

UX / PRODUCT DESIGN

# ALASDAIR CUMMING

✉ [alasdaircumming@gmail.com](mailto:alasdaircumming@gmail.com)

☎ +447512 156 162

🐦 [@al\\_cumming](https://twitter.com/al_cumming)

[www.alcumming.com](http://www.alcumming.com)

## PORTFOLIO CONTENTS

CTRLIO: **Improving conversion rates and customer sign up in a startup**

INSEAD: **Executive education platform**

HSBC: **Mobile banking**

HSBC: **Online banking platform**

NABD: **Public website**

# ABOUT ME

A UX product designer with two years experience working agency side for leading brands in the financial and education sectors, and more recently, freelancing in a startup.

I'm interested in the problem solving side of design and at my happiest working on products that serve a real purpose in people's lives.

The following pages are a high level look projects I helped deliver for CTRLIO (startup), INSEAD, HSBC and the National Bank of Abu Dhabi. Hopefully we'll get the chance to meet in person so I can talk you through the work in more detail.

PLEASE NOTE: I've included work samples where possible but not all work could be distributed due to NDA agreements. I'm happy to show more work samples when we meet in person.

ctrlio

# MOBILE PLAN

# RECOMMENDATION TOOL

IMPROVING CONVERSION RATES AND CUSTOMER SIGNUP

CLIENT: CTRLIO

FREELANCE AT A STARTUP

ROLE: UX CONSULTANT

PLATFORMS: WEB

YEAR: 2015/16

# CTRLIO: IMPROVING CUSTOMER CONVERSION

## OVERVIEW

CTRLIO is a startup that uses data to help match customers with the best deals on core services such as utilities and mobile plans. I was brought in as an external consultant to increase the number of users who sign up or make a purchase while using the mobile plan finder tool (responsive web).

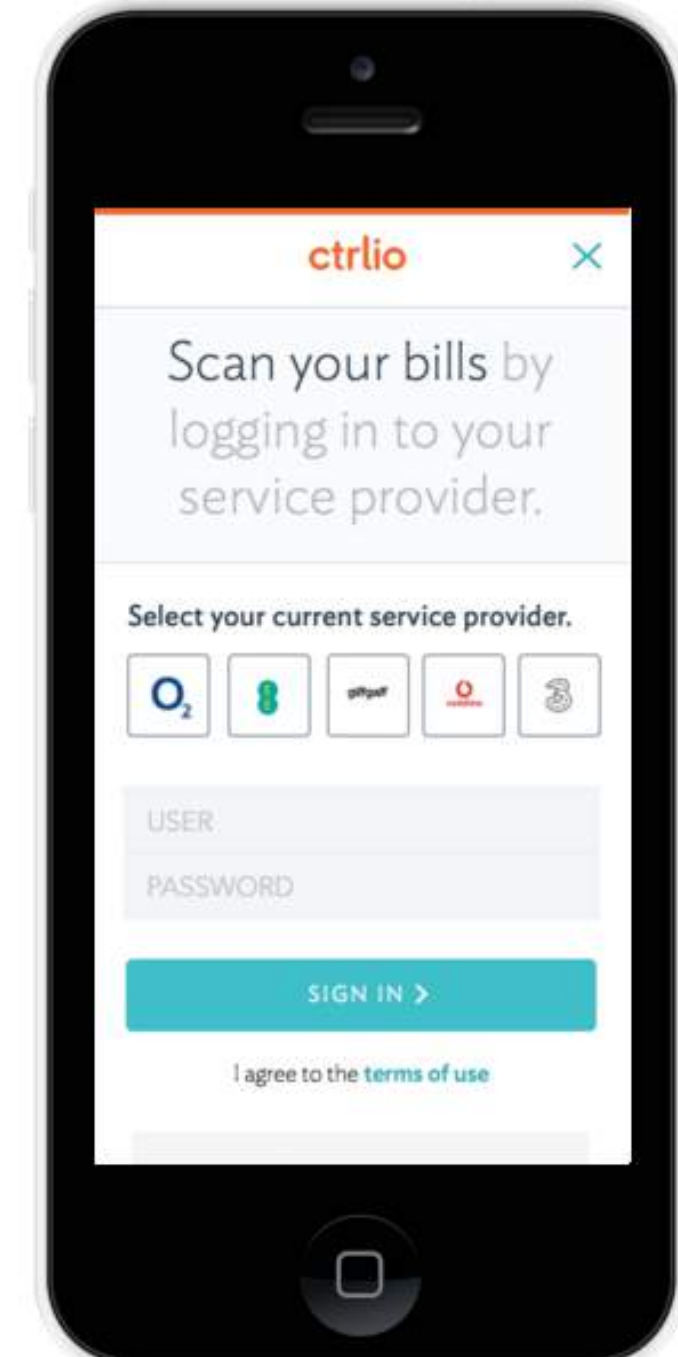
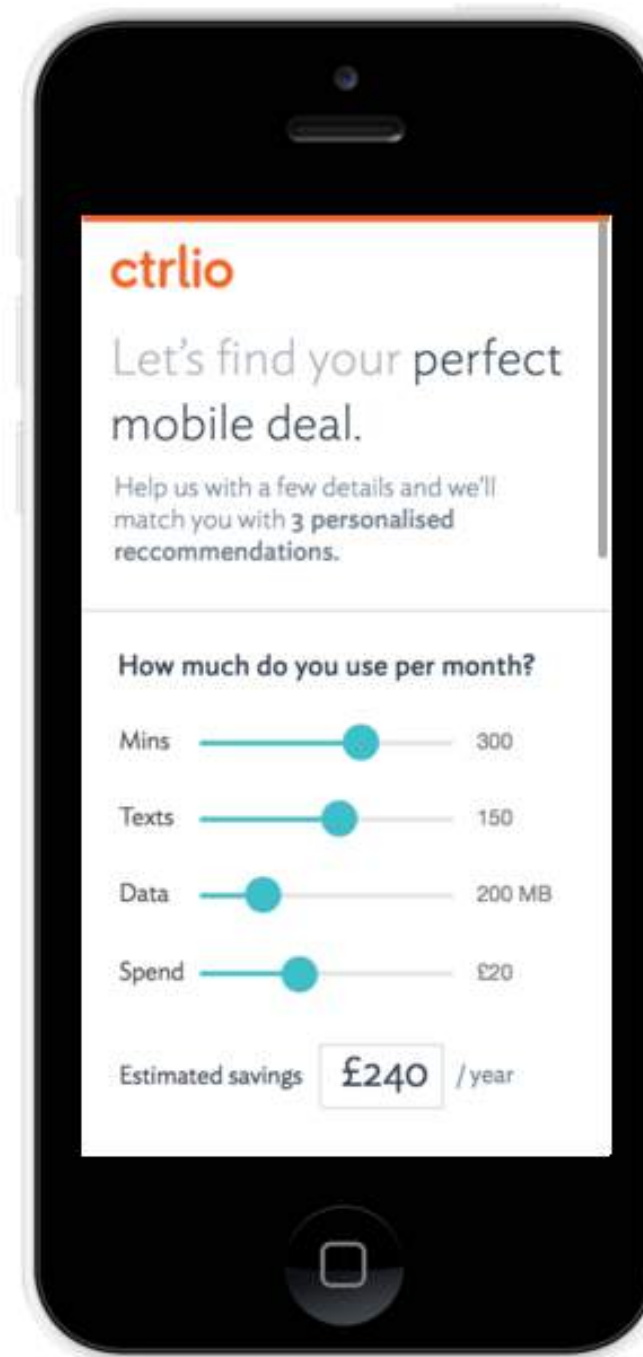
## MY ROLE ON THE PROJECT

