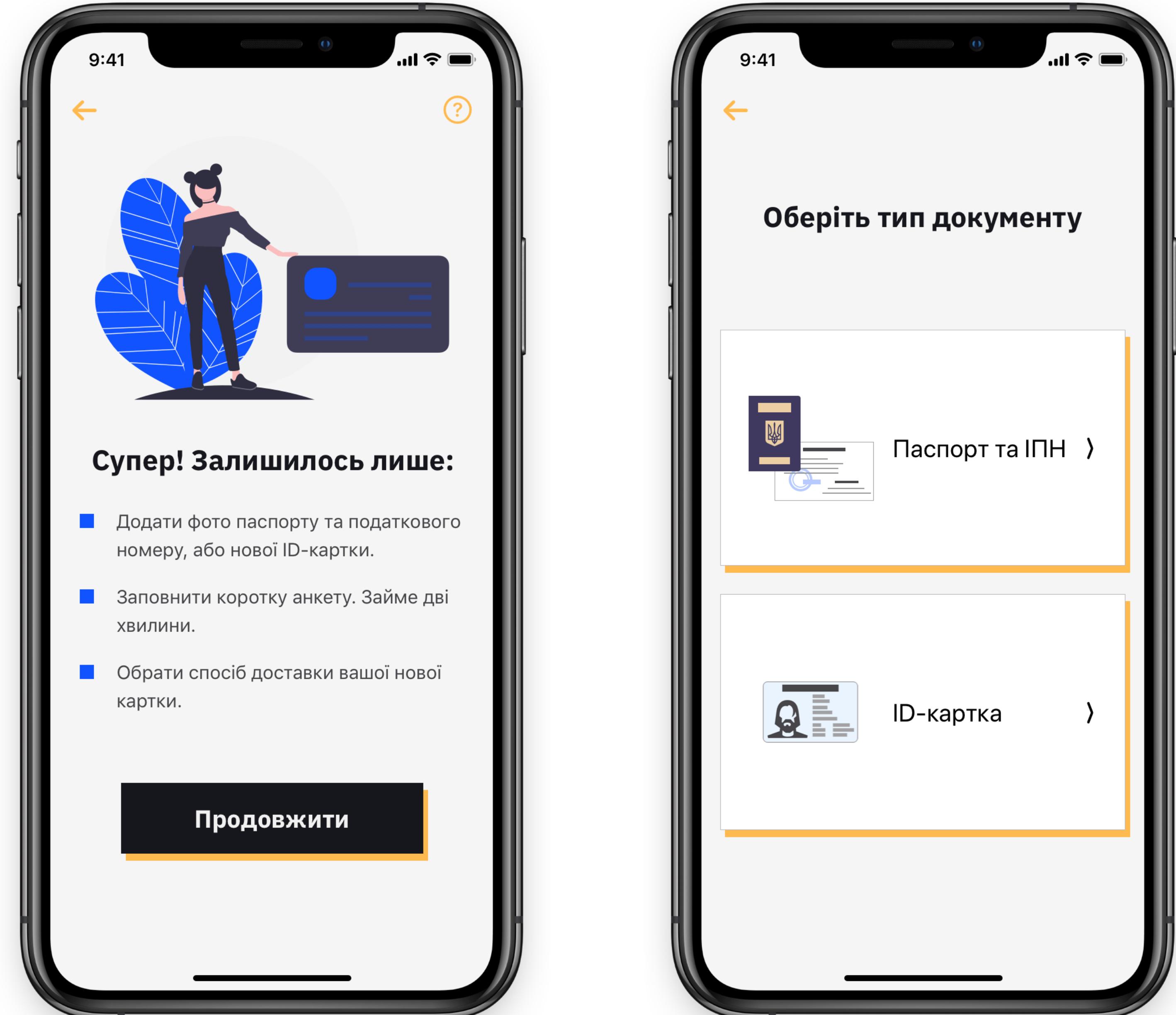
Because the bank relies on the phone as a means to contact the customers, phone verification is moved to a first step in the registration process.



# Remaining steps and ID type selection

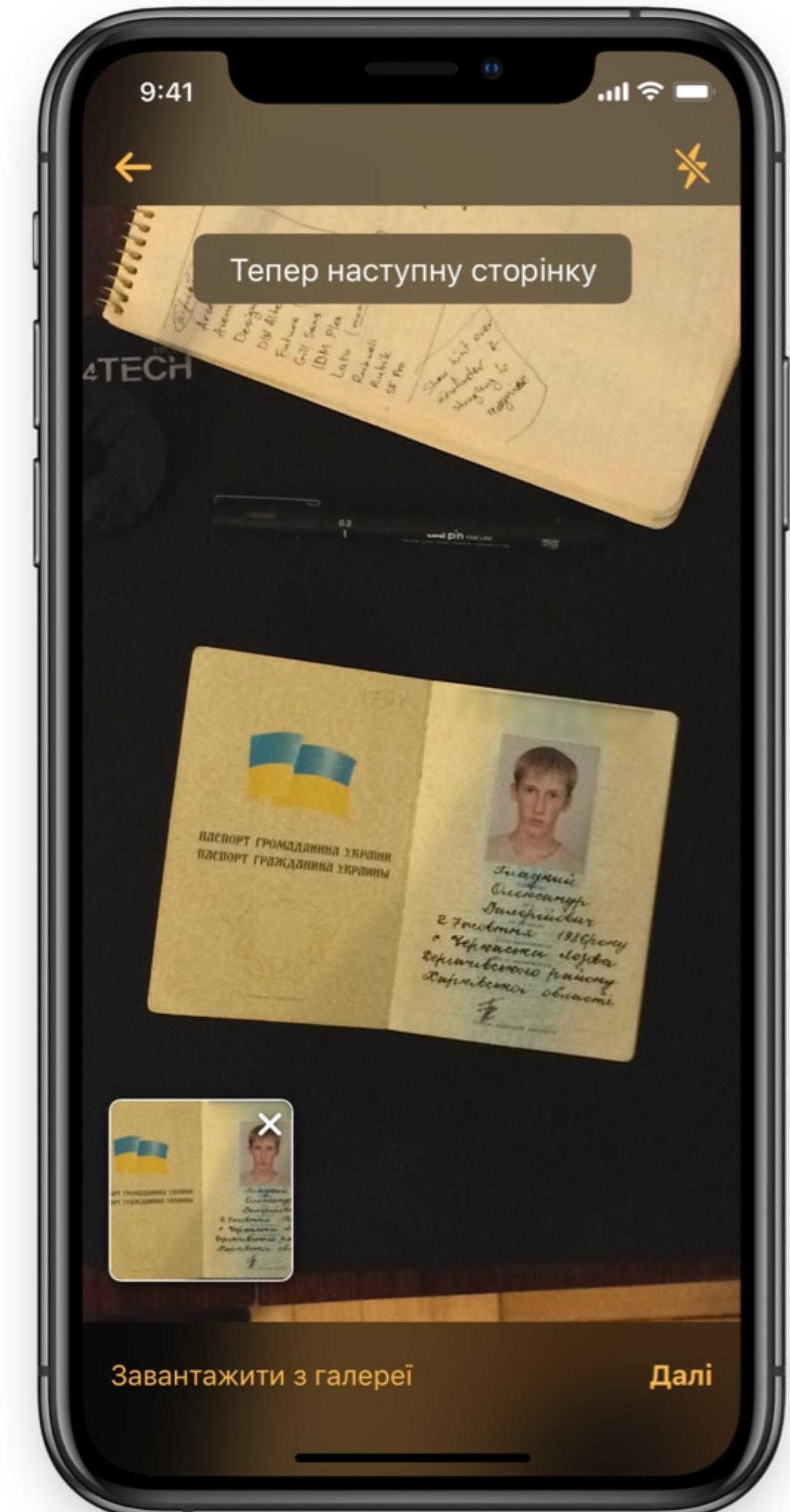
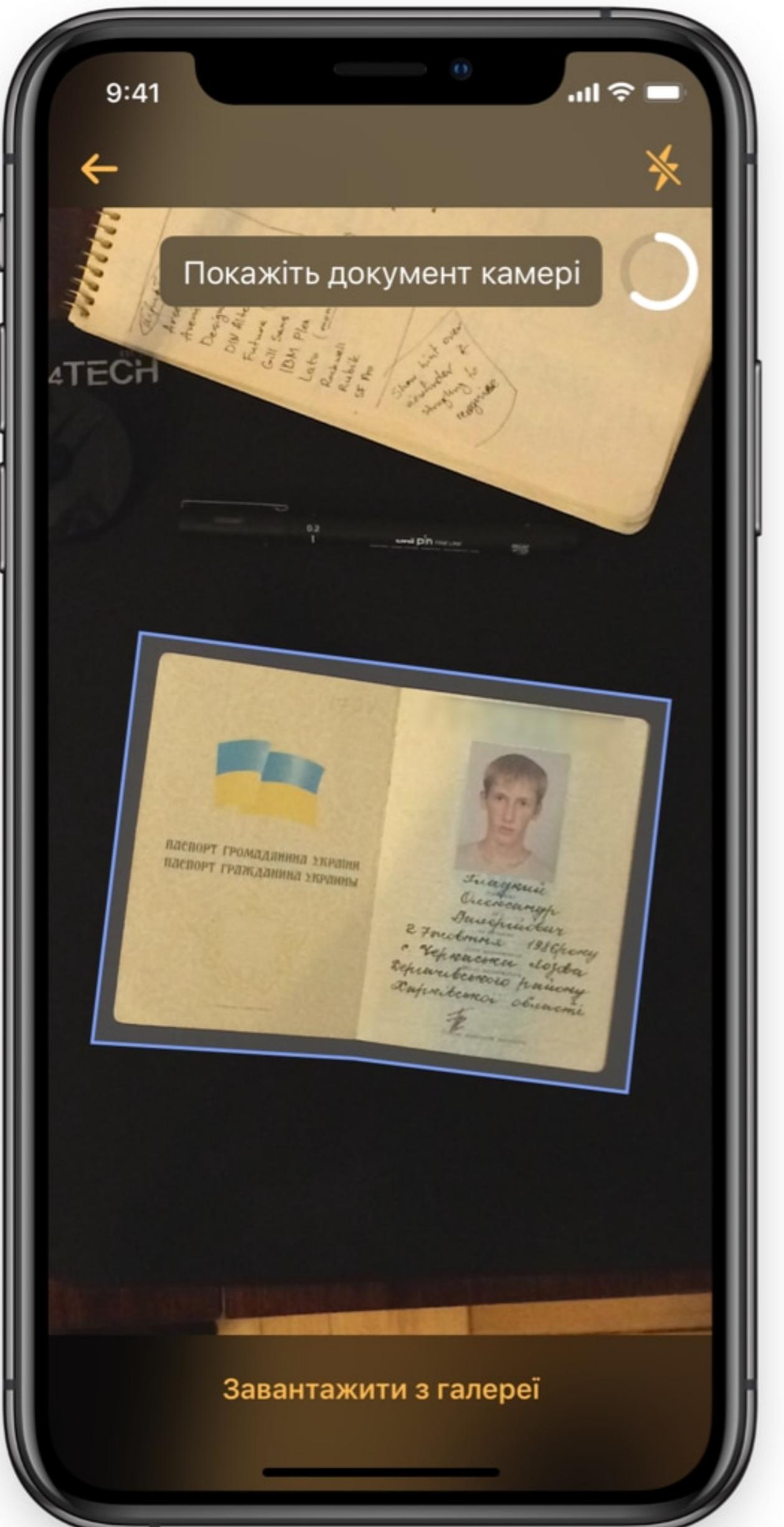
After successful phone verification, customers are shown the steps they need to go through to complete the registration and reassuring them that it will take only a couple of minutes.

Next the app asks customers what national id type they would like to use.



# Scanning documents

When taking photos of the documents necessary for registration the app also uses OCR in the background to try to detect the key data and automatically pre-fill during the next step.



