Gabriela Viana

Hello.Welcome to my portfolio.

On the next pages, I will walk you through some of the projects I’m most proud of.

I hope you enjoy the journey!

Table of contents

About me

- Over 20 years of experience leading teams and acting as an individual contributor
- Current position: Senior Manager, Product Designer at HashiCorp
- Previous position: Director of Product Designer at Pomelo Health
- 3 Publications
- 2 Awards
- Master’s Degree in Industrial Engineering at Polytechnique Montreal (Software Ergonomics)
- Bachelor in Social Communication (Marketing and Advertising) at Salvador University
- Partial Diploma in Management (E-business) at McGill University
- Certificate in Design of Visual Communication at Salvador University
- Certificate in Web Accessibility (WCAG) at Montreal University

My approach

I believe building the best user experience is not the responsibility of one team, but of **all teams** involved in the process.

From the moment the user knows a service or a product exists, buys and/or uses - all teams need to be part of the discussion of “what is the experience we want to deliver?”,

It’s important to understand the motivations, challenges users can face during their journey.

Understand users (and customers)

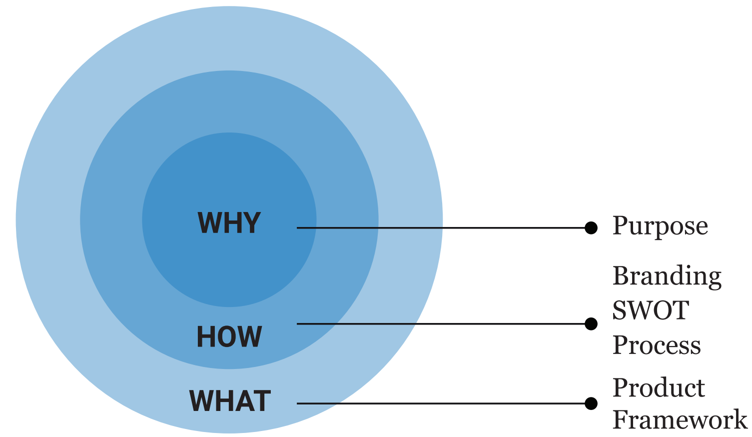
Who are they? (Verticals, Personas)

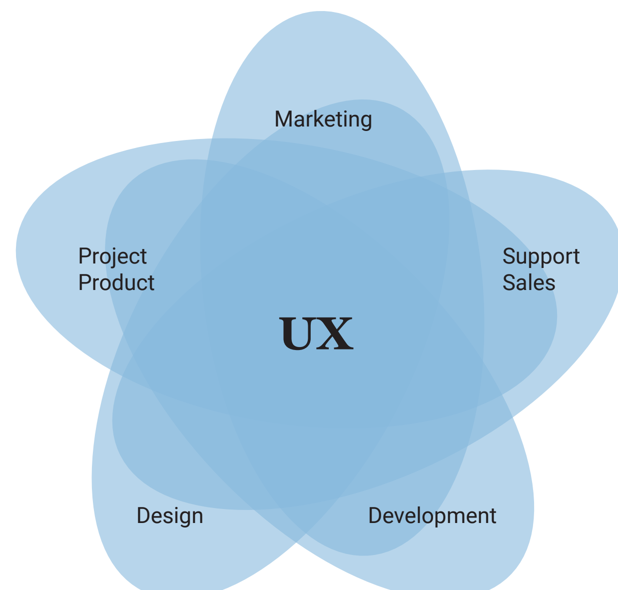
Why are they interested? (Motivations)

What do they want to achieve? (Goals)

Where/When do they use? (Context)

What are their pain points? (Challenges)





Management

It has been 7+ years, that I've been responsible for not only working as an Individual Contributor, but also:

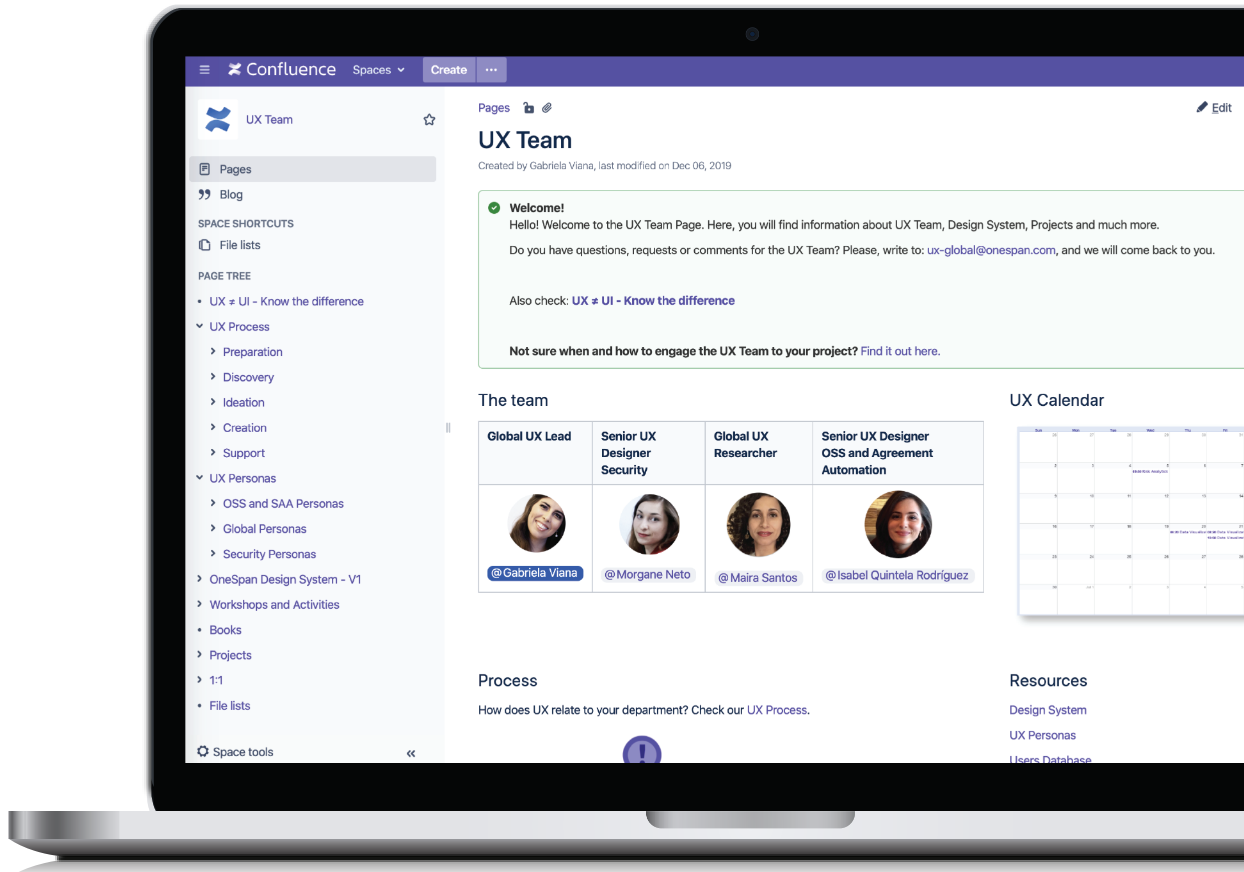
Establish cadence for regular check-ins and empower the team to manage the day to day tasks, checking in often enough to ensure they are on track to deliver value against the business objectives without micro-managing

Provide career, leadership development, coaching and guidance through recurring team and one-on-one check-ins.

Manage, mentor, motivate, lead and inspire the team to constantly deliver excellence in performance.

Build the capability of designers across the design team by providing open and candid feedback, direction, and coaching

Aid in the sourcing, recruiting, hiring and retaining of high performing talent



Project

Workforce Management

About

UKG | **1000** fortune companies **35+M** of users **100+** countries

UKG is a workforce management company, powered by AI and the world's largest collection of people, workforce, and culture data for 80,000+ organizations across all sizes, industries, and geographies.

Who

Nurse manager

Why

When meeting with customers, the team learned that the Schedule needed to be updated specially to cover cases of managers who needed to schedule for more than 4 weeks at a time - which is a common scenario in Hospitals. The look and feel was also deprecated and we needed to address Accessibility requirements.

How

In partnership with the Product Owner, Developers, Accessibility Expert, we went through many iterations on how the new Schedule could look like.

I started by creating a brief and making sure to gather as much information as possible, then did competitive analysis.

I drove brainstorm sessions and paired design with the Accessibility Expert to make sure we were leading toward the right direction. And made several presentations to many stakeholders, making sure to address their concerns.

With the support of the Product Owner, we identified key customers and we did 40 interviews to make sure we addressed the main users' pain points.

Team

Product Onwer

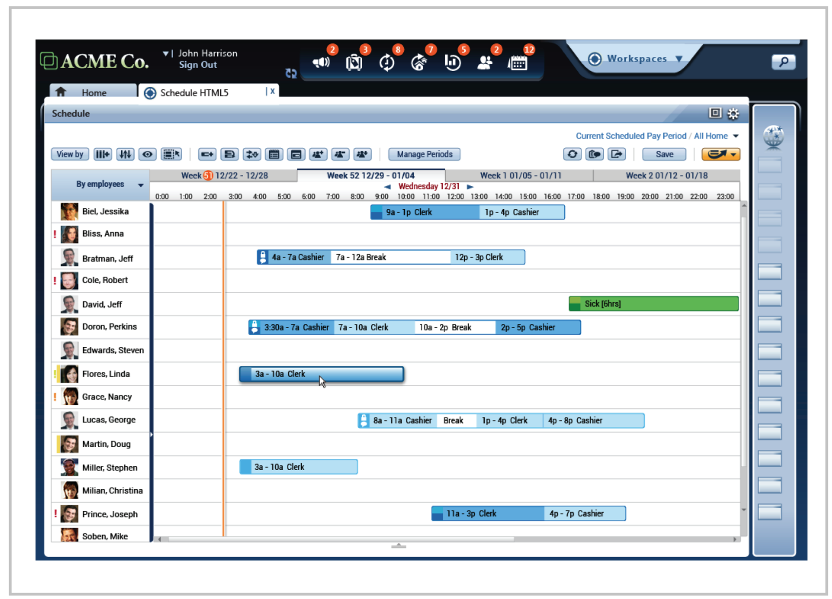
Lead Interaction Designer (me)

Archtect

Accessibility Expert

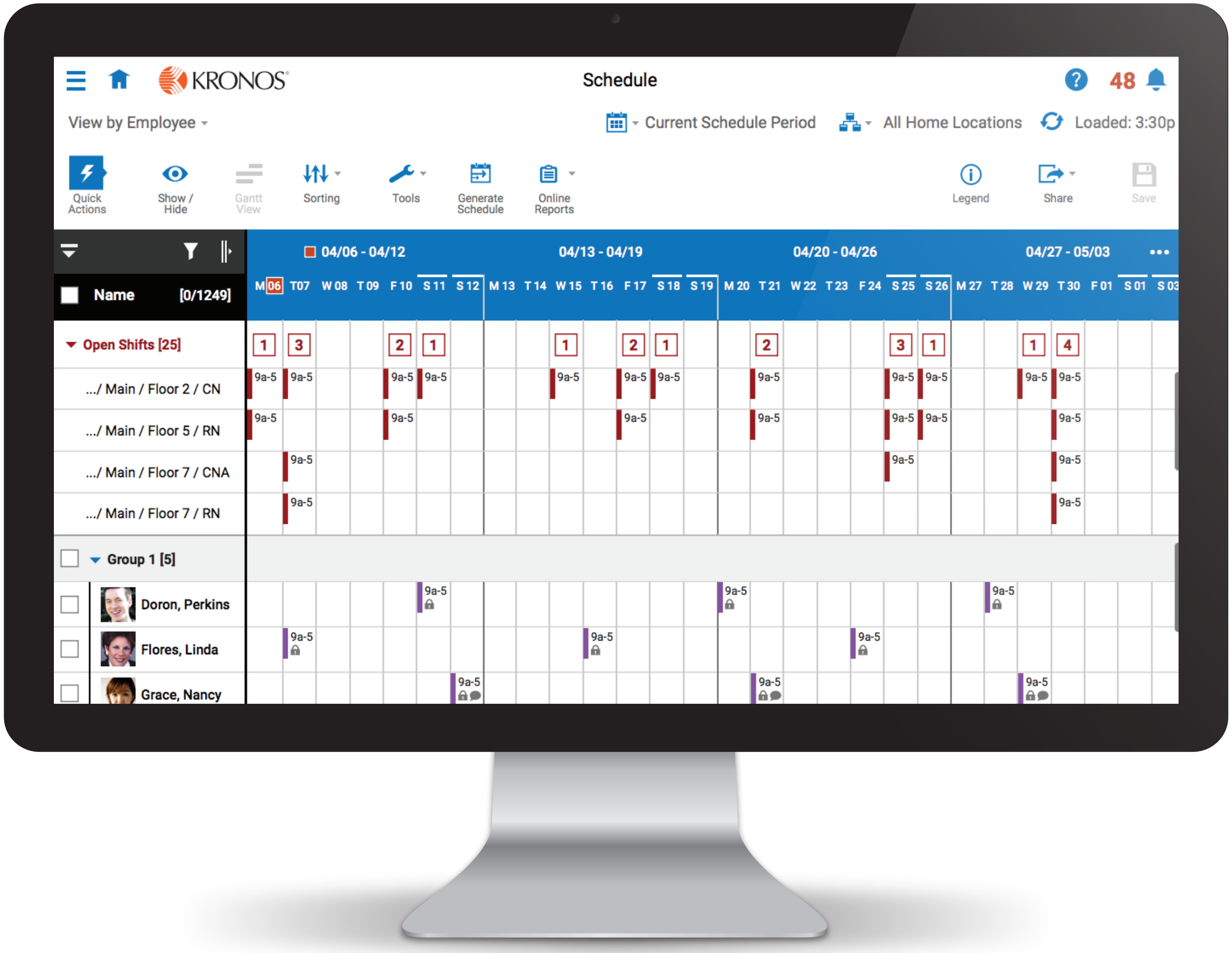
Front-End Developers

Back-End Developers



Original Schedule

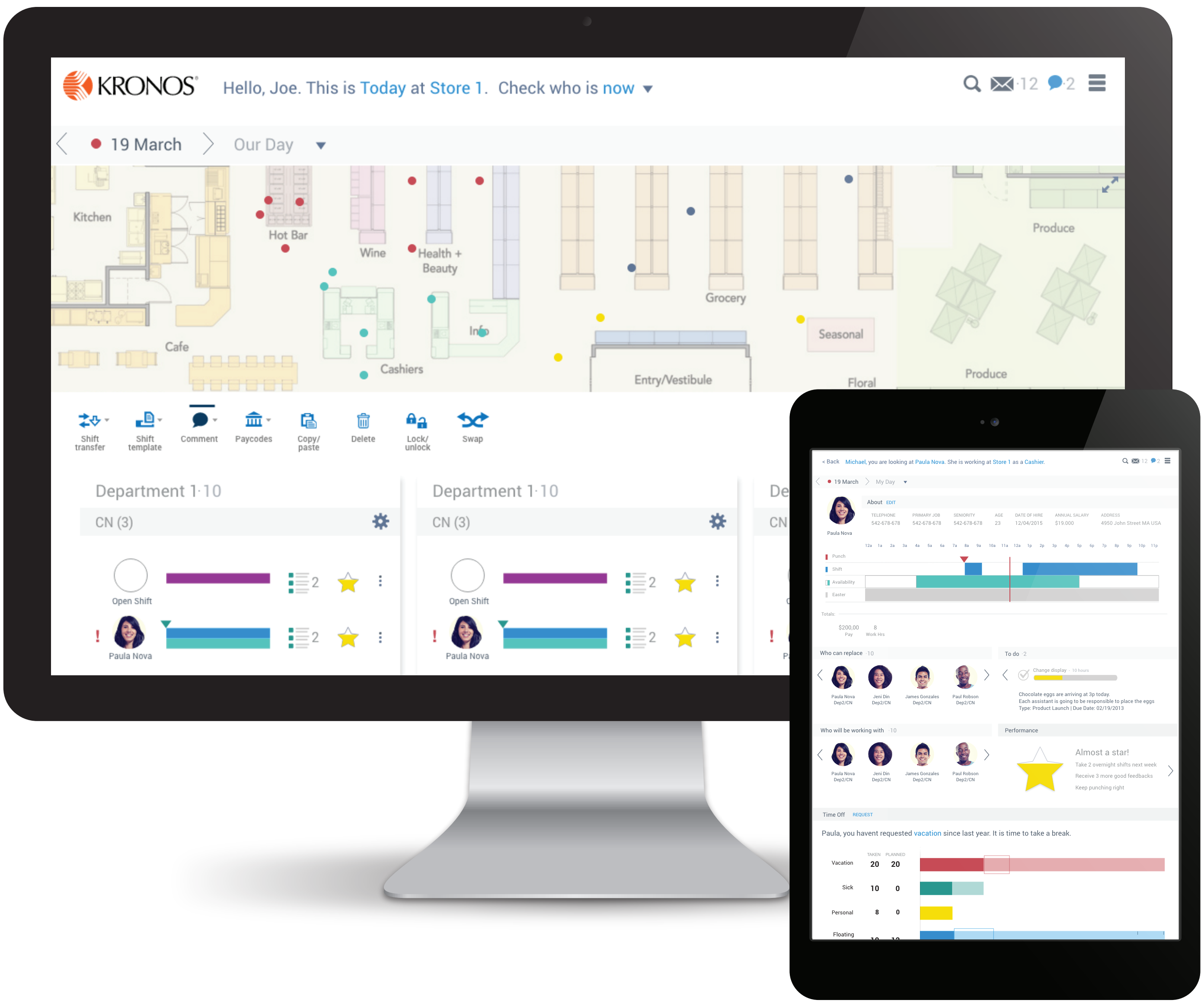
Solution and results



We needed to make sure a complex system is intuitive, respects accessibility rules and follows responsive design guidelines.

