



Selected works



AS A PRODUCT DESIGNER, I LOVE TO FACILITATE THE CONNECTION
BETWEEN PEOPLE AND NEW TECHNOLOGIES.

Photo by Eva Blue



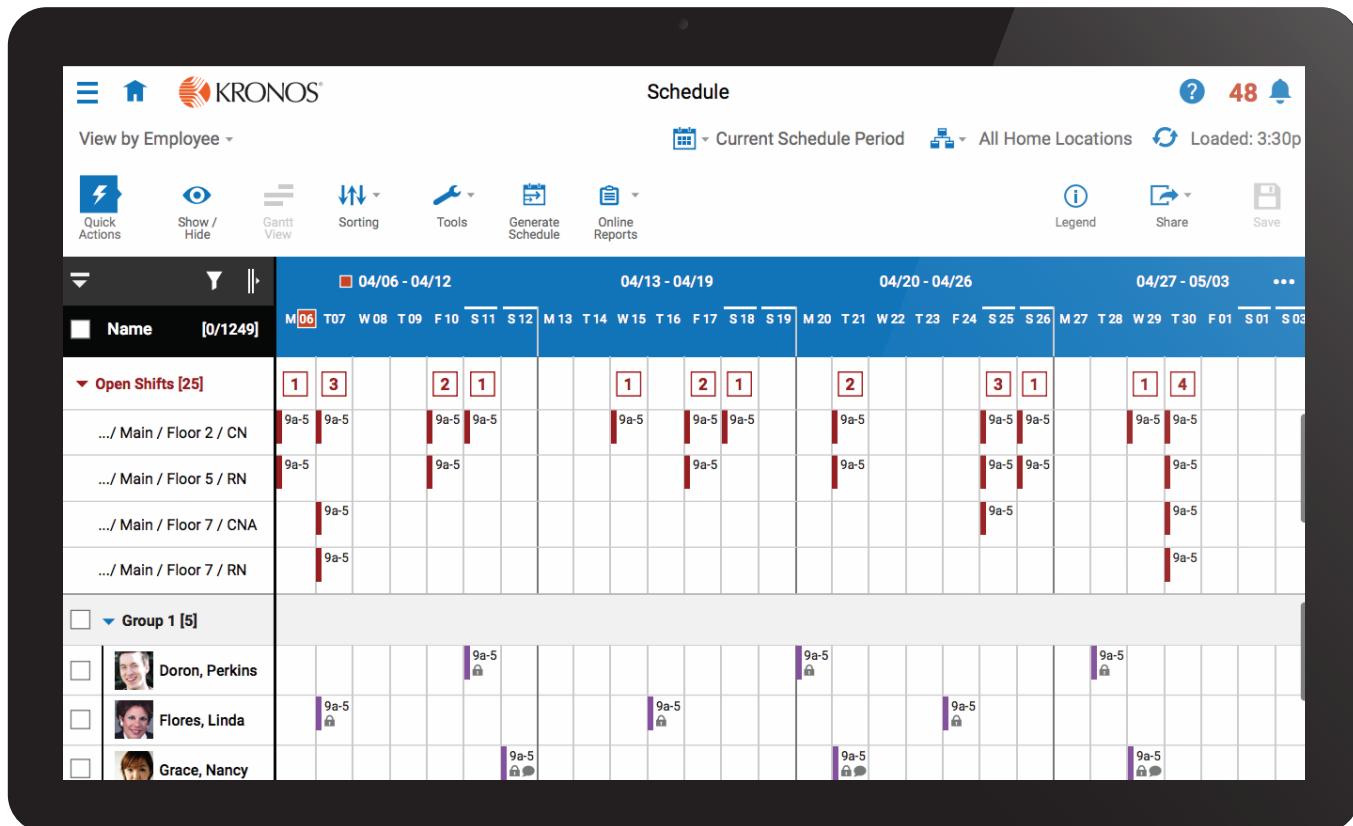
Hello!

Welcome to my portfolio.

On the next pages, I will walk you through some of the projects
I worked on, and I am really proud of.
I hope you enjoy the journey!



Gabriela

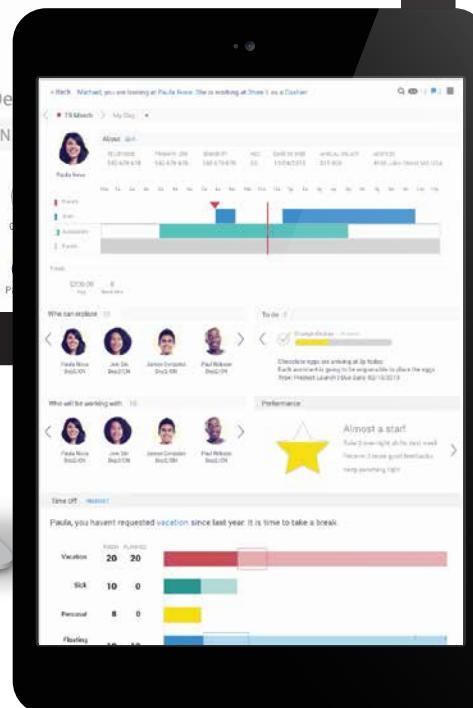
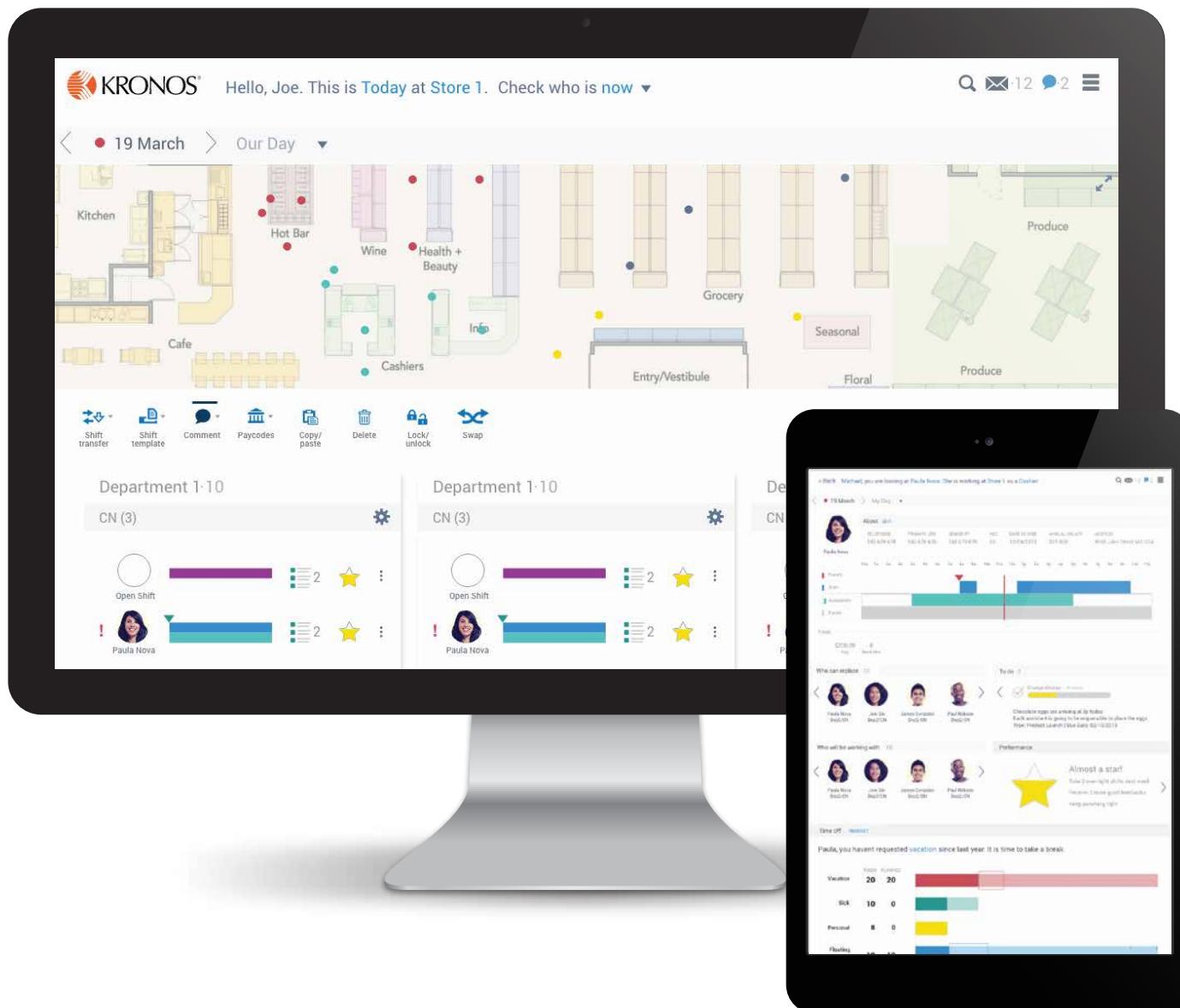


At Kronos, I worked on several projects, with different teams across the world.

On the side, an example of the Schedule, which is part of the Kronos Dimensions,. I used to be the lead designer. One of the biggest challenges I faced, was to make sure a complex system is intuitive, respects accessibility rules and follow responsive design guidelines.

