

# Portfolio

by Olha Kuznetsova | UX/UI Designer

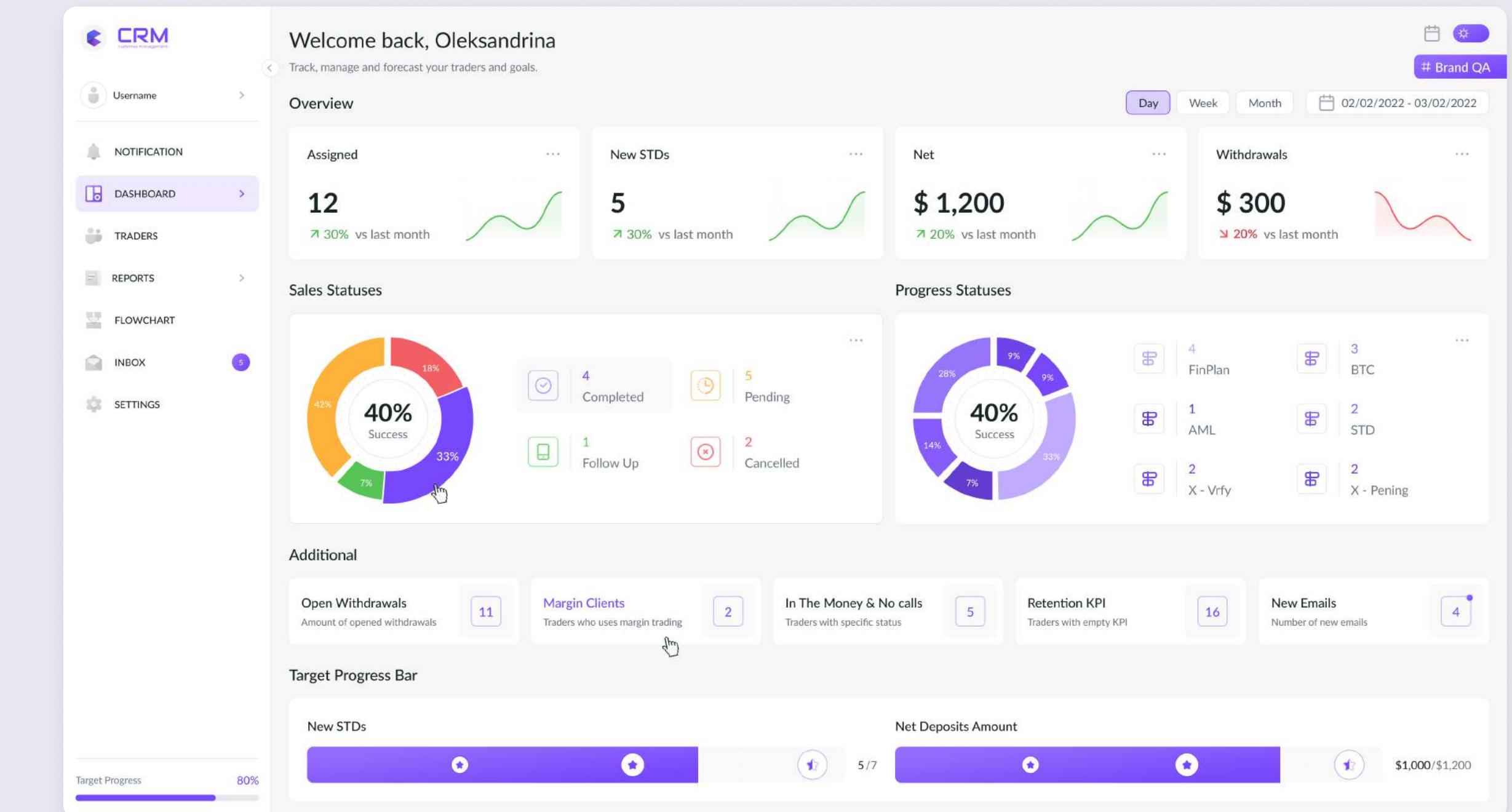
# CRM Platform

Project	CRM for Plat4Me
Result	UX/UI Platform Redesign

**About** The CRM project empowers agents on a trading platform, enhancing their ability to engage clients and boost trading activity. While offering a multitude of functions such as tables, trader page settings, flowcharts, inbox, and chat, the CRM system lacked refined features, making it less convenient for agents in their day-to-day operations.

**Challenges** Transforming the CRM system for agents and admins involved enhancing usability, addressing their needs, and optimizing performance. The goal was to reduce time and costs by prioritizing crucial information and features through visual prioritization.

**Role** Researcher | Experience Designer | UI Designer



# CRM Platform

Project

CRM for Plat4Me

Result

UX/UI Platform Redesign

Approach

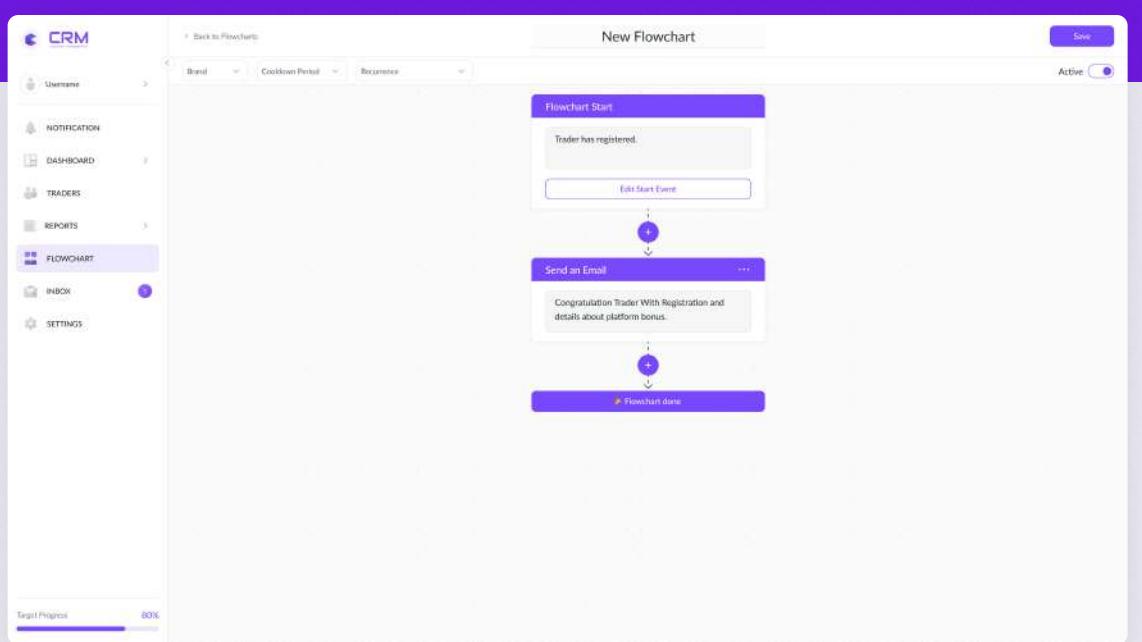
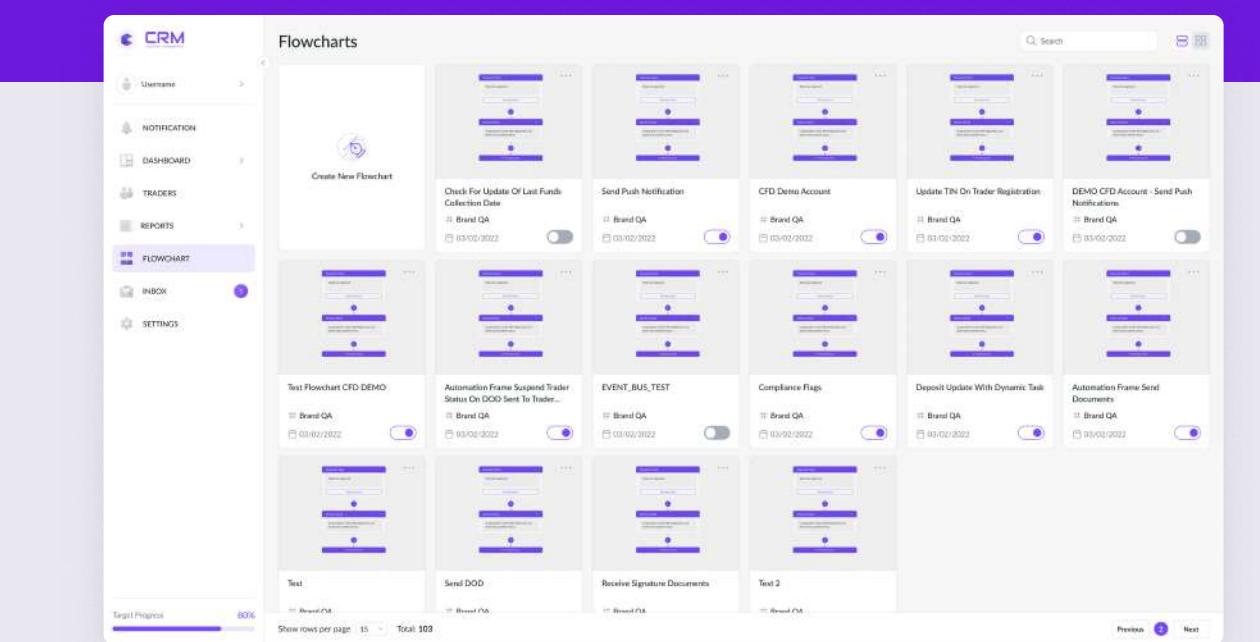
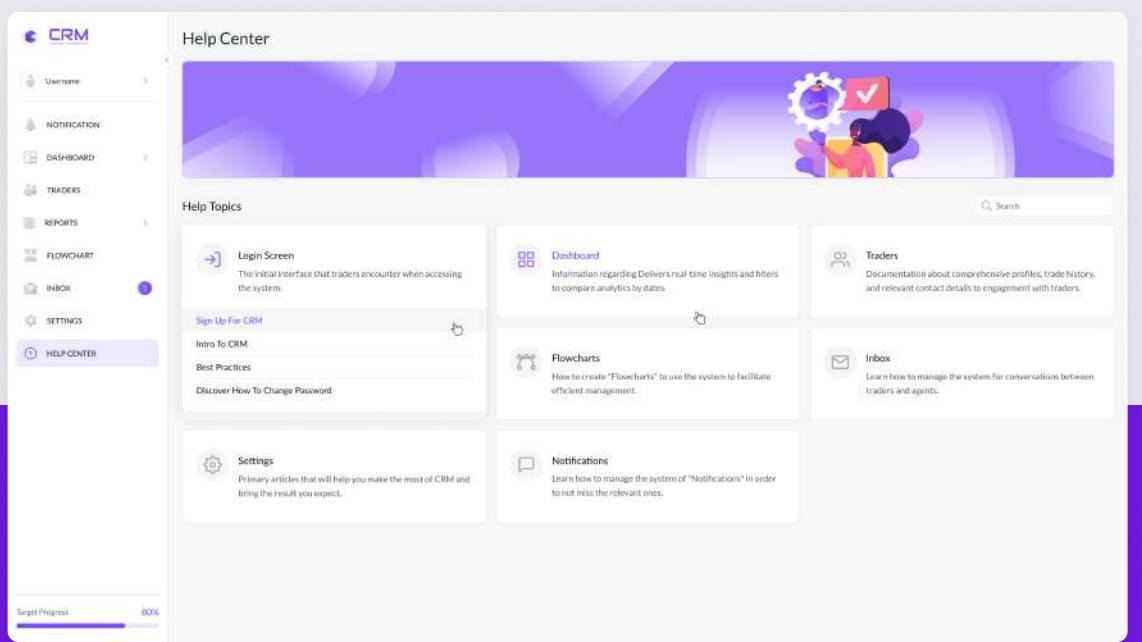
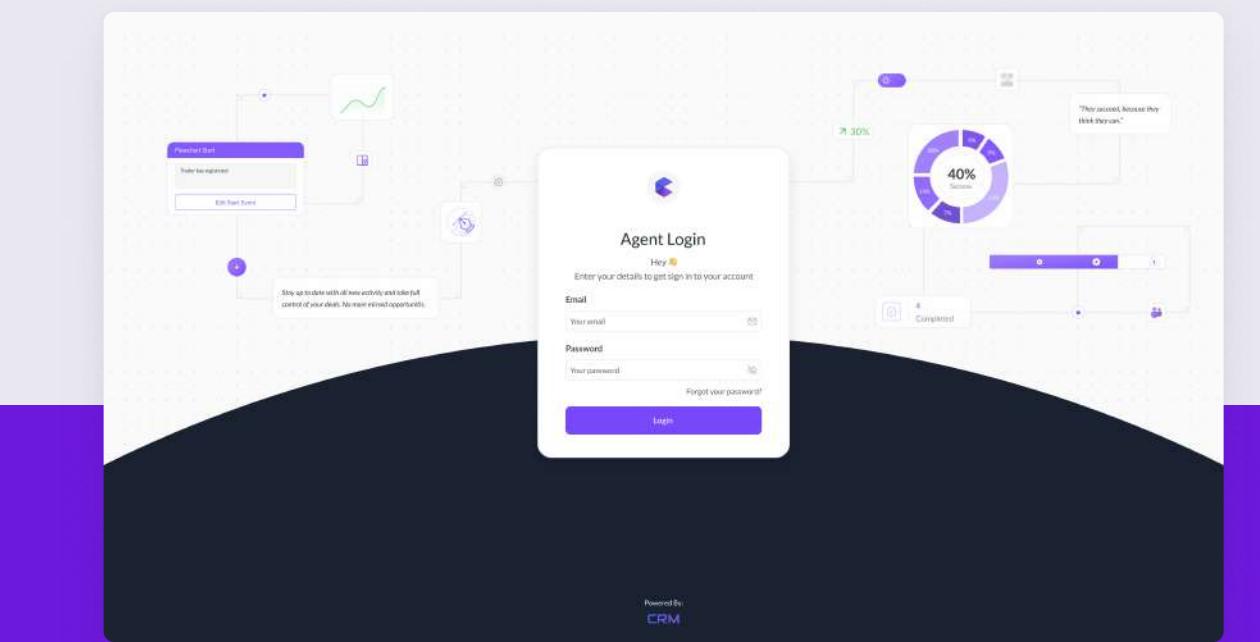
Informed by research, stakeholder interviews, information architecture, heuristic evaluation, and user flow, I developed functions table, wireframes, high-fidelity prototype, and UI. Additionally, I established a Design System to ensure consistency and unified communication across all teams.

