



# **Nik Williamson**

Portfolio – 2020



# Universal Publishing Tool

Electronic Arts

Create the new publishing tool for EAX.

FIFA 21

Comments X

The screenshot shows the 'Basic Information' tab selected in the navigation bar. The main content area displays the 'Name' field with the value 'FIFA 21!' and a note below it stating: 'A mote of dust suspended in a sunbeam rich in mystery stirred by starlight'. A red error message box at the bottom left indicates a 'High severity' error: 'The Display name field can not contain special characters.' On the right side, there's a sidebar titled 'On This Page' with links to 'Name', 'Game type', 'CE Target', and 'Game details'. The top right corner of the screen has a 'Comments X' button.

## Problem

The process for adding and editing Video Games to EA Desktop and Content Engine is time consuming, repetitive, and error prone.

## Solution

Create a UI layer on top of Contentful to make content management easier. The tool will integrate with Synopsis for validation, support Dual Publish so that messaging and content is consistent between EA Desktop and Origin.

We decided to use Quantum so that the development team would not need to spend any significant time building the UI, and to ensure consistency across new EAX products.

Overview

Basic Information

IDs

Notices

Media

Game Details

Game Type

Game Ratings

Descriptions

Dates and Times

URLs

Other

## Basic Information

### Name

#### Display name

A mote of dust suspended in a sunbeam rich in mystery stirred by starlight

FIFA 21!

TRANSLATIONS

High severity

The **Display name** field can not contain special characters.

VALIDATE FIELD ...

#### Friendly name

A mote of dust suspended in a sunbeam rich in mystery stirred by starlight

fifa 21

#### Internal name

Formatted as a slug – lowercase alphanumeric and hyphens only.

fifa-21

### Game type

#### Game type

The type of video game (Add-on, Base Game, etc).

 Base Game Add-on Collection Extra Pre-release Game

### CE Target

#### Preview

Something about what this does.



#### Live

Something about what this does.



### Game details

#### Franchise

The franchise for this item.

FIFA



#### Publisher

The publisher of the creative work.

Electronic Arts



#### Genre

Genre of the item.

- |                                    |                                       |   |  |
|------------------------------------|---------------------------------------|---|--|
| <input type="checkbox"/> Action    | <input type="checkbox"/> First person | <input type="checkbox"/> MOBA               | <input type="checkbox"/> Sci-Fi            |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Flight       | <input type="checkbox"/> Music              | <input type="checkbox"/> Shooting          |
| <input type="checkbox"/> Arcade    | <input type="checkbox"/> Hasbro       | <input type="checkbox"/> Online             | <input type="checkbox"/> Simulation        |
| <input type="checkbox"/> Casual    | <input type="checkbox"/> Horror       | <input type="checkbox"/> Platformer         | <input checked="" type="checkbox"/> Sports |
| <input type="checkbox"/> Family    | <input type="checkbox"/> Indie        | <input type="checkbox"/> Puzzle             | <input type="checkbox"/> Strategy          |
| <input type="checkbox"/> Fantasy   | <input type="checkbox"/> Kids         | <input type="checkbox"/> Racing             | <input type="checkbox"/> Third person      |
| <input type="checkbox"/> Fighting  | <input type="checkbox"/> MMORPG       | <input type="checkbox"/> Role Playing (RPG) |  |

#### Studio

The studio for this item (DICE, Bioware, etc.)

EA Vancouver



#### Label

The label for this item (EA Sports, Pogo, etc.)

ea-sports



### On This Page

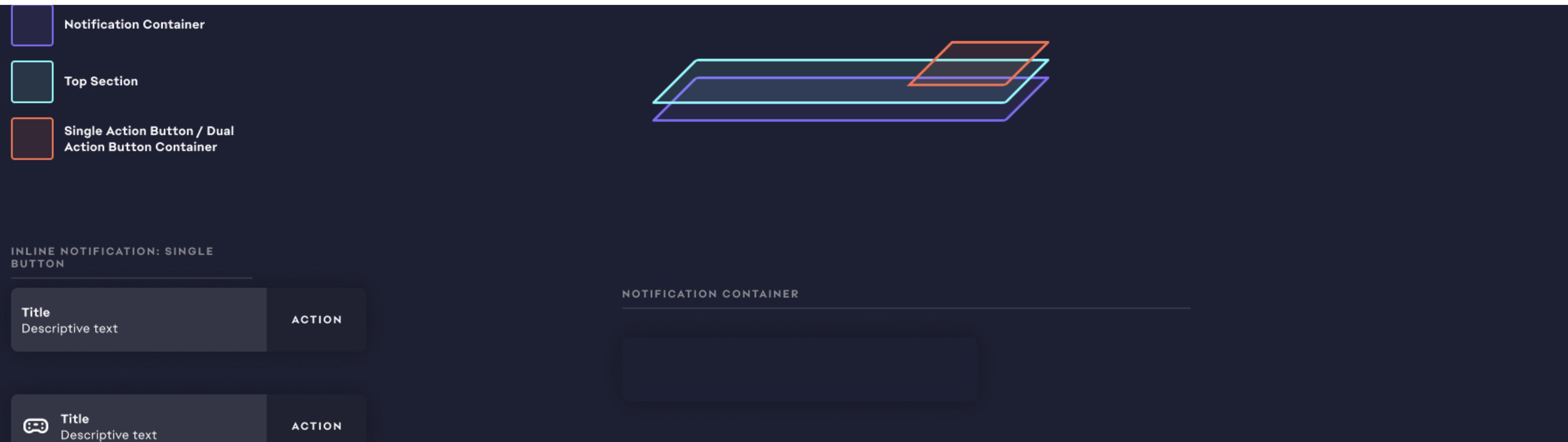
- [Name](#)
- [Game type](#)
- [CE Target](#)
- [Game details](#)



