

Portfolio

by Olha Kuznetsova | UX/UI Designer

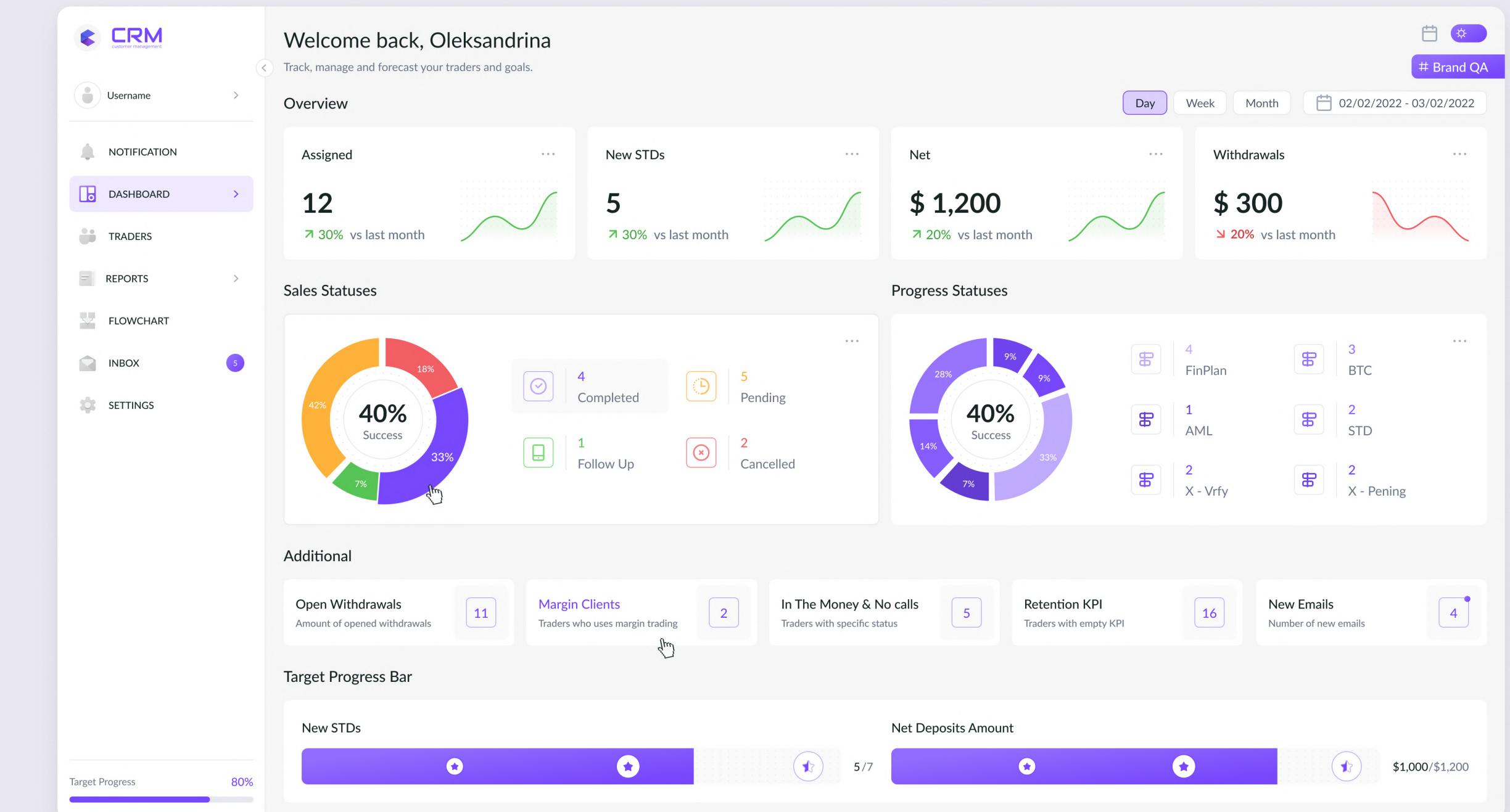
CRM Platform

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

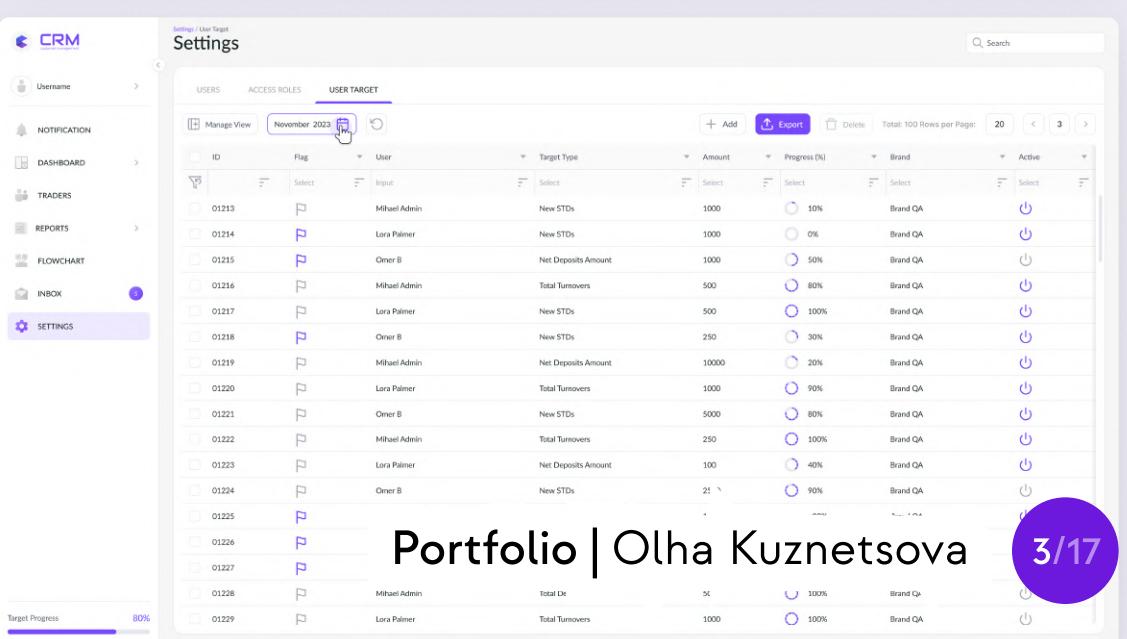
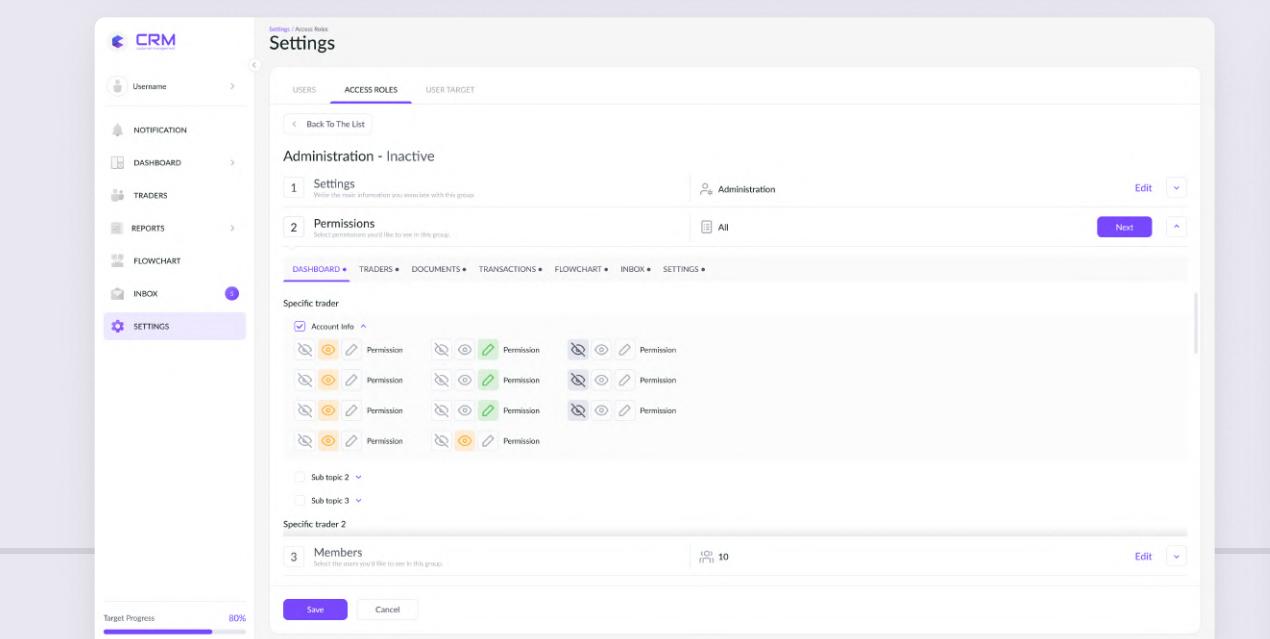
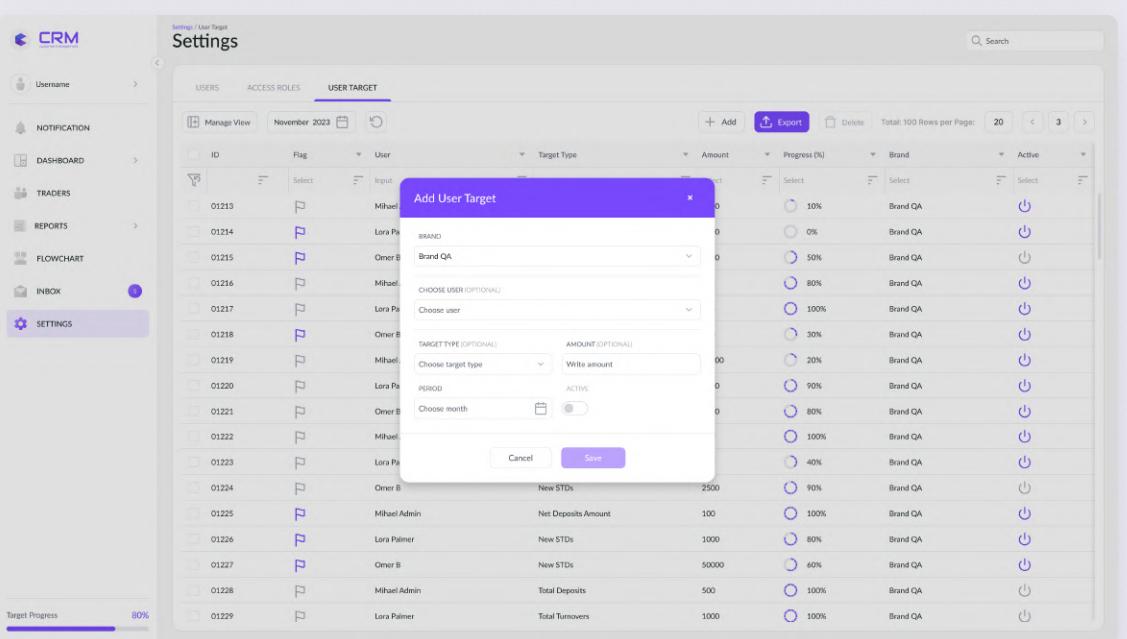
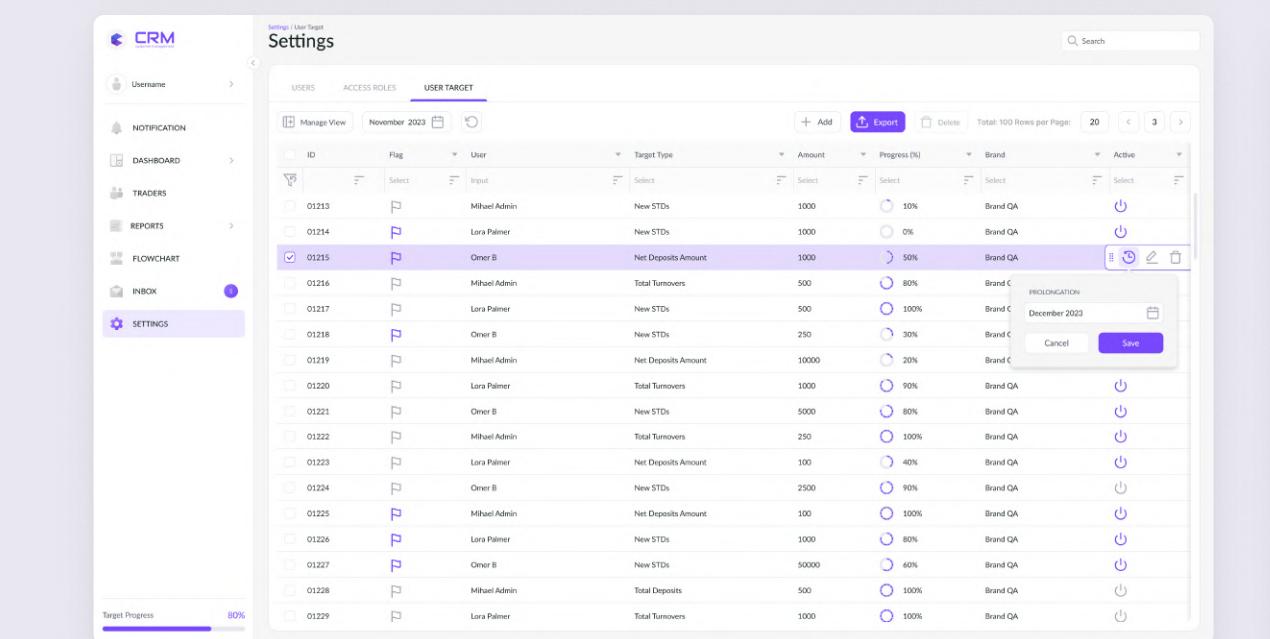
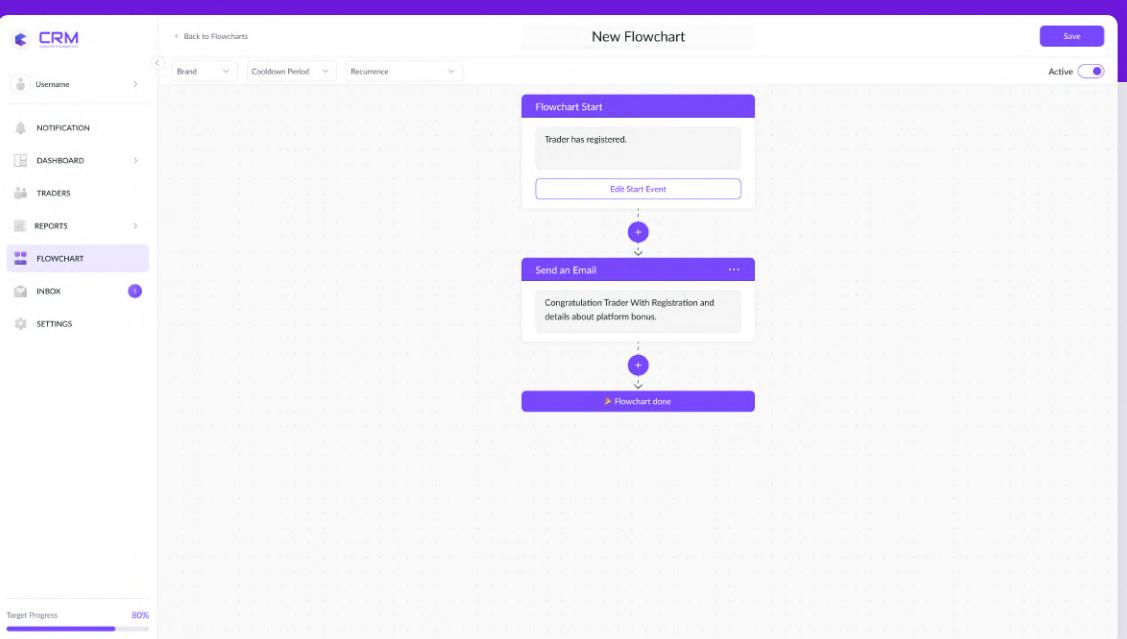
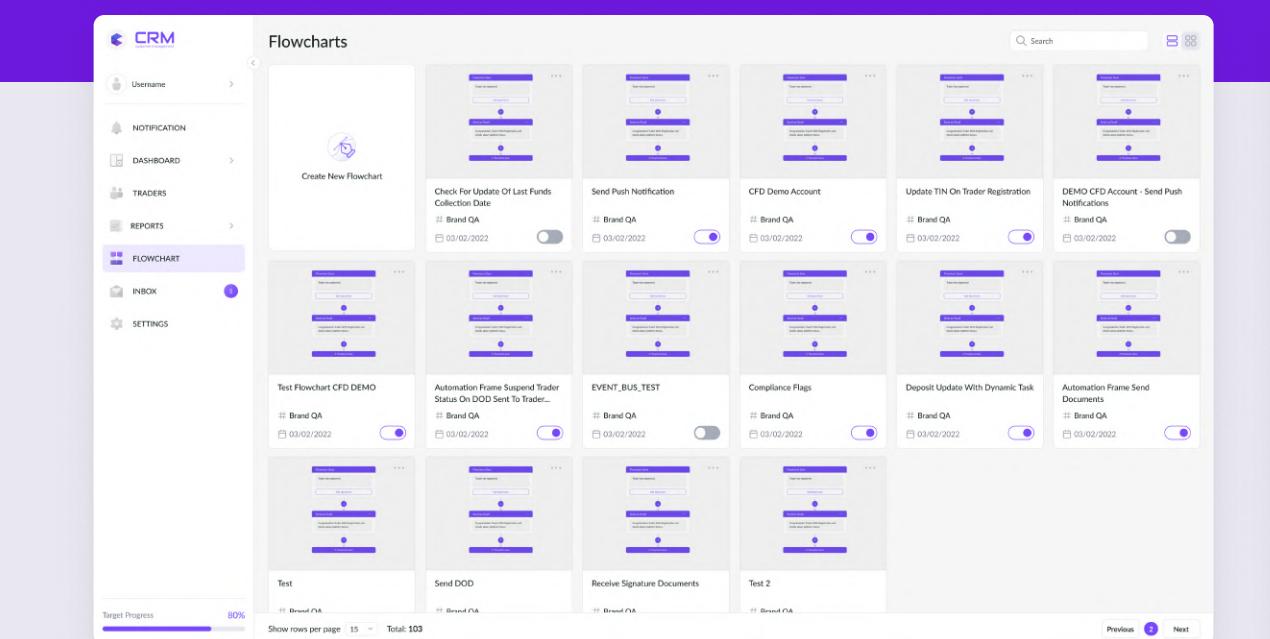
