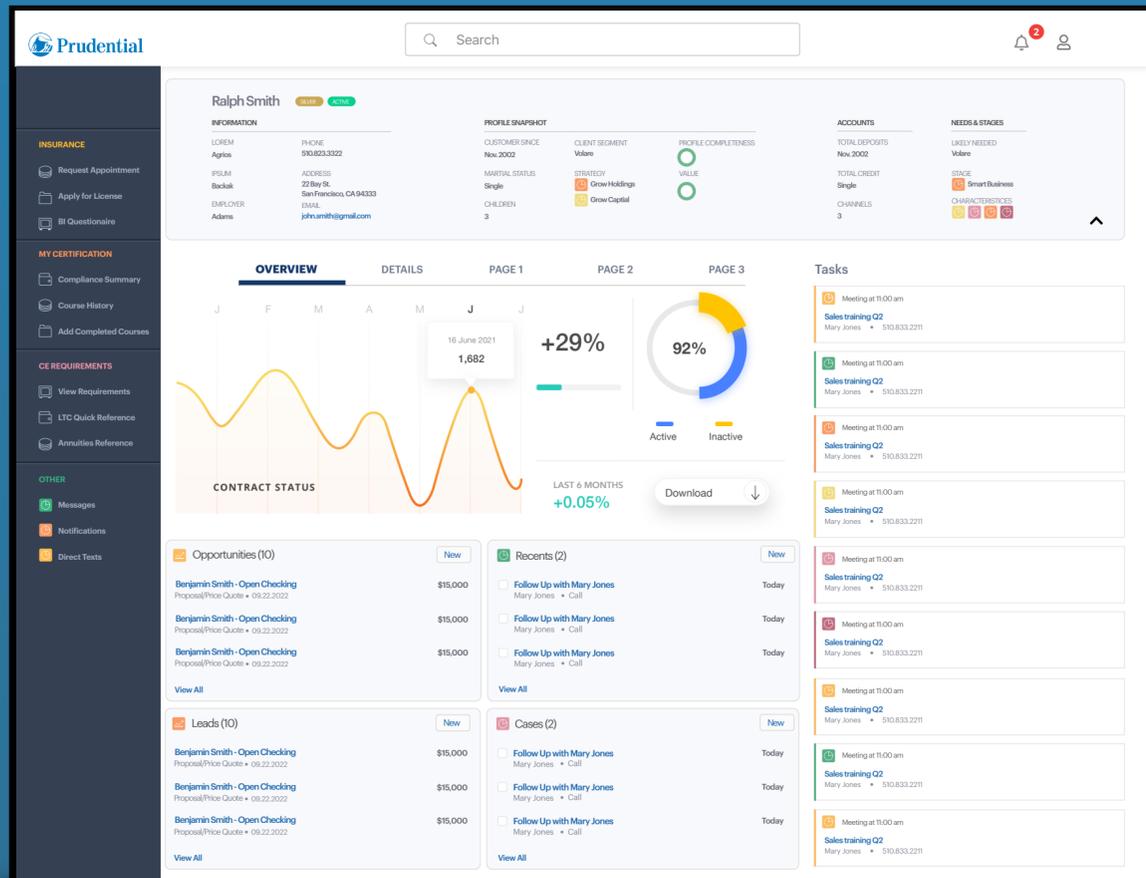


Andrew Di Genova's

# MY DESIGN PROCESS

Experience & Design Process Summary



Design by Andrew Di Genova

Scroll





# MY EXPERIENCE

## Customer Experience & UX Design

Led the design vision and helped set the product direction. Studied customer experiences across interaction points and improved the customer journey. Designed new features and overhauled the visual design and user experience flow for multiple products. Created prototypes, tested variations, and design hypotheses with users.

# MY EXPERIENCE

## Research

Did user research and user testing across multiple apps to create a unified responsive experience. Consulted with and collaborated with product managers, stakeholders, and engineers. Did extensive competitive research analysis.

# MY EXPERIENCE

## **Branding, Marketing & Presentations**

Improved branding and presentations for marketing for multiple companies.

# SOFTWARE



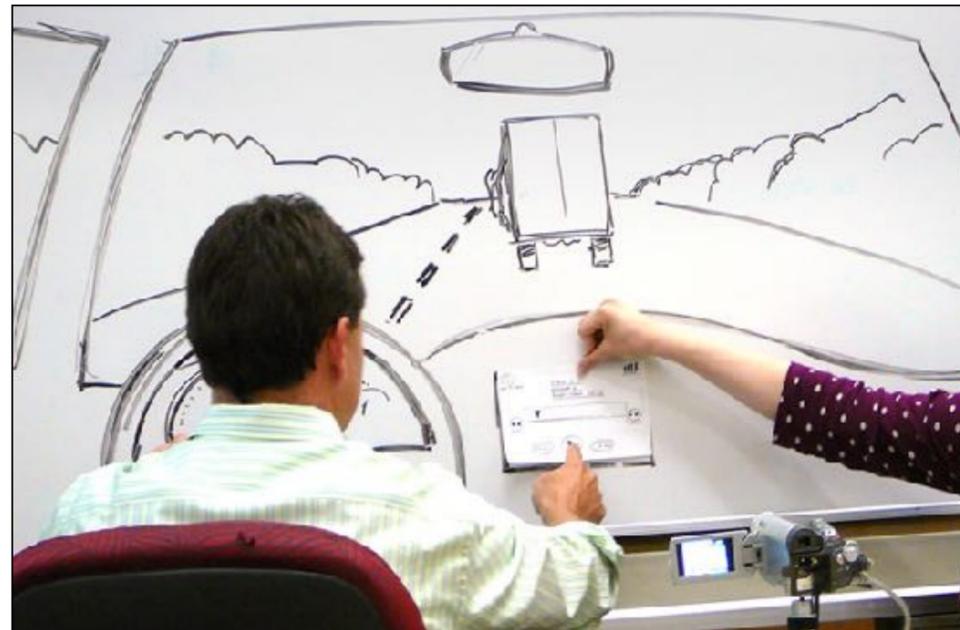
Have extensive prototyping experience using:

InVision  
Sketch  
Balsamiq  
Axure  
Principle

Have well over 10 years experience with:

Illustrator  
Photoshop  
Adobe Creative Suite

# MOCKS & PROTOTYPES



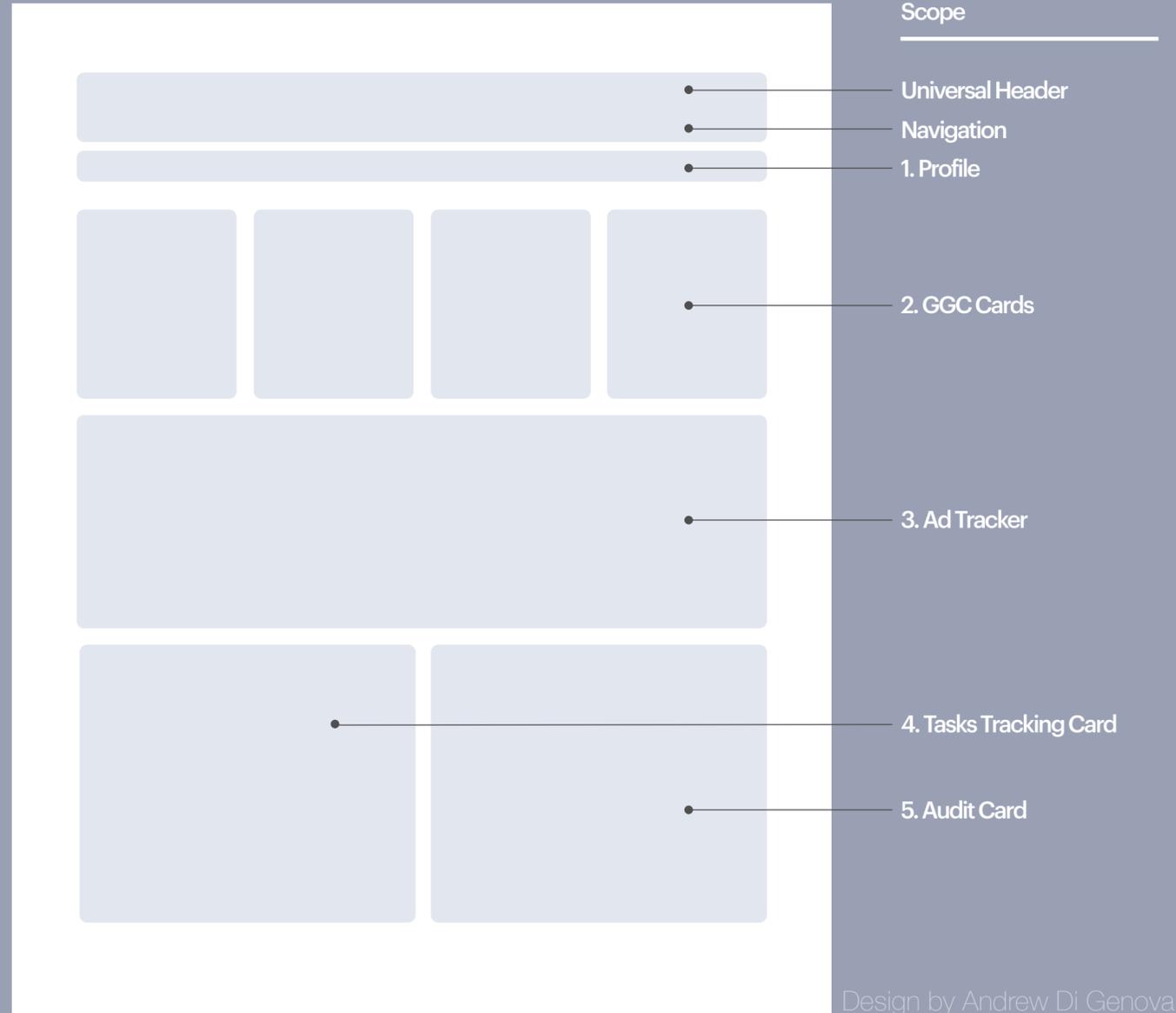
My process for creating prototypes and conceptual mocks involves collecting data from stakeholders and customers, and converting these descriptions into wireframes while considering user experience industry standards.

# PROTOTYPES

I create a research plan before I build prototypes or do any testing.

