

USER EXPERIENCE DESIGNER

# ANTON VASYLIEV

00 / PORTFOLIO 2012 - 2016

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2016



The Ukrainian company eScore Technologies specializes in software for betting solutions. The main product is a rub90.com betting portal.

I spent almost one year as a remote UX consultant. It evolved my self-organization and developed my remote presentation skills. Also, I had a lot of business analysis and desk research tasks.

3

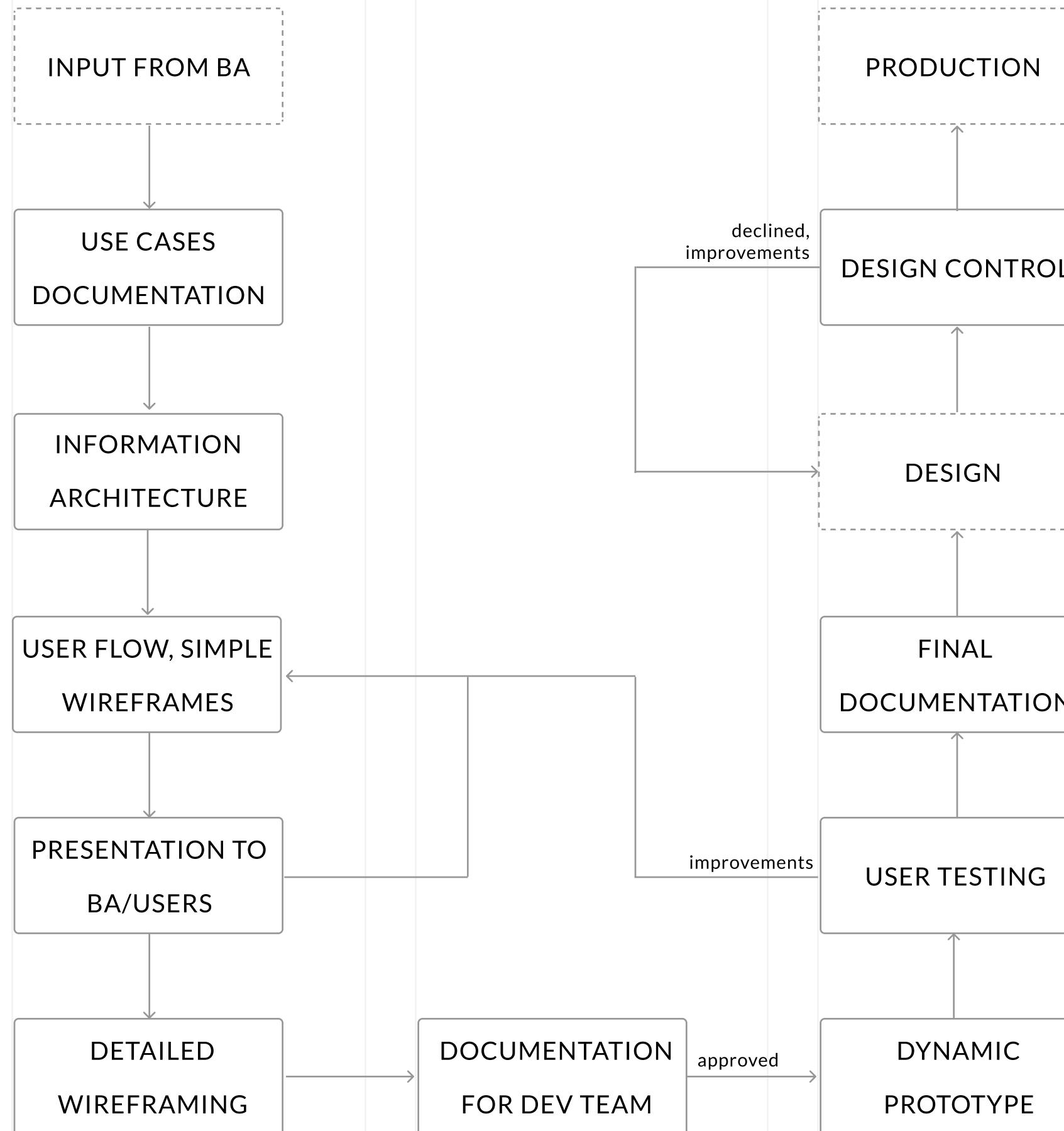
*Projects*

300+

*Detailed wireframes*

1

*Year of remote experience and self-organisation*



# UX Design process

My responsibilities:

- Wireframing
- User interviewing
- Concept presenting
- Interaction design

The essential part of this process was direct communication with the user because our users (bookmakers/process operators) were available inside the company.



# Liability Manager

Liability Manager is a bookmaker administration tool for managing sports betting risks at different stages. The tool provides the fastest risk management experience for bookmakers. Notifications, colour-coded alerts, dynamic layouts, and smooth user flows are crucial parts of product features.

The screenshot displays the Liability Manager application running on a Mac OS X desktop. The window title is "LIABILITY MANAGER". The interface includes a sidebar on the left with sections for "Назначенные матчи" (Scheduled matches), "Мои матчи" (My matches), and categories for "Футбол" (Football), "Баскетбол" (Basketball), "Теннис" (Tennis), and "Бейсбол" (Baseball). The main content area shows betting odds for matches between Trabzonspor and Galatasaray across different leagues and formats (1X2, Double Chance, etc.). It also includes a "Дополнительные форы" (Additional odds) section and a "2-й Тайм" (Second half) section. The overall design is dark-themed with green highlights for certain sections.

## 30+

*Design specifications*

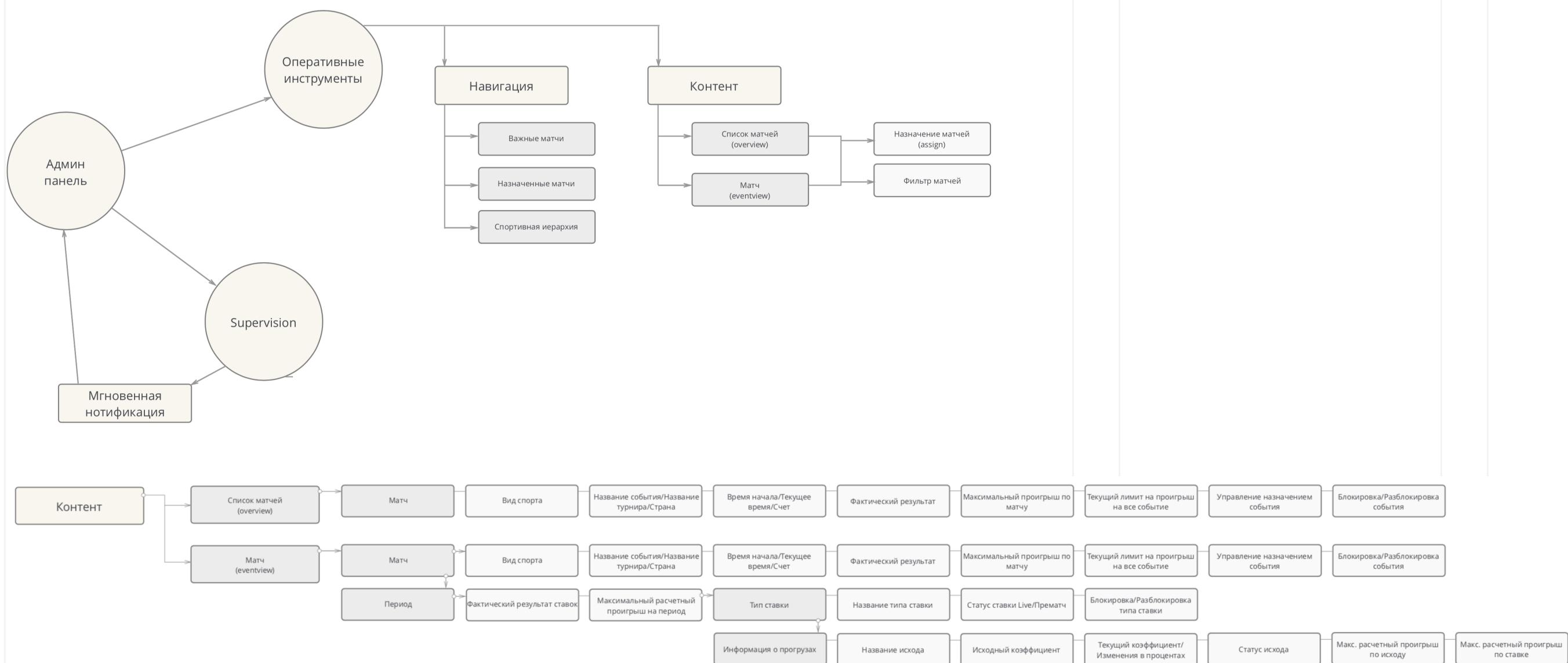
## 100%

*Dynamic UI*



The first sketch of information architecture for Liability Manager.

Общая ИА и структура Оперативных инструментов и Supervision





This wireframe of the Liability Manager tool shows a list of actual game matches and their risk statuses. The content in this area depends on risk forecasting on the backend.