Achievement

Designed comprehensive features, including a dashboard, log in screens, flowchart, tables, filters, inbox, access roles, notifications, reports, trader page, and help center that cover both business requirements and agents' needs.

Activities

Stakeholder Interview    User Personas    Empathy Map  
Information Architecture    Functions Table    User Flow  
Wireframes    High-fidelity Prototype    Visual Design



The 'Settings' section of the CRM platform, specifically the 'User Targets' table. It lists various users with their target types, amounts, and progress percentages. A modal window is open for 'Over B' showing target details and a 'Save' button.

A 'Add User Target' dialog box from the CRM settings. It allows users to choose a user, target type (e.g., Brand QA), amount (e.g., 2500), and progress percentage (e.g., 50%). Buttons for 'Cancel' and 'Save' are present.

The 'Access Roles' section of the CRM platform. It shows a table of roles like 'Administration - Inactive' and 'Specific trader' with their respective permissions. A modal window is open for 'Specific trader' showing permission details and a 'Save' button.

Another view of the 'Access Roles' section of the CRM platform, showing a similar table of roles and permissions. A progress bar at the bottom indicates 'Target Progress 800%'.

# CRM Design System

Project

CRM for Plat4Me

Result

UX/UI Platform Redesign

**COMMAND DESIGN**

**TYPOGRAPHY**

Header 1 M	Subtitle 1	Body 1 R	Small Text 1
Font: Lato Medium Size: 32 px	Font: Lato Regular Size: 17 px	Font: Lato Regular Size: 13 px	Font: Lato Regular Size: 11 px

Header 2	Subtitle 2 M	Body 2 M	Small Text 2 M
Font: Lato Regular Size: 28 px	Font: Lato Medium Size: 17 px	Font: Lato Medium Size: 13 px	Font: Lato Medium Size: 11 px

Header 3	Subtitle 3	Body 3 L	Small Text 3
Font: Lato Regular Size: 24 px	Font: Lato Regular Size: 15 px	Font: Lato Light Size: 13 px	Font: Lato Regular Size: 10 px

Header 4 M	Subtitle 4 M	Body 4 I	Buttons
Font: Lato Medium Size: 20 px	Font: Lato Medium Size: 15 px	Font: Lato Italic Size: 13 px	Font: Lato Medium Size: 14 px

Header 5 L	Buttons	Menu
Font: Lato Light Size: 20 px	Font: Lato Medium Size: 13 px	Font: Lato Medium Size: 13 px

**COMMAND DESIGN**

**COLORS**

BACKGROUND		
BG_Primary FFFFFF	BG_Secondary F6f6f6	BG_Secondary_2 F3f4f8
BG_Tertiary FAPAF	BG_Tertiary_2 FCFCFC	BG_Divider E7EBEF

FOREGROUND		
FG_Accent 7748FC	FG_Accent_Dark 622D01	FG_Accent_Light 865DFC
FG_Primary 182524	FG_Secondary 4F5B67	FG_Secondary_2 607685
FG_Tertiary A6ACB8		
FG_Blue 7748FC		
FG_Green 56C456		
FG_Red F25F64		
FG_Orange FEB23A		

**TABLE COLOR**

TB_Accent 00A3FF Opacity: 12%	TB_Accent_20 00A3FF Opacity: 20%
TB_Green 56C456 Opacity: 12%	TB_Green_20 56C456 Opacity: 20%
TB_Red F25F64 Opacity: 12%	TB_Red_20 F25F64 Opacity: 20%
TB_Orange FEB23A Opacity: 12%	TB_Orange_20 FEB23A Opacity: 20%

**COMMAND DESIGN**

**COMMAND DESIGN**

**BASIC DESIGN**

**INPUT FILTER**

**ICON**

**ICON FOR INBOX**

**ICON FOR ICOCOMON**

**BASIC DESIGN**

# Trading Platform Themes

Project

Trading Platform Themes for Plat4Me

Result

UX/UI Platform Redesign. Multiple Themes

About

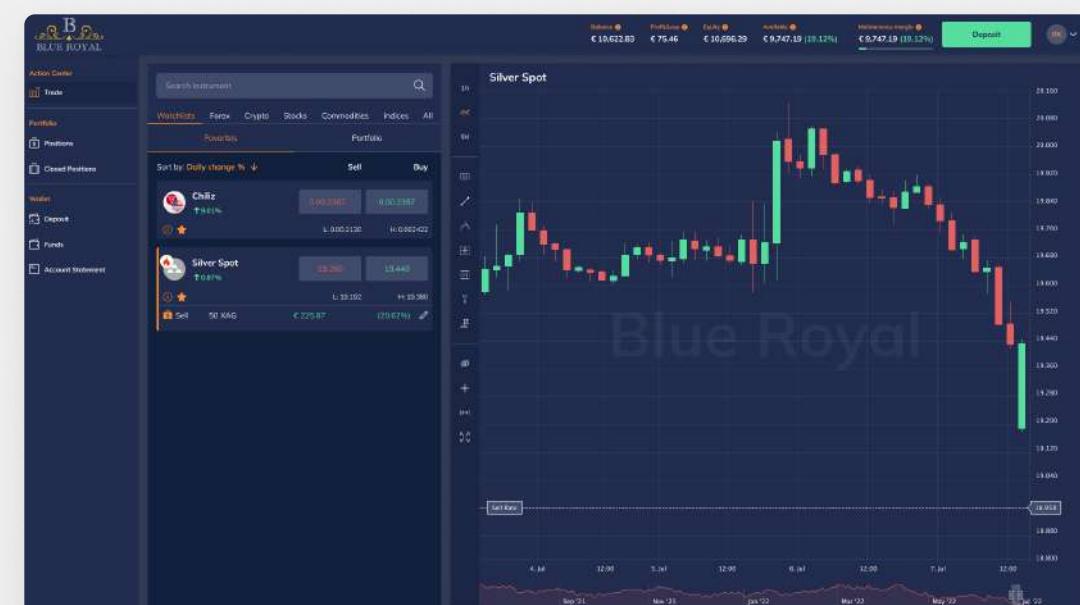
The Trading Platform was developed to facilitate trading activities involving cryptocurrencies and indices, encompassing buying, selling, and conversion operations.

