

Portfolio

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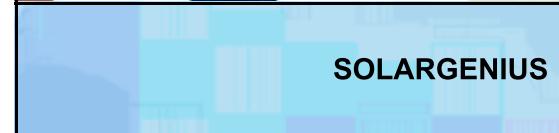
January 2024



THE HERO 25FPS



NFT WEB APP RESOURCE PACK



SOLARGENIUS



PAMONO MOBILE APP



PAMONO VENDOR PORTAL

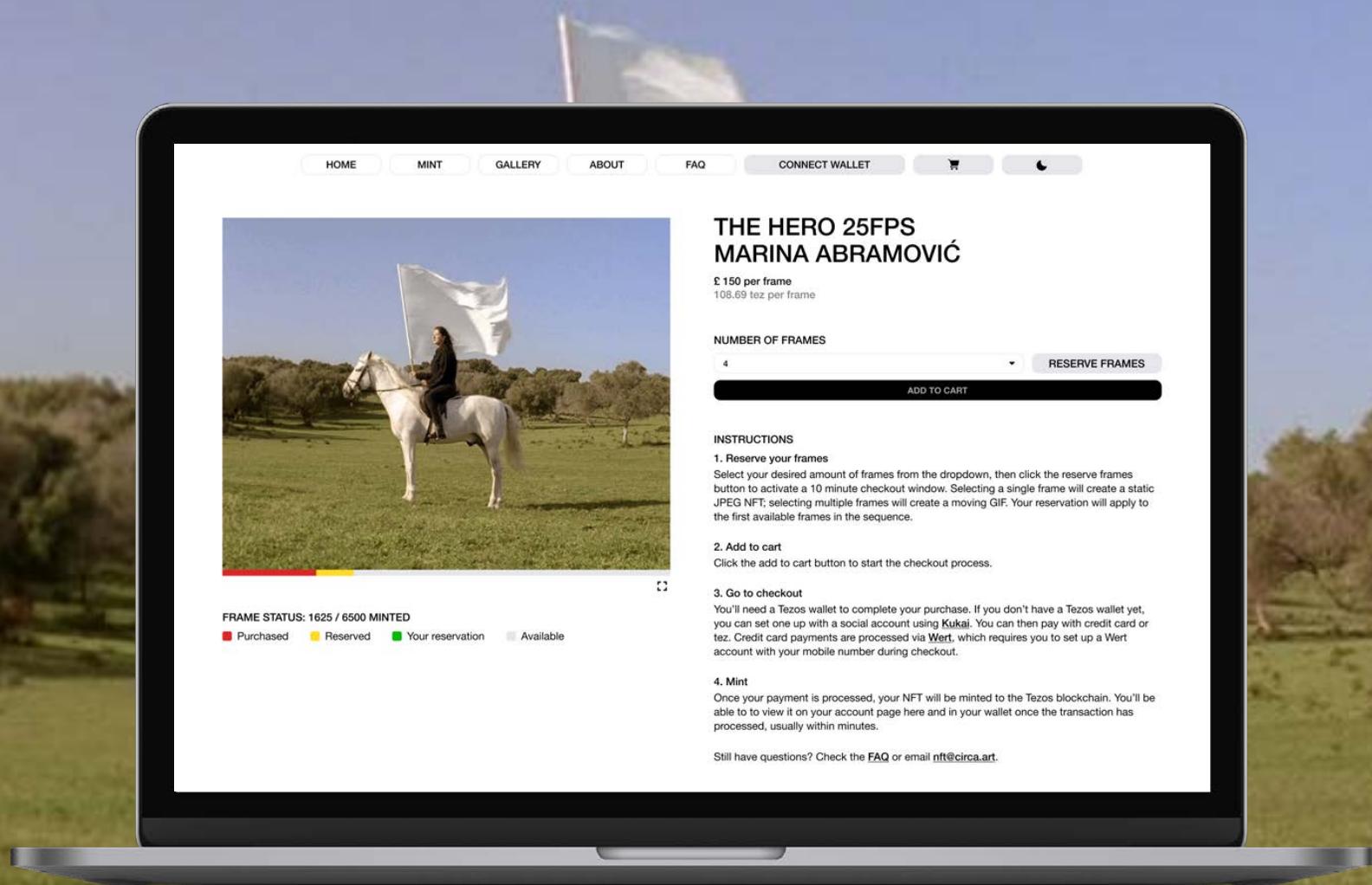
The Hero 25FPS is an NFT-based performance piece by artist Marina Abramović. As the technical integrator, our team was responsible for the project's design and development. To this end, I oversaw the design process, which aimed to accurately translate Abramović's artistic concept into a usable, exciting experience.

TYPE NFT-based art piece

ROLE Design Lead (team of 2)

SKILLS User flows, wireframes, user testing, design systems, UX copywriting, high traffic context, blockchain design

The Hero 25FPS

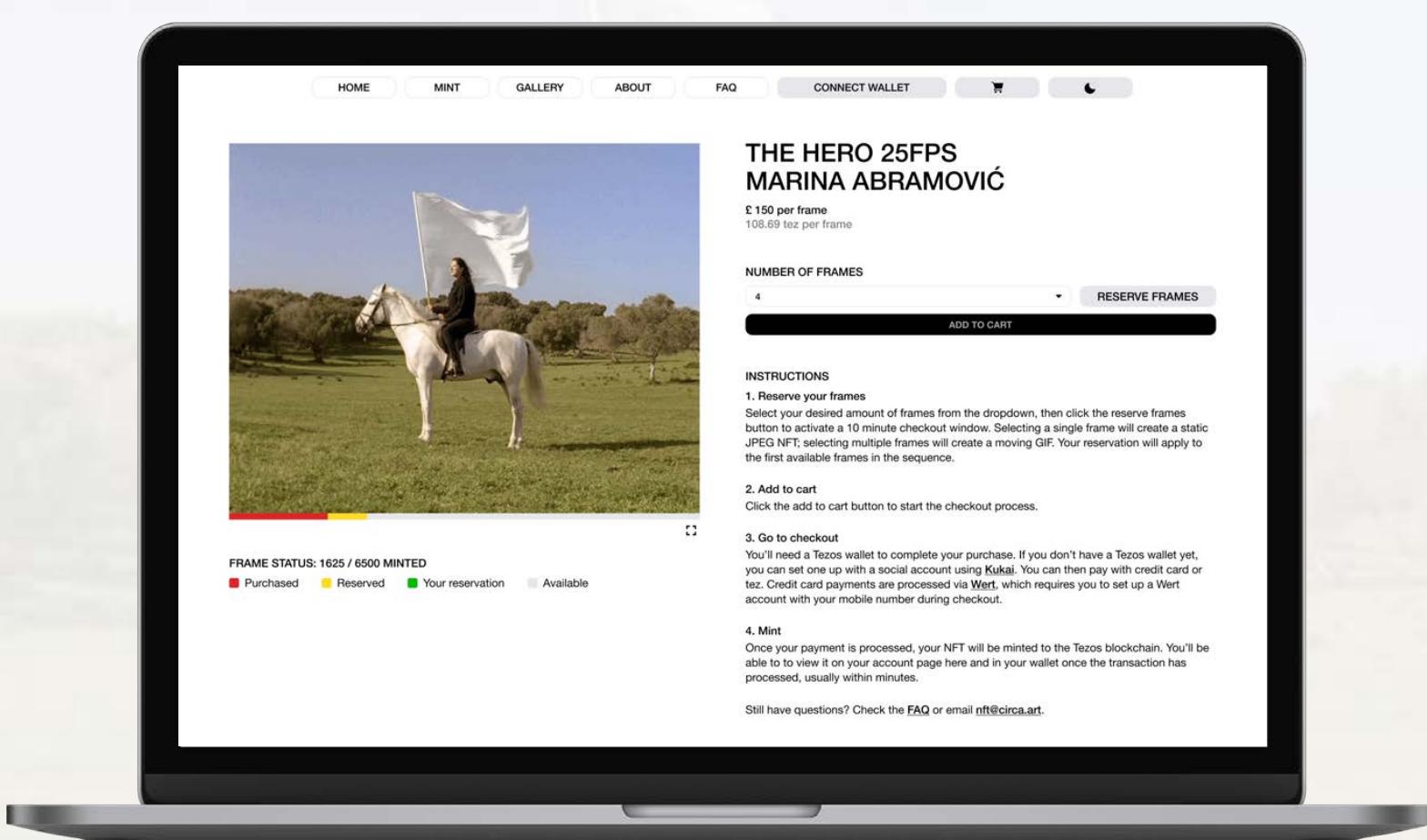


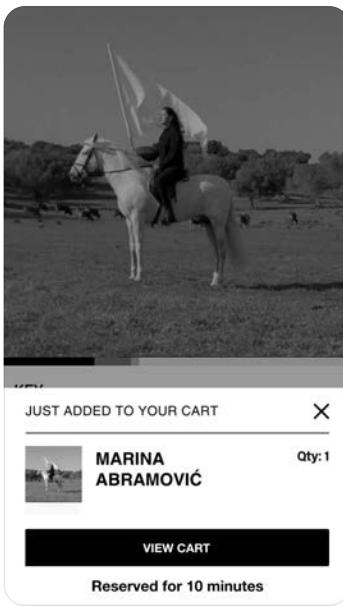
BACKGROUND Marina Abramović is a Serbian performance artist known for her groundbreaking experiments with the domain.

In *The Hero 25FPS*, she used the blockchain as a performance medium: collectors were invited to create GIFs of stills from *The Hero*, her 2001 video piece, and mint them as unique NFTs. As the NFTs were minted on the blockchain, they created an immutable time-based record of the piece.

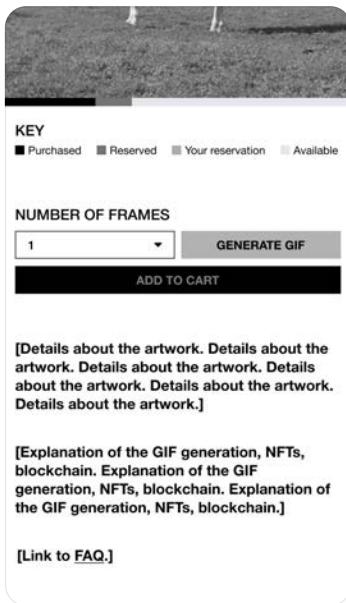
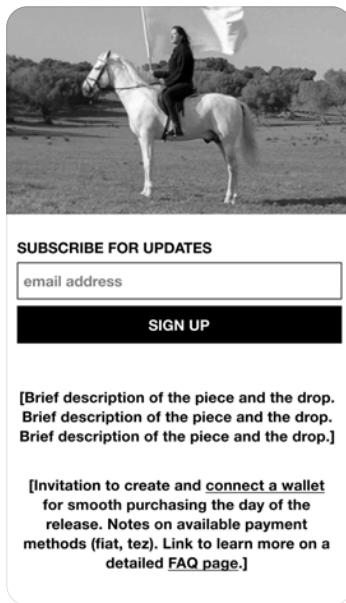
As the technical integrator, our team was tasked with the project's design and development.

GOAL Translate the artistic concept into a usable, enjoyable website where collectors can easily participate in the performance piece by minting an NFT.





GIF GENERATION Users minted NFTs by **IMAGE 1** selecting a number of frames, **IMAGE 2** reserving them generate a GIF, and **IMAGE 3** adding to cart to purchase and mint as an NFT. When frames were reserved, the generated GIF appeared on the page and the reservation timeline was updated. Frame number limits and reservation timeouts were set to combat hoarding.



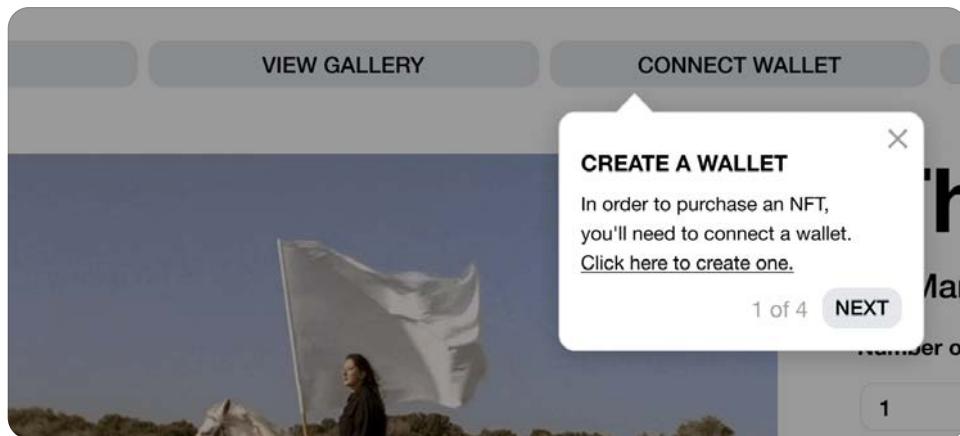
ONBOARDING CONTENT Since we anticipated many users would be new to blockchain, onboarding content was essential. We proposed **IMAGE 1** a pre-sale landing page to guide users through wallet creation in advance of the release. We also **IMAGE 2** reserved space on the minting page for information about NFTs and included a link to the FAQ page for more information.

PROOF-OF-CONCEPT As a team, our first step was to make proof-of-concept prototypes to align with the client on features, functionality, and flows. We presented the client with:

- Proposed flows
- GIF generator prototype
- NFT minting prototype

As the lead designer, I collaborated with our lead developer on the GIF generator's proposed functionality. I then incorporated this into proposed flows and the wireframe-based NFT minting prototype.





INSTRUCTIONS Since both the GIF generation and NFTs were somewhat novel concepts, we paid careful attention to the content and design of the instructions. We used onboarding modals to walk through each step of the process and introduce blockchain elements that we expected would be new to many users.

PURCHASE FLOW We used traditional, broadly familiar e-commerce patterns, including a cart modal, checkout page, order summary, and payment options. This gave us room to guide users through blockchain interactions, contextualize third-party payment integrations, and accommodate for both crypto and fiat payments. It also aimed to provide a sense of familiarity to users in a new, blockchain-based context.

THE HERO 25FPS [2500 - 2504]

Expanding the concept of time-based media for a digital audience, The Hero 25FPS NFTs by Marina Abramović is released in collaboration with CIRCA on the energy efficient Tezos blockchain.

Contract	Editions	Royalties	MIME type
KT1RJ...dvt0n	1	15%	GIF
Token ID	Mint Date	IPFS link	
Pending	Pending	Pending	

POST-PURCHASE DETAILS Blockchain transactions can take up to a few minutes, but to match the excitement of the purchase, we took the users to an optimistically-loaded NFT detail page. Fixed, non-transaction related details, like contract metadata, loaded first, while transaction details, like the IPFS link, loaded upon completion. Onboarding modals introduced blockchain terms to educate new NFT owners.

HIGH FIDELITY DESIGNS After agreeing with the client on revisions to the proof-of-concept, we worked out the details. This included finalizing user flows, creating high-fidelity designs from a working design system, and designing second-tier priority pages.

Special areas of focus included:

- Instructions
- Purchase flow
- Post-purchase details

As the lead designer, I finalized the user flows, ensuring they were updated with new requirements and robust against edge cases.