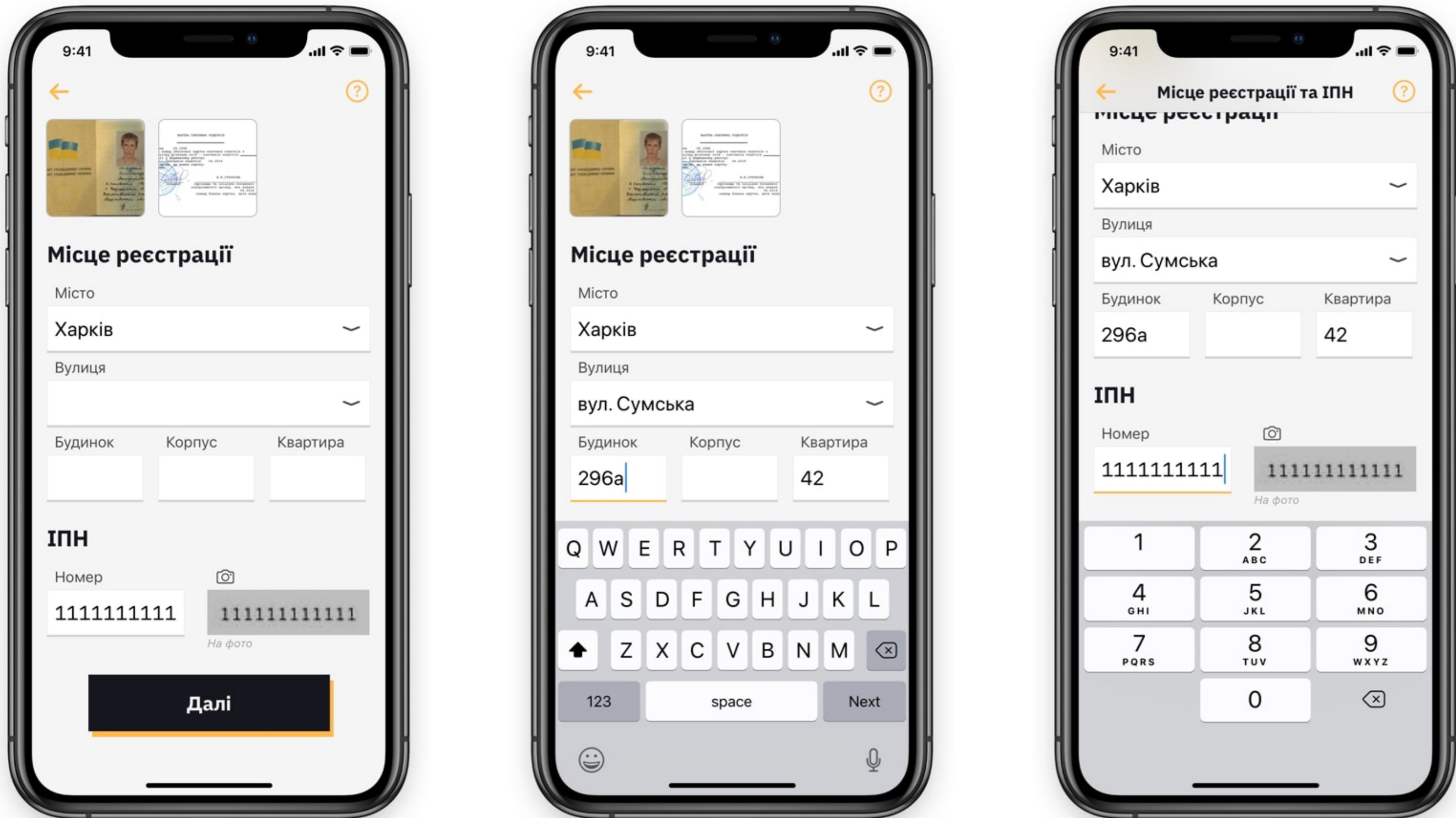
# Residence and tax confirmation

After the photos of all the necessary documents were taken the will ask to complete the address and tax id form.

The address is partially suggested based on rough user location.  
(Avoiding asking for geo location access)

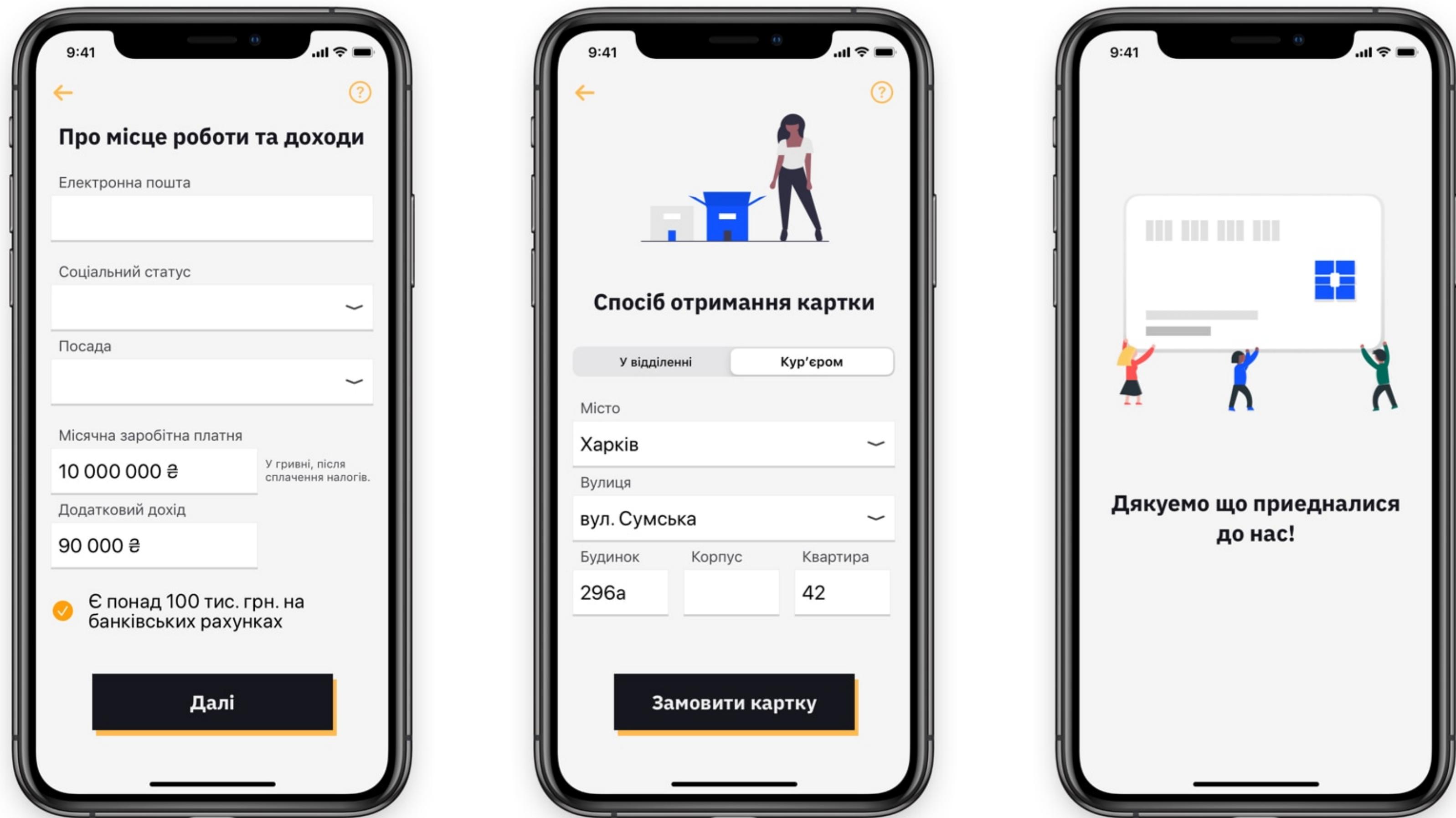
Tax ID is filled in automatically if the app was able to recognize it in the photo of the document.

A piece of the photo with relevant data is shown next to the input for reference.



# Personal details & shipping address

If the user is in the same city as his billing address, the app will pre-fill the delivery address.





# Attorneys on Demand

Designs for a mobile app for Attorneys On Demand— the first national court appearance service that provides hearing coverage across the US.

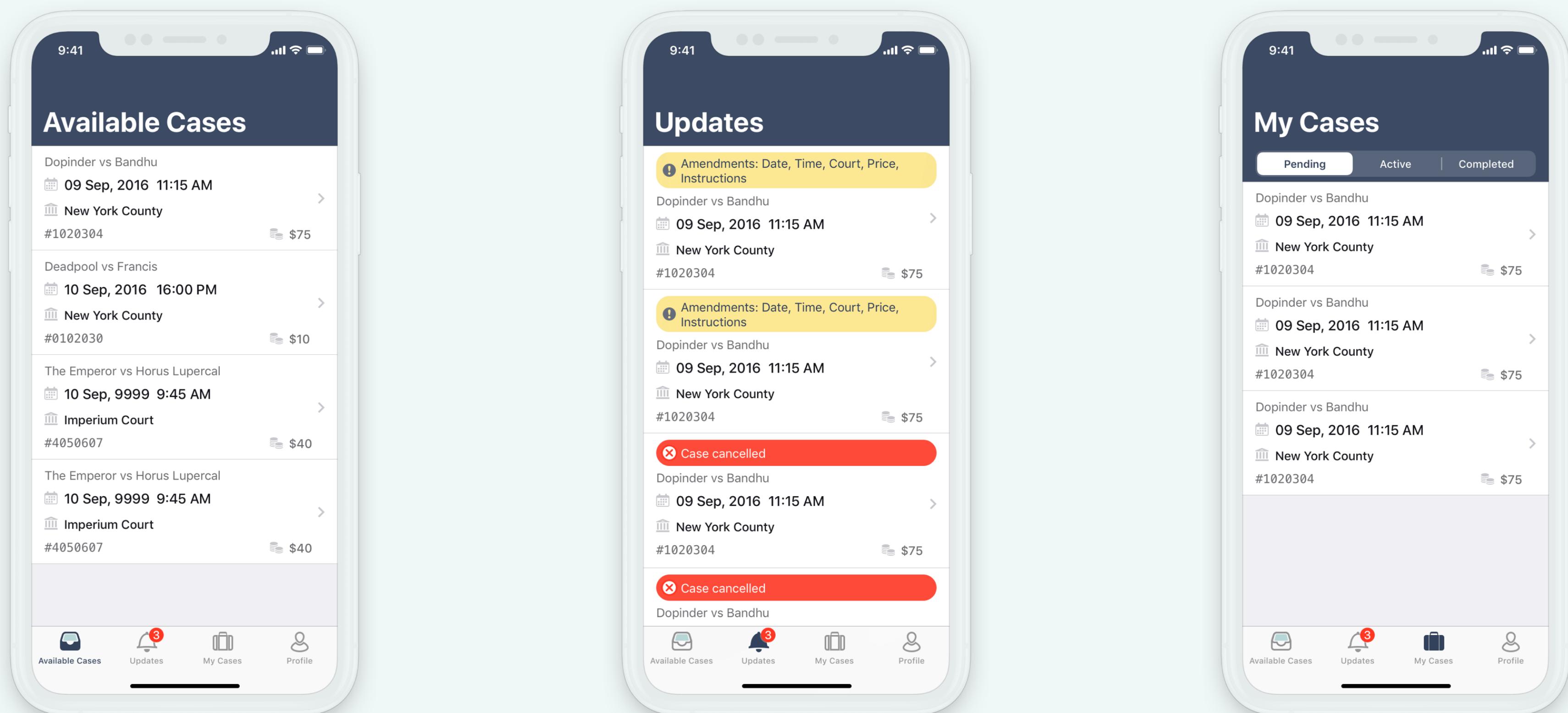
The challenge was in bringing primary features of a primarily web-based service to mobile.

My role was:

- User experience (UX)
- User flows
- Wireframes
- Prototypes
- User interface (UI)

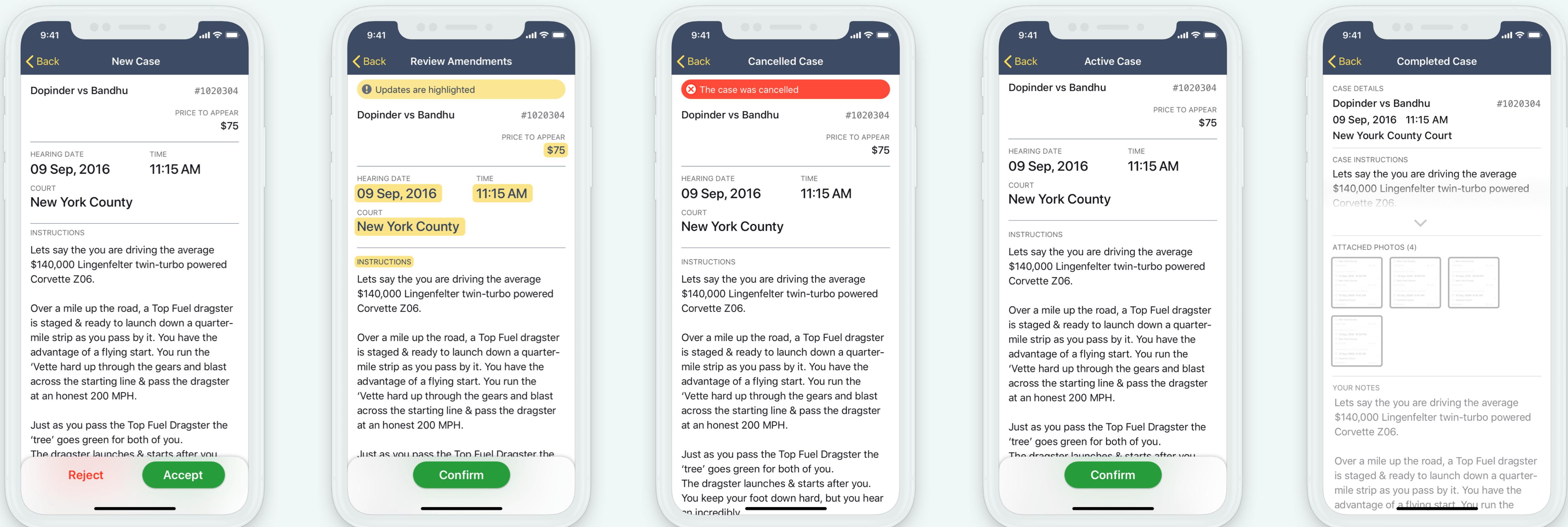
# Available, updated & accepted cases

The app focuses on a couple of main use cases where an attorney ignores, accepts or rejects an available case and then receives updates on the cases he has accepted. With these use cases in mind I introduced a tabbed navigation.