For the new Schedule, more than 40 customers worldwide were interviewed during sessions of 1 hour each. More than 98% of the customers really enjoyed the new Schedule.

We received compliments on how it is easier to use, has less clicks, and is nice the new look and feel.



On this page, an example of a design exploration for the Schedule with the focus on the Staffing workflow in which managers can visualize the employees in real-time and better allocate them across the store or hospital.

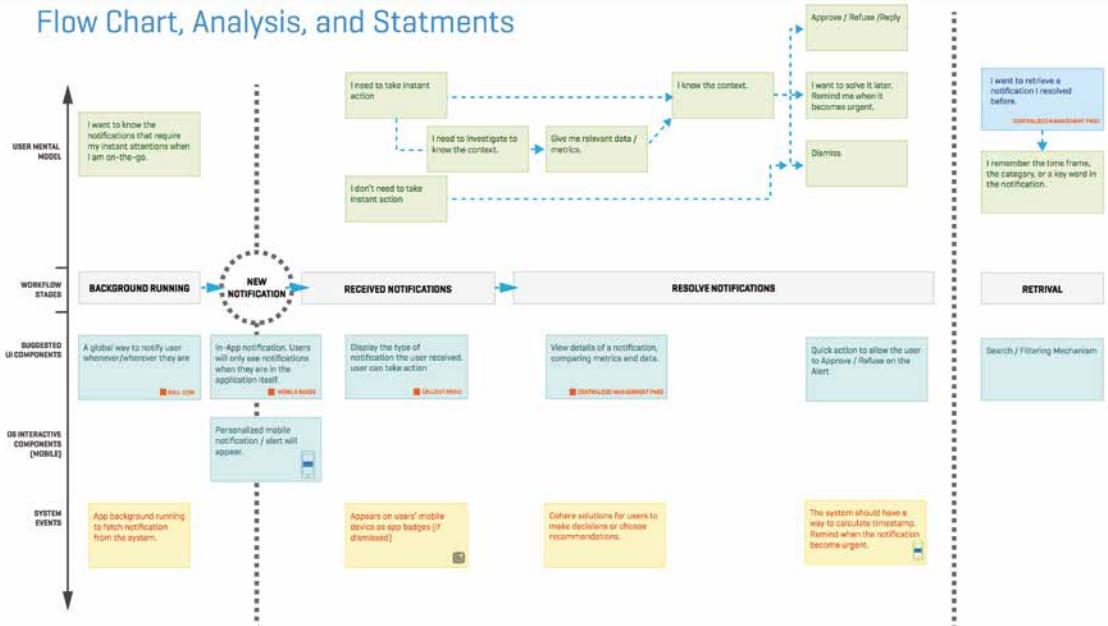
And an exploration for the employee experience in which they can see their schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

On this page, an example of the design of the Control Center.

The Control Center is a place where employees and managers receive notifications, and decide what to do next - if take an action is required.

We identified six areas that we should be aware when working on the concepts:
 Real time, Metrics, Related Data, Educate the System (Machine learning),
 Personalization and Archive

Flow Chart, Analysis, and Statements



Meeting with Product Owners: Outcome

The 6 Statements

Real-time Solution
 Metrics for Investigation
 Related Data Catenation

Dismiss - Potential to Remind
 Reply - Communication
 Resolve - Accept / Refuse

Flexibility - Remind me again.
 Ease of communication - Through Interaction Design.
 Context

Educate System Behavior

Urgent / important Actionable items

IMPLICIT - System Memorization
 System recommends, but does not take over human decisions.
 EXPLICIT - System Learn Rules [could be configured with human effort]
 System decides, but there are ways to revert system efforts.

Personalize

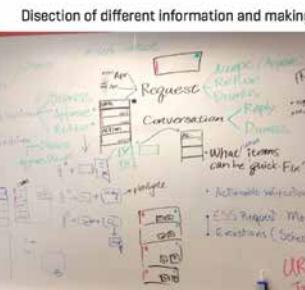
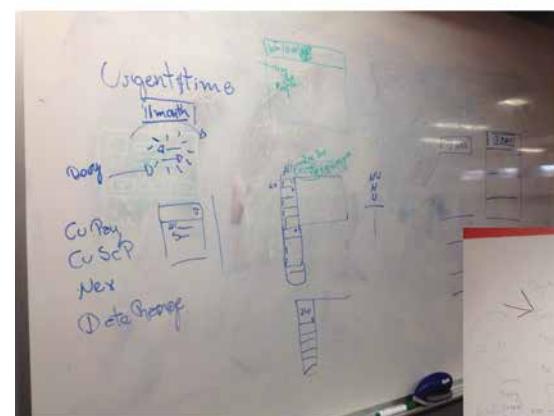
Categorization of Notifications

System vs. User-defined reminding methods [Sms, email...etc.]

Archive

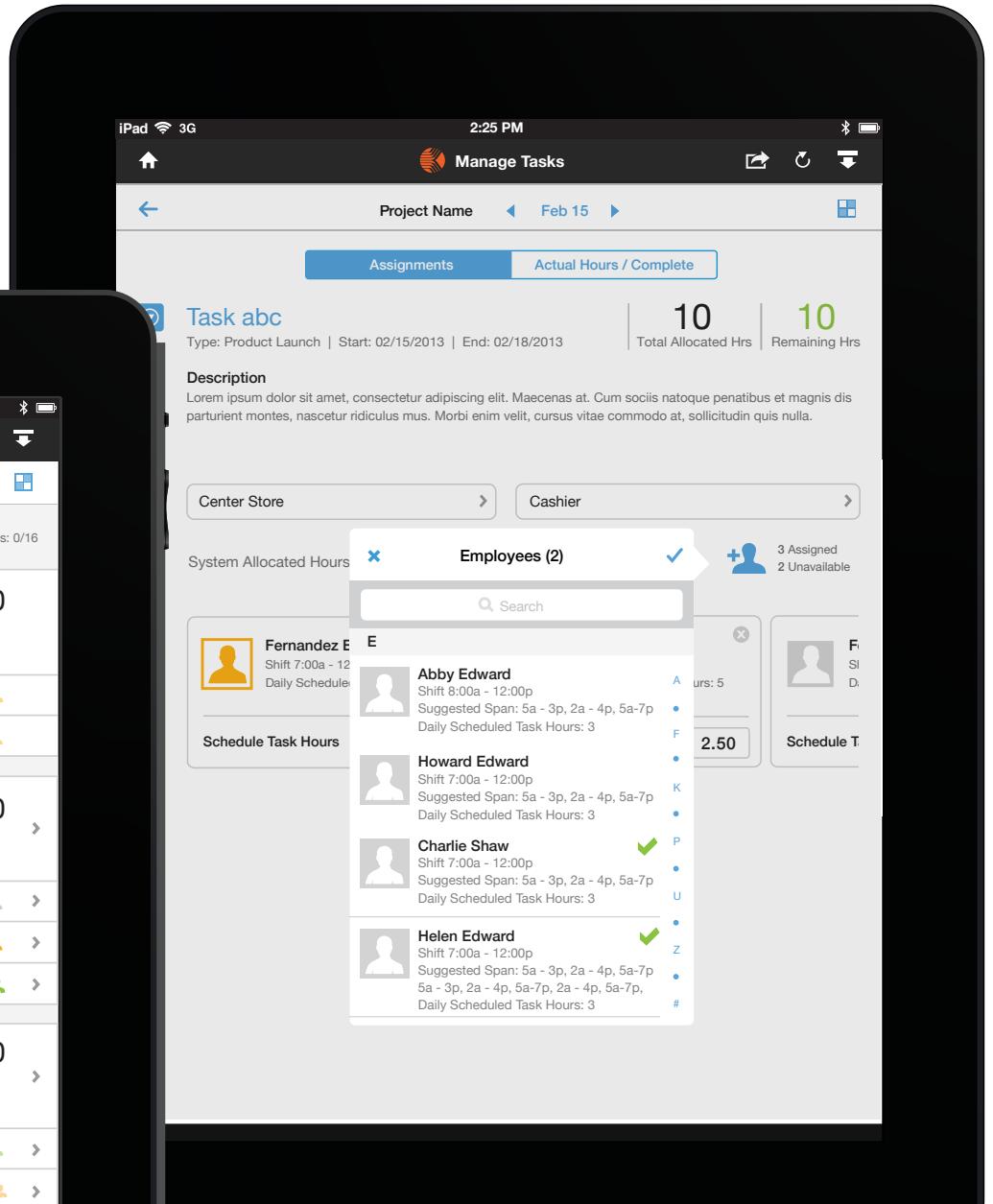
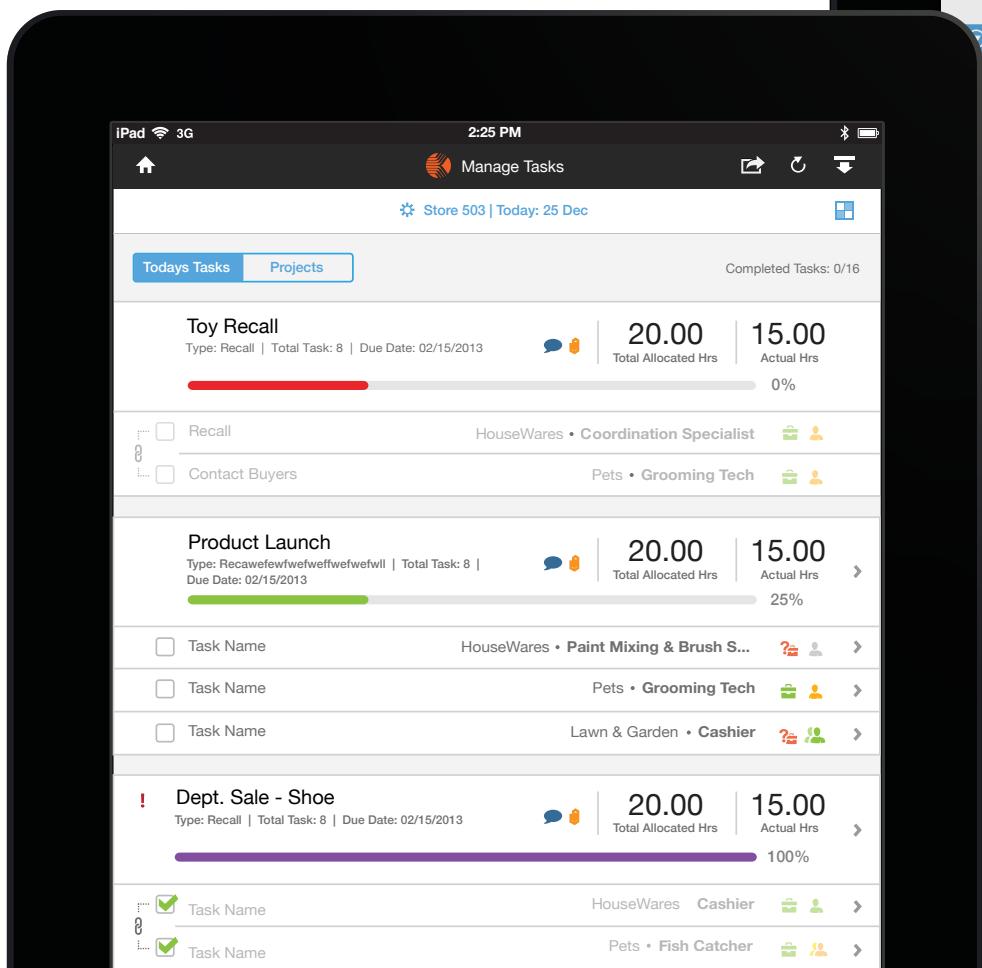
Search / filtering mechanism

