

Portfolio

Robyn Waldron-Cooper

www.waldron-cooper.com

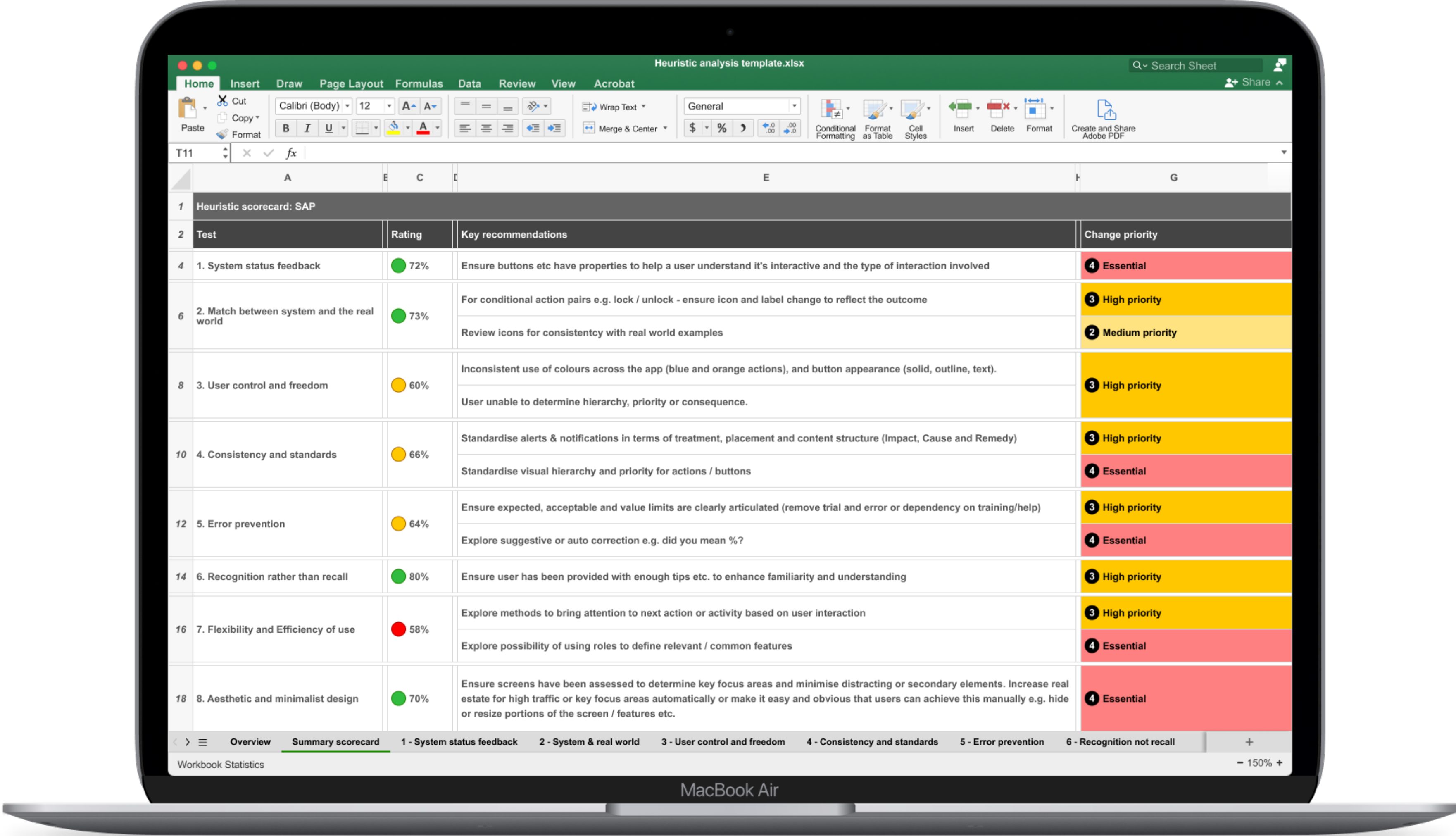
waldron.cooper@gmail.com

GlaxoSmithKline

Financial planning and analysis product
(SaaS, Internal product, Research, analysis & service design)

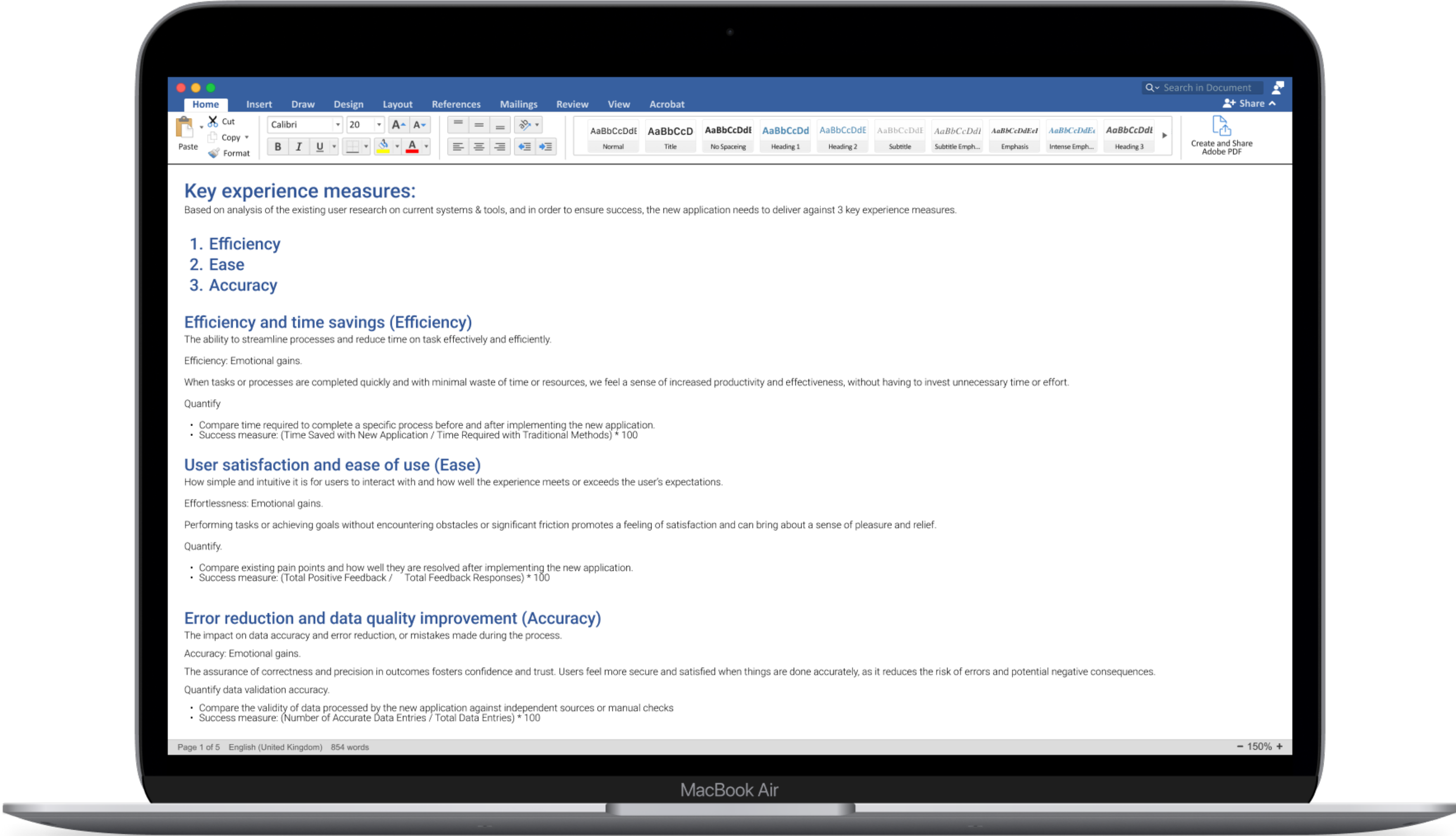
2023

GSK (2023)



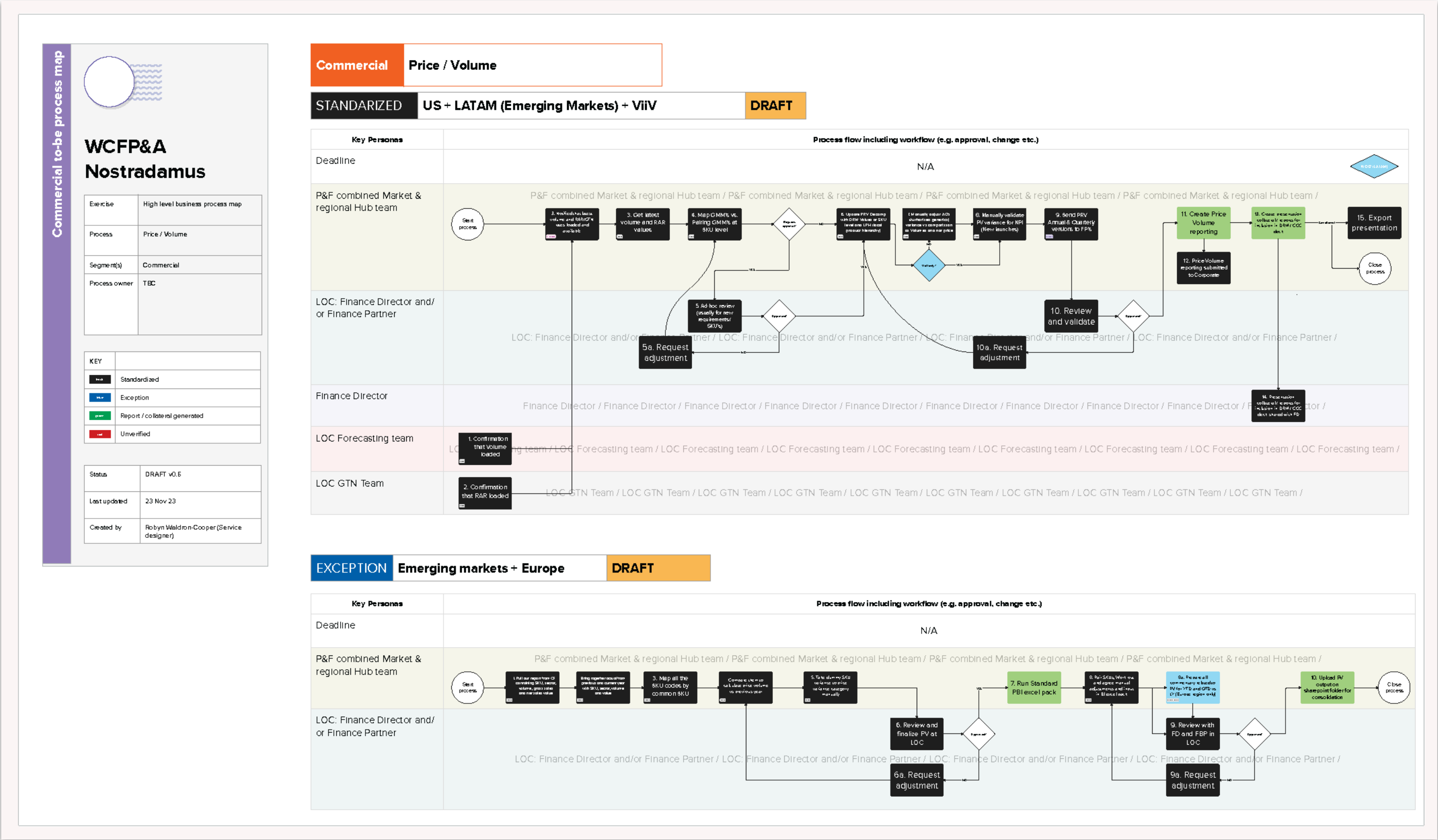
Heuristic analysis tool

GSK (2023)



