

# MARTYNA TOMASZEWSKA

## USER EXPERIENCE DESIGNER PORTFOLIO

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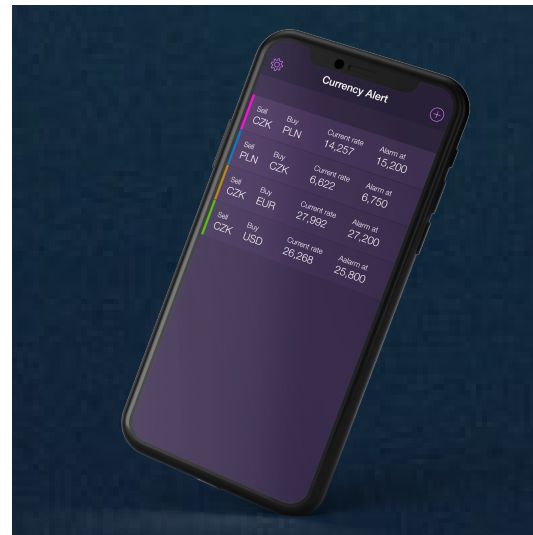
### GAIA COCKPIT

HCL / web app / 2019 – till present



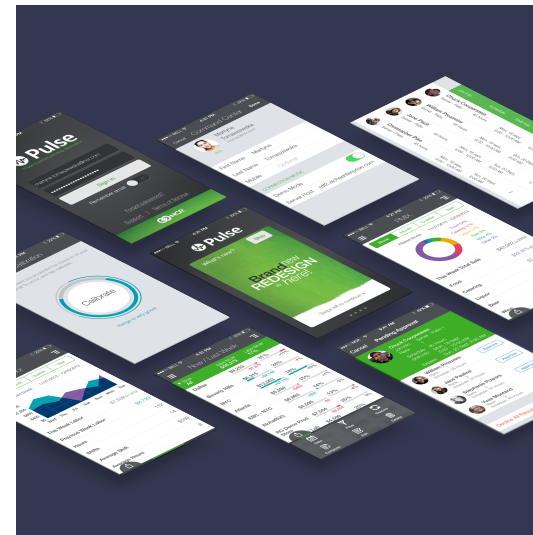
### CURRENCY ALERT

Private project / android & iOS / 2014 – 2015



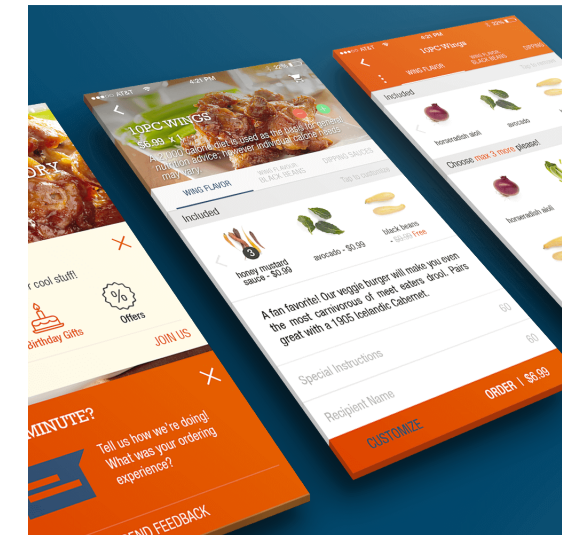
### PULSE

NCR / android & iOS / 2012 – 2016



### FOUNDRY

NCR / android, iOS & web / 2012 – 2016



# MY 5 STEPS PROCESS

After years of work I realised that well optimised process should consist of no more than 5 steps. Whatever the methods are used in each step, that depends on project specific needs. But ultimately there're still narrow down to 5 categories.

## 1. LEARNING

Asking questions to right people.  
Defining the team. Googling available solutions, use cases, checking the competition. Reaching out to design community.

## 2. EMPATHISING

Forming an idea of what needs to be achieved or solved, based on collected informations.  
Understanding the whole picture and individual problems.

## 3. DEFINING & IDEATING

Starting from sketching, then moving on to designing. Leaving fixing pixels for the end.

## 4. DESIGNING & TESTING

Presenting. Doing rapid fixes live.  
Enaling design collaboration, commenting and/or co-designing.

## 5. REFINEMENT & DELIVERY

Fixing pixels. Communicating project status with the team.  
Making a demo, explaining the workflow, interactions and animations. Exporting to Avocode.  
Providing screenshots for documentation.

STUDY REPORTS

COMPETITIVE ANALYSIS

HEURISTIC ANALYSIS

COLLECTING FEEDBACK

INTERVIEWS

PERSONAS

EMPATHY MAPPING

STORY BOARDS

USE CASES

USER JOURNEYS

MOOD BOARDS

BRAINSTORMING

WORKFLOWS

SKETCH

PROTOTYPE

DESIGN

MOCKUP

CONSULT

COLLABORATE

MAKE DECISION

A/B TESTING

SURVEYS

REFINING

DOCUMENTING

FLOW DIAGRAMS

AVOCODE / ZEPLIN HAND-OFF

COMMUNICATING

# CURRENCY ALERT / OVERVIEW

Android / iOS / 2014 – 2015

## ABOUT

App is addressed to people who need to exchange significant amount of money very frequently, but they do not want to spend time on watching the curve going up and down. Currency Alert will notify them when is the best time to do it so they could save time and money doing only profitable transactions.

## CHALLENGES

Application of native design guidelines for Android and iOS. Workflow should be obvious and intuitive, and design should be clean and modern. Colours should be intense and energetic, with minimum 75% contrast rate. Focus on effortless task handling and limiting steps/drill down in the application to necessary minimum.

## AUDIENCE

Expats  
Travellers  
Business  
Amateur trade players

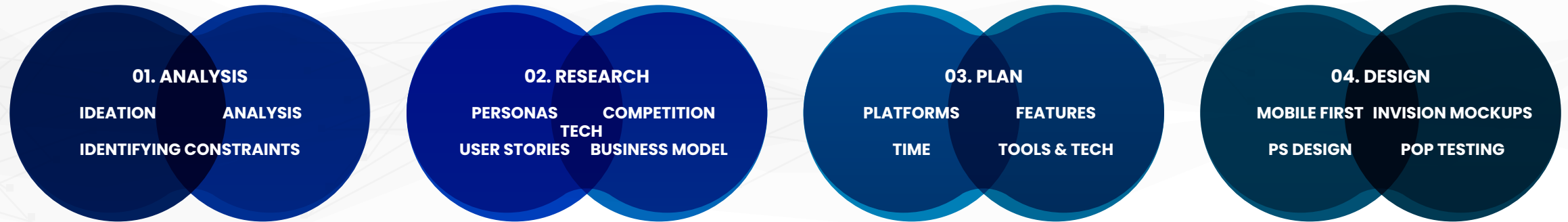
## ROLE IN PROJECT

The idea was mine, so entire UX process was done by me.  
In the future my role will be also to test it, enhance it and market it.



# CURRENCY ALERT / PROCESS

This is single purpose app. It meant to be extremely easy to use. We used Redmine for project and tasks management. Mockups were skipped and I went straight to designing iOS interfaces. Each screen was testes on dedicated devices. Final presentation and workflow was done in InVision.



## HOW IT STARTED

Idea should be validated, so I started from asking questions:

- Are there similar apps or any competitors?
- Who else would benefit from using it?
- Why, when and how is it going to be used?

## OBJECTIVES

User needs to choose from many currency pairs and want's to save many notifications, even for the same pair of currencies. User want to be notified when the exchange rate will reach the expected value even if the app isn't running in the background. User needs to know current exchange rates, they will be updated every 5 minutes at most.

## COMPETITIVE ANALYSIS

Many apps or websites provide frequent or even real time data on currency rates. They provide calculators, P2P transactions or online money transfers without fees. I've tested most popular at that time online exchange portals (CurrencyFair, Fortissimo, XE Currency, TransferWise, OANDA), online payments systems (PayPal, PayU, PaySec) and online banks. Only two providers implemented alerts – Fortissimo and OANDA. First one is unstable, second allows for tracking only the most popular currency pairs (EUR, USD, GBP, JPY and AUD) and its interface is complicated and counterintuitive.

# CURRENCY ALERT / PERSONAS



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## ELA

Student / 22 years

“I need to catch best possible rate”

Ela is making currency exchange transactions every month to send money to family from abroad. She has a tight budget so even small change in rates makes a difference, so she's willing to wait several days for the best deal.