Challenges

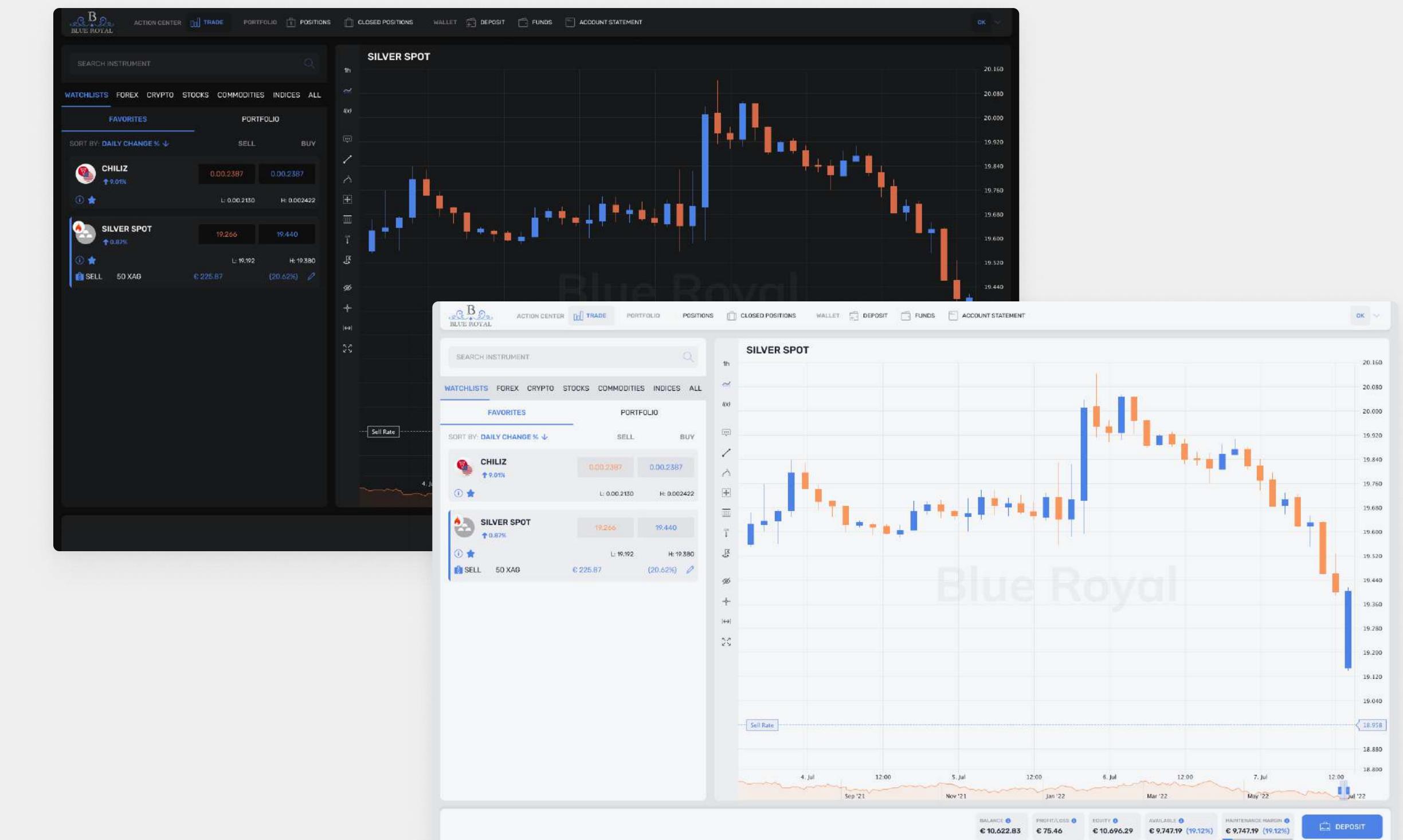
Based on clients' requirements to create numerous amount trading platform themes, providing flexibility in website appearance aligned with the design preferences of individual clients or website owners.

Role

Researcher | Experience Designer | UI Designer



Previous design



New theme design

# Trading Platform Themes

Project

Trading Platform Themes for Plat4Me

Result

UX/UI Platform Redesign. Multiple Themes

Approach

I developed moodboard and colour combinations to present to the stakeholder, allowing them to choose and approve specific options that align with the client's theme requirements.

Achievement

5 block combinations and 12 different desktop themes were approved and prepared to use in Interface Builder Tool.

