



my head in the cloud



My $\approx$ usual process

At the beginning of a project or new role as employee, I tend to look for alignment on the company's culture, roles and current processes, as well as an assessment of the UX maturity (perceived, expected, applied). From there, further alignment on tasks types and their processes and tools which are of-course adaptable to context and always improved upon. From these here I subtract or add as needed contextually.

Discover

- Interviews;
- Existing UX status;
- Competitive analysis;
- Stakeholders mapping, surveys;
- Discovery workshops;
- Pains, expectations, opportunities;
- Affinity diagram and analysis of input;
- Information hierarchy/taxonomy;
- Align on focus, method, and expectations.



Envision

- User roles and Personas;
- User tasks/flows/journeys;
- Envision workshop;
- Card sorting;
- UI/site map;
- Human centred scope statement.



Design & Pre-test

- Low to mid detail wireframes/drafts;
- User tests/Prototype;
- Accessibility review/audit;
- Style-guide/Design system - consulted with the team;
- Live UI components library - built with the team;
- Verify instruction texts, action and interaction labels/UX copy - hopefully with a UX content expert;
- Validation and alignment with representatives across teams - stakeholder management easier if initially mapped;
- Identify technical context, limitations and implications;
- Identify need for monitoring, analytics, reporting - define success metrics/KPIs - with/as product team.
- Identify impact on existing functionality and APIs - with the architect and/or dev. lead;
- Identify need for help content and training.



Prepare & help build

- Collaboration for preparing User story specific requirements - team consulted, PO validated;
- Use cases with happy and unhappy flows;
- Preparation of deliverables per User story and task: specific UI mocks, flows and status diagrams, access and interaction permission mapping, formats and validations;
- UI assist for HTML & CSS needs - aiming for components;
- Agility/assist for adaptation to technical or other interventions.

Monitor

- Analytics;
- Surveys
(Confidence, Preference, NPS/SUS/SEQ);
- Live user tests and feedback sessions;
- Contextual easy access to spontaneous feedback.



Iterate

- Analyse input and prepare report/recommendations;
- Communicate and align with stakeholders;
- Prepare support for decision and prioritisation.



I'm a **UX & UI designer**
looking for opportunities
at a positive impact,
English friendly
company.

Call me maybe*

*Email is fine too :)



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