

# Alexander Hladkyi

## Designer / UX + UI + Interaction

### Selected Works

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

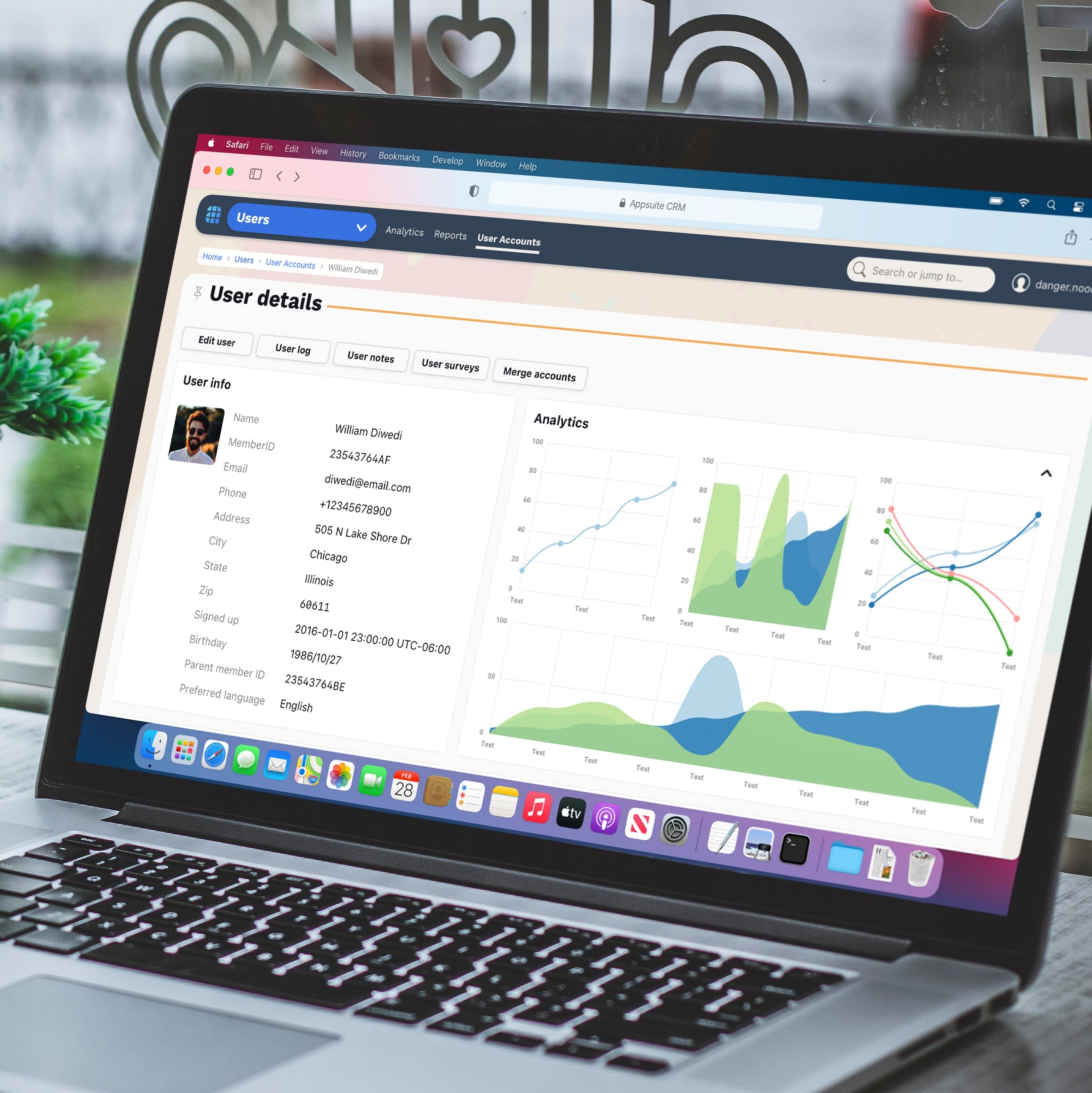


# Web portal for a set of CRM tools

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)



# Project preview...

## Dashboard

**Pinned actions**

- Ordering: Order Throttling, Quote Times, Delivery Settings
- Marketing: {Report name} report, Add new notification, Active templates
- Surveys: Add new survey, Survey settings
- Loyalty & Rewards: Point Ratio, Active campaigns, Upcoming campaigns, Add new campaign
- Gift Cards: Gift card settings, Add new gift card, Add new bonus card
- Users: Add new user, Active users, Loyalty card users
- App settings: Featured content

## Ordering

Product # KPI

## Marketing

Product # KPI

## Loyalty & Rewards

Product # KPI

## Program Settings

Featured Content

Color Settings, Label Settings, General Settings

## Featured content

Version 2.0, Legacy

Add item

English, German, Spanish

- 1: Title..., Description, Edit, Delete
- 2: Image of a colorful abstract design, Edit, Delete
- 3: Image of flowers in a vase, Edit, Delete
- 4: Image of a modern building at night, Edit, Delete
- 5: Image of two people sitting at a table, Edit, Delete

## 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

# Task Manager App for Event Coordinators

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

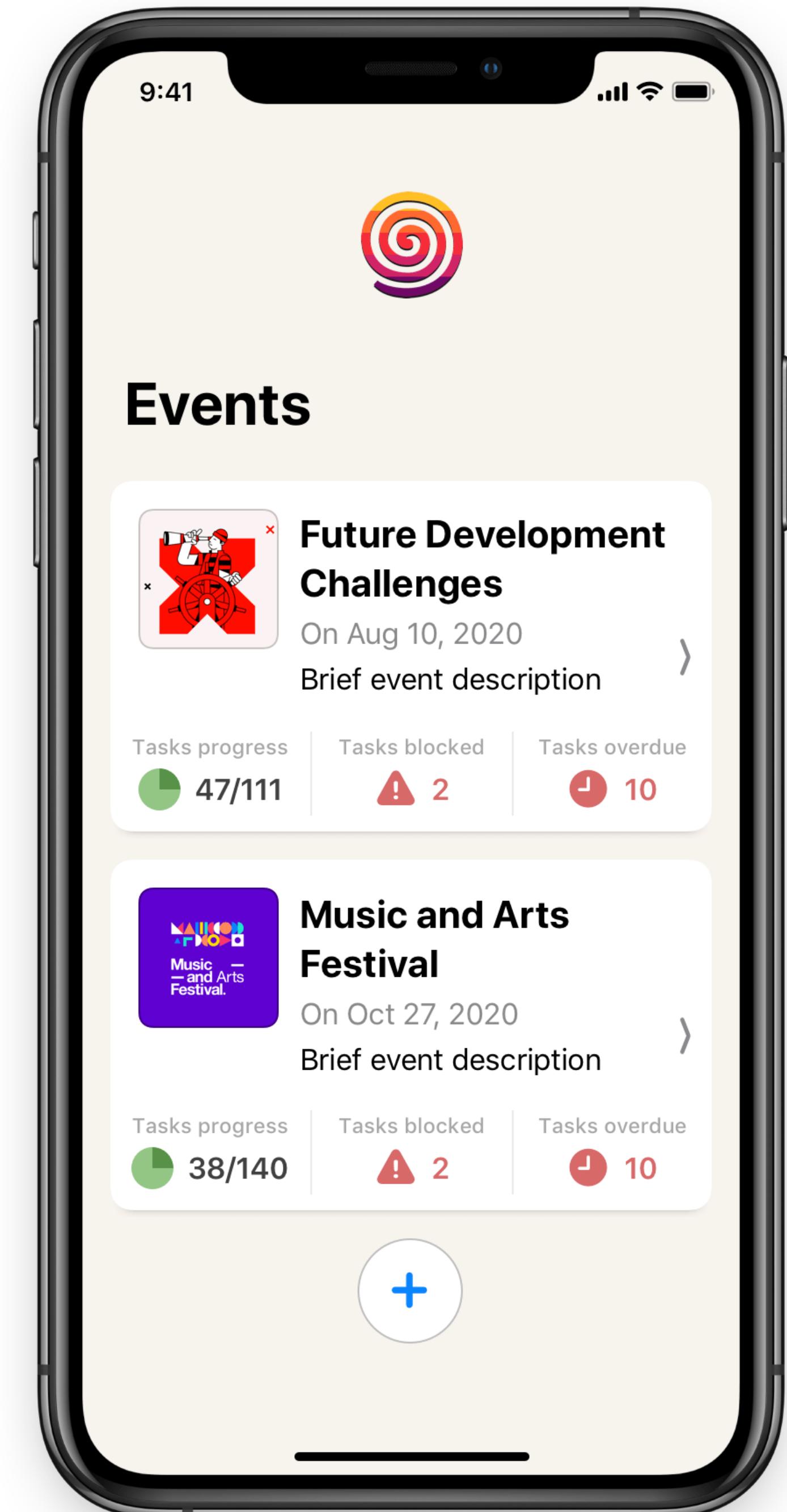
My role was:

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



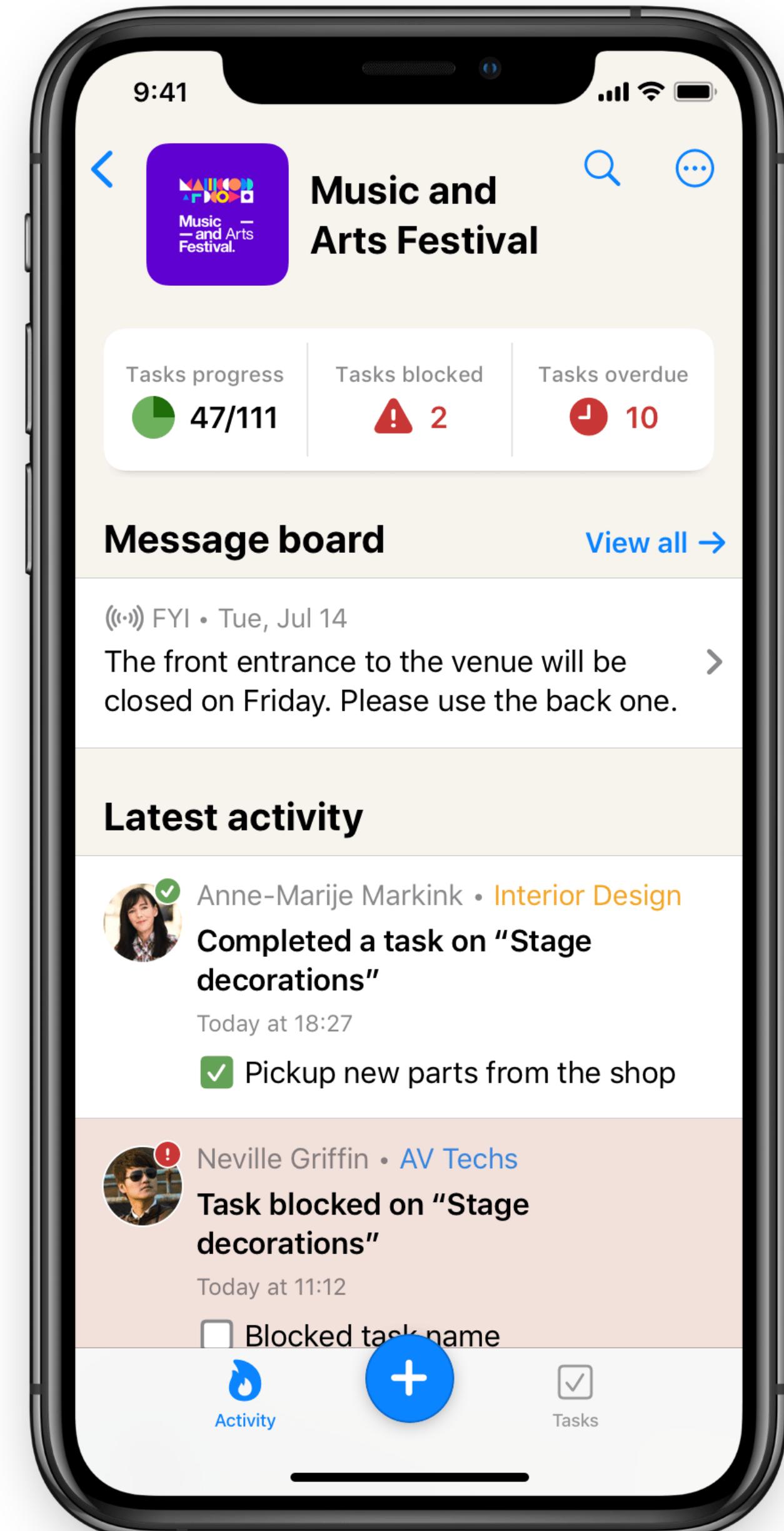
# Multiple events

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

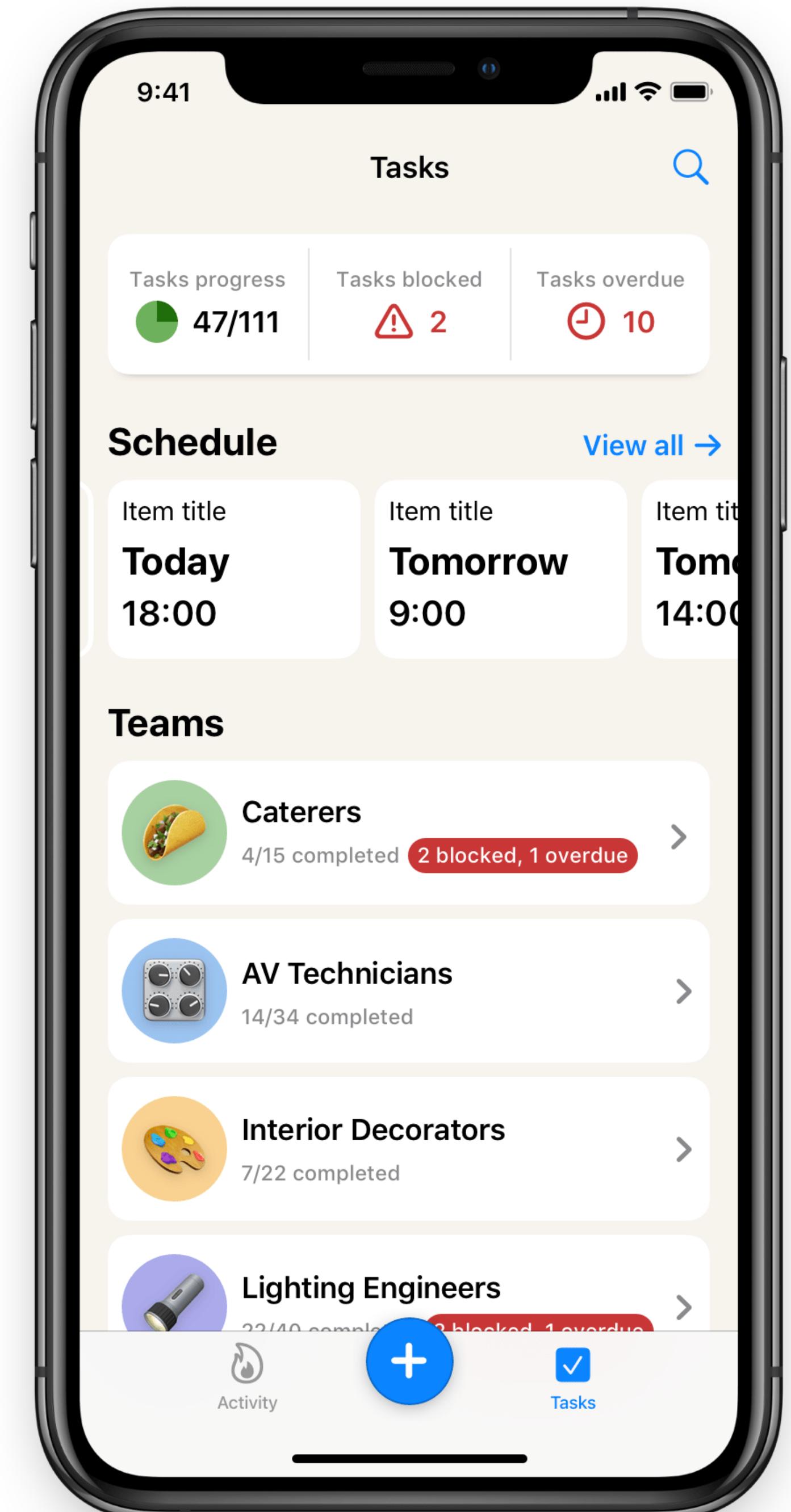
Activity provides a birds-eye view of the preparations as well as an ability to make event-wide announcements for all teams.



