

Portfolio of

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Hey 🙌 I'm **Shrihari Sankaran**, a product designer + frontend developer based out of London, UK.

I got into tech & design when I was 15, building websites on Geocities over dial-up internet. These days, I spend most of my time designing simple & usable experiences for digital products. I design in Figma and build in HTML, CSS and Javascript.

I'm a generalist designer working all the way from user research to UI design and even stretching into frontend development. While I've worked in "product design" roles, I identify as a "maker". As long as I can remember I've been making stuff. I have a deep understanding of HTML, CSS and Javascript and enjoy writing code as much as designing things.

When not working, I enjoy playing the guitar, writing, learning French and going on hikes.

BridgeU

July 2018 - Present

About BridgeU

BridgeU is an ed-tech platform that connects high school students with universities that are the best-fit for them.

BridgeU helps students with a suite of tools designed to help them understand their skills and strengths, explore, research and apply to international universities.

It also helps college counsellors and teachers facilitate a careers guidance program for their students and help track the university application process in a single place.

Background

Since joining BridgeU in 2018, I have served as the sole product designer, tasked with replacing the departing designer at that time. Throughout my tenure, the company has experienced substantial growth, expanding from 30 to 120+ members, and undergone a transformative acquisition by Kaplan, resulting in a complete overhaul of the business model.

In my capacity as Senior Product Designer, I have undertaken a diverse range of responsibilities, touching nearly every facet of the product's development. From **minor iterative enhancements to comprehensive overhauls**, I have taken full ownership of the design process, from conducting user research and ideation to final design implementation and handoff.

As a pivotal member of the team, I have contributed significantly to the expansion of the design department, which has grown from a solitary designer to a talented team of 7 professionals. My involvement extended beyond design duties, and I **actively participated in the recruitment process** alongside the head of design to bring in skilled individuals.

Background

Collaborating closely with developers, I spearheaded the establishment of the first-ever **component library and design system**, implemented in both Figma and code. As a result, more than 85% of the designs now rely on these efficient design assets. Continuously advocating for design system initiatives, I have played a vital role in refining processes that have substantially improved the overall team performance.

Over the past year, I have taken on the role of **coaching and mentoring junior designers** within the team. By providing guidance and support, I have been instrumental in fostering their professional growth, helping them progress in their design careers and evolve into mid-level designers.

Case study

Student Onboarding

Background & Goals

At BridgeU, we use the **OKR framework** set goals and track outcomes. The objectives are set at the company-level. All teams and squads define their key results to align with the business objectives.

In 2023, the two company-level objectives were:

1. Materially improve the number of engaged students with our products & services throughout 2023.
2. Increase our value to university partners by influencing student decision-making in ways that can be evidenced and attributed to BridgeU.

My squad was focused on objective #1 and our key results were:

- Increase the percentage 2024 graduating students who have reached the data completion milestone for personalised content by 30th October.
- Increase the average number of unique platform sessions done by the 2024 graduating students from by 31 Dec 2023.
- 70% of the 2024 graduating students have at least 3+ shortlists by 31 Dec 2023.

Background & Goals

In the Product and Design teams, we ran an internal workshop to brainstorm areas of focus for the quarter. We involved various stakeholders from across the business, to help identify areas of focus. We used the feedback we've received in the past.

Based on the outcome of this workshop, we identified a few key areas of focus.

Our squad consisted of 1 product manager, 2 designers (me + a junior designer I was mentoring) and 6 engineers. I started with the Onboarding experience as this was top of the funnel.

<ul style="list-style-type: none">- Onboarding experience (in-app)- Onboarding comms (off-app)- Help students pick countries (off-app; in-app)- Help students pick subjects (off-app; in-app)- Re-engagement comms (off-app)	<ul style="list-style-type: none">- Increase % students at [milestone] within 1 day of registration - 48%- Reduce median time to [milestone] within 1 day of registration - 2m44s- Increase onboarding comms OR, CTR, conversion rate - 46%, ??, 17%- Increase % of 'gone dark' students we recover (to be refined) - ??
(n/a - monetisation focus)	(n/a - monetisation focus)
<ul style="list-style-type: none">- Simplify student journey/experience (in-app)- Improve uni/course recs (in-app)- Uni/course recommendation comms (off-app)- Improve search experience (in-app)- Improve depth of uni/course data (in-app)- Improve breadth of uni/course data (in-app)- Increase incentive / value of shortlist (in-app)- Shortlist-related comms (off-app)- Improve visibility of uni/course data (in-app)- Re-engagement comms (off-app)	<ul style="list-style-type: none">- Increase % students shown uni/course in 1 day of [milestone] - 81%- Reduce median time to see first uni/course in 1 day of [milestone] - 5m2s- Increase % students view uni/course profile in 14 days of [milestone] - 50%- Reduce time to uni/course profile view in 14 days of [milestone] - 28m45s- Increase % active students viewing uni/course profiles - 32%- Increase avg. uni/course profile views per active student - 4.8- Increase % students shortlisting uni/course in 14 days of [milestone] - 57%- Reduce time to first shortlist within 14 days of [milestone] - 24m11s- Increase % of students w/ 3+ shortlists within 14 days of [milestone] - 49%- Increase % of 'gone dark' students we recover (to be refined) - ??

Onboarding Goal

We want students to tell us what decisions they have or have not made, in order for us to understand their context. By understanding their context, we can deliver an experience that's relevant to them.

We know from the past data that students who enter their preferences on BridgeU are more likely to return to BridgeU for more sessions, and end up shortlisting universities on BridgeU.

This would **impact our key results directly**.

Existing Onboarding Experience

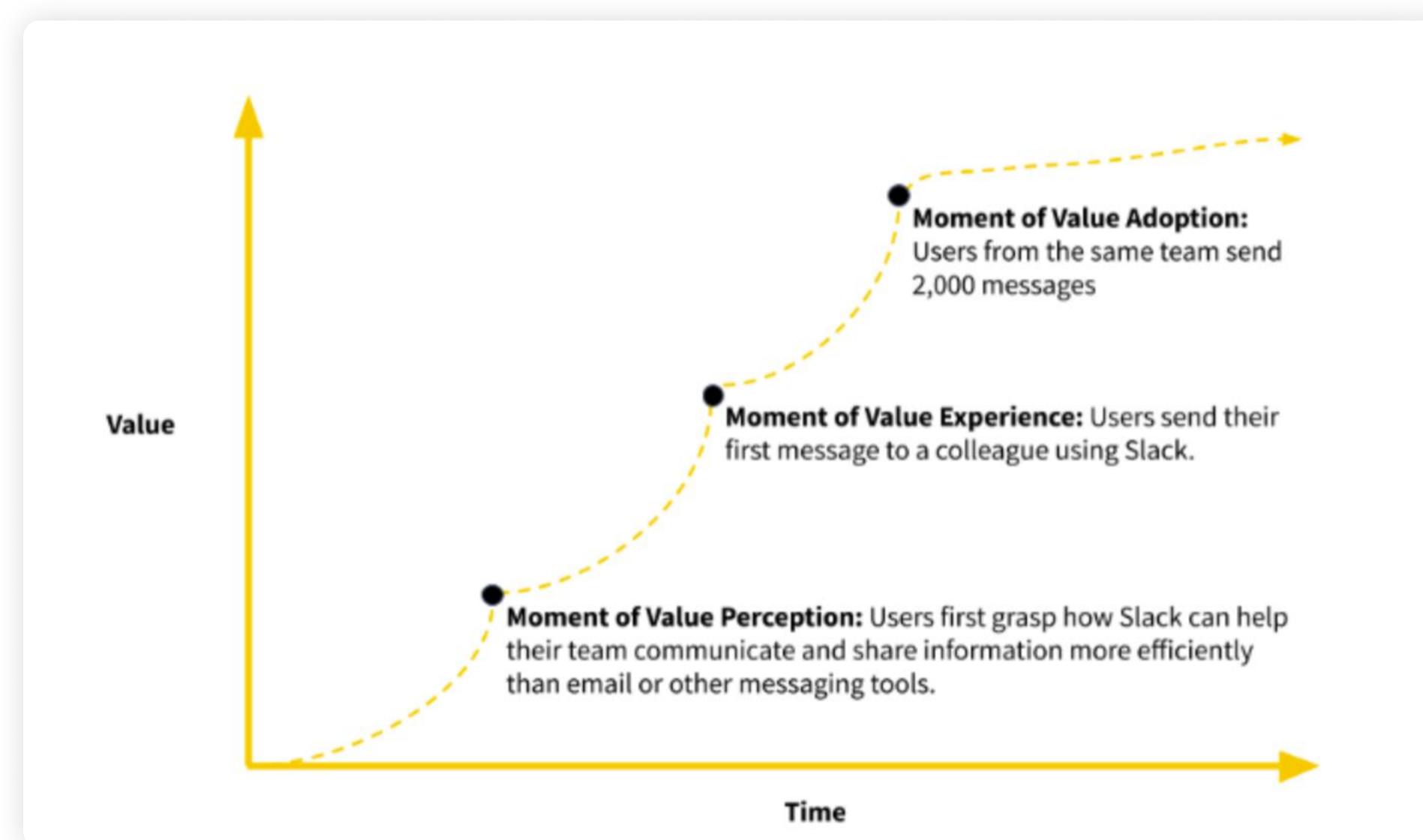
In the existing experience at the time, onboarding was practically non-existent. Students were prompted to set a password and landed directly on the homepage without any context or guidance.

The image displays three screenshots of the BridgeU platform's onboarding process:

- Email Invitation:** A screenshot of an email inbox showing an invitation from "BridgeU" to Shrihari. The subject line is "You're Invited: Join Your Classmates on BridgeU". The message body includes a "Join your classmates" button and a note about the best experience being on laptop/desktop. It also features sections for "Get ready to research", "Discover your dream degree", and "Ace your applications".
- Account Activation:** A screenshot of the "BridgeU" website showing the "Harry, Welcome to BridgeU" page. It prompts the user to activate their account by entering an email and password. It also includes a checkbox for accepting terms and conditions and a "Activate Account" button. A note at the bottom states, "If you have issues setting up your account, speak to our team at hi@bridge-u.com".
- Homepage:** A screenshot of the "Shrihari, Your Top Stories" page. The sidebar lists various services: University Visits, Assessments, Strategy Advisor, Careers, Profile builder, Universities, Shortlist, Applications, Writing Builder, Recommendations, and Test Management. The main area shows "Shrihari, Your Top Stories" with a placeholder for "Articles for you will show here." and a "Go to the Profile Builder" button. The "Your Progress" section shows a progress bar from "Introduction" to "Shortlist" with steps 1, 2, 3, and 4. The "Your Tasks" section shows a placeholder for "Tasks assigned to you will show here."

The Onboarding Framework

We used this as the foundation for the onboarding experience we wanted to build. We wanted students to experience a series of **Aha moments** as they're onboarding to the product.



Identifying the “Aha” moments

I ran an internal workshop with stakeholders from across different teams, to brainstorm what the “Aha” moments would be for different personas of students.

Let's start here...

Agenda

- 5 mins - Intro
- 5 mins x 4 user types:

 - 5 mins - Write down Aha moments
 - 5 mins - Review & Discuss
 - 5 mins - Conclude & Next steps

Aha moments

Student user types

- Students who aren't sure how or where to start
- Students who have some idea, but are interested in exploring their options
- Students who have strong preferences, and want relevant options
- Students who already have some unis/courses in mind
- Students who are not ready to start considering their future/university plans (not the focus for this workshop)

Workshop

Students who aren't sure how or where to start

Moment of Value Adoption

Students who already have some unis/courses in mind

Answers to question in the Progress Widget "Have you started thinking about university?" 2023 students source

Answers to question in the Progress Widget "Have you started thinking about university?" 2024 students source

Student launch survey - "Tell us what choices you have already made" Mixed grad year students source

	I HAVE DECIDED ALREADY	I HAVE SOME IDEAS BUT WANT MORE OPTIONS	I HAVE NO IDEA	TOTAL	WEIGHTED AVERAGE
The universities you plan to apply to	12.65%	42	69.12%	100	27.95%
The university you plan to attend university in	43.65%	103	46.30%	101	5.30%
The subject(s) you plan to study at university	35.94%	110	55.36%	100	8.77%
The course(s) or job(s) you plan to pursue after university	25.83%	68	61.00%	100	16.00%

Naviance 2021 report (US focused)
"When and How Did You Start Searching for Colleges"
Mixed grad year students source

When and How Did You Start Searching for Colleges?

Identifying the “Aha” moments

Based on the workshop, we identified a few important “Aha moments” that we wanted to create through the Onboarding experience.

Moment of Value Perception

Users feel reassured that it's normal to feel this way and BridgeU will help them figure out how to get started

Users see a step by step plan of how BridgeU can help them from “where they are” to “where they want to be”

Aha, I recognise where I am within this journey

Moment of Value Experience

Students enter their preferences, and see next steps/suggestions based on that

Users receive a recommended plan / pathway / first step for how to get started

Users go through a first step in the plan and see how it has progressed them further

Moment of Value Adoption

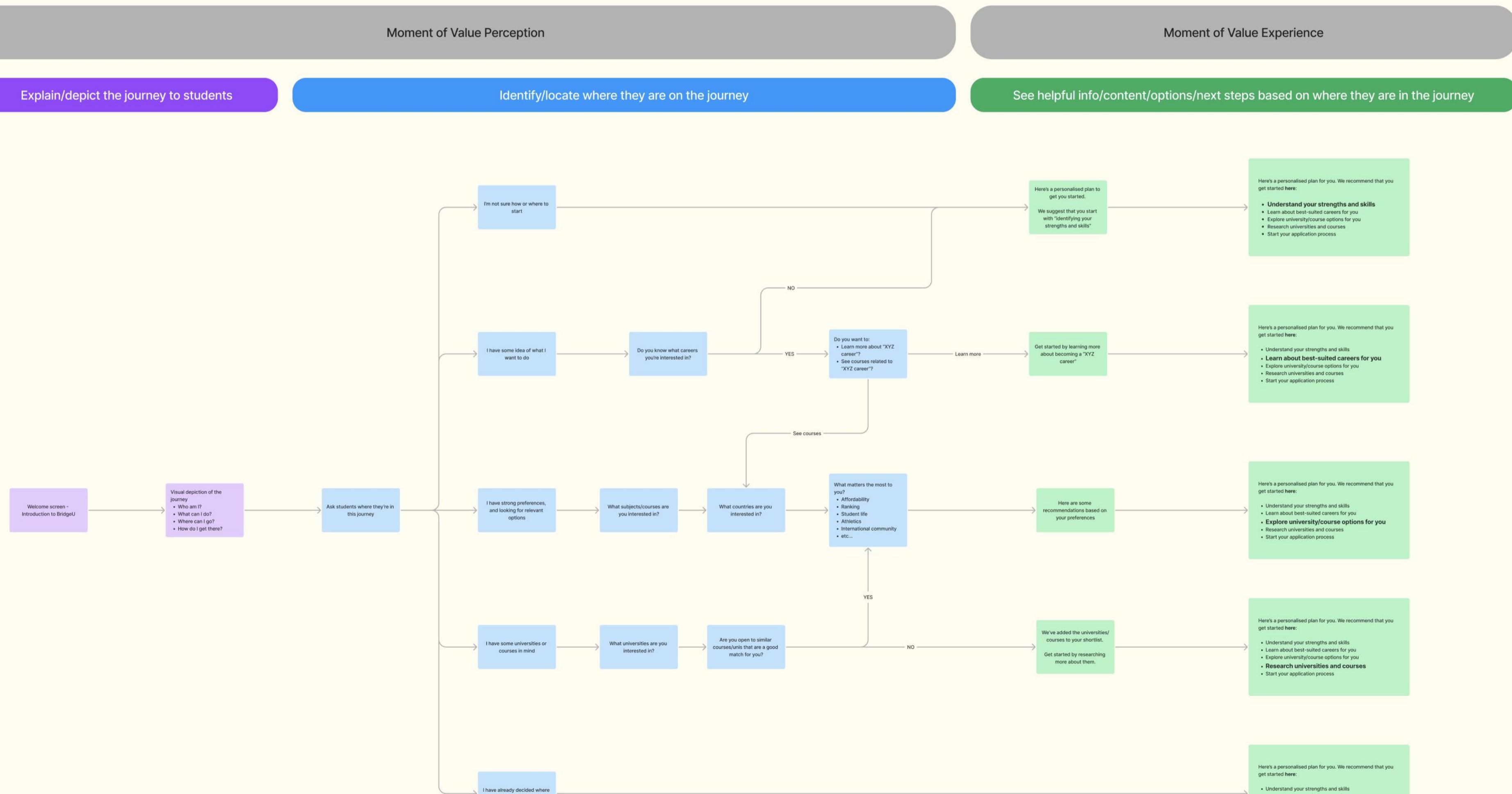
User has a shortlist of subjects and can start to search for uni's / courses.

Student receives a recommendation of the best options for them

Users continue going through the plan by BridgeU, to make continued progress

User flows

Equipped with this, I started creating some high-level flows in Figjam.



Ideation & Wireframing

Based on the user flows, I started creating some early concepts and wireframes in Miro

Your future is in your hands.
Scan to start your university journey!
or click here

Can you guess how many universities there are globally?

- Less than 10,000
- 10,000 - 20,000
- More than 20,000

There's a whole world of opportunity out there

But figuring out the best path for YOU can be really hard!

And there are some tricky questions along the way

What does success mean to me?
How can I make a positive impact on the world?
What inspires and motivates me?
Where do I see myself in 10 years?

BridgeU helps you build a roadmap for your future!

Who am I?
Understand your interests, skills, and strengths.

What can I do?
Discover and research your options.

Where can I go?
Explore careers, record experiences, build your CV, and set goals.

How do I get there?
Ace your applications and enrol at a best-fit uni!

Map - direction, destination, guidance

Reaching new heights - ups and downs along the way

Invest in your growth, plant seeds etc.

Unlock future opportunities / possibilities

Let's start with an easy question 😊
What is your name?
Enter your name...

Welcome, X! 🙌 Choose an avatar
Or upload your own photo

X, when will you graduate from your secondary / high school?
YYYY | MM

p.s. let us know your birthday, X
(so we can send you a special birthday message!) 🎁
YYYY | MM | DD

How would you like to start?
you can switch modes later

RECOMMENDED

GUIDED MODE
Discover what BridgeU can give you and increase engagement

EXPLORE MODE
Explore options yourself and ask the questions

Variation - G9, G10

How would you like to start?
you can switch modes later

RECOMMENDED

GUIDED MODE (start with Y9)
Find out what BridgeU can give you and increase engagement

EXPLORE MODE (start with G10)
Explore options yourself and ask the questions

Based on your answers, we think you should start here:

Who am I?
Understand your interests, skills, and strengths.

What can I do?
Discover and research your options.

Where can I go?
Explore careers, record experiences, build your CV, and set goals.

How do I get there?
Ace your applications and enrol at a best-fit uni!

Or you can choose a different option above to get started

Have you started thinking about university?
I'm just getting started
I know where I want to apply
I'm not sure if I want to go to university

How do you feel about applying to university?
Stressed Confused Overwhelmed
Excited Inspired Confident

What is the hardest thing about applying to university?
What excites you the most about applying to university?
Enter your answer here...

Based on your answers, we think you should start here:
Your response can help us improve BridgeU!

How did you start thinking about university?
When did you start thinking about university?

Ideation & Wireframing

Based on internal feedback, I worked on further design iterations of the concepts.

indicate where i am

BridgeU

What best describes you right now?

I'm sweating it I'm comfortable I'm really confident

Drag this to indicate how you feel

Continue

next step - personality test

BridgeU

Here's how you can get started...

We recommend that you start by taking this personality test to understand your strengths, and see what kind of careers best suit you...

Multiple Intelligences Test
5 mins

Send me next steps by email

Continue to BridgeU

subject

BridgeU

What would you like to study?

Search by subject name

Harry Potter harry@hogwarts.com Graduating in 2024

Countries interested in: United States of America, United Kingdom, Canada

Subjects interested in: Computer Science, Computer Games

Not sure yet? Skip

Continue

explain journey

BridgeU

BridgeU helps you build a roadmap for your future!

Who am I? Understand your interests, skills, and strengths.

What can I do? Explore careers, record experiences, build your CV, and set goals.

Where can I go? Discover and research your unis and course options.

How do I get there? Ace your applications and enrol at a best-fit uni.

Continue

subject

BridgeU

What would you like to study?

Select as many as you like. You can change these later.

Search by subject name

Architecture & Design, Arts, Business, Economics, Education, Engineering, Finance, Formal Sciences, Humanities, Journalism, Law, Life Sciences, Marketing, Medicine, Physical Science, Psychology

Continue

Not sure yet? Skip

next step - guide & unis

BridgeU

Based on your answers, here's how you can get started...

Learn more about choosing what to study at 5 min read

Universities in the United Kingdom 2,409 universities

Universities in the United States of America 4,218 universities

Send me next steps by email

Continue to BridgeU

indicate where i am

BridgeU

What best describes you right now?

Continue

subject

BridgeU

What would you like to study?

Check out these courses matching your preferences...

