UX Portfolio Case Studies

Case Study 1 — Increasing Revenue Through Smart Course Bundling

Company: Gannett Healthcare Group
Role: Web Design Manager / UX Lead

Project Overview

At Gannett Healthcare Group, I worked on a large-scale eCommerce platform focused on selling certification and continuing education courses to healthcare professionals across the United States. The business leadership team challenged our department to identify new ways to increase revenue while still improving the customer experience.

As the UX lead on the initiative, I collaborated closely with stakeholders across marketing, analytics, and product teams to better understand purchasing behaviors and identify opportunities to improve conversion rates.

My Role & Collaboration Model

I led the UX strategy and design direction for this initiative while coordinating with:

- Marketing teams for customer segmentation and purchasing data
- Business stakeholders for revenue and conversion objectives
- Product and development teams for implementation feasibility
- Analytics teams for A/B testing and measurement

My responsibilities included:

- Leading UX discovery and analysis
- Identifying user behavior trends
- Creating new product catalog concepts
- Designing wireframes and UI solutions
- Supporting testing and rollout strategy
- Measuring post-launch performance

Research Methods & Synthesis

To better understand customer behavior, I partnered with the marketing department to analyze user purchasing patterns, conversion funnels, and transaction history.

During this research phase, we discovered an important trend:

- More than 75% of customers were purchasing multiple courses rather than a single item.

This insight revealed that customers already perceived value in grouped educational content, but the experience did not proactively support or encourage bundle purchases.

I synthesized the findings into a UX opportunity:

Instead of presenting courses as isolated products, we could reorganize the experience around professionally relevant course bundles tied to state certification requirements.

Design Iterations & Rationale

I proposed redesigning the product catalog experience around dynamic smart bundles.

The new experience included:

- Bundled course recommendations based on state regulations and certification requirements
- Clear pricing comparisons between individual purchases and bundle savings
- Improved visual hierarchy emphasizing bundled value
- Simplified product discovery and decision-making
- Dynamic catalog organization tailored to customer needs

The rationale behind the redesign was to:

- Reduce decision fatigue
- Increase perceived customer value
- Align offerings with real-world licensing requirements
- Encourage larger transactions naturally rather than aggressively upselling

We iterated on several bundle presentation models before selecting the final design for testing.

Accessibility Considerations

Accessibility considerations were incorporated into the redesign process to ensure:

- Clear typography and readable pricing structures
- Strong visual hierarchy for product comparisons
- Mobile responsiveness for healthcare professionals accessing the site across devices
- Accessible color contrast for savings indicators and CTAs
- Simplified navigation and scanning patterns

Measurable Impact

We launched an A/B test comparing the traditional catalog experience against the new smart bundling model.

The results were significant:

- Bundle purchases increased substantially during the testing period
- Customers demonstrated stronger engagement with grouped offerings
- Average order value increased
- The business transitioned fully to the bundle-first experience

The initiative ultimately contributed to:

$8 million increase in revenue

This project demonstrated how research-driven UX strategy can directly influence business growth while simultaneously improving the customer experience.

Case Study 2 — Streamlining Membership Management Workflows

Company: Personify
Role: UX/UI Designer

Project Overview

At Personify, I worked on a large SaaS platform focused on membership management solutions used by associations and organizations.

The platform served both internal administrators managing memberships, registrations, payments, communications, account-related workflows, and end users who login to their portal on their mobile or desktop to manage their membership benefits.

The goal of the initiative was to simplify complex user flows, reduce cognitive load, and improve operational efficiency across the platform.

My Role & Collaboration Model

As a UX/UI Designer, I collaborated closely with:

- Product managers
- Customer success teams
- Front-end developers
- QA teams
- End users and enterprise customers

My responsibilities included:

- User research and discovery
- Affinity mapping and workflow analysis
- User journey development
- Wireframing and prototyping
- High-fidelity UI design
- Front-end implementation support
- Accessibility and responsive design collaboration

I was involved throughout the entire product lifecycle, from research through implementation.

Research Methods & Synthesis

Research was heavily customer driven.

We collected insights from:

- Customer portal feedback
- User interviews
- Customer success reports
- Live user sessions with enterprise clients
- Workflow observation sessions

After gathering data, I organized findings into:

- Affinity maps
- User journeys
- Pain point analyses
- Task flow diagrams

One recurring issue quickly became clear:

Users were struggling with overly complex workflows, unnecessary navigation steps, and difficulty accessing key information efficiently.

These friction points increased cognitive load and slowed down membership processing tasks.

Design Iterations & Rationale

Using the research findings, I designed and iterated on a high-fidelity prototype focused on simplifying the user experience.

Key UX improvements included:

- Consolidated workflows
- Simplified navigation structures
- Cleaner dashboard summaries
- Reduced click paths
- Improved information hierarchy
- Easier access to high-priority actions

We conducted usability testing sessions with customers, gathered feedback, refined the experience, and repeated the process until workflows became more intuitive and efficient.

The design rationale centered on:

- Reducing cognitive load
- Improving task completion speed
- Helping users access essential information faster
- Minimizing navigation friction

Accessibility Considerations

Accessibility was an important part of the implementation phase.

