

# Rose Duong

## work case studies

Featuring examples of UX, UI and Branding work

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# Paramount ANZ (Channel 10) website UX/UI design

2022 – UX Design, UI and brand update design

### Project Highlight:

- **Full Process ownership** – I was the only designer on this project, was given the ability to run and plan the project on my own. I was able to guide stakeholders towards building a Media rich and strategic website that communicates their full repertoire and portfolio of channels.
- **Workshop facilitation & Design** – Working with the Project Manager and several stakeholders to develop a complete content strategy, wireframe, IA and UI design for Paramount’s website update.
- **Contribute to Paramount’s greater brand system** – Paramount acquired the CBS Viacom brand during the design phase of the project, which meant I was able to produce new designs that helped contribute to the global brand and design system.

## The Brief:

### To attract potential ad buyers to Paramount:

There is a need to communicate that Paramount ANZ (Channel 10) is a modern and effective strategy with a far audience reach for ad buyers.

### Improve engagement and better represent the global brand:

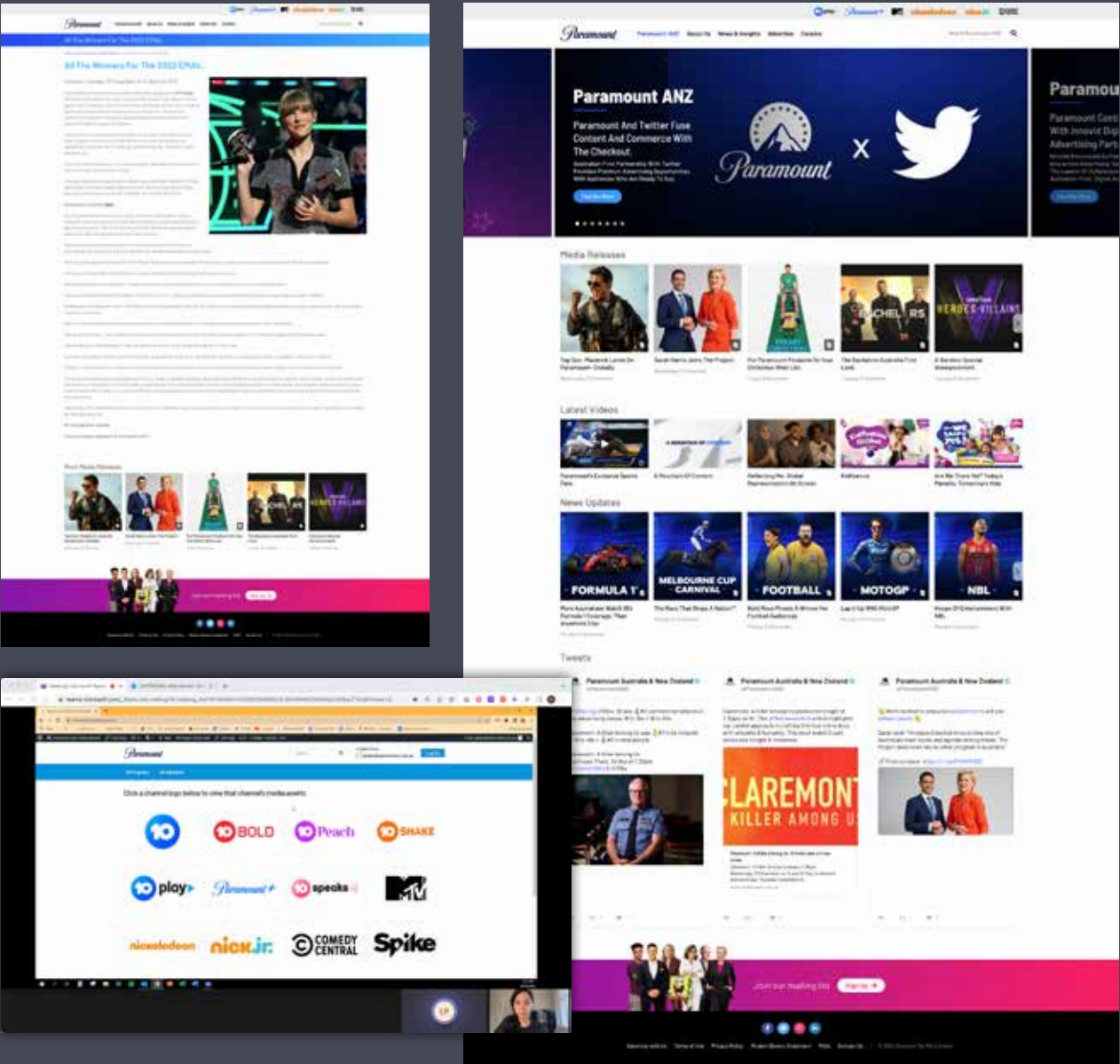
The current website lacks in presenting Paramount’s reputation and exhibiting their extensive local and international portfolio of channels and media.

### Set up a new UI brand system under the new acquisition:

With the acquisition of CBS Viacom by Paramount, the website designs needed set the precedence for a Global brand’s visual identity.

### Get alignment with multiple stakeholders:

Getting buy-in, feedback from multiple stakeholders through effective methods of design and collaboration.



Channel 10 (Paramount) – Old corporate website (above)

### B2B– Attracting companies to place ads on Paramount’s channels

For all entitites wanting to market to a ‘Young at heart’ audience.

<b>Audience</b>	Local and International companies
<b>About Paramount</b>	Paramount is a global brand that houses the some of the most famous channels in the world, including Nickelodeon, MTV and locally, Channel 10. Thanks to their large and targeted selection of platforms, Ad buyers have a diverse selection of audiences to market to.



# Co-design & workshop facilitation:

## Co-design Workshop to wireframe content strategy:

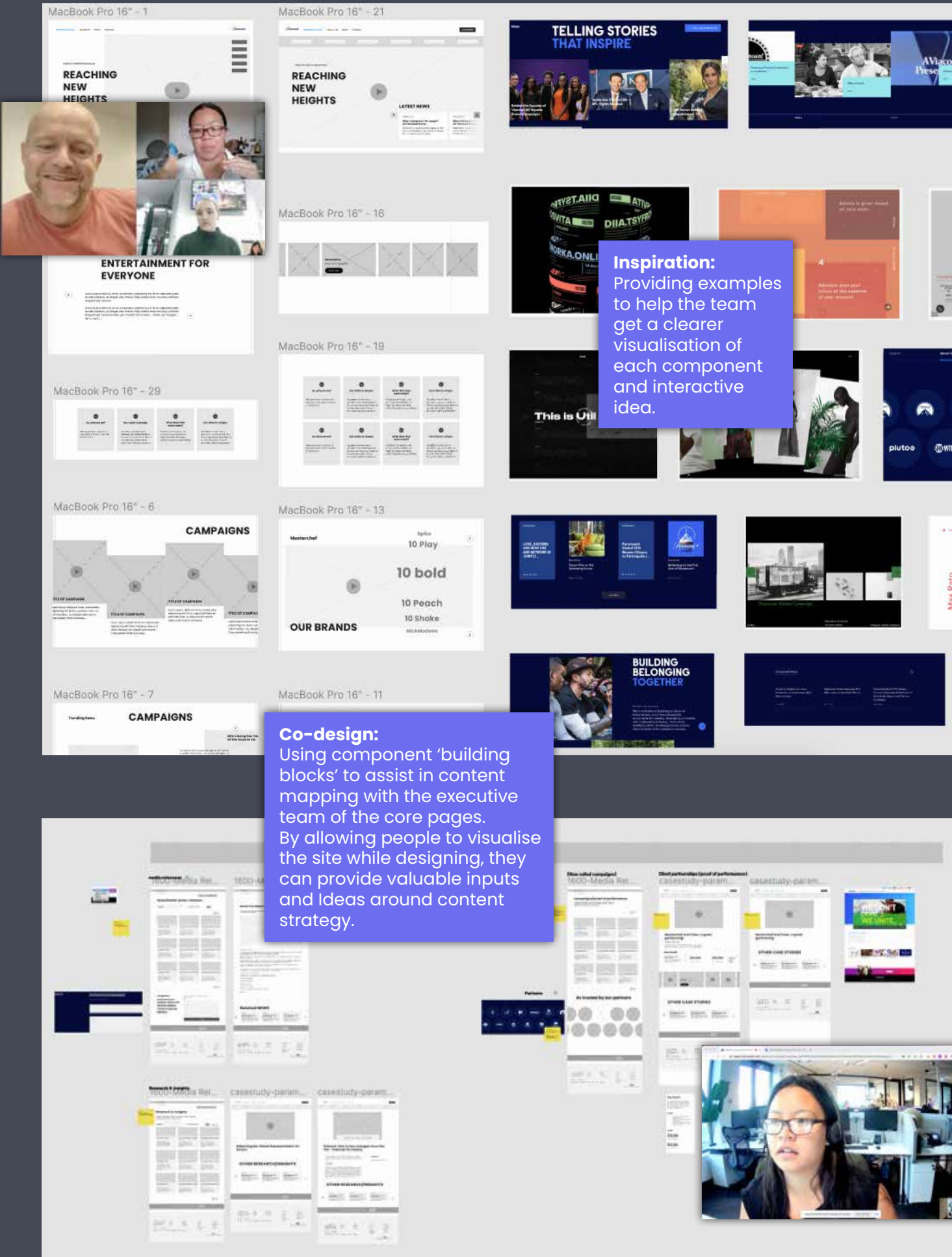
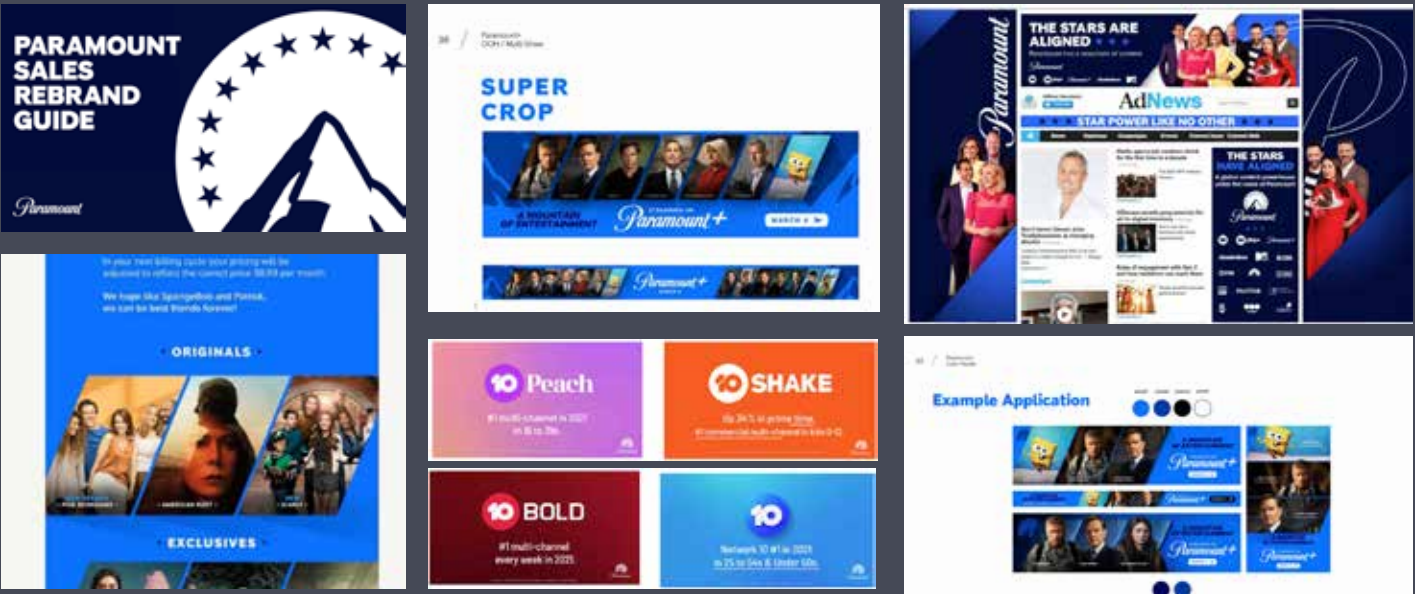
The challenge was to get a clear direction around the website’s IA, Page structure and Content. The complete website redesign meant that we needed to explore new pages, content strategy to better tell Paramount’s story, value and offerings.