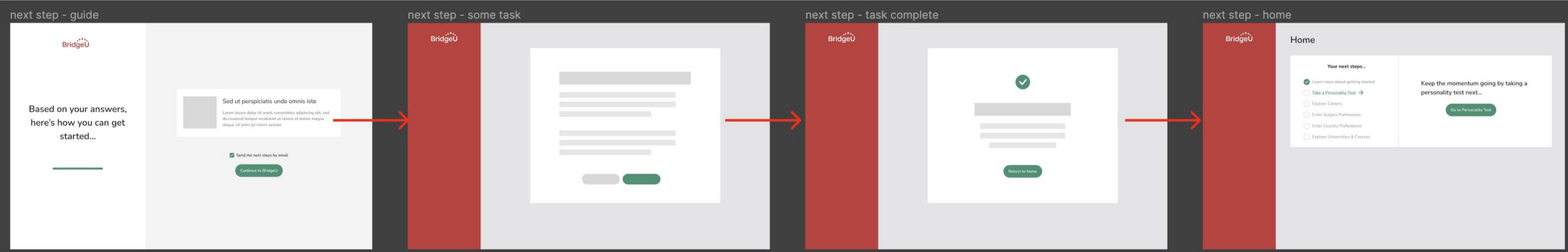
Continue

Future Vision

As I progressed with the design iterations, it became clear that students fell into a linear spectrum based on what decisions they have made or not made. Some students had no idea where to start their thinking, some students had it all figured out. BridgeU wasn't serving the needs of this linear journey very well. **It was a one size fits all experience.**

This led me to question how the BridgeU experience could evolve in the future to accommodate this student journey, and what the onward experience would be after Onboarding.

I explored some high-level ideas on this line of thought, and then explored it further as its own side-project.



Future Vision

BridgeU

Search for anything - unis, courses, guides etc...

Message Bell

MODULE 1

Strengths exploration

0 / 3 completed

Identify your skills and strengths →
10 mins

Take your personality test →
15 mins

Write your CV →
20 mins

MODULE 2

Careers exploration

0 / 2 completed

Research career options →
15 mins

Choose high school subjects →
15 mins

MODULE 3

University exploration

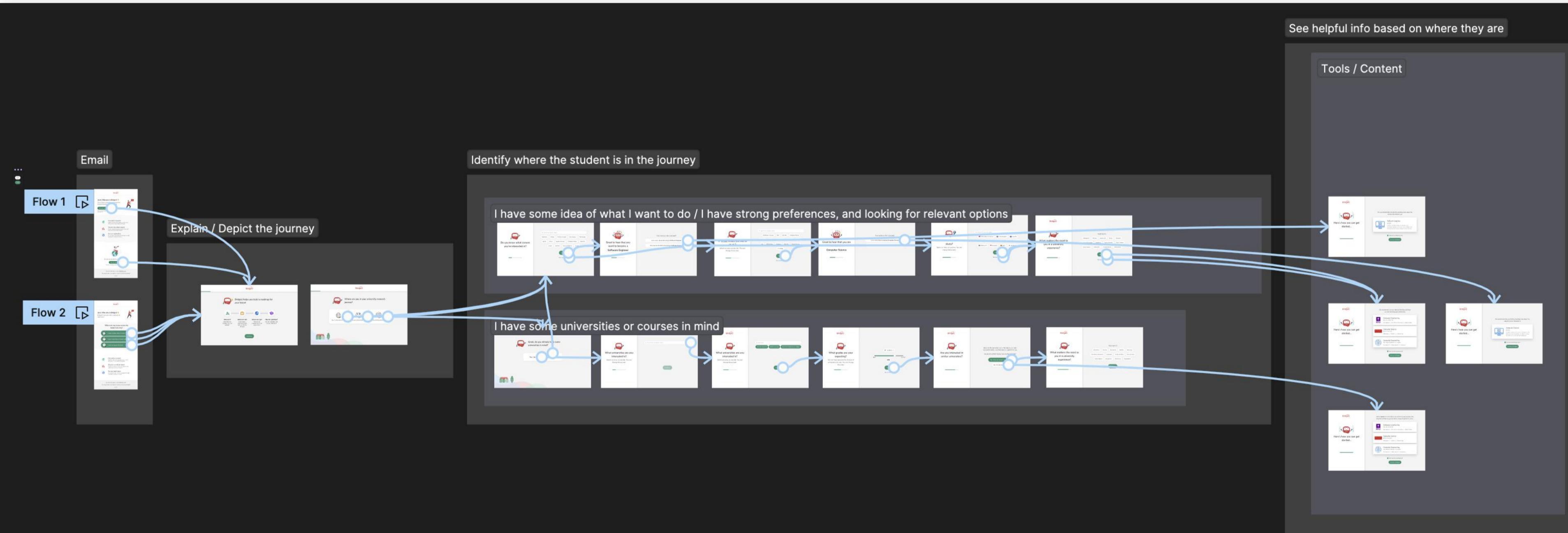
0 / 3 completed

Explore university applications

Prototype & Testing

I picked a few ideas and stitched them together as a prototype. The goal was to show this to students and test the overall approach, and understand what questions resonated best with students, which ones they find helpful.

At this stage, it wasn't a finalised design or flow that we were testing with students.



Learning Objectives

We set out some learning objectives for the user testing sessions

- How does the student describe the journey/process themselves?
- Does the way the journey is depicted resonate with students?
- Can students recognise where they are on that journey?
- Do students prefer to have a guided experience or a more self-directed journey?
- Are they actually perceiving the options/info/next steps we're suggesting to them as valuable?

The diagram illustrates the BridgeU roadmap, featuring a red robot icon with a yellow hand pointing right, followed by the text "BridgeU helps you build a roadmap for your future!". Below this, a horizontal line connects four circular icons: a person with a magnifying glass, a briefcase, a globe, and a graduation cap. Each icon is accompanied by a title and a descriptive subtitle.

Who am I?	What can I do?	Where can I go?	How do I get there?
Understand your interests, skills, and strengths.	Explore careers, record experiences, build your CV, and set goals.	Discover and research your uni and course options.	Ace your applications and enrol at a best-fit uni!

User Testing

We conducted user testing sessions with 6 students graduating in 2024, which was our target audience for this work. They were moderated interviews, where we showed the students the prototype and asked questions.

The image shows a user testing interface for BridgeU. At the top right is the BridgeU logo. Below it, a red robot-like character with a smiling face and antennae asks the question "What best describes you right now?". Three circular icons below the question represent different levels of preference: 1) A worried face with sweat drops labeled "I have not idea where to start". 2) A neutral face with a slight smile labeled "I have some idea of what I want". 3) A smiling face with closed eyes labeled "I have strong preferences". The background features a stylized illustration of buildings and trees at the bottom.

BridgeU

What best describes you right now?

I have not idea where to start

I have some idea of what I want

I have strong preferences

Findings

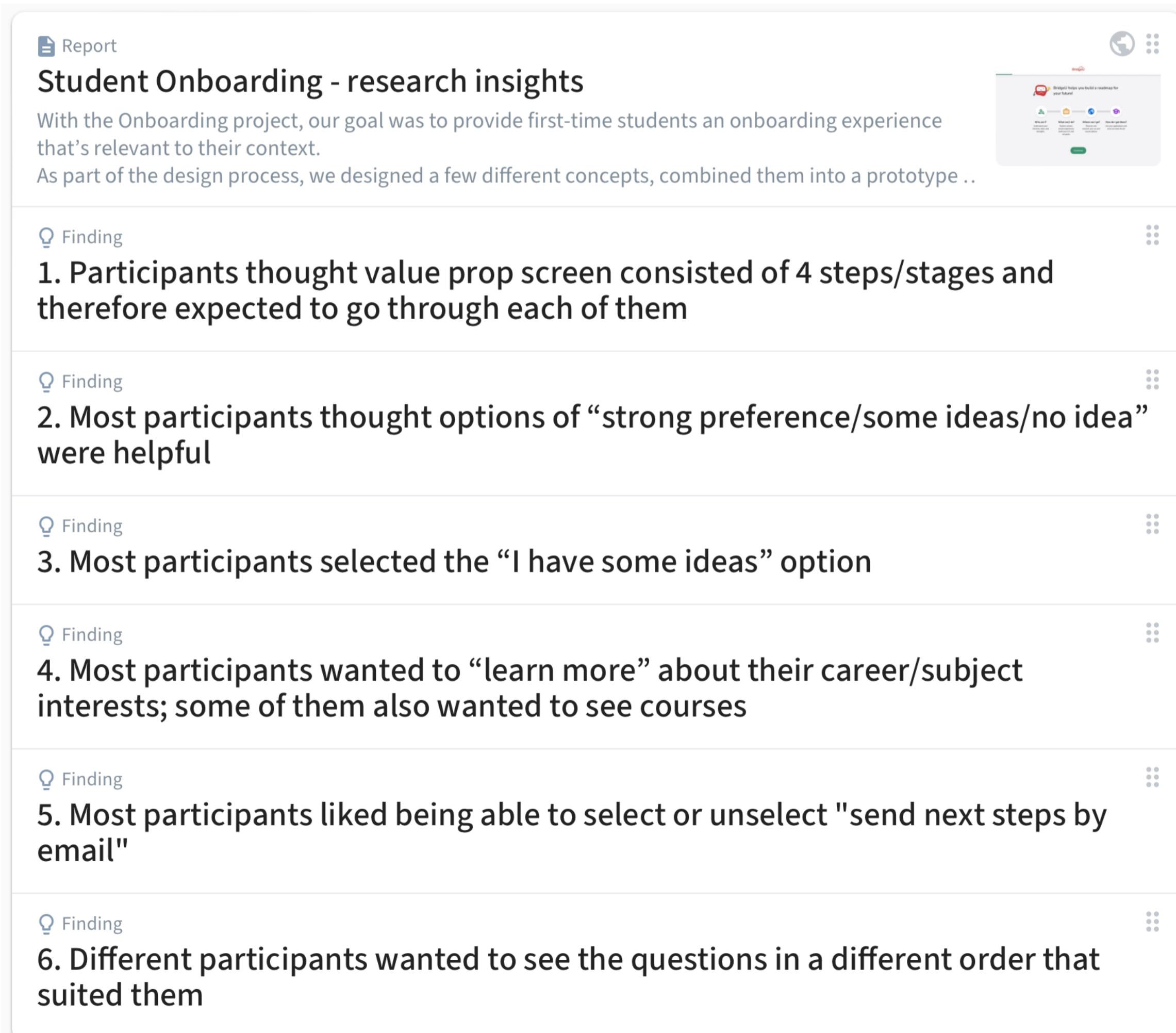
With the support of a UX researcher, I tagged all the user interviews on Condens and synthesised insights from the research. The main findings were compiled into a report.

Report

Student Onboarding - research insights

With the Onboarding project, our goal was to provide first-time students an onboarding experience that's relevant to their context.

As part of the design process, we designed a few different concepts, combined them into a prototype ..



- 1. Participants thought value prop screen consisted of 4 steps/stages and therefore expected to go through each of them**
- 2. Most participants thought options of “strong preference/some ideas/no idea” were helpful**
- 3. Most participants selected the “I have some ideas” option**
- 4. Most participants wanted to “learn more” about their career/subject interests; some of them also wanted to see courses**
- 5. Most participants liked being able to select or unselect "send next steps by email"**
- 6. Different participants wanted to see the questions in a different order that suited them**

MVP

Based on the insights from the user testing, we decided on what to build as the first-cut MVP. **We decided to start with a few questions we had high confidence in.** This also aligned with previous research we've done in this area - that students generally have some idea about the “**country**” or “**subject**” they’re interested in and expect that to be their starting point for university research.

	I HAVE DECIDED ALREADY	I HAVE SOME IDEAS BUT WANT MORE OPTIONS	I HAVE NO IDEA	TOTAL	WEIGHTED AVERAGE
The universities you plan to apply to	12.43% 43	60.69% 210	26.88% 93	346	2.14
The country(ies) you plan to attend university in	45.71% 160	48.86% 171	5.43% 19	350	1.60
The subject(s) you plan to study at university	36.10% 126	55.59% 194	8.31% 29	349	1.72
The career(s) or job(s) you plan to pursue after university	26.36% 92	59.03% 206	14.61% 51	349	1.88

I continued to iterate on other ideas based on the findings from the user testing.

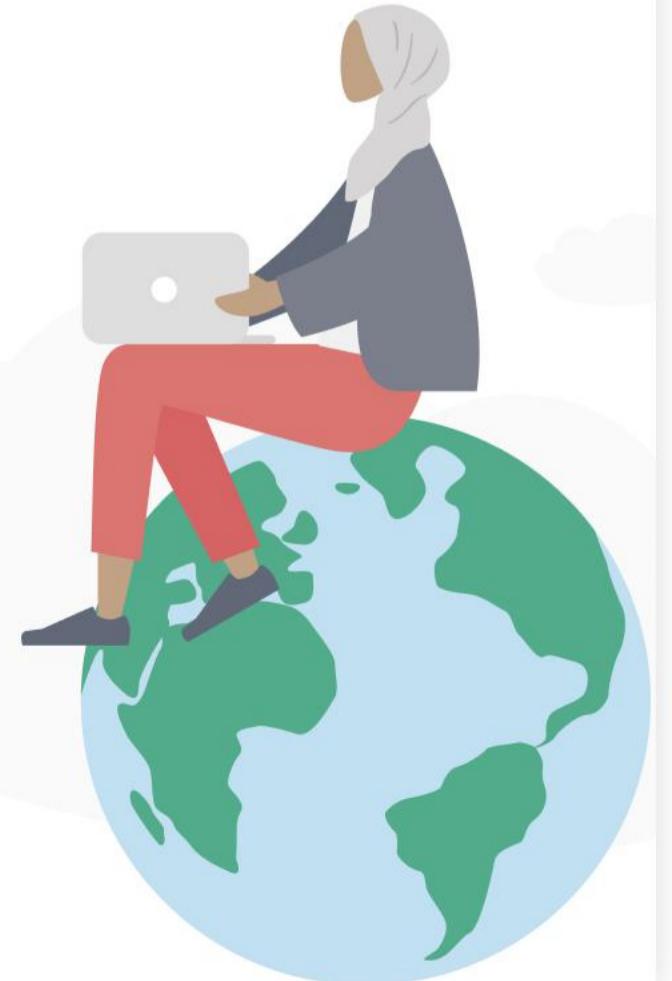
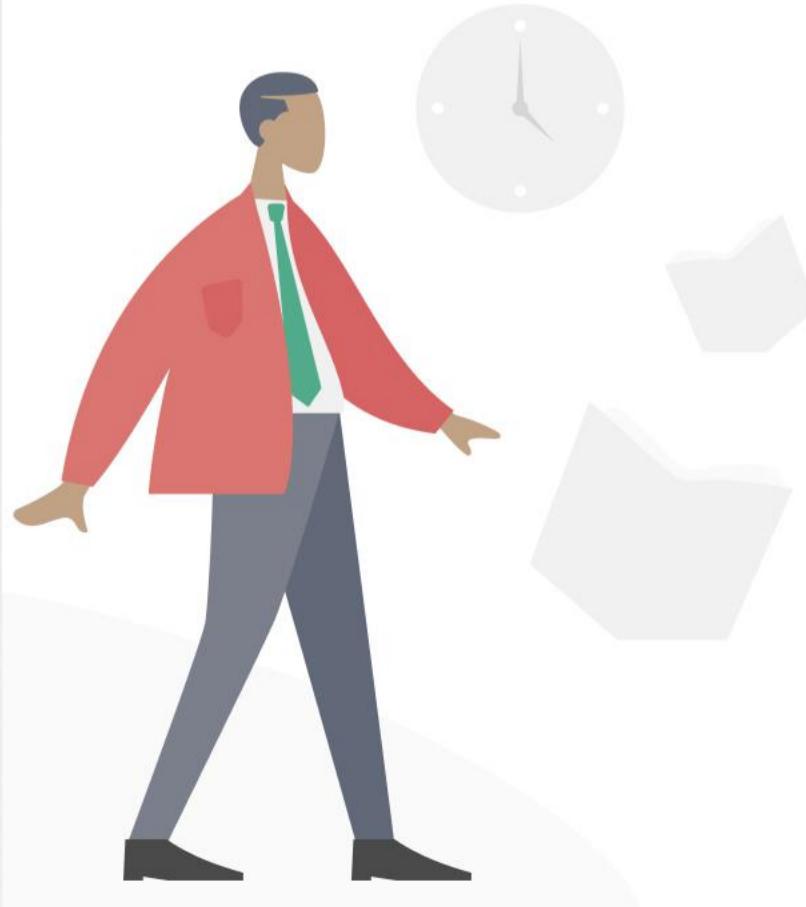
Final Designs



Hey Harry 🙌

Welcome to BridgeU! 🎉

We will help you discover, research, and apply
to universities around the world.



Final Designs



We'd love to know more about you

How do you feel
about your plans for
university?



I have no idea where to start



I have some idea of what I want



I have strong preferences



Final Designs



Where would you like to study?

Select as many as you like. You can change these later.



Search by country name

-  United States of America
-  United Kingdom
-  Australia
-  Canada
-  Germany
-  Hong Kong
-  India
-  Japan
-  Netherlands
-  Singapore
-  Spain
-  South Korea

[Continue](#)

[Not sure yet? Skip](#)

Final Designs

 BridgeU

Based on your answers, we recommend that you get started by checking out these courses in the countries you're interested in...

 United States of America  United Kingdom  Australia

 Computer Science courses [See all courses →](#)

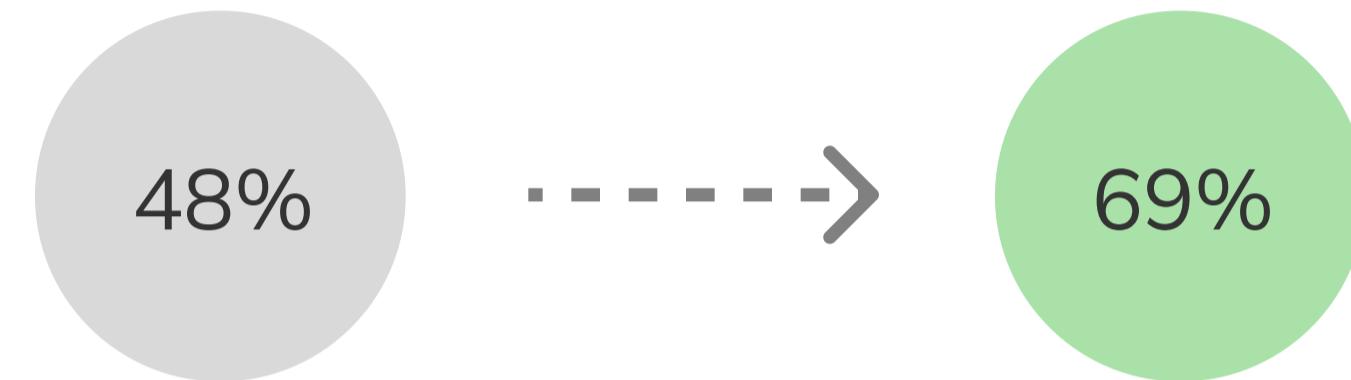
 Data Science courses [Show courses ▾](#)

 Economics courses [Show courses ▾](#)

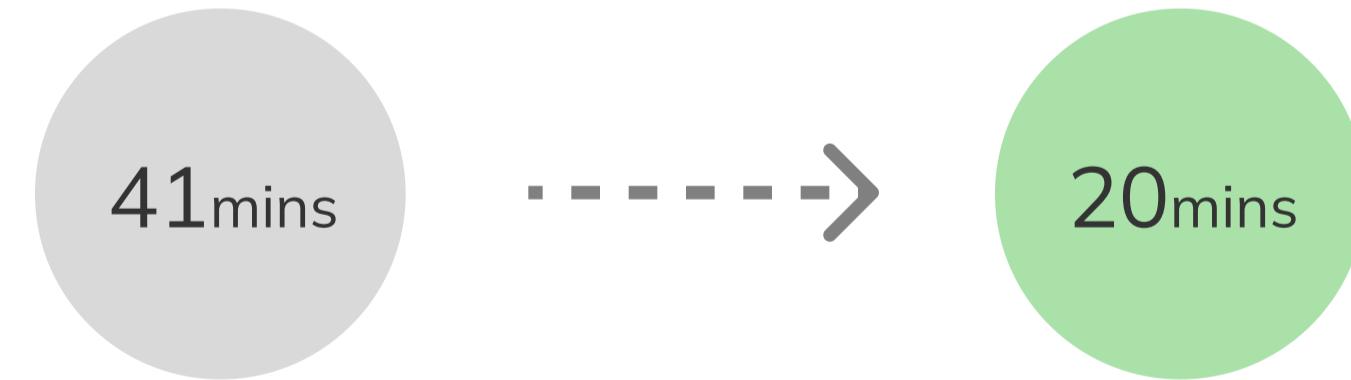
[Continue to BridgeU](#)

Impact

We shipped the MVP in the last week of July. Over the next few weeks, we've seen significant impact already.



Data completion milestone: Percentage of students who have added Country or Subject preferences



Average time to add Country or Subject preference

Next Steps

This wasn't the end of the work on Onboarding. We've had some amazing insights from the user testing sessions, and we continue to monitor the impact on the metrics.

The next steps are to continue iterating on the flow based on the research findings, and continue to ship them as incremental changes, and measure how they impact the metrics.

The next areas of focus are:

- Focus on students who are just starting out
- Focus on the experience for students who have everything figured out
- Additional questions to understand the context of these two user segments
- Onward journey after Onboarding and how that aligns with the student journey

Case study

University Discovery

Background

BridgeU's mission is to connect students with their best-fit universities. Student users are at the core of this mission, and university discovery is a core part of the BridgeU platform.

Before we started working on this project, we had been hearing feedback from school counsellors that university discovery on BridgeU was cumbersome and complex. Students were losing interest and resorting to Google for university research. We set out to solve this problem and improve student engagement on the platform.

The main metrics we were focused on were

- **Number of university profile views**
- **Number of shortlists made by the student**

These metrics were indicators of students engaging with the platform.

User Research

At that time, we didn't have access to conduct 1:1 interviews with students directly. I conducted our user research through other methods.

