



Selected works



A photograph of the Jacques Cartier Bridge in Montreal, Canada, illuminated at night with a vibrant teal light. The bridge's intricate steel truss structure is clearly visible against the dark sky. In the foreground, the dark silhouette of a tree branch is partially visible on the right. The water below reflects the bridge's lights. A large, semi-transparent teal rectangular box is overlaid on the middle-left portion of the bridge, containing white text.

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

Photo by Eva Blue



# Hello!

Welcome to my portfolio.

In 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

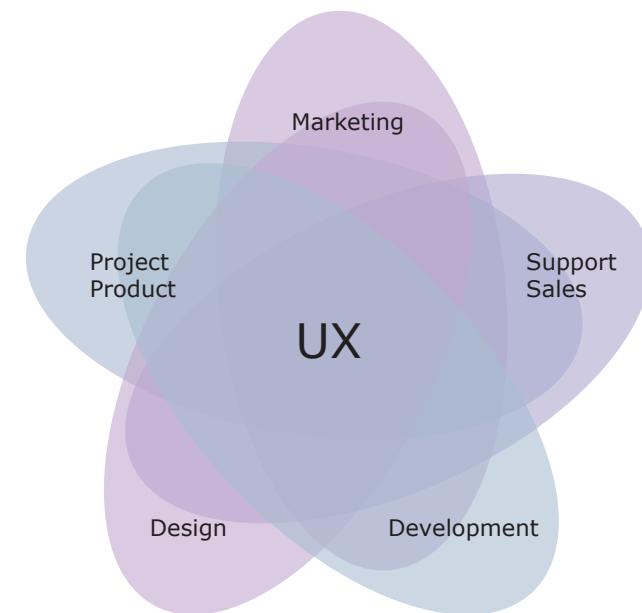
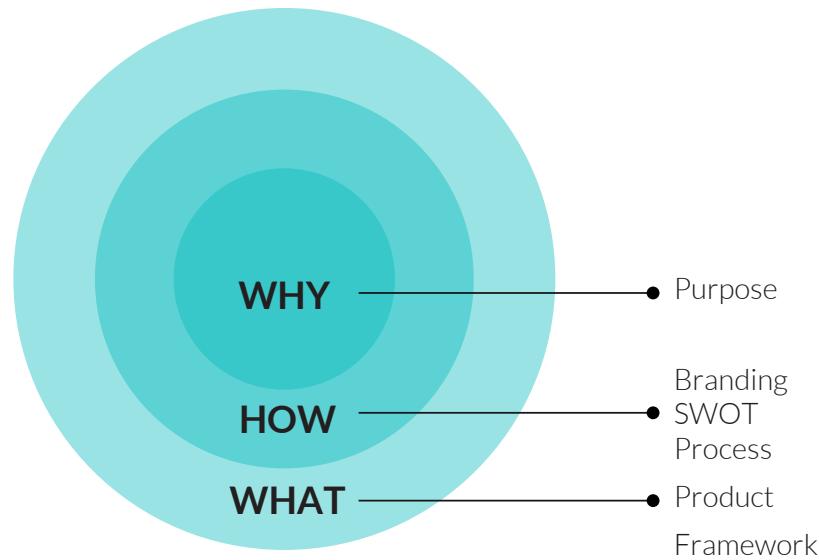


# About me

- Over 15 years of experience between permanent and contract opportunities
- Current position: Director of Product Design at Pomelo Health
- Previous position: Product Design Lead at RBC
- 3 publications
- 2 awards
- Bachelor in Social Communication (Marketing and Advertising)
- Certificate in Design of Visual Communication
- Certificate in Web Accessibility (WCAG) and Universite de Montreal
- Partial Diploma in Management (E-business) at McGill
- Master in Industrial Engineering at Polytechnique Montreal (Software Ergonomics)

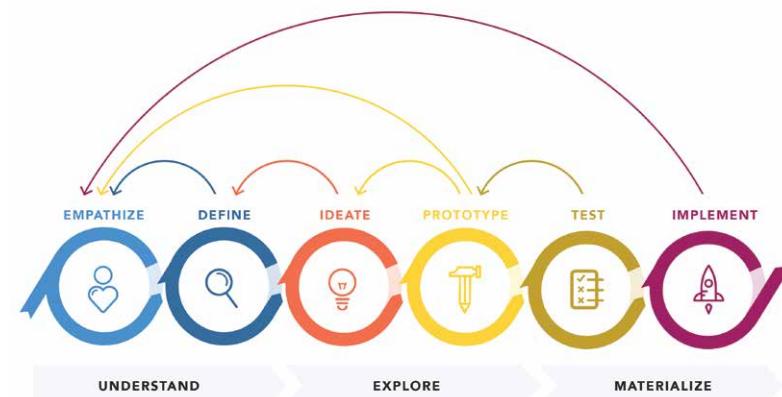
# My approach

I believe experience is not the responsibility of one team. It is the responsibility of all teams involved in the process. From the moment the user knows a service or a product exists, buys and/or uses it, until the moment this process ends and then, it starts again - all teams need to be part of the discussion of “what is the experience we want to deliver?”, and understand the motivations, challenges users can face during their journey.



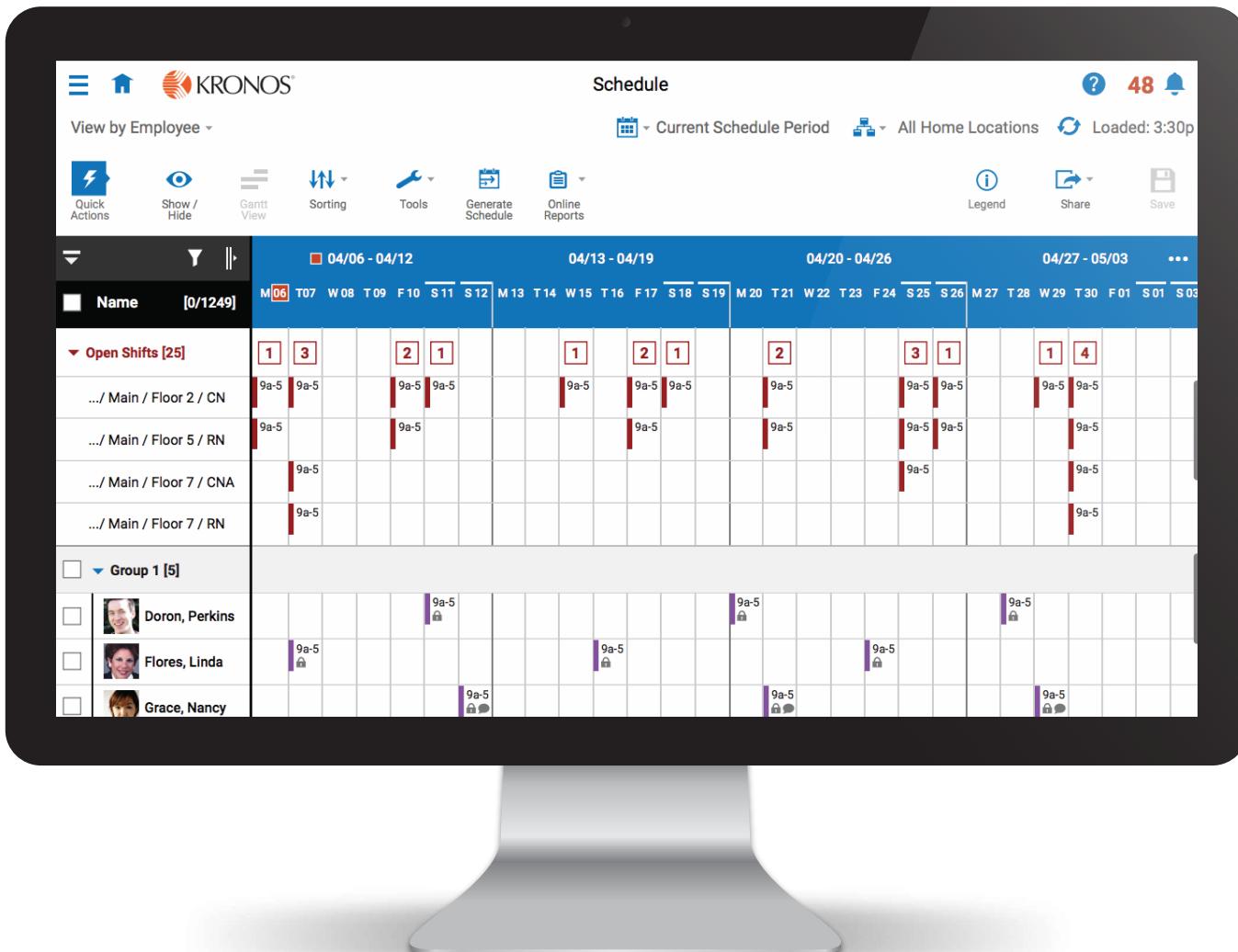
## Understand users (and customers)

- Who are they? (Verticals, Personas)
- Why are they interested? (Motivations)
- What do they want to achieve? (Goals)
- Where/When do they use? (Context)
- What are their pain points? (Challenges)





