

# **UX/UI DESIGN & RESEARCH PORTFOLIO**

## Hanna Danilishyna

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# ABOUT ME

## I'm Hanna Danilishyna

*Human-Computer Interaction, User Research*

I'm a UX Researcher and Designer with working experience in the industry and a Master's degree in Human-Computer Interaction. My work combines deep qualitative insights with solid quantitative analysis to create ethical, research-driven solutions that truly reflect what users need.

I specialize in qualitative methods such as contextual inquiries, interviews, and usability testing to deeply understand user behavior, while also leveraging my quantitative skills with Python (Pandas, NumPy, Matplotlib, Seaborn) for data analysis.

My Bachelor's degree in System Engineering gave me strong technical knowledge, while my Master's degree in HCI sharpened my ability to translate user needs into meaningful, impactful designs. My goal is to turn complex user data into intuitive, empowering experiences that help people manage their digital lives with confidence.

### Core Skills

- Qualitative & quantitative research
- Contextual inquiry, interviews, surveys
- UX/UI design: wireframing, prototyping, usability testing, Google Material Design, 3, Apple HIG
- Python, SPSS, Figma

### Education

- MSc Human-Computer Interaction, Bauhaus Universität Weimar
- BSc System Engineering & Ergonomics, BSUIR

# Case study 1: Improving Deutsche Bahn Passenger Experience

Role: UX Researcher & Designer | Team: 5 | Duration: 6 weeks

## Problem:

Train cancellations, ticketing issues, and lack of flexible scenic routes were frustrating travelers.

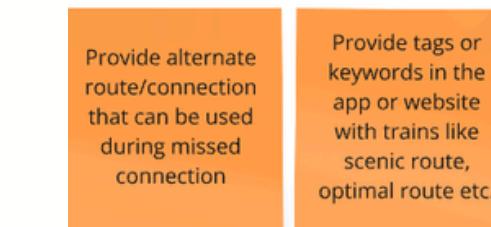
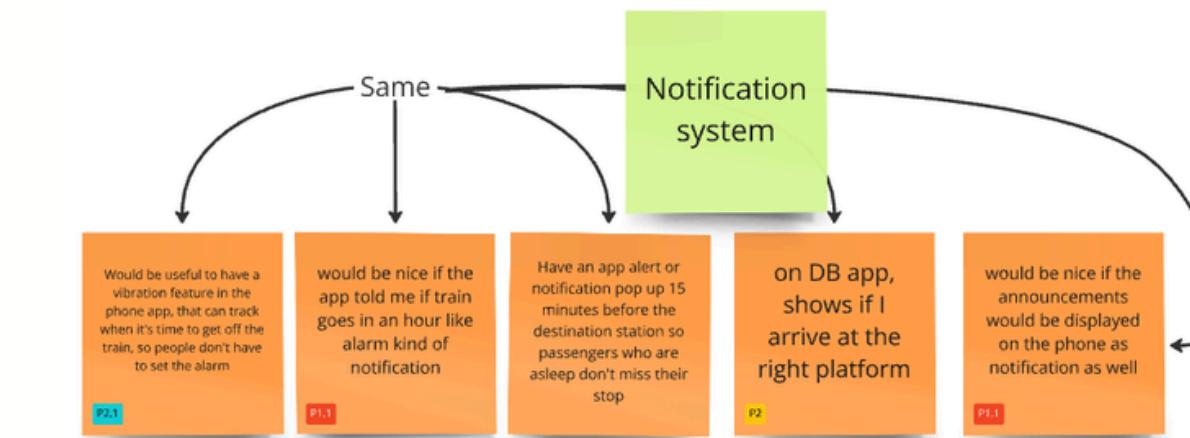
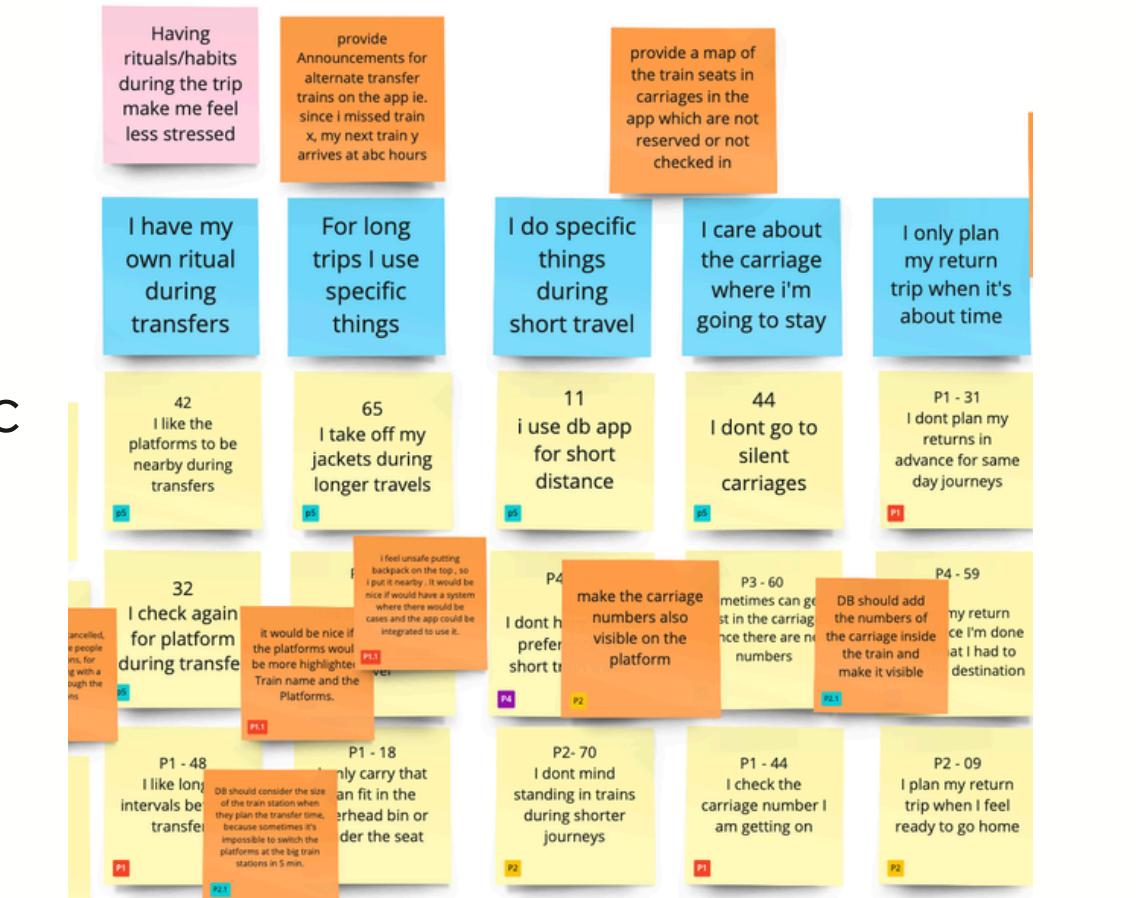
## Goal:

Uncover real passenger pain points using contextual design methods and propose actionable improvements.

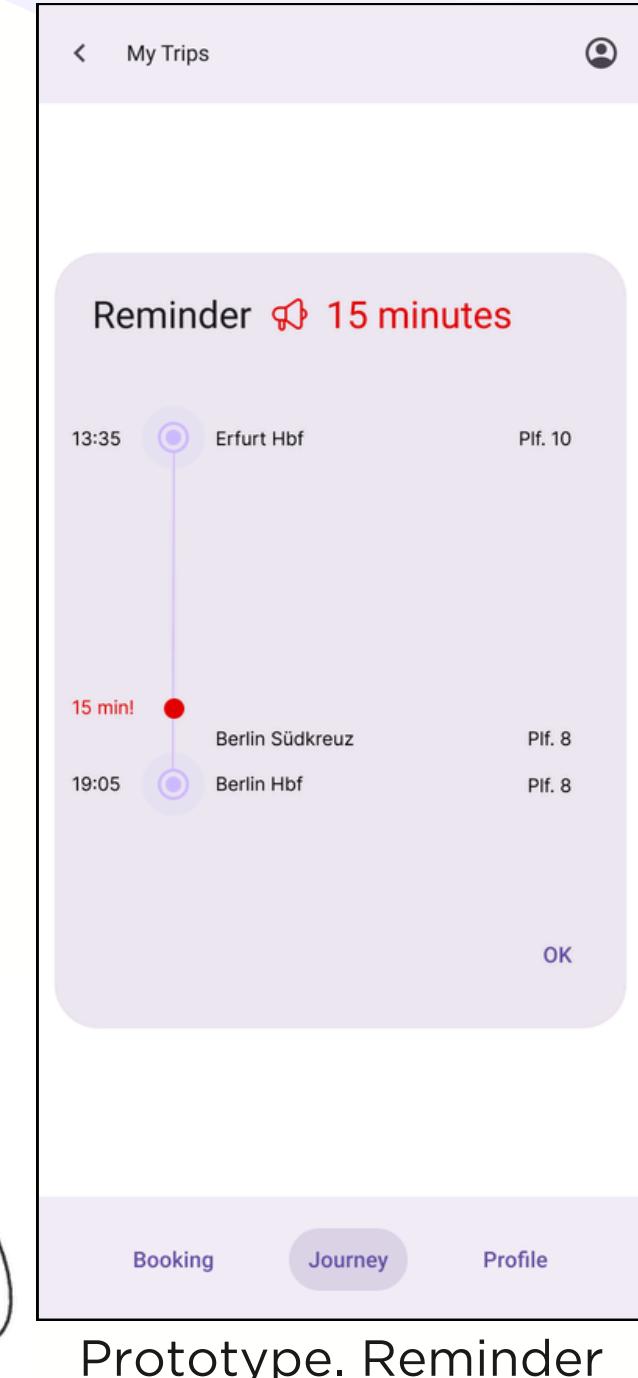
## My Contribution:

- Conducted 5 contextual inquiries & observations.
- Facilitated interpretation sessions & affinity diagramming.
- Ran Wall Walk & Cool Drilldown workshops with stakeholders.
- Developed low-fidelity wireframes for top solutions.