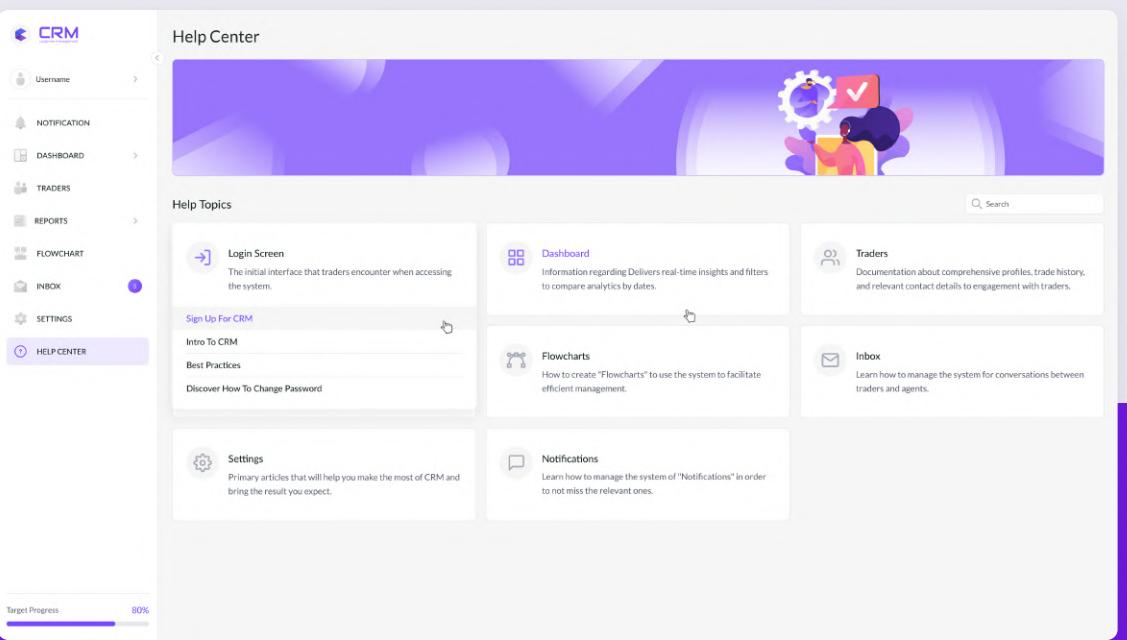
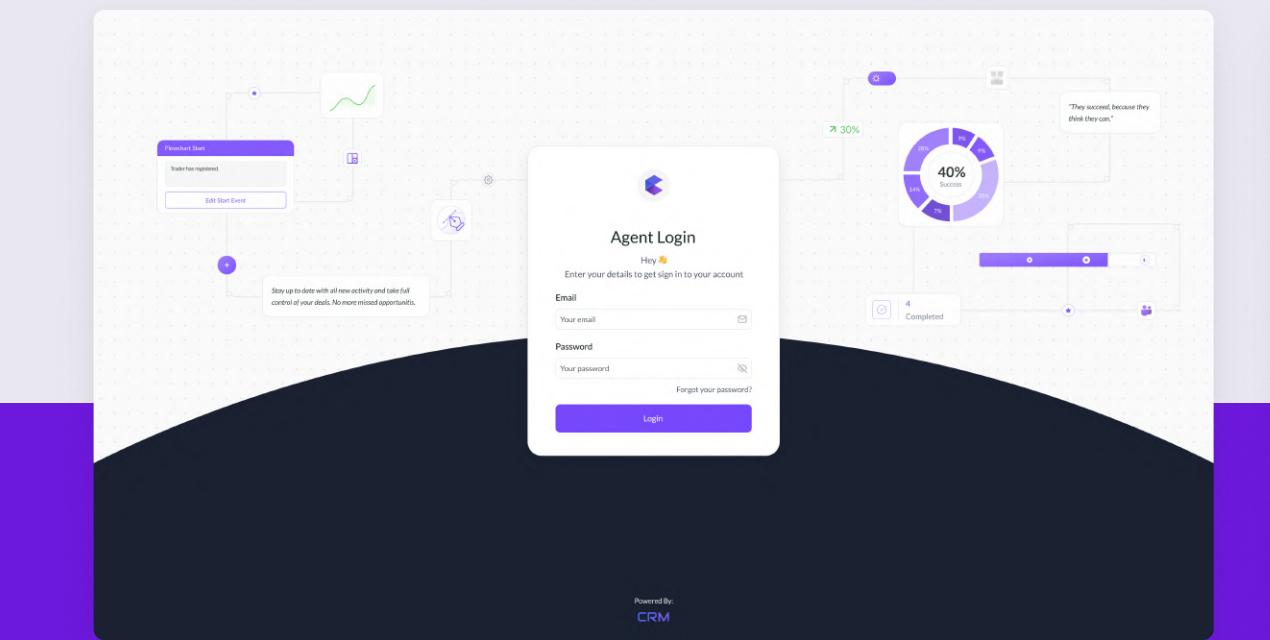
Informed by research, stakeholder interviews, information architecture, heuristic evaluation, and user flow, I developed functions table, wireframes, high-fidelity prototype, and UI. Additionally, I established a Design System to ensure consistency and unified communication across all teams.

