



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.

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!



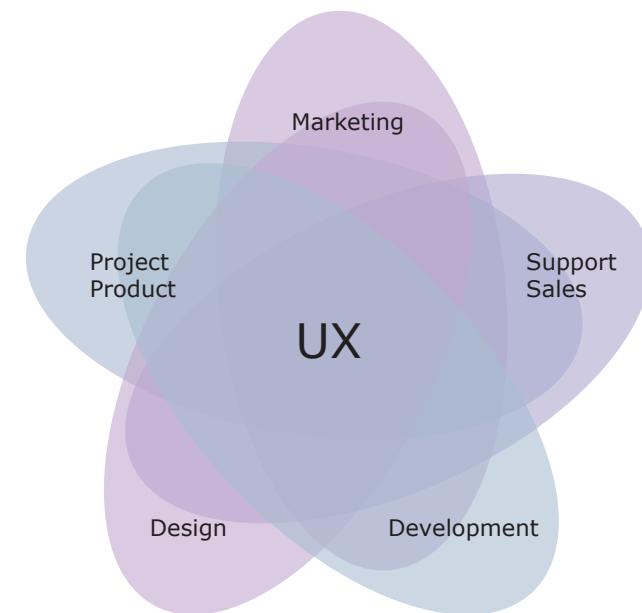
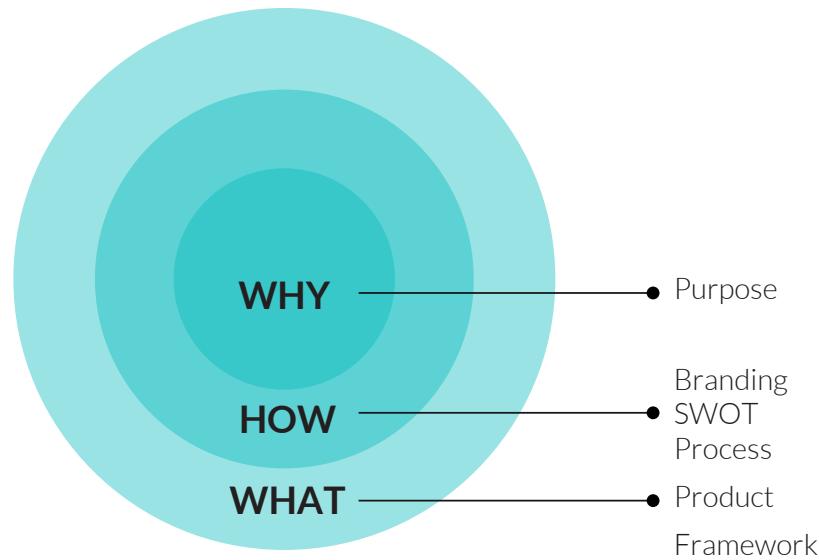
Gabriela

About me

- 14 years of experiences between permanent and freelancer opportunities
- Current position: Product Design Lead at RBC
- Previous position: Global UX Lead at OneSpan
- 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)

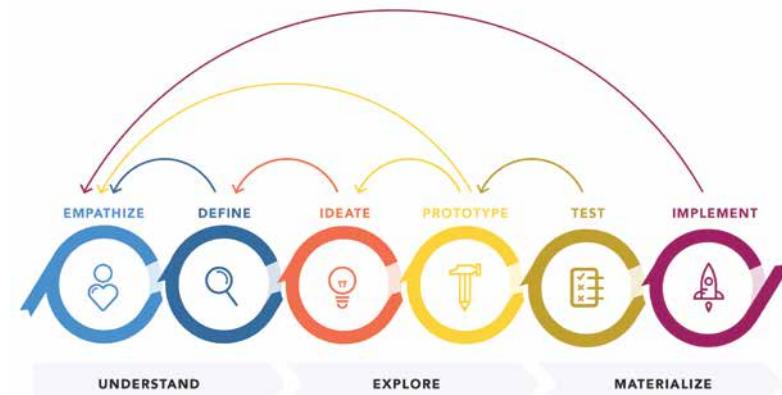
My approach

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.



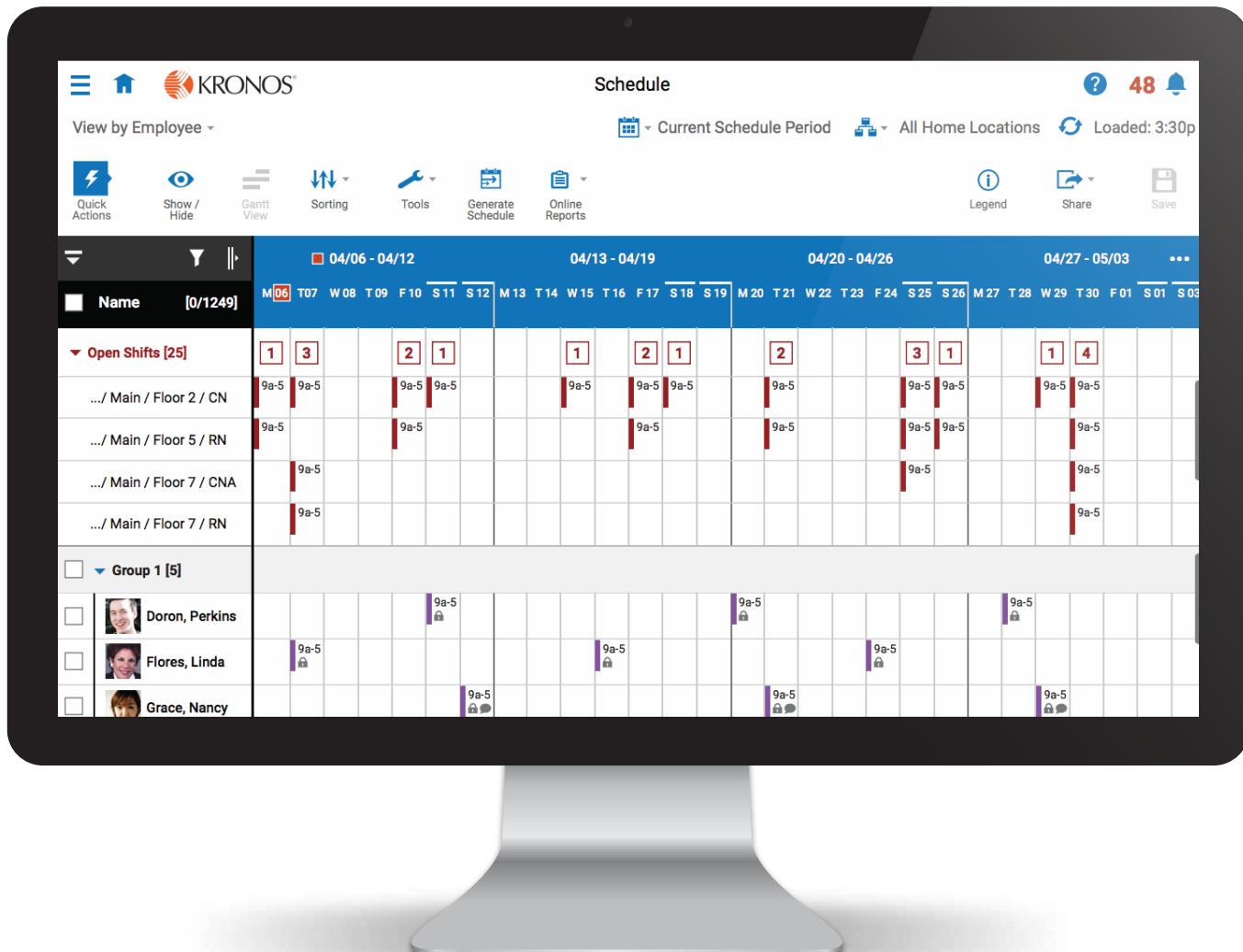
Understand users (and customers)

