



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.

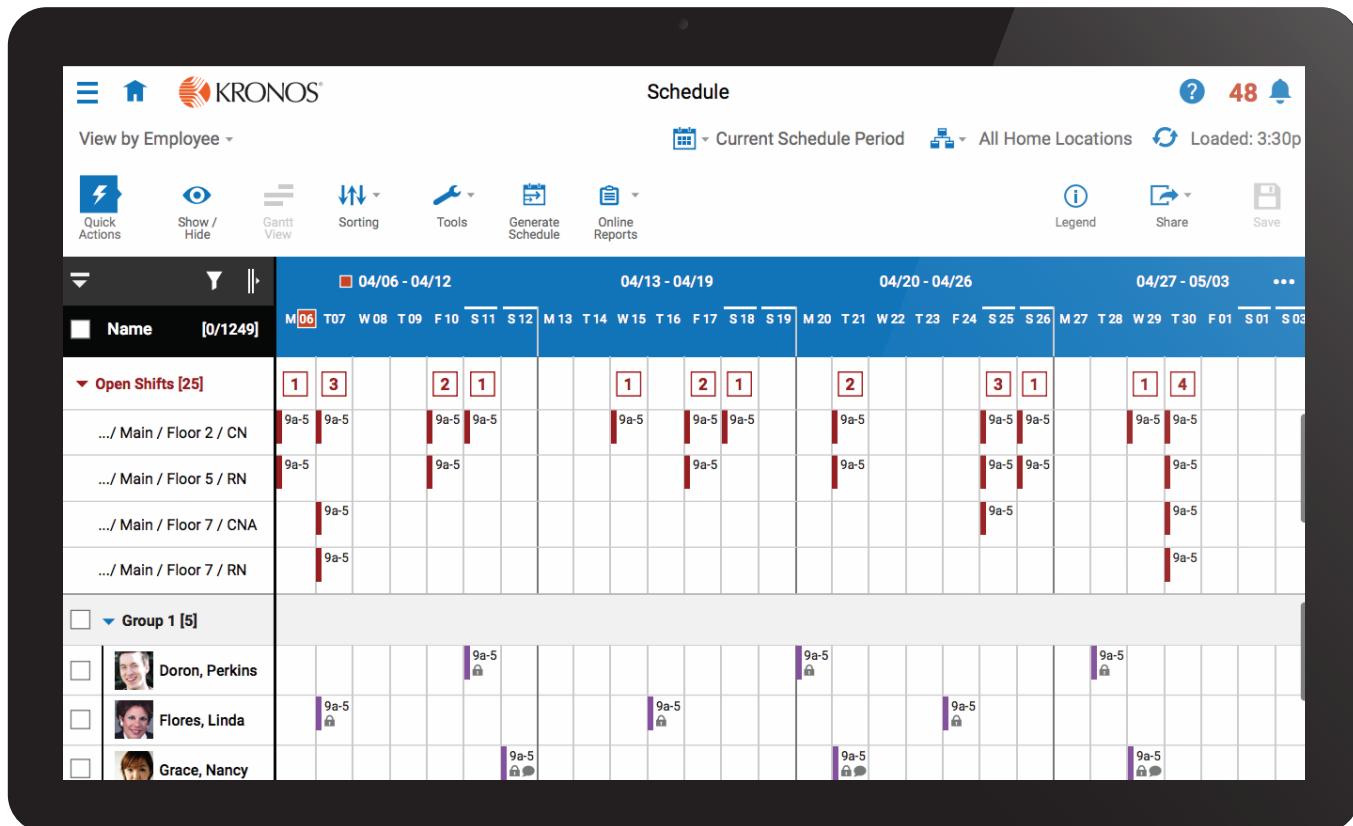
On the next pages, I will walk you through some of the projects

I worked on, and I am really proud of.

I hope you enjoy the journey!

Gabriela



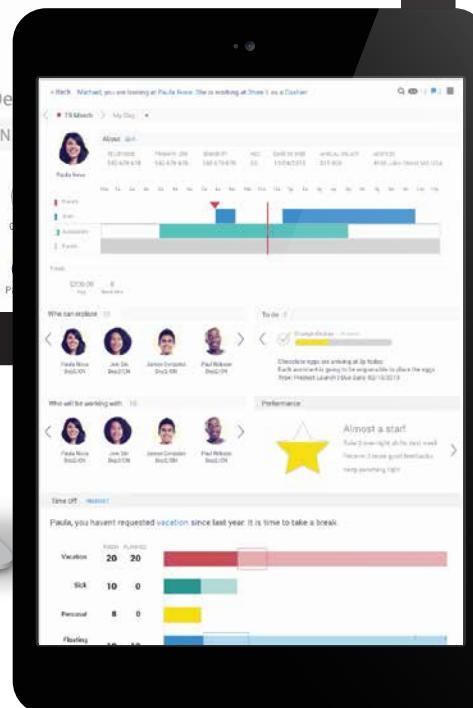
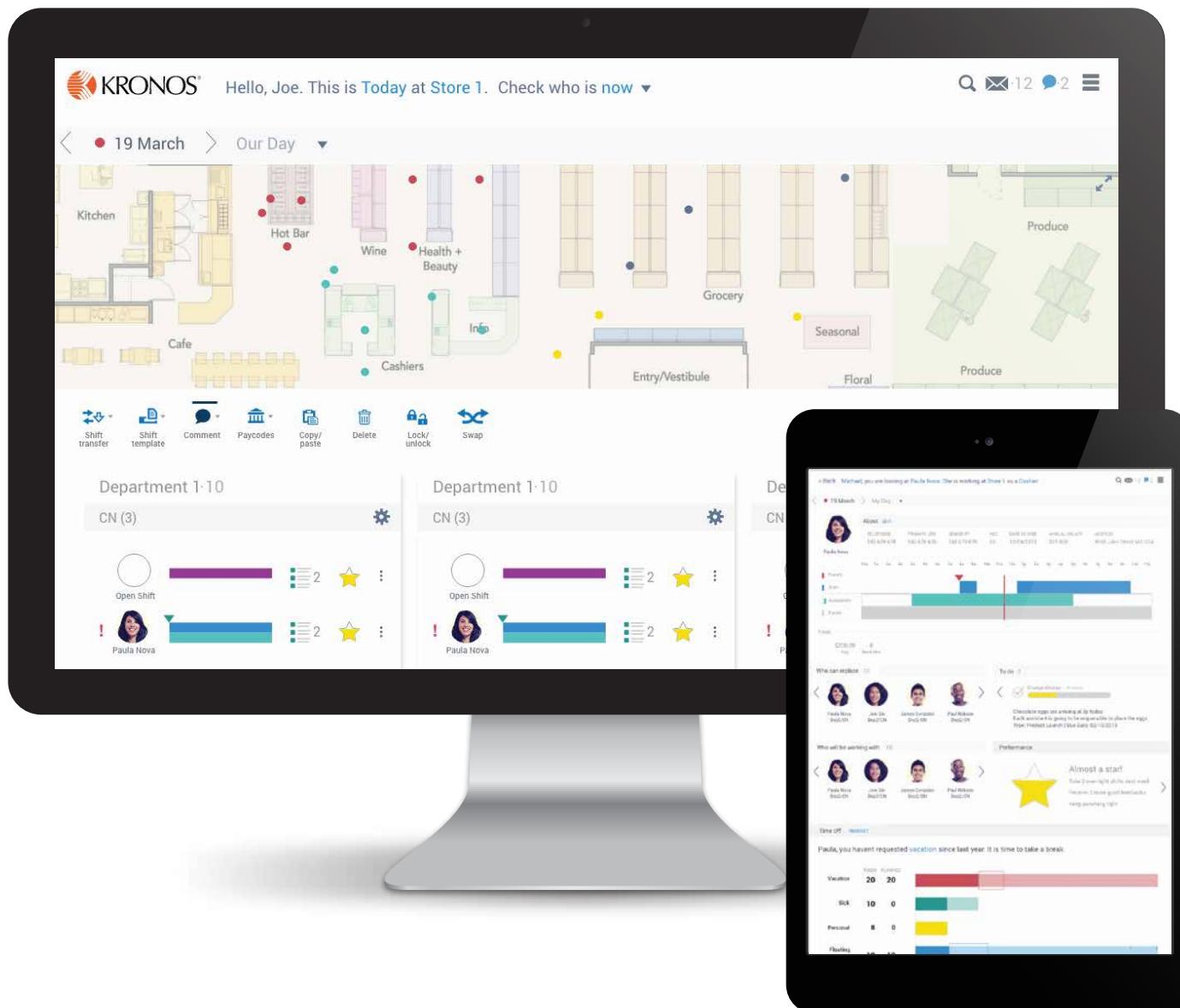