Свернуть

Ведите название команды  \$ Тип: Оффайн Онлайн Супер партнер: Все доступные Партнерская группа: Все доступные Клуб: не выбран

Overview ★ 2 2 2 1 Алтригем - Киддерминстер Шарлотт - Чикаго

Избранные (10)  Live  Приматч  Прошедшие  Матчи с прогрессом

Матч	Статус события	Факт. результат	Макс. проигрыш	Текущий лимит	Начальный лимит	Нотификация
Факел - Воронеж Байкал (Россия, ФНЛ)	08.11.2015 11:20	-199	66	—	—	2 2 2 1
Балтика - Тосно (Россия, ФНЛ)	08.11.2015 11:40	-244	33	—	—	1 □△○
Шарлотт - Чикаго (США, NBA)	09.11.2015 02:30	-5434	4323	—	—	1 □△○
Детройт - Индиана (США, NBA)	09.11.2015 02:40	-200	432	—	—	1 □△○

Назначенные матчи (25) Мои матчи  Live  Приматч  Прошедшие  Матчи с прогрессом

Матч	Статус события	Факт. результат	Макс. проигрыш	Текущий лимит	Начальный лимит	Нотификация
Алтригем - Киддерминстер (Англия, Конференция)	07.11.2015 17:00   1-й тайм   0:1	-5234	4323	—	—	1 1 1 1
Борхам Вуд - Альдершот Таун (Англия, Конференция)	07.11.2015 17:00   1-й тайм   0:1	-200	432	—	—	1 □△○
Скайлайнерс - КК КРКА (Международный, FIBA Eurocu...)	07.11.2015 17:00   1-я четверть   56:41	-5234	4323	—	—	1 □△○
Шопрони - Бенфика Лиссабон (Международный, FIBA Eurocu...)	07.11.2015 17:00   1-я четверть   8:13	-200	432	—	—	1 □△○
Бромли - Челтенхем Таун (Англия, Конференция)	07.11.2015 15:10	-1033	432	—	—	1 □△○
Саутпорт - Честерсити (Англия, Конференция)	07.11.2015 15:30	-2354	553	—	—	1 □△○
Суонси - Сток Сити (Англия, Премьер Лига)	07.11.2015 16:40	-2342	236	—	—	1 1 □△○
Тюмень - Торпедо Армавир (Россия, ФНЛ)	07.11.2015 16:40	-4313	743	—	—	1 □△○
Волга Н-Н - Газовик (Россия, ФНЛ)	07.11.2015 17:00	-2234	331	—	—	1 1 2 ○
Сокол - Шинник (Россия, ФНЛ)	08.11.2015 11:00	-2554	553	—	—	1 □△○
Факел - Воронеж Байкал (Россия, ФНЛ)	08.11.2015 11:20	-199	66	—	—	1 □△○
Балтика - Тосно (Россия, ФНЛ)	08.11.2015 11:40	-244	33	—	—	1 □△○
Шарлотт - Чикаго (США, NBA)	09.11.2015 02:30	-5434	4323	—	—	1 □△○
Детройт - Индиана (США, NBA)	09.11.2015 02:40	-200	432	—	—	1 □△○

Нотификация Дог матча

Общая нотификация по матчу  отметить все

07.01.2016 11:38:16 Доля прогрода типа ставки к лимиту на прогресс в матче за рамками контрольного значения  открыть в матче

07.01.2016 11:38:16 Доля прогрода на период к лимиту на прогресс в матче за рамками контрольного значения  открыть в матче

07.01.2016 11:38:16 Доля прогрода типа ставки к лимиту на прогресс в матче за рамками контрольного значения  открыть в матче

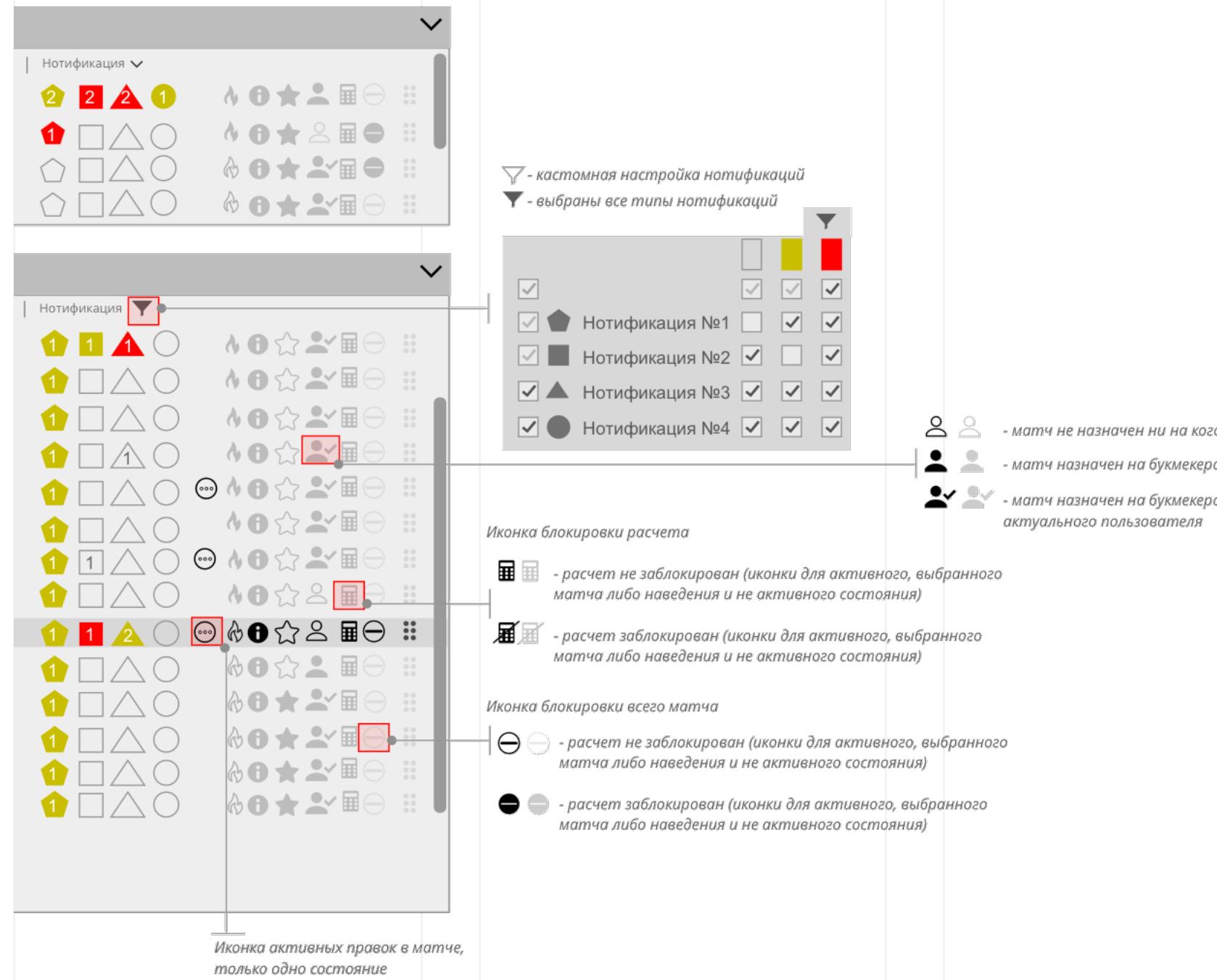
Выбор фильтра заблокирован, так как в списке все матчи назначенные на кого-то

Показывать любые  Не заблокированные матчи  Заблокированные матчи

Показывать любые  Не важные матчи  Важные матчи



The fundamental feature is a notification part of the panel. The mix of different status icons helps operators indicate the issue and handle it.





I created a lot of design specifications for developers and UI designers. This particular specification shows some logical aspects of how filters work.

#### Описание функциональности фильтров списка погрузов

1. Вид по-умолчанию, выбраны все типы погрузов (оффлайн, онлайн), все партнерские группы и клубы (пока не будет выбрана партнерская группа, выбор клуба недоступен):

2. Выбран тип только оффлайн, определенная партнерская группа, определенный клуб:

3. Выбран тип только оффлайн, определенная партнерская группа, открыт список клубов с возможностью фильтрации:

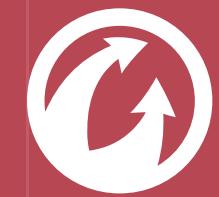
4. Выбраны все типы погрузов, определенная партнерская группа, открыт список клубов с фильтрацией:

5. Выбран тип погрузов только Онлайн, определенная партнерская группа, опция клуб заблокирована:

1. Вид по-умолчанию, валюта доллар, по-умолчанию, выбраны все типы погрузов (оффлайн, онлайн), все супер партнеры, все партнерские группы и клубы (пока не будет выбрана партнерская группа, выбор клуба недоступен):



2014 -2015



**WARGAMING.NET**

LET'S BATTLE

An award-winning online game developer and publisher. One of the leaders in the free-to-play MMO market, the company delivers authentic gaming experiences and services across PC, console and mobile platforms.

Wargaming Kyiv (Persha Studia) was an excellent company with a friendly work atmosphere. The UX process in there was smooth and structured. It was my first only UX designer job. I was thrilled and enjoyed the work process. Also, I got my first user testing and working with focus group experience there.