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

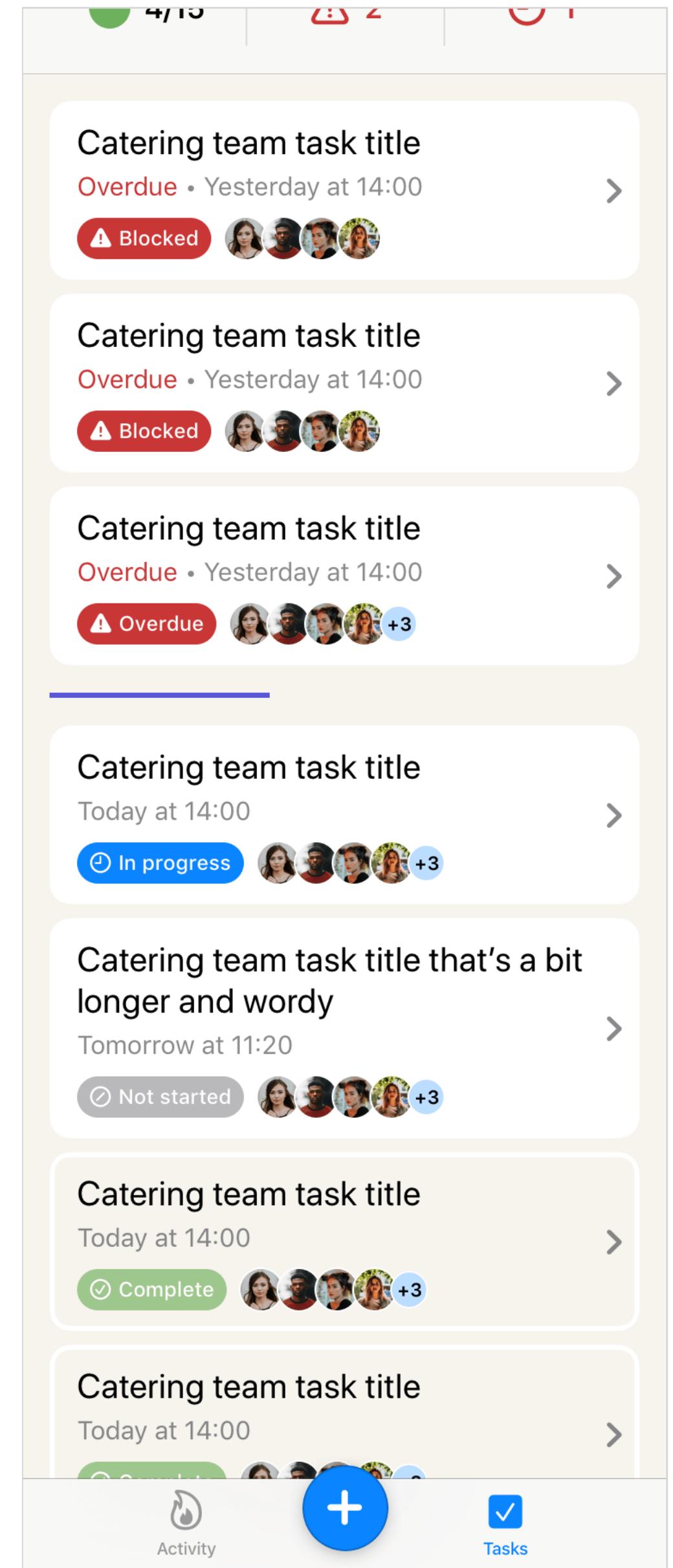
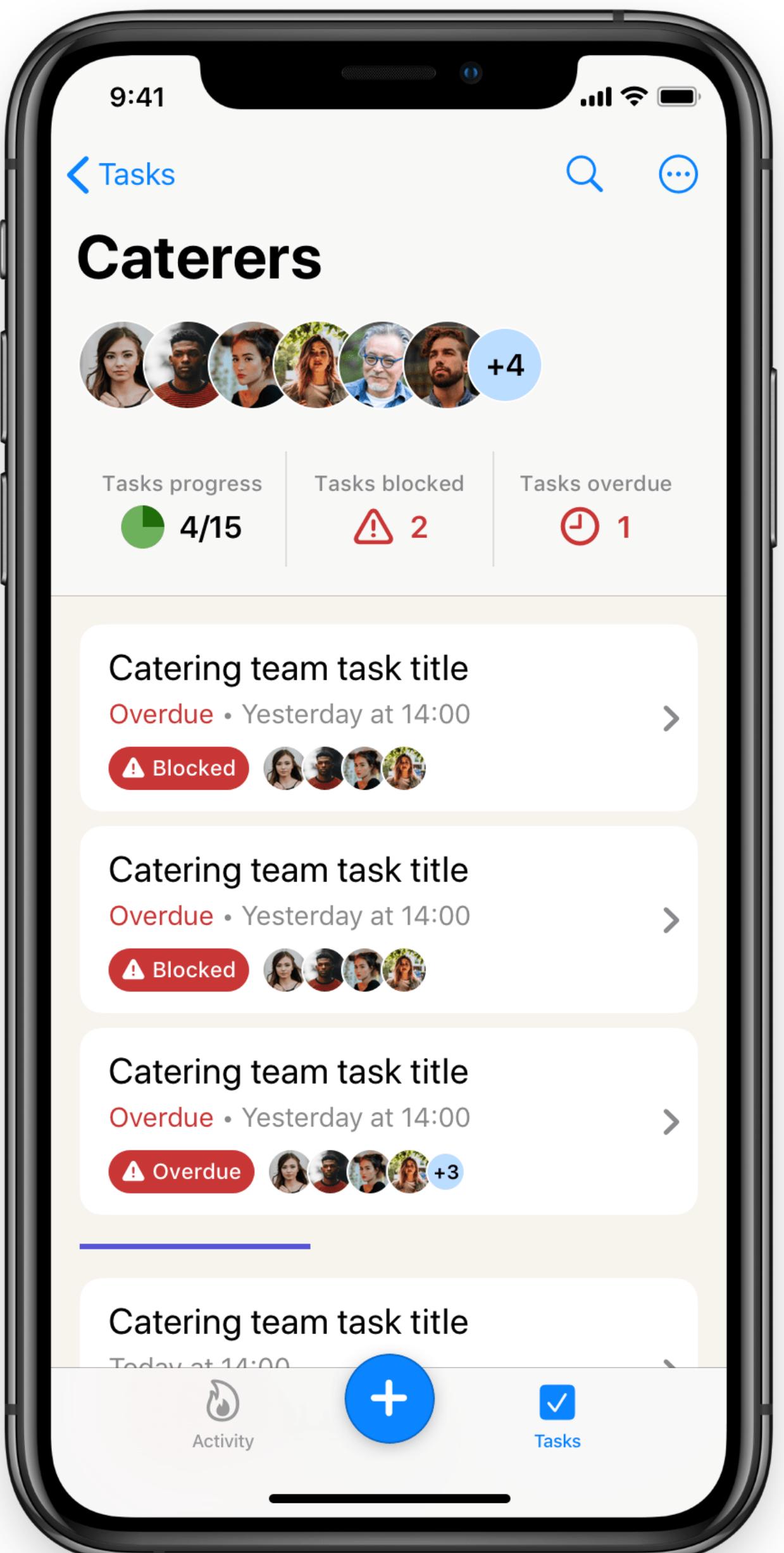
All tasks are assigned to their teams.  
An overall progress and alerts for the whole event are gathered at the top.



# Team tasks overview

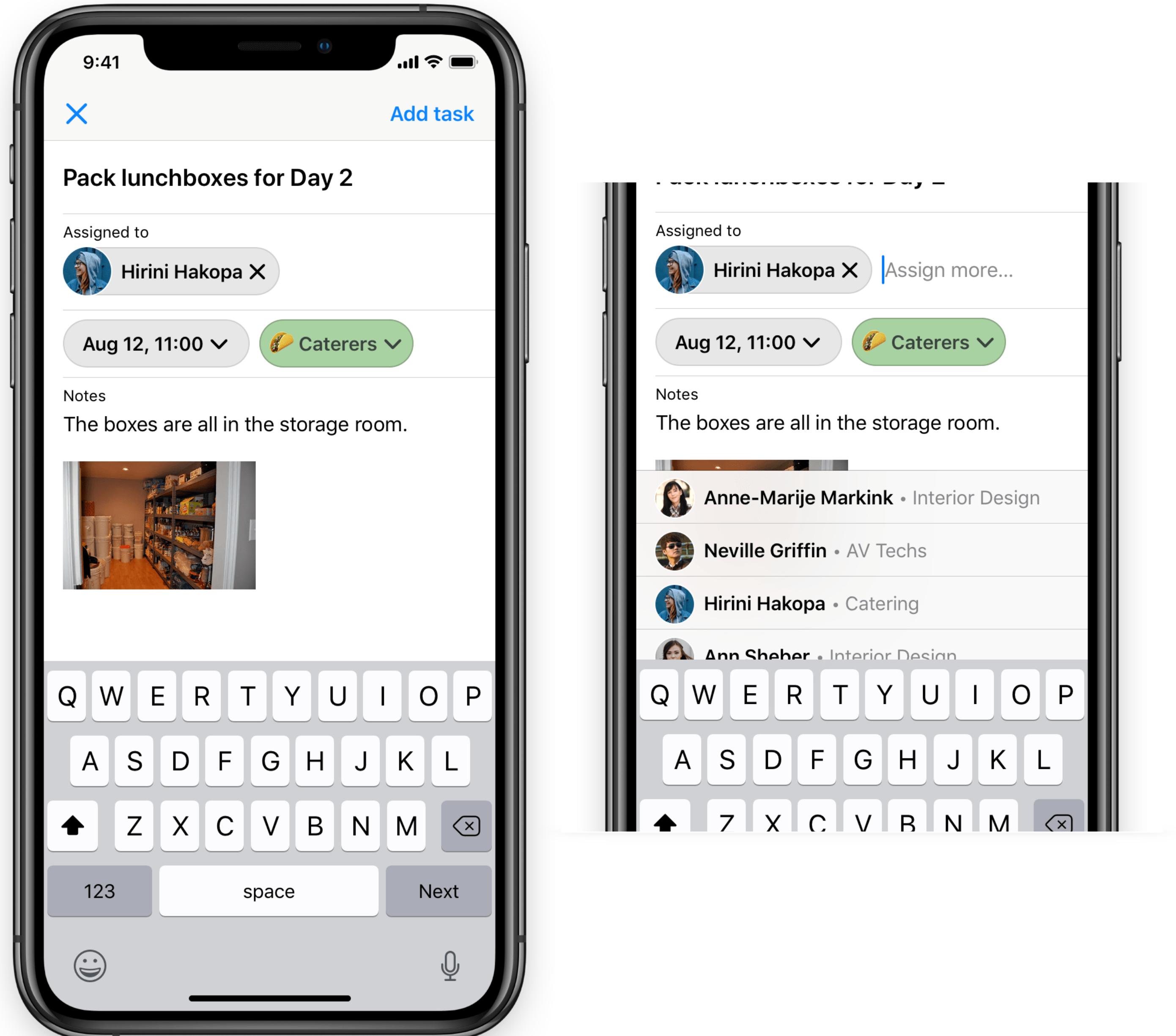
Team view shows all the tasks assigned to a specific team with problematic tasks pinned to the top. And the rest sorted chronologically.

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



# Adding tasks

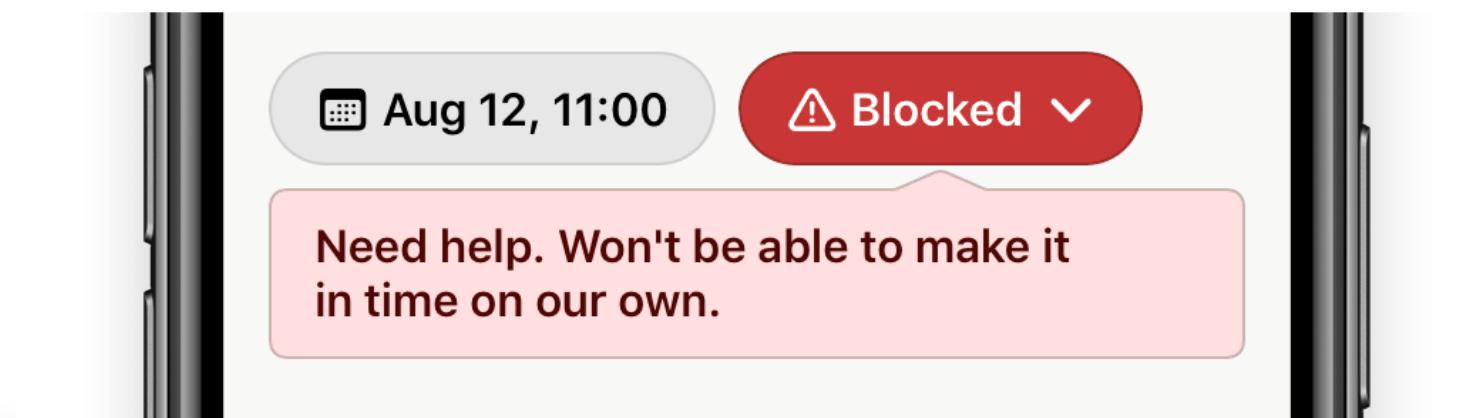
When adding a task, organizers can assign it to staff members, add deadlines, reference other people and also add images in notes.



# 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.



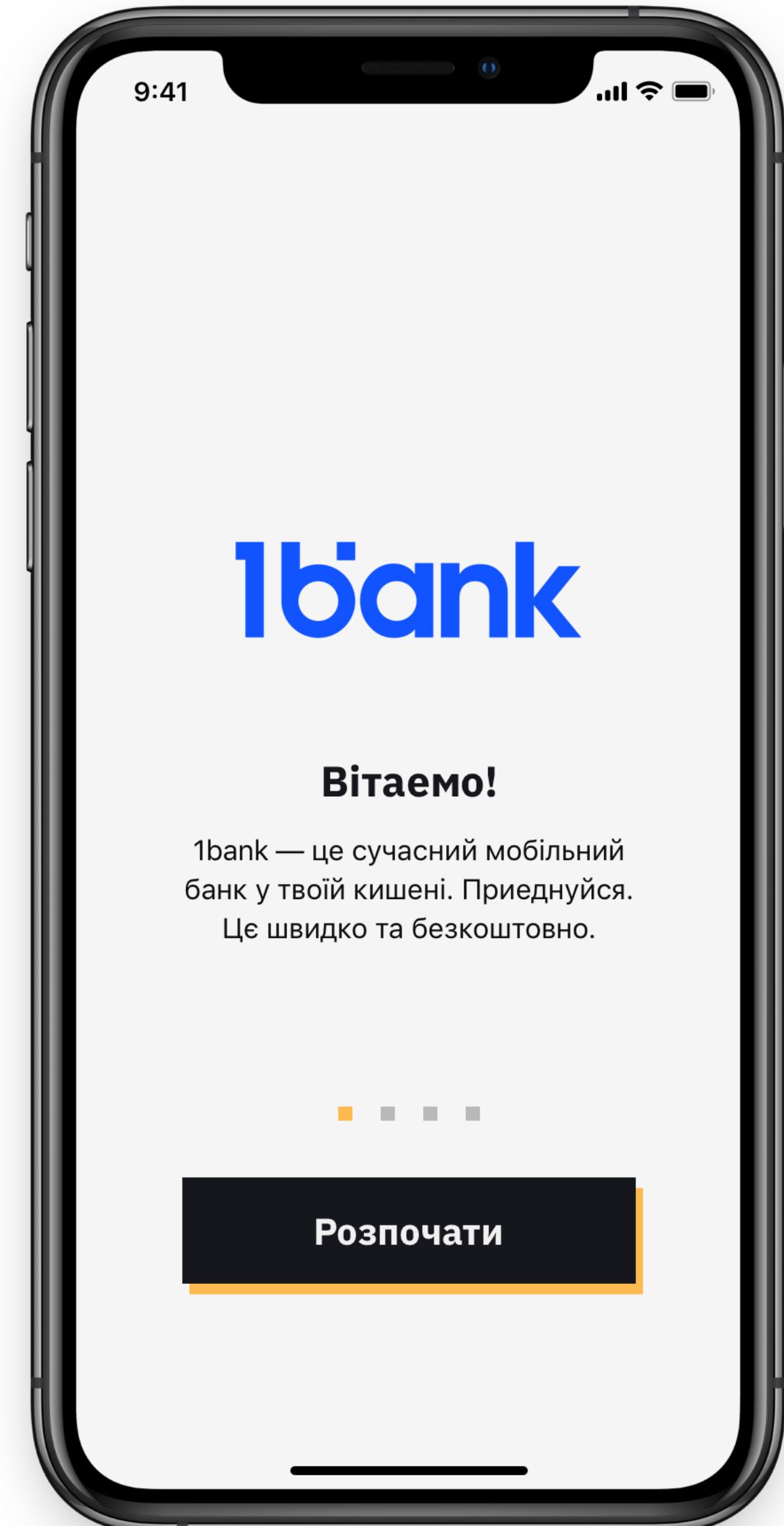
# Mobile app for a neobank start-up

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.

