

milos pejnovic

UX Portfolio Selected Samples

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hi!

I am a determined, energetic and motivated designer and I am confident that I would be a beneficial addition to your team.

I have held long-term consulting positions with several major companies. Each of this position provided me with valuable combination of knowledge, experience, strong communication and teamwork skills.

Please allow me to highlight some of my key skills:

- Strong time-management and self-organization skills
- Ability to work independently and exercise the use of good judgment
- Agile team player and problem solver

- Excellent social skills that result in positive interpersonal relationships
- A track record of meeting deadlines and producing accurate work of a high standard
- Ability to keep end-user in mind when designing a solution

I work well in both team and self-directed capacities and can lead projects from concept through delivery and follow-up. My technical strengths include multiple design tool programs and I learn new software quickly.

Thank you for considering my qualifications; I look forward to meeting with you in the near future.

Seminar Planning Desktop Application

OVERVIEW

Create a seminar planning desktop application system that will help advisors maintain total control over all current and upcoming events, reuse learnings, knowledge and best practices and ensure consistent and high quality for each event.

CLIENT

Merrill Lynch Bank of America.

TIMELINE

12 months.



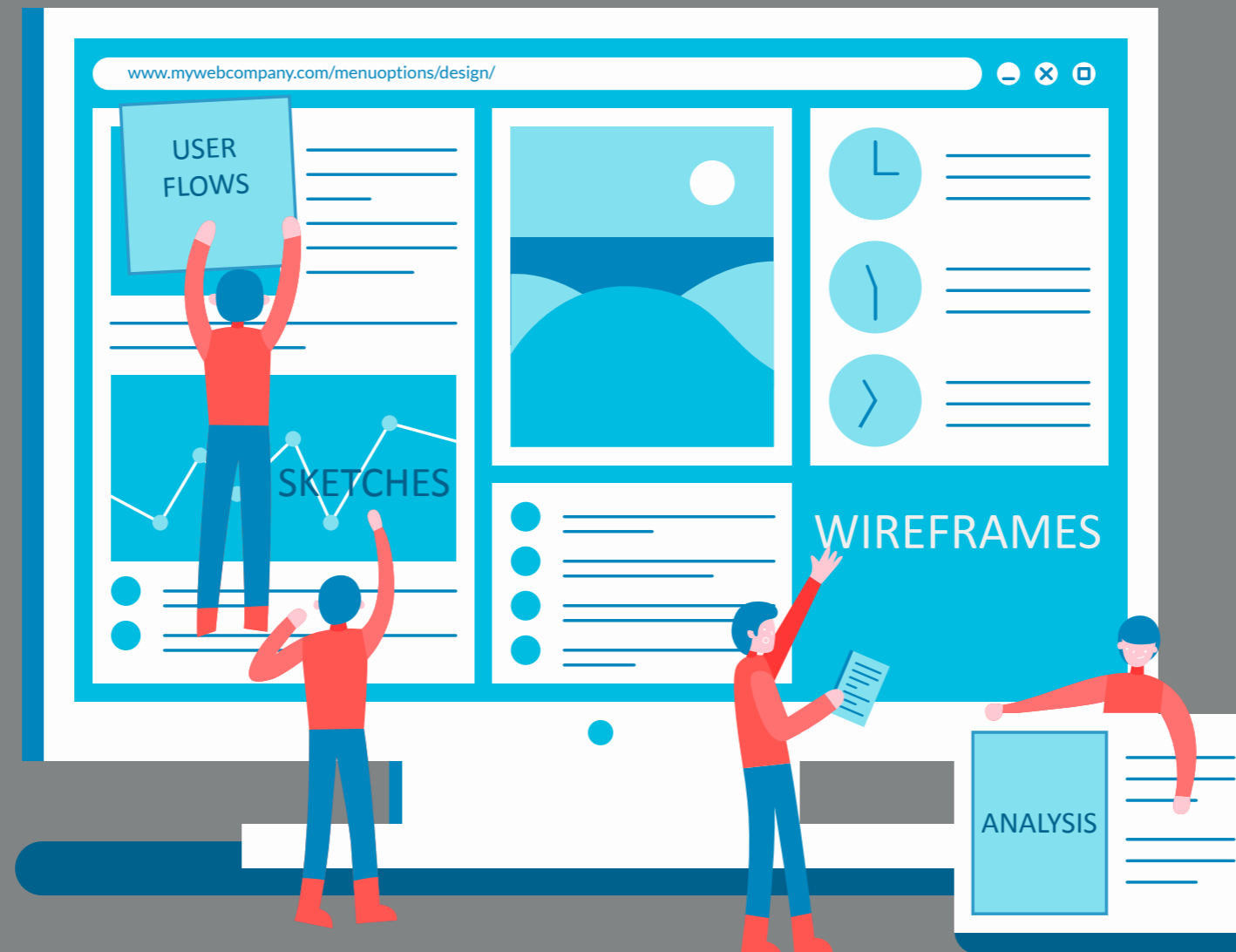
Seminar Planning Desktop Application

THE CHALLENGE

The app's main goal was automating and simplifying the entire planning process. Starting with sourcing the venue and ending with custom dashboards and reports after the event.

MY INVOLVEMENT

My role was to design UX strategy and wireframes, which contained a **reporting** and a **supervision approval** tab. Both should be able to determine which view will be shown, based on the user's status [e.g., marketing executive, financial advisor].



Seminar Planning Desktop Application

MARKET ANALYSIS

We have been listening to our advisors to understand their needs and challenges for years. They expressed a need for platform that will combine broad functionality, making the process intuitive and providing them with complete control over their event logistics, expences, and all attendee workflows.

PERSONAS

As part of the research phase, I created a snapshot view of the target audience. The user goals and pain points helped us to gain a better understanding of the problem we were solving.

USER STORIES

Based on the persona insights, I started to breakdown and map out the different user needs and goals by turning them into epics and stories. This helped me to further define the product's scope, as well as the functional requirements and features.

Caroline Howel

38, Female, Financial Advisor, Generation Y

Bio

Throughout her 10-year career in the financial services industry, Caroline has dedicated herself to making a positive impact in her clients' lives by helping to educate and advise them regarding the ins and outs of wealth management. ...

Mind Set

"As a presenter myself, much thought and effort goes into developing an effective seminar — planning, marketing, implementing, and follow up. So getting it right is important. Poor seminar planning often results in low attendance, which causes the advisor to not only feel depressed about the lack of potential clients, but also contributes to the belief that that seminar marketing doesn't work."

Frustrations

- Time-consuming process
- Costly
- Repetitive tasks are not automated

Needs & Goals

- Agenda management
- Speaker management
- Task management
- Generation of materials
- Fulfill my goals at an affordable price
- Display statistics

Dashboard

- Set timeframe
- Set line of business
- Set Division
- Set Market
- Set Office
- Export data
- Display Top 5 Seminars
- Display top 5 Financial Advisors
- Display All relevant matrix

Set timeframe

As a user I want to set a desired time frame for the relevant data

Set line of business

As a user I want to see data for the relevant line of business

Dashboard

As a user I want to see data that is relevant to specific division, market, and office.

Seminar Planner Desktop Application

USER TASK FLOW

Through working with key stakeholders on the Merrill Lynch digital team, I created a series of user flows to show the experience of how advisors would move through the various screens within the application.

When a user logs into the event and seminar central tool he/she should be able to see the reporting tab.

When the user hovers over the tab, the tab should be highlighted in a visually appealing color.