# Wireframe

Scope, What to Show, Functionality



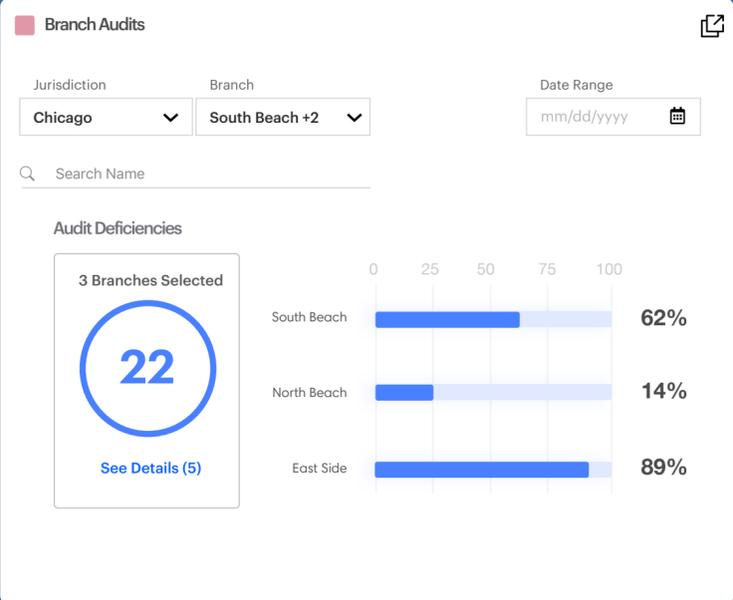
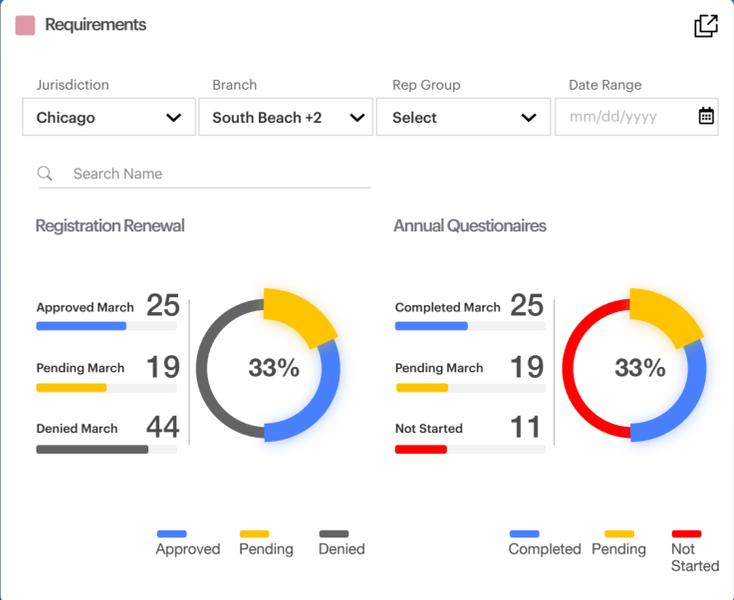
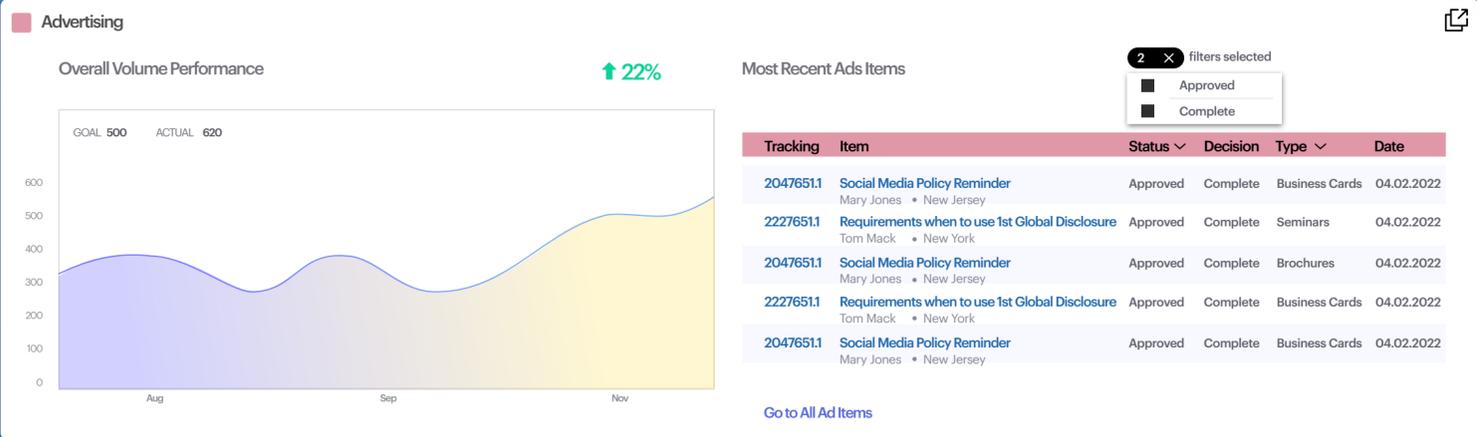
# Prototype Steps

Prototype: 1st Step

I create a research plan before I build prototypes or do any testing.

1. Profile	2. GGC Cards	3. Ad Tracker	4. Tasks Tracking Card	5. Audit Cards
<b>Show</b> Exams, Disclosures (current & archived), Exams to be taken, Finra CE classes remaining, Staes I am Licensed, Crd Number, Npn Number, Name	<b>Show</b> 4 Cards - Gifts, Entertainment, Marketing Support & Political Contributions, Amount Spent, Limit Amount, Percentage Spent, Total Dollar Amount Spent	<b>Show</b> Volume Performance, Most Recent Ads, Tracking Numbers, Item Numbers, Status, Decision, Type of Material, Date	<b>Show</b> Registration Renewal, Jurisdiction Information, Annual Questionaires, Completed, Pending, & Denied or Not Satrted States	<b>Show</b> Registration Renewal, Jurisdiction Information, Annual Questionaires, Completed, Pending, & Denied or Not Satrted States
<b>Functionality</b> Expand to modal	<b>Functionality</b> Go to details page	<b>Functionality</b> Select Date Range, Filter by , Expand to modal, Go to all items	<b>Functionality</b> Select Date Range, Filter By - Jurisdiction   Branch   Rep and/ or Assistants, Expand to modal	<b>Functionality</b> Select Date Range, Filter By - Jurisdiction   Branch   Rep and/ or Assistants, Expand to modal

