



Selected works



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

Photo by Eva Blue



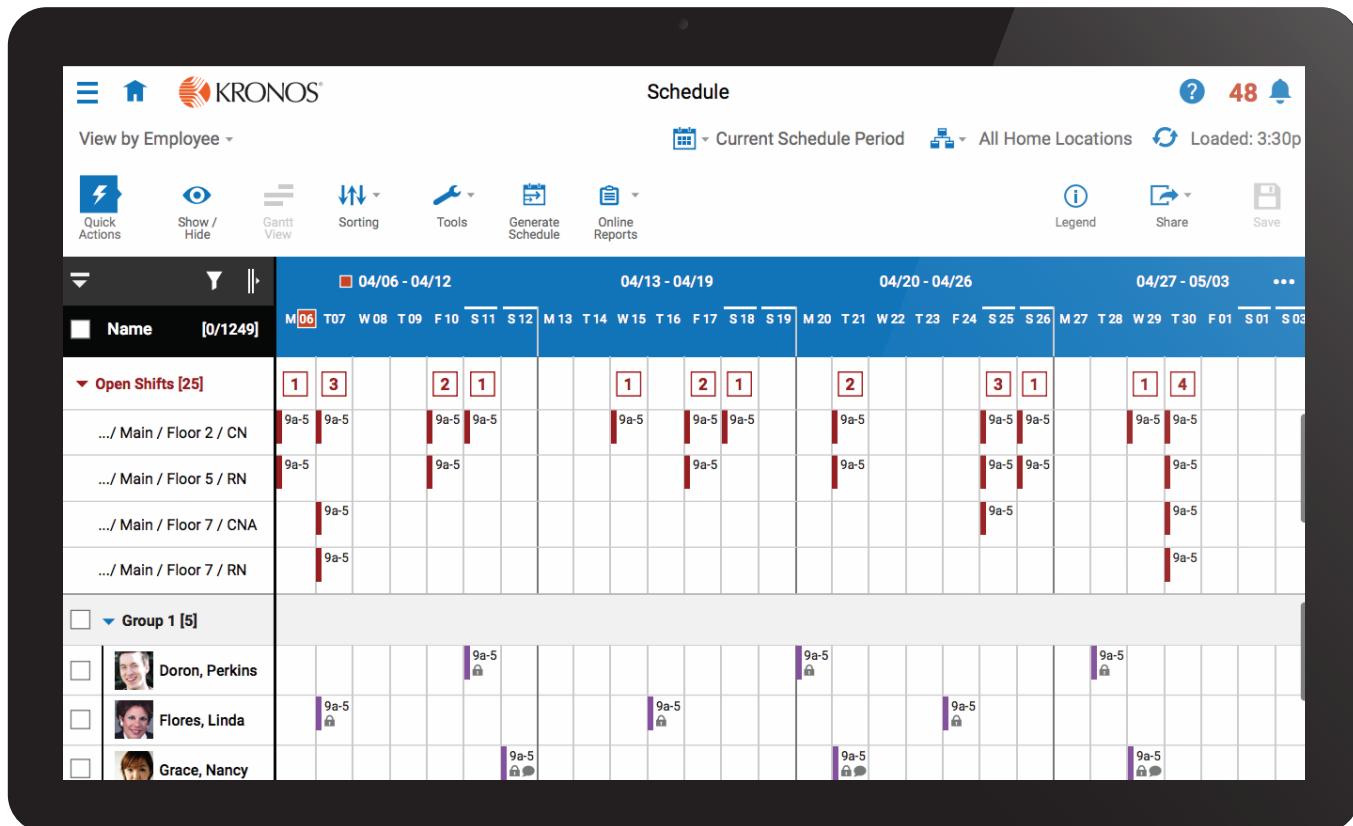
Hello!

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

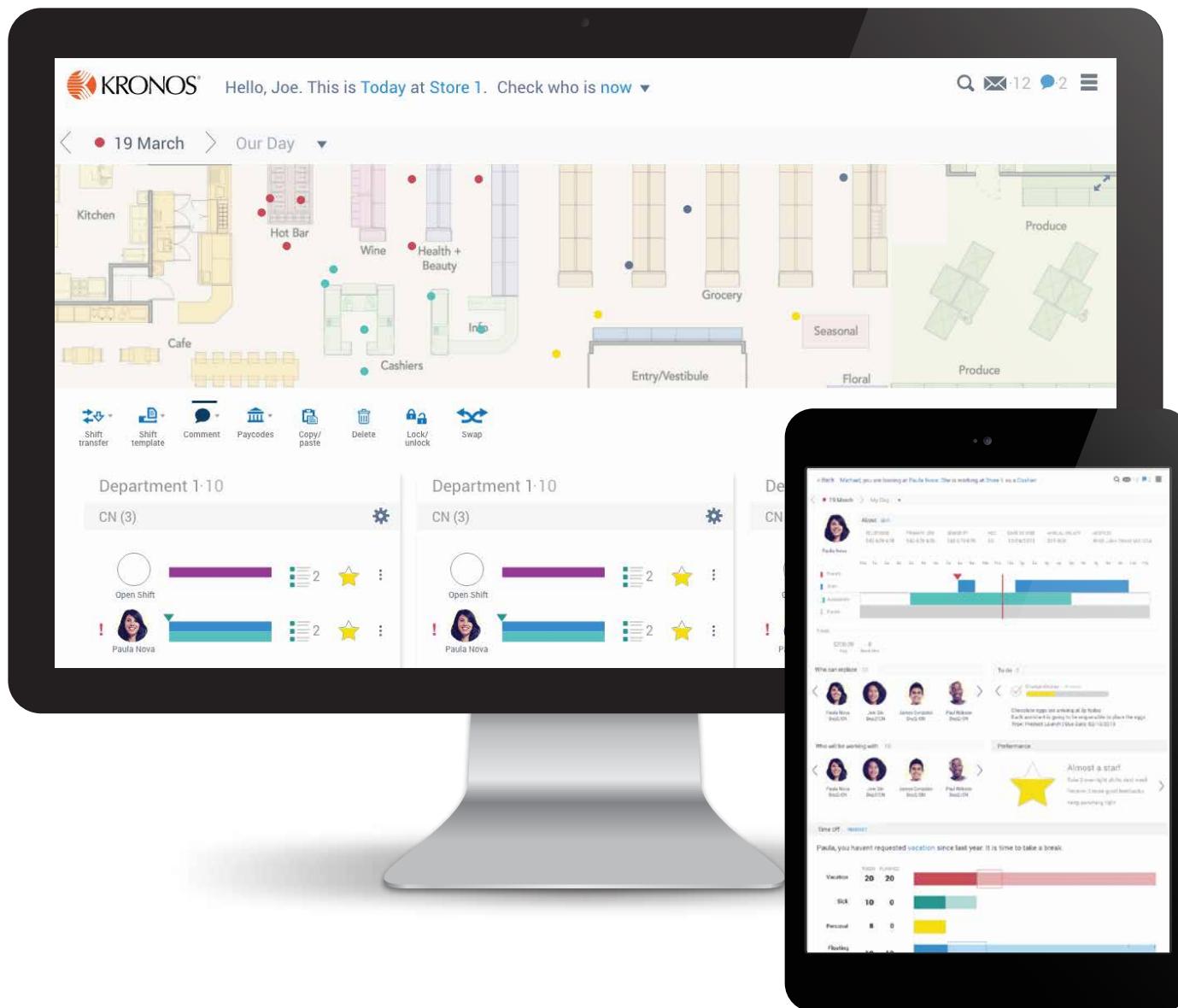


At Kronos, I worked on several projects, with different teams across the world.

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.

