COLIN BUDD

Portfolio

Prepared for External

Creative Lead | Innovation Advisor

Colin M. Budd

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HI THERE.

// I'M COLIN BUDD.

Colin M. Budd
Industry Advisor, Innovation
Retail, Consumer Goods, Gaming
Microsoft | Austin, TX

CREATIVE LEADER // DESIGNER OF EMERGING TECHNOLOGY

I AM BEST KNOWN FOR:

Design Leadership + Delivery

Bridging Design + IT + Business

Client Engagement + Facilitation

Design Thinking + Lean + Agile

Public Speaking + Patenting

Boutique Hotel Recommendations

I FUSE:

// DESIGN

// TECH

// BUSINESS

// PSYCH

@:

Microsoft
Industry Advisor [Innovation], RCG & Gaming

IBM Garage
Business Lead | Global Design Strategist

IBM Cognitive Systems
UX Designer + Strategist

IBM Collaboration Solutions
Product Designer [Mobile + AI], IBM Verse

Cornell University
Fine Arts (BFA) | Information Science (BA)

CREATIVE FEATS // BIZ DEV

directly generated

$750M+

IN NET-NEW REV AS A DESIGN LEAD & DIGITAL ADVISOR

leader of

100+ novel customer engagements

across

51 unique logos

over the past

5.5 amazing years

SELECTED WORKS

01

Open Data Portal

SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.

02

The Learning Credential Network

SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind network for learners, educators, and employers.

ADDITIONAL WORKS

03

IBM
Verse

UXR | UX | UI | UI Dev

Enhancing and unifying IBM’s signature email service, Verse, across multiple platforms and innovative frontiers.

04

IBM
Studios Austin

SD | UXR | Graphic | 3D

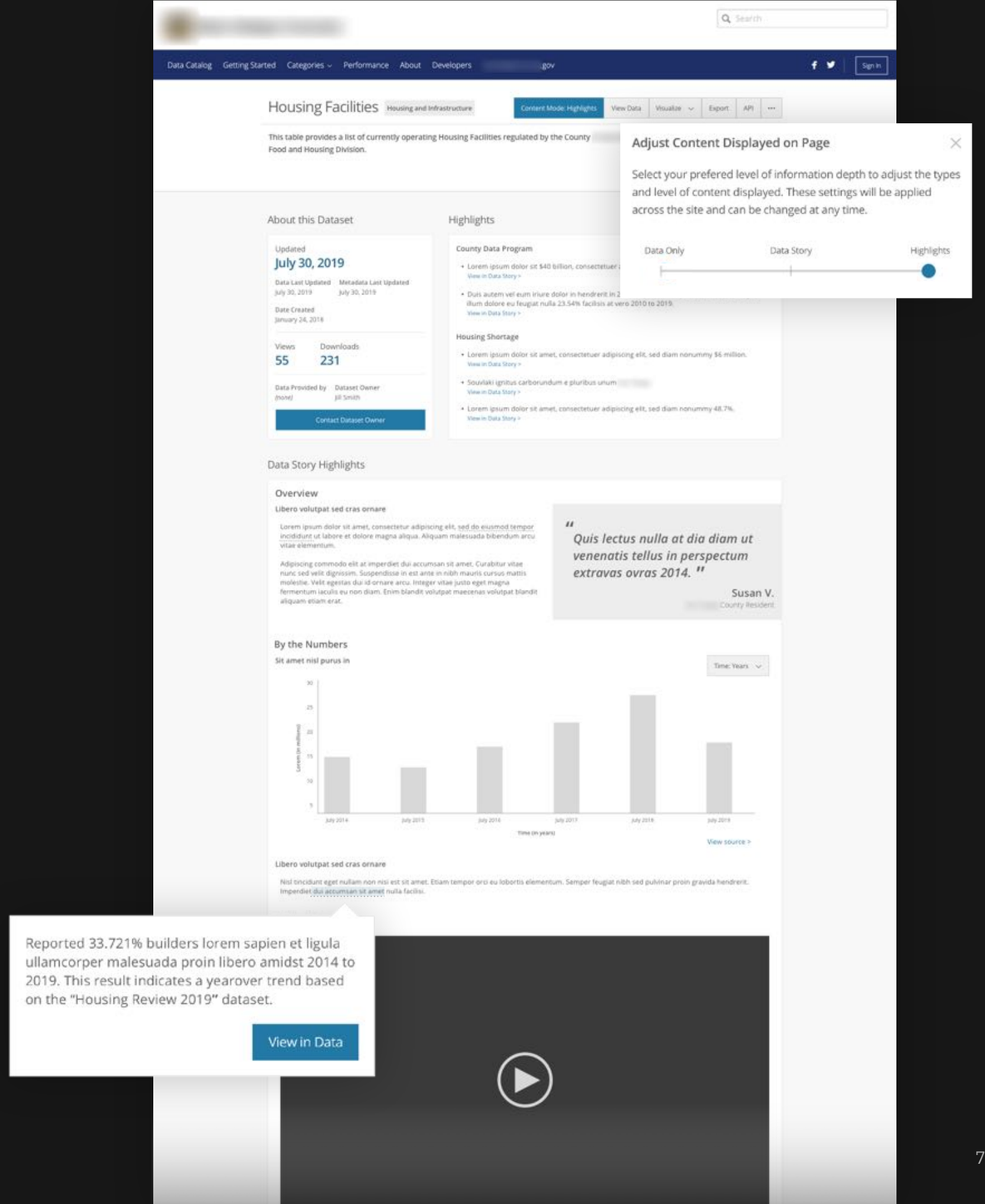
Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM’s design epicenter in Austin, TX.

01

OPEN DATA PORTAL

SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.



01 | OPEN DATA PORTAL

Case Study Overview

Outcomes

Redesigned Open Data Portal to improve trust and usefulness of published datasets plus identified / addressed major organizational complexities (such as closed team dynamics and redundant processes) to holistically transform the County's abilities to build and scale incredible end-user experiences.

Role

Creative Lead inclusive of Proposal Crafting, Client Relationship Management, User Research, Facilitation, UX/UI Design, and Prototyping

Challenges

Working within a compressed timeline and budget to serve the asks of the County and the real-world needs of both internal and external end-users.

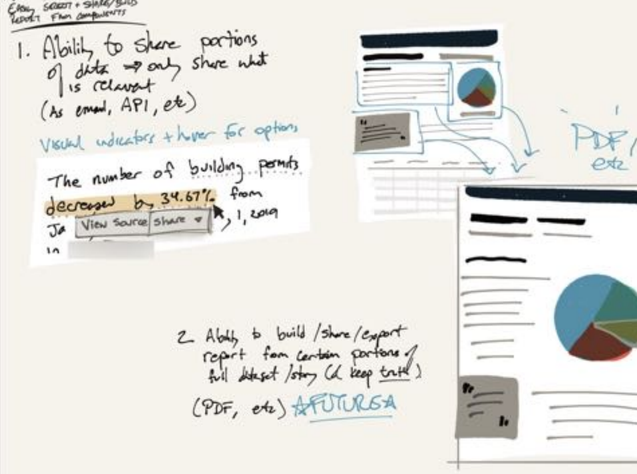
Impact

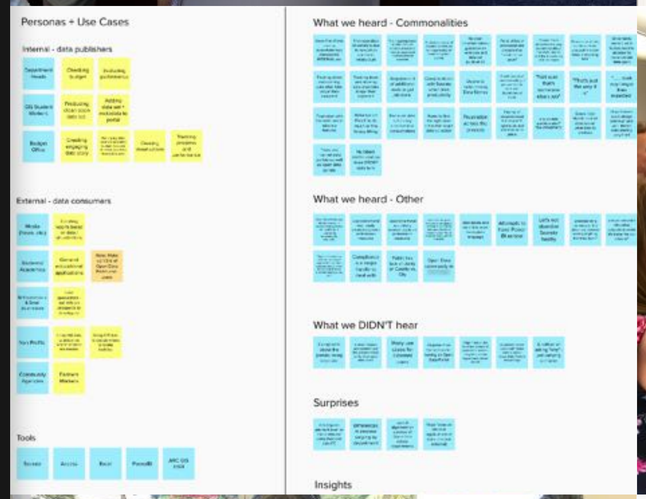
// Innovative redesign based on user- and stakeholder-informed input

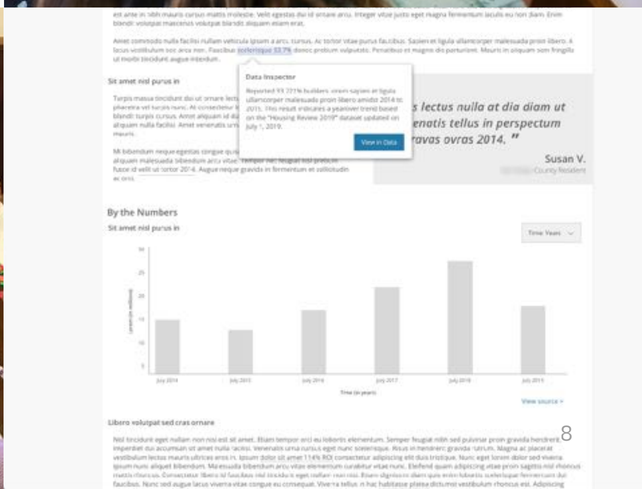
// Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes

// Directly led to 3 additional engagements with broader County

// Currently in proposal process with CDO for follow-on engagement







01 | OPEN DATA PORTAL

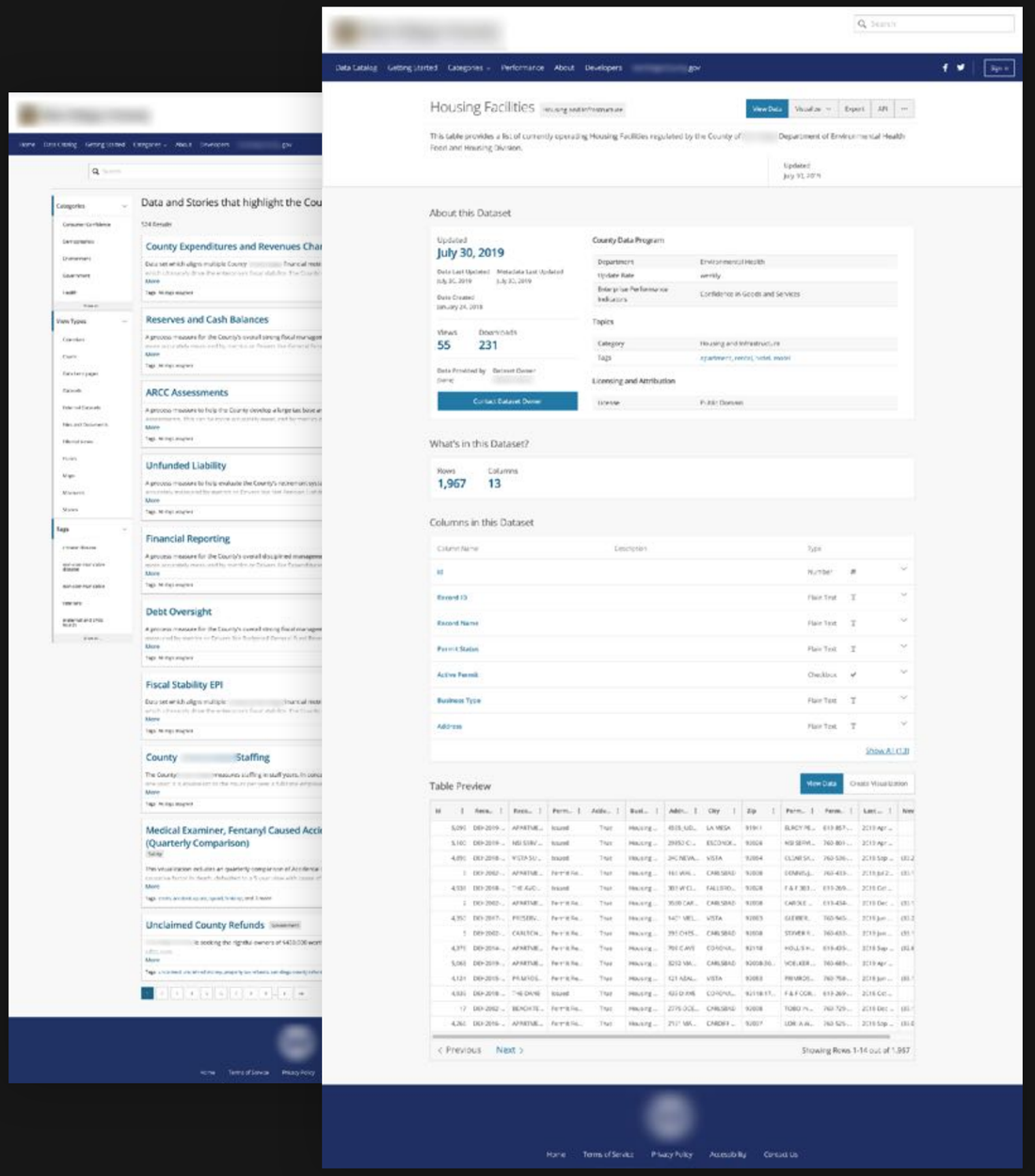
OPEN DATA PORTAL REDESIGN

// LOW USAGE

// LIMITED AWARENESS

// MULTIPLE SITES

// HIGH INVESTMENT



01 | OPEN DATA PORTAL

WHAT IF WE DID...

WK 01
USER RESEARCH
OP ID + ALIGNMENT

WK 02
DT WORKSHOP
DESIGN + PROTOTYPES

WK 03
USABILITY TESTING
DESIGN ITERATIONS
PACKAGING + HANDOFF

IN JUST THREE WEEKS.

01 | OPEN DATA PORTAL

Week 1 :: User Research + Insight Compilation

Goal

Gain understanding of world-of-today through the perspectives of real-world users and their many values, pains, needs, and goals

Method

Ethnographic User Research via interviews

Research Participants

10 external and internal users

External Users

// Strategy Consultant

// University Students

// Land Developer

// Small Business Owners

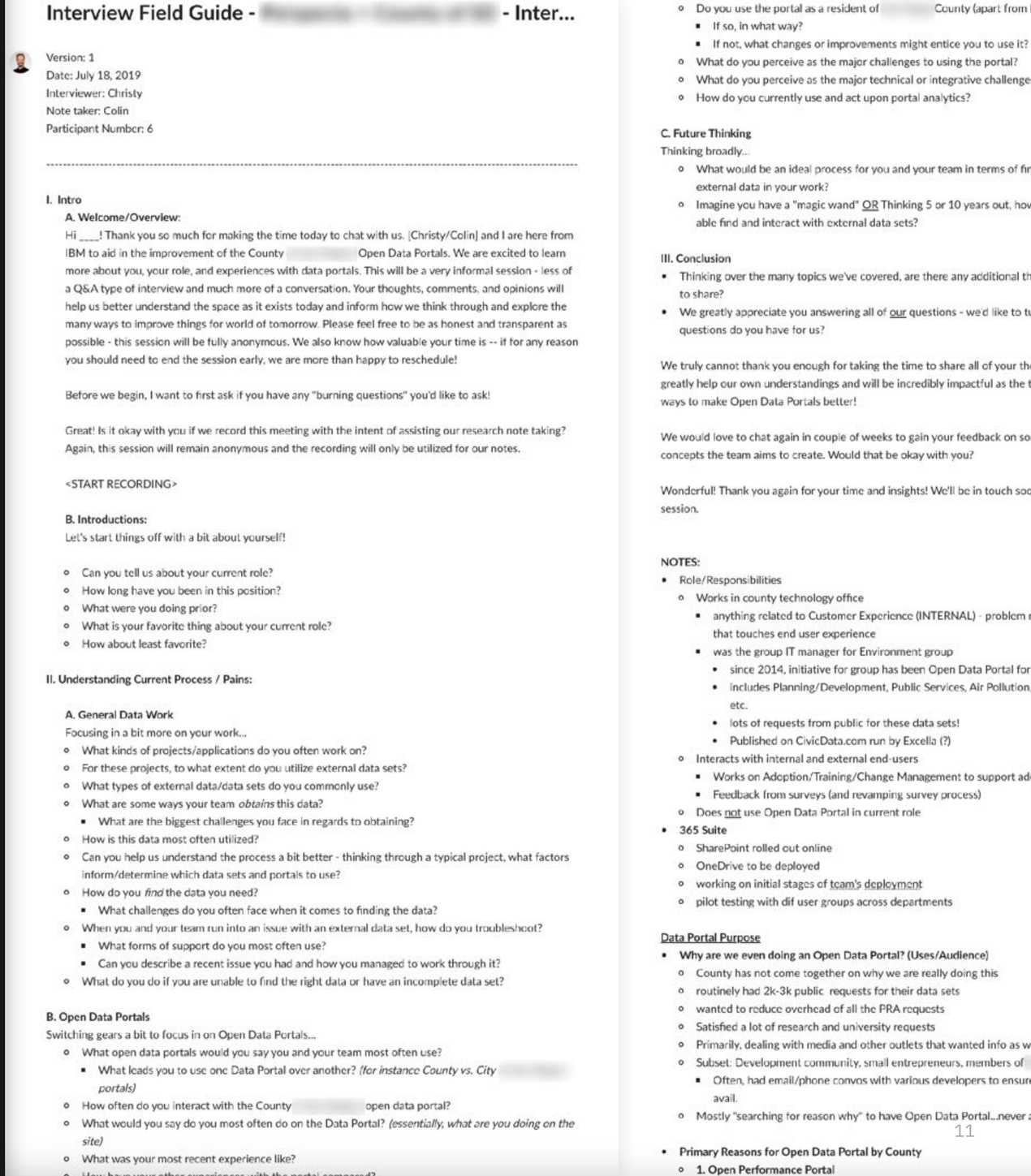
Internal Users

// Financial Planning

// IT Management

// Public Safety

// Land Use / Environmental Planning & Sustainability



Interview Field Guide - [redacted] - Inter...

Version: 1
Date: July 18, 2019
Interviewer: Christy
Note taker: Colin
Participant Number: 6

I. Intro

A. Welcome/Overview:

Hi ____! Thank you so much for making the time today to chat with us. [Christy/Colin] and I are here from IBM to aid in the improvement of the County [redacted] Open Data Portals. We are excited to learn more about you, your role, and experiences with data portals. This will be a very informal session - less of a Q&A type of interview and much more of a conversation. Your thoughts, comments, and opinions will help us better understand the space as it exists today and inform how we think through and explore the many ways to improve things for world of tomorrow. Please feel free to be as honest and transparent as possible - this session will be fully anonymous. We also know how valuable your time is -- if for any reason you should need to end the session early, we are more than happy to reschedule!

Before we begin, I want to first ask if you have any "burning questions" you'd like to ask!

Great! Is it okay with you if we record this meeting with the intent of assisting our research note taking? Again, this session will remain anonymous and the recording will only be utilized for our notes.

<START RECORDING>

B. Introductions:

Let's start things off with a bit about yourself!

- Can you tell us about your current role?
- How long have you been in this position?
- What were you doing prior?
- What is your favorite thing about your current role?
- How about least favorite?

II. Understanding Current Process / Pains:

A. General Data Work

Focusing in a bit more on your work...

- What kinds of projects/applications do you often work on?
- For these projects, to what extent do you utilize external data sets?
- What types of external data/data sets do you commonly use?
- What are some ways your team *obtains* this data?
  - What are the biggest challenges you face in regards to obtaining?
- How is this data most often utilized?
- Can you help us understand the process a bit better - thinking through a typical project, what factors inform/determine which data sets and portals to use?
- How do you *find* the data you need?
  - What challenges do you often face when it comes to finding the data?
- When you and your team run into an issue with an external data set, how do you troubleshoot?
  - What forms of support do you most often use?
  - Can you describe a recent issue you had and how you managed to work through it?
- What do you do if you are unable to find the right data or have an incomplete data set?

B. Open Data Portals

Switching gears a bit to focus in on Open Data Portals...

- What open data portals would you say you and your team most often use?
  - What leads you to use one Data Portal over another? *(for instance County vs. City [redacted] portals)*
- How often do you interact with the County [redacted] open data portal?
- What would you say do you most often do on the Data Portal? *(essentially, what are you doing on the site)*
- What was your most recent experience like?
- How have your other experiences with the portal compared?
- Do you use the portal as a resident of [redacted] County (apart from
  - If so, in what way?
  - If not, what changes or improvements might entice you to use it?
- What do you perceive as the major challenges to using the portal?
- What do you perceive as the major technical or integrative challenge
- How do you currently use and act upon portal analytics?

C. Future Thinking

Thinking broadly...

- What would be an ideal process for you and your team in terms of fir external data in your work?
- Imagine you have a "magic wand" OR Thinking 5 or 10 years out, how able find and interact with external data sets?

III. Conclusion

- Thinking over the many topics we've covered, are there any additional th to share?
- We greatly appreciate you answering all of our questions - we'd like to t questions do you have for us?

We truly cannot thank you enough for taking the time to share all of your th greatly help our own understandings and will be incredibly impactful as the t ways to make Open Data Portals better!

We would love to chat again in couple of weeks to gain your feedback on so concepts the team aims to create. Would that be okay with you?

Wonderful! Thank you again for your time and insights! We'll be in touch soo session.

NOTES:

- Role/Responsibilities
  - Works in county technology office
    - anything related to Customer Experience (INTERNAL) - problem that touches end user experience
    - was the group IT manager for Environment group
      - since 2014, initiative for group has been Open Data Portal for
      - includes Planning/Development, Public Services, Air Pollution, etc.
      - lots of requests from public for these data sets!
      - Published on CivicData.com run by Excella (?)
  - Interacts with internal and external end-users
    - Works on Adoption/Training/Change Management to support ad
    - Feedback from surveys (and revamping survey process)
  - Does not use Open Data Portal in current role
- **365 Suite**
  - SharePoint rolled out online
  - OneDrive to be deployed
  - working on initial stages of team's deployment
  - pilot testing with dif user groups across departments

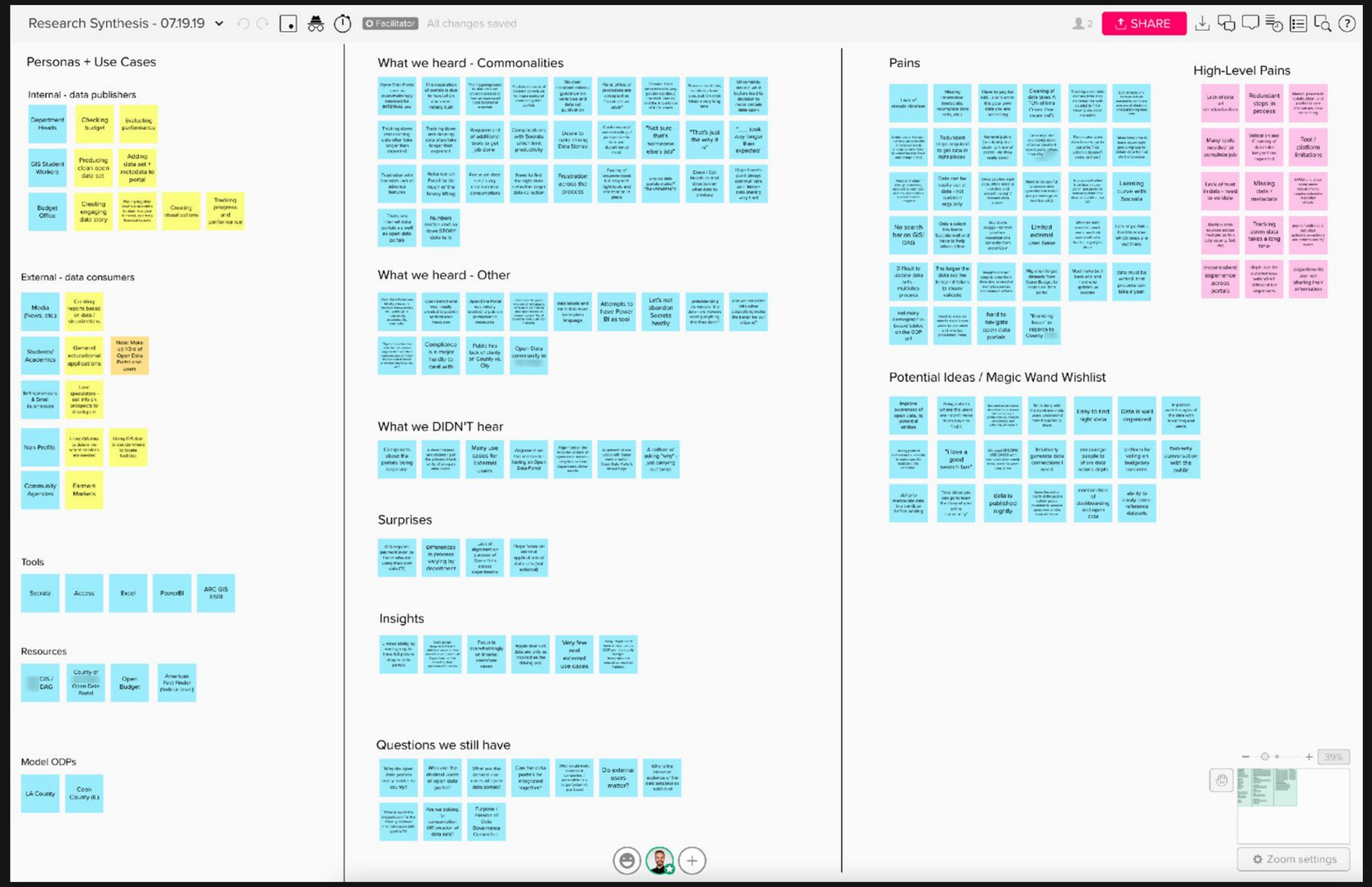
Data Portal Purpose

- **Why are we even doing an Open Data Portal? (Uses/Audience)**
  - County has not come together on why we are really doing this
  - routinely had 2k-3k public requests for their data sets
  - wanted to reduce overhead of all the PRA requests
  - Satisfied a lot of research and university requests
  - Primarily, dealing with media and other outlets that wanted info as w
  - Subset: Development community, small entrepreneurs, members of
    - Often, had email/phone convos with various developers to ensure avail.
  - Mostly "searching for reason why" to have Open Data Portal...never
- **Primary Reasons for Open Data Portal by County**
  - **1. Open Performance Portal**

01

01A **Research Synthesis**

Mural board to collect and organize real-time findings from interviews and research moments.



Cleaning of data takes A TON of time ("more than expected")

Missing information (metadata, incomplete data sets, etc.)

depts can be autonomous with VERY different biz objectives

departments are not sharing their information

Groups don't often trust data on open portal and prefer to manually obtain the data to publish a new set

01

01B **Research Playback**

Findings and insights shared in presentation format with broadened group of stakeholders.

Personas and Use Cases

Who uses the open data portal, and why? And who *should be* using it?

An understanding of the end user and their goals is fundamental to improving their experience. Our interviewees acquainted us with the various categories of people who publish, consume, and interact with the open data portal.

IBM **Garage** |

External users : the data consumers

- The **media** creates public-facing reports based on data and visualizations
- **Students and academics** use the data for educational purposes—how to interact with data and how to extract insights from it. This group makes up 1/3 of the Open Data Portal's end users.
- **Entrepreneurs and small businesses** use data in creative ways to bolster their businesses—for example, to sell information about prospective real estate to land developers
- **Non-profit organizations** use GIS data to determine areas of need, and to decide where to optimally locate facilities and services
- **Community partners**, such as farmer's markets and other groups under Weights & Measures regulation

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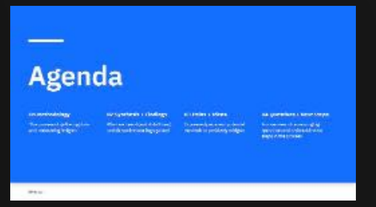
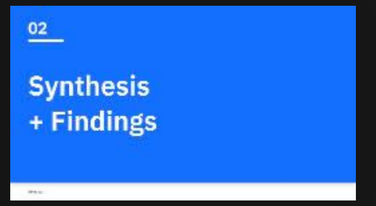
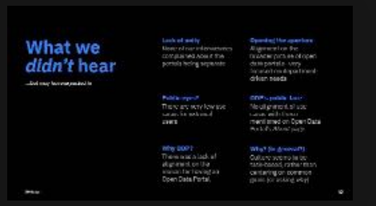
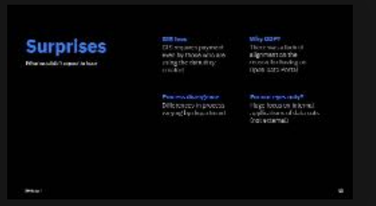
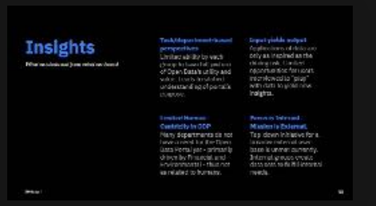










01 | OPEN DATA PORTAL

Week 2 :: Design Thinking Workshop + Stakeholder Alignment

Goal

Align stakeholders and define To-Be vision + MVP (Minimum Viable Product)

Method

Two-day in-person Design Thinking Workshop

Workshop Participants

15 participants including:

// 10x County Employees

// 1x IT Vendor Representative

// 4x Sponsor Users (Constituents)

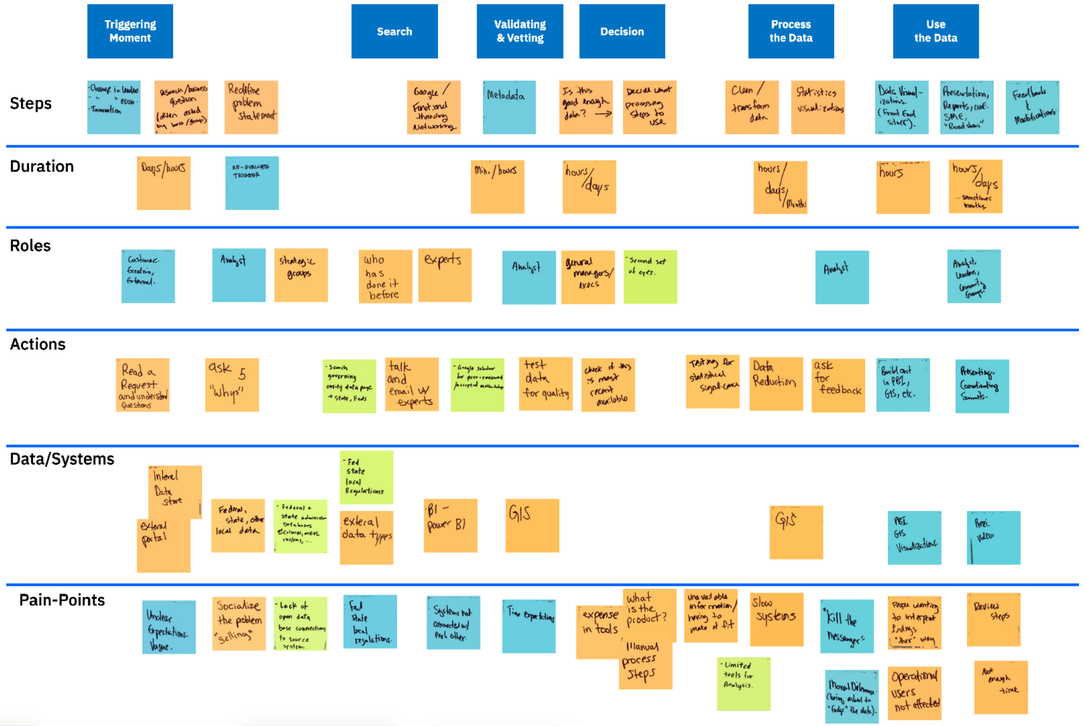
01

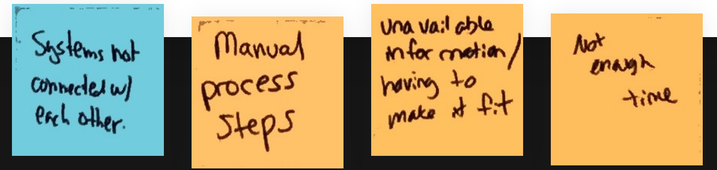
01C **Understanding As-Is State for Primary Users**

User Mapping, Empathy Mapping, and Customer Journey Mapping activities help establish a collective understanding of the primary users' personas, processes, and pains.

