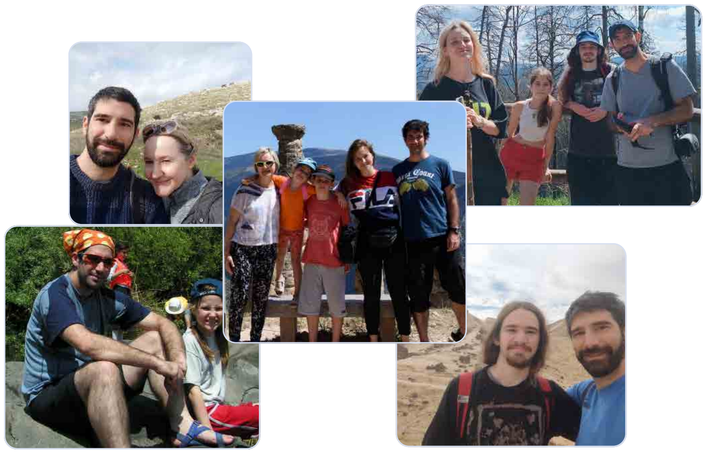
Hi, I’m Yogev Raved

Building end-to-end user experiences for complex systems

About me

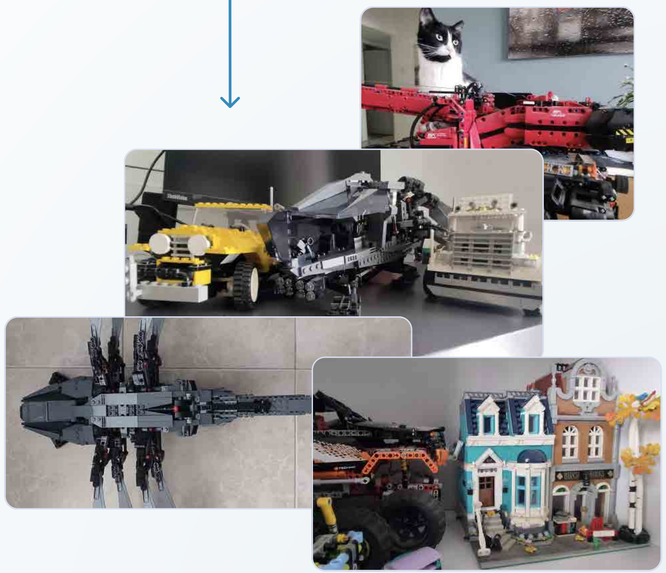
What makes me tick

Dragging my family to hiking trips



Thousands of wasted hours on city building games

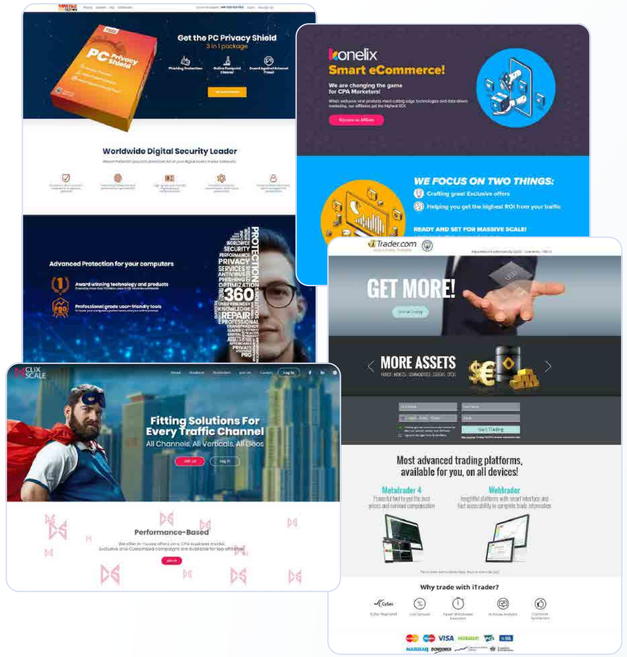
Geeking out with Lego



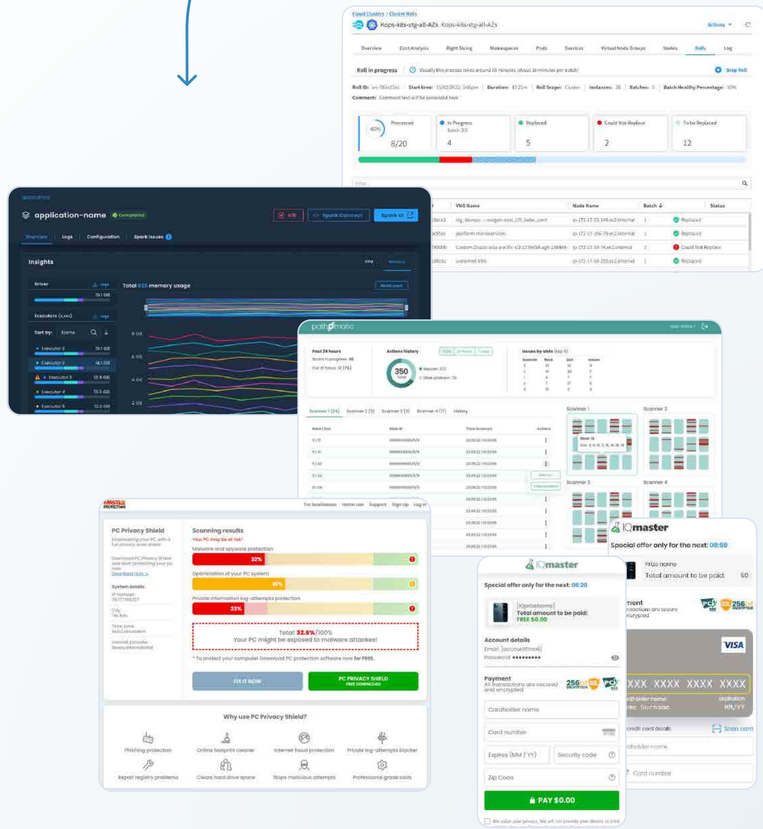
My design career path

Graphic designer

Web designer & developer



Product designer



Some logos


FLIXSPORT


IQmaster


ALPHA
WATCHES


Adi
JEWELRY
& ART


AT
AVIRAM TOLEDO


Traficare
Outstanding Results


POPVOD


FXS


MASTER
PROTECTION


360
PRO
SHIELD


CLIX
SCALE


konelix


mobile


FM Trader


FMfx

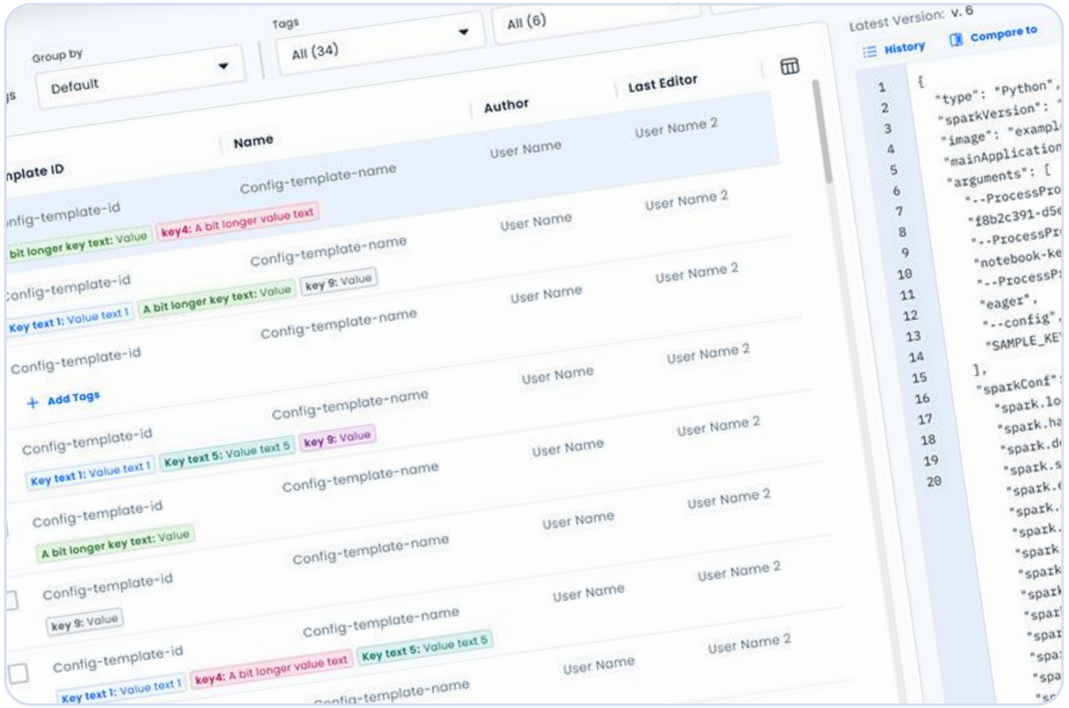

עוגיות
מזרחיות


הצפר
THE BIRDWATCHER

Every design has a story

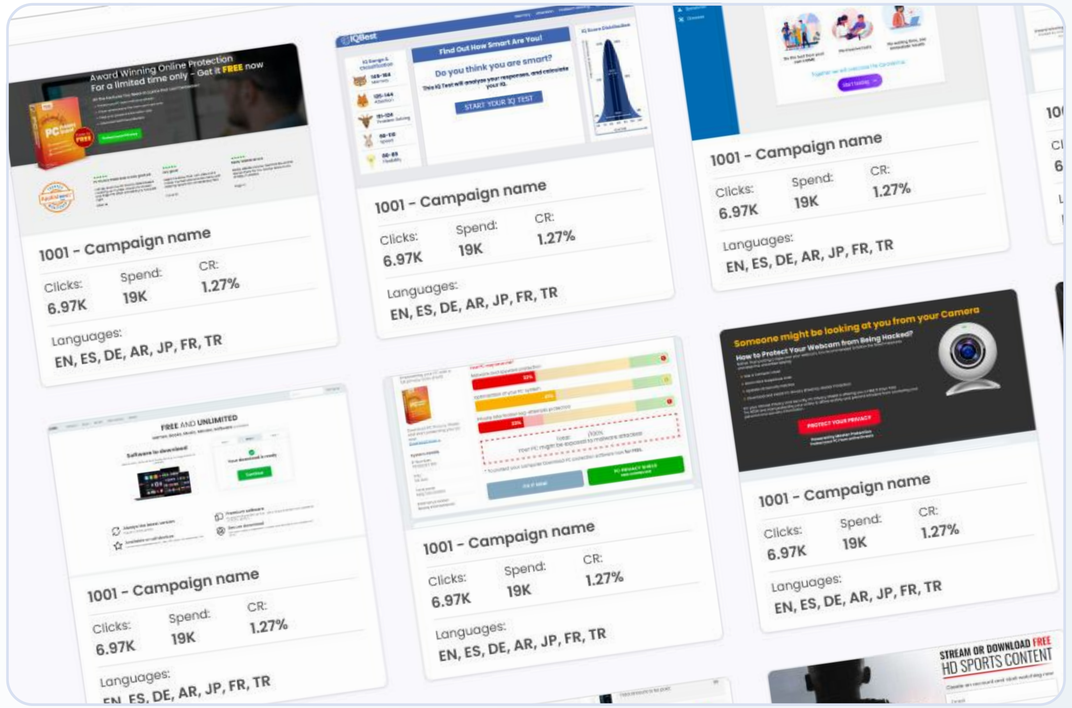
Spot by NetApp

Config-templates
design revamp



CLIX SCALE

Marketing campaigns
management tool



Spot
by NetApp

Config-templates design revamp

Role

UX Designer
and Researcher

Teammates

Product Manager,
fullstack engineers

Timeline

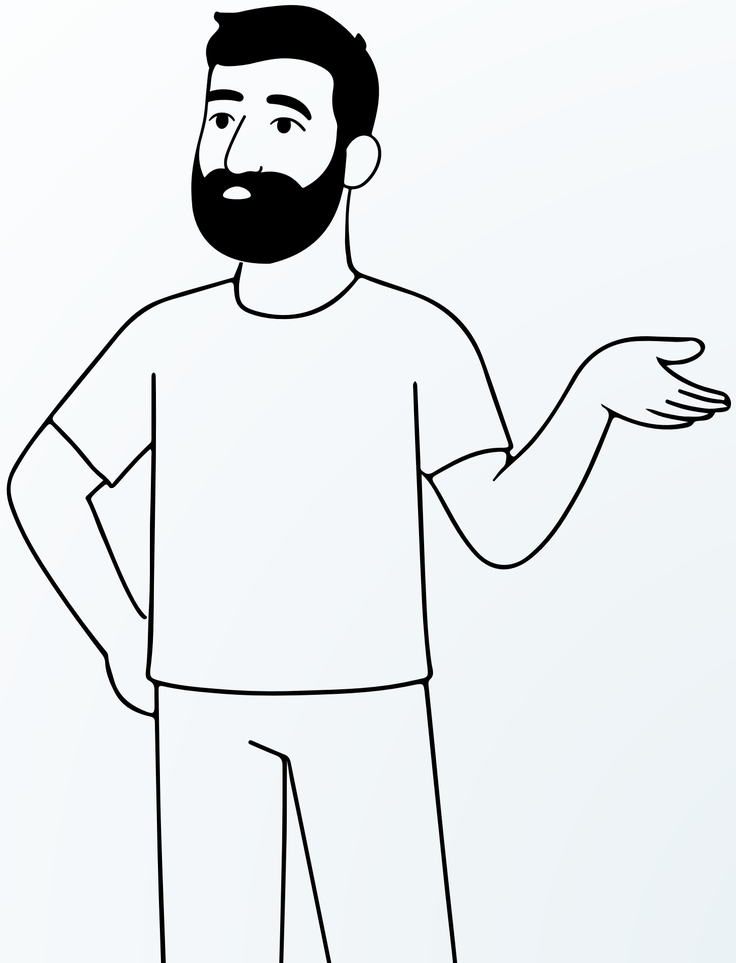
9 month

What the #*% is it?

What are Config-templates?

- Data engineers use Apache Spark to run big-data applications.
  Each type of application needs its' own configuration (in a JSON format).

- The Config-templates page is a workspace within the Spot console for storing and managing them.



What are Config-templates?

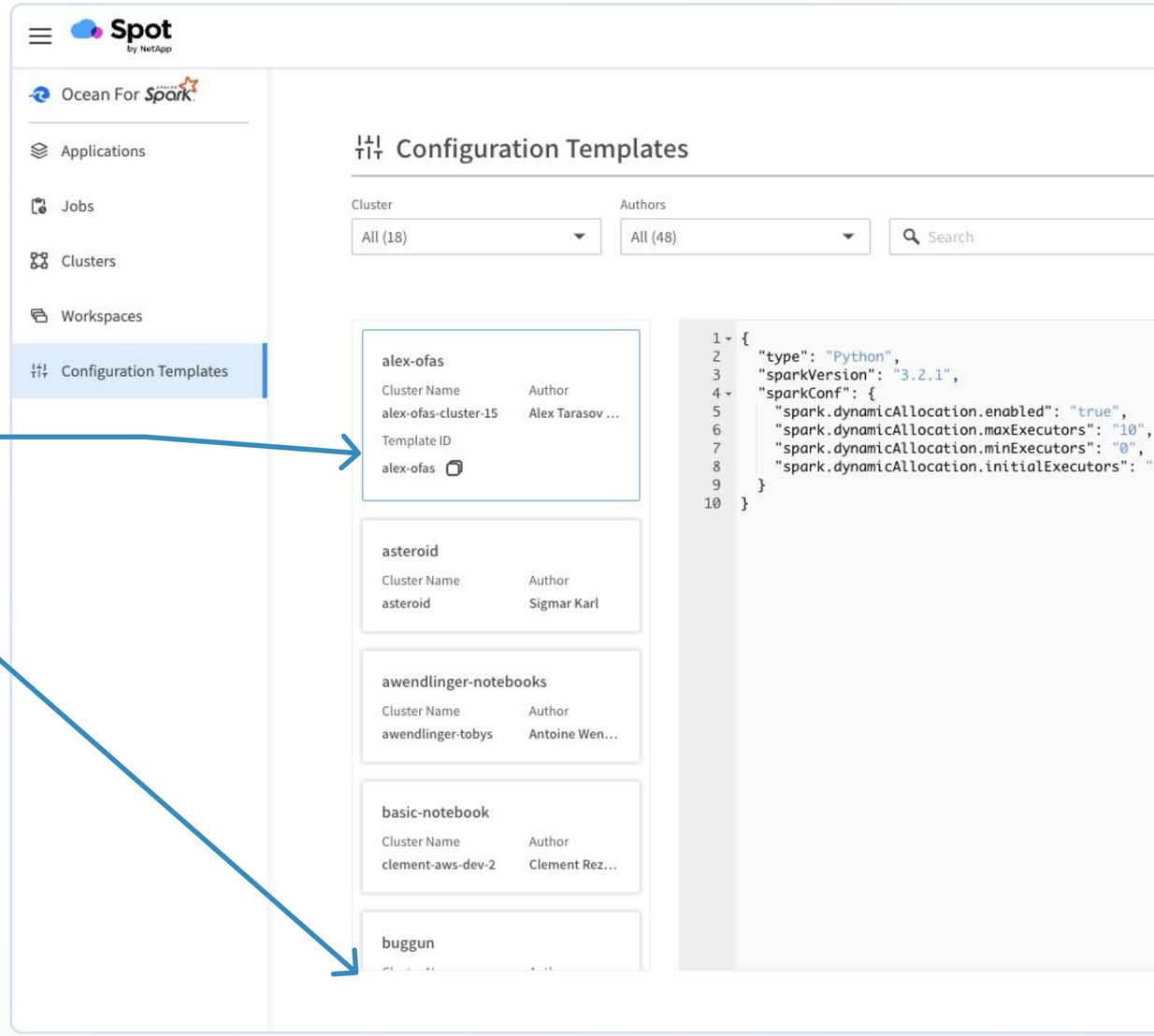
How do users use them?

- Select a template and copy its’ code
- Paste it in Apache Spark environment and run the app
- Come back to Spot’s console to view the app’s progress, stats and issues

Motivation for the redesign

Improving usability issues of the current design:

- Template ID is visible only for the selected template.
- Viewing few amount of templates - **only 3 on small screens!** makes it hard to browse between templates.
- Adding more info to each template such as last editor, number of versions and tags will make each card much more overloaded.



The goal

What do we want to achieve?

Reduce time spent on troubleshooting

Increase user satisfaction

Reduce support calls

Save time and money for the customers and for our organization

More users per team

Increase product value

Help selling the product to more clients

More revenue to our organization

Spot
by NetApp

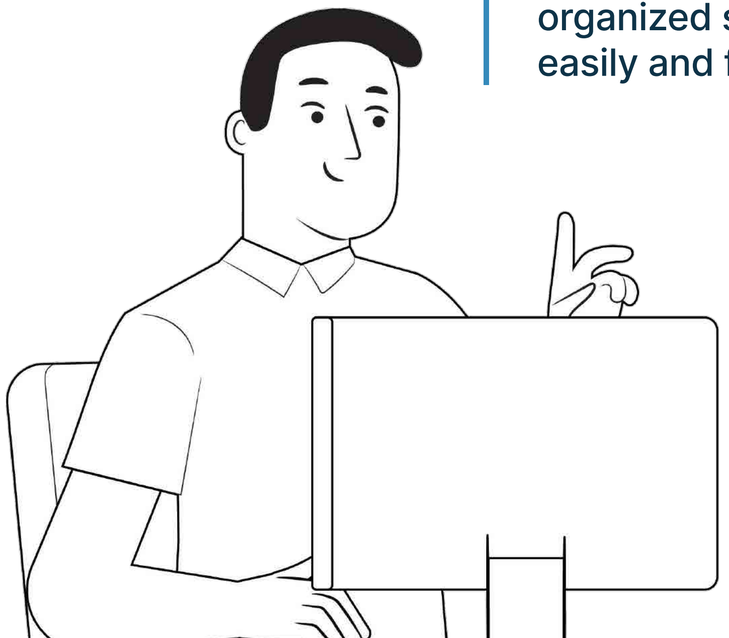
Research

Who are the users?