1:1 user interviews with counsellors to understand how their students use BridgeU

Focus groups with up to 10 students per group, in the presence of their counsellor

Findings

- BridgeU's "University Matches" page was the primary way to discover universities. This was confusing to use.
 - Students had to answer around 20 questions in the "Profile Builder" before even seeing any university match
 - They could only see 9 universities at a time. They had to "shortlist" or "discard" universities to see more.
 - There wasn't an easy way to filter the results. Students had to go back to the "Profile builder" and change their answers to filter the university matches

The screenshot shows the BridgeU University Matches page with a red header bar. On the left sidebar, there are several navigation links: Home, Strategy Advisor, Careers, Profile Builder, University Matches (which is highlighted in red), Shortlist, Applications, Writing Builder, Recommendations, and Test Management. The main content area is divided into three colored sections:

- Reach options (Orange):** Shows 3/95 results. It features a card for UCL Management Science (4 years) with a logo, UCAS code N990, a 10-15% acceptance chance, and a 73% preference fit. Buttons for "MORE INFO", "DISCARD", and "SHORTLIST" are present.
- Match options (Blue):** Shows 3/134 results. It features a card for The University of Edinburgh Business with Marketing with a logo, UCAS code N1N5, a 30-40% acceptance chance, and a 73% preference fit. Buttons for "MORE INFO", "DISCARD", and "SHORTLIST" are present.
- Safety options (Green):** Shows 3/6107 results. It features a card for The University of Edinburgh Accounting and Finance with a logo, UCAS code NN43, a 60-70% acceptance chance, and a 72% preference fit. Buttons for "MORE INFO", "DISCARD", and "SHORTLIST" are present.

At the top right of the main content area, there are icons for a bell, a user profile, and the name "SHRIHARI". Below the main content area, there are links for "How it works", "Chat with us", and "Discarded".

Findings

- The “Search” functionality was placed within the “Shortlist” page. This wasn’t intuitive
 - The search results were presented in a small modal. This limited the number of results that could be shown.
 - The search results combined both university and course results in the same interface. Courses from a single university often overshadowed other university results. Students were predominantly searching for universities (rather than courses) by name
- Students had to shortlist a university first before being able to look at information about the university

The screenshot shows the BridgeU platform's Shortlist page. At the top, there is a navigation bar with links to John's Dashboard, Advisor's Dashboard, and My Dashboard. On the far right, there are icons for a profile picture, a search bar, and a user named SHRIHARI. The main area is titled "Shortlist". On the left, there is a sidebar with links to Home, University Visits, Strategy Advisor, Profile Builder, Universities (which is highlighted in red), Writing Builder, Recommendations, and Test Management. The main content area displays a search modal titled "Search for a university or course". The search term "har" has been entered, and the results show three entries: "Harvard University US", "Harding University US", and "University of Hartford US". Each result has a "+ ADD" button to the right. Below the search modal, there are two cards. The first card is for Pomona, US, showing a Match status, 96% Preference Fit, and 45-55% Chance of Acceptance. It has "More info" and "Add Note" buttons, and a large green "ADD TO APPLICATION LIST" button. The second card is for Groningen, NL, showing a Match status, 94% Preference Fit, and N/A Chance of Acceptance. It also has "More info" and "Add Note" buttons, and a green "ADD TO APPLICATION LIST" button. At the bottom of the screen, there are three more university cards: Utrecht University (Liberal Arts and Sciences), Erasmus University Rotterdam (Liberal Arts and Sciences), and Princeton University.

Design concepts

Armed with the insights from the user research, I started exploring some solution concepts as quick wireframes, and iterated on them based on internal stakeholder feedback.

The image displays six hand-drawn wireframes arranged in two columns of three, representing a user flow and various design concepts for a study-related application.

- Top Left Wireframe:** A survey question "WHAT COUNTRIES ARE YOU INTERESTED IN STUDYING IN?" followed by a list of countries with checkboxes. Options include Australia, Canada, Germany, Hong Kong, India, Japan, Netherlands, Spain, United Kingdom, and USA. Below the list is a "Skip" button and a "NEXT" button.
- Top Middle Wireframe:** A question "WHAT ARE YOUR TARGET GRADES?". Below it are four large empty rectangular boxes for drawing grade ranges. At the bottom are "Skip" and "NEXT" buttons.
- Top Right Wireframe:** A header with tabs: EXPLORE, MATCHES, and SHORTLIST. The MATCHES tab is selected. It features a search bar with placeholder text "Search by university, course or location". Below the search bar are sections for "Explore by location" (USA, UK, Netherlands, more) and "Explore by subjects" (Economics, Business, Comp. Sci, more). There is also a "Top Unis in USA" section with four placeholder cards.
- Bottom Left Wireframe:** A survey question "WHAT SUBJECT ARE YOU INTERESTED IN?" followed by a list of subjects with checkboxes. Options include Architecture, Arts, Business, Education, Engineering, Formal Sciences, and Humanities. Below the list is a "Skip" button and a "NEXT" button.
- Bottom Middle Wireframe:** A header with tabs: MATCHES, SHORTLIST, and PREFERENCES. The MATCHES tab is selected. It shows a card for "Business Management MANCHESTER" with "SEE CHANCE OF ACCEPTANCE" and "SEE PREFERENCE FIT" buttons, and a "SHORTLIST" button. Below the card are three empty rectangular boxes for drawing preference fits. There are also three empty boxes at the bottom.
- Bottom Right Wireframe:** A header with tabs: EXPLORE, MATCHES, and SHORTLIST. The MATCHES tab is selected. It features a search bar with placeholder text "Search by University, course or location". Below the search bar are sections for "Top Unis in USA" (four placeholder cards) and "Top BUSINESS courses" (four placeholder cards).

Design concepts

BridgeU - University Search Platform

The platform features a clean, modern design with a red header bar and a white background. It includes sections for exploring universities by region, viewing top universities in the USA, and a detailed profile page for users to input preferences and see matches.

Key Features:

- Explore Page:** Shows a grid of university cards. Each card displays the university name, location, average SAT score, and cost of living. A "SHORTLIST" button is available for each university.
- Profile Page:** Allows users to input personal preferences such as location, average SAT score, and cost of living. It also includes sections for "PERSONAL PREFERENCES" (e.g., "At university I want to...") and "PREFERENCES" (e.g., "Would you rather study something you love or something leading to high salary job?").
- Match Page:** Displays a list of recommended universities based on user preferences. Each row includes the university name, location, average SAT score, cost of living, and a "Match" icon.
- Search Functionality:** Includes filters for State/Region, Size, Fees, Ranking, and Subjects offered, along with a sort option for Chance of Acceptance.
- Header:** Features a navigation bar with "Explore", "Matches", and "Shortlist" tabs, as well as a user profile section for "Harry".

Approach

Based on the user research insights and the internal feedback, we had significant confidence in the design solutions. We took an iterative approach to shipping small changes and testing live in the product. We were monitoring the metrics throughout.

- Search
 - Make search easily accessible from multiple pages
 - Show results on a separate page
 - Show only “universities” as results. Show courses within universities as next step
- Quickly view university information on an overlay
- Matches
 - Browse through “matches” freely without having to discard them
 - Easily filter matches by “reach / match / safety” and by country
 - Quickly make changes to “profile builder” from the matches page
- New “Explore” view
 - Explore universities & courses by Country and by Subject
 - Filter results within “Explore” by country, subject, fees, ranking etc. **(mention the experiment)**

Final Design Solutions

BridgeU

Explore Matches

Home University Visits Assessments Strategy Advisor Careers Profile Builder Universities Shortlist Applications Writing Builder Recommendations Test Management

Search for any university in the world... Search →

Explore by country

- USA
- UK
- Australia
- Canada
- Germany
- Hong Kong
- India
- Japan
- Netherlands
- Singapore
- Spain

Explore by subject area

- Architecture & Design
- Arts
- Business
- Economics
- Education
- Engineering
- Finance
- Formal Sciences

Final Design Solutions

BridgeU

Explore Matches Shortlist Harry

Universities in USA Added to Profile

Filter by Subjects offered

Showing 4215 universities

Harvard University Cambridge, US Add to Shortlist

University of South Florida Cambridge, US Add to Shortlist

Bucknell University Cambridge, US Add to Shortlist

Clemson University Cambridge, US Add to Shortlist

Florida Institute of Technology Cambridge, US Add to Shortlist

California Institute of the Arts Cambridge, US Add to Shortlist

Final Design Solutions



BridgeU

S



Michigan State University

 **University At A Glance**

QS Global rank	34
% International students	15%
% Successful applications	71%

 **Annual Fees** ⓘ

International	\$70000 - \$90000
Domestic	\$45000 - \$60000

**The figure shown is only the basic full-time tuition for one academic year, before any aid. Tuition, Program & ...
[Show more](#)

 **Location**

Country	USA
State	Michigan
Setting	Urban

 **Standardised Tests**

SAT Range	1200 - 1500
ACT Range	22 - 30

SAT/ACT tests are **optional**

UNI OVERVIEW

MATCH SCORES

NOTES

[Visit Website](#)

Sed laoreet netus tortor [get in touch](#)

Overview

Odio semper varius suspendisse vel eget aenean. Viverra ut elementum at proin egestas nibh sit vitae. Sit aliquam dui et fermentum blandit tortor id. Faucibus ipsum eu mollis dignissim purus cursus massa. Gravida enim volutpat nisl dapibus vitae nullam. Scelerisque non eget auctor molestie odio sagittis, enim ultrices ultrices.

Neque sagittis sed faucibus tempus enim. Sit in sit purus velit justo, morbi. Quis nam malesuada et, purus nunc aliquet sagittis. Pellentesque tellus velit elit pretium auctor. Sed cursus felis lobortis bibendum vel nisl vulputate.

Final Design Solutions

BridgeU

Explore Matches

Home University Visits Assessments Strategy Advisor Careers Profile Builder Universities Shortlist Applications Writing Builder Recommendations Test Management Help Center

Harry

oxford

Search →

Filter by Subjects offered Country

8 universities found

UNIVERSITY OF OXFORD

University of Oxford

Oxford, UK

See all 128 courses

MIAMI UNIVERSITY

Miami University

Oxford, US

Add to Shortlist

OXFORD BROOKES UNIVERSITY

Oxford Brookes University

Oxford, UK

See all 128 courses

UNIVERSITY OF OXFORD

University of Oxford

Oxford, UK

See all 128 courses

MIAMI UNIVERSITY

Miami University

Oxford, US

Add to Shortlist

OXFORD BROOKES UNIVERSITY

Oxford Brookes University

Oxford, UK

See all 128 courses

MIAMI UNIVERSITY

Miami University

Oxford, US

Add to Shortlist

OXFORD BROOKES UNIVERSITY

Oxford Brookes University

Oxford, UK

See all 128 courses

Final Design Solutions

BridgeU

Matches Shortlist Applications

All Reach Mat...

Durham University
Mathematics with Statistics

Reach Preference fit Chance of ac... See Score

Shortlist

Durham University
Mathematics with Statistics

Reach Preference fit Chance of ac... See Score

Shortlist

Durham University
Mathematics with Statistics

Reach Preference fit Chance of ac... See Score

Shortlist

Your Profile

PERSONAL PREFERENCES

At university I want to...

see lots of familiar faces meet new people every year I don't mind

How big do you want your class sizes to be?

25 or more people, lecture style Smaller groups, seminar style I don't mind

In terms of my surroundings, I...

feel energized when I'm in really large, bustling cities enjoy cities, but I also enjoy nature, outdoor sports, and the calmness of the countryside love the idea of being located in a remote place, far away from the craziness of cities

What is your maximum annual budget for tuition fees?

Lower-range - up to \$20,000 Mid-range - up to \$35,000 No limit

Would you rather study something you love or something leading to high salary job?

Something I love High salary Both are important

COUNTRIES

SUBJECT INTERESTS

TARGET GRADES

PREFERENCES

Update Profile

Impact

We've seen significant increase in our key metrics measured over 1 year before and after making the changes.



University profiles viewed by students
(Around 1M to 1.24M)



Universities shortlisted by students
(Around 260k to 306k)

Today, around **35% of all shortlists**
are made through “Explore”

65% of the students use at least one filter
when Exploring universities

Project overview

Mobile-first Experience

Background

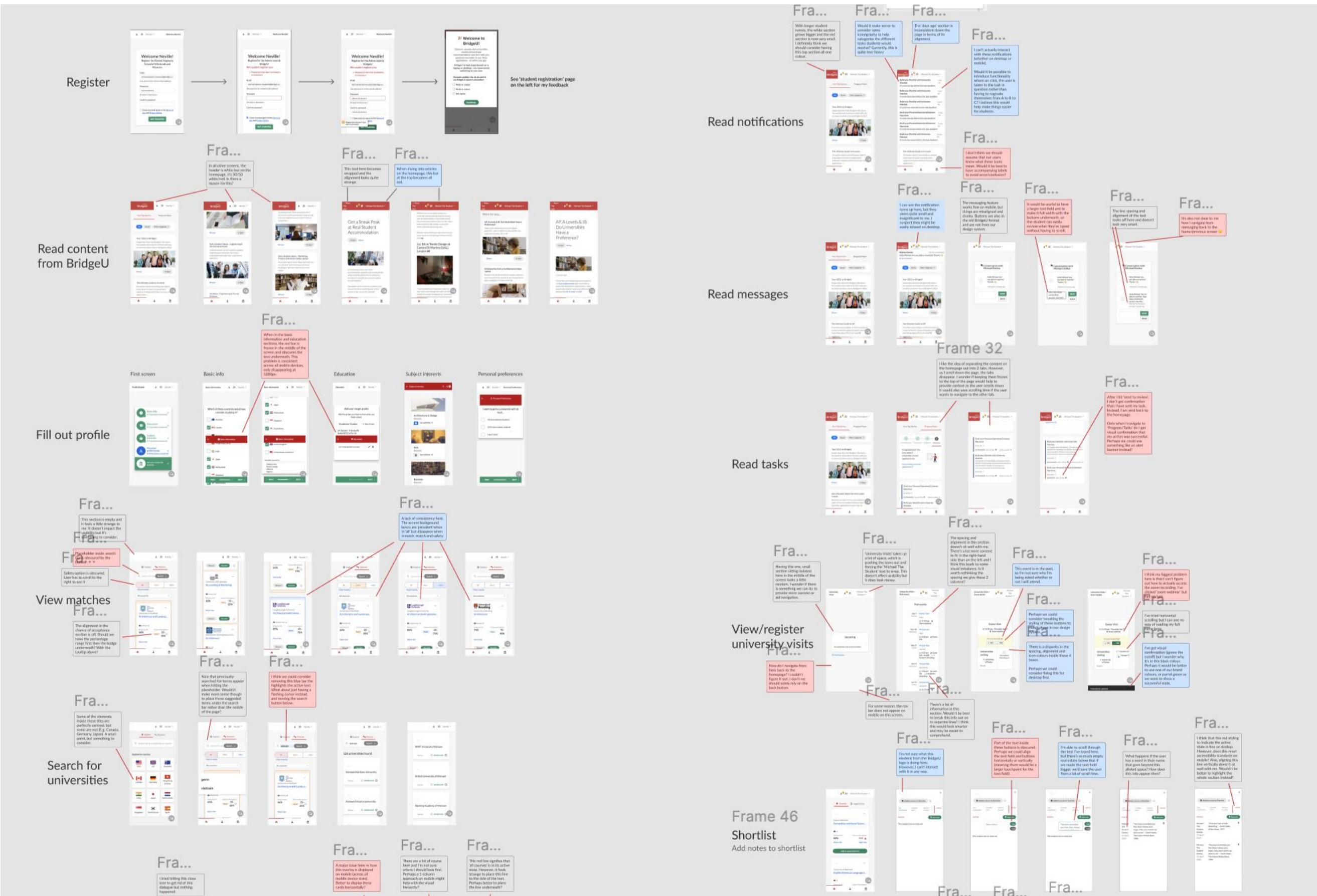
Historically, mobile had not been very important for BridgeU. Students and advisors mostly used BridgeU in a school environment on a laptop or a desktop computer. This meant that while some parts of BridgeU were responsive, most weren't optimised for use on mobile.

The situation changed in 2020 due to the pandemic. More and more students were trying to use BridgeU on their phone, and were getting frustrated with the experience.

We wanted to fix this and improve the experience for mobile devices.

Audit

We did an internal audit of all the pages of BridgeU on mobile devices, and found that most of the pages were not responsive. We identified key areas of the product which was being used heavily by the students and started by focusing on these pages.