- 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

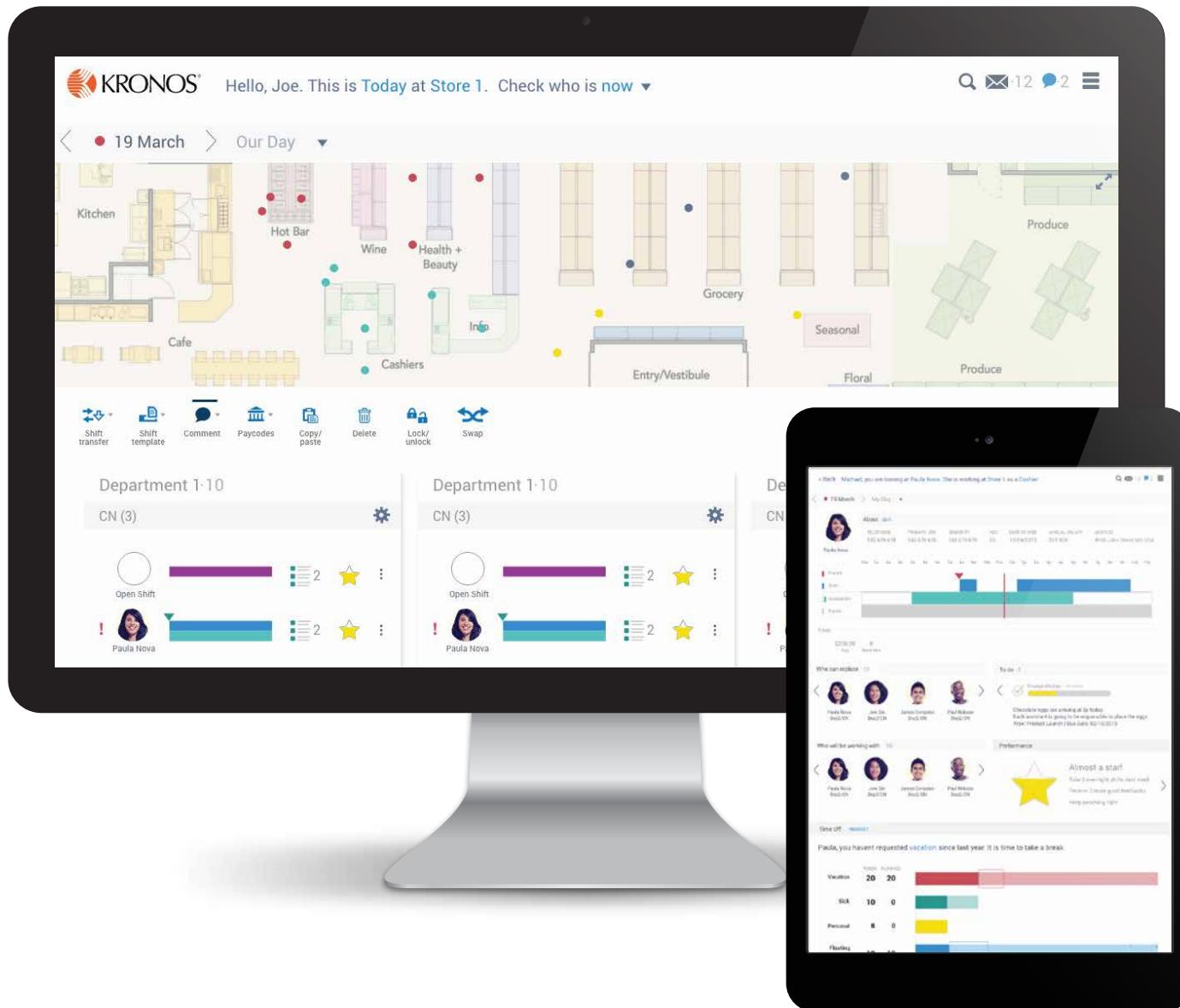


At Kronos, I worked on several projects, with different teams across the world.

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.



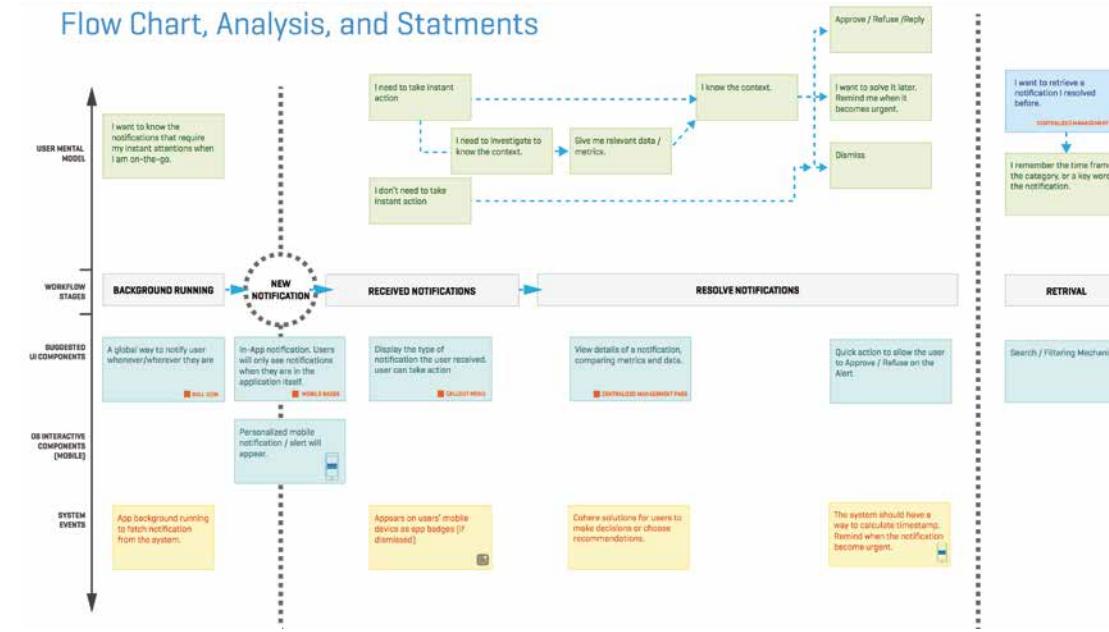
On this page, an example of a design exploration for the Schedule with the focus on the Staffing workflow, in which managers can visualize the employees in real-time and better allocate them in a store or a hospital.

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.

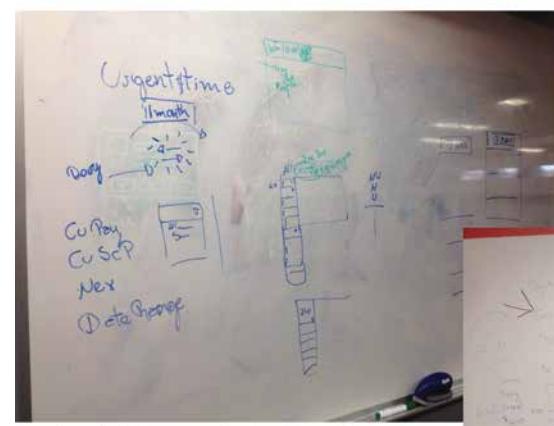
We identified six areas that we should be aware when working on the concepts: Real time, Metrics, Related Data, Educate the System (Machine learning), Personalization and Archive



Meeting with Product Owners: Outcome

The 6 Statements		
Real-time Solution	Dismiss - Potential to Remind	Flexibility - Remind me again.
Metrics for Investigation	Reply - Communication	Ease of communication - Through Interaction Design.
Related Data Catenation	Resolve - Accept / Refuse	Context
Educate System Behavior	Urgent / important Actionable items	IMPLICIT - System Memorization System recommends, but does not take over human decision Explicit - System Learn Rules (could be configured with human input) System decides, but there are ways to revert system efforts.
Personalize	Categorization of Notifications	System vs. User-defined reminding methods (Sms, email...)
Archive	Search / filtering mechanism	Audit Trail

Brainstorming



Centralized Management Page & necessary info



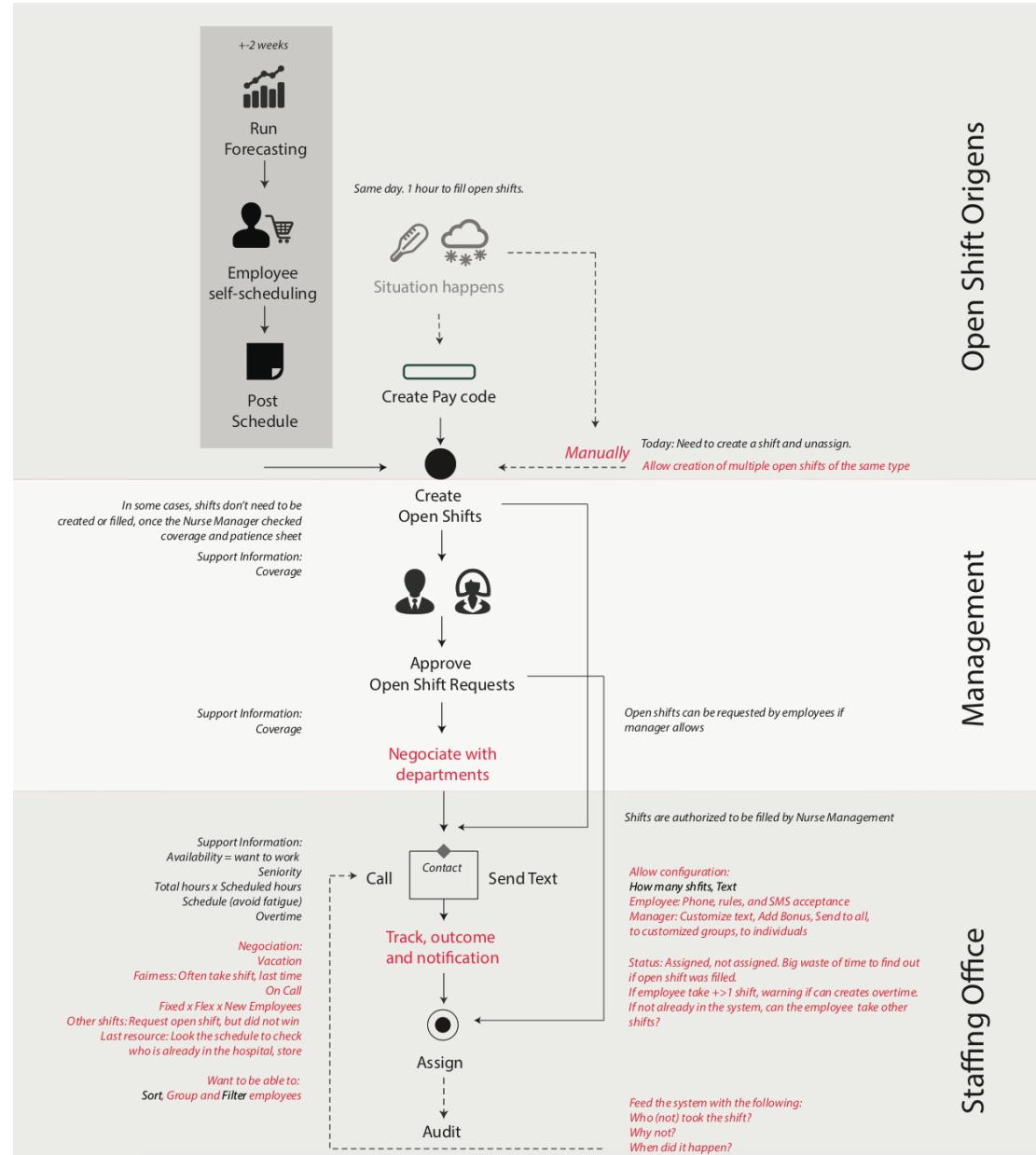
Disection of different information and making

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.