For the new Schedule, more than 40 customers worldwide were interviewed during sessions of 1 hour each. 98% of the customers really appreciated the new design and they were glad to see it was easier to create schedules for 4-6 weeks period.

Other projects: Staffing exploration



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

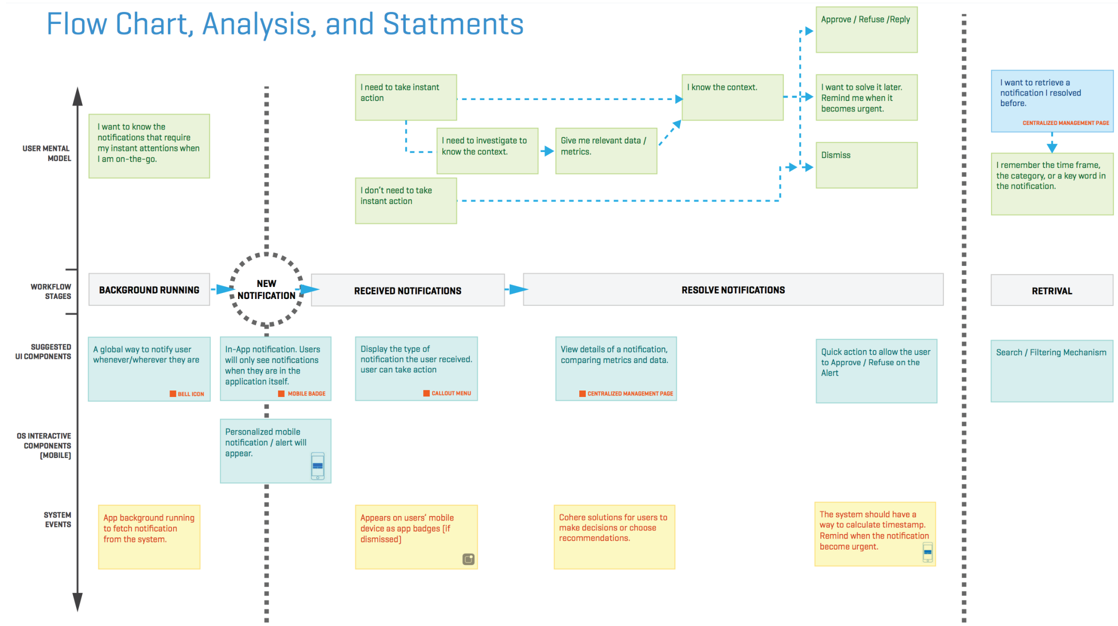
And an exploration for the employee experience, in which they can see their week schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

Other projects: Control Center

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 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 Statments



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

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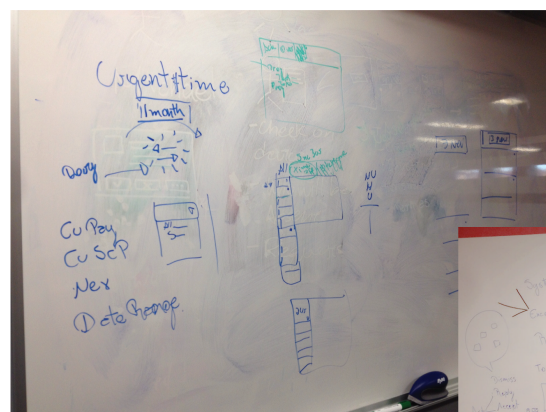
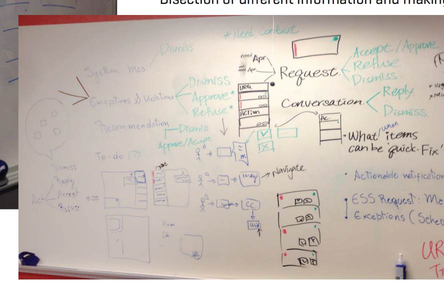
Disection of different information and makin



Centralized Management Page & necessary info ▴



Other projects: Open Shit Cycle

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

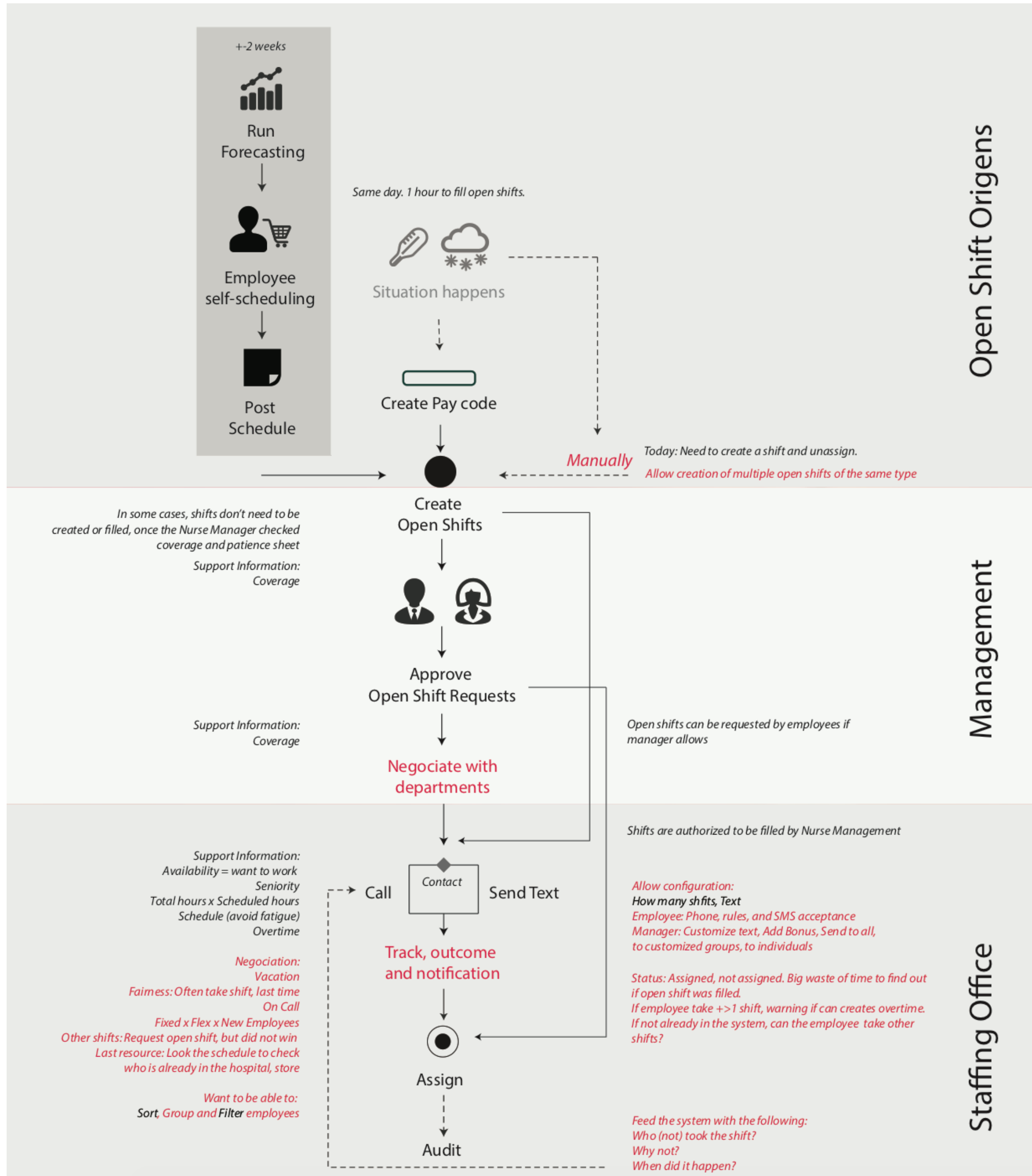
The advantage of drawing a process like this are:

- Give the designer and other stakeholders an overall view of the process and help to scope the project

- Highlight the areas of improvement - innovation

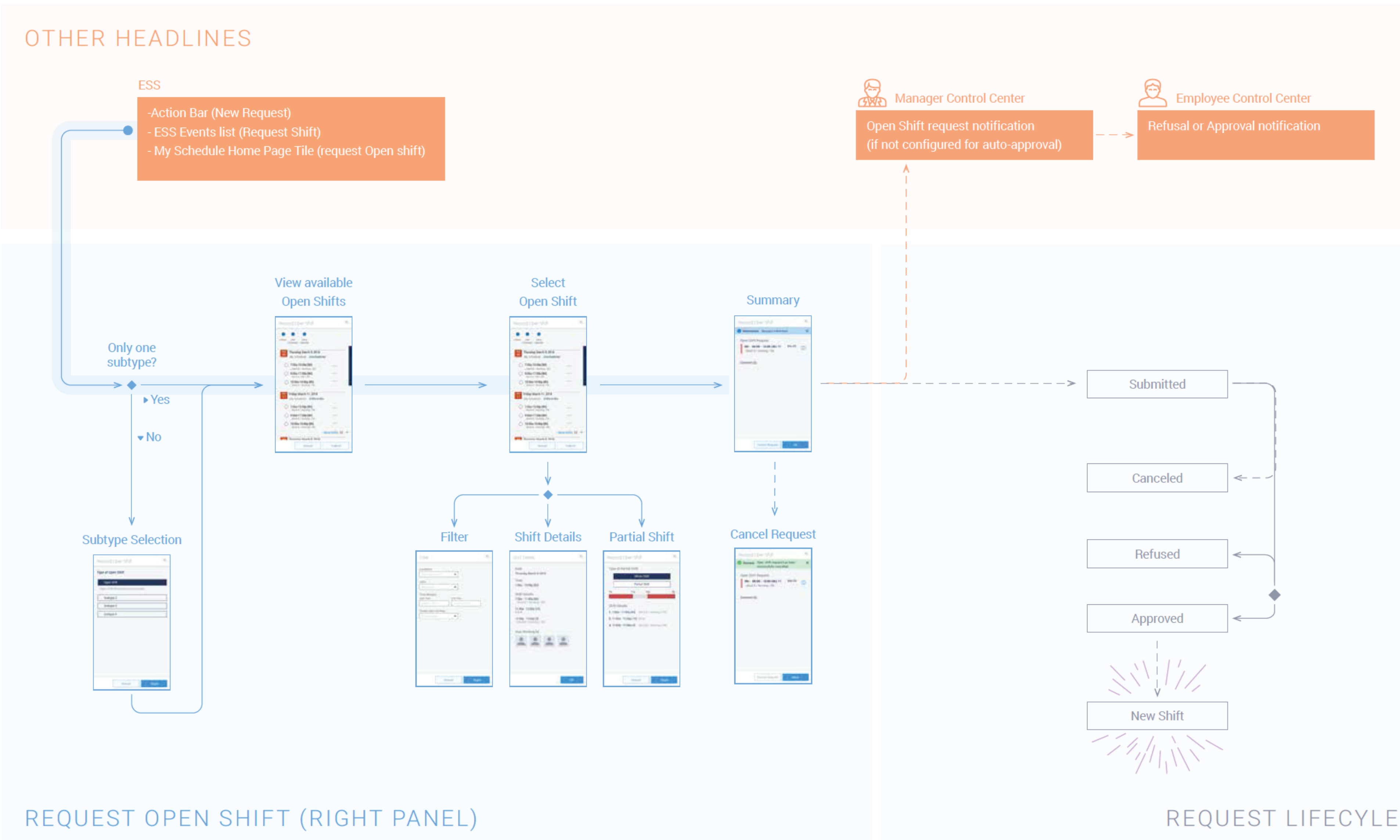
- Focus in the process not in the design (it can contribute to many designs and help to see dependencies)

- Help new stakeholders to get up to speed in understanding the process



Other projects: Open shift

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



Project

Cybersecurity

OneSpan

About

OneSpan

60% World's largest 100 banks 100+countries

A digital agreements security company with a heritage in cybersecurity and business workflows.
OneSpan processes millions of digital agreements and billions of transactions annually.

Who

Abram Fields (Fraud Analyst)

Why

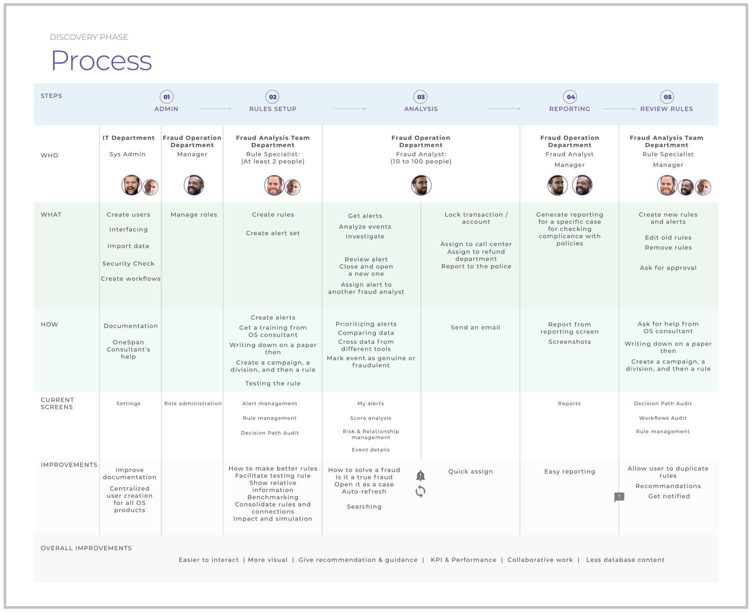
Every day, Abram needs to investigate thousands of suspicious transactions at the bank he works for. Abram would appreciate having a way to quickly identify the most critical cases and connect with other colleagues who may be working on the same case.

How

The Fraud Analysis domain was a new area for some of the team working on this project, including myself. The first step for this project was to interview domain experts in the company who could give us a better idea on how a department of Fraud Analysis works. After meeting with them, I and the Product Designer created a diagram on how the Fraud Analysis department looked like. We understood that one of the pain points of the Fraud Analysts was how the current Forensic Analysis solution was displaying data and the lack of a dashboard for them to have an idea of cases that were severe and/or treated by their colleagues.

Team

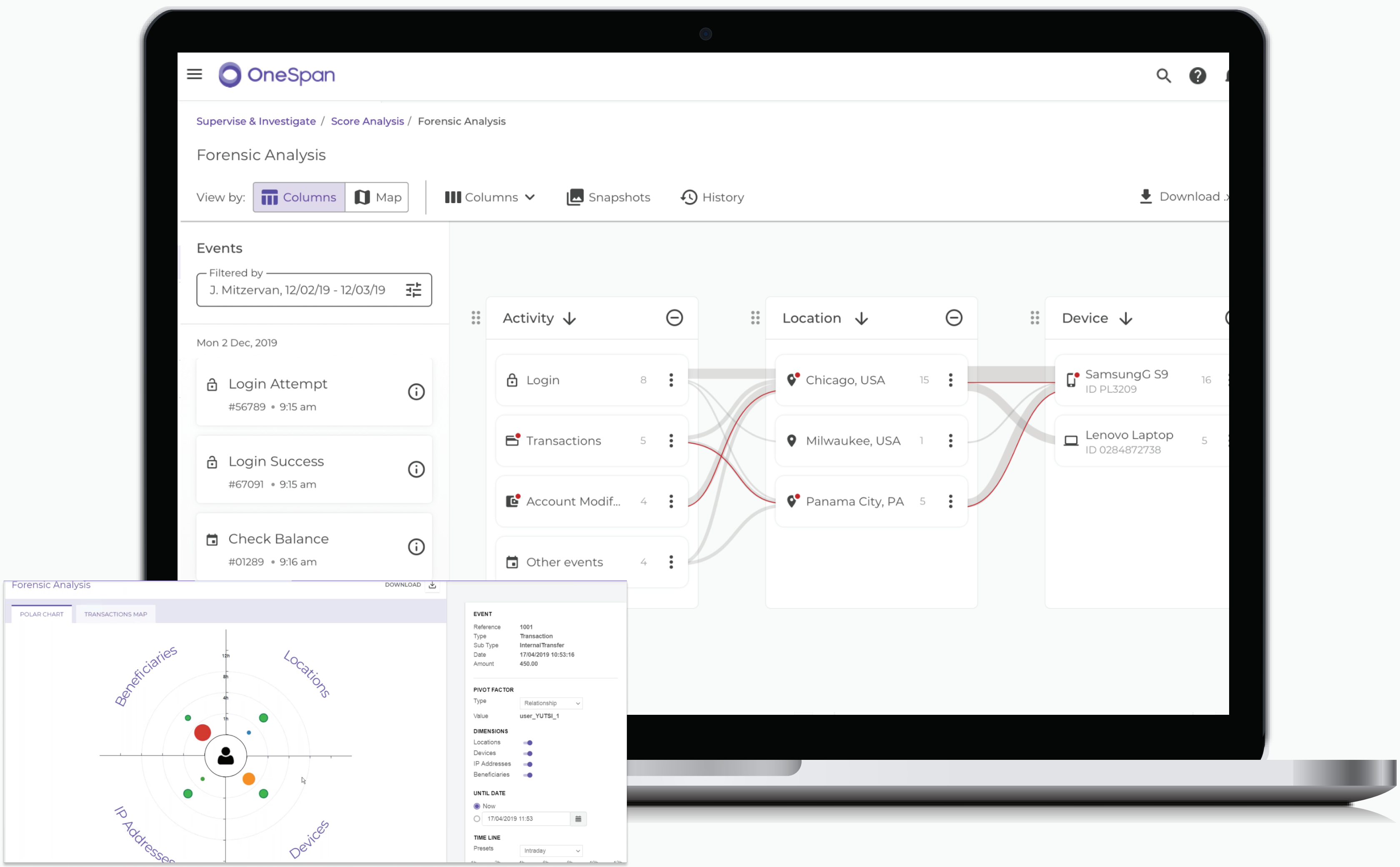
Product Onwer
Scrum Master
Head of Design (me)
Product Designer
Accessibility Expert
Developers



Fraud Analisys Department

Solution

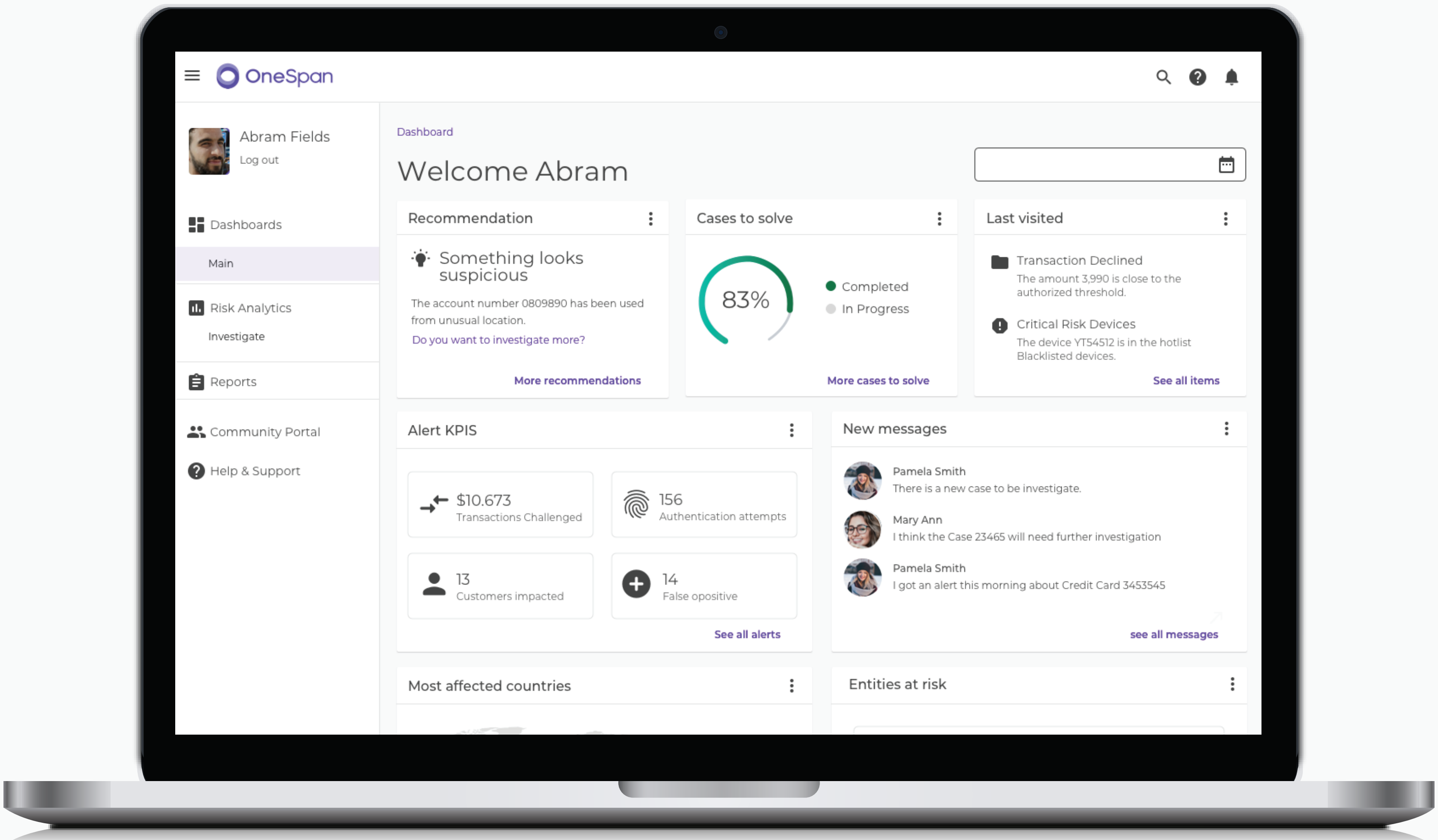
Based on what we learned, we created a new example of Forensic Analysis. With the new version, users could have a better visualization of the problem, save different scenarios by creating snapshots, leverage a powerful filter and share their findings with other colleagues.



Old experience

Solution

We also created what the Dashboard experience could like. Key information was displayed on it, such as Last visited cases, for easy access to work in progress, new messages of colleagues about the cases they were working on, and most important, recommendations of the most severe cases Abram should be looking for.



Other projects: E-signature

Who

Rose Smith (the signer)

Why

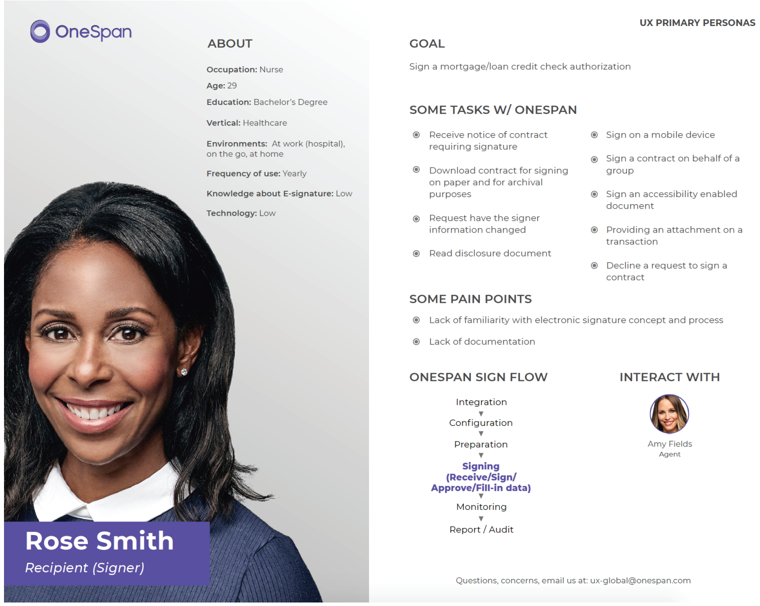
Rose is an ER nurse in a large hospital. She is very busy and complex technology is not her strength. She recently bought a house and needs to sign several documents. E-signature really helps her make the process easier, as much as the interface is intuitive and guides her through the process.

How

When I joined OneSpan as Head of Design, this was one of the first projects the team was working on. The current solution was quite outdated and the actions the user needed to perform on the screen were quite spreaded out. We received a Usability Study from one of the banks that adopted this solution, and we learned that re-think the experience was critical. Together with the Development Team, we discussed a couple of solutions to rethink the experience. Considering the pain points, the first approach was to identify all the actions the user could do in the system and organize them. Another consideration was to make the interface with as few colors as possible, because this is a solution that will be used by several banks, so it needed to be white-label. With a couple interactions and brainstorm sessions, we came with a solution that after scoring really high when validating the designs.

Team

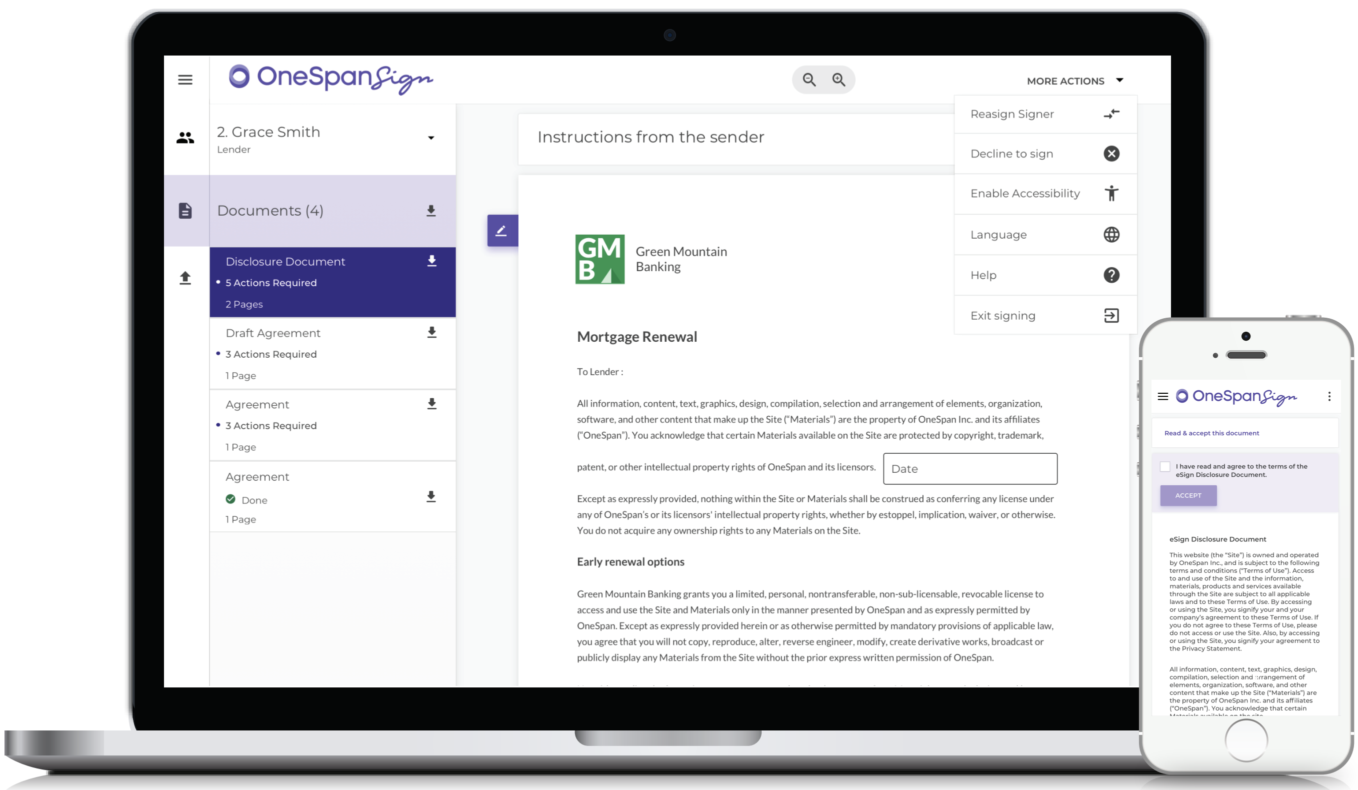
Product Onwer
Scrum Master
Head of Design (me)
Product Designer
Accessibility Expert
Developers



Original Schedule

Solution

The new interface was responsive, accessible and clean.
The simplified version really helped to facilitate the signature process to banks, but most important, to millions of users.



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

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

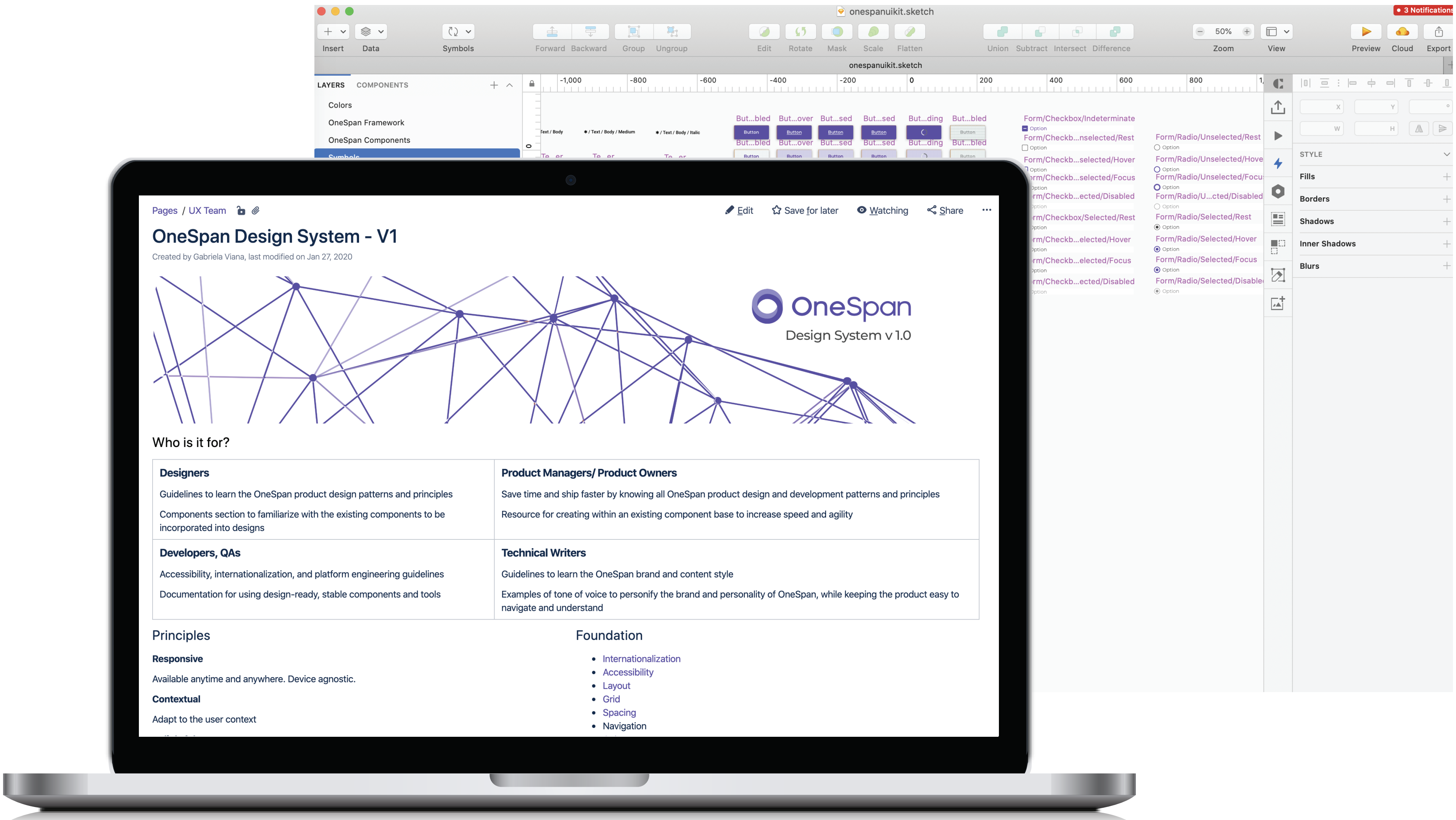
P8: It is condensed, cleaned document in the middle, it is much better.

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.

Other projects: Design System

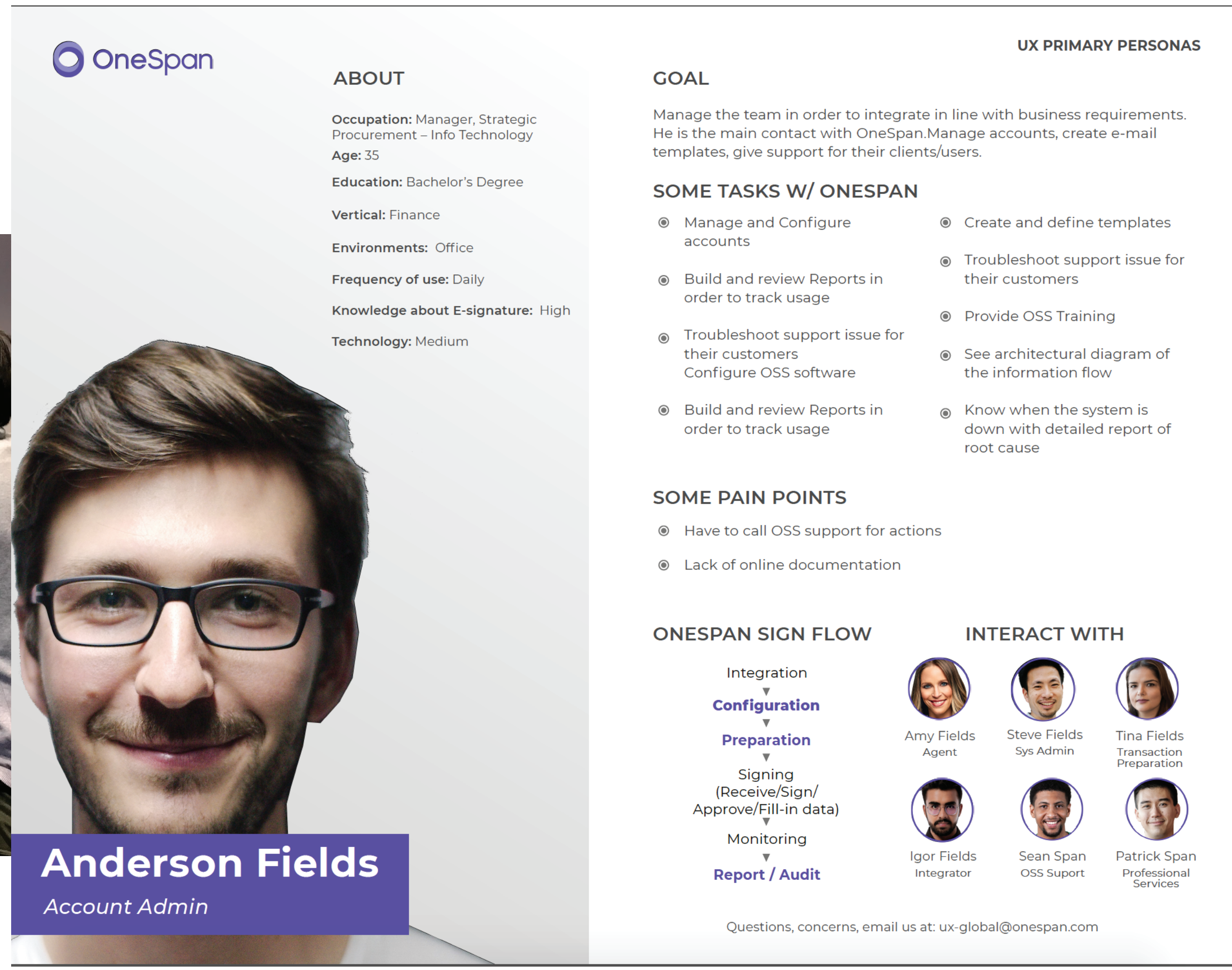
At OneSpan, I was also responsible for developing the Design System.The goal was to make sure all the products have not only the same look and feel, but also the same structure, navigation, patterns and components.



Other projects: Personas

I also ran workshops to create OneSpan Personas.

And speaking of personas...Personas are the subject of my Master'sThesis: **Practitioners' Points of View on the Creation and Use of Personas for User Interface Design.**



Project

HealthCare

PomeloHealth

About

PomeloHealth

6.000 clinics **1.2 M of users** **25 most innovative company**

PomeloHealth was a Quebec based start-up and developer of a leading end-to-end online healthcare productivity solution in Canada to provide to patients with the ability to book and manage appointments online.

Who

Patient

Why

Patricia is a busy employee and mother of two. When she is sick or someone in her family, she needs to quickly find a solution. She would really appreciate having a solution where she can book an online appointment for an online or in person consultation.

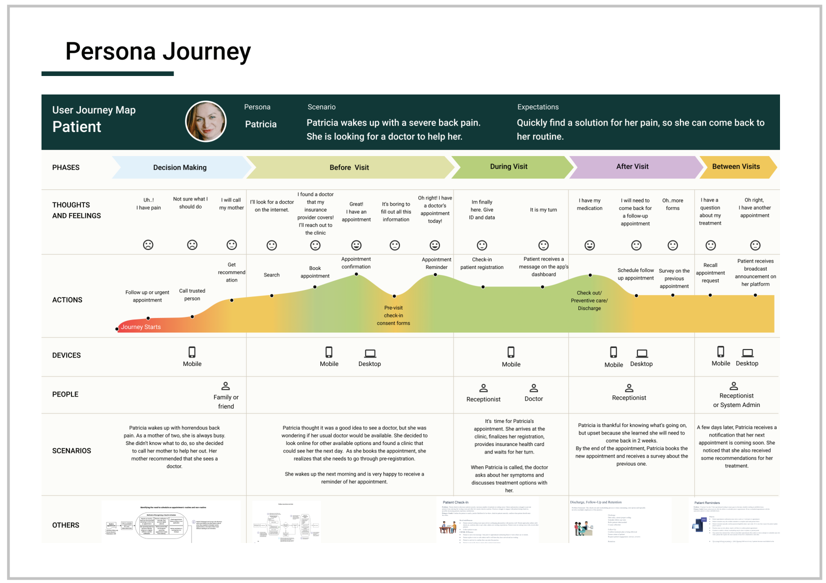
How

As a Director, I was tasked to rethink the ecosystem of products at PomeloHealth and make sure they were aligned to our user's expectations.

In partnership with the VP and Directors of Product Management, Director of Development, VP of Marketing, I created a plan to come up with a vision of integrating the current products of the company while providing an end-to-end experience for both patients and practitioners. On the next pages, let's see some of the steps of this process.

Team

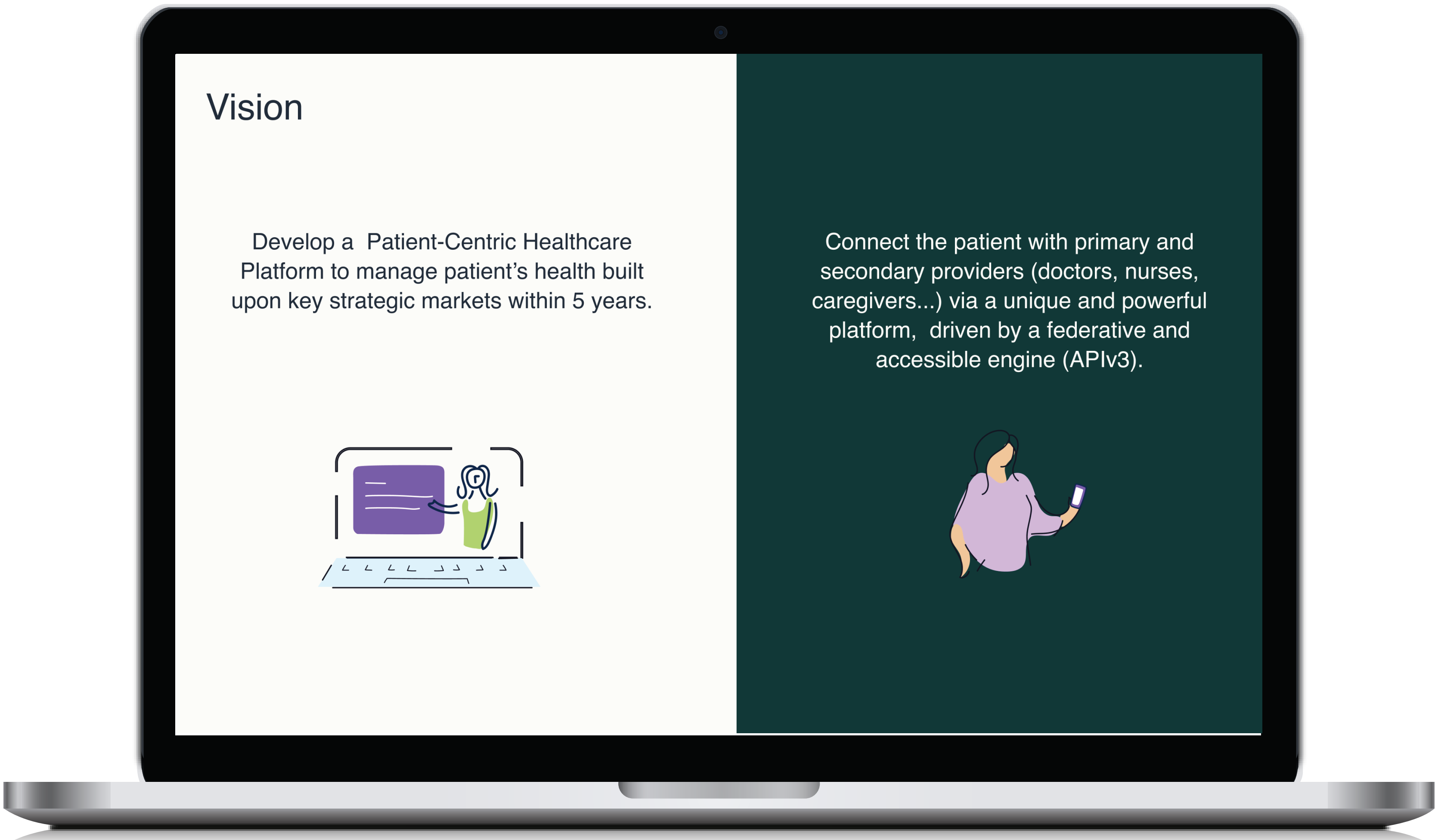
Product Onwer
Scrum Master
Head of Design (me)
Product Designer
Accessibility Expert
Developers



Patient Journey

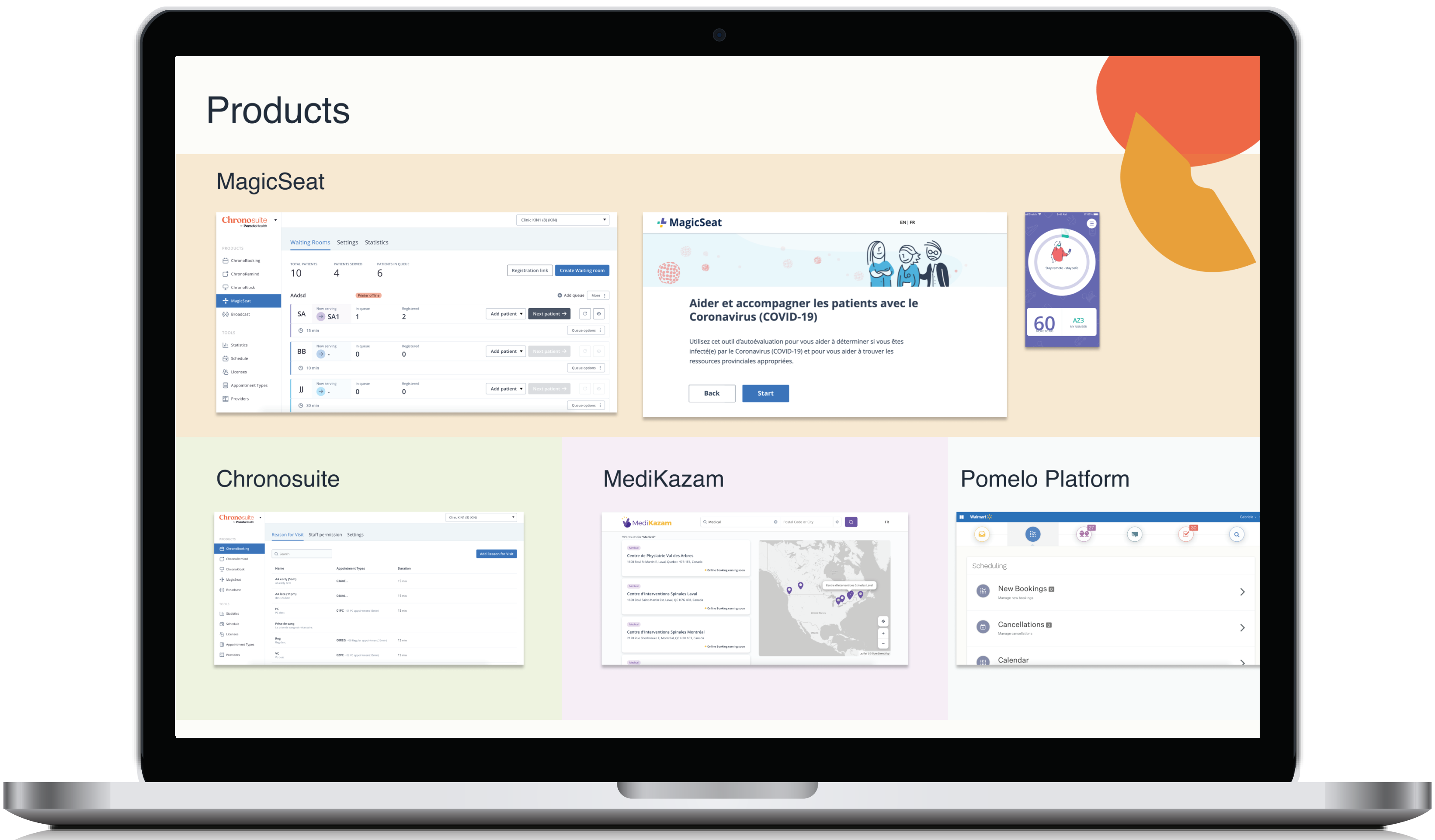
How

One of the first steps was to understand the vision of the business.



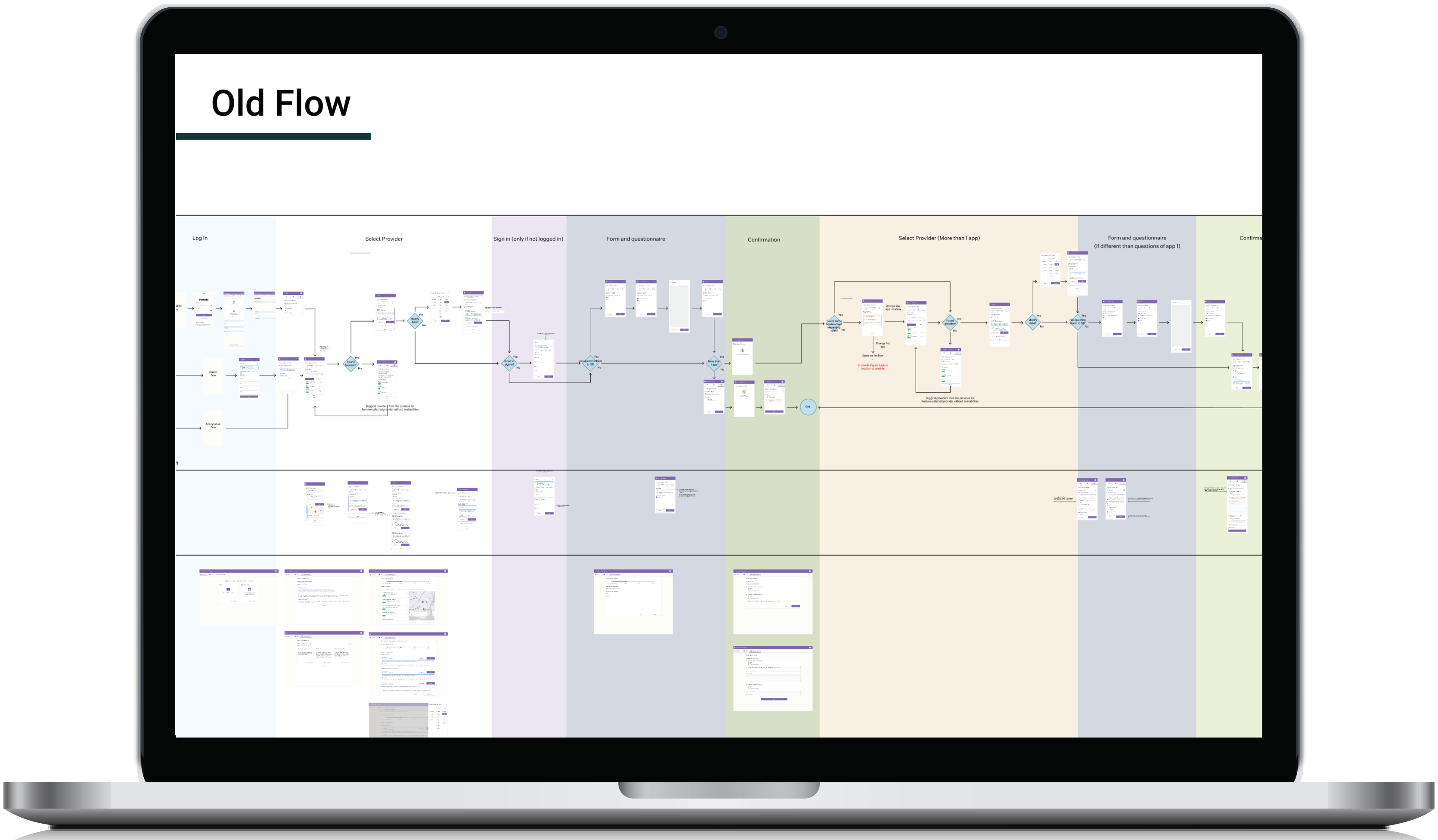
How

Then, understand how the experience of the products looks like today. The company had different products with different experiences, even though they shared the same users and customers.



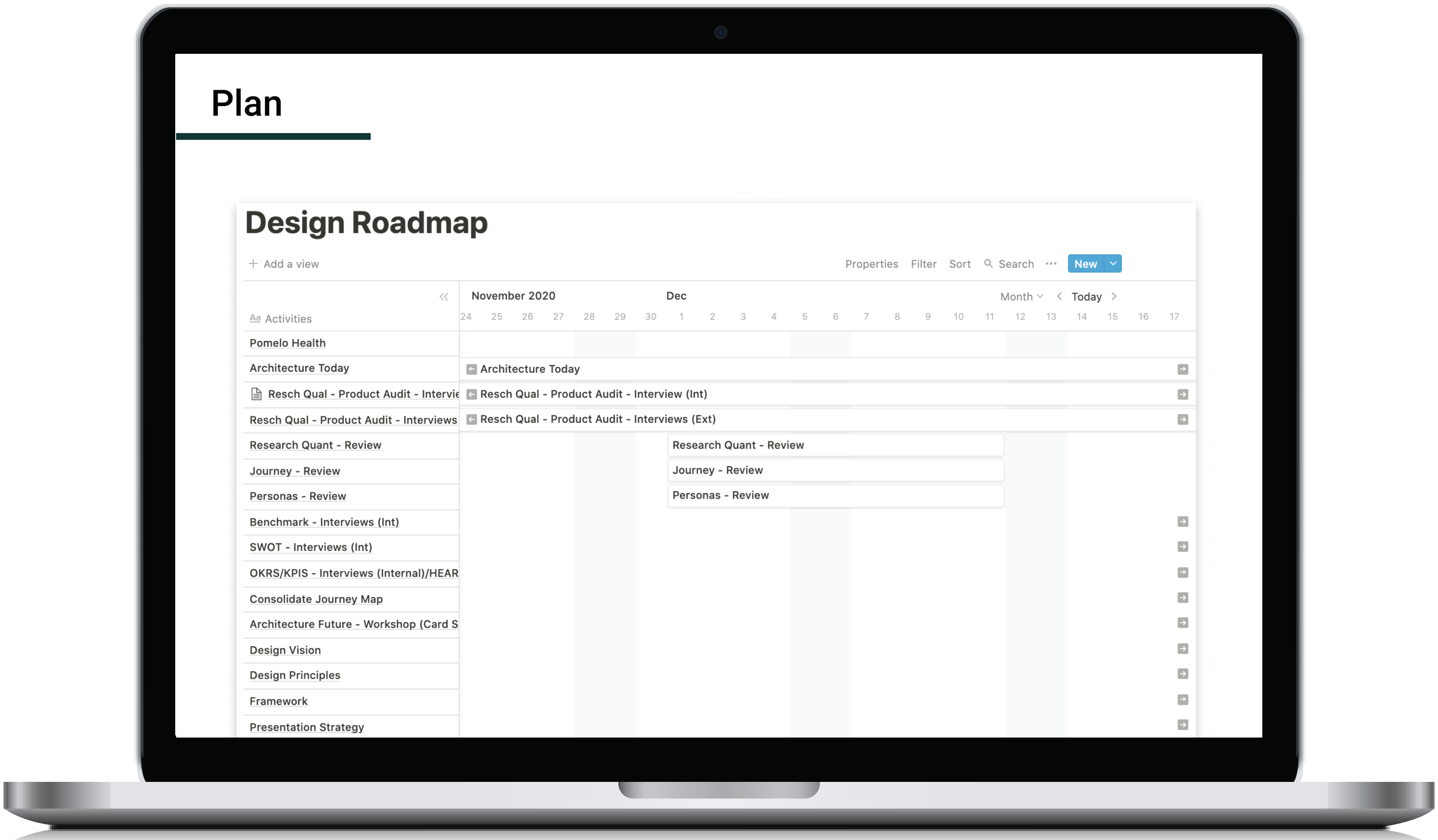
How

It was important to understand how the process looked like of each product, identify duplicates, understand technical limitations.



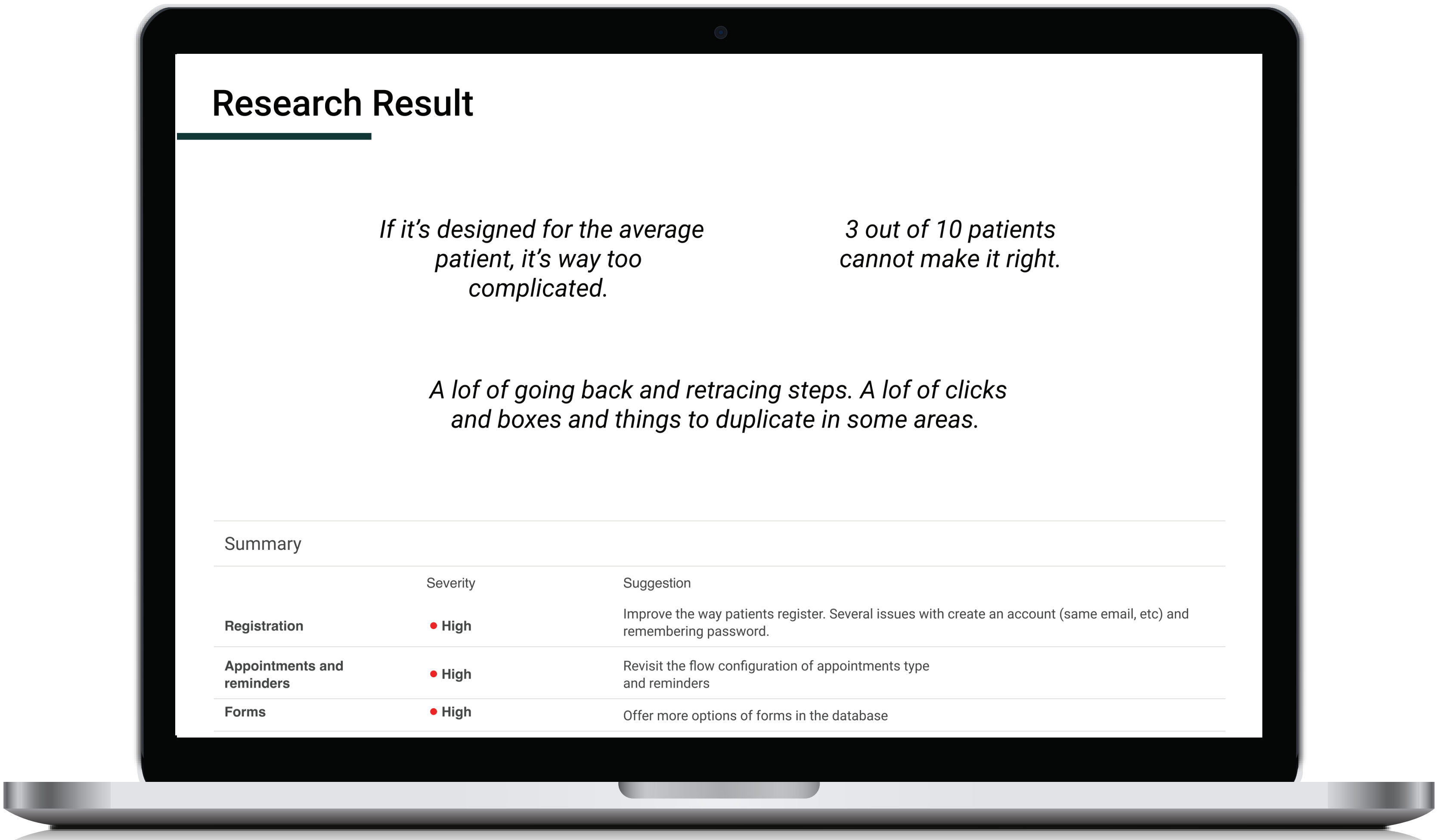
How

Once the audit of the experience was done inside the company, I came with a roadmap on how we should move forward to create a vision for PomeloHealth.



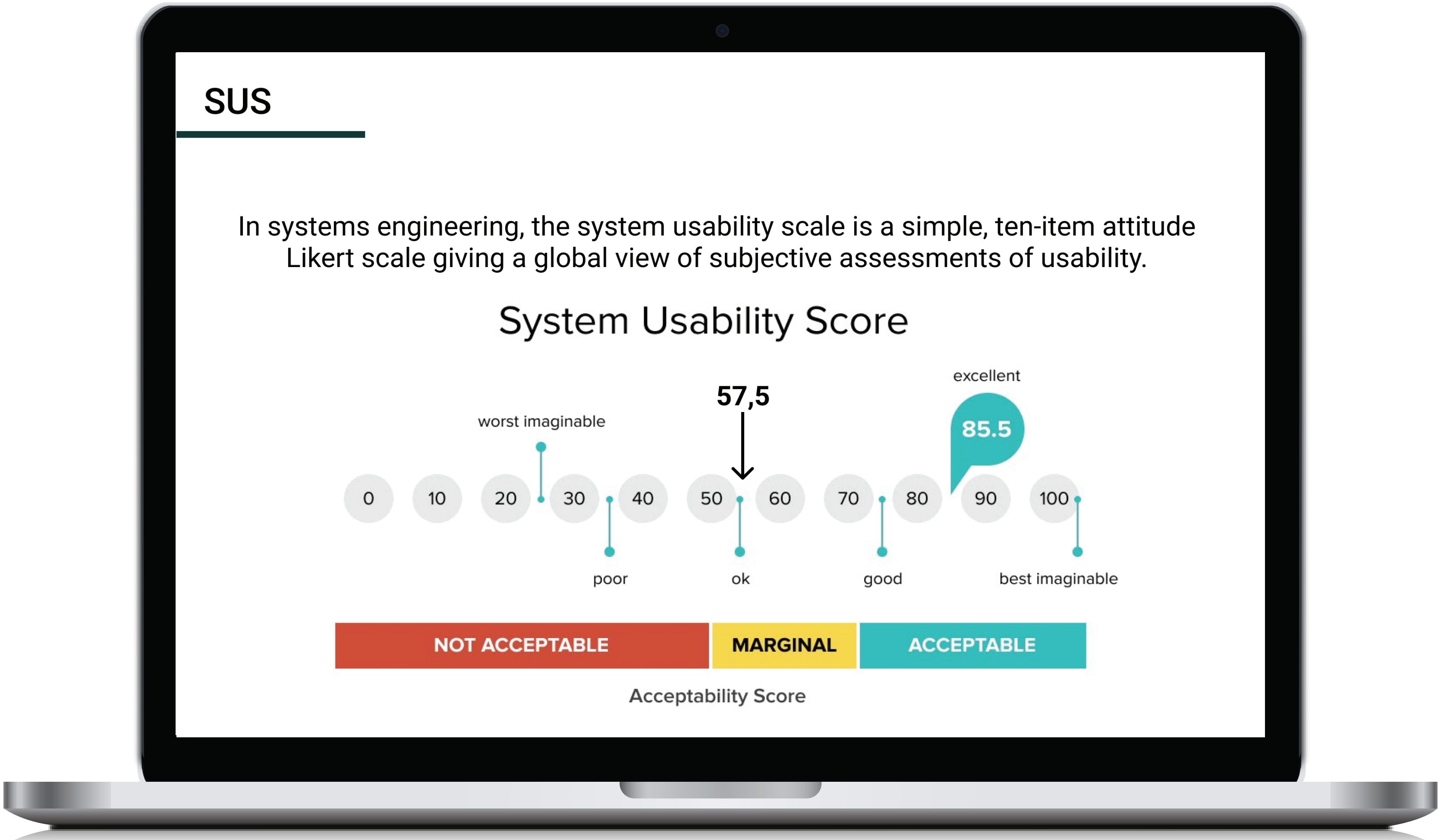
How

After the plan was created, I booked some time with practitioners to understand their pain points and from their patients. I learned that the current experience was very complicated, and some steps like creating an account were quite difficult.



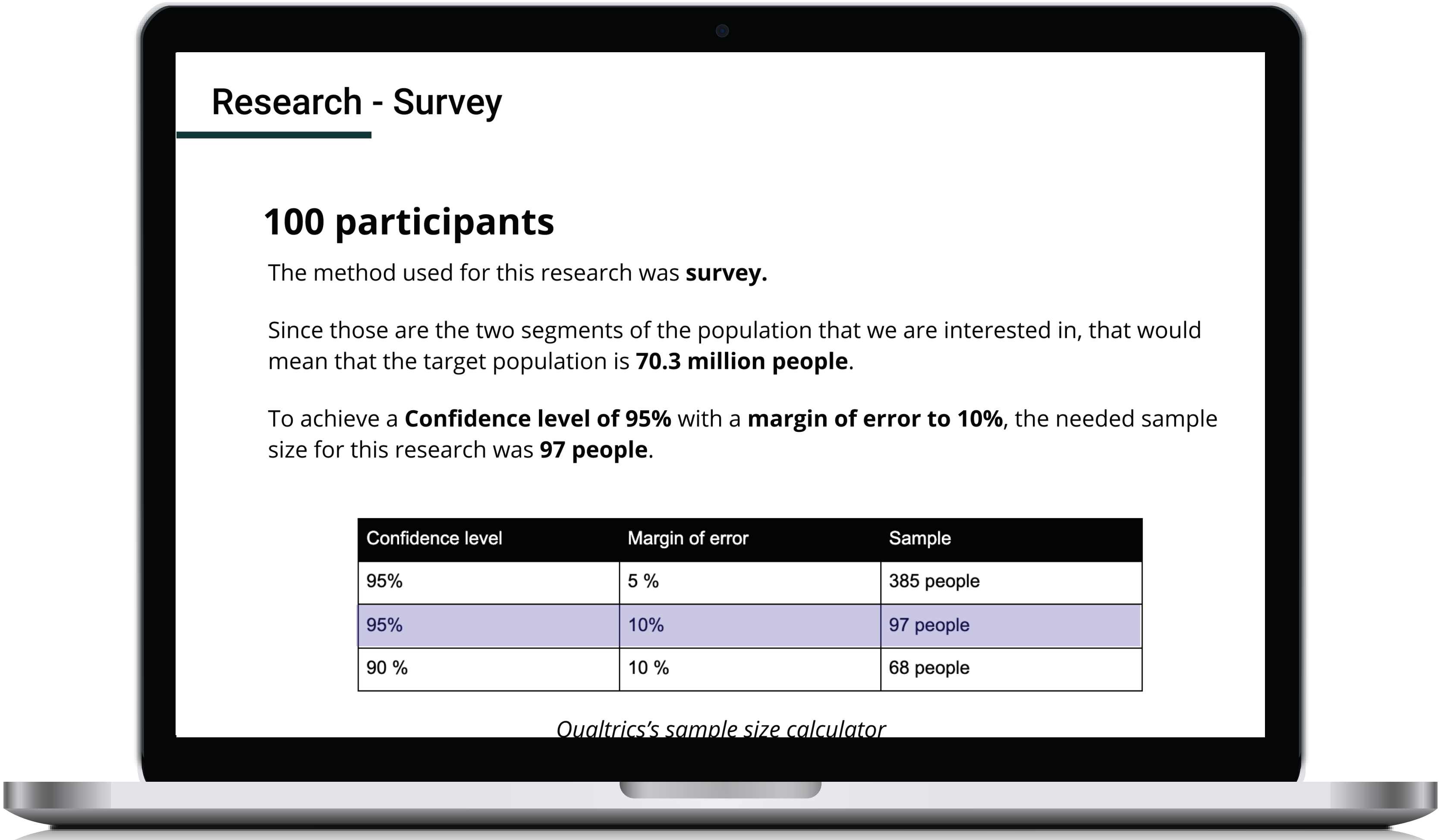
How

During the interviews, I also asked the practitioners to fill out the SUS questionnaire. It was not a surprise that the experience was considered as “marginal”.



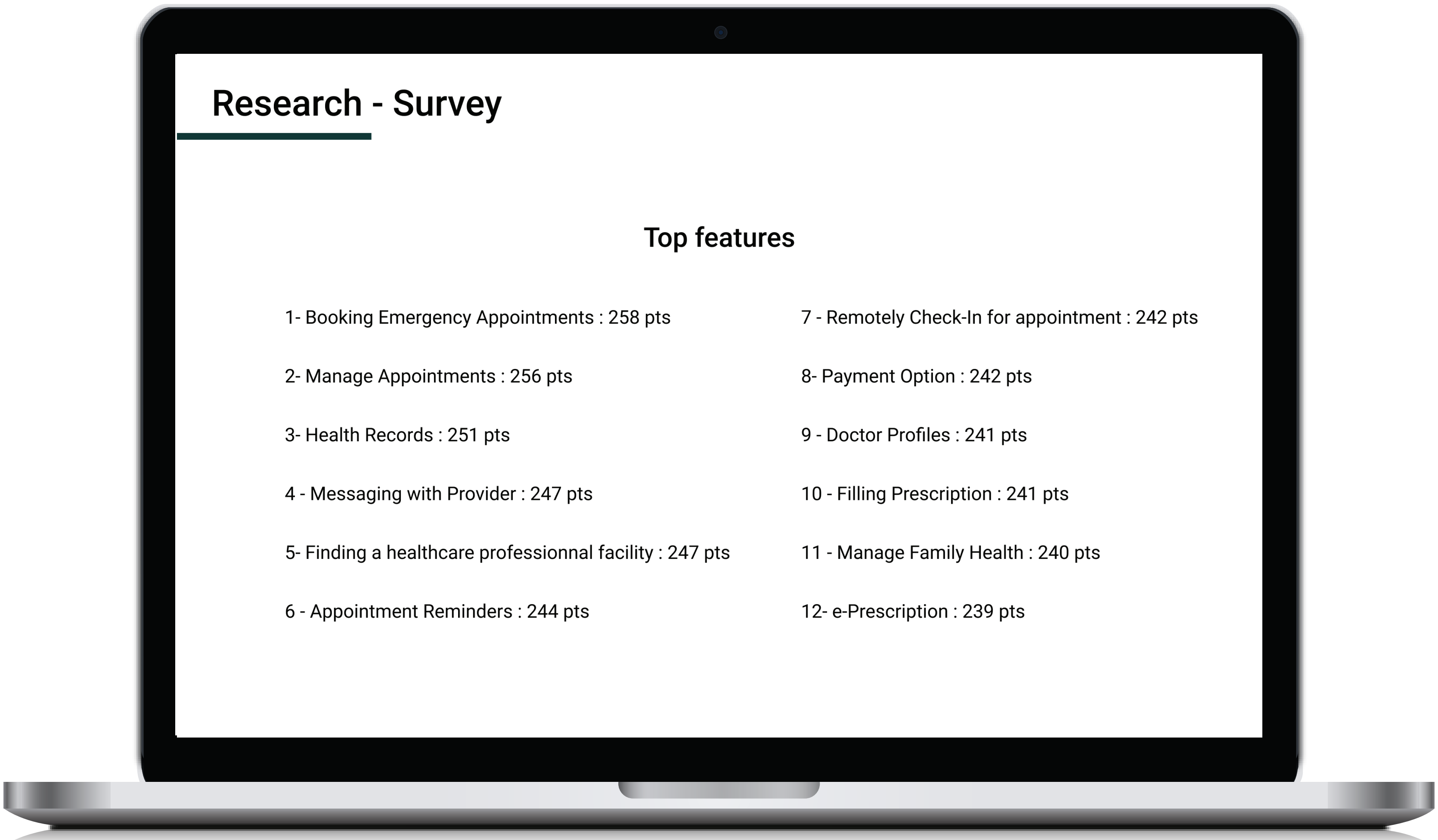
How

During this time, I could hire a UX Researcher, and then, he was responsible for running a survey. We surveyed 100 participants considering a population of 70.3 million people, with a confidence level of 95% and margin error of 10%, which gave us the confidence that the results would be quite representative.



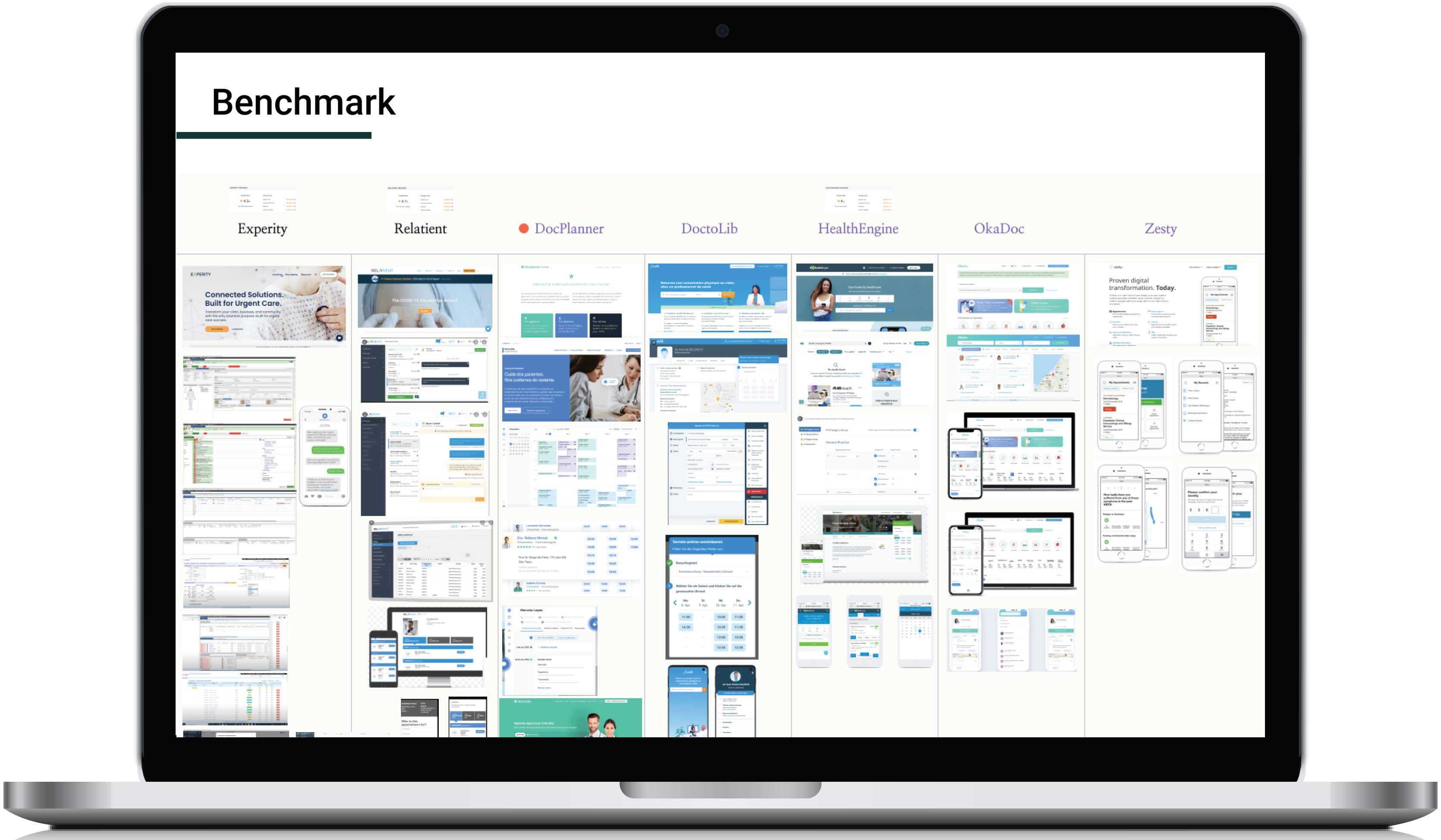
How

Through this study, we learned that users were expecting to have some features already available, but we discovered several opportunities, such as: Filling prescriptions and access to health records.



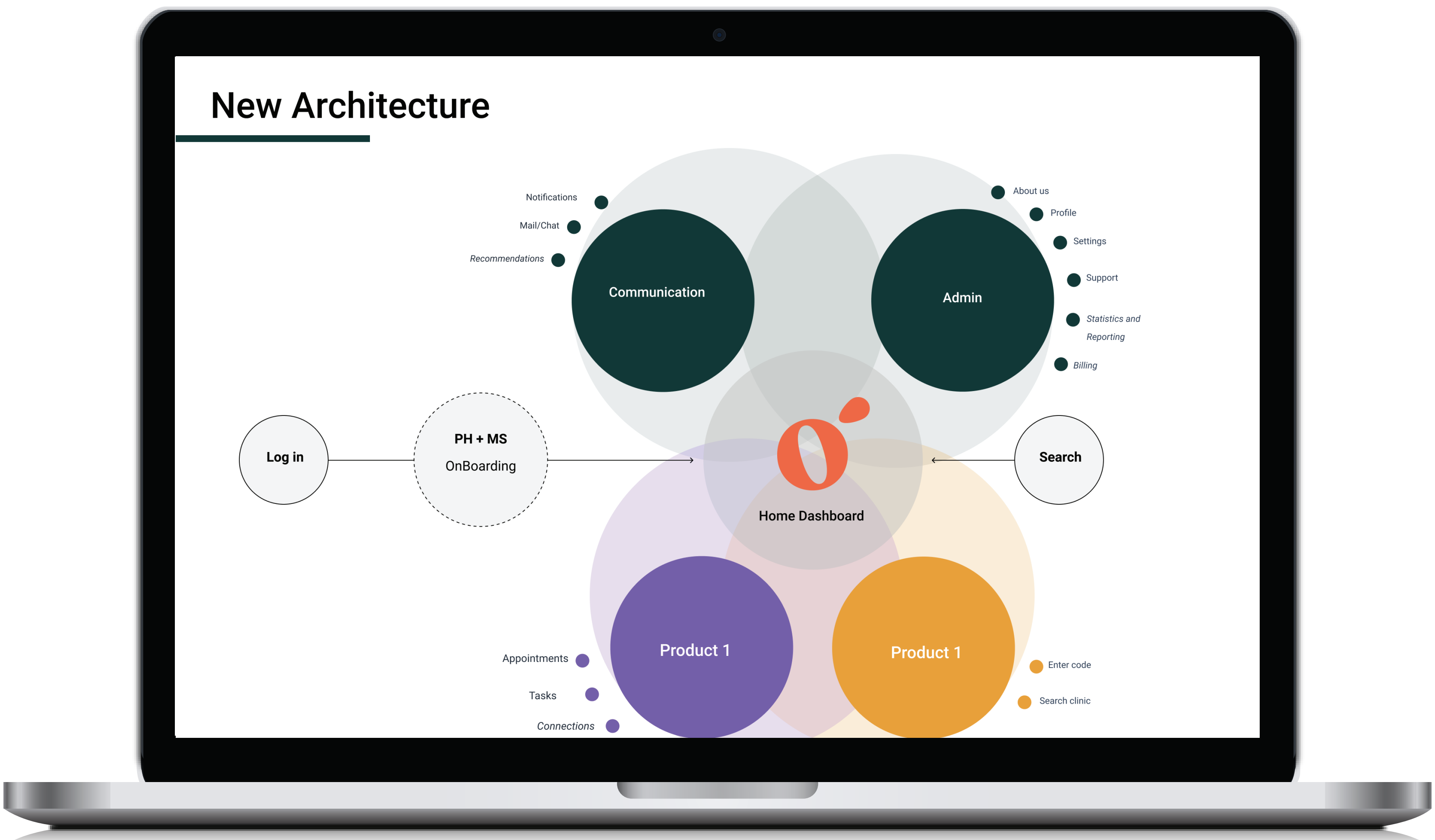
How

I also did a benchmark to understand who the key competitor's or close applications that were on the same domain and had a great experience.



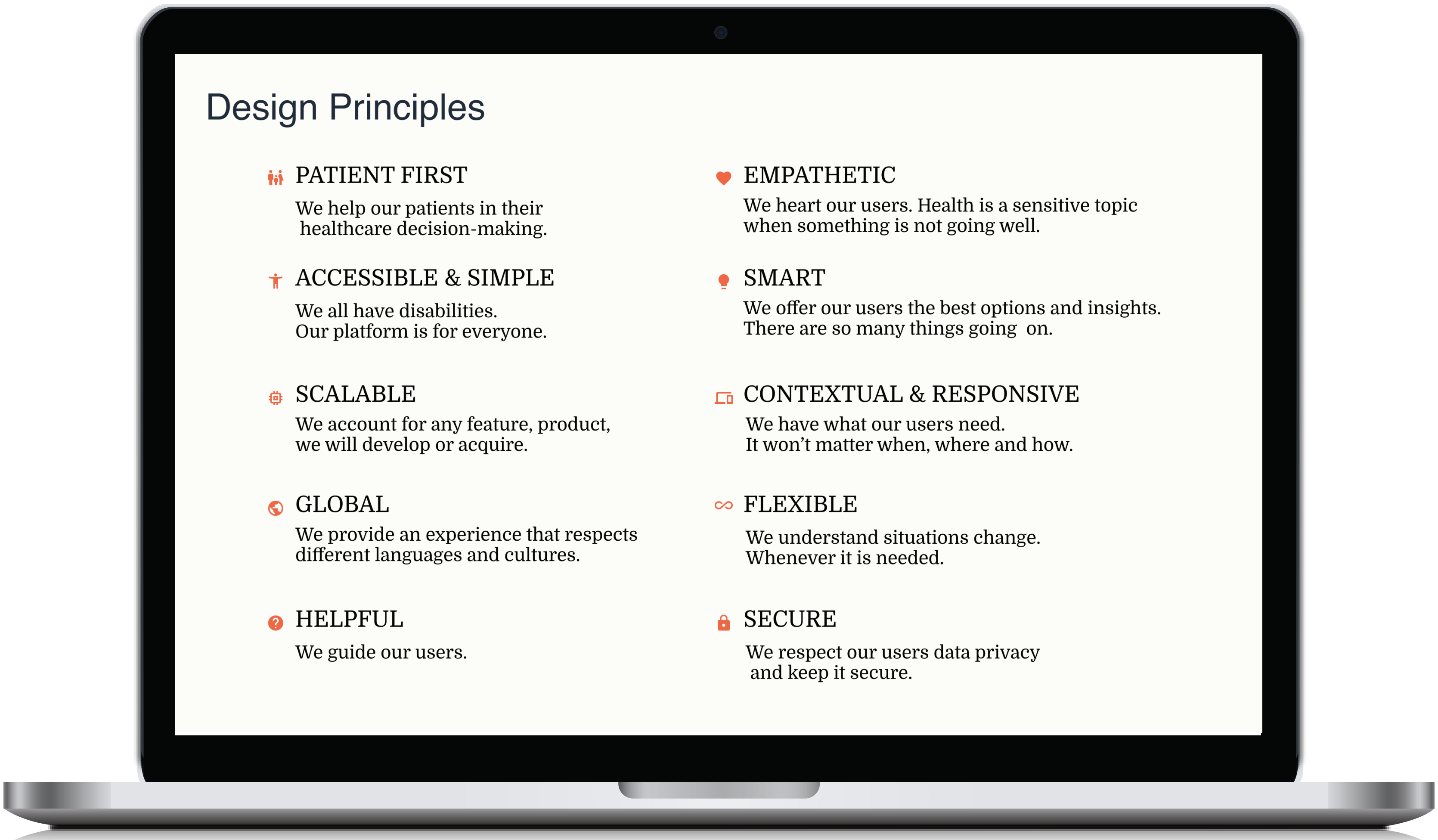
How

Based on all the learning, I put together a new structure on how the PomeloHealth Platform should look like.



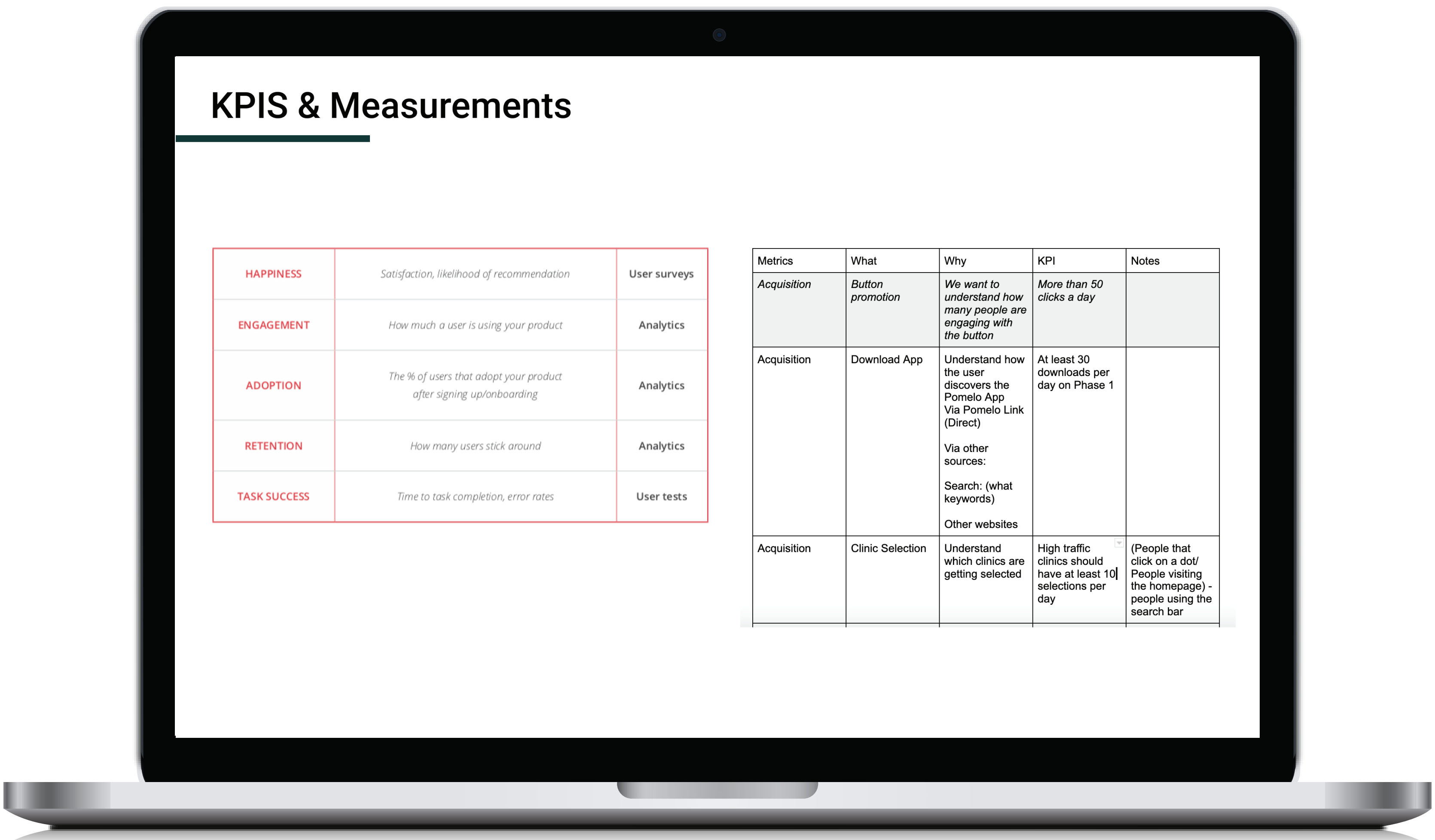
How

And in order to start thinking about the experience, it was important to define the key design principles that should be part of provider and patient experiences.



How

Together with the Leadership team, we defined some key metrics we should take in account once the first iteration would be available online.

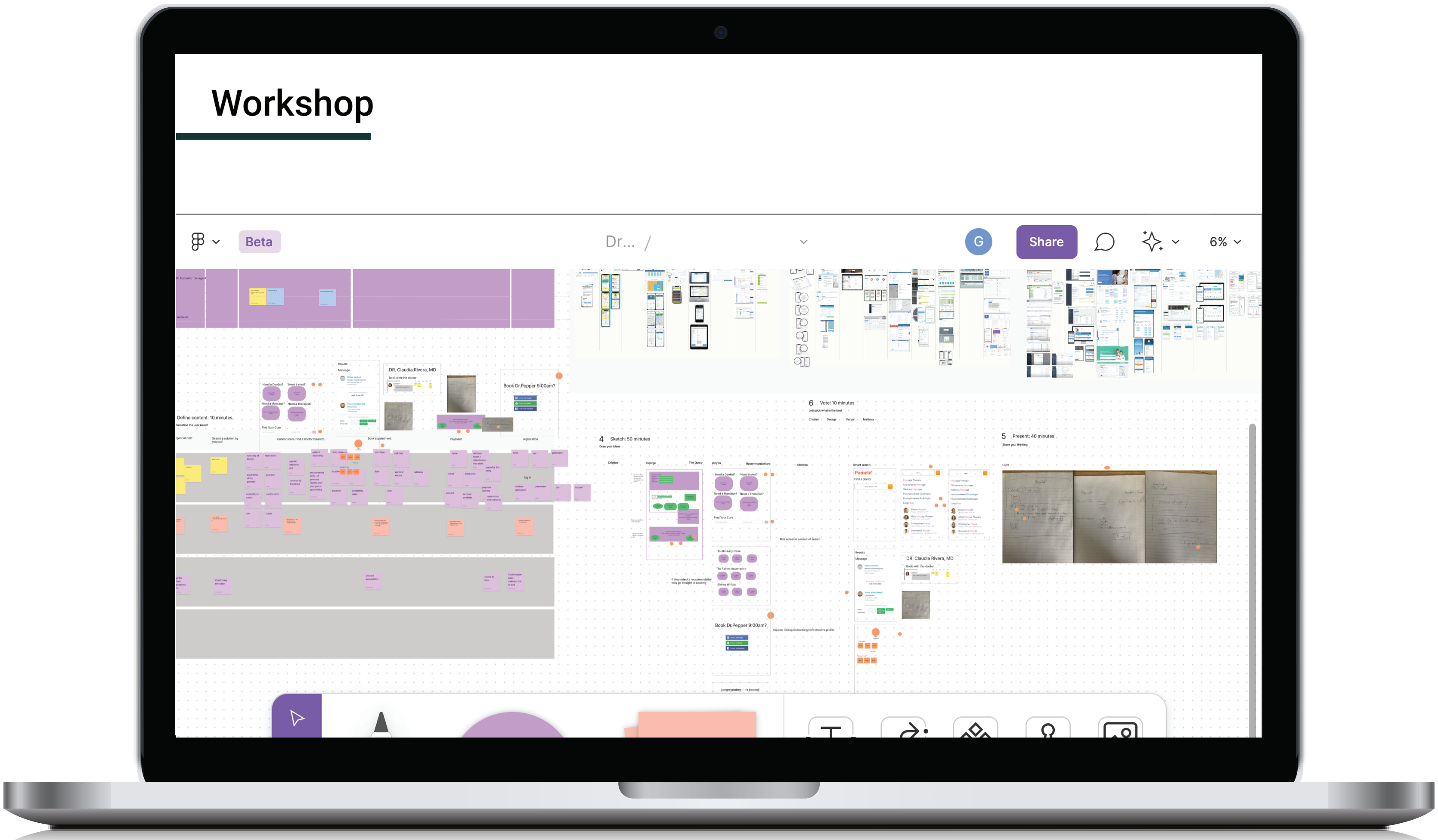


HAPPINESS	*Satisfaction, likelihood of recommendation*	User surveys
ENGAGEMENT	*How much a user is using your product*	Analytics
ADOPTION	*The % of users that adopt your product after signing up/onboarding*	Analytics
RETENTION	*How many users stick around*	Analytics
TASK SUCCESS	*Time to task completion, error rates*	User tests

Metrics	What	Why	KPI	Notes
Acquisition	*Button promotion*	*We want to understand how many people are engaging with the button*	*More than 50 clicks a day*	
Acquisition	Download App	Understand how the user discovers the Pomelo App Via Pomelo Link (Direct) Via other sources: Search: (what keywords) Other websites	At least 30 downloads per day on Phase 1	
Acquisition	Clinic Selection	Understand which clinics are getting selected	High traffic clinics should have at least 10 selections per day	(People that click on a dot/ People visiting the homepage) - people using the search bar

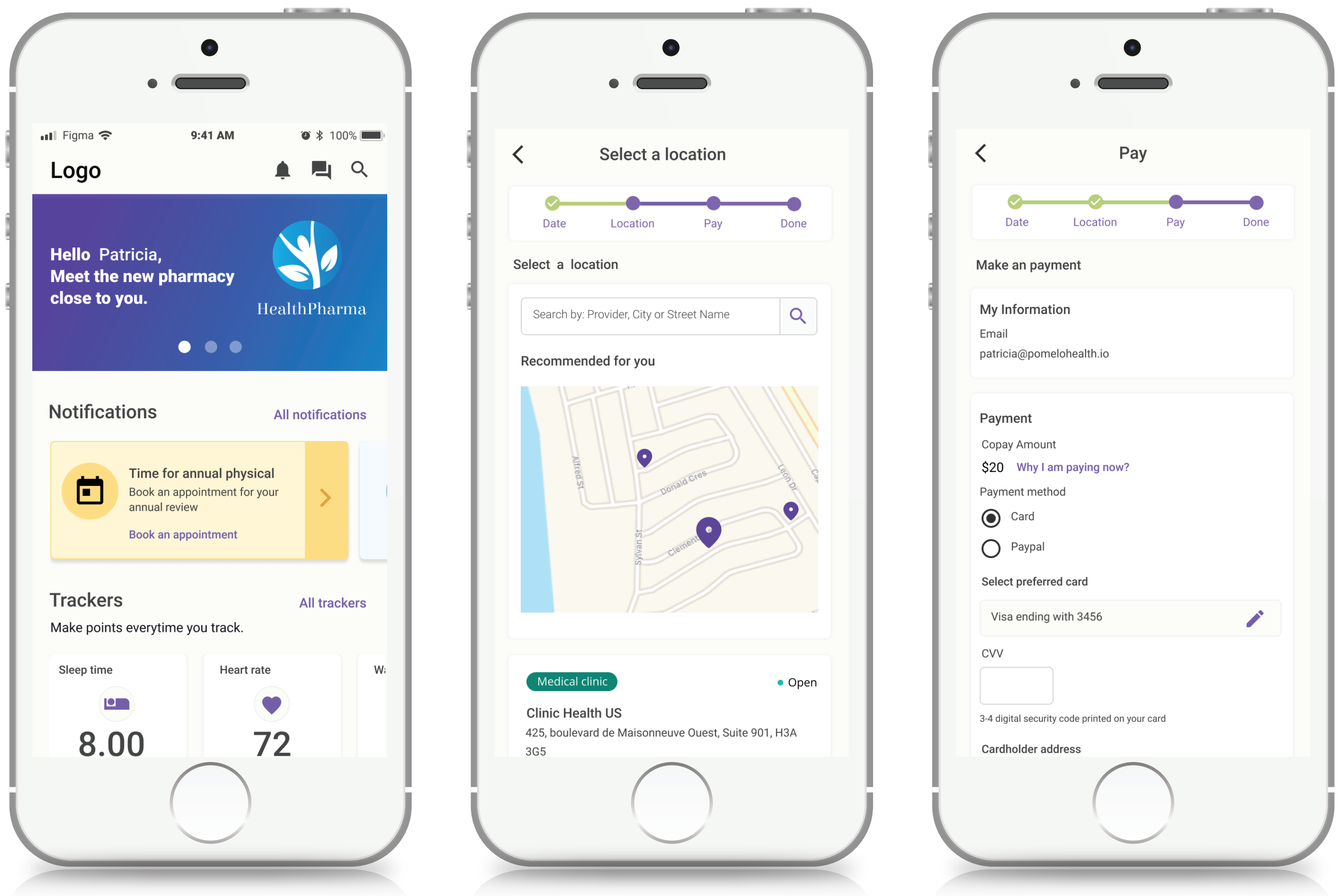
How

With the leadership team, we had some brainstorm sessions to understand what we expected as the first version.



Solution

I created the first prototype of how the experience could look like. This solution was part of the pitch deck for investors. The company was acquired by TelusHeath shortly after, so we didn't finish implementing this proposal.
You can visit the prototype on this link: **https://tinyurl.com/pomelohealth**



Project

Infrastructure Provider

HashiCorp

About

HashiCorp

200 fortune 500 | **4,300+** Customers | **Worldwide**

HashiCorp helps organizations automate multi-cloud and hybrid environments with Infrastructure Lifecycle Management and Security Lifecycle Management.

Who

Platform Admin

Why

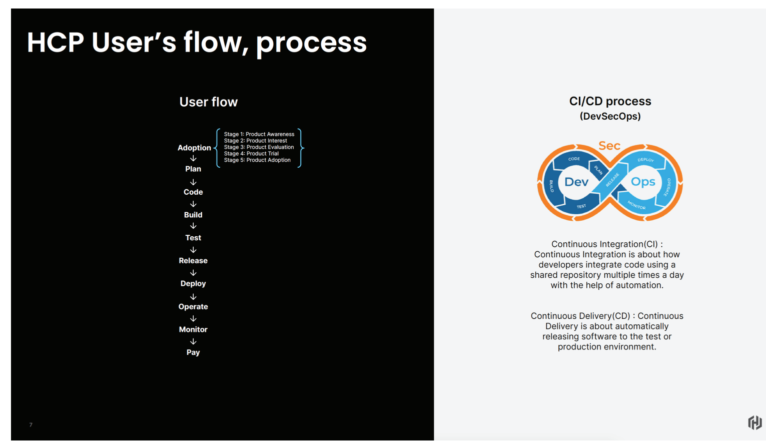
Pearson works with clients as a consultant to architect, implement, and run multi-cloud/region solutions for their clients. Pearson constantly examines the entire software development lifecycle from source to production. From this introspective process, he builds a workflow that enables application developers to rapidly code and ship software.

How

Once the personas were ready, we wanted to think what the experience of HCP (HashiCorp Cloud Platform) would look like. For that, we did a couple of meetings and workshops with the goal to understand where we were coming from, the company strategy and align on an ideal experience for HCP users.
Once the ideation was done, we shared with the Leadership team, who provided us with very insightful feedback. Based on that feedback, we updated the flow and created a deck with the key ideas to share with the different departments in the company and make sure we were all aligned.
During these meetings, we appreciated how the audience was engaged and excited. We received positive feedback and ideas on how we could continue iterating.

Team

Product Manager
Senior Product Design Manager (me)
Product Designers
Service Designers
Developers



CI/CD Process

How

For this project, we leverage the information we had about the personas using the HashiCorp stack.

Pearson

Platform Engineer (Contractor)

Infra Engineer / DevOps Engineer

About

Pearson works with clients as a consultant or contractor to architect, implement, and run multi-cloud/region solutions for their clients. Pearson will work with the client to architect their approach, build a POC and then partner with their Developers, DevOps, Security and Network teams to enact it. They will need to teach those teams about microservices. And, they'll need particular help managing security key values and secrets storage. They constantly examine the entire software development lifecycle from source to production. From this introspective process, they build a workflow that enables application developers to rapidly code and ship software. Key focus:

- Visibility and governance
- Delivering services quickly and reliably
- Operating consistently across clouds

Pearson needs a way to help the Networking and Security teams understand what a service mesh and design a service mesh solution that will help they put workloads anywhere, across regions, cloud provides and with the private cloud used by their client. All their work and infrastructure usage needs to be coordinated, but some of the resources - like the secrets with customer financial information - should be stored separately in an Onprem environment. Pearson needs to map out a solution for Key Values and Secrets storage for her clients. Pearson will start with managing them and will then hand that over before they leave the client. Their client will not have a lot of SREs to support their infrastructure once she leaves.

Pain points

For Pearson, monitoring phase is really important for them, because they need to make sure the systems are operating properly. If they customers aren't having like latencies that are affecting their workflow. Having an outage of one of major components would be a terrible day, because those components are what hosts the application. If one or two components such as get out of memory or high CPU usage, then that would affect the entire platform and they have to have it fixed as soon as possible. Being able to monitor, so the components don't get into that state where they have to be like firefighting and solving these issues when the worst case scenario is happening. Other challenges:

- Building trust w/ internal teams
- Explaining workflow changes as improvements
- Building expertise
- Creating an approach that doesn't require a lot of client roles
- Lacks permanent access to client tools
- Needs to balance needs of client teams and/or clients

Accessibility

As a user who oversees lots of data, Pearson wants media presented in small chunks of understandable content, so that they can understand the main points and not lose focus.

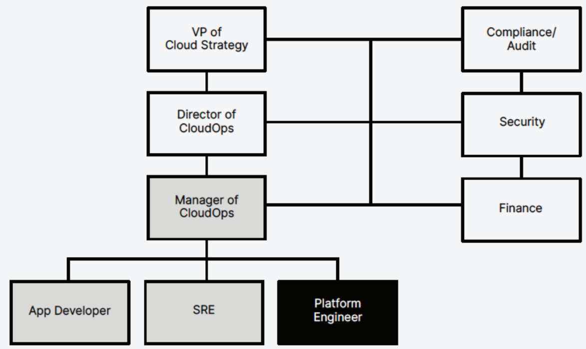
HashiCorp tools

Other tools

Google Drive
Jira
Confluence
Packer
Git
Chef

Ansible
Test Kitchen
Jenkins
Concourse
AWS
DataDog

Interact with



How

For this project, we leverage the information we had about the personas using the HashiCorp stack.

Pearson
Platform Engineer

Main Tasks and HashiCorp

Plan
Pearson will start by writing down what they plan to actually do for our work and kind of hypothesize what is going to be the challenges they have, etc. They have a lot of input from other people on the team to make sure that plan actually seems feasible. It will work within the guidelines of what they need to do.

Build
Tool: Packer

Test
After compilation, Automated Unit and UI testing are performed.
Once testing is performed and after approval, the software is sent to production.

Release
Pearson release the images into their environments. And then there's that deploy phase where they are actually releasing the application into the environments, so those images would go into a cloud provider.

Deploy
The software is deployed and monitored for further enhancements.
The step to deploy has been written by the depth productivity team, and it builds on top of the work the infrastructure team has done to bring up.
Tool: Terraform

Operate
That's where Pearson gets service discovery, and they are able to do a lot of Nomad also would be at the operation level. So that's where, the application code is running.
Tool: Consul, Vault, Nomad

Monitor
Once Pearson releases the images, then from there they use Datadog to monitor.

Pay
Based of the platform, databases cost a lot of money, infrastructure costs a lot of money, so Pearson team does work with finance, a lot to solve a lot of the issues that we have with overrun costs.

CI/CD Flow

Adoption
↓
Plan
↓
Code
↓
Build
↓
Test
↓
Release
↓
Deploy
↓
Operate
↓
Monitor
↓
Pay

Contact: #team-cloud-design

How

We also interviewed participants to understand their pain points and identify opportunities.

Methodology

Interviews

The interviews happened between December 2021 and February 2022. The interviews were recorded via Zoom during 1 hour session.

The participants were recruited based on their experience with HCP. The participants also replied to a short questionnaire and the consent form.

Questions:

- Where are you located?
- Which products from HashiCorp do you use?
- For how long have you been using the HashiCorp Platform?

9 Participants

In total, 9 participants joined the interview. The roles of respondents were as follow:

- Senior Developer
- Sr DevOps and Cloud Infra Lead
- DevOps Engineer
- Cloud Architect
- Sr Platforms Engineer
- Software Engineer and Infra Architect
- Cloud Solution Architect
- Executive Director / Lead DevOps engineer
- Solution Architect

How

Based on research and business goals, we identified that enabling the platform to support “better together experiences”was key in this process.

FY25 Company
Annual Plan

We will shift our products into an integrated platform that provides a seamless experience across products, focused on the user workflows and the outcomes that users are trying to achieve.

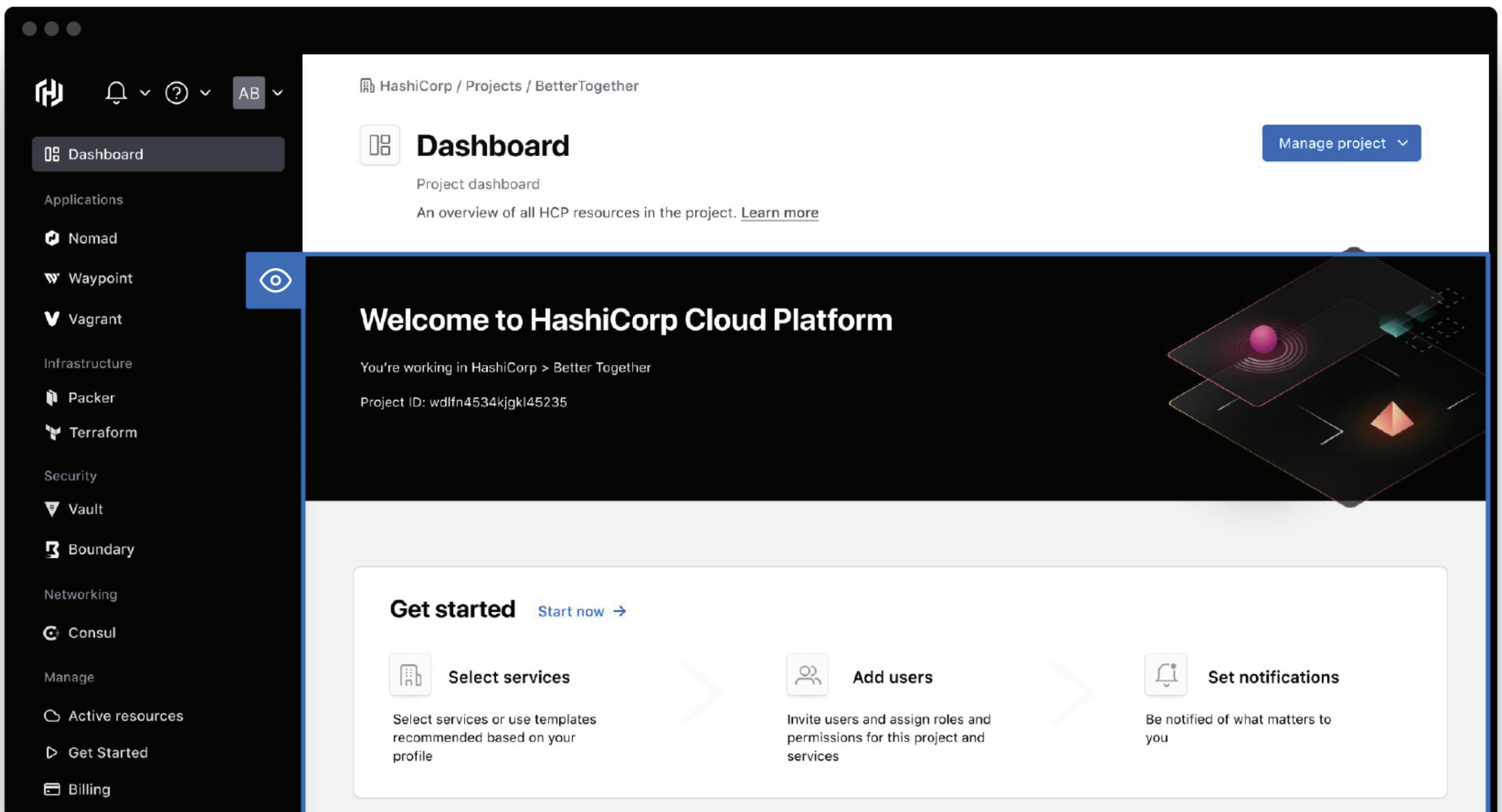
We want to deliver a multi-product experience that feels tightly integrated, without burdening the user with the integration work.

Solution

One of the main changes should be to support the onboarding experience better, by understanding the user needs and guiding them through the “get started”guide.

Once onboard is finished

Pearson lands on the Dashboard. As a first time experience, Pearson can see how to get started

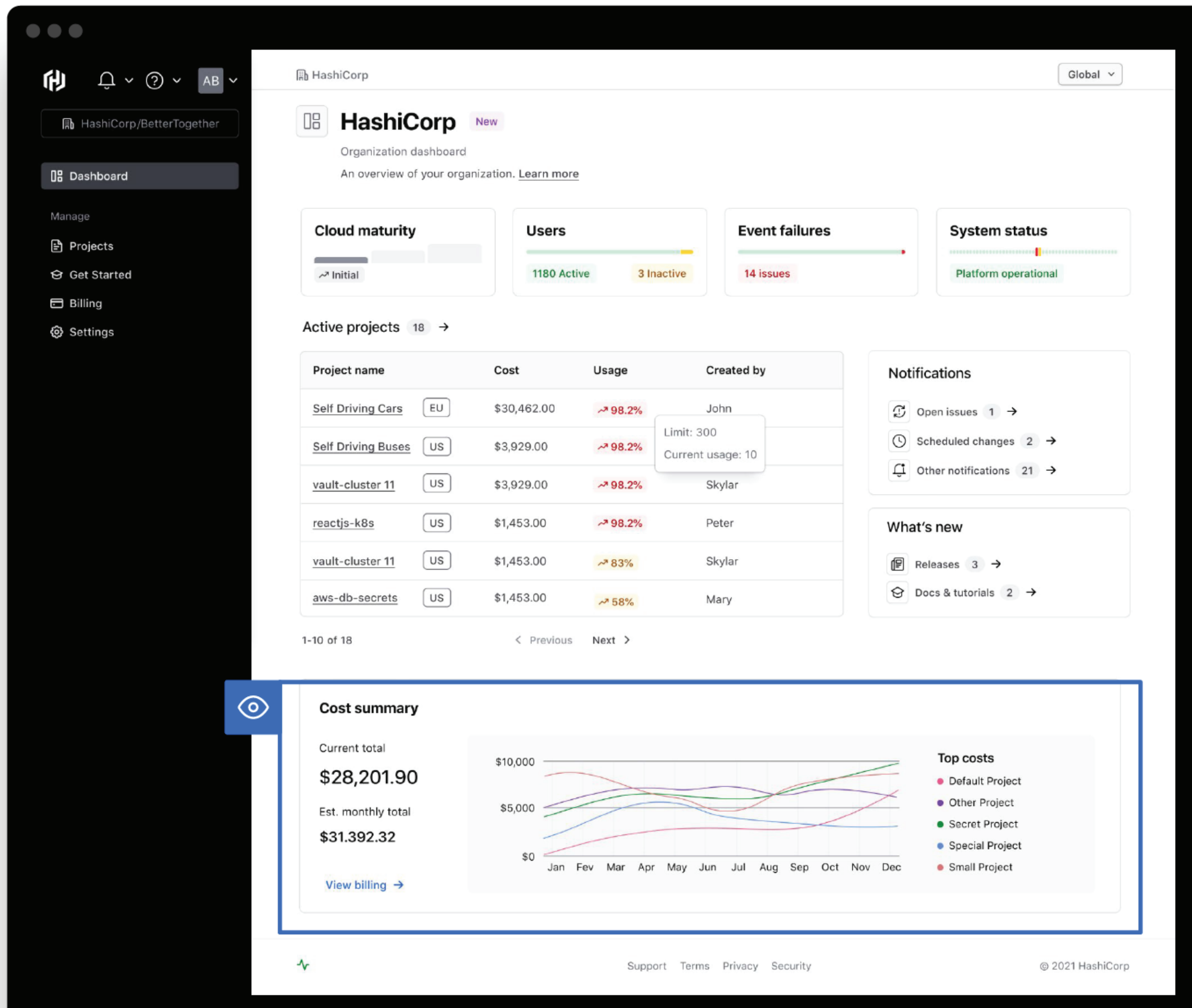


Solution

Another area of improvement should be displaying key information to the user when looking at the Dashboard, specially related to Cost and Usage.

Organization level view

Person can also see the cost summary and understand the projects that are costing most

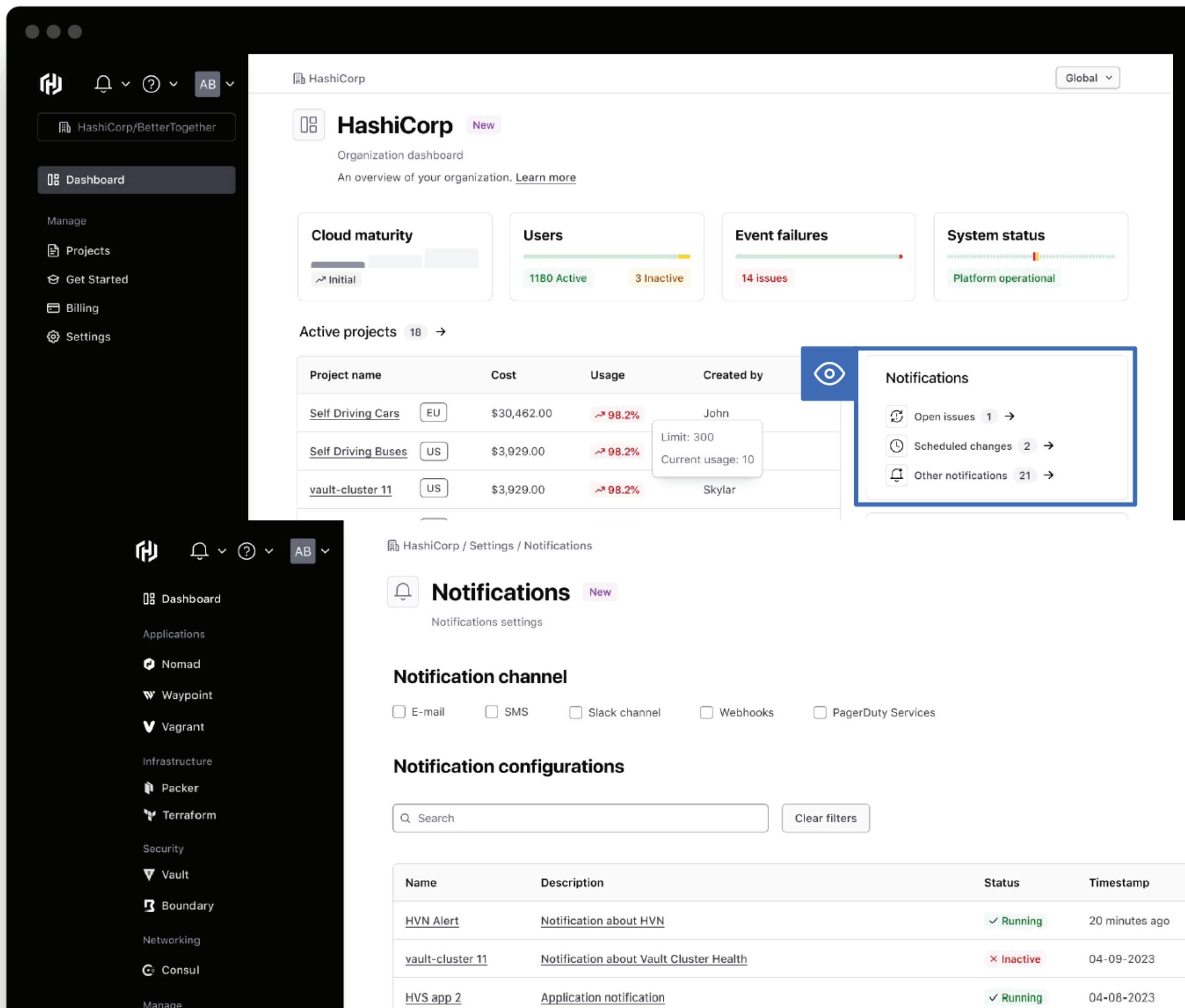


Solution

A critical area as well is to support Notifications. Users would like to be notified specially when something goes wrong. For them being able to configure their notification preferences is also key, so they can be very specific about what would trigger a notification to be sent.

Notifications

In the Notifications area and its settings, Pearson can manage their notification preferences



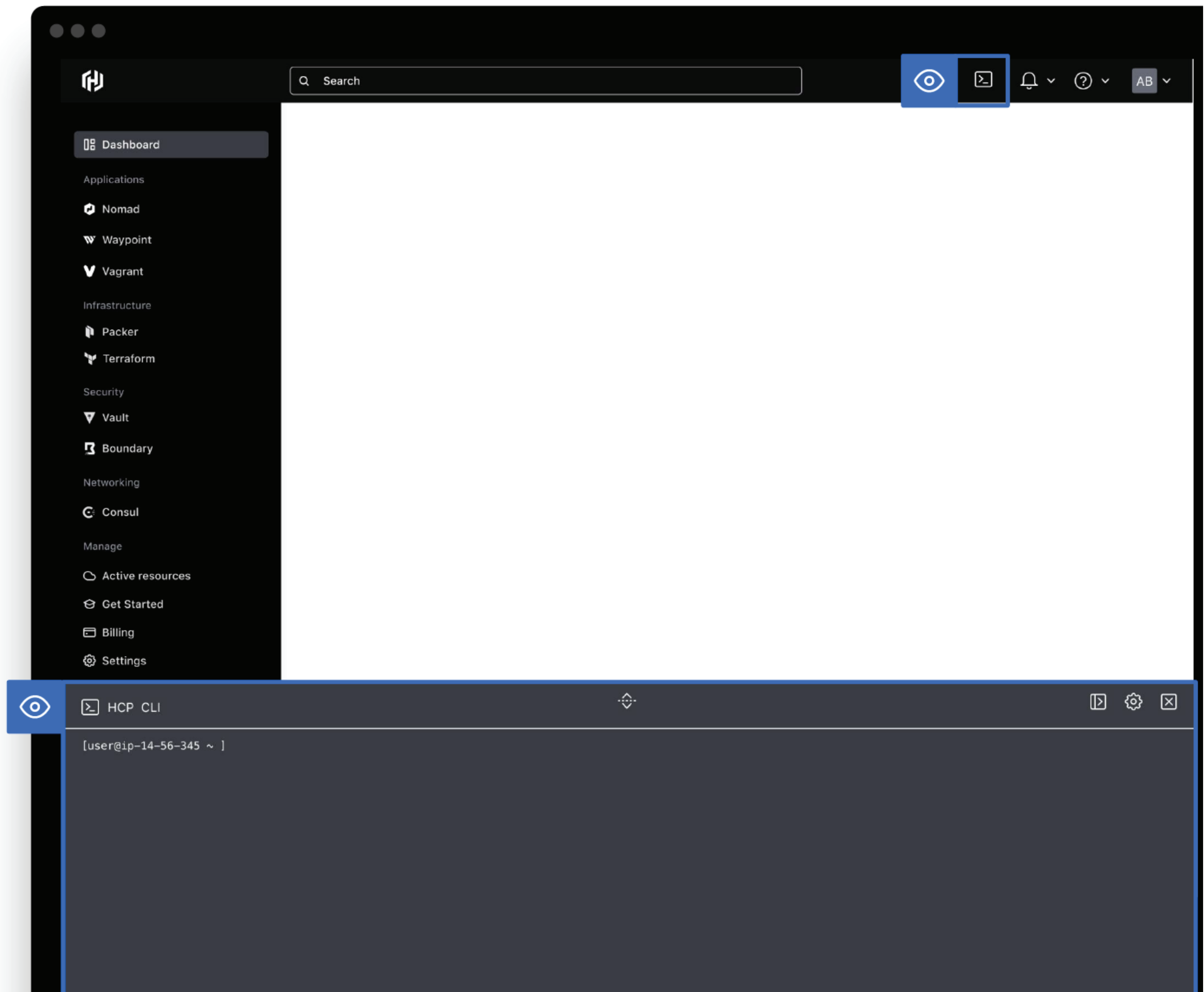
Solution

During research, we learned that even though users appreciate having an UI, many of them still prefer to leverage CLI, so the Platform should take into account those use cases.

HCP CLI

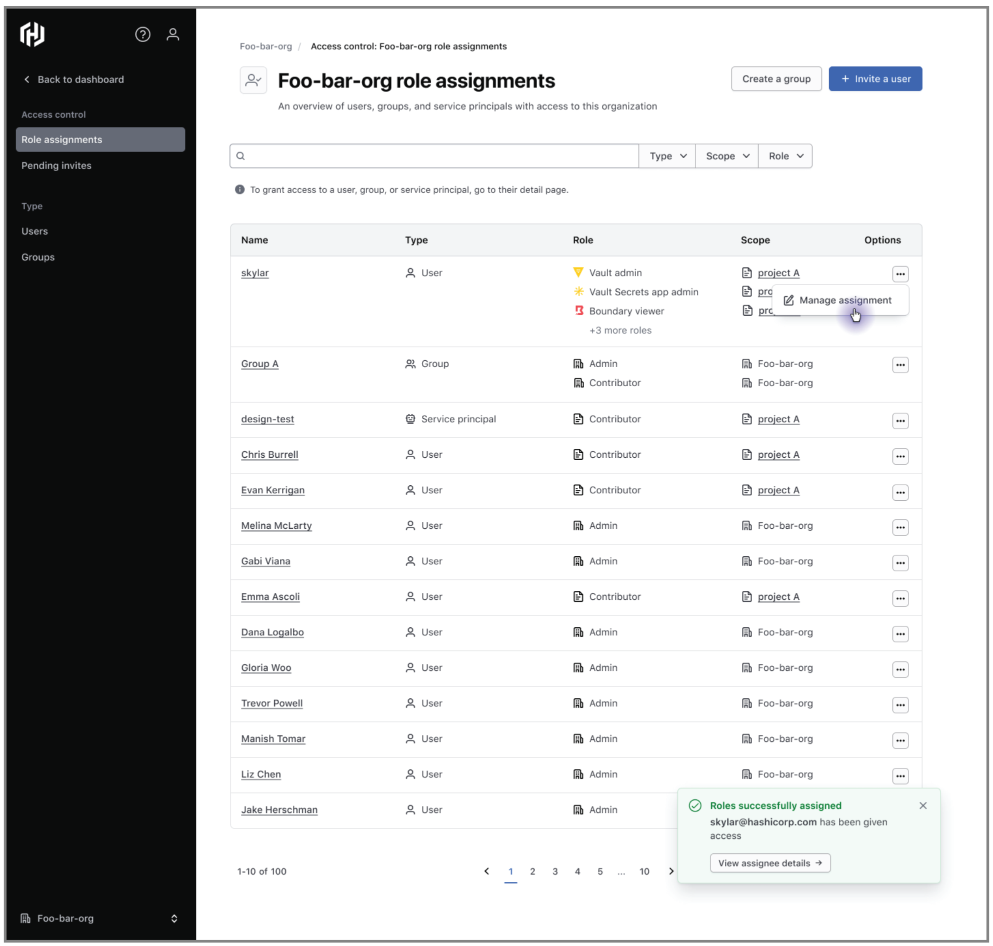
The HCP Command Line Interface (HCP CLI) is a unified tool to manage HCP services.

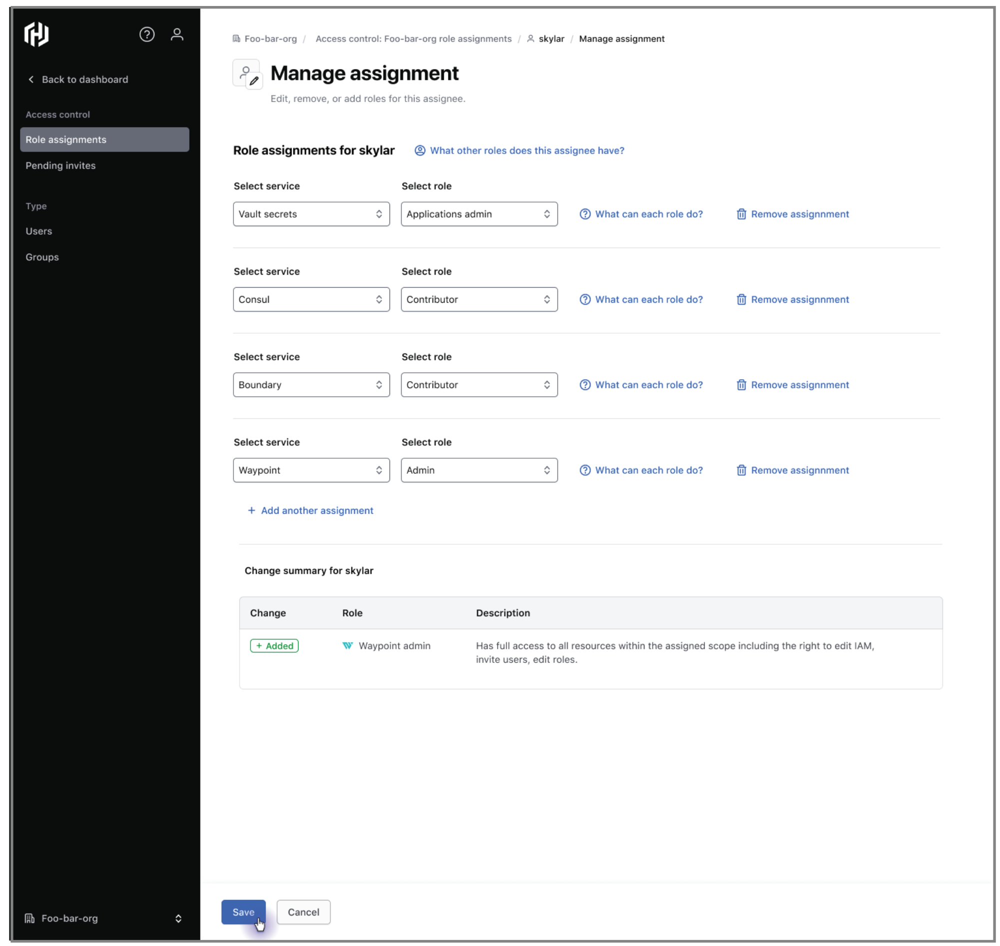
With just one tool to download and configure, Pearson can control multiple HCP Resources from the command line and automate them through scripts.



Other projects: RBAC (Fine Grained Roles)

HCP has the following roles: Owner/Admin, Contributor, and Viewer that exist at project and org levels. Viewers are allowed to view but not modify, Contributors can take all actions except user management such as inviting users and assigning them roles and modifying billing. This final capability is granted solely to Admins. The permissions granted by each of these roles is quite broad and is not service specific.This proposal allows platform and product line service teams to define their own roles outside of the platform's coarse-grained roles based on their own particular user personas. This helps limit a given user's permissions to least privilege.





Thank you. I'm looking forward to hearing from you.

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