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## KAREL

Traveler / 56 years

“I still have time. I wonder how good rate can I get.”

Karel is planning a trip abroad in few months. He needs to know if a currency exchange rate is stable or are there periods of time when the rates are higher or lower. He can randomly observe the rates for several weeks and plan the future transaction.



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## SHAILENE

Business owner / 45 years

“Clients depend on me, but company depends on the rates.”

Shailene makes business world wide and transfers significant amount of money on weekly basis. She knows currency rates well and can predict its behaviour. However, she can't spend time "chasing the curve". Still with such significant amount of money to transfer even the smallest change during day makes a huge savings for the business.



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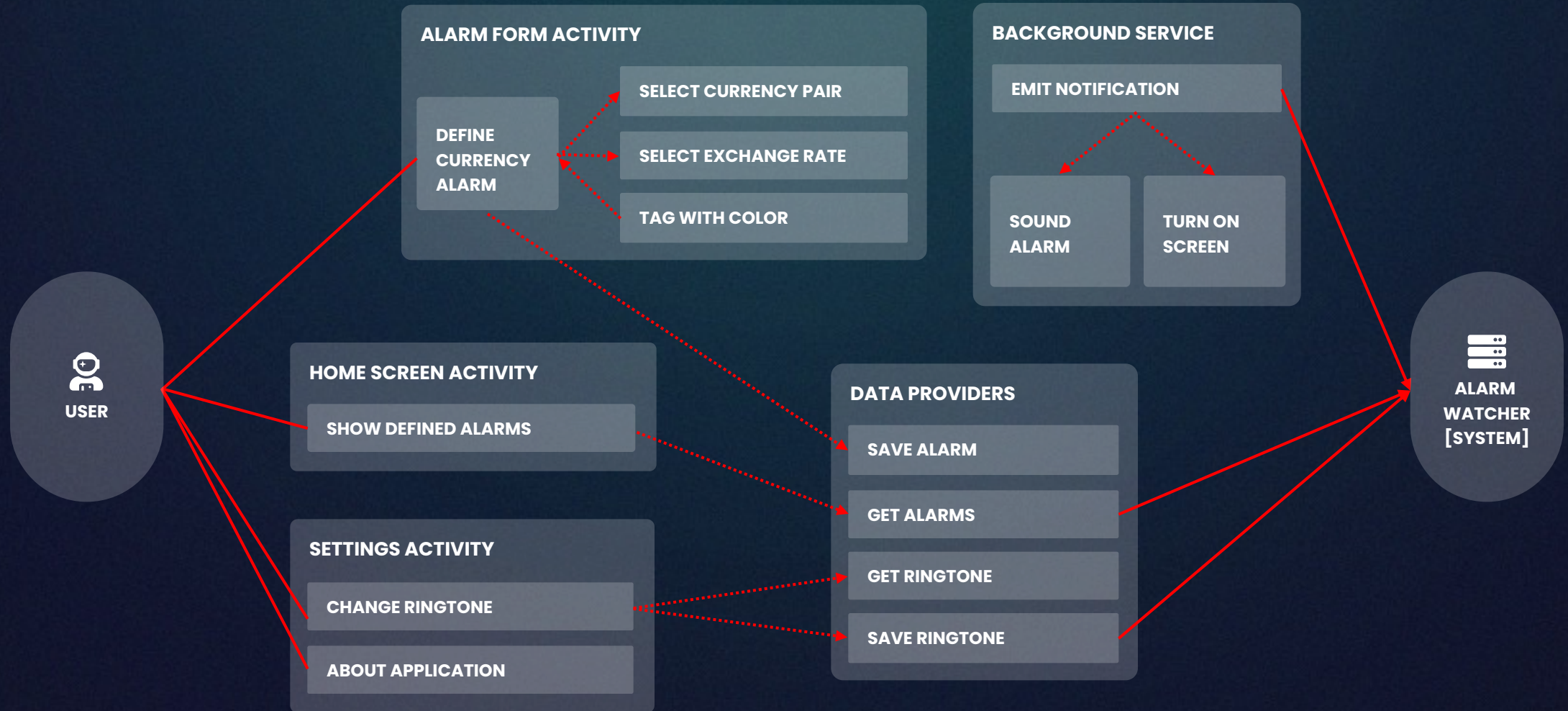
## EGOR

Private investor / 31 years

“I need to know peaks and lows instantly!”

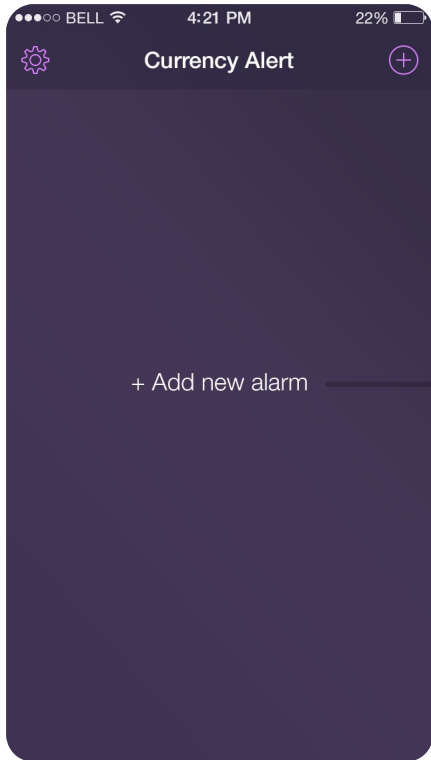
Egor invested some money into FOREX and in spare time he is shifting the money between currencies to earn on significant market vacillations. He want's to track specific currency pairs at specific exchange rates.

# CURRENCY ALERT / FLOW CHART

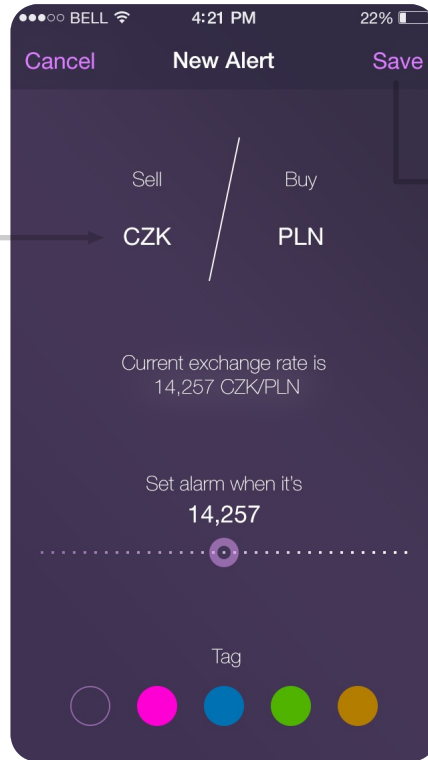
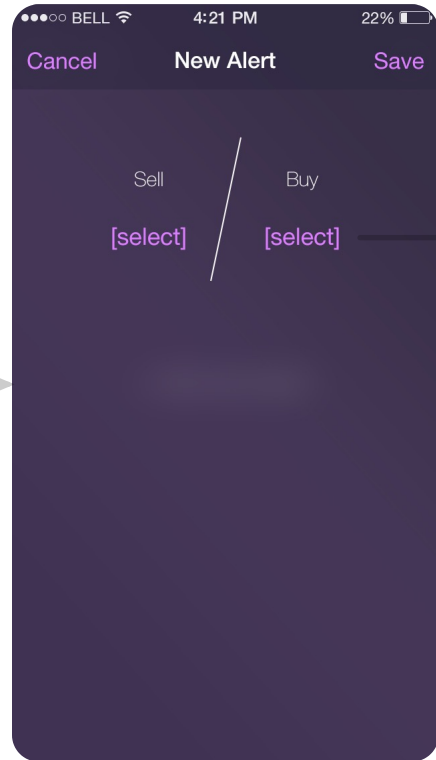


