

# PORTFOLIO

**Ana Logar**

*Senior UX/UI Designer · Product Designer*

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## ABOUT ME

A few words about myself, my professional background, and hobbies.

## PROJECTS

Recent major projects I have worked on.

**1** **NOMINAL**  
AI-powered software for accounting and financial operations  
Nominal, 2024 - present

**2** **MOBIK**  
B2B digital products for telecommunications operators  
Mobik, 2024 - 2026

**3** **SCINOTE**  
Electronic Laboratory Notebook (ELN) platform  
SciNote, 2023 - 2024

**4** **KAM ZA VIKEND**  
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**5** **STOCKTRADER PRO**  
Web platform and IOS/Android applications  
CREATIVE37, 2021 - 2023

## SOMETHING EXTRA



# HELLO!

My name is Ana and I am a senior UX/UI & Product Designer.

Since I was little, I have been closely connected to art. I attended various art workshops, and art supply stores were my passion. After completing primary school, I continued my education at the Secondary School for Design and Photography, specializing in visual arts. At that time, architecture was my first choice for further studies. I successfully passed the entrance exams, but circumstances led me elsewhere - I ended up at the Faculty of Natural Sciences and Engineering, where I enjoyed studying graphic design.

My passion for design and interactive communications is not just a profession, but a way of life. I thrive on the communication between clients and designers, understanding the importance of being a good listener and communicator in my profession. This passion and commitment are reflected in the quality of my work.

In my free time, I turn to dance, which relaxes me and brings me great joy. Scuba diving and skydiving are also activities I am familiar with. One of my hobbies/passions is sailing. I have

been sailing since I was little, and a 14 years ago, I obtained my skipper's license and took the helm myself.

I successfully graduated in June 2010 and obtained a master's degree in graphic and interactive communications in October 2013. After my studies, I worked as an assistant at the Faculty of Natural Sciences and Engineering in Ljubljana, and then I worked at Pristop, Signapps, Agency 101, Formitas BBDO, CREATIVE37, SciNote - Electronic Lab Notebook, Mobik, and Nominal.

Five years ago, in my spare time, I co-founded kamzavikend.si with two friends, the most extensive collection of ideas for outdoor activities in Slovenia. The portal is currently in its initial phase, and we have plans to continuously enhance it with new content and features to improve the user experience further.

My portfolio includes 5 case studies of the projects I am most proud of.

Enjoy watching :)



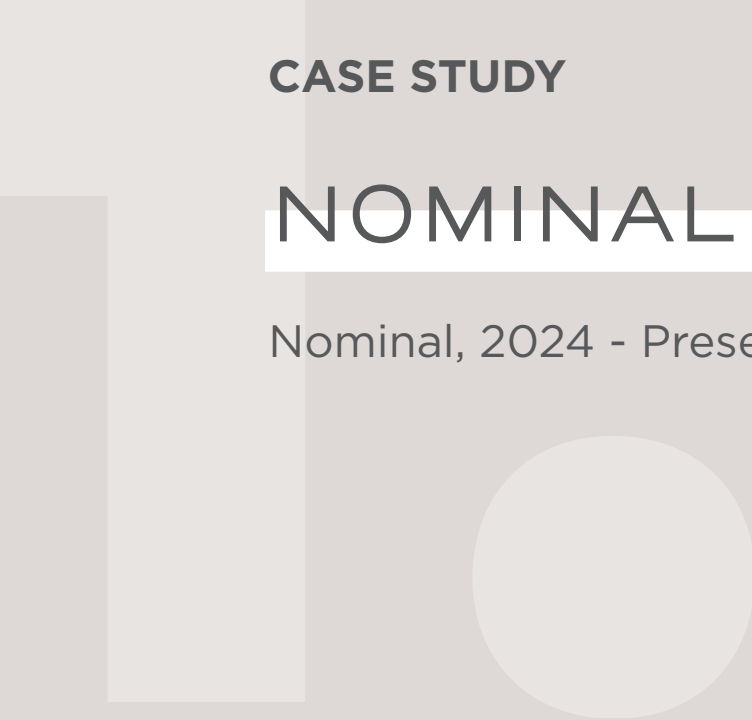
## Ana Logar

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 [AnaLogar](#)



CASE STUDY

# NOMINAL – AI-POWERED SOFTWARE

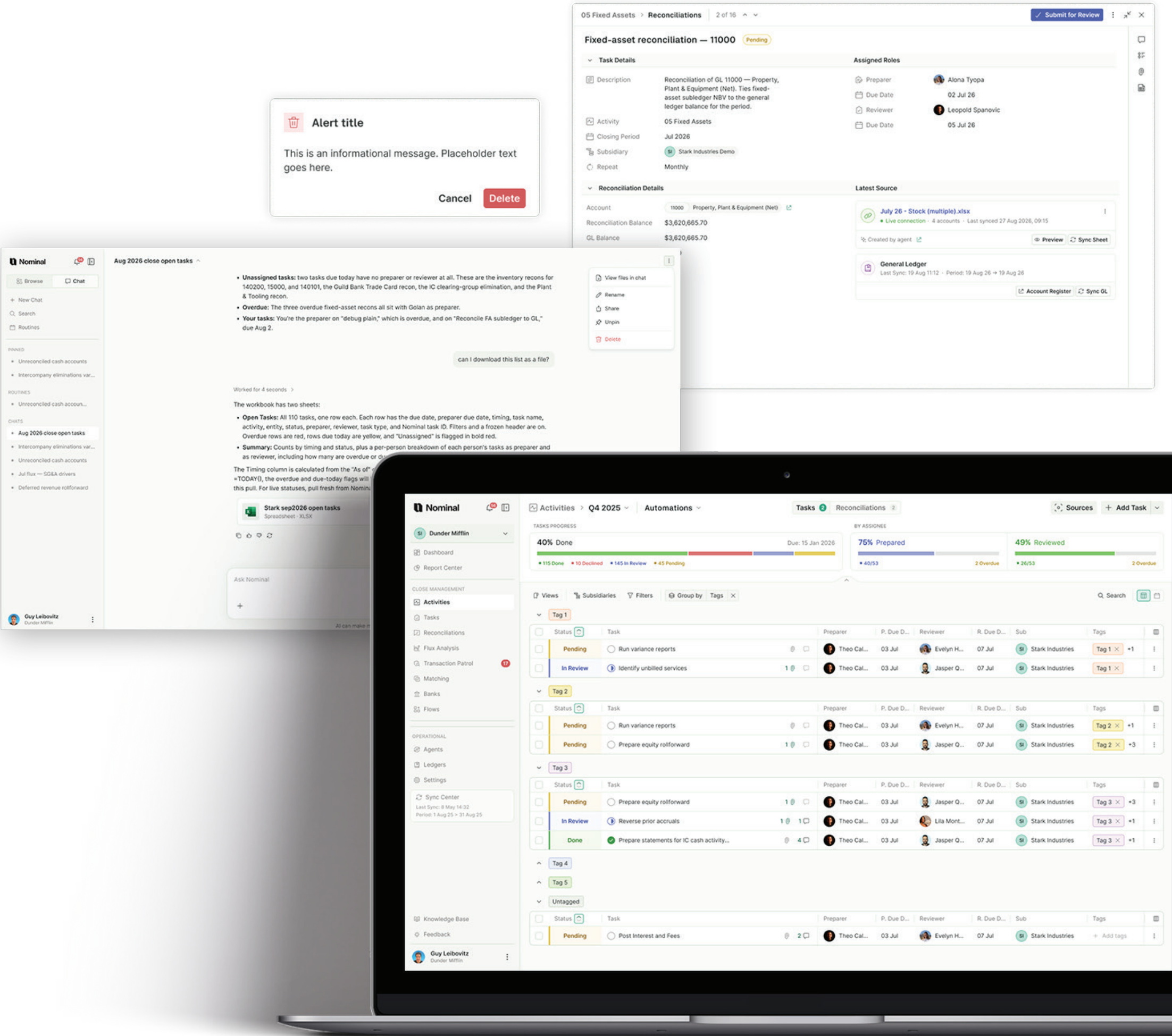
Nominal, 2024 - Present



# BACKGROUND

Nominal is an AI-powered B2B fintech company developing software that automates accounting and financial operations for businesses.

As a freelance UX/UI designer, I contribute to the development of new features, enhance the user experience, and help establish and evolve the design system as part of the ongoing product development.



# PROCESS

## TEAM

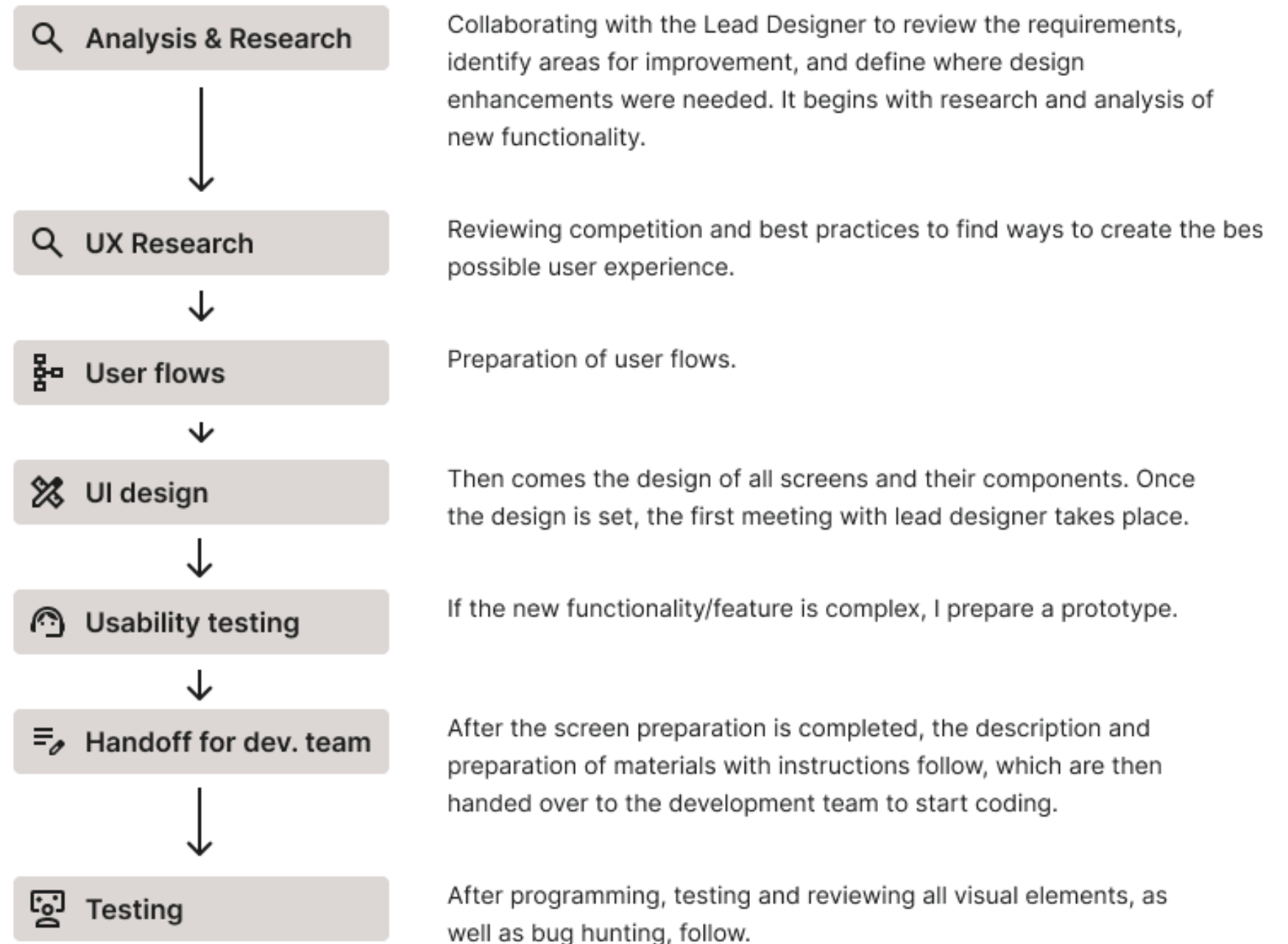
As a freelance UX/UI designer, I collaborated closely with the lead UX/UI designer, product managers, and developers.

## MY ROLE

My role was to support the lead designer.

When developing new features or evolving the design system, I first collaborated with the lead designer to understand the requirements and context of the task. I then conducted research and developed initial user flows and design concepts.

AI tools are an important part of my design process, helping me explore and visualize new functionality. I use them to better communicate how features should work to developers, define animations and transitions, and refine other details of the overall experience.



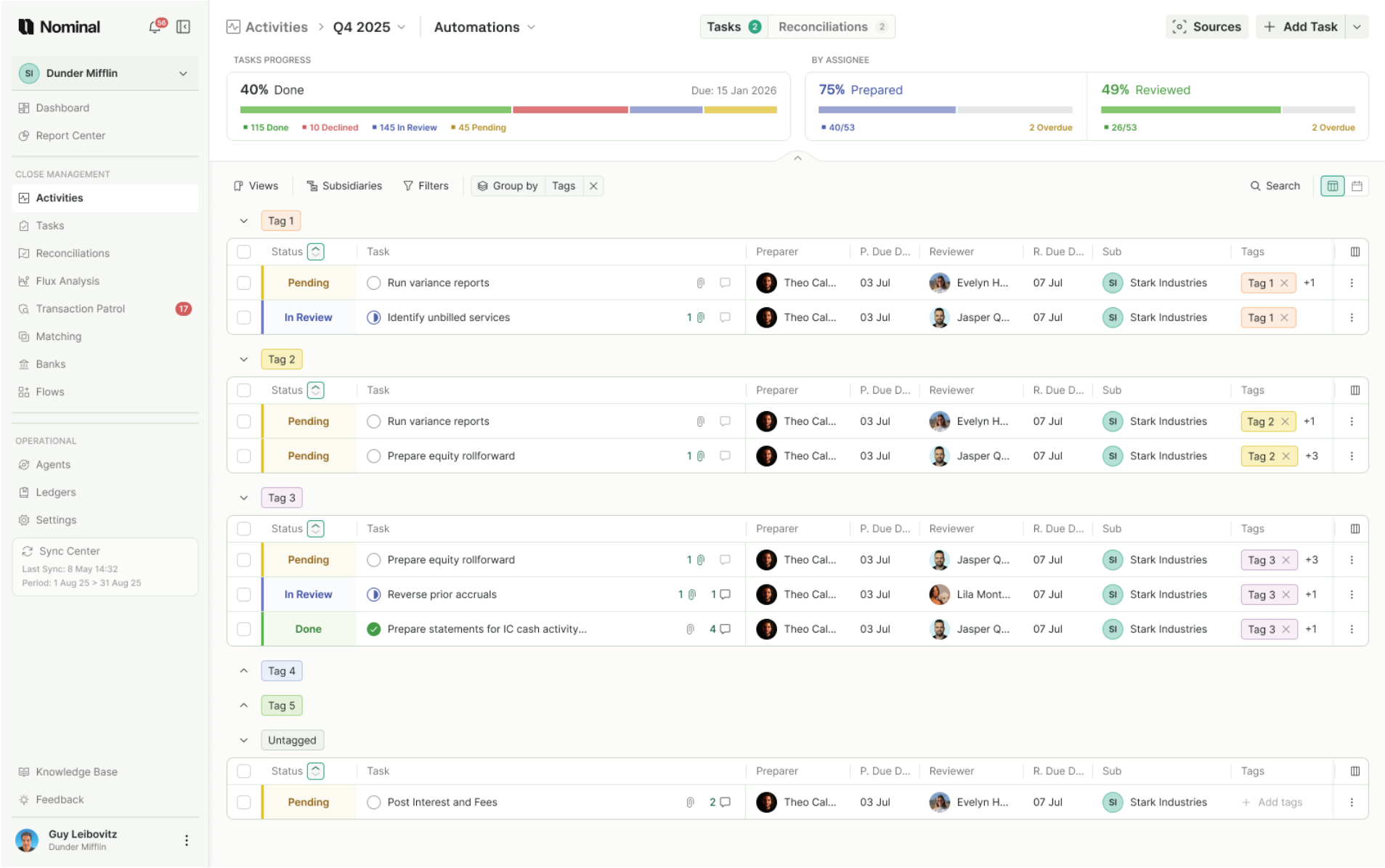
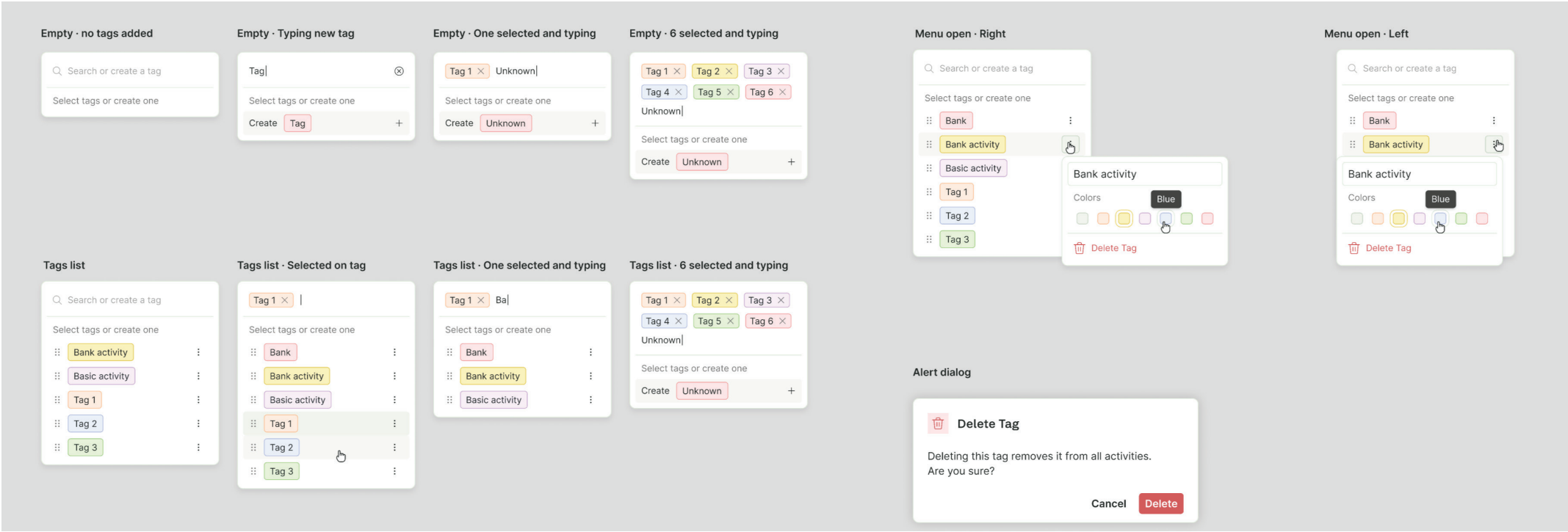
# USER INTERFACE

## TAGS

Users requested the addition of a Tags column to the table.

The first step was to explore the most effective UX flow and understand users’ existing patterns and expectations. Based on these insights, I defined the interaction model and designed the experience around the key scenarios, including selecting, adding, editing, deleting, and assigning colors to tags.

The goal was to create a familiar and intuitive experience while maintaining consistency across the product.



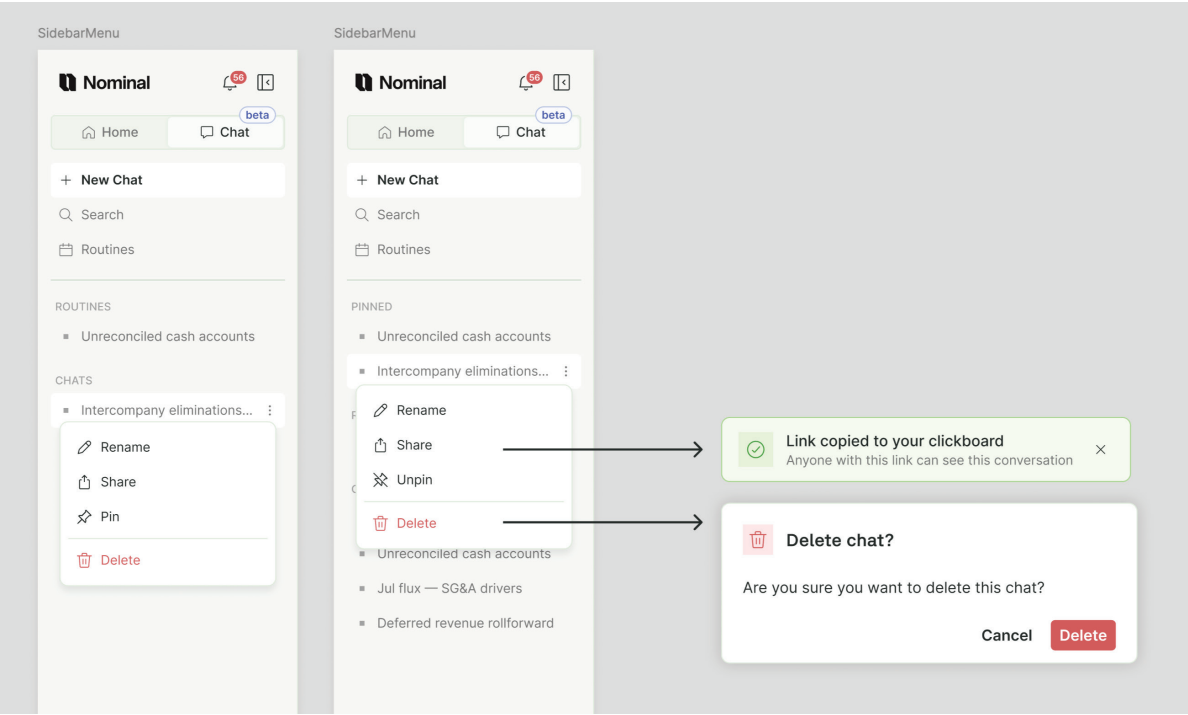


# USER INTERFACE

## AI ASSISTENT

Together with the Lead Designer, I worked on the design of an AI assistant that helps users create and manage their own and other users’ activities and tasks, while also providing support throughout the workflow.

The process involved researching different AI chat patterns and interaction models, identifying the most relevant and useful capabilities, and defining the overall user experience. I then designed the complete set of screens and interactions to create an intuitive and consistent AI-assisted experience.



Give negative feedback

What type of issue do you wish to report? (optional)

Select

Please provide details (optional)

What was unsatisfying about response?

Your conversation will be included with your feedback to help improve Clarity.

Cancel

Submit

Nominal

56

Browse

Chat

+ New Chat

Search

Routines

PINNED

Unreconciled cash accounts

Intercompany eliminations var...

