

**Introduction** (page 1)

# Saul Hirner



**Sydney Friendship Circle**

Website Design (pages 2-4)

**Ramsay Health Care**

User Experience Design (pages 5-6)

**Roster Application**

Interaction Design (pages 7-9)

**Doctors Without Borders**

Instagram Campaign (page 10)

**Hostelworld**

User Flow Diagram (page 11)

**Accessible medicine**

Futuring Timeline (page 12)

## Current Studies

I am an Australian exchange student studying a Bachelor of Design and Technology at Parsons. During my studies at my home institution, the University of Sydney, I have become skilled in a range of disciplines including graphic design, interaction design, user experience design, user research and programming.

## Recent Work

In my most recent role, I worked as a jewelry photographer within the marketing team at First State Auctions. I worked in this role from 2019-2022, photographing and videoing fine jewelry and designer handbags for Online catalogue and marketing purposes.

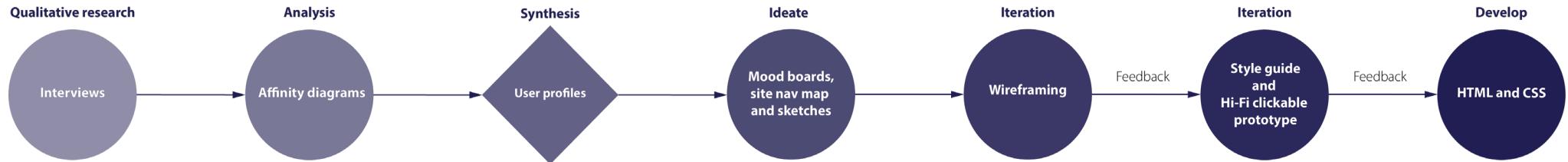
## Other Achievements

Maccabi All Abilities Volunteer (2022). Visual art prize (2018). Geography prize (2018). Academic Excellence (2018). Woollahra Council junior photography prize (2017). Bronze Medallion (2016). Surf Life Saver (2016). Friendship Circle volunteer (2015).

# Website Design and Development

Redesigning the Sydney Friendship Circle's Website

2021

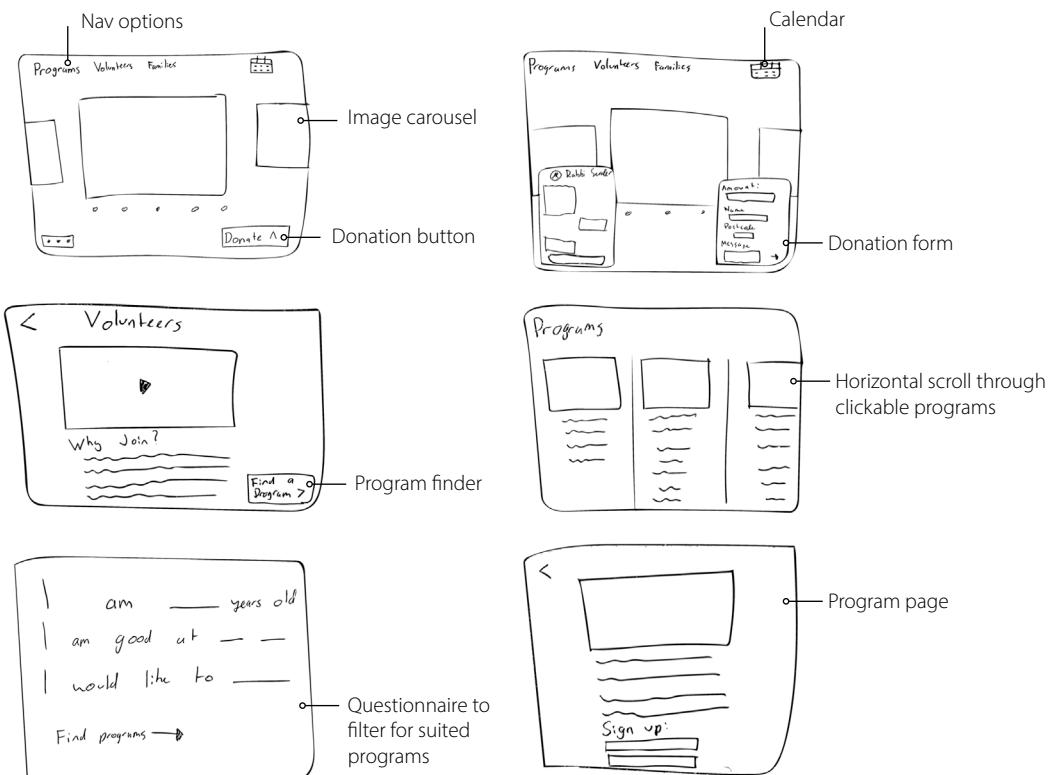


Sydney Friendship Circle is a non-for-profit organisation, offering programs and activities for children, teenagers and young adults with disabilities from all backgrounds. They do this by organising programs which encourage interactions between disabled and non-disabled youth.

This project aimed to redesign the Sydney Friendship Circle's website to meet the key user needs better. From interviews with stakeholders including; the owner, volunteers and parents of participants at the organisation, it was determined that volunteers and families of participants needed easily accessible information about upcoming programs, with sign up links. Donors needed to see what the organisation had been up to recently, as well as easily accessible means of donating.

Initially, there were multiple concepts that were sketched. After multiple iterations, one distinct concept was designed and eventually developed using HTML and CSS.

