

ASHLEY QUINN PORTFOLIO



HELLO,

I am Ashley, a product designer working with mission-driven organizations to solve complex problems through user-centered design.

Most recently, I facilitated product development at Culture Biosciences as their UX Lead. During that time, I defined the product process, mapped the service, and designed a number of the core customer and internal tools.

When I'm not designing you can find me mentoring women and non-binary folx at Hexagon UX and volunteering for the Marine Mammal Center, where I help to track, rescue and rehabilitate sick and injured seals and sea lions.

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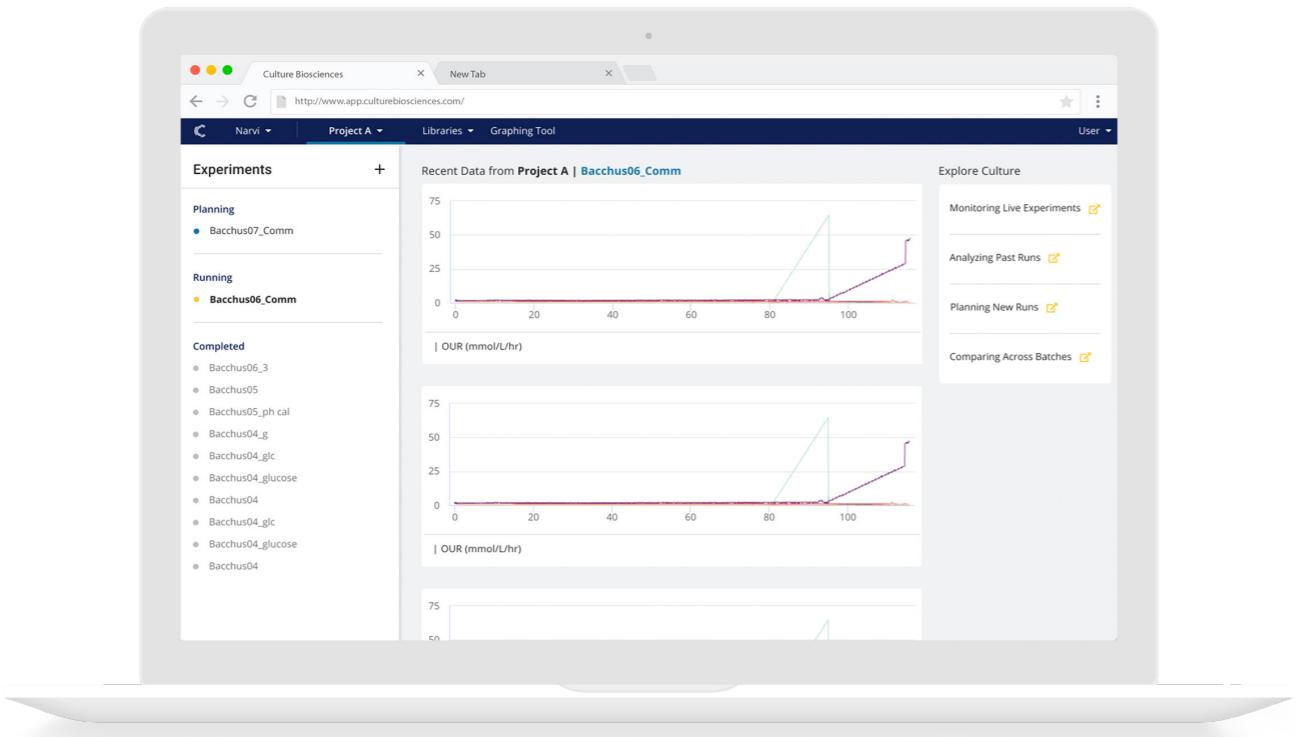
Thank you!

CULTURE BIOSCIENCES

Culture Biosciences offers a lab-for-hire service that enables customers to deal with the constant issue of not having enough time or space in their own labs to efficiently and effectively run experiments. By outsourcing some of their experiments, they can focus on other important aspects of their development cycle like R&D and scaling up for production.

In addition to lab services, there are two main software products: A customer platform where requests are submitted and results are tracked and an internal platform that allows Culture's team of scientists to run experiments on their bespoke cloud bioreactors.

While working with Culture, I led end-to-end design through strategy, research, ideation, design and prototyping. I worked closely with the CEO and CTO to understand business goals, the engineering team to understand technical constraints, Product Management to identify user needs and define project goals, and the internal science team to identify pain points.