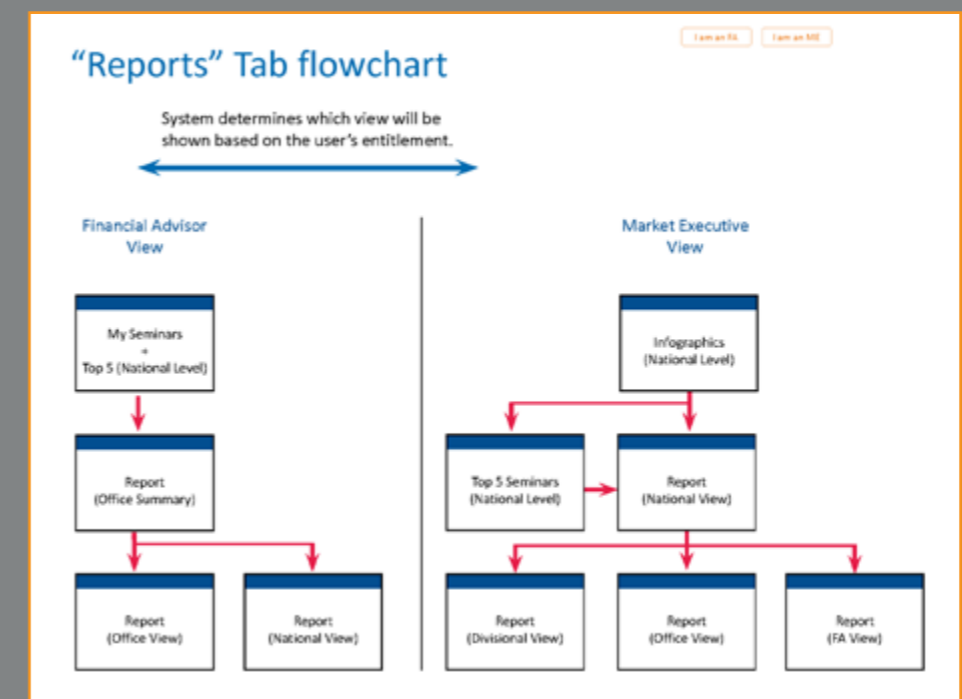
The system should have the ability to identify user status and role to determine whether to show an advisor or manager view.

Clicking on the reporting tab should allow the user to navigate to the reporting dashboard.

The page should include a date selector field (e.g., “from” and “to”) with the default being year to date.

The Reporting Dashboard should display the following field/categories:

- My Activity — number of all completed sessions within designated dates
- Invited/Attended — number of prospect/leads and clients within designated dates
- Prospect Conversions — number of prospects leads that converted to clients after first seminar date
- Event & Seminar Cost — summary of all event and seminar costs within designated dates

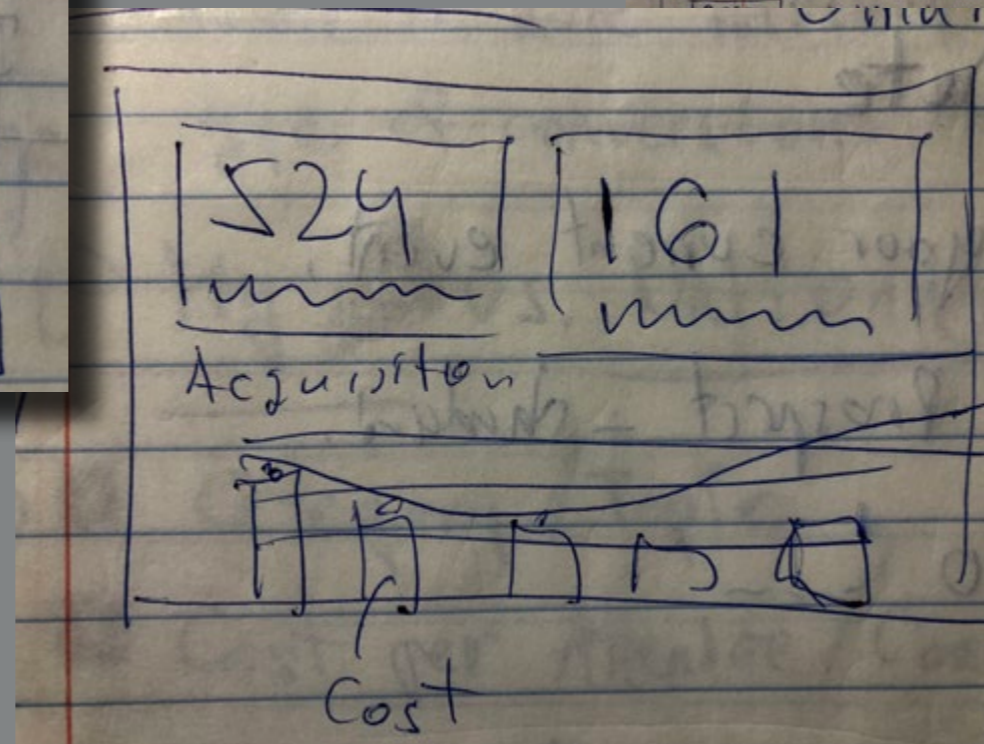
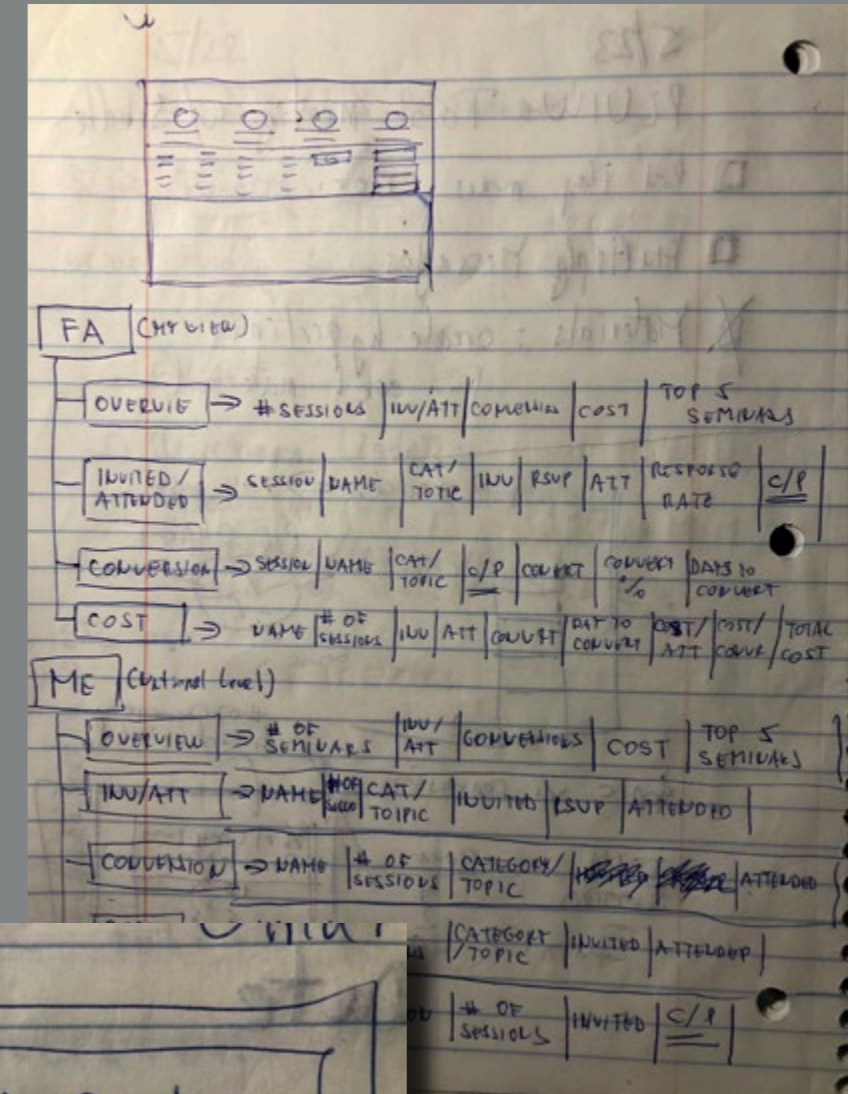
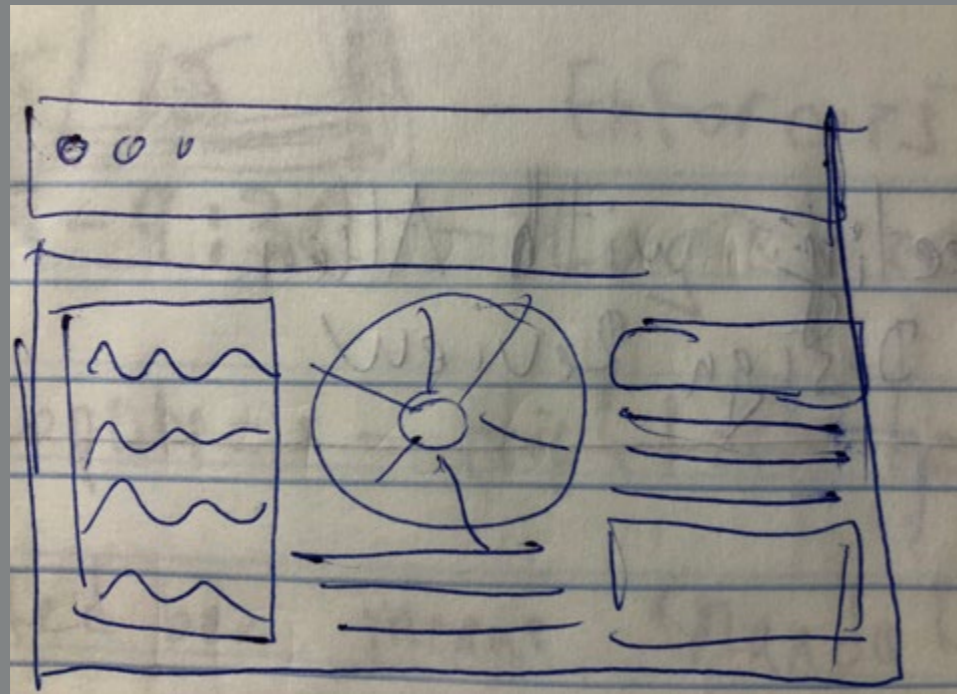


