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Vini UX/UI Designer /
UX Researcher

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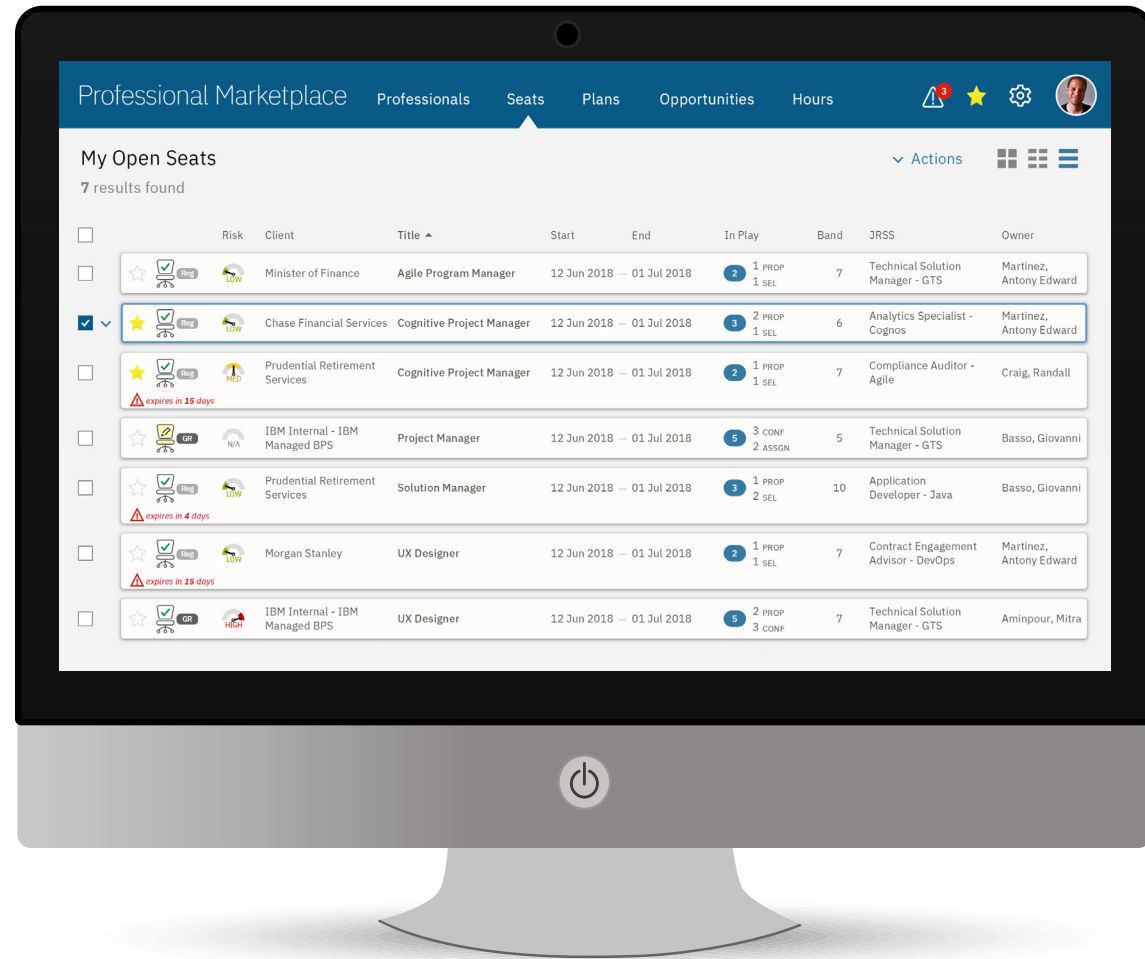
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Each case study complies with the respective company’s agreements and standards, including NDAs (Non-Disclosure Agreements). All confidential information is being intentionally omitted/obfuscated.

Enhancing Productivity, not Burnout

A Web tool for IBM
Role: UI/UX Designer
2018-2021

Tools
Design: Sketch, Balsamiq, Adobe
Illustrator, Adobe InDesign
Design handoff: InVision (and
InVision DSM) / Zeplin
Research: Mural, Office

