UX

Vini
Designer
Researcher

Contents

Each case study complies with the respective company’s instructions, agreements and standards. All confidential information is being intentionally ommited/obfuscated.

Vini Designer Researcher

Enhancing productivity, not burnout -
a Web tool for IBM

Professional Marketplace

2018 - 2021

B2B Cloud-based Transactional

My role: UX/UI Designer

DESIGN SPECS

Web Responsive (scales to different screen sizes

SOME DELIVERABLES

Use Research Insights deck

User journey maps

Wireframes lo-fidelity

Wireframes high-fidelity

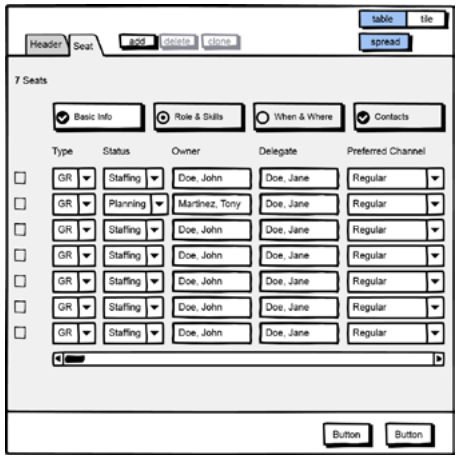
The 9-years old complex Web cloud-based staffing processes B2B tool was feeling outdated in look and feel, and parts of its user experience were falling short of expectations.
I set out to completely overhaul it in every aspect that impacted the professional users' wellbeing - their user journeys (usually complex workflows), including its interactions.
The changes impacted every corner of this tool so users would go through a more straightforward and efficient workflow.
As the UX/UI Designer I helped conducting the initial user research with another IBM designer. We defined key personas, journey maps, created the prototypes in low-fidelity, tested them. Then as the only designer, I proceeded to the high-def wireframes, then I handed them off for launch. I stayed after the launch for new cycles of improvements and new solutions.

Management and Business teams were concerned about the overwhelming amount of support tickets. Support teams were working beyond capacity. I was a bit nervous at first because the production team (Engineering, Testing) was large (20+ people) - a large production structure - and it had a high impact across the company. In order to have usability in check I redesigned the tool with another designer together.

One of the personas we created for the project

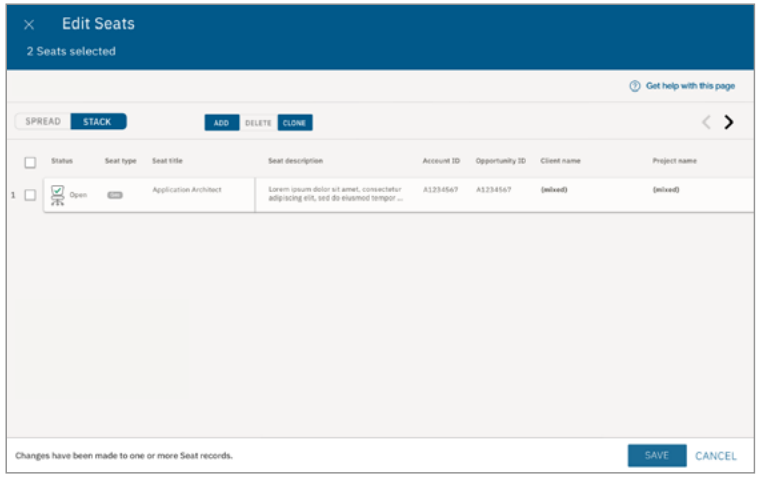
We interviewed users to uncover their pains and needs, their journey - and we learnt about a complex workflow where this tool interacted with others interchangeably.

We analyzed the data, presented the findings/ insights, created the **personas** in order to empathize with the user behavioral types better, mapped the user journeys so we could really picture the experience end-to-end from the users' perspectives and find the areas that needed improvement, conducted an Expert Evaluation to spot all the usability-related problems in the old design, made the user flow and navigation diagrams so that navigation would be more optimized too, made **low-fidelity wireframes**, and tested them with users and stakeholders to make sure the new UI had solid foundations and solved all the usability and interaction problems. Very substantial standard practices. The process was smooth up until this point, despite intense.



Low-fidelity wireframe of an interface for insertion and editing of records of project-related data. One could operate changes individually or in bulk

Hi-fidelity one of the wireframes of the final design sent to develpment.



I became the solo designer then because the other one left the project. I proceeded with the higher definition designs and visual guidelines to make sure the redesign would look very good. **The Design System needed an extension** in order to address the product-specific needs, such as **icons that were meaningful to our target audience for a more efficient experience overall**.

A new corporate policy came and affected the company, but the deadline was tight. I assessed the impact of that very quickly, made an impact assessment document, and found out that my UI redesign proposal needed many specific changes to comply with that new regulation. I refactored the proposal, tested it with three users, the most possible - and handed it off to Engineering for the redesign launch.

