

Alexander Hladkyi

Designer / UX + UI + Interaction

Selected Works

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Task Manager App for Event Coordinators

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

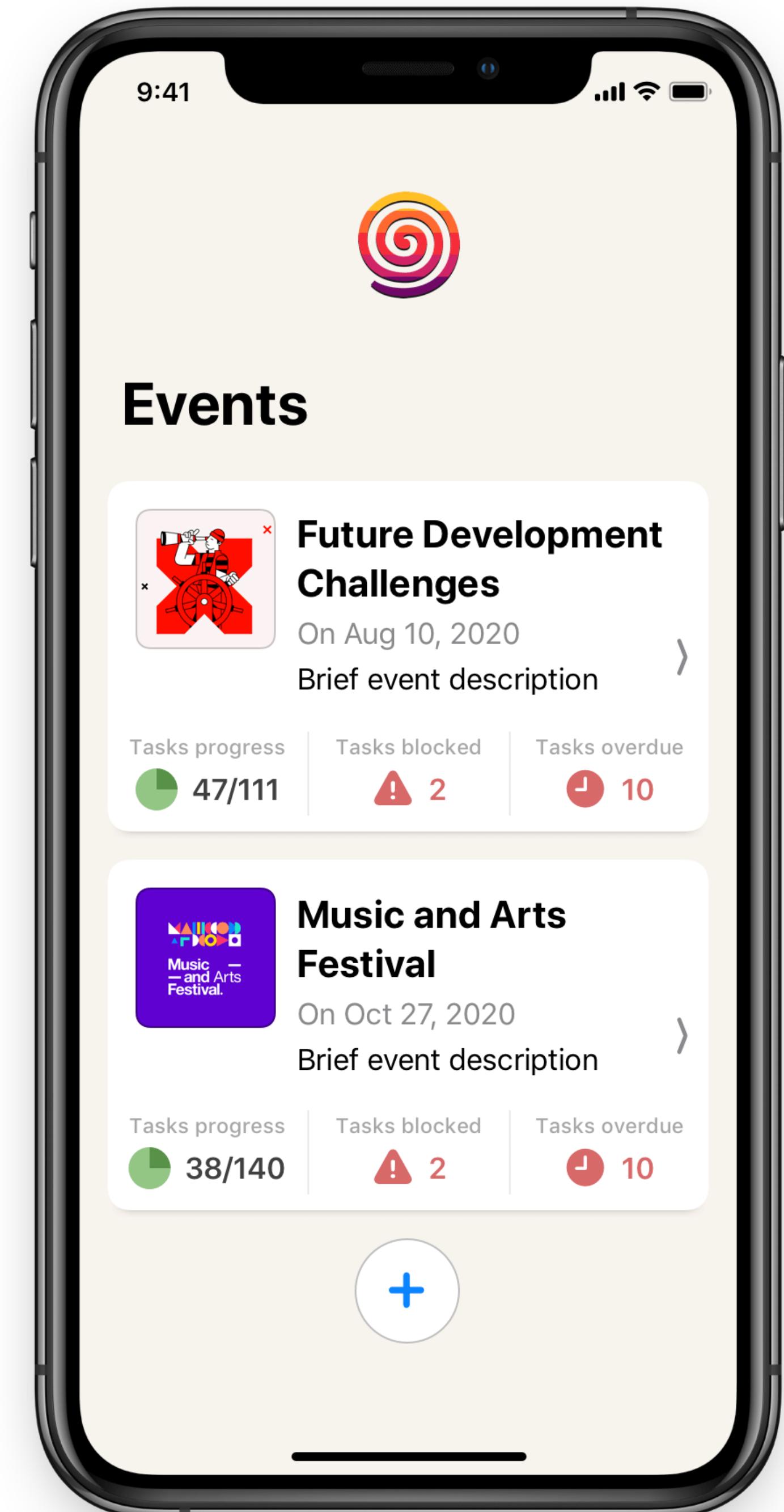
My role was:

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



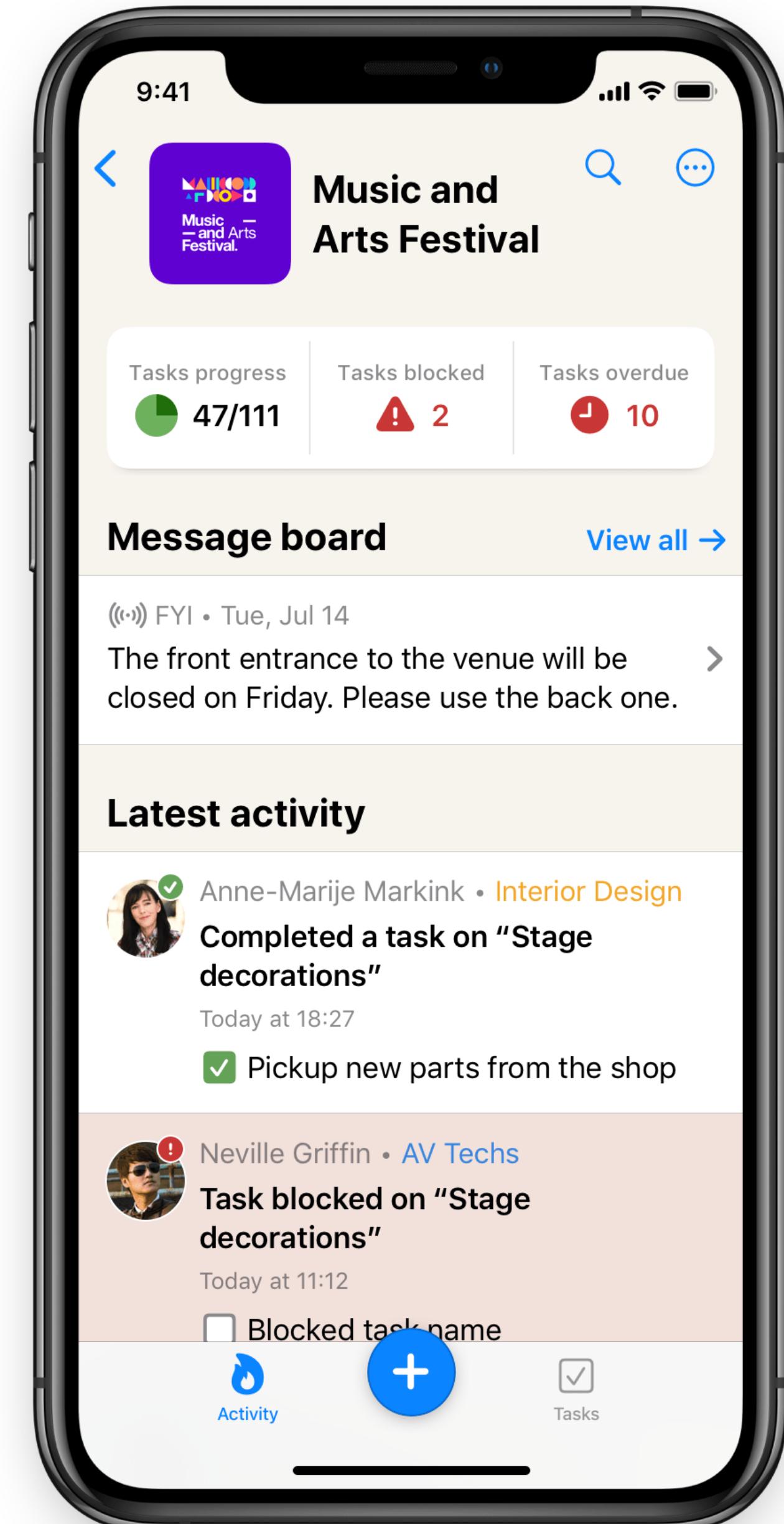
Multiple events

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

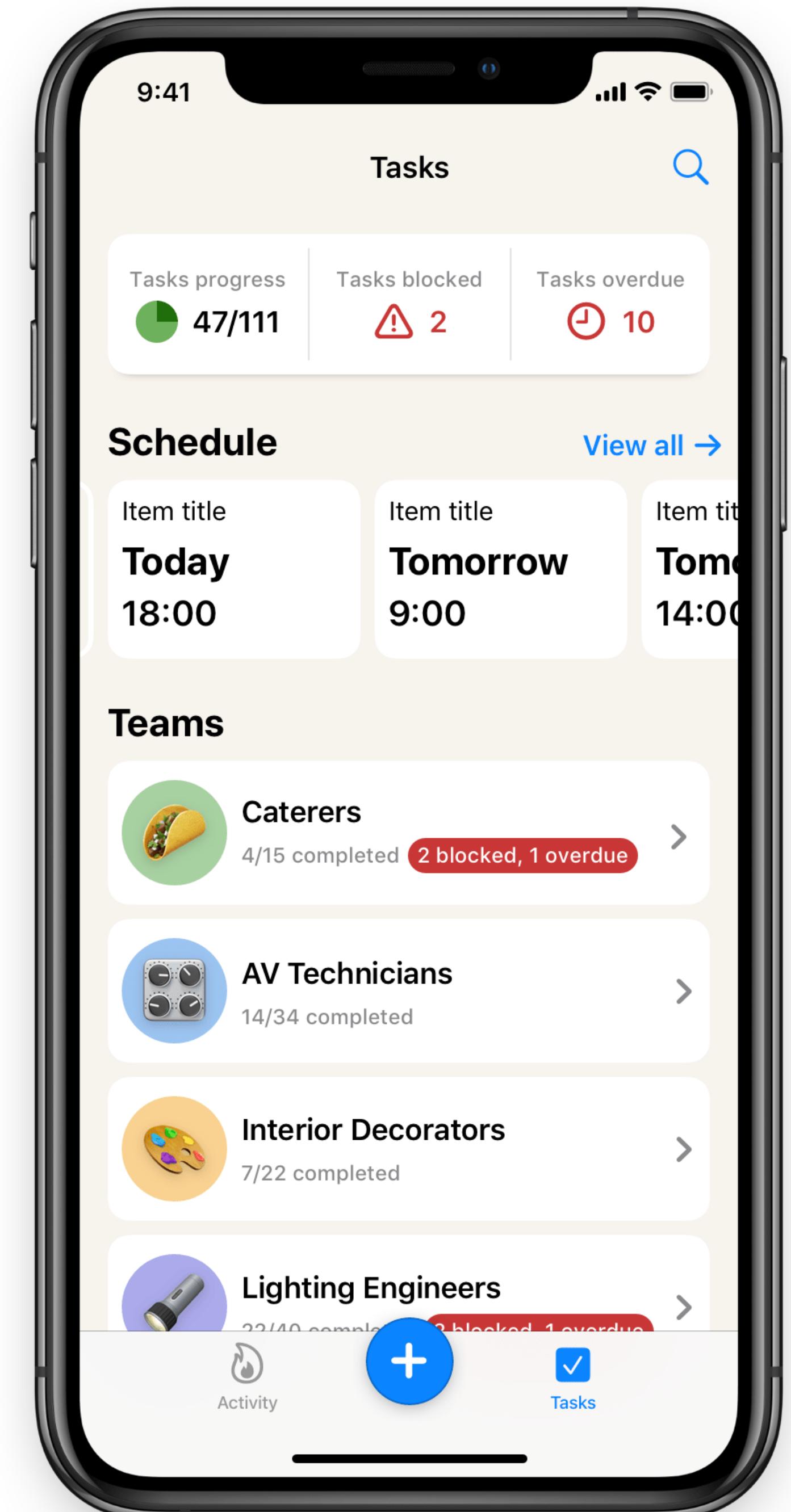
Activity provides a birds-eye view of the preparations as well as an ability to make event-wide announcements for all teams.



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

Event tasks

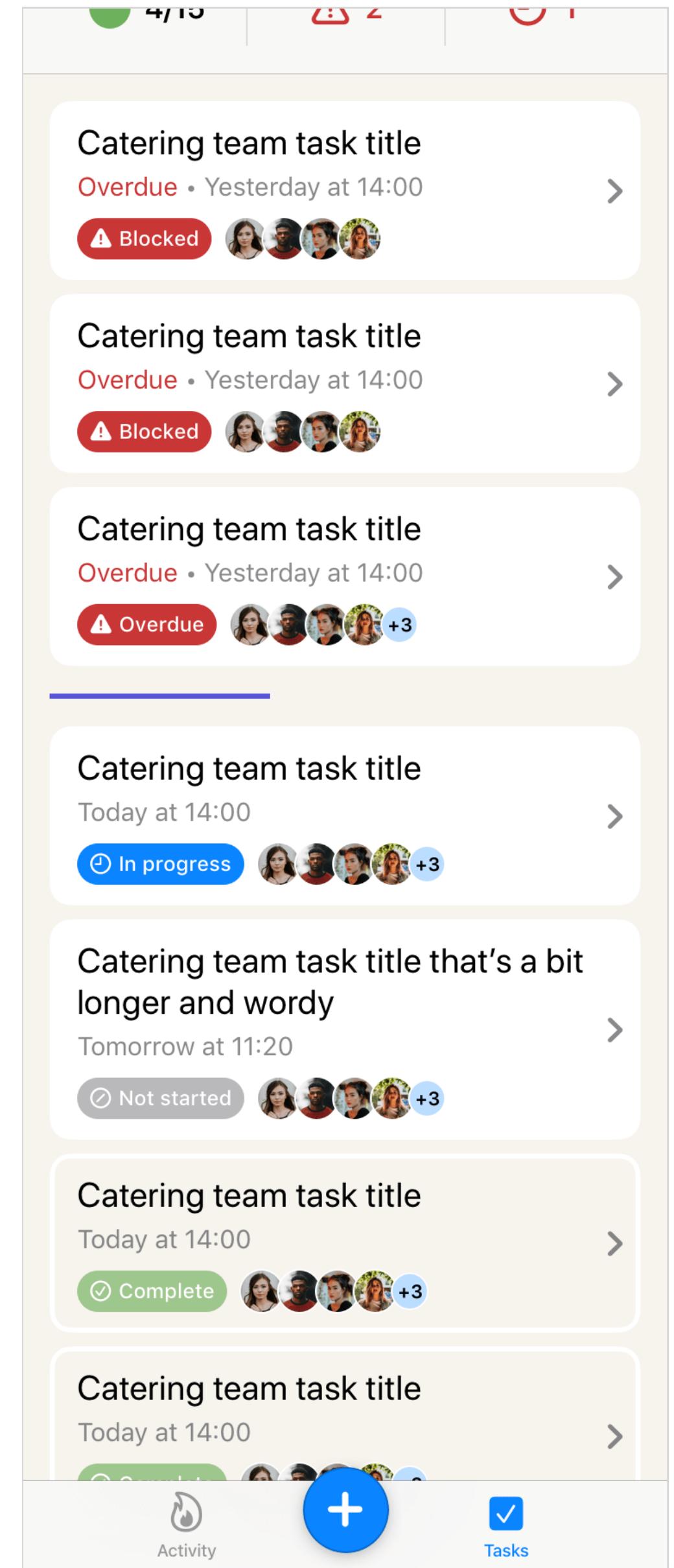
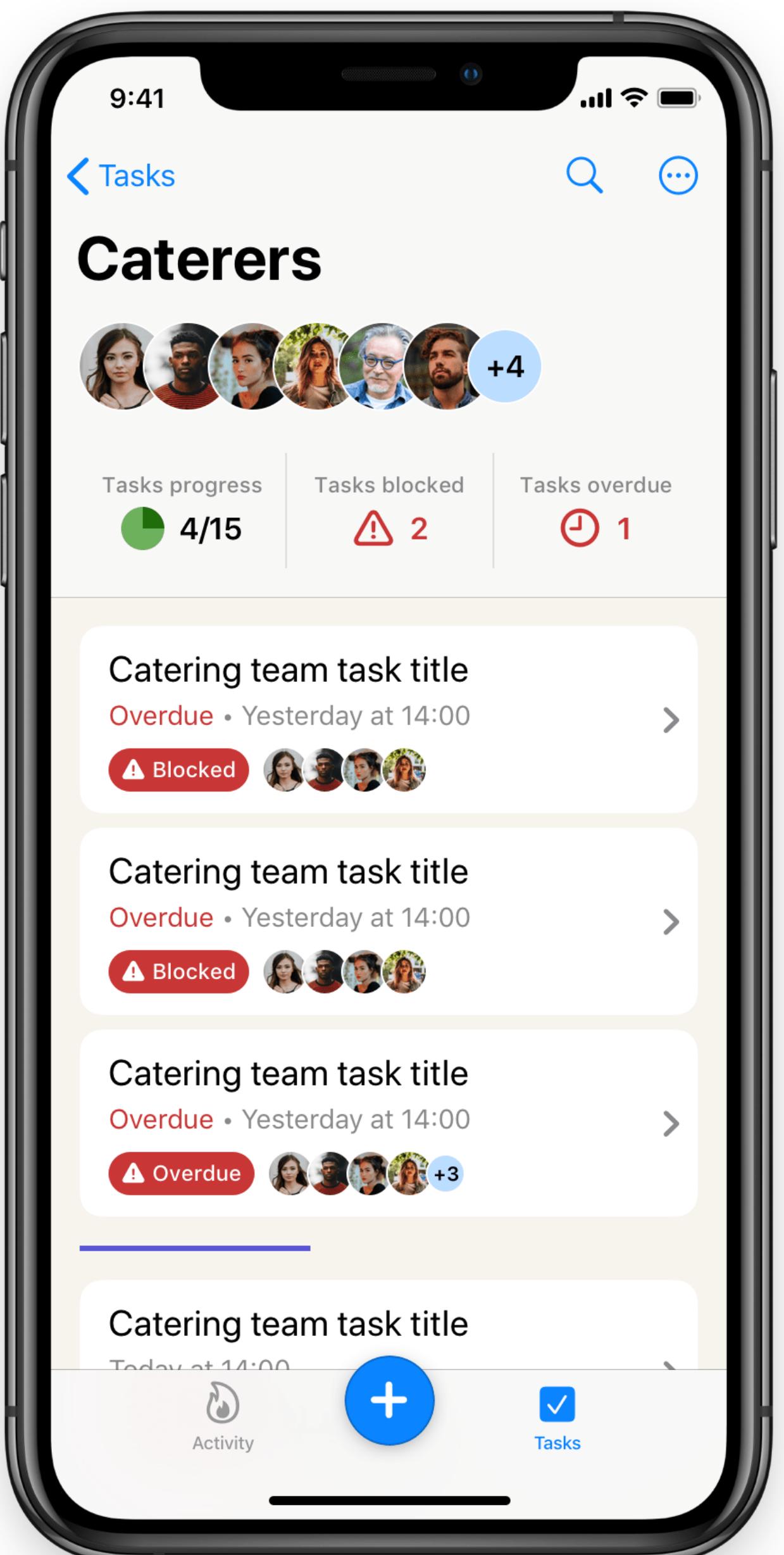
All tasks are assigned to their Teams.
An overall progress and alerts for the whole event are gathered at the top.



Team tasks overview

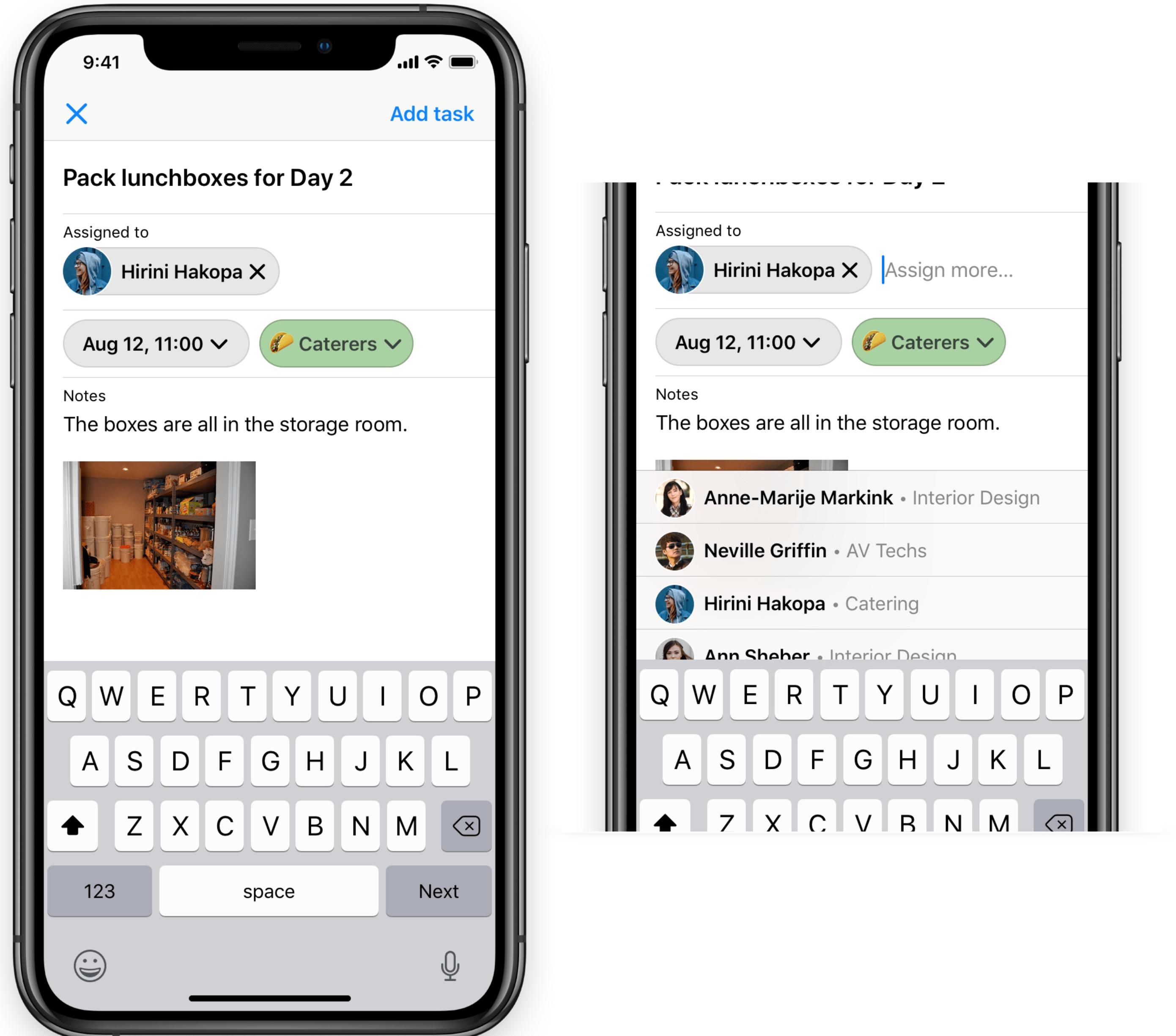
Team view shows all the tasks assigned to a specific team with problematic tasks pinned to the top. And the rest sorted chronologically.