# CURRENCY ALERT / IOS

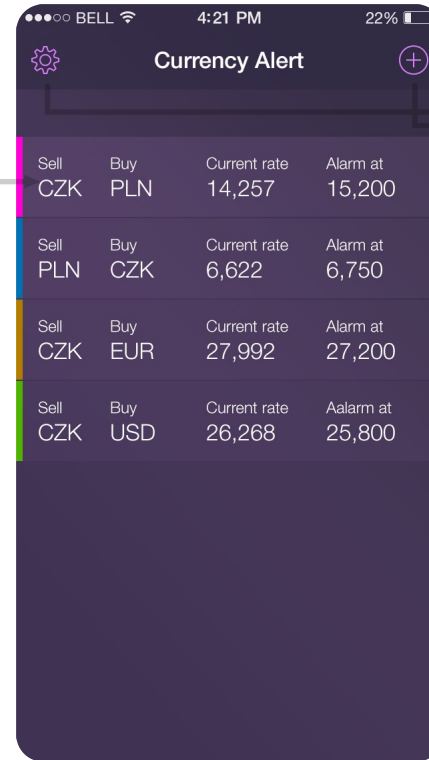
HOME SCREEN



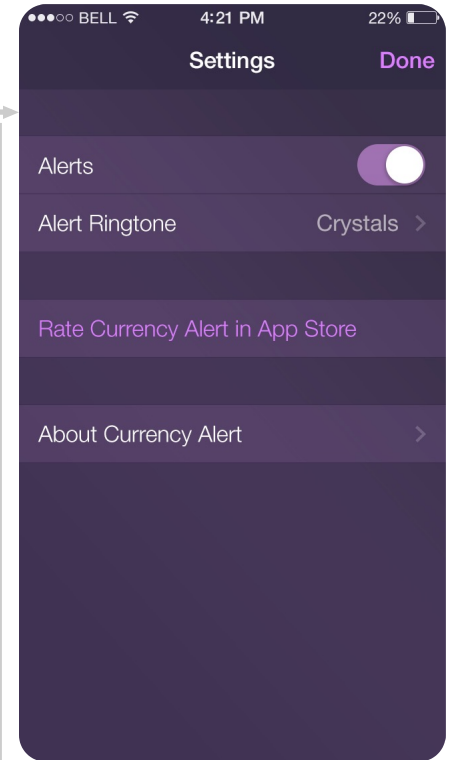
NEW ALERT



HOME SCREEN WITH ALERTS



SETTINGS



# NCR FOUNDRY / OVERVIEW

Android / iOS / web shop / 2015 – 2016

## ABOUT

Full name: Online Ordering Foundry. Hybrid app for iOS and Android. Allows to purchase food, make group orders to invite family or friends, pay with mobile and check in at the restaurant to let the staff know that customer is ready for pick up. It also includes various loyalty programs, social sign in, meals customisation and more. Integrated with Aloha POS system and dedicated for brands like KFC, Pizza Hut, Burger King etc.

## CHALLENGES

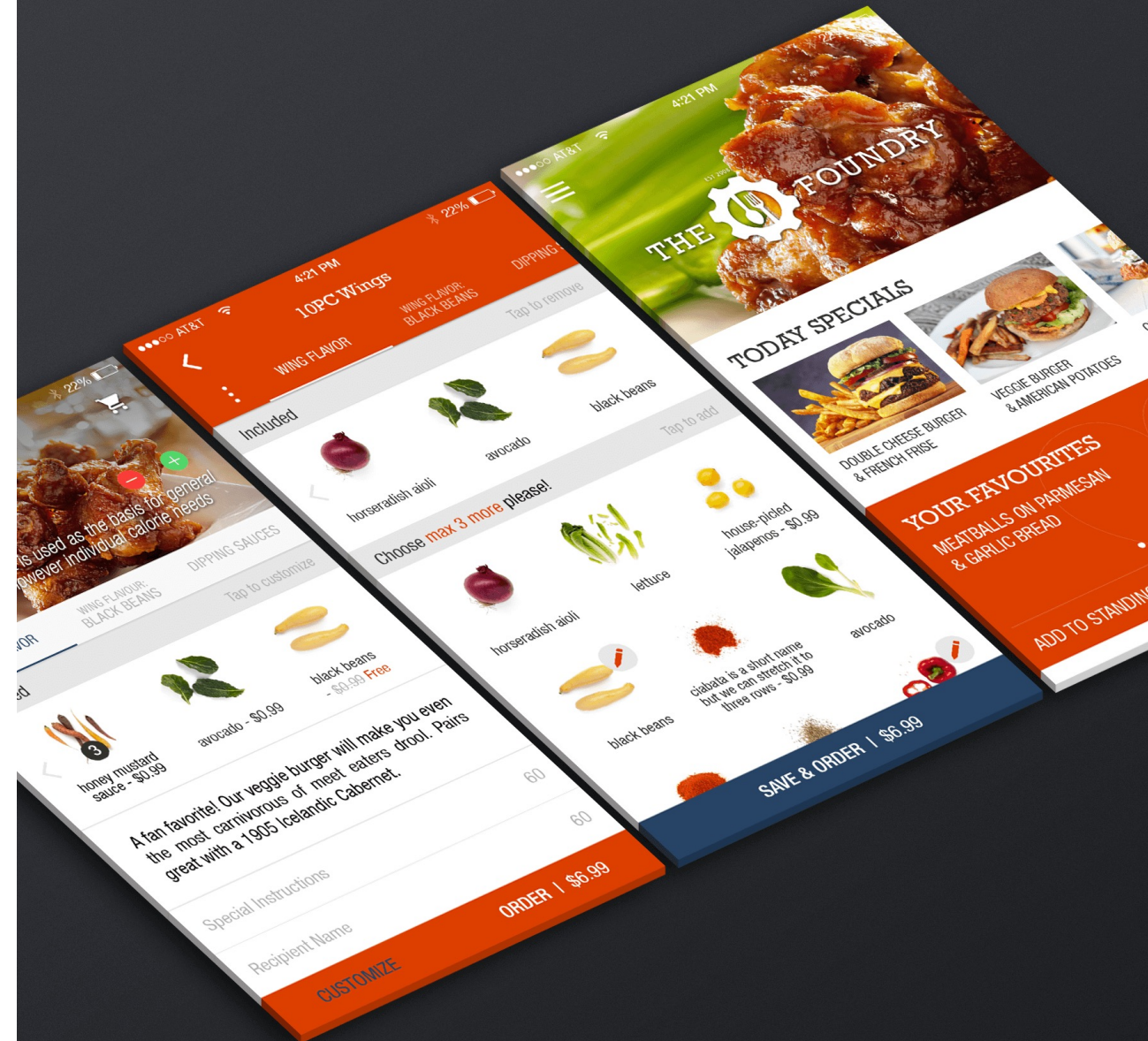
Setting up one consistent design and interaction strategy. Design with multiple variants in mind as each customer has different needs. Consistency between mobile and web apps.

## AUDIENCE

Restaurant customers  
Business owners, managers  
restaurant staff

## ROLE IN PROJECT

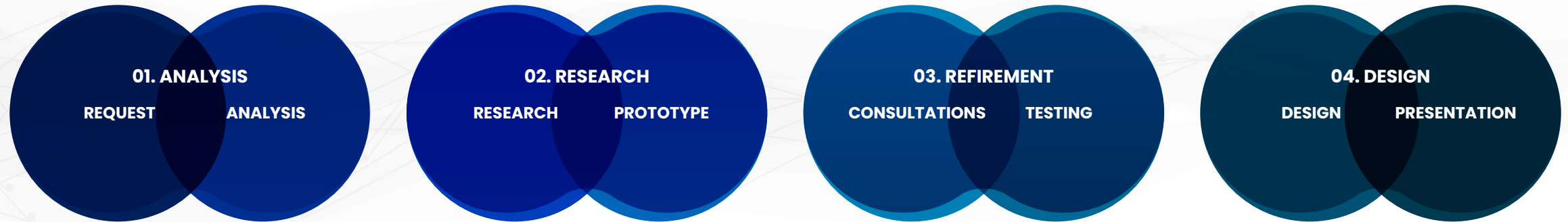
Redesign look and feel, set up new visual standard. Break the patterns with new way of meal customisation, group ordering and other features. Prototype and test concept solutions (interviews, AB testing, surveys). Create animations and UI elements motion.





# NCR FOUNDRY / PROCESS

Foundry required continuous improvements of UX and interactions. Every assignment went thru similar weekly process. My team collaborated through email, TFS and Slack. I used Photoshop, Sketch, Pixate and traditional pen & paper to sketch, prototype and design. To test my work I used Marvel app, UsabilityHub and Google Forms. I used Marvel also for presentation.



## REQUEST

Requests were done during weekly design review meetings and turned into notes and story points for next sprint.

## ANALYSIS

Customer requests were aligned with existing framework and heuristic analysis.

## COMPETITIVE RESEARCH

It usually shown, that others have less advance solutions but inspiration could come from “outside”, from studies, UX discussion boards or surveys.