Design System

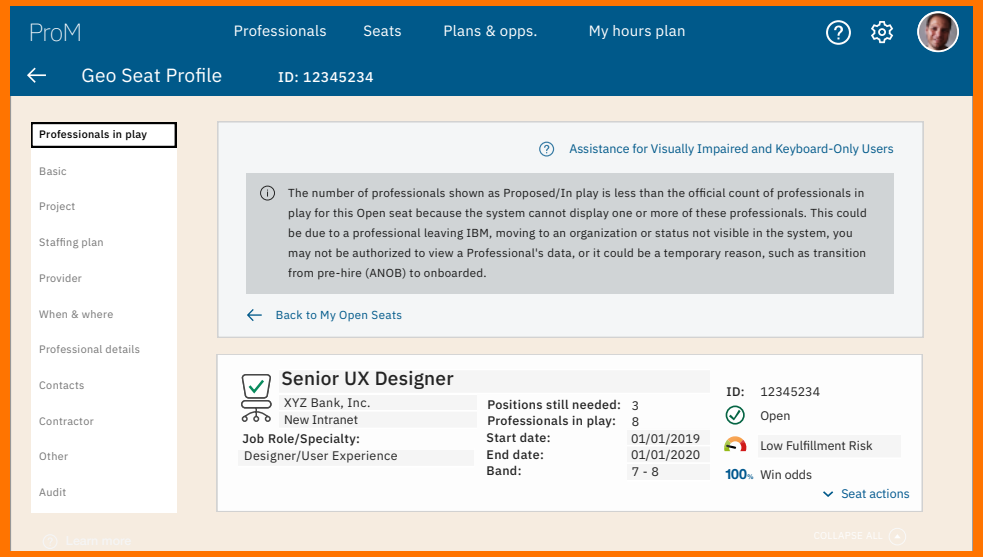
The extension I made included new icons

“Remove” symbol

“Seat” symbol

The rollout was successful. I ran small usability tests to check if the redesigned tool was matching expectations, good results confirmed. The help documentation that the Business team made with my collaboration worked well. Aesthetics, straightforward interactions, consistency, all in check.

From then on I helped in the cycles of improvements by making new and small design solutions based on the set of business-fed requirements, stakeholder's wants and needs, analytics sourced by data team, and in some of these cycles, I ran surveys in order to collect user suggestions, then I filtered, categorized and prioritized them with collaboration



Another hi-def wireframe. Consider this view as a zoom-in in a data record, where the most minute details could be viewed or changed.

Tooling

Prototyping: Sketch, Adobe Illustrator
Development Handoff: InVision / Zeplin
Decks, presentational material: Adobe Acrobat Pro, Adobe Illustrator
Surveys: Alchemer (SurveyGizmo)

of stakeholders, tech/Business/QA leads, then I made the small designs, handing off and conducting testing of new solutions at each iteration.

The reduction on amount of support tickets - my goal - was met. Maybe I could have come up with a better estimate, but initially I considered that any drop in that amount would be success, and in the end I got an an over 40% drop in support calls in the next three months. And the new UI was a lot praised and well received by users (per their messages).

I learnt, in the end, that even a very big project can be interesting too.

A mobile app that follows users

The creation of a product for IBM

My role: UX/UI Designer

2017 - 2020

B2B Cloud Machine-Leearning (ML) based

For Mobile / Tablet devices

DESIGN SPECS

Hybrid (unified look-and-feel for iOS and Android)

MAIN DELIVERABLES

UX Research insights deck
User flow diagram
Low-fidelity prototypes
Navigation prototypes
Wireframes
Annotated design decks
Visual guidelines

IT Professionals all over the company were looking for ways of managing their time more efficiently and on-the-go, and were not satisfied with the user experience delivered by the current offerings. Those were mostly complex web tools with steep learning curves that were created for domain specialists.

I was invited to join this group, and the Design Team. We ran initial research, interviewed users, analyzed the data gathered from research, conducted a task analysis, created a user journey map, a user flow document, went for the prototypes from low fidelity, checked our assumptions and learnt if the product was good enough for the launch by conducting intense rounds of user testing, then we went for the high fidelity prototypes and launched the proposal. After the initial release I conducted research, testing and design for cycles of improvement and new solutions/features.

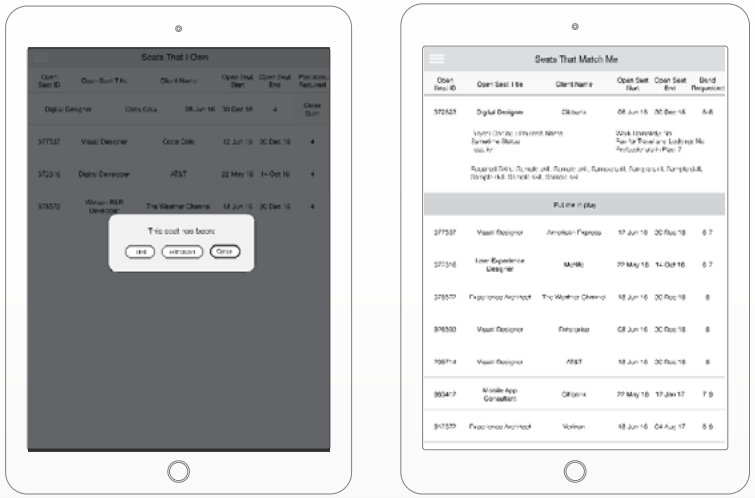
As the UX/UI Designer I collaborated in a Design Team with other 3 professionals from IBM Design, with supervision from Tony Martinez, IBM Master Inventor. At a later stage I took the ownership of this project. And I won an IBM award for best-in-class HR tool category.

I joined the Internal Cognitive Systems group at IBM in early 2017’. Management, Business and Design teams presented me an exciting proposal: a trendy, nice-looking, modern product. This one seemed promising, as it was a chance of paving the way for new technologies - it incorporated Machine Learning capabilities - to enter the scene and be incorporated into the users’ lives.

Proposal and success metrics
From day zero the proposal is: provide good overall user experience. **Acquisition** and **adoption** were the main initial goals of the product. I assumed these as the sucess metrics.