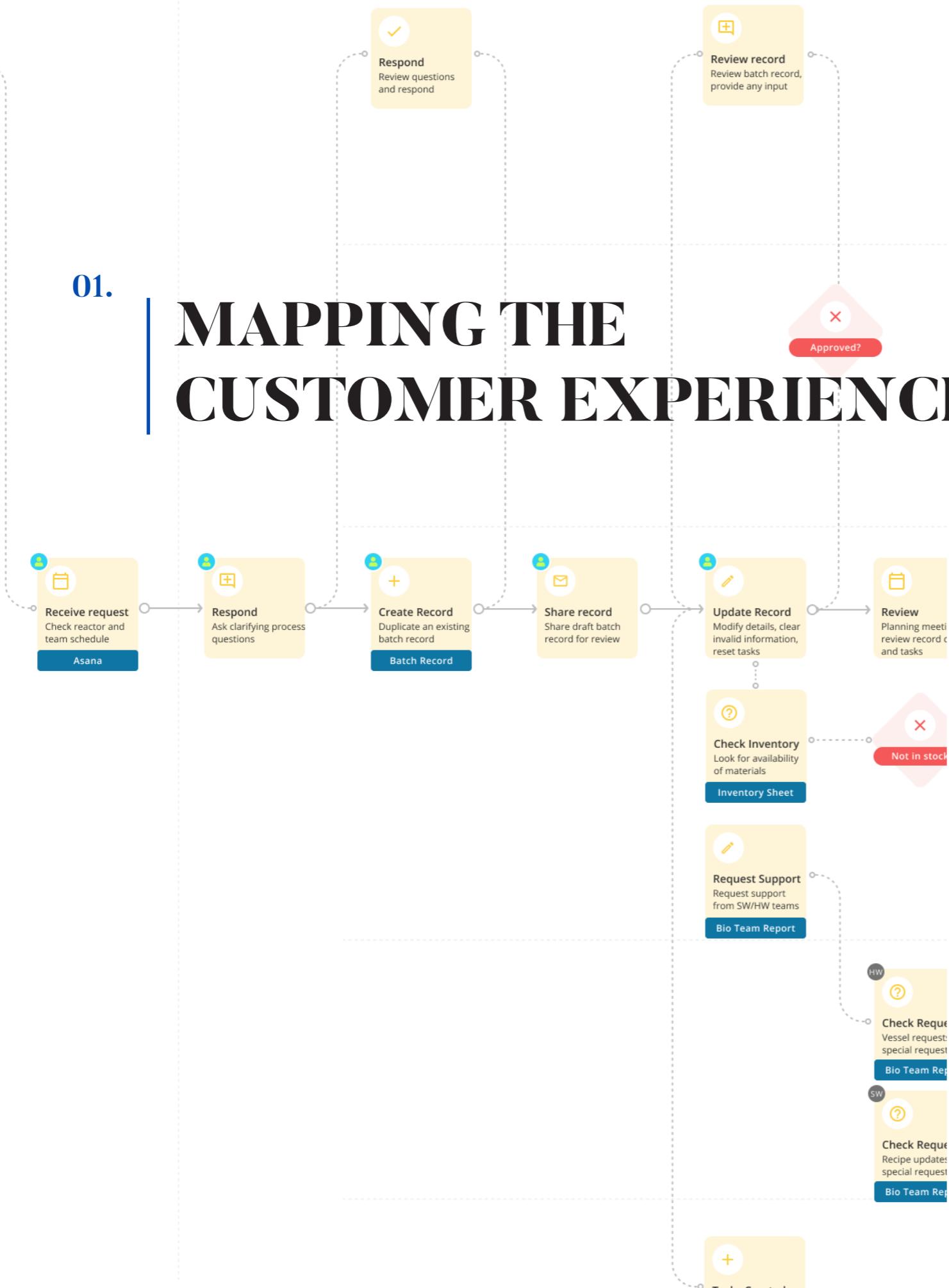
Request runs
Email contact to request, refer to past batch

✓ Respond
Review questions and respond

Review record
Review batch record, provide any input

01.

MAPPING THE CUSTOMER EXPERIENCE



I helped design and launch multiple features for Culture Biosciences' users from Spring 2019 through Fall 2020. When I first started working with the team we focused on improving smaller features in the existing customer dashboard, however, we realized after some successful feature launches that the incremental improvements, while satisfying KPIs, still didn't give us a good picture into solving some key problems that we were having.

Namely, how do we ensure we are developing the features that our customers truly need and how do we continue to develop tools for our internal team members that they will actually want to use.

THE PROCESS

After discussing various ways of prioritizing features with leadership, I proposed we start by gathering internal stakeholders together to map the current and future customer journeys of our core users. This allowed us to create a shared understanding of our user's experiences and align those with future product goals. At the time, no such research had been conducted for the product.