**2**

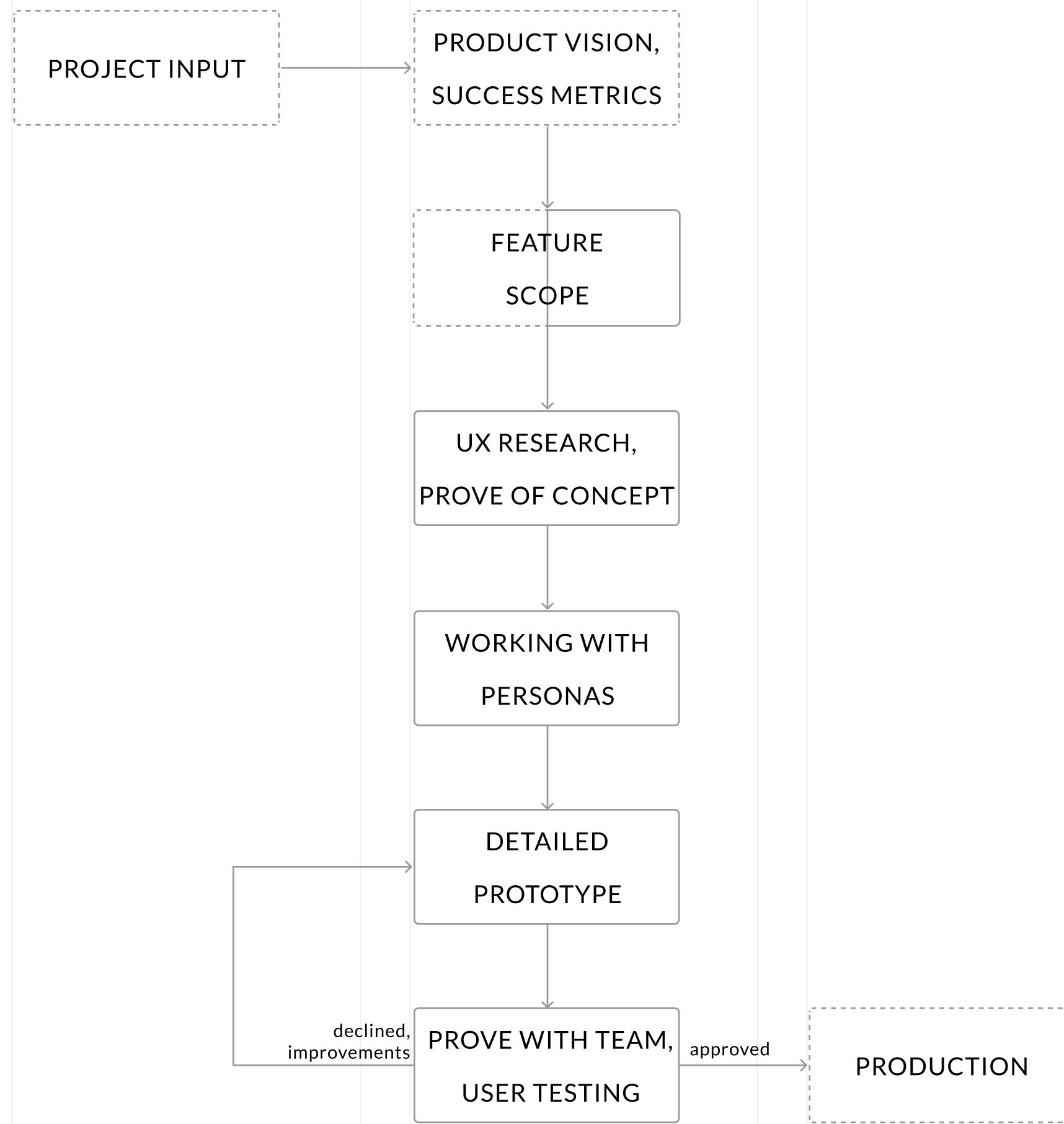
*Projects*

**1**

*Windows-based application*

**1**

*Success product redesign*



# UX Design process

The global development process was divided into two phases: Preproduction (Analytics, UX design, UI design) and Production (Development, QA).

The most exciting part of the preproduction process was the feedback sessions during the prototype testing. It's a lot of fun to see how users break your ideas and concepts.

## My responsibilities:

- Prototyping
- Prototyp testing
- User interviewing
- User feedback aggregation
- Work with research results
- Interaction design



# Wargaming Game Center

It's a OS-based application for launching desktop games like World of Tanks, World of Warplanes, and World of Warships.

2.5

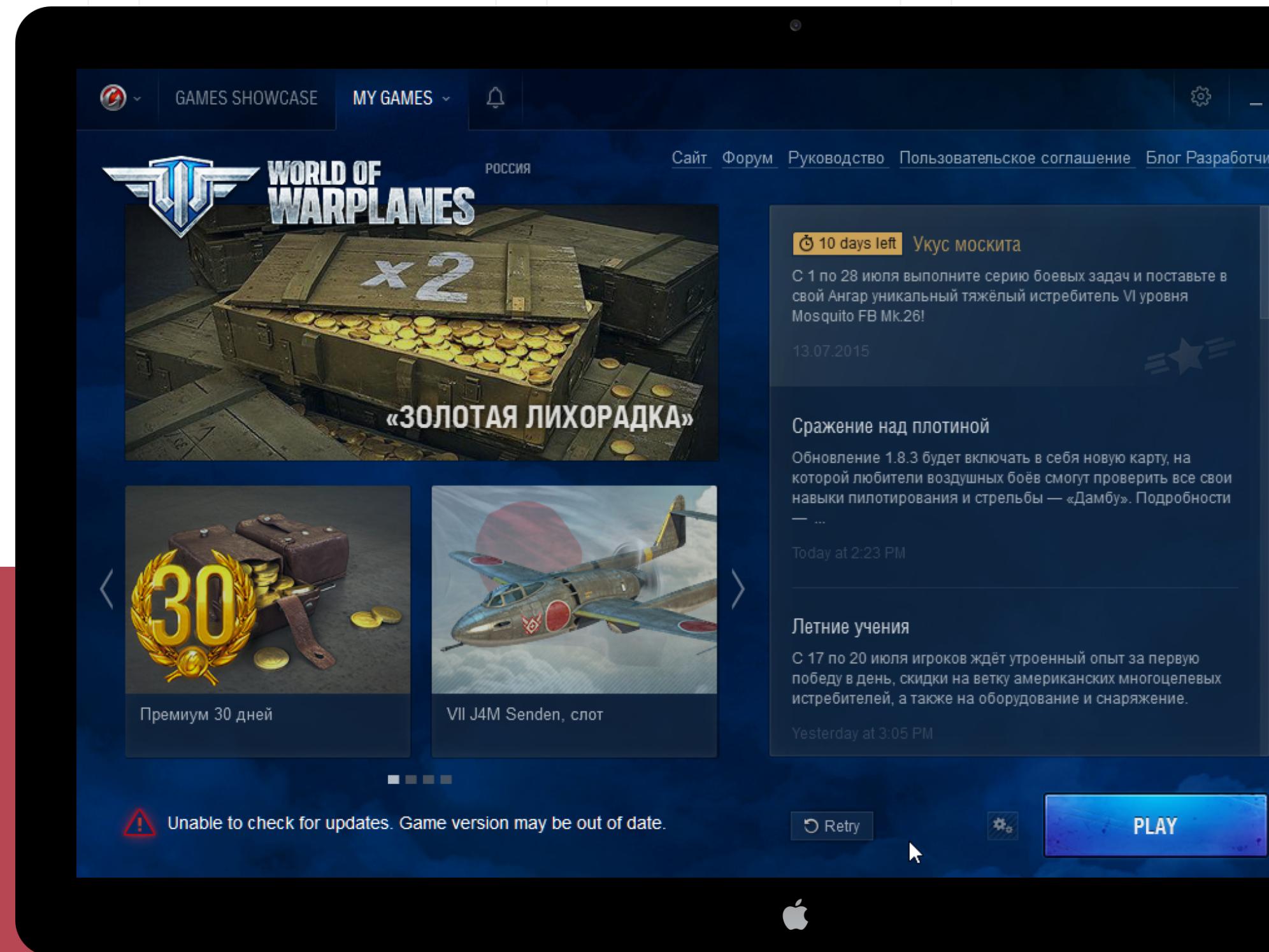
*Weeks from concept to prototype testing*