Experience measures

GSK (2023)

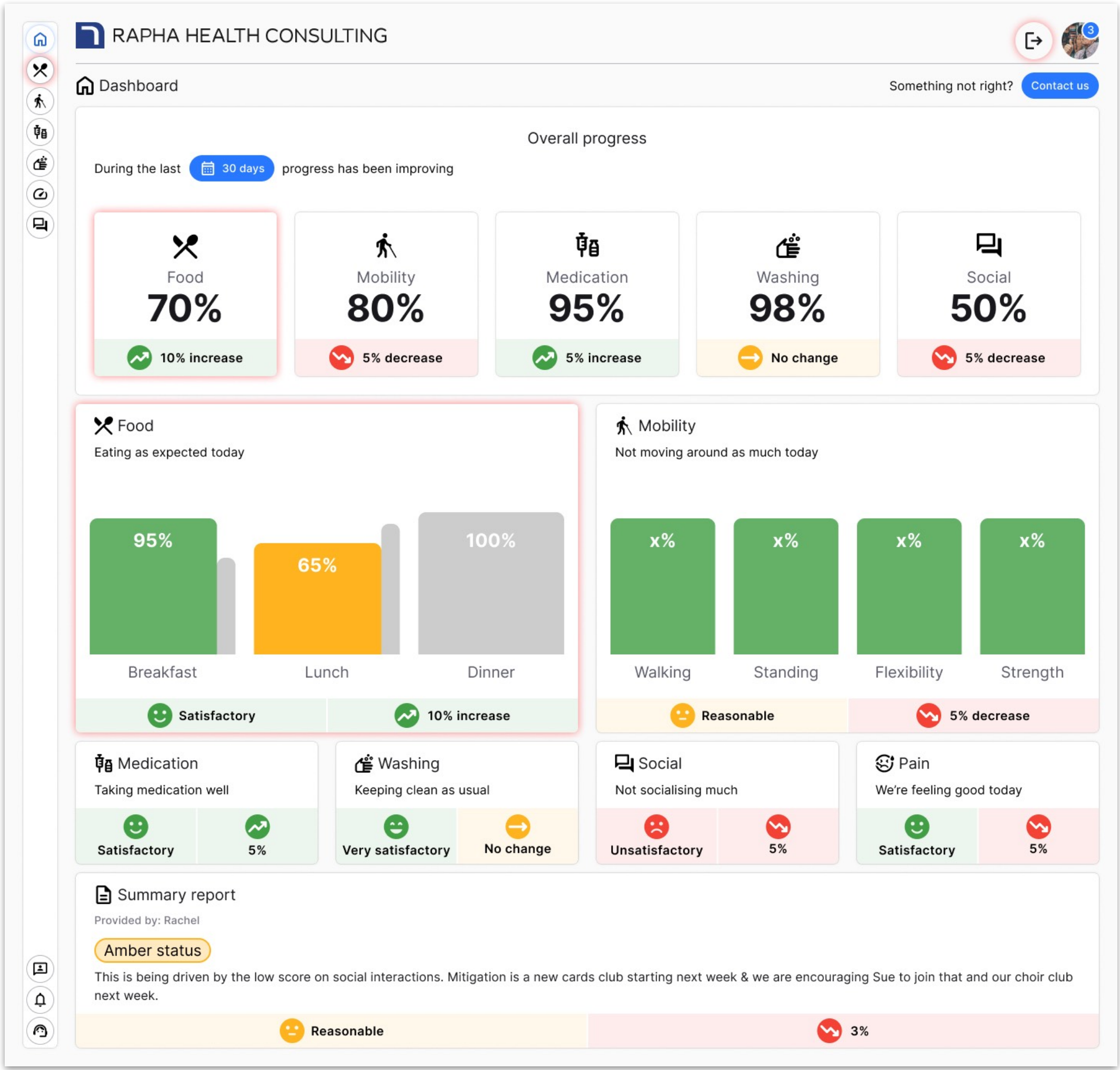


Rapha Health Consulting

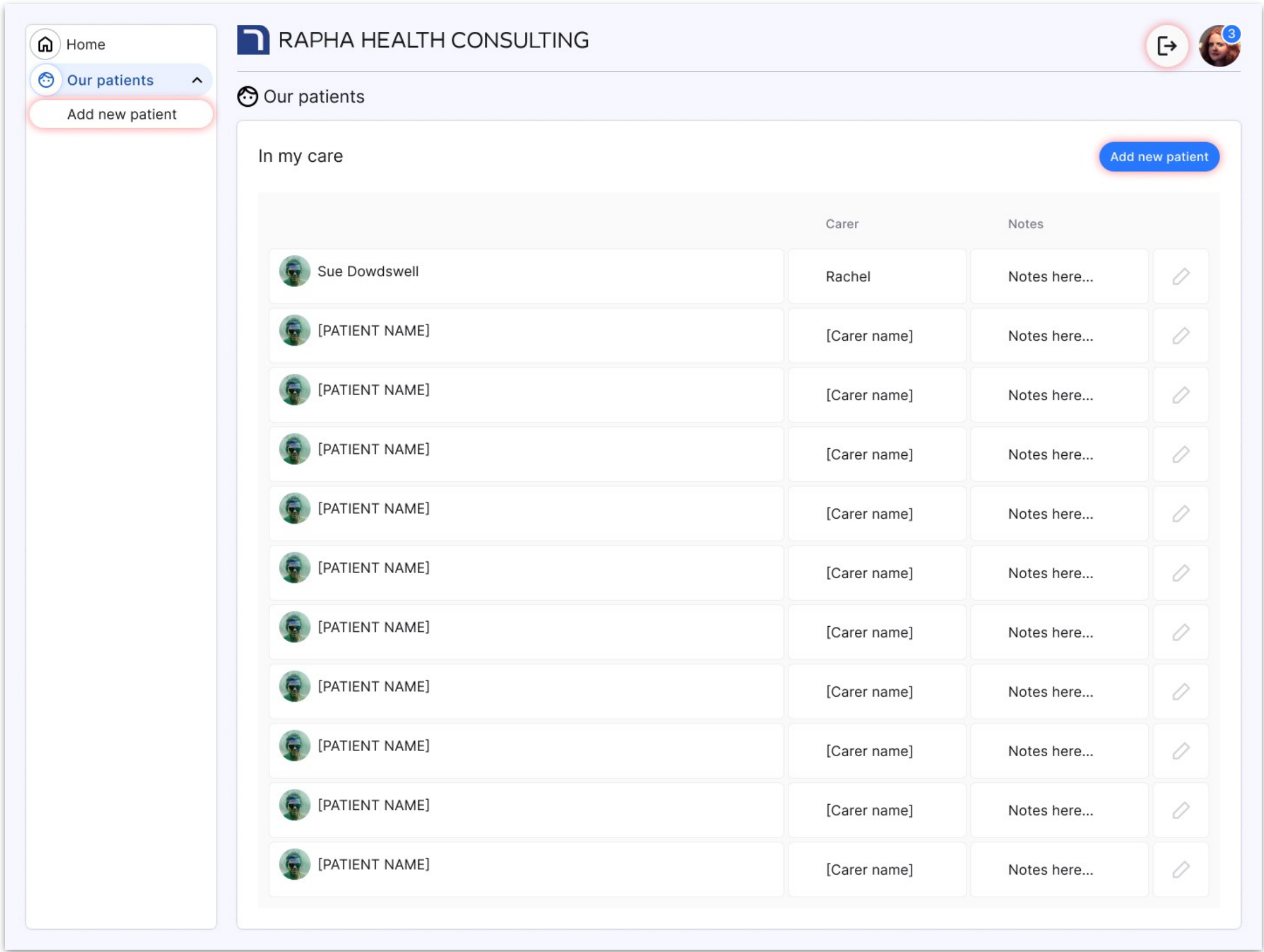
Care home patient support application POC
(B2C, Figma, UX/UI)