# Quantum Design System

Electronic Arts

Designing, documenting, and maintaining the new EA design system.



## Problem

We need a way to rapidly create, iterate, and build the new EA Desktop app.

## Solution

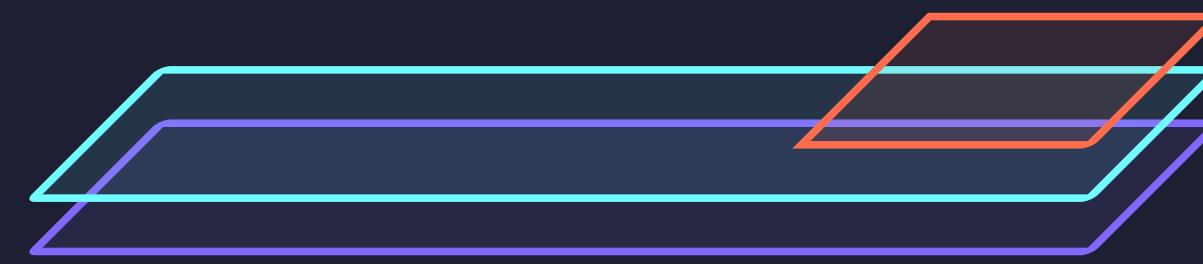
Design, document, and maintain a fully featured set of design components that cover the majority of UI assets needed to build the EA Desktop app, and any other products that would end up using Quantum.

# Notification Specs: Inline

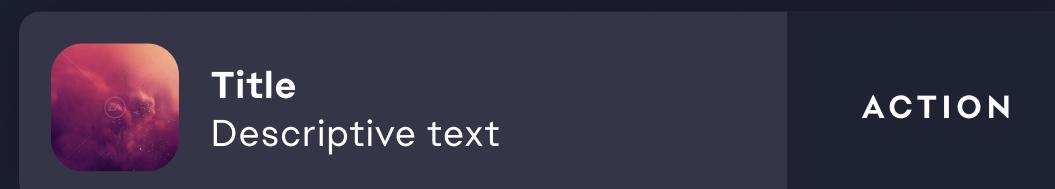
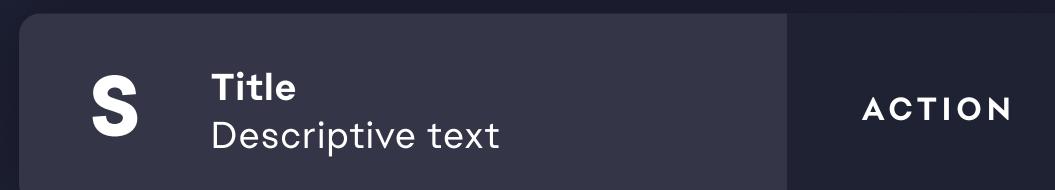
## STRUCTURE LEGEND

-  Notification Container
-  Top Section
-  Single Action Button / Dual Action Button Container

