RECENT WORK
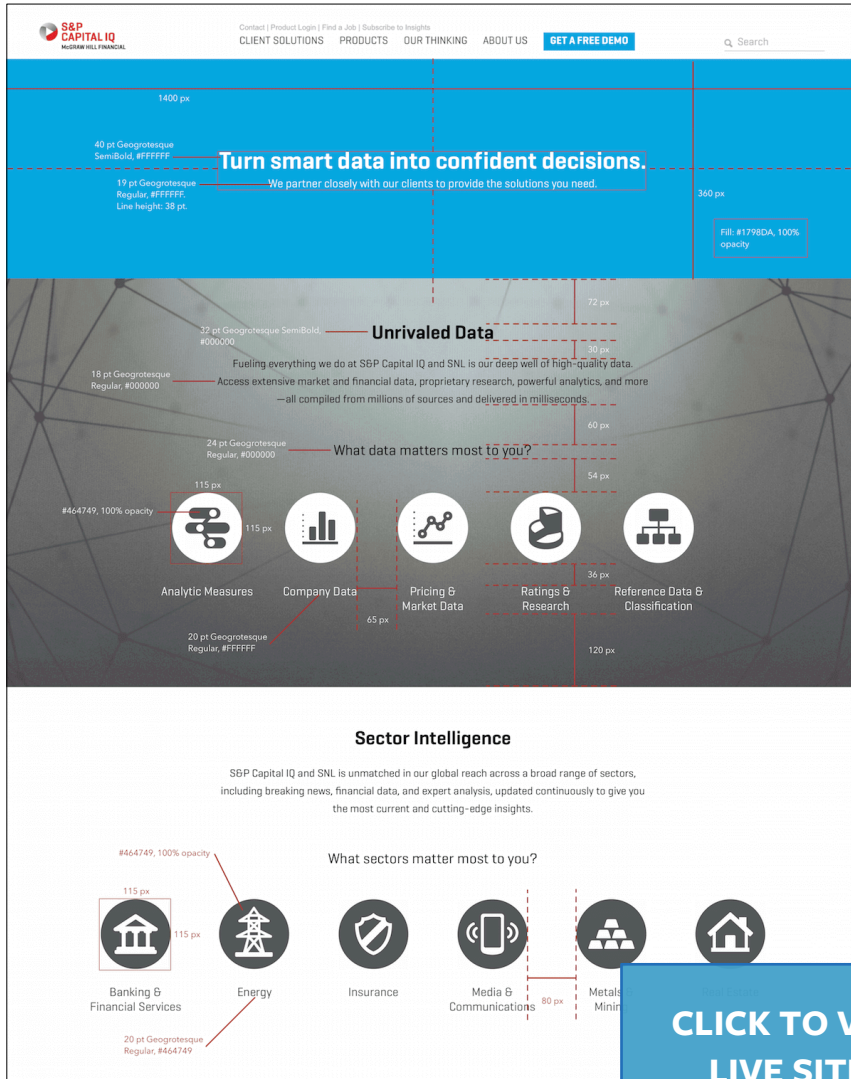
VIVEK BALIGA
UX DESIGNER

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PORTAL REDESIGN
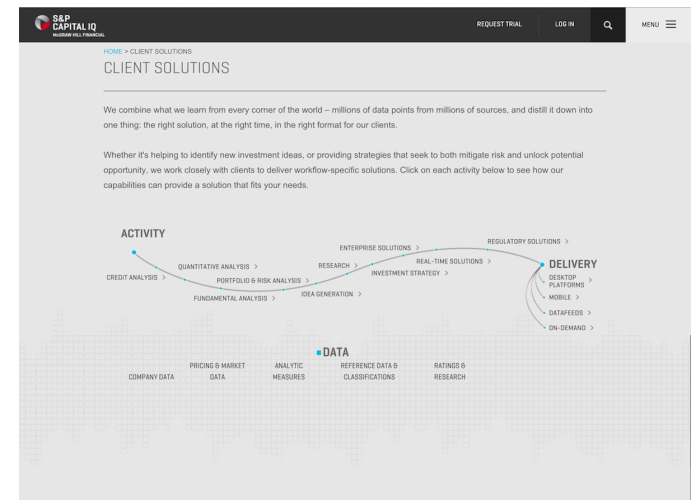

Goal. To redesign this landing page as a portal that presents all our client offerings.