2023

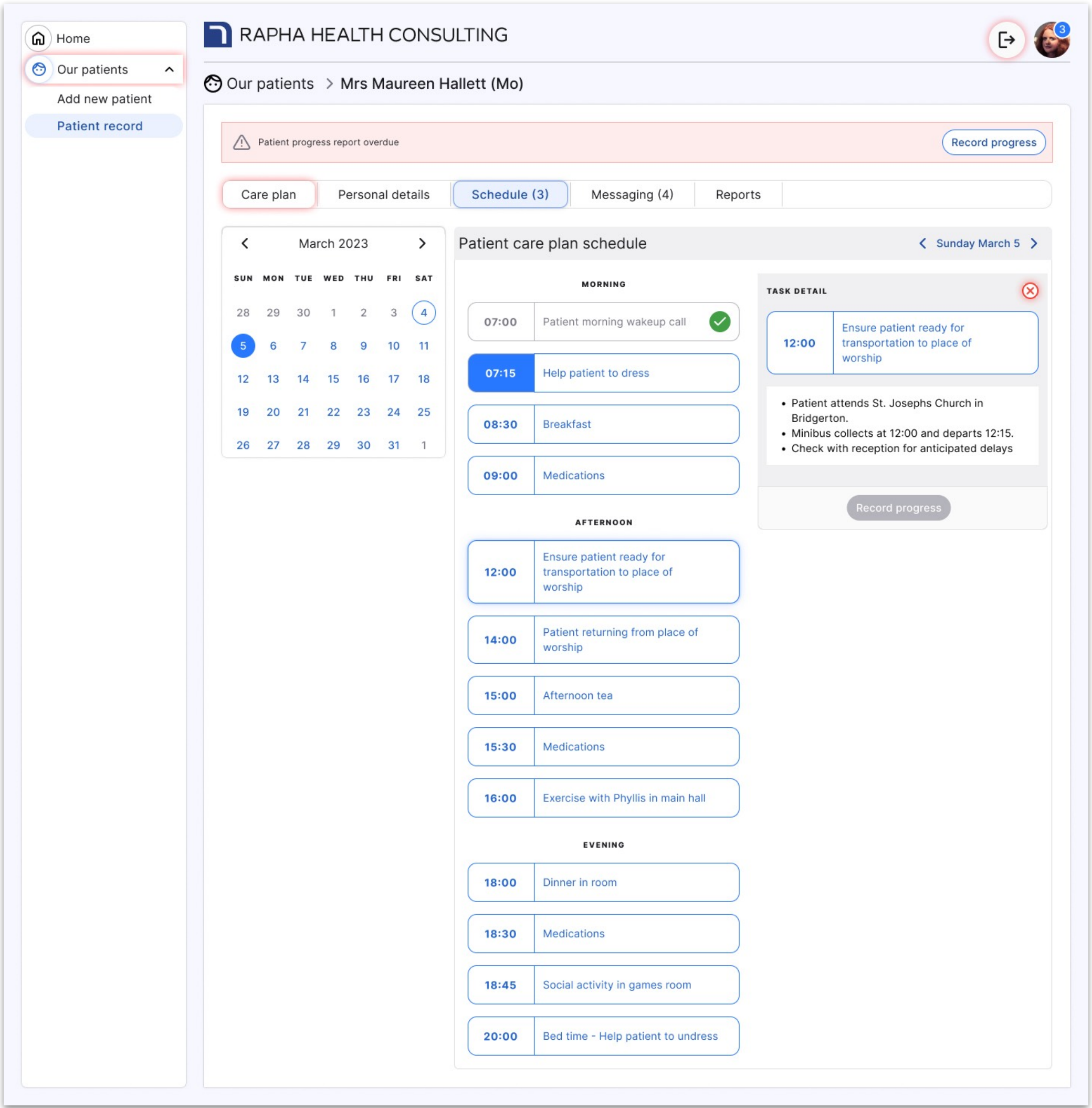
Rapha Health Consulting (2023)



Rapha Health Consulting (2022)



Care home Staff > Dashboard



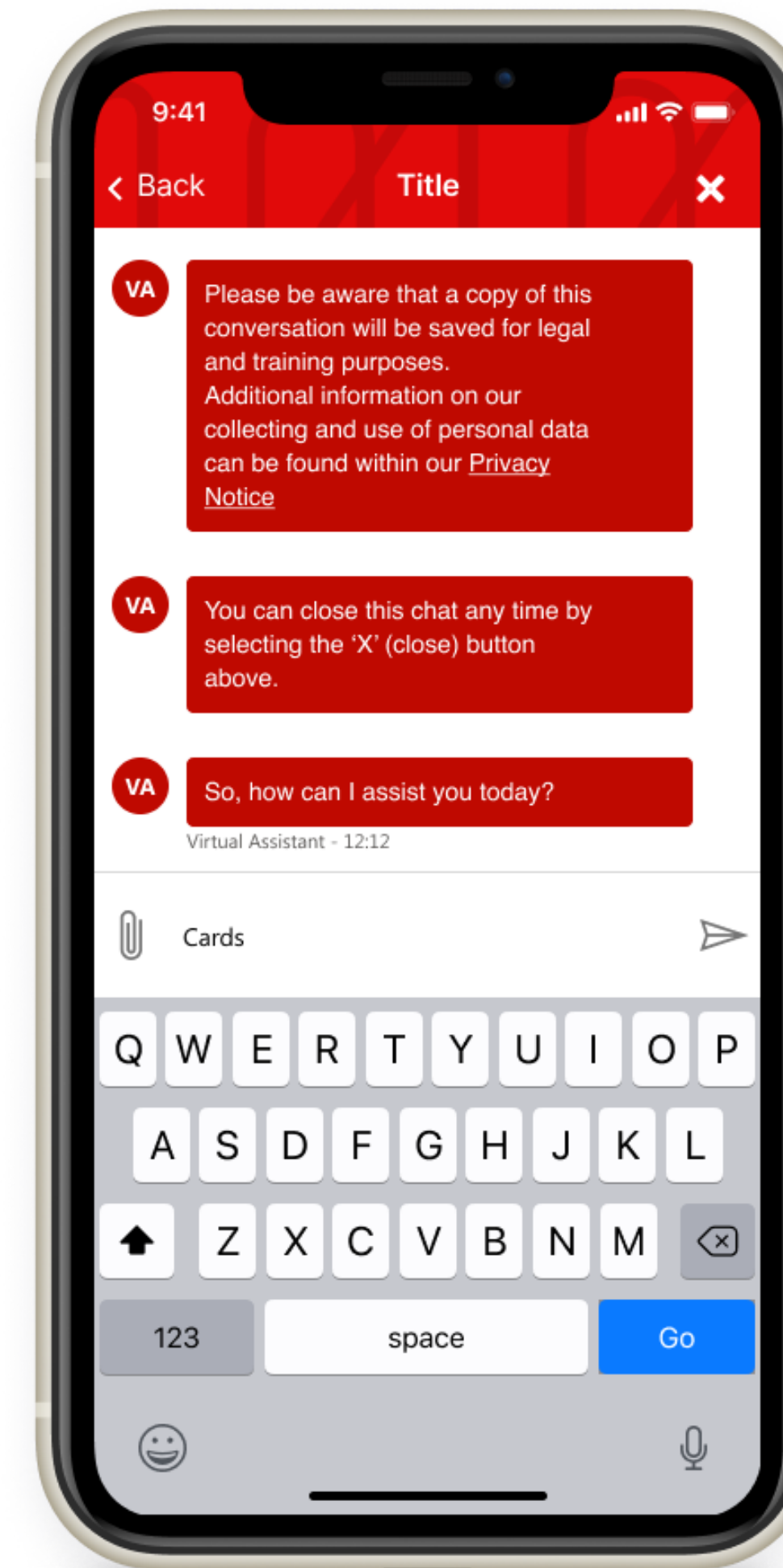
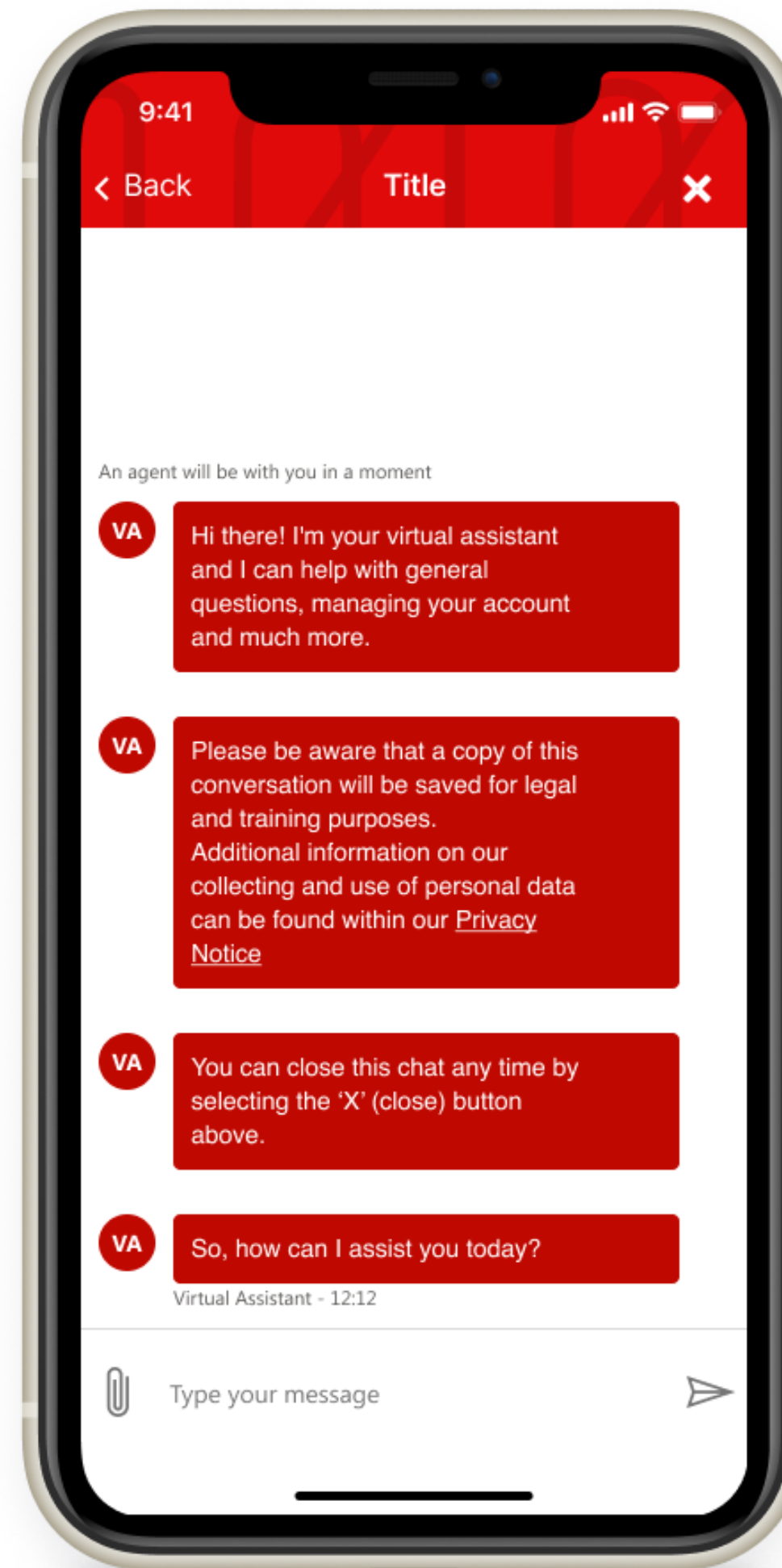
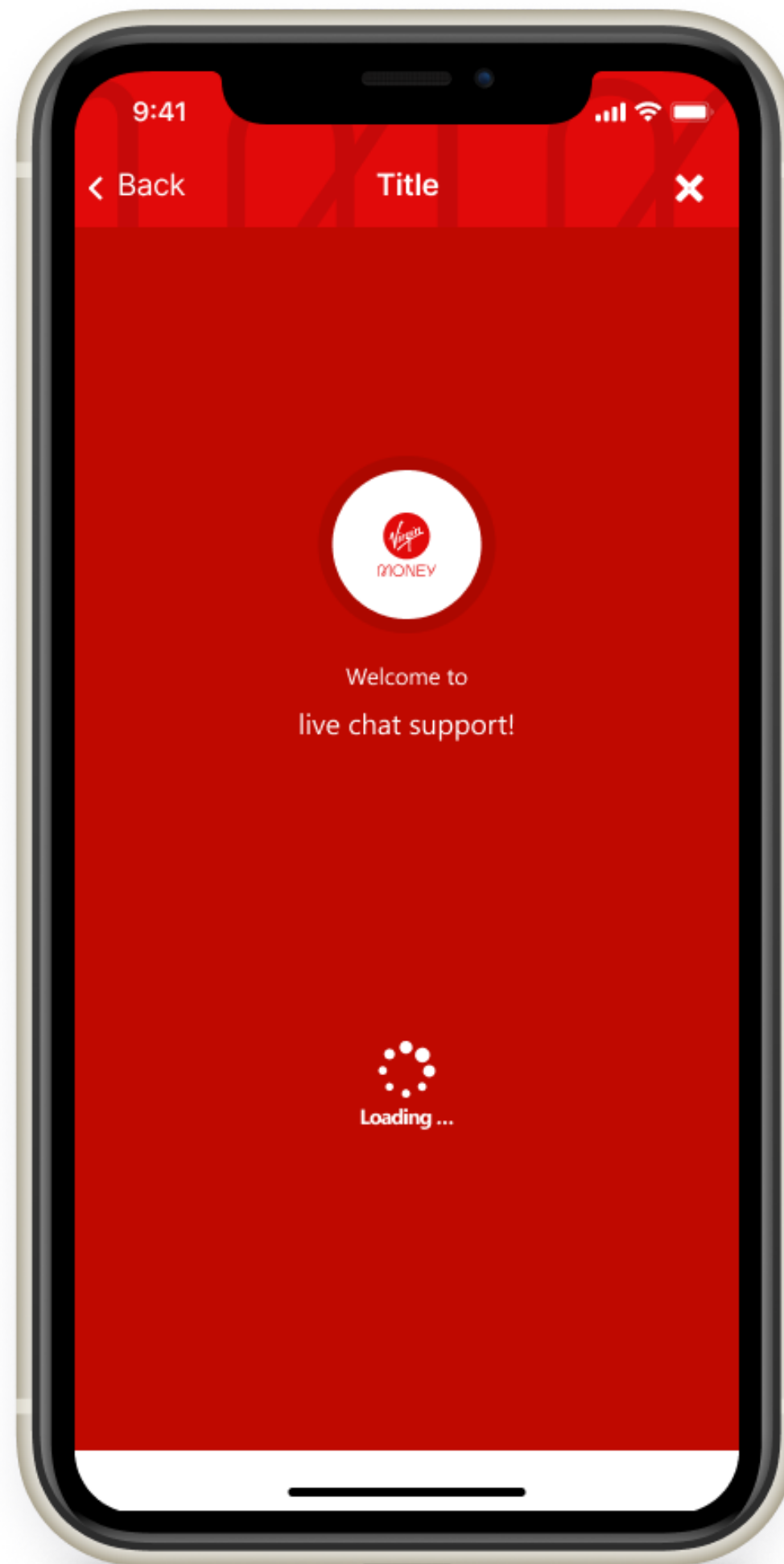
Care home staff > Patient care management