At Kronos, I have been working on several projects, with different teams across the world.

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.



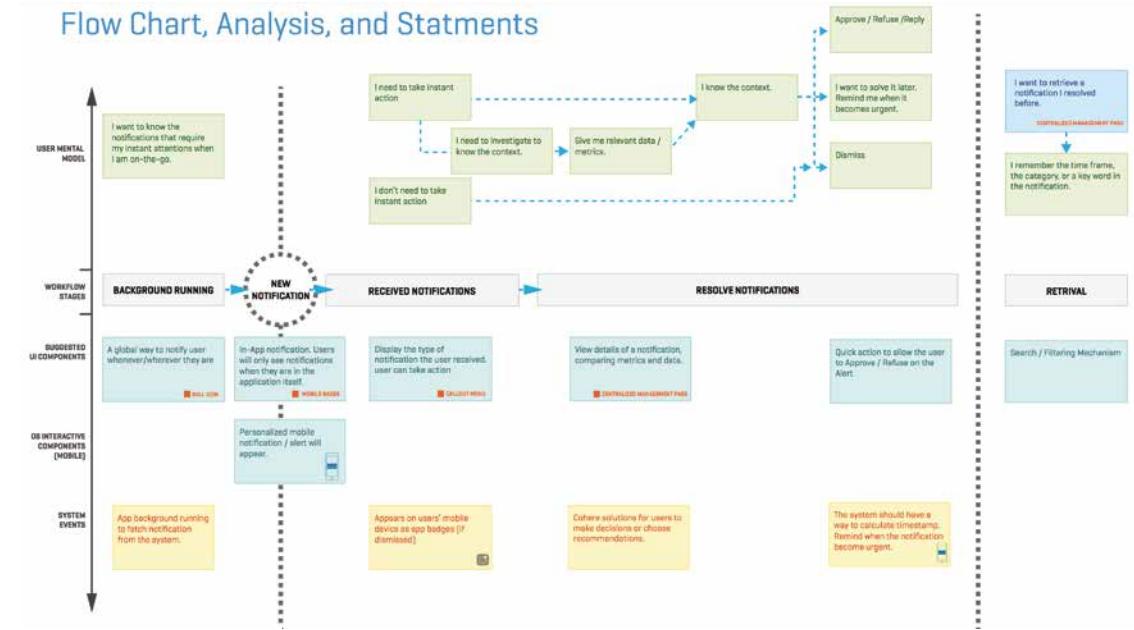
On this page, an example of a design exploration for the Schedule with the focus on the Staffing workflow in which managers can visualize the employees in real-time and better allocate them across the store or hospital.

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.

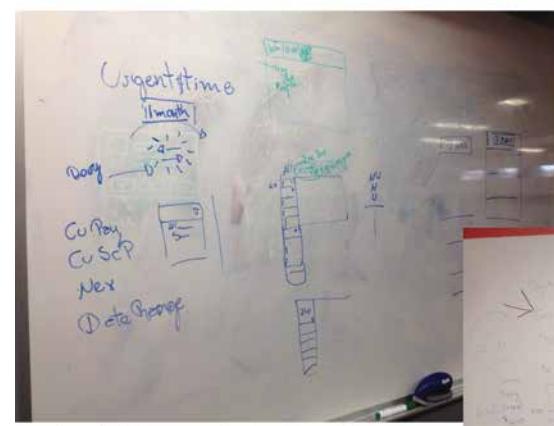
We identified six areas that we should be aware when working on the concepts:
Real time, Metrics, Related Data, Educate the System (Machine learning),
Personalization and Archive



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
Personalize	Categorization of Notifications	Explicit - System Learn Rules (could be configured with human input) System decides, but there are ways to revert system efforts.
Archive	Search / filtering mechanism	System vs. User-defined reminding methods (Sms, email...)
		Audit Trail

