



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'm proud of.

To see some prototype and most recent work, please, check:

<https://tinyurl.com/gabiviana>.

I hope you enjoy the journey!

Gabriela

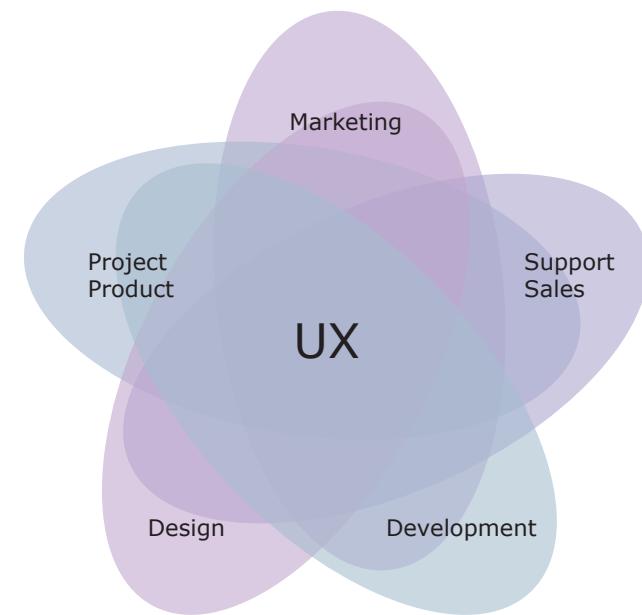
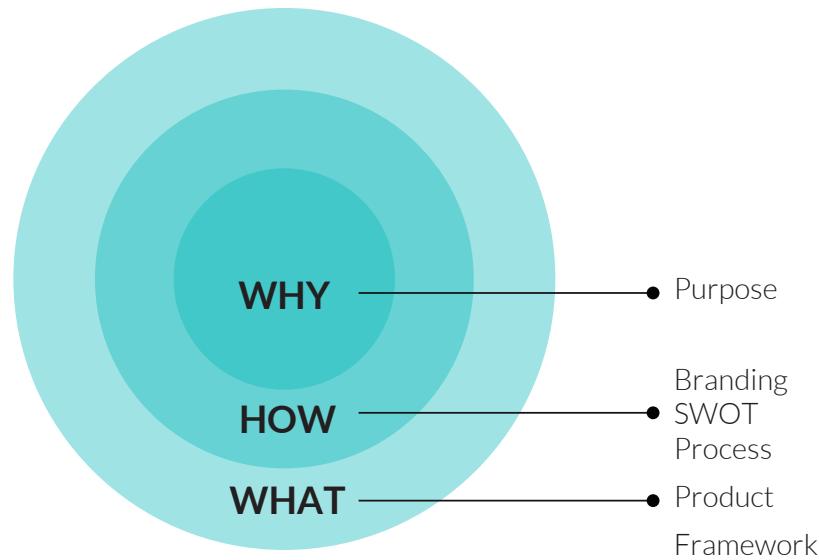


# About me

- Over 20 years of experience between permanent and contract opportunities
- Current position: Senior Manager, Product Designer at HashiCorp
- Previous position: Director of Product Designer at Pomelo Health
- 3 publications
- 2 awards
- Bachelor in Social Communication (Marketing and Advertising)
- Certificate in Design of Visual Communication
- Certificate in Web Accessibility (WCAG) and Universite de Montreal
- Partial Diploma in Management (E-business) at McGill
- Master in Industrial Engineering at Polytechnique Montreal (Software Ergonomics)

# My approach

I believe experience is not the responsibility of one team. It is the responsibility of all teams involved in the process. From the moment the user knows a service or a product exists, buys and/or uses it, until the moment this process ends and then, it starts again - all teams need to be part of the discussion of “what is the experience we want to deliver?”, and understand the motivations, challenges users can face during their journey.



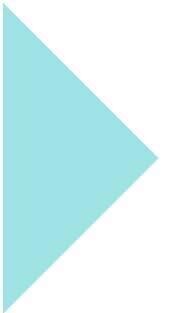
## Understand users (and customers)