## Affinity Diagram



## Wall Walk



Prototype. Reminder

# Case study 1: Improving Deutsche Bahn Passenger Experience

Role: UX Researcher & Designer | Team: 5 | Duration: 6 weeks

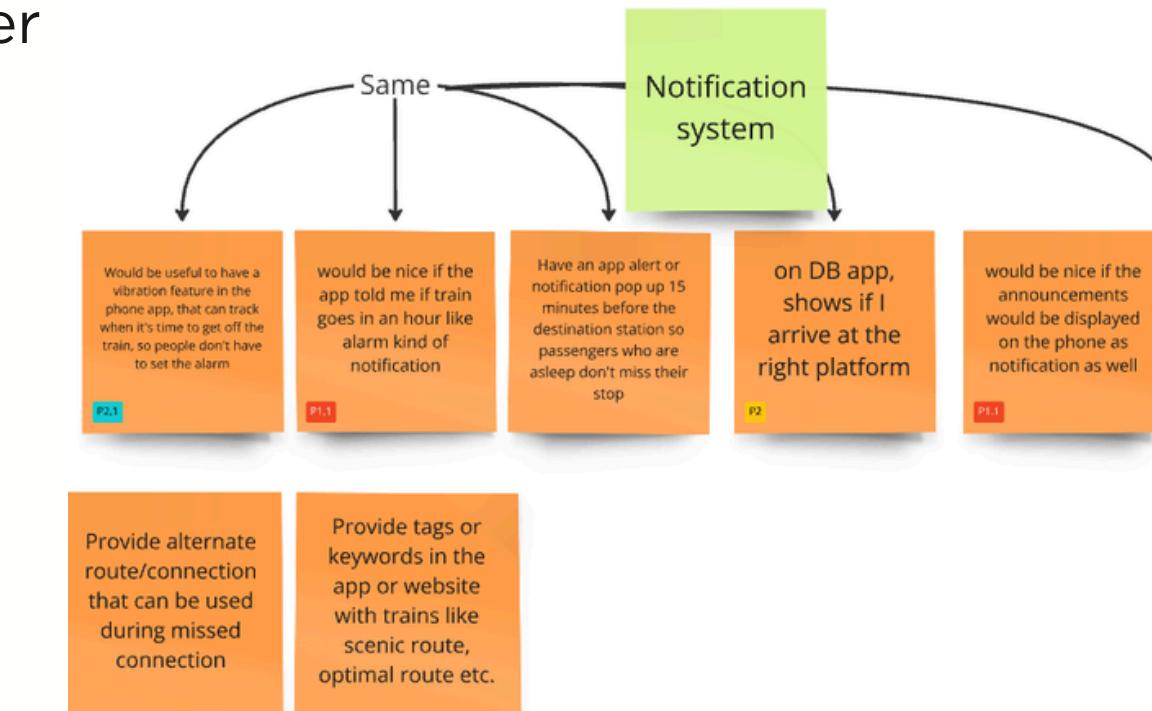
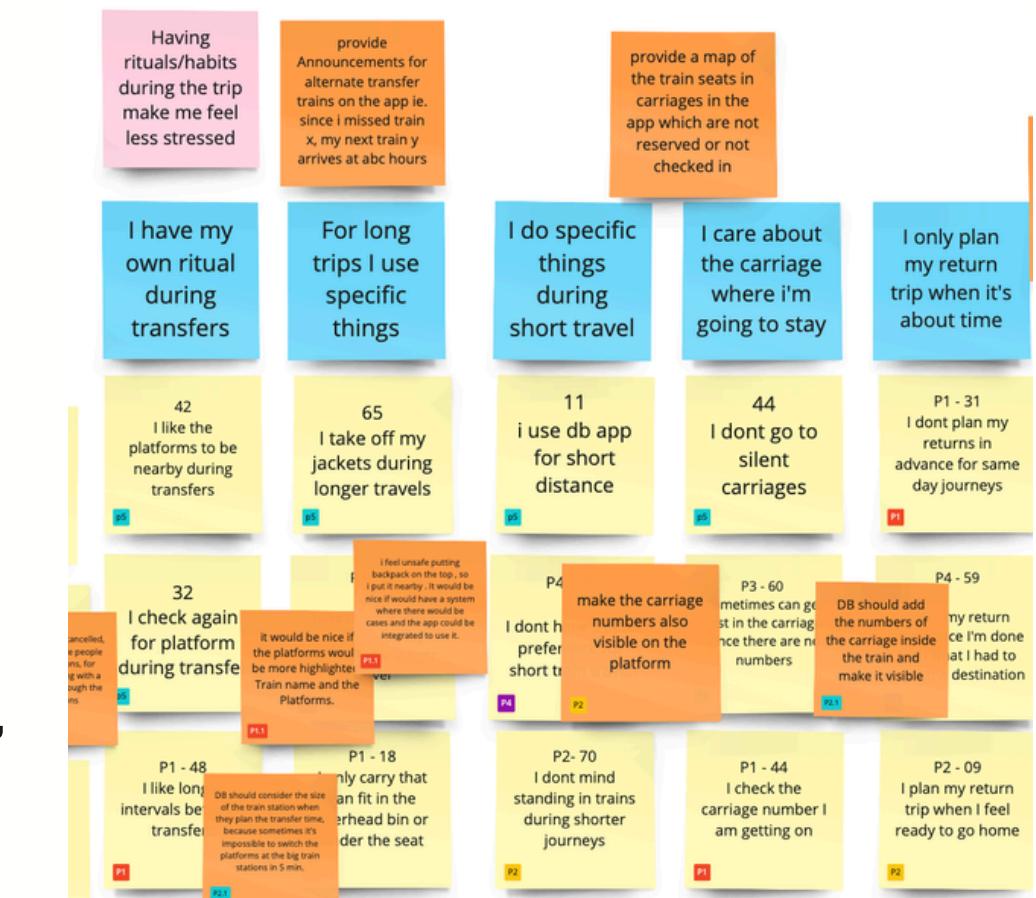
## Process Highlights

- Contextual Inquiry: 5 passengers, journeys observed
- Interpretation Session: 100+ insights grouped
- Affinity Diagram: Key themes — language barriers, route flexibility
- Co-Creation: Wall Walk & Cool Drilldown workshops
- Prototyping: Low-fi wireframes for scenic routes, reminders, alternate tickets

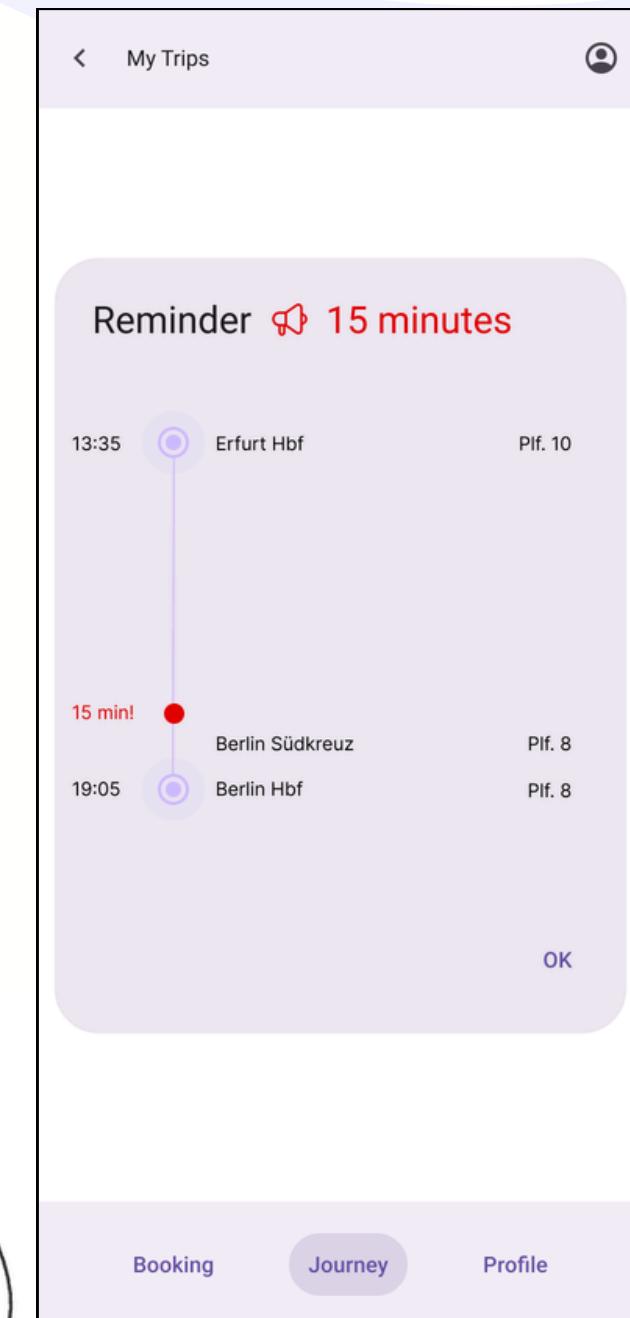
## Impact

- 3 new feature concepts prioritized by DB team for future user testing.
- Process demonstrated the value of contextual research for transport UX.
- Improved trust between passengers and Deutsche Bahn by addressing real needs.

## Affinity Diagram



Wall Walk



Prototype. Reminder

# Case study 2: Unveiling the Digital Footprint on Social Media

Role: UX Researcher | Solo Project | MSc Thesis | Duration: 6 months

## Problem

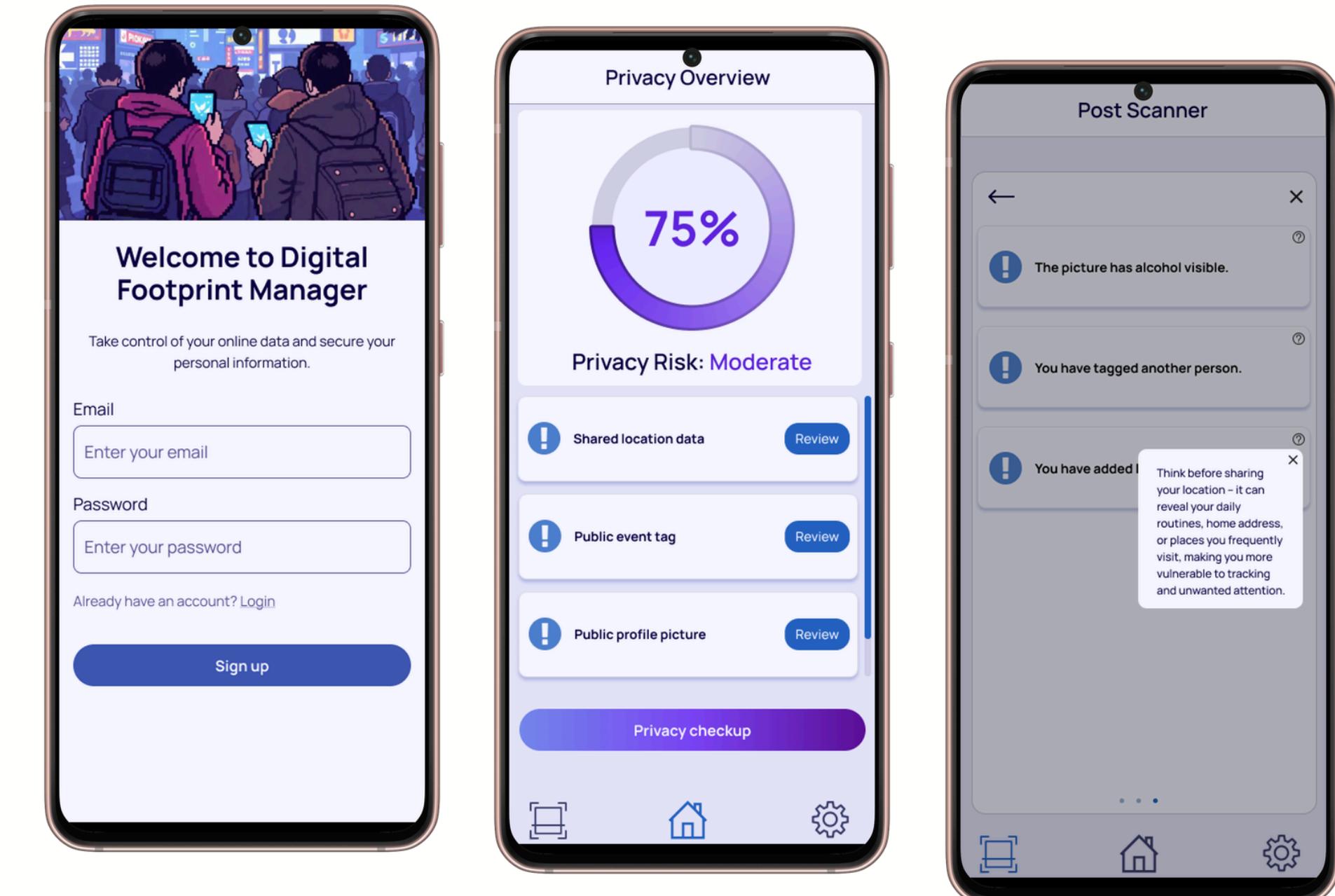
Many social media users unknowingly share personal data despite available privacy controls, putting them at emotional and psychological risk.

## Goal

Understand what personal information users expose on Instagram, explore their awareness and emotional responses, and design an app to help them visualize and manage their digital footprint.

## My Contribution

- Collected and analyzed publicly accessible Instagram data to map exposed info.
- Conducted semi-structured interviews to gather users' emotional reactions and privacy behaviors.
- Performed reflexive thematic analysis to extract key insights.
- Designed and prototyped a mobile app with real-time privacy risk feedback.