Issues. The original landing page had a number of issues: unclear flow and hierarchy, difficulty in updating/adding items, not visually enticing or stimulating.

Original Design (from 2014).

CLICK TO VIEW LIVE SITE *

* Note: This design has since been iterated by our team. To view the original design visit archive.org

INTERACTION DESIGN

Writing Specs for Developers. As a former developer, I try to put myself in a developer's shoes when writing design specs.

Some keys that have helped me include: being explicit with details, noting each state change, and providing numbers as often as possible.

Specs. The specs shown on the left always include lists of triggers, color/opacity changes, animation (timing), and visuals to illustrate the state changes.

Photography. Our branding required dynamic imagery, often containing an area out of focus to correlate to fast-moving markets.

In addition to sourcing these images, I had to ensure that a consistent look and feel was presented across all the secondary pages within the portal.

## USER TESTING WITH MULTIPLE PROTOTYPES
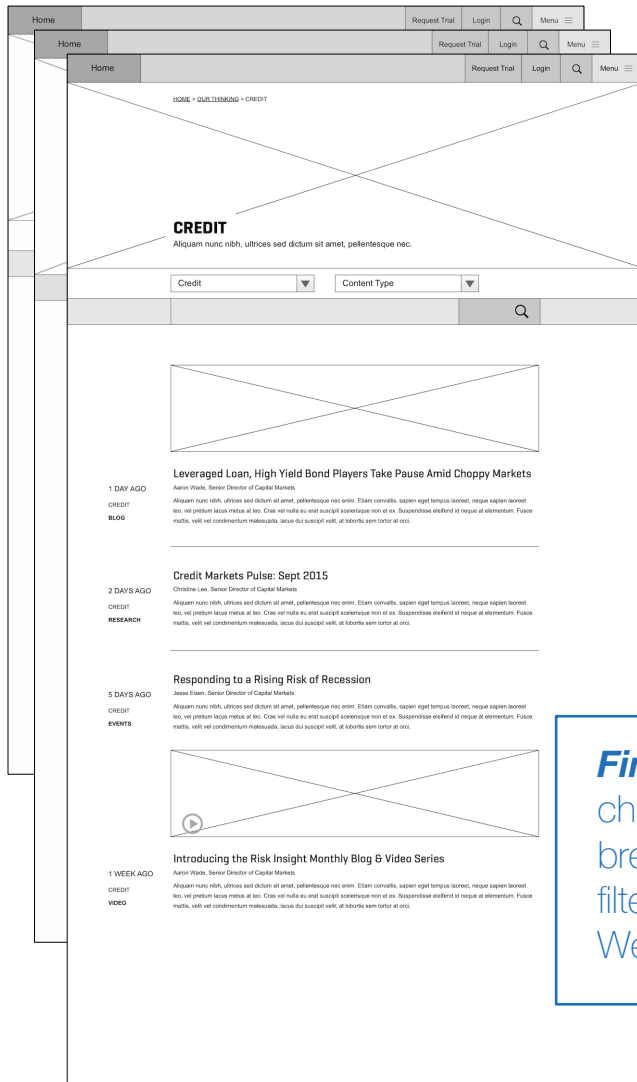
Goal. To find an optimal method of presenting our Blog Navigation to users.

Background. A third party firm had created a blog design that did not capture our information architecture properly.

Method. Designed 3 prototypes and a universal script to gauge how people navigate our site. As moderator, I instructed users to go through typical scenarios using the script. This helped us measure which design was most effective.