## Early sketch

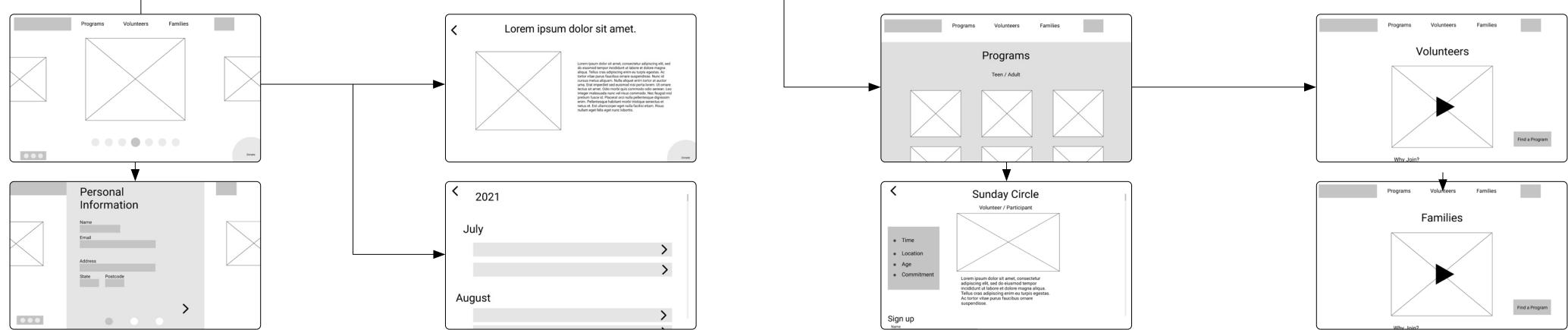


# Website Design and Development

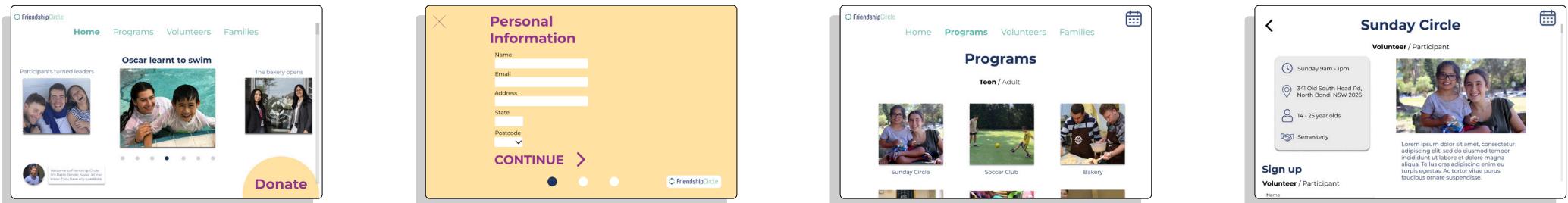
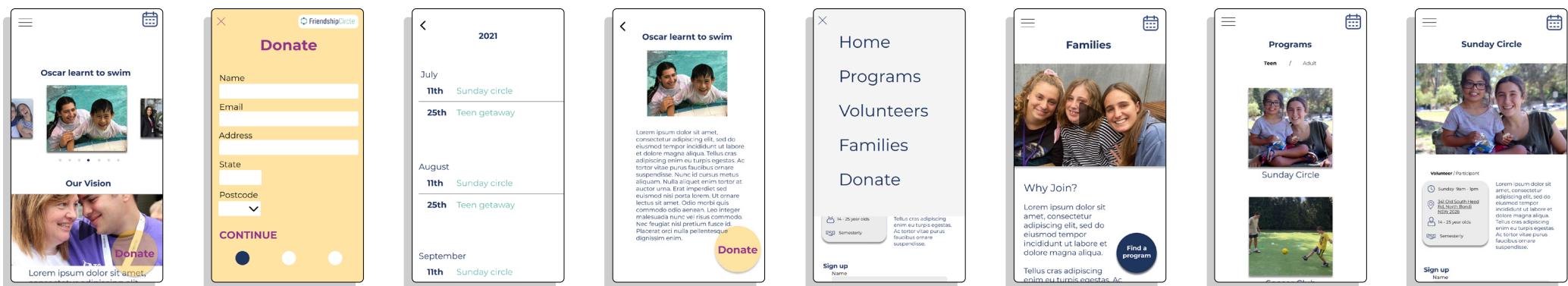
Redesigning the Sydney Friendship Circle's Website