Brainstorming



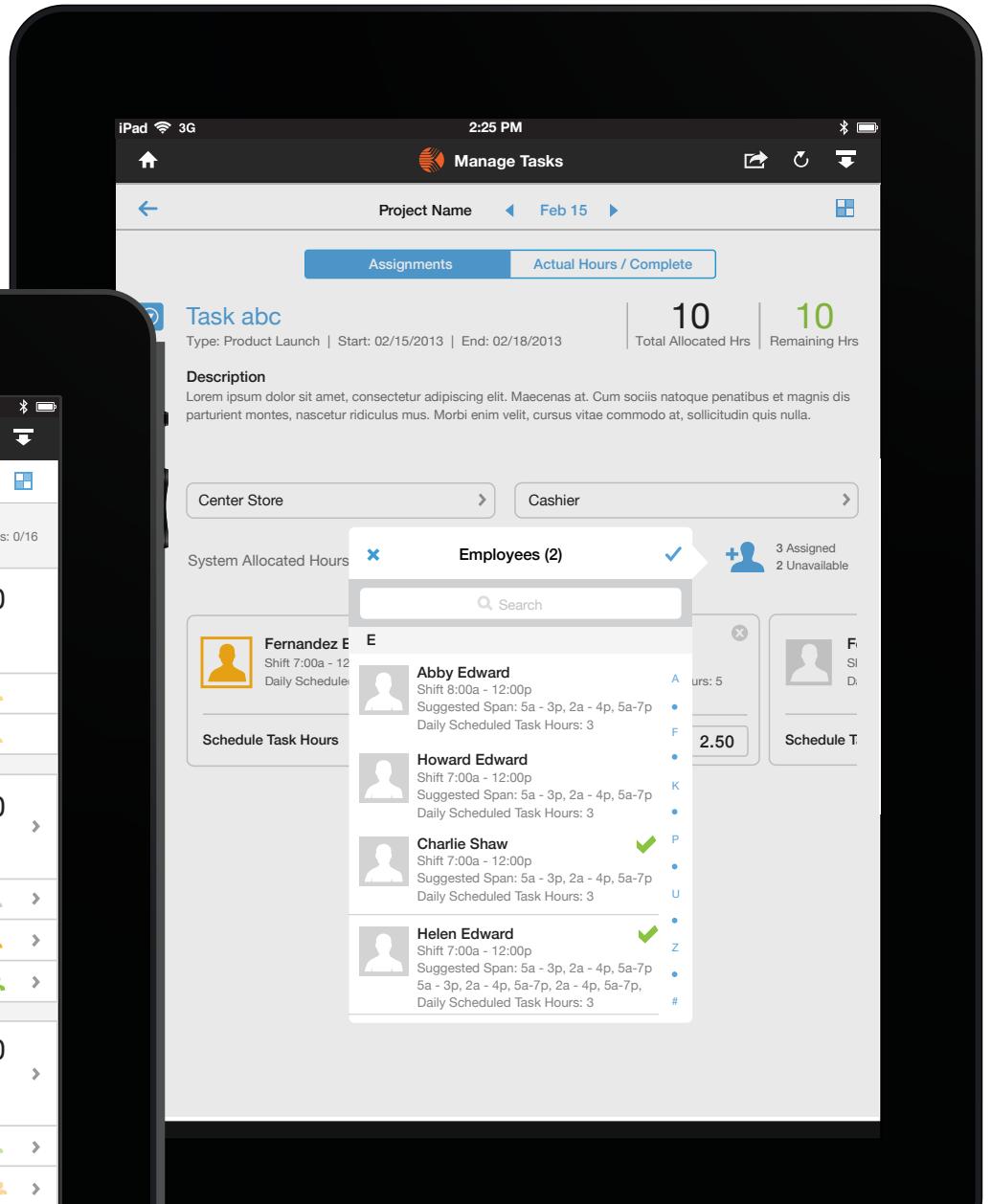
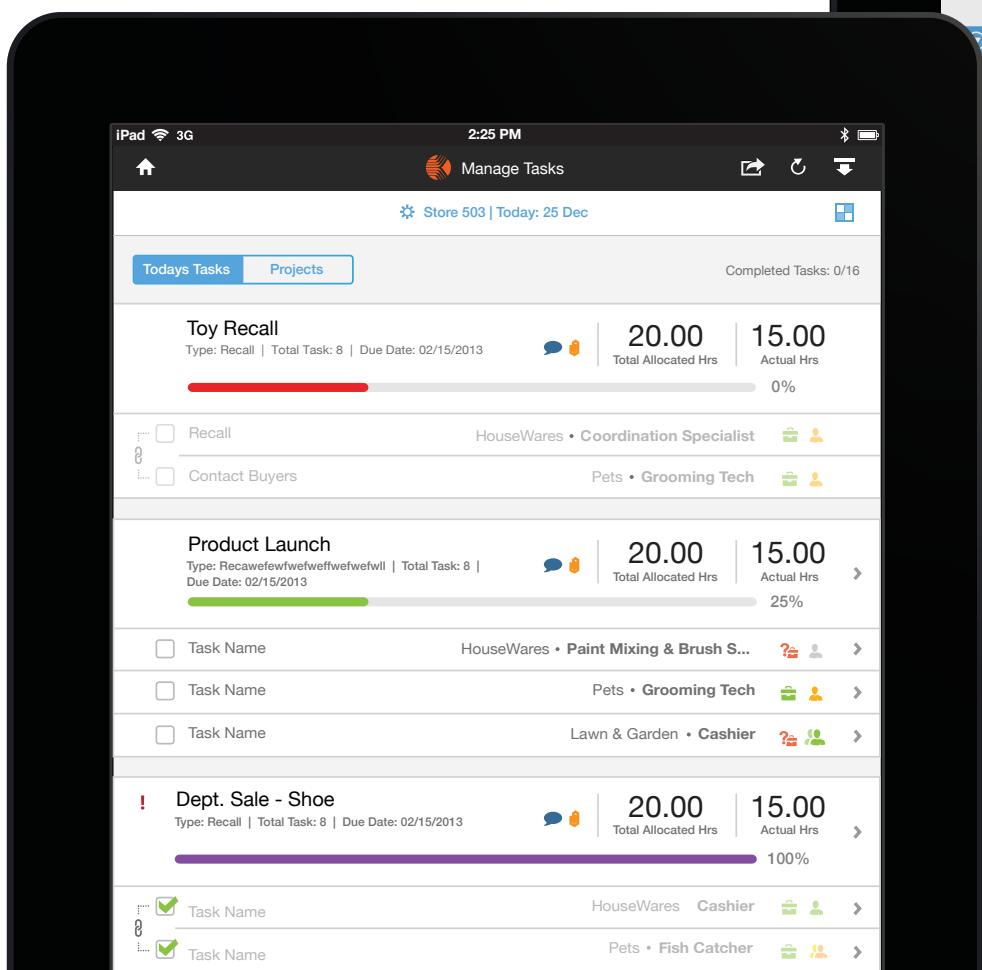
Centralized Management Page & necessary info