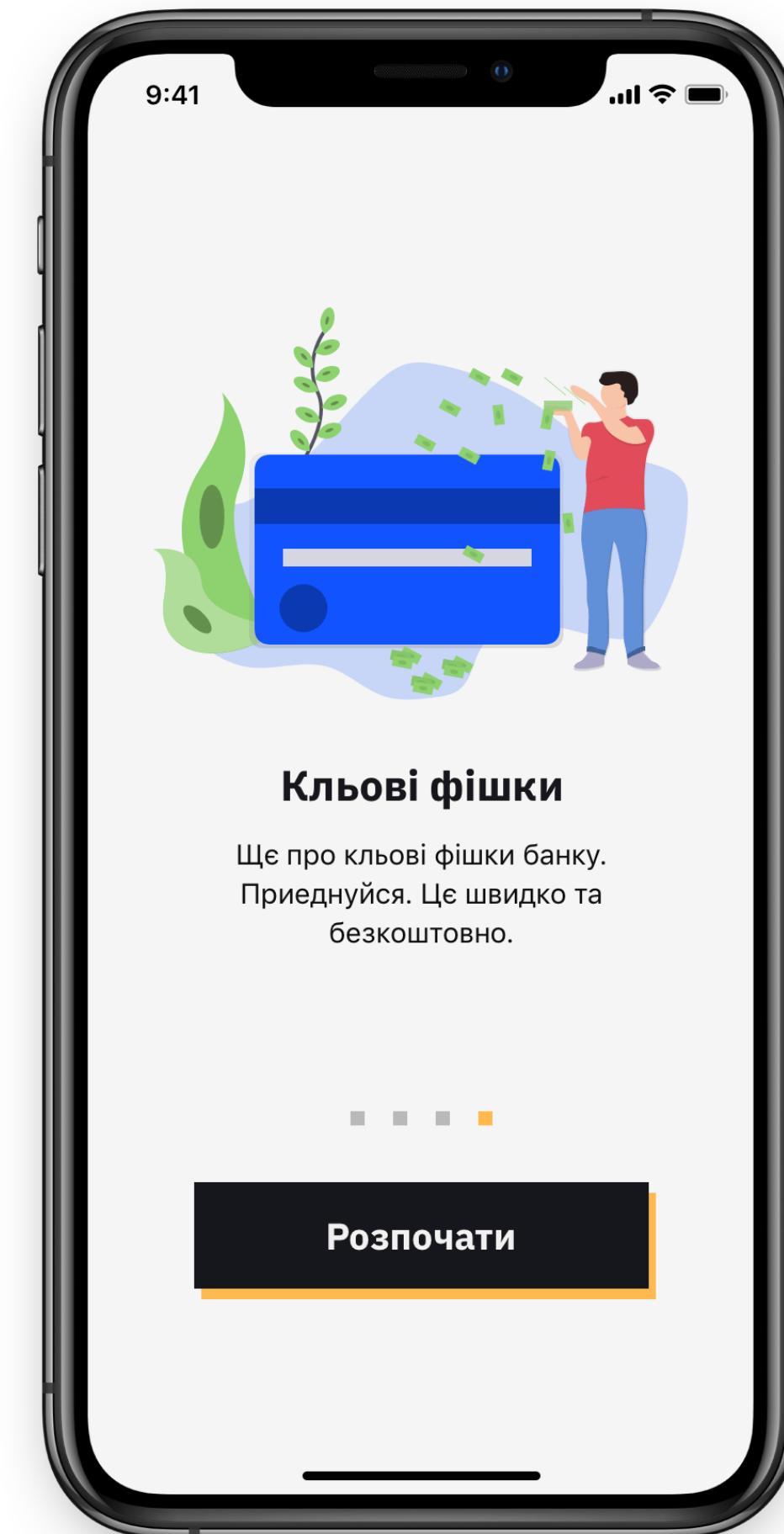
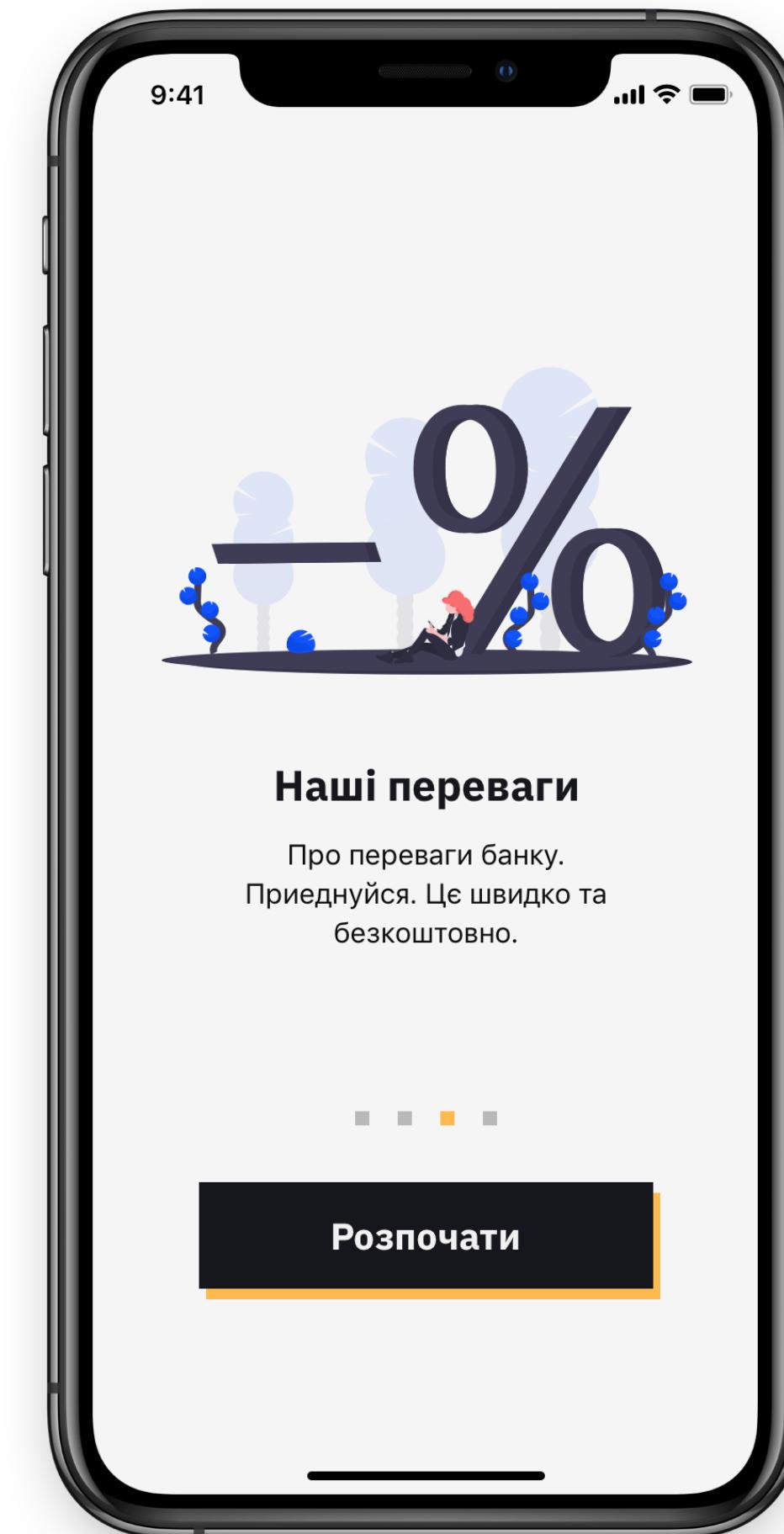
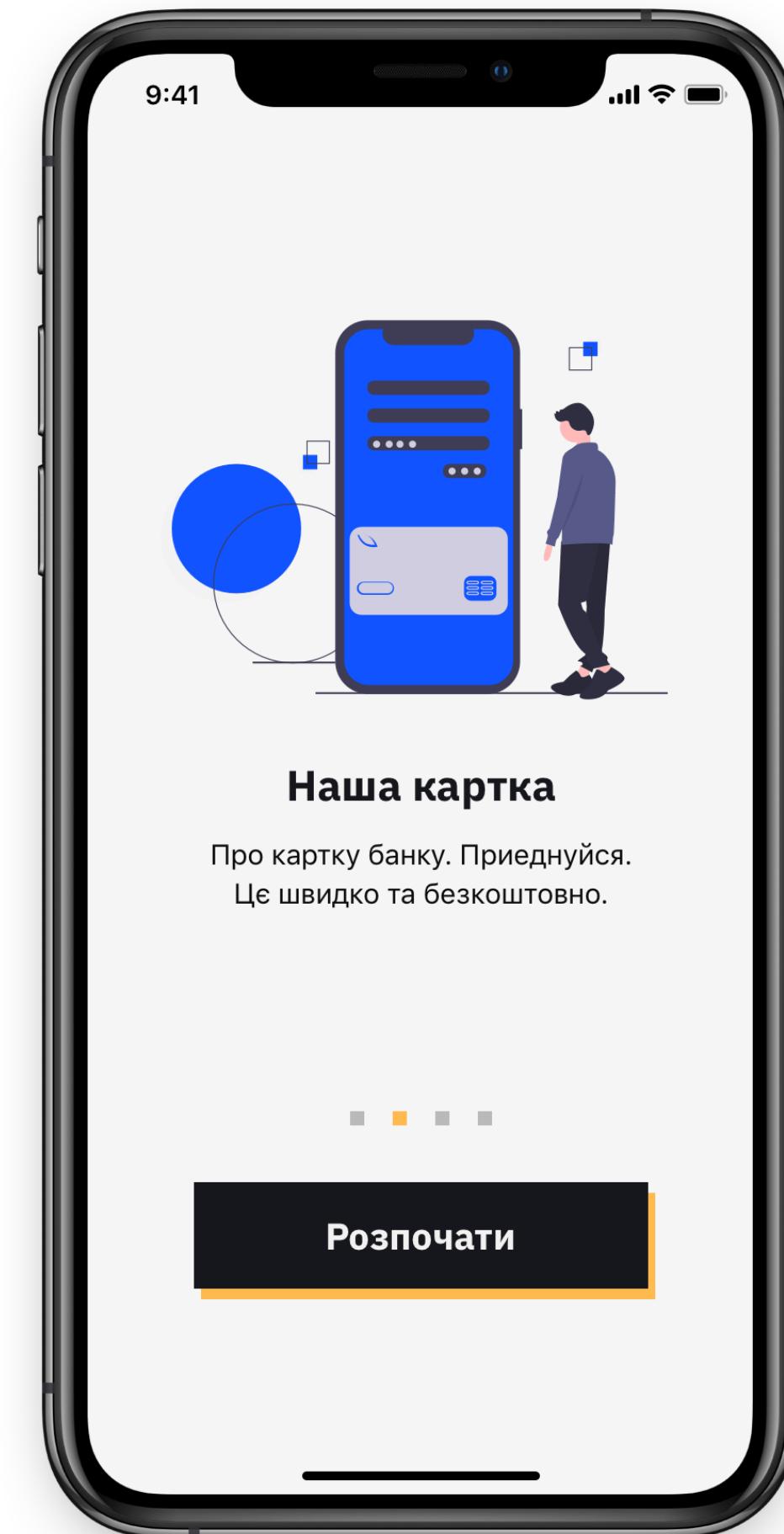
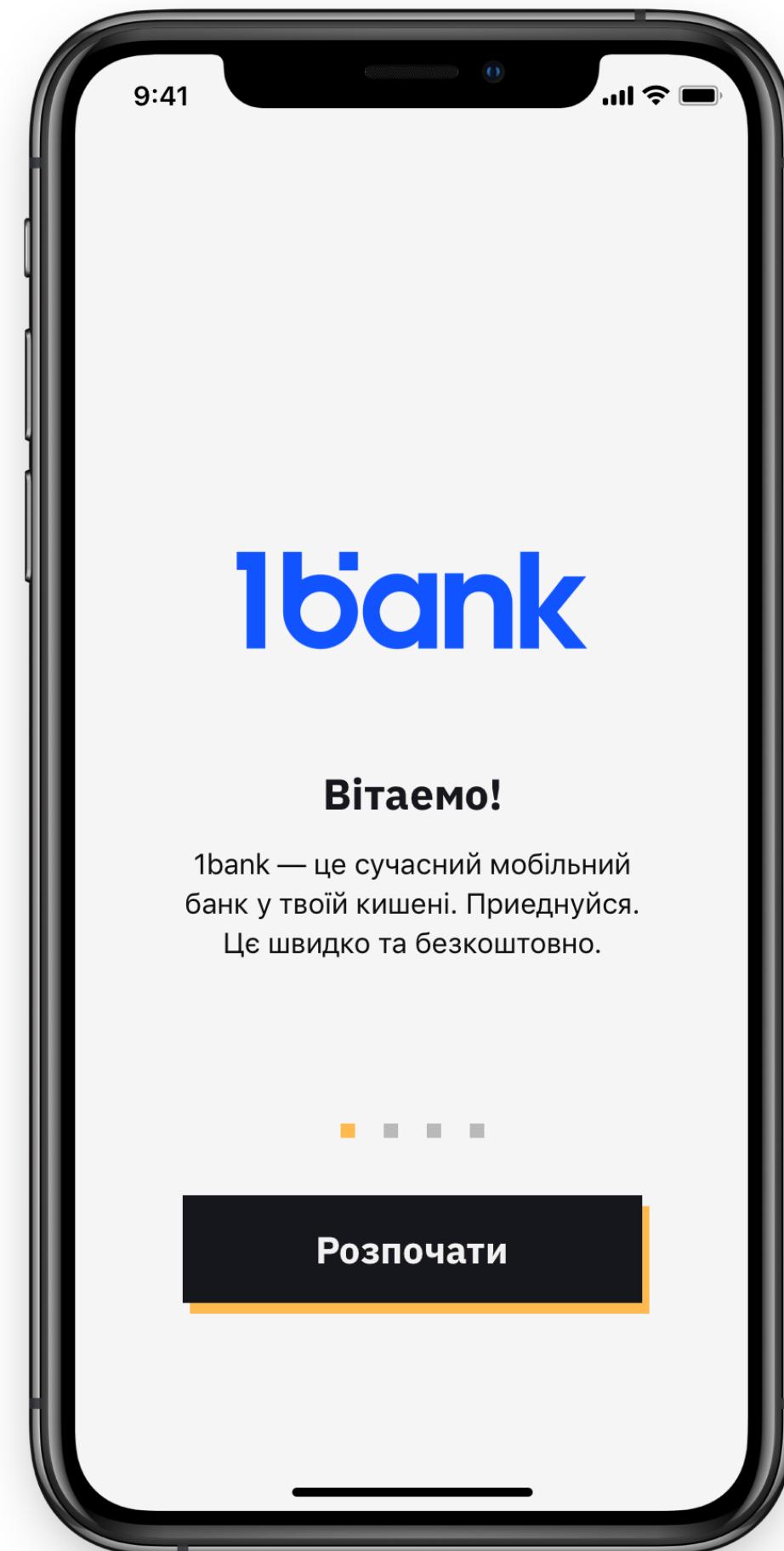
My role was:

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



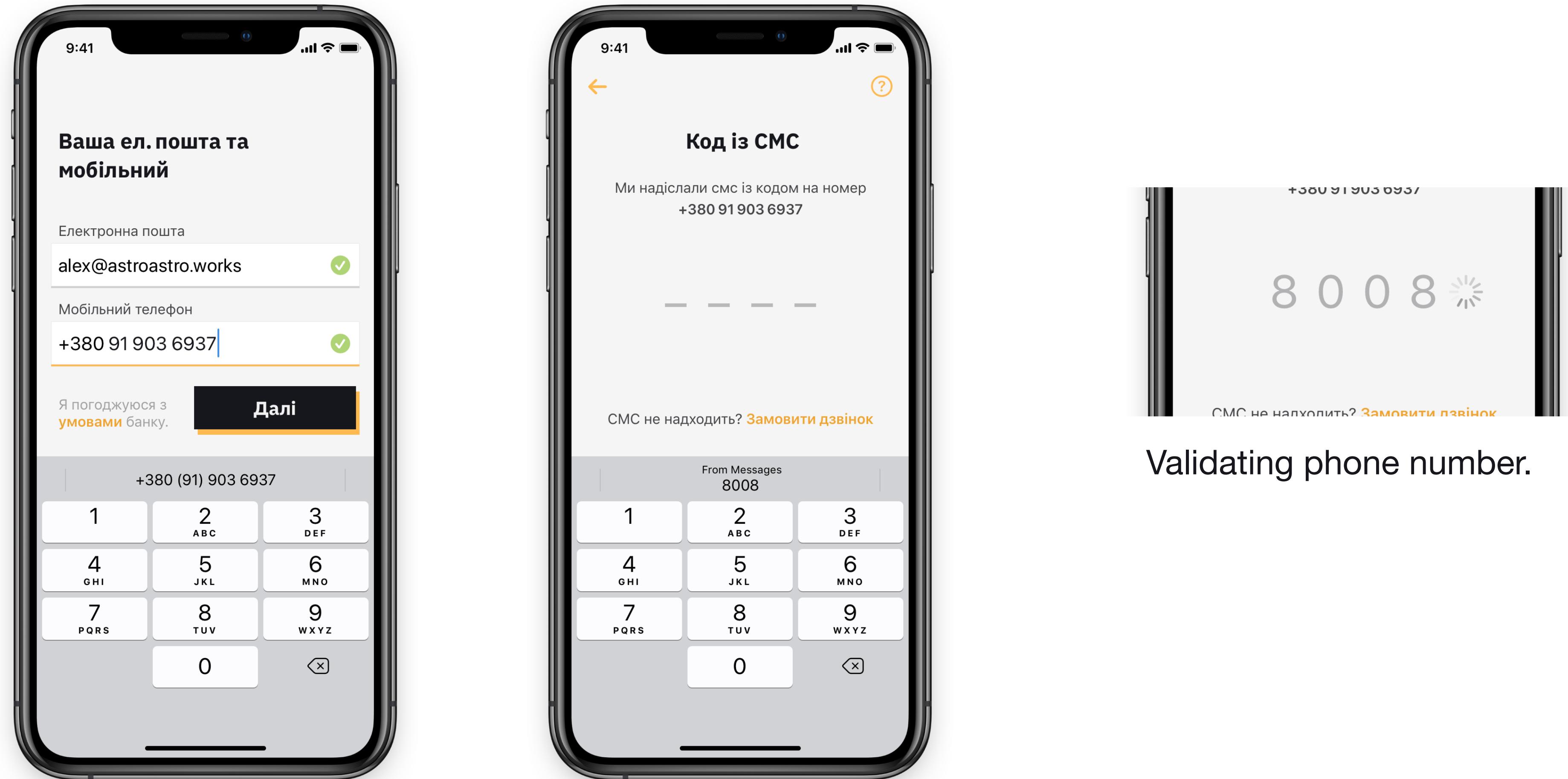
# Brief introduction of the neobank

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.

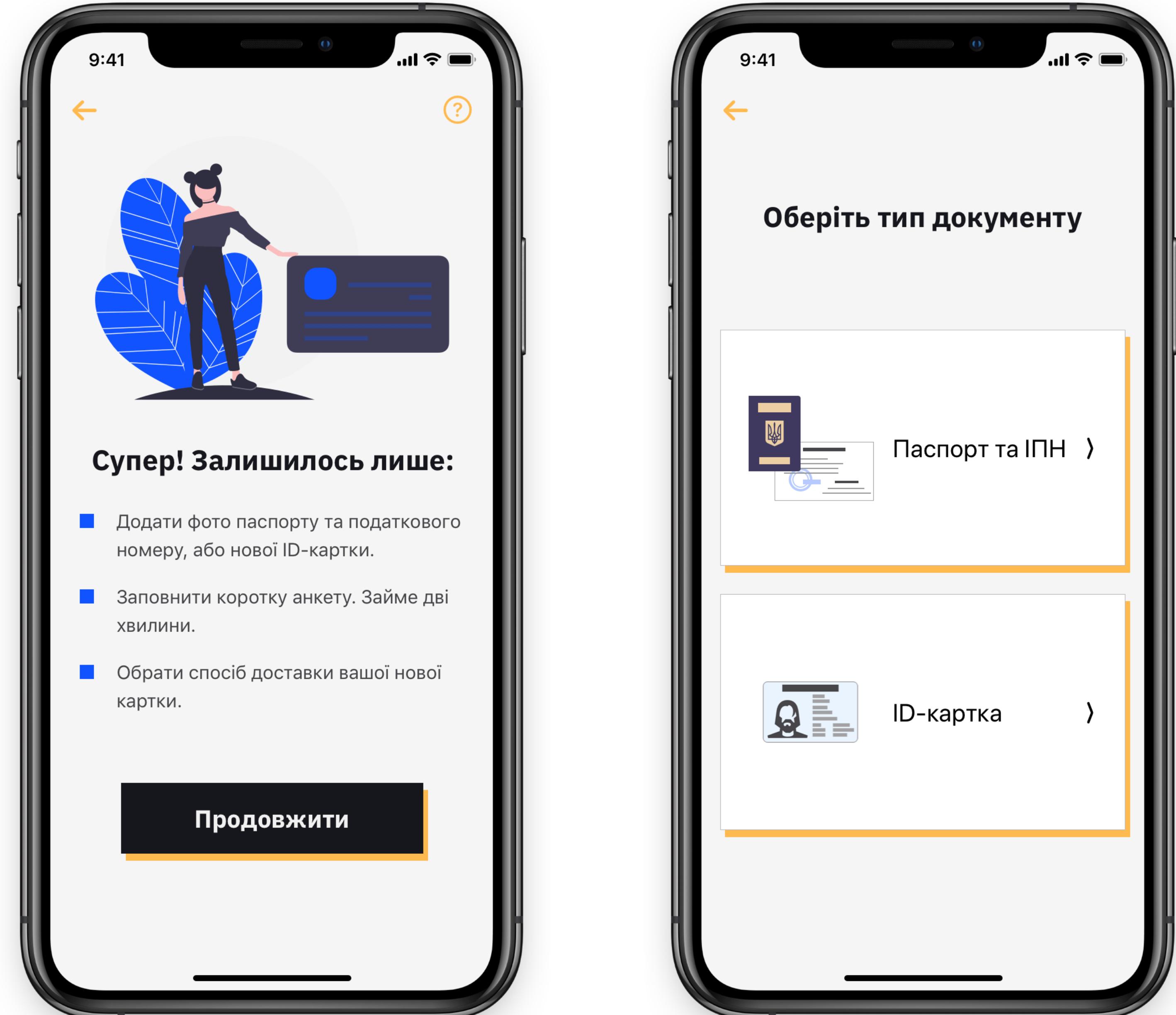


Validating phone number.

