Portfolio

Arthur Beisang
651.470.1041
Arthur@projectsite.co
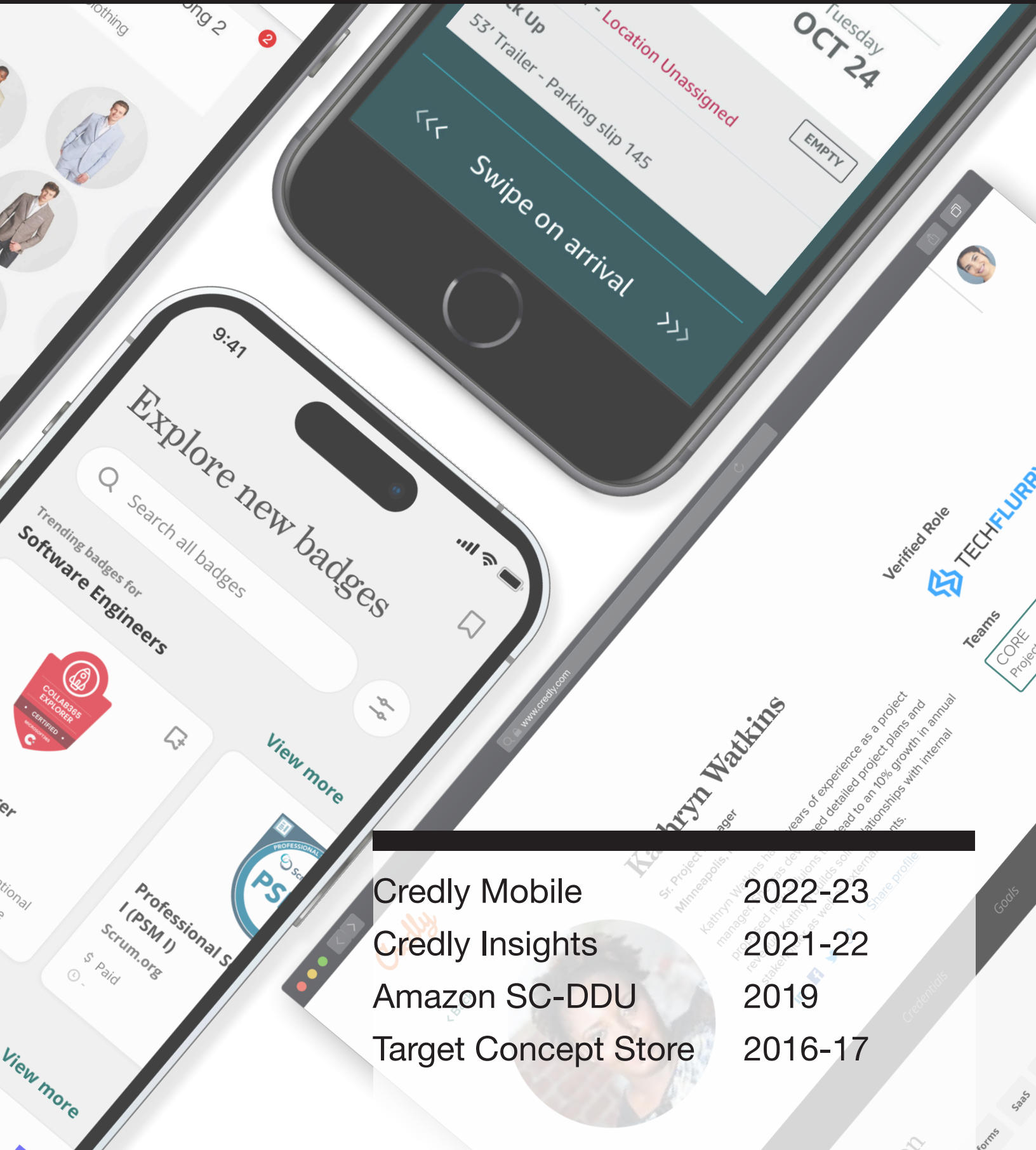
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Credly Mobile	2022-23
Credly Insights	2021-22
Amazon SC-DDU	2019
Target Concept Store	2016-17

Credly Mobile

After helping build the Credly design team, I switched to a new role as a Sr. Product Manager. I moved to this role for the opportunity to focus on the more strategic side of design, build a new product from scratch, and lead a team. I lead the app project from conception to 50K+ users.

At the beginning of the project, we conducted user interviews to understand what Earners (Credly's name for people who earn a badge) wanted. Through this early research, subsequent user interviews, and feedback, I developed a strategy that took us from a simple Badge wallet to an app that helps earners find their next badge, and expanded the audience from existing Credly users to new people that haven't yet earned a badge.
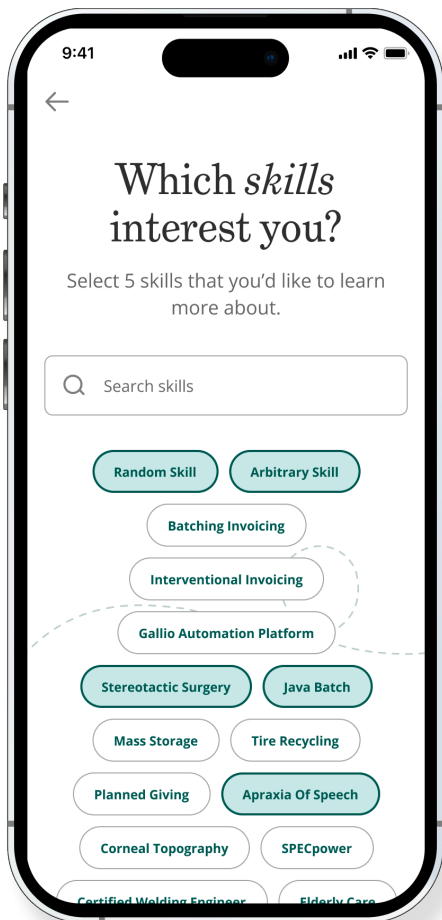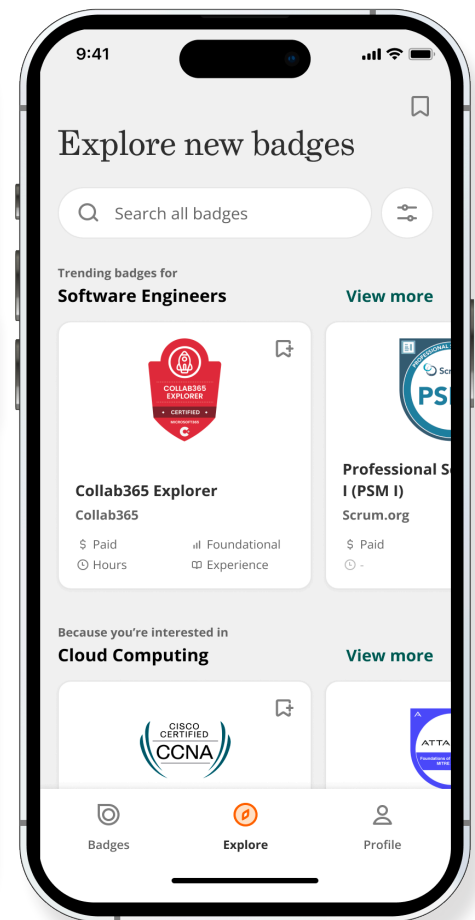
On-boarding
Two on-boarding paths gather a minimal amount of info to help personalize the app and clean up Credly user data.
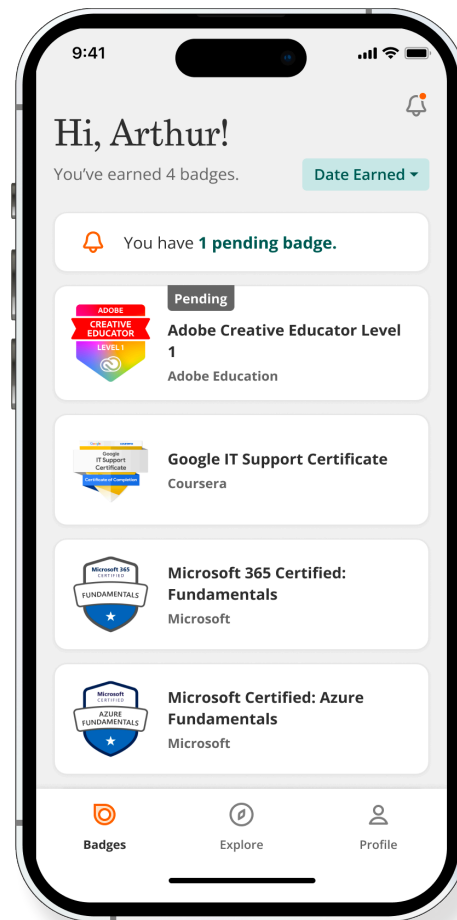
Wallet
Access to a user's earned badges in a convenient and accessible way helps professionals during job interviews and career events where this data is not always easily shared.