15+

*Major changes during the test*

4x12

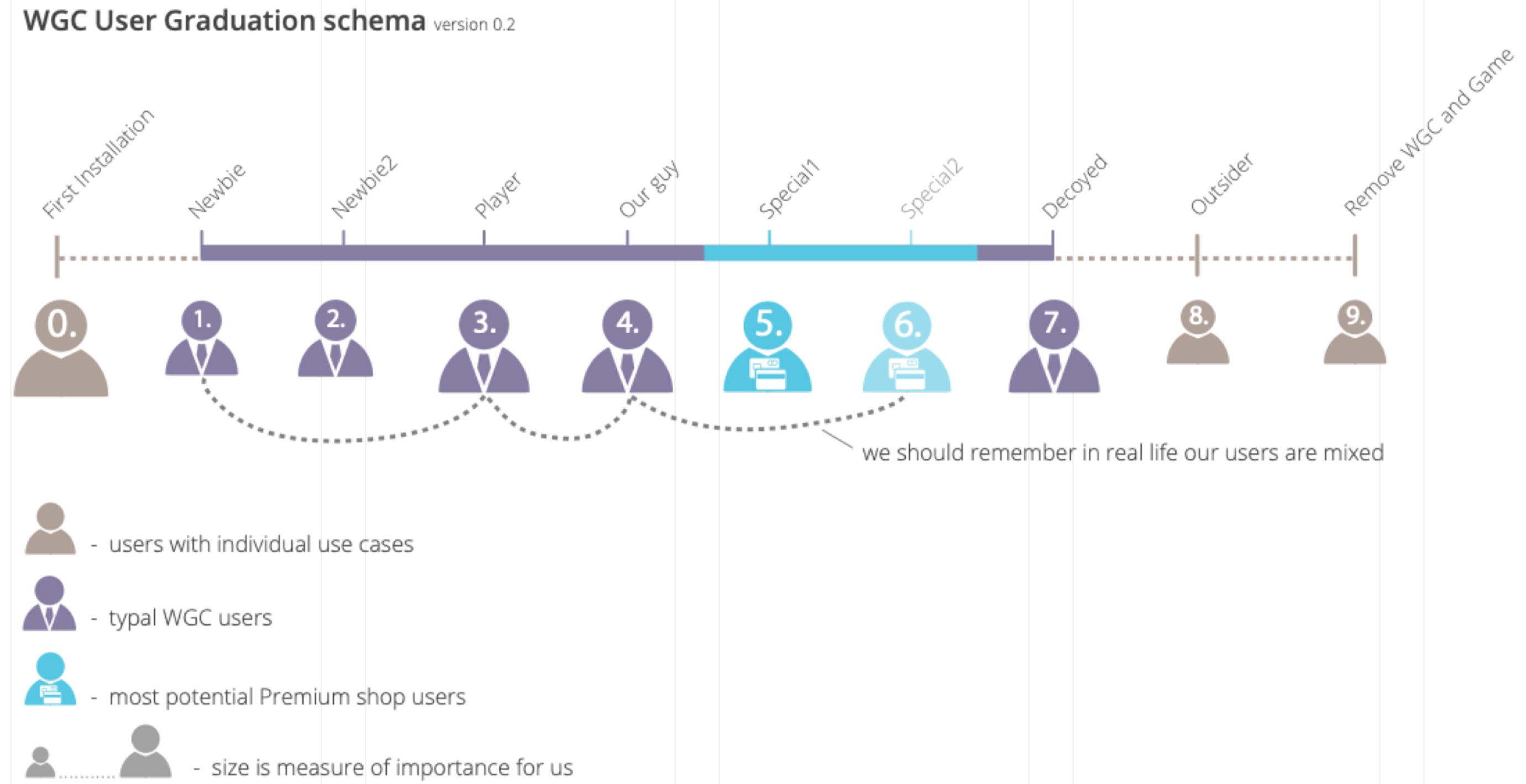
*Focus groups x people in each*





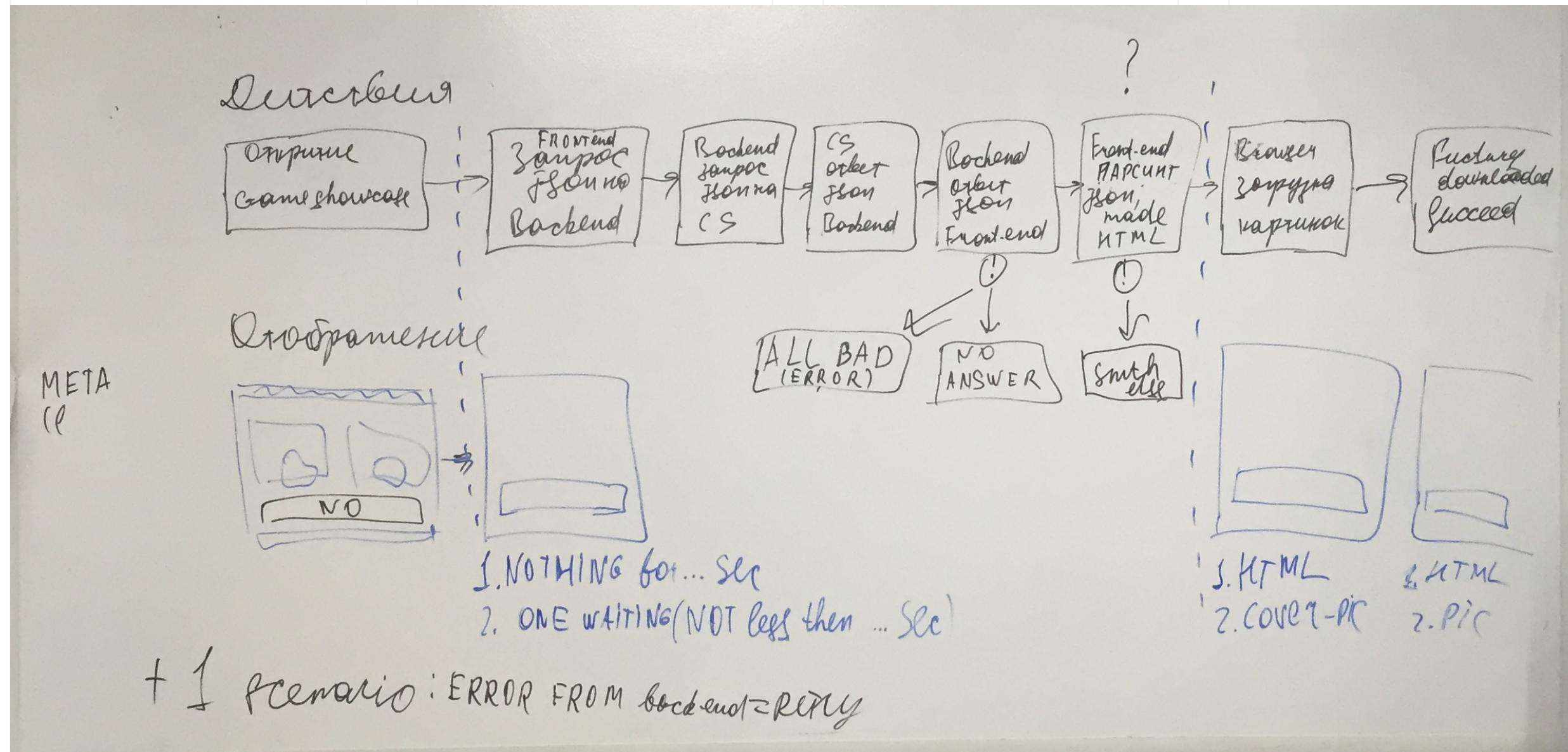
At Wargaming, I always worked with user-centric solutions. It's crucial to know your user (player).

The process begins with user graduation.





During every phase of product development, I had a numerous amount of brainstorming with the team. One of my favourite parts is presenting the idea to my teammates on a whiteboard.





One of the tasks was to propose solutions for four primary user flows: Game installation, Game Running, Games news, and Game uninstallation. We conducted prototype tests on focus groups (in four phases) to illuminate issues and make the experience smoother.

## Участники тестирования

### Этап I

Дата тестирования: 29 May 2015

<b>Сергей Кривенко</b> UX Designer 	<b>Замечания:</b> <ul style="list-style-type: none"><li>• думал что иконка WG выкинет на главную страницу игр</li><li>• со второго раза догадался что крестик</li><li>• перечень всех игр наверху был бы логичнее</li><li>• вообще не догадался как переключится опять на танки</li><li>• жмет на логотип игры чтобы установить еще одну копию игры</li></ul>
<b>Роман Кузюк</b> Frontend developer 	<b>Замечания:</b> <ul style="list-style-type: none"><li>• регион воспринимается как локализация промо страницы</li><li>• хочет открыть меню сбоку, не хочет добавлять игру сверху</li><li>• не понял как поставить игру с другого региона</li></ul>
<b>Артем Брин</b> UI Designer 	без замечаний
<b>Юрий Гордон</b>	



Together with the UI designer, we prepared a clickable prototype in Adobe Flash. We tried to keep this prototype dynamic and make changes after each sensible feedback from test group.

Choose game copy: World of Tanks

Quick Start Guide   Useful links ▾   Game options

GOLD RUSH  
TOOK x2 IN PREMIUM SHOP

VIII Panther mit 8,8 cm L/71, slot, 7 days

650,00 UAH   Special Offer | 12d.

ADD FUNDS »

Clan Wars Map Exhibition: Westfield  
11.05.15

Introduction to the Ranked Team Battle Season  
11.05.15

Stand-To: Week of June 15



2013 -2014

## <epam>

It was the most intensive time in my career. I learnt how to deliver UX concepts for comprehensive solutions. My main business domain was the mining industry. Our client "Modular Mining" had a stack of Windows-based tools for operating inside and outside mines.

