Tom Holland

User Interface & User Expereince Designer

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About Me.

I was influenced early on as a designer by Tim Brown's "Change by Design" and Roberto Verganti's "Design-Driven Innovation". Through these readings, my education, and my experiences as a professional I have been enthralled by the design process and the harnessing of creative potential. It is my belief that, armed with these tools and surrounding yourself with creative and technical minds alike, there is no problem too large or too small that cannot be solved.

- I have a love and unabated drive for turning chaos into order
- I am adept at immersing myself into new situations and gaining a complete understanding of the problem
- I enjoy learning and taking on new challenges both professionally and personally
- I am self taught in HTML/CSS and a bit of Javascript as I feel it adds a new dimension to my abilities as a designer

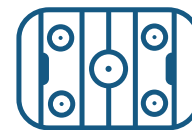I have some interests and hobbies as well:

Running   Lifting   Music   Coding   Hockey   Beer   Sci-Fi/Fantasy

About Me.

I am an end to end designer that has experience in a wide variety of design and management roles including:

- User Experience and User Interface design
- Rapid protoyping and animation design
- Designing data visualization and data aggregation tools
- Dashboards, business to business tools, business to consumer tools
- Designing iOS and Android applications
- Designing and building websites

- I have creative management experience leading a team of designers and developers focused on ideating and designing "out-of-the-box" concepts
- Experimental in creating and maintaining design systems

I have had experience working with a wide range of design and management tools:
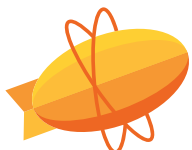
Sketch	Zeplin	Trello	Abstract	Illustrator	InDesign	PremierePro	Photoshop

InVision	Principle	HTML	CSS	JavaScript	GitHub	JIRA	Slack

Thoughts on Design.

As a designer I try to find the harmony between the desirability of the product, the viability of the product within the scope of business or system, and the feasibility of the functionality.

I keep the focus of each product I design on the project and not the problem, setting clear goals, deadlines, and review progress. The project is the space in which an idea goes from just that, all the way to reality.

One concept that I find particularly interesting is the relationship between aesthetics and usability. We have all heard that form follows function and I find that there is an inherent beauty in designs that result from the purity of function. On the other hand, I have also found that going the extra mile with the aesthetics of a design leads to the product being easier to use and creates a more enjoyable experience.

"Everything should be made as simple as possible, but not simpler." - Albert Einstein

Process Overview.

There is no one best way to move through a design process due to the variability that exists within an organization and between projects.

Reflection is important and sometimes back-tracking is necessary. This is the reason for the iterative process and leads to a non-linear process. This methodology is supported by the agile development process that is becoming common practice and I am fortunate enough to have worked in both an agile and waterfall environment.

INSPIRATION → IDEATION → IMPLEMENTATION
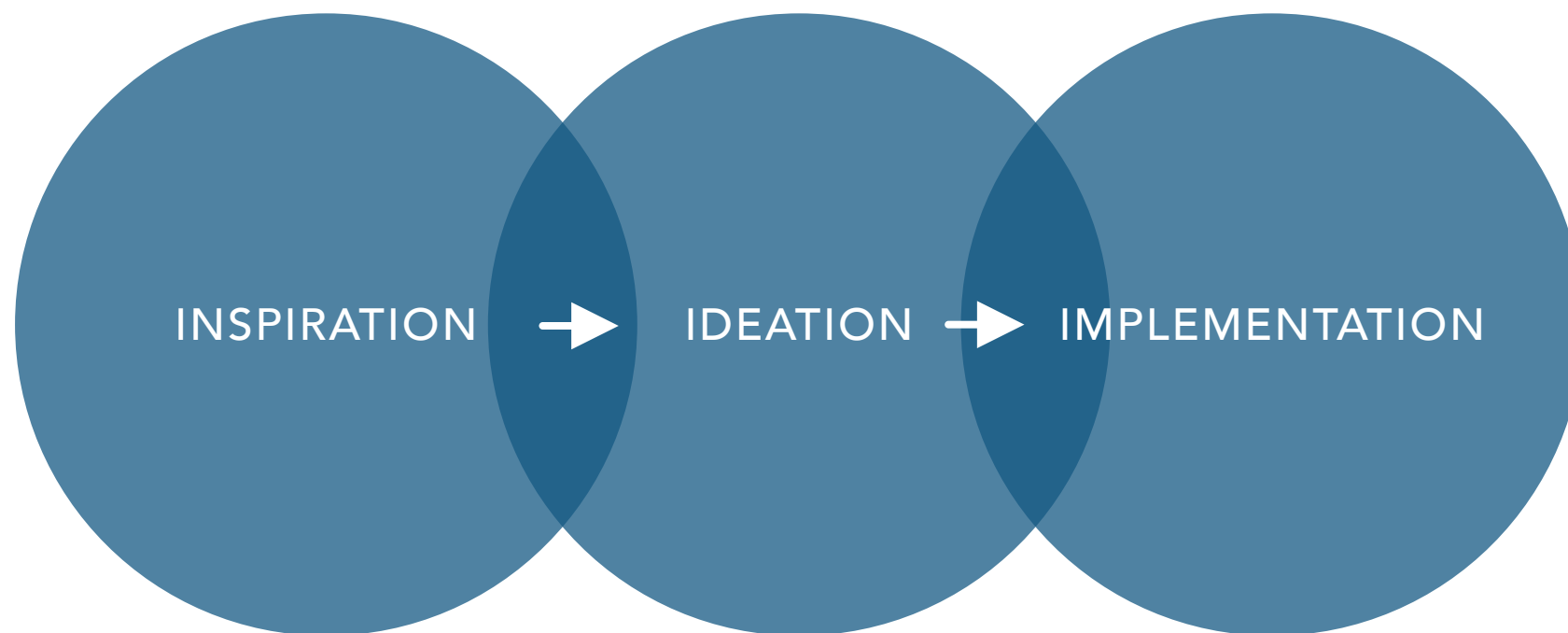
- Research
- Analyze
- Synthesize

- Visual Thinking
- Brainstorming
- Sketching

- Wireframes/Designs
- Design Reviews
- Logic/Workflows

Inspiration.

Personally the process all starts with a problem or an opportunity. Throughout my experience in the industry this has taken on many forms such as:

- An opportunity to integrate functionality with a new platform
- Client requests for new functionality

- Results of a brainstorming session
- A user need that has not been fulfilled

Once a problem or an opportunity has been identified, I then break down this part of the process into three steps:

Research

Gather all pertinent data through:
- Observation and Ethnography
- User Interviews and Feedback
- Usability Studies
- Business Requirements
- Bugs & Enhancements

Analyze

This step is where I break down all data into individual pieces by pouring over my notes, expanding on them, organizing test results, bugs, and enhancements.

Synthesize

Synthesis of the data requires the extraction of meaningful patterns in the analyzed data. Sticky notes, white boards, excel, and pen & paper are all tools I use for this.

Empathic design teaches us that observations lead to insights, which lead to the discovery of latent user needs.

Ideation.

This step is all about the unhindered creative process of developing and testing out ideas. The best way I can describe this process is Divergent Thinking, a term coined by *Tim Brown* saying "Divergent thinking is the route, not the obstacle, to innovation."

There are many ways to generate a multitude of idea, but I generally use the following in varying degrees:

Visual Thinking

I primarily use whiteboarding, sticky notes and sketching to perform my visual thinking.

Brainstorming

The use of brainstorming with a group of multidisciplinary individuals allows me to quickly conceive a multitude of diverse ideas.

Competitive Analysis

Competitive analysis or research of similar design solutions is something I do often to get my creative juices flowing.
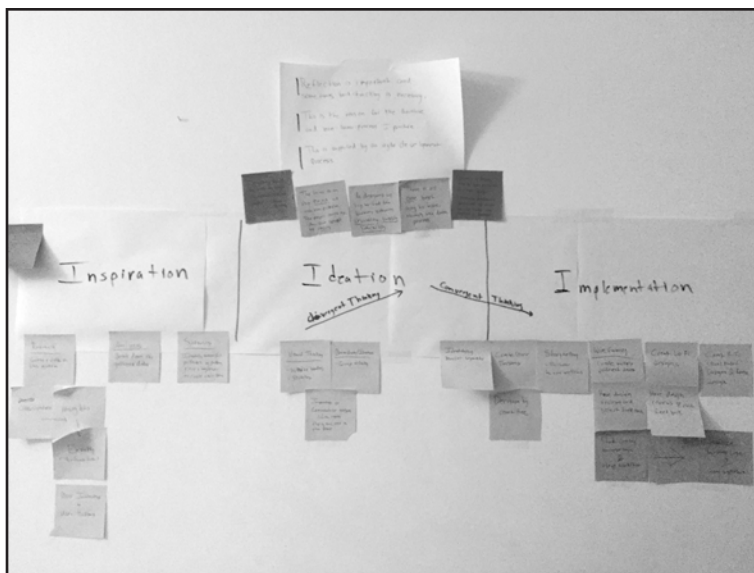
Implementation.