There were many stakeholders that needed to provide input from multiple departments, however they all had different availabilities which meant I needed to work with the project manager to facilitate multiple co-design sessions.

# Exploring Paramount brand design system to produce a new Web UI look:

## Designing the first website under Paramount’s new brand and direction:

The project had changed owners halfway due to the acquisition of CBS Viacom by Paramount. Paramount themselves were experiencing a quick transition and rebrand, they didn’t have a lot of references to web and digital design work in their brand guidelines. This meant, we needed to come up with new design styles from scratch that was complimentary to their global brand.





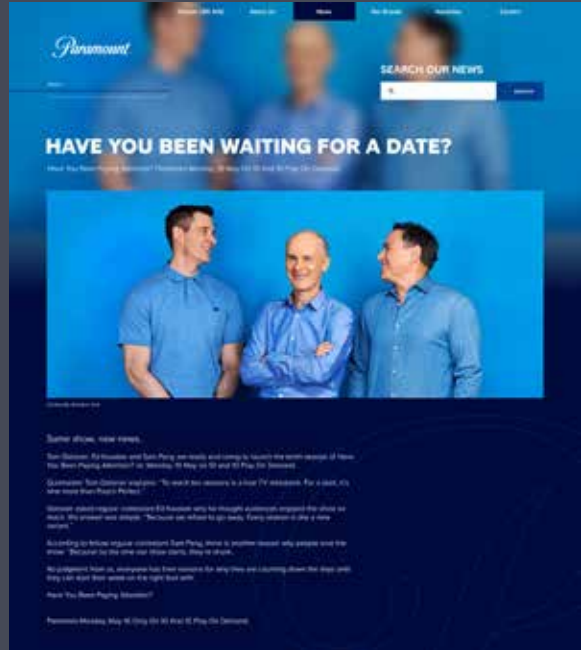
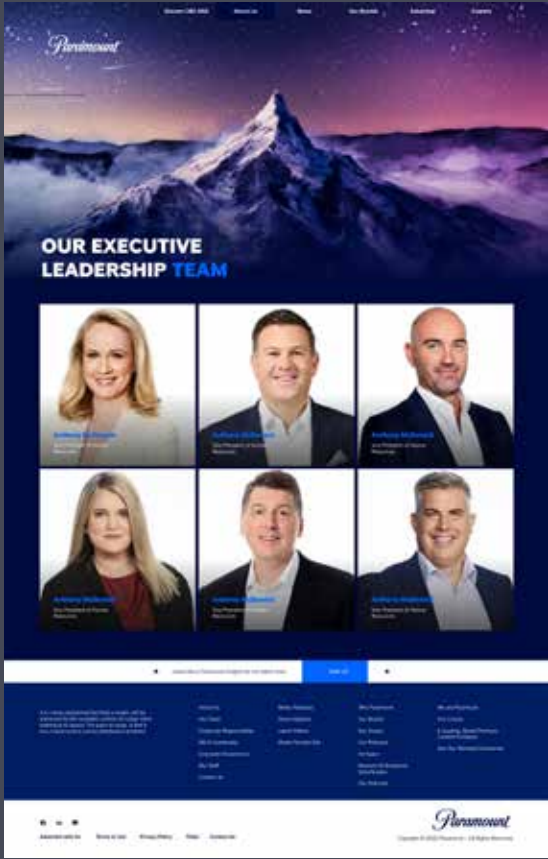
# Complete website UI design through several iterations

## Creating several UI drafts to produce the ultimate results:

I produced several versions of the UI design, each time revising the design based on new content, style direction and any new developments in Paramount's rebrand.

With each UI iteration I did, I was able to guide the copy writer and content team to produce and tweak their content more to fit the website.

The UI borrowed a lot of styles from the previous CBS Viacom brand, while still ahearing to Paramount's new brand guidelines.





# Westpac Bank Digitalising Service Request Forms

2022 – CX/UX & UI Design

**Project Highlight:**

- **Working with several ‘Squads’ (Product teams)** – Working beside Tech leads, Product Owners, Business Analysts, Legal, Compliance, Copywriters, etc.
- **Working through complex business logic and technical frameworks** – Understanding the complexities of each Service Request and building the designs around technical limitations of the build.
- **Design for multiple brands, users, systems and devices** – Multiple workflows were designed for each contexts, whether it was for a customer or a banker using the forms and services.
- **Conduct and notetake User testing** – Using Askable, a software to observe and conduct user tests.

## The Brief:

Transitioning manual forms into digital workflows, while improving and taking into consideration technical complexities and business logic.

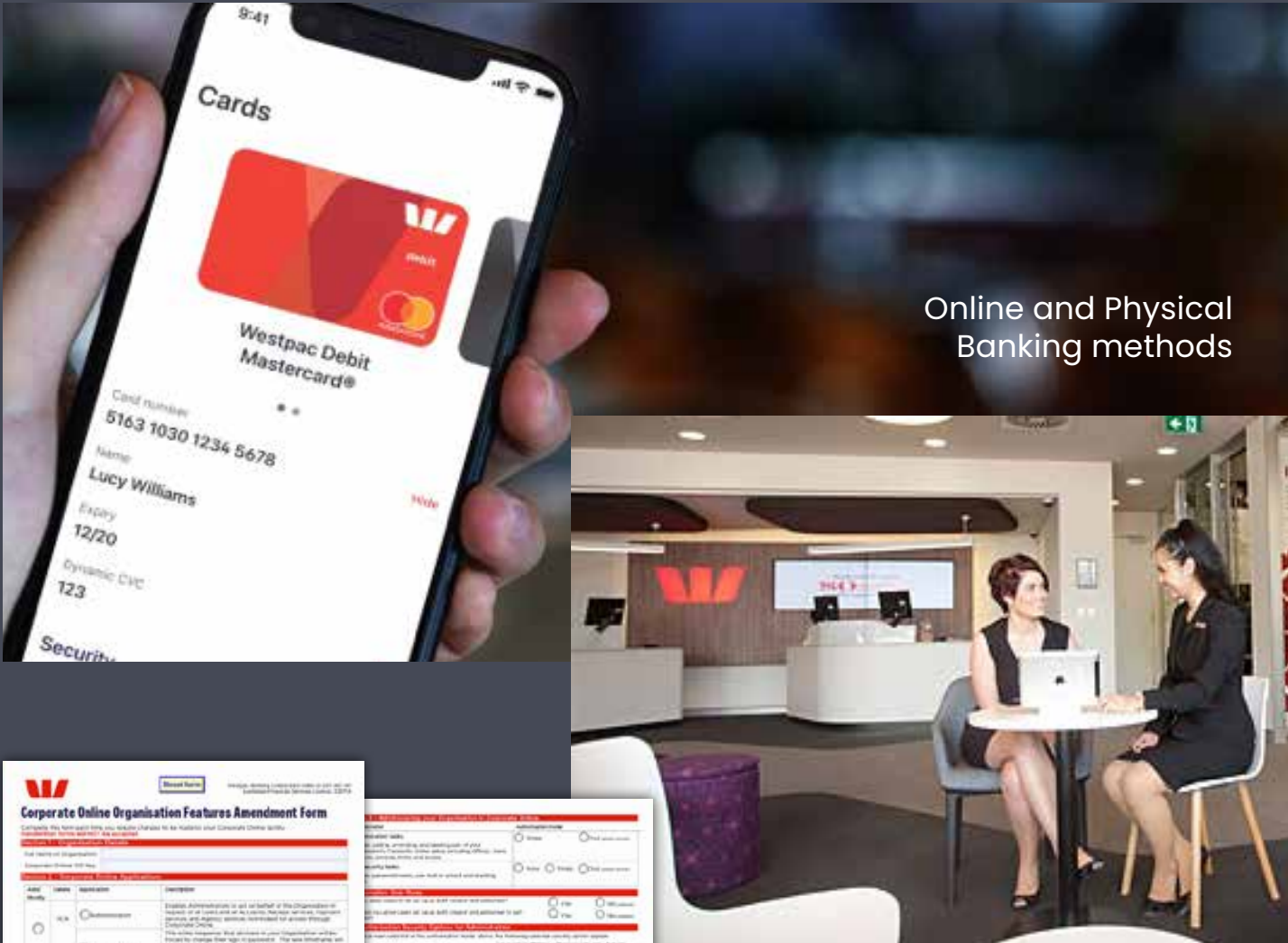
Westpac is currently maintaining thousands of forms and ‘Service Requests’ that still rely on manual handling and processing. I needed to produce several ‘Work Packages’ that focused on transitioning complex analog systems into digital and automated solutions.

**Design using different design systems depending on type of form and brand:**

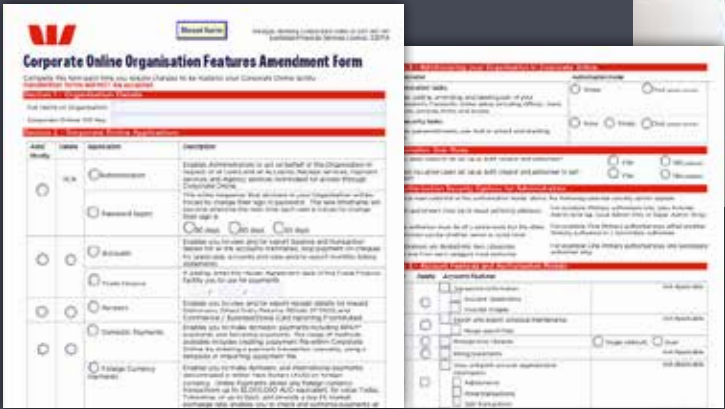
Westpac uses multiple different design systems and tech stacks depending on the form type and the brand. I needed to have a nuanced understanding of when to use a standard or custom UI componentry; and when to use the standard forms workflow or produce a custom customer experience.

**Produce unique solutions to improve the processing time and deliverability of each requests:**

By leveraging digital technology and digital processing, there was an opportunity to improve the methods and complexity of each form during the design. To do this, I needed to work with the product team to find possible solutions.