Data engineer

Designs, builds, and optimizes data pipelines on Apache Spark, ensuring efficient data ingestion, transformation, and processing for analytics and machine learning applications.

> “I need things to be very organized so I can find what I need easily and focus on my tasks”



Data Platform Engineer (DevOps)

Develops and maintains the infrastructure for running Apache Spark applications, managing scalability, performance, and reliability to support seamless data operations.

> “I need an option to view what changes were made in the templates over time and the reasons they were made”

Rolling Up Sleeves

Reaching out to the users

Why?

- To make sure our vision for the product is relevant
- Validate assumptions

How?

- FullStory
- Surveys
- Interviews

Reaching out to the users

Surveys

- Open-ended and closed questions
- Features rating and ideas ranking
- Gained qualitative and quantitative insights

Please rate how much you find useful these following features:

1 Useless | **2** Somewhat useful | **3** Useful | **4** Extremely useful

	Comparing 2 different configuration templates	History, change log and revert options	Ability to add tags on configuration templates	Have starter templates when creating a new template	Be able to edit a configuration templates from the app page
Customer A	3	4	4	3	3
Customer B	3	4	4	3	3
Customer C	3	4	3	4	2
Customer D	4	3	2	3	3
Customer E	3	3	4	3	2
Customer F	4	4	4	4	4
Average	**3.3**	**3.6**	**3.5**	**3.3**	**2.8**

Reaching out to the users

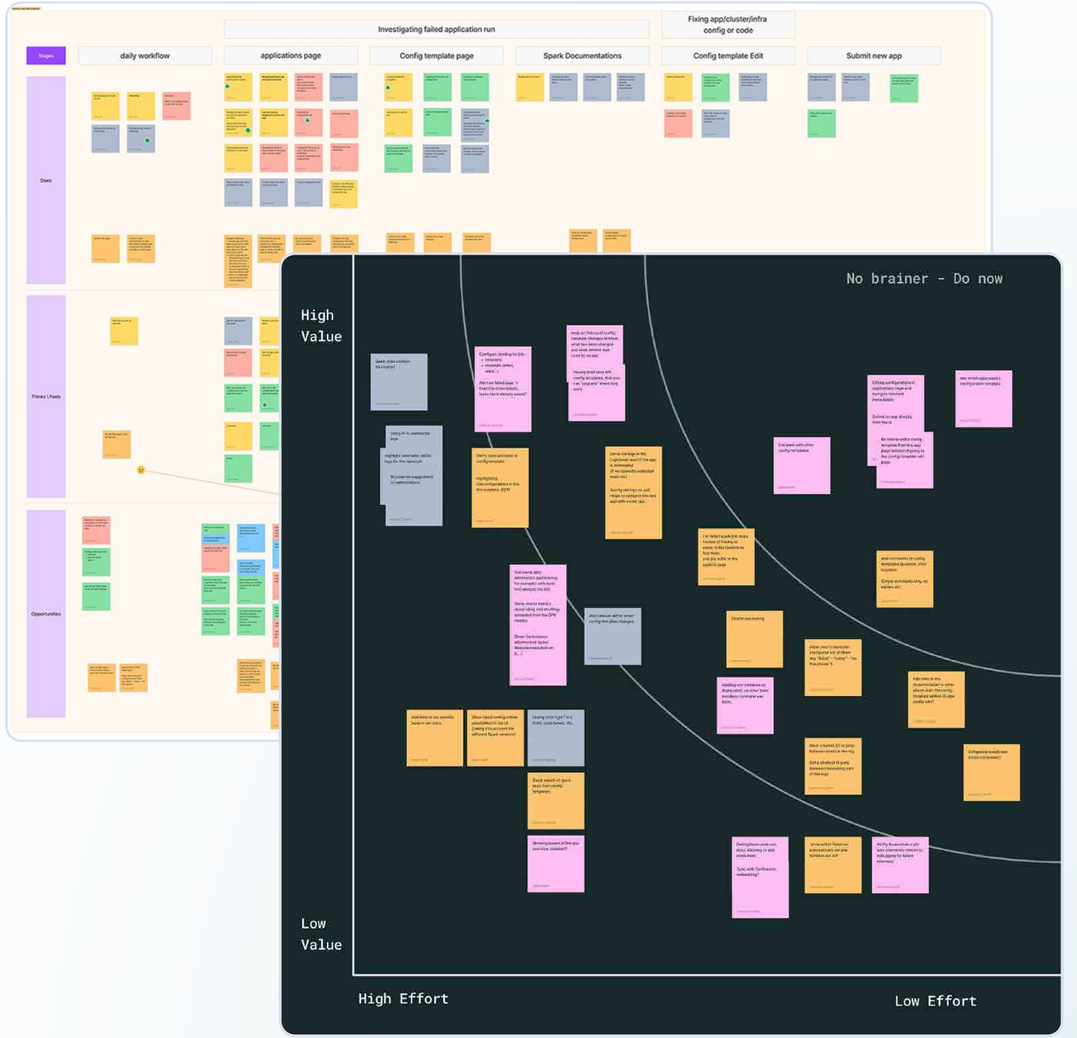
Customer & Stakeholder interviews

- Explored their daily workflow for creating and maintaining config-templates
- Examined integration with existing tools and processes
- Assessed work aspects both within and outside our product
- Analyzed current usage patterns and desired capabilities
- Studied user interactions and workflows
- Uncovered key pain points and frictions
- Identified short-term and long-term objectives

Research

User Journey Mapping

- Collaborative workshops with cross-functional teams
- Identified key interaction points and friction areas
- Prioritized problem spaces
- Created alignment on solution requirements



Research

Key Research Findings

“As a data engineer I want to:

- Filter and sort templates based on various criteria so that I can focus on relevant items.
- Organize and filter config-templates more effectively.
- Group templates by different attributes so that I can better organize my view.
- Perform bulk actions (like editing tags or deleting) on multiple templates at once so that I can manage them more efficiently.
- Compare templates side by side so that I can easily identify differences for debugging.”

Insights

1. Users strongly desired version control and change history
2. Template organization was a major pain point: Need for logical grouping and categorization and no way to track template purposes, and uses per application
3. Search and filtering capabilities were crucial for large template libraries

Spot
by NetApp

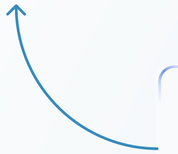
Ideation

Ideation

Design solution

So, we had to do some prioritization based on development capabilities

- Add version history and changelog option
- Tagging system - This feature did not exist in the Spot console, and deciding on its behavior was challenging
- Advanced search and filtering
- Template comparison tools
- Applications running on config-templates list
- Presets for templates with common configurations
- Bulk actions for template management



The one page improvement task evolved into an enhanced design and development project...

Ideation

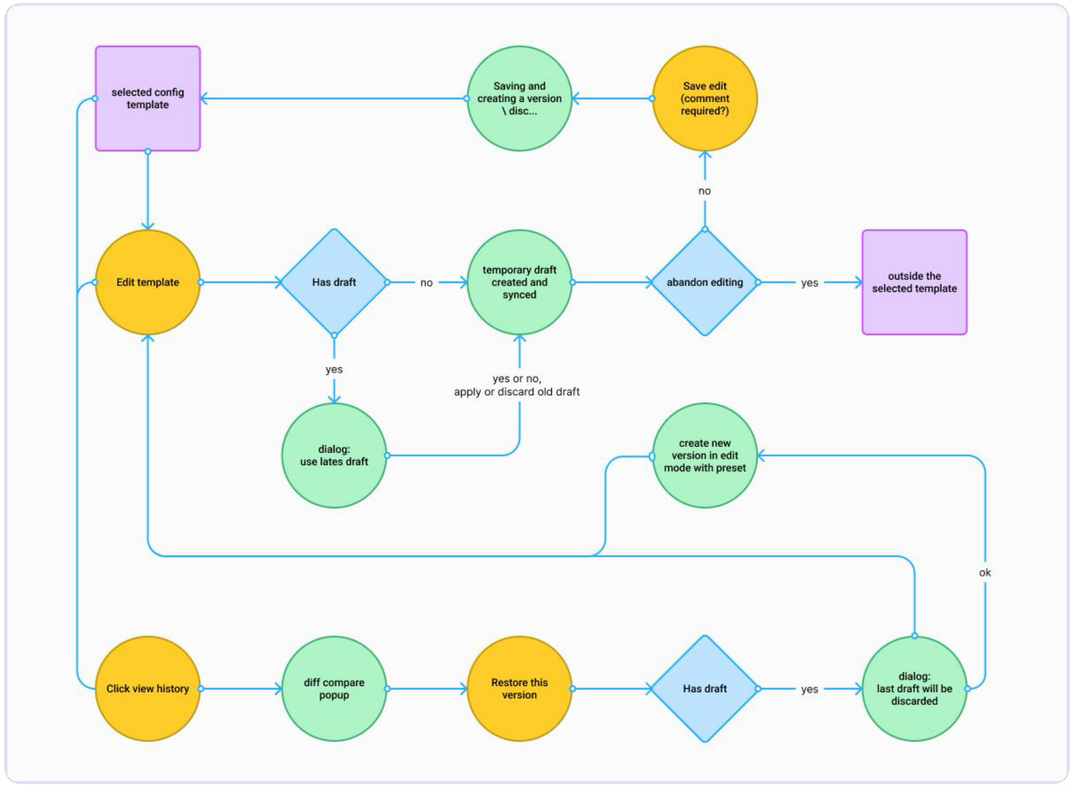
Design process

How should we approach each feature’s design

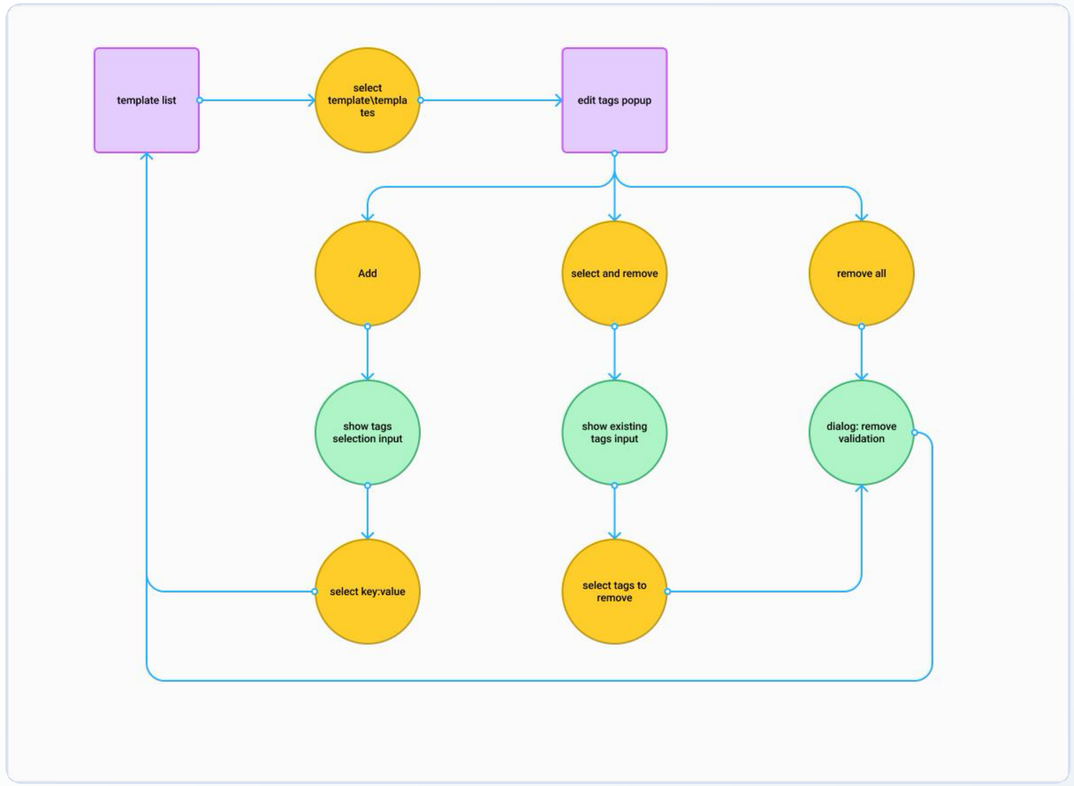
- Analyzed existing design system components
- Researched applicable design patterns
- Should we add a draft mechanism for unfinished editing
- Should commenting on a changelog be mandatory
- Mechanism of the tagging system
- Low fidelity wireframes on the page layout
- Original Cards layout vs a new table design
- Working with tags
- History view - compare and changelog
- Presets - custom and built in use cases

User flows

Editing

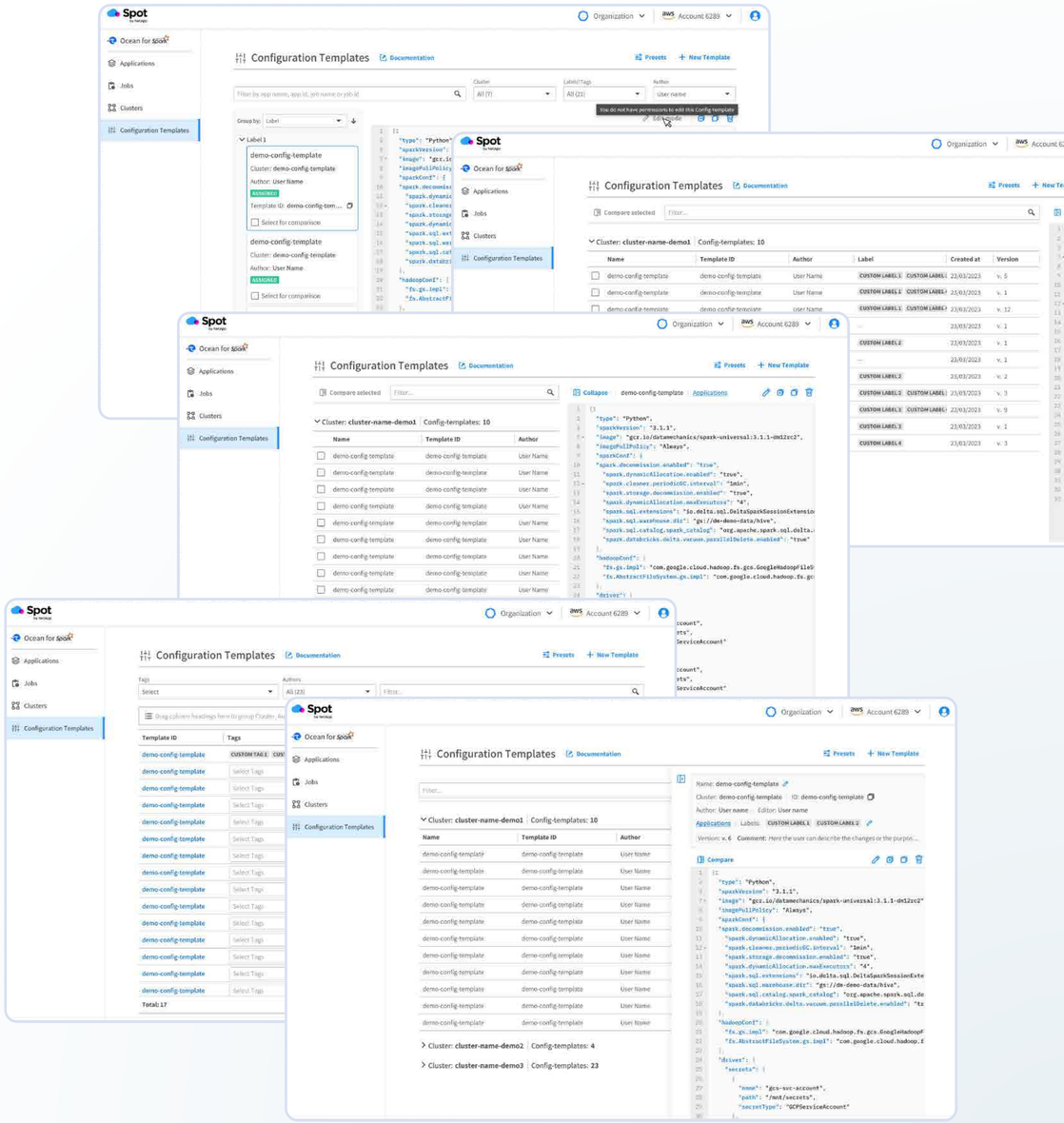


Tagging Process



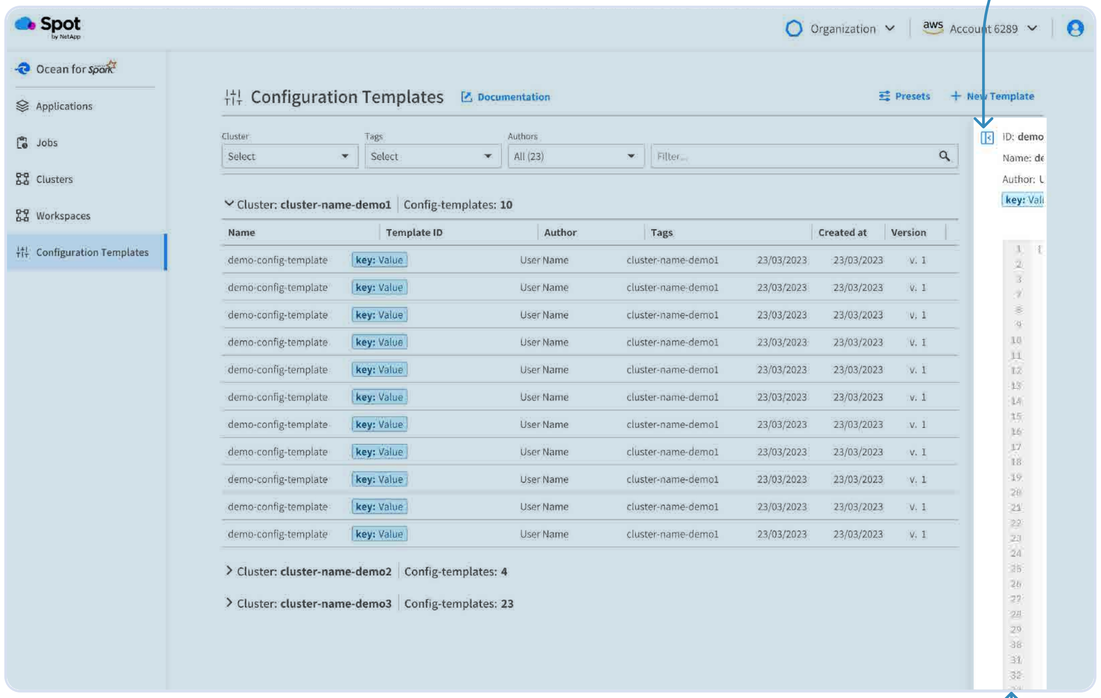
Exploring layout directions

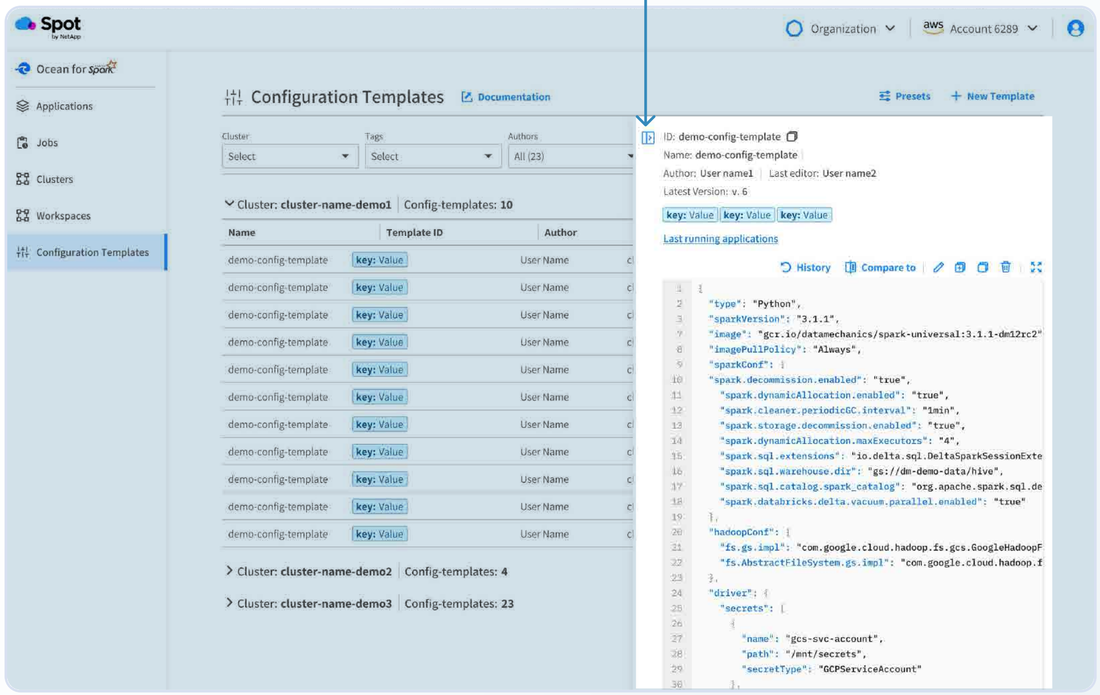
- The new features were added to the cards design. Several attempts and iterations of various layouts were made, such as wider cards to hold more data, an expanding panel and a table.
- Several users’ interviews and testing were conducted with internal users and with customers.
- The testers were presented with the various layouts, and were asked to perform tasks such as filtering, sorting and performing bulk actions.



