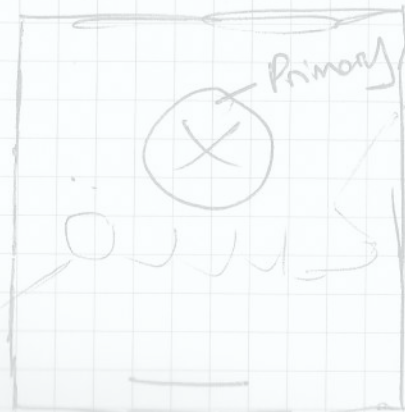


WILLIAM AKEHURST

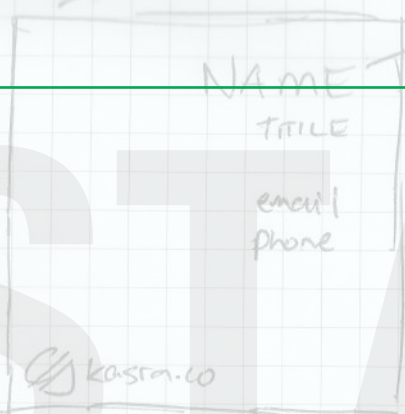
PORTFOLIO

Variations: Brand, Dark, Light.

App Logos on variations.



2x2 inches.



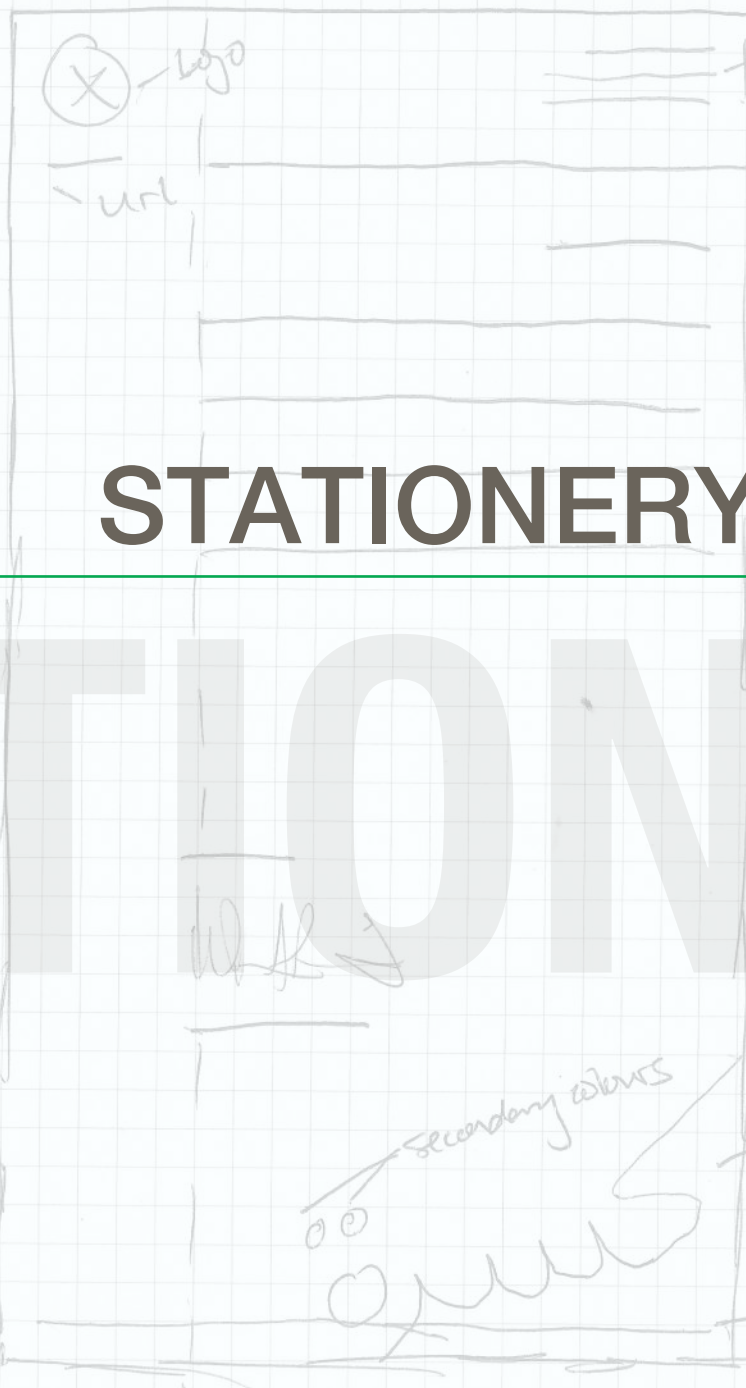
NAME

TITLE

email
phone

RTZ
suitable
for Express
and Android

kasma.co



STATIONERY

address

date



Primary logo

Brand change



Brand change

Content

kasma.co