Online and Physical  
Banking methods

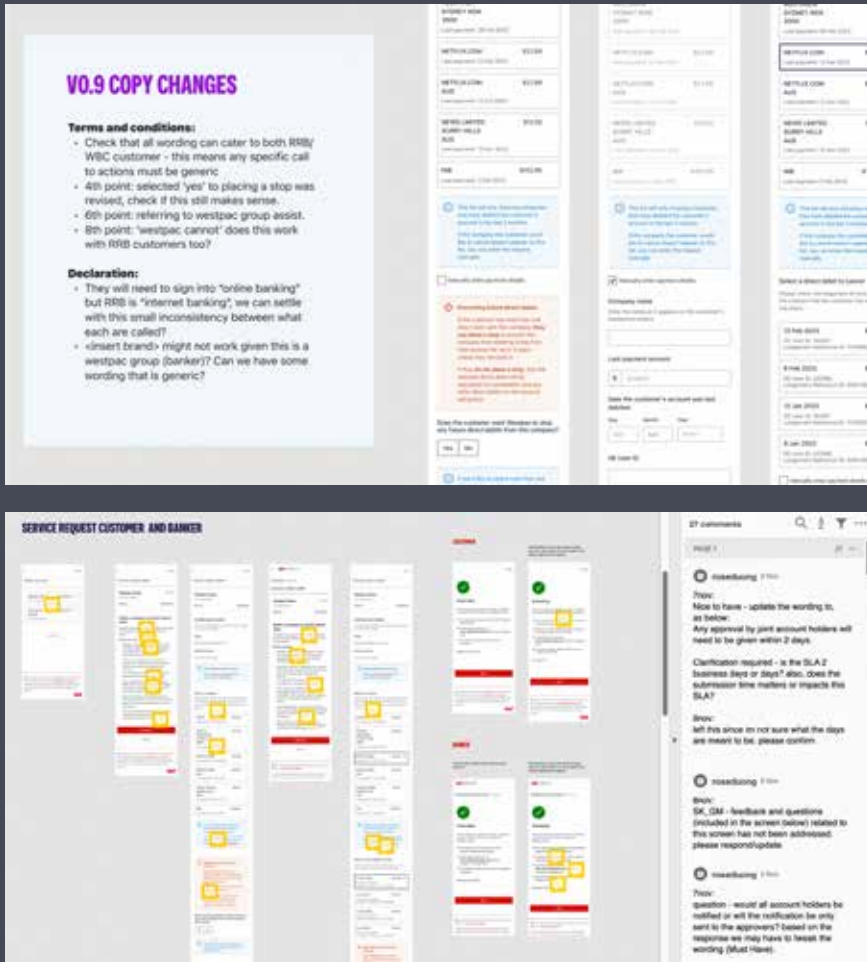


Legacy systems and  
manual banking processes

### Digital forms – Customer and Banker facing

For all customers of Westpac, St George, Bank of Melbourne & Bank SA and their bankers servicing their requests.

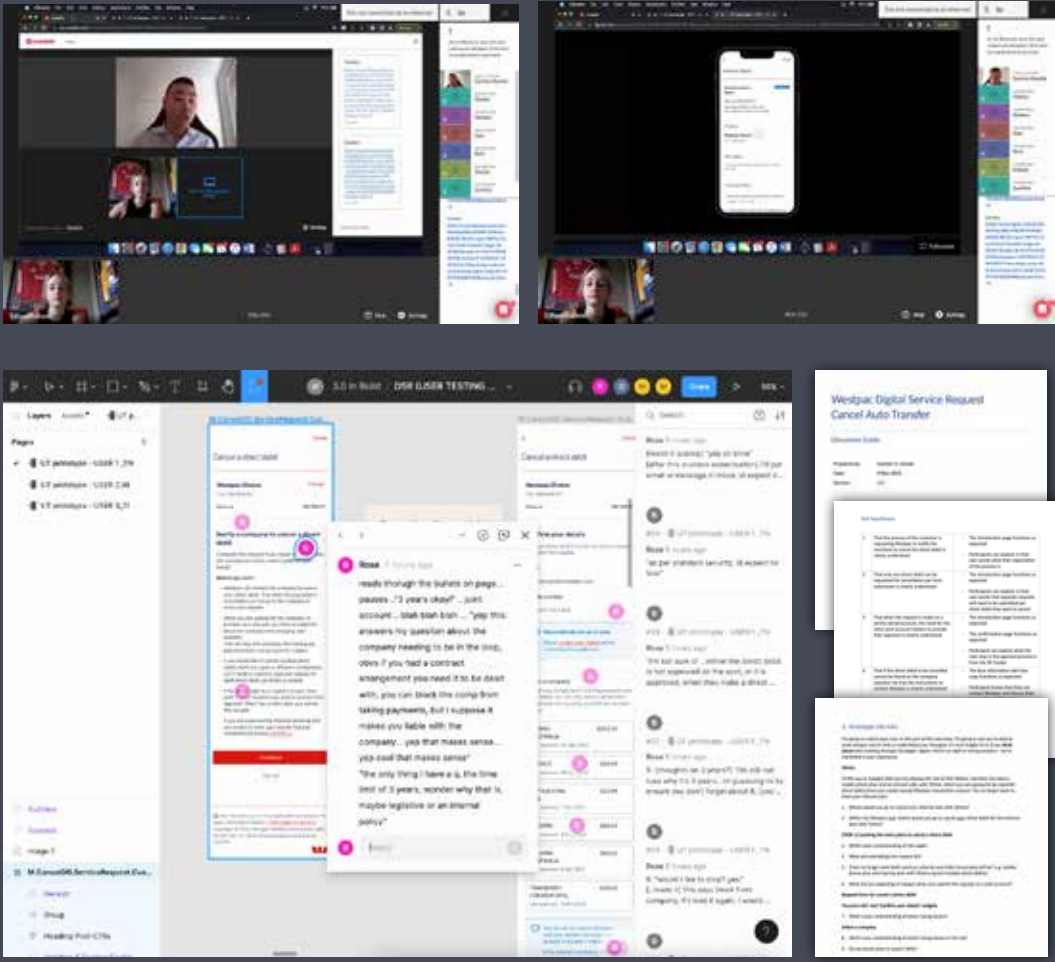
- |                                   |   |
|-----------------------------------|---|
| <b>Audience</b>                   | Australian Public   |
| <b>About their lifestyle/work</b> | With the digitalisation of banking services, there is more need and demand for services to be digital. This means customers are able to process their requests without needing to contact a banker or going into a branch. However, there are different customer entities that will still need a banker to initiate these services on their behalf. |



Working through feedback and changes

The changing nature of requirements meant that designs went through multiple revisions. Designs would go through a series of walkthroughs and presentations to different departments, squads and leads to gather more feedback and changes.

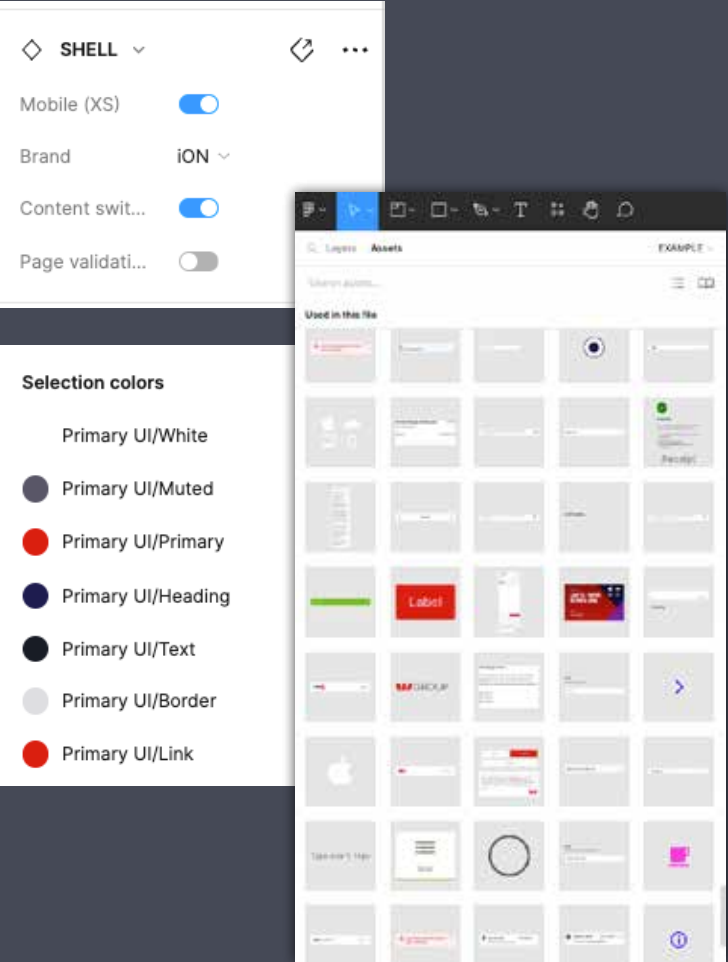
The example above shows the feedback and revisions from Legal and Compliance on a work package.



User testing and prototyping

There were several 'Digital forms' that had a major redesign amendments and implemented new complexities that raised several hypothesis' that needed to be tested.

In the case above, we needed to test the customer's ability to understand the complexities of cancelling a direct debit, and the ramifications that it may have on their subscriptions and contracts with their merchants. Alongside the Design lead, we wrote a test script, produced a clickable prototype, tested and synthesised the results into insights.



Using design systems for each brand, and building 'component variants' in Figma

I working with the ION mobile app team (IOS & ANDROID), I produced designs adhering to their design system, but also contributed back to their designs by producing more variations for use.



# ‘Cancel a Term Deposit prior to maturity’ Digital Service Request:

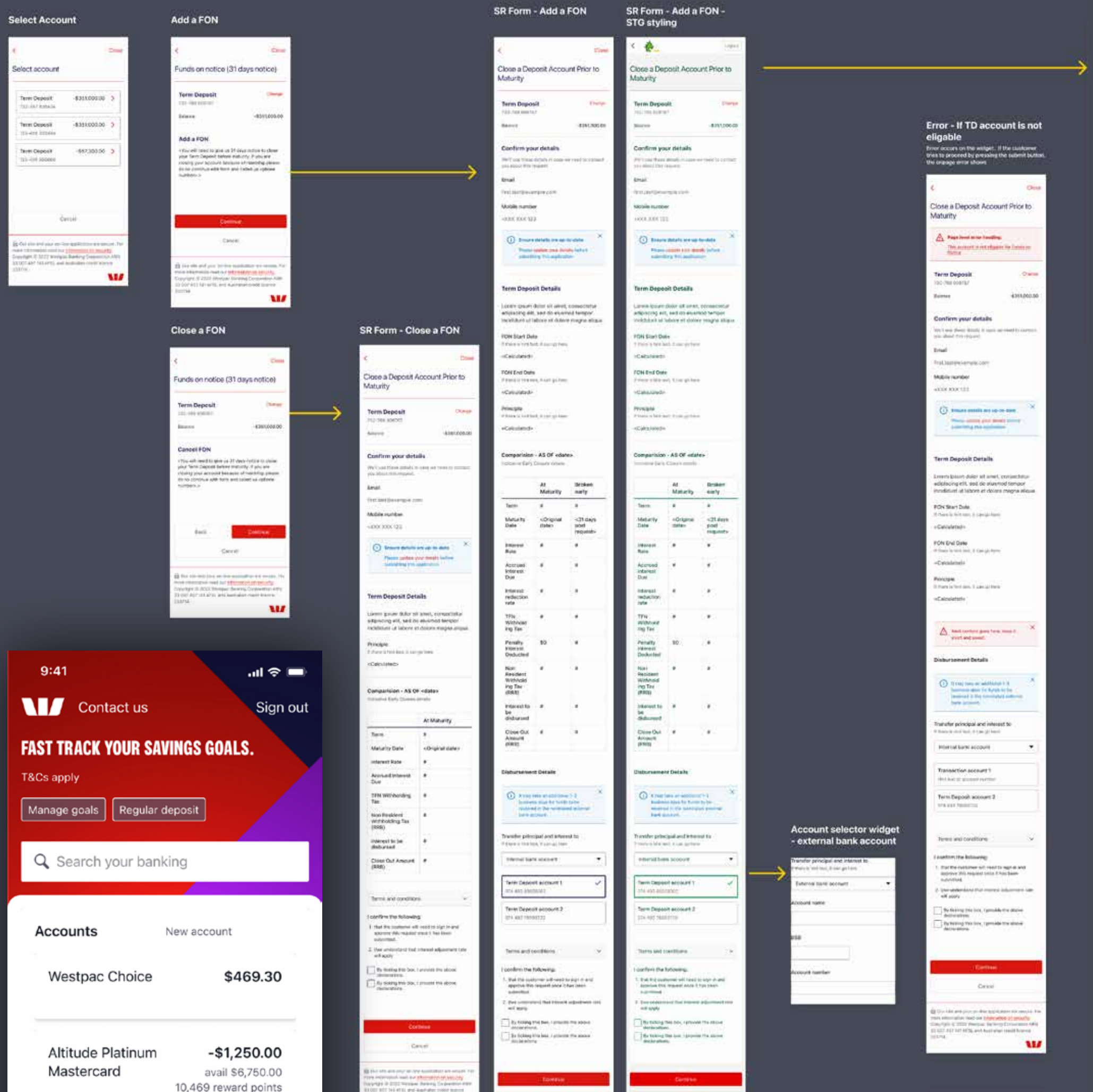
While I worked on several form conversions, the ‘Term Deposit Cancellation’ project was the ‘work package’ that I had the largest responsibility and ownership over the design process.