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



CRM Design System

Project

CRM for Plat4Me

Result

UX/UI Platform Redesign

COMMAND DESIGN

CRM V2

TYPOGRAPHY

Header 1 M

Font: Lato Medium
Size: 32 px

Subtitle 1

Font: Lato Regular
Size: 17 px

Body 1 R

Font: Lato Regular
Size: 13 px

SMALL TEXT 1

Font: Lato Regular
Size: 11 px

Header 2

Font: Lato Regular
Size: 28 px

Subtitle 2 M

Font: Lato Medium
Size: 17 px

Body 2 M

Font: Lato Medium
Size: 13 px

Small Text 2 M

Font: Lato Medium
Size: 11 px

Header 3

Font: Lato Regular
Size: 24 px

Subtitle 3

Font: Lato Regular
Size: 15 px

Body 3 L

Font: Lato Light
Size: 13 px

Small Text 3

Font: Lato Regular
Size: 10 px

Header 4 M

Font: Lato Medium
Size: 20 px

Subtitle 4 M

Font: Lato Medium
Size: 15 px

Body 4 I

Font: Lato Italic
Size: 13 px

Buttons

Font: Lato Medium
Size: 14 px

Header 5 L

Font: Lato Light
Size: 20 px

MENU

Font: Lato Medium
Size: 13 px

The image displays a detailed design system library for a CRM application, organized into several sections:

- COMMAND DESIGN**: A header section showing a navigation bar with "COMMAND DESIGN" and "CRM V2".
- UI Components Section**:
 - Text Input**: Includes variants for "Standard", "Placeholder", "Error", and "Disabled".
 - Form Fields**: Includes "Text", "Number", "Email", "Date", "Select", and "File" fields.
 - Buttons**: A large section showing variants for "Standard", "Hover", "Pressed", and "Disabled" states across various button types: "Text", "Icon", "Link", "Switch", and "Image".
- Icons Section**: A massive grid of over 1000 icons from the Icomoon library, categorized into groups like "Dashboard", "Icons for Inbox", "Icons for List", "Icons for Form", "Icons for Grid", and "Icons for Details".

BASIC DESIGN

CRM 2

TABLE

HEADER OF TABLE

No Sorting

Sort Descending

Body 1

Body 1

Default status

FILTER OF TABLE

FILTER OF TABLE

SAMPLE

Body 1

Body 1

Hovered status

Body 1

Default status

No selected filter

Body 1

F

Body 1

Body 1

Default status

Body 1

Hovered status

Selected filter

Body 1

F

Body 1

Body 1

Input search

Body 1

Input search

No selected filter

Body 1

F

Body 1

Body 1

Error Status

Body 1

Default status

Present state

Body 1

F

Header And filter

Default state

Body 1

Email

Country

Account types

Affiliate ID

Age

Agent

Balance

Birth Date

Shadow

Body 1

Email

Country

Account types

Affiliate ID

Age

Agent

Balance

Birth Date

Select list

Body 1

Email

Country

Account types

Affiliate ID

Age

Agent

Balance

Birth Date

Period And filter

Period

Date

Date

Date

Date

Date

Date

Date

Date

DD/MM/YYYY

Input

Select

Input

Input

Input

Select

Select

DD/MM/YYYY

Header And filter

Default state

Body 1

username@some.domain.com

Canada

ABASIC

30

No Assigned

No Assigned

\$10 000.00

12/12/1997

Default state

Body 1

username@some.domain.com

Canada

ABASIC

30

No Assigned

No Assigned

\$10 000.00

12/12/1997

Default state

Body 1

username@some.domain.com

Canada

ABASIC

30

No Assigned

No Assigned

\$10 000.00

12/12/1997

Default state

Body 1

username@some.domain.com

Canada

ABASIC

30

No Assigned

No Assigned

\$10 000.00

12/12/1997

Select filter

Body 1

Email

Country

Account types

Affiliate ID

Age

Agent

Balance

Birth Date

Body 1

Input

Select

Body 1

Select

Input

Input

Select

Select

Body 1

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Input search

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Input search

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Body 1

INPUT FILTER

1 FILTER

Body

Default status

Select Item

Body

Hovered status

Body

Body

Input search

Select Item

5 FILTER

DD/MM/YYYY

Default status

13/10/2022 |

DD/MM/YYYY

Hovered status

< November >

DD/MM/YYYY

Input search

< 2022 >

2 FILTER

6 FILTER

Body

Default status

Select Item

Body

Hovered status

Body

Body 1

Input search

Select Item

Body 1

Default status

Select Item

Body 1

Hovered status

Select Item

Body 1

Input search

Select Item

Body 1

Selected state

Select Item

Body 1

Default status

Body

Body 1

Hovered status

Body

Body 1

Input search

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Body 1

Selected state

Body

Trading Platform Themes

Project

Trading Platform Themes for Plat4Me

Result

UX/UI Platform Redesign. Multiple Themes

About

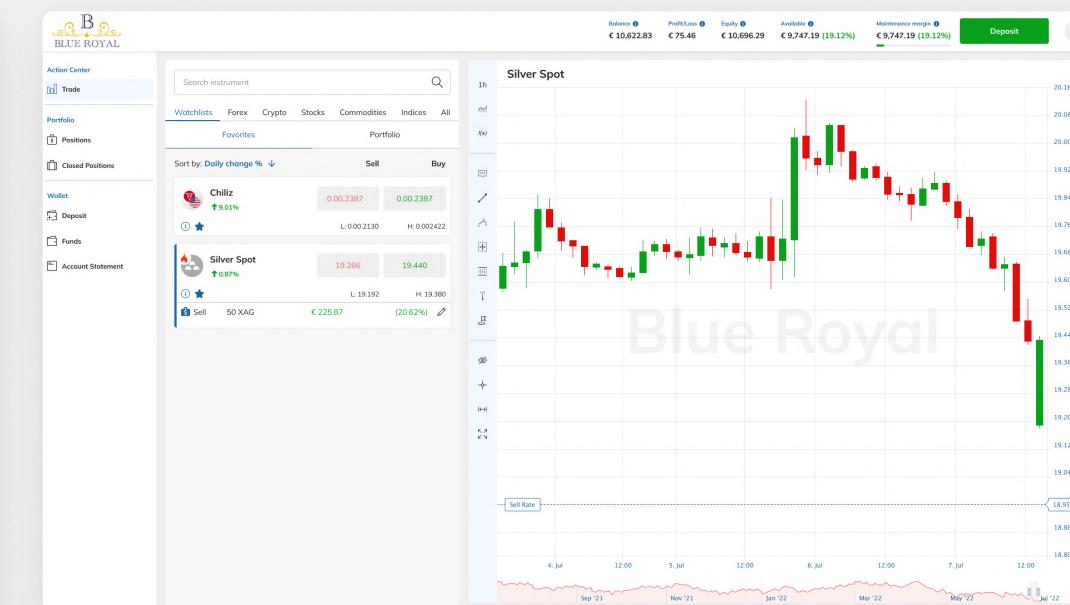
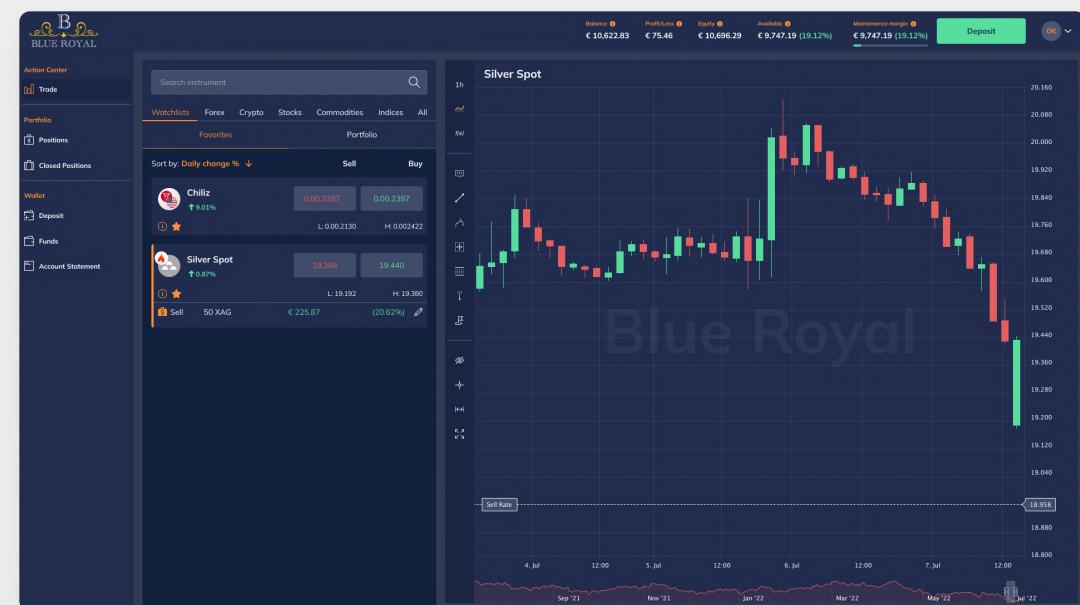
The Trading Platform was developed to facilitate trading activities involving cryptocurrencies and indices, encompassing buying, selling, and conversion operations.