Iterations

## Wireflow

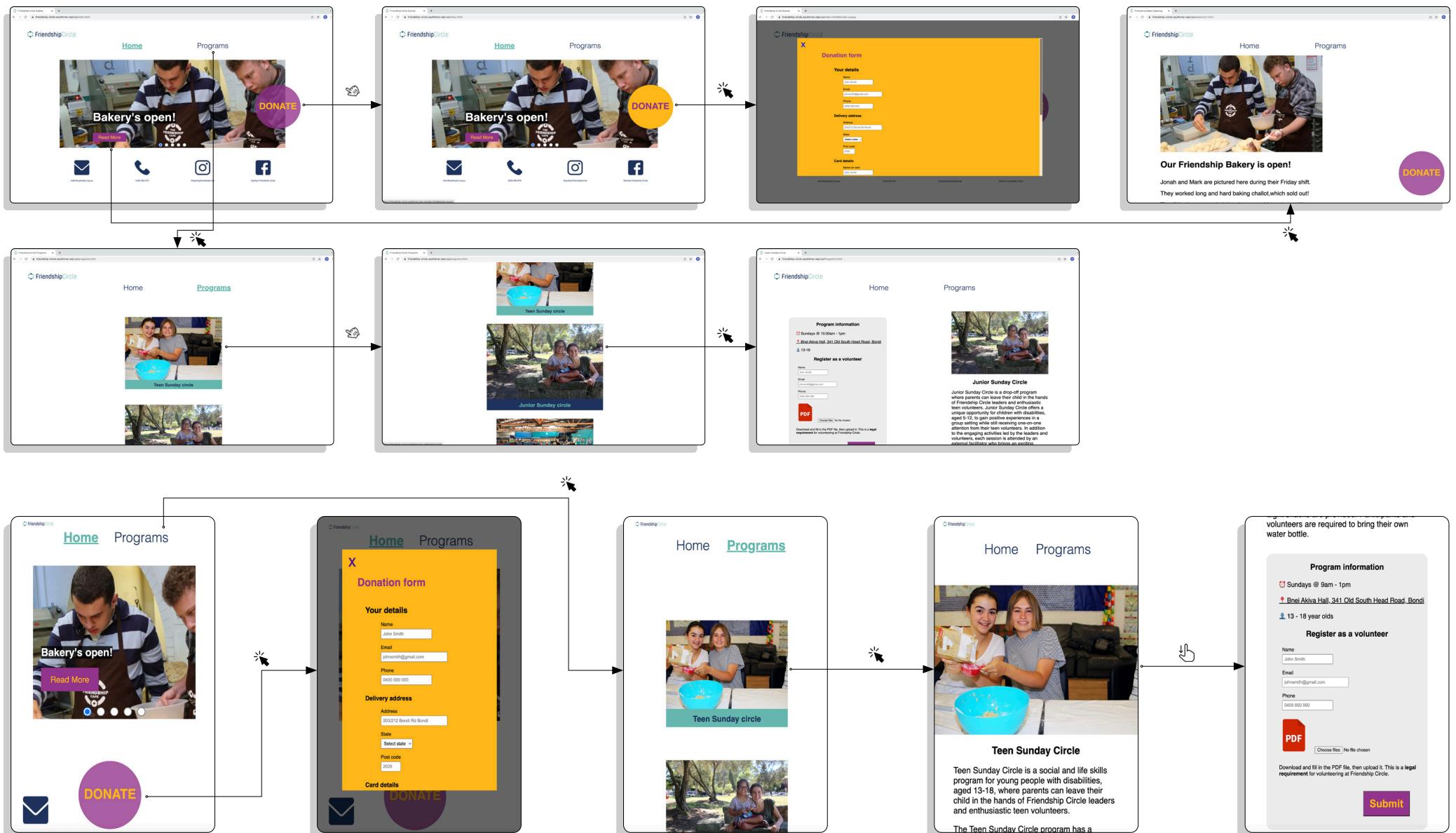


## Key screens from Figma mock-up



# Website Design and Development

Redesigning the Sydney Friendship Circle's Website  
Website Prototype

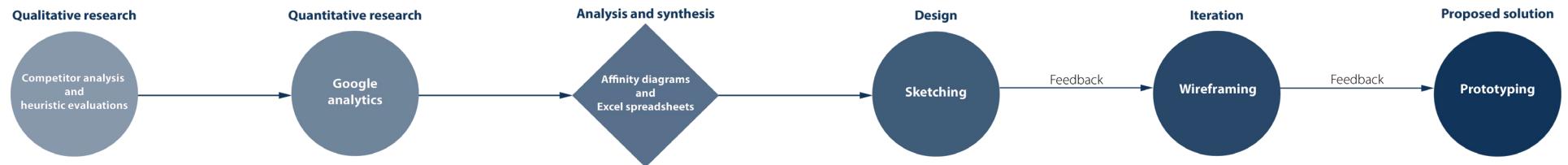


FULL WEBSITE: <https://friendship-circle.saulhirner.repl.co/>

# User Experience Internship

Ramsay Health Care

2021



Ramsay Health Care is the largest private hospital provider in Australia. Ramsay has individual hospital websites for each of their locations. The aim of this project was to propose a redesigned website that was more user friendly. The new site also needed take the structure of a standardised template that could be implemented across all Ramsay Australia's hospitals.

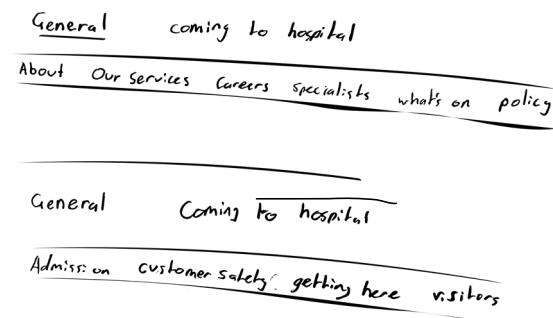
From heuristic evaluations, competitor analyses and google analytics, it was discovered that Ramsay's sites were difficult to navigate due to poor information architecture and unnecessary information clutter, which was ultimately causing a high cognitive load. The information architecture and navigation bar were redesigned, making the site more navigable and information more accessible.

The proposed changes were presented to the UX team, who asked for specific screens to be prototyped into a higher fidelity for user testing. These selected screens were prototyped and sent off for user testing before the end of the internship.

