

# DISCOVER (Financial Services)

ROLE – Experience Designer (*sole contributor*)    TIMELINE – November 2022 – January 2023

## ASK

Discover was **updating** their **audience platform** and needed assistance keeping up with the UI changes, **creating Figma mock-ups**, as well as **clickable prototypes** – incorporating their **Dry UI components**.

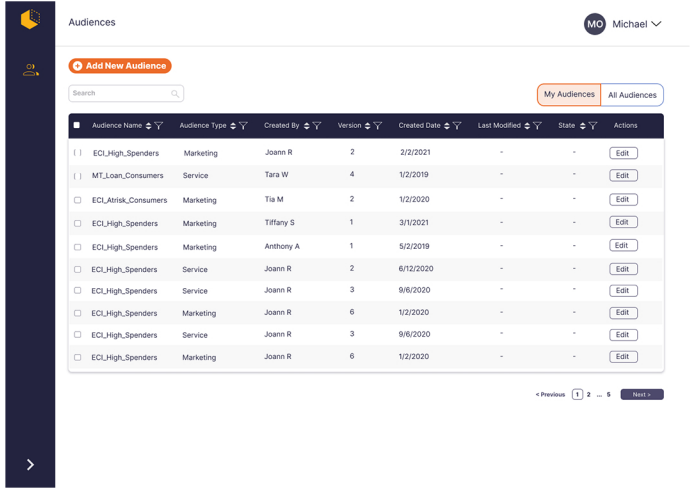
## APPROACH

- Set up **weekly 1x1's** with the client product owner to understand their need for UI/UX improvement moving forward and to discuss requested feature designs
- Review the prioritized requests and conduct brief **competitive analyses** of similar features
- Using the client's visual components from their brand guidelines, **create** various **wire-frames** to **review** directly with the client and revise as needed

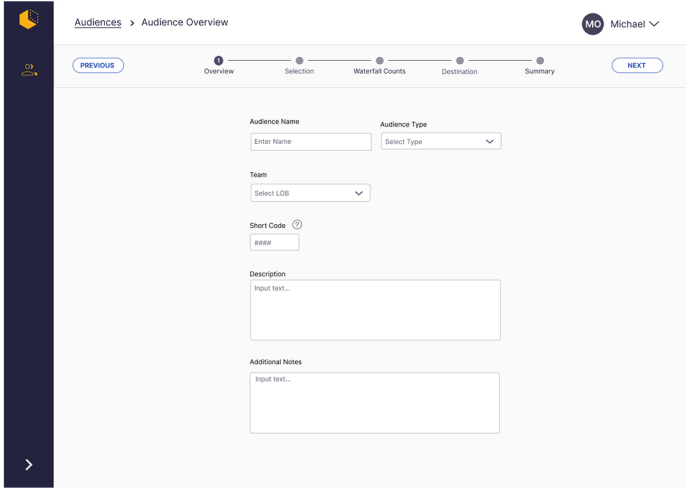
## SOLUTION/ OUTCOME

Following the above approach, I updated Discover's audience platform and UI changes in Figma

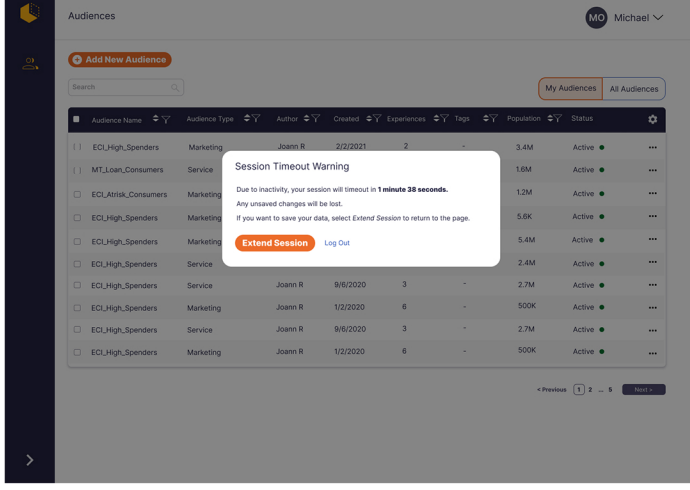
I first created **clickable prototypes**, and incorporated the company's visual components per their brand guidelines.