VirginMoney

AI Chatbot experience design
(B2C, Figma, UX/UI)

2022

VirginMoney (2022)



AI Chatbot experience

TESCO

In-store promotions, planning, creation & management application
(Internal product, Figma, UX)

2021-2022

TESCO (2021-22)

HOME

TOOLS

MYPRODUCT: PROMOTIONS

HELP & SUPPORT

PROFILE

GROCERY

EDIT

FROM DD/MM/YYYY

TO DD/MM/YYYY

CREATE OFFER

ALL PROPOSITIONS (###)

PERIODS (##)

EVENTS (##)

PROMOTIONS (###)

Q3 2022

HALLOWEEN 22

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: CLOSING

SPACES 2

CLOSING IN 00:01:01

BIDS #

SPACES: POWER AISLE: MODS 5 & 8

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

NOMINATIONS: CLOSED

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES ☆ 2

CLOSING IN XX:XX:XX

BIDS #

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

NOMINATIONS: LOCK

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

PROMOTION

PROMOTION DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 100K

NOMINATIONS: OPEN

SPACES ☆ 1

CLOSING IN XX:XX:XX

BIDS #

PREMIUM SPACES: GROCERY END 1

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

Q1 2023

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES ☆ 2

CLOSING IN XX:XX:XX

BIDS #

PX

PERIOD DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES 3

CLOSING IN XX:XX:XX

BIDS #

SPACES: END 1, END 3, TRADE STACK 17

PROMOTION

PROMOTION DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

[EVENT NAME]

EVENT DD/MM/YY - DD/MM/YY

PROPOSITION CCMP

GATE FEE: 50K TO 100K

NOMINATIONS: OPEN

SPACES #

CLOSING IN XX:XX:XX

BIDS #

Q2 2023

[EVENT NAME]

[EVENT NAME]

[EVENT NAME]

Promotion dashboard

TESCO (2021-22)

HOME

TOOLS

MYPRODUCT: PROMOTIONS

HELP & SUPPORT

PROFILE

HEALTH & BEAUTY

EDIT

P3 FROM P5 TO

FROM DD/MM/YYYY TO DD/MM/YYYY

CREATE OFFER

PERIODS

2022

P1 92%

P2 78%

P3 83%

P4 76%

P5 52%

P6 64%

P7 88%

P8 71%

P9 15%

6 PRODUCTS SELECTED

CLOSE

SHARE

DOWNLOAD

COMPARE PERIODS

P1 P2 P3 P4 P5 P6 P7 P8 P9 P10 P11 P12

PRODUCTS

☐ GARNIER SENSITIVE

☐ GARNIER 7DAYS

INFO: PROPERTIES

☐ GARNIER BODY REPAIR

☐ GARNIER BODY TONIC

☒ GARNIER HYDRALOCK

☐ GARNIER SUMMER BODY 250ML

☐ GARNIER SUMMER BODY 400ML

☒ BIO OIL 60ML

☒ BIO OIL 200ML

☒ BIO OIL 6EL

☐ NUTROGENA NORWEIGEN FORMULA

☐ NIVEA CREAM

☒ NIVEA SOFT 200ML

☐ NIVEA SOFT 75ML

☐ NIVEA BODY 400ML PUMP

☐ NIVEA CHERRY/MONOI 400ML PUMP

☐ NIVEA SOUFFLE

☒ NIVEA Q10

x P5

52%

[PROPOSITION]

1/2 PRICE

END 5

x P6

64%

[PROPOSITION]

[SPACE]

[SPACE]

x P9

15%

[PROPOSITION]

1/2 PRICE

[SPACE]

ANALYSE

COMPARE PERIODS

P1 P2 P3 P4 P5 P6 P7 P8 P9 P10 P11 P12

x P5

52%

[PROPOSITION]

1/2 PRICE

END 5

x P6

64%

[PROPOSITION]

[SPACE]

[SPACE]

x P9

15%

[PROPOSITION]

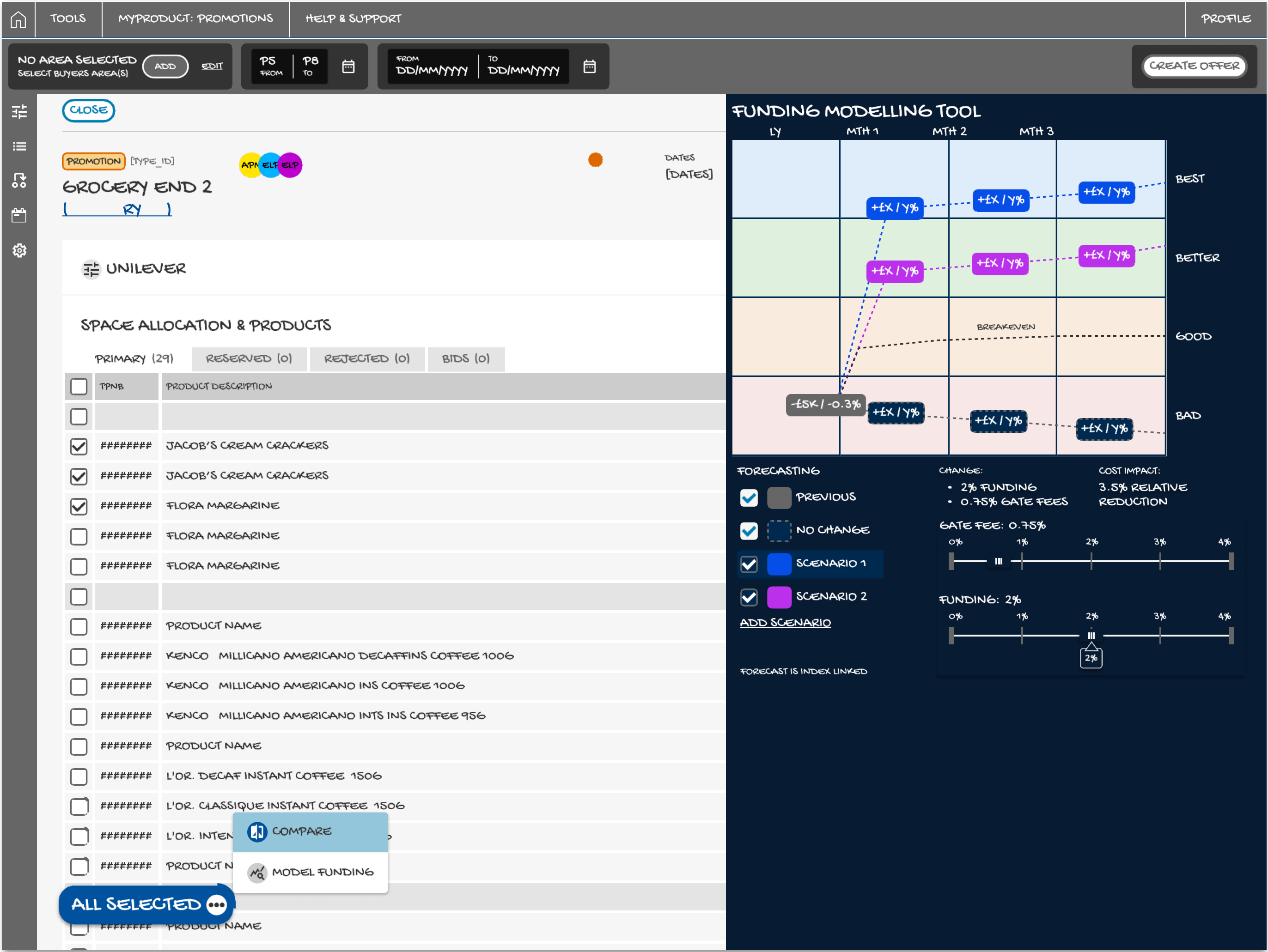
1/2 PRICE

[SPACE]