address

Content

Disclaimer

STATIONERY

kasra.co



CONTRIBUTION

Lead, Research, Concepts, Feedback

SCOPE

Update stationery to reflect Kasra's differences from typical Arabic media companies. Establish brand continuity across stationery items.

RESEARCH

CONCEPTUALIZE

MOCKUP

PROCESS



DESIGN CHOICES

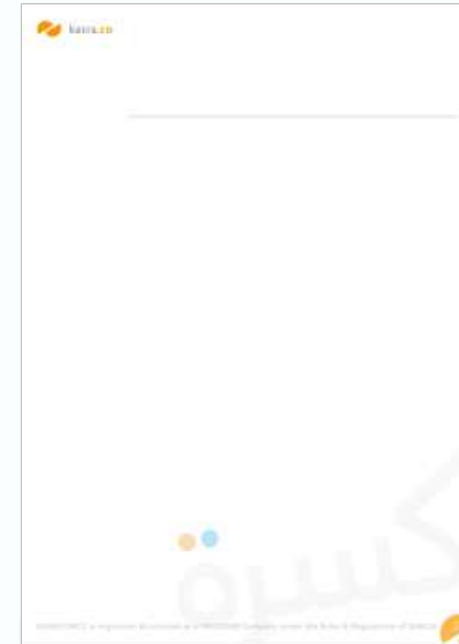
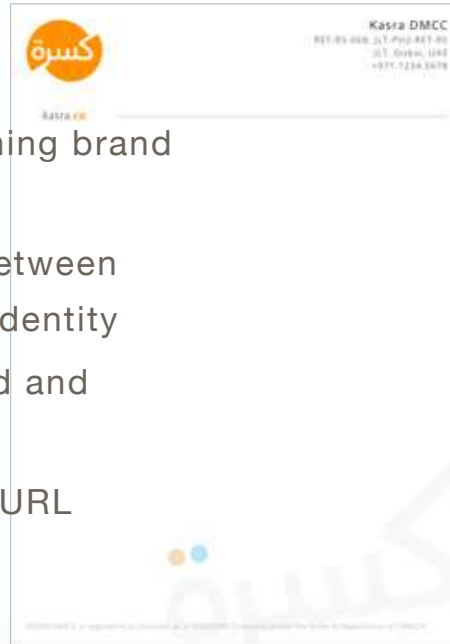
BRANDING