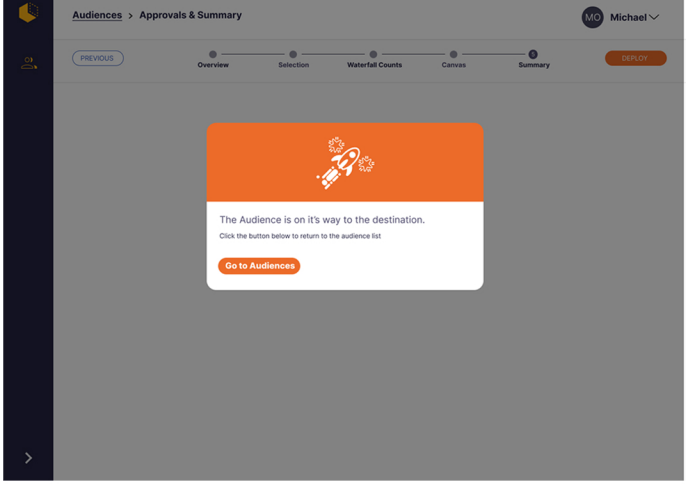
Audience homepage



Audience Overview screen

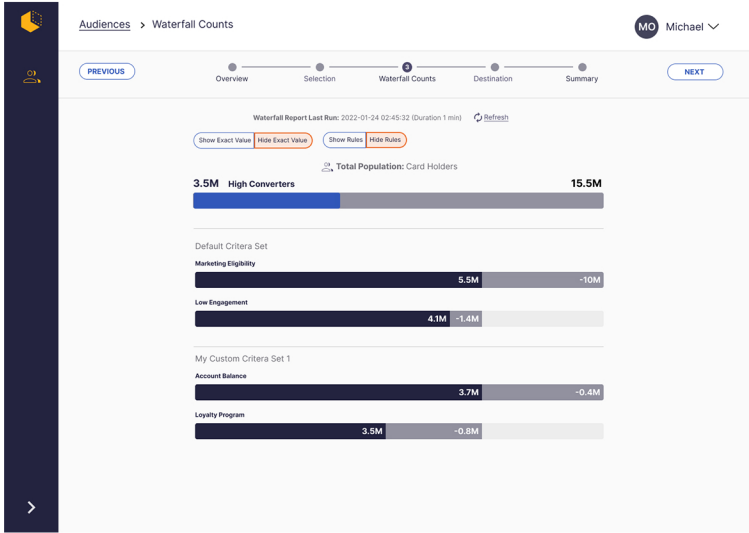


Session Timeout modal screen/prompt

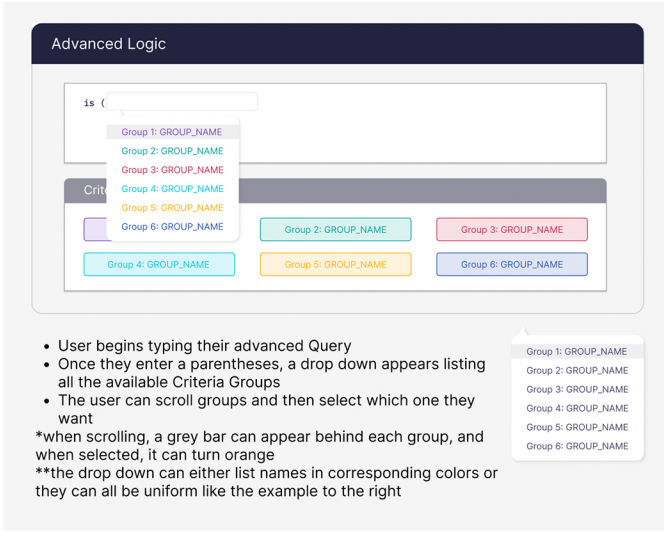


Approval confirmation modal

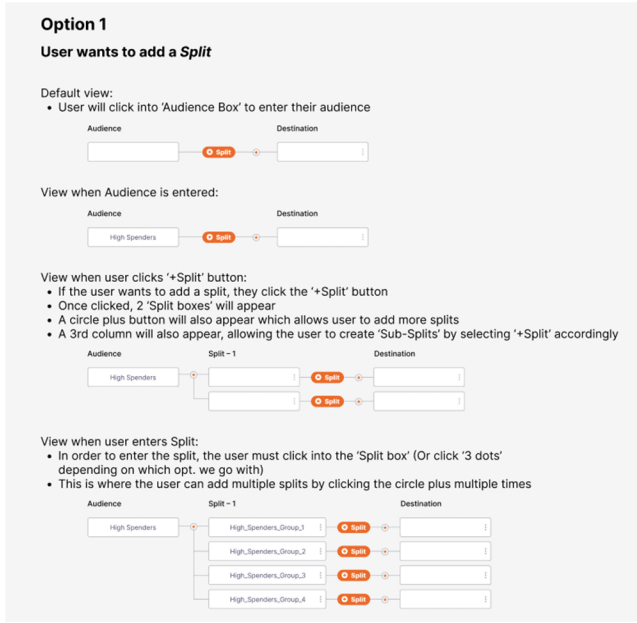
I also created various **design concepts** for **future state capabilities**, and **revised** based on client feedback.