Activities

Stakeholder Interview

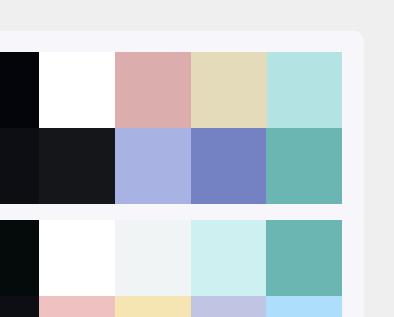
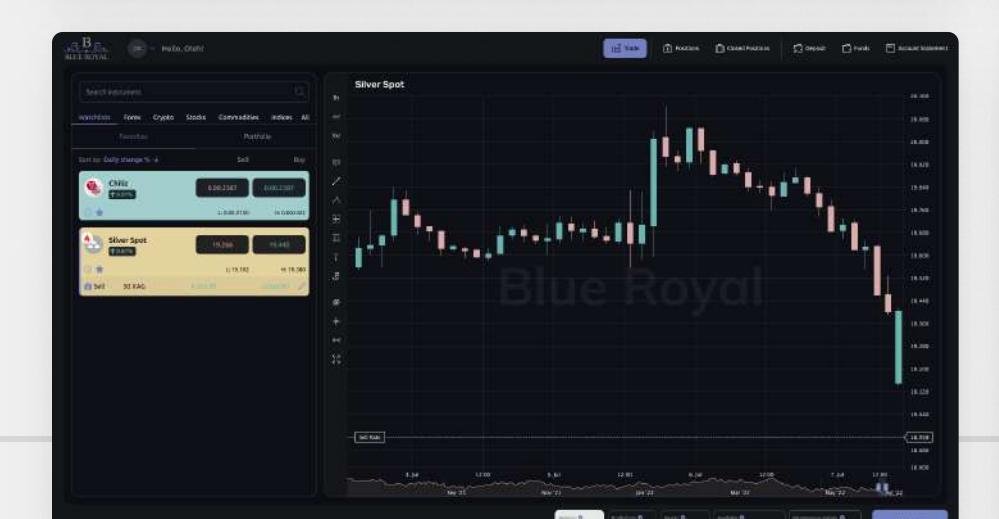
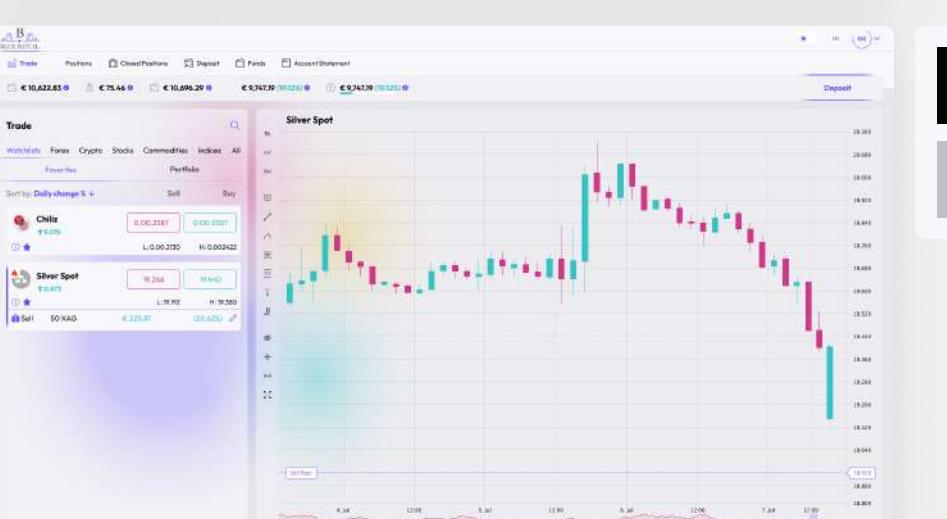
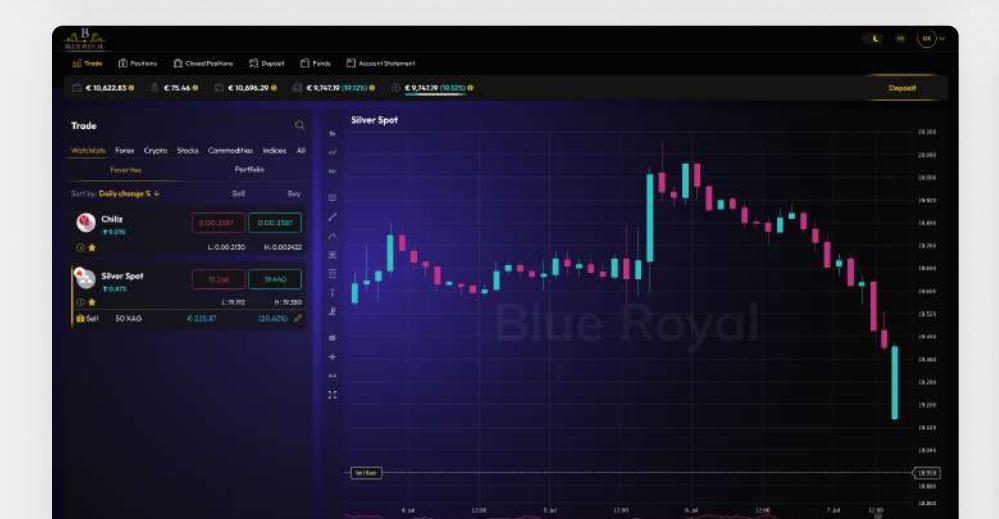
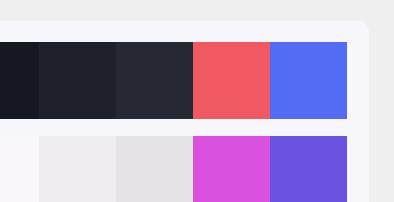
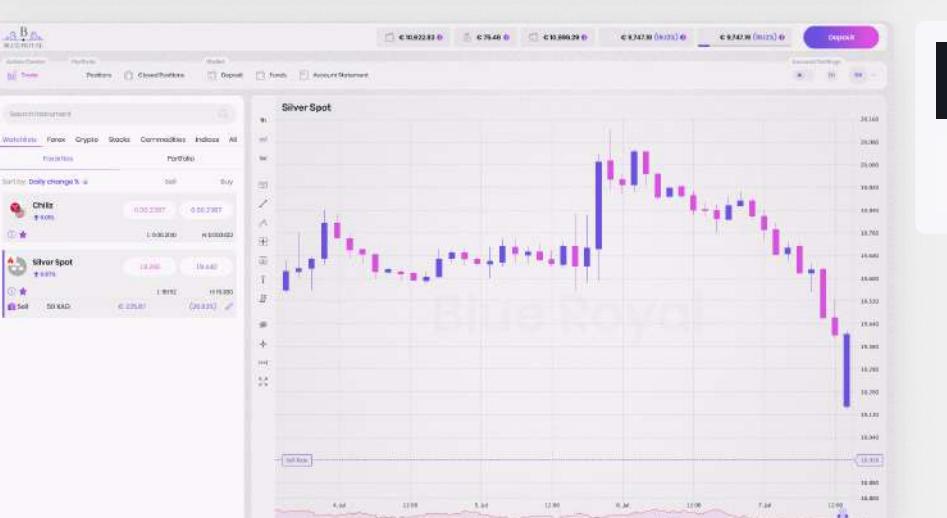
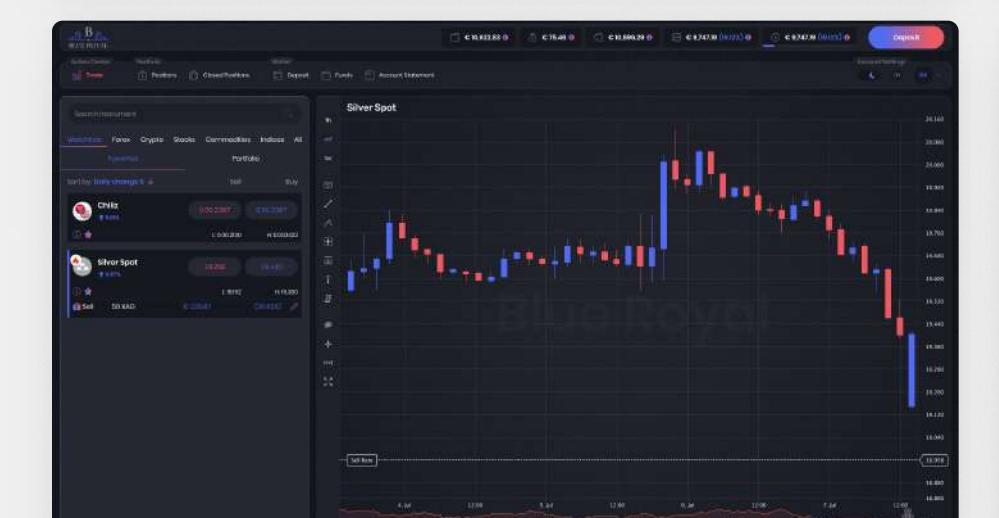
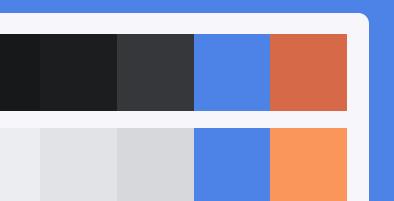
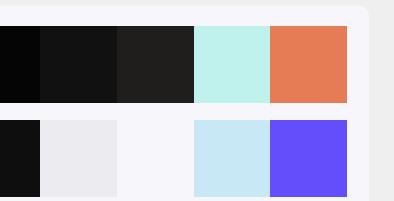
Competitor Analysis

Wireframes

Moodboard

Solution Concepts

Visual Design



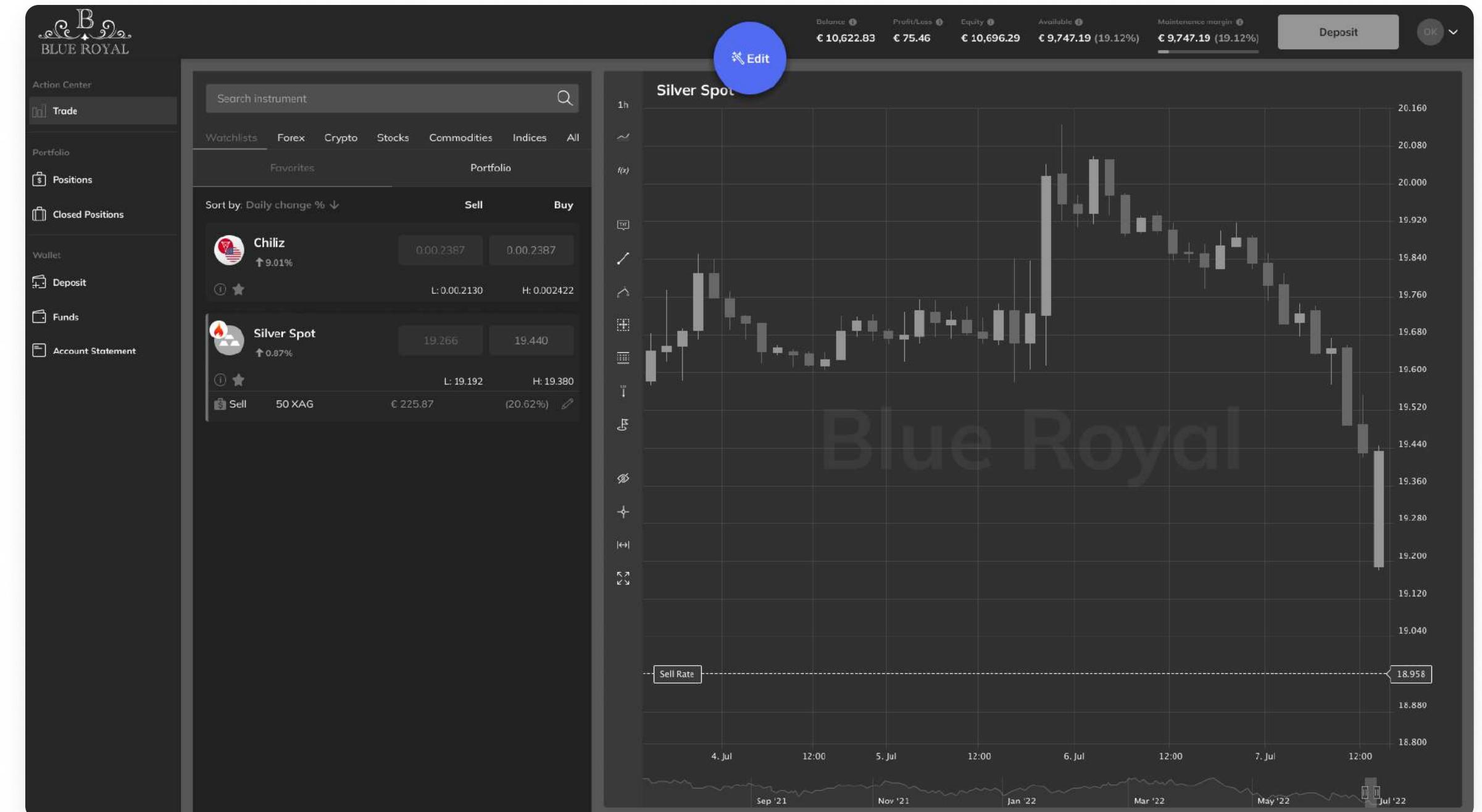
# Interface Builder Tool

Project	Interface Builder Tool for Plat4Me
Result	UX/UI Website Design

**About**  
The Interface Builder Tool is the separate website intended to satisfy the visual component needs of customers who have purchased a trading platform.