Exploring layout directions

Expanded panel





Clicking the expand icon expand the panel over the config-templates list

By default: The template's content is collapsed

User research

Exploring layout directions

Original cards

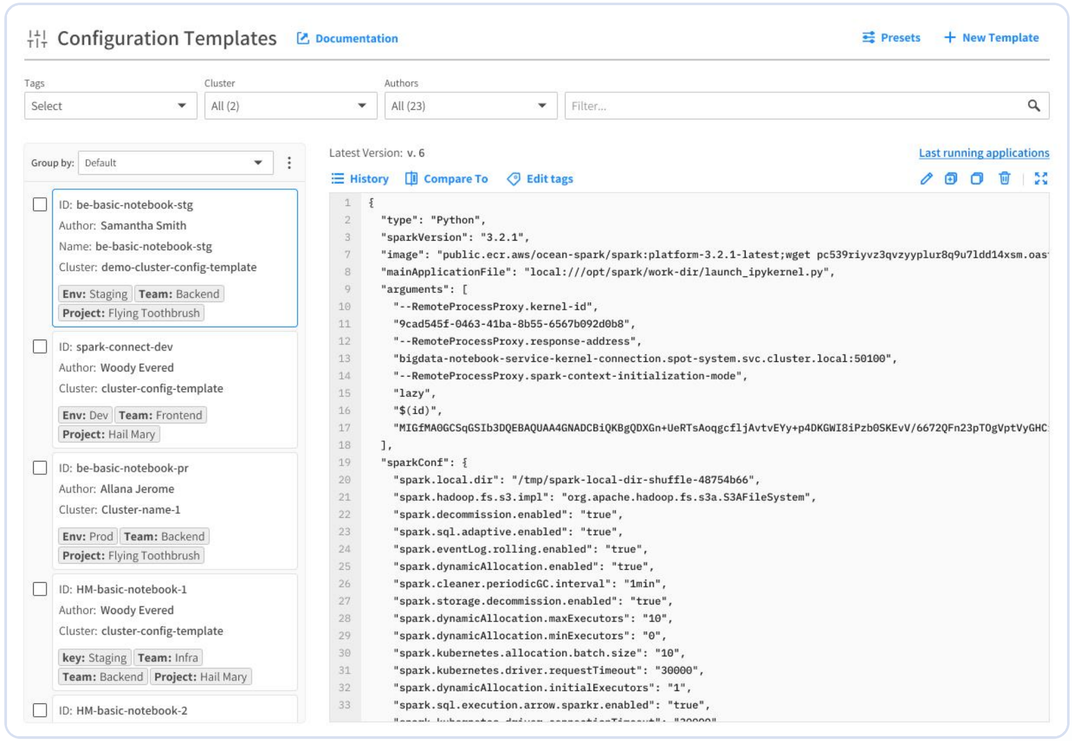
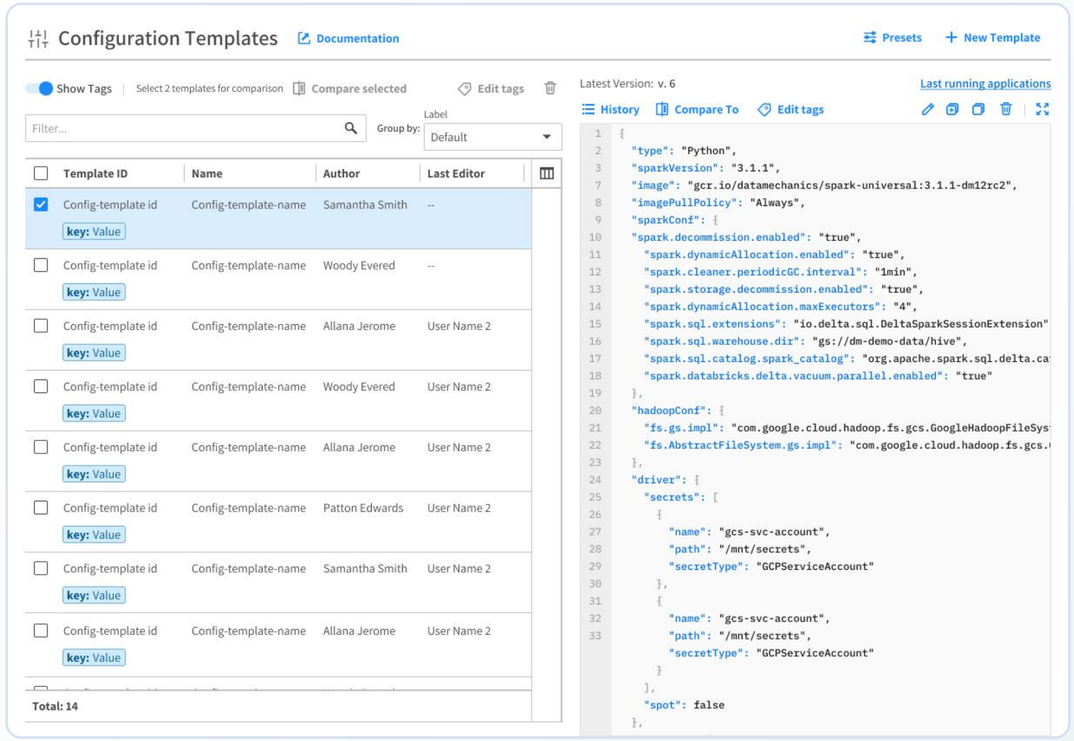
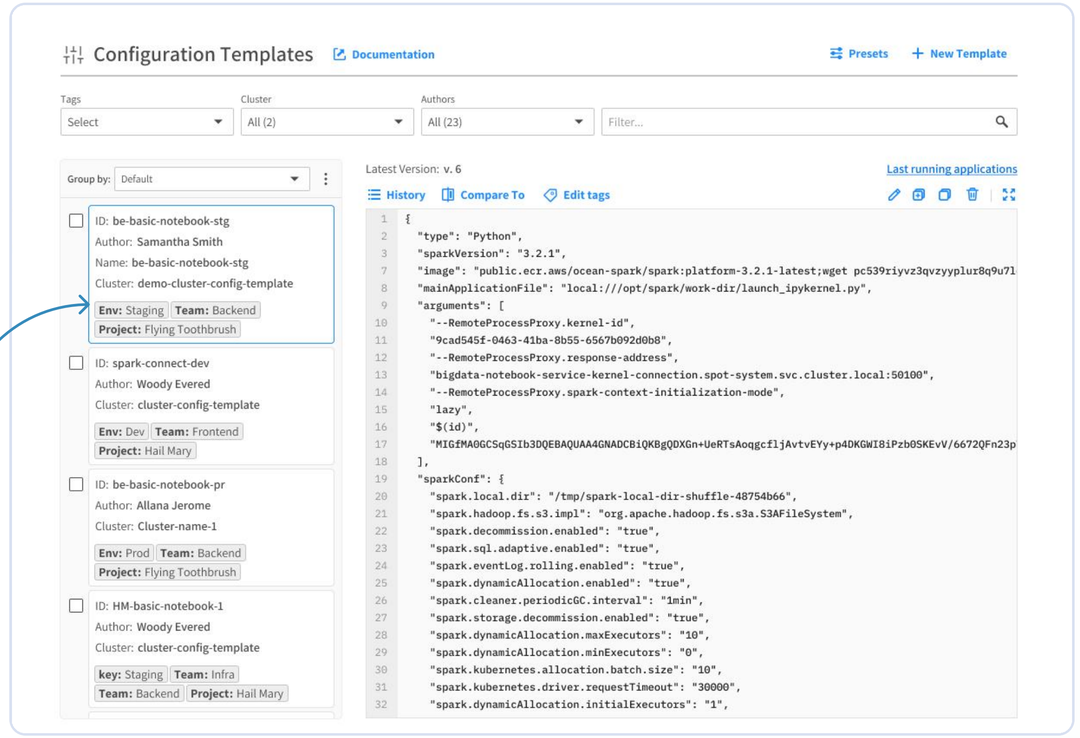


Table layout

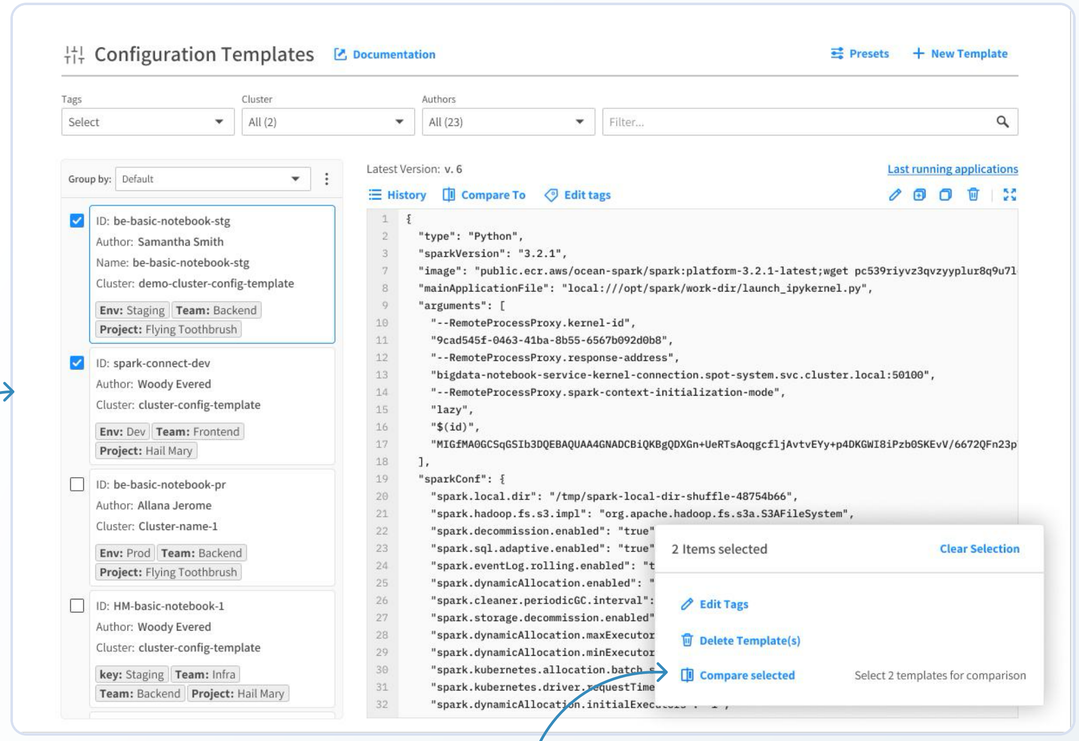


Exploring layout directions

New features on cards layout



Selecting a template opens a modal with options



Selecting 2 items enables comparing

Cards design

User testing insights

Cards design - Actions popup

Issue:

Placement of bulk actions buttons outside this area could be confusing.

Solution:

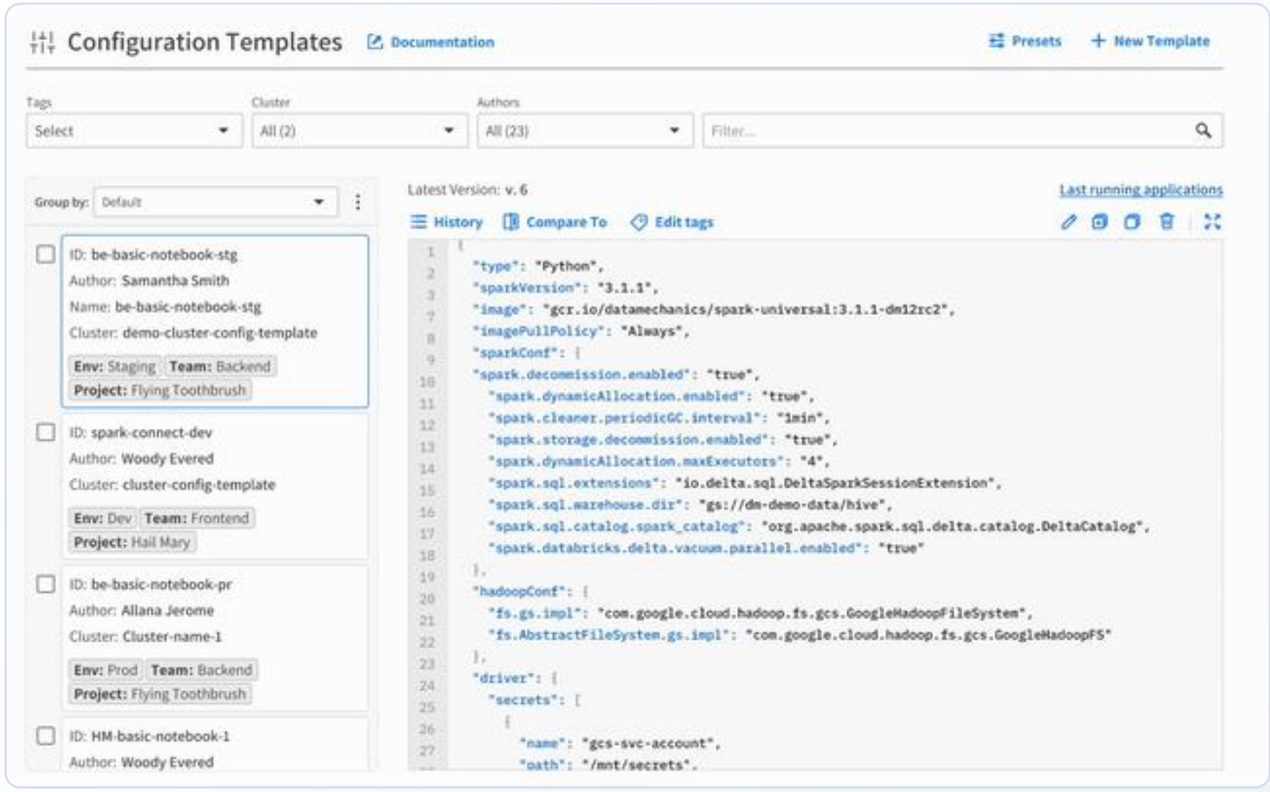
Actions popup - Triggered by checking an item.

✅ **Pros:**

Saves space on the page.

❌ **Cons:**

No indication for the actions without checking an item.



Cards design

User testing insights

Strength:

- Intuitive grouping by attribute - Tags, Author, Cluster.
- Template view is wide from the start.

Weaknesses:

- Sorting is limited.
- Only a few templates are on screen.
- Added more info to each template makes the cards much more overloaded and harder to browse.