ROUTINES

Unreconciled cash accoun...

CHATS

Aug 2026 close open tasks

Intercompany eliminations var...

Unreconciled cash accounts

Jul flux — SG&A drivers

Deferred revenue rollforward

Aug 2026 close open tasks

Unassigned tasks: two tasks due today have no preparer or reviewer at all. These are the inventory recons for 140200, 150000, and 140101, the Guild Bank Trade Card recon, the IC clearing-group elimination, and the Plant & Tooling recon.

Overdue: The three overdue fixed-asset recons all sit with Golan as preparer.

Your tasks: You're the preparer on "debug plain," which is overdue, and on "Reconcile FA subledger to GL," due Aug 2.

Worked for 4 seconds

The workbook has two sheets:

Open Tasks: All 110 tasks, one row each. Each row has the due date, preparer due date, timing, task name, activity, entity, status, preparer, reviewer, task type, and Nominal task ID. Filters and a frozen header are on. Overdue rows are red, rows due today are yellow, and "Unassigned" is flagged in bold red.

Summary: Counts by timing and status, plus a per-person breakdown of each person's tasks as preparer and as reviewer, including how many are overdue or due today.

The Timing column is calculated from the "As of" date in cell B2, which is set to Sep 30. If you change it to =TODAY(), the overdue and due-today flags will keep themselves current. The statuses, though, stay frozen as of this pull. For live statuses, pull fresh from Nominal.

Stark sep2026 open tasks

Spreadsheet · XLSX

Download

can I download this list as a file?

Ask Nominal

Guy Leibovitz

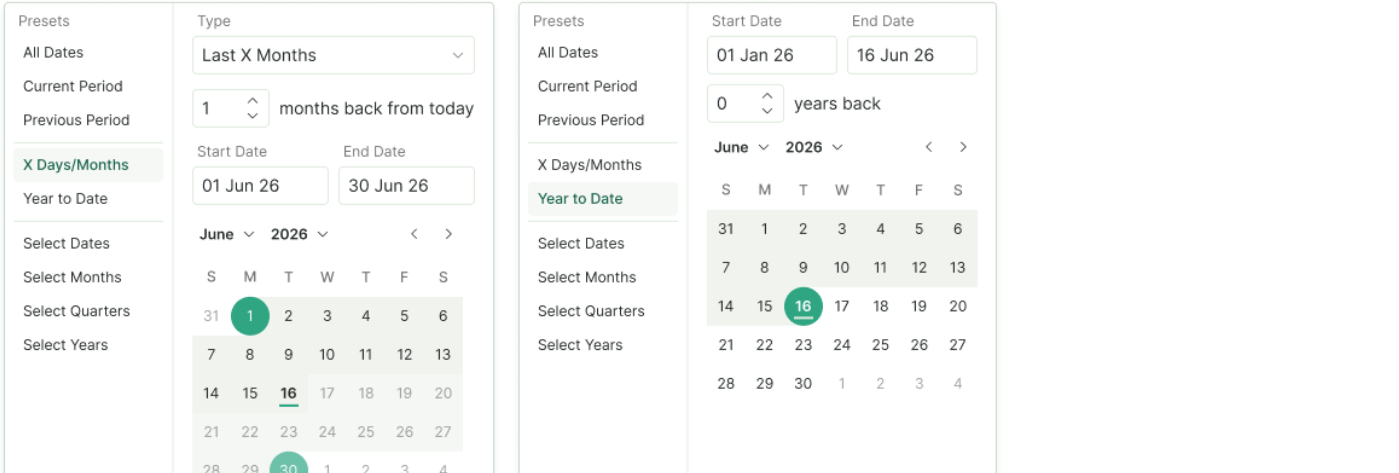
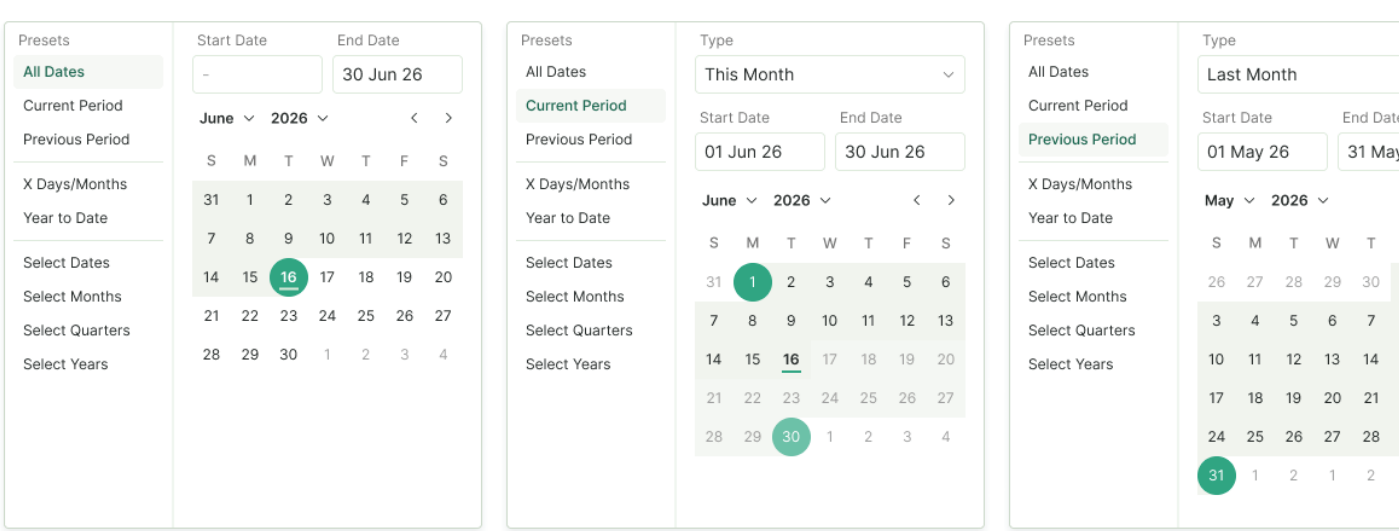
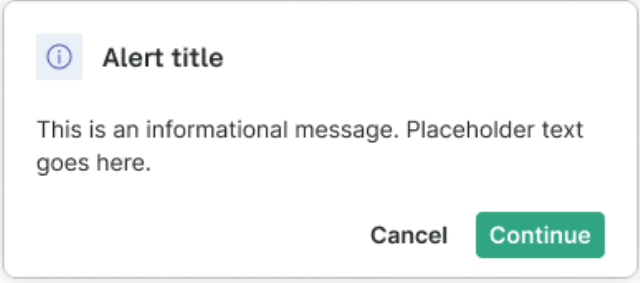
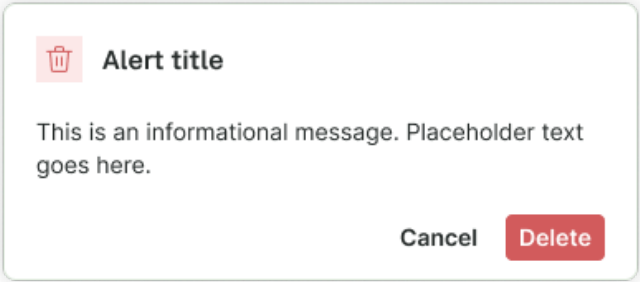
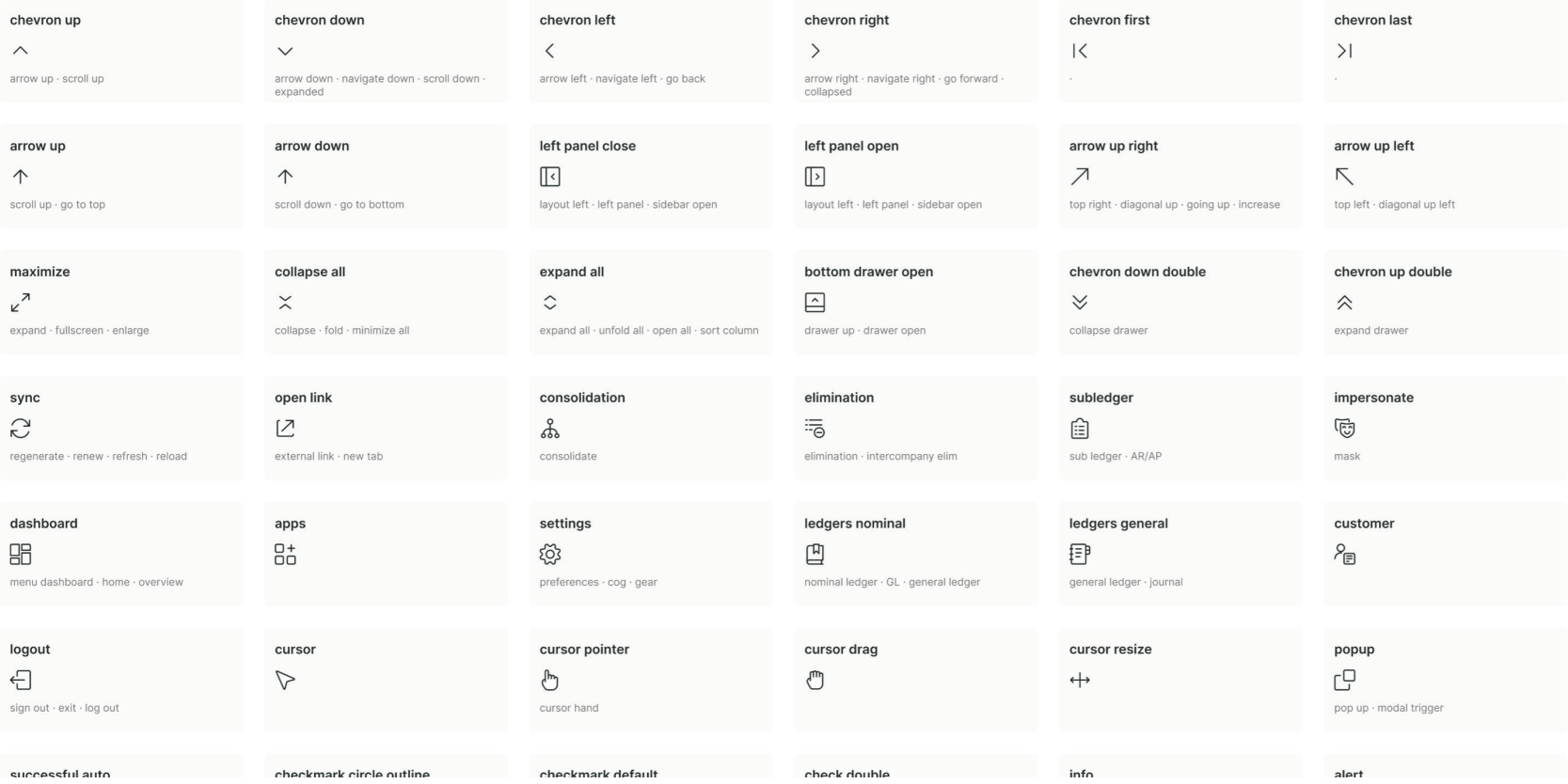
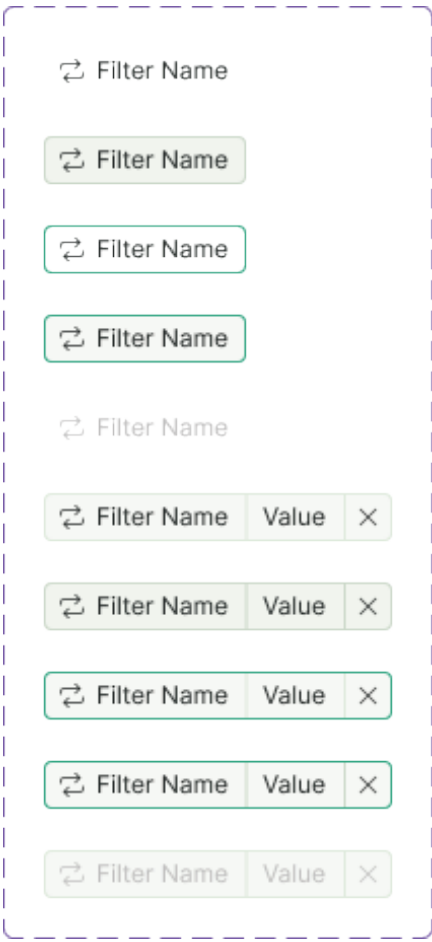
Dunder Mifflin

# DESIGN SYSTEM

When I joined the team, I contributed to the development and refinement of an existing design system.

As the product evolved, its overall visual identity was refreshed, including changes to the color palette and visual language.

This required the design system to evolve accordingly. I reviewed the existing components and adapted, refined, or redesigned them where needed to align with the new visual direction and maintain consistency across the product.



# WHAT I LEARNED

## **AI ACROSS THE DESIGN PROCESS:**

As the product is heavily AI-driven, AI was also integrated throughout my design process. I used AI to support research, explore and refine user flows, and accelerate prototyping when needed.

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## **EFFICIENT COMPONENT ARCHITECTUR:**

I learned how to structure components using Convert to Slot, allowing additional elements to be added when needed while keeping the design system lean, flexible, and free of unnecessary variations.

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## **ONLY REMOTE WORK:**

The role was fully remote and involved working across different time zones. Since Slack and video calls were the primary means of communication, being responsive and available during agreed working hours was essential for maintaining smooth collaboration and keeping projects moving forward.



**CASE STUDY**

# MOBIK – TELECOMMUNICATIONS SOFTWARE

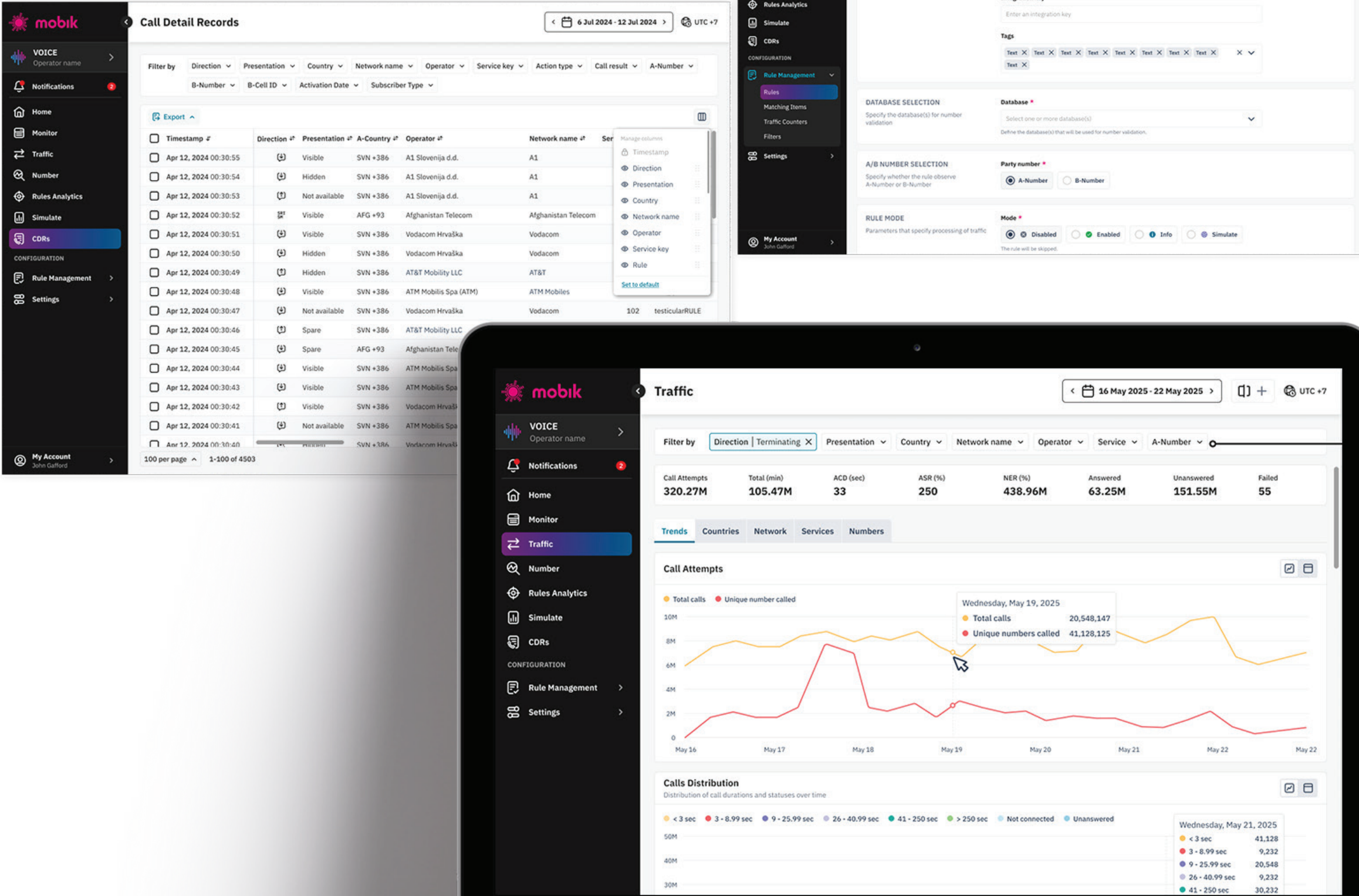
Mobik, 2024 - 2026

# BACKGROUND

Mobik is a telecommunications technology company providing revenue assurance, fraud prevention, and network intelligence solutions for mobile operators worldwide. Its products cover Voice, SMS, Data, RCS, OTP and OTT traffic.

As a freelance UX/UI designer, I initially supported the lead designer. During the final year of the collaboration, I took over her responsibilities while she was on maternity leave.

My role included establishing and continuously evolving the design system based on product needs, designing new features across all products, and collaborating closely with developers throughout the implementation process.



# PROCESS

## TEAM

As a freelance UX/UI designer, I collaborated closely with the lead UX/UI designer, product managers, developers.

## MY ROLE

My role initially involved supporting the Lead Designer, and later taking over the role for a year.

When developing new features or evolving the design system, I first collaborated with the lead designer or product managers to understand the requirements and context of the task. I then conducted research and developed initial user flows and design concepts.

AI tools are an important part of my design process, helping me explore and visualize new functionality. I use them to better communicate how features should work to developers, define animations and transitions, and refine other details of the overall experience.



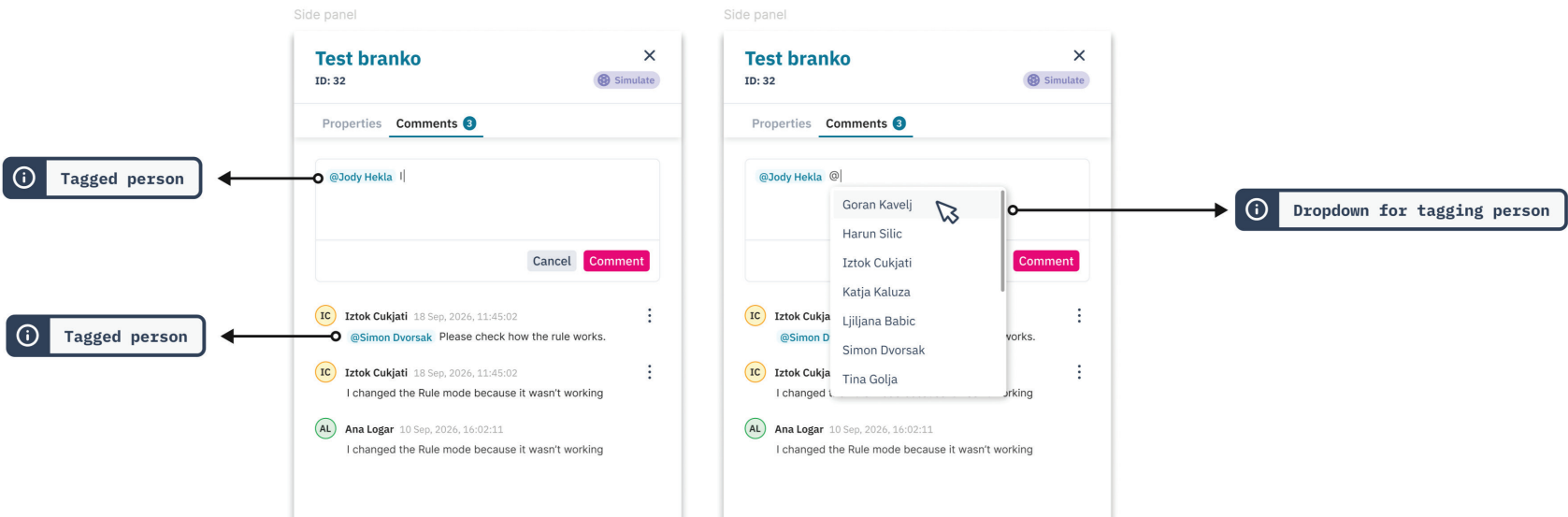
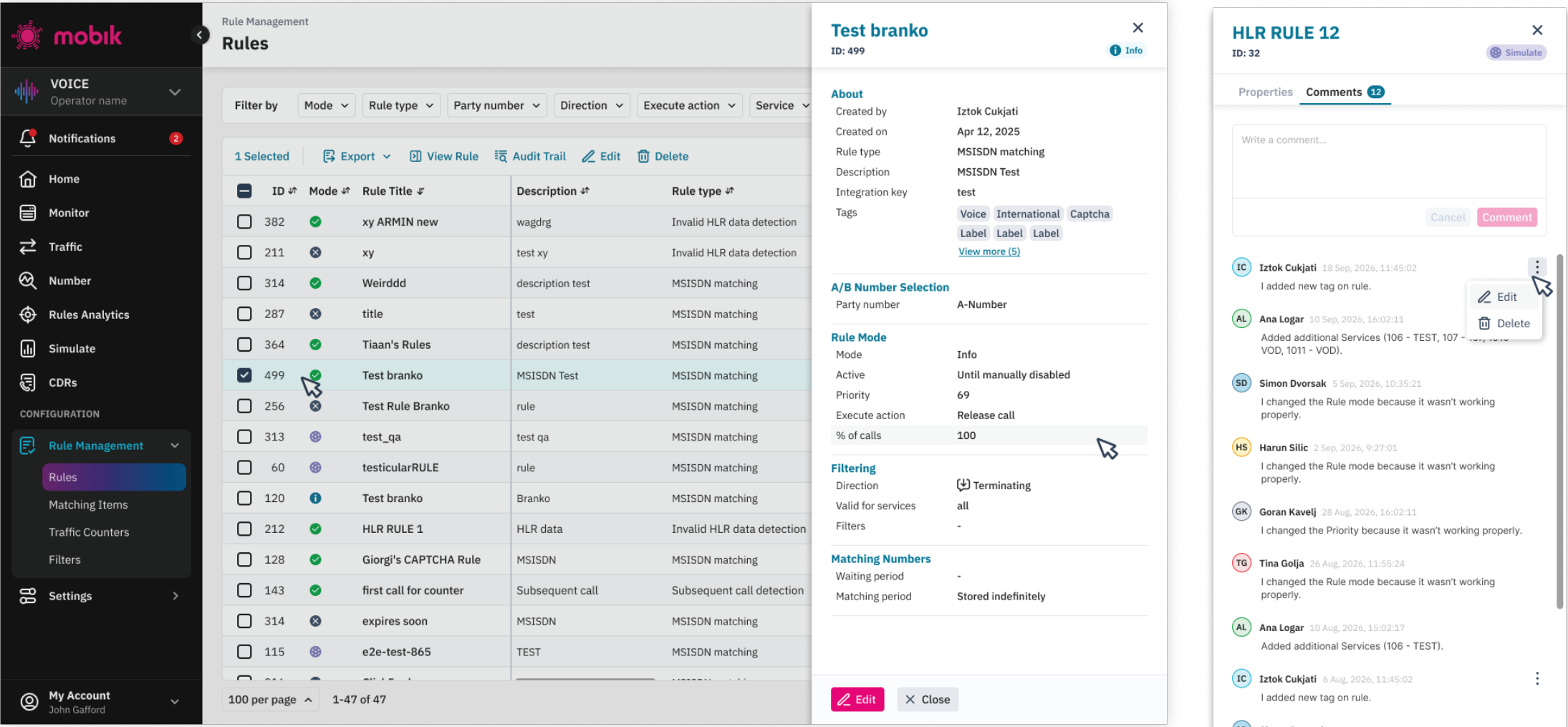
# USER INTERFACE

## SIDE PANEL

The products include various configuration areas, such as Rules, Traffic Counters, and Filters. Initially, these configurations were only accessible to users with editing permissions. As access was later expanded to users without edit rights, we needed to introduce a read-only view that allowed them to review all configured parameters without being able to modify them.