ANALYSE

Promotion period offer type comparison

TESCO (2021-22)



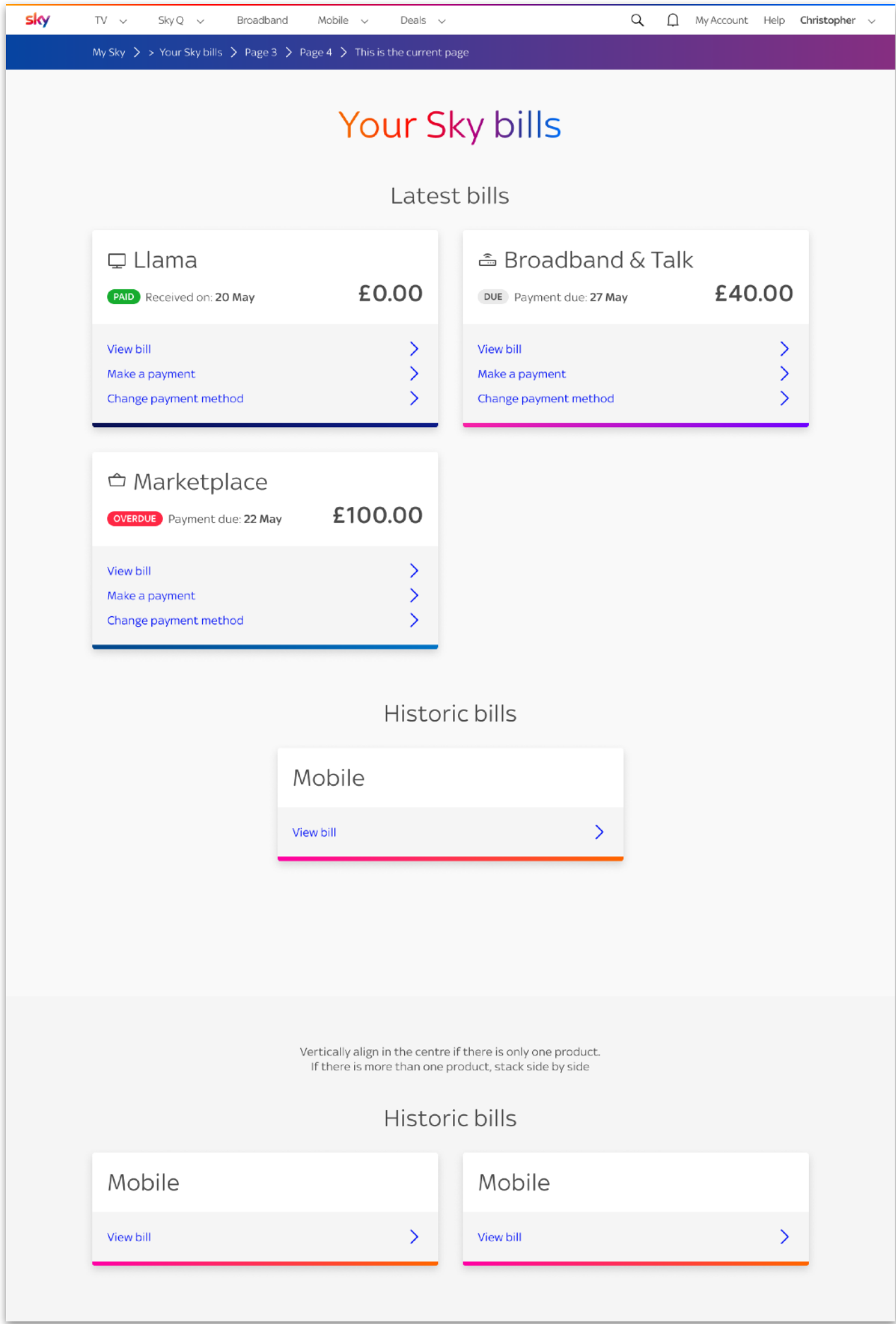
Supplier funding modelling (for price negotiation)

SKY

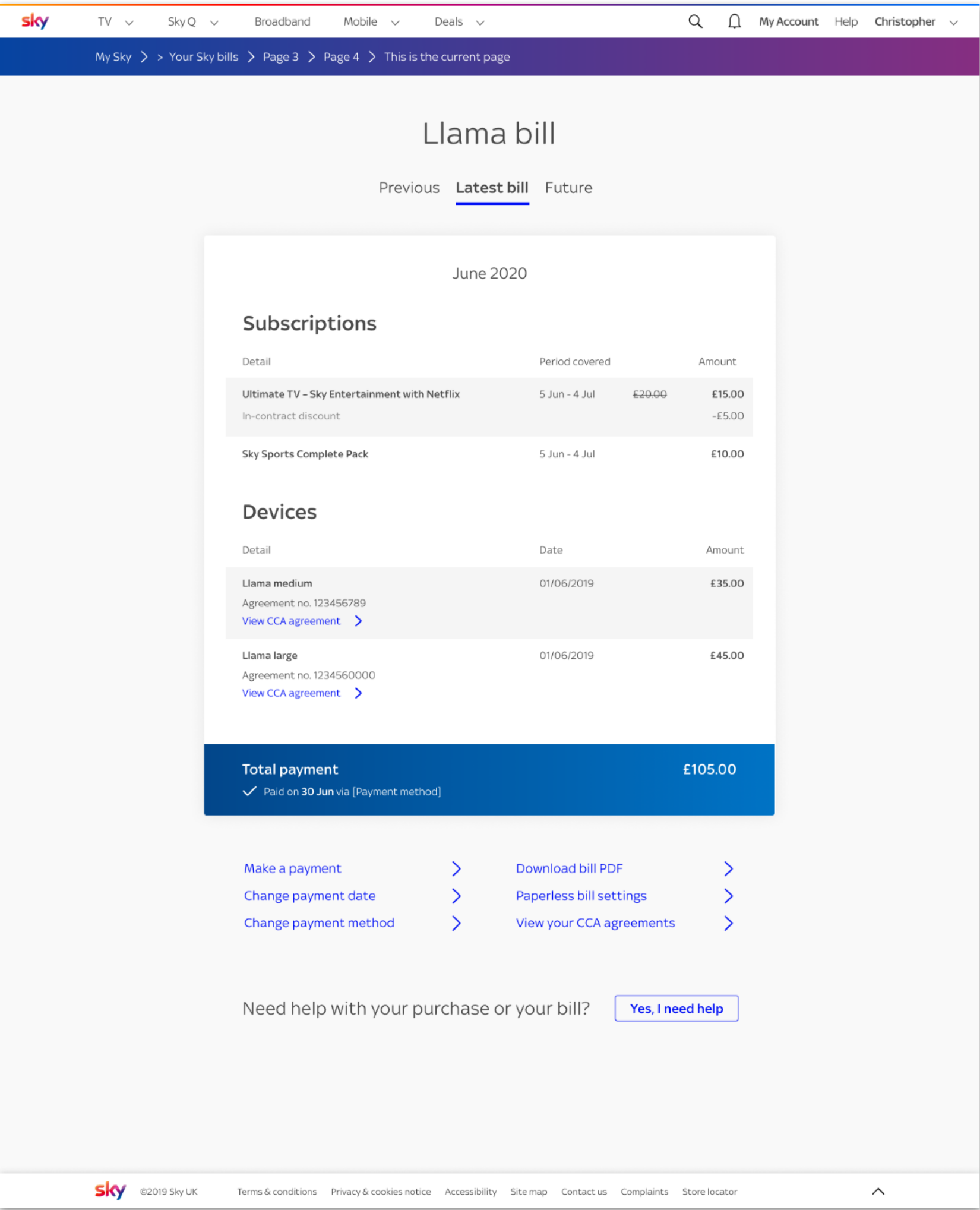
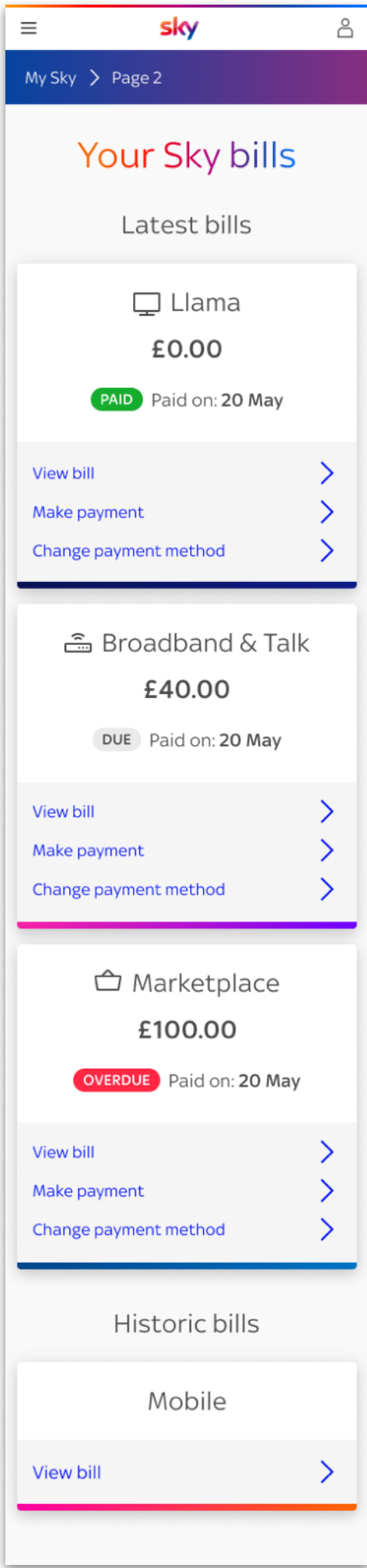
MySky customer portal - account management
(B2C, Figma, UX)

