



# Ian Donahue | Product Designer

Made with ❤️ for Pitch

Hello





# Hello Pitch

**My name is Ian.  
I have 10+ years of  
Digital Product Design  
experience.**

**id**

**My goal as a Designer is to solve complex problems with simple and delightful solutions.**

I'm a Product Design and startup co-founder (Acquired 2017). I'm currently Product Design Lead at UberMedia and a Senior Product designer at Dave. I focus on user-centered UX/UI and front-end development. My core skill set is empathy, ideation, and problem-solving. I love collaboration on local teams or remote teams.



Ian Donahue | Product Designer



# Why am I interested in Pitch?

- 1 I've needed a product like Pitch
- 2 Teams deserve better products than what they have now
- 3 Collaborative Products are the future.



# I've designed for these teams.

I focus on the team and product,  
not the company logo.

Hello

Ian Donahue | Product Designer



**dave**<sup>®</sup>

UberMedia



Cintric

CompuCom.

frog

HYPERQUAKE

sunglass hut

JCPenney

RAA



# Sr. Product Designer

01.2019 - Present

## Skills Used:

UX/ UI Design, Front-End Dev,  
User Testing, Prototyping

Lead Product Designer on  
Customer Success Dashboard  
(10 months)

Designed processes for security,  
account management and more

Developed the Dave.com site

Collaborate with design team  
(7 people) on other projects

# dave®

[Preview](#)**dave®**[About](#)[Help](#)[Careers](#)[Blog](#)[Giving Back](#)[Join Dave](#)

## Banking for humans™

Dave helps over 4 Million people thrive, not just survive, between paychecks. Connect any bank account to start or open your own Dave checking account. Takes less than 2 minutes.



★★★★★ 151.4k ratings



★★★★★ 146.2k ratings

[Preview](#)

## My favorite Dave Project:

### Customer Success CRM

This system is used by all Customer Success agents to assist Daves 4+ Million Users.

The ongoing challenge is designing accessible and user-friendly interfaces that also support the complexity of mobile-first banking and give tools to the CS team.

Search by phone number, name, or user ID

#### Card Delivery Status

Card is been shipped and in transit. Here are the details. Shipping times are usually 3 business days but can take up to 5 business days. Shipping and transit information is based on the usual shipping estimates.

- Ordered** on October 15, 2019  
Note: Card was shipped to requested address  
1234 Main St.  
Lost Angels, CA 90210
- Shipped** on October 16, 2019  
Note: None
- Delivery** Estimated October 20, 2019  
Note: Normal delivery takes 3-5 business days from the shipment date
- Activation** Not yet activated

Estimated October

debit

Great!