Key Steps:

- Change in leaders / Innovation
- Research/business question
- Redefine problem statement
- Google/functional threading network
- Metadata
- Is this good enough data?
- Decide what processing steps to use
- Clean/transform data
- Statistics visualizations
- Data visualizations (front end)
- Presentation, reports, conf., SME, "roadshow"
- Feedback and modifications





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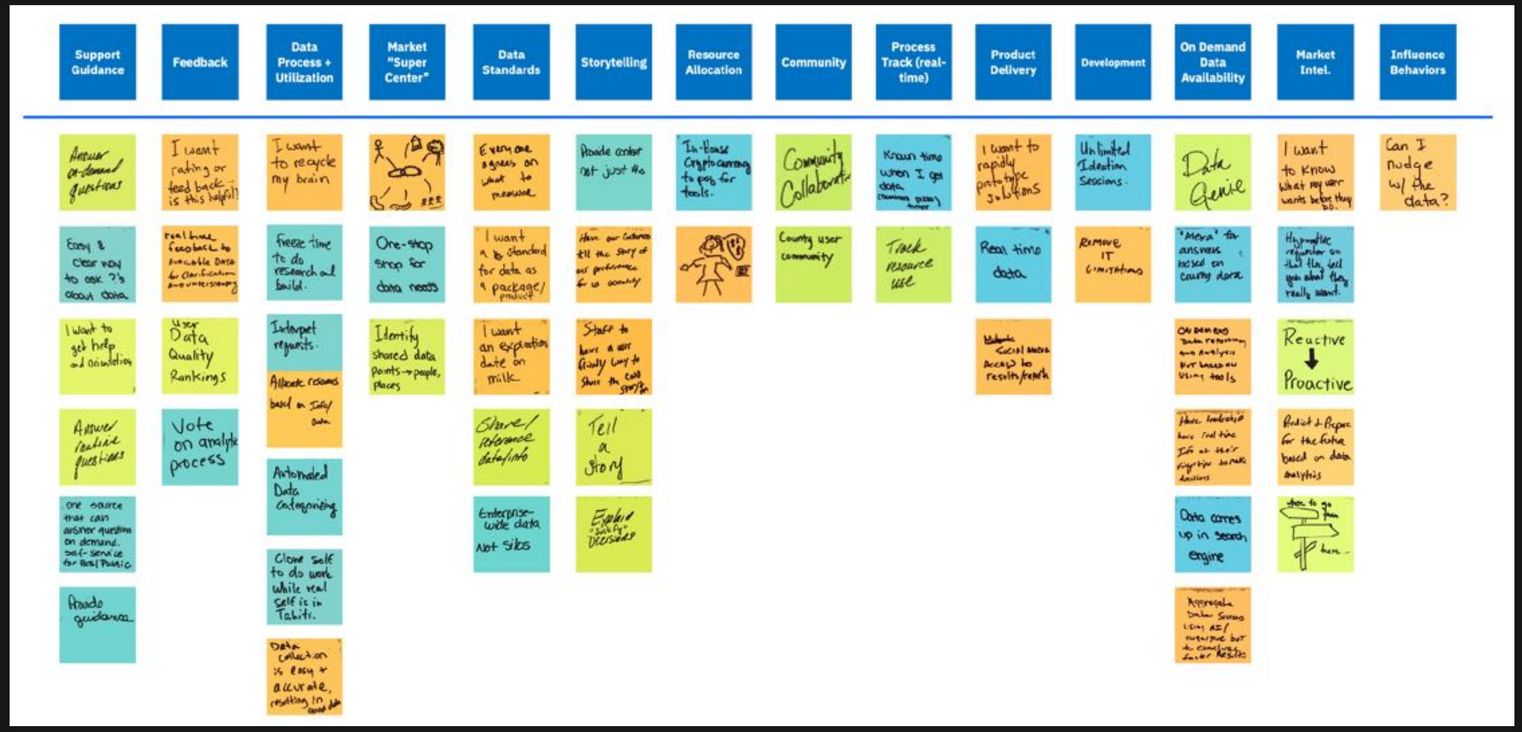
01D **Exploring Ideas and To-Be State**

Brainstorming, prioritization, and storyboarding activities help identify potential ways to address the key pains of our primary users.



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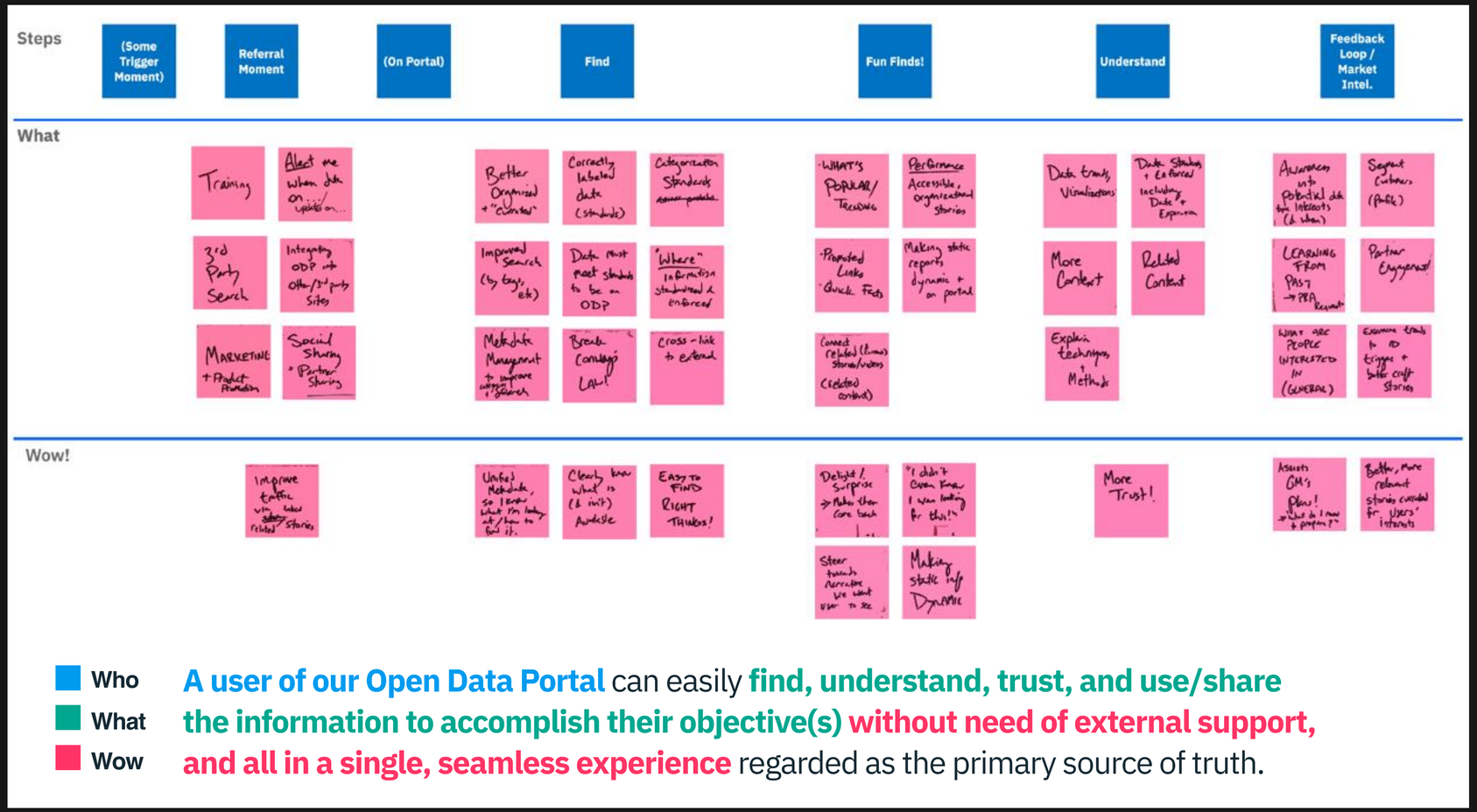
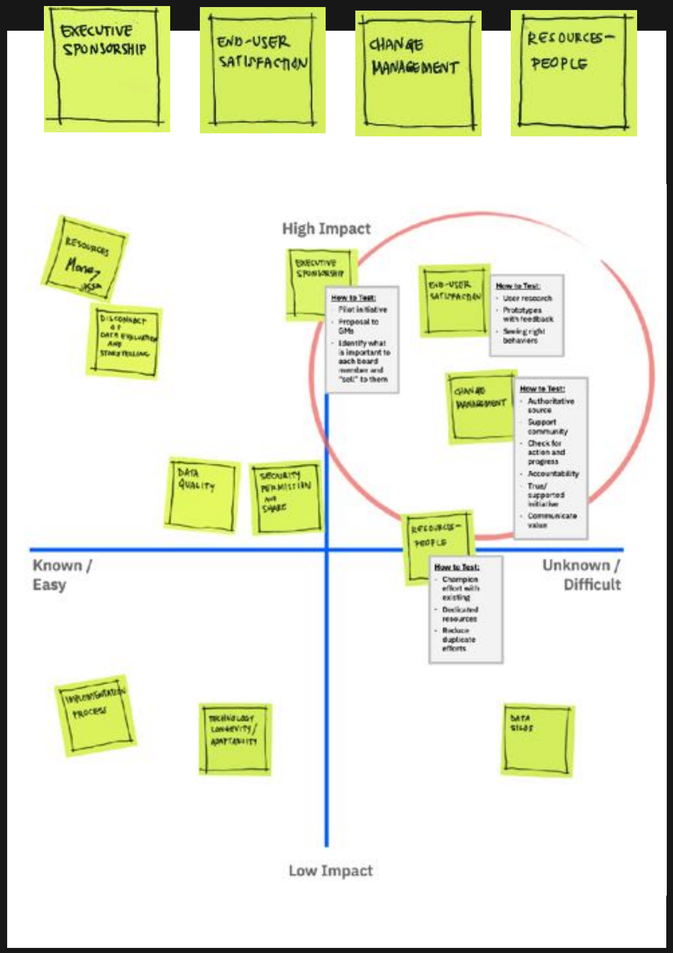
01E **Unified To-Be Vision and Risk Assessment**

Defining and aligning around a unified vision, journey map, and key risks for our To-Be state.





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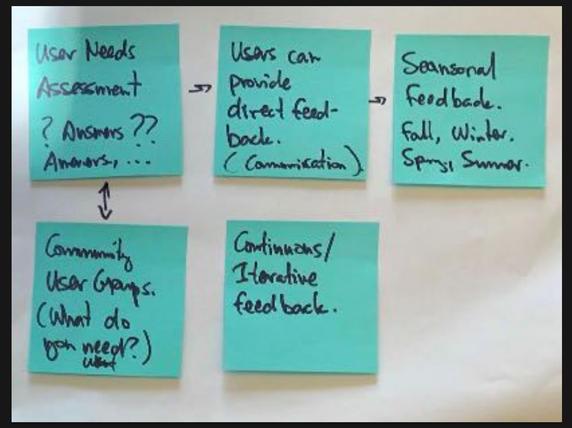
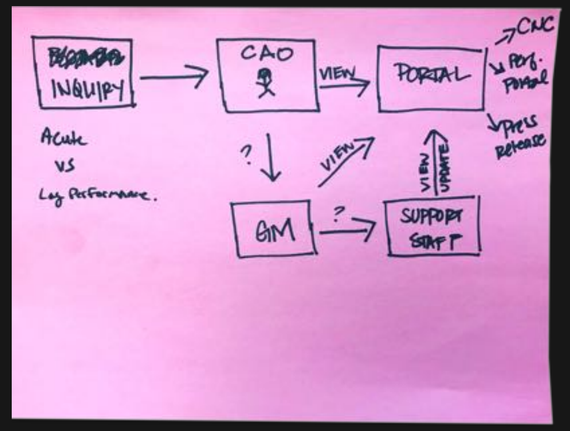
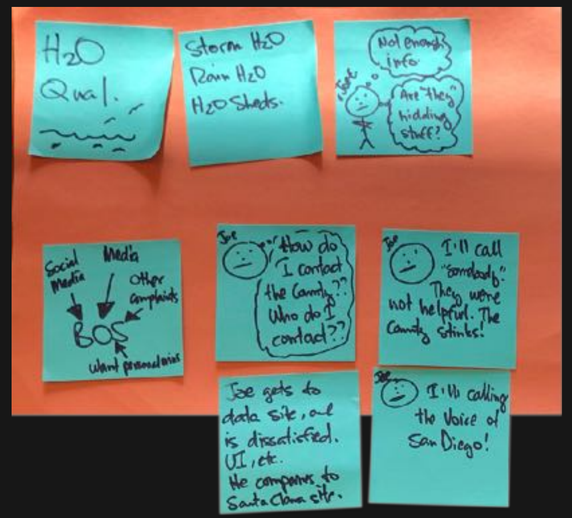
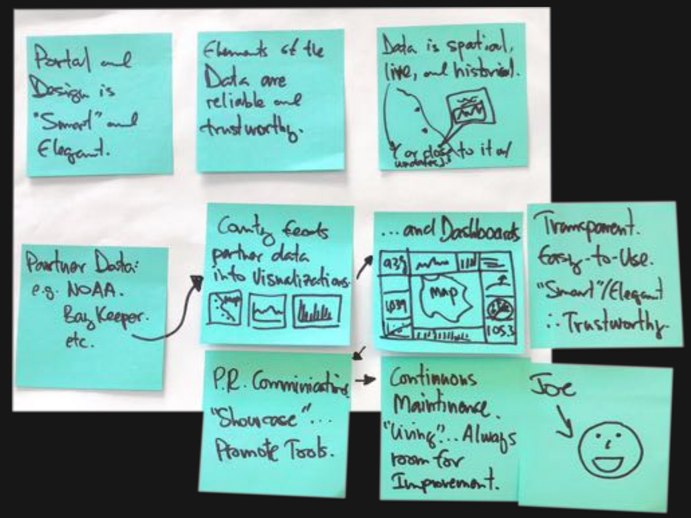
01F **Defining and Aligning on Minimum Viable Product (MVP)**

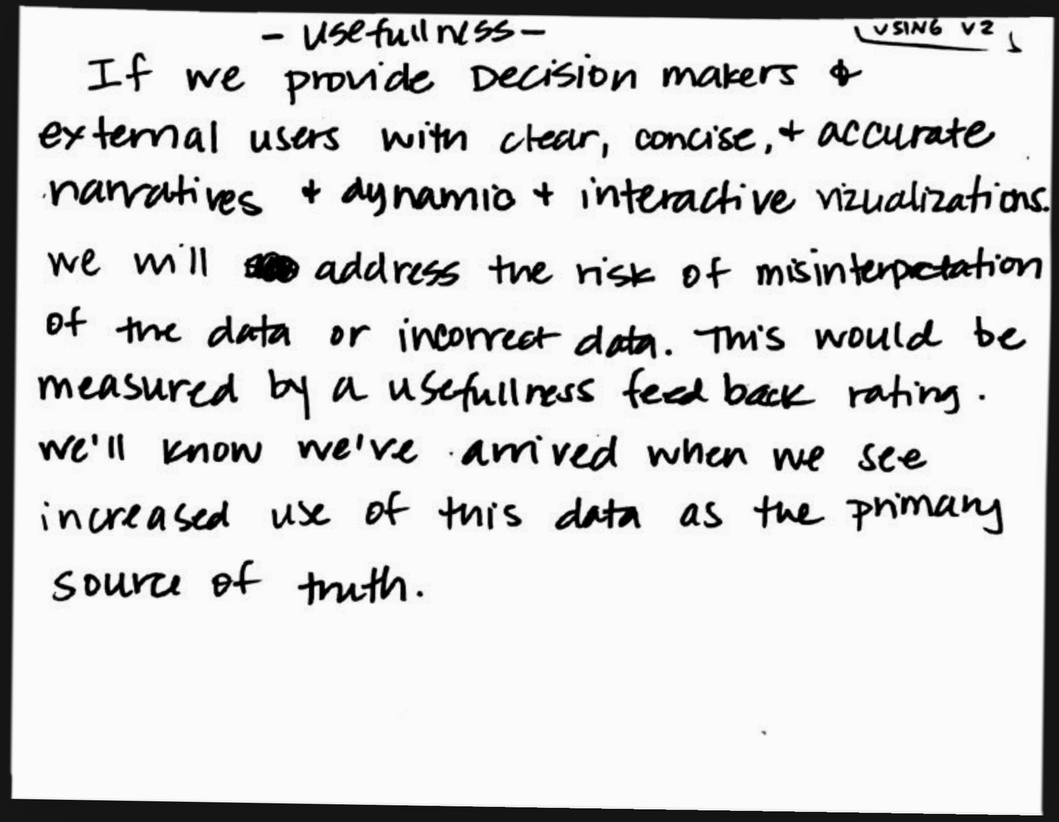
MVP Process maps and hypothesis statement of what we can build immediately to test against key risks.











01 | OPEN DATA PORTAL

Week 2 + 3 :: Design, Prototype, Feedback, and Handoff

Goal

Test, validate, and iterate designs plus concepts with end-users

Method

Usability Testing using click-through mid-fidelity prototypes

Usability Testing Participants

9 external and internal users

External Users

// Strategy Consultant

// University Students

// Land Developer

// Small Business Owners

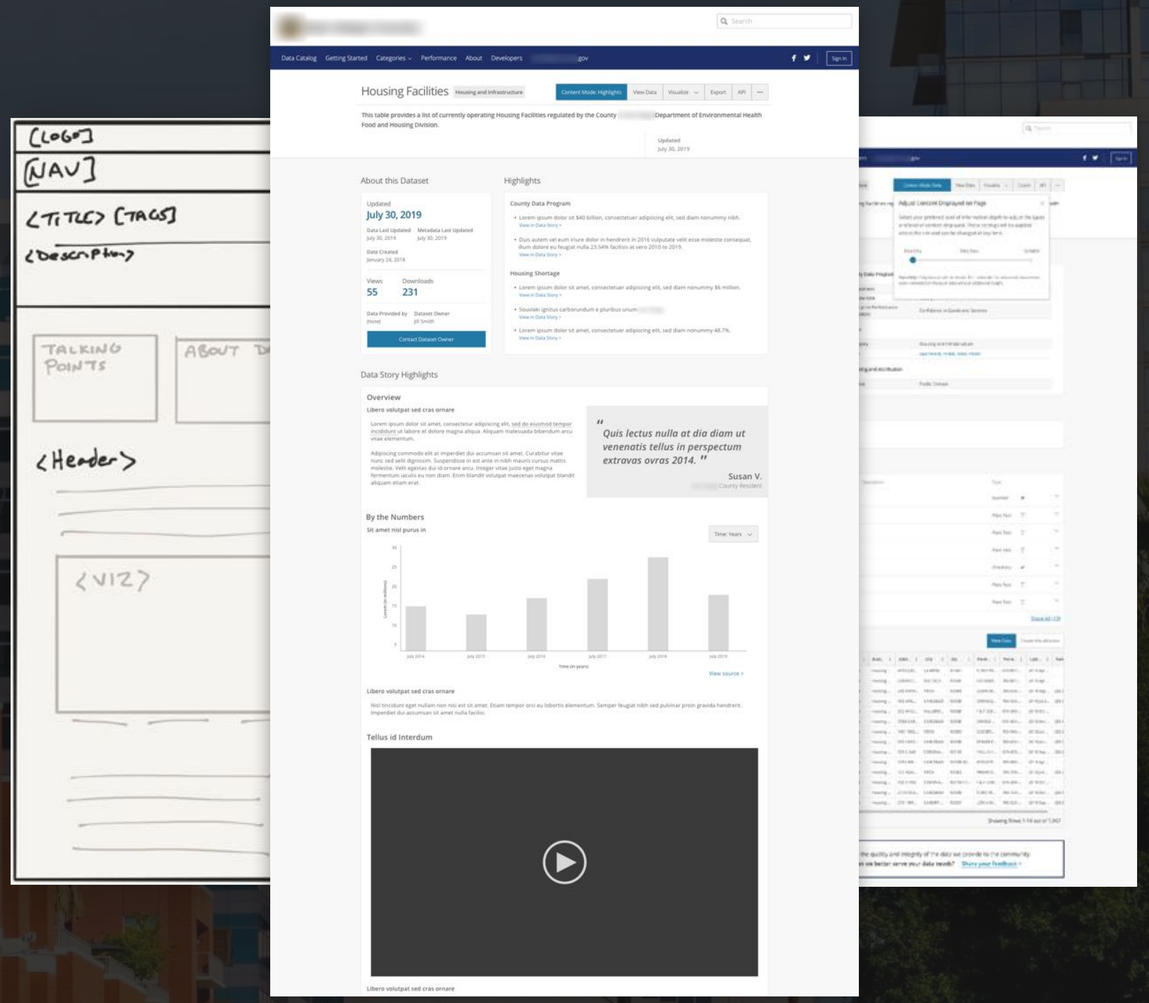
Internal Users

// Financial Planning

// IT Management

// Public Safety

// Land Use / Environmental Planning & Sustainability



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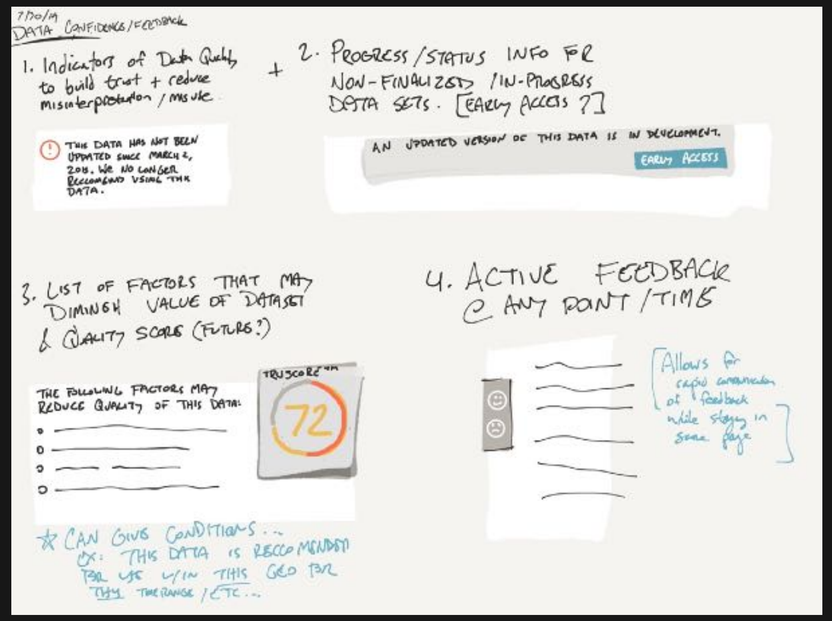
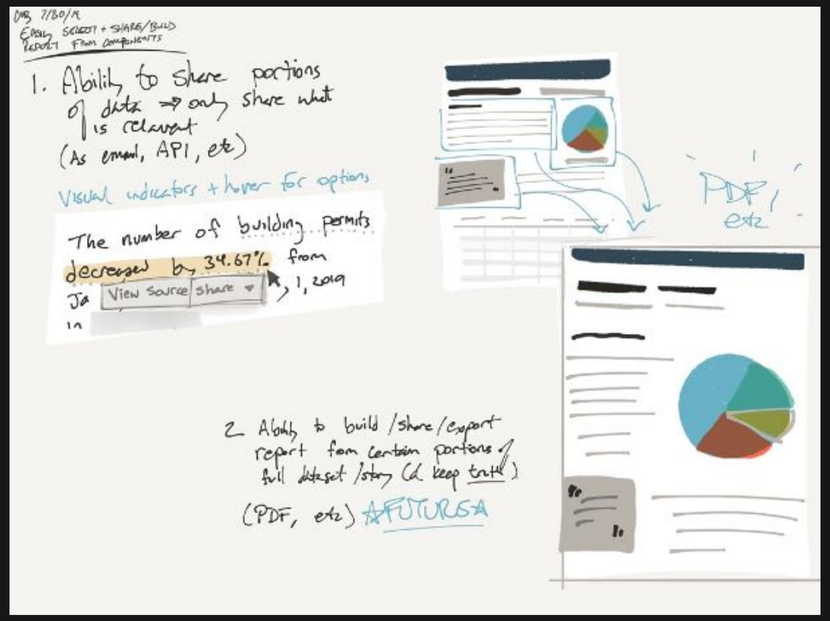
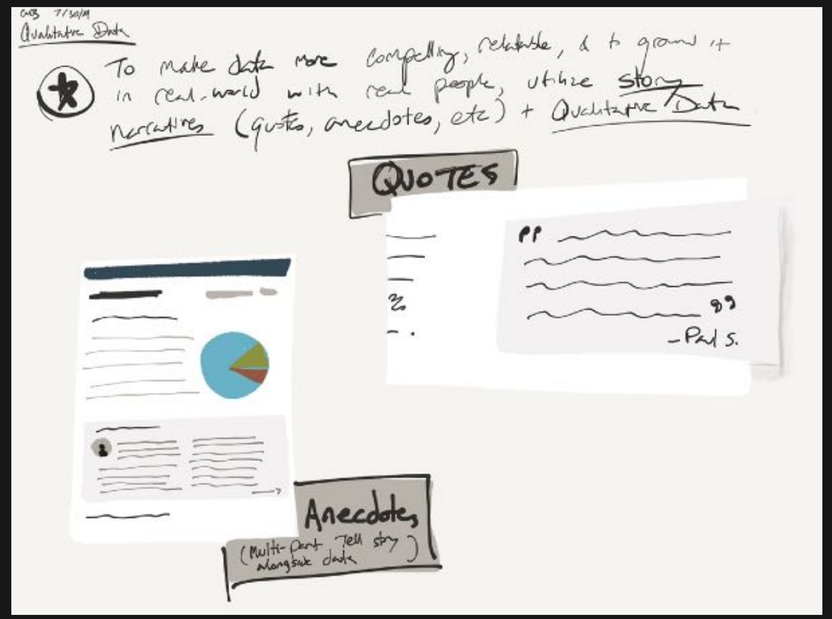
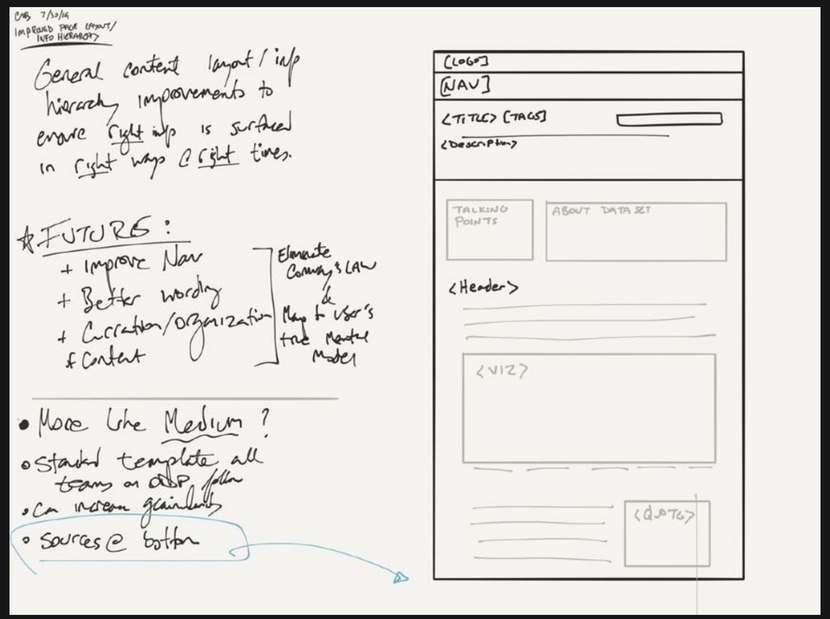
01G **UX Capabilities and User Enablements**

A translation of user enablements and concepts into visual designs.









