

KIM VASSILIADIS

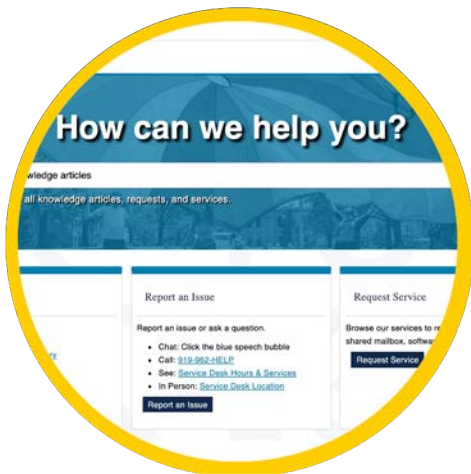
UX Portfolio

I manage four discrete teams, but I currently serve as the sole user experience practitioner in IT. I am responsible for advocating the importance of UX to stakeholders and then leading those efforts.





Help Portal



Product: University help portal serves as the front door to requesting services and assistance

Problem: Focused on launch deadline (in 2019), not UX

Project: Improve portal by focusing on the user, not the product.

Date: 2020

Role: UX Lead

Activities: Conducted focus groups, a discovery workshop, and usability test. Created wireframes, prototypes, and designs. Presented findings and recommendations to stakeholders.

You'll hear me say, *"If we need to train our users how to use our systems, we have failed them."*



Help Portal Issues

Identified Issues

- Only included $\frac{1}{3}$ of the available services
 - $\frac{2}{3}$ services left behind on old website
- Services were locked behind a login
 - Information wasn't discoverable through search engines, but users relied on search engines to find university information
- Category names were too technical

“Much of this is a foreign language to me. Vague and foggy”

- Usability Test participant



Help Portal Project Activities

Conducted workshop
with stakeholders to
identify issues



Collaborated with
developer to make
service information
discoverable through
search engines



Worked with service
owners to update
service information
and migrate to help
portal



Facilitated whiteboarding
session to redefine categories
Conducted usability study to
test and refine new categories