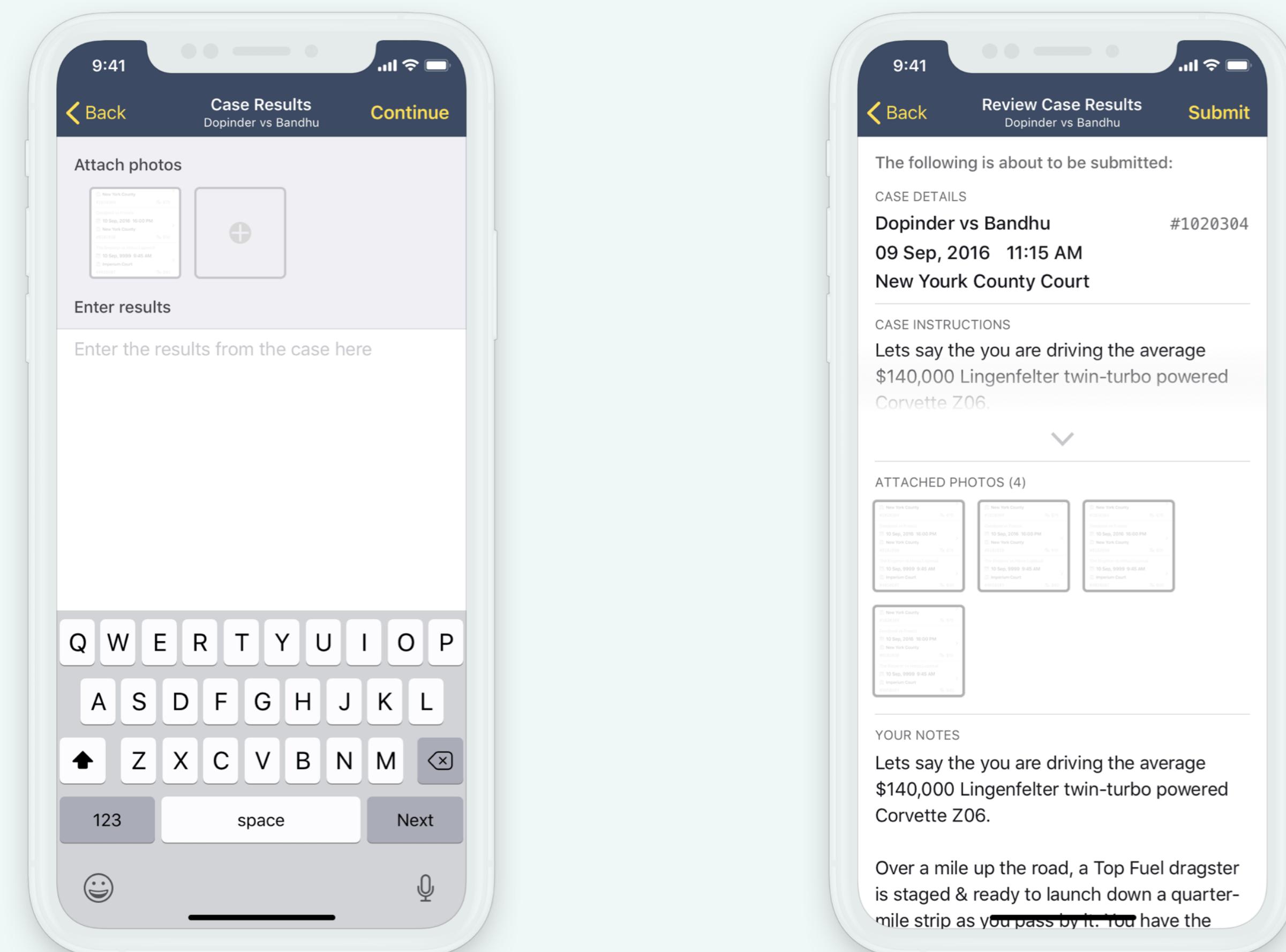
# Working on cases

Case details show additional information about a case. Main actions were placed at the bottom for easier reachability. Updates are highlighted until the attorney acknowledges the changes.



# Completing a case

When completing a case, attorneys add notes and attach photos of the relevant documents. To go with the principle of invaluable user input, anything an attorney types or attaches is stored until the case is complete.



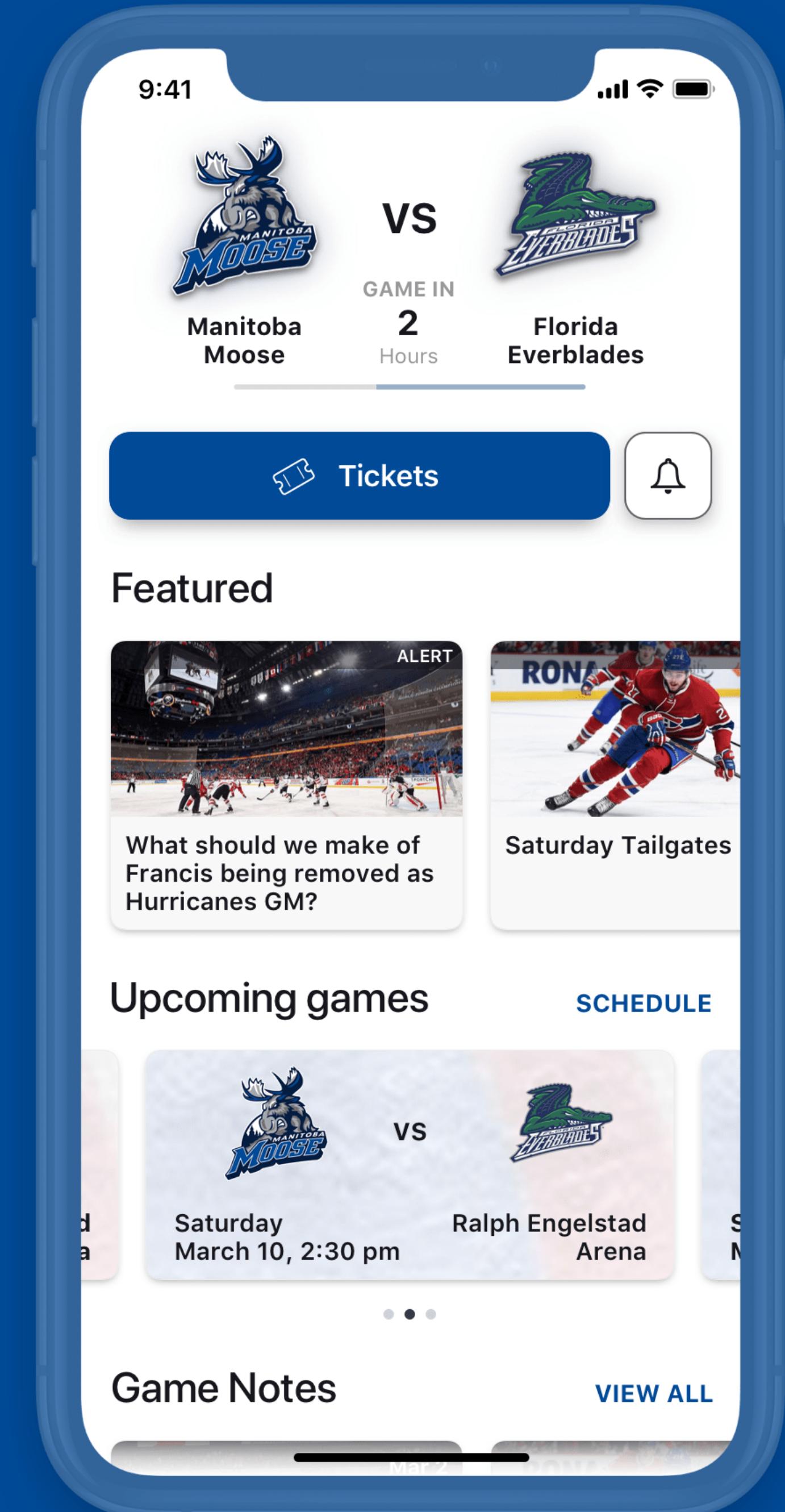
# Mobile app for Fannex

Designs for a new version of an app for a service that connects sports teams and their fans. The app gives sports teams an opportunity to engage with their fans using interactive events during live games, team news, articles, game scores, and more.

The challenge was creating an easy-to-use product that worked equally well in highly distracting environments like stadiums as well as for people who were watching from home or catching up on the news from the team. Additionally, the app needed to be flexible visually so that sports teams could adjust the appearance to better suit their brand.

My role included:

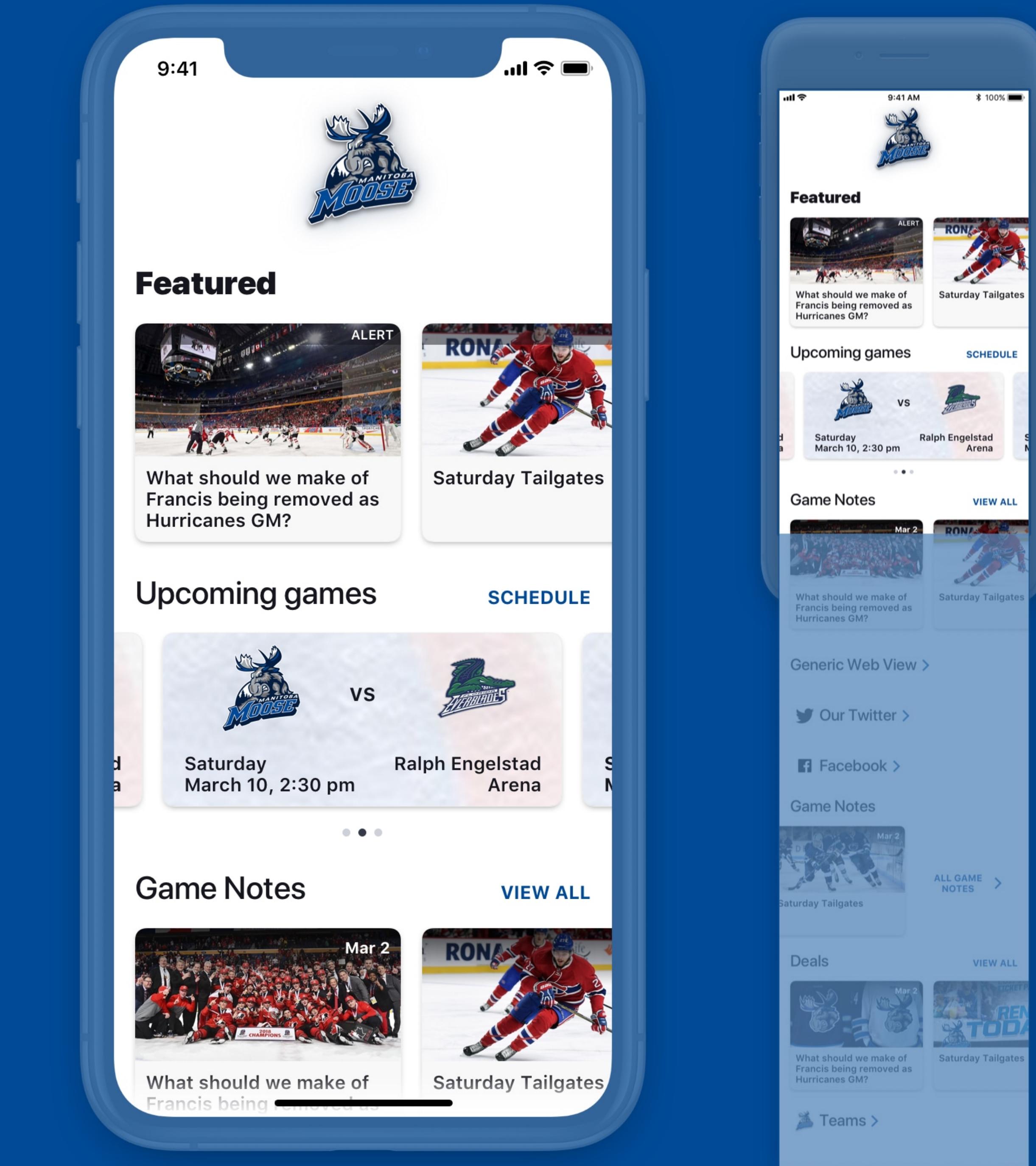
- Competitor Analysis
- User Experience (UX)
- User flows
- Wireframes
- Prototypes
- User Interface (UI)
- Iconography