# Projects

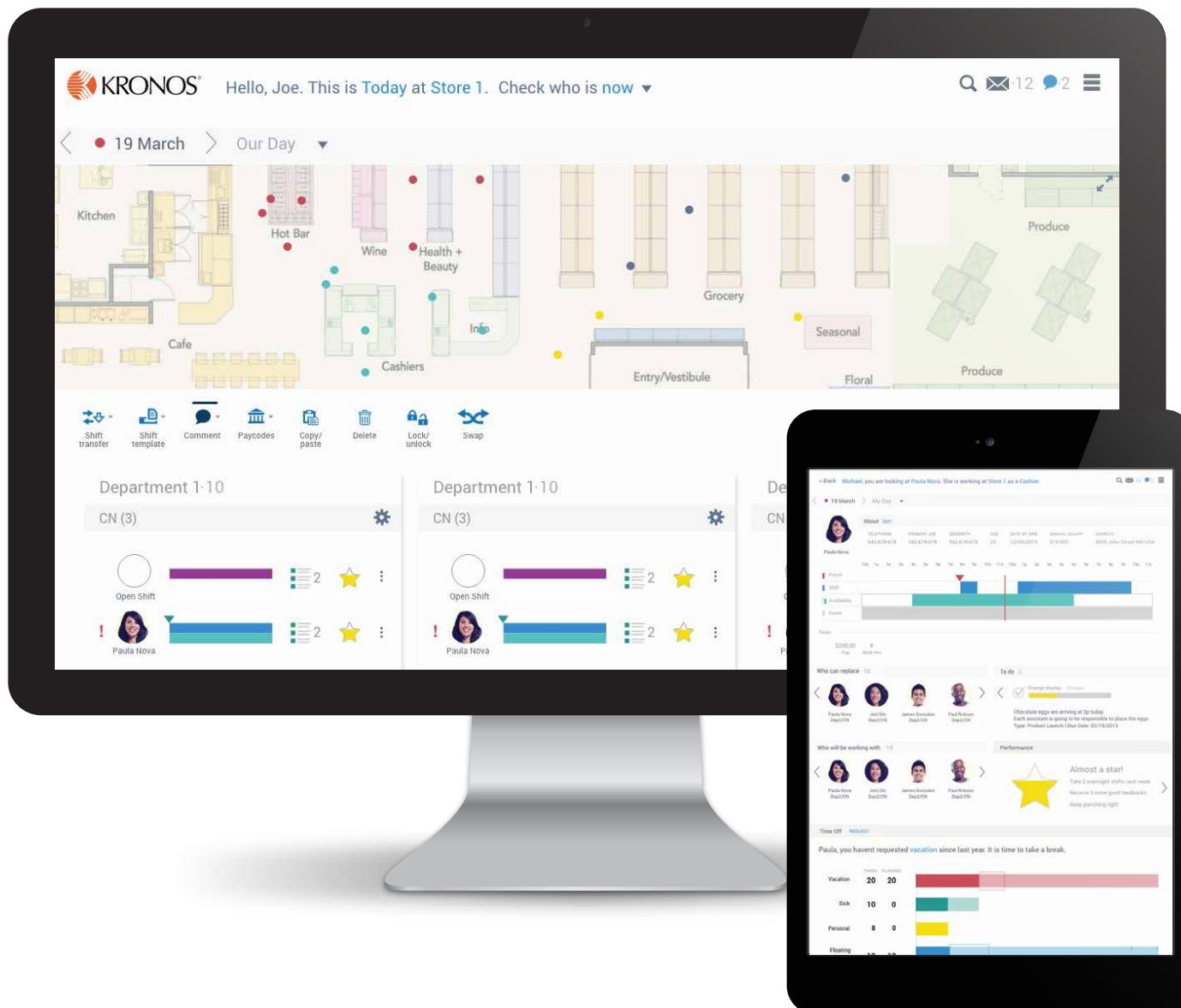


At Kronos, I worked on several projects, with different teams across the world.

On the left, an example of the Schedule, which is part of the Kronos Dimensions. One of the biggest challenges 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 design.**

We received compliments on how it is intuitive, 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 in a store or a hospital.

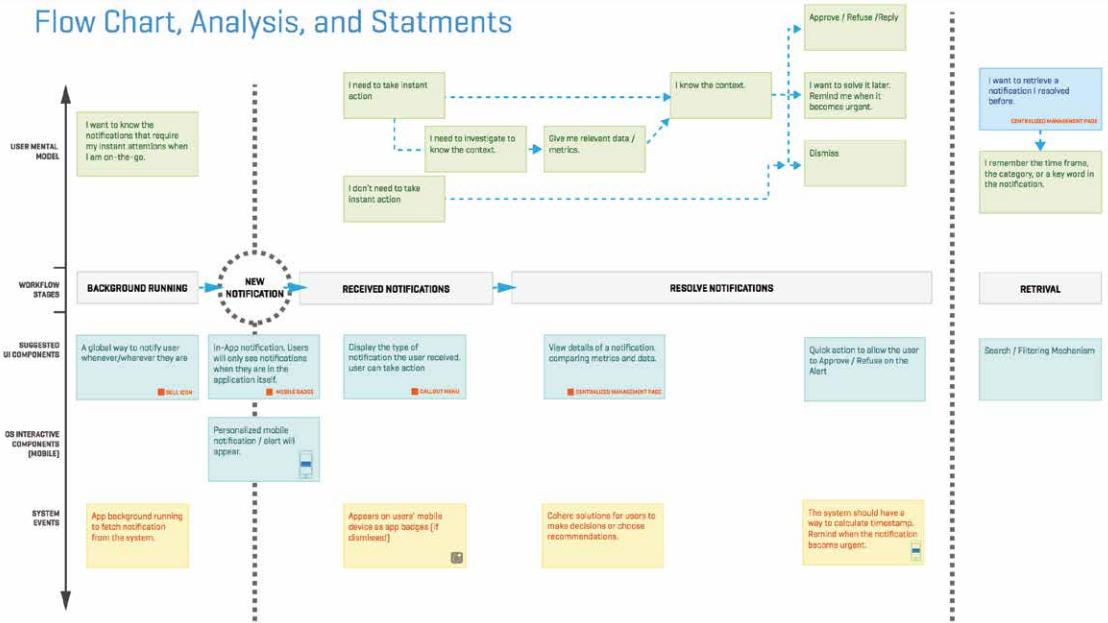
And an exploration for the employee experience, in which they can see their week schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

Here, 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

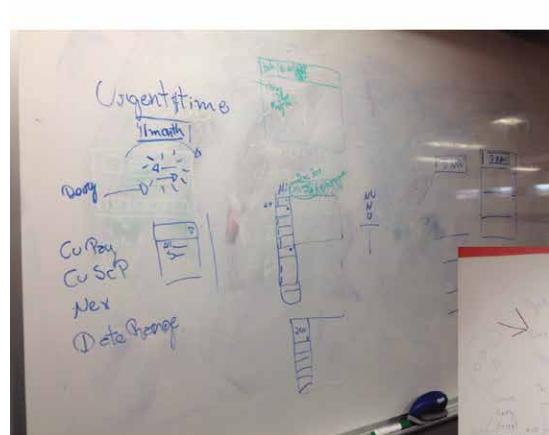
Categorization of Notifications

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

Archive

Search / filtering mechanism

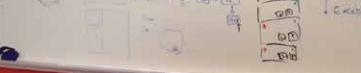
### Brainstorming



Centralized Management Page & necessary info \*



Dissection of different information and making

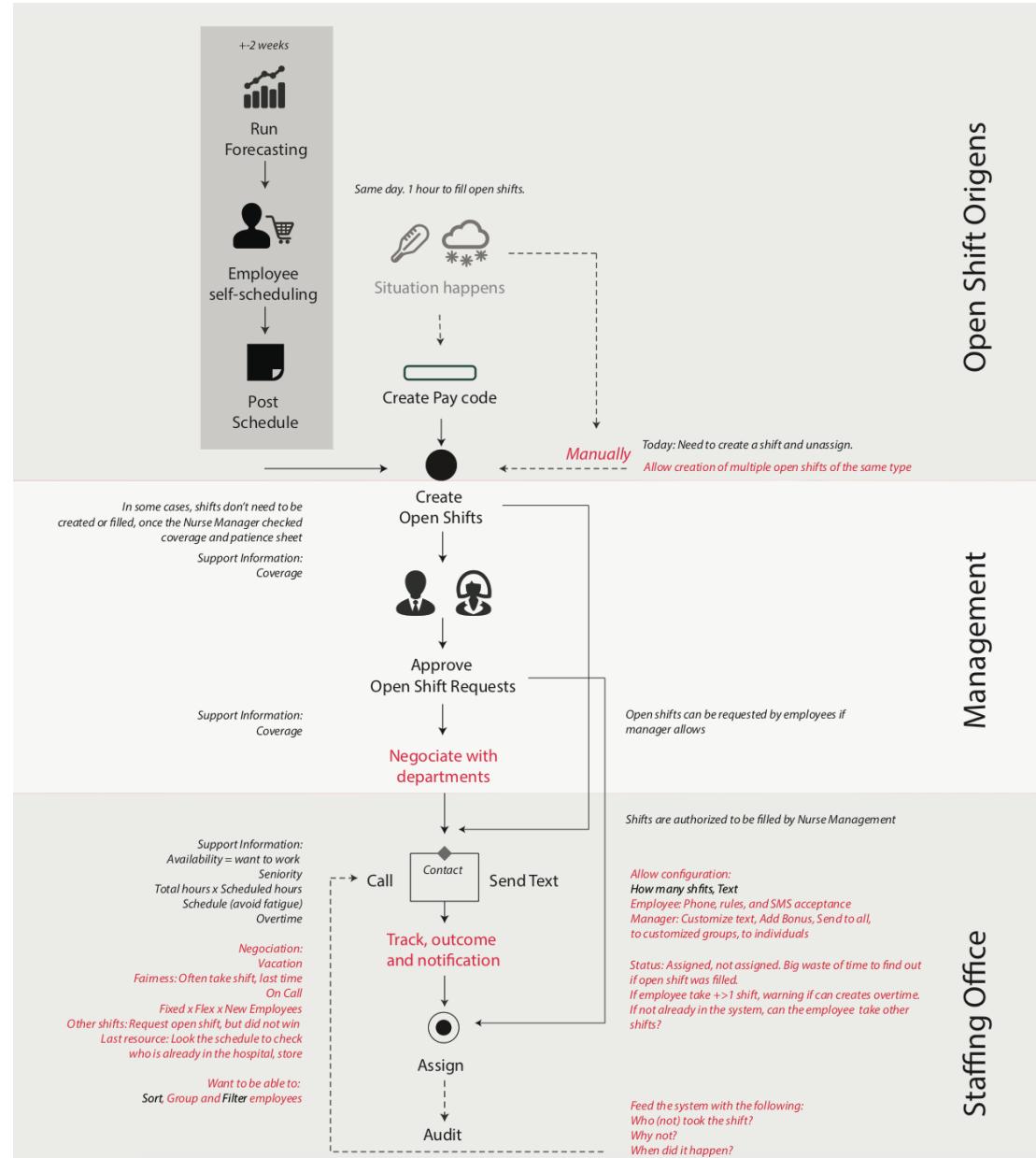


## The Open Shift Life Cycle

On this page, an example of the “Open Shift Life Cycle”. This cycle happens when an employee misses a day of work, and this situation can be critical for an organization, especially for hospitals.