Depending on the plan of release, sometimes I would work on legacy forms, or designs that have been initiated from several quarters ago. However, with the ‘Term Deposit Cancellation’ project, I was able to start from the beginning and build a workflow from scratch.

I was able to apply my learned knowledge from the other projects to start applying the correct framework, design components and initiate initial discovery and research.

I produced this form for several platforms:

- ION – Mobile App,
- Westpac Classic – Desktop browser,
- Compass – St George/Bank SA/Bank of Melbourne Mobile App



# Bin Manager product redesign & update

## 2022 – Product Roadmapping + UX wireframing

### Project Highlight:

- **Full Process ownership** – I was the only designer on this project, was given the ability to run and plan the project on my own. I came up with the exercises myself based on research for best practices. I also cultivated the customer relationship with homework setting and follow ups
- **Workshop facilitation** – The client highly valued the sessions we ran, helping her gain a clearer vision for her product roadmap. We were able to identify major opportunities for her product to expand and grow.

## The Brief:

### Opportunity to upgrade a legacy system

Bin Management software was nearing 20 years when the client approached us for a rebuild and redesign. However, they also chose this as a major opportunity to improve their product on a design front to make the platform more usable and scalable.

### Product roadmapping through a UX lens

The additional challenge was to also conduct a stocktake on the platform’s current and future features. Some features in the current platform was heavily used, whilst others were often forgotten, meaning the product itself was rather bulky and took a long time to load.

### Segmenting design in stages of build

Working with a development agency, I needed to plan a ‘Minimum Viable Product’ as well as the ideal states of the design wireframes that included the client’s future plans for expansion.

### Logistics software as a service

Since bin manager is a platform for smaller owner-operator and SMEs to run complex bin logistics. We needed to take in account unique customer business models, use cases and products.



### B2B- About Skip & Wheelie bin companies SME & Owner-operators

- Audience** 30-60+, often a family operation, 2-20+ company
- About their lifestyle/work** The skip bin industry is operated by small operators, they don't have the means to build their own custom software solutions outside of setting up spreadsheets. Each operator will have their own business models from pricing, service operations and type of inventory.

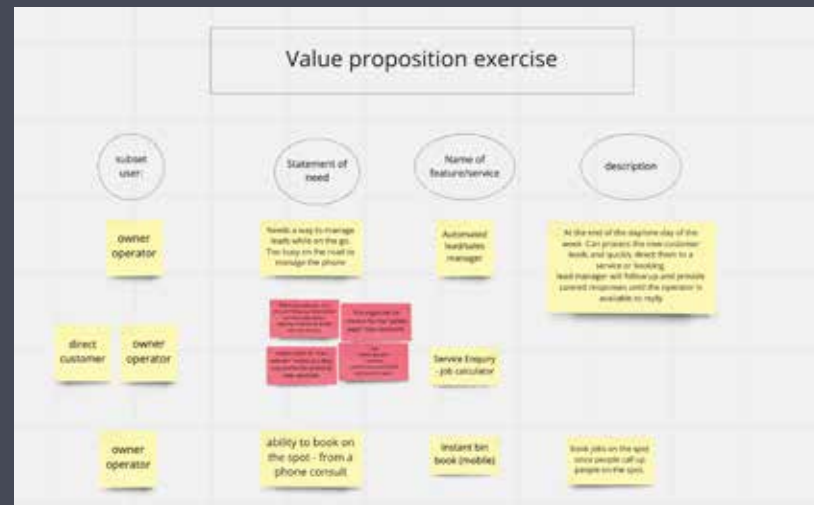


## Feature brainstorm & Product Roadmapping:

## Prioritisation through workshop facilitation

The project relied on several workshopping hours, discussing and examining platform features and assessing their importance against business and customer objectives. In our sessions, we recorded and applied a value scale to platform features and functions to determine the product roadmap.

## 1. Value Proposition Exercise & Competitor landscaping

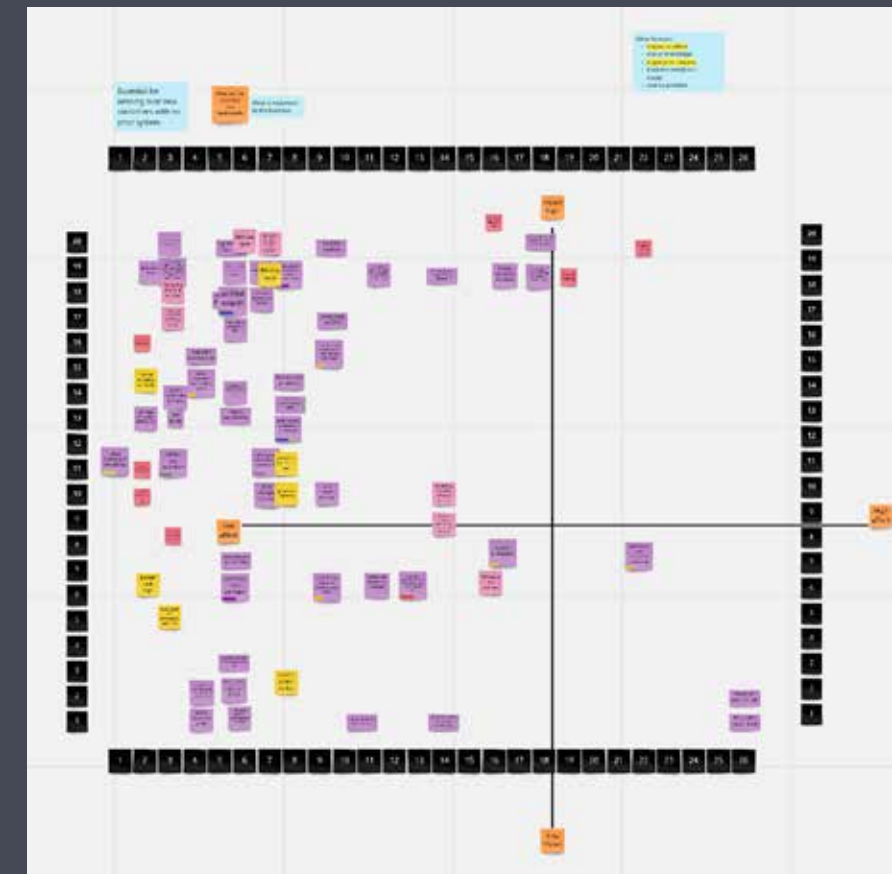


Brainstorming and Ideation techniques include conducting a Value proposition exercise where the focus was to map out 'customer needs' against features, always keeping the user in mind.

Through a competitor landscape exercise, we researched platforms that had solutions the same or similar space and drew inspiration.

While this step was set up as client homework, the client valued the sessions that we ran and having someone to listen and facilitate their thoughts. No idea was too large or small at this stage, and it was enjoyable to come up with ideas.

## 2. Value plotting & roadmapping



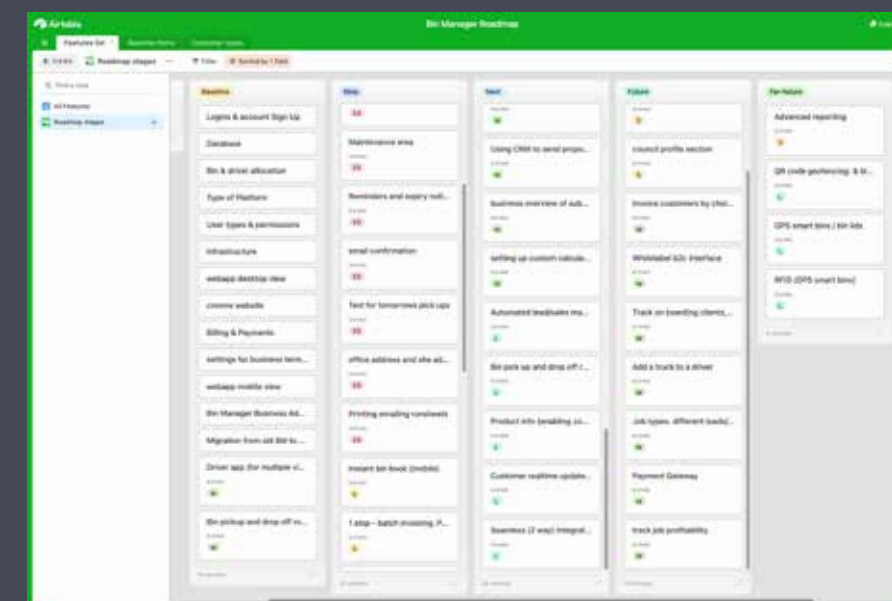
Once we finished brainstorming features the Client and I mapped these against a value matrix, from customer needs to business needs.

Additionally, I worked with a tech lead to estimate complexities relative to each other, to determine the effort score in order to plug into a prioritisation calculation.

The formula to determine what feature sets to build is:

$$\frac{\text{(Customer needs + business needs)}}{(\text{effort}) * (\text{risk})} = \text{priority}$$

I was able to make these calculations and map these out on a database tool called **Airtable**. This is where I can produce several views of the single source of truth. The client was able to contribute their comments and ideas to this table, and capture complex information like images, links and descriptions.