Created wireframes
Presented vision to
stakeholders and power
users

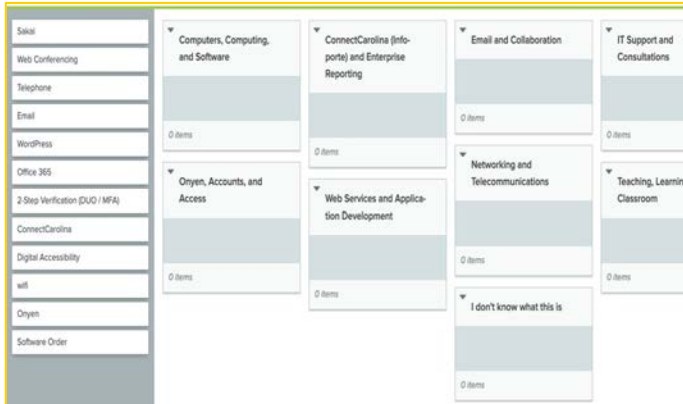


Finalized
redesigned portal
and launched





Help Portal Project Artifacts



Card sorting test




Discovery workshop

Service Now – Year 1

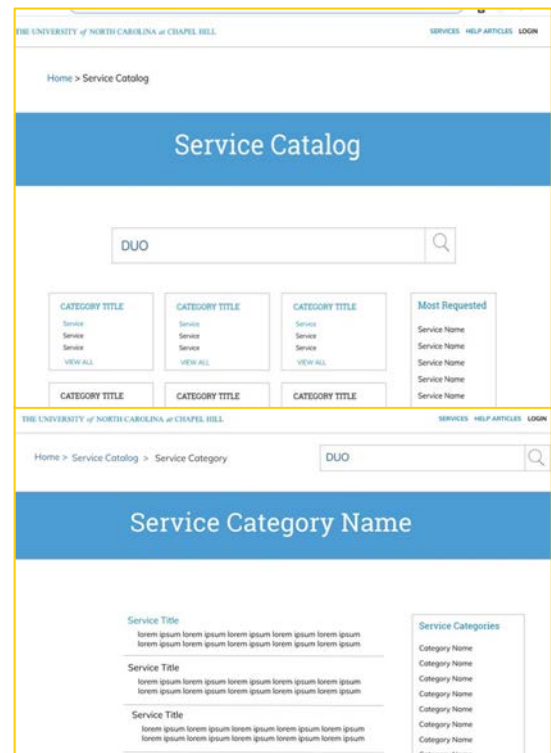
- Focus on Launch
- Add 30ish services (now 80ish)
- “Left-behind” services still on the ITS Website
- Services require authentication to view
- Category names are hard

Imperfect UX



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Stakeholder presentation



Wireframes



Help Portal

Final(ish) Product

The screenshot displays a web application titled "Service Catalog" with the identifier "KB0010724". The breadcrumb navigation shows the path: Home > Knowledge > Service Catalog (Knowledge Base). A search bar is located in the top right corner. The main content area is titled "Browse Our Services" and is organized into a grid of service categories. Each category has a list of links to specific services and a "View All" link. The categories and their respective links are:

- Computers, Computing & Software**: [Adobe Creative Cloud Service](#), [LinkedIn Learning](#), [Software Distribution Service](#), [View All](#)
- ConnectCarolina & Finance Systems**: [Admissions Software and Applications](#), [Support for Enterprise Administrative Systems](#), [View All](#)
- Data Administration**: [Data Warehouse](#), [Support for Enterprise Administrative Systems](#), [Use of Enterprise Data](#), [View All](#)
- Email & Collaboration Tools**: [Office365 \(Email, Calendar, Teams, etc.\)](#)
- Enterprise Reporting, Analytics & Data**: [Data Warehouse Service](#), [InfoPorta](#)
- HR, Benefits, & Payroll Systems**: [Carolina Talent](#), [Employee Access Removal](#)

On the right side of the interface, there are two additional sections:

- Popular Services**: [Voice Services](#) (VoIP, Analog, and Voicemail services).
- Report an Issue**: Includes instructions for chat ("Click the blue speech bubble"), a phone number ("919-962-HELP"), a link to "Service Desk Hours & Services", and a "Report an Issue" button.

Current service catalog

Current Status:

Progress not Perfection: V3 coming in 2022



Web Portal



Product: Anyone with a university ID can create a WordPress website for coursework, personal or departmental use.

Problem: Legacy platform accumulated 20K websites but lacked digital branding or accessibility strategy

Project: Improve the digital experience and reduce the digital footprint

Date: 2020

Role: Product owner and project lead

Activities: Led initiative to establish a new web strategy and purge outdated websites. Create a new platform and workflow. Presented to numerous campus stakeholders to achieve buy-in.



Web Portal Issues

UNC's massive digital footprint lacked a digital strategy. All websites received unc.edu domain, appearing as university-sanctioned content. Accuracy and accessibility of our web content is key. Hosting outdated, incorrect, and inaccessible information would be a liability.



Sample (problematic) website

Identified Issues

- We accumulated 21K websites; many were abandoned
- Most sites were not accessible, lacked ownership, or clear purpose
- Many sites contained misinformation and copyright violations

You'll hear me say, "Websites need care and feeding. Otherwise, they turn into zombies"



