chad halsted

professional portfolio

2017

thebrand

T-Mobile

User Experience, The Garrigan Lyman Group, Seattle, WA.

Context

Pilot program to move T-Mobile self service portal (my.t-mobile.com) from a traditional enterprise development infrastructure to a scalable, distributed, agile development process deploying to the cloud.

Responsibility

Lead the User Experience track for multiple sprint cycles delivering functional sections of the site including upgrades, support, billing, usage, plans & services, as well as global navigation—across 5 viewports for desktop, tablet, and mobile.

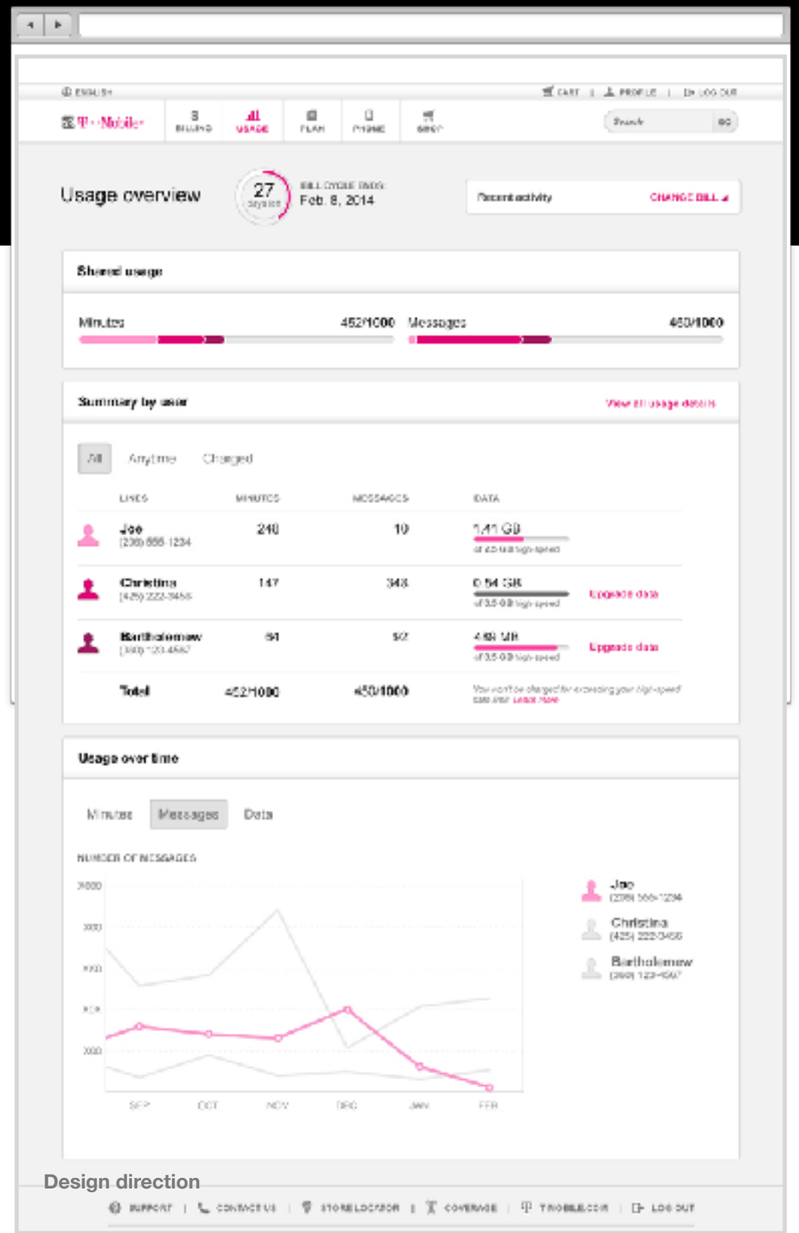
Challenge

Creating and operating two separate agile processes—one for creative and one for development—across multiple creative and technical vendors while maintaining quality against hard deadlines.

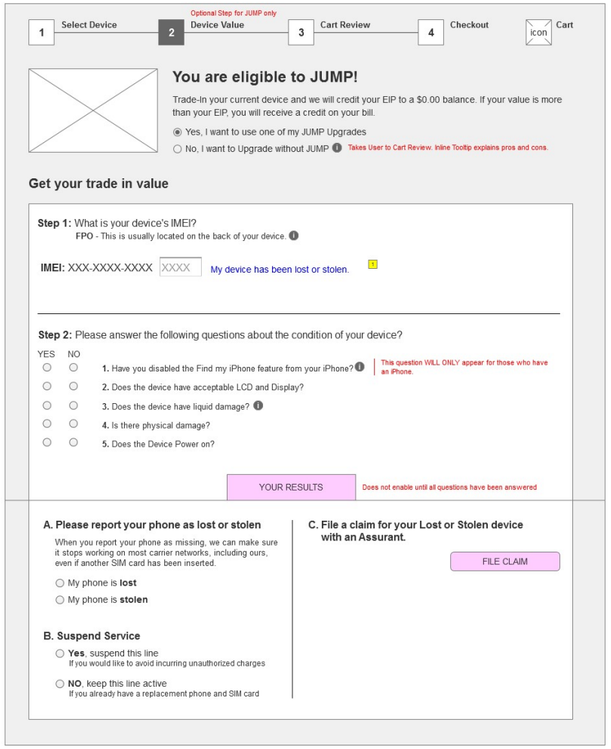
Outcome

Delivered my.T-Mobile.com on time with improved customer satisfaction as measured by Foresee. Celebrated by Senior Executives including John Ledger for improved metrics and established process will be used for future development.

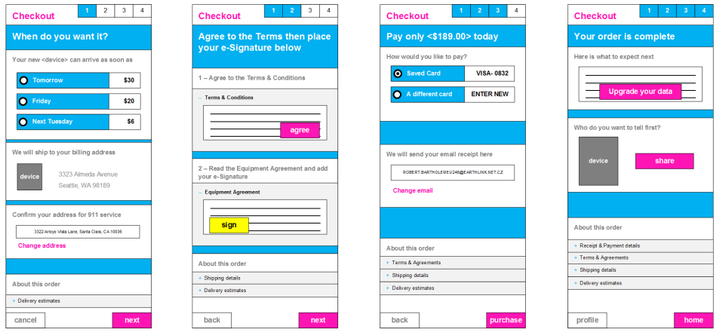
Design direction



Wireframe: Device Upgrade Validation



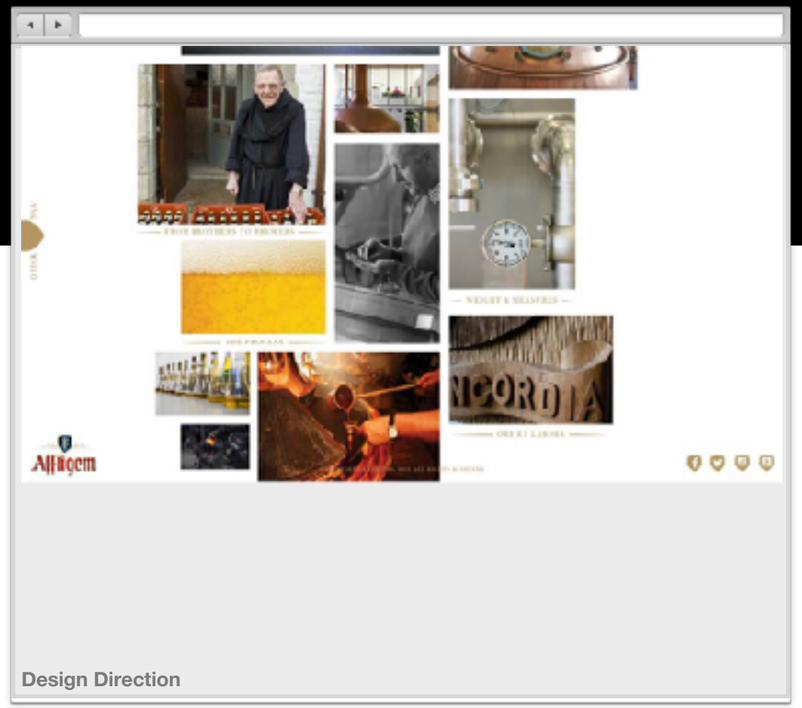
Mobile Checkout Concept



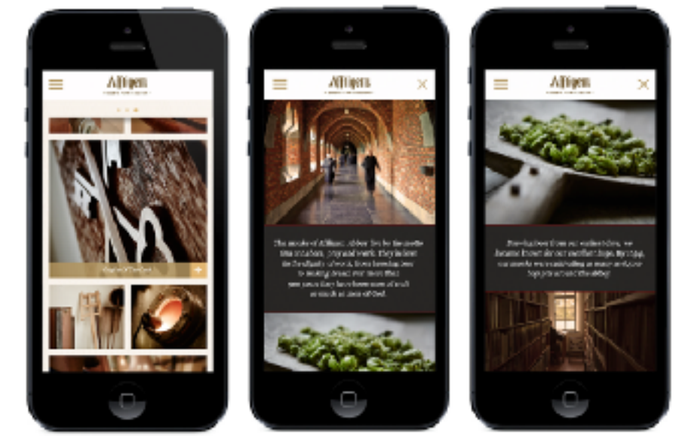
Concept Sketches

Affligem

User Experience, Exposure, London, UK



Design Direction



Context

Boundary-pushing experiential redesign for Affligem beer's brand site.

Responsibility

Lead the User Experience track and created all concepts and interactions for a responsive-adaptive experience with a heavy emphasis on interaction in an immersive brand experience.

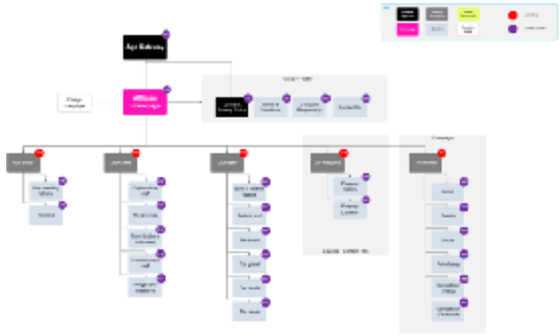
Challenge

Creating a simple and usable experience that encourages "exploration" using non-traditional interactions.