Responsible for creating designs and recommendations that could be incorporated in to the CTRLIO product backlog and implemented in the near future. I worked closely with the product manager and designer to deliver this body of work.

## RESULTS

Initial user testing results were promising and the designs were also received well internally. CTRLIO have incorporated my recommendations in to their product roadmap, and are in the process of implementing the first round of updates.

(No results on conversion rates available as of Jan 26).



# CTRLIO: APPROACH

There were three key stages to work I completed:

## 1. Analysis

- Conducted heuristic analysis to identify points of the customer journey in need of improvement.
- Crosschecked findings of heuristic analysis with analytics and internal stakeholders.

It became evident the value proposition needed to be communicated more clearly so users had a stronger reason to complete the sign up process. Additionally, CTRLIO needed to do a better job differentiating themselves from comparison sites by emphasising the fact their service provided intelligent, personalised recommendations.

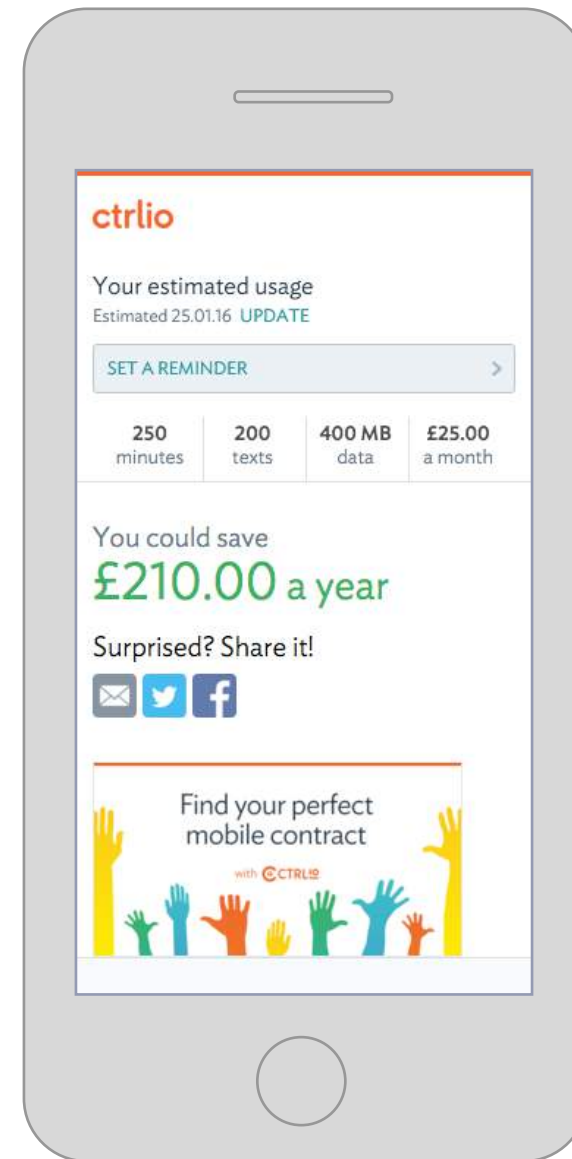
## 2. Design

I set to work by redesigning the core user journey, focusing exclusively on mobile users. There were three key aspects to the redesign:

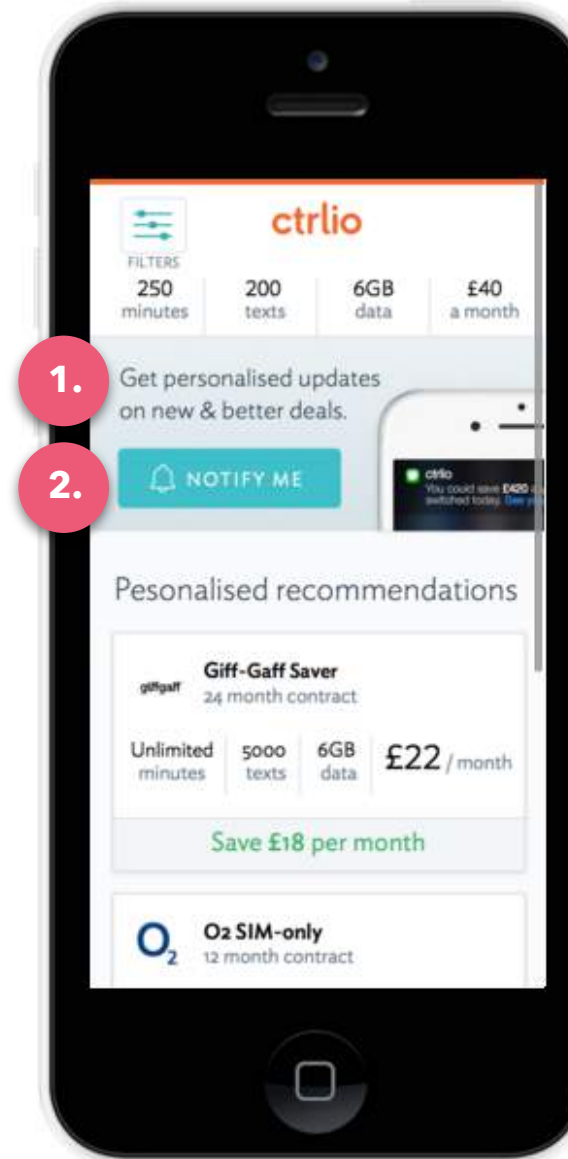
1. Increased clarity and personality of the instructional copy
2. Created bolder CTA for users to sign up for reminders
3. Encouraging users to step through a series of questions which improve the accuracy of their results with the intention of building trust and differentiating the brand from comparison sites.