## INLINE LITE (IN GAME) STRUCTURE



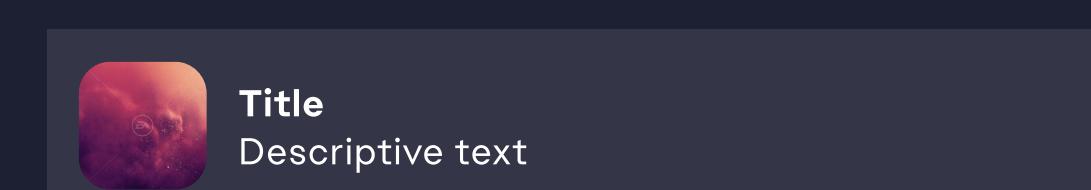
## INLINE NOTIFICATION: SINGLE BUTTON



## NOTIFICATION CONTAINER



## TOP SECTION



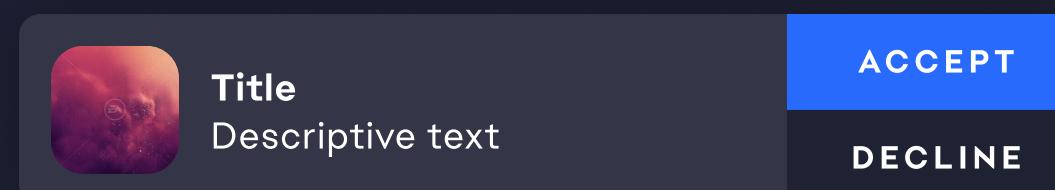
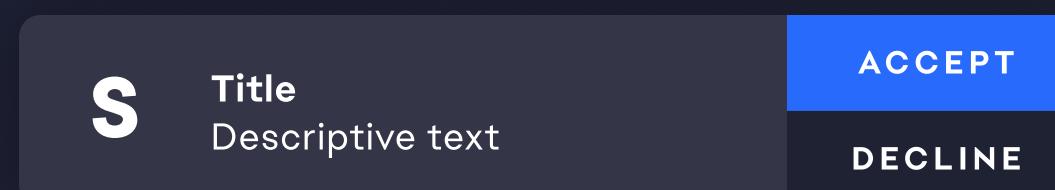
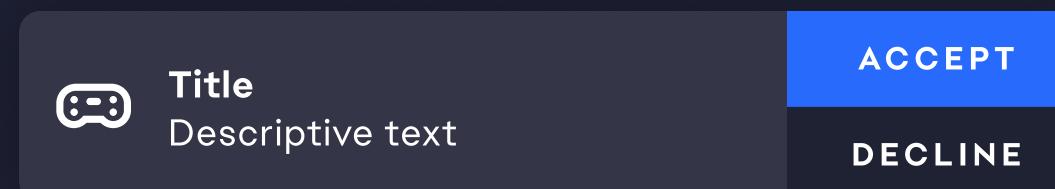
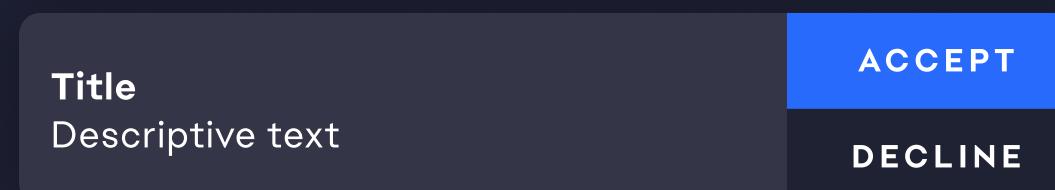
Width 100%

Decorator None, Icon, Image, Avatar

Title Text Required

Description Text Optional

## INLINE NOTIFICATION: DUAL BUTTON



## SINGLE ACTION BUTTON



Height 100%

Align Right

## DUAL ACTION BUTTON



Height 100%

Align Right



# Benefits Administration Tool

## Web Benefits Design

Creating a tool for employers to manage their employee's benefit enrollments.

The screenshot shows a web-based application for managing employee benefits. At the top, there is a navigation bar with a user profile for "Jane Schmidt" (jschmidt1988 - Last Login: 09/01/2017), a "Back To Employees" link, and tabs for "Timeline", "Benefits", "Dependents", and "Beneficiaries". A green "Actions" button is on the far right. Below the navigation, there are four tabs: "Summary", "Details", "Tasks" (which has a blue badge with the number "4"), and "Notes". The "Tasks" tab is selected. On the left, a "Task" section lists an item: "Review Supplemental Life EOI Document - Employee" (Task: 23849) with a timestamp of "03/24/1964 1:14 PM". The main content area is titled "Timeline" and shows two events: "Completed 2018 Open Enrollment" (Sunday, October 8th, 2017) and "Message Sent" (Tuesday, October 3rd, 2017). The "Completed 2018 Open Enrollment" event details include sections for Elections, Medical, Dental, and Vision, each with a checkmark and a corresponding plan name: OAP Plan, Level One Plan, and Vision Plan.

### Problem

Managing benefits enrollment is a complicated and expensive process, and highly prone to errors.

### Solution

Build a tool from ground up for customer HR departments to use, primarily during the open enrollment time period.