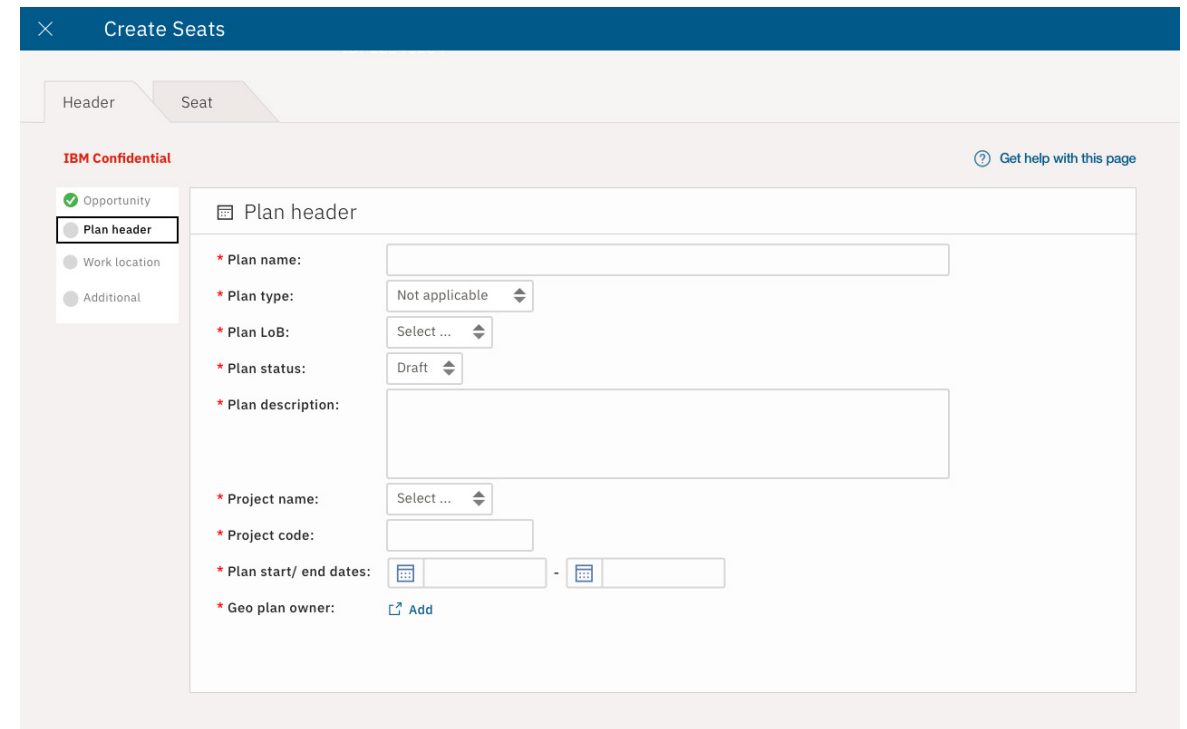
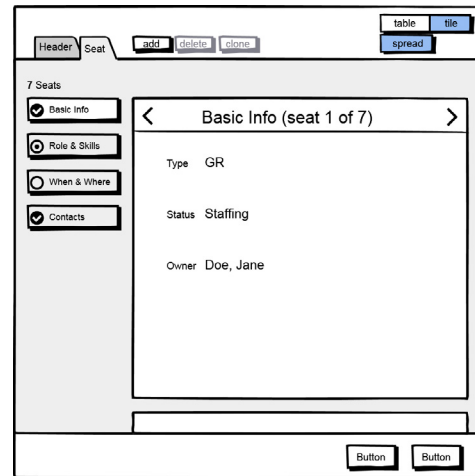


This corporate tool was around for some time already - aprox. 9 years.

Back in the day when I joined this project, it was feeling outdated in look and feel. Overall experience was falling short of expectations.

I set out to completely overhaul it in every aspect that impacted the professional users' wellbeing, so that its users - staffing assistants and managers - would find a much more efficient workflow.

As the UX/UI Designer I conducted the initial User Research, analyzed the data, defined key personas, produced user flows, then created the prototypes in low-fidelity, tested them. Proceeded to the high-definition wireframes, then handed them off for launch. Launch was pretty succesful. I stayed after the launch for new cycles of improvements and new solutions.



Made low-fidelity wireframes (with Balsamiz tool), and tested them with users and stakeholders to make sure the new UI had solid foundations and solved all the usability and interaction problems. Up to this point, the process was intense but smooth, well organized. Hi-fidelity wireframe made with Sketch tool.

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 its high impact across the company meant that many people were expecting a dependable journey and workflow. Conducted an Expert Evaluation to spot all the usability-related issues in the old design

We interviewed users in order to uncover the pains and needs in their workflows, their journey - and basically we learnt that this tool was part of a complex workflow where this tool is only one in a larger chain of tools.

Edit Seats

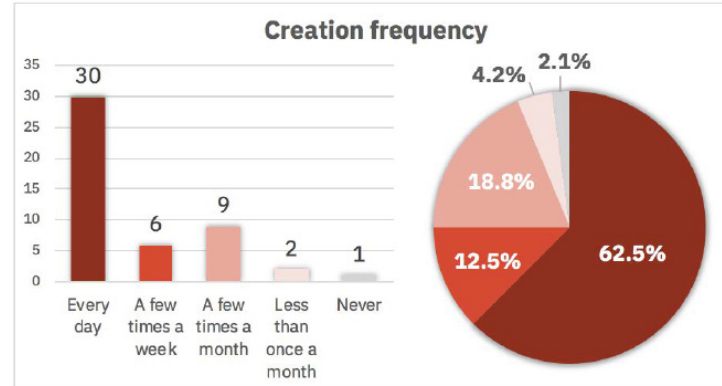
2 Seats selected

SPREAD STACK ADD DELETE CLONE

<input type="checkbox"/>	Status	Seat type	Seat title	Seat description	Account ID	Opportunity ID	Client name	Project name
1 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Agile Program Manager	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	Minister of Finance	Intranet Implementation
2 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Cognitive Project Manager	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	Chase Financial Services	Database Migration
3 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Scrum Master	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	ACME Corp	New Opportunity
4 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Database Administrator	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	The Coca-Cola Company	Database Migration
5 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	UX/UI Designer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	Volkswagen	Intranet Implementation
5 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Front-End Engineer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	BMW	Mainframe
6 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Systems Architect	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	Volkswagen	Cognitive Computing
7 <input type="checkbox"/>	<input checked="" type="checkbox"/> Open	Geo	Cognitive Project Manager	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ...	A1234567	A1234567	Chase Financial Services	Database Migration

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.



