



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

# About me

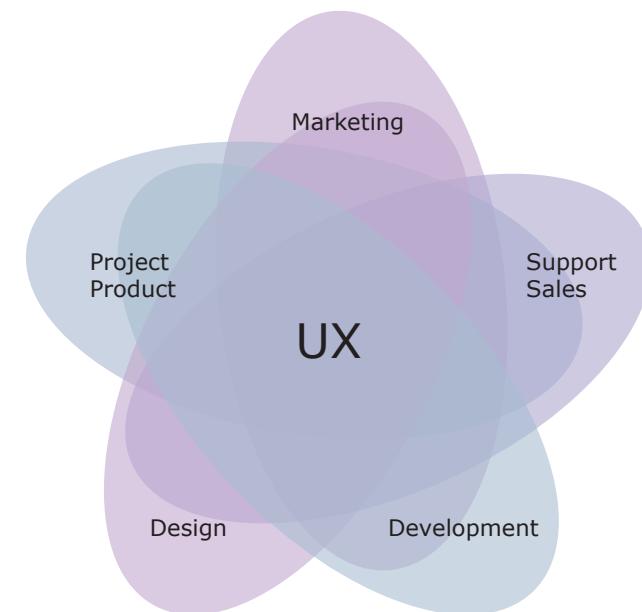
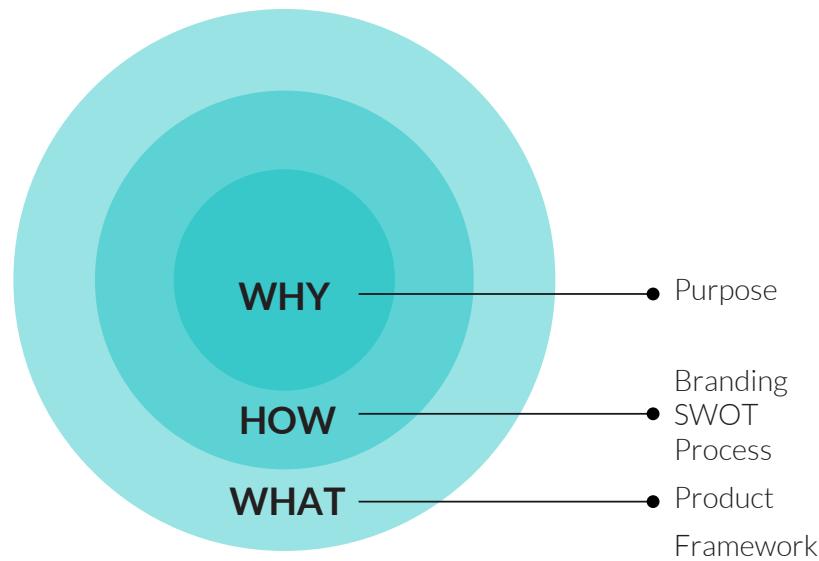
- 14 years of experiences between permanent and freelancer opportunities
- Current position: Global UX Lead at OneSpan
- Previous position: Associate Interaction Designer Manager at Kronos - responsible for the interaction designer team in Montreal. Company with 5.000 employees and thousands of users around the world.
- 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 exist, 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 to this user?" and understand the motivations, challenges users can face during this journey.

The design of an experience goes beyond interfaces and it is impossible without understanding the user.



## Understand users (and customers)

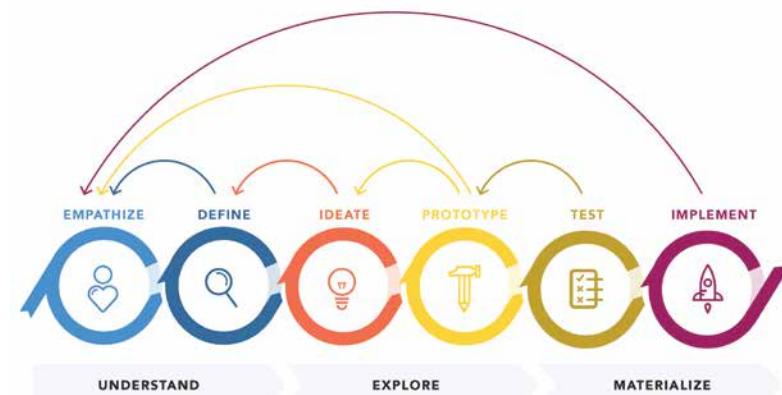
Who are they? (Verticals, Personas)

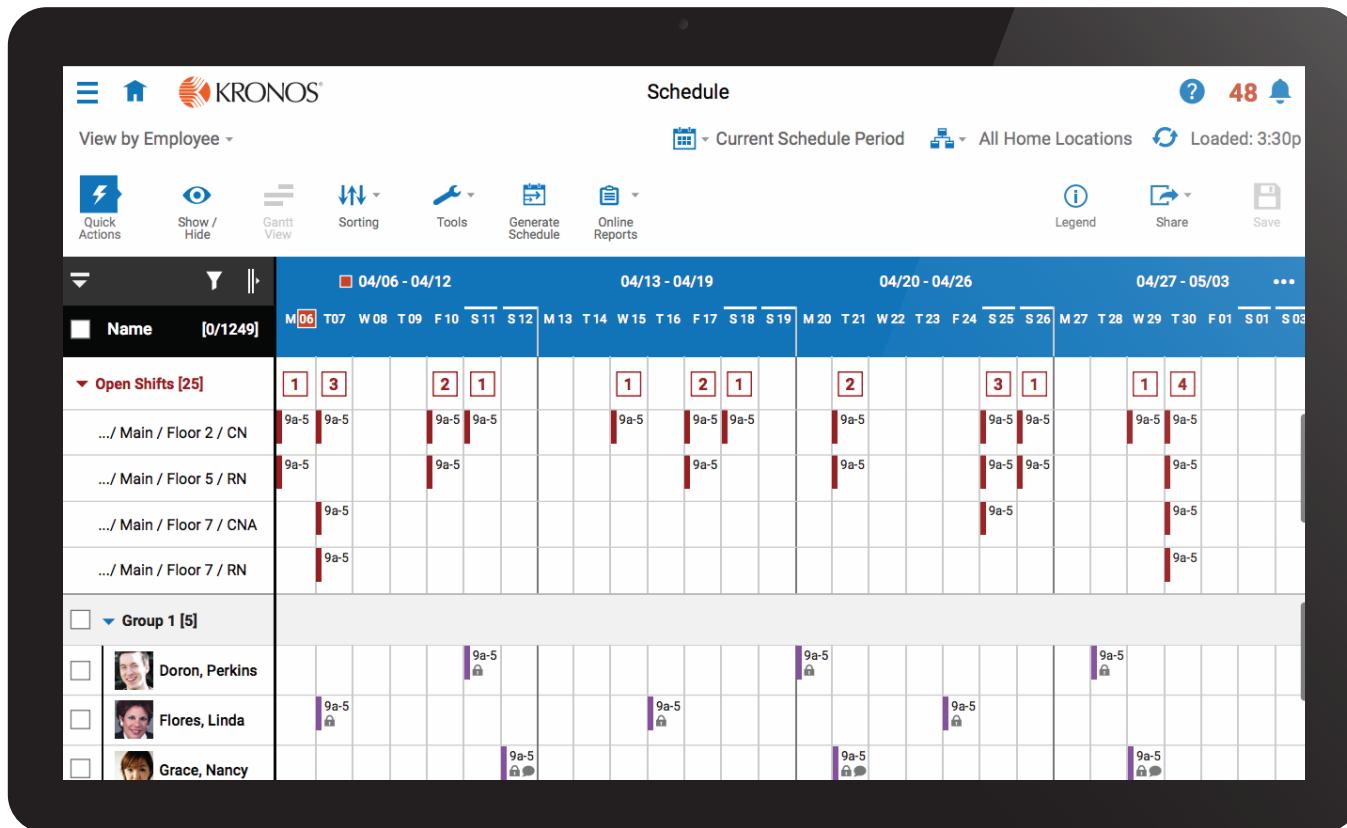
Why are they interested? (Motivations)

What they want to achieve?

Where they use?

What are their pain points?