 Jane Schmidt

jschmidt1988 - Last Login: 09/01/2017

← Back To Employees

Timeline

Benefits

Dependents

Beneficiaries

Actions

Summary

Details

Tasks 4

Notes

## Task

## Review Supplemental Life EOI Document - Employee

03/24/1964

1:14 PM

Task: 23849  
Portland ugh fashion axe Helvetica, YOLO Echo Park Austin gastropub roof party. Meggings cred before they sold out messenger bag, ugh fashion axe Pitchfork touts freegan asymmetrical.

Notes Danielle Anderson 03/24/1964

Portland ugh fashion axe Helvetica, YOLO Echo Park Austin gastropub roof party. Meggings cred before they sold out messenger bag, ugh fashion axe Pitchfork touts freegan asymmetrical literally...

+ Read More

Danielle Anderson 03/24/1964

Portland ugh fashion axe Helvetica, YOLO Echo Park Austin gastropub roof party. Meggings cred before they sold out messenger bag, ugh fashion axe Pitchfork touts freegan asymmetrical literally...

+ Read More

Priority High Priority

Assigned To Danielle Anderson

Due Date 10/31/2017

Attachments  jane-schmidt-unum-eoi.pdf 1.12 MB

+ Add Attachment

Status In Review

Type your note here...

B I = ⌂ 0/500

P J

Cancel Save Changes

## Timeline

Completed 2018 Open Enrollment Sunday, October 8th, 2017

Electi ons Go To Elections →

Medical ✓ OAP Plan

Dental ✓ Level One Plan

Vision ✓ Vision Plan

Employee Assistance Program ✓

Healthcare FSA ✓

Dependent Care FSA ✓

Commute &amp; Save FSA ✘ Waived

Basic Life and AD&amp;D ✓

Supplemental Term Life !

Extended Sick Leave ✓

Long Term Disability ✓

Voluntary Accident ✓

Message Sent Tuesday, October 3rd, 2017

Subject OAP Plan Summary

Carl Young

Phone Call - Incoming Monday, October 2nd, 2017

Call Reason Had question about 2018 benefit offering.

Follow Up Required

✓ E-Mail plan summary for OAP Plan 424654

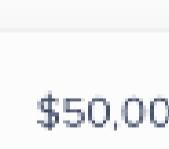
Danielle Anderson

Load More

## 2017 Benefits

Edit Elections

## Health Benefits

| Benefit | Plan           | Provider           | Participants  | Employer Cost | Employee Cost |
|---------|----------------|--------------------|---|---------------|---------------|
| Medical | HRA Plan       | Cigna Group: 39422 |  | \$277.43      | \$213.95      |
| Dental  | Level One Plan | Cigna Group: 59545 |  | \$277.43      | \$213.95      |
| Vision  | Vision Plan    | Cigna Group: 00049 |  | \$277.43      | \$213.95      |

## Flexible Spending Accounts

| Benefit            | Provider | Employer Contribution | Employee Contribution |
|--------------------|----------|-----------------------|-----------------------|
| Healthcare FSA     | Unum     | \$0.00                | \$213.95              |
| Dependent Care FSA | Unum     | \$0.00                | \$213.95              |
| Commute & Save FSA | Unum     | \$0.00                | \$213.95              |

## Life Insurance

| Benefit             | Provider | Coverage                                | Employer Cost | Employee Cost |
|---------------------|----------|---|---------------|---------------|
| Basic Life and AD&D | Unum     | \$50,000.00<br>Accidental: +\$50,000.00 | \$12.00       | \$0.00        |

| Benefit           | Provider | Coverage    | Employer Cost | Employee Cost |
|-------------------|----------|-------------|---------------|---------------|
| Supplemental Life | Unum     | Multiple    | \$0.00        | \$0.00        |
| Employee          |          | \$75,000.00 | \$0.00        | \$0.00        |
| Spouse            |          | \$25,000.00 | \$0.00        | \$0.00        |

| Benefit  | Provider | Coverage     | Employer Cost | Employee Cost |
|----------|----------|--------------|---------------|---------------|
| Children |          | Not Enrolled | \$0.00        | \$0.00        |
|          |          |              |               |               |

## Disability

| Benefit              | Provider | Coverage           | Employer Cost | Employee Cost |
|----------------------|----------|--------------------|---------------|---------------|
| Critical Illness     | Unum     | Multiple           | \$0.00        | \$0.00        |
| Employee             |          | \$50,000.00        | \$0.00        | \$22.45       |
| Spouse               |          | \$25,000.00        | \$0.00        | \$0.00        |
| Extended Sick Leave  | Unum     | \$480.77<br>Weekly | \$9.32        | \$0.00        |
| Long Term Disability | Unum     | \$412.19<br>Weekly | \$11.42       | \$4.99        |