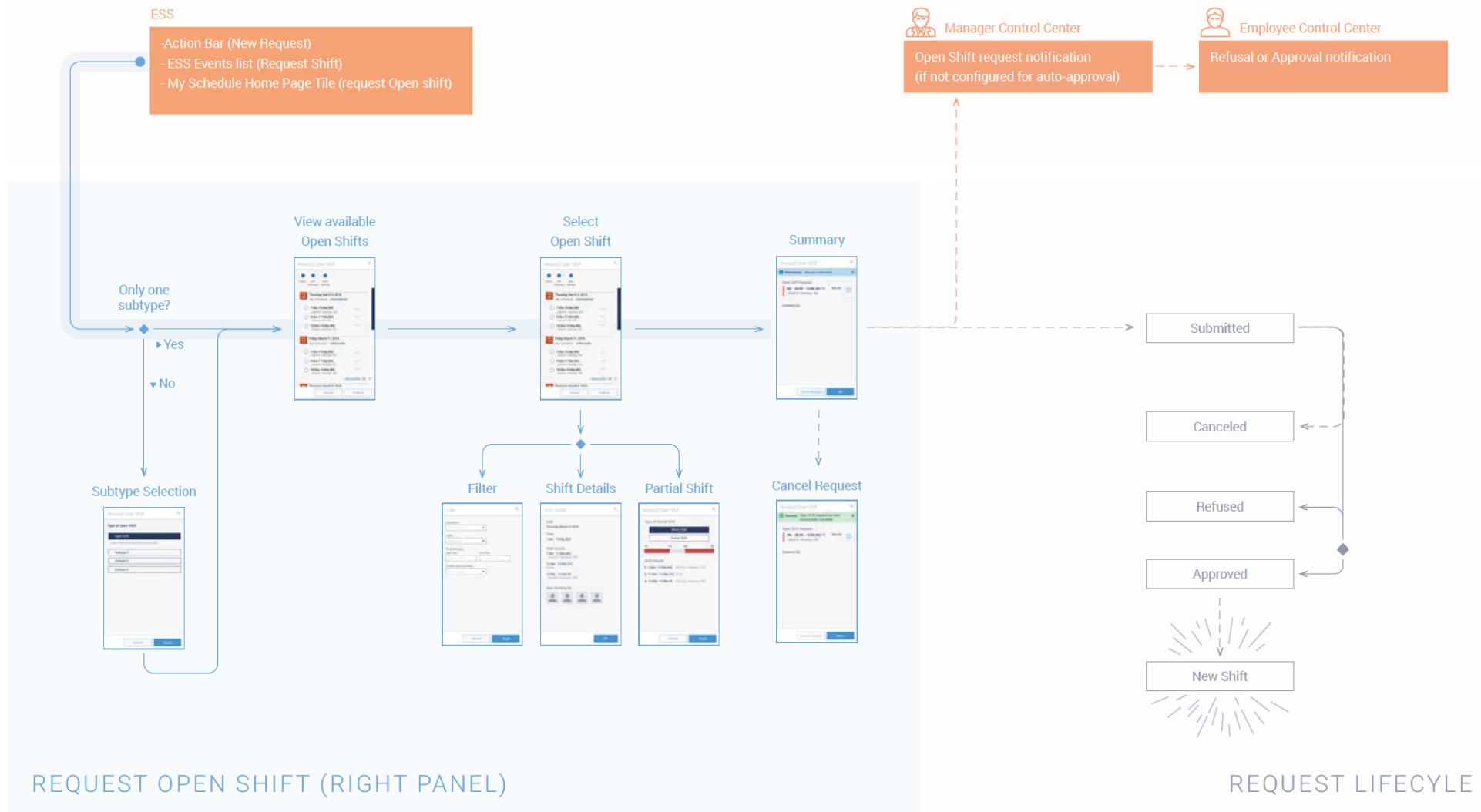
The advantage of drawing a process like this are:

- Give the designer and other stakeholders an overall view of the process and help to scope the project
- Highlight the areas of improvement - innovation
- Focus in the process not in the design (it can contribute to many designs, not only one and help to see dependencies)
- Help new stakeholders to get up to speed to understand the process



Below, the flow of the Open Shift and how it is connected to other areas in the System.

## OTHER HEADLINES





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.

The screenshot shows a mobile application interface for managing tasks across different stores. The top navigation bar includes icons for home, back, forward, refresh, and search. The main title is "Manage Tasks" with a subtitle "Store 503 | Today: 25 Dec".

**Todays Tasks** (selected) and **Projects** buttons are at the top left. On the right, it says "Completed Tasks: 0/16".

**Project 1: Toy Recall**

- Type: Recall | Total Task: 8 | Due Date: 02/15/2013
- Allocated Hrs: 20.00 (Actual Hrs: 15.00)
- Progress Bar: 75% complete.
- Tasks:
  - Recall (HouseWares • Coordination Specialist)
  - Contact Buyers (Pets • Grooming Tech)

**Project 2: Product Launch**

- Type: Recalcefewfweffwefewfwe | Total Task: 8 | Due Date: 02/15/2013
- Allocated Hrs: 20.00 (Actual Hrs: 15.00)
- Progress Bar: 75% complete.
- Tasks:
  - Task Name (HouseWares • Paint Mixing & Brush S...)
  - Task Name (Pets • Grooming Tech)
  - Task Name (Lawn & Garden • Cashier)

**Project 3: Dept. Sale - Shoe**

- Type: Recall | Total Task: 8 | Due Date: 02/15/2013
- Allocated Hrs: 20.00 (Actual Hrs: 15.00)
- Progress Bar: 75% complete.
- Tasks:
  - Task Name (HouseWares • Cashier)
  - Task Name (Pets • Fish Catcher)

The screenshot shows the 'Manage Tasks' application running on an iPad with a 3G connection. The top bar displays the device name 'iPad', signal strength, battery level, and the time '2:25 PM'. The main title 'Manage Tasks' is centered above a search bar labeled 'Project Name' with a magnifying glass icon. Below the search bar are navigation buttons for 'Feb 15' and arrows. To the right are icons for refresh, settings, and a plus sign.

The main content area features a header with two tabs: 'Assignments' (selected) and 'Actual Hours / Complete'. Below this, a task card for 'Task abc' is shown, categorized as 'Product Launch'. It includes start and end dates (02/15/2013 - 02/18/2013), total allocated hours (10), and remaining hours (10).

A 'Description' section contains placeholder text about product launches and timelines. Below this, there are two buttons: 'Center Store' and 'Cashier'.

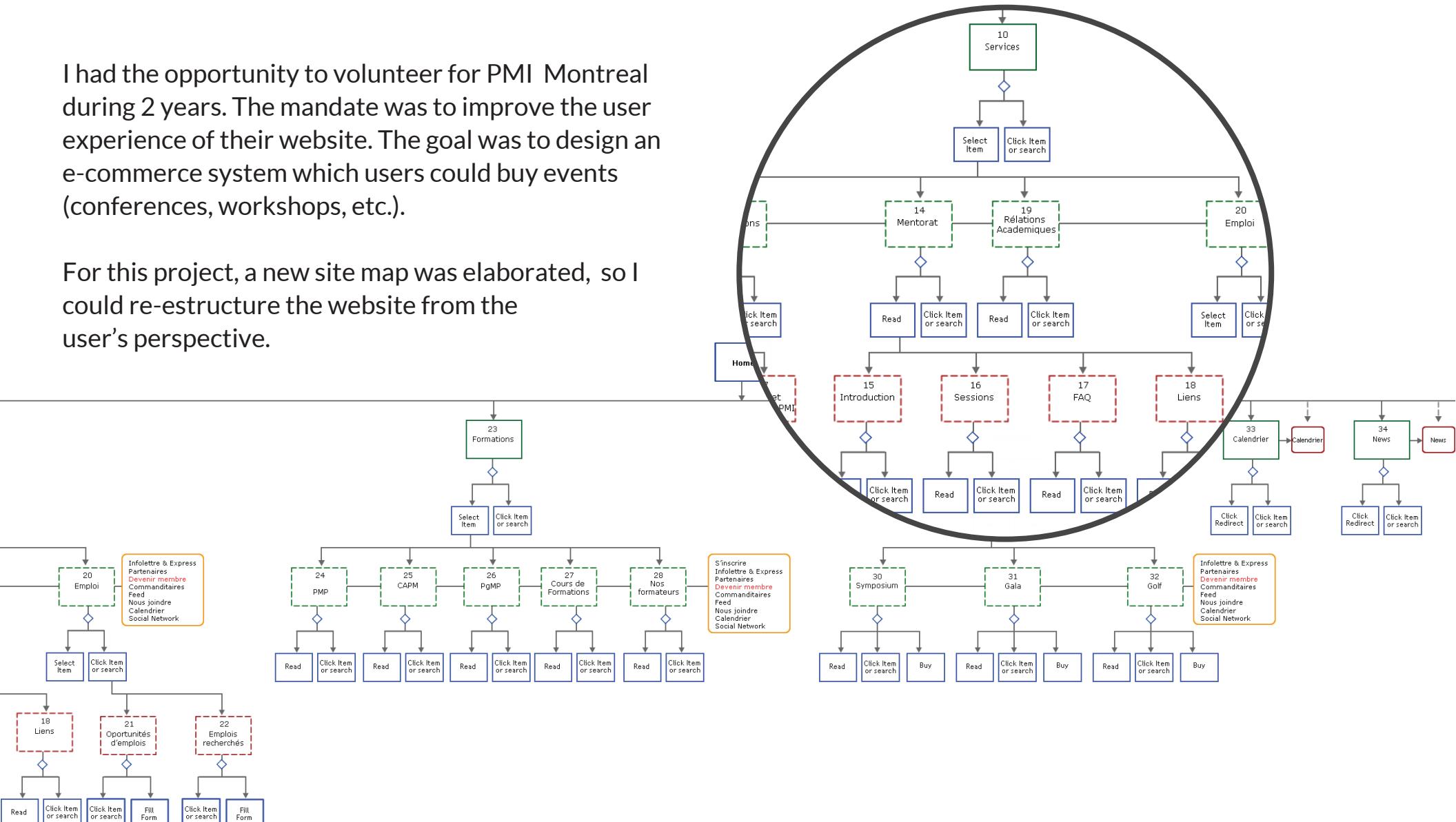
The central feature is a modal dialog titled 'Employees (2)' with a search bar. It lists four employees:

- Abby Edward**: Shift 8:00a - 12:00p, Suggested Span: 5a - 3p, 2a - 4p, 5a-7p, Daily Scheduled Task Hours: 3. Status: Available (green checkmark).
- Howard Edward**: Shift 7:00a - 12:00p, Suggested Span: 5a - 3p, 2a - 4p, 5a-7p, Daily Scheduled Task Hours: 3. Status: Available (green checkmark).
- Charlie Shaw**: Shift 7:00a - 12:00p, Suggested Span: 5a - 3p, 2a - 4p, 5a-7p, Daily Scheduled Task Hours: 3. Status: Available (green checkmark).
- Helen Edward**: Shift 7:00a - 12:00p, Suggested Span: 5a - 3p, 2a - 4p, 5a-7p, 5a - 3p, 2a - 4p, 5a-7p, 2a - 4p, 5a-7p, Daily Scheduled Task Hours: 3. Status: Available (green checkmark).

