Portfolio

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

2023

GSK (2023)

H	ome Insert Draw Page Layout	Formulas	He Data Review View Acrobat
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T11		E C	
1	A Heuristic scorecard: SAP	E C	0
2	Test	Rating	Key recommendations
4	1. System status feedback	72%	Ensure buttons etc have properties to help
	2. Match between system and the real		For conditional action pairs e.g. lock / unlo
6	world	73%	Review icons for consistentcy with real wo
			Inconsistent use of colours across the app
8	3. User control and freedom	60%	User unable to determine hierarchy, priority
			Standardise alerts & notifications in terms
10	4. Consistency and standards	66%	Standardise visual hierarchy and priority for
			Ensure expected, acceptable and value lim
12	5. Error prevention	64%	Explore suggestive or auto correction e.g.
14	6. Recognition rather than recall	80%	Ensure user has been provided with enoug
			Explore methods to bring attention to next
16	7. Flexibility and Efficiency of use	58%	Explore possibility of using roles to define
18	8. Aesthetic and minimalist design	70%	Ensure screens have been assessed to det estate for high traffic or key focus areas au or resize portions of the screen / features e
$\langle \rangle$	≡ Overview Summary scorecard	1 - System s	status feedback 2 - System & real world



euristic analysis template.xlsx	Q - Search Sheet + Share ∧			
General Image: Second state Image: Second state	reate and Share Adobe PDF			
E				
	Change priority			
a user understand it's interactive and the type of interaction involved	Essential			
ck - ensure icon and label change to reflect the outcome	3 High priority			
rld examples	2 Medium priority			
(blue and orange actions), and button appearance (solid, outline, text).	3 High priority			
y or consequence.				
of treatment, placement and content structure (Impact, Cause and Remedy)	3 High priority			
or actions / buttons	Essential			
its are clearly articulated (remove trial and error or dependency on training/help)	3 High priority			
did you mean %?	Essential			
h tips etc. to enhance familiarity and understanding	3 High priority			
action or activity based on user interaction	3 High priority			
relevant / common features	Essential			
termine key focus areas and minimise distracting or secondary elements. Increase real atomatically or make it easy and obvious that users can achieve this manually e.g. hide etc.	4 Essential			
3 - User control and freedom 4 - Consistency and standards 5 - Error prevention 6 -	Recognition not recall +			
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Heuristic analysis tool

GSK (2023)

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Key experience measures:

Based on analysis of the existing user research on current systems & tools, and in order to ensure success, the new application needs to deliver against 3 key experience measures.

- 1. Efficiency
- 2. Ease
- 3. Accuracy

Efficiency and time savings (Efficiency)

The ability to streamline processes and reduce time on task effectively and efficiently.

Efficiency: Emotional gains.

When tasks or processes are completed quickly and with minimal waste of time or resources, we feel a sense of increased productivity and effectiveness, without having to invest unnecessary time or effort.

Quantify

Compare time required to complete a specific process before and after implementing the new application.
 Success measure: (Time Saved with New Application / Time Required with Traditional Methods) * 100

User satisfaction and ease of use (Ease)

How simple and intuitive it is for users to interact with and how well the experience meets or exceeds the user's expectations.

Effortlessness: Emotional gains.

Performing tasks or achieving goals without encountering obstacles or significant friction promotes a feeling of satisfaction and can bring about a sense of pleasure and relief.

Quantify.

Compare existing pain points and how well they are resolved after implementing the new application.
 Success measure: (Total Positive Feedback / Total Feedback Responses) * 100

Error reduction and data quality improvement (Accuracy)

The impact on data accuracy and error reduction, or mistakes made during the process.

Accuracy: Emotional gains.

Quantify data validation accuracy.