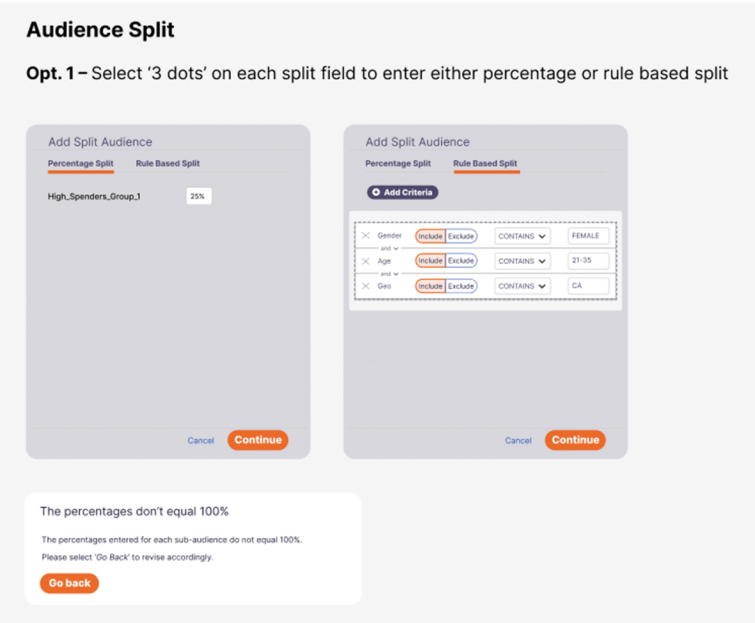
Waterfall Counts – Future State screen



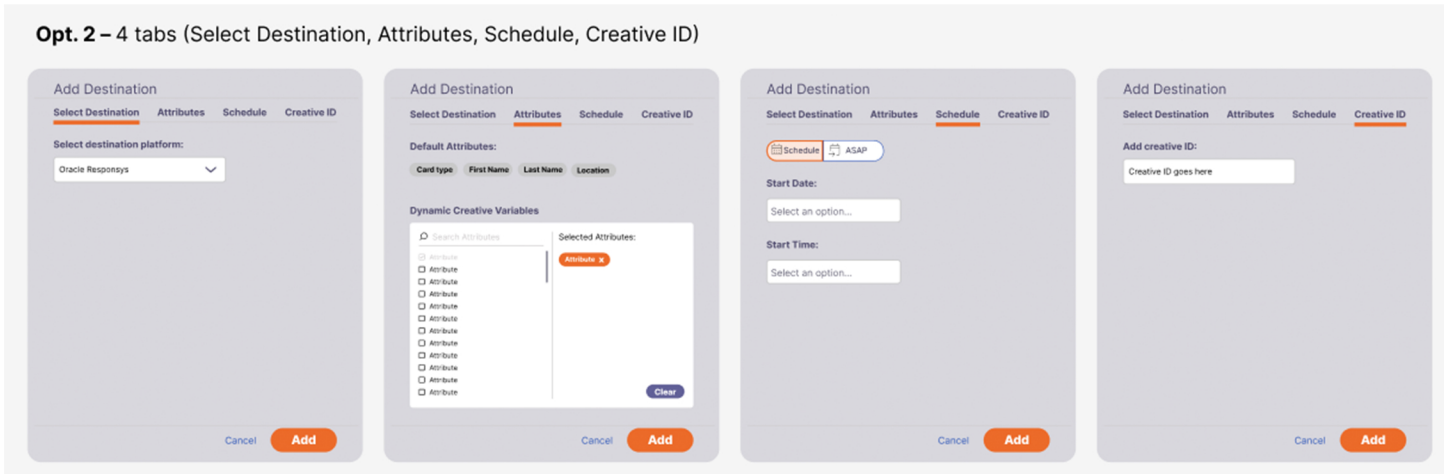
Advanced Logic – Future State modal



Logic behind creating a 'split' – Future State



Audience Split modal – Future State



Add destination modal including options to add attributes, schedule, and Creative ID – Future State

Overall, I advised the product stakeholder to work towards improving their UI/UX footprint. As of **1/8/2024**, the Discover team has **made it into production** – implementing my UI/UX designs and recommendations.

## FEEDBACK

“Ellen is an extraordinary UI/UX specialist that is able to both implement and explain best practices! Having worked together with her on a shared client, it was extremely apparent that she is diligent, very hard working, and absolutely dedicated to client success.

Several examples of the amazing value she provided included detailed status reports (that had positive, broad impact at the account level), consistent meetings with the client product owner as well as clear breadth of knowledge.

Moreover, there was an emphasis via Ellen on not just giving information to the client – but guiding them via her appropriate options/recommendations.”

– Senior Cloud Enablement Consultant at Slalom / Project Engagement Lead