I then oversaw the creation of the high-fidelity designs. To this end, I provided guidance on blockchain best practices and constraints, reviewed screens for clarity and consistency, checked that UX copy was accurate and useful, and made sure the UI adhered to the design system of the client's site.

THE HERO 25FPS
MARINA ABRAMOVIĆ

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES
4

INSTRUCTIONS

1. Reserve your frames
Select your desired amount of frames from the dropdown, then click the reserve frames button to activate a 10 minute checkout window. Selecting a single frame, will create a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will apply to the first available frames in the sequence.
2. Add to cart
Click the add to cart button to start the checkout process.

FRAME STATUS: # / 6500 MINTED

THE HERO 25FPS
MARINA ABRAMOVIĆ

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES
4

YOUR CART

The Hero 25FPS [2500 - 2504]
Marina Abramović
Frames in NFT: 4
Price per frame: £ 150 (108.69 tez)
Media type: GIF
Frames reserved for 9M 54S

Total £ 600 (434.76 tez)

Account

ADDRESS

Payment

Credit card payments are available

Click the button below to select a card and pay with a credit or debit card

Need help? [Follow us on Twitter](#)

Enter your mobile number
Your number is only used to log in
Germany +49
By pressing Send Code you agree to Wert's [Terms and Conditions](#) and [Privacy policy](#)

Purchase details

THE HERO 25FPS [2500 - 2503]
Marina Abramović
Frame count: 4
Price per frame: £ 150 (108.69 tez)
Media type: GIF
Frames reserved for 9M 54S

£ 600 (434.76 tez)

STEP-BY-STEP INSTRUCTIONS

Users would click through the onboarding modals and think the instructions were clear, but once the modals were gone they felt unsure about the process. In response to this feedback, we updated the designs to include step-by-step instructions on the minting page. This way users could always find instructions in a fixed location within the flow.

USER TESTING We conducted user tests to validate our designs, focusing specifically on:

- Instructions
- GIF generation
- Payment

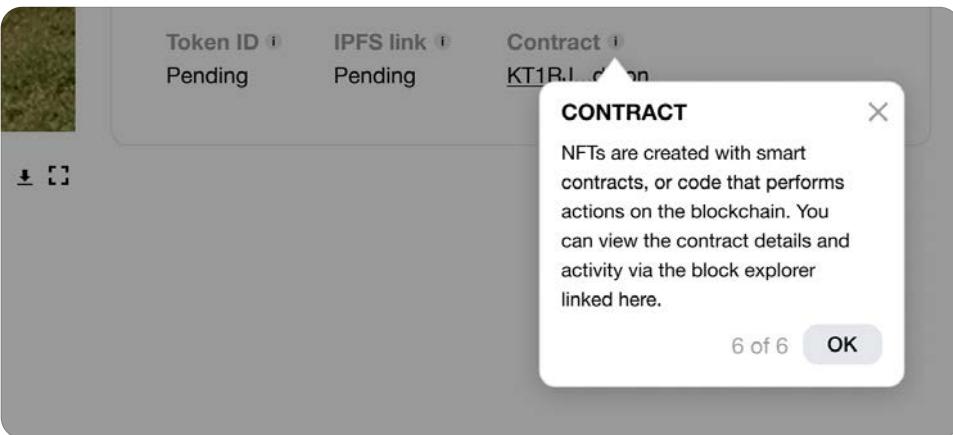
We recruited participants with zero to minimal blockchain experience to make sure that the process would be clear even for inexperienced users.

As the lead designer, I wrote and conducted the tests, led the analysis, and defined next steps in collaboration with the production designer and developers.

ORDER SUMMARY To mint a single NFT, users selected how many frames they wanted to include in a GIF. While users said they understood this when they read the instructions, it was confusing in practice — they often assumed each frame would be its own NFT. To clarify, we edited the order summary details in the cart and checkout. Specifically, we included the number of frames in the NFT and the per-frame unit price.

PAYMENT Payments were processed via third party integrations, which had their own flows and requirements (for example, **LEFT** account creation via phone number for fiat payment). Users were surprised but accepted them as necessary.

We used image-based prototypes to test the payment UX. In retrospect, I would have tested a live demo to better represent restrictions, wait times, and required user actions.



ALLOW LIST An early-access allow list was a late addition. This required updated designs for different variations, i.e. allow list and non-allow list views at different points in time. Naturally, it also diverted development resources, which meant other features had to be cut.

IMPLEMENTATION We finalized the designs in response to the user test results and handed them over to the developers.

There were a few late-stage feature additions during the development process, including:

- Early allow list access
- Grants program application

In order to stick to the release timeline, we cut and simplified some non-essential features.

ONBOARDING MODALS When we needed to cut features, the automated onboarding modals were the first to go. Although they were nice to have, they weren't essential to any of the GIF generation or NFT minting functionality. We trusted that on-page instructions and clarifying tooltips would suffice given the time constraints.

As the lead designer, I worked closely with the developers during handover and amidst changing requirements. This included negotiating changes, modifying designs, and confirming that everything was built as intended.

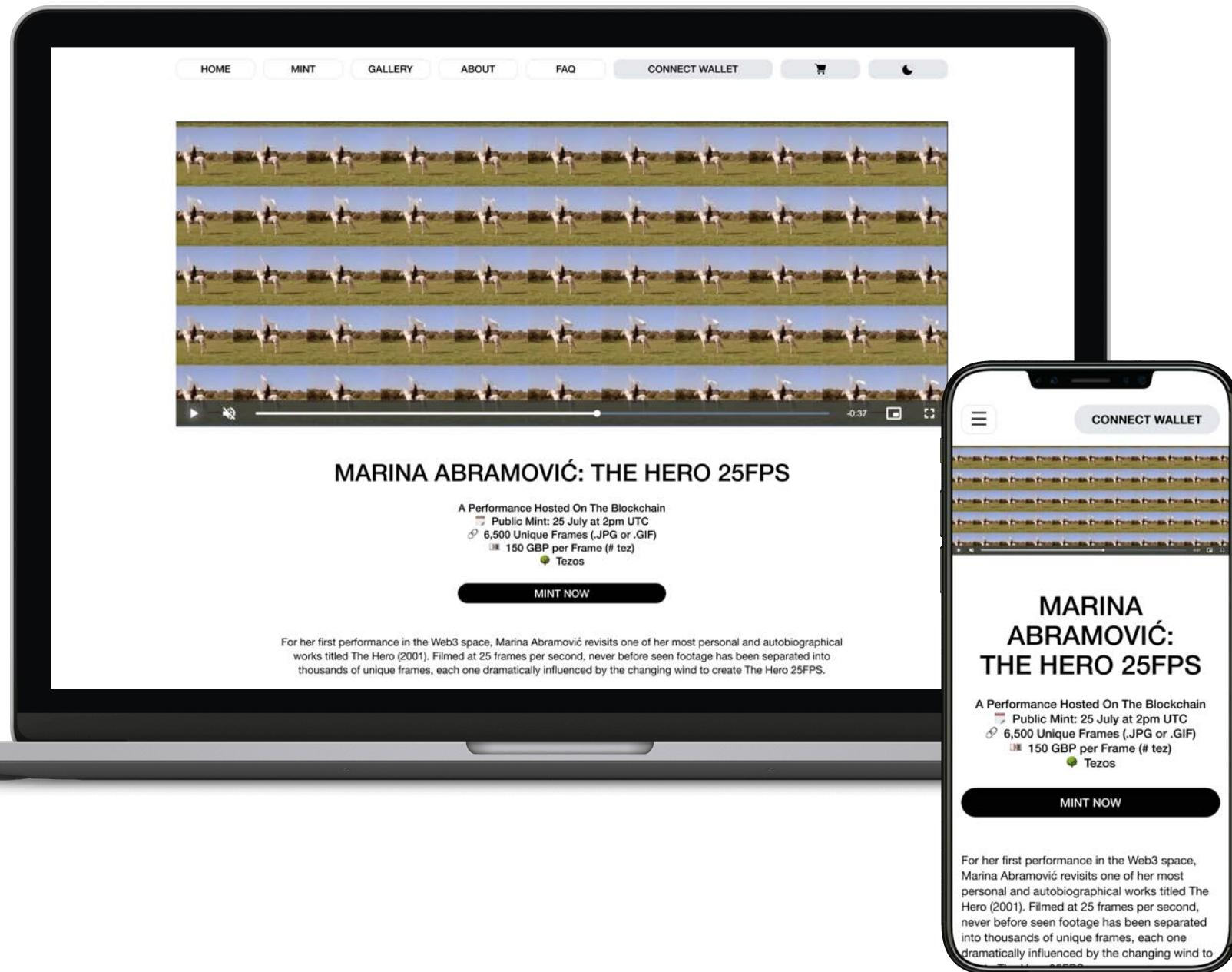
MINT SUCCESS STATE In our original designs, users landed on an optimistically-loaded NFT detail page upon starting the minting process. This was technically complex, requiring data from multiple sources, including the backend, the NFT contract, and a blockchain indexer. Because of its complexity and relative low value, this idea was cut. Instead, users landed on an account page with a placeholder thumbnail of their NFT. This led to the NFT detail page once the NFT had finished minting.



FINAL DESIGNS As the lead designer, I finalized the designs, working intimately with the developers throughout the process. The final designs included:

- Flow documentation
- Responsive page designs
- Component library
- Grid system
- Color palettes
- Iconography

Since the project's release, almost 1200 NFTs have been minted and just under £70,000 has been raised for The Hero 25FPS grants program.



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The image shows a desktop computer monitor and a smartphone displaying the 'THE HERO 25FPS MARINA ABRAMOVIĆ' NFT minting interface. The desktop view includes a navigation bar with 'HOME', 'MINT', 'GALLERY', 'ABOUT', 'FAQ', 'CONNECT WALLET', a shopping cart icon, and a user profile icon. Below the navigation is a large image of Marina Abramović riding a white horse in a field, holding a white flag. The title 'THE HERO 25FPS MARINA ABRAMOVIĆ' is centered above the price information: '£ 150 per frame' and '108.69 tez per frame'. A dropdown menu for 'NUMBER OF FRAMES' is set to '4', with a 'RESERVE FRAMES' button next to it. Below this is an 'ADD TO CART' button. The section titled 'INSTRUCTIONS' contains four numbered steps: 1. Reserve your frames, 2. Add to cart, 3. Go to checkout, and 4. Mint. Step 1 describes the process of selecting frames and reserving them. Step 2 instructs users to click 'ADD TO CART'. Step 3 explains the need for a Tezos wallet and the use of Kukai or Wert for payment. Step 4 notes that once payment is processed, the NFT will be minted. At the bottom, there is a link to the 'FAQ' and an email address: nft@circa.art. The smartphone view shows a similar interface but with a different frame count of '1' selected in the dropdown. Both devices also show a 'FRAME STATUS' bar at the bottom indicating '1625 / 6500 MINTED' and a legend for frame status: 'Purchased' (red), 'Reserved' (yellow), 'Your reservation' (green), and 'Available' (grey).



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BACK

CHECKOUT

Account

ADDRESS tz1TS...BGypo

Payment

CREDIT CARD TEZ

Credit card payments are processed via [Wert](#). You'll be asked to set up a Wert account using your phone number.

Purchases via Wert will be charged in USD. Purchases over \$1010 require you to upload verification documents, including a passport and bank statements.

Need help? Read the [FAQ](#).

PAY VIA WERT

Total £ 600 (434.76 tez)

2022 CIRCA

[Cookie Policy](#) [GDPR Data Policy](#) [Privacy Policy](#) [Terms of use](#)

BACK

Summary

The Hero 25FPS [2500 - 2503]
Marina Abramović
Frame count: 4
Price per frame: £ 150 (108.69 tez)
Media type: GIF
Frames reserved for 9M 54S

Total £ 600 (434.76 tez)

Account



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The image shows a laptop and a smartphone displaying the same NFT listing for "THE HERO 25FPS [2500 - 2503] MARINA ABRAMOVIĆ".

Laptop Screen Content:

- Header:** HOME, MINT, GALLERY, ABOUT, FAQ, CONNECT WALLET, CART, MOBILE MENU.
- Title:** THE HERO 25FPS [2500 - 2503]
MARINA ABRAMOVIĆ
- Buttons:** DOWNLOAD, TRANSFER, SHARE ON TWITTER, VIEW ON OBJKT.
- Description:** Expanding the concept of time-based media for a digital audience, The Hero 25FPS NFTs by Marina Abramović will be released in collaboration with CIRCA on the energy efficient Tezos blockchain.
- Text:** Marina Abramović is perhaps the most famous performance artist working today. For this, her first performance in the Web3 space, Abramović is revisiting one of her most personal and autobiographical works. Filmed at 25 frames per second, unreleased material from her 2001 performance *The Hero* (2001) has been separated into thousands of unique single frames, each dramatically influenced by "the wind, the flag – they danced together, moving like a single organism," as described by the artist in a recent interview with ArtNews.
- Text:** Featuring never before seen footage from her archive, audiences will be invited to purchase either a single unique frame (.JPG) or multiple unique frames (.GIF) to determine the price of the NFT. The Hero 25FPS is minted on the blockchain.
- Editions:** EDITIONS 1, ROYALTIES 10%, MEDIA TYPE GIF, MINTED 16/09/2021.
- Token ID:** TOKEN ID #12, IPFS LINK [QmcUt...](#), CONTRACT [KT1RJ...dvt0n](#).

Smartphone Screen Content:

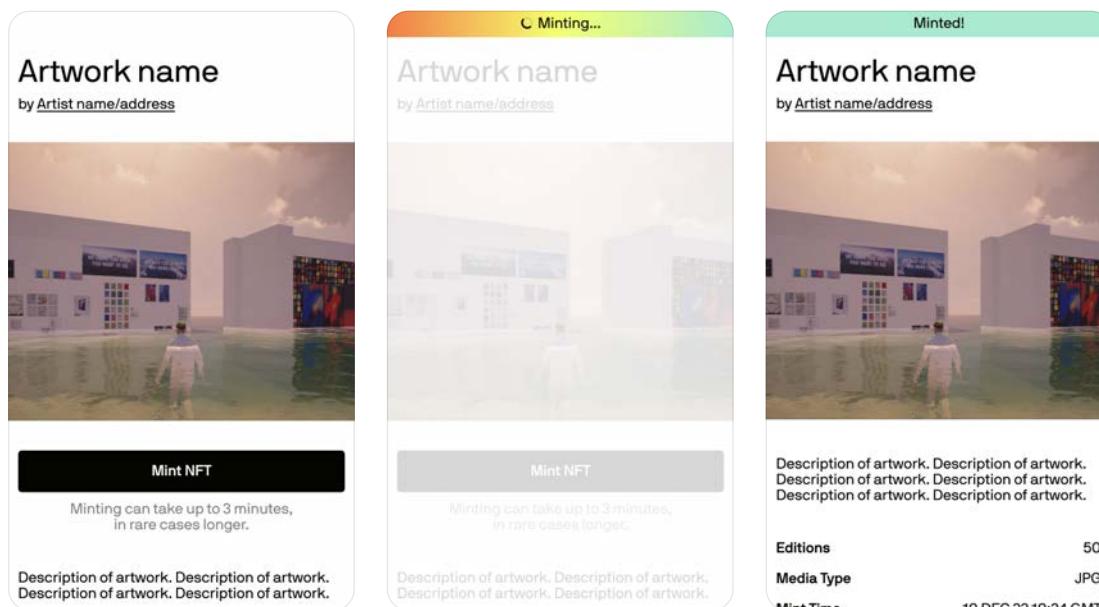
- Header:** CONNECT WALLET, MOBILE MENU.
- Title:** THE HERO 25FPS [2500 - 2503]
MARINA ABRAMOVIĆ
- Buttons:** DOWNLOAD, TRANSFER, SHARE ON TWITTER.