# Remaining steps and ID type selection

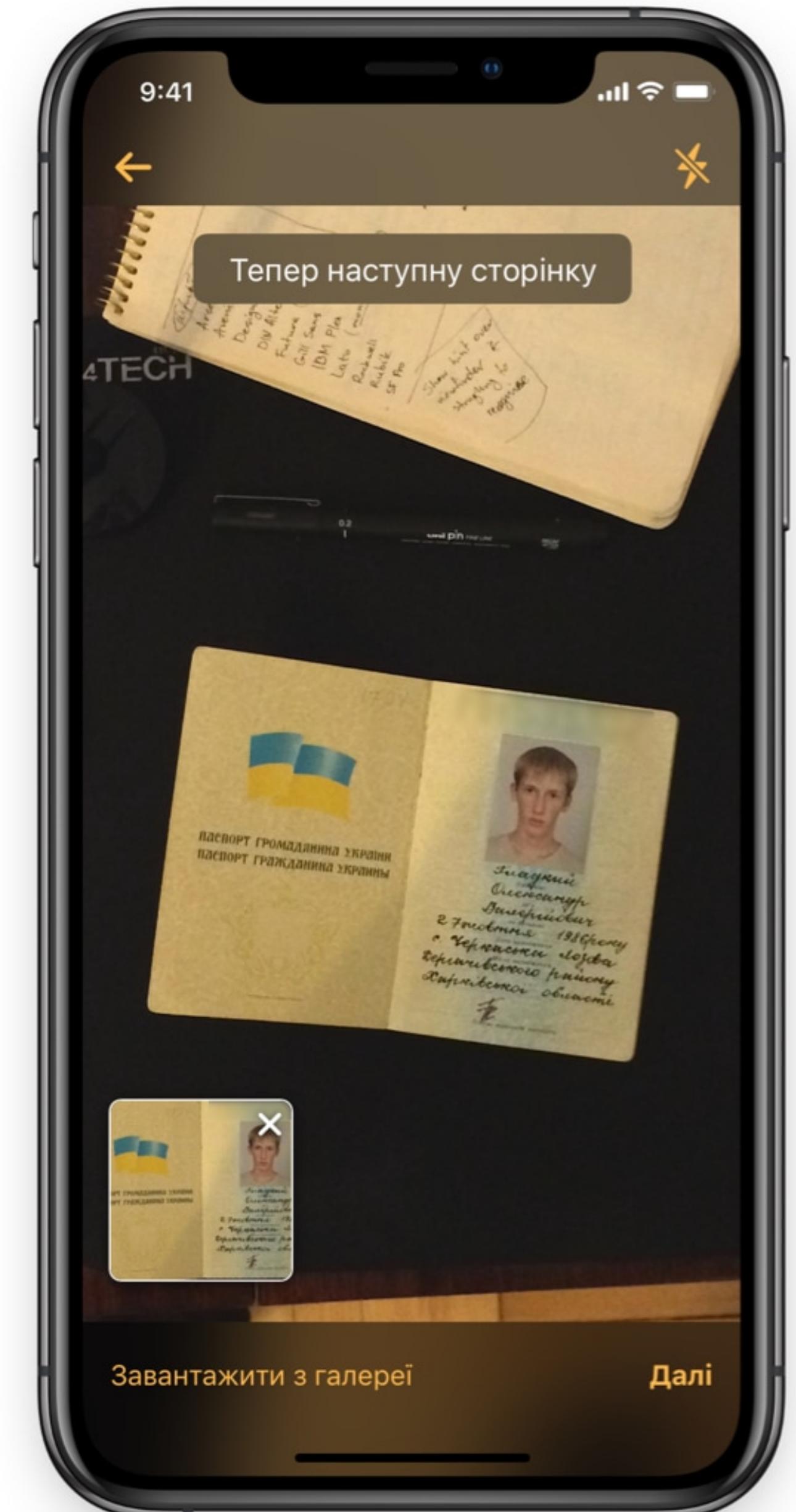
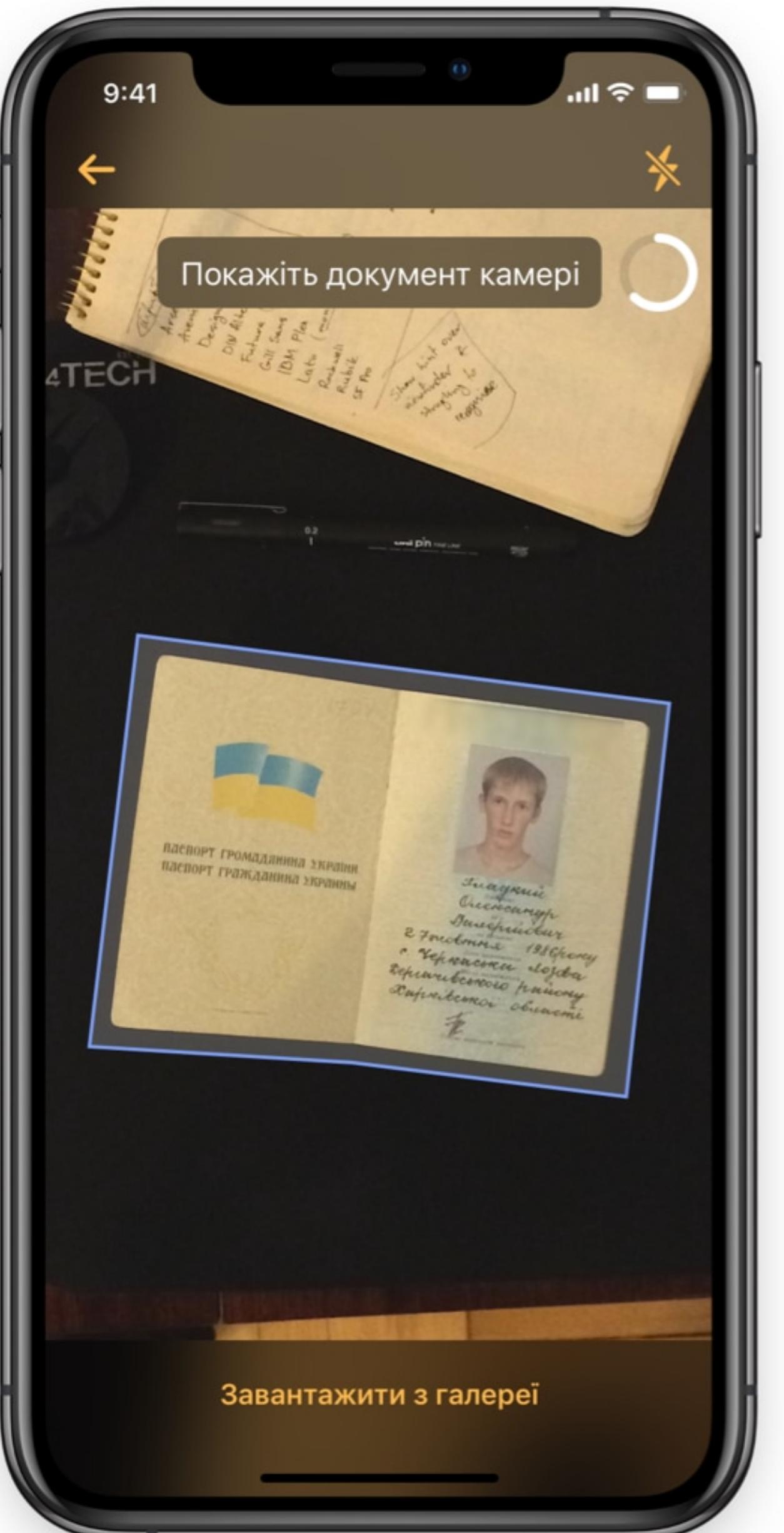
After successful phone verification, customers are shown the steps they need to go through to complete the registration and reassuring them that it will take only a couple of minutes.

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.



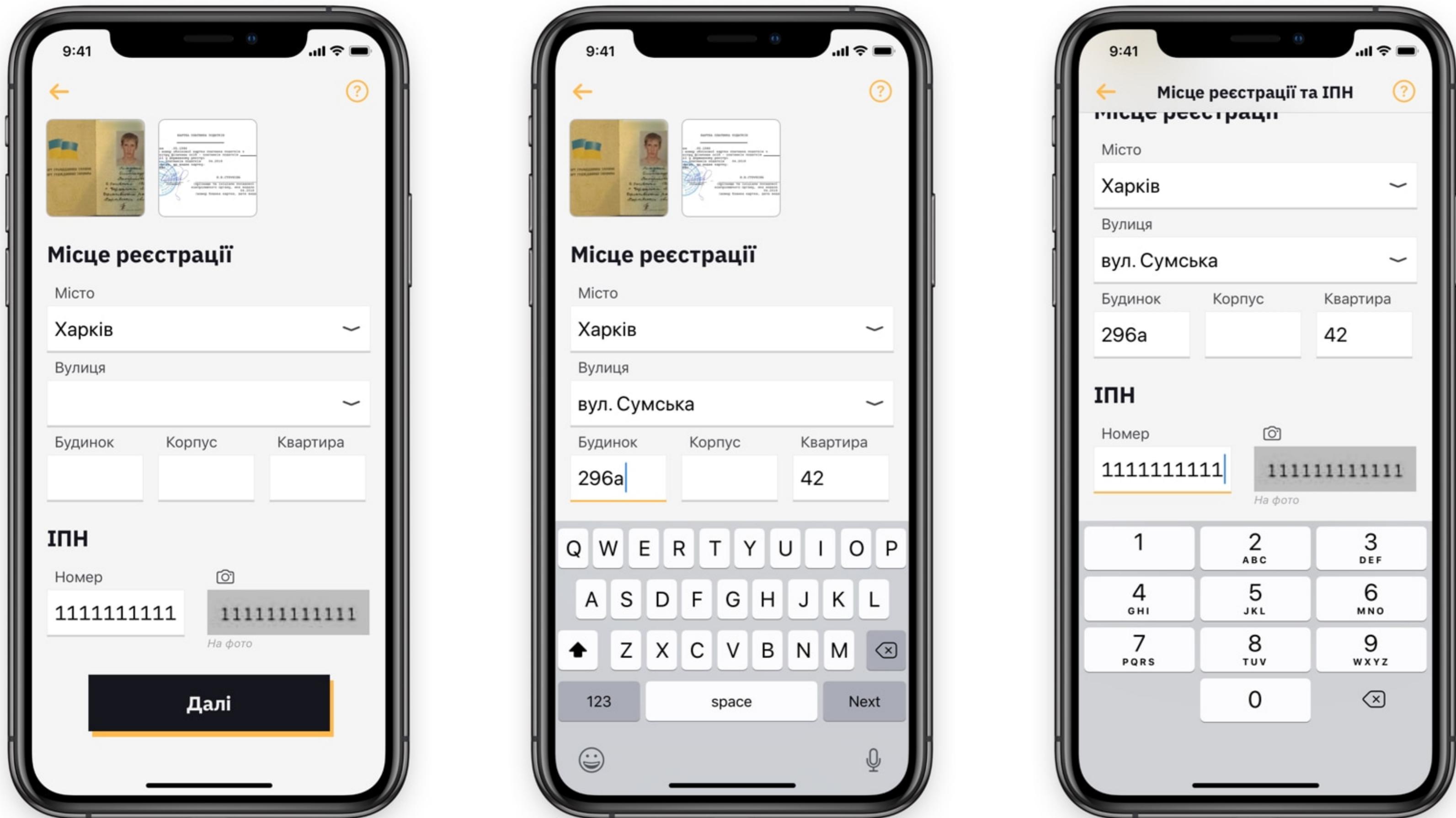
# Residence and tax confirmation

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)

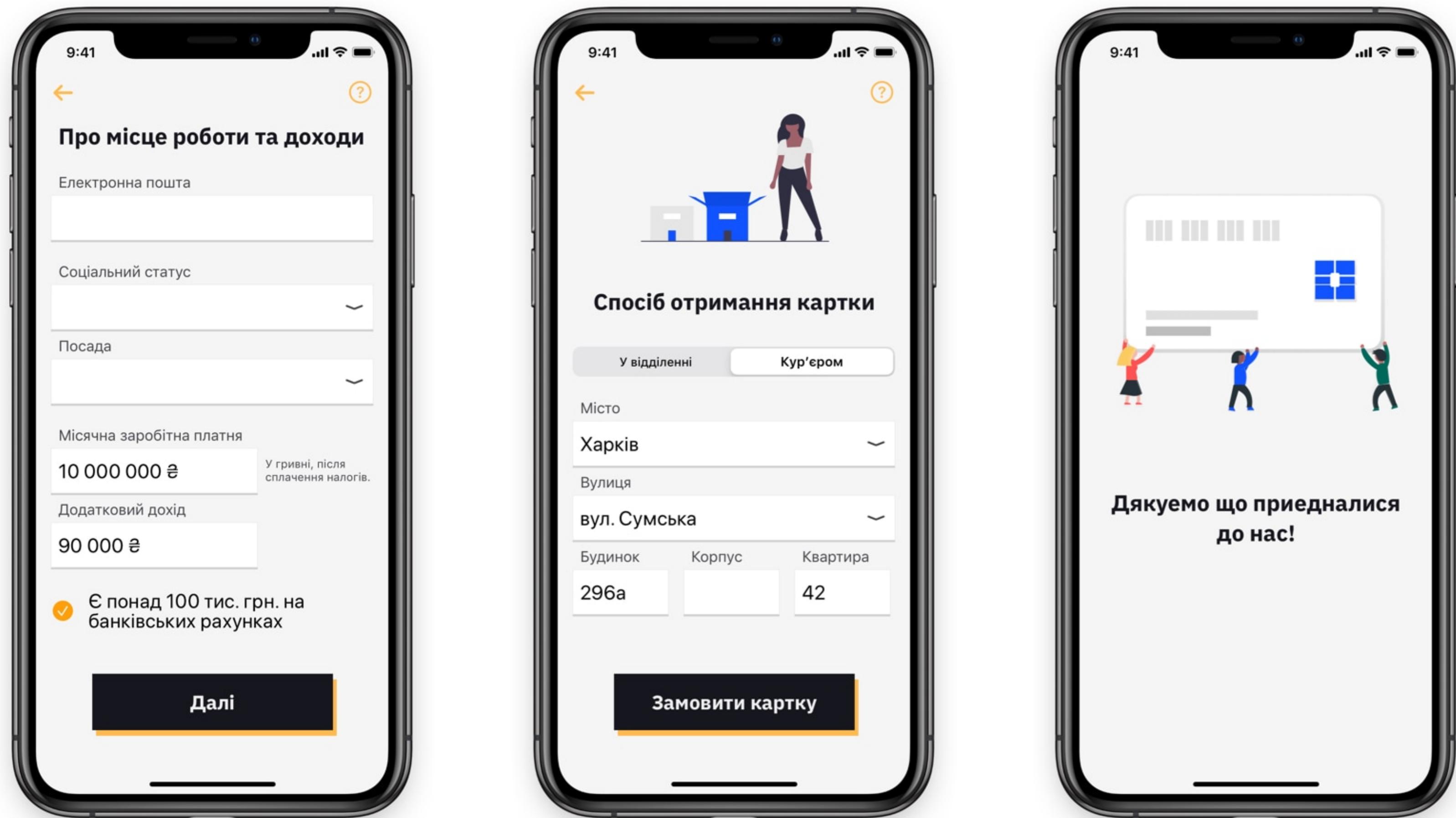
Tax ID is filled in automatically if the app was able to recognize it in the photo of the document.

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.

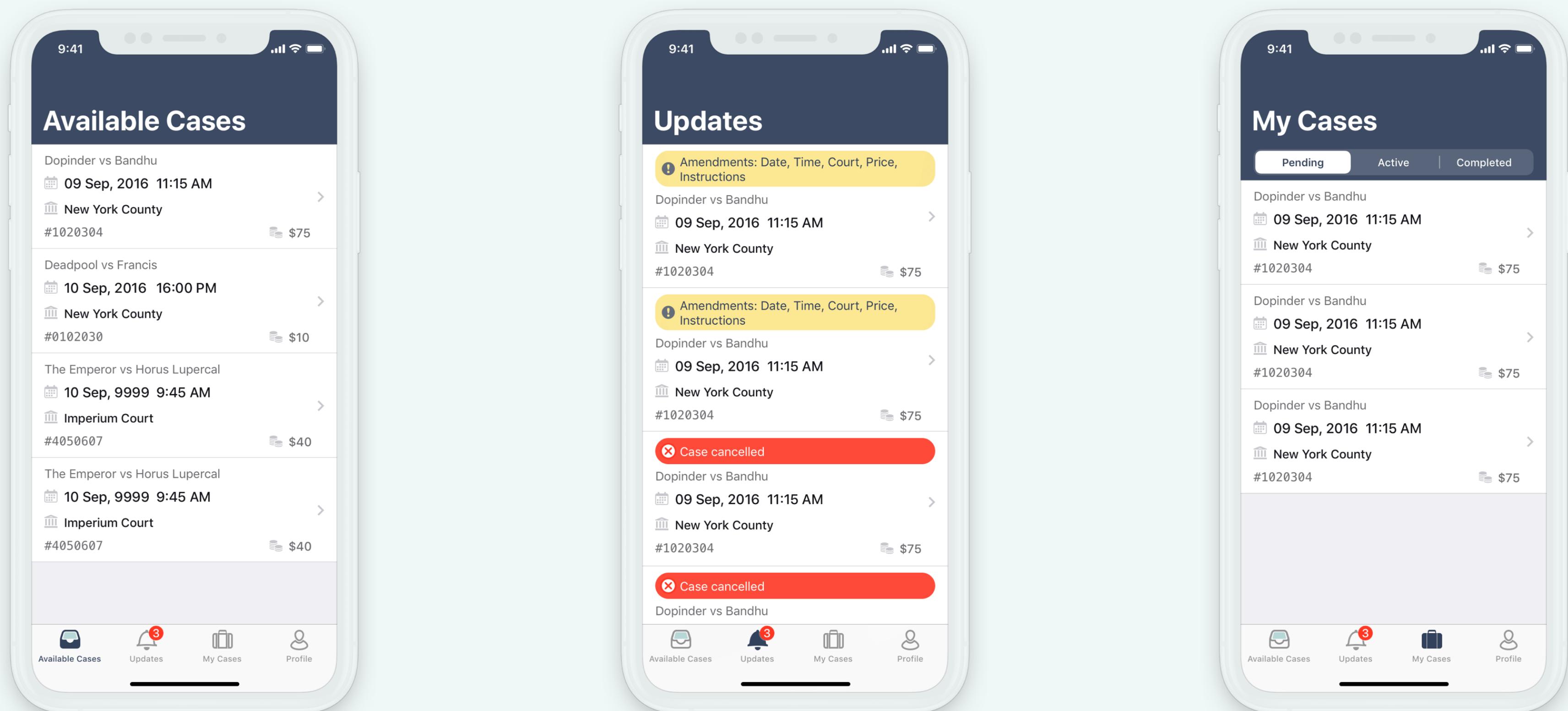
The challenge was in bringing primary features of a primarily web-based service to mobile.