## 3. User testing

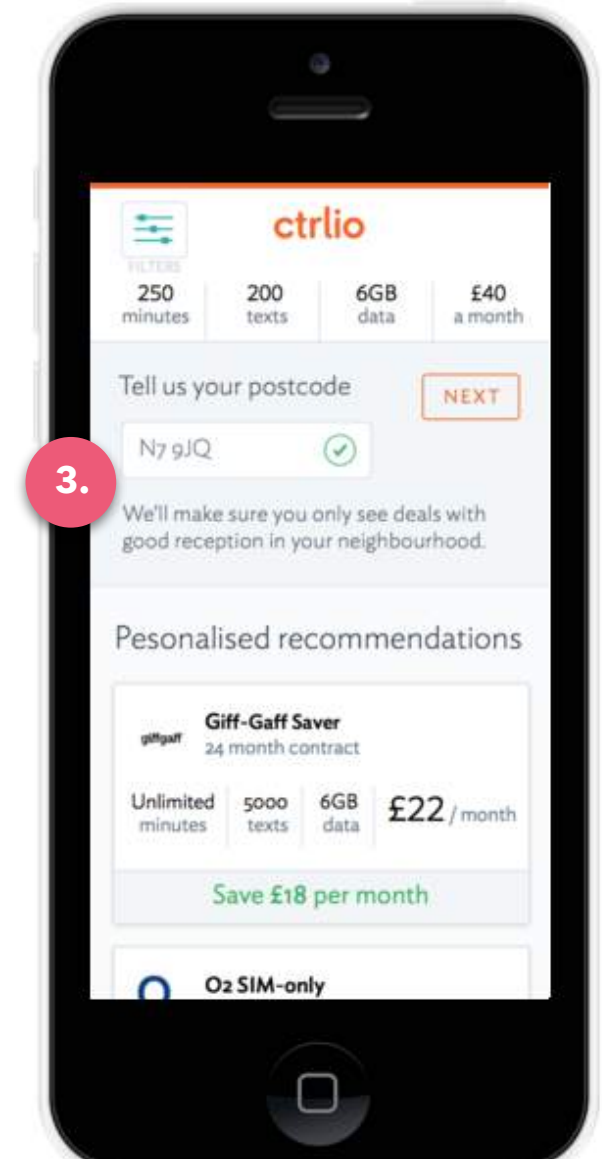
Conducted a round of user testing on usertesting.com with a Marvel prototype then produced a report with core recommendations and findings.