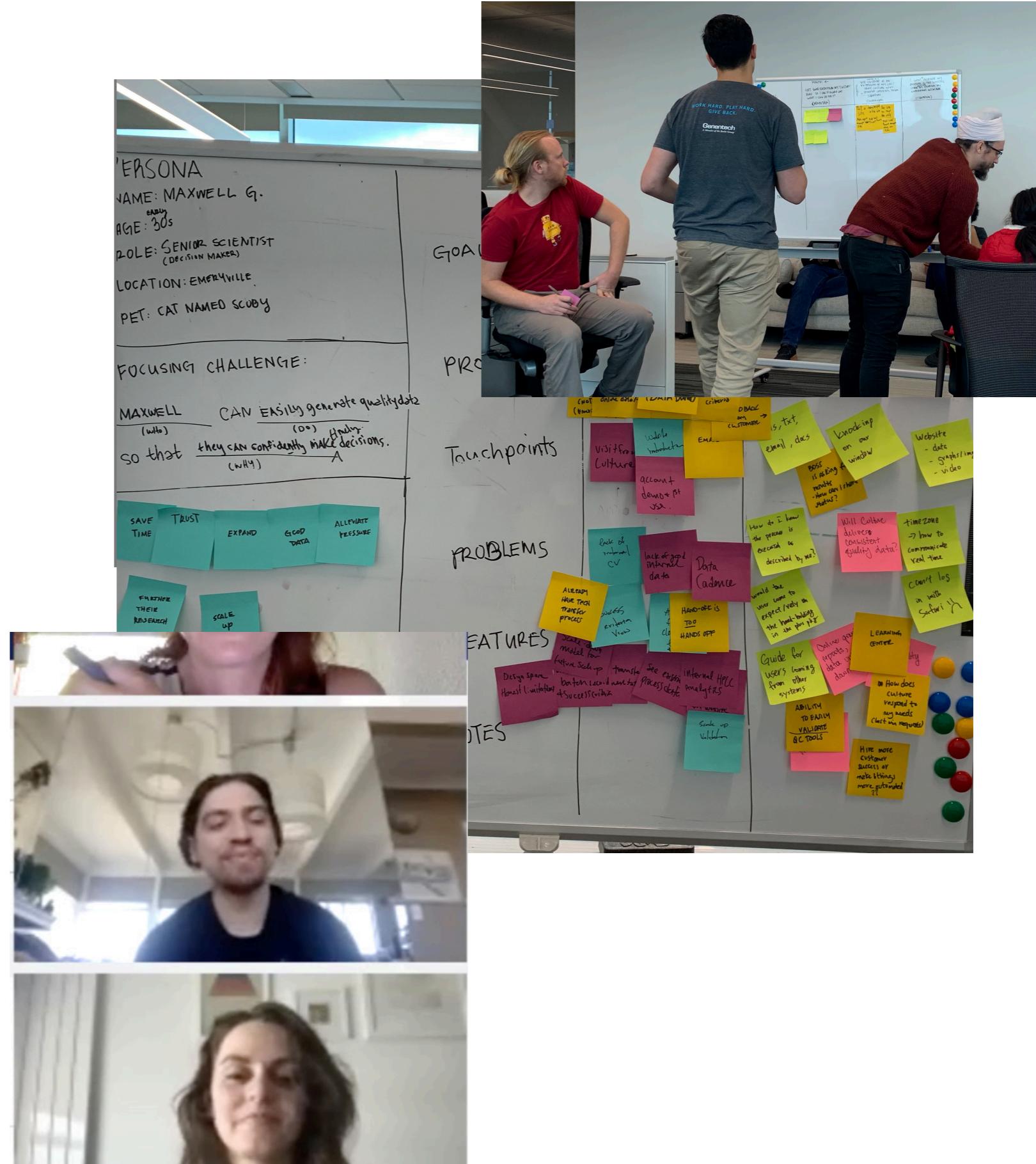
I then conducted interviews with select external and internal customers to further understand motivations and pain points. During the analysis of the interviews, a clear grouping of (4) user types emerged based on their goals within the application and a secondary grouping based on their role.