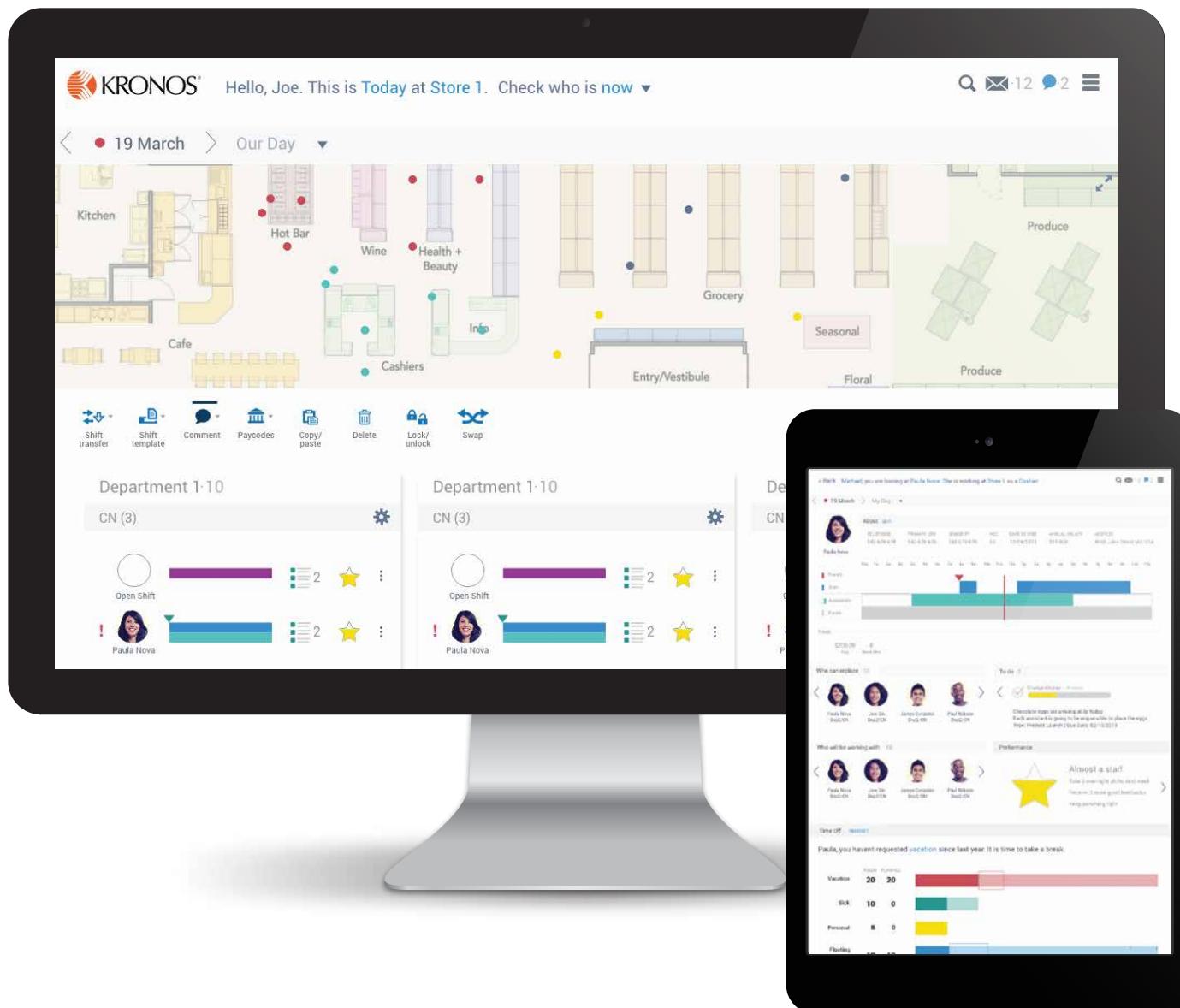


At Kronos, I worked on several projects, with different teams accross the world.

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.

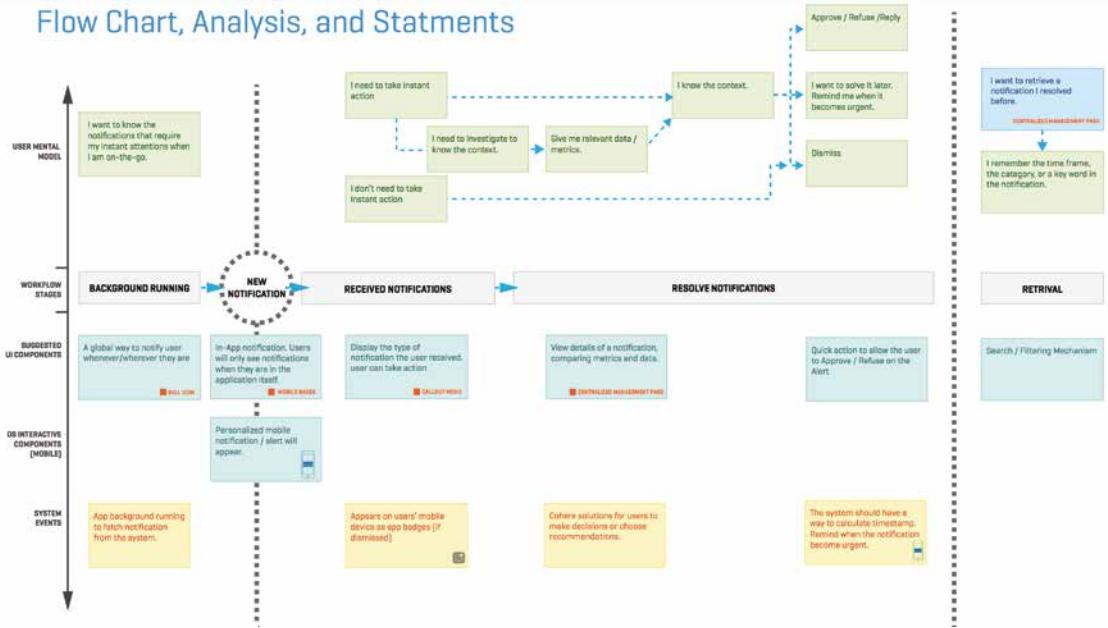
And an exploration for the employee experience in which they can see their schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

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

Audit Trail

### Brainstorming

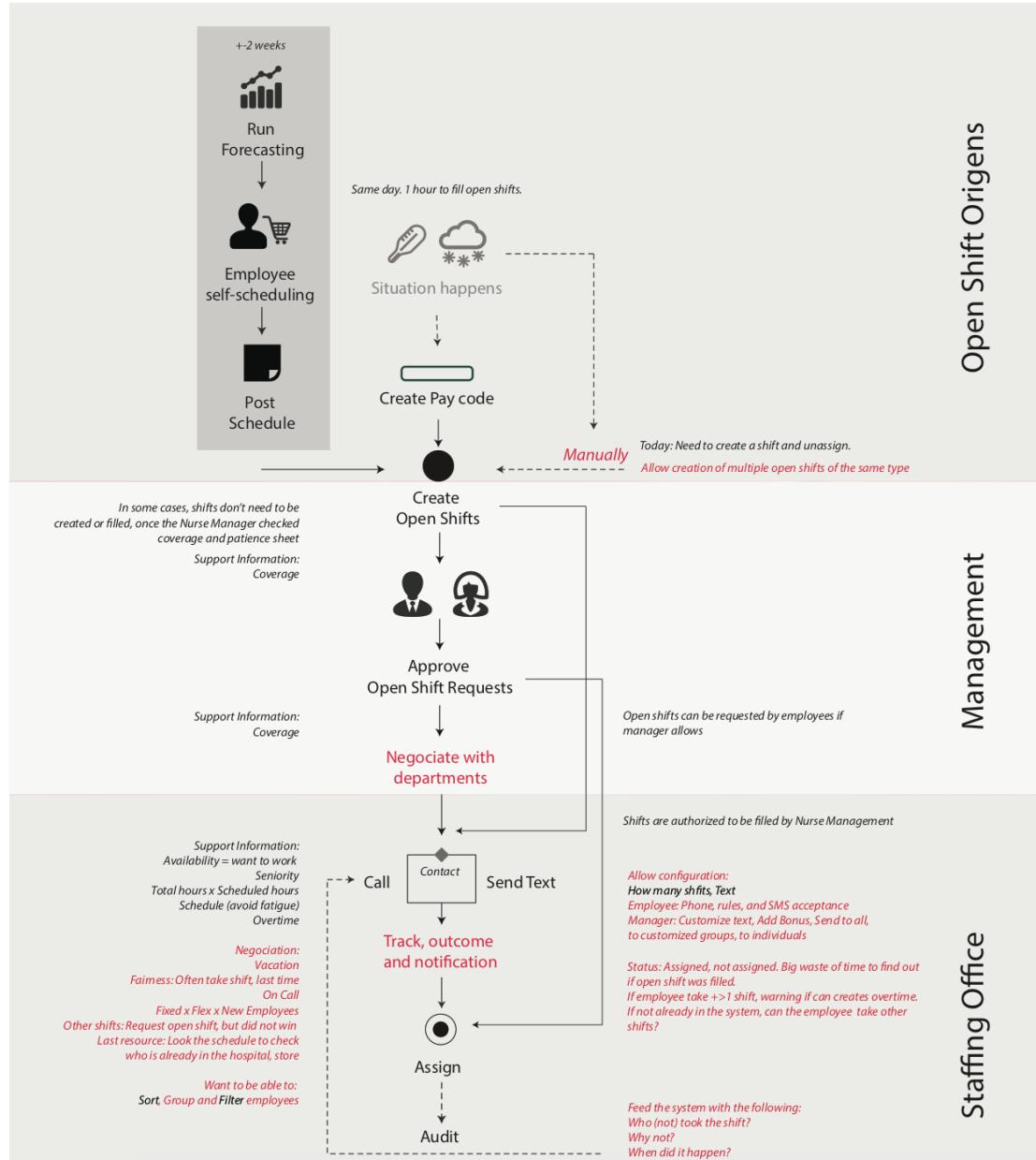


## The Open Shift Life Cycle

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.