# Main screen

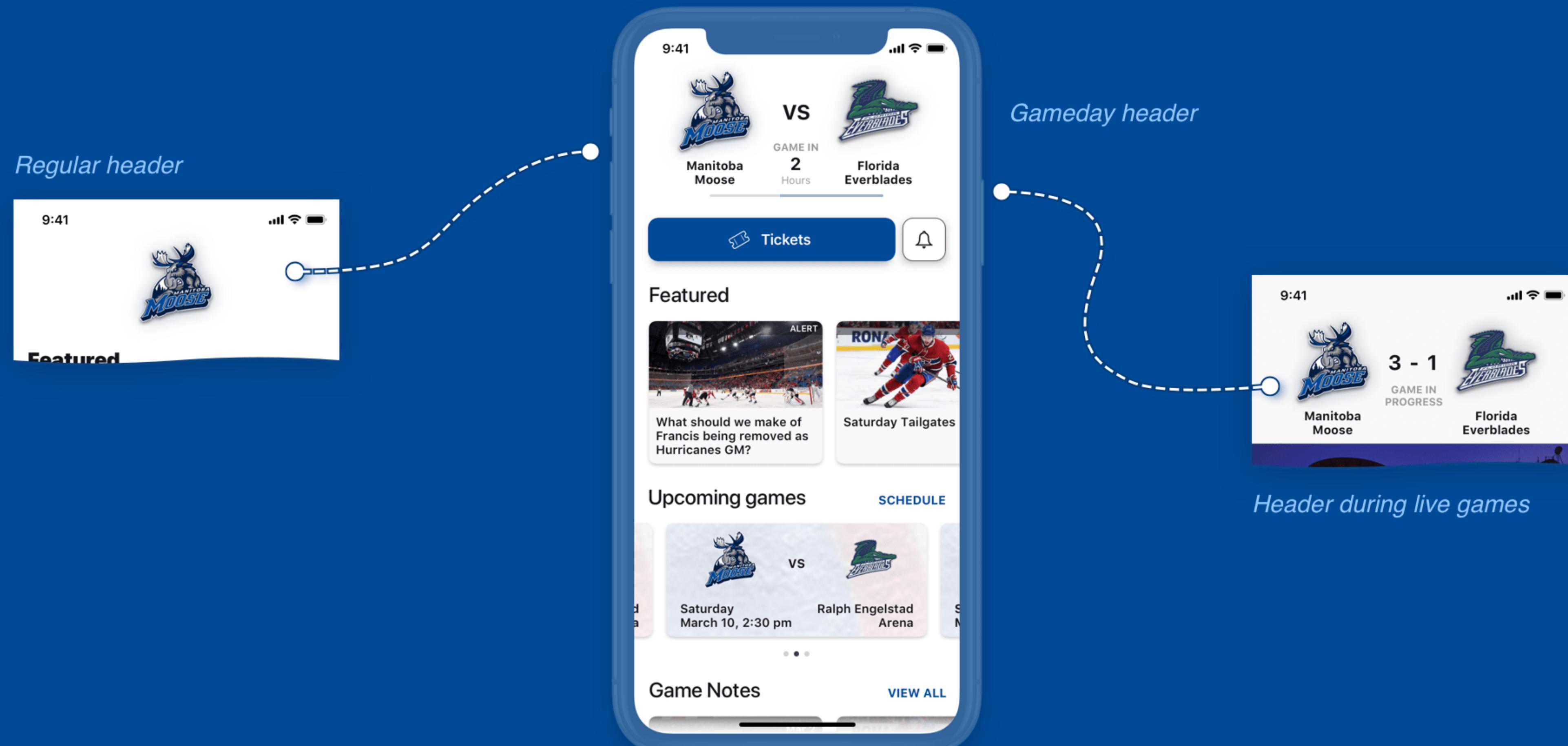
After testing a few navigation patterns, I settled on a feed-like screen, as it was the most fitting for the type of content the app provided.

Articles, notes, and other content that previously was under layers of additional navigation are now pulled to the main screen to appear as cards for the most recent ones.



# Dynamic header

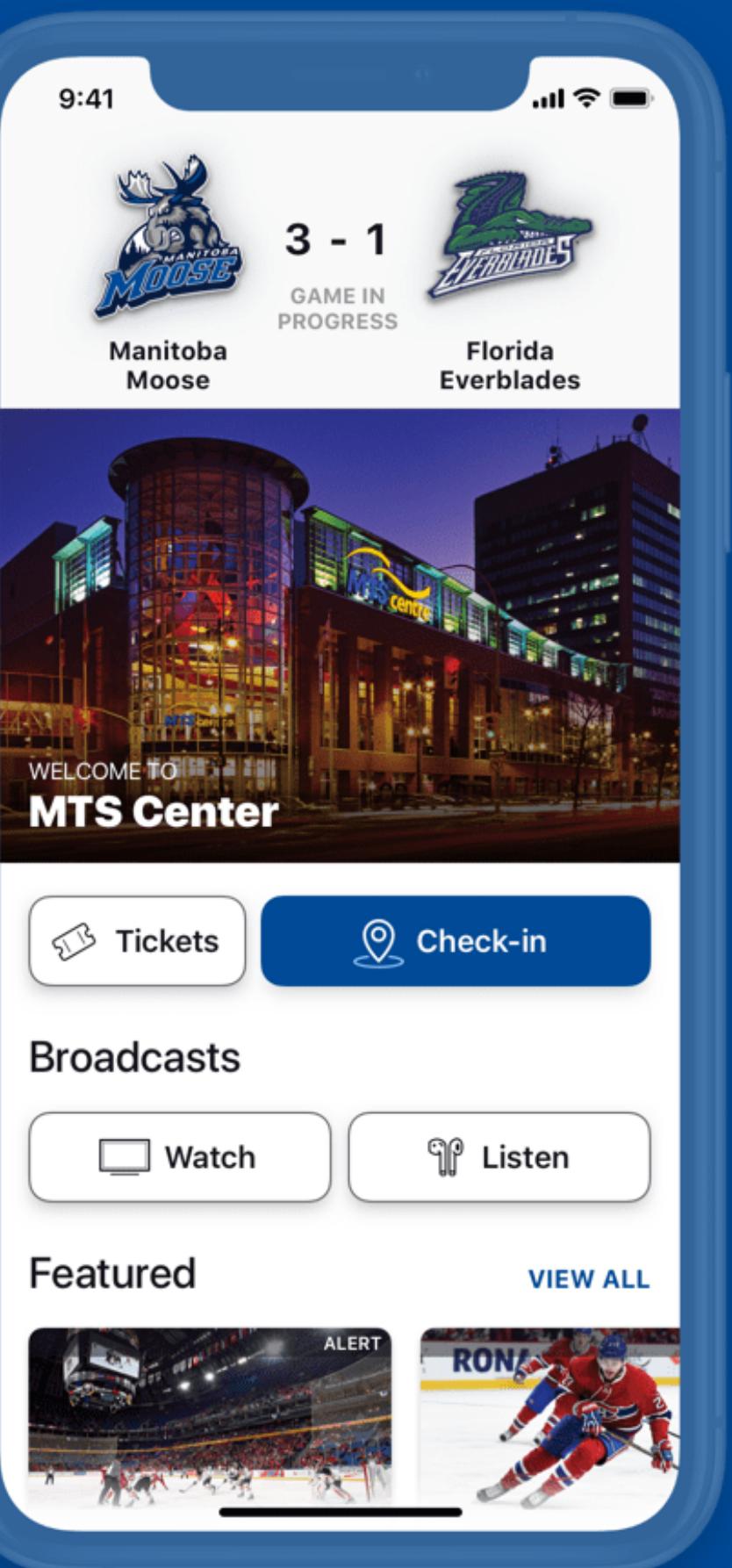
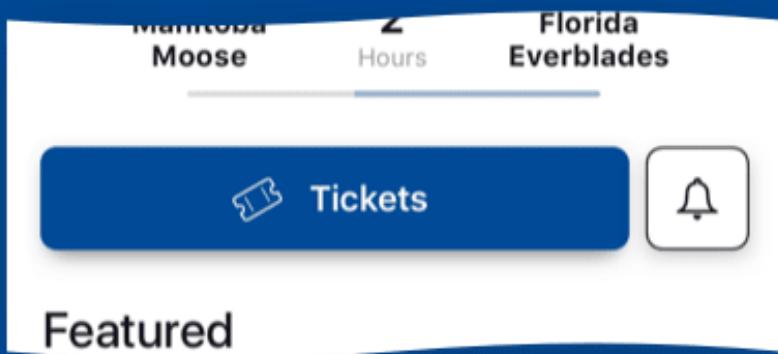
On the main screen, a dynamic header section was introduced. Depending on whether there is a game announced, the user is at the venue or checked in, the header adjusts its content to better suit the context.



# Dynamic gameday section

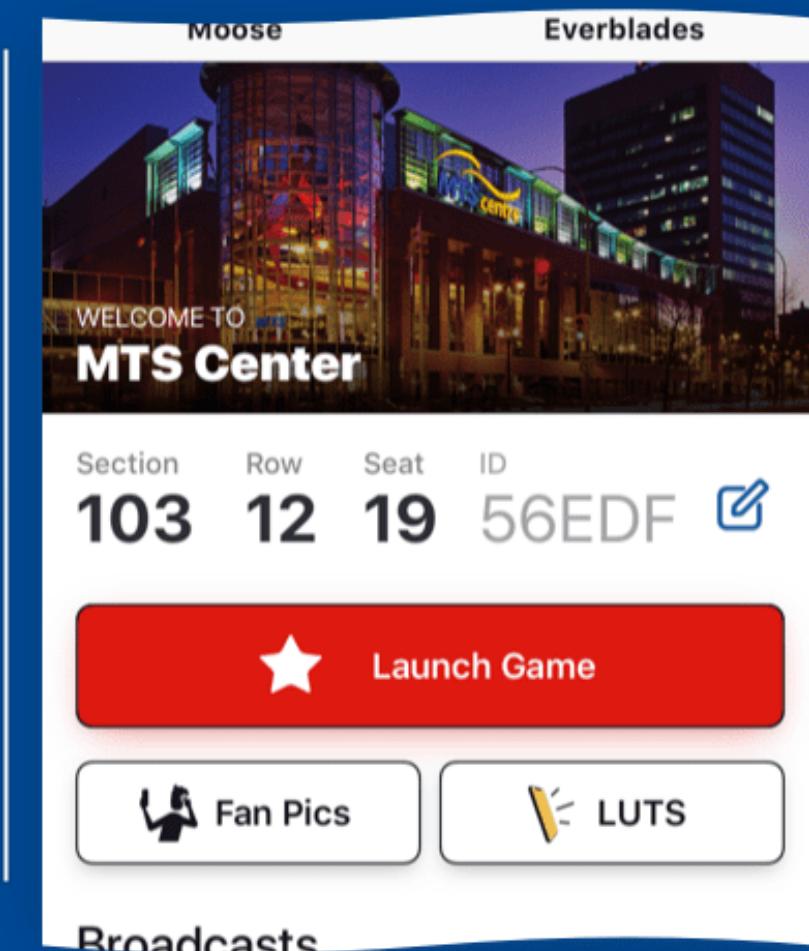
Along with the header, gameday section changes its content to suit the situation.

*Gameday section during  
the day of the game*



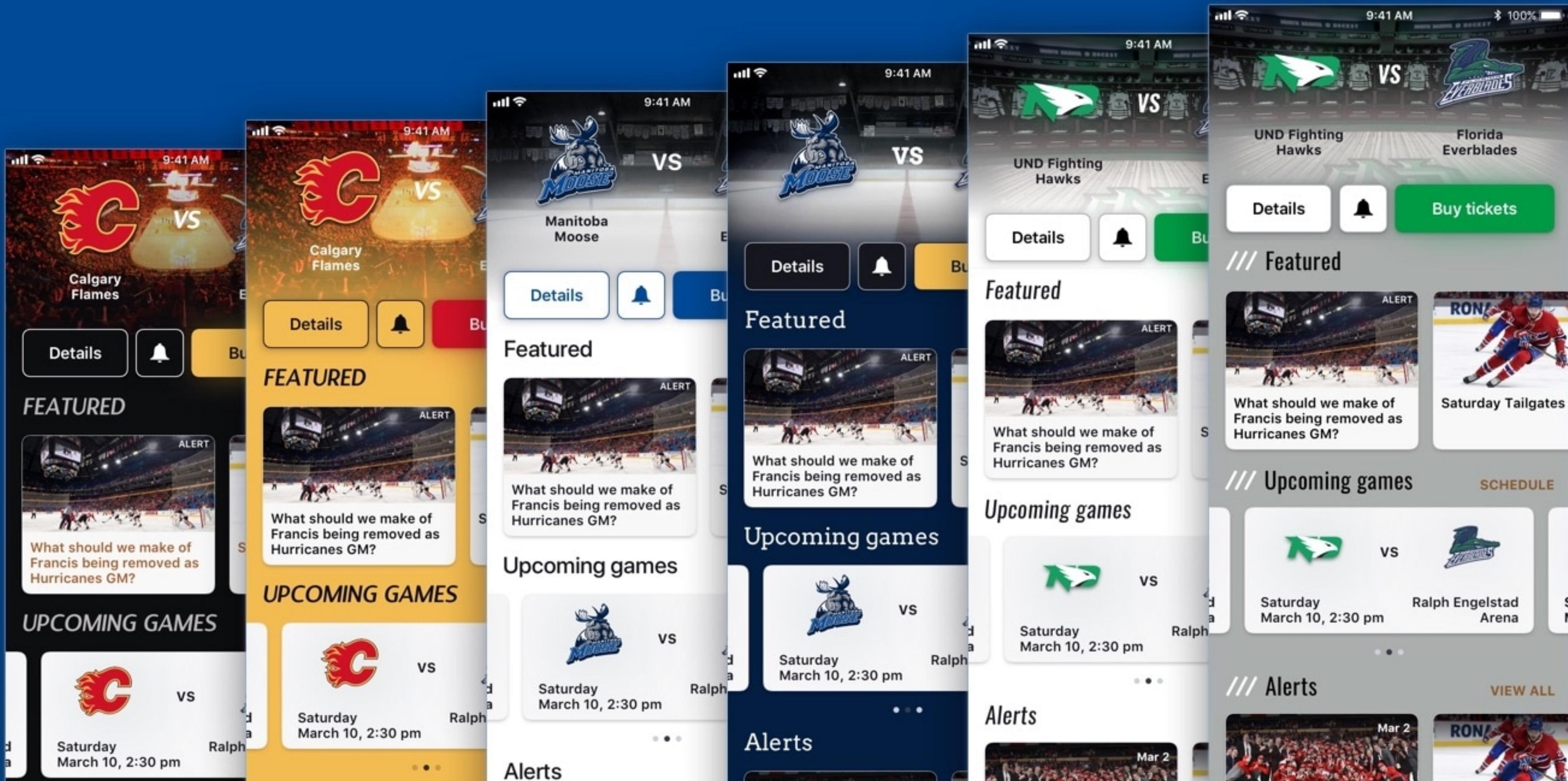
*Gameday section when  
at the venue during live games*