My role was:

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

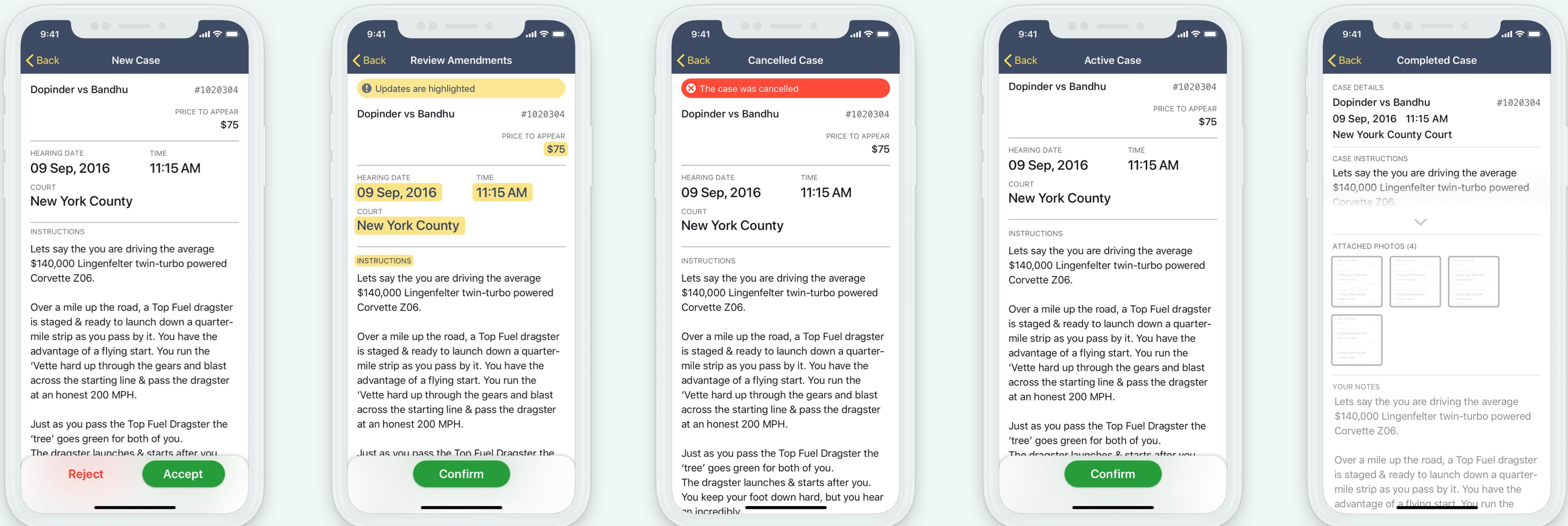
# Available, updated & accepted cases

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.



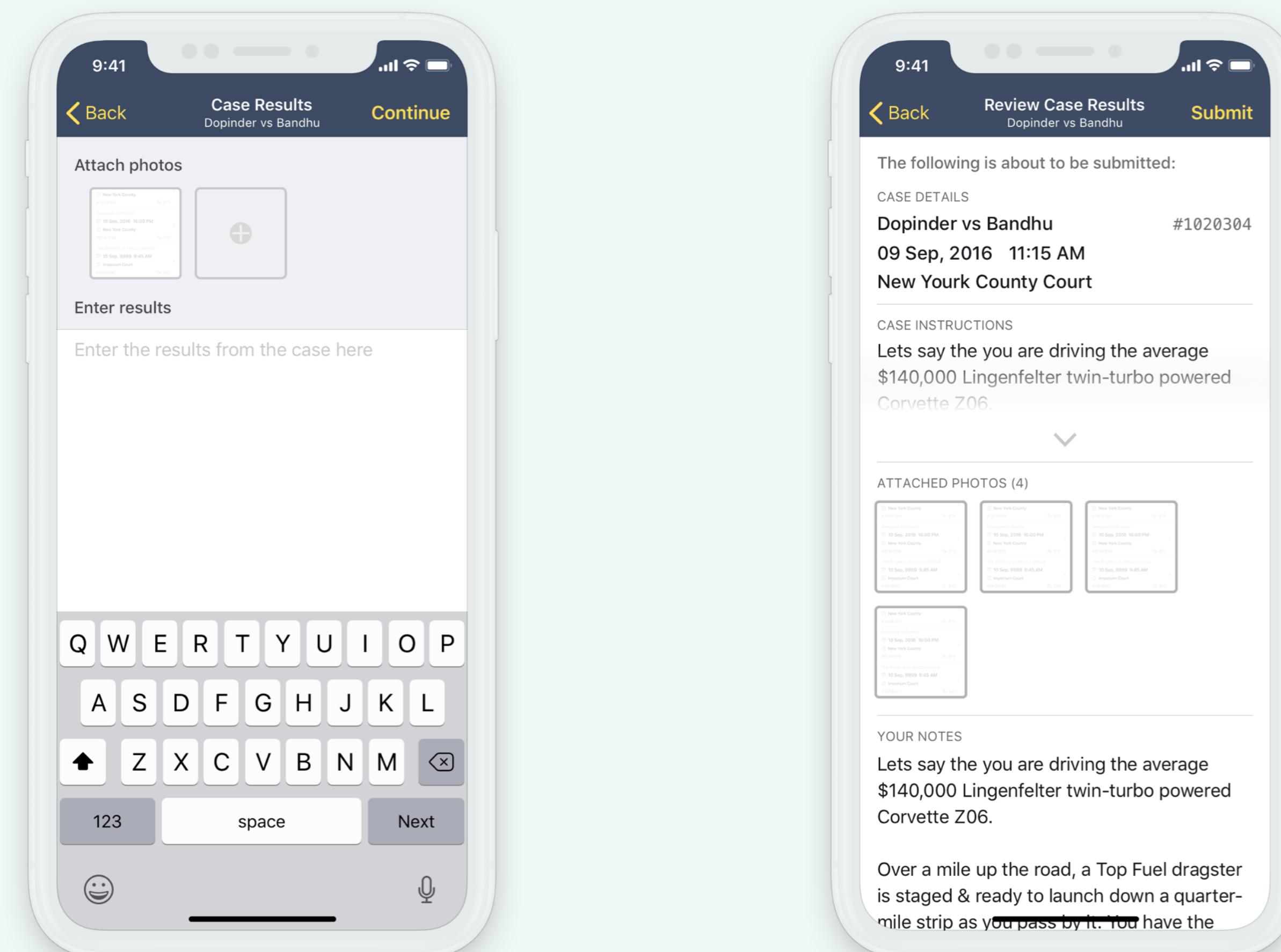
# Working on cases

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.



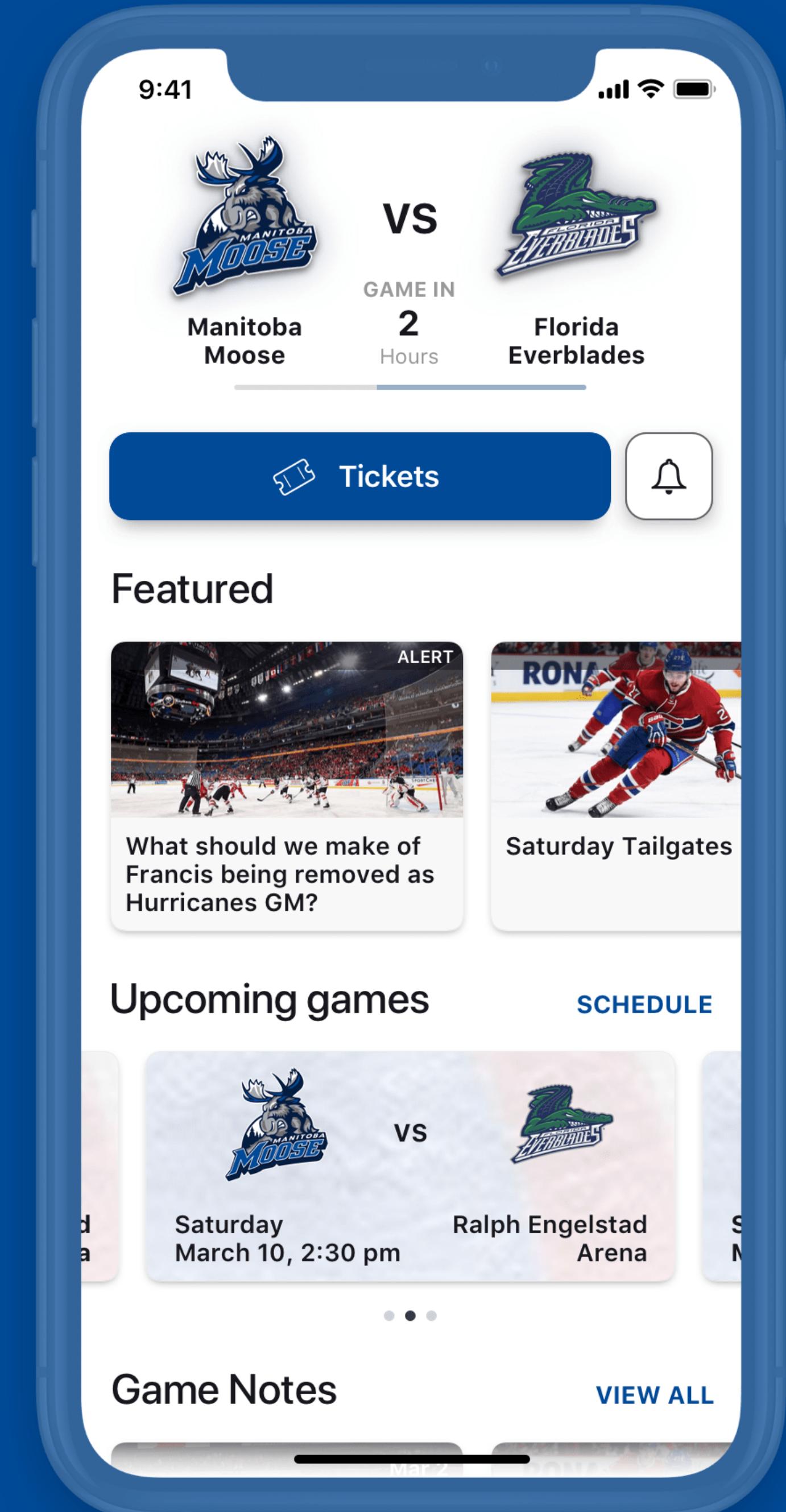
# Mobile app for Fannex

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:

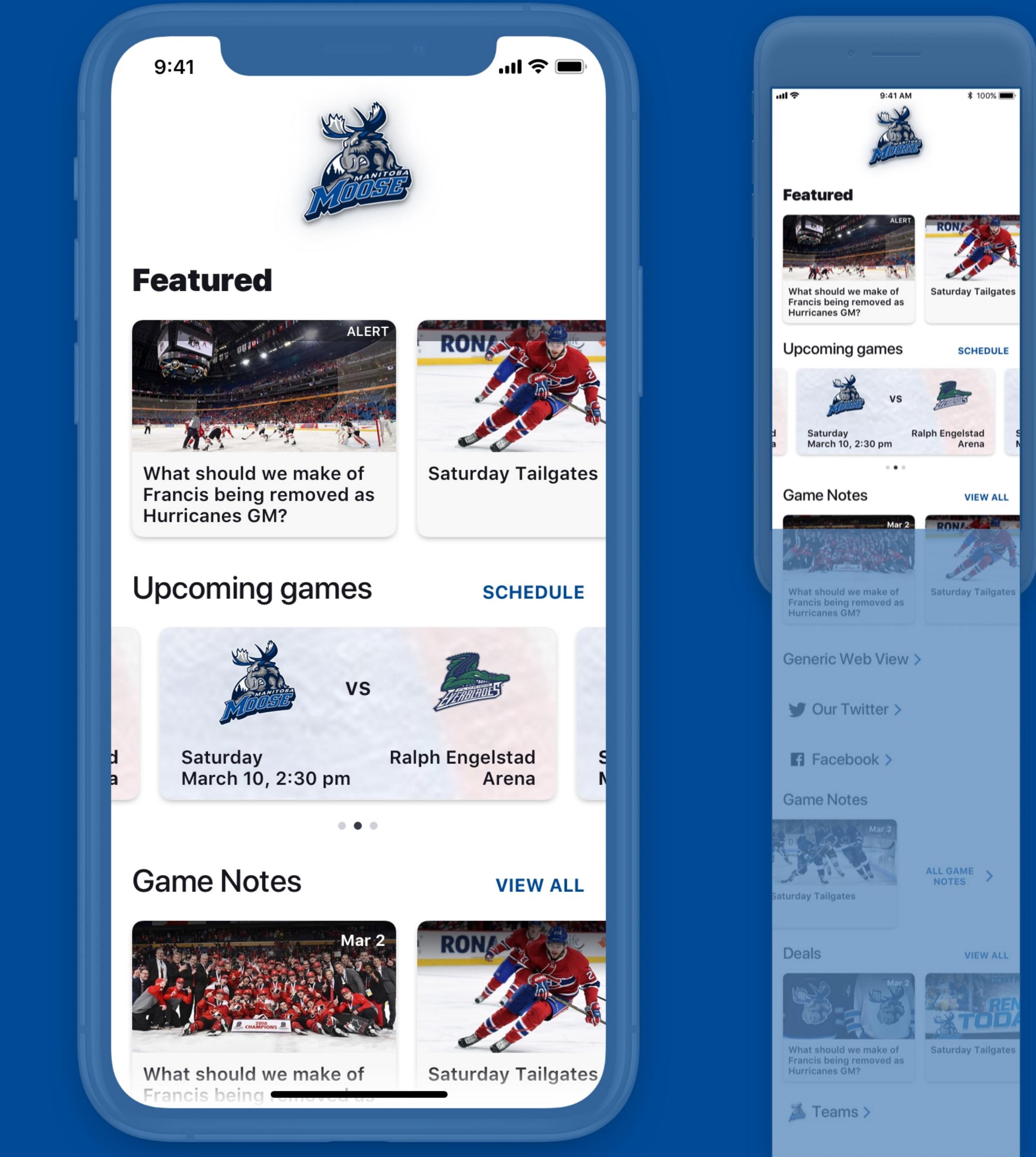
- Competitor Analysis
- User Experience (UX)
- User flows
- Wireframes
- Prototypes
- User Interface (UI)
- Iconography



# Main screen

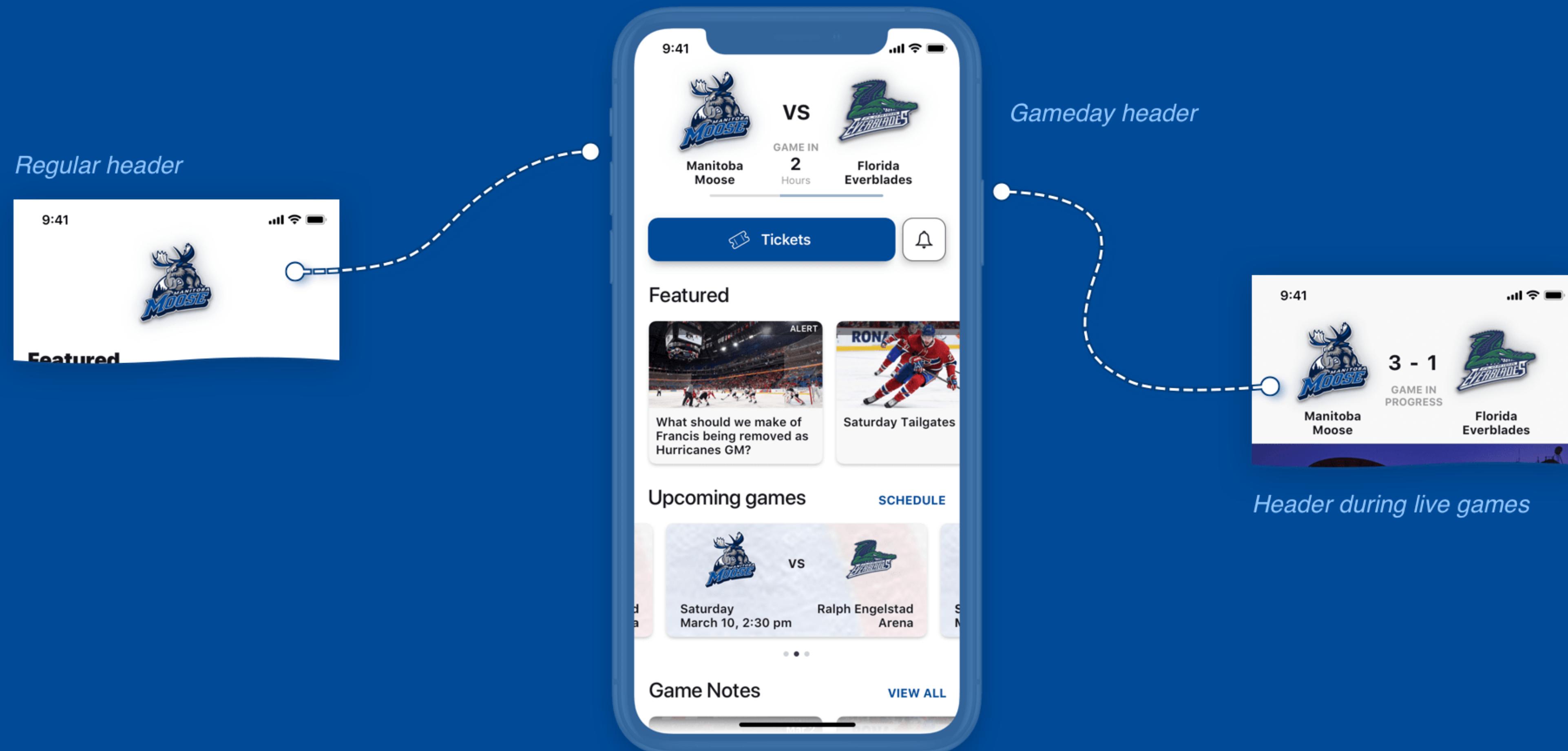
After testing a few navigation patterns, I settled on a feed-like screen, as it was the most fitting for the type of content the app provided.

