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With a background that stretches across startups, corporates, and small businesses, mostly in consulting, I've learned to design for diverse industries, fast-changing contexts, and the kind of complex challenges that push products forward.

Due to confidentiality requirements, some content has been blurred to ensure the protection of sensitive information.

Civic ™ E2E Product Re-Design

Context

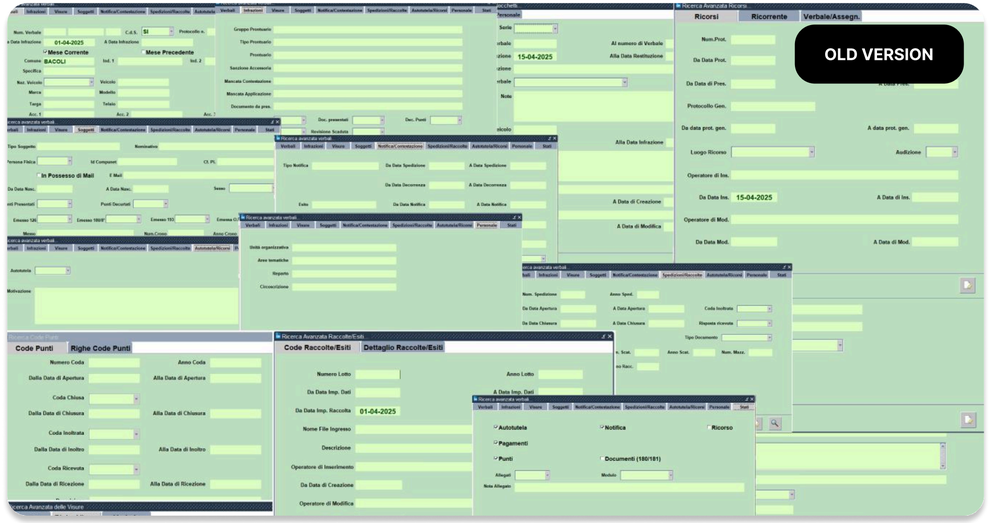
Civic is a software designed to manage the entire lifecycle of fines and ticket books. Ticket books are the booklets used for issuing fines. The software was developed 25 years ago and has been maintained over time to comply with the regulations of the traffic laws. **A local police department can manage the entire station**, its personnel, fines, payments, photographic evidence, document management, and API integrations with external services. Within the client's team, I was involved as a Product Designer and Product Strategist.

Role

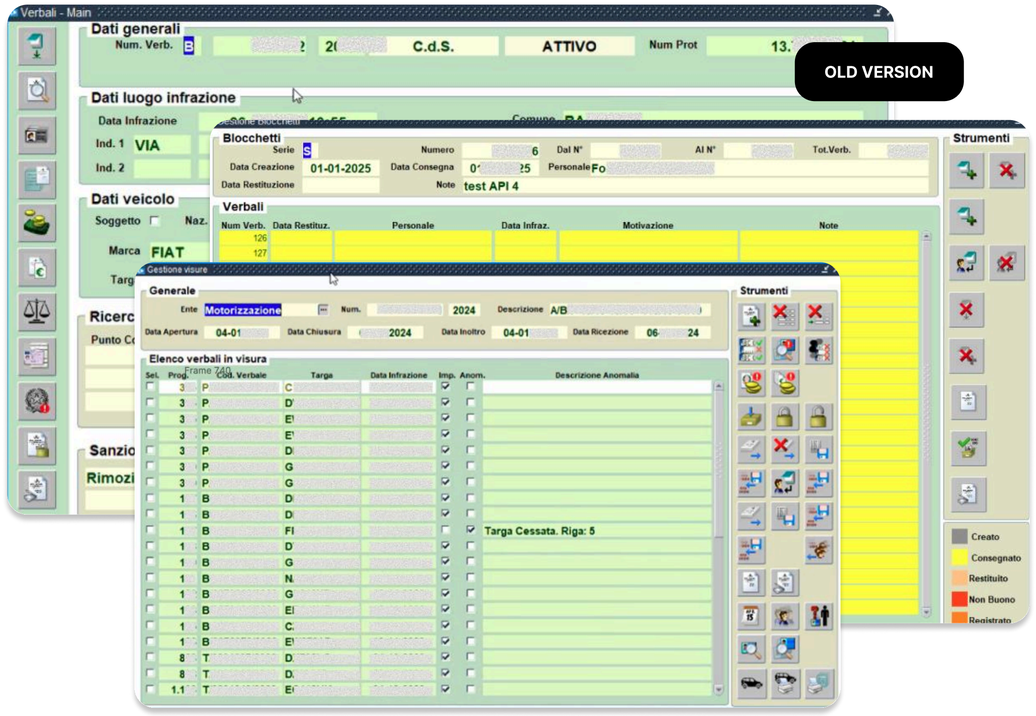
I support the project as a Product Designer. I am part of a consulting team alongside a frontend developer and a backend developer. I independently interfaced with the client's entire team and all stakeholders involved, including the owner of the commissioning company.