OLD DESIGN



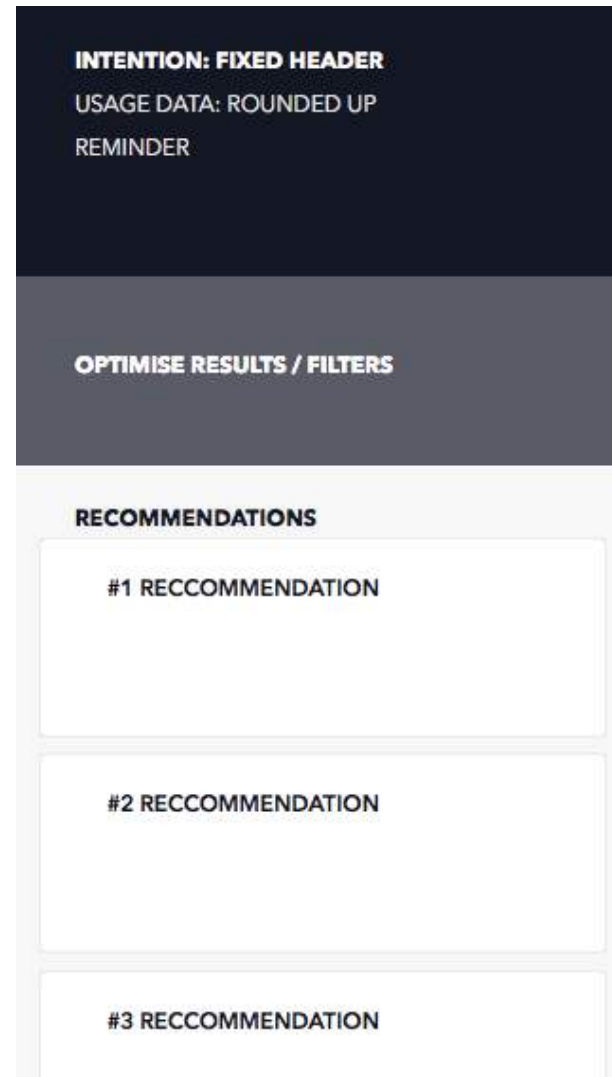
NEW DESIGN



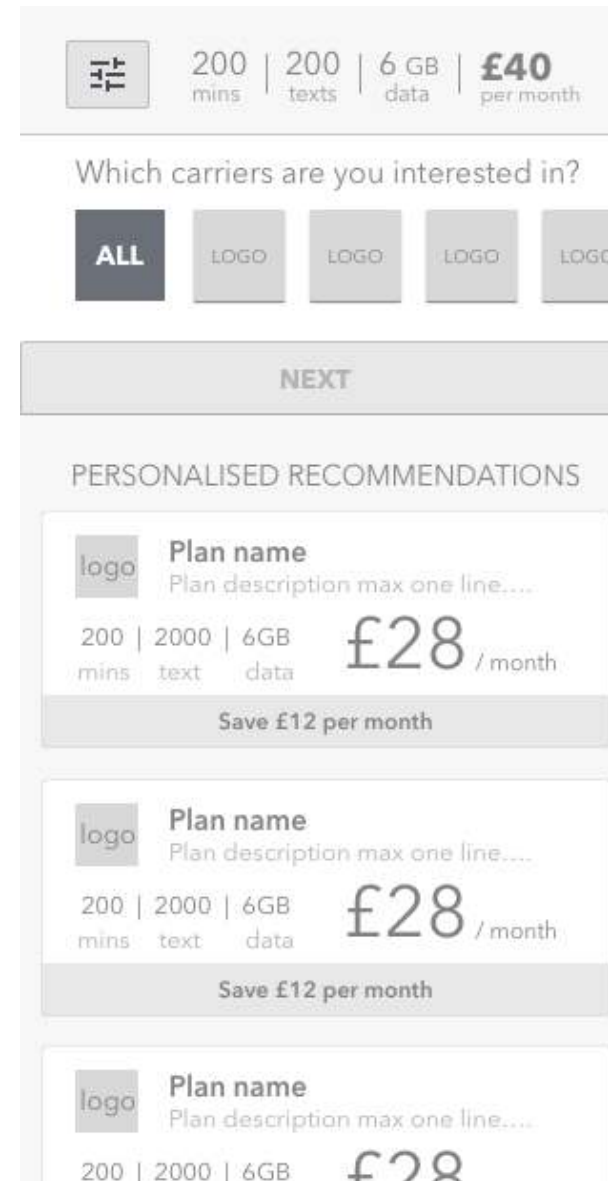
NEW DESIGN

# CTRLIO: WORK SAMPLES

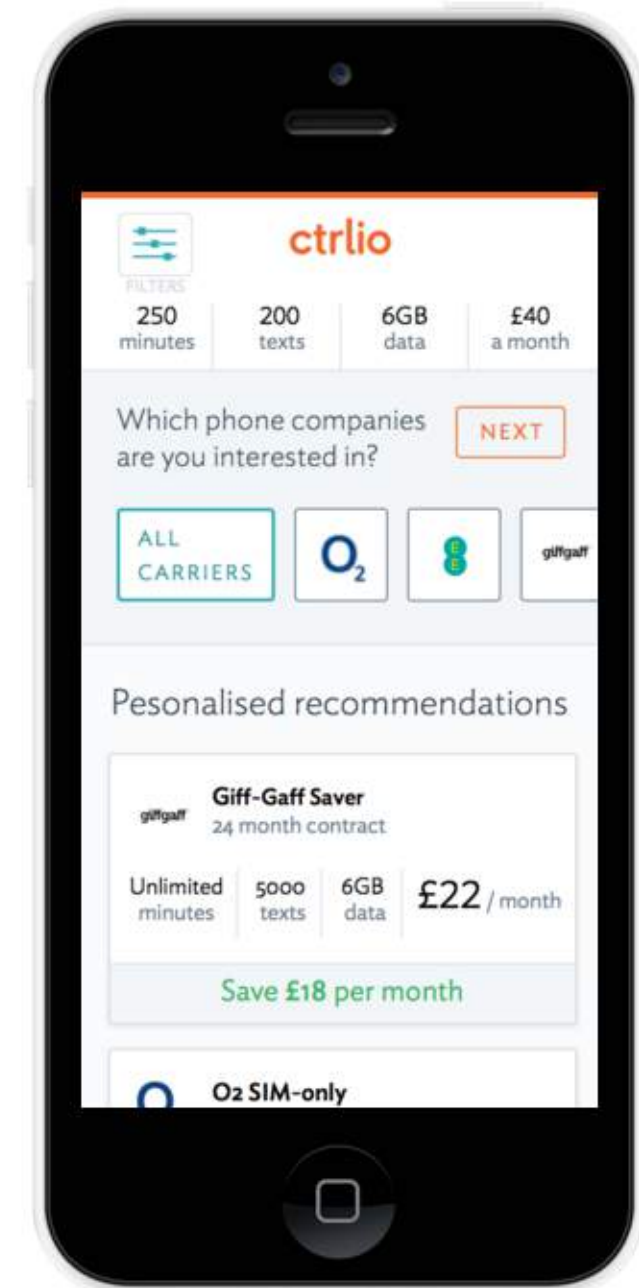
Early stage concept



Detailed Wireframe



Final Design\*



\* produced in collaboration with designer





# EXECUTIVE EDUCATION PLATFORM

END TO END, DESIGN AND DELIVERY

CLIENT: INSEAD

AGENCY: BRILLIANT BASICS

ROLE: UX / PRODUCT MANAGEMENT

PLATFORMS: iOS & WEB

YEAR: 2015



# INSEAD: EXECUTIVE EDUCATION PLATFORM

## OVERVIEW

Led UX in the development of a new executive education platform for INSEAD, one of the world's top ranking business schools. The platform is designed to guide students through the process of coming to INSEAD, deliver their course content, and help them study more effectively once on campus, with tools and study guides. The platform includes both a feature rich iPad app and responsive web app, which gives students flexibility to access their course from any device in any context.