*Gameday section when  
checked in during live game*

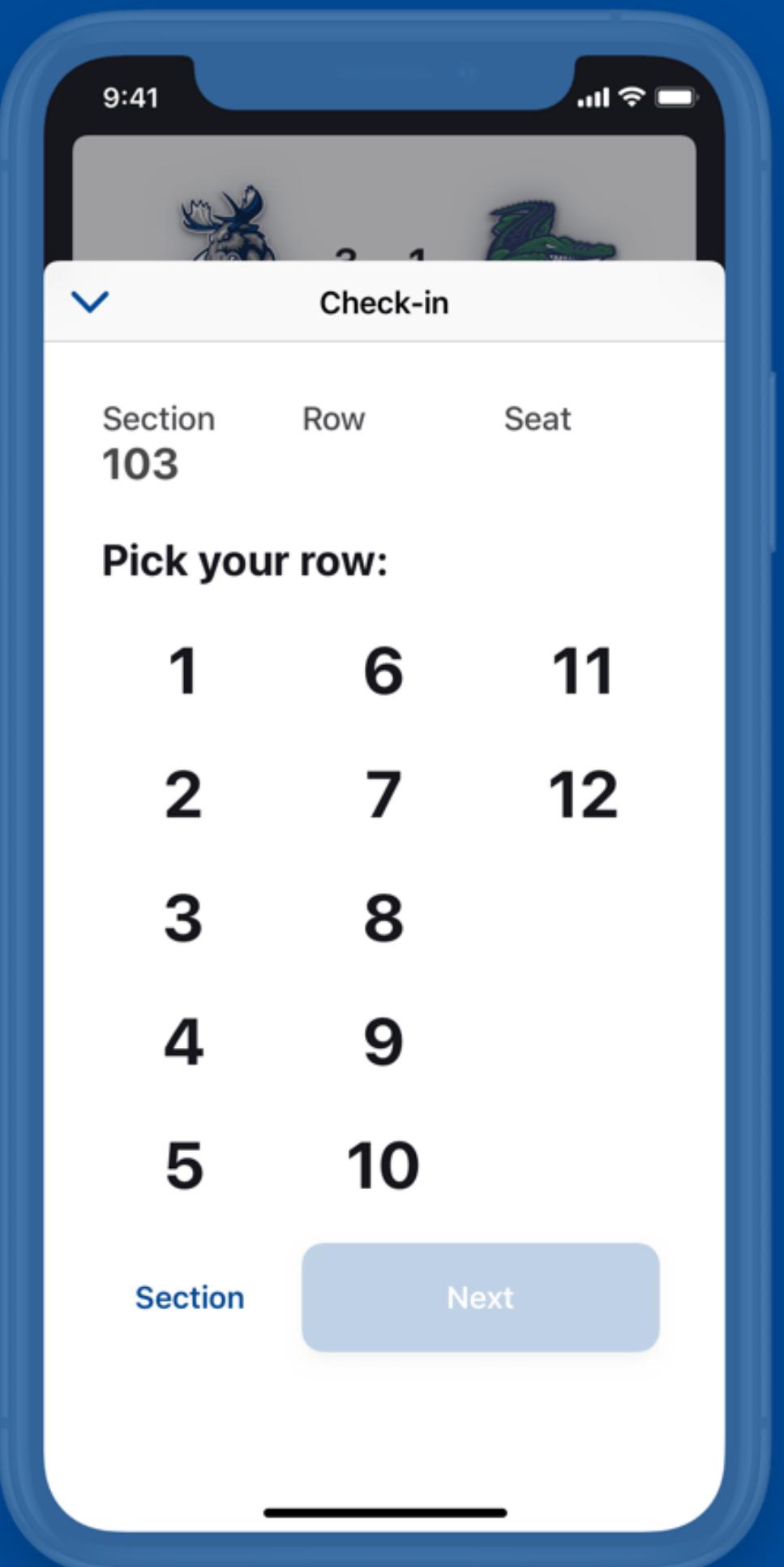
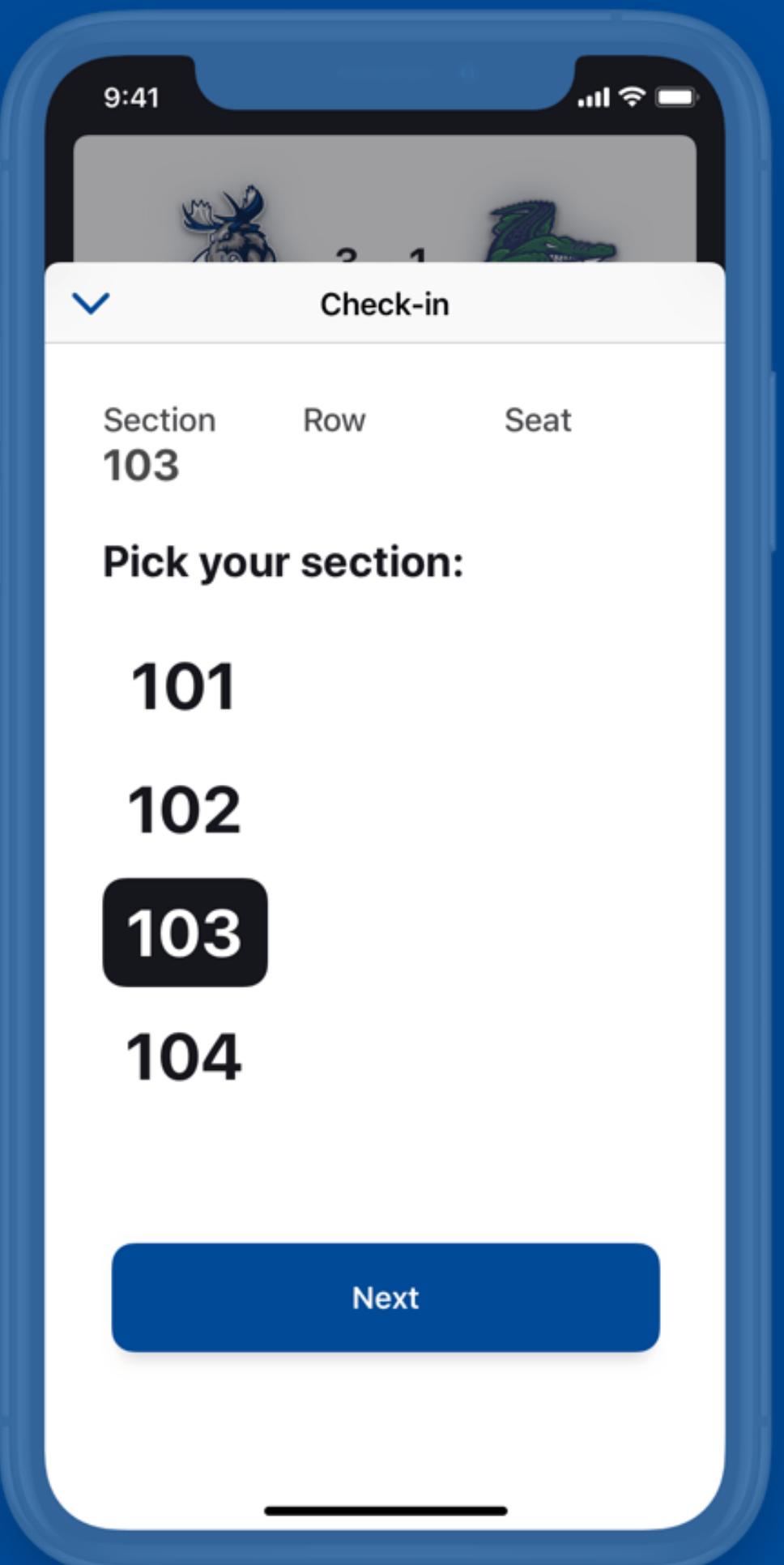
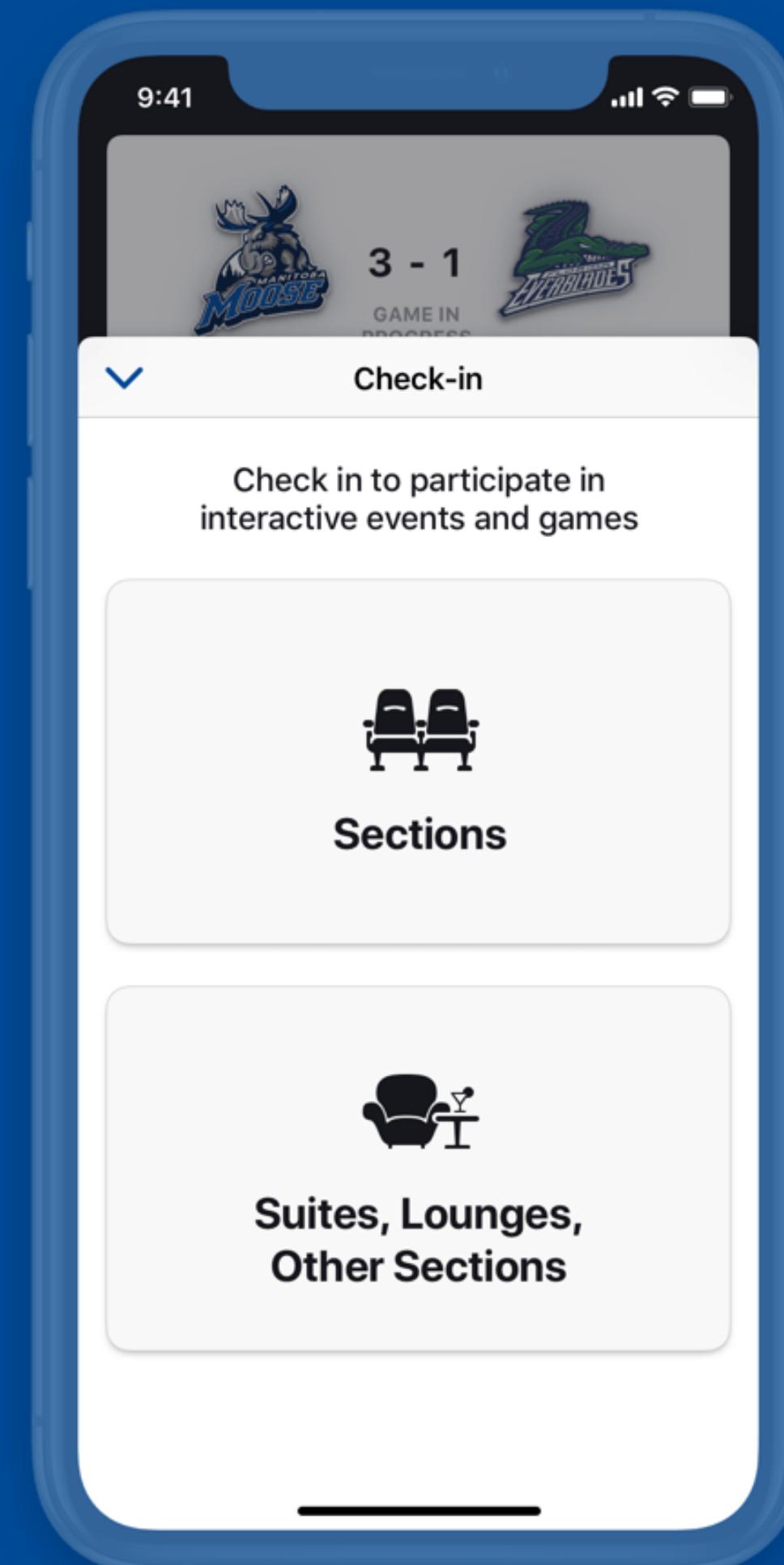