Challenges

- **Complexity and scale:**
  The software, developed 25 years ago, is huge. Modules range from managing personnel and fines to handling payments, photographic evidence, document management, and API integrations with external services. Only the research fields are over 700, spread across 45 screens and 13 modules,
- **Inconsistent design:**
  Features were added over time without a unified design guideline, resulting in inconsistent behaviors and patterns.
- **Lack of documentation:**
  No documentation existed for developers, nor manuals for users, and the project lacked a proactive roadmap. Each stakeholder had its own vision for the product's future.
- **Positive user feedback:**
  Despite limitations like the absence of a cloud version, users were satisfied with the product's functionality, which complicated the need and inhibited the urgency for redesign.
- **Limited UX expertise:**
  The client team lacked UX knowledge, requiring parallel training to enable autonomous decision-making for future updates.
- **Time constraints:**
  The initial 3-month timeline required prioritizing foundational elements like information architecture to ensure developers could proceed efficiently.



Only a few of the search field masks.



Different UI patterns across different screens, with different buttons, triggering similar feature.

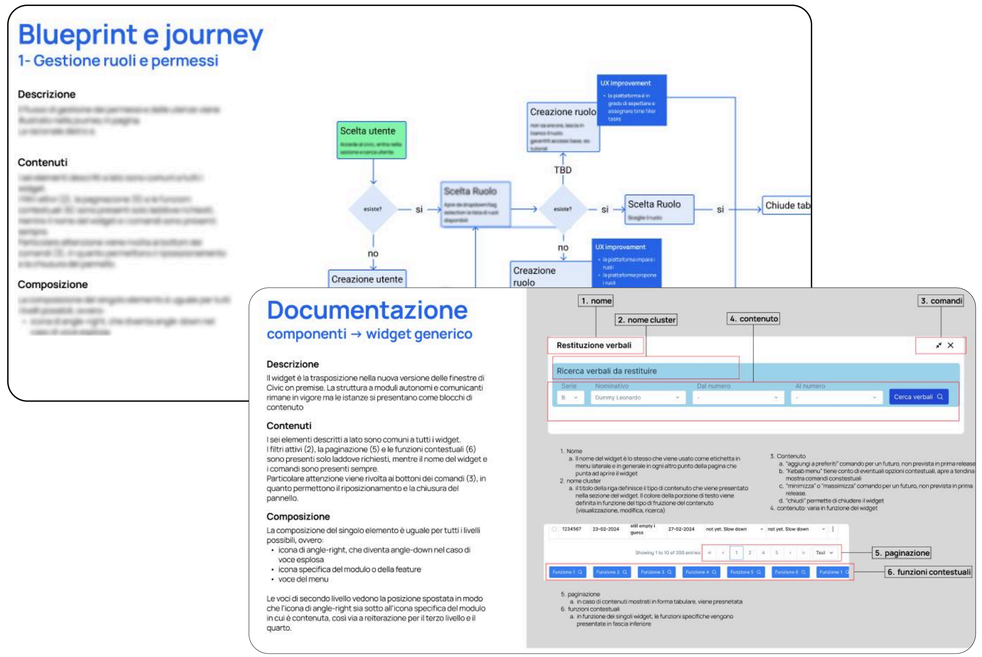
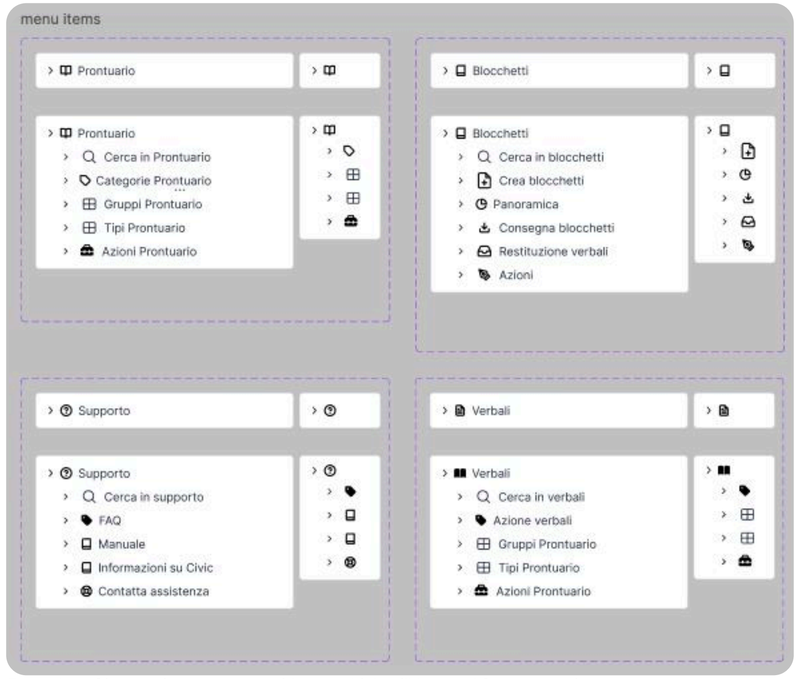
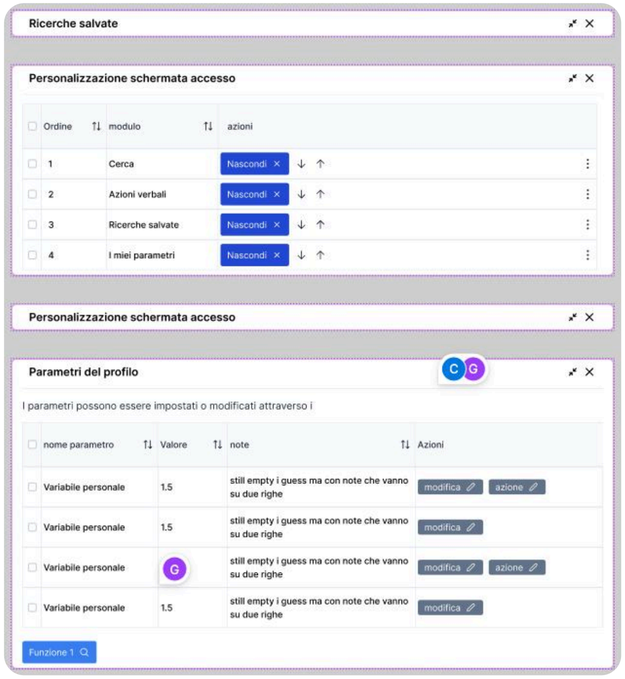


Diagram and data model for a specific journey (role assignment) and UX improvements mapping, and an example of component documentation (maintenance user manual).





Examples of interactive prototype widgets, which will be used for user testing.

Activities

As a Product Designer, I managed the entire end2end design process:

1. **Analysis**