**Challenges**  
To create easy-to-use instrument for implementing the chosen design styles and block combinations without design and code knowledge. The main challenge was to cooperate with developers to identify all limitations of this tool, to predict the customer flow as to avoid them unnecessary errors.

**Role**  
Researcher | Experience Designer | UI Designer



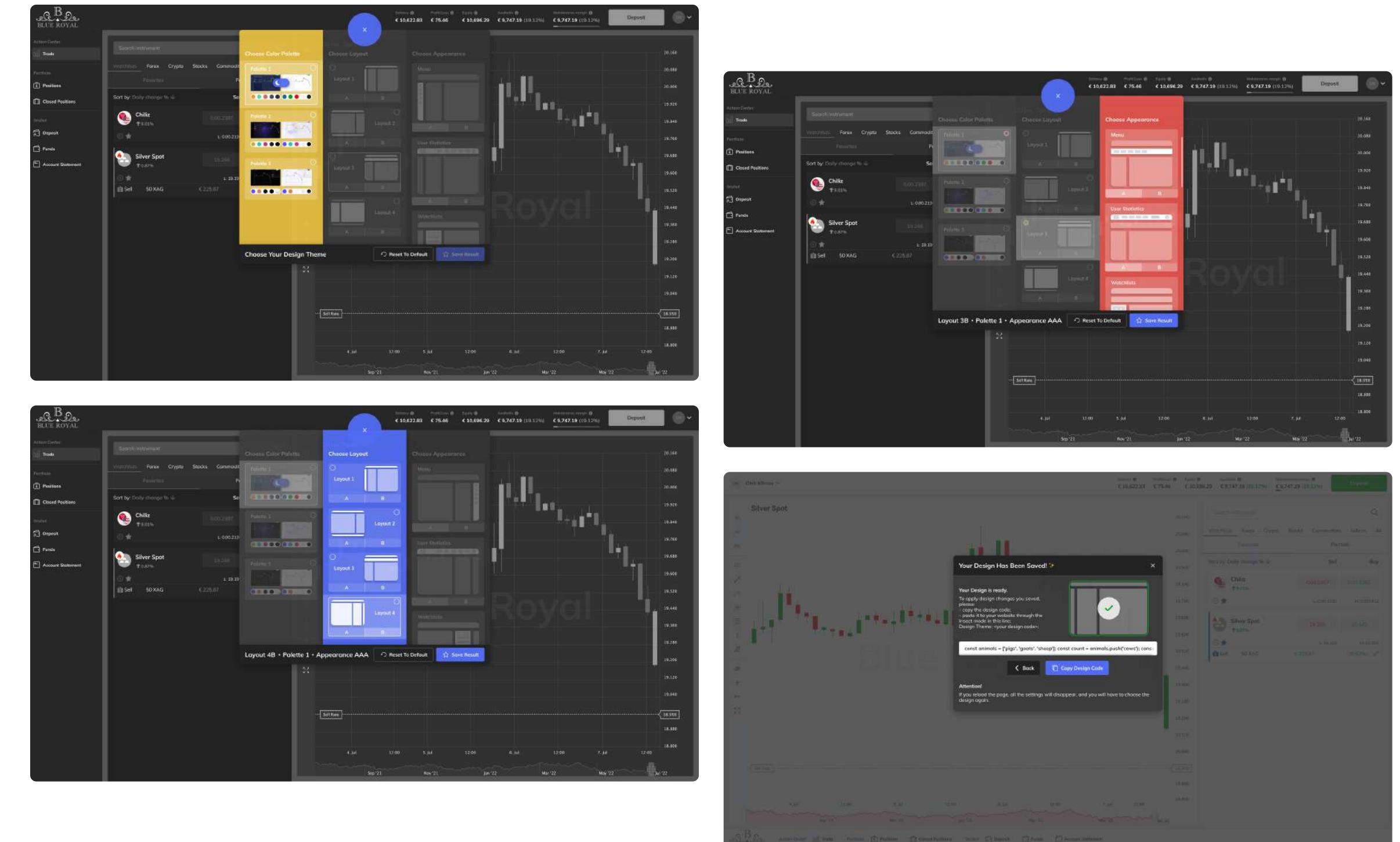
# Interface Builder Tool

Project	Interface Builder Tool for Plat4Me
Result	UX/UI Website Design

**Approach**  
After researching limitations and capabilities and conducting stakeholder interviews, I designed wireframes, high-fidelity prototype, and the UI for three separate blocks. Users can choose any sequence based on their needs and preferences, with the option to go back and edit their choices.

**Achievement**  
The Interface Builder Tool was tested and implemented into the customer ecosystem, offered by the company as a bonus along with the trading platform and CRM system.

**Activities**  
Stakeholder Interview User Flow Wireframes  
Low-fidelity Prototype Visual Design



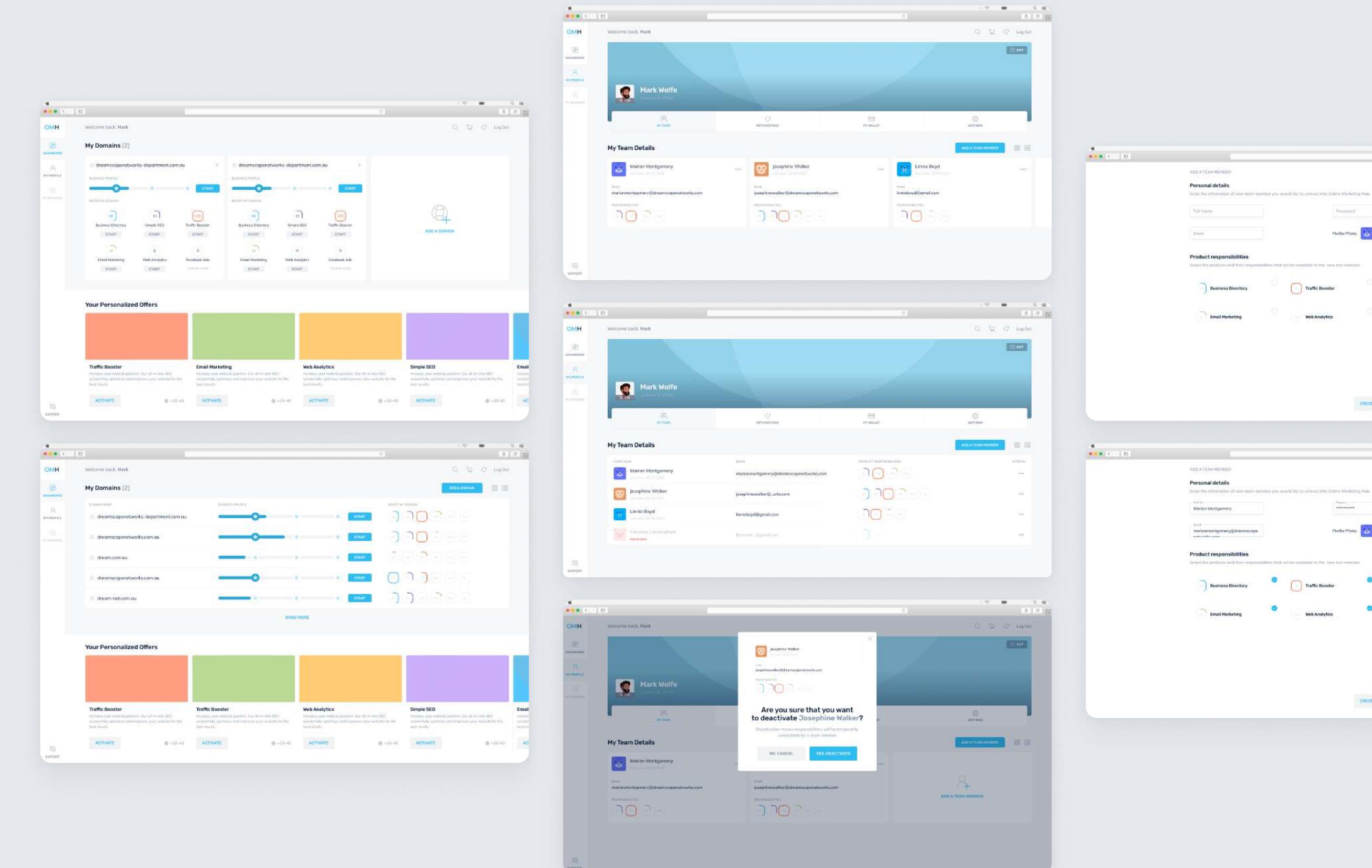
# Online Marketing Hub Platform

Project	OMH for Dreamscape Networks
Result	UX/UI MVP Design

**About**  
This MVP includes key products like Simple SEO, Traffic Booster, and Business Directory, formerly part of the Crazy Domains Platform. These tools aid users in improving SEO, boosting search engine performance, and effectively managing marketing teams with targeted goals.

**Challenges**  
Design a tool with straightforward functions, leveraging gamification to motivate users to achieve goals with rewards. Develop a user-friendly design for team member permission settings, enabling easy tracking and determination of targeting results.

**Role**  
Researcher | Experience Designer | UI Designer



# Online Marketing Hub Platform

Project

OMH for Dreamscape Networks

Result

UX/UI MVP Design

Approach

Based on user stories, stakeholder interviews, and competitor analysis I created user personas, customer journey map, site map, user flow, visual design, and UI-kit. Then, I contributed to A/B testing on Crazy Domains to identify pages that best encouraged registration on the OMH platform.