Create fun, playful designs, while maintaining brand integrity

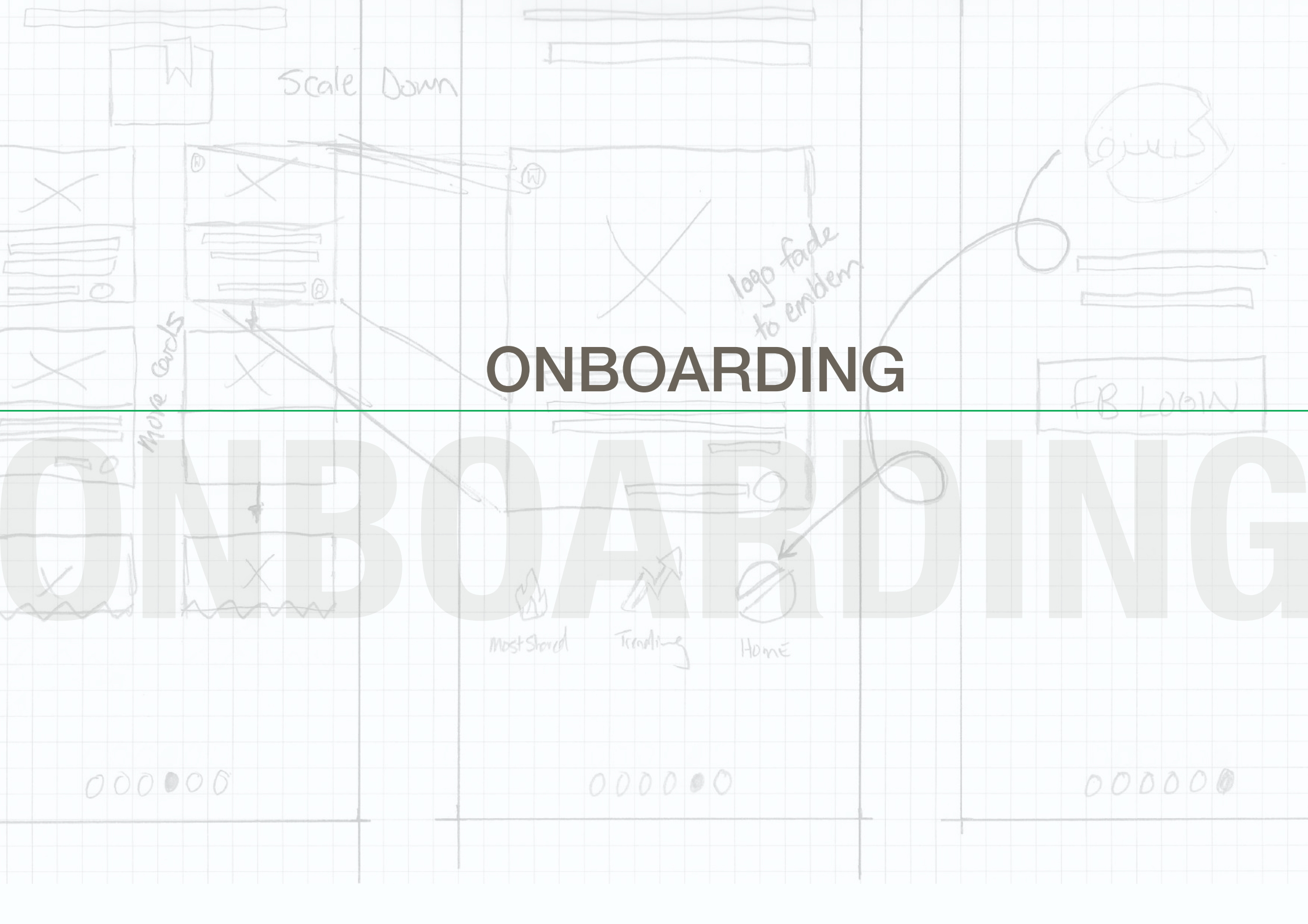
Design elements should have continuity between stationery products to consolidate brand identity

Ensure primary brand colour is established and reenforced in designs

Include primary and secondary logos and URL



ONBOARDING



ONBOARDING

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CONTRIBUTION

Lead, Research, Concepts, Feedback, Prototype

SCOPE

Create an informative and engaging onboarding experience to increase feature awareness and user retention.