	Name of feature	Effort score	Business risk	sizing score	Roadmap score	Roadmap
2		Sum 103	Sum 137	Sum 22	Sum 8.1	Sum 23
17	Invoice types - terms as cash and account, how often to invoice	12	19	1	0.5	2 <a href="#">Next</a>
18	Ability to add repeating c/o or services	8	13	1	0.3	2 <a href="#">Next</a>

## Home page



## Dashboard



## Booking



## Assign drivers



## Assign drivers



## Assign drivers



## view booking



## view booking



## Customers



## Customers



## Inventory



## Inventory



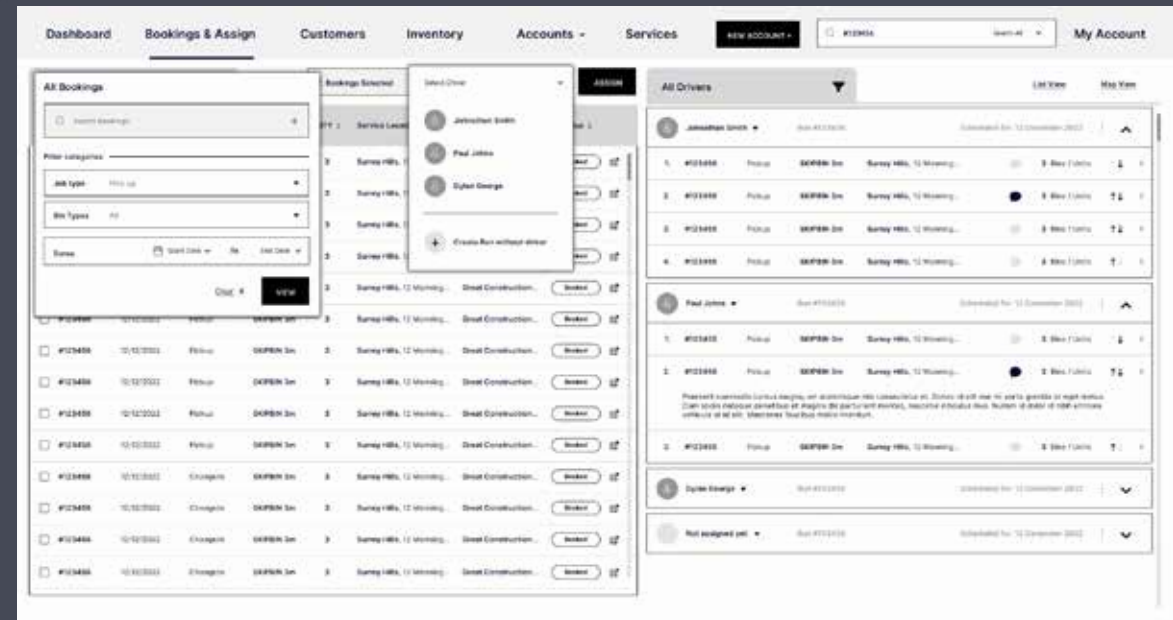
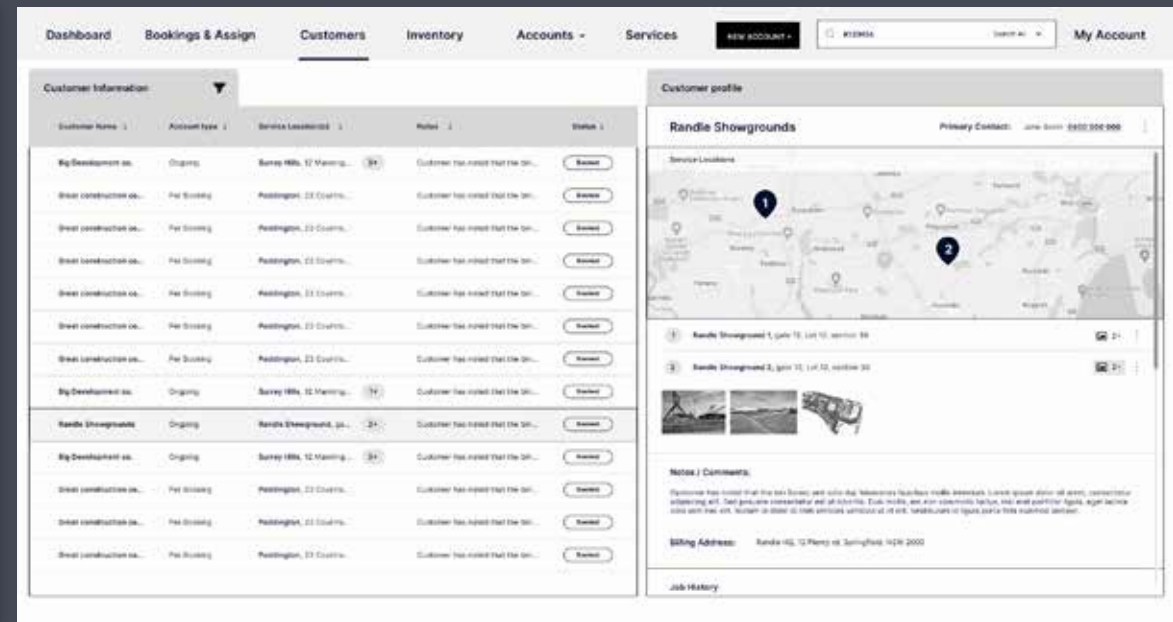
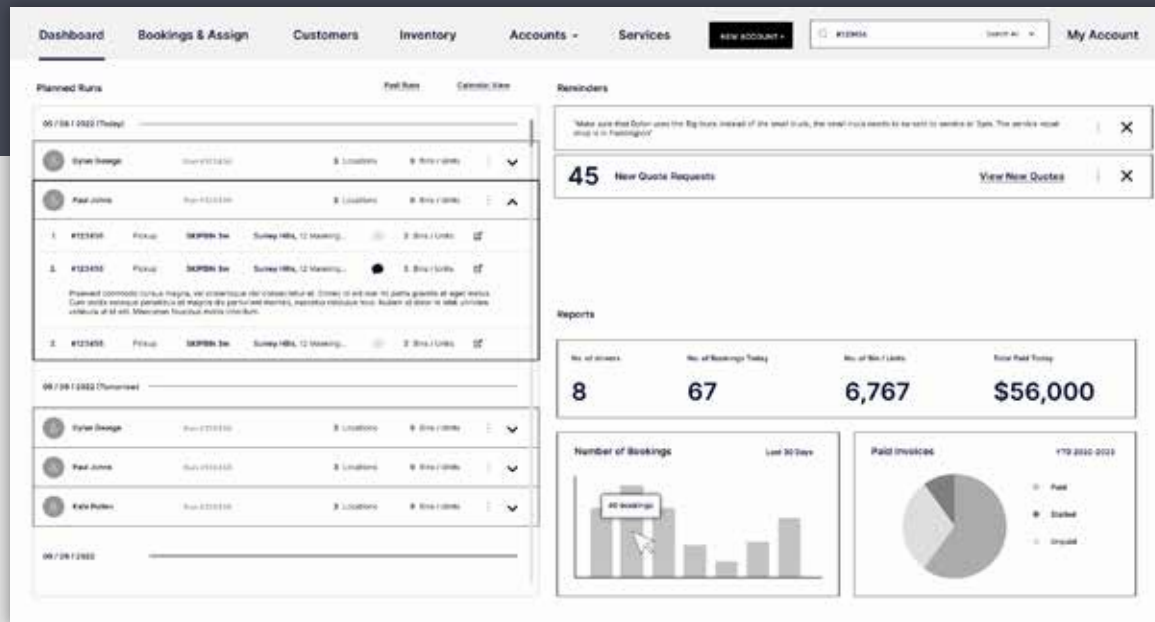
## Accounts



## Accounts



Booking detail Screens are same



# Wireframing the new platform design:

## Creating concept designs for the initial build

Based on my understanding of how the customer, business model, industry and the roadmap that I produced. I created the wireframes that maps out all the user stories and functions required for the re-release. This design includes only the needed features required to launch, which is a combination of existing and new features.



# Wrapped Insurance branding & product design

2022 – Branding + UX wireframing + UI design

## Project Highlight:

- **Brand Direction & ownership** – I had full control of the branding process, and produced the brand visuals myself. This almost meant the client entrusted me to work with external teams to be the enforcer of the visual brand.
- **Working with existing products and external teams** – I worked alongside an external company, through an agile process, and collaborated on design.

## The Brief:

### Selling premium insurance with a premium brand

The client wanted to serve a High Net-worth audience, which commanded a premium brand, look and feel. With the initial brainstorm session for the ‘to-market’ strategy, we wanted to explore a brand that had elements that could work physically and digitally.

### Making long forms enjoyable and simplified

The goal of the quotation workflow was to give the customer an accurate quotation, as well as not give the user an overall sensation of input/form overload (much like the experience to a tax-return form). My goal was to use UI and UX design methods to simplify and delight.

### Working with an existing off-the-shelf solution

The client’s build strategy was to leverage an existing solution that can be customised to the client’s business model. This helped them save costs in producing their own system, as well as leverage an existing build to save costs. The challenge here was to create a unique customer experience, whilst being constraint to back-end logic and functionality. This required having numerous sessions with the software company, to determine the feasibility of designs.

## B2C – About the Working Wealthy

‘HENRYs’ (*High Earning Not Rich Yet*)  
& ‘HNW’ (*High Net worth*)

**Audience** 30–55, 40–50 biggest target

**Gender** 50/50 – often wives

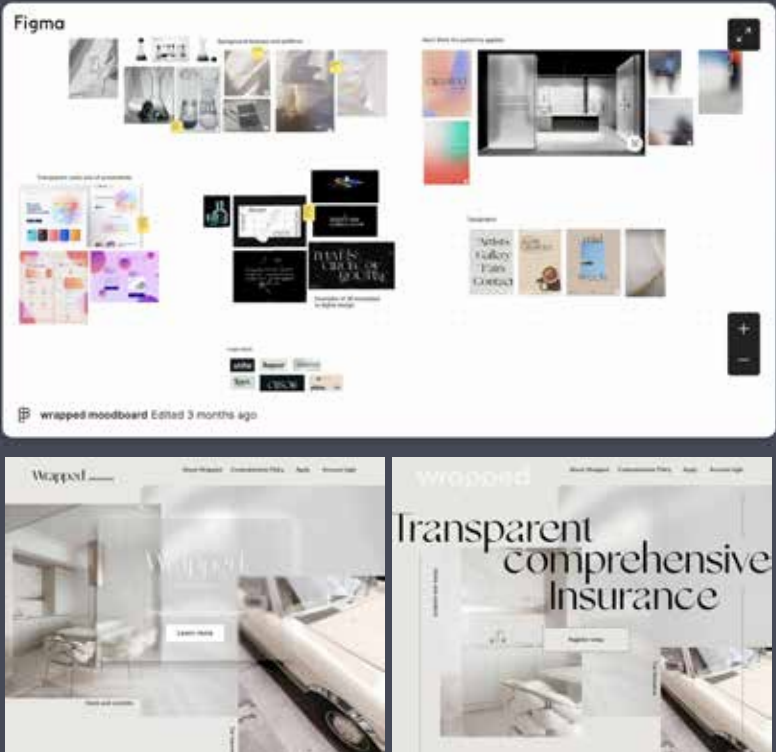
**Income** \$250k Household

**Education level** Bachelors degree as a minimum

**About their lifestyle/work** Lives within 10k from CBD, Owns their own property, Typically has kids. Potentially own several investment properties and vehicles, and need an all encompassing insurance cover



# Branding process

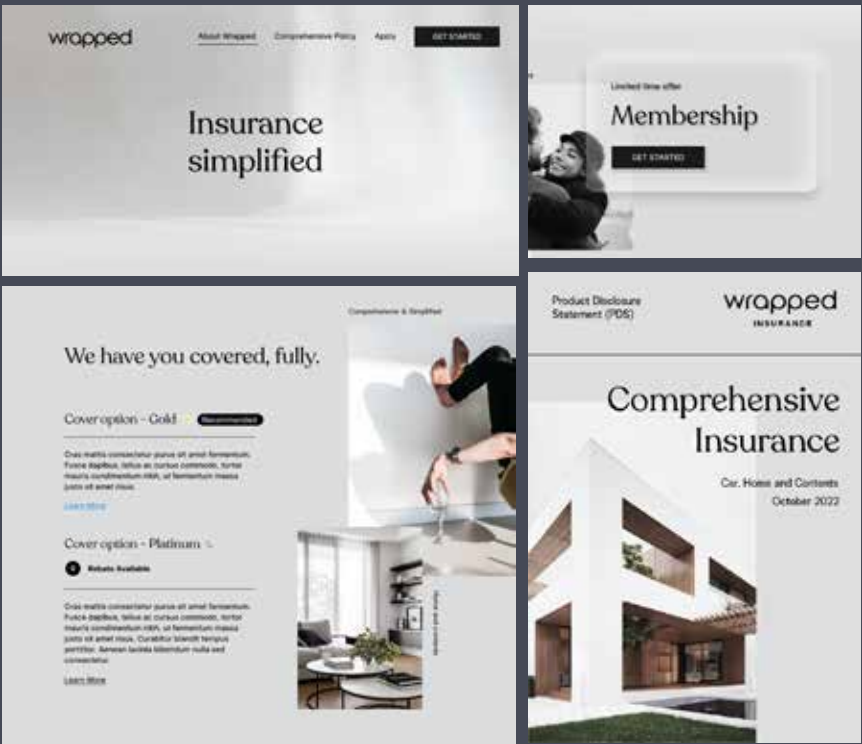


## 1. Moodboard and brand exploration

I got the initial style strategy buy-in from the client through conducting brand workshops with a few stakeholders. As a group, we compiled inspiration, ideas and discussed brand and to-market strategies that would inform the overall brand look & feel, voice and approach.