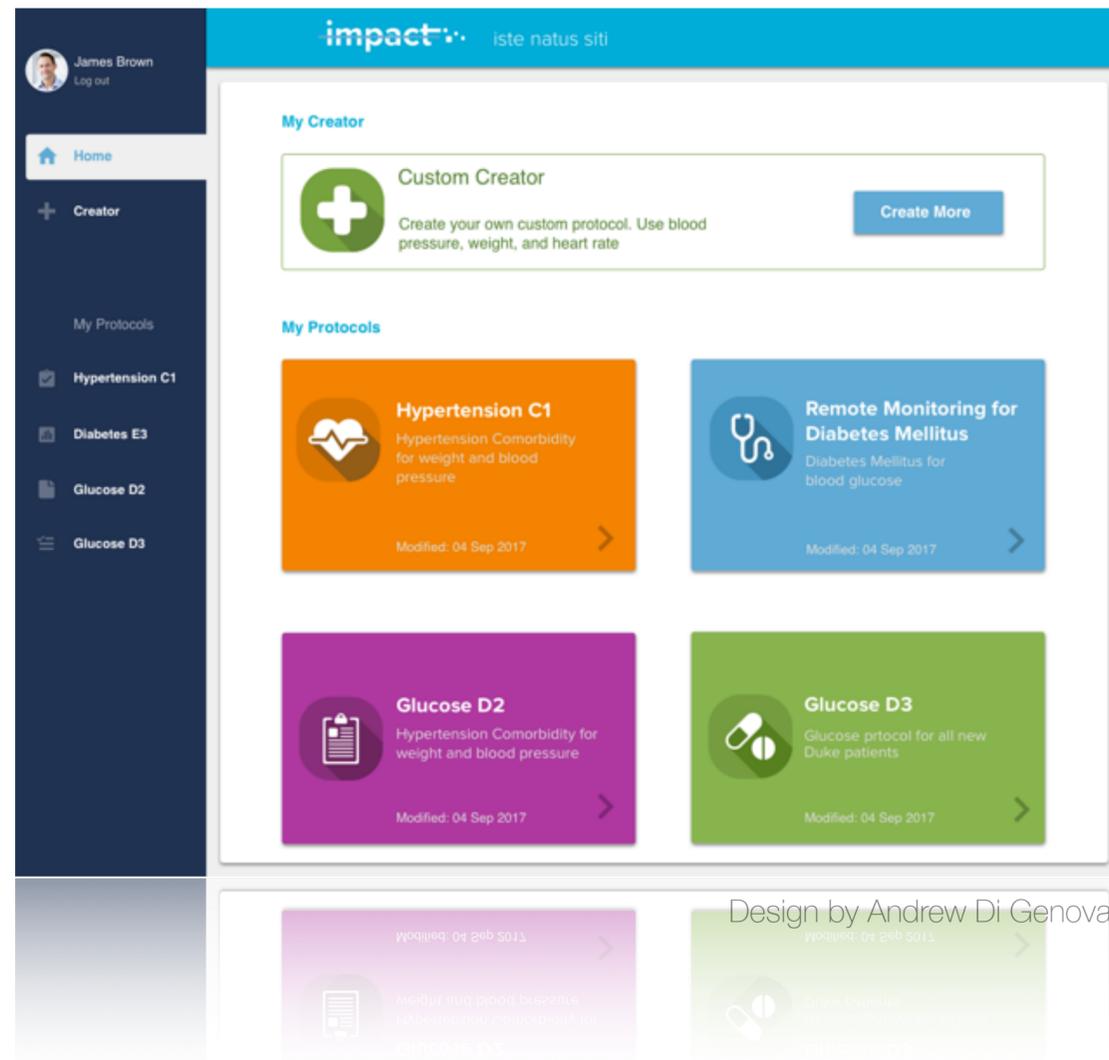
Task Dashboard Analytical Dashboard



# Prototype Steps

Prototype: 2nd Step

Once I have a firm understanding and direction from my research plan, I usually build multiple prototypes and test variations with customers based on my understanding of the context of use and the specified user requirements. Best iterations tend to rise to the top. Evolving iterations when possible is preferred if time permits.



# 3 Design Principles

1. Involve users early
2. Clarify requirements
3. Feedback loops in designs and iterations.

# **Design Principle 1: Customer Involvement**

Involve customers in the design process from the beginning.  
Design decisions are evaluated based on how they work for customers.

## **Design Principle 2: Understand Requirements**

Requirements clarification is key. Then the product team and design team tries to align business requirements with the customer's needs.