# Case study 2.0: Unveiling the Digital Footprint on Social Media

Role: UX Researcher | Solo Project | MSc Thesis | Duration: 6 months

## Key Insights

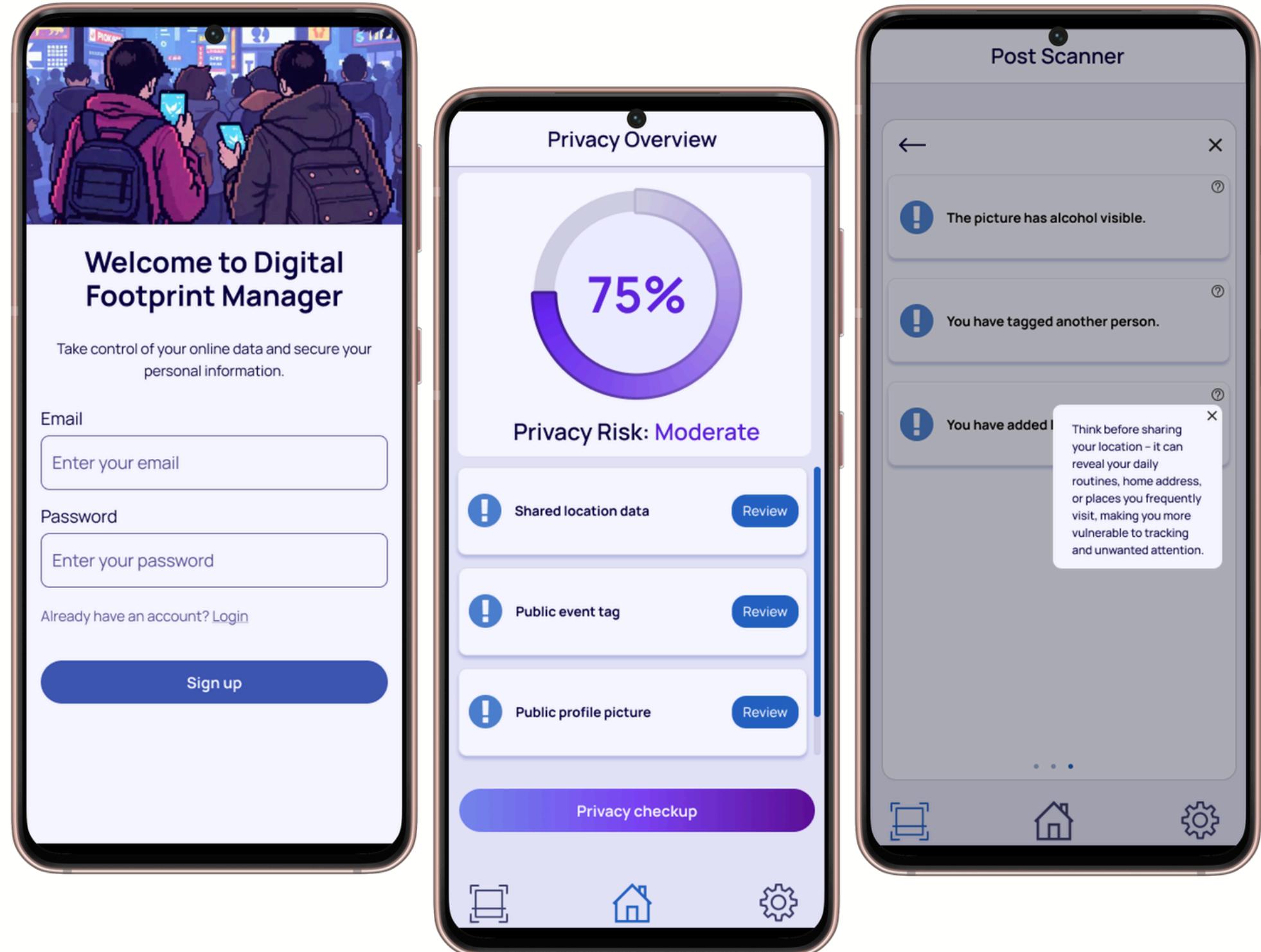
- Many users underestimated their digital exposure (location, health, relationship status, politics).
- Reactions included surprise, discomfort, anxiety.
- Coping strategies: self-censorship, selective sharing, archiving old posts.
- Users wanted clear, visual tools to understand what's public.

## Prototype Highlights

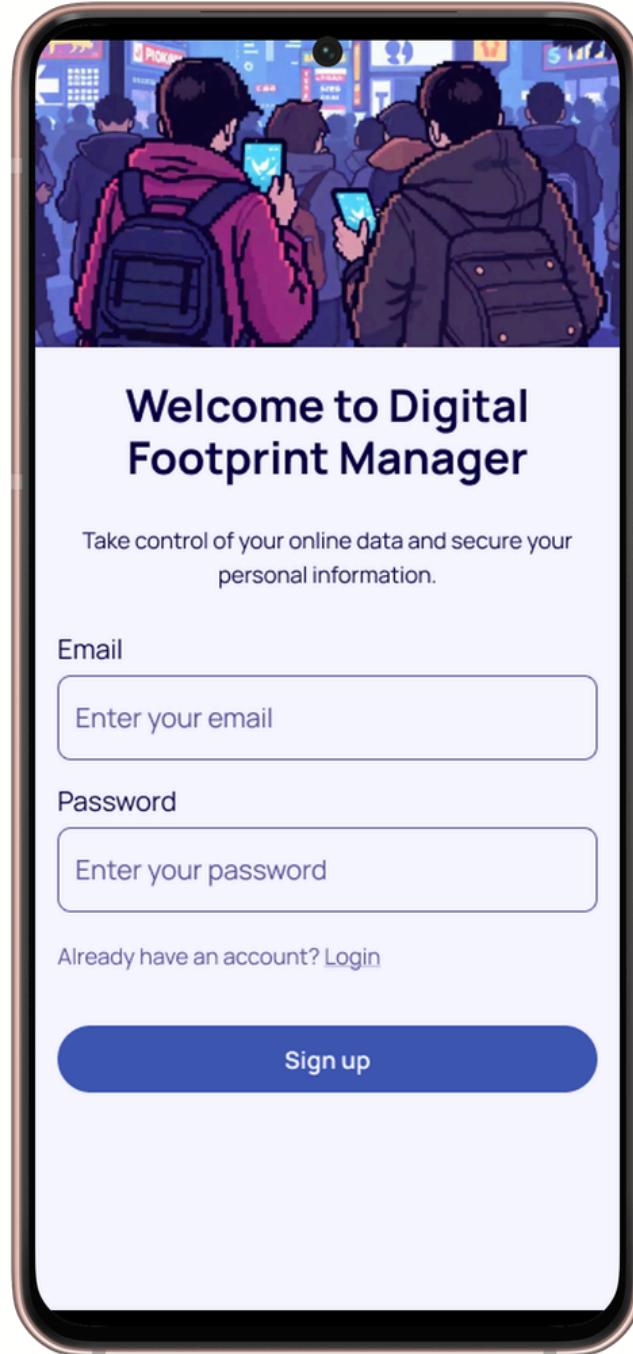
- Login & Connect Accounts — simple onboarding flow.
- Dashboard — privacy overview by platform.
- Post Scanner — detects risks before posting.
- Report Generator — personalized privacy reports.

## Impact

- Raised user awareness of real risks through visual design.
- Empowered people to control and manage their online presence.
- Prototype forms the basis for future privacy education tools.

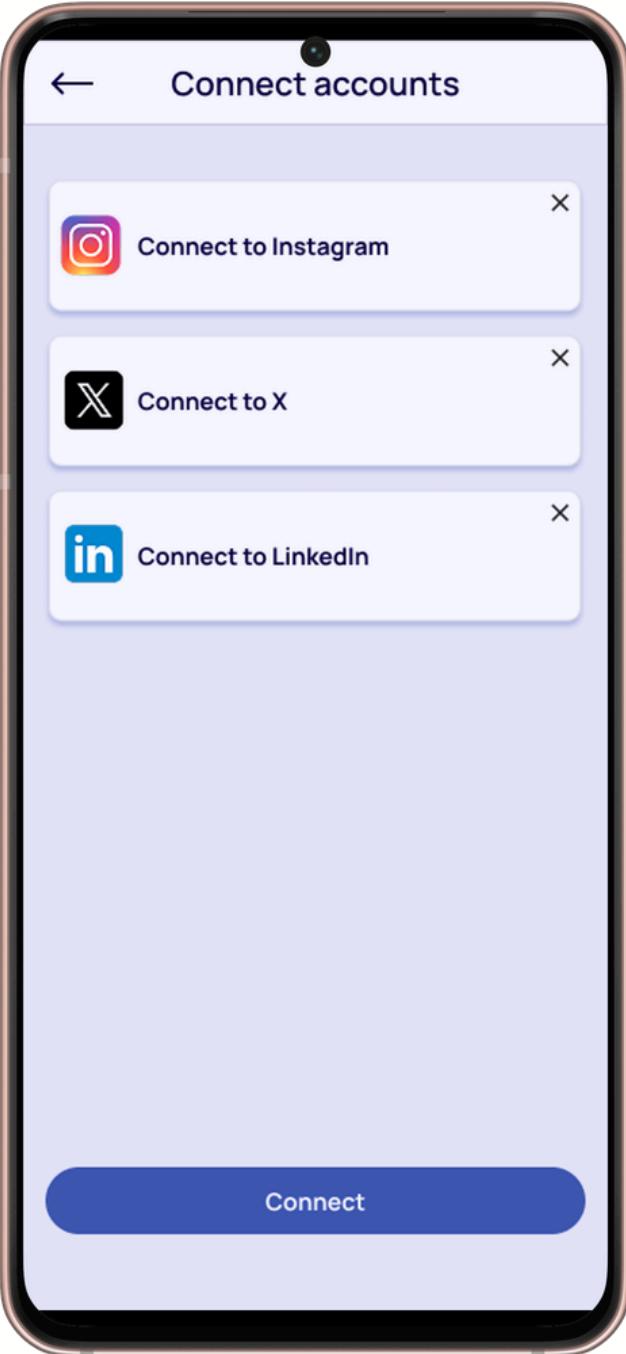


# The prototype - Mobile App



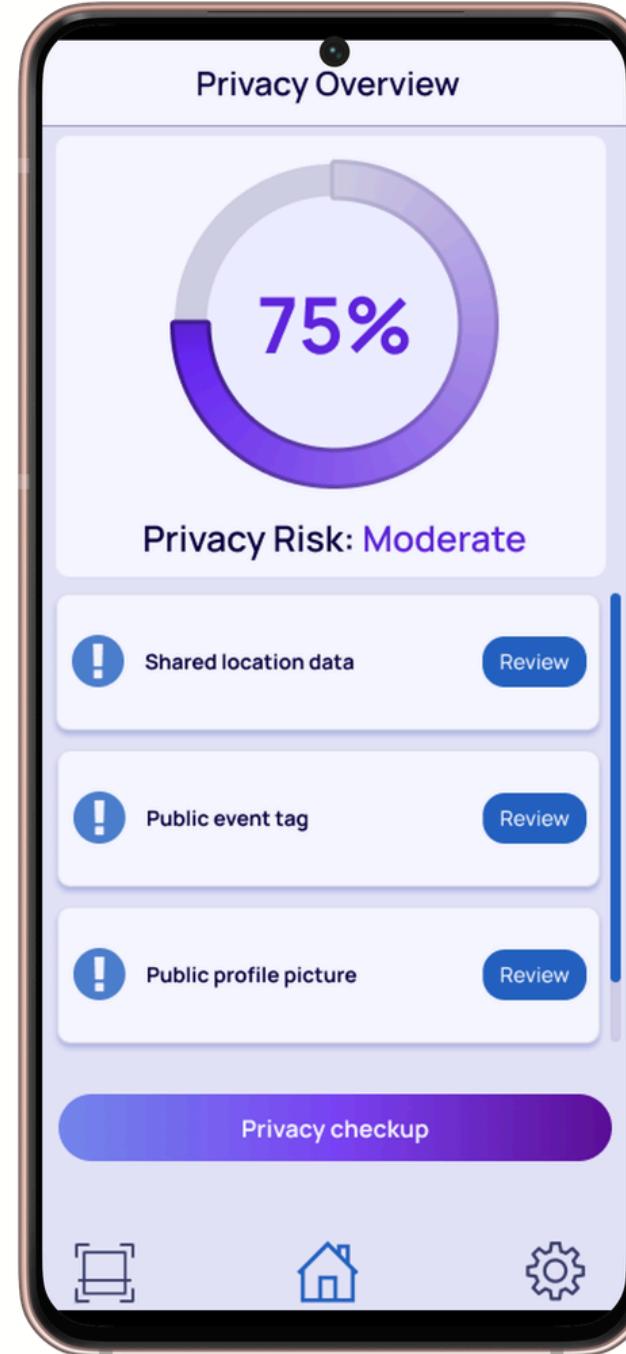
## Login Screen

Provides users with a secure and minimalist interface to sign in or register for the app.