Spreadsheet of original navigation bar titles for various hospitals

Peninsula	Home	For Patients	Our services	Maternity	Specialists	About us	Careers	For visitors	For GPs
		Pre-admission Cancer Care	Maternity he Credentialing	About our hc Employment	Visiting hour Current ezifind directory				
		Expectations Cardiac serv Information	Cardiac serv Specialists	Part of rams Current job v Public transp	Gp education information				
		Your stay	Community   Specialists	History	Opportunitie Parking	Gp resources			
		When you le Da vincid rob	The ultimate maternity ex	Location	Graduate prc Covid 19 scre	New developments and services			
		Career	Carer	Opportunitie	Subscrib to gp updates				
		Private patie Clinical serv i How to book	Other service Childbirth education	Contact us	Gp liaison				
		Better dischi Other service	Childbirth education	Media releases					
		Payment info Emergency	While you are with us	Development updates					
		Consumer ps Intensive car Early parenting centre	Privacy poli Emergency						
		Online admin Orthopedic s know my midwife	Perinatal mental health unit						
		Clinical qual Ramsay pha Gen v research project	Australian C Spinal surge	Contact us					
		Accessing yo Syncope		Feedback					
Castlecrag	Home	About us	Careers	For patients	Our services	Our Doctors	For Gps	For Visitors	News
		About our hc Current job v Pre-admissic	Services over	Direct gp add Gp events					
		Part of ramsey health care	Expectations	Community   Specialists	Gp resources				
		Worl	Worl	Worl	Parking				
		Our history	Location	Contact us	Email a pati Media release				
		When you le Plastic and cosmetic surgery	Cognitive im Medical services		Covid-19 screening tool				
		Private patie Ear nose and throat	Australian charter of healthcare rights		Our videos				
		Better discharge planning program	Better discharge planning program						
		Payment information	Payment information						
		Privacy policy	Privacy policy						
		Feedback and comments	Feedback and comments						
		Your health and wellbeing	Your health and wellbeing						
		Compliments concerns and complaints	Compliments concerns and complaints						
		Ten tips for better health	Ten tips for better health						
		Clinical quality and safety	Clinical quality and safety						

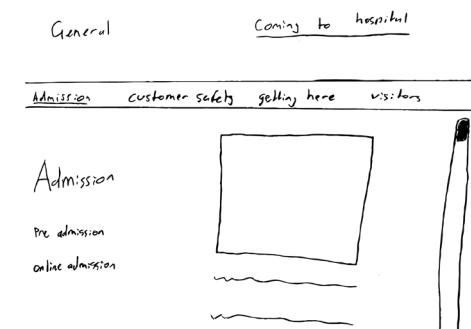
Early sketch of top navigation bar



Spreadsheet of proposed and standardised navigation bar titles

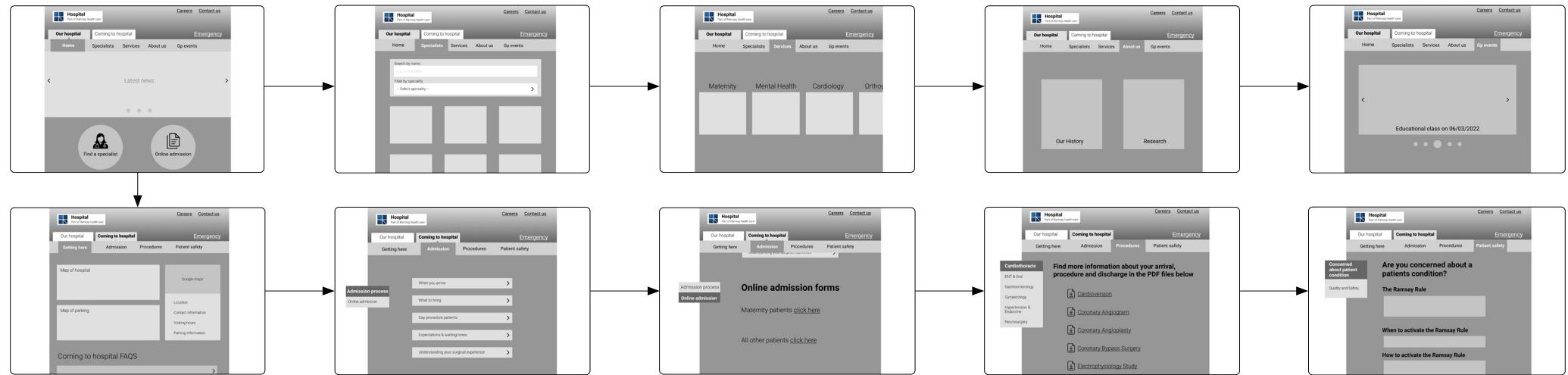
Our hospital	Coming to hospital
Home	Getting here
Specialists	Admission
Services	Admission process
Maternit	Online admission
Mental h	Procedures
Cardiolog	Cardiothoracic
Orthoped	ENT & Oral
About us	Gastroenterology
Our histo	Gynaecology
Research	Hypertension & Endocrine
Gp events	Neurosurgery
Careers	Patient safety
Contact us	Concerned about patient condition
Emergency	Quality and Safety
Careers	
Contact us	
Emergency	

Early sketch of side navigation bar



## Lo-Fi Clickable Prototype

Wireframes were designed in Figma with a focus on navigation and relevance



## Hi-Fi Clickable Prototype

Screens from the wireframe that the UX team wanted to test were developed into higher fidelity