Achievement

Created intelligible and light design with simple flows. Designed a dashboard, business profile and rewards page. Practiced the gamification feature and permission granting. The MVP has been taken into account the future features on growth. There were created desktop, tablet and mobile screens.

Activities

Stakeholder Interview

Competitor Analysis

User Personas

Information Architecture

Customer Journey Map

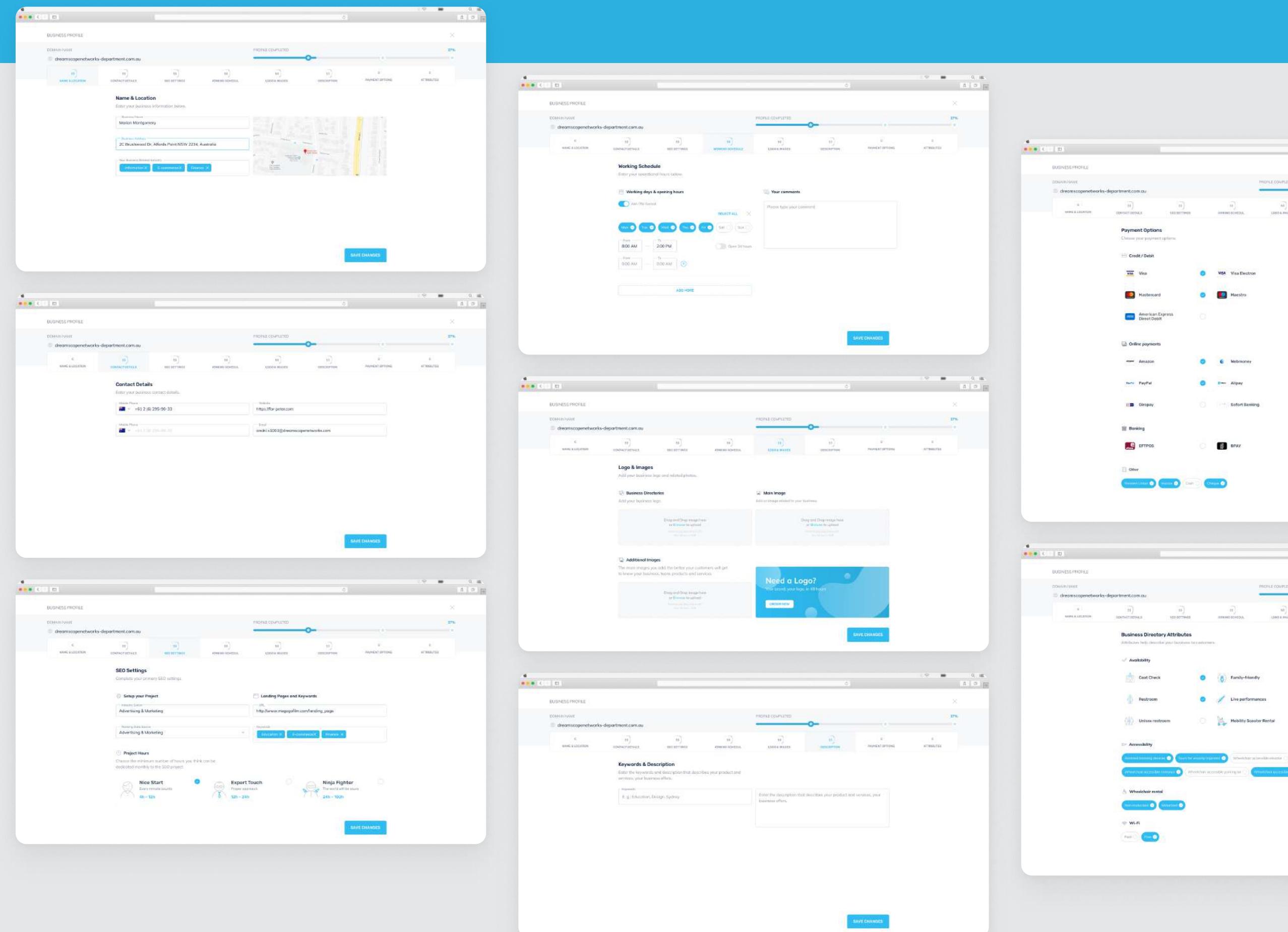
User Flow

Wireframes

High-fidelity Prototype

A/B Testing

Visual Design



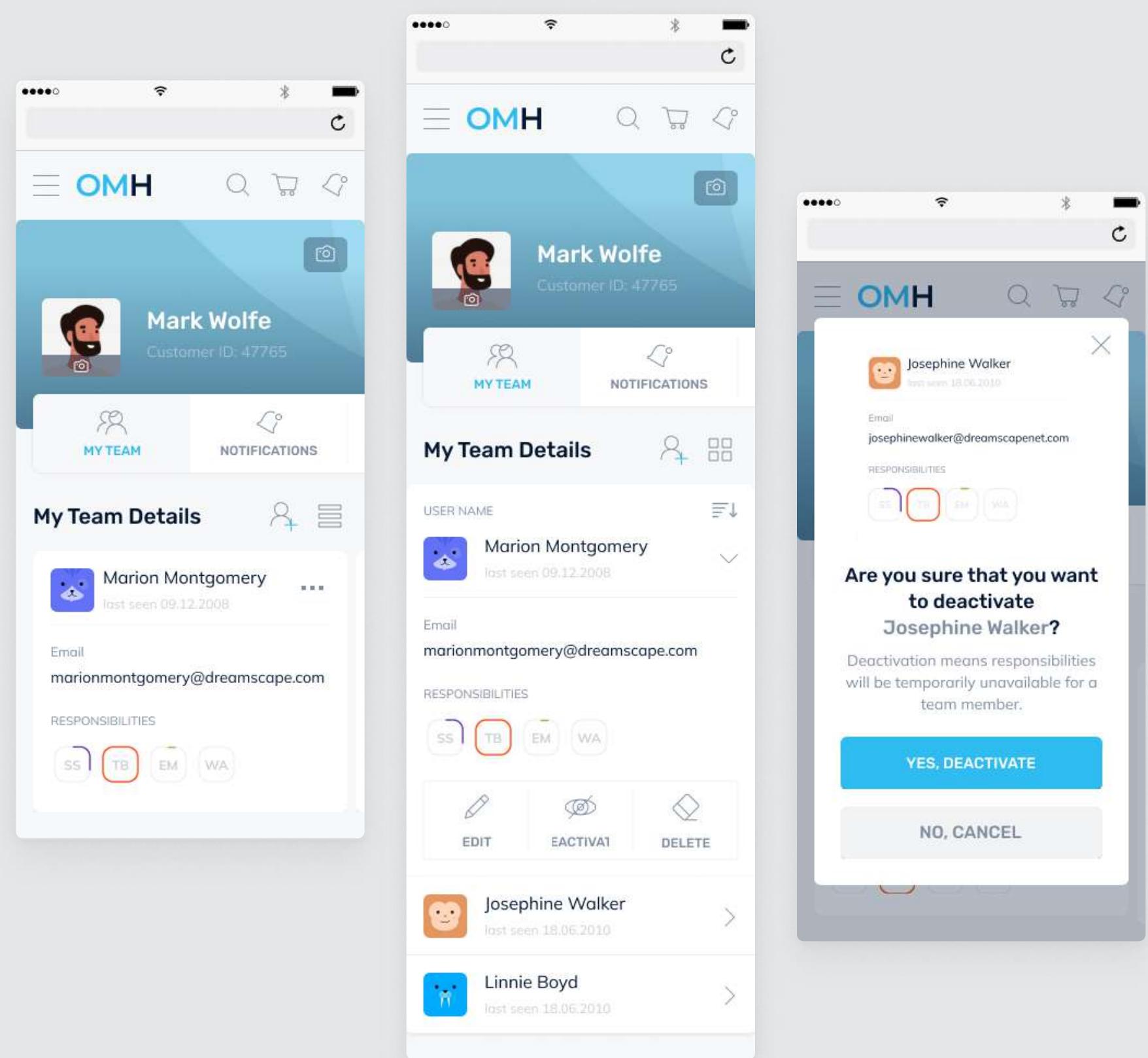
# Online Marketing Hub Platform

Project

OMH for Dreamscape Networks

Result

UX/UI MVP Design



**BUSINESS PROFILE**

**Personal details**  
Enter the information of new team member you would like to connect into Online Marketing Hub.

Full Name: Marion Montgomery

Email: marionmontgomery@dreamscap...

Password: \*\*\*\*\* [Generate](#)

Choose Profile Photo

**Payment Options**  
Choose your payment options.

**Credit / Debit**

- VISA (selected)
- Visa Electron
- EC card
- Mastercard
- Maestro
- American Express
- American Express Direct Debit

**Product responsibilities**  
Select the products and their responsibilities that will be available to the new team member.

**Business Directory**

**Traffic Booster**

**Online payments**

- Amazon (selected)
- Webmoney
- eBay
- PayPal
- Alipay
- Union Pay
- GiroPay
- Sofort Banking

**Simple SEO**

**Email Marketing**

**Web Analytics**

**Facebook Ads**

**Banking**

- EFTPOS
- BPAY

**CREATE MEMBER**

**CREATE AND ADD ANOTHER**

**SAVE CHANGES**

**BUSINESS PROFILE**

**Working Schedule**

**Logo & Images**  
Add your business logo and related photos.

**Business Directories**  
Add your business logo.

**Main Image**  
Add an image related to your business.

**Additional Images**  
The more images you add, the better your customers will get to know your business, team, products and services.