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



Adding tasks

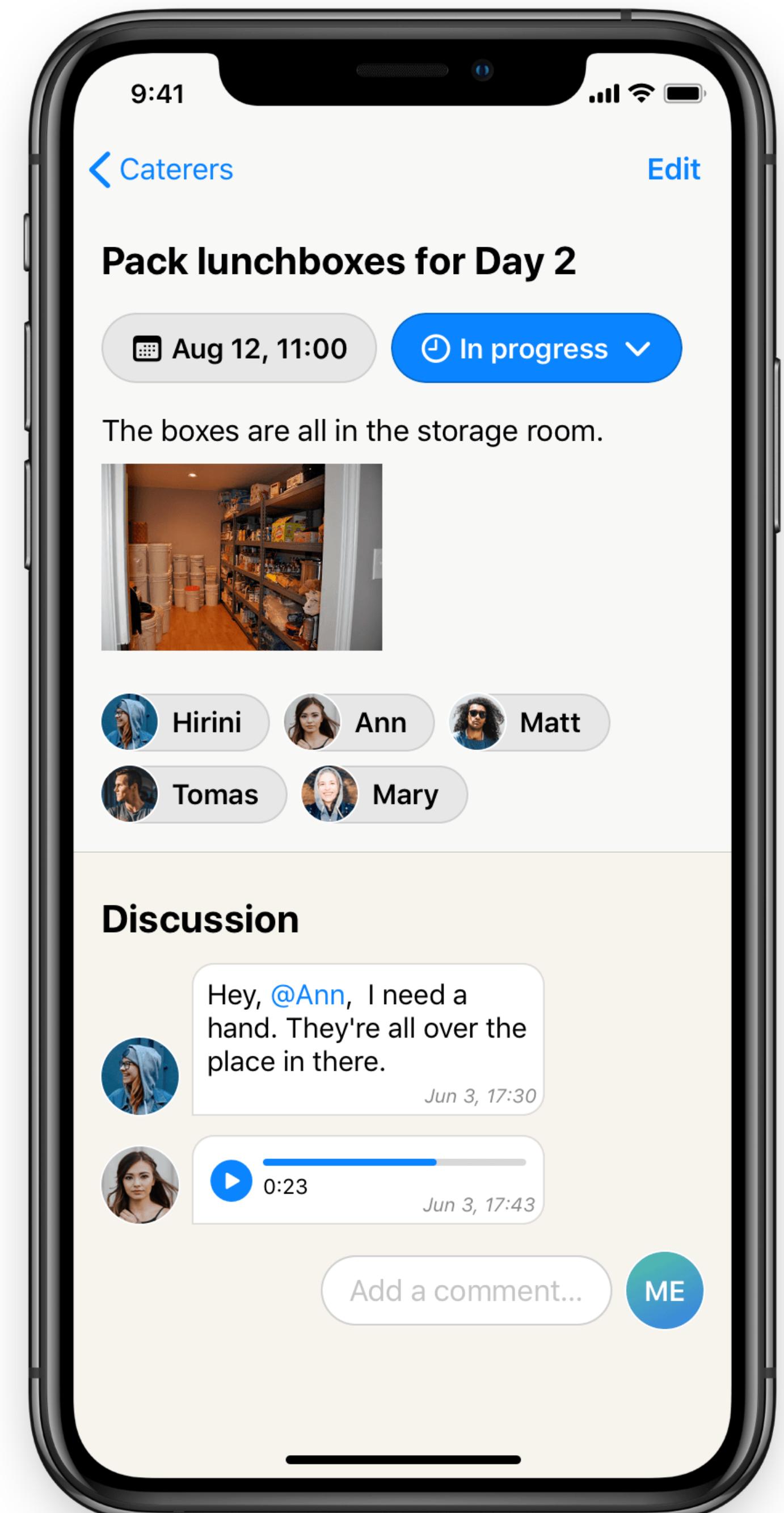
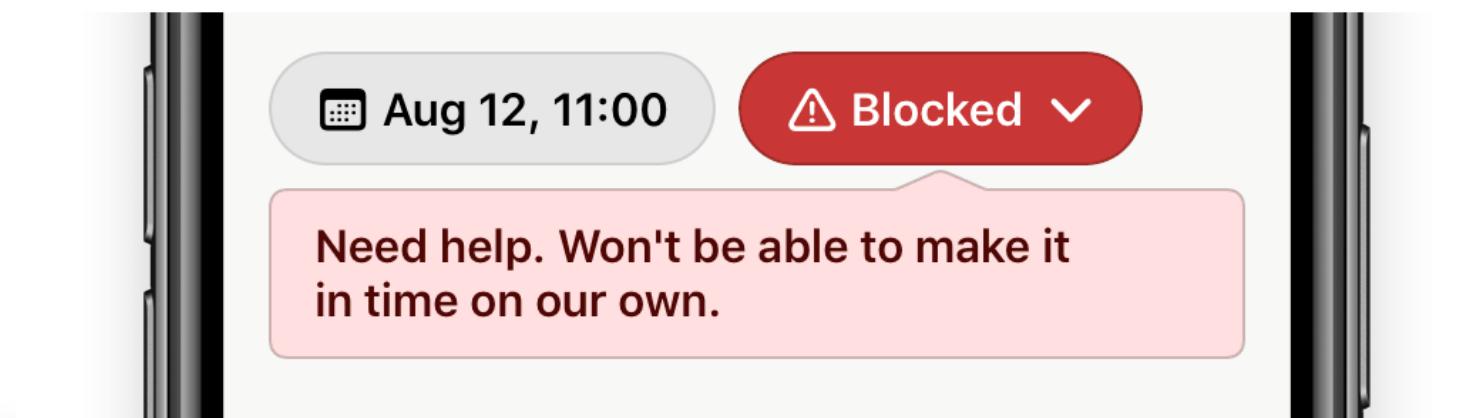
When adding a task, organizers can assign it to staff members, add deadlines, reference other people and also add images in notes.



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.



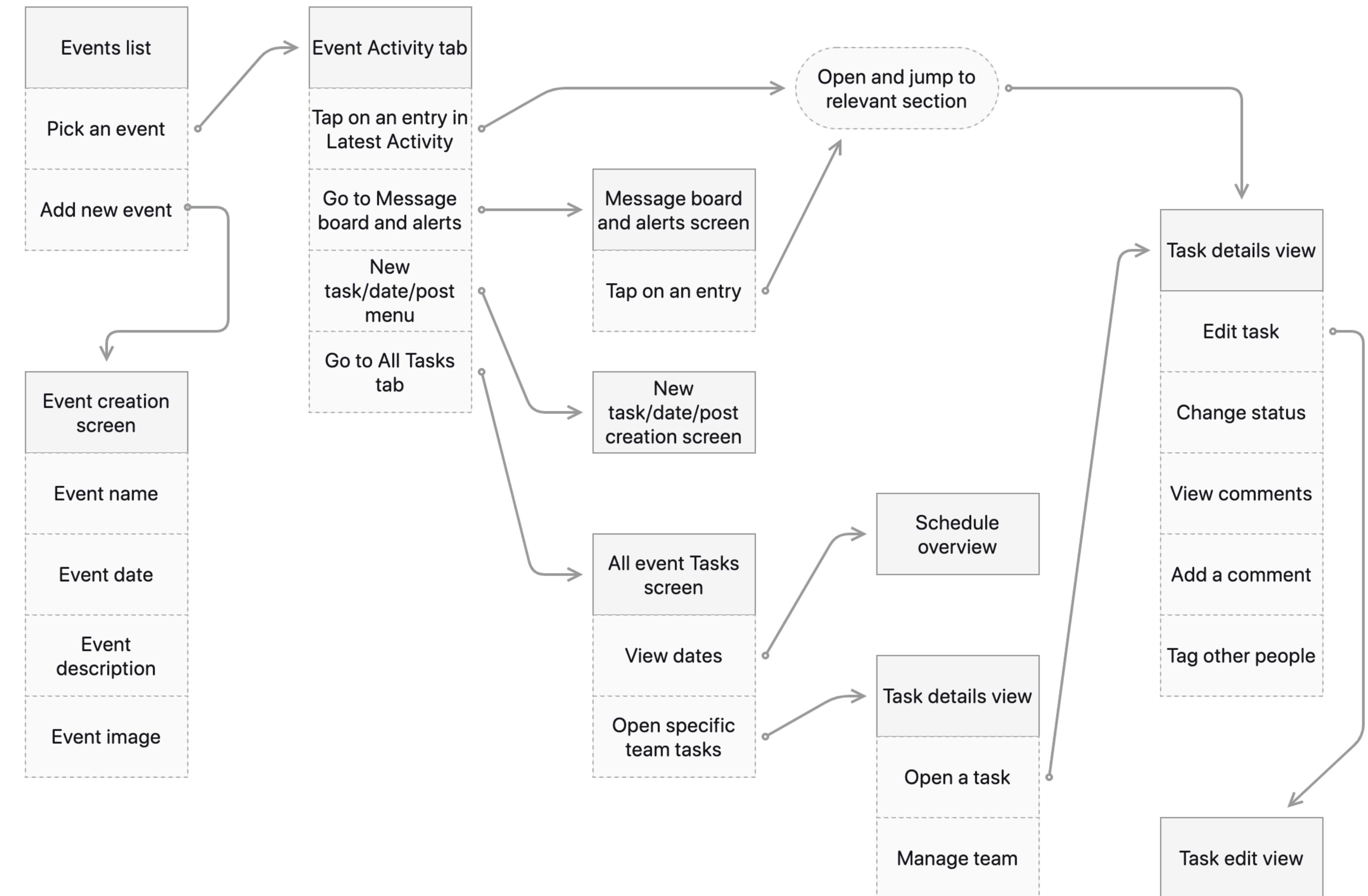
Tasks discussions

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.



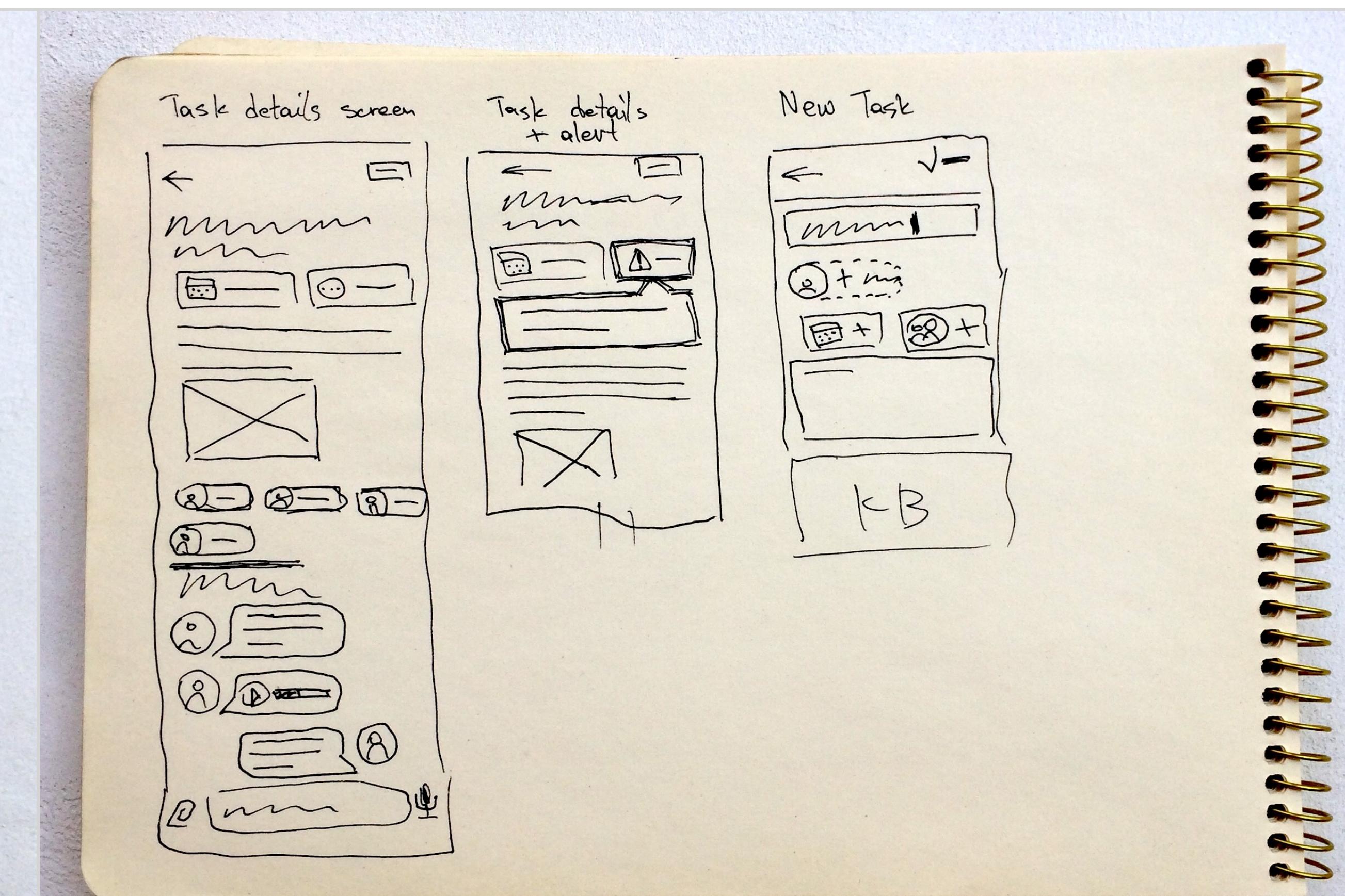
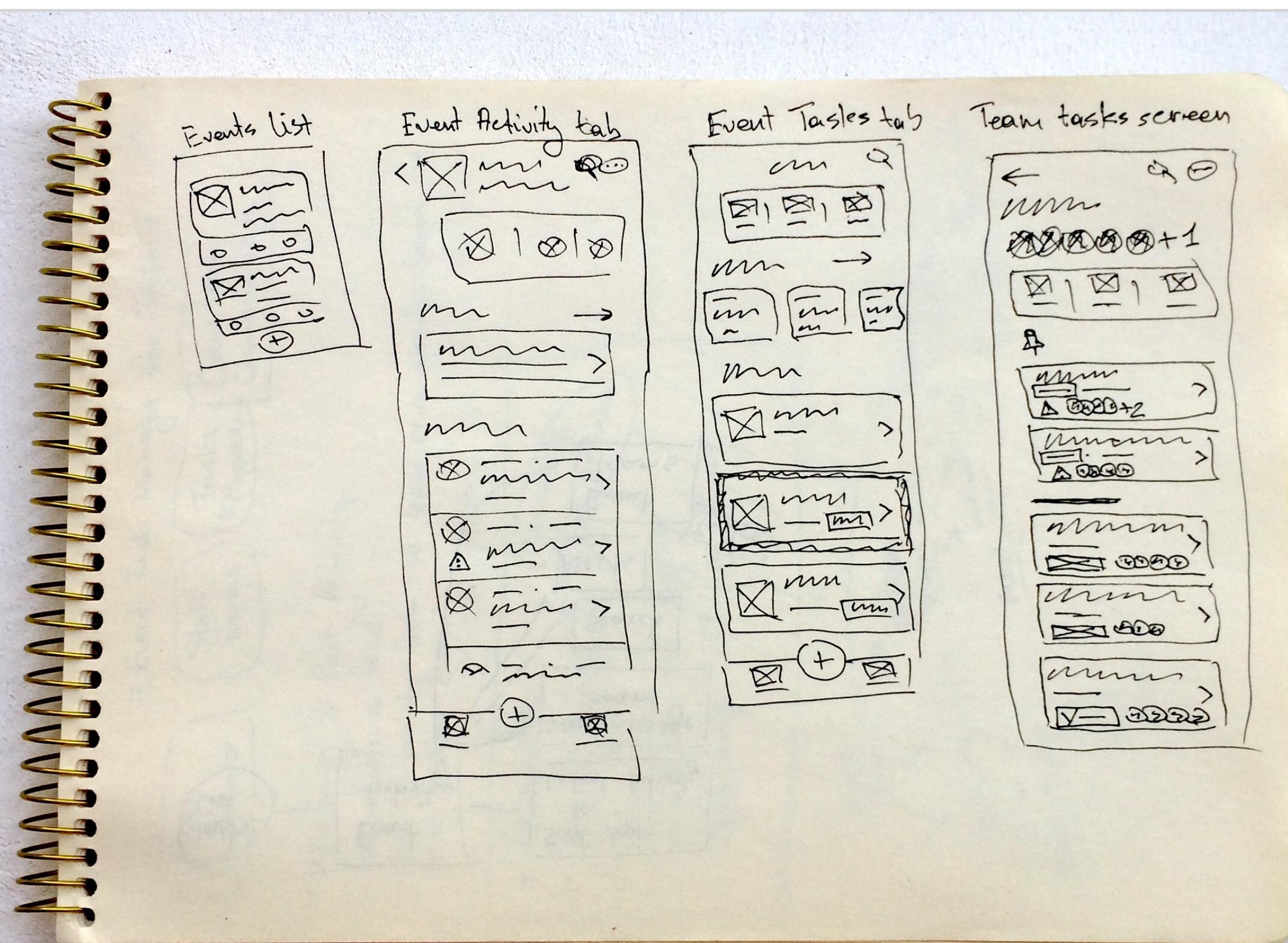
User flow

The work on the project began with analyzing the required features and coming up with workflows to turn into a flow for the MVP version.



Wireframes

After becoming happy with the flow I started working on basic wireframes to help visualise the layout of the key screens.



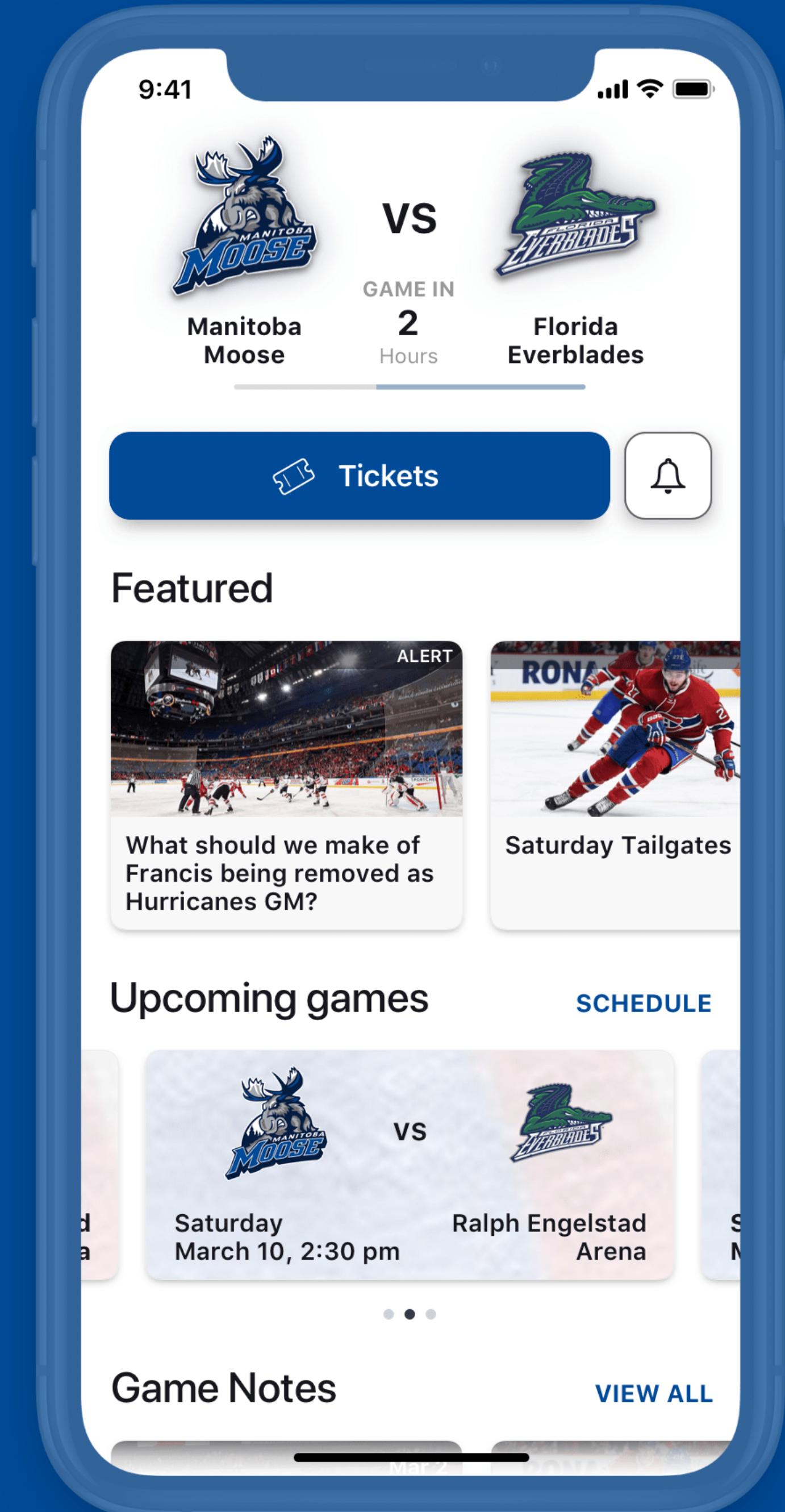
Mobile app for Fannex

Designs for a new app for a service that connects sports teams and their fanbase. The app helps sports teams connect with their fans.

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 team could adjust the appearance to better suite their brand.

My role was:

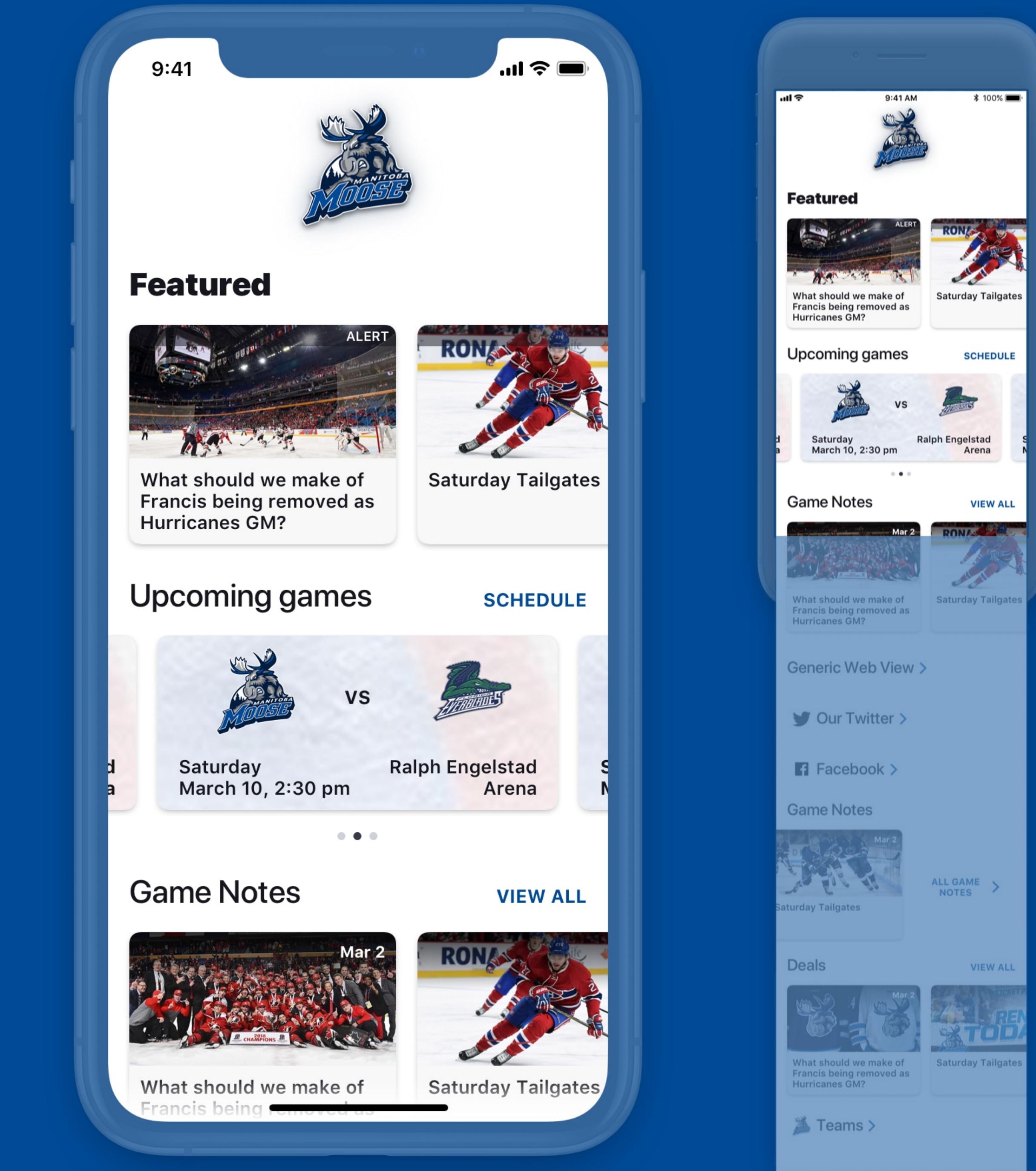
- Competitor Analysis
- User Experience (UX)
- User flows
- Wireframes
- Prototypes
- User Interface (UI)
- Iconography