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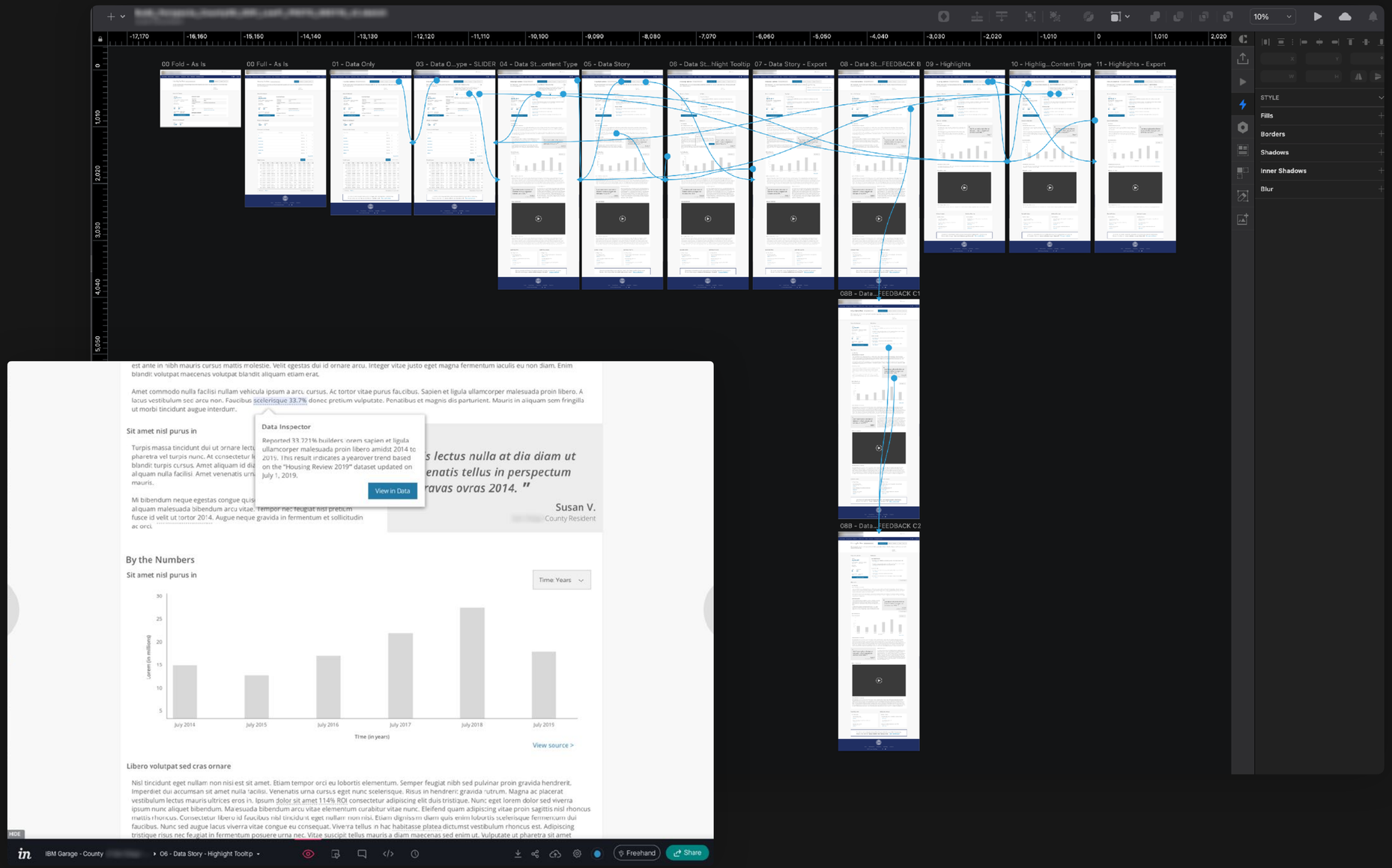
01H **Mid-Fidelity Wireframes and Prototypes**

Sketch with InVision's Craft plugin used to rapidly build mid-fi wires and prototypes to test with end-users.



01

01I **Usability Testing and Feedback Presentation**

User feedback on prototype and concepts synthesized into presentation for stakeholders.

01

Content Mode
Feedback

What we heard from our users in regards to this concept and its design

Button label misinterpretations
Misperceived as descriptor for type of data shown (GIS file, CSV, etc.) by 40% of users

Minimal learning curve
After one encounter with the Content Mode option menu, all users understood the concept

"Really unique! I've never seen that before!"

Matching expectations
~60% of users correctly guessed the functionality of the concept from the button label alone

"Really excited about different content modes!"

A hit with all users
Immediately resonated with users as a useful and needed enablement

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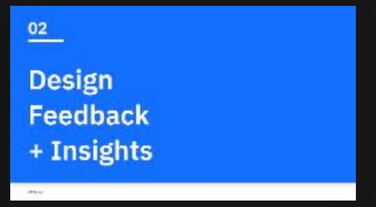
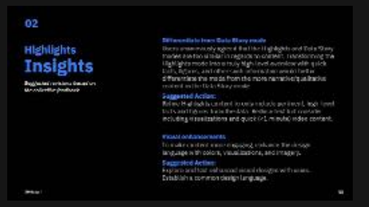
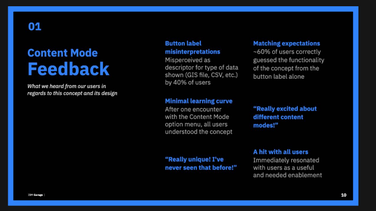
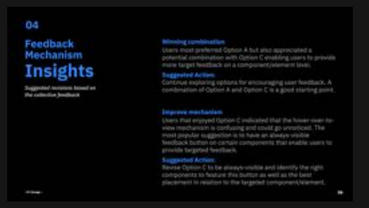








01

01I **Usability Testing and Feedback Presentation**

User feedback on prototype and concepts synthesized into presentation for stakeholders.

04

Feedback Mechanism Insights

Suggested revisions based on the collective feedback

Winning combination

Users most preferred Option A but also appreciated a potential combination with Option C enabling users to provide more target feedback on a component/element level.

Suggested Action:

Continue exploring options for encouraging user feedback. A combination of Option A and Option C is a good starting point.

Improve mechanism

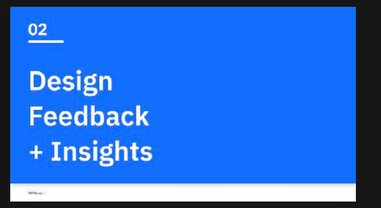
Users that enjoyed Option C indicated that the hover-over-to-view mechanism is confusing and could go unnoticed. The most popular suggestion is to have an always-visible feedback button on certain components that enable users to provide targeted feedback.

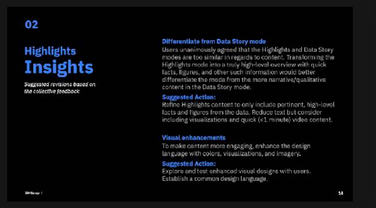
Suggested Action:

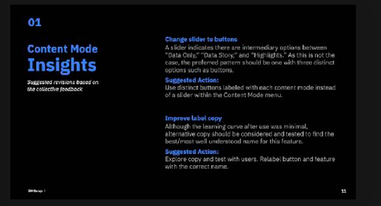
Revise Option C to be always-visible and identify the right components to feature this button as well as the best placement in relation to the targeted component/element.

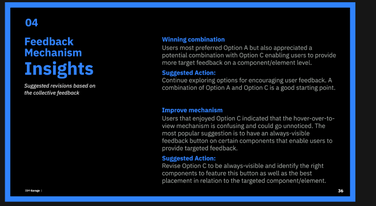
IBM **Garage** |

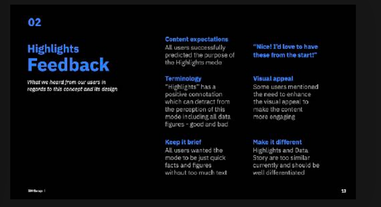
36









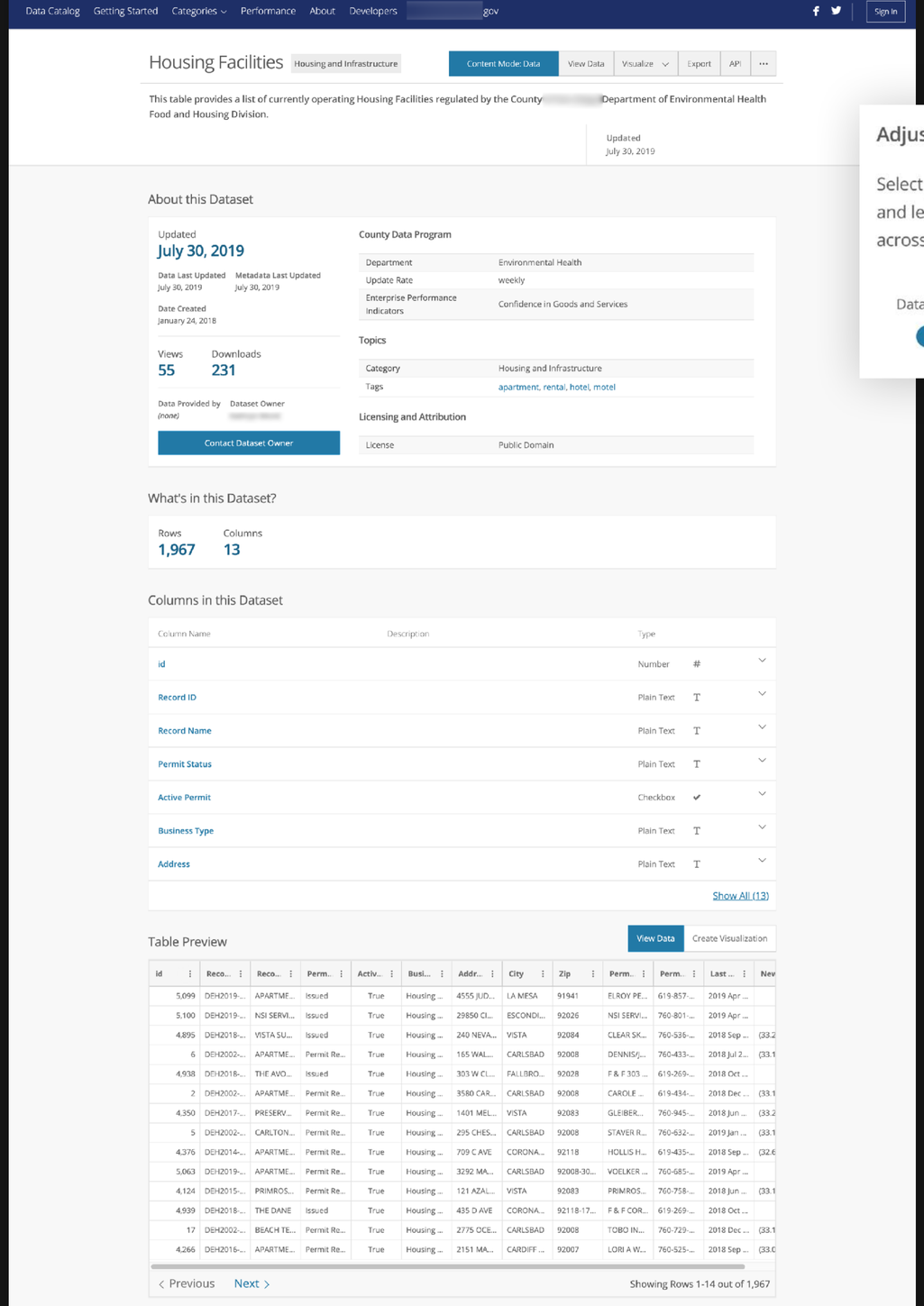


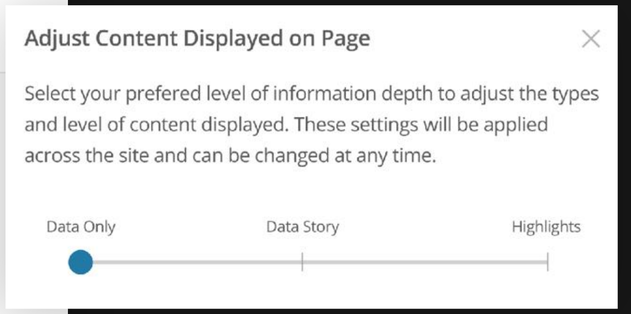
01

01J **Iterating and Finalizing Designs**

Designs finalized using feedback from usability testing sessions.

“Content Mode” feature shown here.





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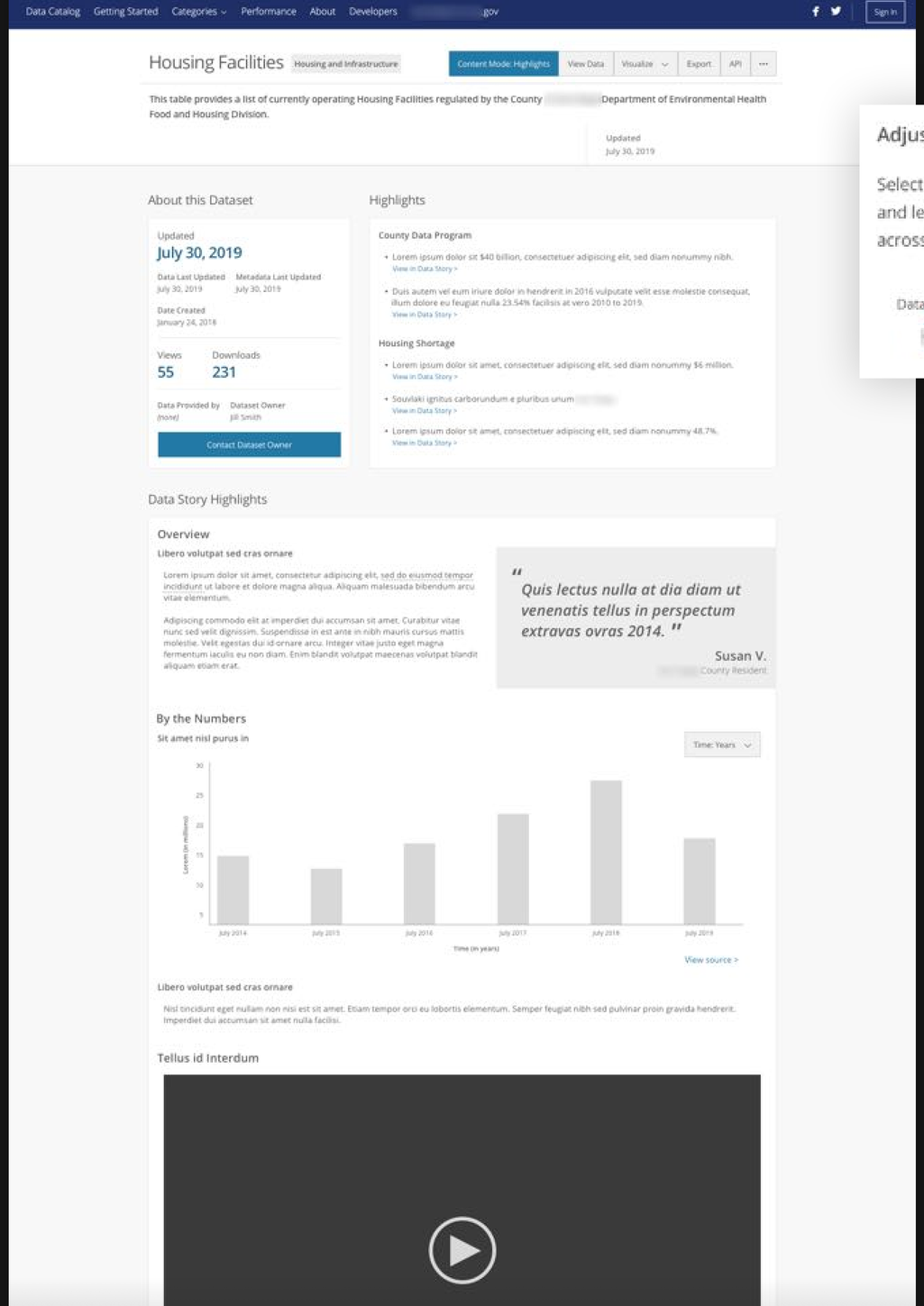

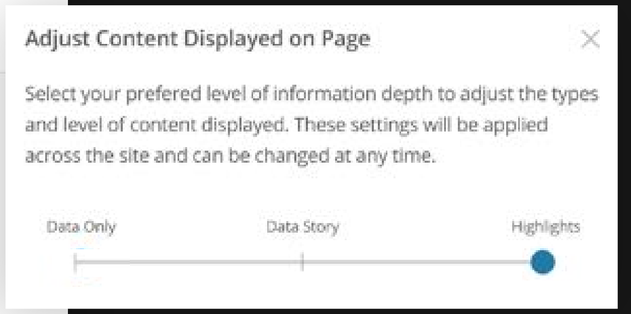

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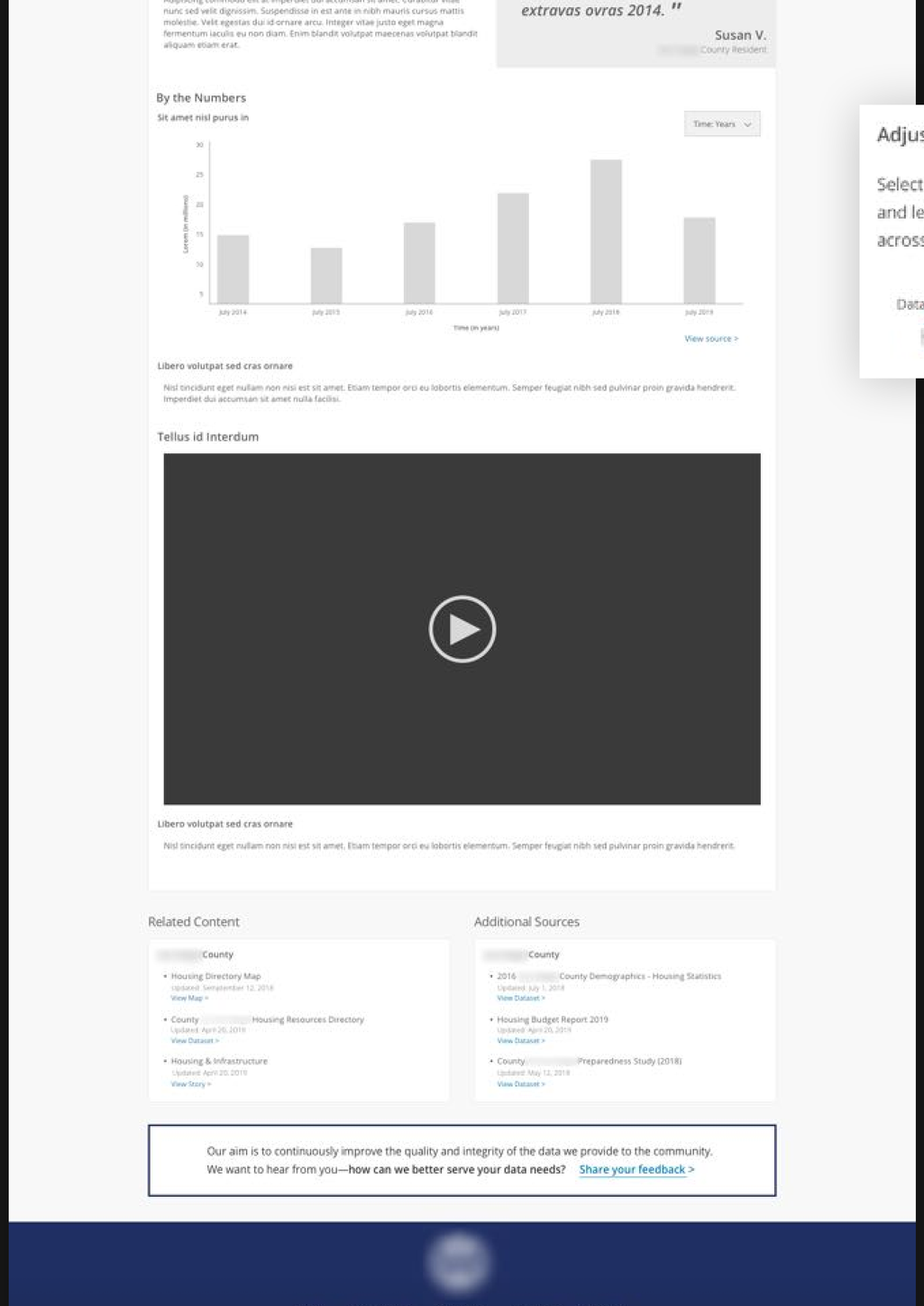
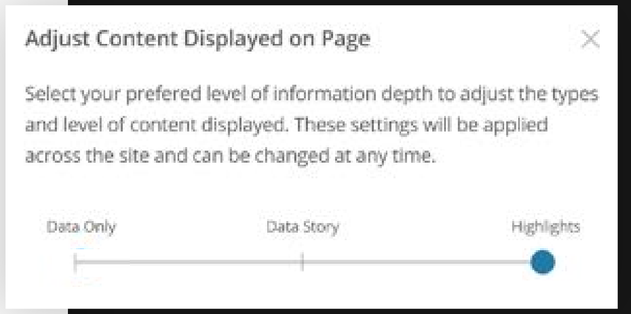




01 | OPEN DATA PORTAL

Conclusion + Outcomes

Recap

Three week project inclusive of user research, Design Thinking workshop, prototype design with usability testing, and design iteration to address organizational complexities and deliver improved end-user experience.

Final Deliverables

// Packaged Mid-Fidelity Wireframes and Prototypes

// Visual Assets and Component Library

// Design Specs for development and implementation

// Synthesized Research with insights, findings, and suggestions

// Master Deck with Actionable Recommendations on next steps

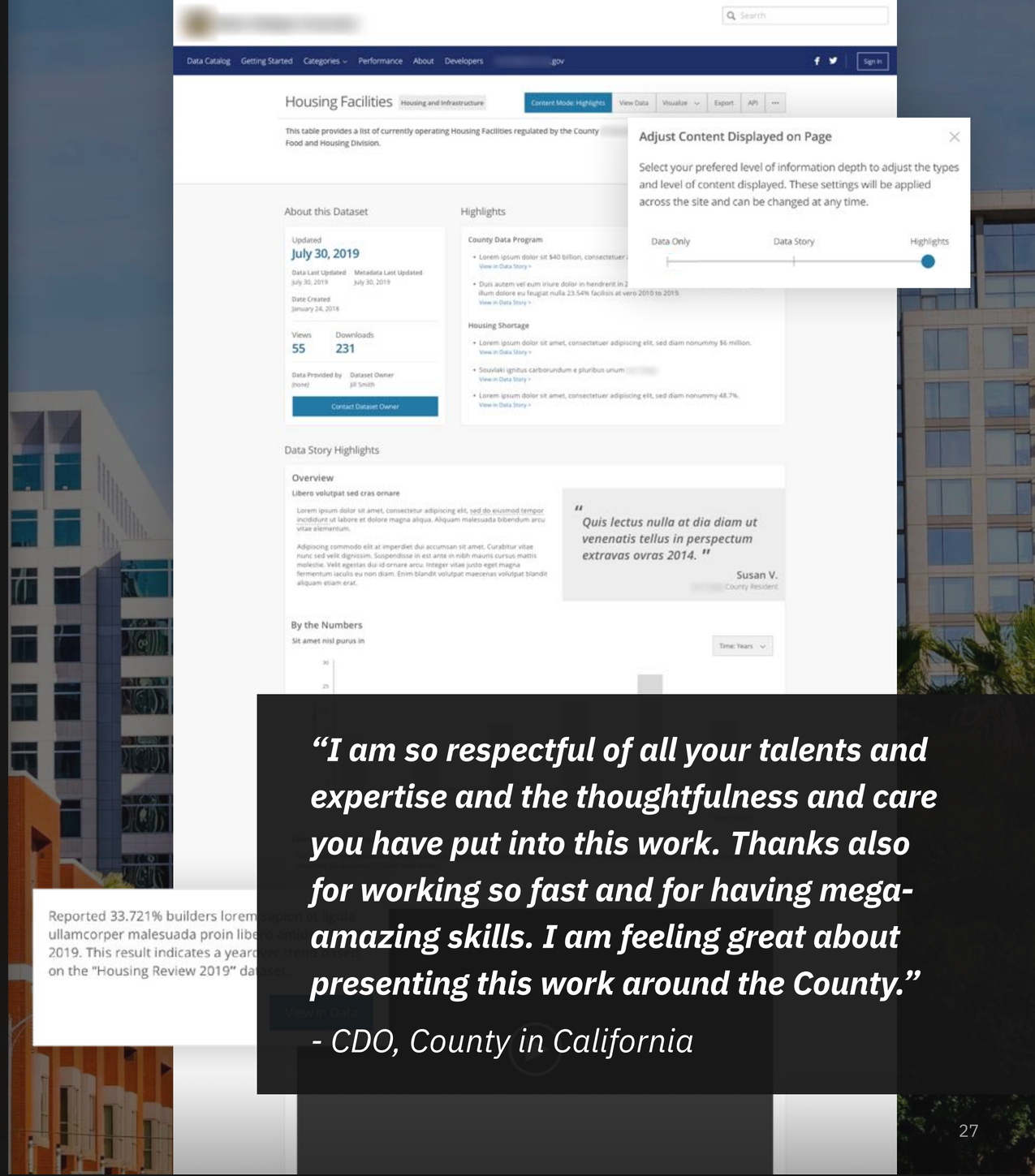
Successes and Next Steps

// Innovative redesign based on user- and stakeholder-informed input

// Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes

// Directly led to 3 additional engagements with broader County

// Currently in proposal process with CDO for follow-on engagement



"I am so respectful of all your talents and expertise and the thoughtfulness and care you have put into this work. Thanks also for working so fast and for having mega-amazing skills. I am feeling great about presenting this work around the County."

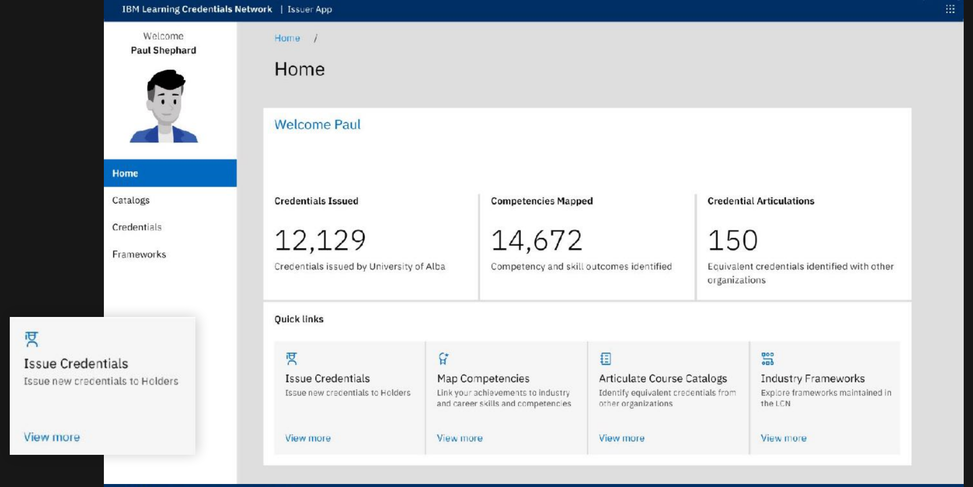
- CDO, County in California

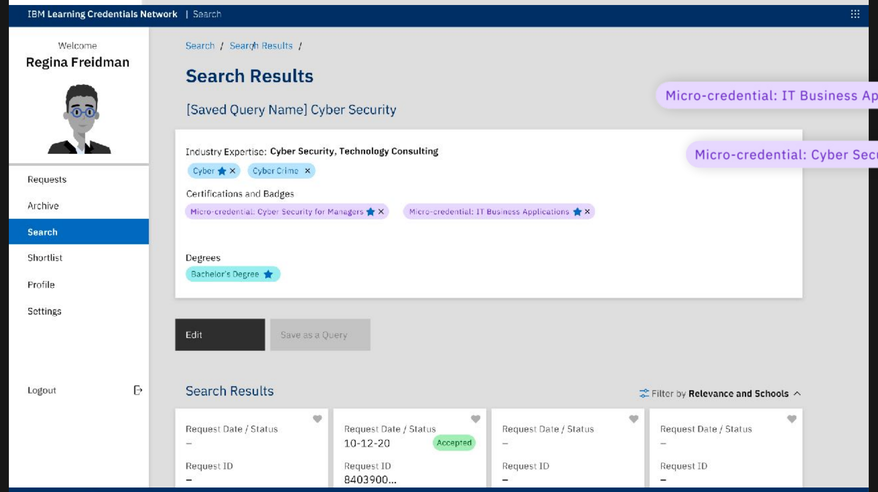
02

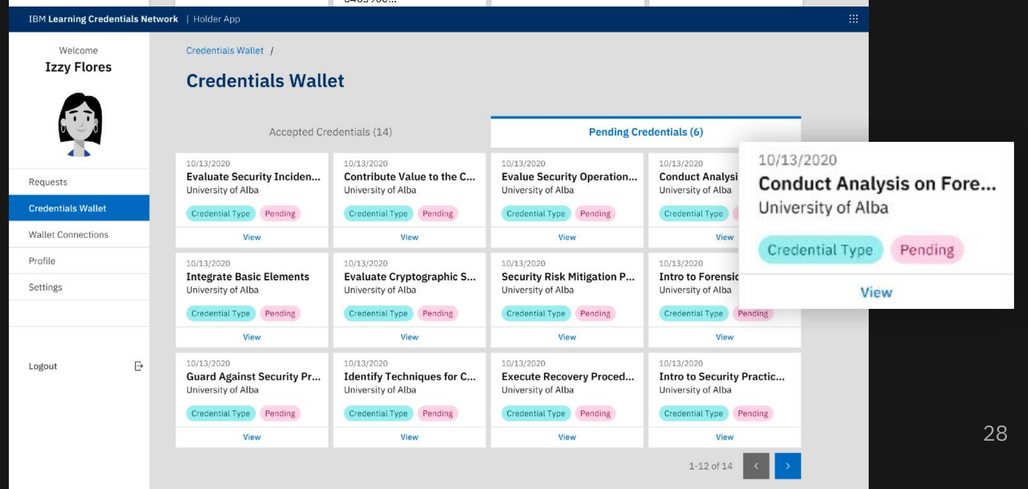
THE LEARNING CREDENTIAL NETWORK

SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind blockchain network for learners, educators, and employers.