I worked alongside developers to ensure:

- Responsive layouts across devices
- Keyboard accessibility
- Accessible forms and navigation
- Improved readability and typography
- Better visual hierarchy
- Accessible interactive components

I also participated directly in front-end implementation work to help preserve design intent and accessibility standards.

Measurable Impact

Following release, customers reported major workflow improvements.

The redesigned experience:

- Reduced unnecessary clicks
- Improved navigation clarity
- Simplified access to critical information
- Lowered user frustration

Most importantly:

Membership processing time improved by 40%

This metric was measured through customer feedback surveys and post-release user satisfaction reporting.

The project reinforced the value of research-backed UX simplification in enterprise SaaS environments.

Case Study 3 — Designing a WCAG AAA-Compliant Enterprise Platform

Company: Personify
Role: UX/UI Designer

Project Overview

At Personify, one of our major enterprise clients — the American Heart Association,— requested that their administrative platform become fully WCAG Level AAA compliant.

This requirement represented a major accessibility initiative that required redesigning core UI patterns across the application.

The project extended beyond visual updates and required rethinking navigation systems, typography, interactions, and accessibility behaviors throughout the platform.

My Role & Collaboration Model

I collaborated with:

- Product managers
- Accessibility specialists
- Front-end engineers
- QA and compliance teams
- Enterprise stakeholders

My responsibilities included:

- Accessibility-focused UX redesign
- Wireframing and mockups
- UI framework customization
- Front-end implementation support
- Accessibility testing collaboration
- Design system refinements

The project lasted approximately six months and required close cross-functional coordination.

Research Methods & Synthesis

The initiative began with a full accessibility assessment of the platform.

We evaluated:

- Existing WCAG compliance gaps
- Navigation complexity
- Color contrast failures
- Screen reader compatibility
- Typography readability
- Interactive component accessibility
- Iconography usage patterns

Research and audits revealed that many UI components needed structural redesigns rather than superficial fixes.

The synthesis phase helped us prioritize accessibility improvements based on:

- User impact
- Compliance severity
- Frequency of interaction
- Technical feasibility

Design Iterations & Rationale

The redesign effort included:

- Revamping navigation structures
- Improving typography and readability
- Redesigning action states and interaction patterns
- Ensuring text support for iconography
- Refining spacing and layout consistency
- Updating focus states and keyboard interactions
- Improving semantic structure for assistive technologies

Multiple rounds of accessibility testing and iteration were conducted throughout the project.

The rationale behind the redesign was to create an enterprise experience that was:

- Fully accessible
- Easier to navigate
- More readable

- More inclusive for all users
- Sustainable within the product's design framework

Accessibility Considerations

Accessibility was the core focus of this initiative.

Key improvements included:

- WCAG AAA compliance alignment
- Accessible typography and spacing
- Stronger contrast ratios
- Screen reader compatibility
- Keyboard navigation support
- Accessible form controls
- Improved focus management
- Reduced reliance on icon-only interactions

The platform successfully passed accessibility scan tools and compliance validation requirements.

Measurable Impact

After six months of redesign and implementation work:

- The client successfully adopted the updated platform
- Accessibility compliance goals were achieved
- The platform passed accessibility scan testing
- Navigation clarity and usability improved significantly
- The design system became more scalable and inclusive

This project demonstrated how accessibility can become a strategic product enhancement rather than simply a compliance requirement.

Case Study 4 — Reimagining a Financial Reporting Experience

Company: Abrigo
Role: Senior UX Designer

Project Overview

At Abrigo, a Fintech software company, I have been leading UX efforts focused on creating and modernizing products for financial institutions.

Our users include:

- Bankers
- Loan officers
- Financial analysts
- Compliance officers
- Bank administrators

One of the most heavily used tools within the platform was a reporting feature that loan officers rely on to review and prepare lending documentation before approving or declining loan requests.

Over time, extensive customer feedback revealed significant usability issues and workflow limitations.

My Role & Collaboration Model

As a Senior UX Designer, I collaborated with:

- Product managers
- Engineers
- Customer success teams
- Business analysts
- Financial institution users
- Leadership stakeholders

Our UX practice is highly research-driven.

We conduct approximately:

1,200 user feedback sessions per year

In addition, thousands of enhancement requests are collected through customer portals and support channels.

My responsibilities included:

- UX strategy and redesign leadership
- User research synthesis
- Workflow analysis
- Prototyping and usability testing
- Design iteration management
- Cross-functional collaboration during implementation

Research Methods & Synthesis

Research for this initiative included:

- User interviews
- Feedback sessions
- Product usage analysis
- Enhancement request reviews
- Workflow pain point mapping
- Usability testing sessions

Several major pain points emerged:

- Users struggled with unintuitive navigation
- Formatting capabilities were too limited
- Users frequently exported work into Microsoft Word and Excel to complete tasks
- Data integration and report customization were insufficient
- The experience lacked flexibility and efficiency

Using these findings, I began redesigning the experience incrementally while validating concepts with users throughout the process.