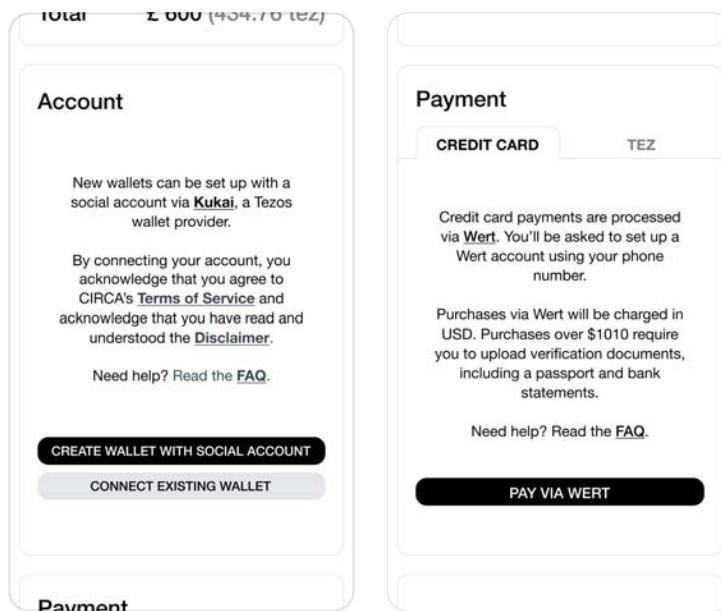
LESSONS During the project release we learned a few lessons that we carried into future projects.

Firstly, we saw the need for higher granularity feedback on in-progress blockchain transactions. These transactions often take longer than actions on centralized applications, which can confuse users who aren't used to interacting with blockchains.

Secondly, there were a handful of issues relating to the third-party payment integrators, from long wait times to blocked payments based on geo-locations. This confirmed that it's essential to know the ins and outs of a third party's behavior and design accordingly.



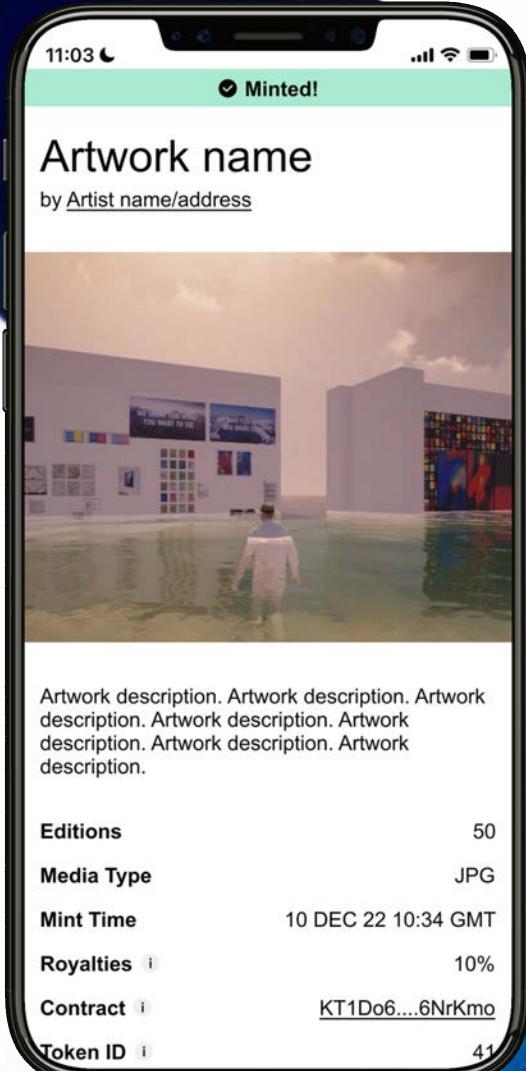
MINTING FEEDBACK After this experience, we developed a backend tool to monitor the NFT minting process and communicate it to the frontend. We also adjusted messaging to be more specific about expected wait times.
ABOVE Resulting design templates that incorporated these lessons and provided a foundation for future projects.



DESIGNING WITH INTEGRATIONS

When designing with third-party integrations, it's important to provide context so users know what to expect. It's also essential to account for edge cases in user flows, and useful to incorporate live demos in user testing to accurately represent restrictions, wait times, and required user actions. LEFT Examples of contextual information for wallet and fiat payment integrations.





Based on our team's experiences, I created an open-source design resource pack for NFT-based web applications built on the Tezos blockchain. The resource pack includes a design component library, a customizable web app template, and supporting resources for project ideation and implementation. It has been used as a starting point for a number of NFT-based projects on Tezos.

TYPE Open-source resource

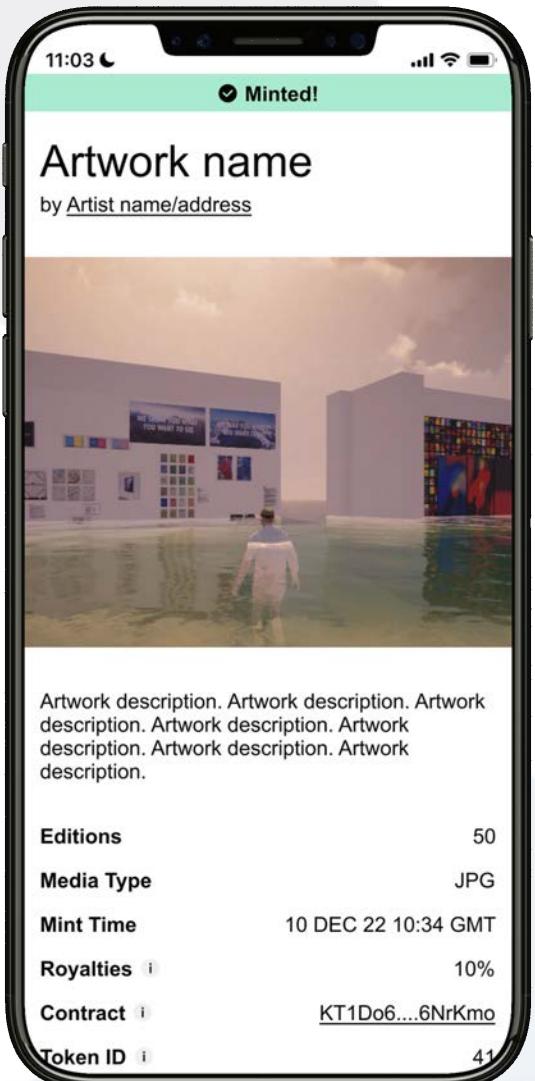
ROLE UX Designer

SKILLS User research, user flows, wireframes, design systems, UX copywriting, open-source design, blockchain design

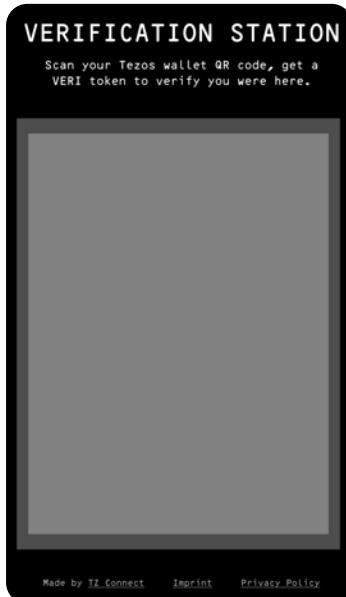
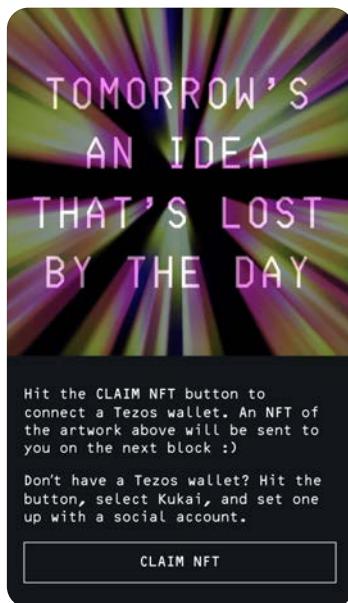
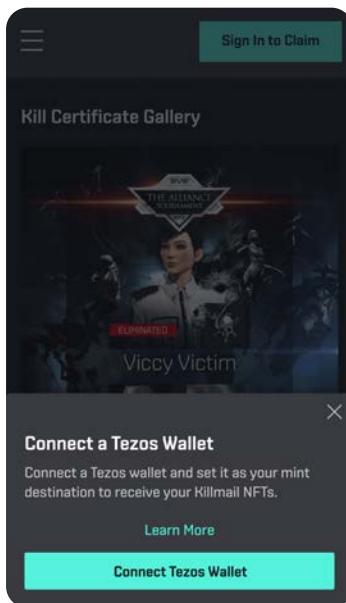
NFT
Web App
Resource Pack

BACKGROUND TZ Connect was the Berlin-based daughter entity of the Tezos Foundation, which advances the use of the Tezos blockchain. To this end, our team developed open-source resources and provided implementation support for application-layer projects built on Tezos.

Many of our projects were NFT-based, and while each of these projects was bespoke, they often had similar requirements, flows, and features. As we continued to work on projects in this domain, I saw the opportunity to document our institutional expertise, streamline our own practices, and provide a resource for the community at large.



GOAL Create an adaptable foundation for NFT-based web app projects, streamline our design practices, and develop community resources to simplify building NFT-based projects on the Tezos blockchain.



DIFFERENT CONTEXTS, SIMILAR REQUIREMENTS

Although applications varied, many projects had similar technical requirements. For example, **IMAGE 1** players of the EVE Online Alliance Tournament could mint NFTs of other players they killed, while **IMAGE 2** artist Sasha Stiles gifted editions of her work to VIP ticket holders of Sónar+D. Although they varied in concept, location, distribution requirements, the projects shared the same functional core: sending an NFT to a wallet upon connection to the application.

PROBLEM IDENTIFICATION The NFT-based projects our team supported were a part of a range of activities — from artworks to music festivals, computer games to live performances — but there were many commonalities these projects shared. Specifically, each of these projects was built around:

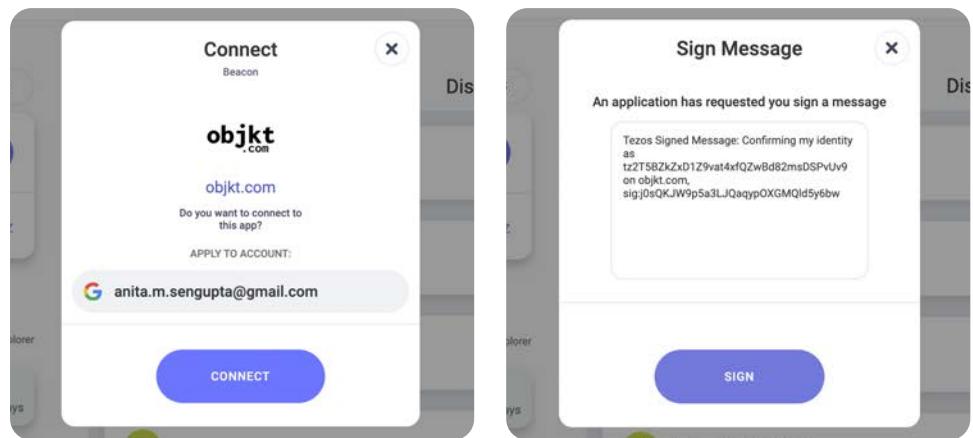
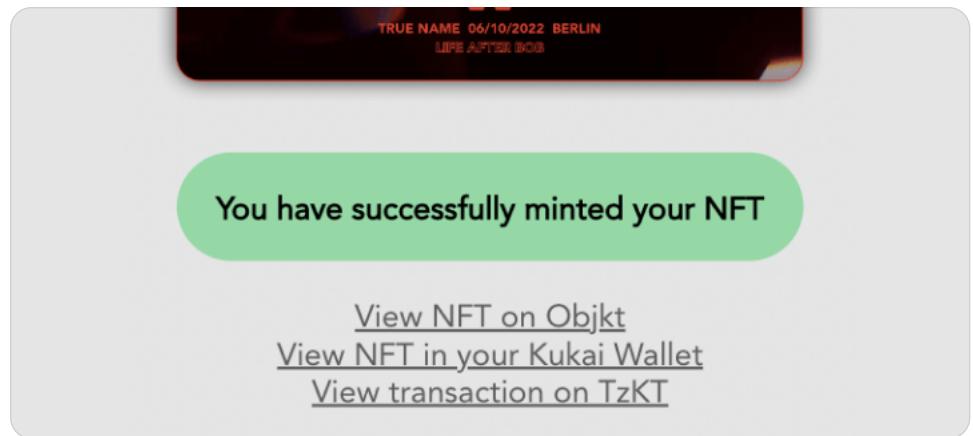
- Creating a Tezos wallet
- Minting an NFT
- Onboarding new blockchain users

As we supported different projects, we learned more about what worked (and what didn't) and began to develop a set of best practices that we would use as starting points for each project.

I saw an opportunity to create design templates that could streamline our work and serve as a resource for our partners and the community at large.

EXPERIMENTS IN APPROACH

Our team experimented with different approaches to minting. For example, we explored different distribution methods for proof-of-attendance tokens. In one option, **IMAGE 1** a wallet QR code scanner collected users' addresses and sent them NFTs. In another option, **IMAGE 2** users scanned a tumbling QR code to access an NFT minting web app, where they could create and connect a wallet to claim their NFT. We chose the most suitable distribution method depending on each project's context and constraints.



UNDERSTANDING THE TECH

One of the largest challenges for new blockchain users was making sense of the technology. New tools, terminology, and mental models gave users pause, and in-person assistance was often welcomed. Users embraced friction — e.g. small, guided actions and time to consider their choices — and felt wary or confused when things happened too fast. **LEFT** Without any supporting explanation, new terminology in Ian Cheng's True Name NFTs fell flat for many users.

SURPRISE AT BEHAVIOR

Blockchain operations require an external action — namely, confirming the operation in the wallet — and for many new users, being taken out of the web app into a new tool without explanation was disorienting. **LEFT** Wallet connection confirmation steps in Kukai, a popular Tezos-compatible wallet. Without supporting contextual information, many new blockchain users were unsure what these steps meant and how to safely proceed.

MATCHING EXCITEMENT Users often enjoyed the novelty of minting NFTs and expected the experience to match their excitement. When success states were too small, too technical, not persistent, or not distinguished enough from pre-mint states, the moment could fall flat. Additionally, long processing times were sometimes perceived as bugs or errors. **LEFT** The success state of Marina Abramović's The Hero 25FPS was a thumbnail of the NFT. Many users found this underwhelming.