## Connect Accounts

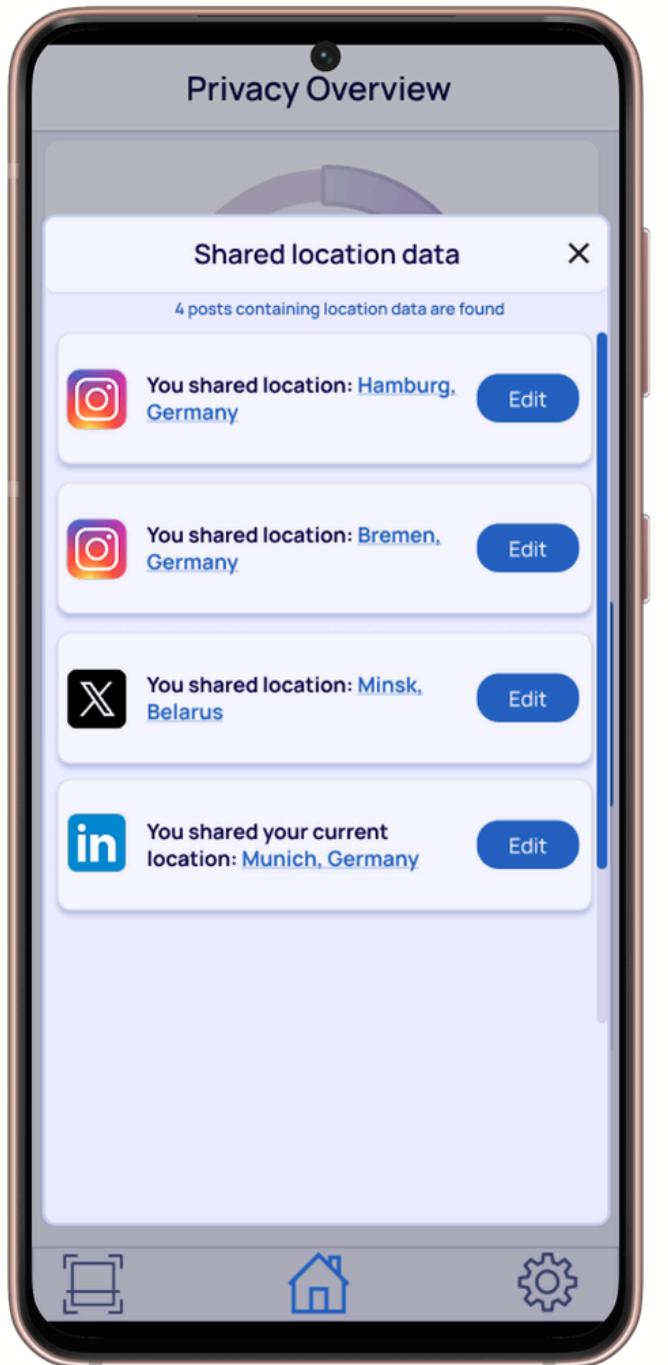
Lets users select which social media platforms (e.g., Instagram, Twitter) they want to analyze for digital footprint insights.



## Dashboard / Privacy Overview

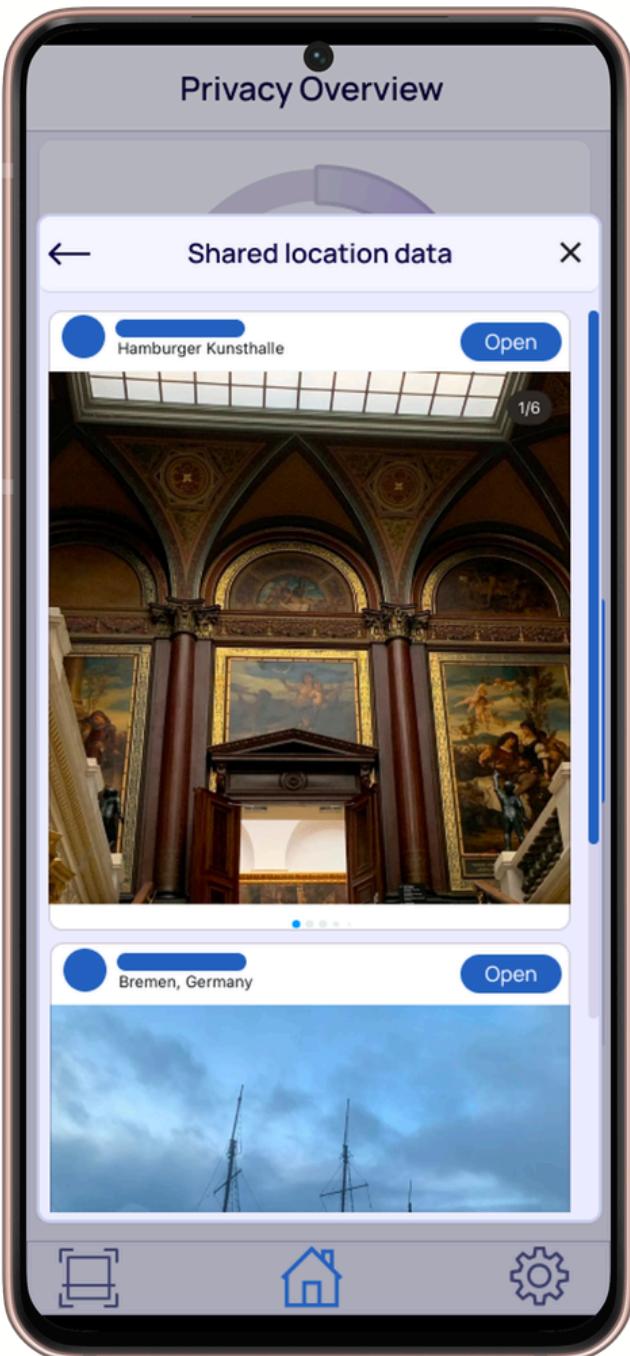
Displays a summary of detected privacy risks across connected platforms with the option to review specific issues.

# The prototype - Mobile App



## Shared Location Data

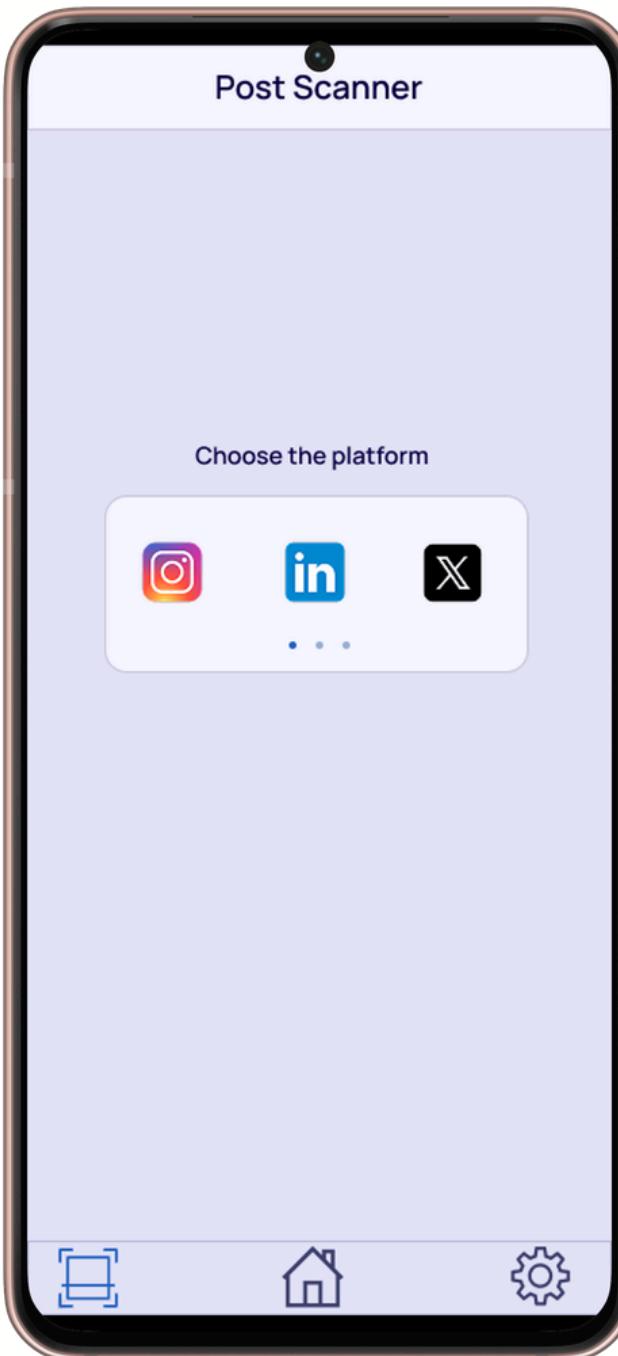
Shows a categorized list of posts where the user's location was exposed, organized by platform.



## Preview of Shared Information

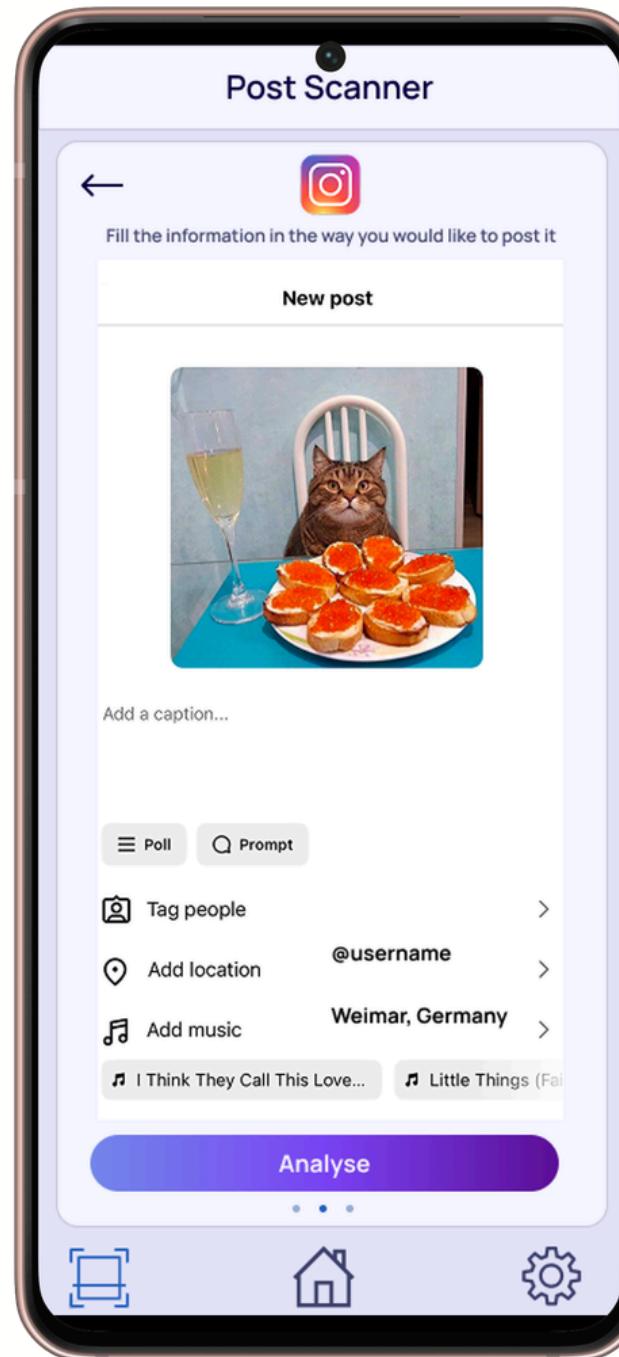
Allows users to review Instagram posts containing location tags with options to edit or delete them directly.