Back



Preview

## Streamlining Navigation Design

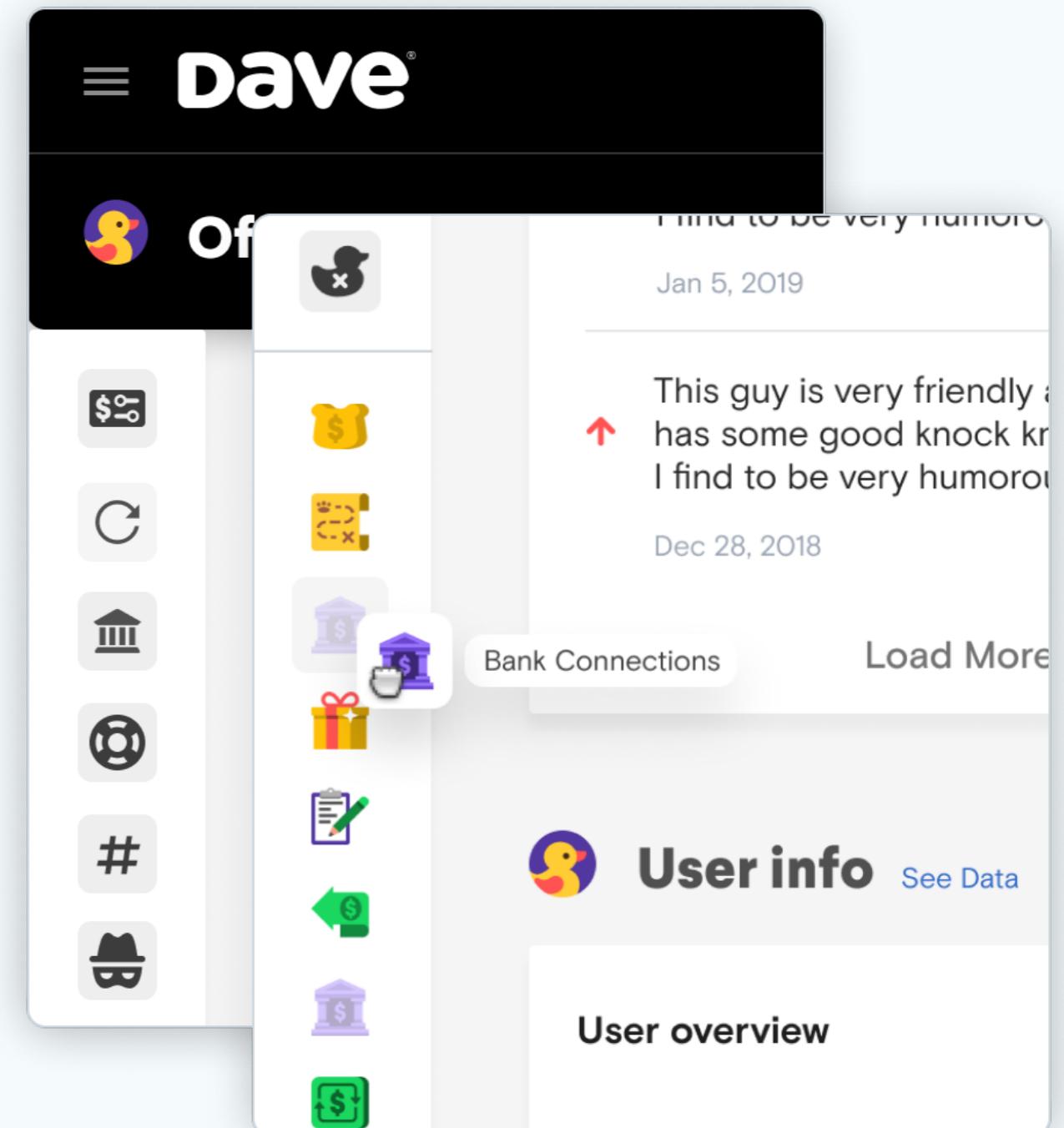
### Problem

CS Agents had to scroll in the app a lot, and CS gents wanted to customize more based on their workflow.

### Design Solution

I needed to design to support these pain points.

1. Design a side navigation to allow for quick linking to a section in the page.
2. Incorporate a draggable, customizable side navigation. When an icon's order is moved, it also adjusts the order of the content in the page.





UberMedia

# Product Manager & Sr. Product Designer

07.2017 - Present

## Skills Used:

UX/ UI Design, Front-End Dev,  
User Testing, Prototyping,  
Product Management

Hello

Ian Donahue | Product Designer



Product Manager that launched  
Vista Measurement

Lead the initiative for UX  
experiences across all products

Designed, prototyped, user tested  
and developed MVPs for internal  
teams and clients