Main screen

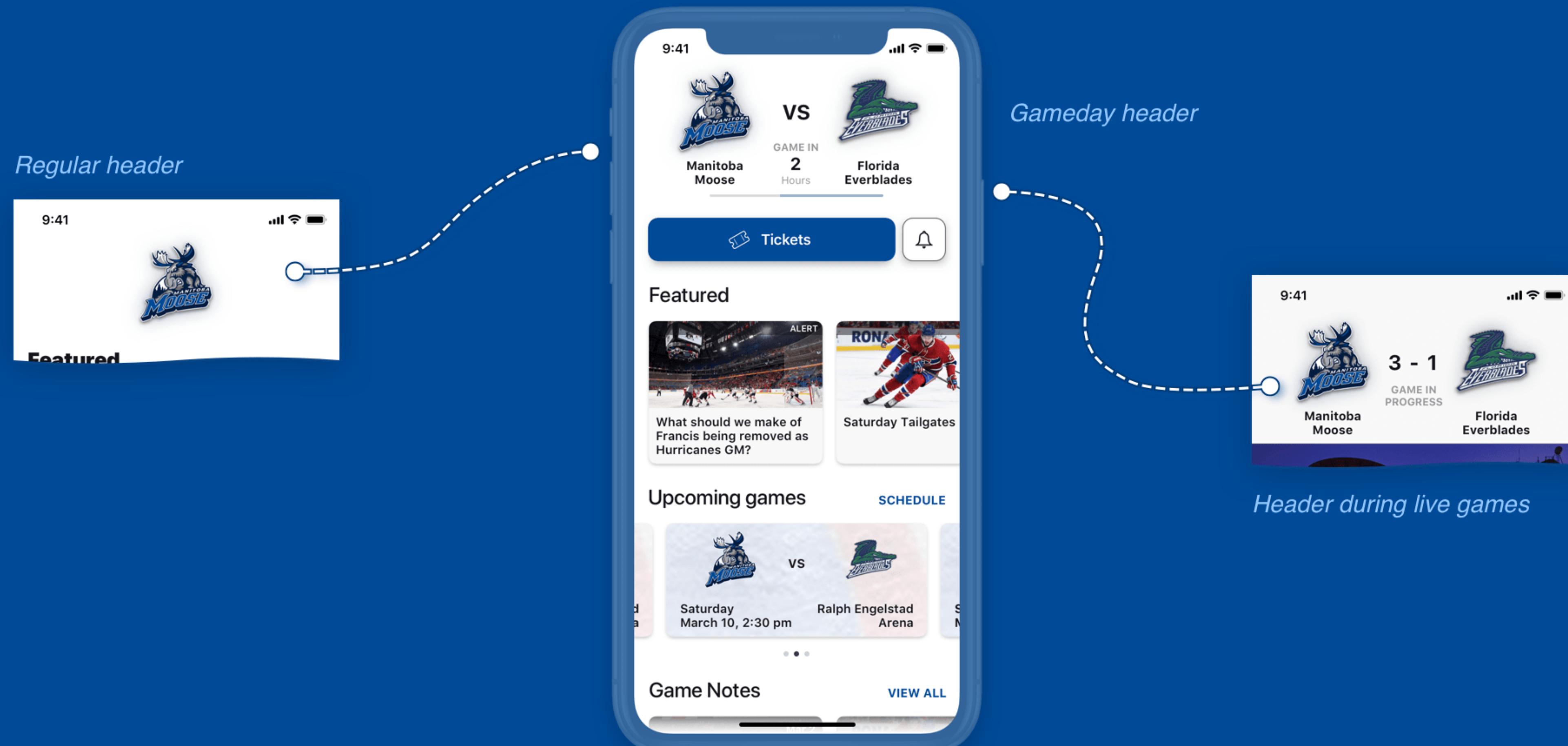
After testing a few navigation patterns, I settled on a feed-like screen as it was the most fitting for the type of content the app provided.

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



Dynamic header

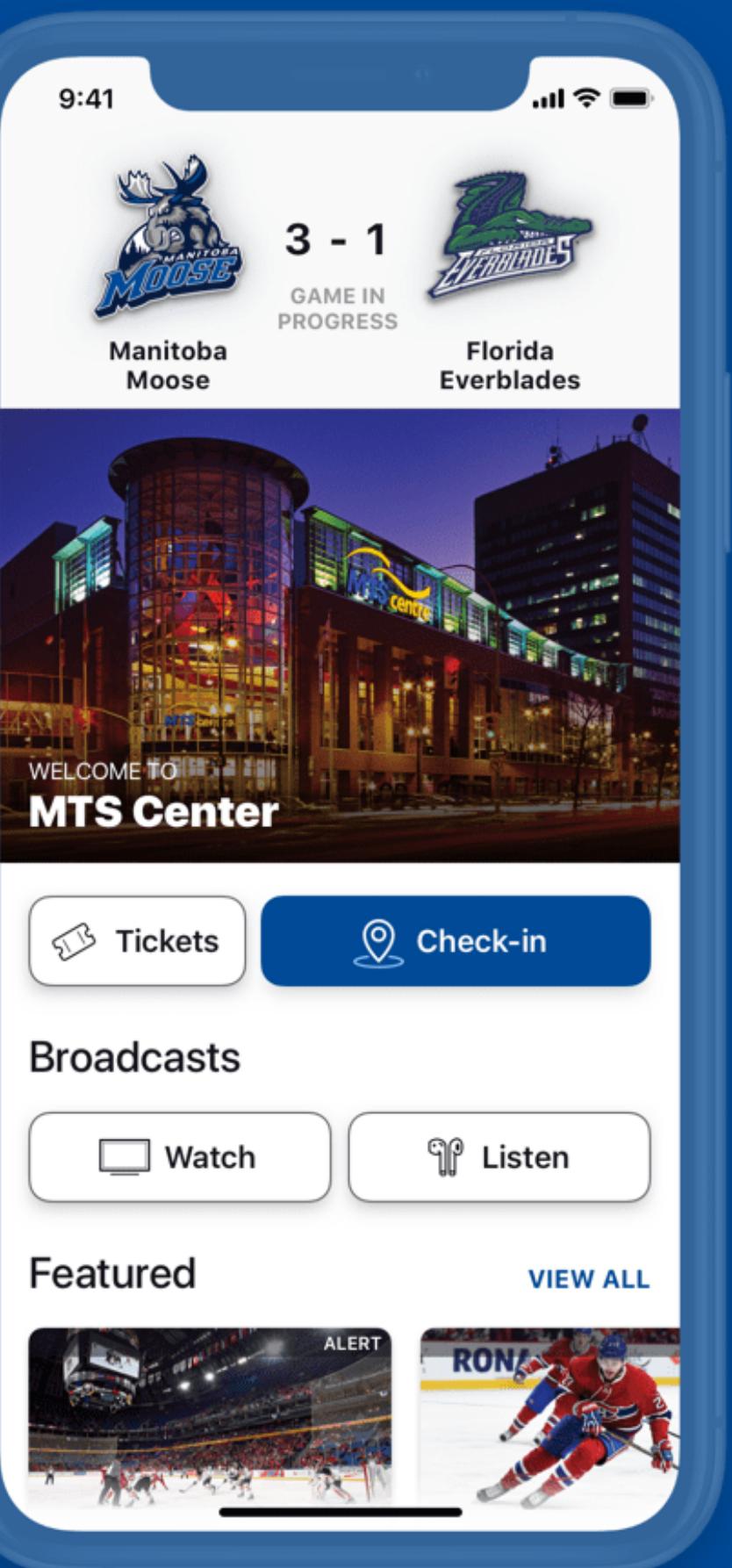
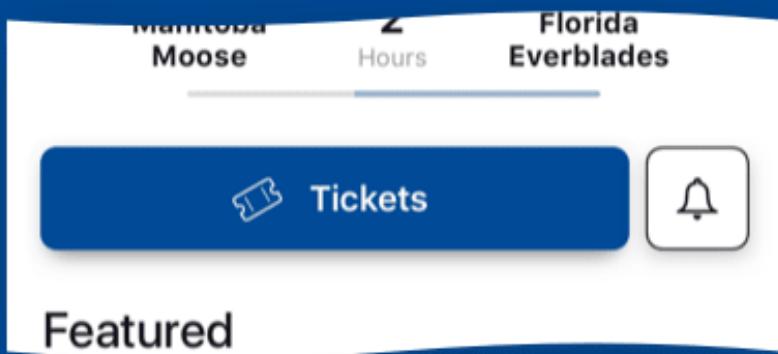
On the main screen, a dynamic header section was introduced. Depending on whether there is a game announced, the user is at the venue or checked-in, header adjusts its content to better suit the context.



Dynamic gameday section

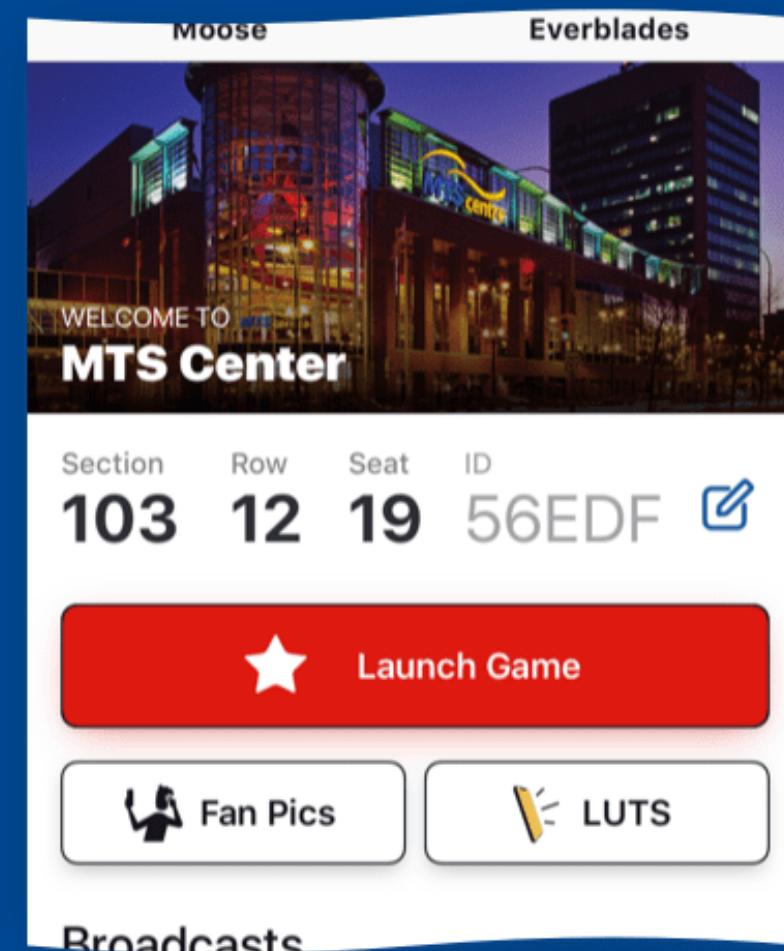
Along with the header, gameday section changes its content to suit the situation.

*Gameday section during
the day of the game*



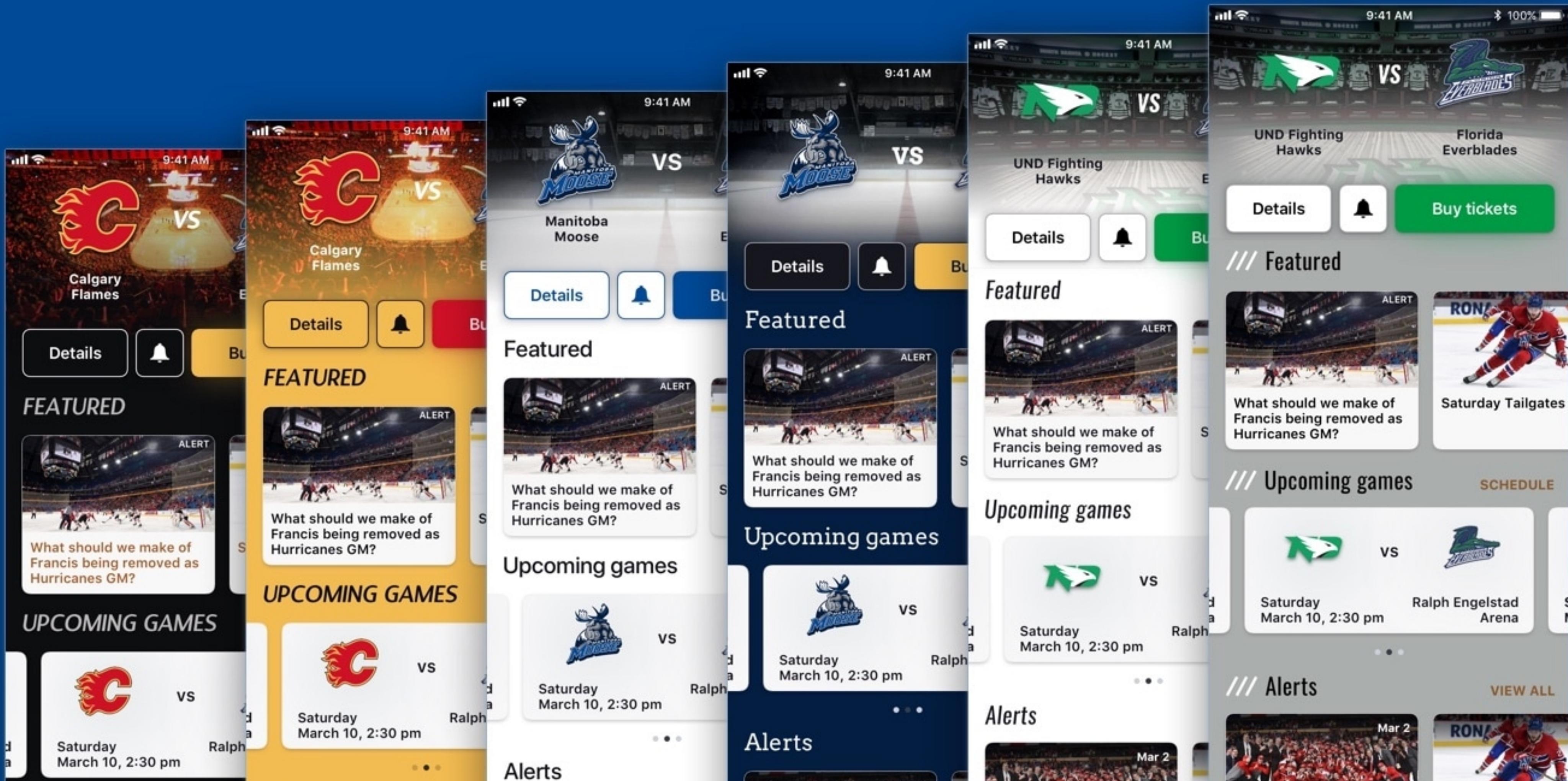
*Gameday section when
at the venue during live games*

*Gameday section when
checked in during live game*

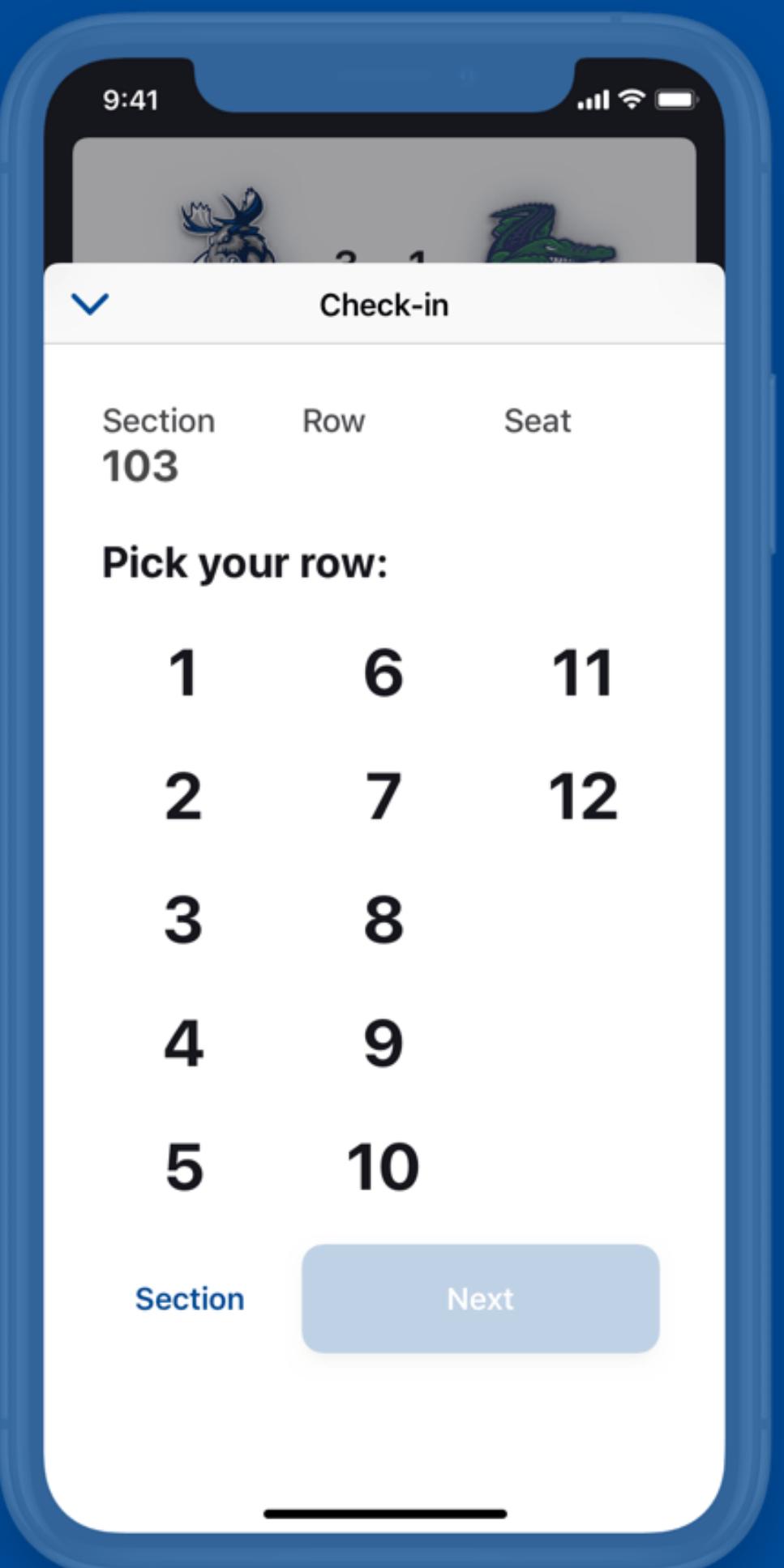
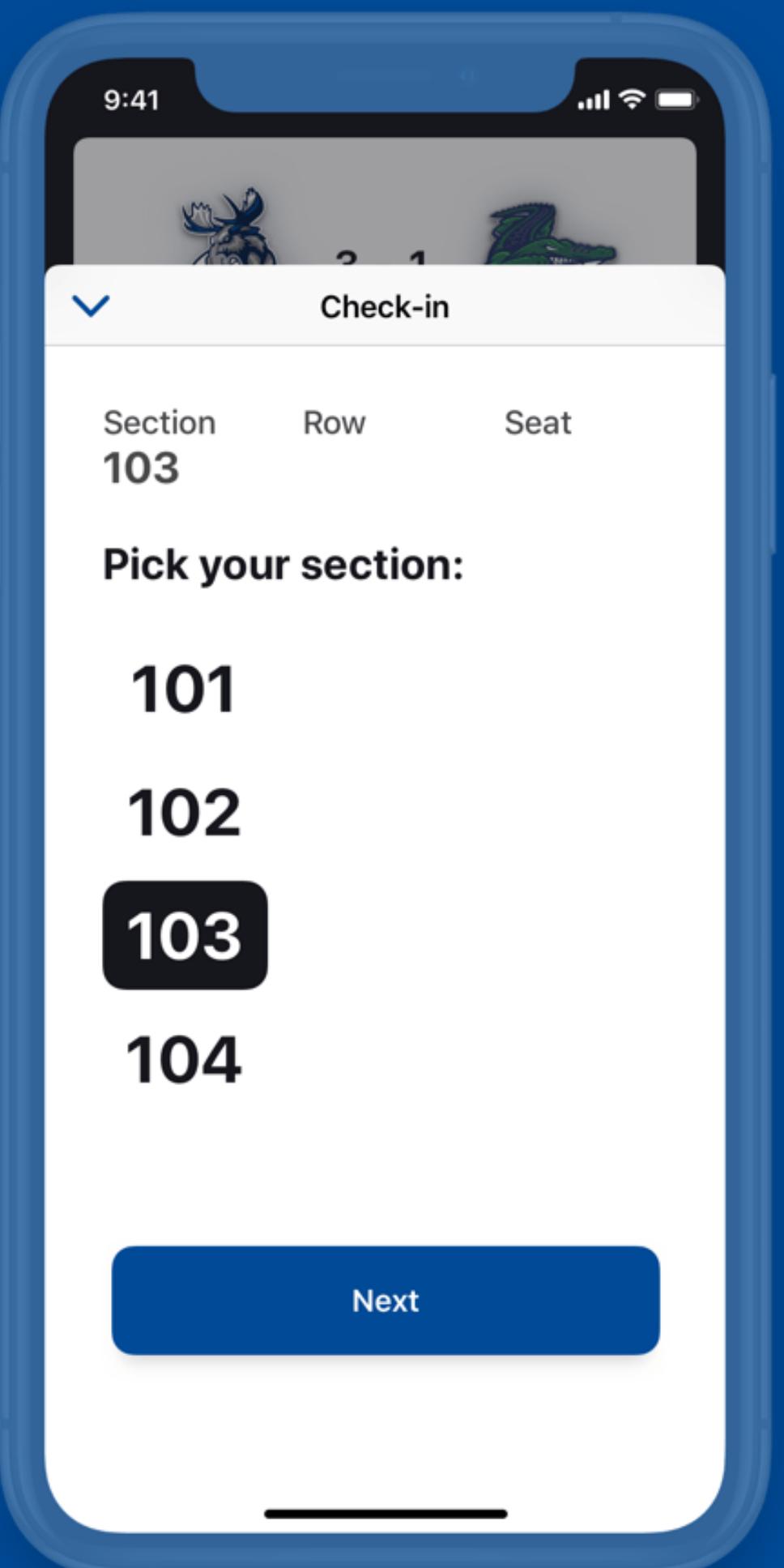
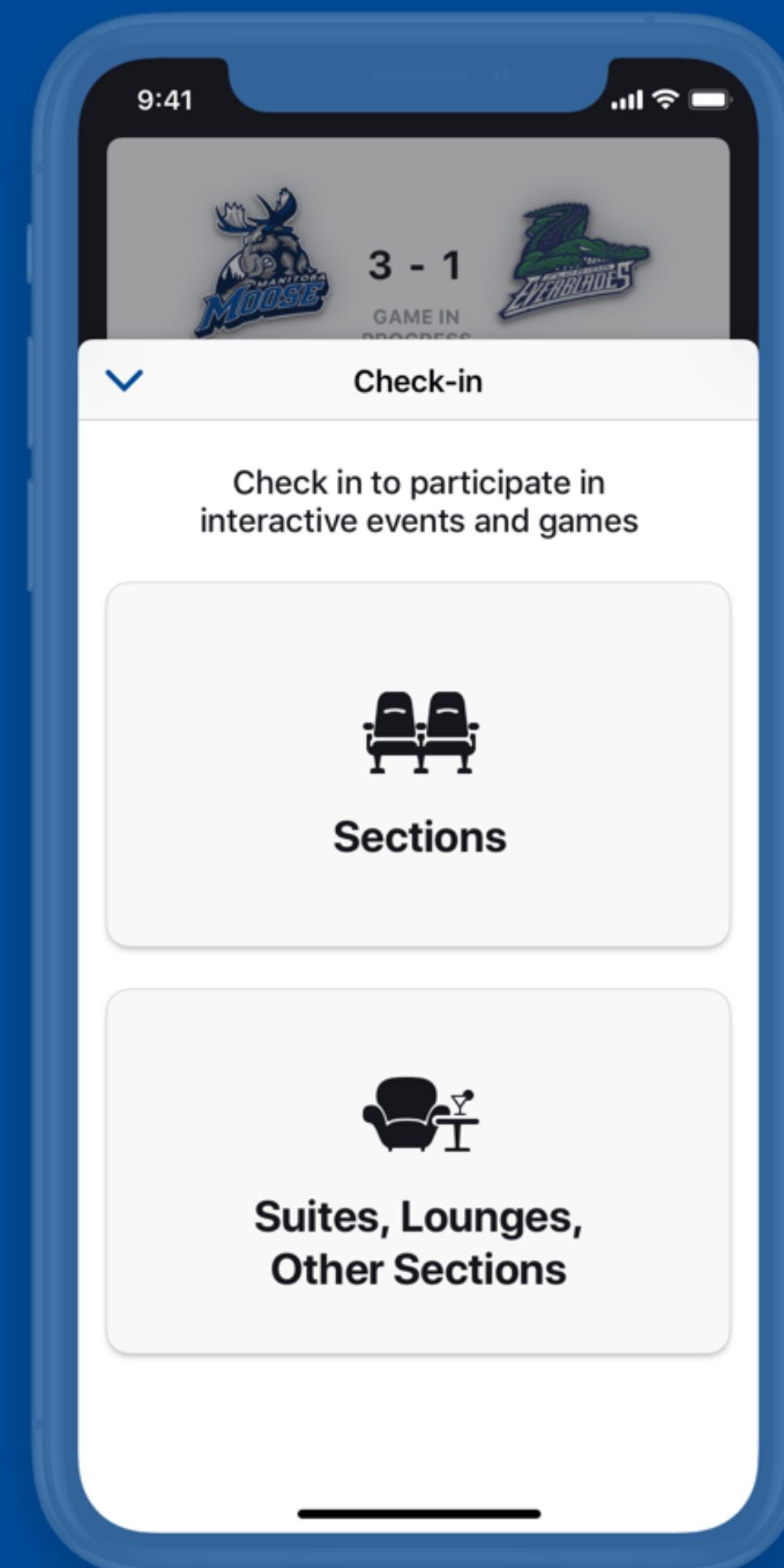