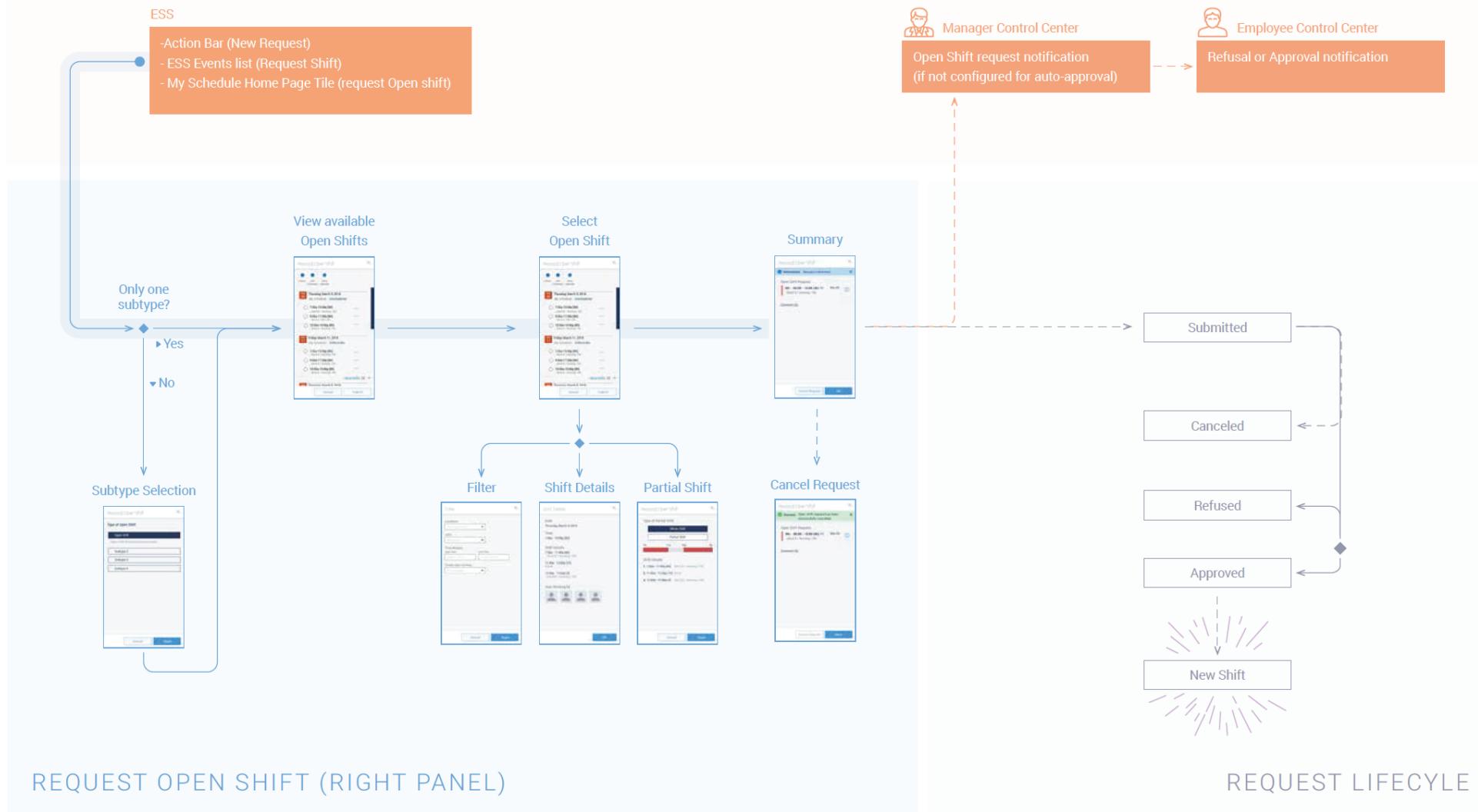
The advantage of drawing a process like this are:

- Give the designer and other stakeholders an overall view of the process and help to scope the project
- Highlights in the process what the areas of improvement are - innovation
- Focus in the process not in the design (it can help many designs)
- 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.

iPad 3G 2:25 PM

Manage Tasks

Store 503 | Today: 25 Dec

Todays Tasks Projects Completed Tasks: 0/16

**Toy Recall**  
Type: Recall | Total Task: 8 | Due Date: 02/15/2013  
 20.00 Total Allocated Hrs 15.00 Actual Hrs 0%  
 Recall HouseWares • Coordination Specialist   
 Contact Buyers Pets • Grooming Tech 

**Product Launch**  
Type: Recacewfewfwefwefwwfweffewfll | Total Task: 8 | Due Date: 02/15/2013  
 20.00 Total Allocated Hrs 15.00 Actual Hrs 25%  
 Task Name HouseWares • Paint Mixing & Brush S...   
 Task Name Pets • Grooming Tech   
 Task Name Lawn & Garden • Cashier 

**Dept. Sale - Shoe**  
Type: Recall | Total Task: 8 | Due Date: 02/15/2013  
 20.00 Total Allocated Hrs 15.00 Actual Hrs 100%  
 Task Name HouseWares • Cashier   
 Task Name Pets • Fish Catcher 

iPad 3G 2:25 PM

Manage Tasks

Project Name: Project Name | Feb 15 | Project Details

Assignments | Actual Hours / Complete

**Task abc** | Type: Product Launch | Start: 02/15/2013 | End: 02/18/2013

10 Total Allocated Hrs | 10 Remaining Hrs

**Description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi enim velit, cursus vitae commodo at, sollicitudin quis nulla.

Center Store | Cashier

System Allocated Hours

**Employees (2)** | + 3 Assigned  
2 Unavailable

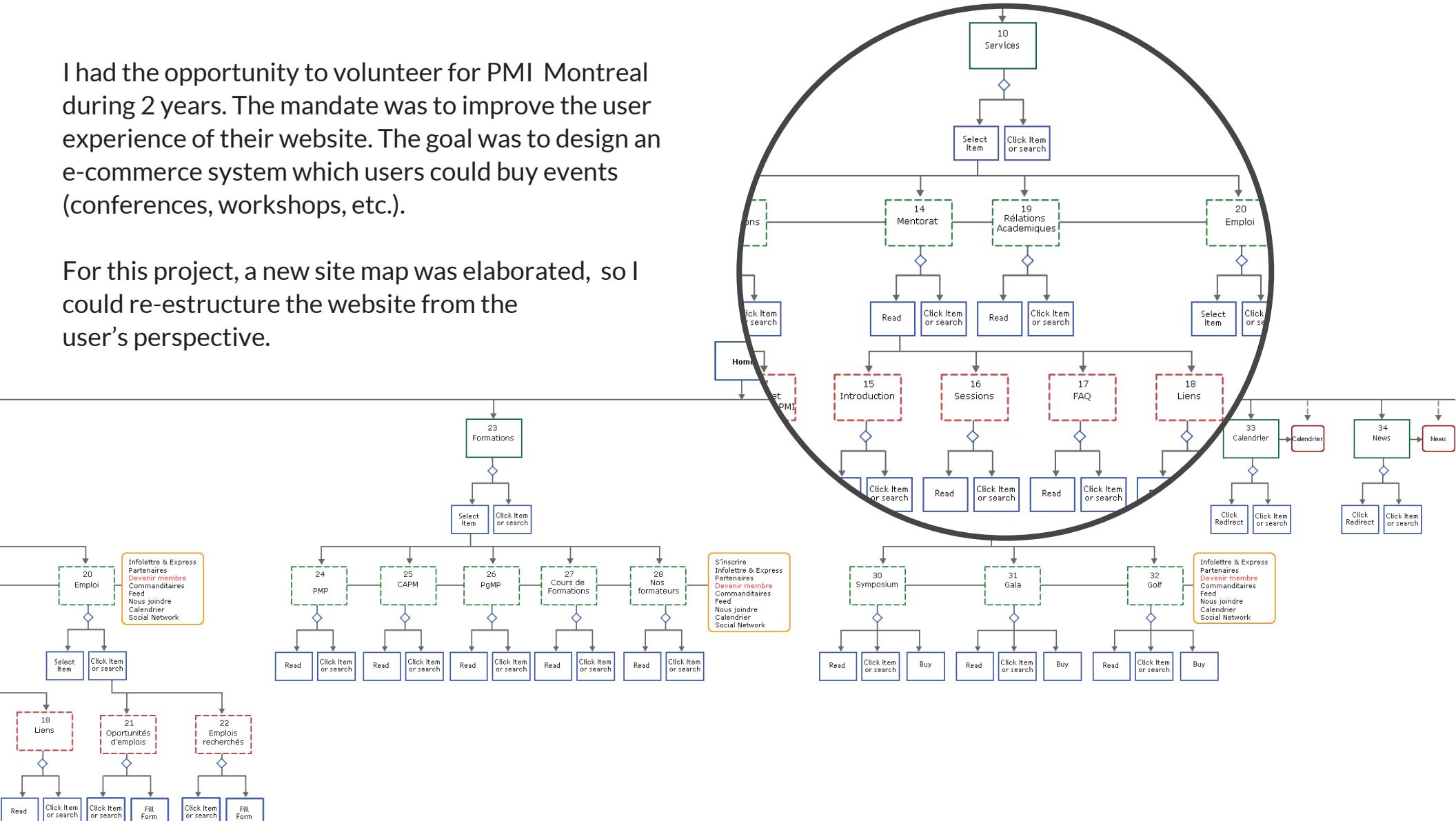
Search

Employee	Shift	Allocated Hours	Status
Fernandez E	Shift 7:00a - 12:00p	5	Available
Abby Edward	Shift 8:00a - 12:00p	5	Available
Howard Edward	Shift 7:00a - 12:00p	5	Available
Charlie Shaw	Shift 7:00a - 12:00p	5	Available
Helen Edward	Shift 7:00a - 12:00p	5	Available