Seat creation Frequency	#	%
Every day	30	62,5%
A few times a week	6	12,5%
A few times a month	9	18,8%
Less than once a month	2	4,2%
Never	1	2,1%
	48	100%

Partial from the insights deck (containing data collected in research) made with Excel and Power Point



"Remove"



"Seat"

Icons I made to extend the design system using Adobe Illustrator

The launch was successful. Aesthetics, straightforward interactions, consistency, all in check. This high-fidelity wireframe was made with Sketch tool

Professional Marketplace Professionals **Seats** Plans Opportunities Hours ⚠️ 3 ★ ⚙️

My Open Seats Actions Grid List

7 results found

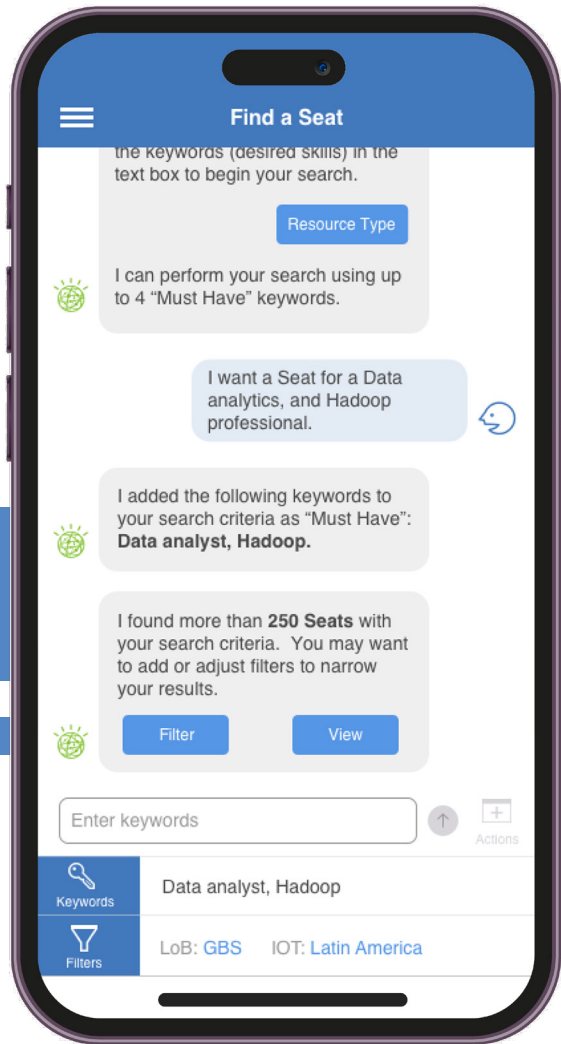
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<input type="checkbox"/>	★ 📋 Reg 🟢 LOW	Minister of Finance	Agile Program Manager	12 Jun 2018	01 Jul 2018	2 1 PROP 1 SEL	7	Technical Solution Manager - GTS	Martinez, Antony Edward
<input checked="" type="checkbox"/>	★ 📋 Reg 🟢 LOW	Chase Financial Services	Cognitive Project Manager	12 Jun 2018	01 Jul 2018	3 2 PROP 1 SEL	6	Analytics Specialist - Cognos	Martinez, Antony Edward
<input type="checkbox"/>	★ 📋 Reg 🟡 MED ⚠️ expires in 15 days	Prudential Retirement Services	Cognitive Project Manager	12 Jun 2018	01 Jul 2018	2 1 PROP 1 SEL	7	Compliance Auditor - Agile	Craig, Randall
<input type="checkbox"/>	★ 📋 GR 🟡 N/A	IBM Internal - IBM Managed BPS	Project Manager	12 Jun 2018	01 Jul 2018	5 3 CONF 2 ASSGN	5	Technical Solution Manager - GTS	Basso, Giovanni
<input type="checkbox"/>	★ 📋 Reg 🟢 LOW ⚠️ expires in 4 days	Prudential Retirement Services	Solution Manager	12 Jun 2018	01 Jul 2018	3 1 PROP 2 SEL	10	Application Developer - Java	Basso, Giovanni
<input type="checkbox"/>	★ 📋 Reg 🟢 LOW ⚠️ expires in 15 days	Morgan Stanley	UX Designer	12 Jun 2018	01 Jul 2018	2 1 PROP 1 SEL	7	Contract Engagement Advisor - DevOps	Martinez, Antony Edward
<input type="checkbox"/>	★ 📋 GR 🔴 HIGH	IBM Internal - IBM Managed BPS	UX Designer	12 Jun 2018	01 Jul 2018	5 2 PROP 3 CONF	7	Technical Solution Manager - GTS	Aminpour, Mitra

From then on I helped in the cycles of improvements - I ran surveys in order to collect user suggestions, then I filtered, categorized and prioritized them, then I made the new designs, handing off and conducting testing of new solutions at each iteration.

The reduction on amount of support tickets - my goal - was met.

Initially I considered that any drop in that amount would mean 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 user surveys with likert scales to measure their sentiments). I learnt, in the end, that even a legacy system can be vastly improved for better aesthetics, not only better interactions.



A Mobile app that follows users

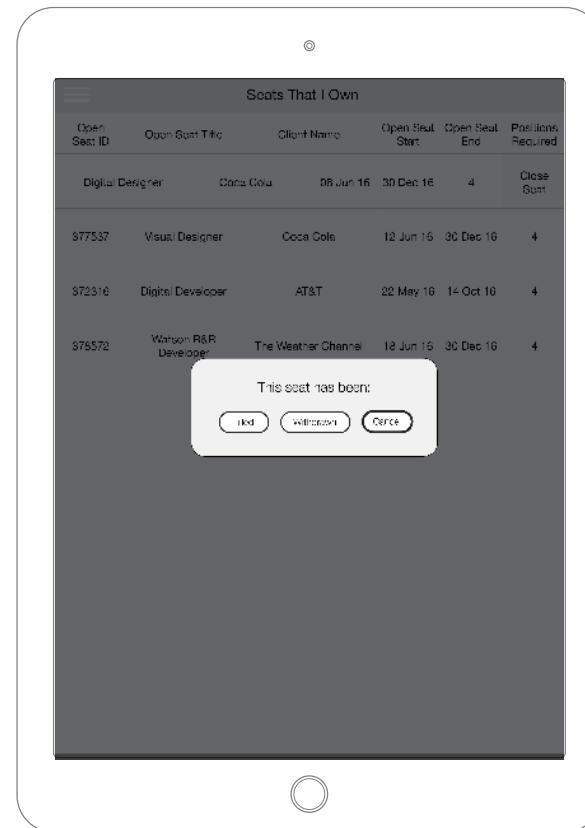
Role: UX/UI Designer
For Mobile / Tablet devices
Unified look-and-feel
for iOS and Android (hybrid)
2017 - 2020

