

# Hive

Peer to peer enterprise video streaming • 2018-2020

### Problem

When I started at Hive Streaming, they had no design in place nor designers working on their solutions, only engineers, which led to:

1. Hive Streaming having many different systems, so customers needed to login to each one every time with different credentials
2. Each system had a different user interface and experience weren't consistent.

### My role

I started as their **first Product Designer**, covering both UX and UI for existing platforms, but also helping to design new products and offers. I spent most of my time with customer interviews, investigations, prototypes, AB test, and implementation of a design system and design library. We opted for **qualitative** under **quantitative** since the number of people that logs in to Hive are in the thousands (down to hundreds monthly) even though Hive have million of end users. It's just the nature of enterprise solutions and B2B.

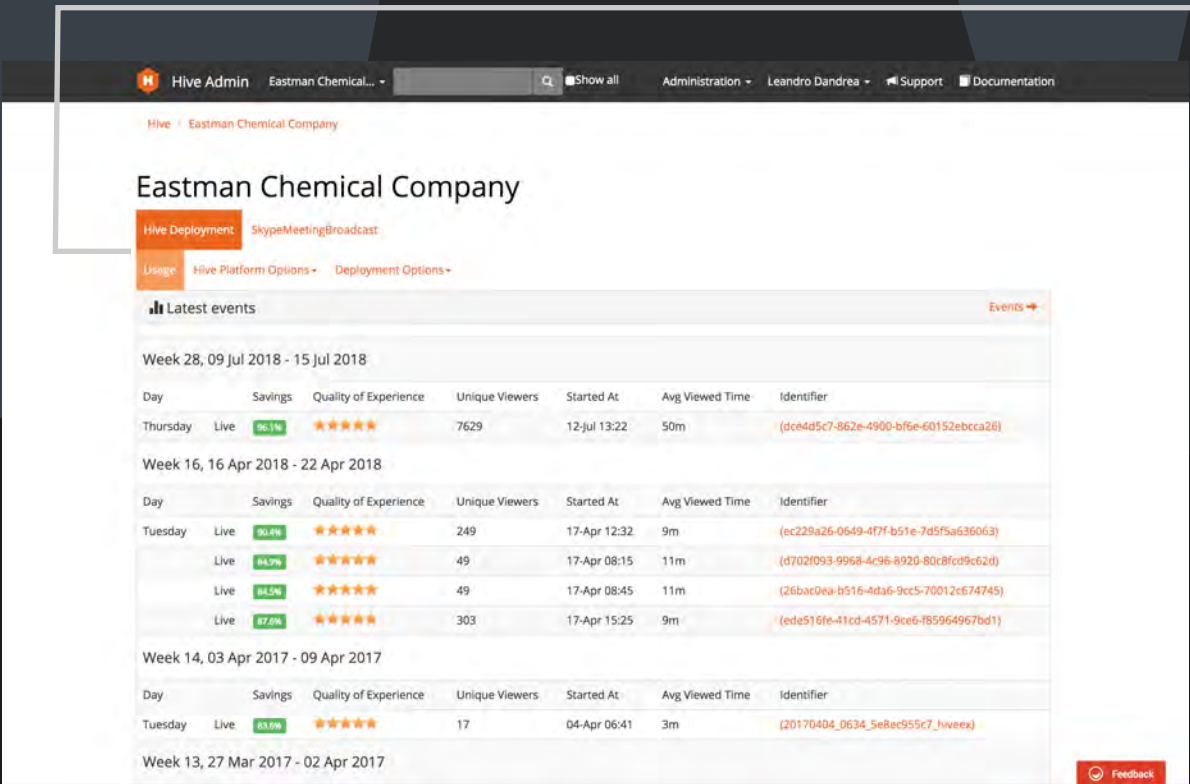
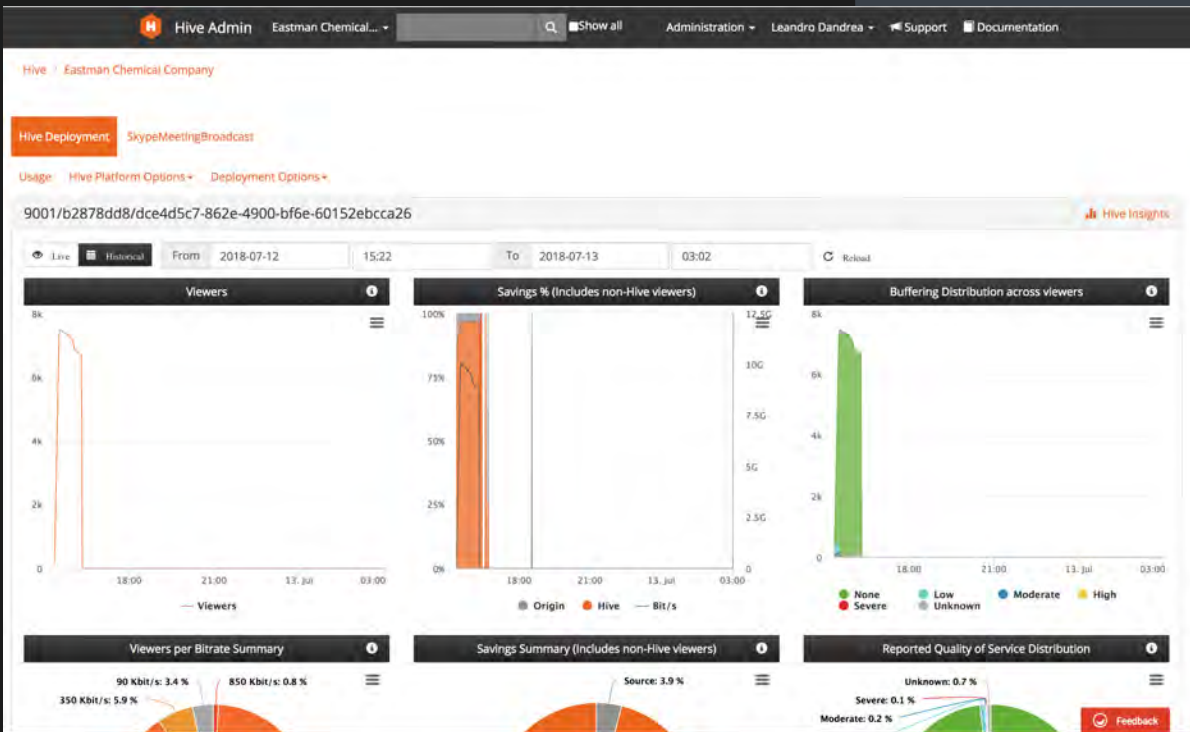
### Result