Outcome

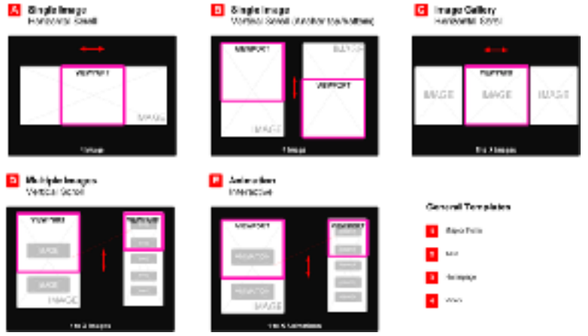
Through iterative prototyping using the latest technologies and techniques, we were able to tune the navigational interactions delivering a compelling and engaging experience that is being championed internally by Affligem. (yet to launch to the public)

Sitemap



Canvas model

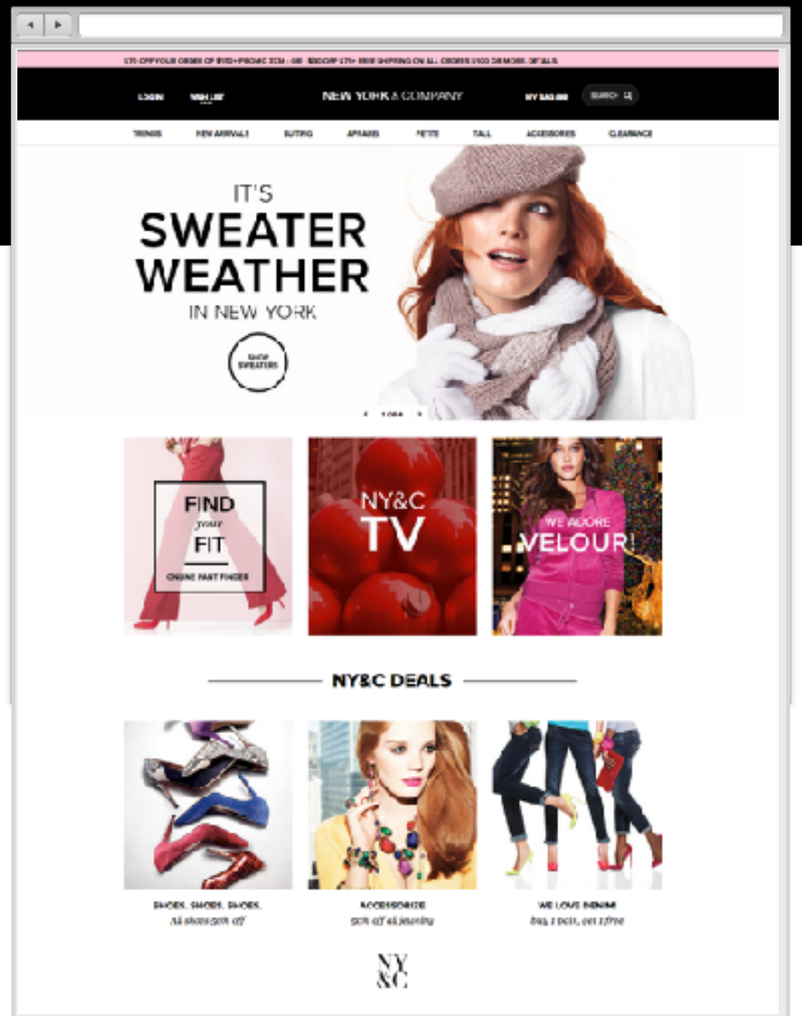
Template catalog



Template illustration

New York & Company

User Experience, Live Area Labs, Seattle, WA.



Live Site

Context

Ground-up redesign for New York & Company's corporate and shop properties.

Challenge

Incorporating all best-practices for online commerce while innovating on key areas such as the shopping basket functionality and check-out process.

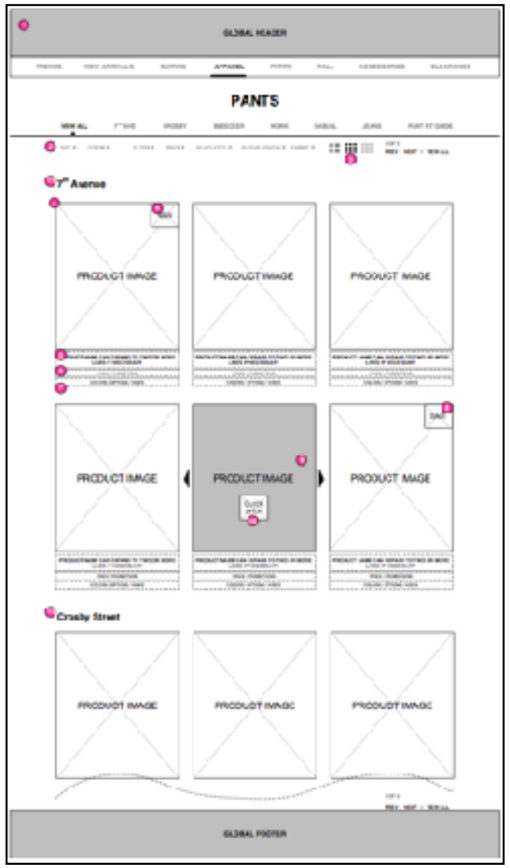
Responsibility

Lead the User Experience track for redesign of desktop and mobile versions of NYCO e-commerce as it was transitioned to ATG platform. Lead all client reviews, and worked with internal Design and Management teams to deliver on time and budget.

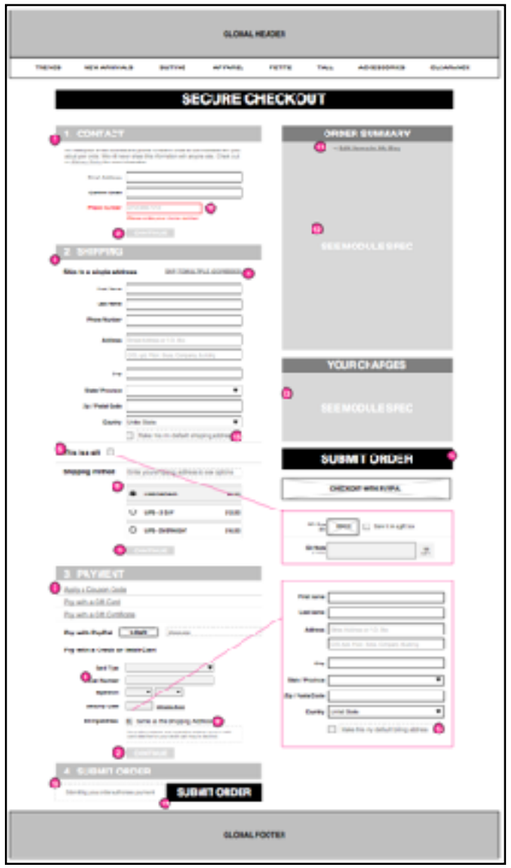
Outcome

Created a best-of-breed checkout flow that reduces checkout effort by 40%, maintains consistency, and will ultimately be incorporated into the implementation partner's standard storefront.

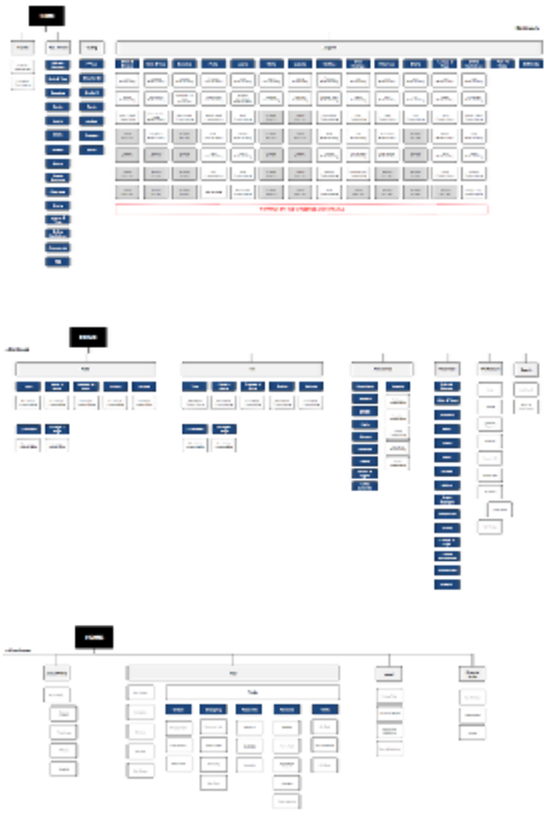
Wireframe: Category Landing



Wireframe: Checkout

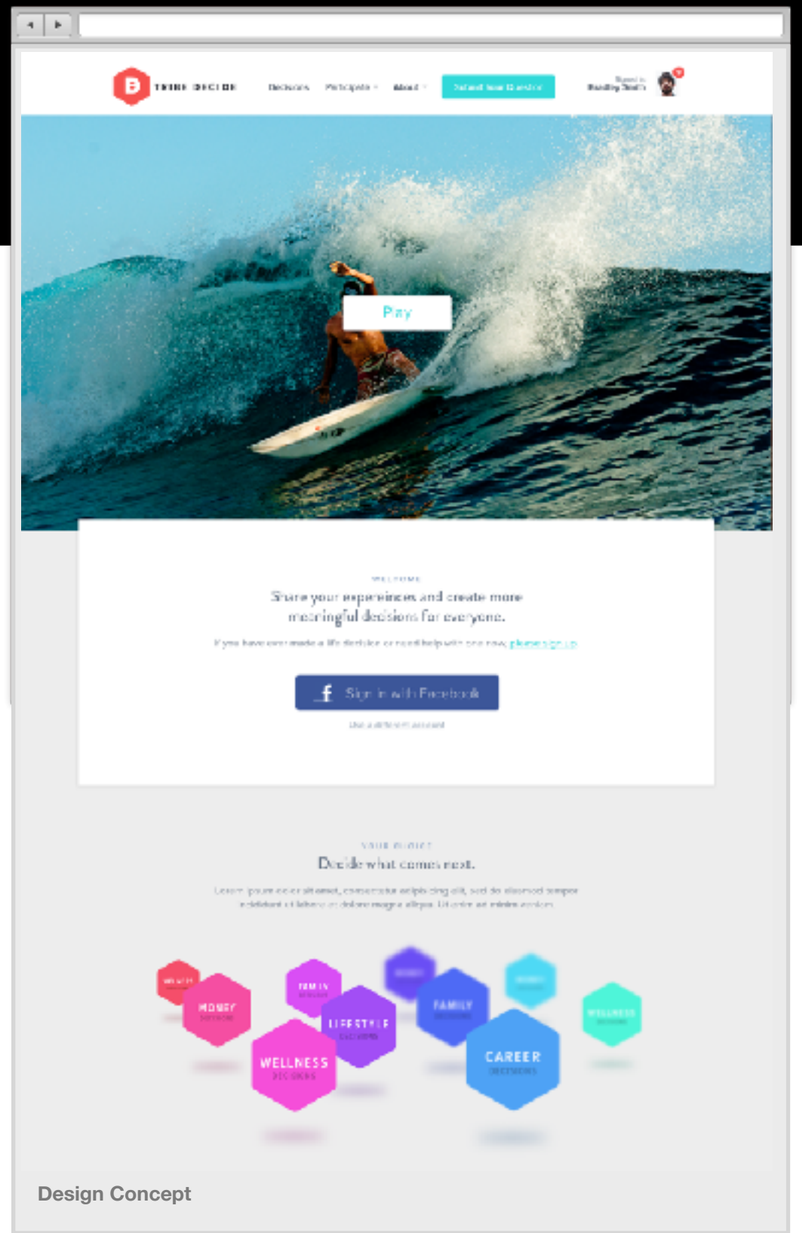


Sitemaps



TribeDecide.com

User Experience, All Star Directories, Seattle, WA.



Design Concept

Context

Proof of Concept for potential social decision making startup, TribeDecide.com

Challenge

Targeting relevant decision making points (that can be monetized) while incentivizing individuals outside of the target users social graph to participate.

Responsibility

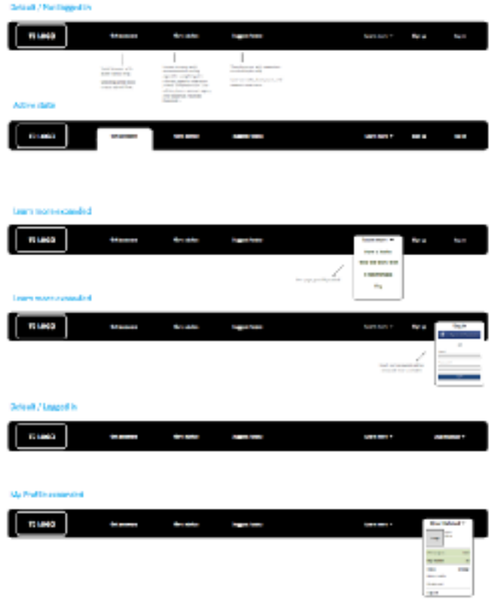
Conceptualize the optimal user experience for a cross-vertical, lead generation business, leveraging individuals social networks across a crowdsourcing model in order to nurture decision-making around life decisions.