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

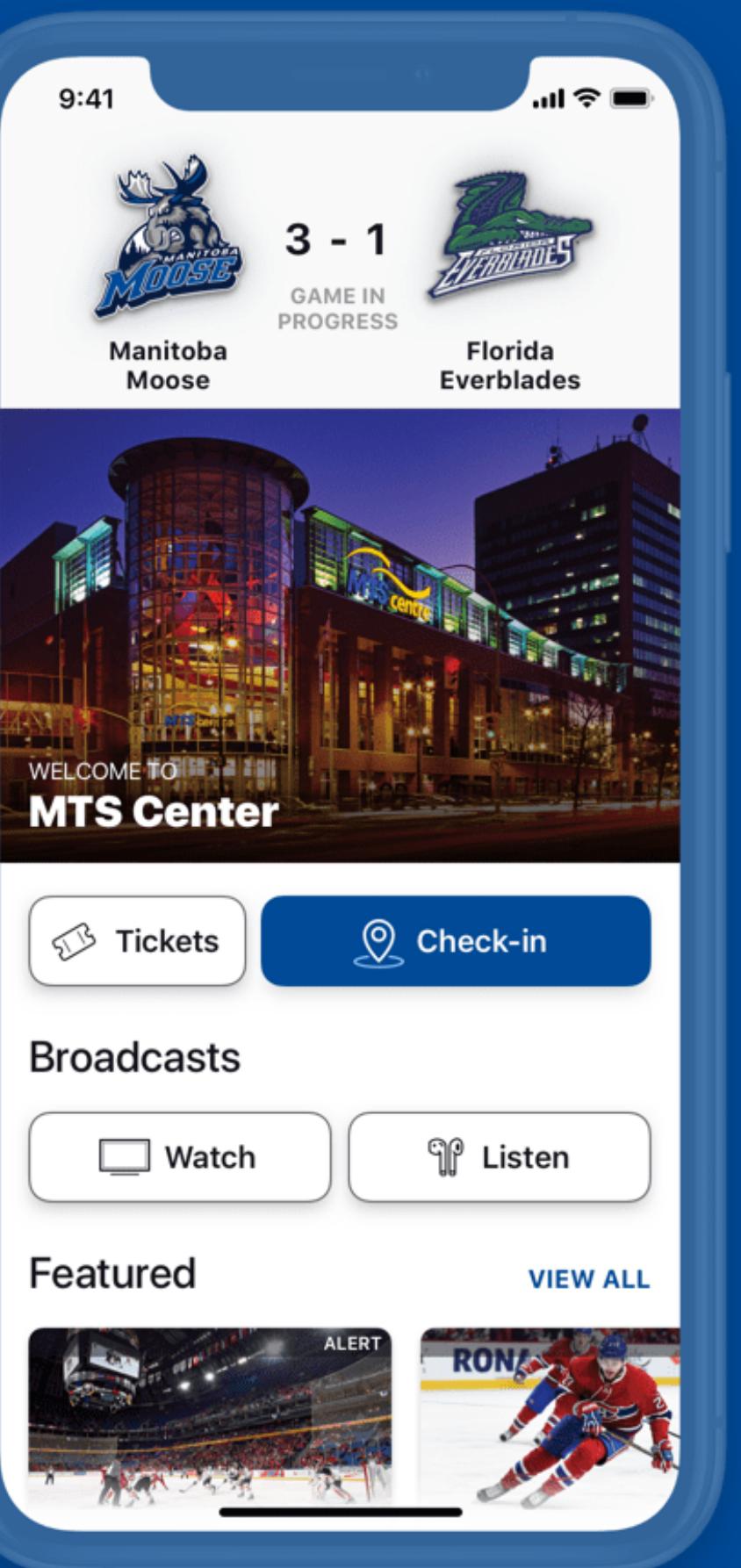
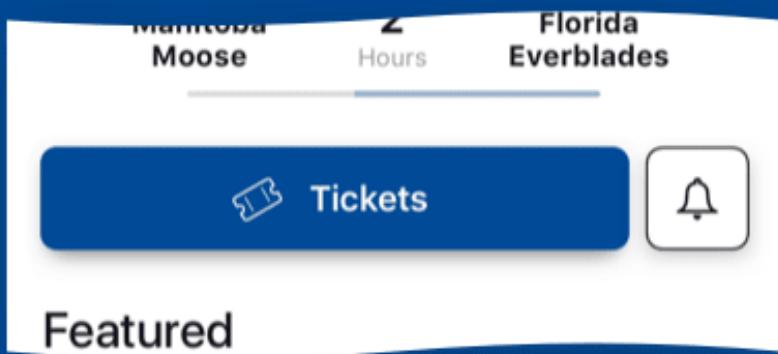
On the main screen, a dynamic header section was introduced. Depending on whether there is a game announced, the user is at the venue or checked in, the header adjusts its content to better suit the context.



# Dynamic gameday section

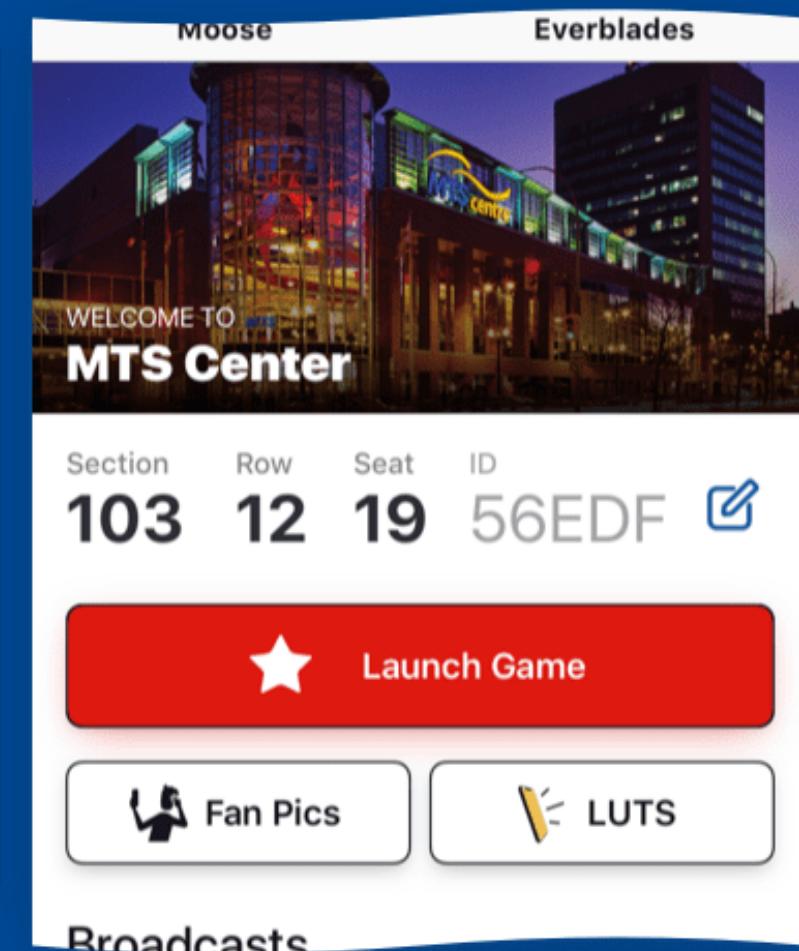
Along with the header, gameday section changes its content to suit the situation.

*Gameday section during  
the day of the game*



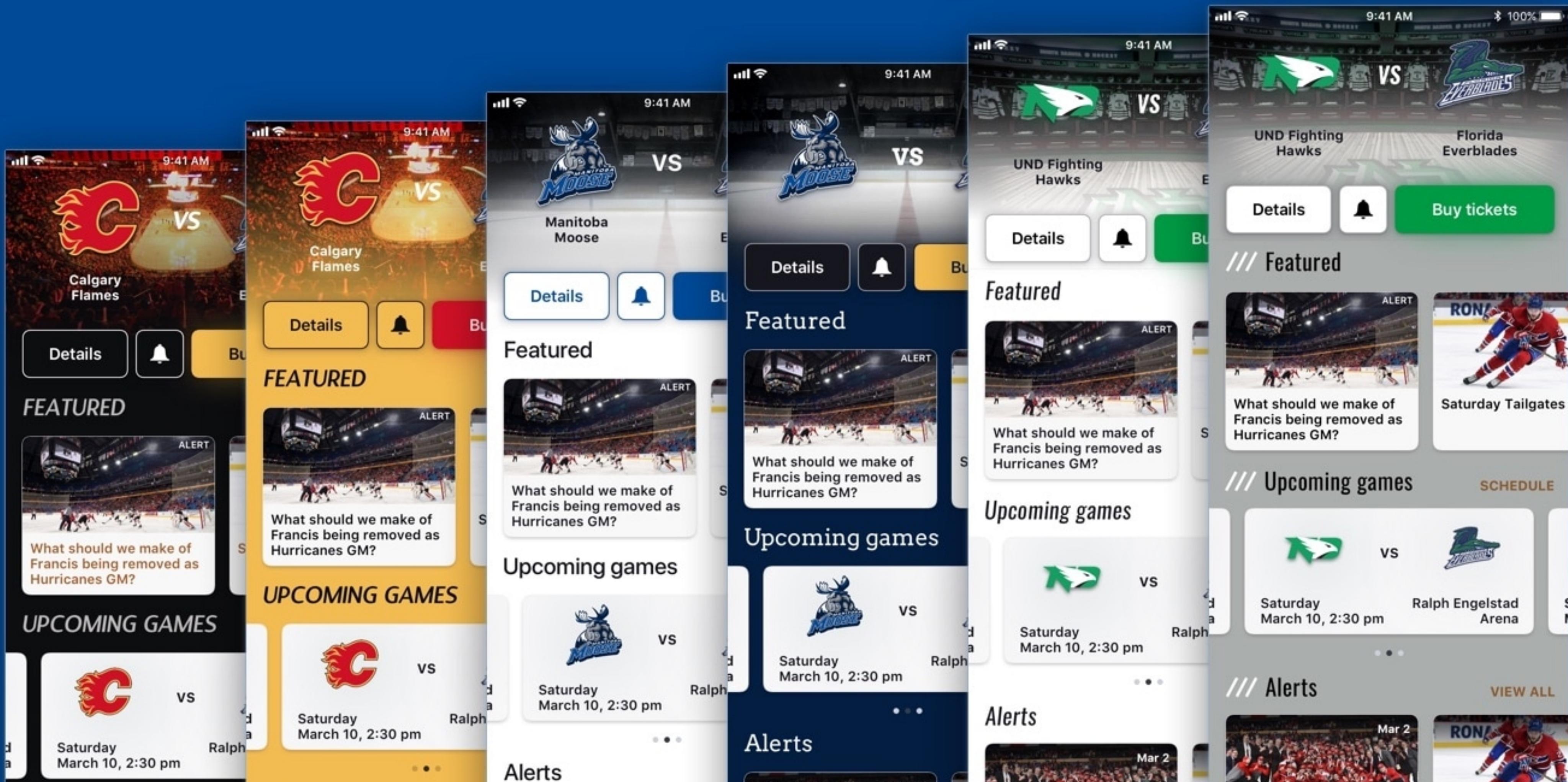
*Gameday section when  
at the venue during live games*

*Gameday section when  
checked in during live game*

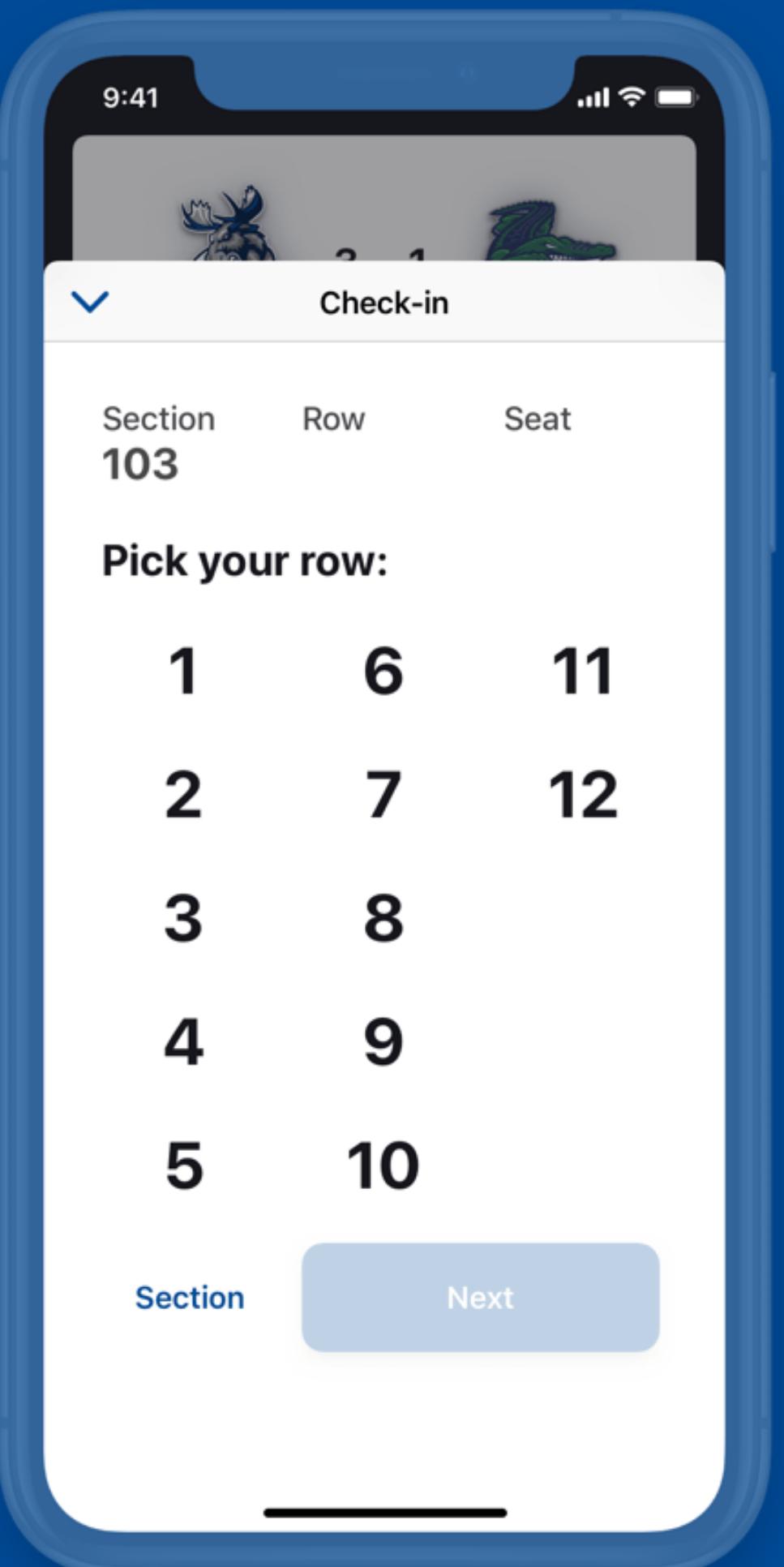
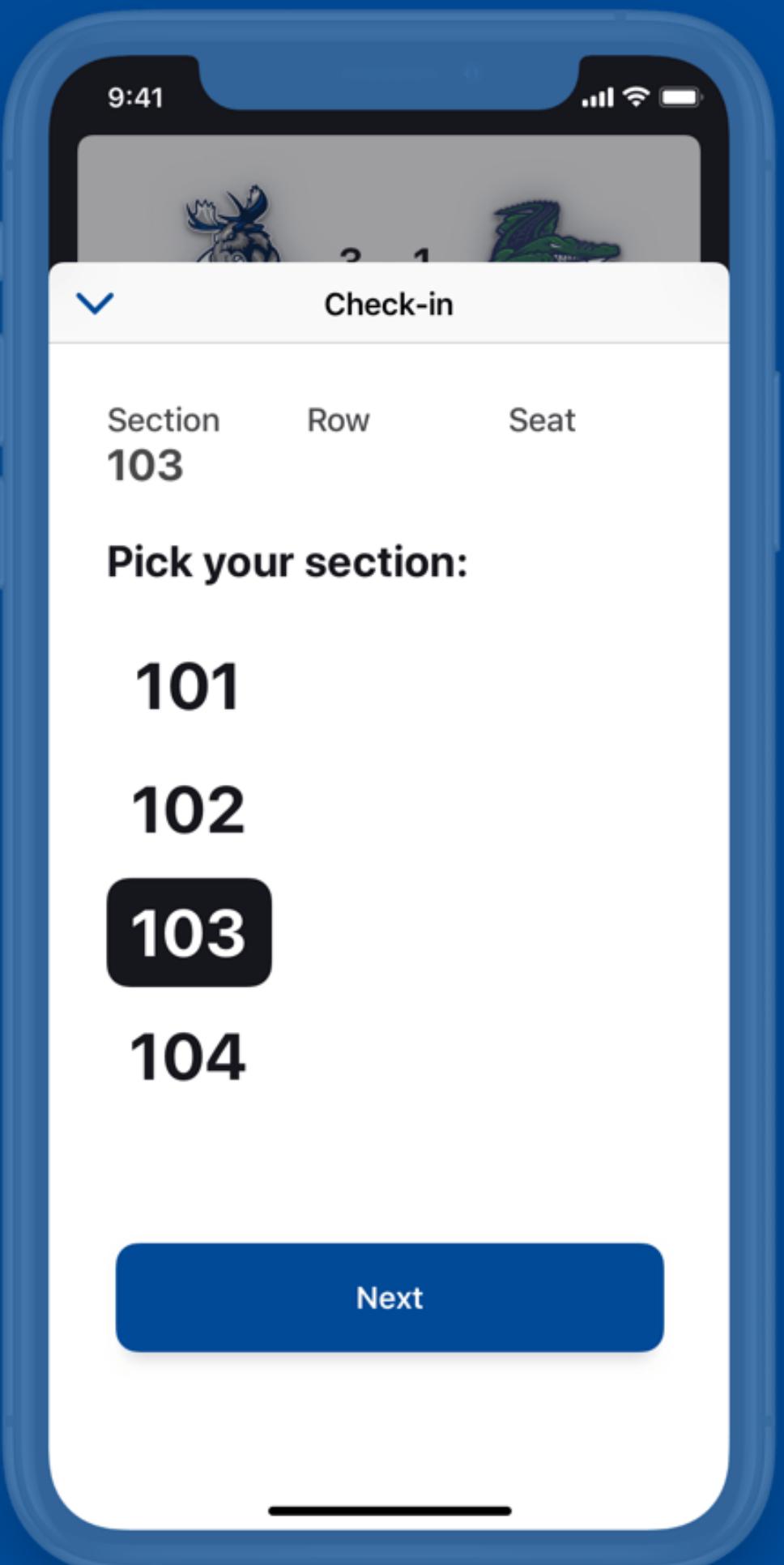
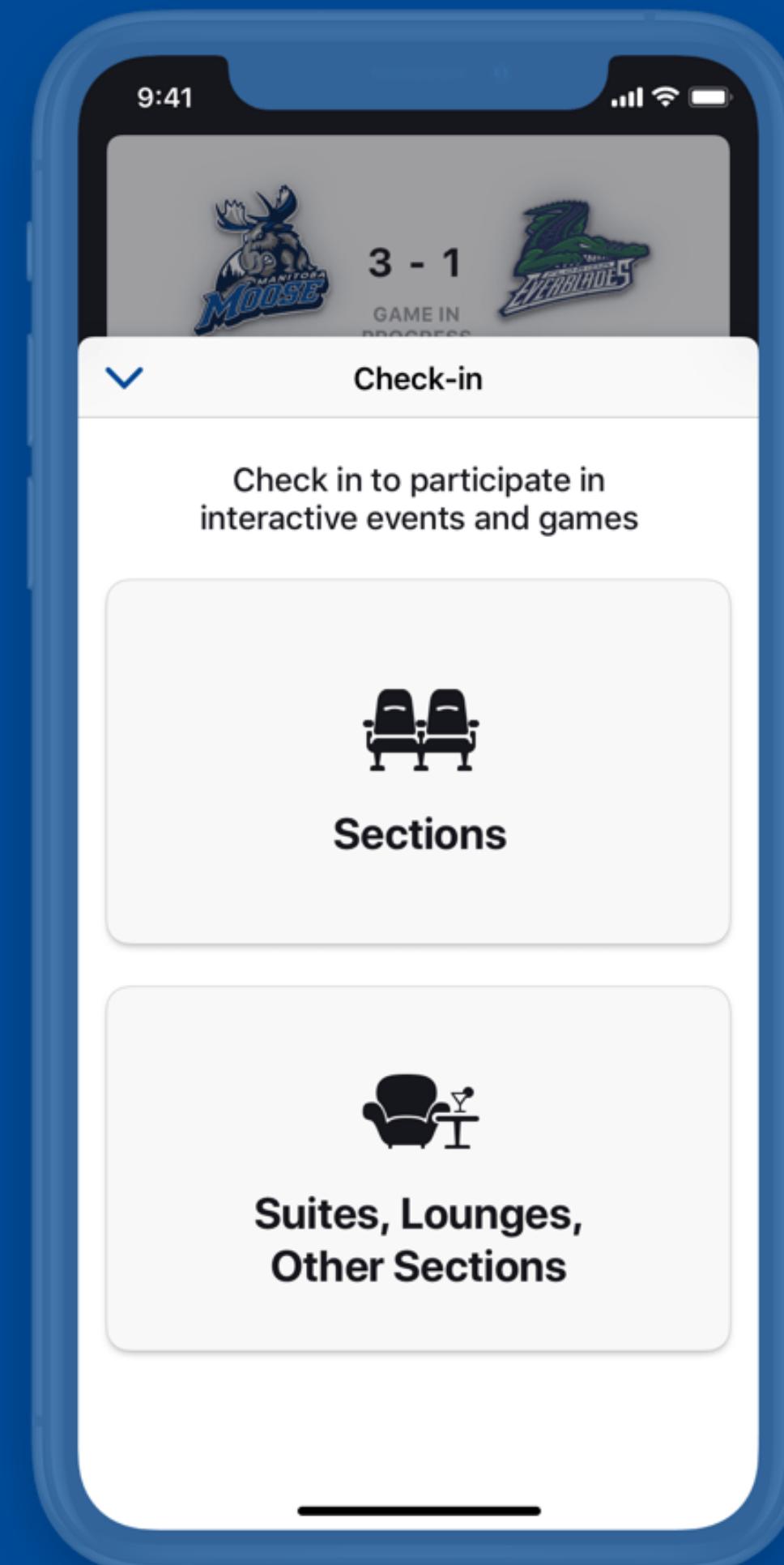