The final step of my process is often the longest, but always the most rewarding. Implementation deals with the iterative process of designing the ideal solution to the original problem or opportunity.

Part of this process involves the idea of Convergent Thinking, which is simply a practical way deciding among existing options driving me towards the solution. I use several different tools to do this:

Identify Market Segments

Many of the projects I have worked on have been part of a large platform spanning many market segments. Therefore it was helpful to determine which segments were primary and which were tertiary
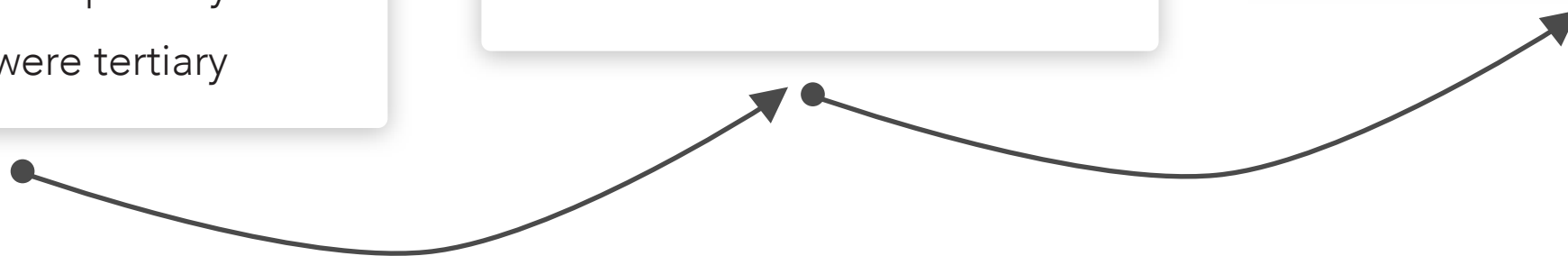
Create User Personas

When dealing with a wide-array of users and ideas I find it helpful to create user personas in order to determine what their specific needs are.
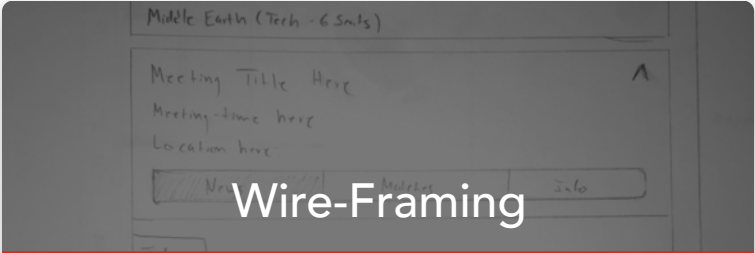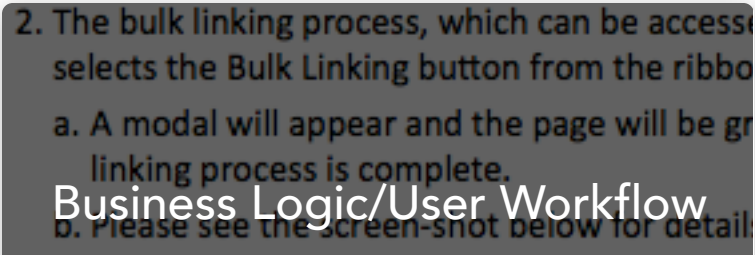
User Workflows/Storytelling

After defining the market segment(s) and user persona(s) I can create clear and concise workflows or stories depending upon the situation.
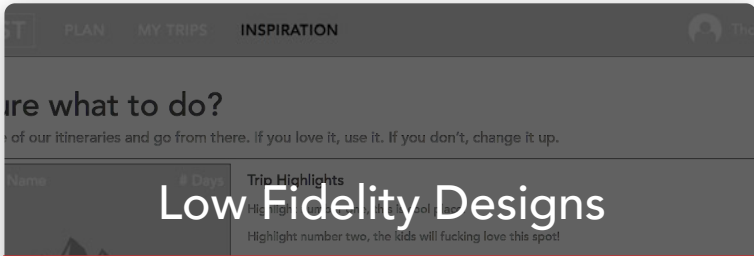
Implementation.

Wire-Framing

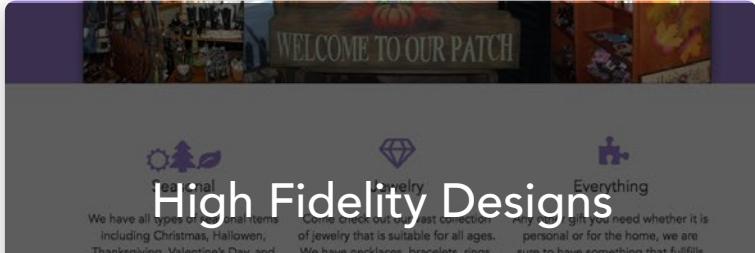Helps me convey multiple ideas with enough detail to have productive conversations with teammates and other designers.

Design Reviews

High Fidelity Designs

Createtion of "pixel perfect" designs which can be shared throughout the organization to showcase the new design.
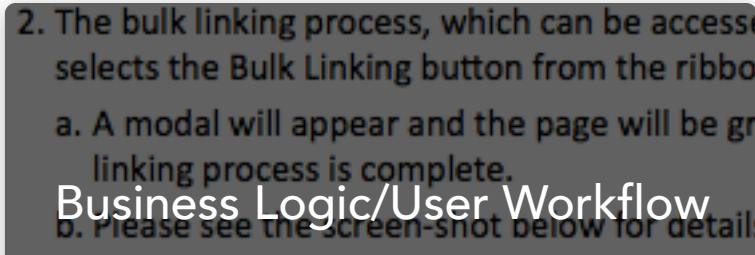
Low Fidelity Designs

Used if I am seeking feedback from people outside of my team or other designers as they better help convey the functionality.

Business Logic/User Workflow

Around the same time I start wire-framing I begin to develop the business logic and firm up the user workflows.

Business Logic/User Workflow

Finalize business logic and user workflows.

Case Study: SALIDO Time Cards.

SALIDO is innovating the restaurant technology industry by creating the first all encompassing restaurant operating system. This involves all pieces need to run and manage a restaurant's operations including the Point of Sale, Labor, Inventory, Guest Management, and Reporting.

Design Goals

The goal of this project was to redesign our Time Cards feature to prepare for larger labor enhancements.

My Role

I was the Product Designer working closely with a Product Manager and Engineering Lead.

Challenge

Thinking about the implementation of time cards wholistically throughout the system.

Tools Used

Sketch   Zeplin   InVision   JIRA   Confluence   Slides

SALIDO Time Cards.