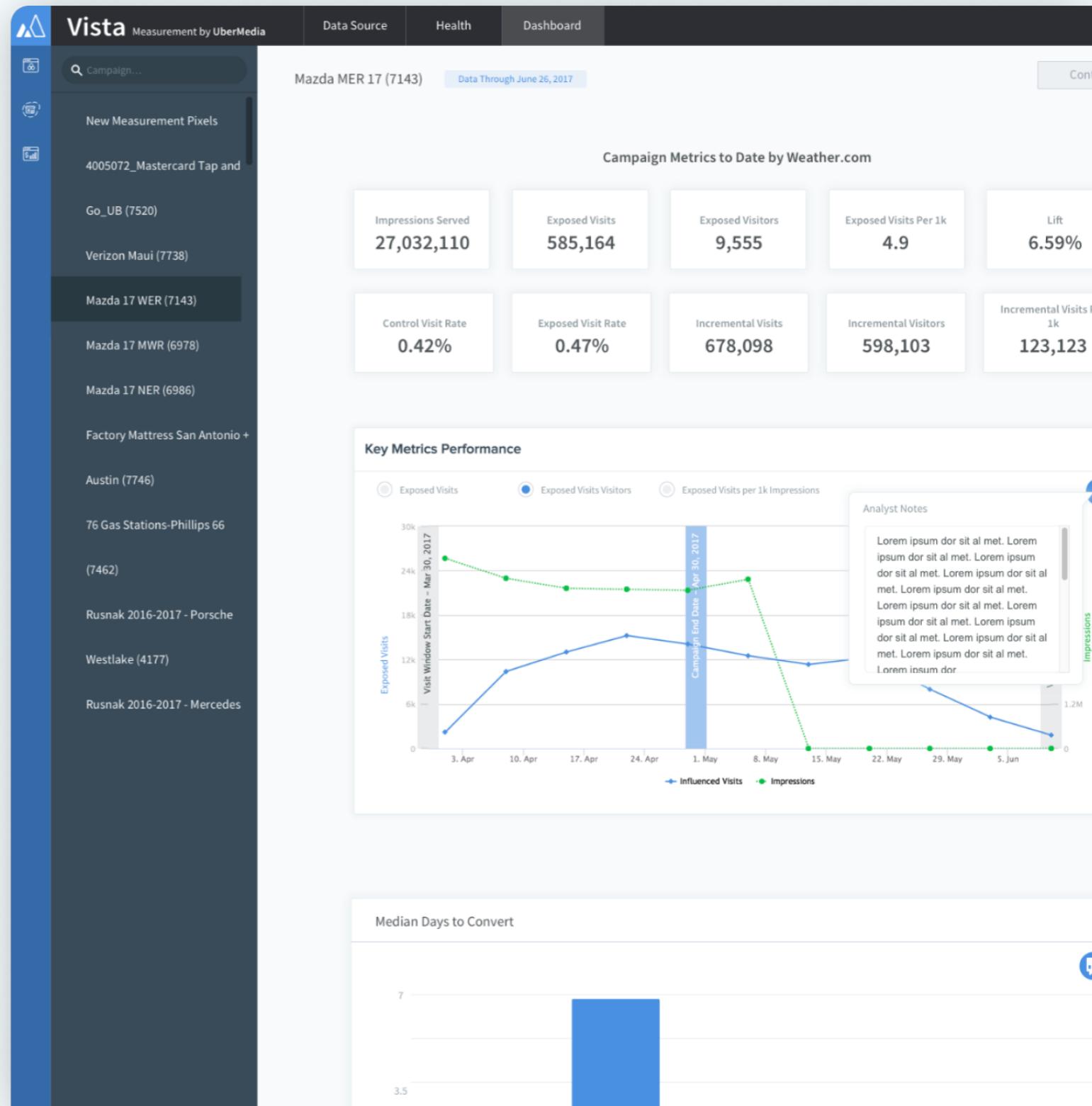
Designed, managed and developed  
multiple Design Systems

[Preview](#)

## Vista Measurement

Vista Measurement was the first product in the Vista suite. This meant that my role was not only in managing the Vista Measurement but also designing the UX of Vista as a whole and the visual brand, global UX, and working with other product managers and stakeholders to develop Vista's first product.

In addition to product management, I was also responsible for visual design, UX design and front-end development of the global Vista UI (HTML/CSS). Vista is a new flagship product for UberMedia in its move into being a product focused company instead of a data sales company.



Vista Measurement by UberMedia

Data Source Health Dashboard

?

Campaign...

New Measurement Pixels

4005072\_Mastercard Ta... (7520)

Verizon Maui (7738)

Mazda 17 WER (7143)

Mazda 17 MWR (6978) TO DO

Mazda 17 NER (6986) TO DO

Factory Mattress San Antonio + ... (7746)

76 Gas Stations-Phillips 66 (7462)

Rusnak 2016-2017 - Porsche We... (4177)

Rusnak 2016-2017 - Mercedes

Ended Campaigns

Setup Measurement Campaign Locations Impressions Data Source Schedule Finalize Review Set Up

1 2 3

Choose Pixels Parameters

Please choose what you would like to track and receive breakouts about. Feel free to use one of our existing options or create your own.