Dissection of different information and making

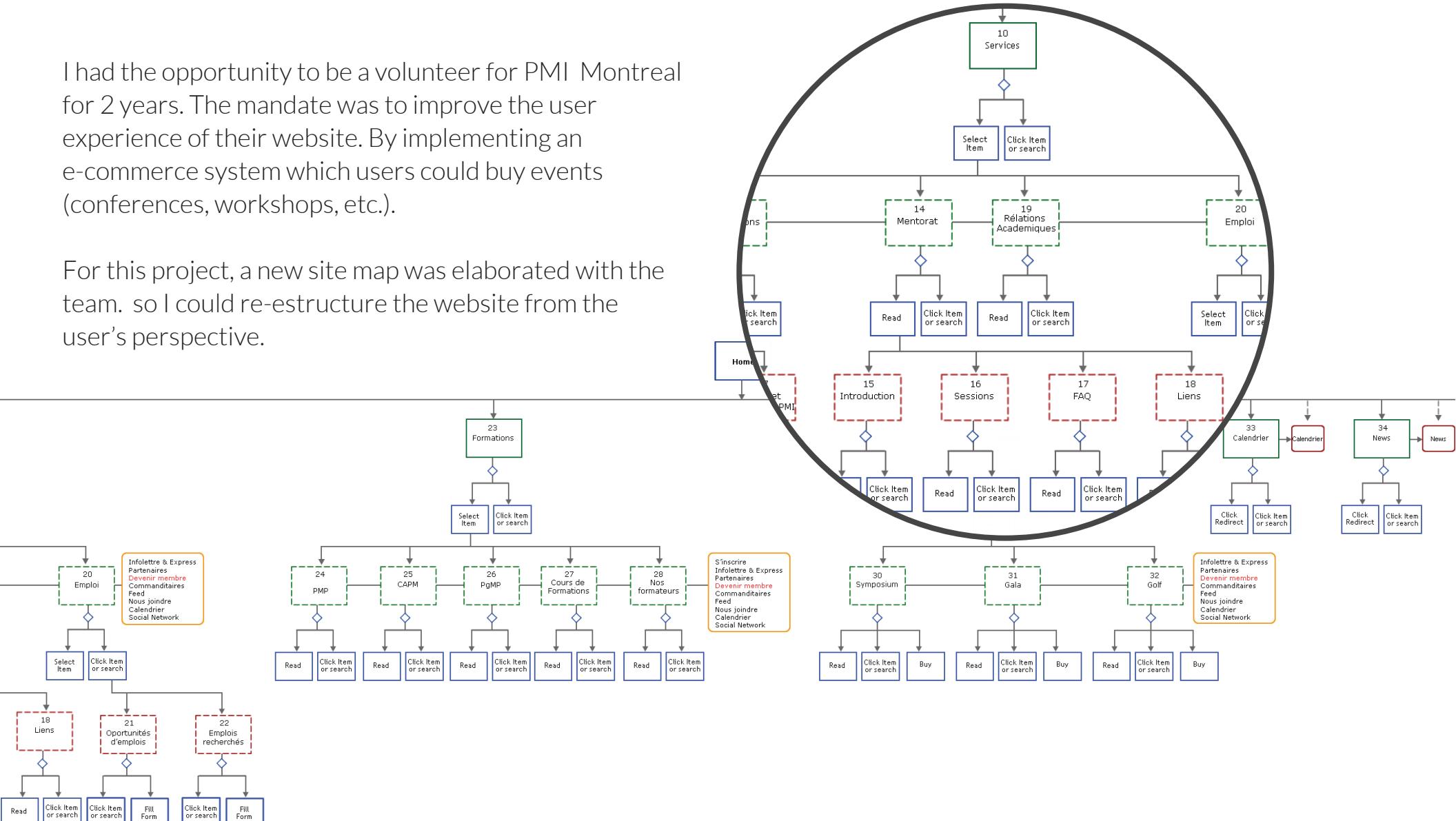
On this page, an example of the Task Management.

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 be a volunteer for PMI Montreal for 2 years. The mandate was to improve the user experience of their website. By implementing an e-commerce system which users could buy events (conferences, workshops, etc.).

For this project, a new site map was elaborated with the team. 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.

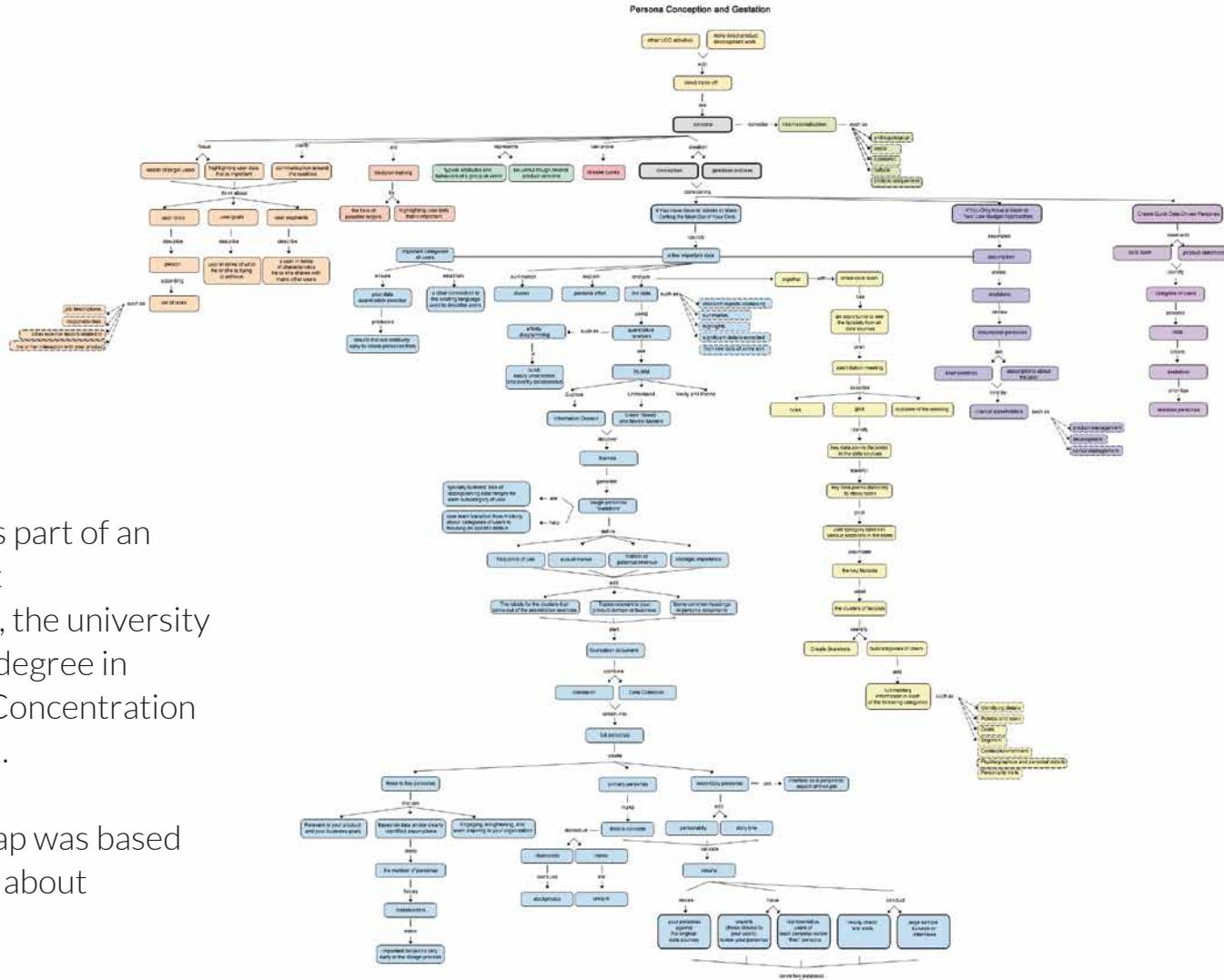
With this project I won the prize of the Volunteer of the Year.

(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.