# The prototype - Mobile App



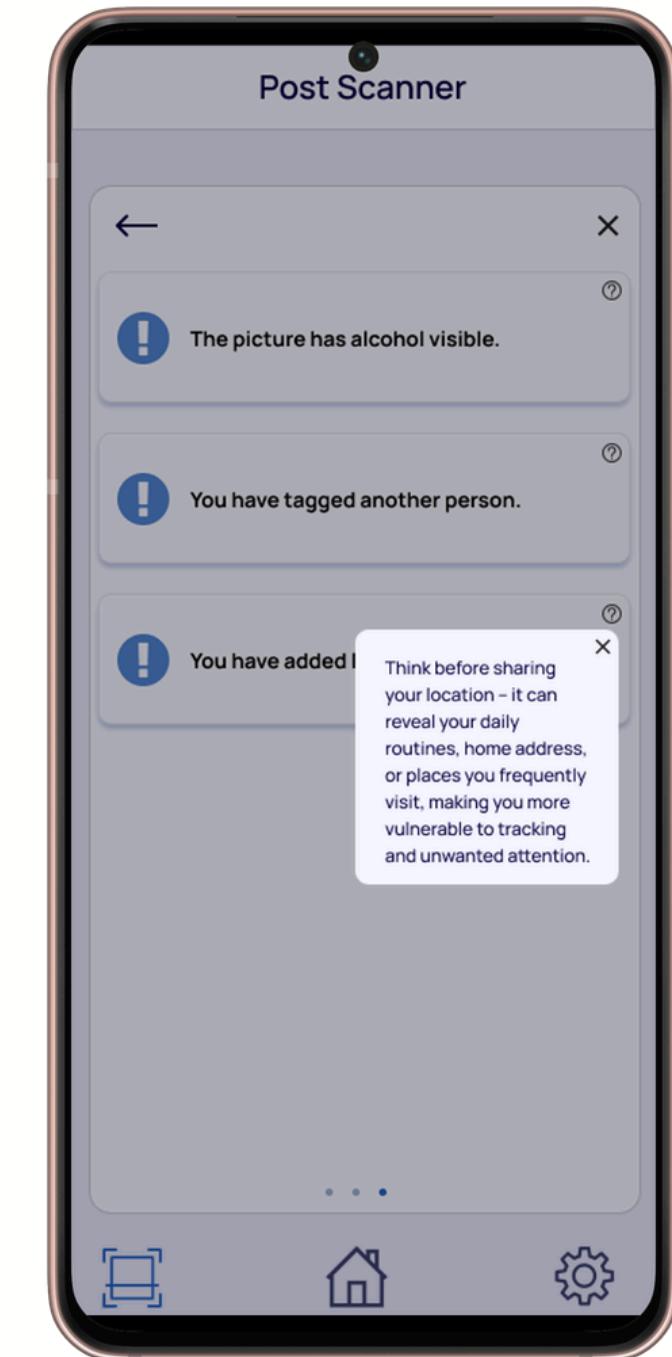
## Post Scanner

Simulates a posting interface where users can preview their post and receive real-time risk alerts.



## Post Simulation

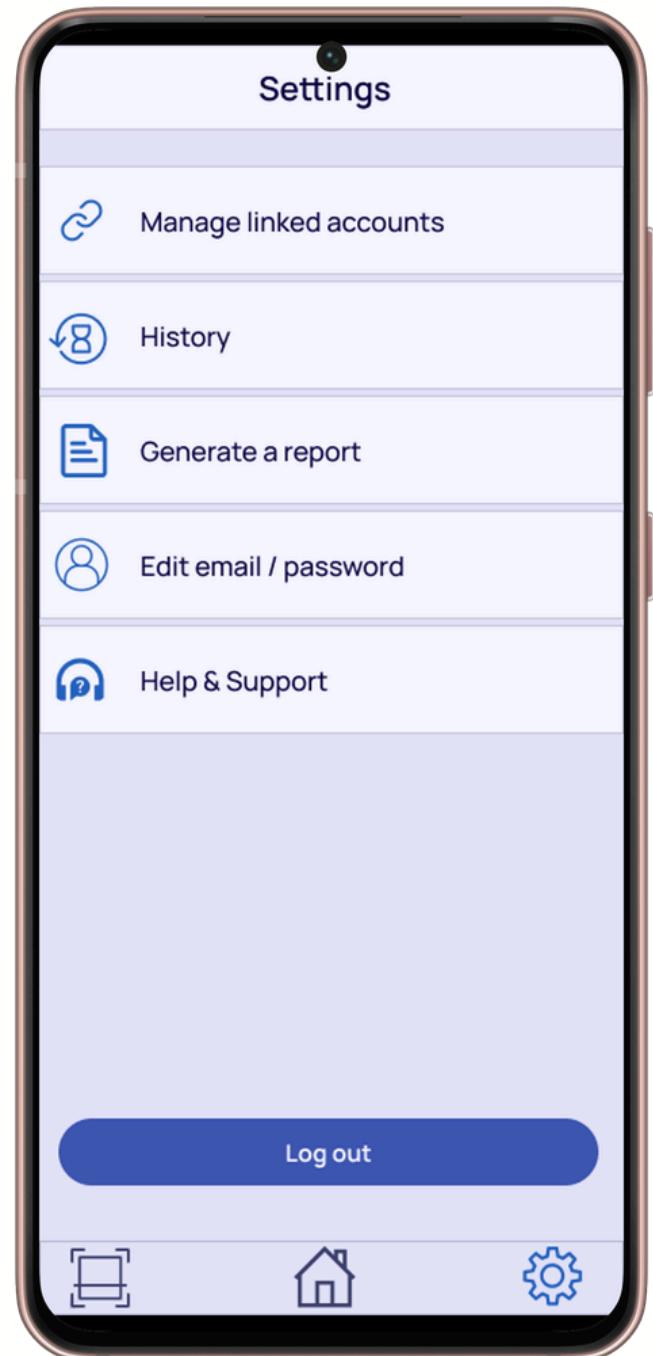
Visually replicates the chosen platform's posting view and highlights potential privacy issues before sharing.



## Appeared Risks & Hints

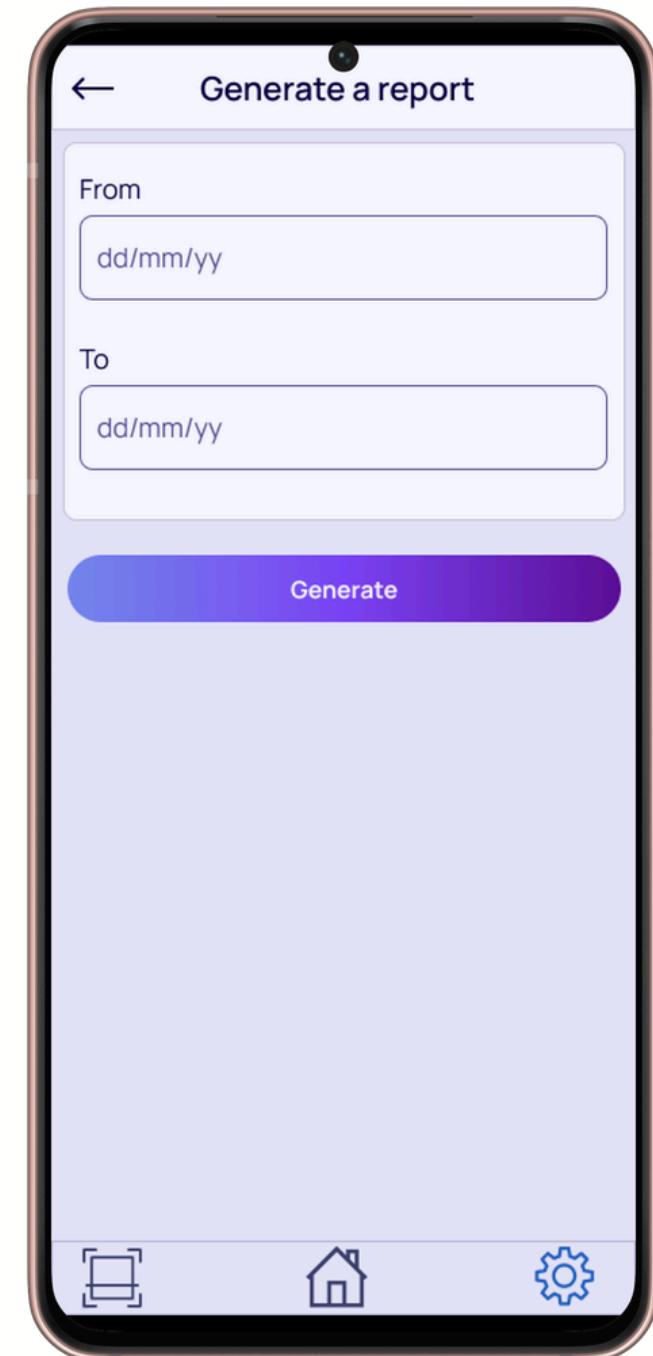
Summarizes the specific privacy threats identified in a post, such as location, personal info, or visibility risks.

# The prototype - Mobile App



## Settings

Gives users control over connected accounts, privacy checkup history, report generation, and app preferences.



## Report Screen

Generates a personalized, downloadable privacy report that visualizes the user's digital footprint and tracks changes over time.

# Case study 2.1: TraceLess: The Overshared Self

Role: UX Researcher, Data Analyst, UX/UI Designer | Solo Project | MSc Thesis | Duration: approx. 30 hours

## Project Overview

TraceLess is a privacy analytics dashboard designed to help users understand and manage their digital exposure. The project explores how easily publicly available information can be aggregated into a personal exposure profile.

This work is a continuation of my master's thesis, which focused on user awareness of personal data exposure, privacy behaviors, and designing tools to visualize and control one's digital footprint.

### Key objectives:

- Quantify the user's digital exposure from multiple sources.
- Provide actionable insights for risk mitigation.
- Create a clear, engaging interface to communicate complex privacy data.



TraceLess: Dashboard Screen

# Research and Insights

## Research Methods:

- User interviews and surveys with participants on their awareness of data exposure.
- Thematic coding of qualitative data into structured variables:
  - Awareness Level
  - Surprise Level
  - Desire for Control
  - Emotional Reaction

## Insights:

- Users often underestimate the scale of publicly available personal data.
- Despite awareness, users are not always surprised by the aggregated results.
- There is a strong desire for transparency and control over one's digital footprint.

## Quantitative Reinforcement:

- External datasets from social media and privacy studies were integrated to validate patterns.



TraceLess: Dashboard Screen

# Personas



## The Anxious User

### Behavior & Attitudes:

- Frequently checks privacy settings but lacks a systematic approach.
- Hesitant to post new content online without evaluating potential risks.
- Prefers simple, actionable guidance over technical explanations.

### Frustrations:

- Surprised by how much personal data is publicly available.
- Overwhelmed by complex privacy settings and scattered information.
- Anxiety over not knowing who can access their data or how it's being used.

### Goals:

- Reduce their digital footprint across social media and online services.
- Regain a sense of control over personal information.
- Avoid potential negative consequences of overexposure (e.g., targeted ads, identity misuse).



## The Conscious Analyst

### Behavior & Attitudes:

- Enjoys exploring dashboards, metrics, and visualizations.
- Proactively experiments with privacy settings and tracking tools.
- Values clarity, measurable insights, and evidence-based decision-making.

### Frustrations:

- Existing tools provide limited or opaque insights.
- Difficult to quantify the impact of shared data across multiple platforms.
- Manual monitoring is time-consuming and fragmented.