USER STORY

RESEARCH

CONCEPTUALIZE

MOCKUP

PROTOTYPE

DEVELOPMENT

PROCESS



DESIGN CHOICES

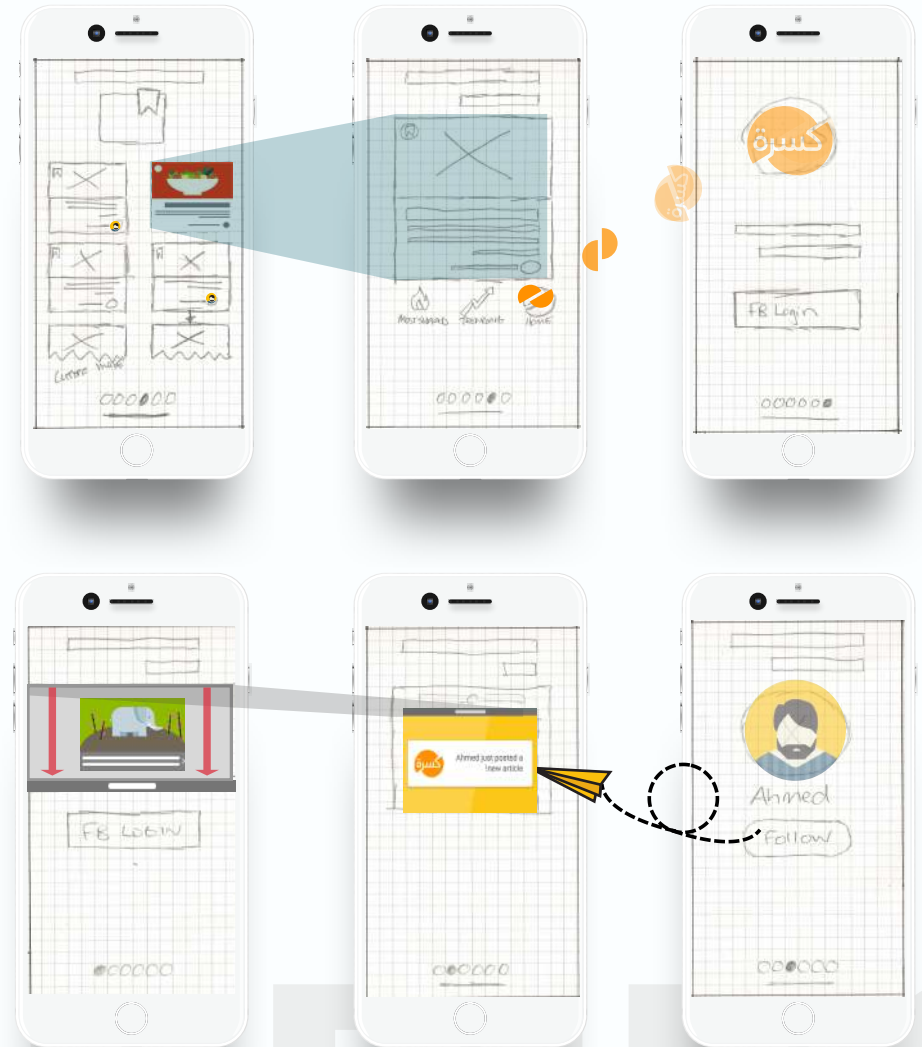
ANIMATION

At least one item from each screen should carry forward to the next screen so the user can track and interact with the movement

The elements that move should help to highlight the selected app feature

User should know which view they are on and how many views there are in total

User should be able to skip onboarding from any view



ONBOARDING

Author View → #2627

Q S F

Date Range Filter
30 day default

2016-11-01

2016-10-01

Non-linear
Stepper

BANGES
→ Cart/User

GITHUB ISSUES

REWORK EPIC → #2523

REWORK DASHBOARD

Show cards
in selected state.

PC - #2625

2nd Release

FE - 4th View
→ Article List.
#2630.

→ exclude date filter
and steps/controls.

NEXT

Buttons
! 1st Release.

Primary Action

Reset

Back

Default
Float

Q S F

Q S F

List Item
Component

Click/Touch

New Tab

Editor View

→ open article in
Editor View.