16

User interviews conducted

3

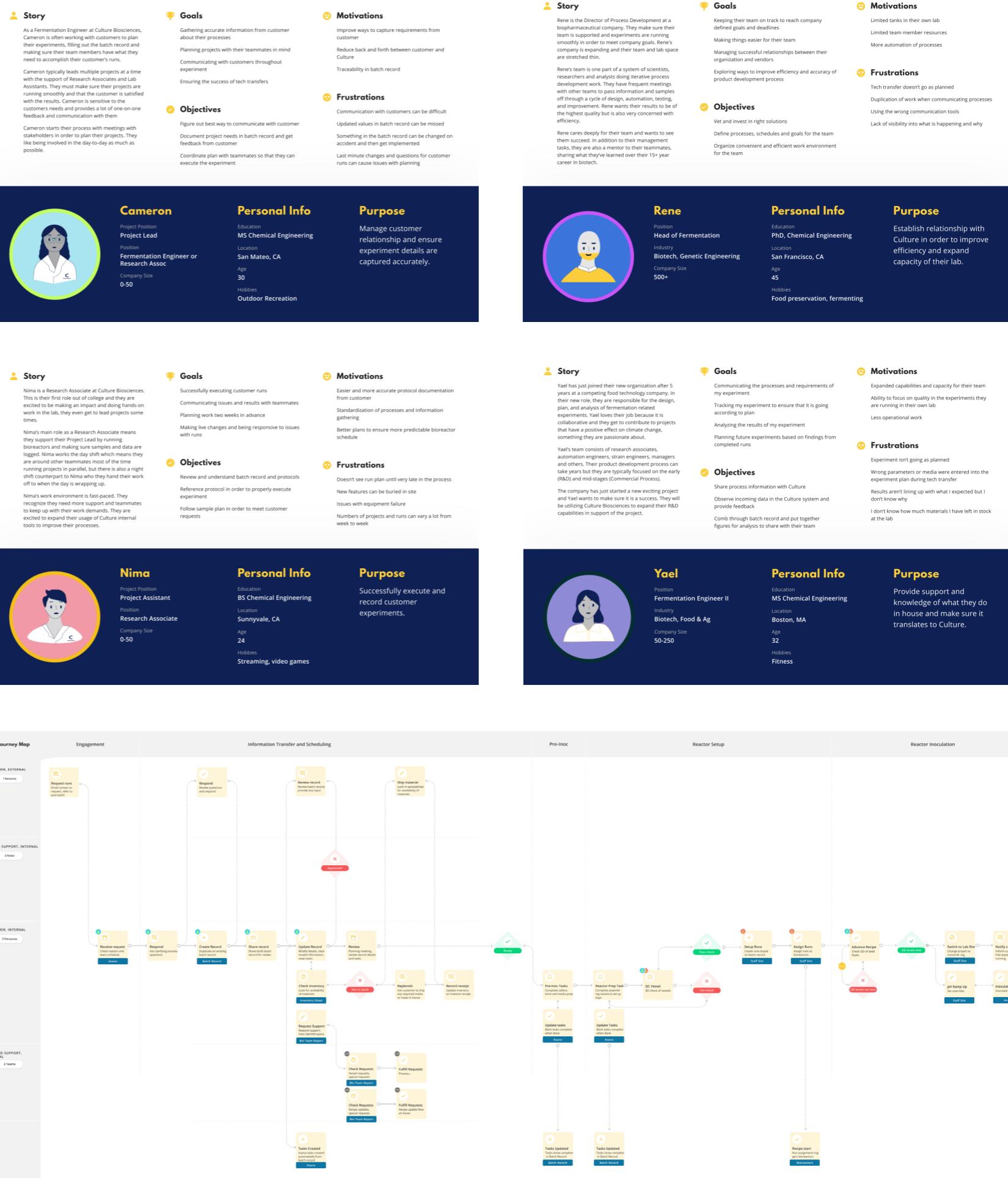
Onsite and virtual workshops conducted



OUTCOME

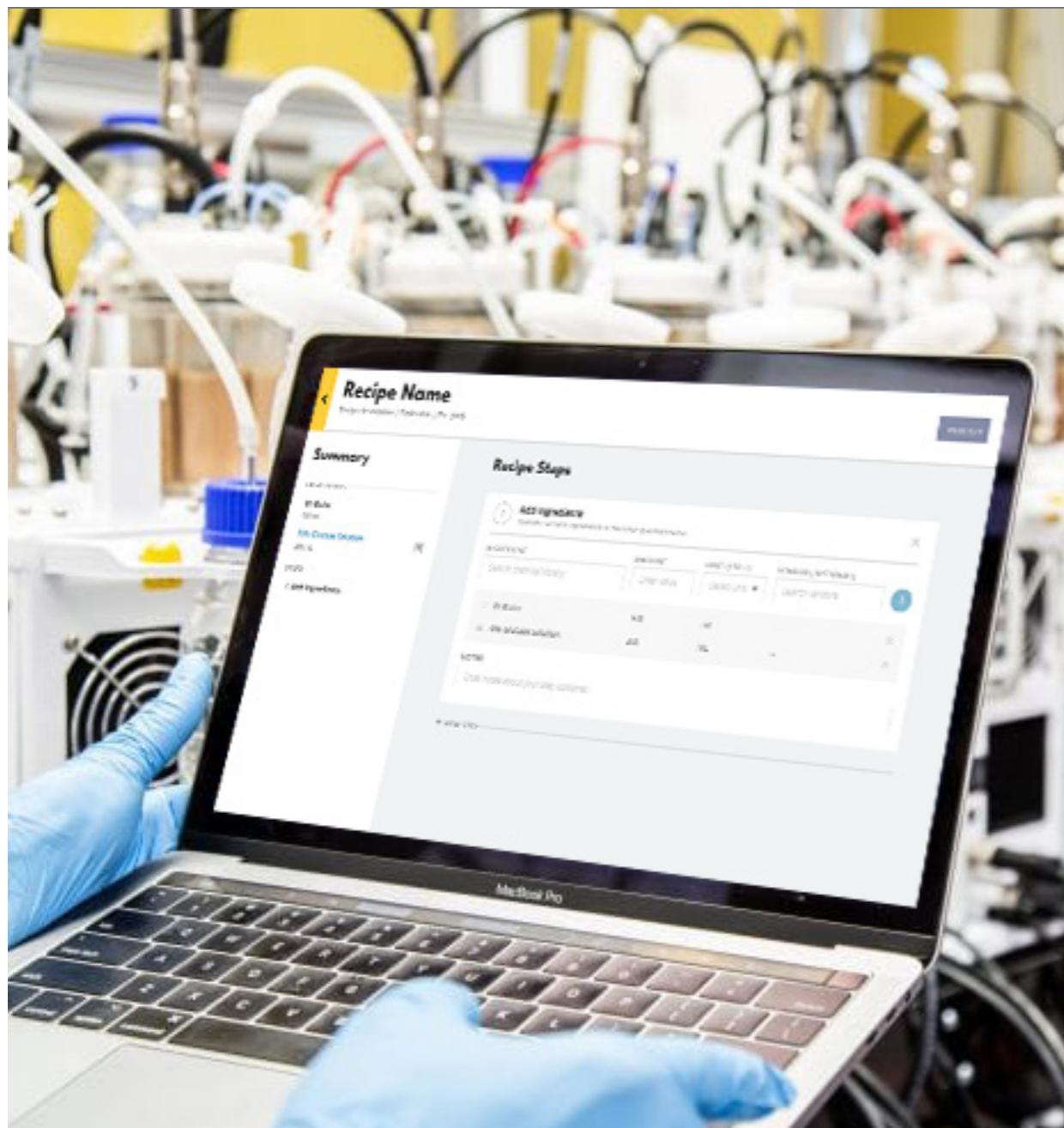
I created assets describing the four persona types and shared them with the larger team at Culture so that they could always reference them. The personas were also utilized to refine the customer journey map - ensuring that each core user was accounted for. The final journey map was a collaborative effort between internal team members, design, and stakeholders executed over subsequent workshops.

The pain points and opportunities discovered during the mapping process were utilized to shape the product strategy when prioritizing new features and defining the roadmap, starting with the reimagining of the core digital product offering. Through the insights uncovered, a key assumption about the goal of the product was deemed to be untrue, totally shifting its path and helping the team to focus deeper on higher value customer needs and growth opportunities.



02.