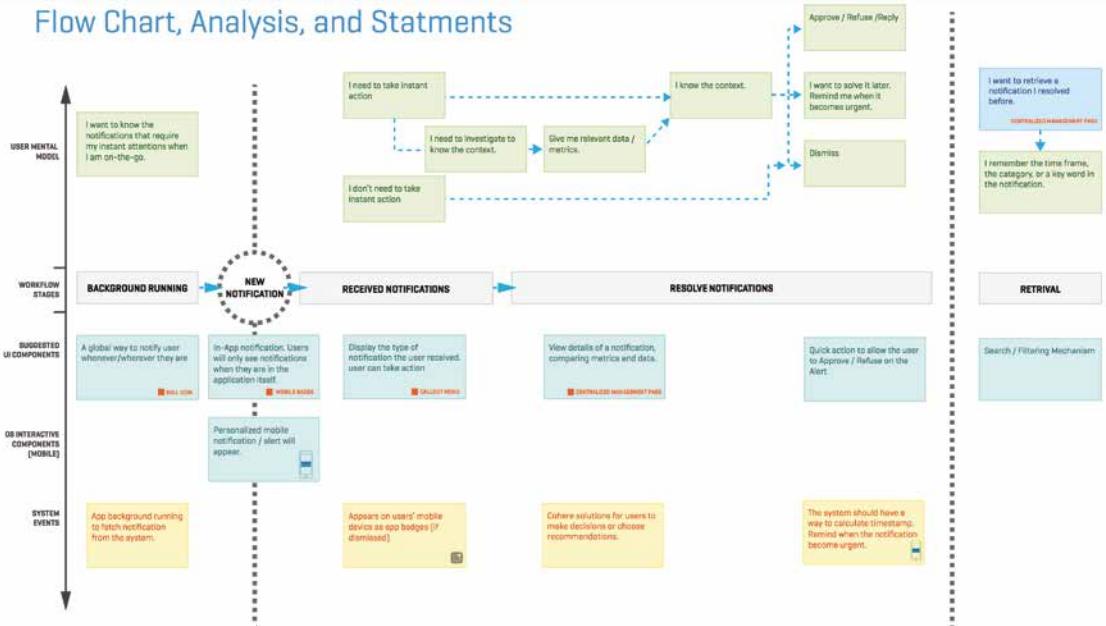
And an exploration for the employee experience in which they can see their schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

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

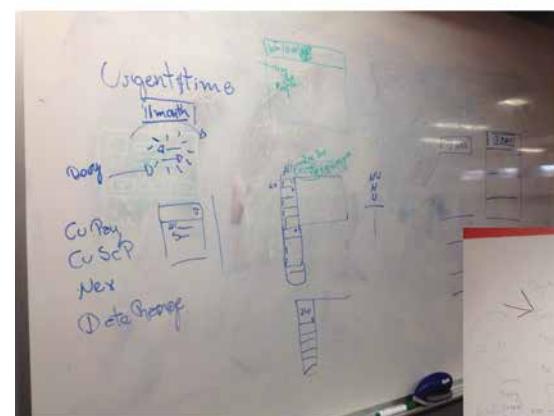
Categorization of Notifications

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

Archive

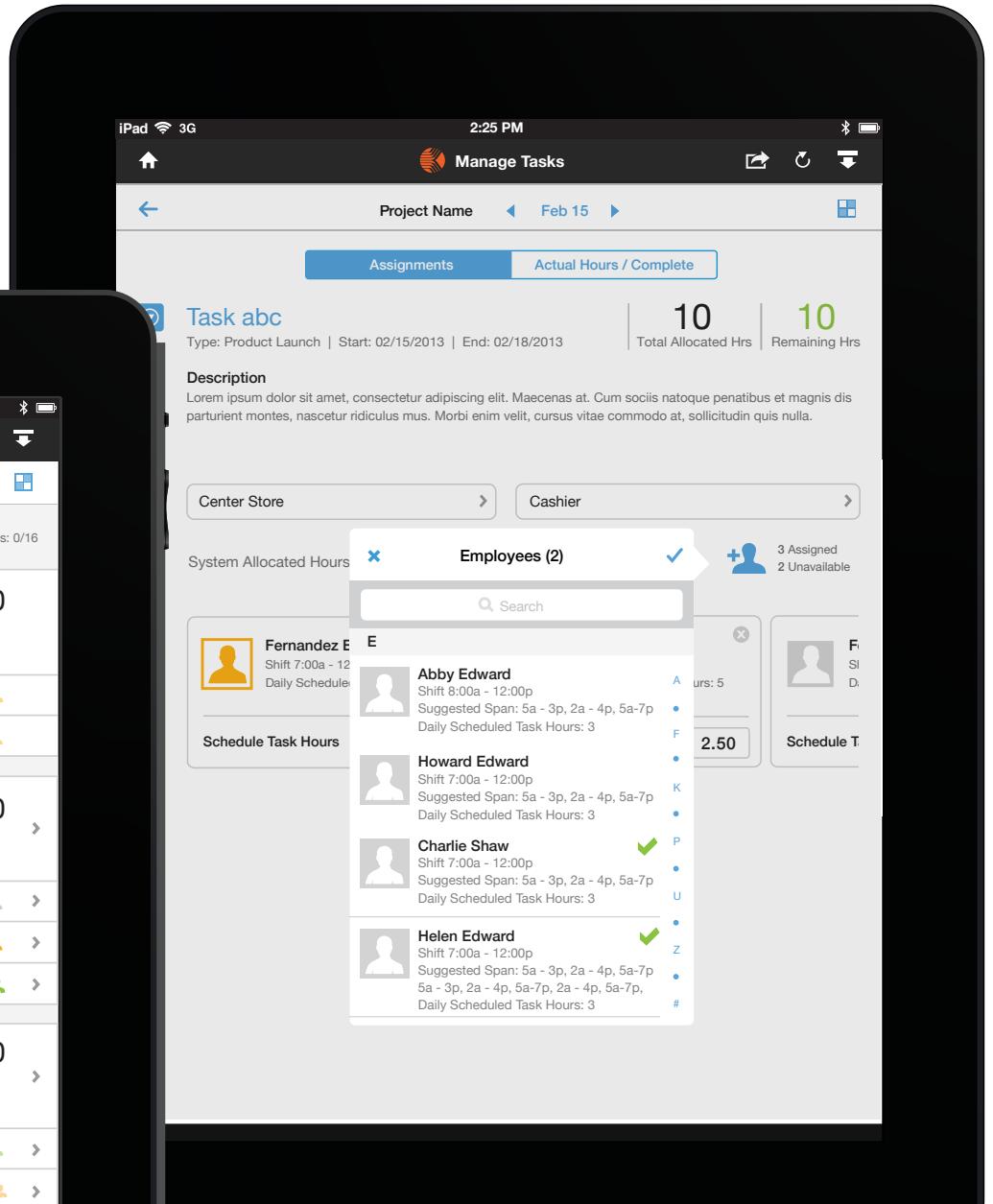
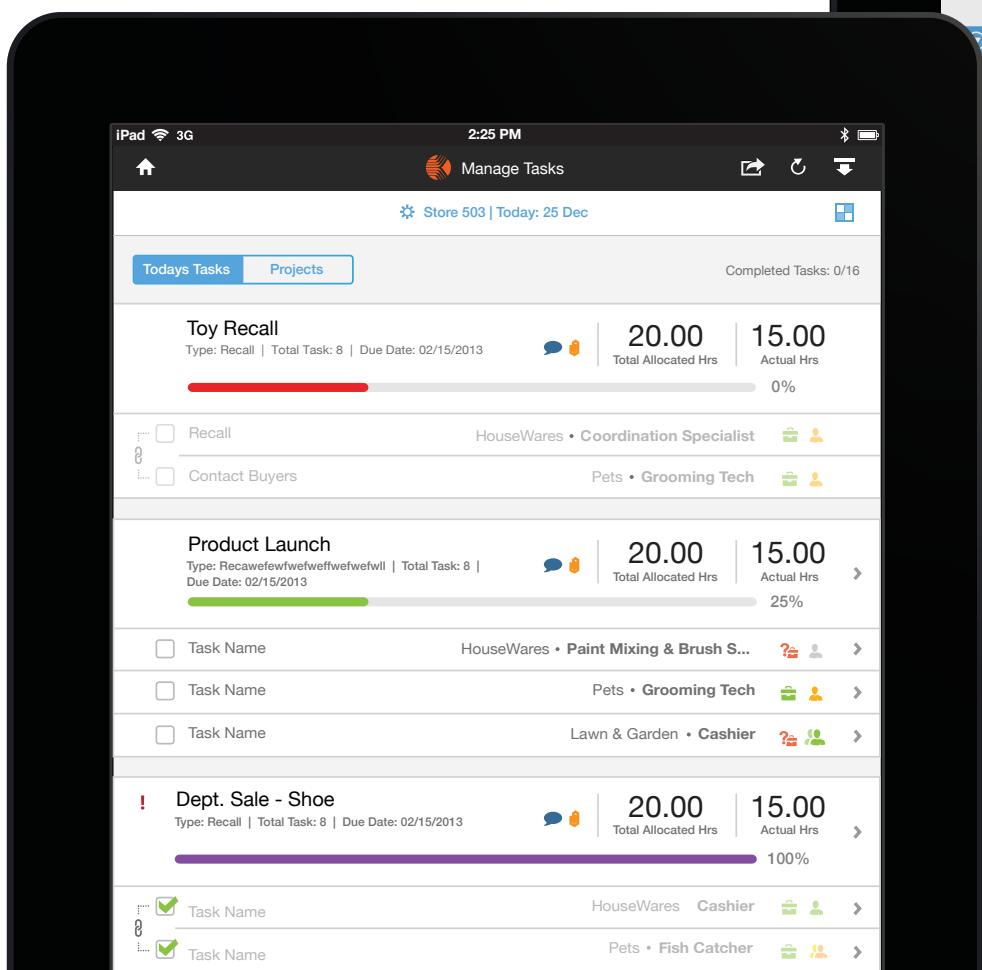
Search / filtering mechanism