**Need a Logo?**  
Your brand, your logo, in 48 hours

**ORDER NOW**

**SAVE CHANGES**

# Right Signature Website

Project

Right Signature for Plat4Me

Result

UX/UI Website Design

About

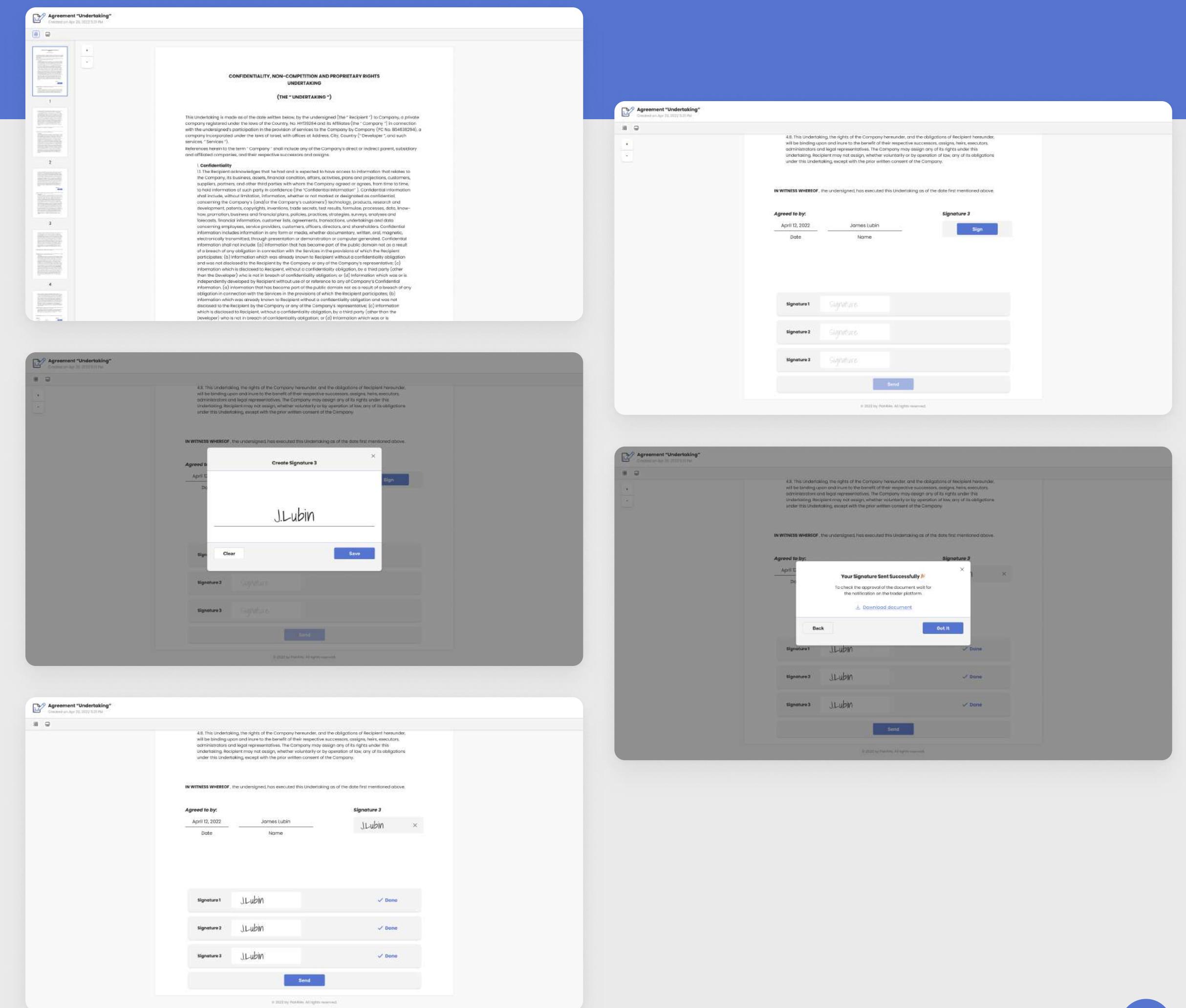
The Right Signature website was developed to facilitate document signing within the context of company-trader relationships. This platform enables the signing of various documents, including agreements, terms and conditions, contracts, and more.

Challenges

Design a user-friendly website for easy document signing accessible via email links. Implement management functions on the CRM side for viewing statuses and performing actions like sending, commenting, and deleting items.

Role

Researcher | Experience Designer | UI Designer



# Right Signature Website

Project

Right Signature for Plat4Me

Result

UX/UI Website Design

Approach

Following stakeholder interviews, user story and requirement research, as well as the development of user flows, wireframes, and high-fidelity prototypes, I designed a clear and minimalistic UI design.

Achievement

Designed the website with versions optimized for desktop, tablet, and mobile devices, incorporating all client preferences.