Customization

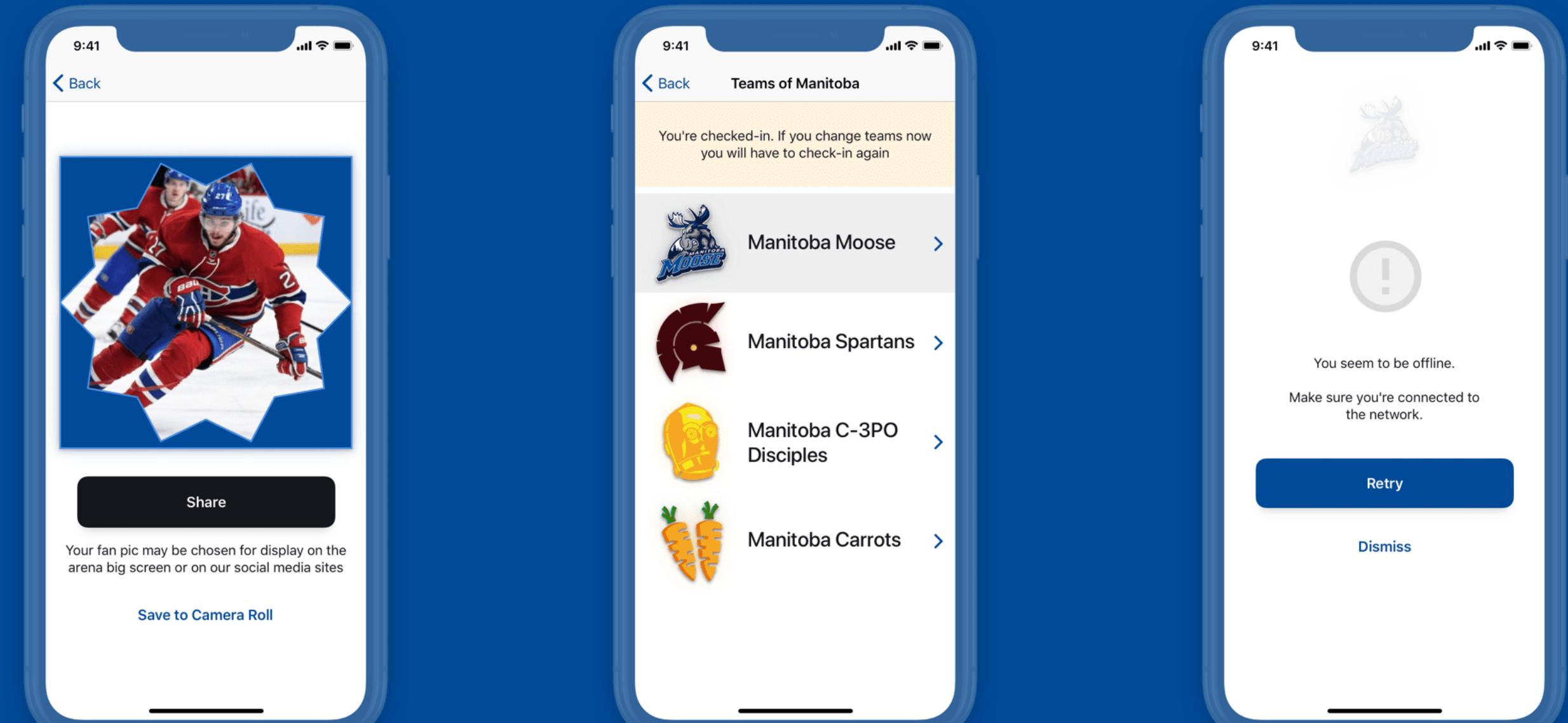
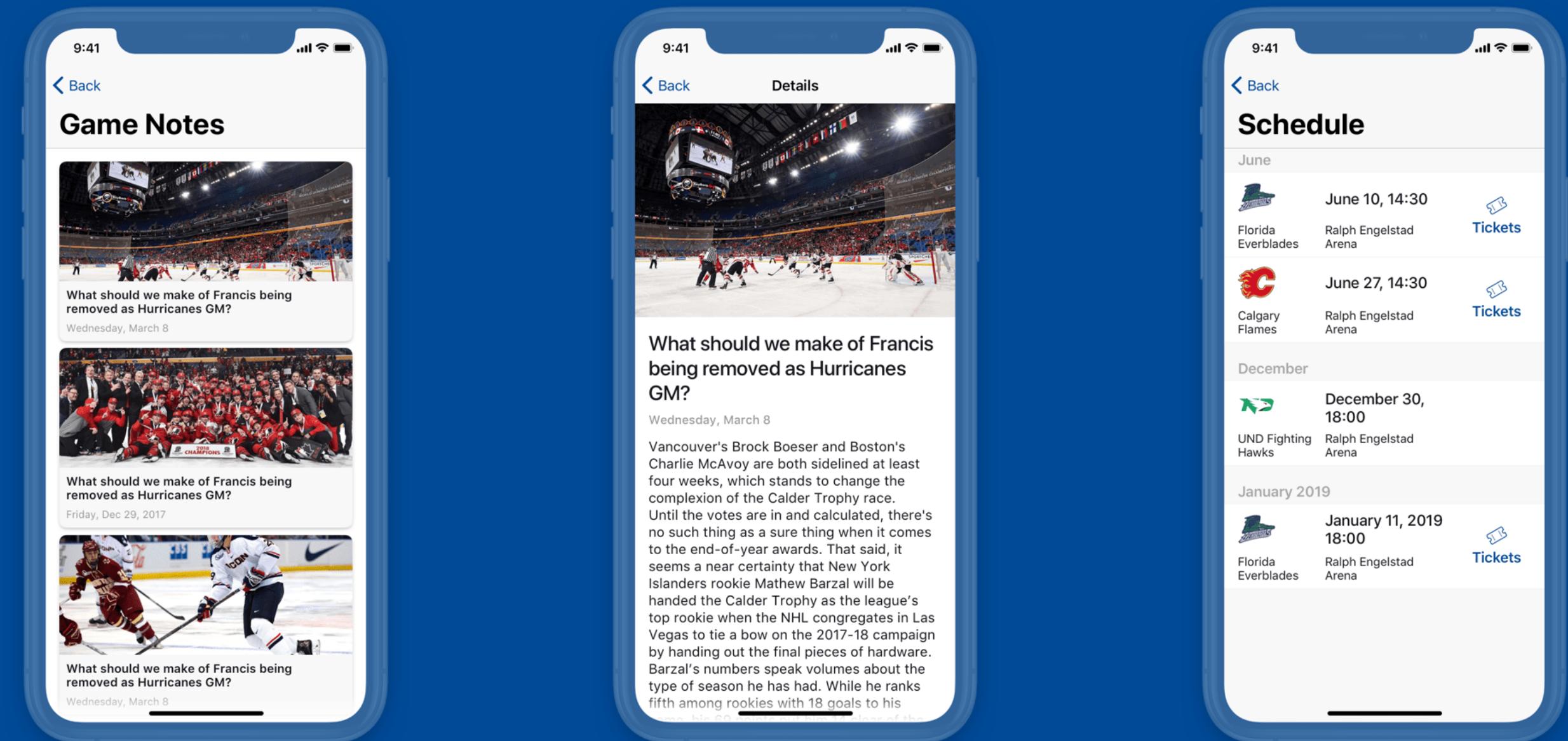
The design was made to handle some limited customization like colours, fonts, icons to allow sports teams to better represent their brand.



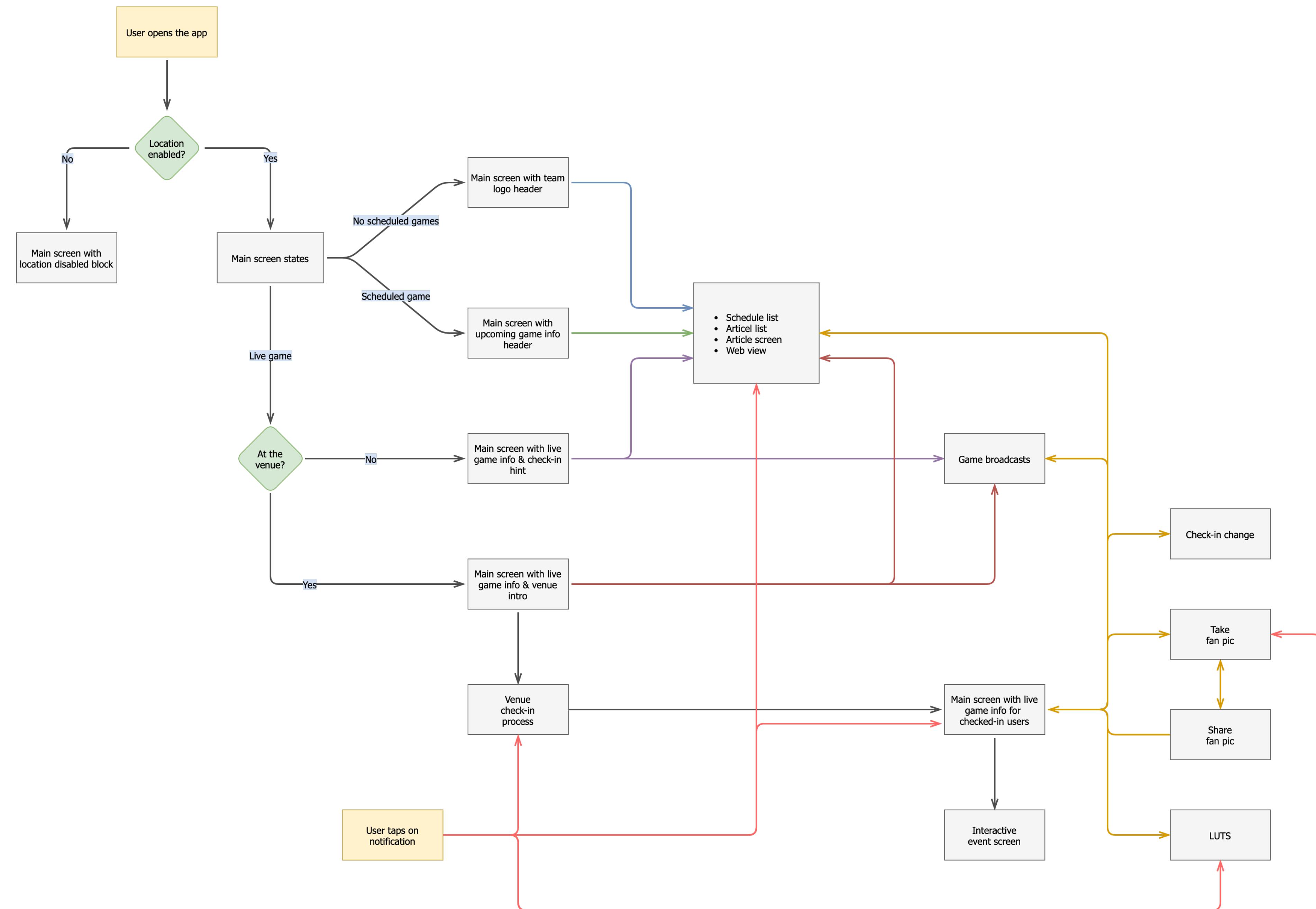
Venue check-in



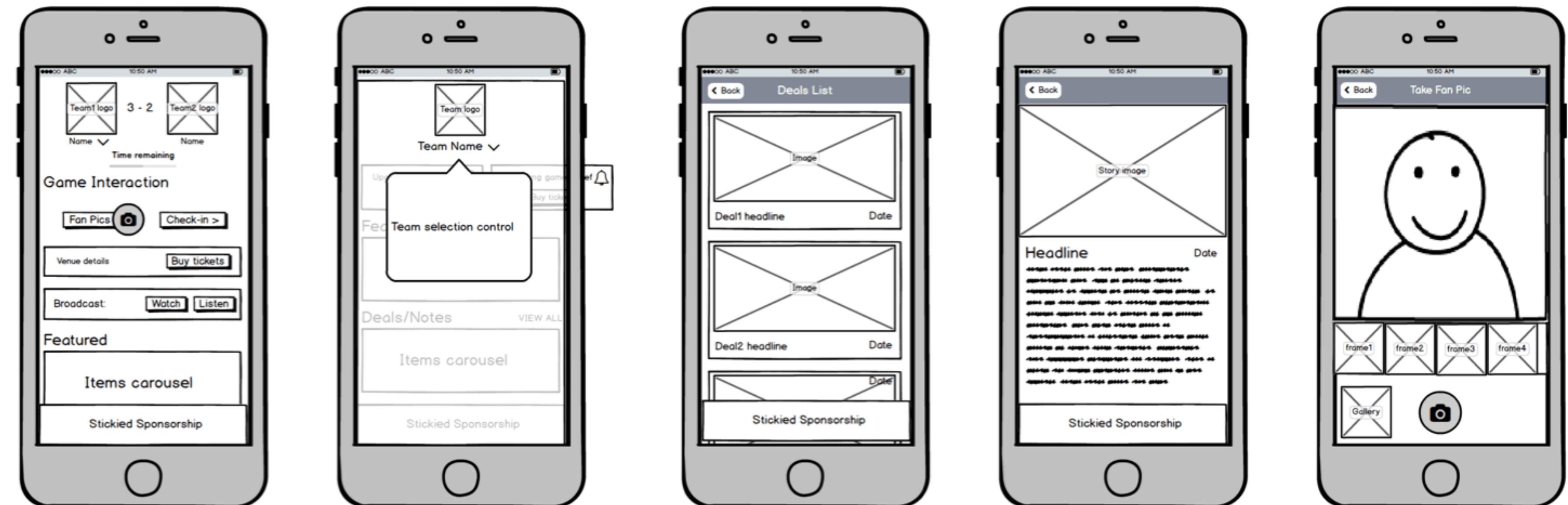
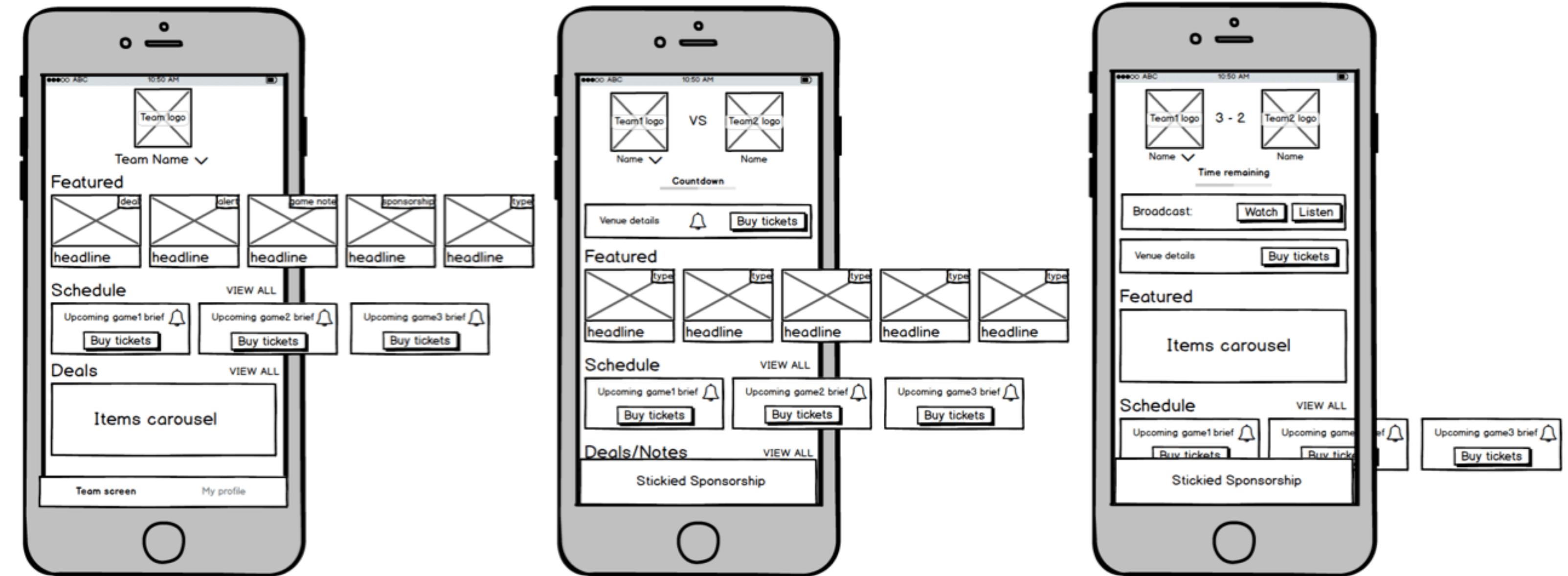
Secondary screens

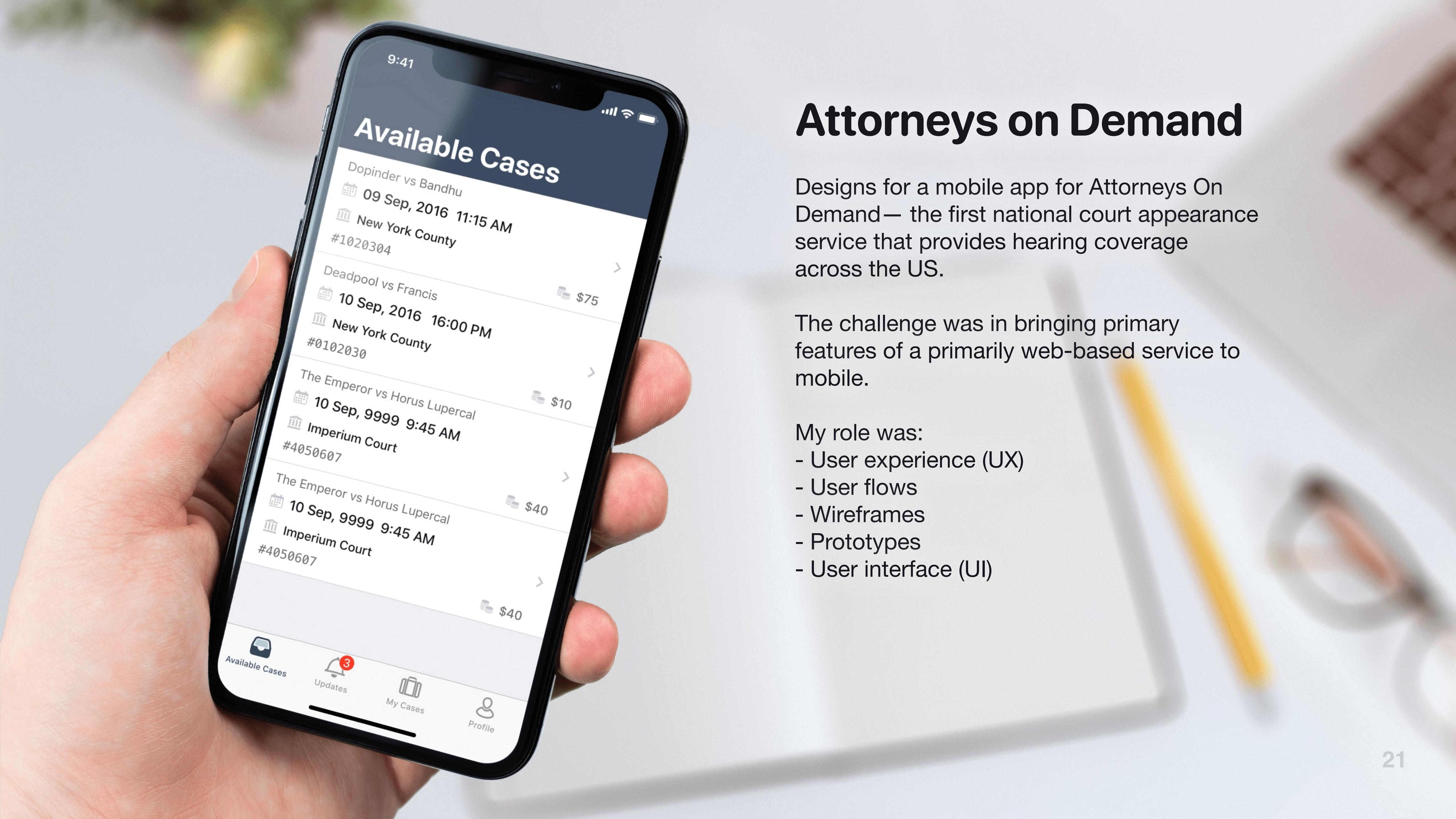


User flow



Wireframes for key screens





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.