Brainstorming



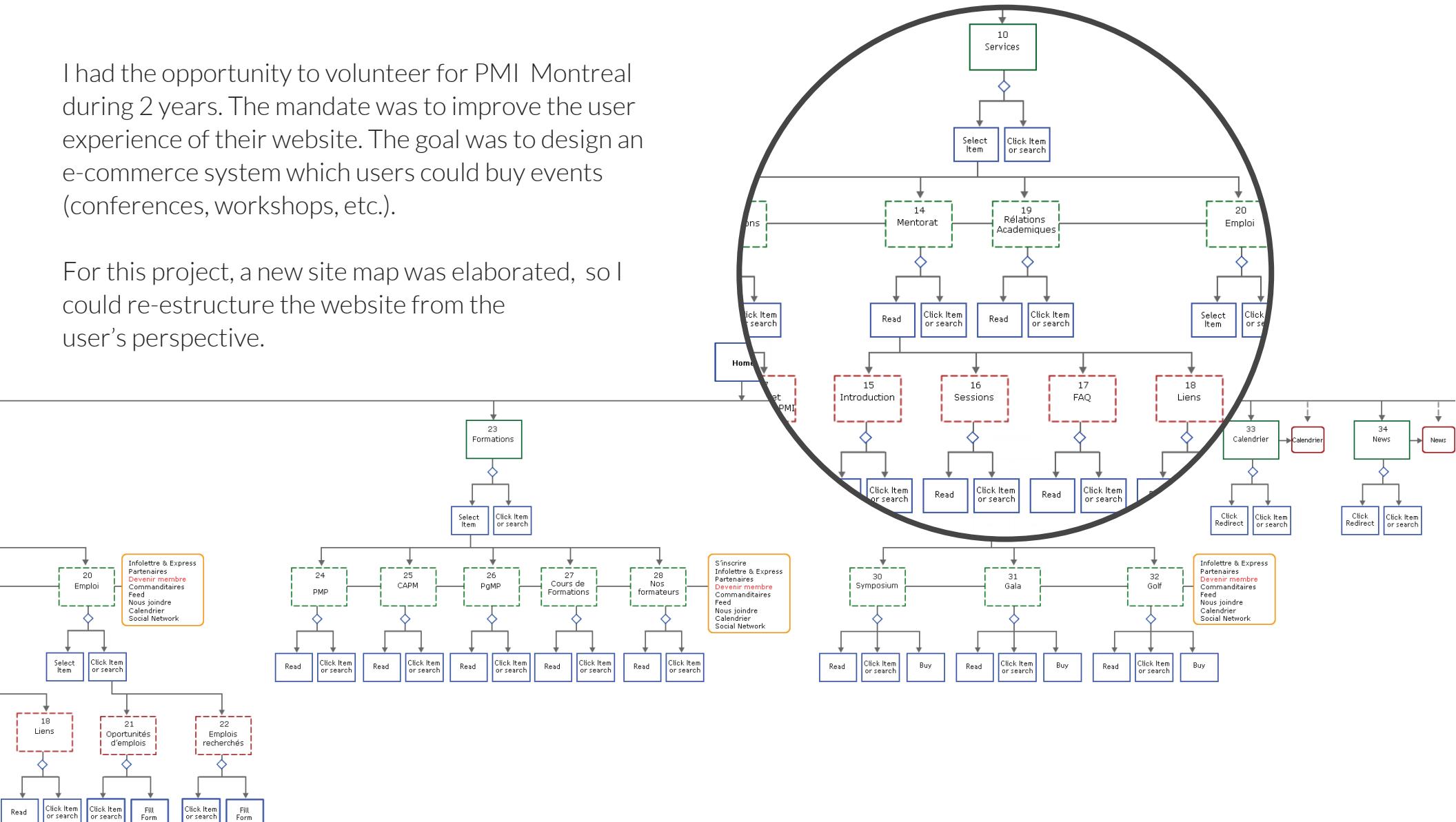
On this page, an example of the Task Management.

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 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.).

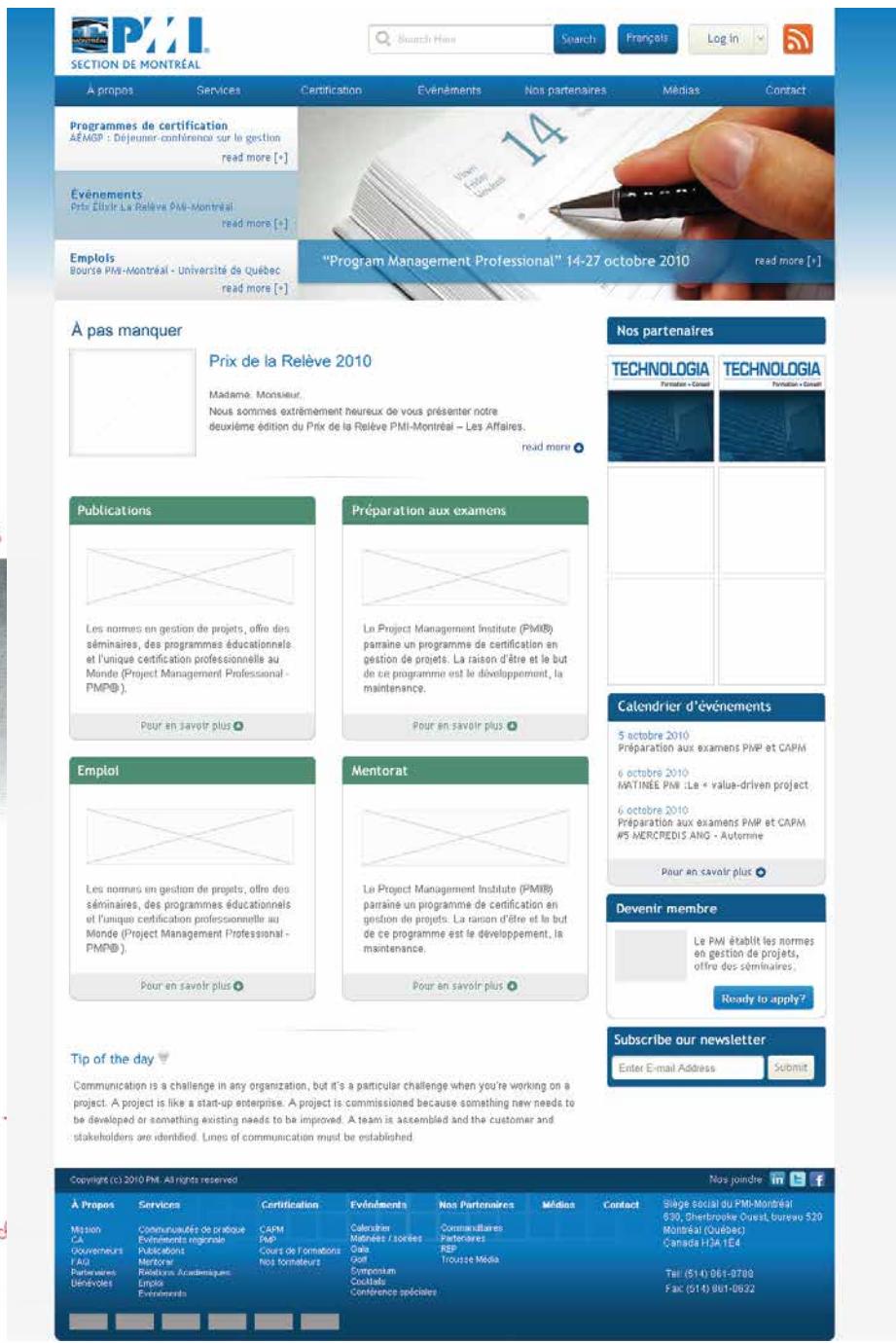
For this project, a new site map was elaborated, so I could re-structure the website from the user's perspective.



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.