Publisher i TWC × ESPN × Age i CHI × CIN × CLE × DET ×

Platform i Choose... Gender i Add Custom Macro...

Tactic i Choose... Income i Add Custom Macro...

Creative i Choose... Education i Add Custom Macro...

Ad Type i 200x200 × 468x60 × Audience Segment i Add Custom Macro...

Ad Size i Choose... Behavioral Segment i Add Custom Macro...

Device ID i Custom Micro... Georetarget Segment i Add Custom Macro...

Device Type i Choose... Interest Segment i Add Custom Macro...

Device OEM i Choose... Latitude i Custom Micro

Language i Choose... Longitude i Custom Micro

Read Documentation book icon Watch a quick tutorial play icon

Cancel Create Pixels

Vista Measurement by UberMedia

Data Source    Health    Dashboard

Campaign...    Locations    Impressions Data Source    Schedule    Finalize    Complete Set Up

New Measurement Pixels

4005072\_Mastercard Ta... (7520)

Verizon Maui (7738)

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Ended Campaigns

Setup Measurement Campaign    Locations    Impressions Data Source    Schedule    Finalize    Complete Set Up

1 2 3 4 ✓

Impression Logs

Watch a quick tutorial

Upload Impression Logs

Information

\*This section is simply for review. Once your data is being collected you can submit your Impression Logs.

Impression logs must be batch submitted to our system following our Impression Log Implementation Guide. Logs will be handled by an engineering team at a publishing partner.

Pros

- Setup does not have to happen BEFORE the campaign starts.
- Reports can be generated retroactively.

Cons

- Lorum ipsum dolor sit al met. Lipsom dolor sit al met.
- Lorum ipsum dolor sit al met. Lipsom dolor sit al met.
- Lorum ipsum dolor sit al met. Lipsom dolor sit al met.

Note: Engineering is required for pulling logs

CSV

Drag & Drop  
your .csv files here, or [browse](#)

Cancel    Upload Logs

Impression Log Implementation Guide

Impression Log Template

Vista Measurement by UberMedia

Data Source    Health    Dashboard

Campaign...    Setup Measurement Campaign    Locations    Impressions Data Source    Schedule    Finalize    Tracking & Breakouts

New Measurement Pixels

4005072\_Mastercard T...

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Mazda 17 MWR (6978)

Mazda 17 NER (6986)

Factory Mattress San A...

76 Gas Stations-Phillips

Rusnak 2016-2017 - Po...

Rusnak 2016-2017 - Me...

Ended Campaigns

### Event Based Campaign

August

Campaign Start  
08/01/2017

Campaign End  
08/28/2017

Visit Window Start  
08/28/2017

Visit Window End  
08/31/2017

**Campaign Duration** = The dates that the campaign was live 7/31 - 8/18

**Visit Window** = The dates that visits are considered valid  
*\*Since this was a movie premier the client only cared about the days that the movie was out — 8/18 - 8/20*

**Conversion Window = 30 days**  
The maximum time period between seeing an ad (impression) and the visit occurring that is considered valid

*\* This means that if someone saw an ad on 7/31 and they went to see the move on 7/18, since it was less than 30 days between the visit and the impression, their visit is considered an influenced visit.*

Cancel Event    Set as an Event



# Co-founder & Product Designer

01.2015 - 07.2017

## Skills Used:

I wore a lot of hats



Acquired in 2017

In charge of all design

Product design, branding, investor materials, pitch decks

Prototyped products using InVision/Figma and in HTML

Front-end UI development

[Preview](#)