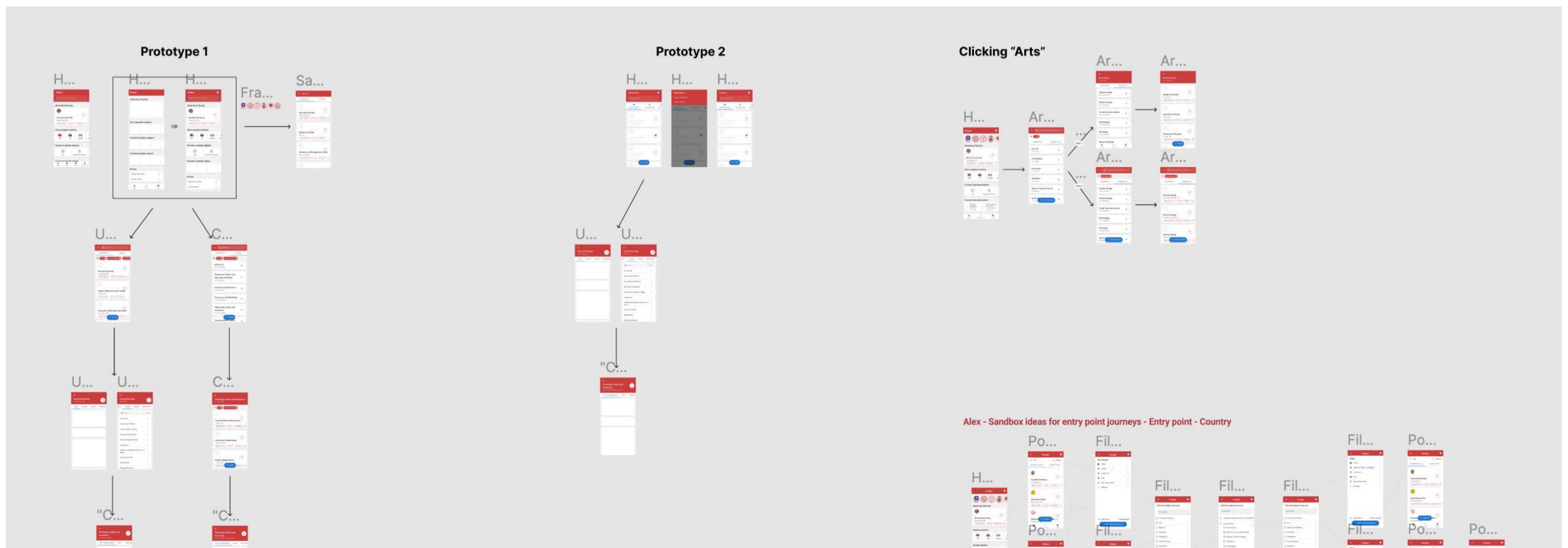


Mobile-first Approach

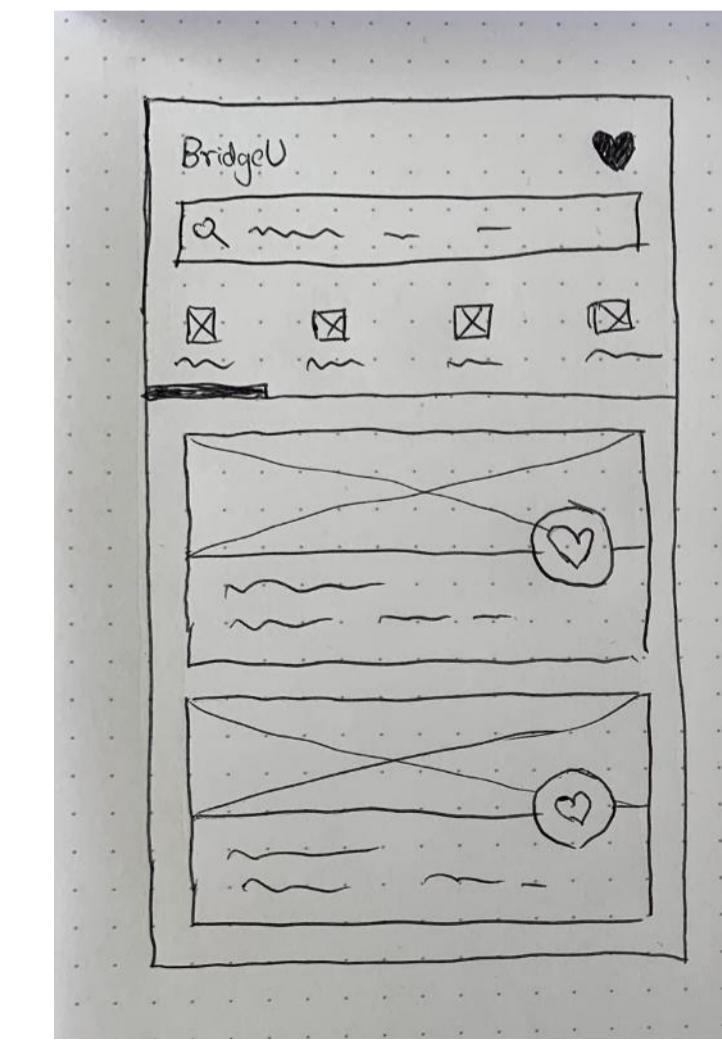
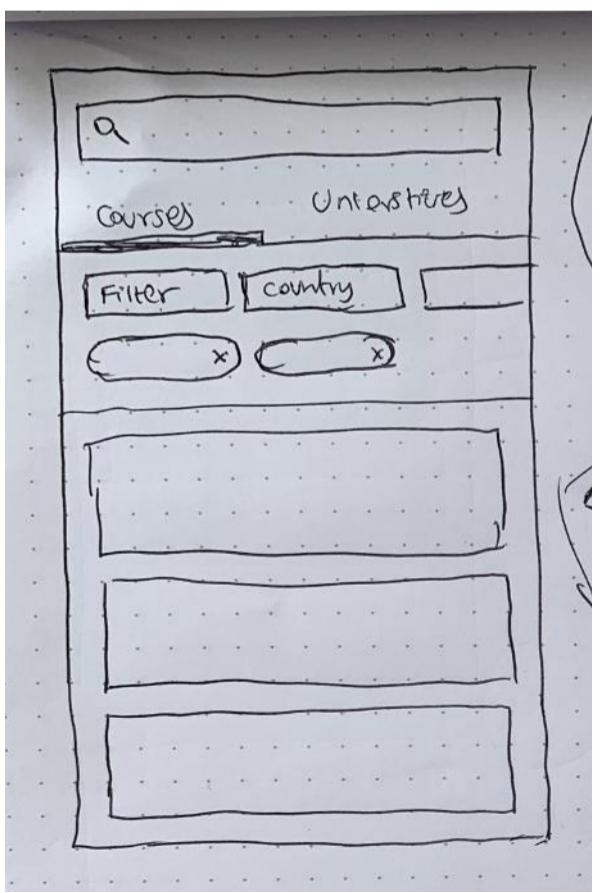
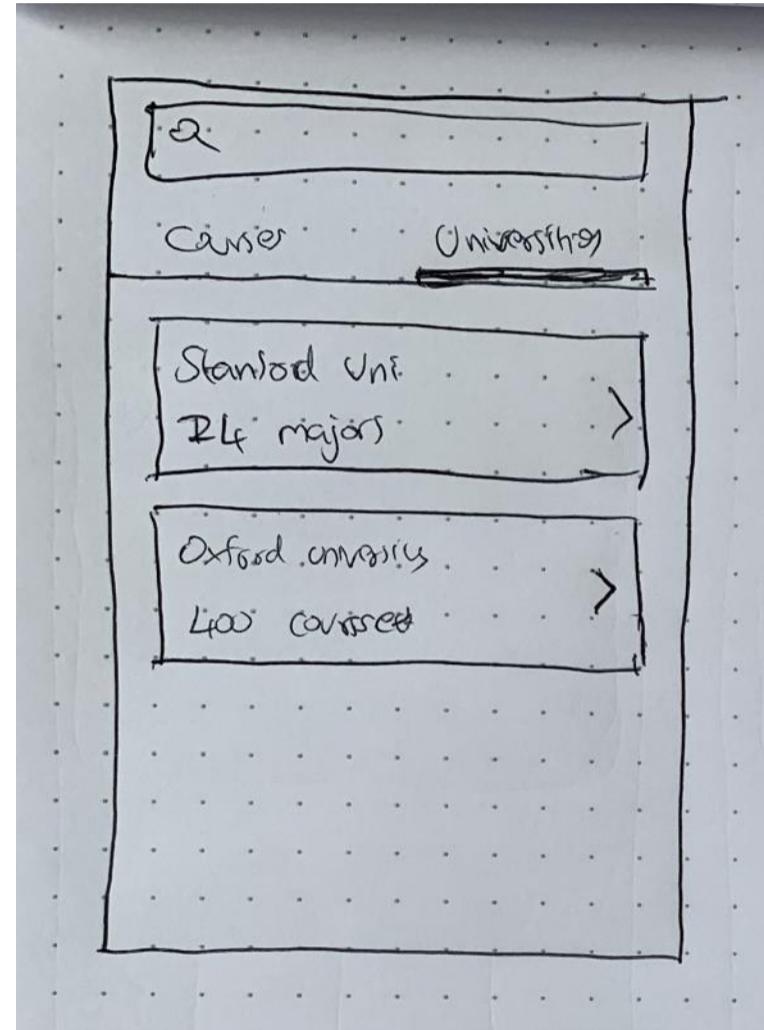
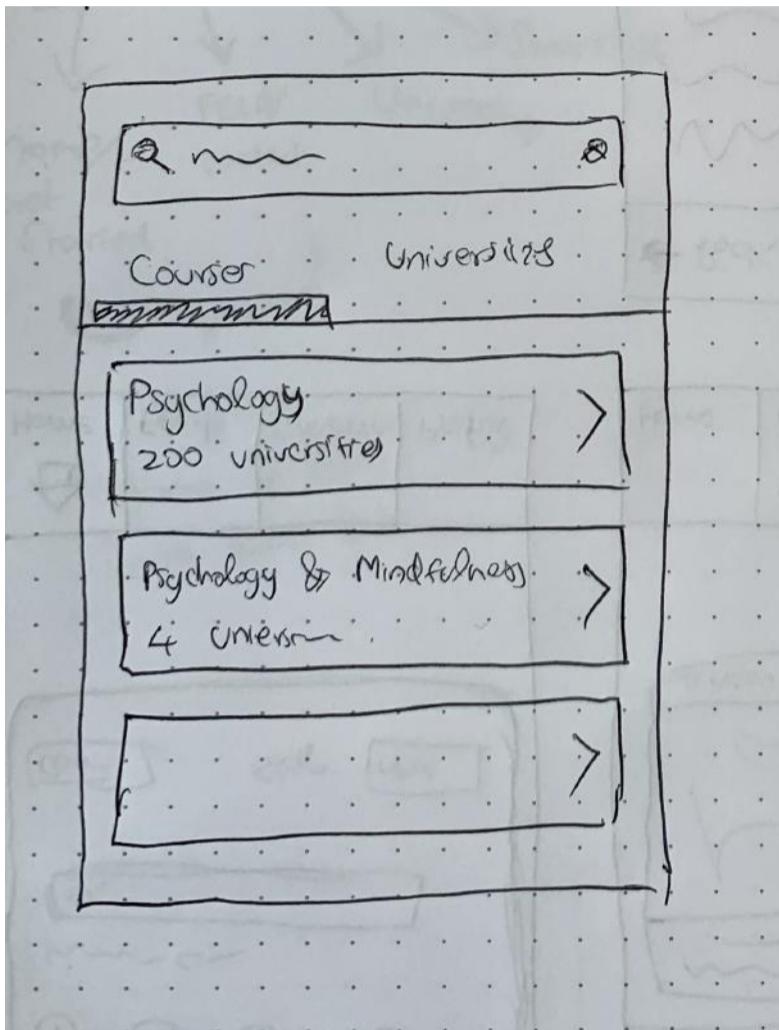
Rather than just fix the pages and make them responsive, we wanted to take a mobile-first approach and create a simplified experience tailored for use on mobile. The thinking within the team was that this could be an independent app, with a reduced set of core features.

Based on the data on the most-used parts of BridgeU and internal understanding of our users, we created a quick prototype of the core parts of BridgeU optimised for mobile. Working as a small team, we also quickly created a functional prototype in code with real data.

We set up calls with students to test this prototype and get direct user feedback. We got some great feedback from the students and made several iterations based on the feedback.



Early Wireframes



Functional Prototype

BridgeU 

Search

University of the day

Harvard University
Cambridge, USA
Highly selective Ivy league Prestigious 24 Majors

Unis in popular countries

 USA
 UK
 Australia
C

Courses in popular subjects

 Architecture & Design
 Arts

  Search...

UNIVERSITIES COURSES

 Computer Science 

Computer Science 
424 universities

Computer Engineering 
174 universities

Computer and Information Sciences 
237 universities

Computing (AI & ML) 
229 universities

Computer Science (Master, Honours) 
351 universities

 FILTERS

Software Engineering 

  Search...

UNIVERSITIES (4150) COURSES (22,519)

 USA 

New York University
Cambridge, USA
Highly selective Prestigious 24 Majors

Boston University
Tempe, USA
Low fees 43 Majors

 USC University of Southern California 

University of Southern California
Tempe, USA
Low fees 43 Majors  FILTERS

Functional Prototype

[←](#)

Coventry University
Coventry, UK 

[ABOUT](#) [COURSES](#) [CAMPUS](#) [ADMISSION](#)

Campus video



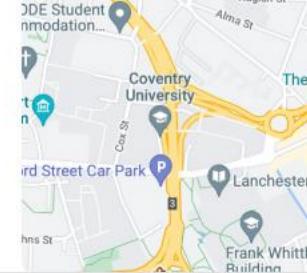
[Play button](#)

About the uni

We are a dynamic university that provides high quality education to our students, reinforced by the fact that we were awarded Gold rating in the Teaching ...

[Show more](#)

Location
Coventry, UK



[Website](#) coventry.ac.uk

[←](#) 

[UNIVERSITIES](#) [COURSES](#)

 Computer Science 

Computer Science 
424 universities

Filters 

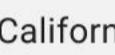
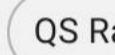
-  Career 
-  Subject 
-  Location 
1
-  Fees 
-  Entry requirements 
-  Rankings 

APPLY FILTERS →

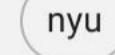
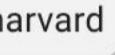
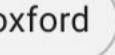
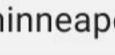
[←](#) 

[UNIVERSITIES](#) [COURSES](#)

Popular filters

 USA  California  QS Ranking: Top 50

Your recent searches

 nyu  harvard  oxford  minneapolis

 **FILTERS**

1 2 3 4 5 6 7 8 9 0
q w e r t y u i o p
a s d f g h j k l
z x c v b n m 
?123 , . 

Final Solutions

The idea of building a separate app (web-based) was scrapped for business and cost reasons.

We took the learnings from the mobile-first experiment and used it to improve the experience of the core parts of BridgeU and make several important pages responsive.

The main areas of focus were:

- Easier navigation
- Notifications & messaging
- University search and discovery
- University and course profiles

Final Solutions

Home

Search for any university in the world...

Explore by country

- USA
- UK
- Australia
- Canada
- Germany
- Hong Kong

Explore by subject

- Architecture & Design
- Arts
- Education
- Engineering

Home Profile Builder Universities Shortlist More

Home

Search for any university in the world...

X

- University Visits
- Assessments
- Strategy Advisor
- Careers
- Applications
- Writing Builder
- Recommendations
- Notifications 2
- Messages 7
- Profile
- Logout

Home

Search for any university in the world...

Explore by country

- USA
- UK
- Australia
- Canada
- Germany
- Hong Kong

Notifications X

<

- Notifications
- Messages
- Profile
- Logout

Final Solutions

The image shows two versions of a university profile page. The left version, for Harvard University, is labeled 'Standard ...'. It includes basic information like location, overview, admission requirements, entrance requirements, and location & contact information. The right version, for Royal Holloway, University of London, is labeled 'Enhanced ...'. It adds several features: a video player showing a student, social sharing buttons for YouTube and Facebook, a 'Take A Closer Look' section with three images and links to 'A Campus in New York State', 'Making the Most of Your Syracuse Experience', and 'Architects? Business? Communicators? Discover Your Course at Syracuse', each with like and save buttons; a 'Majors / Courses' section with a video player for Royal Holloway, a 'Videos' section with four thumbnail images for 'Campus Star', 'What Being Orange Means to Me', 'Now Needs You', and 'Downtown Syracuse - Off-Campus', each with like and save buttons; and a 'Campus / Student Life' section with a large image of the campus and a detailed description. Both pages have a 'Visit website' button at the bottom.

Final Solutions

Universities

Explore

Matches

Search for any university in the world...

Explore by country

- USA
- UK
- Australia
- Canada
- Germany
- Hong Kong

Explore by subject

- Architecture & Design
- Arts
- Education
- Engineering

Home Profile Builder Universities Shortlist More

USA

←

Filters None applied

Sorted by Popularity - High to Low

2636 universities

Harvard University

Cambridge, US

Add to Shortlist

NYU

New York University

New York, US

Added to Shortlist

Home Profile Builder Universities Shortlist More

Harvard University

Cambridge, US Visit website

UNI OVERVIEW ALL COURSES MATCH S...

University At A Glance

QS Global rank	34
% International students	15%
% Successful applications	71%

Annual Fees

International	\$70000 - \$90000
Domestic	\$45000 - \$60000

**The figure shown is only the basic full-time tuition for one academic year, before any aid. Tuition, ...
Show more

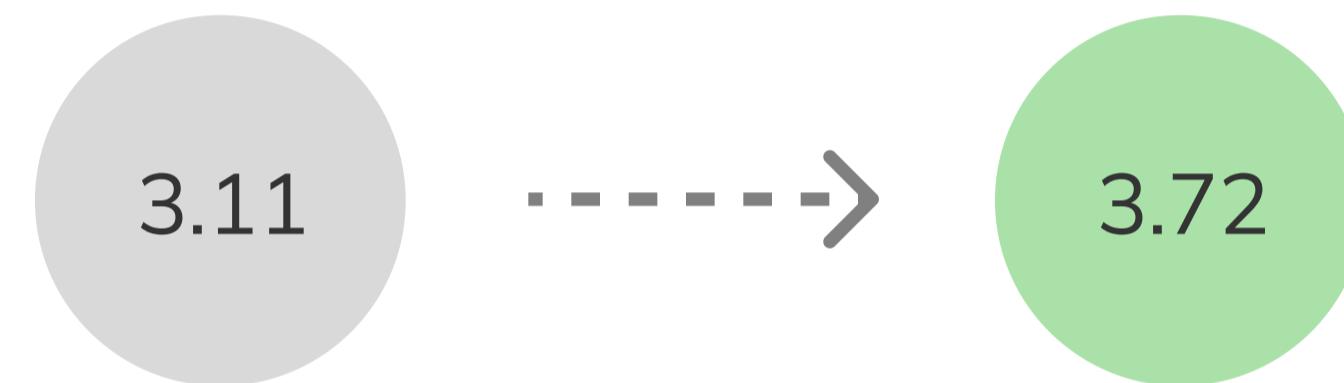
ABOUT THE UNIVERSITY

Harvard University is a private Ivy League research university in Cambridge, Massachusetts, with about 6,700 undergraduate

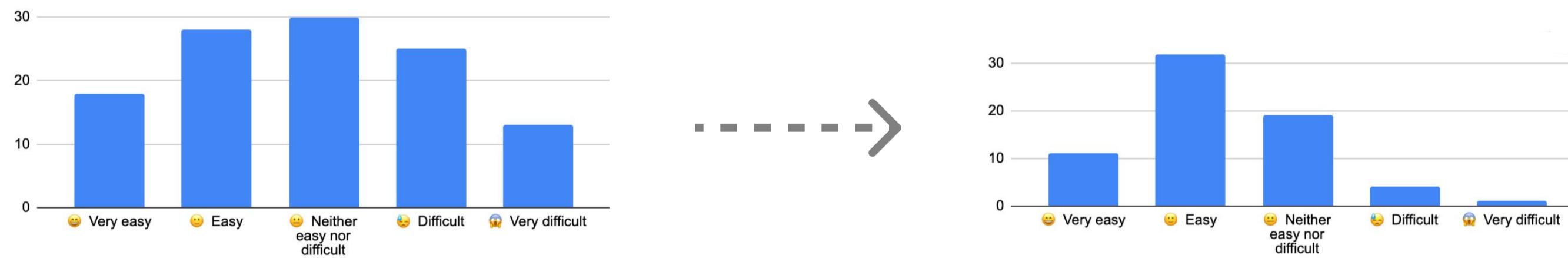
Add to Shortlist

Impact

We established an “Effort Score” metric for users on mobile devices. We asked students how easy/difficult it was to use BridgeU on mobile. We tracked the metric before and after making changes to the experience. We saw a **20% improvement** in the Effort Score.



“Effort Score” for users on mobile devices (on a scale of 5)



Project overview

Student Overview

Background

This was part a series of projects internally referred to as “Advisor UX”. A series of UX improvements to cater to the “advisor” persona of BridgeU

This was one of the earliest major projects I worked on at BridgeU.

At that time, we'd been hearing from the advisors for a while that they were struggling with certain parts of the product. So, we set out to investigate, understand and improve the experience for these users.

About the “Advisor” persona

School advisors (or counsellors) help and guide students with their university research and application process. As part of this job, it is important for advisors to keep track of students interests and preferences. In addition to this, advisors regularly meet with students to discuss their ambitions and aspirations and guide them accordingly.

Research

As part of the user research, we conducted interviews with 18 advisors. In these interviews, we seeked to understand:

- the “day in a life” of an advisor
- what parts of BridgeU they used the most
- what parts of BridgeU they used the least
- what were their likes and frustrations about BridgeU
- etc.

Opportunity Area

As a result of the research, we understood the key needs of our advisor users. We identified several key areas of the product, where we could intervene with solutions to improve the user experience.

The opportunities varied in size from minor improvements to complete overhauls of certain pages.

Out of these, the biggest need was in the “Students” page of the product. **This is where advisors spent around 80% of their time on BridgeU.** A huge part of their day-to-day was reviewing what the students have been doing on BridgeU, and making notes about it to discuss with the student later. This is where we decided to start with.

The screenshot shows the BridgeU Students dashboard. The top navigation bar includes the BridgeU logo, a search bar, and a user profile for Shrihari. The left sidebar lists various sections: Your Dashboard, Your Tasks, Student Tasks, Applications, Documents, Scuola Michelangelo, School Dashboard, Students (highlighted in red), All Student Tasks, University Visits, and University Connect. The main content area displays a table of students with columns for Student (with a checkbox and profile icon), Email, Assigned advisor (with a profile icon and name), Shortlisted (count 7), Applications (count 4), and Assigned tasks (count 1). Below this, there are rows for Michel, Shrihari; Nicholson, Jack; Park, Maya; Reaves, Keanu; Student, Ricardo; and Travolta. Each row includes a 'Jump to' and 'Actions' button. At the bottom, there are '+ SET TASK' and '+ ADD STUDENT' buttons.

Student	Email	Assigned advisor	Shortlisted	Applications	Assigned tasks
Michel, Shrihari	shrihari+michel@bridge-u.com	Shrihari A. 7	4	1	Jump to Actions
Nicholson, Jack	bria.francesco+nicholsonmiche@gmail.com	Federico F. 3	3	4	Jump to Actions
Park, Maya	sanchita+maya@bridge-u.com	No advisor assigned 0	0	0	Jump to Actions
Reaves, Keanu	shrihari+keanu@bridge-u.com	No advisor assigned 0	0	0	Jump to Actions
Student, Ricardo	ricardo+student@zartis.com	Ricardo A. 0	0	0	Jump to Actions
Travolta		Piernpolo			

Problems / Existing experience

At the time, the only way to view what a student had done on BridgeU was to “**impersonate**” the user. It meant viewing the student’s account just as a student would see it.

This wasn’t ideal because the student-side of the platform was designed to be viewed by students and it was optimised for them. When an advisor used it, it took them longer to do a quick review.

And, there was no way to take “notes” about students within BridgeU. Advisors were using their own notepads and notes app to do this.

We decided to get started by focusing on these issues.

A blurred screenshot of a web application interface. At the top, there is a dark header bar with a user icon and the text "You are viewing Reuben's account". To the right of this are three white text links: "REUBEN'S DASHBOARD", "ADVISOR'S DASHBOARD", and "MY DASHBOARD". Below the header is a large red horizontal bar. The main content area is heavily blurred, showing various lists and sections that are illegible due to the blurring effect.

MVP / Testing Experiment

As an MVP and to test our hypothesis, we designed a simple summary page for the advisor, with a simple Notes functionality.

BridgeU | Harry Potter

Sybil

- Your Dashboard
- Your Tasks
- Student Tasks
- Applications
- Documents

Hogwarts School

- School Dashboard
- Students
- All Student Tasks
- Reference Letters
- Staff
- Documents Sending
- Analytics
- School Settings

Profile Notes

Basic info

Age: 15
Gender: Male
Currently living in: United Kingdom
Consider studying in: United Kingdom, United States of America, Netherlands

Academic

UK System - A levels/AS levels/BTECs/Pre-U's

- A* in Accounting (A Level)
- A* in Ancient History (A Level)
- A in Biology (A Level)

Subject interests

- Defense against Dark Arts
- Potions
- Quidditch
- Care of Magical Creatures

Personal preferences

- At university I want to meet new people every year
- I want my class size to be small groups, seminar style
- I want to have a high salary
- I want to have good employability
- I want to be assessed by coursework
- Regions of United States of America I'd like to live in: East Coast, The Midwest
- I feel energized when I'm in really large, bustling cities

MVP / Testing Experiment

It was very well received. The number of times advisors were using “impersonations” fell drastically. We also got some great feedback from advisors.

We spoke to advisors again. We spoke to around 8 users. The goal was to understand what was working for them with the new summary page, and what other information they would like to see on the summary page.

The answers varied amongst the advisors. And also varied by the time of the year. In summary, they wanted to be able to look at different information about students at different points in time. They wanted to be able to review it quickly for several students.

The screenshot shows the BridgeU platform interface for a student named Harry Potter. The top navigation bar is red, featuring the BridgeU logo, the student's name "Harry Potter", and various icons for notifications and user management. On the left, a sidebar menu lists "Your Dashboard", "Your Tasks", "Student Tasks", "Applications", "Documents", and sections for "Hogwarts School" (School Dashboard, Students, All Student Tasks) and "Reference Letters". The main content area displays Harry's profile picture and basic information: Name (Harry Potter), Edit, Message, and View as Student buttons; Email (hpotter@hogwarts.com); Assigned advisor (Sybil Trelawney); Basic info (Age: 15, Gender: Male, Currently living in United Kingdom, Consider studying in United Kingdom, United States of America, Netherlands); Academic info (UK System - A levels/AS levels/BTECs/Pre-Us, A* in Accounting (A Level), A* in Ancient History (A Level), A in Biology (A Level)); and Subject interests and Personal preferences sections. The "Notes" tab is currently selected in the top navigation.