Seminar Planning Desktop Application

LOW-FIDELITY SKETCHES

After confirming the user flows, low-fidelity sketches were created to represent the content on each screen.

These sketches were also used to create an early wireframes.



Seminar Planner Desktop Application

SOLUTION

Site requires a minimalist approach when presenting data.

Each page is divided into four sections: Navigation, Report Creation, Infographics and Matrix.

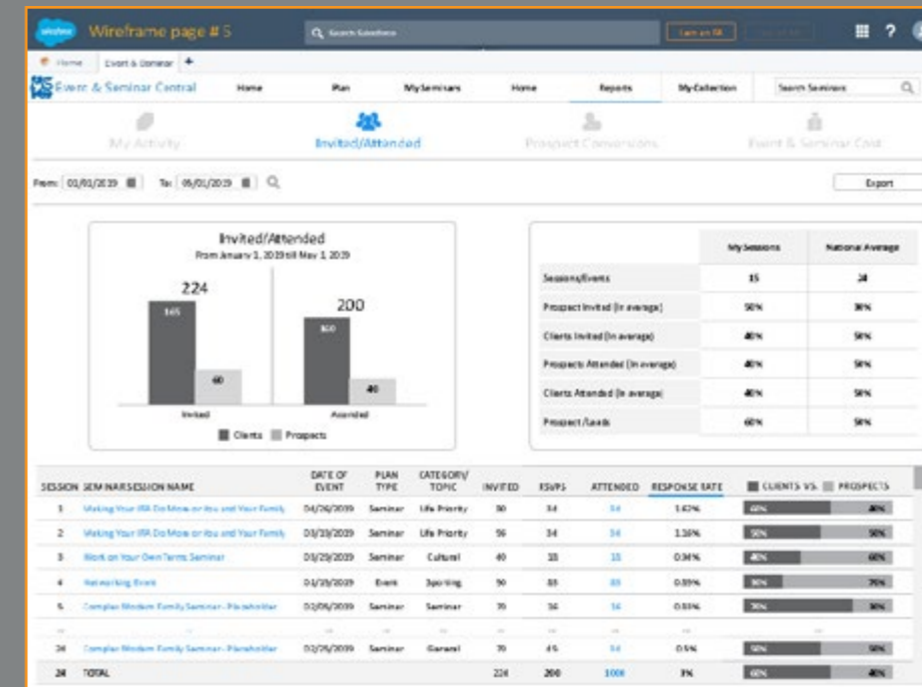
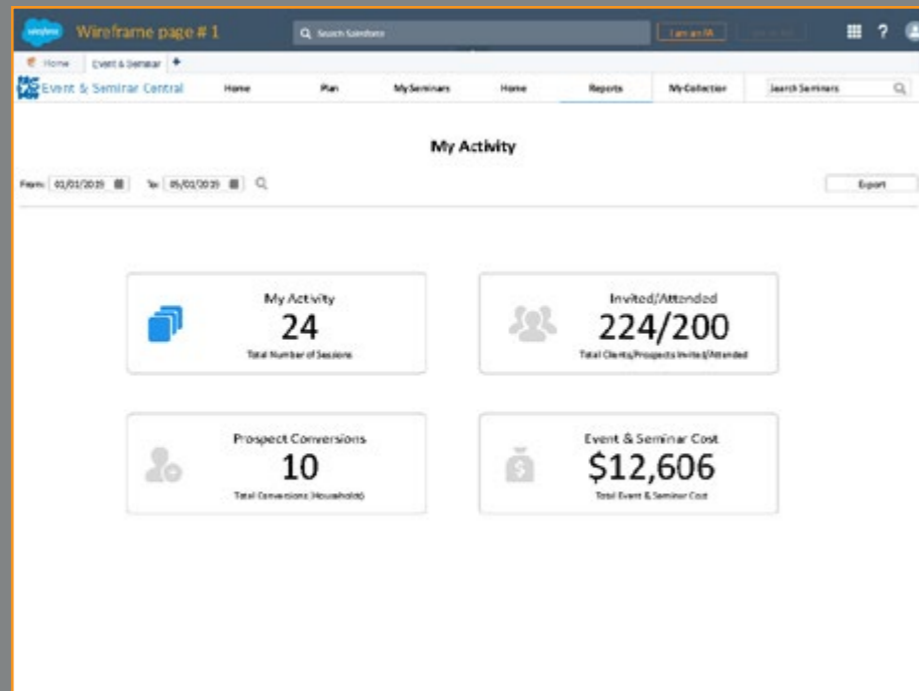
Clicking on each box will take the user to a detailed page concerning that particular category.

PROTOTYPE

The final interactive prototype was created in Adobe XD and simulated the interactions and screen by screen flow.

The screens were created in very high fidelity so as to make it as realistic as possible because the prototype was used to do user interviews to gather feedback and reactions.

This project is currently still in development...