Brainstorming



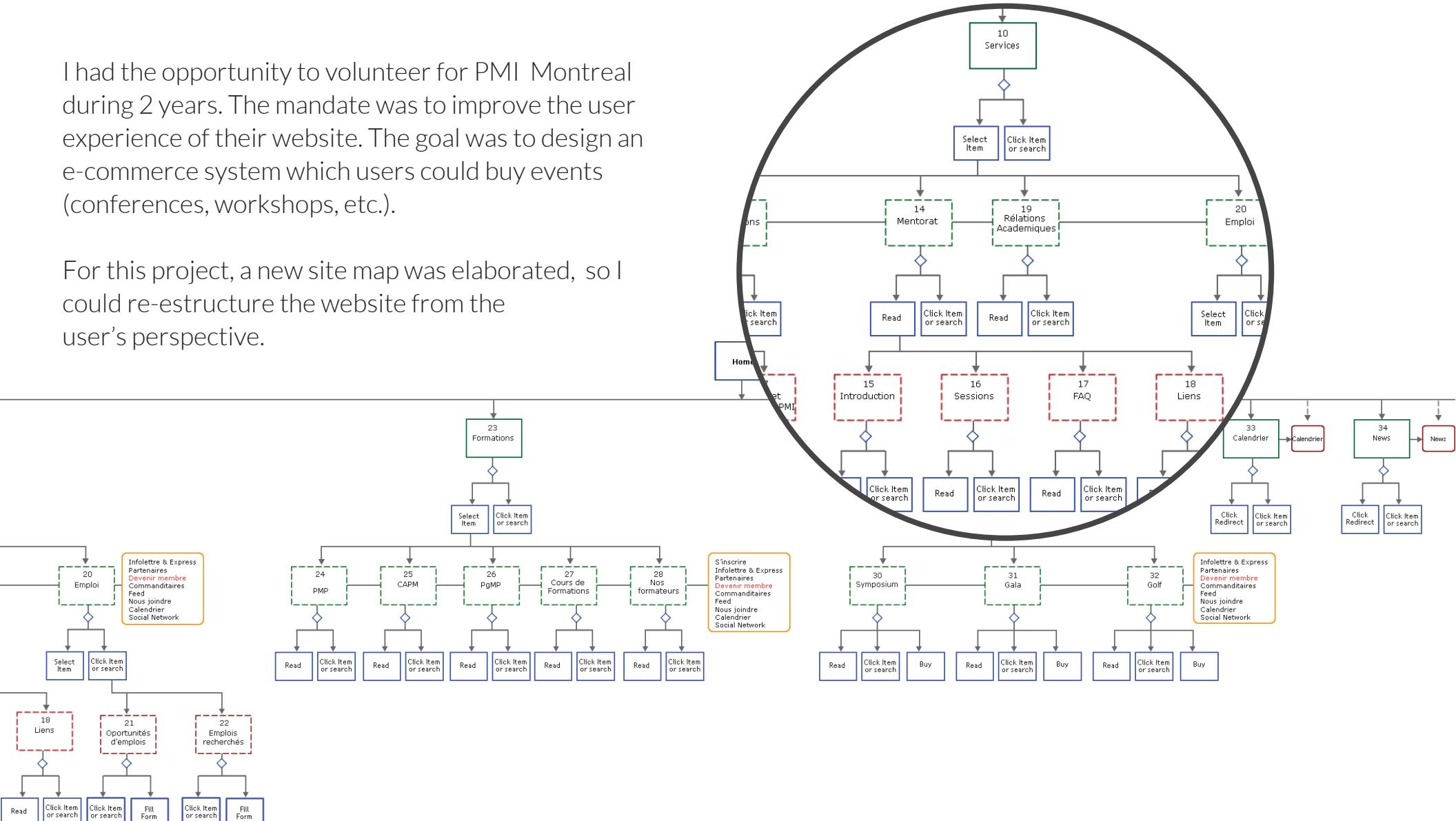
On this page, an example of the Task Management.

With the Task Management product, managers can assign tasks to employees anytime. They can also see the progress of a task, communicate with coorporation, and so on.



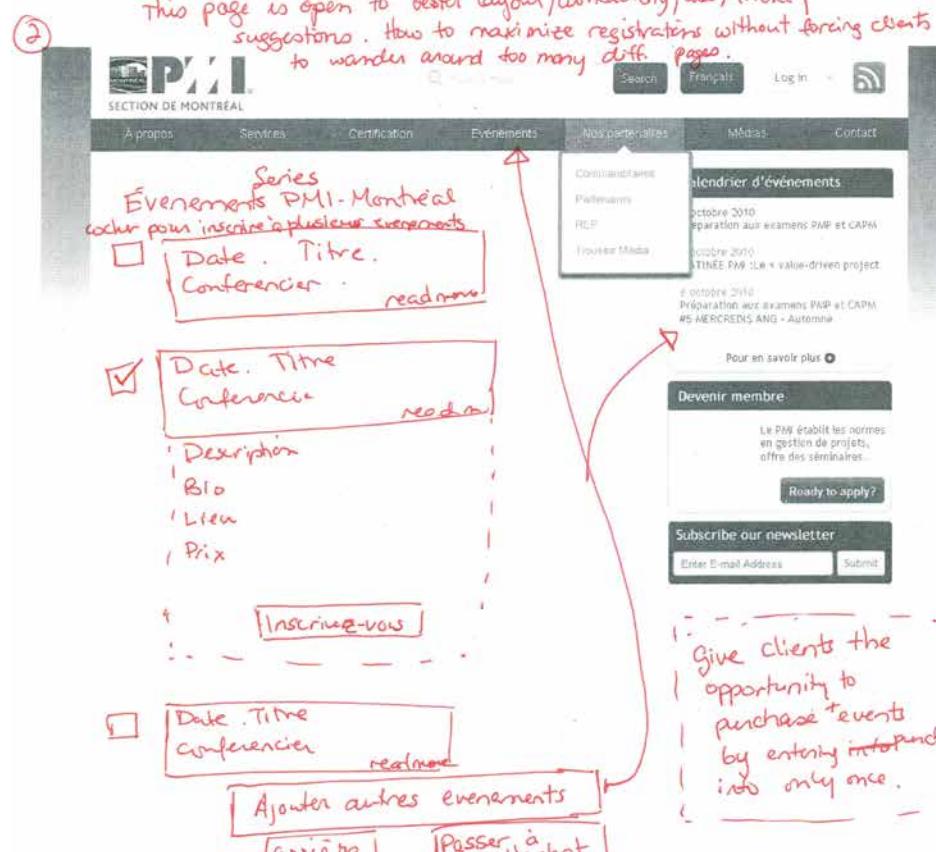
I had the opportunity to volunteer for PMI Montréal during 2 years. The mandate was to improve the user experience of their website. The goal was to design an e-commerce system which users could buy events (conferences, workshops, etc.).