# Interaction Design

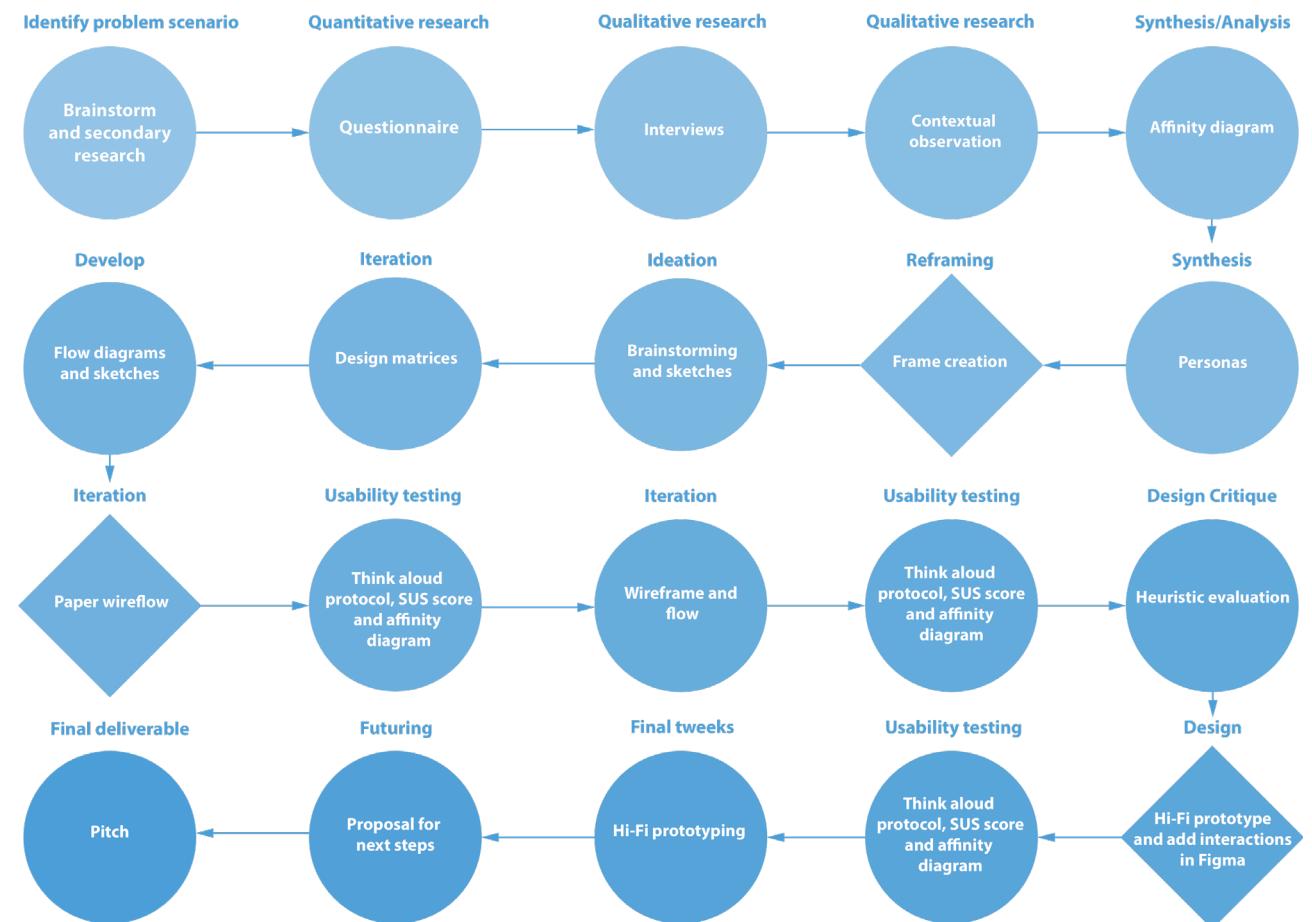
Rostering Application

2021

The aim of this task was to build a screen led solution to a public health issue. Fatigue in shift workers was a problem area, identified within public health. Throughout the design process, the aim was to build a screen led solution that would help mitigate fatigue in shift workers.

During the research phase, three key user needs were identified; the need for time management, the need to manipulate the roster on short notice and the need for better communication with management.

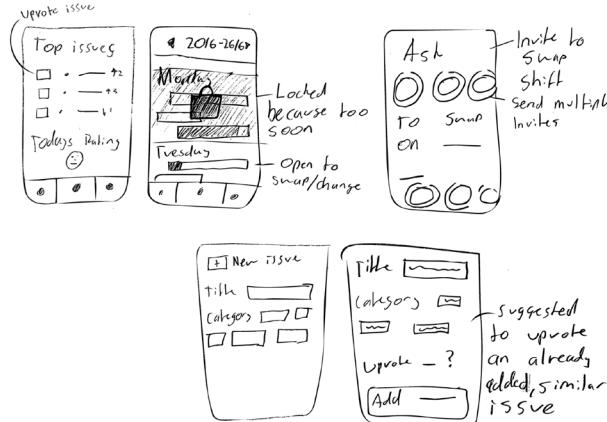
In response, a rostering application that allows employees to swap and cover each others shifts on short notice, as well as anonymously voice their concerns to management was designed. The concept went through multiple rounds of iteration and was eventually developed into a high fidelity prototype with interactions.