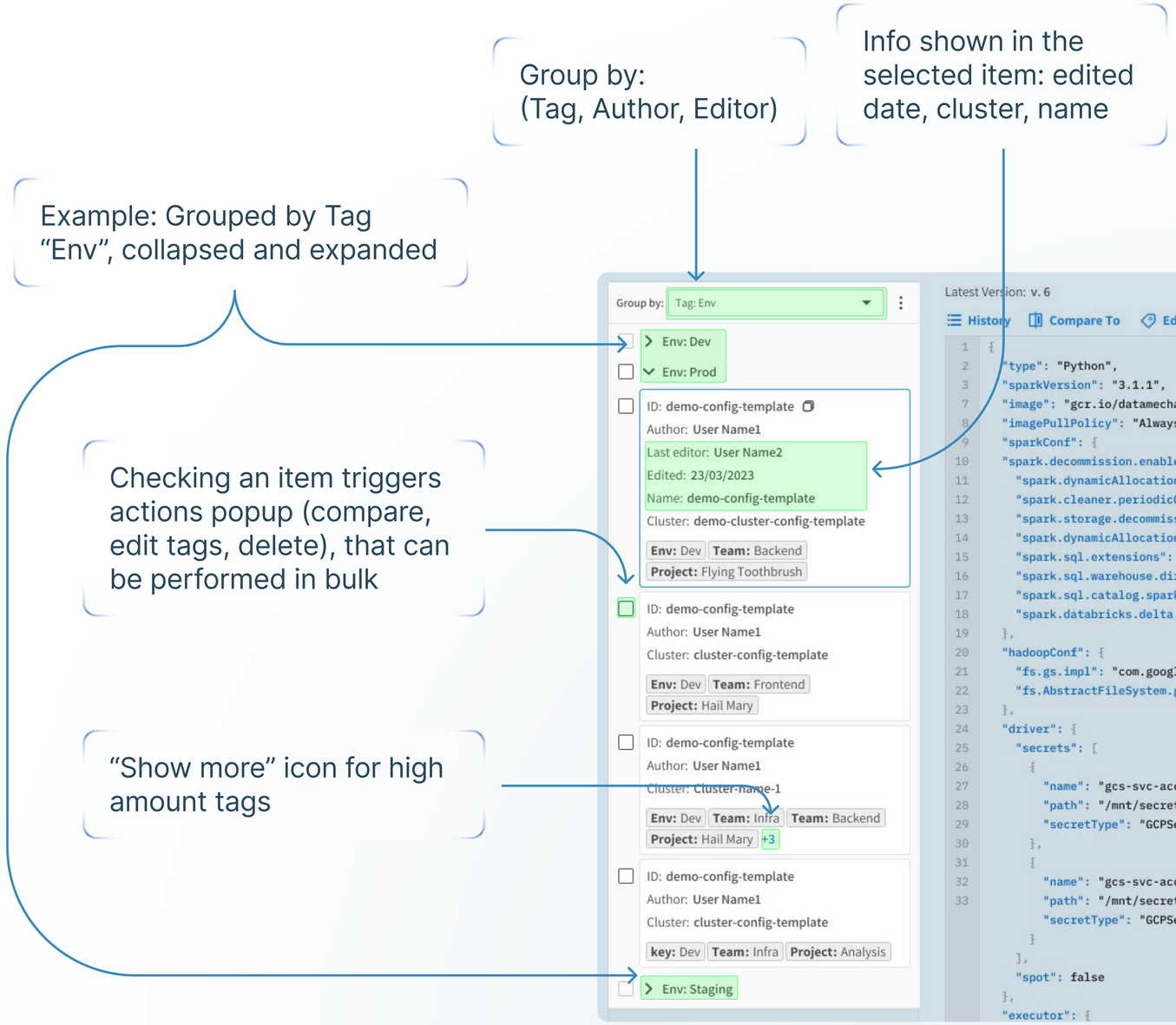


Table design

User testing insights

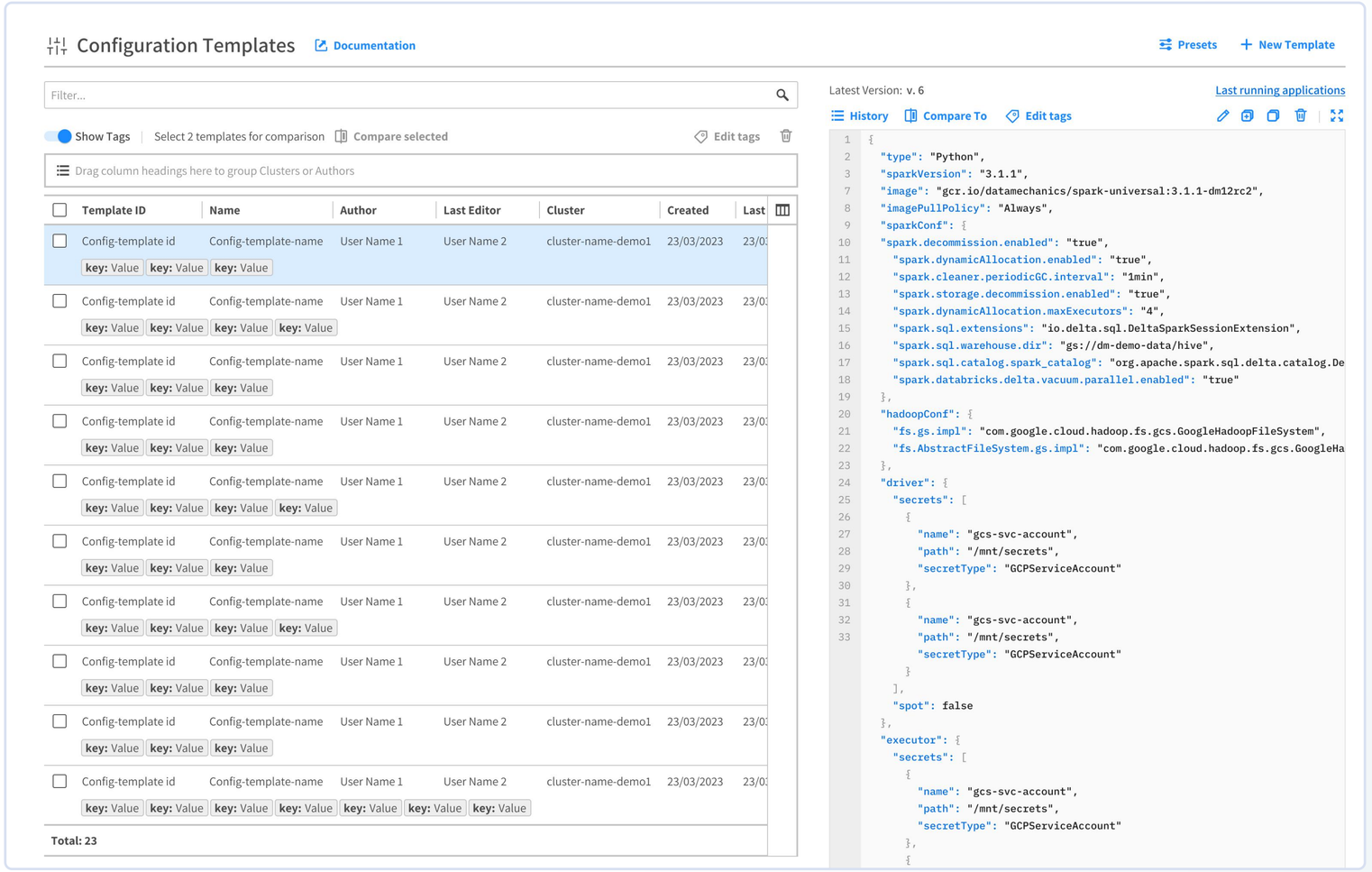
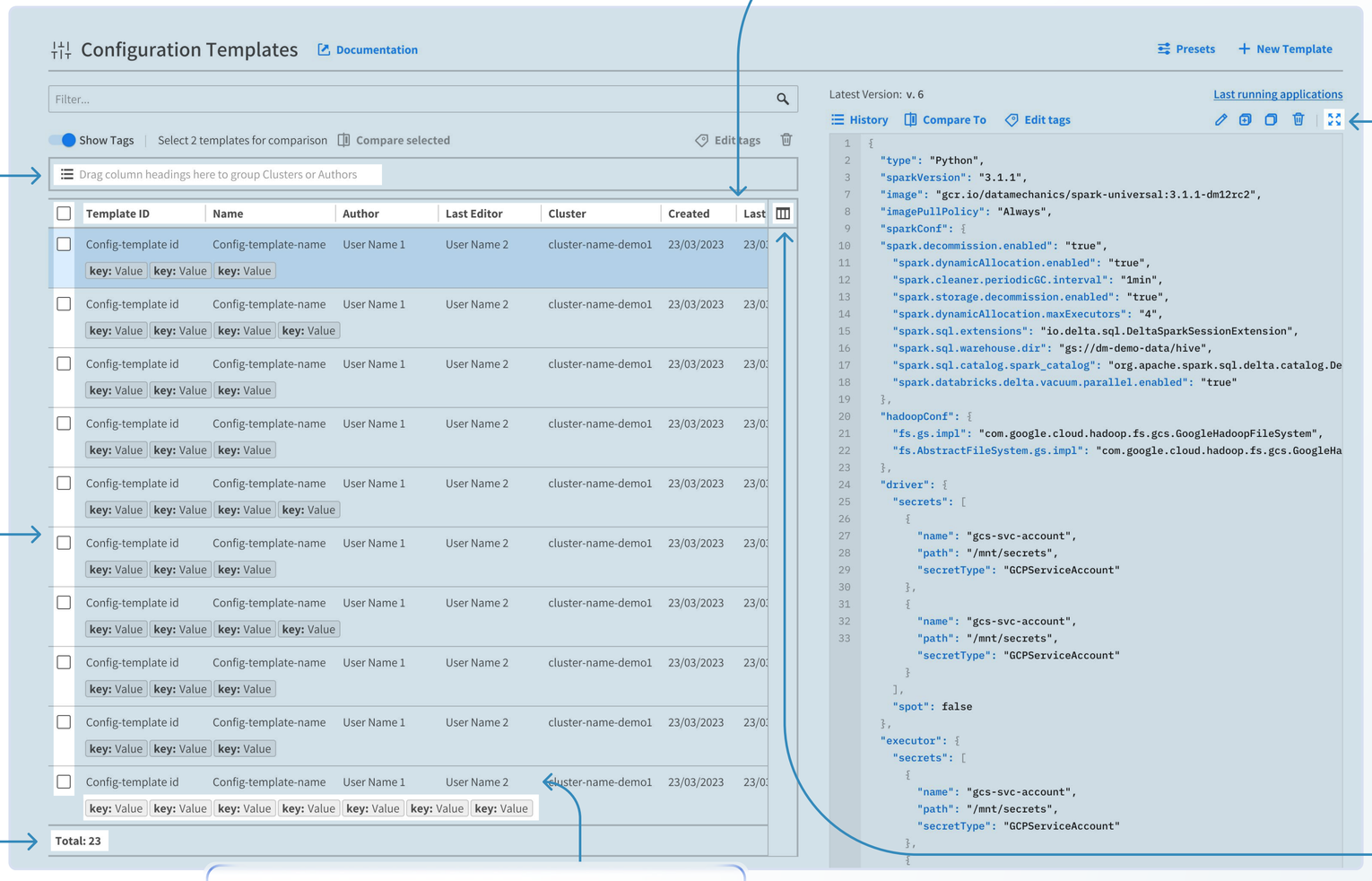


Table design

User testing insights

Easy sorting, filtering and grouping

Group by column header - Tag, Author, Editor



Expand the preview to full screen

Bulk selection for actions - compare, edit tags, delete

Total amount of templates

Tags row allow showing many items

Custom columns to arrange and to filter data

Table design

User testing insights

Strength:

- Sortable by multiple parameters (ID, name, cluster, author, date).
- No need to hide config-template info.
- Easier template browsing.

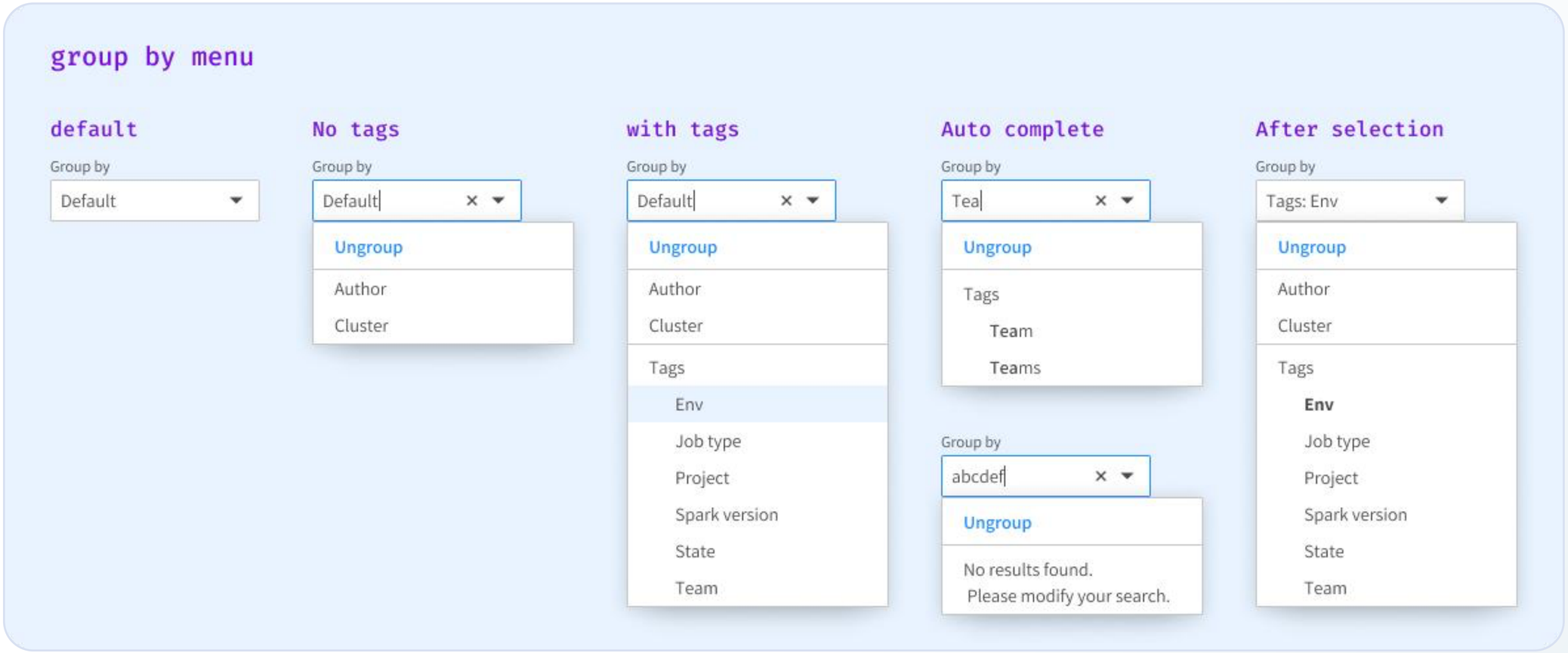
Weaknesses:

- Less initial space for templates (solved with full-screen option).
- Grouping limited to column headers, missing tag-based grouping (design system).

User testing insights

Grouping solution

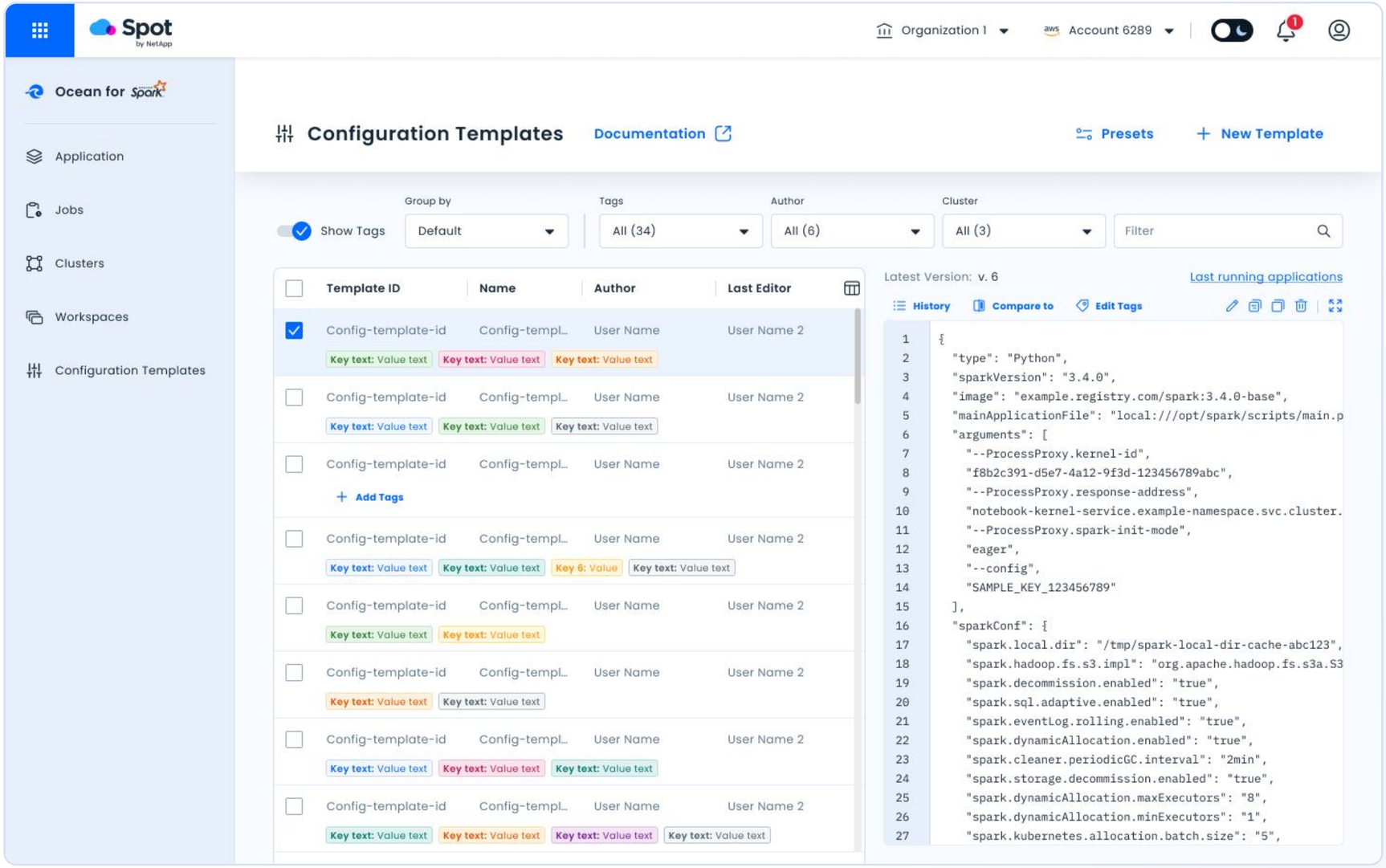
Instead of the design system’s grouping option I switched to a simple “Group by” selection



Spot
by NetApp

Final design & New UI

Main page


Spot by NetApp
Organization 1
Account 6289
Ocean for Spark
Application
Jobs
Clusters
Workspaces
Configuration Templates
Configuration Templates
Documentation
Presets
New Template
Group by
Default
Tags
All (34)
Author
All (6)
Cluster
All (3)
Filter
Show Tags
Template ID
Name
Author
Last Editor
Config-template-id
Config-templ...
User Name
User Name 2
Key text: Value text
Add Tags
Latest Version: v. 6
Last running applications
History
Compare to
Edit Tags
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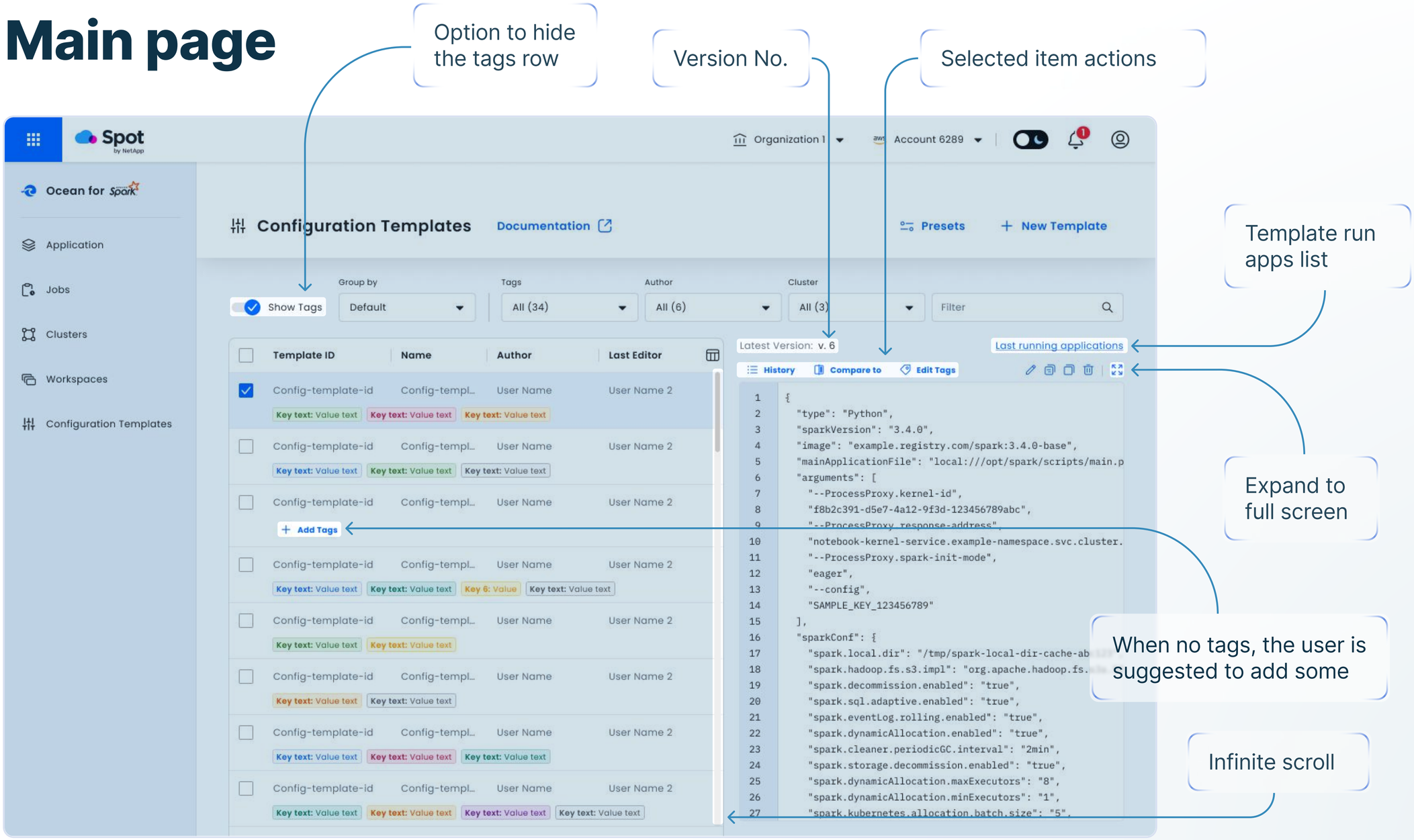
Main page