Final Designs

We expanded on the MVP and made it a quick overlay from within the “Students” page. This way, the advisor could access multiple students very quickly. This was also a design pattern that we could envision reusing across other parts of the product.

The screenshot shows the BridgeU student dashboard. On the left, there's a sidebar for 'Shrihari' with links like 'Your Dashboard', 'Your Tasks', 'Student Tasks', 'Applications', 'Documents', 'Scuola Michelangelo', 'School Dashboard', 'Students' (which is selected), 'All Student Tasks', 'University Visits', 'University Connect', 'Assessments', 'Reference Letters', 'Staff', 'Document Sending', 'Analytics', and 'Insights'. The main area is titled 'Students' and has a search bar and a 'FILTERS (0)' button. A list of students includes Harry Potter, Sue Cohen, Matilda Gardner, Jeremy Bass, Arthur Patrick, Adrian Carpenter, Nellie Gordon, Lenora Osborne, and Derek Swanson. An overlay for Harry Potter is shown, featuring his profile picture, name, email (h.potter@hogwarts.com), assigned advisor (Albus Dumbledore), and graduation year (2020). The overlay also displays 'UPCOMING DEADLINES' for Northeastern University (Early Action One, 10 November 2019) and 'ASSIGNED TASKS' such as 'Complete the Strategy Advisor' (Done, 24 Jun 2019), 'Build your Shortlist with University Matches' (In review, 24 Jun 2019), 'Draft your personal statement' (In progress, 24 Jun 2019), 'Research shortlisted universities' (In progress, 24 Jun 2019), and 'Assessment (16 Personalities)' (Done, 24 Jun 2019). The 'RECENT ACTIVITY' section shows three items: 'Pranay M. (staff) has shortlisted Universität Freiburg on Reuben A.'s application' (2 days ago), 'Rafik D. (admin) has sent a recommendation request to Rafik on behalf of Reuben A.' (7 days ago), and 'Pranay M. (staff) has discarded the course International on Japan in East Asia' (about 1 month ago). On the right, there's a vertical sidebar with tabs for 'SUMMARY', 'GRADES & SCORES', 'DOCUMENTS', 'NOTES', 'CAREERS', 'EXPERIENCES', 'ASSESSMENTS', 'PROFILE BUILDER', 'UNIVERSITIES', 'WRITING', and 'RECOMMENDATIONS'.

Final Designs

BridgeU

Active Students Archived

Filters (0) All students (default view)

Search by name or email

	Harry Potter h.potter@hogwarts.com			
--	--	--	--	--

NOTES

Date	Title / Content	Author	
31 Jul 2018	The Boy who Lived Harry Potter is a series of fantasy novels written by British author J. K. Rowling. The novels chronicle the lives of a yo... More ▾	Sybil Private	
21 Jul 2018	How To Put Movies On Iphone Watching the news the other day, it occurred to me that people who have "words to live by" often begin to attack a... More ▾	Sallie	

SUMMARY

NOTES

CAREERS

ASSESSMENTS

PROFILE BUILDER

UNIVERSITIES

RECOMMENDATIONS

Dashboard

Events

Students

Student Tasks

Universities

Applications

Documents

Insights

Settings

Help Center

Final Designs

The screenshot displays the BridgeU application interface. On the left is a dark red sidebar with navigation links: Dashboard, Events, Students (selected), Student Tasks, Universities, Applications, Documents, Insights, Settings, and Help Center. The main area shows a list of active students under the heading "Active Students". A search bar and filter button are at the top of the student list. The student list includes: Harry Potter (h.potter@hogwarts.com), Sue Cohen (ansel_mrash@yahoo.com), Matilda Gardner (anderson_kristy@torphy.us), Jeremy Bass (vivien.hand@gmail.com), Arthur Patrick (maryam_dooley@raquel.org), Adrian Carpenter (rosalyn.spinka@hotmail.com), Nellie Gordon (ken.cronin@gmail.com), Lenora Osborne (shania_carter@yahoo.com), and Derek Swanson (keegan.lehner@morissette.co.uk). The right side shows a "Conversation with Harry Potter" window. The conversation history is as follows:

- Hagrid: You're a wizard, Harry! (1 hour ago)
- Harry Potter: I – I'm a what? (1 hour ago)
- Hagrid: A wizard. And a thumping good one at that, I'd wager. Once you train up a little. (1 hour ago)
- Harry Potter: No, you've made a mistake. I can't be...a-a wizard. I mean, I'm just... Harry. Just Harry. (1 hour ago)
- Hagrid: Well, Just Harry, did you ever make anything happen? Anything you couldn't explain when you were angry or scared? Ah. (1 hour ago)

A message input field with placeholder text "Your message here..." and a green "Send" button are at the bottom of the conversation window.

Final Designs

BridgeU | Students

Shrihari

- Your Dashboard
- Your Tasks
- Student Tasks
- Applications
- Documents

Scuola Michelangelo

- School Dashboard
- Students**
 - All Student Tasks
 - University Visits
 - University Connect
 - Assessments
 - Reference Letters
 - Staff
 - Document Sending
 - Analytics
 - Insights
 - School Settings
 - Help Center

Search by student name

FILTERS (0) All students (d)

STUDENT

	Harry Potter h.potter@hogwarts.com
	Sue Cohen ansel_mraz@yahoo.com
	Matilda Gardner anderson_kristy@torphy.us
	Jeremy Bass vivien.hand@gmail.com
	Arthur Patrick maryam_dooley@raquel.org
	Adrian Carpenter rosalyn.spinka@hotmail.com
	Nellie Gordon ken.cronin@gmail.com
	Lenora Osborne shania_carter@yahoo.com
	Derek Swanson keegan.lehner@morissette.co.u
	Max Larson rowan_feil@hotmail.com

APPLICATIONS

	University of Alberta Science	Early Action One 10 November 2019	0 / 3 documents sent
	Boston University	Early Decision One 10 December 2019	1 / 4 documents sent
	Netherlands Business Academy Bedrijfskunde	Regular 10 January 2020	

SHORTLIST

	University of Alberta Business	0 notes
	Northeastern University	2 notes
	Netherlands Business Academy Marketing	1 note

HARRY POTTER
h.potter@hogwarts.com

Assigned advisor
Albus Dumbledore

Graduating in
2020

SUMMARY

GRADES & SCORES

DOCUMENTS

NOTES

CAREERS

EXPERIENCES

ASSESSMENTS

PROFILE BUILDER

UNIVERSITIES

WRITING

RECOMMENDATIONS

Internal project

Design System

Background

At BridgeU, I have been championing and leading our design system efforts, collaborating with other designers and developers. When I joined BridgeU as the only designer, there was no design system in place. I worked closely with a front-end lead at that time in building a component library in Sketch and building the same in code. The components were documented in a Storybook.

Since then, the component library has moved to Figma and the design team has grown to 7 designers. The design system has gone through numerous changes and improvements. I was instrumental in establishing processes within the design team and across the dev team to keep the design system up to date, and avoid unnecessary one-off changes.

It's a continuous work in progress. Today, **around 85% of all designs re-use styles and components from the library**. We're always trying to improve this number. The coverage is not the same on the live product. There are a lot of older parts of the platform which don't use these components. There is an ongoing effort led by me and the front-end lead to fix these pages.



Atoms Colors

Search...

ATOMS

Colors

Spacing

Typography

Icons

Border Radius

Shadows

MOLECULES

Alert

Badge

Button

Card

Dropdown

Input

Modal

Navigation

Overflow Menu

Overlay

Tabs

Tooltip

Styleguide created with
 zeroheight

Primary color

This is the primary brand color of BridgeU



Cardinal Red

#CC3D3D
rgb(204, 61, 61)

Secondary colors

These are the secondary colors



Cerulean Blue

#0367D8
rgb(3, 103, 216)



Parrot Green

#238661
rgb(35, 134, 97)

Used for text links



Search...

OVERVIEW

Introduction

Principles

Accessibility

Voice and Tone

Release notes

Resources

ATOMS

Colors

Spacing

Typography

Icons

Border Radius

Shadows

MOLECULES

Alert

Badge

Button

Card

Dropdown

Styleguide created with
 zeroheight



Grays

Grays are used throughout the product, often as background or text colors.



Gray 100

#F2F2F2
rgb(242, 242, 242)



Gray 200

#E6E6E6
rgb(230, 230, 230)



Gray 300

#CCCCCC
rgb(204, 204, 204)



Gray 500

#999999
rgb(153, 153, 153)



Gray 700

#666666
rgb(102, 102, 102)



Gray 900

#333333
rgb(51, 51, 51)

Black and White exist in the design system. White is used for UI backgrounds. But, Black is almost never used for text. Gray 900 is used instead of Black in most places.



Black

#000000
rgb(0, 0, 0)



White

#FFFFFF
rgb(255, 255, 255)

Status Colors

These colors are used to denote the statuses of actions and other components in the product.

The light and dark variants are used for background and text colors respectively.



Search...

ATOMS

Colors

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Icons

Border Radius

Shadows

MOLECULES

Alert

Badge

Button

Card

Dropdown

Input

Modal

Navigation

Overflow Menu

Overlay

Tabs

Tooltip

Styleguide created with

zeroheight

Molecules

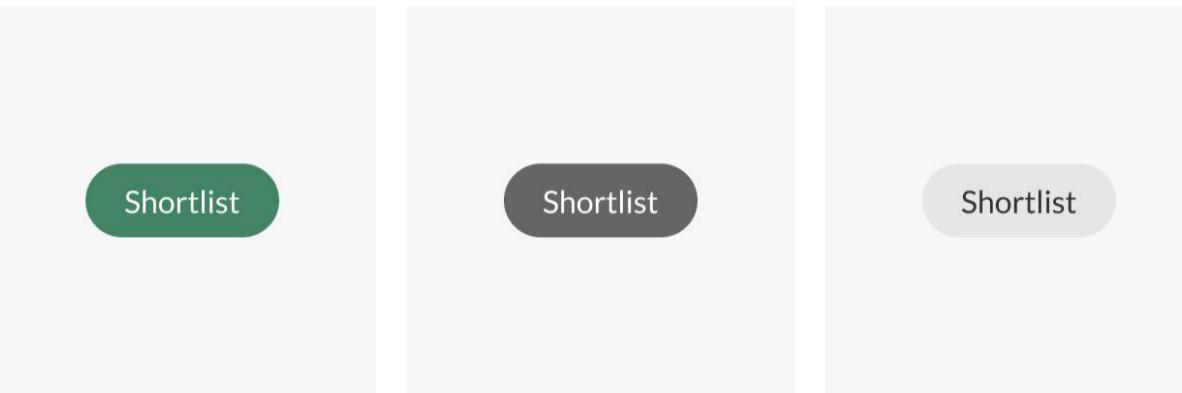


Button

Introduce your component here! What is it? In general, when should it be used?

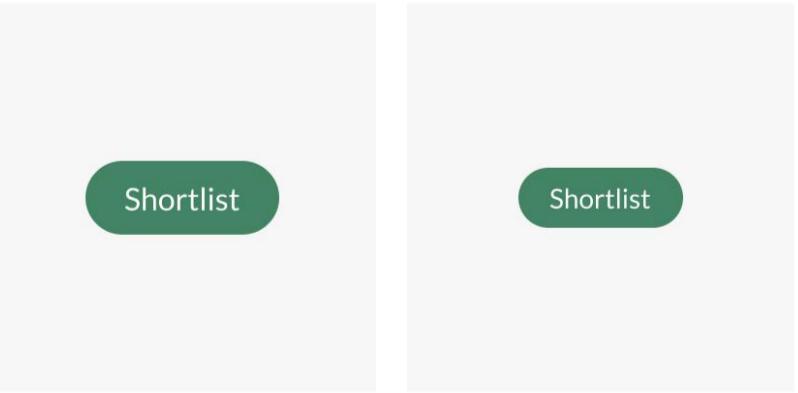
Types

Buttons come in 3 types. The different types are used for actions of different importance.



Sizes

Buttons come in 2 sizes.



Search...

ATOMS

Colors

Spacing

Typography

Icons

Border Radius

Shadows

MOLECULES

Alert

Badge

Button

Card

Dropdown

Input

Modal

Navigation

Overflow Menu

Overlay

Tabs

Tooltip

Styleguide created with

zeroheight

Molecules



Dropdown

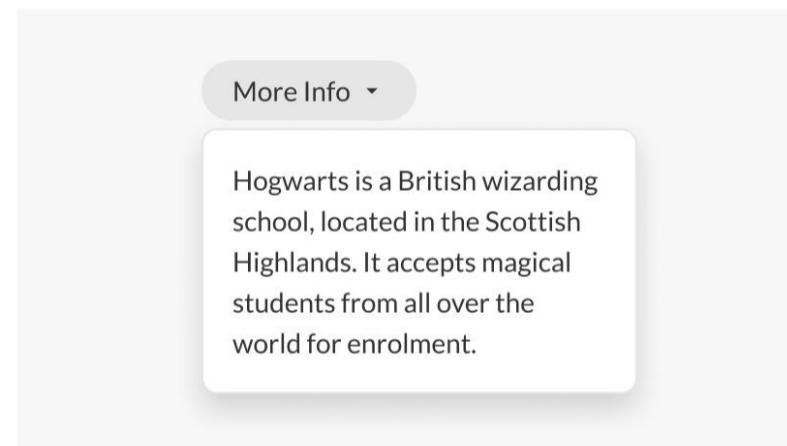
Dropdowns are toggleable, contextual overlays for displaying lists of actions, options or other information

Dropdown

A dropdown can be used to display any kind of information. A basic example is a dropdown with plain text.



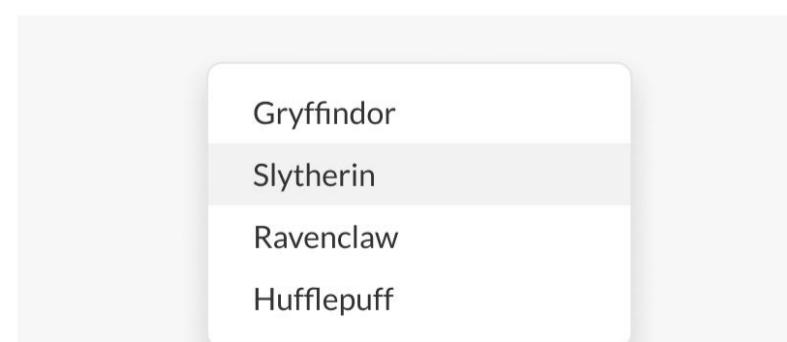
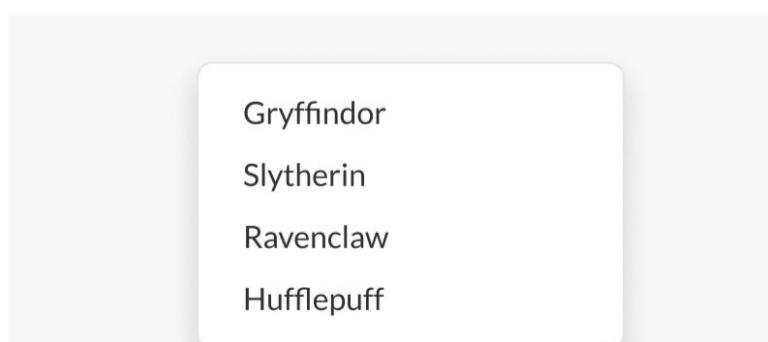
Empty Dropdown



Dropdown with Text

Dropdown list

Dropdowns are often used to display some kind of list. This list can also include a Search box, and can be single or multi-select.



Other past work

- Freshcaller
- Movie Monkey
- Kontactr

Freshworks (2015-2018)

Freshcaller

Freshcaller

Freshcaller is a SaaS Call Center product which I designed at Freshworks.

I designed the product from scratch - from understanding the business & user requirements, and conducting user research. The initial stages involved a lot of wire framing, user testing and iterating on the wireframes. I did the complete visual design of the product, working with the frontend developers to implement the designs. I also worked on the code writing HTML and CSS.

Over the course of my role at Freshworks, we took this product from Zero to One, gained our first customers and added a lot of new features based on user feedback.

Website: <http://freshcaller.com>

User Research

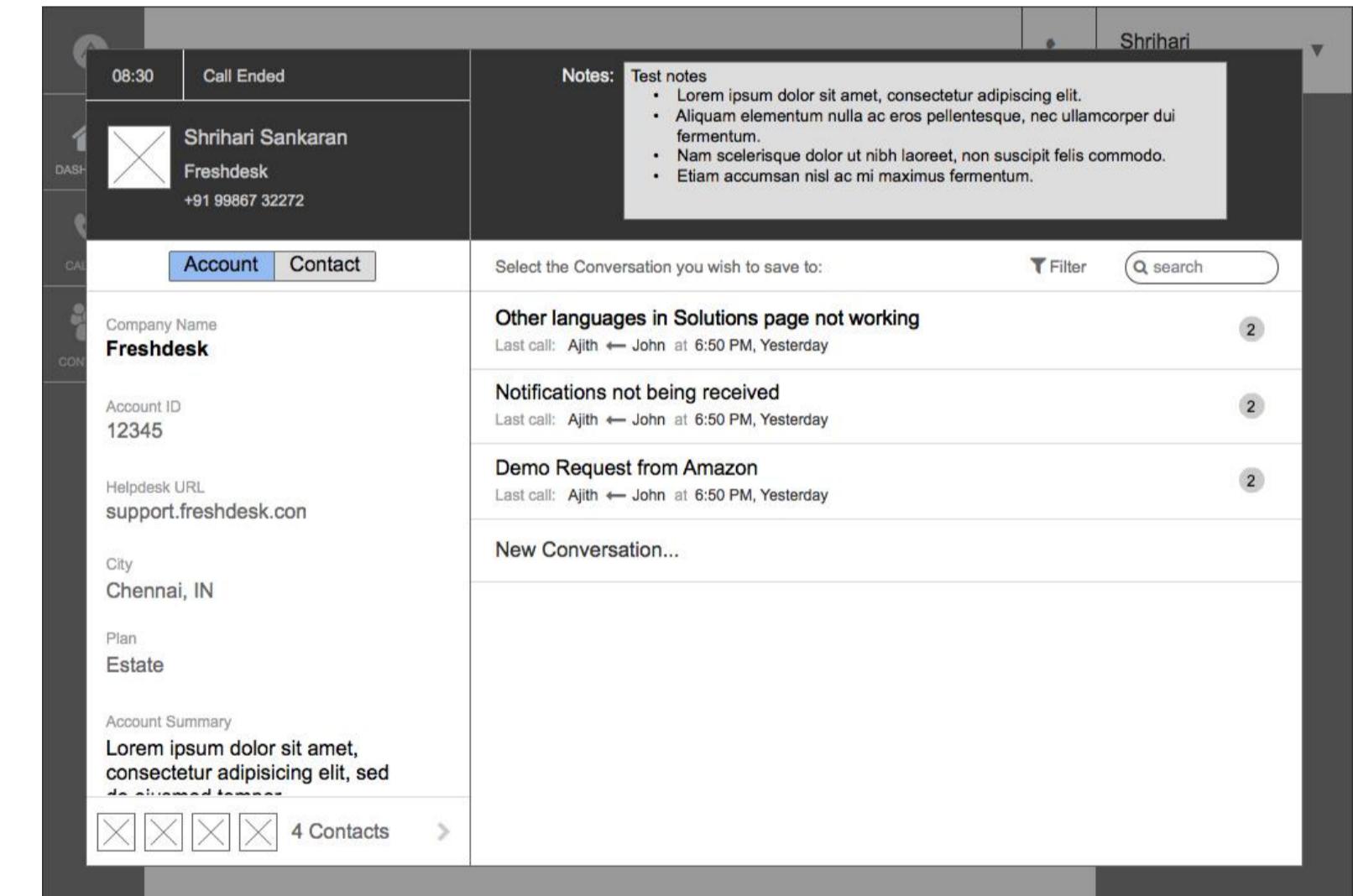
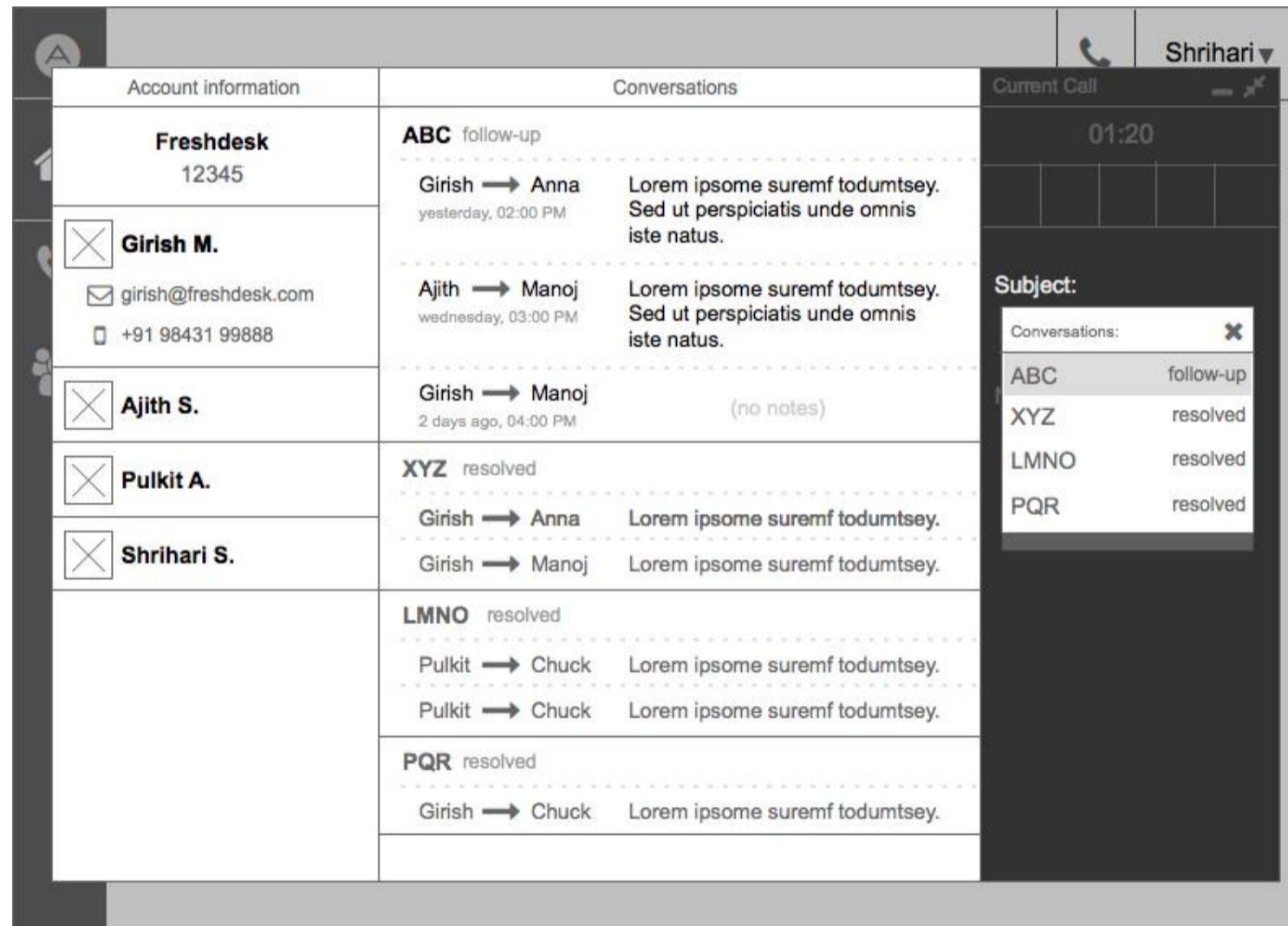
I worked closely with the product manager to understand the user and business requirements and translate them into design directions.