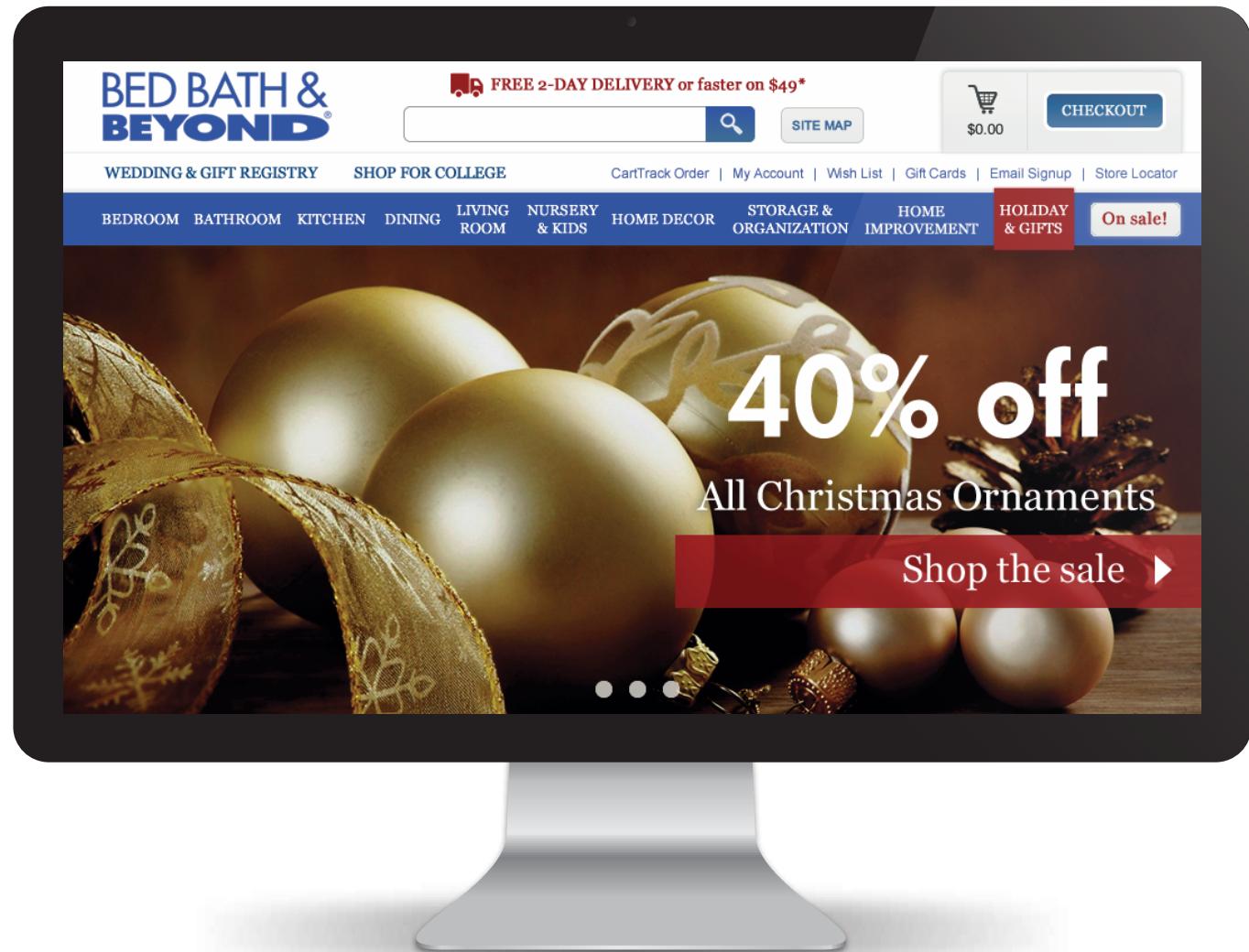




The project for BB&B was developed as part of an exercise for one of my courses at McGill University (Diploma in Management - E-business), which I decided to withdraw to proceed with my Master's Degree.

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.

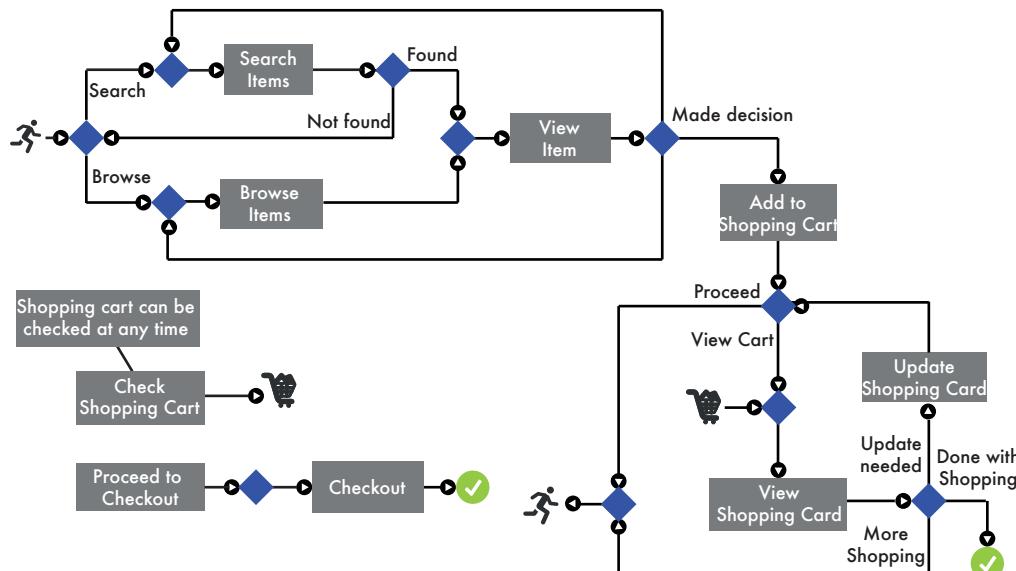




After analyzing some numbers, doing a SWOT analysis, and understanding their customers' needs, some suggestions were made, such as:

- 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

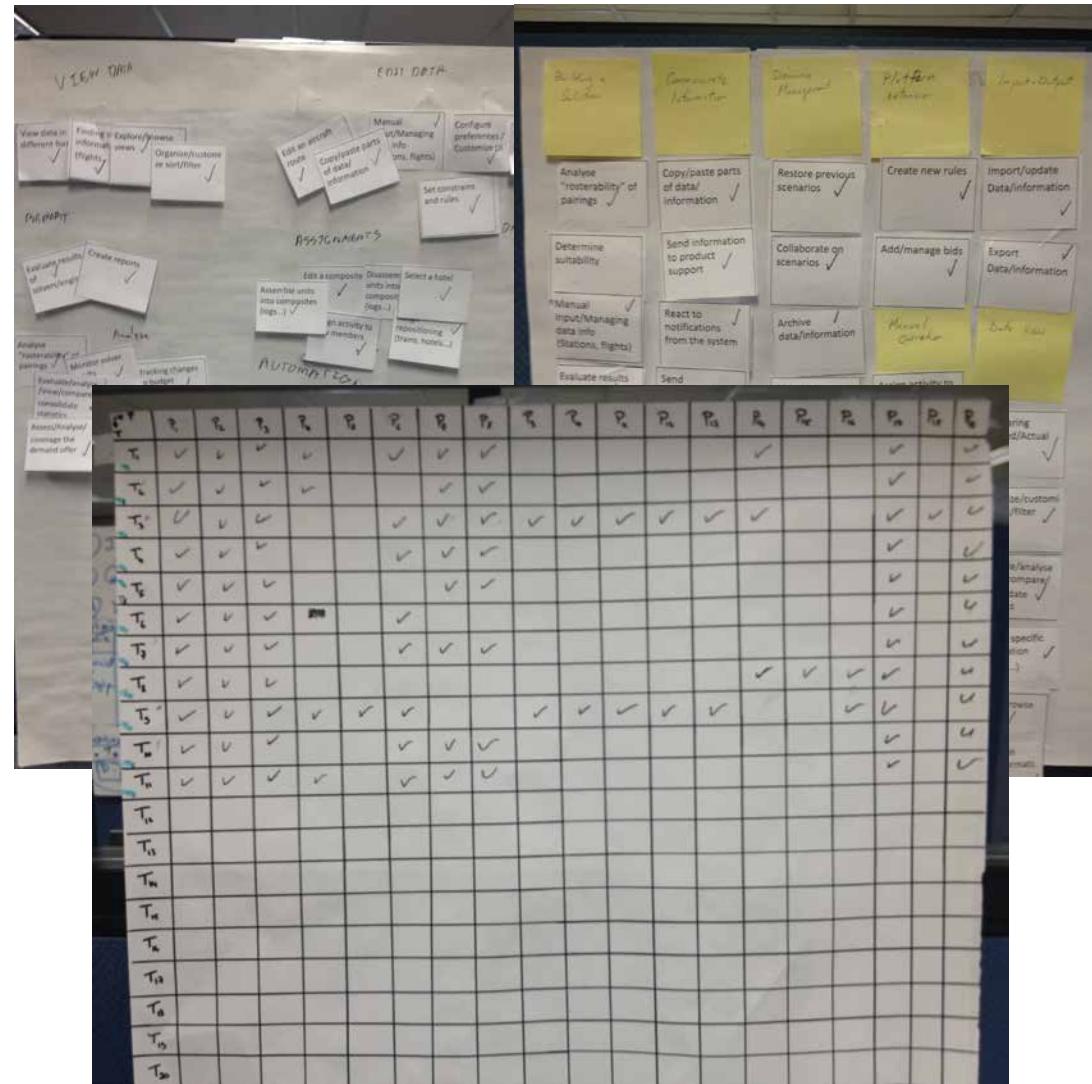
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

