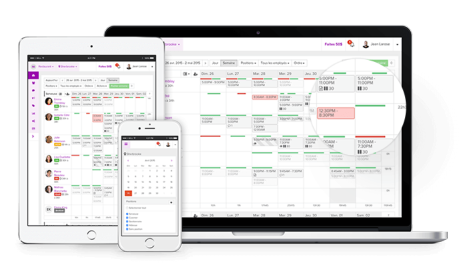
Agendrix

Any interfaces, diagrams and prototypes that aren't available to the public cannot be shown due to NDA. All images/screenshots shown are/were publicly accessible via the marketing website and/or apps.

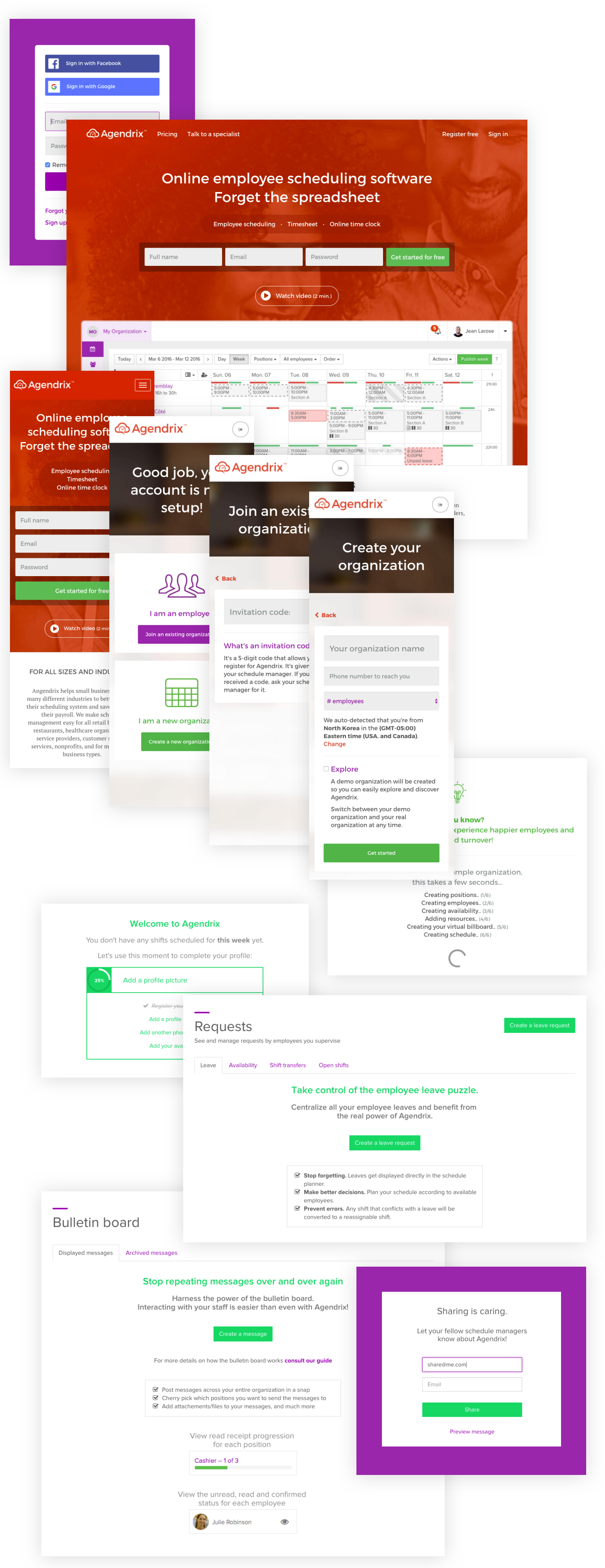


As head of Design and User Experience, I was responsible for leading the web product strategy and management, user experience, interaction design and visual design through all stages of the product's lifecycle from alpha to production.