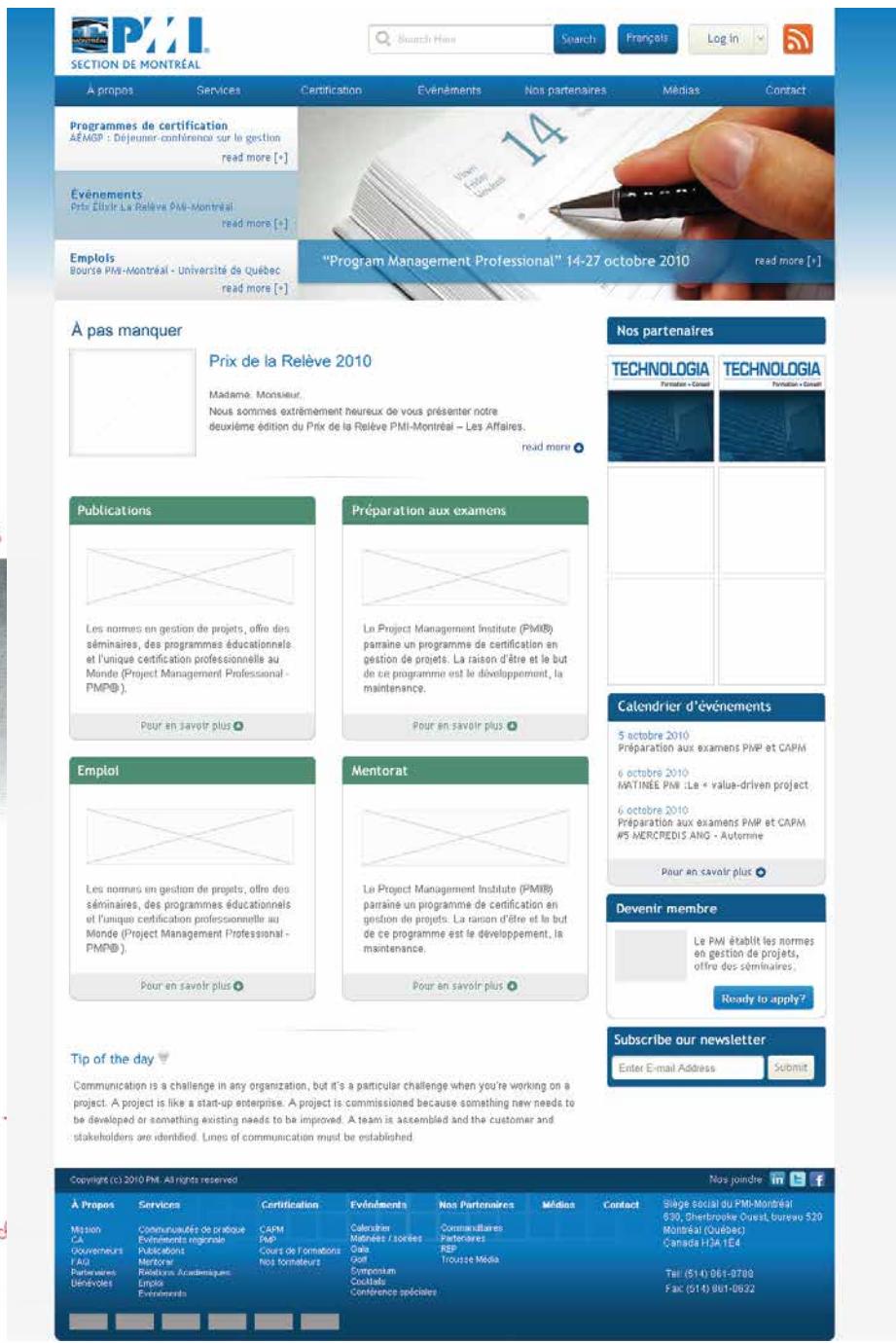
For this project, a new site map was elaborated, so I could re-structure the website from the user's perspective.



A new visual theme was also elaborated to match with the new guidelines provided by PMI.org.

With this project I won the prize of the Volunteer of the Year.

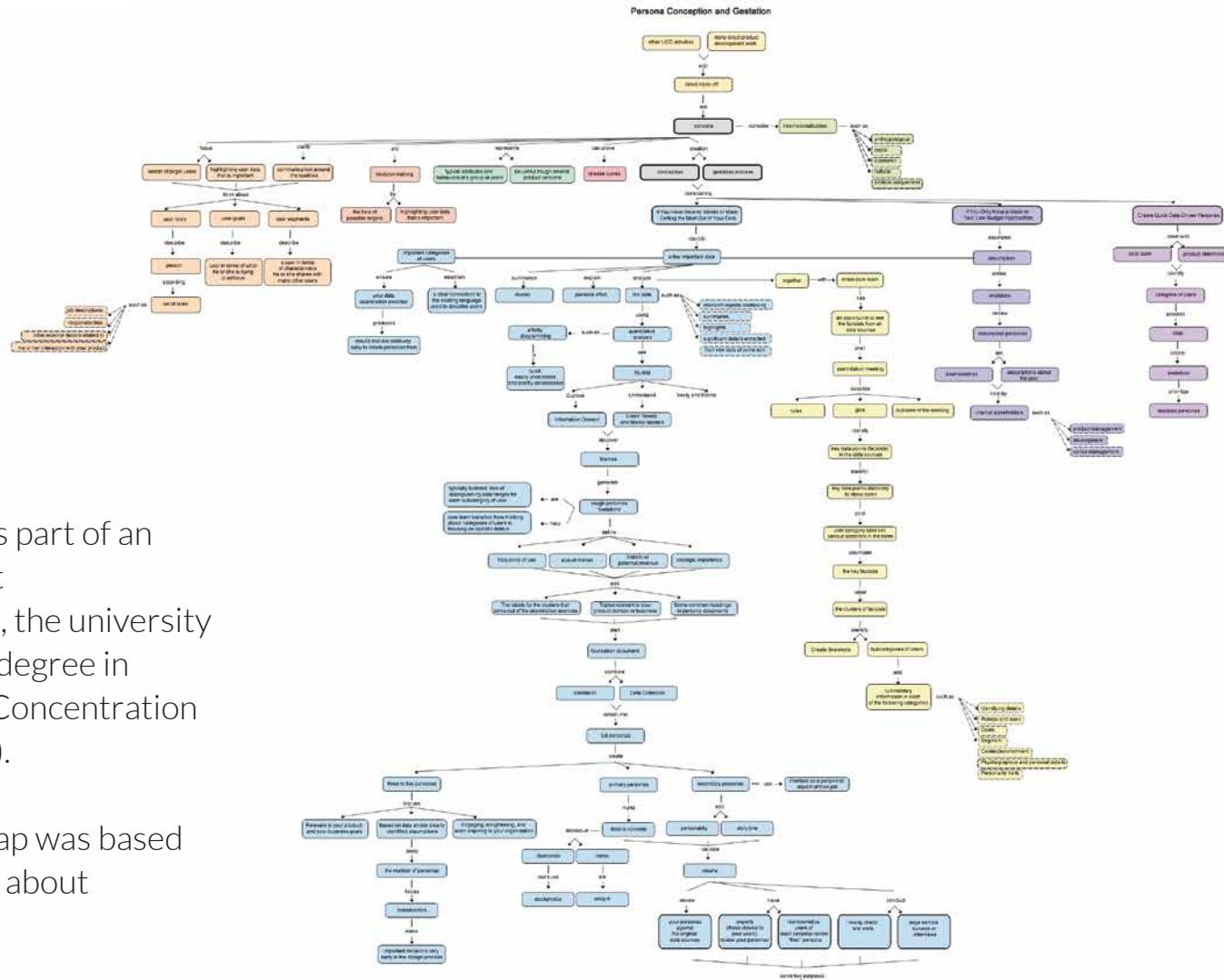
(2) 





This conceptual map was part of an exercise I participated at Polytechnique Montreal, the university which I did my Master's degree in Industrial Engineering (Concentration in Software Ergonomics).

Note: The conceptual map was based on the chapter of a book about Personas.