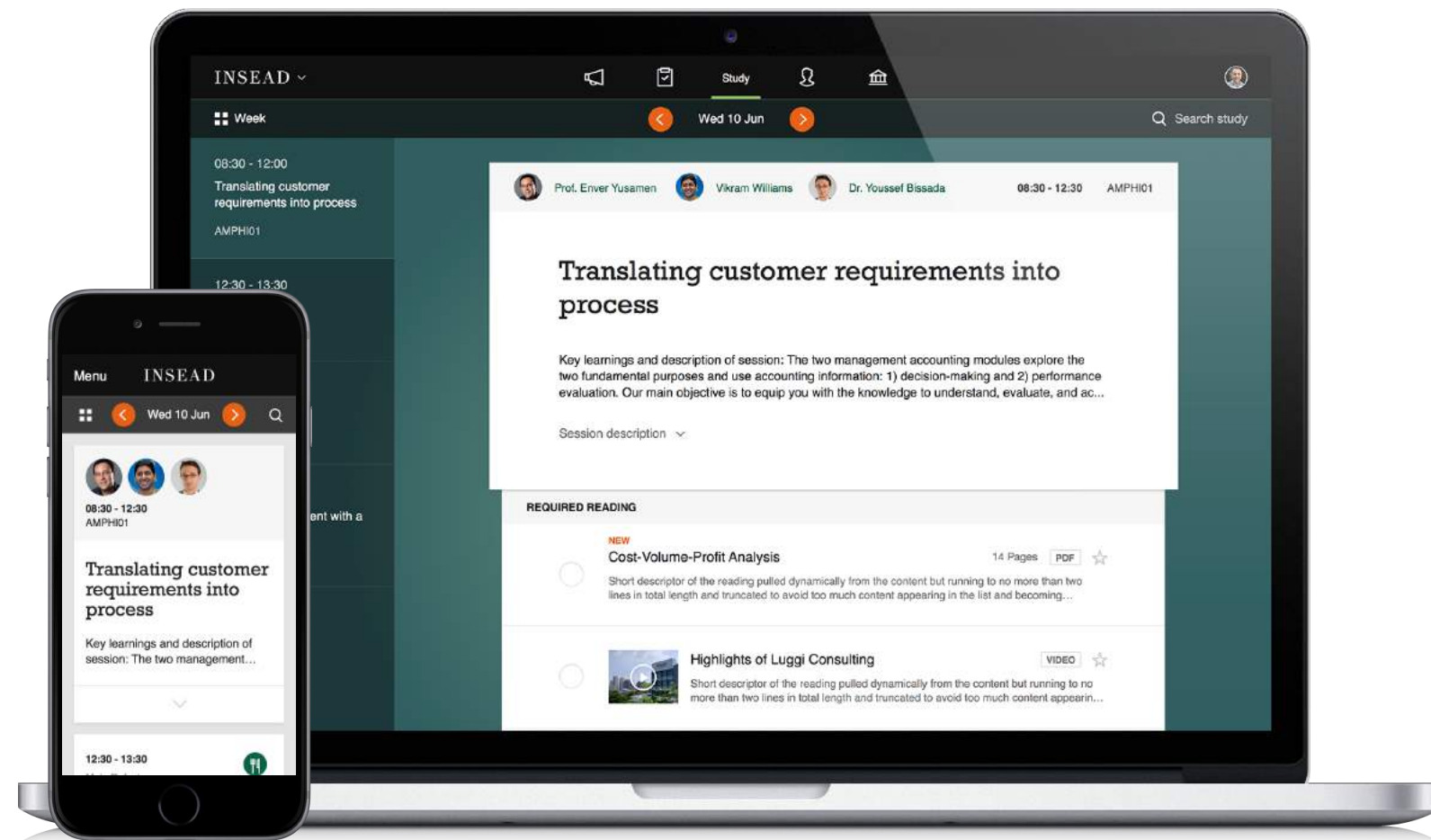
## MY ROLE ON THE PROJECT

In addition to the UX role, I took on many responsibilities which would traditionally be owned by a product manager, in part due to the close working relationship with our client.

Responsibilities included:

- Establishing design and UX principles
- Shaping the feature backlog & gathering requirements
- UI design (sketching, prototyping and wireframing)
- Advising client on product strategy
- User testing
- Designing the custom CMS which allows INSEAD staff to publish courses to the platform

The project also gave me invaluable experience in a cross functional delivery team which included UX, visual design, front end, back end and iOS developers, in addition to QA and a project manager.



RESPONSIVE WEB APP



# CONT'D...

## APPROACH

We setup the design process to be as lean, collaborative and user-centric as possible (within the confines of a client-agency relationship).

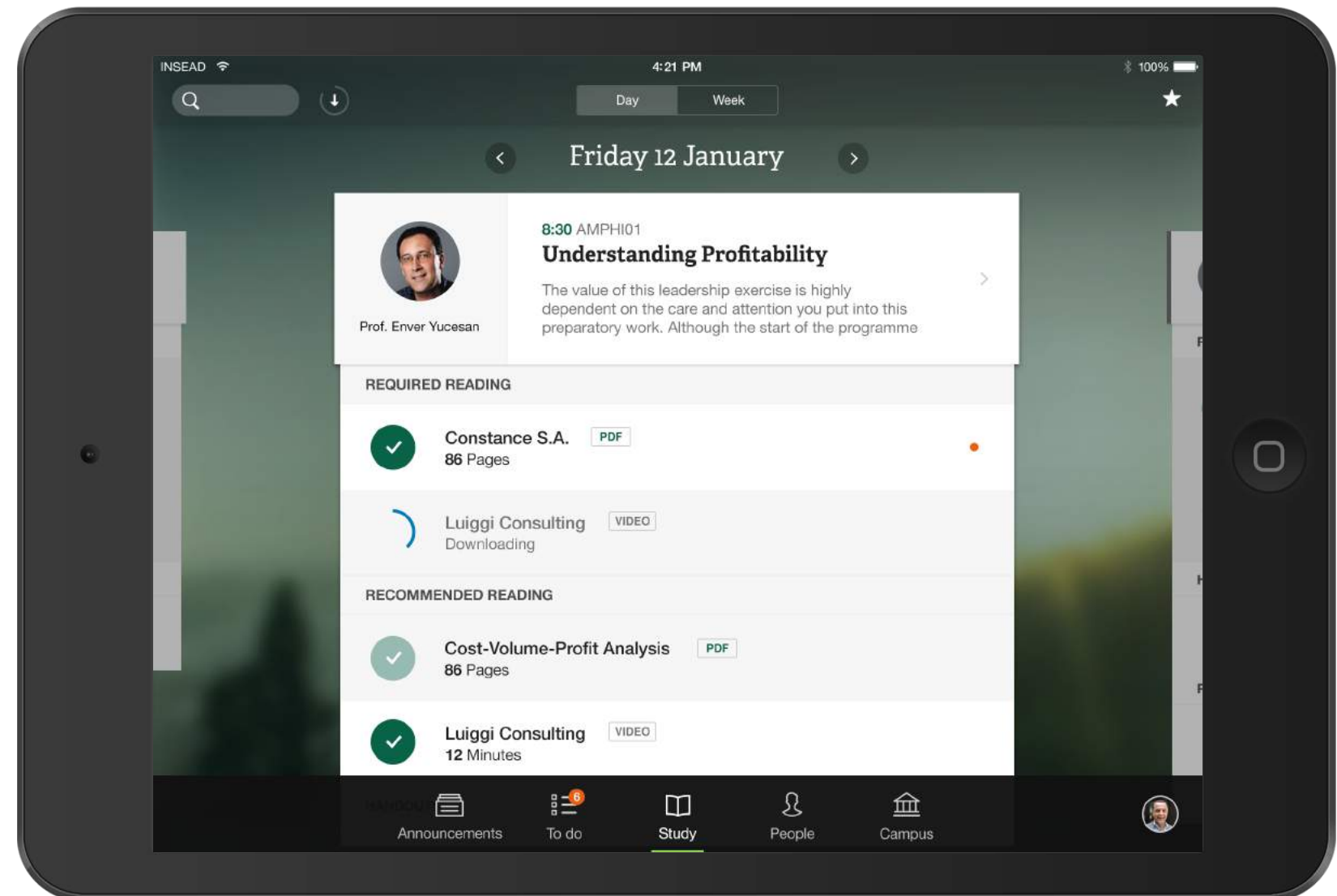
- User interviews and experience mapping played a central role in defining the priorities and scope of the project
- Prototyping and user testing during the pitch process ensured early validation and user input
- During design and production, I led regular rounds of user testing to inform design decisions every step of the way
- We made multiple updates to the design workflow and process throughout the project to foster more effective communication with the client and development team.