## Other

| Benefit            | Provider | Coverage | Employer Cost | Employee Cost |
|--------------------|----------|----------|---------------|---------------|
| Voluntary Accident | Unum     | Multiple | \$12.00       | \$0.00        |

## Dependents

Jerry Schmidt Spouse 

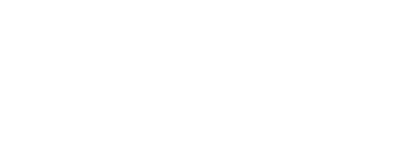
Date of Birth 03/24/1964

53 Years Old

SSN \*\*\*\*\*-4938

Show Number

Sex Male

Calvin Schmidt Child 

Date of Birth 04/21/2005

12 Years Old

SSN \*\*\*\*\*-4493

Show Number

Sex Male

Stephanie Schmidt Child 

Date of Birth 09/01/2008

9 Years Old

SSN \*\*\*\*\*-9585

Show Number

Sex Female

## Beneficiaries

Alexander Hough Friend

Date of Birth 03/24/1964

53 Years Old

Address 98001 Northport Hayward, IL 19423

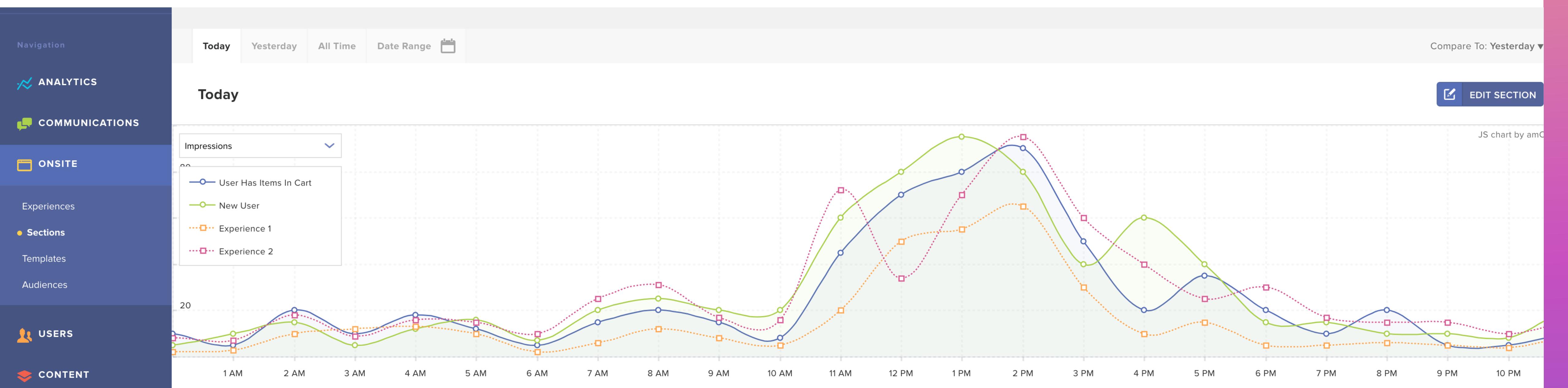
Phone (407) 909-0206



# Personalized E-Mail Campaign Application

Sailthru

Building a tool to send out and monitor conversions of multivariate personalized email campaigns.



## Problem

Sailthru needed a way to manage and surface their extremely complex personalization product in a way that client marketing teams could manage and understand.

## Solution

Create a tool that resembles other campaign and analytics tools that marketing teams were familiar with and understood. The business model of Sailthru is an omni-channel personalization suite of tools to track patterns in user behavior, bucket them into groups automatically, and create unique emails for each person within a segment.

The complexity of the service needed a layer that allowed clients to create campaigns, monitor results, and adjust on the fly.