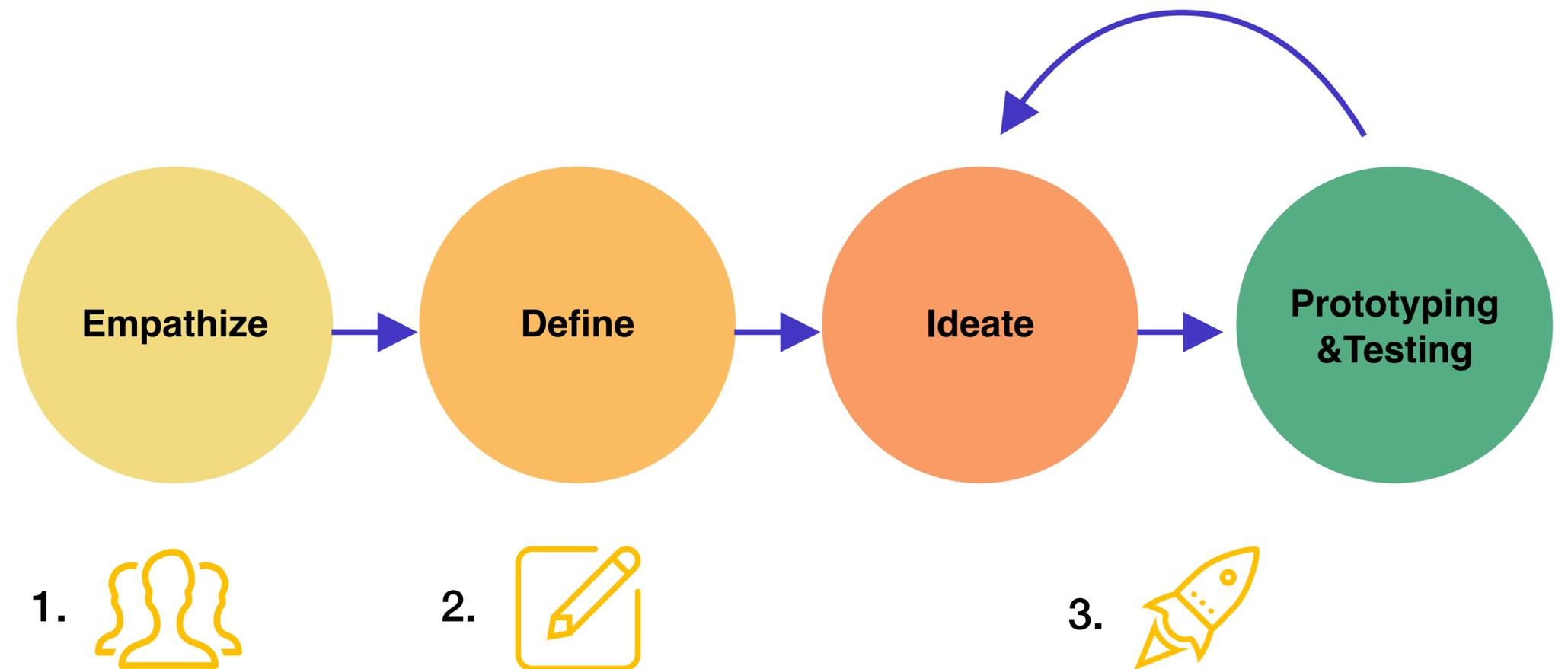
## Design Principle 3: Collect Feedback

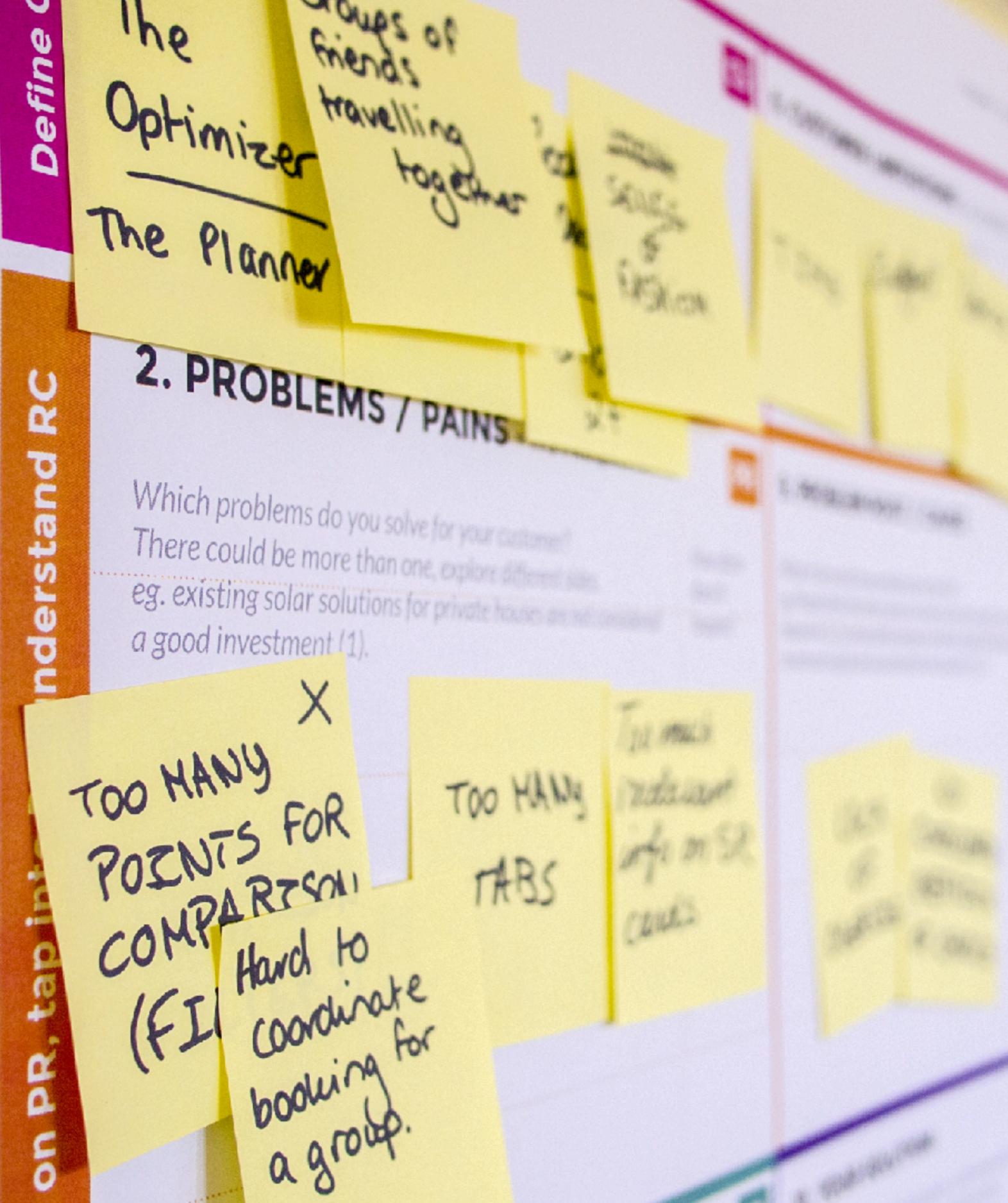
I collect and analyze customer feedback. My solutions evolve gradually while gaining more understanding about customers.

