

# Case Study Portfolio Sample



**JENNIFER THISIUS**  
Dashboard UX/UI Designer

# Jens UX/UI Dashboard Design Process

Designed by Jen Thisius  
Dashboard UX/UI Designer

## DASHBOARD USER EXPERIENCE (UX) DESIGN PROCESS



### ELEMENTS

- meetings
- deliverables
- design approval

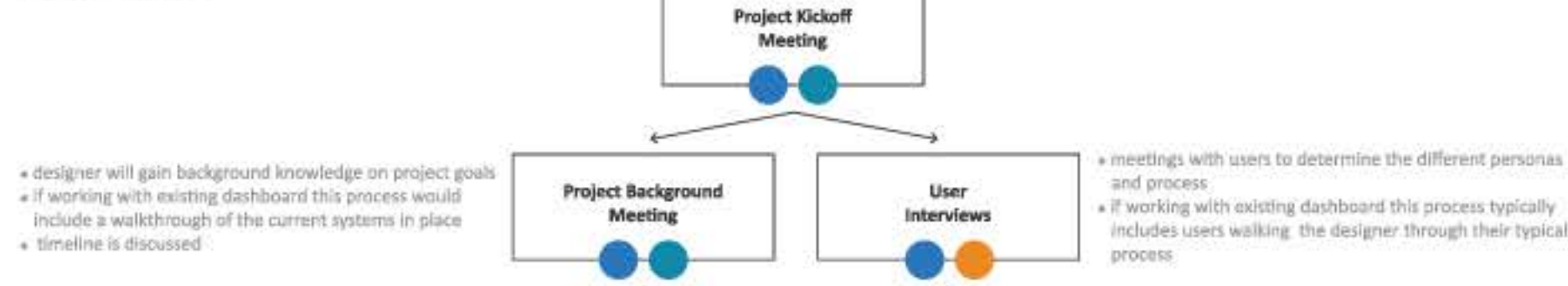
### PEOPLE

- UX designer
- users
- key business people
- development expert
- data expert

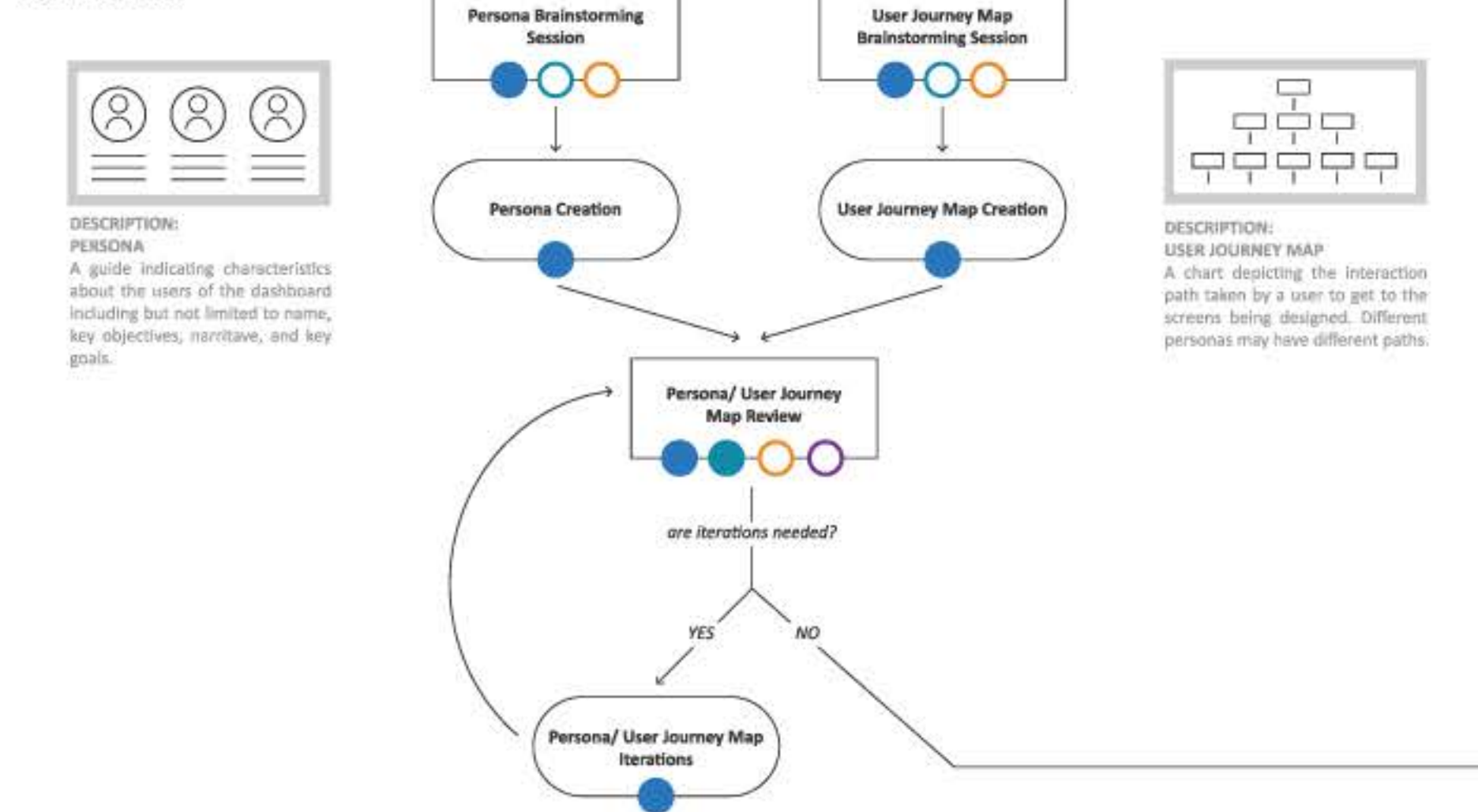
### STATUS

- mandatory
- optional

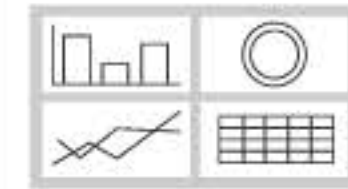
### PROJECT KICKOFF



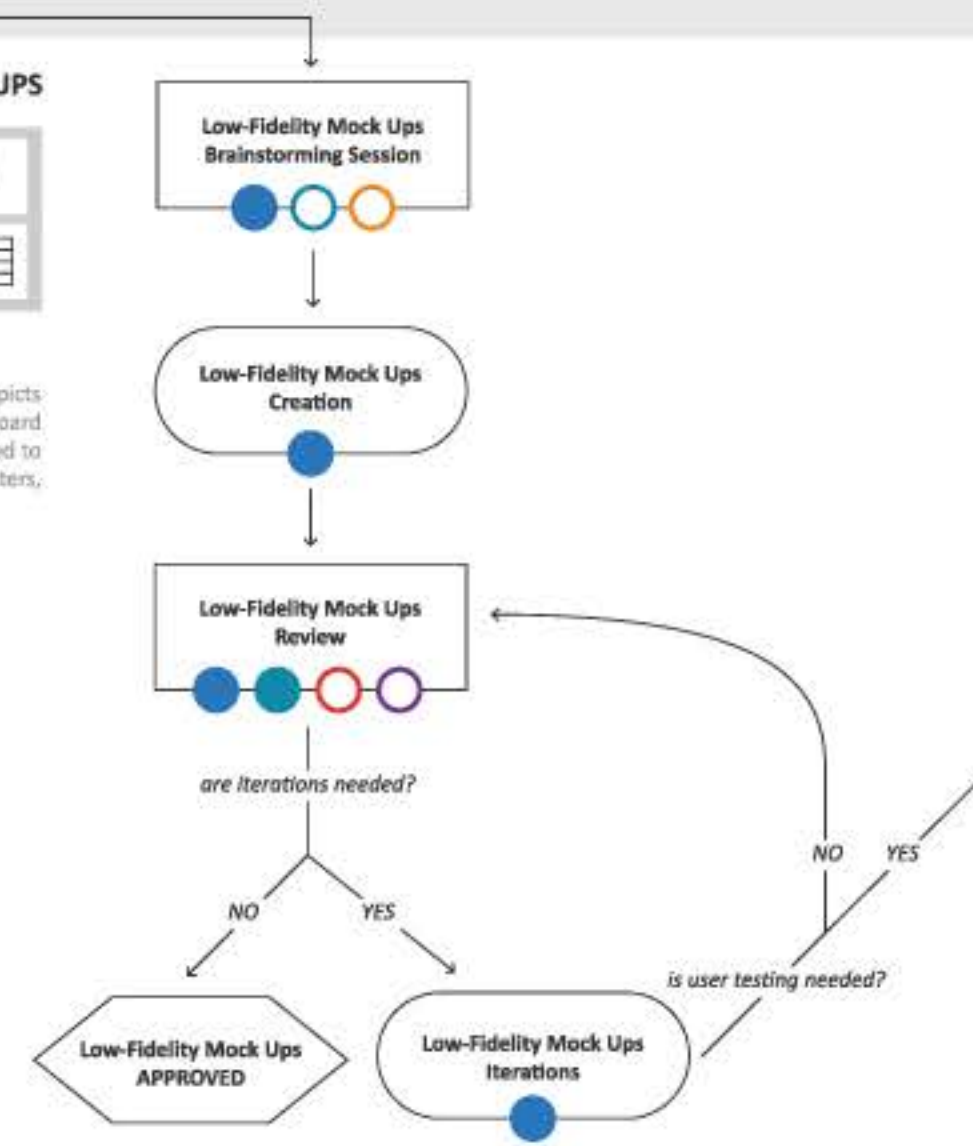
### USER RESEARCH



### LOW-FIDELITY MOCK UPS



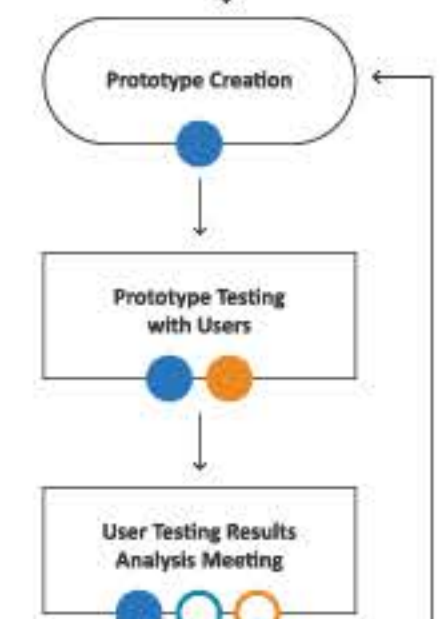