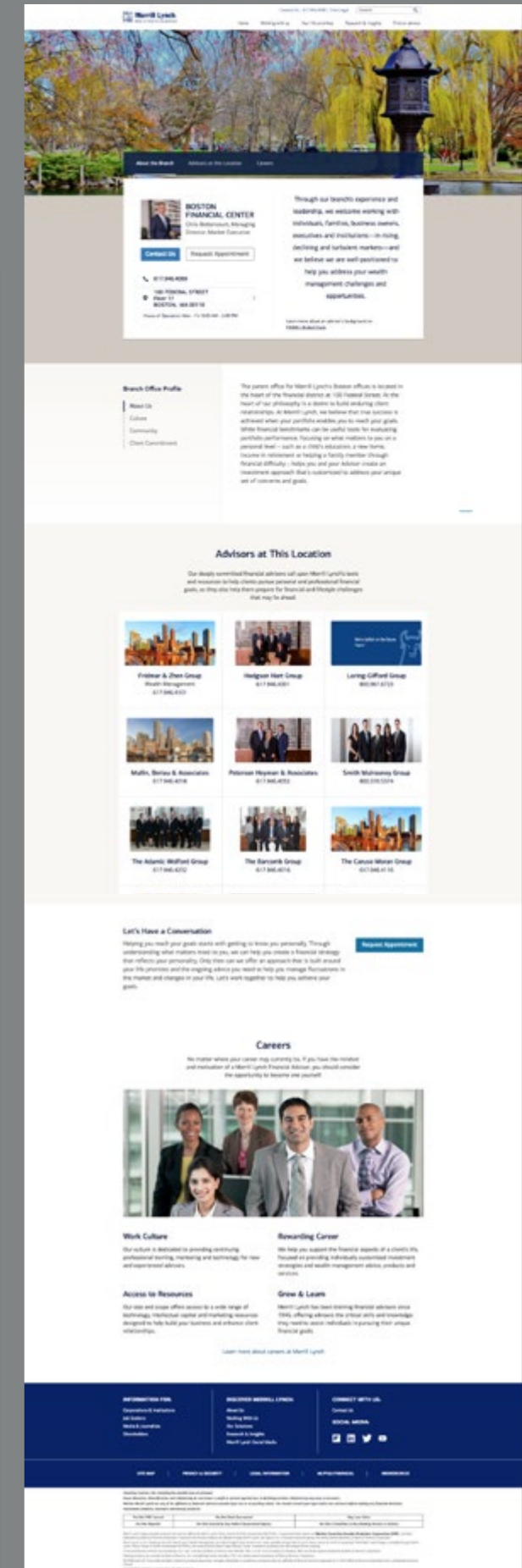
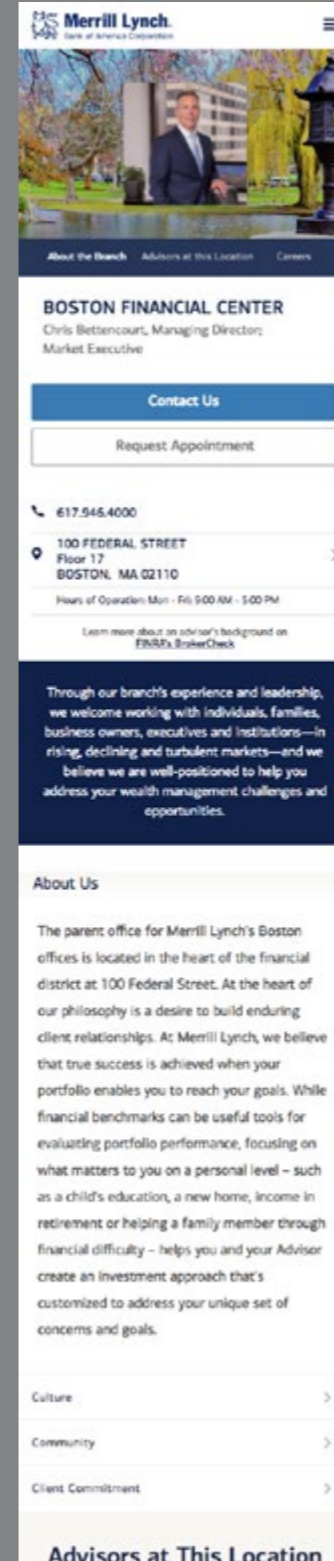
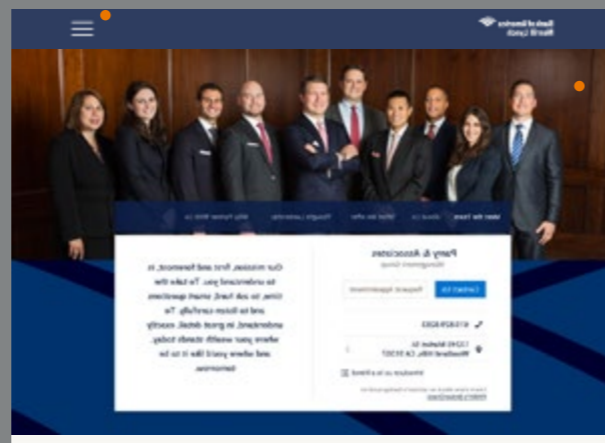
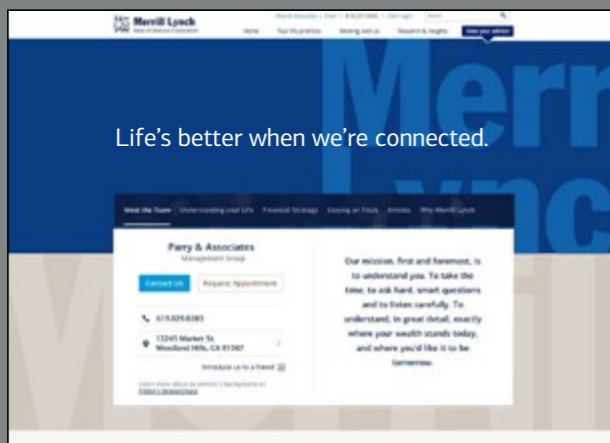
Merrill Lynch Advisory web pages

GOAL

Create a top quality initial impression and set the tone for those in search of a financial advisor. This should promote a local advisory firm, as well as product branding.