7

*Projects*

1

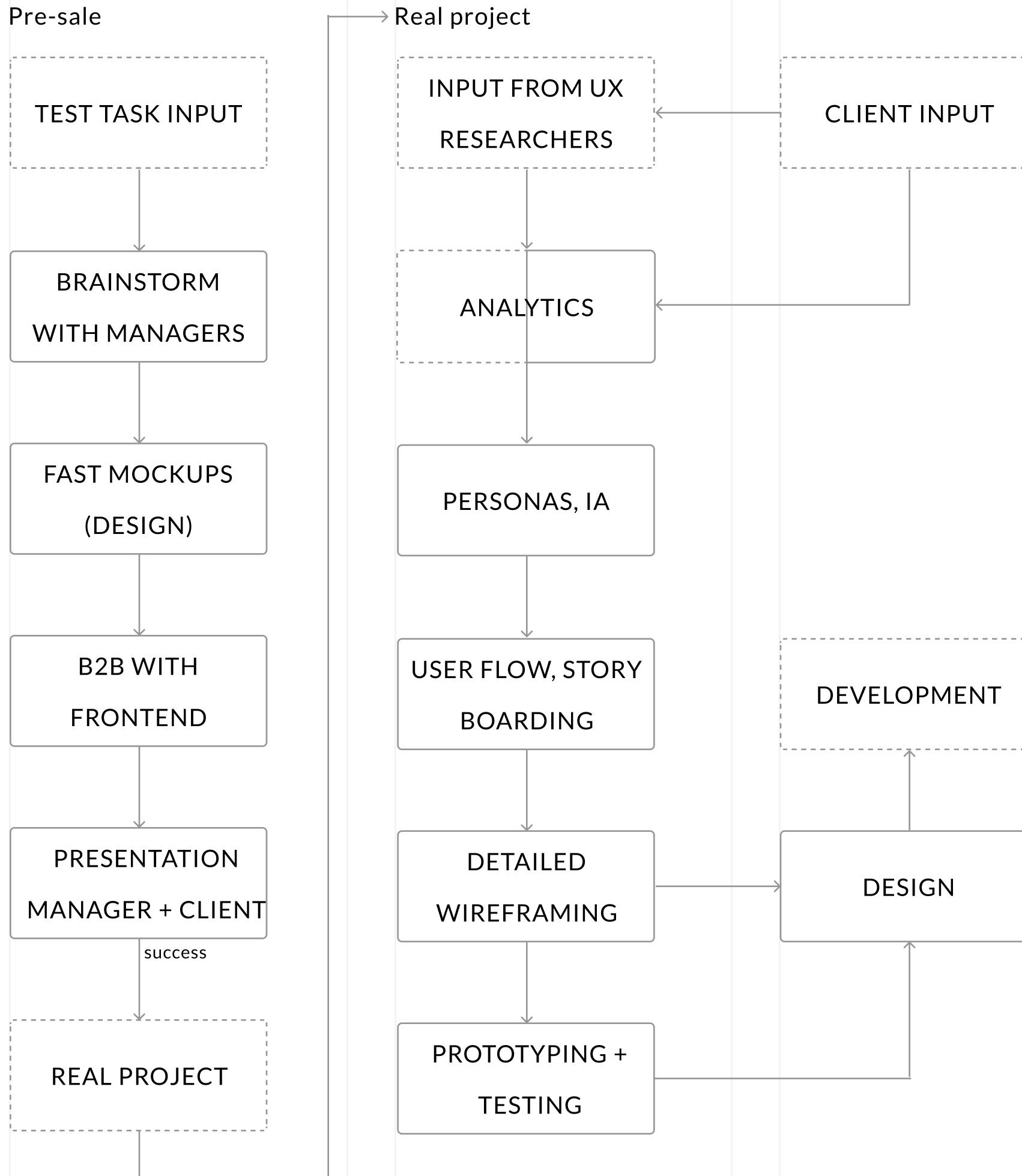
*Local design competition  
(third place)*

2

*Successful pre-sale +  
Government projects*

1

*Windows-based application  
for Microsoft Surface tablet*



# UX Design process

At Epam (an outsourcing company), a UX design process begins from the pre-sale phase. Together with developers, you have only a few weeks to provide an MVP version of the product and present it to the client. So, it sounds challenging but it increases your ability to concentrate on the essentials.

## My responsibilities:

- User interviewing
- Creating a UX concept
- Contributing to project style guide
- UI design
- Presenting design to stakeholders
- Interaction design



# MMSI MineCare

<http://www.modularmining.com/product/minecare-3/>

The MineCare solution improves every aspect of the maintenance management process on mining sites, providing the information and tools you need to monitor the health of your entire fleet in real time. This solution helps to prevent catastrophic equipment failures by turning data into information, and information into action.

8

*Designers*

1

*Case study*

1.5

*Years project*

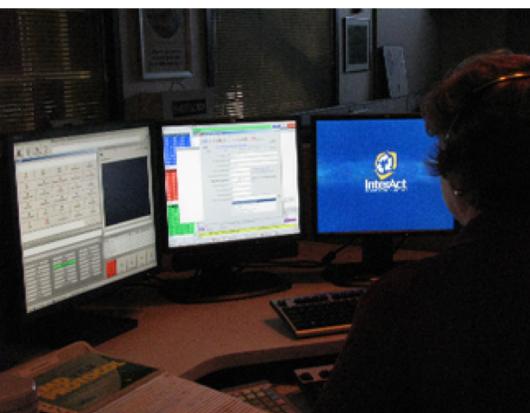




As a part of the big design team, I earned exceptional experience as a UX designer. Experience in collaborating, decision proving, and working with various input information (user research, customer requests). This screen shows the transformation of user needs into a detailed user flow I was designing.

#### Dispatcher (Dave Smith)

Dave shows up at work. He opens up the application and logs in. Application opens and Dave sees his multi-screen default layout: Primary screen with Dashboard, 2nd screen containing Events Handling Component full view and 3rd screen is empty with MMSI Logo in the background.



Dave's primary responsibility is to monitor equipment and make sure everything goes well with them. If something goes wrong, the System sends notifications about issue type, location and the latest sensor values from the affected equipment.

- Dave monitors Events in Events Handling Component. He looks at the view where he sees list of events sorted by date. He can switch to graphical representation to understand the overall situation.

Events Monitoring

SOURCE	READ TIME	TYPE ID	EVENT	VALUE
T109	11:04:46 AM 7/2/2013	55.1.419	Transmission Oil Temperature Warning - Transmis	7/02/13
T108	11:04:28 AM 7/2/2013	55.1.81	Transmission Oil Pressure - Low (L11) - On (EH170	7/02/13
T103	11:04:55 AM 7/2/2013	55.1.576	Transmission Check Warning - No Warning (EH17	7/02/13
T107	11:04:56 AM 7/2/2013	55.1.2	Stop (L7) - Flashing (EH1700)	7/02/13
T103	11:04:43 AM 7/2/2013	55.1.593	Steer Oil Temperature Warning - Steering Oil Tem	7/02/13
T108	11:04:46 AM 7/2/2013	55.1.465	Steer Oil Filter Warning - Steer Oil Filter Clogged (	7/02/13
T106	11:04:33 AM 7/2/2013	55.1.465	Steer Oil Filter Warning - Steer Oil Filter Clogged (	7/02/13
T102	11:04:43 AM 7/2/2013	55.1.464	Steer Oil Filter Warning - No Warning (EH1700)	7/02/13
T103	11:04:37 AM 7/2/2013	55.1.464	Steer Oil Filter Warning - No Warning (EH1700)	7/02/13

Source Category: Equipment  
Source: T107  
Read Time: 7/2/2013 11:04:56 AM  
Type Id: 55.1.2  
Type Name: Stop (L7) - Flashing (EH1700)  
Value: 07/02/13 08:04:56.515;  
Latitude: 31° 52' 35.68" N  
Longitude: 111° 1' 44.51" W

Events Monitoring

TYPE ID	EVENT	VALUE		
55.1.419	Transmission Oil Temperature Warning - Transmis	7/02/13		
T108	11:04:56 AM 7/2/2013	55.1.81	Transmission Oil Pressure - Low (L11) - On (EH170	7/02/13
T103	11:04:55 AM 7/2/2013	55.1.576	Transmission Check Warning - No Warning (EH17	7/02/13
T107	11:04:56 AM 7/2/2013	55.1.2	Stop (L7) - Flashing (EH1700)	7/02/13
T103	11:04:43 AM 7/2/2013	55.1.593	Steer Oil Temperature Warning - Steering Oil Tem	7/02/13
T108	11:04:46 AM 7/2/2013	55.1.465	Steer Oil Filter Warning - Steer Oil Filter Clogged (	7/02/13
T106	11:04:33 AM 7/2/2013	55.1.465	Steer Oil Filter Warning - Steer Oil Filter Clogged (	7/02/13
T102	11:04:43 AM 7/2/2013	55.1.464	Steer Oil Filter Warning - No Warning (EH1700)	7/02/13
T103	11:04:37 AM 7/2/2013	55.1.464	Steer Oil Filter Warning - No Warning (EH1700)	7/02/13

Source Category: Equipment  
Source: T107  
Read Time: 7/2/2013 11:04:56 AM  
Type Id: 55.1.2  
Type Name: Stop (L7) - Flashing (EH1700)  
Value: 07/02/13 08:04:56.515;  
Latitude: 31° 52' 35.68" N  
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Events Monitoring

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T103	11:04:55 AM 7/2/2013	55.1.576	Transmission Check Warning - No Warning (EH17	7/02/13

Source Category: Equipment  
Source: T107  
Read Time: 7/2/2013 11:04:56 AM



Also, one of my main tasks was to prepare style guide specifications for developers.

Report (re-styled light)

Report (re-styled light)

Report (re-styled dark)

Report (re-styled dark)



On a final stage of my participating, I did a case study of this project. It was used as a presentation for future clients.

**The Client**  
Founded in 1979, Modular Mining Systems, Inc. provides open pit and underground mining customers worldwide with mining management solutions that enhance productivity, safety and equipment availability.

**The Challenge**  
Modular developed a suite of scattered legacy applications with inconsistent design and duplicated functionality. To solve this, we needed to create a framework for the new generation of Modular applications, based on business needs and latest trends in design.

**Project Goals**

- Design **metro-style UI** prototype to confirm the feasibility of metro concepts for the entire family of products, and learn the issues associated with transition.
- Help Modular to shift from development-centric process to **user-centric product design** process.
- Develop **hi-fidelity prototype** on the target platform. Use prototype to test the concept for business viability and technical feasibility.