This project started early on in my tenure at SALIDO when we decided as a business that we needed to improve the UX of our Time Cards product based on feedback. Due to shifting priorities the project was tabled until recently when we set out implement a large number of enhancements and new tools the Labor section of our system.
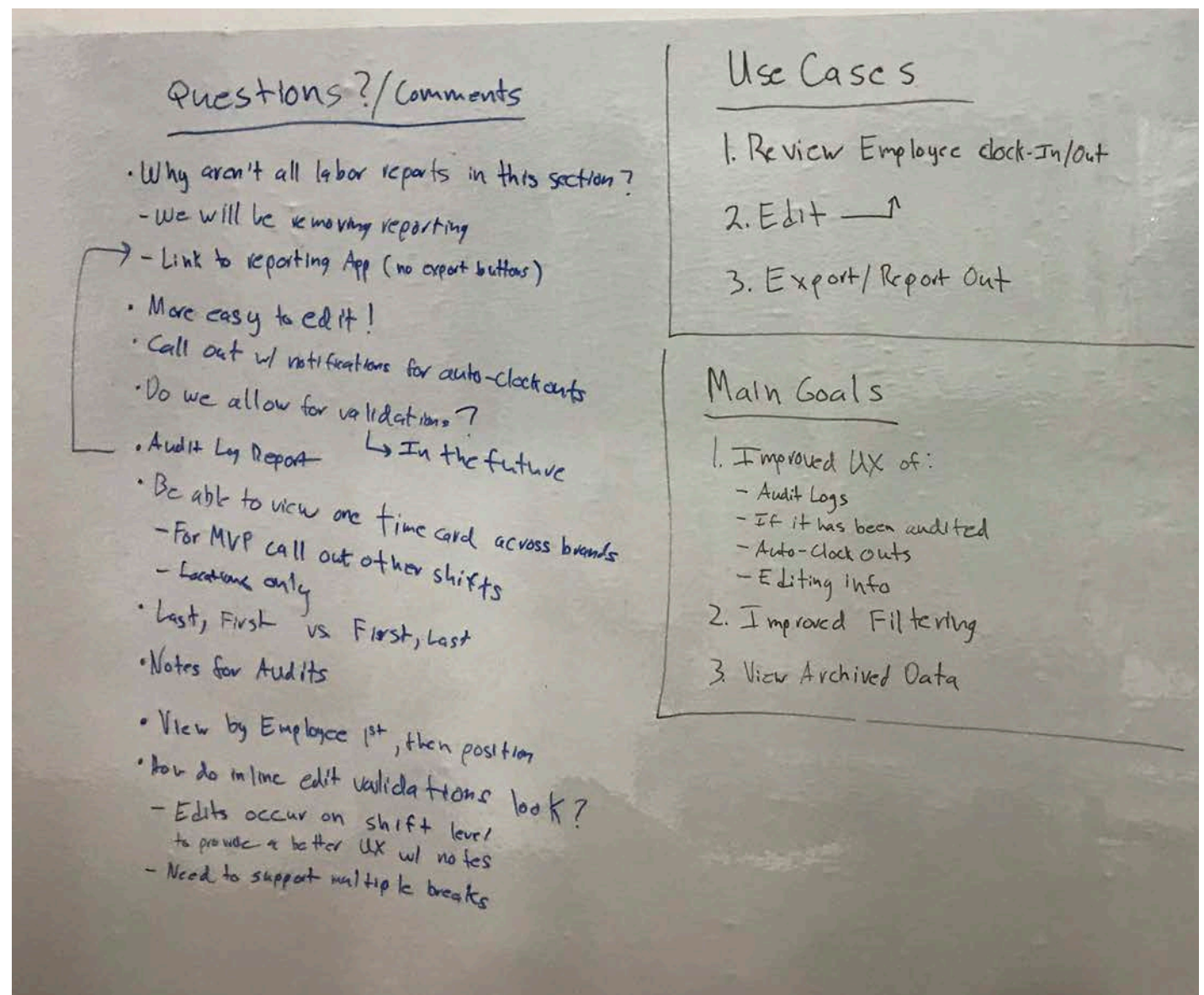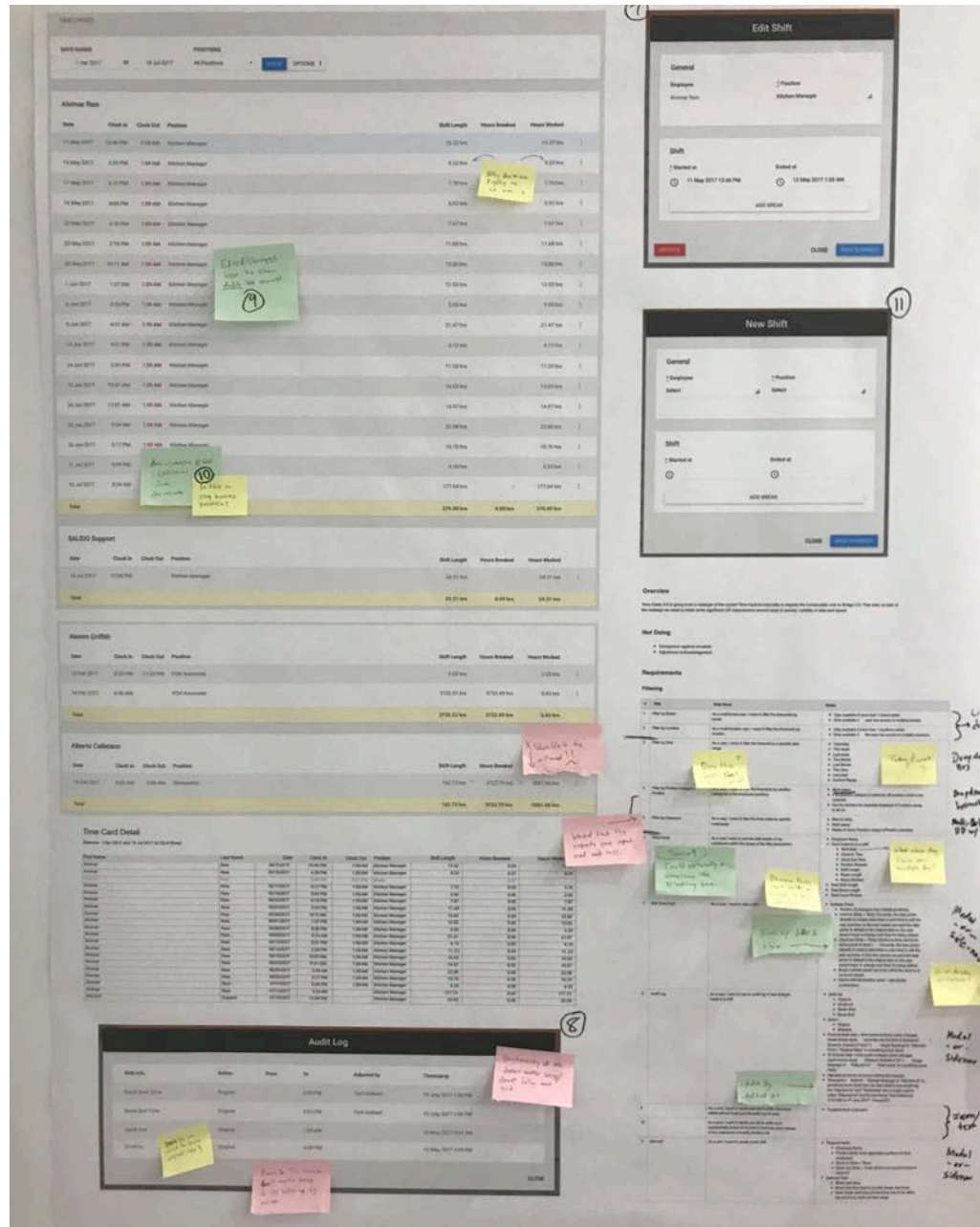
During the research phase I did the following:

- Understood the desired business outcome
- Reviewed the previously completed designs, requirements, and feedback from users
- Talked to various clients across different user groups about how their operations manage their employee's time cards
- I observed as the particular users tasked with managing time cards on a daily or weekly basis used our tool
- Researched what clients liked and disliked about our current time cards solution
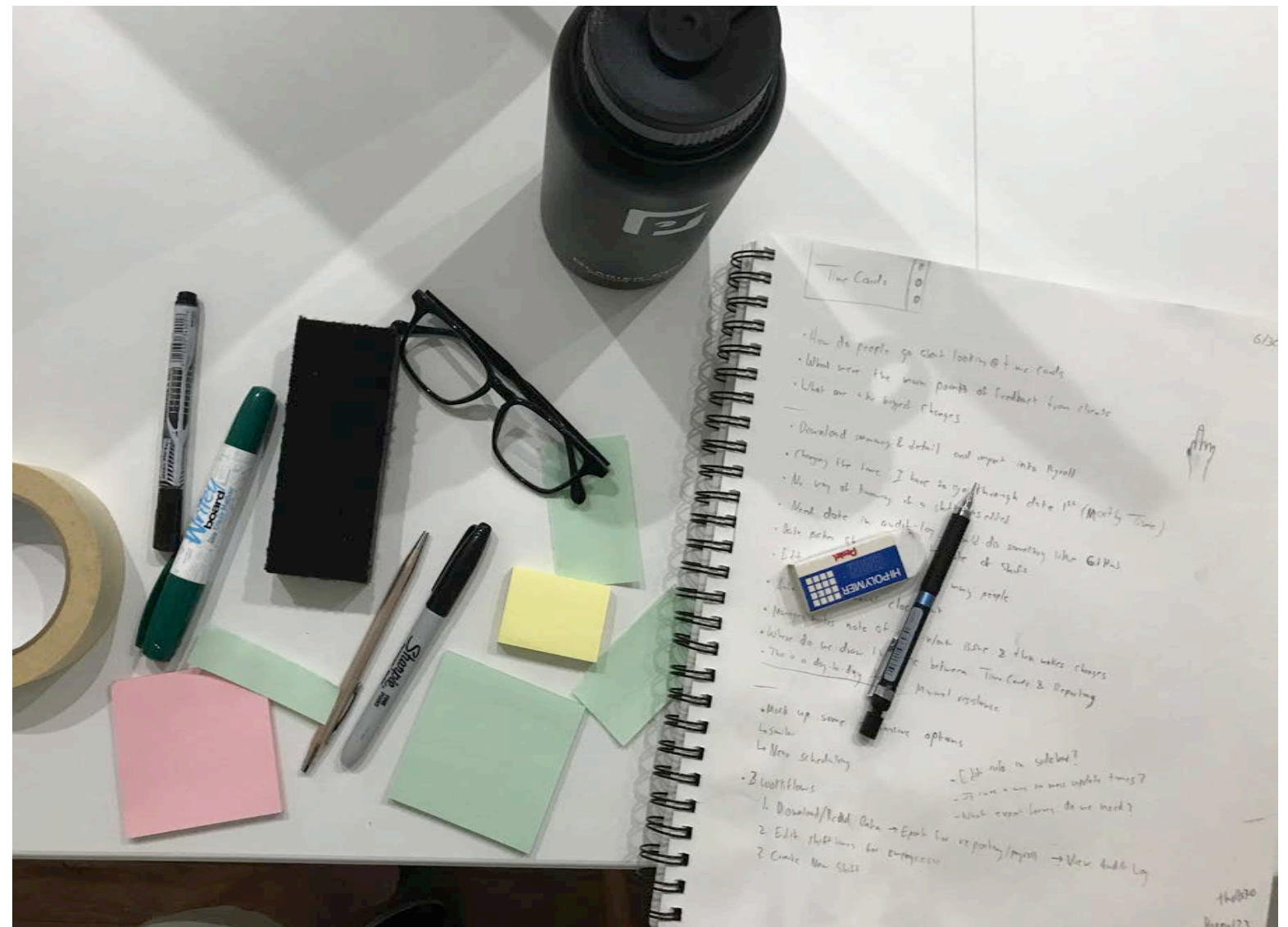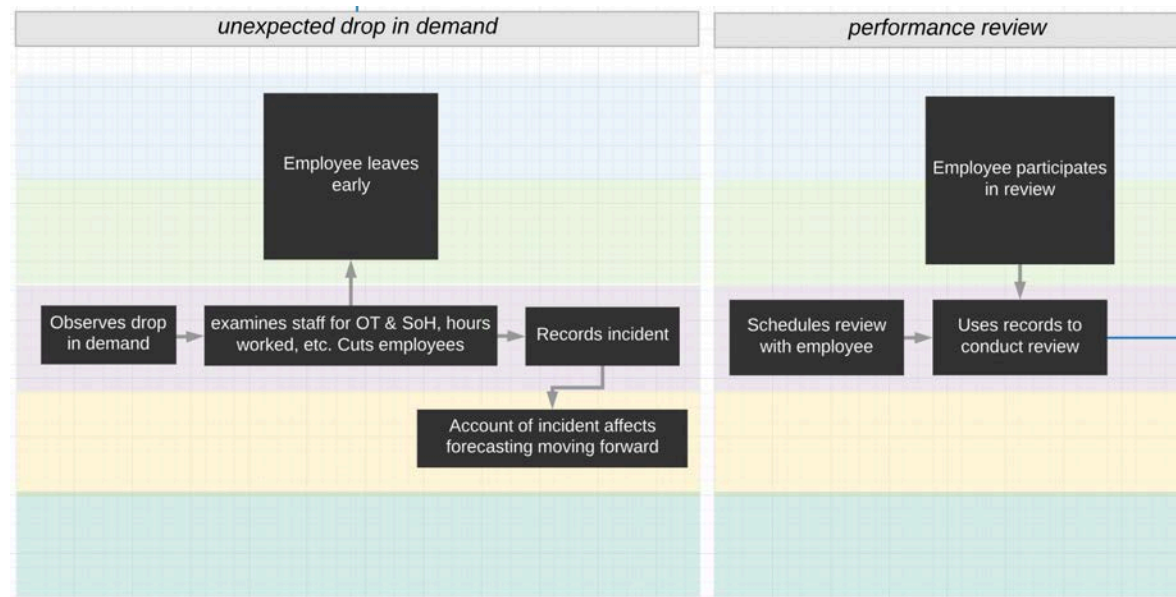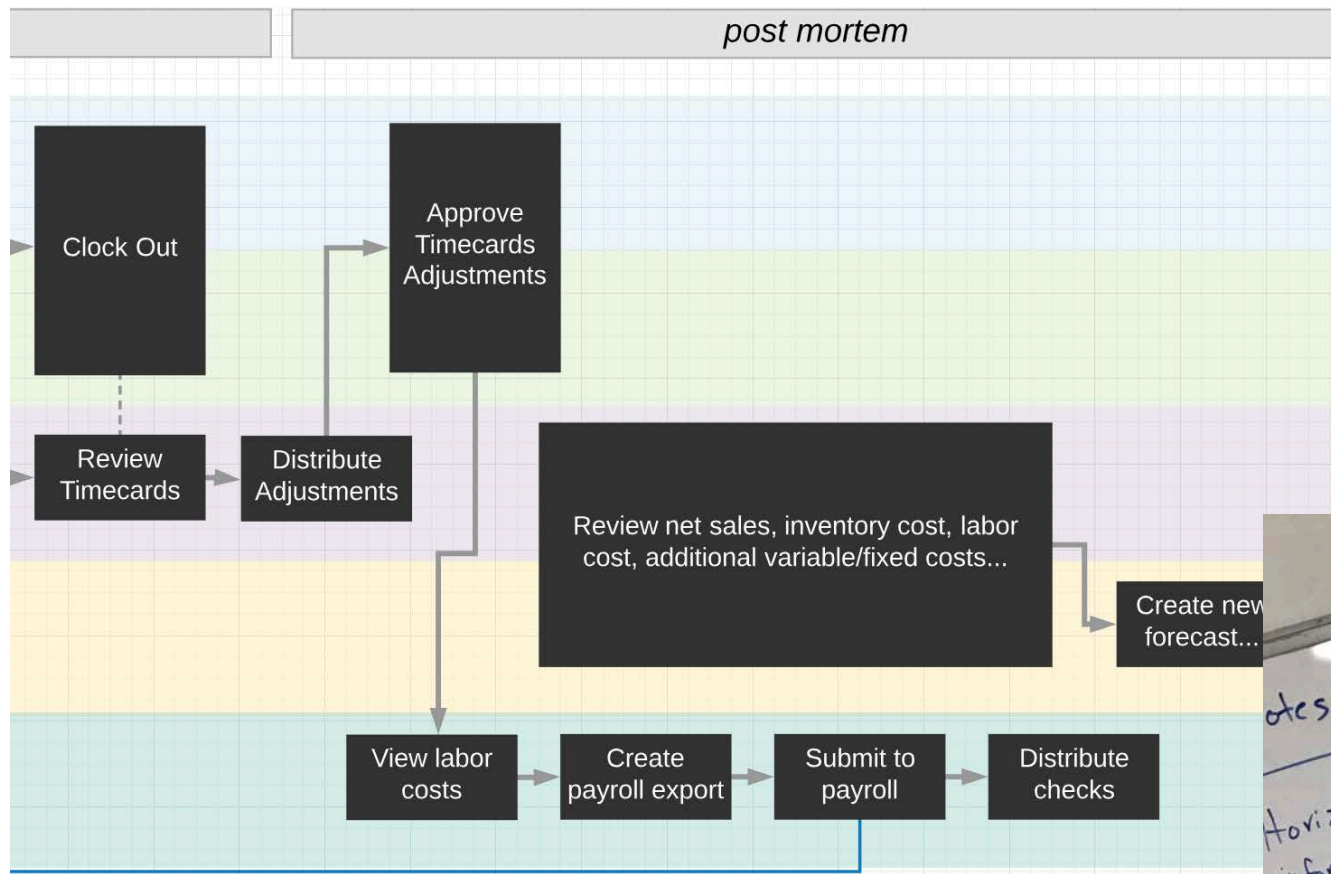
After analyzing and synthesizing all the data into documentation I reviewed my findings with key stakeholders in the business and internal subject matter experts (SME) to elicit their feedback and brainstorm ideas. I also looked at our top competitors to see how they solved certain problems.