A **Hive Portal** including all the old systems in one place with single sign-on (SSO) from Microsoft (optional, but more than 90% of all Hive customers are big Corps using MS solutions). The old systems became **Products** in the side menu and later on Hive expanded its own product portfolio offering inside Hive Portal.

## SIDE BY SIDE COMPARISON

### BEFORE

One of the many systems from the time I started at Hive Streaming.

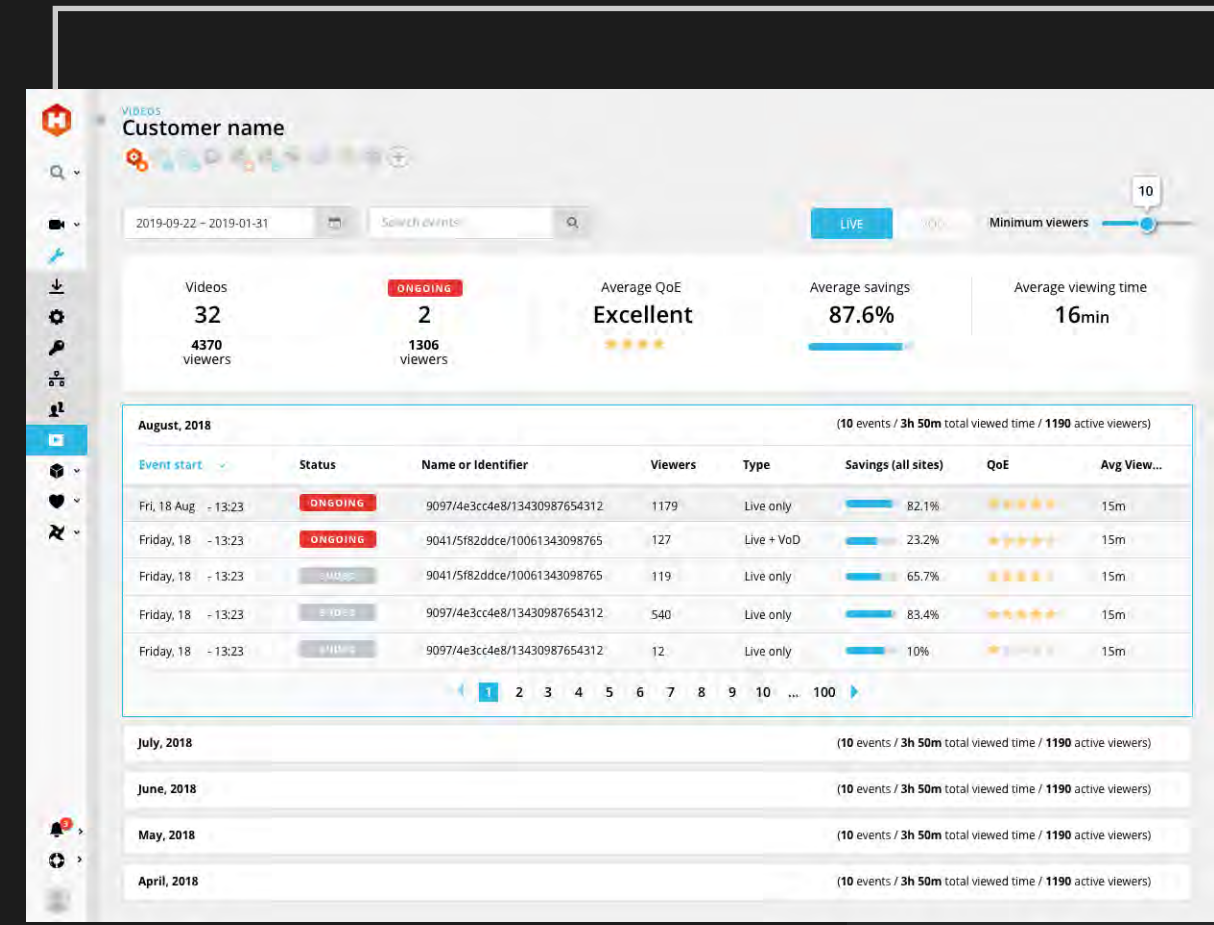


Tabbed navigation  
Tabs as menus and submenus - clearly causing confusion.

AFTER  
Hive Portal with all updated components and SSO.



Clear navigation  
Consistent data visualization  
Design system in place



Improved data tables  
Summary on top of all table components

Sidebar navigation  
A sidebar to navigate between the different products and settings.



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## MODES LIGHT / DARK



After a few customer interviews, was clear that the **light mode** was easier to read for non-frequent users and C-Level customers while a **dark mode** was much better for producers and other use cases where the monitoring is being used for a long period of time in big displays.