Colin Budd | Portfolio | 2023

02 | LCN

Case Study Overview

Outcomes

A first-of-its-kind platform to connect learners, employers, and educators across industries on a trusted. Blockchain-based network. Matches job seekers with the right opportunities as well as learners with the best learning-pathways to support an ever-evolving skill-based economy.

Role

Blockchain Design Subject Matter Expert and Creative Lead inclusive of Facilitation, UX/UI Design, Prototyping, Visual Design

Challenges

Ability to unify vastly disparate goals, systems, and processes of over 12 external partners and 4 internal teams to achieve alignment and buy-in

Impact

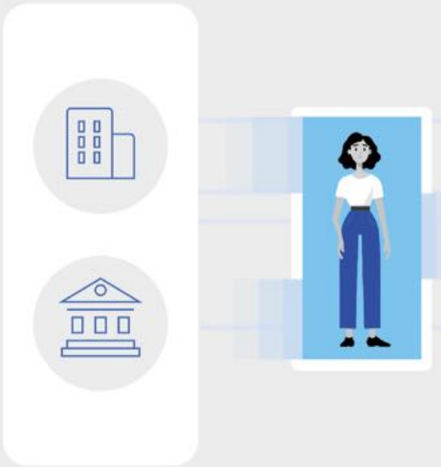
// Launch of two first-of-their-kind pilots addressing skills-to-career gap

// Total of 37 participants across the two pilot networks and consortiums

// 3 new pre-GA networks in process of substantiation

// Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce

All participants realize benefits

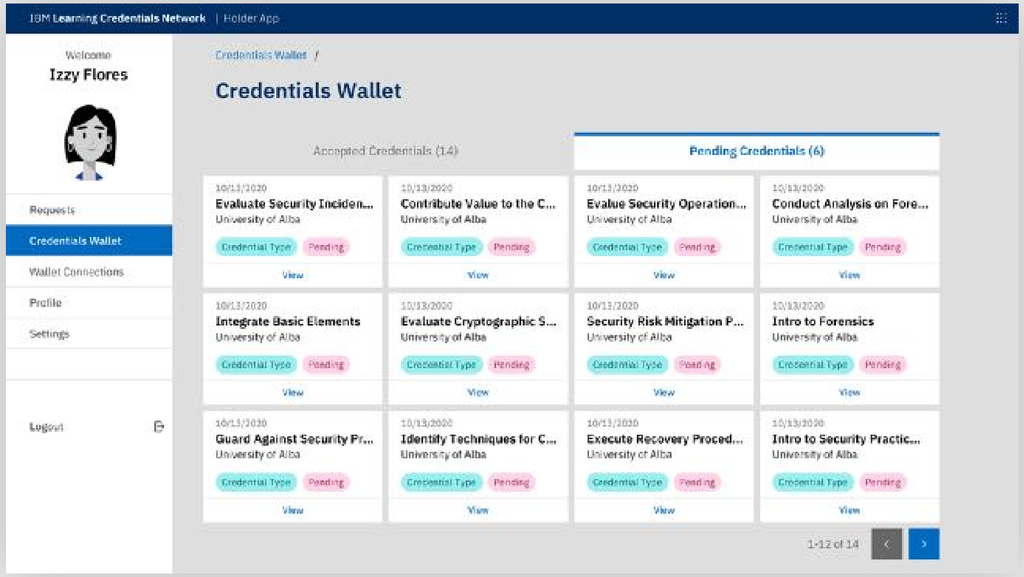


Verify a prospect's credentials
With blockchain technology, information about the skills-based credentials on the LCN are auditable, traceable and verifiable—in seconds, helping to speed and promote trust in the hiring process.

Reduce the time and cost of hiring
The LCN provides nearly instantaneous verification of credentials, certifications and licenses.

Replace cumbersome manual processes
The LCN enables credential issuers to connect with employers and provide verifiable certifications and licenses almost instantly.

Put learners and job seekers in control
With the LCN, individuals have a secure hub to store and manage the degrees and credentials earned over a lifetime, including continuing education, professional certifications and badges from employers.



02 | LCN

TRUST.
AGILITY.
SUCCESS.

DESIGNED BY & FOR

LEARNERS.
EDUCATORS.
EMPLOYERS.

02 | LCN

12 WEEKS TO LAUNCH:

WK 01 - 04

12 EXT. PARTNERS
3x DT WORKSHOPS
ALIGNED VISION + MVP

WK 05 - 06

MVP BUILD-UP
USABILITY TESTING
PILOT GREEN LIGHT

WK 07 - 12

UI + DEV REFINEMENT
ONBOARDING
2X PILOT RELEASE

- // IBM Blockchain
- // IBM Watson (Education)
- // IBM Research
- // IBM Garage

- // iQ4
- // Central New Mexico Community College (CNM)
- // New Mexico University (NMU)
- // Presbyterian Healthcare Services
- // Ethos Veterinary Health
- // Lincoln Memorial University
- // The Ohio State University
- // Virginia Maryland College
- // Colorado State University
- // Association of American Veterinary Medical Colleges
- // Western Governors University (WGU)
- // National Student Clearinghouse
- \+ *Additional Partners for Pilot Launch*

02 | LCN

Veterinary Sciences Workshop

Goal

Align stakeholders identify and solve for key pains plus define a unified To-Be Vision + MVP (Minimum Viable Product)

Method

Two-day Design Thinking Workshop held in-person

Workshop Participants

14 external + 8 internal (IBM) including:

// Deans & Associate Deans
// Learners (Bachelor & PhD Candidates)
// CEOs & Executives
// Higher Education Professors
// Watson SMEs
// Blockchain Solution Architects
// Industry Executives

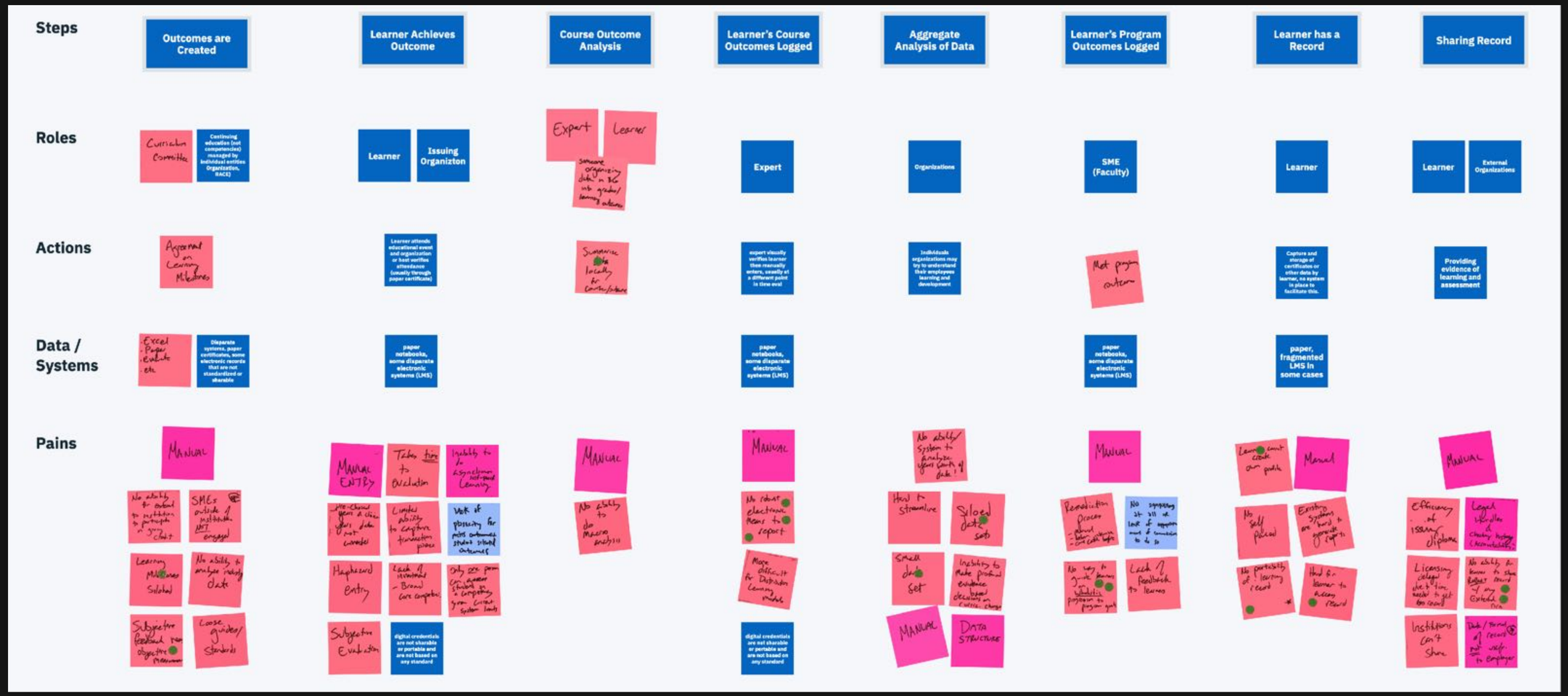
Participating Partners

// Ethos Veterinary Health
// Lincoln Memorial University
// The Ohio State University
// Virginia Maryland College of Veterinary Medicine
// Colorado State University
// Association of American Veterinary Medical Colleges

02

02A **Alignment of Disparate Systems, Processes, Practices, and Journeys**

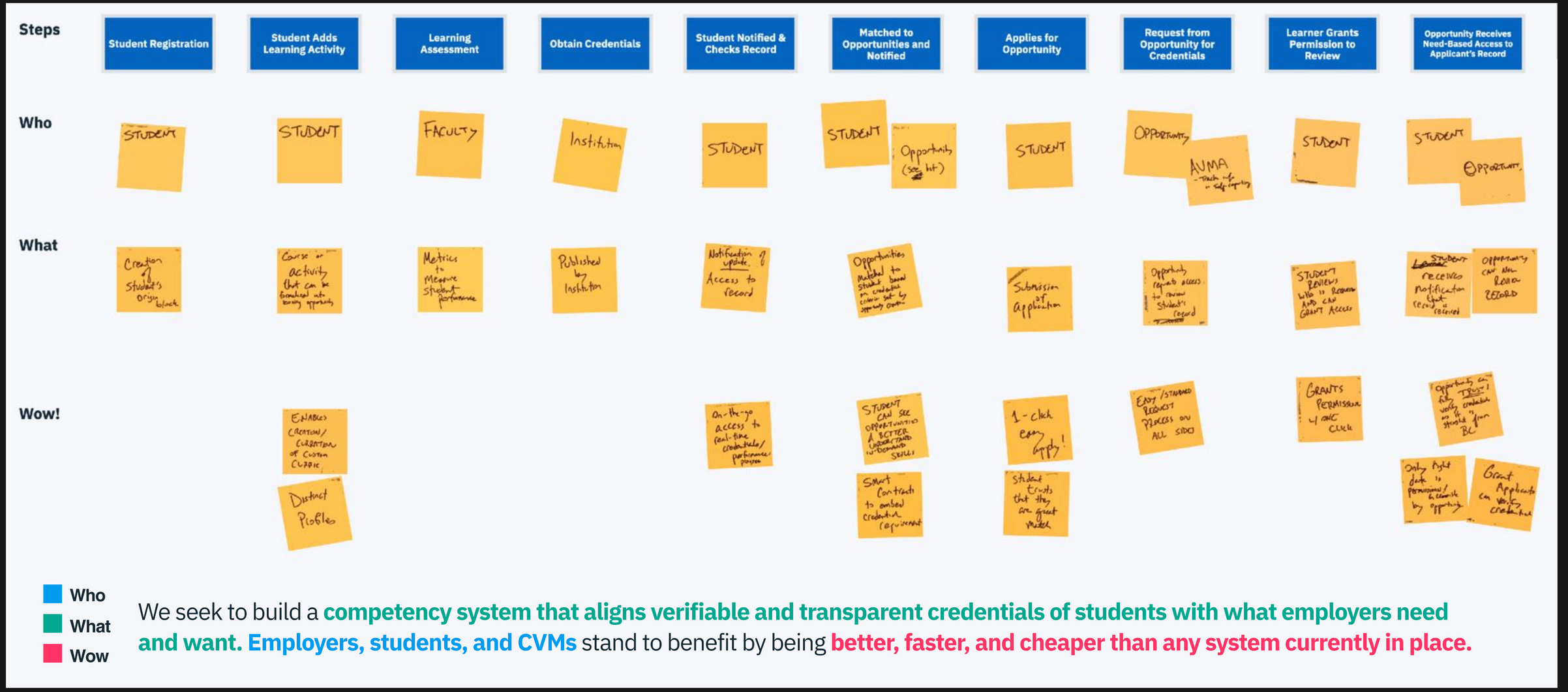
Unique challenges of aligning unique processes quickly exposed early in workshop through As-Is Journey Map.



02

02B **Definition and Alignment of Unified To-Be Journey plus Vision**

Respondent ideas to address key pains unified and synthesized into a To-Be Journey Map and Vision Statement.

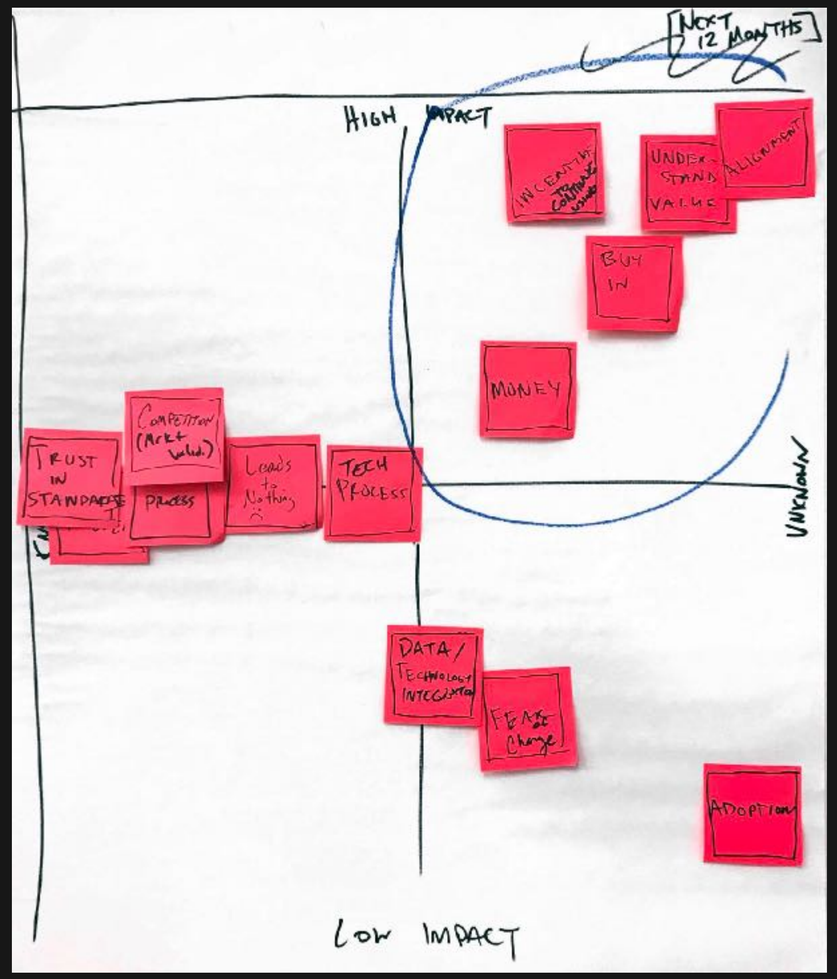


We seek to build a **competency system that aligns verifiable and transparent credentials of students with what employers need and want. Employers, students, and CVMs** stand to benefit by being **better, faster, and cheaper than any system currently in place.**

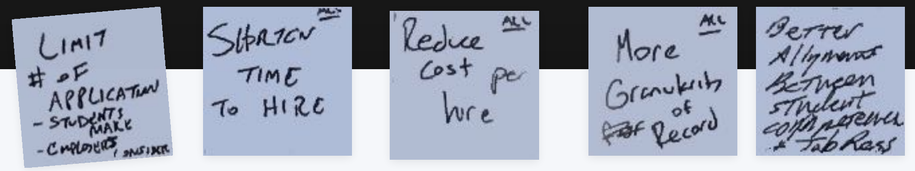
02

02C **Risk Assessment and MVP Hypothesis**

Identifying our “riskiest risks” to inform our MVP Hypothesis.



- Alignment
- Understand Value
- Incentive to Continue Using
- Buy-In
- Money (Funding)



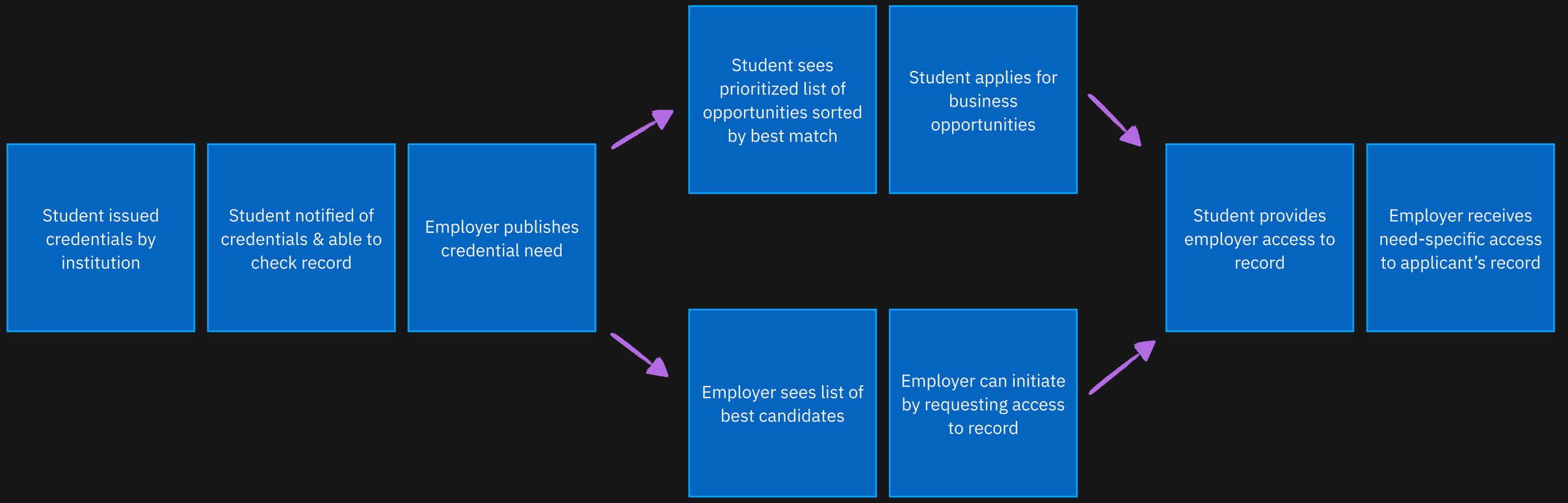
If we **limit the number of applications students make and that employers consider** and **increase granularity of record** we will see:

- 25% faster time to match (shorten time to hire)
- 50% fewer communication numbers
- Increased participation
- Reduce cost per hire
- Better alignment between student competencies and job requirements

02

02D **MVP Process Map**

Consolidated journey map to focus in on the building and testing against identified key risks.



02 | LCN

4 Weeks to MVP and 10 Weeks to Pilot Launch

Goal
Build demonstrable MVP and continue building towards Pilot releases

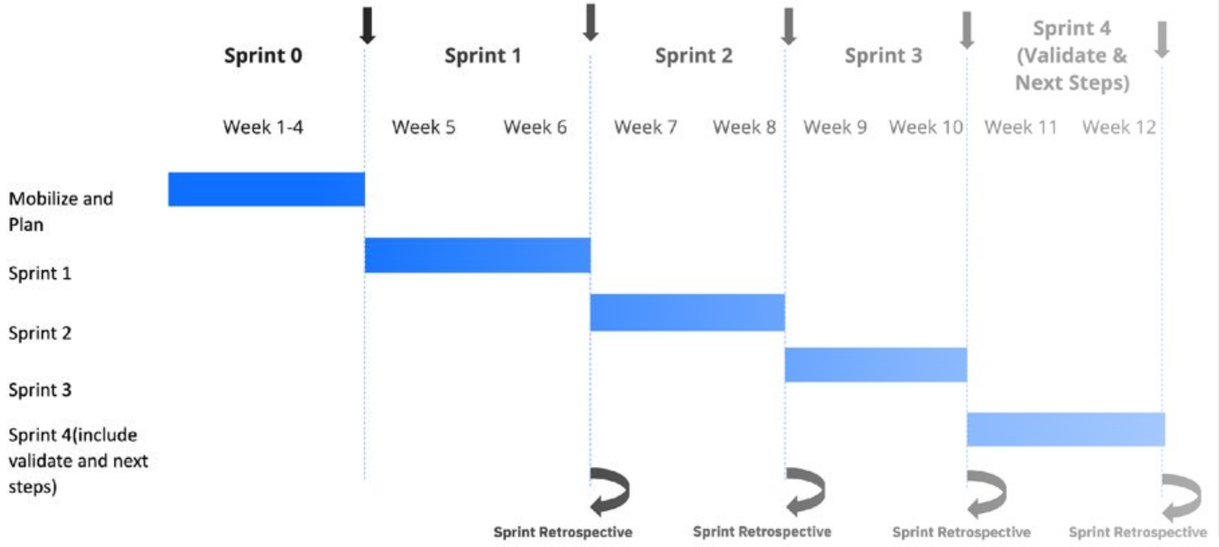
Method
Design Thinking, DevOps, Agile, and Lean practices to rapidly build, test, and launch our MVP plus subsequent Pilots

Primary Stakeholders
CNM, Ethos Veterinary Health, IBM

Team Composition
15 dedicated team members consisting of:

// 3x Executive Sponsors (IBM, CNM, Ethos Vet.)
// 2x Project Executives (IBM)
// 2x Product Owner (CNM, Ethos Vet)
// 2x Developers (IBM)
// 2x Project Manger (IBM)
// 1x Blockchain Solutions Architect (IBM)
// **1x Lead Designer (IBM)**
// 1x UI Developer (IBM)
// 1x Visual Designer (IBM)

PROJECT TIMELINE.



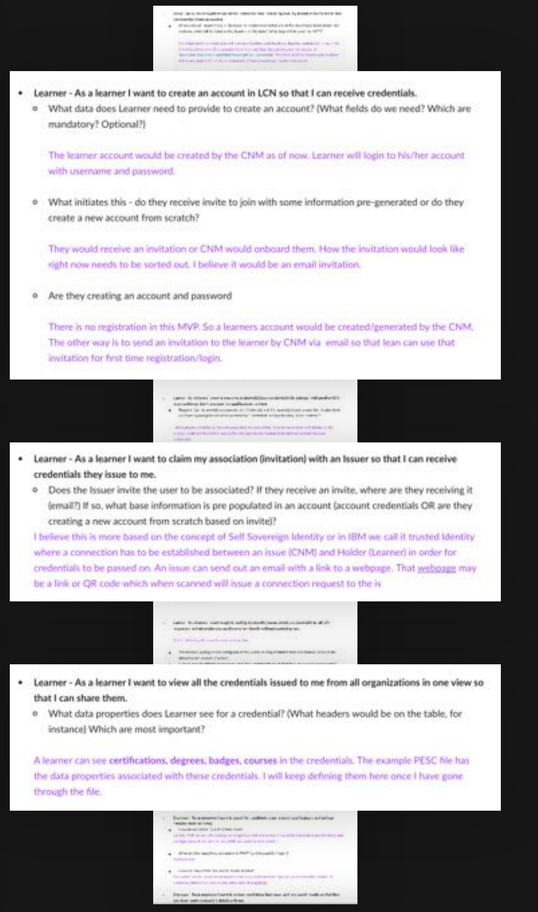
Sprint 0 Activities.

- Project initiation and kick-off activities
- Define MVP success criteria
- Refine the requirements and agree on final user stories for the MVP
- Project sprint planning
- Begin to create the draft Solution Design Document (Design application)
- Begin to setup of the Hyperledger Indy (Cloud Agents) and IBP 2.0
- Begin to develop the chaincode and node framework
- Begin to develop the User Interface
- CNM to deliver
  - Samples of PESC files (transcripts) that can be ingested in the system.
  - Electronic representation of a CNM degree, in an open standard format.
  - Anonymized student data
  - Unique identifiers for the students participating in the MVP.

02

02E **User Stories, Unifying Vision, and Enablement Refinement**

Aligning and refining the many user stories based on stakeholder input.



- **Learner - As a learner I want to create an account in LCN so that I can receive credentials.**
  - What data does Learner need to provide to create an account? (What fields do we need? Which are mandatory? Optional?)

    The learner account would be created by the CNM as of now. Learner will login to his/her account with username and password.

  - What initiates this - do they receive invite to join with some information pre-generated or do they create a new account from scratch?

    They would receive an invitation or CNM would onboard them. How the invitation would look like right now needs to be sorted out. I believe it would be an email invitation.

  - Are they creating an account and password

    There is no registration in this MVP. So a learners account would be created/generated by the CNM. The other way is to send an invitation to the learner by CNM via email so that lean can use that invitation for first time registration/login.

- **Learner - As a learner I want to claim my association (invitation) with an Issuer so that I can receive credentials they issue to me.**
  - Does the Issuer invite the user to be associated? If they receive an invite, where are they receiving it (email?) If so, what base information is pre populated in an account (account credentials OR are they creating a new account from scratch based on invite)?

    I believe this is more based on the concept of Self Sovereign Identity or in IBM we call it trusted Identity where a connection has to be established between an issue (CNM) and Holder (Learner) in order for credentials to be passed on. An issue can send out an email with a link to a webpage. That webpage may be a link or QR code which when scanned will issue a connection request to the is

- **Learner - As a learner I want to view all the credentials issued to me from all organizations in one view so that I can share them.**
  - What data properties does Learner see for a credential? (What headers would be on the table, for instance) Which are most important?

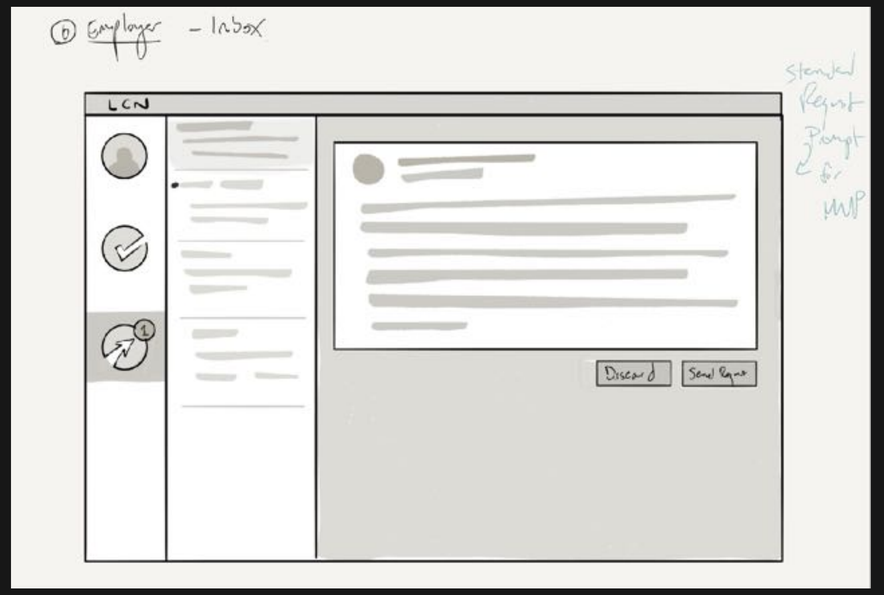
    A learner can see **certifications, degrees, badges, courses** in the credentials. The example PESC file has the data properties associated with these credentials. I will keep defining them here once I have gone through the file.