Author
Avatar

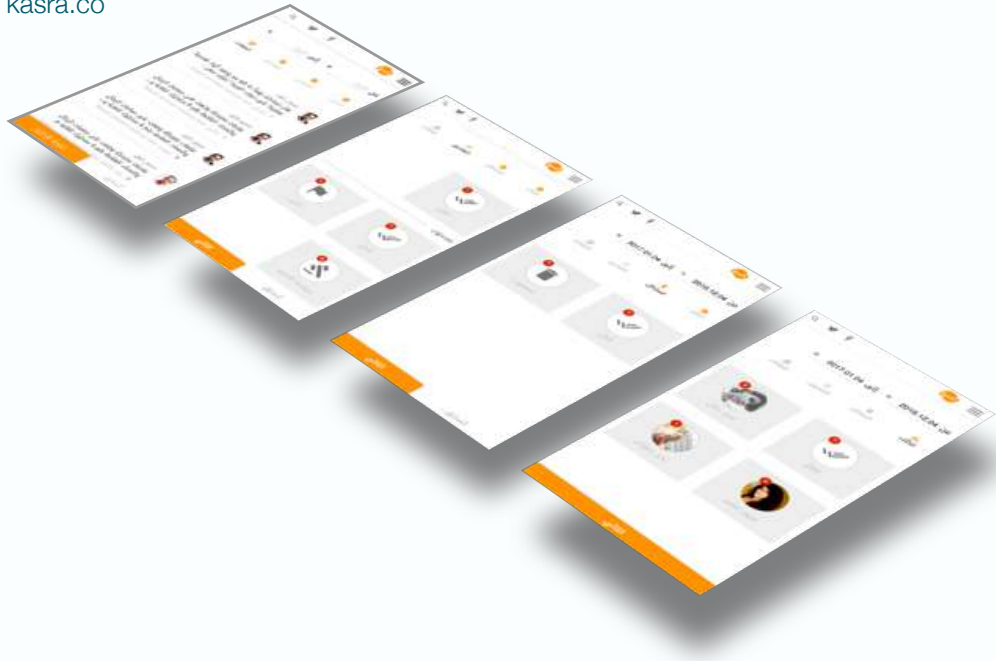
Multiline Article Title
→ Trim > 80 characters

Rework Comment: reason

→ Rework icon

REWORK DASHBOARD

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CONTRIBUTION

Lead, Concepts, Feedback, Design, Prototype

SCOPE

Create a dashboard visualization of key editorial metrics to identify and streamline the discovery and resolution of editorial errors.

FEATURE REQUEST

USER STORY

CONCEPTUALIZE

PROTOTYPE

DEVELOPMENT

PROCESS



DESIGN CHOICES

STEPPER/WIZARD

Allows for user customized results in subsequent views

Easy to use, with clearly labelled buttons


Indicates current view and completed views

Provides dashboard-like view at each step


Non-linear, so users can jump to any view in a single click



REWORK DASHBOARD

 Schedule Settings
 ↳ Set restrictions for the slots






Daily Schedule View → GH# 526

Set date to schedule on other days → CHOOSE DATE 

Tabs → WEEK → Day

Week View Only.

X Filter

Q Article Queue (ant(n))	YYYY → Year month Number / DAY	Category Type ie. Quiz
Multiline Article Title 		TIME CONSTRAINTS 04:00
authorship / Type / Category		Quiz Op-Ed 04:30
		Infographic 05:00
		05:30
		LIFESTYLE FAMILY TECH 06:00
		Quiz 06:30
		Video 07:00
		Quiz 07:30