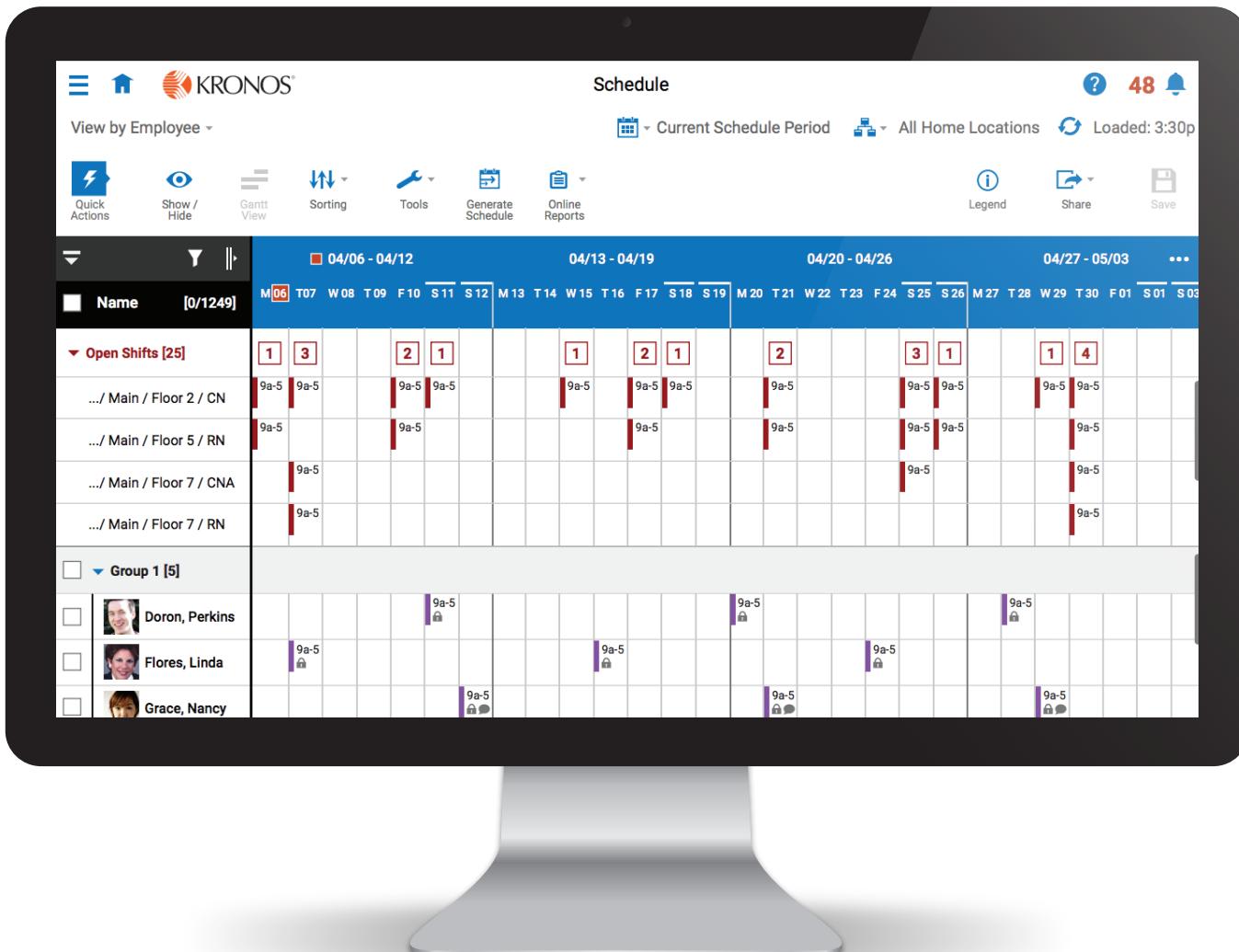
- Who are they? (Verticals, Personas)
- Why are they interested? (Motivations)
- What do they want to achieve? (Goals)
- Where/When do they use? (Context)
- What are their pain points? (Challenges)

# Projects

To see some prototype and most recent work, please check:

<https://tinyurl.com/gabiviana>.