NIK WILLIAMSON  
DPStuds

Navigation

ANALYTICS

COMMUNICATIONS

ONSITE

Experiences

Sections

Templates

Audiences

USERS

CONTENT

SETTINGS

Quick Navigation

JOBS

DATA FEEDS

DASHBOARD

CAMPAIGN EDITOR

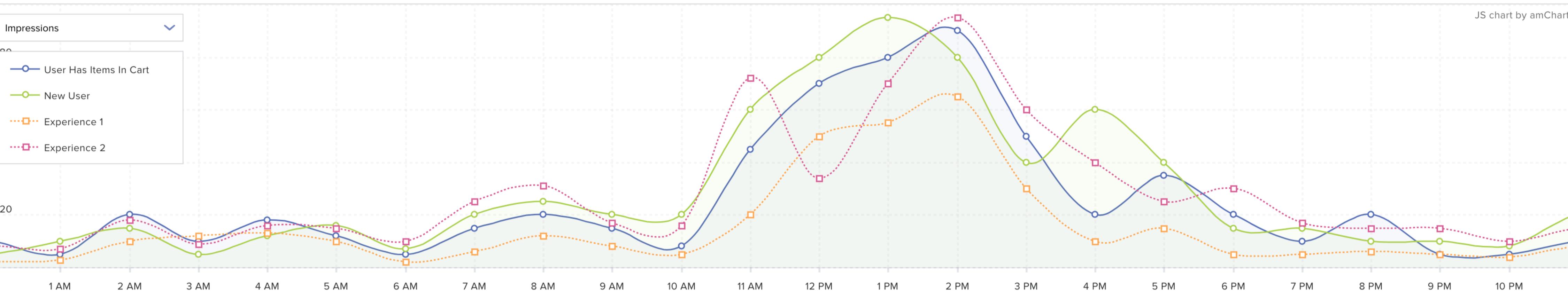
LISTS

MY.SAILTHRU / ONSITE / SECTIONS

## Featured Product

Today Yesterday All Time Date Range Compare To: Yesterday 

Today

 EDIT SECTION

9,505

Impressions

2,547

Pageviews

26.8% ↓

Click Rate

5.9% ↓

Conversion Rate

56,004 ↓

Purchases

\$1,394,494 ↑

Revenue

## Experiences

All  Search...

| # | Experience  | Created            | Modified           | Impressions | Pageviews | Click Rate                                     | Conversion Rate                        | Purchases                                | Revenue                                     |
|---|---|--------------------|--------------------|-------------|-----------|--|--|--|---|
|   | Total   | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:green">↑7.4%</span> | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
| 1 | User Has Items In Cart<br><i>User Has Items In Cart</i> | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:red">↓12.9%</span><br>372   | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:red">↓\$504,595</span>   |
| 2 | New User<br><i>New User Sees Featured Products</i>      | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
|   | Default<br><i>Default Configuration</i>                 | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |

## Section Variants

All  Search... ADD SECTION VARIANT

| # | Section   | Created            | Modified           | Impressions | Pageviews | Click Rate                                     | Conversion Rate                        | Purchases                                | Revenue                                     |
|---|---|--------------------|--------------------|-------------|-----------|--|--|--|---|
|   | Total   | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:green">↑7.4%</span> | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
| 1 | Big Spender<br><i>Customer Average Spend &gt; \$100</i> | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
| 2 | User Has Items In Cart<br><i>User Has Items In Cart</i> | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:red">↓12.9%</span><br>372   | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:red">↓\$504,595</span>   |
| 3 | New User<br><i>New User Sees Featured Products</i>      | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
| 4 | Big Spender<br><i>Customer Average Spend &gt; \$100</i> | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
| 5 | Big Spender<br><i>Customer Average Spend &gt; \$100</i> | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |
|   | Default<br><i>Default Configuration</i>                 | 11/24/2014 9:21 AM | 05/14/2015 7:45 PM | 40,595      | 32,394    | <span style="color:green">↑12.9%</span><br>372 | <span style="color:red">↓7.4%</span>   | <span style="color:green">↑19,292</span> | <span style="color:green">↑\$504,595</span> |



# AdventHealth Patient Portal

AdventHealth (Formerly Florida Hospital)

Build a patient portal that, regardless of facility, gives patients a single place to view their records, schedule appointments, and manage their care.

The screenshot shows the AdventHealth Patient Portal homepage. At the top, there is a dark header with a circular profile picture of a man (Nik) on the left, followed by the greeting "Hi again, Nik!" and a "MY ACCOUNT" button. To the right of the greeting is a large, semi-transparent watermark of the Disney Mickey Mouse head logo with the word "life" written across it. Below the header, the main content area has a light gray background. On the left, there is a blue heart icon with a white ECG line and the text "Need to see a doctor? EXPLORE YOUR OPTIONS" next to it. To the right of this is a red "Find Care >" button. Further right, there is a row of four small circular profile pictures of different people, followed by a plus sign icon. At the bottom of the page, there is a thin horizontal bar with three items: "37", "A+", and "Yes".

## Problem

The current patient portal is unique for each facility, unintuitive, and based off of different EMR systems.

## Solution

Create a Unified Patient Portal that aggregated all patient records, visit history, medication, and care team into one tool. The scope of this project included a mobile app, in-room TV application, and web based portal.



Hi again, Nik!

