

# 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.

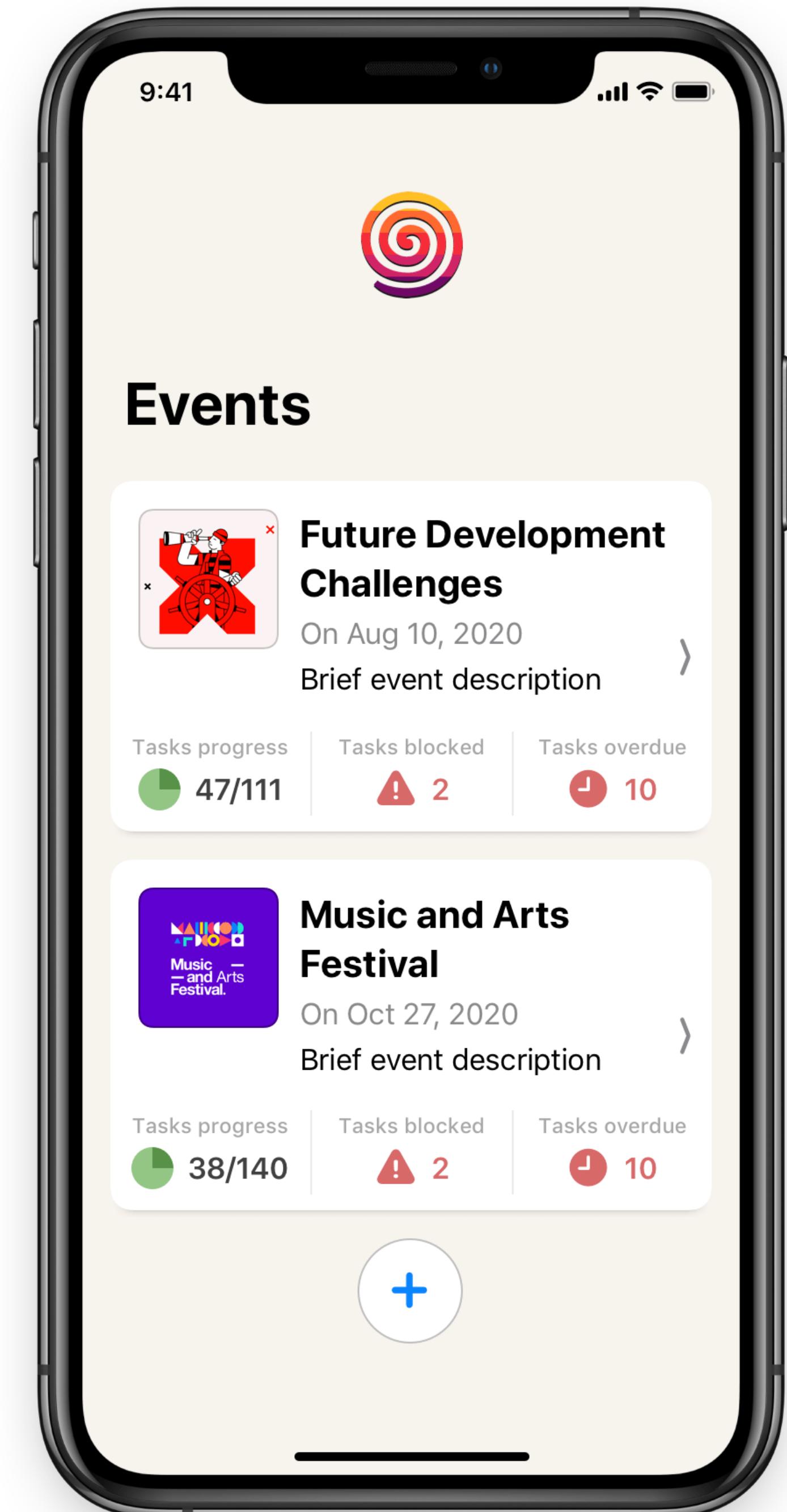
My role was:

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



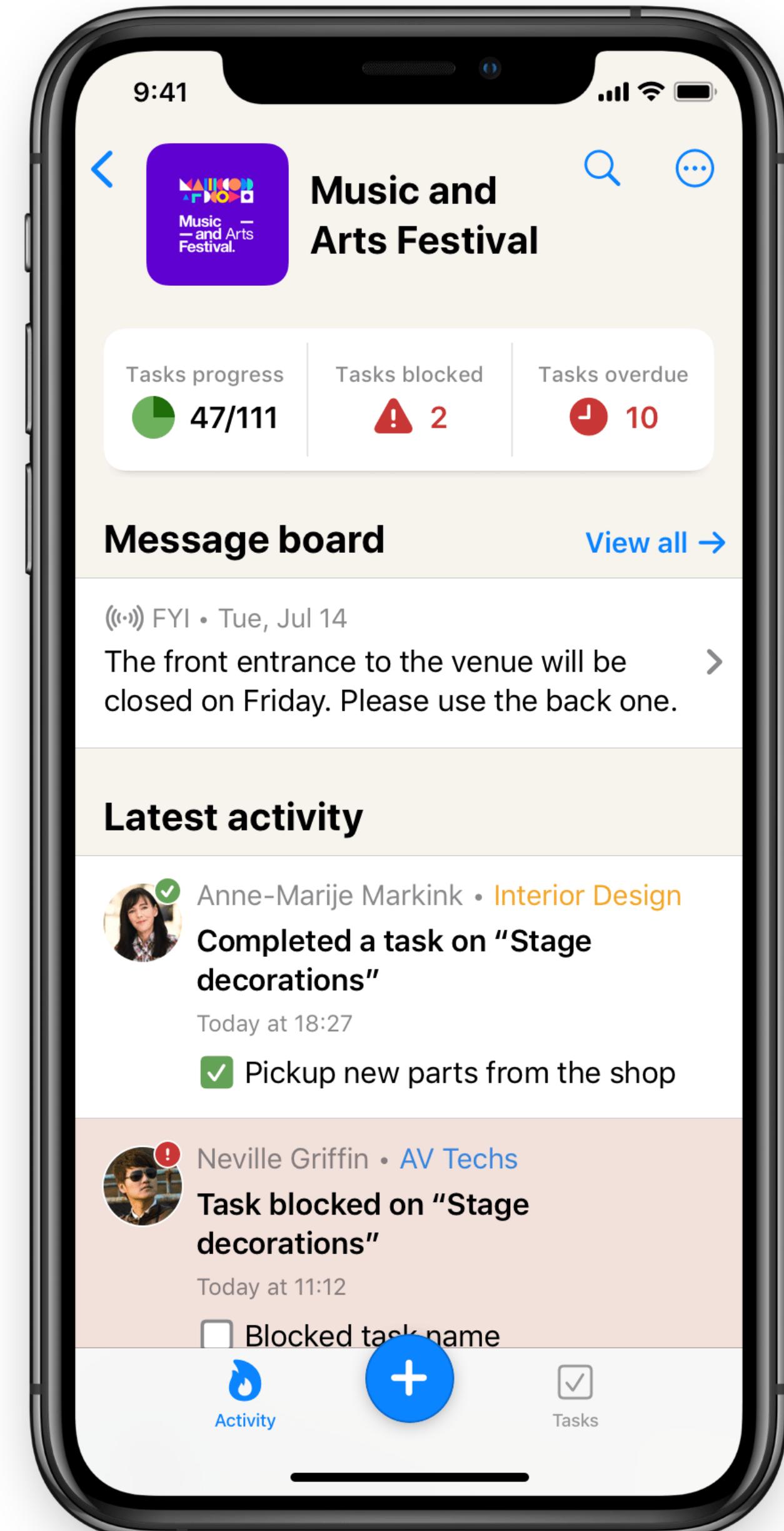
# Multiple events

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

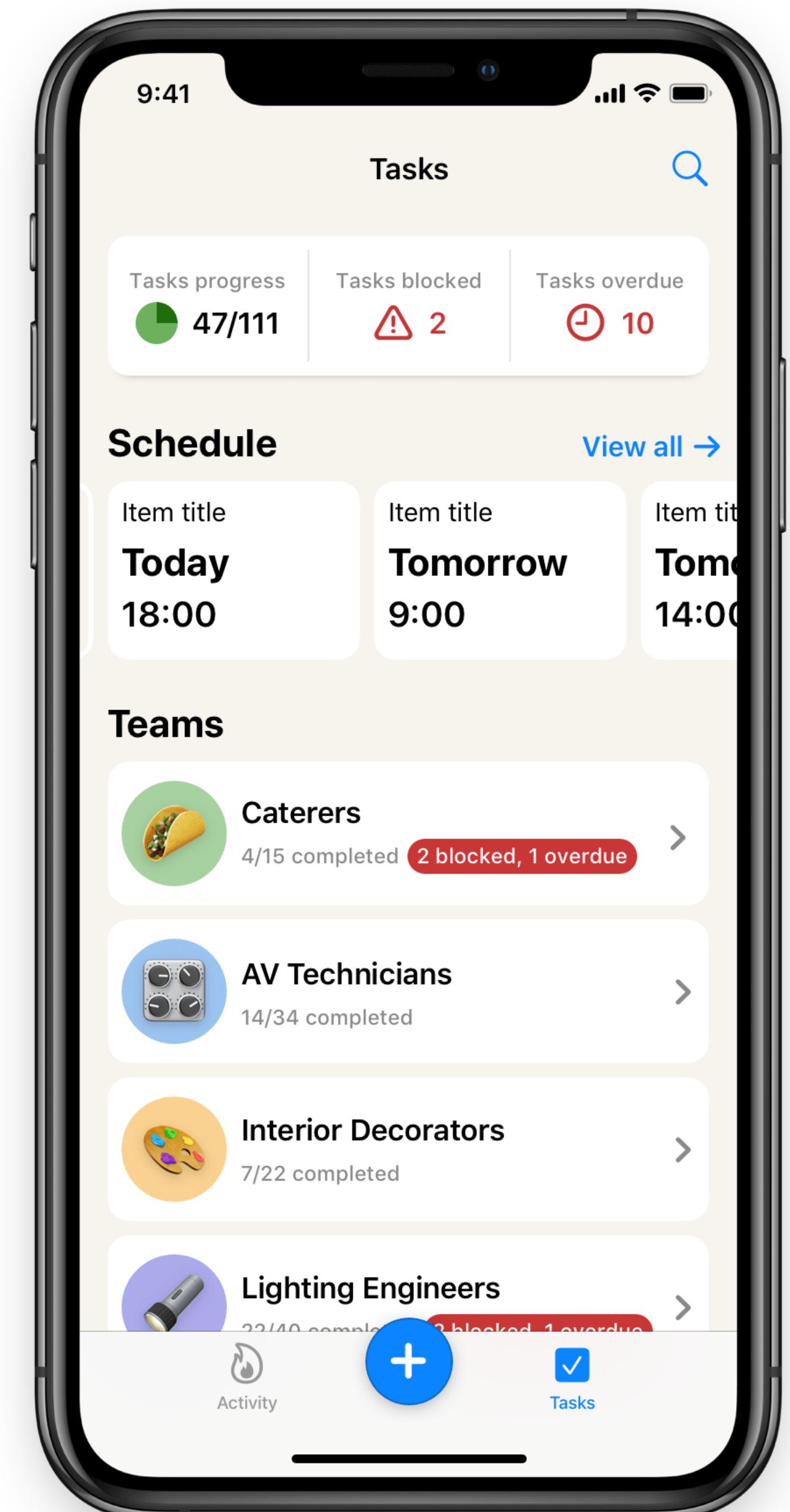
Activity provides a birds-eye view of the preparations as well as an ability to make event-wide announcements for all teams.



CLOSED ON FRIDAY. PLEASE USE THE BACK ONE.
<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

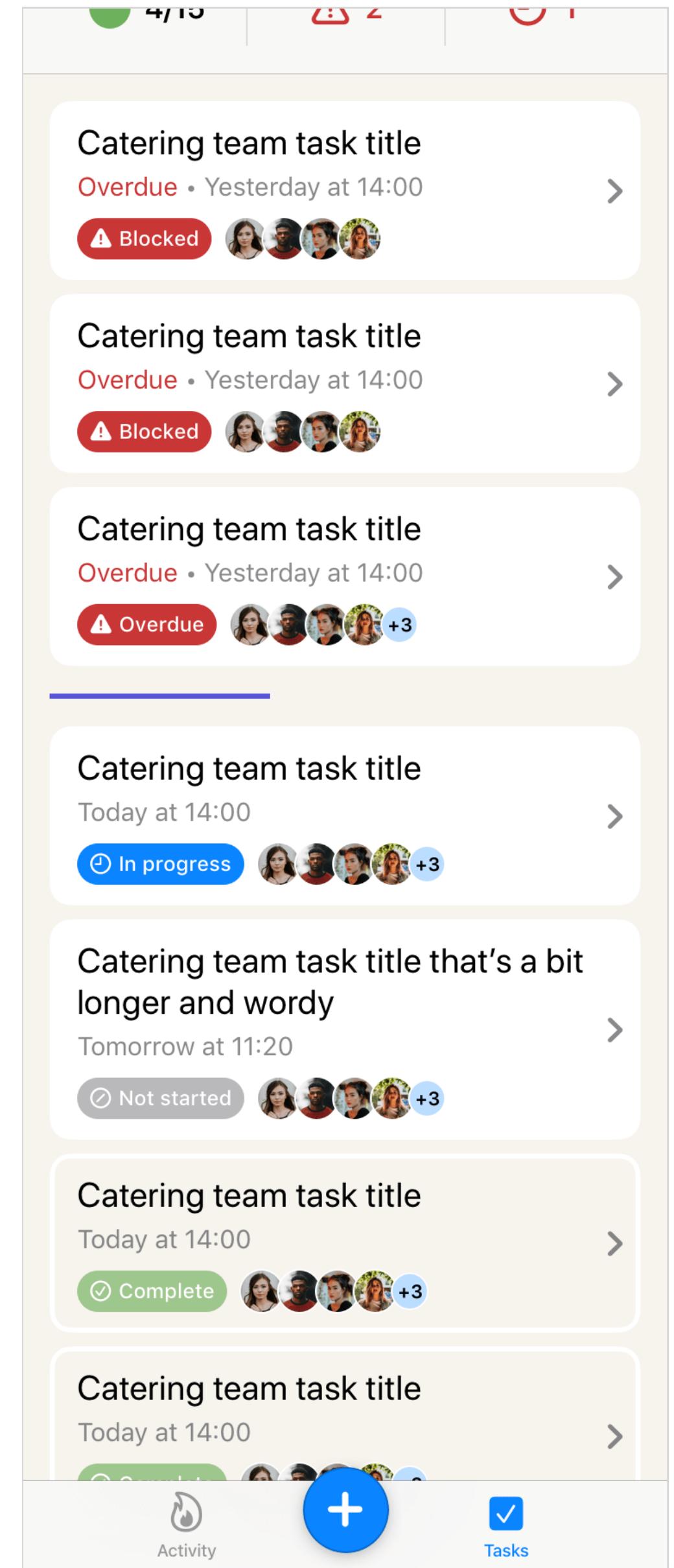
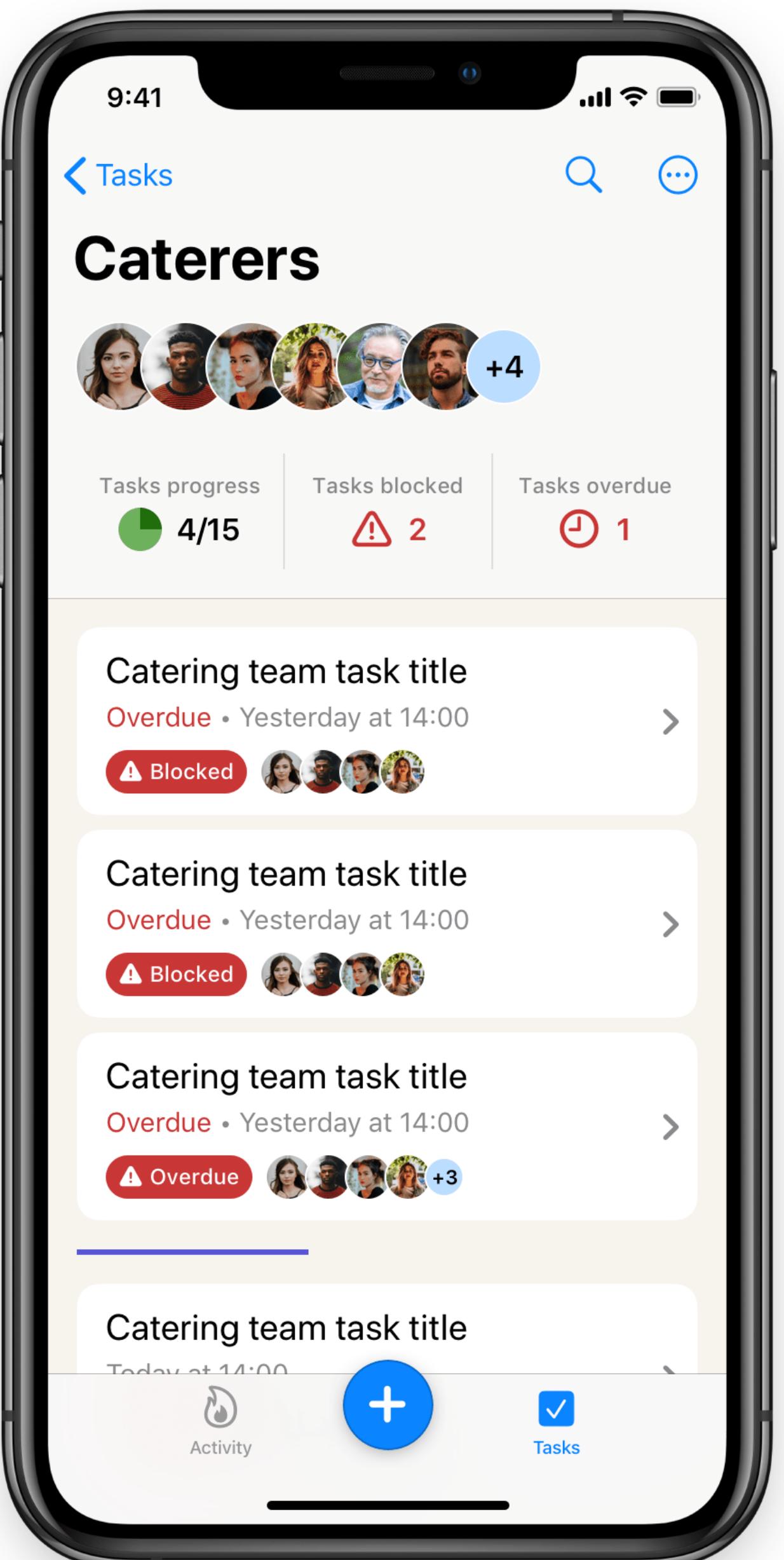
All tasks are assigned to their Teams.  
An overall progress and alerts for the whole event are gathered at the top.



# Team tasks overview

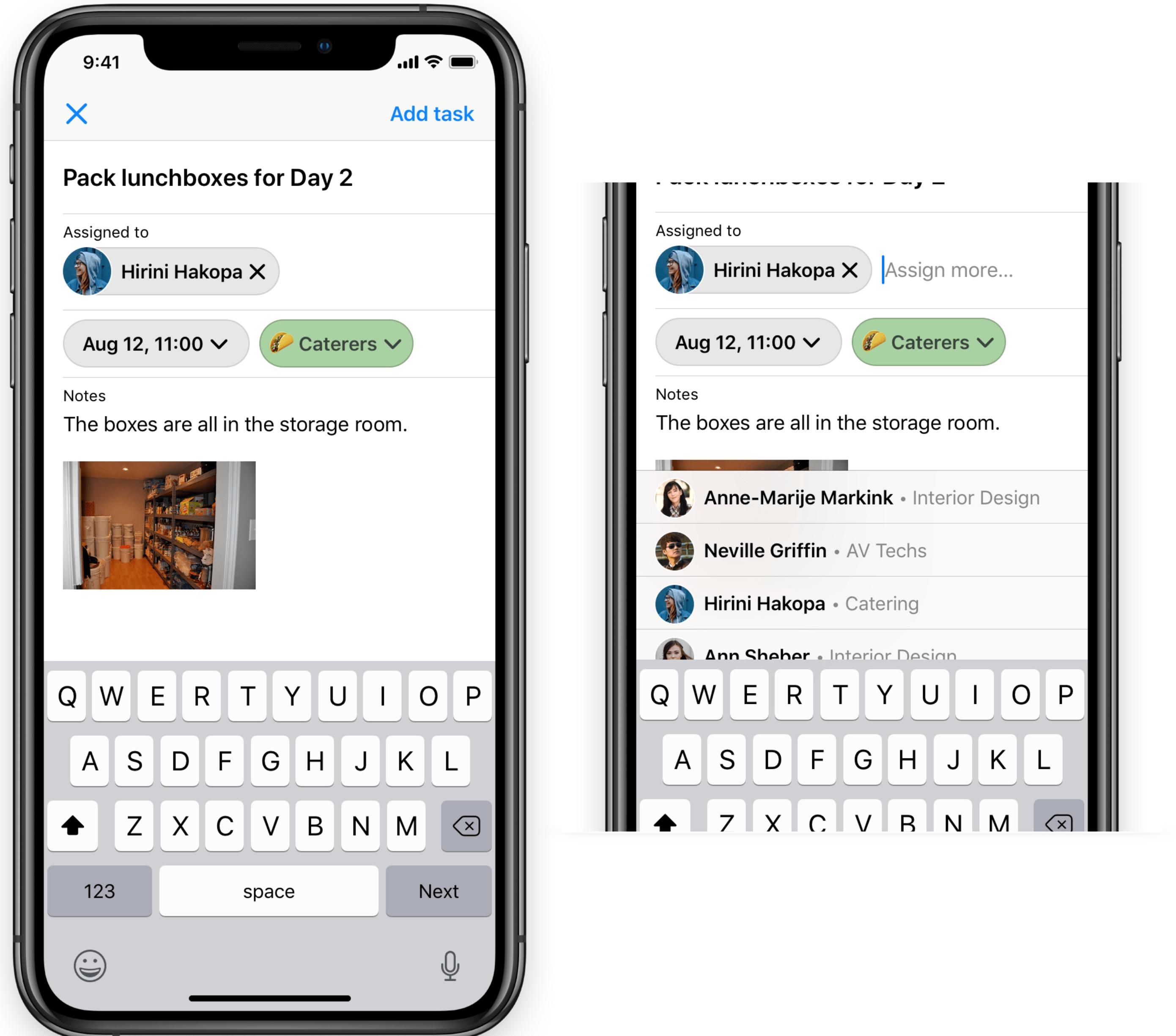
Team view shows all the tasks assigned to a specific team with problematic tasks pinned to the top. And the rest sorted chronologically.