The client went with a ‘glass’ feel, due to its contemporary styling, and being versatile with their physical marketing strategies.

I produced a few light brand concepts to tie into the high-end brand aesthetic. This meant looking at architecture, cars and interior designs for inspiration.

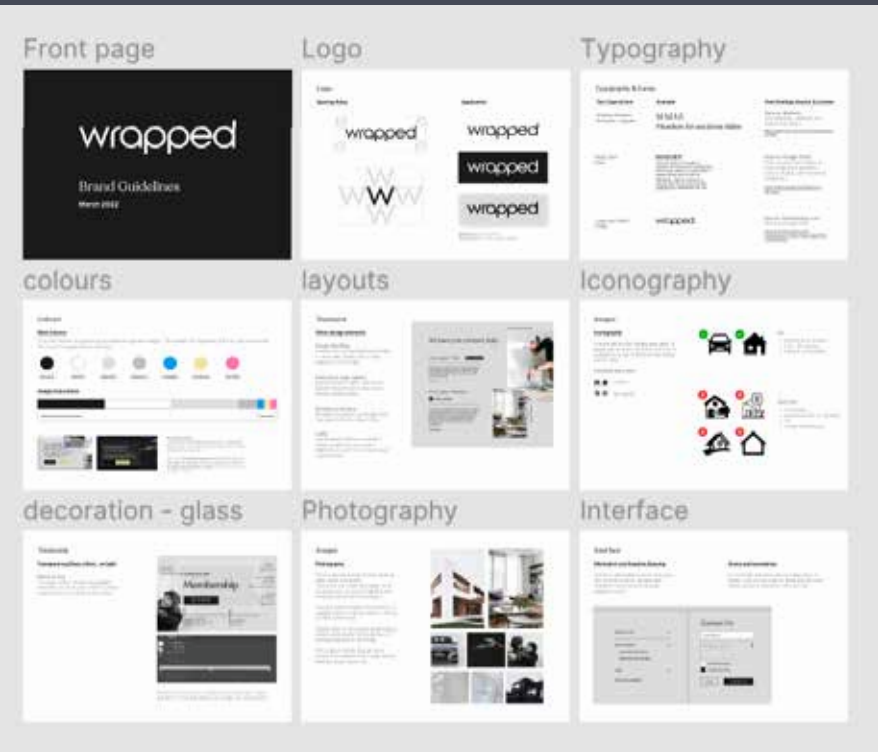


## 2. Brand refinement through examples

My method to branding is to produce contextualised designs (such as website and brochures) and having a macro view of the overarching look and feel.

This also meant that I was able to dictate how the branding is used in different contexts. For example, while the glass effect was a key brand element, I knew that this could only be used sparingly within the overall brand. Using this fancy effect would lose its impact if it was overused.

The logo design was the final step in the branding process. We chose a simple wordmark for the logo based on the minimalist approach of the brand.



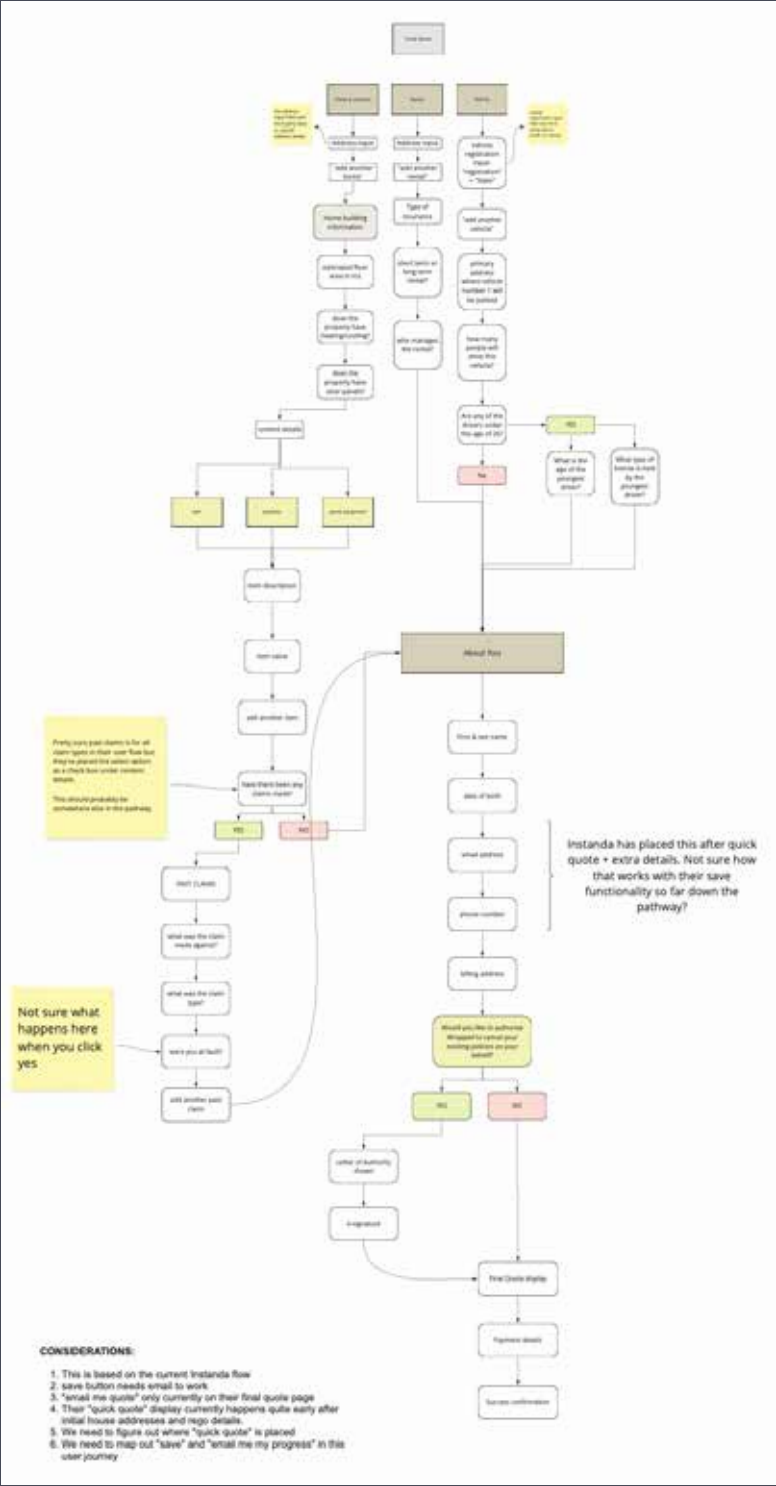
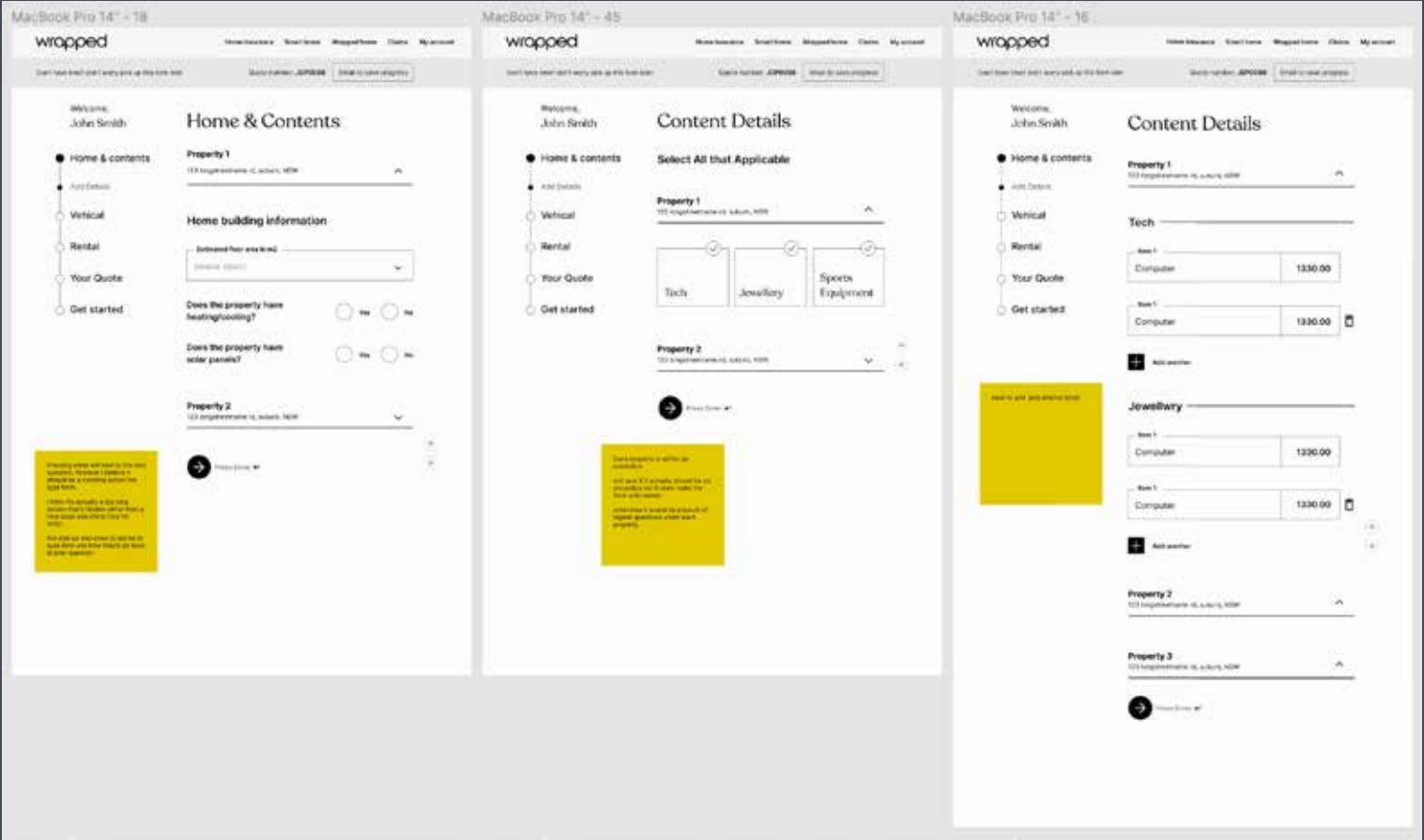
## 3. Producing a robust brand guideline

My method to brand guideline is to include just enough instruction to apply the design in a formulaic way. For example, I have a usage guide for colours, iconography do's and don'ts, technical specifications for producing the glass effect in design tools and web, as well as layout and photography examples to help inform general graphic design.