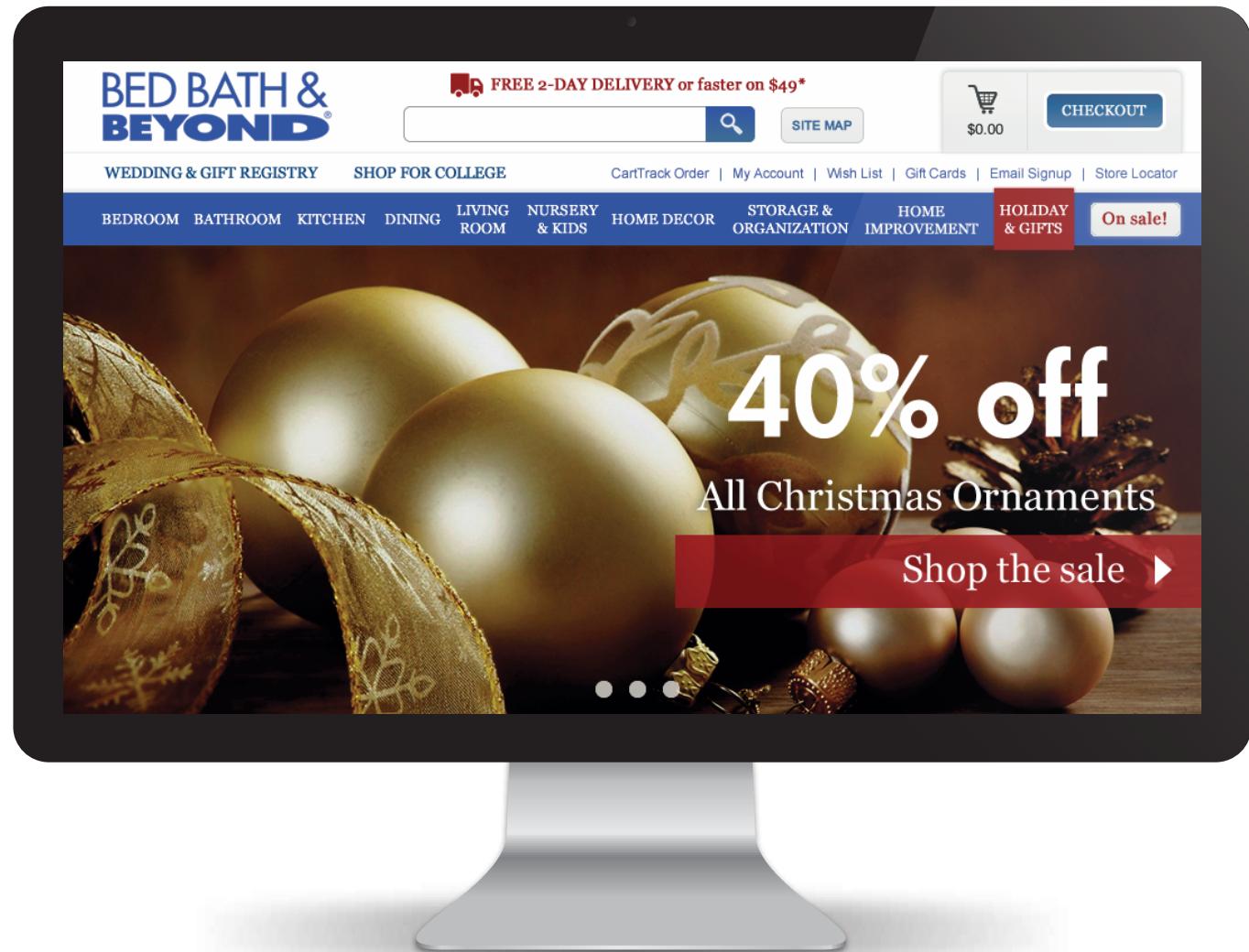




The project for BB&B was developed as part of an exercise for one of my courses at McGill University (Diploma in Management - E-business).

The objective of this project was to evaluate the current situation of the company in which concern Web Marketing Strategies and make suggestions how to improve their scenario.

The team realized that BB&B did not have an attractive e-commerce website, nor was it integrated with other channels, such as Twitter and Facebook. It did not offer discounts or shipping advantages.



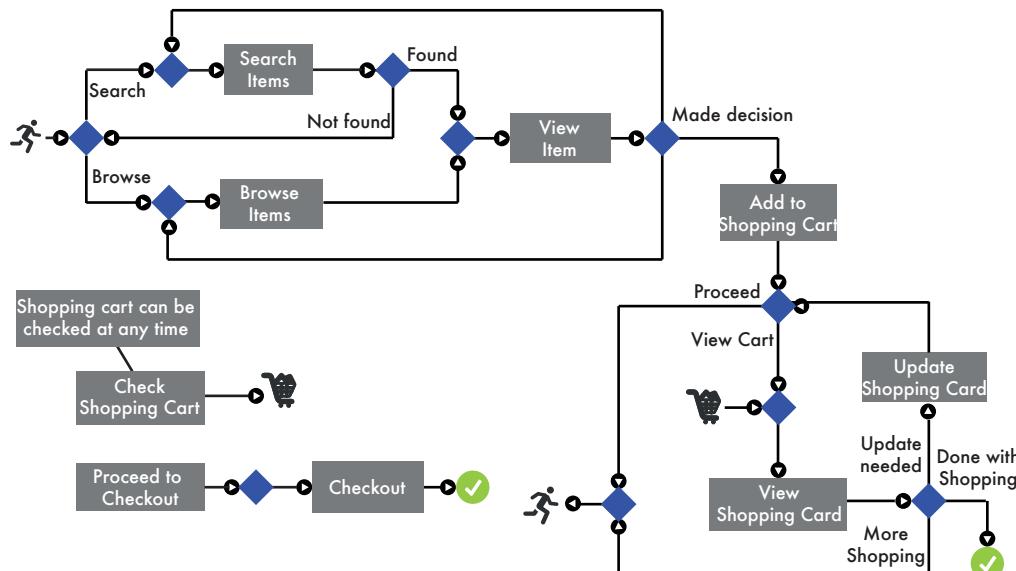
For more information, please visit:
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>



After analyzing some numbers, doing a SWOT analysis, and understanding their customers' needs, some suggestions were made, such as:

- Integrate the website with other channels (omnichannel)
- Create new ways to communicate with their customers by sending newsletter including promotional content
- Create a micro-site with a Wedding Contest in order to attract new customers and create "presence" in the social medias.
- etc

How people buy?



Why people buy?



4/5

Shop Online for a broader selection



7/10

Shop Online for better sales and Promotions



2/3

Shop online because it is cheaper

Who helps the decision?

- 1 - Positive customer review
- 2 - Retailer's Description
- 3 - Negative customer review

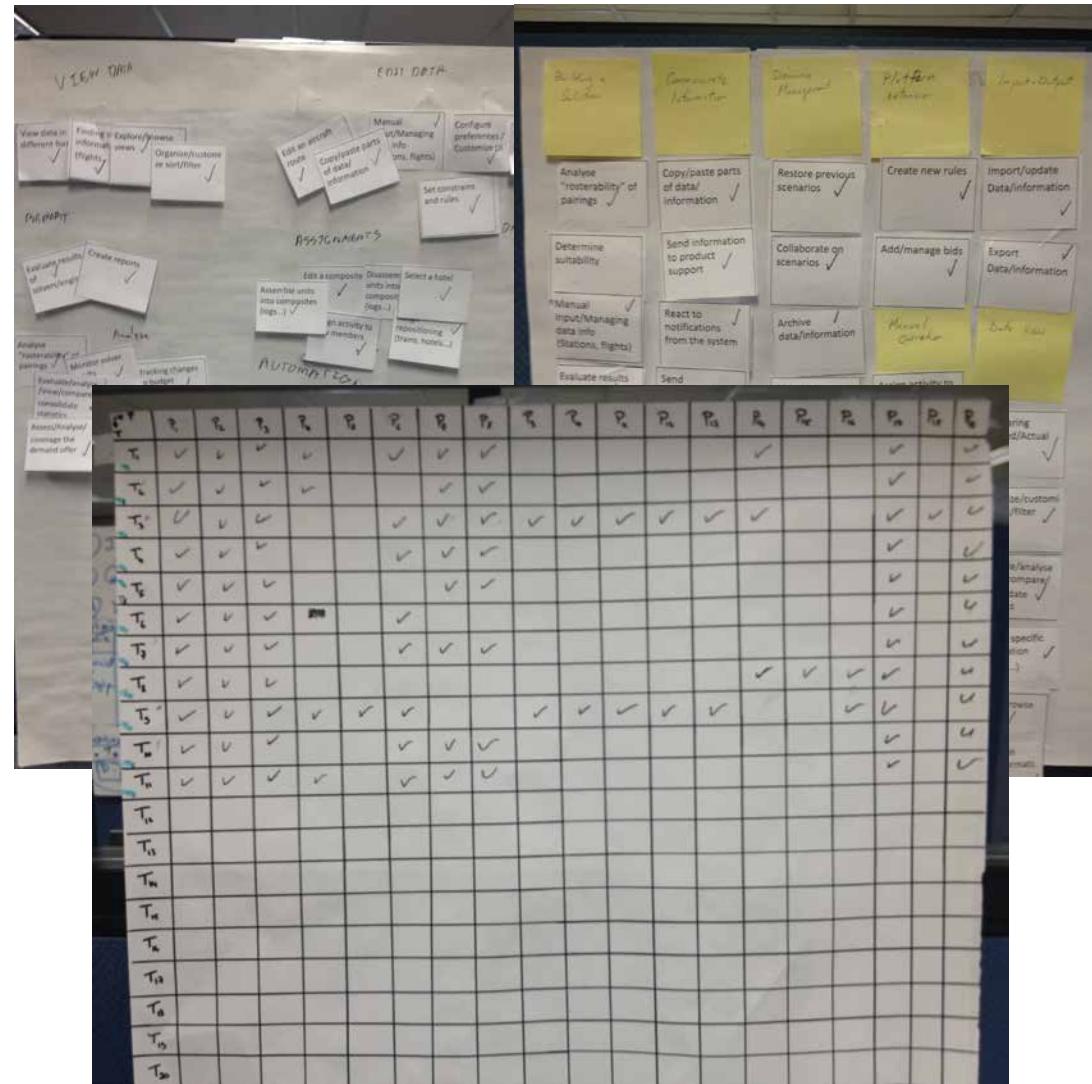
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