BUILDING TOOLS FOR BETTER DATA ENTRY



Recipe Steps

New Ingredient

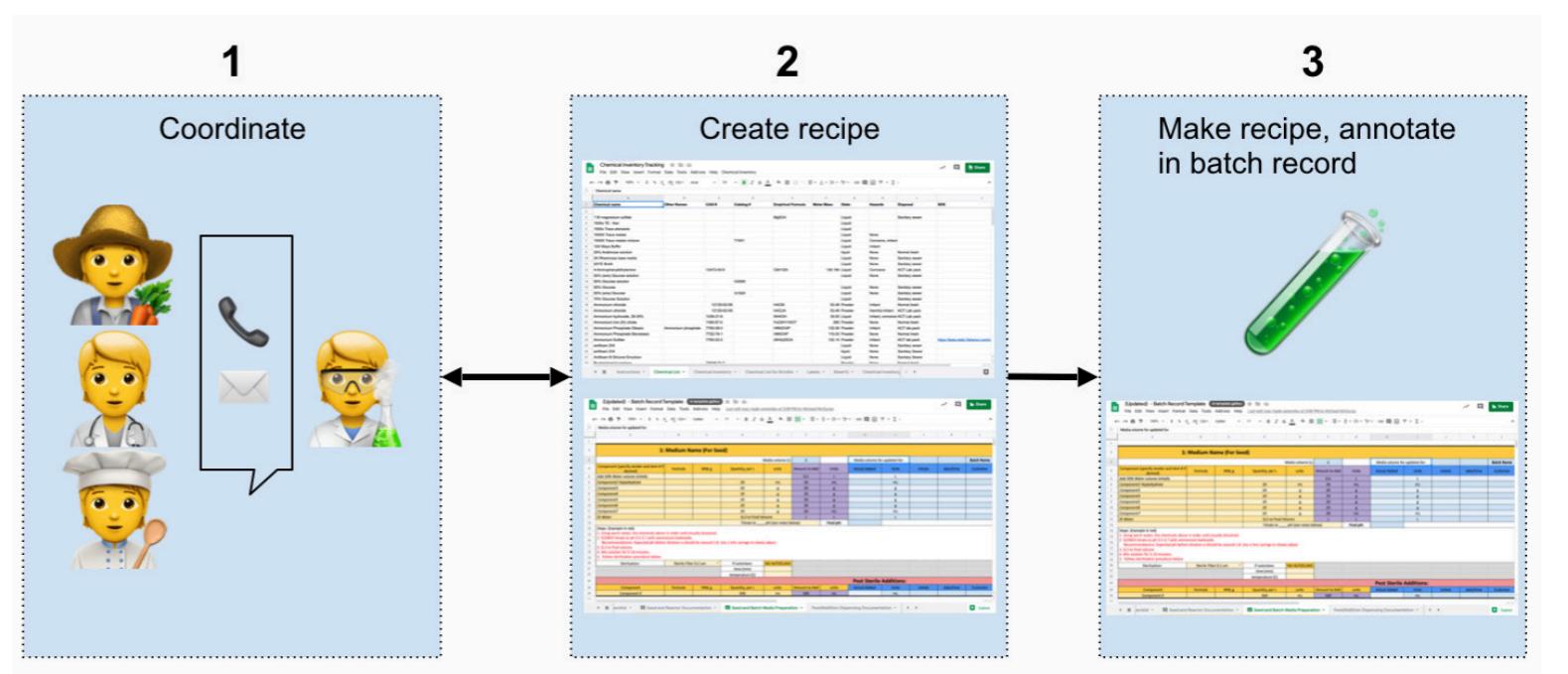
1	NAME	Chemical name
INGRE	STATE	<input checked="" type="radio"/> Powder <input type="radio"/> Liquid
	HAZARDS	Select hazards
DIV	NOTES	Enter notes
	PREP	<input type="checkbox"/> Create a Media Recipe for this chemical
+ NEW S	CANCEL SAVE	

As part of the effort to launch the reimaged user experience for Culture Biosciences users, I was responsible for designing a new way for Culture scientists and external customers to collaboratively record and track recipes used in customer experiments.

The transfer of information from the customer to the Culture scientist is a large part of the user experience. This information transfer allows the Culture team members to know how to accurately execute the customer's experiment. Therefore, it was imperative that a structured and more efficient solution was implemented as part of the relaunch.

THE PROBLEM

Initially, when communicating their experiments to the Culture team, the customer would email, call, or even text their instructions. The Culture team member, oftentimes a scientist without customer service training, was tasked with translating the customer's requests to a spreadsheet template where the customer could then review the translation and provide feedback if anything did not seem correct. The process took days of back and forth and there was a lot of room for error - from the lack of change management in the spreadsheet system to translation errors not picked up during review with the customer.



"I wish there was a way to get feedback from the Culture team as I am designing my experiments"
- Culture Customer