I designed the side panel experience, defining how and where it should open, what information and parameters should be displayed, and how to structure the content for easy scanning and understanding.

Later, we added another tab dedicated to comments.



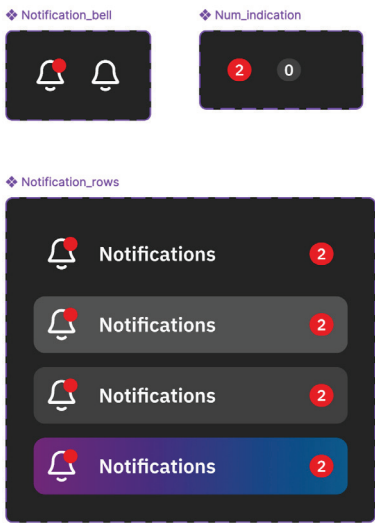
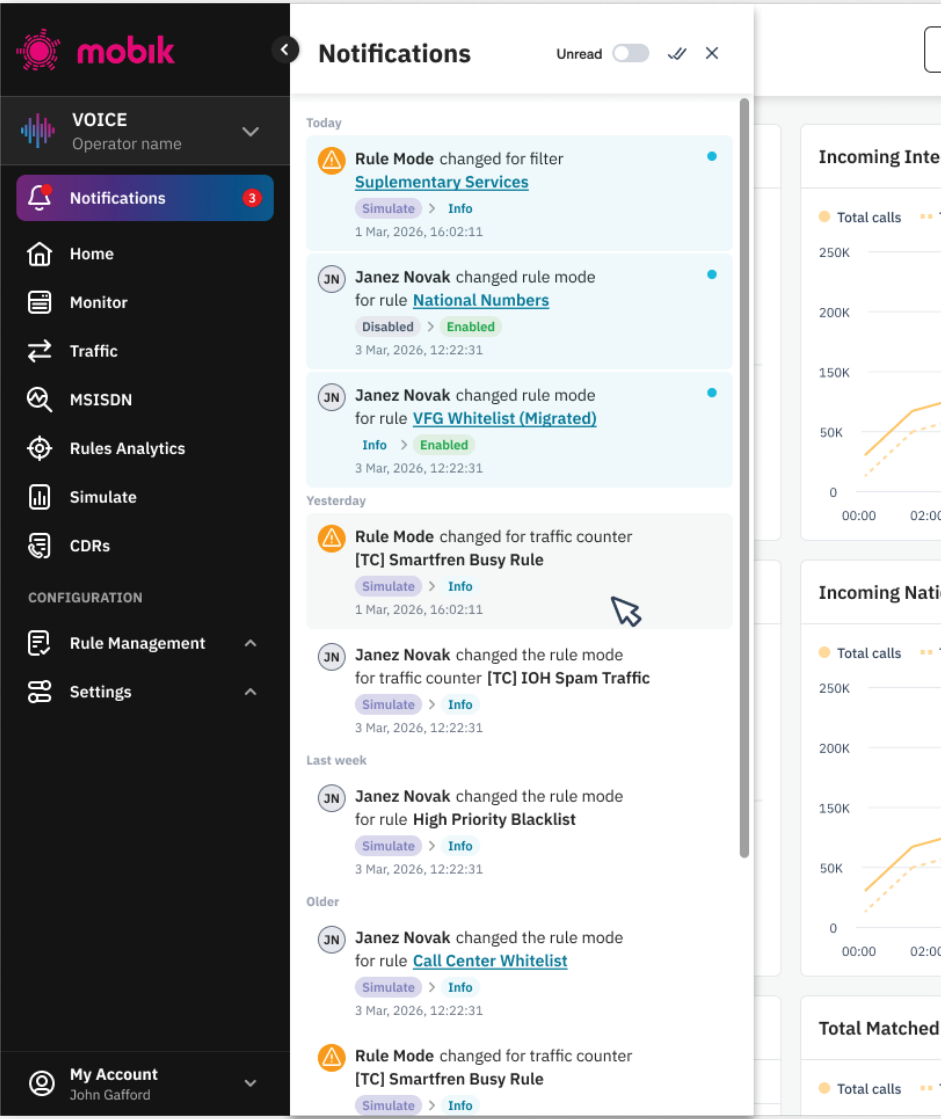
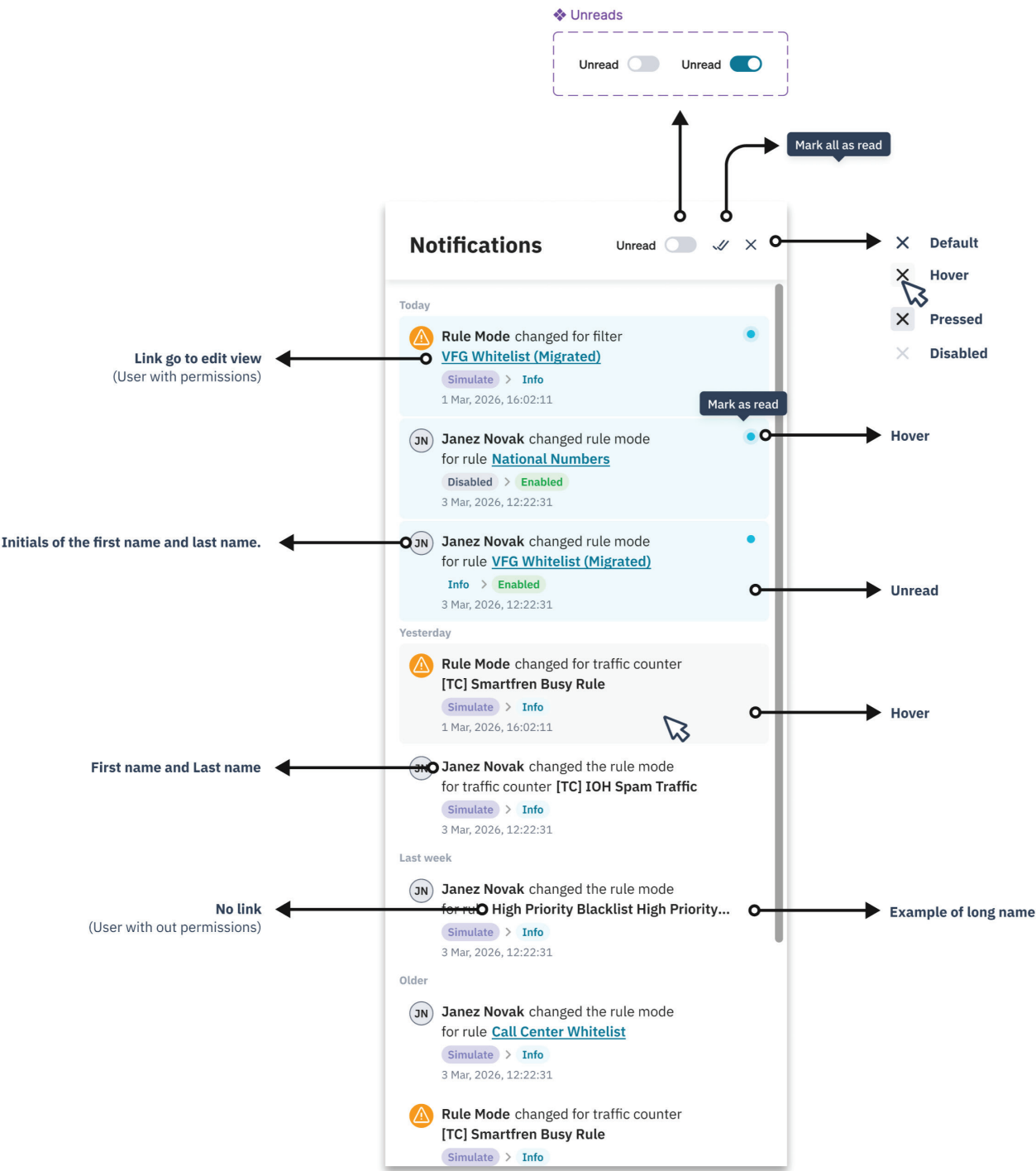


# USER INTERFACE

## NOTIFICATIONS

As the products evolved, new features were continuously added and more users gained access to the product. This created a need for a notification system that would give users better visibility into actions performed by other users, as well as system-generated events.

The design process included defining the placement of notifications within the navigation, establishing the visual and interaction patterns for notification messages, and defining their different states. I also designed the supporting elements needed to ensure the notification system was clear, useful, and consistent across the products.



# USER INTERFACE

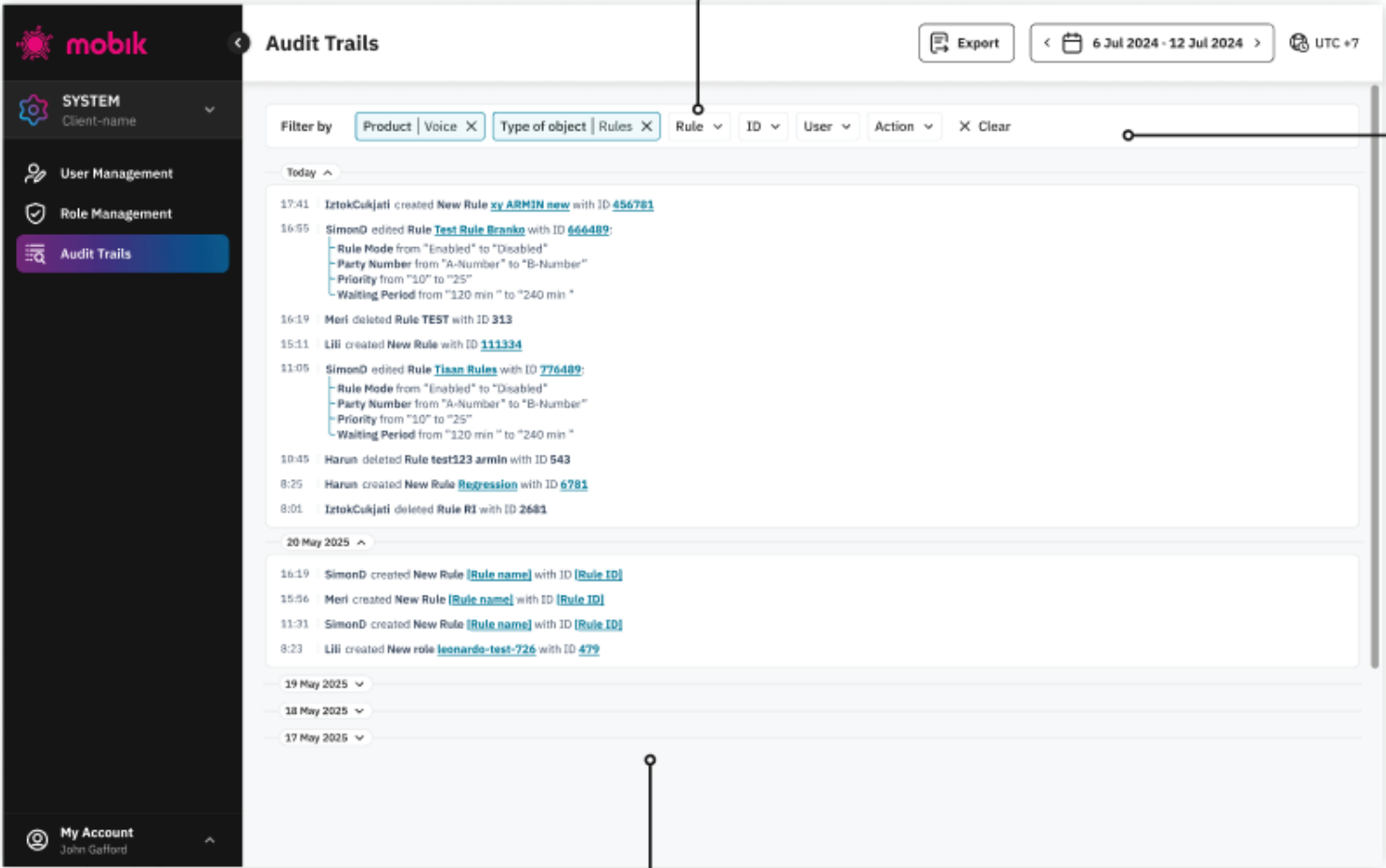
## AUDIT TRAILS

As the products evolved, more functionality was added and the number of users increased, making it more important to track changes and identify potential issues. This led to the need for an Audit Trail system.

I designed the experience from scratch, starting with defining which data and actions needed to be recorded, how they should be presented, how users could find specific entries through filters, and how the audit data should be structured and displayed.

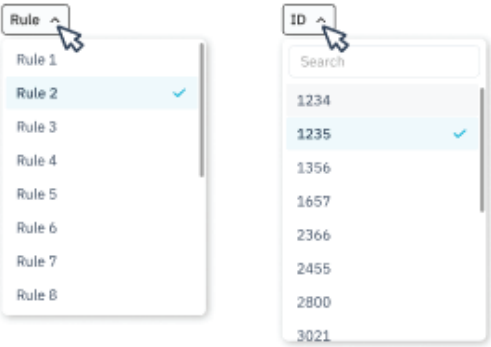
### Audit trails - Voice / Rule

#### Audit trails

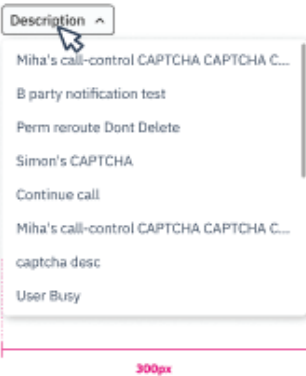


If the user selects Rule, an additional 'Rule' filter appears, allowing them to choose from all available rules. Then, the full history of that rule is displayed.

#### Other filters

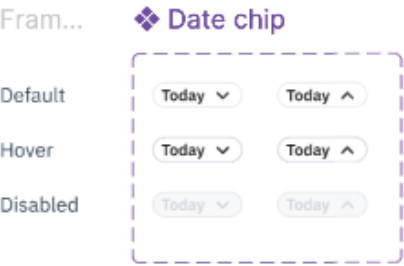


#### Maximum dropdown width



By default, today's and yesterday's audit trails are expanded. The others are collapsed and can be opened by clicking the arrow next to the date.

### Date chip



### Clickable area

Phase c...



# USER INTERFACE

## TABLES

As most of the product is built around tables, the tables also needed to be redesigned as new columns, links to other pages, and additional functionality were gradually introduced. These included actions such as Export, Duplicate, Manage Columns, column resizing, sorting, and more.

This required redefining the table structure, including padding, column widths, column order, and the placement of row-level actions, while keeping the experience consistent and easy to scan.

### Table colors and states

#### Table rows

|                                     |   |                |         |                 |  |                 |    |              |                |              |              |                    |
|-------------------------------------|---|----------------|---------|-----------------|--|-----------------|----|--------------|----------------|--------------|--------------|--------------------|
| <input type="checkbox"/>            | 1 | <span>✔</span> | Title 1 | Number matching |  | msisdn_match_EU | 10 | Home routing | Until disabled | Indefinitely | Apr 12, 2024 | ← Default - grey   |
| <input type="checkbox"/>            | 1 | <span>✔</span> | Title 1 | Number matching |  | msisdn_match_EU | 10 | Home routing | Until disabled | Indefinitely | Apr 12, 2024 | ← Default - white  |
| <input type="checkbox"/>            | 1 | <span>✔</span> | Title 1 | Number matching |  | msisdn_match_EU | 10 | Home routing | Until disabled | Indefinitely |              | ← Icon color Hover |
| <input checked="" type="checkbox"/> | 1 | <span>✔</span> | Title 1 | Number matching |  | msisdn_match_EU | 10 | Home routing | Until disabled | Indefinitely | Apr 12, 2024 | ← Selected         |

VOICE

Operator name

Home

DASHBOARDS

Incoming Calls

Overview

Monitoring

Insights

Outgoing Calls

MSISDN

Detection Insights

Rule Analytics

CDRs

Rule Management

Settings

My Account

John Gafford

Incoming calls

Insights

< 16 May 2025 - 23 May 2025 >

UTC +7

Filter by

Service

Country

Network

A-number

Call Attempts

Total (min)

ACD (sec)

ASR (%)

NER (%)

Answered

Unanswered

Failed

320.27M

438.96M

250

33

41

105.47M

63.25M

151.55M

Trends

Countries

Network

Services

MSISDNs

Traffic direction

Sent

Received

Both

Export

| MSISDN                                                 | Call attempts ↕ | Answered ↕  | ACD (sec) ↕ | Total min ↕ | Unansw  |
|--------------------------------------------------------|-----------------|-------------|-------------|-------------|---------|
| <a href="#">6287803363745</a><br>PT XL Axiata Tbk (XL) | 336,495,483     | 108,564,821 | 255         | 108,564,821 | 108,564 |
| <a href="#">6287803363744</a><br>PT XL Axiata Tbk (XL) | 810,279         | 119,293     | 25          | 119,293     | 119     |
| <a href="#">622130072052</a><br>PT XL Axiata Tbk (XL)  | 282,067         | 43,369      | 133         | 43,369      | 43      |
| <a href="#">622130073062</a><br>PT XL Axiata Tbk (XL)  | 279,395         | 71,712      | 185         | 71,712      | 71      |
| <a href="#">6287841190547</a><br>PT XL Axiata Tbk (XL) | 51,787          | 16,199      | 12          | 16,199      | 16      |
| <a href="#">6287841190544</a><br>PT XL Axiata Tbk (XL) | 20,903          | 20,903      | 254         | 20,903      | 20,903  |
| <a href="#">6287841122544</a><br>PT XL Axiata Tbk (XL) | 18,304          | 71,712      | 341         | 71,712      | 71,712  |
| <a href="#">6287841190552</a><br>PT XL Axiata Tbk (XL) | 15,853          | 8,975       | 174         | 8,975       | 8,975   |

100 per page

1-100 of 4,503

<

1

2

3

4

...

50

>

Manage columns

MSISDN

Call attempts

Answered

ASR (%)

ACD (sec)

Total min

Unanswered

Failed

Set to default

One not visible

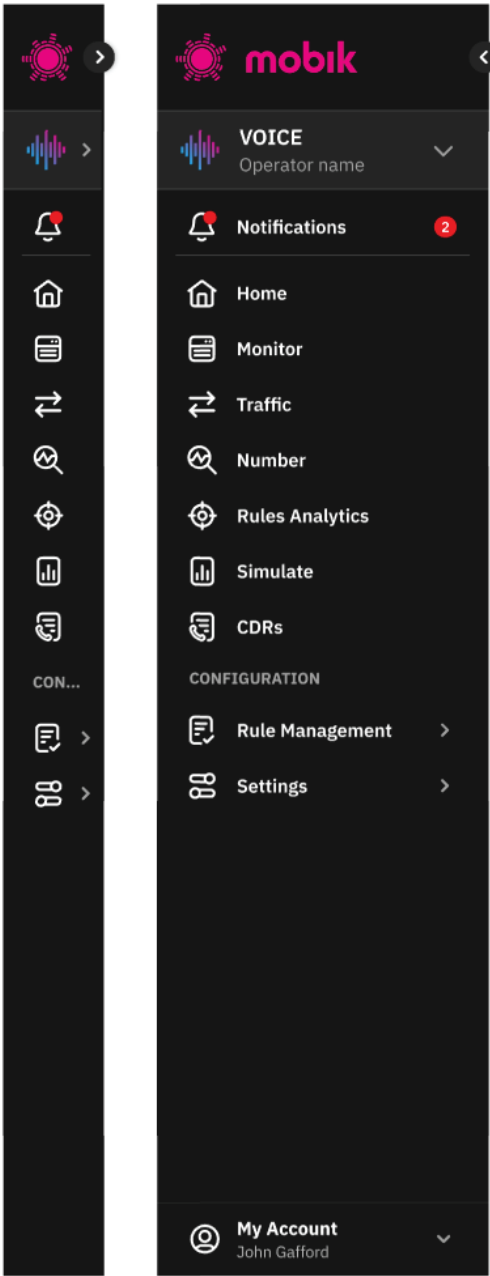
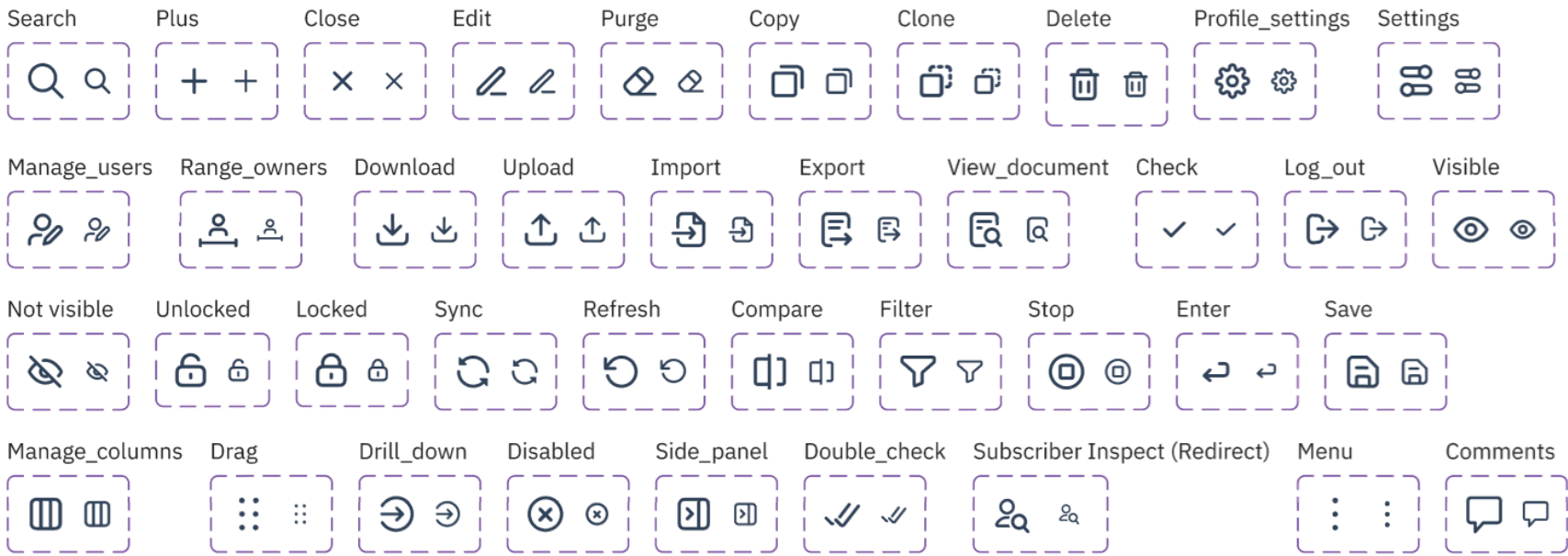
ASR (%) is turned off, which is why it's not visible in the table.