# Customization

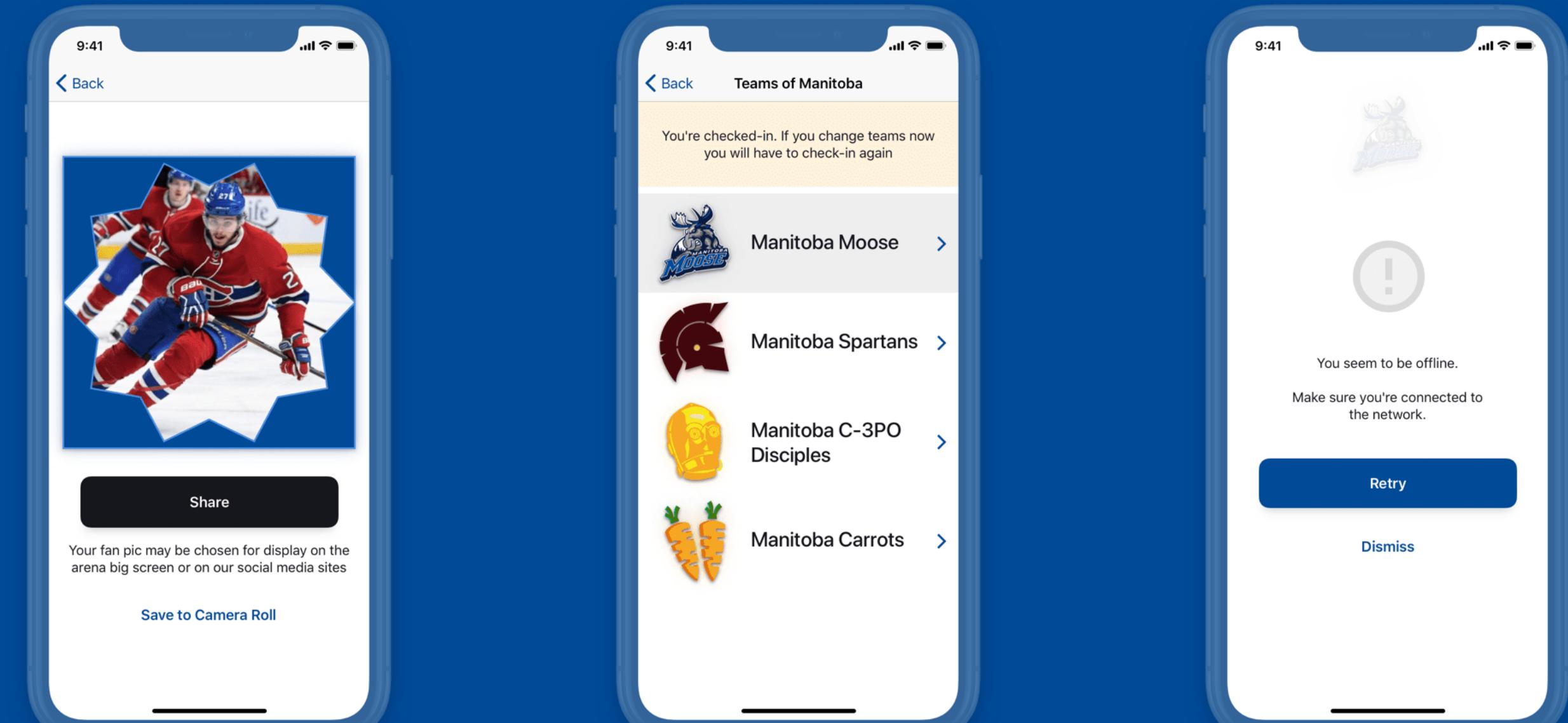
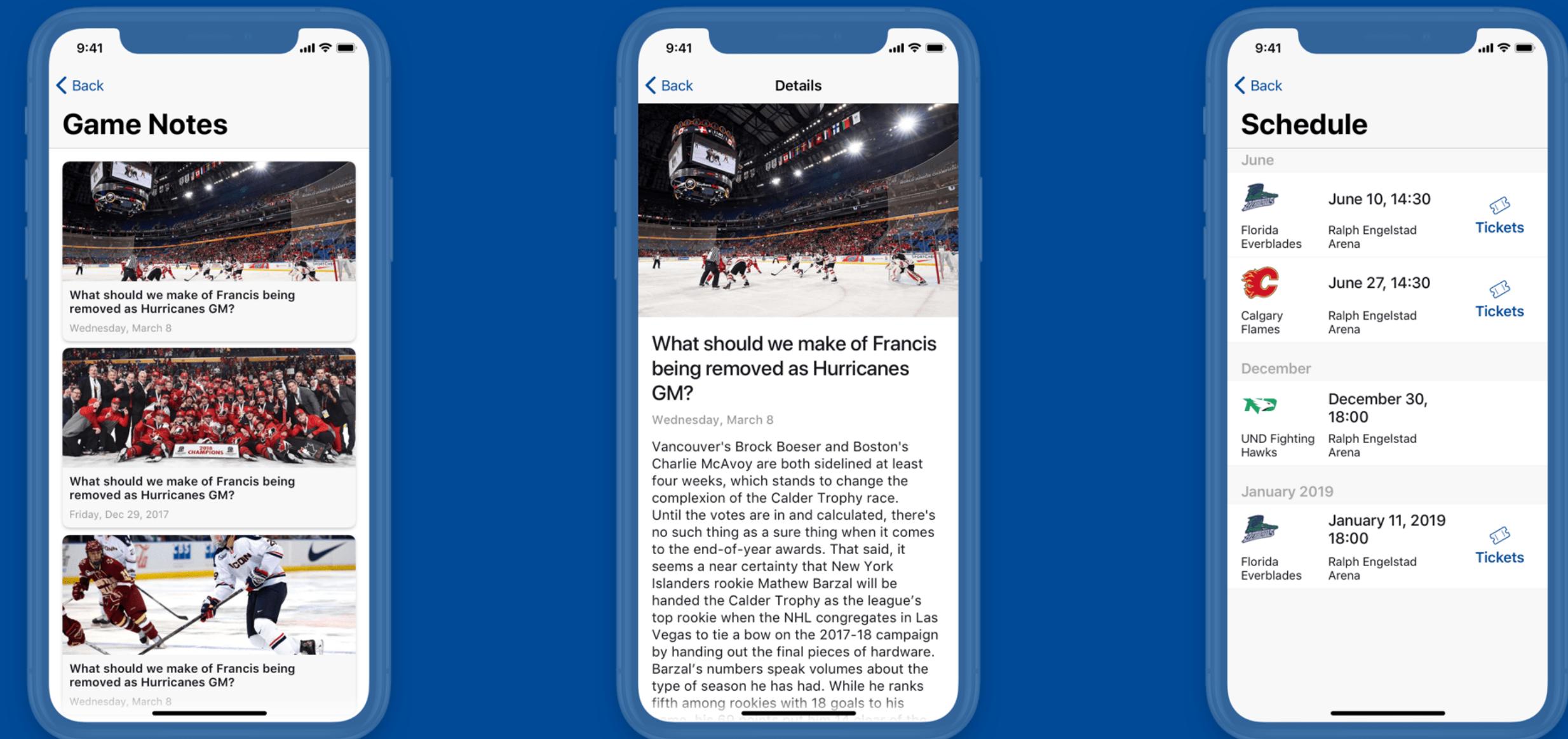
The design was made to handle some limited customization like colours, fonts, icons to allow sports teams to better represent their brand.



# Venue check-in



# Secondary screens



# App Icons



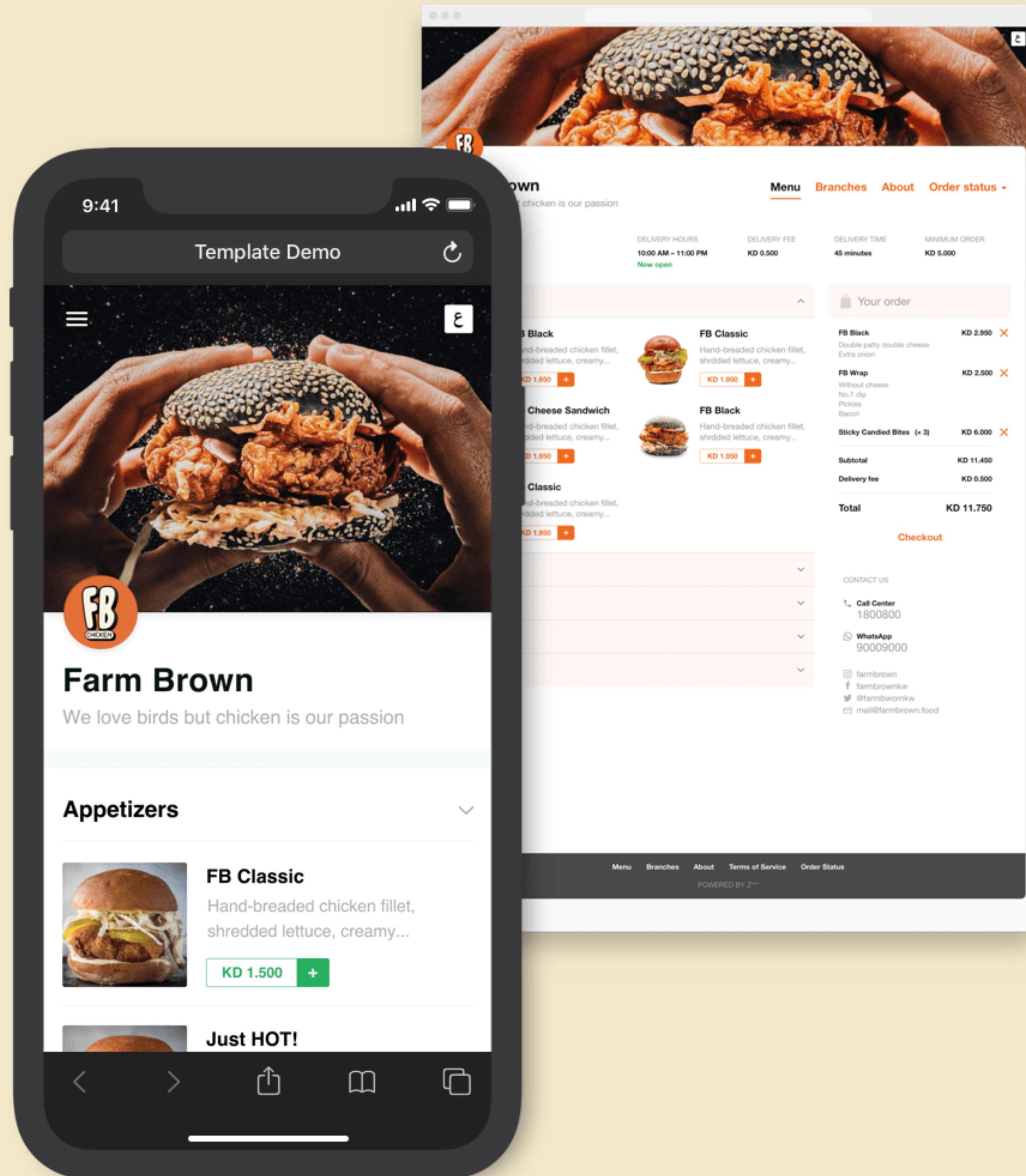
# Online storefront

Service provides small business in the food & beverages industry with a product that helps them quickly set up an online storefront with order processing and tracking.

I was tasked with providing the designs for a new version of a website template that is used by the client's customers as well as improving user experience of the control panel used by the customer's staff.

My role was:

- User experience (UX)
- Flow maps
- Wireframing
- User interface (UI)
- Prototyping



# Customization

Since the design was going to be used by multiple businesses, some adjustability was necessary. After discussions with the client, I limited the adjustability to a header image, a logo and an accent colour.

The image displays three mobile device screenshots showing the customization of a food delivery app template for a business named "Farm Brown".