# Data Architecture & Analysis

## Core Entities:

- User
- Data Source (e.g., Instagram, LinkedIn, Google, Forums)
- Data Point
- Connection
- Risk Weight
- **Exposure Score**
- Sensitivity: 1–5
- Visibility: public / indexed / searchable
- Cross-linkability: ability to link across datasets
- Normalized to 0–100

## Graph Construction:

- Nodes: Person, Platforms, Articles, Forums
- Edges: Found via, Cross-referenced, Shared attribute
- Node size = risk, Node color = risk level (red/amber/green)
- Edges vary in thickness according to connection strength

## Python Tools Used:

- pandas, networkx, plotly

$$\text{Exposure Score} = \Sigma (\text{Data Sensitivity} \times \text{Visibility} \times \text{Cross-linkability})$$

# UX & Interface Design

## Core User Flows:

### Dashboard:

- Shows Exposure Score prominently
- Risk distribution by platform (Google, Forum, LinkedIn, Article, X, Instagram)
- Timeline of discovery over time
- Quick overview with a network preview

### Graph View:

- Interactive network graph
- Hover tooltips for nodes: exposure score, platform, type
- Right panel: detailed node info and recommended actions
- High-risk nodes highlighted with glow and red color

### Risk Breakdown:

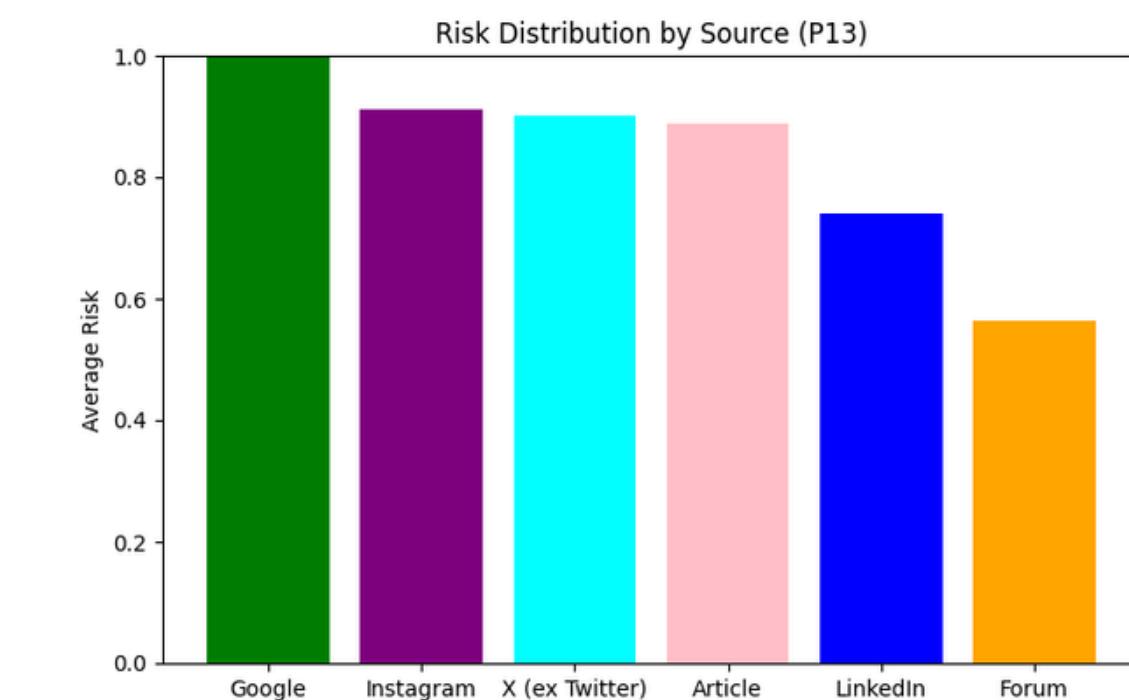
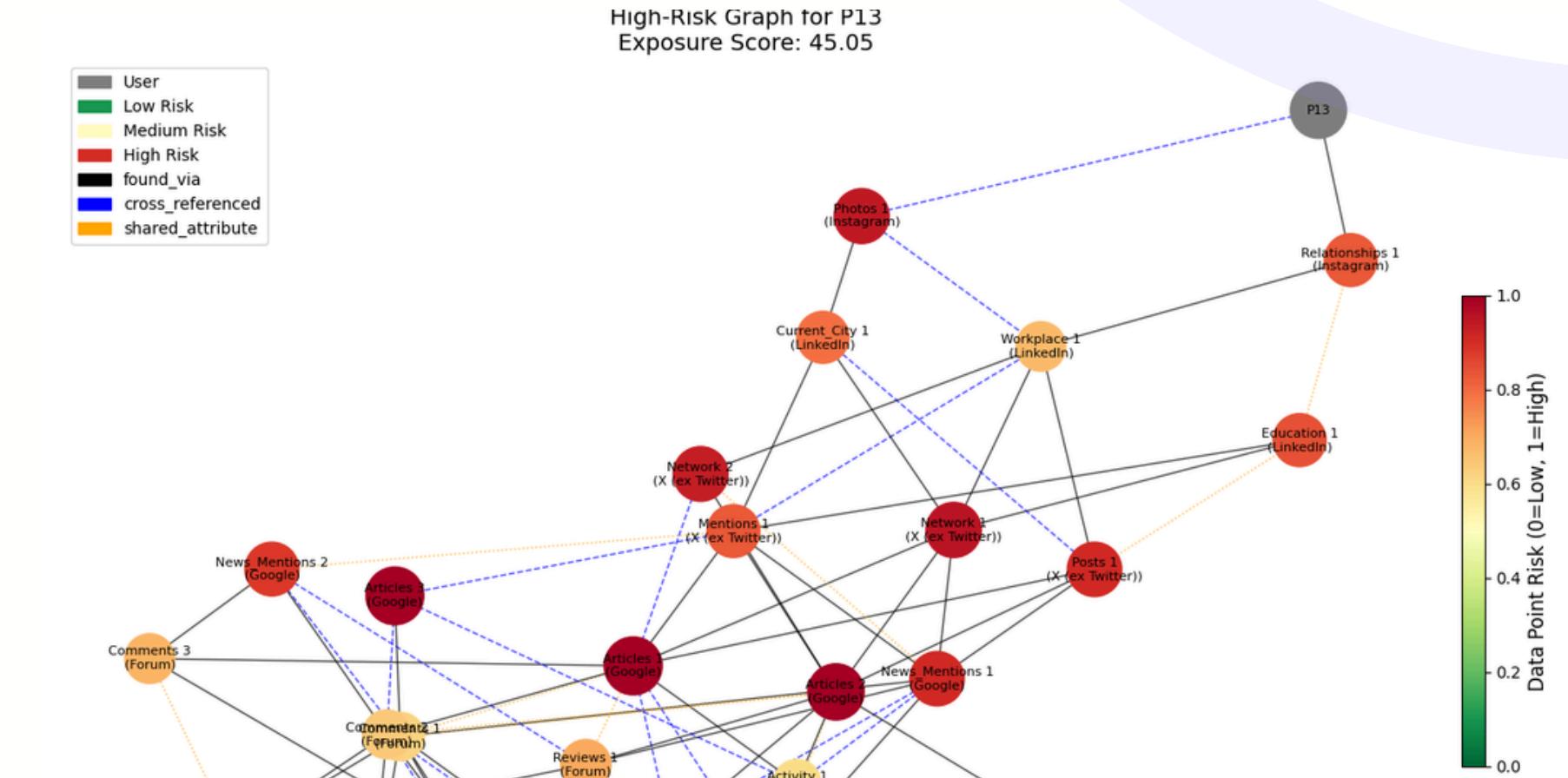
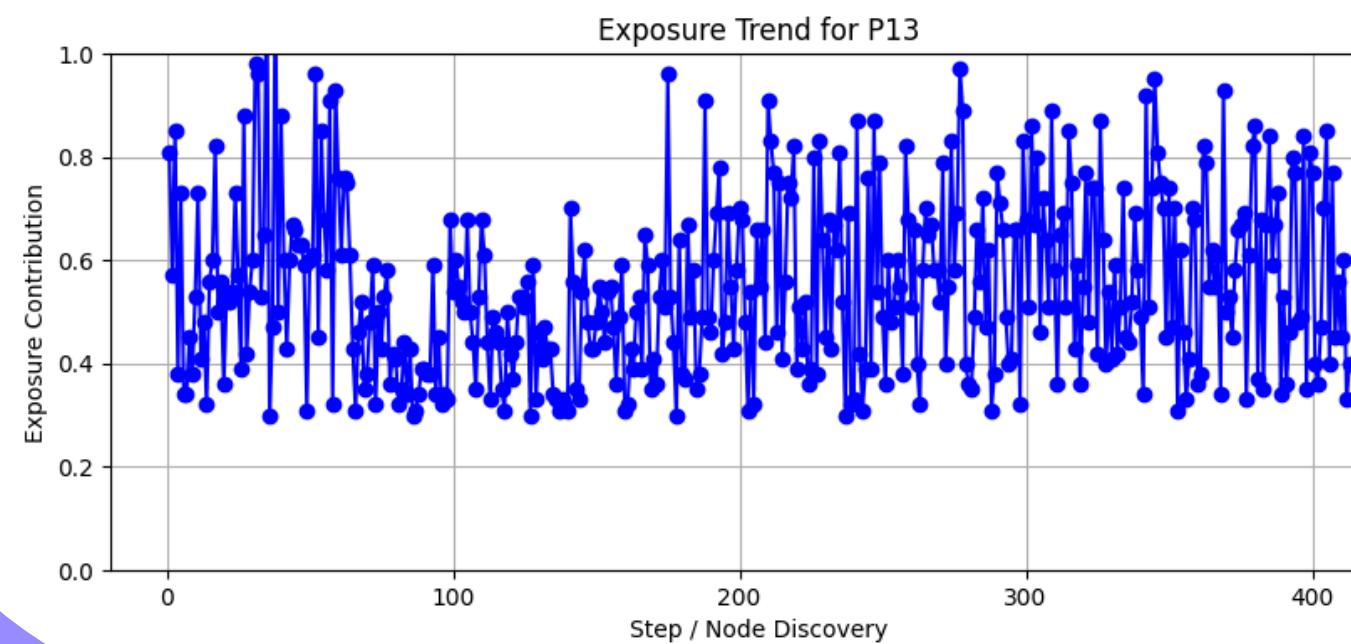
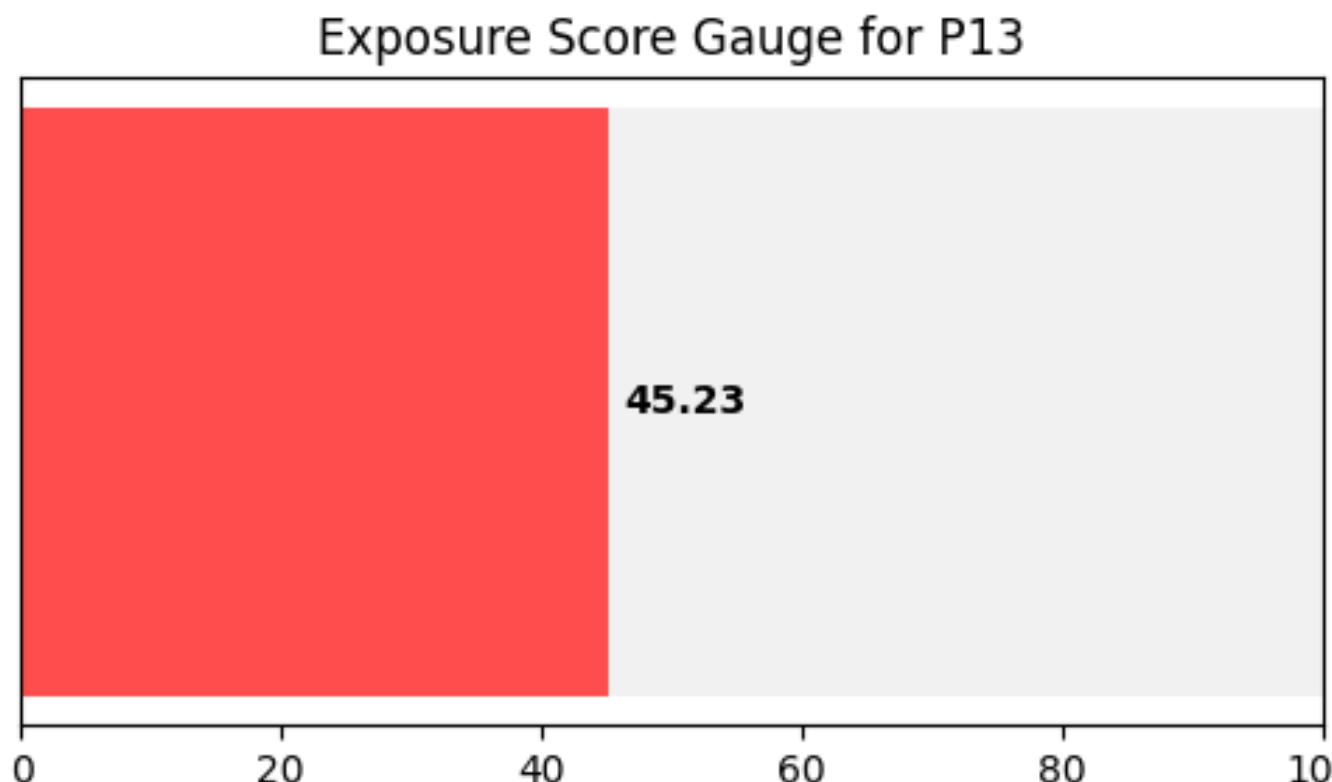
- Table showing all data points, their risk level, and suggested actions
- Filters by risk level and source
- Color-coded badges and platform-specific colors for clarity

### Design Style:

- Dark theme (deep navy) with electric cyan accents
- Clean, professional SaaS look
- Risk color coding: red (high), amber (medium), green (low)
- Platform colors: Google – green, Forum – yellow, LinkedIn – blue, Article – pink, X – sky blue, Instagram – orange

# Visualisation Assets

All visualizations were generated using Python and incorporated into the UI as static or interactive components for portfolio presentation.