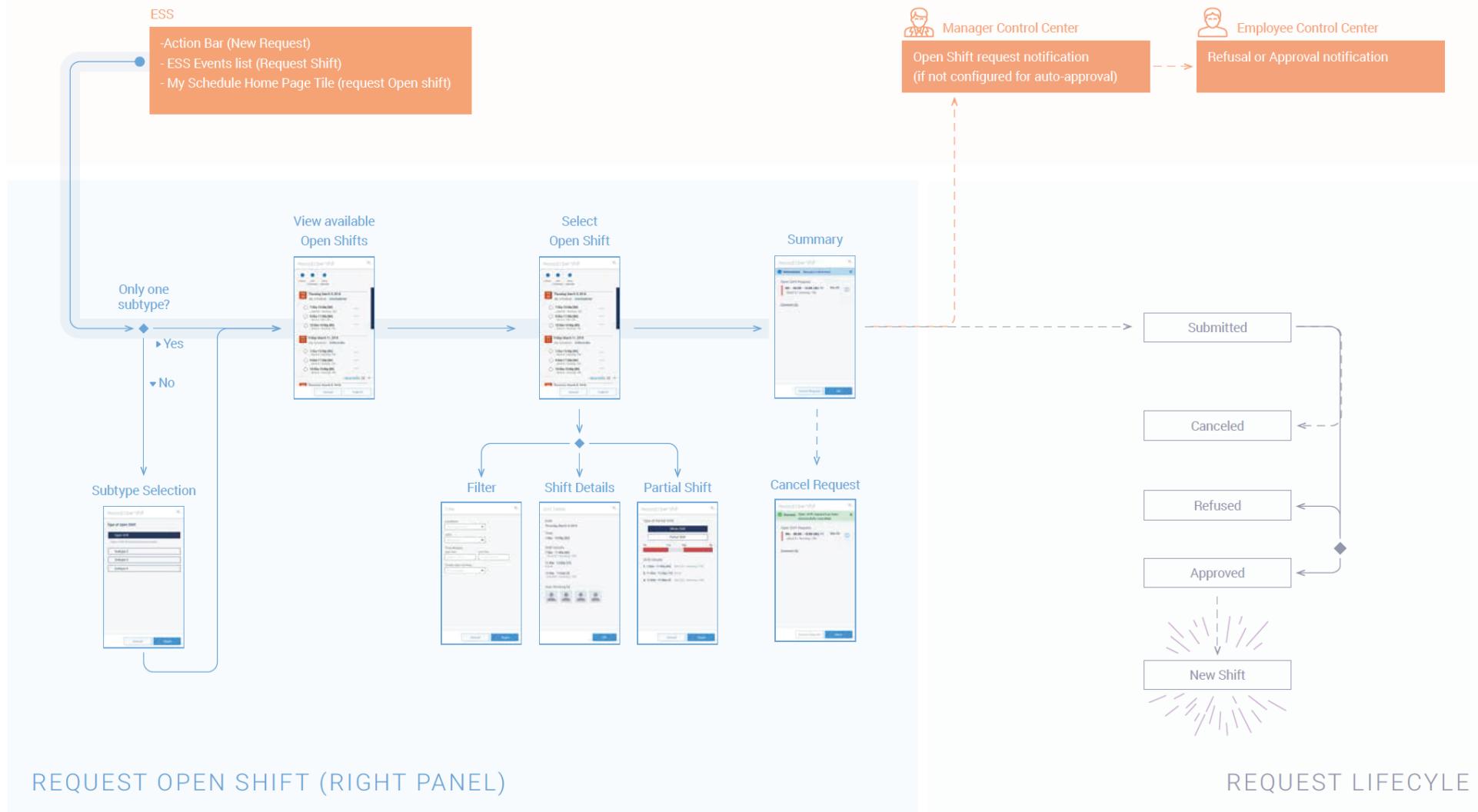
The advantage of drawing a process like this are:

- 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



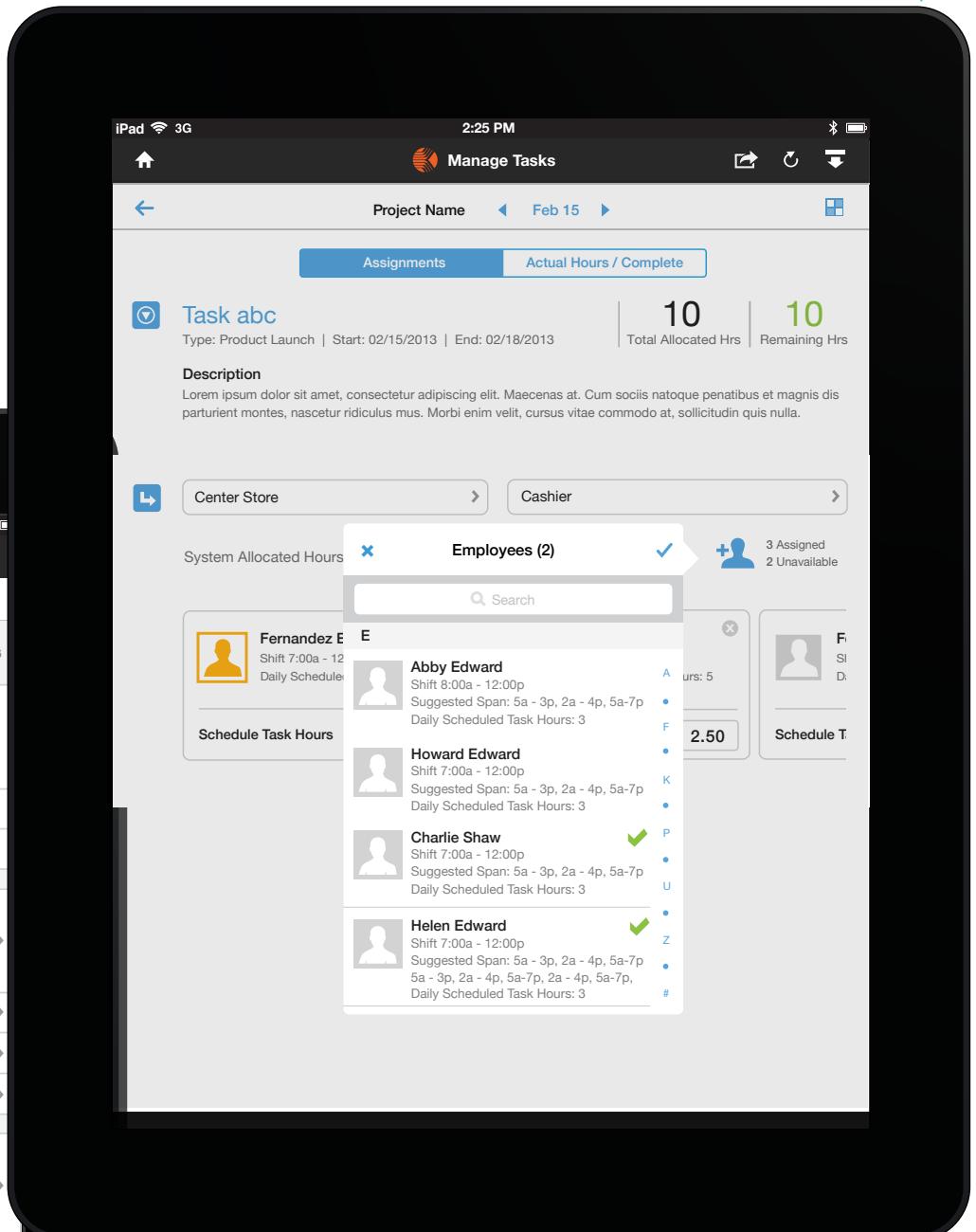
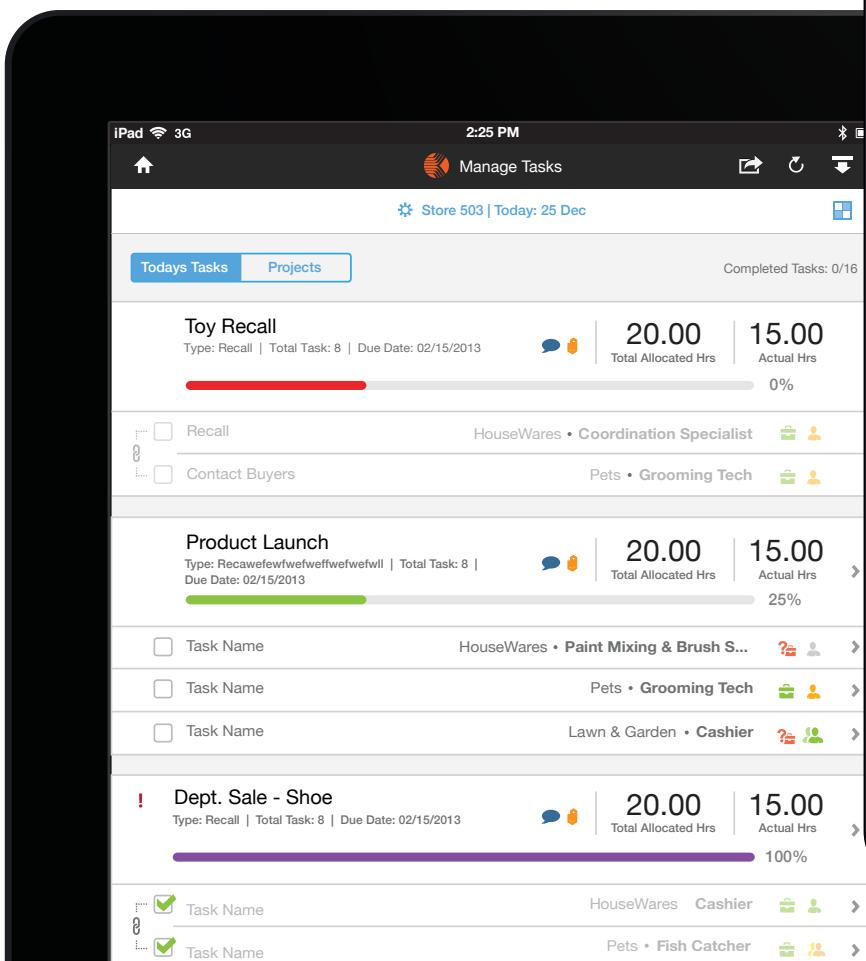
Below, the flow of the Open Shift and how it is connected to other areas in the System.