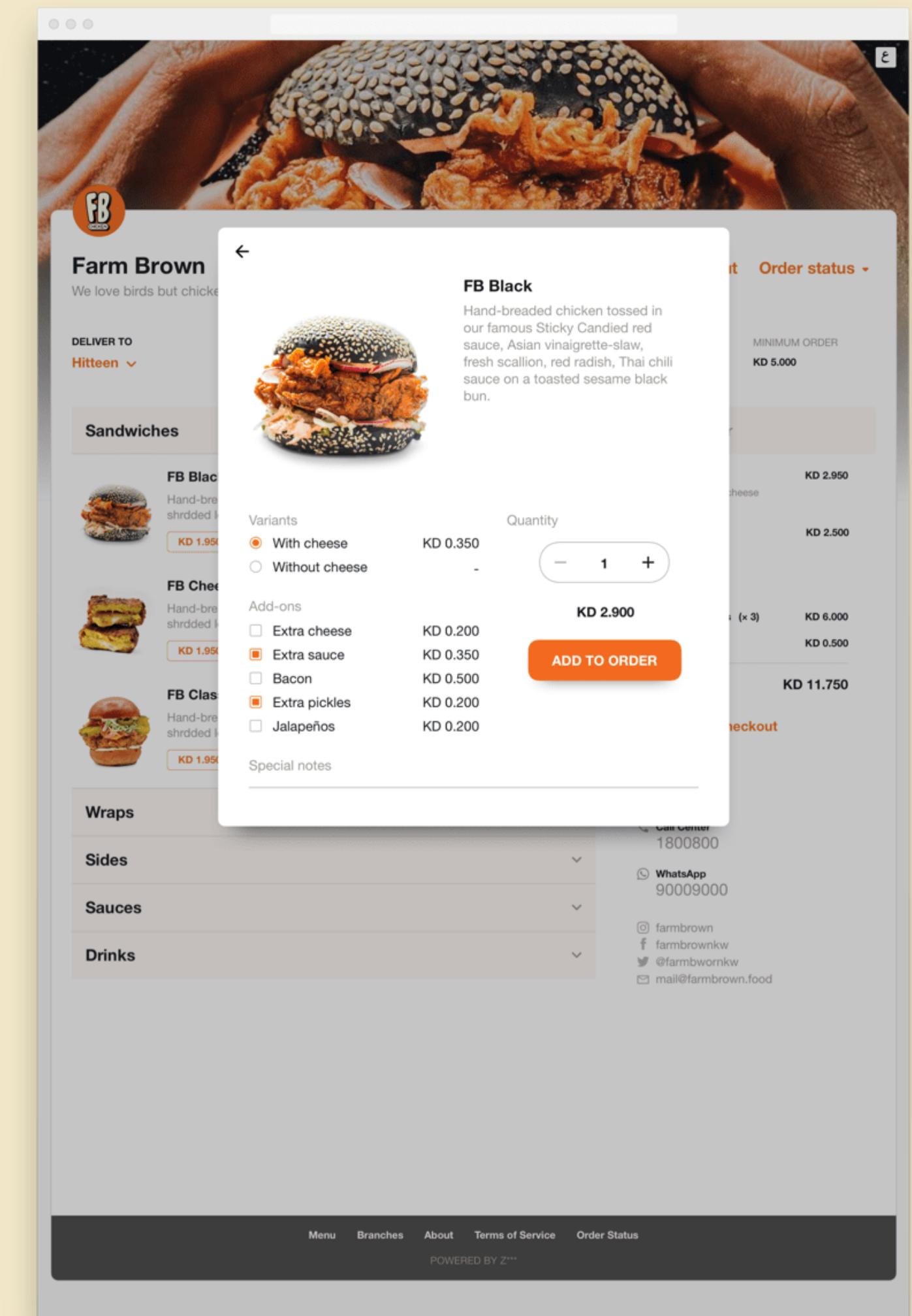
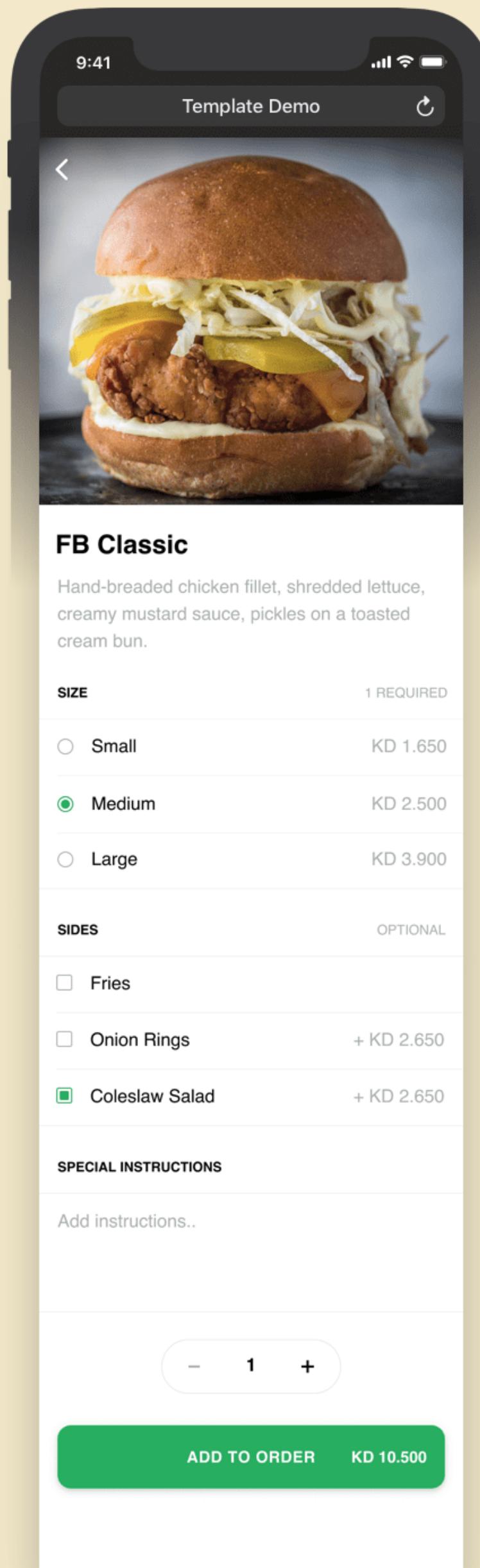
**Screenshot 1: Home Screen**  
Shows the main home screen with a large image of a burger, the business name "Farm Brown", a tagline "We love birds but chicken is our passion", and order status information: "Order #33 Dispatched" (Last updated 2 days ago). It also shows delivery details: "DELIVER TO Hitteen", "DELIVERY HOURS 10:00 AM - 11:00 PM", "DELIVERY TIME 45 - 60 minutes", "DELIVERY FEE KD 0.500", and "MINIMUM ORDER KD 5.000". A "Appetizers" section is partially visible at the bottom.

**Screenshot 2: Side Menu**  
Shows a side menu with sections for "Order Online", "Branches", and "About Us". It includes contact information: "CONTACT US", "Call Center 1800800", "WhatsApp +965 55110099", and social media links: "@farmbrown", "farmbrownkw", "@farmbrownkw", and "mail@farmbrown.com".

**Screenshot 3: Full Site Mockup**  
Shows a full site mockup for "Farm Brown". The top features a large image of a burger. Below it is a navigation bar with "Menu", "Branches", "About", and "Order status". Delivery details are listed: "DELIVER TO Hitteen", "DELIVERY HOURS 10:00 AM - 11:00 PM Now open", "DELIVERY FEE KD 0.500", "DELIVERY TIME 45 minutes", and "MINIMUM ORDER KD 5.000". The main content area is divided into sections: "Sandwiches", "Wraps", "Sides", "Sauces", and "Drinks". Each section lists items with images, names, descriptions, and price buttons. A sidebar on the right shows "Your order" with items: "FB Black KD 2.950", "FB Wrap KD 2.500", "FB Cheese Sandwich KD 1.950", "FB Black KD 1.950", "FB Classic KD 1.950", and a subtotal of "KD 11.450". The total is "KD 11.750" with a "Checkout" button. Social media links and a contact form are at the bottom.

# Product page

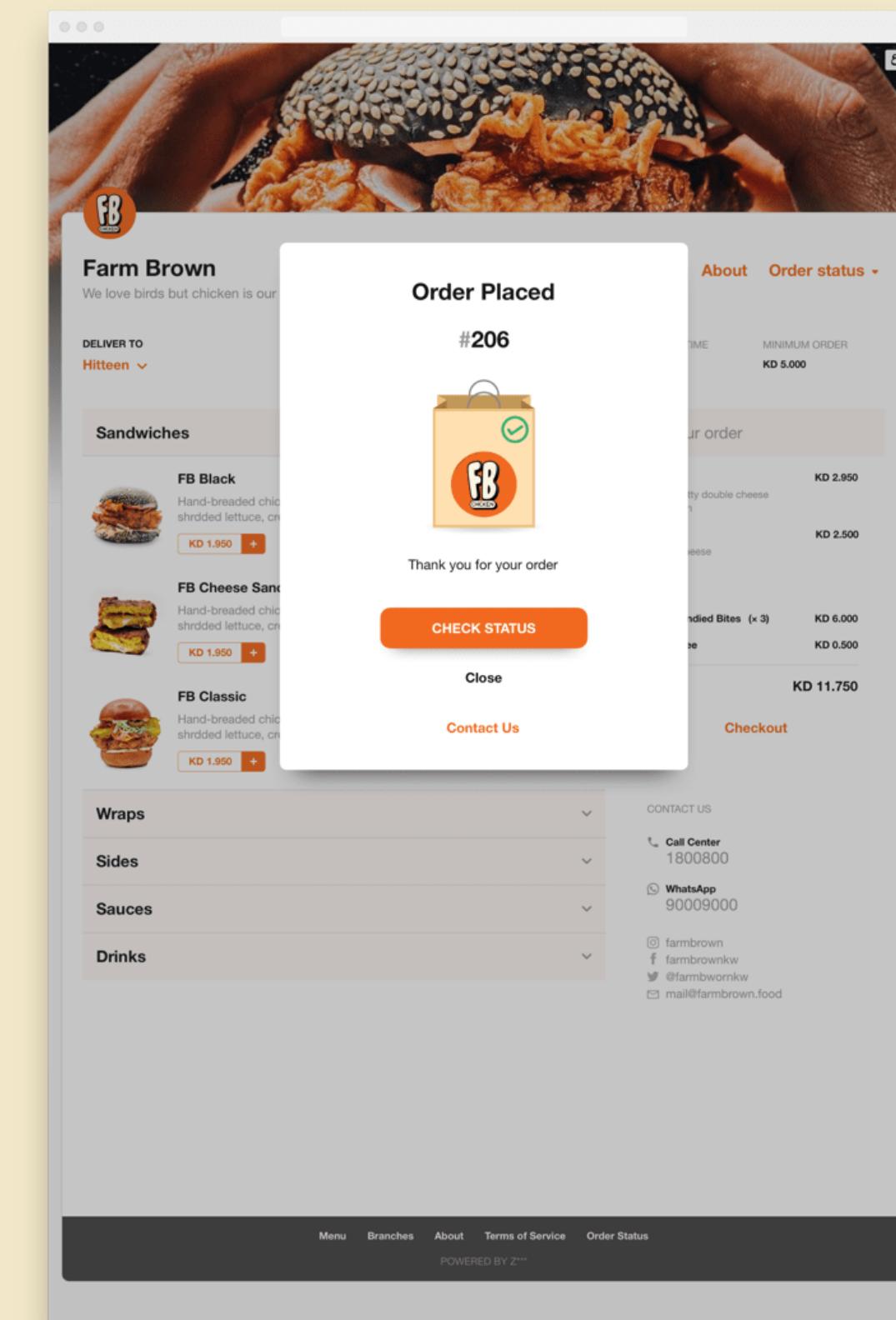
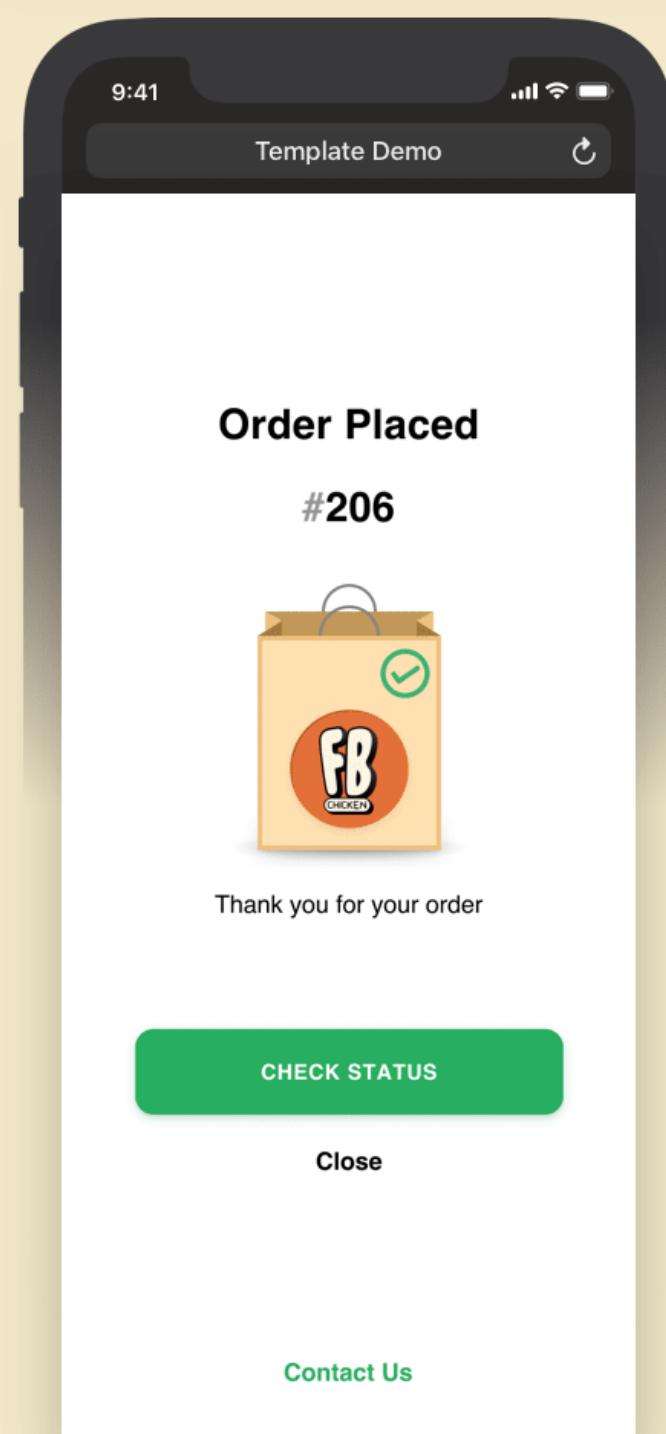
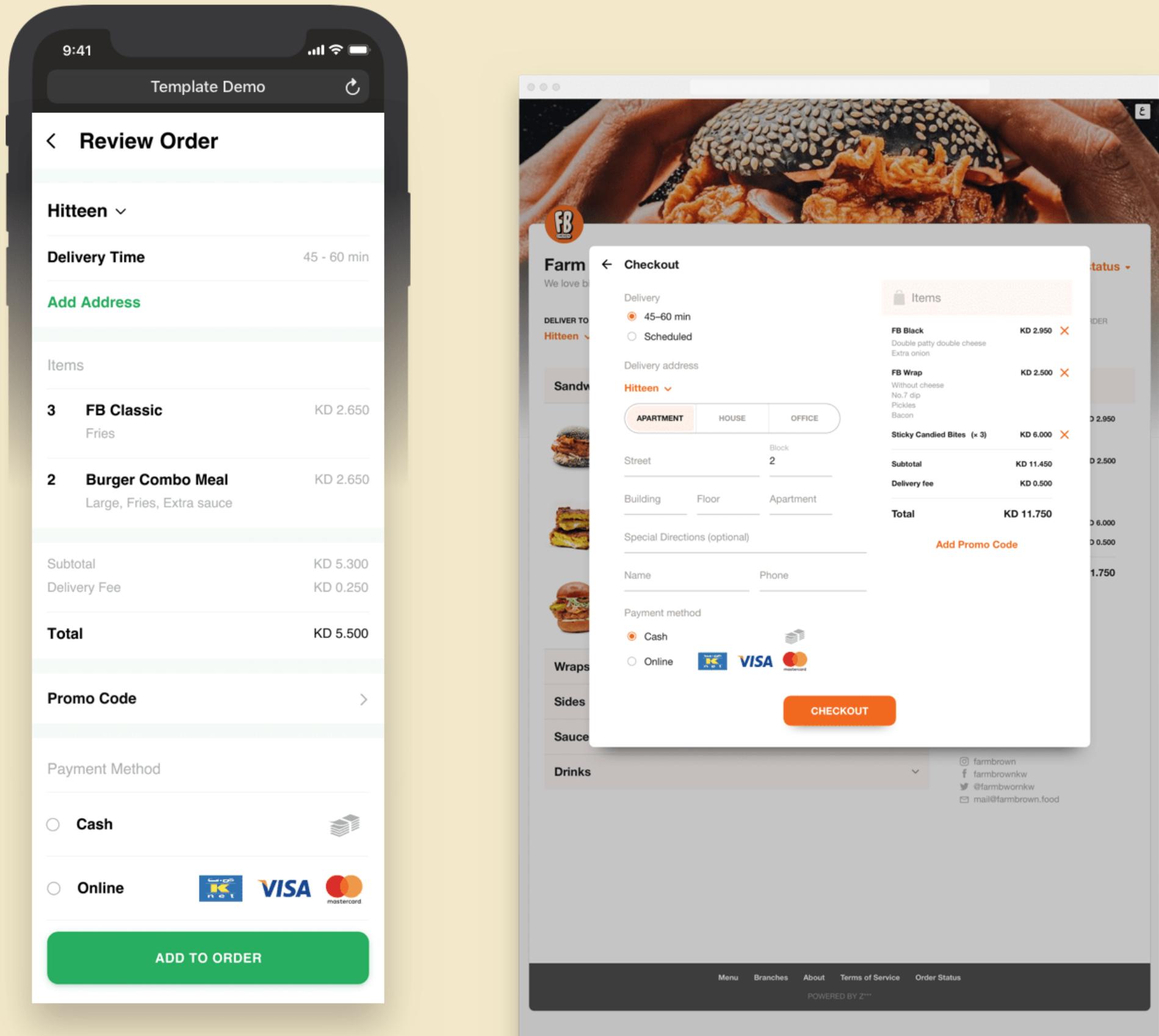
The service gives its customers the ability to have additional options added to the products. This feature is reflected on the product page.