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



# Adding tasks

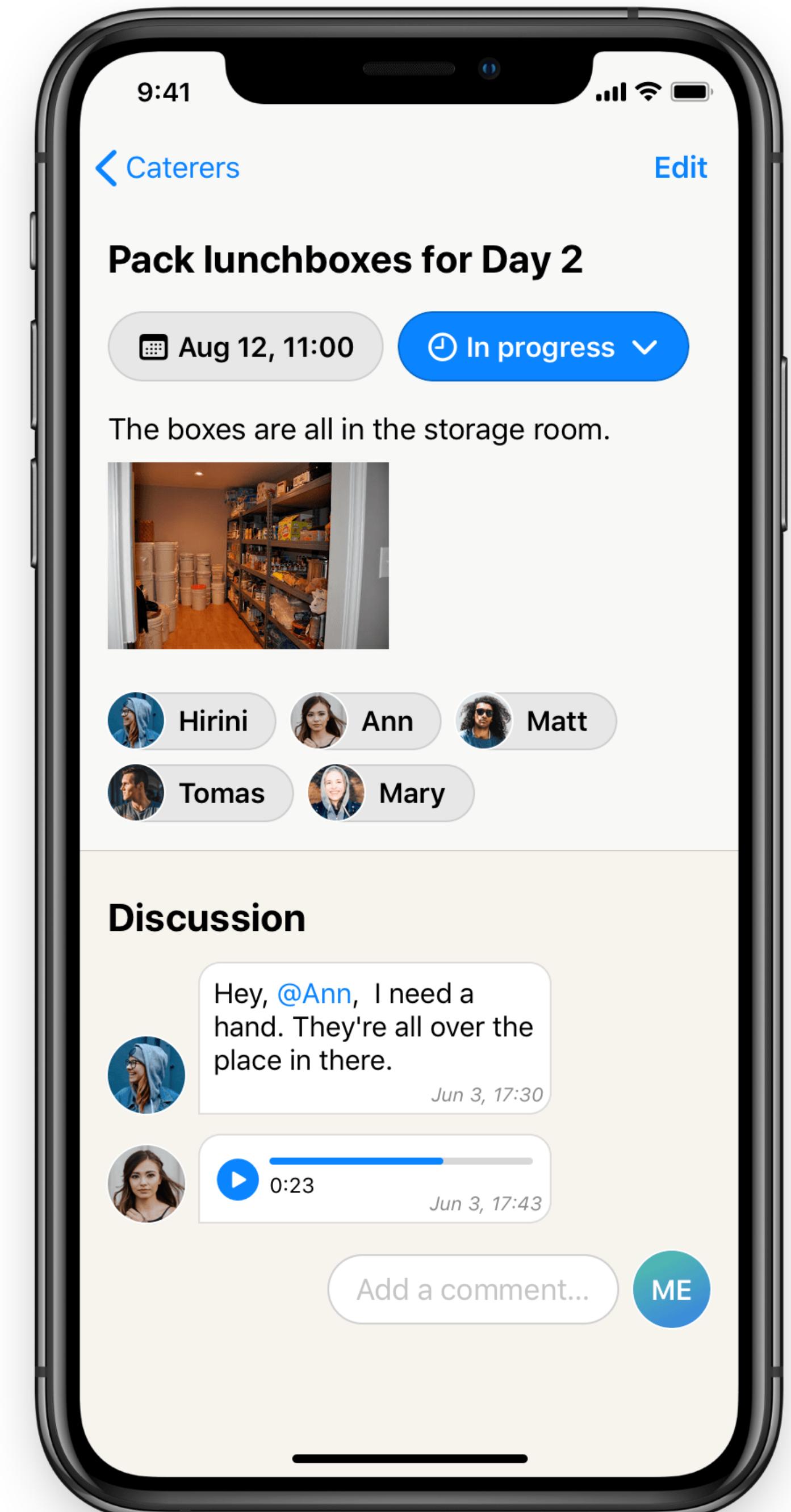
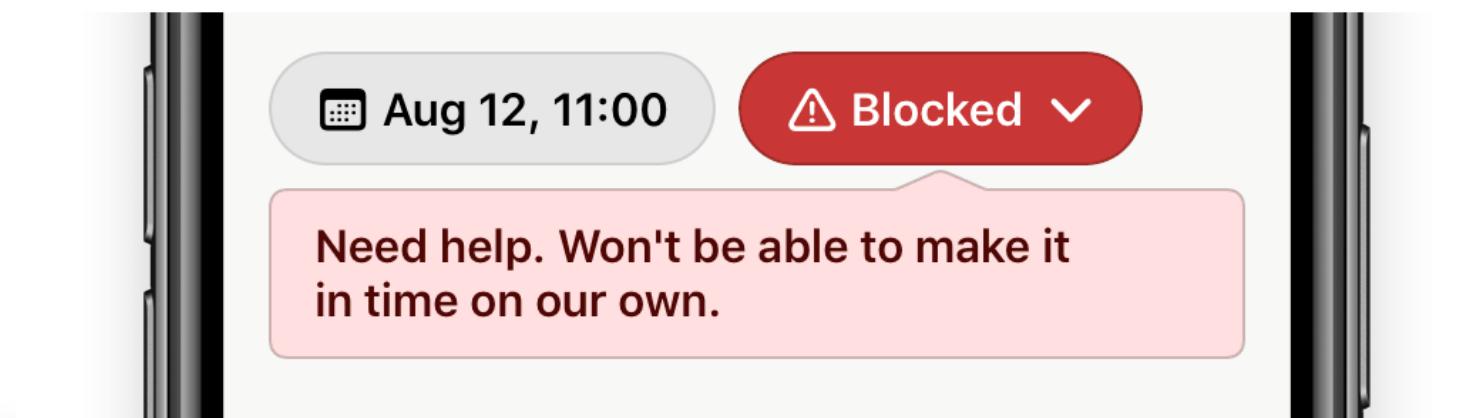
When adding a task, organizers can assign it to staff members, add deadlines, reference other people and also add images in notes.



# 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.



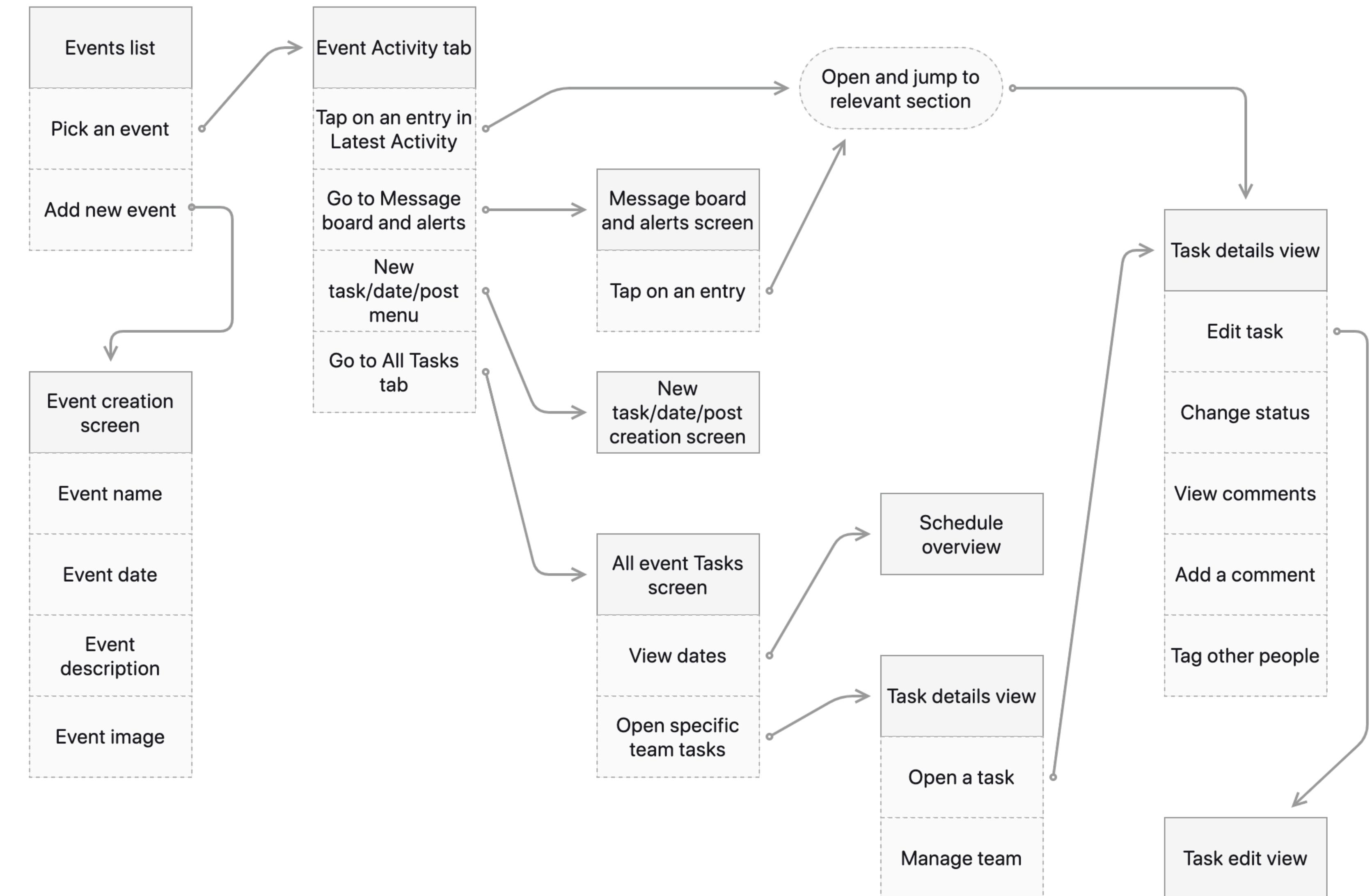
# Tasks discussions

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.



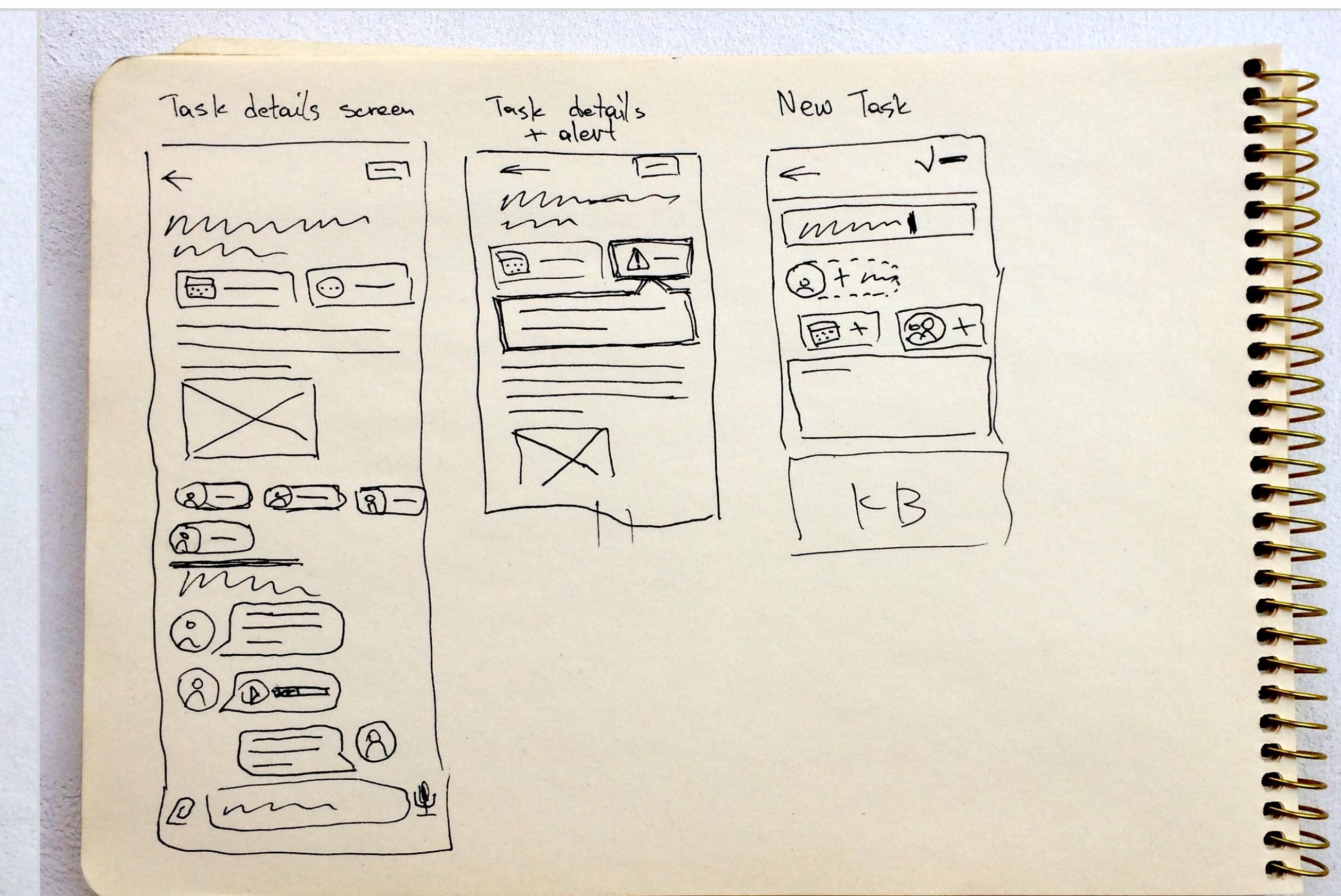
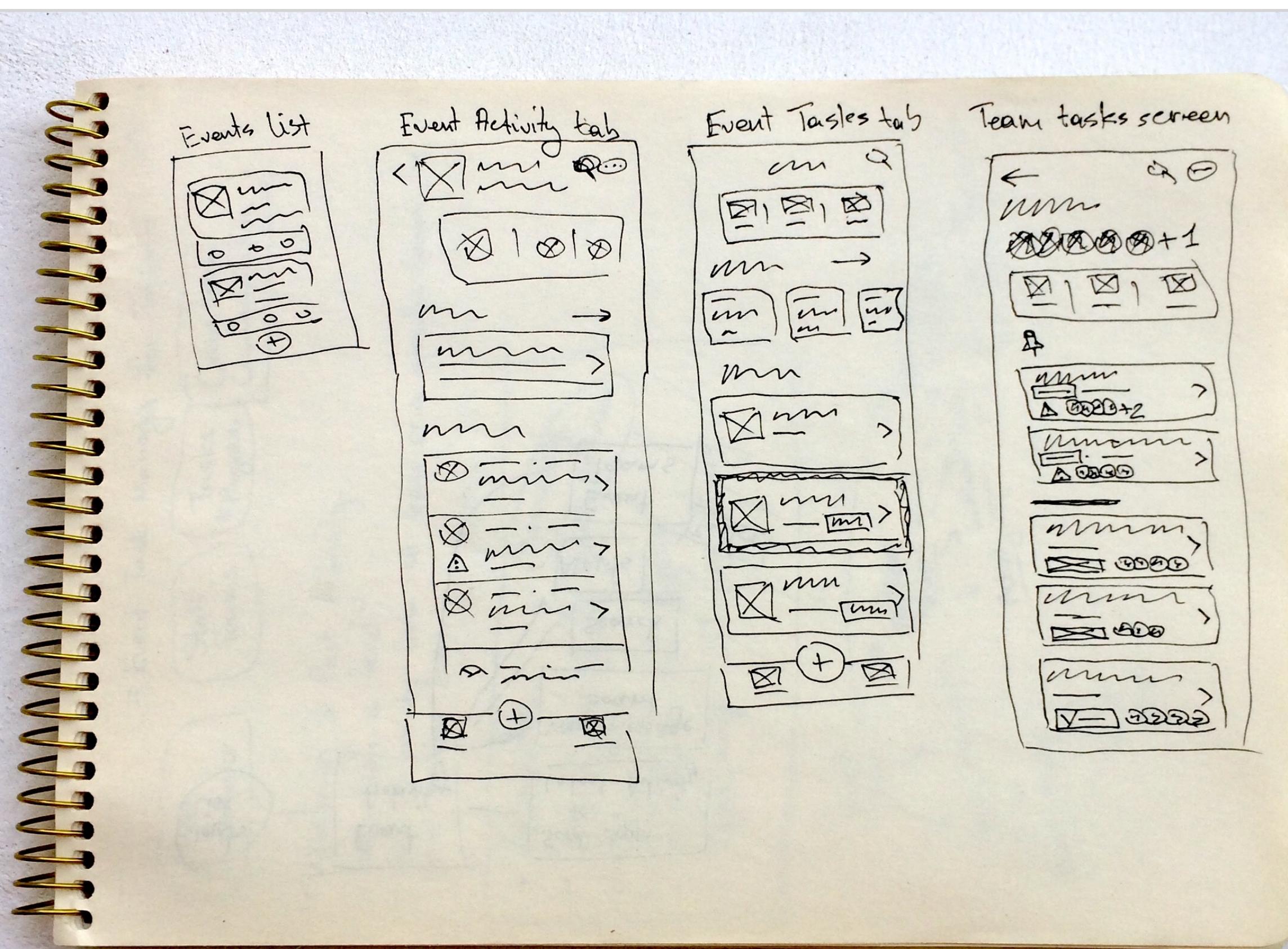
# User flow

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.



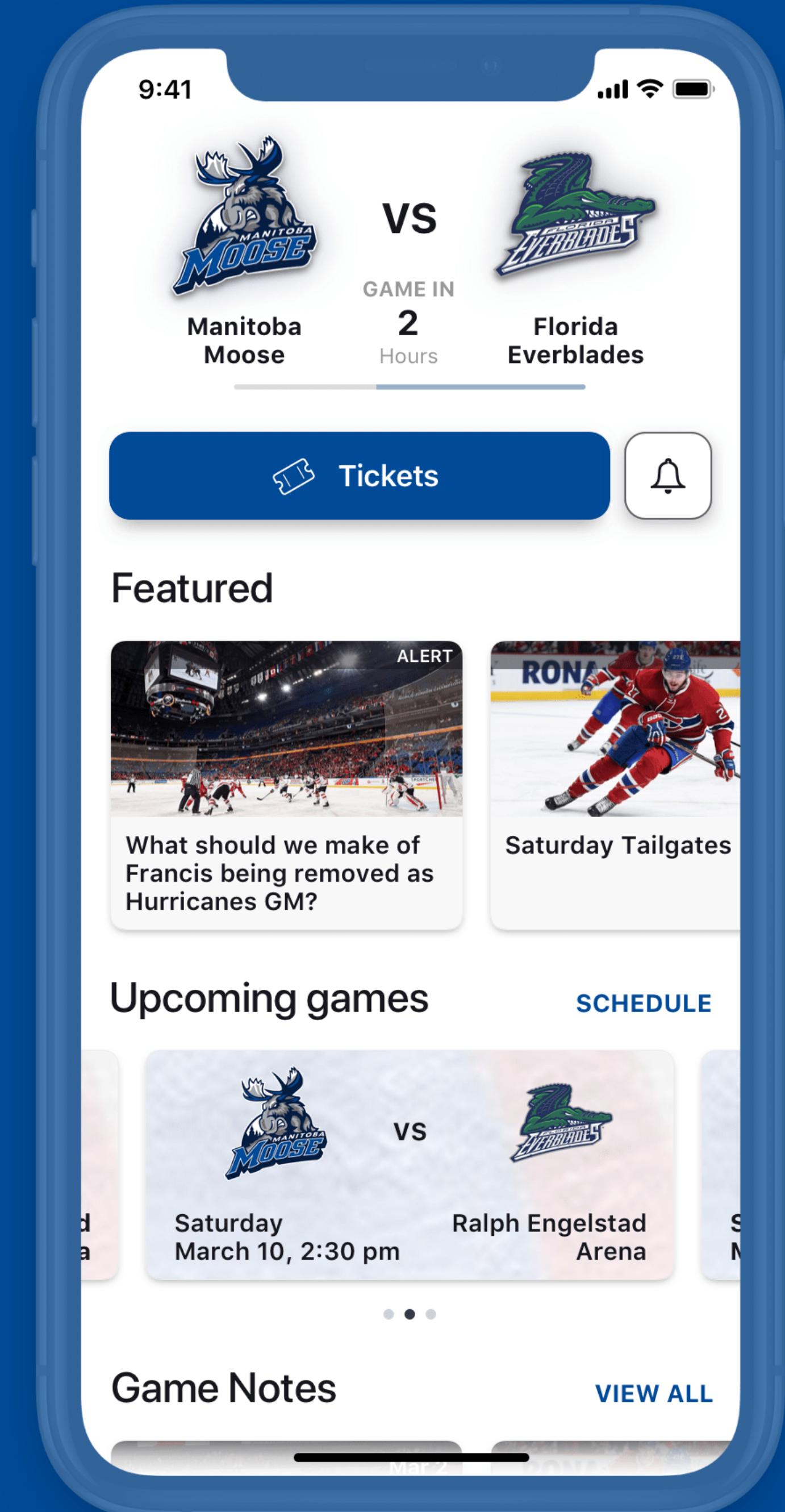
# Mobile app for Fannex

Designs for a new 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:

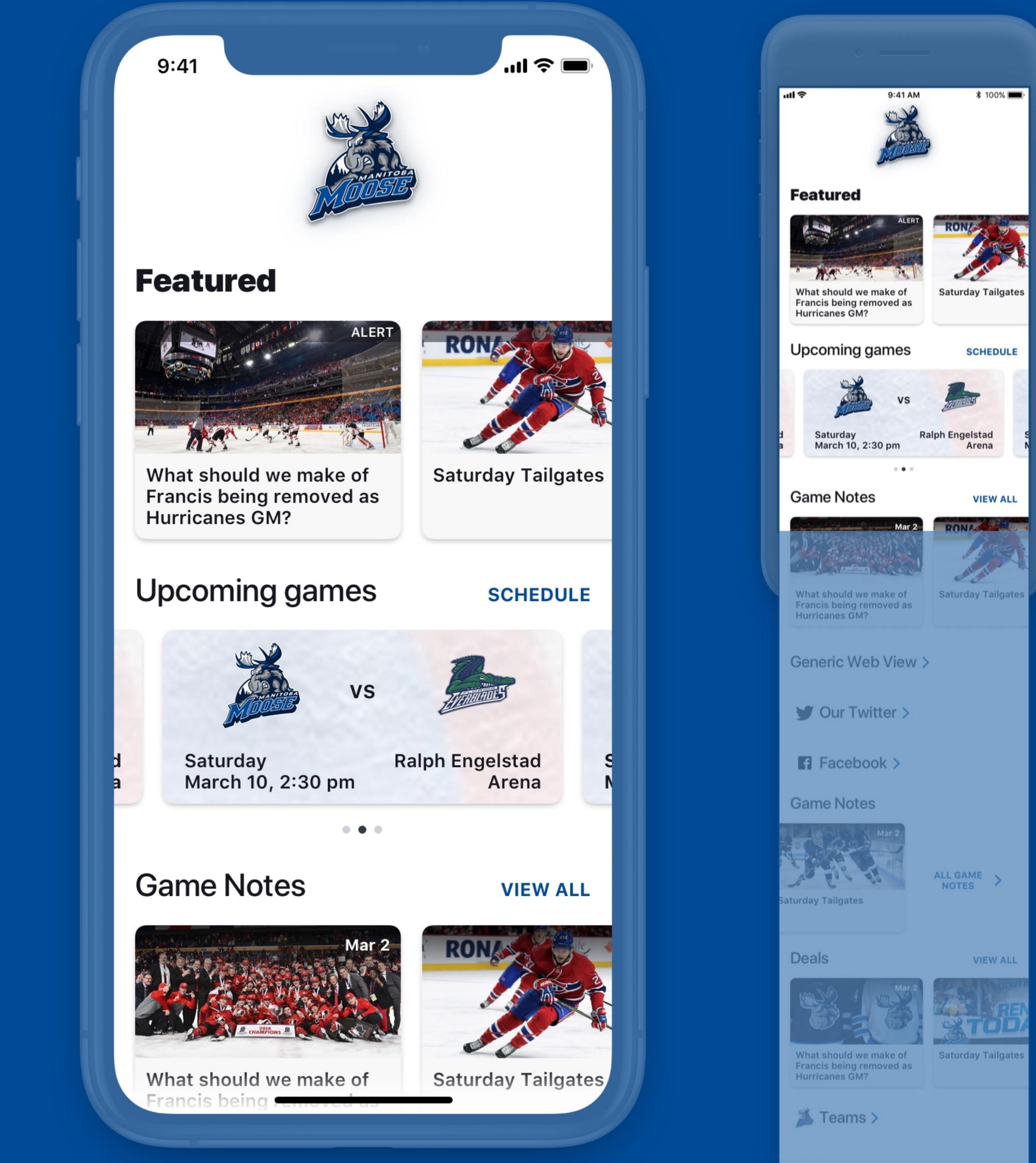
- Competitor Analysis
- User Experience (UX)
- User flows
- Wireframes
- Prototypes
- User Interface (UI)
- Iconography



# Main screen

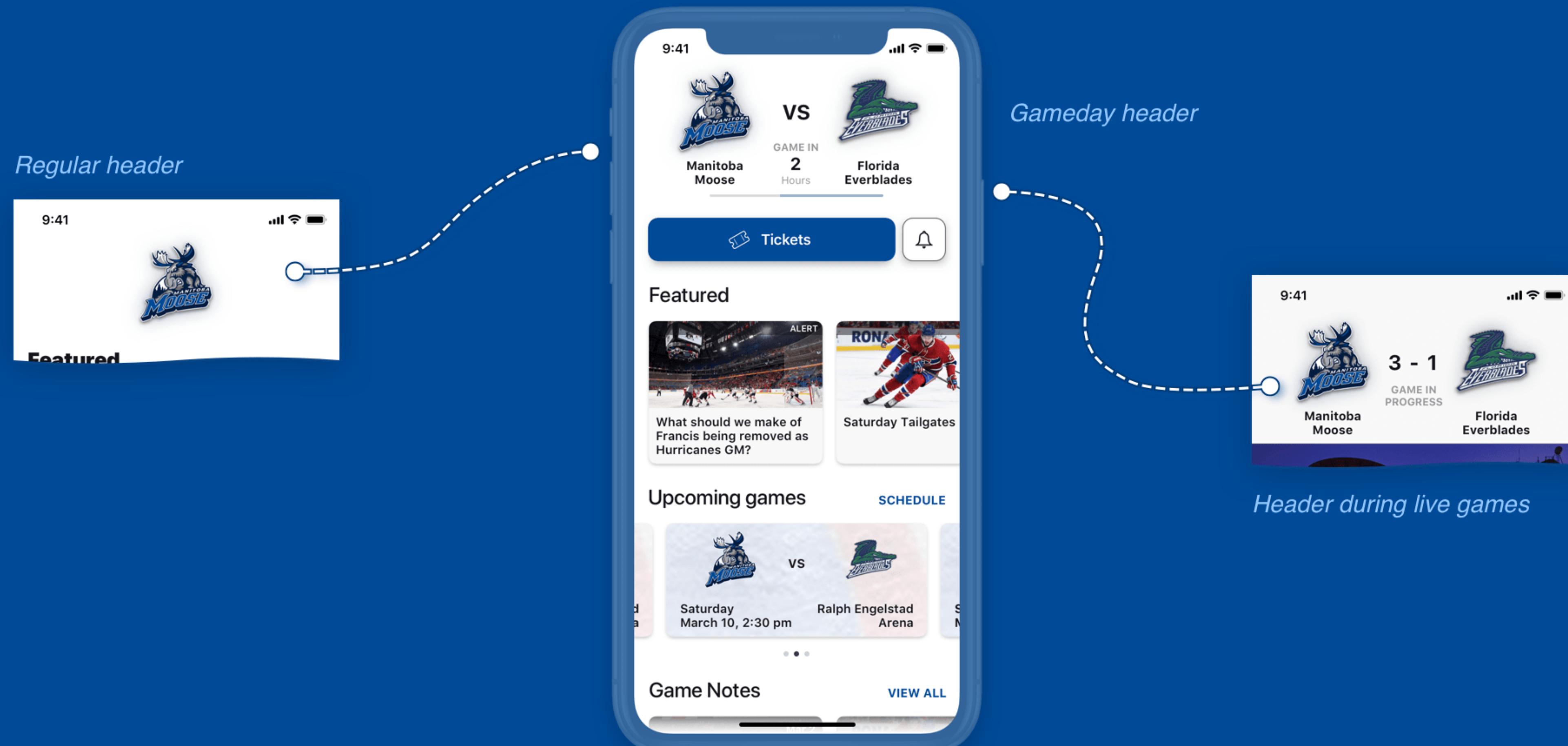
After testing a few navigation patterns, I settled on a feed-like screen, as it was the most fitting for the type of content the app provided.