Web Portal Project Activities

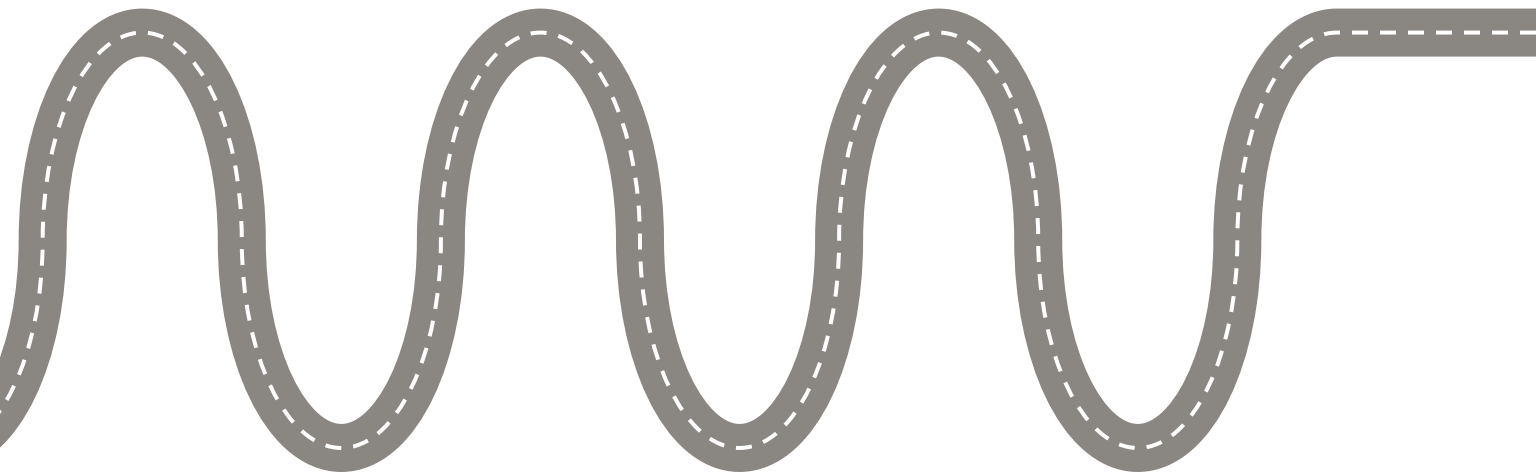
Evaluated the 20K
websites to determine
which had been
abandoned



Presented to stakeholders
across campus to achieve
buy-in



Collaborated with Digital
Accessibility Office to
create accessibility
policy for websites



Developed a strategy for
new websites and
managing abandoned ones



Collaborated with
developers to build the
new self-service
platform



Purged 15K abandoned
websites and launched
the new portal



Web Portal Project Artifacts

Create a Site

Welcome, kimv.

By filling out the form below, you can add a new website to your account. You can own up to 5 websites on this network. You have 1 websites

You are the owner of the following websites:

- [KimV](#)

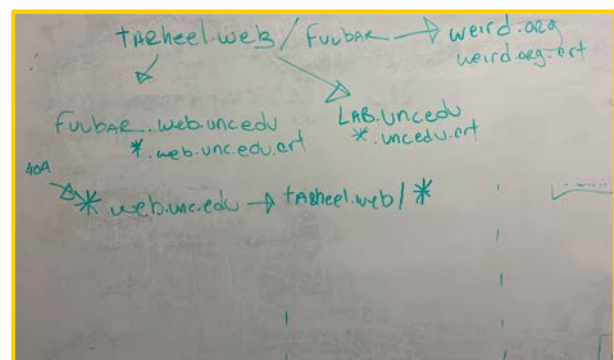
Please tell us a bit about yourself

I am a(n) *

- ✓ Please Select..
- Employee
- Student
- Other

[Edit](#)

Launched portal



Workflow/Process brainstorming

Behind the scenes work: Improve Accessibility

- Partnered with Digital Accessibility Office (DAO)
- Update Themes / code fixes

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Presentation to stakeholders

were requested to be kept or asked to be restored after they had been deleted.

What we're doing.

- If a website's administrator has not updated their website in more than a year, they will receive an email notification. If the admin chooses to do nothing, the site will be deleted automatically. Or the admin may request to keep the website active by following steps outlined in the email.