Option to hide the tags row
Version No.
Selected item actions
Spot by NetApp
Organization 1
Account 6289
Ocean for Spark
Application
Jobs
Clusters
Workspaces
Configuration Templates
Configuration Templates
Documentation
Presets
New Template
Show Tags
Group by
Default
Tags
All (34)
Author
All (6)
Cluster
All (3)
Filter
Template ID
Name
Author
Last Editor
Config-template-id
Config-templ...
User Name
User Name 2
Key text: Value text
Add Tags
Latest Version: v. 6
Last running applications
History
Compare to
Edit Tags
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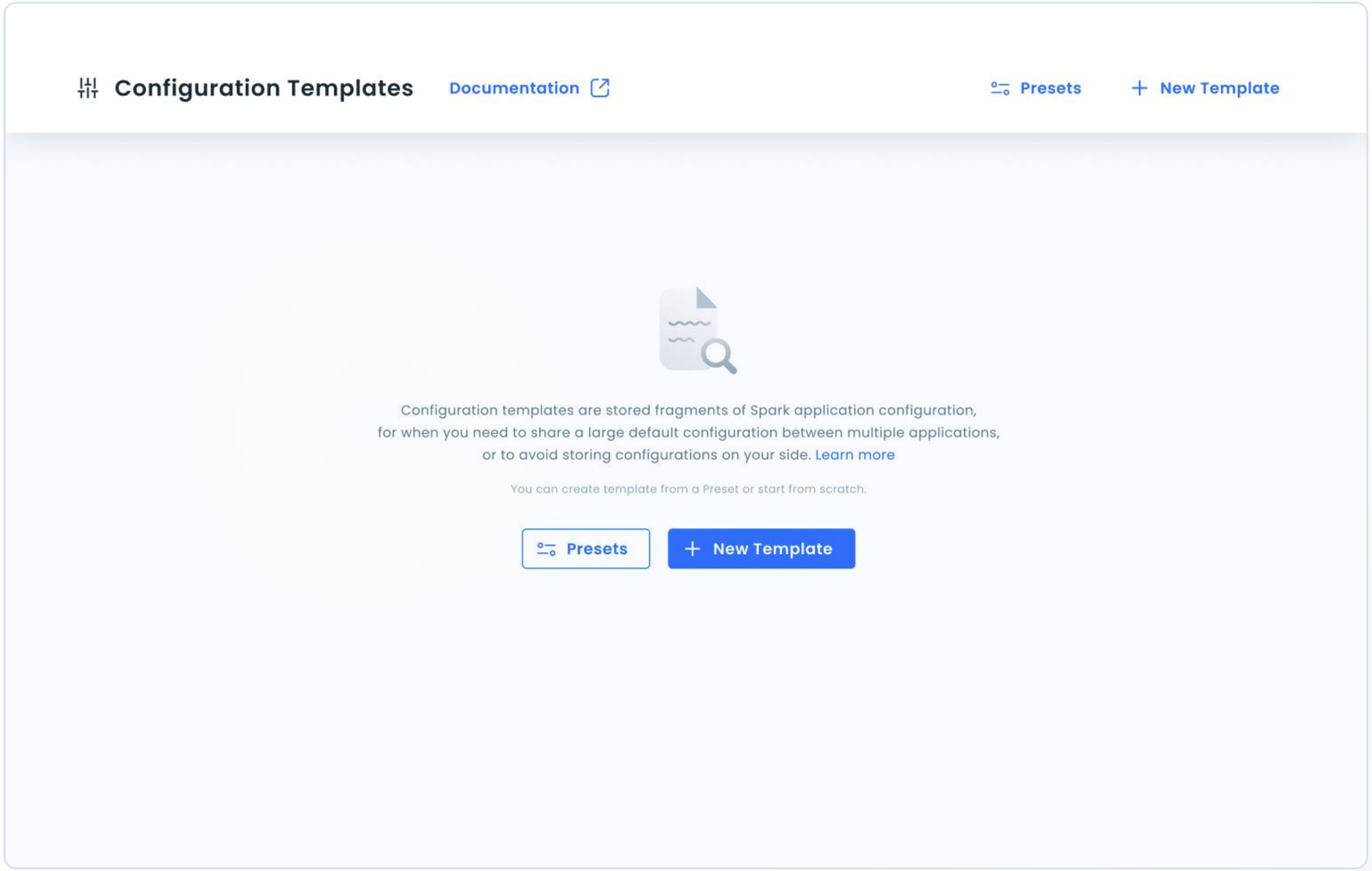
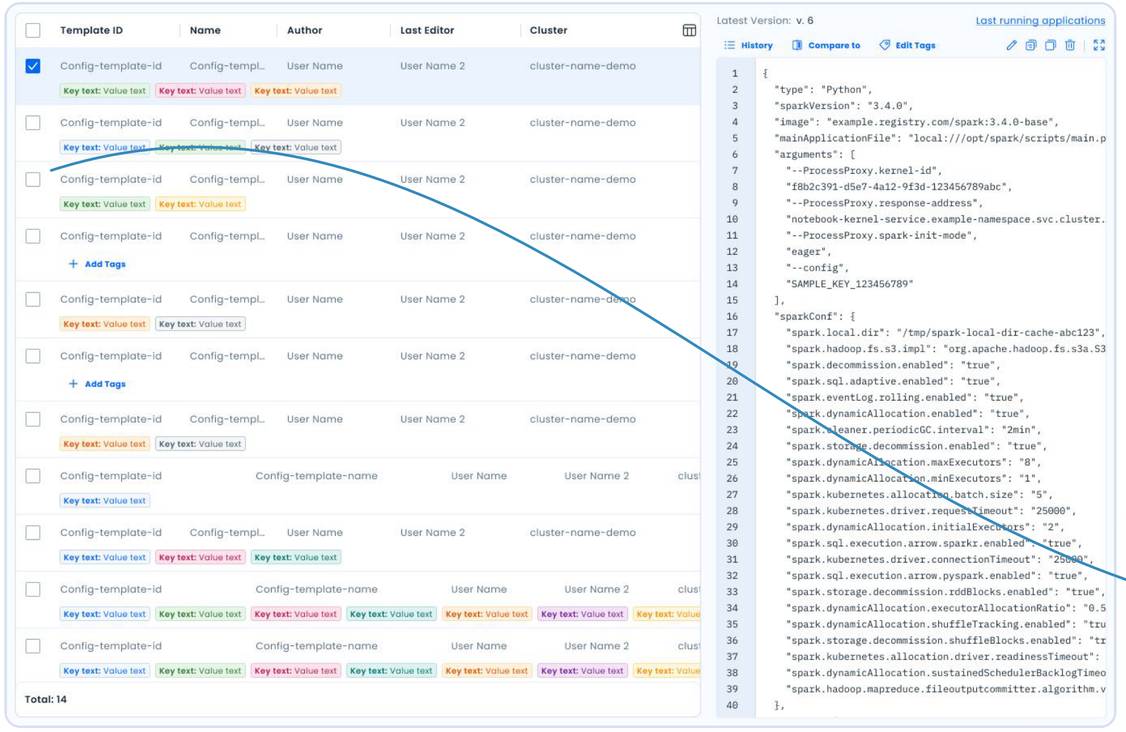
Template run apps list
Expand to full screen
When no tags, the user is suggested to add some
Infinite scroll

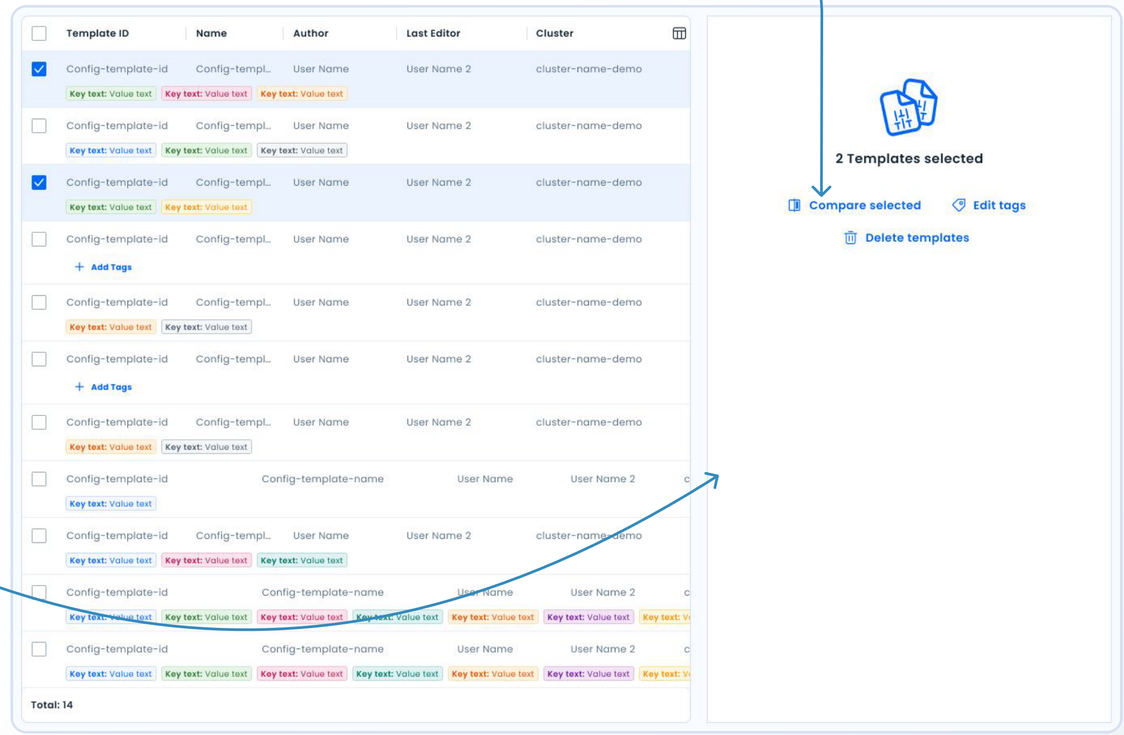
Empty state


Configuration Templates
Documentation
Presets
New Template
Configuration templates are stored fragments of Spark application configuration,
for when you need to share a large default configuration between multiple applications,
or to avoid storing configurations on your side. Learn more
You can create template from a Preset or start from scratch.
Presets
New Template

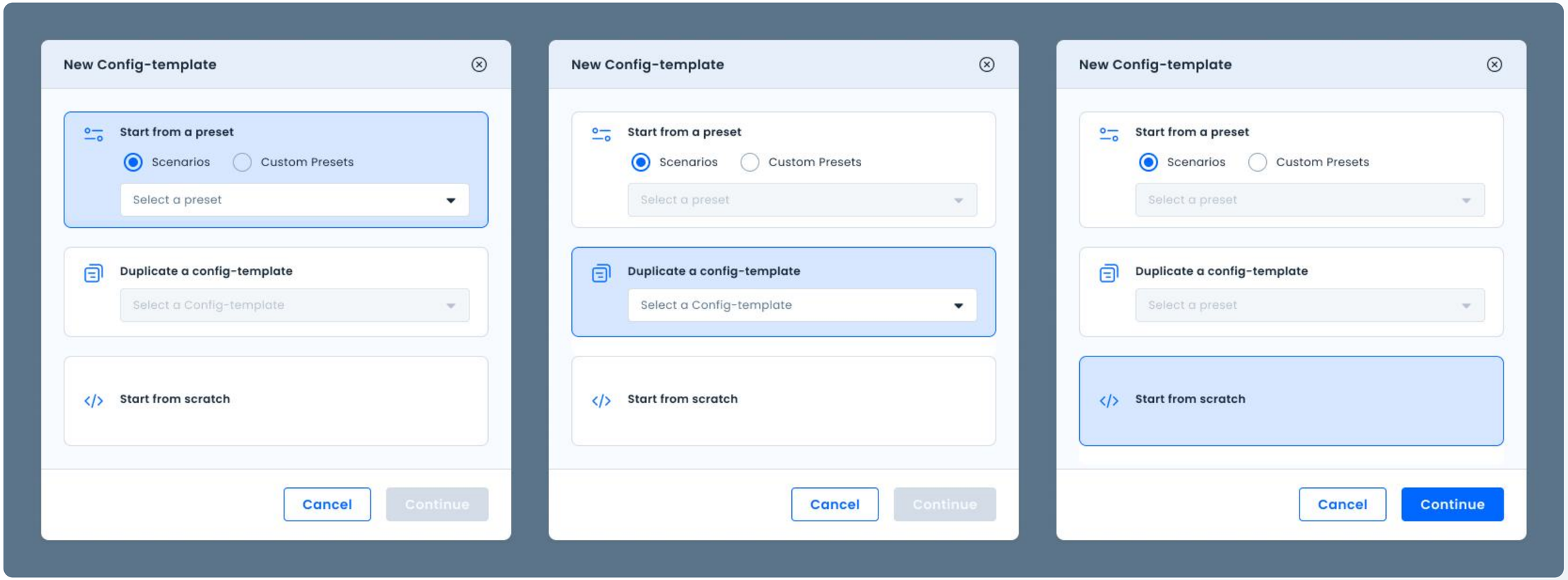
Panel update on selection

Enabled when two items are selected



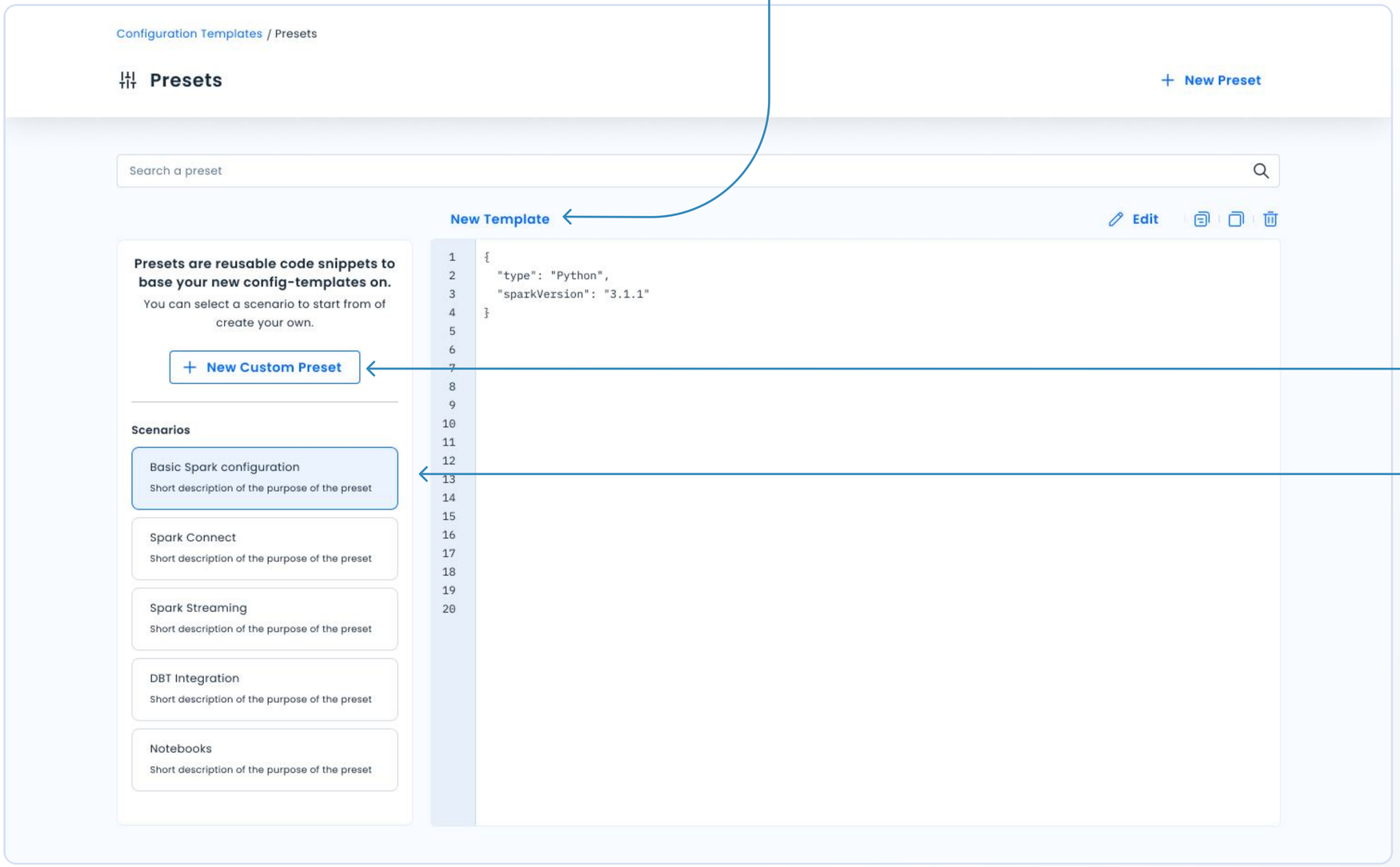


New template



Presets

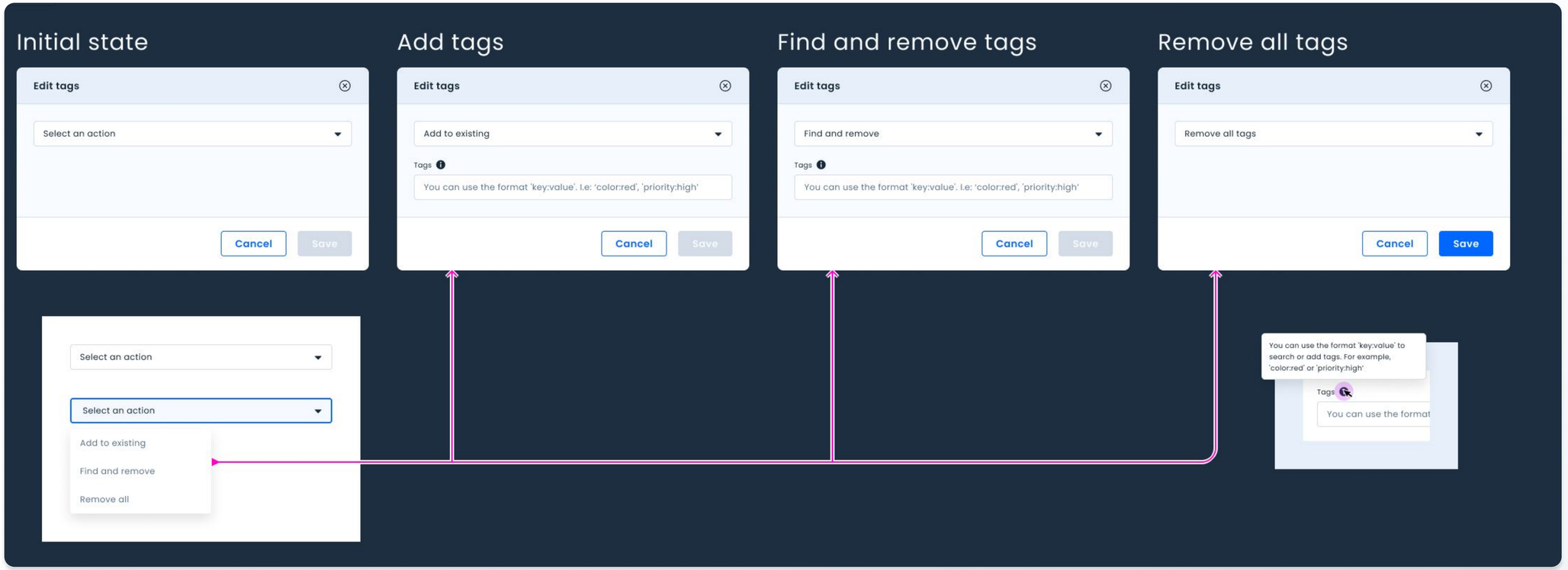
Create a template from this preset



User created preset specific for their needs

Common use-cases to aid selecting the right starter template

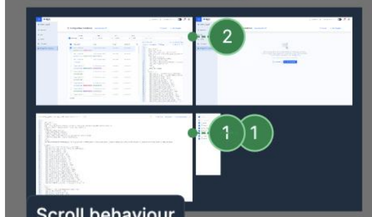
Tagging system



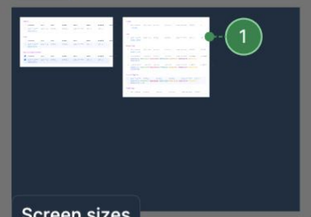
</> Ready for dev :)

Main page

Config-templates page

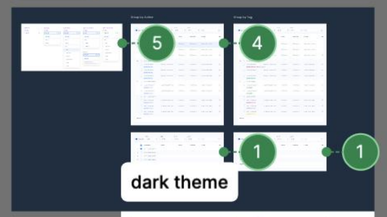


table



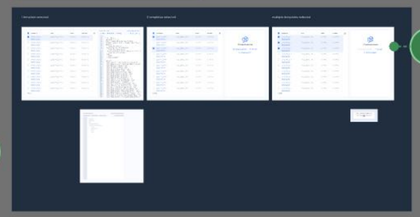
Toggle tags

Groups



dark theme

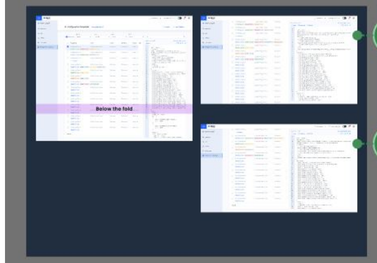
Templates selection



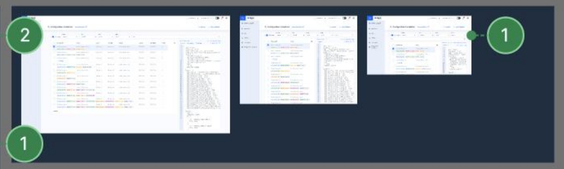
template panel

filter

Scroll behaviour



Screen sizes



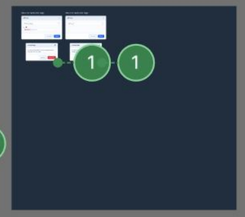
Edit template

Edit templates page

Tags edit popup

Add tags

Remove tags



So, how did we do?