## PROTOTYPE

Rapid prototyping to visualise research ideas.

## CONSULTATIONS

To confirm that the concept was right initial mockups were distributed and product owners were invited to collaborate.

## TESTING

Testing methods were chosen accordingly to feature specifics. A/B testing, interviews, guerrilla testing.

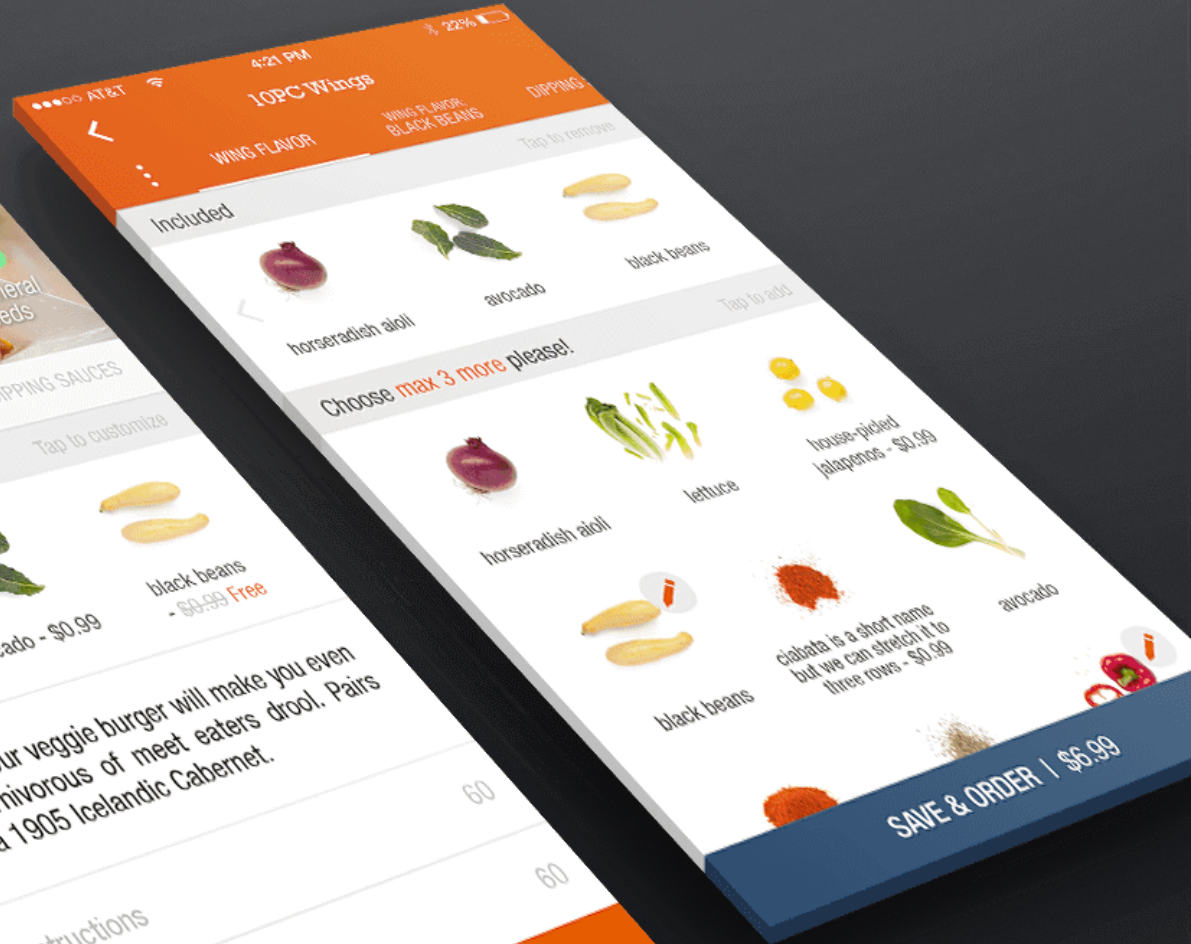
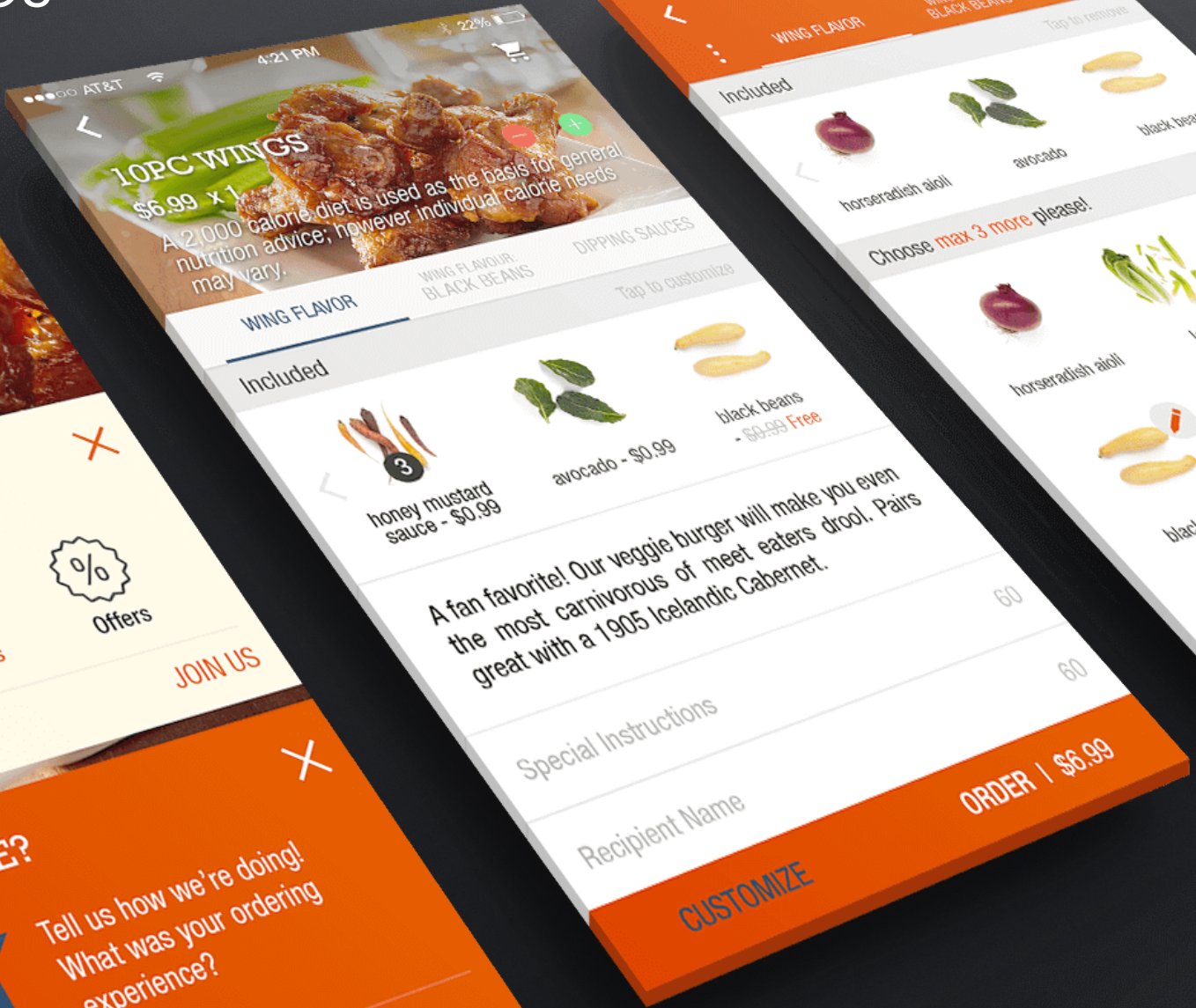
## DESIGN

Design is a result of all previous steps. It will include my proposal, stakeholders feedback and user tests results.