   - Mapped the client stakeholders' desired outcomes, roadmaps, and concerns.
   - Created a research plan.
   - **Conducted workshops** with operators to map the current user experience of those who work daily with Civic.
   - Conducted over 40 hours of interviews with expert client users to understand business logic, highway code elements, and dynamics, and to map the service with a blueprint.
   - **Independently studied the software** and mapped all elements, patterns, internal standards, and conventions present in the platform.
2. **Design**
   - Proposed **key templates** that encapsulated the most common patterns and could function as "building blocks," allowing the migration of functions from the old product to be as simple as selecting the appropriate pattern and using it for new screens.
   - Translated Civic's industry-specific conventions into a **browser-oriented language**, ensuring accessibility and up-to-date design patterns while staying close to the current product.
   - Defined a **design system** by adapting the PrimeNG library to the client's tone of voice and coordinated branding.
3. **Strategic Support**
   - Helped define the **product roadmap**, providing tools, methodologies, and activities to redefine the project scope, prioritize the backlog, and establish a collaborative development framework (Scrum adapted to the team's needs).
4. **Current Phase**
   - I am Delivering additional templates for highly specific functions to developers.
   - I am Managing the **roadmap and backlog item** prioritization, as well as the product strategy.
   - I am Overseeing alignment routines, stakeholder alignment between the client and consultants, and tracked the development team's velocity with corresponding reporting.
   - Periodically review frontend development and **flag bugs or discrepancies** with the provided UI.