Why we're doing this.

- UNC-Chapel Hill has a massive digital footprint. Websites hosted on web.unc.edu represent the University and those affiliated with it. As stewards of the University, we must consider the accuracy and accessibility of our web content. We never want to host outdated, incorrect, and inaccessible information. It would be a liability.
- We regularly work with University Archives to identify websites that represent the University and may need to be kept for historical record.

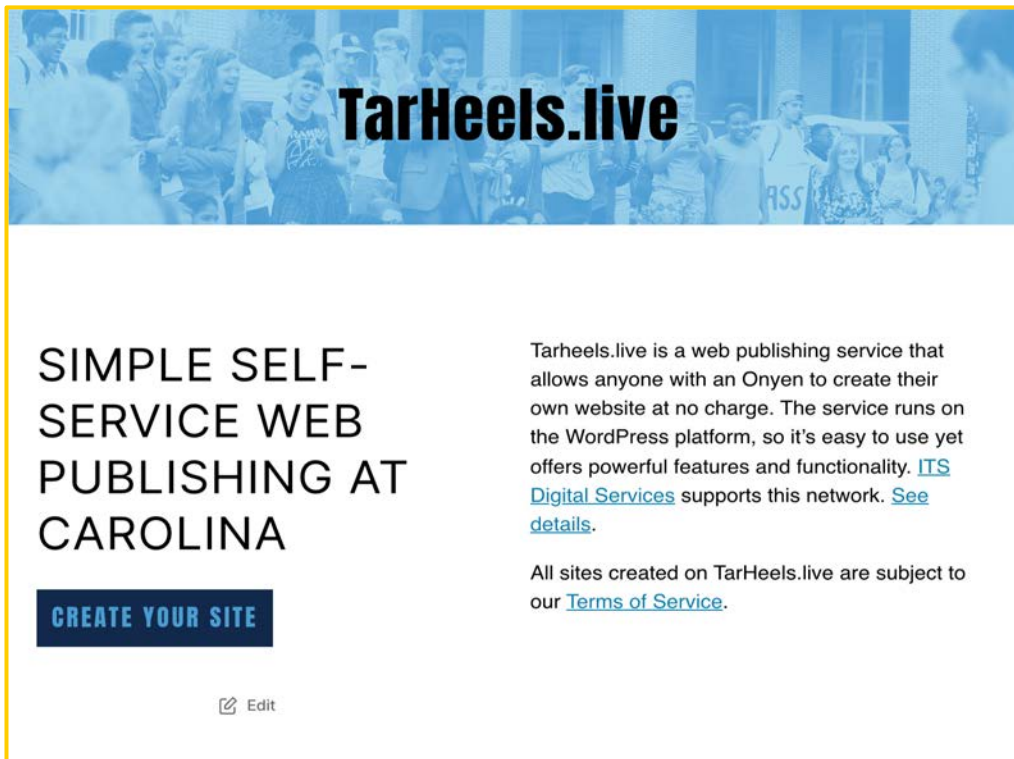
--
Kim Vassiliadis
Manager, Digital Services & User Experience
ITS Digital Services
UNC-Chapel Hill | ITS Franklin,
CB# 1150
--

Email to website all owners



Web Portal

Final Product

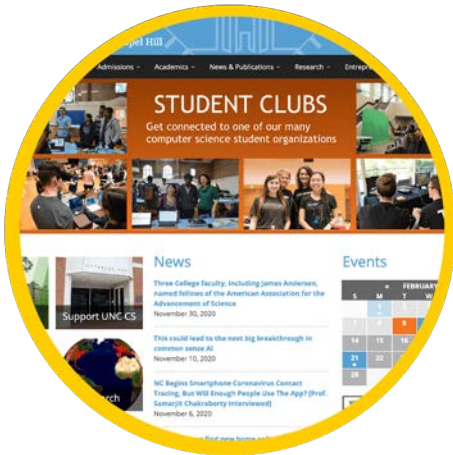


Status Update:

- Successfully implemented a university-wide policy that affected a campus community of 40,000.
- Improved digital experience, including accessibility, and branding.
- Implemented a lifecycle plan to enable students, faculty, and staff to create websites, and ensure content is regularly evaluated. More than 2,000 active websites created since launch.
- Continue to iterate and introduce modern themes and plugins.