Explore
Credly's first attempt at personalized recommendations has become the center of the app, driving engagement and growth in badge earning.

Credly Mobile (Cont)

Messaging

We defined a custom messaging solution that was flexible, future proof, and able to be integrated and synced with other Credly products. The solution managed user privacy, monitoring, and reporting of bad behavior, along with ease of use, and customization; from the start.
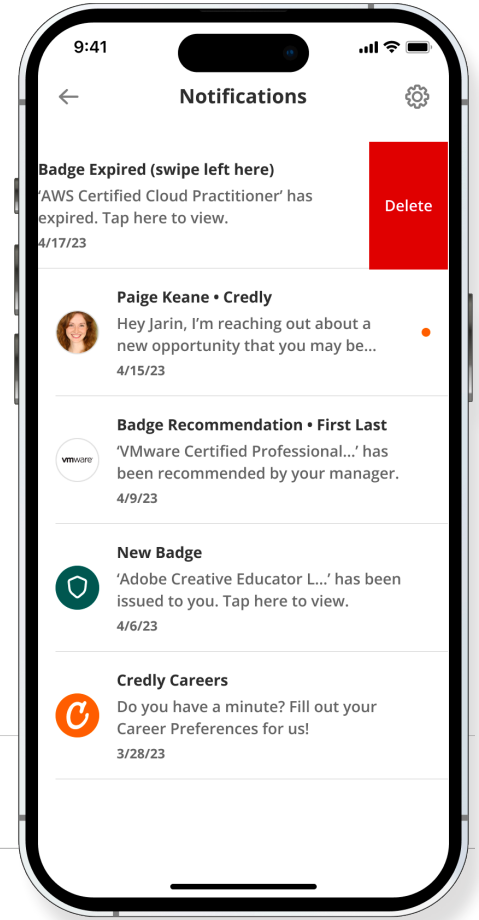
Message Report Journey Map

Mobile App

Credly Earner

Credly Admin

Email/Messaging
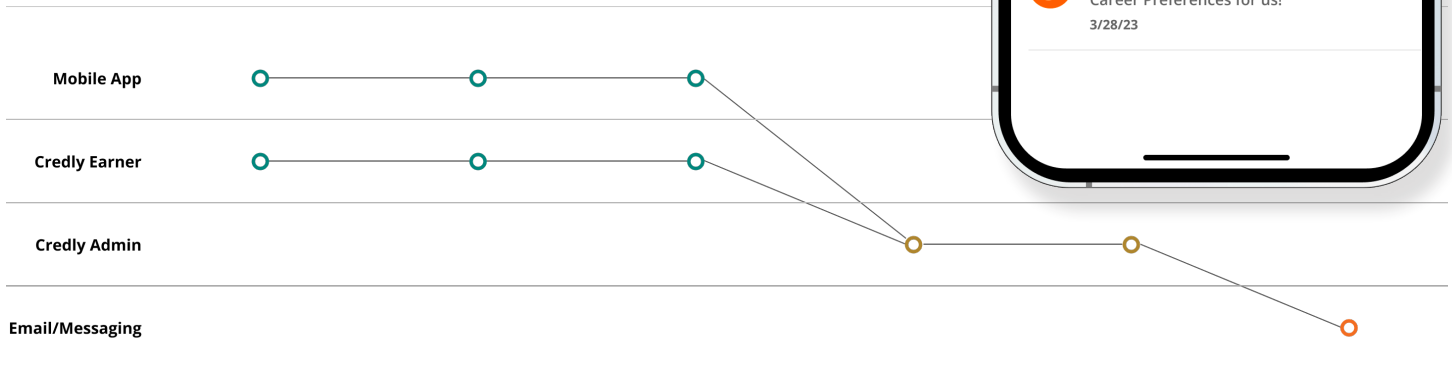
1:1 Messaging

User-1 receives a message they feel is inappropriate from User-2.

Messages can be reported for:
1. *Spam*
2. *Scam/Fraud*
3. *Nudity/Inappropriate or Sexual Content*
4. *Hate Speech/Violence/ Harassment*

Report Message

User-1 opens the report message menu and reports the message for Inappropriate Content.

After reporting the message User-1 can elect to block User-2. This disables User-2's ability to send them messages and removes the messages from their history.

Ban Option

The next prompt asks User-1 if they want to block User-2.

Message Report

Users with reported messages are listed in Message Reports. Users are ordered by Report Score.

Report scores are calculated as a total of the number and types of reports. Scores help to prioritize the reports, the higher the score the worse the behavior

- *Spam = 1*
- *Scam/Fraud = 3*
- *Nudity/Inappropriate or Sexual Content = 5*
- *Hate Speech/Violence/ Harassment = 5*

Report Evaluation

Each report is evaluated and either rejected or confirmed.

Rejected reports are subtracted from the report score.