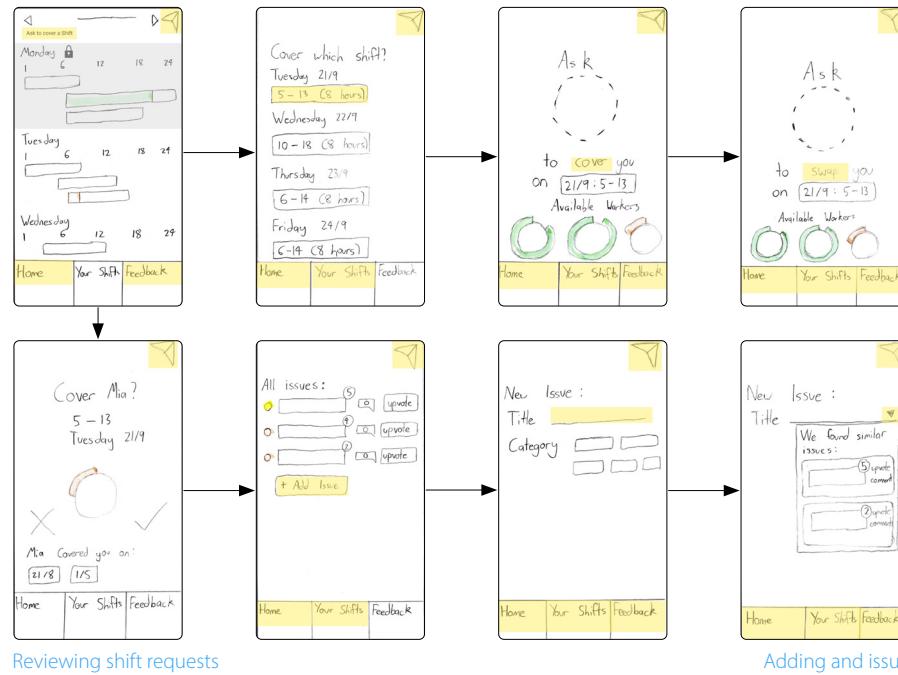
## Interaction Design

### Rostering Application Iterations

Sketch for paperflow

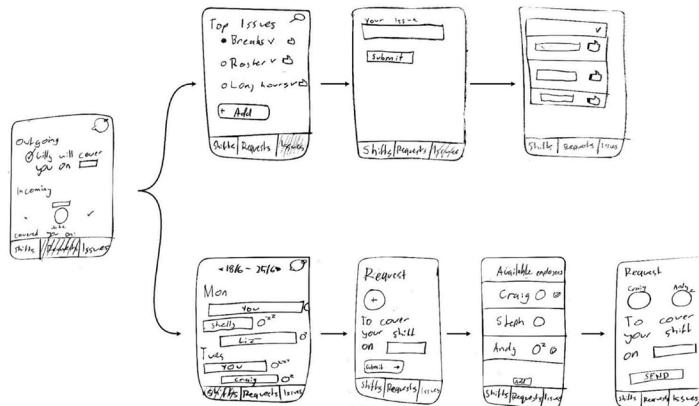


Paperflow

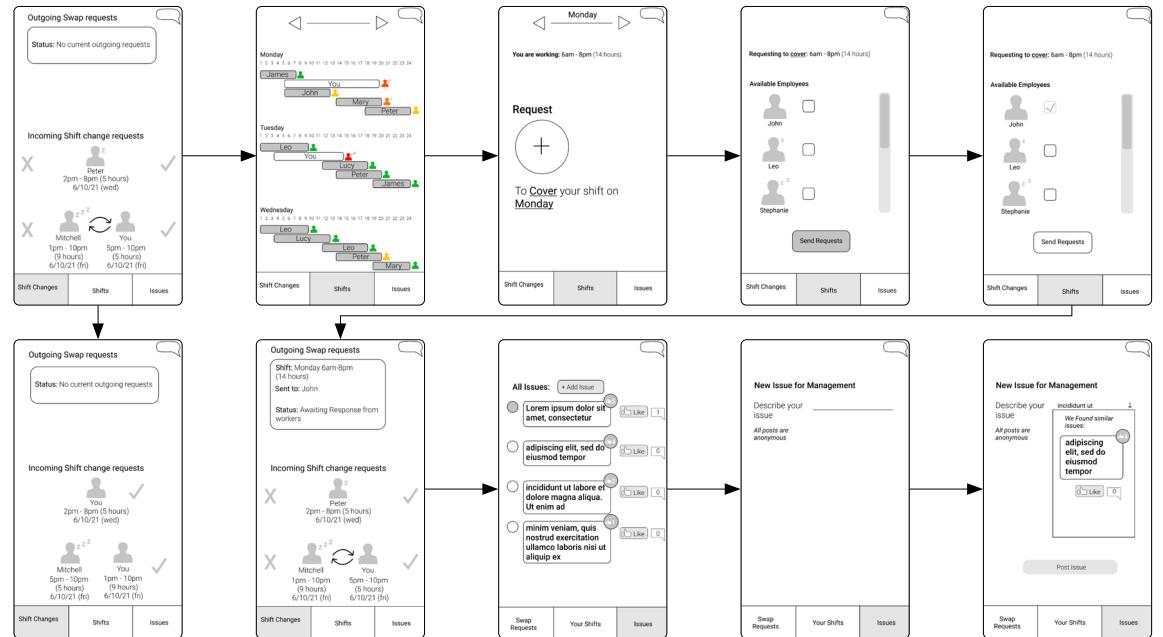


Sending shift change request

Sketch for wireflow



Wireflow



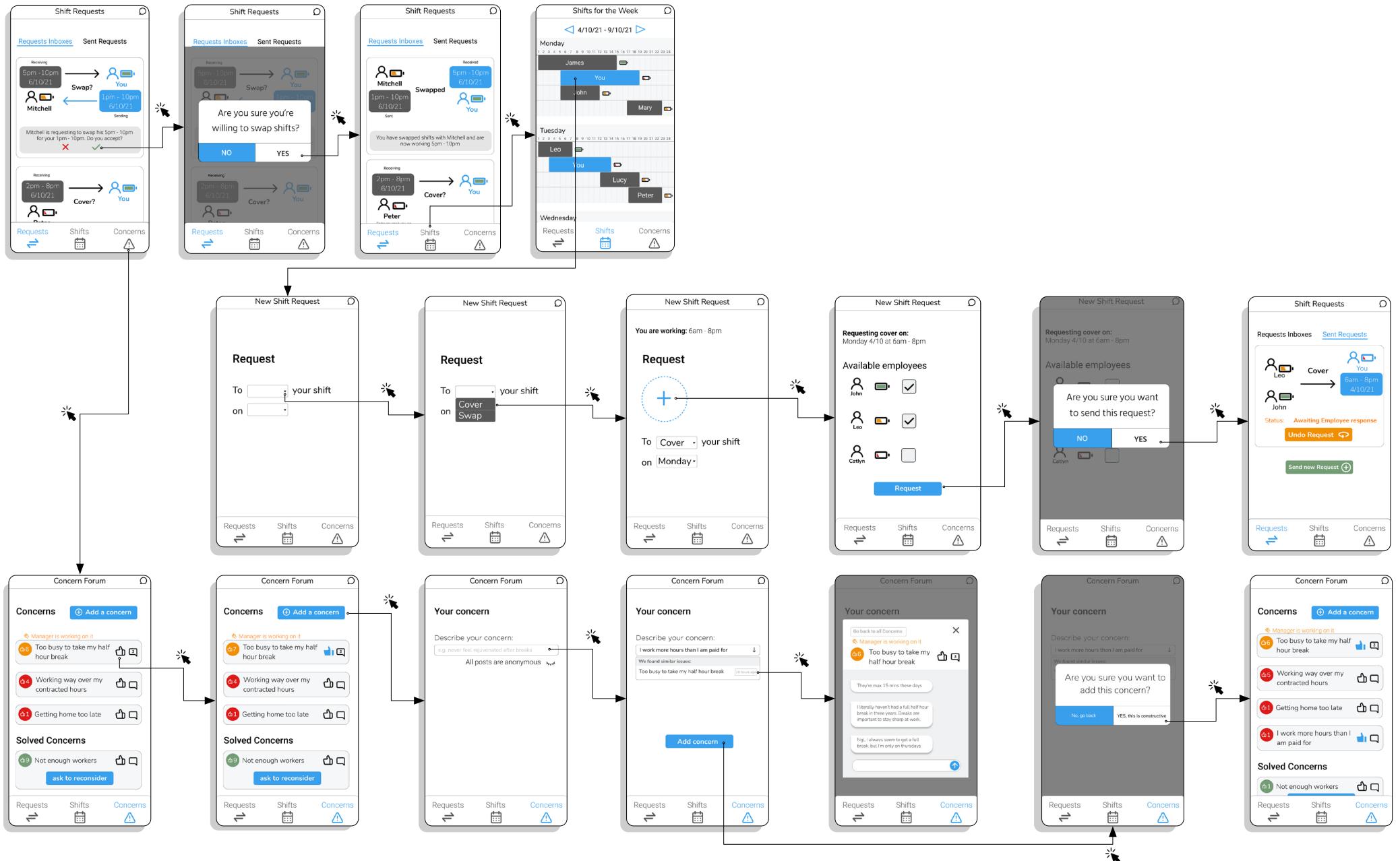
Reviewing shift requests

Adding an issue

# Interaction Design

## Rostering Application

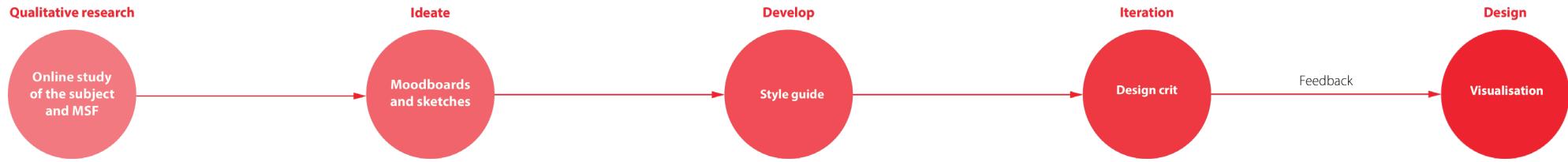
### Hi-Fi Figma Prototype



## Instagram Campaign

Doctors Without Borders (Médecins Sans Frontières)

2021



Doctors Without Borders engaged in social media activism throughout 2020, demanding vaccine equity. In parallel, this task involved researching the issue of vaccine equity and designing an instagram campaign from the perspective of Doctors Without Borders. The final product targets the general population, explaining the issue and its cause in simplified terms. Finally, the last tile contains three calls to action, providing the viewer with a means of assisting.

### Instagram tiles



### Instagram caption

When will this pandemic end?  
When global heard immunity is reached.