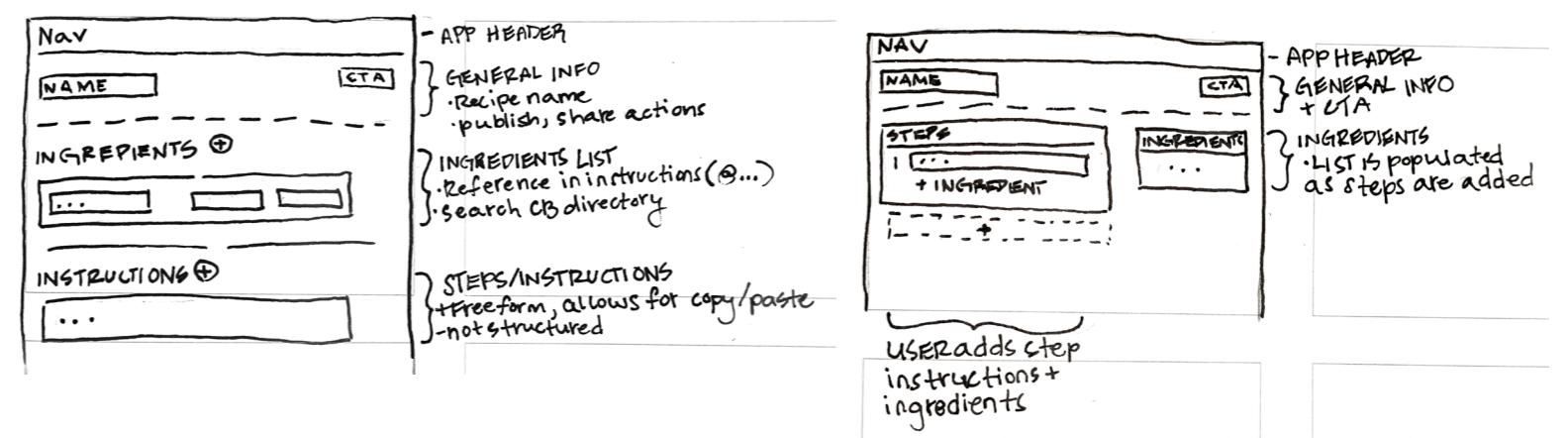
"Information comes in so many different ways, it's hard to keep track of things"
- Culture Scientist

"Sometimes the spreadsheet gets changed and we don't know if it was a typo or if it was on purpose"
- Culture Scientist

GOALS

Business Goal: Decrease time spent by Culture team members translating customer recipes

Design Goal: Improve communication between customer and Culture team, provide clear value proposition to customers to enter their own recipe information



PROCESS & OUTCOME

The figure consists of four screenshots of a web-based application for recipe tracking. The top-left screenshot shows a list of chemicals with columns for Name, CAS #, Formula, State, Hazards, Created by, and Date Created. The top-right screenshot shows the 'Seed Media' recipe details page with tabs for Summary and Details, and a 'Chemicals' section showing added chemicals like DI Water and 70% Glucose Solution. The bottom-left screenshot shows the 'Recipe Steps' page with a list of steps: 'Add Chemicals', 'Start Mixing with Stirbar', 'Start Heating on Stirplate', 'Heat in Microwave', 'Hold & Mix', 'Adjust pH', 'QS with DI Water', 'Sterile Filter', 'Add Post Sterile Chemicals', and 'Autoclave'. The bottom-right screenshot shows a detailed view of the 'Add Chemicals' step, where a user can search for chemicals, enter amounts, and select units and vendors.

I worked with the Culture team to document the requirements and user stories for the new recipe tracking system. I audited the existing spreadsheet design they were using and did a competitive analysis of recipe creation tools.

I completed a first round of testing of (3) different wireframe concepts with varying levels of complexity. Based on feedback from our internal team and the engineering team, we chose a concept that focused on gathering structured data from the customer in bite-size pieces.

Next, I designed a high fidelity prototype and tested it with customers. The feedback gathered was integrated into the MVP launch of the new feature.

As of launch, the recipe tool accomplished its goal of improving communication between customer and team member. It also provided structured data that could be utilized by the Culture engineering team to begin work on future rounds of data analysis tools.

PARLEY FOR THE OCEANS

Parley for the Oceans is an environmental organization focused on raising awareness about the health of our oceans. They have built a community around the world of engaged consumers and activists, who attend beach cleanups, make art, and participate in calls to action through multiple touch-points.

I worked with Parley as their Lead UX Designer to design a mobile experience for their environmental purpose-driven social network. I owned the product design process from ideation, to architecture, and information hierarchy, to UI design.



03.

Designing a Central Location for User Engagement

	A	B	C	D	E
1	Persona	User Goals	Attract	Accept	Adopt
2	Activist persona (pseudo-activist) - motivated by serving as agents of change for a better future		I want to learn about a Parley event (eg Run for the Oceans/Beach cleanup)	I want to attend a Parley event	I want to learn how I contributed to helping plastic problem
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
	Process				
		Learn about event (email, social media, website, app) Register for event on social Register for event on app		Receive event reminder/details Travel to event Check-in to event Participate in event Leave event	Receive post event email Log into app View See prompt/push for Share event accompaniment
	Interaction				
		Parley social accounts Parley app Email Parley website		Sign in screen App landing screen (context specific-Event app screen) Event specific QR code or push-code if geofenced Event completion prompt Social media (eg Instagram filter)	Sign in screen App (specific) App action completed mission, start Past Event screen Individual Event

User Goal: Attend an Event

As a first time user of the Parley app, I want to attend a Parley-sponsored event