Confirmed reports are counted as a strike toward the users profile.
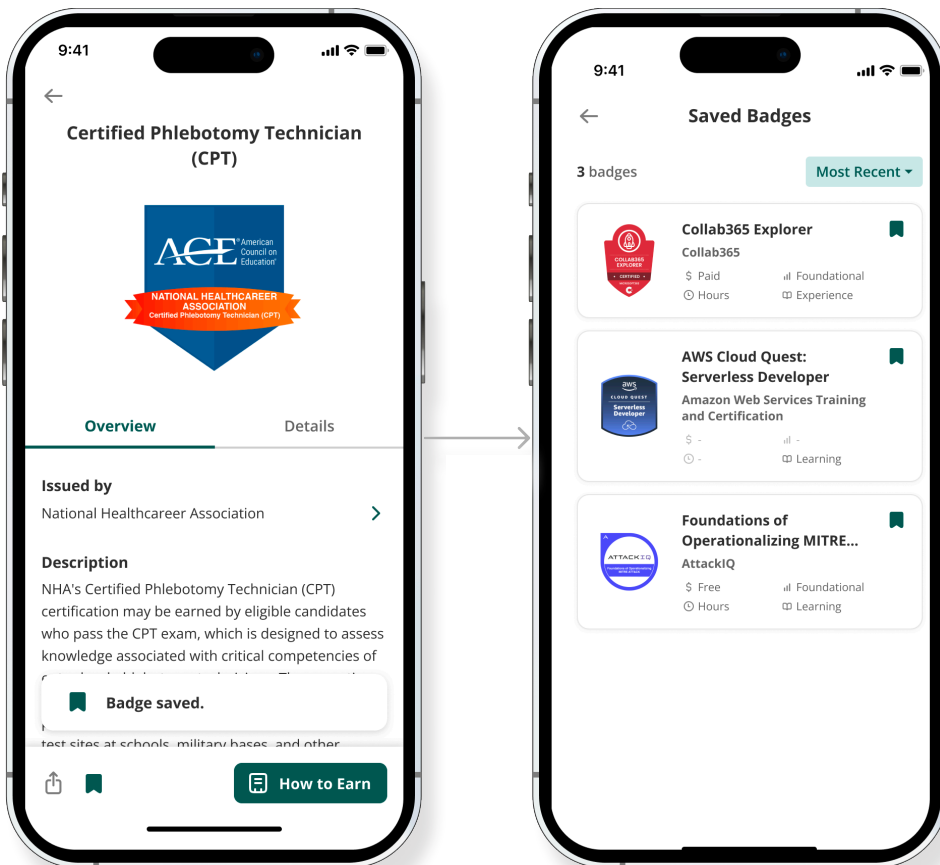
- Strike 1 = 3 Day ban on messaging
- Strike 2 = 15 Day ban on messaging
- Strike 3 = Complete ban from messaging feature

Strike Notification

For each strike the user is given a summary of the message sent, why it was deemed inappropriate, the consequences, and where they stand in regards to banning.
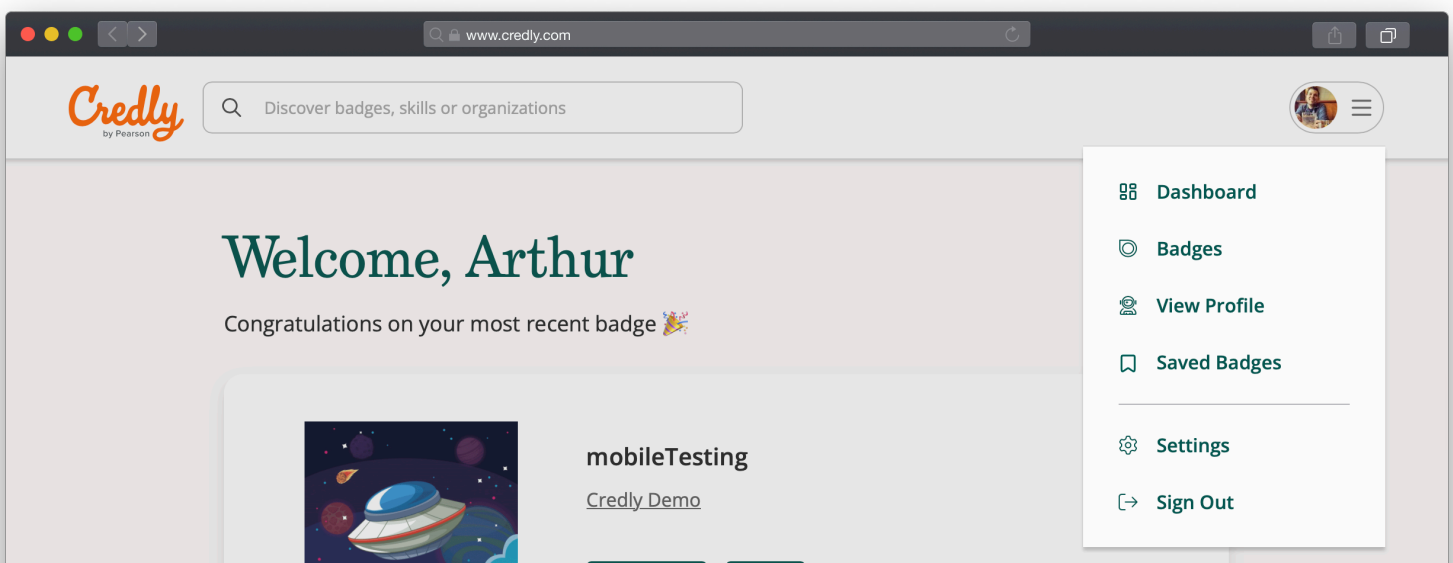
Credly Mobile (Cont)

Bookmarking

User research was a huge part of my work at Credly. I set up weekly user interview sessions (in addition to other user testing) available to all the team. Out of these regular discussions came a number of features, including bookmarking. We observed the different ways users were keeping track of links to badges they were interested in. The team built a service that enabled badge saving across the Credly platforms in a central synced location.

Note: this feature is launching in Mobile Sept. 2023

"*I already have folders of Credly bookmarks on my desktop. Having a saving feature would be a huge help.*

Credly User Interview
March 2023

Credly Mobile (Cont)

Skill Stories

As part of our work with recommendations we wanted to experiment with a more engaging, and concise format. For user testing I designed and prototyped a swipe-able experience that highlights top skills and the top associated badges with each skill. Each page was designed to be dynamically generated based on the badge's data and image, and plugs into the app's existing badge info, sharing, and saving functionality.
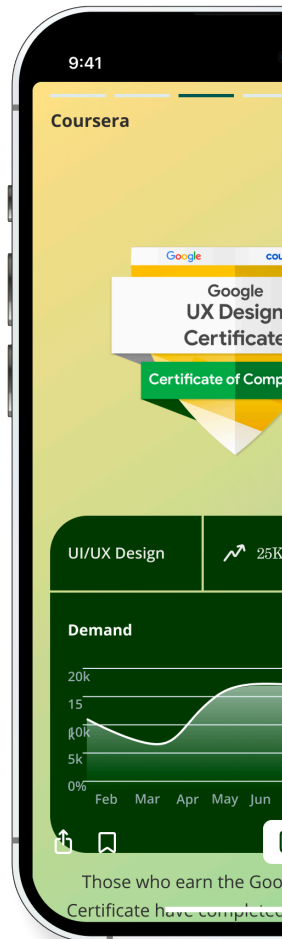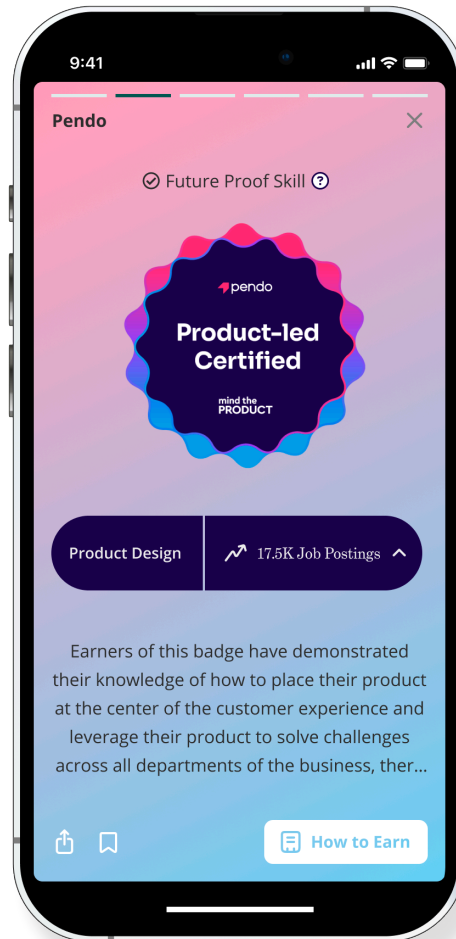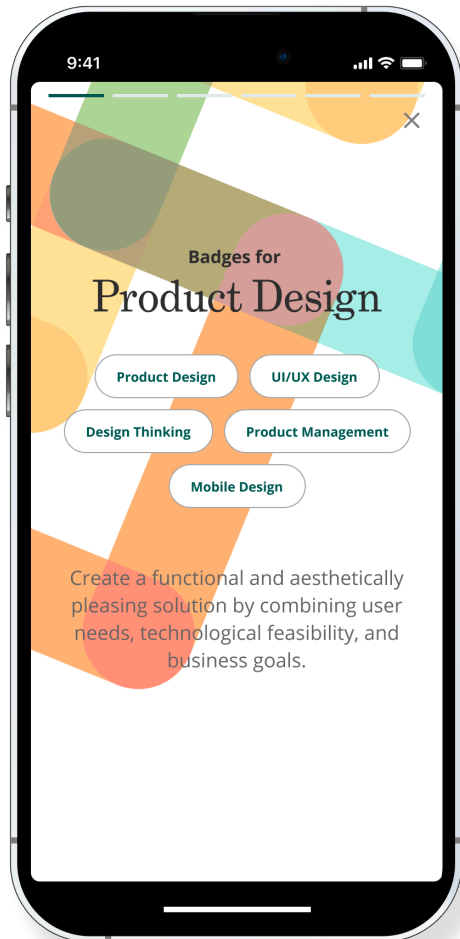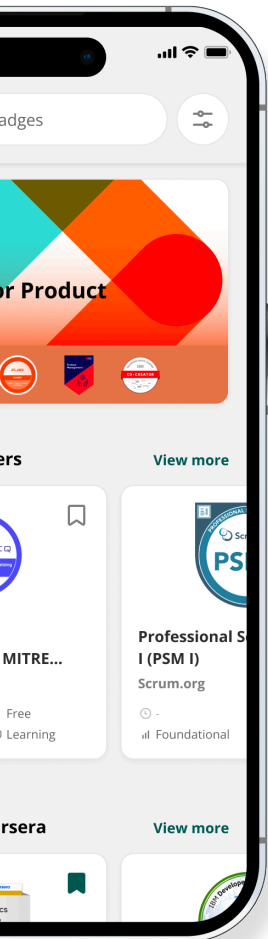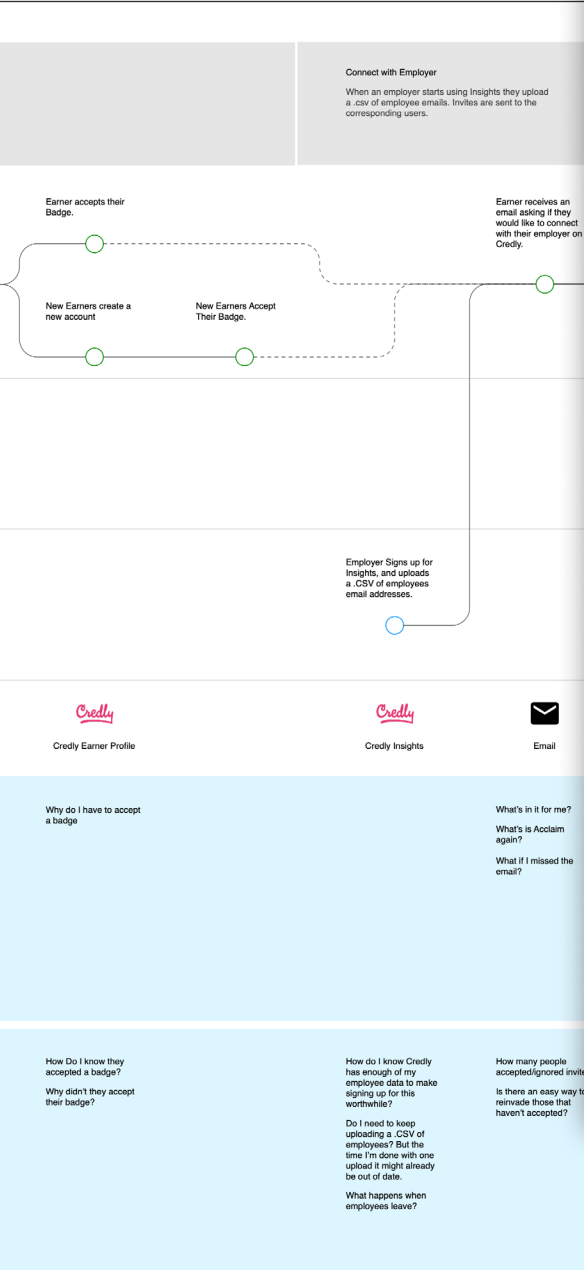
Credly

Credly Insights

As Lead Designer for Credly, I lead the design and user experience for new products and partnered with product on strategy and user research. Insights was Credly's first net new project.

Credly's user-base of people with verified skills data is probably the largest and most accurate database of what skills people actually have on the planet. This put us in an interesting position to help solve the problem of companies not knowing what skills they already have in their workforce. Insights launched as an MVP in 2022 and was one of the reasons Pearson acquired Credly shortly after.

Credly Insights (Cont)

Earner Experience

As all things at Credly, we started with the Earner experience. The challenge was to make a tool that surfaces employee data to employers, but in a way that is transparent and keeps the Earner (employee in this case) in control. On top of this the designs has to seamlessly fit in the existing earner experience.

Credly Insights (Cont)

Employer Experience

Our research indicated the sweet spot was small to medium sized companies that didn't have a need for complex HRS system, but had outgrown homegrown solutions. For bigger clients integrations with existing HRS systems was planned.
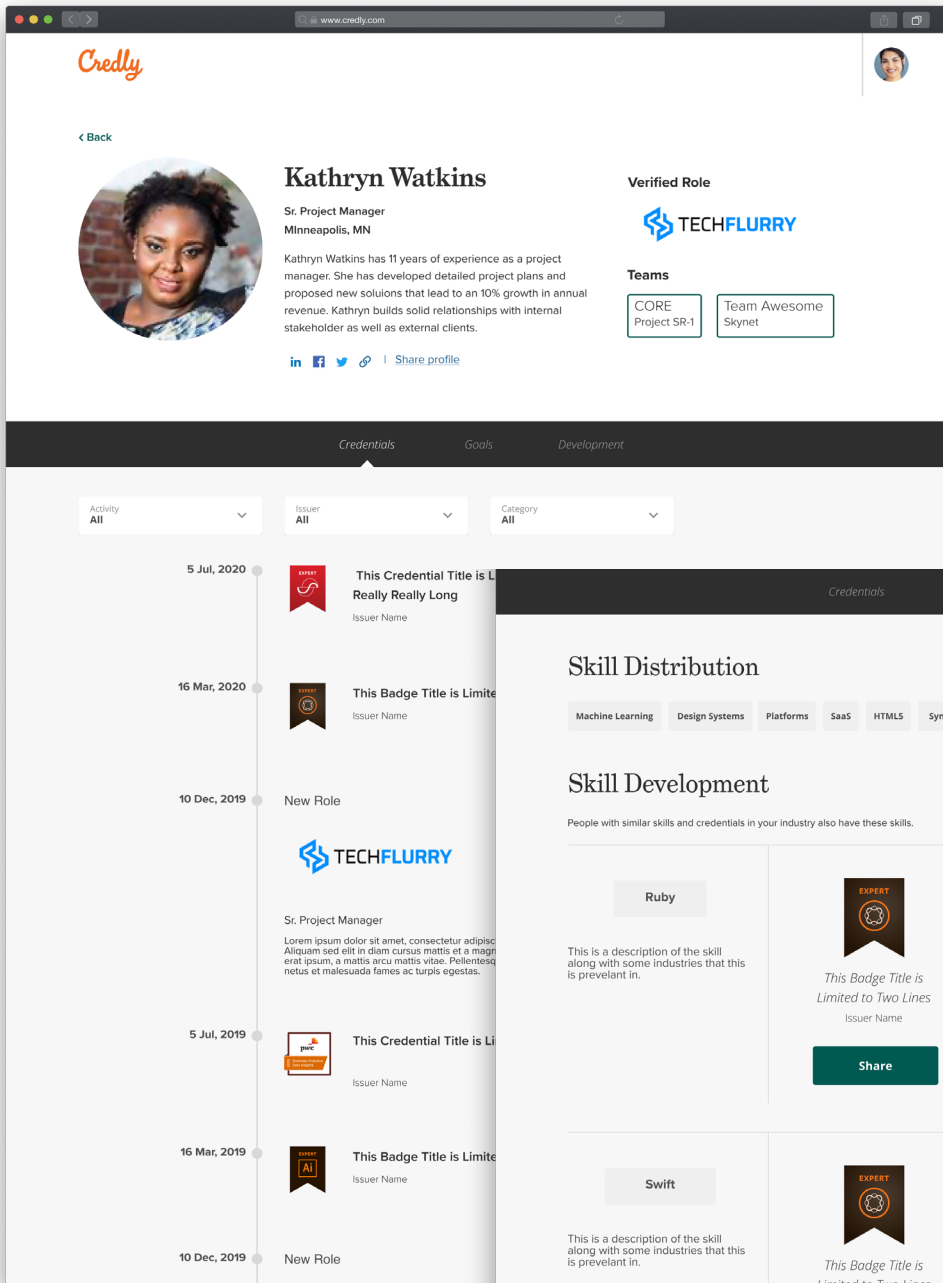
relay

Amazon
SC - DDU

At Amazon I lead the Relay App design team. I designed v1 of the app and then grew it, and the team, as the Relay program expanded. Later I oversaw the creation of new features that spanned across the Relay program.

One of my last large projects at Amazon was the reworking of our entire small carrier network that drives box trucks between Shipping Centers (SC), and delivery services (like a post office). This project was based on an entirely new offering for these carriers. It also meant we had to redesign new check-in procedures for trucks and develop tools that work with truck loading and unloading processes. We had to work through on-boarding for carriers and drivers, as well as add new workflows to the app and yard check-in software.

Due to external pressures our timeline for this project was just over one month, and most of it was done in the field while we were researching and testing with drivers.
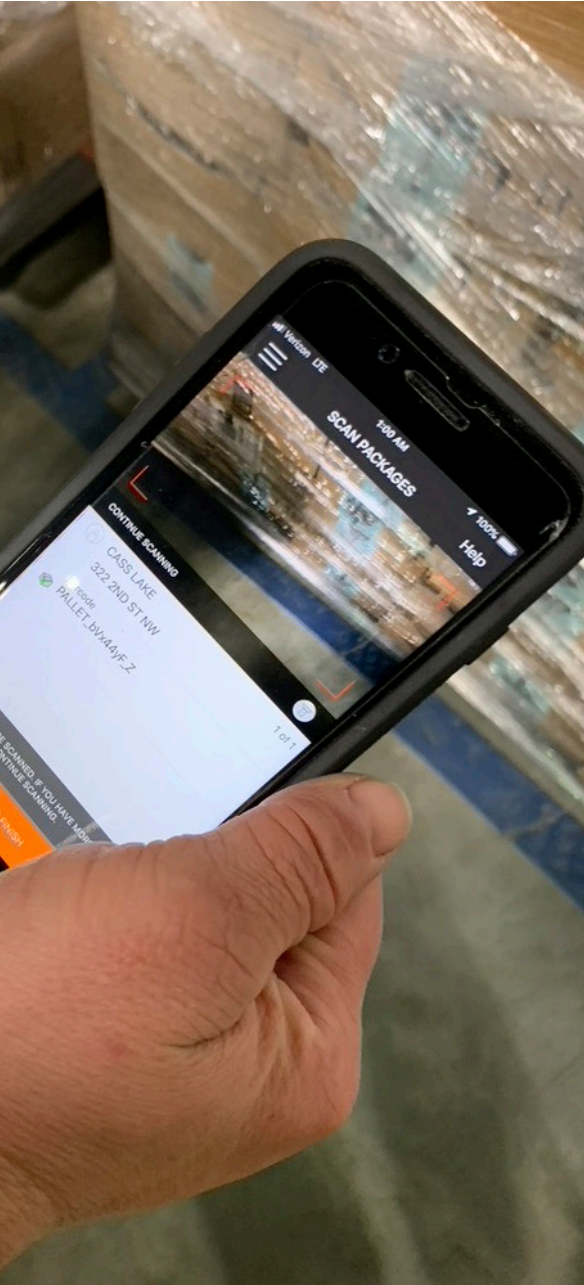
DDU PROCESS

1. DRIVER APPROACHES GATE
2. GUARD SCANS DRIVER'S BADGE
3. GUARD TELLS DRIVER WHICH DOCK DOOR TO GO TO
   * THERE MAY BE MULTIPLE STEPS @ THE SORT CENTER

5. DRIVER GOES TO CARRIER REP TO GET PAPER WORK
6. DRIVER GOES TO LOGISTICS SPECIALIST WHO CHECKS THE ROUTE. ANY LAST ADJUSTMENTS ARE MADE
7. DRIVER GOES TO DOOR
   - OPENS GATES
   - SETS RAMP
   - SWITCHES LIGHT

9. DRIVER LOADS PALLETS INTO TRUCK IN REVERSE ORDER OF WHATS ON THE SHEET
10. DRIVER EITHER SCANS PALLETS AS THEY LOAD THEM OR ALL AT ONCE AT THE END.
11. ONCE LOADED DRIVER REVIEWS SCANED CODES AND CHECKS OUT W/ LOGISTICS SPECIALIST

13. DRIVE TO DDU LOCATION (S)
    * THERE CAN BE MULTIPLE STOPS
14. DRIVER HAS TO SCAN PALLETS AS THEY ARE DROPED OFF @ DDU (S). DDU EMPLOYEE SCANS THE PALLETS TOO
15. DDU EMPLOYEE SIGNS ON THE DRIVER'S PHONE
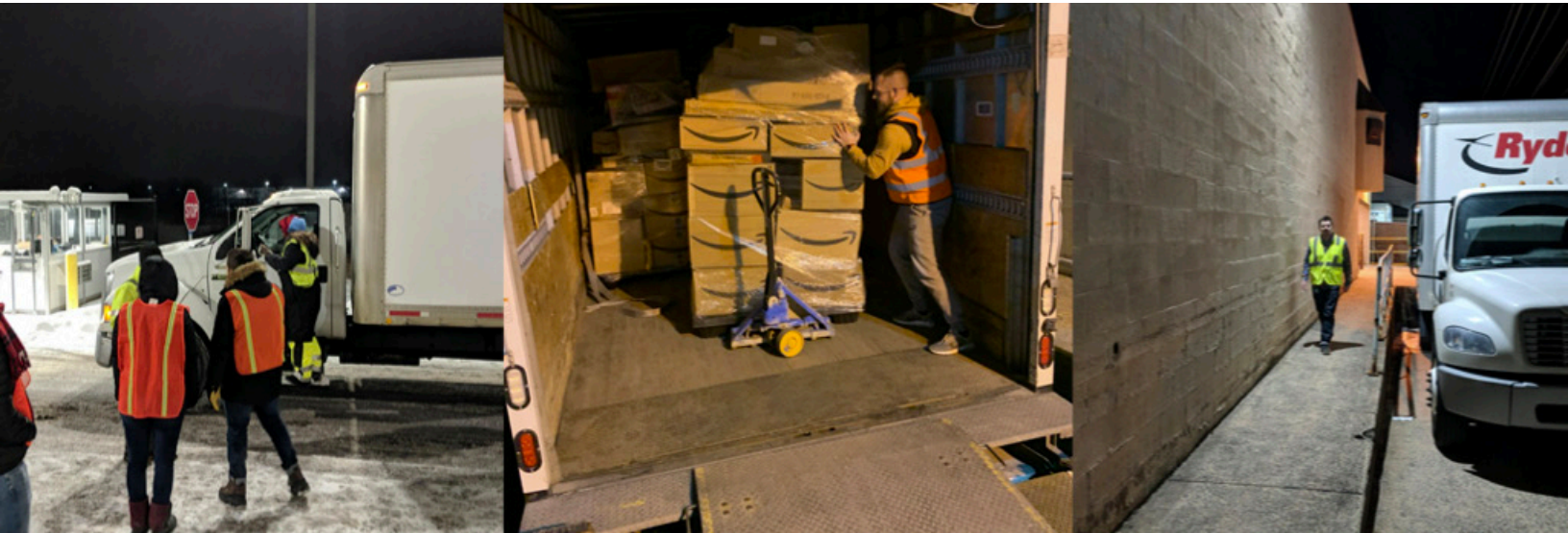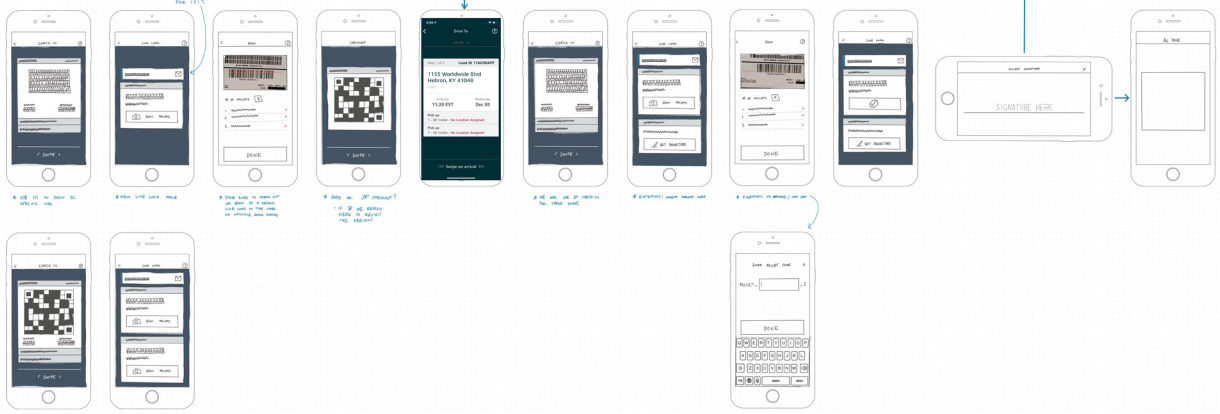16.

Amazon SC - DDU (Cont)

Prototyping

Because of the quick timeline and in-the-field research we leaned heavily on using our existing design system to build working prototypes. In the early rounds we skipped hi-fidelity design. To test the experience, we made quick clickable prototypes of the sketches, and the developers worked directly from sketches.

Amazon SC - DDU (Cont)

Delivery

This app became the center of the driver's workflow. We had to make sure it wasn't too intrusive and solve problems like helping drivers find the correct bar code to scan (there are tons of bar codes on a pallet) and providing audio and haptic feedback in addition to visual allowing drivers to do their loading and unloading more efficiently. We also had to build enough flexibility into the system to accommodate the constantly changing environments of a warehouse and shipping lanes.

The working version of the app was delivered on time, and we spent the next few weeks fixing bugs and adding additional workflow types that were omitted from the MVP.
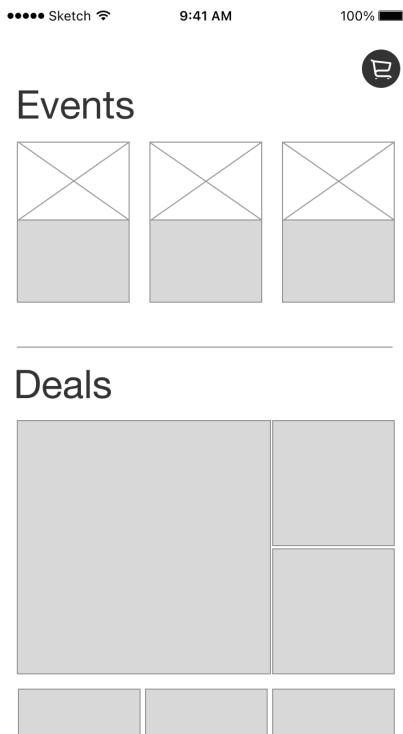

relay

Target Concept Store

The Target Concept store team was a small group tasked with rethinking everything about the in-store shopping experience, from the store layout down to the price tags and checkout experience. We necessarily wore lots of hats, I worked on everything from how dressing rooms work (when there is no inventory on the floor) to shopping using NFC tags. It is one of the most wide-ranging projects of my career.

With no shopping carts and very little on-floor inventory, shopping was mostly enabled by an app. I was responsible for creating the app shopping experience, and integrating it with the various technologies around the store. First among the decisions was how familiar to make the experience for users, remember it was 2017.
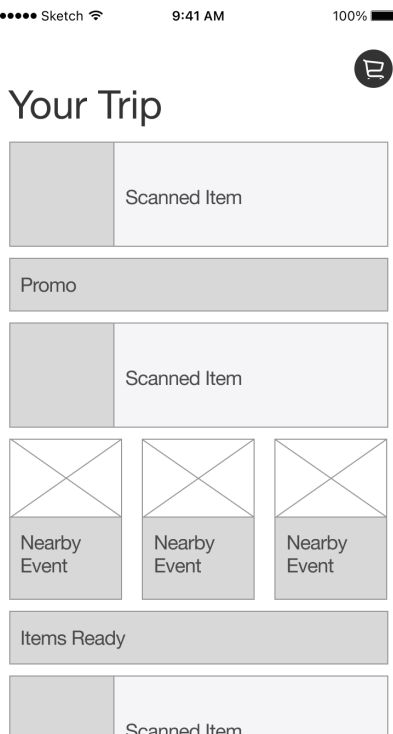
TRADITIONAL ⟷ MARS

Events

Deals

Your Trip

Scanned Item

Promo

Scanned Item

Nearby Event | Nearby Event | Nearby Event
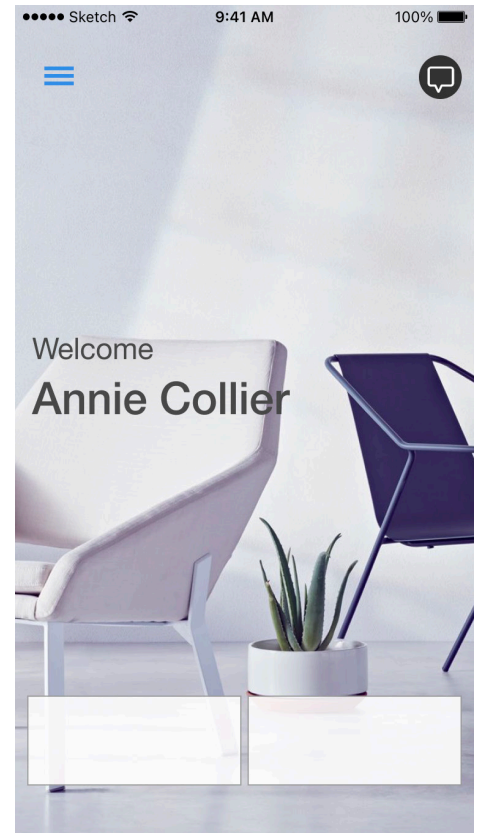
Items Ready

Scanned Item

STATIC

Navigate to seperate parts/functions of app.

Time/Location based events show up as banners + alerts

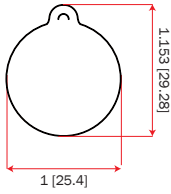Feels like a dongle for shopping.

More heads-up

FEED

Integrate some parts/functions into feed when they are needed

Only need notifications for big events

Feels like a part of the shopping trip

More heads-down

Welcome
Annie Collier

$89.99 sale reg $119.99

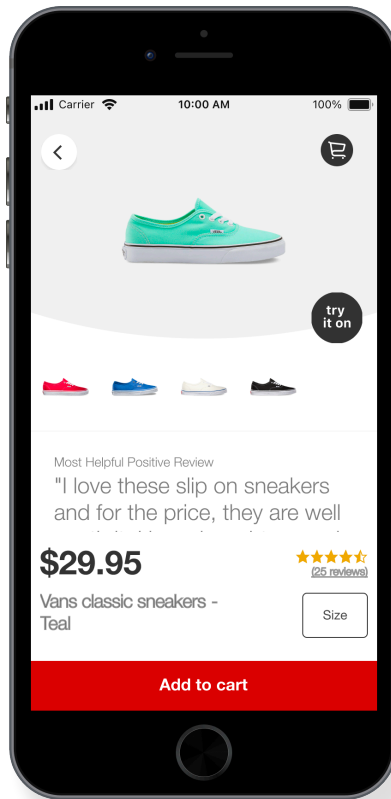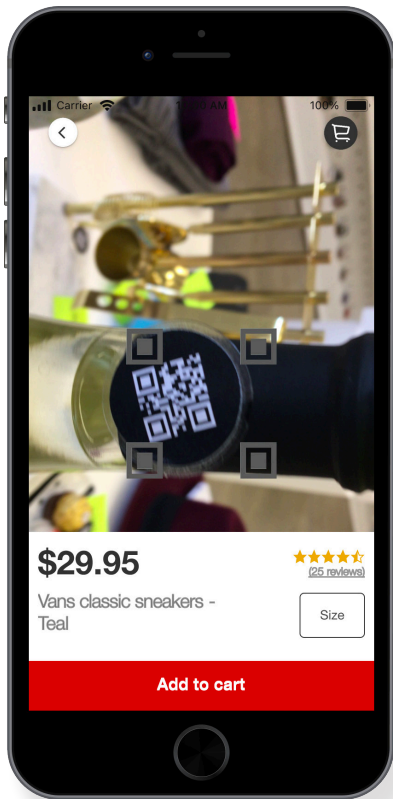Carlisle 29" Backed Barstool - Set of 2

Target Concept Store (Cont)

1.153 [29.28]

1 [25.4]

Shop

Because the cart was largely digital, and many products weren't on the floor we needed a reliable way to get stuff in the cart. We developed custom NFC tags that had a QR code backup for non-NFC phones. For the app we added a scan and NFC mode to make it simple and quick to add an item.
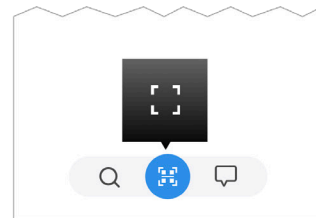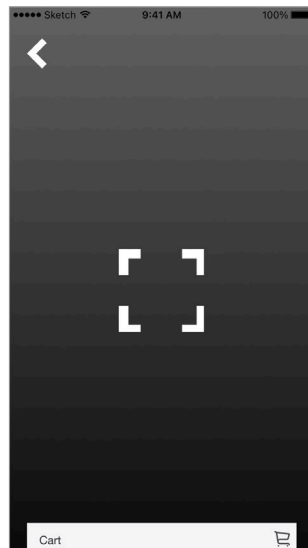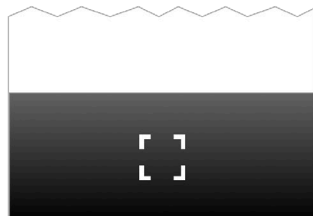

$29.95

(25 reviews)

Vans classic sneakers - Teal

Size

Add to cart

try it on

Most Helpful Positive Review

"I love these slip on sneakers and for the price, they are well

$29.95

(25 reviews)

Vans classic sneakers - Teal

Size

Add to cart

Dedicated Scan Area
Always On
Popup

ALWAYS ON BTN

ALWAYS ON AREA

POPUP
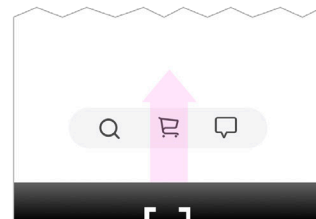
Target Concept Store (Cont)

Nearby

The store used a highly precise positioning system, and real time inventory so we could position a user and tell them what products were immediately around them. This allowed a shopper to add something to their cart from a distance, compare a range of items, insert item variations that may not be on the floor into the proper context, and filter the items they were looking at in ways that are hard to do in person.
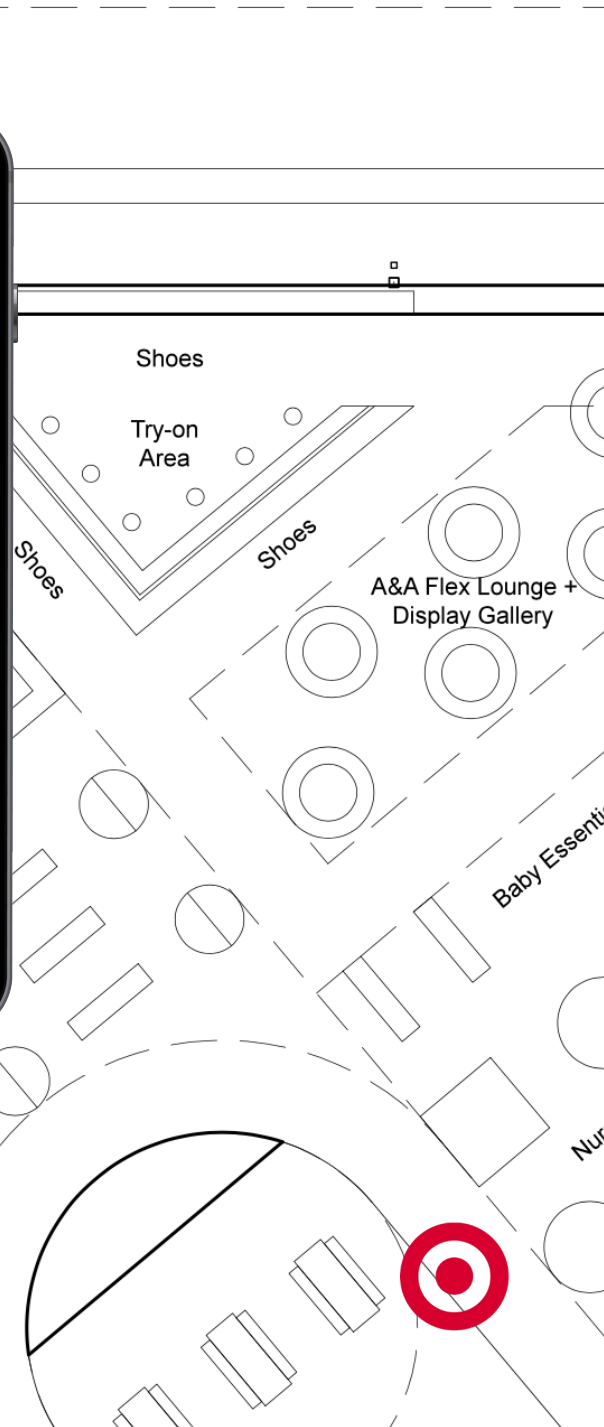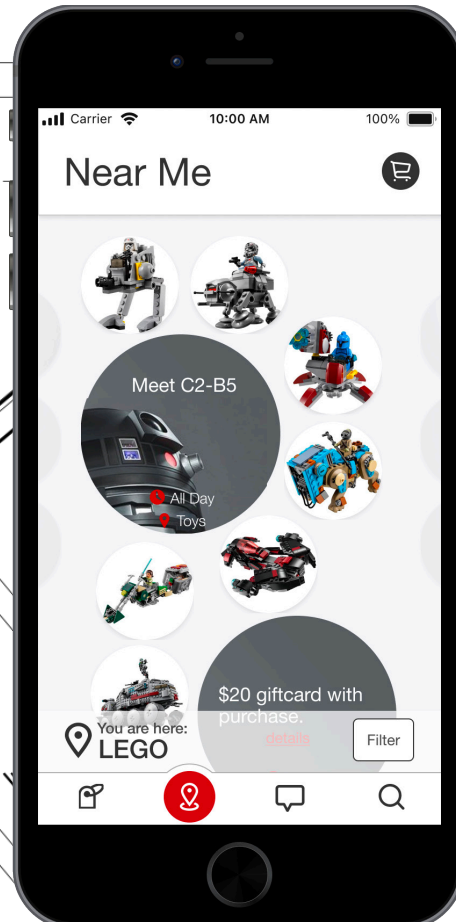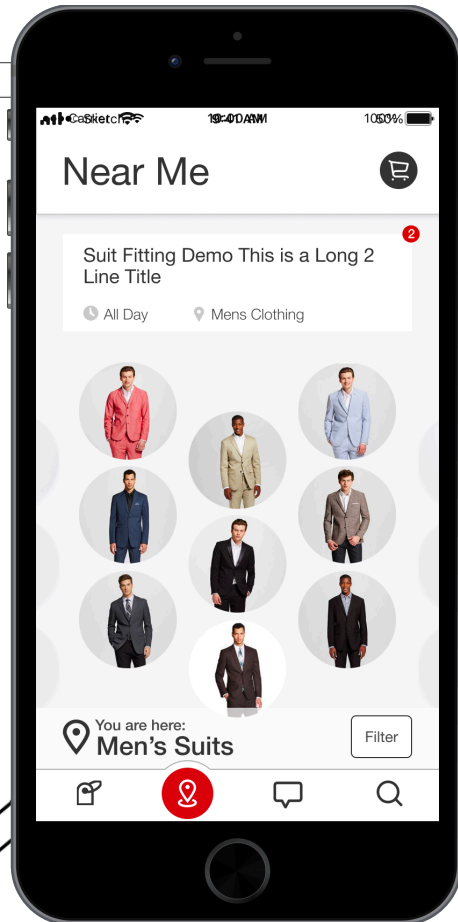
5. A&A

Target Concept Store (Cont)

Real Time

Other parts of the app acknowledged the real time nature of the shopping experience and extended outside the walls of the store. It pulled in the deals and sales but placed them alongside the in-store events. Being available in and out of the store, it was a way to bring people in, but also useful while shopping.

In-store help was available via a chat bot. Instead of tracking an employee down you could just ask where an item is, be notified when your items were ready (while you browse) or ask for help with an order from your home.