# DESIGN SYSTEM

As part of my role, I was responsible for maintaining the design system, ensuring that components were correctly structured, consistently used, and updated when needed.

As the visual language evolved and the design system was modernized, many components had to be rebuilt from scratch. This involved not only defining their visual design, but also creating guidelines for developers and documenting their behavior through prototypes and, where useful, AI-assisted interactive examples.



|       |          | Type               |                    |                    |                    |                                | Icon Only    |                |                 |              |
|-------|----------|--------------------|--------------------|--------------------|--------------------|--------------------------------|--------------|----------------|-----------------|--------------|
|       |          | Primary            | Secondary dark     | Secondary light    | Tertiary           | Link                           | Primary      | Secondary dark | Secondary light | Tertiary     |
| State | Default  | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <a href="#">View more &gt;</a> | <div>+</div> | <div>+</div>   | <div>+</div>    | <div>+</div> |
|       | Hover    | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <a href="#">View more &gt;</a> | <div>+</div> | <div>+</div>   | <div>+</div>    | <div>+</div> |
|       | Pressed  | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <a href="#">View more &gt;</a> | <div>+</div> | <div>+</div>   | <div>+</div>    | <div>+</div> |
|       | Disabled | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <div>+ Label</div> | <a href="#">View more &gt;</a> | <div>+</div> | <div>+</div>   | <div>+</div>    | <div>+</div> |
|       | Default  | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <a href="#">View more</a>      |              |                |                 |              |
|       | Hover    | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <a href="#">View more</a>      |              |                |                 |              |
|       | Pressed  | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <a href="#">View more</a>      |              |                |                 |              |
|       | Disabled | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <div>Label</div>   | <a href="#">View more</a>      |              |                |                 |              |



# WHAT I LEARNED

## **WORKING ACROSS MULTIPLE PRODUCTS:**

I learned how to switch between four different products, understand how each of them works, and adapt to their specific purpose, functionality, and user needs.

---

## **DESIGN SYSTEM ACROSS MULTIPLE PRODUCTS:**

I learned how to structure Figma files and the design system across four different products, ensuring consistency and minimizing deviations between them. I also learned how to adapt the same functionality to different products and scenarios while maintaining a consistent user experience.



**CASE STUDY**

# SCINOTE – ELECTRONIC LAB NOTEBOOK

SciNote, 2023 - 2024



# BACKGROUND

The SciNote: Electronic Laboratory Notebook (ELN) is a platform designed for researchers in academic and government laboratories.

At the beginning of 2023, the entire platform underwent a visual redesign to remain competitive. In addition to visual changes, new functionalities are added monthly based on user feedback and needs and according to the platform’s development roadmap.

Steps

Steps for Quartzy integration set up.

Open Quartzy account

Fill the Organization ID and Access token fields

Select hosting SciNote teams for your Quartzy labs

Fill the Organization ID and Access token fields

Paste the Quartzy Organization ID and your Access token in the fields below

Organization ID

ce4c4c6d-bb09-4b3c-95e9

Access token

\*\*\*\*\*

Connecting with Quartzy

Back

Next

Team 1

Search in SciNote

Dashboard

Projects

Inventories

Templates

Reports

Activities

Projects

+ New project

New folder

Table view

Active state

| Project name                                                                             | ID  | Created on | Updated on | Access     | Comments |
|------------------------------------------------------------------------------------------|-----|------------|------------|------------|----------|
| Biomarker Discovery Blitz: Unveiling Signatures of Health and Disease                    | PR3 | 05/31/2023 | 05/31/2023 | 00 TA +    | +        |
| CodeCrafters: Pioneering Genetic Innovation                                              | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| CodeCrafters: Pioneering Genetic Innovation                                              | PR3 | 05/31/2023 | 05/31/2023 | 00 TA +    | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | 00 TA 00 + | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | +          | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | +          | +        |
| Exploring Quantum Mechanics in Biology                                                   | PR3 | 05/31/2023 | 05/31/2023 | +          | +        |
| Genetic Odyssey: Navigating the Future of Bioengineering                                 | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| Genetic Odyssey: Navigating the Future of Bioengineering                                 | PR3 | 05/31/2023 | 05/31/2023 | 00 +       | +        |
| Genomic Revolution: Unraveling the Code of Life                                          | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| Nexus Biotech: Intersecting Frontiers of Technology                                      | PR3 | 05/31/2023 | 05/31/2023 | 00 DO +    | +        |
| Odyssey: Navigating the Future of Bioengineering                                         | PR3 | 05/31/2023 | 05/31/2023 | 00 TA +    | +        |
| Pioneering Genetic Innovation                                                            | PR3 | 05/31/2023 | 05/31/2023 | 00 +       | +        |
| Synthetic Life Symphony: Harmonizing Biology and Technology                              | PR3 | 05/31/2023 | 05/31/2023 | TA +       | +        |
| Synthetic Life Symphony: Harmonizing Biology and Technology                              | PR3 | 05/31/2023 | 05/31/2023 | +          | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| Excavating Hidden Biological Treasures                                                   | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |
| In the years since the International Year of Chemistry, the field has continued to ev... | PR3 | 05/31/2023 | 05/31/2023 | 00 TA DO + | +        |

Edit

Access

Move

Export

Archive

Comments

Activities

Manuscript

SciNote

SciNote team

Search results for 'Pre'

Pre Experiments Tasks Task results More search options Clear filters

Folders (6)

Revolutionizing Healthcare with Cutting-Edge Solutions exampl...ver2 Created on: December 22/ 2023 Team: SciNote Company team Folder: University of Colorado Mushroom inhibitors Archived

DNA Health Technologies: Enhancing Lives Through L...ver2 Archived Created on: December 22/ 2023 Team: Genetic Research team Folder: NA Chronicles: Mapping the Genetic Code of Tomorrow Genetic Code of Tomorrow Genetic c...ver1

The DNA Approach to Genetic Research Created on: January 12/ 2024 Team: Looooooooooooooooooooong name for te... Folder: Employee Onboarding

Product Onboarding Created on: January 12/ 2024 Team: SciNote team

View all

Projects (8)

DNA Chronicles: Mapping the Genetic Code of Tomorrow ID: PR4 Created on: December 22/ 2023

Transforming Genetic Understanding ID: PR4 Created on: December 22/ 2023

DNA Health Technologies: Enhancing Lives Through L...ver2 Archived ID: PR4 Created on: December 22/ 2023

Pennington Biomedical Archived ID: PR4 Created on: December 22/ 2023

View all

Experiments (8)

Pennington Biomedical ID: PR4 Created on: December 22/ 2024

Revolutionizing Healthcare with Cutting-Edge Solutions exampl...ver2 ID: PR4 Created on: December 22/ 2024

DNA Chronicles: Mapping the Genetic Code of Tomorrow ID: PR4 Created on: December 22/ 2024

Development of SNP markers panel Archived ID: PR4 Created on: December 22/ 2024

SciNote

Quantum Innovators

Search in SciNote

Dashboard

Projects

Inventories

Templates

Reports

Activities

Projects

+ New project

New folder

Table view

Active state

|                                                                                                                                           |                                                                                                         |                                                                                                         |                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| PR4<br>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tempus finibus faucibus. Mauris quis justo lobortis, auctor... | Projects 2023<br>2 projects   1 folders                                                                 | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + |
| PR4<br>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tempus finibus f...                                            | Projects 2023<br>2 projects   0 folders                                                                 | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + |
| PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO +                                   | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024<br>Access 00 TA DO + |
| PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024                                                        | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024                      | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024                      | PR4<br>DNA Project<br>Created on December 22/ 2024<br>Updated on December 22/ 2024                      |

Access

Move

Export

Comments

Activities

Manuscript

# PROCESS

## TEAM

During the work process, I collaborated with the project Manager, VP, developer, Quality Assurance, and Customer Success.

## MY ROLE

At SciNote, I was entrusted with the crucial task of overseeing the platform's visual redesign. I also played a key role in planning and designing new functionalities, demonstrating my strategic thinking and design skills.

For new functionalities, I also prepared prototypes for interviews with existing users. This allowed us to gather valuable feedback that helped improve the user experience and appearance of the platform.

Due to the platform's redesign, my task was to prepare a design system and instructions /guidelines for future use.

### Analysis & Research



### UX Research



### User flows



### UI design



### Usability testing



### UI Corrections



### Handoff for dev. team



### Testing

It begins with research and analysis of new functionality. Reviewing user interviews to understand their problems and how they could be solved with our product/platform.

Reviewing competition and best practices to find ways to create the best possible user experience.

Preparation of user flows and, if necessary, wireframes.

Then comes the design of all screens and their components. Once the design is set, the first meeting with developers takes place. During the meeting, I explained the concept and how the functionality will work.

If the new functionality/feature is complex, I prepare a prototype and questions for usability testing/user interviews.

After the user interviews are completed, a review of the findings follows, and if necessary, changes to the flow or appearance of the functionality.

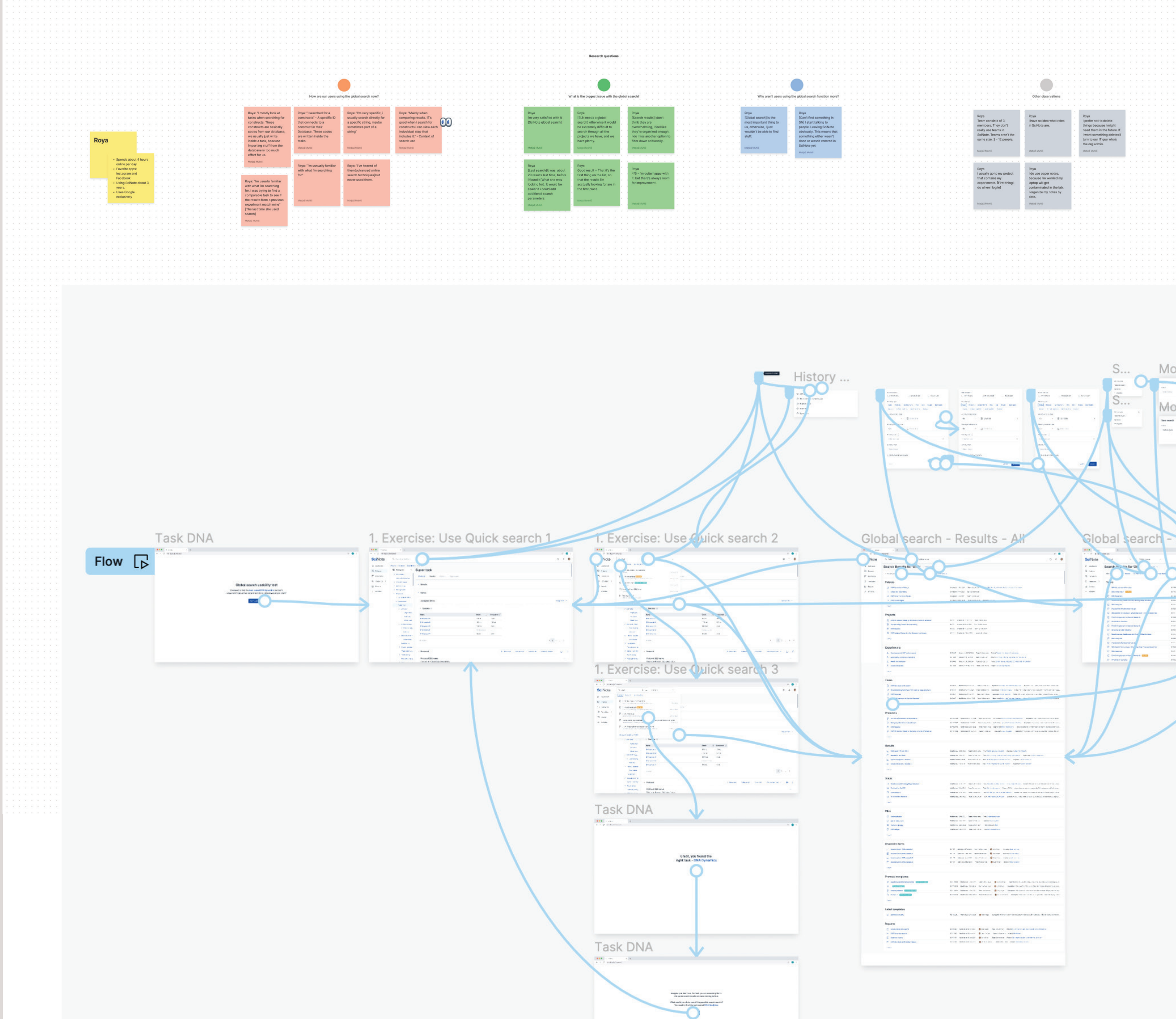
After the screen preparation is completed, the description and preparation of materials with instructions follow, which are then handed over to the programming team to start coding.

After programming, testing, and reviewing all visual elements and bug hunting, follow.



Questions may arise when planning and designing certain new features, affecting the entire flow and functionality. In such cases, we prepared various questionnaires or even user interviews with prototypes. This way, we obtained answers and confirmations for the new features and functionalities.

Users were happy to participate because they knew we could improve their user experience with each piece of information.



# USER INTERFACE

## GLOBAL SEARCH

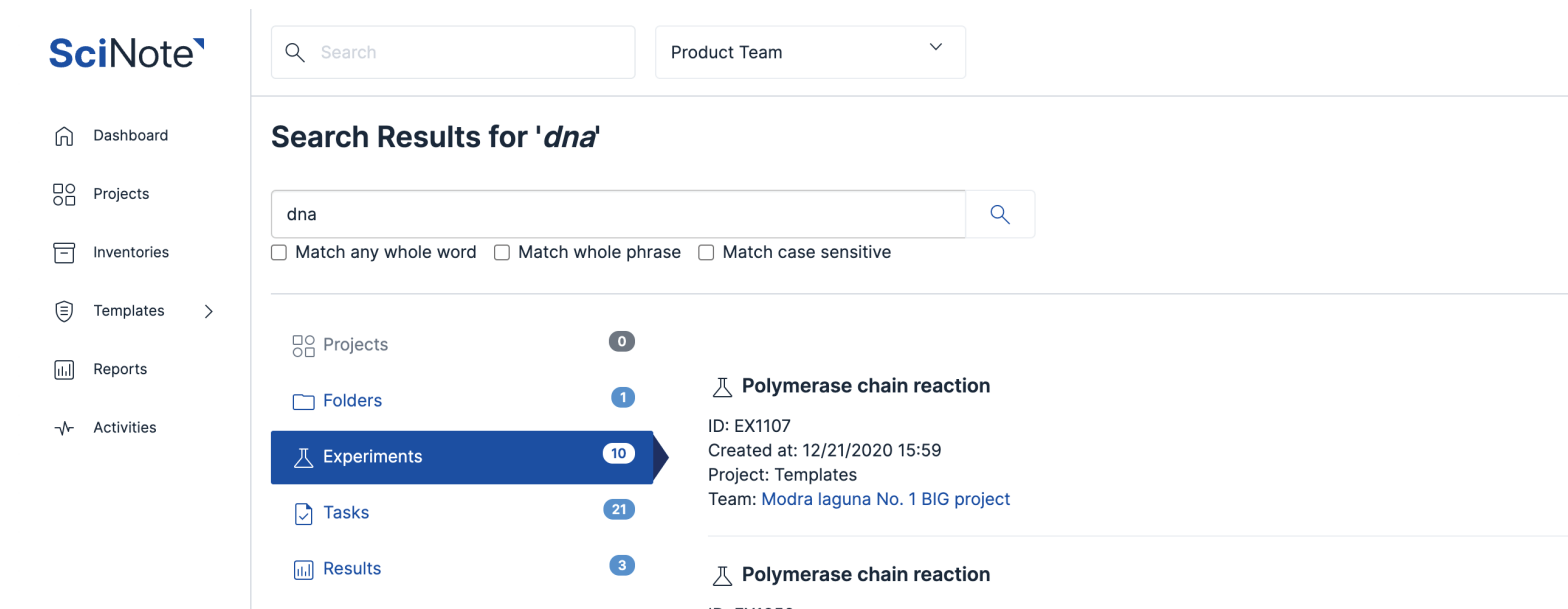
It was necessary to redesign and add new functionalities to the global search.

Based on user requirements and findings on how to improve the user experience of the global search, we added new functionalities, such as:

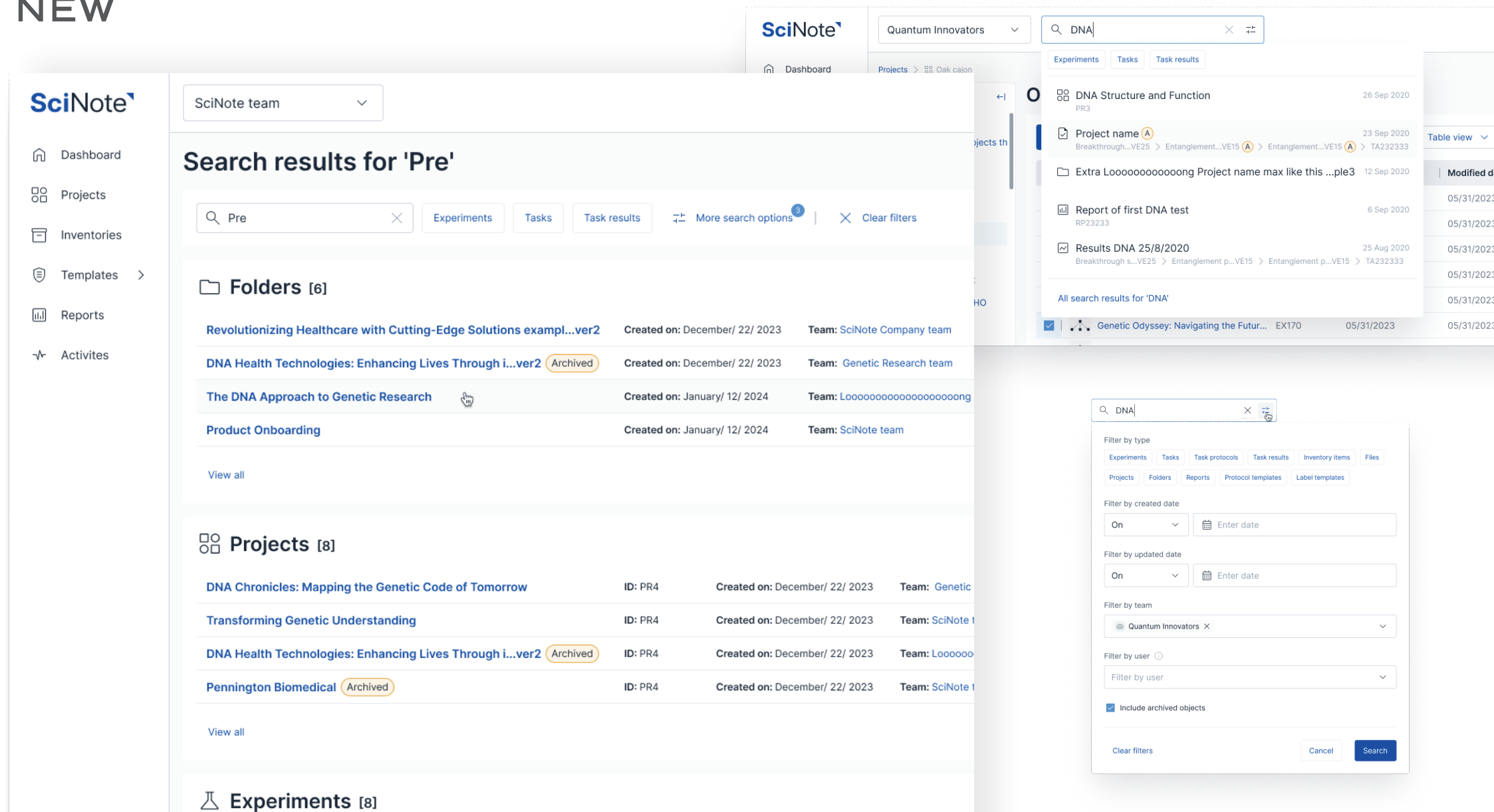
- Quick Search: This allows faster searching by suggesting five relevant results as you type.
- More Search Options: where users can specify and filter by specific criteria, such as filter by type, by date, by user, by team, and whether it's archived. This enables users to reduce the number of results and find what they are looking for more quickly.

In addition to these two functionalities, my task was to streamline the results and display them more condensed to show more results on the screen.

## OLD



## NEW



# USER INTERFACE

## ADD-ON

A new page was needed for a new add-on. In addition to this page, instructions for the installation process must be prepared.

Based on this, I created a wizard that guides you through the installation process, as the functionality is connected to an external platform.