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

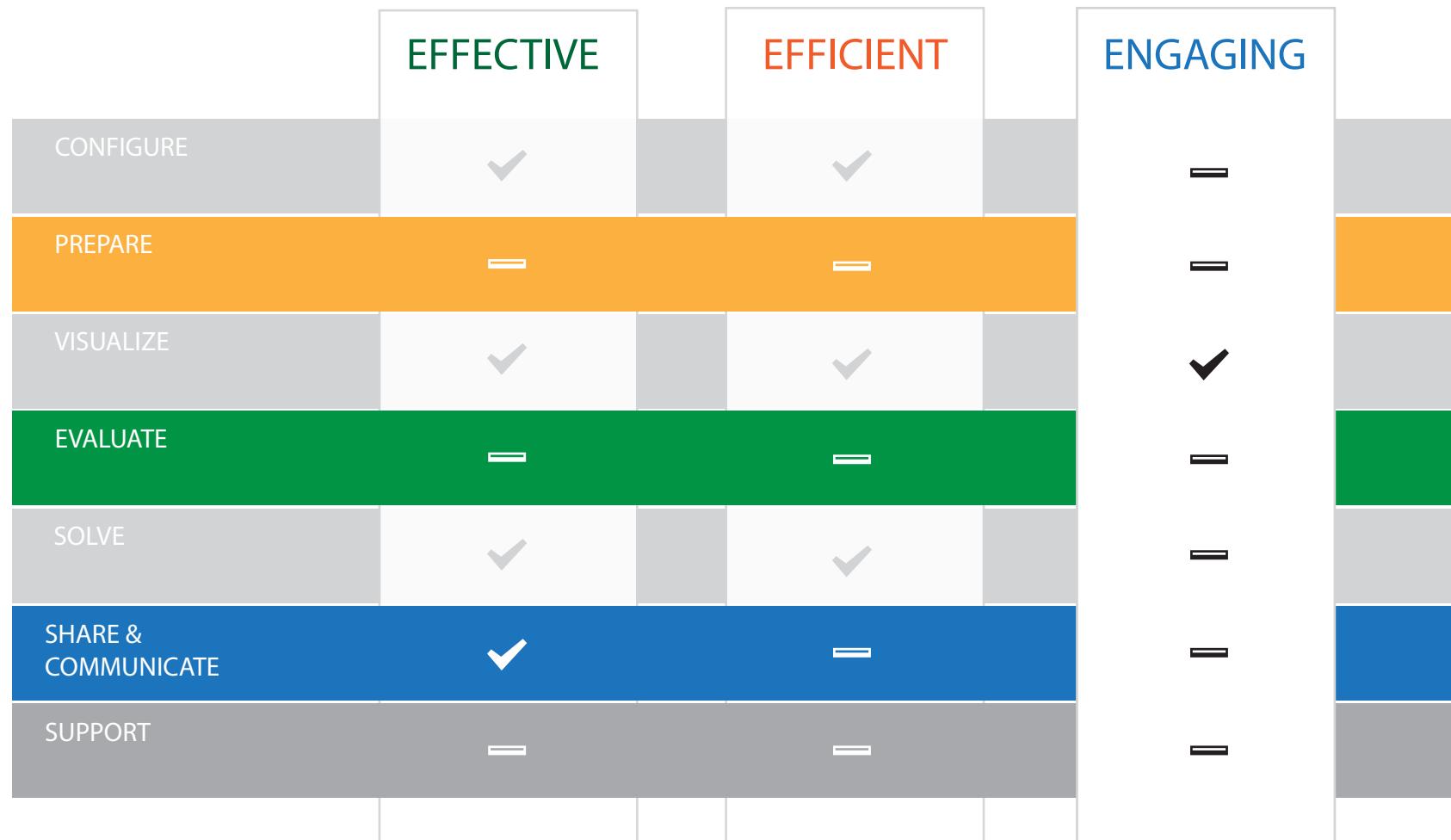
At Adopt (Kronos Division), I had a chance to moderate a workshop to better understand the project, align the team, and create personas for their new suite.

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.