**DESCRIPTION: LOW-FIDELITY MOCK UPS**  
A wireframe mock up that depicts the basic elements of a dashboard design including but not limited to metrics, layout, graph type, filters, and level of detail



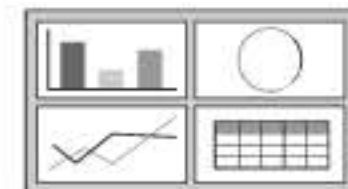
### USER TESTING



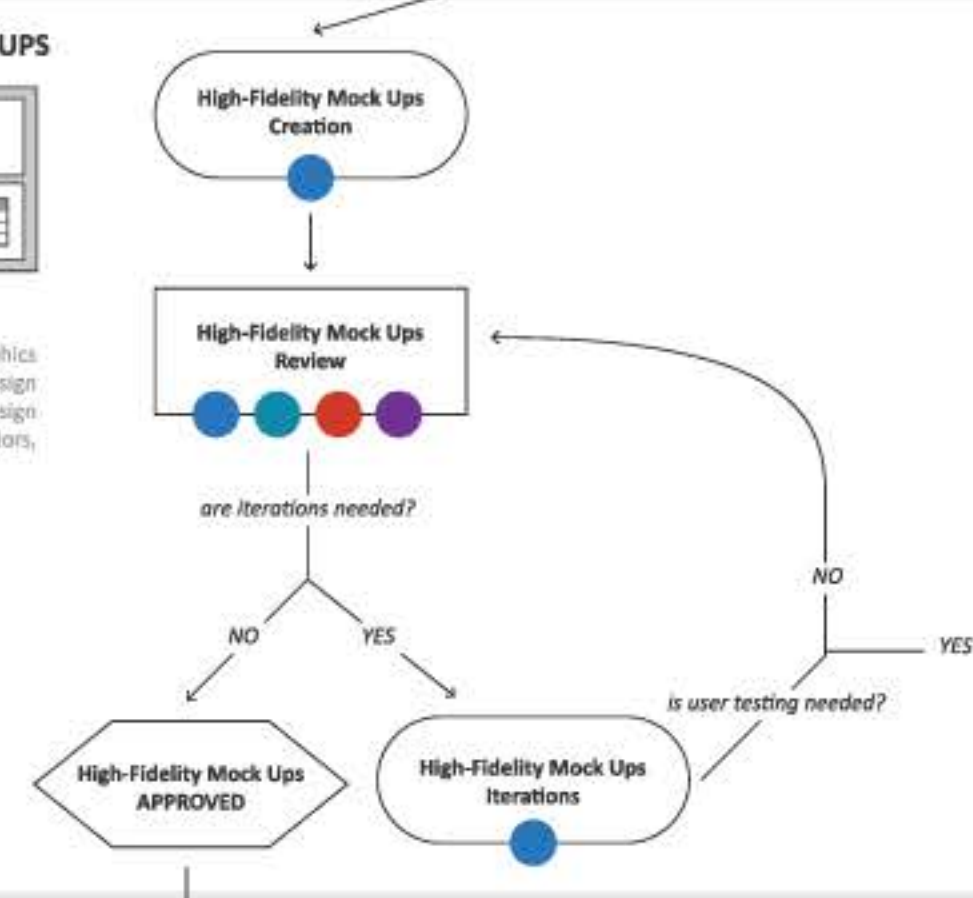
**DESCRIPTION: PROTOTYPE**  
An interactive version of the current design. The designer will observe the user interacting with the prototype and gather insight.



### HIGH-FIDELITY MOCK UPS



**DESCRIPTION: HIGH-FIDELITY MOCK UP**  
Includes user interface graphics that depict specific graphic design elements of a dashboard design including but not limited to colors, fonts, spacing, and branding.