Finding an optimal design was particularly challenging due to the specific nature and breadth of our Financial topics. We tested filters for topic, content type, and geography. We also tested layout and interaction design.
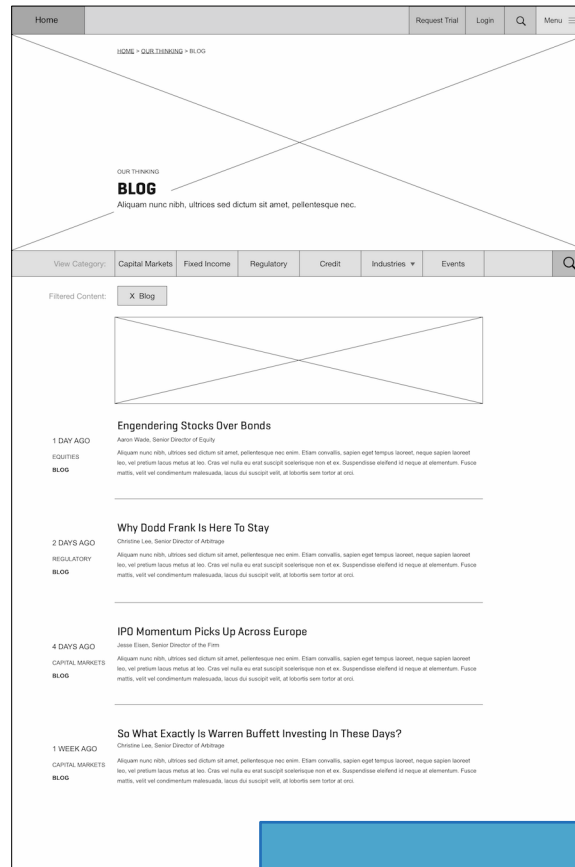
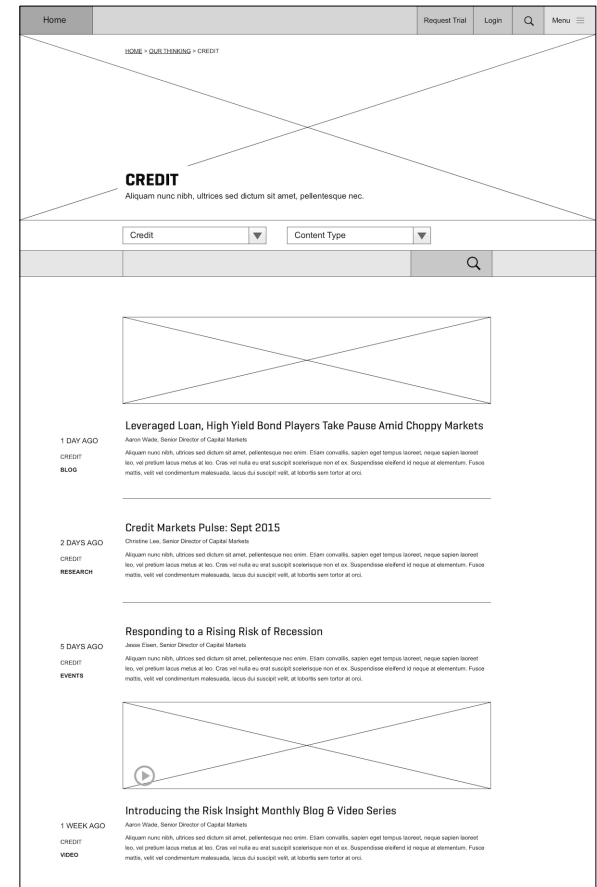# BLOG NAVIGATION

A.

B.

C.
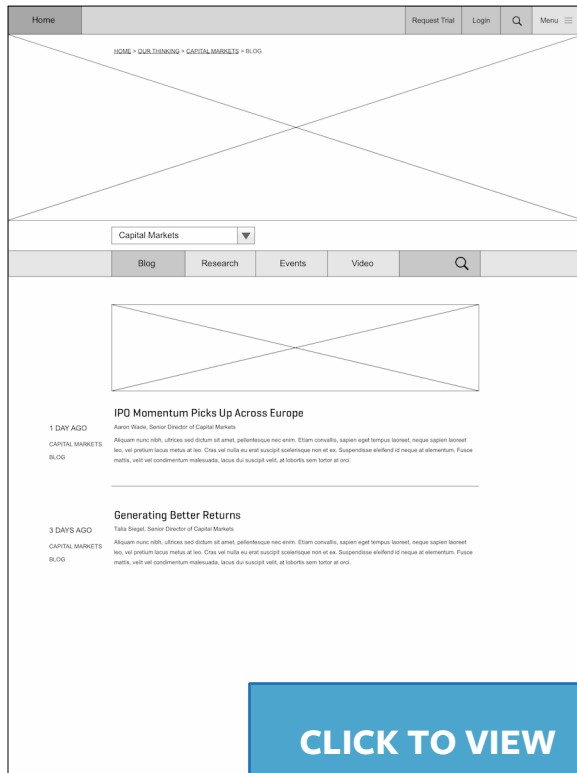
We initiated this user testing since we were concerned the third party firm's design (version B above) did not capture our information architecture accurately.