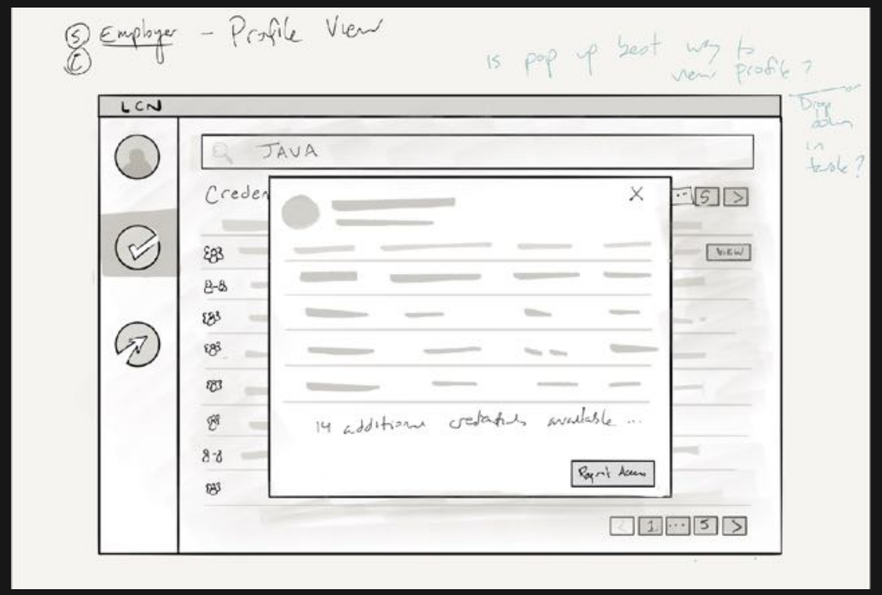
Actor	Story	UI?	MVP?
Issuer	As an **issuer** I want to tag each learning credential, I plan to issue, with the skills each represent so that employers (and others) can understand their value.	No	Yes
Issuer	As an **issuer** I want to invite all my learners to onboard LCN so that I can issue credentials to them.	No	Yes
Issuer	As an **issuer** I want to issue credentials to my learners so that they can use them as a digital proof of their accomplishments.	No	Yes
Issuer	As an **issuer** I want to update/revoke a credential that I have already issued so that LCN can have the most up to date version of the credential.	No	Yes
Issuer	As an **issuer** I want to see all the credentials that I issued by date, by learner or by course so that I can inventory them as needed.	Yes	Yes
Learner	As a **learner** I want to create an account in LCN so that I can receive credentials.	Yes	Yes
Learner	As a **learner** I want to claim my association (invitation) with an Issuer so that I can receive credentials they issue to me.	Yes	Yes
Learner	As a **learner** I want to view all the credentials issued to me from all organizations in one view so that I can share them.	Yes	Yes
Learner	As a **learner** I want to share my credential(s) **(each credential in its entirety) with another LCN organization** so that I can prove my qualifications to them.	Yes	Yes
Learner	As a **learner** I want to opt-in making some of my credentials available to all LCN requestors so that employers can discover credentials without contacting me.	Yes	Yes
Learner	As a **learner** I want to opt-in making my identity (name, email, etc..) available to all LCN requestors so that employers can discover my identity without contacting me.	Yes	Yes
Learner	As a **learner** I want to be notified when an Employer wants me to share my credentials so that I can qualify for a job posting.	Yes	Yes
Employer	As an **employer** I want to view credentials shared with me so that I can verify the candidate's claims.	Yes	Yes
Employer	As an **employer** I want to search for candidates given a set of **qualifications** so that I can consider them for hiring.	Yes	Yes
Employer	As an **employer** I want to contact candidates that come up in my search results so that they can share each credential's details with me.	Yes	Yes

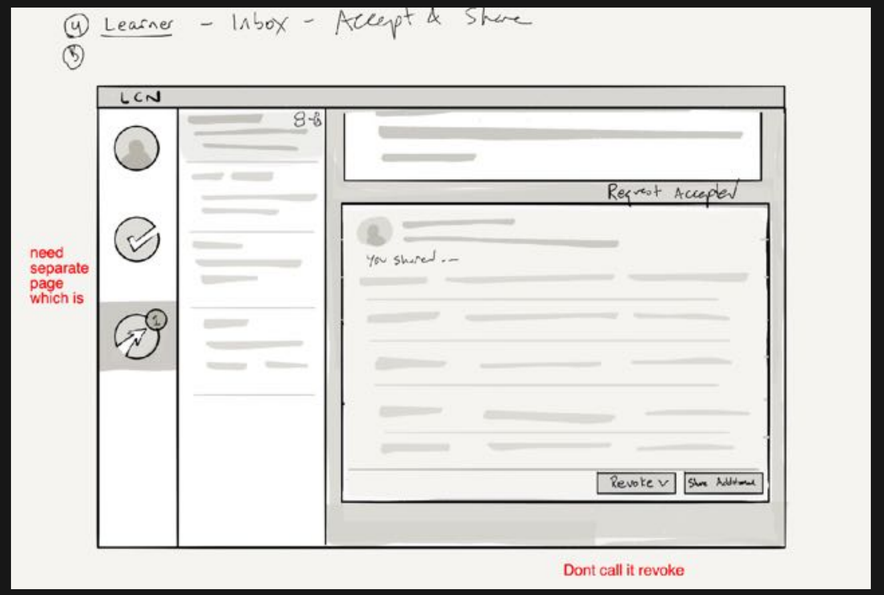
02

02F **Initial Low-Fi Wireframes, Feedback, and Iterations**

Exploratory designs to translate user enablements and capabilities into experiences and interfaces.



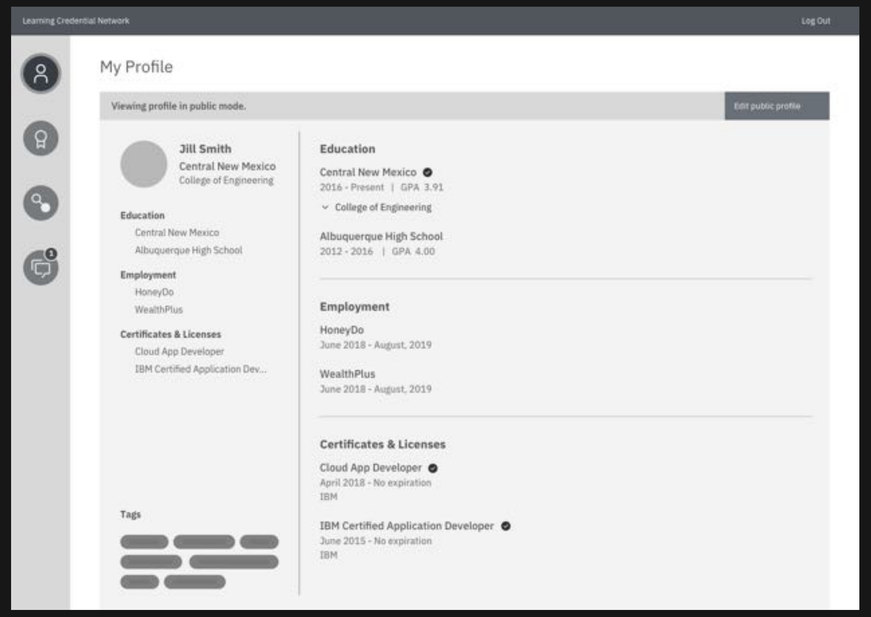


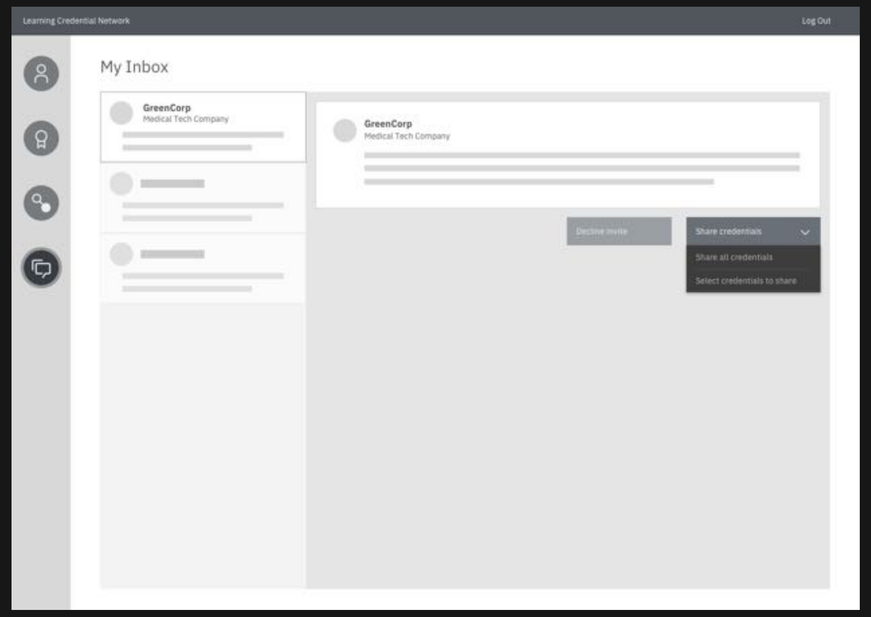


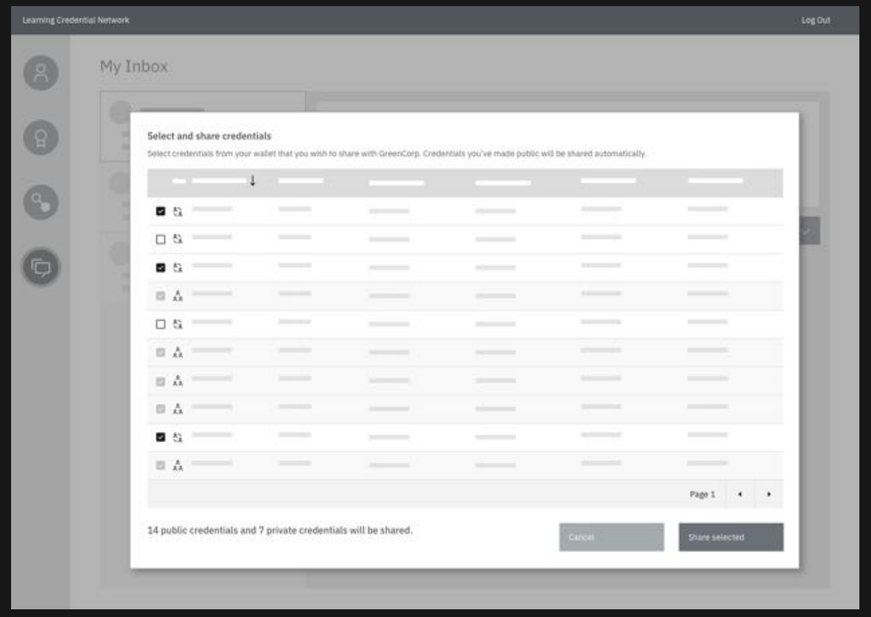
02

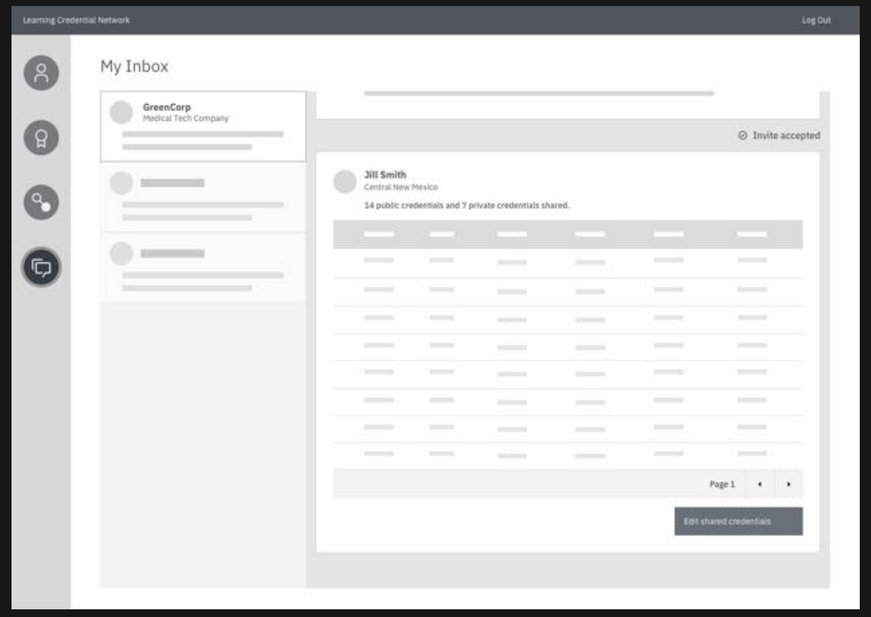
02G **IBM Carbon Design System + Mid-Fidelity Wireframes**

Increased fidelity of designs with incorporation of design components from a substantiated design system.





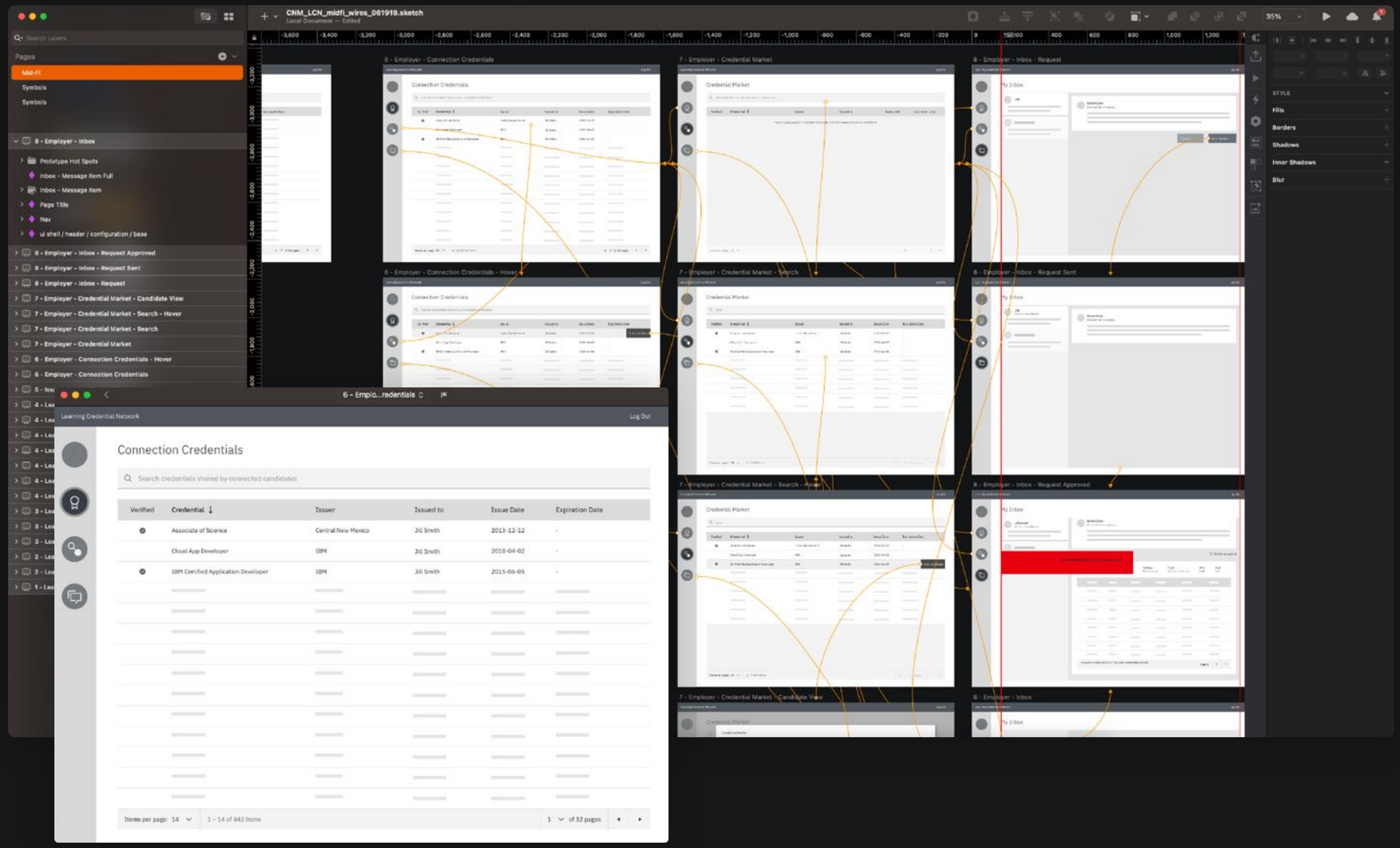




02

02H **Mid-Fidelity Prototype**

Interaction design and demonstrable flows portrayed through a click-though Sketch prototype.

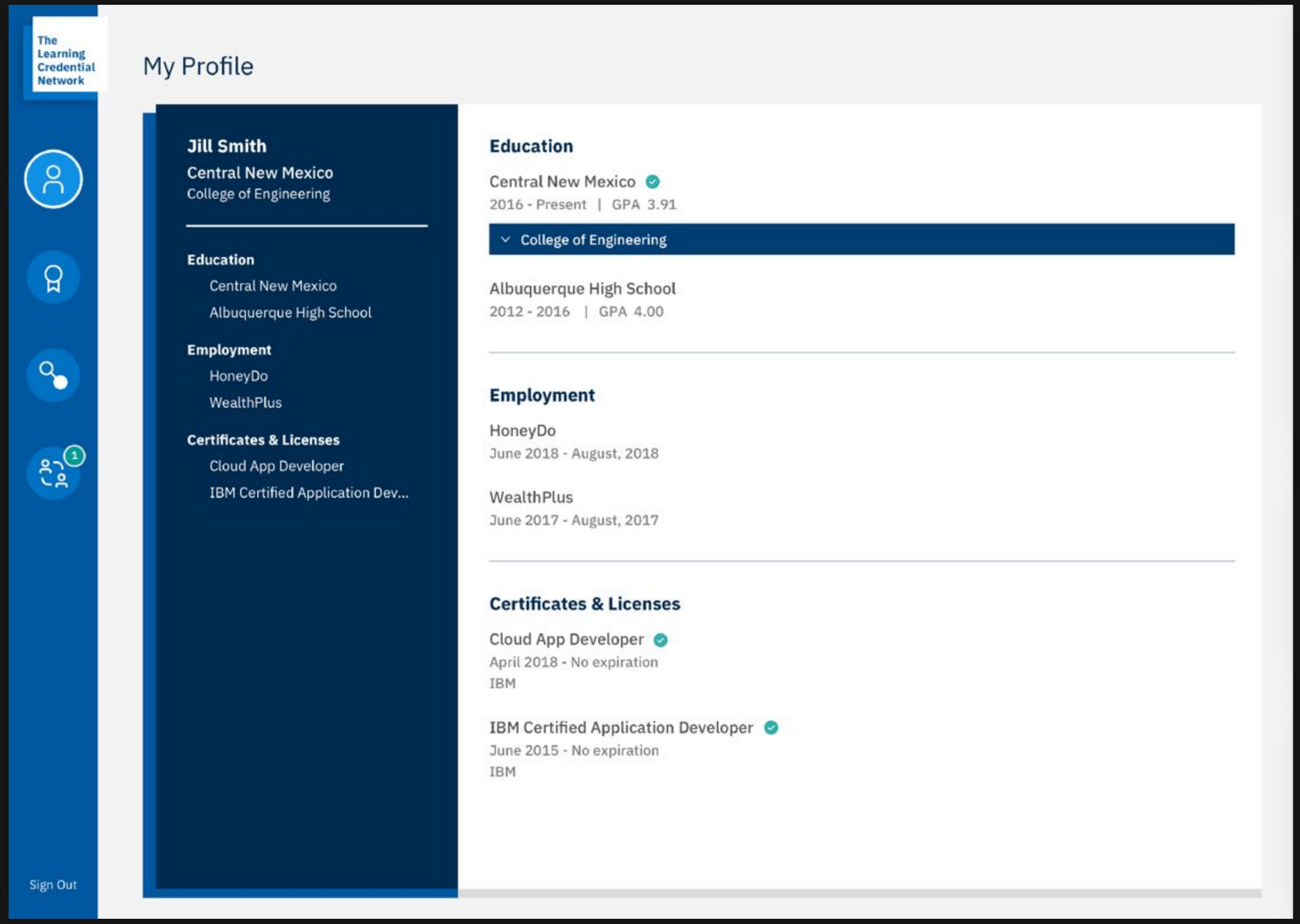


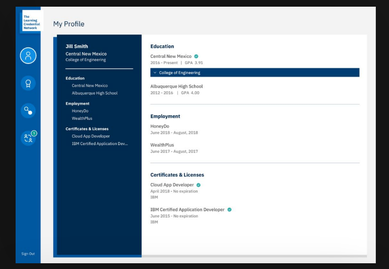
02

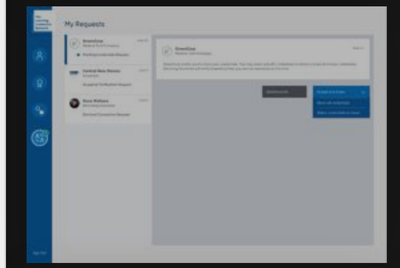
02I **High-Fidelity Wireframes for MVP**

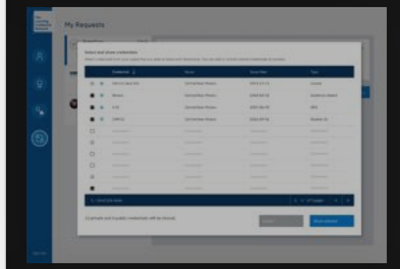
Initial visual designs for MVP to achieve pilot “green-light.”

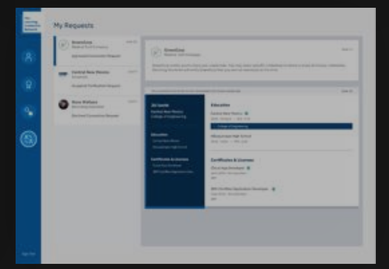
Learner credential sharing flow shown here.











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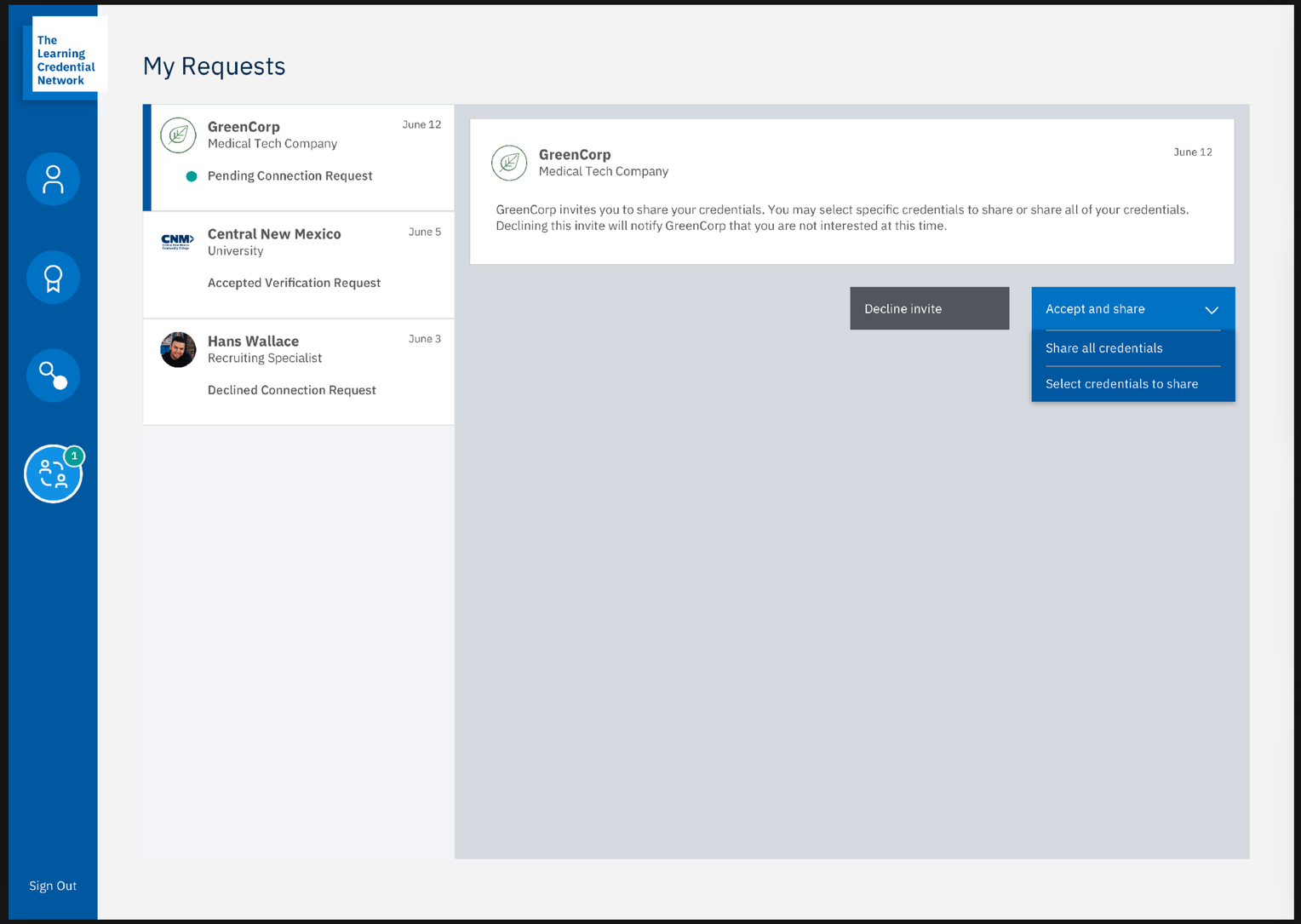

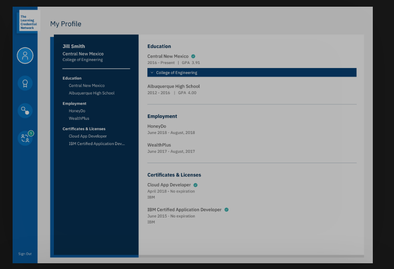

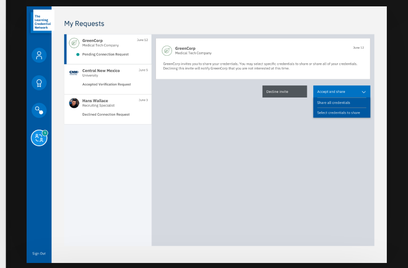

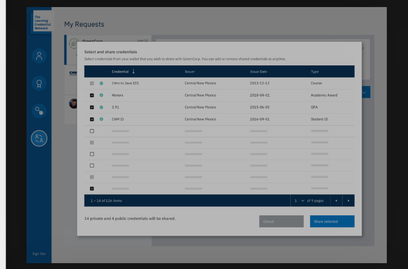

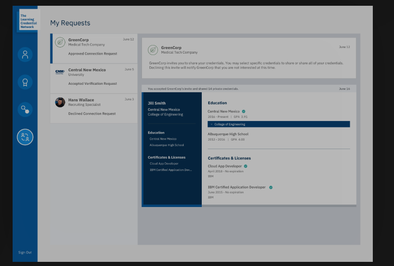

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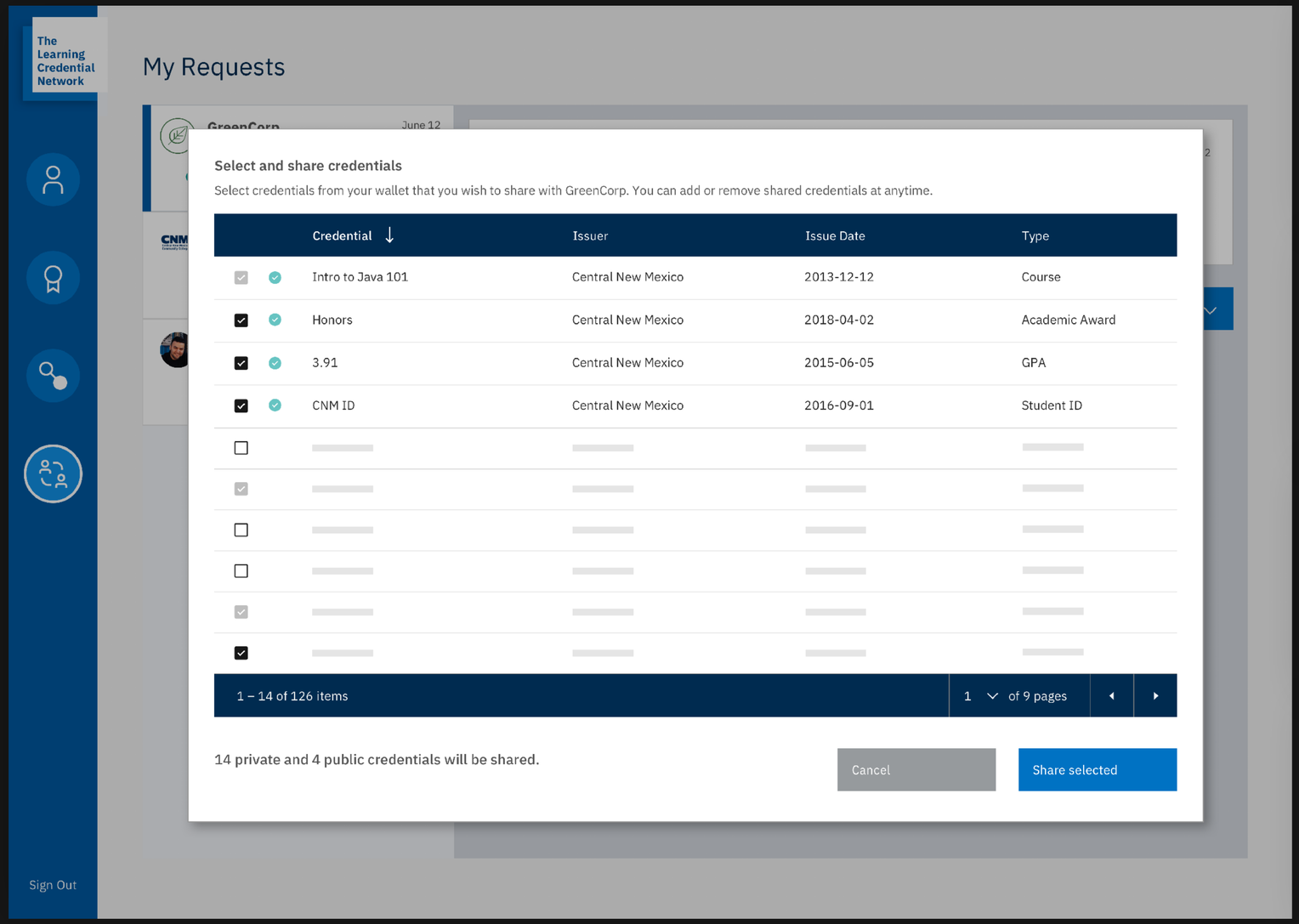