2020-2021

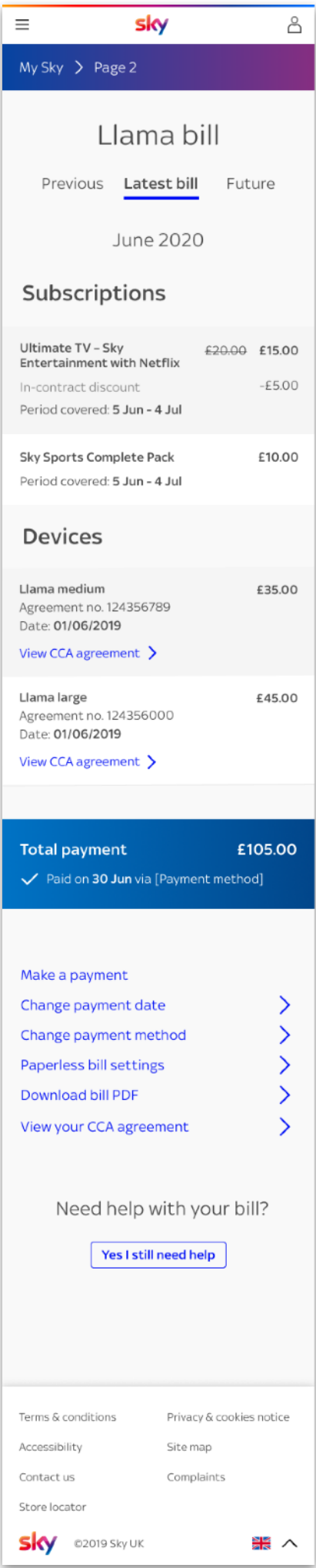
SKY (2020-2021)



My Sky > Billing dashboard



My Sky > Latest bill



VirginMediaBusiness

Enterprise management tool, Product portal, Design System
(SaaS, B2B, Sketch, Figma, Invision, Research, UX/UI, Product owner)

2017-2020

VirginMediaBusiness (2017-2020)

BUSINESS | SD-WAN

Company name

[Home](#) > Network overview

Network overview

Last updated: 31/12/19 14:05:22
 Refresh 2:01

☒ Filters

Devices	Status	In sync	Port	License	Total usage	SD-WAN traffic	Tags	Notes
HA pair [device name] [VRs #]		✓						
^ HA [device name] [VRs #]		✓		advanced-sdwan 25	↑ 85 Kbps ↓ 85 Kbps	↑ 85 Kbps ↓ 85 Kbps		
[device name]		✓	vni-0/2.0		↑ 85 Kbps ↓ 85 Kbps			
[device name]		✓	vni-0/3.0		↑ 85 Kbps ↓ 85 Kbps			Edit note Device view
▼ HA [device name] [VRs #]		✓		advanced-sdwan 25	↑ 85 Kbps ↓ 85 Kbps	↑ 85 Kbps ↓ 85 Kbps		
▼ [device name] [VRs #]		✓		advanced-sdwan 25	↑ 85 Kbps ↓ 85 Kbps	↑ 85 Kbps ↓ 85 Kbps		
^ [device name] [VRs #]		✓		advanced-sdwan 25	↑ 85 Kbps ↓ 85 Kbps	↑ 85 Kbps ↓ 85 Kbps		
[device name]		✓	vni-0/1.0		↑ 85 Kbps ↓ 85 Kbps			
[device name]		✓	vni-0/2.0		↑ 85 Kbps ↓ 85 Kbps			

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BUSINESS | Access Management

Home > Users > Karen Goddard

Karen Goddard

Active | MFA disabled ⓘ

Lock account
 Reset password
 Enable MFA
 Delete account

Profile

Name	Karen	
Last name	Goddard	
Email	name@provider.domain	
Mobile	07988123456	

Permissions

Groups ⓘ

User Account Admin (Default)
Admin (Default)

Products

- SD-WAN
- SD_WAN Analytics

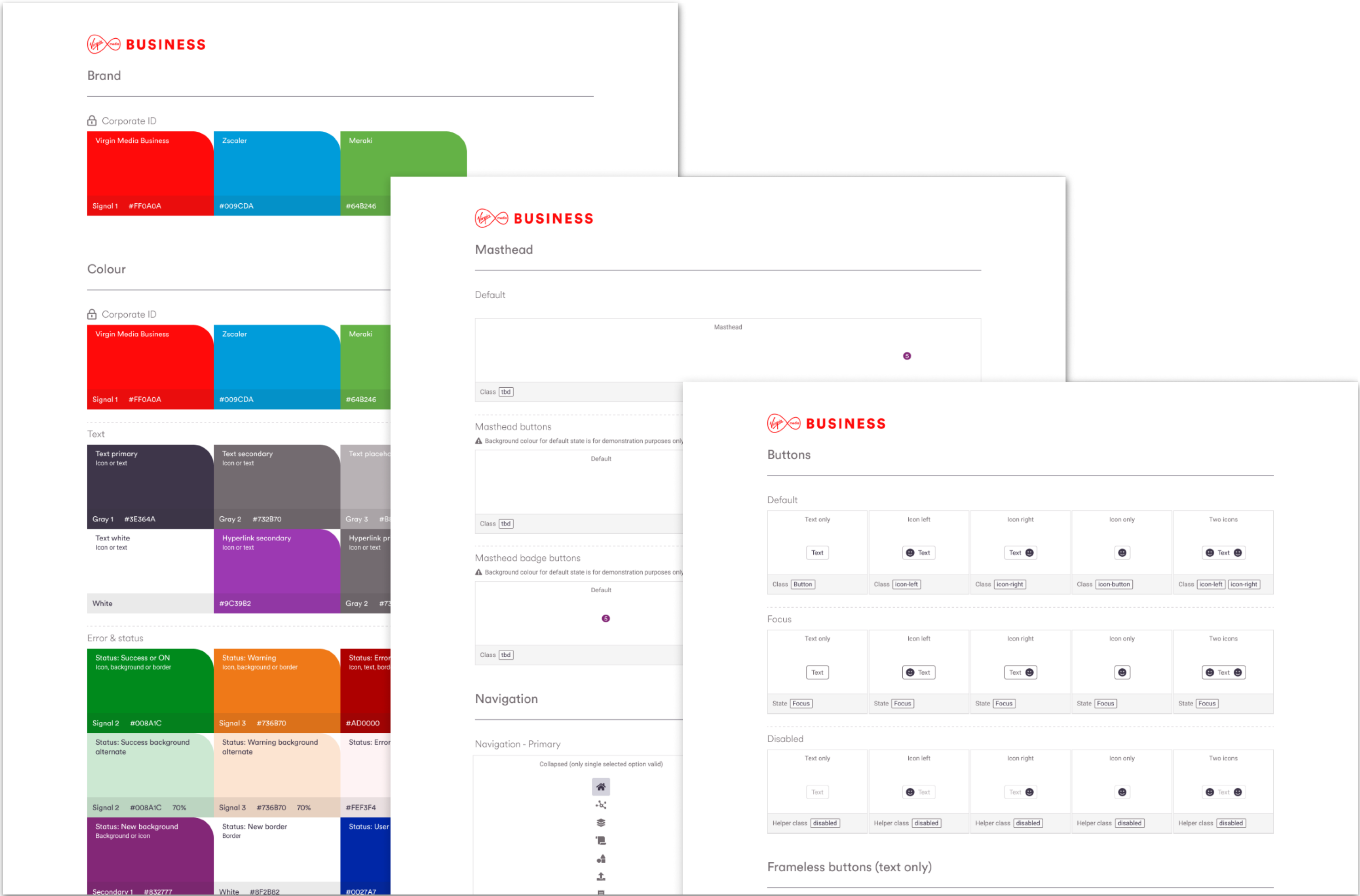
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User management

Network management

VirginMediaBusiness (2017-2020)