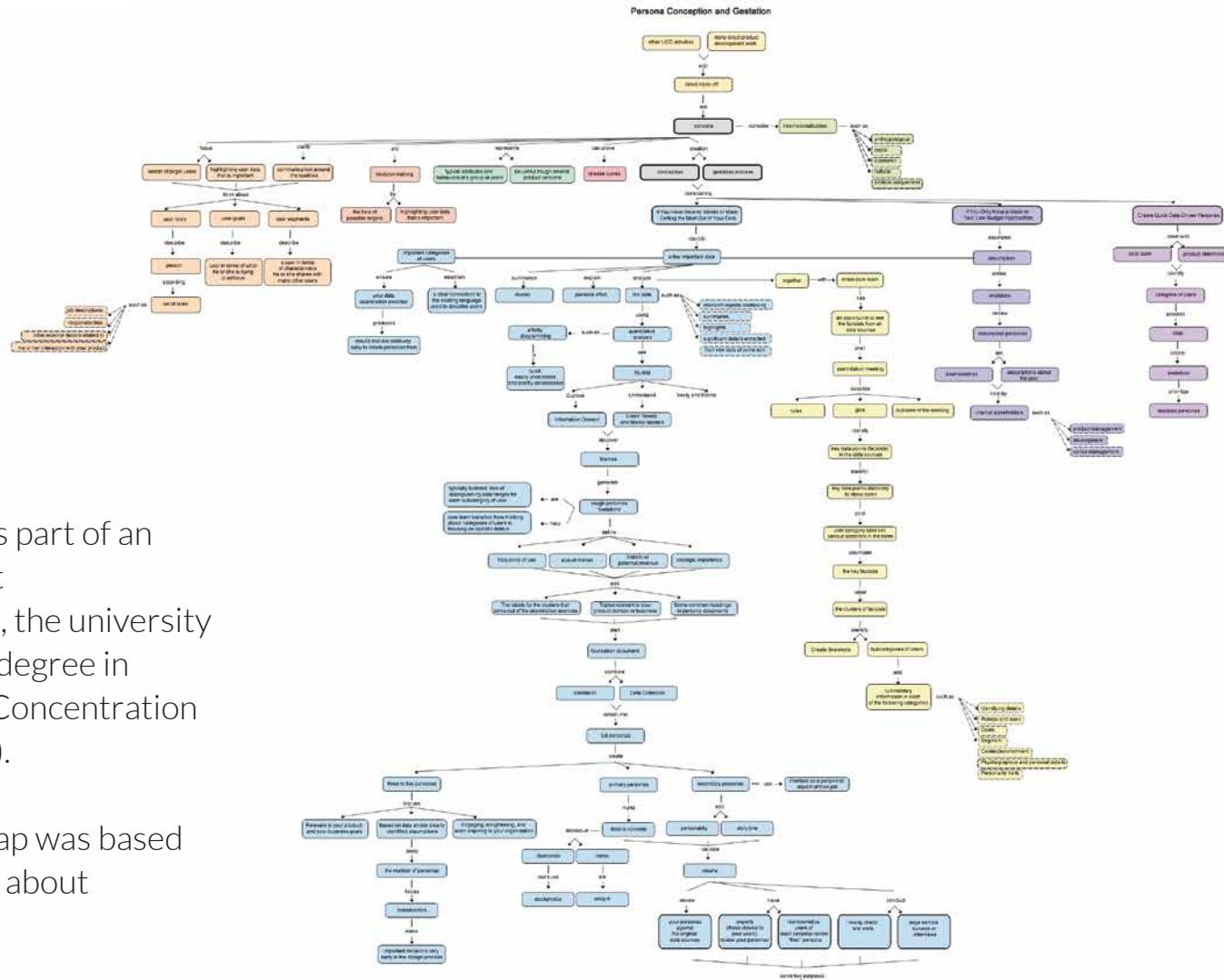
(2)





This 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.

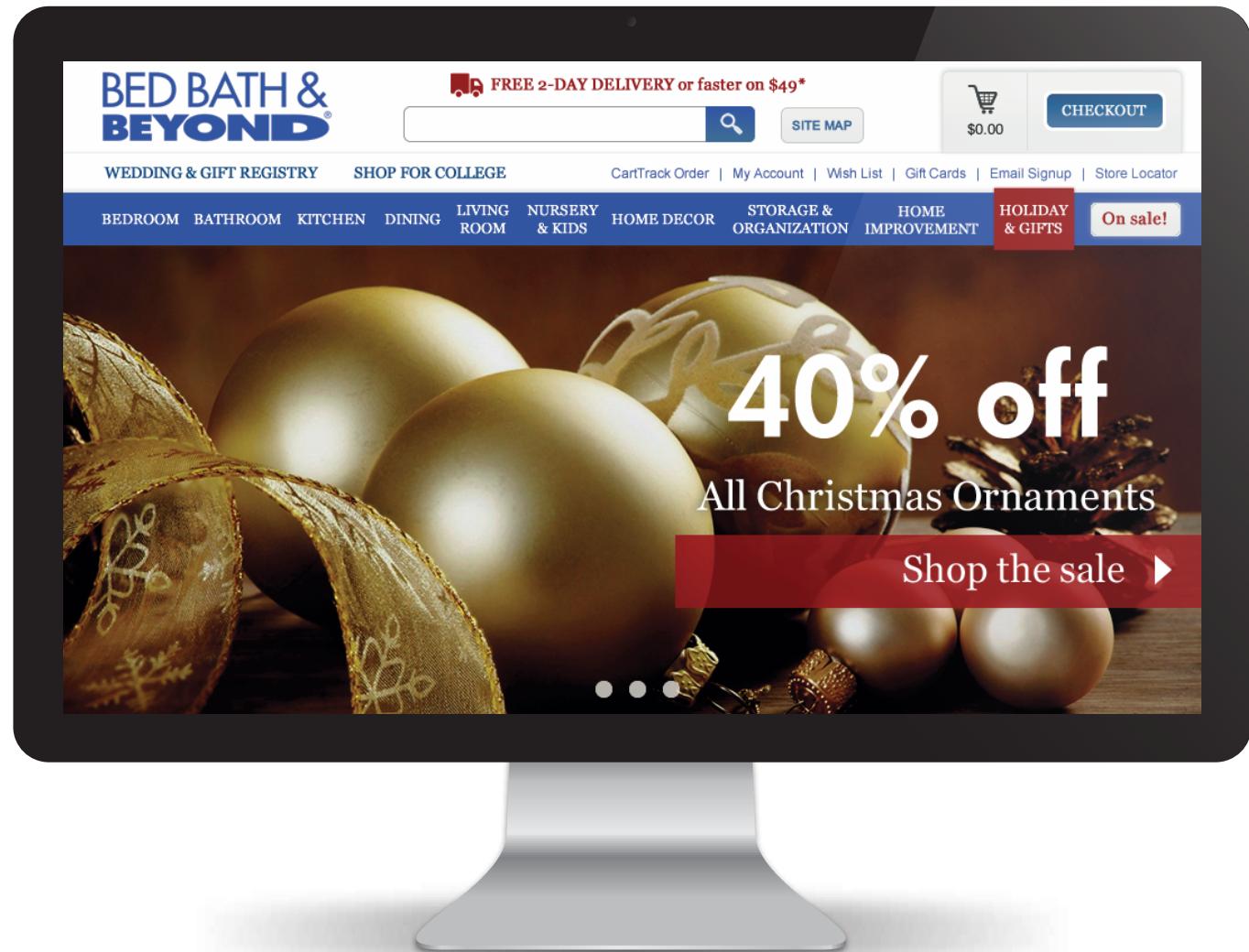




The project for BB&B was developed as part of an exercise for one of my courses at McGill University (Diploma in Management - E-business).

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.



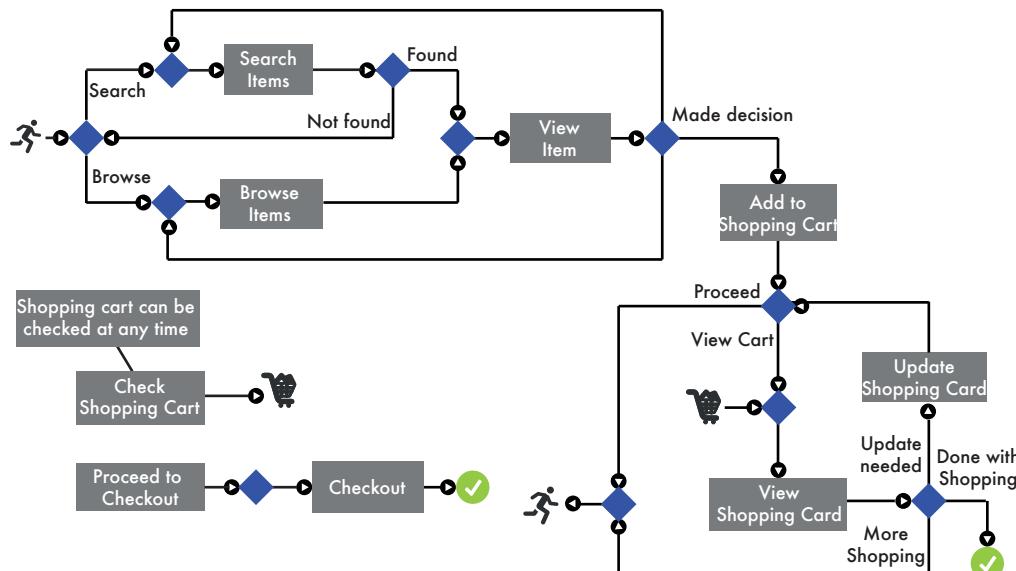
For more information, please visit:
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>