Proccess
We conducted user interviews with users of similar tools to get an understanding of their unmet needs and gather information on their contexts of use, then we analyzed the gathered data, shared the findings of the research round in order to align expectations, identified the main user types so we would understand who we were designing for, then the tasks they would carry out by using the tool with Task Analysis, then we set out to create a journey map so that the product team would be onboard on the information we collected on context of usage, and when and where the tool would serve them better.

Initial lo-fi wireframes for some of the intended functionalities. Protopersonas (who gave us two initial user types, task analysis and user flow documentation guided this part of the process.

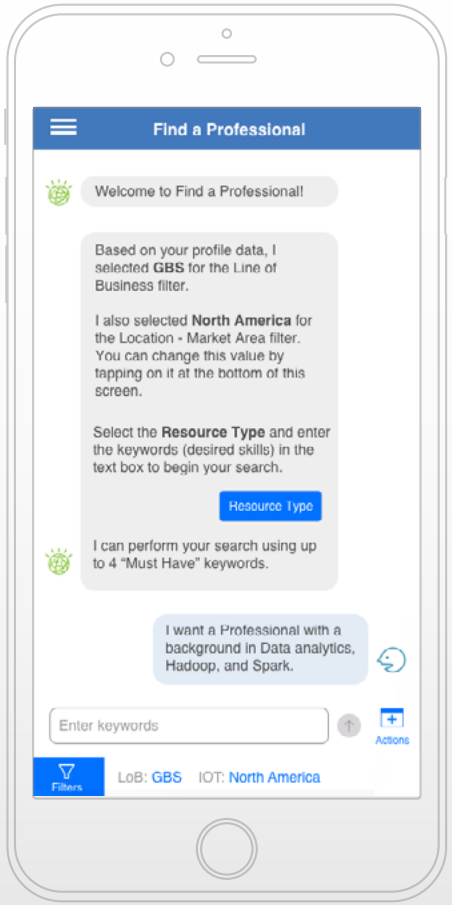


Exploring new venues
With enough information on the user tasks and contexts of usage, we set out to conceptualize the user flow for the most simple, straightforward and rewarding user experience possible, and went for the initial lo-fidelity prototypes. At this point we really went creative about different options on screen designs, then conducted intense rounds of design testing with those prototypes.

Putting our assumptions to test

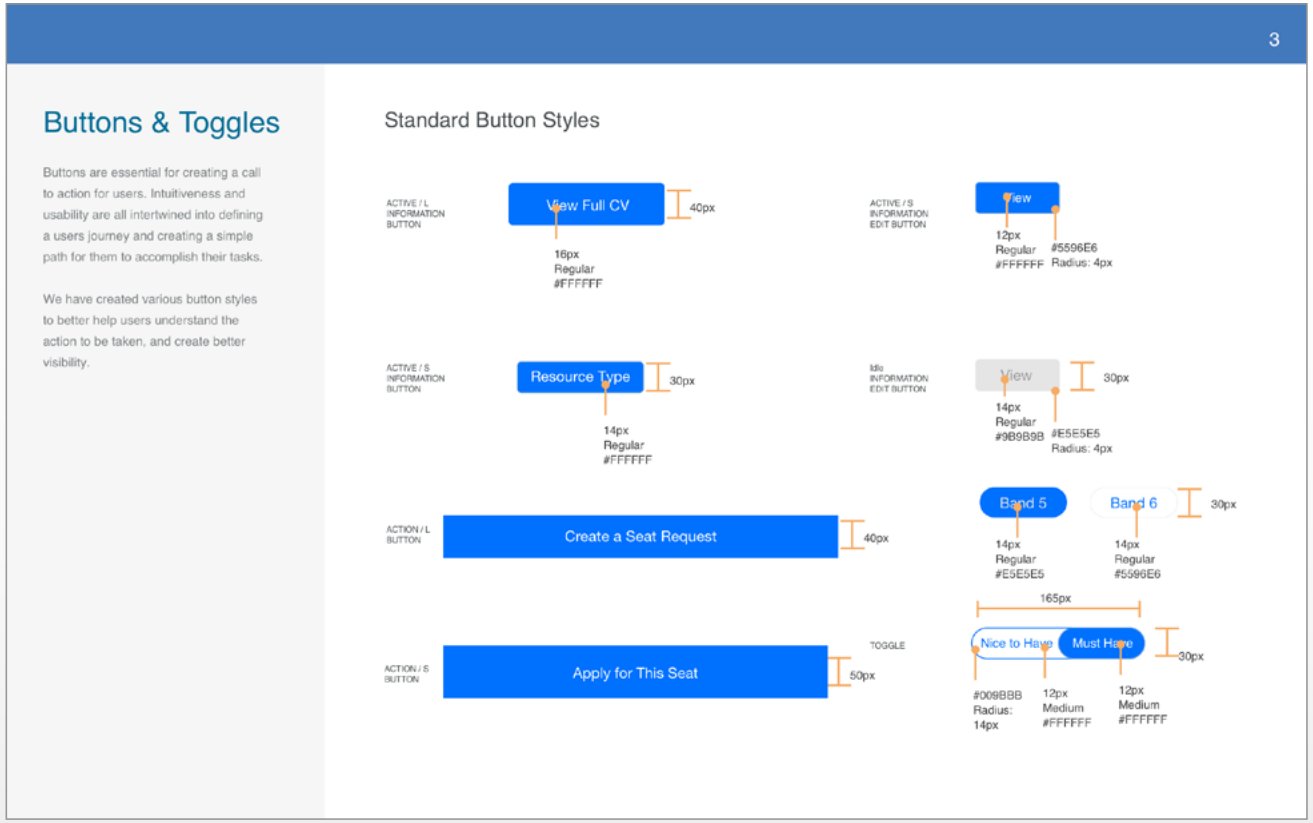
At this point, after some testing we were sharing the sentiment that a chatbot interface could serve parts of the user experience very well in support of their main tasks, but we wanted to make sure that we were working grounded on solid assumptions, so we took both the chatbot and a second option (which looked more simple - a search field and results displayed sequentially but without the back-and-forth conversation part) to user testing - in order to hear from users what would be their prefered way for carrying out their tasks. In the end the chatbot option was significantly more appreciated (we tested with a pool of 20 people at the company, and got p= 0.9767, a very significant result!).