Design system

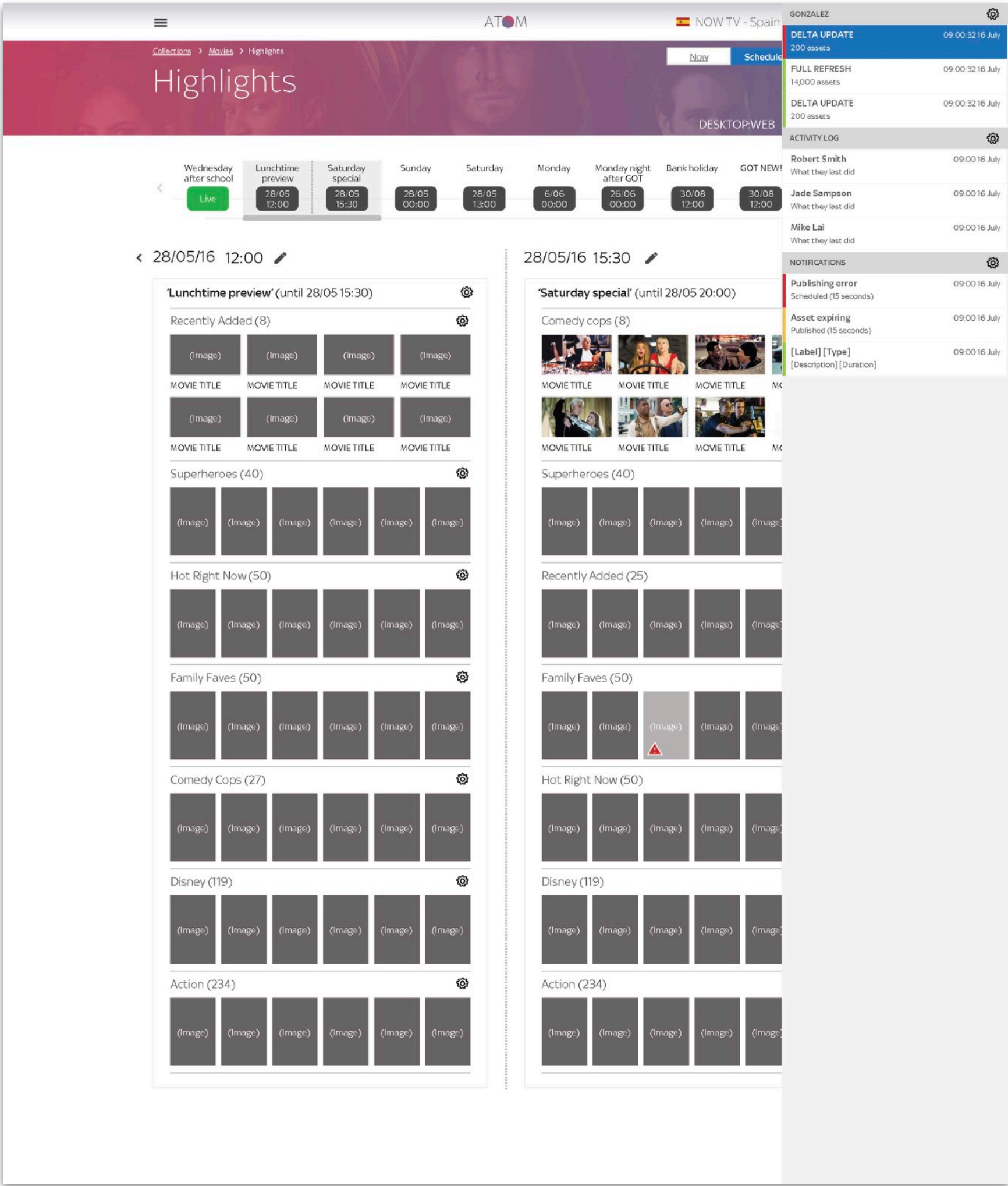
SKY

NOW TV Content management system

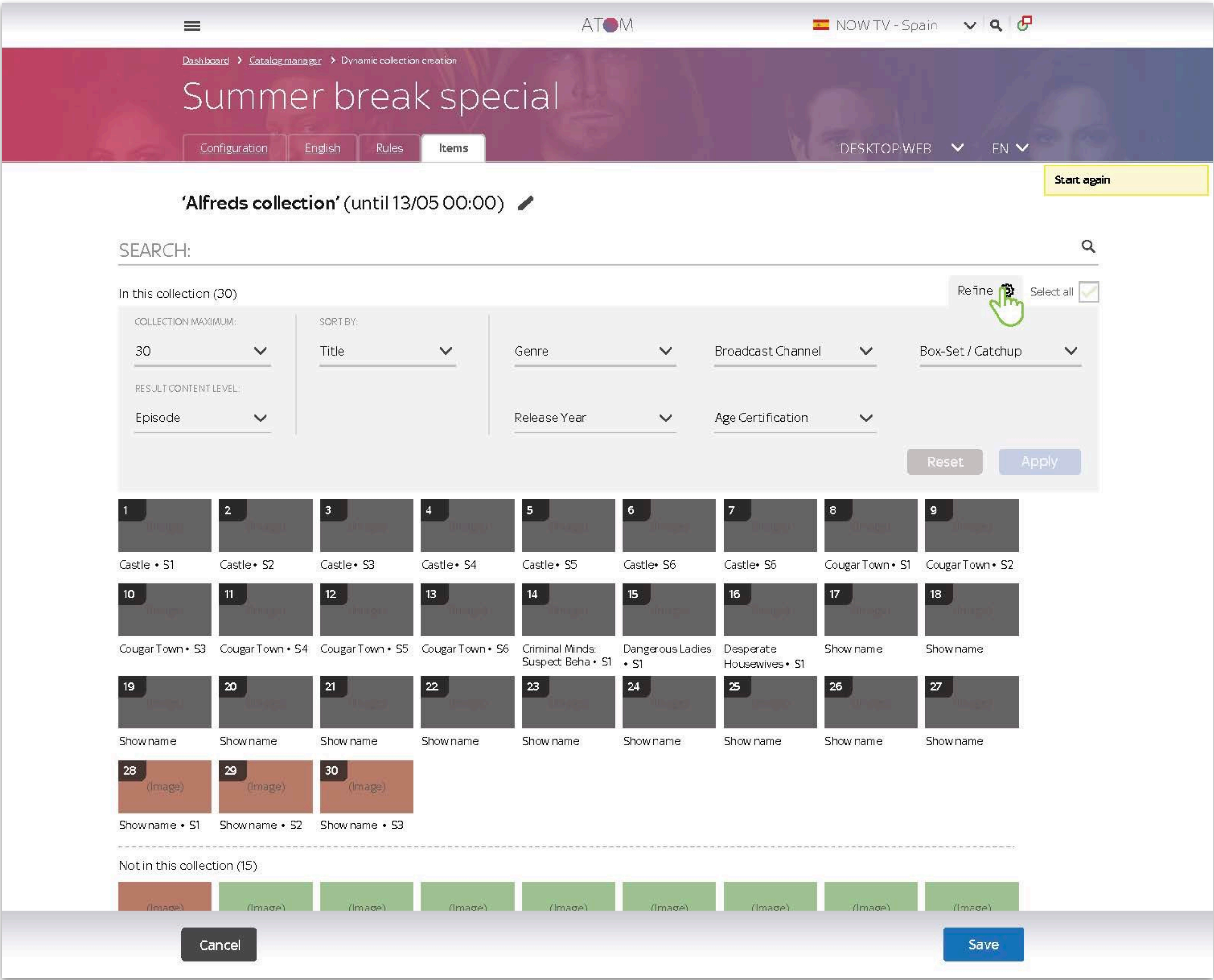
(SaaS, Internal product, Sketch, Research & UX)

2016

SKY (2016)



Schedule highlights



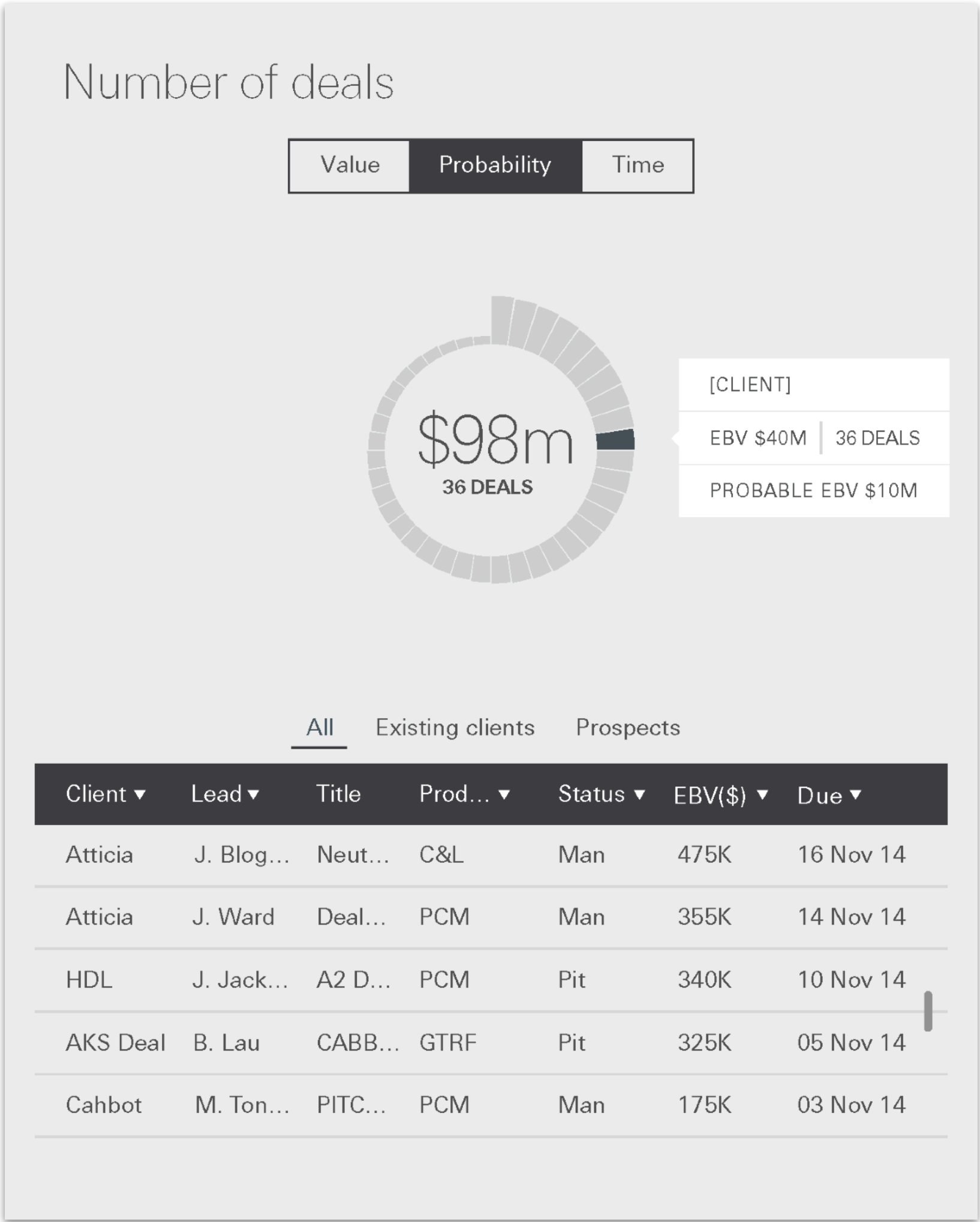
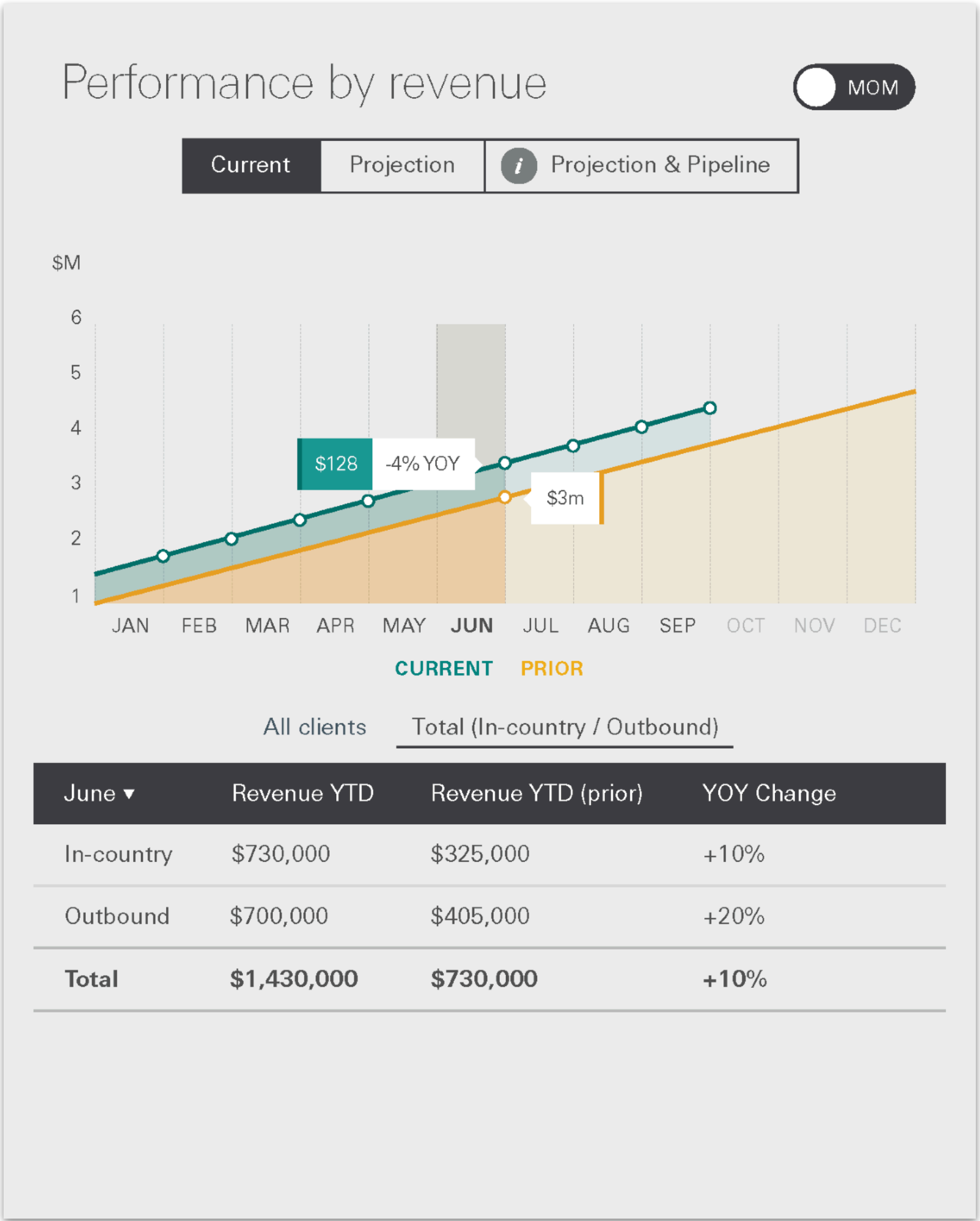
Collection management

HSBC

Various products, Corporate Design Language & data visualisation
(B2B, B2C, Governance, Sketch, Research & UX)

2014-2016

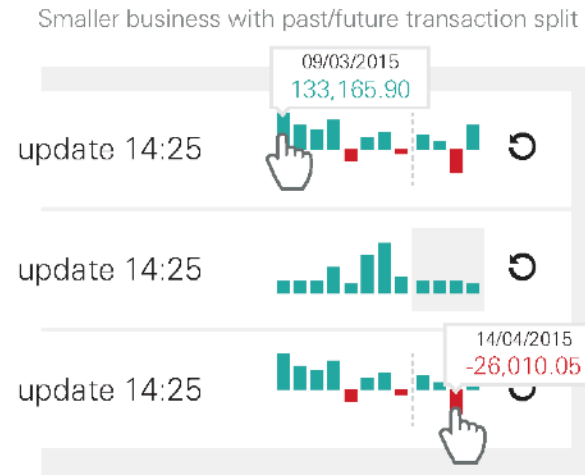
HSBC (2014-2016)



Data visualisation > Client accounts

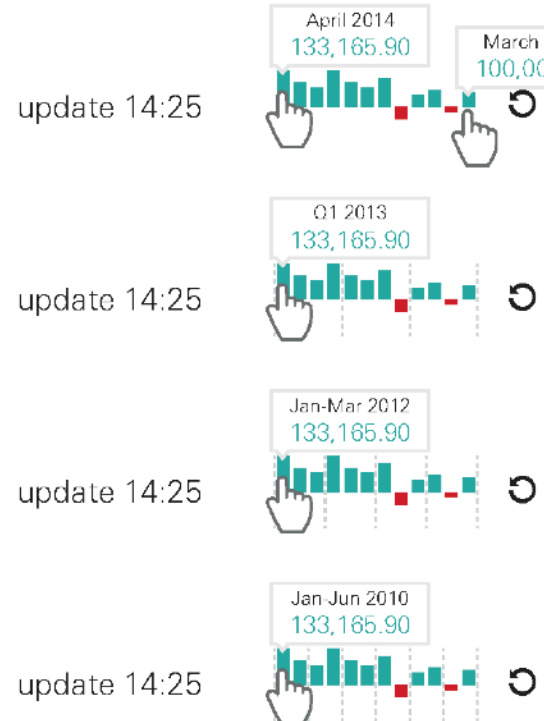
HSBC (2014-2016)

Accounta: Balance visualisation



Example 1.
Credit facilities at account level, some have it, some do not.

Larger business with ability to compare historic



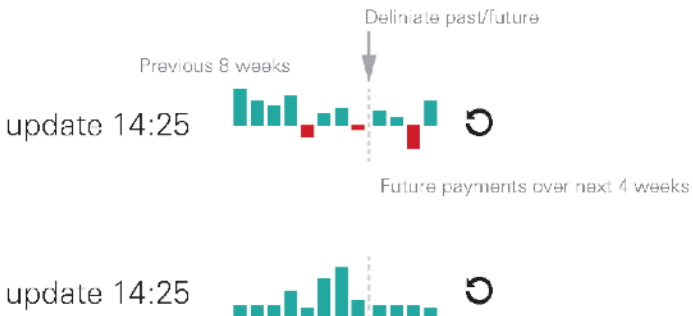
Example 3.
Historic only.
Last 12 months only

Example 4.
Historic only.
Last 3 years, quarterly split

Example 5.
Historic only.
Last 4 years, thirds split

Example 6.
Historic only.
Last 6 years, bi-annual split

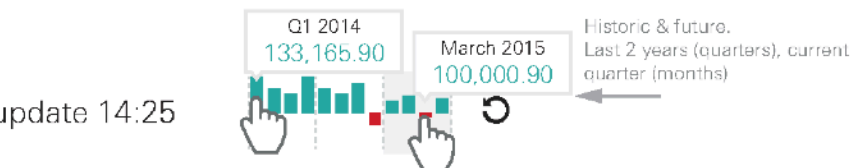
Page 2



Example 2.
View for accounts that have no overdraft / credit facility
i.e. cannot go overdrawn

Combine historic and future transactions

Larger business with ability to compare historic & predictive forecasting

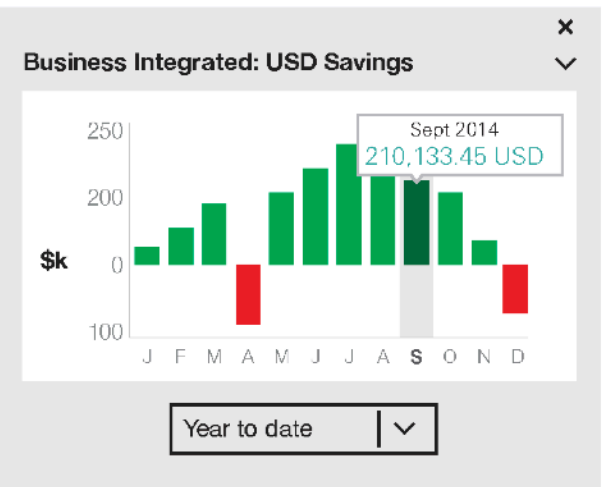


Credit facility & overdraft

1. Businesses can have a mixture of credit facilities at individual account level - see **Example 1**
2. Not all businesses have credit facilities (overdraft) - see **Example 2**.
3. Businesses can have a credit facility at the business level, spread across all accounts e.g. Nike - example not shown here.

Comparing historic transactions

4. A businesses may prefer to only see historic data - see **Example 3**.
5. Business may want to show comparisons between periods e.g. quarter on quarter, YOY etc. - see **Examples 4-6**



Page 2

HSBC (2014-2016)

Payments: Make a payment or transfer cont...

Accou ...

Unit tr ...
eIPO ...
RMB Curr ...
Forex Ove ...
Forex cont ...
+
4 v

Make a payment or transfer

Payment type

Priority payment

Pay to (beneficiary)

Nike USA

123-123211-000

Debit from

USD Current account

123-123211-000

<input checked="" type="radio"/> Amount	<input type="radio"/> Equivalent to	Charges	Your reference
<input type="text" value="5000"/> <input type="text" value="USD"/>		<input type="text" value="Debit account"/> <input type="text" value="v"/>	<input type="text" value="Invoice ref. 123507393-09"/> <input type="text" value="A"/>

☒ Single payment date

☐ Recurring payments

12/06/15

▼

21

— Provide regulatory reporting details (SWIFT)	
— SWIFT codewords	
/BENEFRES/ Residence of beneficiary customer	/ORDERFRES/ Residence of ordering customer

Purpose of CNY payment	Regulatory reporting 1 (optional)		
<div>Option </div> <div>View descriptions</div>	<div>Select </div>	<div>Select </div>	<div></div>

Regulatory reporting 2 (optional)	Regulatory reporting 3 (optional)

+ Information for the beneficiary (SWIFT)	(optional)
+ Instructions to the bank (SWIFT)	(optional)

— All fields here shown completed

- Opens by default once previous section completed

- Closed by default but showing example here

HSBC (2014-2016)

HSS: Asset Servicing - Single event positions



Single event - Positions & placement



< HSBC HOLDINGS PLC COM USD.50

Key dates: Last broadcast 01/04/2015 23:00 Ex date 08/04/2015 Payment date 22/04/2015

Event narrative

Event history




	Security ▾	ISIN ▾	Type ▾	Election status ▾	Reference ▾	Category ▾	Status ▾	Broadcast ▾	Key date ▾	Date descript... ▾	Mkt ▾	Update ▾
	HSBC HOLDIN...	GB0005405...	Dividend rein...	Unelected	CA50GB00...	Mandatory...	Confirmed	Amended	Apr 7 2015	Ex date	GB	Multiple updates...

Option 1 - **Securities Option** ▾
For each 1 of GB2504200836 held receive 1 of GB0000088889

Option 2 - **Securities Option** ▾
For each 1 of GB2504200836 held receive 1 of CA07GB8888888805

Option 3 - **Oversubscribe** ▾
Oversubscribe

Option 4 - **Cash** ▾
For every 1 share receive 0.10p

 Option 5 - **Cash** ▾
For every 1 share receive 0.10p







Option 6 - **Other option** ▾
For each 1 of GB2504200836 held receive 1 of GB0000088889

Positions

Allocations

Bulk elect ▾

Entry mode ▾

	BROWN BROTHERS HARRIMAN N.YORK Long term growth fund Acct. no. 1000006	Position type Available	Election status Unelected	Position 82,120	Available 82,120		Option 1 - Securities... <input type="text"/>	Option 2 - Securities... <input type="text"/>	Option 3 - Oversubs... <input type="text"/>	Option 4 - Cash <input type="text"/>
							Option 5 - Cash <input type="text"/>	Option 6 - Cash <input type="text"/>		
	HK & SHANGHAI BANK, TOKYO Equity pension fund Acct. no. 1000009	Position type Available	Election status Unelected	Position 221,300	Available 221,300		Option 1 - Securities... <input type="text"/>	Option 2 - Securities... <input type="text"/>	Option 3 - Oversubs... <input type="text"/>	Option 4 - Cash <input type="text"/>
							Option 5 - Cash <input type="text"/>	Option 6 - Cash <input type="text"/>		

Cancel

Clear

Submit