I believe that a guide should inspire more ideas not limit, meaning I don't over prescribe brand elements and only provide examples.



# UX – Wireframing the quotation workflow



## Redesigning the quotation flow

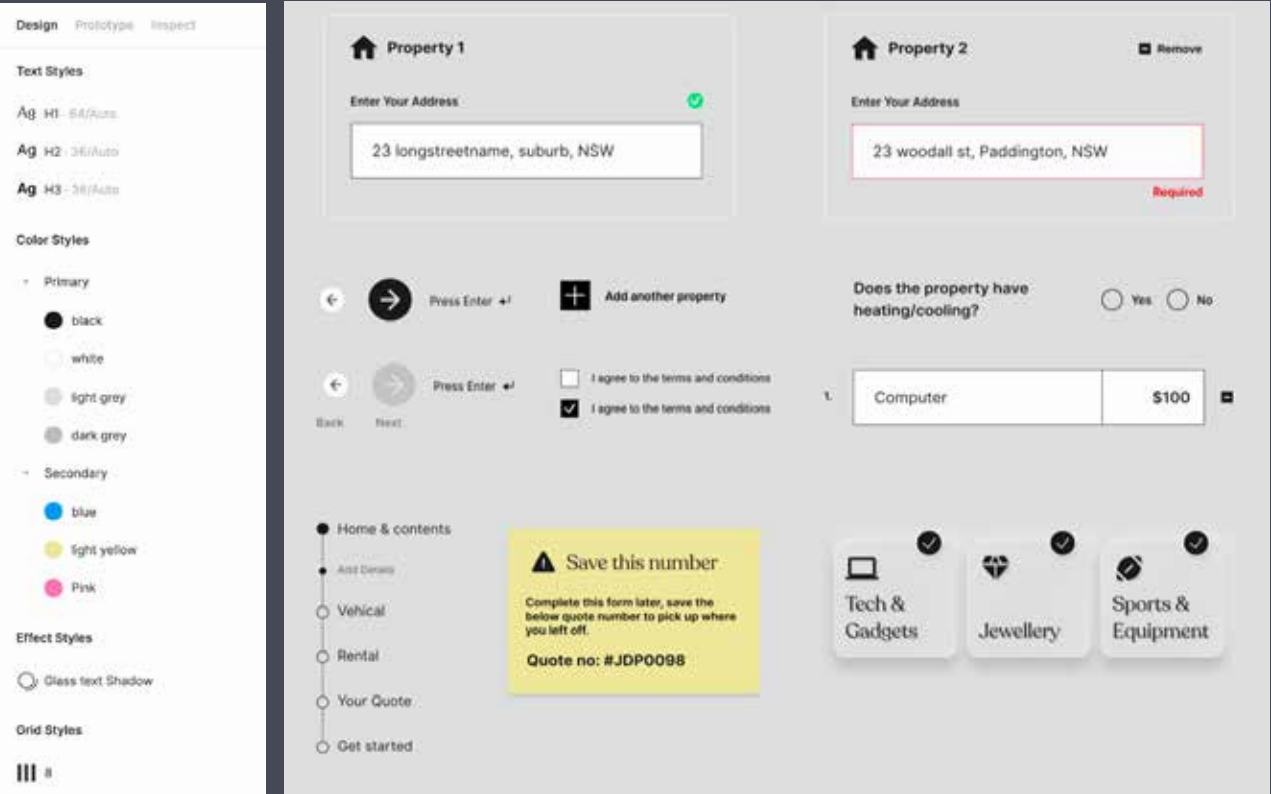
Despite using an whitelabelled solution, we had the opportunity to reimagine the form process. This meant we were able to improve on the input overwhelm of the original form.

The approach we took was through simplifying the questions, and grouping questions into clearer categories. Additionally, I designed save and return back later mechanisms in the flow to help avoid any form abandonment.

## High-fidelity wireframes for agile processes

Since these wireframes were produced alongside the development team, this meant i needed to implement some UI brand styles into the wireframe. This allowed the team to work on the placement of the content, without the final UI impacting the overall look and feel later on.

# UI Design + Design system

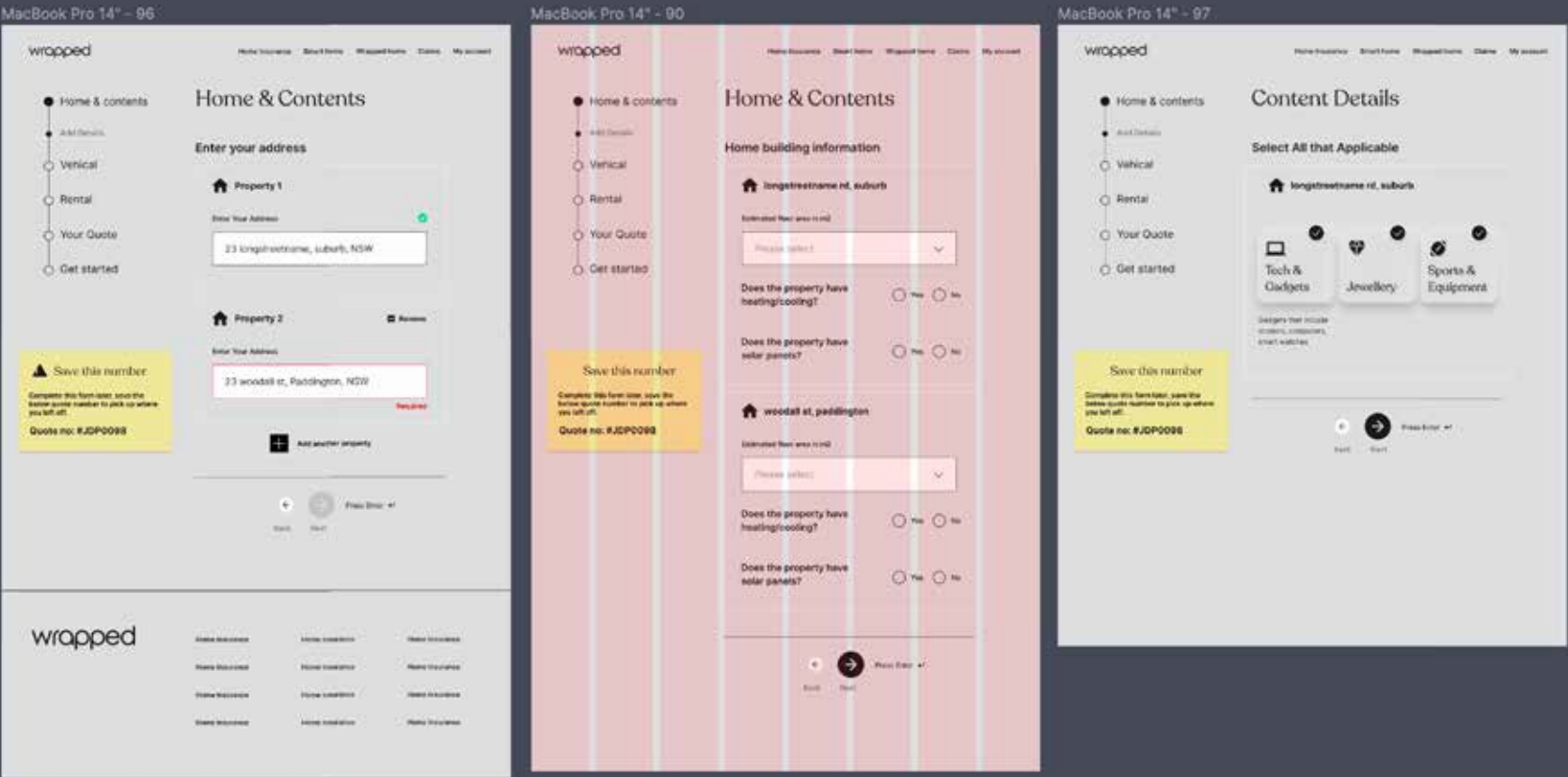


## Setting up the UI design system

Given I was the custodian of the branding process, the UI phase was an extension to the previous branding work. Having a clear brand vision, meant that I created large and spaced out UI elements. Deploying a minimalist approach, I specified custom UI componentry that would hide and show propts on hover or upon activation. Meaning the whole form experience would feel clean and open.

This design was placed into figma and utilised their design styles and 'component' (symbol) system.

Based on the feedback from the development team, I had to swap out some component styles for others due to the limitations to the build of the platform.



## Producing final UI designs & package for development

As part of the handover process between UI and development, I provided the development team visual guides. This included documenting and specifying space rules, grid rules, typography and UI states.

Depending on the development team capability, sometimes I would provide video walkthroughs to help them understand UI considerations. However, fortunately the team that I worked with were capable of picking up design details without too much guidance.



# Mitre 10 – TradePlus+ App

2022 – Concept design + UX wireframing + UI design

### Project Highlight:

- **Updating a legacy brand** – The UI designs produced helped inform the overall digital brand
- **Solving a complex business problem** – With hundreds of stores nationwide, the challenge was within the ability to understand and take in account several unique business requirements
- **Produce future app concepts** – Being able to create supporting designs to present and sell the future roadmap of the application. For presentation purposes, screens were designed with the optimal state in mind.

## The Brief:

### Consolidating two B2B account systems through design

Mitre 10 is a long-standing hardware store brand, run by individual small-business franchisees. This meant overtime, they built two separate b2b account systems for tradie businesses owners to have ‘accounts’ with their favourite mitre 10 stores. Mitre 10 needed to produce a modern app that consolidates their systems to simplify the account keeping process.