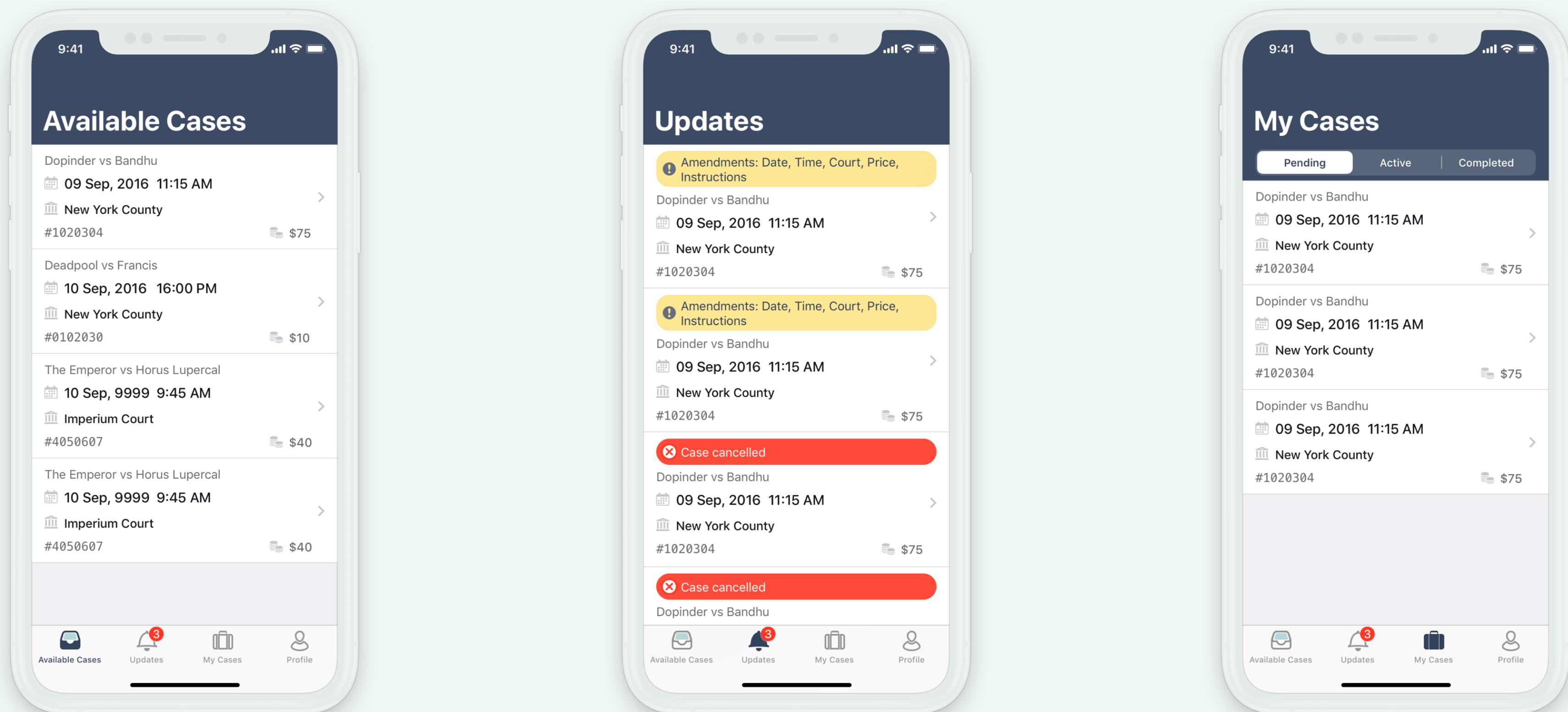
The challenge was in bringing primary features of a primarily web-based service to mobile.

My role was:

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

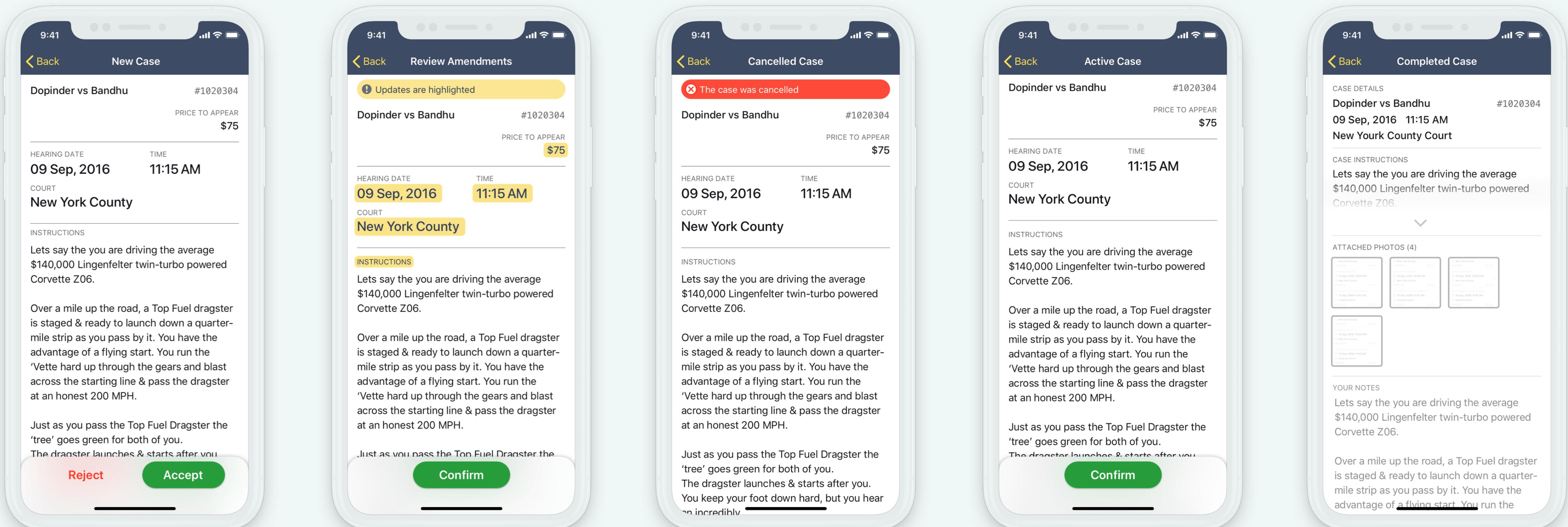
Available, updated & accepted cases

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.



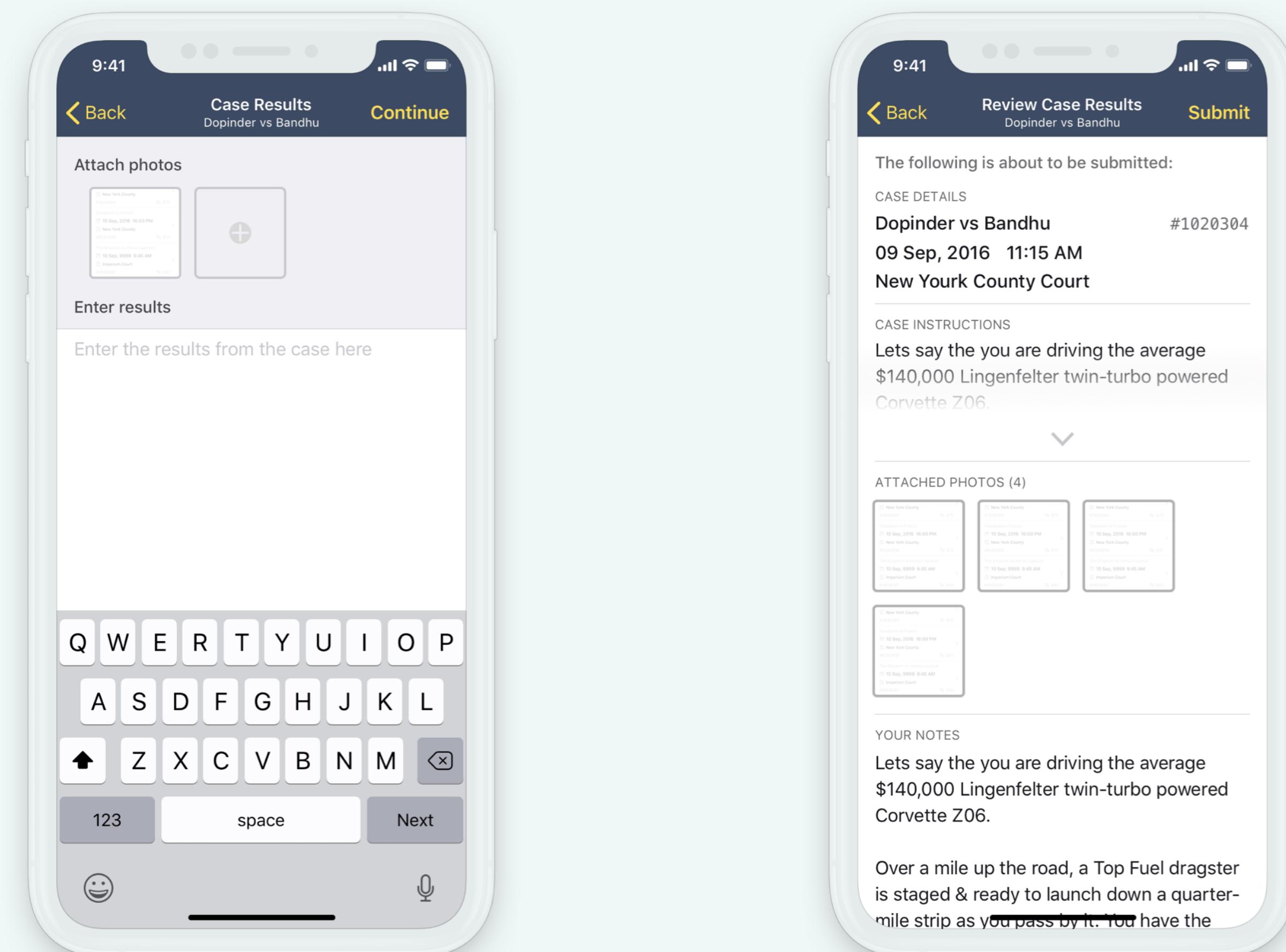
Working on cases

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.

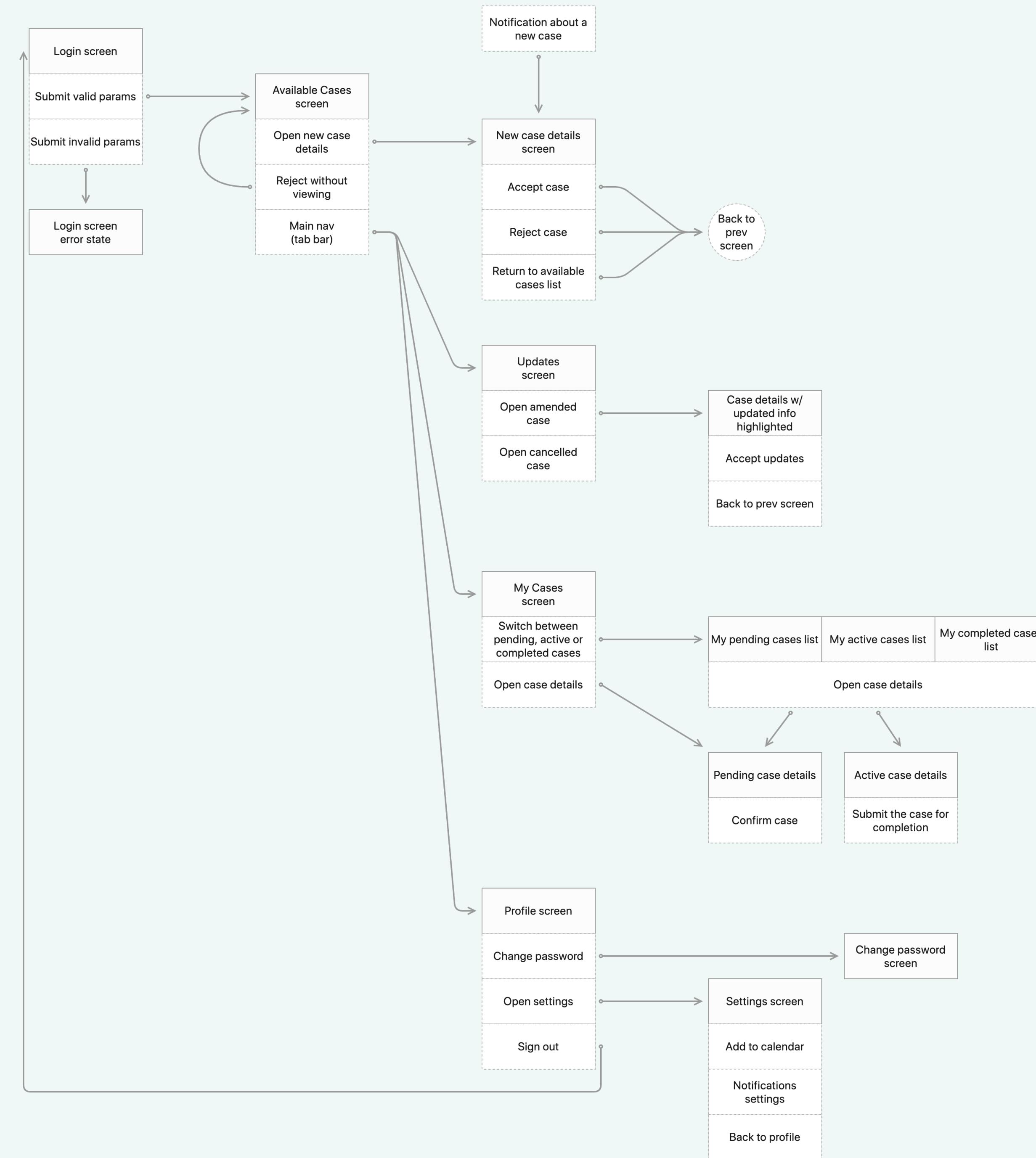


Completing a case

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.



User flow



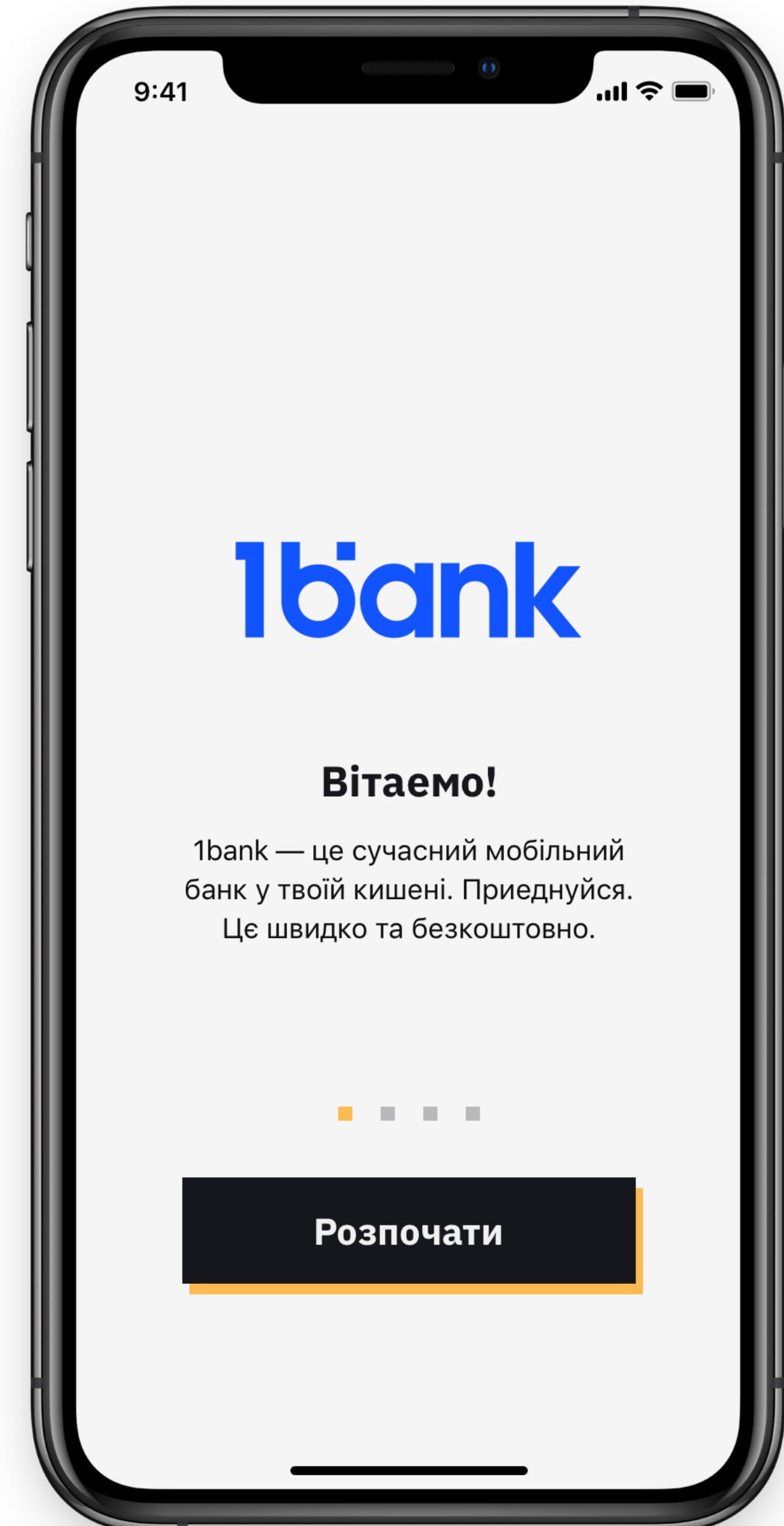
Mobile app for a neobank start-up

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 would collect all the necessary data but at the same time keep it short and as simple as possible.

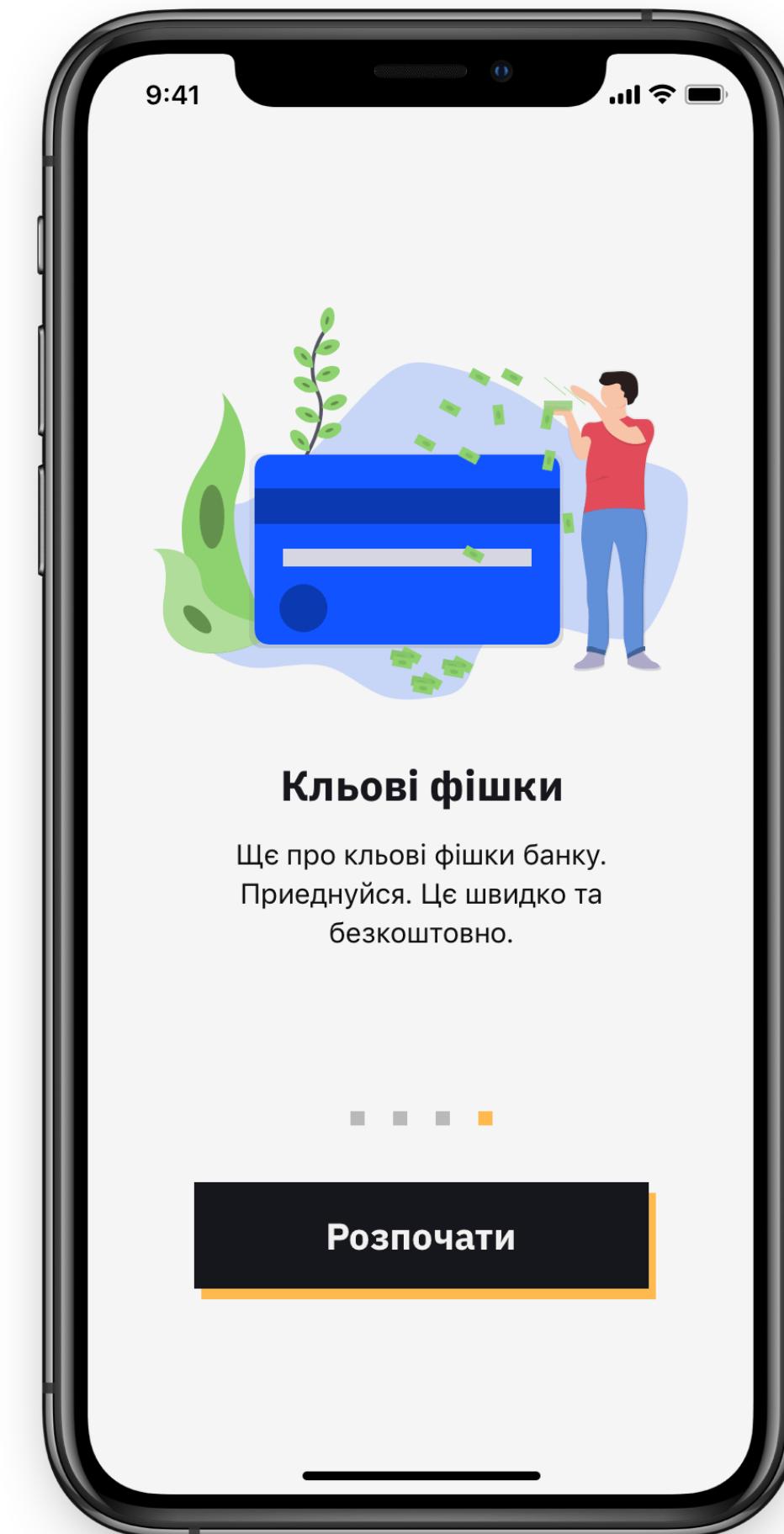
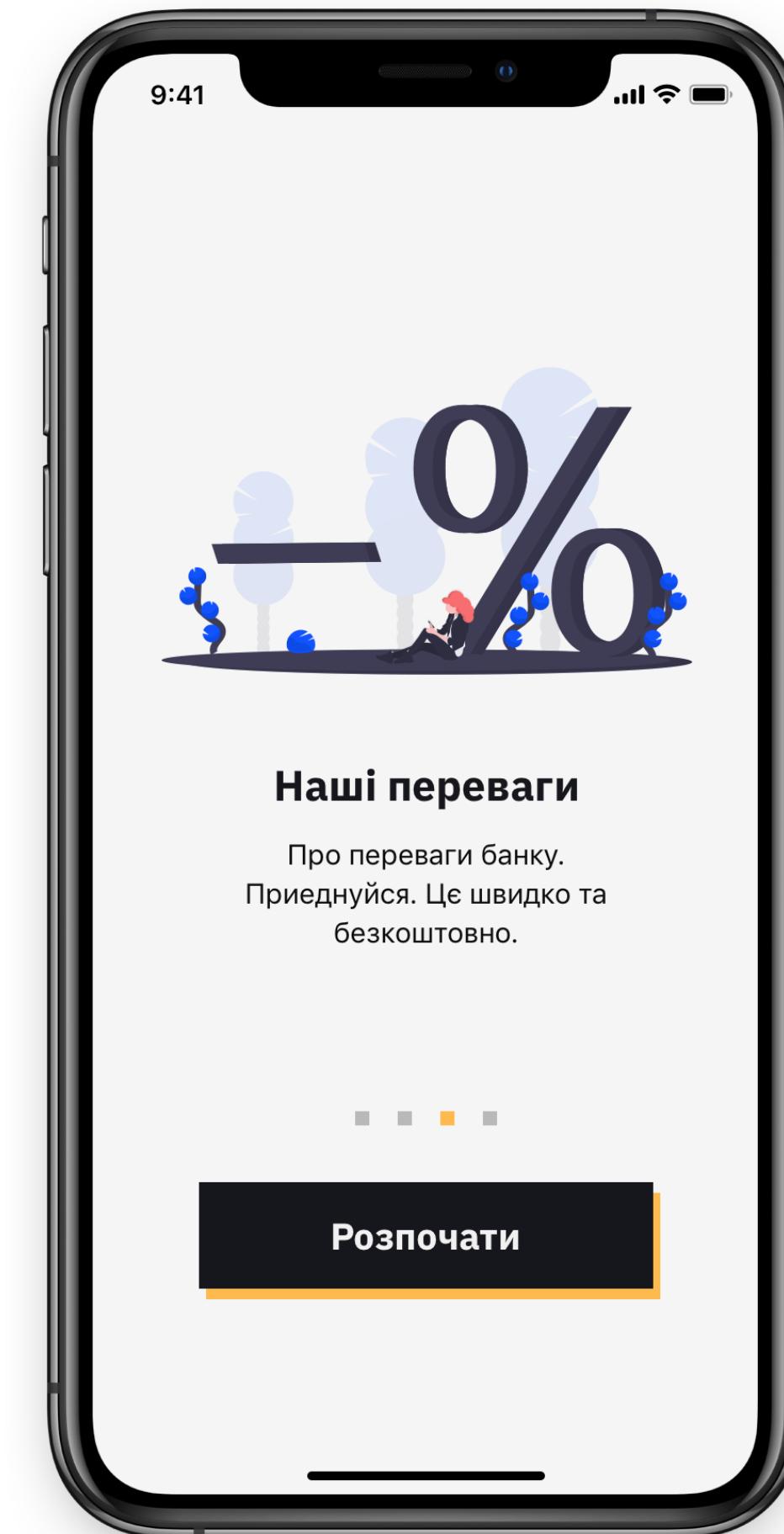
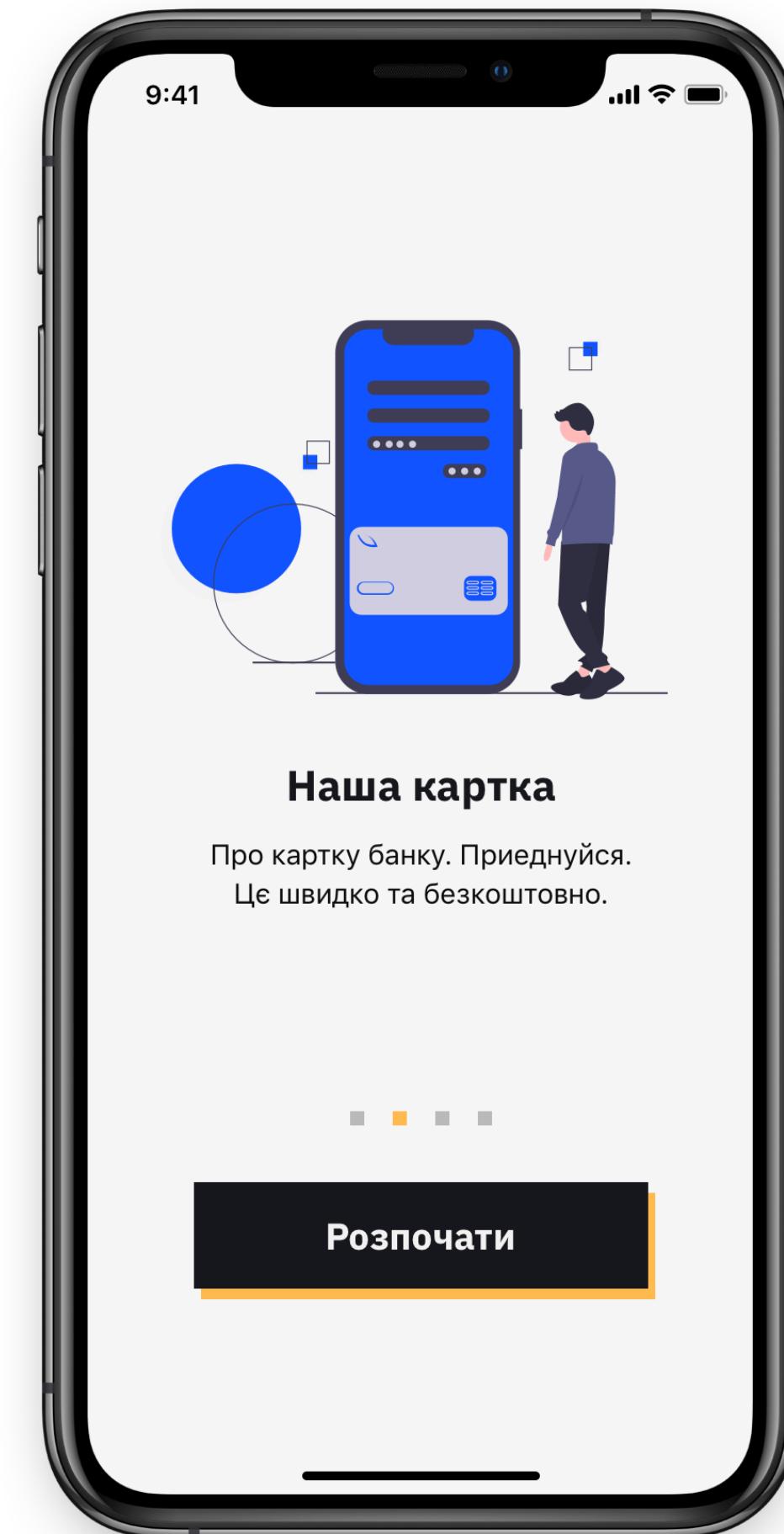
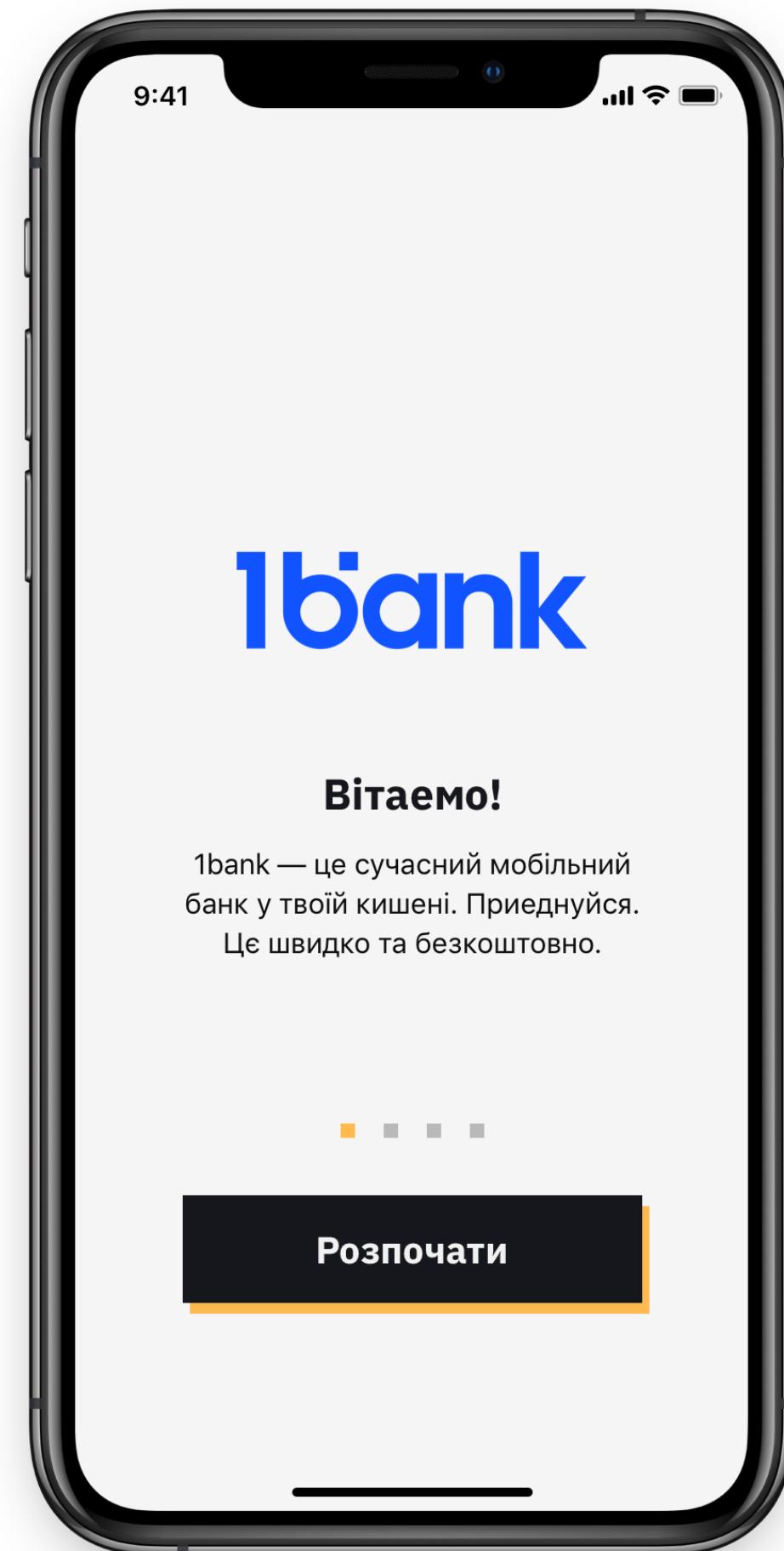
My role was:

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



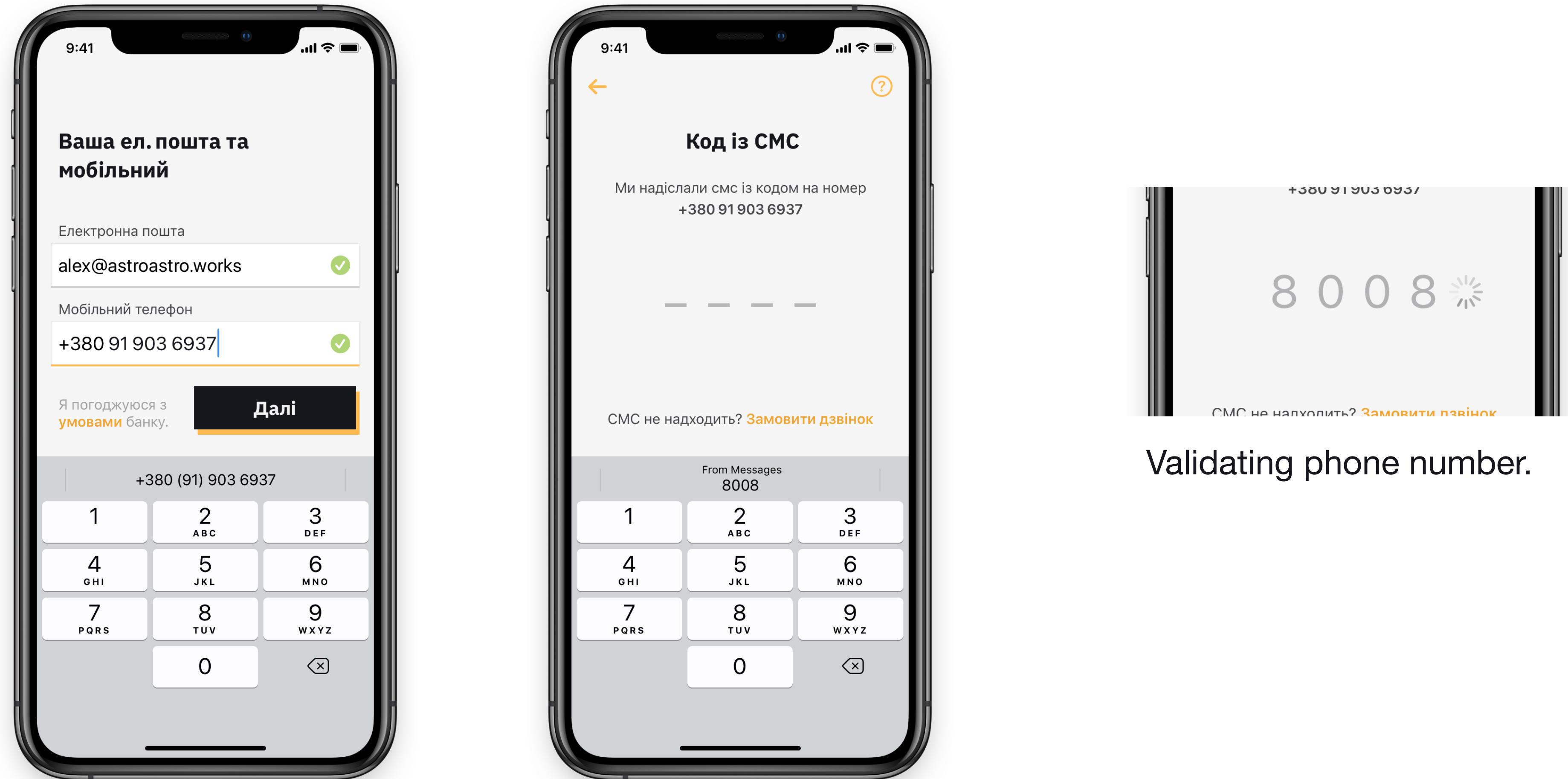
Brief introduction of the neobank

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.

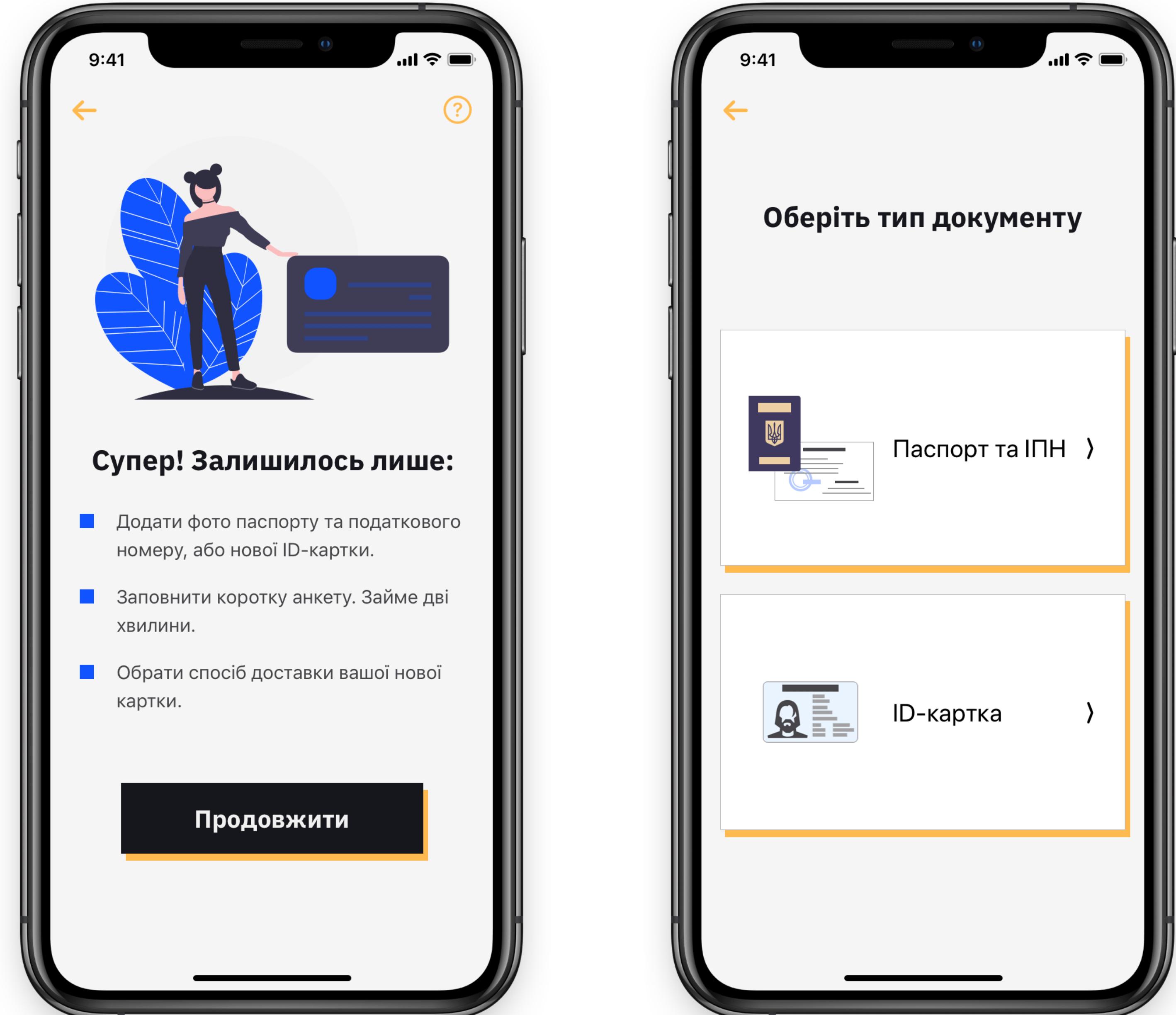


Validating phone number.

Remaining steps and ID type selection

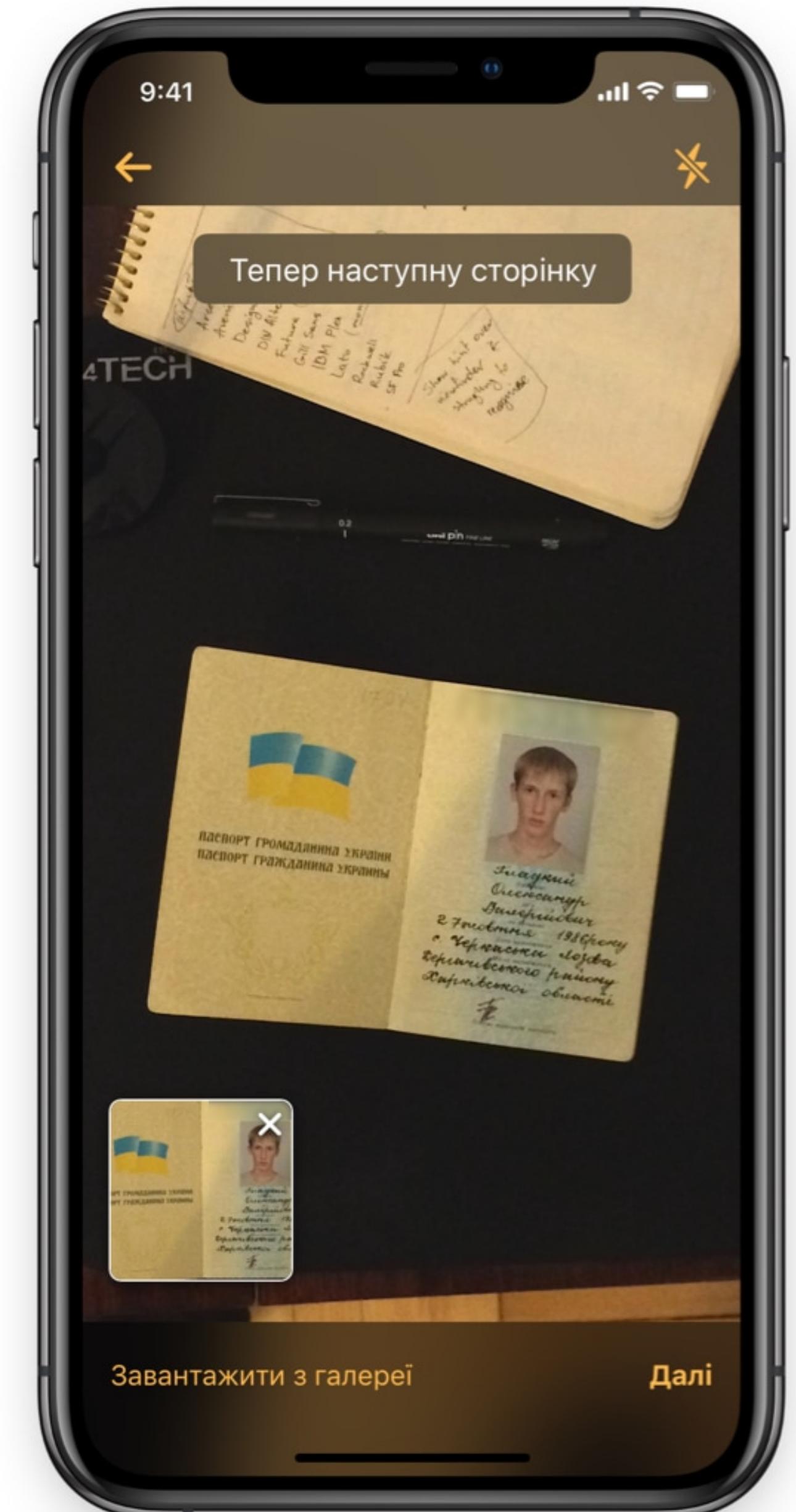
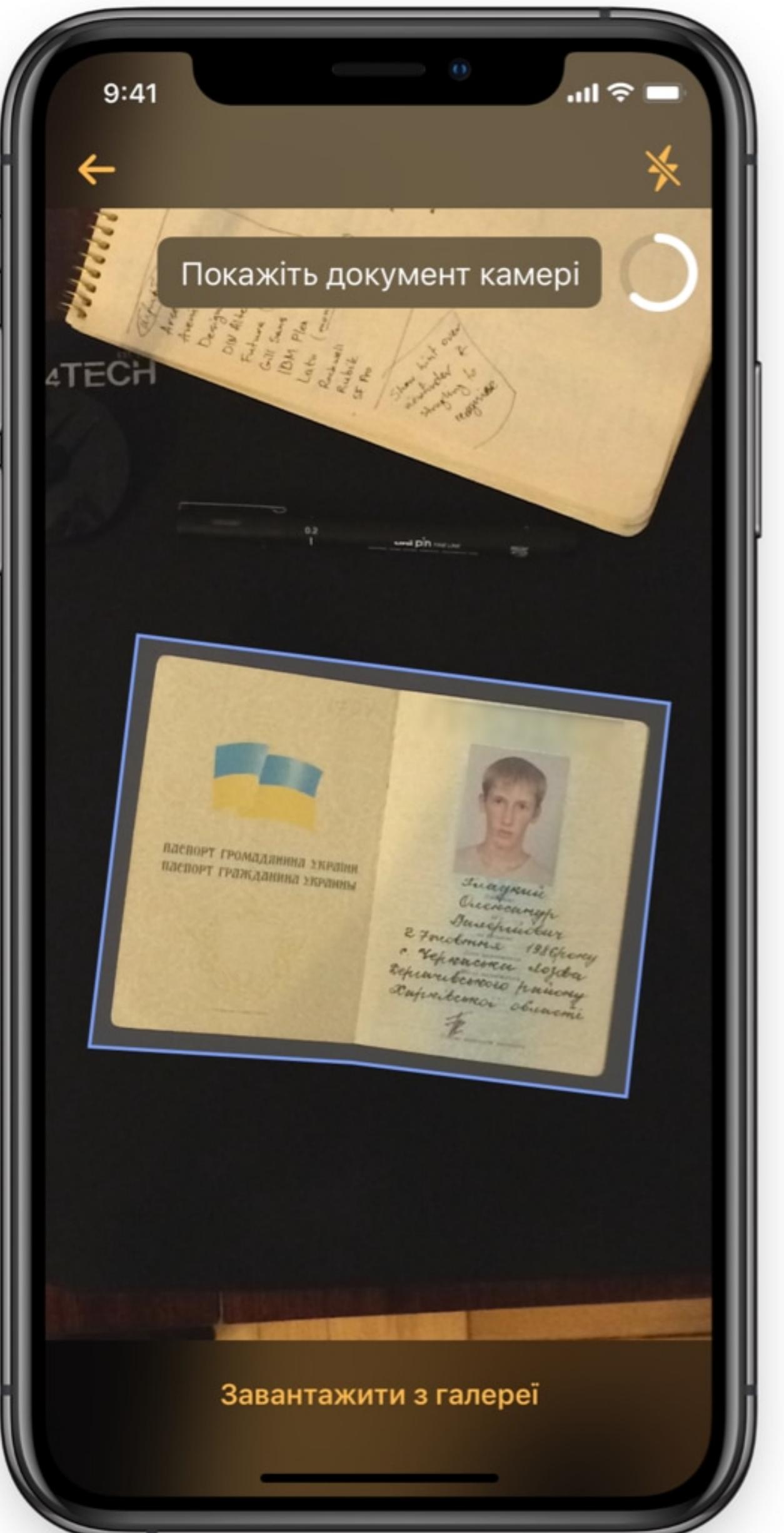
After successful phone verification, customers are shown the steps they need to go through to complete the registration and reassuring them that it will take only a couple of minutes.

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.