Outcome

The modular design was successfully implemented, ensuring that pages open clean, initially displaying only the search module. The page **dynamically composes itself** by gradually adding the necessary modules (widgets) based on the user's task progress, enhancing focus and efficiency.

We also introduced the ability for users to save **personalized layouts based on their recurring activities** and roles. This allows for the creation of widget presets that instantly load the optimal interface for specific strategic tasks, significantly reducing preparation time.

Finally, **accessibility and clarity** have been maximized. Every pattern is now accompanied by a clear text label, eliminating previous ambiguous icons and ensuring that texts explicitly explain the function. This removes the need for the operator to recall or interpret functions, drastically reducing errors and the learning curve.

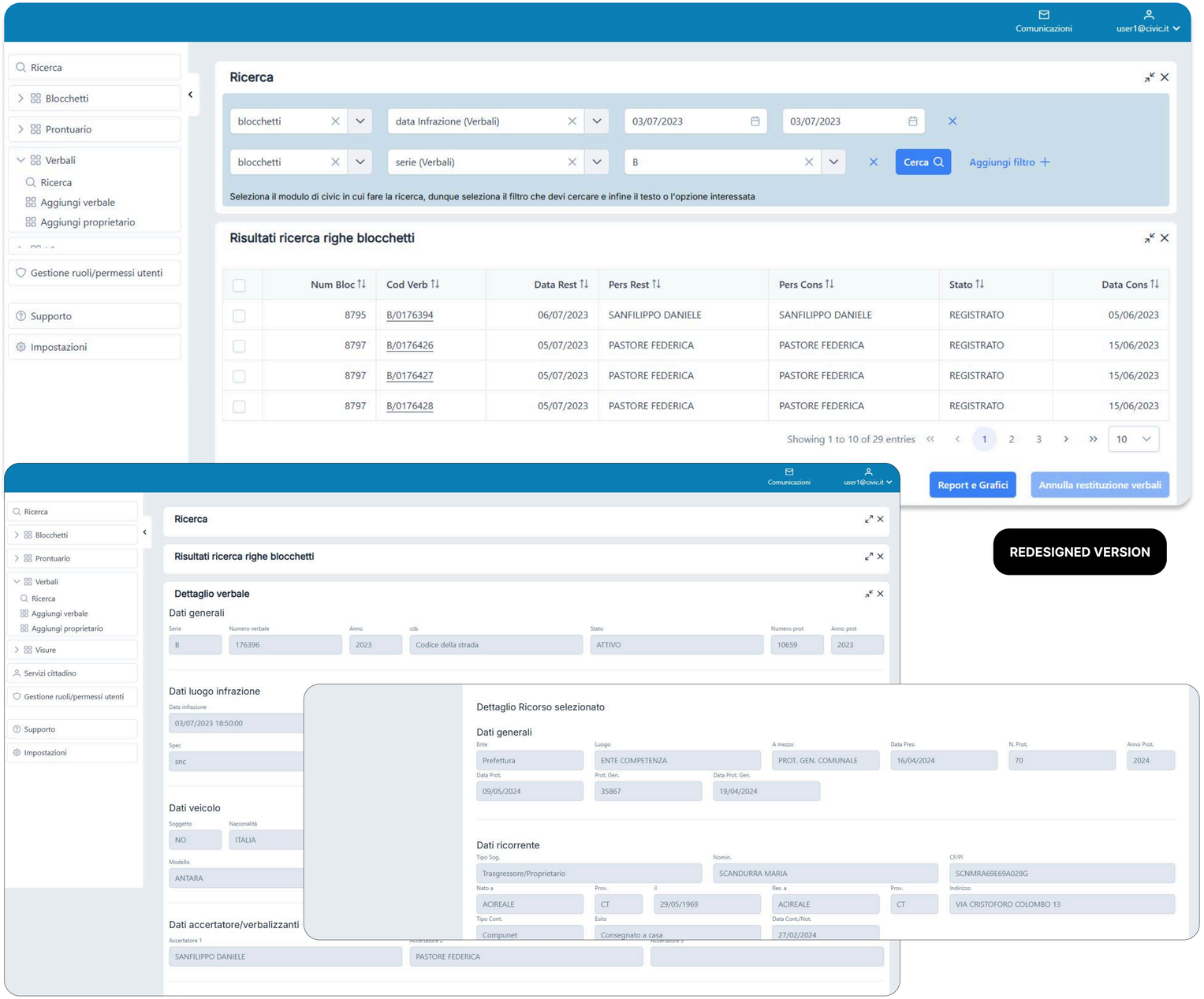
Also:

- New patterns were recognized as fast and functional by Civic's specialized operators.
- A new **AI-ready information architecture** was created, which is much more horizontal and searchable.
- **Guidelines** were established to design new screens in the future, should additional functionality be required.
- Amount of trustability and reliabilty enough to enable **strategical product activities**

Key learnings

The project is still ongoing, and I have yet to fully process all the lessons learned. However, I can say that:

- In environments without a design culture, both the content and the way it is communicated matter. Non-design professionals are not always accustomed to disccus a product they've invested 25 years in.
- Always look at the glass as half full: even if a screen is inaccessible, outdated, or poorly positioned, the business logic and operational flow might still be excellent.



Redesigned platform screens, with both minimized and opened widdgets.

Energy Manager UX Design

Context

In Siemens' Building X, Energy Manager is a digital product for **monitoring and optimizing energy consumption** and production in complex building portfolios.

Role

I worked as a **Senior UX Designer**. In this role, I contributed to the end-to-end design process, from discovery and concept validation to detailed interaction design and developer handoff.

Activities

I collaborated with project managers and product owners to **define and prioritize new features**. I conducted user research through interviews and surveys to identify user needs, behaviors, and pain points. I created personas, user journey maps, and empathy maps, and developed information architecture, sitemaps, and navigation flows to structure content.
I designed **wireframes, low- and high-fidelity prototypes, and mockups** to visualize user flows and interfaces. I performed usability testing, gathered feedback to validate designs and uncover issues, iterated on solutions to optimize accessibility, usability, and business goals, and aligned with developers and stakeholders to ensure correct implementation.