Challenges

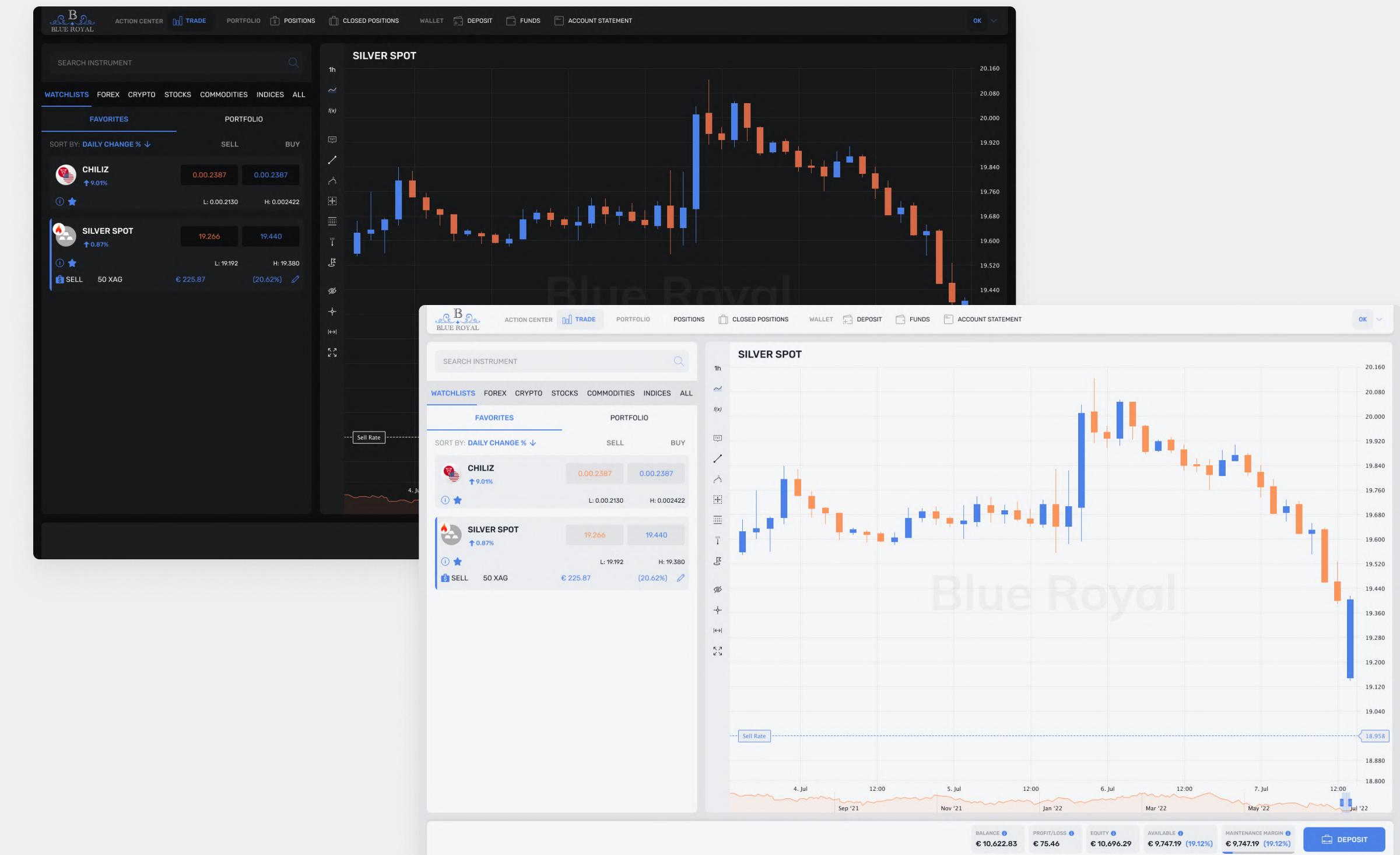
Based on clients' requirements to create numerous amount trading platform themes, providing flexibility in website appearance aligned with the design preferences of individual clients or website owners.

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

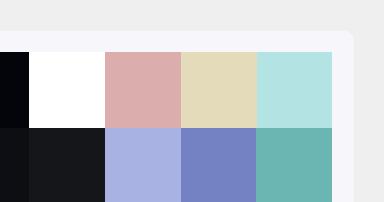
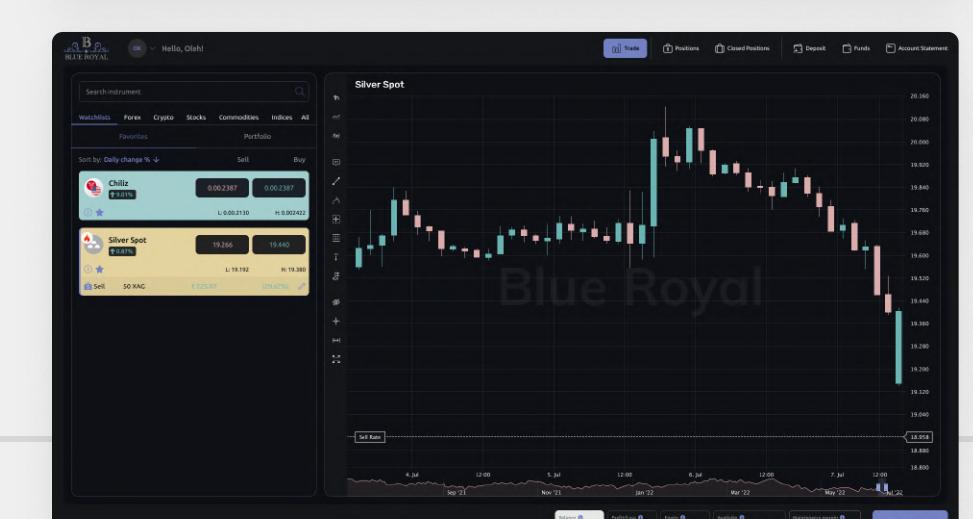
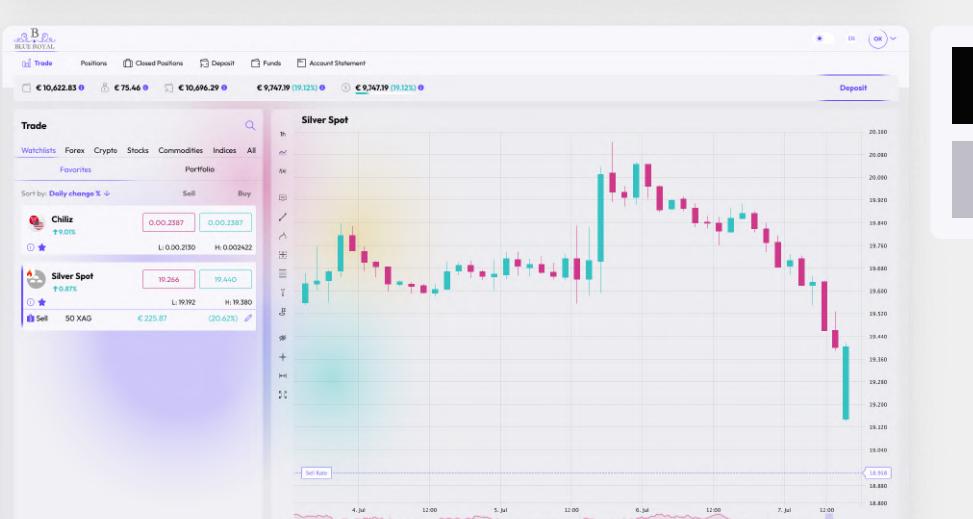
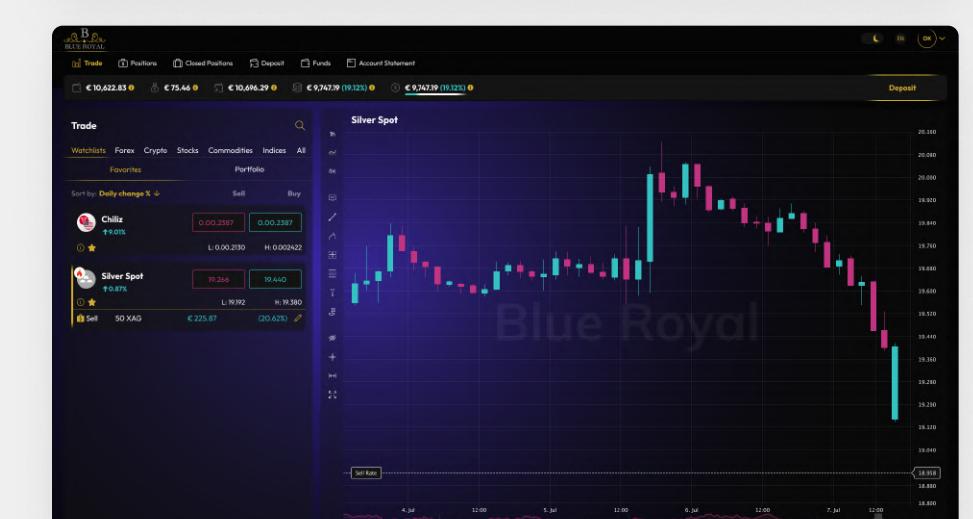
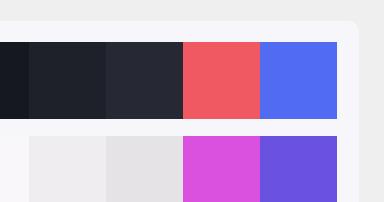
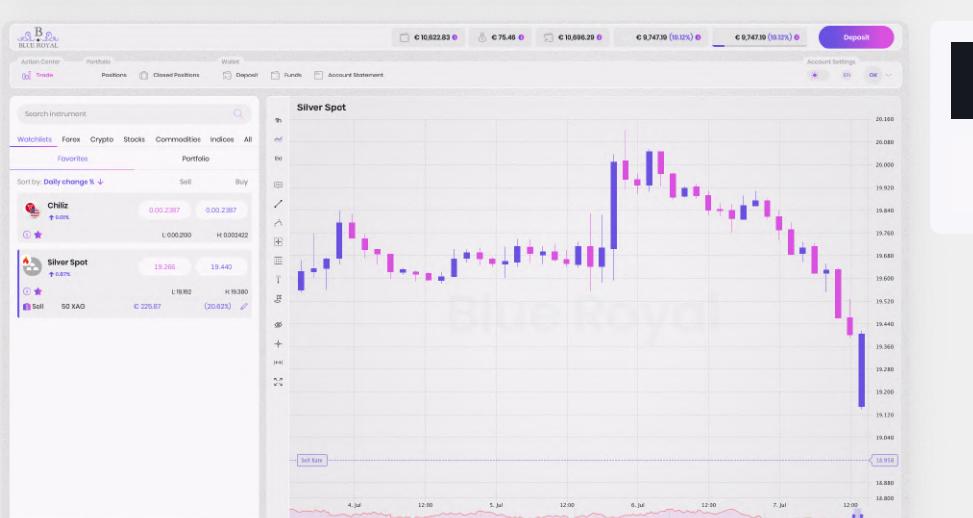
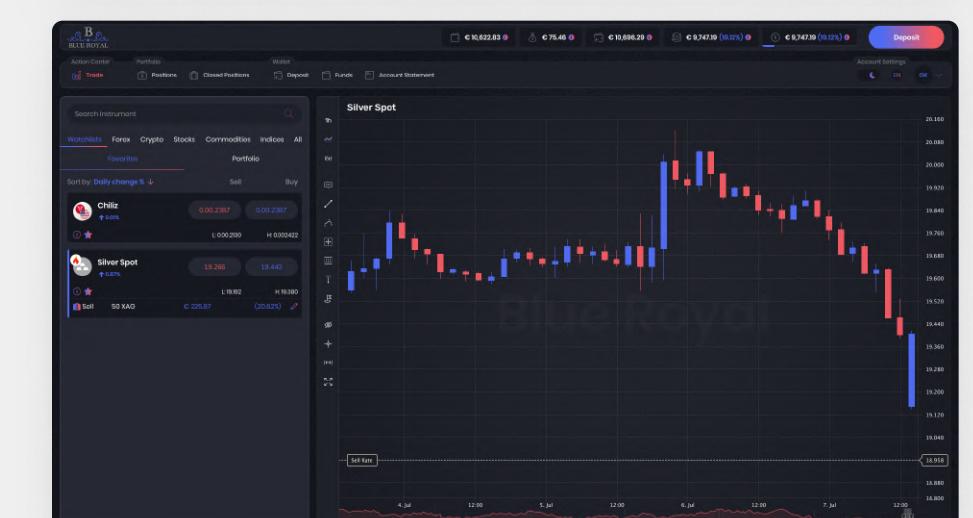
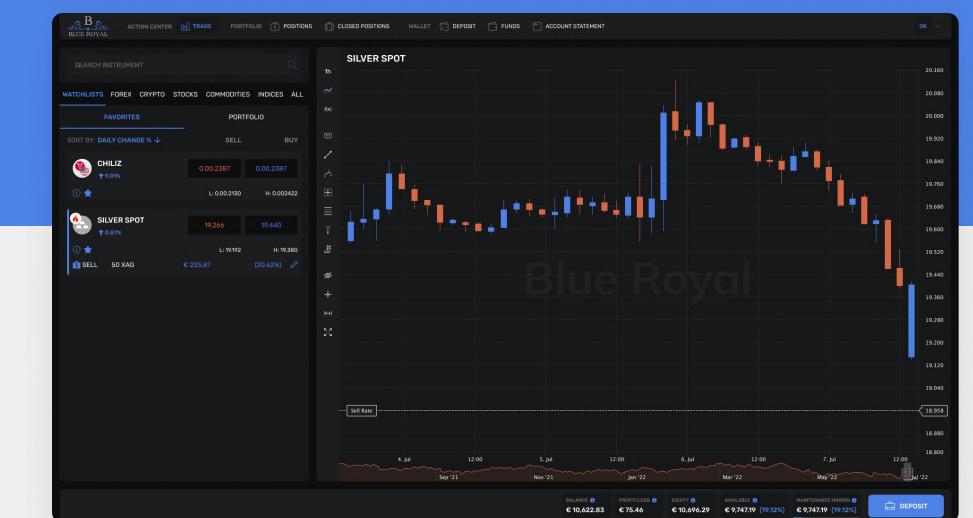
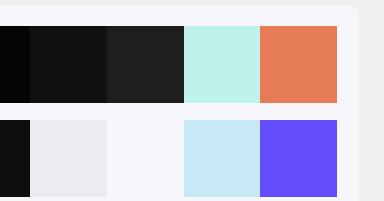
Competitor Analysis