When the user is a manager, they can look for professionals for projects by using the Find a Professional function. This wireframe is part of the final design - a chatbot UI



After that we went for the **high-def wireframes** and generated the **visual guidelines and documentation**, focused on differentiating the product and giving it a very polished look-and-feel, compliant with the company's hybrid mobile design guidelines so that it would look like something really fresh was being offered in there. With visual standards in check, we handed off the design proposal for launch.

A piece of the Visual Guidelines document. They were created during handoff process.

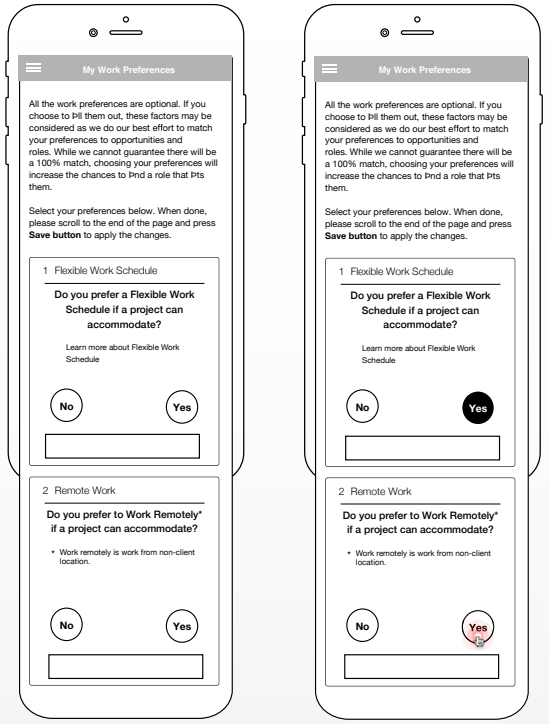


Be sure that spreading the word on a new product in an already very busy marketplace is a challenging task. I made sure the launch strategy is being supported by nice-looking outbound (we reaching out to potential customers) marketing e-mails, and I also made an advertisement video and collaborated with Business Team on the best approaches for onboarding new users with engaging content (wiki page and internal social media posting).

Tooling
Prototyping: Sketch, Adobe Illustrator
Development Handoff: InVision (and InVision DSM) / Zeplin
Decks, presentational material: Adobe Acrobat Pro, Adobe Illustrator

The launch was a great success. The metrics data on acquired new users and adoption indicated that we made a really nice new product that was quickly growing up on the target audience. At this point I took over this project, the other designers took ownership of other projects. So for the next iterations I conducted user research, testing and design for cycles of improvement and new solutions/ features.

All the efforts were being recognized by the company. It even won an internal prize of Best in Class tool in an internal awards in the HR tools category.



I conducted Research, Design and Testing on new solutions/features after the initial launch. These wireframes are part of a solution for capturing user preferences for further personalization on the recommendations the tool gives.

In the end of this project I concluded that with an opportunity to create something new in my hands, being bold and creative in order to explore new venues for design, and placing your design bets on differentiation can pay off well, and it could make a whole difference in the launch of a new product. The business of creating new things is risky indeed, but with the support of best UX practices and the right design strategy, the chances of success are definitely higher.