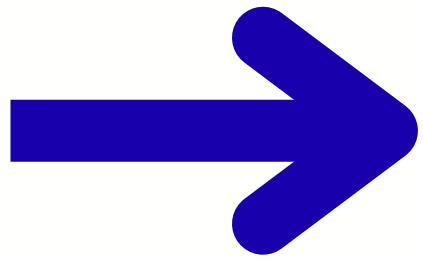


## Outcome and Reflection

### Result

- Developed a data-driven UX system to visualize personal digital exposure.
- Created high-fidelity UI designs to communicate complex privacy information in an accessible way.
- Strengthened skills in data analysis, network visualization, and interface design.
- Produced a project that combines UX design with quantitative reasoning — a continuation and applied extension of my master's thesis research.

### Final Design



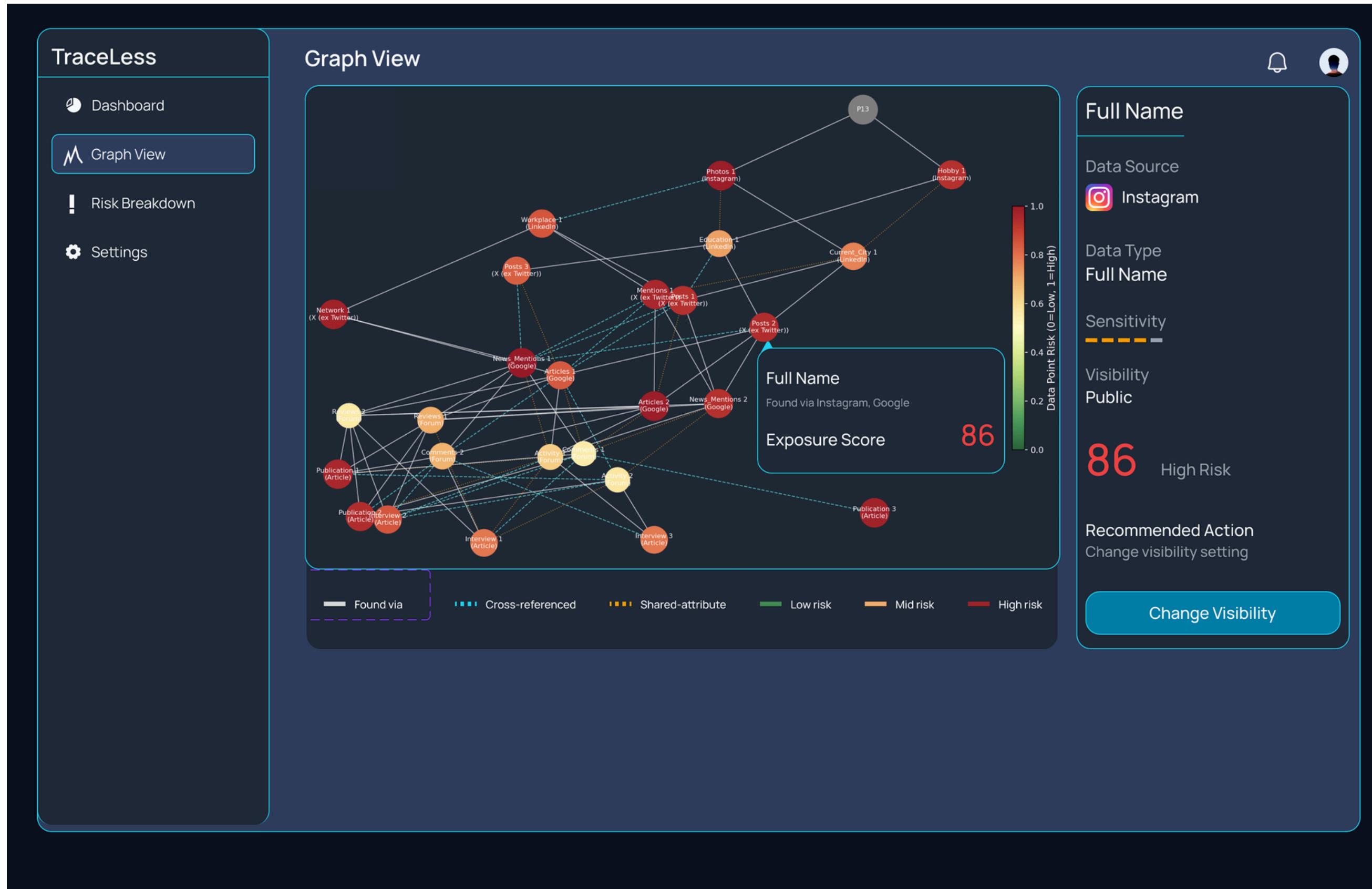
### Tools & Technologies

- Python: pandas, networkx, plotly
- Figma: interface design, layout, components
- Data Sources: participant datasets, social media, privacy studies

# Final Design - Dashboard Screen



# Final Design - Graph View



# Final Design - Risk Breakdown

TraceLess

- Dashboard
- Graph View
- Risk Breakdown
- Settings

Risk Breakdown

Filter by risk ▾ Filter by source ▾

Source	Data Type	Sensitivity	Visibility	Risk Level	Recommended Action
Instagram	Full Name	-----	Public	74 Mid Risk	Change Visibility
LinkedIn	Location	-----	Indexed	91 High Risk	Change Visibility
Google	Birthday	- - - - -	Public	23 Low Risk	Update Account Info
Forum	Phone Number	-----	Public	96 High Risk	Change Visibility
Forum	Email	-----	Public	53 Mid Risk	Delete Old Posts
Forum	Username	- - - - -	Indexed	17 High Risk	Change Visibility

# Research Project: The Effect of Beauty Filters on Perceived Attractiveness

Role: UX Researcher | Team: 6 | Duration: 3 months

## Problem

Social media filters are widely used but can distort perceptions of attractiveness and self-image. How do different filter strengths affect how attractive faces are perceived, consciously and unconsciously?



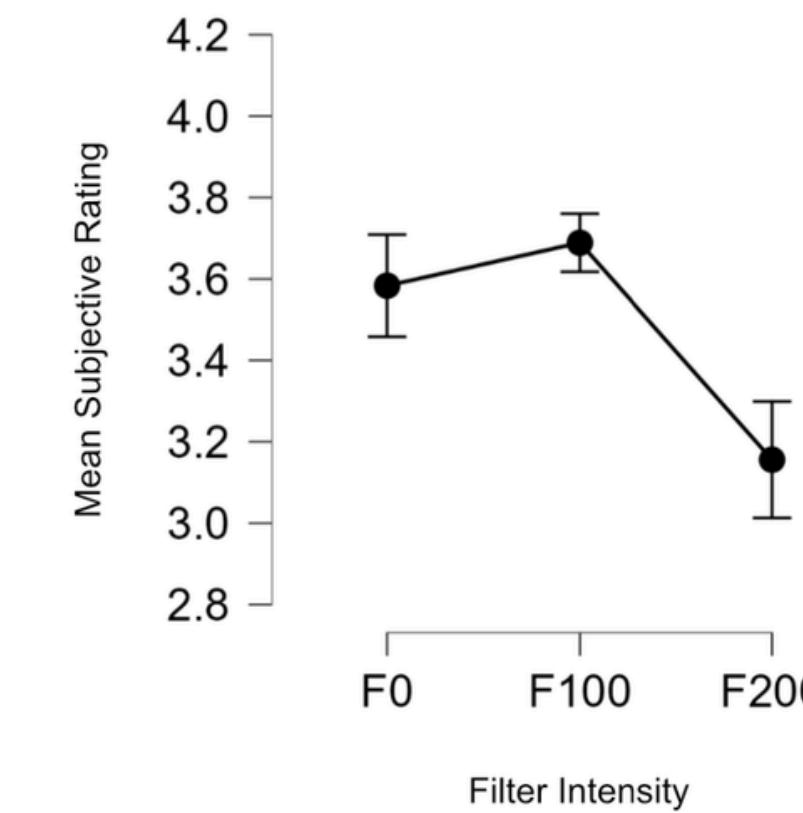
**Autogenerated Picture in three different Filter Intensities (0%, 100%, 200%)**

## Goal

Measure the effect of beauty filter intensity on subjective attractiveness ratings and physiological responses (pupil dilation).

## Study Design

- Within-subject design: 16 participants, 3 filter intensities (0%, 100%, 200%).
- AI-generated images from [thispersondoesnotexist.com](http://thispersondoesnotexist.com).
- Participants rated photos on a 7-point scale while eye-tracking measured pupil responses.



**Fig. 4. Mean subjective ratings for each filter intensity**

*Note:* F0 = no filter; F100 = filter intensity of 100%; F200 = filter intensity of 100%; Subjective rating range: 1-7.

# Research Project: The Effect of Beauty Filters on Perceived Attractiveness

Role: UX Researcher | Team: 6 | Duration: 3 months

## Key Insights

Intermediate filter (100%) increased attractiveness.  
Overly strong filters (200%) reduced perceived trust and authenticity.  
Pupil dilation correlated with subjective ratings — validates physiological measures for UX research.

## Implications

Shows how design choices affect user perception and self-image.  
Supports balanced filter design for social media tools.



Autogenerated Picture in three different Filter Intensities (0%, 100%, 200%)

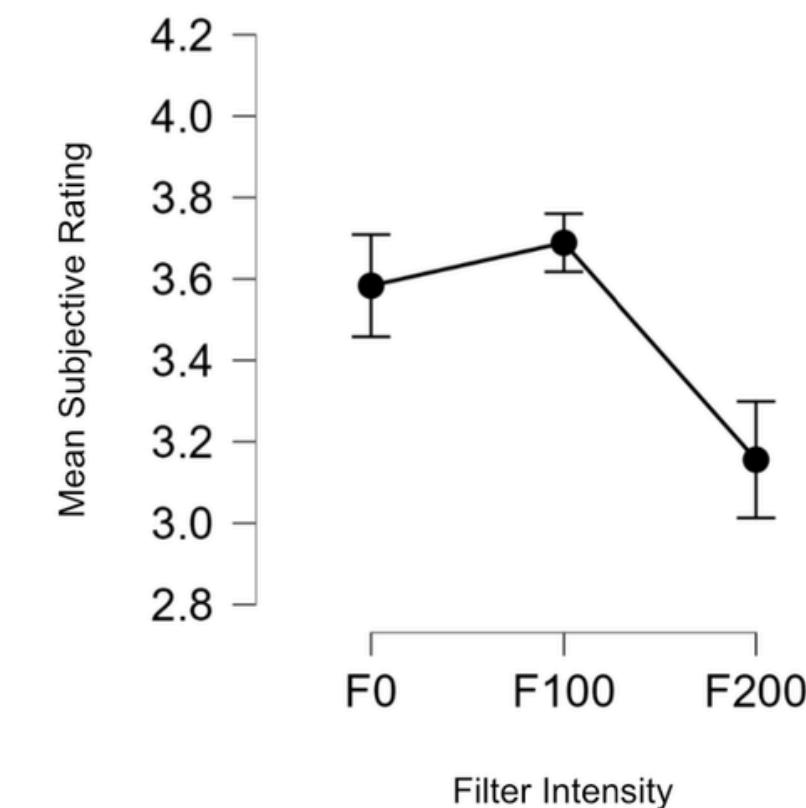


Fig. 4. Mean subjective ratings for each filter intensity

Note: F0 = no filter; F100 = filter intensity of 100%; F200 = filter intensity of 100%; Subjective rating range: 1-7.

# Research Project: The Influence of Familiar vs. Unfamiliar Faces on Eyelid Distance

Role: UX Researcher | Team: 6 | Duration: 4 months

## Problem

Emotional states can be detected through micro-expressions like eyelid distance. Does face familiarity influence eyelid distance, and can this help emotion recognition in HCI?