A solid design process **evolves, changes, iterates, and grows.**



# MY DESIGN PROCESS





**Empathize**

Put myself in the shoes of customers, understand needs and problems to be solved

**General: Starting Product**

 We noticed that your starting product page is set to "Research" but you have started a number of sessions with "Litigation Profile Suite". Would you like to change that?

**General: Court Filter Order**

 We noticed a pattern in your display filters usage. When displaying courts, we can always list "U.S. Supreme Court" first. Would you like to change to that?

**General: Location Filter Order**

 We noticed a pattern in your display filters usage. When displaying jurisdiction and location filters, we can always list "Alabama" first. Would you like to change to that?

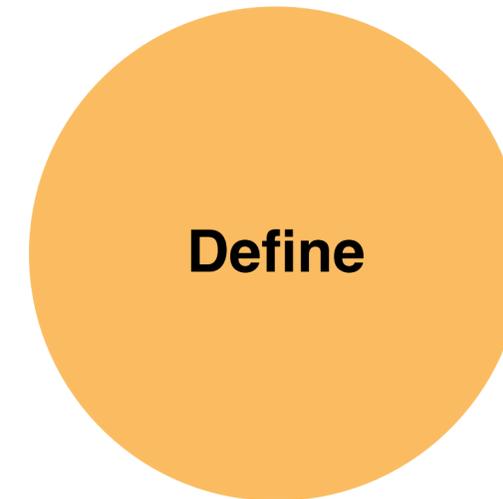
**Research: Starting Page**

 We noticed that your starting research page is set to "Lexis Advance Home Page" but you have used the jurisdiction "Alabama" x times. Would you like to start with "Alabama" as your jurisdiction?

**Research: Category of Search Results**

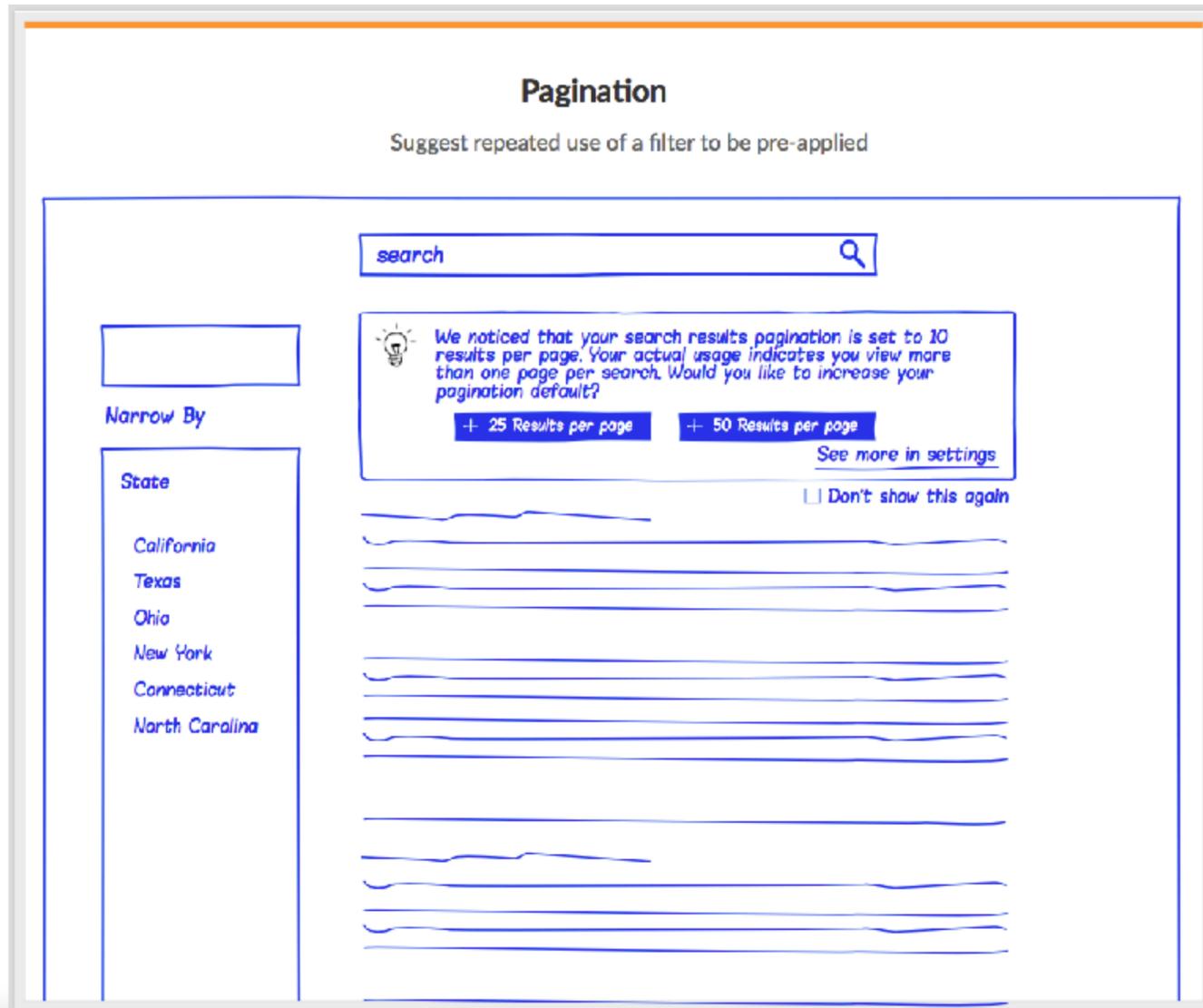
 We noticed a pattern in your usage. You seem to favor search results that use "Statutes and Legislation". We could display your search results with "Statutes and Legislation" first. Would you like to do that?