With a virus as contagious as COVID-19, we'd need to vaccinate roughly 80% of the global population to reach heard immunity. Seems like a lot of people? Seems like both the developed and developing world would need to be vaccinated? Well, this will take extremely long if there is no patent waiver. With **#Covid19** mutating rapidly, it's a race against time before the virus becomes more contagious and more fatal.

A temporary TRIPS patent waiver will give countries the ability to produce COVID-19 vaccines on a larger scale and at a lower price. There are few countries left that still oppose the waiver. Stand up for **#VaccineEquity**, share this post and write to the opposing governments via the link: [www.standup/msf.com](http://www.standup/msf.com).

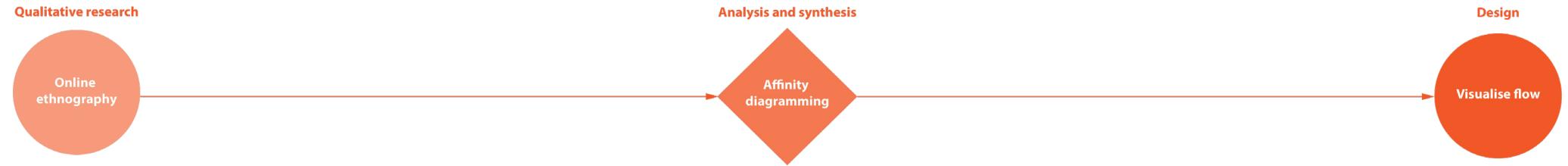
#DoctorsWithoutBorders #Vaccines #Vaccinated #HowToHelp #Health #VaccineEquity #Covid

Alternative text: Map of the world highlighting Brazil, Europe, Japan and Australia because they are opposing the TRIPS waiver. A waiver would allow a higher volume of vaccines to be produced, meaning global heard immunity could be reached earlier.

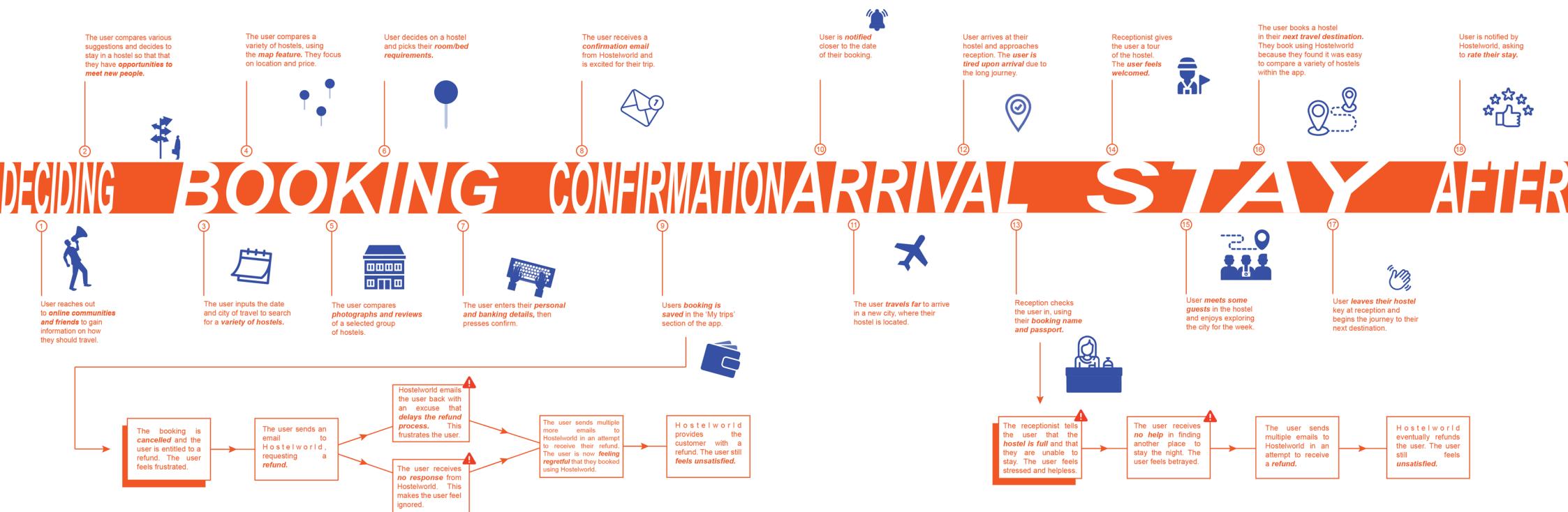
# User Experience Flow Diagram

## The Hostelworld Experience

2022



Hostelworld is an application which allows people to compare and book hostels around the world. This task involved visualising the typical user experience and key pain points of the Hostelworld experience. Through online ethnography, four key pain points were found; users often did not receive refunds they felt entitled to, users often received no responses to their emails, users often showed up at their hostel only to find that the hostel was overbooked and subsequently, users received no help in finding another place to stay. The Hostelworld experience, along with these key pain points was visualised in a linear flow diagram.



## Futuring Timeline

### India's Fight for Accessible Medicine

2020

Secondary research



Ideate



Feedback

Design



Online research into the political climate of India's fight for affordable medicine was executed in order to understand the key events that have contributed to the current political climate. The poster reduces the highly complex narrative into a bite sized infographic.

Furthermore, the poster uses futuring to ideate potential solutions and the draw backs that may these solutions may bring.