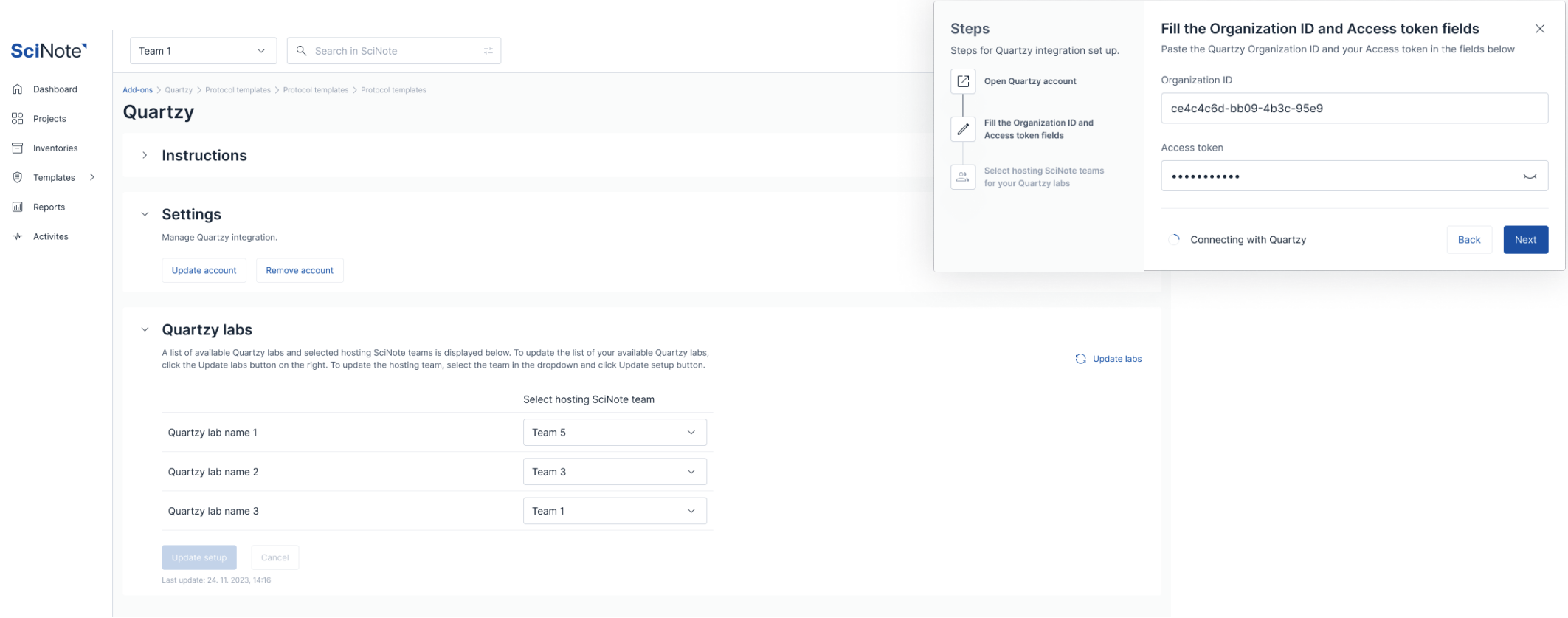
## CART VIEW

As part of the table redesign, it was also necessary to update the card view.

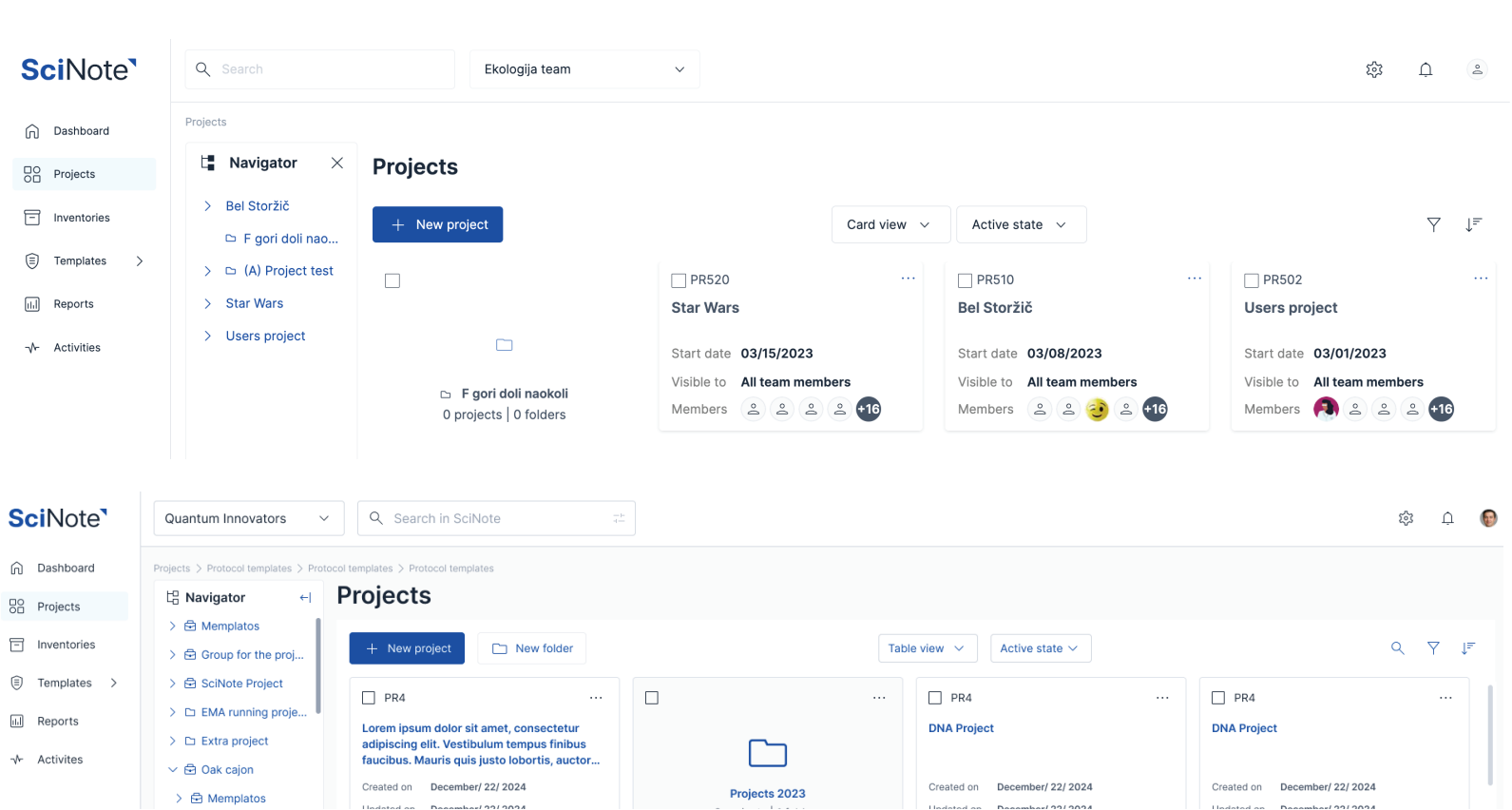
We needed to define the sizes and behavior of the cards based on screen size and ensure responsiveness as the screen size changed.

Additionally, we aimed to standardize elements, sizes, spacing, and alignment visually.

## ADD-ON



## CARD VIEW



OLD

NEW



# USER INTERFACE

## ARCHIVED STATE

Due to user and laboratory requirements, the platform does not delete all created projects, experiments, or tasks but can only archive them. Therefore, users can switch between the platform’s Active and Archived states.

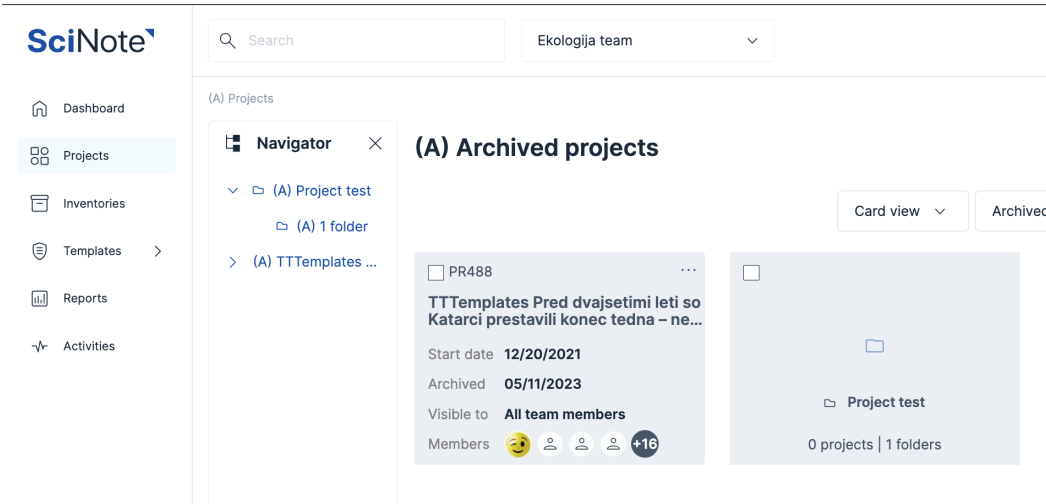
The task was to make the archived state more visible but not disruptive. The previous version had only a label (A), which we found through user interviews that users needed to notice or understand its meaning. Therefore, I decided to improve the clarity of the message with an “archived” tag in orange, which indicates archived folders.

## NAVIGATOR

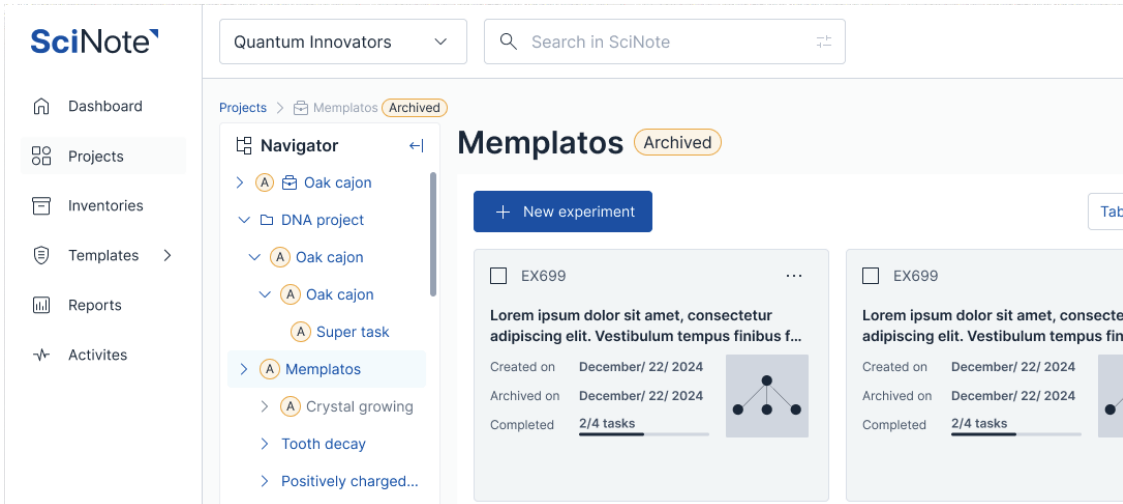
The redesign of the navigator was completed prematurely, but we realised that a few more adjustments were needed, such as reducing the spacing between individual levels, adding icons for easier differentiation of levels, and consistently shortening titles throughout.

# ARCHIVED STATE

## OLD

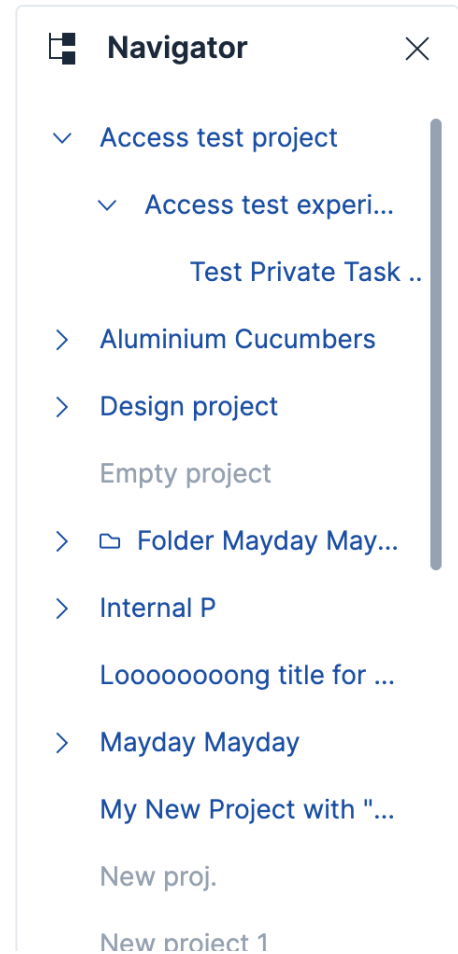


## NEW

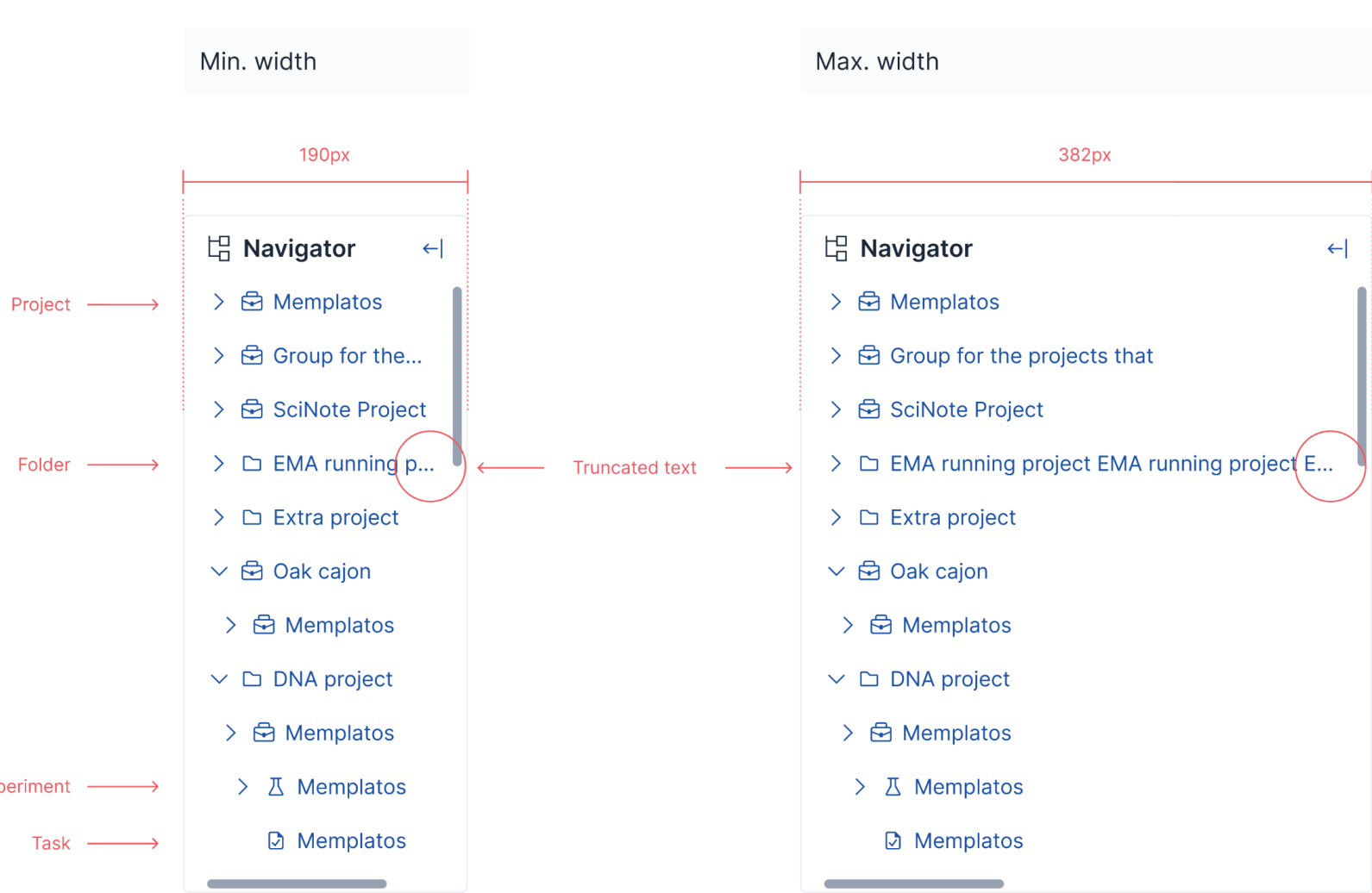


# NAVIGATOR

## OLD



## NEW





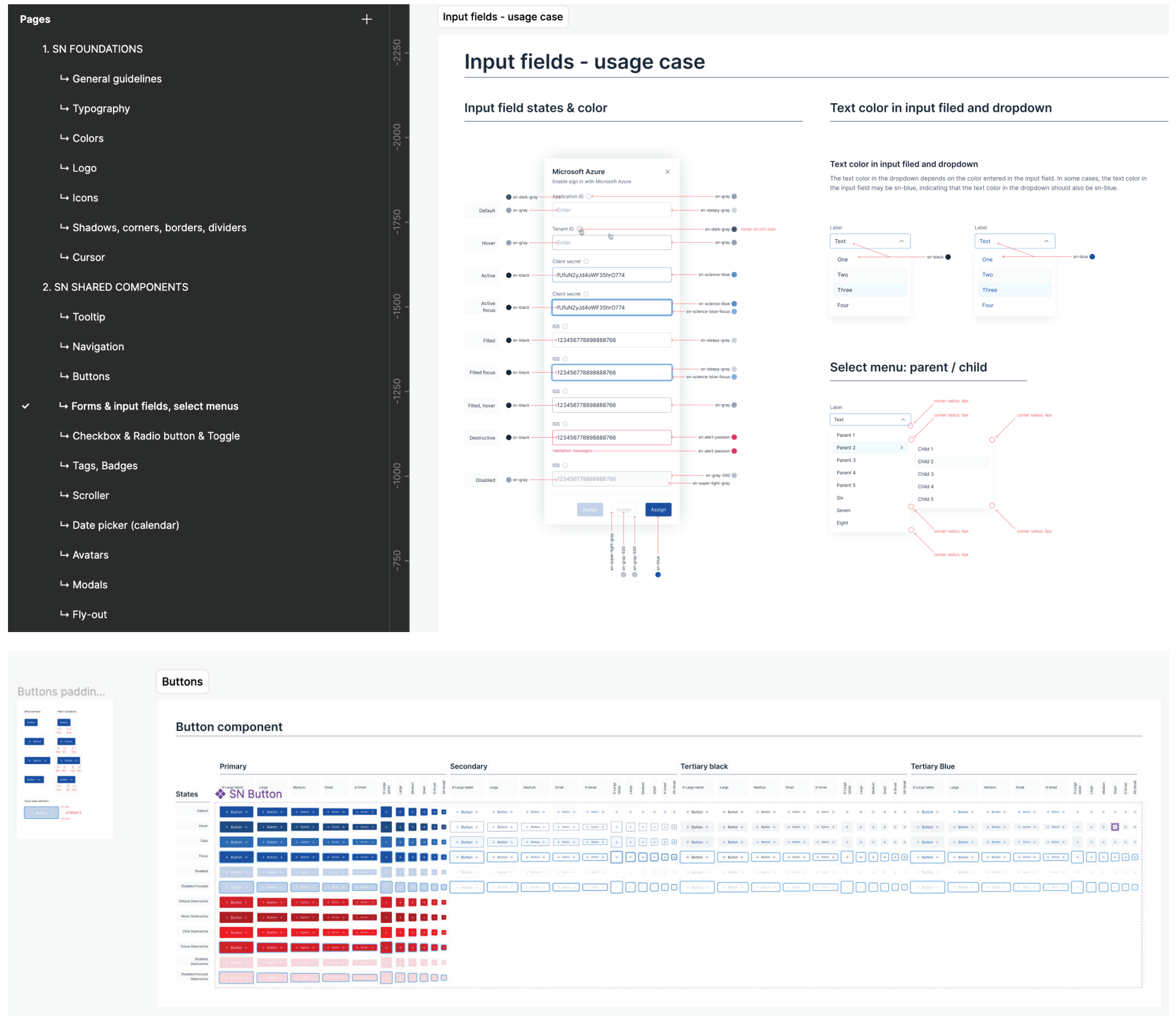
# DESIGN SYSTEM

In addition to ongoing updates on the platform, a design system was necessary. When I took on the role of responsible for it, it was in its early stages and quite basic.

Within the design system, apart from designing individual components such as colors, icons, shadows, borders, tooltips, navigation, action bars, input fields, flyouts, checkboxes, tags...

Writing usage guidelines for specific elements, highlighting special features, and identifying components that require attention were also necessary.

Once the elements were determined, a ticket needed to be prepared for the development team to program and add them to the web design system.



# WHAT I LEARNED

## **WORKING IN A TEAM WITH MULTIPLE DESIGNERS ON ONE PROJECT:**

Discussing specific issues and solutions openly and sometimes collaborating to find compromises was crucial.