USER FINDINGS

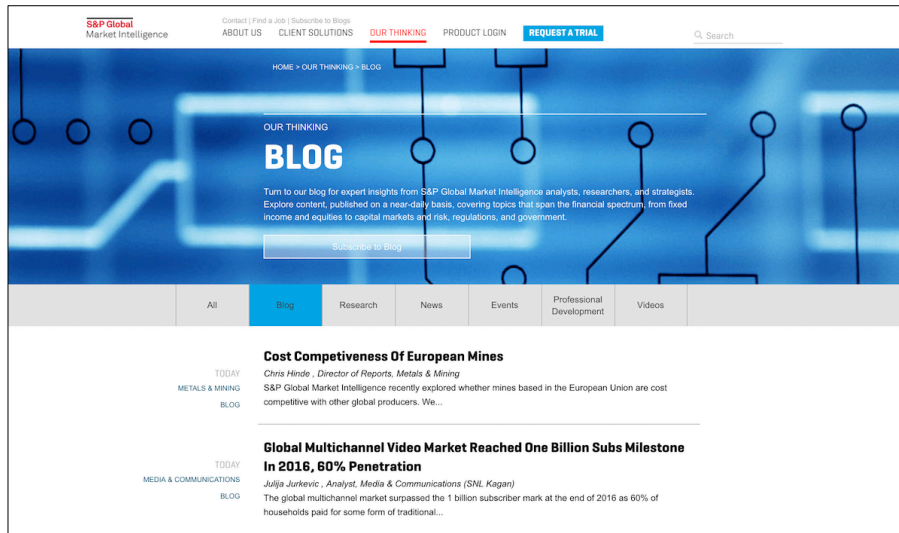**Filters.** The exposed filters showing Categories was confusing to users. We decided to expose content sections (Blog, Research, etc.) instead.

We also removed the second layer of filtering since it caused more pain points for users.

Events. I recommended that "Events" be changed to "Hosted Events" since users mistook it for historical events. This change (and others) were not taken into account, due to company's needs around Events Marketing.
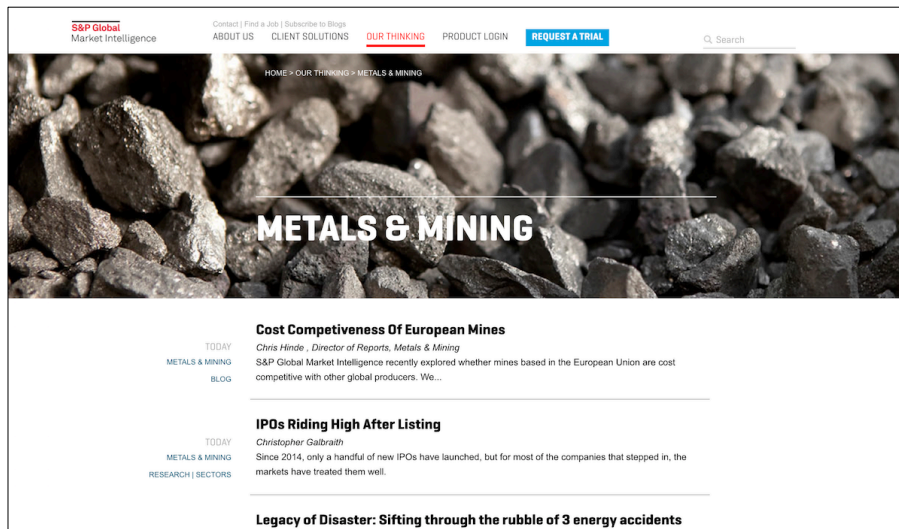
Categories. The Categories also posed a problem for future site expansion. At the time, there were 8 categories, but we quickly grew to 17, including Metals & Mining (at left) after our merger with SNL.