Schedule Task Hours

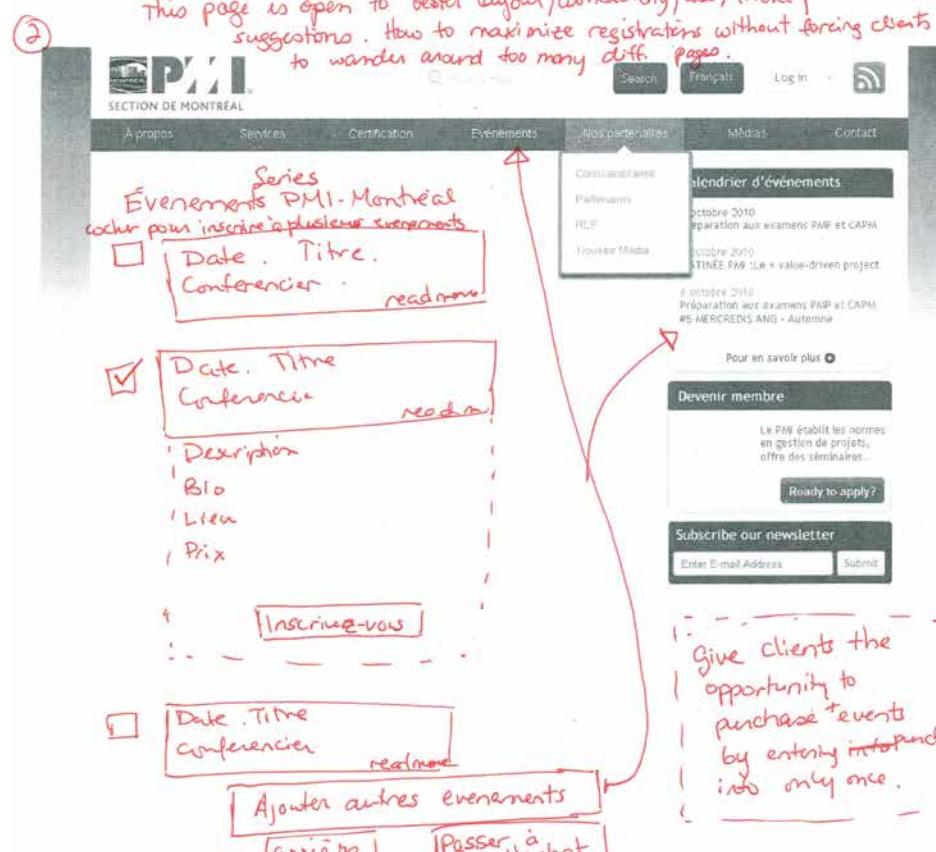
I had the opportunity to volunteer for PMI Montréal during 2 years. The mandate was to improve the user experience of their website. The goal was to design an e-commerce system which users could buy events (conferences, workshops, etc.).

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



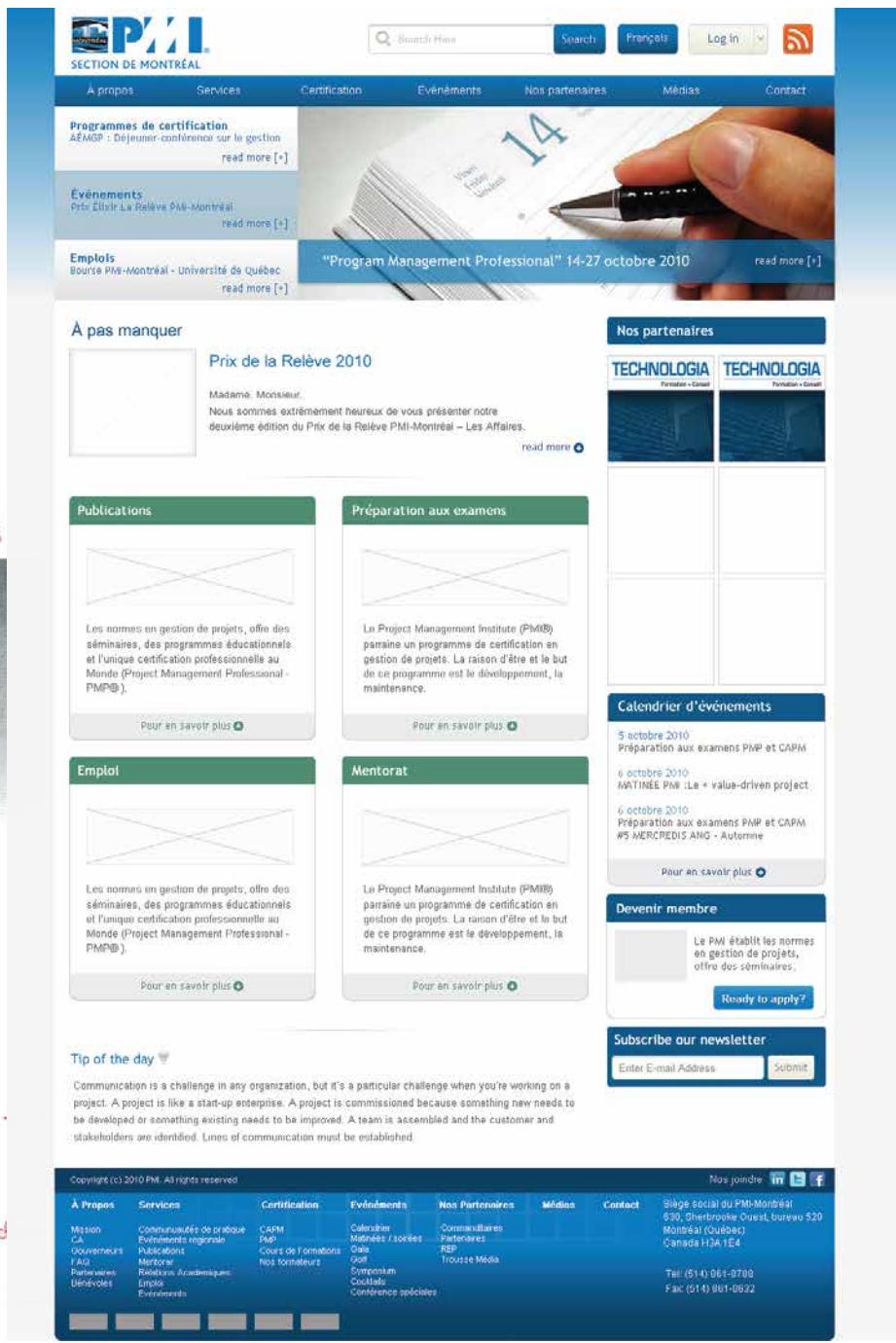
A new visual theme was also elaborated to match with the new guidelines provided by PMI.org.

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** (checkbox)
  - Date . Titre . Conference .  [read more](#)
  - Description | Bio | Lieu | Prix
  - Inscrivez-vous**
  - Date . Titre Conference [read more](#)
  - Ajouter autres événements [Passer à tout](#)