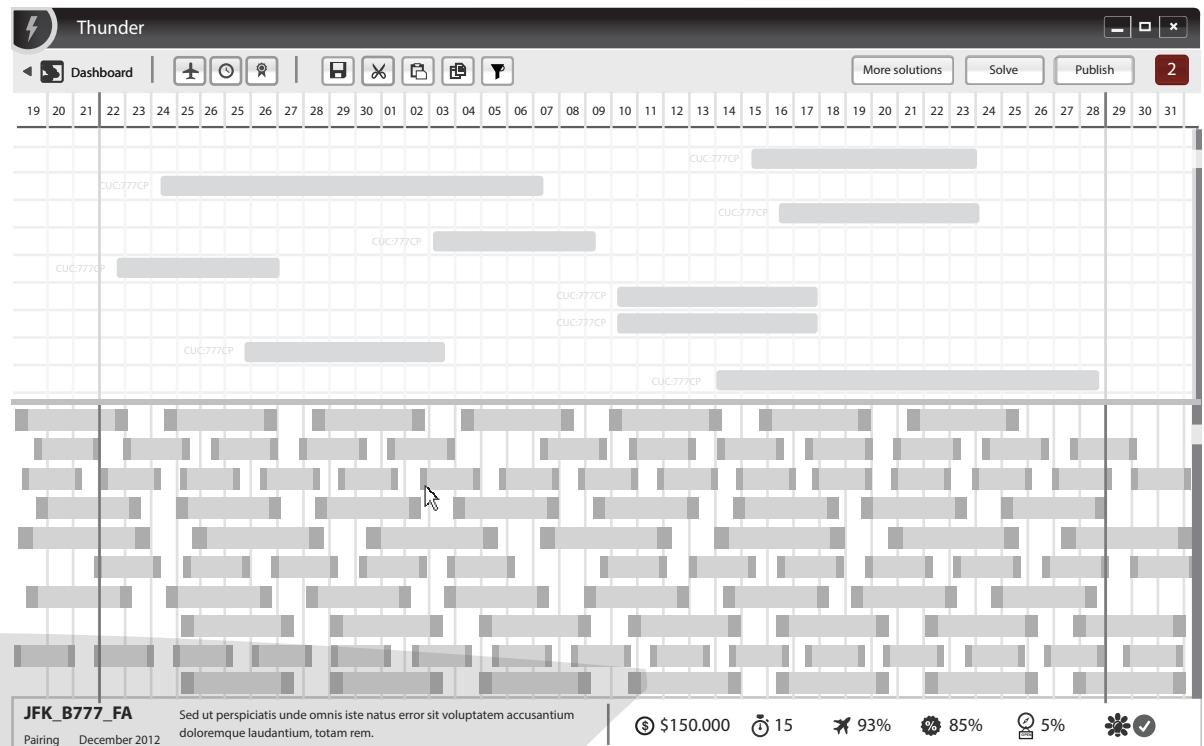
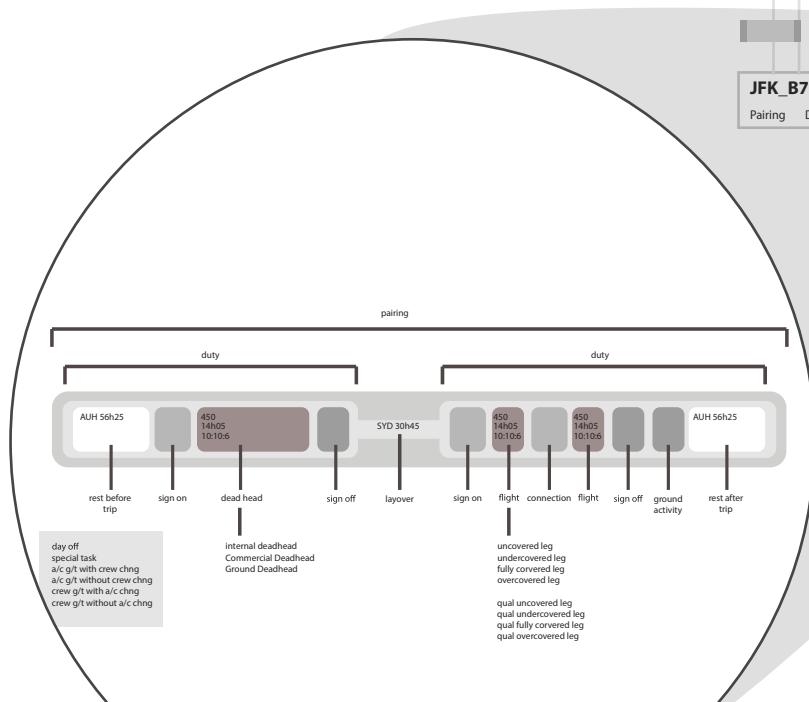
So, during the concept phase, we took in an account this result as a priority to improve the interface



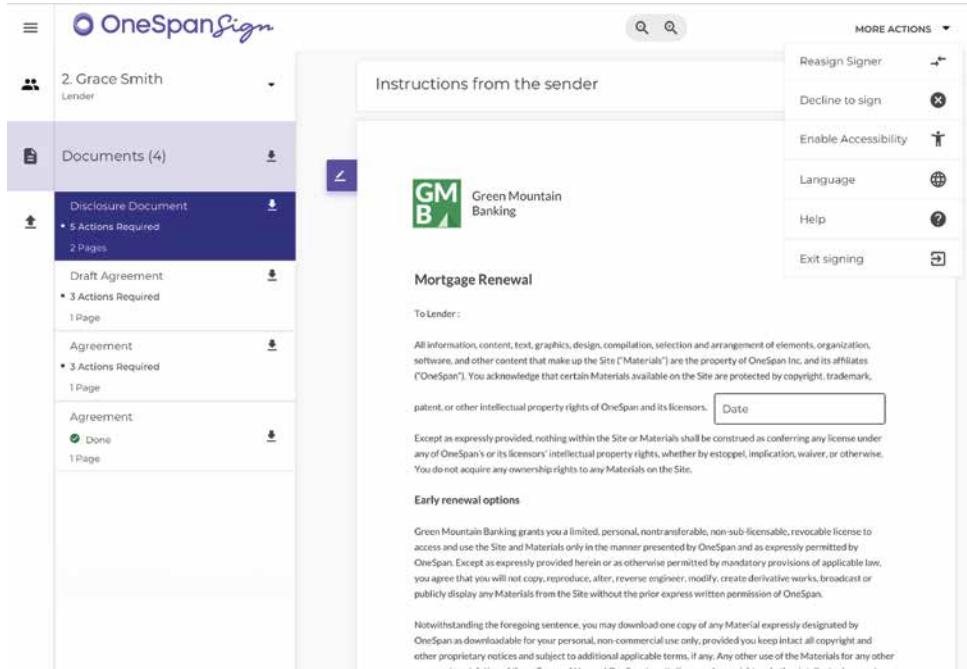
This is an example of a preliminary concepts for Adopt. Some elements were added:

- Alert system
 - Support information with KPIs
 - System Status

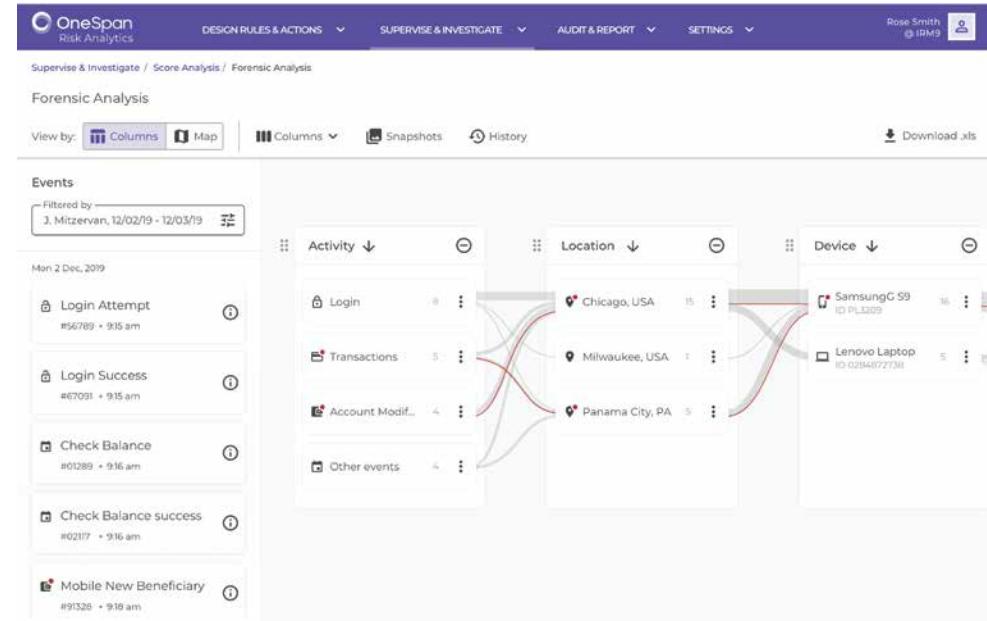
We also made some exploration about how a “pairing” - zoom below, looks like and we explored the interactions that could be performed on it.