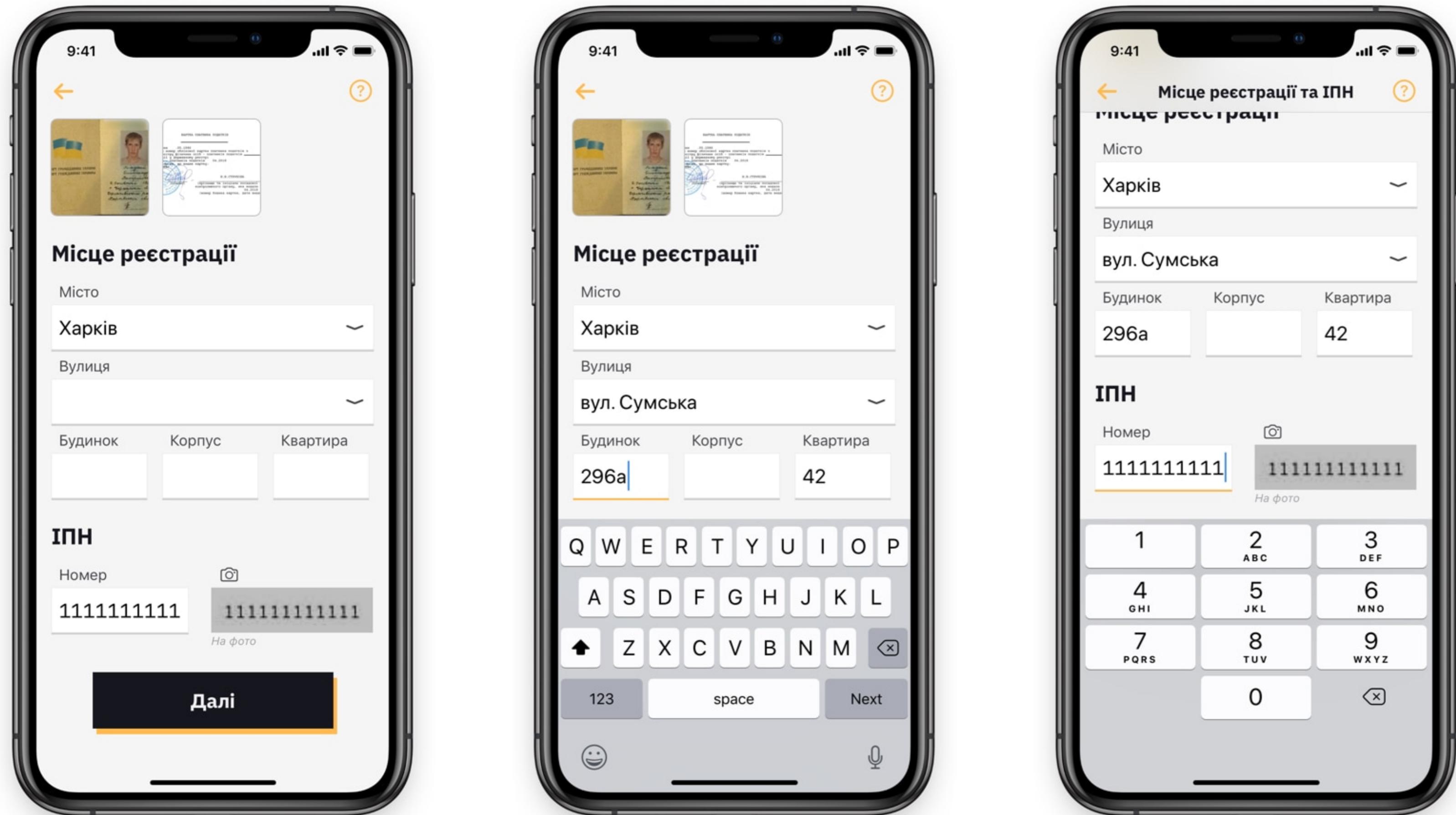
Residence and tax confirmation

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)

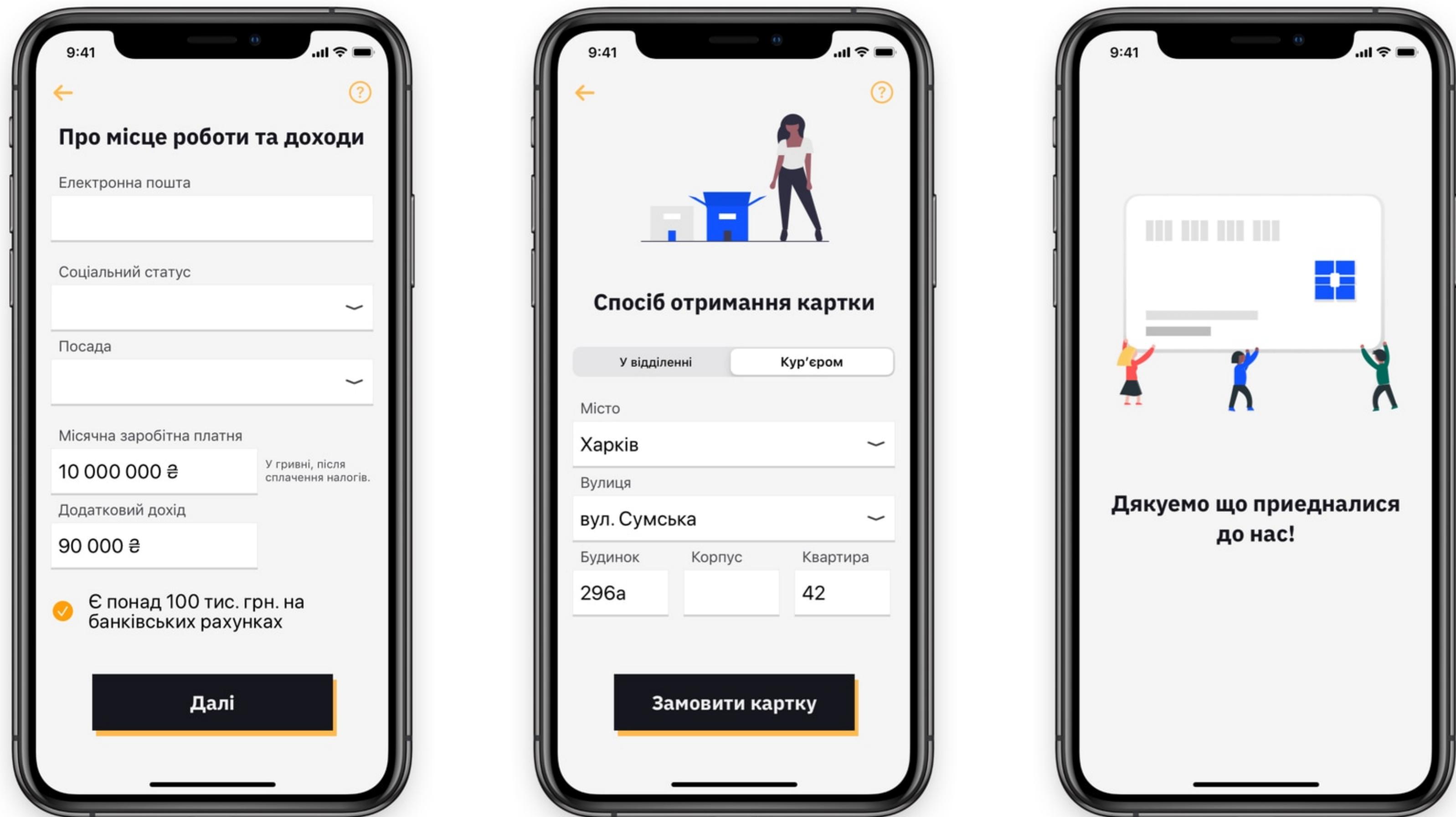
Tax ID is filled in automatically if the app was able to recognize it in the photo of the document.

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

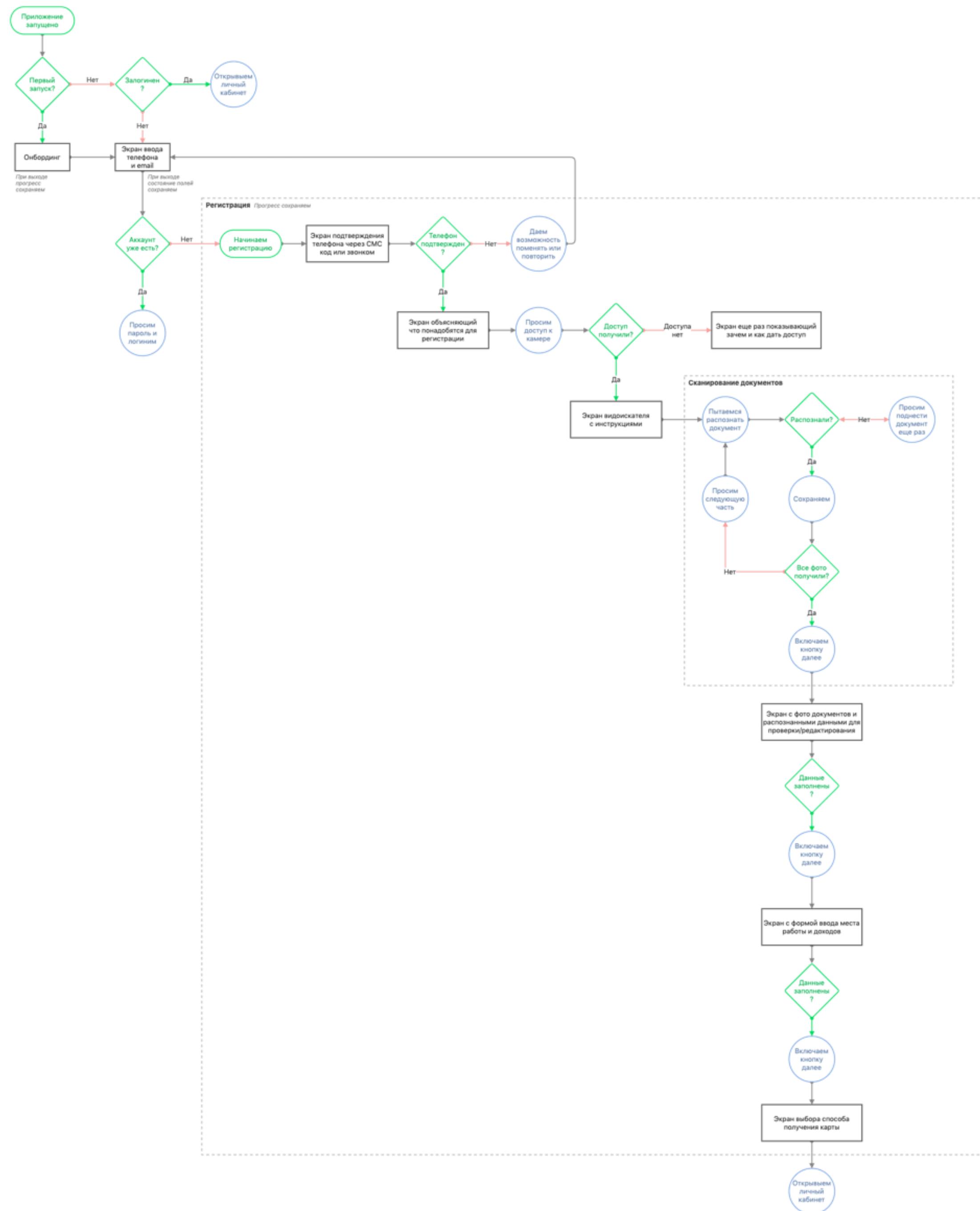


Personal details & shipping address

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



User flow



App Icons



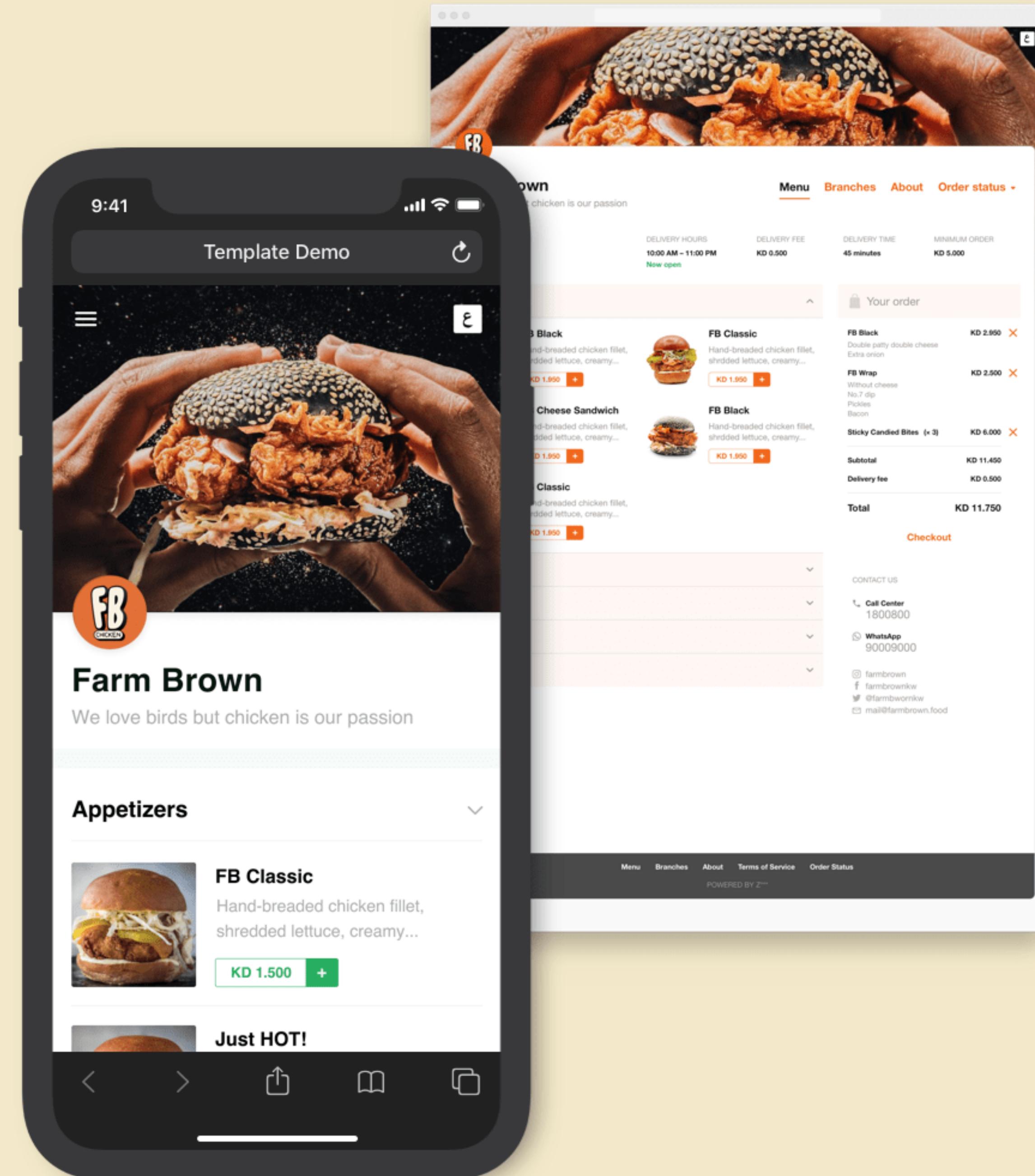
Online storefront

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".

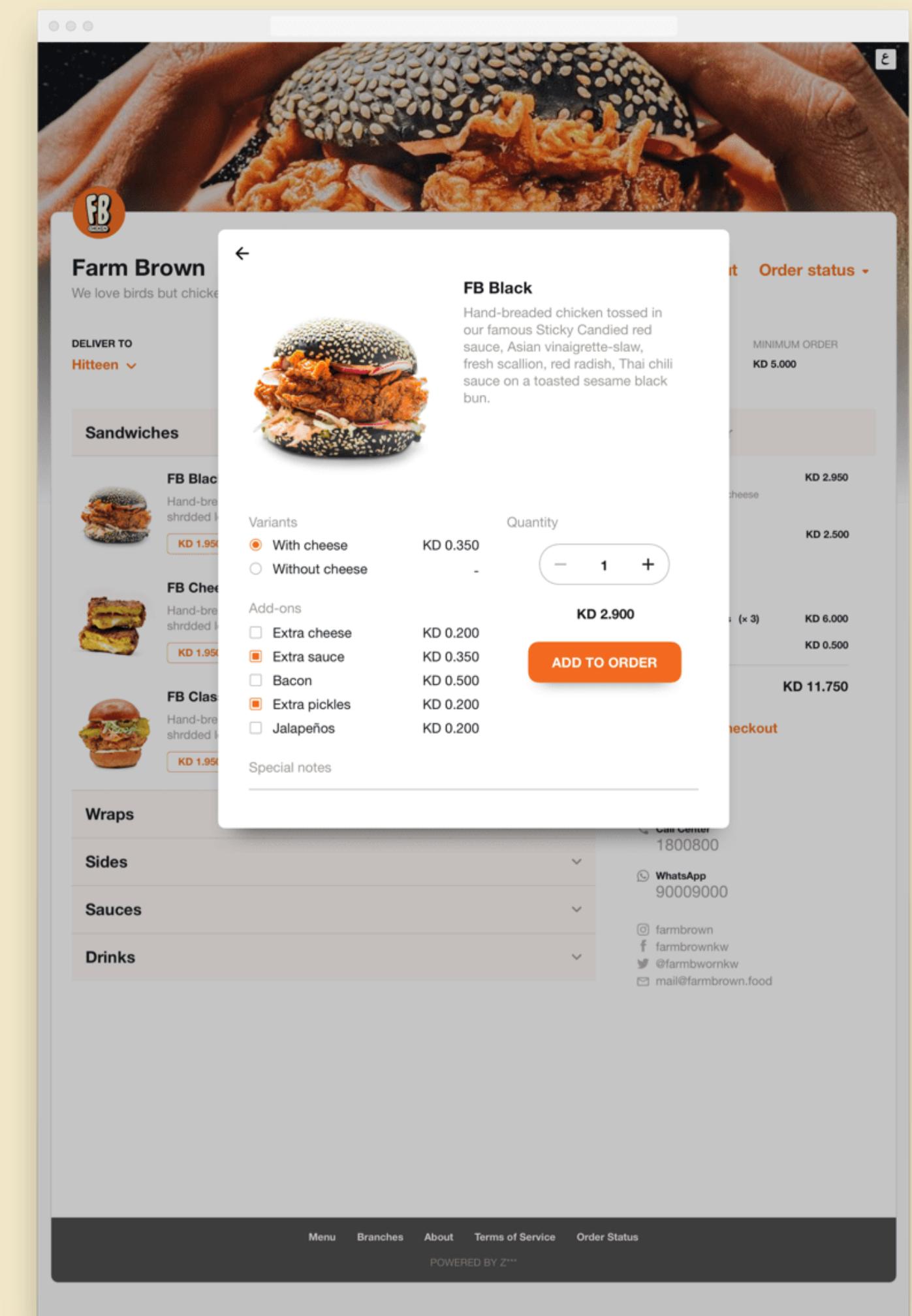
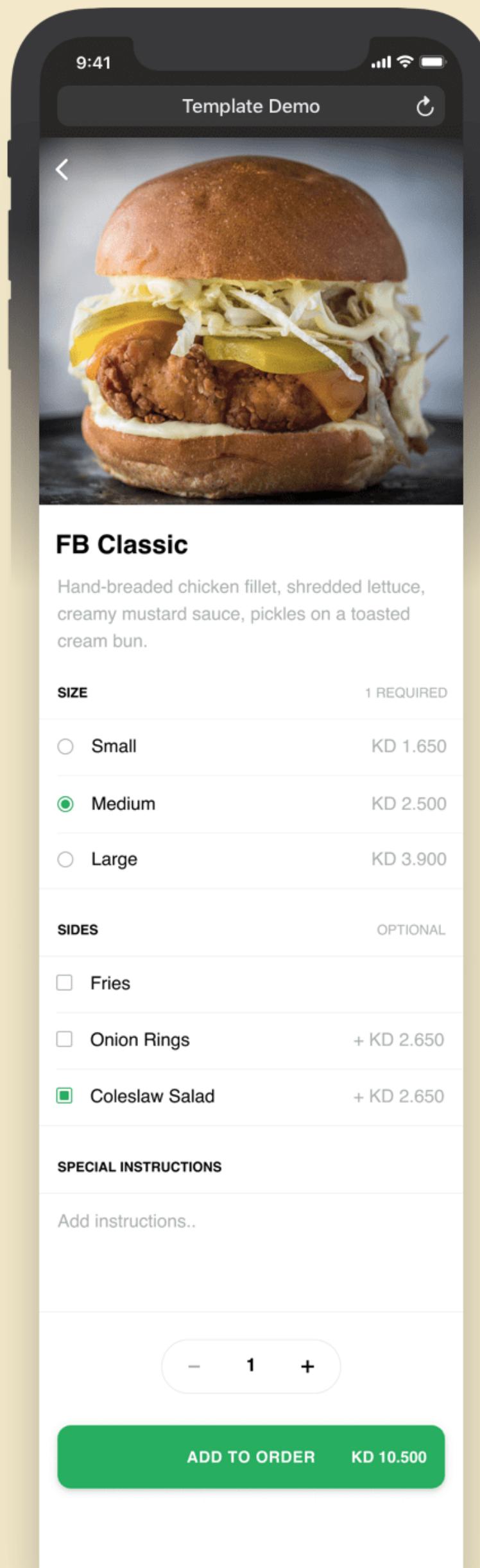
Left Screenshot: Shows the home screen with a large image of a burger, the business name "Farm Brown", a tagline "We love birds but chicken is our passion", and order status information for "Order #33" (Dispatched). It includes delivery details for "Hitteen" and a menu section for "Appetizers".

Middle Screenshot: Shows the "Order Online" screen with sections for "Branches" and "About Us", along with contact information like "Call Center" and "WhatsApp".

Right Screenshot: Shows the full menu interface for "Farm Brown". It features a large image of a burger at the top, followed by sections for "Sandwiches", "Wraps", "Sides", "Sauces", and "Drinks". Each menu item includes a small image, a name, a description, and a price. The total price for the order is KD 11.750, and there is a "Checkout" button at the bottom.