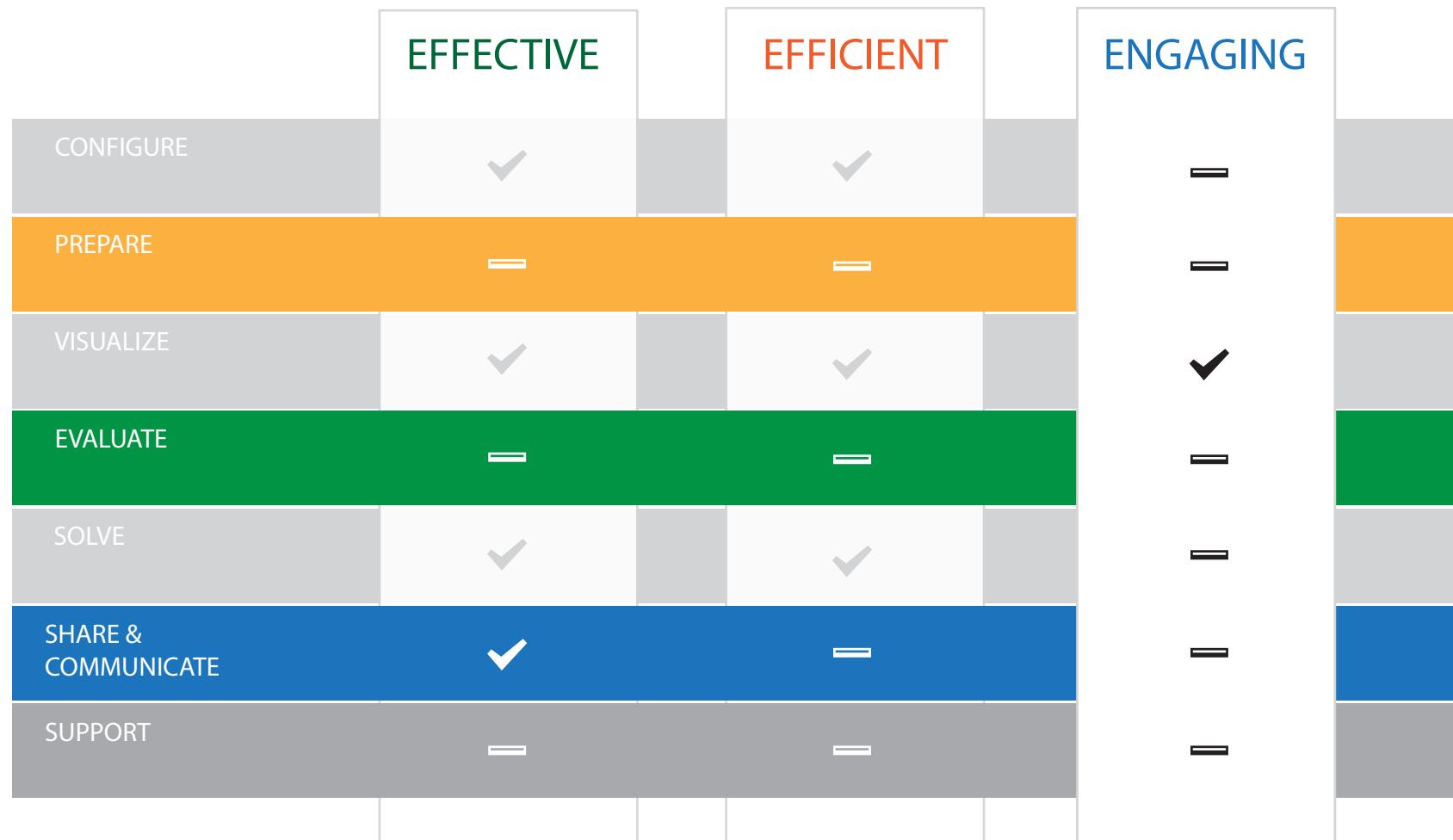
At Adopt (Kronos Division), I had a chance to moderate a workshop to better understand the project, align the team, and create personas for their new suite.

Adopt is a company that helps airlines achieve operational efficiency, reduce operational costs while increasing crew-members' quality of life.



With one of the results of the Workshop I found that, even though the current interface was effective and efficient, in some cases, it was not engaging enough. Also, tasks as Prepare, Evaluate, Share, Communicate and Support needed to be reviewed.

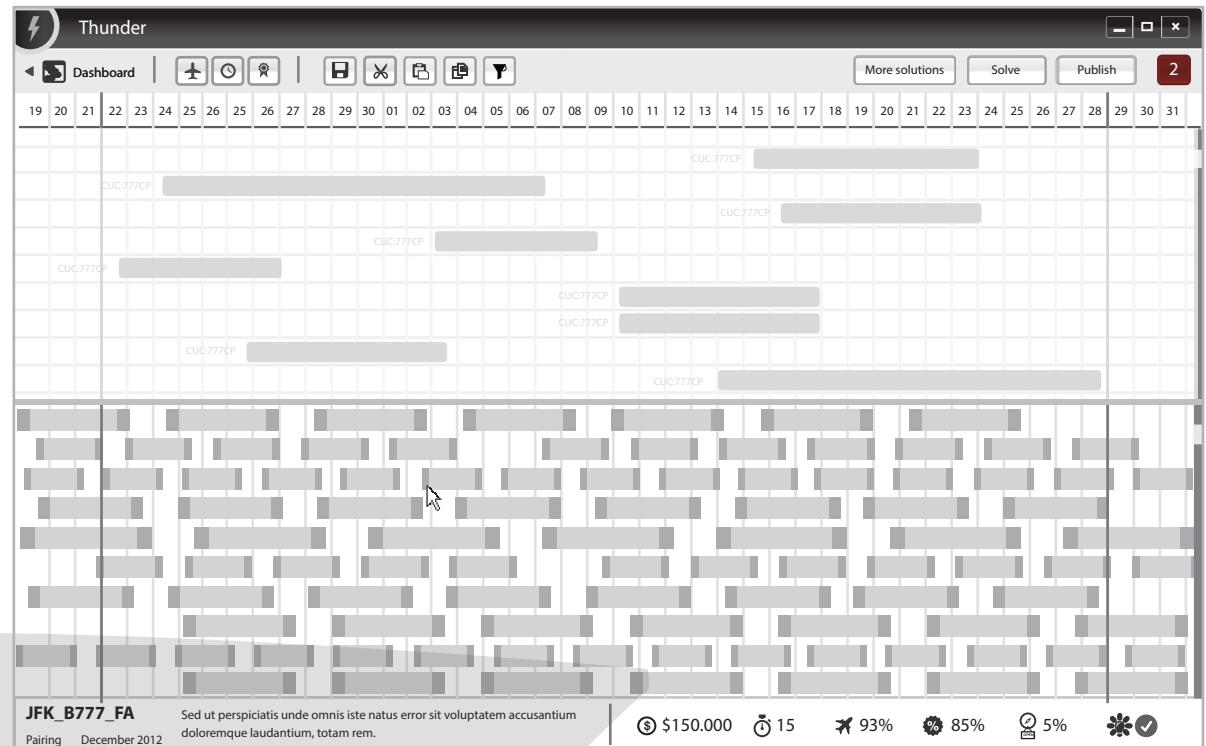
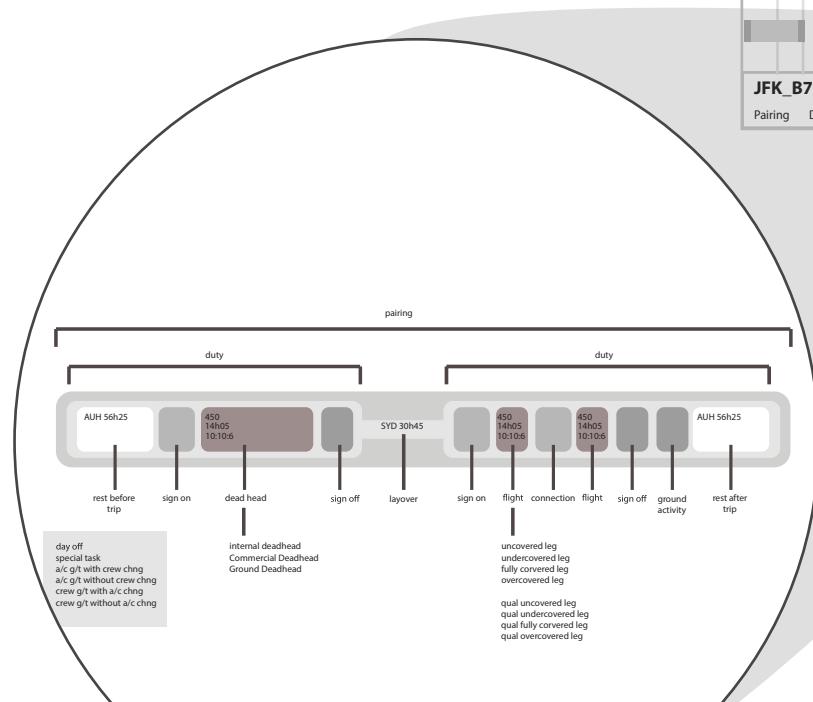
So, during the concept phase, we took in an account this result as a priority to improve the interface