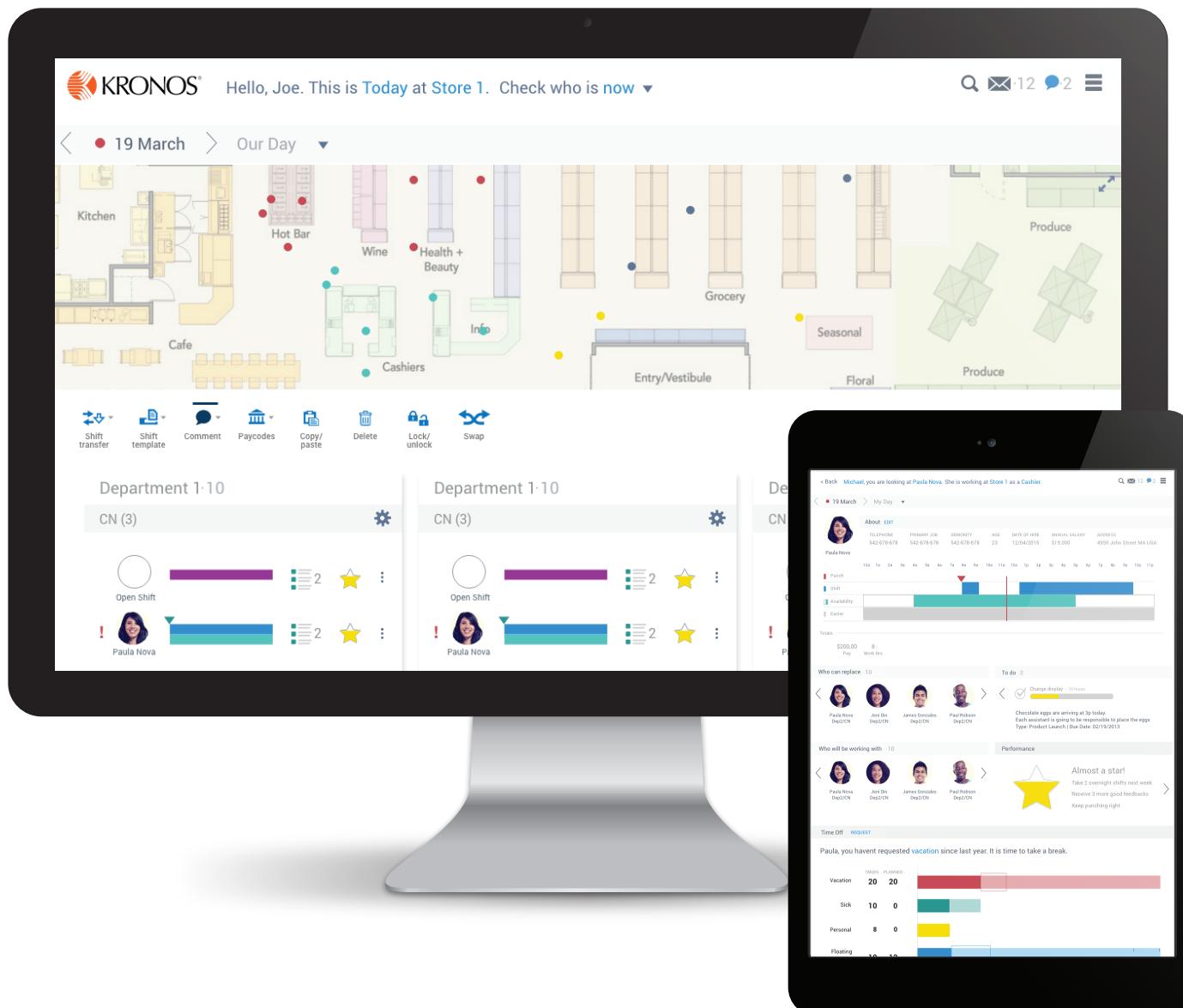




At Kronos, I worked on several projects, with different teams across the world.

On the left, an example of the Schedule, which is part of the Kronos Dimensions. One of the biggest challenges was to make sure a complex system is intuitive, respects accessibility rules and follow responsive design guidelines.

**For the new Schedule, more than 40 customers worldwide were interviewed during sessions of 1 hour each. More than 98% of the customers really appreciated the new design.**



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

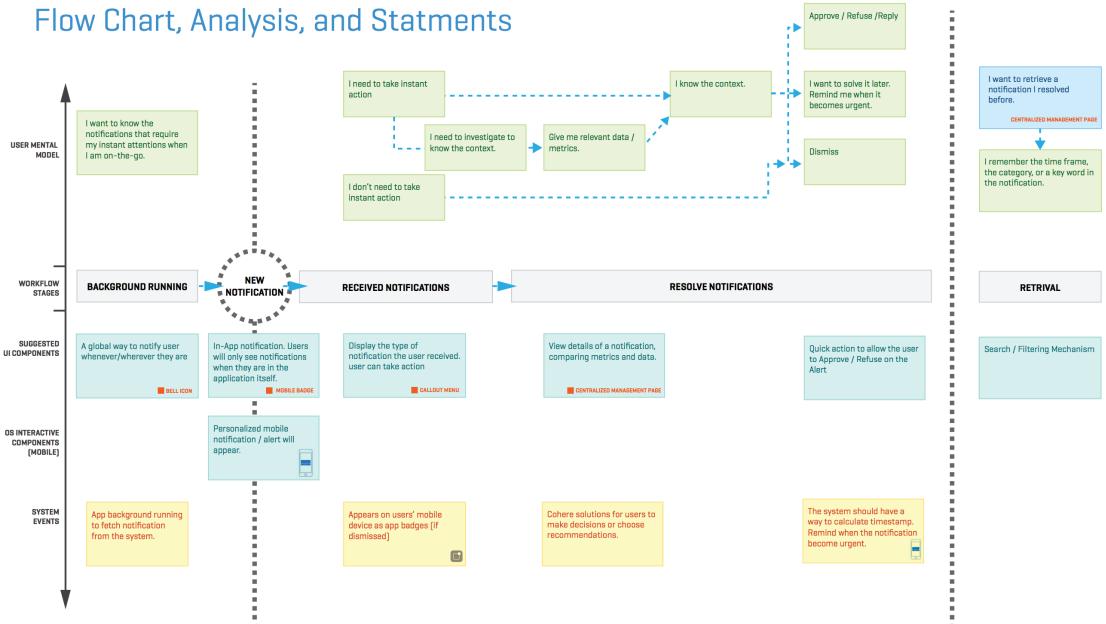
And an exploration for the employee experience, in which they can see their week schedule, timecard, accruals, colleagues, performance, and activities to be performed in a day.

Here, an example of the design of the Control Center.

The Control Center is a place where employees and managers receive notifications, and decide what to do next - if take an action is required.

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

### 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

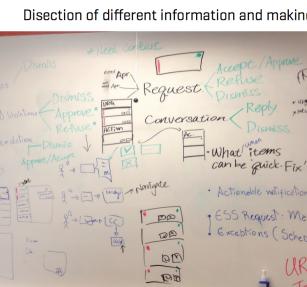
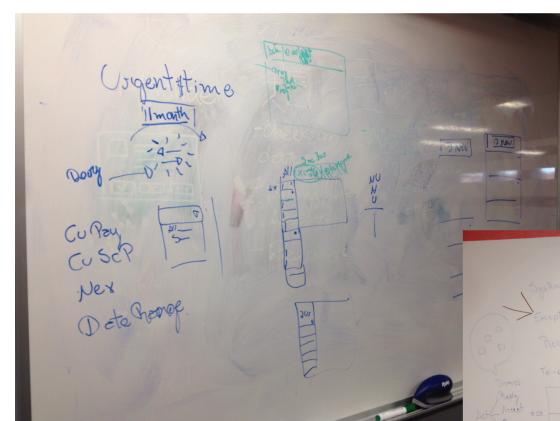
Categorization of Notifications