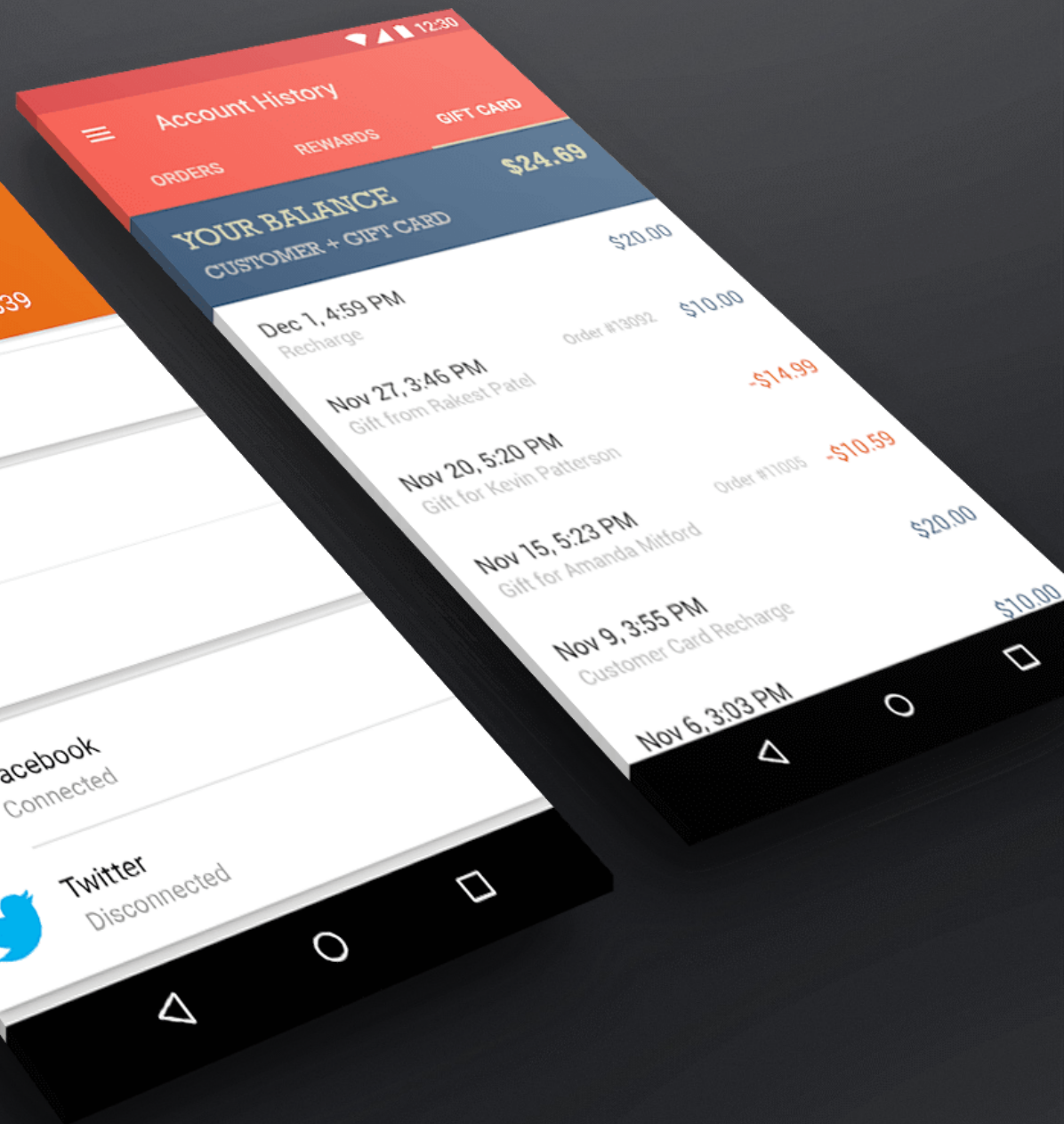
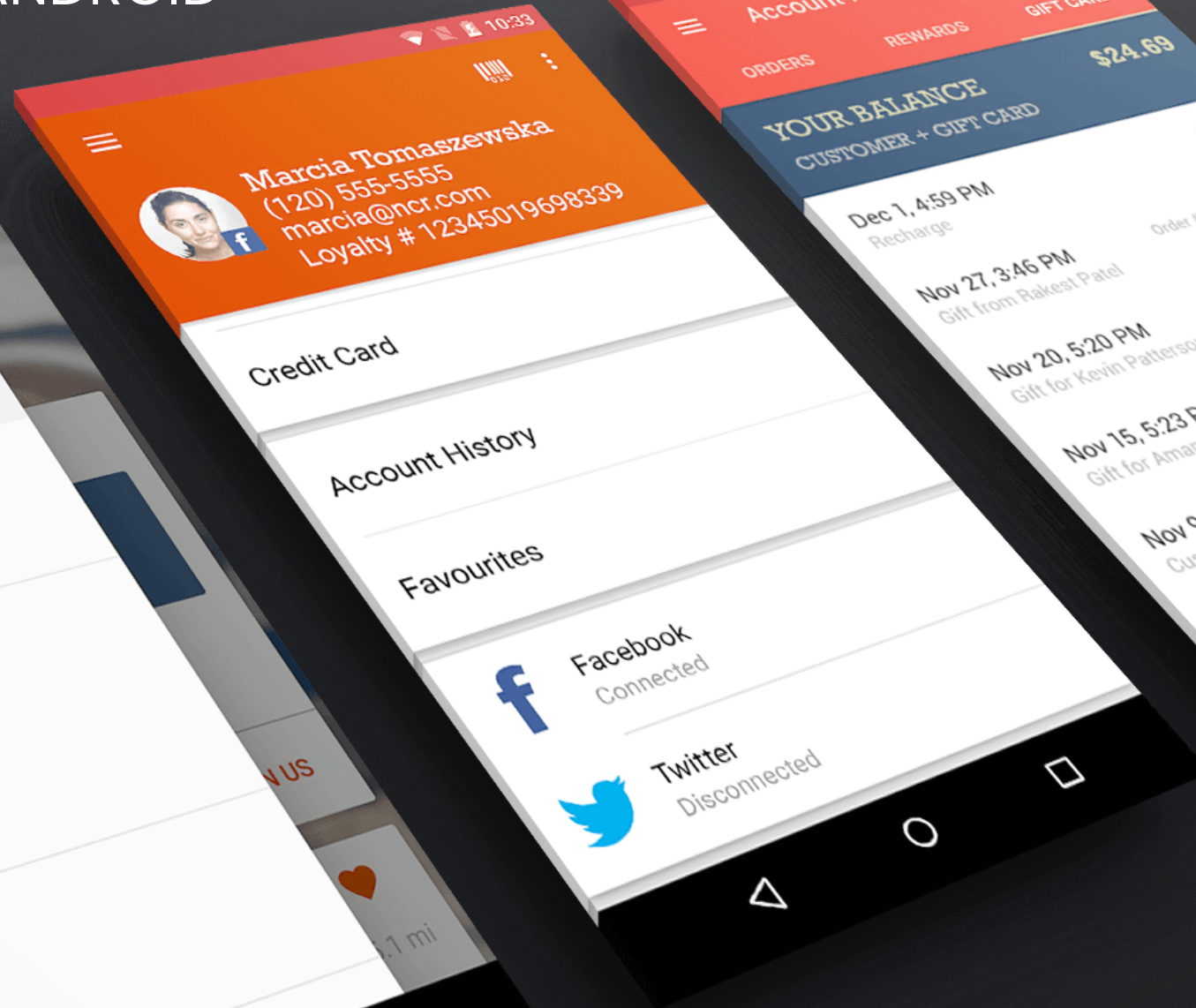
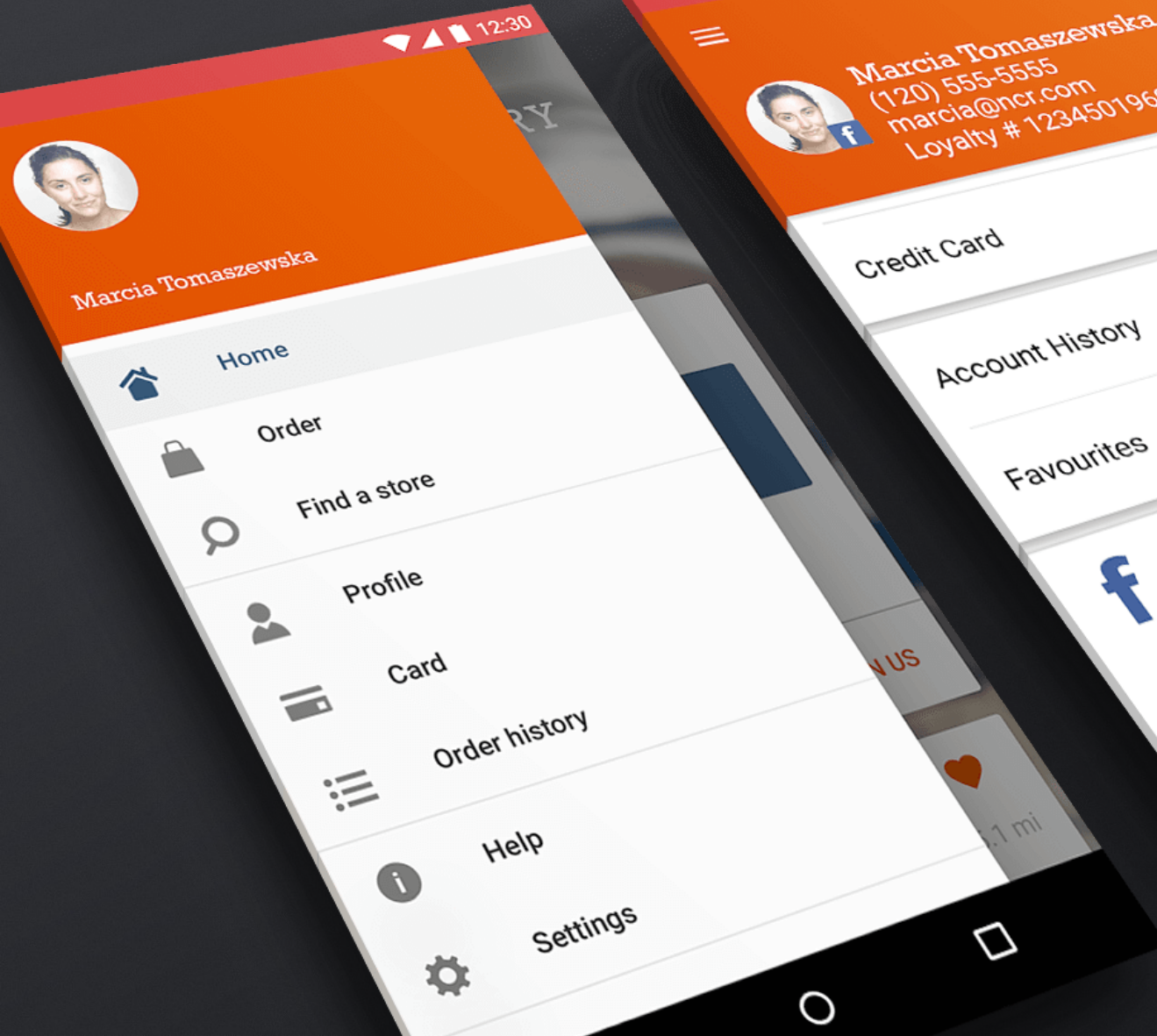
## PRESENTATION