# Customization

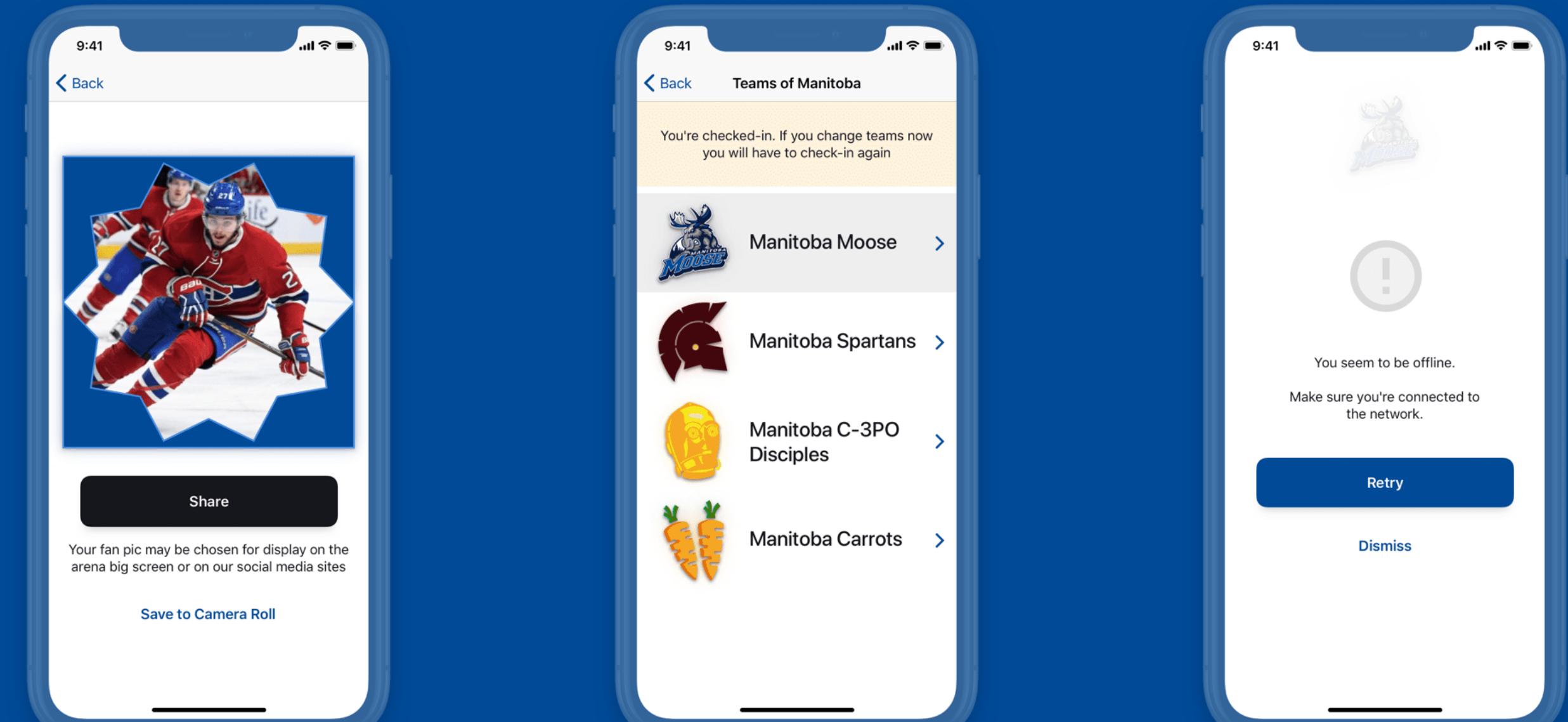
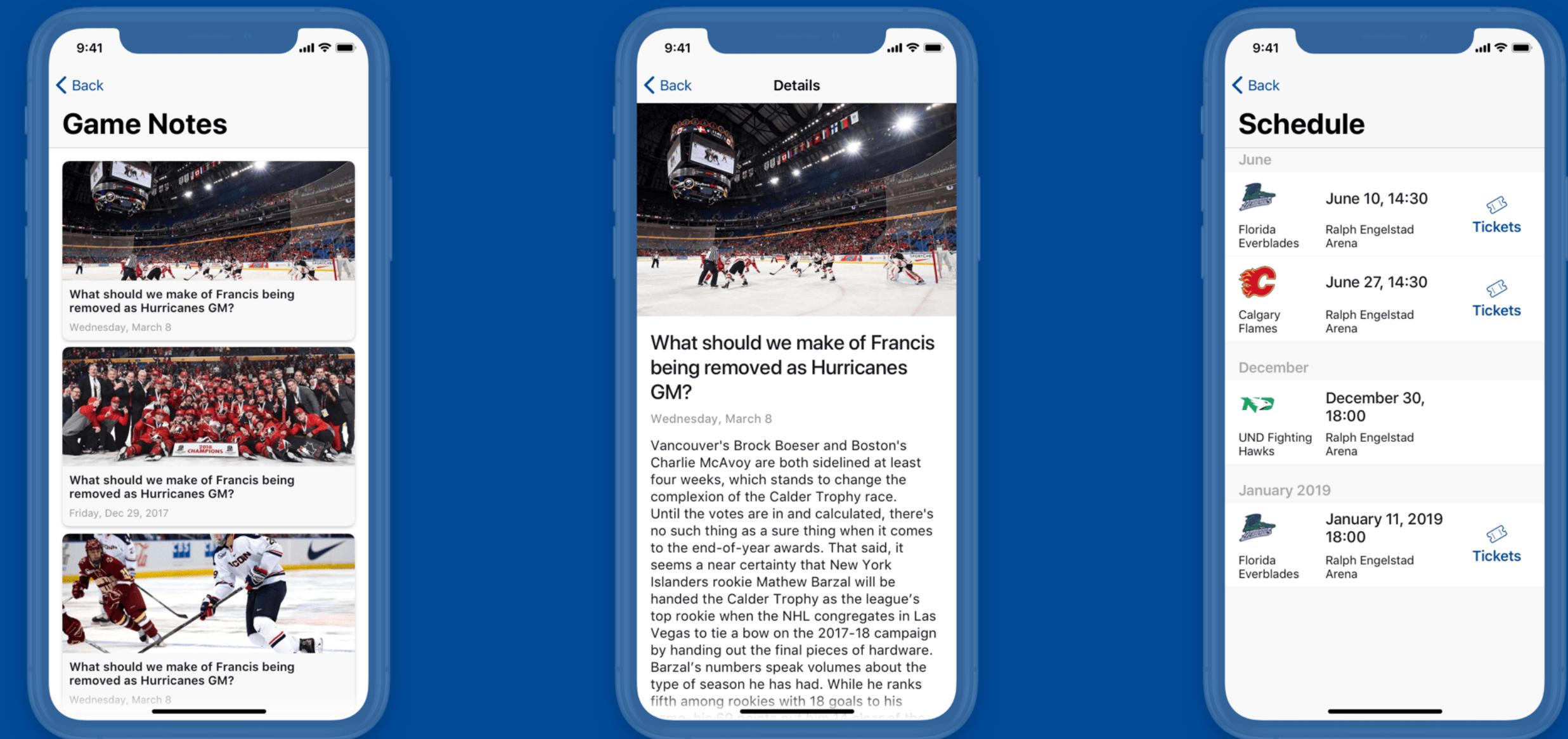
The design was made to handle some limited customization like colours, fonts, icons to allow sports teams to better represent their brand.



# Venue check-in



# Secondary screens



# App Icons



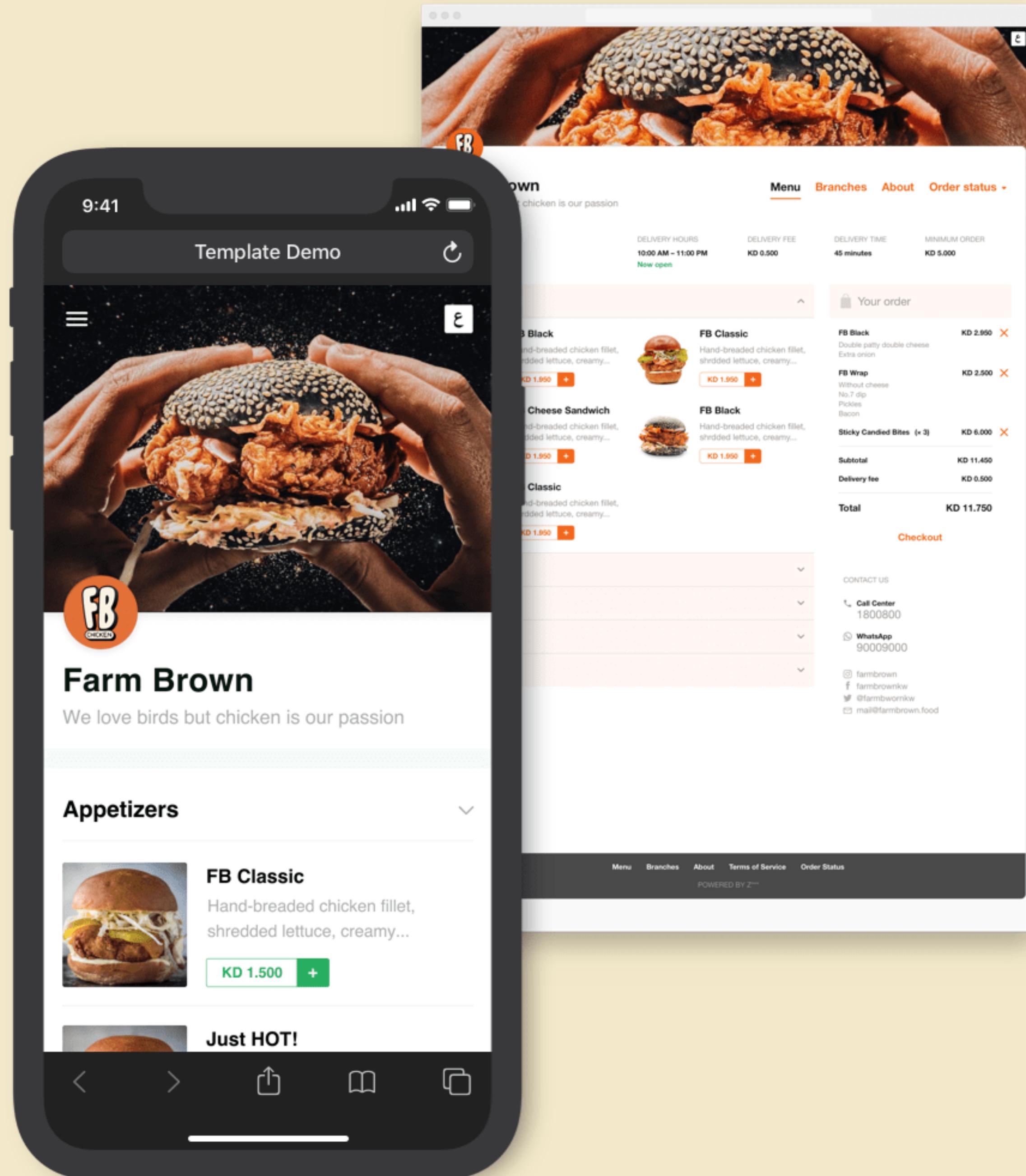
# Online storefront

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".

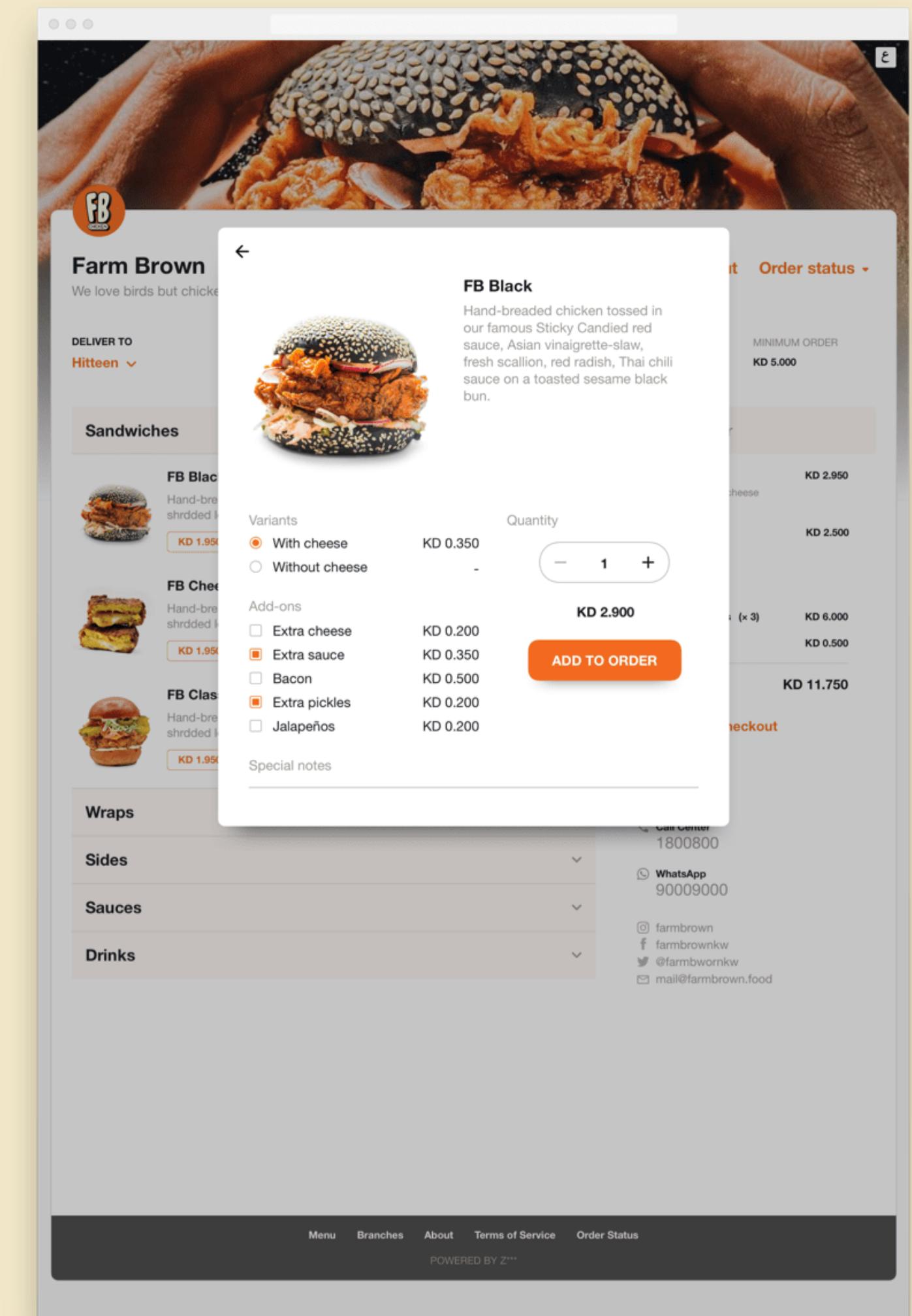
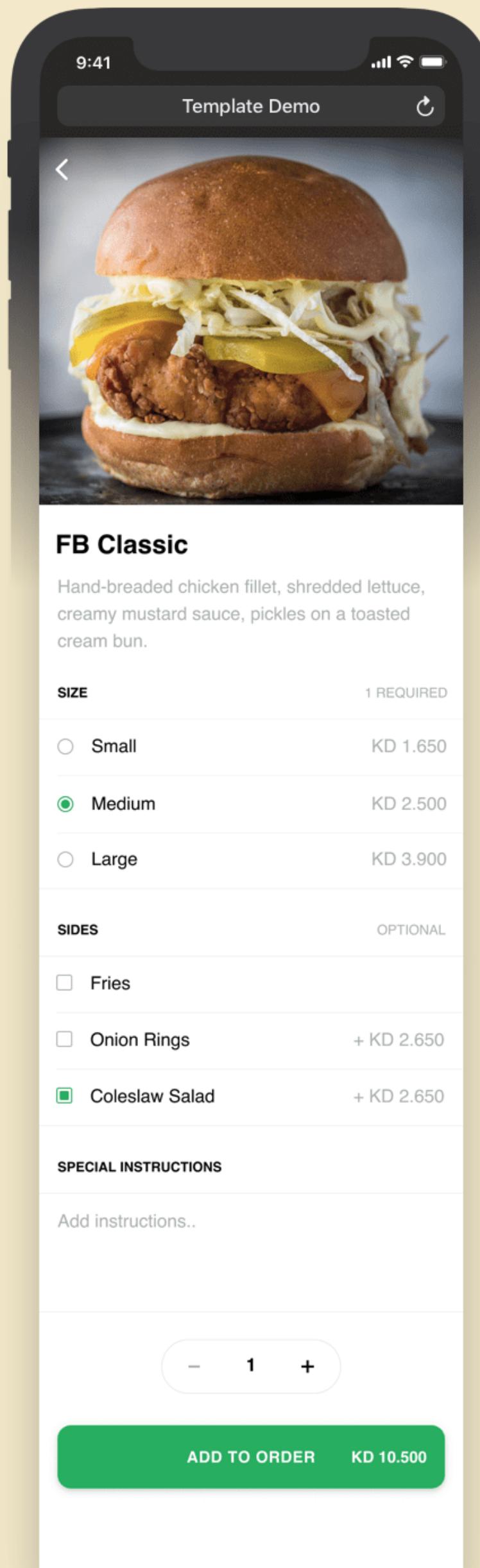
**Screenshot 1: Home Screen**  
Shows the main home screen with a large image of a burger, the business name "Farm Brown", a tagline "We love birds but chicken is our passion", and order status information for "Order #33" (Dispatched). It includes delivery details for "Hitteen" and a menu section for "Appetizers".