Discovery & Onboarding

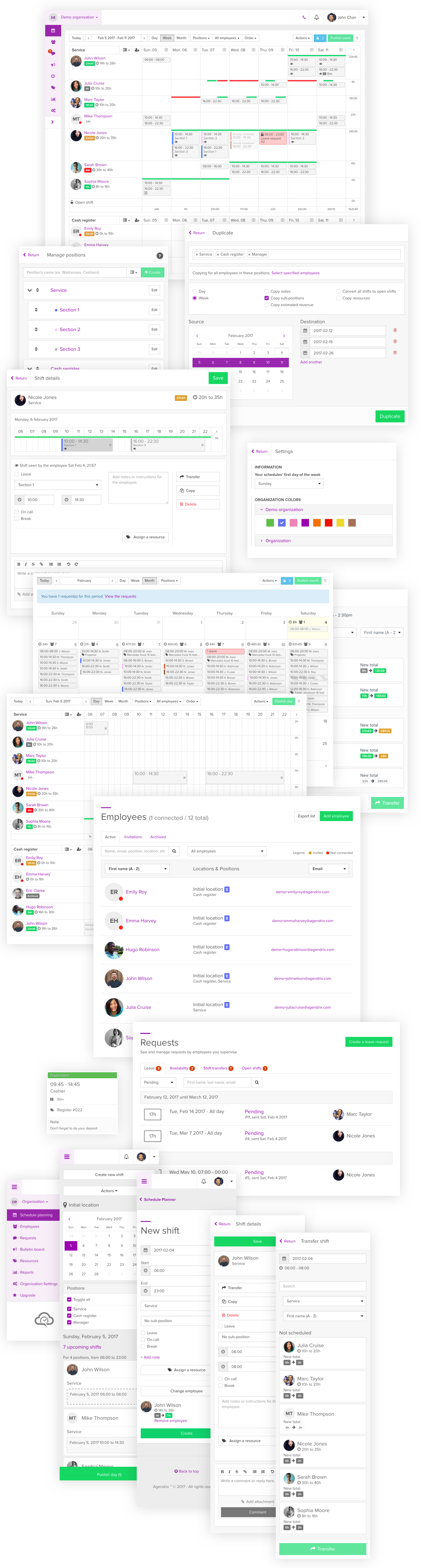
I designed this product to be simple and intuitive for all new users. Key aspects such as the onboarding, feature a unified sign up form flow for business owners or employees. This "Y-split" design was eventually replicated by two industry leading competitors since it drastically reduced employees erronously creating new organizations when onboarding.

Other aspects, such as the value propositions from the marketing website, blend themselves within each distinct module in the form of upsells and blank states. This way, users are reminded at their exact moment of engagement, resulting in an overall increase in user acquisition and decrease in day 1-3 churn.



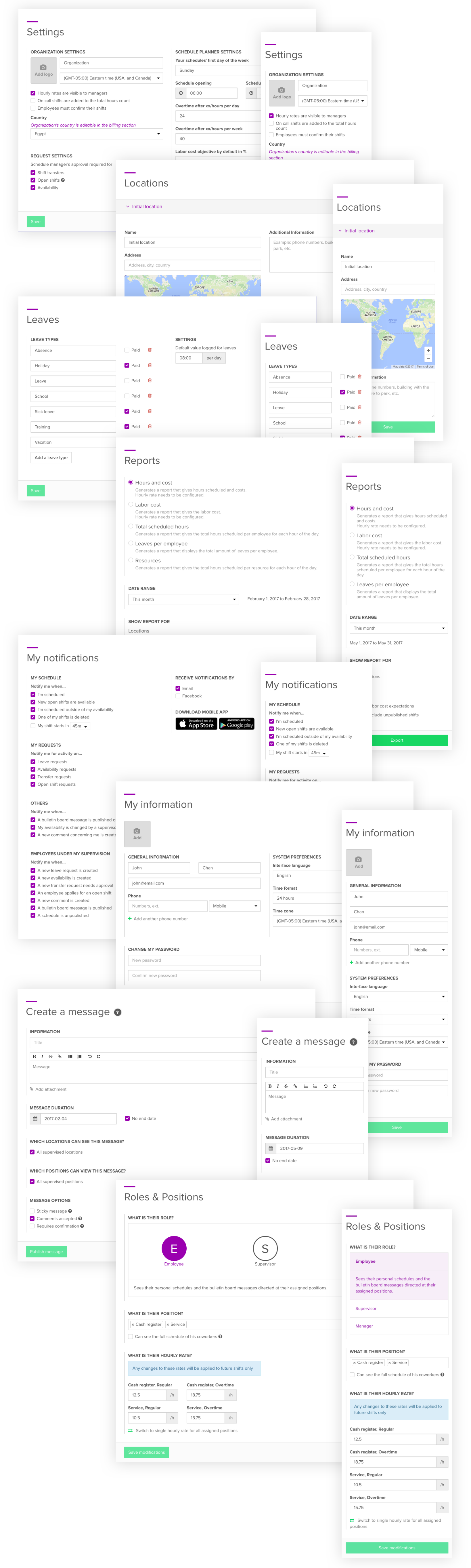
The Core

Through validation and iterative prototyping, I designed a full suite of employee scheduling and management tools from scratch, allowing schedule managers and employees to become connected and take control of the chaos that comes with having an hourly workforce.



Design Systems

I designed a clear, easy and consistent interface logic that translates itself across a multitude of different layout and content scenarios, keeping users productive in familiar environments and also giving the development team the interface framework for quicker implementation.