Computer Science Website



Product: Computer Science departmental website

Problem: Bloated website with outdated content and confusing navigation

Project: Website Redesign

Date: 2021

Role: UX Lead and WordPress developer

Activities: Collaborated with stakeholders. Conducted content audit, documented requirements, developed sitemap, conducted usability study, partnered with designers during the design phase, and built website.



Computer Science Website Issues

Website owners often request a redesign because they don't like their site's look and feel. I advocate and lead them through UX exercises to develop a content strategy.

Identified Issues

- ⦿ No content strategy – everything is important
- ⦿ Bloated and outdated content
- ⦿ Confusing navigation and labels
- ⦿ Overwhelming homepage

You'll hear me say, *"No one comes to your website because it is pretty. They come for information"*.



Computer Science Website Project Activities

Worked with stakeholders to complete website the audit



Conducted usability test and revised sitemap based on user feedback



Collaborated with designers and accessibility consultants to ensure the design met requirements



Drafted a new sitemap based on audit. Determined website requirements



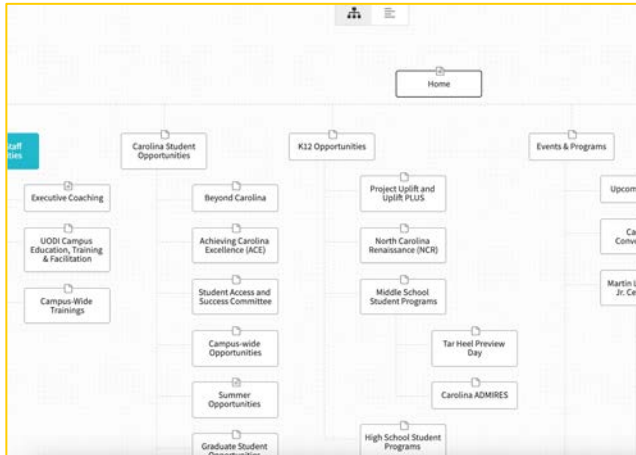
Created wireframes and presented them to stakeholders



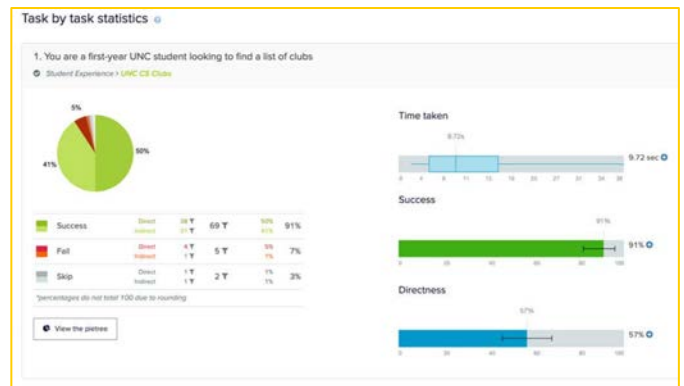
Built website and worked with stakeholders to migrate updated content
Launched website