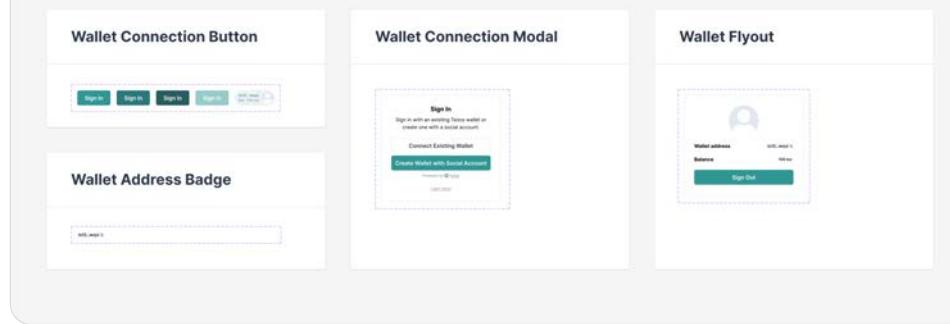
RESEARCH COLLATION When possible, we conducted user testing with prototypes before development, conducted on-site user research during project releases, and gathered quantitative metrics on the conversion funnel.

To kick off this project, I revisited our body of research to collate key findings that our design resources should take into account.

Key insight areas included:

- Understanding the blockchain
- Surprise at behaviors related to blockchain operations
- Expectation of excitement

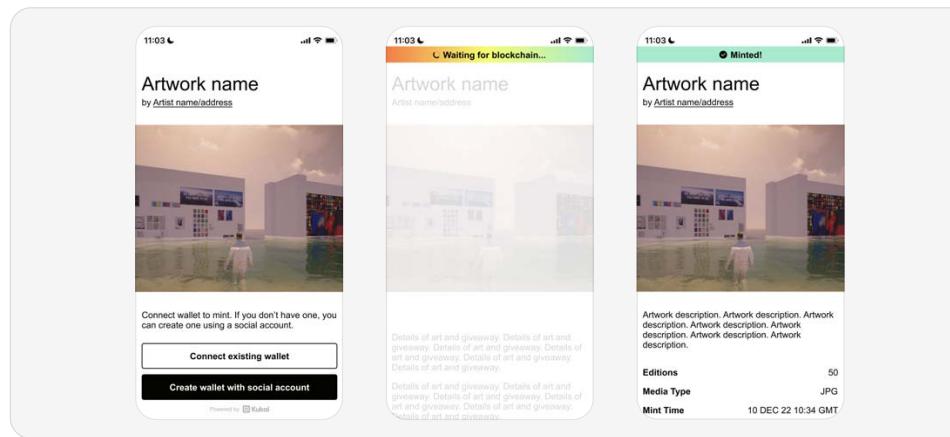
Wallet Connection Components



COMPONENT LIBRARY The component library included essential features for NFT minting, like components for wallet connection, NFT displays, FAQs, loading states, and end states. Together with frontend developers, we decided to build the libraries on Chakra UI. As most of our projects were mobile-based, we made the libraries mobile-first.

RESOURCE CREATION Based on our research findings and past designs, I created the first iteration of the design resources. These were developed in collaboration with a frontend developer, who worked on corresponding frontend component libraries.

To support builders beyond design and development — and, ultimately, to foster quality projects — I also collated resources to support project ideation and implementation.



WEB APP TEMPLATE Based on our research, the NFT minting web app seemed to be the most robust approach to NFT distribution. It was the most adaptable solution, had sufficient room for contextual information, and could be revisited by users later. Using the component library as a base, I designed a templated version of the web app, which included flow diagrams, screens, and a prototype.

NFT Project Resources Database

A library of best practices, templates, and examples for NFT activations on Tezos. Check out the NFT Project Resource Packs for user-oriented resources organized by theme. Requests? Email arita.m.sengupta@gmail.com.

All Resources	Activation Type	Activation Location	Distribution Method	Flow component	Resource Type						
Concept Considerations	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Wallet Scanner	Airdrop	NFT Minting Page	On-site	In-app	Best Practice
Staffing	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page	Airdrop	Wallet Scanner	On-site	In-app	Best Practice
Providing Educational Context	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Wallet Scanner	Airdrop	NFT Minting Page	On-site	In-app	Best Practice
NFT Minting Page Design Considerations	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Best Practice
On-Site Instructions	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Best Practice
On-Site Design Considerations	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Wallet Scanner			On-site	In-app	Best Practice
QR/QR Design Considerations	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Airdrop	NFT Minting Page		On-site	In-app	Best Practice
Distribution Methods	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Wallet Scanner	Airdrop	NFT Minting Page	On-site	In-app	Best Practice
FAQ Content	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Template
Blockchain Terminology Tooltips	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Template
NFT Minting Page On-Site Instructions	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Template
Airdrop Instructions	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Airdrop			On-site	In-app	Template
NFT Minting Page Wireframes	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Template
Airdrop On-Site Instructions	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Airdrop			On-site	In-app	Template
NFT Minting Page	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Template
Educational Resource Card	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	Wallet Scanner	Airdrop	NFT Minting Page	On-site	In-app	Example
Scan for NFT: Sasha Stiles x Tasso	Digital Souvenir	Artist Collaboration	Proof of Attendance	On-Site	Digital	NFT Minting Page			On-site	In-app	Example

RESOURCE DATABASE The resource database served as a complement to the technical resources. A compilation of our lessons from past NFT activations, it included best practices, examples, and templates to support builders in project ideation and implementation. Resources were designed to be composed into modular, thematic resource packs.



NFT Display Components

NFT MINTING COMPONENT LIBRARY

display, minting feedback, and FAQ

Sample components from the NFT Minting Component Library, including components for NFT

FINAL DESIGNS The resources were published on Figma and Notion as public, forkable files. We used them internally as a foundation for new projects and shared them with partners and across the ecosystem.

Final resources included:

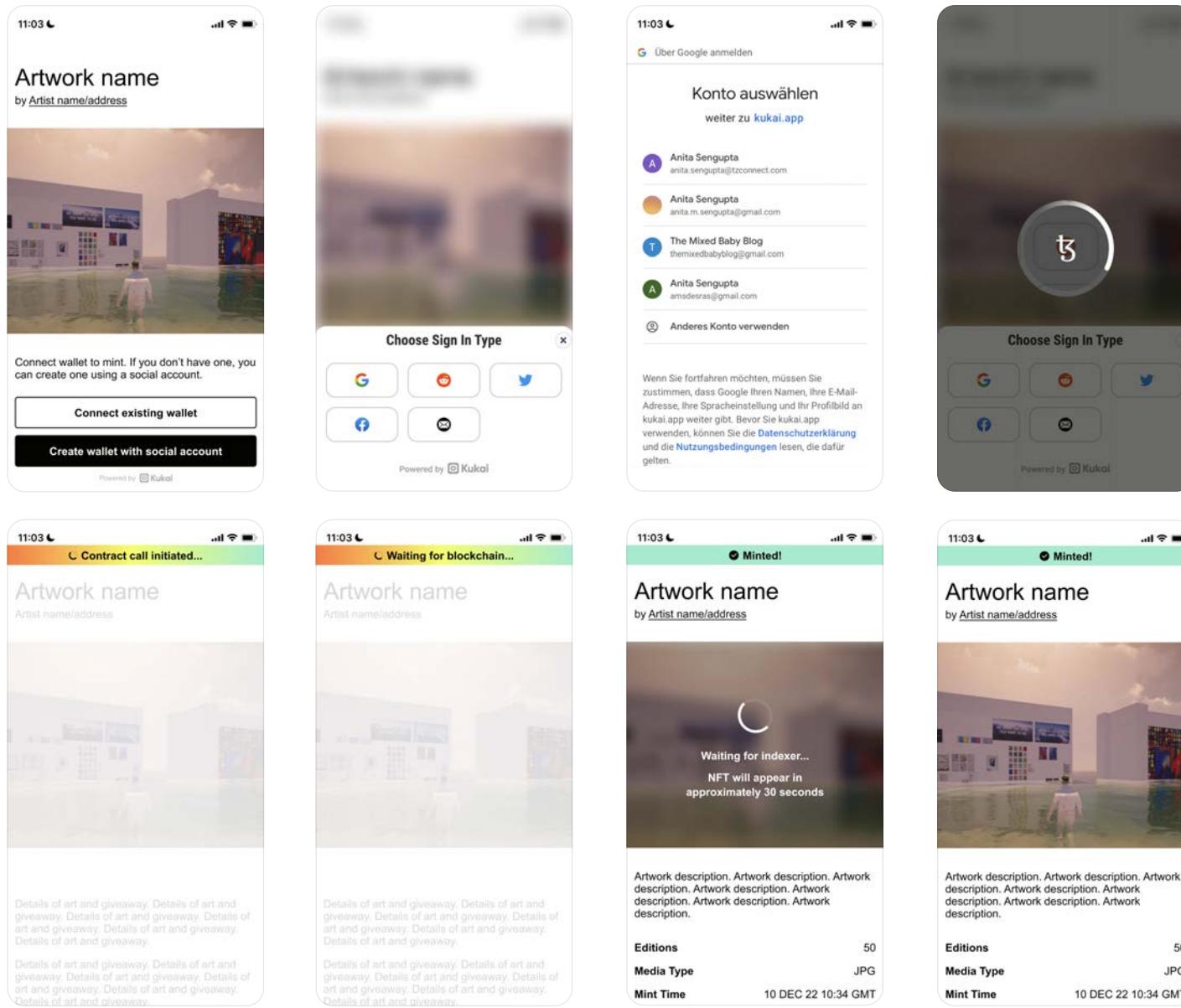
- Component library
 - Web app template
 - Resource database



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- Component library
- Web app template
- Resource database



NFT MINTING WEB APP TEMPLATE Screens from the web app template. Designs incorporated solutions to common issues that came up in user research, including providing room for contextual information, explaining blockchain terminology, managing wait times, and giving granular blockchain feedback.

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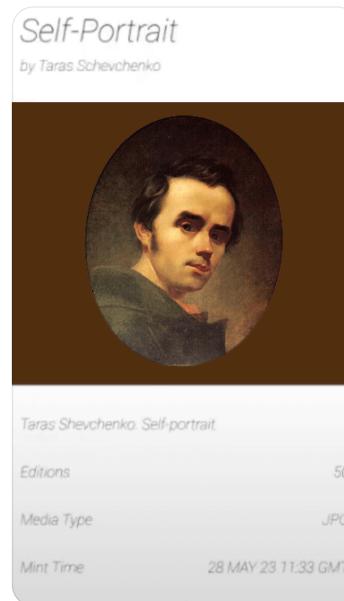
Final resources included:

- Component library
- Web app template
- Resource database

RESOURCE DATABASE TOP Digital Souvenir Resource pack, with a detail view of Concept Considerations, a best practice resource.

BOTTOM RIGHT Overview of the NFT Project Resource Database. Resources were tagged with various attributes; resource packs could then be composed by filtering for relevant attributes. **BOTTOM LEFT** The resource pack library.

USAGE + MAINTENANCE As the resources to put to use, they also encountered new demands. Based on ecosystem needs, I updated the files to support additional features.



RESOURCES IN USE One of the projects that used the resources was Anywhere Museum, created by Art Aegis. The group worked with the Taras Shevchenko Museum in Kiev to show AR versions of artwork in the collection, then held in safe storage because of the war. Visitors could choose to mint digital souvenirs of two of the pieces. **LEFT** Mockups of the teams' proposed app.



INTEGRATING NEW FEATURES In-demand new features included minting generative artwork and allowing for purchase via crypto and fiat. For example, **IMAGE 1** Swiss museum Haus der Elektronischen Künste created an NFT web shop that supported generative NFTs; **IMAGE 2** the Dutch foundation Wooko Makandie planned a fundraiser with generative NFTs based on traditional Maroon patterns. I provided guidance to both of these projects, then integrated new features into the resources.

I worked with Auxolar, a solar panel manufacturer, to design an award-winning platform for managing residential solar panels. The platform included monitoring and insight dashboards, system troubleshooting, and project configuration, and was grounded in a new design system based in best practices in usability and data visualization.

TYPE IoT platform
ROLE UX Designer (team of 1)
SKILLS User flows, wireframes, user testing, designs systems, dark mode, data visualization, UX copywriting

Solargenius

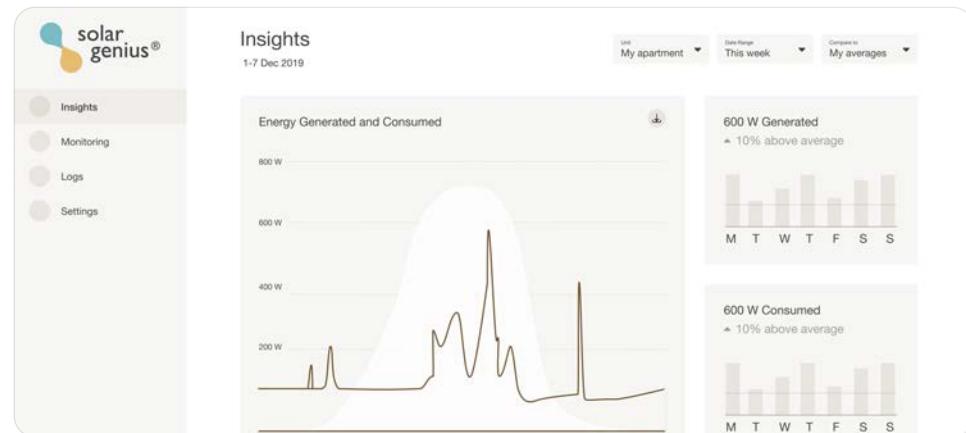


BACKGROUND Auxolar is a residential solar panel manufacturer. As their hardware was just coming to market, they decided to build a corresponding web app to enable hardware monitoring and support customer education, engagement, and retention.

The platform, which would be accessible by property managers, tenants, and Auxolar administrators, would pull data from the local hardware and Auxolar databases to provide real-time monitoring and longitudinal insights on energy generation and consumption.

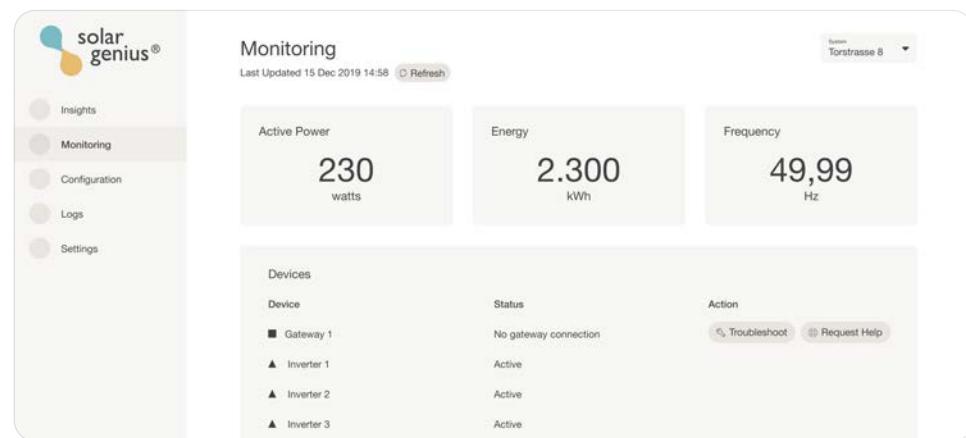
GOAL Develop a clear, meaningful, and user-friendly platform to monitor hardware, educate users, and support pioneering behavior change in residential energy generation and consumption.