I conducted user interviews with existing customers of Freshdesk to understand their phone requirements, current workflows for calls, and their needs & wants from a new system.

With the results from this stage, I was able to define the information architecture for the product and proceeded to sketch different design solutions.

Wireframes

I explored different design solutions in the form of wireframes. This allowed me to quickly explore different design directions. I iterated over the wireframes continuously to refine them for prototyping and testing with potential users.



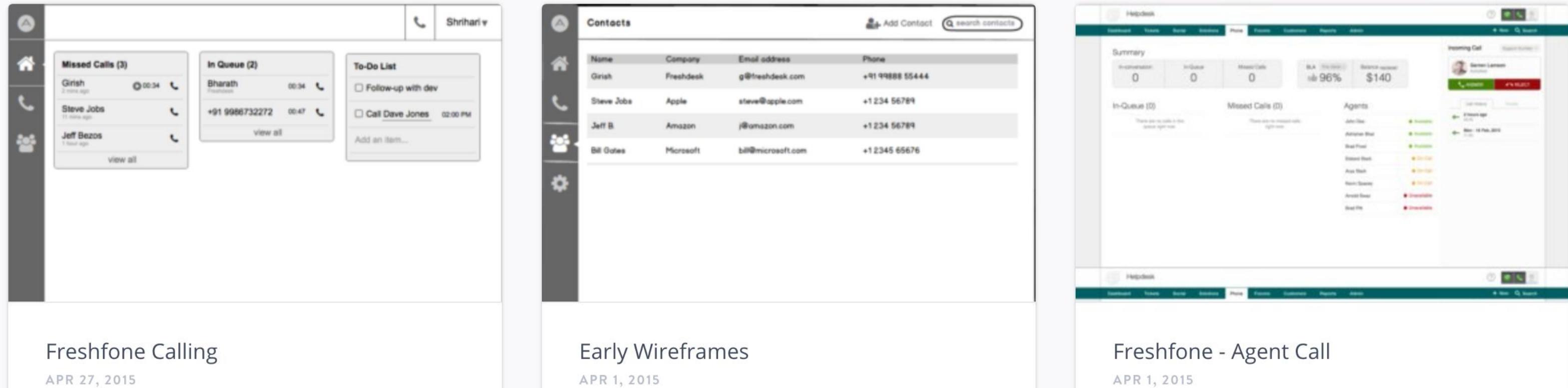
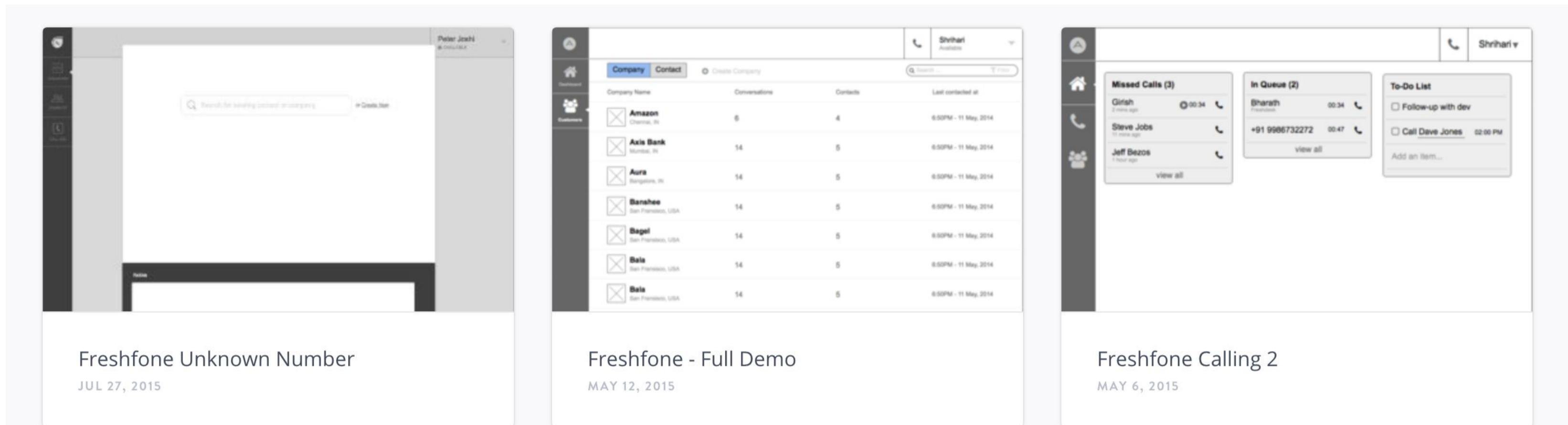
Wireframes

The wireframes illustrate the design process for a communication application, likely a call center or customer service tool. The designs include:

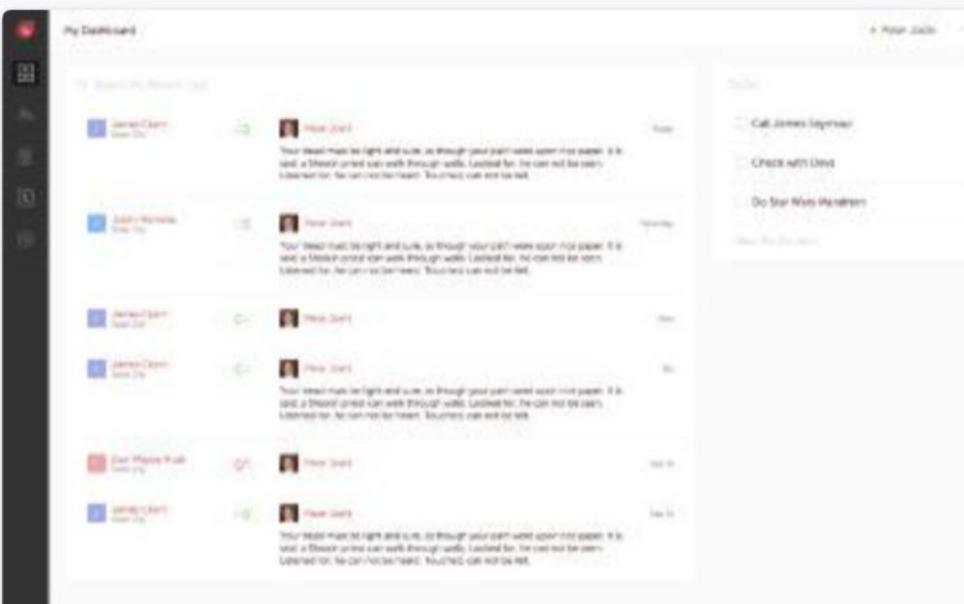
- Shrihari Dashboard:** Shows a list of agents (Juan T., Roger F., Steve Austin, etc.) with their status (Available) and recent conversations.
- Call Log:** A detailed view of a call log entry for Juan T., showing the duration (01:23), date (05/17), and transcription of the conversation.
- Search Calls:** A search interface for calls, displaying results for Customer, Agent, and Notes.
- Solar City Profile:** A detailed profile for Solar City, including company name, URL, account ID, plan, location, and other contacts.
- Refund Dashboard:** A dashboard for refunds, showing counts for In Queue (1), In Conversation (2), and total (3). It lists customers like James Seymour and Timothy Hansen with their wait times.
- Conversation View:** A detailed view of a conversation between James Seymour and Juan T., showing the transcription of their exchange.
- Companies View:** A list of companies, with Solar City selected, showing its details and associated contacts.
- Notes View:** A notes section where users can add comments, with a transcription of a note from Juan T. about Steve Austin's performance.

Prototyping & Testing

I created prototypes using Invision to cover the various workflows and user scenarios. We tested these prototypes with internal (employees) and external (customers) users. Insights and feedback from these user testing sessions helped me iterate and refine my wireframes.



Prototyping & Testing



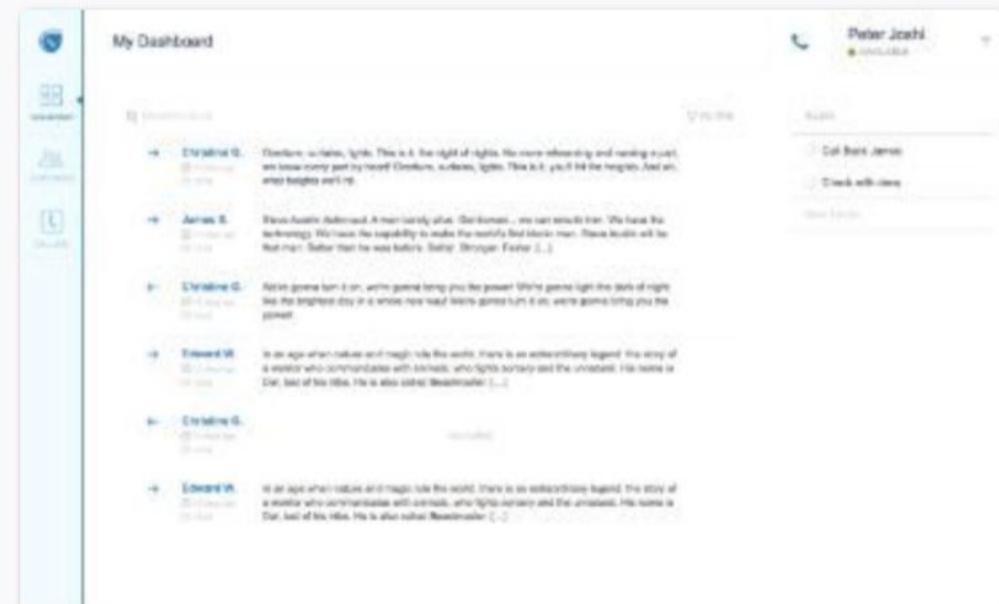
Freshfone UT 1

DEC 9, 2015



Freshfone Admin Flow

SEP 11, 2015



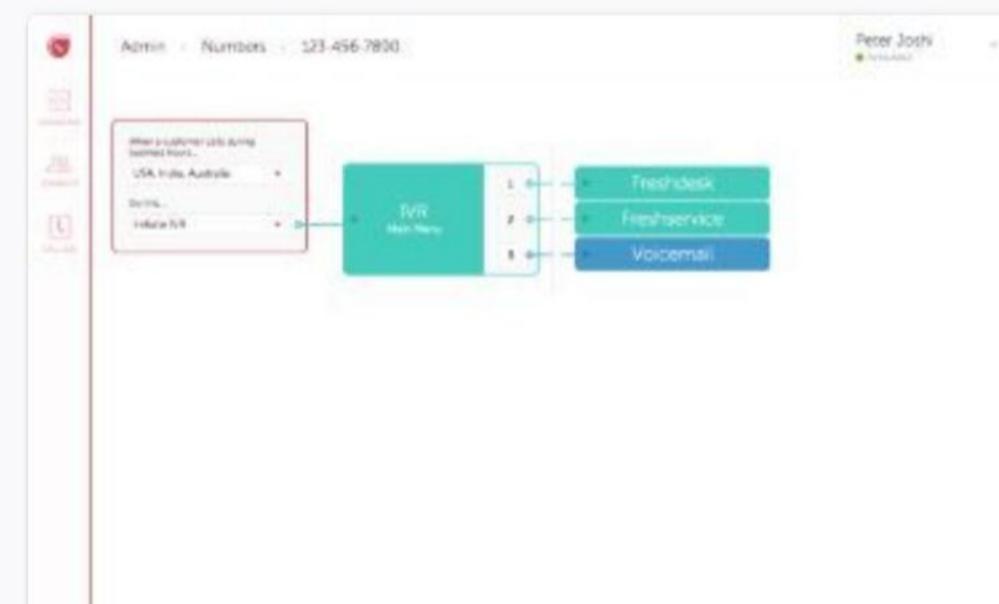
Freshfone Full Agent Flow

SEP 10, 2015



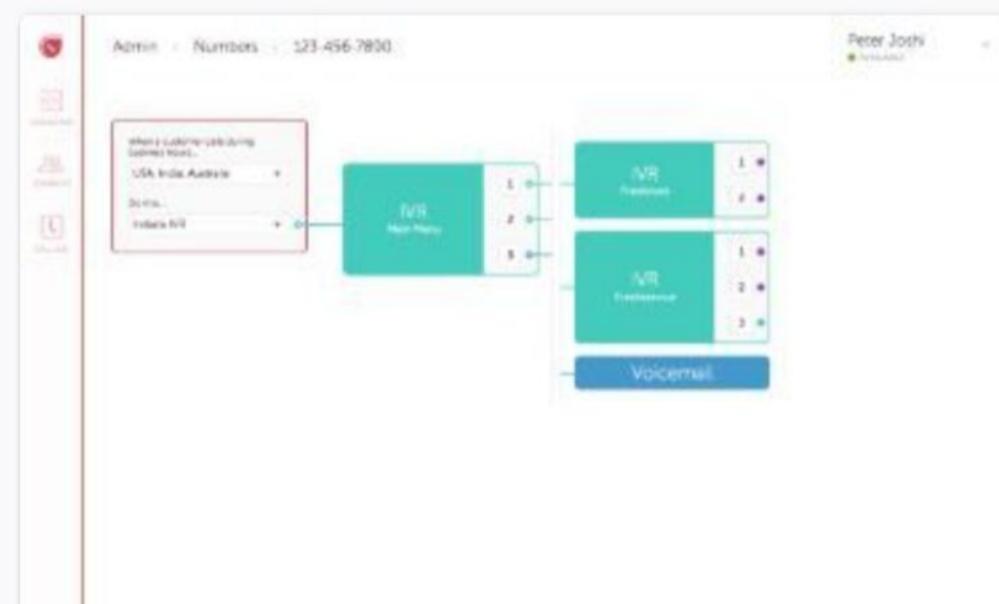
Freshfone IVR Flow (Copy 1)

SEP 10, 2015



Freshfone IVR Preview 2

SEP 3, 2015



Freshfone IVR Preview

SEP 1, 2015

Components

Textfield with label

Name

John Sn|

NAME

John Snow

Textarea

Address

3055 Cle|

ADDRESS

3055 Clearview Way
San Mateo, CA 94402

Radio buttons

RECORD CALLS

Record all Calls Do not record calls

Message field

MESSAGE

Turn on the mic. Duration < 5 mins.

RECORD

MESSAGE

Recording...