**Personas**

Demographic	Goals	Use Cases
Age: 27 Not married Works and lives in Clayton, Idaho Household: \$150 000	Repair equipment that came in repair shop; Perform planned repairs status of the equipment;	I need check new work orders to be able plan and evaluate new repairs; I need to plan repairs with my schedule to be able carry out a maintenance plan;
Mike Technician	Chung Thung Supervisor	David Dispatcher

**UX Process**

**Build UI Concepts**

- Pluggable Component Model
- Dashboard
- Smart Zoom
- Multiple Screens
- Advanced Tables
- Notification Framework
- Voice Recognition
- Smart Links

**Style Guides**

**Push button**

Primary	Secondary
Push button rest state	Rest state
Push button finger down	Finger down
Push button finger up	Finger up
Push button disabled state	Disabled state
Push button mouse hover state	Hover state
Keyboard focus	Keyboard focus

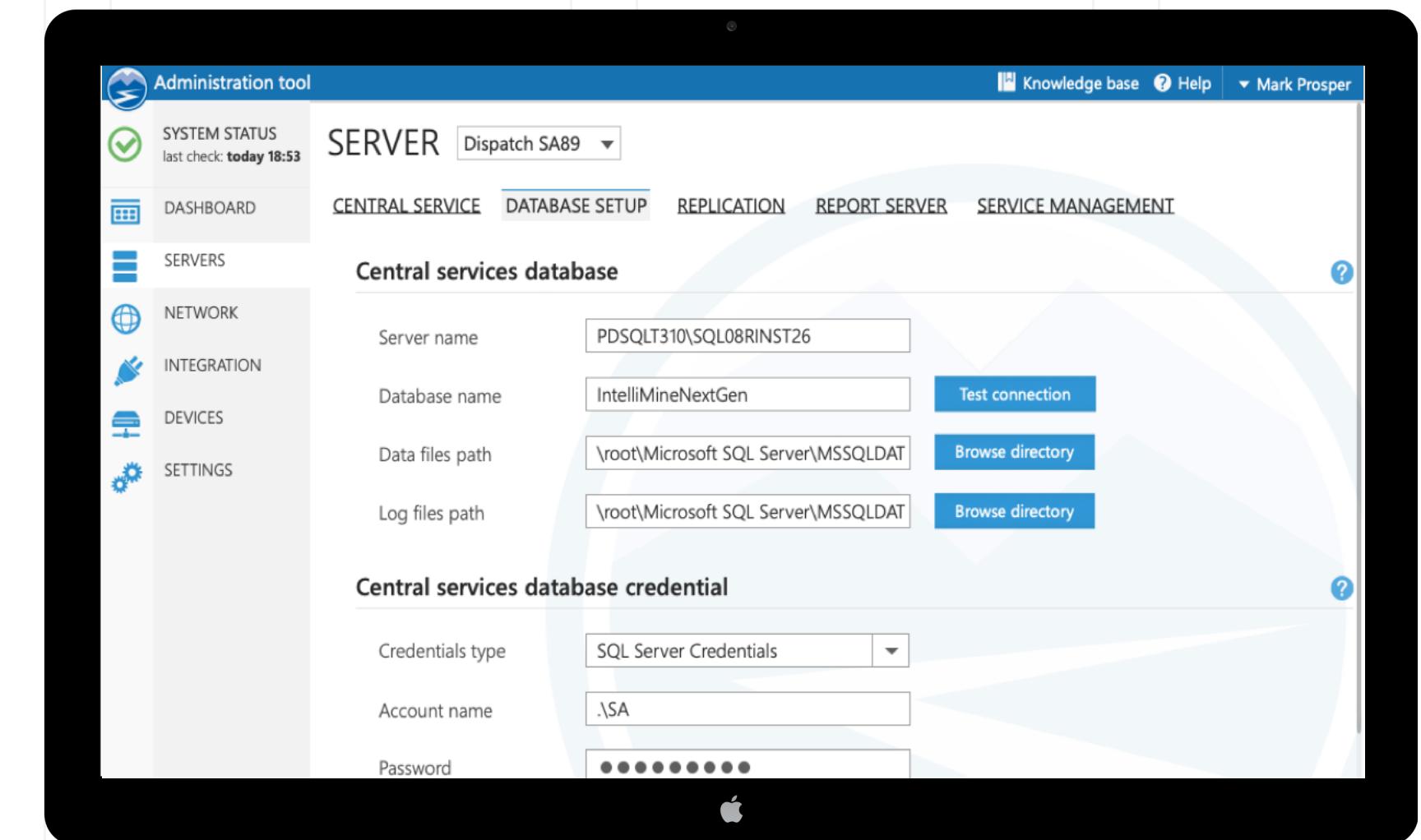
**Text box**

Primary	Secondary
Edit box rest state	Edit box mouse hover state
Edit box rest state with helper text	Edit box mouse hover state with helper text
Edit box pressed/focus state	Edit box disabled state with helper text
Edit box text selection	Edit box disabled state with user input
Edit box disabled state with helper text	Edit box group label
Edit box disabled state with user input	This is an example of an edit field that has four lines of text. This is an example of an edit field that has four lines of text. This is an example of an edit field that has four lines of text. This is an example of an edit field that has four lines of text.
Edit box mouse hover state with user input	Edit box mouse hover state with user input



# Administration tool UX concept

This project is a collection of concepts for user interface design and development. The primary purpose is to help the design and development team follow a consistent approach to developing a more user-centric application. Initially, it was a bunch of different MS Windows-based applications. Which helps to maintain, configure and troubleshoot mining camp servers.



7

Scenarios

30+

Detailed wireframes

1

Doc specification

1.5

Months of work



## Project tasks:

- Integration of all components into a single interface (one shell) to speed up and simplify the task execution
- Require to use modern web UI technology (fully web-based application)
- Simplicity leads to clarity, learn-ability and performance

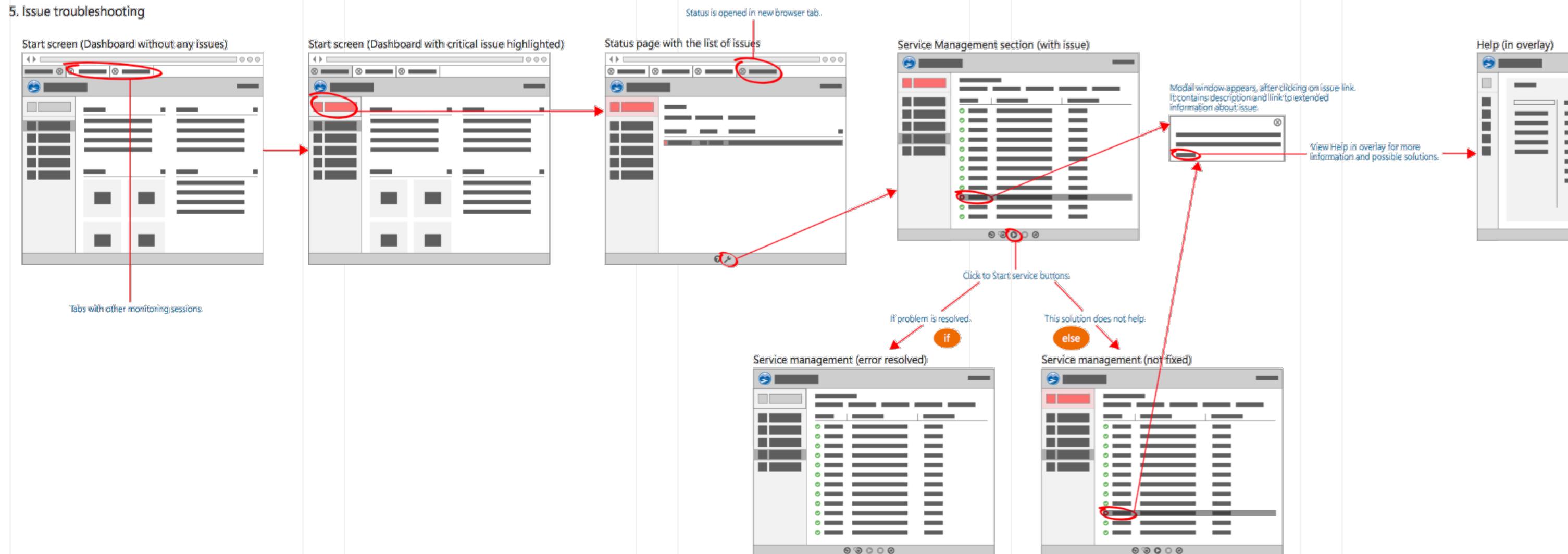
This screen shows the Information Architecture of a new toolset inherited from the legacy version.

## Configuration:





During solution development, I did many storyboards and user flows to cover all functionality of legacy products. These stories transformed into detailed wireframes and specifications.





The primary purpose of this project is to compile many different systems into one robust solution with the ability to change any of the components and add something new without impacting another module.

Second level navigation.

Most common page (settings edit)

Administration tool

Knowledge base Help Mark Prosper

SYSYTEM STATUS last check today 18:53

SERVER Dispatch SA89

Central Service Database setup Replication Report server Service management

Central services database

Server name PDSQLT310\SQL08RINST26

Database name IntelliMineNextGen

Data files path \root\Microsoft SQL Server\MSSQLDAT

Log files path \root\Microsoft SQL Server\MSSQLDAT

Central services database credential

Credentials type

Account name \SA login is not match

Password •••••••• password is not match

Internationalization

Locale en-US

Measurement system SQL Server Credentials

Test connection flow.

IntelliMineNextGen Connecting ...

IntelliMineNextGen Connection failed

IntelliMineNextGen Successfully connected

Modal window, which serves for choosing path on server.