Activities

Stakeholder Interview

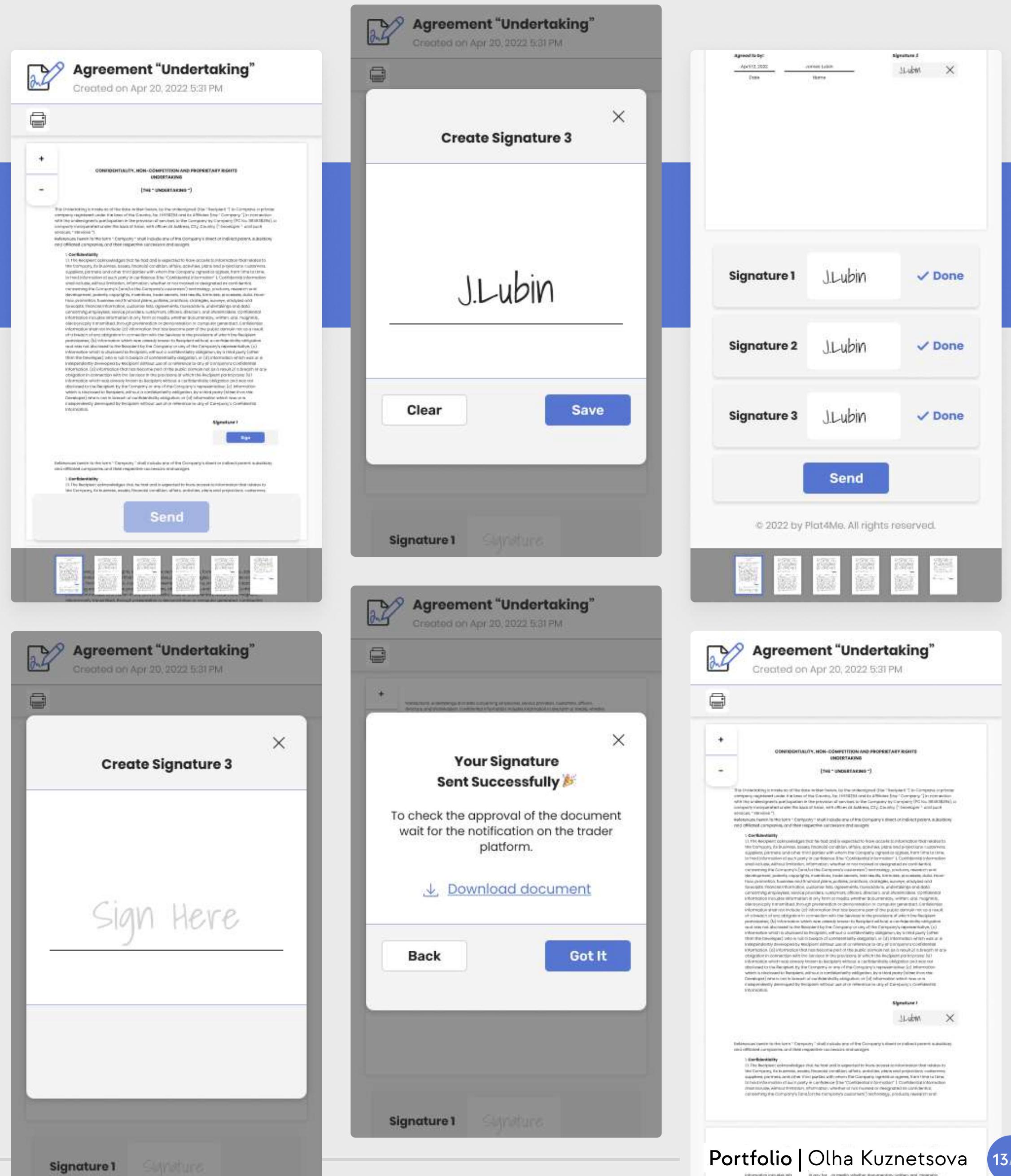
Competitor Analysis

User Flow

Wireframes

Low-fidelity Prototype

Visual Design



# S-PRO Website

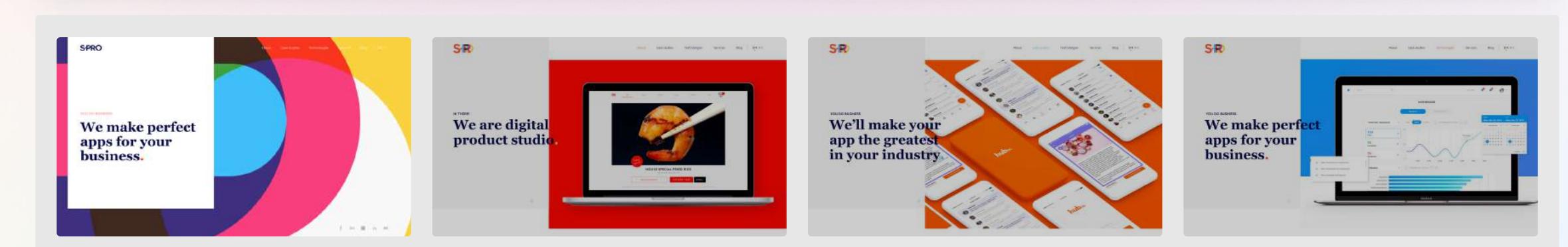
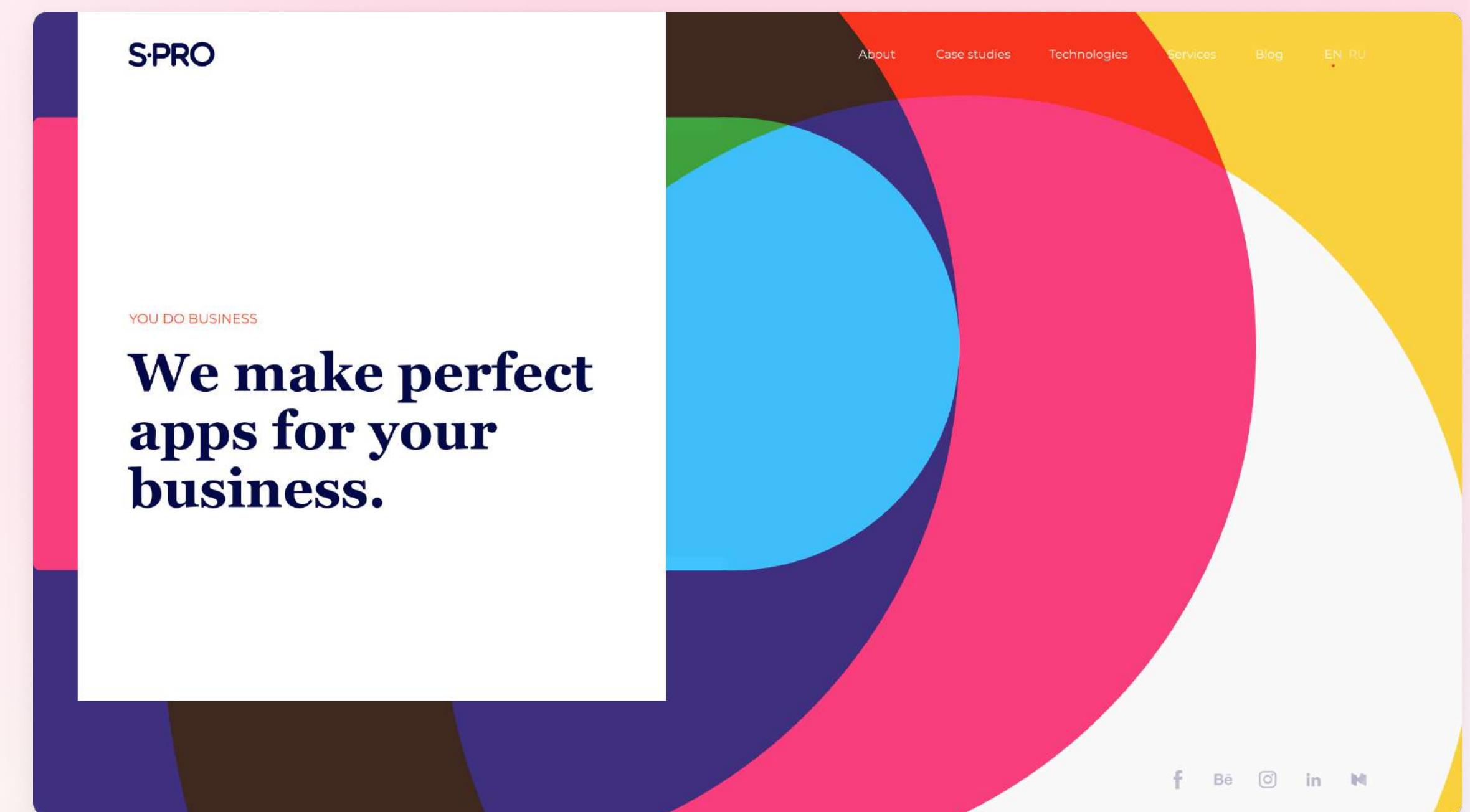
Project S-PRO

Result Redesigned Website

About S-PRO is an outsourcing company that provides full-cycle development services, requiring a fresh and contrasting website to evoke specific branding feelings.

Challenges To design brand-new and vivid website based on information and pictures from the previous landing page to attract new customers and improve conversion.

Role Researcher | Experience Designer | UI Designer



# S-PRO Website

Project

S-PRO

Result

Redesigned Website

Approach

I have made the competitor analysis, information architecture, wireframes, low and high-fidelity prototypes to achieve the desired result in visual design.

Achievement

Created fascinating and eye-catching design, ensuring alignment with all stakeholder requirements across desktop, tablet, and mobile versions.

Activities

Competitor Analysis

Information Architecture

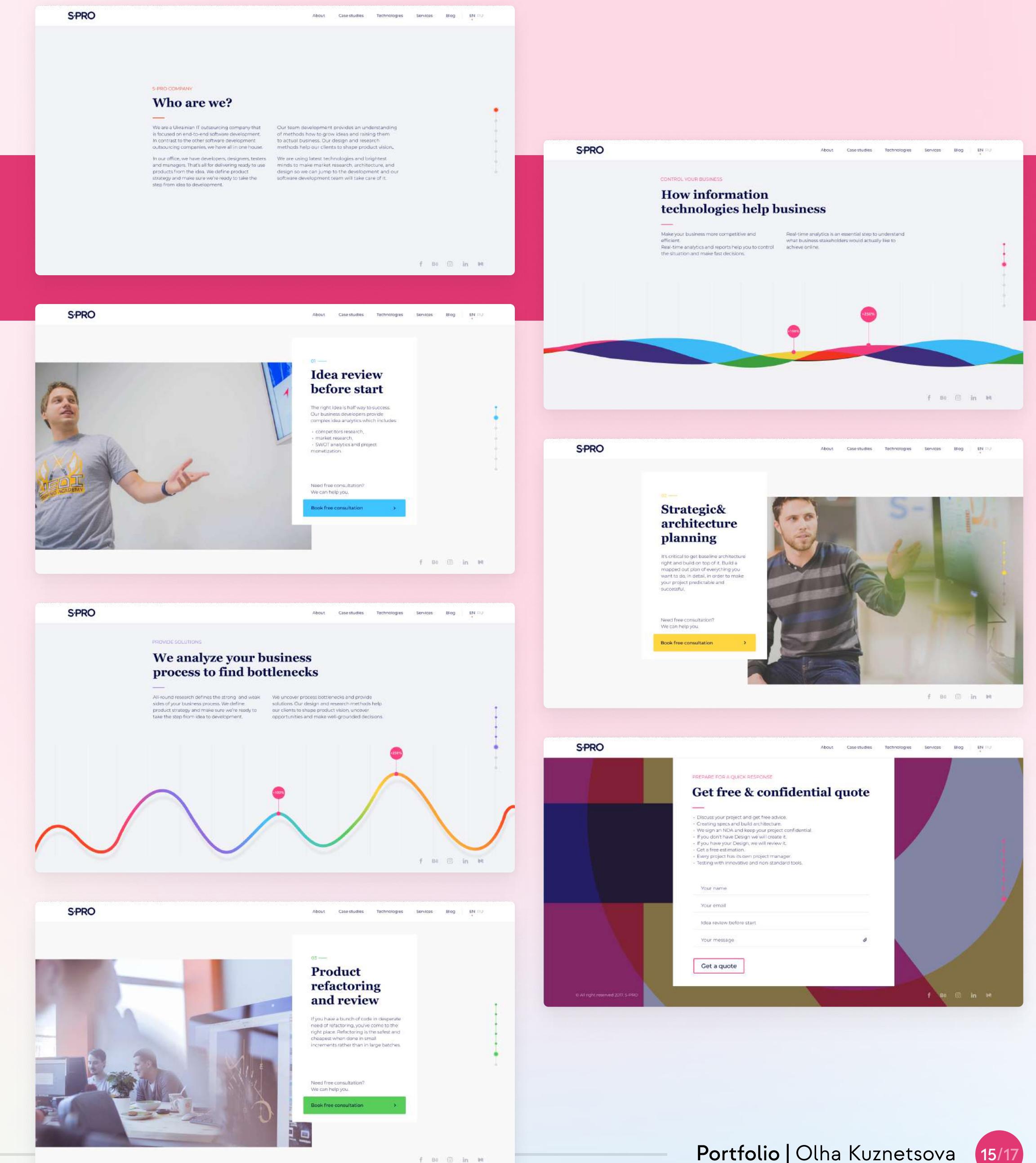
User Flow

Wireframes

Low-fidelity Prototype

High-fidelity Prototype

Visual Design



# Plat4Me Website

Project Plat4Me

Result Redesigned Website

About Plat4Me is the company with eco-system of products tied up with trading which is providing development service to maintain and enhance the experience of end users.

Challenges To design brand-new and modern website based on information from the previous website to attract new customers to fill out the consultation form.

Role Researcher | Experience Designer | UI Designer



Previous design

PLAT4ME

# Business Revolution

Connection Between Your Business And Success

LEARN MORE

200k Active Users

20+ Total Features

100k Registrations

About Us

Products

Services

New design

# Plat4Me Website

Project

Plat4Me

Result

Redesigned Website

Approach

Conducted thorough research involving competitor analysis, stakeholder interviews, information architecture, and the creation of low and high-fidelity prototypes, along with two design concepts. Prepared a comprehensive UI-kit encompassing all components for delivery.

Achievement

Designed the bright and fresh website, structured the content by blocks to improve view perception and to encourage users to fill out the form.

Activities

Stakeholder Interview    Competitor Analysis    User Flow  
Information Architecture    Wireframes    High-fidelity Prototype  
Solution Concepts    Visual Design