Questions ?/ Comments

- Why aren't all labor reports in this section?
  - We will be removing reporting
  → - Link to reporting App (no export buttons)
- More easy to edit !
- Call out w/ notifications for auto-clock outs
- Do we allow for validations?
- Audit Log Report   └→ In the future
- Be able to view one time card across brands
  - For MVP call out other shifts
  - Locations only
- Last, First   vs   First, Last
- Notes for Audits

- View by Employee 1st, then position
- How do inline edit validations look?
  - Edits occur on shift level to provide a better UX w/ notes
  - Need to support multiple breaks

Use Cases

1. Review Employee clock-In/Out
2. Edit ──↑
3. Export/ Report Out

Main Goals

1. Improved UX of:
   - Audit Logs
   - If it has been audited
   - Auto-Clock outs
   - Editing info
2. Improved Filtering
3. View Archived Data

SALIDO Time Cards.

I used this feedback and information to create a UX map and build out the user workflows in preparation to create wireframes to review with others. There were also several white-boarding sessions revolving around particular pain points.
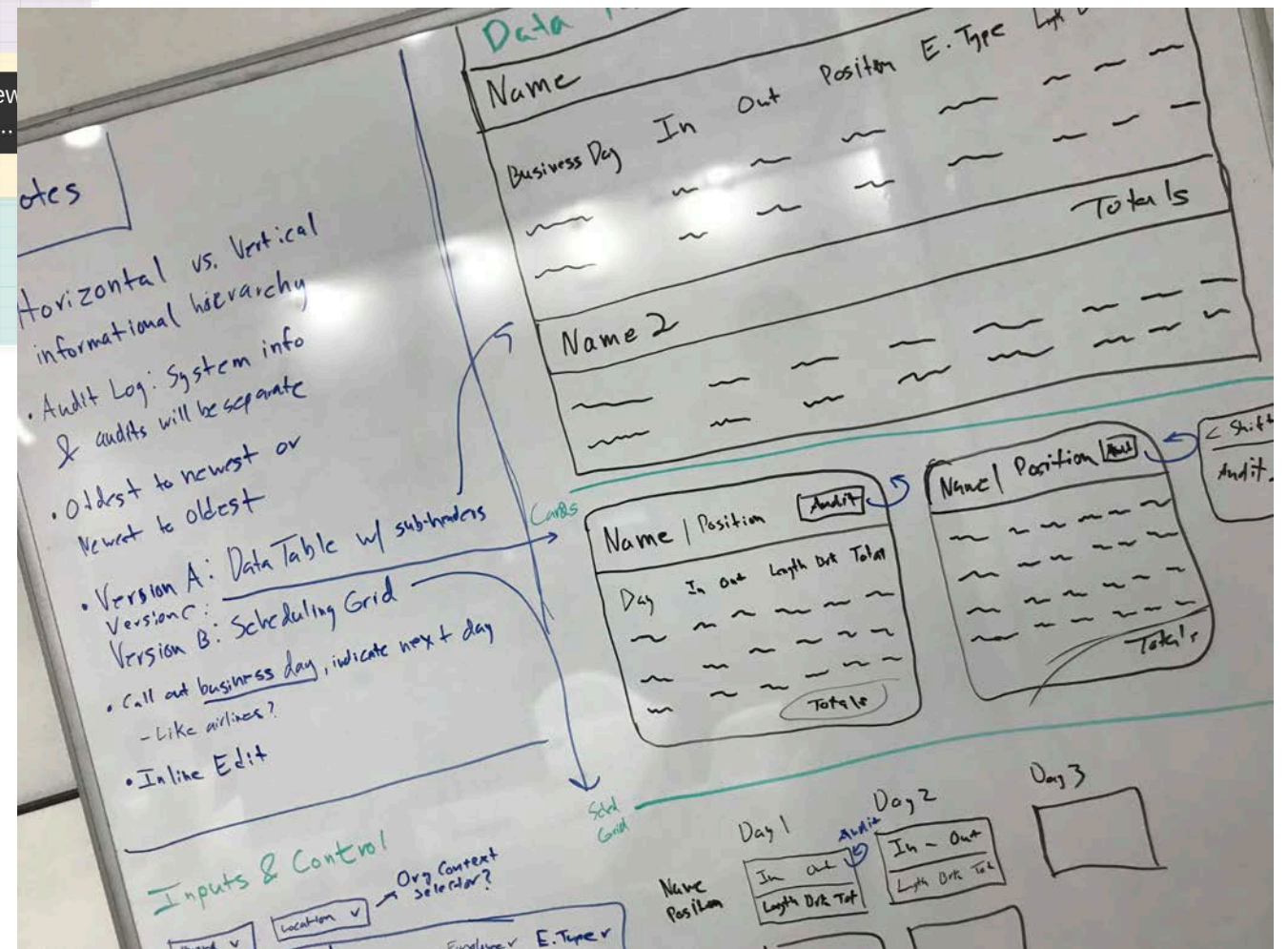
SALIDO Time Cards.