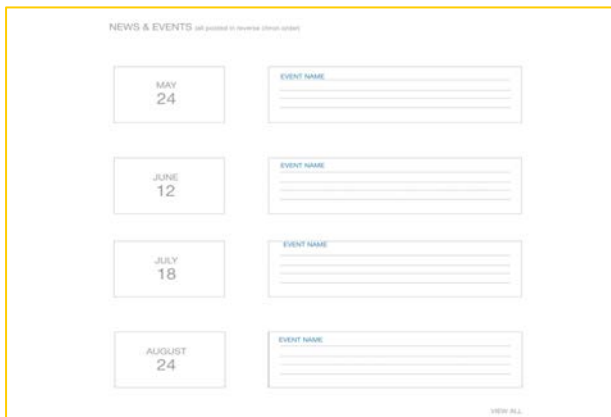
Computer Science Website Project Artifacts



Sitemap



Usability test results



Wireframes

URL	Last modified
posts	
https://cs.unc.edu/news/the-design-of-design-essays-from-a-computer-scientist/	2014-07-29 13:14 +00:00
https://cs.unc.edu/news/megawatt-solar/	2014-07-29 13:16 +00:00
https://cs.unc.edu/news/malmon-honored-with-2014-timothy-l-quigg-award/	2014-07-29 13:34 +00:00
https://cs.unc.edu/news/taylor-recognized-with-inventor-of-the-year-award/	2014-07-29 13:34 +00:00
https://cs.unc.edu/news/reiter-named-ieee-fellow/	2014-07-29 13:35 +00:00
https://cs.unc.edu/news/undergraduate-research-featured-on-unc-tv/	2014-07-29 13:36 +00:00
https://cs.unc.edu/news/unc-cs-partners-with-pebble-education-project/	2014-07-29 13:37 +00:00
https://cs.unc.edu/news/baruah-named-ieee-fellow/	2014-07-29 13:39 +00:00
https://cs.unc.edu/news/alumnus-to-receive-acm-siggraph-award/	2014-07-29 13:52 +00:00
https://cs.unc.edu/news/marc-levoy-to-give-keynote-speech-at-unc-hooding-ceremony/	2014-07-29 14:00 +00:00
https://cs.unc.edu/news/flintstones-google-electrical-engineering-show-hooding-speakers-creativity-experience/	2014-07-29 14:05 +00:00
https://cs.unc.edu/news/unc-scientist-recognized-by-international-computing-society/	2014-07-29 14:06 +00:00
https://cs.unc.edu/news/new-being-here-centre-shows-the-possibilities-of-3-d-communication/	2014-07-29 14:13 +00:00
https://cs.unc.edu/news/dane-pozefsky-named-to-wei-hall-of-fame/	2014-07-29 14:20 +00:00
https://cs.unc.edu/news/scientist-recognized-for-contributions-to-medical-image-computing/	2014-07-29 14:21 +00:00
https://cs.unc.edu/news/more-than-2-million-books-read-on-tar-heel-reader/	2014-07-29 14:25 +00:00
https://cs.unc.edu/news/unc-unveils-new-3-d-modeling-technique/	2014-07-29 14:31 +00:00
https://cs.unc.edu/news/plaisted-recognized-for-work-in-theorem-proving/	2014-07-29 15:03 +00:00
https://cs.unc.edu/news/brooks-receives-2010-ieee-vgtc-virtual-reality-career-award/	2014-07-29 15:12 +00:00
https://cs.unc.edu/news/lin-receives-2010-ieee-vgtc-virtual-reality-technical-achievement-award/	2014-07-29 15:13 +00:00
https://cs.unc.edu/news/scientist-recognized-for-work-in-geometric-computing-computer-graphics-and-robotics/	2014-07-29 15:17 +00:00

Content Audit

“Spending time putting the correct and updated information on the website is far more important than the design”

- Usability Test participant



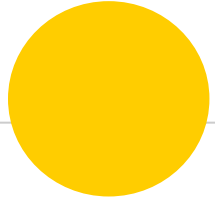
Computer Science Website Final Product



Redesigned Computer Science website

Status Update

- 14% increase in traffic
- 16% increase “Time on Page” for most popular pages



Thanks!

Kim Vassiliadis

kimbrarian@gmail.com