SCHEDULING CALENDAR

SCHEDULING CALENDAR

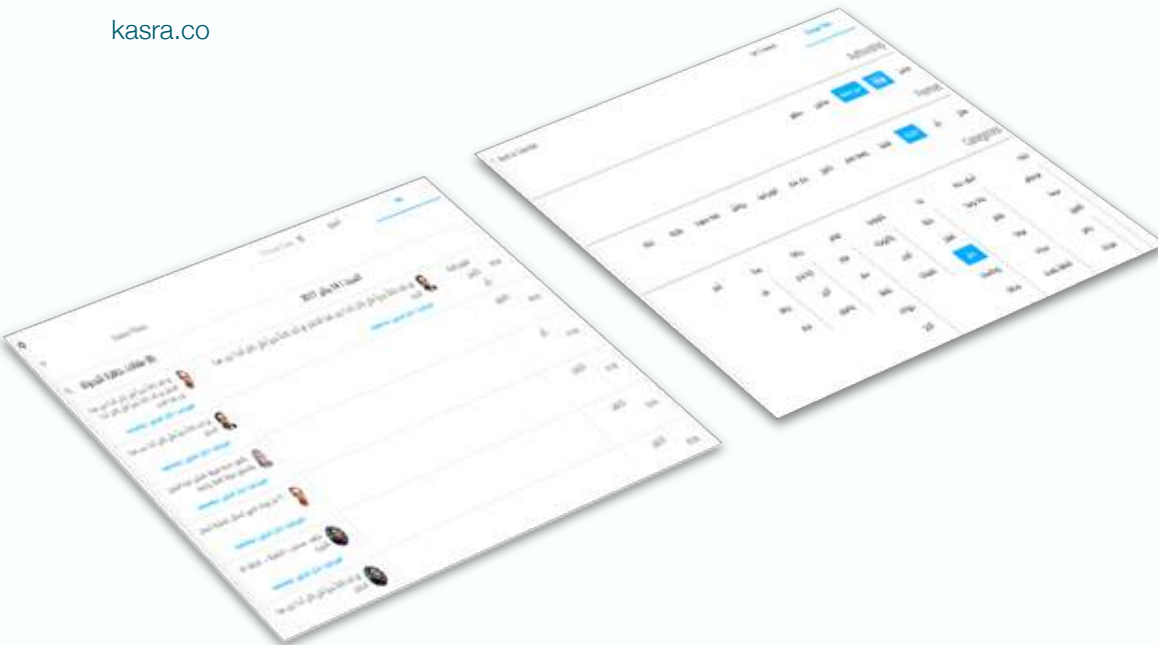
Scrollable List
 All articles
 prefetched auto-queue.

↓
 Scroll to view all.

If role Scheduler/Admin can click to add/remove slot constraints.

SCHEDULING CALENDAR

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FEATURE REQUEST

USER STORY

CONCEPTUALIZE

PROTOTYPE

DEVELOPMENT

PROCESS

CONTRIBUTION

Lead, Concepts, Feedback, Design, Prototype

SCOPE

Create a daily calendar where proofread articles are listed and can be dragged and dropped into timeslots that have business logic based content filters.



DESIGN CHOICES

DRAG AND DROP

Intuitive and easy to use, provides visual feedback cues to the user whilst actions are happening, ie. tilting and raising content on drag