### DEVELOPMENT PREPARATION



**DESCRIPTION: STYLE GUIDE**  
A document purposed to guide the developer through the visual specifics of a dashboard including but not limited to font names and point sizes, color codes, asset pixel placement and size, and dashboard size.



**DESCRIPTION: ASSET**  
A custom graphic element generated by the designer to load into the dashboard system.

"Jen was a key contributor and innovator in the creation of Lancet's cognitive design team. Her team's work emerged to be a game changing industry best practice in the development of dashboards and user interfaces used for business intelligence and analytics. We held Jen to an unusually high standard, expecting her to play the role of a consultative business analyst, highly skilled dashboard application developer and user interface designer all at the same time. Jen showed an uncanny ability to learn fast, relate to clients, and do outstanding technical work that consistently blew away expectations. One mark of a great designer is their ability to propose a concept that goes outside the bounds of what a client expresses in their initial set of requirements. A great designer elicits a response that goes something like: "Wow. This is nothing like I envisioned. This is way better than I could have imagined." Jen does that type of work repeatedly, and patiently works with her clients to iterate and refine initial designs into the perfect working interface. Jen has that natural passion for and interest in doing client-pleasing work that you can't teach. It has to be there on the inside. Her ability to balance the art and aesthetics of design with the hard and cold science of software development is an unusual talent as well. I see Jen exercising her raw smarts and interpersonal skills in everything she takes on inside and outside the field of analytics and UX design. It was a true pleasure to have her be part of our firm, and I hope to have the chance to work with her often in the future."

**RANDY MATTRAN | GEO at Teradata, Senior Co-worker**

"I really enjoyed working with Jennifer, she is a great listener, thought provoker and a quick study. She is a great designer that always puts the user first. She genuinely cares about the people she works with and is very thoughtful in the work she produces. Her ability to build trusted working relationships quickly is probably her best attribute."

**JOSH SCHOEN | UX Engineer, Co-worker & Mentor at Lancet**

"I continue to be impressed with how our clients ask for Jen again and again; it is simply a testament to her work and work ethic. In addition, I am always excited to see her deliverables since I know I will be blown away."

**TYLER REBMAN | Senior Co-worker at Lancet/Teradata**

"I worked with Jennifer to design and build several dashboards for an insurance client in the Northwest. Jennifer is very easy to work with and has a quick grasp of requirements. She brings creativity to her designs while still being able to follow established design standards. I was continuously impressed with the visualization concepts that she was able to incorporate into her dashboard wireframes. Jennifer is able to work independently and she is especially effective in a team environment. She has an excellent work ethic and an easy going personality. She is just an absolute pleasure to work with for both her client and her consulting team members. I would be thrilled to work with Jennifer again on a future project and I would give Jennifer my highest recommendation."

**GENE WILLIAMS | Microstrategy Developer, Co-worker at Teradata**

"Jennifer is known as a reputable designer within Teradata's Consulting organization. She has delivered great work time after time and as a result is commonly asked for by name by her colleagues and our customers. She has embraced our user-centered approach to design and has folded various aspects of it into her own work within the field. For example, she led a 240-hr engagement with one of our customers by conducting UX, usability and heuristic reviews of their BI platform and workbench, basing her findings on user research she collected in the beginning through formal design thinking workshops, and testing her findings and ideas with the users throughout the engagement."

**MIKE ERICKSON | Head of UX Operations at Lancet/Teradata Manager**

# Case Study Corporate Travel

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## 2017

### OVERVIEW

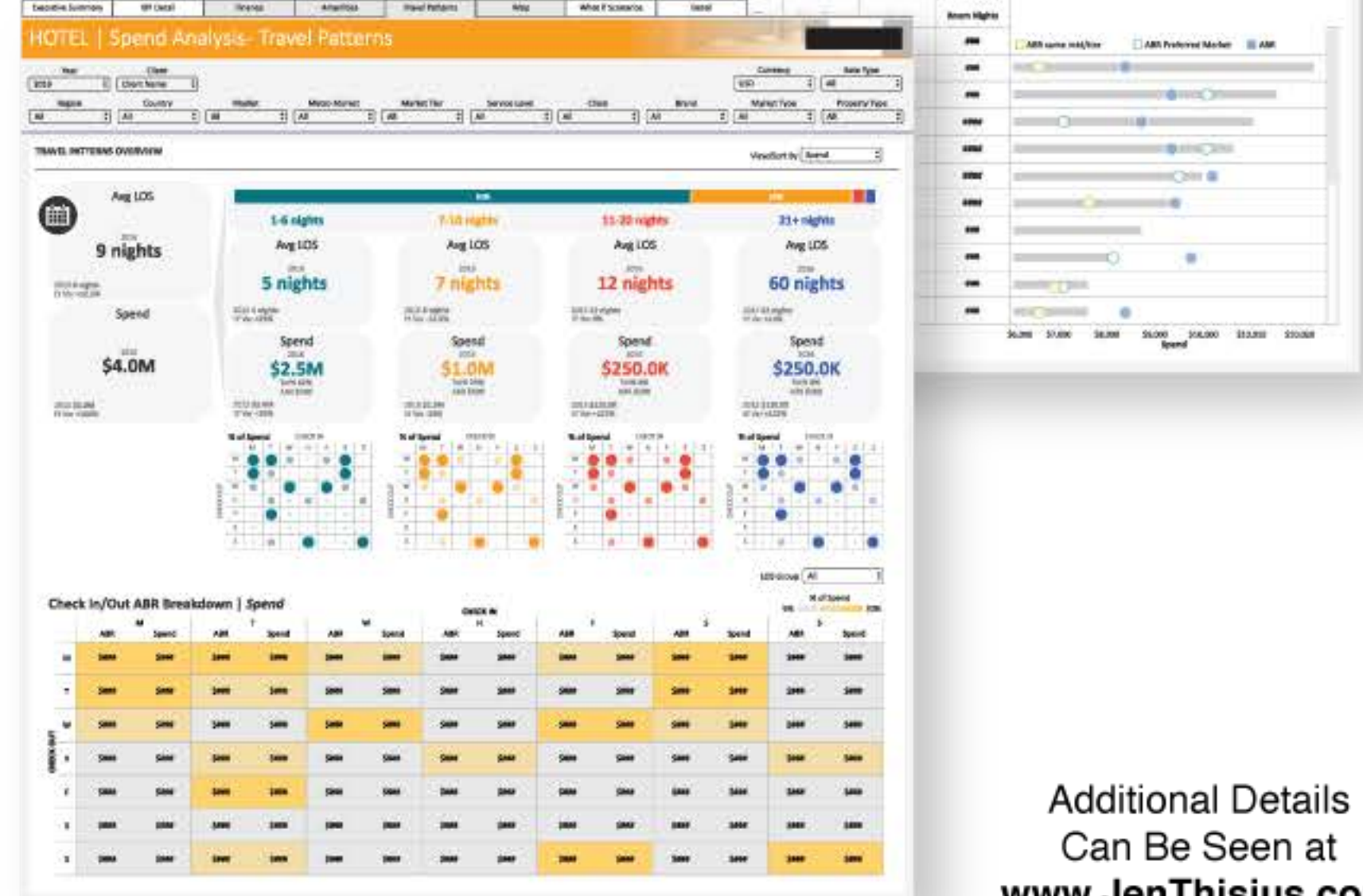
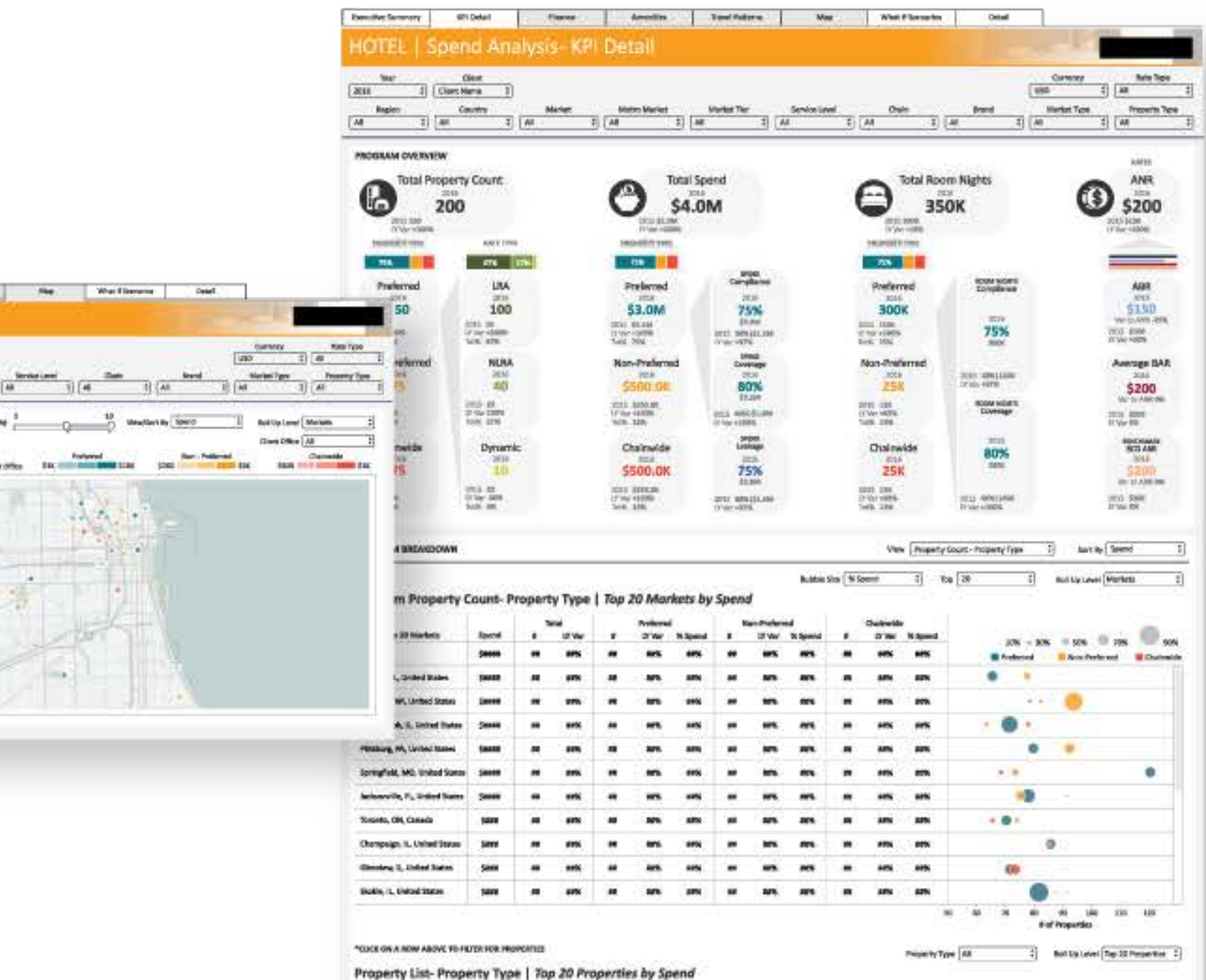
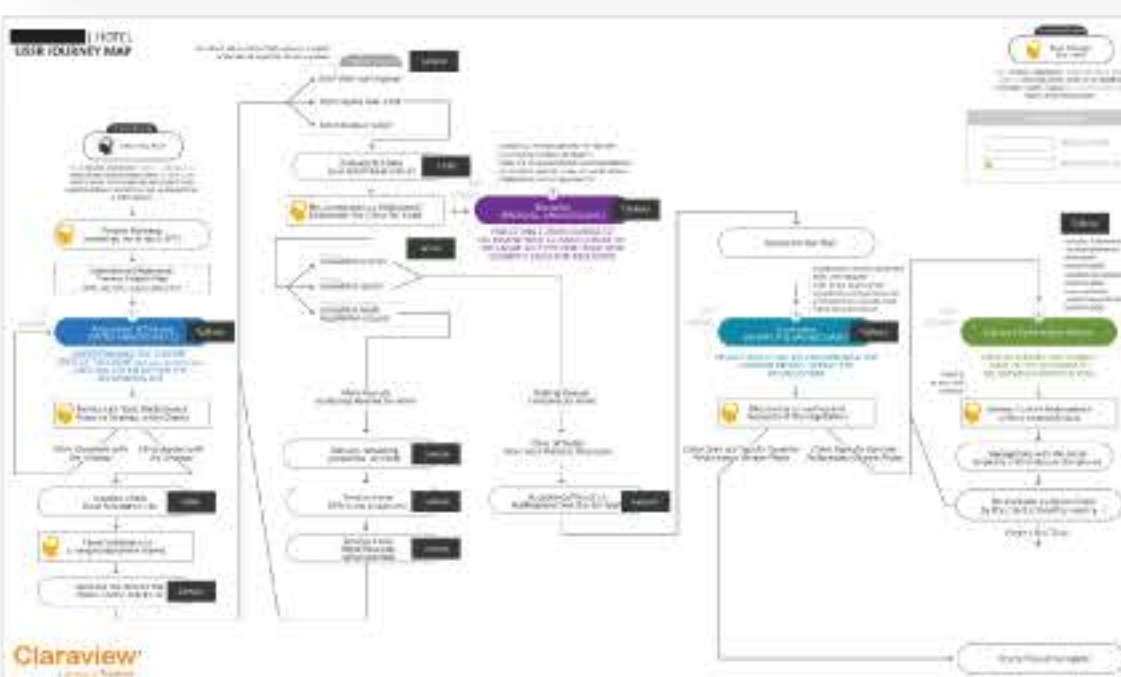
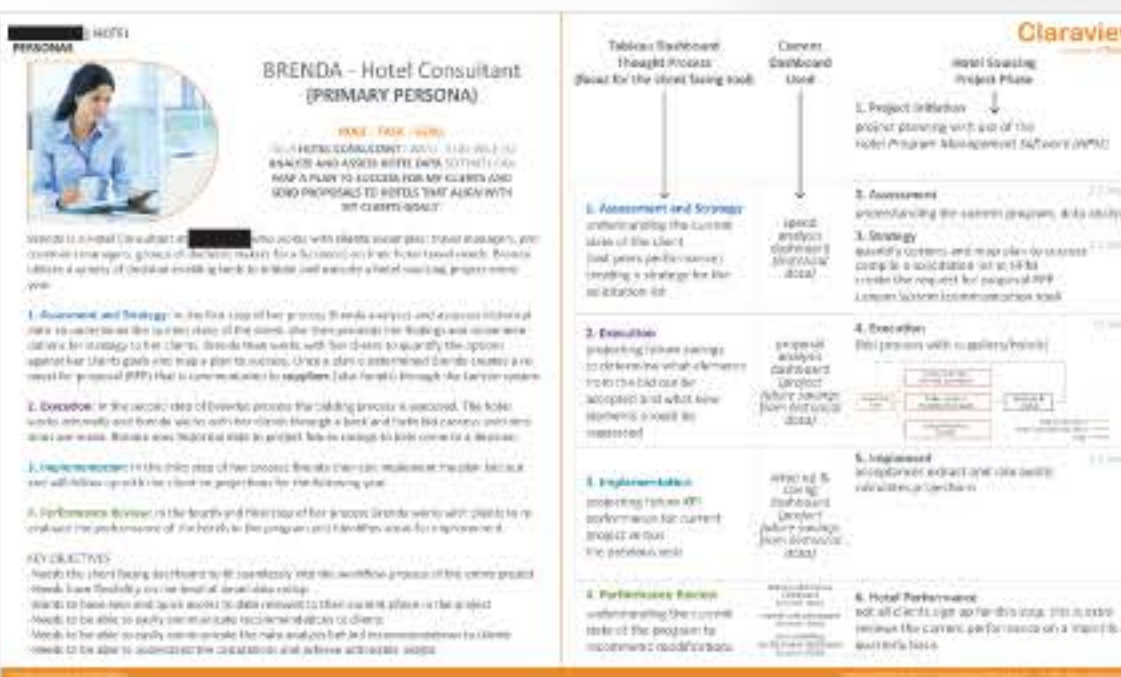
Conducted user experience and user interface design practices to deliver clickable prototypes and development specs within four dashboard systems.

### APPROACH

Through design consultations worked with client teams to develop designs based on the improvement and streamlining of previously used excel reports. Intended for Tableau development and desktop interaction. Initial kickoff interviews included a summary of known improvements and direction for the entirety of the project as well as budgeting and timeline discussions. Conducted user research to develop personas and user journey maps to act as guides for the design build and properly assess user needs. Created low-fidelity (wire-frame) mock ups and high fidelity mock ups. Led iteration meetings to gather and discover additional design improvements and requirements. Converted the finalized high fidelity mock ups into a clickable prototype format to be tested by users before development. Designs included four dashboard systems each including 4-8 tabs of interactive dashboard designs.

### FINAL DELIVERABLES

- Clickable Prototypes
- Design Specs
- Development Specs
- Persona Creation
- User Journey Map Creation



Additional Details  
Can Be Seen at  
[www.JenThisius.com](http://www.JenThisius.com)

# Case Study Pharmaceutical Marketing

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## 2017

### OVERVIEW

User experience and user interface design practices were conducted to deliver engaging clickable prototypes of dashboards that utilized the branding and functionality guidelines of the clients company.

### APPROACH

Consulted with executive team members to create designs that fulfilled the need for engaging visuals and intuitive functionality. Designs were based off existing company datasets. Initial kickoff interviews with executive management resulted in user journey maps that acted as a guide for the final design. Developed high-fidelity mock ups and clickable prototypes that were used to conduct iteration meetings with executive team members until the design was finalized and approved. Designed for desktop use to be developed in Tableau. Designs included six tabs of interactive dashboard designs each with additional drill down views. Two rounds of designs were completed once for the initial build and again for additions as users and upper level management discovered additional requirements.

### FINAL DELIVERABLES

- Clickable Prototypes
- Design Specs
- User Journey Map Creation



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# Case Study Pharmaceutical Enrollments

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## 2018

### OVERVIEW

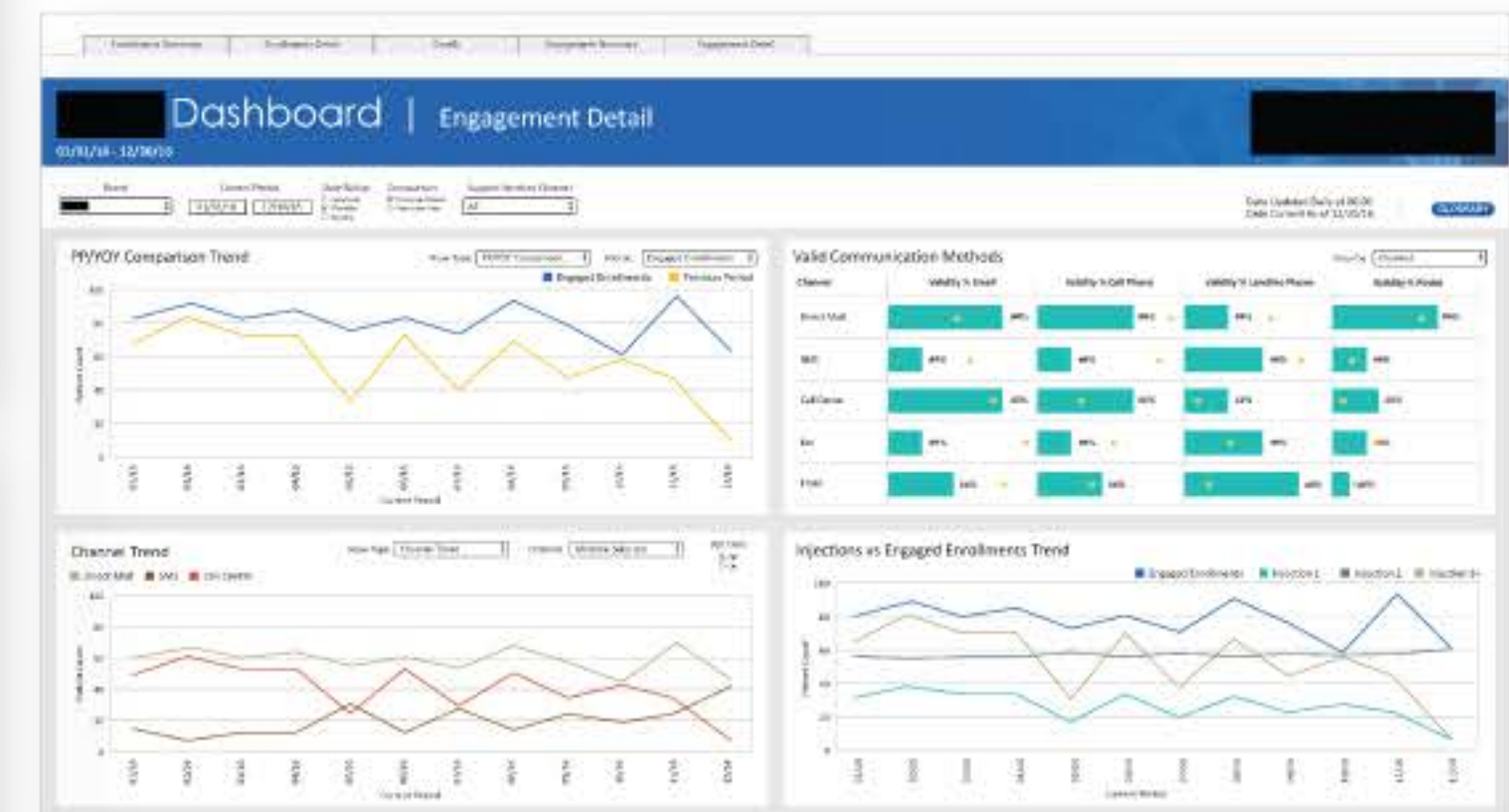
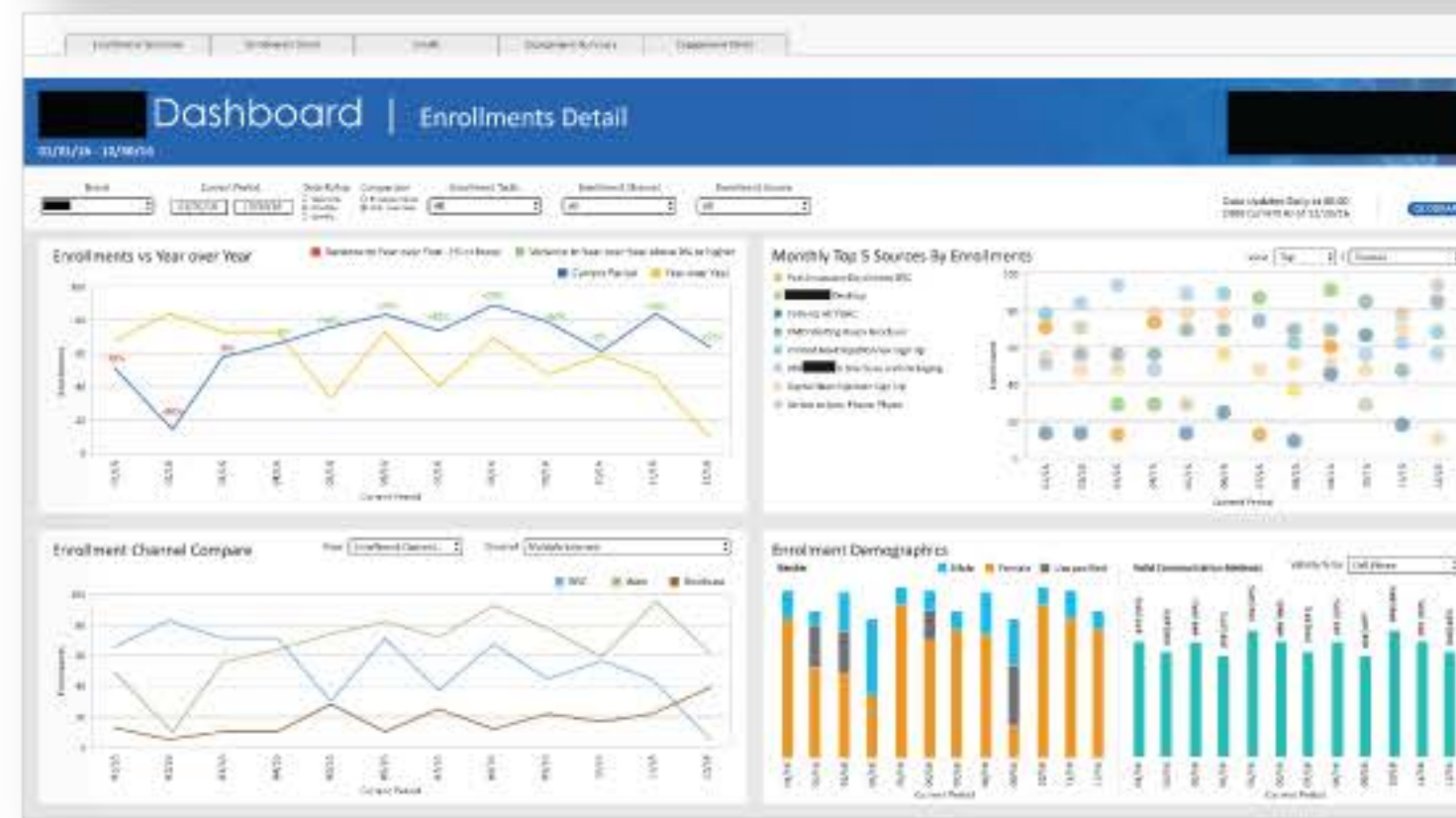
Designed a dashboard system using data visualization best practices. Design requirements gathered through user interface design and design consulting. Created initial dashboard visuals from a minimal dataset with the intention evolving the design to outline new data requirements for the business to capture to achieve future insight goals.

### APPROACH

Consulted with associate level users to understand insight requirements. Created low fidelity (wire-frame) mock ups and high fidelity mock ups to establish design functionality and stylistic requirements. Conducted iteration meetings with teams to achieve an ideal final design. Converted final design into a clickable prototype format. Design style guide and development specifications delivered. Design included a dashboard system with five tabs of interactive designs.

### FINAL DELIVERABLES

Clickable Prototypes  
Design Specs  
Development Specs



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# Case Study Financial

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## 2017

### OVERVIEW

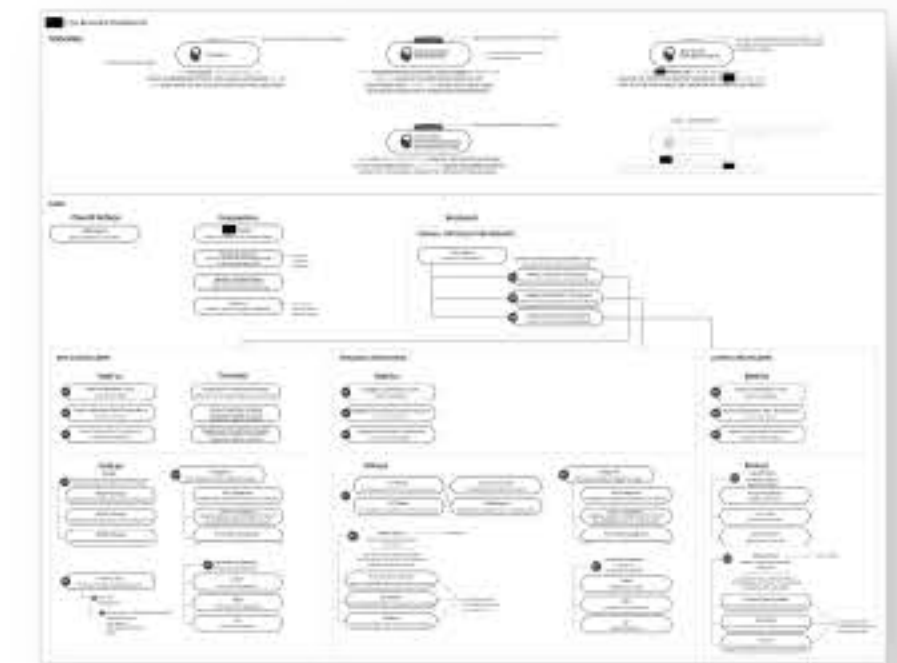
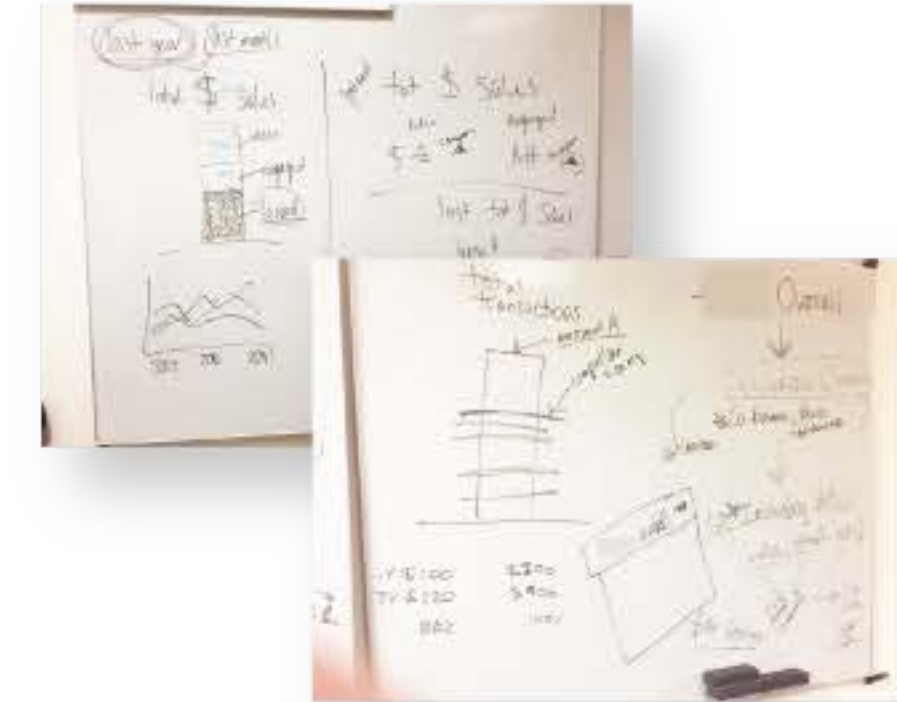
Visited client site to conduct brainstorming workshops with a diverse team consisting of users, developers, and key stakeholders. Clickable prototype designs developed to improve upon and extend the return on investment for already existing Tableau dashboards.

### APPROACH

While on site led the group through initial kickoff meetings to understand client goals, budget, and timeline as well as organized and led groups through brainstorming sessions to build the general requirements and conduct user research for the dashboard system. Created initial low fidelity (wire-frame) designs to remotely work with the team on additional requirements gathering. Creation of high fidelity clickable prototypes with the addition of company branding and styling. Led iteration meetings remotely until final design approval. Created a design style guide and development specs. Designed for use on desktop and to be developed in Tableau.

### FINAL DELIVERABLES

- Clickable Prototypes
- Design Specs
- Development Specs
- Persona Creation
- User Journey Map Creation
- Group Ideation Workshops



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# Case Study Insurance Customer Service

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## 2017

### OVERVIEW

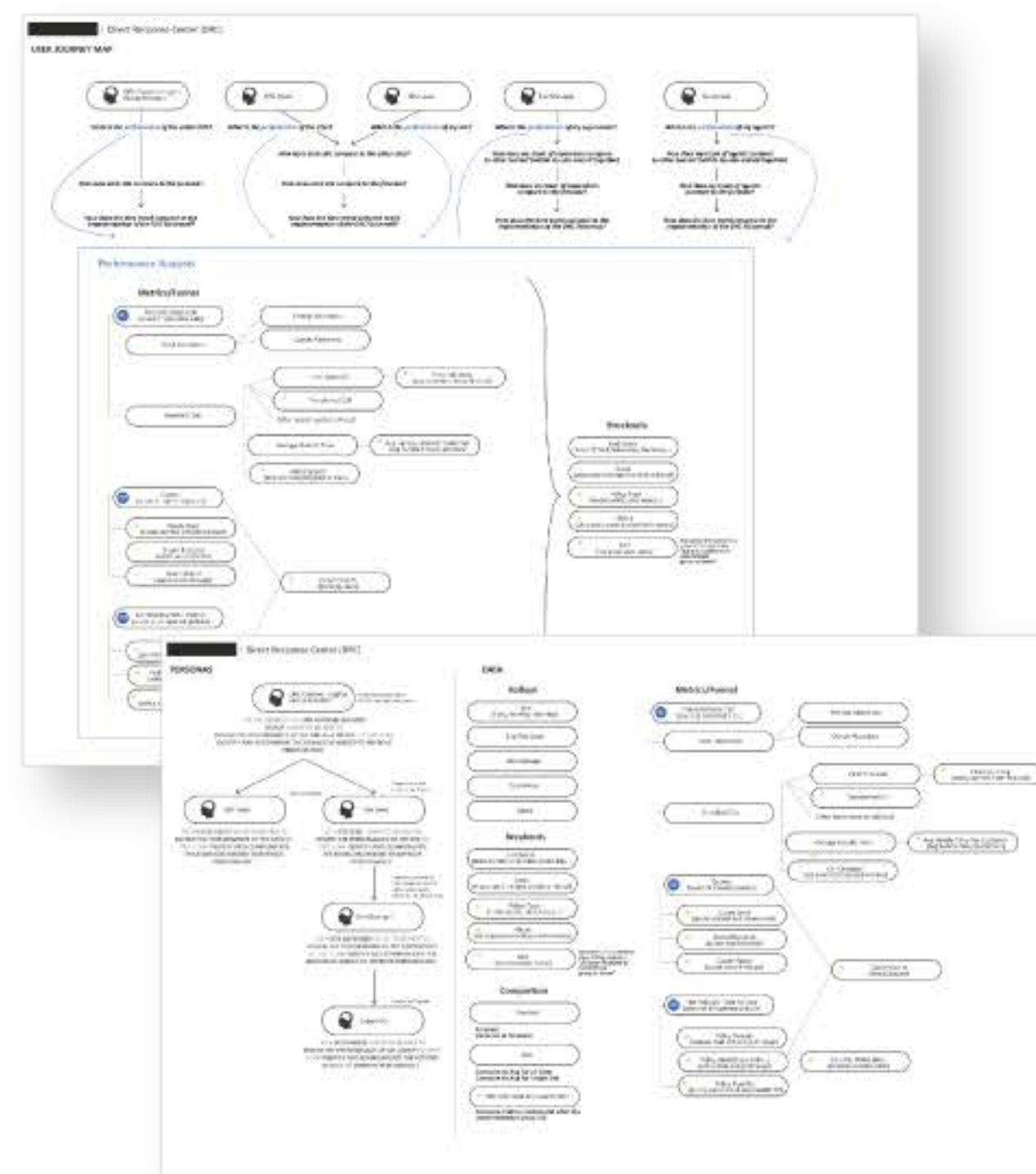
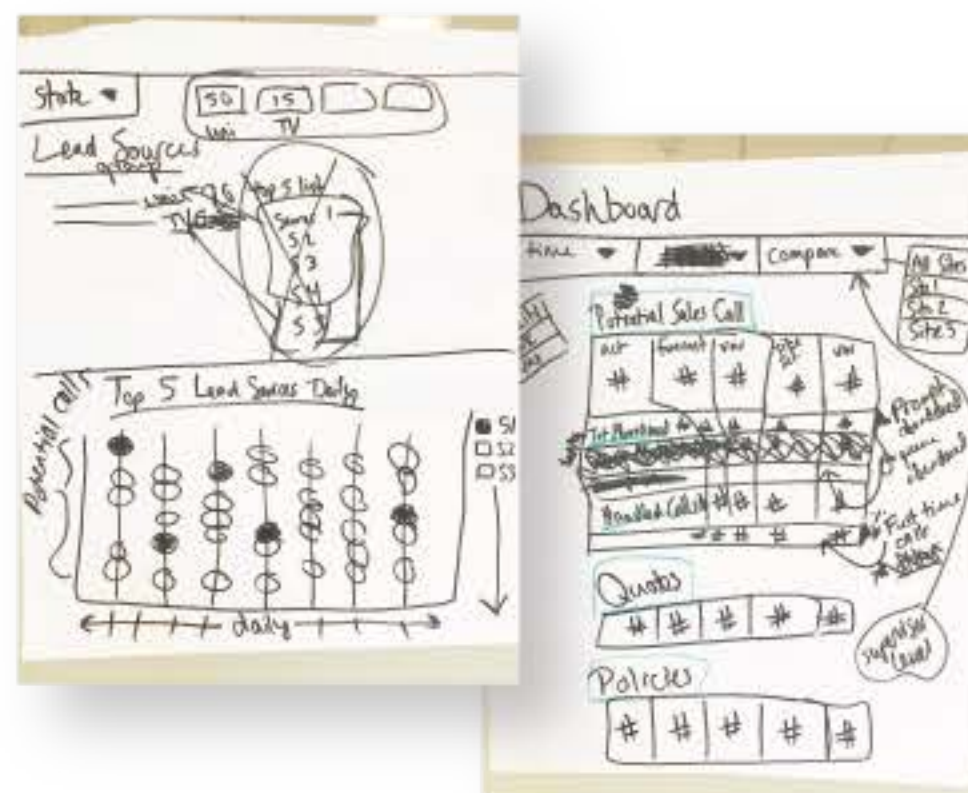
Led an array of design workshops to develop existing excel reports into interactive dashboards. Personas, user journey maps, data maps, and clickable prototypes were created to implement and improve upon user needs.