## RESULTS

The app was in beta at my last point of contact. During pilot courses it received the following ratings:

Quality of experience: ★★★★★ (4.2/5)

Ease of use: ★★★★★ (4.2/5)



iPAD APP

HSBC 

# MOBILE BANKING

NEW FEATURE DESIGN

CLIENT: HSBC

AGENCY: BRILLIANT BASICS

ROLE: UX

PLATFORMS: iOS / ANDROID

YEAR: 2014

# HSBC: MOBILE BANKING

## OVERVIEW

HSBC's cumbersome login process was a known pain point for users. The proprietary 2-factor authentication was designed for a desktop world, where users logged in only occasionally, and always had their 'Secure Key' handy. I worked on a new feature called 'Balance Peek' which enables mobile users to access their balance with speed and ease, pre-login.

## MY ROLE ON THE PROJECT

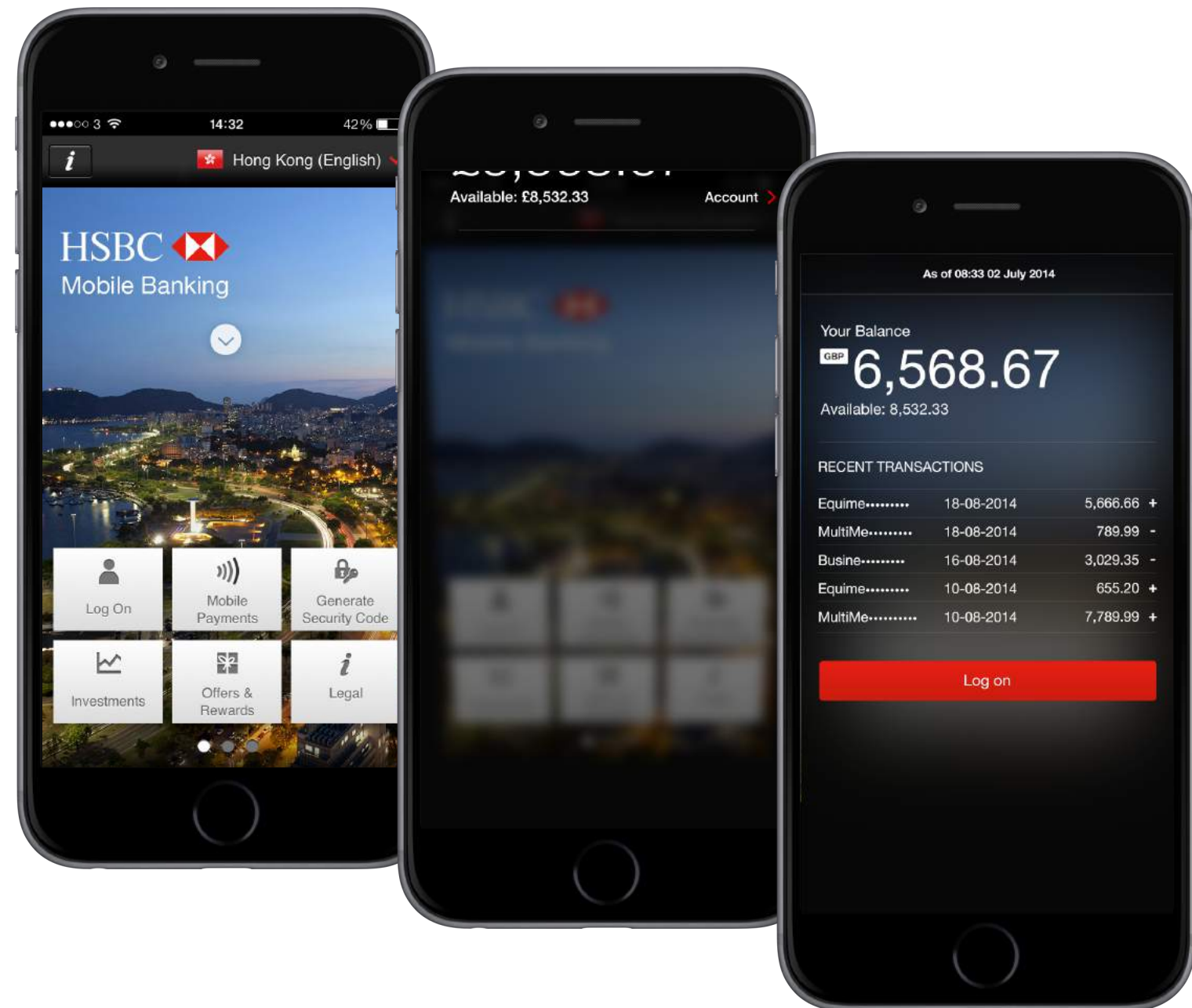
Responsible for evolving the initial concept into a robust feature, ready for development by HSBC's internal teams. I delivered detailed annotated wireframes, created prototypes and worked alongside a visual designer to help solve some of the design challenges posed by complex requirements.