After several iterations, design reviews, some more feedback and analysis I was able to create a complete set of designs and more along with the appropriate workflows and business logic in conjunction with the product manager. We then did a final review of the designs and built out a prototype with InVision Studios to test externally with our clients.
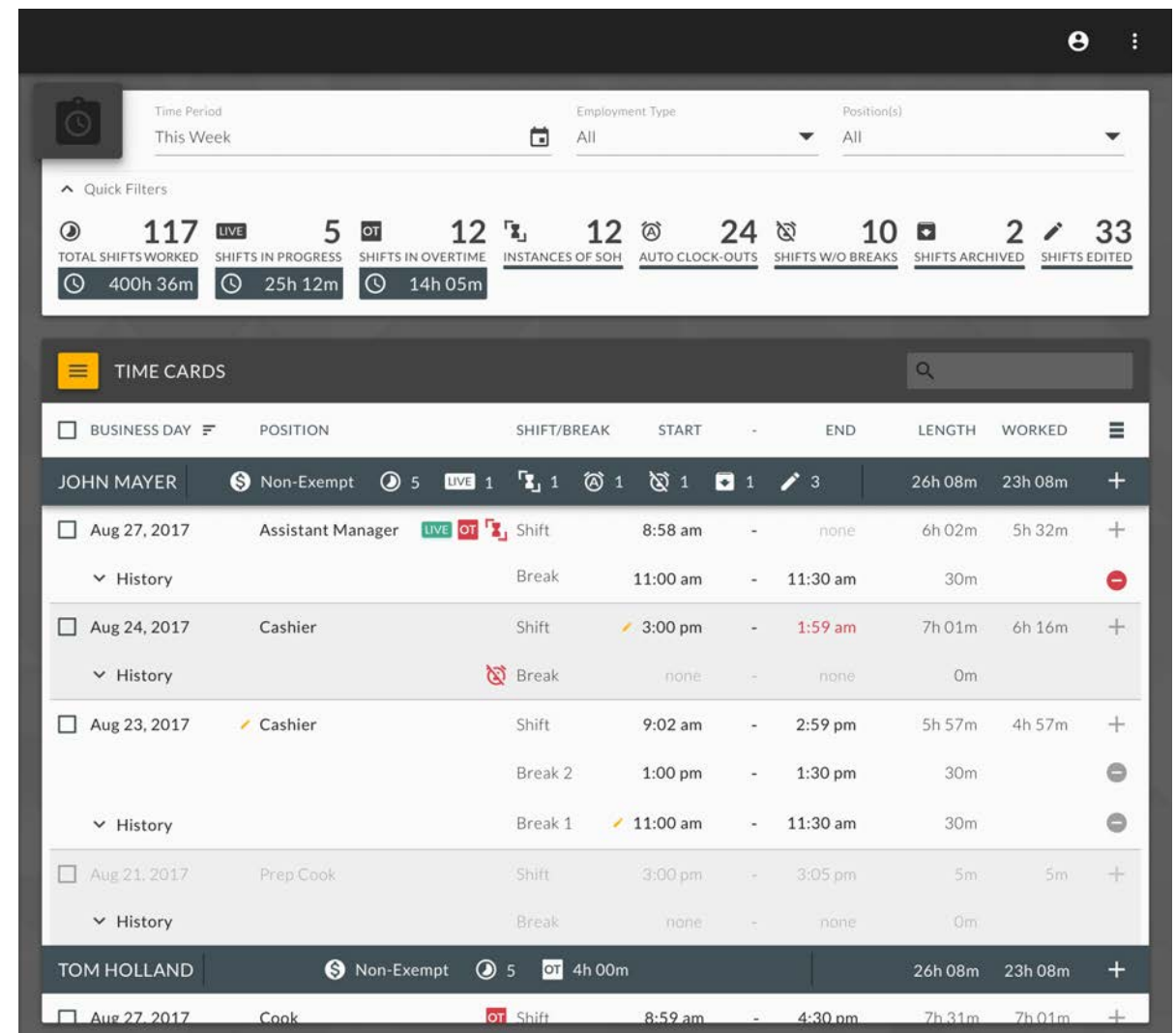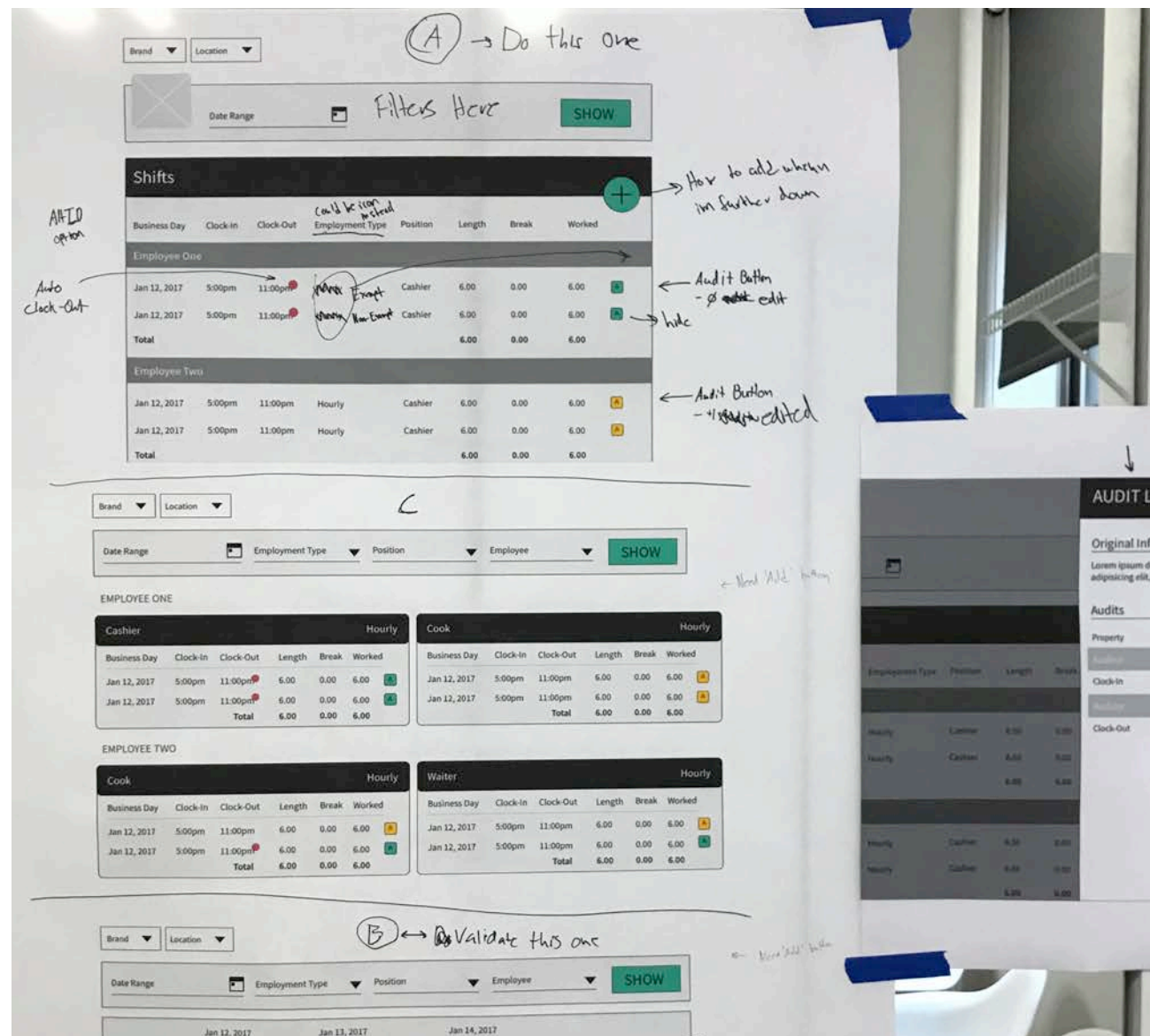
Case Study: RelSci for iOS.
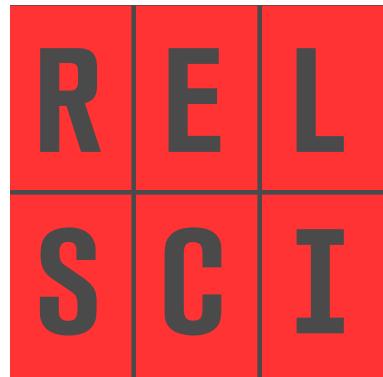
Relationship Science, or RelSci for short, is a business development tool that provides deep information about influential people - who they are and who they know, what you have in common with them, and most importantly, how you can gain access to them and their organizations.

Design Goals

The goal of this project was to redesign our iPhone application to increase ease of use and increase the adoption rate.

My Role

I was the Product Manager and Designer for this project. I was also the Mobile Team Lead.

Challenge

There were a lot of project competing for limited resources and our mobile experience was secondary to the web.

Tools Used

Sketch

Zeplin

Trello

MSFT SQL

Numbers

Pages

Keynote

RelSci for iOS.

The inspiration came when I took over the role of mobile team lead and wanted to make our mobile applications a more relevant part of the business and easier to use.

During the research phase I did the following:

- Queried the usage stats of our two most recent iPhone and iPad versions
- Compiled a spreadsheet of all the bugs and enhancements in our bug tracking system
- Talked to various client service representatives and Account Managers
- I also looked into current design trends to figure out what we were not doing

Area	Controller	Action	1.9.2 DistinctUsers	DistinctHits
Search	WebSearch	KeywordAC	120	8091
News	Updates	Newsv2	278	3278
News	Updates	AllUserBuckets	284	1874
Account	Account	GetCapabilitiesForUser	297	1528
FindAPath	FindAPath	PathData	151	1484
News	Updates	Latest	162	1331
Account	Notifications	RegisterDevice	214	1281
News	Document	Index	178	1078
	Home	RecentlyViewed	144	993
Account	Sync	UploadProgress	88	886
Tearsheet	Person	Index	162	859
FindAPath	NodeAutocomplete	Search	28	814
Account	Sync	UploadContactsAppPartial	89	625

Redesign Topic	Link	Deta
Relationship Count	https://redmine.relsci.com/issues/52437	Alex some home
Update Search	https://redmine.relsci.com/issues/50121	Resu
Alerts Settings	https://redmine.relsci.com/issues/50315	Enha wher 360 s
Sharing Option	https://redmine.relsci.com/issues/22024	The sugg anoth up th
Make Ready for RelWeb	https://redmine.relsci.com/issues/49789	Shou

RelSci for iOS.