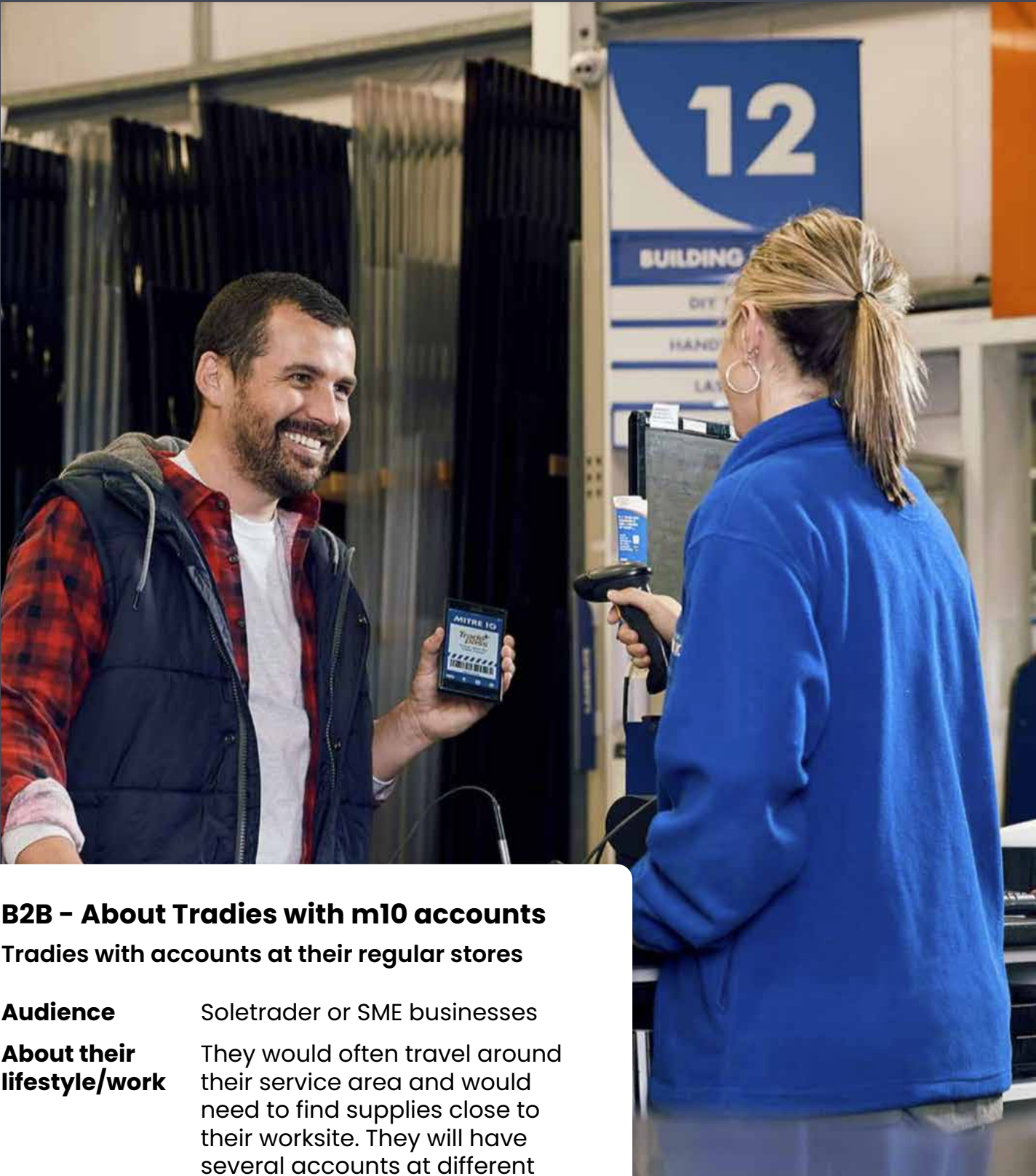
Given the nature of their business model, this could only be resolved through considered app design. This meant the design needed to take in account the complexity of different customer types and make it clear for users to jump between the different systems.

### Produce future-state concepts for the TradePlus+ app

This application was to replace their previous app, but also serve as the basis for mitre 10’s future digital product roadmap. They wanted concepts for different features that the app would eventually faciliate, from creating purchase orders, talking to customer service and compare product ranges.

### Create a new UI style that matches their branding

Given this app was to rehaul their existing app, this was an opportunity to develop the new UI and digital brand style for the company.

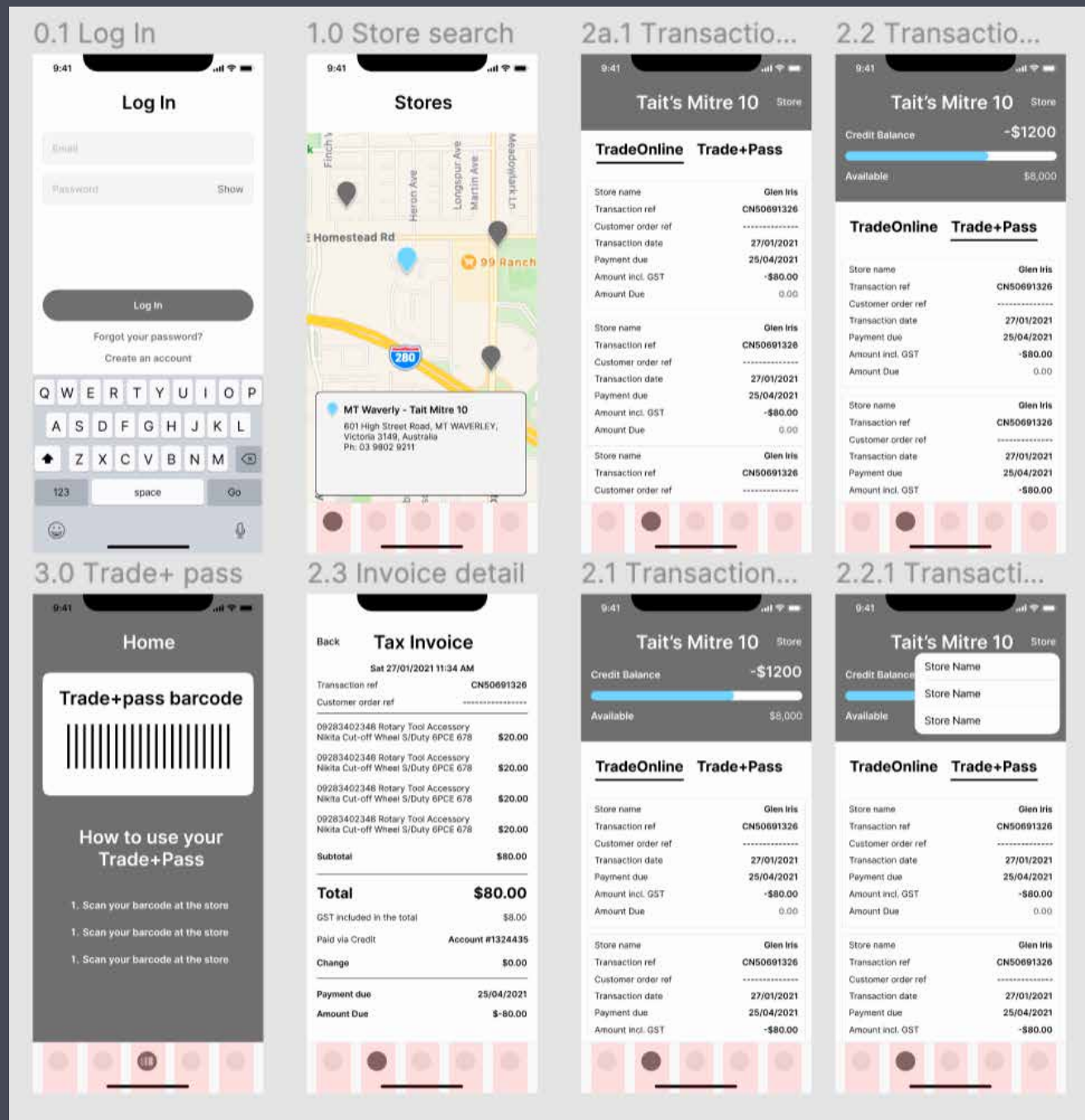


### B2B – About Tradies with m10 accounts

Tradies with accounts at their regular stores

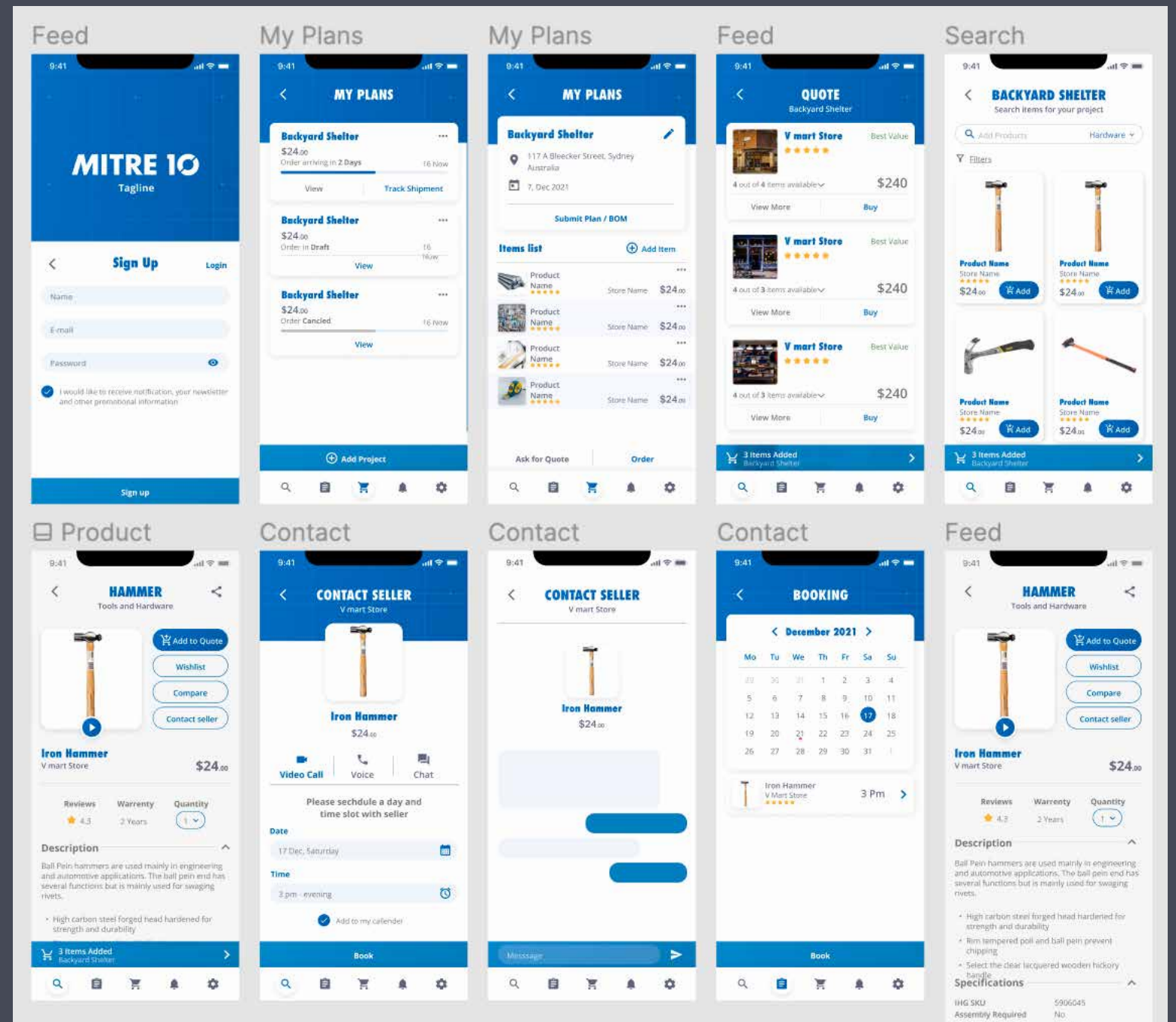
<b>Audience</b>	Soletrader or SME businesses
<b>About their lifestyle/work</b>	They would often travel around their service area and would need to find supplies close to their worksite. They will have several accounts at different mitre 10 stores, each with their own special offers on trade accounts (bulk discounts, or product ranges). They sometimes have outstanding balances with stores and operate out of credit.





## Wireframing and simplifying a complex solution

The challenge was to understand the complex business activity around account keeping with various different types of franchisee stores. Based on the fact that all stores operate with their own offers and promotion dates, this meant there was no common thread that could simplify the account keeping process. Despite this, I was able to provide a solution of 'store homes' within the app that acted as mini landing pages for each store within the application.



## Producing exciting future state app concepts

It was fun to visualise app concept screens, by creating high-fidelity mockup screens of the following features:

- Bill of Material planning through plan uploads
- Getting a quotation for materials for a building project
- Contacting sales and store assistants to get help and advice on products and building solutions
- Compare brands, products and items between stores
- Search and buy products online