Outcome

Proof of concept was launch and well received by investors, However, funds required to scale were not secured and the project was tabled by board of directors.

Wireframe: Question Listing Template

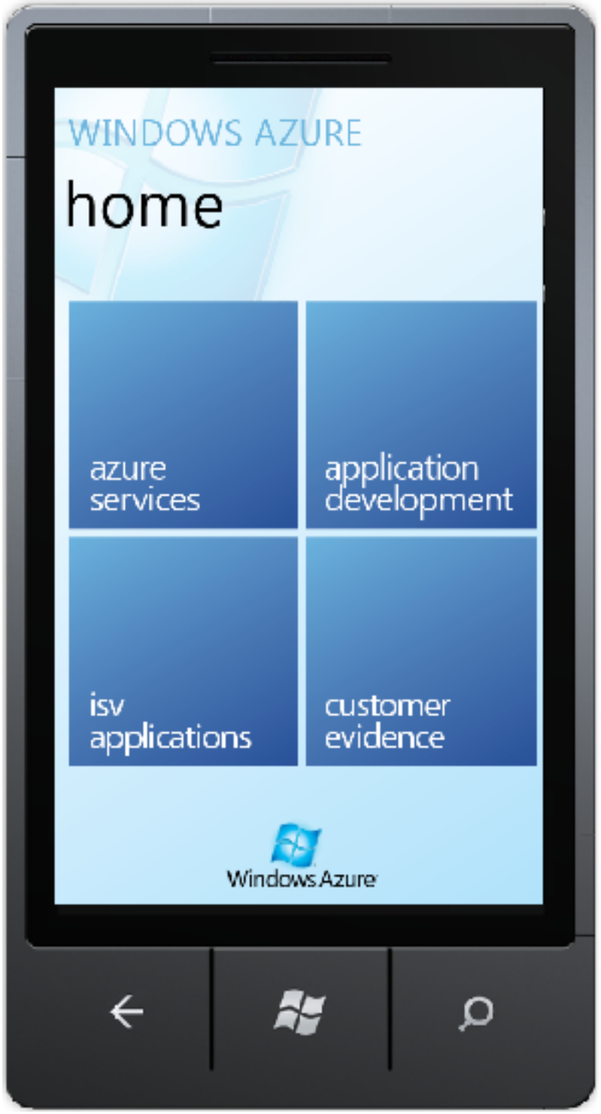
Wireframe: Navigation States



Sitemap

Microsoft

Digital Director, Exposure, New York, NY



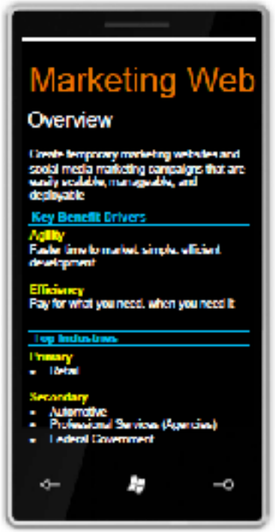
Final App

Summary

Led the design and execution of Microsoft Azure WP7 App. Created all process flows, content maps, and wireframes. Designed CMS to manage all content. Managed designers and developers through release into the Marketplace. Developed on latest Mango release of WP7.

Wireframe: Home Screen

Wireframe: Panorama



Badoo

Digital Director, Exposure, New York, NY.

Context

Launch of 150 million user social network, Badoo, in the USA. Included NYC event to capture photos of 1000 New Yorkers to be used in local digital and out-of-home media campaign.

Challenge

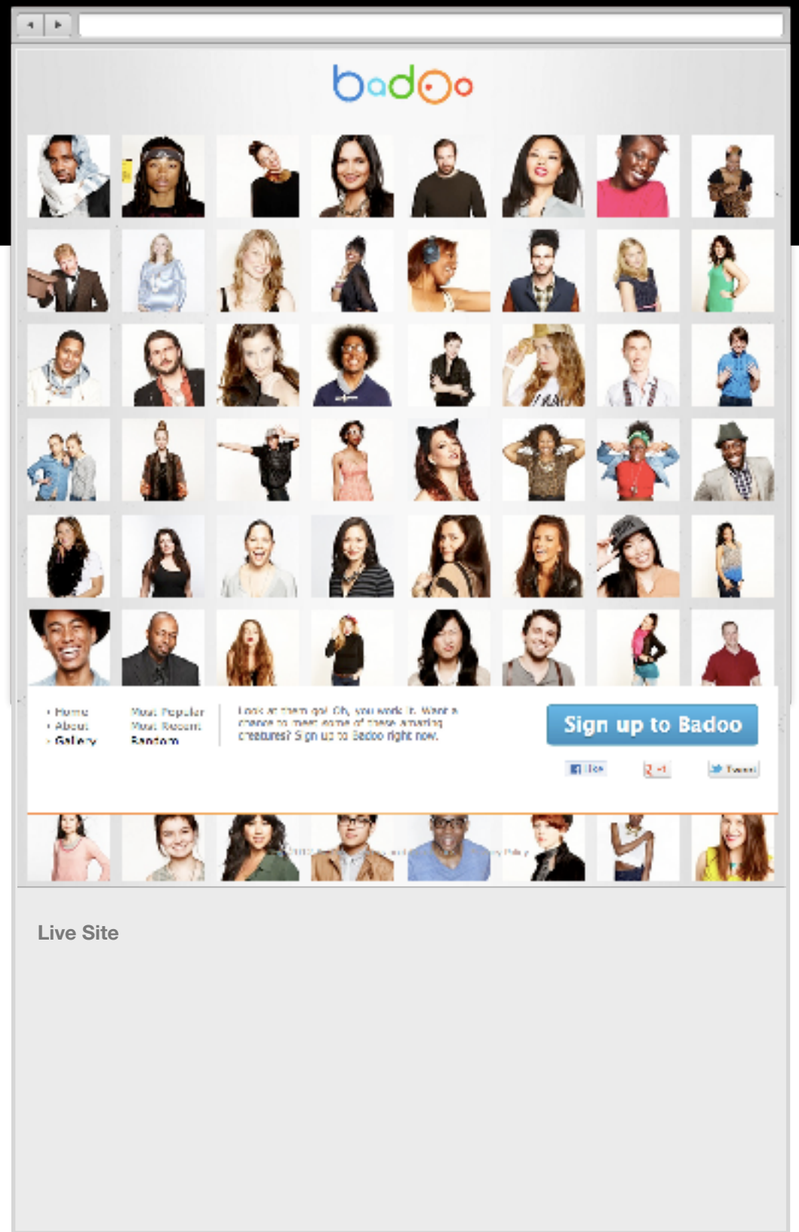
Creating a system that takes the high volume of captured photos and delivers them in real time to the video display screens at the event, take-away printers, campaign site, and user profiles.

Responsibility

Spearheaded the design of an event management system and three stage campaign site for registration, activation (streaming photos during the shoot), and amplification (voting on photos and showcasing finalist chosen for ad campaign).

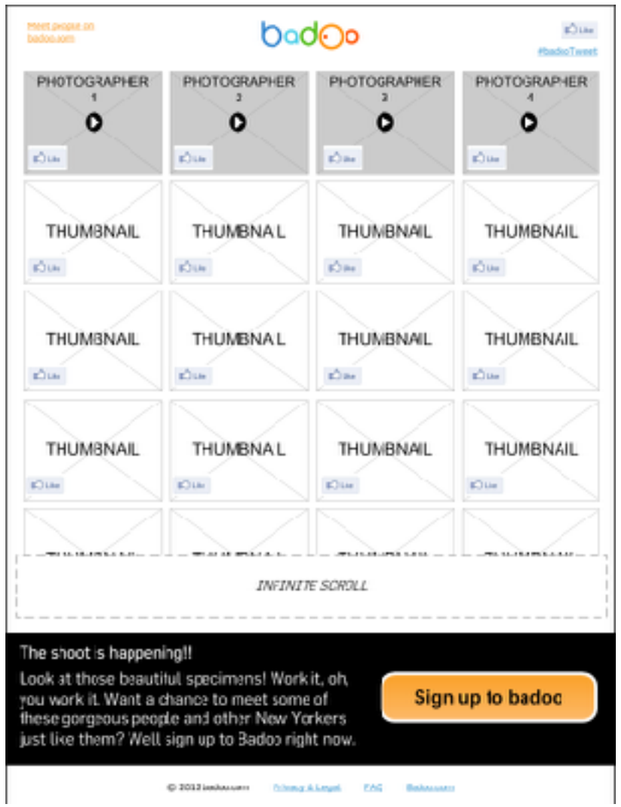
Outcome

Fully integrated registration and event management system with the Badoo platform for seamless transfer of data and assets from initial contact, tracking through the shoot experience, and sharing via Badoo, Facebook, Twitter, Instagram, and Pinterest.



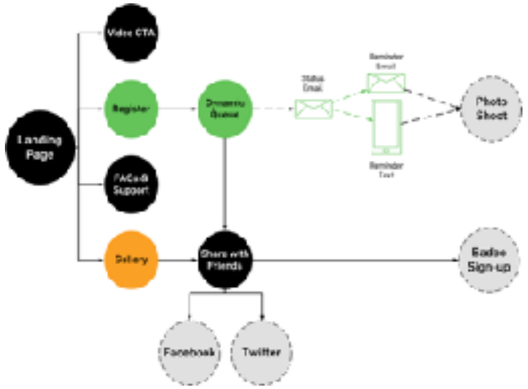
Live Site

Wireframe: Campaign Gallery View



Event Experience Flow

Campaign Site Process Flow



Birra Moretti

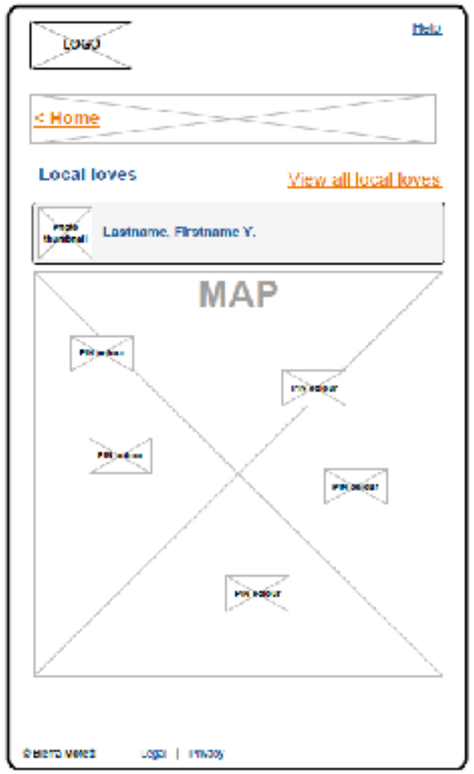
User Experience Director, Exposure, London, UK.