Wireframes

Moodboard

Solution Concepts

Visual Design



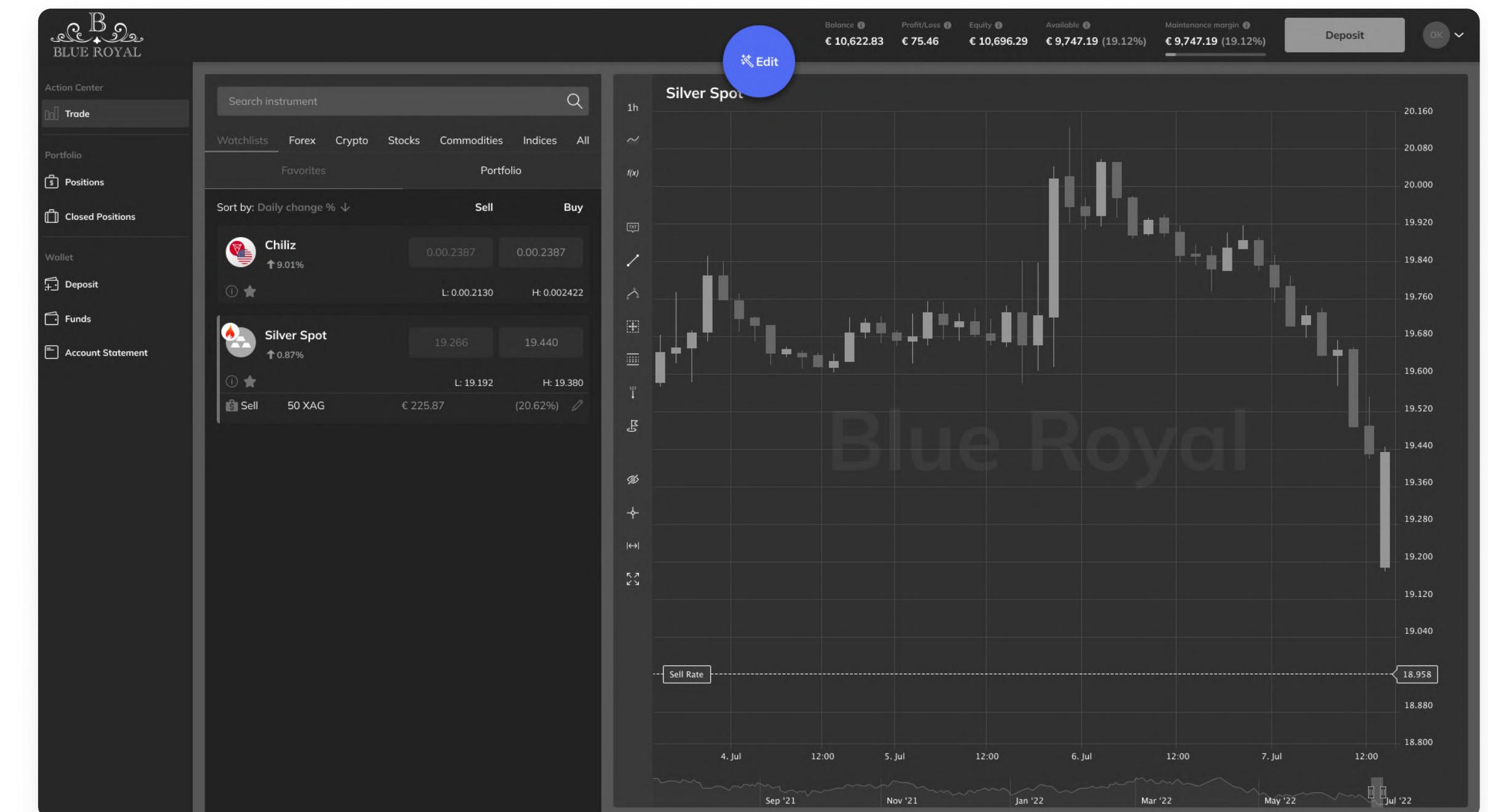
Interface Builder Tool

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



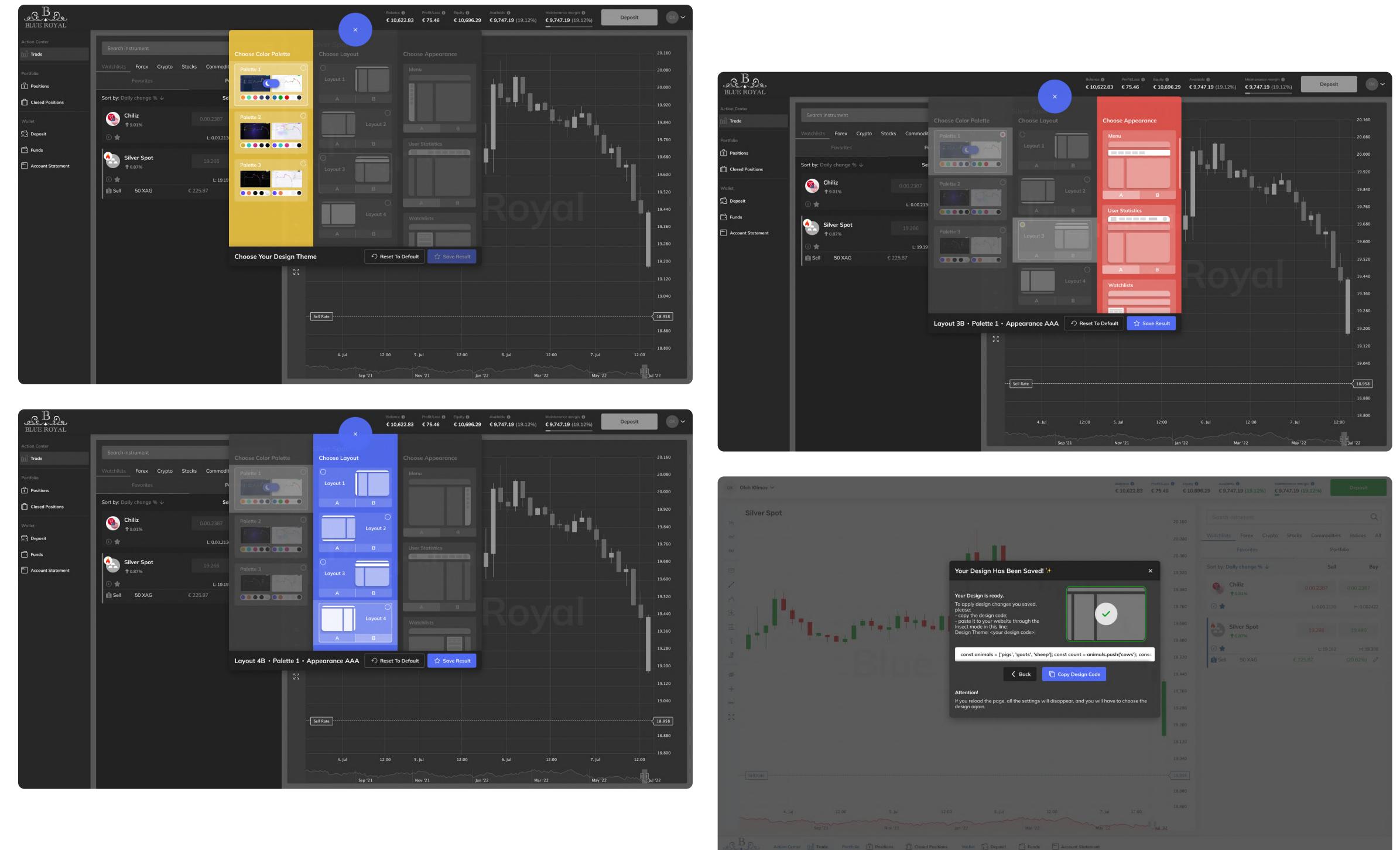
Interface Builder Tool

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



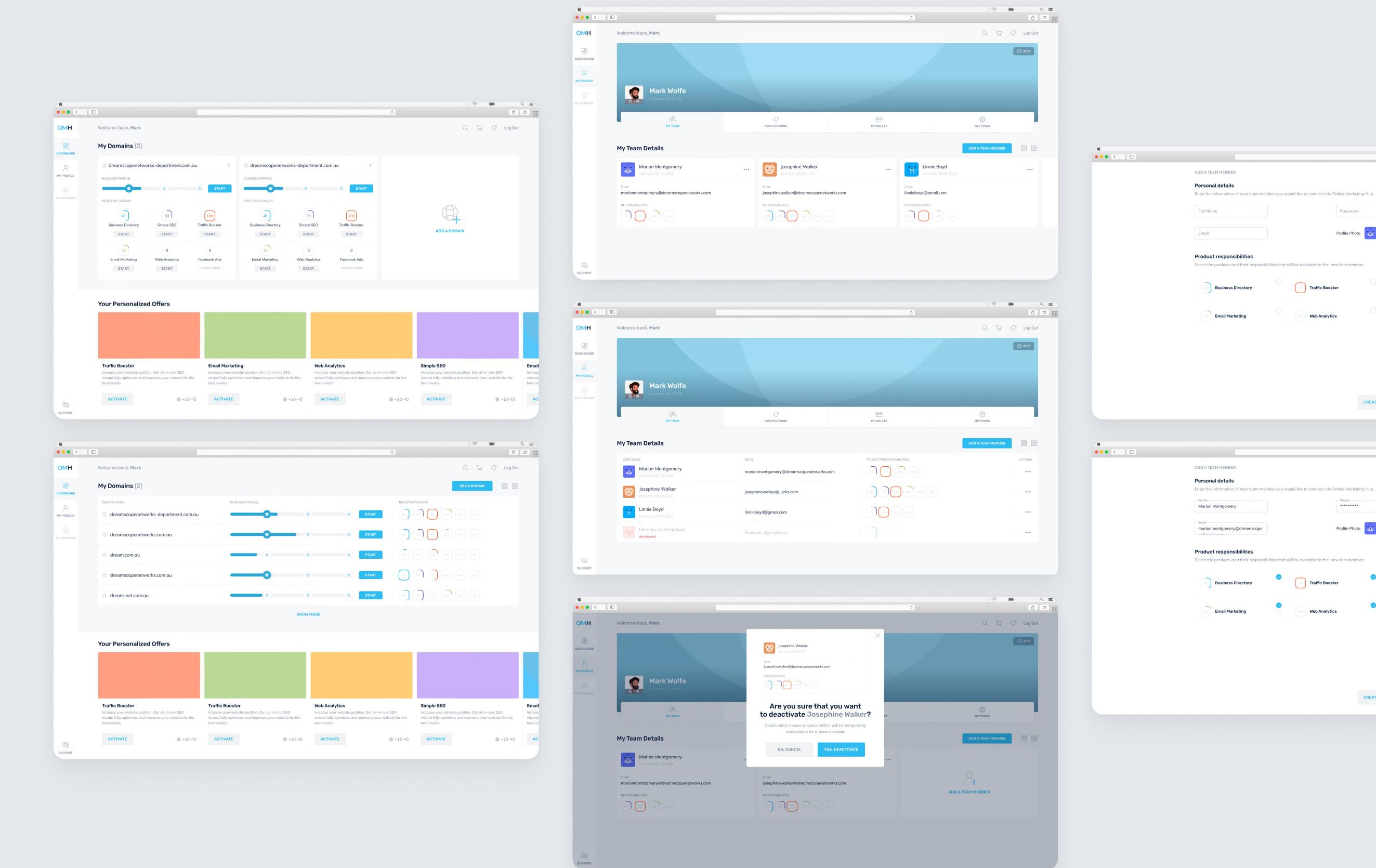
Online Marketing Hub Platform

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

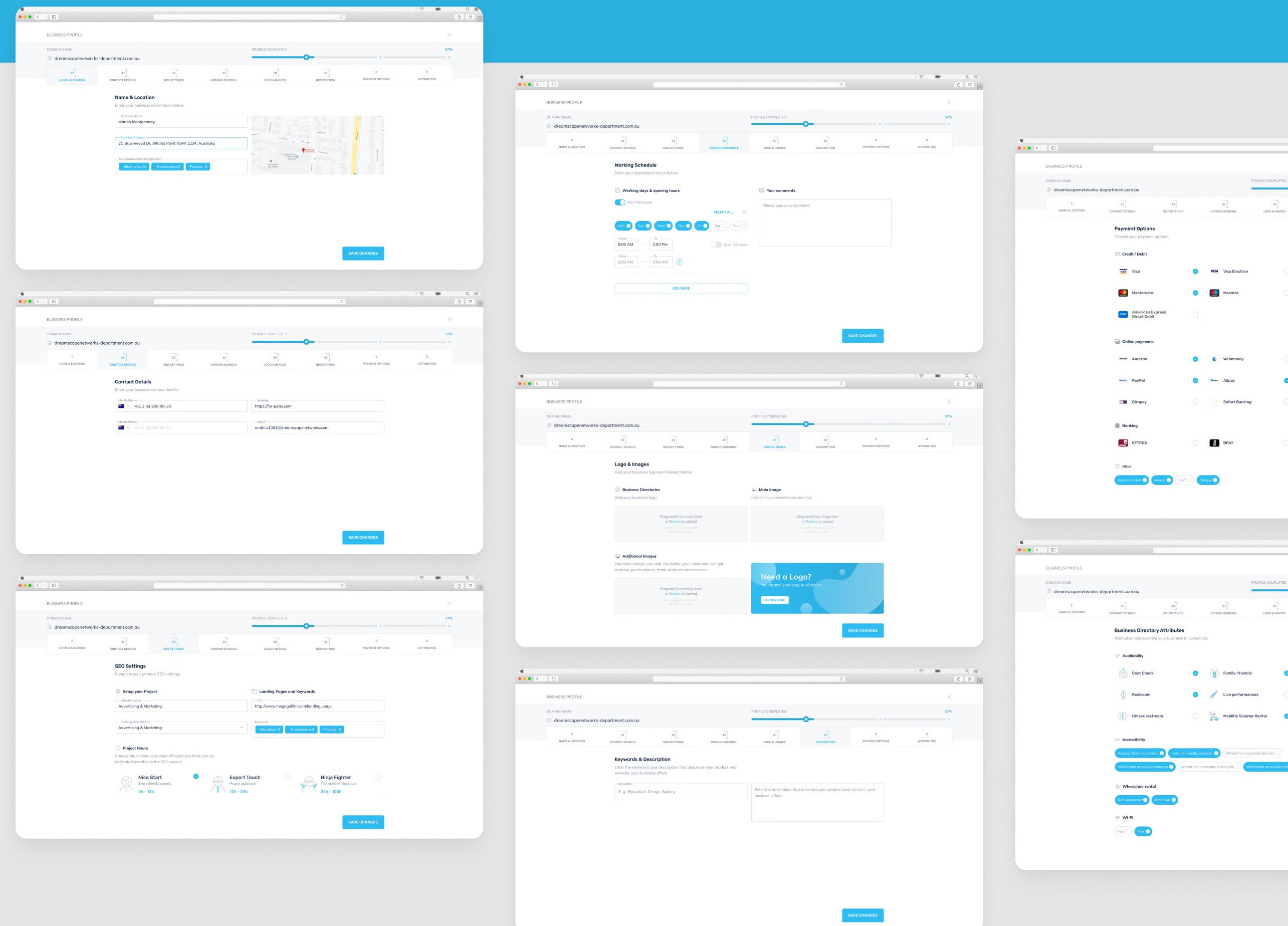
User Flow

Wireframes

High-fidelity Prototype

A/B Testing

Visual Design



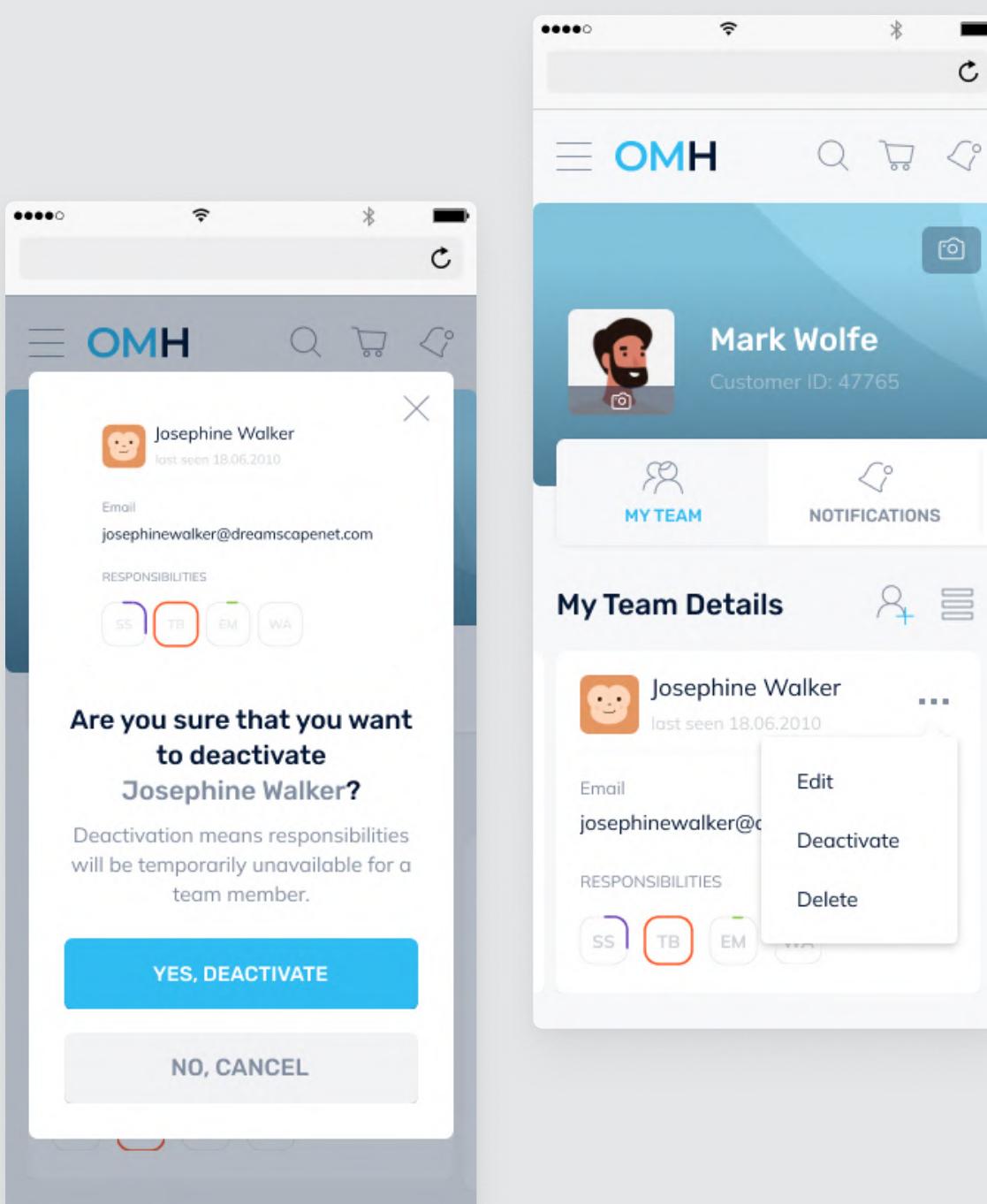
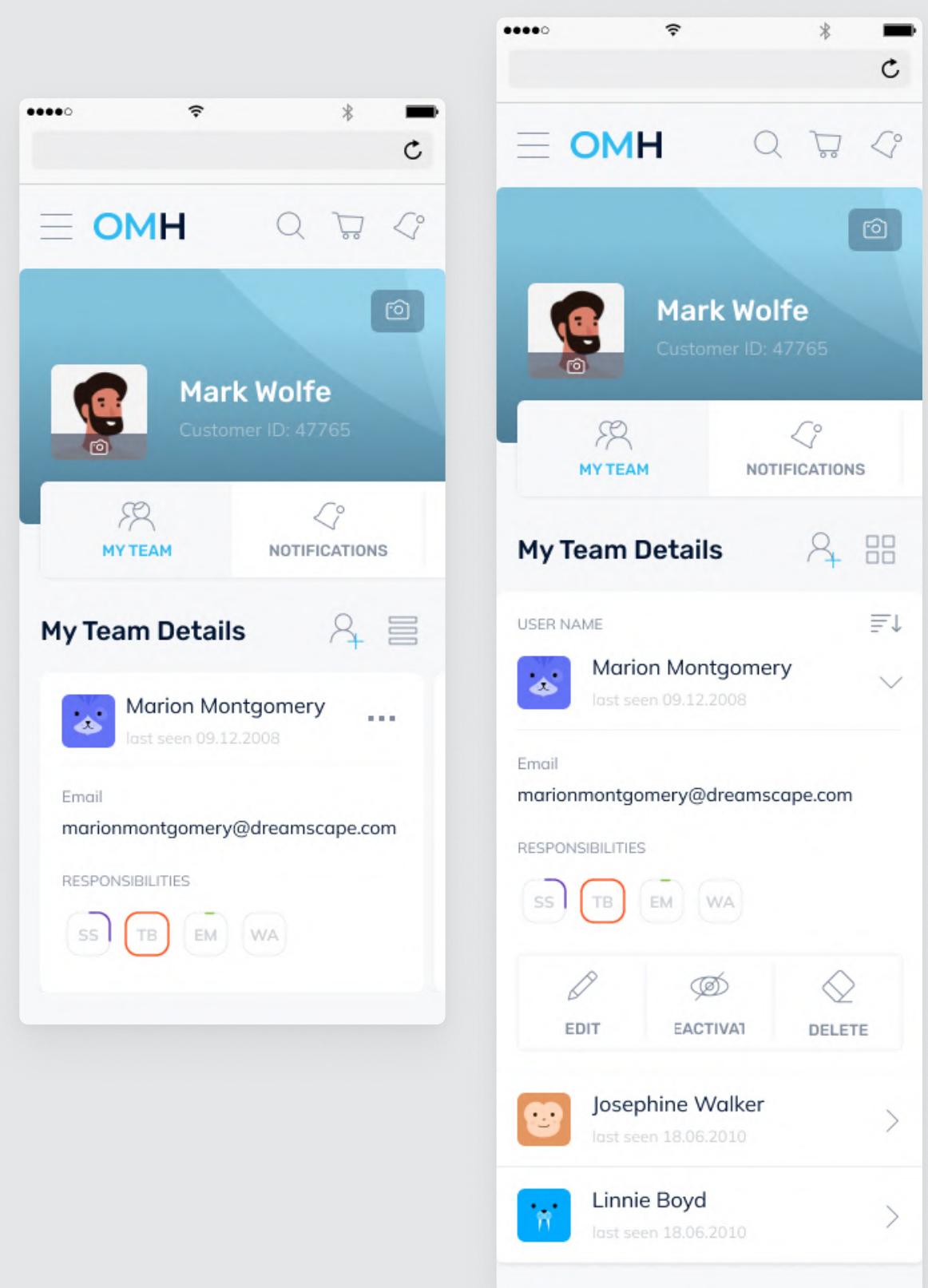
Online Marketing Hub Platform

Project