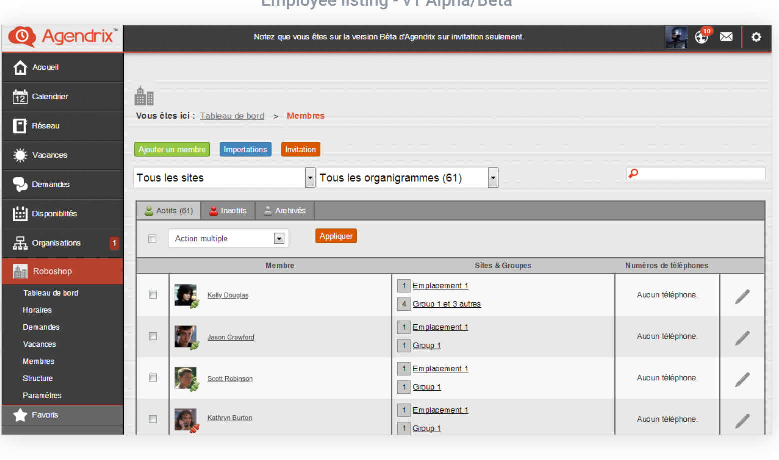


Evolution Bonus

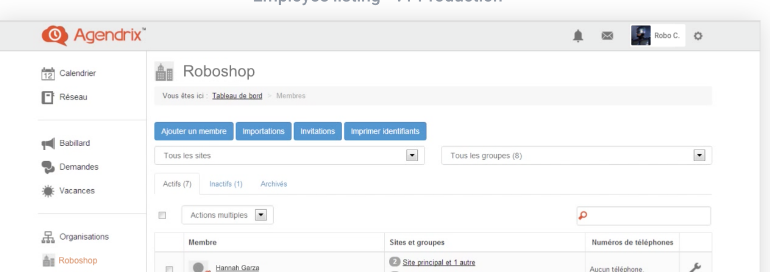
The MVP of the product used an admin template during the Alpha stage which lasted until the Beta. With the application having gone through multiple iterations of usability testing and being more "mature", it was time for a light redesign before v1 hit Production.

Later on, when the decision to rewrite the entire codebase of the application became official, it was the perfect opportunity to perform a global redesign.

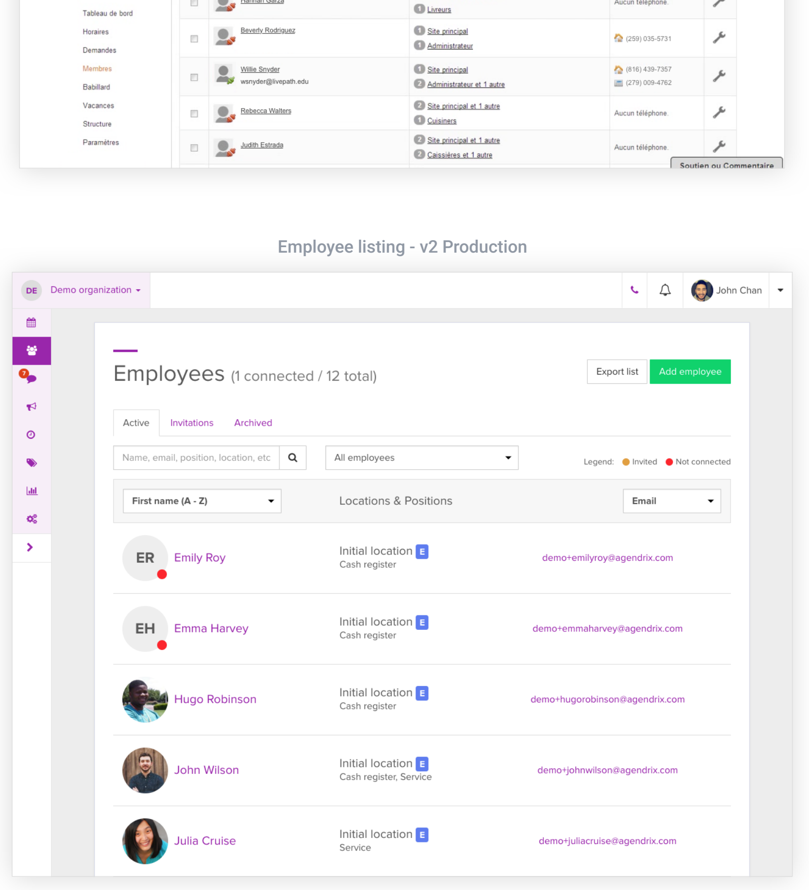
Employee listing - v1 Alpha/Beta



Employee listing - v1 Production



Employee listing - v2 Production



That's a wrap 😄
Goodbye!

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