Time saving

Reduced troubleshooting and config-template creation time

Monitored via Pendo

Efficiency

Reduced the amount of unused config-template per customer

Monitored via BI tools

User satisfaction

More users per team will start working with the config-template

Monitored via Solution Architects

Selling point

Helping tool for the sales team to recruit new clients over competitors

Monitored via sales reports

CLIX SCALE

Marketing campaigns monitoring tool

Role

Product Designer

Teammates

Product Managers,
fullstack developers

Timeline

5 month

The goal

Some context

- A web application designed to simplify marketing campaign management with a user-friendly interface.
- It streamlines workflows and enhances collaboration, making campaign monitoring more efficient.
- It had started as an inner product and expanded to be used with more then 30 partners.

The goal

What do we want to achieve?

Real-time performance tracking

Support crucial decision making

Easy campaign selection

Better organization saves time

Clear communication channels

Reduces frictions among business partners

Transparent reporting mechanisms

Financial teams can monitor more closely

CLIX SCALE

Research

Research

Who are the users?

Advertising and Marketing Managers

Responsible for driving online sales through digital marketing campaigns, optimizing customer retention, analyzing data, and collaborating with cross-functional teams.

> “I need seamless tools to track performance, personalize campaigns, and scale efficiently while optimizing ad spend”

Marketing affiliate manager

A strategic affiliate manager focused on partnerships, conversions, and commission optimization. Seeks reliable tracking, high-performing affiliates, and scalable growth.

> “I need accurate tracking, strong relationships, and the right incentives to drive consistent, high-quality traffic”

Reaching out to the users

Interview and surveys

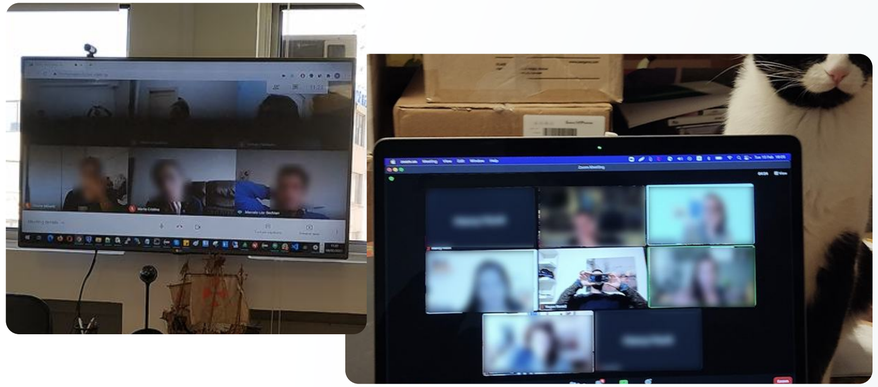
Surveys

We composed a series of questions, sent it to partners and shared it within marketing and affiliates communities.

This survey is designed to gather insights about their experience with marketing campaign tools. We aimed to understand their needs, preferred tools, and challenges when working with partners.

Interviews

We interviewed several affiliate managers, to gather insights on their experiences, challenges, and needs when working with marketing campaign management tools. The goal was to identify key pain points, preferred features, and opportunities for improvement to enhance usability and efficiency.



Research

Key Research Findings

“As an marketing manager, I want to:

- Improve affiliate engagement.
- Ensure transparent reporting and analytics.
- Track and compare performance to monitor spending.
- Verify traffic quality

“As an affiliate manager, I want to:

- Optimize campaigns with real-time data.
- Ensure fair and accurate payments.
- Enable direct contact with advertisers for faster issue resolution.
- Integrate multiple tracking tools into one dashboard.

Research

Key Research Findings

Insights

1. Most tools in the market fit less to medium\small networks.
2. Simplify multi-channel campaign tracking.
3. Streamline affiliate onboarding.
4. Increase visibility into campaign metrics.
5. Improve communication workflows.

CLIX SCALE

Ideation & exploration

Design solution

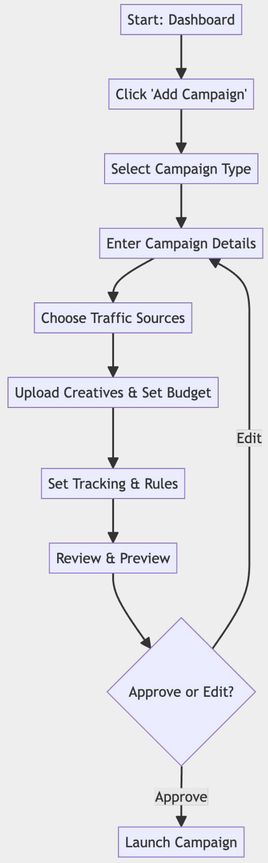
- UI including campaigns list and their data
- Performance dashboard with real-time stats
- Responsive design for all devices
- Embedding them within the emerging financial platform we had worked on

Design process

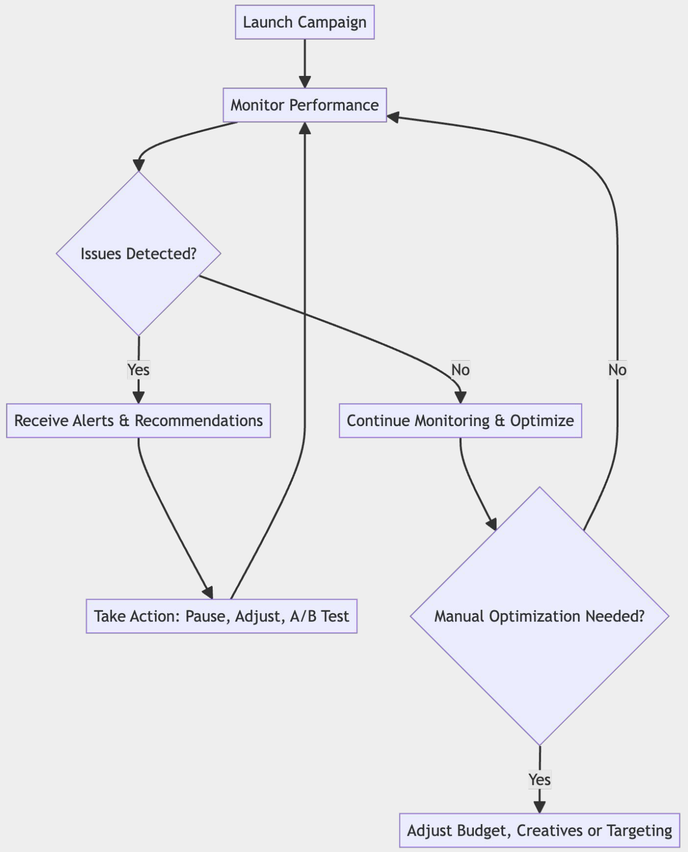
- Information Architecture
- Designed an intuitive dashboard layout
- Developed clear navigation for campaign selection and management
- Wireframing & Prototyping
- Created low-fidelity wireframes
- Developed interactive prototypes for user testing
- Iterative design based on user feedback
- Design system and UI
- Developed a design system from scratch and implemented it over the wireframes

User flows

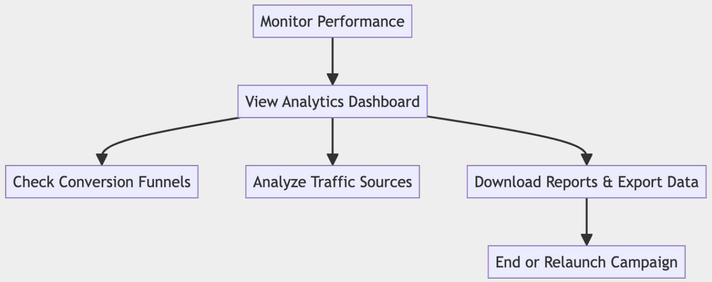
Create campaign



Edit

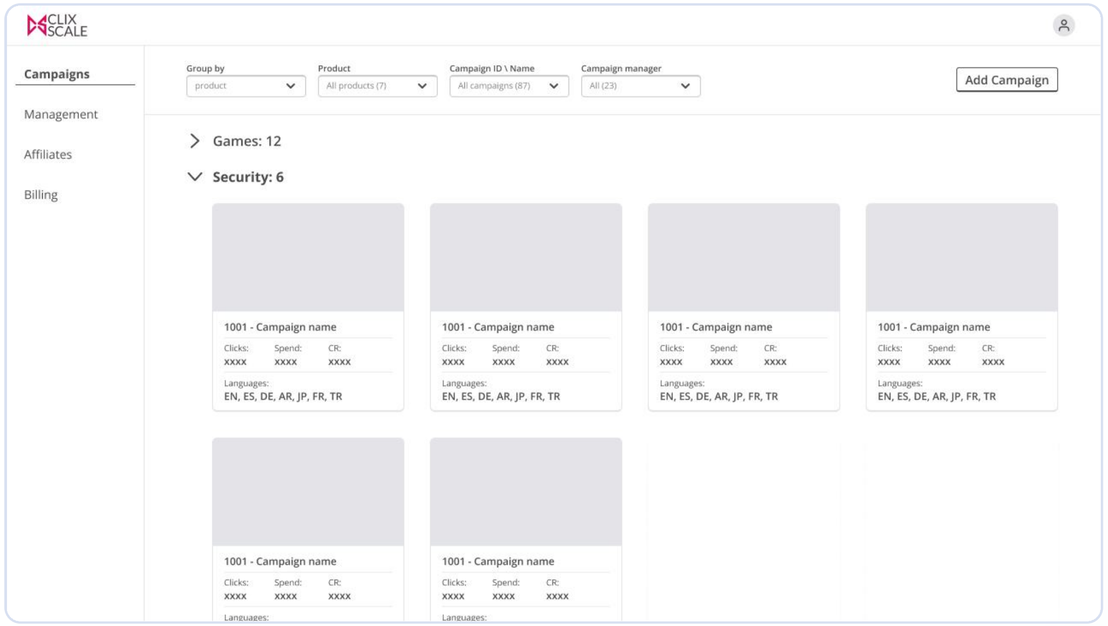


Monitoring - main

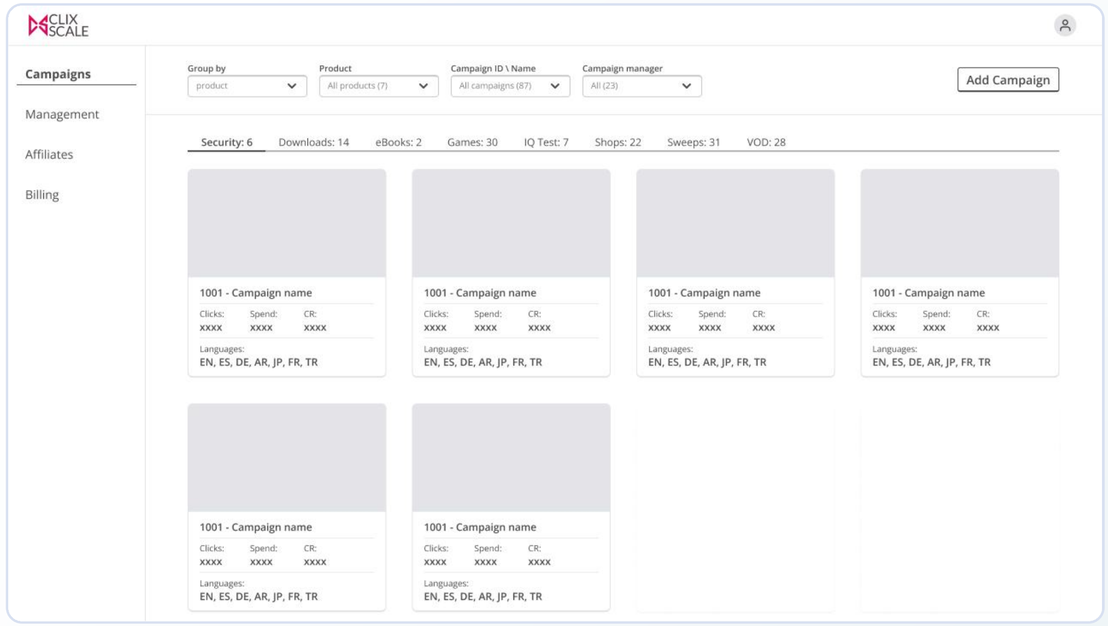


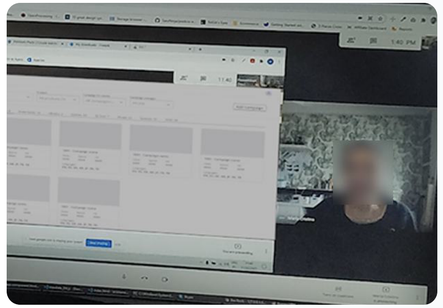
User testing for grouping

Expanded sections

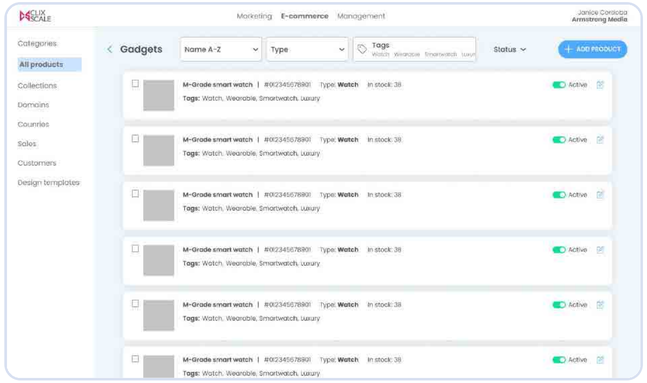


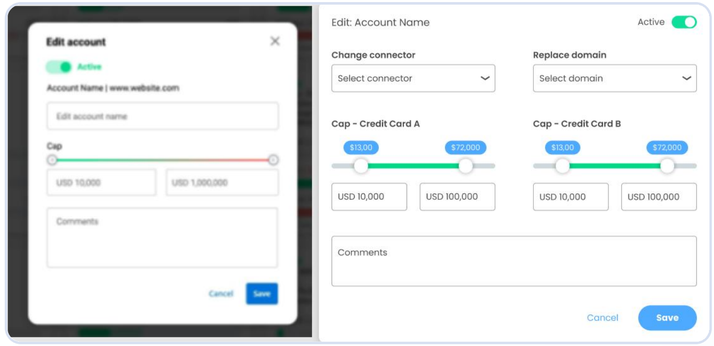
Tabs division

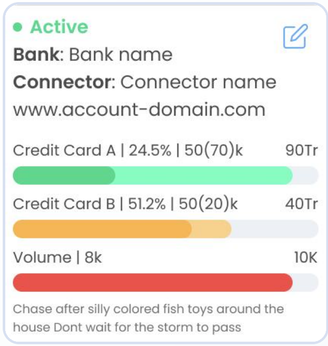


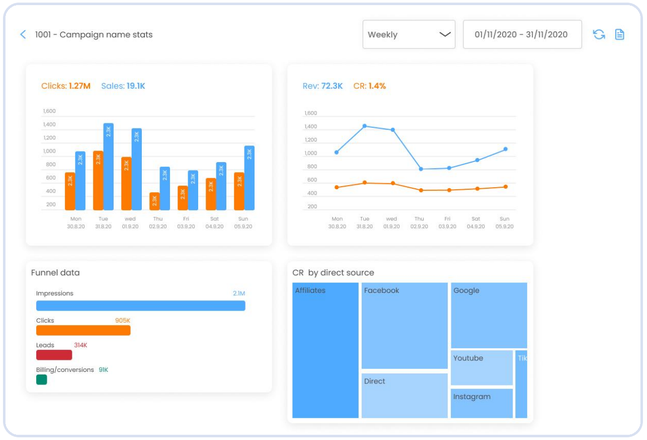


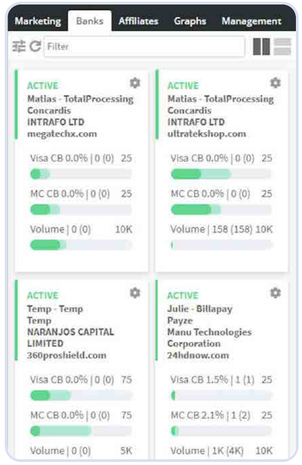
Some exploration

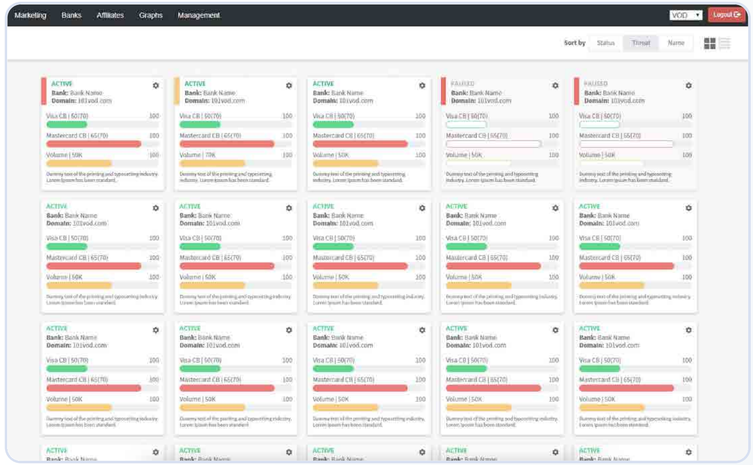










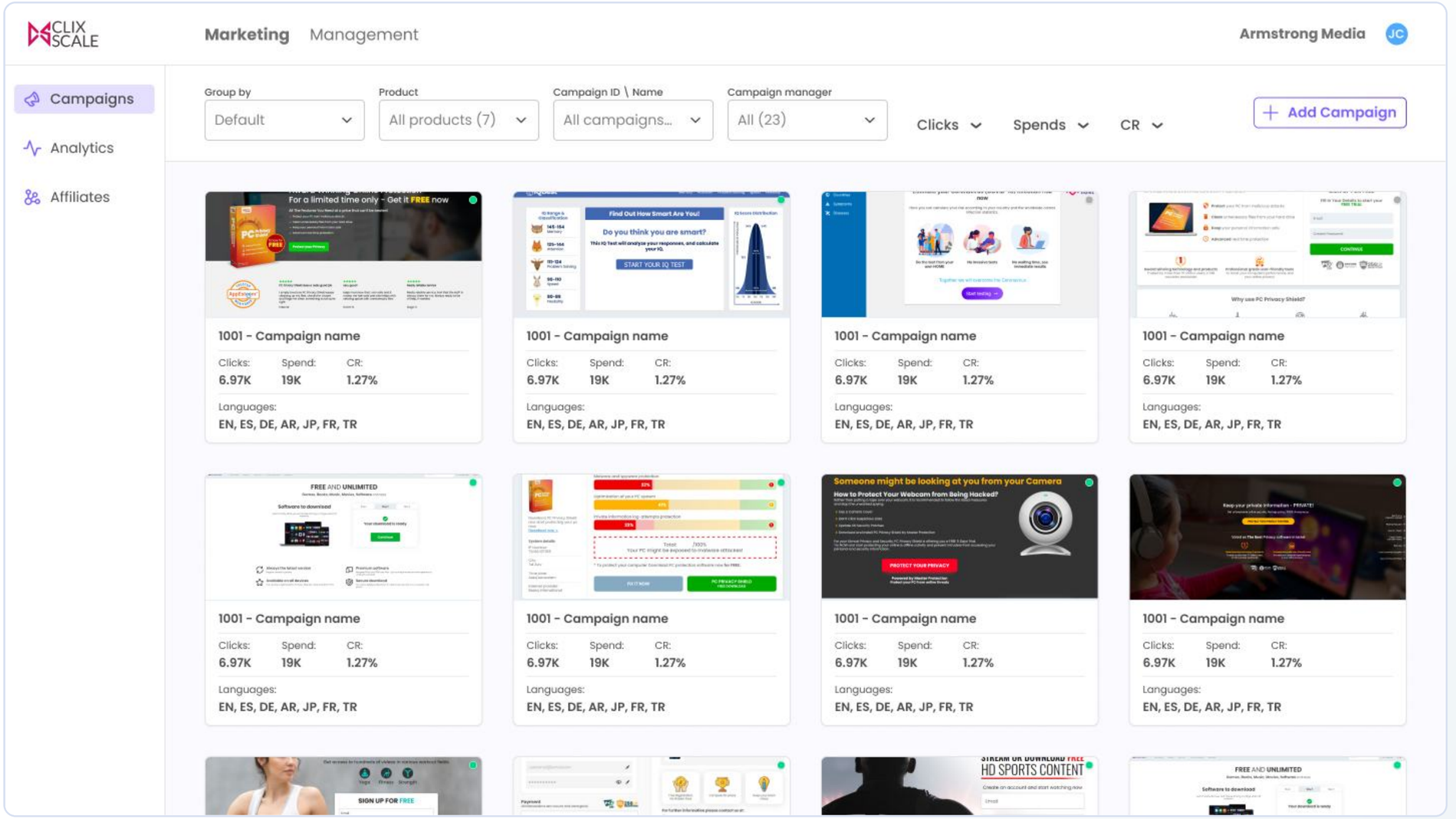


CLIX SCALE

Final design

I deliver!