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

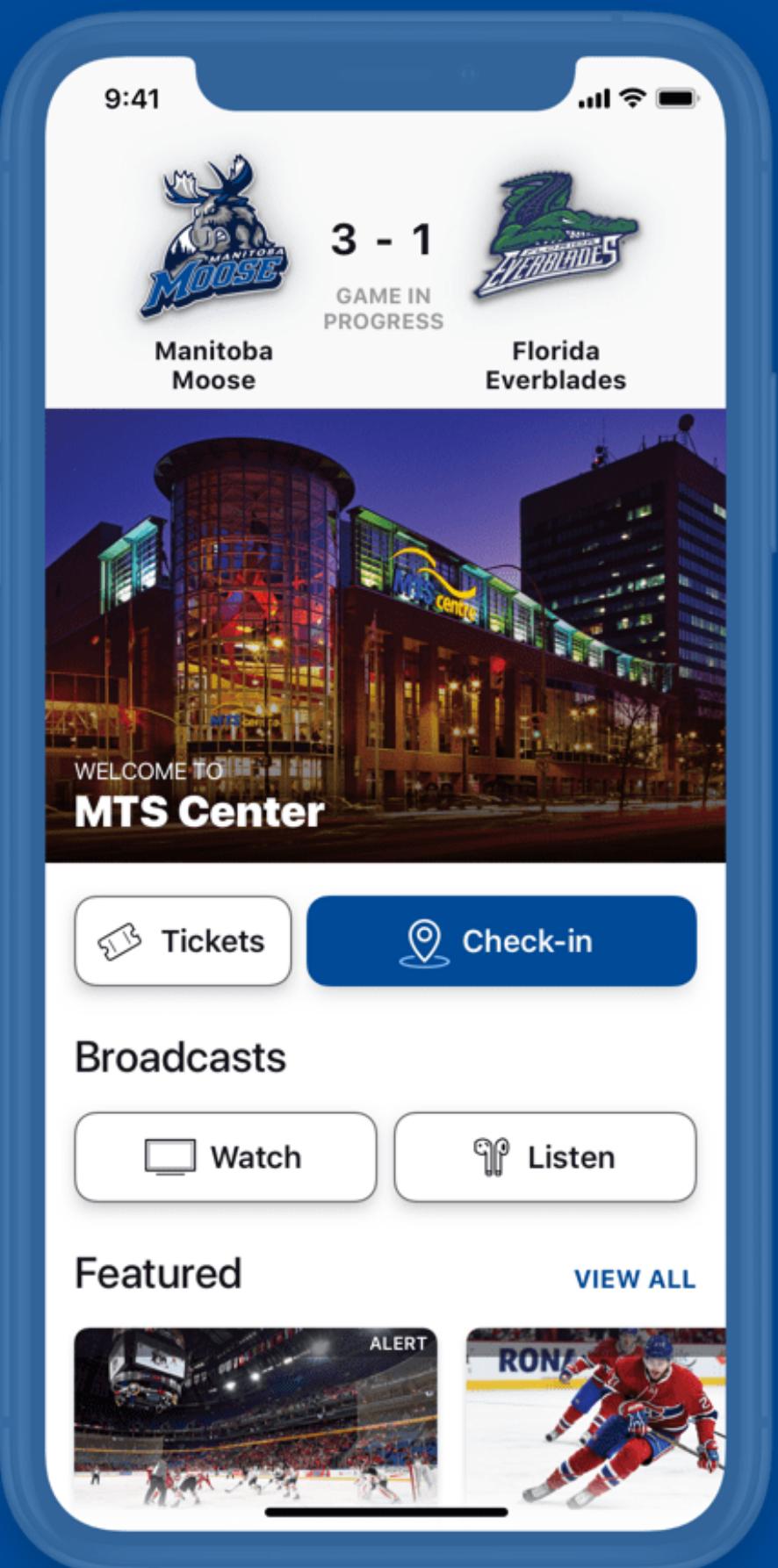
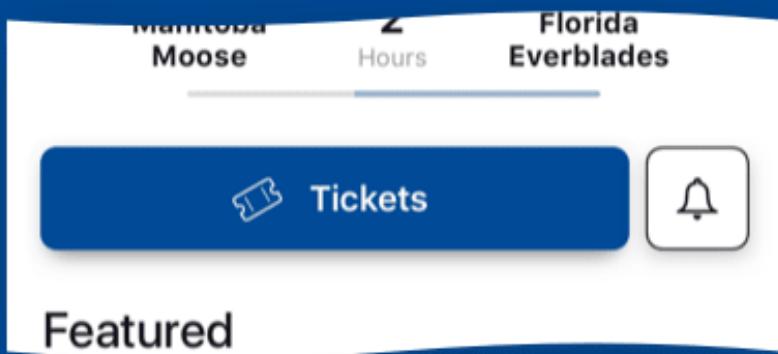
On the main screen, a dynamic header section was introduced. Depending on whether there is a game announced, the user is at the venue or checked in, the header adjusts its content to better suit the context.



# Dynamic gameday section

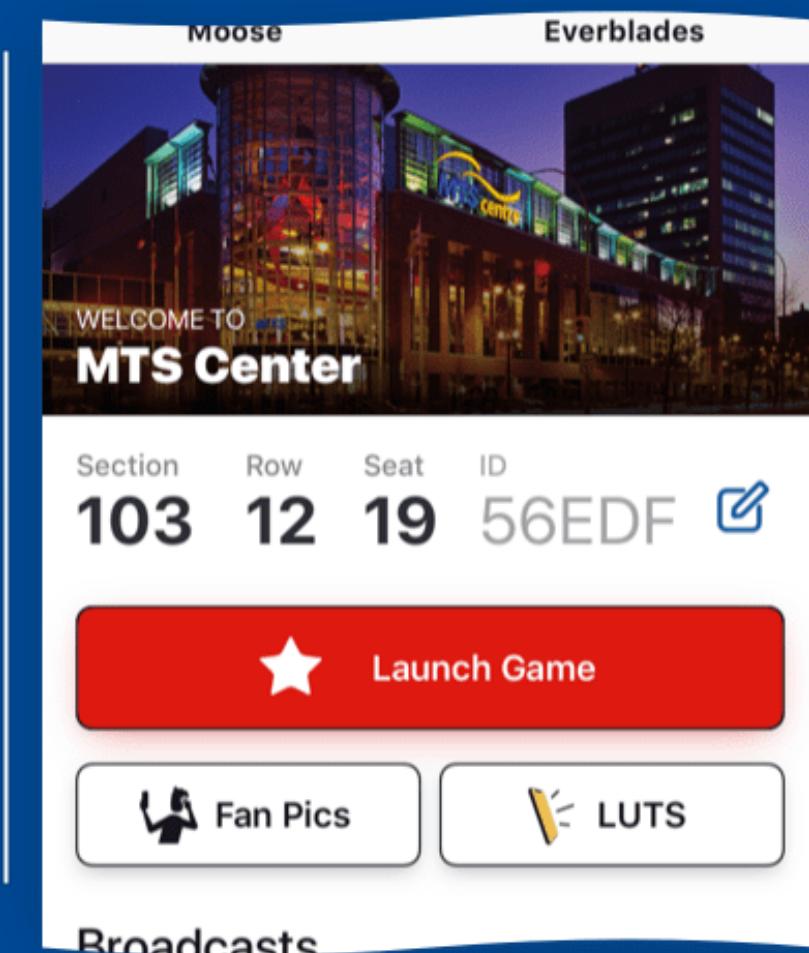
Along with the header, gameday section changes its content to suit the situation.

*Gameday section during  
the day of the game*



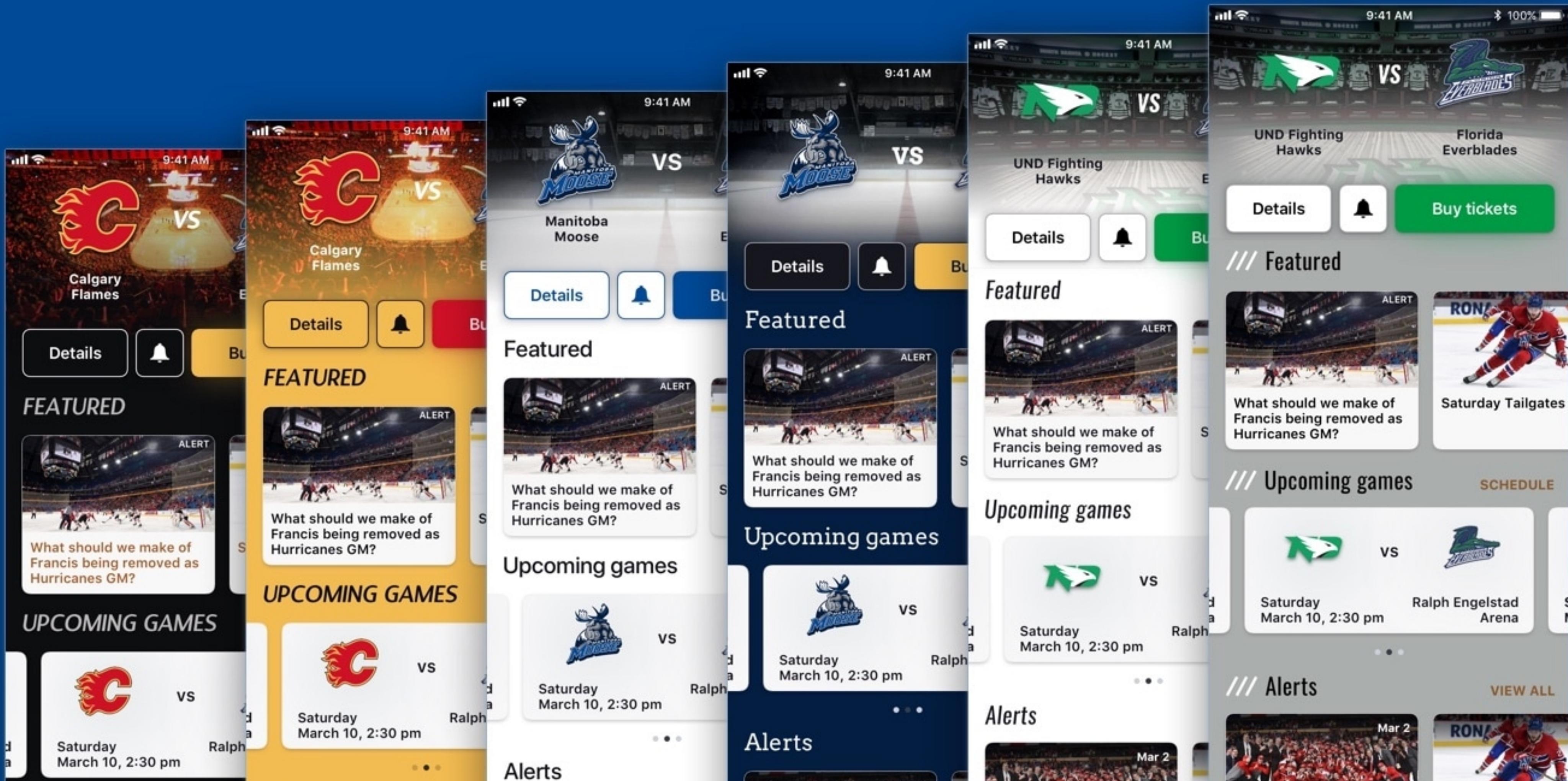
*Gameday section when  
at the venue during live games*

*Gameday section when  
checked in during live game*

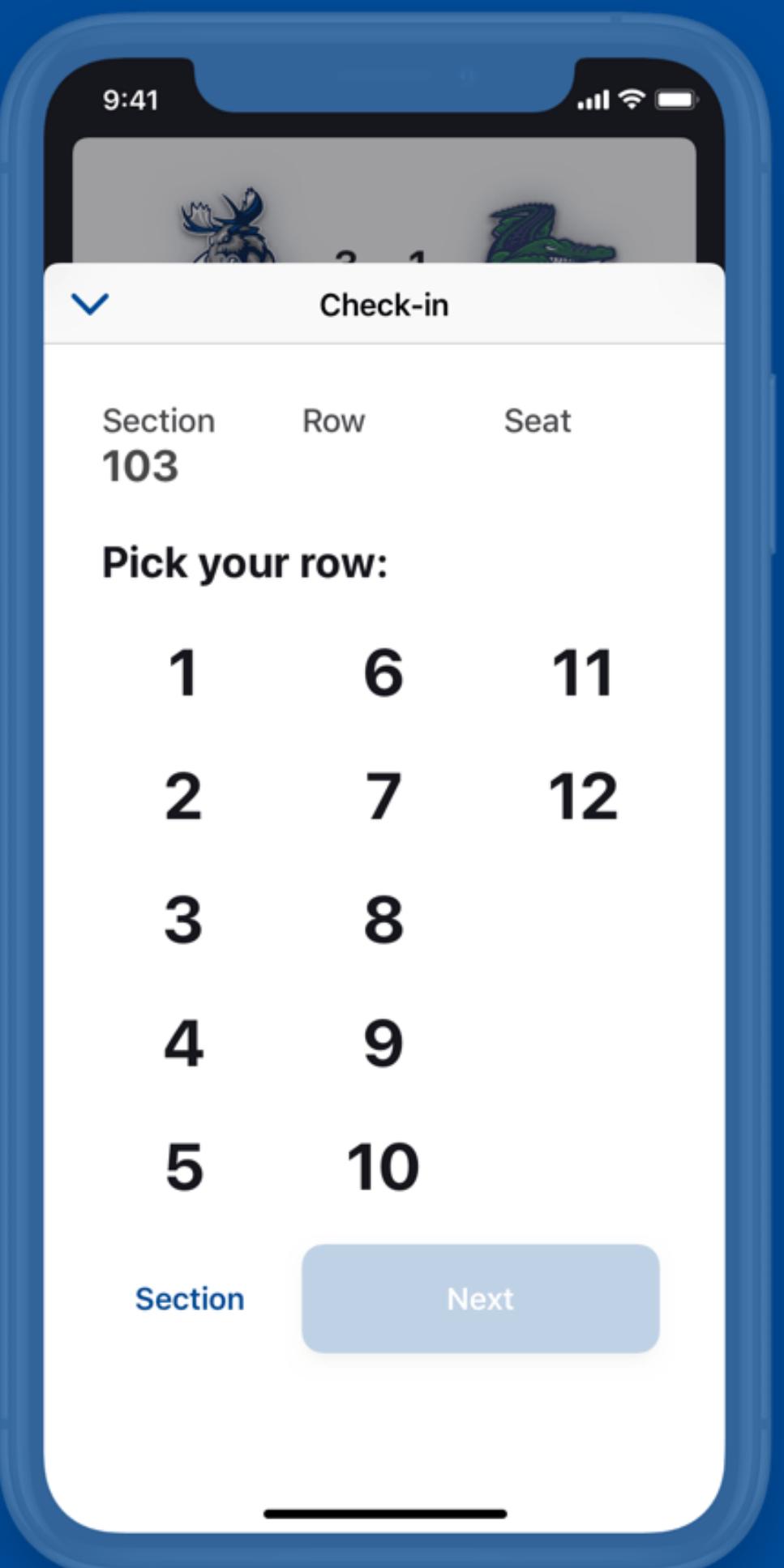
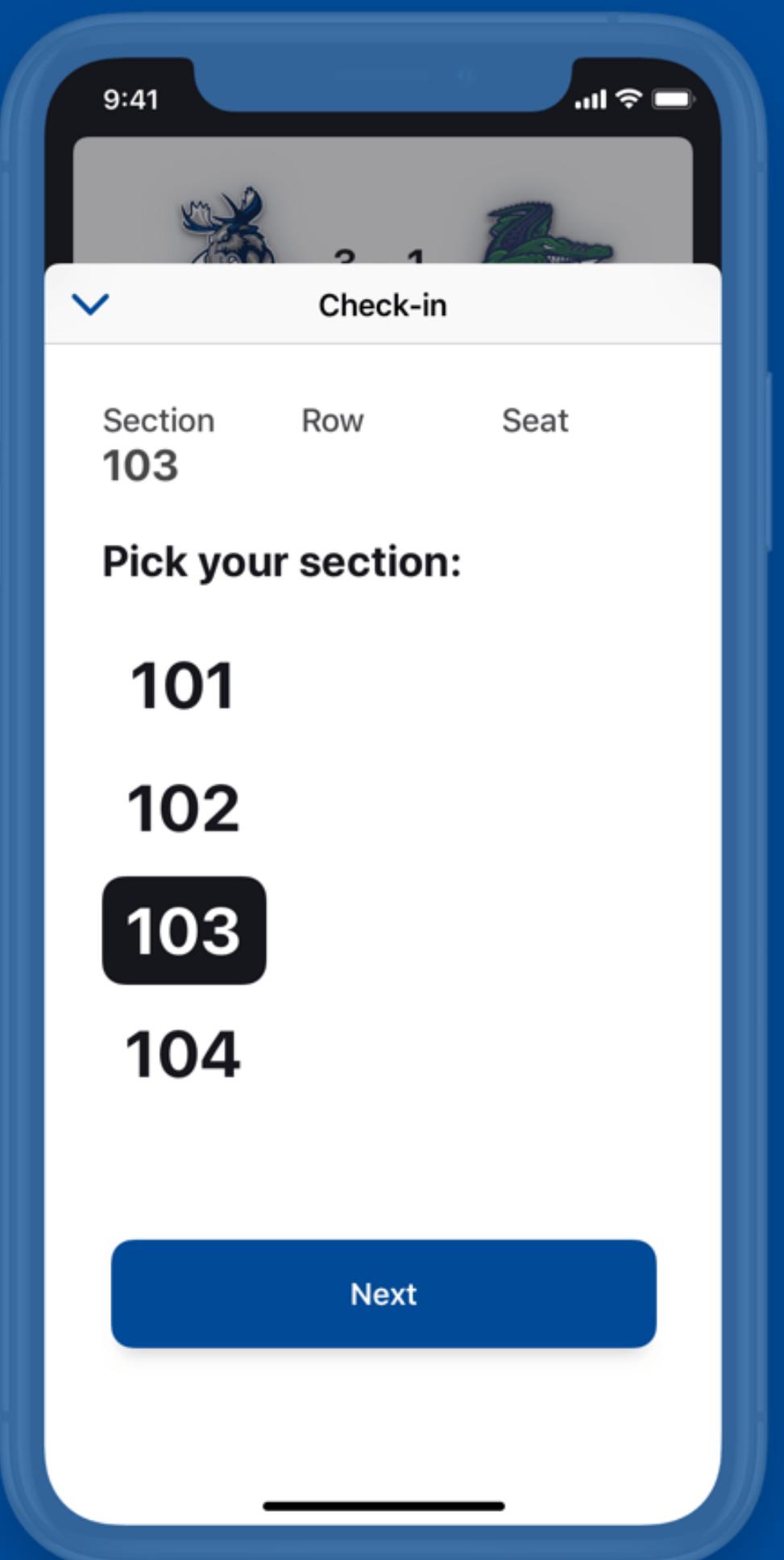
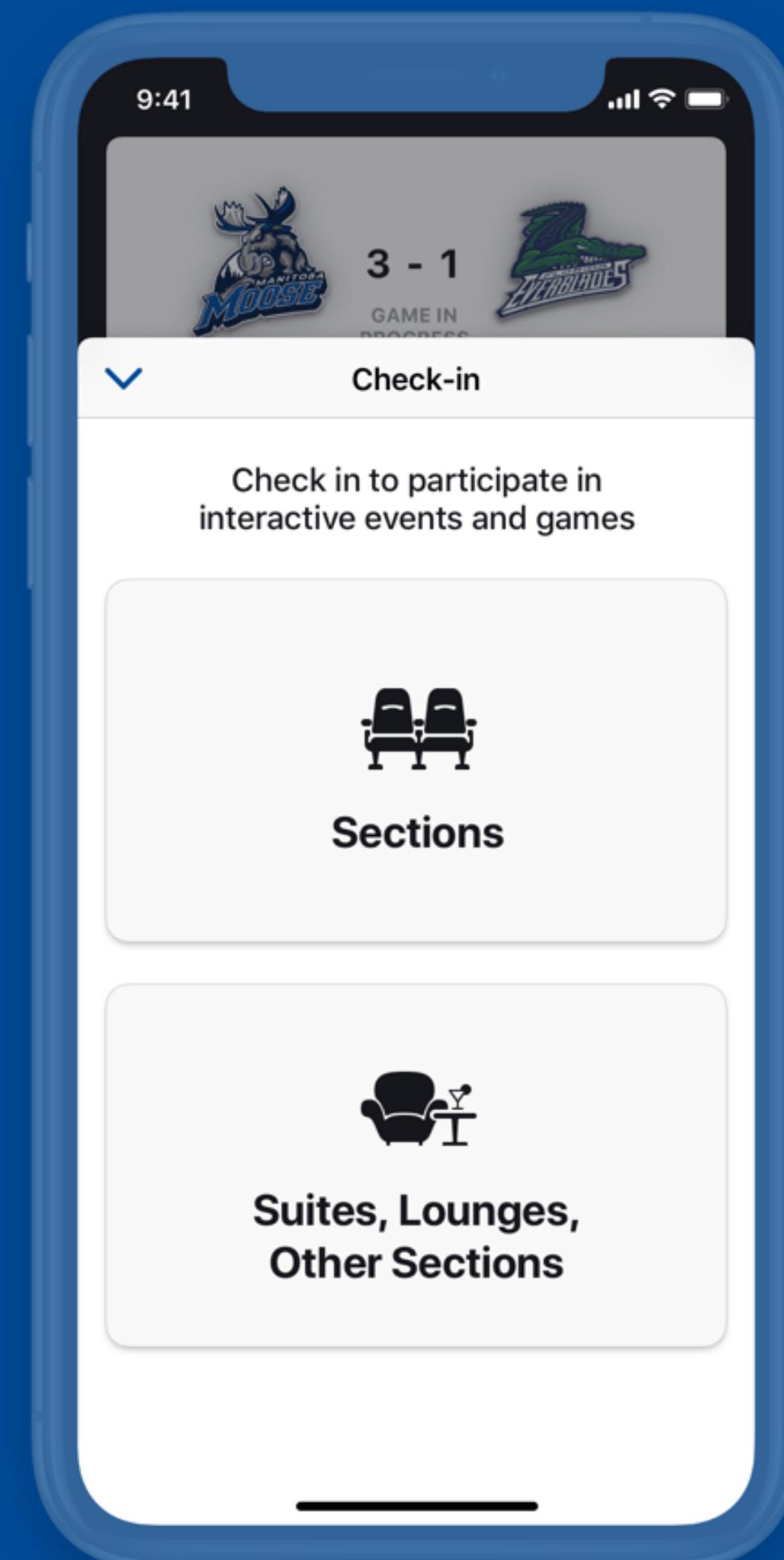