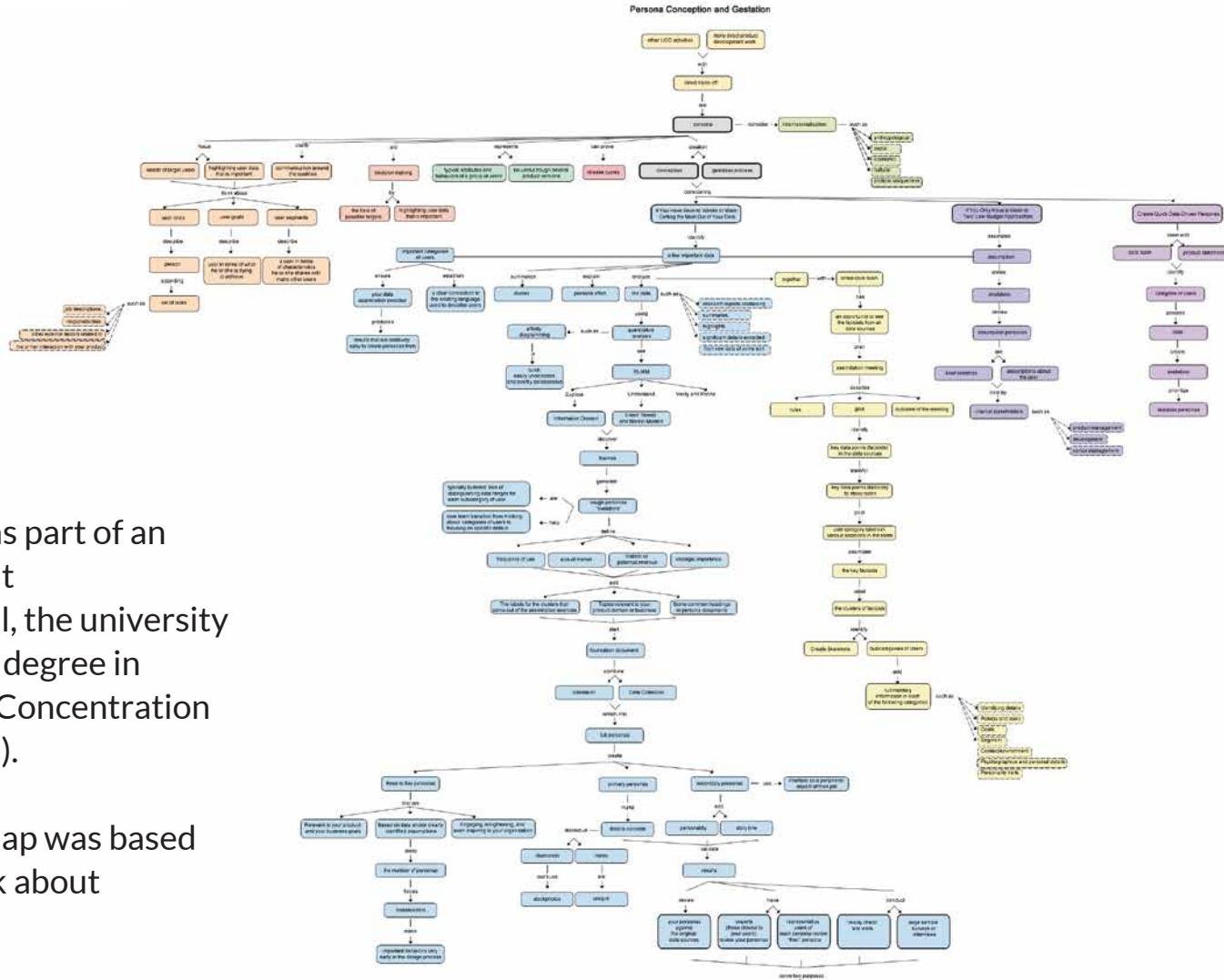


The screenshot shows a clean, modern website layout with a blue header bar containing the PMI logo, search bar, and navigation links (A propos, Services, Certification, Evénements, Nos partenaires, Médias, Contact). Below the header is a banner for "Programmes de certification AEMSP : Déjeuner-conférence sur le gestion" and "Evénements". The main content area features several sections: "À pas manquer" (with a placeholder box), "Prix de la Relève 2010" (with a placeholder box), "Publications" (with a placeholder box), "Préparation aux examens" (with a placeholder box), "Calendrier d'événements" (listing events like "5 octobre 2010 Préparation aux examens PMP et CAPM"), "Emploi" (with a placeholder box), "Mentorat" (with a placeholder box), and "Devenir membre" (with a placeholder box). A "Tip of the day" section at the bottom right provides a quote about communication in projects. The footer contains copyright information, social media links, and contact details for the PMI Montreal office.



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).

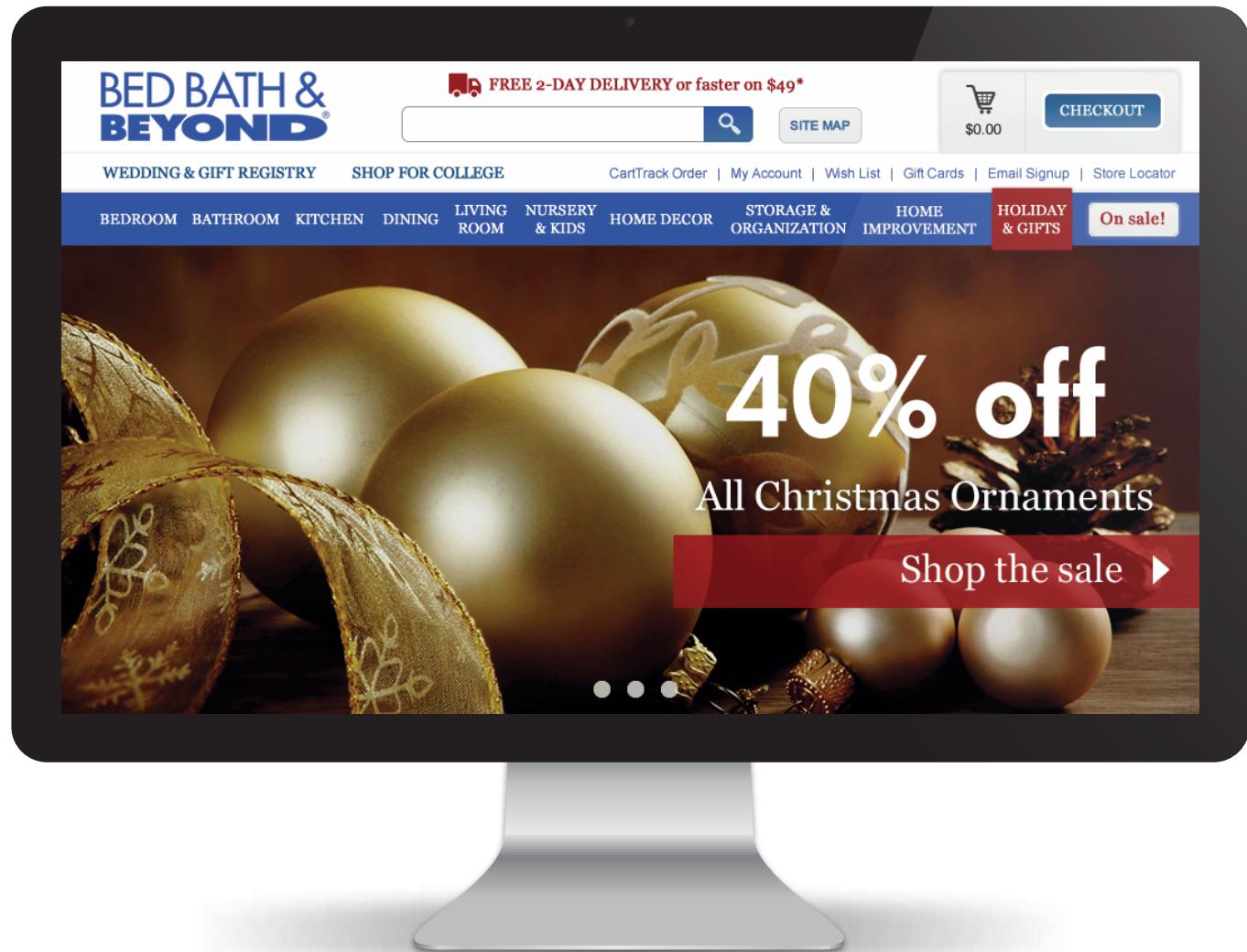
Note: The conceptual map was based on the chapter of a book about Personas.



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>

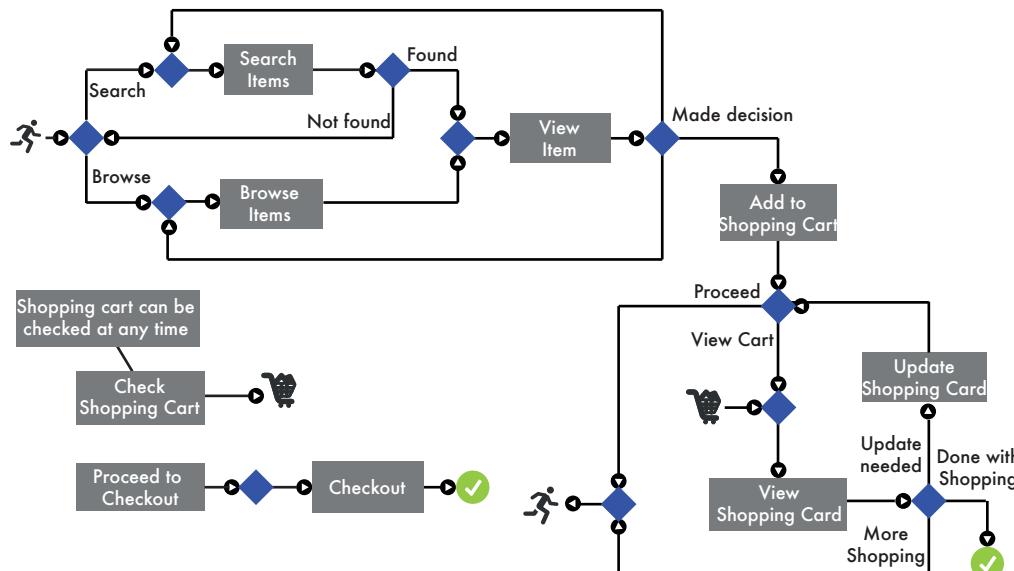


After analyzing some numbers, doing a SWOT analysis, and understanding their customers' needs, some suggestions were

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

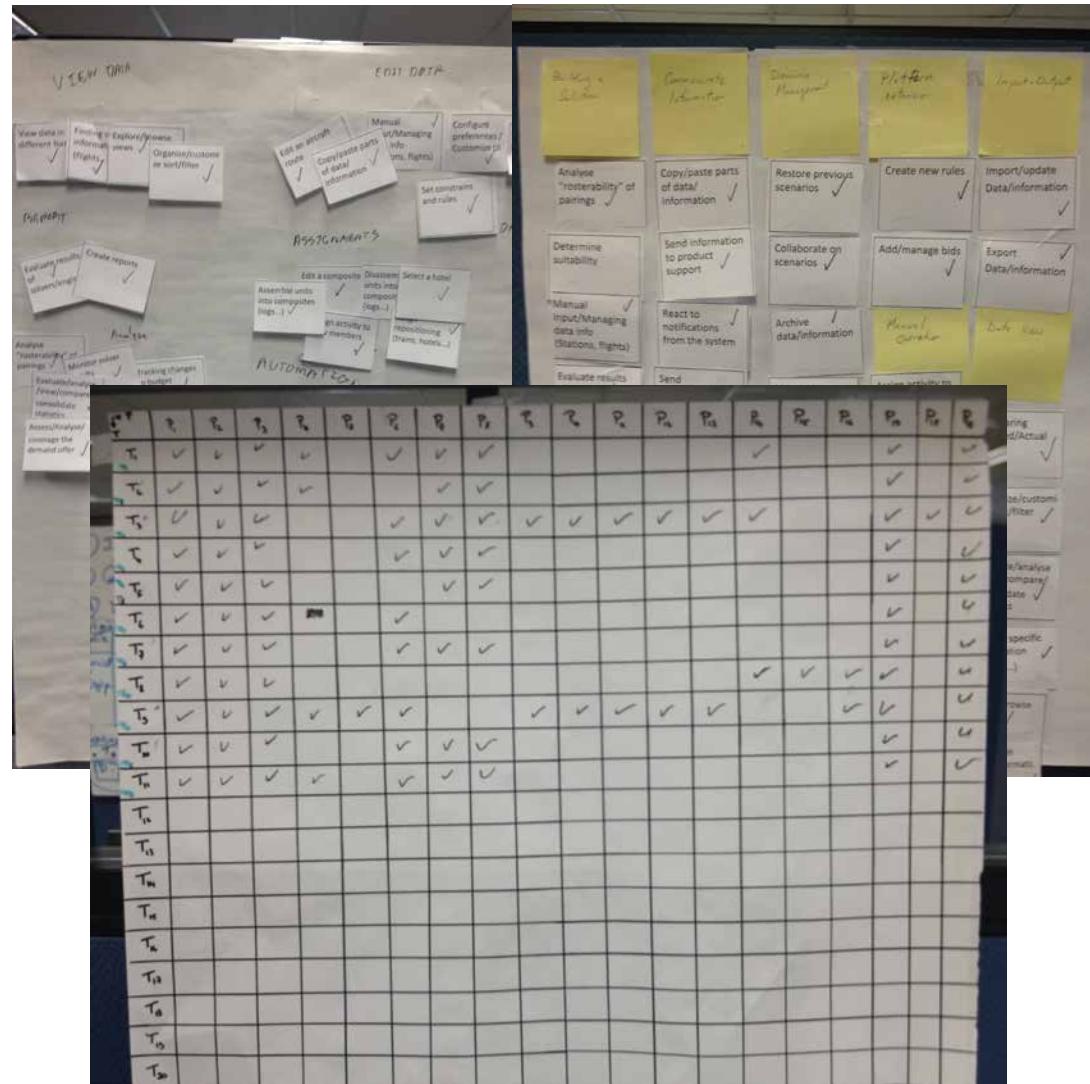
Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