The bank is listening

Digital UX - Web+Mobile for a client of IBM

My role: UX Designer / UX Researcher / UX Consultant

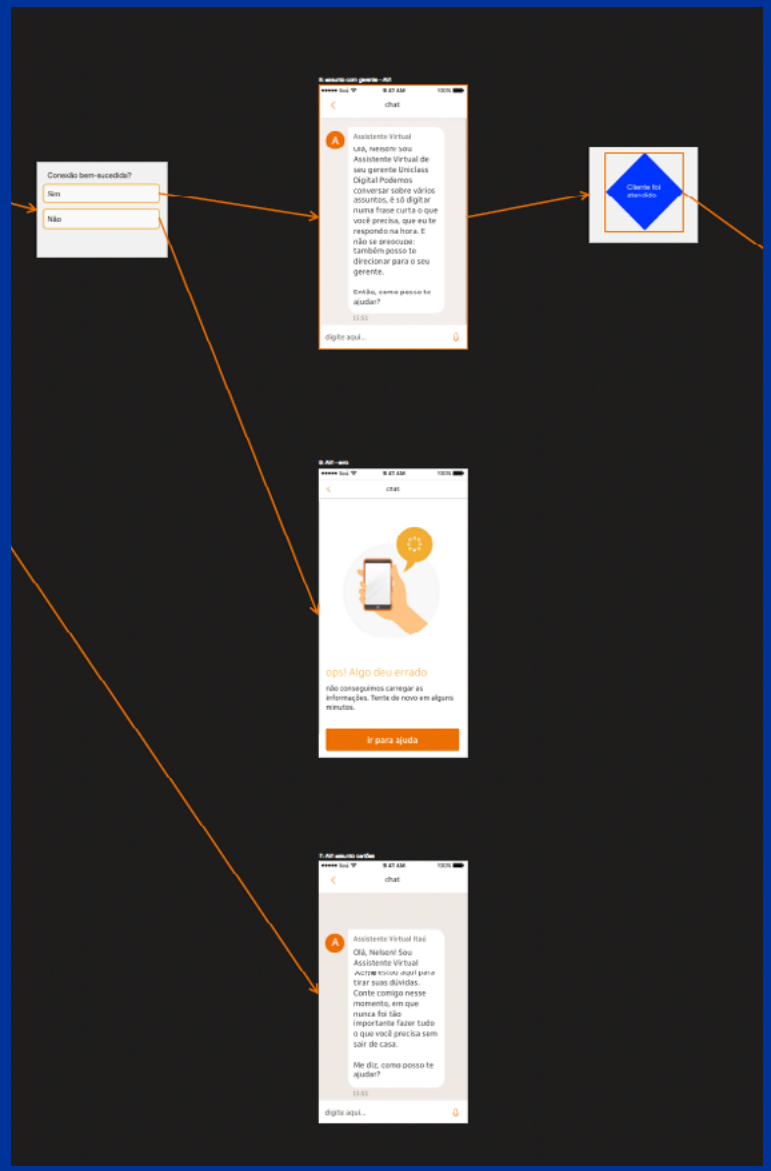
B2C products portfolio

In a traditional large-scale banking company, a new portfolio of B2C Web and Mobile products (2 Websites and 2 Mobile apps) was about to replace their old digital products on a very tight weeks-long deadline. Their UX department and designers were far from me (and from management and product owner too) in the org. No previous UX or design effort in there as well.

I structured a UX process for them from scratch, strategically, and educated the product team and related orgs (Marketing and CX) on User Experience topics - these seemed vital for a successful UX project. I ran a UX workshop with stakeholders and product team, conducted a Usability Review, ran stakeholder interviews with the nice people from CX to listen and review their customer complaints, created protopersonas, presented the findings and takeaways from the research, then I set out to provide a Customer Journey Map, a User Flow document, created wireframes and handed off one UX Recommendations deck for the product team and one redesign proposal for handoff straight to development team.

As a solo UX Design Consultant I collaborated with Marketing and CX orgs, and provided the UX recommendations and redesign proposal for one production team with a Product Owner, Product Manager and Tech Leads (Engineering and QA).

IBM invited me, and I accepted the challenge of assisting a traditional and enormous banking company in their digital transformation journey with a short-term UX consulting effort. A new portfolio of B2C Web and Mobile products (for general customers and enterprise owners) was about to have their initial public launch very soon. Fortunately I could count with the openness and kindness of their Product Owner, the Product Manager - both quite open and curious about UX topics, a good production Squad with a Scrum Master, Developers, one content writer, QA folks. The company was quite obsessed about their customer attitudinal metrics - CSAT as one of these. In order to offer a superior user experience in their products I suggested connecting my UX goals to their company OKRs and suggested Overall Reduction in creation of digital Support Tickets and Squad satisfaction as my main success metrics, because they would be longer-term and help ensure company relevance in the digital age going beyond the short-term scope.

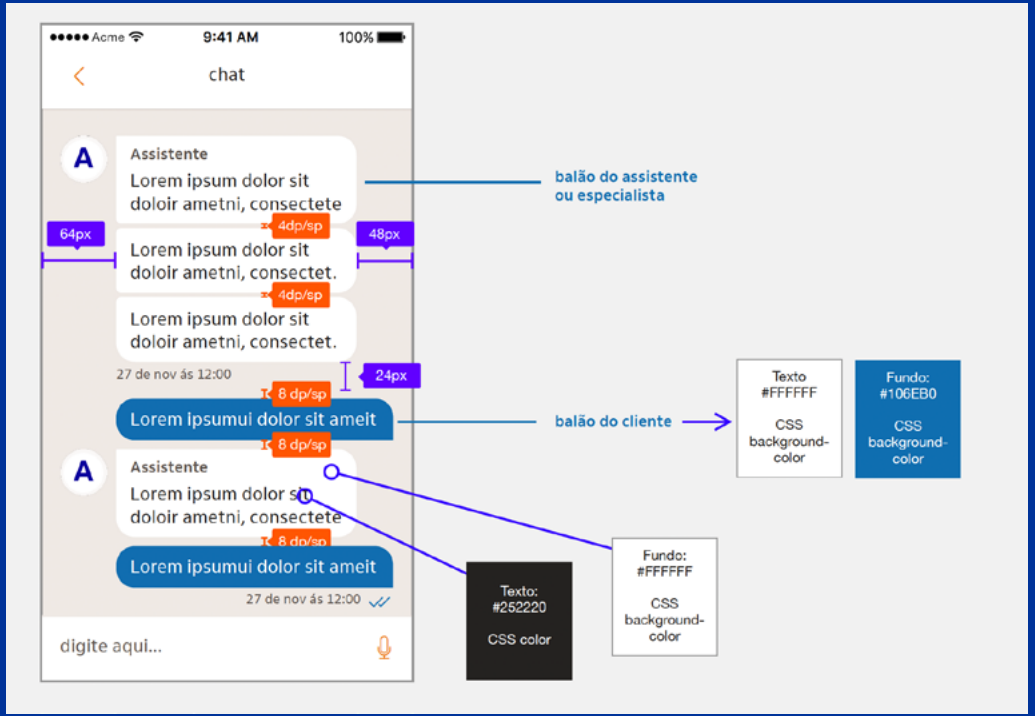


A small fragment of the resulted user flow document. The digital products were also directly connected to physical touchpoints such as Customer Support

UX was something unknown to the production Squad, but I had a chance of introducing it as a topic to them so that we could build a bit of professional trust in that short period of time. And close to my area of competence there was Marketing and CX orgs, which I appreciated a lot because I wouldn't have any contact with customers themselves, so assumed them as the best partners to my customer-centric efforts.