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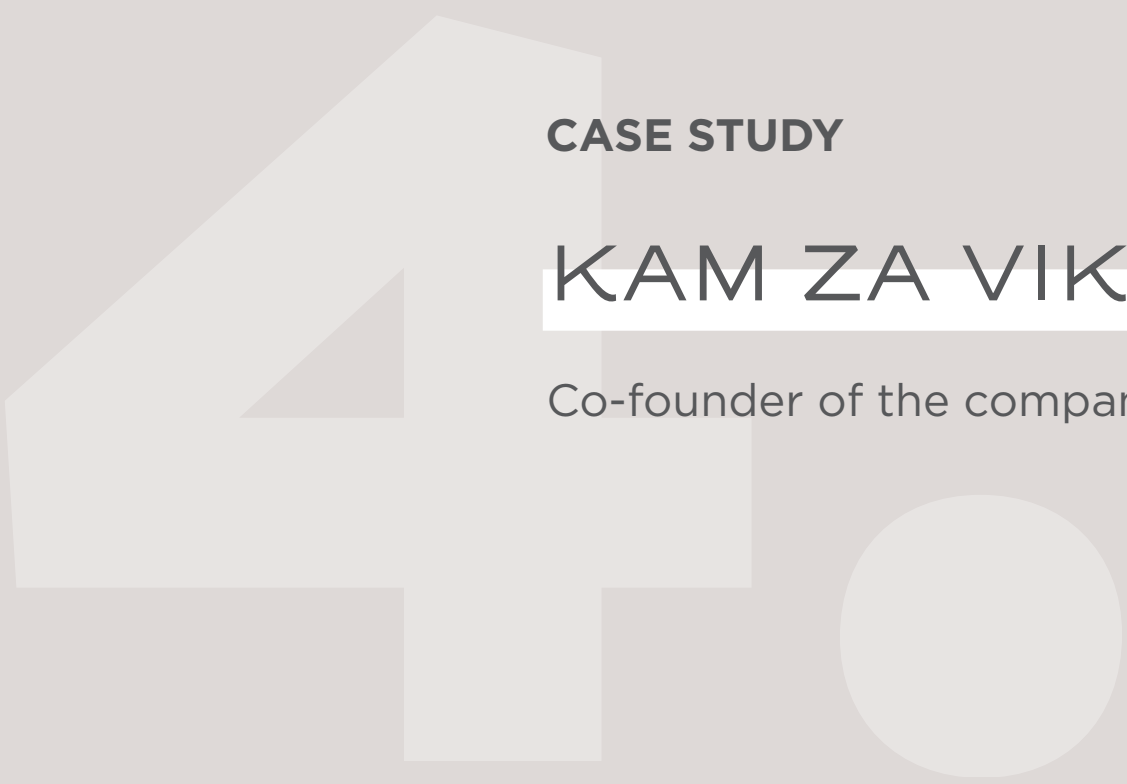
## **COLLABORATING WITH MULTIPLE DIFFERENT DEVELOPERS:**

Each developer had a way of working and communicating, so adapting to different styles and establishing clear communication channels was important.

---

## **WRITING MULTIPLE TICKETS FOR ONE FUNCTIONALITY AND ASSIGNING THEM TO VARIOUS DEVELOPERS:**

This involved breaking down the functionality into smaller, manageable tasks (tickets) and distributing them among developers based on their expertise and workload.



**CASE STUDY**

**KAM ZA VIKEND.SI**

Co-founder of the company, 2021 - present

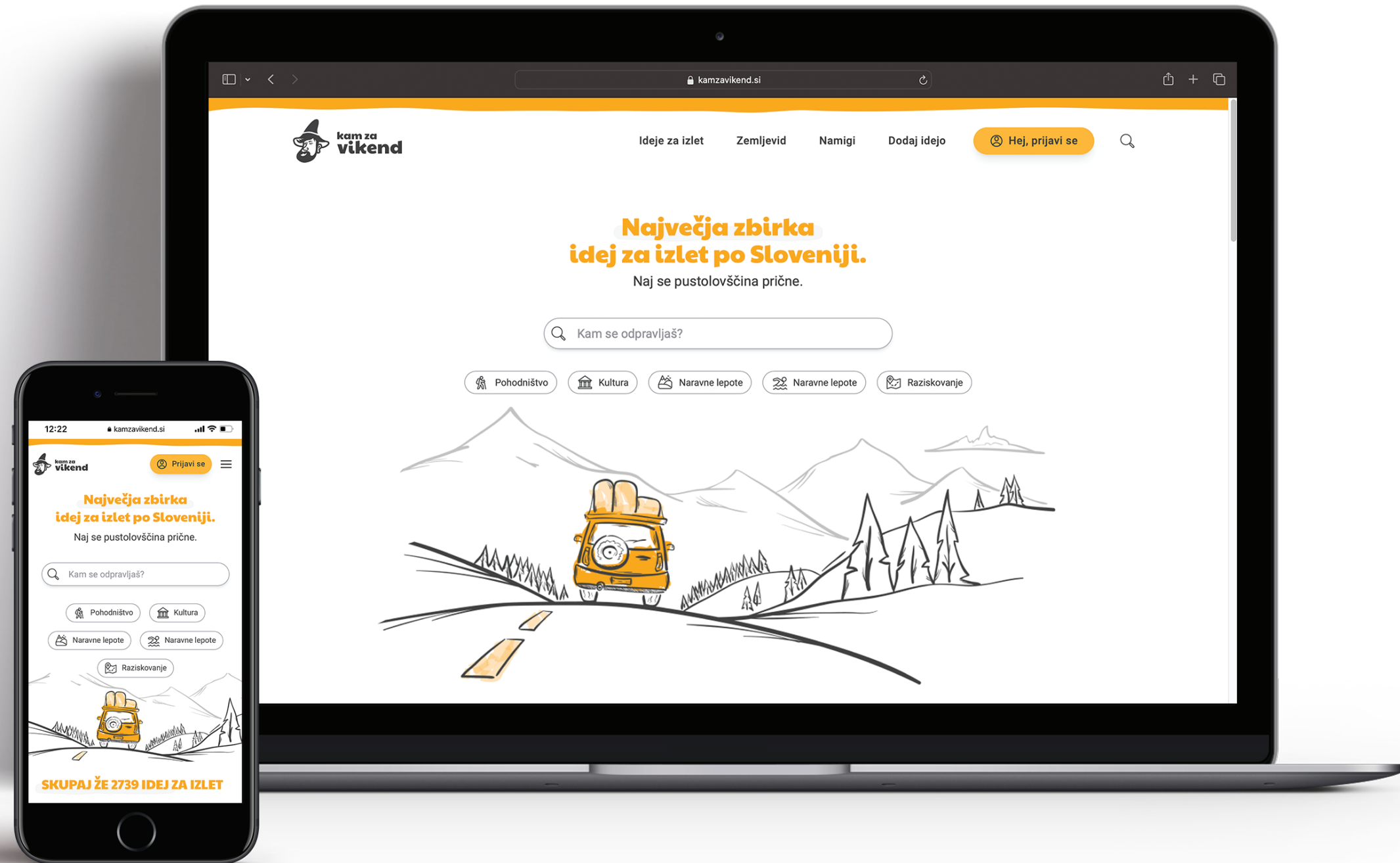
# BACKGROUND

I am a co-founder of the online portal Kamzavikend.si. With this project, our primary goal is to introduce Slovenian beauty to domestic visitors first and then to international guests, showcasing the hidden corners of Slovenia. The portal features Slovenia's largest collection of outdoor ideas, including hiking, cultural, natural, and family experiences.

It all started because of the coronavirus and the lockdowns in the municipalities. We wanted to inform users about their municipalities and surroundings because most people were unfamiliar with the activities available near their homes.

Take a look at the portal and try to find an idea for the following weekend :)

[kamzavikend.si](https://kamzavikend.si)





# PROCESS

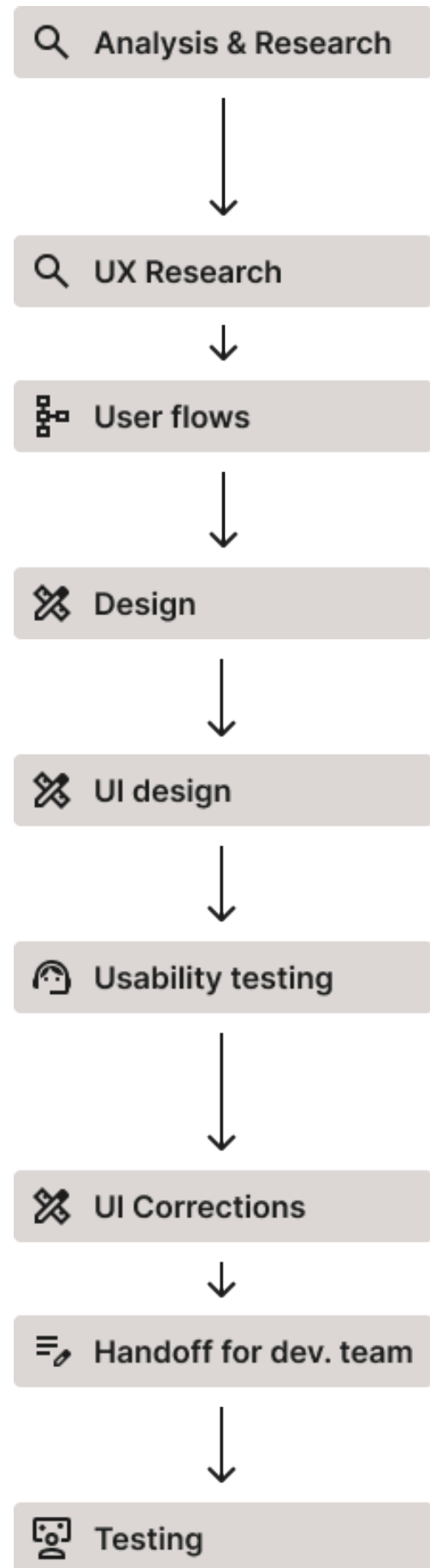
## TEAM

In this project, there were just three of us: a programmer, a copywriter, and myself as the UX/UI designer.

## MY ROLE

My main task was to manage the visual appearance, create wireframes, define user flows, and design screens. In addition to this, I prepared questions and prototypes for testing and researched, edited, and added content to the portal.

In parallel, I established the design system and defined our business plan. Once the portal's MVP was live, we also met with potential clients.



It all began with market analysis and research of similar portals and websites. Then, we prepared a survey to assess the need for another new portal. Additionally, we wanted to find out what users have been missing so far and what they would like to have.

Reviewing competition and best practices to find ways to create the best possible user experience.

First, it was necessary to define who the target audience is, what the user is like, and what their needs are. Then, we followed the preparation of user flows, user journeys, and wireframes.

Before the planning and design of the portal and its components began, the logo and overall visual identity needed to be created. Additionally, the communication flow needed to be determined.

Then comes the design of all screens and their components. Once the design is set, the first meeting with the developer takes place. During the meeting, I explained the concept and how the functionality will work.

After finalising the screens' designs, the next step was to prepare prototypes for testing. We conducted A/B testing with users and observed their movements, where they stopped, and whether they reached the desired information they were looking for.

After testing, we received feedback and valuable insights, which allowed us to refine and adjust the screens and led us to the final design and flow.

After the screen preparation is completed, the description and preparation of materials with instructions follow, which are then handed over to the programming team to start coding.

After programming, testing, and reviewing all visual elements and bug hunting, follow.

# USER FEEDBACK

## SURVEY

Before we began development, planning, and design, we first prepared a survey to gather information, including:

- Does the market need another portal with information about trips in Slovenia?
- What activities do people usually choose when going on a trip?
- Who do they typically go on trips with?
- How often do they go on trips?

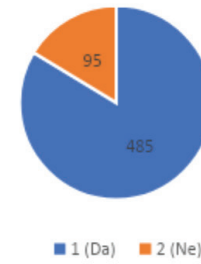
...

The survey was very successful, with 580 Slovenian participants. The results indicated that Slovenians need a new portal to access all information in one place.

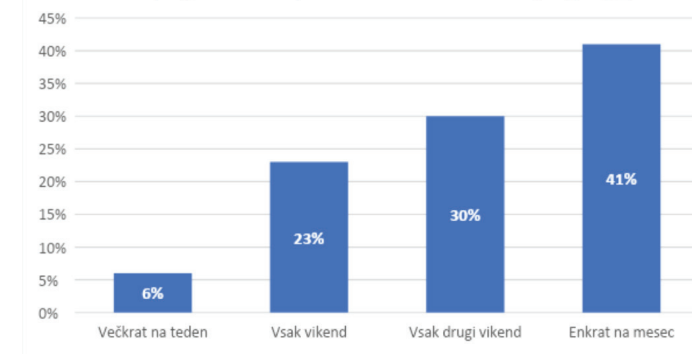
## PROTOTYPES

Once we had the basic concept for the MVP, we prepared initial prototypes to test how users navigate the portal and whether they can find the desired information...

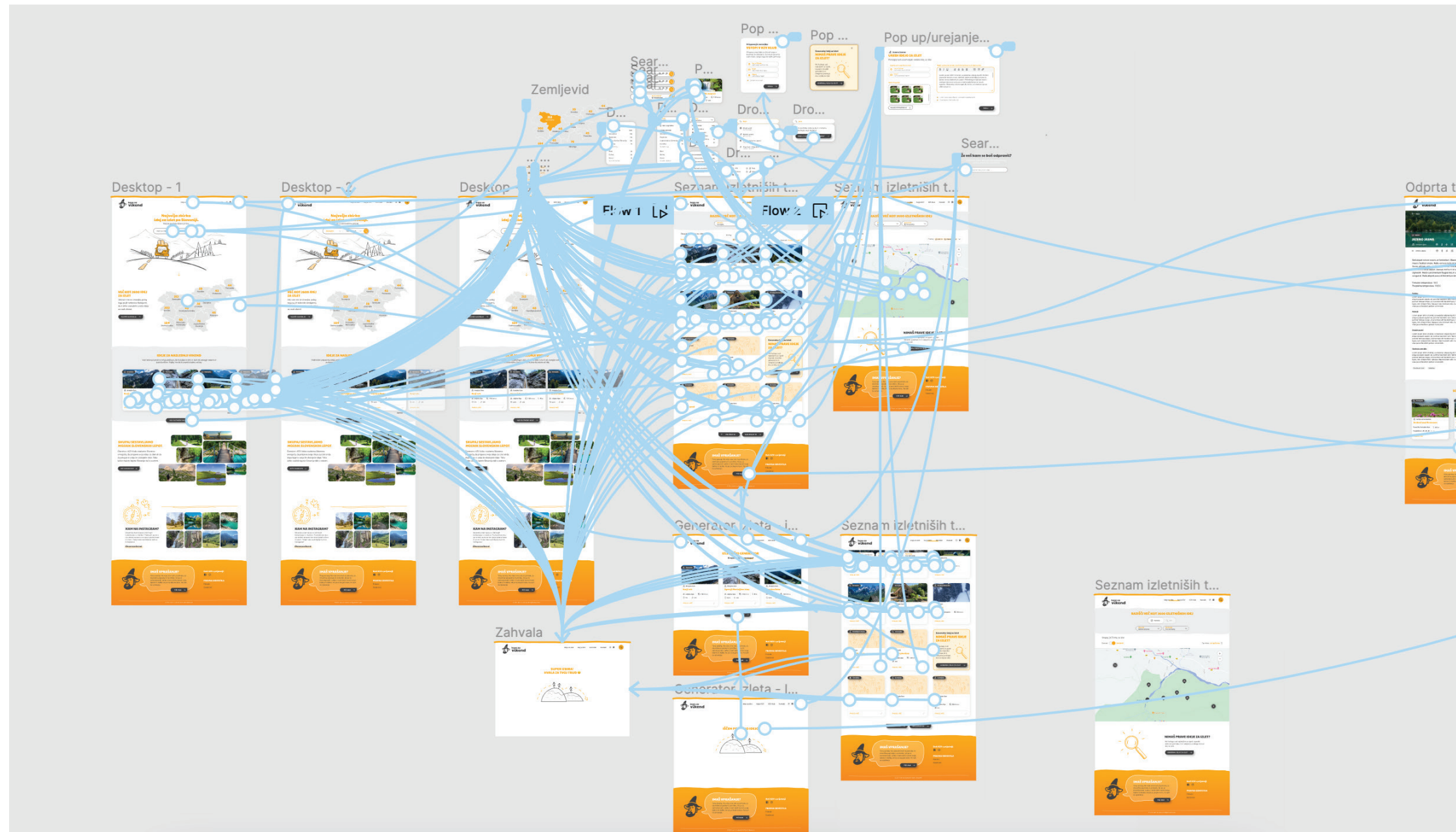
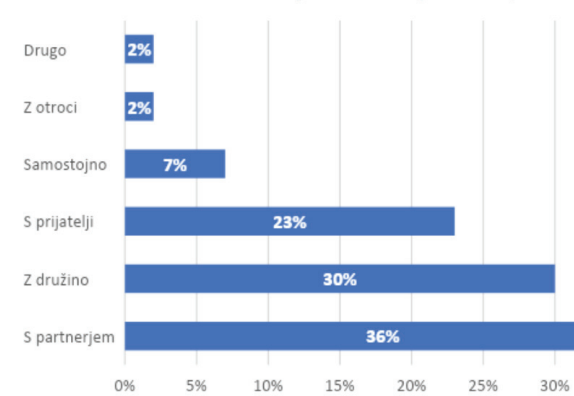
Ste se v zadnjih treh mesecih ali v mesecih pred koronavirusom, podali na kakšen izlet znotraj Slovenije? (n=580)



Kako pogosto se odpravite na izlet v Sloveniji? (n = 458)



Na izlet se največkrat odpravite: (n = 485)





# USER INTERFACE

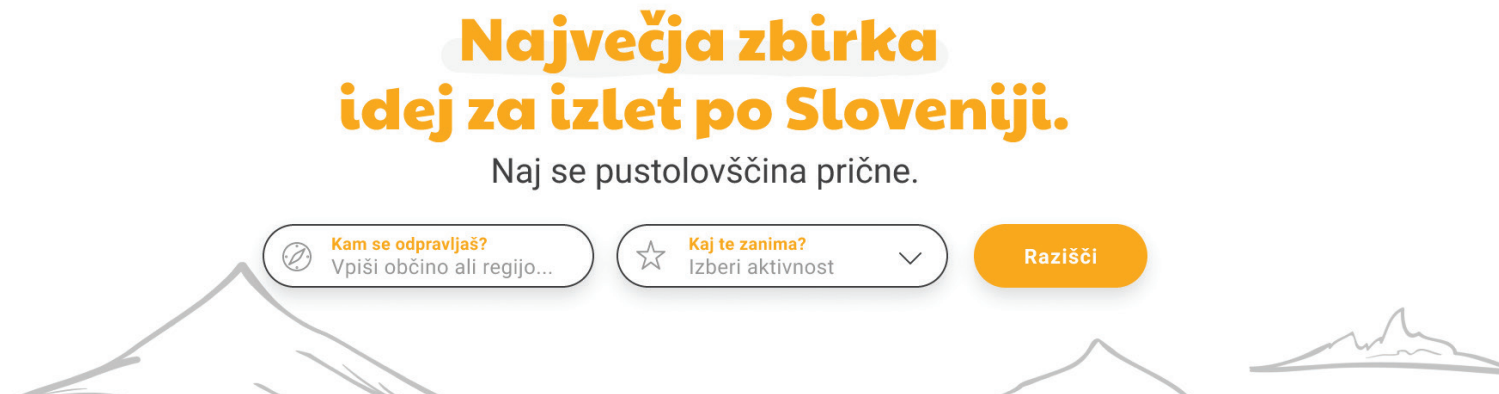
## SEARCH

The most important part of the portal is the search engine, as everything depends on how quickly and whether it will find the information users seek.

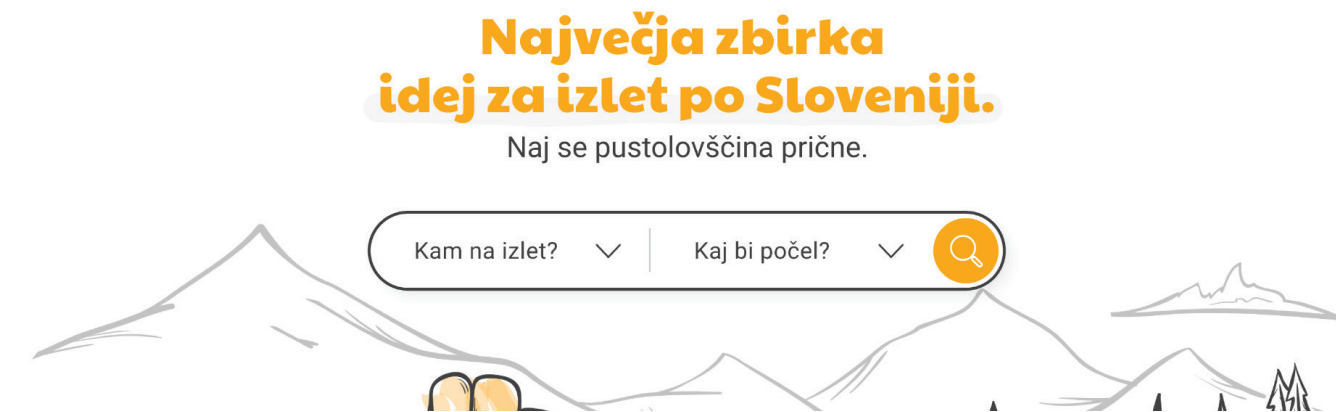
The search engine's development went through several iterations and options. Initially, we designed the search with two fields where users could search by location and activity of interest. When a user clicks on a field, dropdown options appear. However, this approach did not provide the best user experience because the trips were grouped in ways that may not have been clear to the user.

Ultimately, the best and final option was a single field - the search input - where users could immediately enter anything and receive relevant suggestions through a quick search.

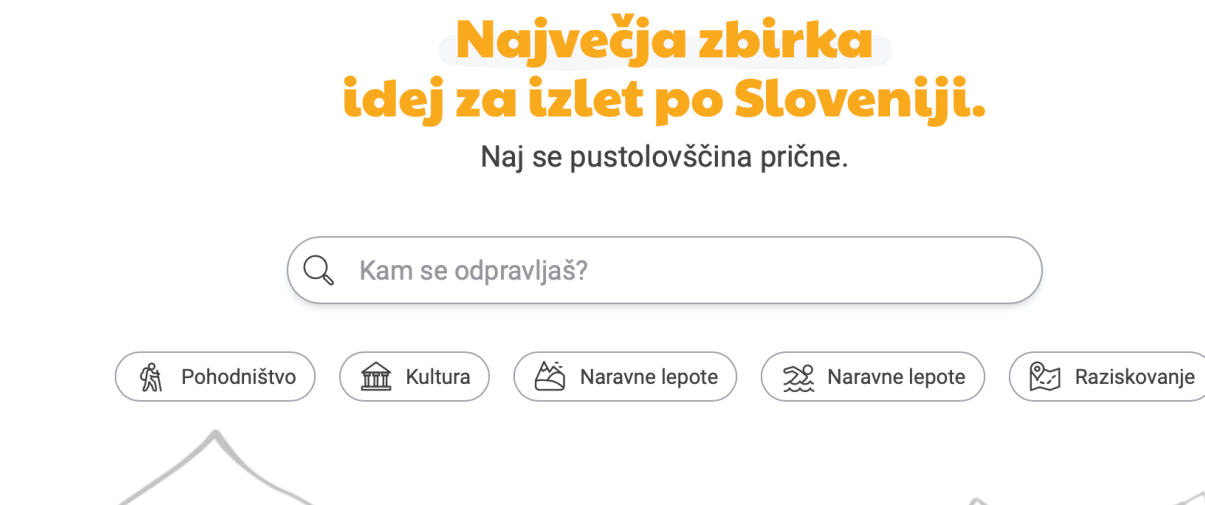
## OPTION 1



## OPTION 2



## FINAL OPTION



# USER INTERFACE

## CARDS

Considering that the portal’s primary function is to provide excursion ideas across Slovenia, we presented these ideas using a card-based view. Using cards lets us effectively showcase ideas to users and entice them to explore further by clicking on them.