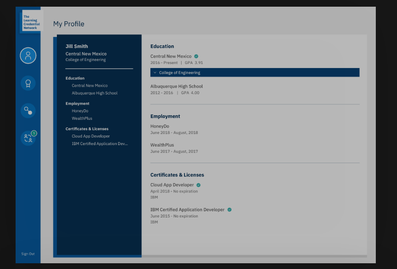

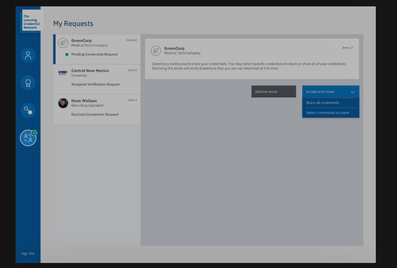

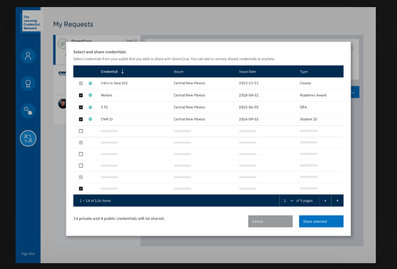

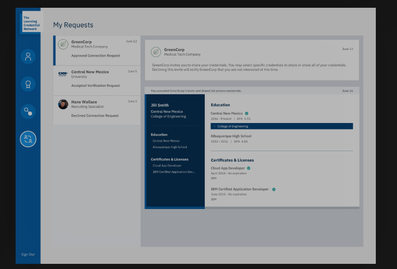

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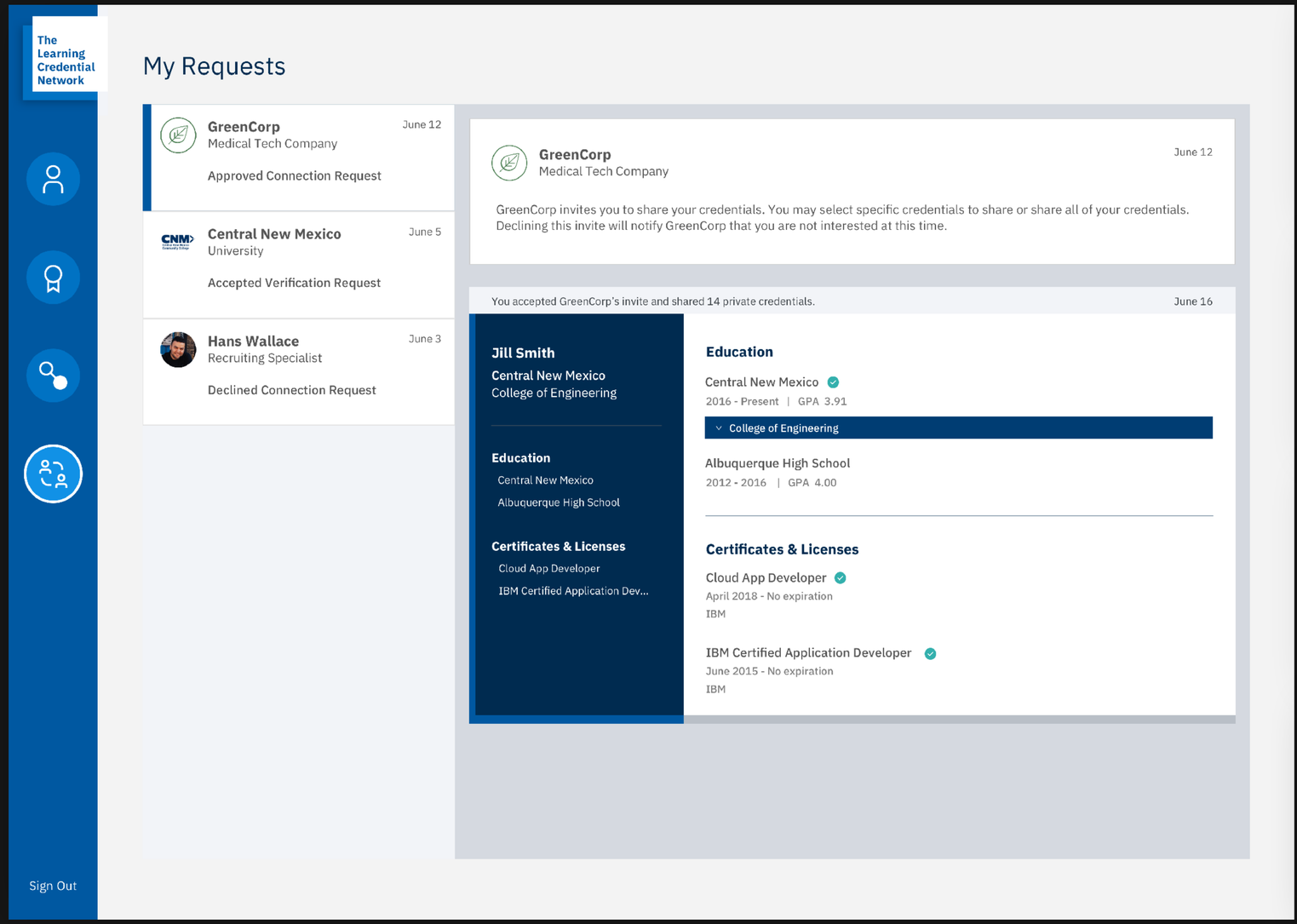
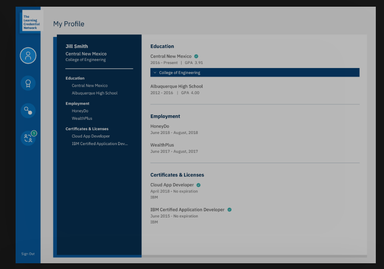
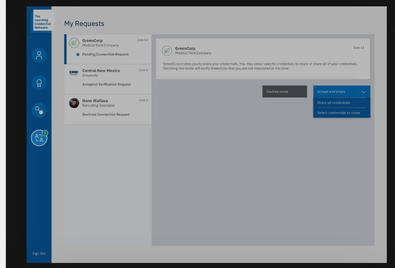
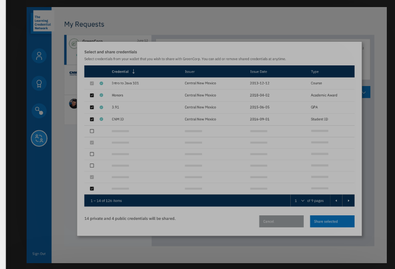
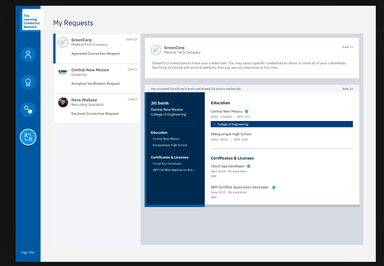










02 | LCN

Pilot Launches

VetBloom Pilot

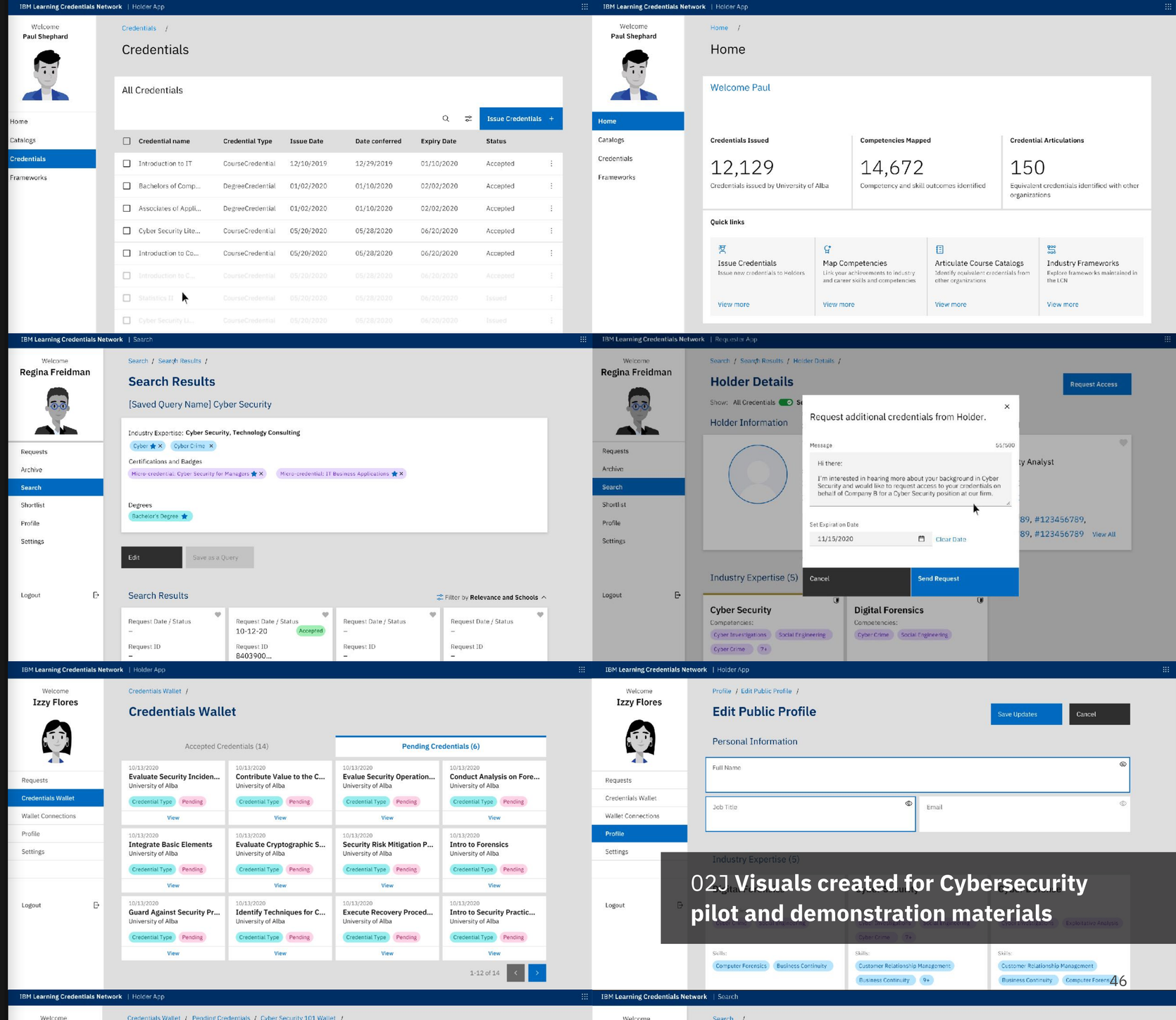
Nov 2019 - Present

A consortium of IBM, Ethos Veterinary Health, Association of American Veterinary Medical Colleges, International Council for Veterinary Assessment, American Animal Hospital Association to build lab and skill based learning pathways and enhanced ability for trusted employer-candidate connections.

Cybersecurity Pilot

Nov 2019 - Present

A consortium of IBM, CNM, National Student Clearinghouse, US Department of Commerce, WGU, and IQ4 to build lifelong learning pathways and better skills-to-career connections amongst learners, educators, and employers via LCN with a focus on demanded cybersecurity skills as part of the American Workforce Advisory Board.



02J **Visuals created for Cybersecurity pilot and demonstration materials**

FROM STICKY NOTES TO THE WHITE HOUSE IN TWO YEARS.

7th American Workforce Policy Advisory Board Meeting | September 2020

02 | LCN

Conclusion + Outcomes

Recap

Two successful pilots launched in twelve weeks through extensive input by a multitude of users along with internal and external stakeholders.

Final Deliverables

// Workshop Outcomes Decks

// Mid/High-Fidelity Wireframes + Prototypes

// High-Fidelity Wireframes + Visual Design Assets for MVP

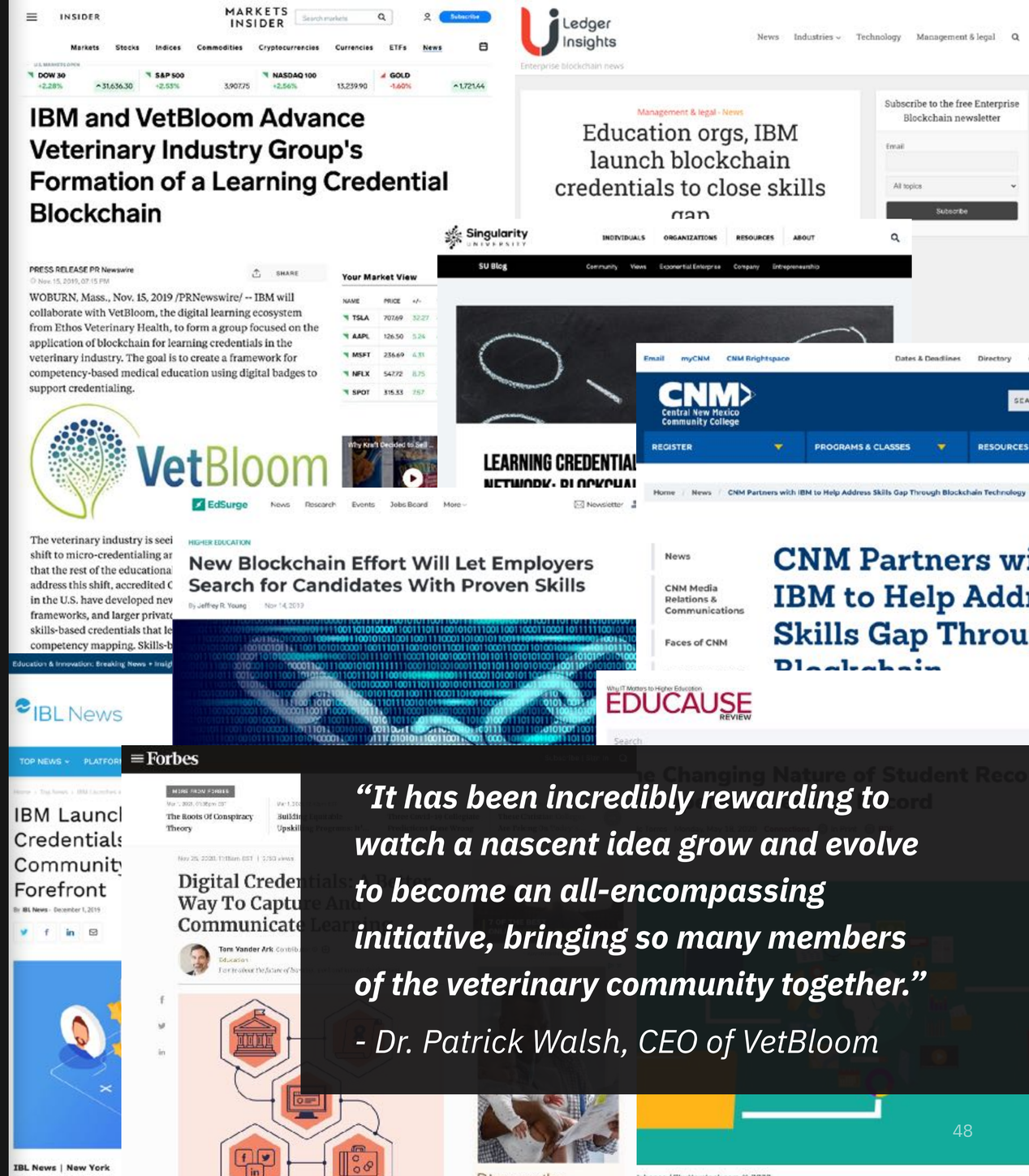
Successes and Next Steps

// Launch of two first-of-their-kind pilots addressing skills-to-career gap

// Total of 37 participants across the two pilot networks and consortiums

// 3 new pre-GA networks in process of substantiation

// Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce

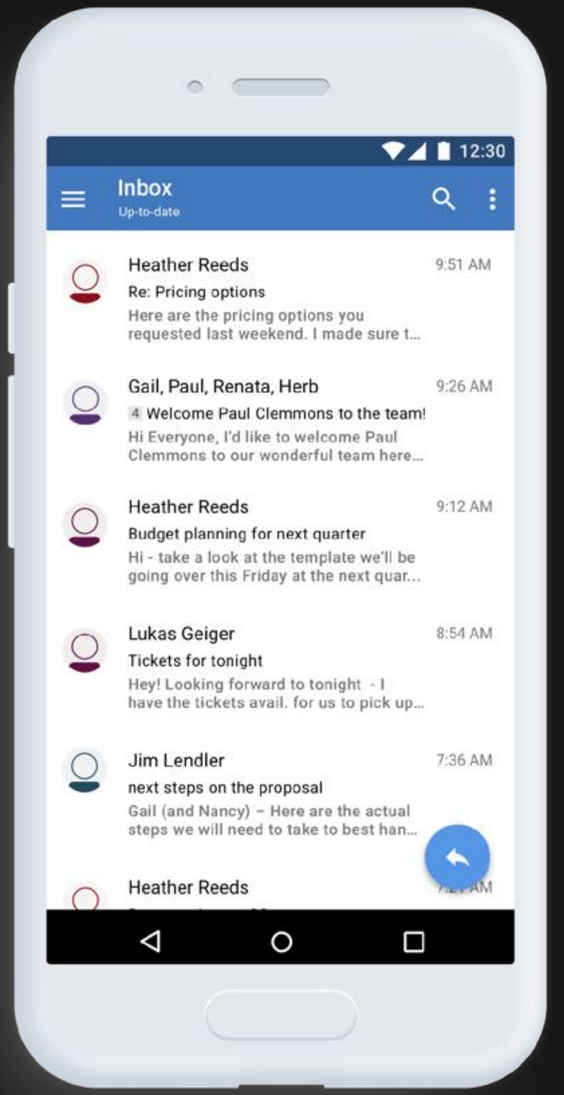


03

IBM VERSE

UXR | UX | UI | UI Dev

Enhancing and unifying IBM’s signature email service, Verse, across multiple platforms and innovative frontiers.



03 | IBM VERSE

Case Study Overview

Outcomes

Transformed Agile development team focused on Android to utilize Human Centered practices and adopt a 3:1 technical to user experience user story cadence. Led directly to an end-to-end, cross-platform overhaul of Verse for web and mobile focused on the enhancement and unification of user experiences.

Role

Design Lead for IBM Verse Mobile on Android

Challenges

Introducing and building sustainable championship of end-users amongst IT and Business. Leveraging quantitative and qualitative data to unify touch-points and user journeys (along with language and visual designs) across web and mobile platforms.

Impact

// Increased Google Play Store rating by 0.7 stars in eight months

// Increased cross-platform NPS

// Team-wide adoption of 3:1 technical to user experience story pattern

03 | IBM VERSE

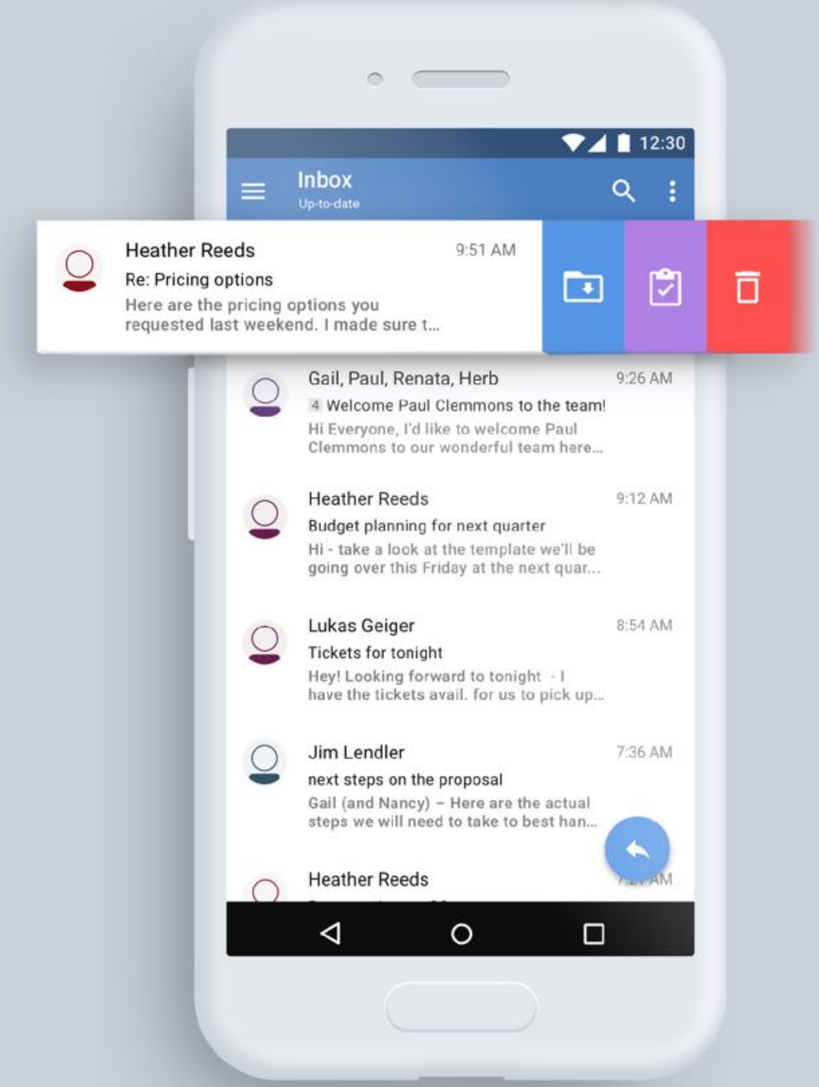
Elevation of Mobile User Experiences on Android

As part of the IBM Verse and broader IBM Collaboration Solutions team, I had the pleasure of leading design for IBM Verse Mobile on Android. Along with an agile development squad of four and a dedicated offering manager, our Android-focused team made tremendous strides not only in technical enhancements, but true elevation of user experiences on mobile – generating increased ratings and positive customer feedback on the Google Play Store along with significant increases in our NPS scores.

Achieving this, however, required incredible user championship, compassionate compromise, and cross-discipline collaboration. Quantitative and qualitative user research helped form the basis of a dialogue around the importance of focusing in on oft requested UX enhancements (such as **gesture-based controls, improved onboarding, nested conversations, and adoption of Material design**) and not only prioritizing important bug requests and technical enhancement stories.

The team adopted a 3:1 technical-to-UX story sprint approach, enabling human-centric enhancements to have a true seat at the table. Finding our groove, I oversaw and delivered all design aspects: utilizing user research to inform and prioritize user-centric stories, building out UX, UI, and Visual Designs, and implementing directly for production utilizing Android Studio.

This improved approach and collaborative team style reduced handoff bottlenecks and empowered our ability to meet technical requirements while continuing to innovate and elevate the experience for our users.

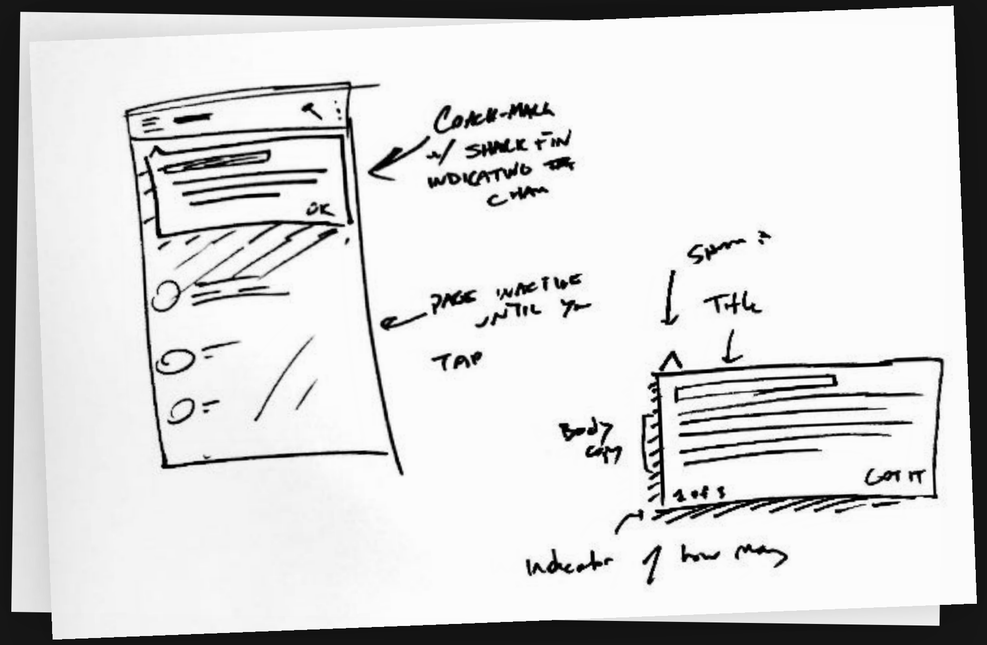


03 | IBM VERSE

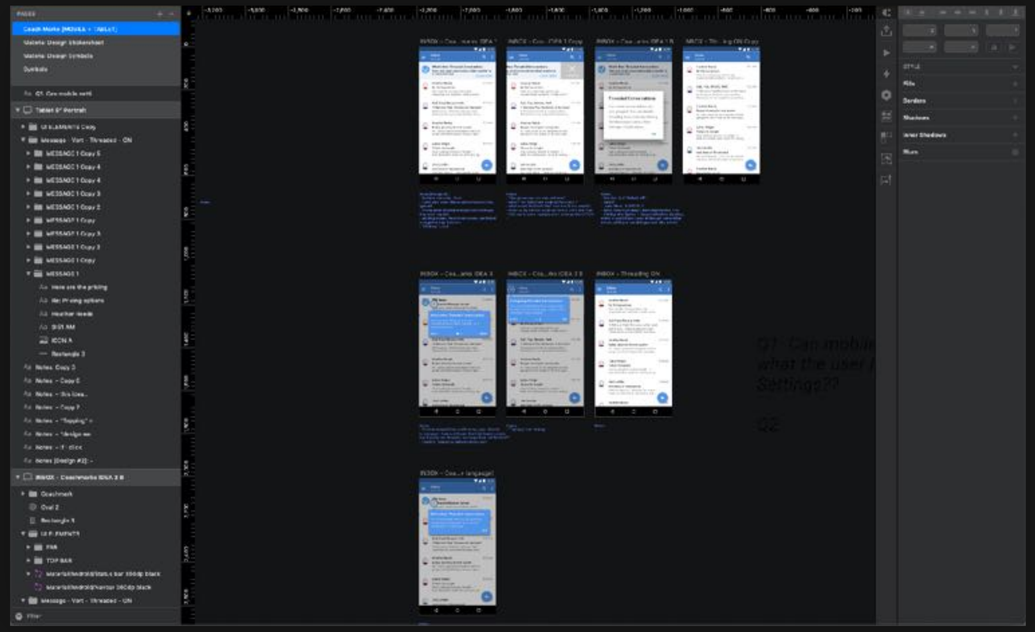
Elevation of Mobile User Experiences on Android (Continued)

Improving user onboarding through coach-marks: explorations and evolution in concept from low- to high-fidelity.