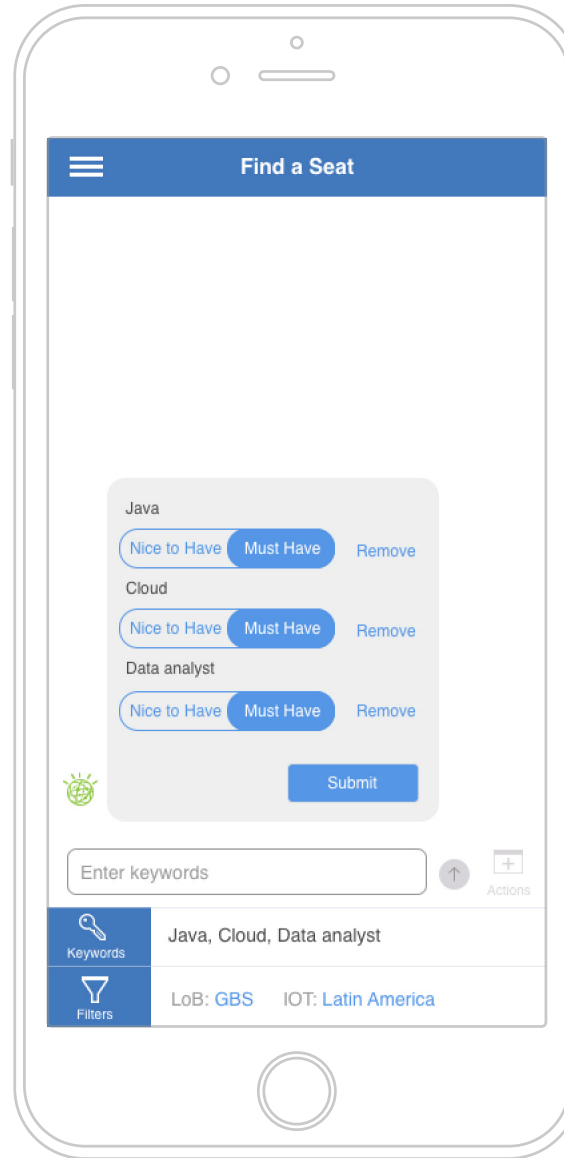
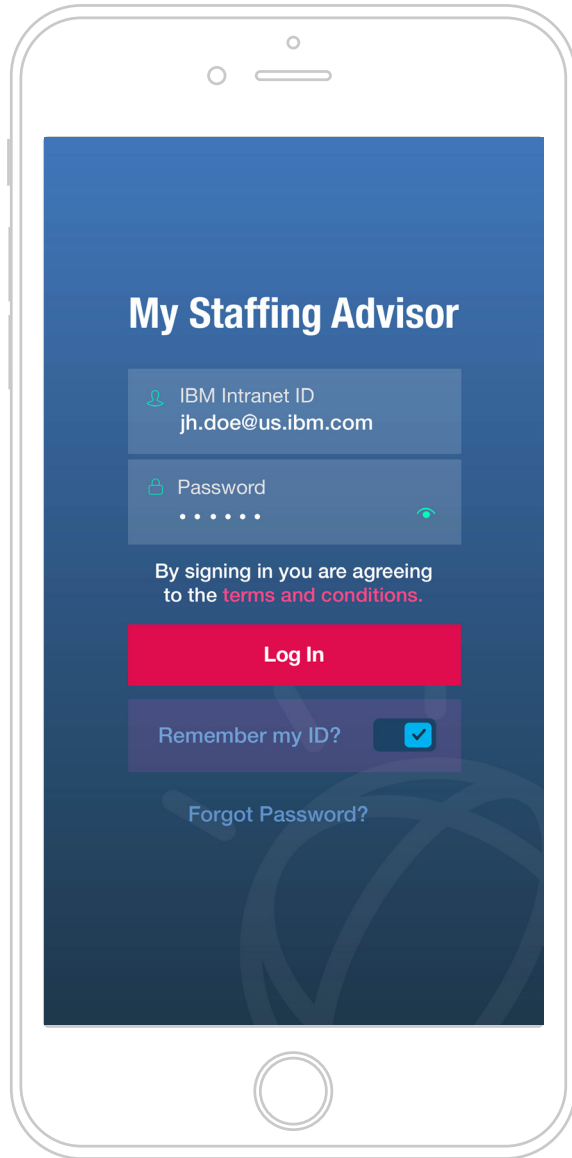
Tools

Design: Sketch, Adobe
Illustrator, Adobe InDesign
Design handoff: InVision (and
InVision DSM) / Zeplin
Research: Mural, Office