## Cintric Analyst

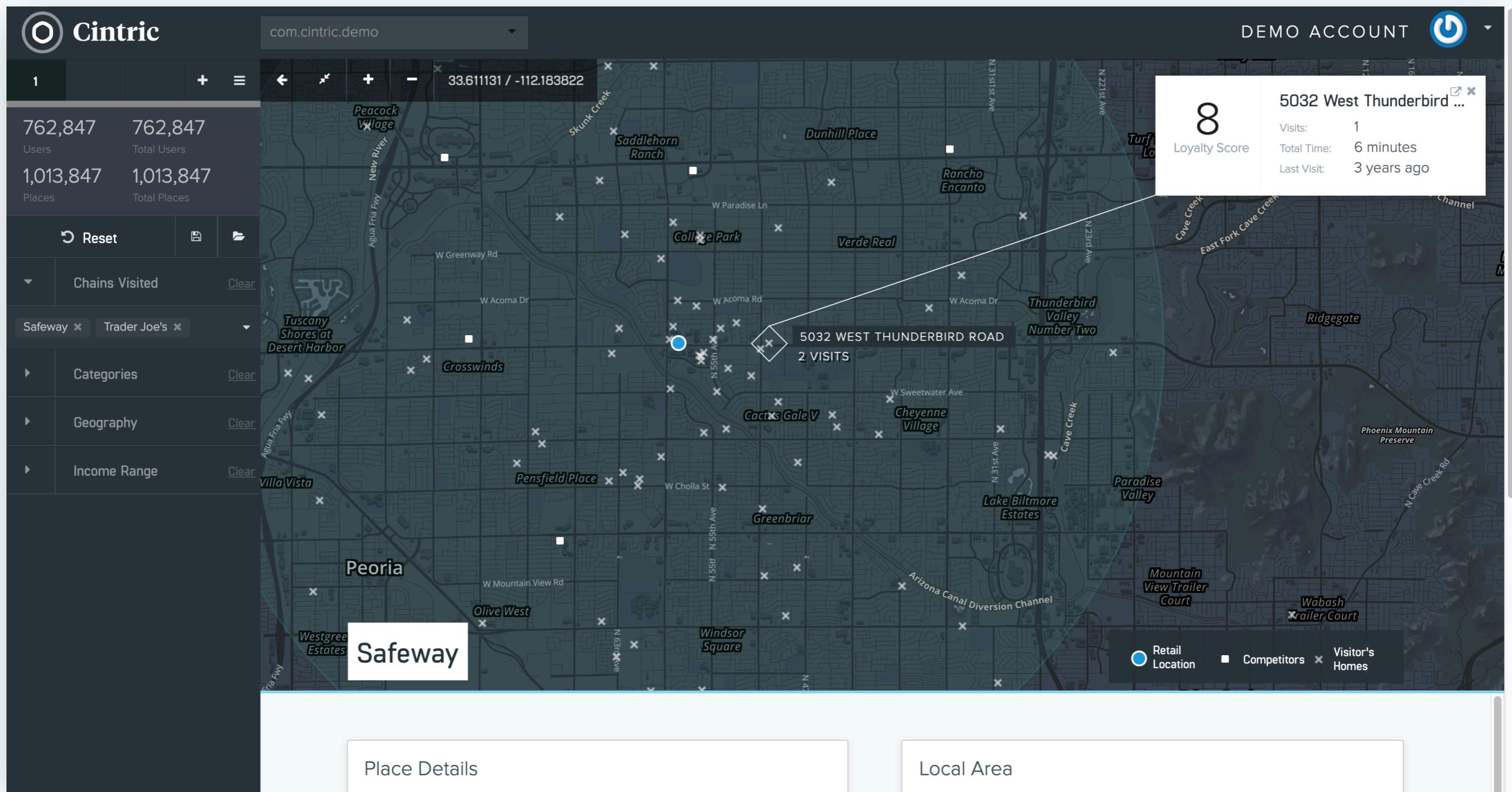
[View Demo](#)

### Problem:

- Visualizing the volume of location data
- Visualizing both users locations & retail locations
- Building customizable segmentation on the fly
- How do can users quickly digest large amounts of data
- Display the most important metrics
- Visualize the "path to purchase" or "path to visitation."