Stages



Touchpoints/Screens



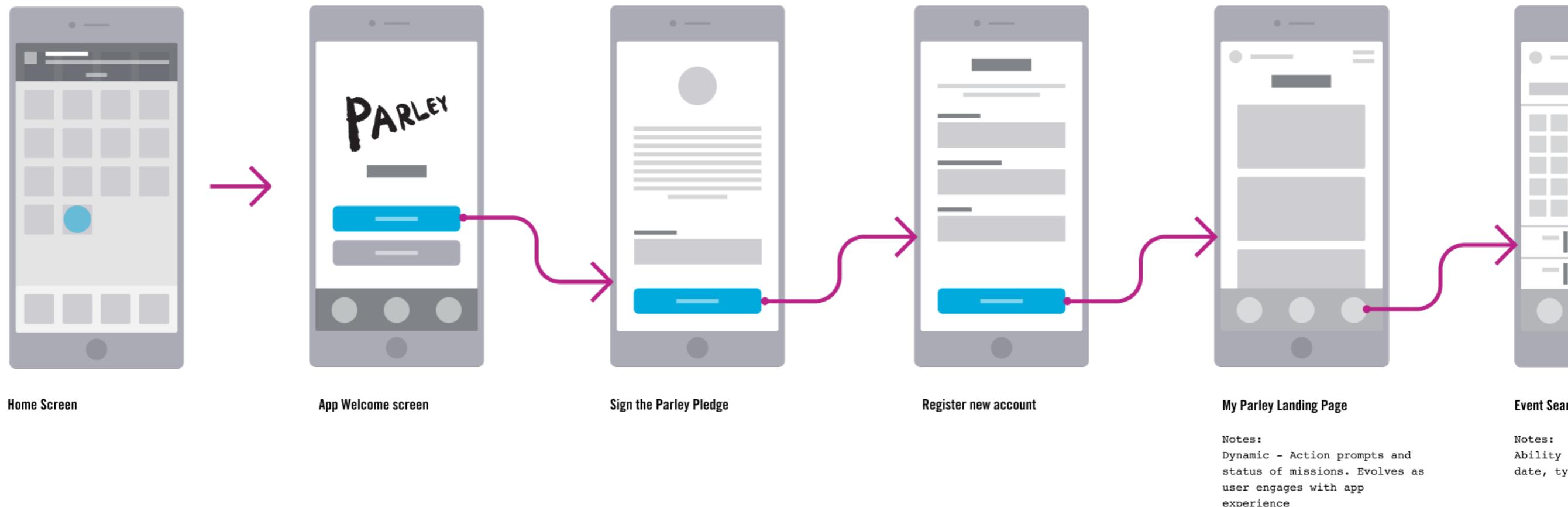
Steps



Parley's existing network were actively engaging them to find new opportunities to volunteer and get involved in their mission. While they did offer ways to participate through special events, these activations required a high level of effort to produce and were only offered in certain locations. Parley approached me with the idea of designing a social app that would allow their growing network to take the lead and turn their one-off events into a global movement of beach cleanups and ocean activations.

I started my work with them by researching their existing audience and holding a kick-off workshop to gain consensus on goals. I distilled that meeting into user journeys that focused on the main goals of the application. A back-and-forth discussion with the Parley team ensued to ensure that the stories I was designing for aligned with their vision.

WIREFLOWS



After reaching consensus, I transformed the user journey into wire flows and created a site map to communicate the hierarchy of the app. I created basic wireframes to communicate content and page type and mapped these wireframes into a flow so that I could communicate how the user would move through the application.

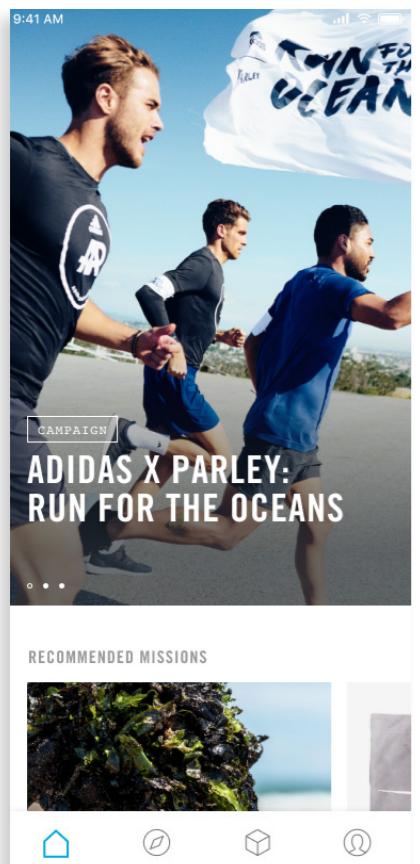
We focused our conversations on the highest value interactions, using the wire flows as a visual reference point. Iterations through this process allowed us to surface key features, interactions and needs that would need to be handled by the future development team.

OUTCOME

We tested the wireflows internally, before moving to visual design. This project was on a tight deadline and we needed to move quickly to meet deadlines. The Parley team had an existing style guide that I was able to work from that formed the base of the UI-design. There was a lot of back and forth around UI-details, something that was very important to the stakeholders.

Through the design process I was able to simplify the initial vision by reducing the number of steps at signup and events registration. I was also able to provide technical input into the implementation of the events portion of the application, suggesting we leverage their current event management tools, Facebook and Eventbrite, to ensure a swift launch.

This project was intended to launch in Spring 2020, but with the occurrence of Covid-19 has since been paused.



RIFFYN

As the Lead Product Designer at Riffyn for 4 years, I worked on a broad range of projects and features to bring it from idea to full fledged SaaS platform serving people around the world. When I joined the team, I was the third hire and first designer. In the time that I was with them, we scaled from 3 team members to 50, achieved a successful Series B funding round, and had just moved to a fancy new office in historic Downtown Oakland. The feature rich product served to improve the processes of scientists in companies from large-scale pharmaceuticals organizations to small startups solving one of the biggest problems in scientific development to date: reproducibility.





04. | Building a Design System

As the team and product were growing it became ever more important that we have a system in place to ensure consistency across the product. One of my main roles as design lead was to implement a product design process, define design principles and create a system to support our product.