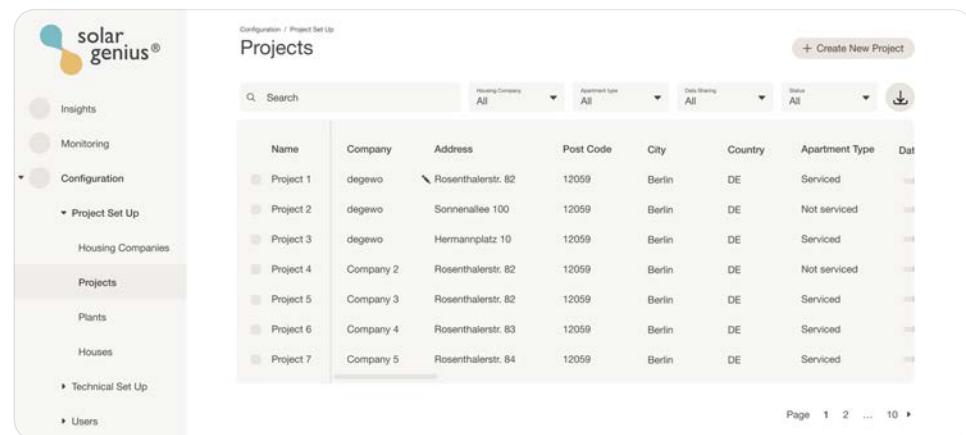
INSIGHTS DASHBOARD

The goal of this dashboard was to show the impact of the solar panels and support optimal usage. To this end, the dashboard included historical data on energy generation and consumption, as well as impact metrics like savings, CO₂ avoidance, and energy independence. Tenants, housing managers, and Auxolar admin had access to this dashboard, so I made sure designs could adapt well to variations with different permissions and data visibility.



MONITORING DASHBOARD

The goal of this dashboard was to allow housing managers and Auxolar admin to monitor the hardware systems and troubleshoot issues. The device monitoring table sorted by status by default, surfacing issues to the top, and included help and troubleshooting actions. Device types were accompanied by distinct icons to aid in pre-attentive processing.



PROJECT CONFIGURATION

In the configuration pages, Auxolar admin could create and edit housing projects, hardware, and user permissions. Hardware and users could be mapped to housing projects, which determined how data was aggregated and displayed on the insights and monitoring dashboards.

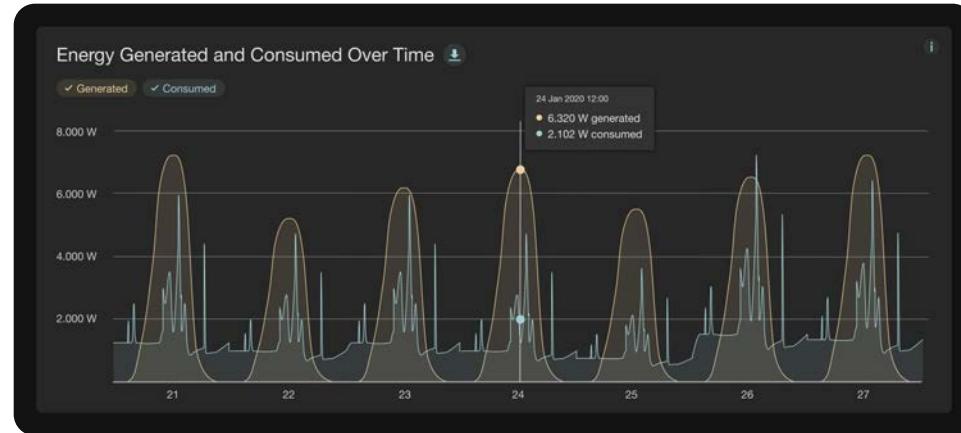
INTRO + WIREFRAMES My first step was to meet with the product and engineering teams to get a clear sense of the hardware system, user needs, and product goals.

Based on these discussions, I proposed a web app structure rooted in a jobs-to-be-done framework. I drafted a first round of wireframes to illustrate the architecture and proposed functions.

We reviewed the wireframes as a group to make sure they were technically realistic and aligned with the product vision.

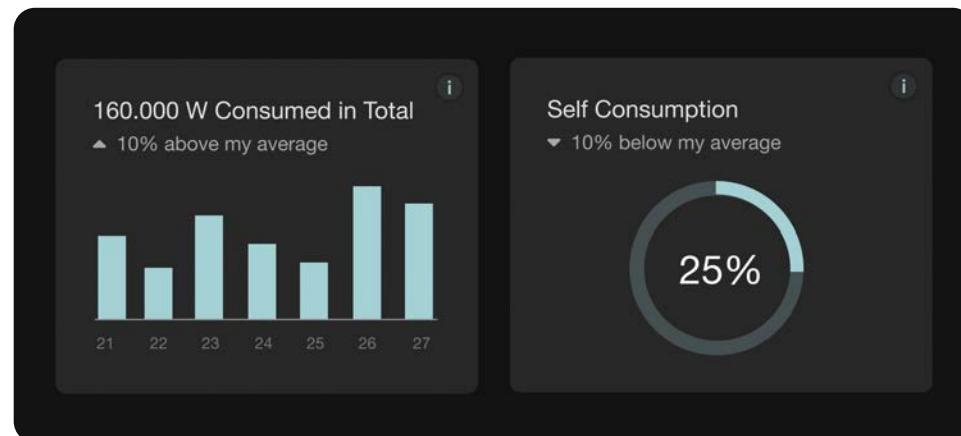
Wireframes included:

- Registration and login
- Insights dashboard
- Device monitoring dashboard
- Project configuration
- User settings

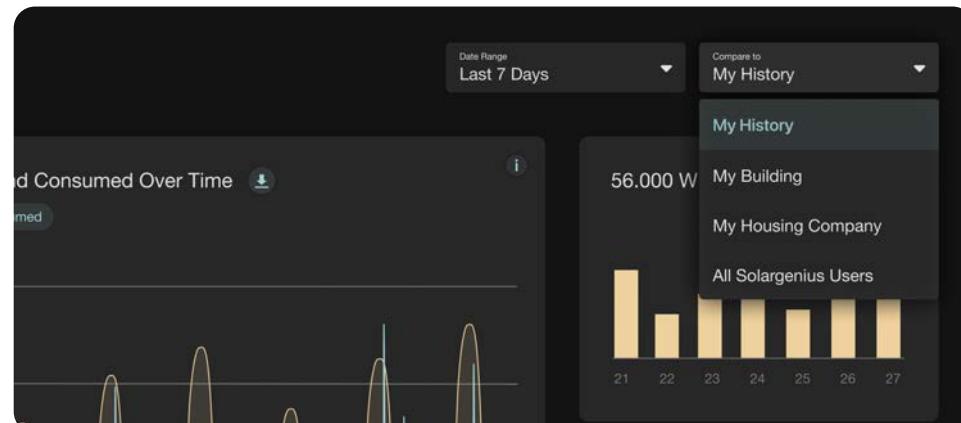


DATA VISUALIZATION The insights dashboard relied on strong data visualization principles to make the data clear and meaningful. In general, I aimed to maximize the data-ink ratio to surface essential information quickly. **LEFT**

Shading below the line graph aids in cognitive processing, minimalist axis lines support legibility without contributing too much noise, and precise values on hover allow for closer inspection.



GAMIFICATION To encourage engagement and behavior change, we included gamification features in the insights dashboard. Tenants could compare their energy consumption to certain averages, e.g. their own history or all users. This implicitly encouraged tenants to maximize the usage of the energy generated by their solar panels.



DARK MODE UI In the spirit of energy saving, we used a dark mode UI. To create a cohesive environment, careful attention was given to surface elevations. Each component was assigned a relative elevation, which impacted its surface color and shadows.

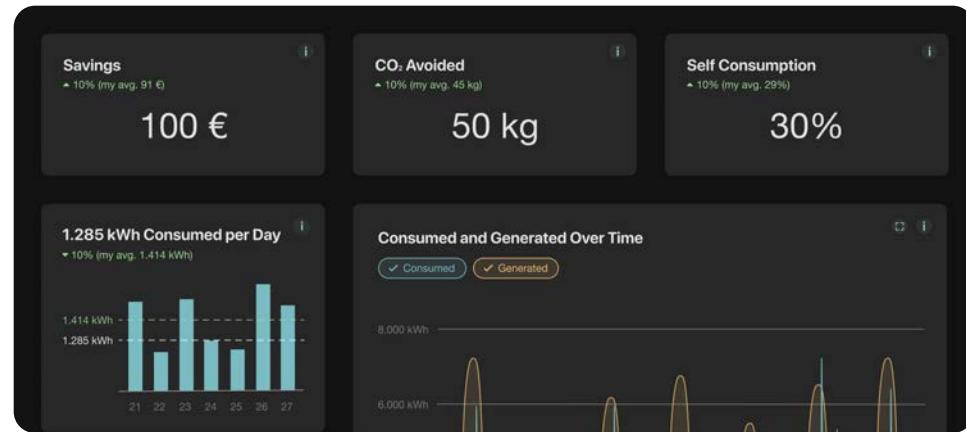
LEFT Filter dropdowns, data tiles, and tooltips each had defined elevations, which impacted their color, shadow, and layer order.

HIGH FIDELITY DESIGNS With the wireframes agreed on, I fleshed out the details, which included defining all cases of the user flows, drafting high-fidelity screens, and developing a working design system.

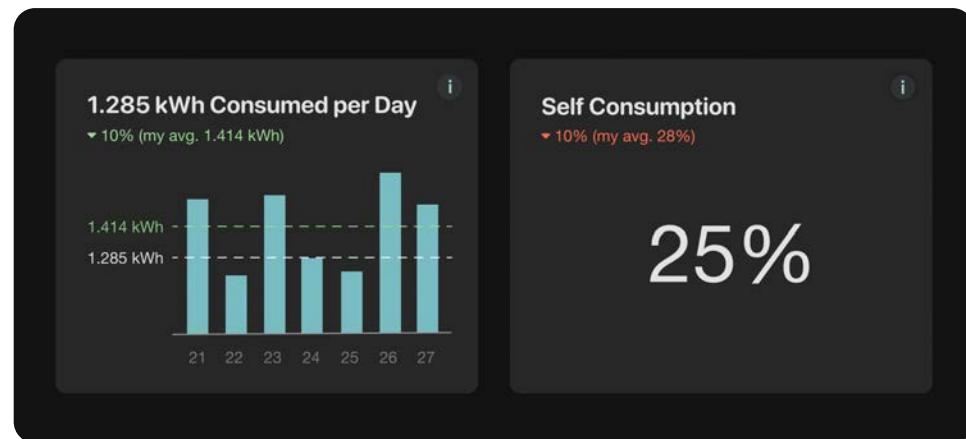
The areas that required the most detailed focus were:

- Data visualization
- Gamification
- Dark mode UI

We reviewed these designs as a team to make sure they were feasible, accurately reflected the tech, and were meaningfully communicated the data.



DASHBOARD LAYOUT We tested a dashboard layout that led with historical data on energy generation and consumption, followed by impact metrics like savings. Test participants, however, reported they were most interested in impact metrics. In response to these priorities, we moved impact metrics to the top, followed by the historical details. We also adjusted the layout to better suit the F-shaped reading pattern.



DATA VISUALIZATION Based on the test feedback, we made a set improvements to the data visualization. To improve overall legibility, we added value labels and increased title font weight. To assist in understanding the comparisons to the averages, we added average values, marked both the averages and current values on the graphs, and color-coded positive and negative trends.

Data Storage Location

- Auxolar database Recommended
- Local device in your building

You can see consumption data in your dashboard. It's used to calculate comparisions, but no one else can see your individual data.

You can't see consumption data in your dashboard, but you will be able to retrieve it later if you choose. No one else can see your individual data.

LANGUAGE CLARITY On the Settings page, tenants could choose where their data was stored and who it was shared with. We tested the language to make sure that it was easy to understand the technical details and relative benefits of each option. Across the app, we aimed for UX copy to be clear, concise, and useful.

USER TESTING We conducted user tests to validate the proposed designs. Since the initial release would be targeted toward tenants and we had the weakest user research around their preferences, we decided to focus the tests on the tenant experience. Tasks included account setup, dashboard interactions, and user setting configuration.

We recruited test participants who were familiar with their residential electricity company and had only minimal knowledge of solar panels.

Key areas of improvement from the user tests included:

- Insights dashboard layout
- Data visualization
- Language clarity

In this process, I wrote and conducted the tests, build a desktop prototype, led the analysis, and defined next steps with the product manager and engineering team.

FINAL DESIGNS I finalized the designs in response to the user tests, making sure the documentation was thorough and clear enough for dev handover and future iterations.

The final designs included:

- Flow documentation
- Responsive page designs
- Component library
- Grid system
- Color palettes
- Iconography

In 2021, Solargenius was awarded the *Innovative Anwendung Award*¹ by the *Wettbewerb für Solarcity-Initiativen*² in Berlin.