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

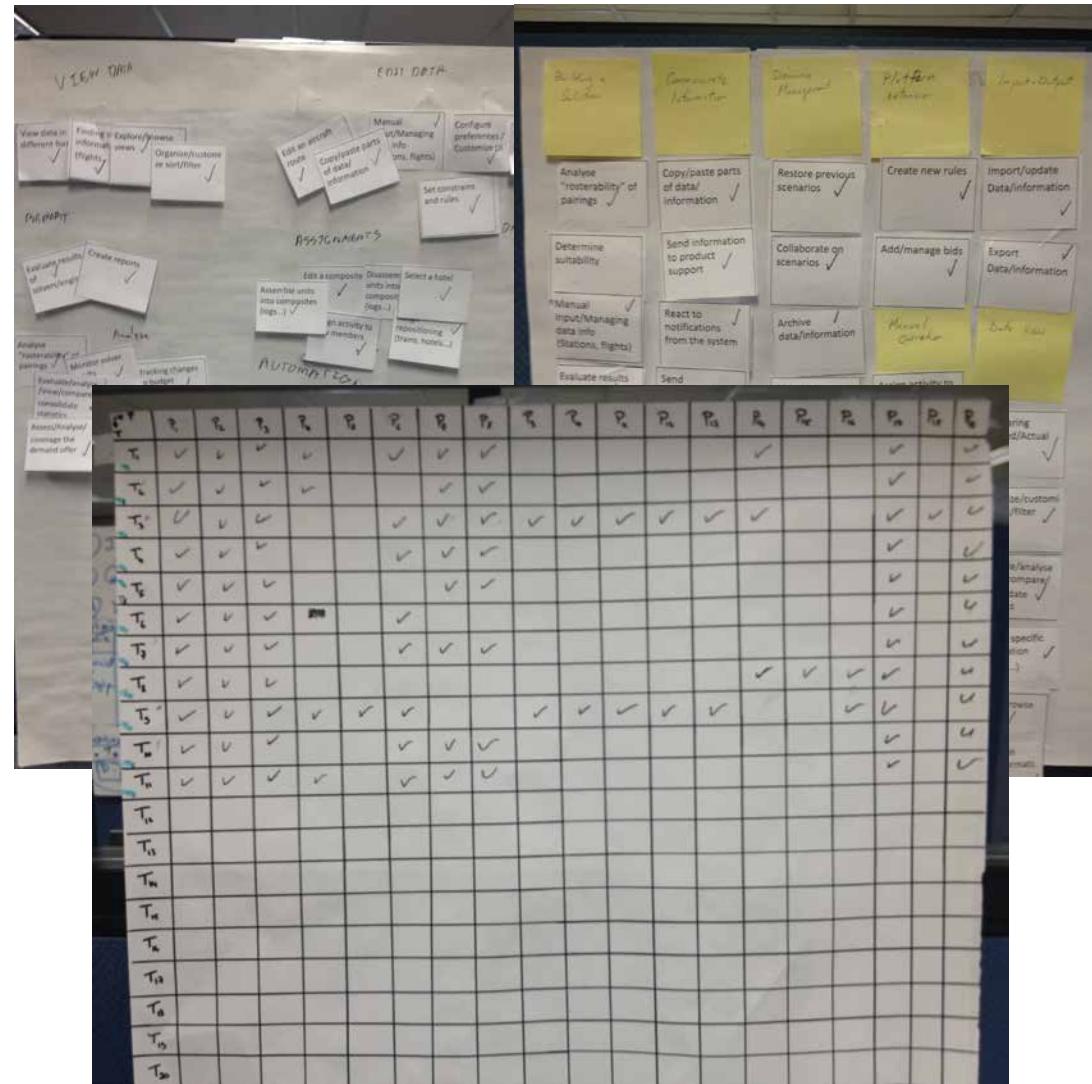
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

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

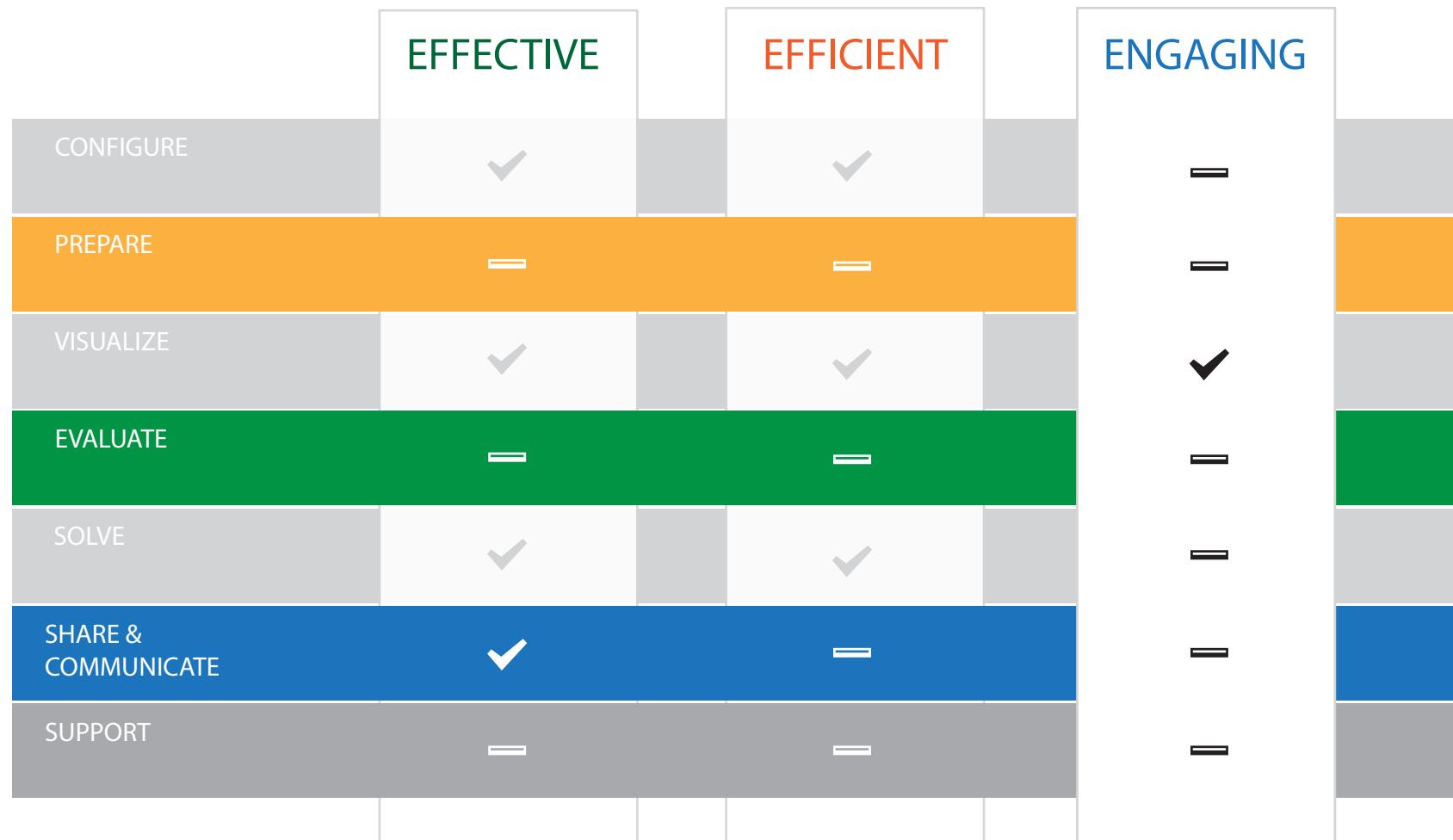
At Adopt (Kronos Division), I had a chance to moderate a workshop to better understand the project, align the team, and create personas for their new suite.

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.