Tooling: Miro, Balsamiq, Sketch, InVision

No previous UX effort done before, no designers, no UX people, production team was all fresh from other projects. I was, in other words, a team of one. In order to provide a bit of process to the chaotic way things were moving, I traced a UX plan, discussed it with the Manager and PO, ran a UX workshop with stakeholders and product team in order to get both management and Squad onboard, conducted a Usability Review to map and locate all Usability-related problems found in their products, interviewed CX people to get a better understanding of their customer pains and needs, analyzed the data, created protopersonas, presented the findings and takeaways obtained from research, then I set out to provide a Customer Journey Map, a User Flow document, created wireframes and handed off one UX Recommendations deck and one redesign proposal, both for handoff straight to development team.



A piece of the spec-sheet for handoff to development team. This high-fidelity screen is part of the final design proposal. Every interaction with the support chatbot was reviewed to make sure it was consistent to the company's communication standards.

On project completion the Squad gave a very positive feedback and I was informed that the project observed a drop in support calls and a positive turn in CSAT scores was observed. So it's fair to assume that the new products listened to their customers.

In the end of this short but intense project I learnt that with well-selected UX methodologies when strategically conducted, and a solid practice, helps creating small but positive bonds with the client, shows the strategic value of UX even if for a brief moment, and good outcomes might come from this direction.

Work life made better

a material Calculator for Bosch client #1 (Germany)

My roles: UX Lead / UX Designer / UX Researcher

Web Tool - B2B

Business partners and Sales department were experiencing increased difficulties at calculating the costs of material for OEMs, and their current workflow and tools had many issues in its overall user experience. The project's level of UX Maturity (in Jakob Nielsen's model) is 1 (Absent) for reasons.

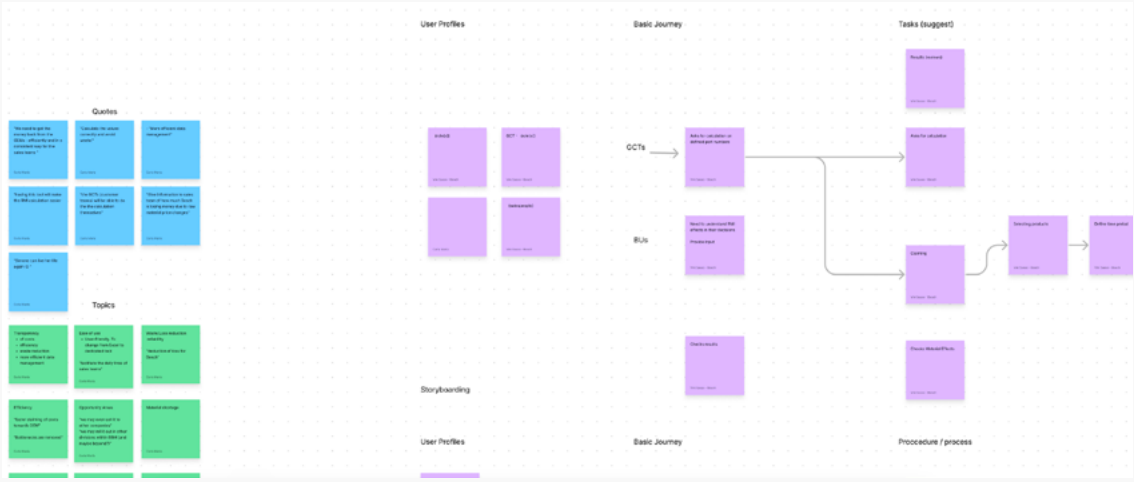
I created a structured UX process and redesigned a Web tool for them with the most efficient user experience in mind, implementing modern standards in interactions and look-and-feel along the way.

In this assignment I lead a mini Design Team (myself + one other designer) for Bosch Corporate Systems Americas under the UX Lead role. I outlined a UX process for them, based on time, material, project milestones and desired outcomes. As a UX Designer I conducted User Research with user and stakeholder interviews with collaboration from another designer, UX workshops, data analysis, task analysis, protopersonas, Usability Review on their current version, journey maps, user flows, lo-fidelity wireframes, prototypes and proceeded to handoff.

A highly complex global scenario - material shortage in Europe, war and a recent overwhelming pandemic, brought lots of new concerns to OEMs from automotive industry worldwide. Management and business teams were looking for more efficient ways of closing deals with OEMs by the use of a more straightforward and responsive tool. Currently they only had Excel spreadsheets and one web tool at their disposal as their workflow. I had one success metric as UX Lead - **UX maturity level** - and one business success metric - **increased adoption rate** - as project goals.