# Order overview and feedback

One of the pain points in the old template was a lengthy checkout process. In a new version, I combined the order review, address and payment method into a single screen. The new checkout was perceived as being shorter.

Added a feedback screen to let the customers know their order was received and a button to check its status.



# Control panel menu & users setup

Control panel menu setup section as well as users setup section designs.

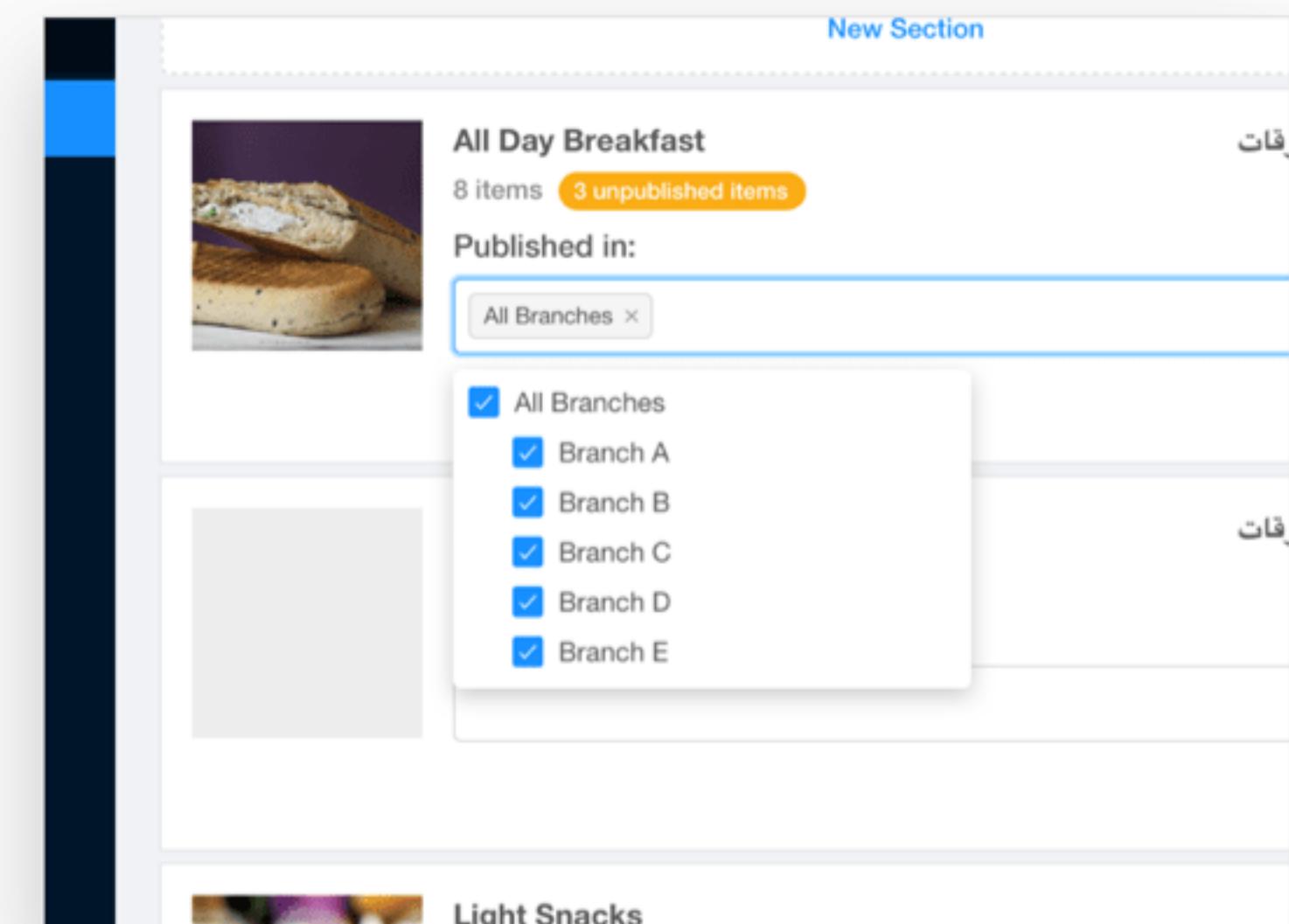
The image displays three screenshots of the ZYDA control panel interface:

- Left Screenshot:** Shows the main navigation bar with "ZYDA" logo, "One" dropdown, "Orders" (selected), "New Orders", "All Orders", "Setup" (selected), "Vouchers", "Users", and "Logout". The main content area shows the "All Day Breakfast" section setup, including a "Section Title" field with "All Day Breakfast" in English and "إفطار في جميع الأوقات" in Arabic, an "Image" upload field, and a "Save" button.
- Middle Screenshot:** Shows the "All Day Breakfast" section details for a "Tuna Sandwich". It includes a thumbnail image, the name "Tuna Sandwich", a detailed description in English and Arabic, the price range "KWD 2.880 – 3.880", publication details ("Published in: Branch A, Branch B, Branch C"), and inclusion in other sections ("Include in other menu sections: Light Snacks"). An "Edit item" button is visible.
- Right Screenshot:** Shows the "Sign In" page with fields for "Email" and "Password", a "Login" button, and links for "Forgot your password?" and "Don't have an account? Sign up". Below it is the "Add User" page with columns for "Role" (Owner, Manager, Manager, Operator) and "Actions" (Edit | Delete).

# Control panel menu setup

The screenshot shows the ZYDA control panel's 'Setup' section, specifically the 'Menu' tab. The sidebar on the left includes links for 'One', 'Orders' (with 'New Orders' and 'All Orders'), 'Setup' (which is active), 'Vouchers', 'Users', and 'Logout'. The main content area is titled 'Menu sections' and displays two sections: 'All Day Breakfast' and 'Light Snacks'. Each section has a thumbnail image, a name, the number of items (8 items), a count of unpublished items (3 unpublished items), and a 'Published in:' dropdown. The 'All Day Breakfast' section's dropdown shows 'All Branches'. The 'Light Snacks' section's dropdown shows 'Branch A', 'Branch B', 'Branch C', 'Branch D', and 'Branch F'. There are also 'Edit section' buttons for each section.

Service supports on the fly switching between English and Arabic languages. To make the setup easier and less error-prone menu sections display both languages at all times.



# Control panel menu setup (cont.)

**All Day Breakfast**

Section Title  
English: All Day Breakfast  
Arabic: إفطار في جميع الأوقات

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Tuna Sandwich**  
White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38...  
KWD 2.880 - 3.880

**Published in:**  
Branch A X Branch B X Branch C X Branch D X Branch E X

**Include in other menu sections:**  
Light Snacks X All Day Breakfast X Light Snacks X Sandwiches

**Variants section title**  
English: Size  
Arabic: الحجم

**Banana Sandwich**  
KWD 2.880

**Banana Sandwich + Turkey Shake**  
KWD 3.500

**Fries**  
Selection: required, select only 1

- Skin On (Edit)
- Cheesy Fries (Edit)
- Chengan Fries (Edit)
- Crinkle Fries (Edit)
- Curly Fries (Edit)
- Normal (Edit)

**Drinks**  
Selection: required, select only 1

- Nadeq Juice (Edit)
- Water (Edit)
- Shani (Edit)
- Pepsi Diet (Edit)
- Dew (Edit)
- Tup (Edit)
- Miranda (Edit)
- Pepsi (Edit)
- Fresh Orange Juice (Edit)

**Add On**  
Selection: optional, select 1 or more

- Skin On (Edit)

# Control panel users setup

The screenshot shows the ZYDA control panel interface. On the left is a dark sidebar with the ZYDA logo at the top. Below it are several menu items: 'Orders' (with 'New Orders' and 'All Orders' sub-options), 'Setup' (with 'Vouchers' and 'Users' sub-options), and 'Logout'. The 'Users' item is highlighted with a blue background. The main content area is titled 'Users' and contains a table with five rows. The columns are 'Full Name', 'Role', and 'Actions'. The rows show five users with the following details:

Full Name	Role	Actions
user full name	Owner	Edit   Delete
user full name	Manager	Edit   Delete
user full name	Manager	Edit   Delete
user full name	Operator	Edit   Delete
user full name	Operator	Edit   Delete

Pagination controls at the bottom of the table allow for navigating through multiple pages of users.

This screenshot shows the 'New User' creation dialog box. The dialog has a title bar 'New User' and a dark background. It contains fields for 'Full Name' (text input), 'Email' (text input), and 'Phone Number' (text input). Below these fields is a 'Role' section with three radio buttons: 'Owner' (unchecked), 'Manager' (checked), and 'Operator' (unchecked). At the bottom of the dialog are two buttons: 'Cancel' and 'Create' (highlighted in blue).

This screenshot shows the same 'New User' creation dialog as the previous one, but with more detailed operator role configuration. In addition to the basic user information fields, there is a new section titled 'Operators Branches' which lists five branches with checkboxes. Four of the checkboxes are checked: 'Branch Title', 'Branch Title', 'Branch Title', and 'Branch Title'. The fifth checkbox is unchecked. The 'Create' button at the bottom is also highlighted in blue.



## Alexander Hladkyi

A seasoned digital product designer with experience encompassing all design stages from initial discovery to information architecture and other user experience aspects to finalised designs that are ready for development.

## Contacts

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**Thank you for your time**

