

My

INTERNSHIP

With

Vertafore®

Made by

Edward

Nguyen

June



Dive into Analytics

Began analyzing usage data for Vertafor products. I strived for compelling storytelling with actionable insights.

User Testing

Sat in on live user testing with Vertafore customers.



July

Orientation & Training

Absorbed insurance industry and Vertafore product information. Learned about company tools and resources.



First Infographic

Made and contributed to my first-ever infographic: a usage analytics report for Vertafore Agency Platform (VAP).

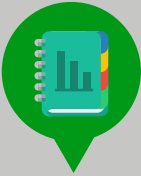
Analytics Video

Used After Effects for the first time to make an analytics video report.



Intern Innovation Challenge

Our team tackles the problem of cross-company collaboration by designing and developing an enterprise social network.



Ideation Sessions

Began involvement in ideation sessions for products, sessions with Blink UX, etc.



August



Client Portal Infographic

Usage Analytics for a different product, Client Portal.

Began an Analytics Guide

Began a web/usage analytics guide that helps the XD team with analytics for products. Configuration assessments soon followed.



Task Modeling

Measured task efficiency of various user interactions on VAP, using the Keystroke Level Model (KLM) and an innovative tool called CogTool.



Wireframing

Participated in an iterative process of wireframing an alerts/notifications history and settings for Vertafore Enterprise Platform, a mobile software product.



Innovation Challenge

Our team presents and demos our product to a panel of judges. We went on to win!

Researching

I researched login screens, splash screens, login animations, preloader animations, cog and hamburger icons for the lead designer and director of our team.



Present Models

Deemed useful by team - but I maintain it requires user research.

Data Driven Design

Using my knowledge of usage analytics, I began a data-supported process of design that could be implemented here at Vertafore.

September

Agency Platform QA

Functional deviation analysis on VAP environment against annotated wireframes.

Internship Ends

I developed my design skills, made a lot of good friends, and got much better at ping pong.



Analytics Strategy

Along with another intern and designer, we are setting the entire strategy for Analytics here at Vertafore.

Finish



Mental Modeling

Using a technique created by Indi Young, we strengthen the user-oriented research process within Vertafore.