As a UX Designer I conducted User Research with user and stakeholder interviews with collaboration from another designer so we could gather information on users and stakeholder pains and needs, we analyzed the data, I created a task analysis diagram and protopersonas. I created a stakeholder map, I ran a UX workshop on The 5 Ws and 1H of UX (Why, What, Who, When/Where and How of the initiative) to kickstart the collaborative thread by getting stakeholders onboard, I created an ecosystem map, journey maps, user flow documents, navigation structure documents, lo-fidelity wireframes, conducted formative Usability Testing with the lo-fi wireframes to validate the redesign, created hi-fidelity wireframes and proceeded with handoff.

Data analysis process including insights extracted from user and stakeholder interviews, and user quotes. I ran collaborative sessions in order to understand the main user profiles (protopersonas) involved, parts of their journey and the main tasks users would carry by using the tool.



The planned and the unexpected

Fortunately I am experienced enough in designing a simple solution for a complex ecosystem, so all I need to do at first is applying my knowledge and skills on UX topics proactively.

At this company the actual activities must match the UX package I approved with the PM and PO, but even a properly planned process meets its own challenges along the way.

Approval for user interviews in Germany was not a straightforward process, requiring a days-long approval process in order to meet compliance standards. The engineering team was also entirely new - this required providing foundational education and training on UX topics such as 'implementing the redesign using the own company's design system.' I had to face both challenges.

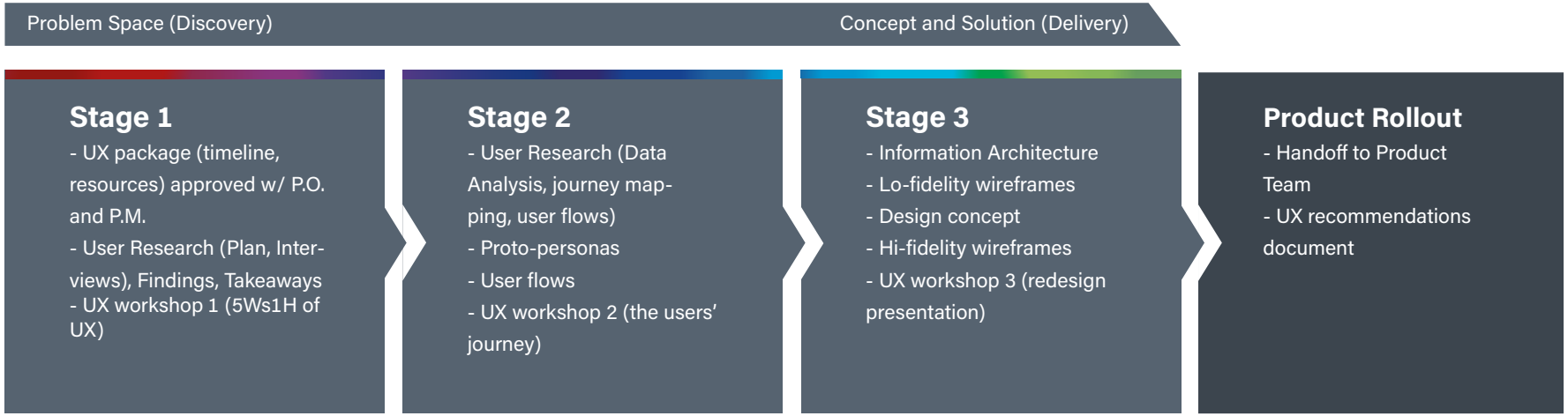
Something a bit unexpected came from the User Research interviews: I and the other designer found out that some end users weren't knowledgeable about the most basic concepts involved in a material calculation process and the economics theories involved. We derived two insights from this: #1 advanced/expert users (people highly knowledgeable on economics - price effects, supply vs demand, etc) - possibly weren't the majority of users (the 'possibly' here is because we had a very small sample at this point) #2 - basic users were appreciative of a bit of guidance in order to get the most out of this tool.

I found this shocking enough, so I discussed the topic with the PO and PM to get their perspectives on that. I proposed, as solution, a brief introduction on basic concepts related to raw material index and price effects calculations. It could be accessed right from the landing page.

I advocate that we should speak the language of users, not the opposite way. The company could provide all the necessary education and training on those things over time. In the long term the company had resources to bridge this gap and this would not be a problem, but in pragmatic terms, short-term and design for acquisition/adoption goals, something immediate was needed, so I proposed to apply and transpose familiar concepts in order to bridge his gap - in other words, the making of a chocolate bar as analogous to a car component manufacturing and business process (the calculations were needed in that process).

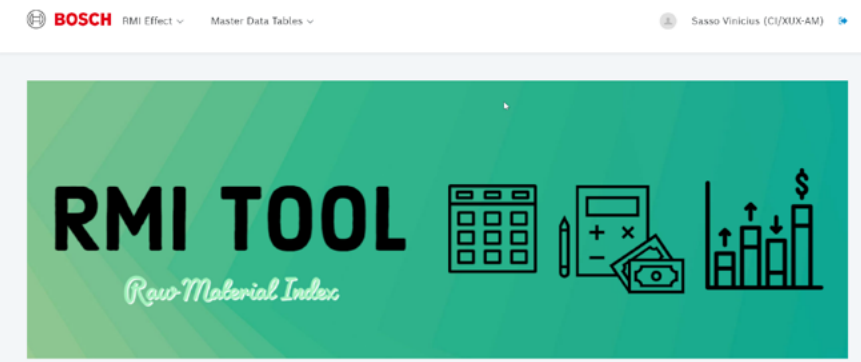
An overview of the UX process I designed for this client

The UX package I sent to Management team matched their expectations. I included the stakeholders in the process right away to get them onboard quickly. Workshops to address alignment topics/concerns.