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



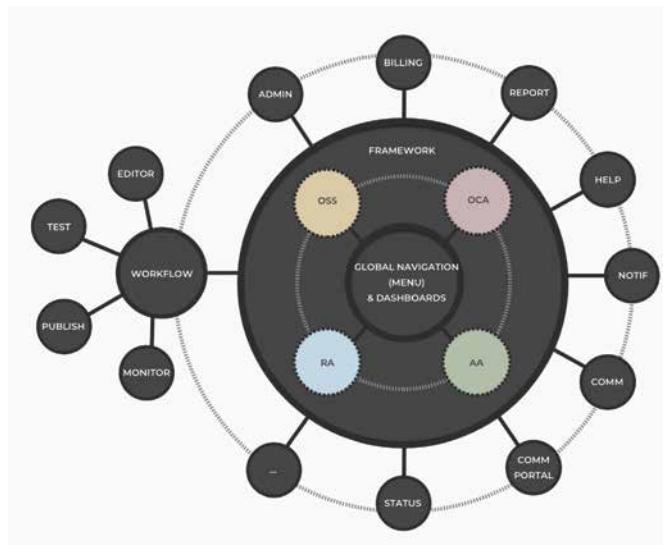
The Forensic Analysis which helps Fraud Analysts to detect fraud. Usability Testing with 8 participants.



The process of a Fraud Department. More than 10 interviews done to build the process. (At the bottom)



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.



 OneSpan

Abram Fields Log out

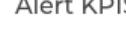
 Dashboards

- Main
- Risk Analytics
- Investigate
-  Reports
- Community Portal
- Help & Support

Dashboard

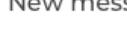
Welcome Abram

Recommendation	Cases to solve	Last visited
<p> Something looks suspicious The account number 0809890 has been used from unusual location. Do you want to investigate more?</p> <p>More recommendations</p>	<p>83%</p> <p>Completed In Progress</p> <p>More cases to solve</p>	<p>Transaction Declined The amount 3,990 is close to the authorized threshold.</p> <p>Critical Risk Devices The device YT54512 is in the hotlist Blacklisted devices.</p> <p>See all items</p>

 Alert KPIS

 \$10.673 Transactions Challenged	 156 Authentication attempts
 13 Customers impacted	 14 False positive

[See all alerts](#)

 New messages

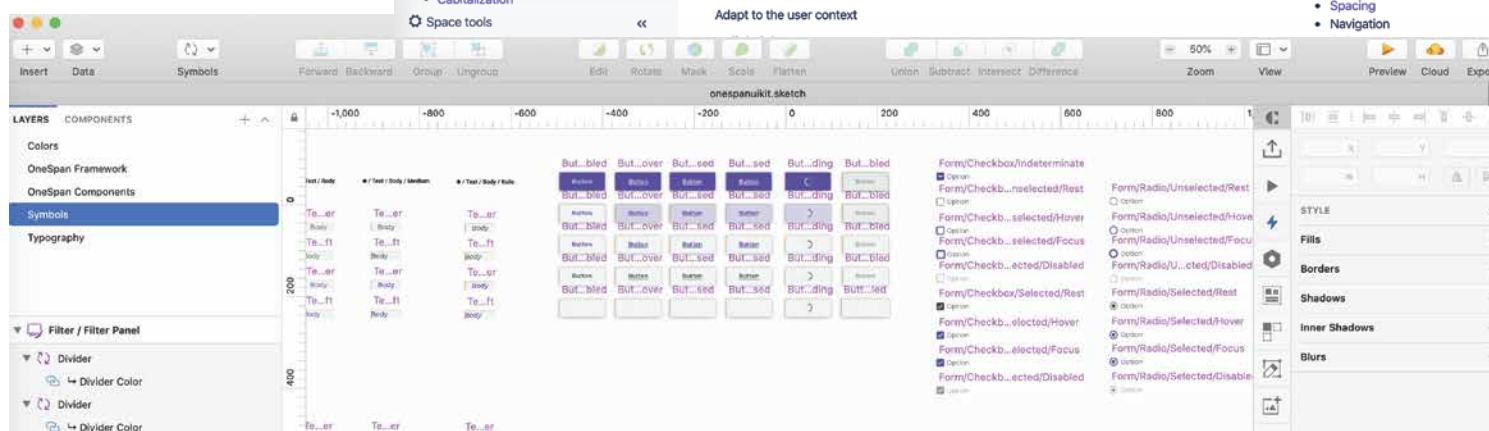
 Pamela Smith There is a new case to be investigate.
 Mary Ann I think the Case 23465 will need further investigation
 Pamela Smith I got an alert this morning about Credit Card 3453545

[See all messages](#)

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



The screenshot shows the OneSpan Design System V1 website. The left sidebar includes links for Pages, Blog, SPACE SHORTCUTS, File lists, PAGE TREE, and OneSpan Design System - V1. The main content area features a large wireframe diagram of a network graph. At the top right is the OneSpan logo and text "Design System v 1.0". Below the diagram, there's a section titled "Who is it for?" with two columns: "Designers" and "Product Managers/ Product Owners". The "Designers" column contains guidelines and components for learning design patterns. The "Product Managers/ Product Owners" column contains guidelines for saving time and creating faster. There are also sections for "Developers, QAs" and "Technical Writers".



The screenshot shows the OneSpan UI Kit in the Sketch application. The interface includes a toolbar at the top with various tools like Insert, Data, Symbols, and Edit. The bottom of the screen shows a navigation bar with icons for Forward, Backward, Group, Ungroup, Union, Subtract, Intersect, Difference, Zoom, View, Preview, Cloud, and Export. On the left, there's a sidebar with LAYERS, COMPONENTS, Colors, OneSpan Framework, OneSpan Components, Symbols (which is selected), Typography, and a Filter/Filter Panel. The main canvas displays a grid of UI components like buttons and checkboxes. On the right, there's a panel for styling components with sections for STYLE, Fills, Borders, Shadows, Inner Shadows, and Blurs.

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

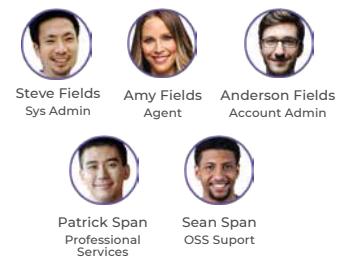
SOME PAIN POINTS

- 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

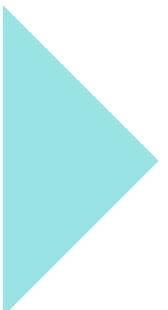
Pages / UX Team / 1:1 

  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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