2.

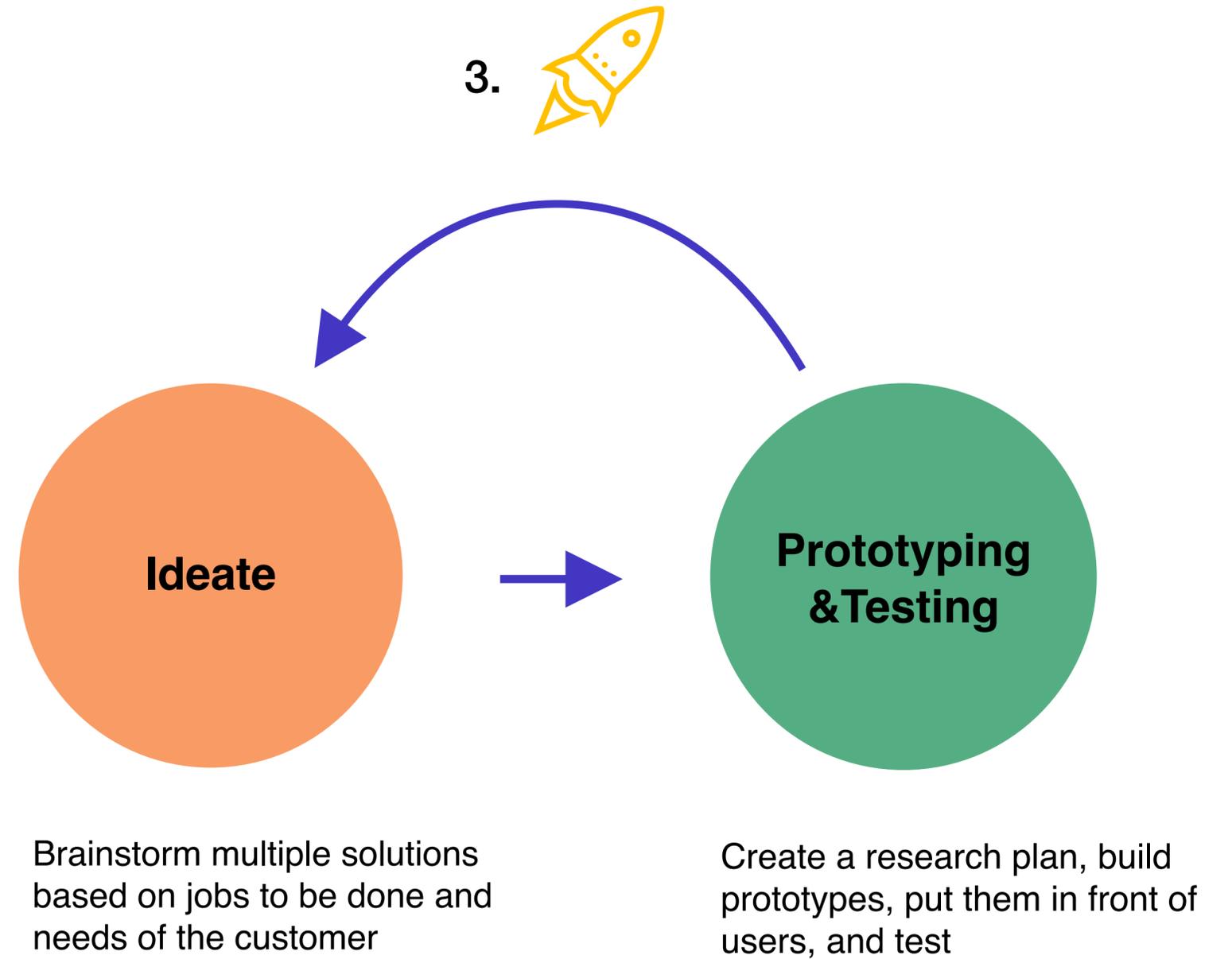


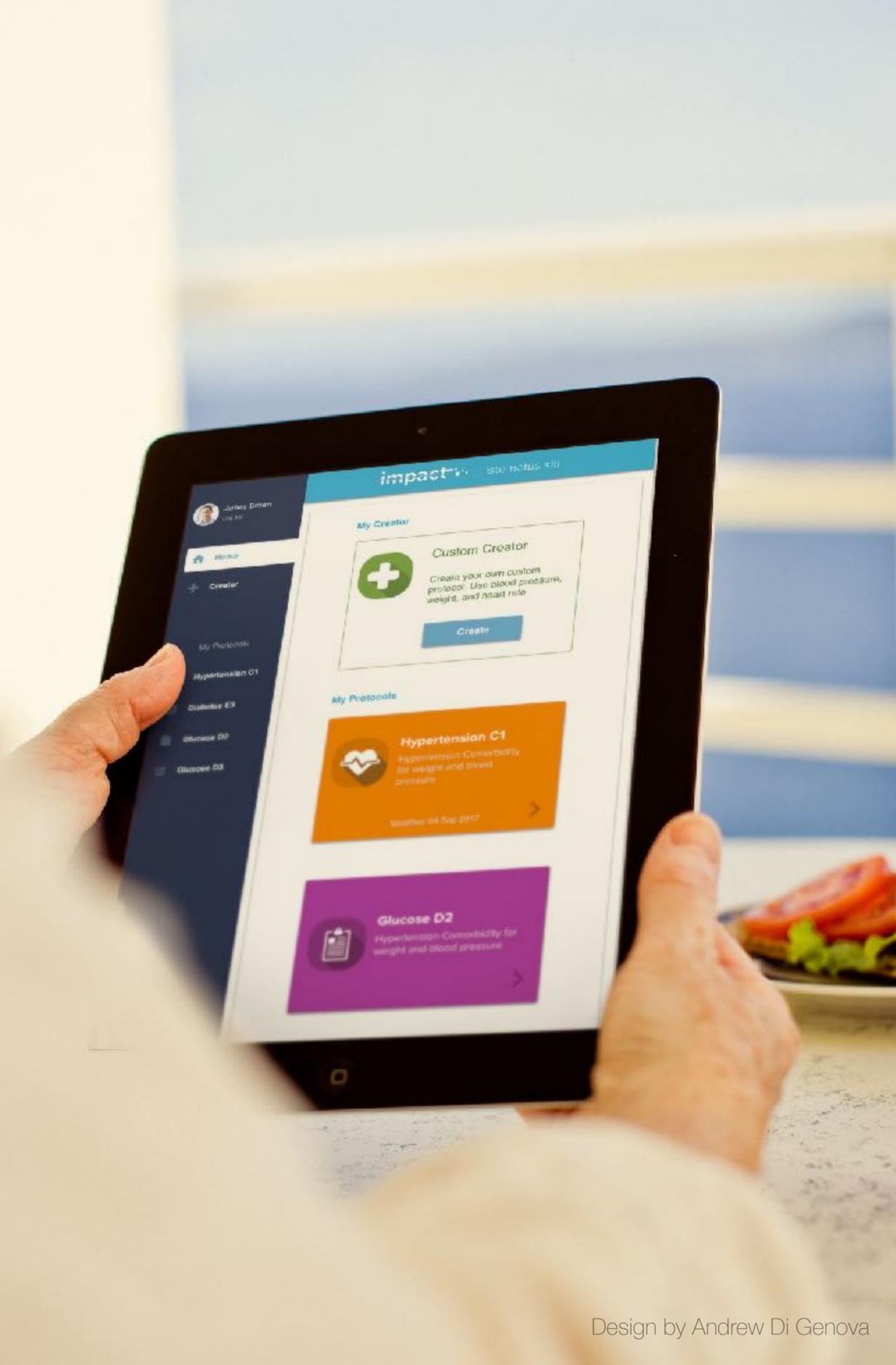
**Define**

Build a problem definition based on customer's needs and typical pain points



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# WORK EXAMPLES



YOUR VALUE BASED

---

# CARE STRATEGY

---

Thriving, Surviving or  
Non- Existent?

Now with configurable rules, Inform makes it easy to better track and manage your population's individual engagement and program adherence. Don't manage the technical and operational challenges associated with data integration alone or at all.

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YOUR VALUE BASED

# CARE STRATEGY

## Thriving, Surviving or Non-Existent?

Now with configurable rules, Inform makes it easy to better track and manage your population's individual engagement and program adherence. Don't manage the technical and operational challenges associated with data integration alone or at all.



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62%  
GLUCOSE

50

74%  
HEART RATE