TARGET AUDIENCE

- Investors
- Estate planners
- Pre-retirees
- Those who are already retired



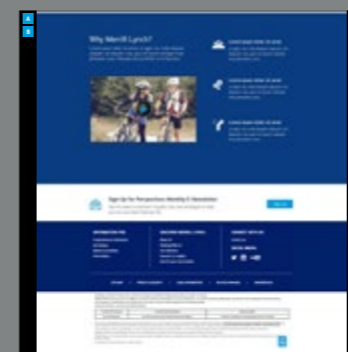
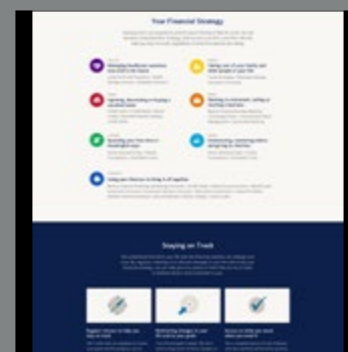
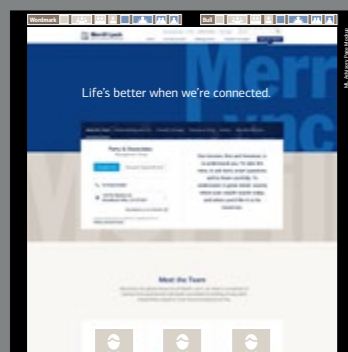
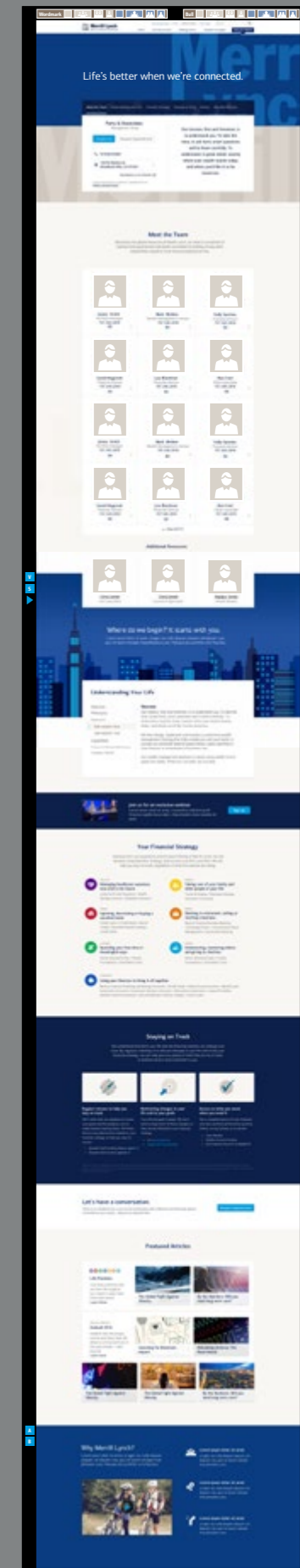
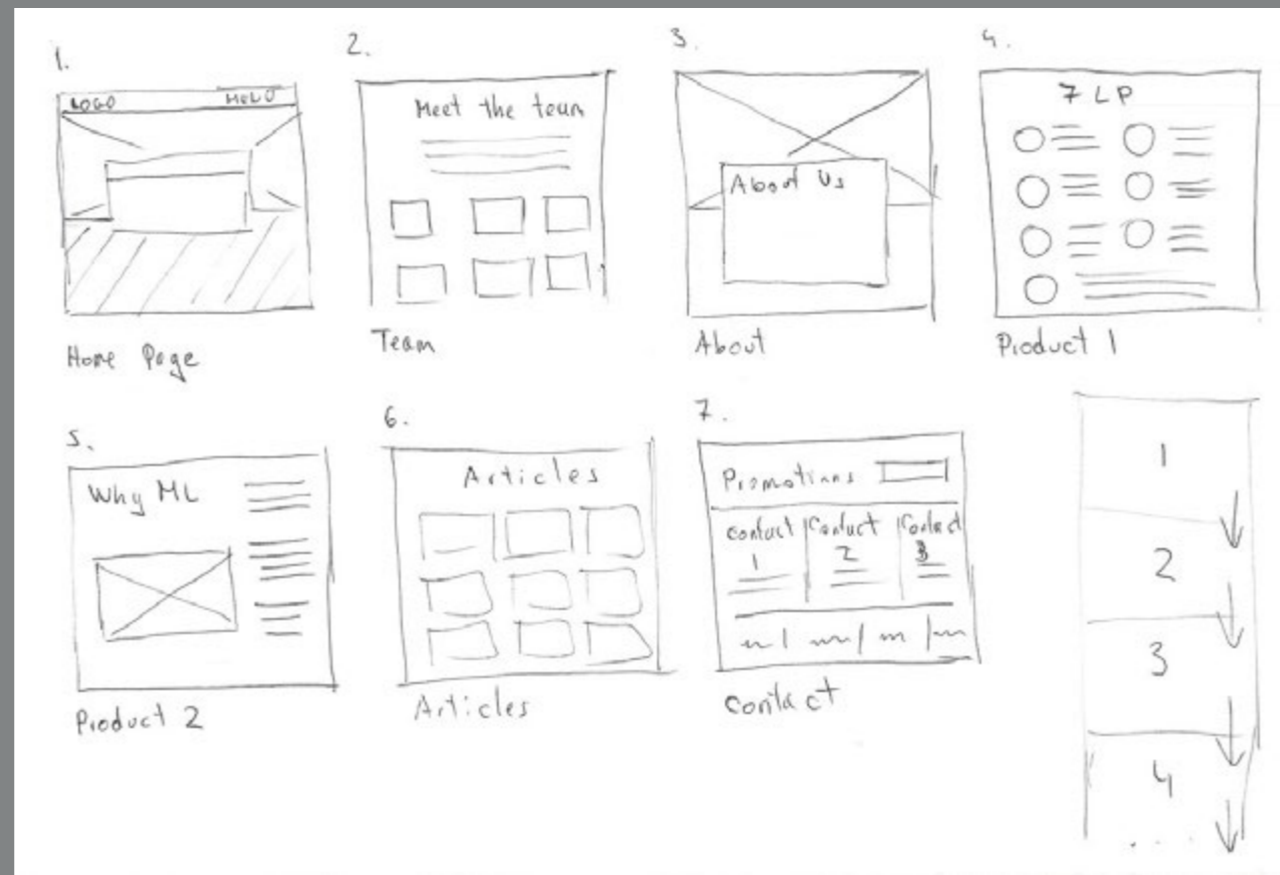
Merrill Lynch Advisory web pages

MY INVOLVEMENT

- Low-fidelity mockup
- Wireframes
- Hi-fidelity interactive mockup

TOOLS

- Photoshop
- InDesign



Merrill Lynch Advisory web pages

SOLUTION

Develop a modern web site with mobile-enabled viewing where an advisor can choose a background image with a view of a local landscape or photo of their team.

The web site layout is in compliance with branding style guidelines, contains corporate brand colors and selection of approved images.



AES Digital Hub



PROBLEM

The Goal for this website is to make all current and past seminars available to the public.

TARGET AUDIENCE

Both, financial advisors and their clients

MY INVOLVEMENT

- Conducting competitive research
- Low- fidelity prototypes
- Creating wireframes
- High- fidelity design & guidelines
- Usability testing