- Compare the validity of data processed by the new application against independent sources or manual checks
 Success measure: (Number of Accurate Data Entries / Total Data Entries) * 100

Page 1 of 5 English (United Kingdom) 854 words



Experience measures

GSK (2023)

C		Commercial	Price / Volume
		STANDARIZED	US + LATAM (Er
WCFP	& A	Key Personas	
	adamus	Deadline	
Exercise	High level business process map	P&F combined Marker regional Hub team	et &
Piocess	Price / Volume		Stent
Segment(s)	Commercial		
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		or Finance Partner	
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stupdated	23 Nov 23	LOC GTN Team	2. Confirmation that RAR loaded ■
Created by	Robyn Weldron-Cooper (Service designer)		
		EXCEPTION E	merging markets +
		Key Personas Deadline	
		P&F combined Marke	et &
		regional Hub team	
		LOC: Finance Directo or Finance Partner	or and/

To-be process mapping



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

2023

Rapha Health Consulting (2023)



Patient family / carer > Dashboard



Patient family / carer > Diet progress monitoring

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Rapha Health Consulting (2022)

Our patients	Our patients			
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	PATIENT NAME]	[Carer name]	Notes here	6
	(PATIENT NAME)	[Carer name]	Notes here	

Care home Staff > Dashboard

Our patients	Our patients > Mrs Maureer	Hallett (Mo)	
Add new patient			
Patient record	Patient progress report overdue		Record progress
	Care plan Personal details	Schedule (3) Messaging (4) Report	rts
	K March 2023 >	Patient care plan schedule	Sunday March 5
	SUN MON TUE WED THU FRI SAT	MORNING	TASK DETAIL
	28 29 30 1 2 3 4 5 6 7 8 9 10 11	07:00 Patient morning wakeup call	Ensure patient ready for transportation to place of
	12 13 14 15 16 17 18	07:15 Help patient to dress	worship
	19 20 21 22 23 24 25 26 27 28 20 20 21 1	08:30 Breakfast	 Patient attends St. Josephs Church in Bridgerton. Minibus collects at 12:00 and departs 12:15.
	26 27 28 29 30 31 1	09:00 Medications	Check with reception for anticipated delays
		AFTERNOON	Record progress
		Ensure patient ready for transportation to place of worship	
		14:00 Patient returning from place of worship	
		15:00 Afternoon tea	
		15:30 Medications	
		16:00 Exercise with Phyllis in main hall	
		EVENING	
		18:00 Dinner in room	
		18:30 Medications	
		18:45 Social activity in games room	
		20:00 Bed time - Help patient to undress	

Care home staff > Patient care management

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

2022

VirginMoney (2022)



AI Chatbot experience

9:41 .ul	
VA Please be aware that a copy of this conversation will be saved for legal and training purposes. Additional information on our collecting and use of personal data can be found within our <u>Privacy</u> <u>Notice</u>	
VA You can close this chat any time by selecting the 'X' (close) button above.	
VA So, how can I assist you today? Virtual Assistant - 12:12	
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TESCO

(Internal product, Figma, UX)

2021-2022

In-store promotions, planning, creation & management application

TESCO (2021-22)



Promotion dashboard

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TESCO (2021-22)

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			NIVEA SOFT 75ML	
		Ma :	NIVEA BODY 400ML PUMP	1/2 PRICE
	P8	71%	NIVEA CHERRY/MONOI 400ML PUMP	1/2 PRICE
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### Promotion period offer type comparison

## **TESCO (2021-22)**

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### Supplier funding modelling (for price negotiation)

# SKY

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

2020-2021

## SKY (2020-2021)

	Broadband Mobile V Deals V		My Account Help Christopher		
	Your S	ky bills		Your Sky b	oills
	Lates	st bills		Latest bills	S
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ᅌ Marketpla				Change payment method	
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				Make payment	
	Vertically align in the centre If there is more than one	e if there is only one product. product, stack side by side		Change payment method	
	Histor	ric bills		Historic bil	ls
Mobile		Mobile		Mobile	
View bill	>	View bill	>	View bill	