46%  
BLOOD PRESSURE

# Mary Winfrey

Health Picture at a Glance

TODAY

WEEK

MONTH

YEAR



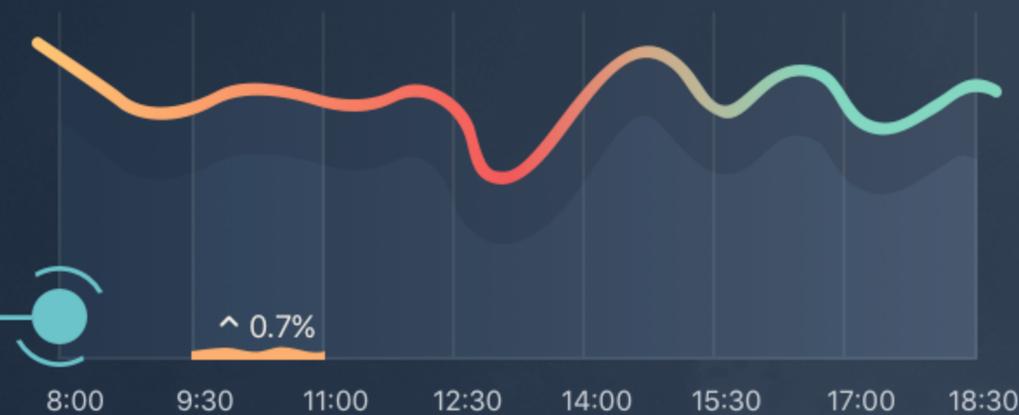
Heart Rate



Blood Pressure



Blood Glucose



14% Improvement  
Over 4 Weeks

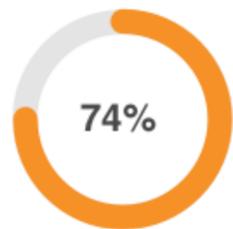
1d 2h  
Until deadline

## HEART RATE

Similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et. Placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe. Umque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor.

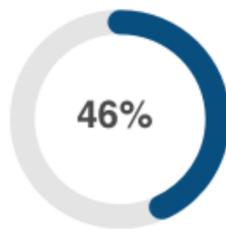
## BLOOD PRESSURE

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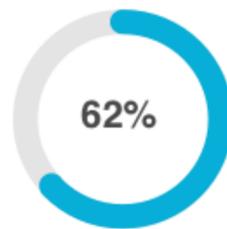
Autem

Quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi.



Omnis

Placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.



Nostrum

Temporibus autem quibusdam et aut officiis debitis aut. , nisi ut aliquid ex ea commodi consequatur.

## BLOOD GLUCOSE



Design by Andrew Di Genova

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et. Placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus