

# Alex Hajdasz

SENIOR UX DESIGNER

---

PORTFOLIO SNAPSHOT

# Enhancing existing solutions

(Image: PebblePad, 2021)

Here I redesigned PebblePad's **evidence blocks** to provide a clearer view of student work needing approval.

Students and academics appreciated this because their workbooks are often very large, which made reviewing evidence far less time-consuming.

The screenshot shows the PebblePad interface with a redesigned evidence submission process. On the left, there are three evidence blocks:

- Analytical skills:** Describes identifying and selecting current techniques and procedures. A progress bar shows 'Still developing' with a score of 4 (highlighted with a red box and an arrow pointing to the text 'Students attach evidence here').
- Specialist knowledge:** Describes identifying general and specialist knowledge developed in the workplace. A progress bar shows 'Still developing' with a score of 4.
- Articulates and adopts a principled approach to care:** Describes outlining mitigation methods to minimize operational impact. A progress bar shows 'Still developing' with a score of 3 (highlighted with a red box and an arrow pointing to the text 'Approved blocks light up green to tell students which of their skills have been approved by an assessor').

On the right, the 'Feedback' tab is selected, showing a box for 'Select approval status' with the message 'This capability requires more evidence' (highlighted with a red box and an arrow pointing to the text 'Assessors review a student's work on the left before choosing an appropriate approval level here'). The 'Save & release' button is at the bottom right.

# Enhancing existing solutions

(Image: PebblePad, 2018)

This early project needed me to understand the existing visual identity of PebblePad whilst **taking ownership** and directly **challenging older design patterns**.

This feedback panel presents assessor comments in a timeline that can be filtered for more efficient use. It tested well with users, and has maintained its enhanced look ever since.

The screenshot shows a feedback panel with a timeline of comments. The interface includes a search bar, date filters, and a list of comments from different assessors. Each comment includes a profile picture, the assessor's name, the date and time of the comment, and a 'Released' status indicator. The comments are presented in a card format with a blue border, and a blue dashed line highlights the right edge of the panel.

**Feedback**

November 2024

**Dominique Hart** at 15:55, 27-Nov-2024 Released

Met with Joanna to complete final MPAF. Joanna is an enthusiastic student who has made the most of the learning opportunities as they have presented.

Joanna is participating and assisting with cares and performs skills with guidance. She can explain some rationales underpinning practice and asks appropriate questions and seeks help appropriately. Joanna is caring with the women and professional at all times. Good work.

**Record of Hours (Signed off)**

**Reply**

**Heidi Wilson** at 15:23, 18-Nov-2024 Released

**CAPABILITY APPROVAL**

**This capability meets all requirements**

This is a good start to your E-portfolio, Joanna. Please see my comments within your entries. More detail required in history/risk factors for both preg. care adn P/N care.

Well done overall, Joanna. You appear to be engaging well with your clinical placement and your course.

**Reply**

# Fully documented user interface design

(Image: PebblePad, 2023)

I redesigned this **workspace overview** table to provide a way for admins and tutors to easily review their data in one intuitive place.

The screenshot shows a workspace overview table with various UI annotations:

- Search Bar:** A search input field at the top left with a magnifying glass icon. A red box labeled "800px" is positioned to its right.
- Results Count:** "6 results found." below the search bar.
- Table Headers:** "Region name ↓", "Managers", "Status", and "Workspaces".
- Region Row:** A row for "Education Society for Medicine" with managers "Jaclynn Bradley" and status "Active". A red box labeled "719px" is to the left of the row, and a red box labeled "257px" is to the right of the status column.
- Region Row:** A row for "Faculty of Civil Engineering" with managers "Heidi Wilson" and "Evelyn Shields +1 more" and status "Active".
- Table Headers:** "Workspace name ↓", "Managers", "Status", and "Members".
- Workspace Row:** A row for "AVH Civil Engineering (23/24)" with managers "Heidi Wilson" and "Evelyn Shields" and status "Active".
- Workspace Row:** A row for "Oral Presentation" with managers "Heidi Wilson" and "Evelyn Shields +1 more" and status "Active".
- Workspace Row:** A row for "Test workspace for Engineering (1)" with manager "Dominique Hart" and status "Active". A blue box with three dots is to the right of the status column.
- Workspace Row:** A row for "Test workspace for Engineering (2)" with manager "Dominique Hart" and status "Set up". A blue box with three dots is to the right of the status column.
- Region Row:** A row for "Faculty of Business Management" with manager "Laquita Elliot" and status "Active". A red box labeled "270px" is to the right of the status column.
- Region Row:** A row for "GSE Courses (2024/25)" with managers "Anna Kovalyova" and "Dominique Hart" and status "Deleted". A red box labeled "376" is to the right of the status column.
- Region Row:** A row for "School of Applied sciences" with manager "Heidi Wilson" and status "Active". A red box labeled "400" is to the right of the status column.
- Region Row:** A row for "School of Expanded Learning (2024/25)" with managers "Anna Kovalyova" and "Evelyn Shields +4 more" and status "Setup". A red box labeled "8" is to the right of the status column.
- Actions Column:** A column on the right with a dropdown menu containing "View details", "Edit", "Copy", and "Delete".

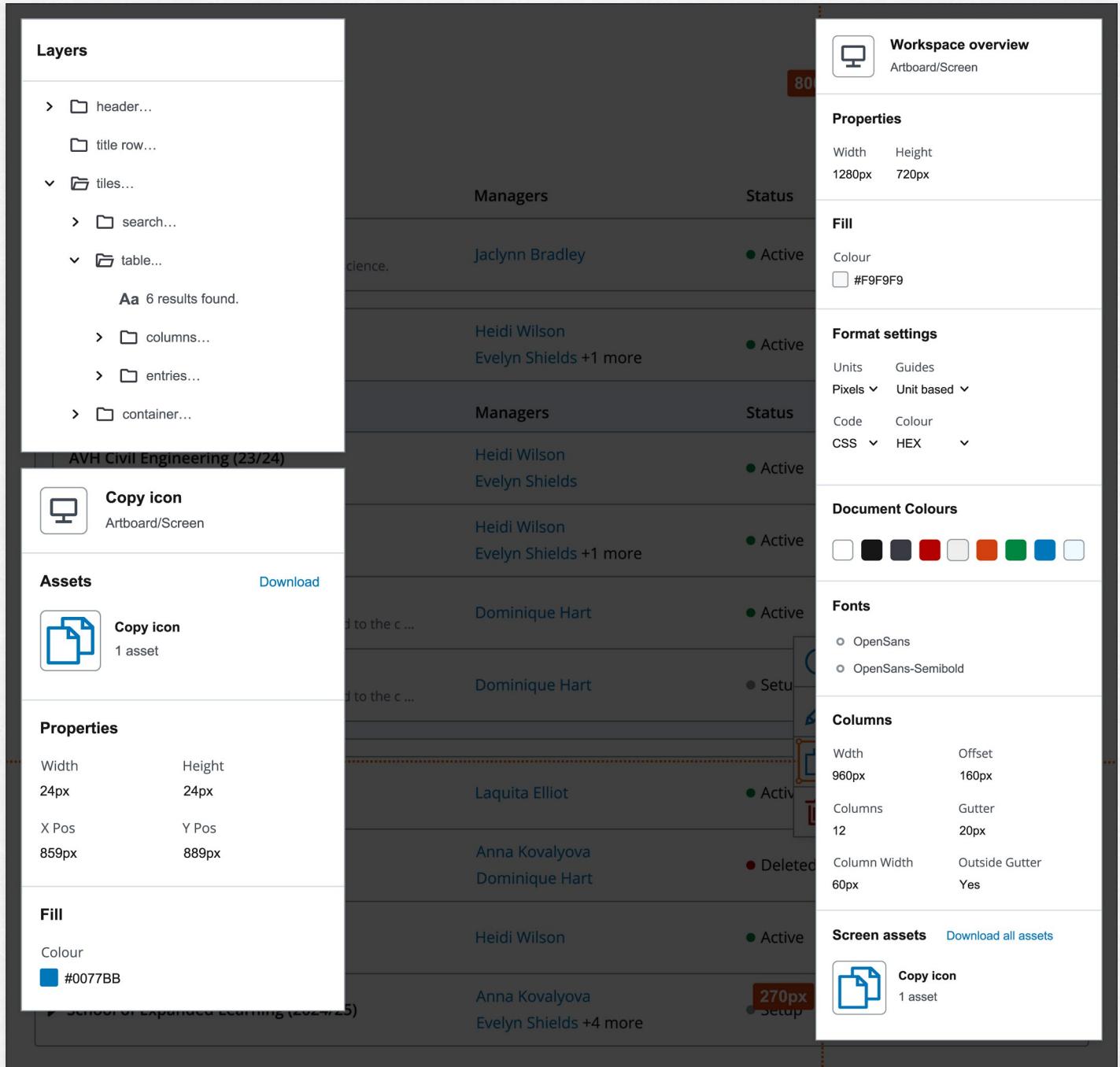
Region name ↓	Managers	Status	Workspaces
► Education Society for Medicine Region associated with medical studies and science.	Jaclynn Bradley	● Active	254
▼ Faculty of Civil Engineering Region associated with engineering studies.	Heidi Wilson Evelyn Shields +1 more	● Active	11
Workspace name ↓	Managers	Status	Members
AVH Civil Engineering (23/24) Course material for the engineering course.	Heidi Wilson Evelyn Shields	● Active	2310
Oral Presentation Course material for the engineering course.	Heidi Wilson Evelyn Shields +1 more	● Active	48
Test workspace for Engineering (1) A place to trial new learning materials related to the c ...	Dominique Hart	● Active	1723
Test workspace for Engineering (2) A place to trial new learning materials related to the c ...	Dominique Hart	● Set up	
► Faculty of Business Management Region associated with business studies.	Laquita Elliot	● Active	
► GSE Courses (2024/25)	Anna Kovalyova Dominique Hart	● Deleted	376
► School of Applied sciences Region associated with scientific studies.	Heidi Wilson	● Active	400
► School of Expanded Learning (2024/25)	Anna Kovalyova Evelyn Shields +4 more	● Setup	8

# Fully documented user interface design

(Image: PebblePad, 2023)

This overlay to the previous shot contains a sample of the handoff data I provide to the engineering teams.

I take a **pixel-perfect** approach here to ensure the teams achieve consistent layouts using shared design components (all tested with end users).



# Design leadership

(Image: PebblePad, 2020)

After joining PebblePad, it wasn't long before I began building my own **design system** for it.

We've since digitised this document and made it a developer resource to help us achieve consistent, accessible, and beautiful looking services.

**Colour** creates meaning and communicates hierarchy, state, and brand.

**Main colours**

Hexadecimal values designed for specific contexts.

**Gray**

gray-50	gray-100	gray-200	gray-300	gray-400	gray-500	gray-600	gray-700	gray-800	gray-900
#FFF	#F9F9F9	#EDEEEE	#89929A	#6E7881	#6A7480	#595E69	#474D55	#383A42	#161616

3:1 (on gray-100)  
4.5:1 (on gray-100)

**Blue**

blue-100	blue-200	blue-300	blue-400	blue-500	blue-600	blue-700
#F5FAFE	#EEF9FF	#DBF1FF	#C7E6FF	#0096F1	#0077BB	#005A8D

3:1 (on gray-100)  
4.5:1 (on gray-100)

**Green**

green-100	green-200	green-300	green-400	green-500	green-600	green-700
#F5FFFA	#EBFFF1	#DBFFE7	#C7FFE1	#00A751	#008540	#00633B

3:1 (on gray-100)  
4.5:1 (on gray-100)

**Orange**

orange-100	orange-200	orange-300	orange-400	orange-500	orange-600	orange-700
#F5E8C9	#F5D7B1	#F5C999	#F5C282	#F5B7B1	#F5A999	#F5A282

3:1 (on gray-100)  
4.5:1 (on gray-100)

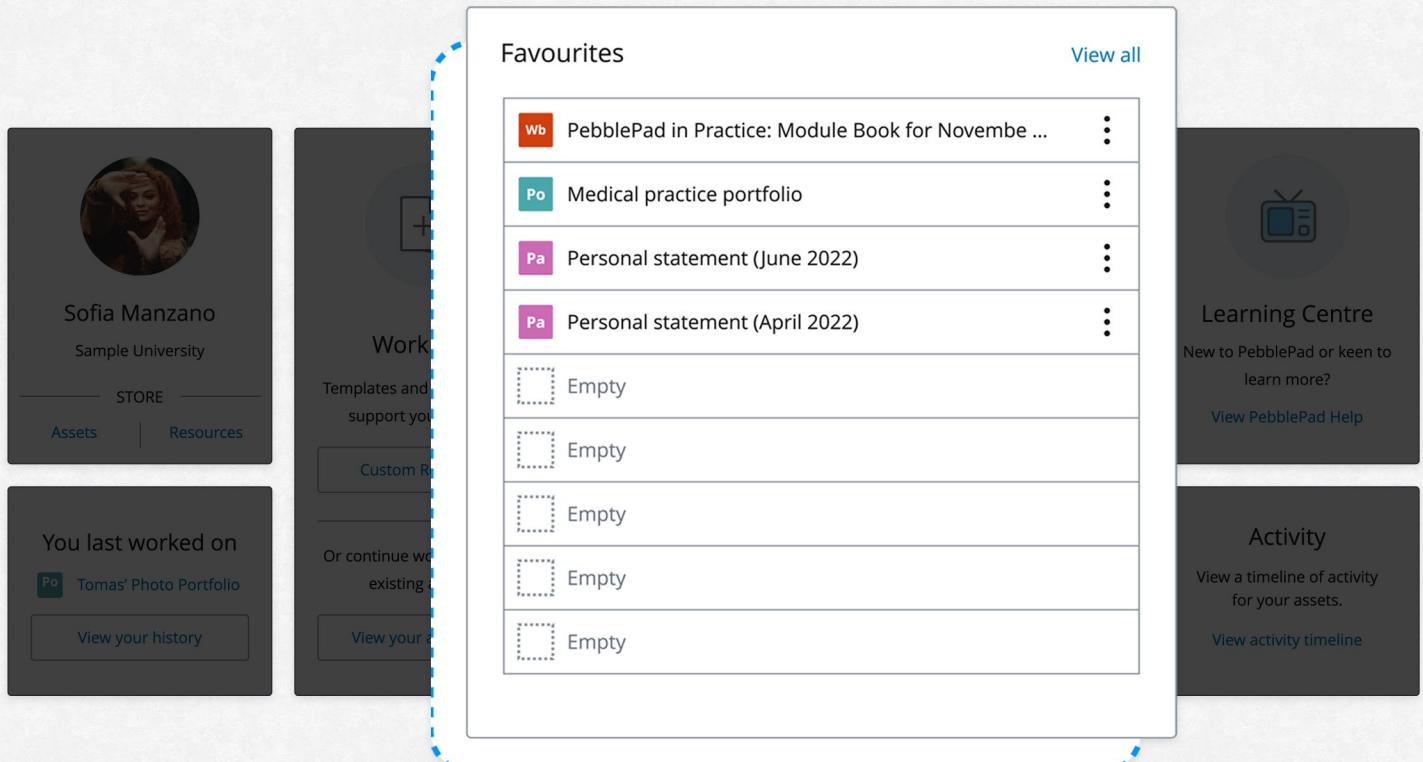
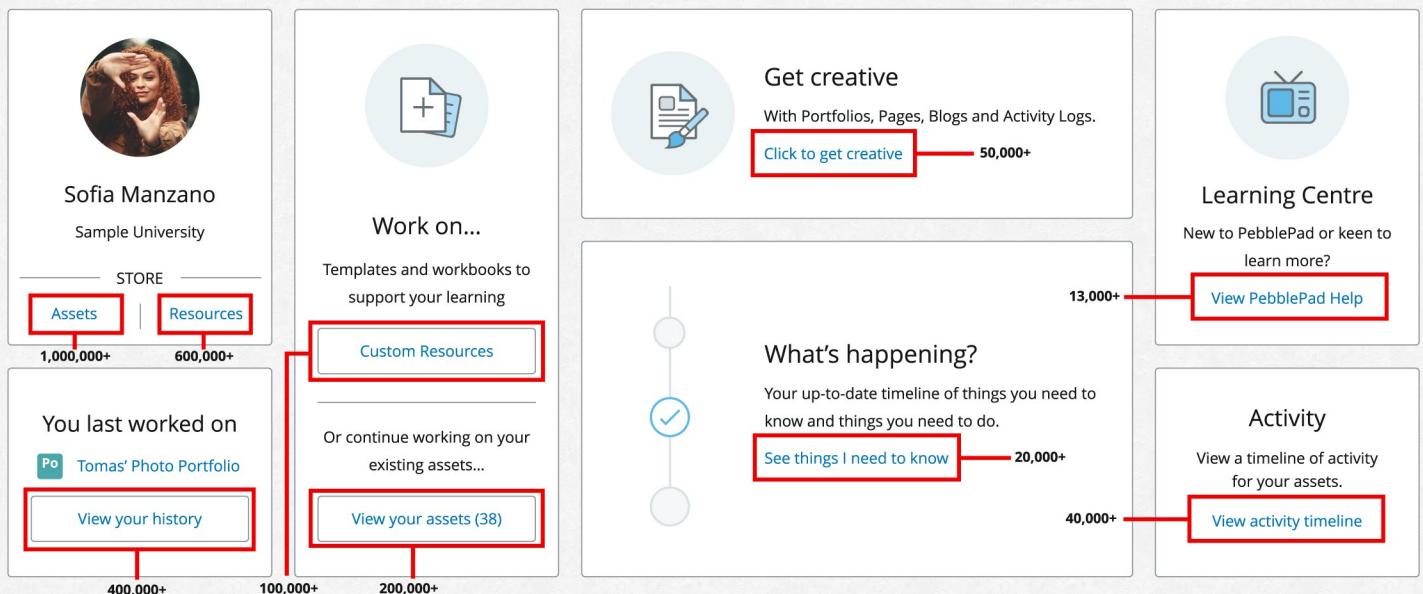
# Data-driven enhancements

(Image: PebblePad, 2023)

Data was crucial in creating this **Favourites** panel.

Navigation is an important UX theme in PebblePad, so adding a feature for users to pin their most-opened files to their dashboard was a big win.

We used click data to find out which dashboard tiles were rarely used and from that which ones we could safely replace.



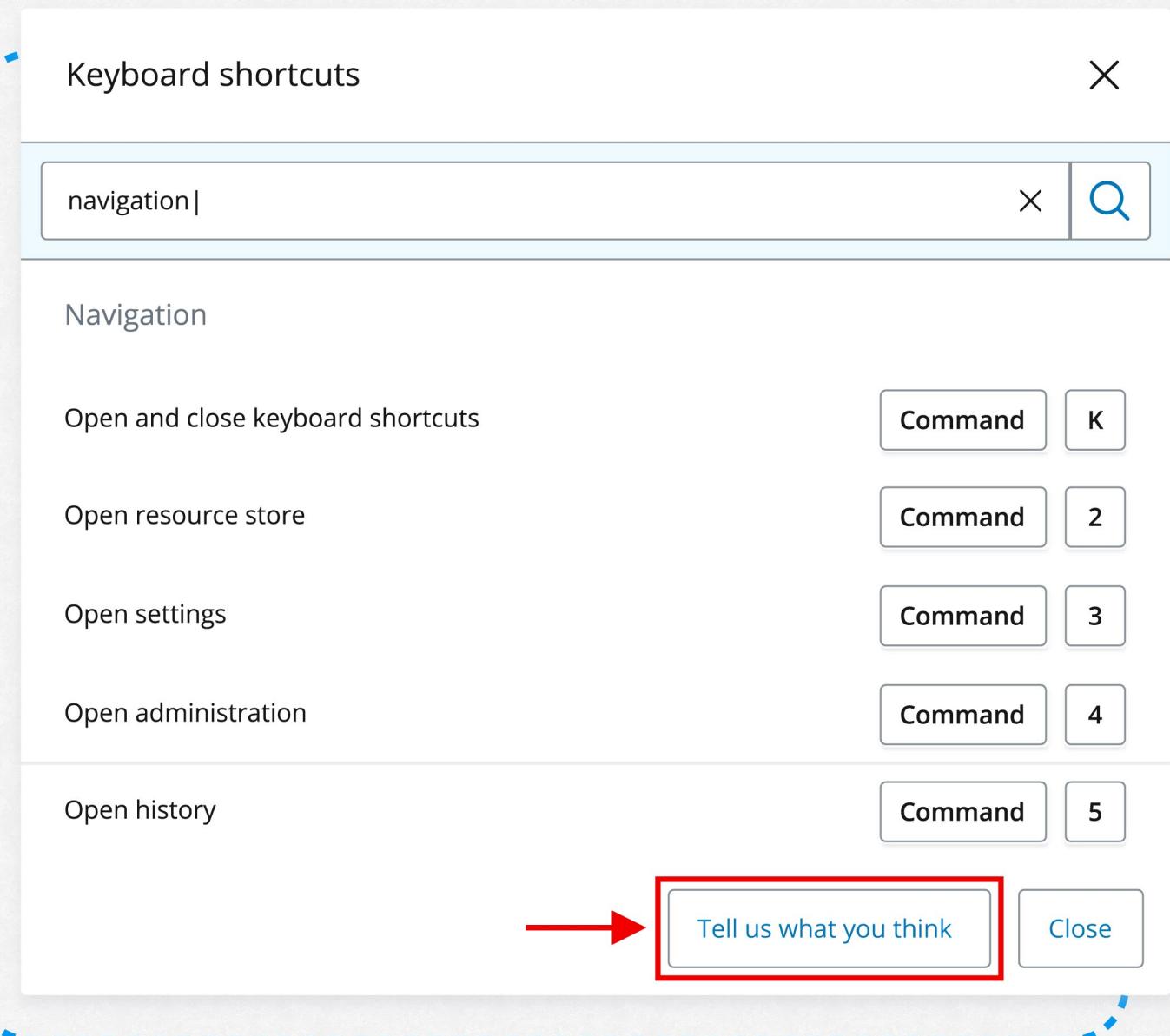
# Data-driven enhancements

(Image: PebblePad, 2024)

**Capturing user feedback** is easier when those same users have contextual prompts in a workflow.

This example I pushed for appears in an accessible **Command Menu** I designed which allows users to quickly jump across pages.

The “tell us” button links to a satisfaction survey tracking what users liked about the new feature.



# User research and design

(Image: PebblePad, 2022)

A sample **Persona** like the ones I created for PebblePad.

These valuable developer aids act as a container for the months of research data I collected during interviews with PebblePad's user base.



*"This new interface we use to upload our assignments has so many bugs!"*

**Age** 21  
**Role** Photography student

**Attributes**

TECH LOVER   NEEDS SUPPORT  
FRUSTRATED   TIME POOR  
SOCIAL   REFLECTIVE MINDSET  
MOTIVATED TO SUCCEED

Sample persona

## Sofia the Student

### About

Sofia is a photography student who attends a major university. She's been interested in cameras ever since she was a child and in later years, became interested in a career in photography. Throughout high school Sofia won numerous prizes in photography competitions, and she's now studying to earn a degree in photography, with an eventual goal of becoming a professional photographer.

### Goals

Sofia wants to pass her university assignments before graduating. After this Sofia is concerned with getting a well-paid job, with the ultimate goal of making enough money to support her desired career as an independent photographer.

### Needs

- I need constant feedback and support from my university professors.
- I want a good work-life balance with opportunities to socialise more.
- I need a quality telephoto lens for taking the best shots.

### Frustrations

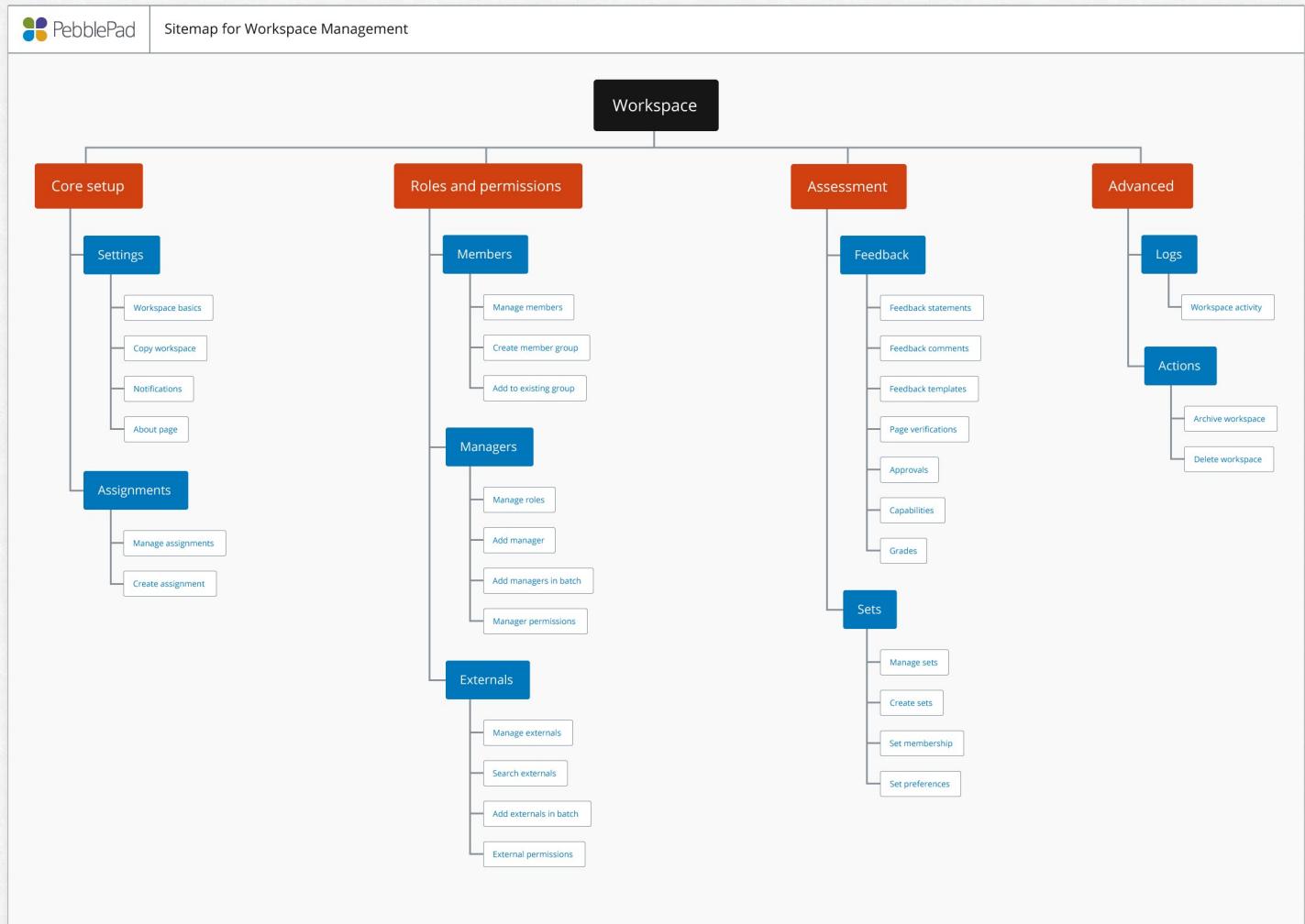
- I sometimes don't understand what my assignments are asking from me.
- Prospective employers are asking for years of experience I don't have!
- The lighting rigs in the university labs don't give me the best results in my photo shoots.

# User research and design

(Image: PebblePad, 2023)

A sample **site map** I made for an assessment area.

This visual (alongside multiple **user flow** diagrams) helped the Product Team understand the existing navigation structure of areas we wanted to improve.



# Gap analysis

(Image: PebblePad, 2022)

A sample screenshot from a **gap analysis** exercise I undertook alongside a Product Manager to understand the **cross-platform** capabilities of competing software.

Competitor	API			Third Party Integrations		
	Management APIs scope	Statistical data	Plagiarism checker	Data import	External services	Microsoft Teams
Company 1	Basic			✓	✓	
Company 2	Extensive	✓	✓			✓
Company 3	Extensive	✓		✓		
Company 4	N/A					
Company 5	Extensive	✓	✓		✓	✓
Company 6	Basic	✓	✓	✓	✓	✓
Company 7	Extensive	✓	✓	✓	✓	
Company 8	Basic	✓		✓	✓	✓
Company 9	Basic				✓	

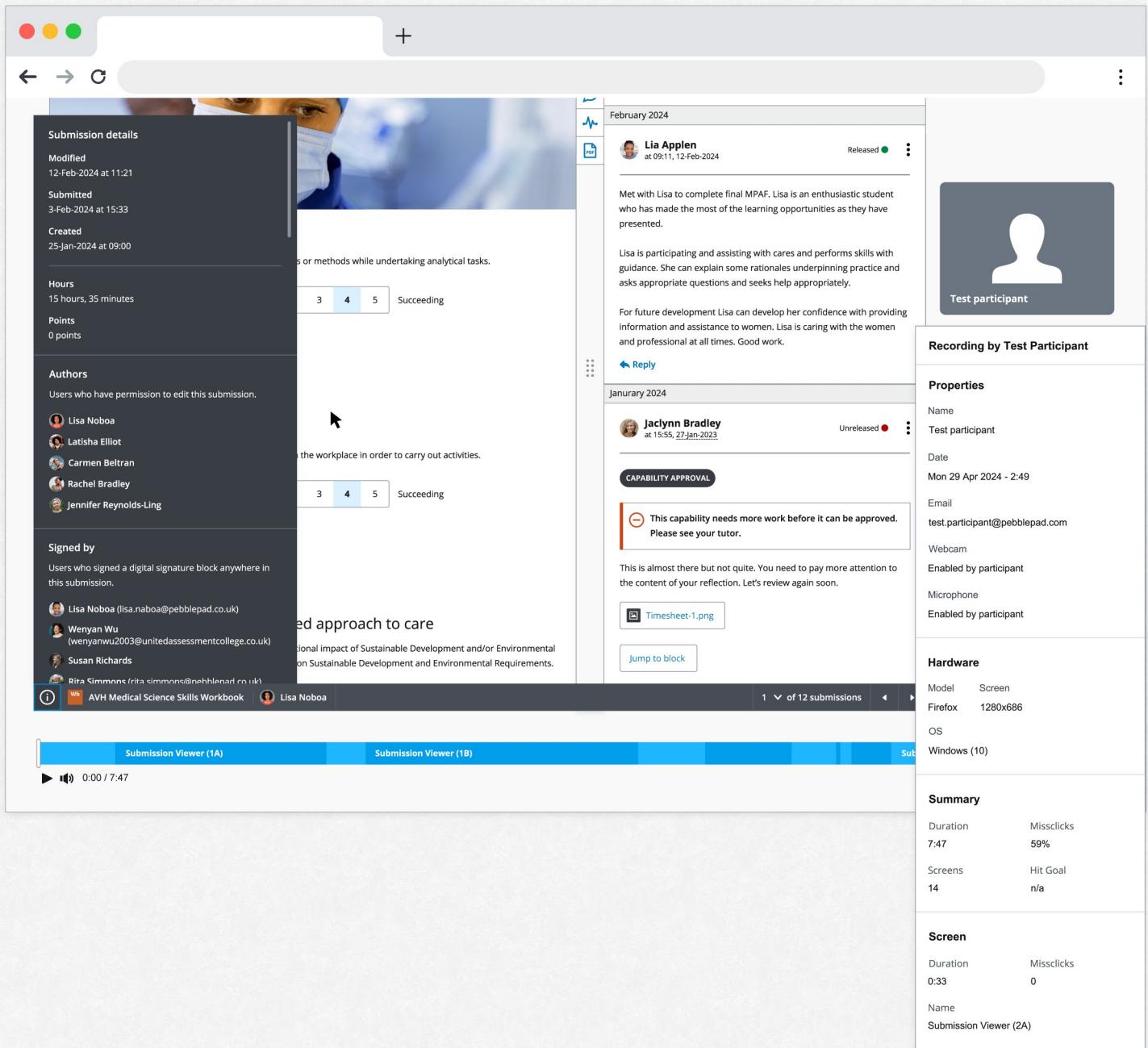
This allowed us to benchmark our software's capabilities and present those findings to stakeholders in one easy to understand visual.

# User testing

(Image: PebblePad, 2023)

I've done all sorts of **user testing** for PebblePad.

From 1:1 user interviews remote and in-person, to quantitative activities like automated feature tests.

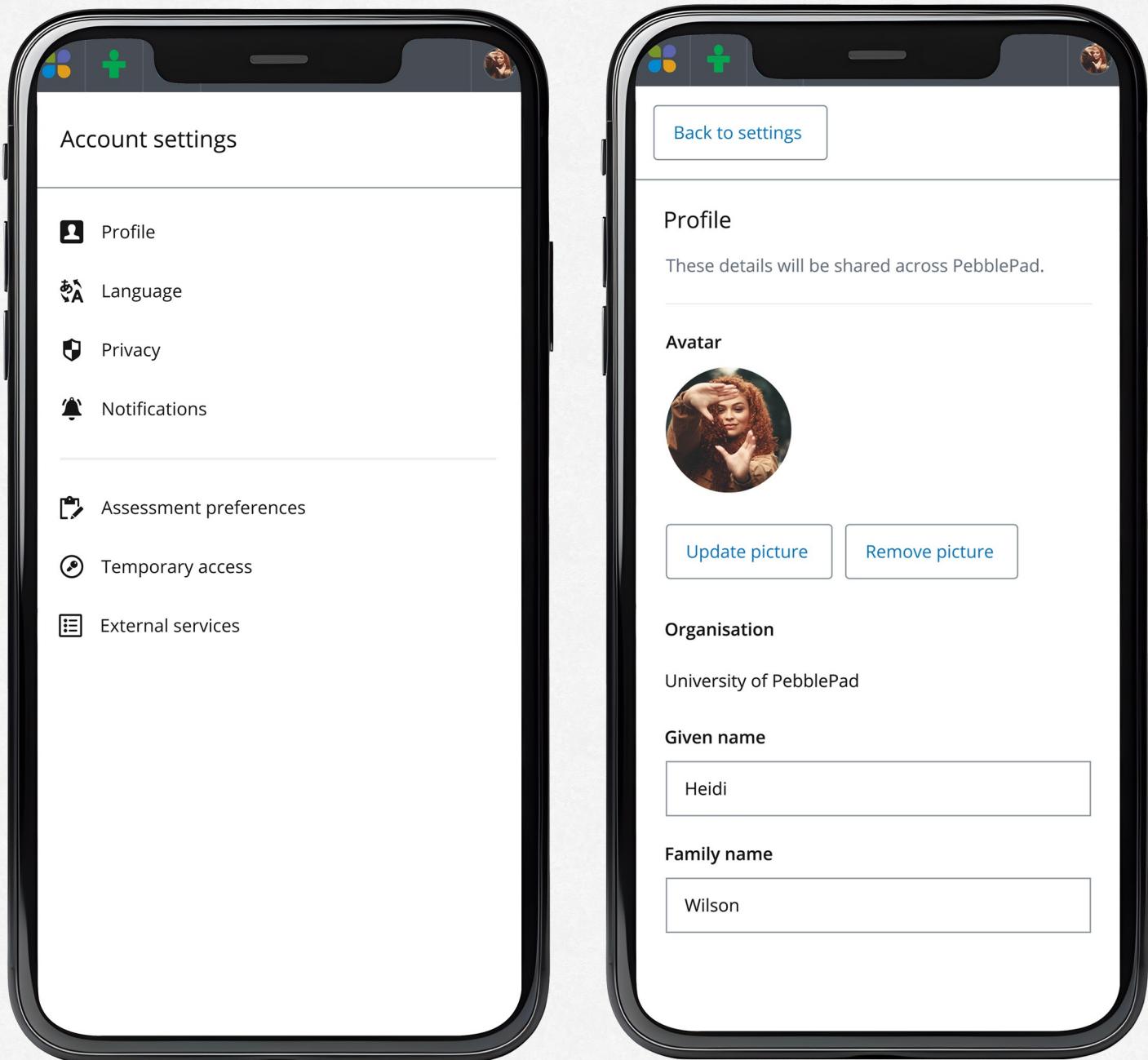


# Responsive design and design for apps

(Image: PebblePad, 2024)

I've been designing  
**responsive** layouts for a  
long time.

This example is from a  
recent project which  
collects PebblePad's **user  
account settings** into one  
place.



# Responsive design and design for apps

(Image: PebblePad, 2021)

A **responsive** design for a  
**cross-platform** app  
produced by PebblePad.

**PebblePocket** allows  
students to record their  
educational reflections on  
their phone.

This new feature (which I  
live tested at conventions)  
let users tag their experi-  
ences for easier filtering  
and evidencing purposes.