To the right of the employee list, there is a summary: '3 Assigned' and '2 Unavailable'. Below the employee list, there are sections for 'Schedule Task Hours' and 'Daily Scheduled Task Hours'.

I had the opportunity to volunteer for PMI Montreal 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.

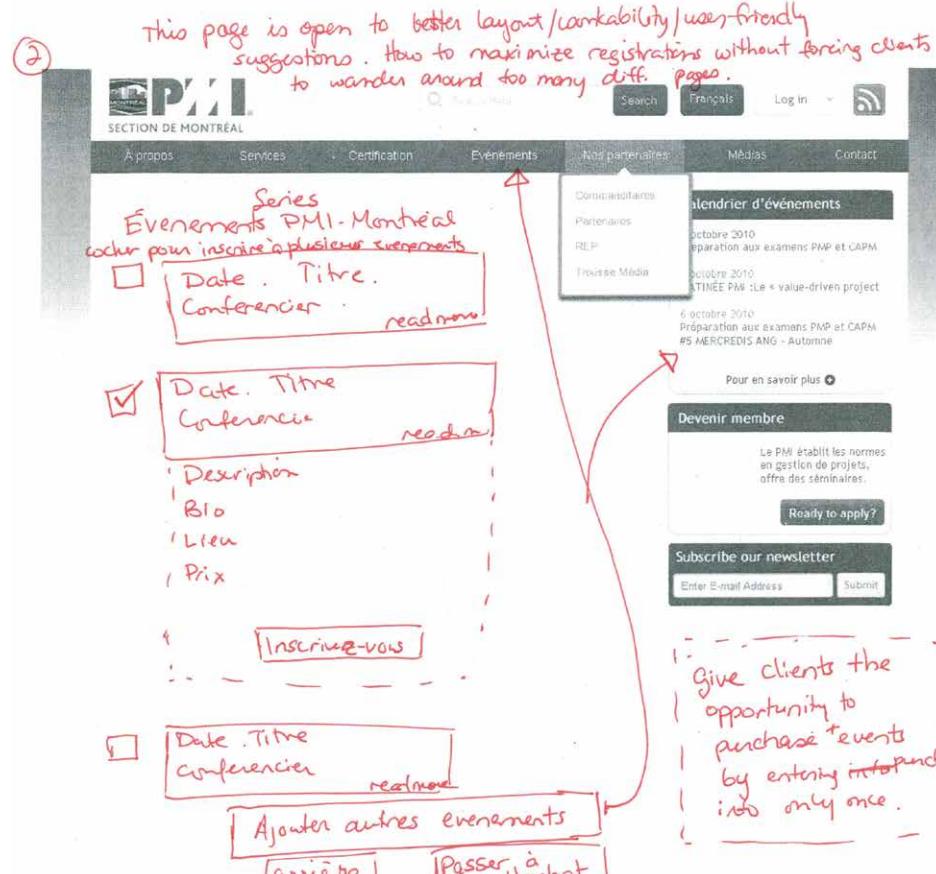


A new visual theme was also elaborated to match with the new guidelines provided by PMI.org.

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

(2)

*this page is open to better layout/compatibility/user-friendly suggestions. How to maximize registrations without forcing clients to wander around too many diff. pages.*



Series Événements PMI-Montréal  
checkbox pour inscrire à plusieurs événements  
 Date . Titre .  
 Conférencier . [read more!](#)

Date . Titre  
 Conference . [read more!](#)

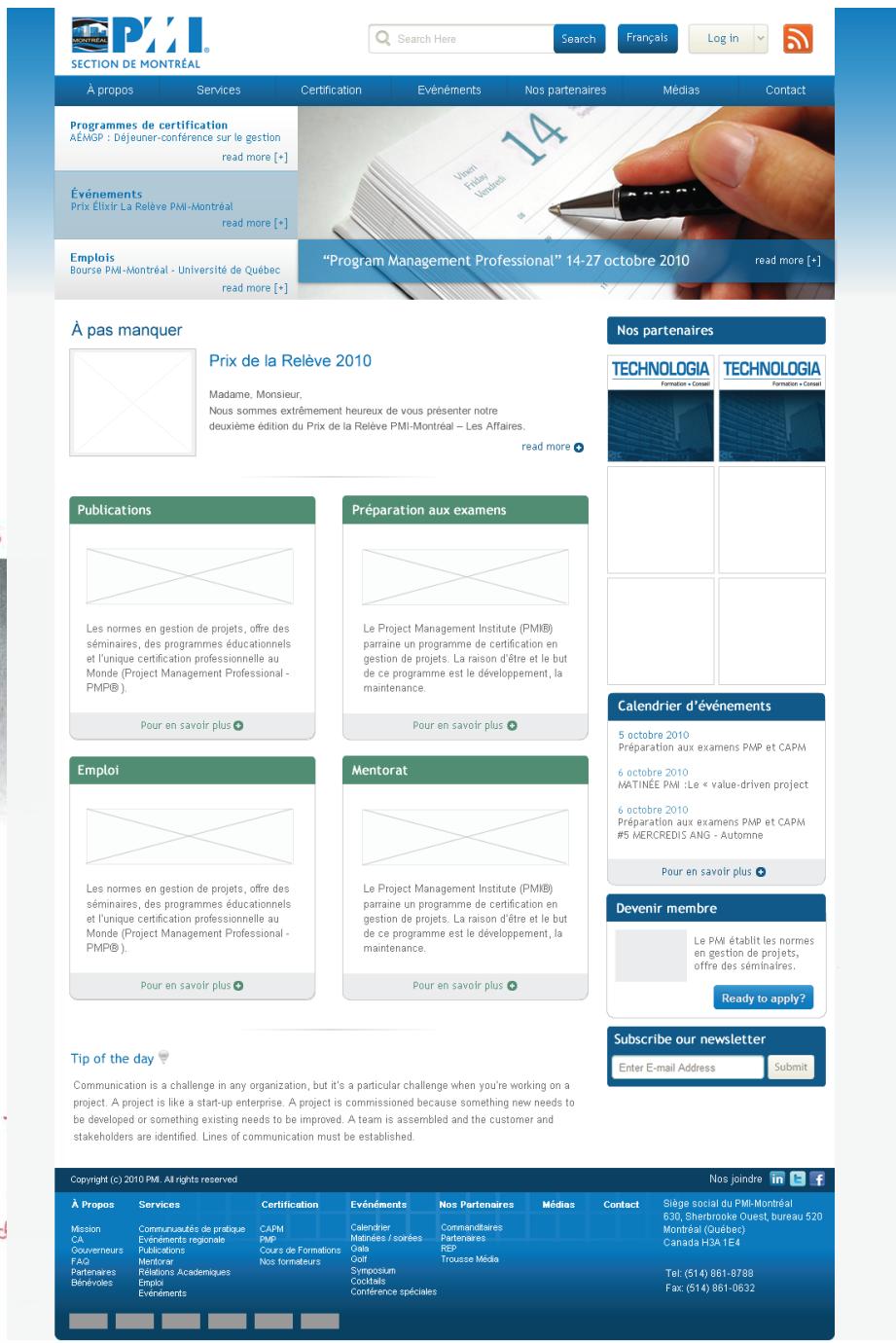
Description  
 Bio  
 Lieu  
 Prix

Inscrivez-vous

Date . Titre  
 Conference . [read more!](#)

Ajouter autres événements [Passer à l'autre](#)

Give clients the opportunity to purchase t'events by entering info and into only once.



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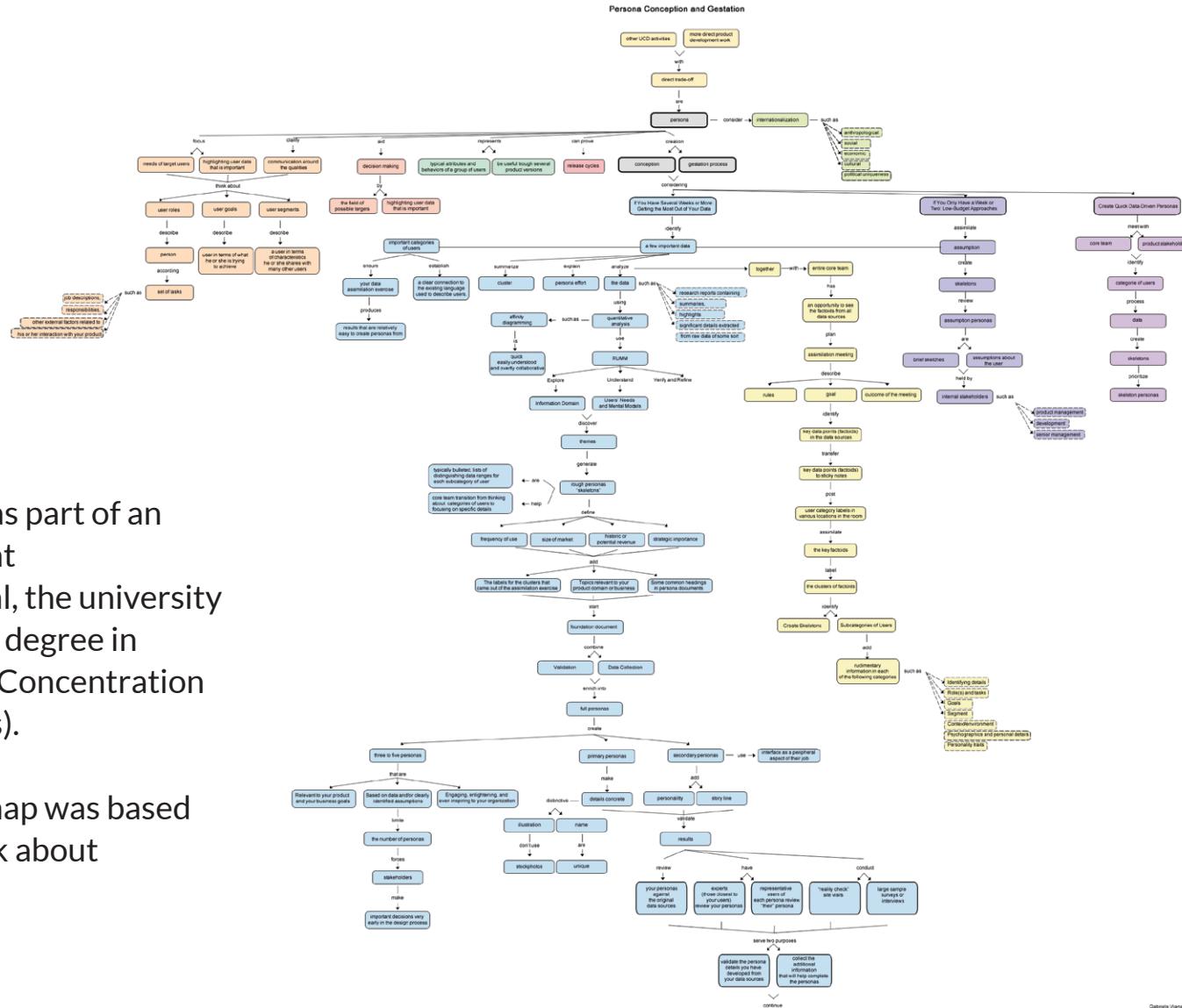
Siège social du PMI-Montréal 630, Sherbrooke Ouest, bureau 520 Montréal Québec Canada H3A 1E4

Tel: (514) 861-8788 Fax: (514) 861-0522



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.

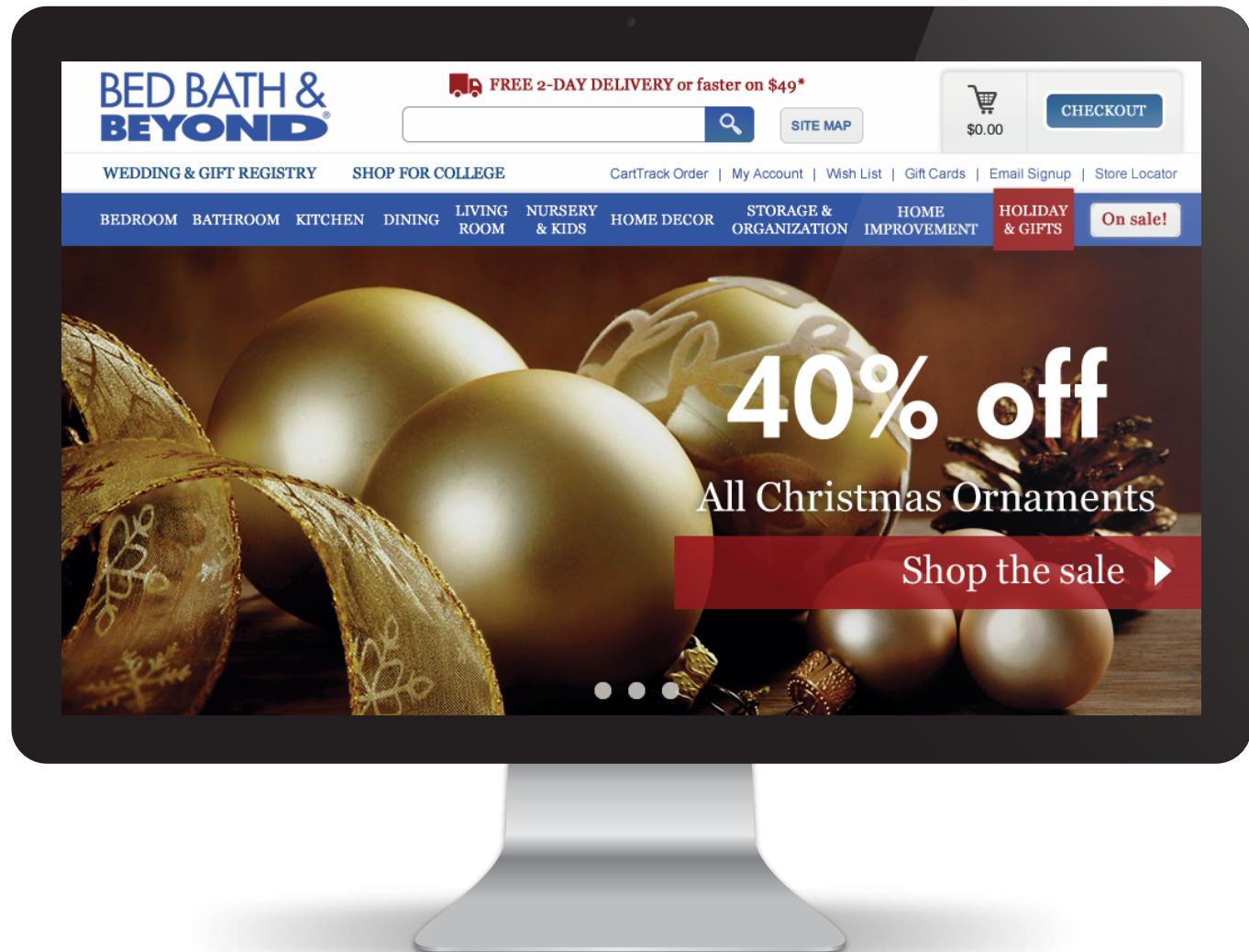




The project for BB&B was developed as part of an exercise for one of my courses at McGill University (Diploma in Management - E-business).

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.

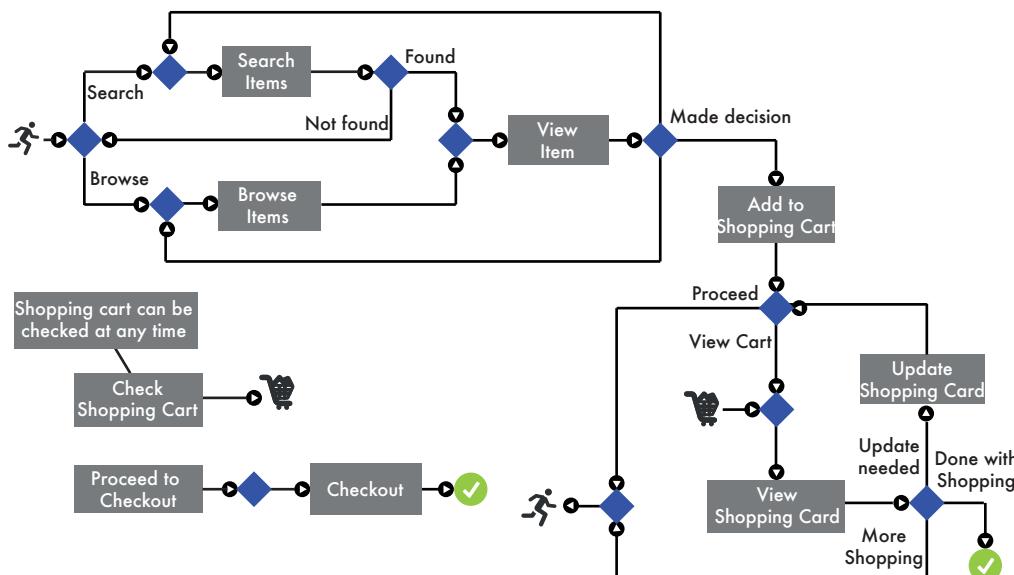


For more information, please visit:  
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

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

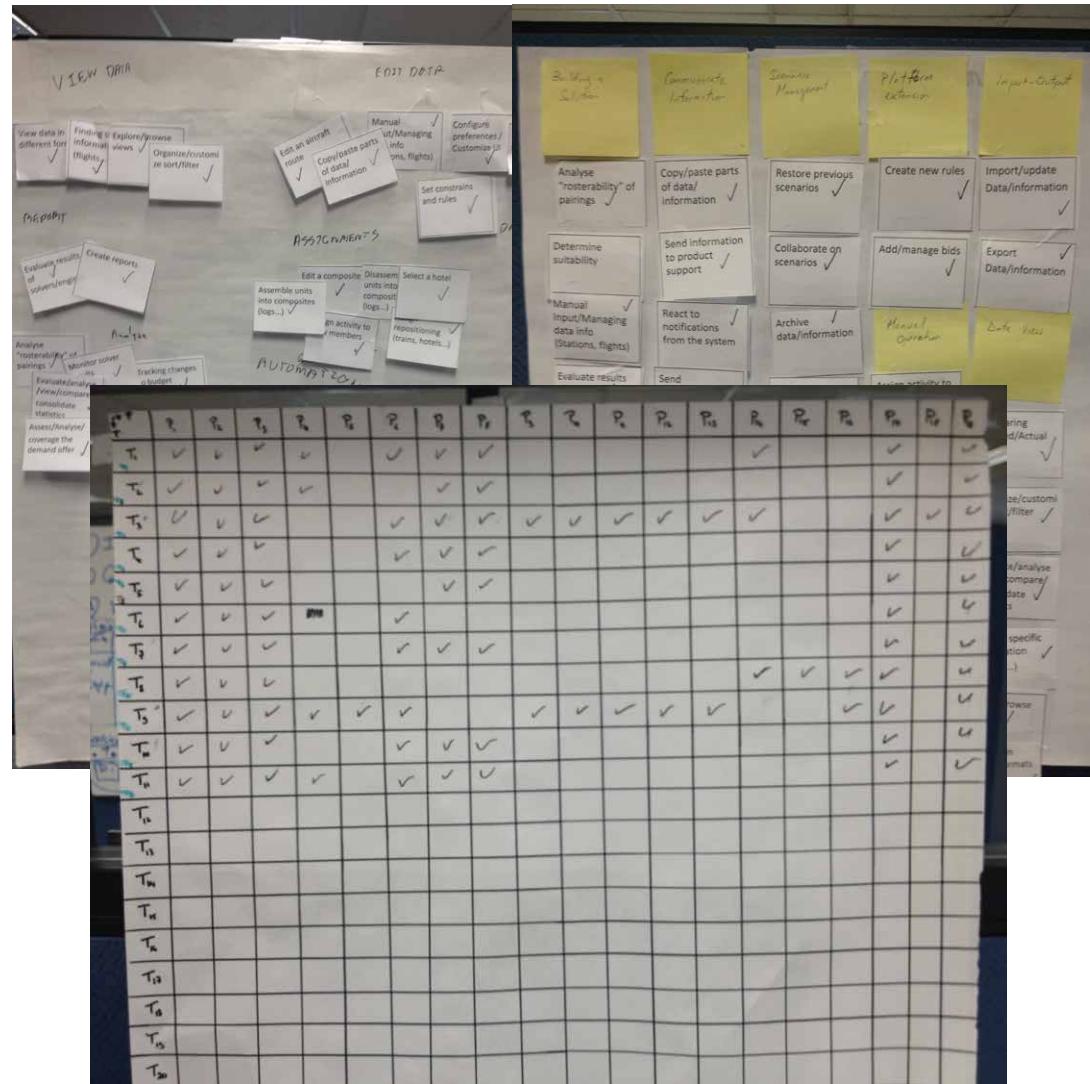
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

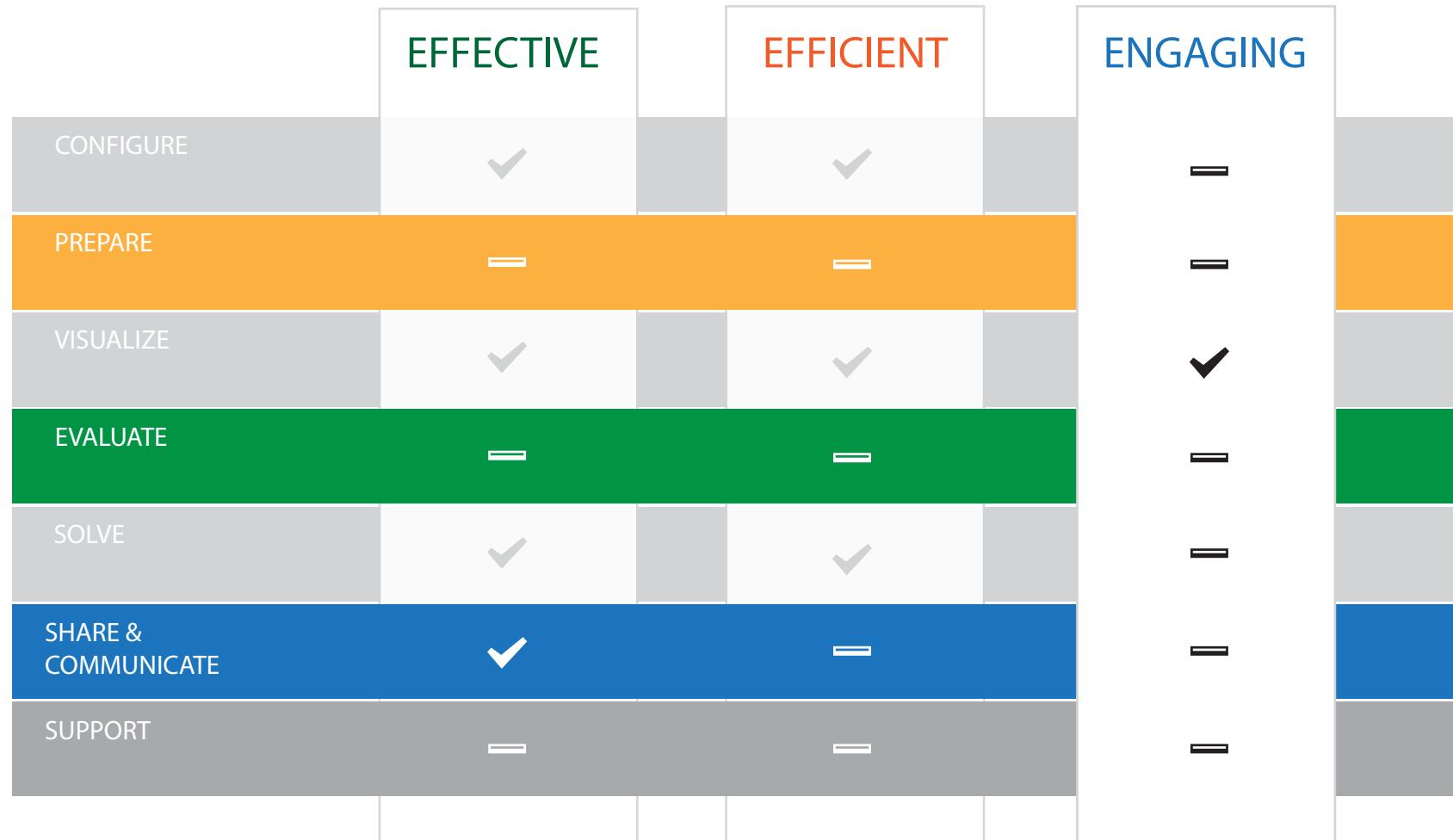
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

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.



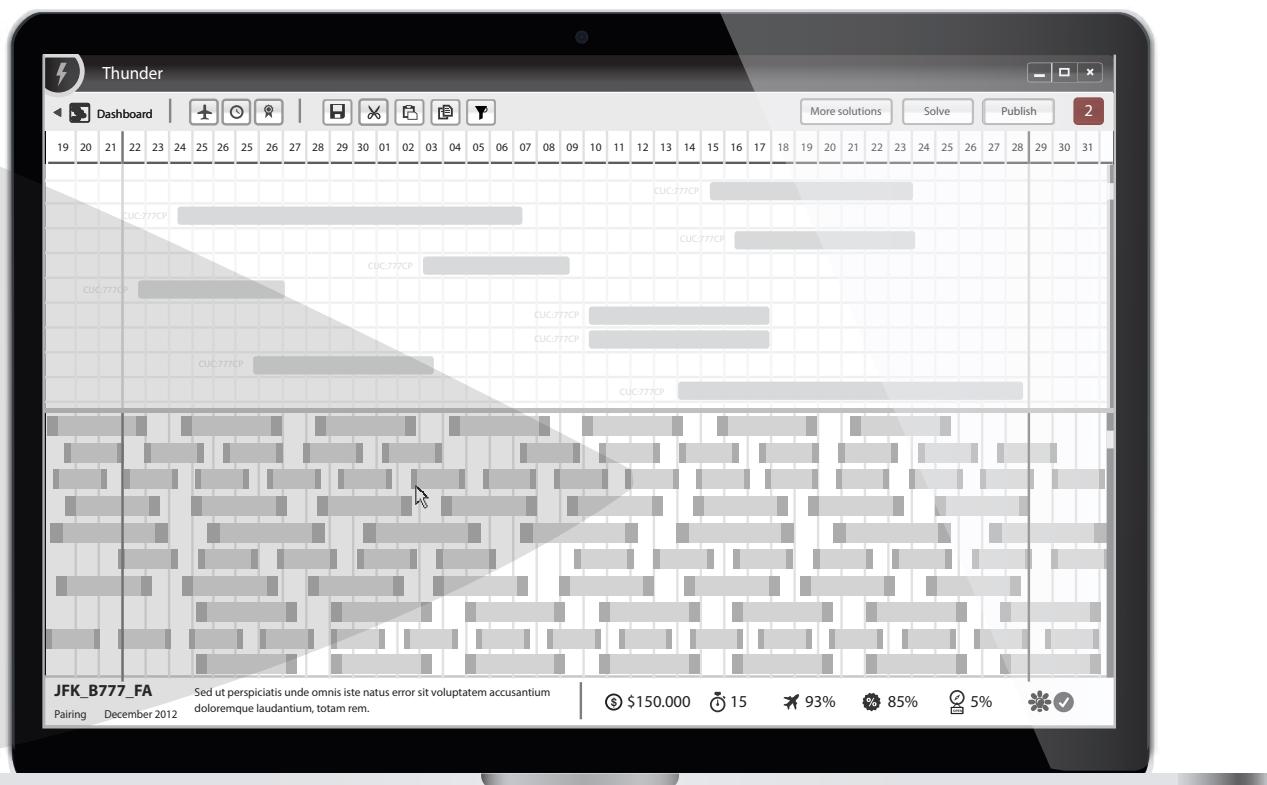
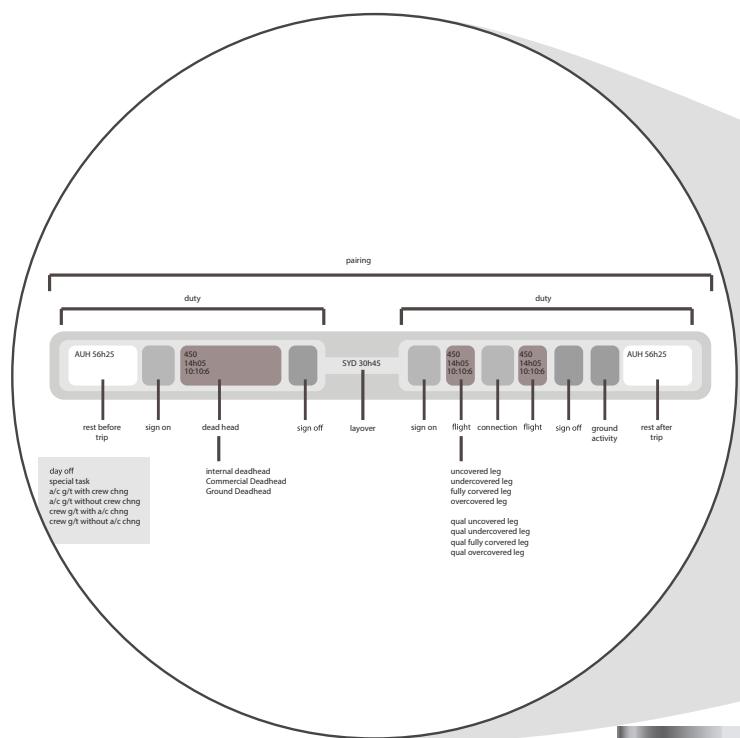
With one of the results of the Workshop I found that, even though the current interface was effective and efficient, in some areas, it was not engaging enough. Also, tasks as Prepare, Evaluate, Share, Communicate and Support needed to be reviewed.