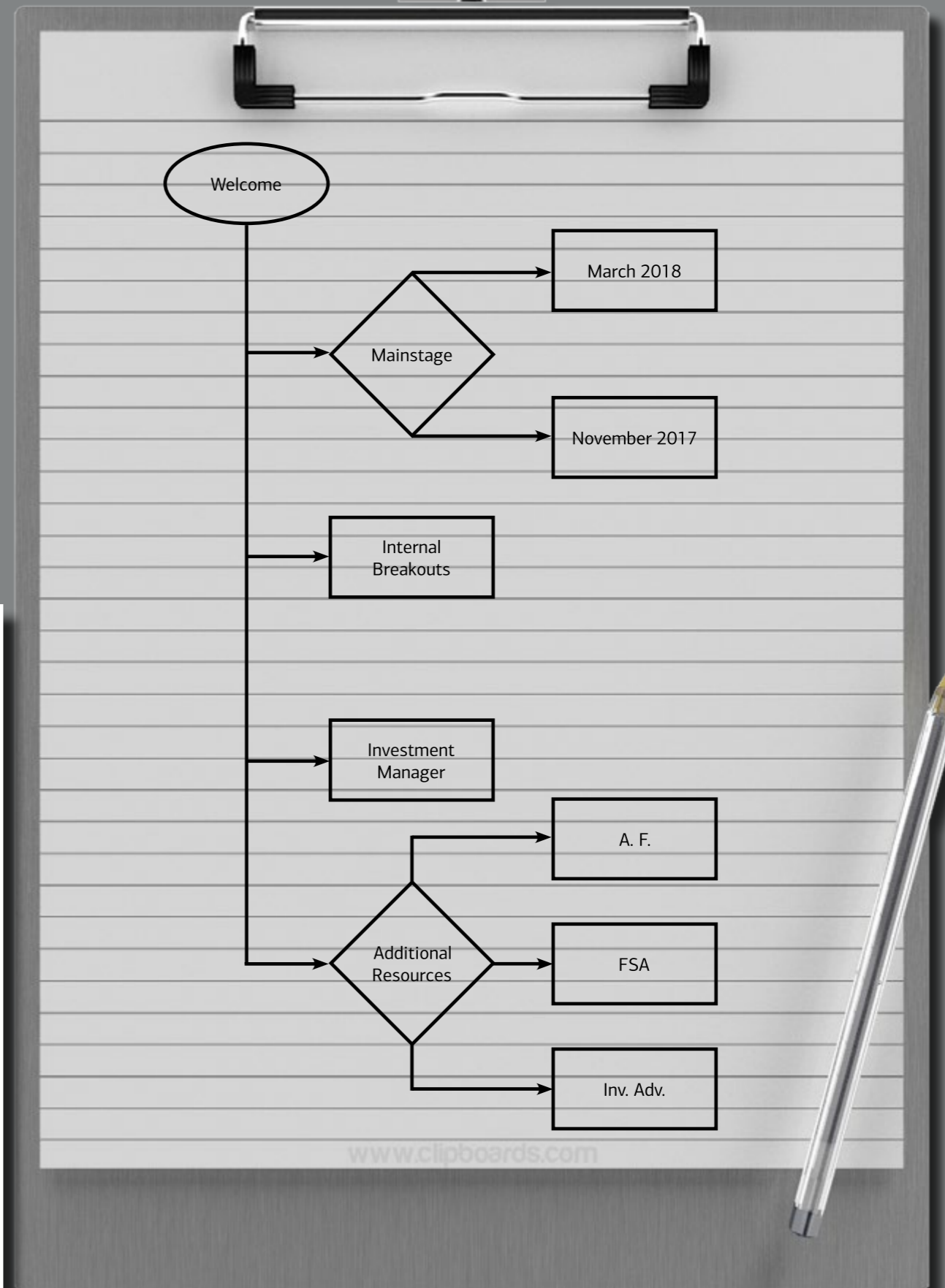
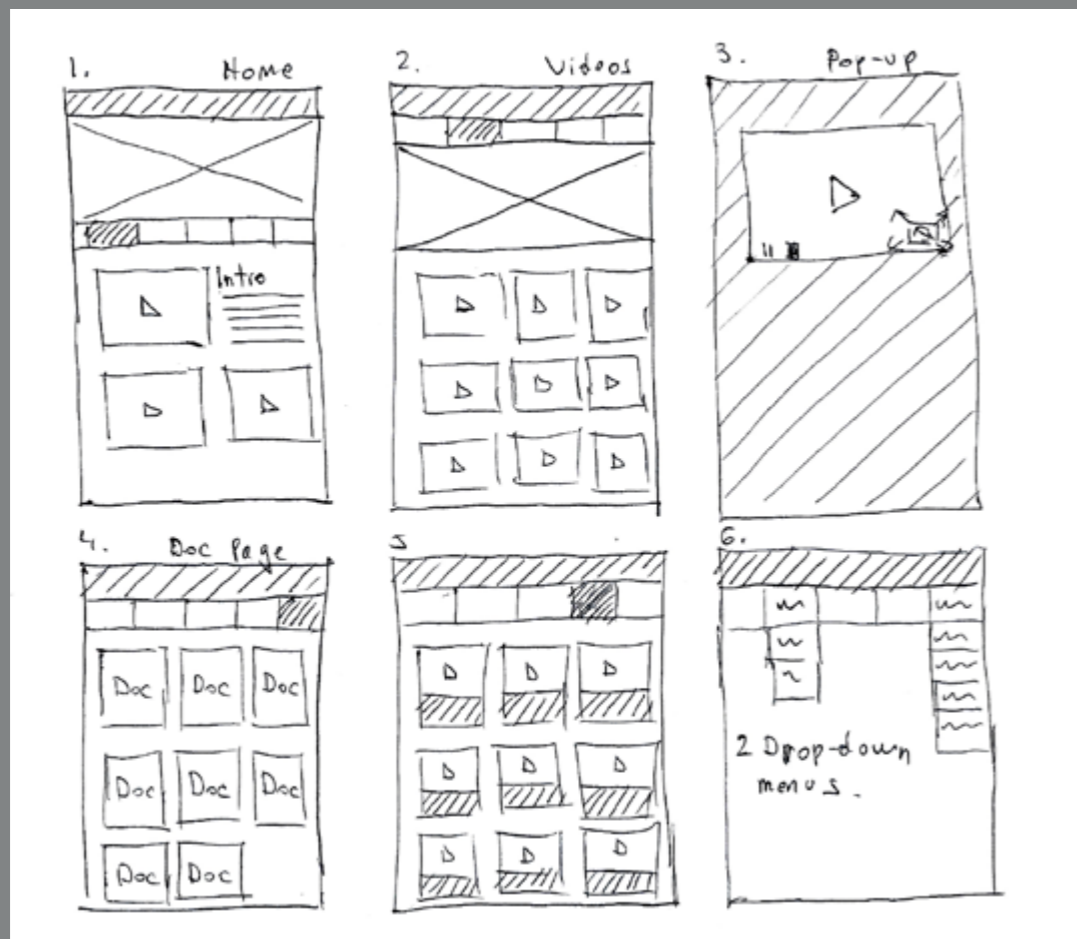
AES Digital Hub

WORKFLOW

After the first workshop with the client and the team, I defined the navigation flow and presented my idea.

After the feedback from the team, I started my research of similar pages on the internet and prepared the first round of sketches.

We presented the workflow and sketches to the client and I was ready to start working on a design of wireframes.



AES Digital Hub

RESEARCH

Browsing is a critical component of website interaction. However, displaying the details for each item unnecessarily clutters the screen.

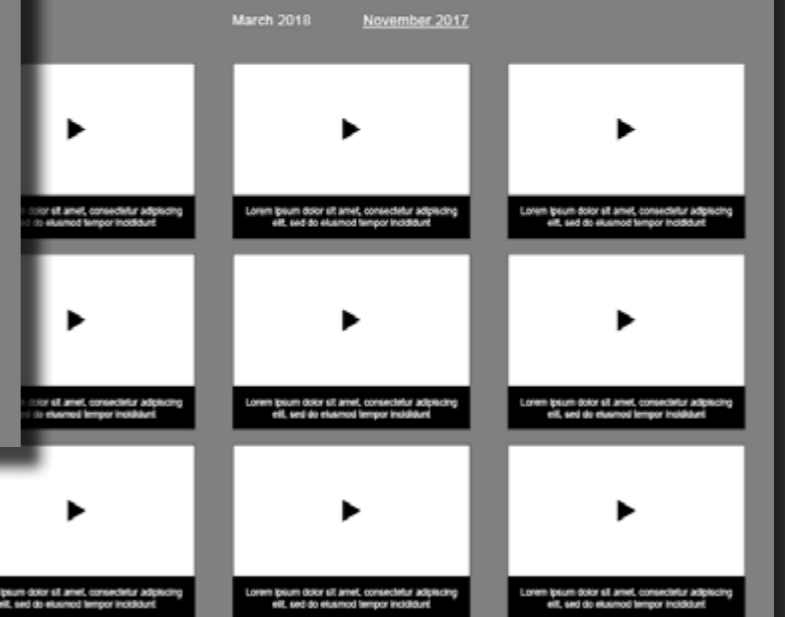
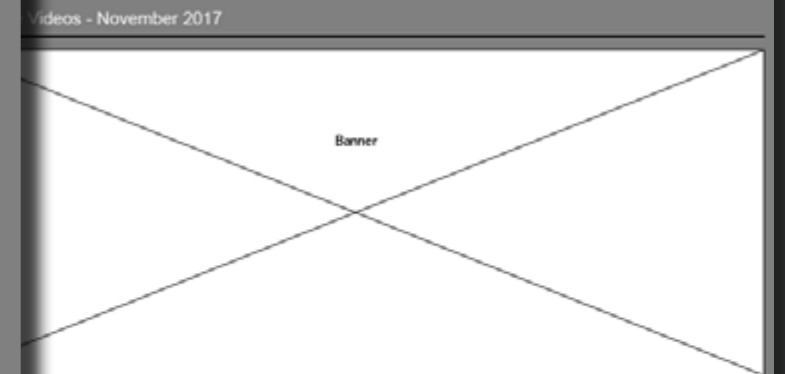
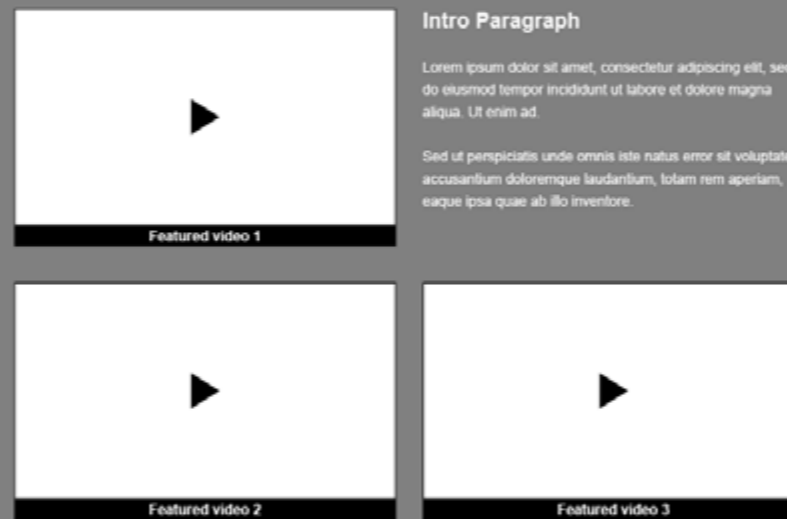
Content-heavy sites want to display all primary items equally.