Campaigns list

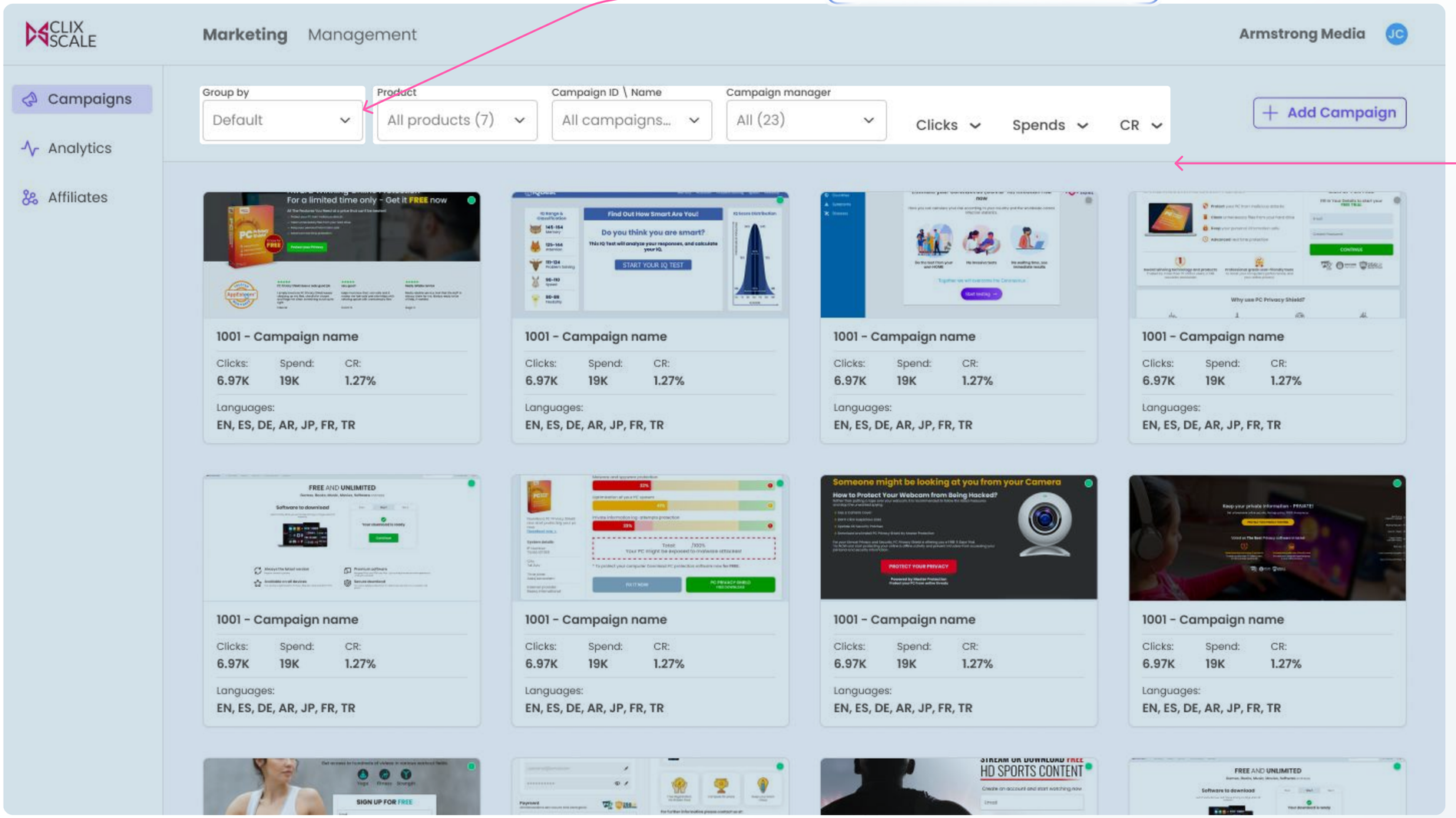


I deliver!