# Customization

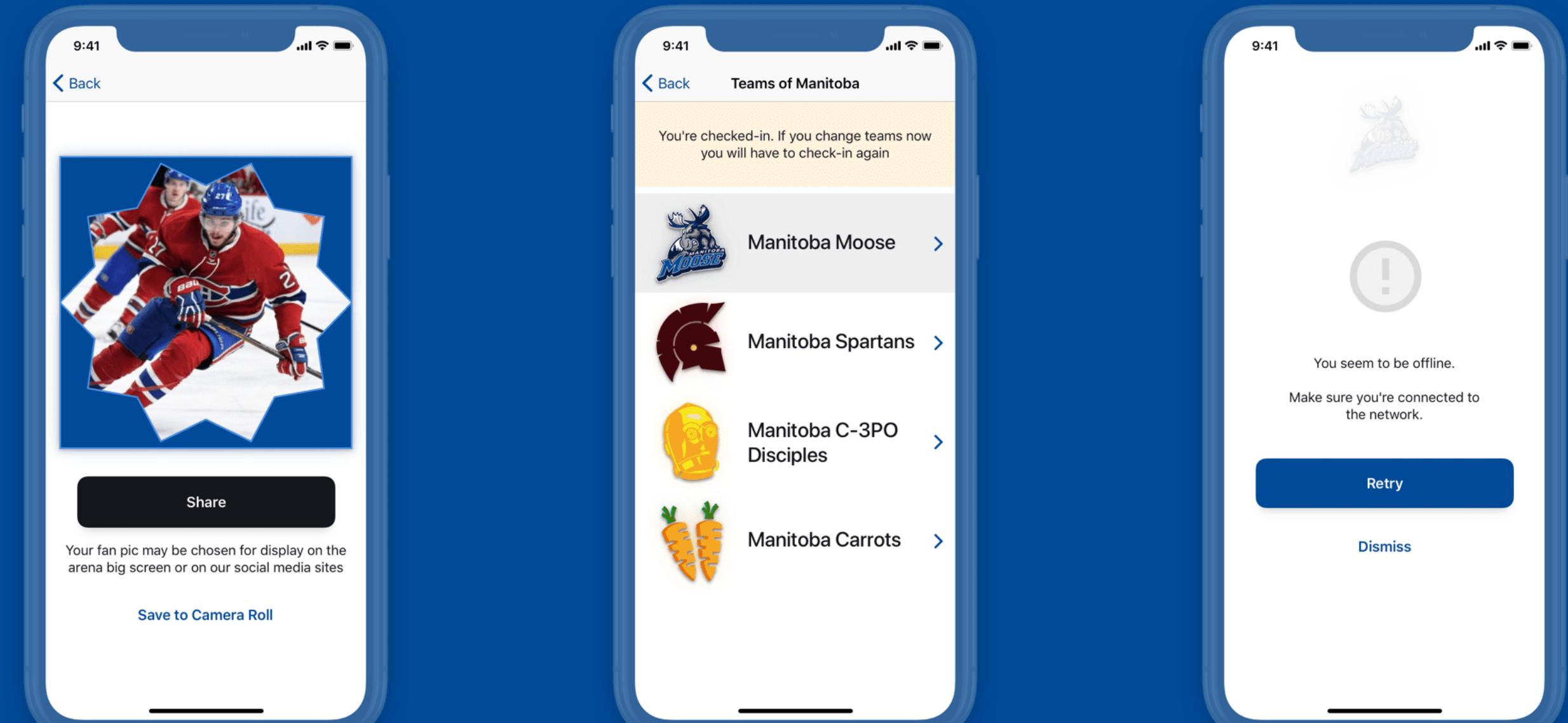
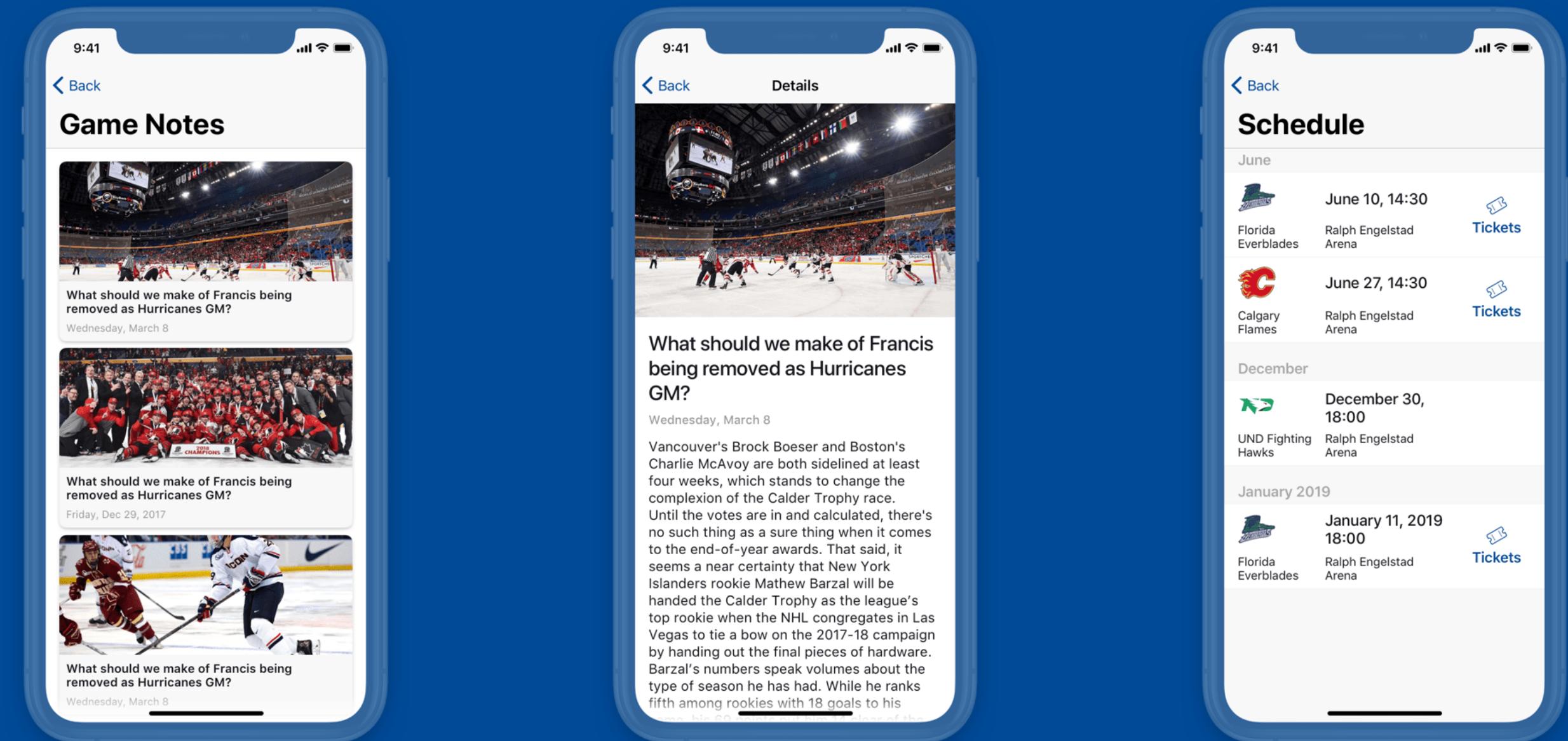
The design was made to handle some limited customization like colours, fonts, icons to allow sports teams to better represent their brand.



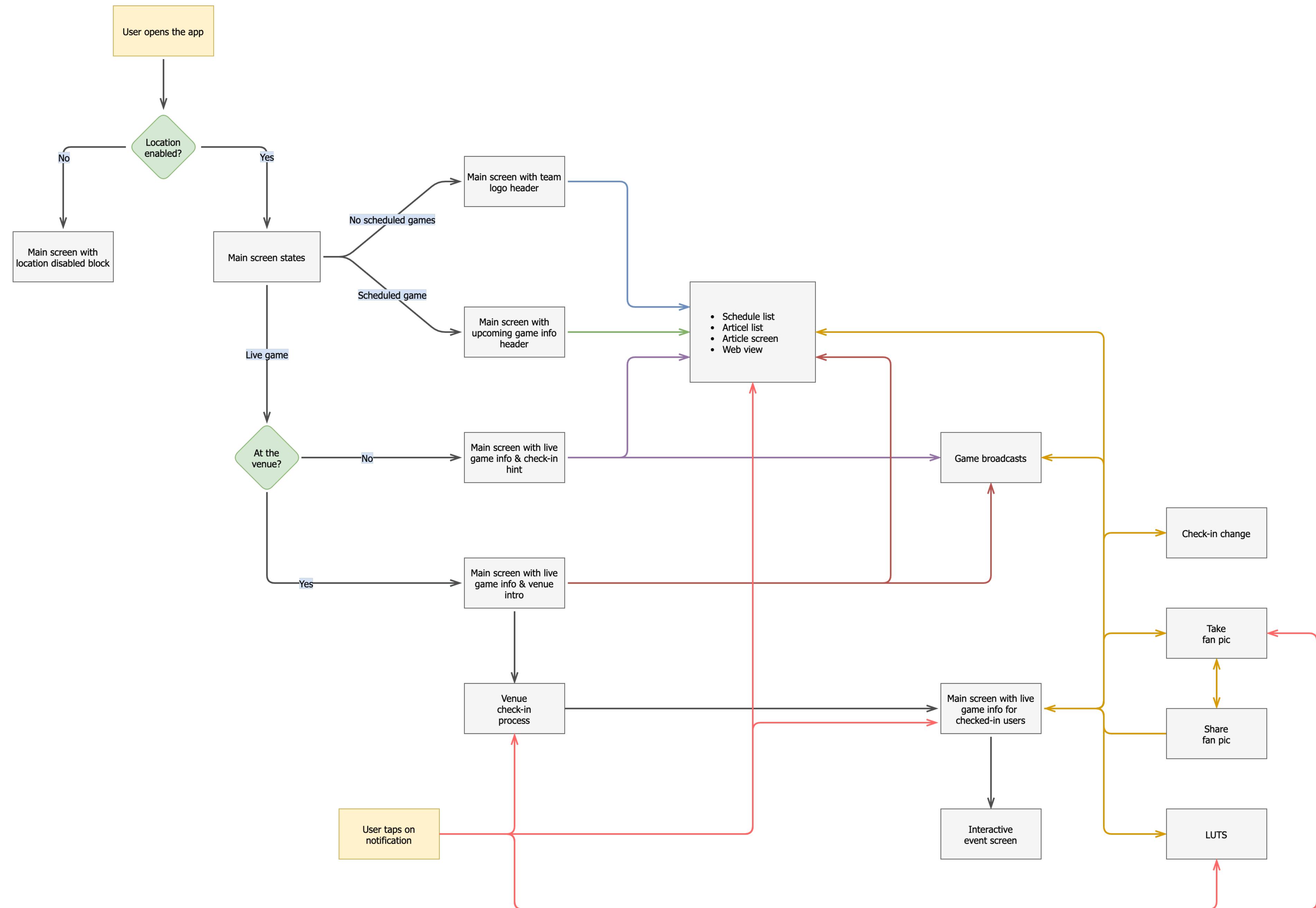
# Venue check-in



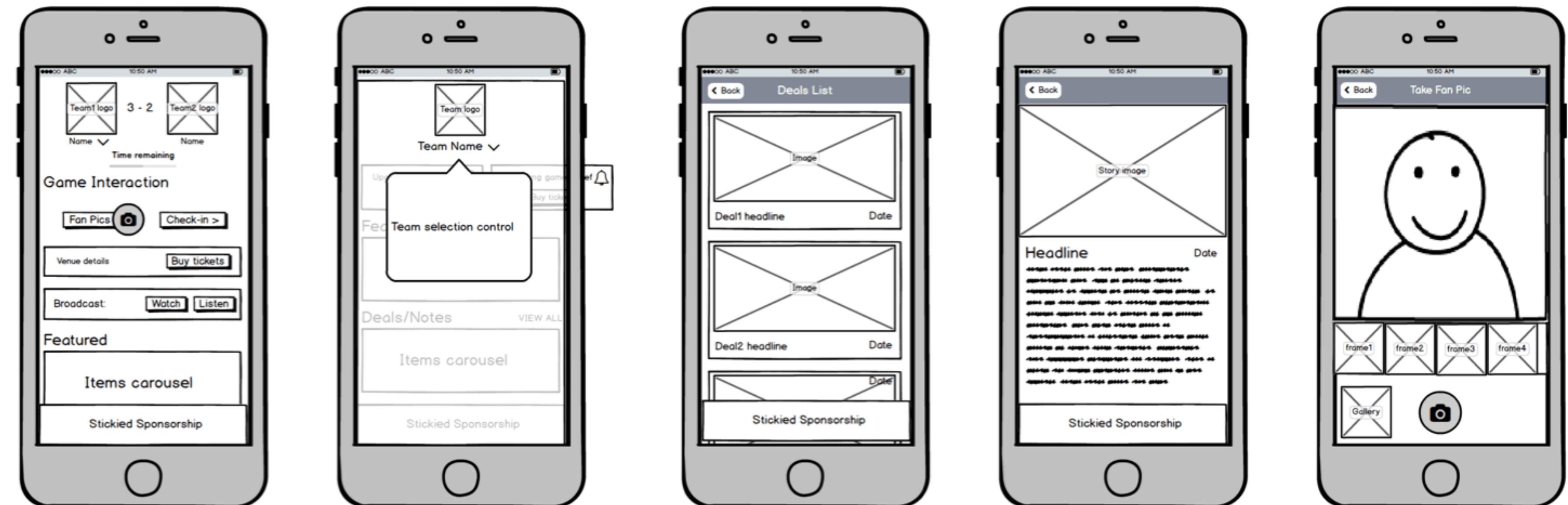
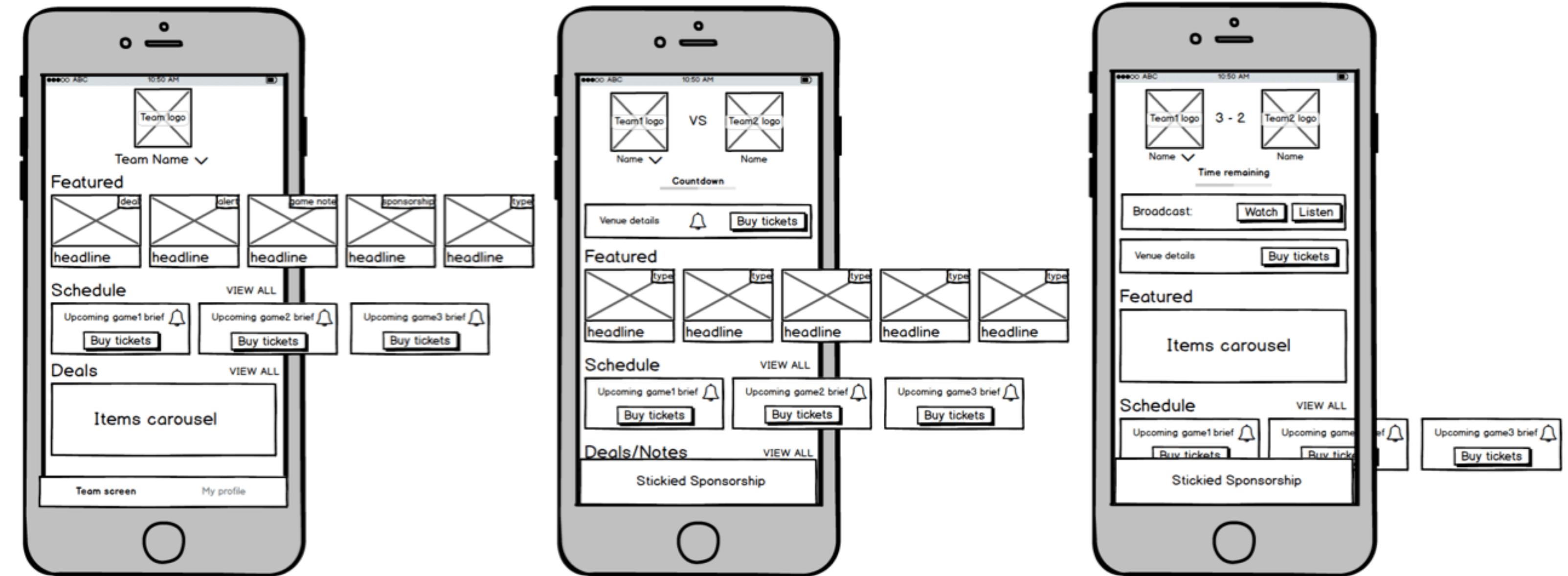
# Secondary screens

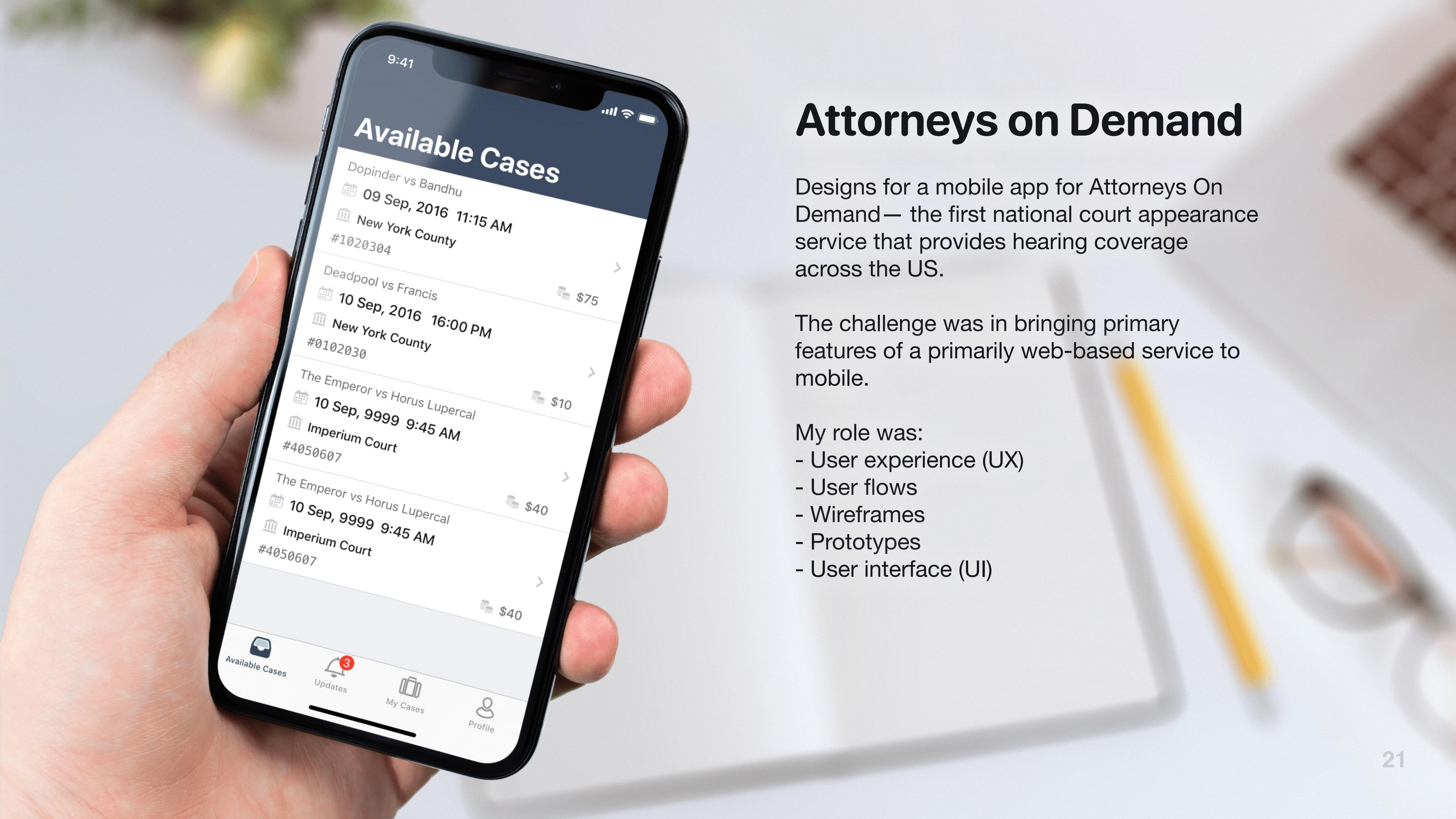


# User flow



# 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.

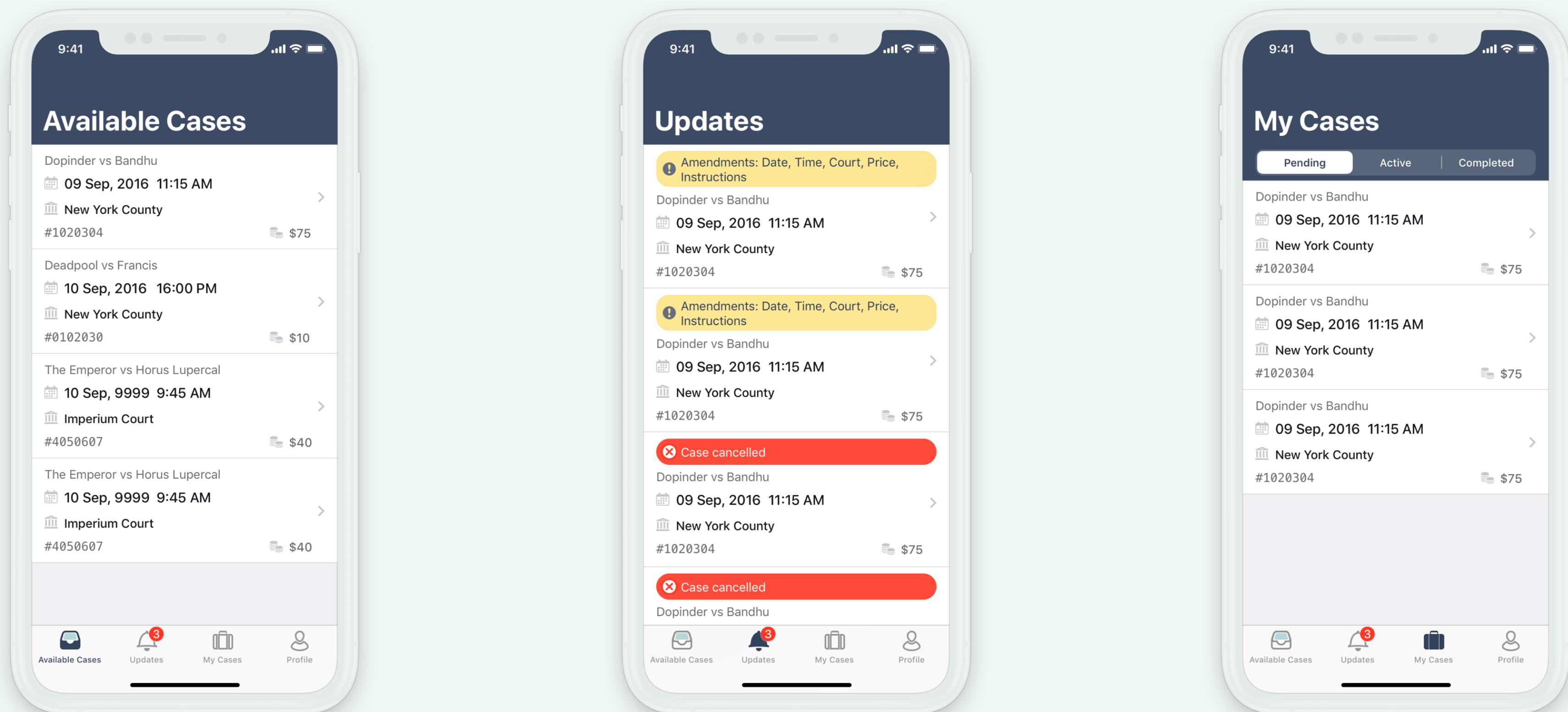
The challenge was in bringing primary features of a primarily web-based service to mobile.