## APPROACH

Despite the client's enthusiasm for the concept, early designs prior to my involvement had failed to gain traction and the project had lost momentum. To rebuild this momentum, I updated the design process, with a much greater emphasis on prototyping and early testing with friends and family to validate the more contentious aspects of the design.

## RESULTS

This new approach increased both the pace and quality of design significantly, helping us secure sign off on the concept within weeks, and allowing us to take the feature forward into development.



'BALANCE PEEK' iOS

Featured: Transition screens as user swipes down to reveal balance.

HSBC 

# ONLINE BANKING

## DESIGNING A GLOBAL BANKING PLATFORM

CLIENT: HSBC

AGENCY: BRILLIANT BASICS

ROLE: UX

PLATFORMS: WEB

YEAR: 2014

# HSBC: ONLINE BANKING

## OVERVIEW

HSBC are going through a long process of migrating all markets on to a single online platform to deliver their customers a better online banking experience. I worked on a team responsible for the design and UX of this new platform, working in collaboration with HSBC's internal development teams.

## MY ROLE ON THE PROJECT

Alongside other team members, I was responsible for translating the complex business requirements into user-centric design solutions, then working with visual designers bring these to life in the form of high fidelity designs.

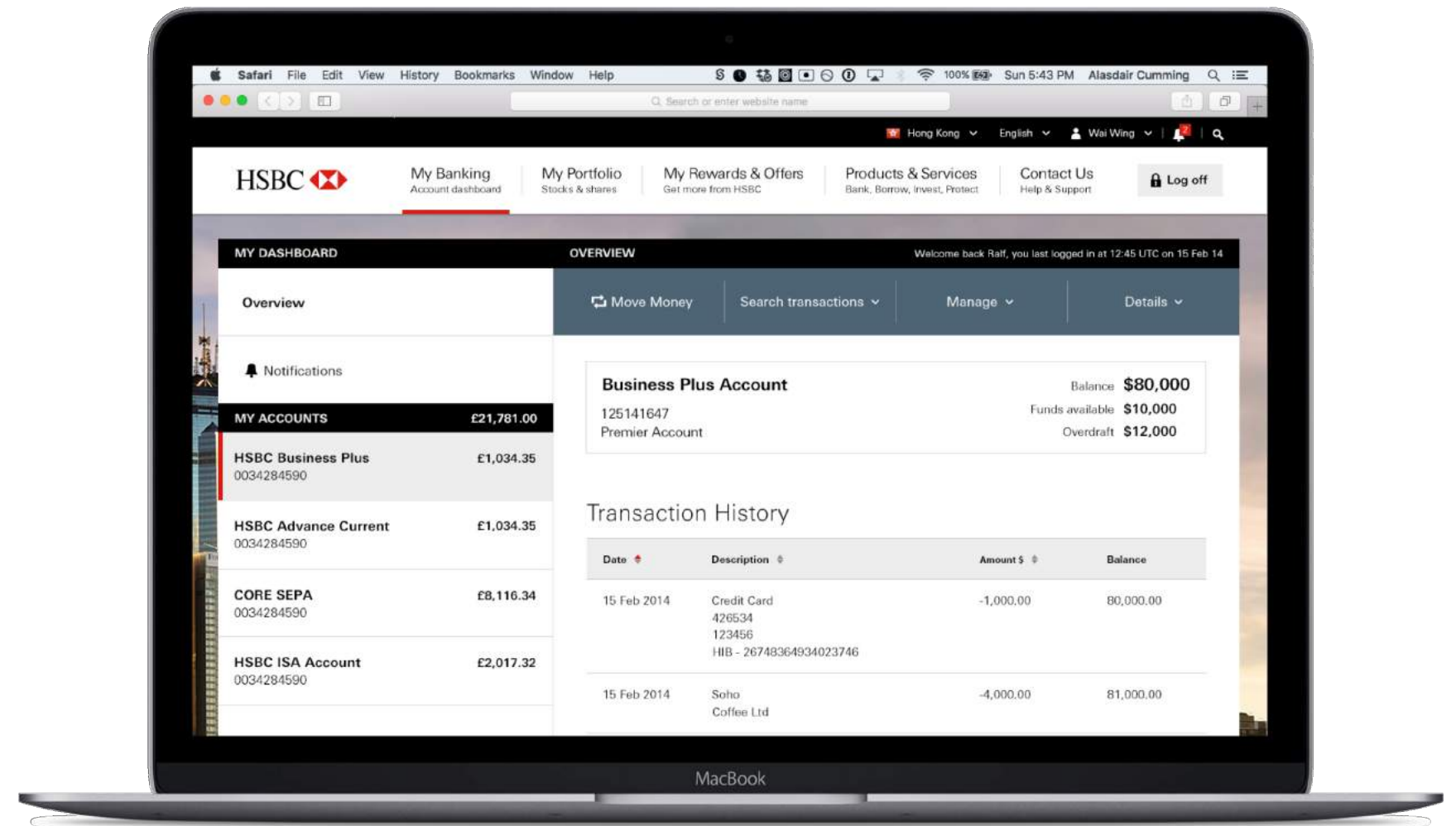
## APPROACH

This was a traditional enterprise project; heavy on process, with complex stakeholder dynamics both of which demanded precise documentation and strong communication skills.