This is an example of a preliminary concepts for Adopt. Some important features were added, such as:

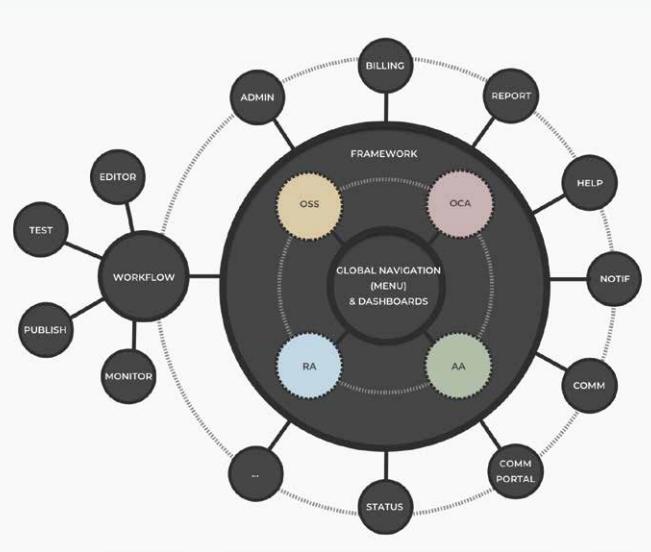
- Alert system
- Support information with KPIs
- System Status

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





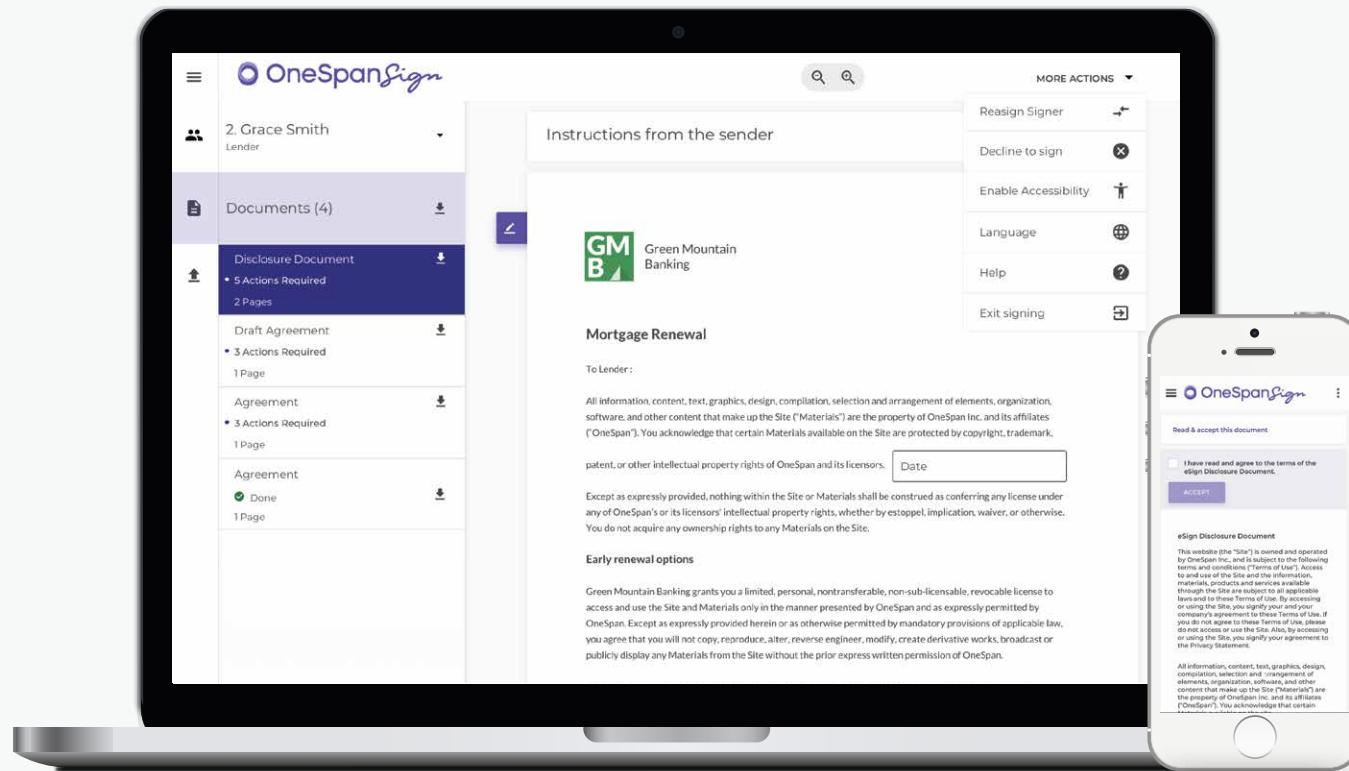
On this page, an example of the new OneSpan Platform where the System Admin can manage new users, applications, services and devices. He can also monitor everything that is happening the system on real-time.



The screenshot shows the OneSpan Platform dashboard on a tablet. The left sidebar menu includes: Steve Fields (Profile), Log out, Dashboards (Main, Reports), Admin (Users, Roles and Permissions, Groups, Branding, Billing), Community Portal, and Help & Support. The main dashboard area has the following sections:

- Trust center:** Shows a green checkmark icon and a list of operational status items: OneSpan TID, Adaptive Authentication, Community Portal, Sign, Private Cloud, Risk Analytics, WWW, and Agreement Automation. A "see all activities" link is present.
- Past incidents:** Lists two entries: "Nov 12, 16:29 EST New User Signups" and "Nov 12, 16:07 EST Intermittent errors in InVision cloud". Each entry includes a brief description and a "see all activities" link.
- Report:** Shows a report icon and the text "Produce usage reports for internal billing". A "Download" button is available.
- Recent activities:** Lists four recent events: "New users added to the system (3)", "System updates at 12am", "License renewed until 10/23/2019", and "New devices added to the system (5)". Each event has a corresponding icon and a "see all activities" link.
- System usage:** Displays a chart showing "New Subscriptions" (blue dots) and "Current users" (red dots).

On this page, the E-signature product, which the objective is to allow users to sign documents electronically. We did an usability testing with more than 10 participants from large financial institutions.



**P7:** I think it is way better than the currently implementation.

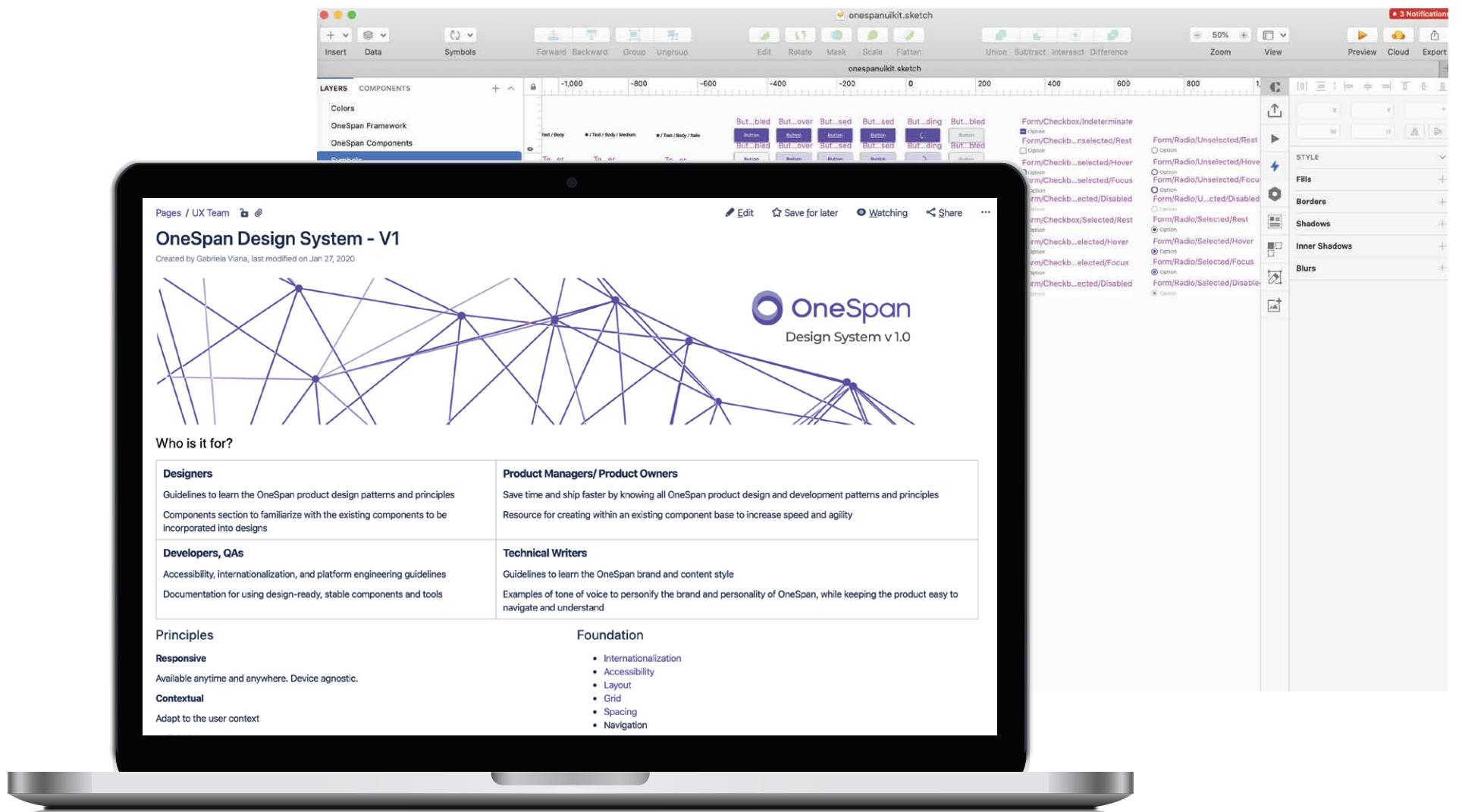
**P8:** Going in the right direction and I like the look and feel.

**P8:** It is condensed, cleaned document in the middle, it is much better.

**P11:** Cleaner interface, less confusion, more consistent experience between mobile and desktop

**P12:** There are improvements, there are struggles today to find where to sign, so I like the jumper and the document panel.