Final design review before sending it to development.

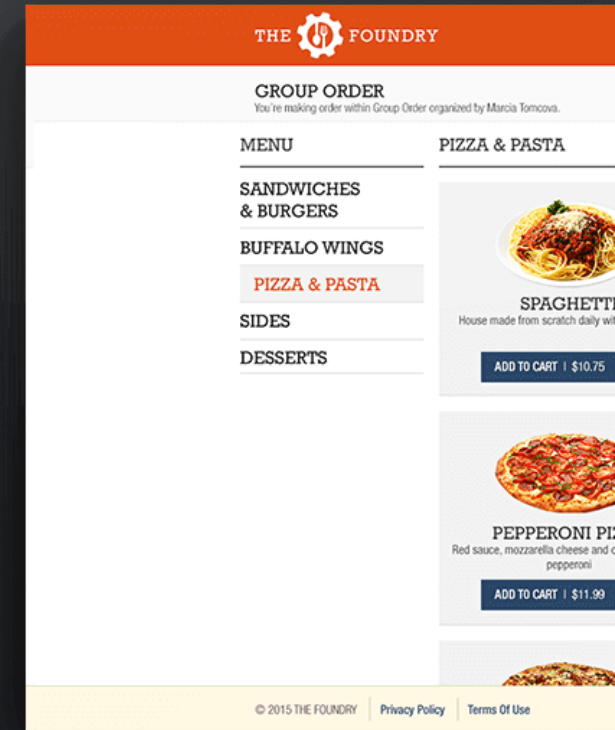
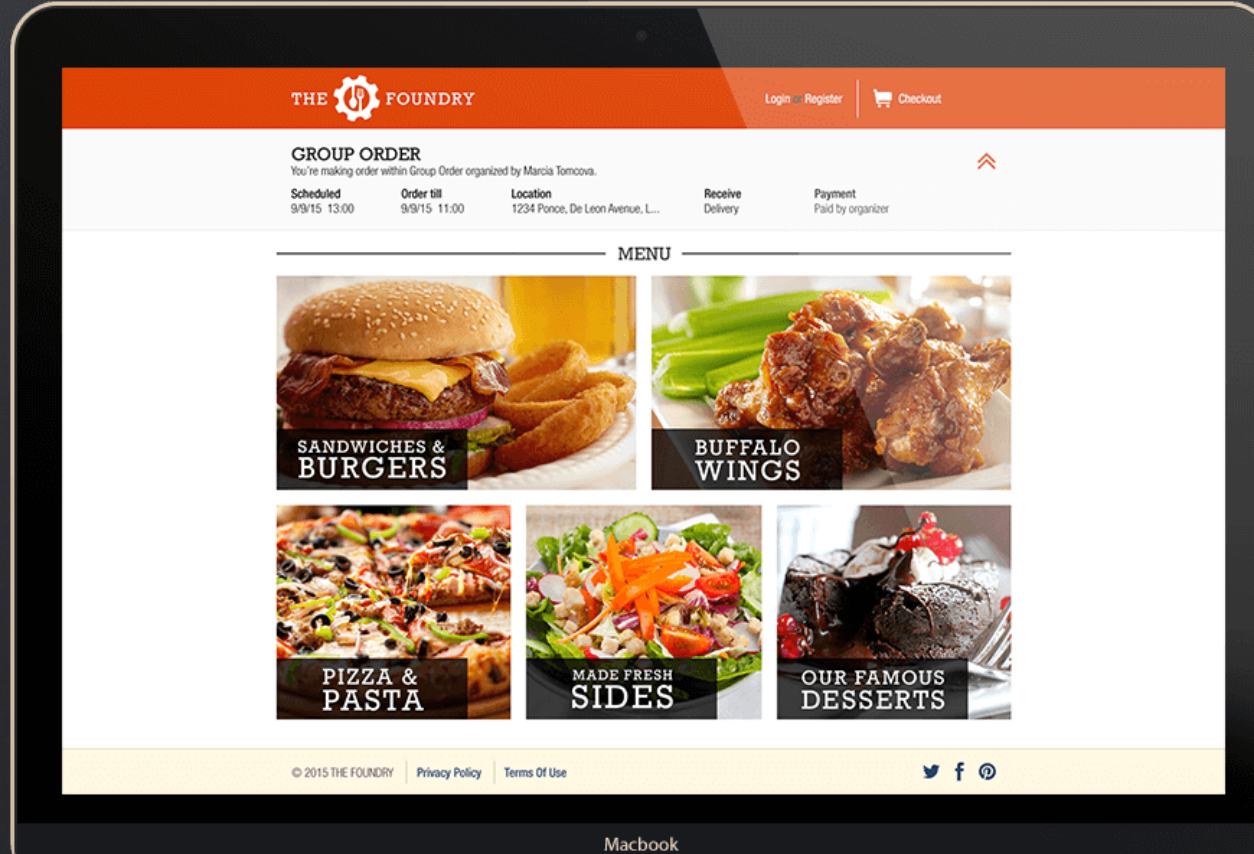
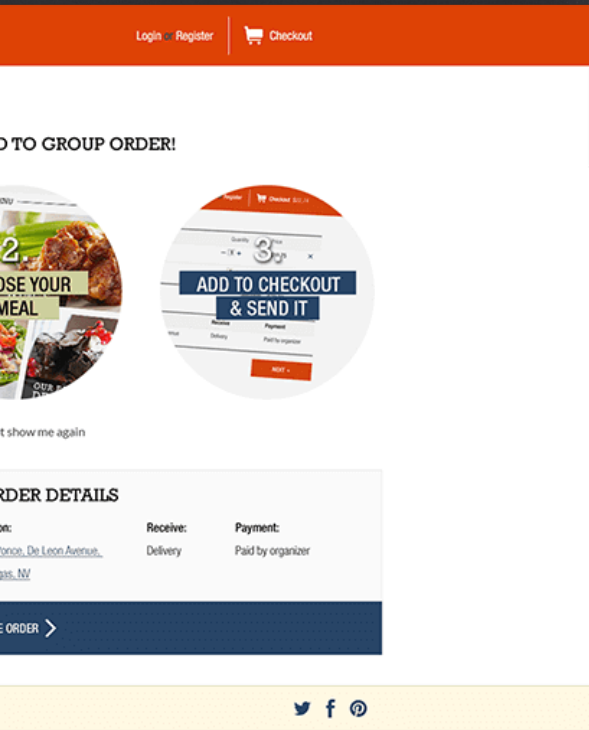
# NCR FOUNDRY / IOS



# NCR FOUNDRY / ANDROID



# NCR FOUNDRY / WEB



Macbook

# NCR PULSE / OVERVIEW

Android / iOS / 2012 – 2016

## ABOUT

App help's retailers to gain 24/7 real time visibility on sales, labor, service performance and quality in the store, and more. It was designed to be used on the go, during travel or business trip, or simply to oversee the store situation from long distance.

