



# Portfolio Case Studies 2022

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■ PRODUCT DESIGNER



# Smart Albums

## ABOUT THE PROJECT

Pixellu delivers solutions for busy professional photographers. Smart Albums is one of their most successful tool for wedding album creation.

## THE PROBLEM

Designed in 2014, Smart Albums utilizes early Google Material guidelines. Last year I was tasked to redesign the interface, interactions layer, and user experience to modernize the solution.

## RESEARCH

We've interviewed hundreds of photographers to define the overall problem space. We found out the existing customers never mentioned outdated interface design as a burning problem. Inconsistencies between the software design and marketing campaigns were only noticeable by new customers on the branding level.

## PROTOTYPING AND TESTING

We've tested several color versions, including greyscale and color icons and four shades of gray for background colors. We found benefits to reducing the number of icons/buttons using a progressive disclosure pattern.

## MAIN TAKEAWAYS

Keep redesigning even if a solution works well. The software can be continuously improved. Be mindful of existing patterns and behaviors adopted by the users.

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# Calears Digital Wallet

## ABOUT THE PROJECT

Paymeter is a fintech startup devoted to making personal finances efficient and convenient. My task was to design a new mobile app as a centerpiece of their user experience.

## THE PROBLEM

The existing Payer app was launched years ago as a quick MVP. The design was never a focus for the team of five engineers. Almost all flows had major UX issues and did not match the modern way of managing information in the fintech space.

## RESEARCH

We've worked closely with two central financial banks primarily to define what type of features the new app should not have. We've also focused on onboarding flow since the existing one had major UX issues.

## PROTOTYPING AND TESTING

We've prototyped and tested three variants of the onboarding flow. Each used a different data validation pattern and interface style. The final solution aims to reduce the number of onboarding steps while keeping the maximum data security for compliance reasons.

## MAIN TAKEAWAYS

Design and technology have to go hand in hand to create the most optimized user experience. Identity validation becomes more straightforward when the latest technology lies underneath.

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# Security Datasheet Library

## ABOUT THE PROJECT

TotalSDS provides compliance solutions to big pharma, hospitals, and health centers. The existing library of safety datasheets consists of over 100000 records. Employees use safety datasheets to learn about detergents and other chemical products to prevent misuse and accidents.

## THE PROBLEM

Design over ten years ago, the legacy solution provides the necessary information but lacks modern UX patterns. My task was to improve the information architecture, user experience, and interface design.

## RESEARCH

We've divided users into two groups, internal and external. Internal users had more time for extensive interview sessions, and external users provided actual examples of real-world edge cases.

## PROTOTYPING AND TESTING

We went through four rounds of design, starting with low fidelity wireframes and finishing with high fidelity Figma prototypes. The high-fidelity prototypes included the 18 most essential use cases as a base for user testing sessions.

We've discovered a functional challenge in the main feature during testing. The legacy solution required users to duplicate records between their location's libraries and a master library with all datasheets. I've suggested a more intuitive pattern of assigning data sheets to locations directly inside one library. After testing, users defined the assignment pattern as more intuitive and straightforward.

We've used design system components created in Figma to represent the high-fidelity layouts. The final design included refactoring the design system to align it with the PrimeNG Angular components framework and enable faster front-end implementation.

## MAIN TAKEAWAYS

Information architecture provides a stable foundation for the prototyping phase where stakeholders align around validated concepts and not individual opinions. Design systems play an essential role in the delivery process, alignment, and hand-off between design and engineering teams.

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# Digital Wallet For Cameroon

## ABOUT THE PROJECT

Sika team's mission is to empower African people with transparent, low-cost, and efficient money transactions.

## THE PROBLEM

Current mobile money systems lock their users to each operator and force them to switch SIM cards to send or receive payments. Sika's approach is to combine all accounts into one app.

## RESEARCH

We had firsthand access to many African natives since the founders came from Cameroon. We've learned that it's tough to convince small business owners about financial benefits since they prefer to avoid keeping track of transactions. It also became evident that we should target Android devices first due to market penetration. This finding deprioritized the focus on high-quality design as one of the differentiating points.

## PROTOTYPING AND TESTING

The design was tested in two bursts, first online, then in person, by one of the founders.

Additionally, a functional MVP was deployed for Android devices and tested with 300 users.

## MAIN TAKEAWAYS

Releasing functional prototypes as working software might uncover surprising technical constraints since upfront research has its limits.

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# Finance Management Platform

## ABOUT THE PROJECT

AccountsIQ simplifies accounting transactions. Their software helps capture, process, and report on transactions in a scalable way with many features built over the years.

## THE PROBLEM

As the primary platform grew in features and capabilities, it never had a dedicated designer working on usability. My main tasks were to redesign navigation and simplify transactional processes. Styling refresh was the secondary priority.

## RESEARCH

We've interviewed over 30 companies across various business areas to ensure each process meets minimal functional requirements. It was essential to understand the edge cases since many existing customers had their way of processing transactions in the system.

## PROTOTYPING AND TESTING

When I joined, the engineering team had a functional prototype of user identification flow implemented with Paid APIs and widgets. Our first task was to discover any flow challenges. We've run concierge tests recording users going through the flows. We've uncovered an issue with multiple bank account identification. Users had to add each account separately at least once every three months. I've designed an automation flow to allow for a shortcut and, with one click, reapply previously added accounts.

## MAIN TAKEAWAYS

It's hard to uncover time-consuming work required over extended periods in complex systems. It's even harder to design convenient solutions since hidden technical constraints usually force user behavior.

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# Customer Engagement Apps

## ABOUT THE PROJECT

Greyfinch helps dental offices manage their customers and data.

## THE PROBLEM

Enable self-care side for patients and streamline internal processes.

## RESEARCH

We've started from the patient journey definition. The gaps in services and lack of efficiency became evident during the first interviews. We've heard from patients who need and want to control their data and gain easy access to services. We've met doctors who desperately needed access to reports and advanced business analytics.

## PROTOTYPING AND TESTING

First off, there is no such thing as a typical patient journey. Multiple contact points directed our focus to communication tools. We were designing in code and tracking the adoption along the design process. I worked shoulder to shoulder with the engineering team, writing code and styling React components in production.

Our rapid design cycle enabled the launch of 13 apps in 11 months. After the communication platform, we've developed a self-serviced appointment scheduling widget, a patient portal with personal data and payments, digital medical forms, and a contract signature app.

## MAIN TAKEAWAYS

Designer-Developer experience can be the most significant single contributor to product success. Quick iteration cycles make for one of the best design tools.

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