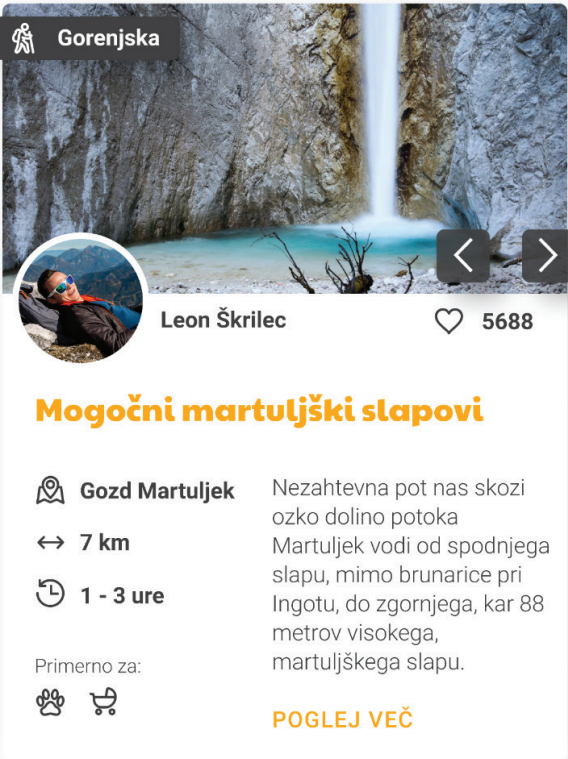
To arrive at the final look of the card, we needed to explore various options. During development, it became evident which information was most important to users. We also conducted user testing to determine the final design option.

The results showed that users prioritise photographs the most, so we enabled users to navigate through a gallery directly from the preview photo. Regarding the selection of information, it was found that users value the idea’s name, its location, and three key features the most.

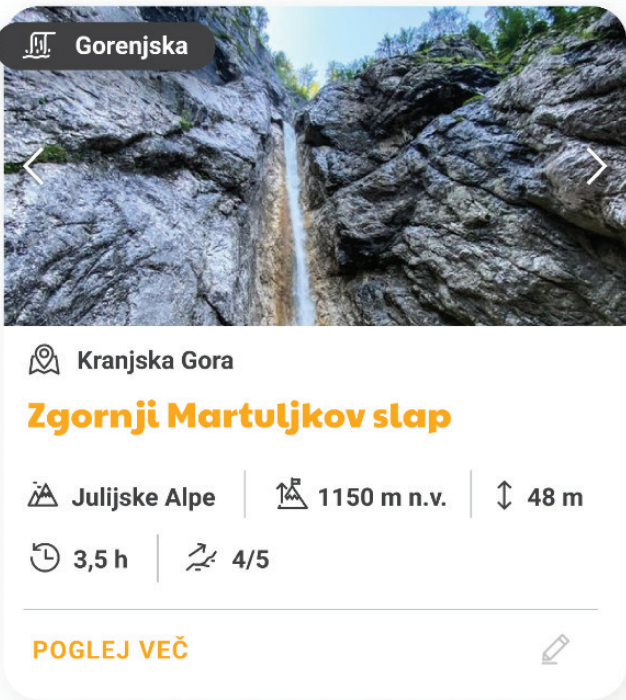
OPTION 1



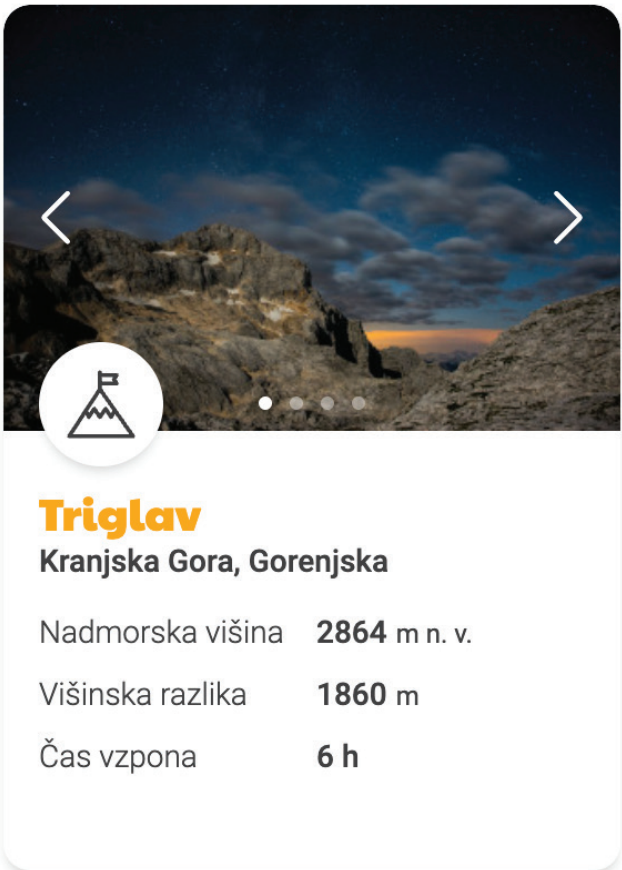
OPTION 2



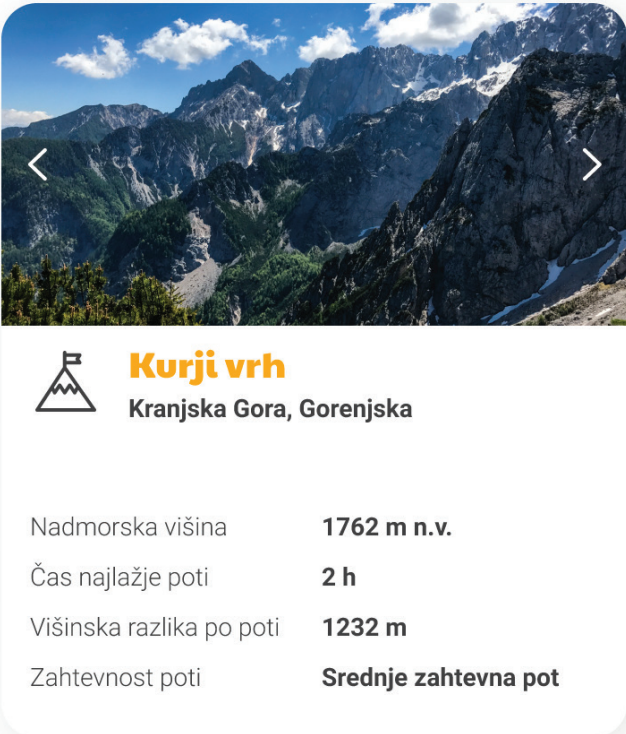
OPTION 3



FINAL OPTION



OPTION 4





# USER INTERFACE

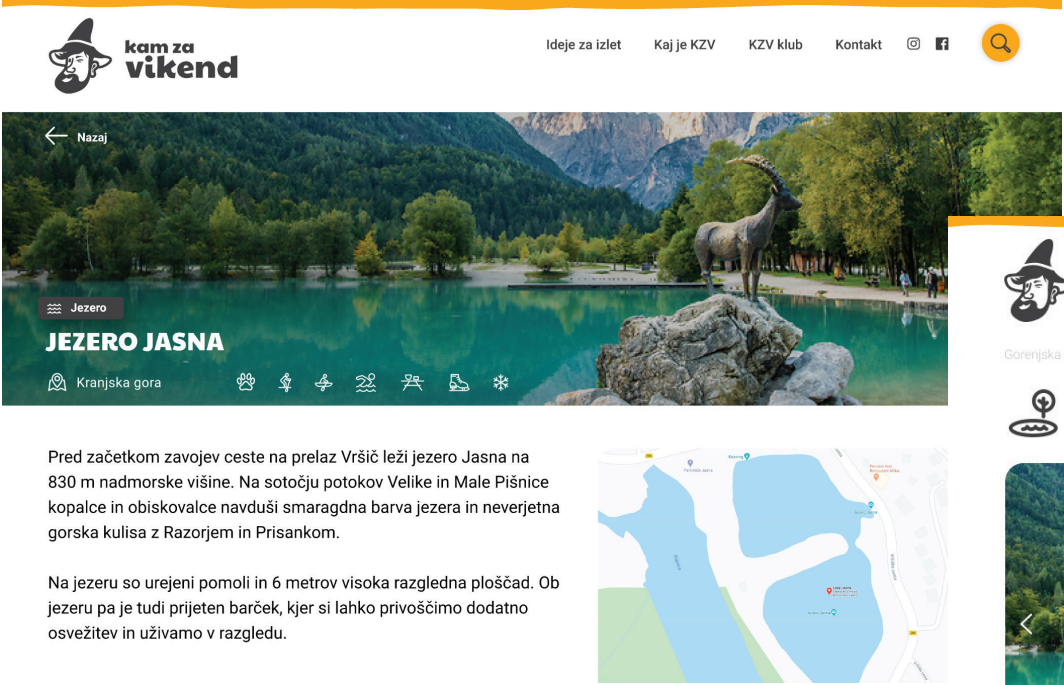
## SUBPAGE WITH INFORMATION ABOUT A SPECIFIC TRIP IDEA

The layout of the subpage presenting the trip idea also evolved based on interviews.

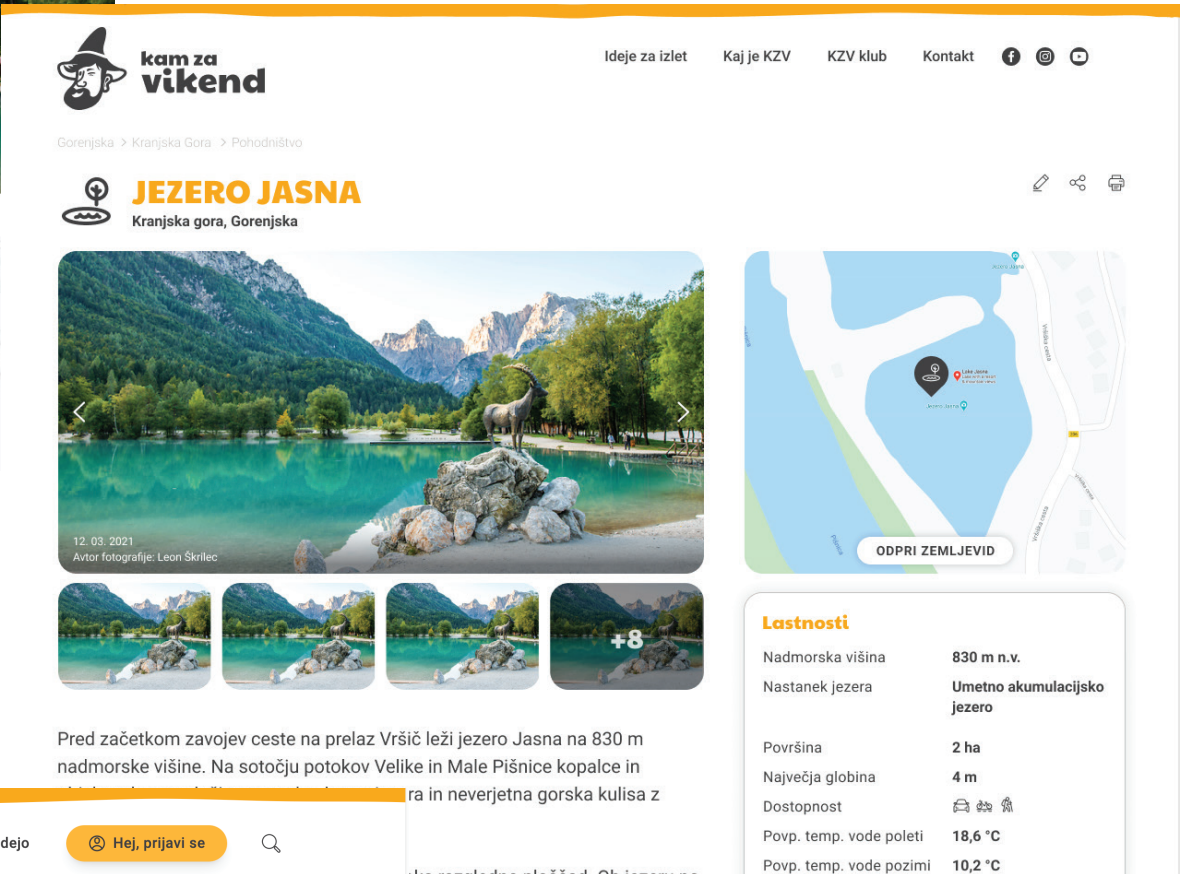
Just as the photo gallery was important on the card, it was also crucial here, as it’s the first thing the user looks at. Therefore, the gallery was placed immediately below the title and location. Additionally, destination/location features and a map were included.

The layout was heavily influenced by the need to be well-visible and usable on mobile screens, as statistics indicated that most of our users access the platform from mobile devices.

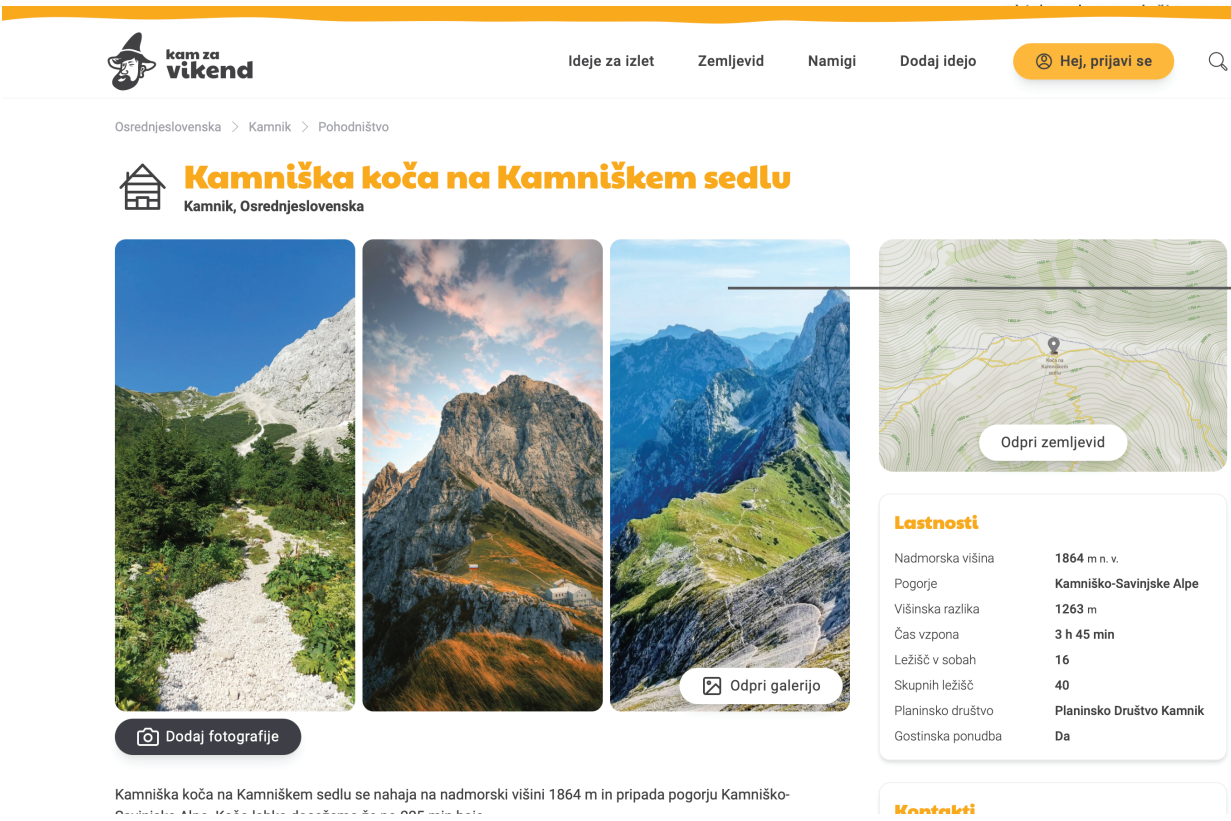
### OPTION 1



### OPTION 2



### FINAL OPTION



The gallery grid is designed to adapt based on the format of the photographs. For example, if there are 3 portrait-oriented photos, the grid will be in portrait orientation. If there are 4 landscape-oriented photos, the grid will change to display 4 rectangles.



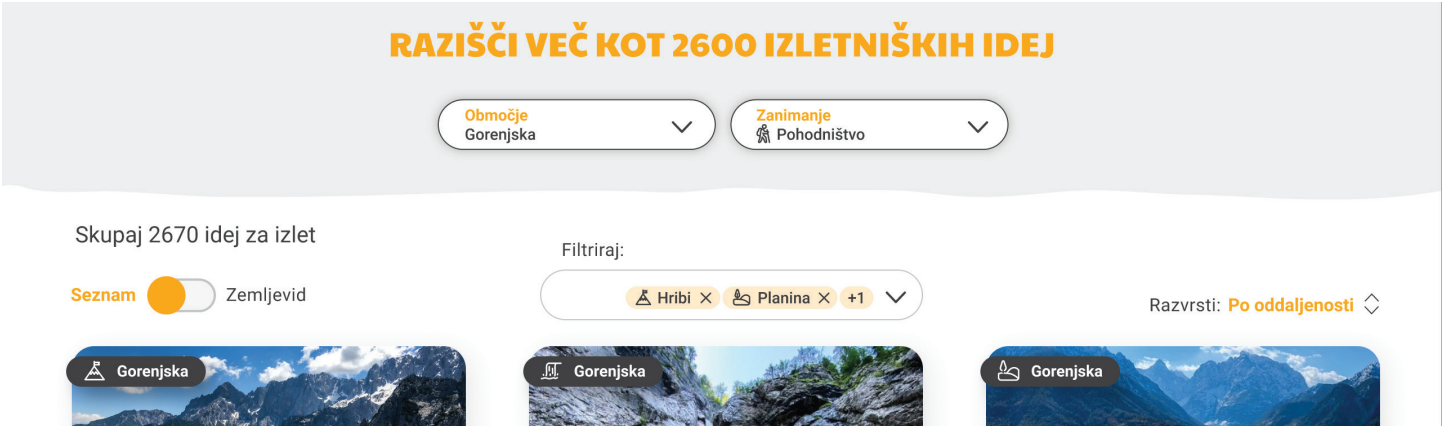
# User Interface

## Special Filters

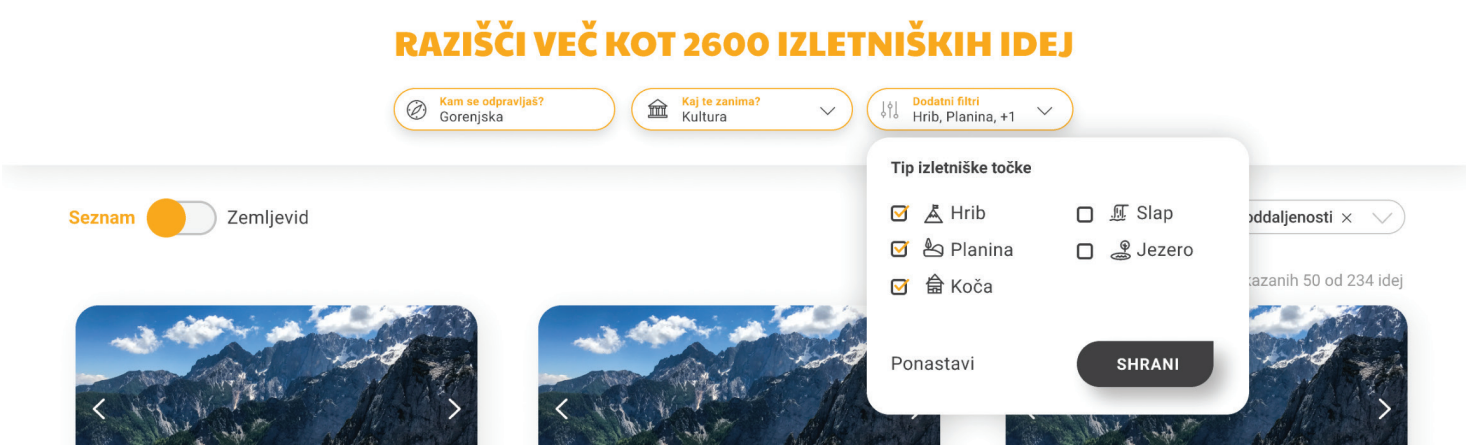
Throughout the development of the portal and the diversity of content, it became apparent that users needed the option of additional filtering to facilitate exploration. This type of filtering is intended for users who are exploring without a specific destination or activity in mind.

Initially, the filters were hidden under a dropdown menu, but eventually, we placed them under categories to make them immediately visible and allow users to switch between them more quickly or select multiple filters at once.

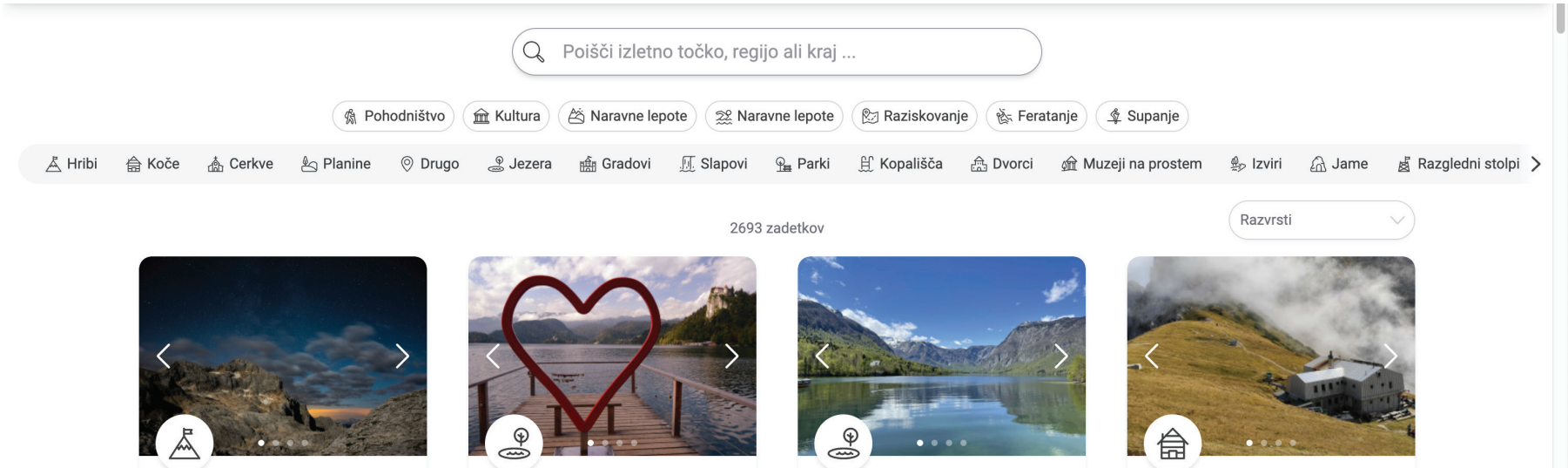
## Option 1



## Option 2



## Final Option



# WHAT I LEARNED

## **BUILDING THE PORTALS:**

It's important to understand that success doesn't happen all at once; sometimes, you must take steps backwards to move forward, and the portal's actual viewership increases gradually over time.