## CHALLENGES

Keeping consistency between android and iOS. Each app module is dedicated to different tasks, groups of users or even different customers which makes a lot of consistency issues. Advanced search, filtering and sorting options combined with multiple actions (saving, deleting, copying, sending, exporting etc.) and navigation options requires custom approach and “out of the box” thinking. NCR branding guidelines must be applied.

## AUDIENCE

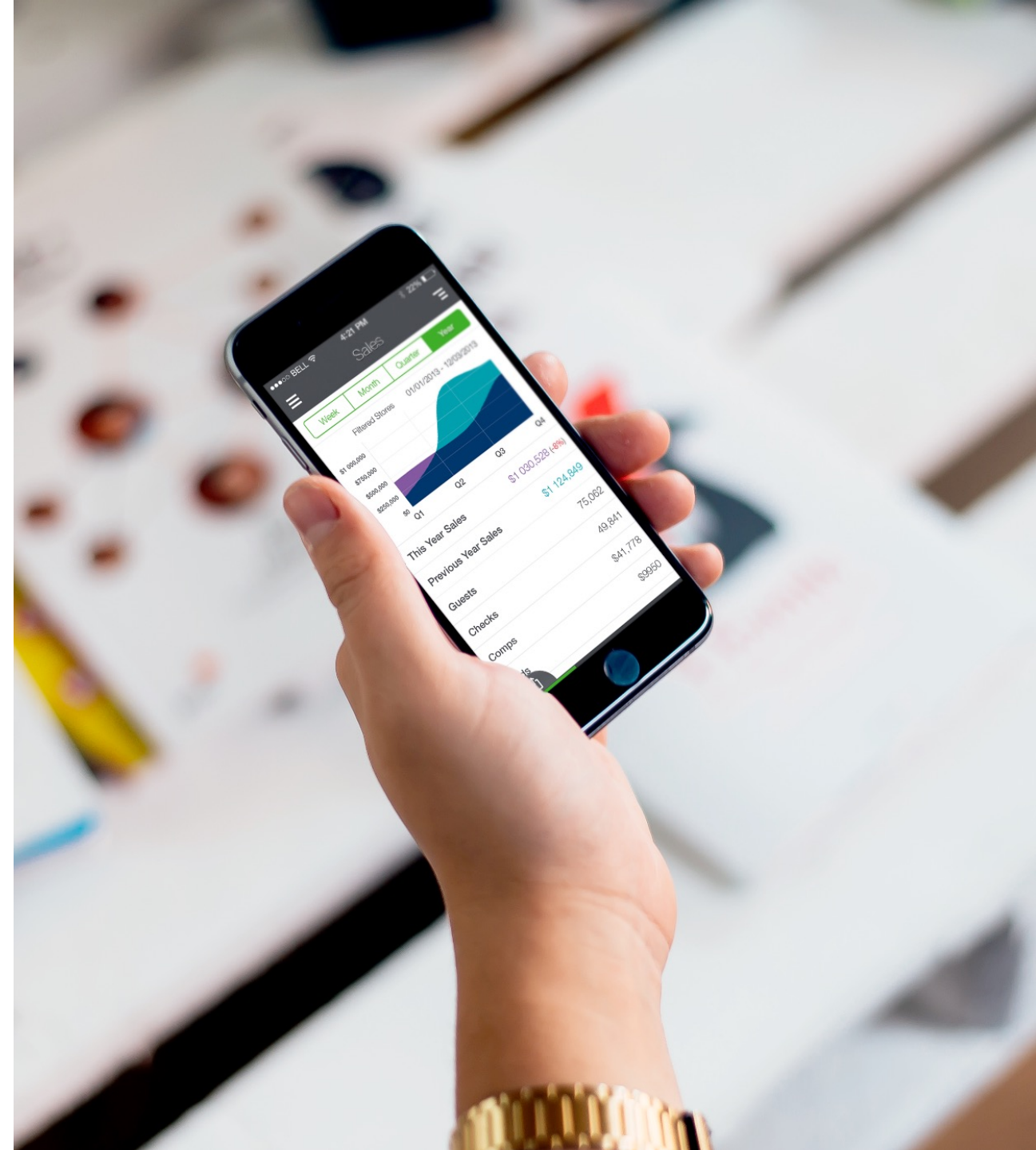
Managing directors, site managers

Entry level employees – servants, cashiers, kitchen staff

Network administrators, business analytics

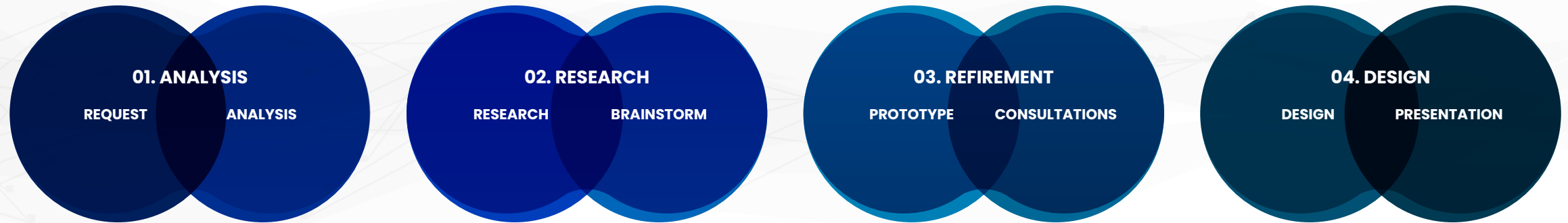
## ROLE IN PROJECT

Principal UX designer, team leader. I was consulting and approving every new features or changes in UI/UX. I was responsible for analysis, research, brainstorming, preparing personas, user journeys and workflows. I prepared sketches, mockups and final designs. When ready, I presented it and provided solution argumentation. I was also responsible for documenting UX specification.



# NCR PULSE / PROCESS

Pulse required continuous attention and improvements. Every new assignment went thru similar process, and fitted into biweekly or monthly iterations. We used email, SharePoint and YouTrack for communication. I used pen & paper to sketch, then POP app (Prototyping On Paper) to mock and test the ideas. Next, I used Photoshop for final design and Dropbox to test on device. Eventually I used POP or InVision to present it before releasing it to dev team.



## REQUEST

Requests were done randomly in form of email or tech. spec., then turned into notes and story points for next sprint.

## ANALYSIS

Breakdown of functions into tasks, creating personas, mapping the value that the requested change should bring.

## RESEARCH

Competitive research, reaching out to UX community for study about personas and user journey.

## BRAINSTORM

It's the best way to confront ideas, agree the strategy and solution concepts.

## PROTOTYPE

Paper draft off screen layout, including notes on interaction. Scan, upload drafts to POP app, then mockup the workflow.

## CONSULTATIONS

Consultations with customer, explaining the logics and reason behind the concept.

## DESIGN

Design done in Photoshop, often with help of native UI kit, then tested via Dropbox on a device.

## PRESENTATION

Design review done with use of POP or InVision apps.