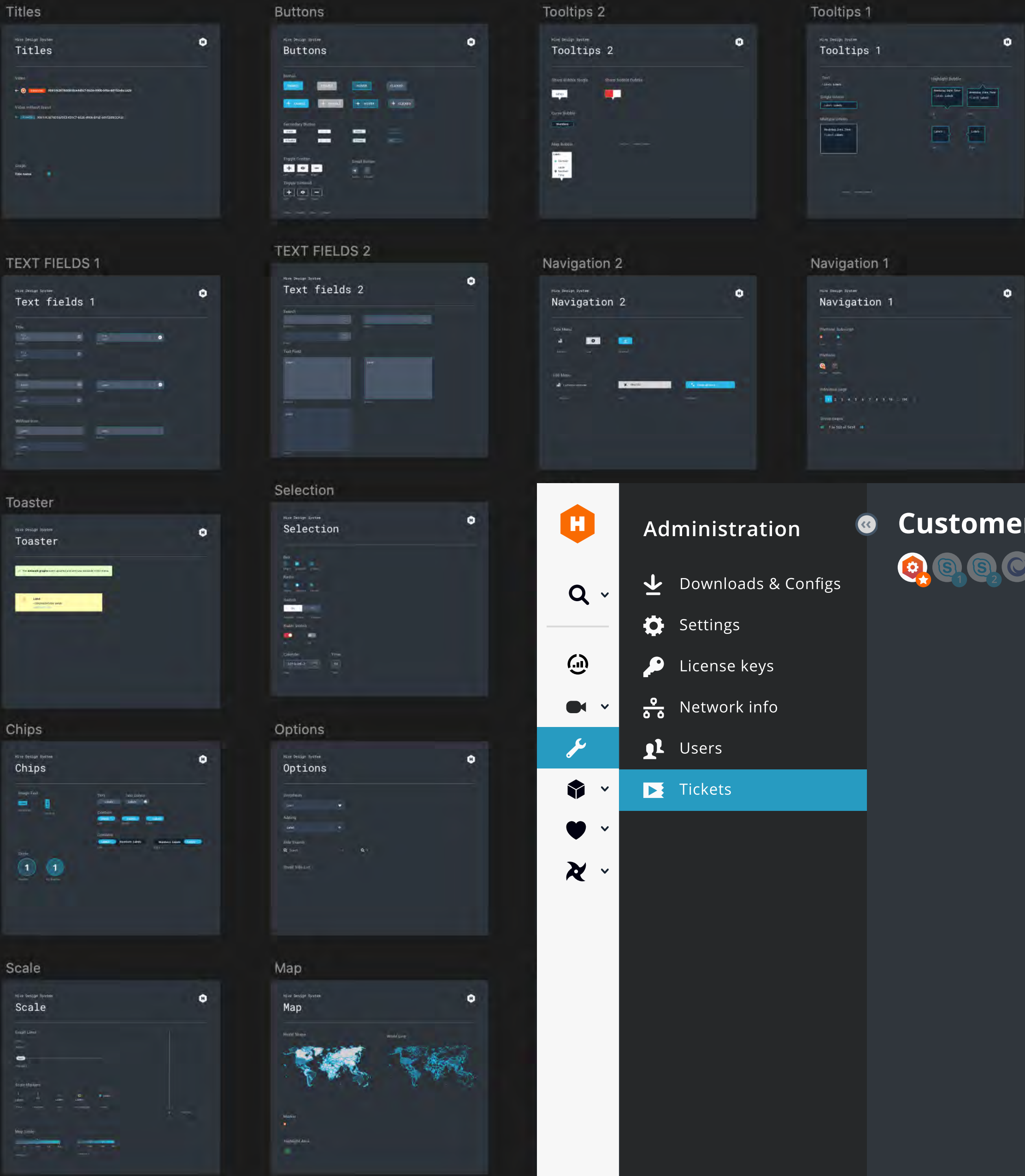
## DESIGN LIBRARY

A glimpse of Hive design library created to be used within Hive Portal and all future products. Design Library is a live entity being updated with new and improved components.

## SIDE MENU NAVIGATION

Navigating through a complex system - full of data visualizations, settings and tables for different personas - required a revamped navigation system.

The navigation itself became a dedicated topic within the **Hive design library**.



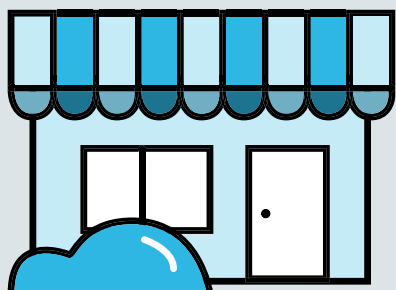


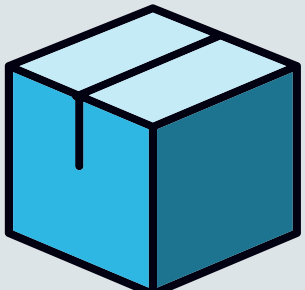
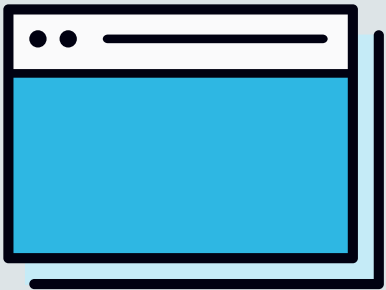


## DESIGN SYSTEM

I also created all assets for the Hive design system, from icons, color palette, fonts, tone of voice and up to illustrations, below a few examples of branded icons (used in presentaions, marketing, etc...),and system icons.






BRAND  
ICONS

Outlined icons  
Shaded (any secondary or tertiary hues)  
Freely scalable  
More detailed



SYSTEM  
ICONS

Solid icons  
Flat single color  
base8 scale system  
MUST be readable in very small sizes



### FINAL ASSIGNMENT

My last assignment at Hive consisted of helping with the rebrand alongside London based agency called Together and below you can see the nice final result. I would had loved to see this rebrand rolling out to the platform before moving on to my next challenge within the FinTech world.