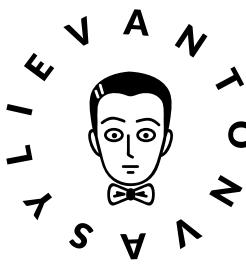
Log file path on server: "SQL08RINST26"

SQL08RINST26  
sqroot  
root  
Microsoft SQL Server  
MSSQLDATA  
SAMPLES  
QUERIES  
PUBBA  
PUBWIZ

Select path

Common forms may contain different inputs, dropdowns and switchers.

This wireframe illustrates a user interface for managing a central services database. It includes sections for basic server configuration (server name, database name, file paths), credential management (account and password fields with validation errors), and internationalization settings. A modal window is shown for selecting a log file path on the server, displaying a tree structure of available drives and folders. A separate panel shows the status of a connection flow for the 'IntelliMineNextGen' service, with three entries: one connecting, one failing, and one successfully connected. The interface uses a light gray background with red highlights for error states and red borders for certain input fields. A sidebar on the left lists various administrative categories like Dashboard, Servers, Network, Integration, Devices, Users, and Settings. A top navigation bar includes links for Knowledge base, Help, and a user profile.



The wizard approach reduces the time spent on the installation of components. The user doesn't have to go through different administration areas to finish it. Wizards will make installation flow easy to accomplish even if the installation is interrupted.

**Second step of wizard**

**Basic configuration wizard for FatigueAlert**

Steps:

DBMSD Adapters

Dispatch

EMBEDDED DEVICES

Dispatch operational database

Host: PDSQLT310  
Server instance: SQL08R2INST26  
Name: SYSLAB2Operational

DBMSD

Messaging type: MSMQ  
Queue name: DBmsdEvents  
Dispatch Main host: 172.131.72.1

PREVIOUS STEP NEXT STEP

Main navigation menu can be collapsed.  
Name appears on mouse over.

**Third step of wizard**

**Basic configuration wizard for FatigueAlert**

Steps:

Dispatch adapter

OMS server

OMS server address: 172.31.213.90  
Login timeout: 30000  
Communication timeout: 30000

GPS-Path options

Interval: PDSQLT310  
Array size: SQL08R2INST26  
X origin: SYSLAB2Operational  
Y origin: SYSLAB2Operational  
Y origin: SYSLAB2Operational

PREVIOUS STEP NEXT STEP

Context hint with a link to Help article.

**OMS Server**  
In relational database management systems and in the particular context of an Oracle Enterprise Manager (OEM) environment, an Oracle Management Server (OMS) is a software system that functions as a middle tier between Oracle intelligent agents, which may operate on multiple nodes and by default use a schema named DBSNMP, and Oracle management consoles, where database administrators may view and control their OEM domain(s).  
[Check configuration manual](#)



It is essential to receive notifications about issues which affect system operation. The user should be able to identify the problem and take action. It is hard to maintain system operation without monitoring, troubleshooting and installing updates.

System Status provides users the ability to monitor, define issues, troubleshoot them, receive notifications about required updates and install them.

The screenshot shows the 'System Status page (troubleshooting)' of an administration tool. The interface includes a navigation bar with 'Administration tool', 'Knowledge base', 'Help', and 'Mark Prosper'. Below the navigation is a 'SYSTEM STATUS' section with a yellow circle containing the number '4' and the text 'last check: today 18:53'. To the right is a 'Troubleshooting' tab and other links: 'Log journal', 'Changes log', 'Installed components', and 'Software update'. The main area is titled 'Actual issues monitoring' with the text 'Runtime: 2 Configuration: 2 Total: 4'. A table lists four issues:

Date	Issue	Description
today, 14:18	Report server not responding	Error Code 408: Request Timeout error is an er was prepared to...
today, 15:38	Device _33 is not reachable	Error Code 408: Request Timeout error is an er was prepared to...
today, 11:38	Host _34 not configured	In the <system.webServer><modules> tag, remove <add name...
13.04.2013	Host _115 not configured	In the <system.webServer><modules> tag, remove <add name='CustomErrorModule'>, if it is present. In the <system.webServer><modules> tag, remove <add name='CustomErrorModule'>, if it is present.

At the bottom left are status indicators: 'Issue status: critical, warning.' and 'Issue type: Runtime, Configuration.'. On the right, there is a 'help' button with a question mark icon and a 'resolve' button with a wrench icon. A red box highlights the 'Issue filter' section, which contains a 'Fields' dropdown with 'Runtime' and 'Configuration' checked.



2012 -2013

## Adstream

Adstream is the leading ad workflow, management, and cross-media distribution provider.

Adstream was my first international employer. I started as a manual QA and usability tester. Through that experience, I understood the different shapes of interface building. User interaction patterns, UI best practices, working with user feedback and more. After one year as QA, I decided to switch to a new role in a current project because it was my dream. I grew up as UX/UI designer and did a lot of various tasks, mostly interaction design tasks.

**5**

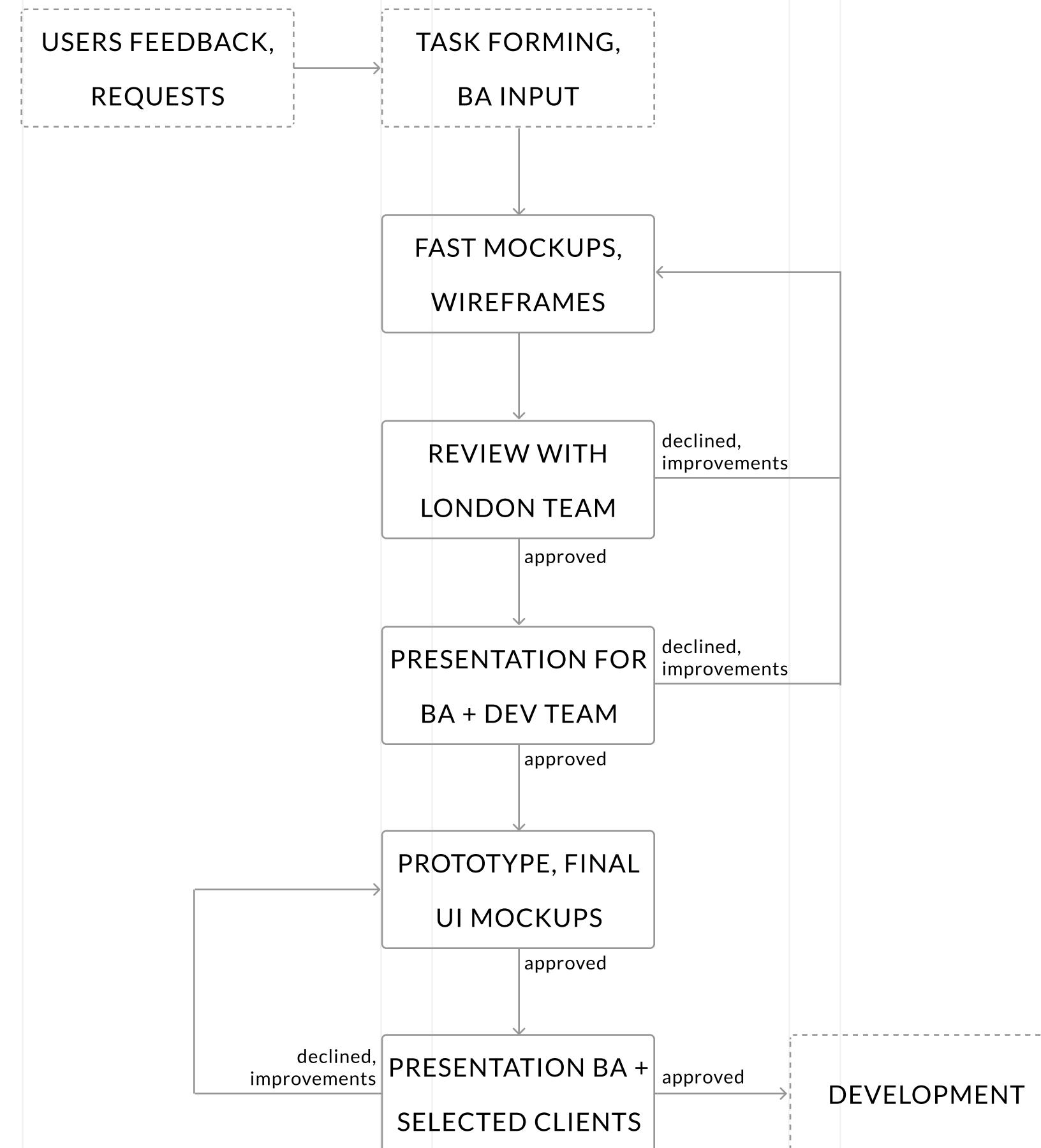
*Dynamic projects*

**1**

*Mac OS X application*

**2**

*In-house speeches for  
community of company*



# Design process

We were a team of four designers based in London and Kyiv.

Due to the specific user ecosystem, we had direct feedback from the creative agencies and distribution channels through the business analytic team. Feedback also includes feature requests and workflow improvements.

## My responsibilities:

- User's feedback absorption
- Creating user flows
- Creating final UI assets
- Collaborating with the developers
- Presentation for clients



# Adstream Platform

<http://www.adstream.com/solutions-overview/>

The global content solution trusted by the world's greatest advertisers and marketers.

This solution helps to deliver and store digital assets for brands, agencies, studios, production and post-production partners.