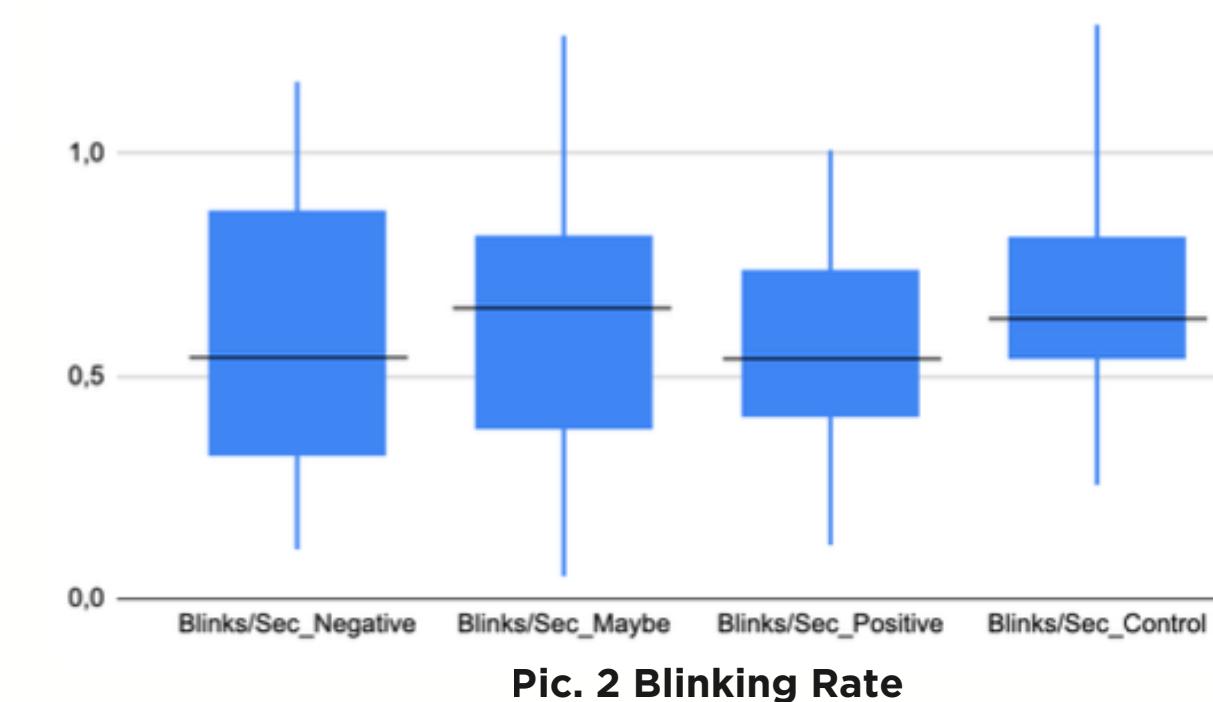
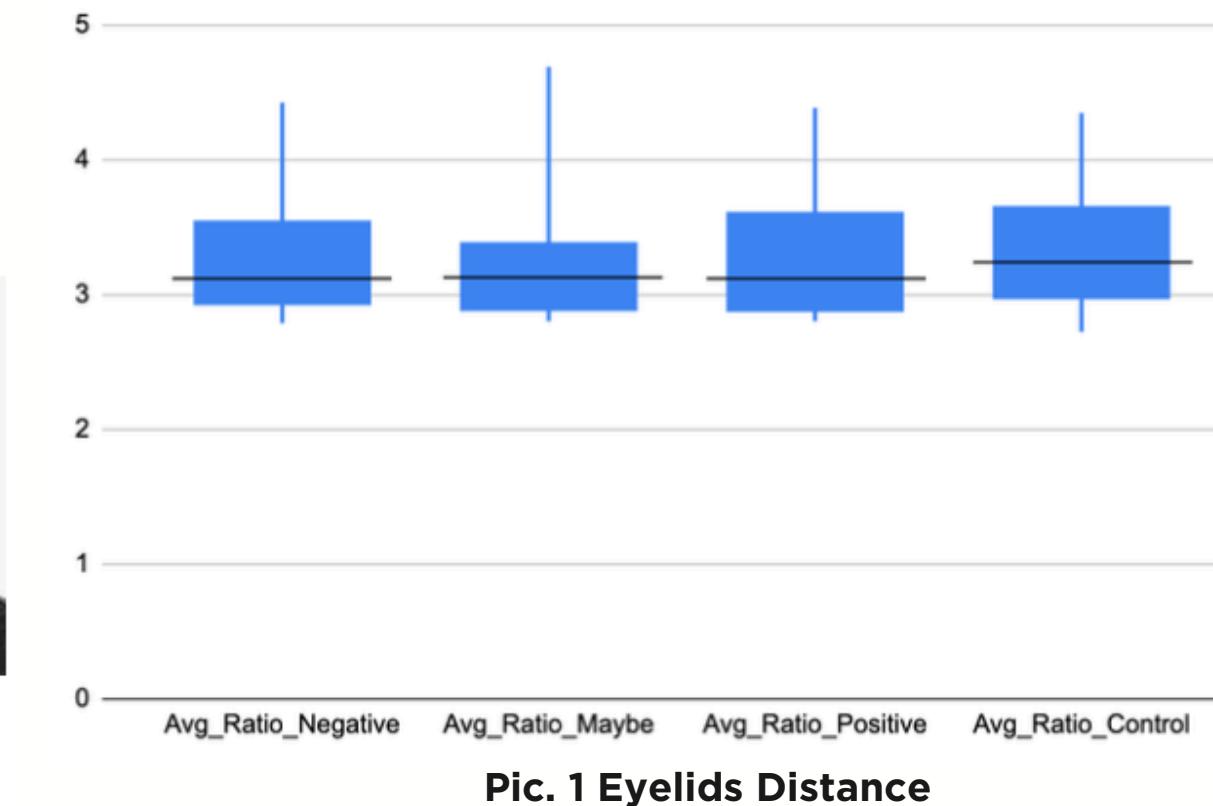
Photos of professors from the Media Faculty of the Bauhaus Universität Weimar

## Goal

Study the interaction between visual stimuli familiarity and eyelid distance in UX emotion research.

## Study Design

- Within-subject 2x3 design.
- 18 students viewed familiar and unfamiliar professor faces.
- Measured eyelid distance and blink rates with Tobii Pro Nano eye-tracker.



# Research Project: The Influence of Familiar vs. Unfamiliar Faces on Eyelid Distance

Role: UX Researcher | Team: 6 | Duration: 4 months

## Key Findings

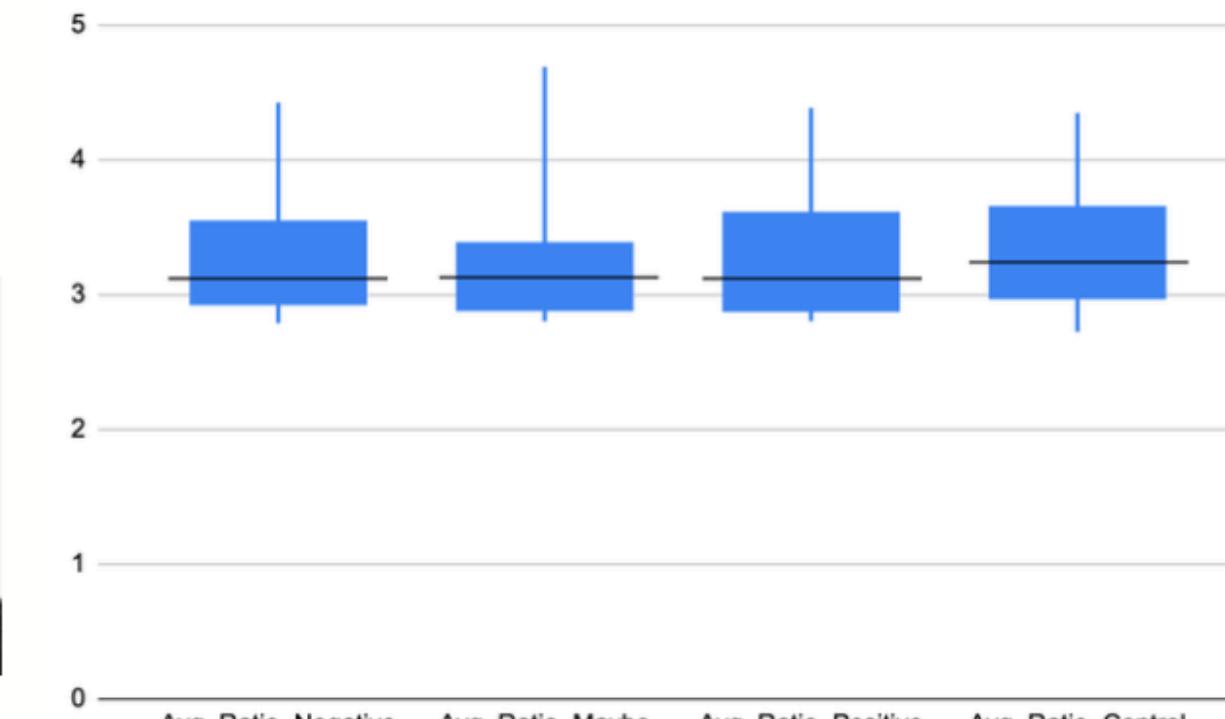
- No significant change in eyelid distance based on familiarity.
- Average eyelid distance: 3.32 mm; blink rate: 0.62 blinks/second.
- Highlights the complexity of using eyelid distance alone for emotional state prediction.

## Insights

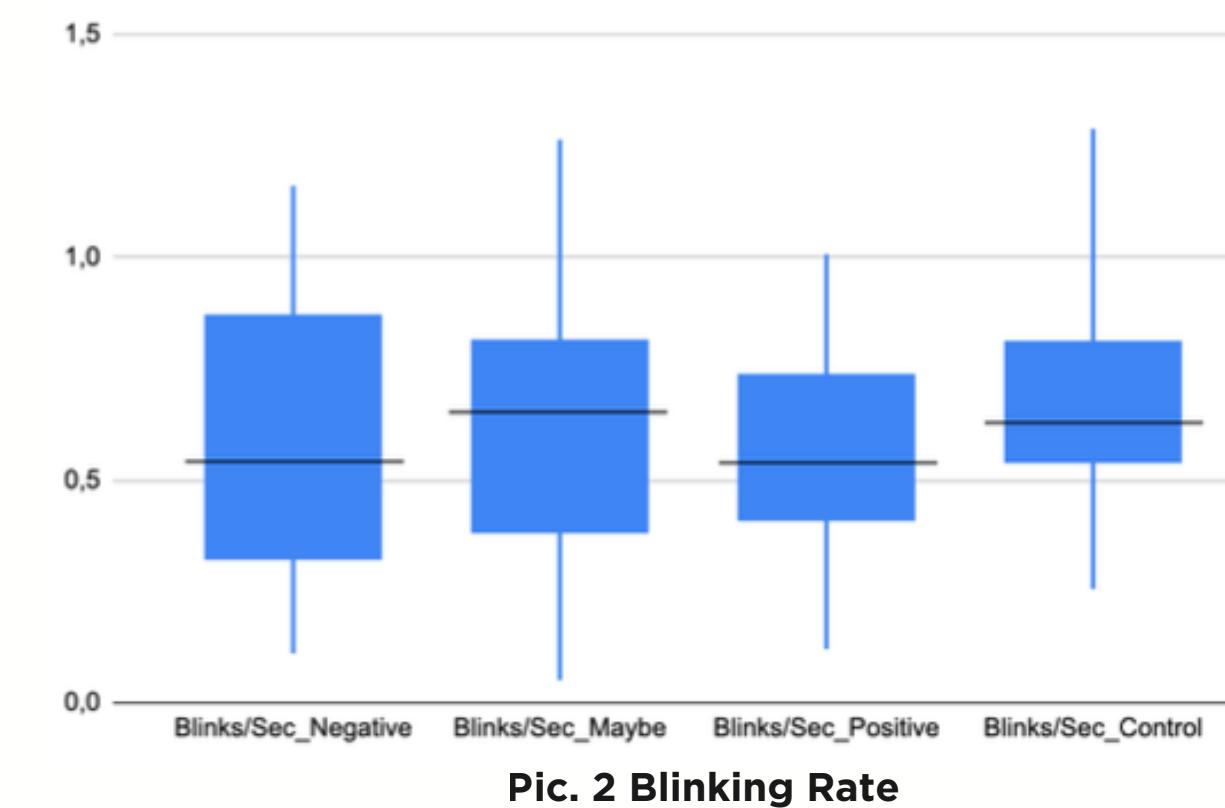
- Adds evidence for careful validation of biometric emotion detection methods.
- Supports future HCI research on multimodal signals.



**Photos of professors from the Media Faculty  
of the Bauhaus Universität Weimar**



**Pic. 1 Eyelids Distance**



**Pic. 2 Blinking Rate**

*Thank you*