### Solution:

- Choosing a mapping solution that could scale with our data points became vital
- Choosing a mapping system with customizable visualizations to support the volume was a must
- Creating a mapping language for distinguishing between user data and retail location data
- Heatmaps and other map and pin notation
- Using a combination of heatmaps helped create a choropleth of user location data
- Designed a global UI that could always be present to display vital metrics of a given segment or retail location



**Cintric**

com.cintric.demo DEMO ACCOUNT

1

762,847 762,847 Total Users

1,013,847 1,013,847 Total Places

Reset

Chains Visited: Safeway, Trader Joe's

Categories

Geography

Income Range

**Place Details**

Place ID: 2502800503

**Safeway**  
West Thunderbird Road  
Glendale, Arizona 85306

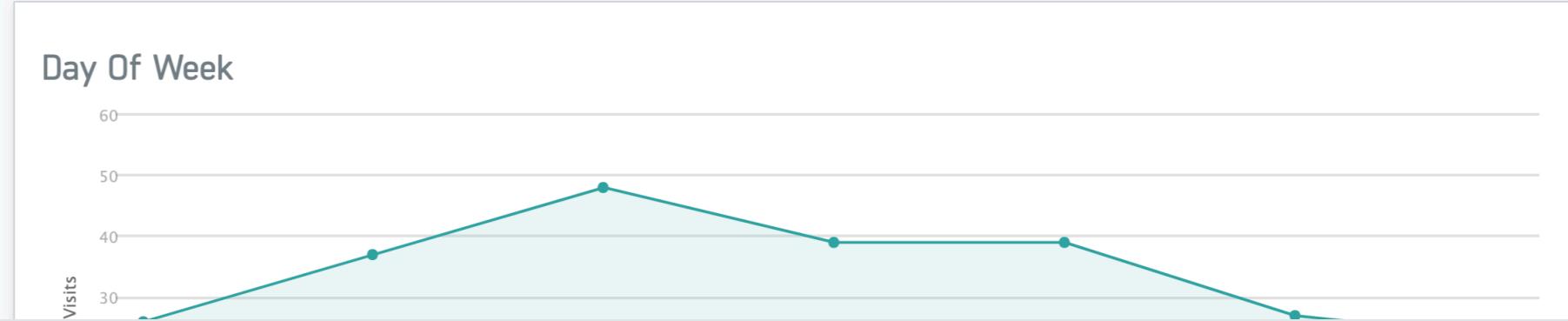
239 Total Visits    10 minutes Avg. Visit Time    5.17 miles Customer Reach

**Local Area**



**Day Of Week**

Visits



**Cintric**

com.cintric.demo DEMO ACCOUNT

1

762,847 Users Total Users

1,013,847 Places Total Places

Reset

Chains Visited

Safeway × Trader Joe's ×

Categories

Geography

Income Range

Loyalty Score

15

**Costco**

Total Time: 10 hours  
Total Visits: 18 visits

**COSTCO WHOLESALE**

Walgreens 13  
TRADER JOE'S 7  
STARBUCKS COFFEE 6  
Peet's Coffee & Tea 6  
Target 3  
PAPYRUS 3