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

Archive

Search / filtering mechanism

### Brainstorming

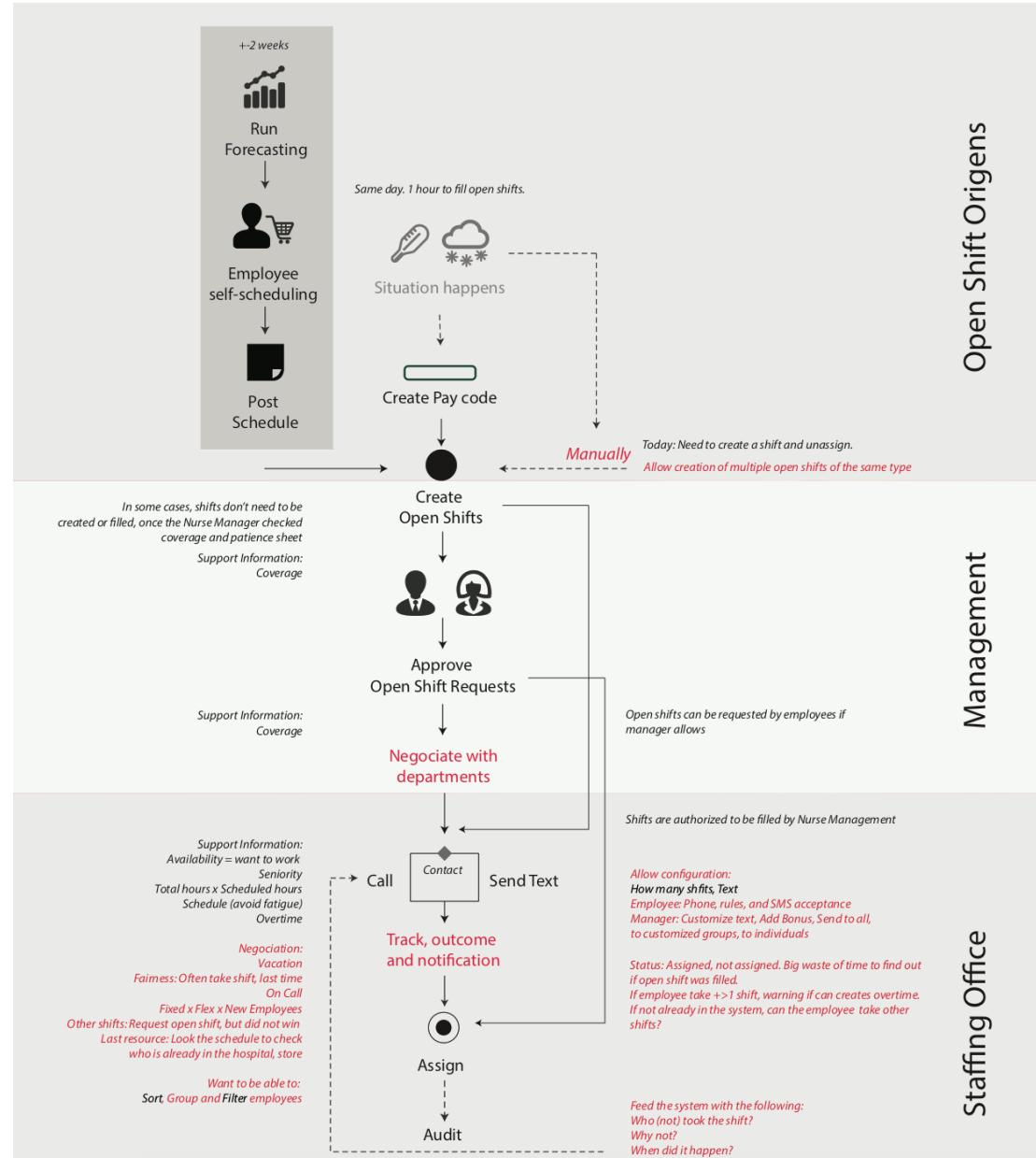


## The Open Shift Life Cycle

On this page, an example of the “Open Shift Life Cycle”. This cycle happens when an employee misses a day of work. 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



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

### OTHER HEADLINES

ESS

- Action Bar (New Request)
- ESS Events list (Request Shift)
- My Schedule Home Page Tile (request Open shift)

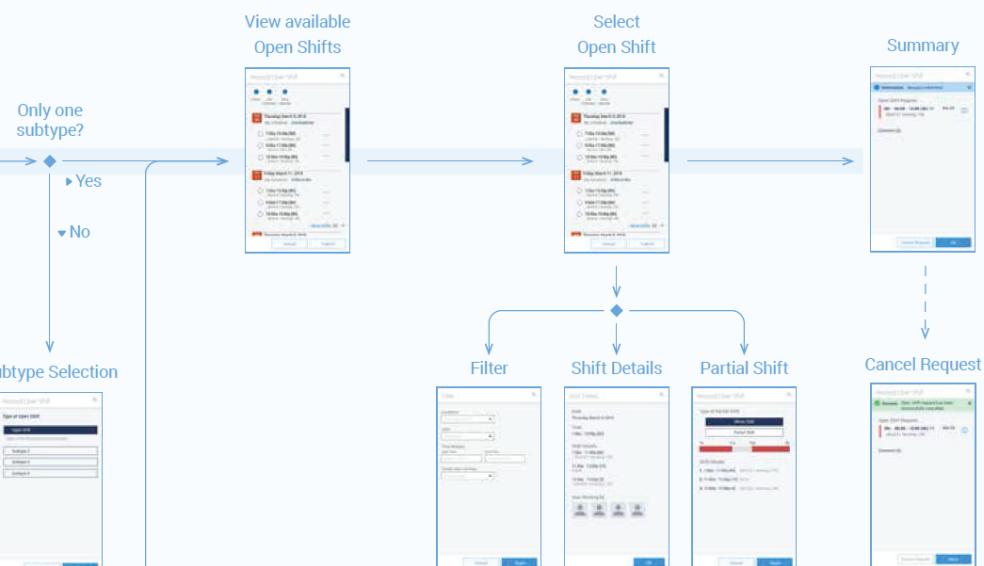


Manager Control Center

 Open Shift request notification  
 (if not configured for auto-approval)


Employee Control Center

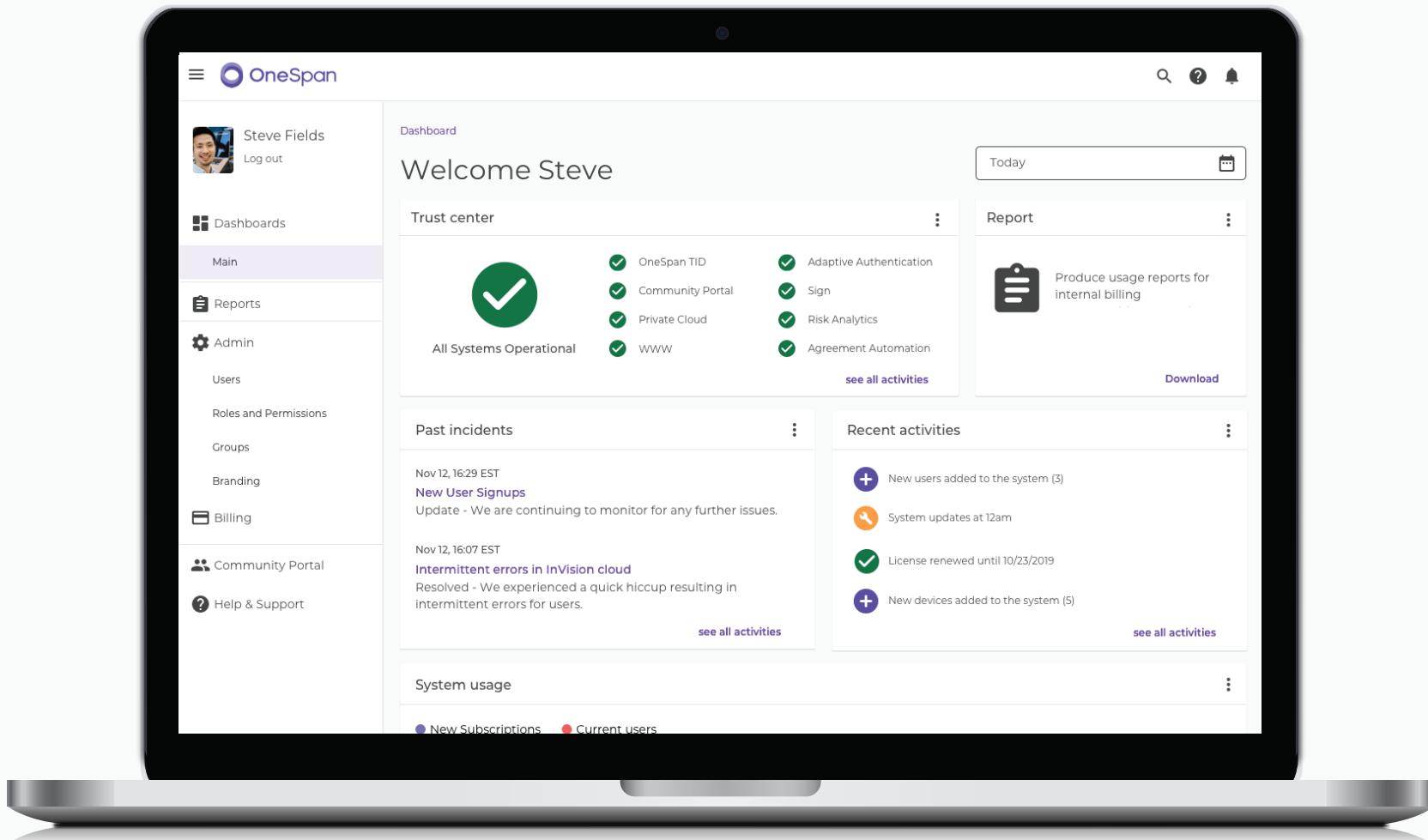
Refusal or Approval notification



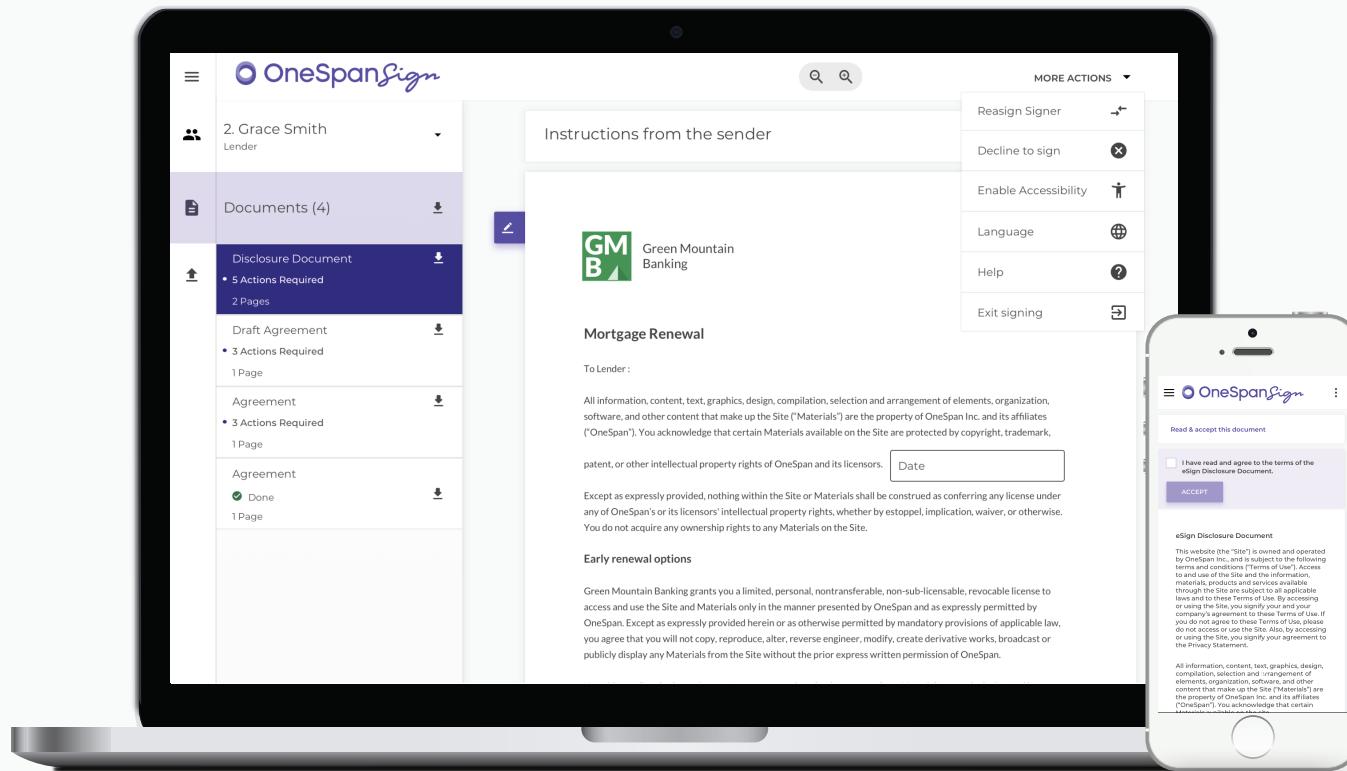
REQUEST OPEN SHIFT (RIGHT PANEL)

REQUEST LIFECYCLE

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.



On this page, the E-signature product, which the objective is to allow users to sign documents electronically. We did an usability testing with more than 10 participants from large financial institutions.



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

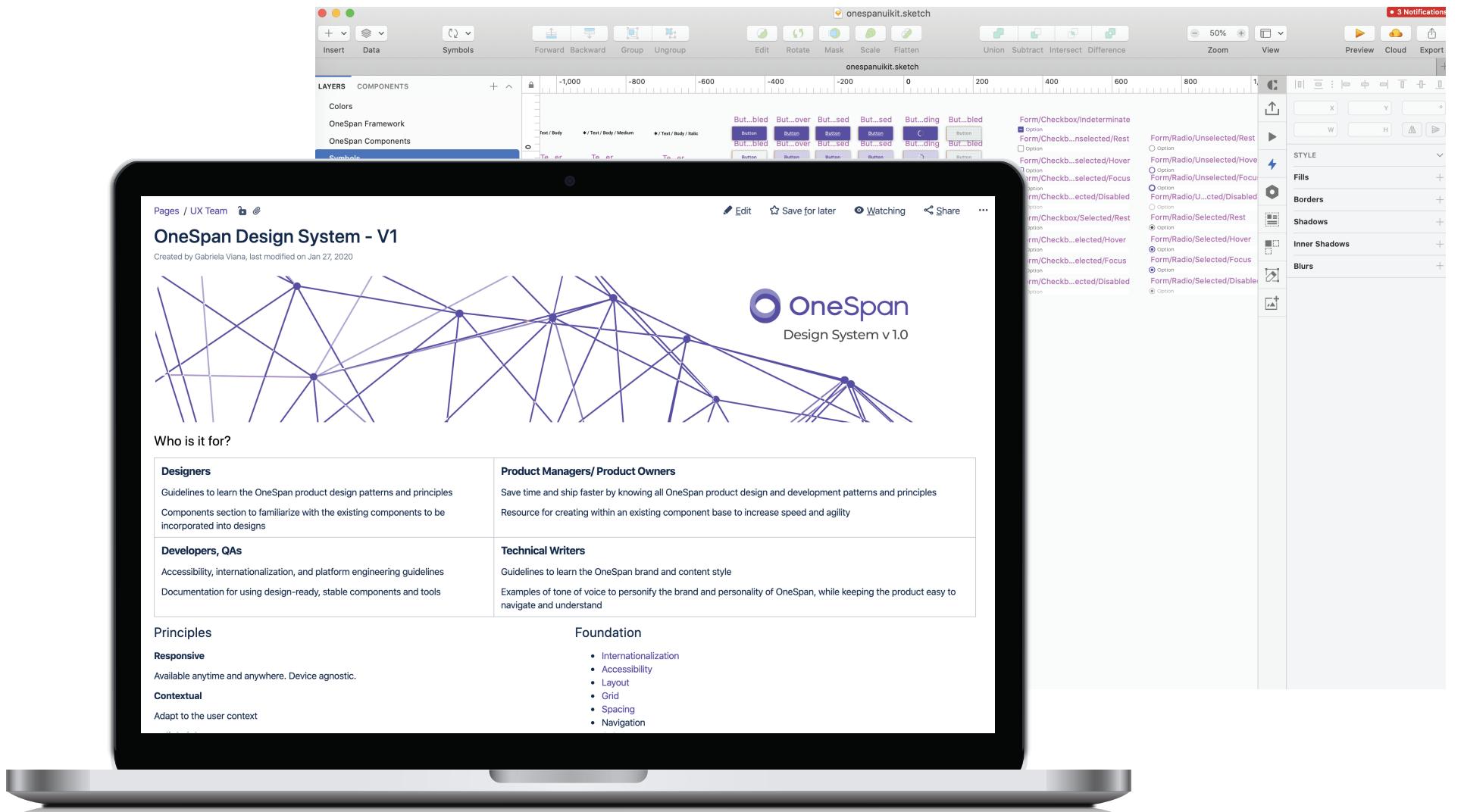
**P8:** Going in the right direction and I like the look and feel.

