EXPERIENCE

Hi!

I'm Alex.

I design & make things.

Product Design
- UX Engineering
- Design Thinking
- Practical Agile
- Cross-team

Currently

ESET, Slovakia

Senior UX Designer
- Design System
- Interaction Design
- Leadership
- UX Strategy

2018 - 2024

IBM, Slovakia

UX Designer
- Product Design
- Project Management
- Software Development
- Usability

2017 - 2018

PwC, Slovakia

System Architect
- Business Analysis
- Process Design
- Workflow Automation
- CRM & BPM

And before that?

A little bit of every thing

- Web Developer
- Usability Analyst
- Network Engineer
- ...

PROJECT #1 - KYC APP FOR BANKING

Background

Know Your Customer process is an onboarding activity involving multiple flows. On a customer's side, there is a disclosure process with numerous steps and potential inputs depending on local and other applicable laws. On the business side, there is an integration with different data sources that aggregate existing data into a comprehensive customer profile.

Technology

The primary technology for this project was the Appian Platform. As with every platform, it poses constraints during the design process.

Tools & Sources

Primary design tools included Axure RP for prototyping, UsabilityHub for user insights and testing, and NN/g and Google Scholar for research into expert opinions and existing studies.

Discovery
- Competitive Analysis
- Stakeholder Interviews
- User Research
- Process Mapping

Design
- User Journeys
- Design Patterns
- Prototyping
- Architecture

Implementation
- MVP Delivery
- User Testing

Outcomes

The solution was pitched to several major European banks for internal testing and adoption. Successful runs produced positive feedback. I cannot disclose more details due to an NDA.

Takeaways

The user-oriented onboarding process must carefully balance minimal requirements, business goals, and the complexity of the process itself.

Leveraging data source integrations is especially important in the consumer segment, as people fill out forms constantly and feel frustrated whenever they have to do it again.

PROJECT #2 - EXECUTIVE TRAINING PLATFORM

Background

A historical program within the company that went through a digital transformation to reduce paper waste and later enable online capabilities to accommodate COVID. Application combined user & file management for participants and exercise materials done through integrations and dedicated companions pages for various exercises to enhance the experience.

Technology

The primary technologies included Node.JS, Postgres, HTML+CSS, and Box for file management. The application was hosted on an internal cloud environment.

Tools & Sources

Primary design tools included InVision for prototyping and sharing, NN/g, and Google Scholar for research into expert opinions and existing studies. A modified version of Material Design System was used to fit the original program's style.

Discovery
- Workshops
- Stakeholder Interviews
- User Research
- Process Mapping

Design
- User Personas
- User Journeys
- Design System
- Prototyping

Implementation
- MVP Delivery
- User Testing
- DevOps
- Visual Rework

Outcomes

Application received a lot of positive feedback and over the course of several years has been expanded to include additions to the program, some of which were made possible by it. After three year run, a major rework has been prepared, including an update to the code base on Vue.js, several performance and technical enhancements, and a visual update according to the IBM's Carbon Design.

Takeaways

Primary user demographics can significantly influence the viability of design decisions regarding UX. If the users are available for testing, they should be involved as soon as possible to avoid blindspots and produce data-driven decisions.

Proper planning for the future makes it easy to build upon a successful UX or fix a non-performing one.

Hardware or software limitations must be uncovered and studied early to avoid unsolvable design dead-ends.

PROJECT #3 - SECURE HR PLATFORM

Background

A transformation project for a bundle of legacy processes previously handled semi-manually through spreadsheets. At the time, the business specifics prevented the usage of standardized solutions, so a custom one was made to accommodate them securely. A significant focus was dedicated to approval chains and data privacy.

Technology

The primary technologies included Node.JS, Vue.js, and TDD framework. The application was hosted on an internal cloud environment.

Tools & Sources

Primary design tools included Sketch for prototyping and sharing, NN/g, and Google Scholar for research into expert opinions and existing studies. A Carbon Design System was used.

Discovery
- Workshops
- Stakeholder Interviews
- User Research
- Process Mapping

Design
- User Personas
- User Journeys
- Prototyping
- UX Strategy

Implementation
- Scrum
- Project Management
- Documentation
- Security Certification

Outcomes

The development process was rocky due to multiple reasons. However, despite that, the tool got to an MVP stage, and received internal security certifications. Users involved in the initial user testing reported positive feedback, noting the ease of use compared to the old system. I cannot disclose more details due to an NDA.

Takeaways

Part of the discovery outcomes was a hand-over from another team. Rushing through a discovery phase can be necessary to make it to the market, but this debt will soon be called.

Users can be resistant to change, and the best way to address this is to target their core needs rather than produce checklist "features".

Complex processes benefit from automatic verification and scans for common mistakes.

Customization is key for global applications when many users are from different places with different perspectives.

PROJECT #4 - CYBER SECURITY PLATFORM FOR ENTERPRISE AND SMB

Background

A large scale update of the existing security platform, aligned with a Design System expansion. Most details are best kept secret for now!

😉

Tools & Sources

Primary design tools include Figma for prototyping and sharing, NN/g, and Google Scholar for research into expert opinions and existing studies. An in-house Design System is used. Extensive user testing and validation conducted both in-house and using external platforms.

Design
- UX Strategy
- Design System
- Business Analysis
- Competitive Analysis
- User Research
- User Personas
- User Journeys
- Mock-up
- Prototyping
- Stakeholder & Cross-team
- Leadership