All major web sites with video content use grid structure to display thumbnails of particular video in equal way as all other content.

WIREFRAMES

A grid structure makes browsing easier because it offers more options for browsing than simple list views.

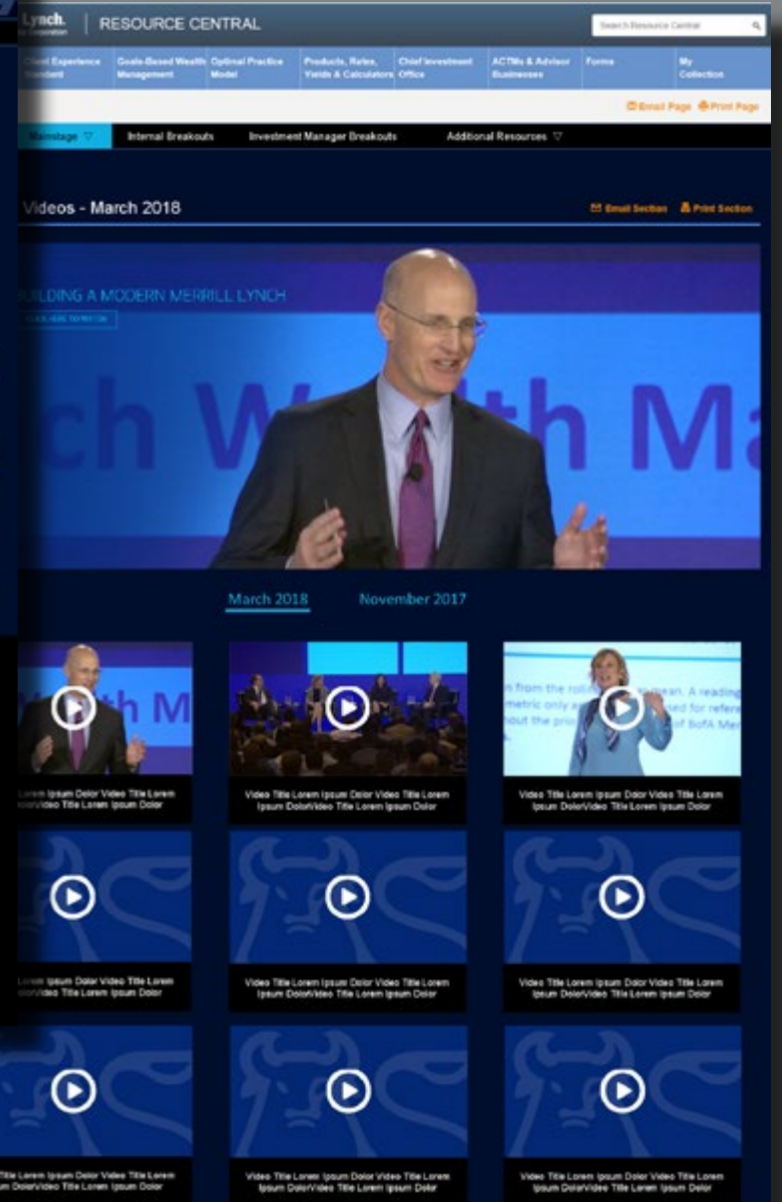
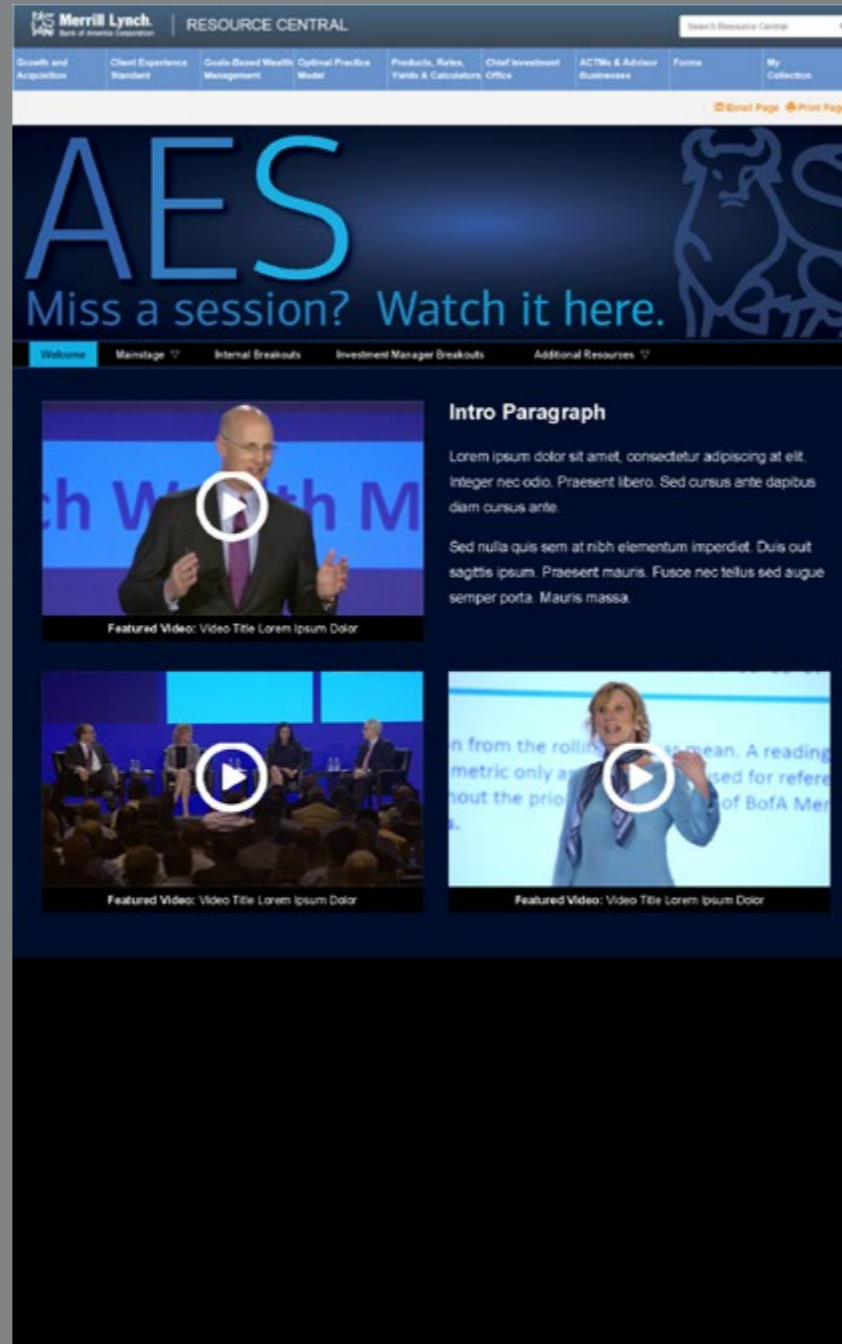
After client approved the wireframes, I was ready to work on hi-fidelity mockups.



AES Digital Hub

HI-FIDELITY MOCKUPS

Hi-fidelity mockup focuses on space allocation and prioritization of content. It allows users to quickly recognize the information hierarchy.