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

**P11:** Cleaner interface, less confusion, more consistent experience between mobile and desktop

**P12:** There are improvements, there are struggles today to find where to sign, so I like the jumper and the document panel.

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



I also ran workshops to create Personas. And speaking of personas...

Personas are the subject of my Master's Thesis:

Practitioners' Points of View on the Creation and Use of Personas for User Interface Design





**Anderson Fields**  
Account Admin

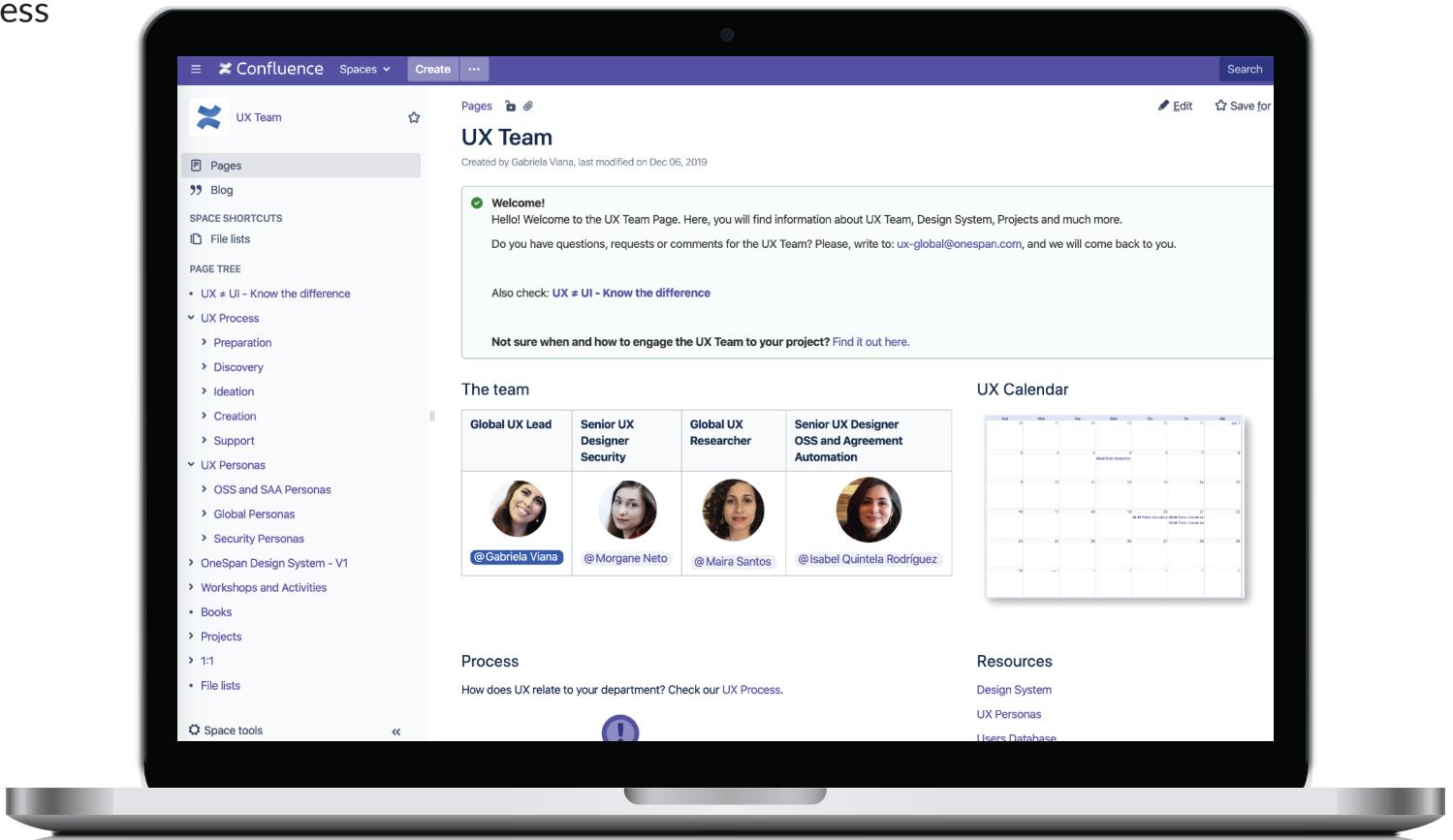
**UX PRIMARY PERSONAS**

GOAL	SOME TASKS W/ ONESPAN	SOME PAIN POINTS	ONESPAN SIGN FLOW	INTERACT WITH
Manage the team in order to integrate in line with business requirements. He is the main contact with OneSpan. Manage accounts, create e-mail templates, give support for their clients/users.	<ul style="list-style-type: none"> <li>④ Manage and Configure accounts</li> <li>④ Build and review Reports in order to track usage</li> <li>④ Troubleshoot support issue for their customers</li> <li>④ Provide OSS Training</li> <li>④ See architectural diagram of the information flow</li> <li>④ Know when the system is down with detailed report of root cause</li> </ul>	<ul style="list-style-type: none"> <li>④ Have to call OSS support for actions</li> <li>④ Lack of online documentation</li> </ul>	<ol style="list-style-type: none"> <li>Integration</li> <li>Configuration</li> <li>Preparation</li> <li>Signing (Receive/Sign/Approve/Fill-in data)</li> <li>Monitoring</li> <li>Report / Audit</li> </ol>	 Amy Fields Agent   Steve Fields Sys Admin   Tina Fields Transaction Preparation   Igor Fields Integrator   Sean Span OSS Support   Patrick Span Professional Services