Final App

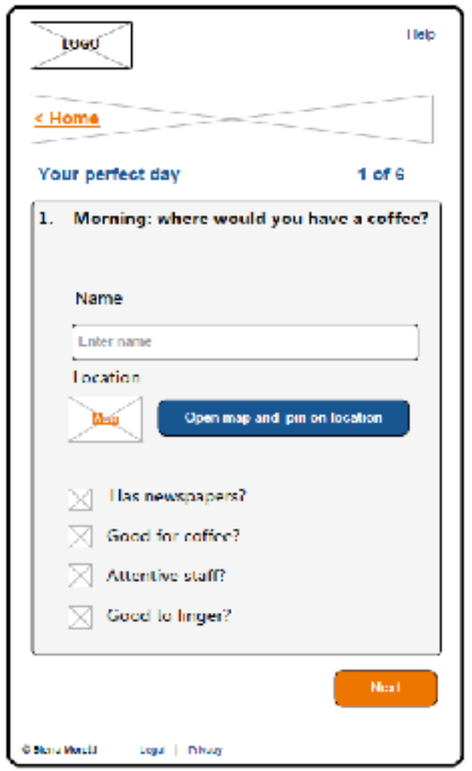
Summary

Designed iPhone app for Birra Moretti. Created all process flows, content maps, and wireframes. Included geo-location and augmented reality viewer.

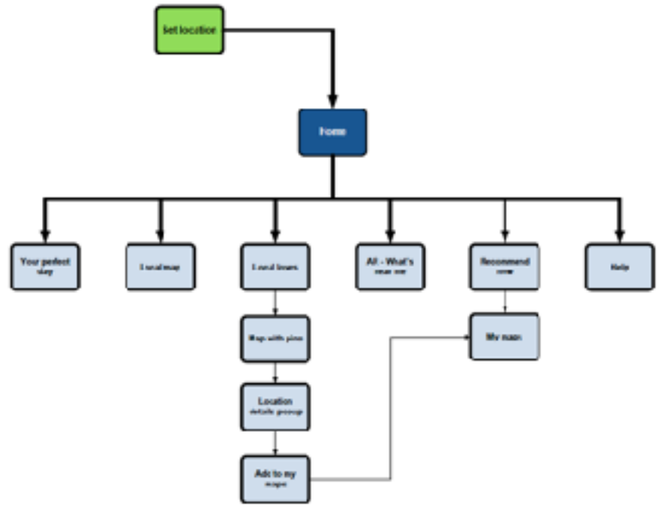
Wireframe: iPhone screen



Wireframe: iPhone screen



Application map



Bing

User Experience Director, Exposure, London, UK.

Context

Redesign brand marketing site discoverbing.com to be scalable and deliver on new technical platform according to a pre-defined timeline.

Responsibility

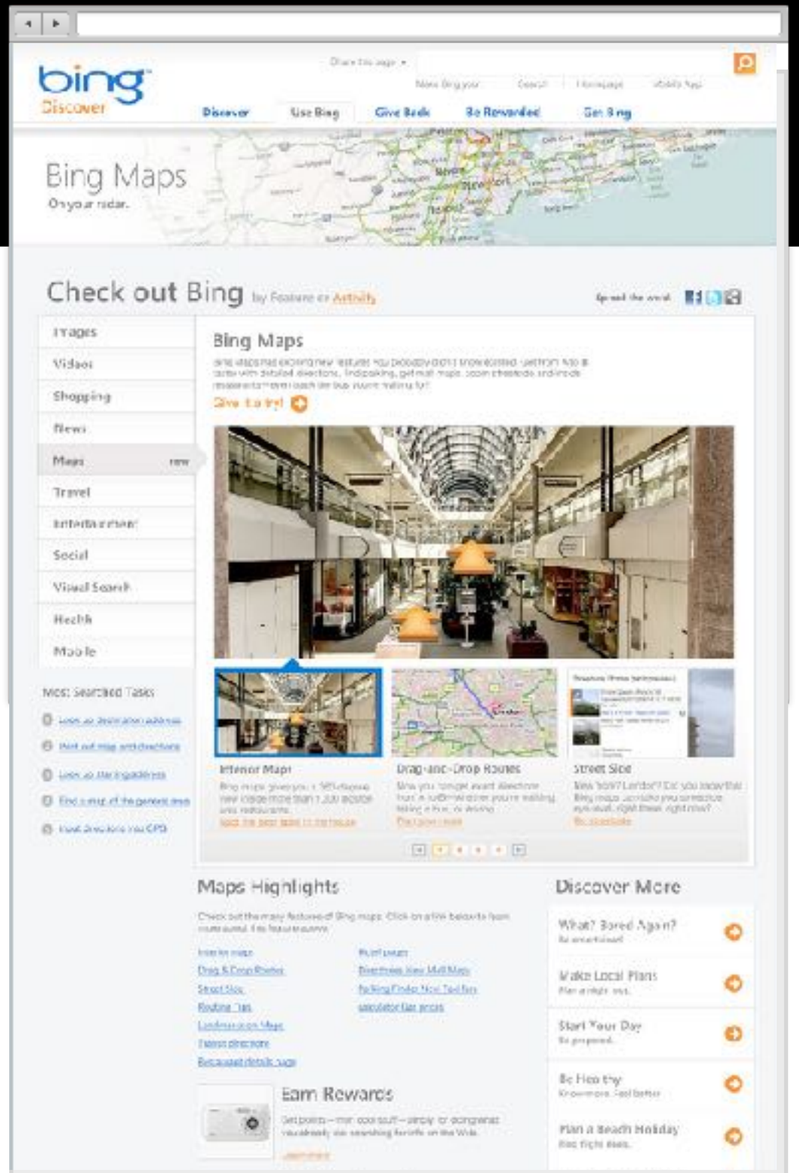
Facilitated workshops with various Microsoft business units to gather requirements and build consensus, while re-architecting the site based on future releases from the product teams.

Challenge

Developing a platform where Bing marketing can land campaigns, but is not out of step with the infant yet constantly evolving Bing product and all of it's inherent technical hurdles.

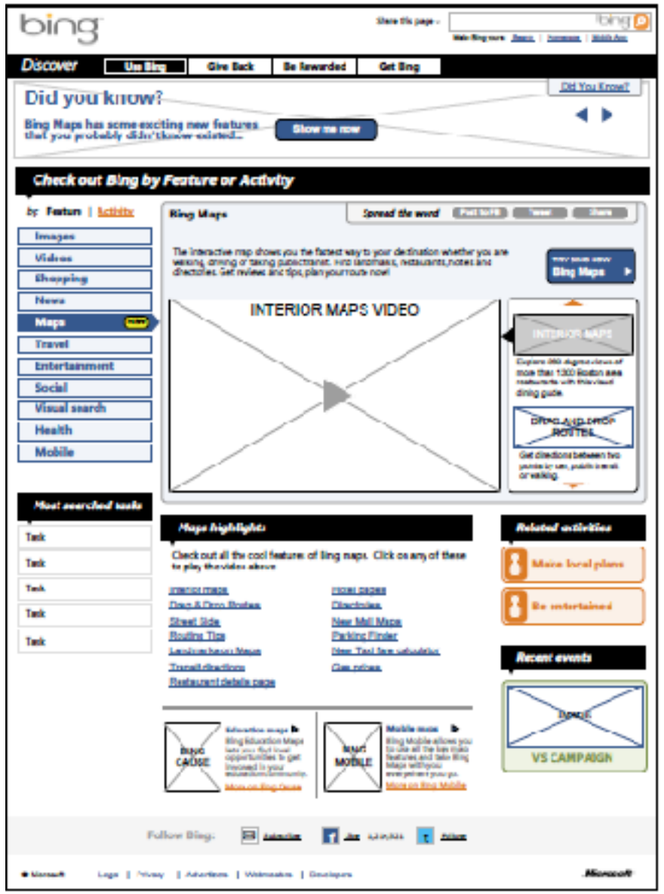
Outcome

Delivered a robust and scalable platform on time, meeting all business goals and resulting in referring traffic to Bing.com increasing by 400%.

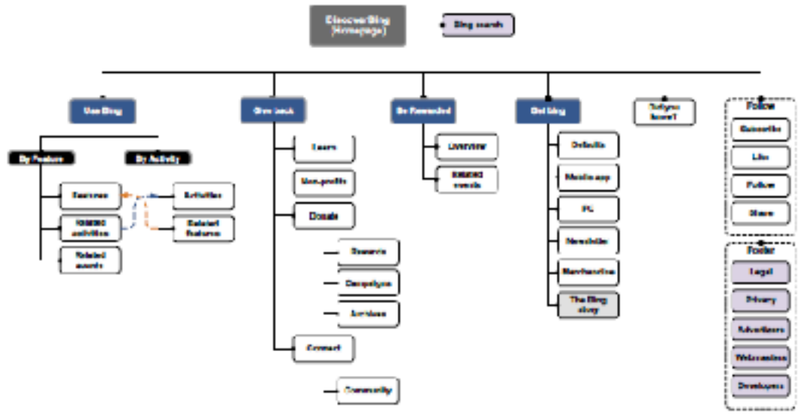


Live Site

Wireframe: Map Feature



Sitemap



Wireframe: Mobile UI

Zurich

Freelance Information Architect, Ogilvy & Mather, London, UK.

Live Site

Context

Homepage feature for the Zurich Insurance global corporate umbrella site.

Responsibility

Liaised with all stakeholders to define requirements and specify a technical solution as well as conceptualize an document the overall user experience.

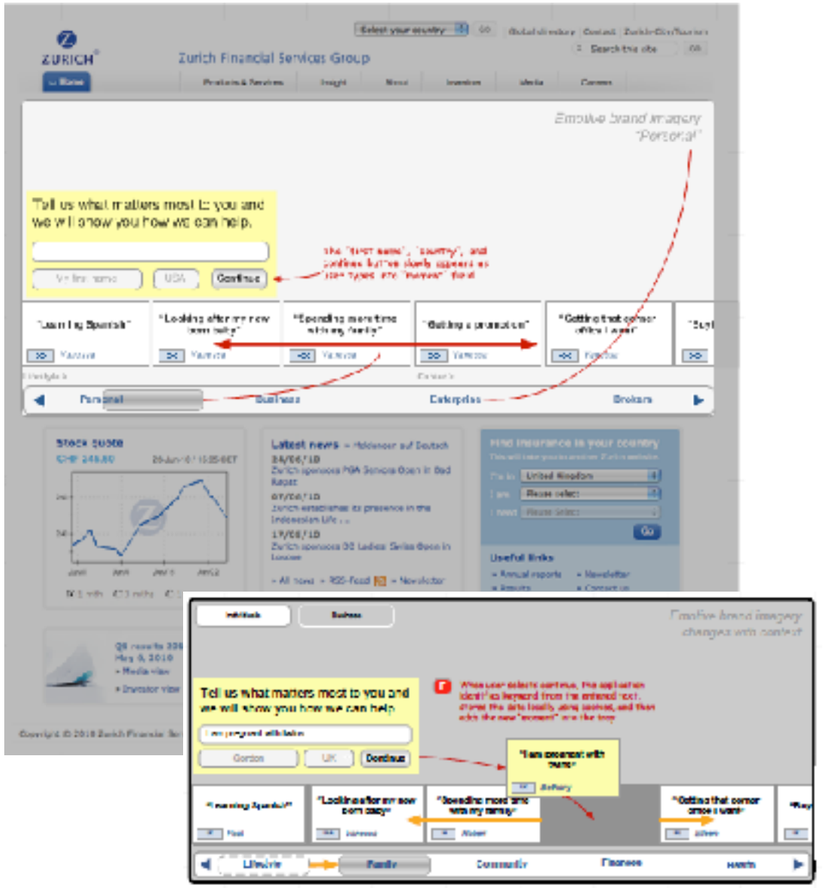
Challenge

Allowing users to input freeform text and for the system to respond with country-specific products and services that map to user's input and geography.