My role was:

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

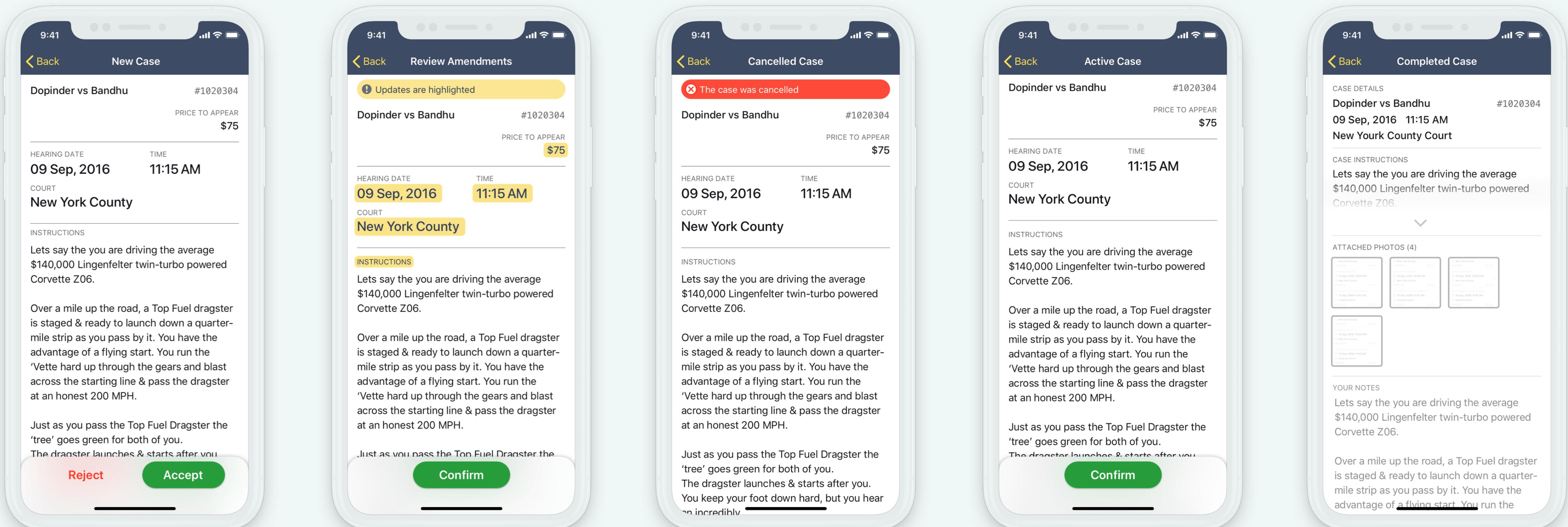
# Available, updated & accepted cases

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.



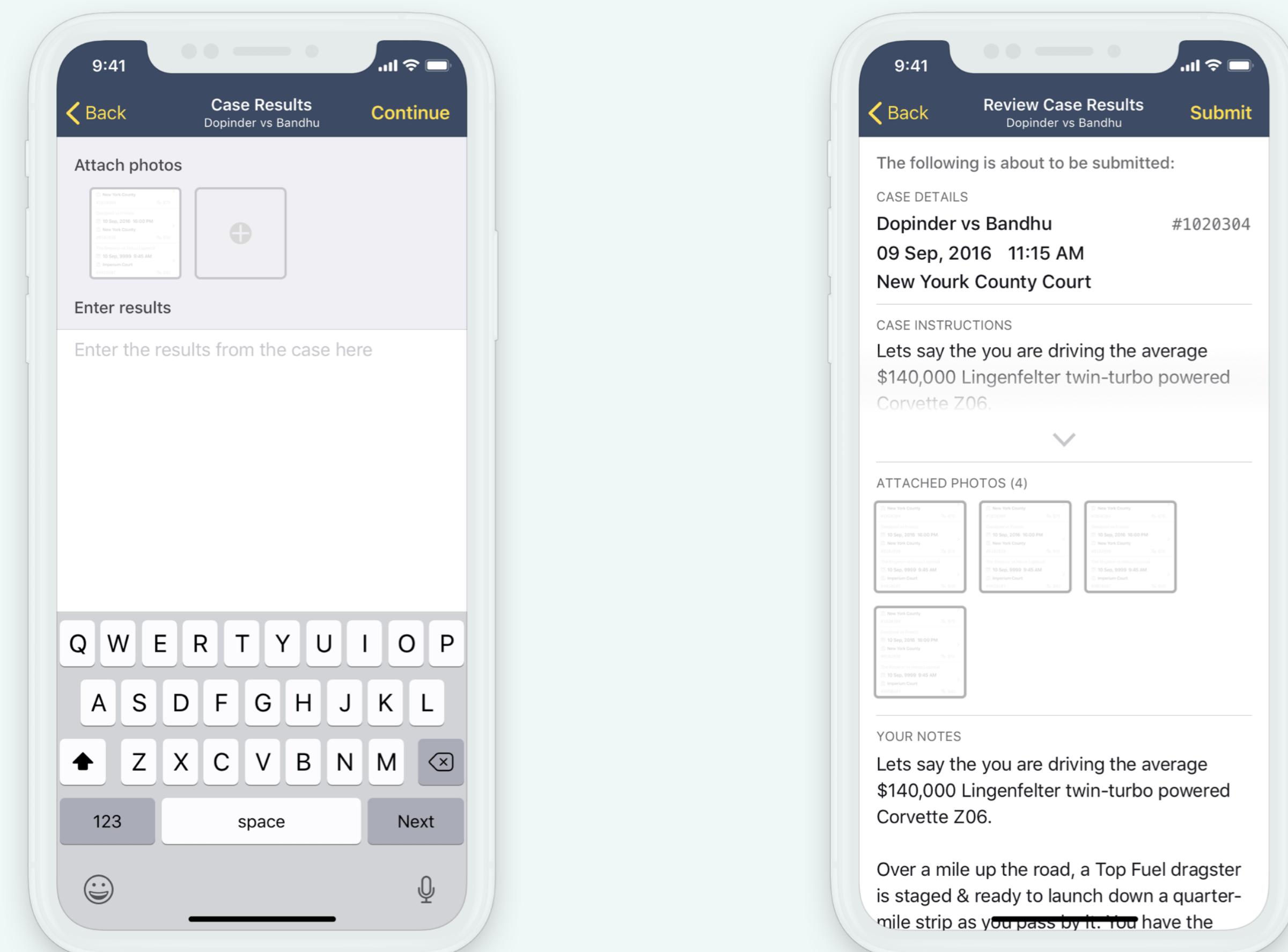
# Working on cases

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.

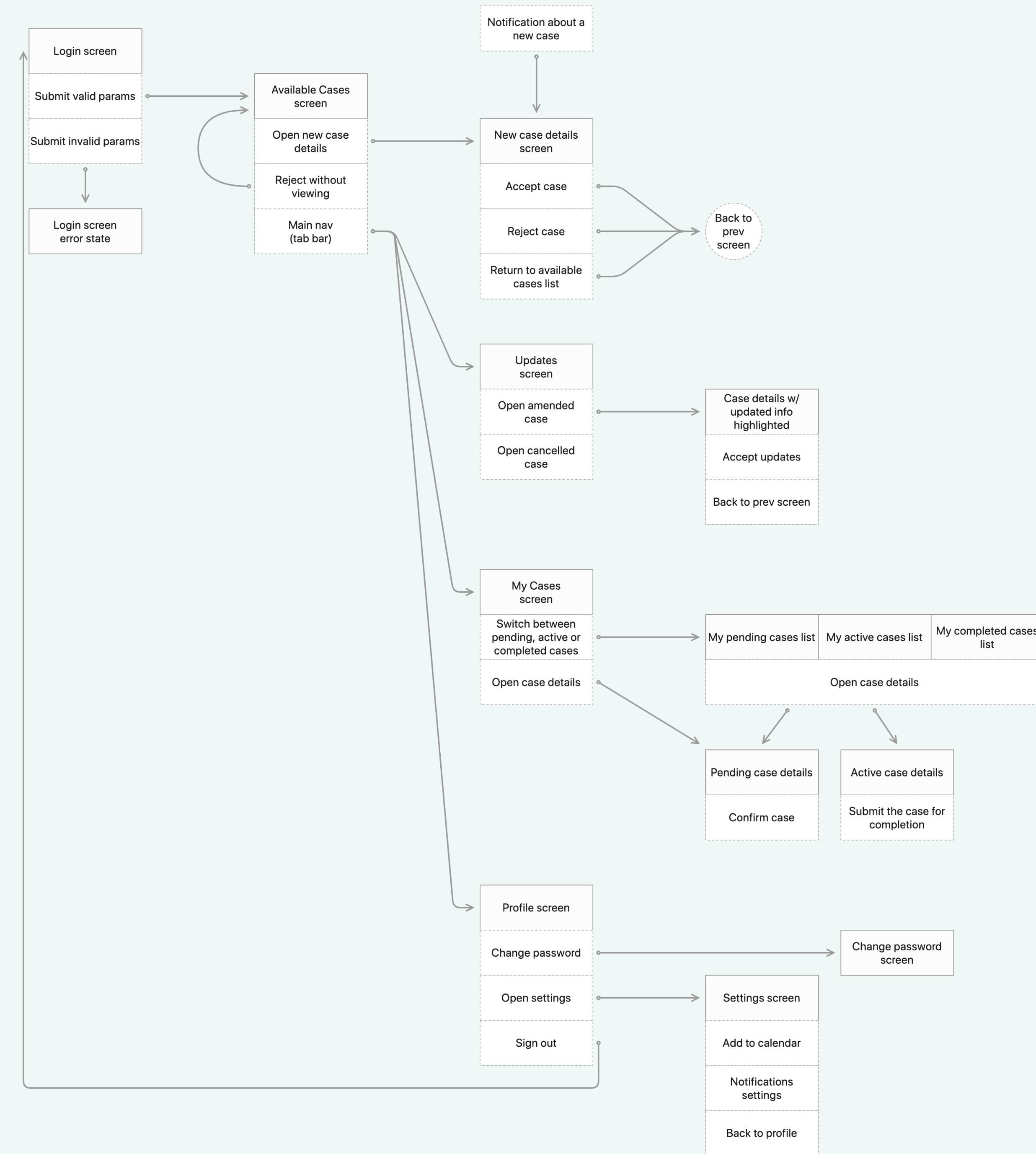


# Completing a case

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



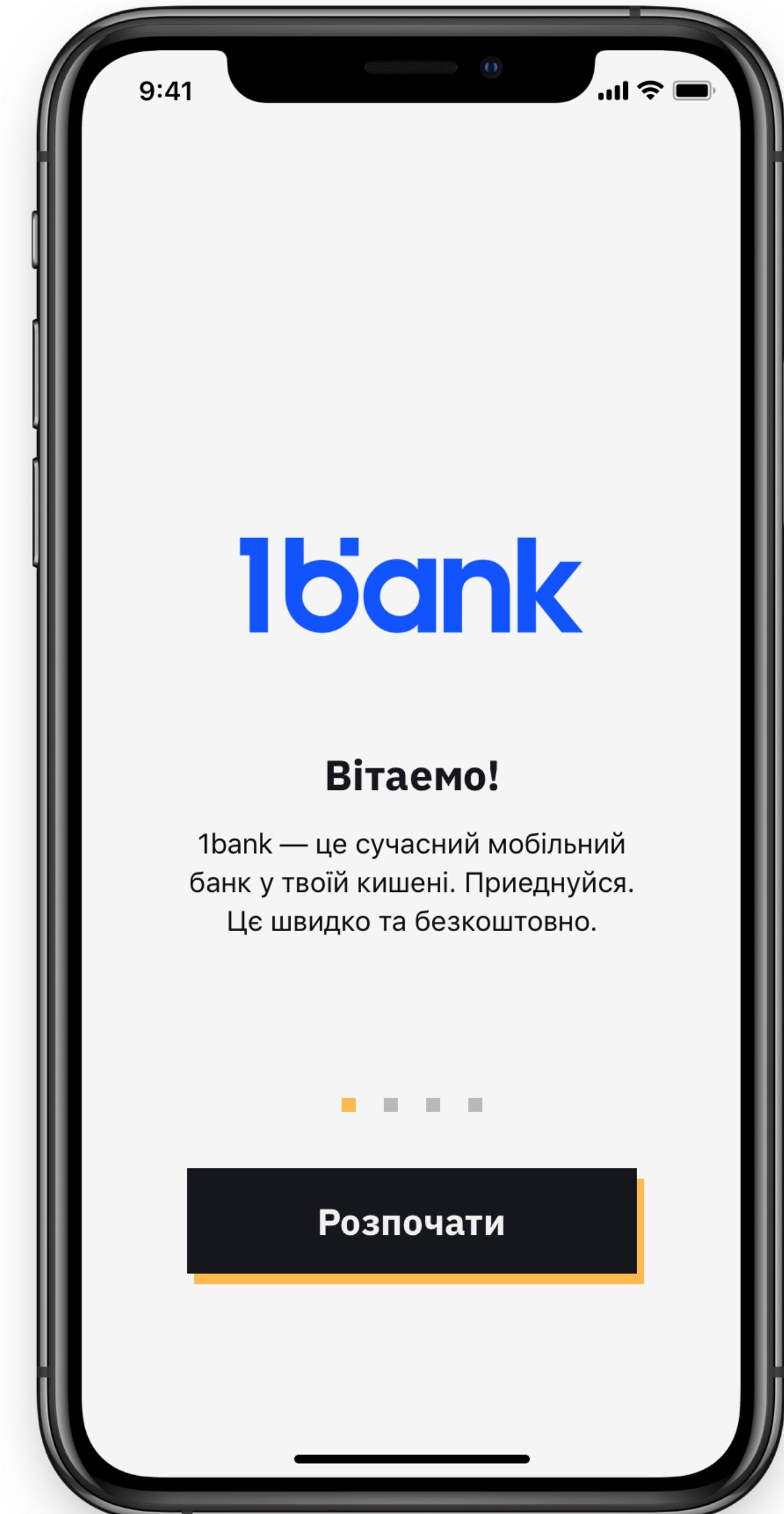
# Mobile app for a neobank start-up

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

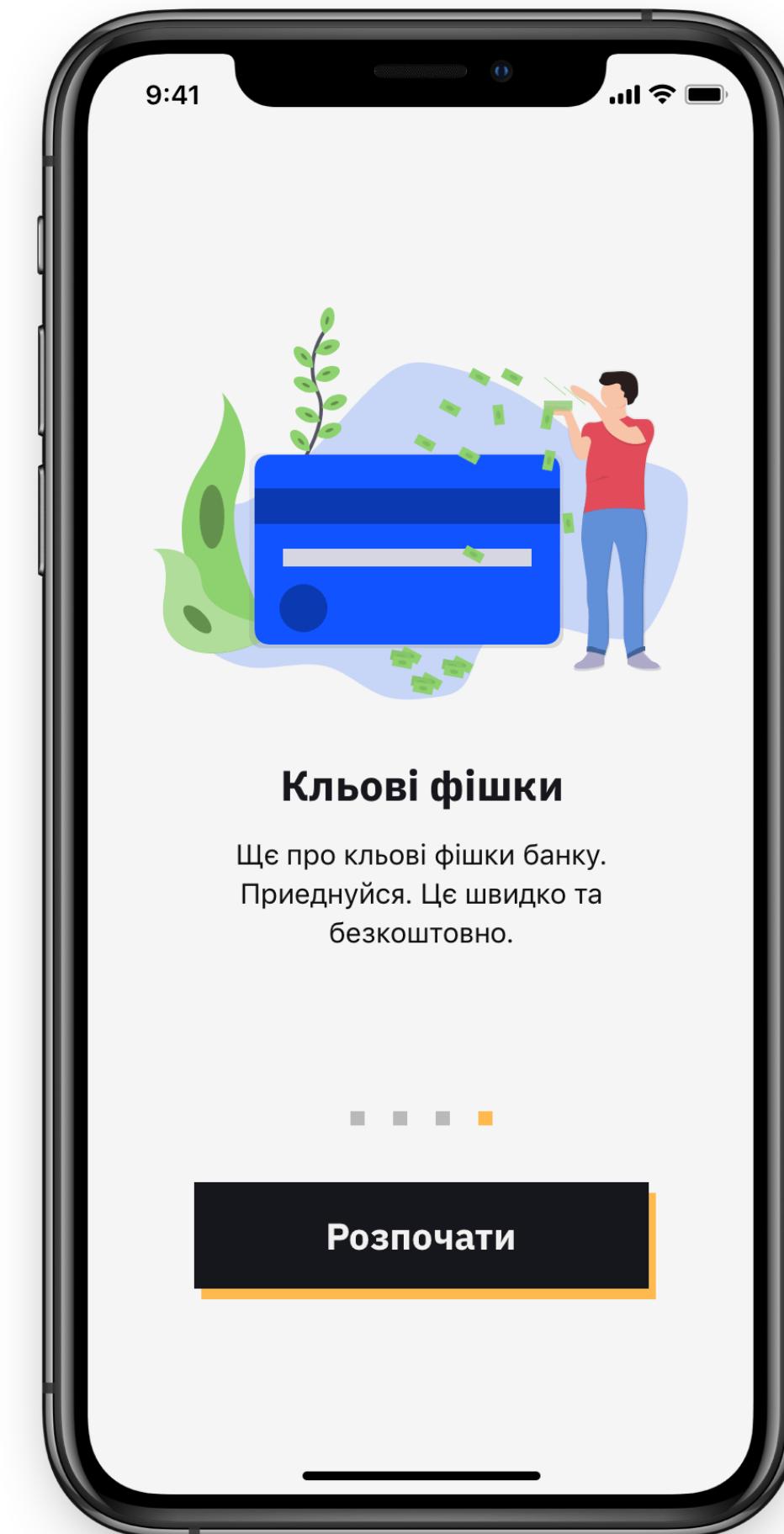
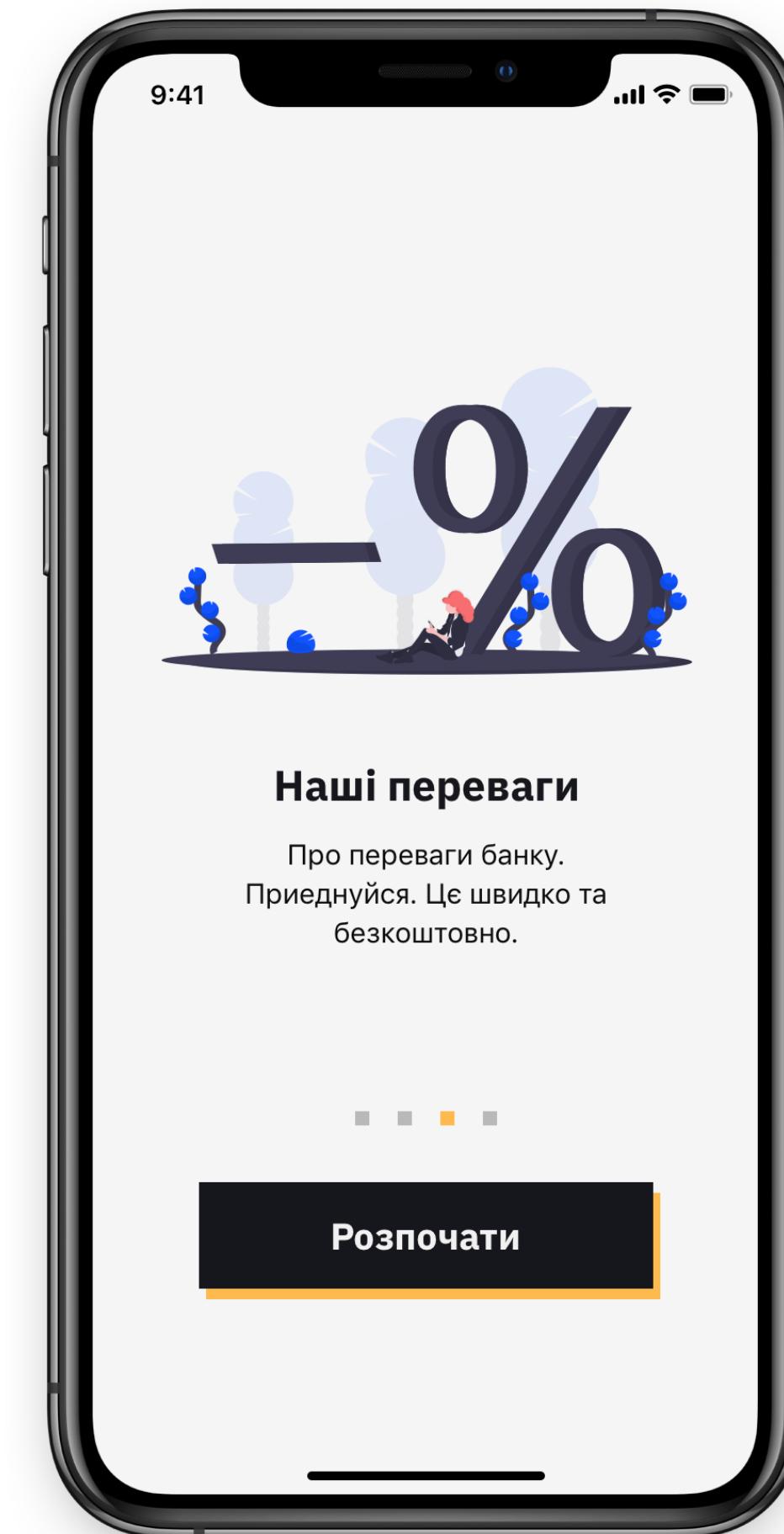
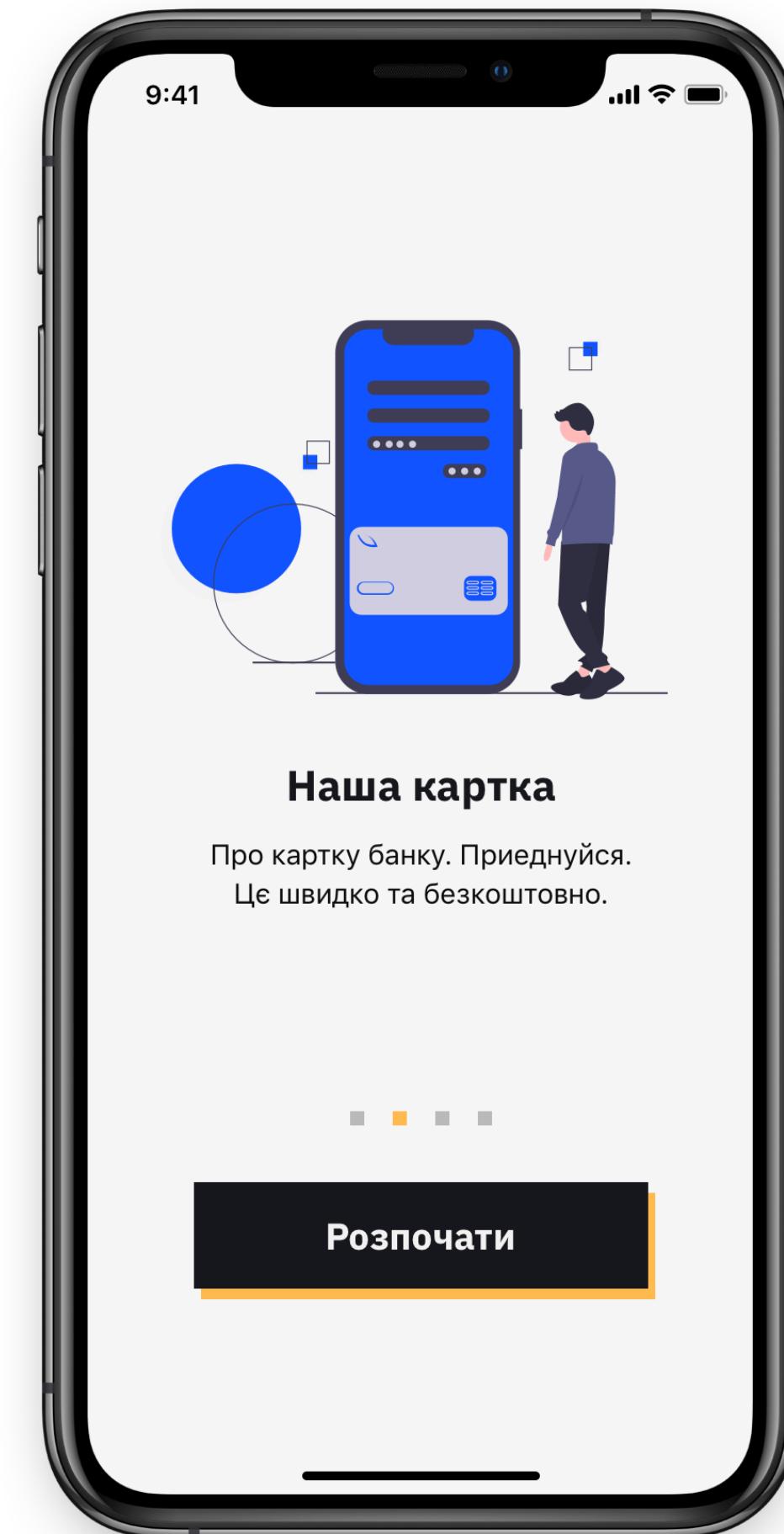
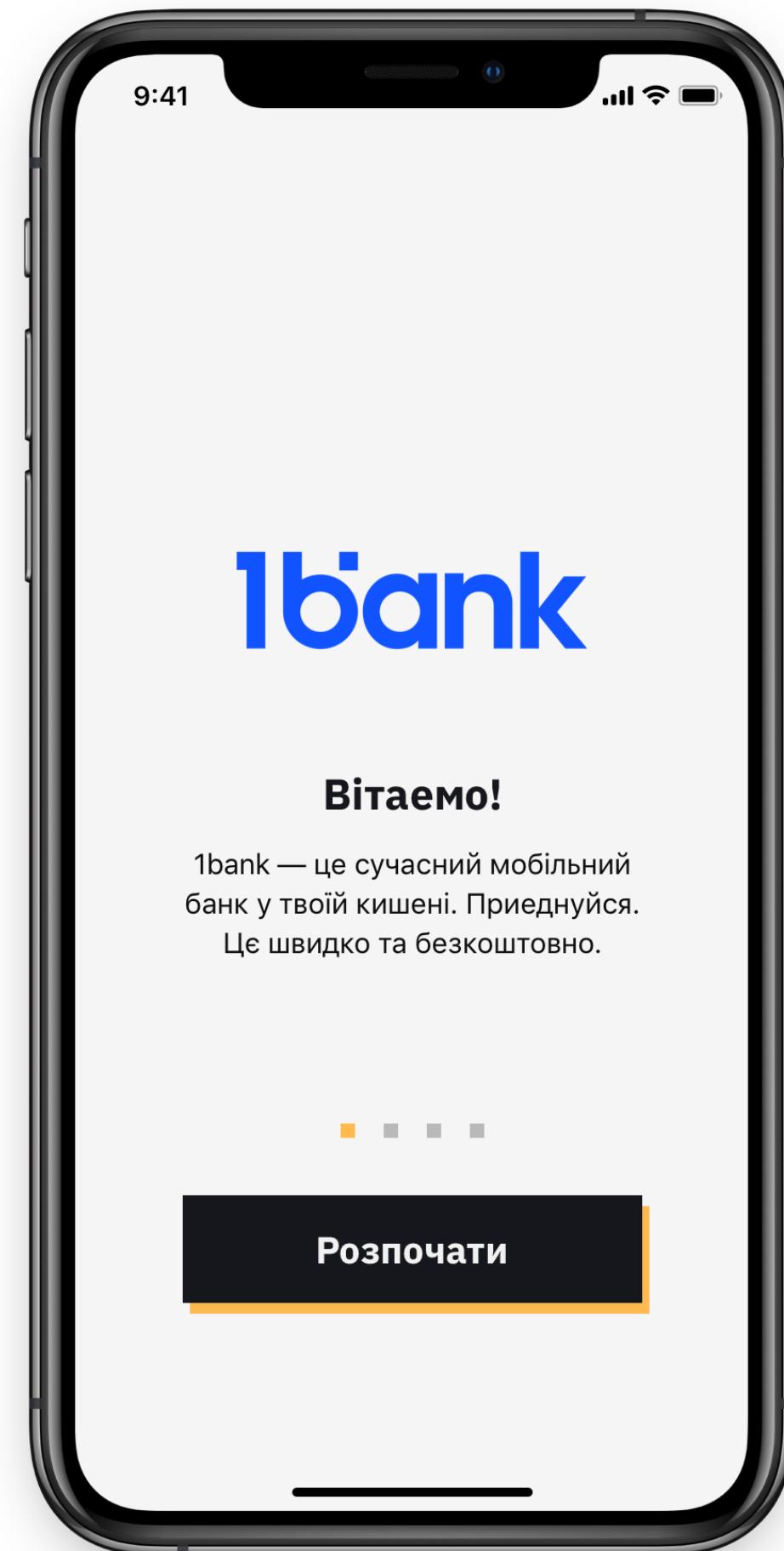
My role was:

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



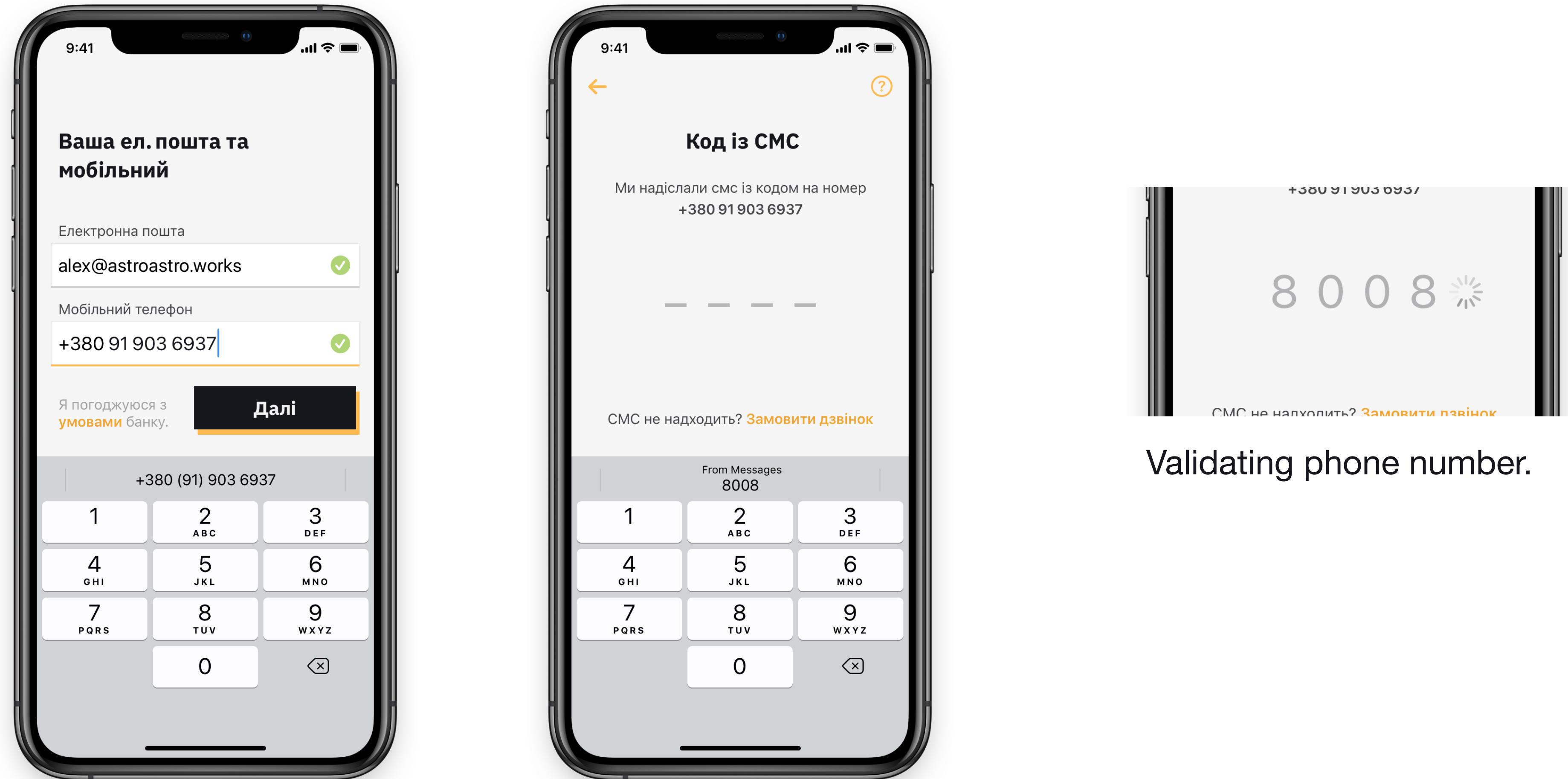
# Brief introduction of the neobank

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.

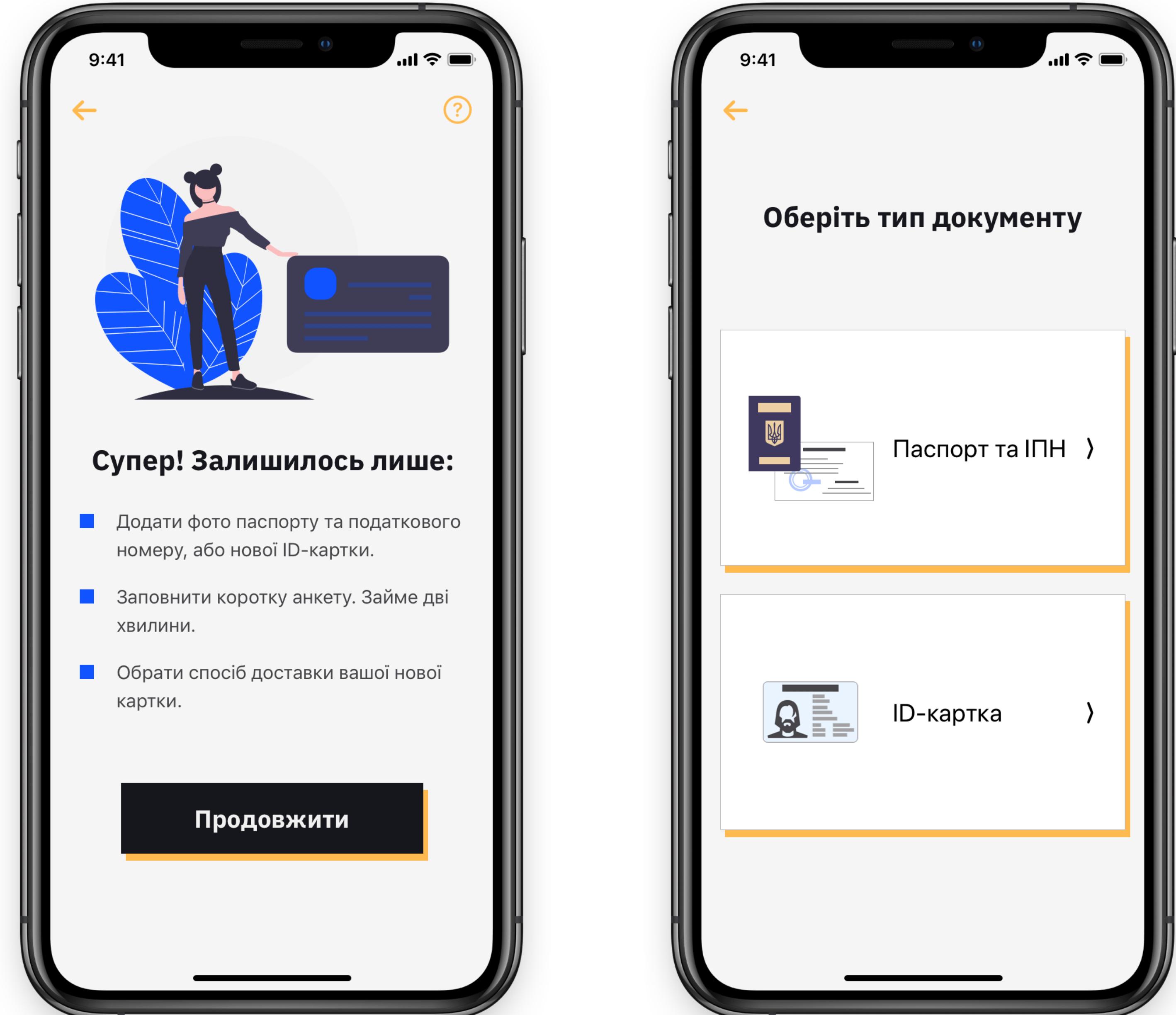


Validating phone number.

# Remaining steps and ID type selection

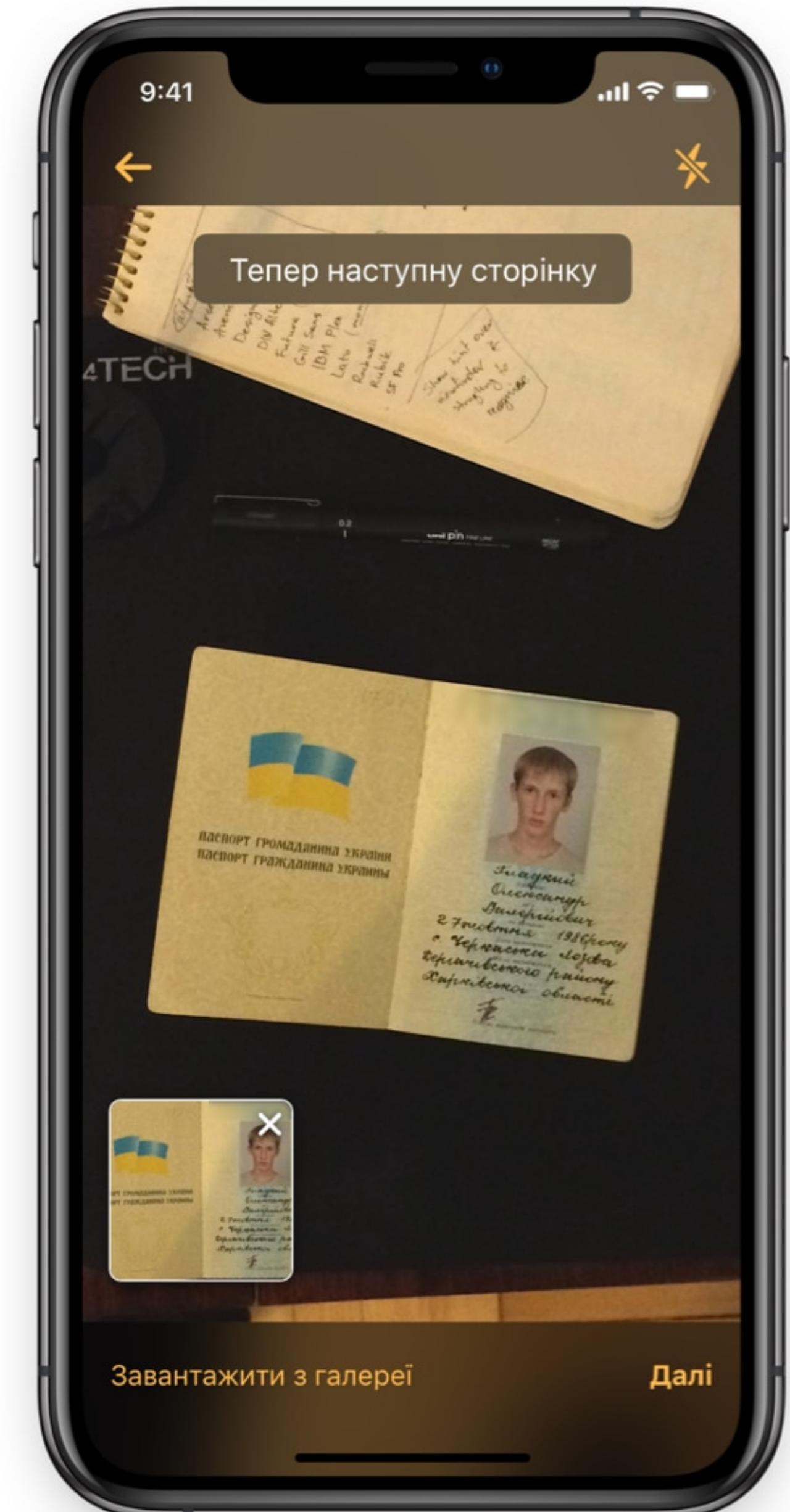
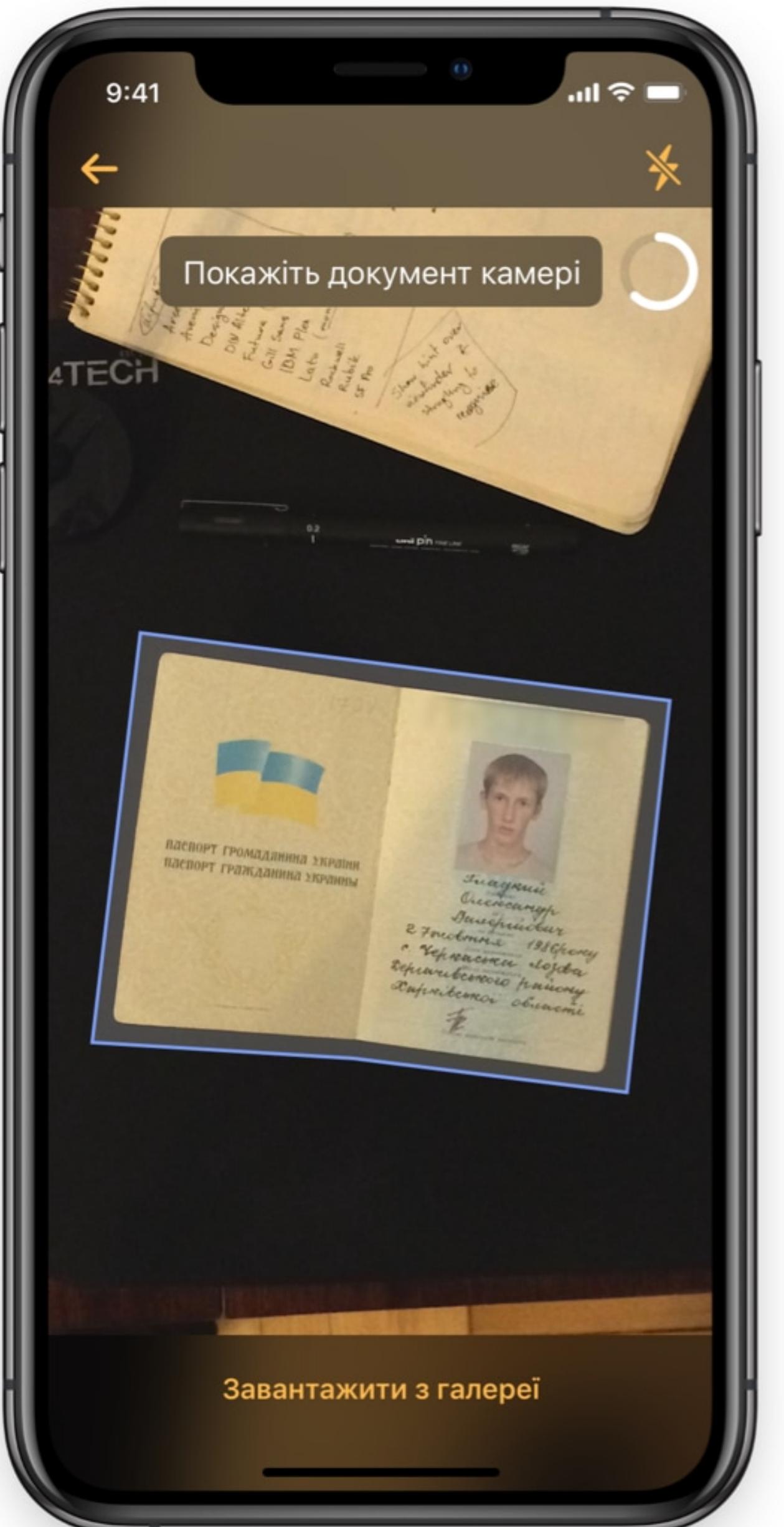
After successful phone verification, customers are shown the steps they need to go through to complete the registration and reassuring them that it will take only a couple of minutes.

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.



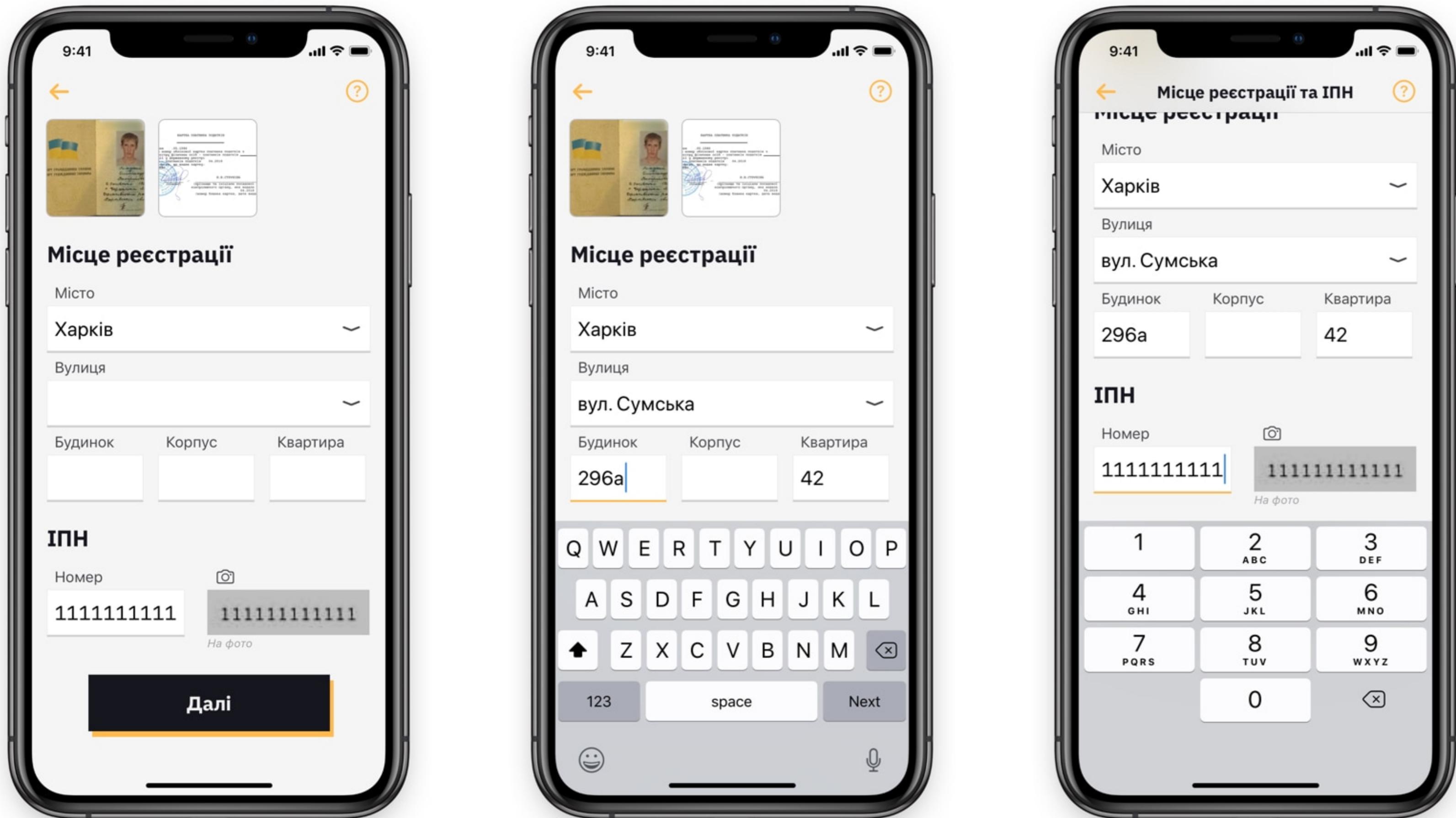
# Residence and tax confirmation

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)

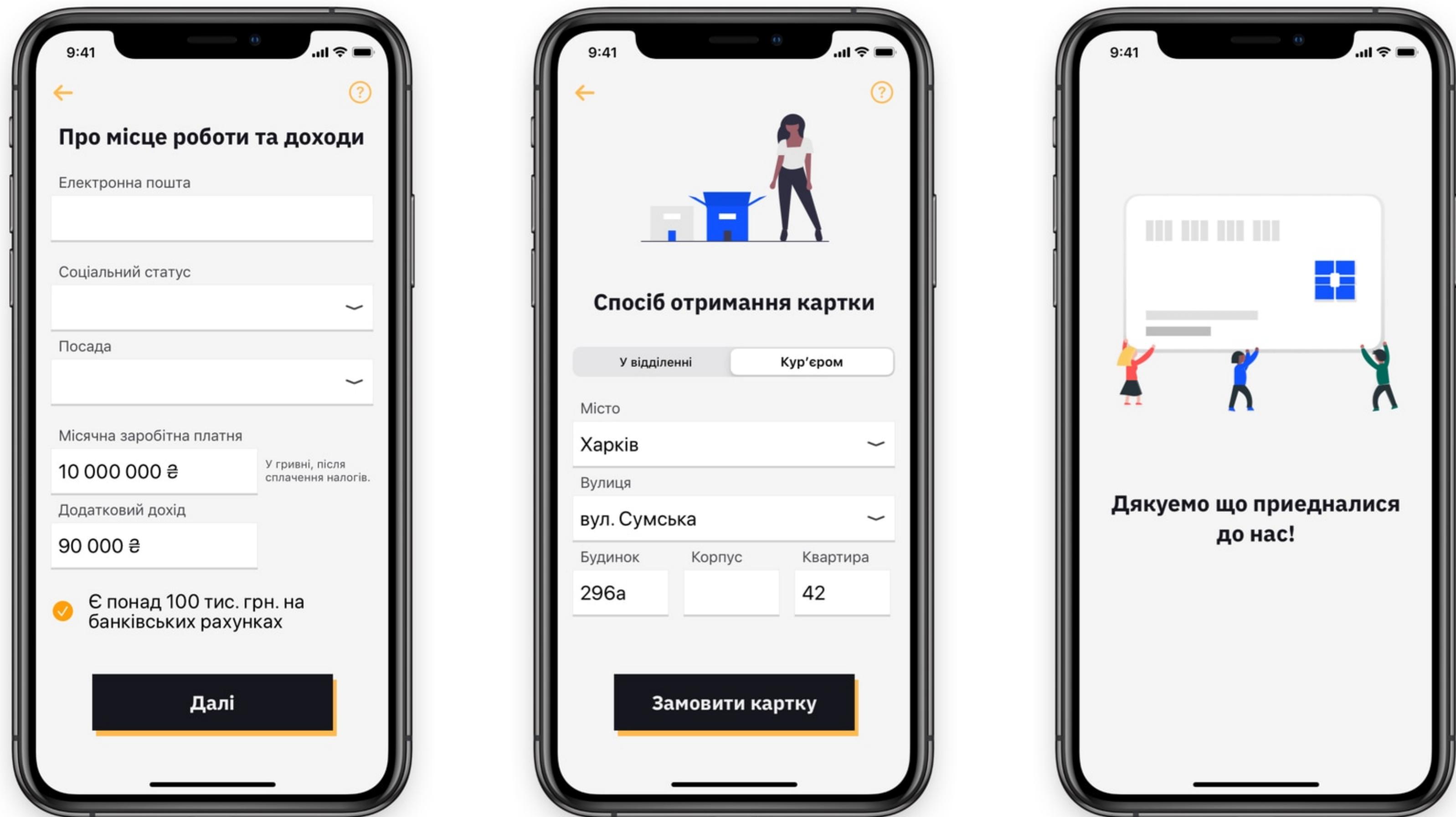
Tax ID is filled in automatically if the app was able to recognize it in the photo of the document.

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

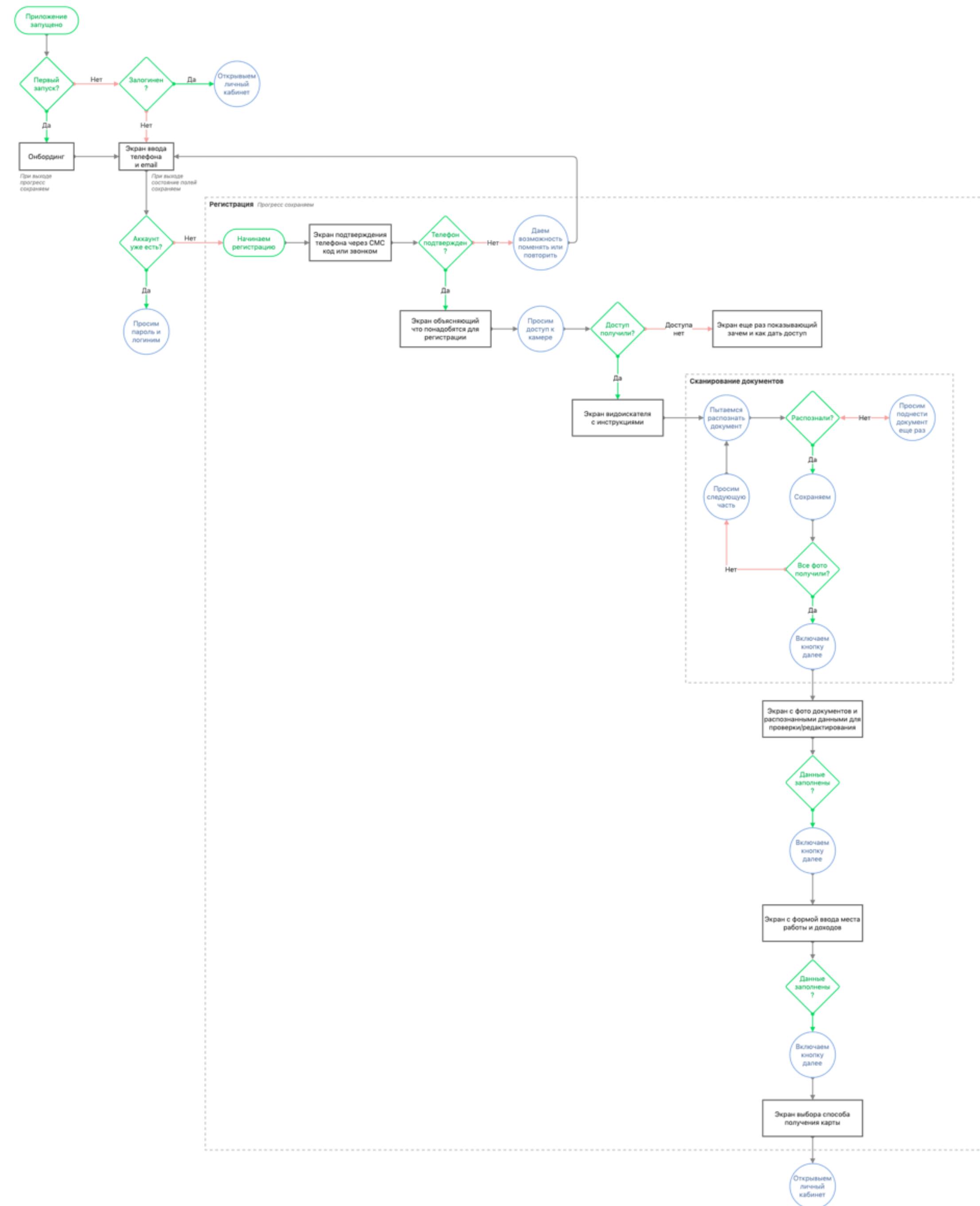


# Personal details & shipping address

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



# User flow



# App Icons



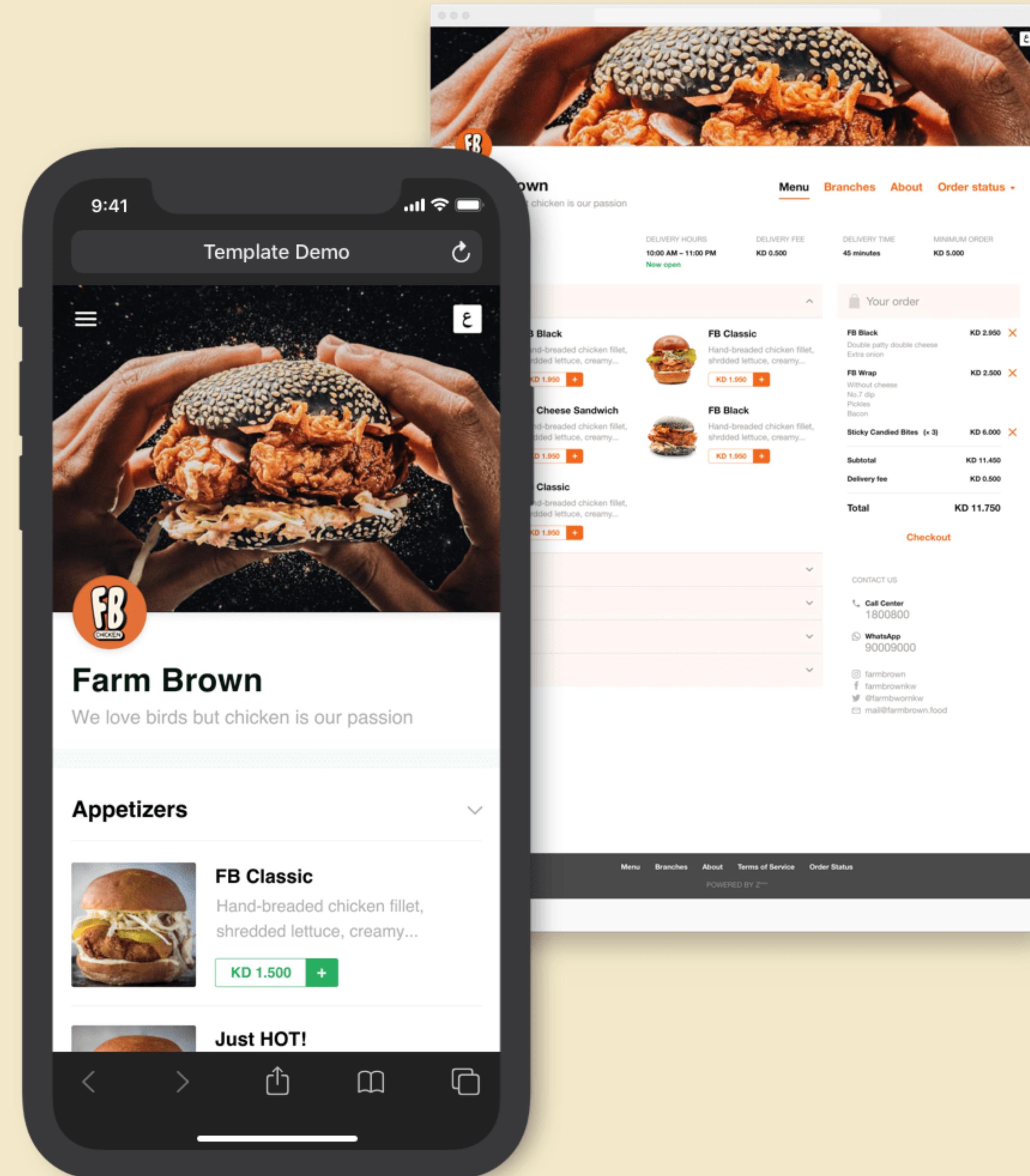
# Online storefront

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".

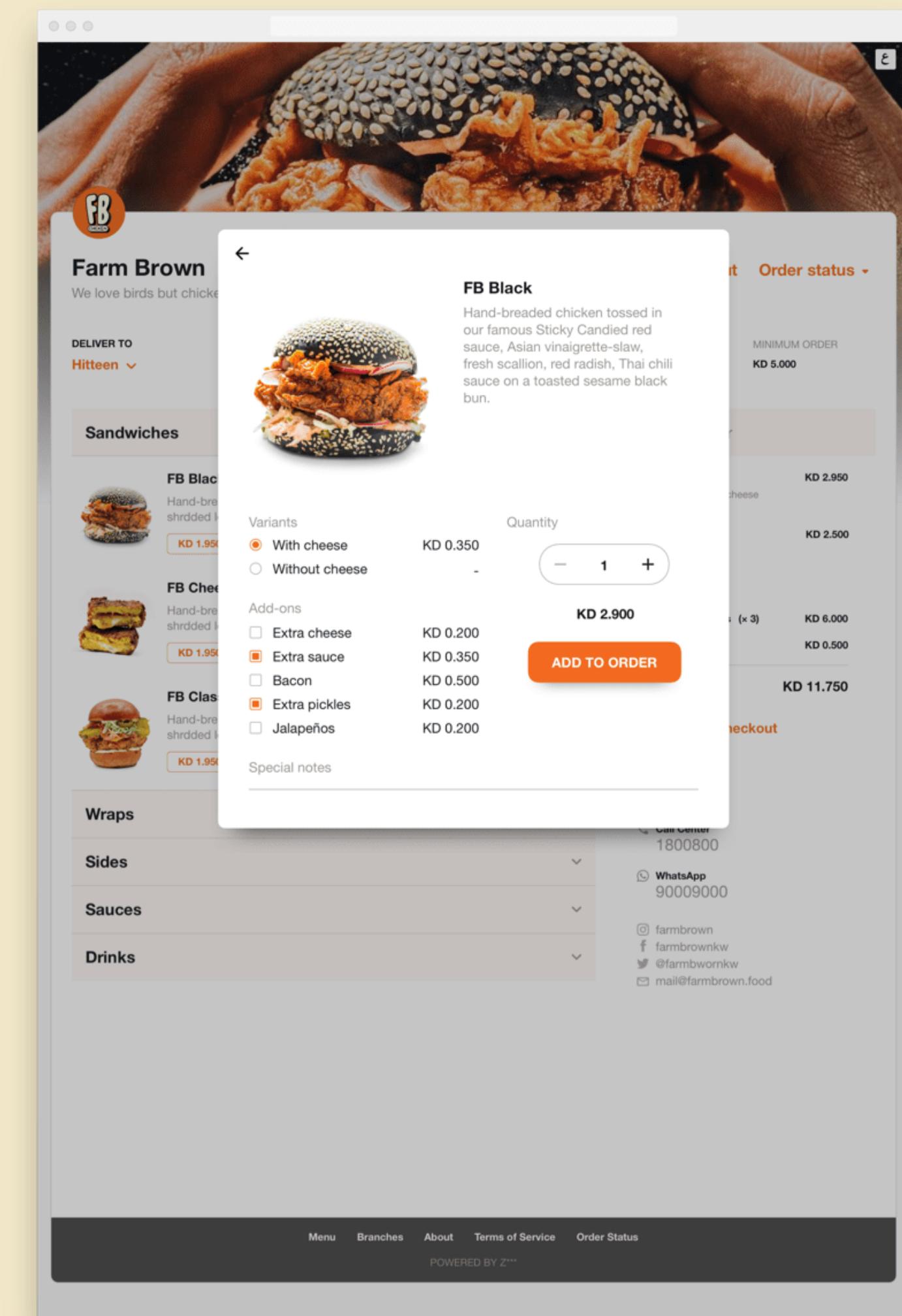
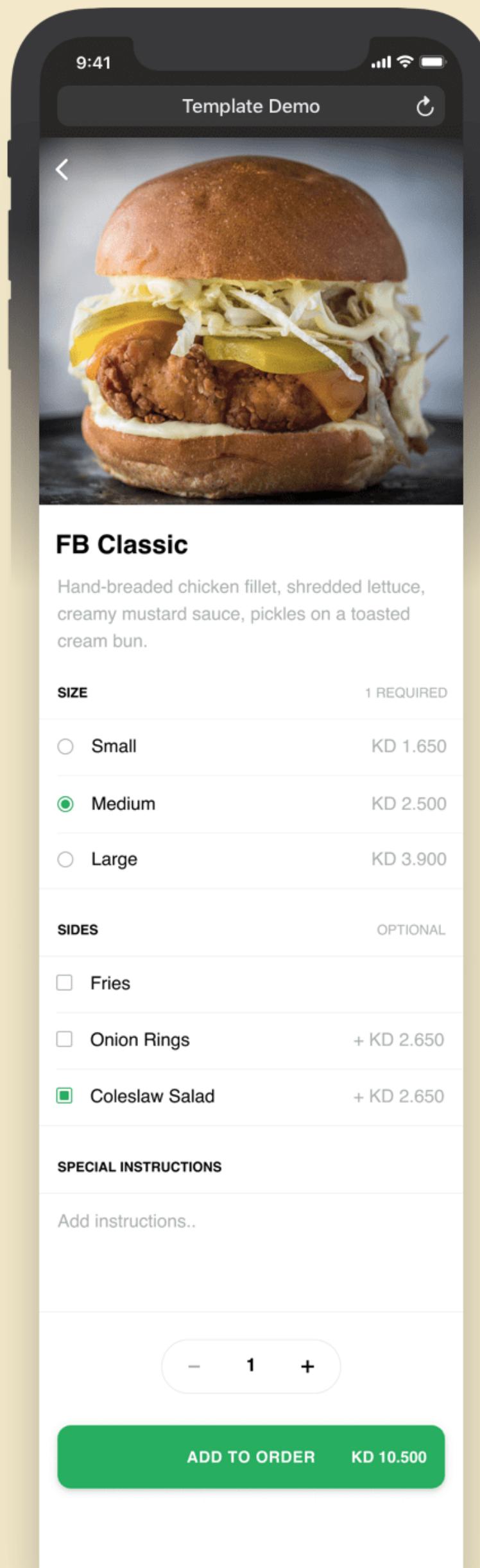
**Left Screenshot:** Shows the home screen with a large image of a burger, the business name "Farm Brown", a tagline "We love birds but chicken is our passion", and order status information for "Order #33" (Dispatched). It includes delivery details for "Hitteen" and a menu section for "Appetizers".

**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 page for "Farm Brown". The top features a large image of a burger. Below it, the menu is organized into categories: Sandwiches, Wraps, Sides, Sauces, and Drinks. Each category lists items with small images, descriptions, and price buttons. Delivery details at the top right include hours (10:00 AM - 11:00 PM), fee (KD 0.500), time (45 minutes), and minimum order (KD 5.000). A "Checkout" button is at the bottom right.

# Product page

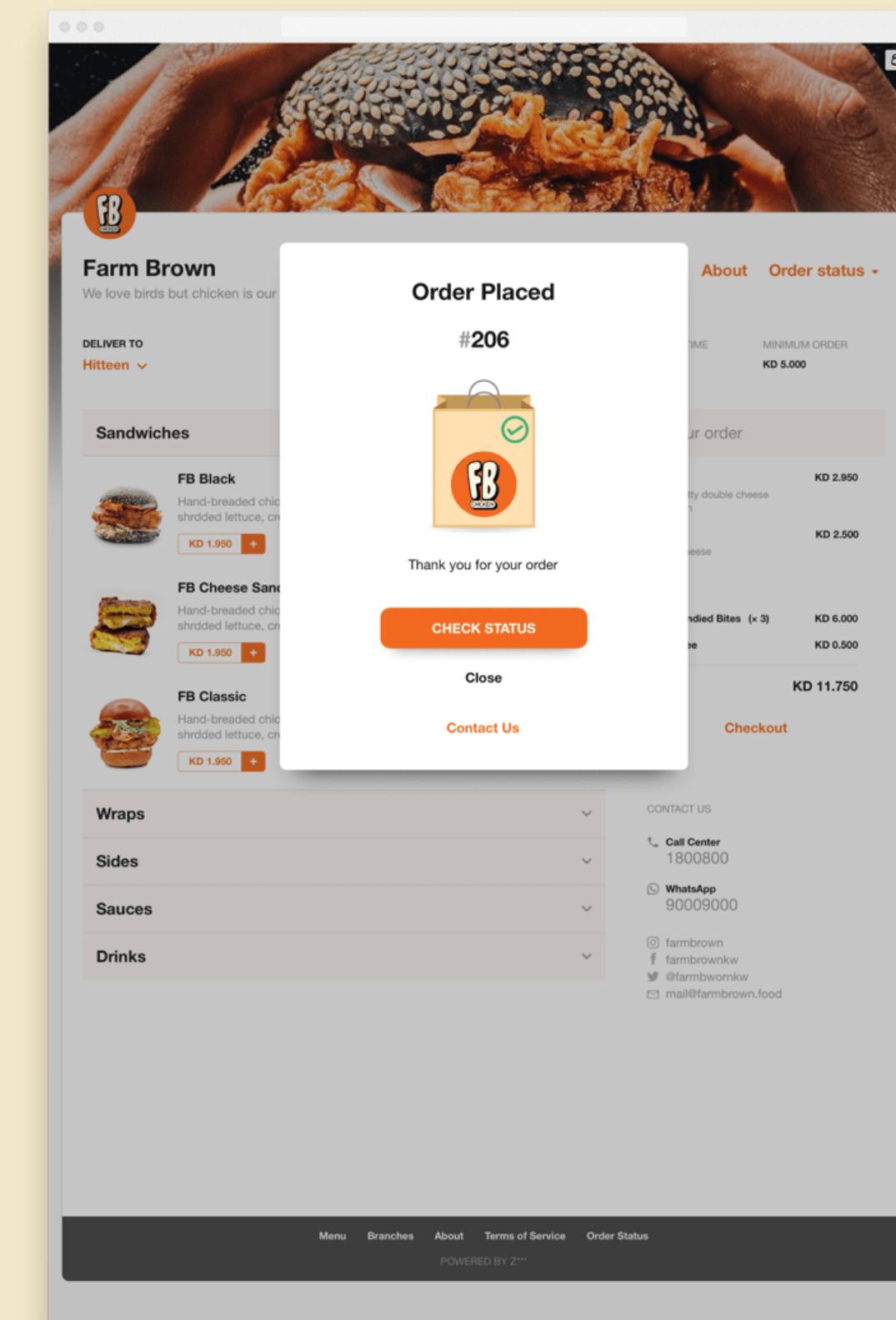
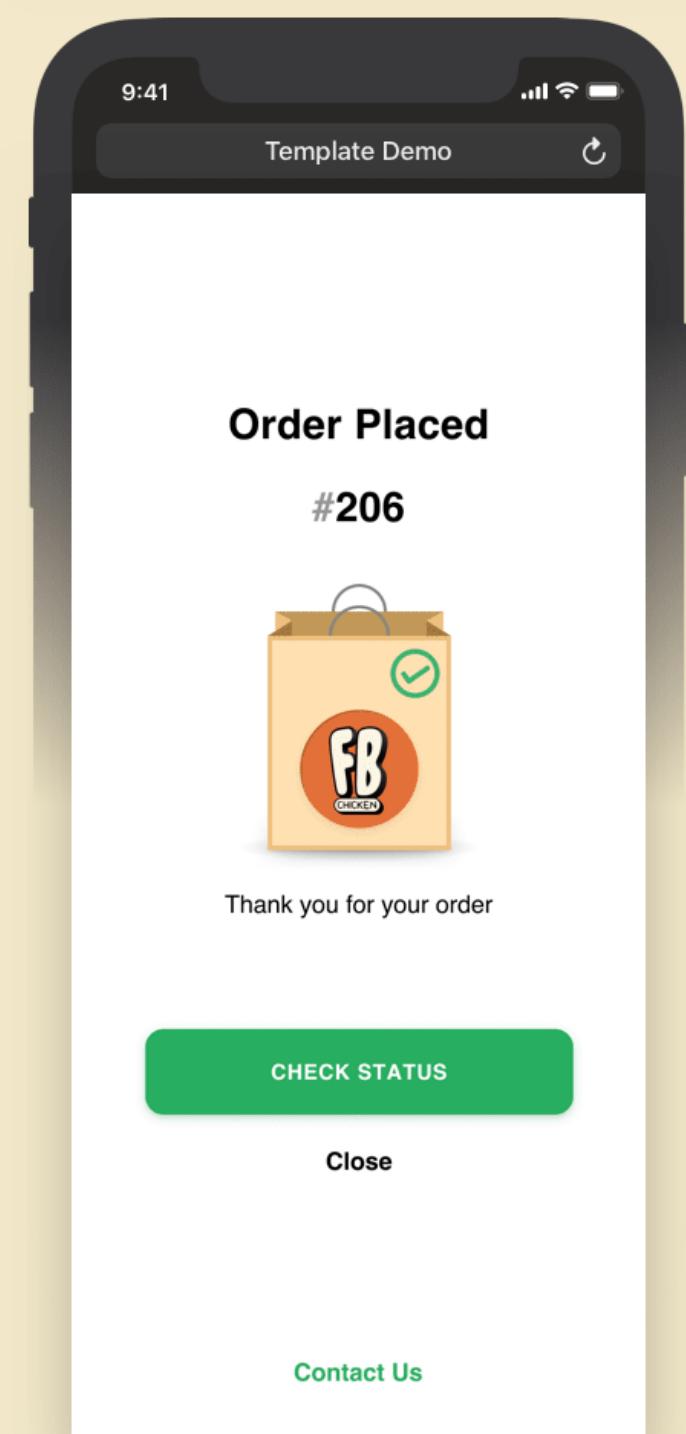
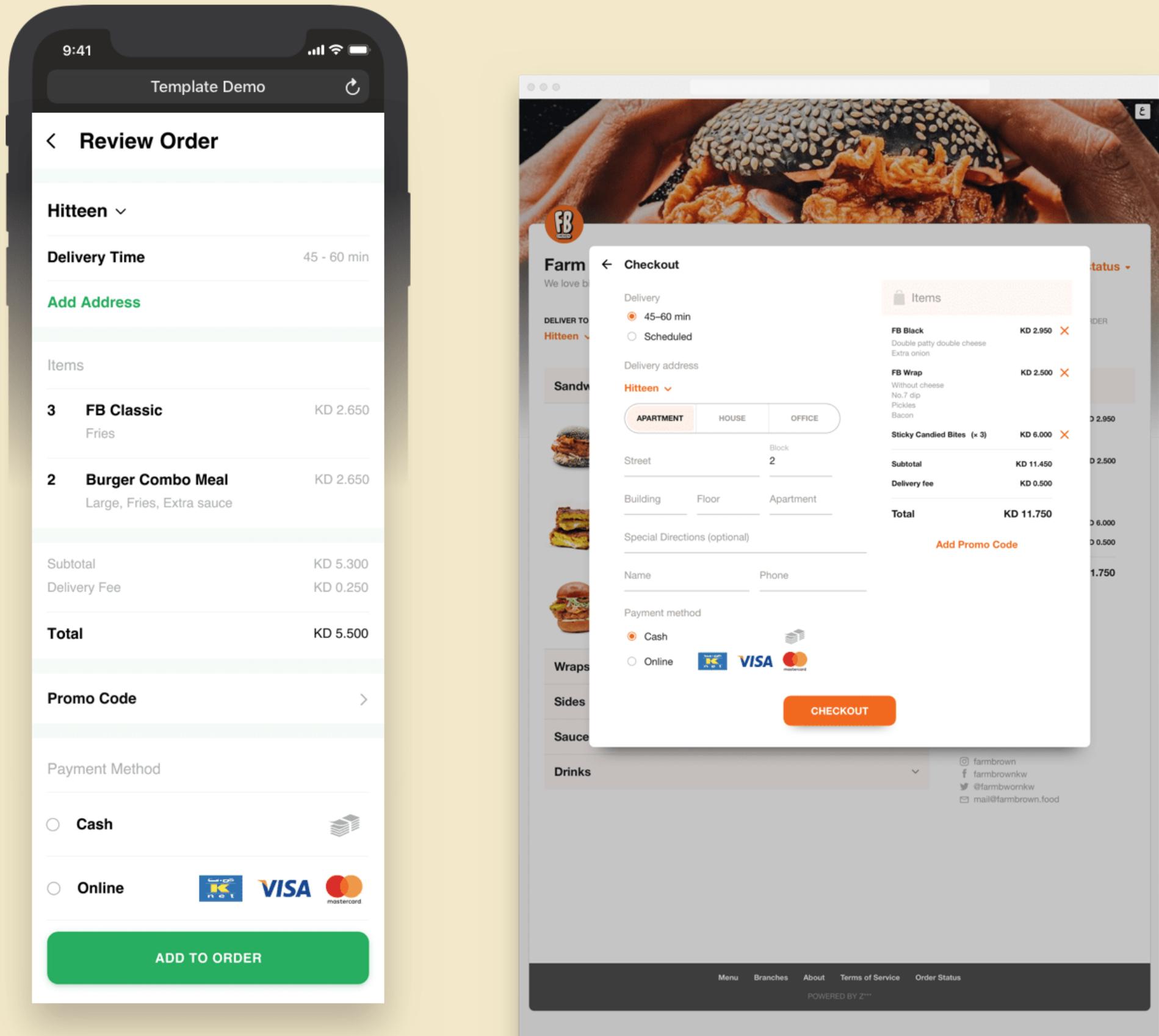
The service gives its customers the ability to have additional options added to the products. This feature is reflected on the product page.



# 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:

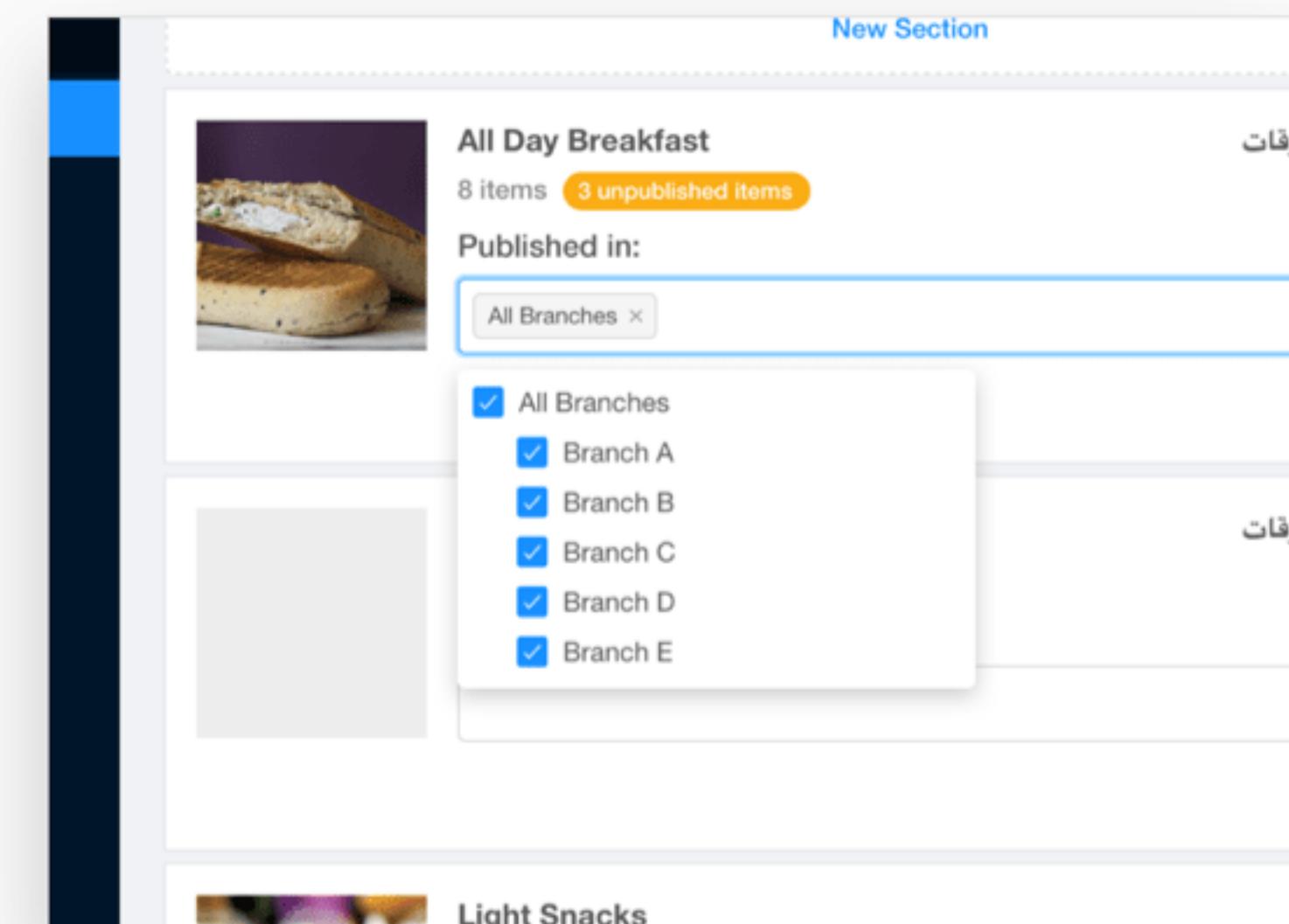
- Left Screenshot:** Shows the main navigation bar with "ZYDA" logo, "One" dropdown, "Orders" (selected), "New Orders", "All Orders", "Setup" (selected), "Vouchers", "Users", and "Logout". The main content area shows the "All Day Breakfast" section setup, including a "Section Title" field with "All Day 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 present.
- Right Screenshot:** Shows the "Sign In" page with fields for "Email" and "Password", a "Login" button, a "Forgot your password?" link, and a "Don't have an account? Sign up" link. Below it is the "Users" management section with a table showing roles: "Owner", "Manager", "Manager", and "Operator", each with "Edit" and "Delete" actions.

# 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 several sections:

- All Day Breakfast**: 8 items, 3 unpublished items. Published in All Branches. Options to edit or publish.
- All Day Breakfast**: 8 items. Published in All Branches. Options to edit or publish.
- Light Snacks**: 8 items. Published in Branch A, Branch B, Branch C, Branch F. Options to edit or publish.
- Sandwiches**: 8 items, 1 unpublished item. Published in All Branches. Options to edit or publish.

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

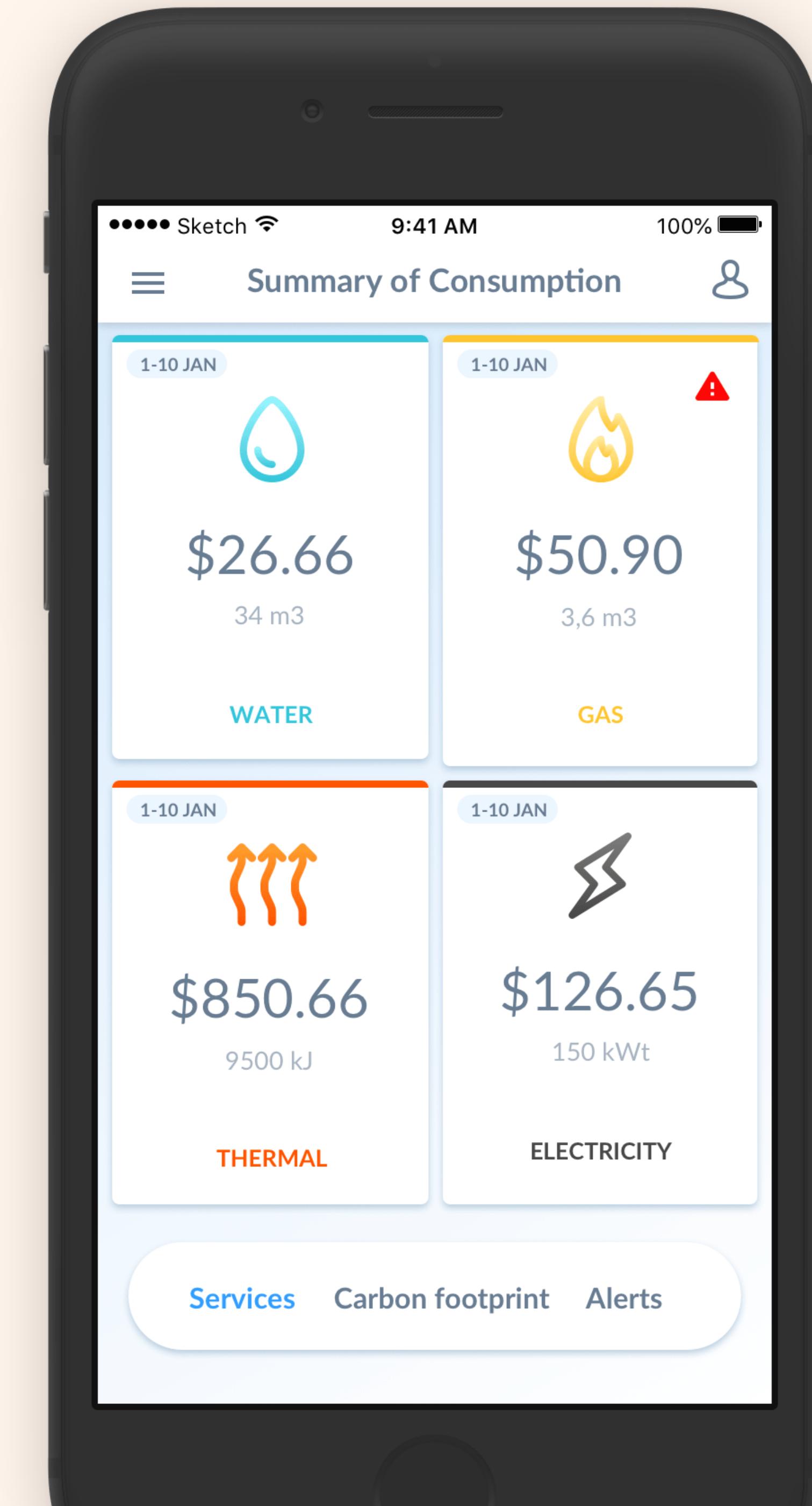
The screenshot shows the ZYDA control panel interface. On the left is a dark sidebar with the ZYDA logo at the top. Below it are several menu items: 'Orders' (with 'New Orders' and 'All Orders' sub-options), 'Setup', 'Vouchers', and 'Users'. The 'Users' item is highlighted with a blue background. At 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 role ('Owner', 'Manager', 'Manager', 'Operator', 'Operator'). Each row has 'Edit' and 'Delete' buttons in the 'Actions' column. A blue box highlights the second row. At the bottom right of the main content area is a small navigation bar with arrows and numbers 1 through 4.

This screenshot shows the 'New User' dialog box. The title bar says 'New User'. Inside, there are fields for 'Full Name' (placeholder 'Full Name'), 'Email' (placeholder 'name@example.com'), and 'Phone Number' (placeholder '+20506088888'). Below these are three radio buttons for 'Role': 'Owner' (unchecked), 'Manager' (checked), and 'Operator' (unchecked). At the bottom are 'Cancel' and 'Create' buttons, with the 'Create' button being blue. The background shows the same ZYDA control panel sidebar as the previous screenshot.

This screenshot shows the 'New User' dialog box with more detailed operator role configuration. It includes a section for 'Operators Branches' with five checkboxes labeled 'Branch Title' (all checked). At the bottom are 'Cancel' and 'Create' buttons, with the 'Create' button being blue. The background shows the same ZYDA control panel sidebar as the previous screenshots.

# Mobile app for Sub-metering Provider

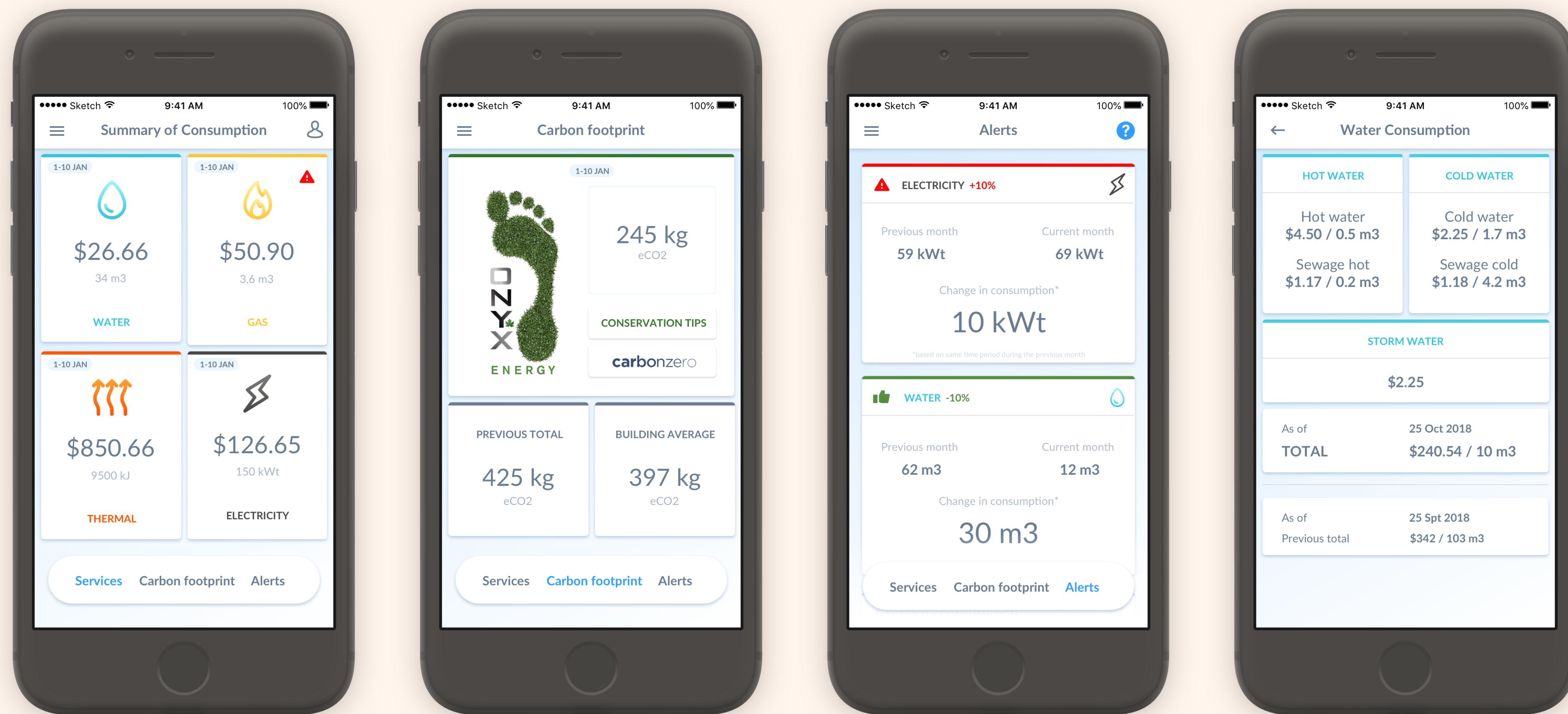
The project consisted of designing a client-facing mobile application that would show the users their metering data, alert them about irregularities and more.



# Main screen

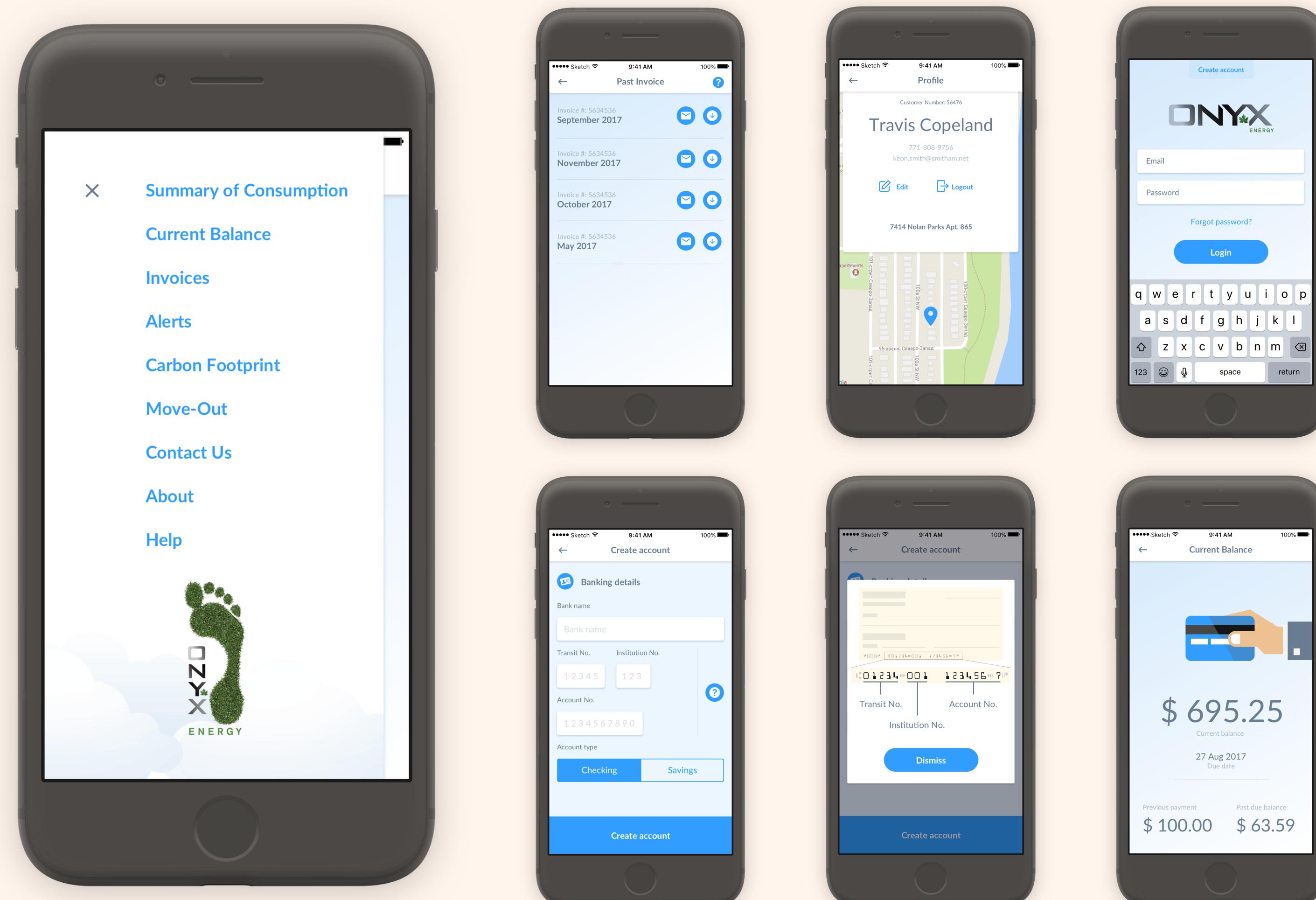
The two features the client wanted to concentrate on was to provide their users with a single place where they could view all their utilities and get alerts about them.

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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📞 +380 91 903 6937

**Thank you for your time**