00:45

MESSAGE

▶ Recorded Message X

MESSAGE

Accepts audio files (mp3) < 5mb

UPLOAD

MESSAGE

▶ Game of Th...in Cover.mp3 X

MESSAGE

Welcome to Freshfone

PLAY

Textfield without label

Phone Number

9986732272

Primary button

Buy Buy Buy

Secondary button

Cancel Cancel Cancel

Tertiary buttons

UPLOAD UPLOAD

● RECORD ● RECORD

Toggle Buttons

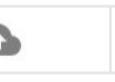
PLACE CALLER IN WAIT QUEUE

PLACE CALLER IN WAIT QUEUE

WAIT QUEUE WAIT QUEUE

Segmented Control

TYPE

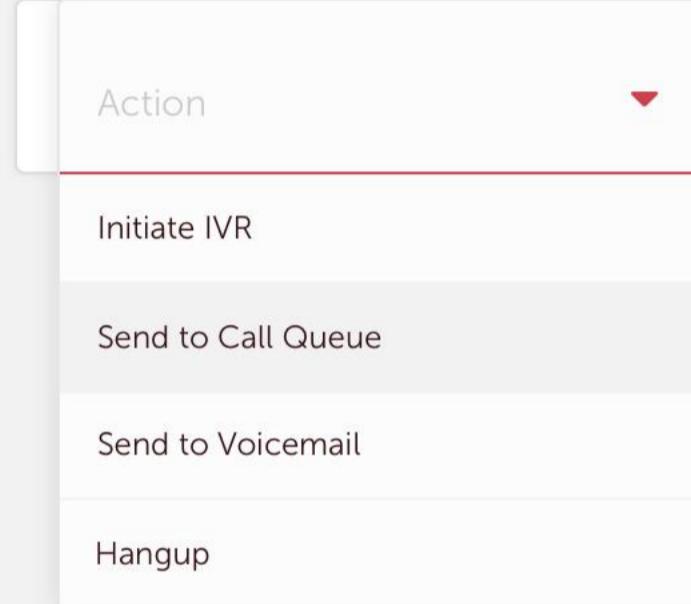
VOICE  CLOUD  TEXT TO SPEECH

Components

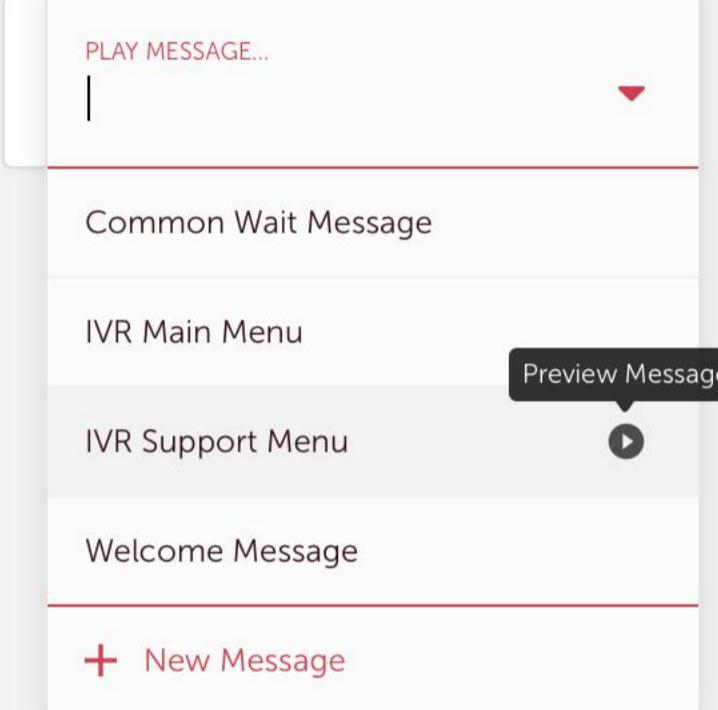
Dropdown field



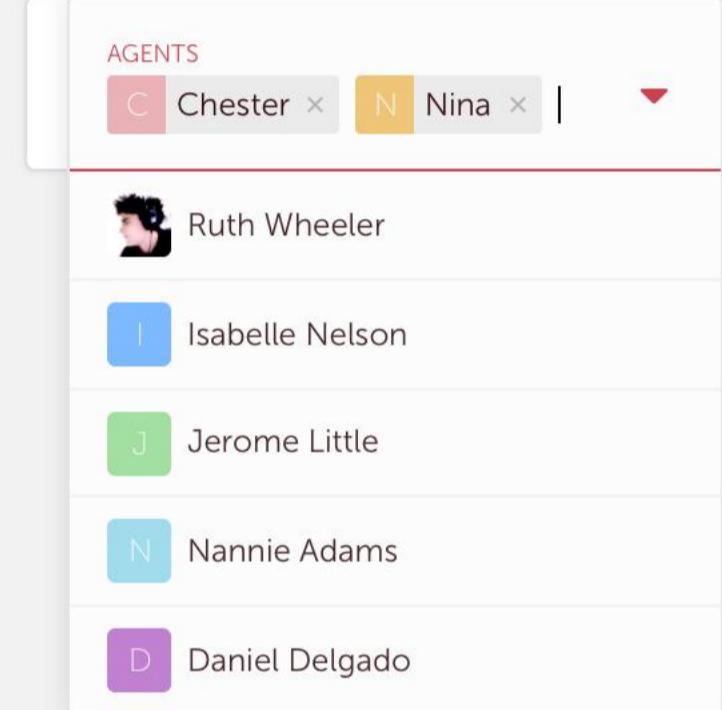
Dropdown - on option:hover



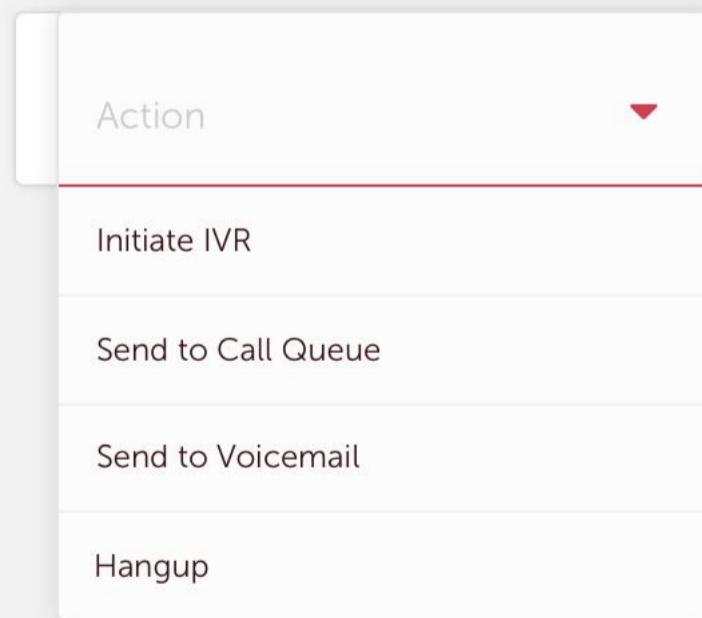
Dropdown - actions



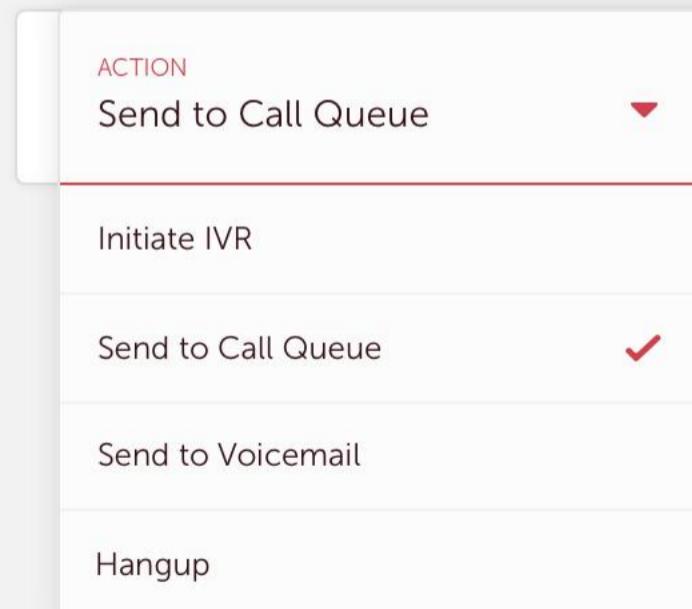
Dropdown - multiple options selected



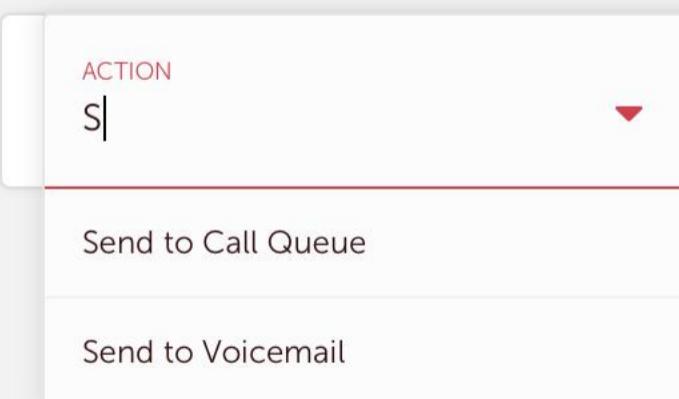
Dropdown - open state



Dropdown - 1 option selected



Dropdown - with search



Components

Card with column headers

NUMBER	COST	NEXT BILL DATE
This is a card with table header.		

Card with information

CONTACT NAME
James Client

TITLE
CEO

EMAIL ADDRESS
james@solarcity.com

Card with search

Search Contacts

This is a card with a search box.

Card - header, content & 2 buttons

Buy Number - (973) 968-5268 X

This phone number will be charged **\$1.00 monthly.**

Cancel Buy

Card - header, content & 1 button

Edit Contact Details X

CONTACT NAME
James Client

TITLE
CEO

EMAIL ADDRESS
james@solarcity.com

Save Changes

Card with search - active

steve jobs

This is a card with a search box.

Admin > Call Flows > New Call Flow

Peter Joshi
ON BROWSER

Rules

Numbers

Business Hours

Call Flows

Messages

Agents

Teams

CALL QUEUE NAME
Support Queue

PLAY MESSAGE...
Some Message

CALLER WILL BE ATTENDED BY...
John Doe

IF JOHN DOE IS ONLINE BUT NOT ANSWERING
DO THIS...
Send to Backup Support

IF JOHN DOE IS ONLINE BUT BUSY
PLACE CALLER IN WAIT QUEUE
OF SIZE... 10 IF THIS WAIT QUEUE IS FULL... Hangup

PLAY WAIT MESSAGE FOR CALLER...
Wait Message

PLACE CALLER IN WAIT QUEUE
MAX WAIT TIME 120 seconds IF CUSTOMER WAITS LONGER... Send to Voicemail

IF ALL AGENTS ARE OFFLINE
DO THIS...
Send to Voicemail

Backup Support

Hangup

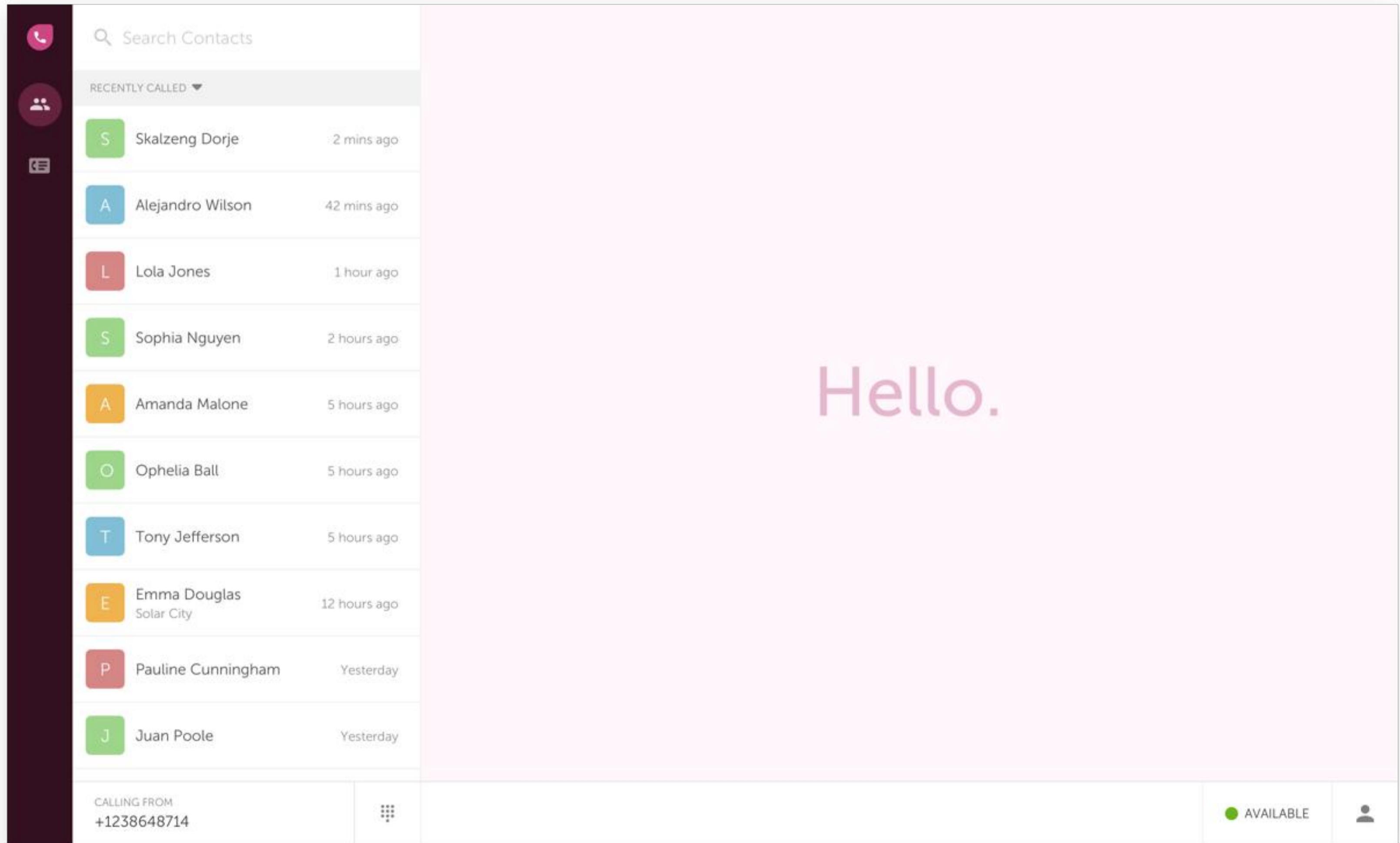
Send to Voicemail

Send to Voicemail

Cancel Save

```
graph TD; Start[New Call Flow] --> Play[Play Message]; Play --> IfNotAnswering[IF JOHN DOE IS ONLINE BUT NOT ANSWERING]; IfNotAnswering --> SendToBackup[Send to Backup Support]; IfNotAnswering --> IfBusy[IF JOHN DOE IS ONLINE BUT BUSY]; IfBusy --> PlaceInQueue[PLACE CALLER IN WAIT QUEUE]; PlaceInQueue --> QueueSize[OF SIZE... 10]; QueueSize --> IfFull[IF THIS WAIT QUEUE IS FULL...]; IfFull --> Hangup[Hangup]; IfBusy --> MaxWaitTime[MAX WAIT TIME 120 seconds]; MaxWaitTime --> IfCustomerWaitsLonger[IF CUSTOMER WAITS LONGER...]; IfCustomerWaitsLonger --> SendToVoicemail[Send to Voicemail]; IfAllAgentsOffline[IF ALL AGENTS ARE OFFLINE] --> SendToVoicemail[Send to Voicemail];
```

ADMIN - SETUP CALL FLOWS



NEW HOME SCREEN

Search Contacts

RECENTLY CALLED ▾

- Skalzeng Dorje 2 mins ago
- Alejandro Wilson 42 mins ago
- Lola Jones 1 hour ago
- Sophia Nguyen 2 hours ago
- Amanda Malone 5 hours ago
- Ophelia Ball 5 hours ago
- Tony Jefferson 5 hours ago
- Emma Douglas Solar City 12 hours ago
- Pauline Cunningham Yesterday
- Juan Poole Yesterday

CALLING FROM
+1238648714

Alejandro's Recent Calls

	10:17	Voicemail	42 mins ago	
	10:17	John Agent	Yesterday	
		The Emerald Buddha is a figurine of a sitting Budha, that is the is the palladium of the Kingdom of Thailand. The Buddha is made of green jade, surprisingly not of emerald, clothed in gold is approximately 45 cm tall.		
		Missed Call	Yesterday	
		Missed Call	Yesterday	310-491-4937
		Missed Call	Yesterday	458-441-7861
	10:17	Cilian Murphy	Monday	

Contact Details

CONTACT NAME	Alejandro Wilson
TITLE	Director
COMPANY	Warner Brothers
EMAIL ADDRESS	alejandro@innaritu.com
PHONE NUMBERS	
AVAILABLE	

THREE PANE VIEW: CONTACT LIST, CALL HISTORY & CONTACT DETAILS

Search Contacts		Sophia's Recent Calls			Contact Details
RECENTLY CALLED ▾	Skalzeng Dorje	10:17	John Agent	2 hours ago	CONTACT NAME Sophia Nguyen
	Alejandro Wilson	10:17	Voicemail	3 hours ago	TITLE CEO
	Lola Jones	10:17	John Agent	Yesterday	COMPANY Amazon
	Sophia Nguyen		Your tread must be light and sure, as though your path were upon rice paper. It is said, a Shaolin priest can walk through walls. Looked for, he can not be seen. Listened for, he can not be heard. Touched, can not be felt.		EMAIL ADDRESS sophia@amazon.com
	Amanda Malone	→	Missed Call	Yesterday	PHONE NUMBERS +1 234 5678
	Ophelia Ball	10:17	Cilian Murphy	Monday	+1 98765 43210
	Tony Jefferson				
	Emma Douglas Solar City				
	Pauline Cunningham				
	Juan Poole				
T	Tony Jefferson 997-934-0175		IGNORE	ANSWER	INCOMING CALL

INCOMING CALL NOTIFICATION

Search Contacts

RECENTLY CALLED ▾

- Skalzeng Dorje 2 mins ago
- Alejandro Wilson 42 mins ago
- Lola Jones 1 hour ago
- Sophia Nguyen 2 hours ago
- Amanda Malone 5 hours ago
- Ophelia Ball 5 hours ago
- Tony Jefferson 5 hours ago
- Emma Douglas Solar City 12 hours ago
- Pauline Cunningham Yesterday
- Juan Poole Yesterday

Tony Jefferson 997-934-0175 01:23

Add Notes

Tony's Recent Calls

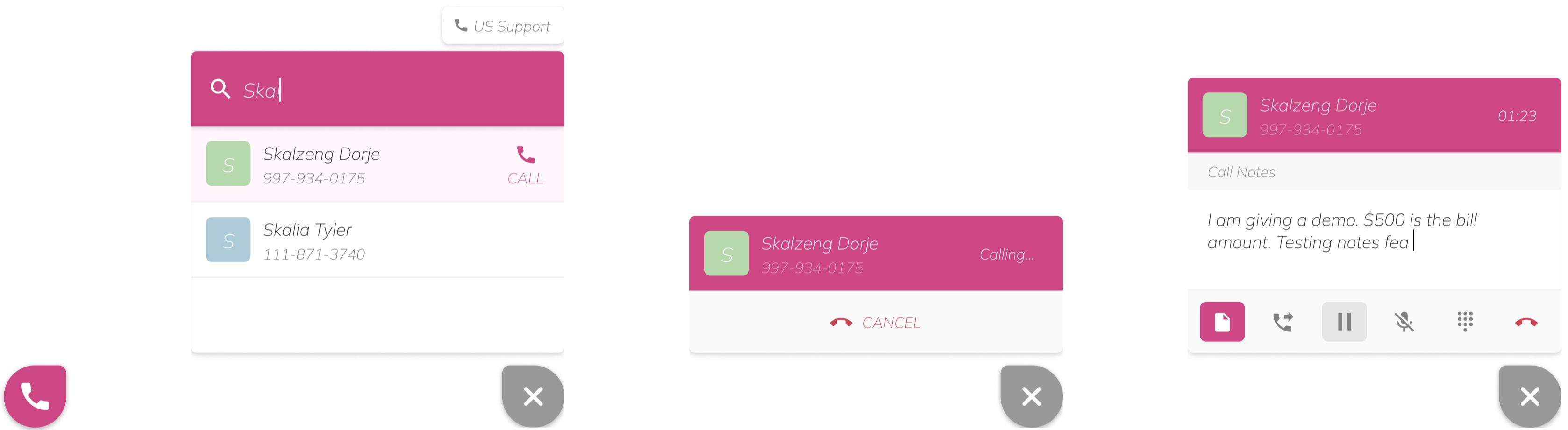
10:17	John Agent	2 hours ago	CONTACT NAME Tony Jefferson
10:17	Voicemail	3 hours ago	TITLE CEO
10:17	John Agent	6 hours ago	COMPANY Amazon
	John Agent	6 hours ago	EMAIL ADDRESS tony@jeff.com
10:17	John Agent	Yesterday	PHONE NUMBERS 379-242-1482
I am back, after a few days of vacationing with family. Weather was awesome, the beach was full of nasty jelly-fish, yuk! All-in-all, life has been good. I hope life has been as good for all of you.			287-389-0890
	Missed Call	Yesterday	287-389-0891
10:17	Cilian Murphy	Monday	

ONGOING CALL

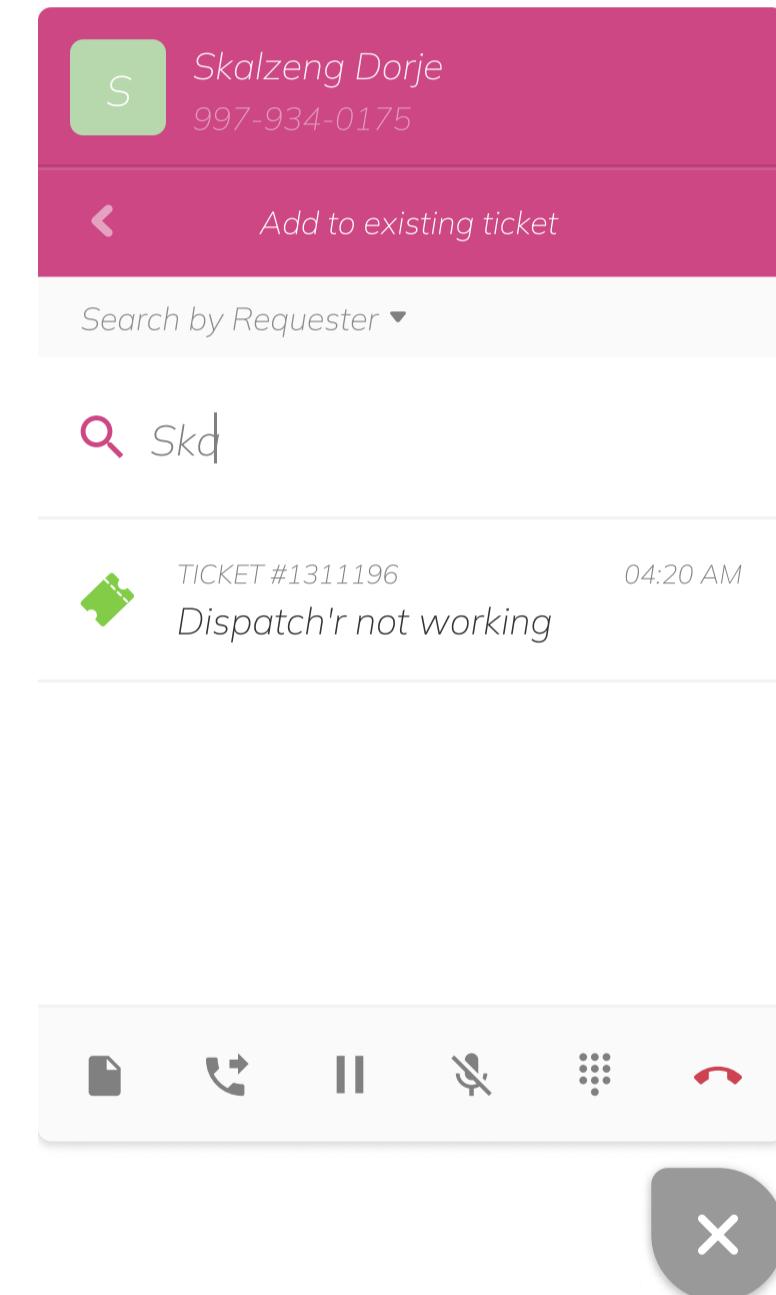
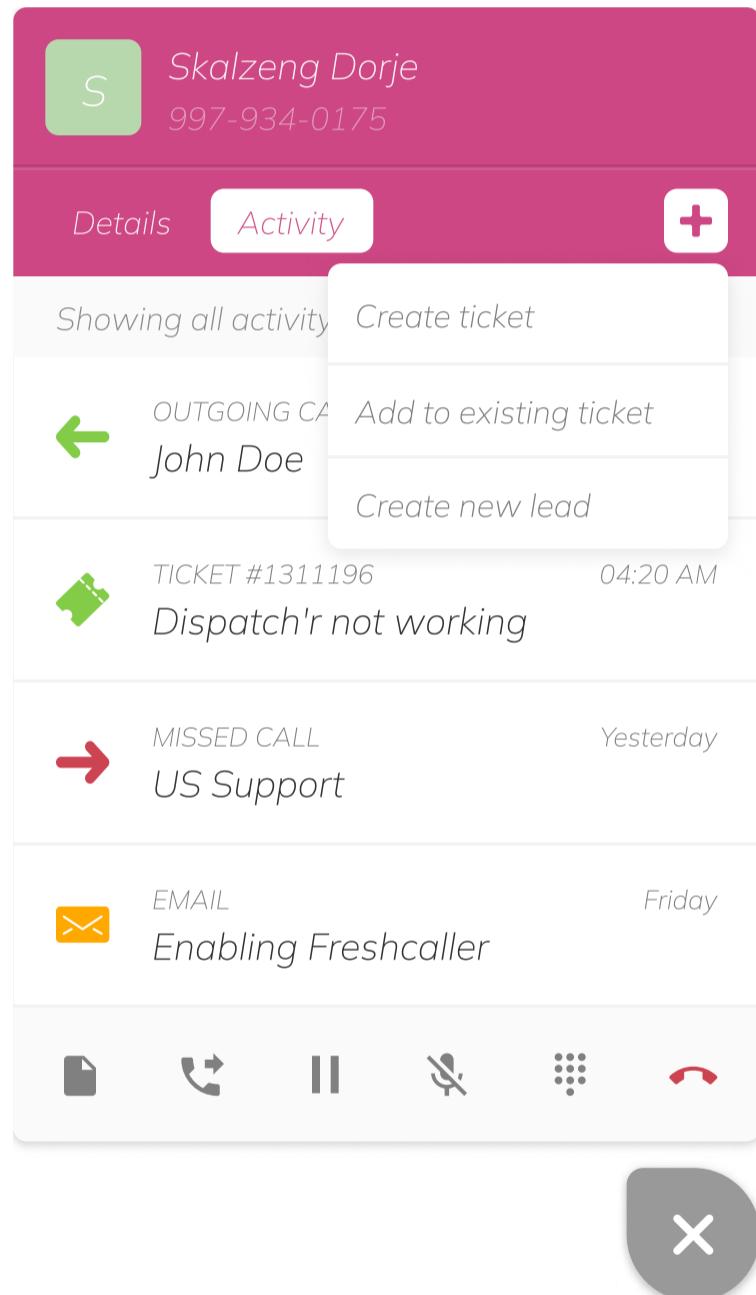
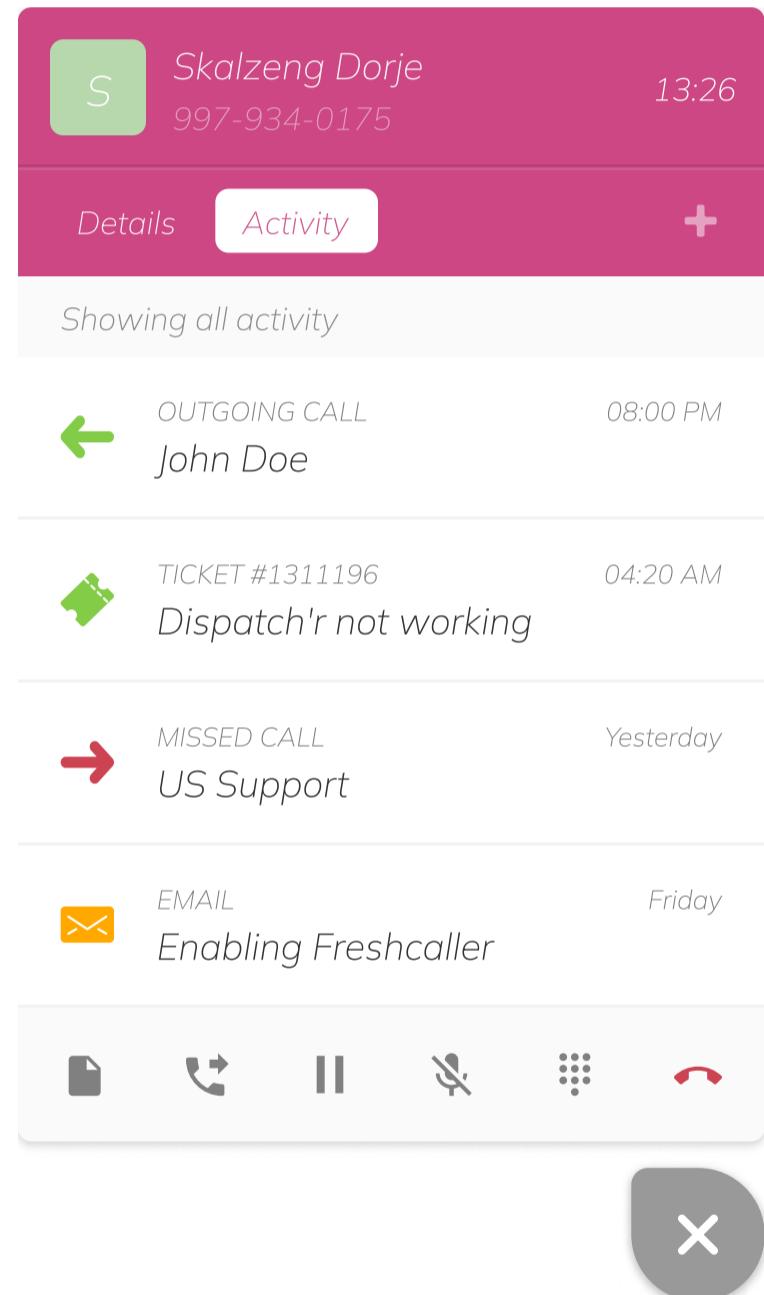
Freshcaller Widget

I designed an embeddable Freshcaller widget, which is a mini version of the product itself. This widget would be integrated into other Freshworks products and also external products.

The design of the widget could be customised to match the product it is being integrated into.



FRESHCALLER - EMBEDDABLE JAVASCRIPT WIDGET



FRESHCALLER - EMBEDDABLE JAVASCRIPT WIDGET

Side project

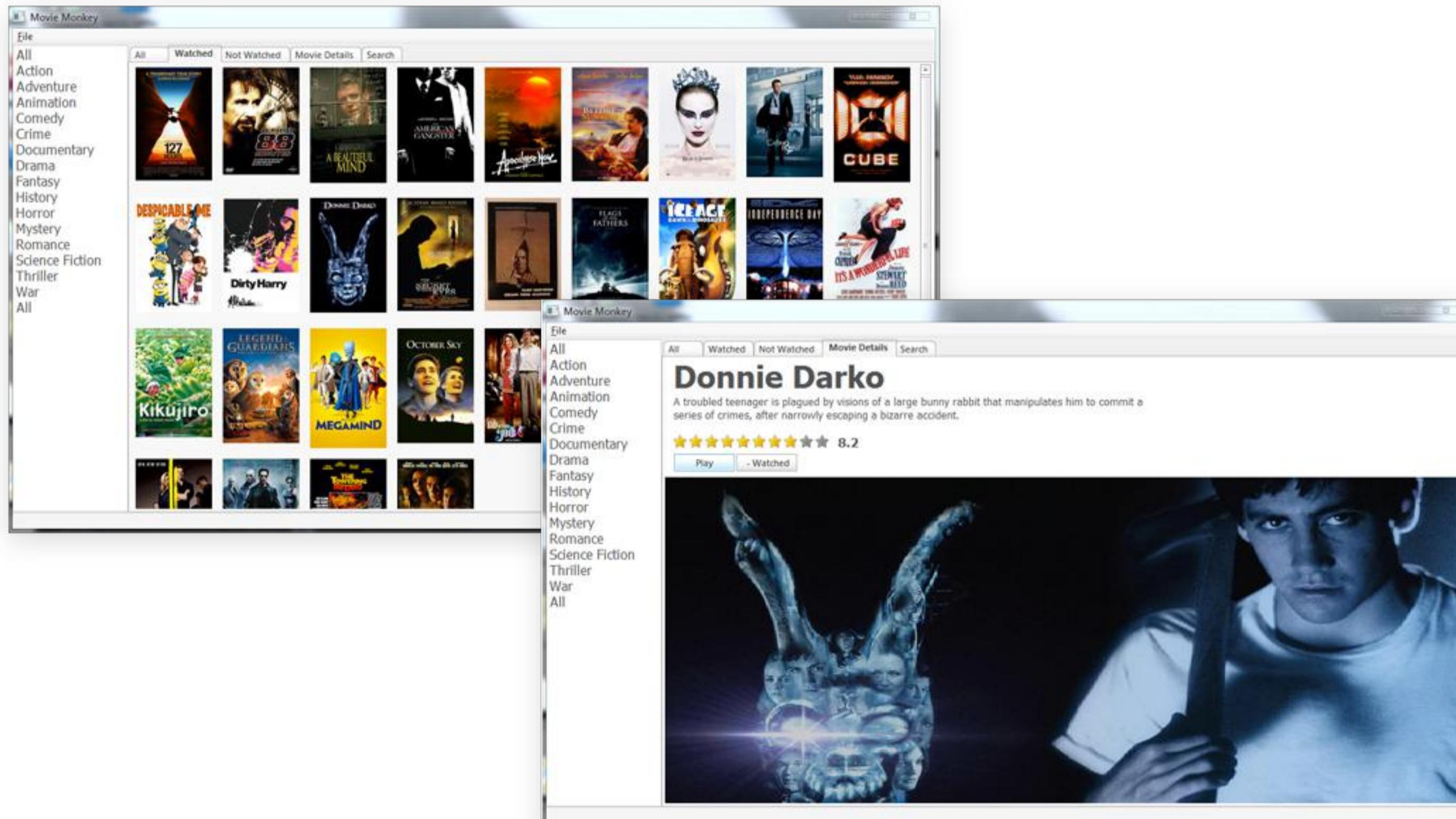
Movie Monkey

Movie Monkey

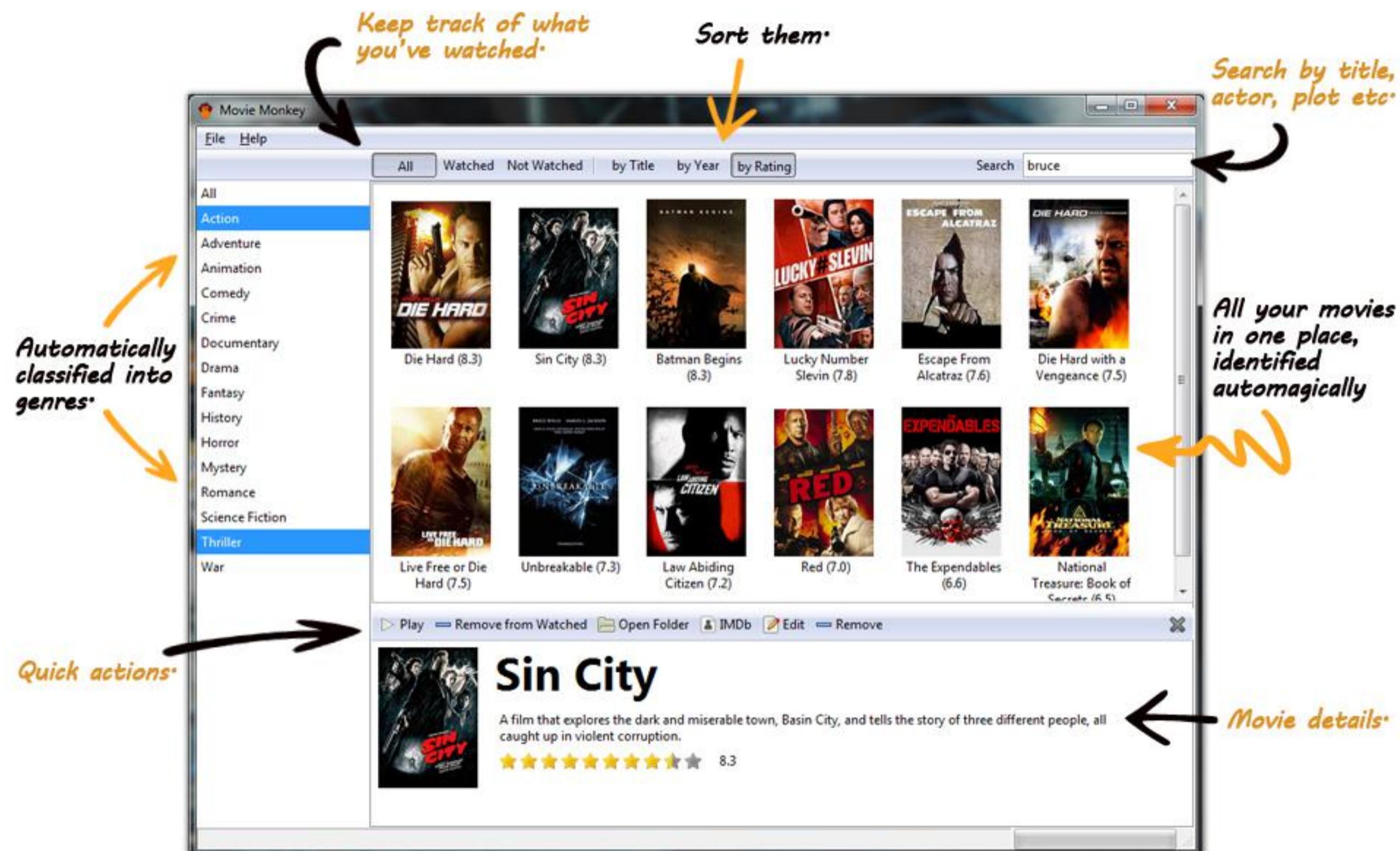
A simple movie organizer app for the desktop. A user can drag and drop movie files and folders from their computer, and the application automatically identifies the movies, downloads details and catalogs the movie.

I developed the first version of the app in Python, when I was at university. In 2017, I redesigned and rewrote it from scratch as an Electron app using HTML, CSS and Javascript. The app is available for download at <http://getmoviemonkey.com/>. The source code is available on GitHub.

In the first version of the app, the design was limited by my ability to implement them in code.



The design evolved, when I moved over to a better GUI framework.



The latest redesign of Movie Monkey focuses on a clean and rich user experience.

The image displays the Movie Monkey application's user interface, highlighting its clean design and rich features.

Movie Detail Screen: On the left, a large movie poster for "Arrival" (2016) is shown. The poster features a woman looking up at a massive alien monolith. Overlaid on the poster are the movie's title, a rating of ★ 8, and genre tags: Drama, Mystery, Sci-Fi. Below the poster is a plot summary: "When twelve mysterious spacecraft appear around the world, linguistics professor Louise Banks is tasked with interpreting the language of the apparent alien visitors." At the bottom, it lists actors (Amy Adams, Jeremy Renner, Forest Whitaker, Michael Stuhlbarg) and director (Denis Villeneuve).

Search Results Screen: On the right, the main application interface is shown. It features a search bar at the top with the placeholder "Search by title, actors, directors, plot etc..". A sidebar on the left contains a list of movie genres: All, Action, Adventure, Animation, Biography, Comedy, Crime, Documentary, Drama, Family, Fantasy, Music, Mystery, Romance, Sci-Fi, Sport, Thriller, and Western. The main area displays a grid of movie cards, each with a thumbnail, title, year, and rating. Some visible titles include "ARRIVAL" (2016), "AWAKE", "CAPTAIN PHILLIPS", "Chinatown", "easyA", "Hachi: A Dog's Tale", "HELL OR HIGH WATER", "Let it Be", "More", "Neighbors 2", and "The Dead Girl".

Movies Series Search by title, actors, directors, plot etc..

Title Year Rating

All

Action

Adventure

Animation

Biography

Comedy

Crime

Documentary

Drama

Family

Fantasy

Film-Noir

History

Horror

Music

Musical

Mystery

Romance

Sci-Fi

Short

Sport

Thriller

War

 The Dark Knight 2008 • ★ 9

 The Lord of the R... 2003 • ★ 8.9

 The Good, the Ba... 1966 • ★ 8.9

 Fight Club 1999 • ★ 8.8

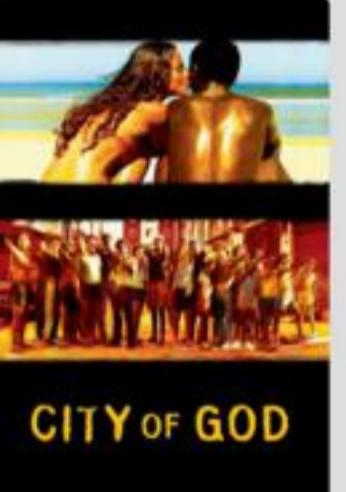
 The Lord of the R... 2001 • ★ 8.8

 Forrest Gump 1994 • ★ 8.8

 The Lord of the R... 2002 • ★ 8.7

 GoodFellas 1990 • ★ 8.7

 One Flew Over th... 1975 • ★ 8.7

 City of God 2002 • ★ 8.7

 The Usual Suspec... 1995 • ★ 8.6

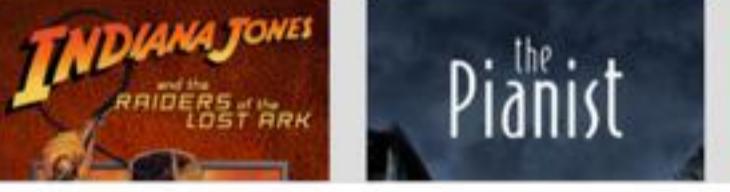
 The Silence of th... 1991 • ★ 8.6

 Saving Private Ry... 1998 • ★ 8.6

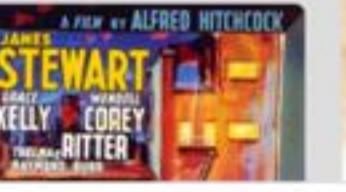
 Se7en 1995 • ★ 8.6

 Casablanca

 Indiana Jones and the RAIDERS of the LOST ARK

 The Pianist

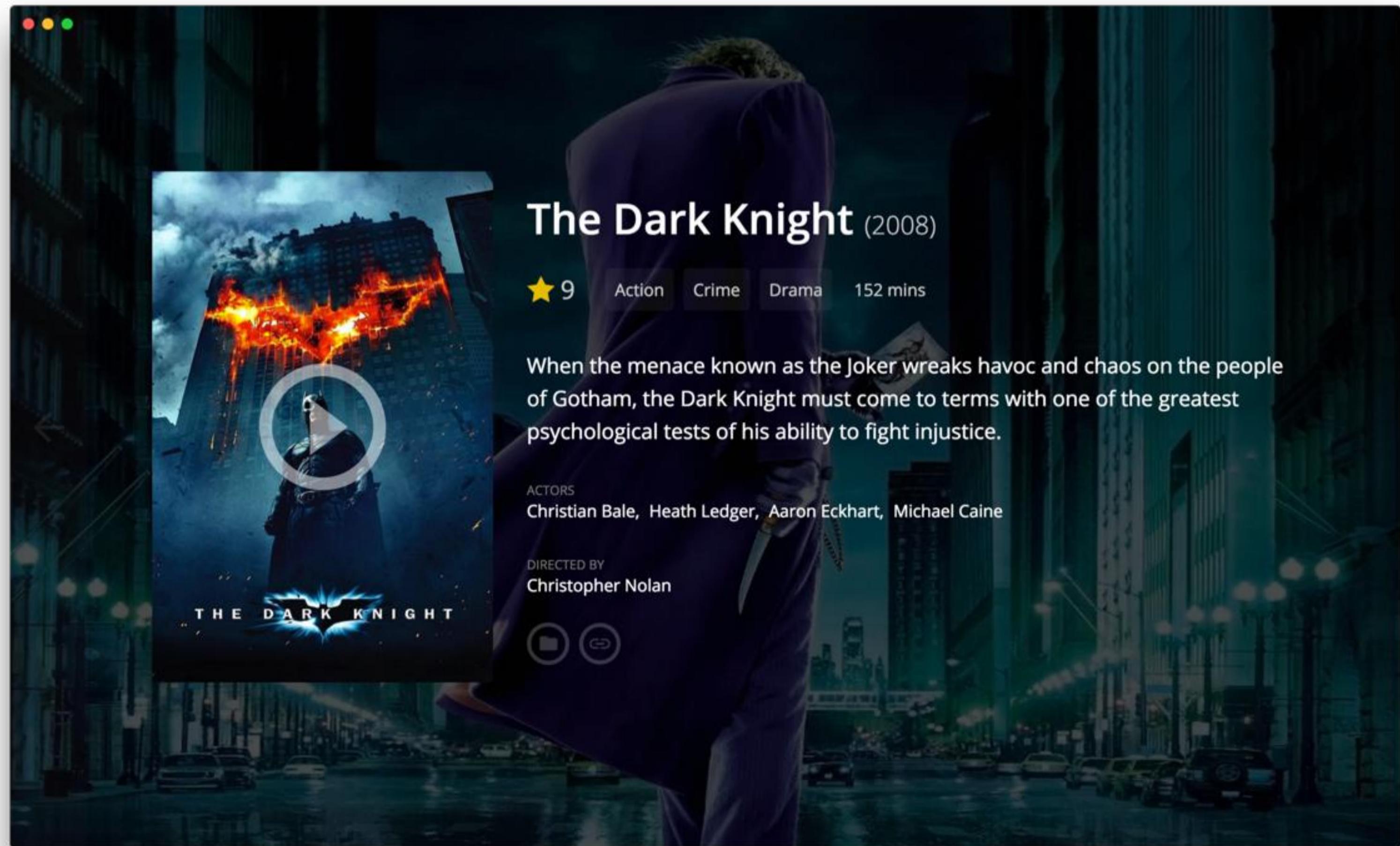


 Rear Window

 The Third Man

Episode #1.1 - Fetching details...

MAIN SCREEN



MOVIE DETAILS

Season 1



TV SHOW DETAILS

Side project

Kontactr

About the project

Kontactr is an online contact form building service. I built it in 2007 single-handedly working on both design and development. I built it using HTML, CSS, Javascript and PHP. Over the course of several years, I continued to respond to customer queries, feature request and added several new features over time.

I grew the product to over 150,000 users. At its peak, the product was processing over 100,000 form submissions every day.

I sold the product and the company in 2013 as I couldn't find time to work on it anymore.

Website: <http://kontactr.com>

Online Form Builder

Beauty & Simplicity.

Create online forms. No coding.
Embed anywhere. Get emails. Collect data.

[GET STARTED](#)

IT'S FREE!



YOU'LL LOVE **kontactr**

A FORM TALE LIKE NO OTHER

Discover our [refreshing story](#). A delightful concoction of suspense, romance, and a dash of humor. Meet our pixelated heroes Charlie, the Contact Form, and Stella, the Newsletter Subscription Form. Embark on a humorous adventure that will, hopefully, **bring a smile to your face** and **a little joy to your heart**.