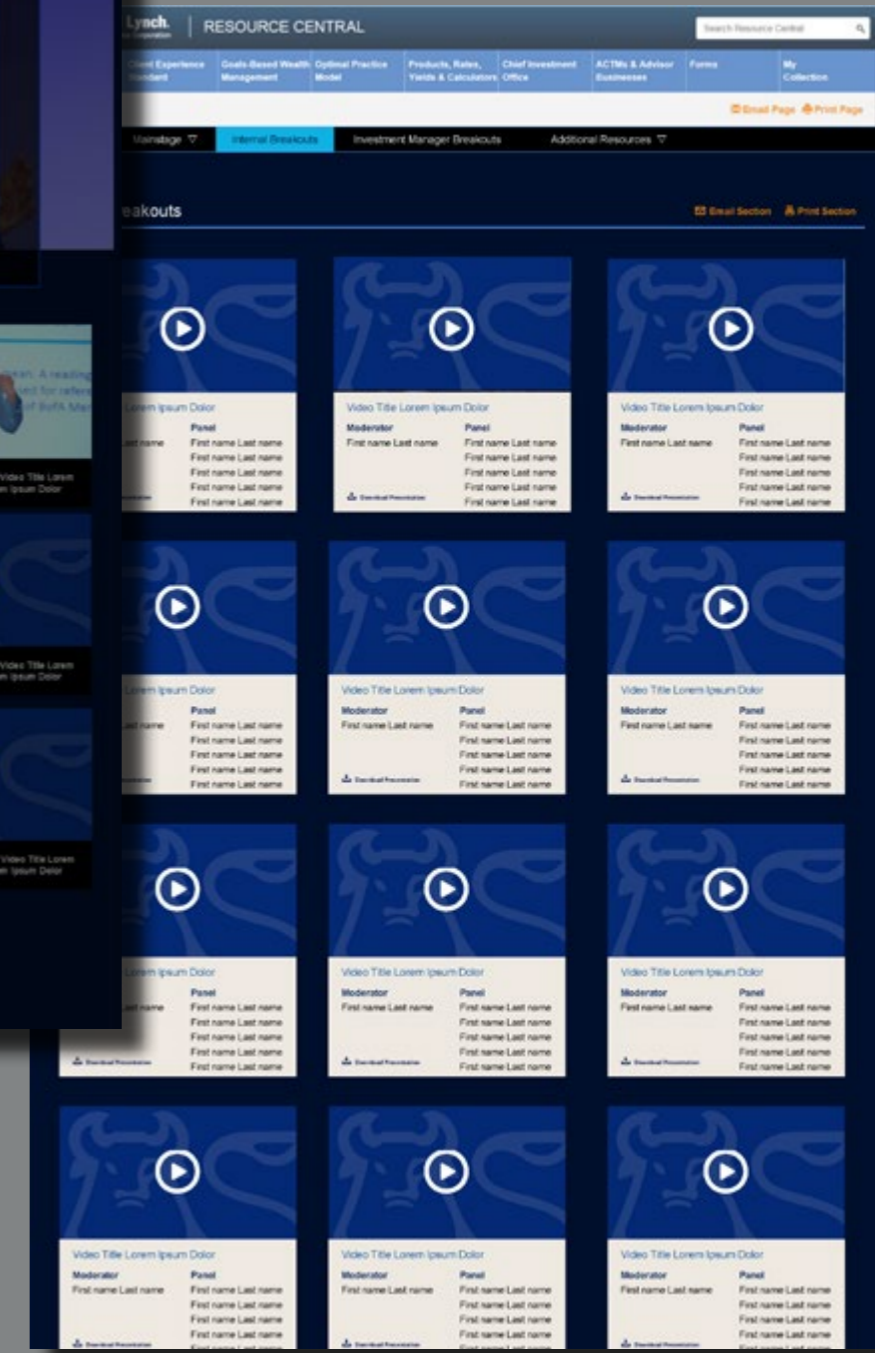
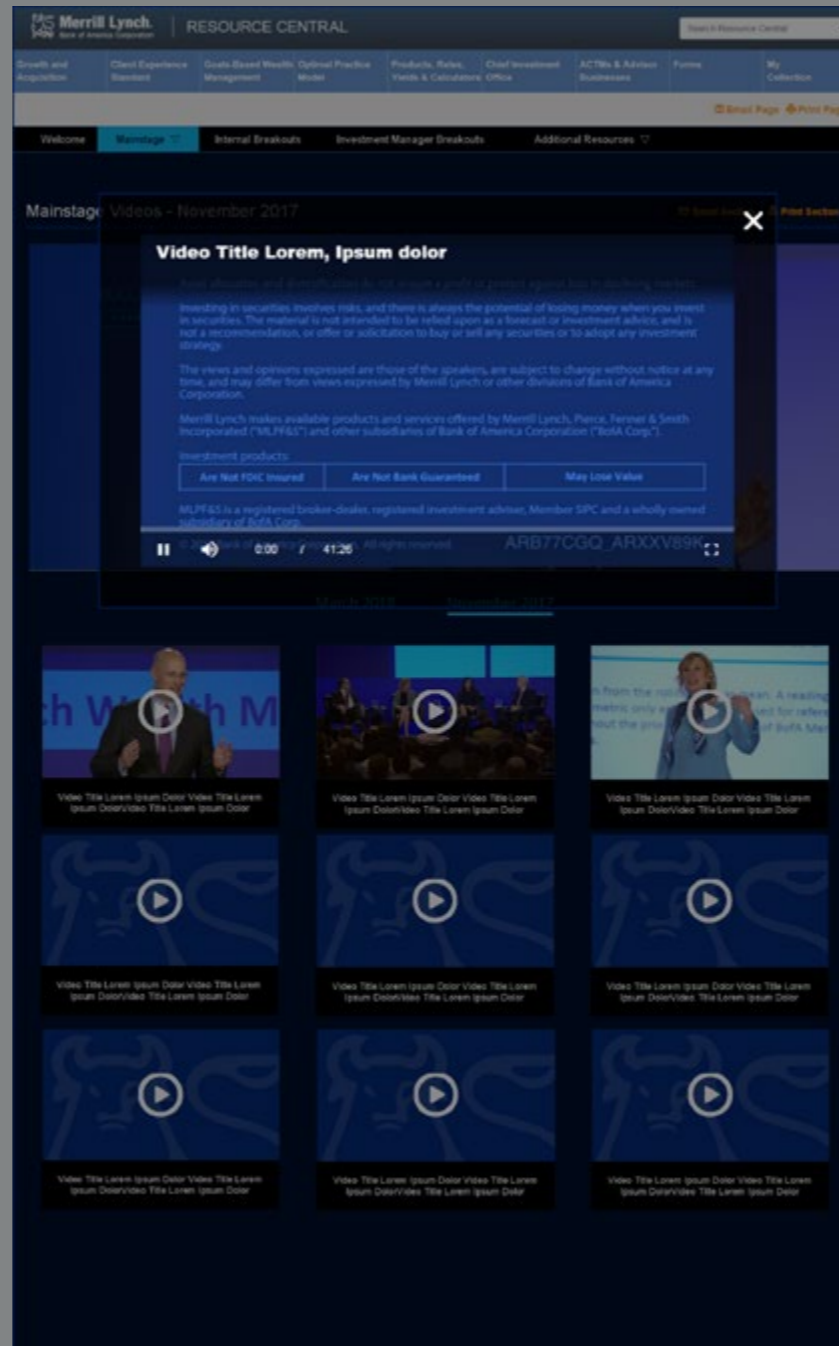
AES Digital Hub

CONCLUSION

This site has many regularly-updated content in multiple categories.

The container-free format is minimalistic, removing all unnecessary content and avoiding the distraction.

Rather than clear-cut divisions, this pattern format relies on visuals, grouping and common sense to show relationships.



Merrill Lynch Acquisition Calendar

OVERVIEW

The user wants to find events of interest occurring during a certain time period. The events need to be presented to users in a visually concise manner that suggests an action for a specific date.



Merrill Lynch Acquisition Calendar



TARGET AUDIENCE

Financial advisors who are using social media web sites to promote their businesses and sell Merrill Lynch products.



SOLUTION

Sort content into discrete and meaningful blocks of time. Organize events on a daily and monthly basis. Show necessary details and allow for filtering of scheduled events.

The most common and user-friendly way to browse an event calendar is through the use of a monthly calendar box.

The calendar box is helpful with browsing between days and also can be used to obtain an overview of various events.

The calendar provides daily acquisition recommendations and helps advisors apply simple, repeatable tactics into daily routine.