For more information, please visit:

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

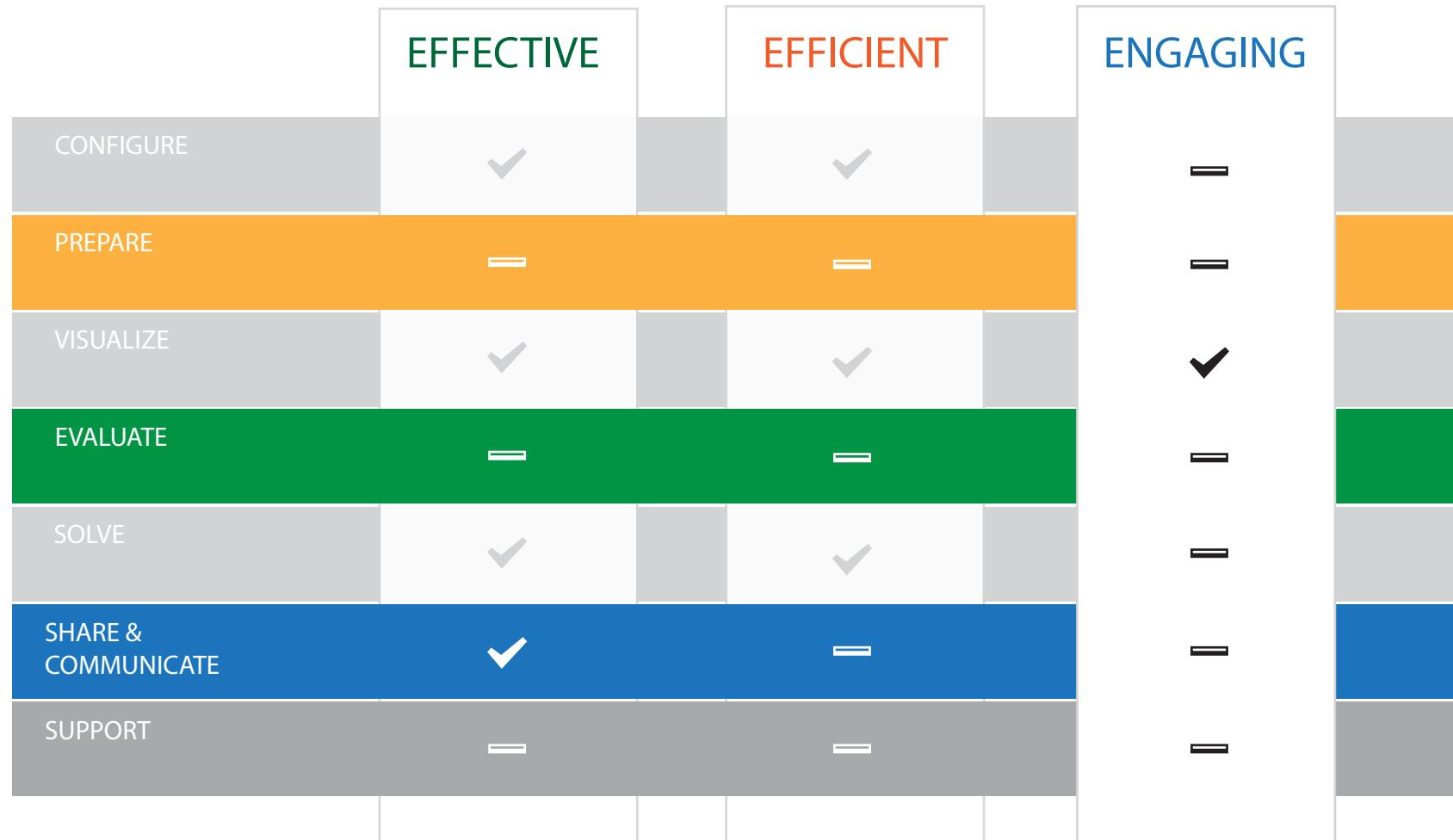
At Adopt (Kronos Division), I had a chance to moderate a workshop to better understand the project, align the team, and create personas for their new suite.

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.

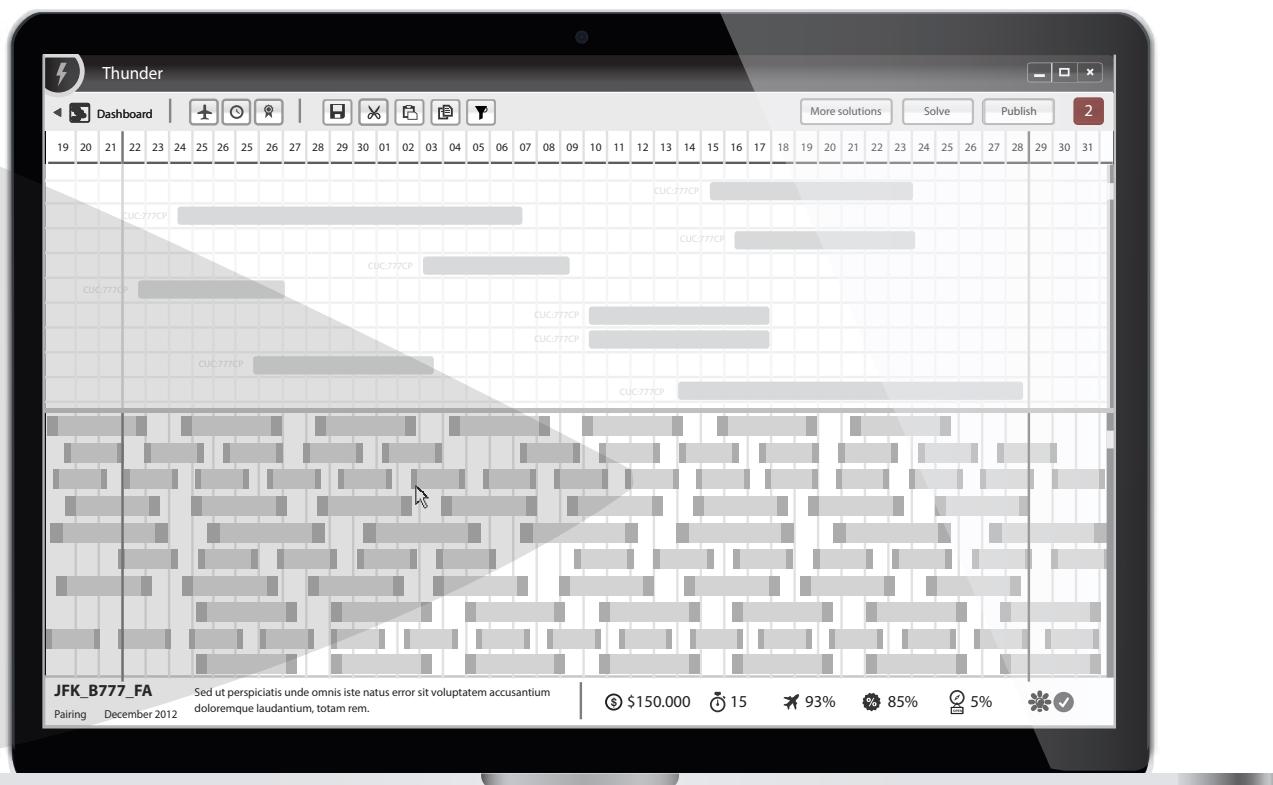
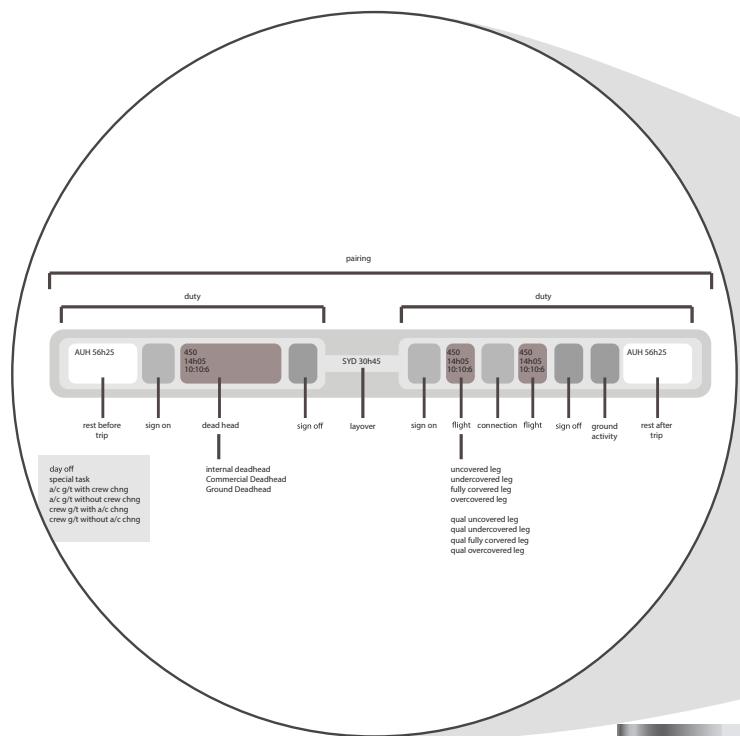
So, during the concept phase, we took in an account this result as a priority to improve the interface