While our design files employed a system and standards some of that was getting lost in translation during implementation. We found that even the smallest of details may have slight variations in the product. These factors led us to think about our design system in a holistic manner: from the visual language and components, to the tools and most importantly the people.

Export Data

Move to Trash

View All Experiment Modal

Rename Process

CANCEL CREATE EXPERIMENT

CANCEL EXPORT DATA

CANCEL CONFIRM

CANCEL DONE

CANCEL UPDATE PROCESS

Change Resource - Search Resource Dropdown

Search Property Dropdown

water

water

water, tap

water cooker

water filter

water filters

water softener

water turbines

+ CREATE NEW RESOURCE

water

wavelength

emission wavelength

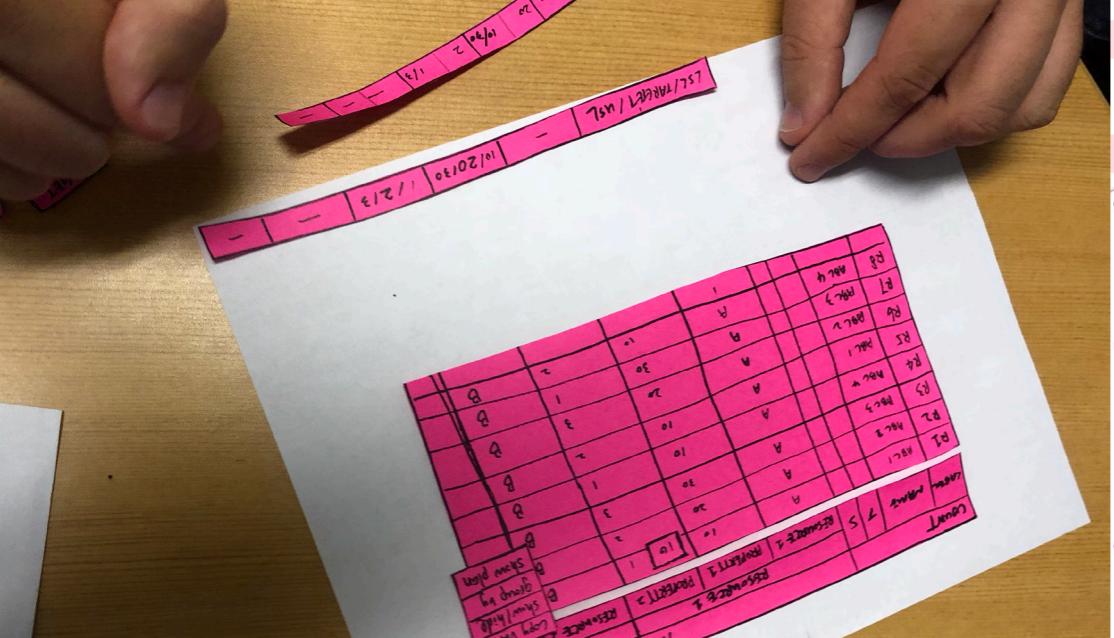
excitation wavelength

wave number

Number of Washes

Air Waybill Number

Create new property +



Dialogs

Dialogs are user interface elements that overlay on top of the parent window. They are a means to show information/prompt an action from a user without directing them away from the page they're on. Dialogs inform users about a task and can contain critical information, require decisions, or involve multiple tasks. Riffyn utilizes two types of dialogs: Modal and Modeless. Read below to learn about the differences between the two.

- [Modal Dialog](#)
 - [Links for Modal Dialog requirements, designs, and UI component:](#)
- [Modeless Dialog](#)
 - [Links for Modeless Dialog requirements, designs, and UI component:](#)
- [Background](#)
- [Developer Notes](#)

Modal Dialog

- A modal dialog is a child window that appears on top of the parent window and moves the system into a special mode requiring user interaction. This dialog disables the parent window until the user explicitly interacts with the modal dialog.

PROCESS

To say that people make the system would be an understatement, one of the key steps in ensuring a successful design system launch was making sure that everyone was in agreement in its goals and implementation. I worked to gain support from the C-suite in order to have the budget to take on the project. I did a presentation on the history of design systems and a workshop with our product and engineering teams to build excitement and was able to recruit a passionate team to support the efforts. I researched best practices and found a local meet up called Design System Wednesdays so that my team could become a part of a community.

With my first product design hire, I started an audit of the existing UI, using the principles of the Atomic Design Methodology by Brad Frost. I worked with the engineering team to choose a technology stack that would work for everyone (this was great timing as the team was migrating from Angular to React). We chose Storybook as our repository for the system and we worked as a team to develop a shared language for components, opting to use tokens to define the myriad customizations a component might be capable of. Utilizing tokens also firmed up the relationship between design development, employing a shared language that bridged a gap.

From there we grouped features into atomic categories and did explorations to improve existing features, define states, and provide specifications. I created a schedule to keep us on track and held weekly meetings with our multi-disciplinary team doing design and QA reviews, discussing language choices and testing more complex features. As the components were being built, they were deployed to Storybook along with documentation to allow all of the team members, especially those not involved in the building of the project, to access, review, and ask questions.

RESULTS

After a large portion of the components were designed and built, documentation was shared and components were being utilized in the product UI, the project continued on. This was and is a living design system, it required checking in and maintenance, although on a lesser

scale than we were first building it. Doing this maintenance became a part of our process, just like doing user research and ideating new feature concepts. And in fact, those two tasks encouraged us to continue looking back to the system and improving it.

THANK YOU!

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2021
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