**Screenshot 2: Side Menu**  
Shows a side navigation menu with options like "Order Online", "Branches", and "About Us". It also lists contact information including a call center number (1800800), WhatsApp (+965 55110099), social media links (@farmbrown, @farmbrownkw, @farmbrownkw), and an email address (mail@farmbrown.com).

**Screenshot 3: Full Site Mockup**  
Shows a full-page mockup of the website for "Farm Brown". It features a large image of a burger, the business name, and a tagline. It includes sections for "DELIVER TO" (set to "Hitteen"), "DELIVERY HOURS" (10:00 AM - 11:00 PM), "DELIVERY FEE" (KD 0.500), and "MINIMUM ORDER" (KD 5.000). The menu is organized into categories: Sandwiches, Wraps, Sides, Sauces, and Drinks. Each category lists items with their descriptions and prices (e.g., FB Black, FB Classic, FB Wrap, etc.). A "Your order" section shows a summary of the selected items: FB Black (x3) at KD 2.950, FB Wrap at KD 2.500, and Sticky Candied Bites (x3) at KD 6.000, with a total of KD 11.750. The "Checkout" button is visible at the bottom.

# Product page

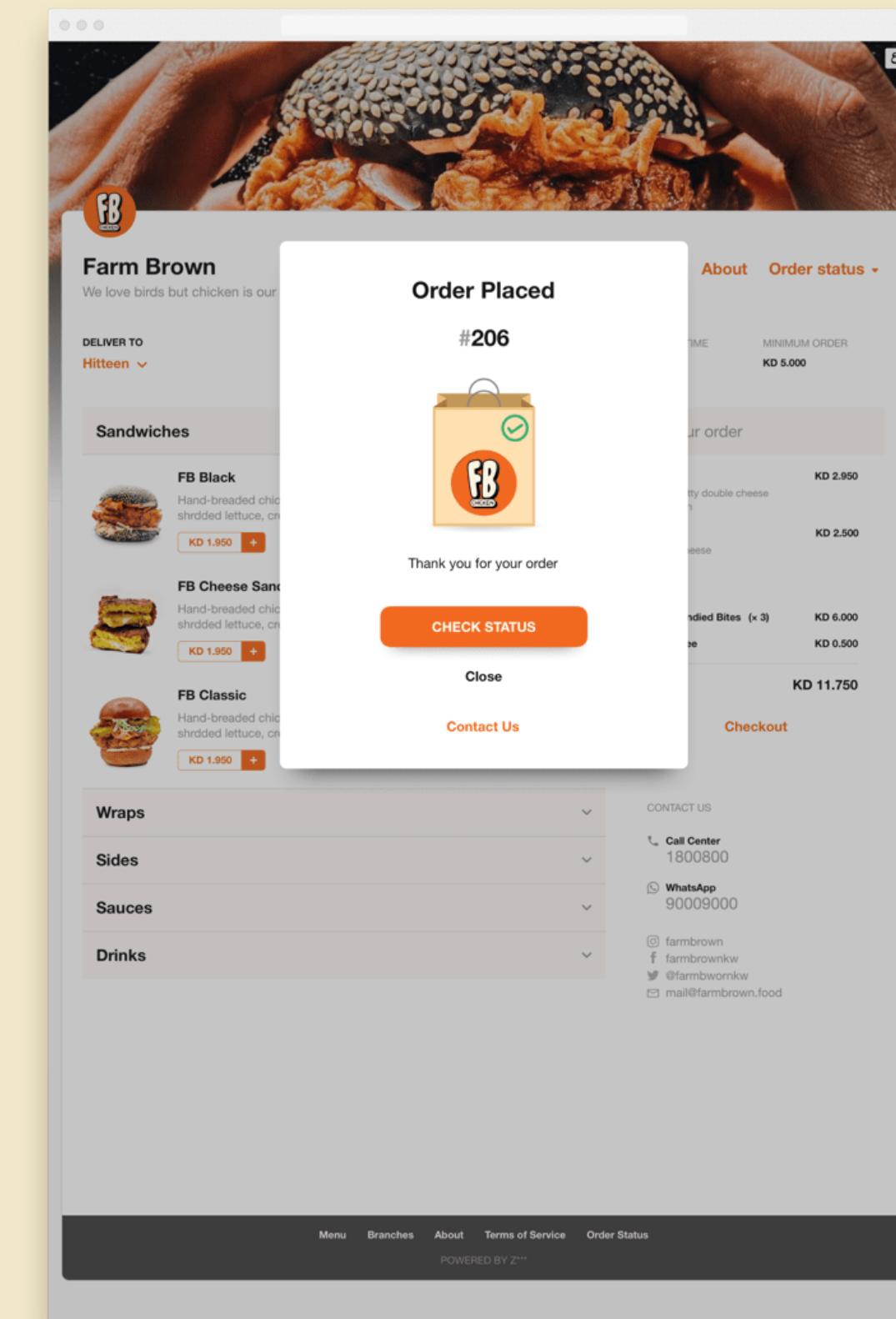
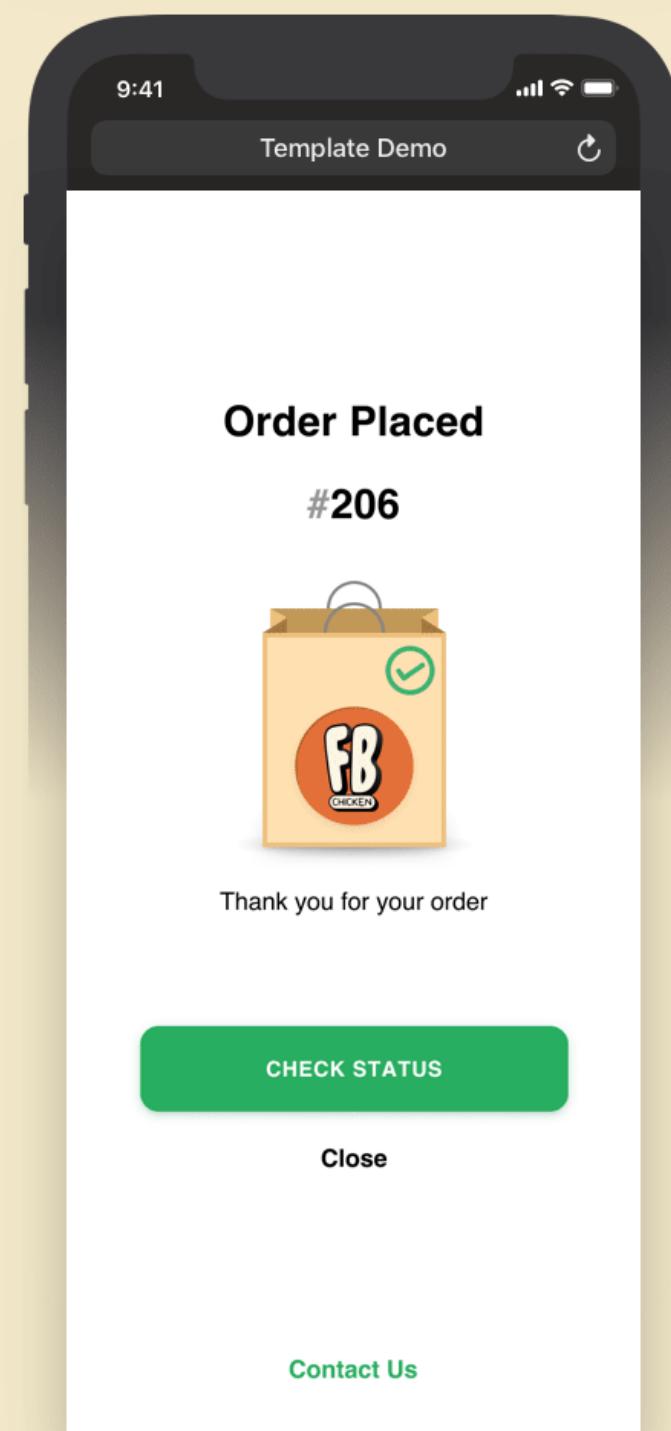
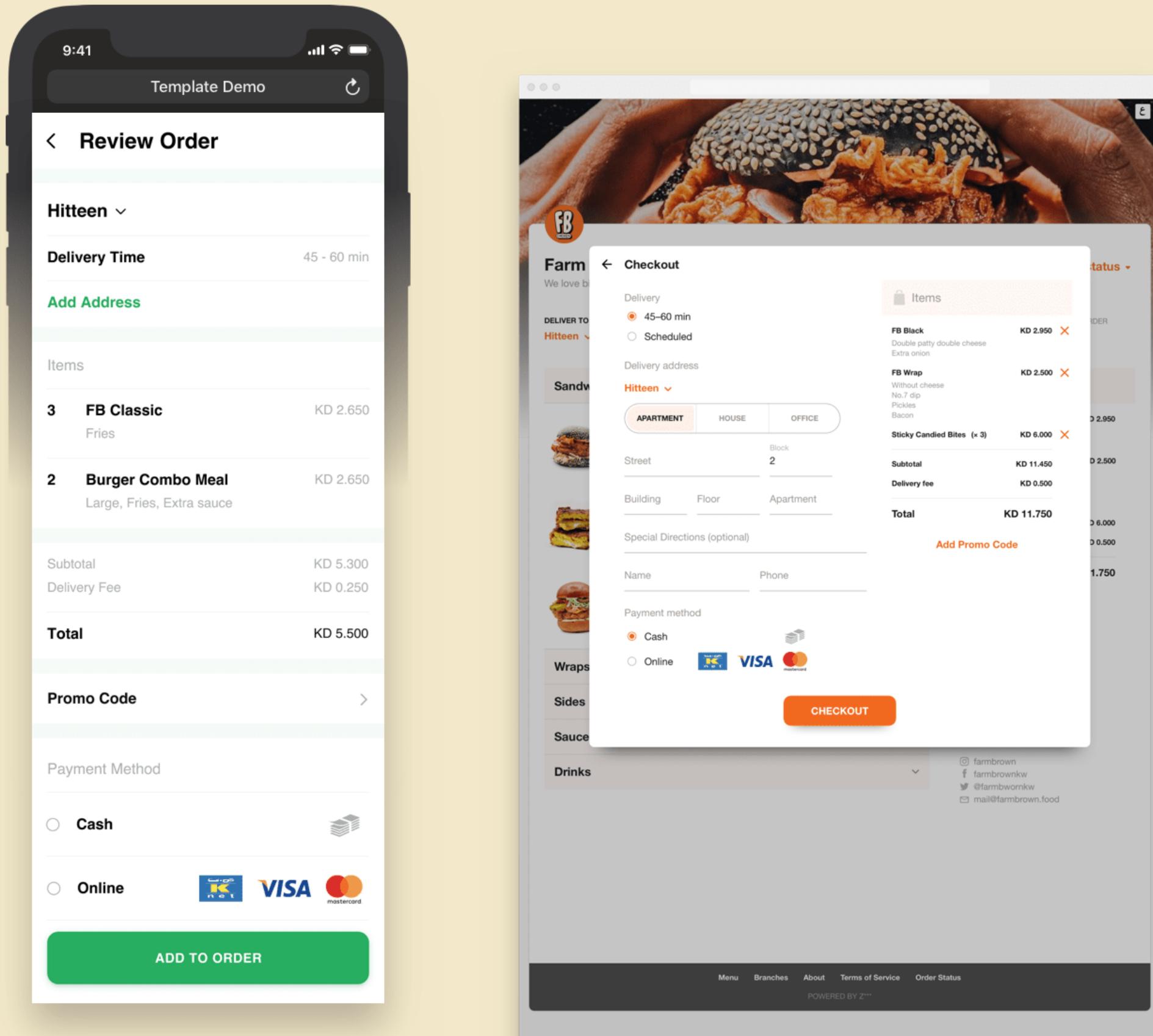
The service gives its customers the ability to have additional options added to the products. This feature is reflected on the product page.



# 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.

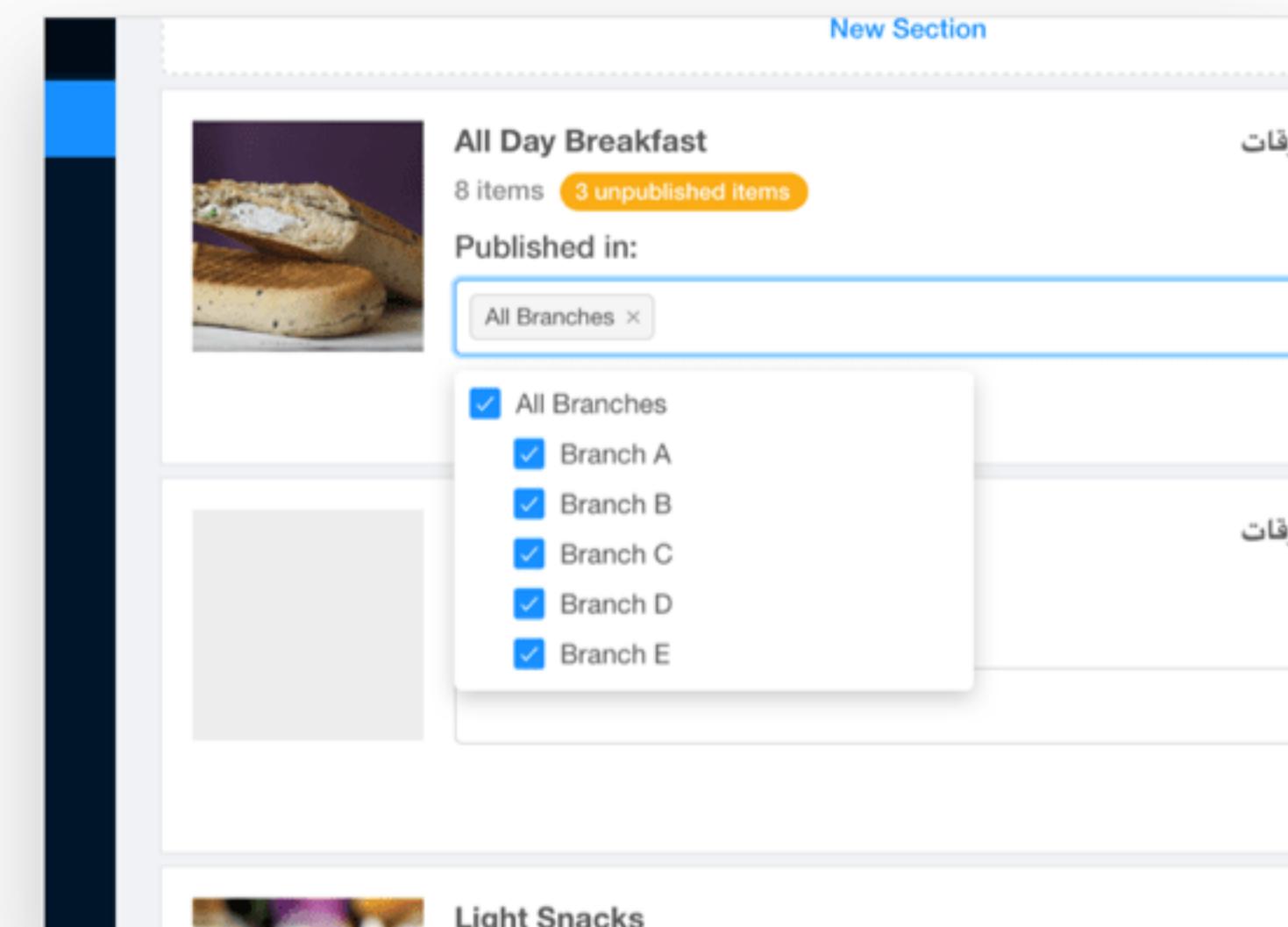
The image displays three screenshots of the ZYDA control panel interface:

- 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 item name "Tuna Sandwich", its description in English and Arabic, the price range "KWD 2.880 – 3.880", and publishing details ("Published in: Branch A, Branch B, Branch C" and "Include in other menu sections: Light Snacks"). An "Edit item" button is present.
- 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 is dark with white text, showing 'One' (dropdown), 'Orders' (dropdown), 'New Orders', 'All Orders', 'Setup' (selected and highlighted in blue), 'Vouchers', 'Users', and 'Logout'. The main content area has a light background. At the top, it says 'Setup' and 'Menu' (which is underlined). Below that are tabs for 'General', 'Menu' (selected), 'Branches', 'About Page', and 'Payment Gateway'. The main area is titled 'Menu sections' and contains two entries: 'All Day Breakfast' and 'Light Snacks'. Each entry has a thumbnail image, the name in English and Arabic, the number of items (8 items), a count of unpublished items (3 unpublished items), and a 'Published in:' dropdown. The 'All Day Breakfast' dropdown shows 'All Branches' selected. The 'Light Snacks' dropdown shows 'Branch A', 'Branch B', 'Branch C', 'Branch D', and 'Branch F' selected. There are also 'Edit section' buttons for each entry.

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**

**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

**All Day Breakfast**

**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**

**Item Title**  
English: Tuna Sandwich  
Arabic: ساندويش التونة

**Item Description**  
English: White Tuna, Light Mayo, Roccia, Olives In Whole Grain Bread. Kcal: 326, Carbs: 38G, Protein: 20G, Fat: 10G  
Arabic: تونة بيضاء، مayo خفيف الدهن، روتش، زيتون بمحنة...  
السعراء، سعرات حرارية: ٣٢٦، كالوري: ٣٨، بروتين: ٢٠، دهون: ١٠

**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)
- Chengen 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', 'Vouchers', 'Users' (which is highlighted in blue), and 'Logout'. To the right of the sidebar is a table titled 'Users' with the following columns: 'Full Name', 'Role', and 'Actions'. There are five rows in the table, each containing placeholder text ('user full name') and roles ('Owner', 'Manager', 'Manager', 'Operator', 'Operator'). Each row has 'Edit' and 'Delete' buttons in the 'Actions' column. At the bottom of the table is a pagination control with buttons for '1', '2', '3', '4', and '5'.

This screenshot shows the 'New User' dialog box. It has fields for 'Full Name' (containing 'Full Name'), 'Email' (containing 'name@example.com'), and 'Phone Number' (containing '+20506088888'). 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 'Cancel' and 'Create' buttons, along with a small navigation bar with pages 1 through 5.

This screenshot shows the same 'New User' dialog as the previous one, but with additional options for 'Operators Branches'. A list of five branches is shown, each with a checkbox labeled 'Branch Title'. The first four checkboxes are checked, while the fifth is unchecked. The 'Create' button is visible at the bottom right of the dialog.



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**Thank you for your time**