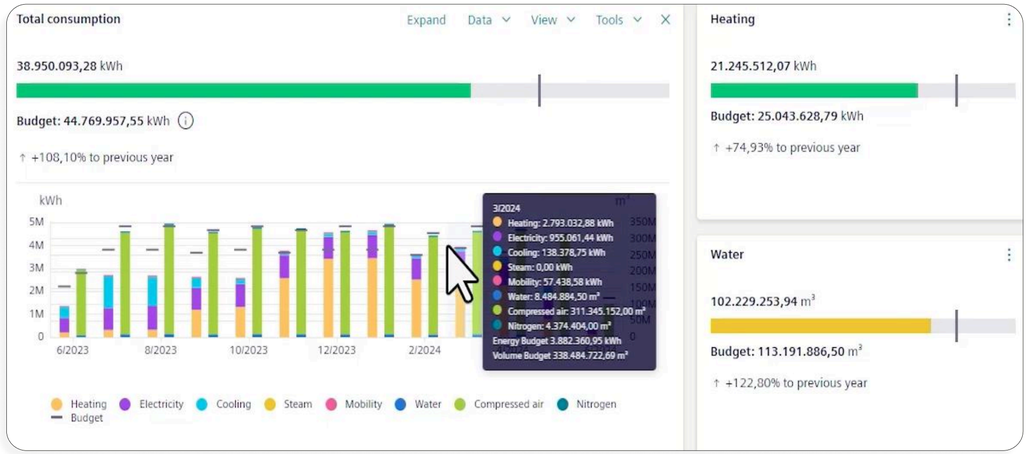
Impact

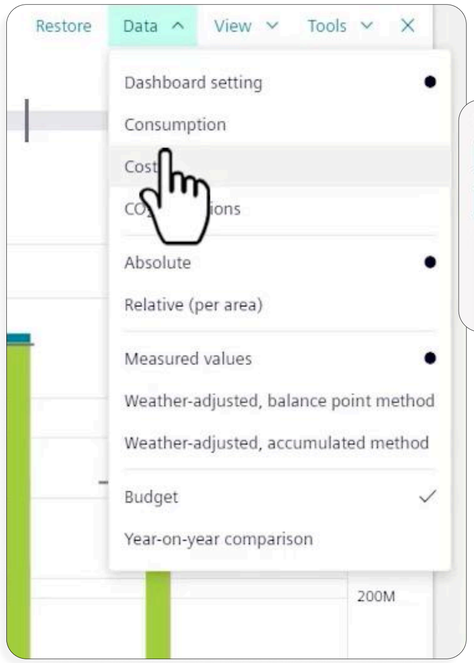
Delivered and discussed component feasibility with developers, including:

- Interactive and filterable **dashboards** with charts.
- Various components like date pickers, filter sets, and internal standards based on shapes and colors.
- New sections, like dashboards or **site manager panels**.
- End to end process of features about **scope 1, 2 and 3 emissions monitoring** dashboard, as requested to earn iso 14067 certification.
- Ensured frontend implementation matched the delivered UI

Key learnings

- Do not always prioritize feasibility in design; what seems impossible is often achievable.
- Ensure you are not reinventing the wheel.
- Save some mockups of crazy concept you propose, even if they will not be accepted. Else, you will end up using the screens available online.





Some screens, publicly available, of components i worked on specifically.

Building X Onboarding Mapping

Context

Building X is a Siemens multi-product platform for the **management of smart grids and smart buildings**, mainly targeting B2B customers. It is presented in the product portfolio as a cloud-based alternative solution.