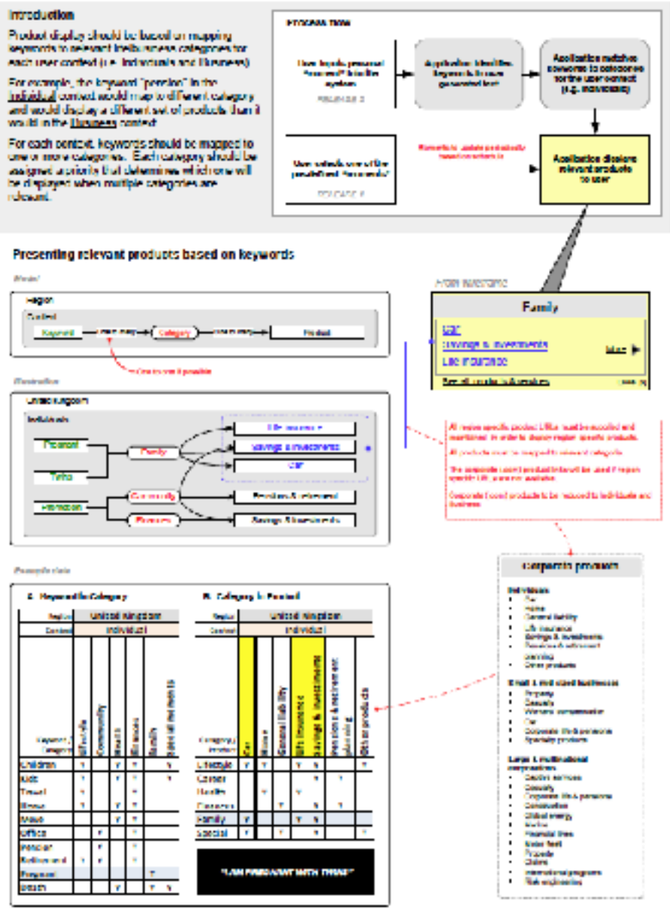
Outcome

Initially received a 3000% uplift in user engagement resulting in substantial leads to Zurich country sites. Homepage feature previously updated quarterly, yet this one remained active for the following 2 years.

Wireframe: Homepage module



Technical Spec



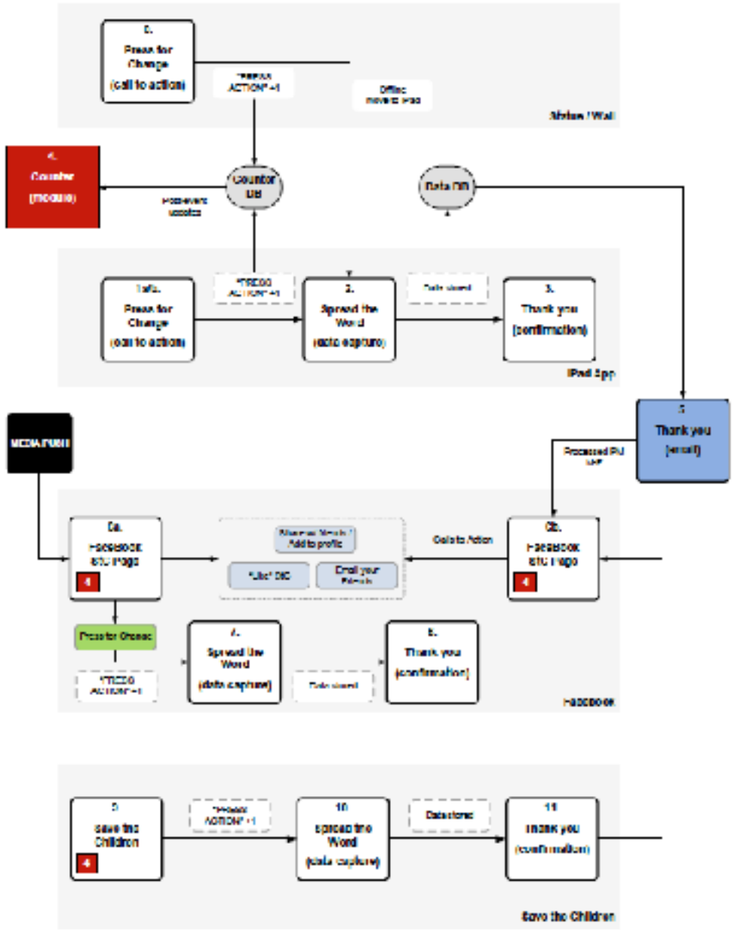
Save The Children

User Experience Director, Exposure, London, UK.

Summary

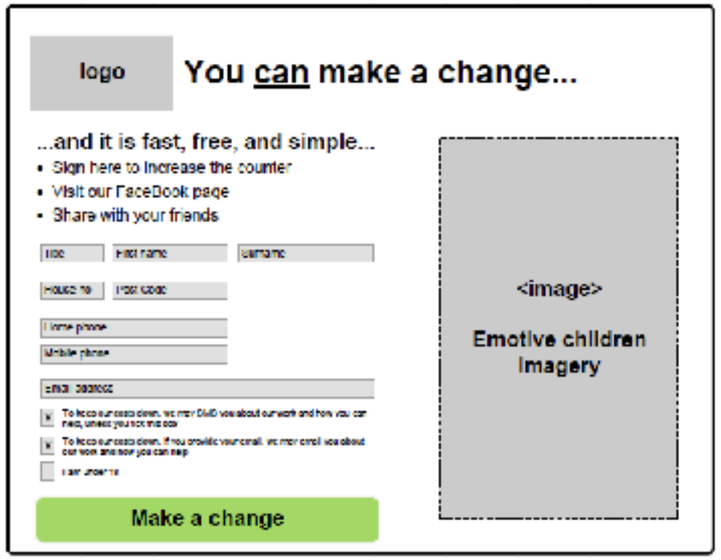
Led the UX for Save The Children “Push for Change” campaign.
Mapped process through iPad, Facebook, and backend systems.
Created all process flows, sitemaps, and wireframes.

Process flow / App map



Actual iPad Design

Wireframe: iPad UI



howies

User Experience Director, Exposure, London, UK.

Live Site

Context

Ground-up e-commerce redesign of howies, a Welsh-based eco-friendly clothing company known for it's creative catalogs, transitioning to new CRM platform, NetSuite.

Responsibility

Developed pitch to bring catalogue-based howies to digital relevancy. Recruited and managed UX and Information Architects in the production of all process flows, sitemaps, and wireframes.

Challenge

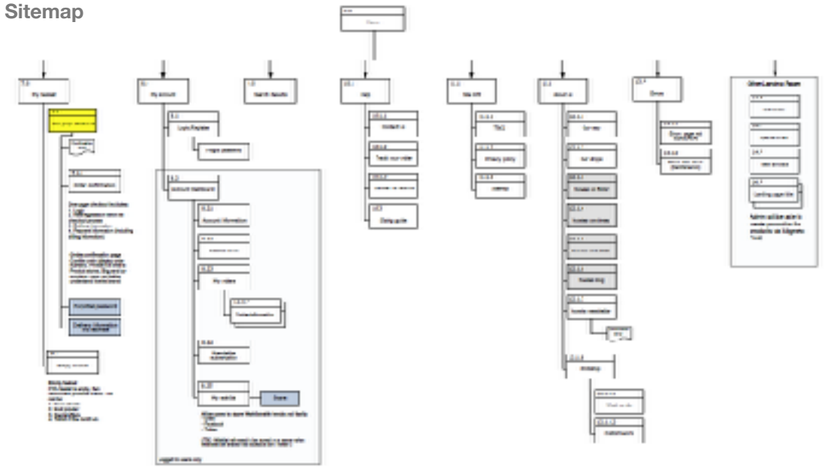
Working with howies' internal designers and brand guardians to produce a site that is current, yet held true to the print catalogues and personality that they are known for.

Outcome

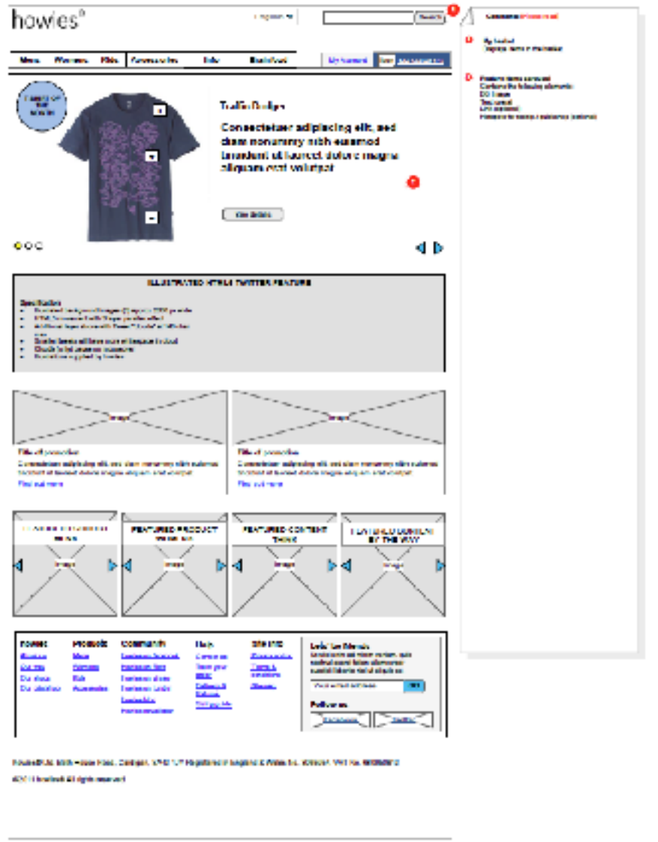
Online sales increased by 40% due to the improved interface, streamlined processes, and the introduction of "bundled" products.

Process flow

Sitemap

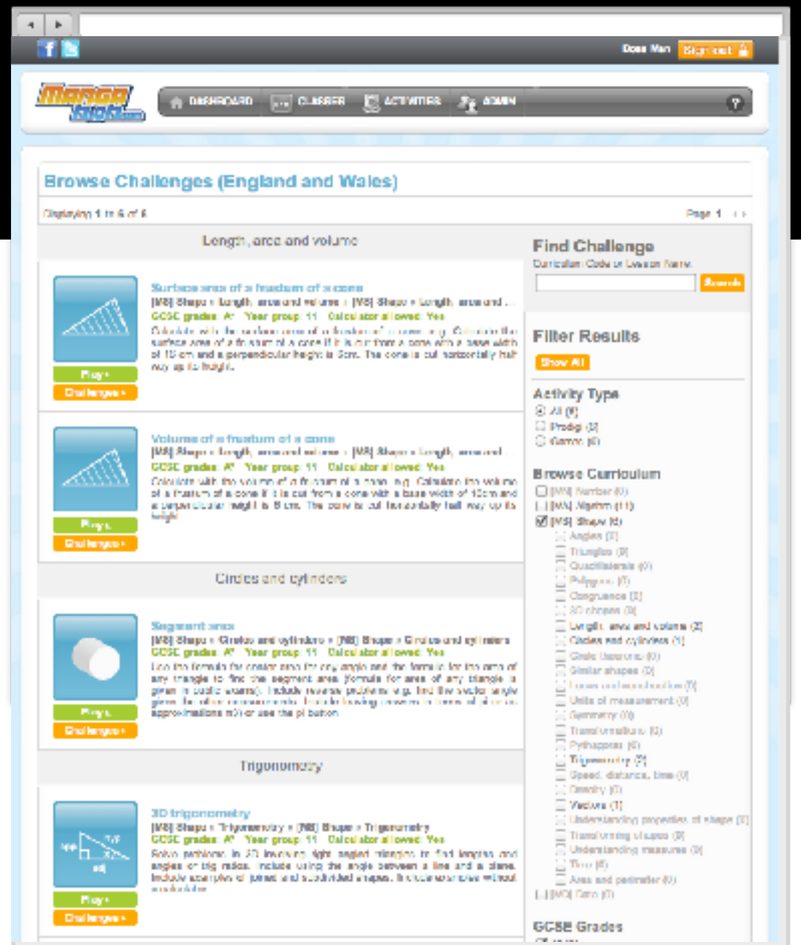


Wireframe: Homepage



Mangahigh.com

User Experience Architect, Mangahigh.com, London, UK.



Live Site

Context

Educational games-based learning startup by the founder of King.com (largest casual games site) to leverage game mechanics to teach Math.

Responsibility

Worked directly with the founder and CEO to take early concept to market through the specification and execution of all features and functionality. Prioritized projects, built team, managed development, and pitched for VC funding.

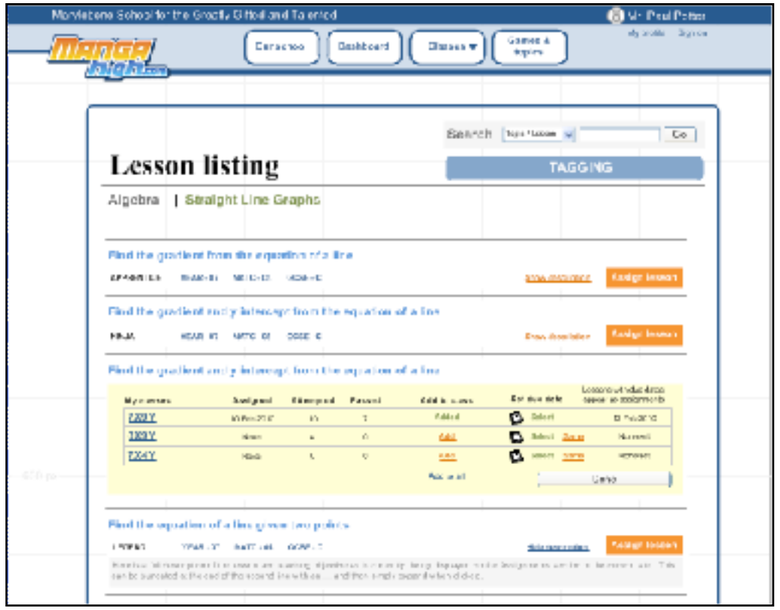
Challenge

Developing an interface and flow that was not only simple for teachers to use, but made teaching easier and more rewarding.

Outcome

Launched initial site within nine months, and with monthly iterations and month-on-month growth, took the company to VC funding within 18 months.

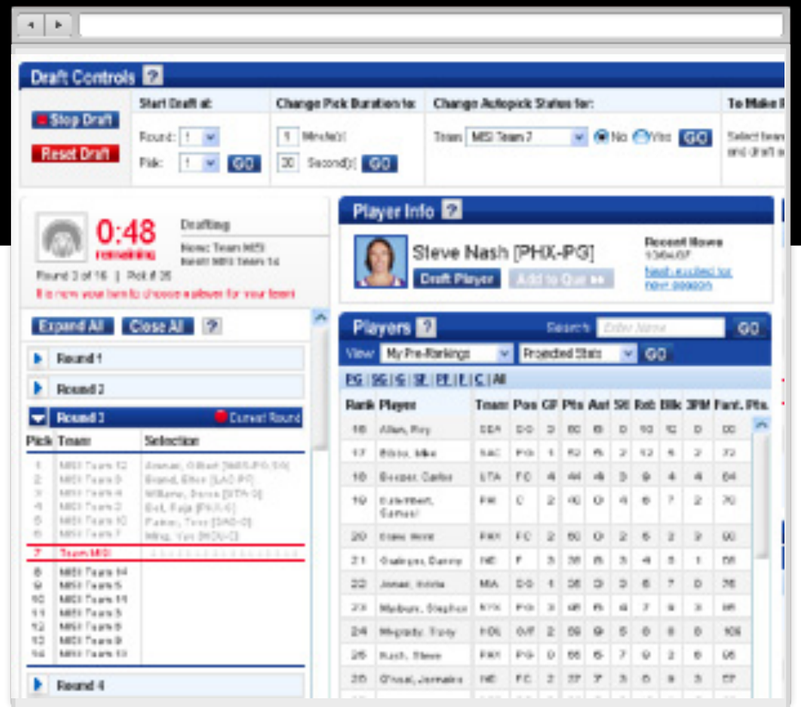
Wireframe: Teacher Interface



Wireframe: Author Interface

NBA

Freelance User Experience Strategists, New York, NY.



Live Site

Context

Redesign of the NBA's Ultimate Fantasy Commissioner Fantasy Basketball web application.

Responsibility

Conducted user research and presented strategy to NBA stakeholders. Managed team to conduct task analysis, map process flows, and design new user interface.

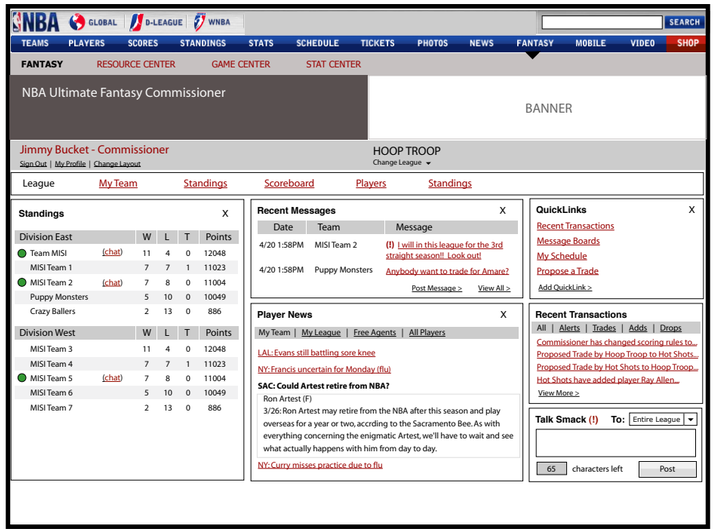
Challenge

Consolidating all user research and task analysis to streamline the complicated league setup process order to make the process as fast and fun as possible.

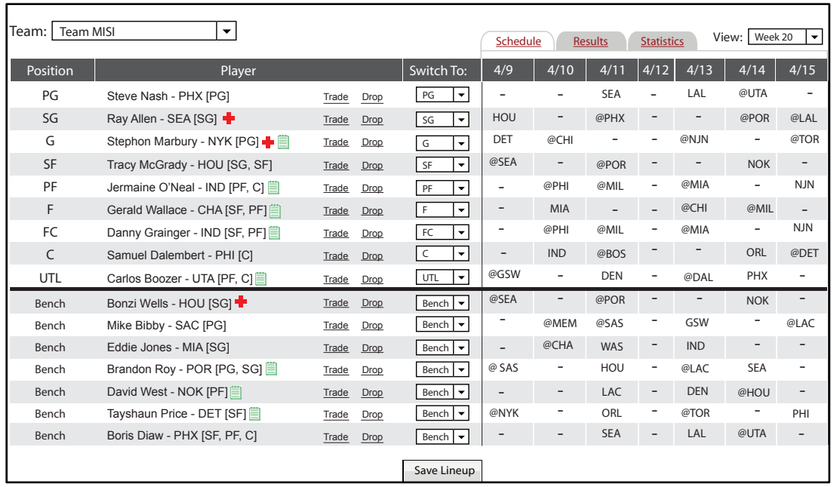
Outcome

Delivered a fresh clean wizard style interface that reduced drop-off by 80%.

Wireframe: Dashboard screen



Wireframe: Lineup screen



DeBeers

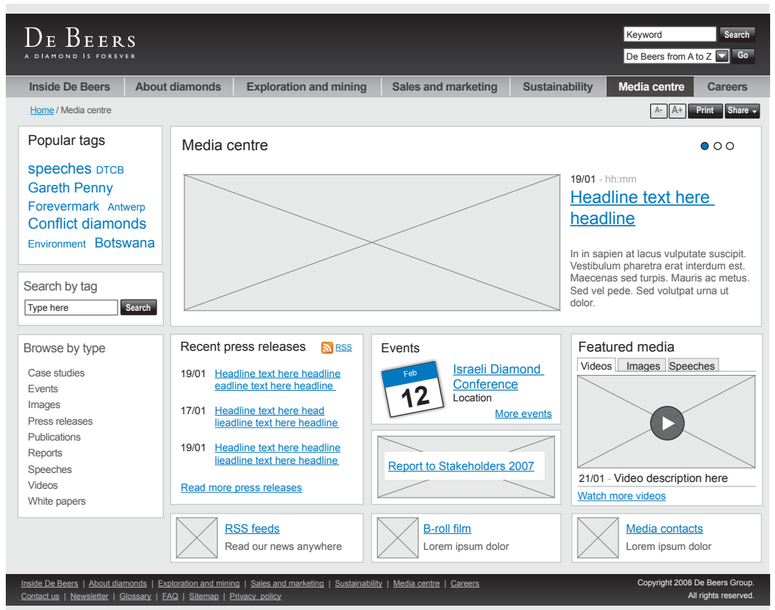
Creative Design Manager, Sapient, London, UK.

Live Site

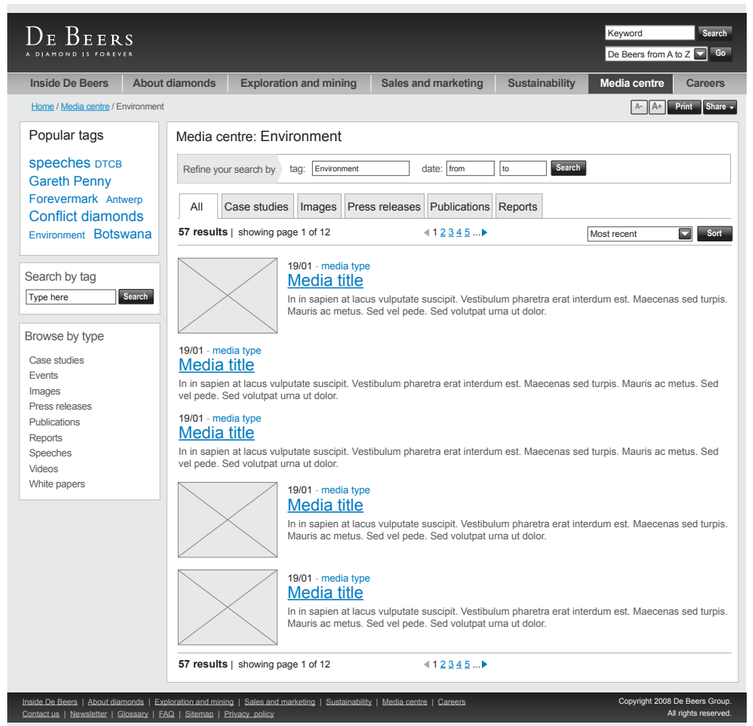
Summary

Led the Information Architecture track for the redesign of the DeBeers Group website. Developed personas, process flows, sitemaps, and wireframes. Created custom-designed media center with tagging type functionality to cross-link assets with posts. Oversaw execution through visual design and technical development.

Wireframe: Media Center



Wireframe: Media Center / Environment view



Martini - 150 Years

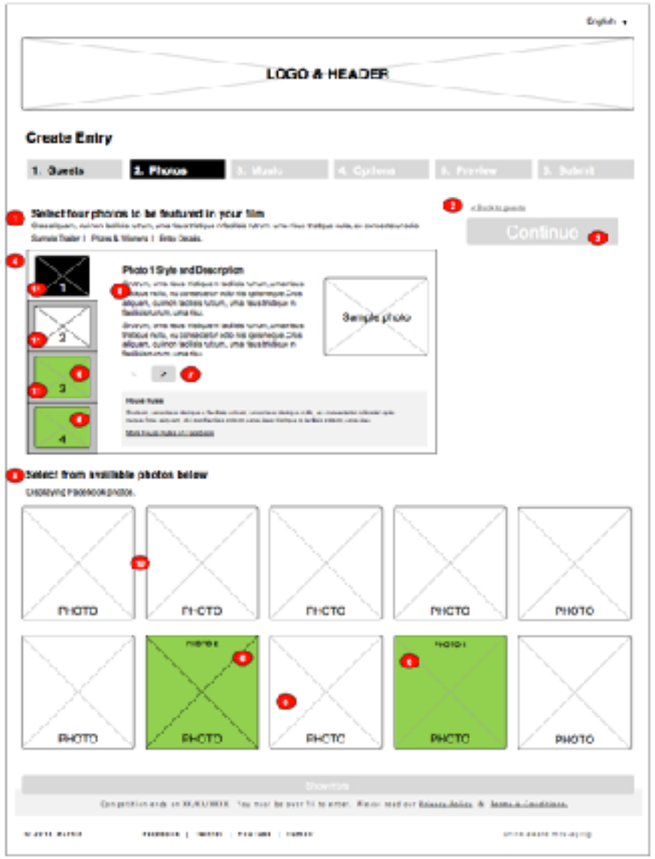
User Experience, Exposure, London UK

Creative Concept

Summary

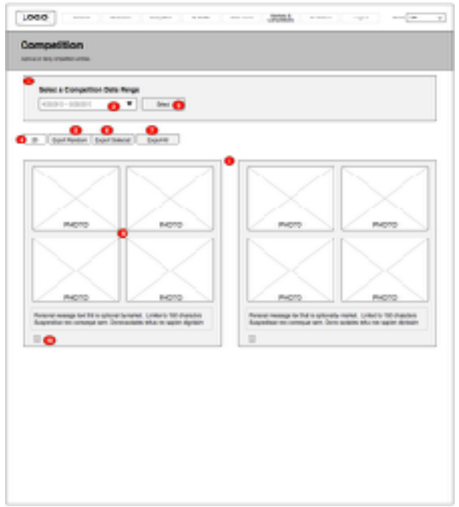
Lead User Experience for Martini's 150 year anniversary campaign to get users to leverage their Facebook photos and friends to create a personal film for a chance to win VIP tickets to the event in Italy. Captured all requirements, generated sitemaps, user journeys, and wireframes for the consumer experience as well as CMS admin and moderation interfaces.

Wireframe: Entry Process View



User Journeys

Admin & Moderation Interface



Tiger Beer

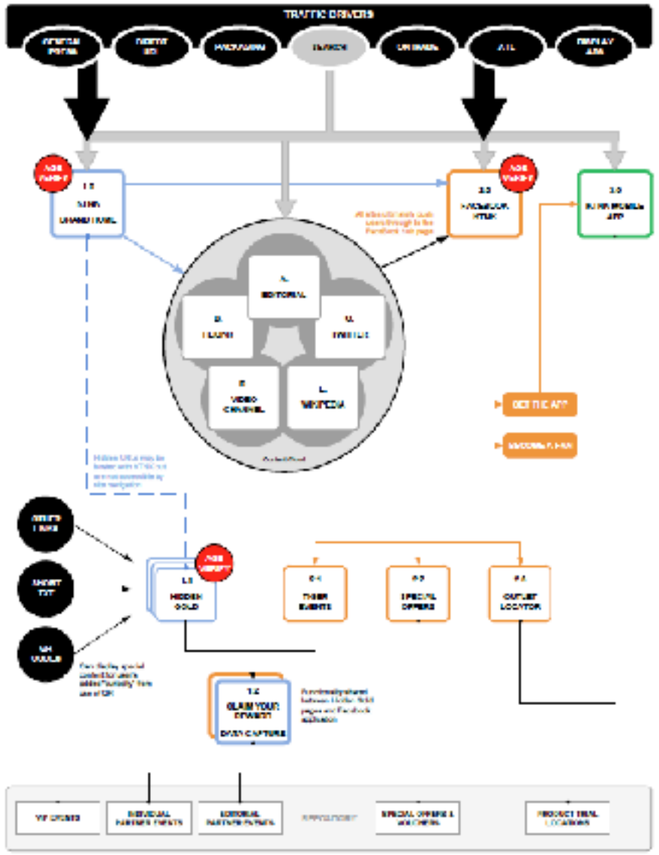
User Experience Director, Exposure, London, UK.

Live Site

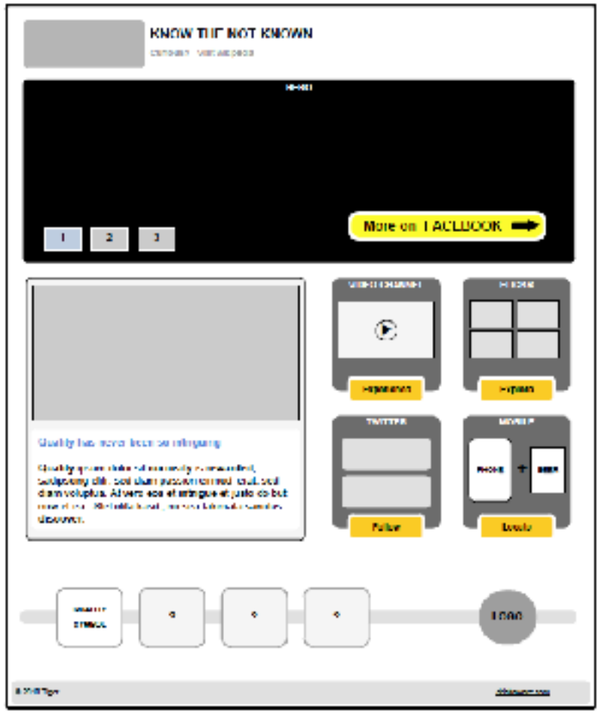
Summary

Architected all digital touch-points for the Tiger “Know the Not Known” campaign. Developed the overall UX strategy, as well as created all process flows and wireframes for the campaign hub microsite, iPhone app, and Facebook pages. Oversaw execution through visual design and technical development.

Experience Model / Process Flow



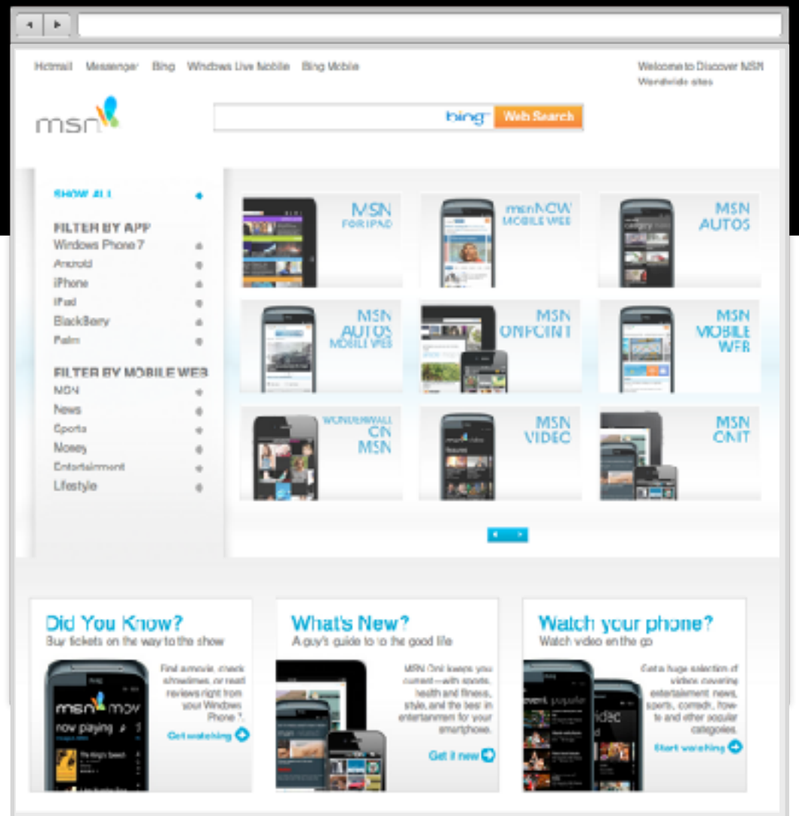
Wireframe: Campaign Hub



iPhone App

MSN

User Experience Director, Exposure, London, UK.

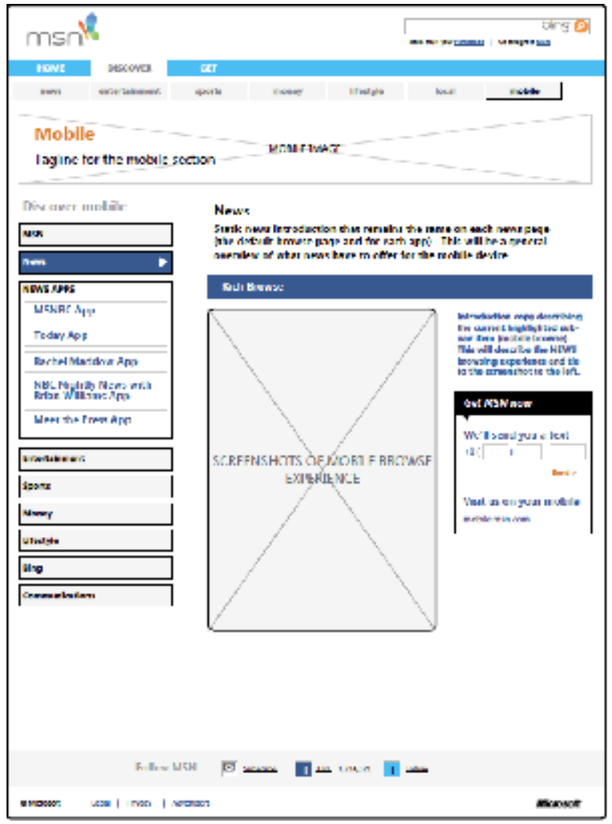


Live Site

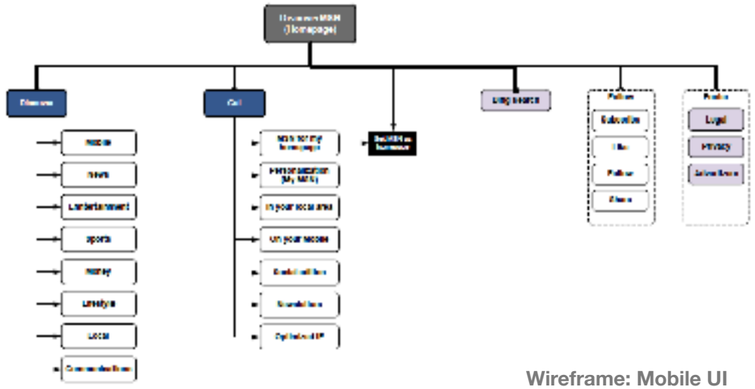
Summary

Pitched a concept for DiscoverMSN.com brand marketing site. Developed the overall UX strategy and created all process flows, sitemaps, and wireframes for the web and mobile versions. Oversaw execution through visual design and technical development.