¹ Innovative Application Award

² Competition for Solarcity Initiatives

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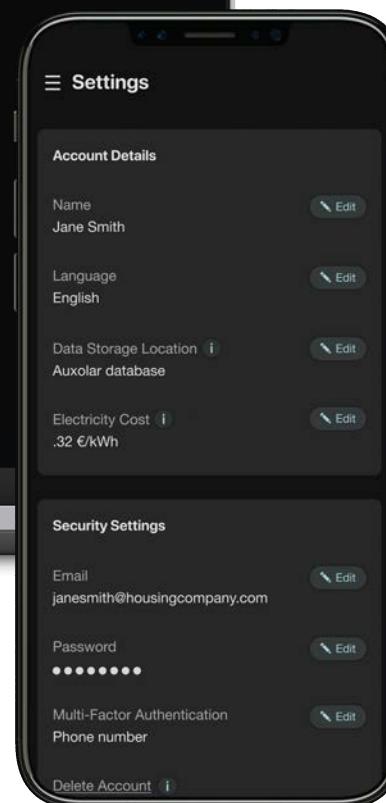
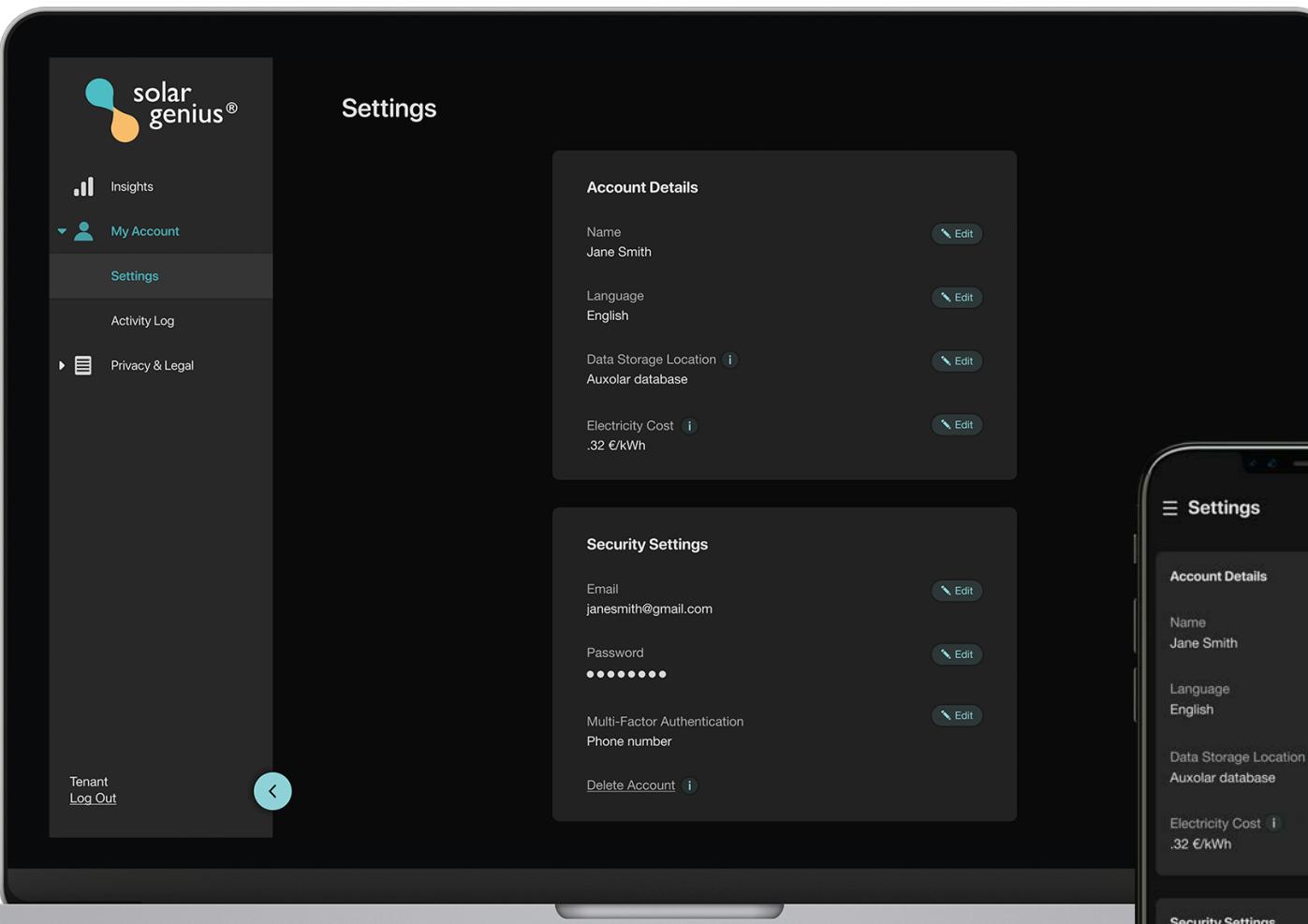
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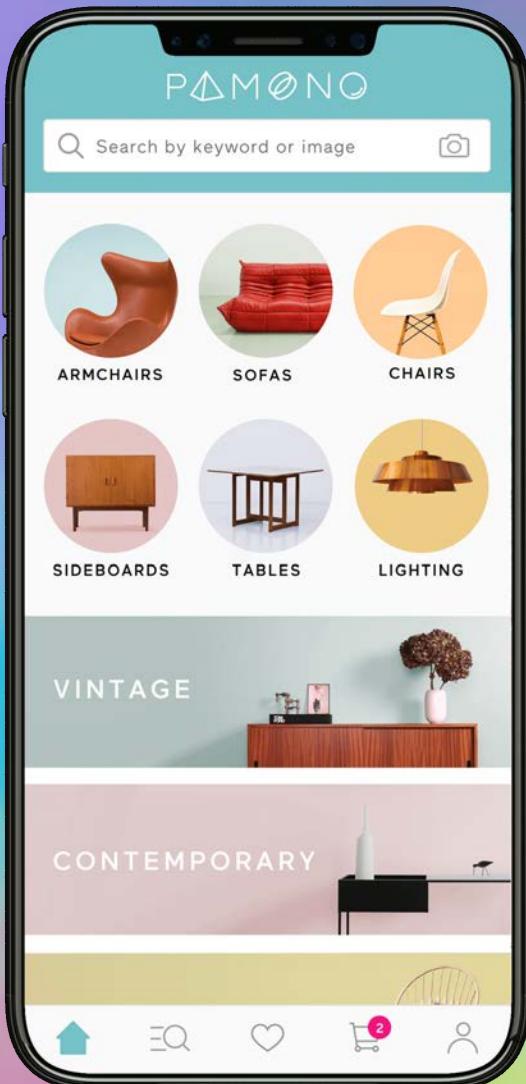
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Device ID	Device Type	Company	Project	Plant
123	Gateway	Company 1	Torstrasse 8	1
124	Inverter	Company 2	Körtestrasse 20	2
125	Power Sensor	Company 3	Kiehluer 67	3
126	Inverter	Company 1	Torstrasse 8	1
127	Inverter	Company 1	Torstrasse 8	1
128	Inverter	Company 1	Torstrasse 8	1
129	Inverter	Company 1	Torstrasse 8	1
130	Inverter	Company 1	Torstrasse 8	1
131	Inverter	Company 1	Torstrasse 8	1
132	Inverter	Company 1	Torstrasse 8	1
133	Inverter	Company 1	Torstrasse 8	1
134	Inverter	Company 1	Torstrasse 8	1
135	Inverter	Company 1	Torstrasse 8	1

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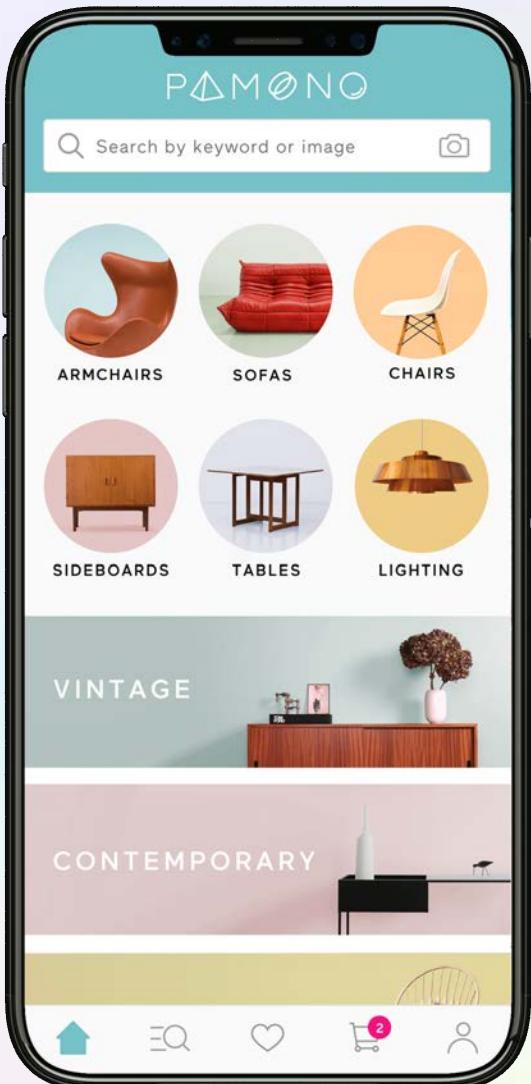
Our team built a mobile app to improve mobile user experience and open up new marketing opportunities. For the launch, we focused on the product discovery, purchase, and account creation flows, while building a new design system based on usability best practices and native mobile functionality.

TYPE Mobile app

ROLE Design Lead (team of 2)

SKILLS Data analysis, user flows wireframes, user testing, designs systems, accessibility, native functionality, UX copywriting

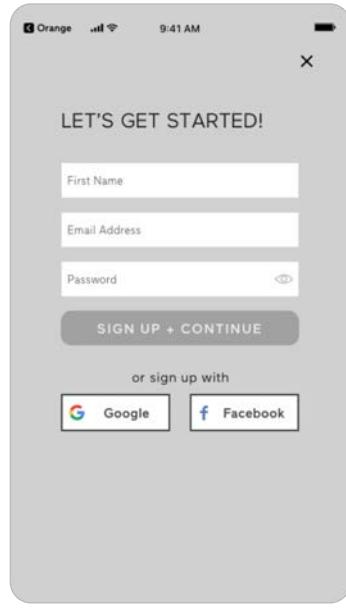
Pamono Mobile App



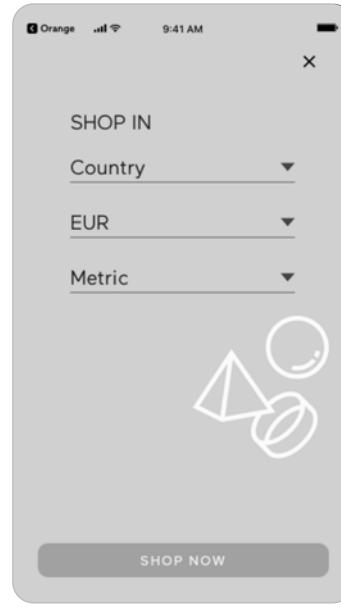
BACKGROUND Traffic to Pamono's website was historically desktop-dominated, and the design and development processes were too. As a result, the mobile site performed much worse: there were more dropoffs at each point of the conversion funnel, and conversion rate was 3.4x lower.

Over a few years, mobile usage more than doubled to become half of all traffic, and it became clear we needed to improve our mobile experience. To take advantage of performance improvements, native functionality, and CRM opportunities, we decided to build an app.

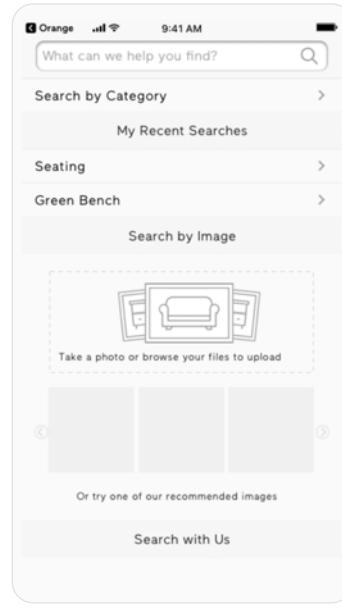
GOAL Develop a clear, easy to use enjoyable mobile experience so that users can find and purchase what they're looking for, and are driven to return for future purchases.



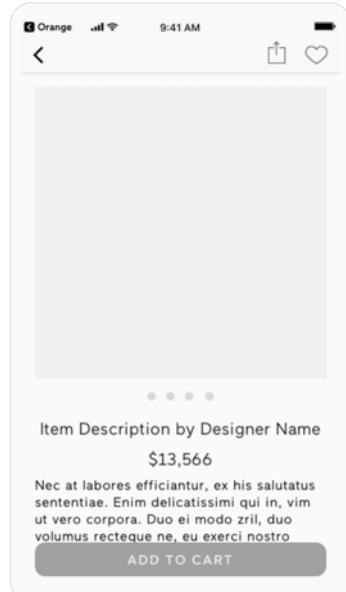
ONBOARDING FLOW Marketing requested that we require account creation and notification permissions at onboarding. We grouped them with important preferences in an onboarding flow.



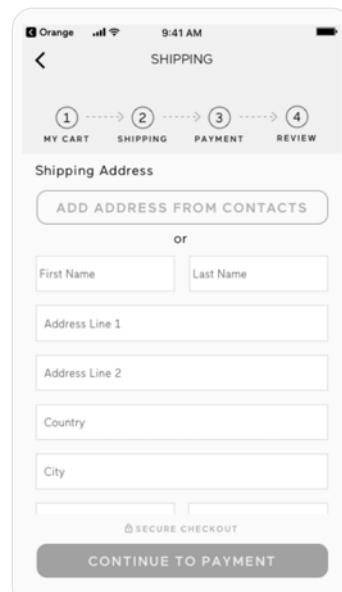
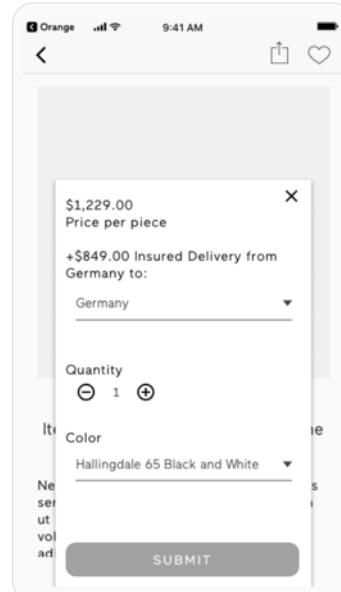
SHOP NOW



SEARCH We included search by text and photo, recent searches, and a contact form.



PRODUCT DETAILS + ADDING TO CART We led with an item overview that included images, name, price, and description. A sticky add to cart button opened a flyout to change product and shipping configurations.



SHIPPING + DELIVERY INFO Options were explained + selected at checkout.

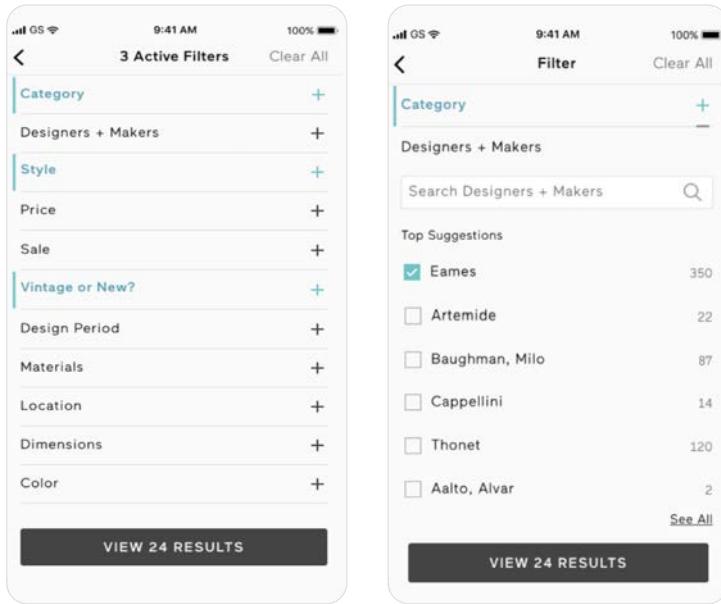
FLows + Wireframes Our first step was to sketch out a high-level draft of the app's flows, using our existing mobile design, user data, and qualitative feedback as a starting point. We made rough wireframes and feature proposals to build a full picture of our proposal.