MY ACCOUNT



## Need to see a doctor?

EXPLORE YOUR OPTIONS

Find Care &gt;

## UPCOMING EVENT

JUNE 23, 2016

You have an appointment with Dr. Shay



Samuel P. Shay, MD

Board-Certified Family Medicine



## PAST EVENTS

MARCH 11, 2016

You had an appointment with Dr. Gandhi



Rehka Gandhi, MD

Board-Certified Family Medicine



FEBURARY 22, 2016

Your records are available from your inpatient stay at Florida Hospital on Feburary 22nd, 2016



View Record

FEBURARY 22, 2016

You had an impatinent stay at Florida Hospital Orlando



View Visit Summary

JANUARY 6, 2016

Welcome! You signed up for the Adventist Care Center

[Edit your account information >](#)[Frequently asked questions >](#)[Find care now >](#)

|     |            |             |
|-----|------------|-------------|
| 37  | A+         | Yes         |
| AGE | BLOOD TYPE | ORGAN DONOR |

Nik Williamson

ID: W2282 01629

GROUP: 865318 - 010 - 00054

Last Updated on June 20, 2016

## MEDICATION

Lipitor  
20mgPrilosec  
10mg

## CARE TEAM



Samuel P. Shay, MD

Board-Certified Family Medicine



Winter Park Centra Care

3099 Aloma Ave

Winter Park, FL 32792

## ALLERGIES

Weeds  
Dust Mites  
Grass  
Mold  
Penecillin



# Boston Consulting Group Redesign

Carbone Smolan Agency

Oversee all aspects of UX for the new BCG.com



## Problem

BCG.com hadn't been updated since the early 2000's. The website needed to reflect that of a top three consulting agency.

## Solution

Focusing on the UX for the website redesign was paramount to the success of this project. As the only UX designer at CSA, it was my job to oversee all aspects of the BCG experience for their users. This included persona development, user testing, information architecture, and overall site usability.



# Biopharmaceuticals

## A Bright Outlook for Companies—and Patients—in a Value-Based Health Care World

**RELATED TOPICS:** Commercial • Operations • Corporate Development • Generics and Biosimilars

Renewed optimism and significant opportunities exist for biopharma companies. The most successful companies will have robust scientific, commercial, and operational capabilities to thrive in an increasingly value-based health care environment. Whether in specialty care, primary care, biotech, pharma, generics, or the consumer or over-the-counter segment, this is an exciting—and unprecedented—time for a global industry poised to deliver outcomes that create proven value for patients.

Explore BCG's latest thought leadership on biopharmaceuticals for key insights into the future of the life sciences industry.



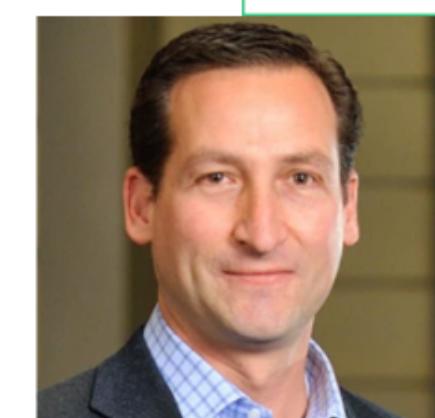
[DISCOVER OUR LATEST THINKING](#)

Demand Centric Growth reveals the drivers behind doctor and patient decision making, allowing pharma companies to redirect their marketing and sales efforts with confidence.

[EXPLORE OUR SOLUTIONS](#)

See how BCG helped a biopharma company transform the organization through a refined R&D process, rapid scaling in manufacturing, and an improved go-to-market strategy.

[READ ABOUT OUR IMPACT](#)



**Adam Farber**

Managing Director & Senior Partner

[EMAIL](#)

[GO TO EXPERTS](#)

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Global | EN



# SAT Reporting Tool

The College Board

Take standardized test reporting out of the binder, and into a laptop.

The screenshot shows the SAT Reporting Tool interface. At the top, there's a navigation bar with user information (Joy Smithson, 3 notifications), school selection (Rochester City School District), cohort/test date (October 2017), assessment (PSAT), and report type (PSAT Dashboard). Below the header, the title "Rochester City School District October 2017 PSAT Dashboard" is displayed. On the left, there's a map of New York State with a highlighted area for Rochester. The main content area is divided into sections: "Test Taker Statistics" (with filters for school type and quick group, showing 1,402 students, 20 schools, 83% student search, and 28% test absenteeism), and "Mean Scores" (comparing Rochester City School District and New York State across Composite, Evidence-Based Reading and Writing, and Math categories, with a link to the 5 Year Scores Trend).

## Problem

The College Board standardized test reports were only available on paper.

## Solution

Create a fully-featured analytics reporting tool that anyone from the head of the Department of Education, to a teacher in a classroom can use.