Role

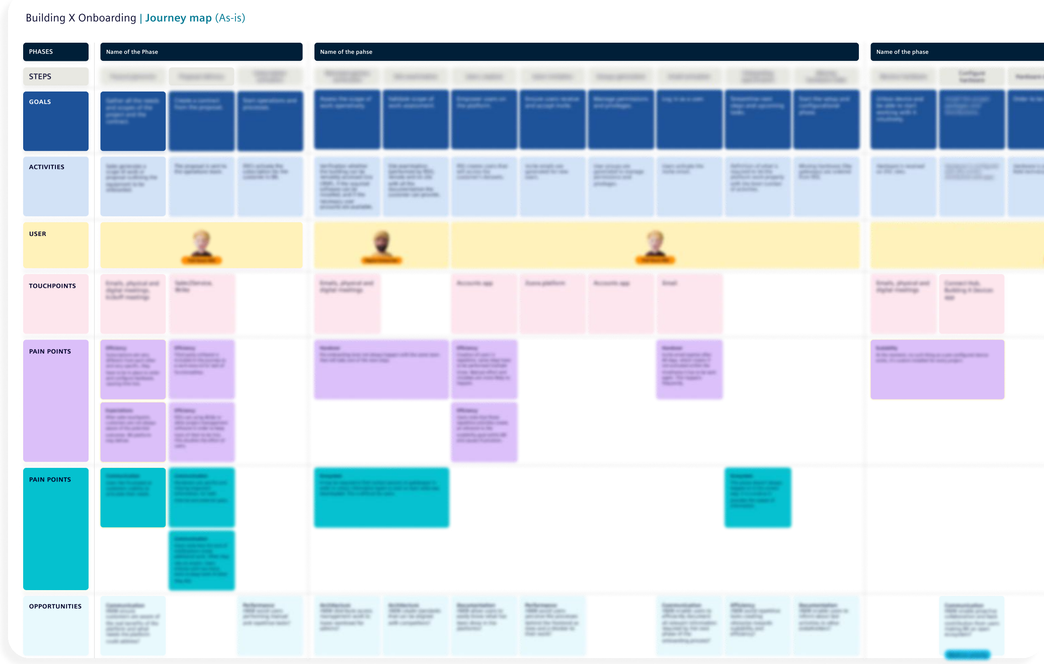
I served as **Senior UX Researcher.**

Activities

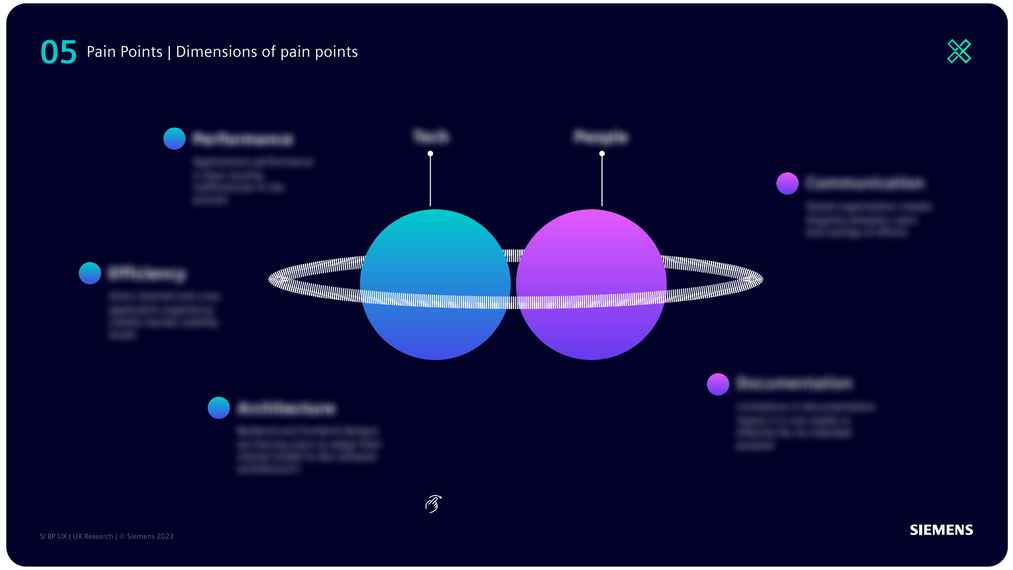
I proposed and executed the following activities: **research planning**, stakeholder alignment, kickoff meetings, creation of research plans, conducting both **field and desktop studies**, service blueprint mapping, **qualitative and quantitative analysis**, insight synthesis, and **suggesting new initiatives**.

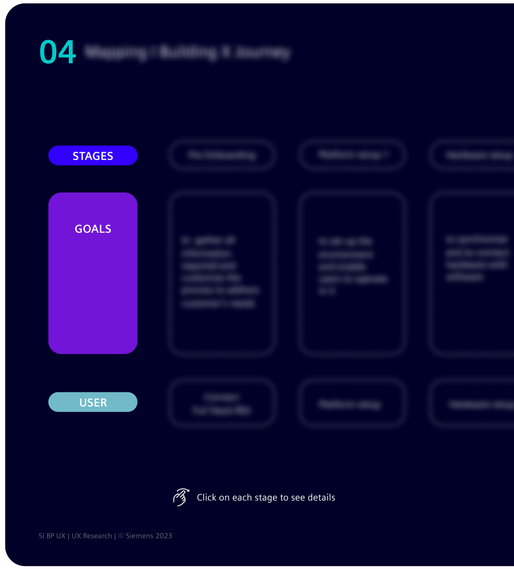
Challenges

No previous end-to-end mapping of the onboarding flow for a building or campus had been done. I contacted and interviewed over 40 users across 3 continents (USA, Africa, Europe) in various regions, aligning stakeholders from diverse business divisions (including sales, procurement, installation, technical leaders, developers, and engineers). The process of rationalizing and mapping onboarding flows lasted between 6 months and 3 years depending on complexity, through 5 complementary personas and 25 interviews.