There were five primary sections of the flow we paid special attention to:

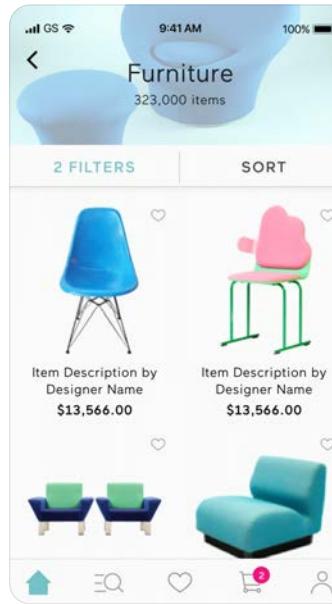
- Onboarding + account creation
- Search + discovery
- Product details
- Adding to cart
- Shipping + delivery information

As the lead designer, at this stage I made sure user flows were direct, information architecture was clear and useful, and that we were incorporating native functionality where relevant.

With my institutional knowledge, I was able to provide background on past design decisions and give feedback on which design solutions were the most feasible with our systems.



FILTERS Filters, accessed via flyout, are ordered by usage + conversion rates. Options have item counts to give a sense of the offering, and filters with many options show a truncated suggestion list of popular options. When filters are applied, the checkbox, filter header, and filter button on the category page all take on active styles.



HIGH FIDELITY DESIGNS With the app structure in place, we fleshed out the details: defining all cases of the user flows, drafting high-fidelity screens, and developing a working style guide.

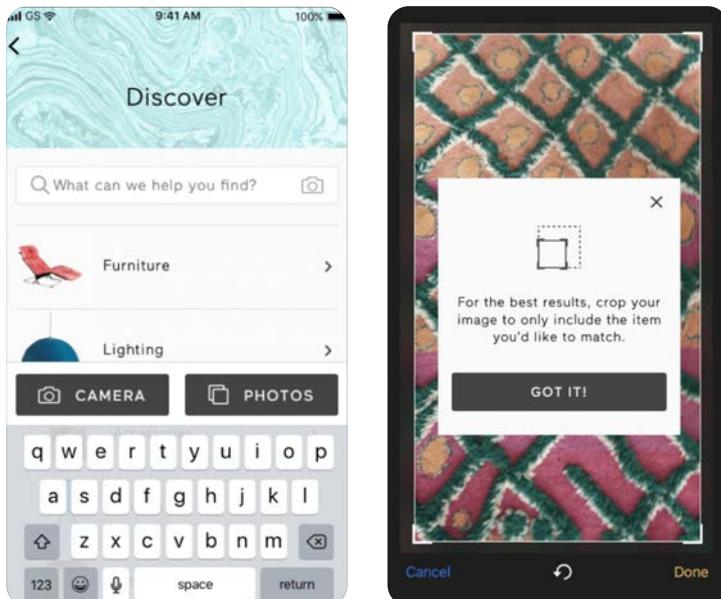
The areas that required the most detailed focus were:

- Filters
- Visual search
- Configurable products
- Design system

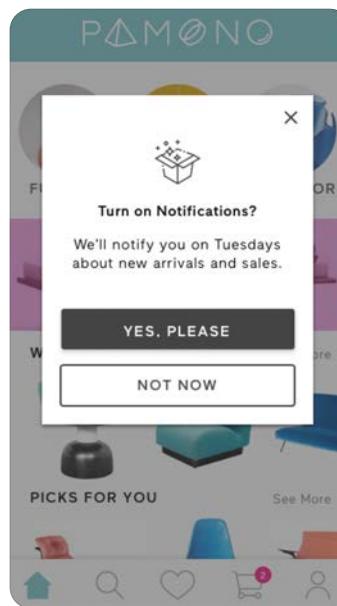
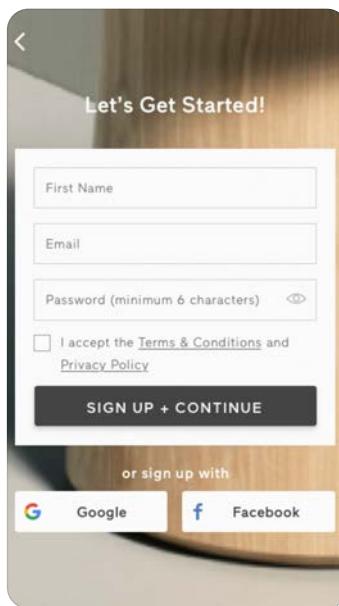
As the lead designer, I made sure we were creating a usable, unified, and branded world within the app.

From the UX perspective, I checked for straightforward, directive user flows, designs that were robust against edge cases, and UI consistency in styles, movement, transitions, and depth.

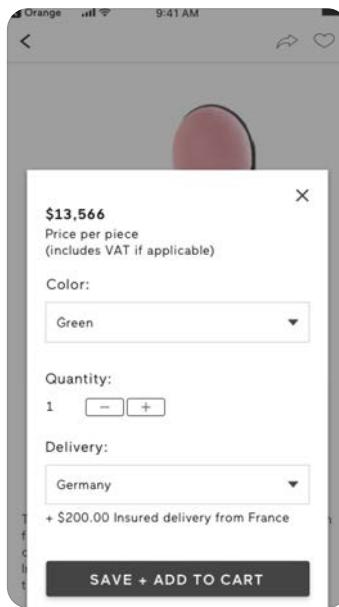
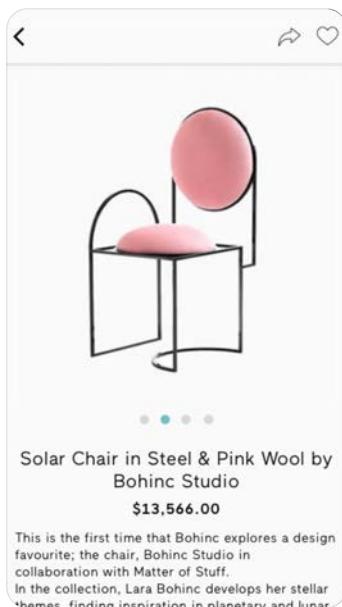
From the branding perspective, I encouraged a refreshed brand look that was rooted in accessibility principles and still felt connected to the existing Pamono brand.



VISUAL SEARCH Clicking the search bar pulls up a keyboard with camera and photo access buttons. On first use, an instructions modal explains the process. Visual search results display on a search results page with the reference image in the header. Users can filter and sort from here.



ONBOARDING All testers chose the guest option and declined notifications, explaining that they wanted to get a sense of Pamono before making these decisions. In response, we moved these options into the flow for the final design: adding to wish list triggered a notification request; starting checkout required account creation.



ADDING TO CART When users hit the add to cart button, it triggered a flyout to edit configurations. Users were unsure if the item was in the cart or if they needed to hit save again. In response, we moved the configuration options to the main page, and changed the flyout to a success message with a link to view in cart.

USER TESTING We built iOS and Android prototypes and conducted two rounds of user testing to validate our designs.

We recruited users in Pamono's building to participate in the test. To qualify, they had to be of our target demographic, have experience with e-commerce mobile apps, and not have more than a passing knowledge of Pamono.

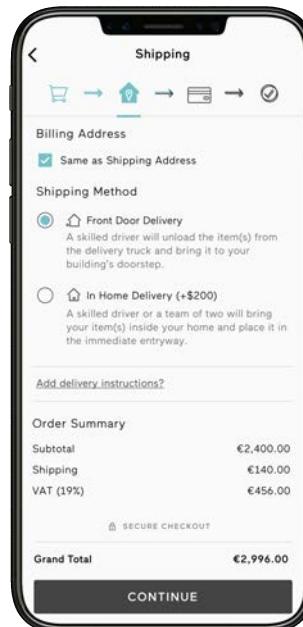
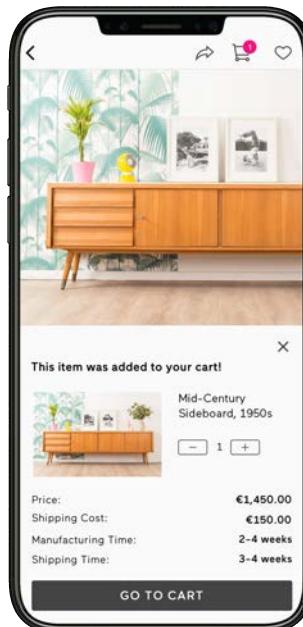
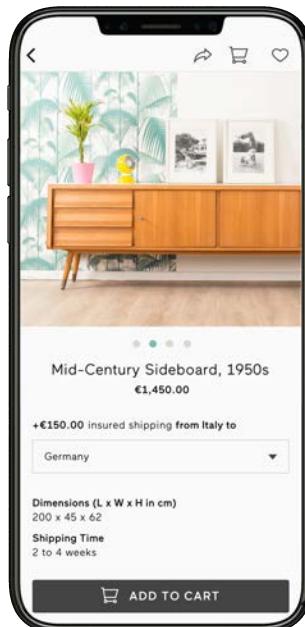
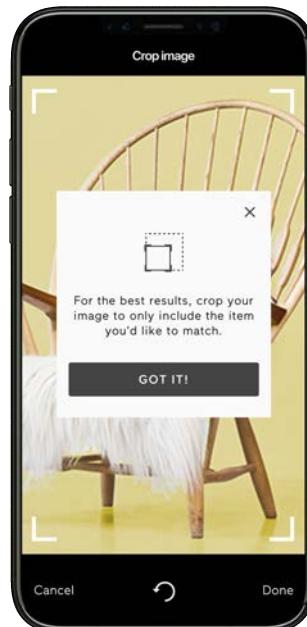
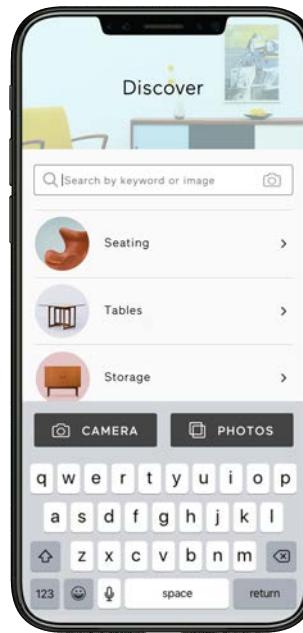
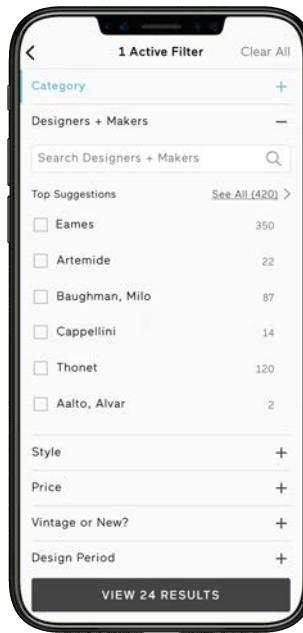
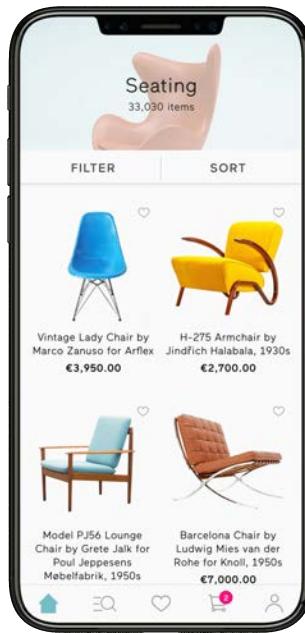
Key areas of change from the user tests included:

- Onboarding + account creation
- Search + discovery
- Product details
- Adding to cart
- Shipping + delivery information

As the lead designer, I wrote and conducted the tests, led the analysis, and defined the next steps in collaboration with the product manager and production designer.

FINAL DESIGNS As we were finalizing designs and documentation, I made sure that we captured the guiding principles, design rationale, and how + when to use certain elements so that it could be useful as a reference for future improvements.

In advance of the mobile app release, I collaborated with the product manager to develop an analytics framework to track the success of the app. This included top-level KPIs (for funnel step completions, conversion, and retention) and event tracking on specific features. These events were set up so that they could be directly compared with the existing mobile website so that we could easily compare different design solutions and take lessons from one to the other.



Our team rebuilt the inventory management section of Pamono's Vendor Portal, optimizing user flows and building a new design system based on usability best practices. The end product resulted in higher quality uploads, faster processing times, and lower costs per product upload.

TYPE B2B platform
ROLE UX Designer (team of 1)
SKILLS Data analysis, user flows wireframes, user testing, designs systems, accessibility, UX copywriting, localization