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



I also ran workshops to create Personas. And speaking of 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

- ① Create electronic signature transaction based on a template
- ② Add proper documents
- ③ Add proper signers
- ④ Prepare electronic signature transactions on behalf of other employees
- ⑤ Add proper transaction attributes

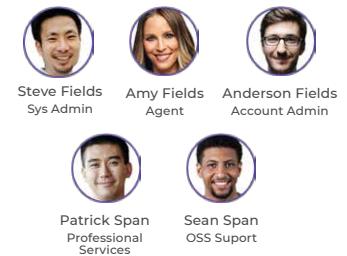
##### SOME PAIN POINTS

- ⑥ 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

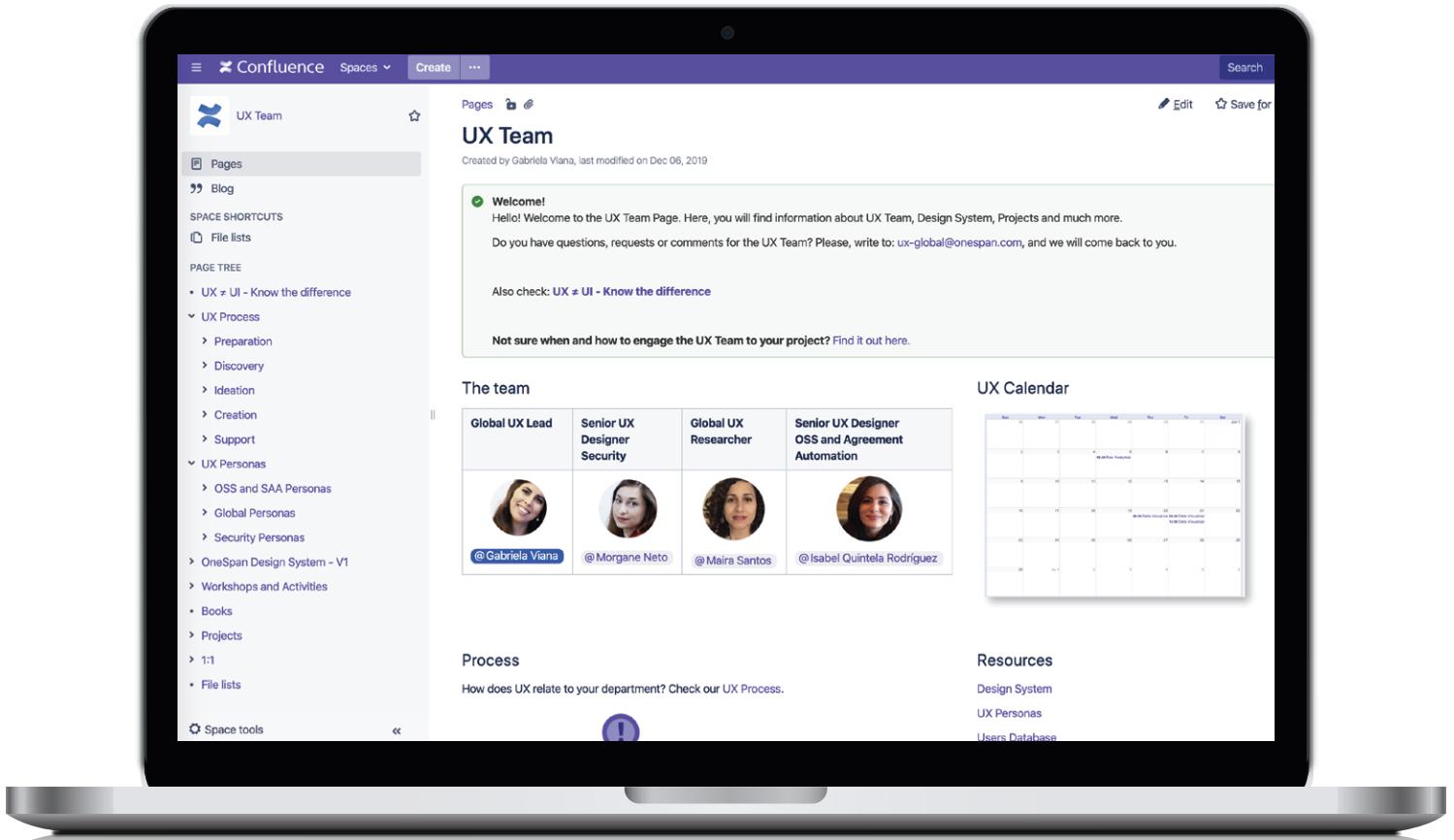


##### INTERACT WITH



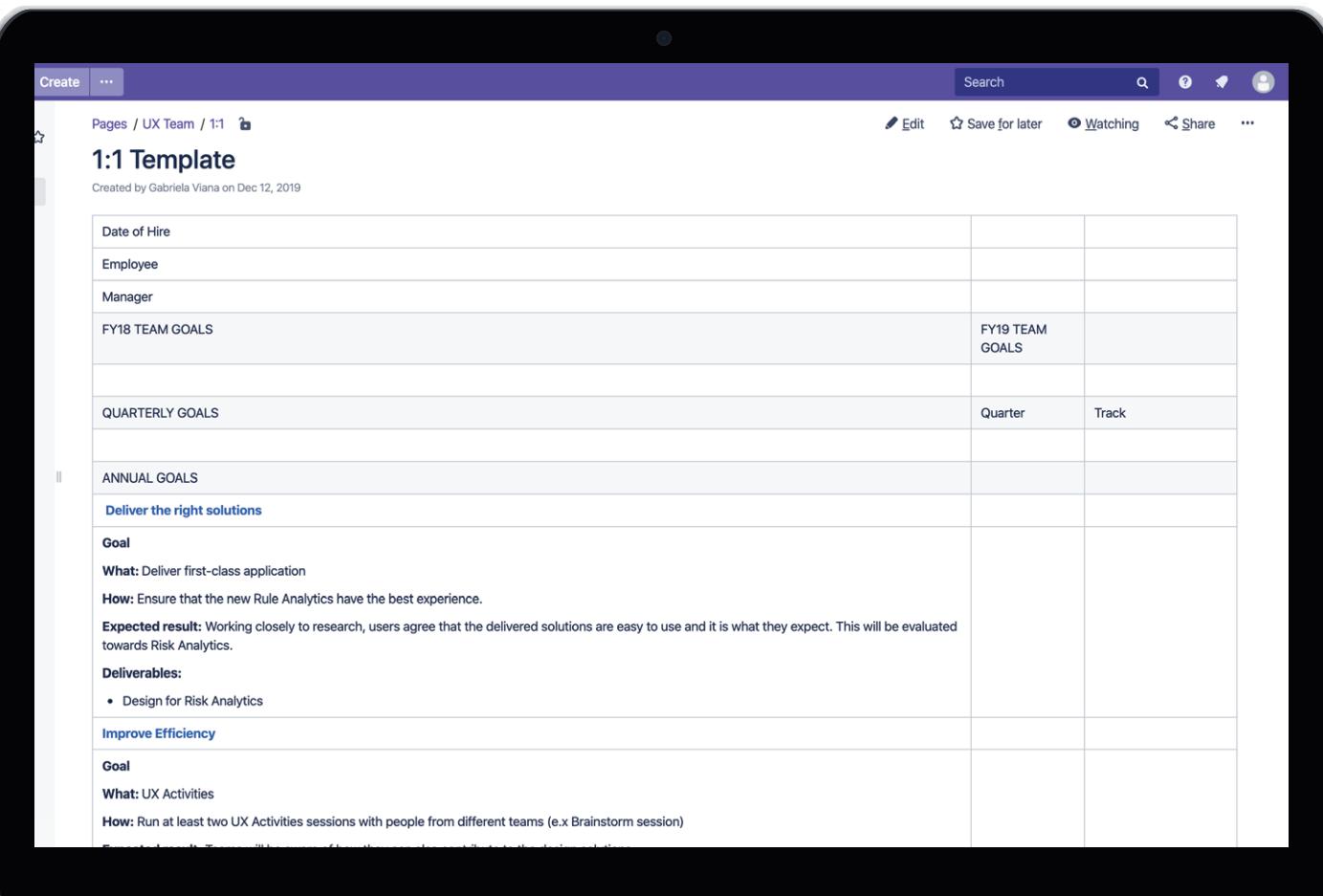
Since Kronos, I have been responsible for not only the design work, but also:

- Lead teams (in person and remote),
- Create script templates for Interviews, Usability Testing and other research activities,
- Participate in roadmap decisions
- Run interviews with candidates
- Set the team and product vision
- Develop Competency Matrix
- Implement the Design process
- Evangelize UX



The image shows a tablet displaying a Confluence page titled "UX Team". The page has a sidebar on the left containing links like "Pages", "Blog", "SPACE SHORTCUTS", "File lists", "PAGE TREE", "UX ≠ UI - Know the difference", "UX Process", "UX Personas", "OSS and SAA Personas", "Global Personas", "Security Personas", "OneSpan Design System - V1", "Workshops and Activities", "Books", "Projects", "1:1", "File lists", and "Space tools". The main content area features a "Welcome!" section with a message about UX, a "The team" section showing four team members with their names (@Gabriela Viana, @Morgane Neto, @Maira Santos, @Isabel Quintela Rodriguez), a "UX Calendar" section with a monthly calendar, a "Process" section with a link to the UX Process, and a "Resources" section with links to "Design System", "UX Personas", and "Users Database".

I have been responsible for reviewing the work in progress, run 1:1s, help identify development and quarterly goals, and give on going feedback.



**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                                                                                                                                                                             |                 |       |
| <b>Deliver the right solutions</b>                                                                                                                                                       |                 |       |
| <b>Goal</b>                                                                                                                                                                              |                 |       |
| <b>What:</b> Deliver first-class application                                                                                                                                             |                 |       |
| <b>How:</b> Ensure that the new Rule Analytics have the best experience.                                                                                                                 |                 |       |
| <b>Expected result:</b> 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. |                 |       |
| <b>Deliverables:</b>                                                                                                                                                                     |                 |       |
| • Design for Risk Analytics                                                                                                                                                              |                 |       |
| <b>Improve Efficiency</b>                                                                                                                                                                |                 |       |
| <b>Goal</b>                                                                                                                                                                              |                 |       |
| <b>What:</b> UX Activities                                                                                                                                                               |                 |       |
| <b>How:</b> Run at least two UX Activities sessions with people from different teams (e.x Brainstorm session)                                                                            |                 |       |



**Thank you for your time!  
I am looking forward to hearing from you.**

If you would like to know more about my work,  
please write me: [gabiviana@gabiviana.com](mailto:gabiviana@gabiviana.com)



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