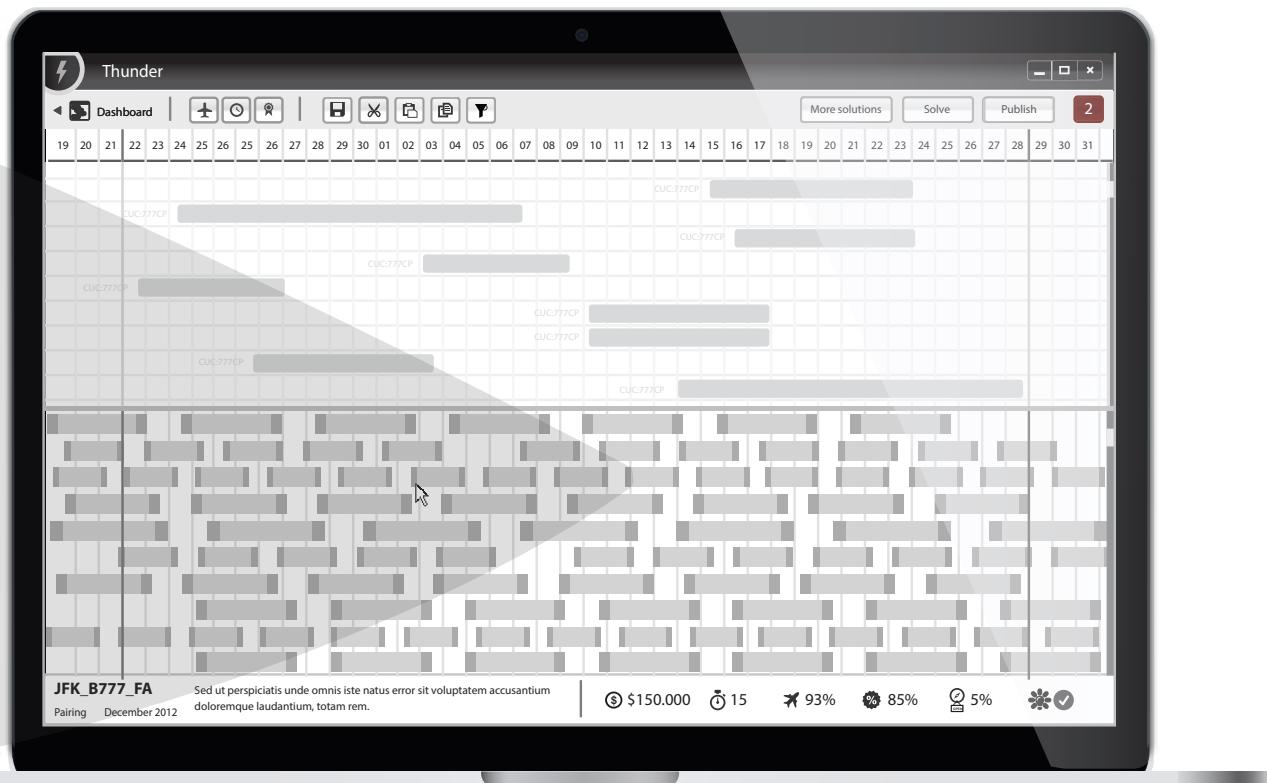
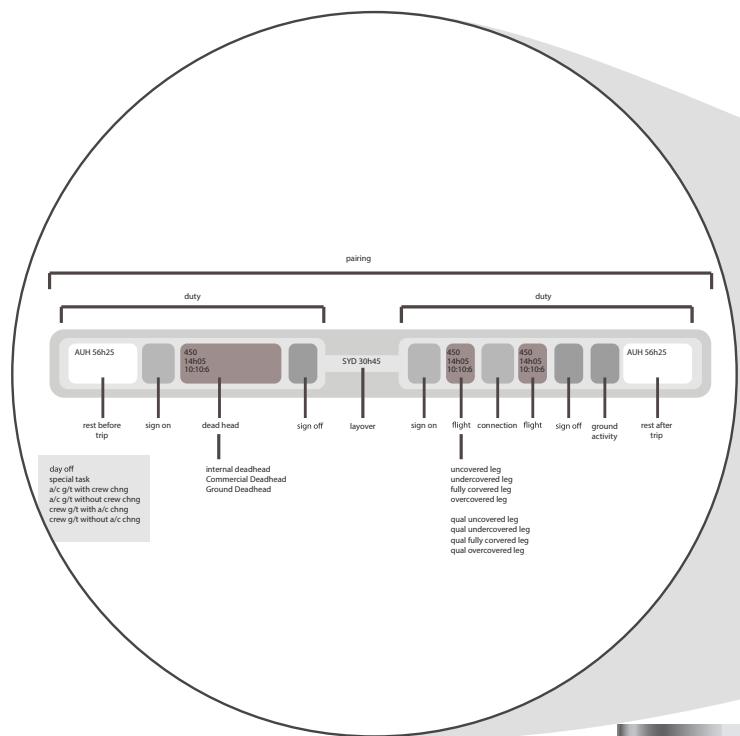
So, during the concept phase, we took in an account this result as a priority to improve the interface



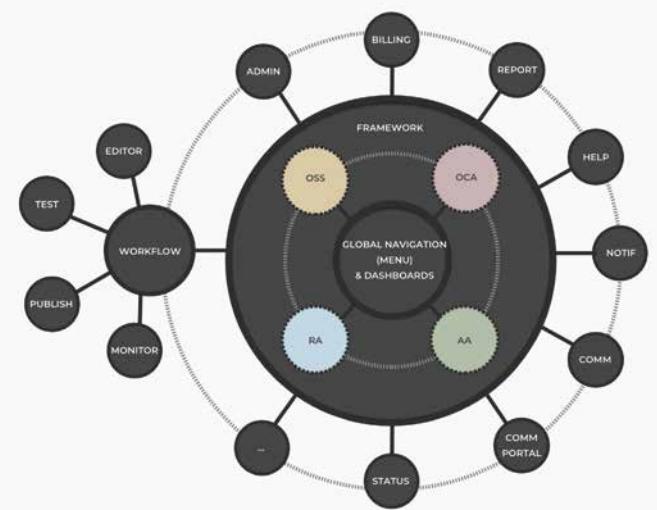
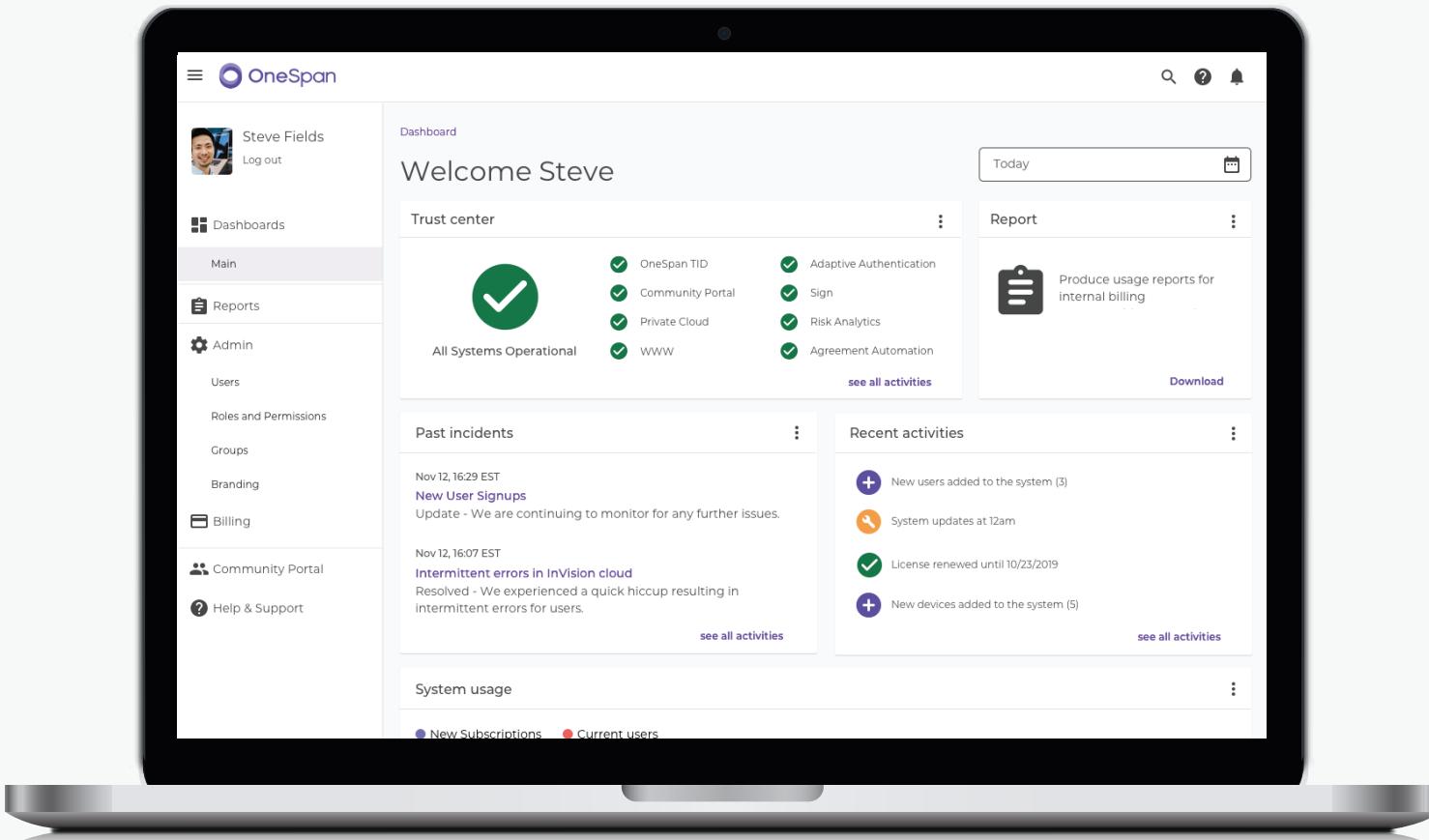
This is an example of a preliminary concepts for Adopt. Some important features were added, such as:

- 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.