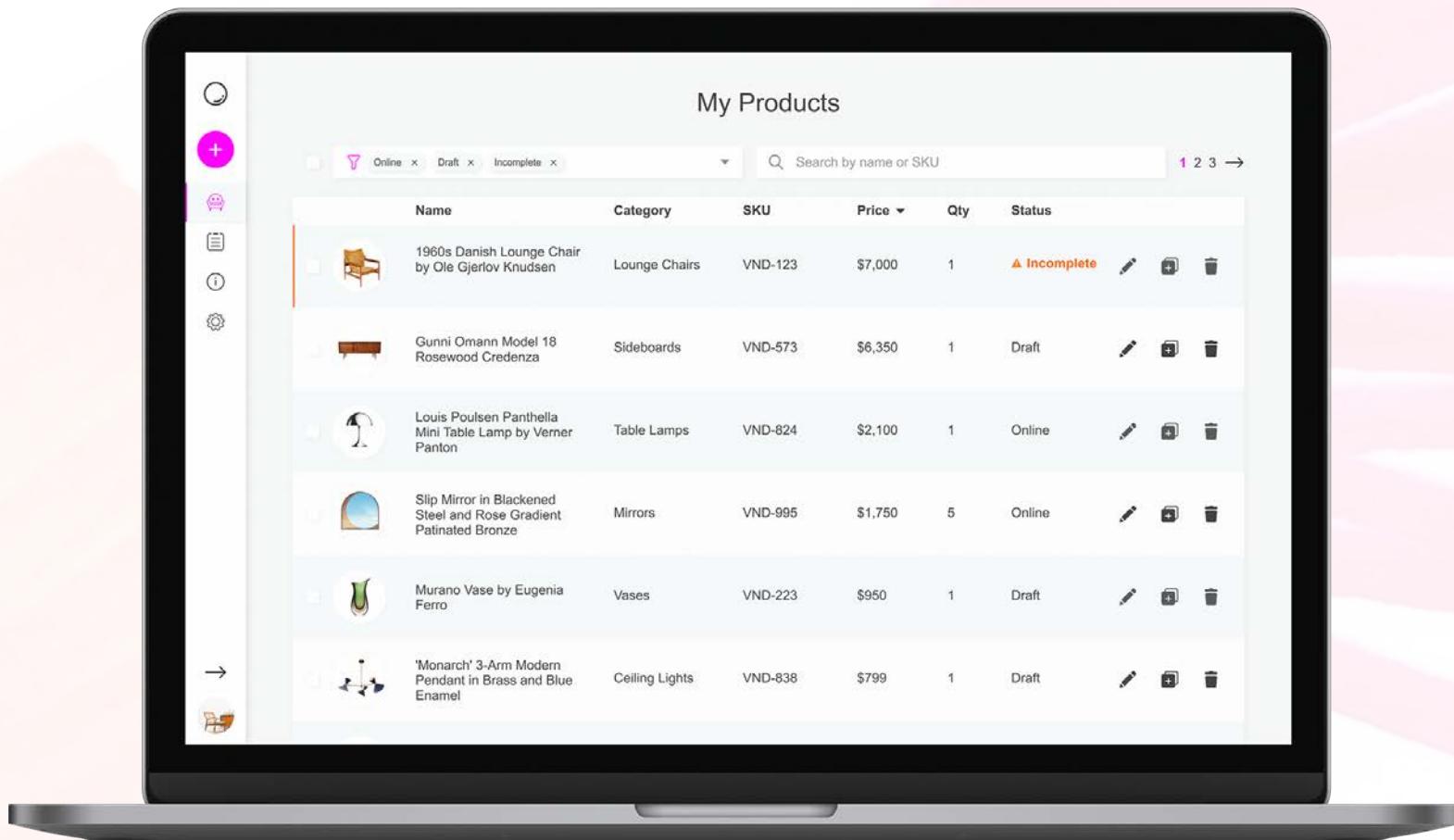
Pamono Vendor Portal

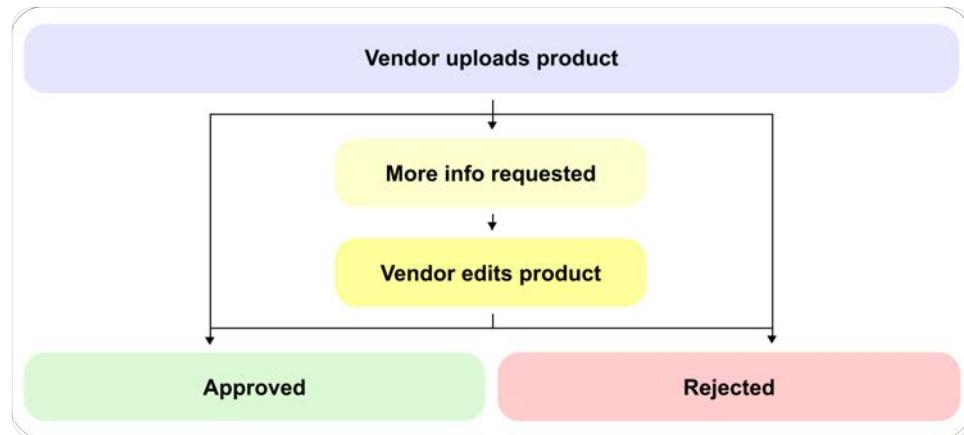
Name	Category	SKU	Price	Qty	Status	Actions
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete	
Gunnni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft	
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online	
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online	
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft	
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft	

BACKGROUND Pamono is an e-commerce marketplace for furniture: like Etsy or Amazon, furniture vendors upload their inventory to sell on Pamono's e-commerce site. For years, the customer-facing website took priority, and Pamono's Vendor Portal stayed a minimum viable product with basic inventory management functionality.

As Pamono's vendor roster grew and the product acceptance criteria became more complex, this started to cause critical issues and vendors became resistant to upload new pieces. As increasing inventory became one of the company's most important growth strategies, this became a critical issue to address.

GOAL Provide vendors with an efficient, enjoyable inventory management process that invites vendors to upload products, improves the product approval workflow, and allows for increased inventory.





WORKFLOW When vendors uploaded products, they would be sent to Pamono's Content and Sourcing teams for review. Disapproved pieces would be sent back to the vendor for additional information. This was the first point in the flow where vendors learned the acceptance criteria, which led to lots of frustration and lost time on both sides.

The screenshot shows the 'Products' section of the Pamono vendor portal. At the top, there are search and filter options ('Name or SKU', 'Filter by Status'), and a button to 'Add Product'. Below is a table with columns: Name, SKU, Price, and Status. Two items are listed:

Name	SKU	Price	Status
Sideboard by Fred Sandra for De Coene, 1958	UD0025	\$9,120.33	Enabled
Quantity: 1			
	Edit	Delete	Sold Out
Sideboard by Fred Sandra for De Coene, 1958	UD0025	\$9,120.33	Enabled

PRODUCT LISTING PAGE The original product listing page gave an overview of the vendors' inventory. The table was difficult to skim — especially on small devices — and there were no mass actions to assist in large-scale inventory management.

The screenshot shows the 'New Product' page. It features a heading 'Let's add some photos!' with a note 'Products with more photos sell.' and a large 'Add Image' button. Below are input fields for 'Name' and 'Description', each with a question mark icon for help.

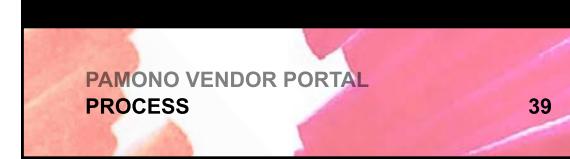
PRODUCT EDIT PAGE The product edit page was a one-size-fits-all form — vendors would see the same questions whether they were uploading a vintage cabinet or made-to-order ceiling light. Without any validation or indication of Pamono's acceptance criteria, vendors had to guess what information was really required.

UX AUDIT We first met with Pamono's Content and Sourcing teams — the teams that interact with vendors and use the Vendor Portal the most — to understand the key issues from the vendor and content editor perspectives.

We also took this moment to define KPIs, including:

- Time to upload
- Time to edit an existing product
- % disapproved products
- Number of product edits/hour
- Mobile usage
- Shipping + delivery information

This initial audit served as a benchmark against which we could to measure our solutions.



PAMONO
Vendor Portal

New Product

Inventory Basics Description Physical Properties Submit

Materials*
Type or select one or more options

Colors*
Type or select one or more options

Weight Range*

GROUPED CONTENT The questions are organized into logical groupings, breaking the form into digestible chunks, minimizing cognitive load. For example, questions about materials, colors, weight, and dimensions are grouped under Physical Properties.

Is this piece limited edition?

Yes
 No

Number of Pieces in Edition*
Type here

PROGRESSIVE DISCLOSURE The form starts as light as possible, then expands to display relevant questions, response options, and field requirements based on the user's input. This minimizes cognitive load and ensures that vendors only respond to relevant questions. For example, questions about edition numbers only appear if a vendor indicates that the item is limited edition.

Price*
750 € per piece

Trade Price — discounted price offered to interior designers
800 € per piece

⚠ Trade Price must be lower than Price

DIRECTIVE MESSAGING The Messages clarify the user's status in the flow and the actions required for the next steps. For example, page-level error messages include anchor links to problem fields, where a validation message explains the specific issue.

FLOW + WIREFRAMES It was clear It was clear that the flow needed to feel as light as possible and that product requirements needed to be reflected early to decrease cognitive load and avoid downstream confusion.

I drafted a product upload flow and wireframes that were anchored in:

- Grouped content
- Progressive disclosure
- Directive messaging

I reviewed the flow and low-fidelity designs with the Content and Sourcing teams to make sure they accurately reflected the product requirements and were aligned with expectations.

Because the forms deal with esoteric information, it was especially useful to talk through each field to understand its intended use and existing problems around it.

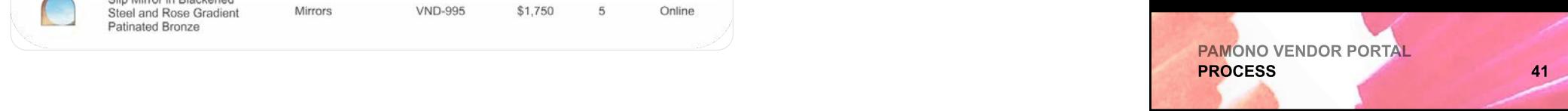
A screenshot of a mobile application's search interface. At the top, there is a field labeled "Category*" containing the text "Lighting". Below it is a "Materials*" field containing "Copper", "Steel", and "Aluminium", each with a close button ("x"). A dropdown arrow is located to the right of the materials list.

PATTERNS + AFFORDANCES
Visual patterns and affordances aid in information processing and give the user direction on how to engage with the component. Throughout the application, active components turn pink, as illustrated by the Materials field dropdown. Multi-select dropdown responses display as tags to indicate that multiple options are possible.



Name	Category	SKU	Price ▾	Qty	Status
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Online
Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online

ANIMATIONS Subtle animations ease the interaction experience. For example, looping diagonal loading animations optimize perceived performance so that the page loading time feels faster.



WORKING DESIGN SYSTEM First and foremost, the design system needed to be usable — or more specifically, clear and easy to use regardless of user knowledge, ability or device.

Beyond that, I also aimed to make it enjoyable — a motivating expression of Pamono's brand to help take the strain off of a tedious process.

The design system was anchored in:

- Visual patterns
- Animations
- Density
- Templated language
- Cross-device adaptation

Product successfully submitted!

Our Content Team will review your item and put it online in the next few days. We'll be in contact in case of any issues.

[+ Add Another Product](#) [Back to Products](#)

Modernisten [Log out](#)

Search by name or SKU

Filter Sort

- 1960s Danish Lounge Chair by Ole Gjerlov Knudsen
- Gunni Omann Model 18 Rosewood Credenza
- Louis Poulsen Panthella Mini Table Lamp by Verner Panton
- Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze
- Murano Vase by Eugenia Ferro

[+](#)

Products Orders Support Settings

TEMPLATIZED LANGUAGE

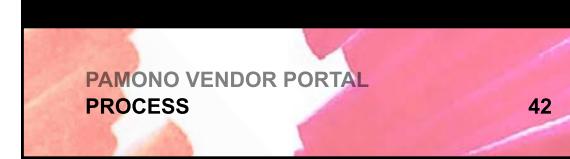
Microcopy follows patterns that are clear, concise, and communicate the next steps in the flow. For example, all success messages use the same construction: headers said the action was successfully completed; body text gives further details about the next steps in the flow; action buttons take the vendor to the next step.

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PAMONO
Vendor Portal

+ New Product

Products
My Products

Draft

Images

Image must be either JPEGs or PNGs, be at least 800 x 800 pixels, under 5 MB.

Drag & Drop

OR

Browse Your Files

Inventory Basics

Pricing

Description

Physical Properties

Dimensions

Colors*

Azure

Green

Aquamarine

Chartreuse

Forest Green

Sale Price

Off

Type here

€ per piece

Trade Price

Discounted price offered to interior designers

On

800

€ per piece

SINGLE PAGE LAYOUT Long forms can feel lighter in a guided, multi-page formats (like many checkout flows). When we tested this, some vendors said they'd prefer a single page: vendors often upload one product to multiple platforms at once, jumping between browser tabs and form fields. They found a single page layout easier to navigate, so we switched to a single page layout with section anchor links in the left nav bar.

LOCALIZATION Pamono's Vendor Portal is translated into five languages, and it was clear from the user tests that simple language, accurate translations, and supporting visuals were important for a smooth experience. For example, in our color field, we grouped complex colors under rainbow-based parent colors and included color samples next to each option, so that vendors could easily find the most appropriate color option.

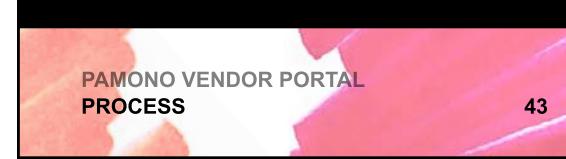
UI CLARITY We made small tweaks to the UI after some users had trouble finding or using features. For example, a few vendors had trouble finding the tooltip, so we right-aligned it and used a filled icon. Other vendors were confused about toggle functionality, so we added on/off text to toggles and additional explanation where needed.

USER TESTING I built a desktop prototype of the product upload process to validate user flow and UI decisions.

I trained the Sourcing team in user testing, and we tested the flow with a mix of vendors from our key markets in their native languages. The moderators then met to review the feedback, and I led the decision making on next steps.

While vendors were generally excited about the direction we were going, key areas of improvement included:

- Page layout
- Localization
- UI clarity



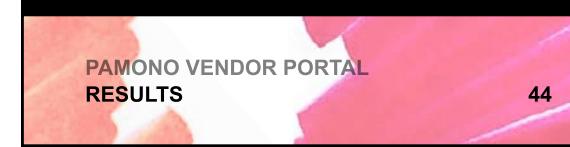
FINAL DESIGNS I finalized the designs in response to the user tests and worked closely with developers to make sure the design proposals were strong from a technical standpoint.

The final designs included:

- Flow documentation
- Responsive page designs
- Component library
- Grid system
- Color palettes
- Iconography

My Products

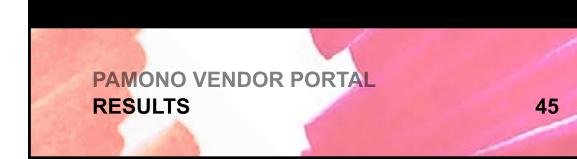
Name	Category	SKU	Price	Qty	Status
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete
Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft



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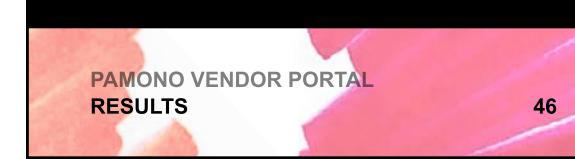


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The image shows a laptop and a smartphone side-by-side, both displaying the Pamono Vendor Portal. The laptop screen is larger and shows a detailed view of a product page for a '1960s Danish Lounge Chair by Ole Gjerlov Knudsen'. The page includes sections for 'Images' (with several thumbnail photos of the chair) and 'Inventory Basics' (with fields for Item Name, Category, Single item or set?, and Stock Quantity). The smartphone screen shows a similar but simplified version of the same product page, designed for mobile devices. Both screens feature a navigation bar on the left with links like '+ New Product', 'Products', 'My Products', 'Orders', 'Support', and 'Settings'. A bottom navigation bar is also present on both devices.



I have uploaded products on quite a few websites and yours is the easiest and most convenient I've ever seen.
Well done!

— SURVEYED VENDOR

-29%

AVERAGE TIME TO UPLOAD A NEW PRODUCT

From 9.7 to 6.9 mins

+28%

PRODUCT EDITS/HOUR BY CONTENT EDITORS

From 18 to 23

5×

INCREASE IN MOBILE SESSIONS

From 3.1% to 15.5%

-61%

AVERAGE TIME TO EDIT AN EXISTING PRODUCT

From 7.4 to 2.9 mins

+6.3%

PERCENT OF PRODUCTS APPROVED

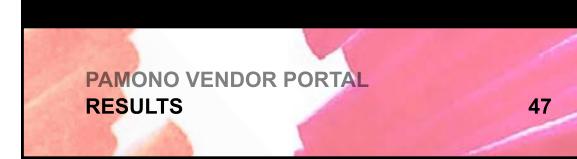
From 82.5% to 87.7%

86%

SURVEYED VENDORS WHO GAVE ENTIRELY POSITIVE FEEDBACK

IMPACT I developed the plan to understand the impact of the new inventory management flow. We looked at the KPIs we identified at the beginning of the process and released a short survey to get a sense of overall satisfaction and flag specific areas for ongoing improvement.

We saw positive results across all of our KPIs and predominantly positive feedback from vendors. We grouped critical feedback by subject area and the Product team prioritized improvements.



PAMONO VENDOR PORTAL RESULTS

Thank you