My Sky > Billing dashboard

sky	TV 🗸	Sky Q 🗸 🗸	Broadband Mobile $\sim$	Deals 🗸		Q D	My Account	Help Christopher	$\sim$	≡ sky	έ δ
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					_					Subscriptions	5
					220					Ultimate TV – Sky	£20.00 £15.00
				June 20	520					Entertainment with Netf	flix -£5.00
			Subscriptions							Period covered: <b>5 Jun - 4</b>	
			Detail		Period covered	Amount				Sky Sports Complete Pac Period covered: 5 Jun - 4	
			Ultimate TV – Sky Entertainment v In-contract discount	with Netflix	5 Jun - 4 Jul <del>£20.00</del>	£15.00 -£5.00				Devices	
			Sky Sports Complete Pack		5 Jun - 4 Jul	£10.00				Llama medium Agreement no. 124356789 Date: 01/06/2019 View CCA agreement >	£35.0(
			Devices							Llama large	£45.00
			Detail		Date	Amount				Agreement no. 12435600 Date: 01/06/2019	0
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			Change payment method	7	View your CCA agreemen	is 🧡				Need help wi	ith your bill?
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_										Store locator	
	<b>Sky</b> ©20	019 Sky UK	Terms & conditions Privacy & cookies	notice Accessibility	Site map Contact us Complaint	Store locator		^		©2019 Sky UK	₩ ^

### 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

	Home > Network overview						
-34	Network overview						
	Last updated: 31/12/19 14:05:22 Refresh 2:01						
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### Network management

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### User management



## VirginMedia

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Colour						
Corporate ID Virgin Media Business Zscaler Meraki	Default	sthead	0			
Signal 1     #FF0A0A     #009CDA     #64B246       Text     Text primary Icon or text     Text secondary Icon or text     Text placeho	Class tbd Masthead buttons Background colour for default state is for demonstration purposes only Default	Buttons	ESS			
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	Masthead badge buttons A Background colour for default state is for demonstration purposes only	Class Button	Class icon-left	Class icon-right	Class icon-button	Class icon-left icon-right
White #9C39B2 Gray 2 #73	Default					
or & status	6	Focus Text only	Icon left	Icon right	lcon only	Two icons
Status: Success or ON         Status: Warning         Status: Error           Icon, background or border         Icon, text, bord	Class tbd	Text	🙂 Text	Text	•	🕲 Text 🕹
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ignal 2 #008A1C Signal 3 #736B70 #AD0000						
Status: Success background Status: Warning background Status: Error alternate	Navigation - Primary	Disabled Text only	lcon left	lcon right	Icon only	Two icons
	Collapsed (only single selected option valid)	Text	🙂 Text	Text	۲	🕲 Text 🕲
Signal 2 #008A1C 70% Signal 3 #736B70 70% #FEF3F4	* "\$4"	18XL	Text	Text 😈		e lext
Status: New background Status: New border Status: User	\$	Helper class disabled				
Background or icon Border						

### Design system



### NOW TV Content management system (SaaS, Internal product, Sketch, Research & UX)

2016

## **SKY (2016)**



Schedule highlights

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**Collection management** 



# **HSBC**

# (B2B, B2C, Governance, Sketch, Research & UX)

2014-2016

Various products, Corporate Design Language & data visualisation



Data visualisation > Client accounts





### Corporate Design Language > Data visualisation

**Payments:** Make a payment or transfer cont...

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12/06/15 🗸 🔀						
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SWIFT codewords     /BENEFRES/ Residence of benefic	ion quetor	nor	(OP)	DERFRES/	Poeid	ence of
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Option  View descriptions	Select		Select		~ [	
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			JL			
+ Information for the beneficiary (	SWIFT)	(optional	)			
+ Instructions to the bank (SWIFT)		(optional	)			

### Corporate Design Language > Payment management



#### HSS: Asset Servicing - Single event positions

Single event - Positions & placement

HSBC HOLDINGS PLC COM USD.50		Key dates:	Last broadcast	01/04/2015
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HSBC HOLDIN GB0005405 I	Dividend rein	Unelected	CA500	GB00
Option 1 - Securities Option	Option 2 - Secu	rities Option	~	Option 3
For each 1 of GB2504200836 held receive 1 of GB0000088889	For each 1 of G of CA07GB8888		held receive 1	Oversubs
Option 6 - Other option				
For each 1 of GB2504200836 held receive 1 of GB0000088889				
Positions				
BROWN BROTHERS HARRIMAN N.YO	RK	Position type	Election statu	s P
• Long term growth fund Acct. no. 1000	006	Available	Unelected	8
HK & SHANGHAI BANK, TOKYO		Position type	Election statu	s P
• Equity pension fund Acct. no. 1000009	9	Available	Unelected	22

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### Corporate Design Language > Asset servicing