Questions, concerns, email us at: ux-global@onespan.com

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

- Build the
- Lead teams (in person and remote),
- Create script templates for Interviews, Usability Testing and other research activities,
- Participate in roadmap decisions
- Run interviews with candidates
- Set the team and product vision
- Develop Competency Matrix
- Implement the Design process
- Evangelize UX

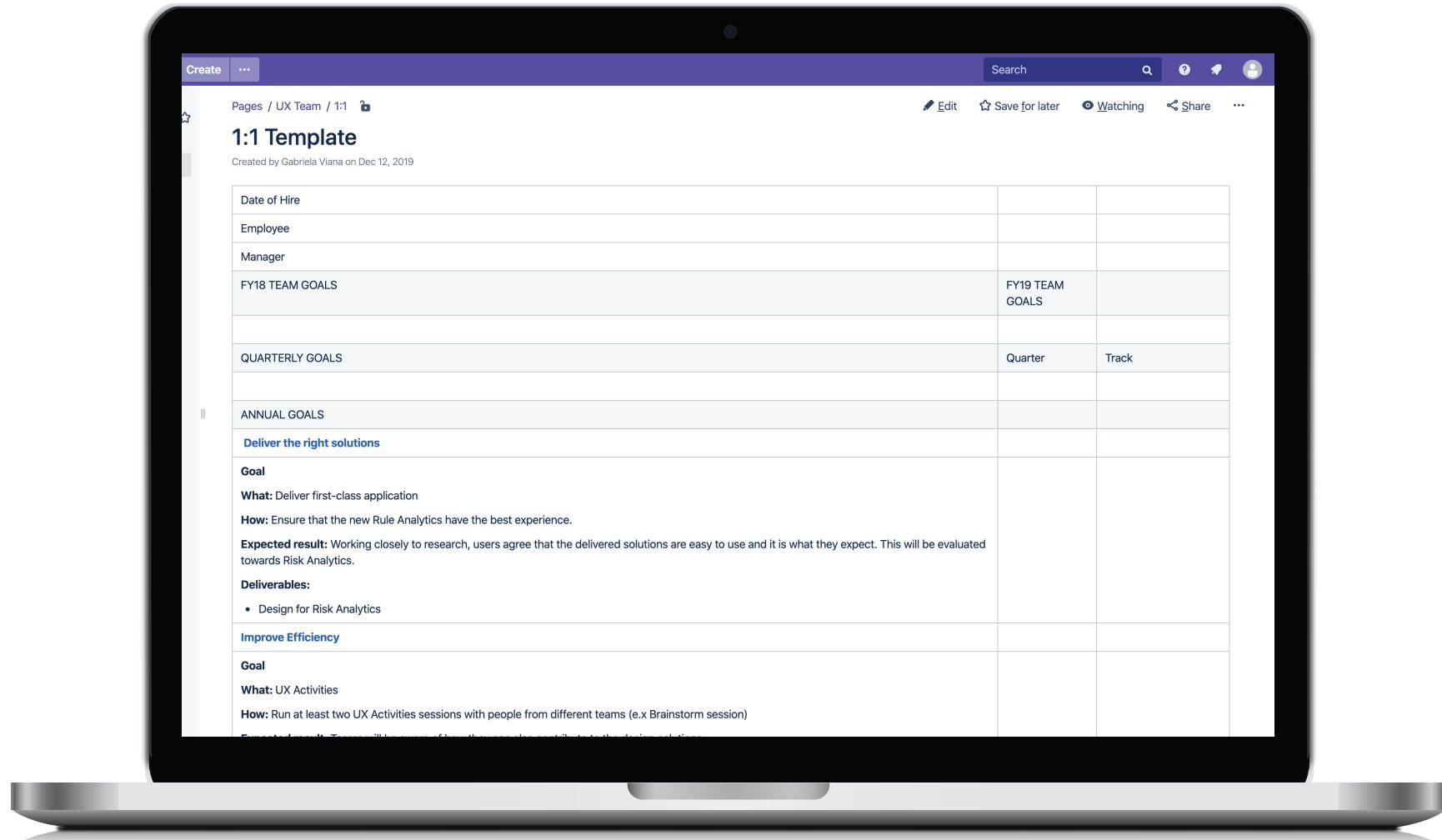


The Confluence page 'UX Team' has the following structure and content:

- 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.
- Page Content:**
  - Welcome!**: A note for users to welcome them to the UX Team Page.
  - The team**: A grid of four team members with their names below their profiles:
 

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 monthly calendar showing dates from December 2019 to January 2020.
  - Process**: A section about UX relating to departmental processes.
  - Resources**: Links to 'Design System', 'UX Personas', and 'Users Database'.

I have been responsible for reviewing the work in progress, run 1:1s, help identify development and quarterly goals, and give on going feedback.



**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			
<b>Deliver the right solutions</b>			
<b>Goal</b>			
<b>What:</b> Deliver first-class application			
<b>How:</b> Ensure that the new Rule Analytics have the best experience.			
<b>Expected result:</b> 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.			
<b>Deliverables:</b>			
• Design for Risk Analytics			
<b>Improve Efficiency</b>			
<b>Goal</b>			
<b>What:</b> UX Activities			
<b>How:</b> Run at least two UX Activities sessions with people from different teams (e.g. Brainstorm session)			



**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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