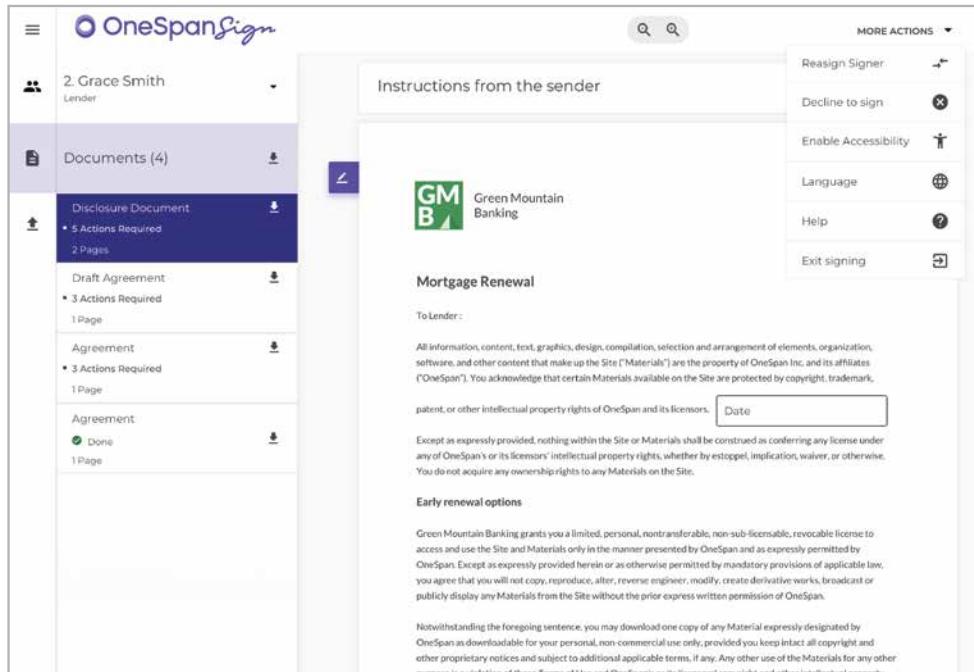
This is an example of a preliminary concepts for Adopt. Some elements were added:

- Alert system
- Support information with KPIs
- System Status

We also made some exploration about how a “pairing” - zoom below, looks like and we explored the interactions that could be performed on it.

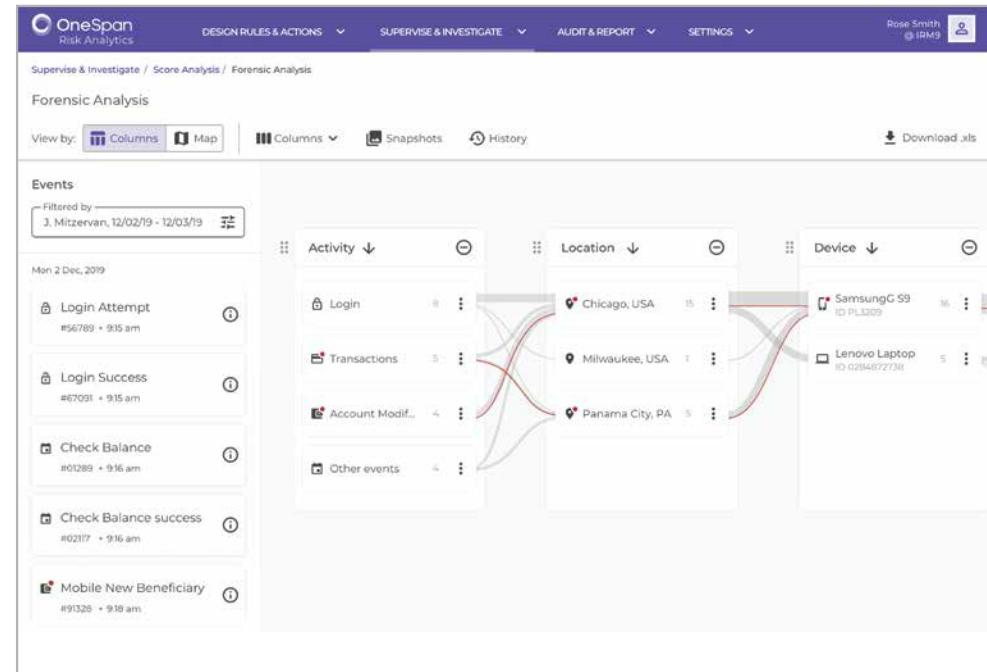


On this page, the E-signature product which the objective is to allow users to sign documents. Usability Testing with more than 10 participants.



The OneSpanSign interface shows a document for signing. The sidebar on the left displays user information (2. Grace Smith) and a list of documents (4). The main panel shows instructions from the sender, a GM logo, and a Mortgage Renewal form. The form contains fields for 'To Lender' and a detailed terms and conditions section. A 'Date' field is present, and a note states: 'Except as expressly provided, nothing within the Site or Materials shall be construed as conferring any license under any of OneSpan's or its licensors' intellectual property rights, whether by estoppel, implication, waiver, or otherwise. You do not acquire any ownership rights to any Materials on the Site.' Early renewal options and a note about downloading materials are also visible.

The Forensic Analysis which helps Fraud Analysts to detect fraud. Usability Testing with 8 participants.

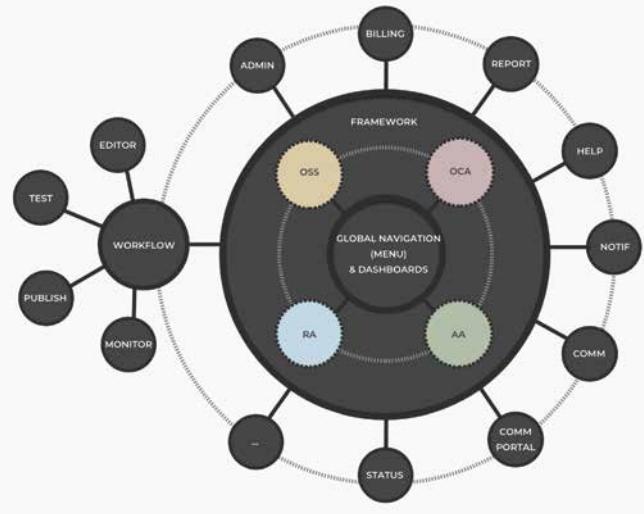


The OneSpan Risk Analytics interface shows a forensic analysis dashboard. The top navigation bar includes DESIGN RULES & ACTIONS, SUPERVISE & INVESTIGATE, AUDIT & REPORT, and SETTINGS. The main area displays a 'Forensic Analysis' section with a search bar and various filters. Below is a table of events with columns for Activity, Location, and Device. The table lists several events: Login Attempt, Login Success, Check Balance, Check Balance success, Transactions, Account Modif..., Other events, and Mobile New Beneficiary. To the right, there are two large, overlapping geographical heatmaps showing activity patterns across different locations like Chicago, USA; Milwaukee, USA; and Panama City, PA, with various device icons overlaid.

The process of a Fraud Department. More than 10 interviews done to build the process.



On this page, an example of the new OneSpan Platform where the System Admin can manage new users, applications, services and devices. He can also monitor everything that is happening the system on real-time.



Steve Fields

Welcome Steve

Trust center

All Systems Operational

OneSpan TID, Community Portal, Private Cloud, WWW, Adaptive Authentication, Sign, Risk Analytics, Agreement Automation

Produce usage reports for internal billing

Past incidents

Nov 12, 16:29 EST
New User Signups
Update - We are continuing to monitor for any further issues.

Nov 12, 16:07 EST
Intermittent errors in Invision cloud
Resolved - We experienced a quick hiccup resulting in intermittent errors for users.

Recent activities

- + New users added to the system (3)
- System updates at 12am
- License renewed until 10/23/2019
- + New devices added to the system (5)

System usage

New Subscriptions (blue), Current users (red)

90, 0, -90

Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Abram Fields

Welcome Abram

Recommendation

Something looks suspicious
The account number 0809890 has been used from unusual location.
Do you want to investigate more?