Last Visit

[37.9369, -122.3539]  
Wednesday | September 14 | 5:12 PM

Visitation Overview

Art & Entertainment  
Saturday at 6 pm

Restaurants  
Monday at 6 am

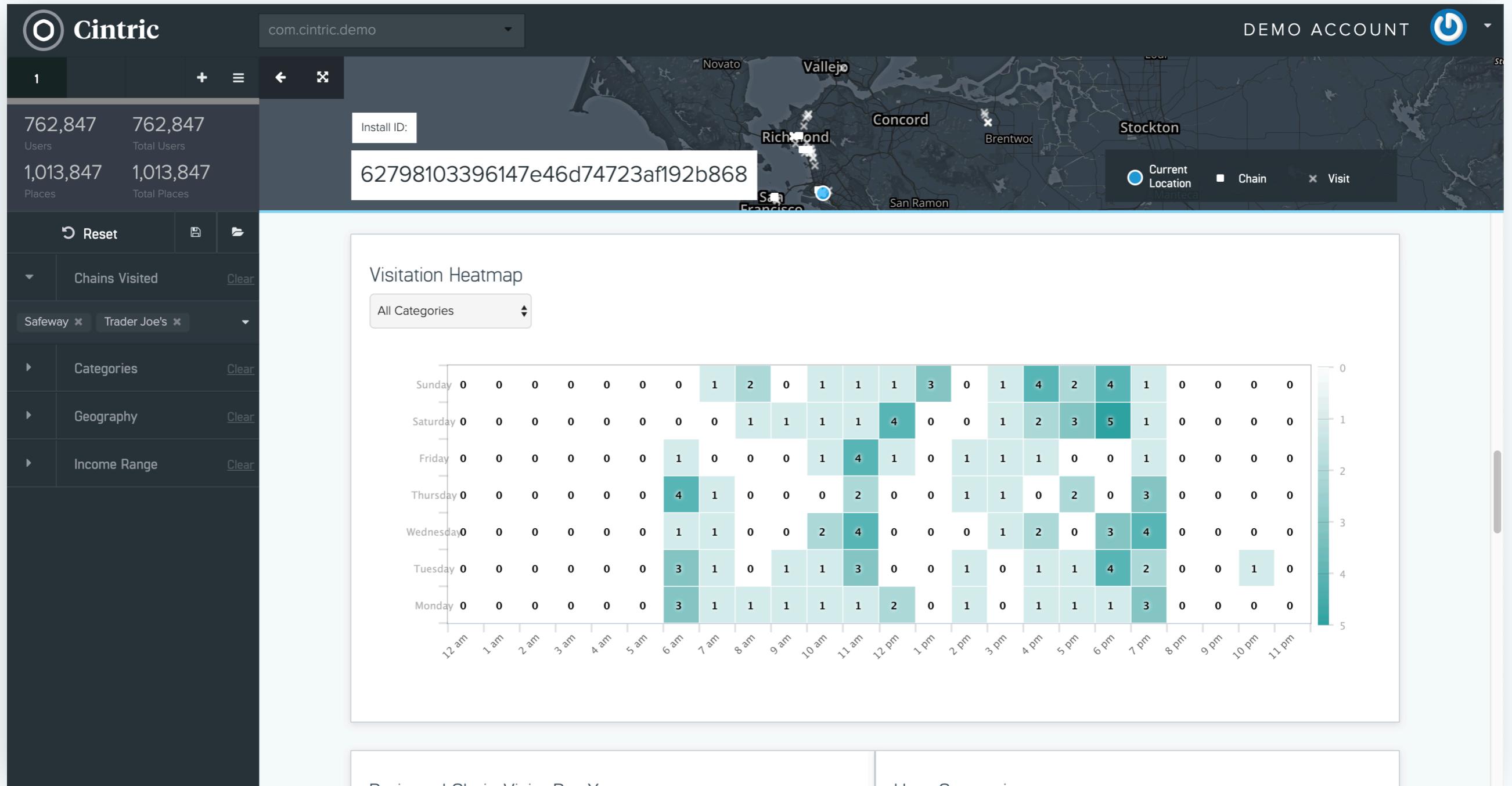
Grocery  
Saturday at 12 pm

Shopping  
Sunday at 6 pm

Device Type

iPhone 6, Sprint

No Service 6:23 PM



Cintric com.cintric.demo DEMO ACCOUNT

1 + ⌂ Safeway & Trader Joe's customers

762,847 762,847  
Users Total Users

1,013,847 1,013,847  
Places Total Places

Reset

Chains Visited

Safeway x Trader Joe's x

Categories

Geography

Income Range

User Base Visitation Chain visit history in segment

#	CHAIN NAME	PLACE ID	INSTALL ID	TIME SPENT	CITY	STATE	COUNTY	LAT	LON	ARRIVAL DATE	DEPARTURE DATE
1	Safeway	2502800503	ddabdb6eb27a2	0:00	Glendale			33.6109	-112.1837	2016-09-14 19:14:21	2016-09-14 19:14:21
2	Safeway	515271084	b67579700dd0	0:01	Thornton			39.9122	-104.9410	2016-09-14 19:06:37	2016-09-14 19:06:37
3	Safeway	602365274	a4211728ac684	0:05	Littleton			39.5748	-104.9920	2016-09-14 19:05:13	2016-09-14 19:05:13
4	Safeway	515271084	b67579700dd0	0:03	Thornton			39.9123	-104.9427	2016-09-14 19:03:35	2016-09-14 19:03:35
5	Safeway	564833747	ab986b184f991	0:02	Boulder			40.0348	-105.2600	2016-09-14 19:03:20	2016-09-14 19:03:20
6	Safeway	564833747	ab986b184f991	0:02	Boulder			40.0348	-105.2602	2016-09-14 19:00:58	2016-09-14 19:00:58
7	Safeway	564833747	ab986b184f991	0:00	Boulder			40.0346	-105.2602	2016-09-14 19:00:07	2016-09-14 19:00:07
8	Safeway	515271084	b67579700dd0	0:05	Thornton			39.9126	-104.9425	2016-09-14 18:57:22	2016-09-14 18:57:22
9	Trader Joe's	3098736998	d3b58a285887	0:00	Delray Beach			26.4391	-80.0710	2016-09-14 18:57:07	2016-09-14 18:57:07
10	Safeway	602365274	a4211728ac684	0:09	Littleton			39.5745	-104.9917	2016-09-14 18:55:30	2016-09-14 18:55:30



# Visualizing my skill sets & other things too.

Hello

Ian Donahue | Product Designer



UX / UI Design



Prototyping



User Testing



Animating in Keynote



Web Development (HTML/CSS/JS)



Love for my dog





# Me by the numbers

**10.5**

Years of  
Experience

**9**

Months in Berlin

**1**

Companies Sold

**2**

Dog Roomates

**14,670**

Dog's Instagram  
Followers

**17**

Positive AirBnb  
Reviews



# What people say about working with me....

“