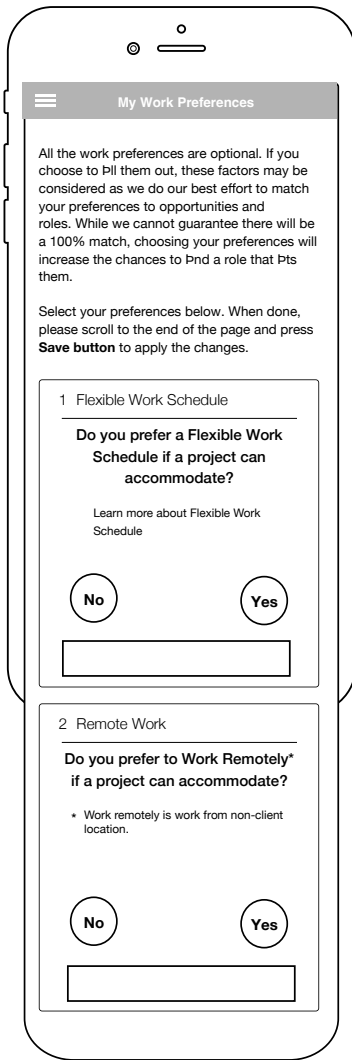
IT Professionals all over the company were looking for ways of managing their time more efficiently and on-the-go, and were not satisfied with the user experience delivered by the current offerings. Those were mostly complex web tools with steep learning curves.

I was invited to join this group (Internal Cognitive Systems 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.

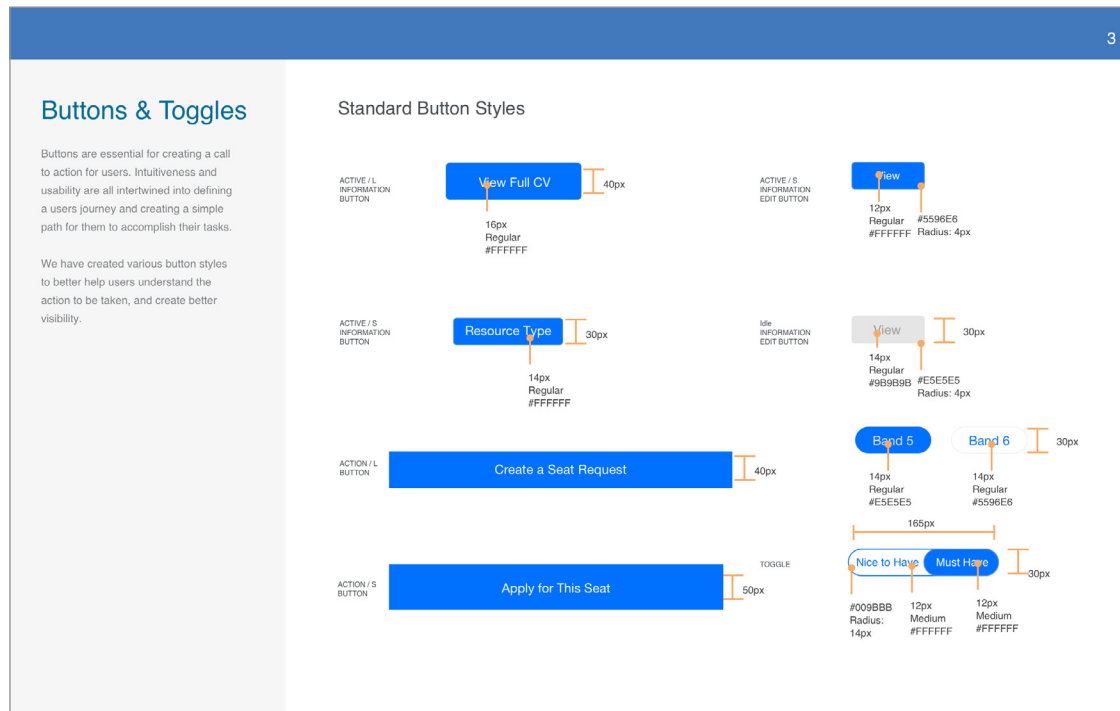




After the initial release I conducted research, testing and design for cycles of improvement and new solutions/features. As the UX/UI Designer I collaborated in a Design Team with other 3 professionals from IBM Design, with supervision from Tony Martinez, IBM Master Inventor. At a later stage, took the ownership of this project. And this tool won an IBM award for best-in-class HR tool category.



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).

Proposal and success metrics

From day zero the proposal is (besides providing good overall user experience): Acquisition and adoption were the main initial goals of the product. I assumed these as the success metrics.

The bank is listening

4 products, 2 Web + 2 Mobile

Role: UX Designer

2021

Tools:

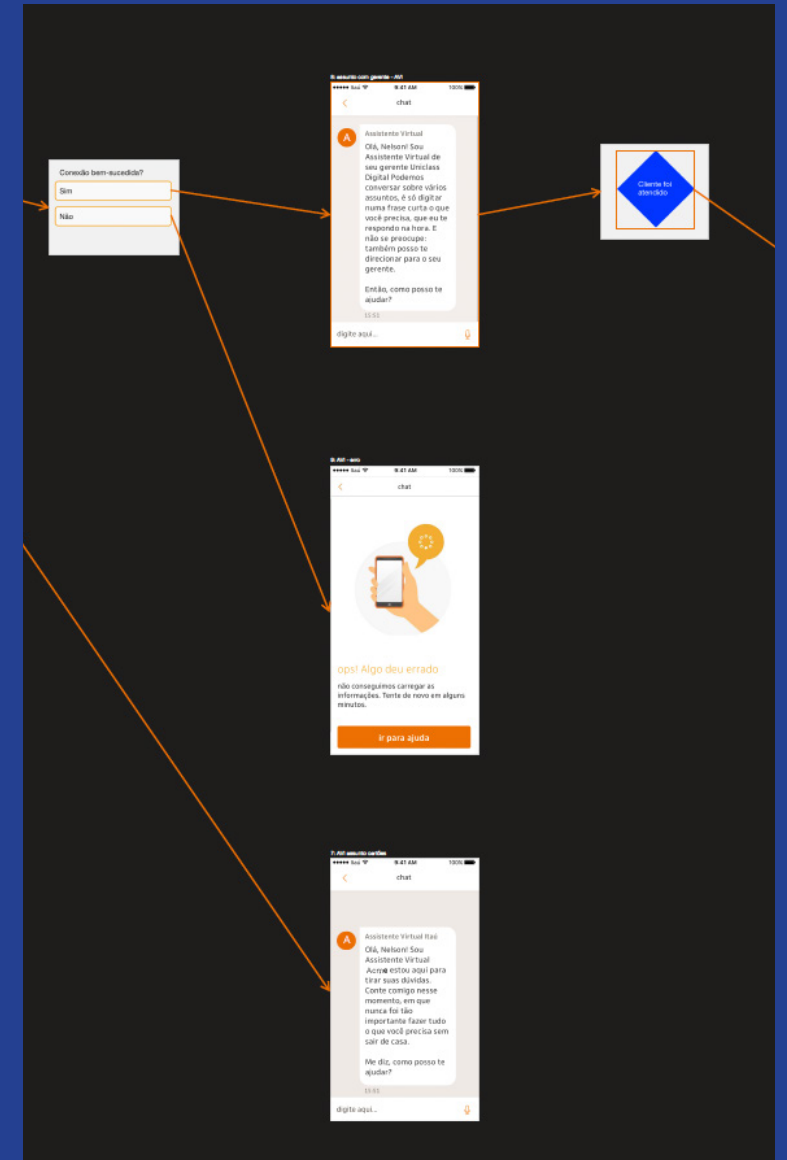
Design - **Sketch**

Design Handoff - **InVision**

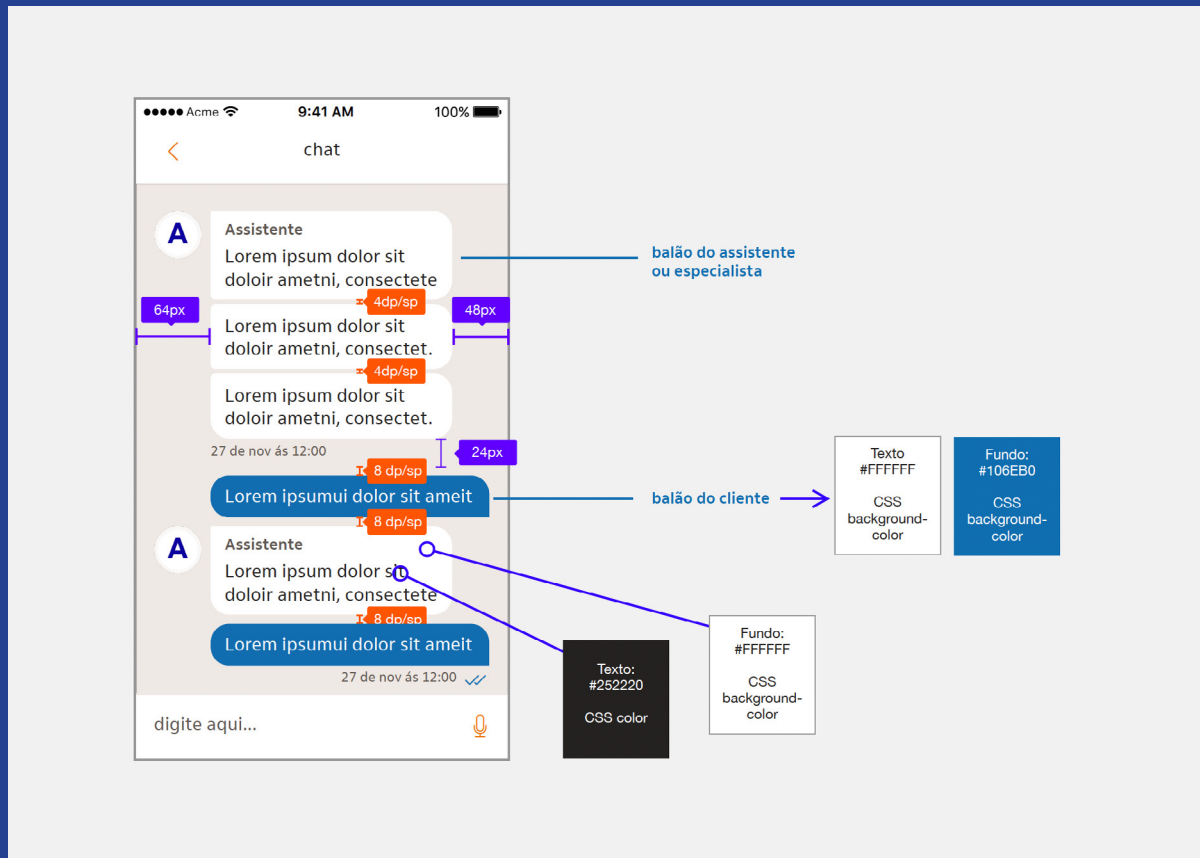
In a large-scale local banking company, a new portfolio of B2C Web and Mobile products (2 Websites and 2 Mobile apps) was scheduled to replace their old digital products on a very tight weeks-long deadline. Their UX department and designers were far from me (from the Product Team altogether, actually)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

Besides the absence of previous Design and UX work, Production Team was all fresh from other projects. I was, in other words, a team of one designer. In order to quickly address, I traced a UX plan, discussed it with the Manager and PO, ran a UX workshop in order to get both management and Squad onboard, interviewed CX people (assuming them as the clients' representatives) 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 User Flow document, created wireframes and handed off one UX Recommendations deck and one redesign proposal, and one specs document straight to development team.

UX was a bit unfamiliar to the Team, so I took the chance of introducing it so that we could build a bit of professional trust in that short period of time. Close to my practice there were 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 efforts if I wanted to learn about the bank's customers.



Excerpt from the User Flow document, made with Sketch tool



A piece of the spec-sheet for handoff to development team. It 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 project I learnt that with some UX methodologies 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 surely come from this.

Work life made better

A Web tool for a Bosch client in Germany

My roles: UX Lead / UX Designer / UX Researcher

Tools

Design - **Figma**

Pesquisa - **Figjam, Office (Word e Excel)**

The client's Sales department was experiencing increased difficulties at calculating the costs of material for OEMs due to world affairs affecting availability of material. Their old workflow and tools had many issues in the user experience department - both the visual/interactions, and user journey.

The project's level of UX Maturity (Jakob Nielsen's model) is 1 (Absent) for its own reasons.

In order to better help them I created a structured UX process from the ground up, and redesigned their Web tool. I made sure that modern standards in interactions and look-and-feel, and compliance with the Design System, were in check.

In this assignment I lead a mini Design Team (myself + one other designer) for Bosch Corporate Systems Americas under the UX Lead role.

BOSCH

[Home](#) [RMI Effect](#) [Master Data Tables](#) [Data Management](#)

Robert Bosch

Getting Started

[RMI effects basics](#)

Get acquainted to notions on RMI effects and their influence with this sweet introduction. When you are ready to use RMI, select one of the options available in the menu at the top.

Welcome to **RMI TOOL** RAW MATERIAL INDEX

In this infographic we'll introduce you to some concepts, relationships and terms that are essential to the understanding of RMI effects.

THE CHOCOLATE BAR CASE
AN INTRO TO RMI

1 / 5

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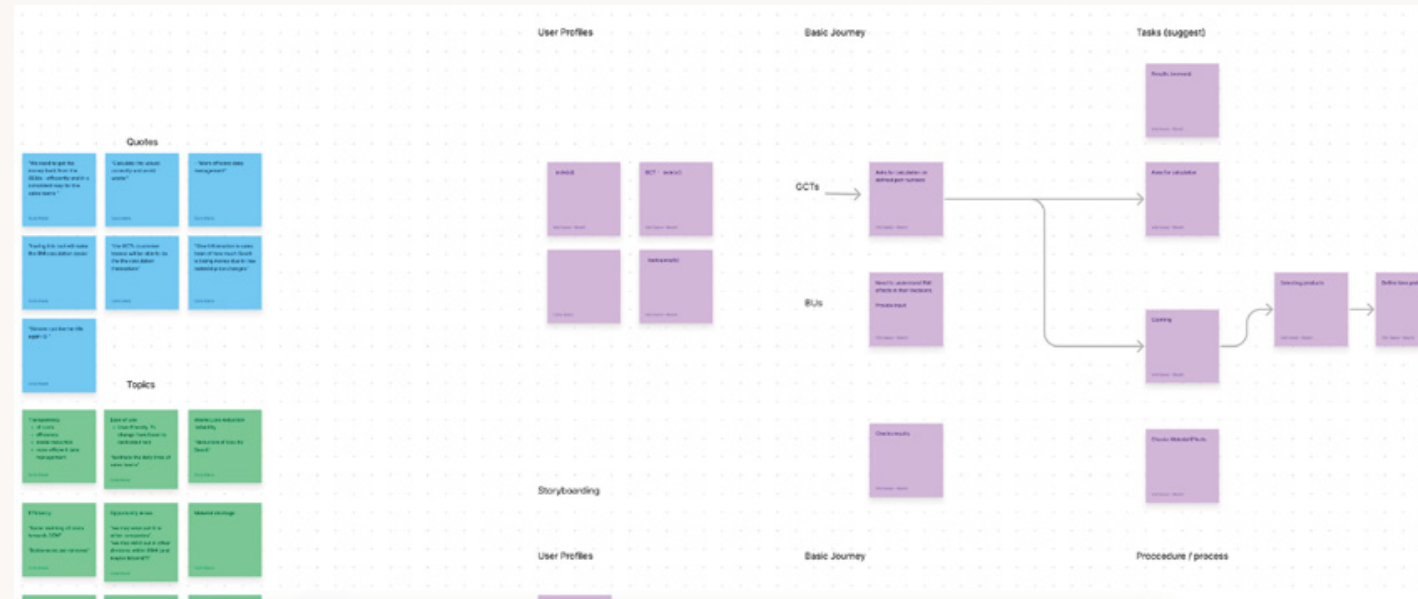
I outlined a UX process for them, based on time, material, project milestones and desired outcomes.

Conducted User Research with user and stakeholder interviews with collaboration from another designer, ran UX workshops (Question Zero and others), data analysis, personas, journey maps, user flows, lo-fidelity wireframes, prototypes and proceeded to handoff.

The UX package I sent to Management team matched their expectations.

I obtained good recognition by the results. I managed to help the team adopting the company's Design System. Adoption rates were positive. Acquisition rate was also significant.