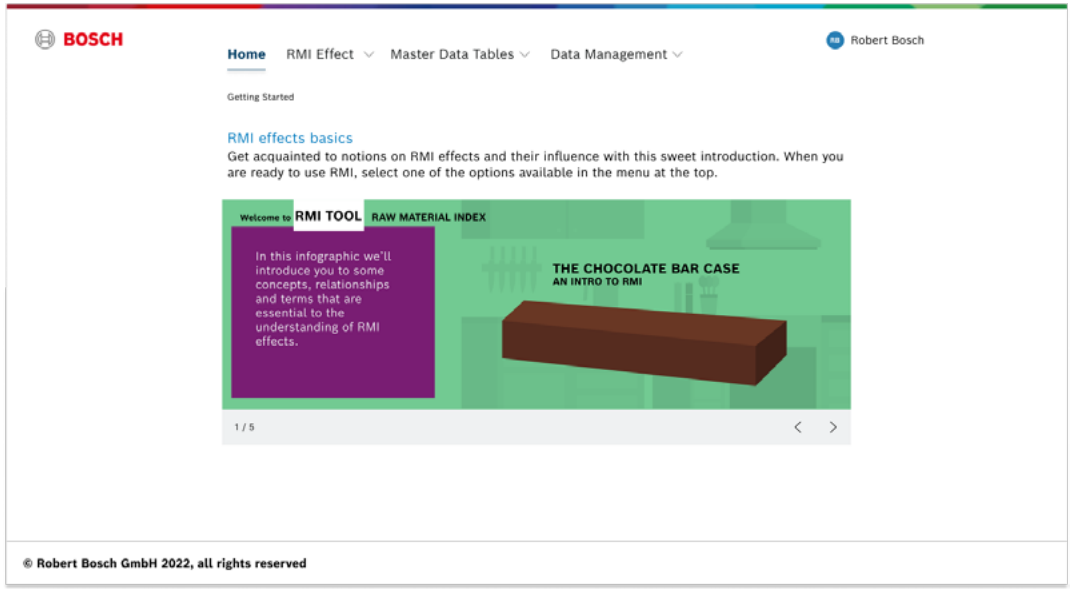
Redesign: Before...

(Welcome screen - almost no relevant information, and illustrations that were not creating business value)



...and after

Concept screen. Redesign proposal at the end of the UX project.



Tooling: Figma (prototyping), FigJam (whiteboarding), MS Whiteboard (whiteboarding during UX workshops)

I obtained a lot of recognition for the results. The redesign process applied the company's internal design system in the final, hi-fidelity wireframes.

Rollout and reflections

The rollout was highly successful. Adoption rate was really high, along with high acquisition. It exceeded the project's expectations.

As for promoting a higher level of UX maturity, I learnt that while it is never an easy endeavor at all, even in a mature large-scale enterprise company, it is more than possible - it is quite feasible. Maybe if I was more experienced with the UX Lead role I'd be more knowledgeable and the designed process would be even more efficient and make more optimal usage of available resources and hopefully expect extraordinary results like going from 1 (absent) to 4 (structured) - I managed to assess a rise to level 3 (emergent) - but I'm happy I could apply this level of knowledge on the topic right in my first UX Lead assignment for Bosch. That's not too bad.

- I and the other designer ran Card Sorting sessions and worked on IA principles in order to redesign its navigation structure
- Every function or view (page) had a brief introduction to reinforce their usage
- The chocolate bar case is an interactive introduction to Raw Material Index calculation in automotive industry, analogous to the production of a chocolate bar manufacturing process, affected by the same price effects and economic laws

Hello! My full name is Vinícius Antonio Nolli Sasso, but you can call me Vini. I live in Campinas, Brazil.

My previous 7 years have been dedicated to User Experience Design & Research for the Technology, Cognitive Systems, Consulting, Sales, Life Sciences and Financial/Banking sectors/industries, collaborating with global teams for clients. My latest position was with Robert Bosch as a UX Lead/Designer for Americas Digital UX team. Previously to Bosch I worked for TCS (Tata Consultancy Services) as Senior UX Researcher, and previous to TCS I had an over 5-year tenure at IBM with UX (Design/Research). I resort to the science-based User Research, User-Centric Design methods and holistic problem-solving to uncover user needs and unlock the ROI and impact of UX Design in order to improve people's lives - these are what led me to look for Design-related and UX-related education. My Bachelor in Visual Design was achieved in the Universidade Estadual Paulista Julio de Mesquita - Unesp (São Paulo State University Julio de Mesquita Filho - 2003), here in Brazil. Interaction Design Foundation (IDF) certification courses provided me UX education (on User Research, Affordances, Mobile UX, Problem-Solving, and other topics).

I have past experiences with other design processes as well - Visual, Web, for online and offline media and I can make nice illustrations, by the way.

Some unique achievements I managed to obtain:

The first designer from (and resident in) Brazil to have an entry accepted in a global talent showcase by IBM Design in its 2019 edition. (I tell a little bit more about it, and other projects visually in my Design Portfolio at sasso.agilityhoster.com)

I am also a writer of UX Design articles at Medium: https://medium.com/@vinisasso
My LinkedIn: https://www.linkedin.com/in/vinisasso
My Illustration portfolio in DeviantArt: https://www.deviantart.com/vinicius-sasso

Looking forward to talk to you to understand how I can leverage UX and Design for your business/clients. Thank you!

My Website: sasso.agilityhoster.com