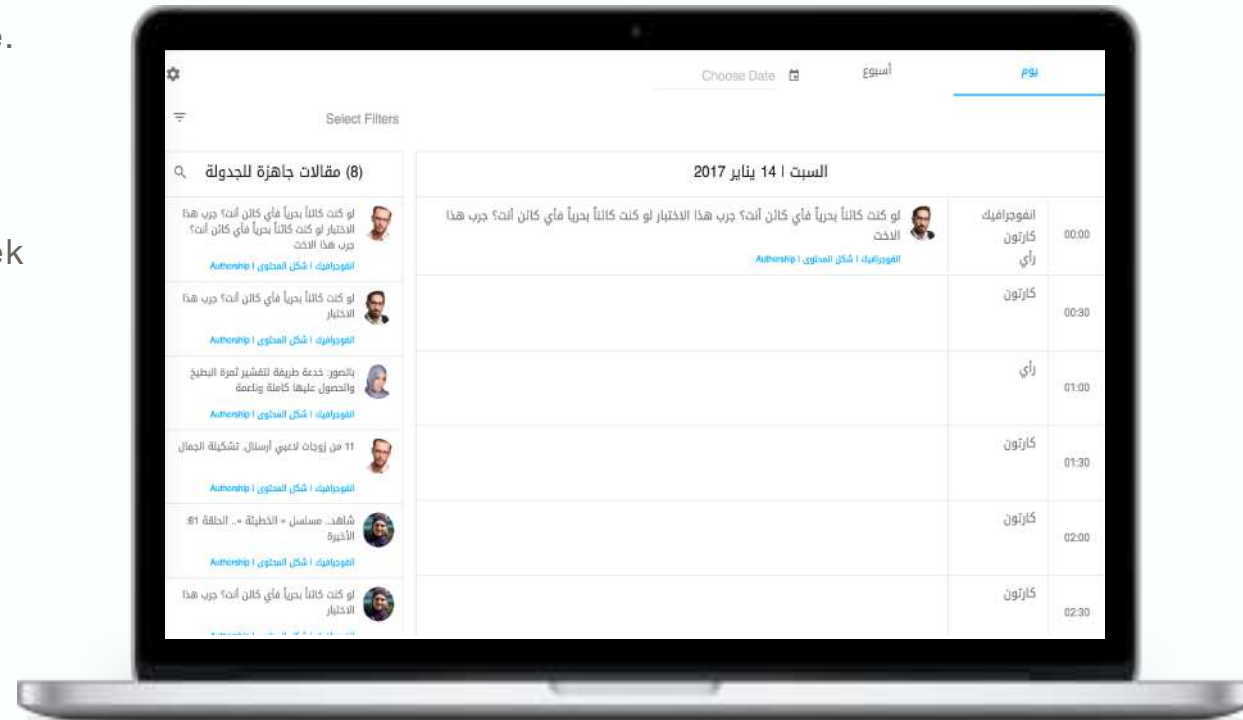
TABS

Allows single-click access between day and week views

FILTERS

Reduces amount of visual information presented to the user

Searchable to increase user efficiency and convenience



SCHEDULING CALENDAR

Comment View

Resolution View

Transition

HEADLINE DASHBOARD

MD Textarea
Free Comment
MD Inputs
FB Tags
Tw Tags
Show for Editors/Admins
Payofread
When checked remove from list new articles slide up
Show Primary Active State
Archive Schedule A/B Resolution Comment
Tab Controls fixed to bottom on mobile.

Cards Slide up on resolution

Snackbar

Resolved.

Undo

Simultaneous?
On resolution Slide Out Right and dissolves. 0.45?
Slide up 0.45.
Snackbar Slide Up
Covers Tabs momentarily.

HEADLINE DASHBOARD

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FEATURE REQUEST

USER STORY

CONCEPTUALIZE

PROTOTYPE

DEVELOPMENT

PROCESS



CONTRIBUTION

Lead, Concepts, Feedback, Design, Prototype

SCOPE

Create a multi-purpose Social Media Dashboard to streamline team efficiency and provide a solution to set headlines when automated testing is inconclusive.

DESIGN CHOICES

TABS

Allows single-click access to related information panels that require user action