04a. Initial paper explorations of UX patterns and UI elements



04b. Mid- and high-fidelity mockups of alternative interaction patterns and visual styles for feedback from broader IBM Verse team and A-B testing with users

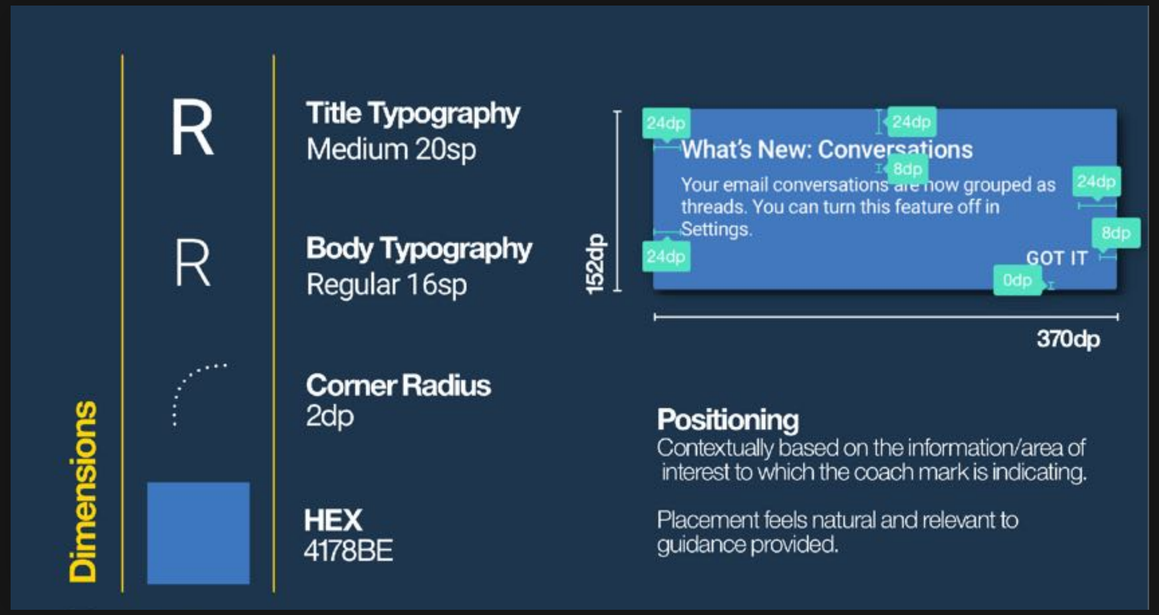


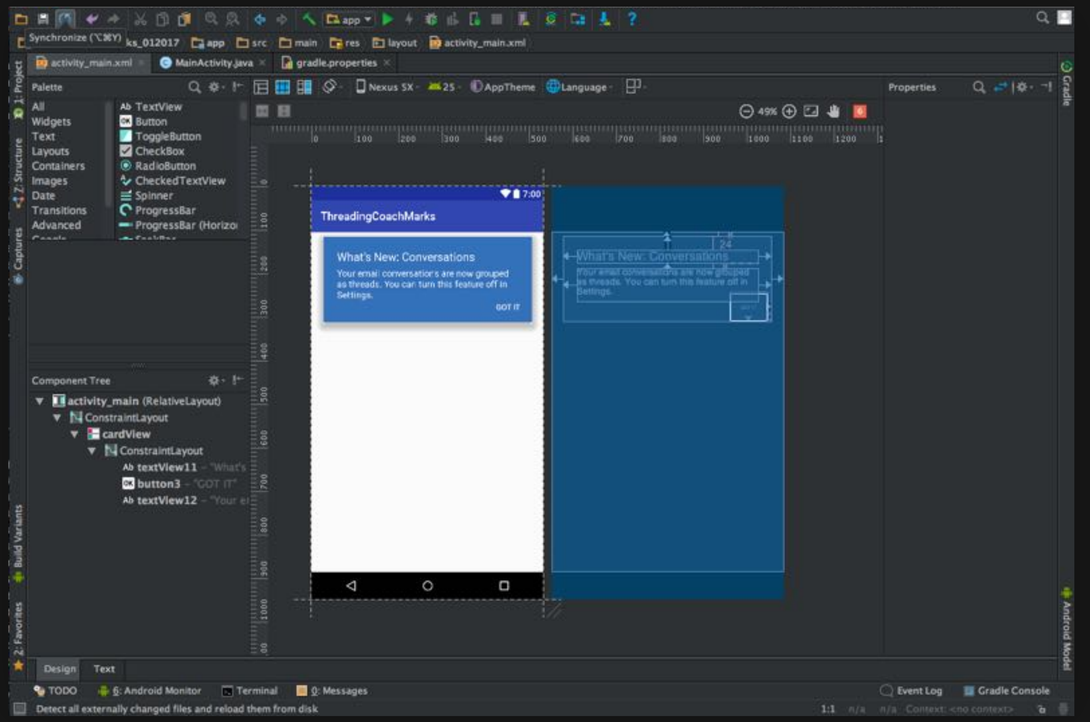
03 | IBM VERSE

Elevation of Mobile User Experiences on Android (Continued)

Improving user onboarding through coach-marks: design finalization, specs, and implementation for production.

04c. Detail from full design spec guide for documentation and implementation



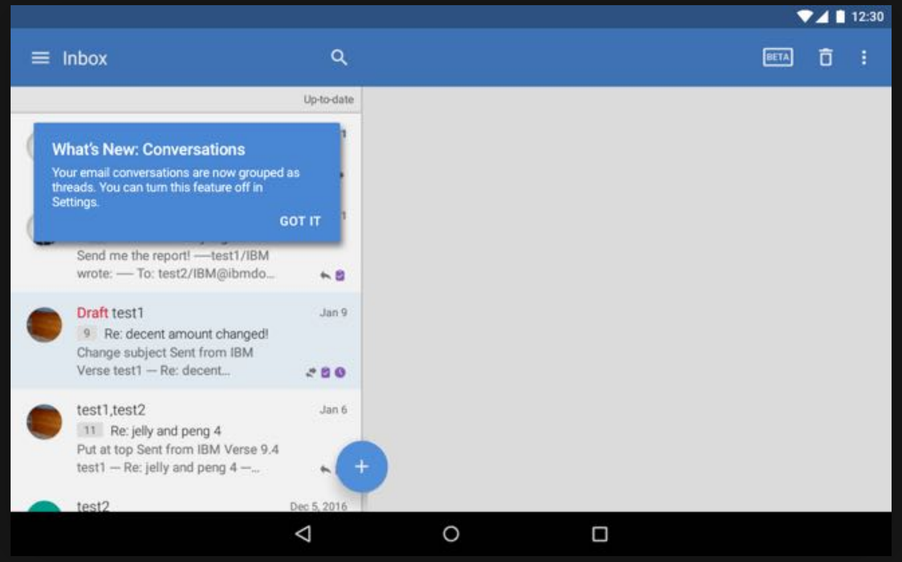


04d. Utilizing my background in development, I directly architected designs for production in Android Studio, reducing handoff bottlenecks and improving our iteration release speed

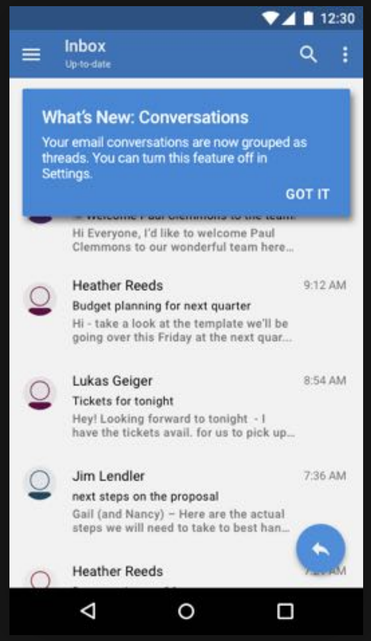
03 | IBM VERSE

Elevation of Mobile User Experiences on Android (Continued)

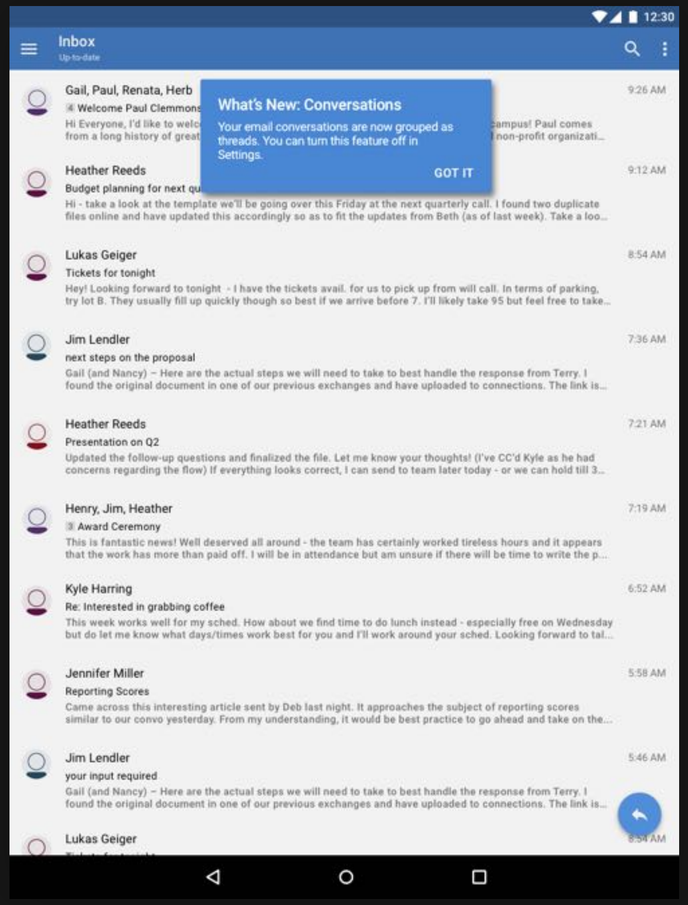
Improving user onboarding through coach-marks: final, responsive designs as released.



04e. Live design on small tablet



04f. Live design on mobile



04g. Live design on large tablet

03 | IBM VERSE

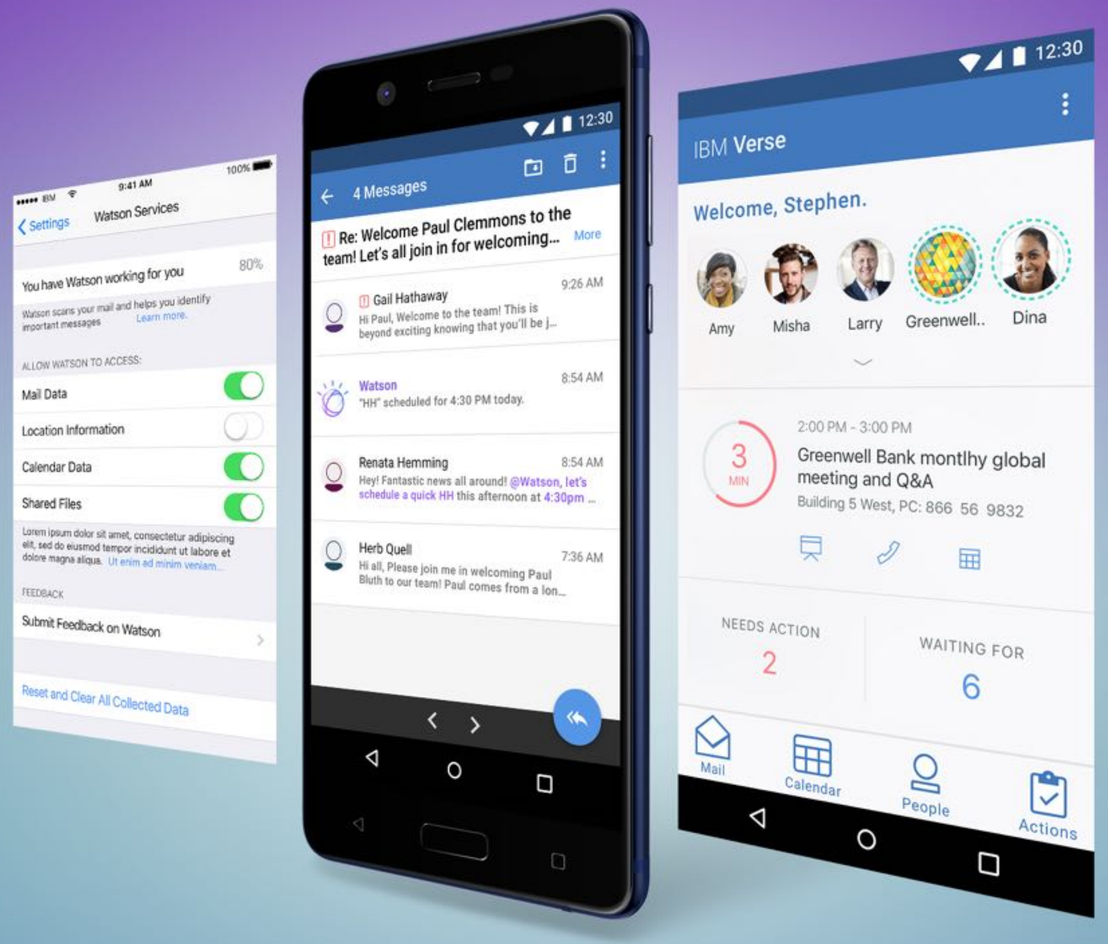
Watson Cognitive Inbox Explorations

A passionate explorer of emerging technology, I had the unique opportunity to be part of a dedicated cross-platform team tasked with reimagining the entire email and calendaring experience with Watson (AI) integration.

Extensive user research and market analysis enabled the team to build a foundational appreciation for the many real-world pains users often face – especially with organization, attention prioritization, and management of their inbox and schedule. Utilizing these insights to inform our explorations, we set out to conceptualize a series of potential AI mediations and innovations with deep consideration to the interplay of deep training moments, trust building, and embedded user agency for privacy controls.

Amongst the concepts explored, I had the pleasure of working directly on and researching **user permissions and data privacy, cognitive scheduling, cognitive insight abstractions based on message contents, chatbots,** and a wide array of other conceptual explorations in the AI domain seeking to improve communication and collaboration for enterprise users.

Although the many explorations were ultimately not fully realized due to the divestment of IBM in their collaboration services portfolio, many of the resulting designs, enhanced understandings, and smart user enablements live on today in IBM's wider Watson portfolio including **Watson Workspace, Connections 6.0**, and many others.

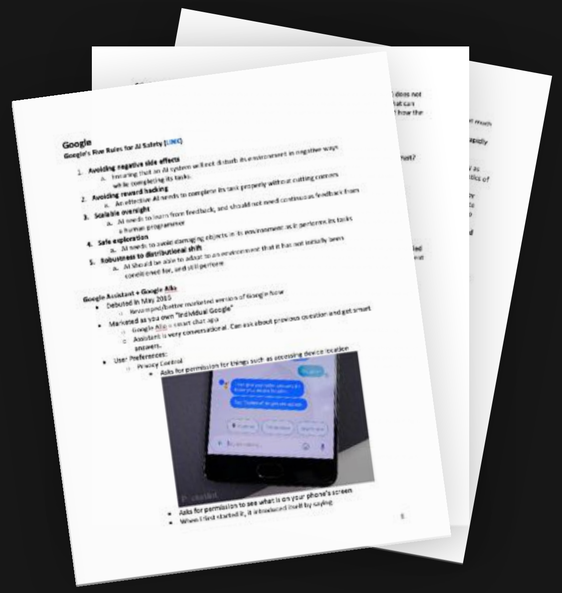


03 | IBM VERSE

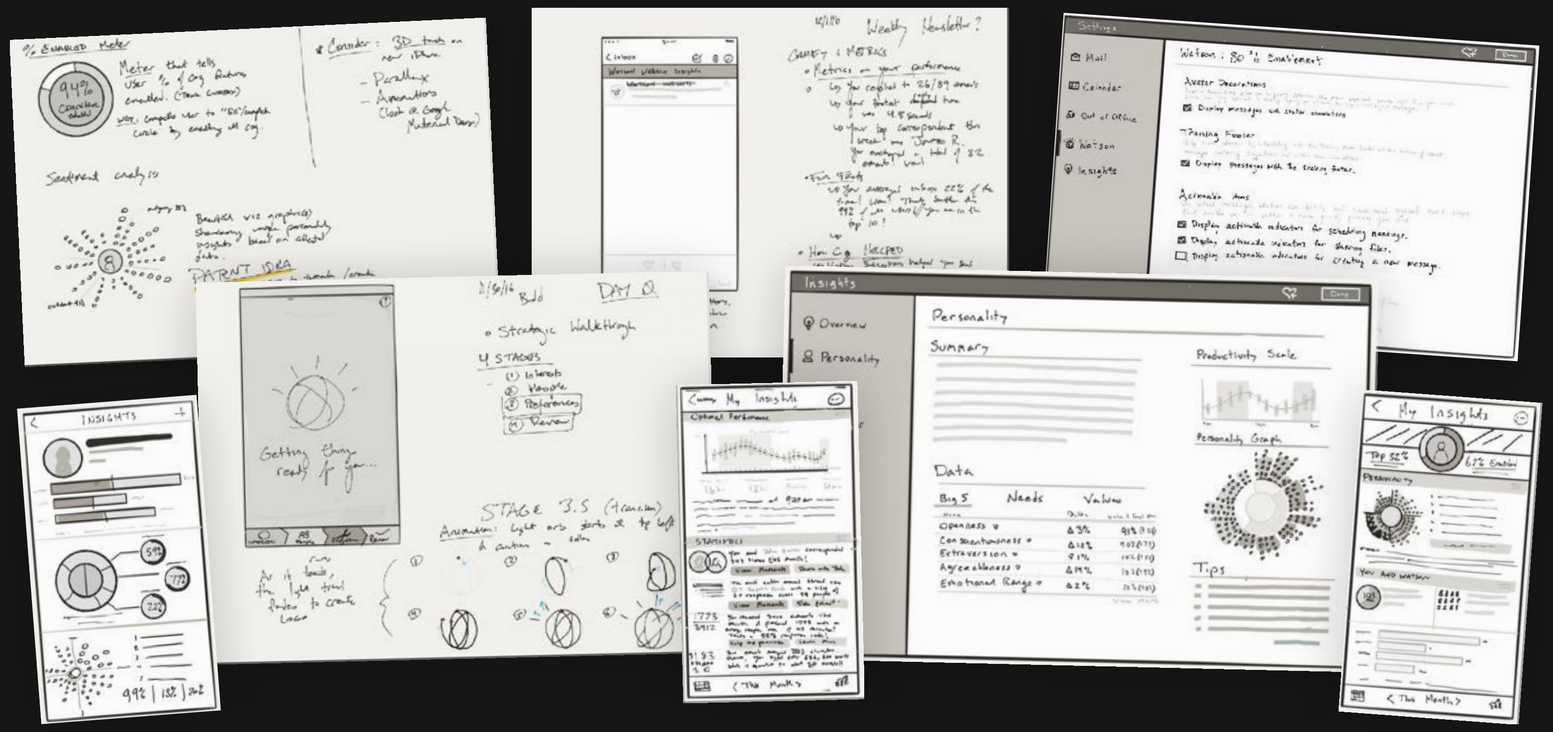
Watson Cognitive Inbox Explorations (Continued)

Evolution of explorations, ideas, and designs from research through visual design.

04h. In-depth market and user research conducted to inform explorations and assist in the establishment of best practices



04i. Cognitive enablements and ideas explored through a series of lightweight, low-fidelity sketches and wireframes

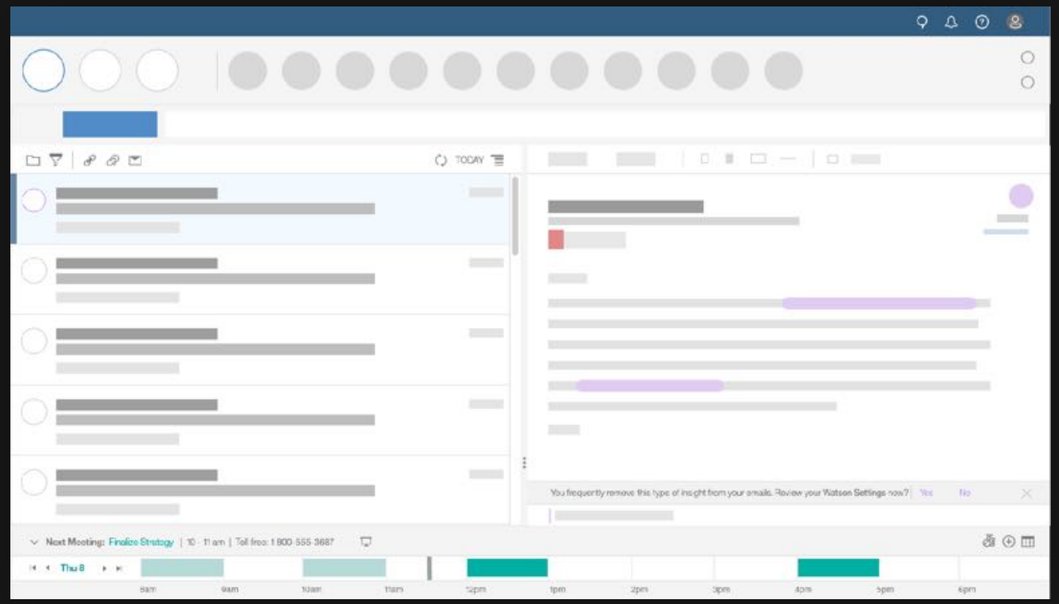


03 | IBM VERSE

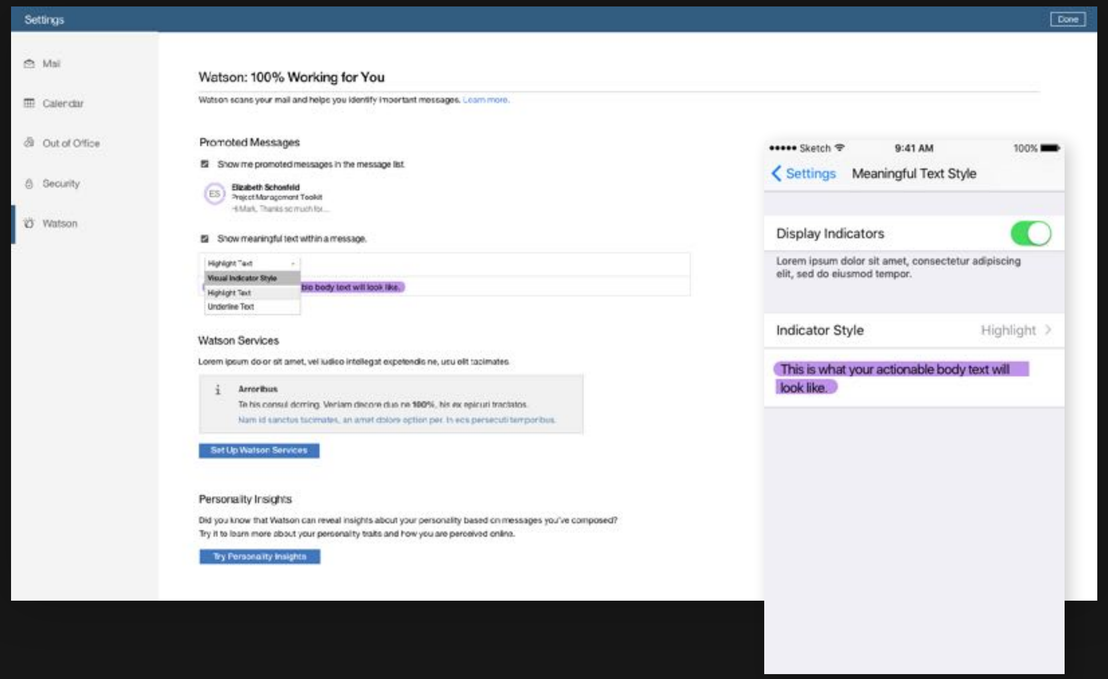
Watson Cognitive Inbox Explorations (Continued)

Evolution of explorations, ideas, and designs from research through visual design.

04j. Working closely with IBM Watson's core design team, a formalization of design patterns and language soon emerged, such as the use of purple highlights for insight abstraction within the body of email messages to evoke the purple-and-blue branding of Watson



04k. At the close of the team's explorations, a series of high-fidelity wireframes, pitch decks, and prototypes were created to showcase our learnings and create recommendations for next steps and enable future implementation into other offerings

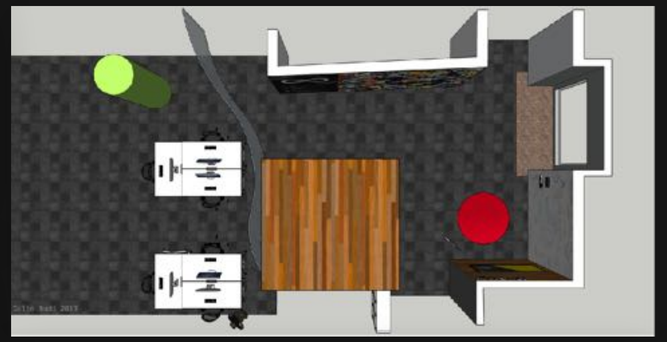
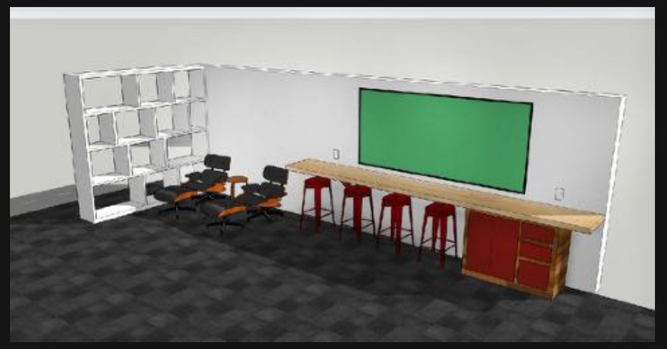
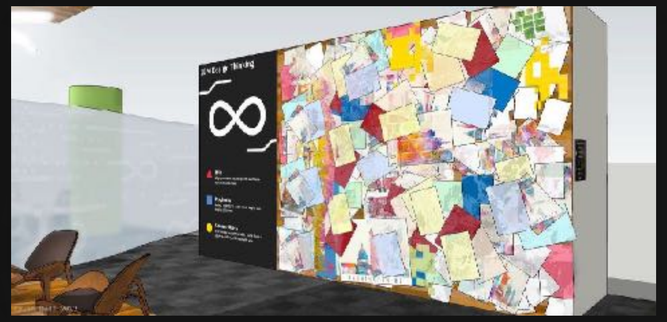


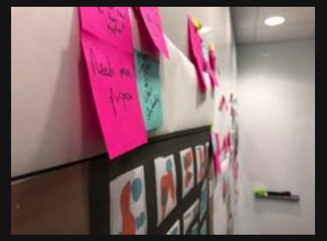
04

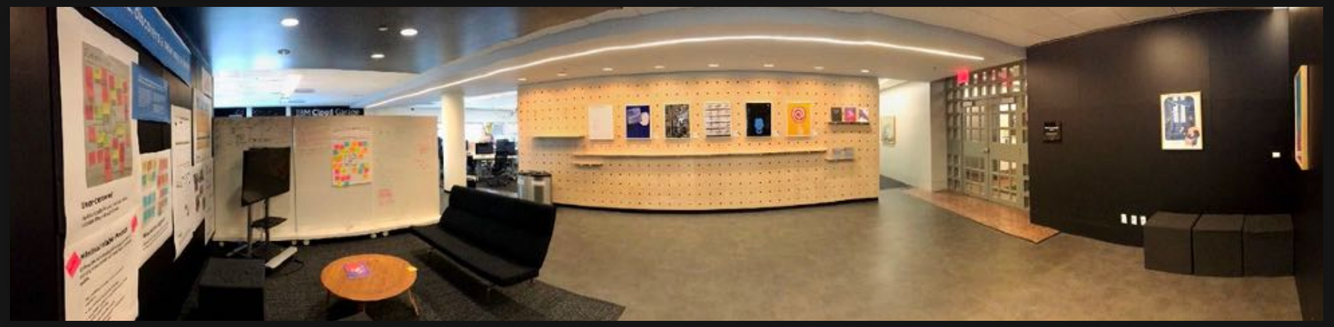
IBM STUDIOS AUSTIN

SD | UXR | Graphic | 3D

Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM’s design epicenter in Austin, TX.





04 | IBM STUDIOS AUSTIN

Case Study Overview

Outcomes

Extensive redesign of the physical spaces and experiential elements of studio tours at IBM’s design epicenter in Austin, TX.

Role

Service Designer

Challenges

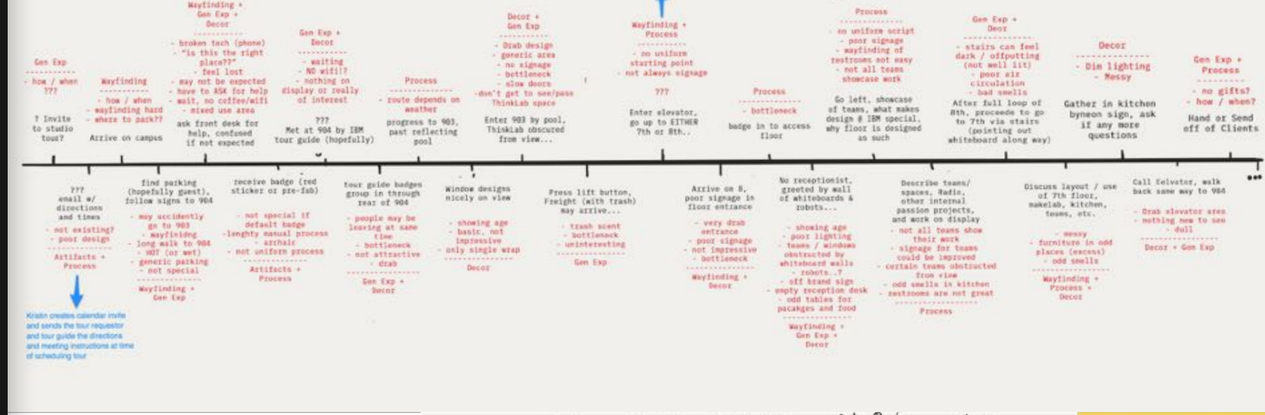
Ability to drive alignment and buy-in of executive stakeholders and achieve budget for physical space alterations.