OMH for Dreamscape Networks

Result

UX/UI MVP Design



BUSINESS PROFILE

ADD A TEAM MEMBER

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](#) [i](#)

Choose Profile Photo

Payment Options

Choose your payment options.

Credit / Debit

Visa Visa Electron
 EC card Mastercard
 Maestro American Express
 American Express Direct Debit

Online payments

Amazon Webmoney
 eBay PayPal
 Alipay Union Pay
 Giropay Sofort Banking
 EFTPOS BPAY

Simple SEO

Email Marketing

Web Analytics

Facebook Ads

Banking

CREATE MEMBER

CREATE AND ADD ANOTHER

SAVE CHANGES

BUSINESS PROFILE

Business Profile

dreamscape...ment.com.au

PROFILE COMPLETED 37%

DESCRIPTION **PAYOUT OPTIONS** **ATTRIBUTES**

Payment Options

Choose your payment options.

Credit / Debit

Visa Visa Electron
 EC card Mastercard
 Maestro American Express
 American Express Direct Debit

Online payments

Amazon Webmoney
 eBay PayPal
 Alipay Union Pay
 Giropay Sofort Banking
 EFTPOS BPAY

Working Schedule **Logo & Images** **Description**

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

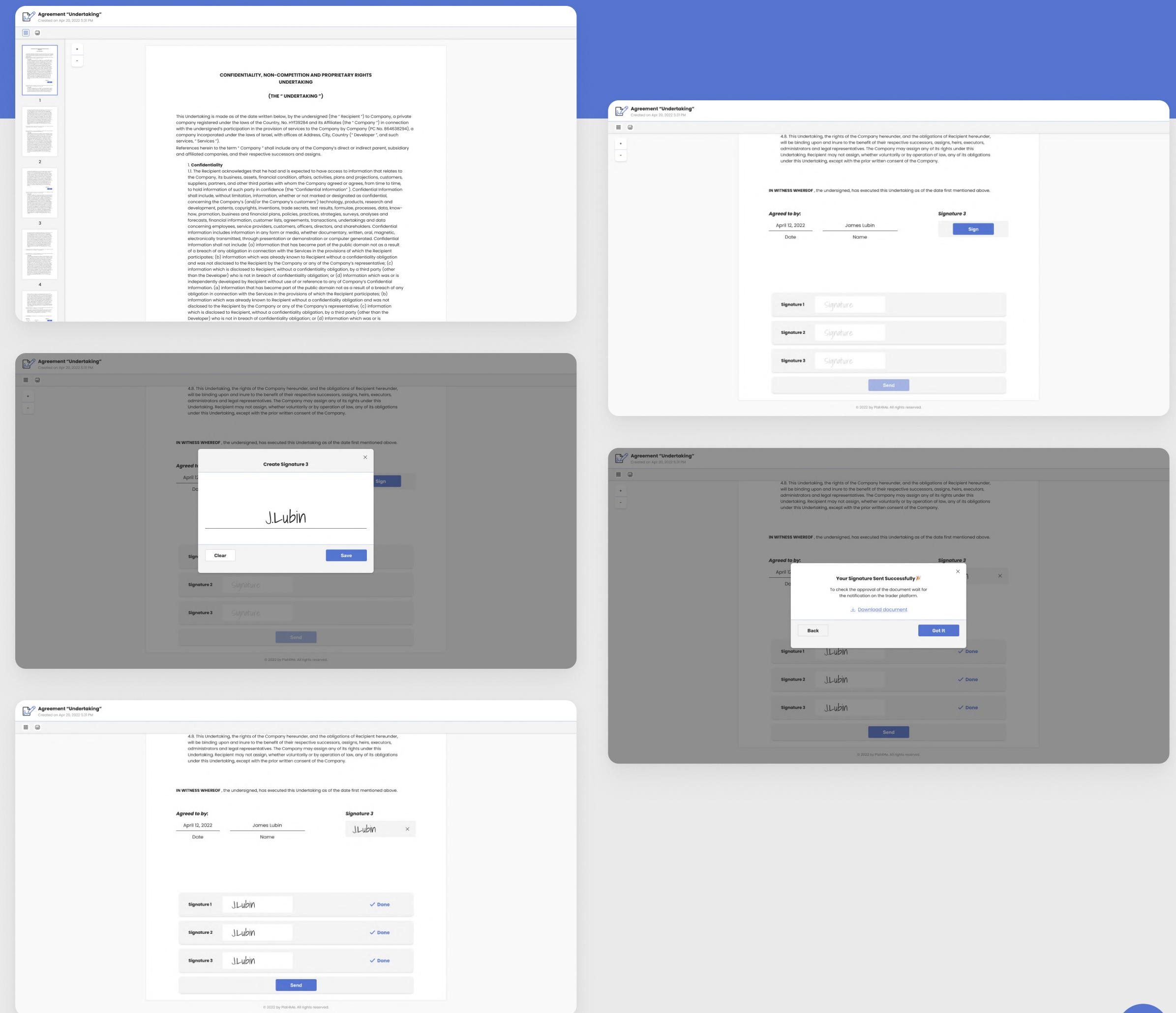
The Right Signature website was developed to facilitate document signing within the context of company-trader relationships. This platform enables the signing of various documents, including agreements, terms and conditions, contracts, and more.