Fix tabs to bottom on mobile for easier use

SNACKBARS

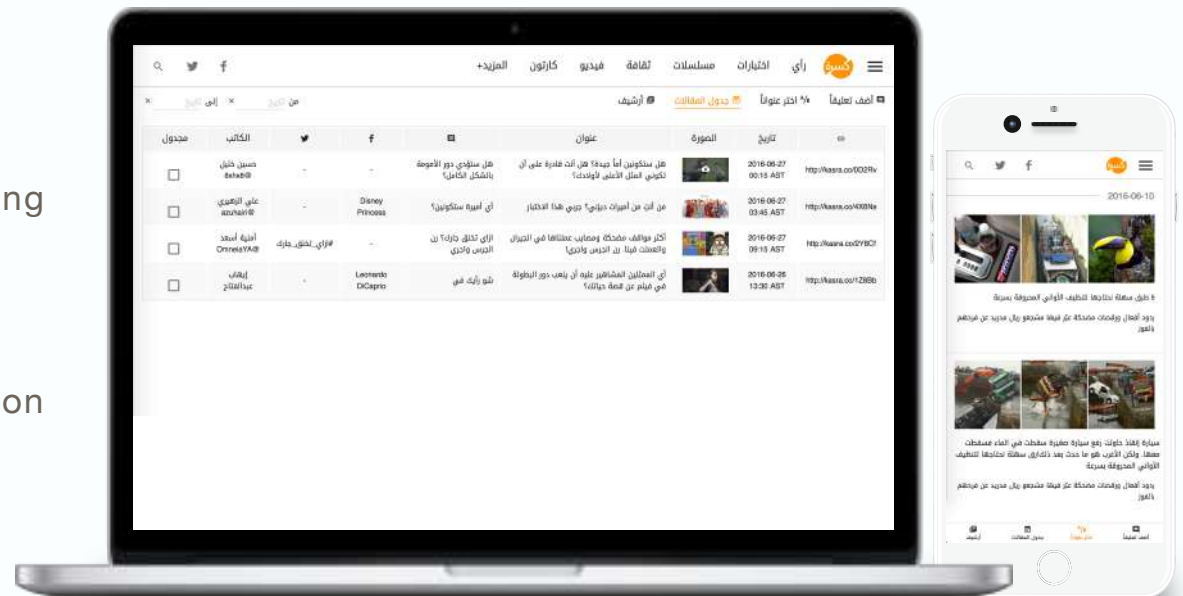
Provided simple user feedback

Confirmed action had been taken, whilst offering the chance to revert action

TABLES

Provide structured access to a lot of information

Easily filterable by date range or keywords



HEADLINE DASHBOARD

last Question

Result

On result Close.

QUIZ REDESIGN

Result -
Full screen
takeover

Answers
have
selected state.

Result pops
from scale 0
opacity 0.
when last question
is answered.

Use Ease: Back.easeOut
0.45 transition?
Test in prototype.

Buttons
fix on mobile
if mobile
show WhatsApp
Share.

Share Brand colour
buttons.

Scroll
window to center
take another btn.

Dynamically inject result
here!

Share

Raised Primary Action Btn

< Take another Quiz

Or try one of these

Title

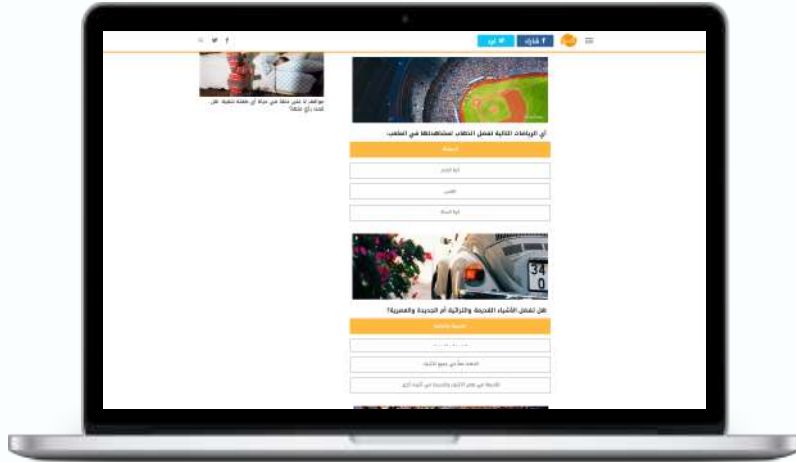
Hook

1:1
Thumbnail

Top 3
Performing
Quizzes
Recommended

QUIZ REDESIGN

kasra.co



CONTRIBUTION

Lead, Research, Concepts, Feedback, Design, Prototype

SCOPE

Redesign kasra.co's Quiz Editor to handle new quiz types and answer types. Update the display of new quizzes with a focus on sharing results and increasing user time-on-site.

ENHANCEMENT

RESEARCH

USER STORY

CONCEPTUALIZE

PROTOTYPE

DEVELOPMENT

PROCESS



DESIGN CHOICES

INCREASE QUIZ SHARING

Use a full-screen takeover to force user interaction with quiz results

INCREASE TIME-ON-SITE

Auto-scroll window to “Take another quiz”, call-to-action button

Highlight 3 dynamically chosen quizzes based on the quiz just taken

Update quiz interface UI

Offer new quiz and answer types



QUIZ REDESIGN