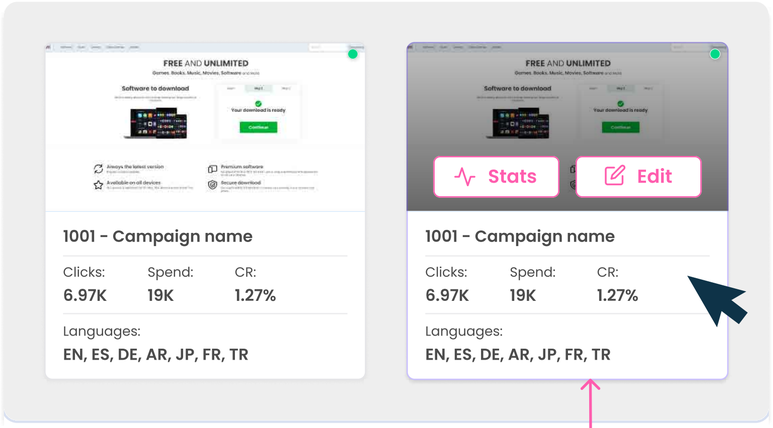
Campaigns list

Group by State, Product and Campaign manager

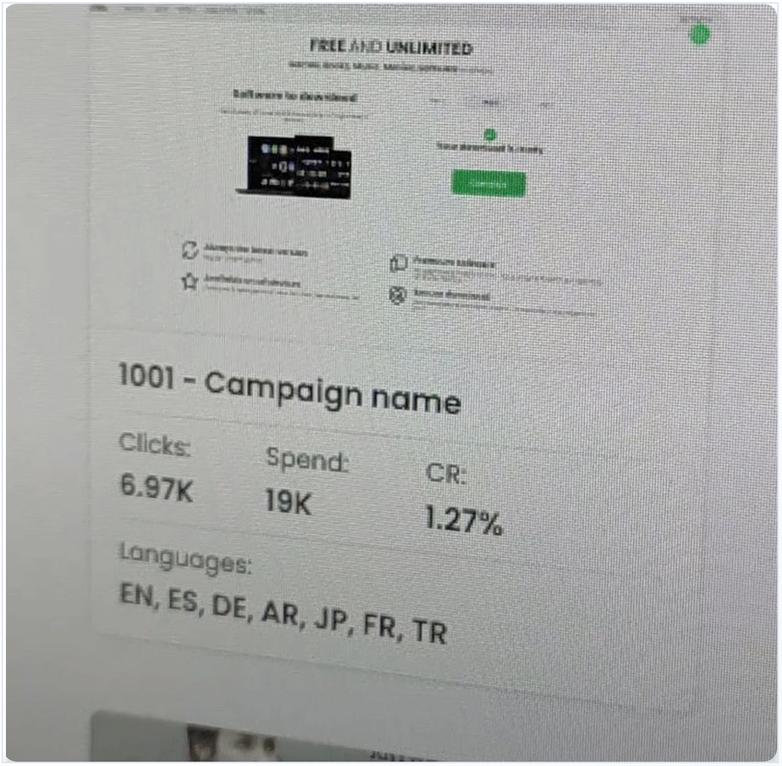
Filtering and sorting mechanism



Campaign actions

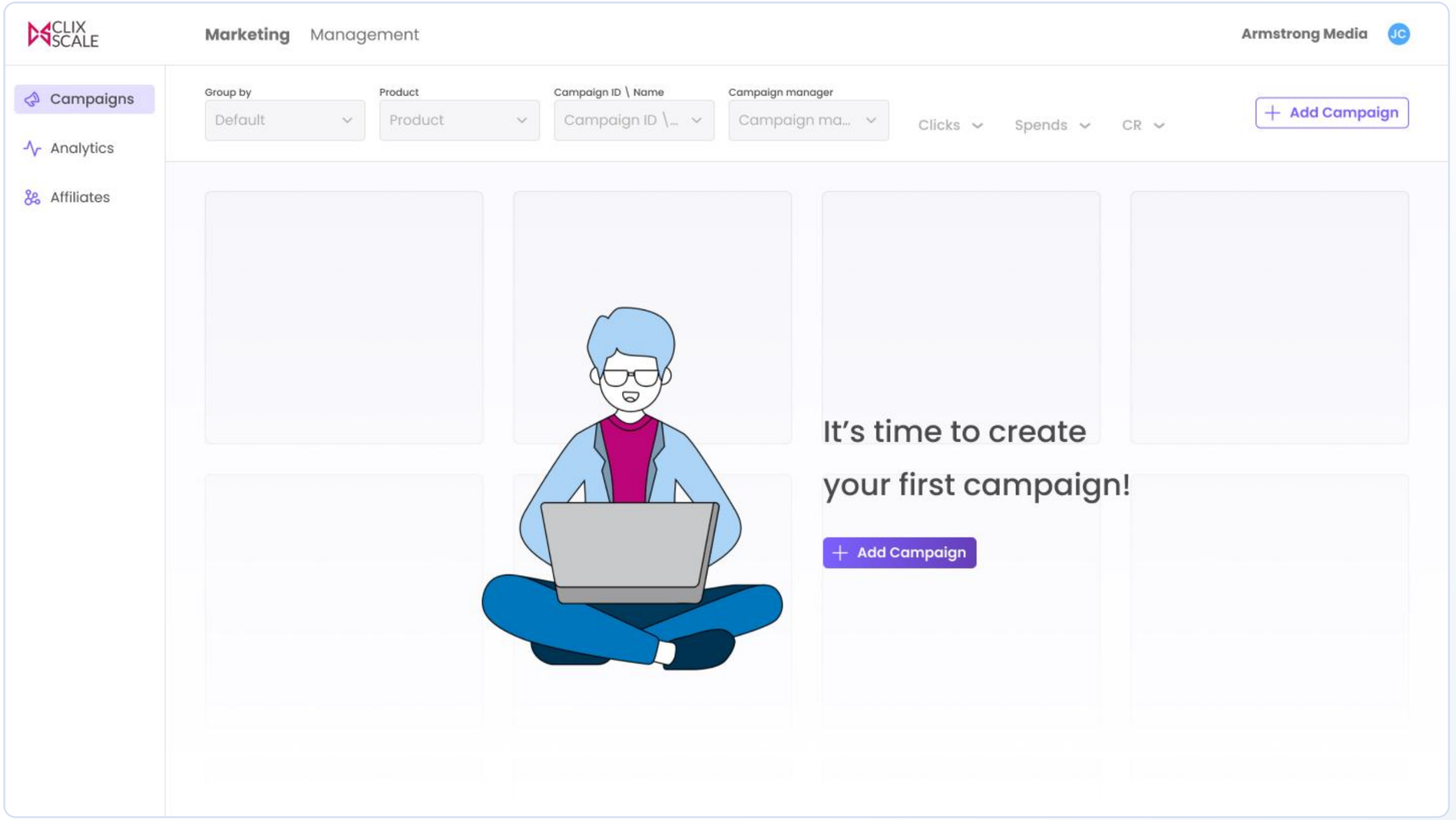


Actions are exposed while hovering: Links to stats page and edit campaign

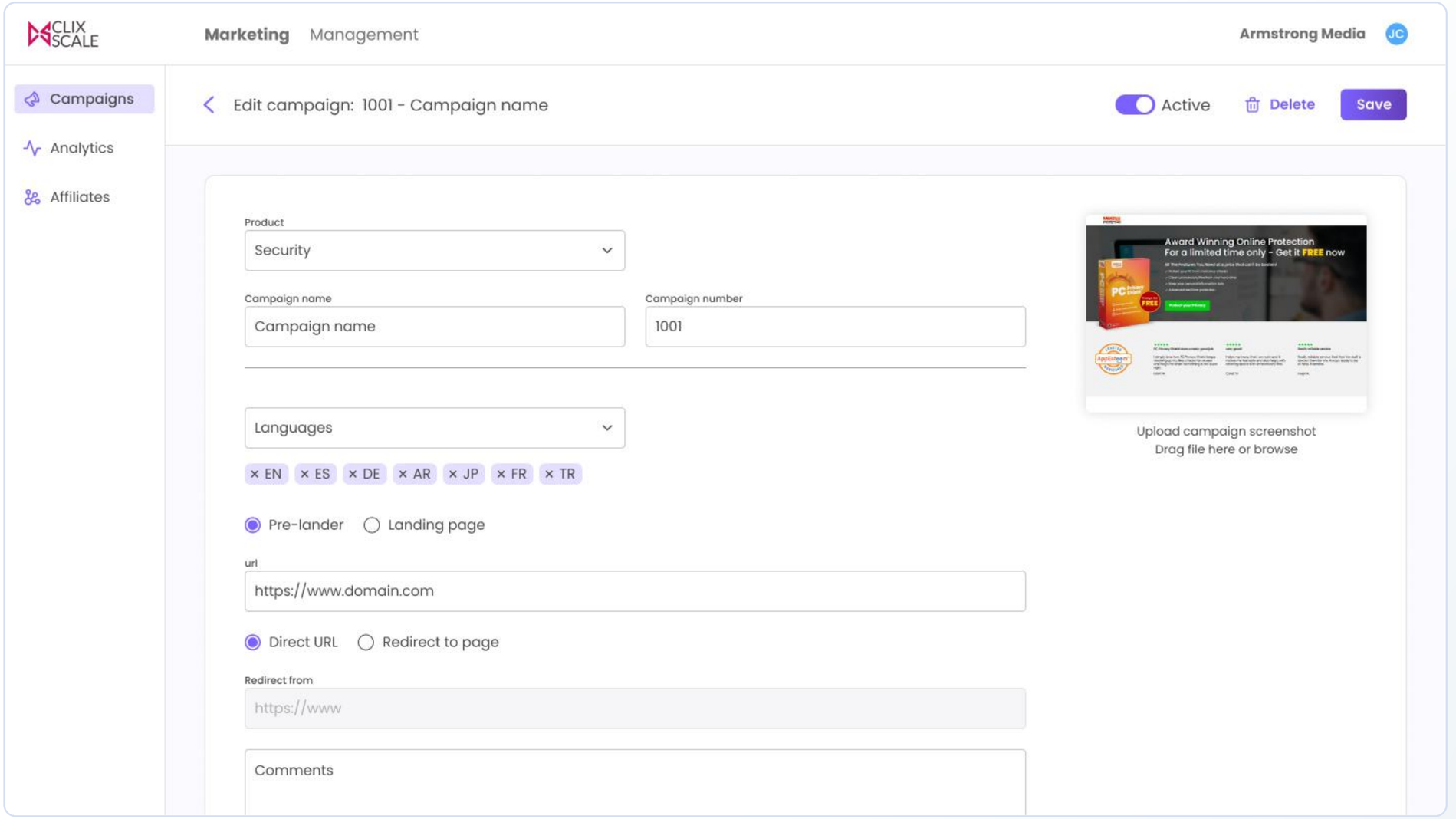


Upper head title

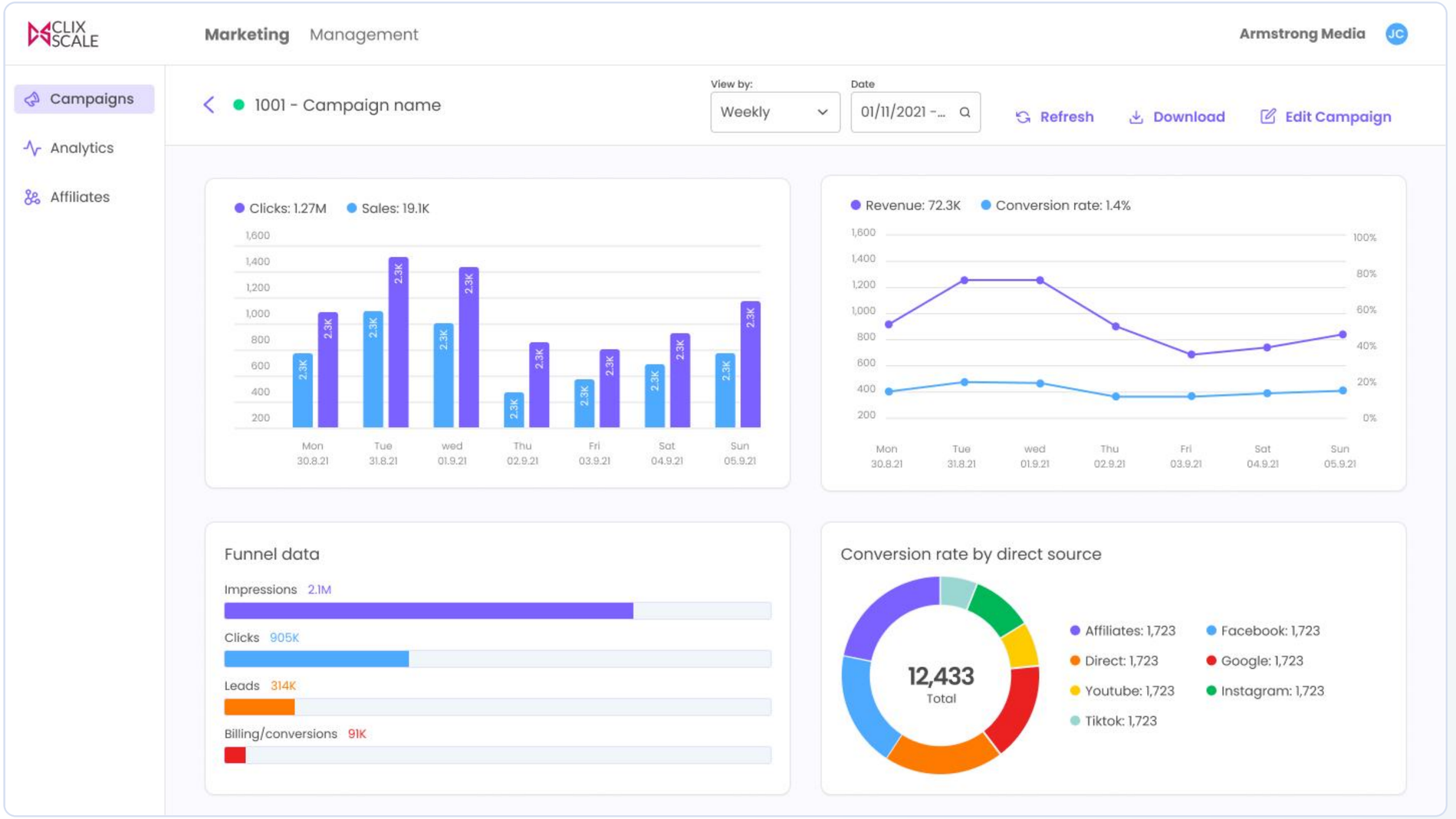
Empty state



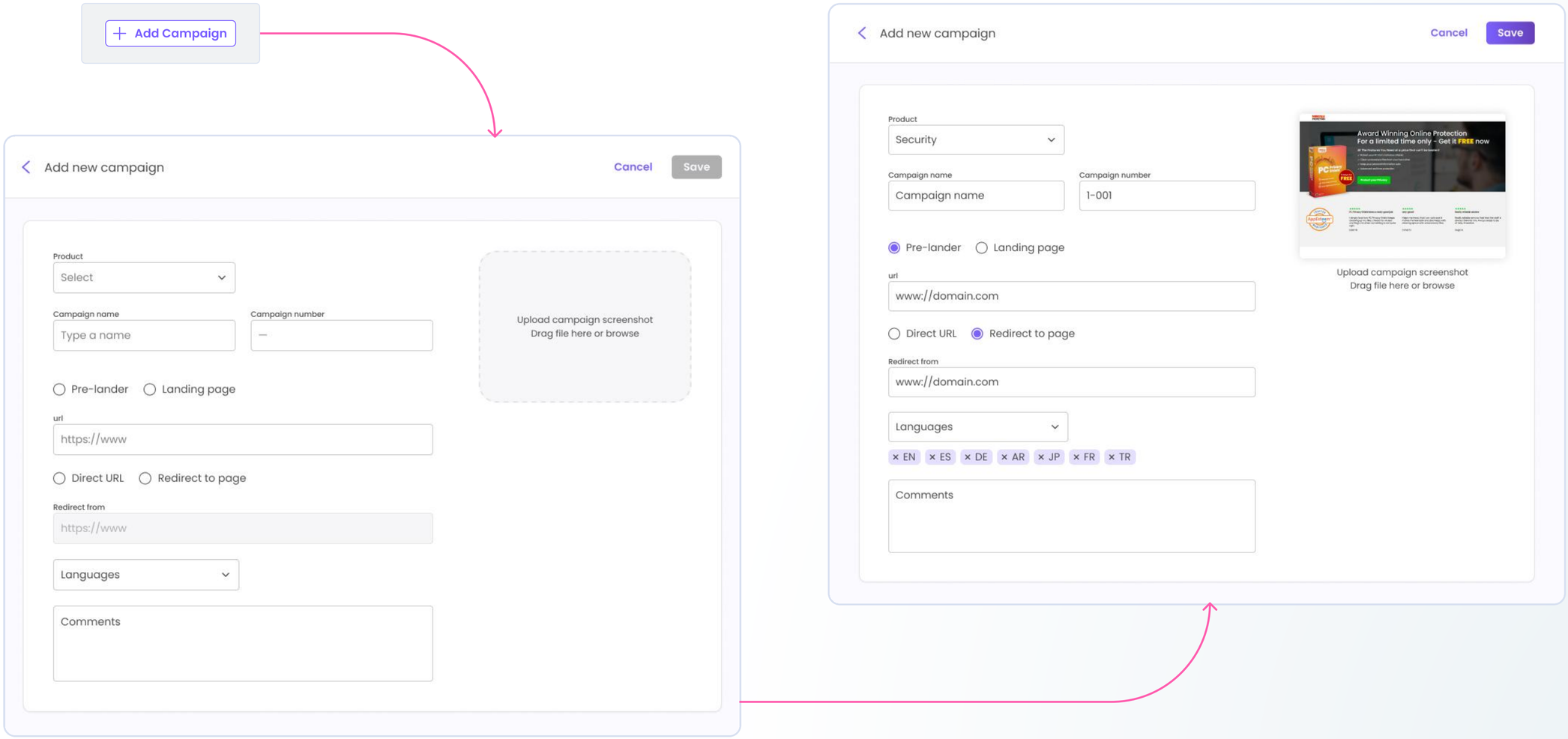
Edit campaign



Campaign stats

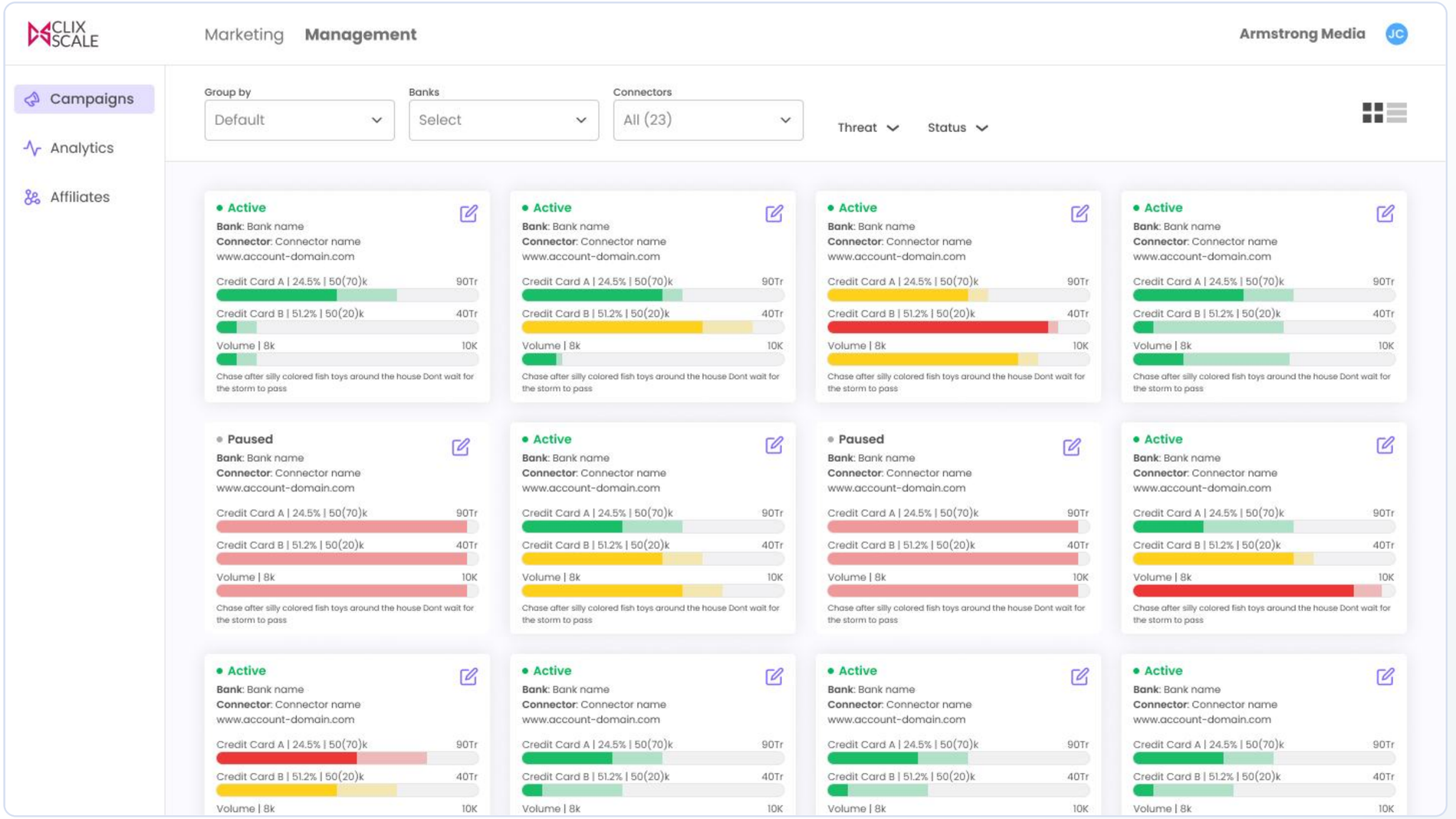


New campaign flow



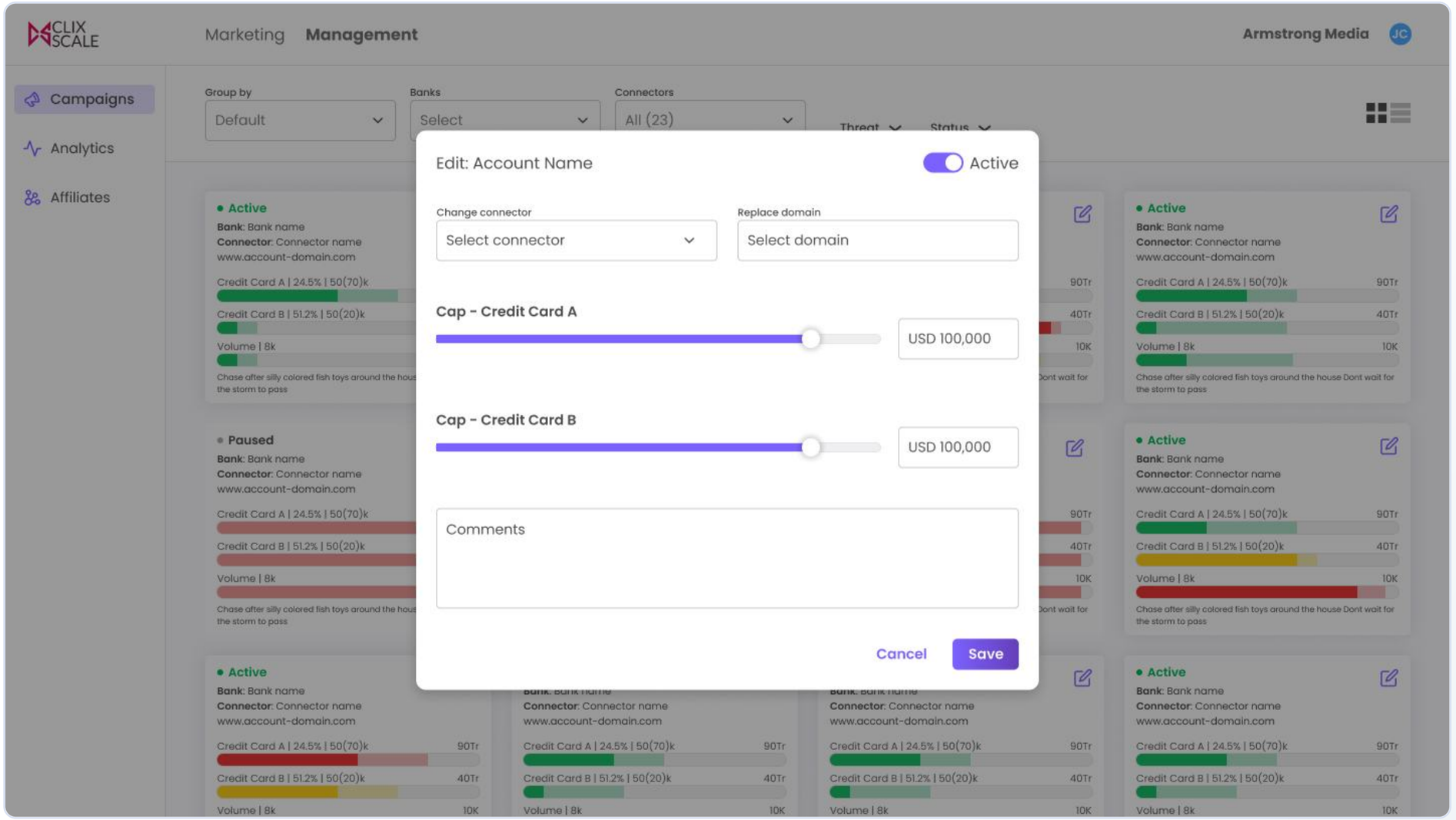
Additional screens

Financial management



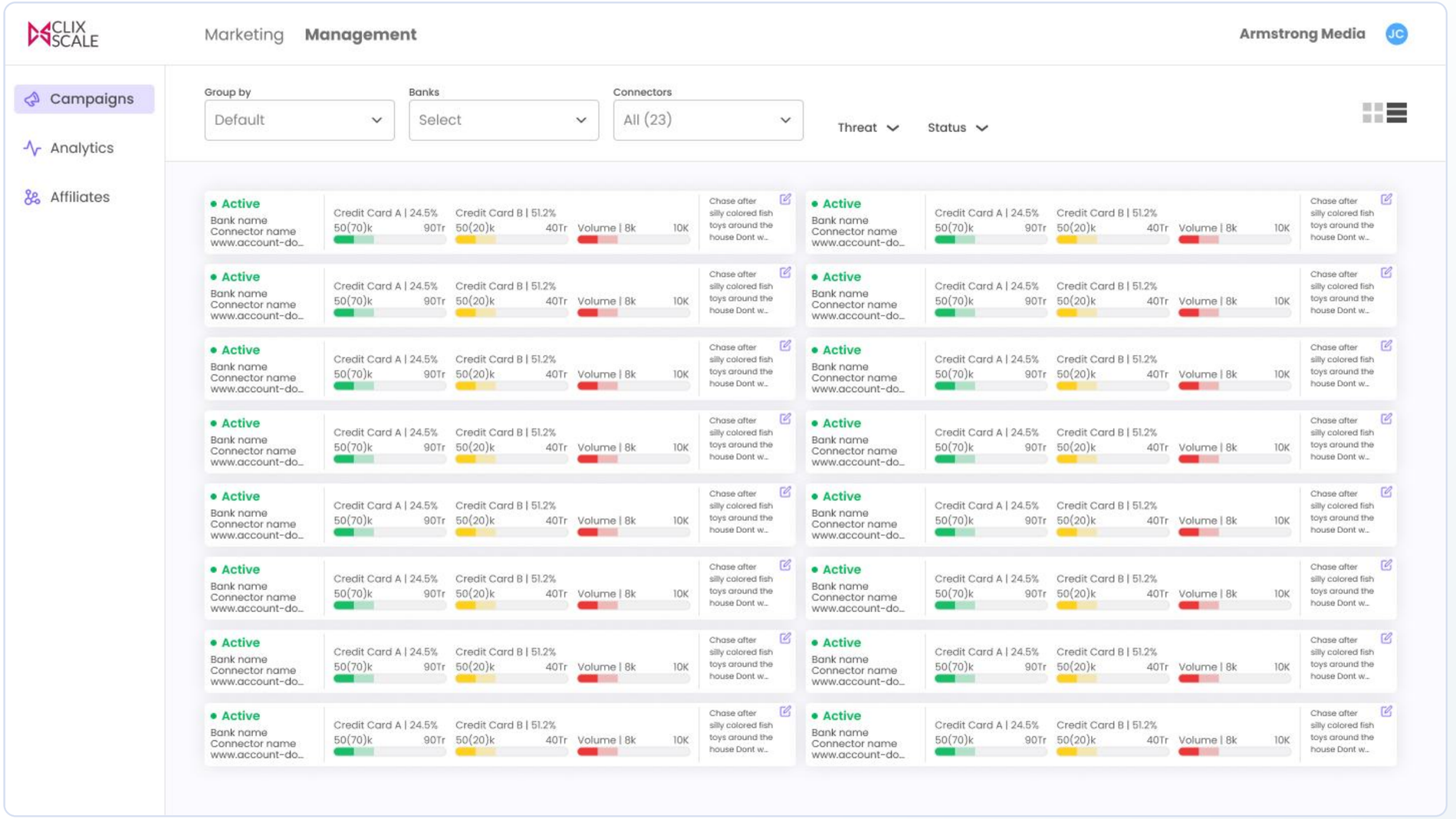
Additional screens

Financial management

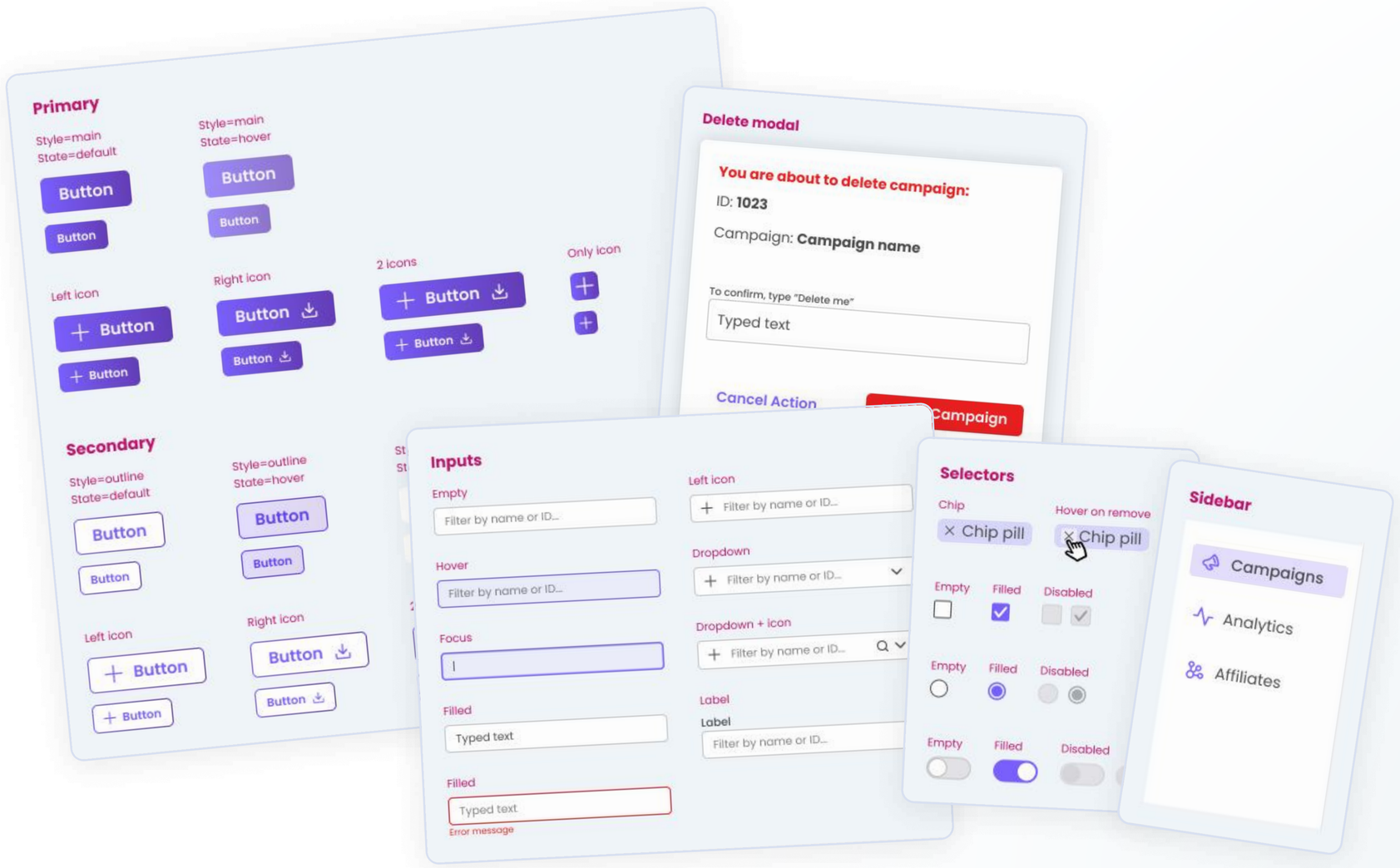


Additional screens

Financial management - compact view



Design system



Thank You :)