10+

*Years of product history*

4

*Designers from Kyiv and London*

The screenshot shows the Adstream Platform's validation interface. At the top, there's a navigation bar with icons for dashboard, projects, library, and jobs, along with system notifications (3 messages, 3 emails) and a user profile for 'Peter Prosper'. Below the navigation is a search bar with placeholder 'Enter your search here...' and a 'Advanced Search' link. The main content area has a title 'Failed Validation of Validated\_358\_americana\_nokia\_m38.pdf'. Underneath, a 'Validation Results' section displays a red error message: 'You file has failed validation against the publisher specification.' It also includes a note about low-resolution previews and a tip for using QuickPrint Pro for high-resolution previews. A preview image of an Emirates advertisement featuring three flight attendants in red uniforms is shown. The ad has a red banner with the text 'Fluent in excellence.' and 'Experience award-winning service to Dubai daily from 9th January.' To the right of the preview, a 'Messages' section lists 11 items, each with a color-coded icon (red for errors, yellow for warnings). The messages include: 'The effective resolution of the following images is lower than that required for optimal reproduction. They should be more than 250 DPI.', 'Transparency detected.', 'Annotations detected.', 'Elements containing knockout 100% black have been detected.', 'The Trim Box for the PDF was not specified, but will be set to the expected size. Please select this warning and confirm the new setting.', 'The Media Box is larger than required. The Media Box will be reduced down. Please select this warning and confirm the new setting.', 'The Bleed Box for this PDF was not specified, but will be set to the expected size. Please select this warning and confirm the new setting.', 'The "Trapping" for this PDF is not defined.', 'ICC Based RGB colour used.', and 'The requirements are set by the publisher - for assistance contact your local Adstream office.'



Axure RP was the main program for idea confirmation with BA and Devs. Adstream Platform covers various workflows. My favourite is Adstream Pagestore, a tool for managing print assets. This prototype shows the main screen of this system.

Sitemap Page Notes

Adstream PageStore Jobs Transfers 3 Logs

print\_user@ads

Show Links and Options

- 1.0 Jobs Table
  - 1.1 Job
  - 1.1.1 Job
  - 1.2 Query
  - 1.3 Accept
- 1.4 Transfers
  - 1.4.1 all transfers
- 1.6 Proof
  - 1.6.1 email
- 1.7 Jobs Table (without new trans
- 1.8 Top logs menu
- 1.9 Archive action
- 1.10 Copy to production

- 2.0 Search
  - 2.1 Advanced Search
- 3.0 Logs
- 4.0 Archive
- 7.0 Originator
  - 7.1 Send
  - 7.2 Edit Job
- 5.0 Settings (user & general)
  - 5.0 User settings (admin)
    - 5.0.1 Add/Edit User
    - 5.1 Production
  - 5.2 QAutomate
    - 5.2.1 Rule
    - 5.2.2 Rule 2

Incoming **Accept** Urgent Accepted Archived

Destination **Ungroup** Status Publication Date Booking # Advertiser Format Source

3 filters selected [reset filter](#)

Destination	Publication	Section	Status
SMB	Something Weekly	Lifestyle	Accepted
SMB	Something Daily	Sports	New

Something Weekly New 12.12.11 AGAB-001-000 Auchan PDF FTP

Something Daily Produced 12.12.11 AGAB-001-001 Microsoft EPS (PC) Adstream Use

3 Publications Produced (1 of 3) 12.12.11 A-011-004 Disney EPS (Mac) FTP

Something Daily Queried 12.12.11 AGAB-001-001 Microsoft EPS (Mac) AdSend

2 Publications Accepted (1 of 2) 12.12.11 A-011-004 Auchan PDF AdSend

**T34 GVG[12-8A].pdf (12 mb)**

**View Full Details**

Publication Code	AGAB-001-000	On Sale Date	12/1/11
Publication Date	10/1/11	Production/Key #	2354
Booking #	1753787	Caption	
Section/Location	Sports	Material Instructions	
Booked Depth	30	Insertion/Issue #	12
Booked Width	2 Columns	Format	PDF
Advert Client Name	MartMart	Ad Type	Original
		Multiple Rundates	yes
		Dates	
		User ID	5



For mockups and final design deliverables, we used Adobe Photoshop. This screen shows the pdf data confirmation process after upload.

**Adstream**

Enter your search here... Advanced Search

New PSOL PDF.pdf (On Hold)

**General Info**

Publisher: adstream Publication: GWGPublication  
Style: Process Section: section1  
Width: 300.0 mm Height: 300.0 mm  
Ad Size: 2 Column(s)

**Additional Info**

Advertiser\*: Nike  
Booking Number\*: #43578328  
On Sale Date: 30/10/2012  
Material Deadline: 5/11/2012

Publication Date\*: 20/11/2012  
Repeat Dates: 22/11/2012, 23/11/2012, 24/11/2012

Brand: Lustmord

**Insertions 6**

Search your insertion here...

1. Adstream Australia Publication 12435 Advertiser Nokia Booking Number #4352 First Publication Date 12.12.2012
2. Adstream Canada Publication 12435 Advertiser Nokia Booking Number #4352 First Publication Date 12.12.2012
3. Adstream Porto Publication 12435 Advertiser Nokia Booking Number #4352 First Publication Date 12.12.2012
4. Adstream Ukraine Publication 12435 Advertiser Nokia Booking Number #4352 First Publication Date 12.12.2012

**Preview**

2012021512402340 Gr a.



Adstream products have a table structure, so we had plenty of challenges with filtering and representing the data suitably. The task is letting users bring their assets with all needed data as fast&easy as possible.

▼ ⚡ Jobs Connect Logs Mark Sutcliffe

# Pagestore

Enter your search here... Advanced Search

Incoming Outgoing Archive Incoming Archive Outgoing

<input type="checkbox"/>	Publication Name	Booking Number	Publication Date	Advertiser	File Name	Jobs per page
<input type="checkbox"/>	NKA-732312A324	#5349853	22 Jun 2012	Lumia Smart Phone	GWG_T344_p...[SSSQF].pdf	<input checked="" type="checkbox"/> Publication Name
<input type="checkbox"/>	KLGS-12345	#7534895	09 Jan 2015	Coco Pops Cereals	T344_GWG[T344H5].pdf	<input checked="" type="checkbox"/> Booking Number
<input type="checkbox"/>	NKE-1A345	#7584304	08 Sep 2013	Nike Dunk ID	Rainbow[T344H7].pdf	<input checked="" type="checkbox"/> Publication Date
<input type="checkbox"/>	NKA-732312A324	#6542345	01 May 2014	Lumia Smart Phone	cosmospeci121170937.pdf	<input checked="" type="checkbox"/> Advertiser
<input type="checkbox"/>	KLGS-12345	#6845492	09 Nov 2011	Coco Pops Cereals	Rainbow[AD11GA].pdf	<input checked="" type="checkbox"/> File Name
<input type="checkbox"/>	NKE-1A345	#5675834	01 May 2014	Nike Dunk ID	巨象-伊公12[ASOA2T].pdf	<input checked="" type="checkbox"/> Status
<input type="checkbox"/>	NKA-732312A324	#6659322	09 Jan 2015	Lumia Smart Phone	Sel Halil, Today at 11,21	<input type="button" value="On Hold"/>
<input type="checkbox"/>	KLGS-12345	#6594349	02 Jan 2014	Coco Pops Cereals	Sel Halil, Today at 11,20	<input type="button" value="Downloaded"/>

Filters: All



One of the highlights of designing this product was the PDF validation system which helps users to investigate the problem with their files. This screen shows the PDF validation process.

The screenshot shows a 'File preview' window with the following details:

- Advertiser: Adstream
- Publisher: 4Squaremedia
- Publication: Export And Freight
- Section: Display
- Publication Date: 22 august 2012
- Edition:
- Booking №: 435354
- Size: 215 (Width) x 303 (Height) mm

Color options:  All plates  Cyan  Magenta  Yellow  Black

File preview area: Loading 48% (A blurred image of three Emirates flight attendants in red uniforms.)

Buttons at the bottom: Compare Before/After, Print, Full screen, Close.

The screenshot shows the 'PDF Validation' page with the following interface:

- Header: Dashboard, Projects, Library, Jobs, Peter Prosper
- Search bar: Enter your search here... Advanced Search
- Logo: adstream streamlining advertising
- Section: PDF Validation
- Message: You file has failed validation against the publisher specification.
- Description: The validation process has identified areas of your file that the system could automatically correct. These are highlighted by the yellow warning messages in the 'Before' report. You now have the following options:
- Options: 1. Accept and Send - system corrections will be applied and your file will automatically be sent to the destination. Please note that the workflow for some UK Publishers will show this button as 'Accept and Proceed'. 2. Forward for Fixing - click for further details of our Prepress Services. 3. Back - update booking information or upload a different file.
- Callout: Preview is the residual NON-CRITICAL WARNINGS AND NOTES, showing post system-optimisation should you click accept and allow the system to perform the fixes.
- Before fixing: A thumbnail of the original PDF page showing three flight attendants.
- After fixing: A thumbnail of the optimized PDF page showing the same flight attendants with improved resolution.
- Messages (14):
  - Your document will appear with 85mm float left & right.
  - Your document will appear with 90mm float top & bottom.
  - The "Trapping" for this PDF is not defined.
  - Actions contained within the PDF.
  - This PDF has Trim Box specified. Anything outside of the Trim Box may be trimmed.
  - This PDF has a Bleed Box specified.
  - Document contains uncompressed data streams.
- Buttons at the bottom: Accept & Proceed, Forward for fixing, Back.
- Footer: Terms of Use | Privacy Policy | Contact Adstream
- Page number: 32 / ADSTREAM / PDF VALIDATION SYSTEM

THANKS  
FOR  
WATCHING