## Rochester City School District

### October 2017 PSAT Dashboard

#### Test Taker Statistics

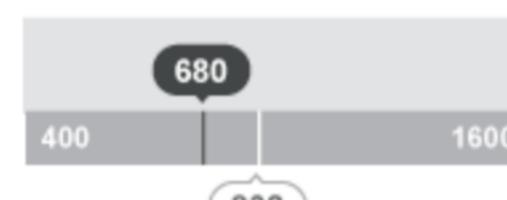
[See Score Report by Demographics ▾](#)

- [FILTERS ▾](#)
- [SCHOOL TYPE ▾](#)
- [QUICK GROUP ▾](#)

#### Mean Scores

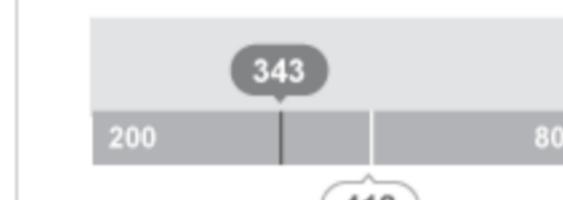
[Rochester City School District](#)
[New York State](#)
[See Score Report by Schools ▾](#)

##### Composite



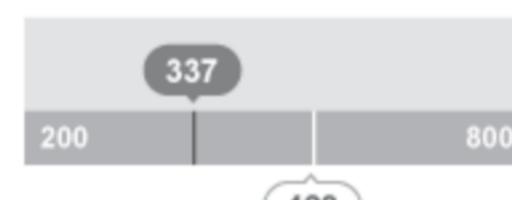
National Average is 863

##### Evidence-Based Reading and Writing



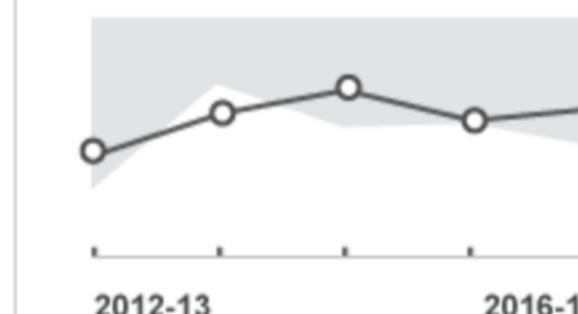
National Average is 431

##### Math



National Average is 432

##### 5 Year Scores Trend



#### Schools Breakdown

[See Benchmark Report by Schools ▾](#)

##### Most Improved Schools

|  |        |
|--|--------|
| Franklin Delano Roosevelt High School              | ▲ 3.2% |
| Brooklyn Theatre Arts High School                  | ▲ 3.2% |
| Teachers Preparatory High School                   | ▲ 3.1% |
| Sunset Park High School                            | ▲ 2.7% |
| High School for International Business and Finance | ▲ 2.2% |

##### Lowest Scoring Schools

|  |       |
|--|-------|
| Franklin Delano Roosevelt High School              | 18.4% |
| Brooklyn Theatre Arts High School                  | 18.6% |
| Teachers Preparatory High School                   | 18.7% |
| Sunset Park High School                            | 19.0% |
| High School for International Business and Finance | 19.1% |

#### College & Career Readiness Benchmark

[See Benchmark Report by Schools ▾](#)

- Met Benchmark
- Did not meet Benchmark



#### College & Career Readiness Benchmark

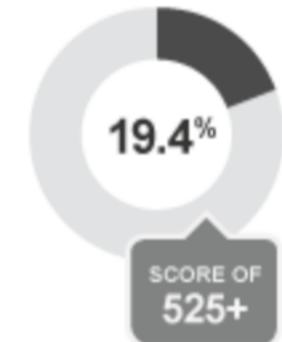
[See Benchmark Report by Schools ▾](#)

##### Met Composite Benchmark



National Average is 27.7%

##### Met Evidence-Based Reading and Writing



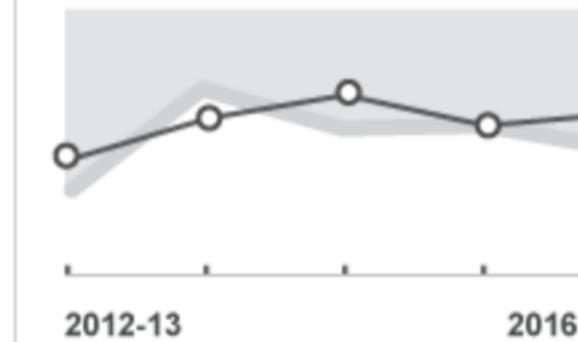
National Average is 27.5%

##### Met Math Benchmark



National Average is 27.8%

##### 5 Year Scores Trend



2012-13      2016-17