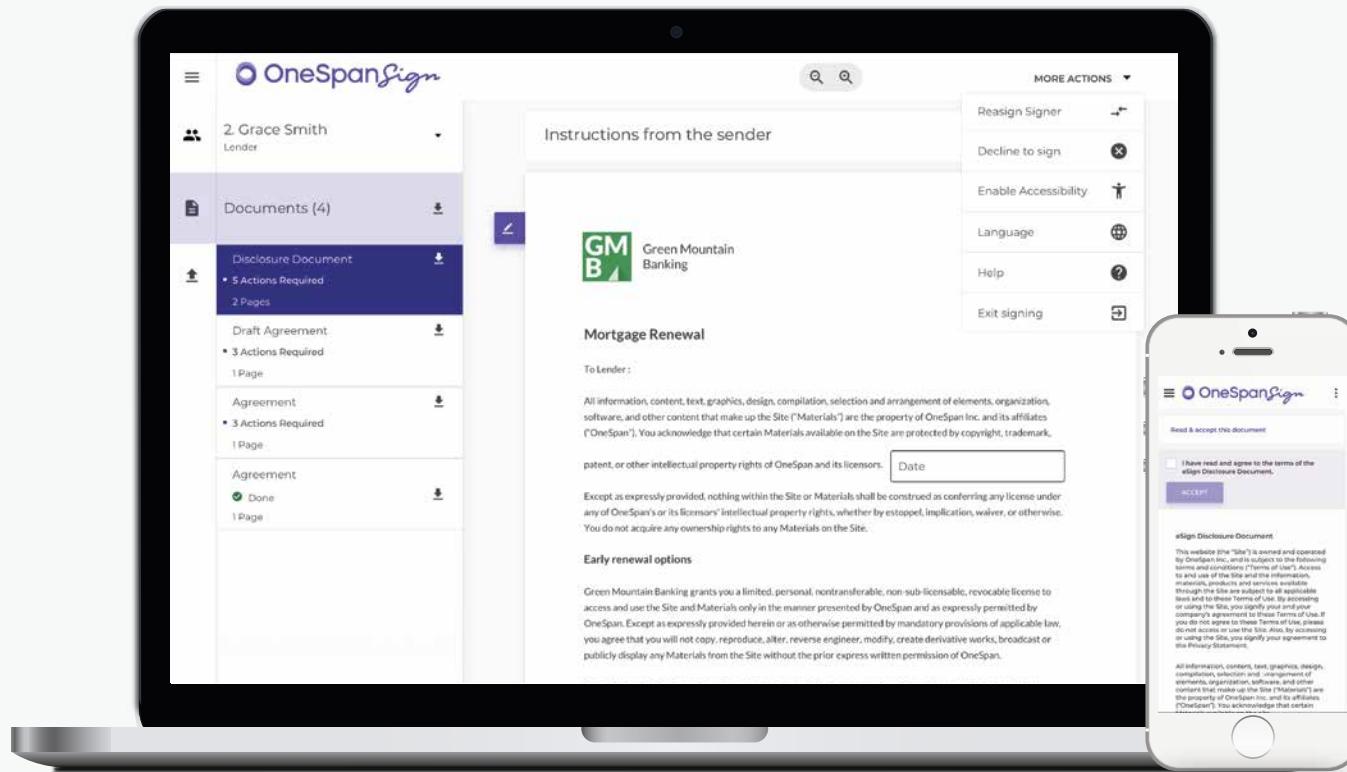



The screenshot shows the OneSpan Platform dashboard on a tablet. The left sidebar includes navigation links for Steve Fields (Log out), Dashboards (Main, Reports), Admin (Users, Roles and Permissions, Groups, Branding, Billing), Community Portal, and Help & Support.

The main dashboard features the following sections:

- Trust center:** Displays 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:** Shows a Nov 12, 16:29 EST entry for "New User Signups" with the note "Update - We are continuing to monitor for any further issues." and a "see all activities" link.
- 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)". A "see all activities" link is present.
- System usage:** Displays a chart comparing 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. Usability Testing with more than 10 participants.



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

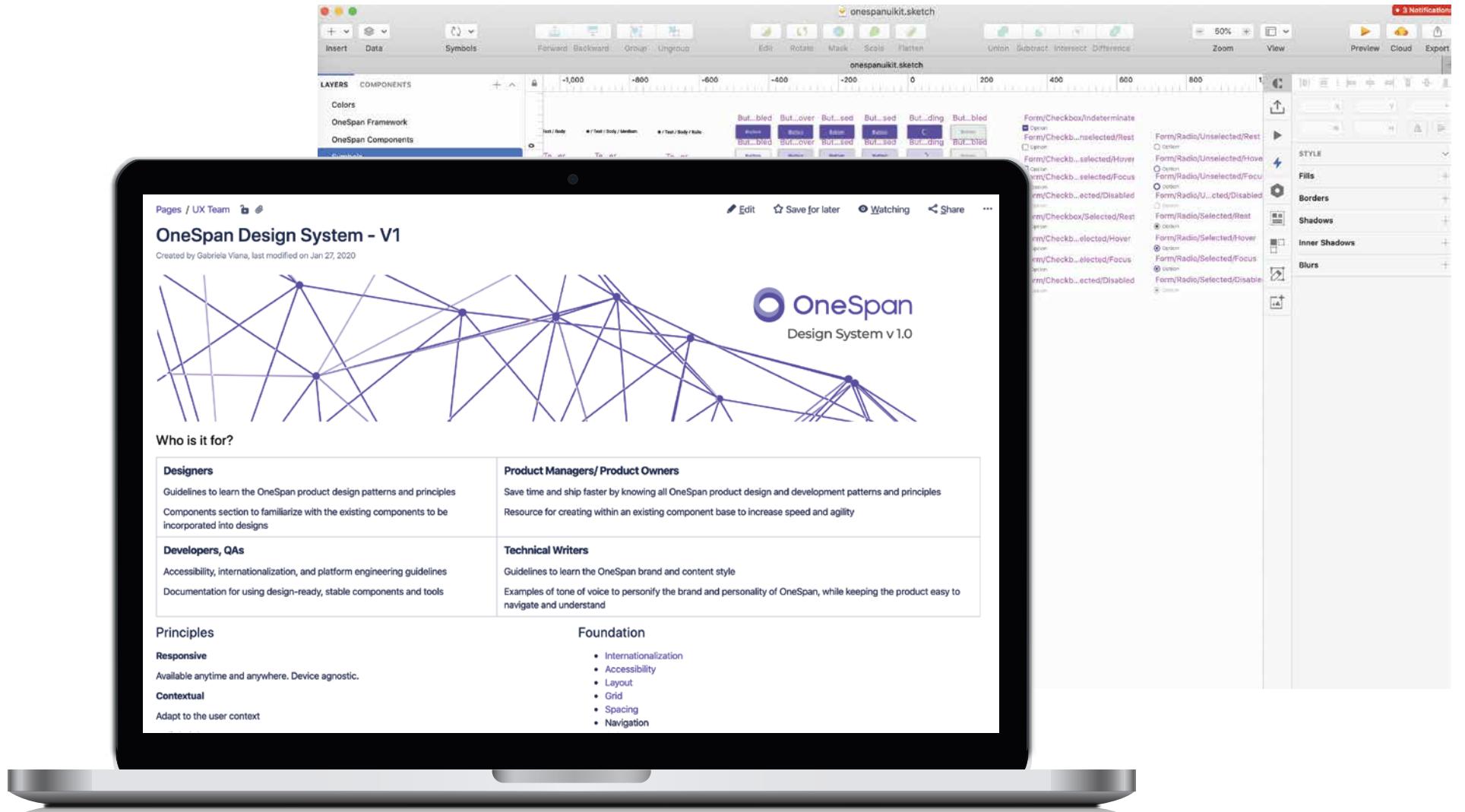
P8: Going in the right direction and I like the look and feel.