# NCR PULSE / SKETCHES

**Overall NRS**

Location #	Site	Rate	Revenue	Profit
Location #1	Site 1	1000	10000	2000
Location #2	Site 2	1200	12000	2400
Location #3	Site 3	1500	15000	3000
Location #4	Site 4	1800	18000	3600
Location #5	Site 5	2000	20000	4000
Location #6	Site 6	2200	22000	4400
Location #7	Site 7	2500	25000	5000
Location #8	Site 8	2800	28000	5600

**OVERALL SALES**

13% Gross

**Payments**

TOTAL: 70000  
TIPS: 500

**Gift Cards**

200

**Menu Link/Inventory**

Inventory: 1000  
Daily: 100  
Weekly: 1000  
Click count

**Deployment/Site**

Deployment 1  
Deployment 2

**Search**

Search: [ ]  
Filters: [ ]  
Reports: [ ]  
Deploy: [ ]  
Support: [ ]

**Alerts**

Alerts: [ ]  
ASAP NET

**Notes:**

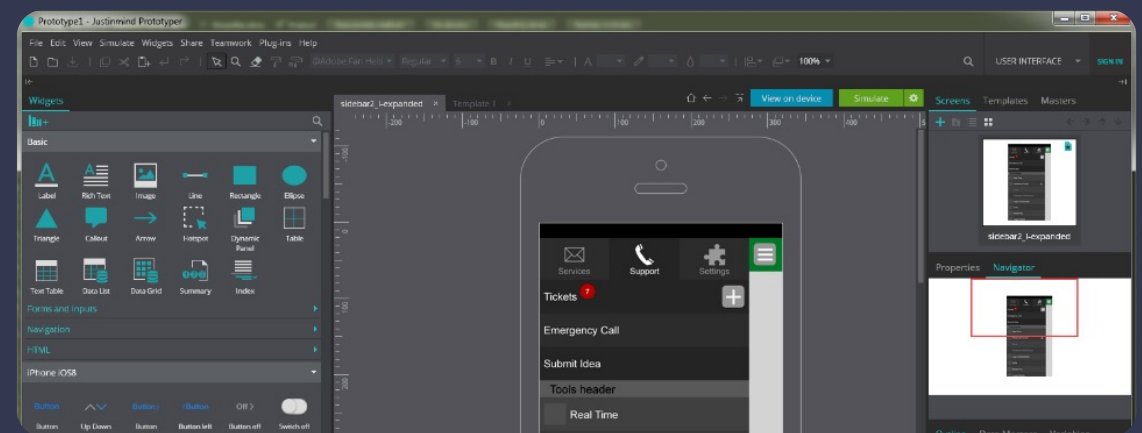
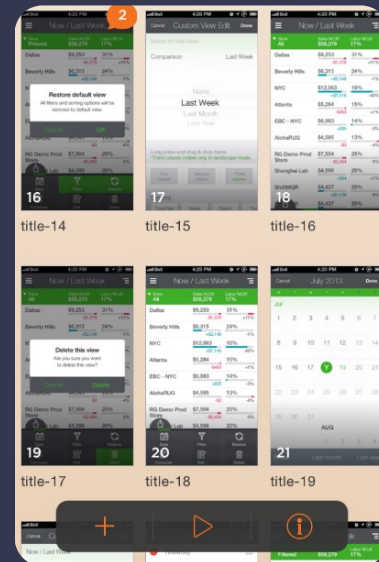
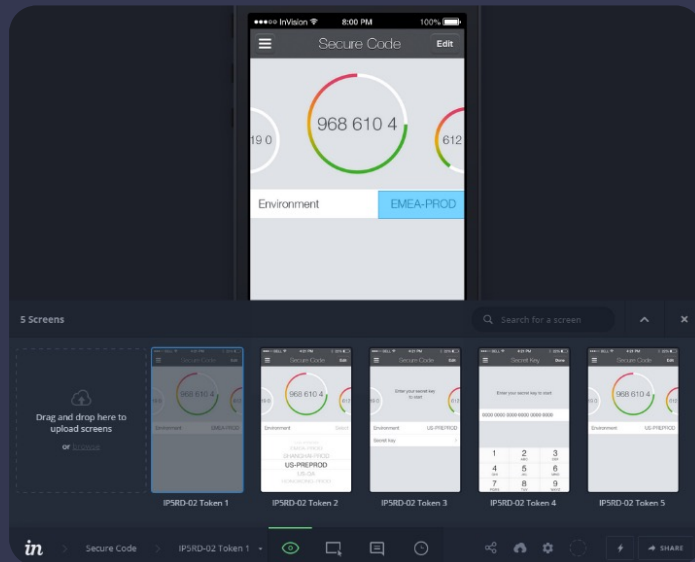
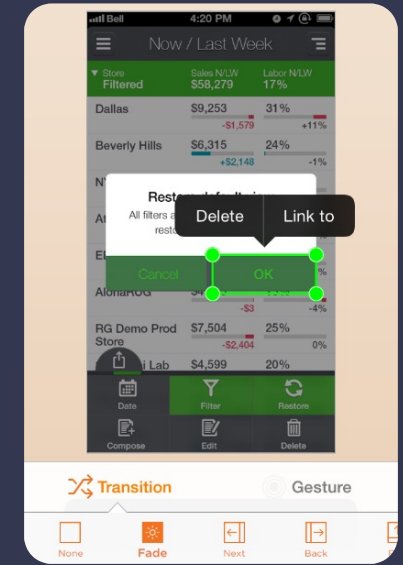
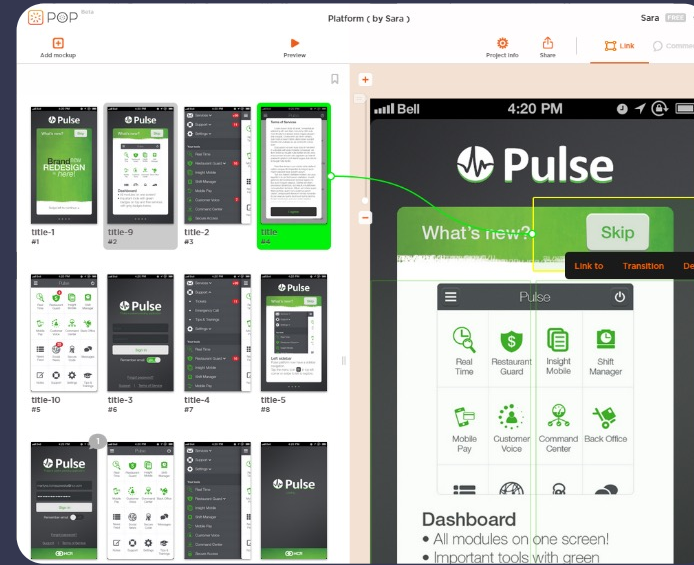
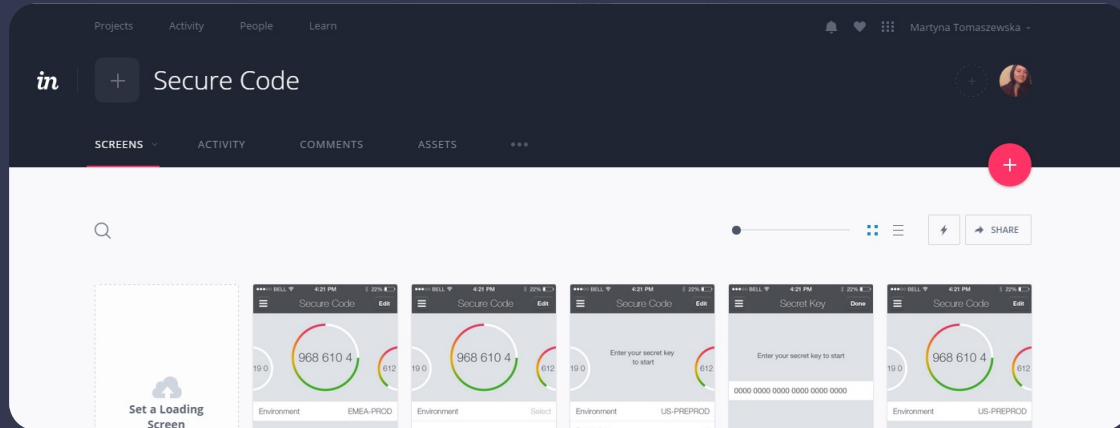
- Standard table - swipe or console
- 1) Not solar/lo
- 2) Toner/...
- 3) Checks...
- 4) Payment...
- 5) Labels...
- 6) Forms...
- 7) Camps...

**Handwritten Notes:**

- the diagram...
- Swipe from top to bottom...
- Swipe left and right...
- Inventory efficiency...
- Gift Cards...
- Alerts...
- Overall Sales...
- Payments...
- Menu Link/Inventory...
- Deployment/Site...
- Search...
- Alerts...

# NCR PULSE / PROTOTYPES & MOCKUPS

I like learning new tools. I switch between them when project requires it.






# NCR PULSE / IOS





THANK YOU

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