After analyzing and synthesizing all the data into a spreadsheet/document I reviewed my findings with the team to elicit their feedback. We came the the following conclusions after a couple brainstorming sessions and competitive analysis:

- Navigation needed to be based off of functional areas and user workflows
- There were certain pages and modules that we could get rid of
- The search functionality needed to be more robust
- The relationship matching process needed to be at the forefront of the app
- Incorporate sub-navigation into people and organization profiles
- We needed to include the viewing and saving of reports into the apps
- SSO (Single Sign On) capability had to be added to log-in page
- Various other minor enhancement

Proposed Changes
1. Move navigation to bottom of screen
    1. Home?
    2. News/My Agenda
    3. Path Finder
    4. My Relationships
    5. Lists
    6. More
        1. Run Relationship Import
        2. Settings
        3. Log-Off
2. Create static search bar on top of app
3. Incorporate reports into mobile
4. Apply share button to path finder searches and reports
5. Create an 'Add To' button for lists and events or lump together with Toggle Alerts button in a 'More' button
6. Move most used details pages to top of profile modules
7. Create a 'View More' button area to load more profile information
8. Expand/Collapse instead of details pages for module with more than X number of data points
9. Rework the 'back' functionality so a user can only go three levels deep … basically reset tracking of pages visited and return user to main navigation area
10. Display relationship count in a clever way so it is easily accessible … this will probably live on relationships page and home page
11. One button to add/remove/change strength … Ben is already doing this
12. Redesign Power Search
13. Add ability to toggle news buckets on/off
14. Include Lists, Events, and maybe saved searches with clear iconography into

RelSci for iOS.

The market segments that most heavily used out mobile application and would benefit from the redesign were:

- Private Equity and Hedge Funds
- Investment Banks
- Non Profit Organizations
- Consulting Firms

I used this information to create user workflows and wireframes. The I reviewed them with the mobile team and a few account managers.
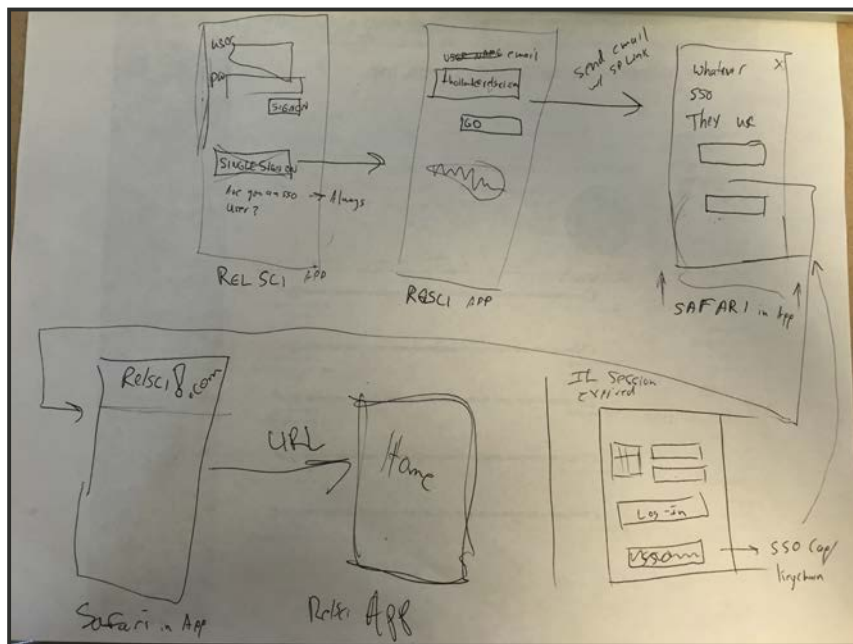

After careful consideration of all the users that exist within these market segments we determined that our most prominent users were:

- Users importing their contacts via mobile
- Users that are traveling for work
- Executives
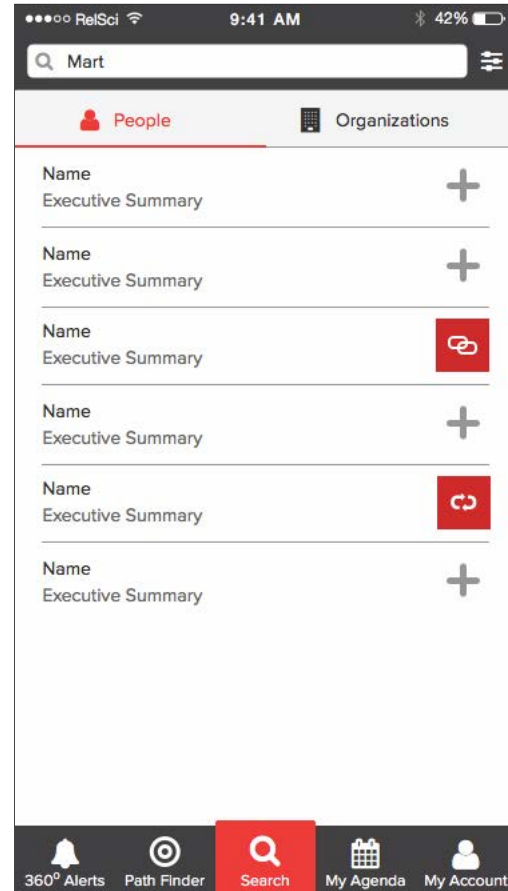- Sales Managers
- Fund Managers

RelSci for iOS.

After several iterations, design reviews, some more feedback and analysis I created the following design and more along with the appropriate workflows and business logic.
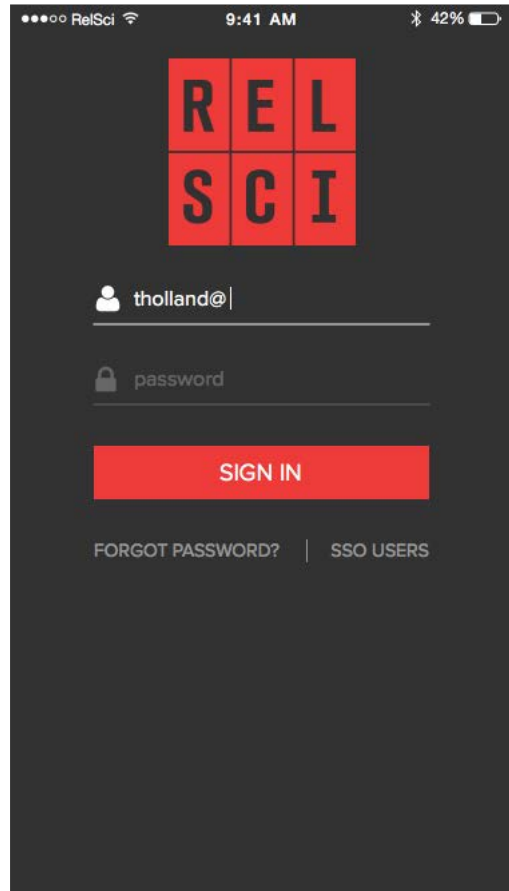

Landing page of the application that allows the user to sign in, request a new password, and log in via Single Sign On (SSO) protocol.