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 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



I also run 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)

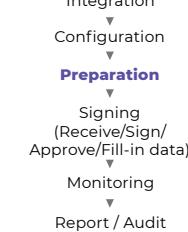
SOME TASKS W/ ONESPAN

- 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

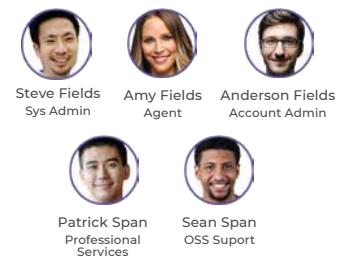
SOME PAIN POINTS

- 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

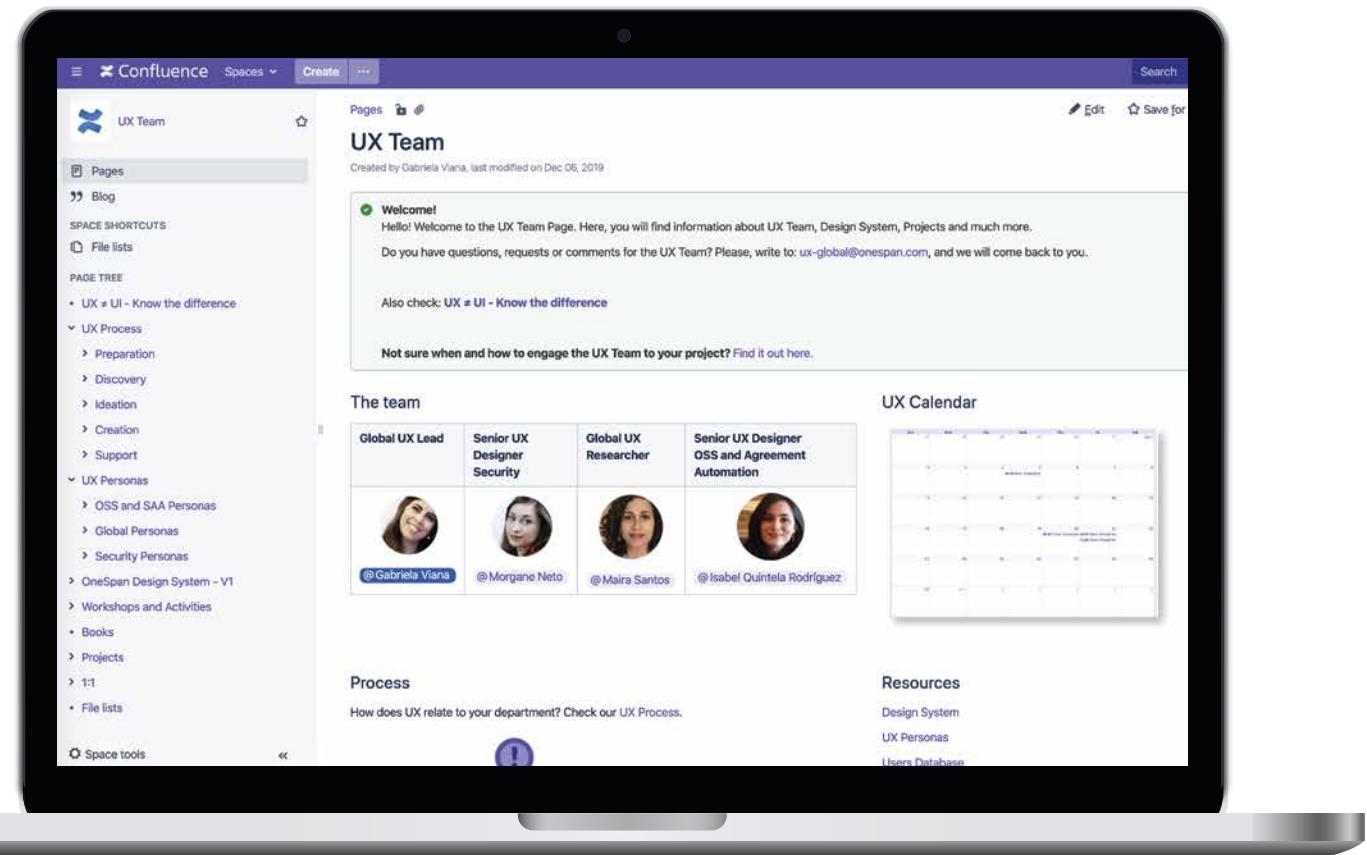


INTERACT WITH



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

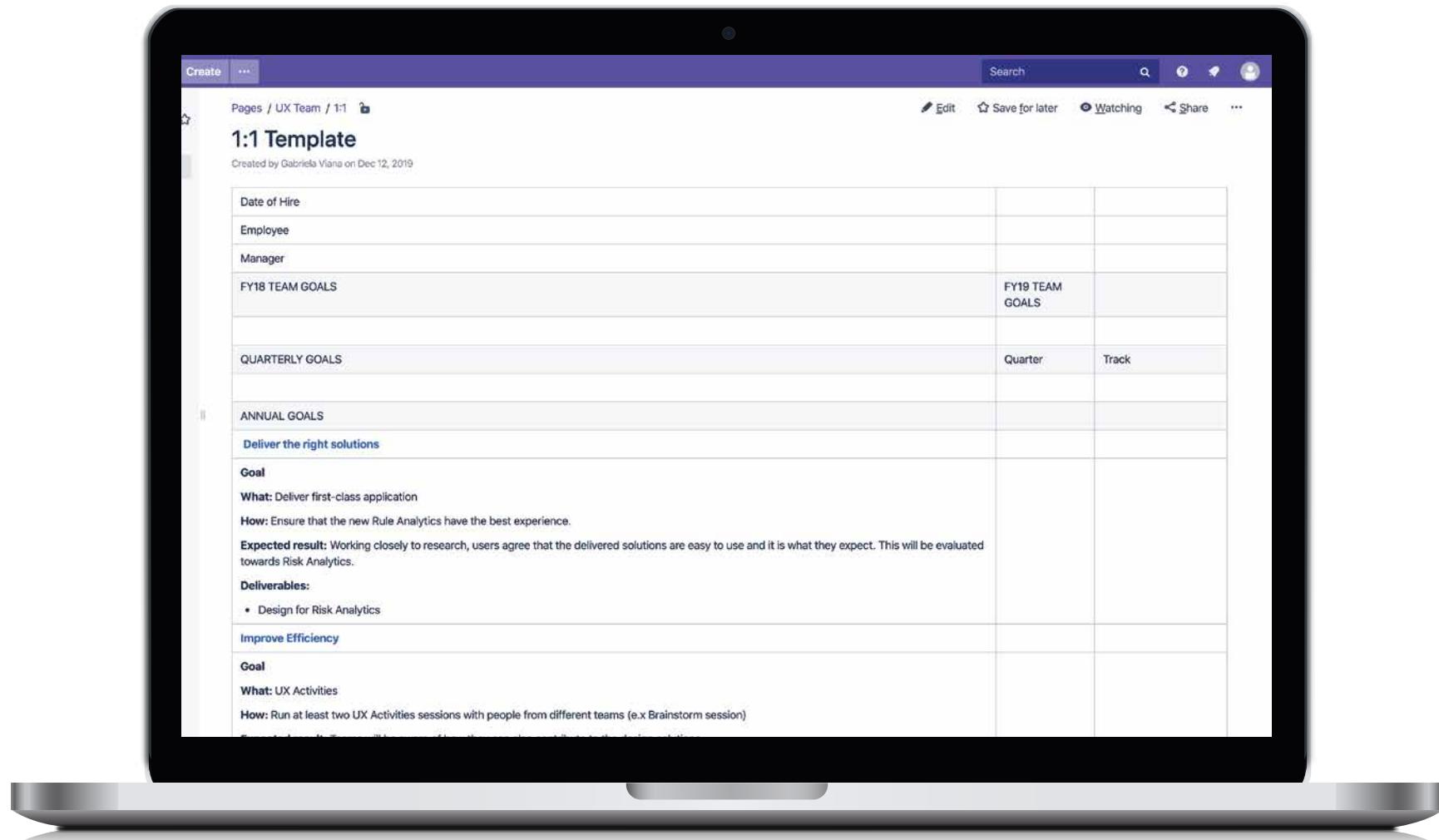
- Manage teams (in person and remote),
- Create script templates for Interviews, Usability Testing and other research activities,
- Decide the design activities for each project (brainstorm, card sorting five whys, etc)
- Participate in roadmap decisions
- Run Workshops
- Run interviews with candidates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

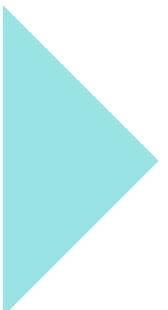


The Confluence page 'UX Team' has the following structure and content:

- Left Sidebar:** Includes 'Pages' (selected), 'Blog', 'SPACE SHORTCUTS', 'File lists', 'PAGE TREE' (with sections like 'UX ≠ UI - Know the difference', 'UX Process', 'UX Personas', 'OneSpan Design System - V1', 'Workshops and Activities', 'Books', 'Projects', '1:1', and 'File lists'), and 'Space tools'.
- Header:** Shows the space name 'UX Team', a 'Create' button, and search and edit functions.
- Content Area:**
 - Welcome:** A section with a green checkmark, a brief introduction, and a note to contact ux-global@onespan.com.
 - The team:** A grid showing four team members: Global UX Lead (Gabriela Viana), Senior UX Designer Security (Morgane Neto), Global UX Researcher (Maira Santos), and Senior UX Designer OSS and Agreement Automation (Isabel Quintela Rodriguez).
 - UX Calendar:** A calendar view showing scheduled events.
 - Process:** A section about UX relating to departmental processes.
 - Resources:** Links to 'Design System', 'UX Personas', and 'Users Database'.

Also responsible for checking the work in progress of the team, run 1:1s, establish team development and quarterly goals. Identify areas of improvement 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,
please write me: gabiviana@gabiviana.com



+1 514 7542422
www.gabiviana.com
linkedin.com/in/gabiviana