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

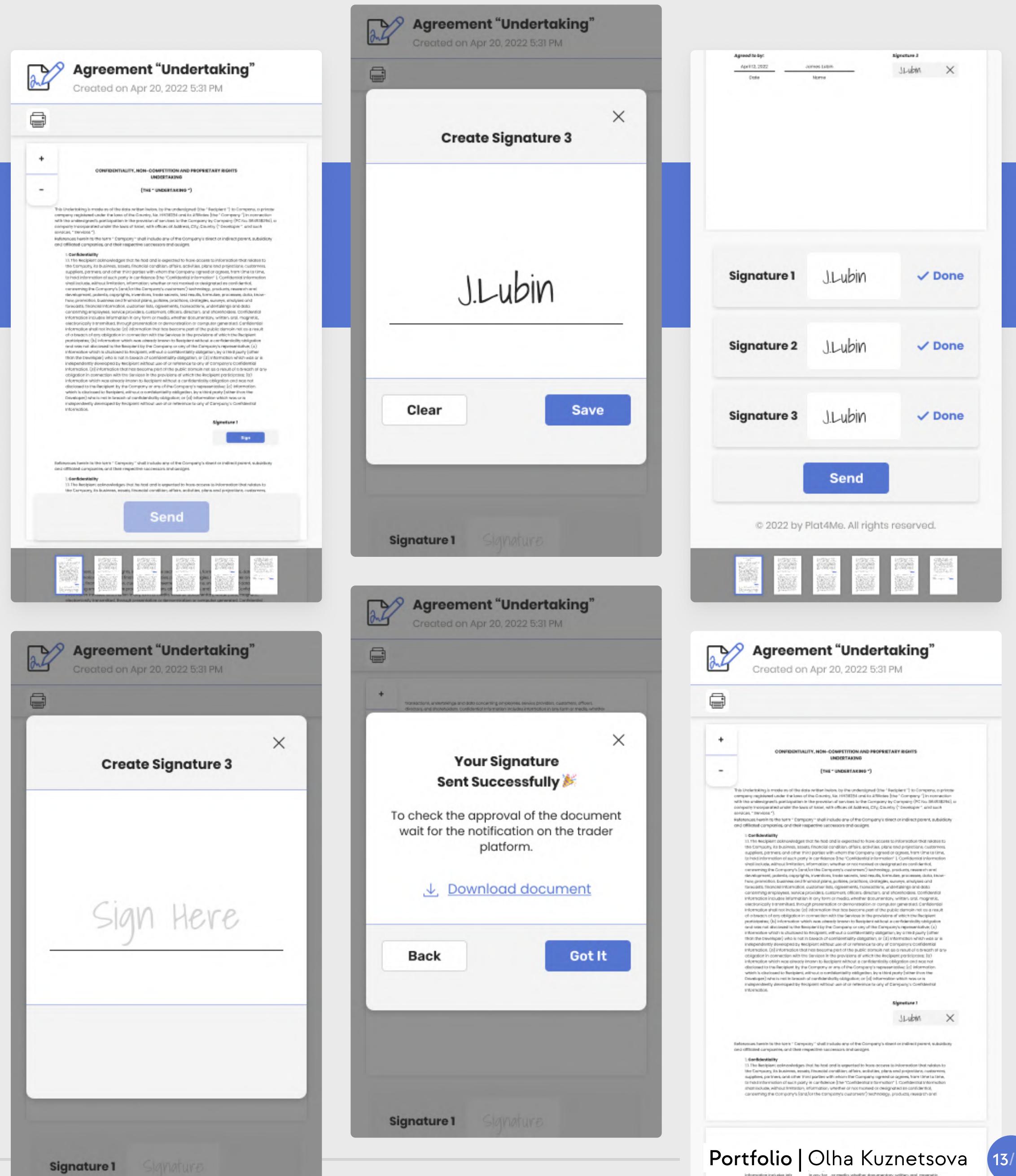
Competitor Analysis

User Flow

Wireframes

Low-fidelity Prototype

Visual Design



S-PRO Website

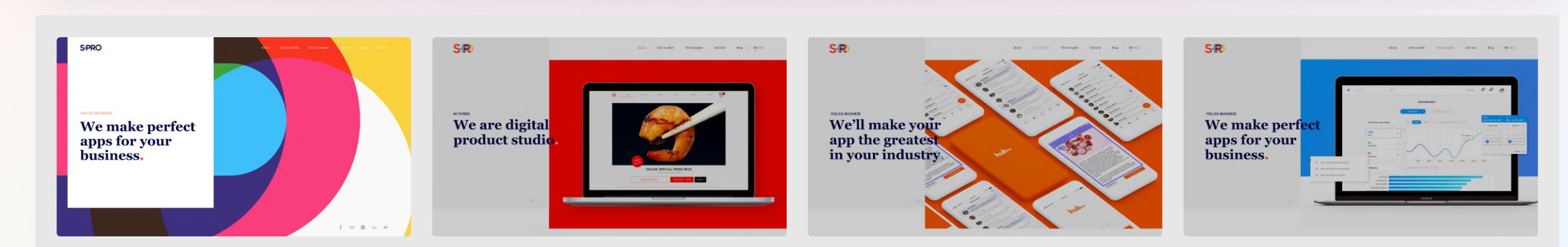
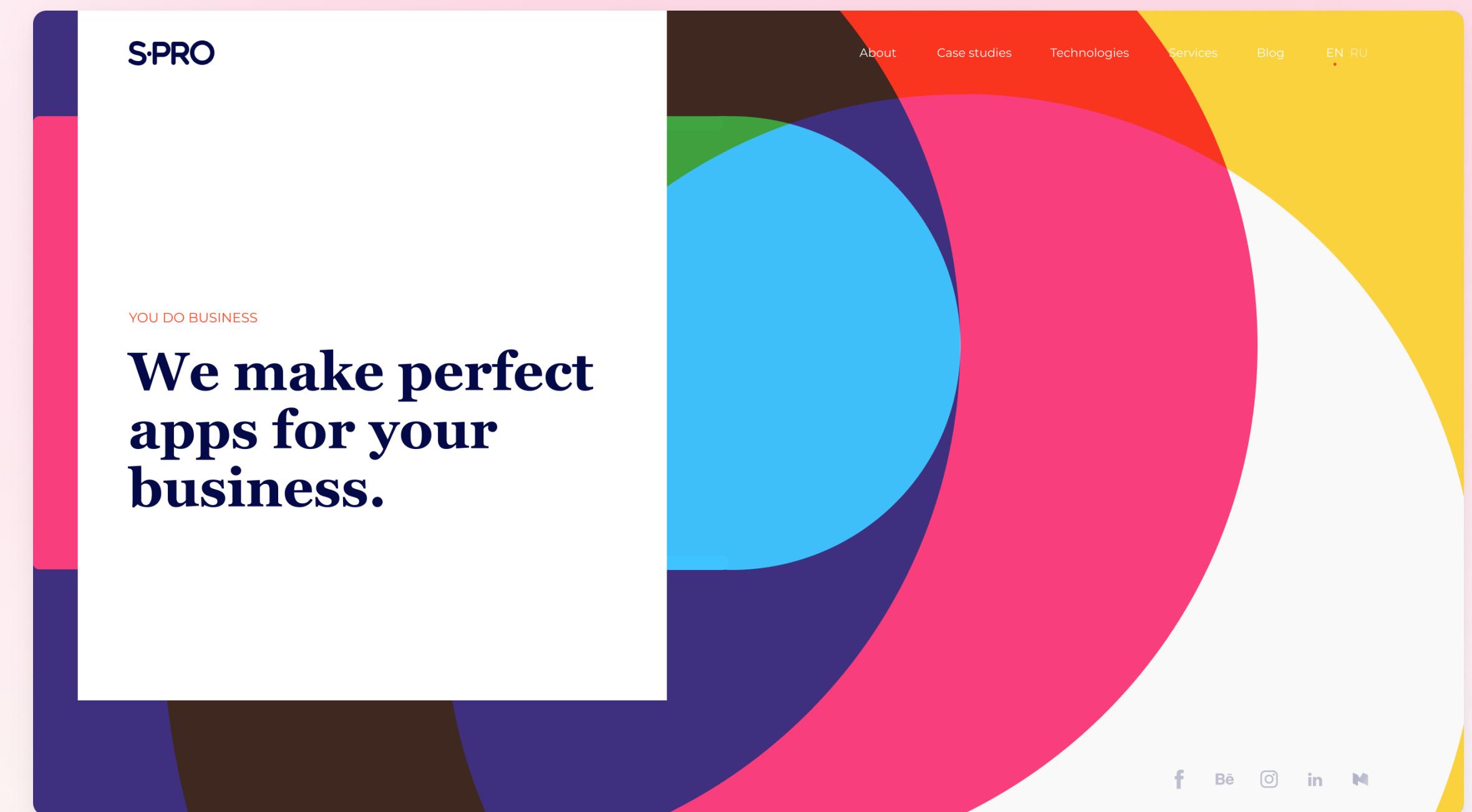
Project S-PRO

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

The S-PRO website features a clean, modern design with a white background and a pink header bar. The header includes the S-PRO logo, navigation links for About, Case studies, Technologies, Services, Blog, and language options (EN RU). Below the header, there are several sections with sub-sections and images of people working.

- Who are we?**: Describes S-PRO as a Ukrainian IT outsourcing company focused on end-to-end software development. It highlights their team's experience and the methods they use to bring ideas to life.
- How information technologies help business**: Discusses how real-time analytics can make businesses more competitive. It features a colorful wavy graphic with callout points.
- Idea review before start**: Shows a person presenting. Sub-sections include 'ai' and 'Need free consultation? We can help you.' with a 'Book free consultation' button.
- Strategic & architecture planning**: Shows another person presenting. Sub-sections include '03' and 'Need free consultation? We can help you.' with a 'Book free consultation' button.
- We analyze your business process to find bottlenecks**: Features a wavy graphic with callout points. Sub-sections include '04' and 'Provide solutions'.
- Product refactoring and review**: Shows a person at a desk. Sub-sections include '05' and 'Need free consultation? We can help you.' with a 'Book free consultation' button.
- Get free & confidential quote**: Features a large graphic with overlapping colored shapes. Sub-sections include '06' and a form for 'Your name', 'Your email', 'Idea review before start', 'Your message', and a 'Get a quote' button.

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 Feature

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