Search results page allows user to switch between people and organization results, as well as see preliminary information on their results.
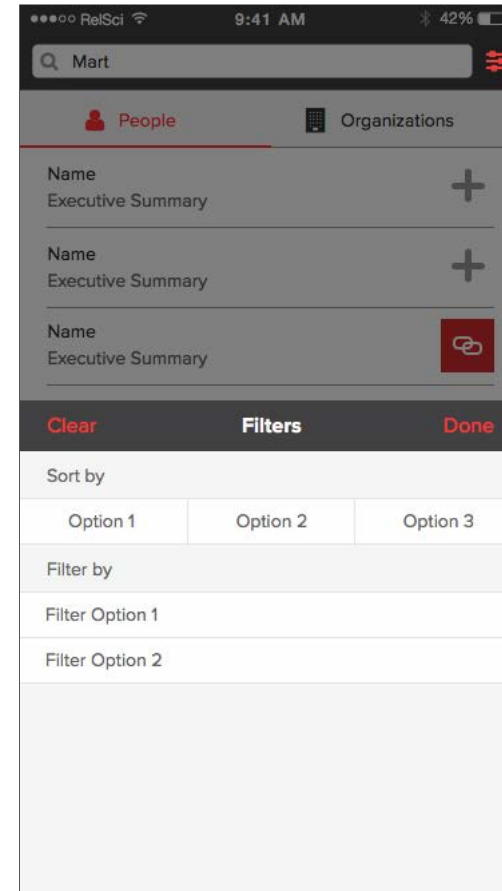
Search page with filter panel activated. Allows the user to perform more specified searches based on criteria other than just names.
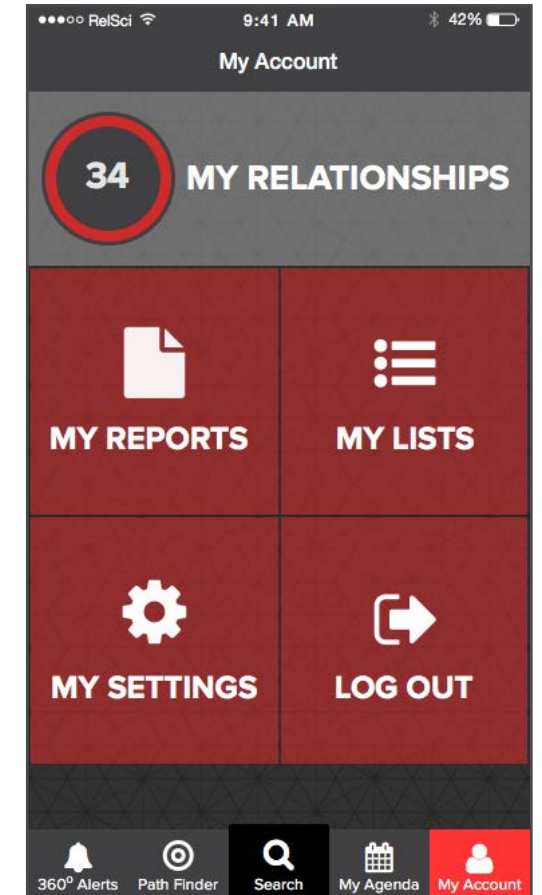
My Account page which allows users to view and import their relationships, view their reports, manage lists, access their settings, and log out.
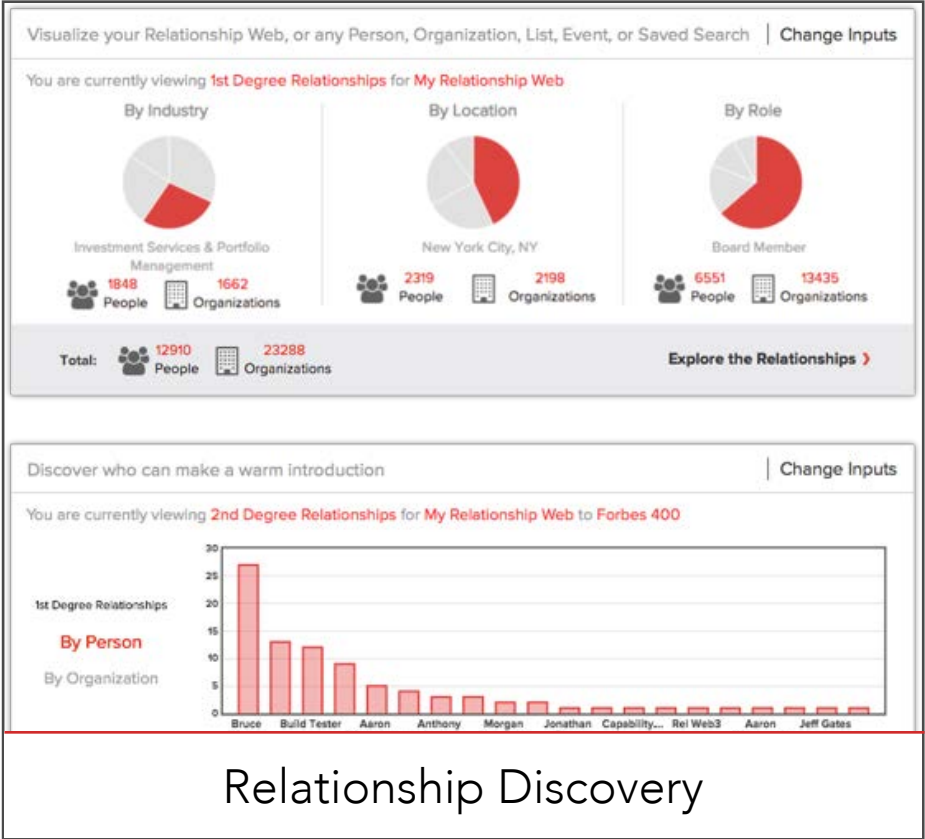
Additional Work.

During my professional career and schooling I have been able to design and manage a variety of different projects including integrations with CRM systems, data visualization tools, websites for small businesses, and industrial design.
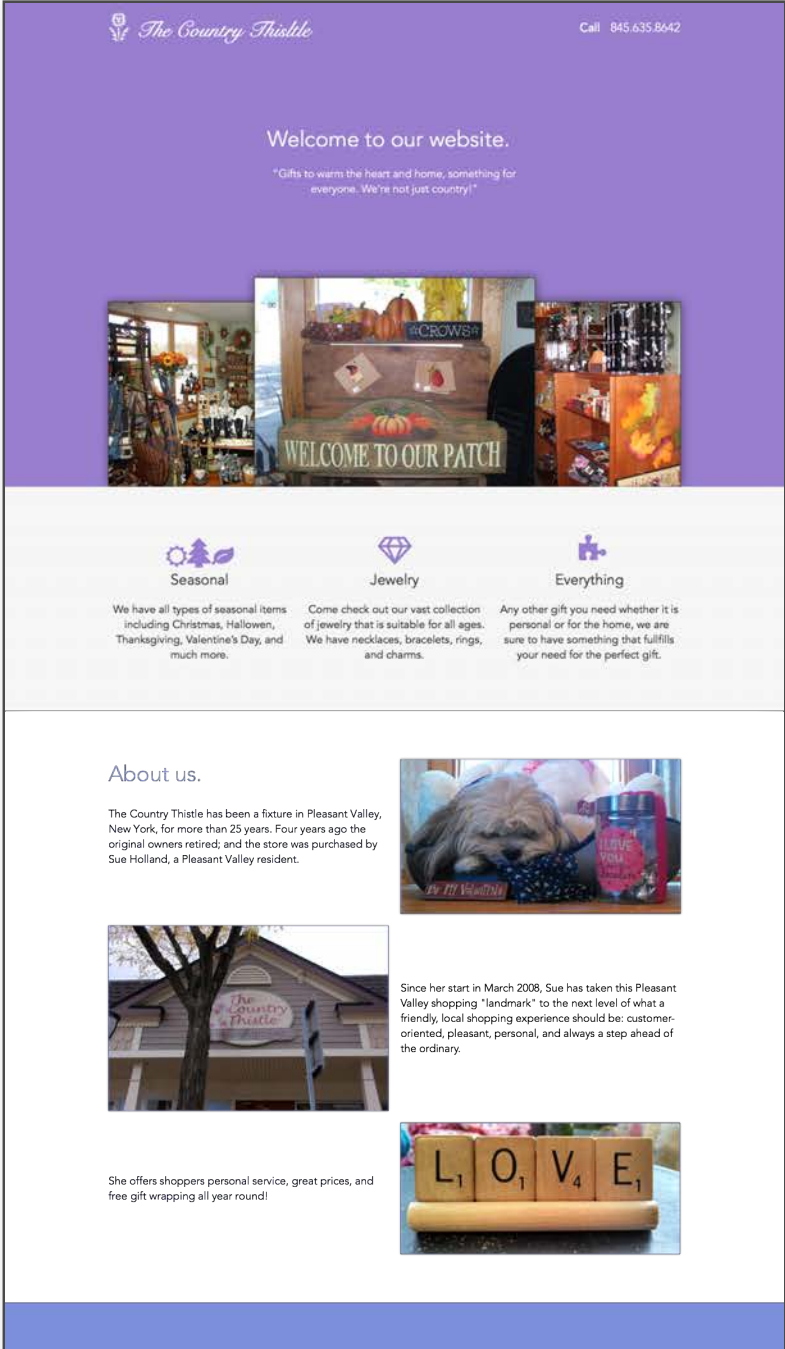
DNA Rockstar

Relationship Discovery

Aid Kit

Microsoft Dynamics CRM

The Country Thistle

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