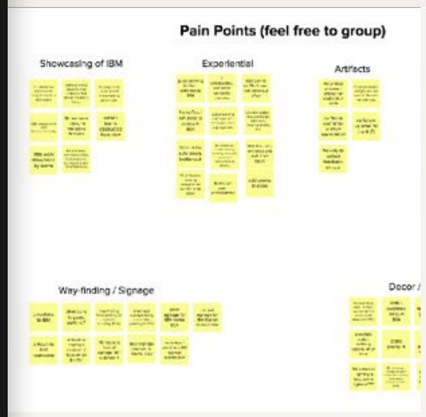
Impact

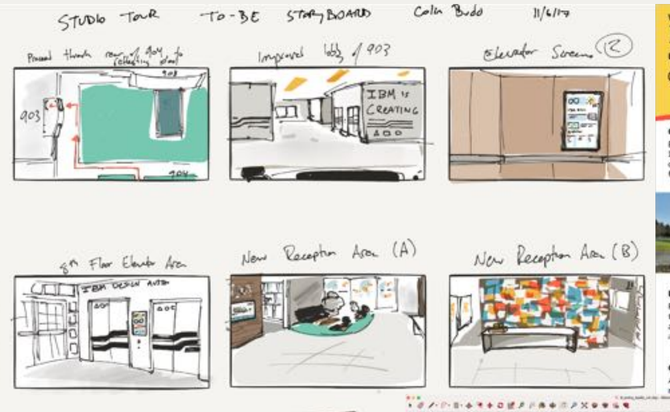
// Redesign of key touchpoints, starting well before arrival

// Improved wayfinding and reduced average time-to-studio by 6.5 minutes

// Physical redesign of key studio spaces including entrance and work areas







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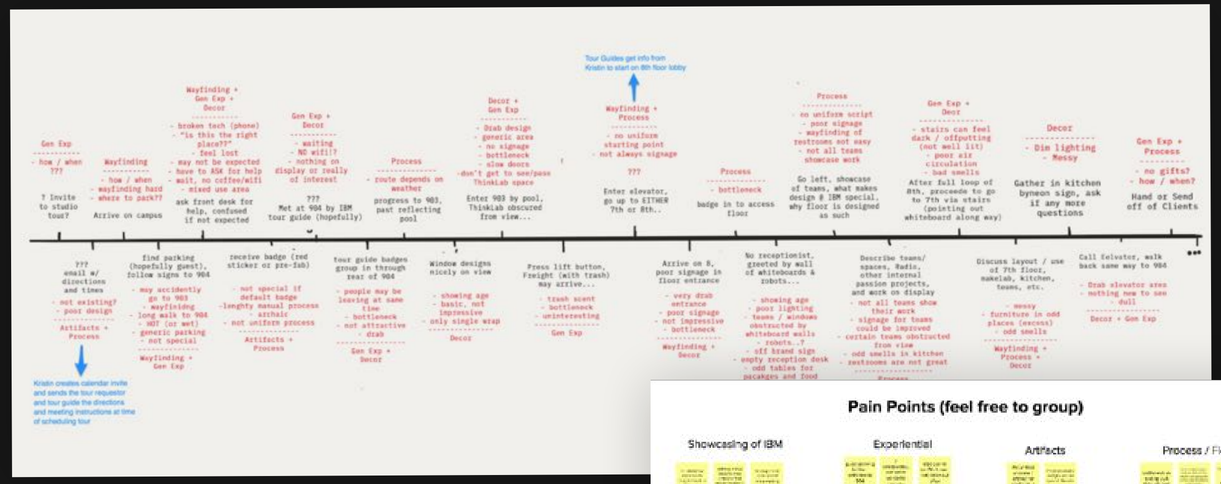
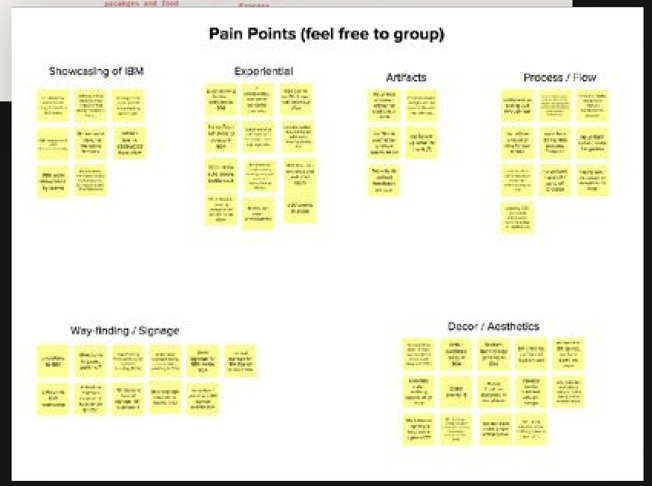
Revitalization of Studio Spaces + Tour Experience

An ethnographic approach to understand journeys and identify key “friction-full” touch-points for continued exploration.

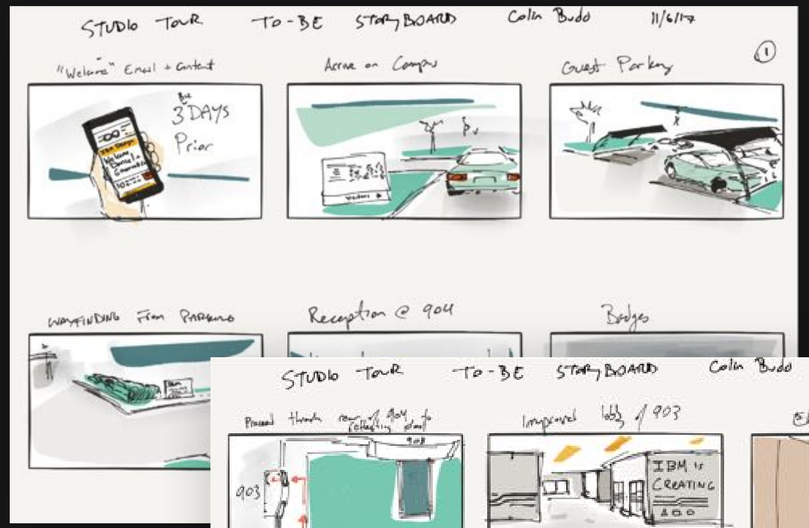
05a. A segment of the end-to-end journey for visitors touring the campus and studio.
Questions, handoffs, and moments of friction highlighted for further examination and reflection

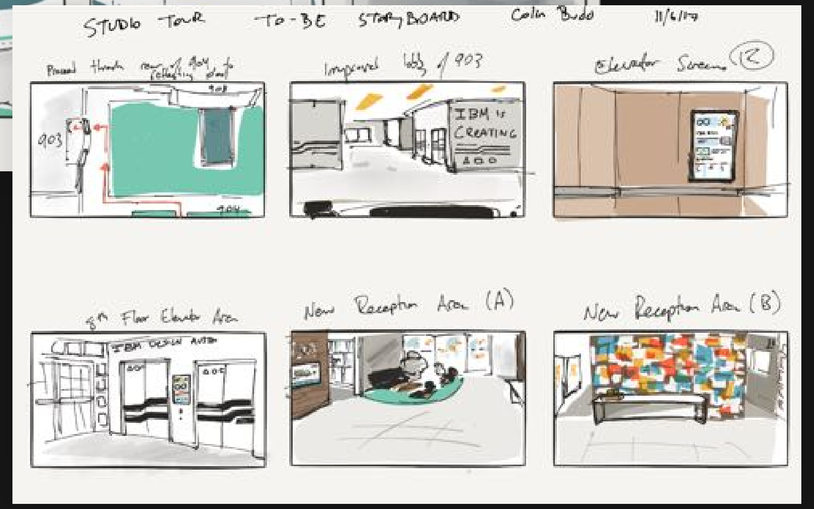


05b. Pain points extracted from our ethnographic approach and utilized for additional prioritization and discussion with studio leads within a mini-workshop



05c. Ideal “golden path” customer journey, illustrated and storyboarded to showcase key ideas and concepts arrived at through mini-workshop





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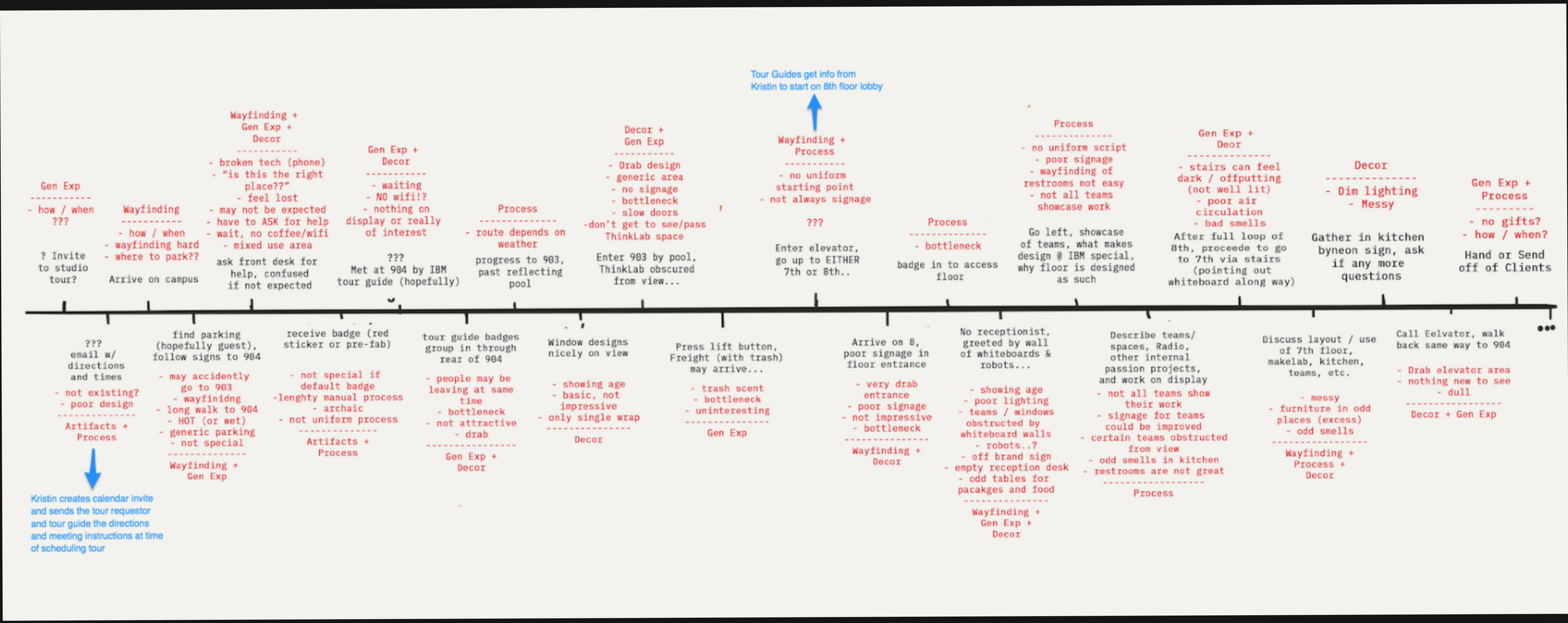
Revitalization of Studio Spaces + Tour Experience



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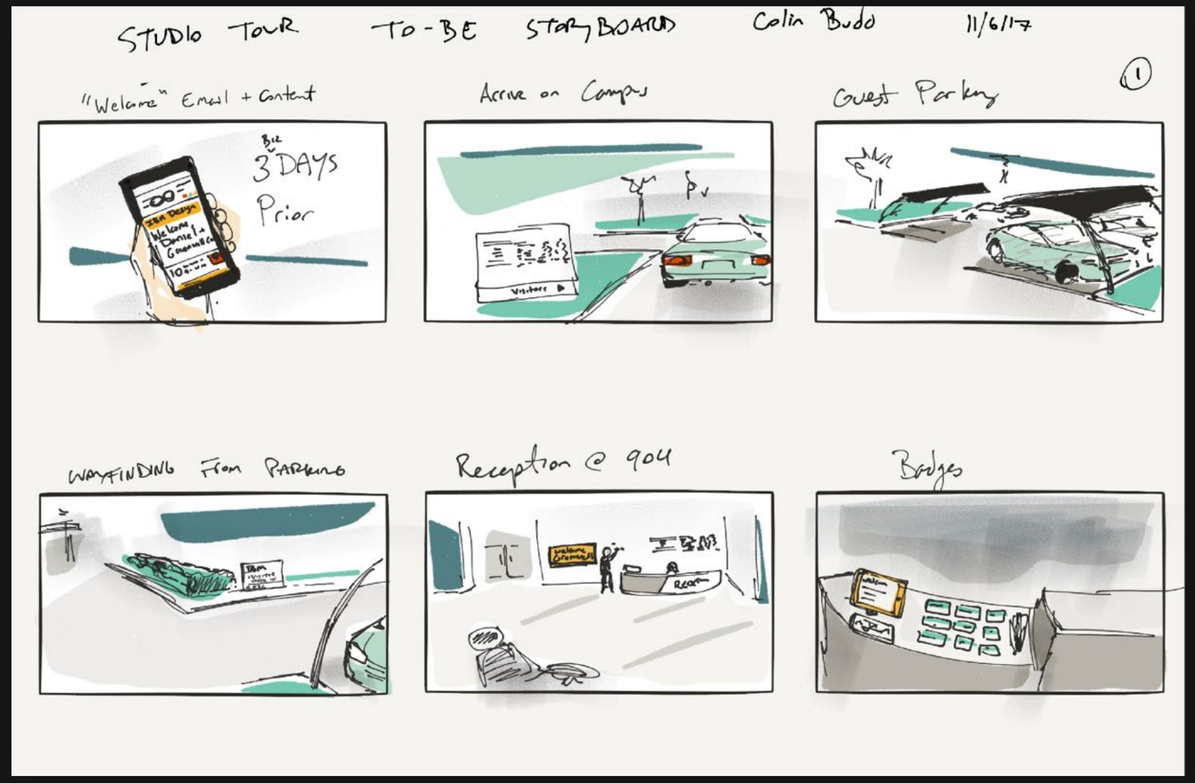
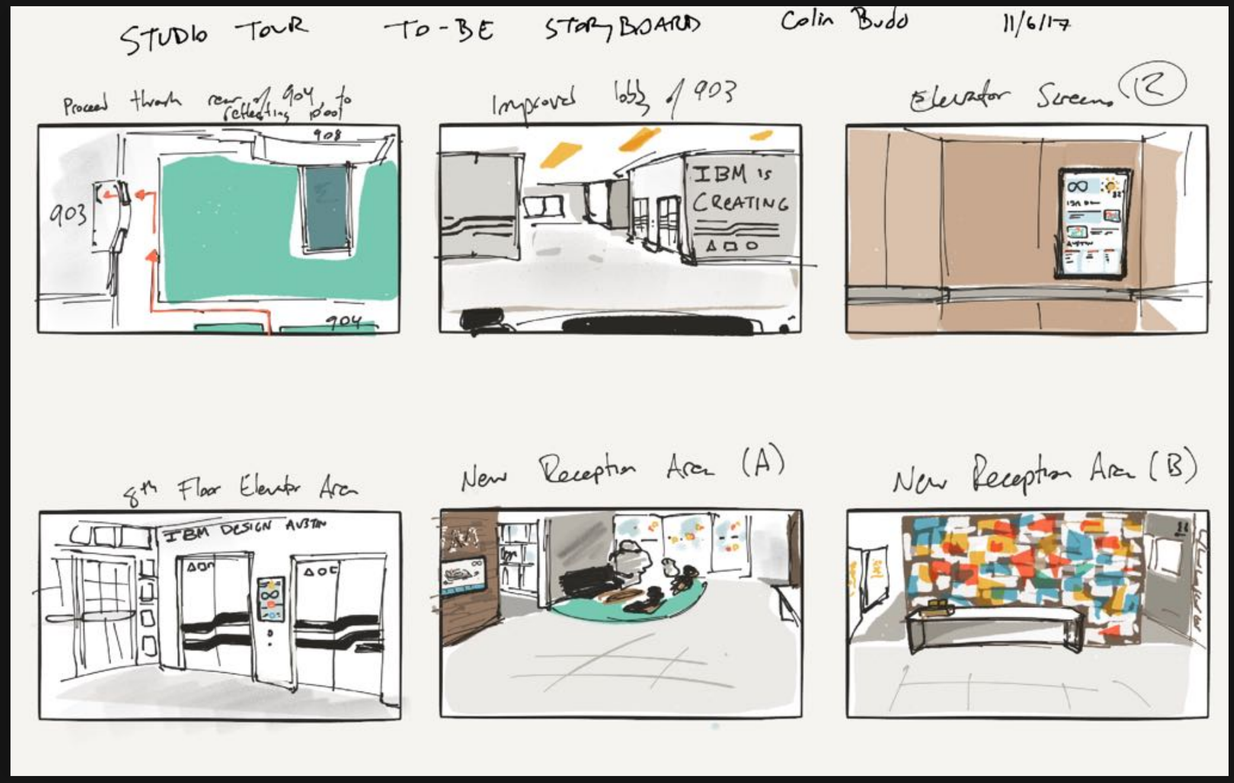
Revitalization of Studio Spaces + Tour Experience





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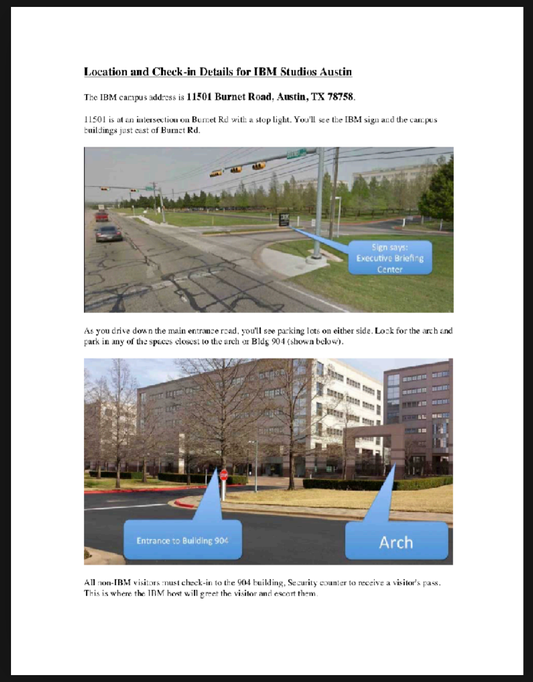
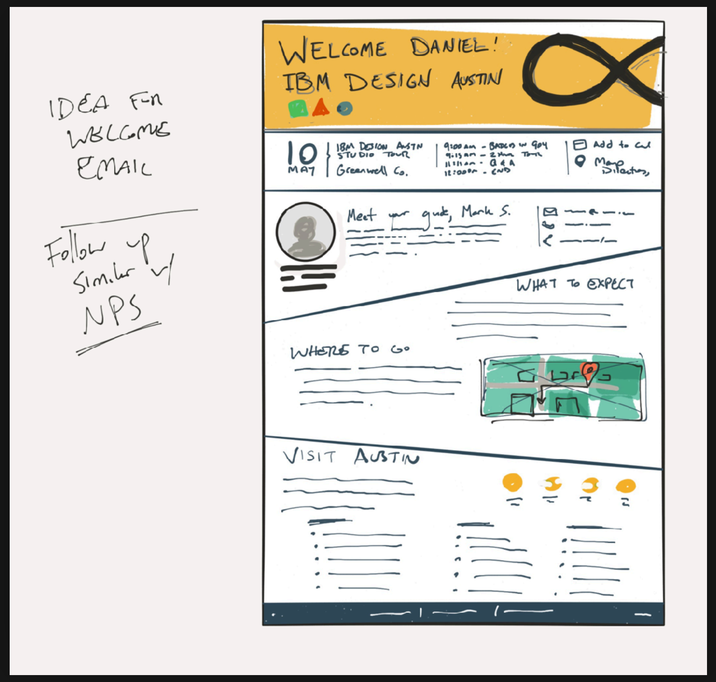
Revitalization of Studio Spaces + Tour Experience

Utilizing service design and graphic design to enhance key experiential moments, starting with the first-touch: welcoming and wayfinding.

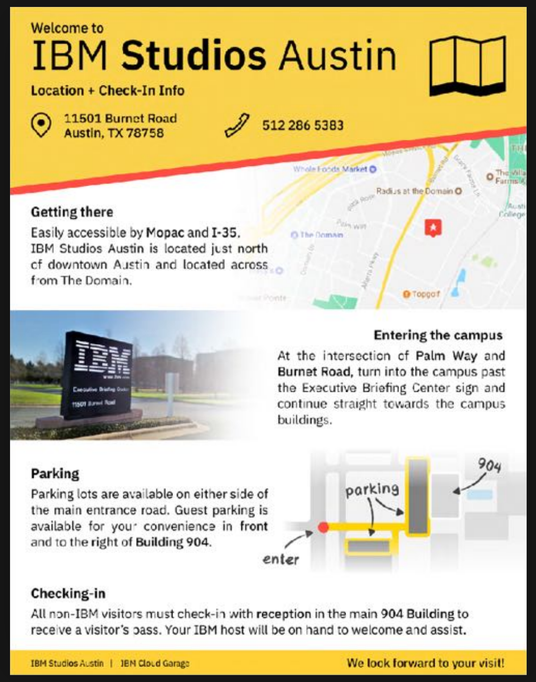
05d. Original studio wayfinding flyer as digitally sent to visitors ahead of an upcoming visit/tour



05e. Early concept sketch exploring information hierarchy, visual design language, and key wayfinding plus experiential elements to better personalize and assist those preparing for a visit



05f. Final updated studio flyer providing enhanced visuals, wayfinding, and check-in information for visitors ahead of a studio visit



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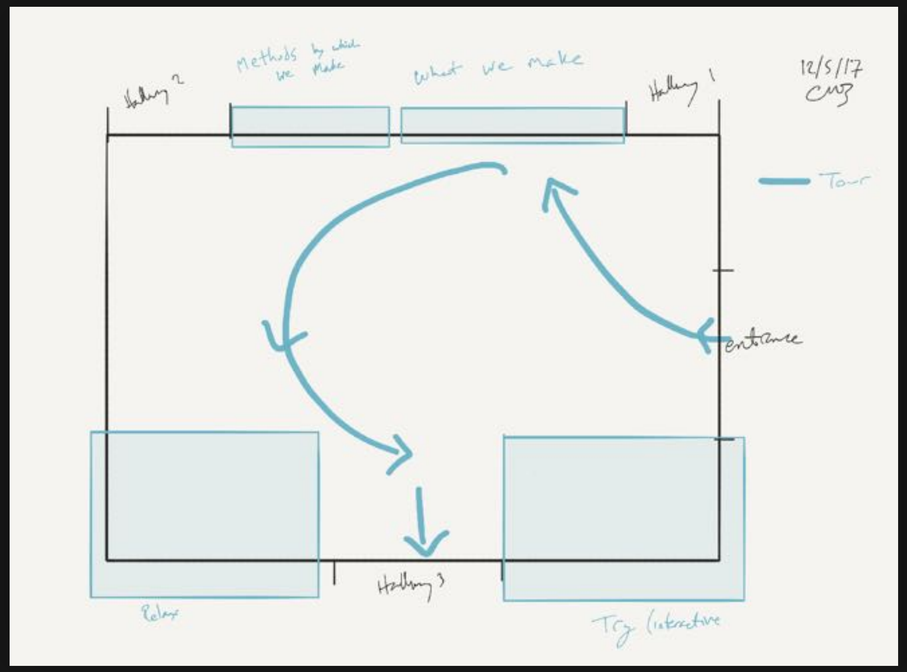
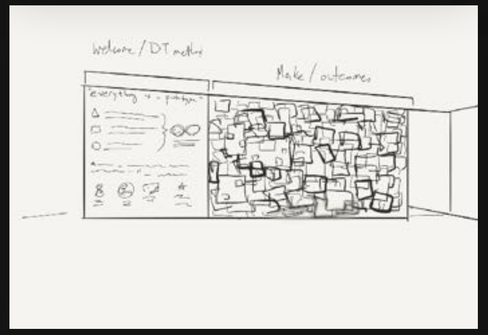
Revitalization of Studio Spaces + Tour Experience

Reconsiderations of underutilized areas such as the studio's entrance to increase employee collaboration and improve visitor experiences.

05g. Experimentation with tour flow and key touch-points for the studio entrance as a new starting point for visitors



05h. Early sketches exploring improved / reconsidered flow and creation of physical spaces to enable cross-collaboration moments (such as breakouts and organic encounters) for studio members and visitors alike



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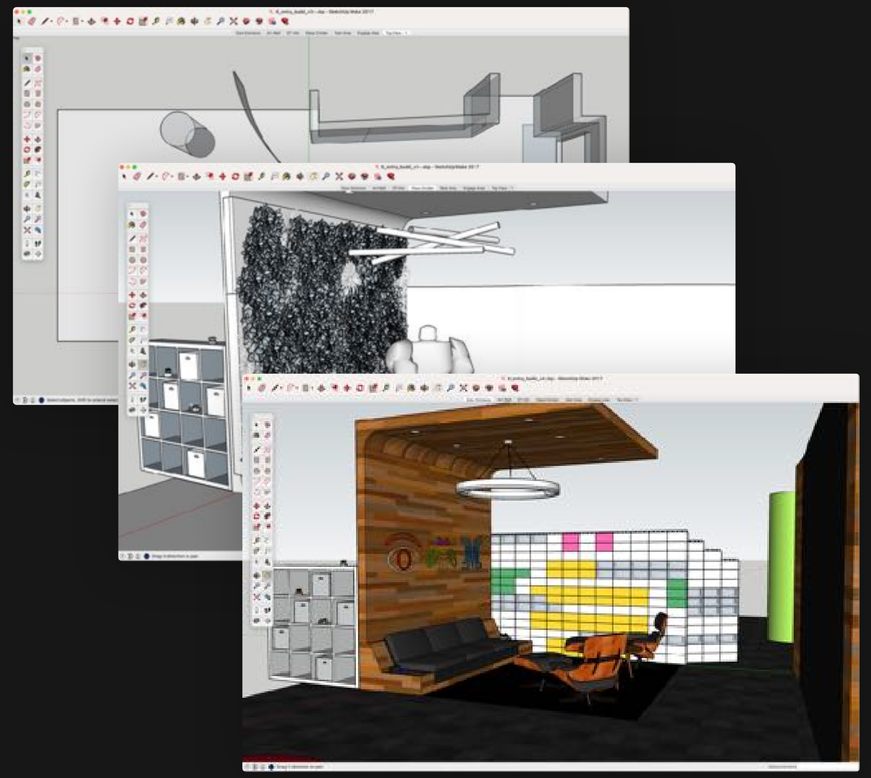
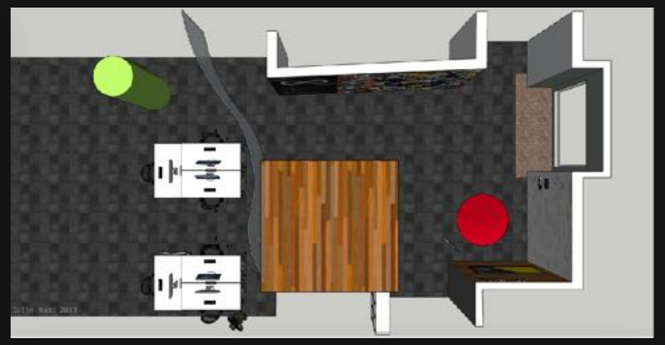
Revitalization of Studio Spaces + Tour Experience

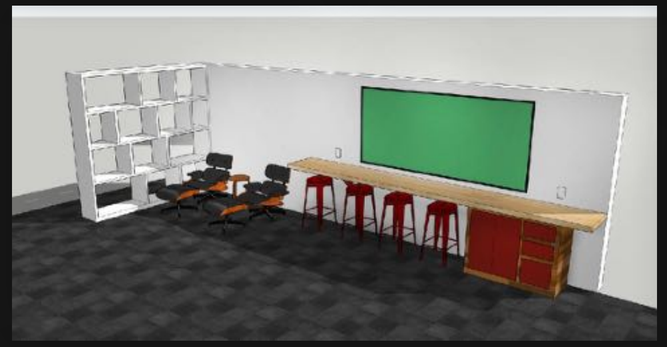
Utilizing my background in 3D Design, I created a series of space configurations for feedback from leads and the broader studio populous.

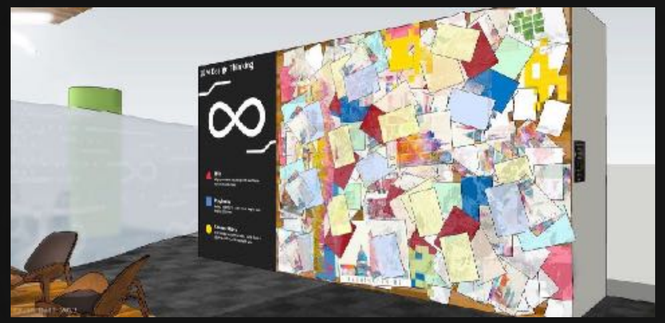
05i. Studio entrance mockups created in SketchUp
to enable rapid, space-accurate iterations

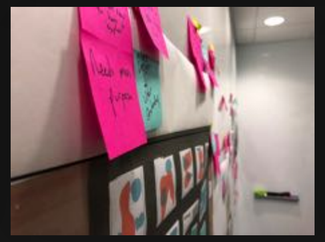


05j. Early renderings along with key stakeholder and studio community feedback









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Revitalization of Studio Spaces + Tour Experience

A dedicated team was assigned to finalize renderings and oversee the construction of the reconfiguration, bringing our ideas and concepts to life.

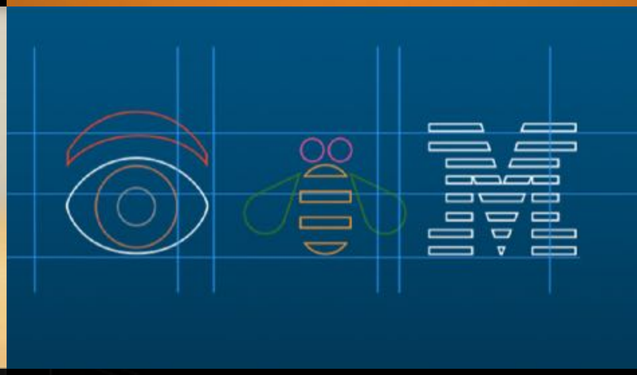
05k. Before: original studio entrance space prior to update

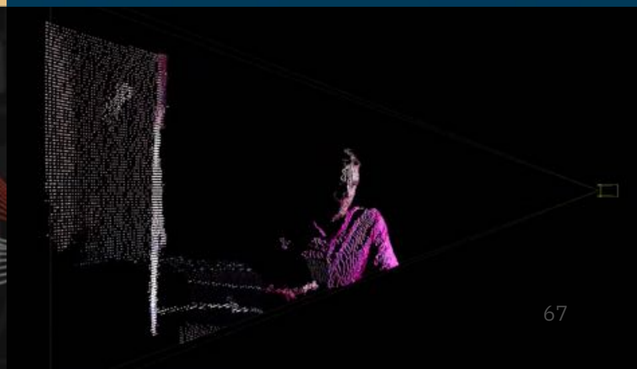
05l. After: revitalized entry space acting as the new start point for studio visits / tours

EXCITED FOR MORE?

Please visit **Colin-Budd.com** to see a wide range of additional creative feats, experimental works, and portfolio pieces from animation + video to interactive programming artworks and beyond.

Additional work happily available upon request.





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THANK YOU FOR YOUR TIME!