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## **PREPARING VARIOUS MONETISATION CONCEPTS AND SEEKING POTENTIAL SUBSCRIBERS:**

This involves developing different revenue-generating strategies and actively reaching out to potential advertisers or subscribers.

---

## **RECOGNISING THE IMPORTANCE OF A DESIGN SYSTEM:**

Initially, without a design system, component discrepancies started appearing over time, affecting the overall look and user experience. Therefore, it's crucial to invest time in creating a design system to maintain consistency and quality in design.



CASE STUDY

# STOCKTRADER PRO

CREATIVE37, 2021 - 2023

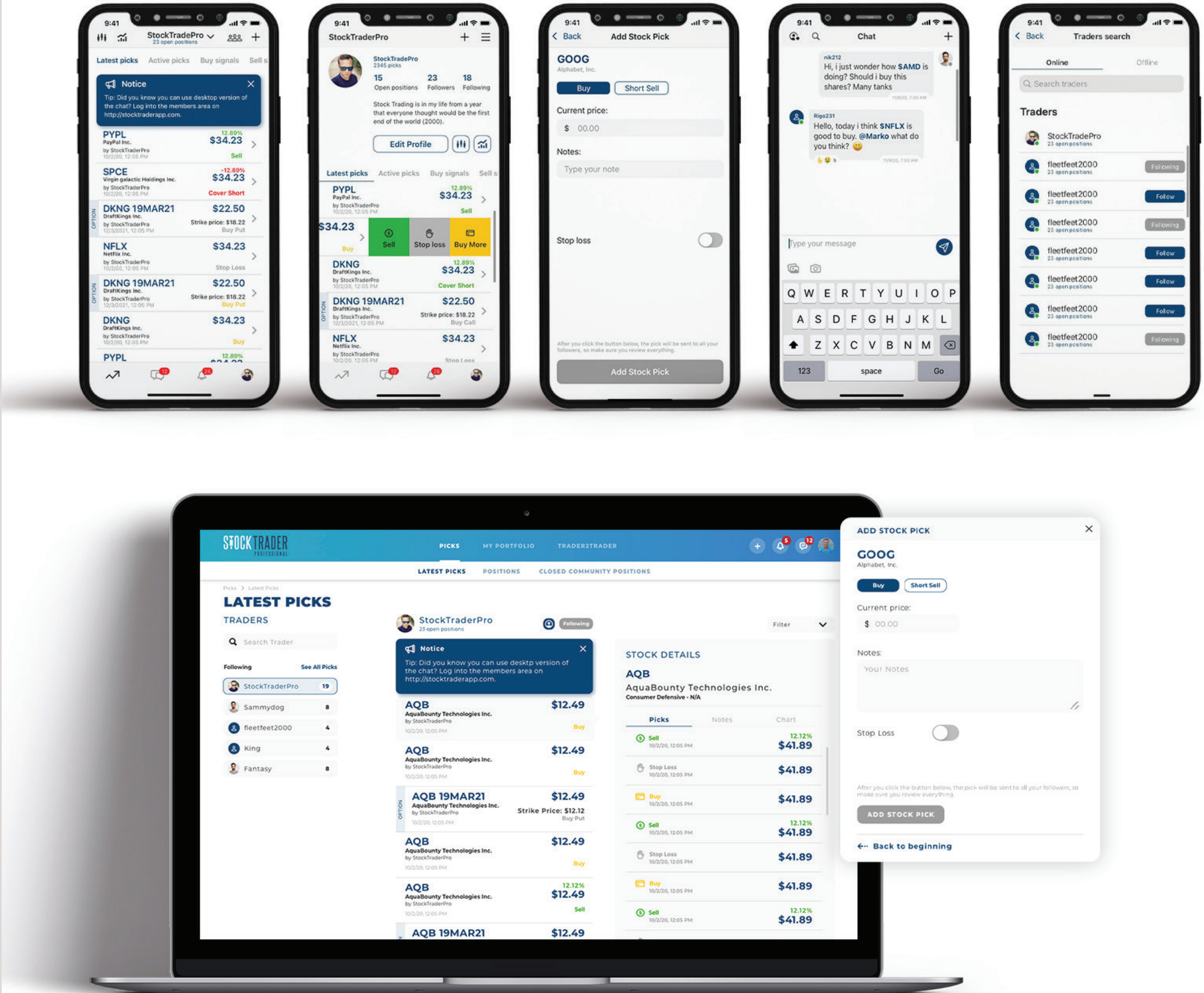
# BACKGROUND

StockTrader Pro is a social trading application designed for experienced traders, beginners, or average users.

The application is designed to allow users to follow the steps and execute the same moves as the leading trader with extensive trading knowledge and experience. The goal is to create a community where users trade the same challenges and share the same goals - together, they can be even stronger.

Users have the option to use both the desktop application and the mobile application.

[stocktraderapp.net](http://stocktraderapp.net)



# PROCESS

## TEAM

I collaborated with a Project Manager, developers, and the client during the work process.

## MY ROLE

My work on the project included:

- Market research.
- Data collection.
- Ensuring a good user experience.
- Taking care of the visual redesign of the application by planning and designing new functionalities.

First, it was necessary to design the web application with a presentation page, followed by the design of the iOS and, finally, the Android application.

For each version of the application, specific developers were assigned to whom I had to provide all instructions and guide them through the development phases.



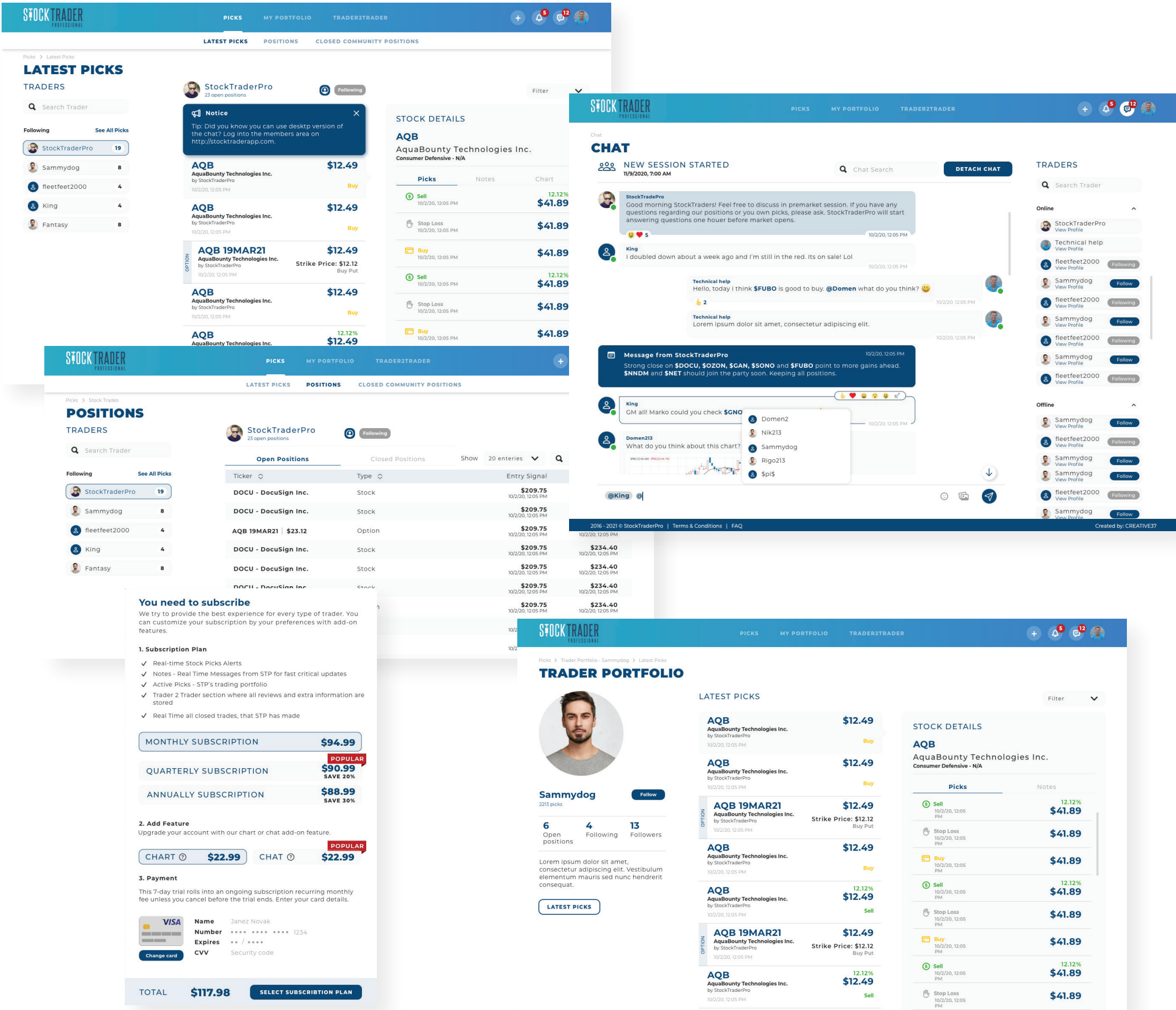


# USER INTERFACE

## WEB APPLICATION

Two views—one for users and another for administrators—needed to be prepared for the web application.

The administrator had special functions and specific rights to edit and delete content. Therefore, it was essential to design the interface to minimise significant deviations or differences, which could have prolonged or complicated development and subsequent testing.



# USER INTERFACE

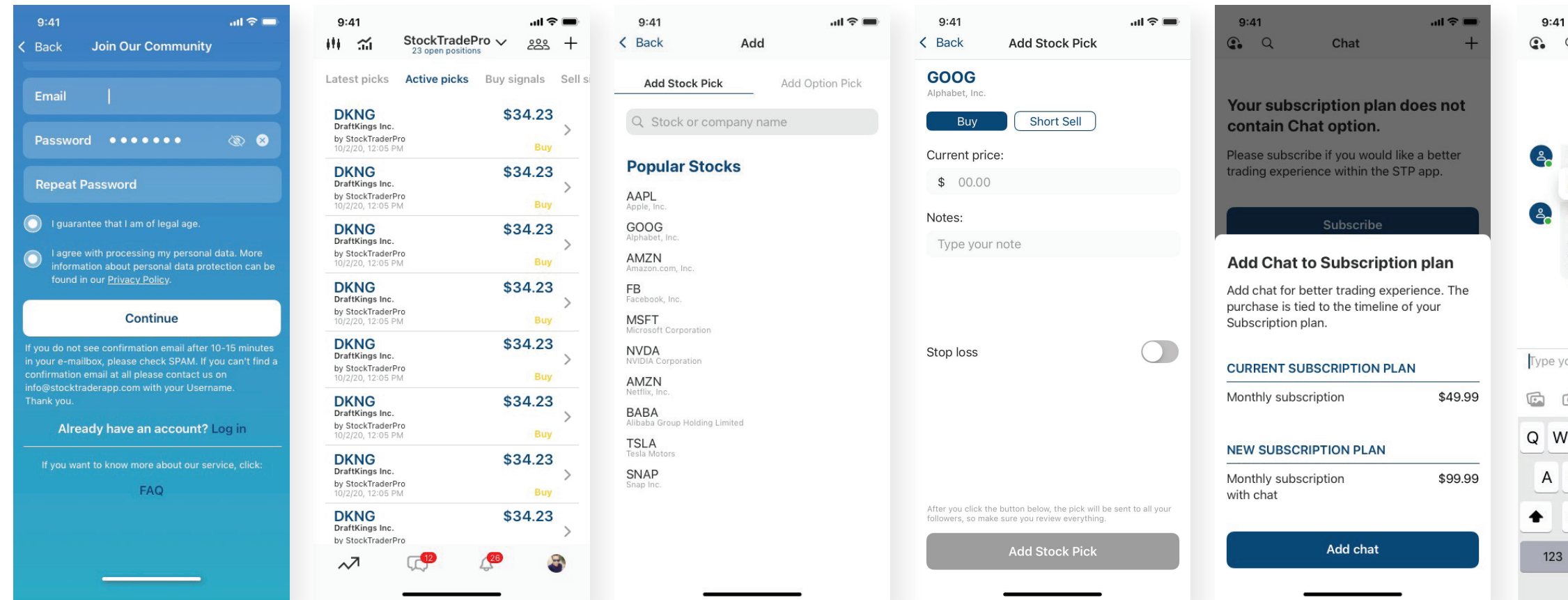
## IOS AND ANDROID APPLICATION

Designing both applications was challenging because each operating system had specificities to which I had to adhere at the client's request. The benefit of this was that the developers then had an easier time as it was tailored to their needs.

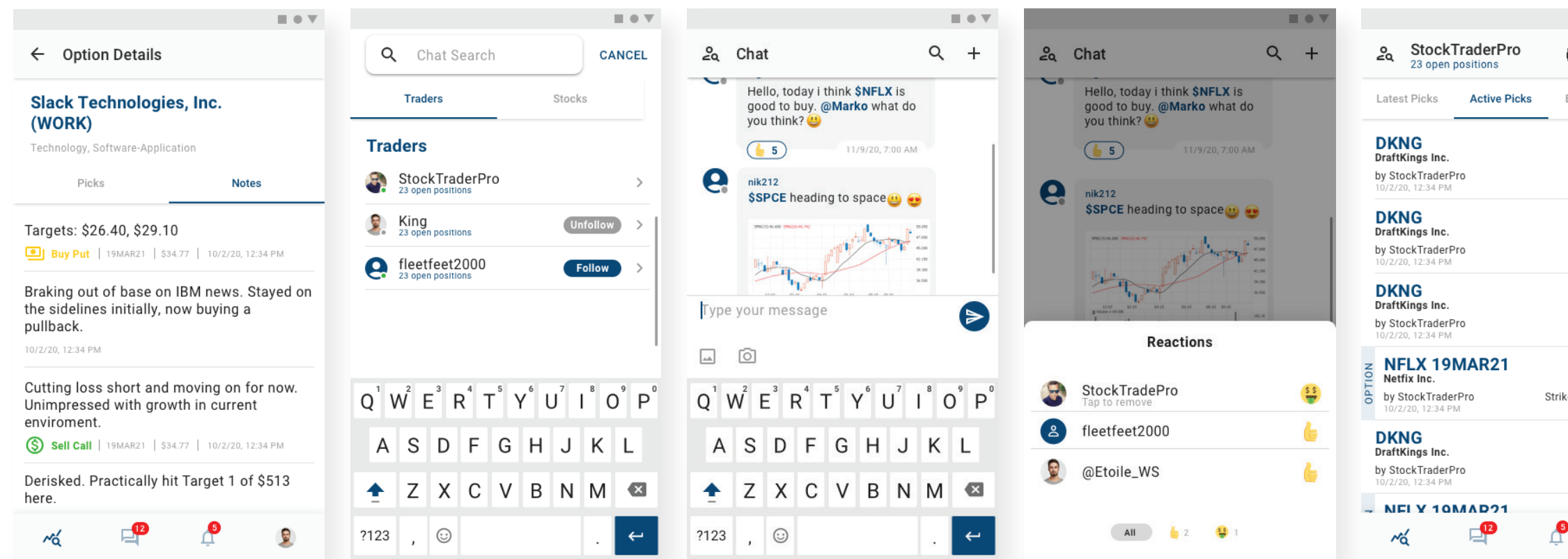
After preparing the desktop app first, the challenge was adapting or preparing it for a smaller dimension while maintaining a similar logic to what users are accustomed to from the desktop app.

I had to be mindful that certain elements only took up a little space and that I could fit as much as possible onto the screen, especially concerning the list of picks created by users.

## IOS



## ANDROID



# WHAT I LEARNED

## **LEARNING ABOUT THE STOCK MARKET:**

First, I had to learn and understand how the stock market works, what various terms mean, and what is essential for traders.

---

## **IOS AND ANDROID GUIDELINES:**

The client explicitly expressed the desire for the iOS application to follow iOS guidelines and for the Android application to follow Material Design guidelines. Therefore, before starting the design, I reviewed each operating system's policies and specific requirements.

---

## **DIVIDE THE PROJECT INTO PHASES:**

In this project, we wanted to do everything at once rather than in phases, which cost us significantly. This was a valuable lesson on why working in phases is beneficial.



SOMETHING EXTRA



# PACKAGING

## GORENJKA CHOCOLATES

Agency: Agencija 101 d.o.o.

Client: Žito d.o.o.

The company Žito d.o.o. chose us to design the new Christmas / New Year edition of Gorenjka chocolates. The chocolate collection consists of 5 different chocolates. I envisioned the packaging in a knitting style, like Christmas sweaters. Each chocolate has its own pattern.

The idea itself was that each chocolate is a gift in itself, so there's no need for additional wrapping.

The goal of the special holiday packaging was, of course, to increase sales, and we succeeded.





# VISUAL IDENTITY

## KLOBASARNA

Freelance

Klobasarna is a street restaurant specializing in Slovenian cuisine, with a particular focus on the Kranjska sausage. Klobasarna is our family project, for which I developed the entire visual identity.

[www.klobasarna.si](http://www.klobasarna.si)



## VILA DE CASA

Freelance

Vila De Casa is a lifestyle hotel located in Ribnica. The logo intertwines the story between the new hotel and the old tradition of weaving dry goods. Therefore, the symbol of the house is graphically depicted as a woven basket.



## BM EVENTS

Freelance

BM events is a company that organizes various events. The client requested a typographic logo that can encompass all types of events.





# WEBSITES

## ENERGIJA BIKES

Agency: CREATIVE37 d.o.o.

Energija Bikes is a company that sells high-end bicycles and all the necessary equipment that cyclists need. My task was to redesign the online store to be attractive for cyclists.

[energijabikes.com](http://energijabikes.com)

## KATAPULT

Agency: CREATIVE37 d.o.o.

Katapult is an entrepreneurial environment for young entrepreneurs with physical products, as they receive comprehensive support. My task was to redesign the website.

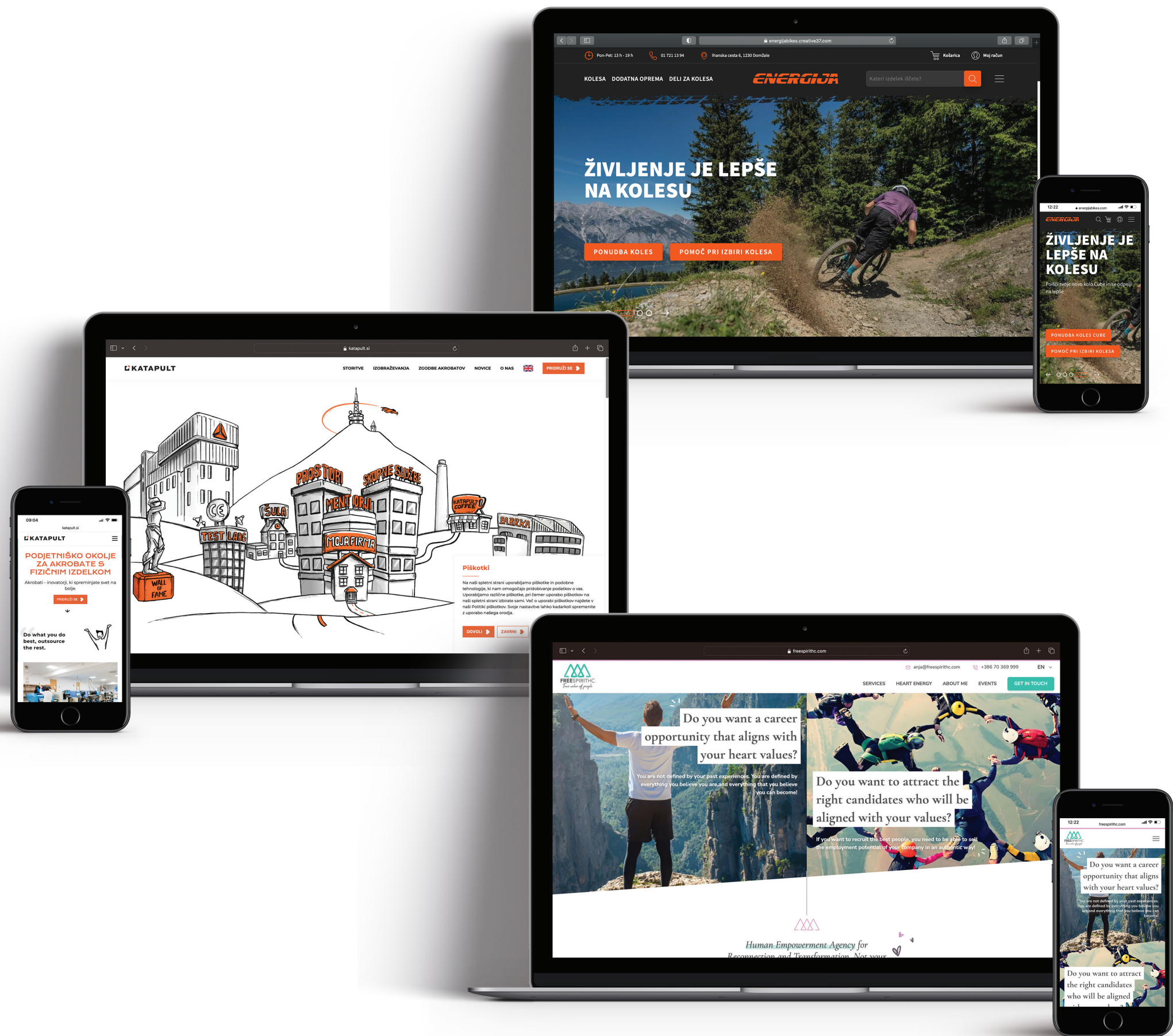
[katapult.si](http://katapult.si)

## FREE SPIRIT HUMAN CAPITAL

Agency: CREATIVE37 d.o.o.

Free Spirit Human Capital is a personnel agency with heart. My task was to redesign the website.

[freespirithc.com](http://freespirithc.com)



# THANK YOU FOR YOUR TIME.

**Ana Logar**

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