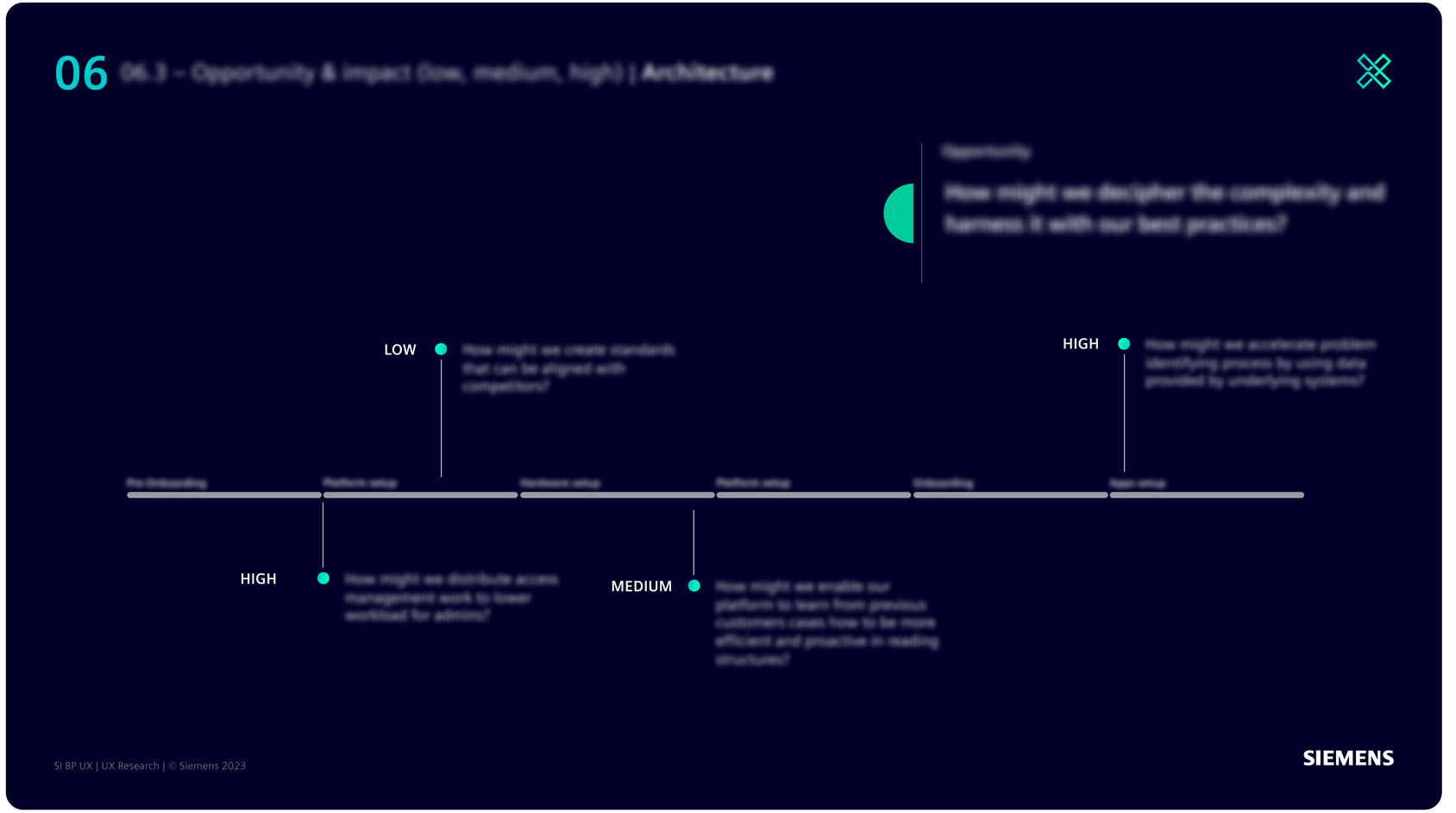


The blueprint map of the whole building onboarding process (partially depicted here) I delivered.





Various templates extracted from the report I presented to different stakeholders, including a concise, high-level executive summary.



Various templates extracted from the report I presented to different stakeholders, including a concise, high-level executive summary.

Impact

For the first time, all actors involved in the onboarding process could see how their roles fit into the **overall flow**. Pain points were grouped into 5 main clusters, each containing 6–12 issues. The **13 design questions** that emerged enabled teams to solve prioritized problems efficiently, with actions agreed upon with stakeholders from reference business departments.

Key learnings

- It is a mistake to **take for granted** that you understand what your interviewee is reporting, it's better to double check. Especially for engineers with 25+ years of experience.
- **Aligning stakeholders** during the process often reveals surprises that would otherwise go unnoticed, putting audience into a defensive mode.
- A thorough research process **requires time** to design and implement but ultimately saves more time.

Thank you for your time!
I look forward to your thoughts and feedback.
I’d be happy to connect and continue the conversation further.

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