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

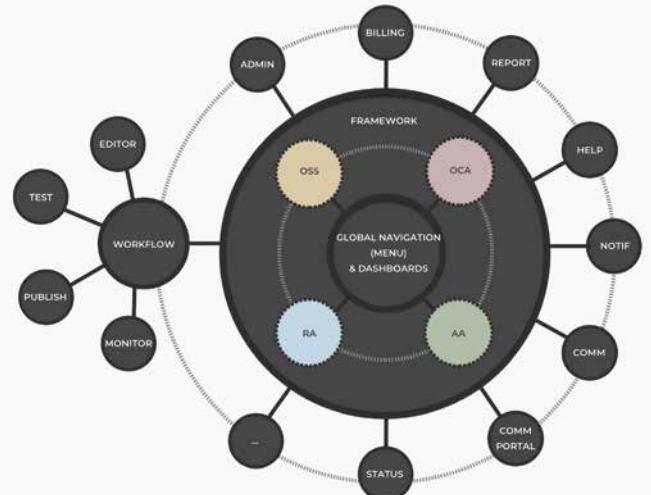
We also made some exploration about how a “pairing” - zoom below, looks like and we explored the interactions that could be performed on it.





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.

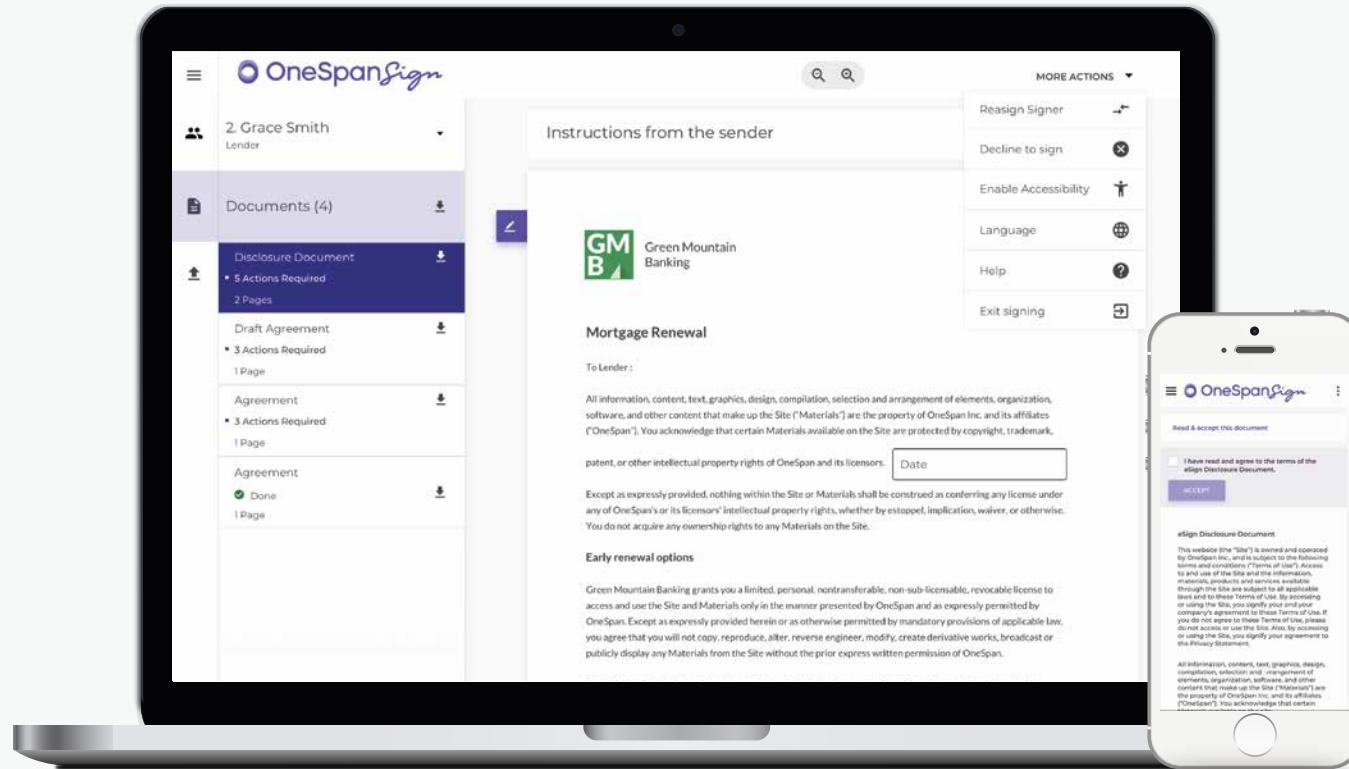


The screenshot shows the OneSpan Platform dashboard on a tablet. The left sidebar contains navigation links: Steve Fields (Log out), Dashboards (Main, Reports), Admin (Users, Roles and Permissions, Groups, Branding, Billing), Community Portal, and Help & Support.

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 link "see all activities" 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" and "Current users".

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.

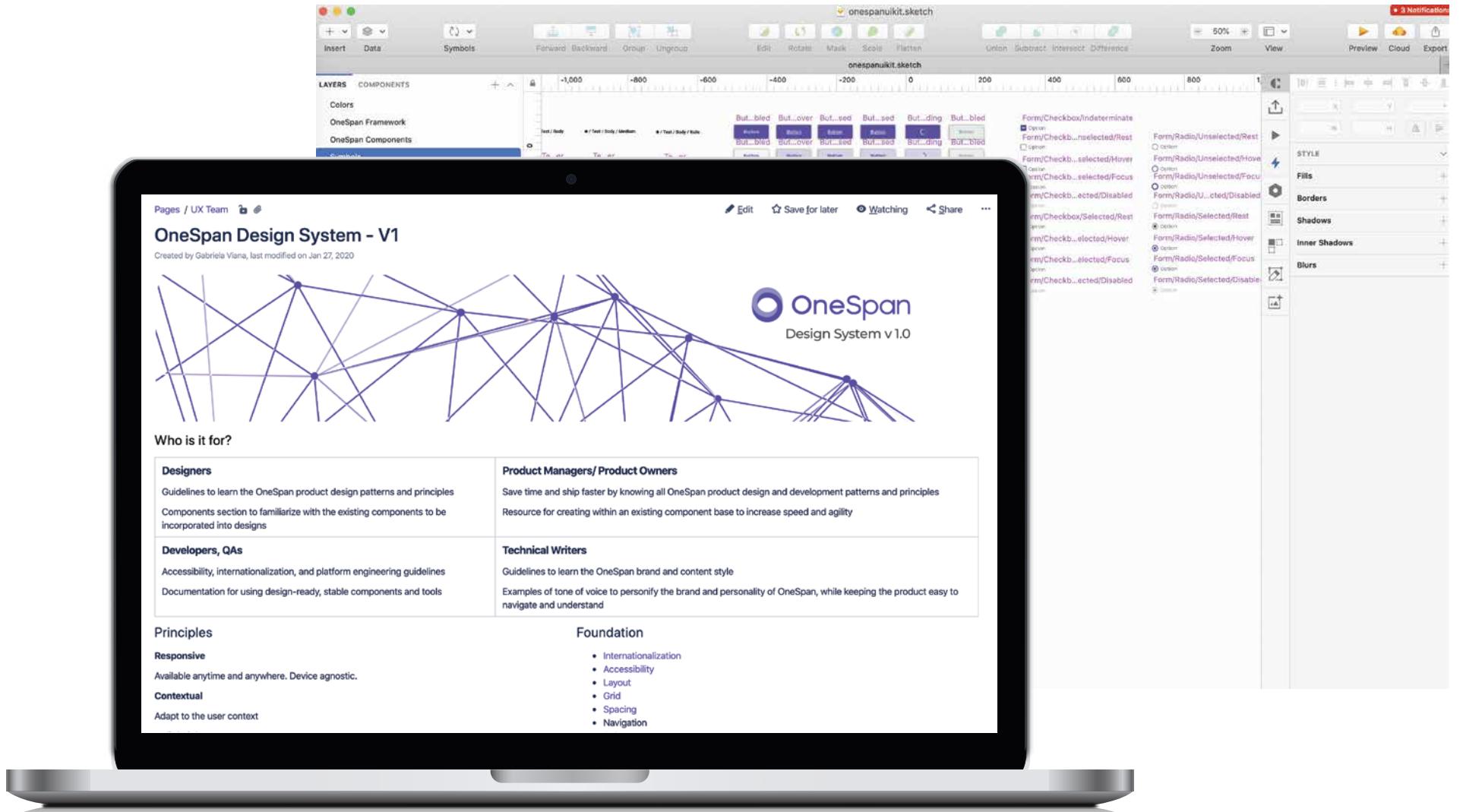
**P8:** Going in the right direction and I like the look and feel.