OTHER HEADLINES



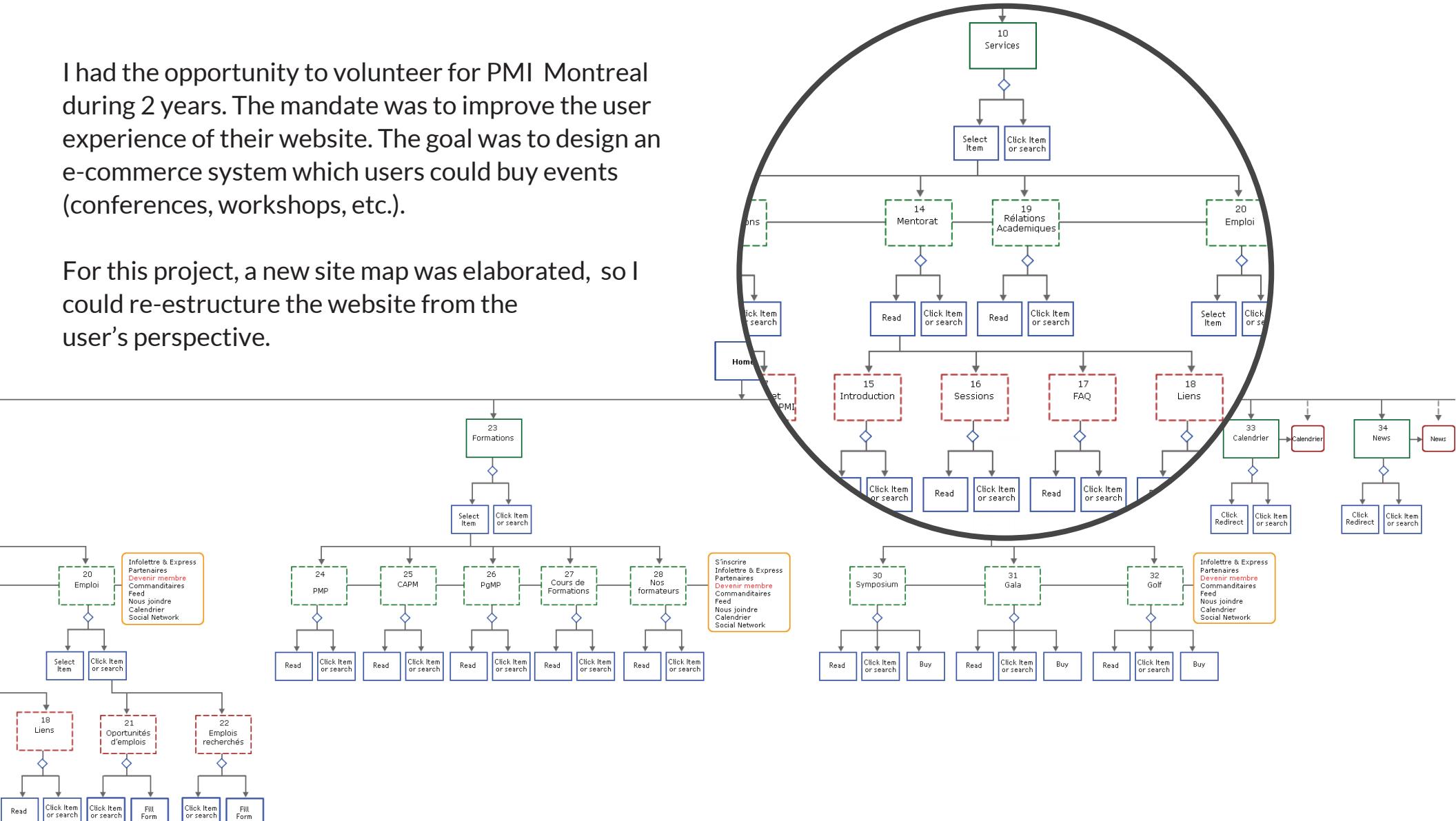
On this page, an example of the Task Management.

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.



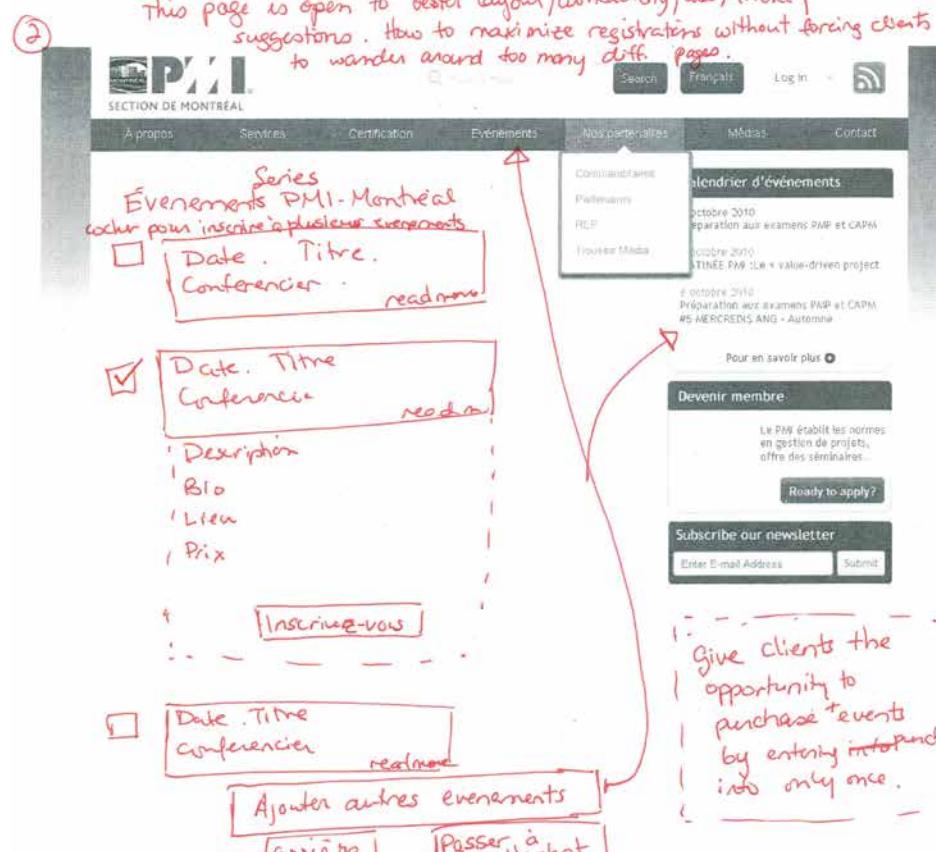
I had the opportunity to volunteer for PMI Montréal during 2 years. The mandate was to improve the user experience of their website. The goal was to design an e-commerce system which users could buy events (conferences, workshops, etc.).

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

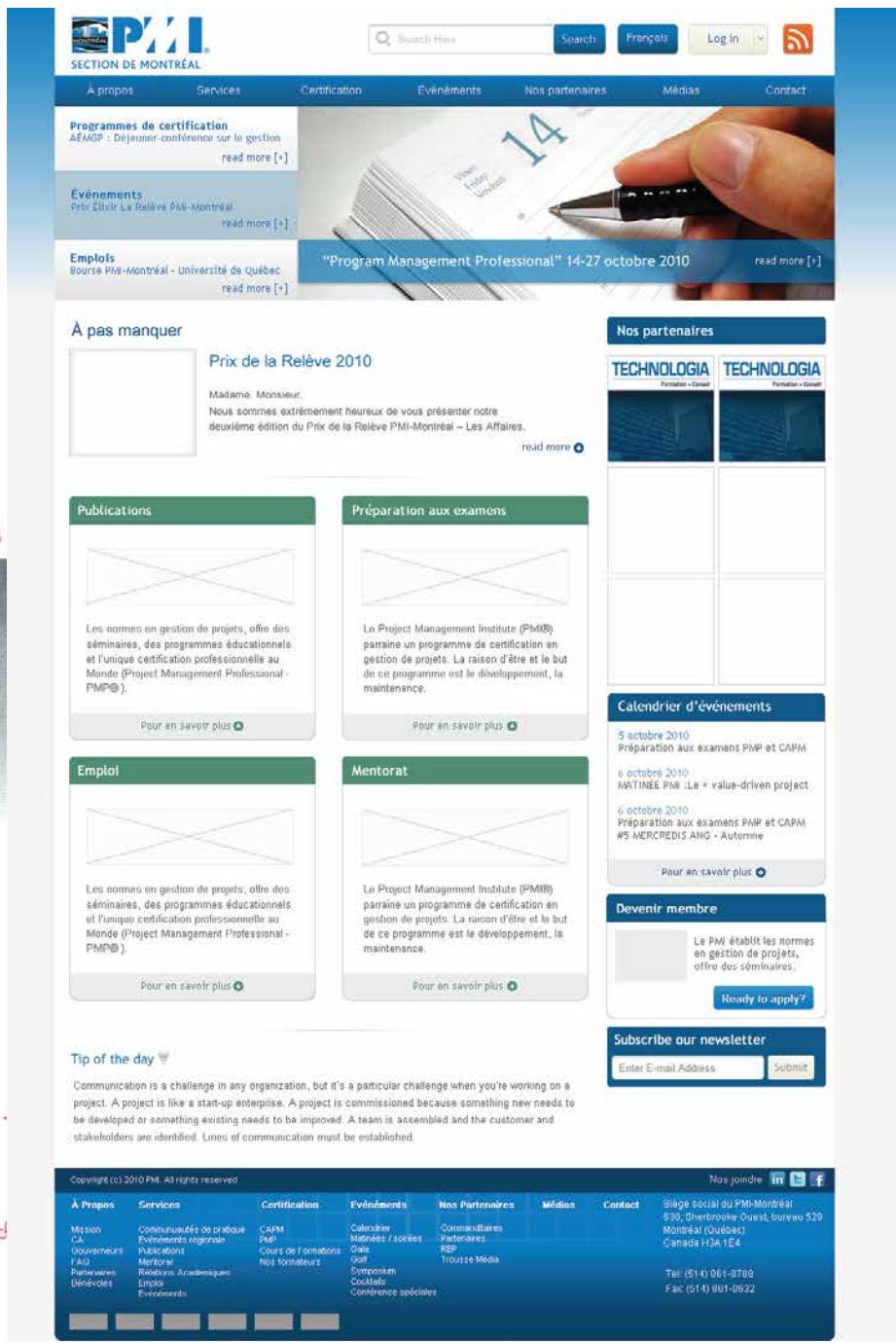
Series Événements PMI-Montréal
 Date . Titre . Conference . [read more](#)

Inscrivez-vous

Ajouter autres événements

Passer à tout

Give clients the opportunity to purchase t/events by entitly info/paid into only once.