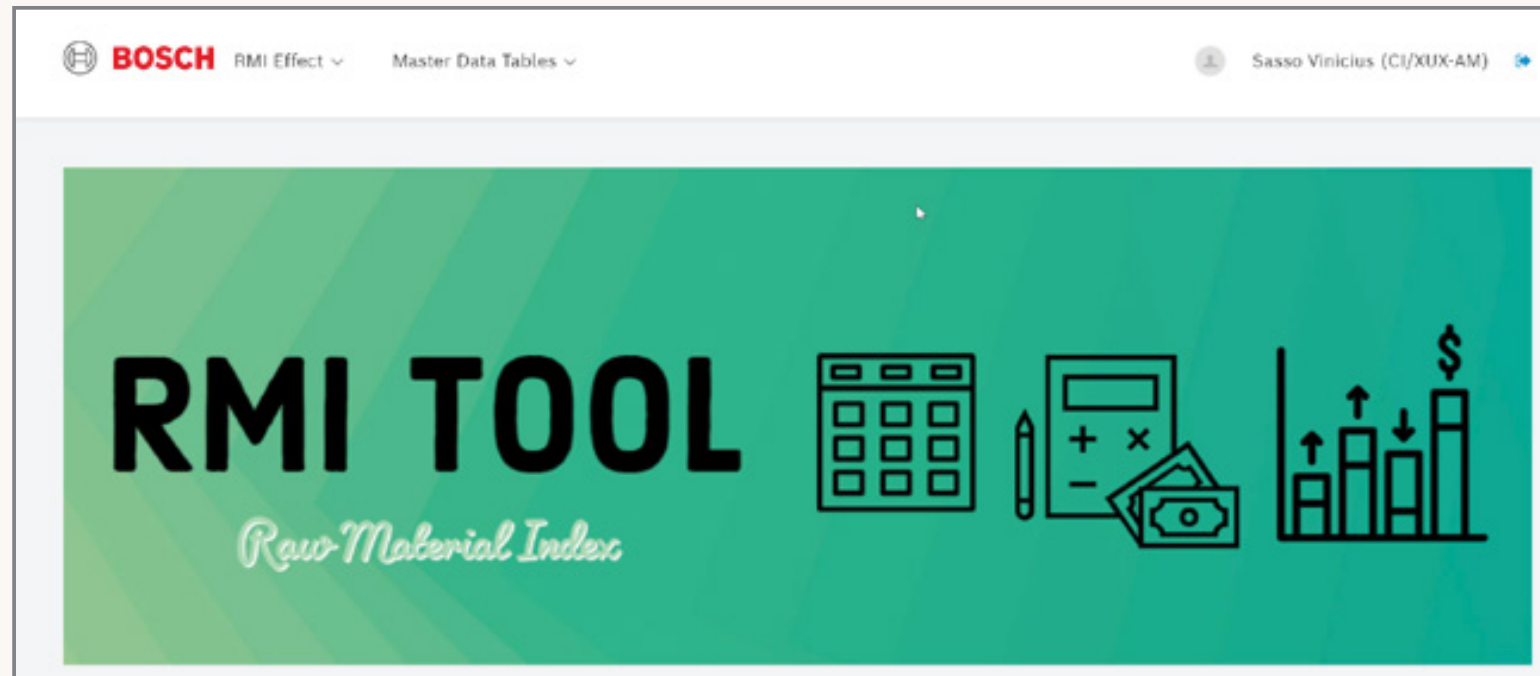
As for promoting a higher level of UX maturity, I learnt that while it is never an easy endeavor at all, even in a mature large-scale enterprise company, it is more than possible - it is quite feasible when the people involved with the project is open and collaborative.



Data analysis process with extracted data from user and stakeholder interviews, and user quotes. This shed good light on the users' journeys and workflow

Before my assignment

(Welcome screen with almost no relevant information)



After my redesign

Main menu thoroughly redesigned and categorized.

The screenshot shows the Robert Bosch RMI Tool web application interface. At the top left is the Bosch logo. The main navigation menu includes 'Home', 'RMI Effect', 'Master Data Tables', and 'Data Management'. The user profile 'Robert Bosch' is visible in the top right. Below the navigation, there is a 'Getting Started' section with a link to 'RMI effects basics'. A large banner features a purple box with text: 'Welcome to RMI TOOL RAW MATERIAL INDEX. In this infographic we'll introduce you to some concepts, relationships and terms that are essential to the understanding of RMI effects.' To the right of the text is a 3D chocolate bar with the title 'THE CHOCOLATE BAR CASE AN INTRO TO RMI'. The banner includes a slide indicator '1 / 5' and navigation arrows. The footer contains the copyright notice: '© Robert Bosch GmbH 2022, all rights reserved'.

Beginner's tutorial (slides)



Portfólio

sasso.agilityhoster.com

Hello! Vinícius Sasso here, but you can call me Vini. I live in Campinas, Brazil.

With a 21-year career in Design, my last 9 years have been dedicated to User Experience Design & Research for both the private and public (state-owned) sectors. Private companies' clients are from Technology, Cognitive Systems, Consulting, Sales, Life Sciences and Financial/Banking sectors/industries.

In my latest position, I was at State University of Campinas - Unicamp - a high education institution, one of the top in Brazil/Latin America.

At Robert Bosch I was a UX Lead/Designer for Americas Digital UX team, multiple projects. At TCS (Tata Consultancy Services) I was a Senior UX Researcher. At IBM I had a 5-year tenure with UX (Design/Research), multiple projects too.

- Bachelor in Visual Design in the Universidade Estadual Paulista Julio de Mesquita Filho - Unesp (São Paulo State University Julio de Mesquita Filho - 2003), here in Brazil. UX education from Interaction Design Foundation (IDF) certification courses.

My ultimate goal is to improve people's lives and their quality of life when interacting with your products, services, systems. This is why I am committed to science-based Research, User-Centric Design and problem-finding/problem-solving.

In the past, experiences with other design practices and processes as well - Visual, Web Design, for online and offline media, and I can make nice illustrations, by the way :)

My Portfolio URL is sasso.agilityhoster.com. It contains these case studies, plus other collaborations.

LinkedIn: <https://www.linkedin.com/in/vinisasso> .

Look forward to see how I can leverage UX and Design for your business/clients. Thank you!