Design Iterations & Rationale

The redesign process was iterative and collaborative.

We first redesigned smaller feature areas and validated them with users before expanding into a full comprehensive prototype.

The final solution introduced:

- Simplified navigation patterns
- Clearer entry points and workflows
- Rich formatting capabilities
- Branding configuration panels
- Typography customization
- Layout configuration tools
- Improved data integration and accessibility
- Reduced dependency on external software

The rationale behind the redesign was to:

- Reduce workflow fragmentation
- Keep users inside the platform
- Improve efficiency and flexibility
- Support professional-quality reporting directly within the application

We conducted continuous usability testing throughout the design process.

Accessibility Considerations

Accessibility improvements included:

- Improved visual hierarchy
- More intuitive navigation structures
- Better readability and typography controls
- Responsive interface behaviors
- Clear labeling and interaction patterns
- More accessible configuration workflows

Accessibility and usability were treated as complementary goals throughout the redesign.

Measurable Impact

The redesigned feature received strong positive feedback from customers immediately after release.

Key outcomes included:

- Customers began migrating away from external tools like Microsoft Word and Excel
- Users adopted the new reporting experience rapidly
- Navigation comprehension improved significantly during usability testing

- Customers cited the feature as a reason for renewing contracts
- Workflow efficiency improved due to consolidated reporting functionality

The redesign successfully transformed a heavily criticized feature into a major product strength and customer retention driver.

Case Study 5 — Accelerating the UX Lifecycle with AI-Assisted Design

Company: Abrigo

Role: Senior UX Designer

Project Overview

During a company Hackathon initiative at Abrigo, I collaborated with product managers and engineers on a rapid innovation project focused on demonstrating how AI could accelerate and enhance the entire UX lifecycle — from research through implementation.

The challenge was to explore how generative AI tools could help teams move faster while still maintaining a strong user-centered design process.

Our goal was not only to improve internal UX workflows, but also to create a meaningful AI-powered enhancement for one of our existing fintech products.

My Role & Collaboration Model

As the Senior UX Designer on the initiative, I collaborated closely with:

- Product managers
- Software engineers
- UX researchers
- Hackathon stakeholders

My responsibilities included:

- Leading UX discovery workflows
- Integrating AI tools into the research process
- Facilitating AI-assisted ideation
- Designing high-fidelity prototypes
- Supporting implementation alignment

- Helping validate the end-to-end workflow

This initiative was highly collaborative and fast-paced, requiring continuous communication between UX, product, and engineering teams.

Research Methods & Synthesis

One of the primary goals of the project was to demonstrate how AI could accelerate UX research and synthesis.

We began by prompting an AI tool to generate user interview questions after explaining the product goals and desired outcomes.

The AI generated 14 interview questions.

After review, we only needed to refine two questions before the interview guide was ready for use.

We then:

- Scheduled user interview sessions
- Recorded feedback sessions
- Used live transcription tools during interviews
- Processed transcription data through AI tools for synthesis
- Generated summarized insights and themes
- Prompted the AI for solution recommendations and enhancement ideas

The AI-assisted workflow significantly reduced the time typically required for:

- Interview preparation
- Research synthesis
- Initial ideation
- Documentation

While the summaries still required human review and UX judgment, the AI-generated outputs gave the team a strong foundation to move rapidly into solution design.

Design Iterations & Rationale

Using the insights gathered during research, using an AI tool, I quickly designed a high-fidelity prototype demonstrating the proposed experience enhancements.

The feature we created introduced an AI assistant directly into the product experience.

The enhancement allowed users to:

- Describe the logic they wanted for a form field using natural language prompts
- Automatically generate JavaScript logic for advanced field interactions
- Configure smarter and more dynamic application workflows without manually writing code

The rationale behind the feature was to:

- Reduce complexity for users
- Accelerate configuration workflows
- Empower non-technical users (users do not need to know coding to add conditions to their fields)
- Lower implementation barriers
- Increase flexibility inside the platform

Once the prototype was completed, engineers used AI-assisted development tools to rapidly implement the enhancements within an existing staging environment.

Accessibility Considerations

Accessibility and usability considerations remained part of the process despite the accelerated timeline.

Key considerations included:

- Clear prompt instructions for users
- Readable form interactions
- Simplified configuration experiences
- Reduced technical barriers for non-developers
- Improved usability through natural language interactions

The experience focused heavily on reducing friction and cognitive load while making advanced functionality more approachable.

Measurable Impact

One of the most significant outcomes of the initiative was the speed of execution.

The complete UX and implementation lifecycle — including:

- Research
- Interview preparation

- User sessions
- AI-assisted synthesis
- Prototyping
- Engineering implementation
- Demos and presentations

was completed in:

Less than 48 hours

The project successfully demonstrated how AI can meaningfully accelerate product discovery, UX workflows, collaboration, and implementation.

The initiative ultimately won the company Hackathon 1st place gold trophy, and “Wizardry Award” for innovation.

This case study highlighted not only the value of AI-enhanced product features, but also the transformative impact AI can have on the UX design process itself.

Nowadays, other case studies are ongoing with more AI being integrated smoothly into more processes as well.