83%
Completed (green), In Progress (orange)

Alert KPIs

\$10,673 Transactions Challenged, 156 Authentication attempts, 13 Customers impacted, 14 False positive

Most affected countries

1 - Chicago US, 2 - Chicago US, 3 - Osaka JA, 4 - Tokyo JA

Entities at risk

IP ADDRESS	CREDIT CARD	ACCOUNT
198.34.2.12	198.34.2.12	198.34.2.12
198.34.2.12	198.34.2.12	198.34.2.12
198.34.2.12	198.34.2.12	198.34.2.12
198.34.2.12	198.34.2.12	198.34.2.12

At OneSpan, I am also responsible for developing the new UI Kit (Sketch) and the Design System. The goal is to make sure all the products have not only the same look and feel, but also same structure, navigation and patterns

Pages / UX Team

OneSpan Design System - V1

Created by Gabriela Viana, last modified on Jan 27, 2020

Who is it for?

Designers Guidelines to learn the OneSpan product design patterns and principles Components section to familiarize with the existing components to be incorporated into designs	Product Managers/ Product Owners Save time and ship faster by knowing all OneSpan product design and development patterns and principles Resource for creating within an existing component base to increase speed and agility
Developers, QAs Accessibility, internationalization, and platform engineering guidelines Documentation for using design-ready, stable components and tools	Technical Writers Guidelines to learn the OneSpan brand and content style Examples of tone of voice to personify the brand and personality of OneSpan, while keeping the product easy to navigate and understand

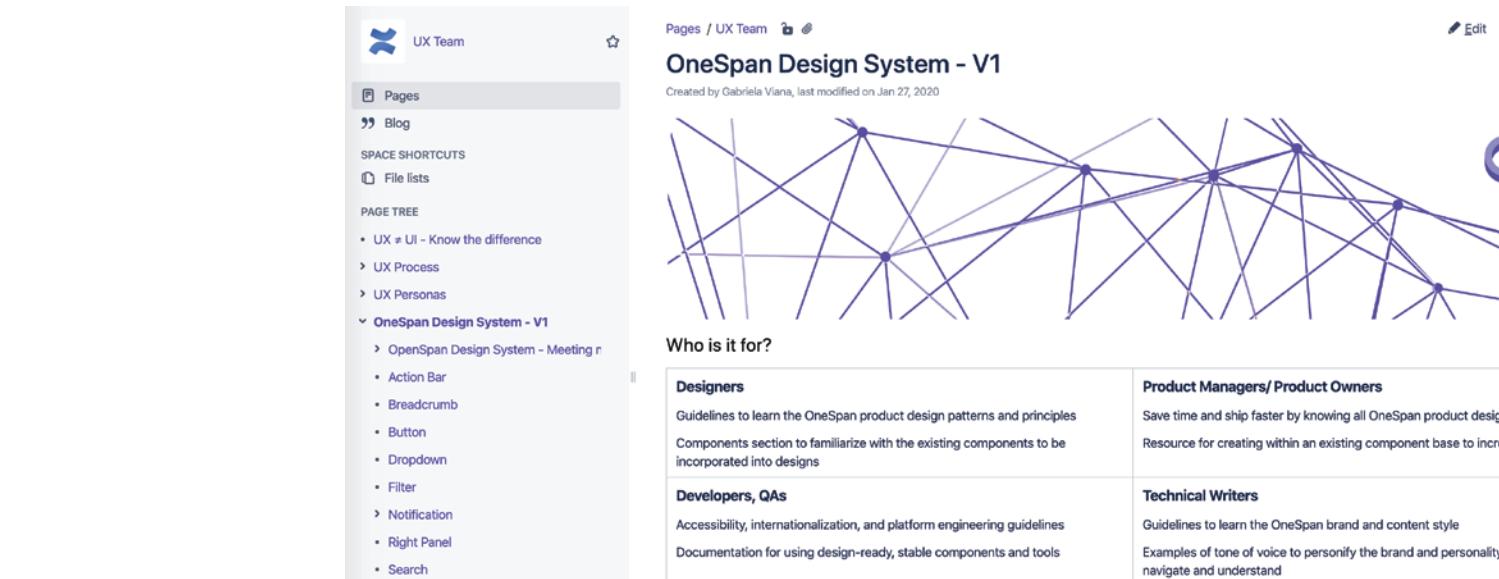
Principles

Responsive
Available anytime and anywhere. Device agnostic.

Contextual
Adapt to the user context

Foundation

- Internationalization
- Accessibility
- Layout
- Grid
- Spacing
- Navigation



The screenshot shows the OneSpan Design System V1 page in Sketch. The page has a header with navigation links like 'Edit', 'Save for later', 'Watching', 'Share', and '...'. It features a large, abstract network diagram composed of many purple lines connecting various points. In the top right corner, there's a logo for 'OneSpan Design System v1.0'. The main content area is divided into several sections: 'Who is it for?' (with tabs for Designers, Product Managers, Developers, and Technical Writers), 'Principles' (with sections for Responsive and Contextual), and 'Foundation' (listing Internationalization, Accessibility, Layout, Grid, Spacing, and Navigation). At the bottom, there's a screenshot of the Sketch application interface, showing the toolbar, layers panel, components panel, and symbols panel. The symbols panel is currently selected, displaying various UI components like buttons, checkboxes, and dropdowns.

I also run workshops to create Personas. And speaking about Personas...

Personas are the subject of my Master's Thesis:

Practitioners' Points of View on the Creation and Use of Personas for User Interface Design





Tina Fields
Transaction Preparation

OneSpan

ABOUT

Occupation: Manager, Strategic Procurement – Info Technology
Age: 35
Education: Bachelor's Degree
Vertical: Finance
Environments: Bank (at work)
Frequency of use: Hourly (Sending more than 50 envelopes/day)
Knowledge about E-signature: High
Technology: Medium

UX PRIMARY PERSONAS

GOAL

Send package on behalf of executives / send package to a large number of customers at once (bulk send) (in some organization, this role is given to a few particularly well-trained individuals who prepare all transactions for other employees)

SOME TASKS W/ ONESPAN

- ④ Create electronic signature transaction based on a template
- ④ Add proper documents
- ④ Add proper signers
- ④ Prepare electronic signature transactions on behalf of other employees
- ④ Add proper transaction attributes

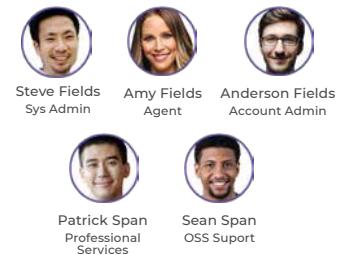
SOME PAIN POINTS

- ④ Afraid of making mistakes in the preparation process, e.g. wrong order of signers, select authentication options that don't follow corporate policy

ONESPAN SIGN FLOW



INTERACT WITH



Since Kronos, I have been responsible for not only the design work, but also:

- Manage teams (in person and remote),
- Set the team and product vision
- Develop Competency Matrix,
- Implement the Design process,
- Evangelize UX,
- Create script templates for Interviews, Usability Testing and other research activities,
- Participate in roadmap decisions
- Run Workshops
- Run interviews with candidates
- Decide the design activities for each project (brainstorm, card sorting five whys, etc)

Confluence Spaces Create ...

UX Team

Pages

Search

UX Team

Pages

Blog

SPACE SHORTCUTS

File lists

PAGE TREE

- UX ≠ UI - Know the difference
- ✓ UX Process
 - Preparation
 - Discovery
 - Ideation
 - Creation
 - Support
- ✗ UX Personas
 - OSS and SAA Personas
 - Global Personas
 - Security Personas
 - OneSpan Design System - V1
 - Workshops and Activities

UX Team

Created by Gabriela Viana, last modified on Dec 06, 2019

Welcome!
Hello! Welcome to the UX Team Page. Here, you will find information about UX Team, Design System, Projects and much more.

Do you have questions, requests or comments for the UX Team? Please, write to: ux-global@onespan.com, and we will come back to you.

Also check: [UX ≠ UI - Know the difference](#)

Not sure when and how to engage the UX Team to your project? [Find it out here.](#)

The team

Global UX Lead	Senior UX Designer Security	Global UX Researcher	Senior UX Designer OSS and Agreement Automation
@Gabriela Viana	@Morgane Neto	@Maira Santos	@Isabel Quintela Rodriguez

UX Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Jun 1
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1

Also responsible for checking the work in progress of the team, run 1:1s, establish team, development and quarterly goals.

Identify areas of improvements and give on going feedback

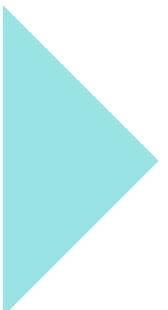
Pages / UX Team / 1:1 

  Edit  Save for later  Watching  Share ...

1:1 Template

Created by Gabriela Viana on Dec 12, 2019

Date of Hire			
Employee			
Manager			
FY18 TEAM GOALS		FY19 TEAM GOALS	
QUARTERLY GOALS		Quarter	Track
ANNUAL GOALS			
Deliver the right solutions			
Goal			
What: Deliver first-class application			
How: Ensure that the new Rule Analytics have the best experience.			
Expected result: Working closely to research, users agree that the delivered solutions are easy to use and it is what they expect. This will be evaluated towards Risk Analytics.			
Deliverables:			
• Design for Risk Analytics			
Improve Efficiency			
Goal			



**Thank you for your time!
I am looking forward to hearing from you
and keep up the amazing work!**

If you would like to know more about my work,
please write me: gabiviana@gabiviana.com



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