Product page

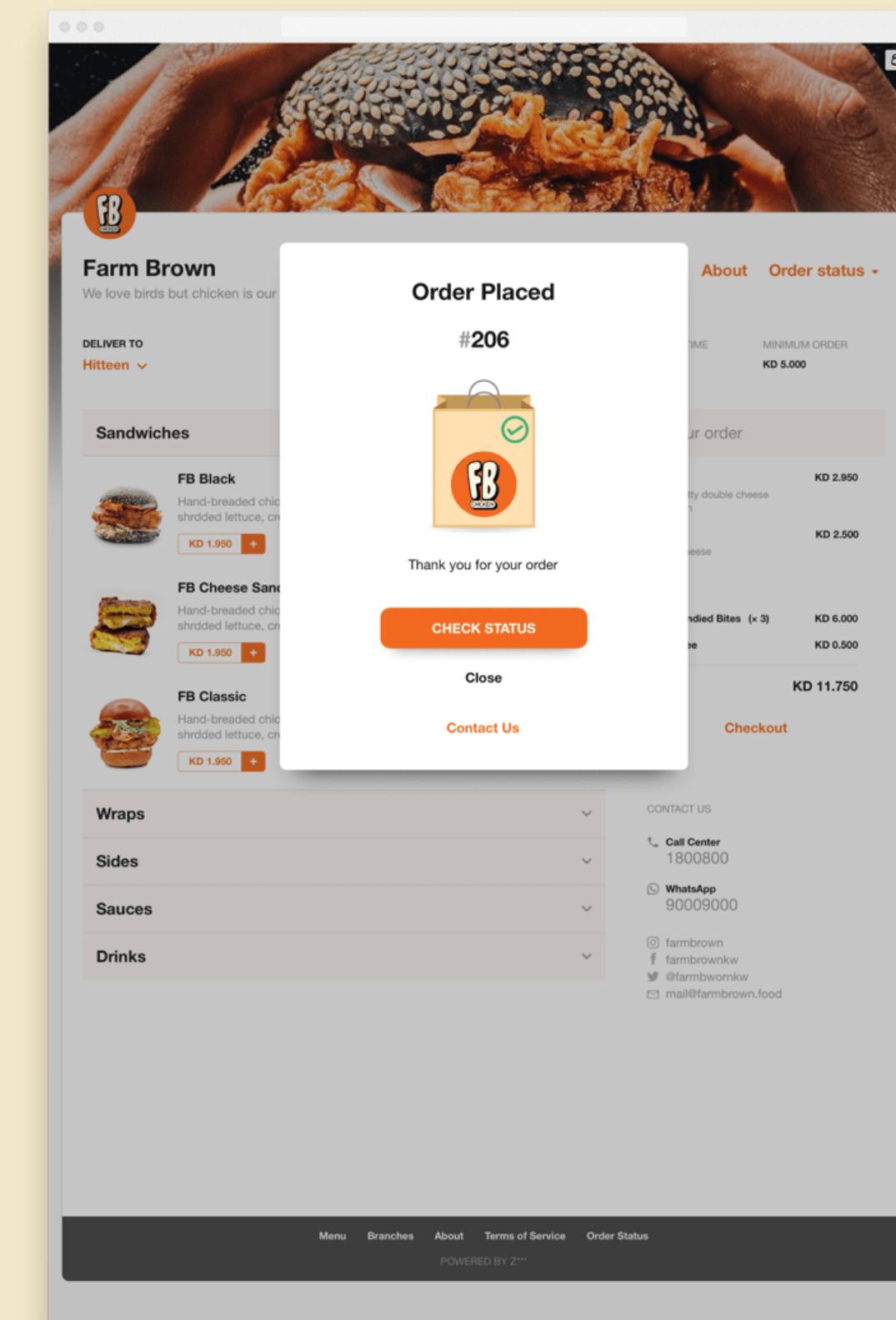
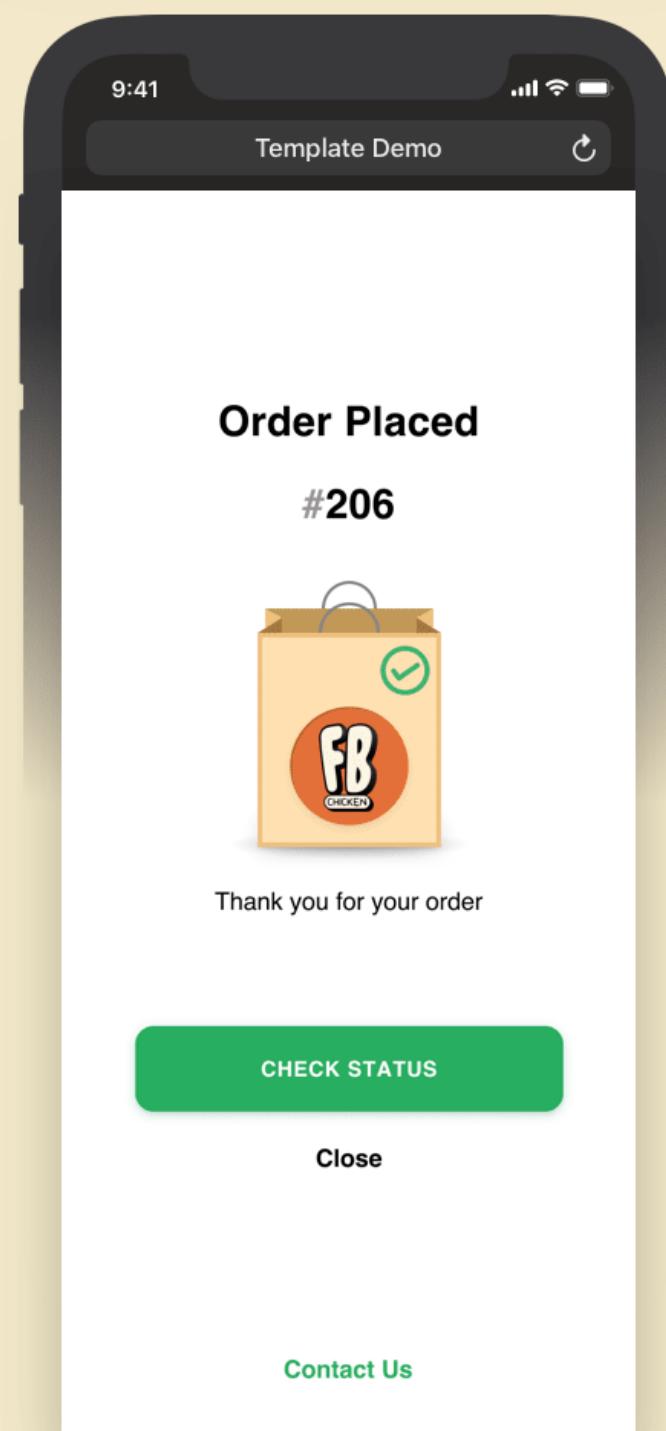
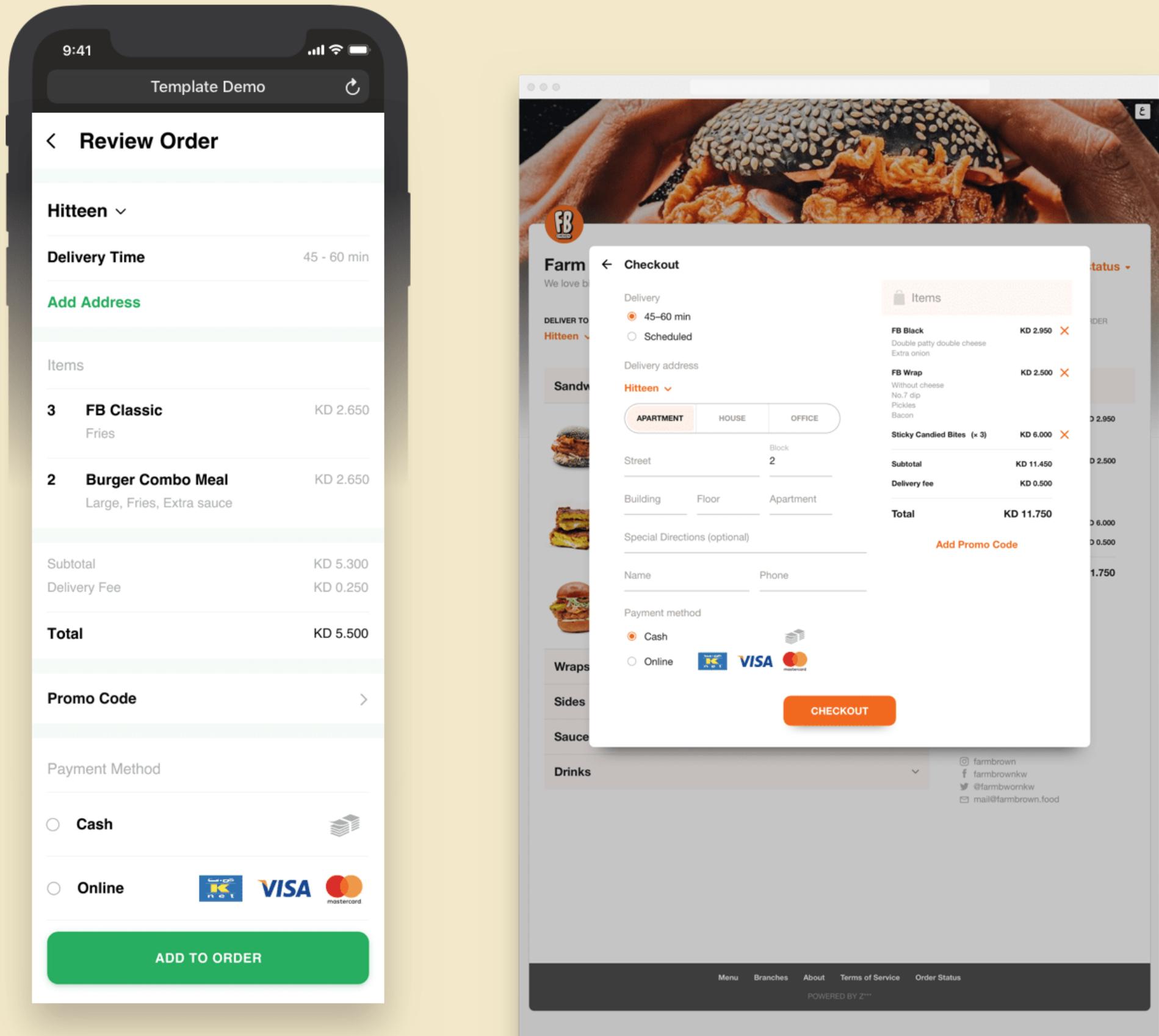
The service gives its customers the ability to have additional options added to the products. This feature is reflected on the product page.



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.

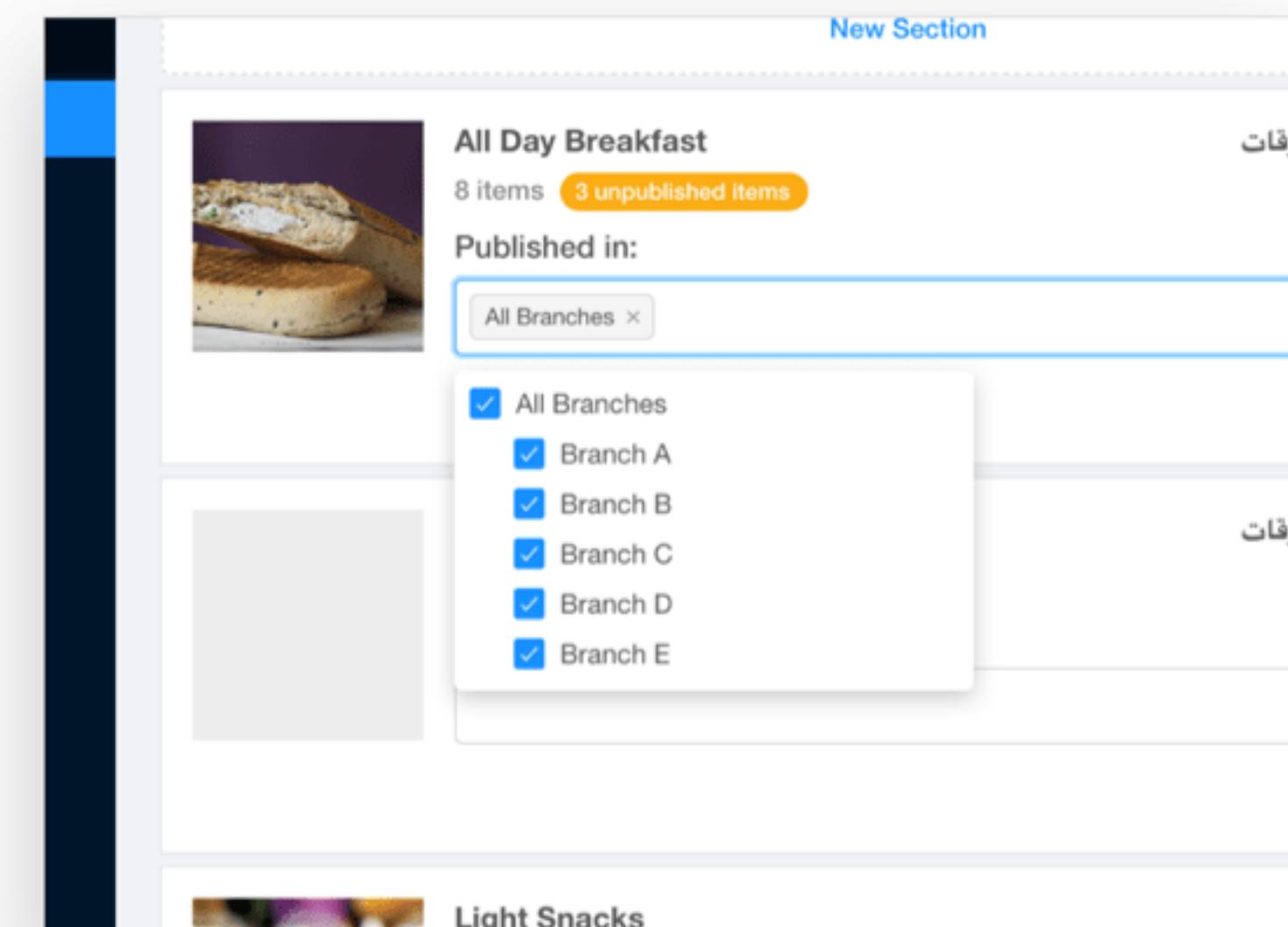
The image displays three screenshots of the ZYDA control panel interface:

- 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 four sections: 'All Day Breakfast' (with 8 items, 3 unpublished), 'Light Snacks' (with 8 items), 'Sandwiches' (with 8 items, 1 unpublished), and another 'All Day Breakfast' section (with 8 items). Each section has a thumbnail image, a name, a count of items, a count of unpublished items, and a 'Published in:' dropdown. The 'Edit section' button is visible 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.)

Control panel users setup

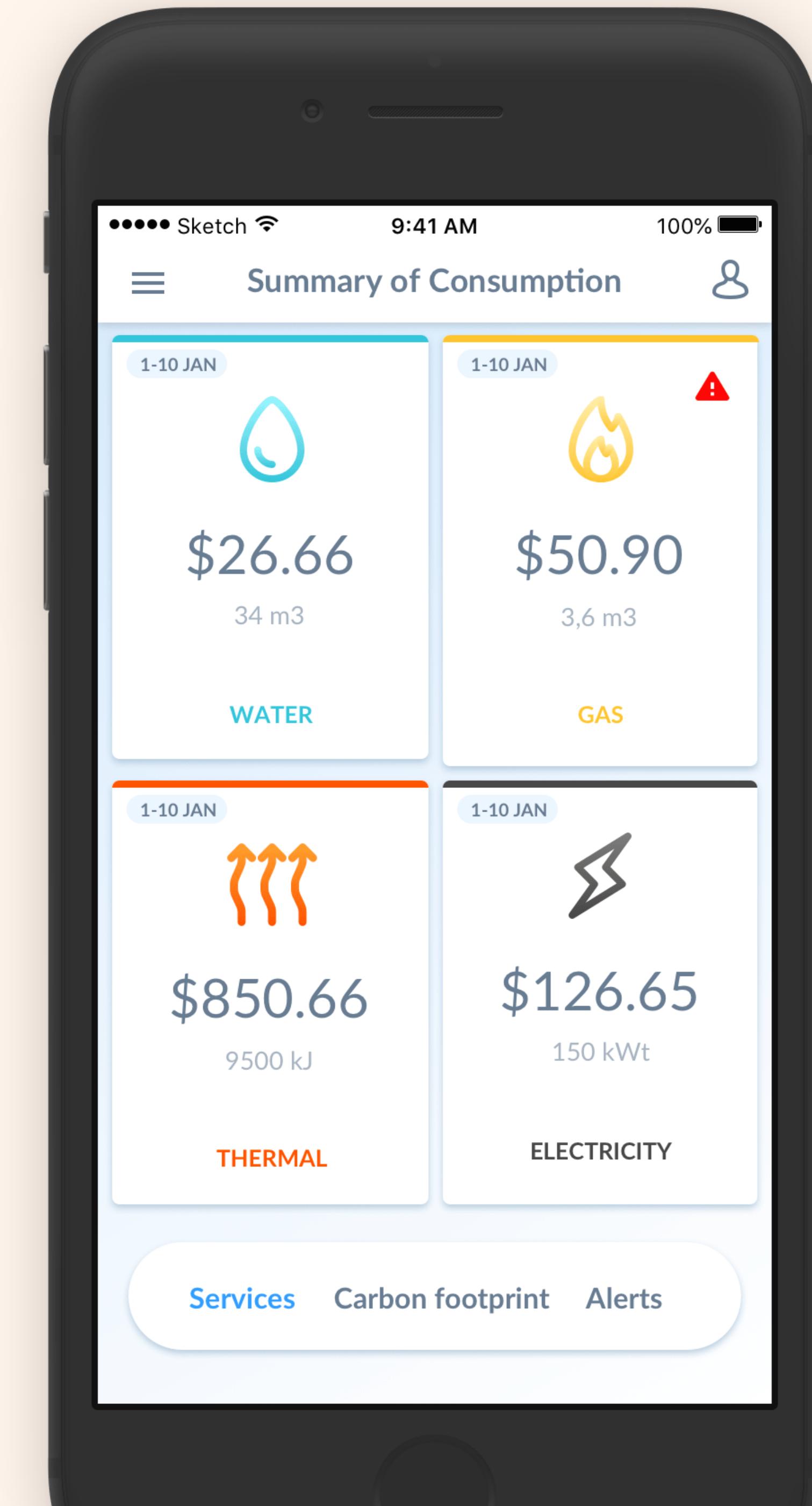
The screenshot shows the ZYDA control panel interface. On the left is a dark sidebar with the ZYDA logo at the top. Below it are several menu items: 'Orders' (with 'New Orders' and 'All Orders' sub-options), 'Setup', 'Vouchers', and 'Users'. The 'Users' item is highlighted with a blue background. At the bottom of the sidebar are 'Logout' and a pagination area with buttons for <, 1, 2, 3, 4, >. The main content area is titled 'Users' and features a table with columns for '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. A blue navigation bar at the bottom of the main content area contains icons for back, forward, and search, along with a 'Logout' button.

This screenshot shows the 'New User' creation dialog box. The dialog title is 'New User'. Inside, there are input fields for 'Full Name' (placeholder: 'Full Name'), 'Email' (placeholder: 'name@example.com'), and 'Phone Number' (placeholder: '+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 pagination area (1, 2, 3, 4, >).

This screenshot shows the same 'New User' creation dialog as the previous one, but with more detailed settings for the 'Operator' role. In the 'Role' section, the 'Operator' radio button is checked. Below this, there is a section titled 'Operators Branches' with a list of checkboxes. Most checkboxes are checked, except for the first one which is unchecked. At the bottom of the dialog are 'Cancel' and 'Create' buttons, along with a small pagination area (1, 2, 3, 4, >).

Mobile app for Sub-metering Provider

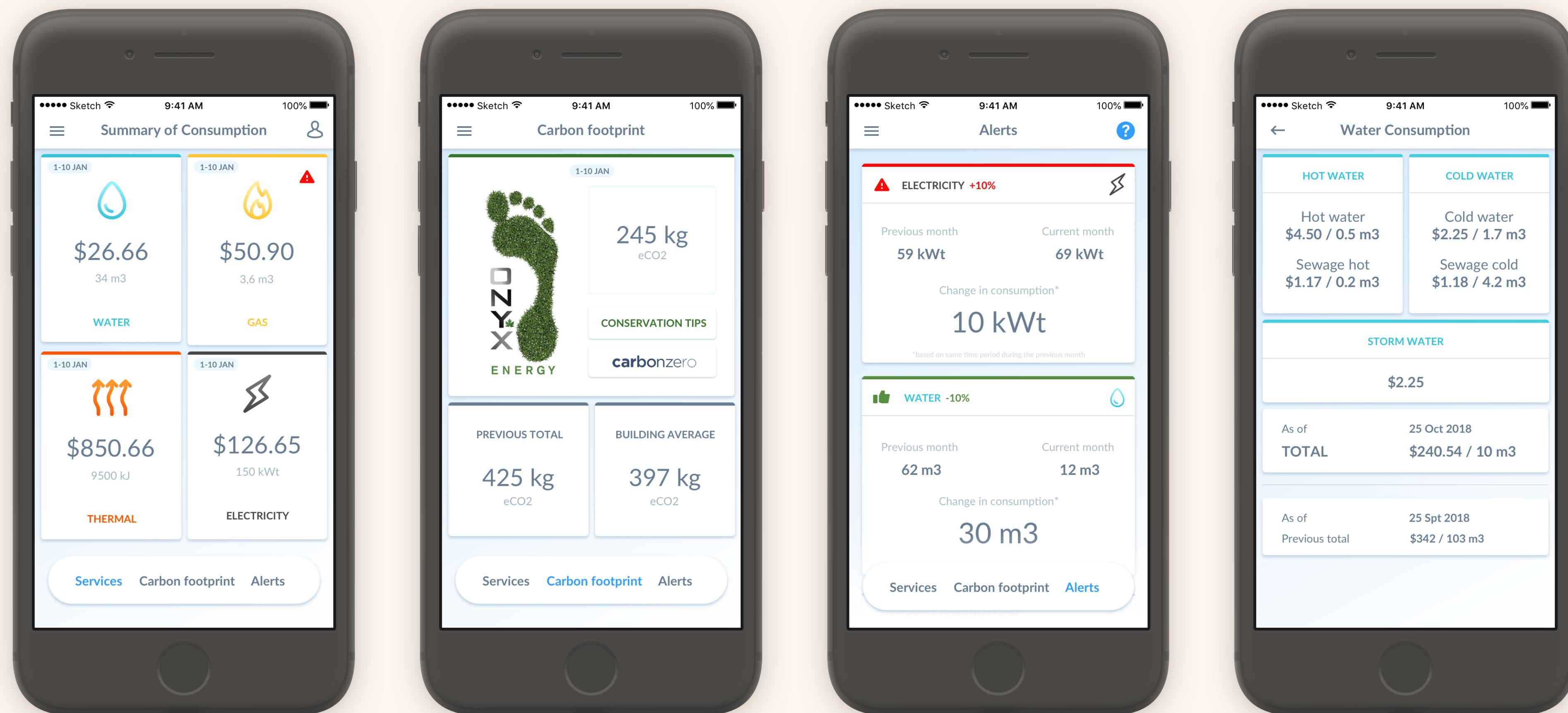
The project consisted of designing a client-facing mobile application that would show the users their metering data, alert them about irregularities and more.



Main screen

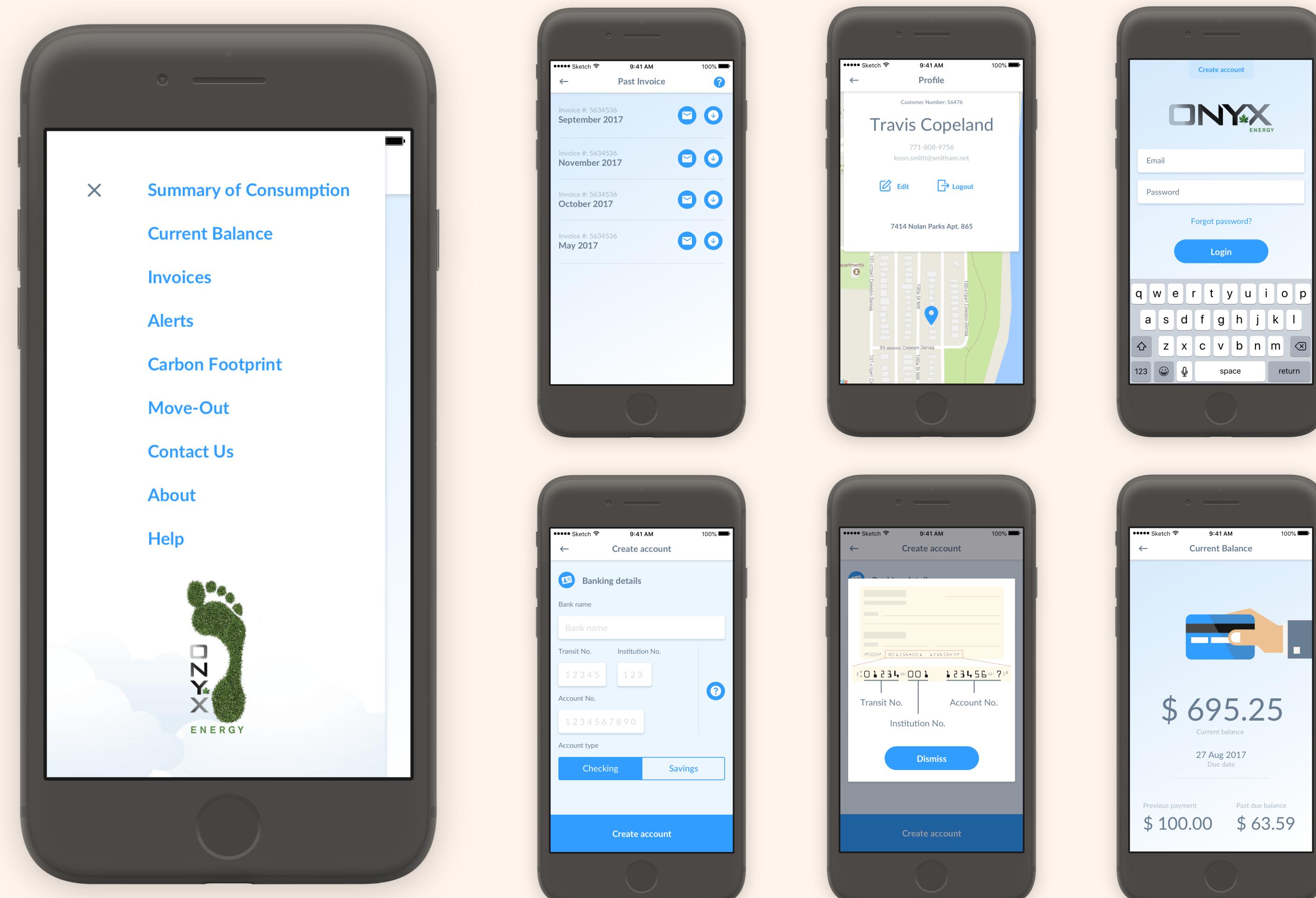
The two features the client wanted to concentrate on was to provide their users with a single place where they could view all their utilities and get alerts about them.

I designed the app around a three tabbed main screen, plus a detailed screen about a particular utility. This provided a quick at-a-glance view of the consumption levels.



Secondary screens

Since we were also able to pull some additional data from their service, I introduced a side menu that would give users an option to view this data from within the app.





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