The first and most important aspect of design was to give users faster access to core workflows such as moving money. Another key objective was to empower HSBC's international customers with the ability to manage accounts across multiple markets. The biggest challenge was balancing user needs with those of the business. For example the complex regulatory and edge case requirements, were often at odds with a clear usable interface.

## RESULTS

During testing, users responded favourably to core aspects of the redesign, such as the dashboard and move money journeys, however the platform is still under development with HSBC's internal teams and the true success of the project is yet to be seen.



HSBC 'GLOBAL SERVICE' PLATFORM: WEB

Featured: Account dashboard



# PUBLIC WEBSITE

## STYLE GUIDE

CLIENT: NATIONAL BANK OF ABU DHABI

AGENCY: BRILLIANT BASICS

ROLE: UX

PLATFORMS: WEB

YEAR: 2014



# NBAD: PUBLIC WEBSITE

## OVERVIEW

Part of a large team responsible for designing and building the public website of the National Bank of Abu Dhabi, one of the biggest banks in the Middle East.

## MY ROLE ON THE PROJECT

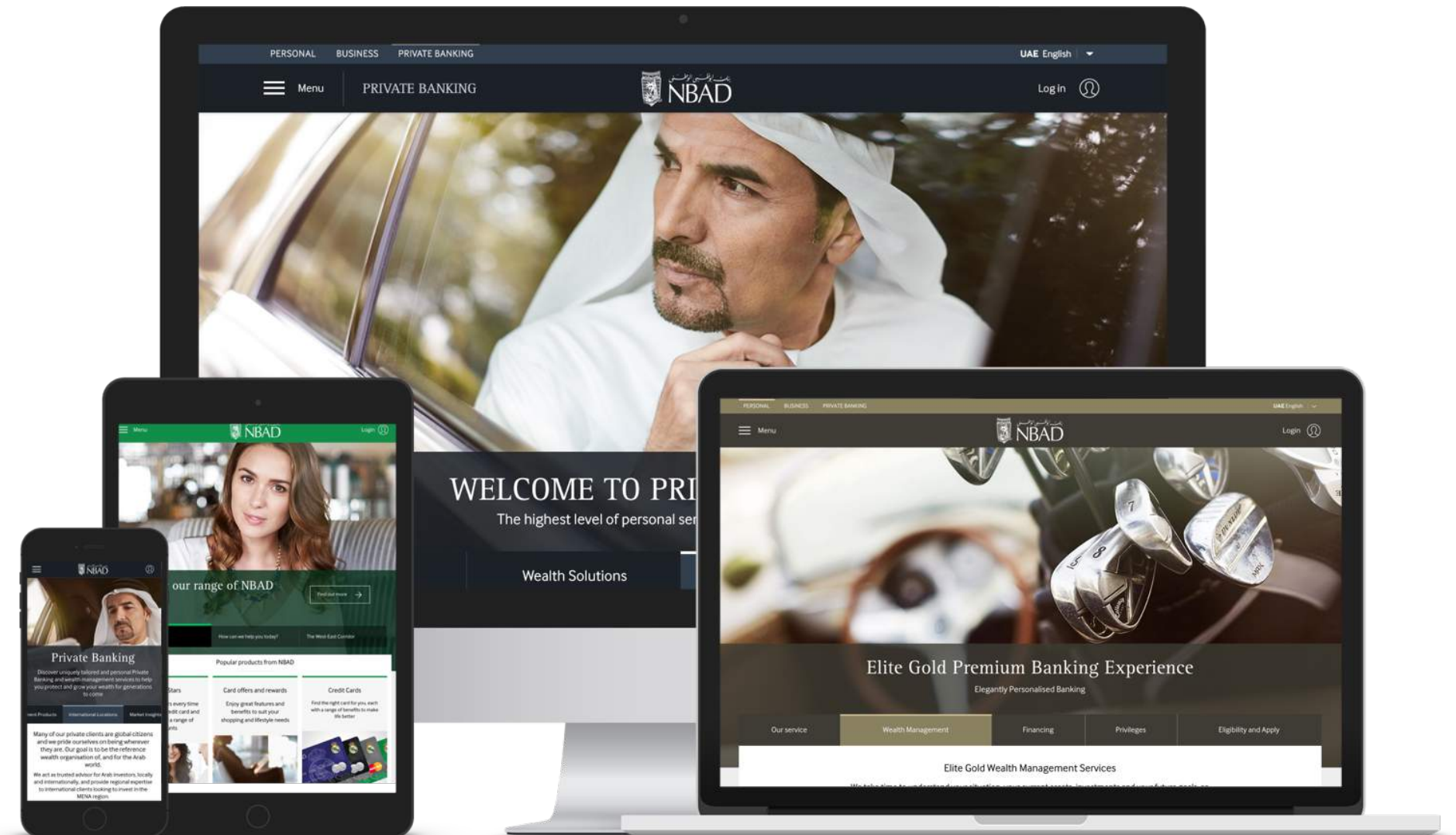
I was responsible for coordinating the handover between the design team (both UX and visual) and the development team. It was internal facing role. The core deliverable was an online style guide which documented all the page templates and components of the website.

## APPROACH

An effective handover was difficult given the huge team (20+ people) and ambitious timelines, both of which were straining relations within the team. My first step was to work with the design team to establish a suitable approval process. Once signed off, I would translate designs in to a developer friendly deliverable, breaking down pages in to components, organising them on to 'asset sheets' then documenting them online. I then worked with the team to establish appropriate naming conventions and annotate transitions & functionality.

## RESULTS

I helped transition the team from a prototyping mindset in to delivery mode at a critical moment in the project. Both the style guide and handover process I put in place significantly improved communication and collaboration between the tech and design teams, and played an important role in the project's success.



Visit the website <http://buff.ly/1OSfbXG>



# HOPE YOU LIKED IT.

Please reach out if you have any questions,  
feedback or just want to give me a job.

 [alasdaircumming@gmail.com](mailto:alasdaircumming@gmail.com)

 +447512 156 162

 [@al\\_cumming](https://twitter.com/al_cumming)

[www.alcumming.com](http://www.alcumming.com)