Programmes de certification
 AEMSP : Déjeuner-conférence sur le gestion
[read more \[x\]](#)

Evenements
 Prix Étudiant La Relève PMI-Montréal
[read more \[x\]](#)

Emplois
 Bourse PMI-Montréal - Université de Québec
[read more \[x\]](#)

"Program Management Professional" 14-27 octobre 2010
[read more \[x\]](#)

À pas manquer

Prix de la Relève 2010
 Madame . Monsieur.
 Nous sommes extrêmement heureux de vous présenter notre deuxième édition du Prix de la Relève PMI-Montréal – Les Affaires.
[read more \[x\]](#)

Nos partenaires

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Tip of the day

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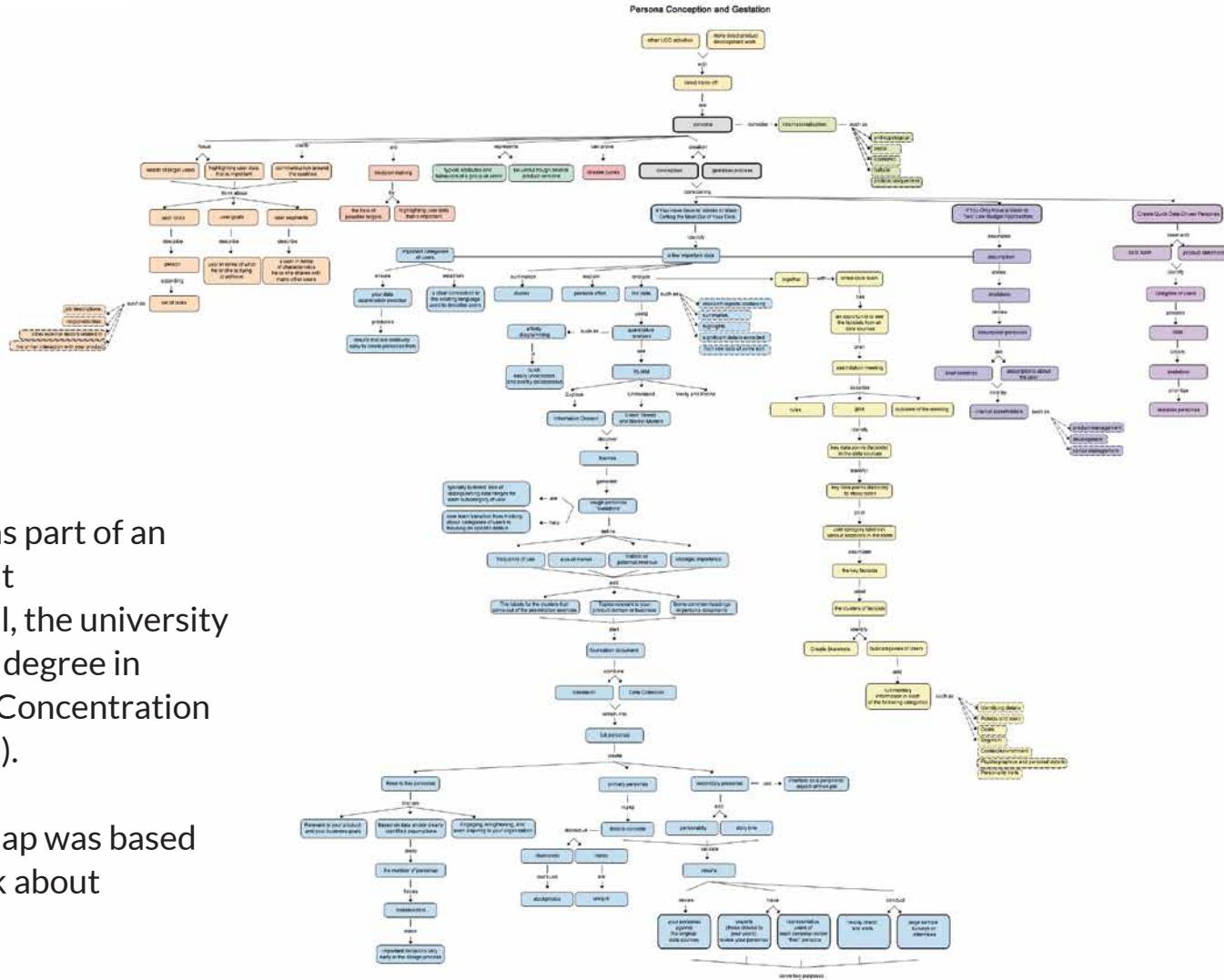
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This conceptual map was part of an exercise I participated at Polytechnique Montreal, the university which I did my Master's degree in Industrial Engineering (Concentration in Software Ergonomics).

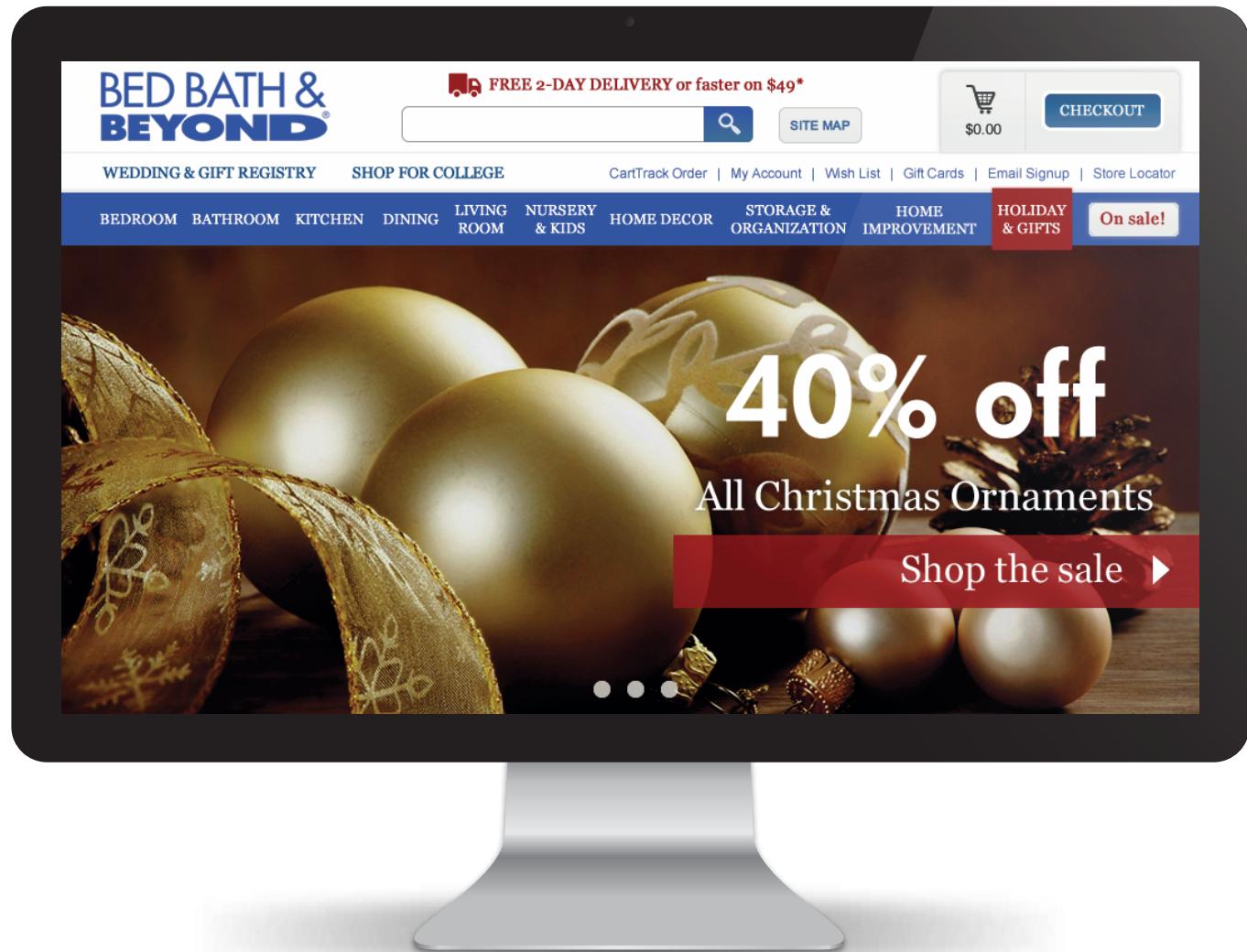
Note: The conceptual map was based on the chapter of a book about Personas.



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.

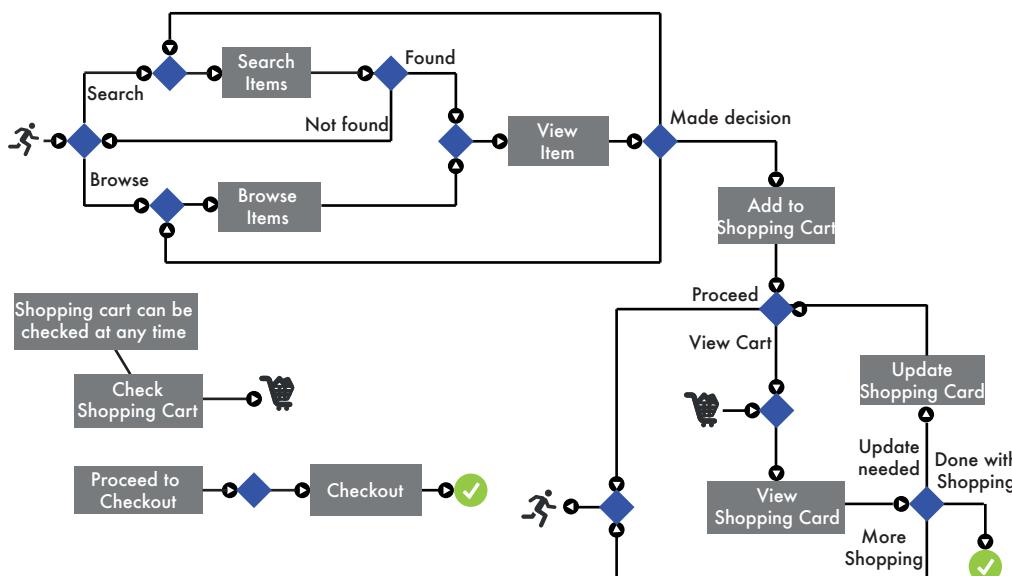


For more information, please visit:
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

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

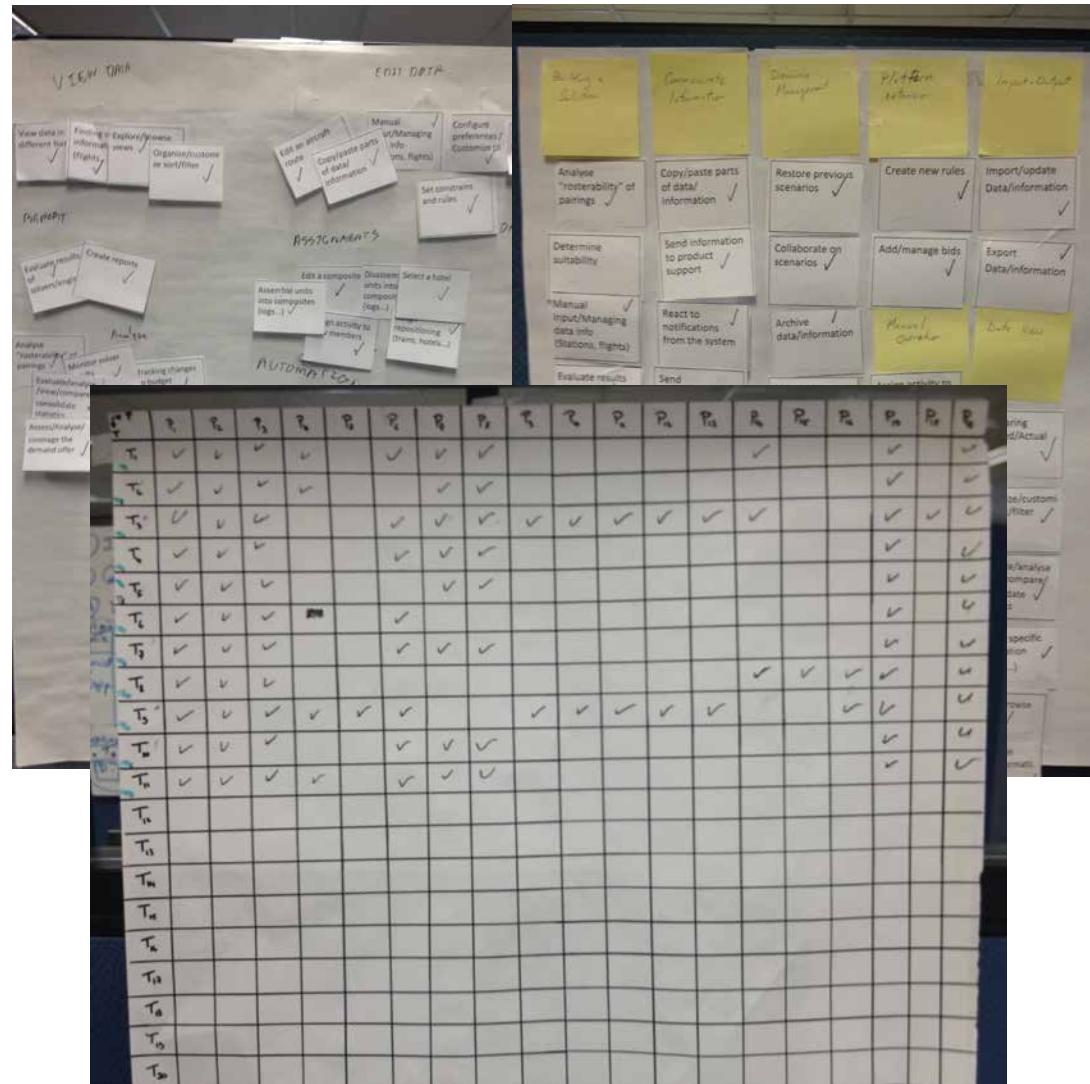
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

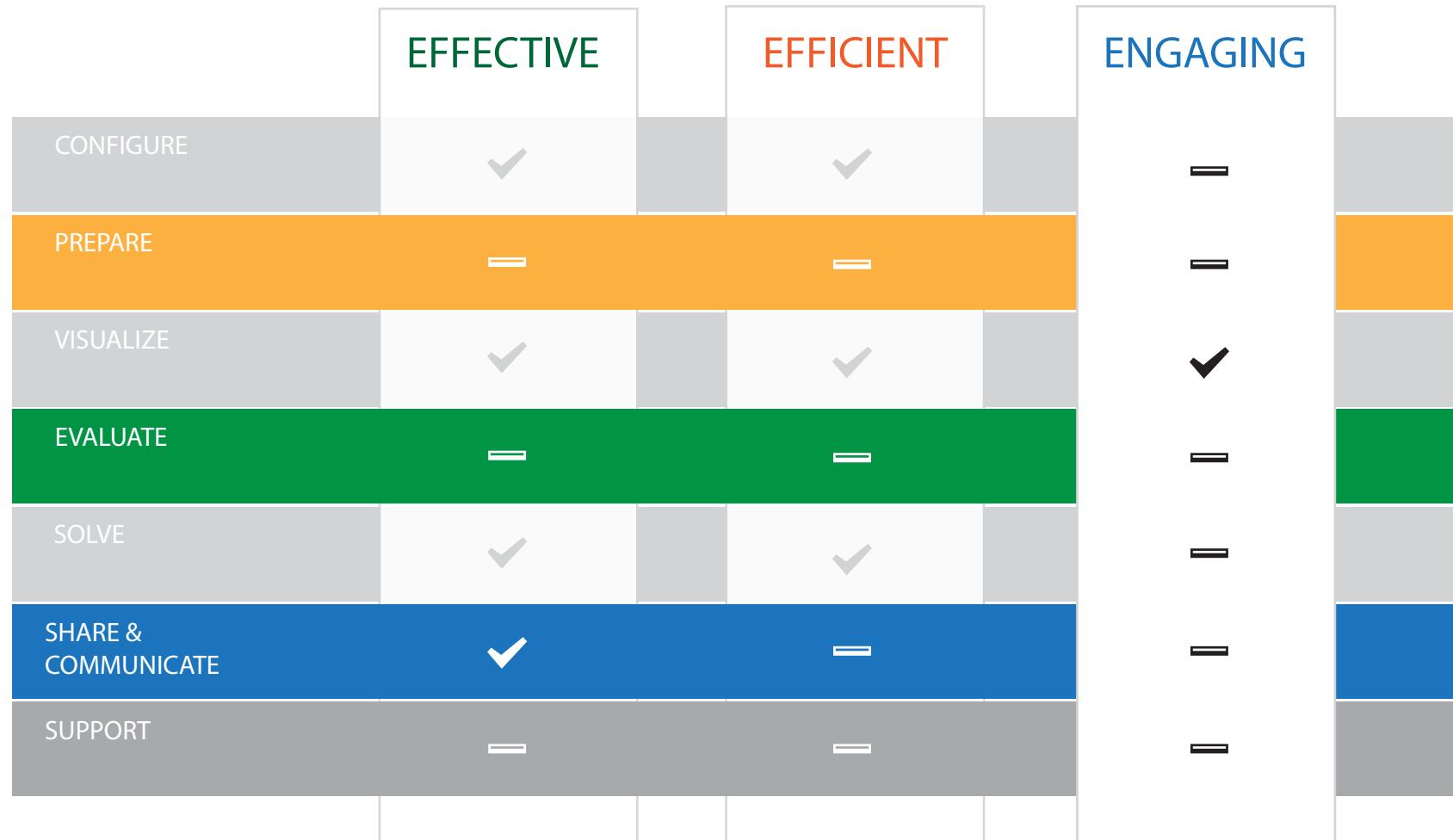
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

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.



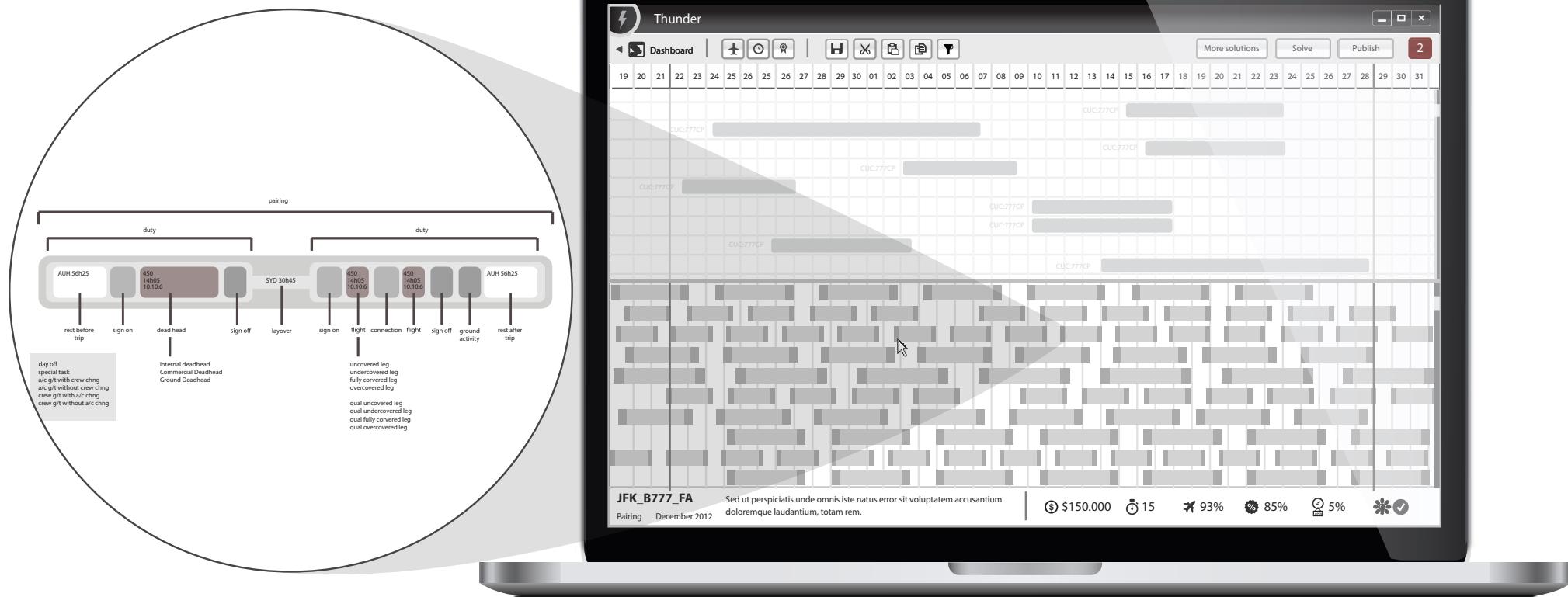
With one of the results of the Workshop I found that, even though the current interface was effective and efficient, in some areas, it was not engaging enough. Also, tasks as Prepare, Evaluate, Share, Communicate and Support needed to be reviewed.



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.



The image shows a computer monitor displaying the Thunder software interface. The main window is titled "Thunder" and shows a flight pairing for "JFK_B777_FA" on December 15, 2012. The pairing consists of several segments: AUH 50h25, 450 14h05 10:10s, SYD 30h45, 450 14h05 10:10s, and AUH 50h25. The interface includes a calendar at the top, a toolbar with various icons, and a status bar at the bottom showing "\$ 150.000", "15", "93%", "85%", "5%", and a checkmark icon.

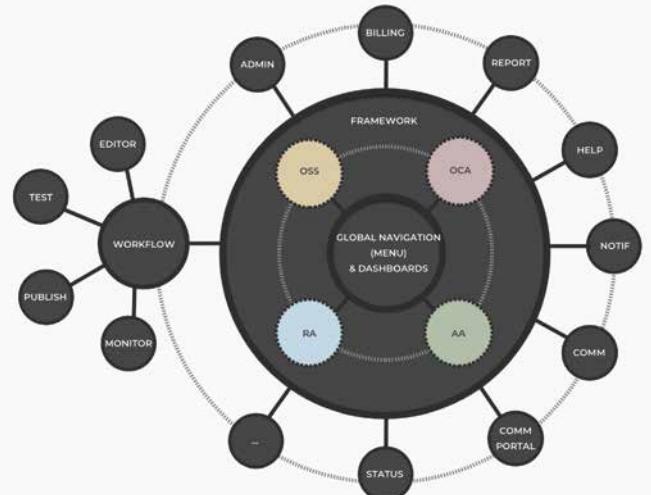
To the left of the monitor, there is a large circular diagram labeled "pairing". This diagram illustrates the flight segments and crew activities. It shows a sequence of events: "rest before trip", "sign on", "dead head", "sign off", "layover", "sign on", "flight", "connection", "flight", "sign off", "ground activity", and "rest after trip". Below this sequence, a legend defines the symbols: "day off", "sport task", "a/c g/t with crew chng", "a/c g/t without crew chng", "crew g/t with a/c chng", and "crew g/t without a/c chng".

The circular diagram is divided into two main sections: "duty" and "rest". The "duty" section contains the flight segments and crew sign-on/off points. The "rest" section contains the layovers, ground activity, and rest periods. Arrows indicate the flow between these different states.



15

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 picture)
- Log out
- Dashboards
- Main
- Reports
- Admin

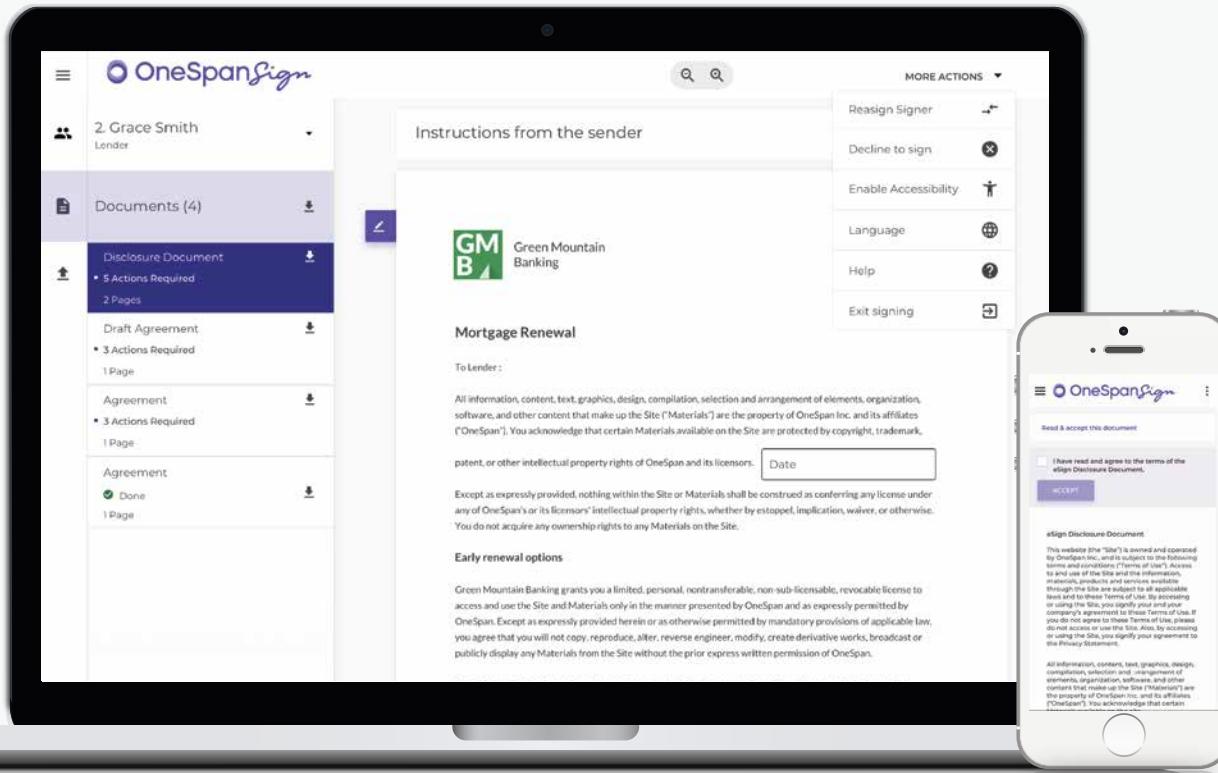
 - Users
 - Roles and Permissions
 - Groups
 - Branding
 - Billing

- Community Portal
- Help & Support

The main dashboard area displays the following sections:

- Welcome Steve**: A header section.
- Trust center**: Shows a green checkmark icon and a list of operational status items:
 - All Systems Operational
 - OneSpan TID
 - Community Portal
 - Private Cloud
 - WWW
 - Adaptive Authentication
 - Sign
 - Risk Analytics
 - Agreement Automation
- 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.
- System usage**: A chart showing New Subscriptions (blue dots) and Current users (red dots).
- Report**: A section to "Produce usage reports for internal billing" with a "Download" button.
- Recent activities**: A list of recent events:
 - + New users added to the system (3)
 - ⌚ System updates at 12am
 - ✓ License renewed until 10/23/2019
 - + New devices added to the system (5)

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.

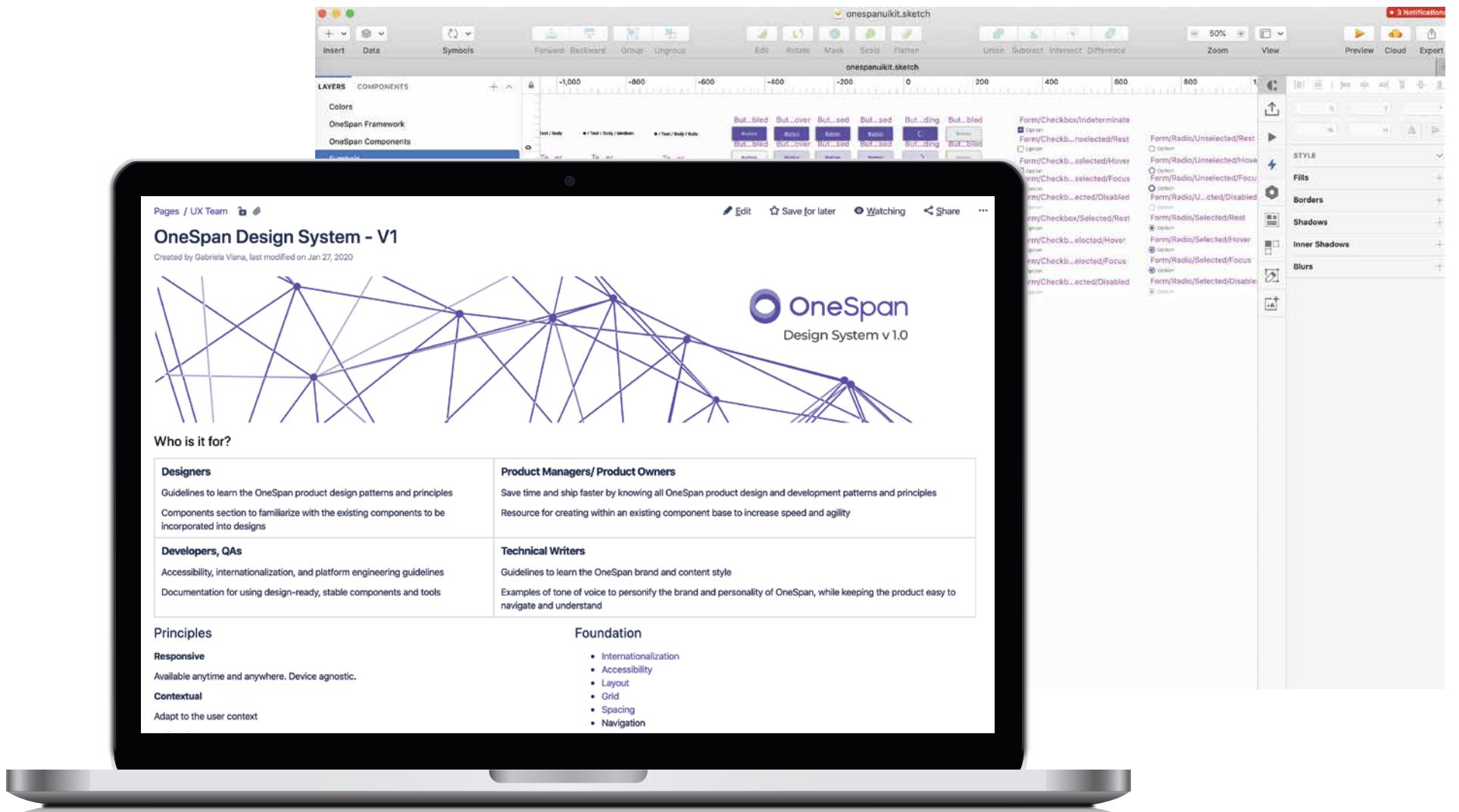
P8: Going in the right direction and I like the look and feel.

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

- 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

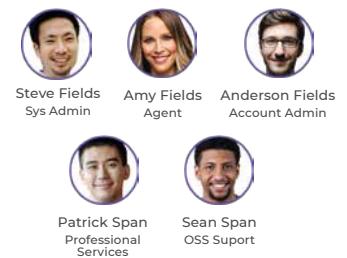
SOME PAIN POINTS

- 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

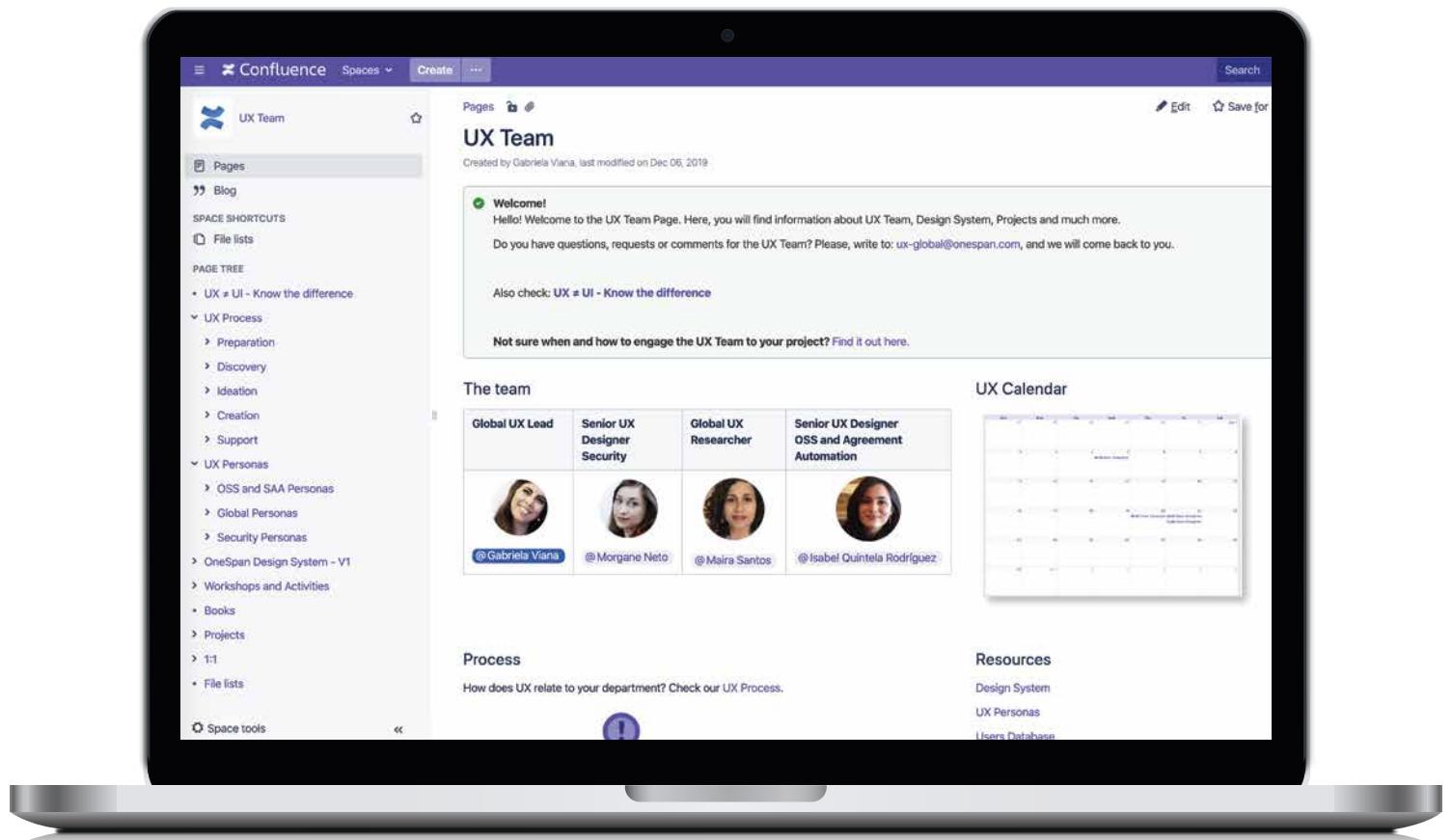


INTERACT WITH



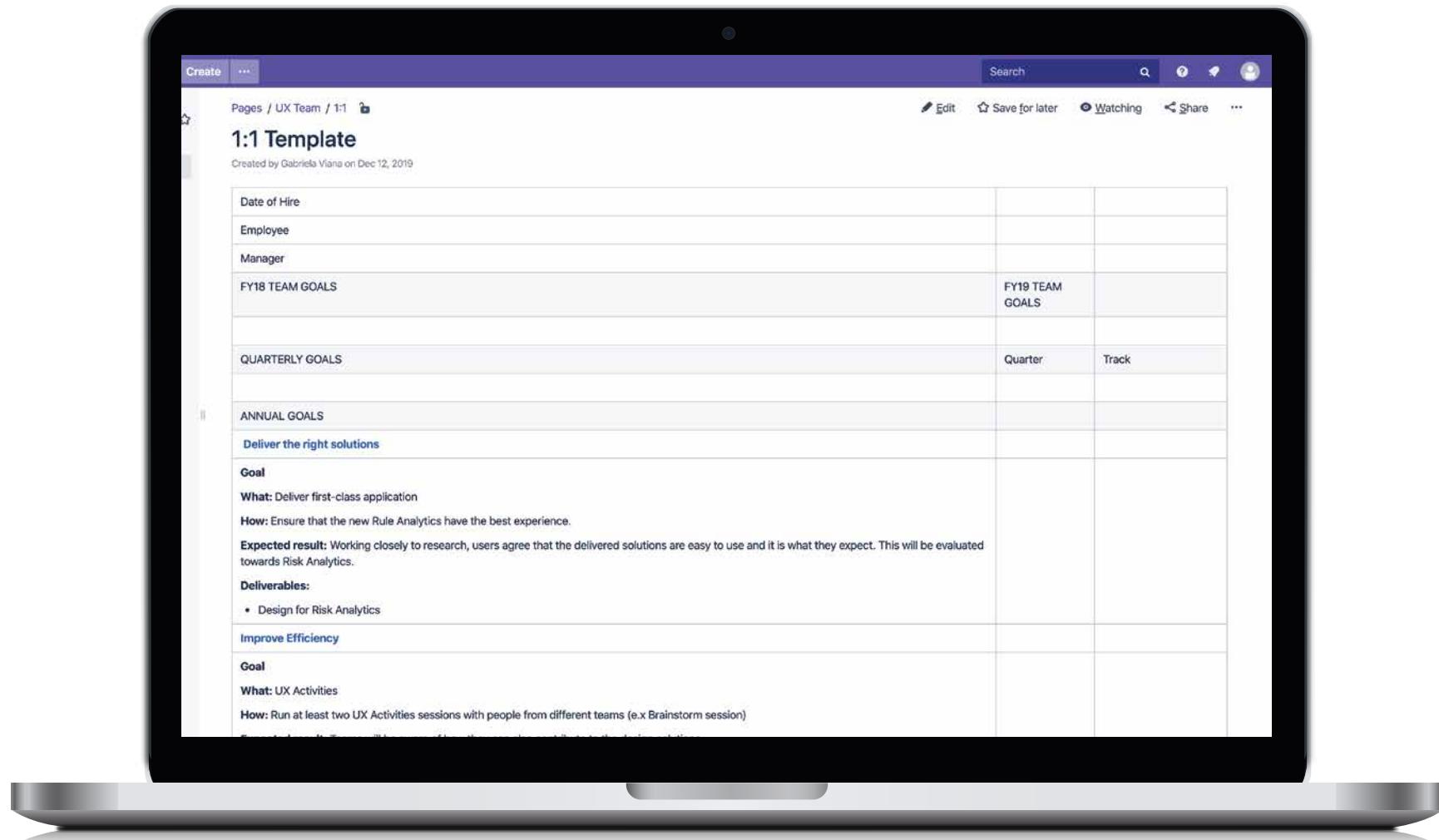
Since Kronos, I have been responsible for not only the design work, but also:

- 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 navigation links such as "Pages", "Blog", "SPACE SHORTCUTS", "File lists", "PAGE TREE" (with items like "UX ≠ UI - Know the difference", "UX Process", "UX Personas", "Design System", "Workshops and Activities", "Books", "Projects", "1:1", and "File lists"), and "Space tools". The main content area features a "Welcome!" section with a green checkmark icon, a "The team" section showing four team members with their names (@Gabriela Viana, @Morgane Neto, @Maira Santos, and @Isabel Quintela Rodriguez) and their roles (Global UX Lead, Senior UX Designer Security, Global UX Researcher, and Senior UX Designer OSS and Agreement Automation), a "UX Calendar" section showing a monthly calendar grid, a "Process" section with a link to "UX relate to your department? Check our 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.





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

If you would like to know more about my work,
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