Wireframe: Mobile Pivot



Sitemap



Wireframe: Mobile UI

Bing

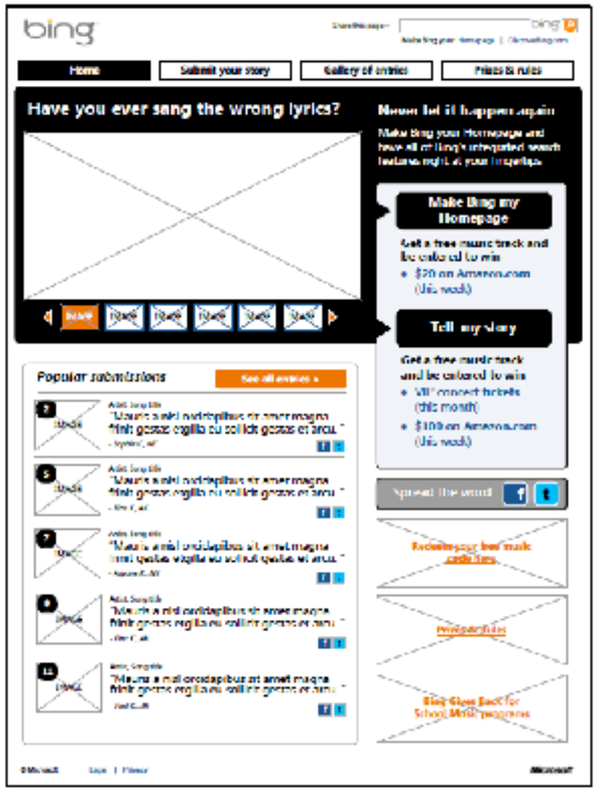
User Experience Director, Exposure, London, UK.

Final Design

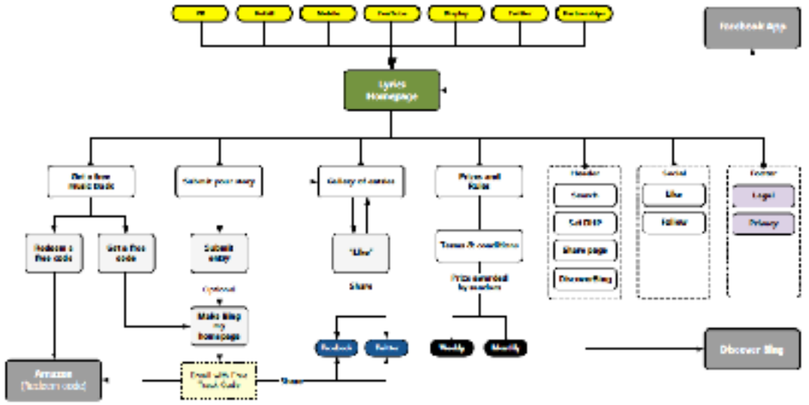
Summary

Pitched the concept for the Bing “lyrics” campaign, designed to incentivize users to set their default search engine to Bing. Developed the overall UX strategy and created all process flows and wireframes. Oversaw execution through visual design and technical development.

Wireframe: Landing page



Sitemap



Bing + Oprah

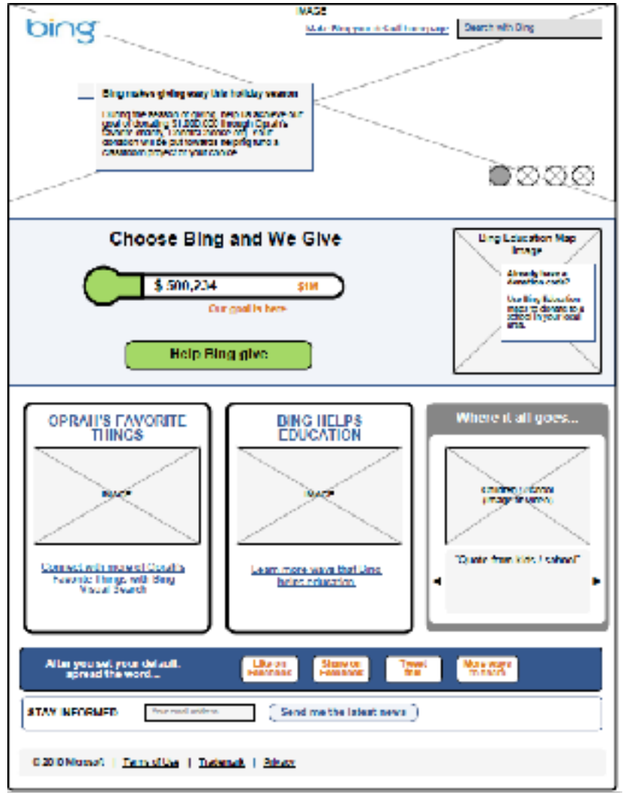
User Experience Director, Exposure, London, UK.

Live Site

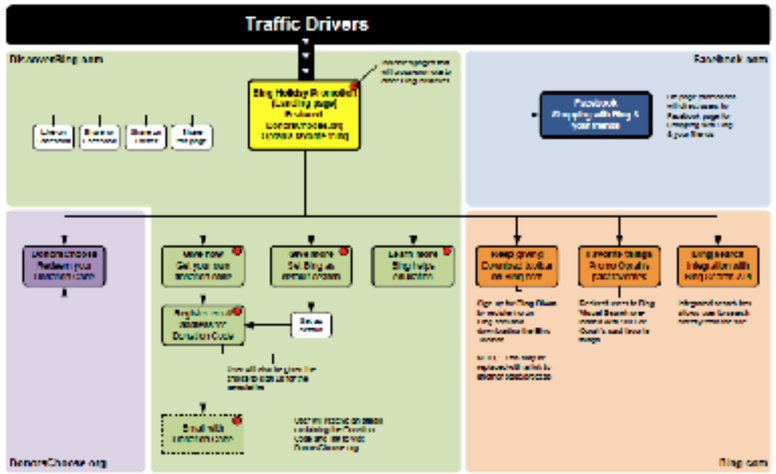
Summary

Led the UX for Bing Holiday Promotion with Oprah. Mapped process through all parties (Bing, Facebook, DiscoverBing.com, and Donors Choose) and created all process flows, sitemaps, and wireframes. Oversaw execution through visual design and technical development.

Wireframe: Landing page

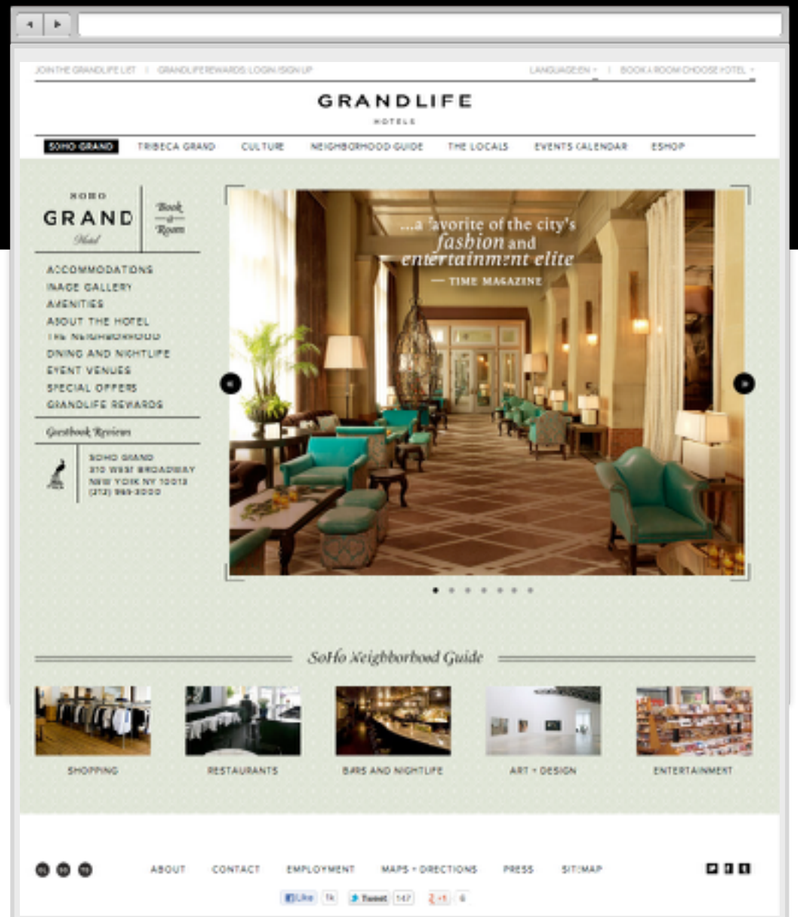


Sitemap



Grand Hotels

User Experience Director, Exposure, London, UK.

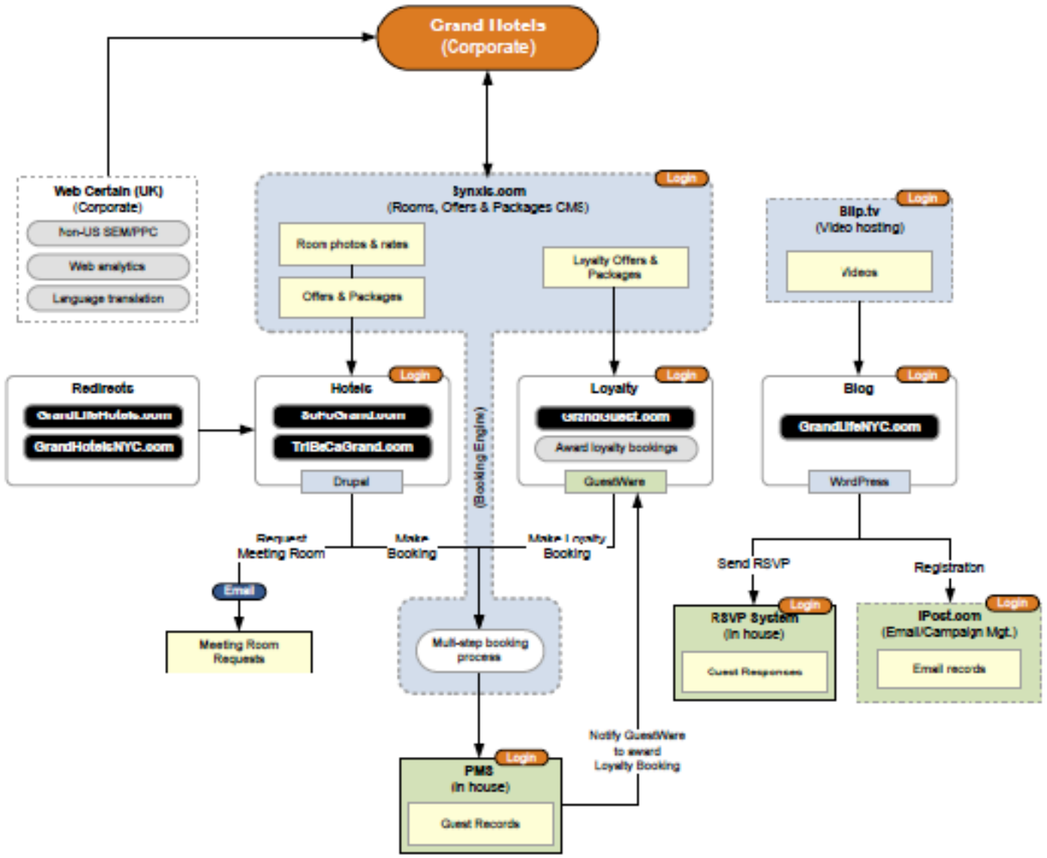


Live Site

Summary

Mapped the technical architecture for a redesign of Grand Life Hotels. Developed overall UX Strategy and Design Principles. Redesigned the Information Architecture for all related sites. Developed conceptual wireframes to show integration points

Technical architecture



chad halsted

+1 (917) 239-0818

www.chadthebrand.com

linkedin.com/in/chadthebrand

thebrand