Ian is simply a great person to work with. He designs with implementation in mind as well as aesthetics, making the engineering far more efficient and straightforward. He communicates effortlessly, bringing energy to ordinary dull meetings. Ian would make a great addition to any team, independent of being a phenomenal designer.



**Connor Bowlan**

VP of Strategy, UberMedia



# What people say about working with me....

“

Ian is a double threat. Skilled on the design side and dev side, he is quick to adapt, takes direction and feedback well, always works with a smile, and is an all-around professional. He's a great addition to any software engineering team. Definitely recommend!



**Chris Seckler**

Senior Front-End Engineer



# What people say about working with me....

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Ian is a double threat. Skilled on the design side and dev side, he is quick to adapt, takes direction and feedback well, always works with a smile, and is an all-around professional. He's a great addition to any software engineering team. Definitely recommend!



**Chris Seckler**

Senior Front-End Engineer



Erwan

To work on a  
product like Pitch is so  
incredibly exciting  
I can't sleep.

Ian D.

Pitch has an opportunity to change the way we work, build and collaborate. I want to be part of the team and I want to build the future in the right way.

# To work on a product like this is incredibly exciting. I can't sleep.



Erwan Lent 1 minute ago



Ian D.

This is a little over the top dude. You should take it down a couple of notches. Maybe a simple “thank you.” to finish out the deck.

Pitch has an opportunity to change the way we work, build and collaborate. I want to be part of the team and I want to build the future in the right way.



I appreciate you taking  
the time to review my  
personal pitch.

I look forward to hearing from you.



Ian D.



**Author Notes:**

**Making this presentation was a blast,  
but sharing and getting feedback was  
not... it was a nightmare.**

**F**

I tried to share with a friend,  
“can you send me the fonts  
you used?”



Can only share a presentation  
through a file. , “I wish I could  
just send a URL...”



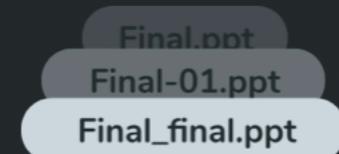
Feedback was slow and not  
clear, “Fix wording on slide 5”



When an asset is updated, it  
should update in presentation.,  
“This logo is out of date!”



Work on any OS or Device,  
“Will Pitch have Keynote?”



Versioning can only be done  
through file naming  
“Is this really the final?”