**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

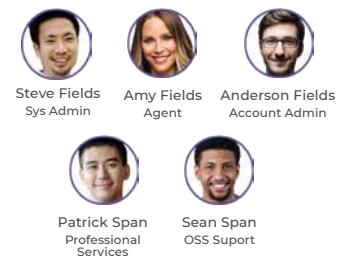
#### SOME PAIN POINTS

- 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

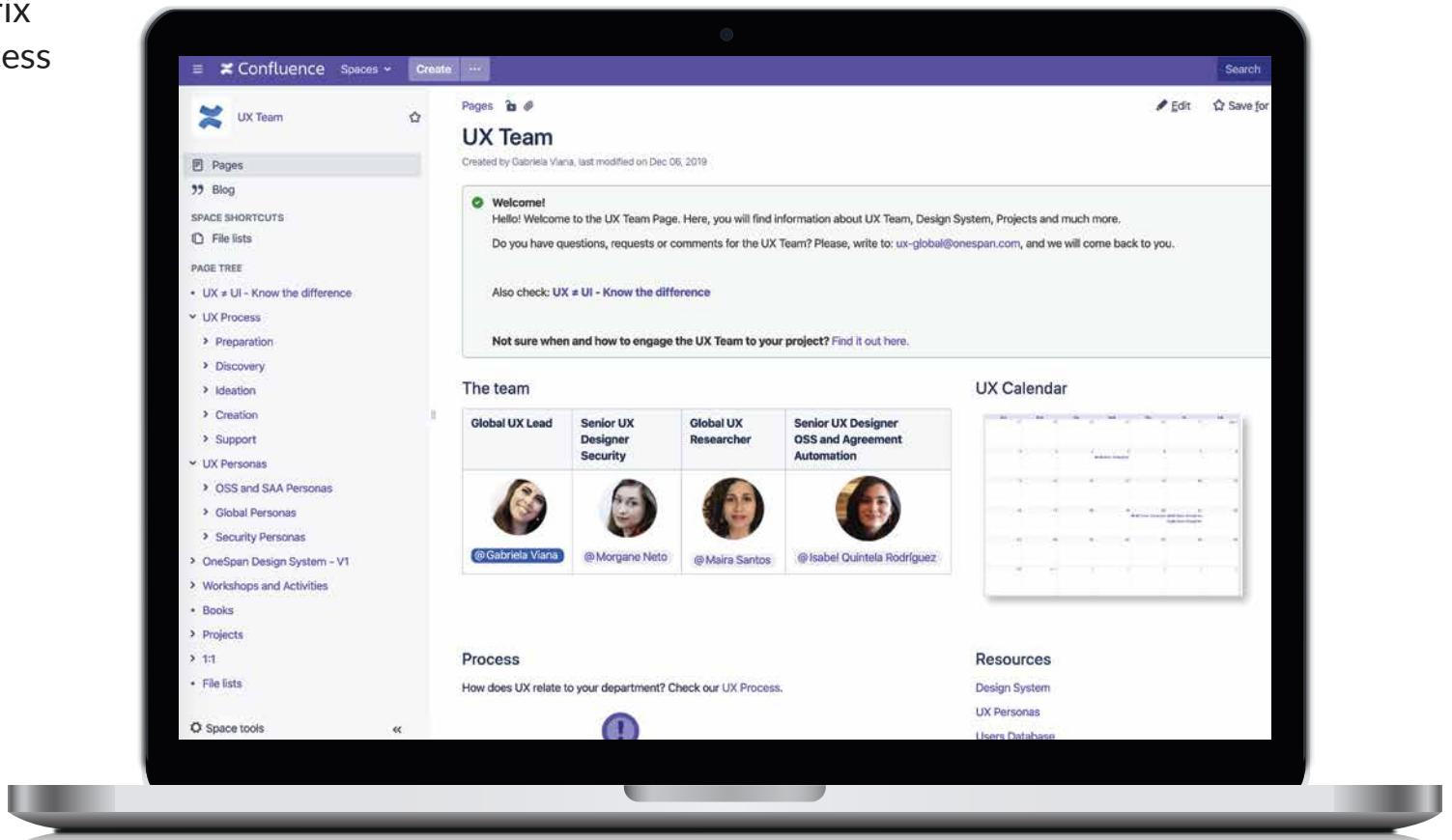


#### INTERACT WITH



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

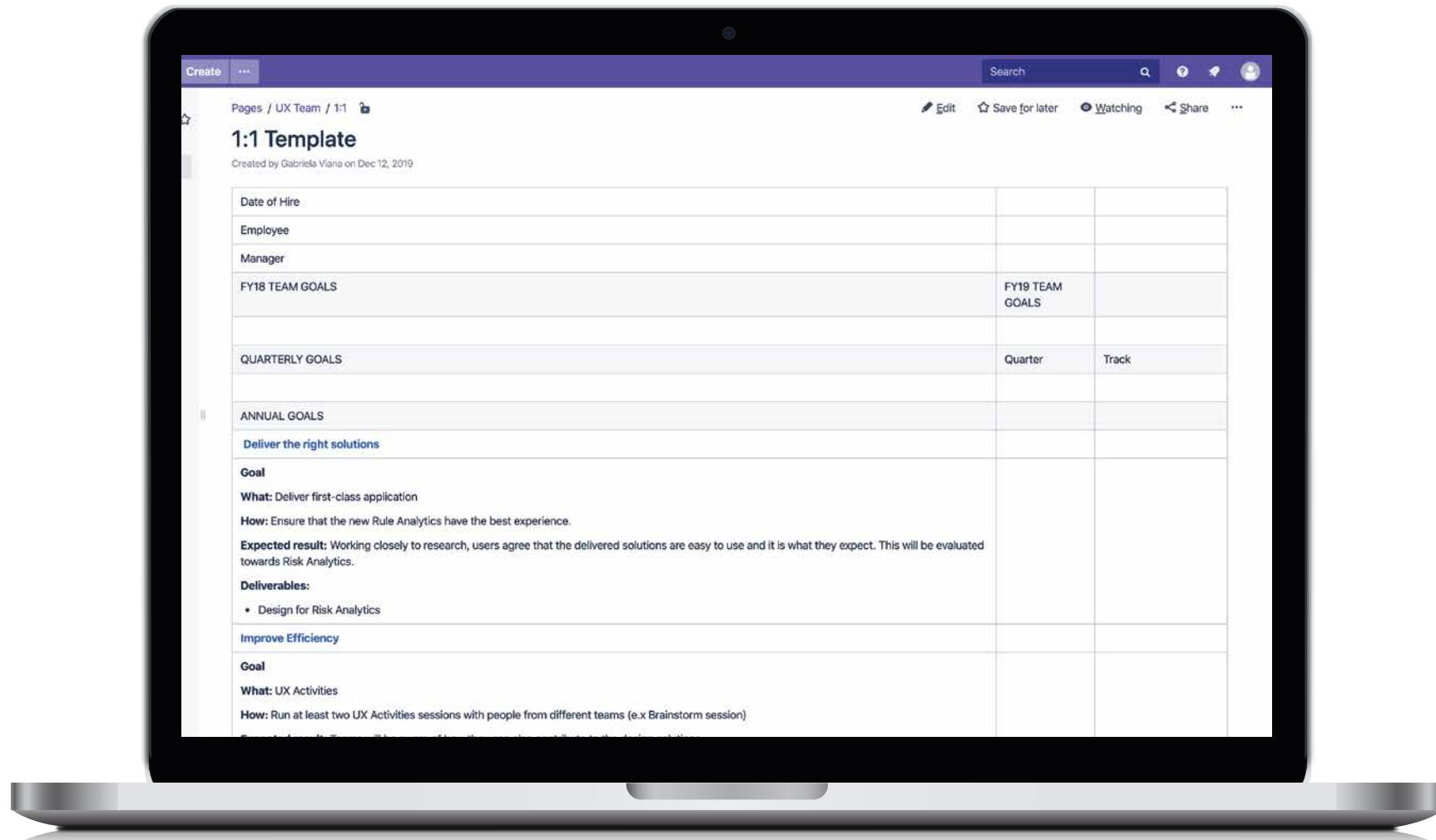


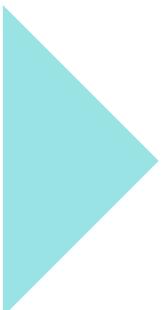
The Confluence page 'UX Team' has the following structure and content:

- 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'.
- Page Header:** 'Confluence Spaces' with a 'Create' button, and a search bar.
- Page Content:**
  - Welcome!**: A section with a green checkmark, 'Hello! Welcome to the UX Team Page. Here, you will find information about UX Team, Design System, Projects and much more.', and a note: 'Do you have questions, requests or comments for the UX Team? Please, write to: [ux-global@onespan.com](mailto: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.](#)
- Team Section:** 'The team' table showing four team members:
 

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:** A calendar view showing scheduled events.
- Process:** A section with the text: 'How does UX relate to your department? Check our UX Process.' followed by a link icon.
- Resources:** A section listing '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](mailto:gabiviana@gabiviana.com)



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[www.gabiviana.com](http://www.gabiviana.com)  
[linkedin.com/in/gabiviana](https://linkedin.com/in/gabiviana)