### APPROACH

Design brainstorming and whiteboarding sessions were conducted within a group to establish functionality requirements. Styling of dashboards were created from scratch to match company logo. Created low fidelity (wire-frame) mock ups which were used to guide the group through requirements gathering. High fidelity clickable prototypes were developed and tested on users before development. Responsive design for use on desktop or tablet and to be developed in Microstrategy.

### FINAL DELIVERABLES

- Clickable Prototypes
- Design Specs
- Development Specs
- Persona Creation
- User Journey Map Creation
- Group Ideation Workshops



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# Case Study

# Product Development

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## 2016

### OVERVIEW

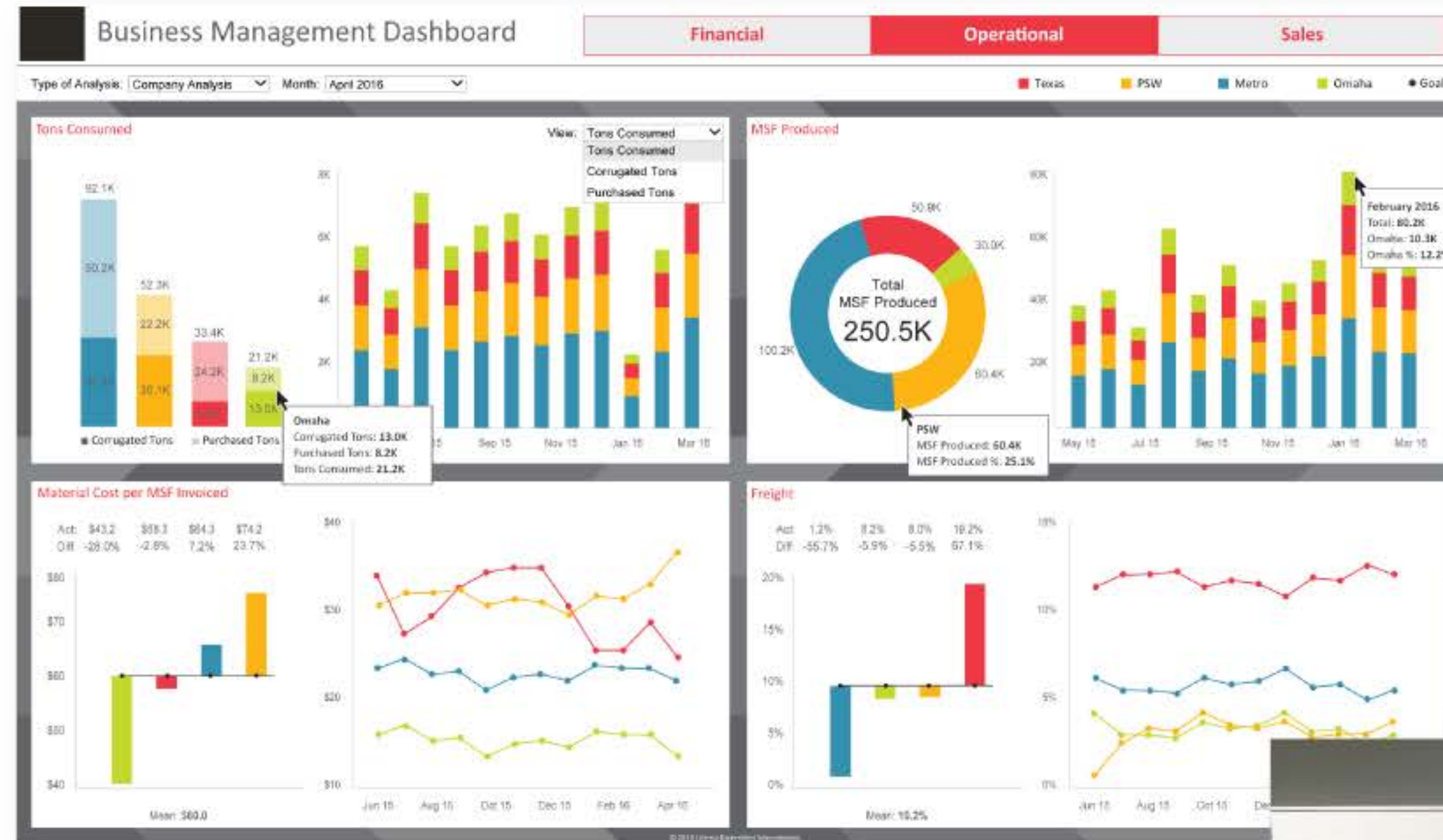
Designed three interactive dashboard systems based off existing excel reports. Improved report simplicity and ease of use to deliver a more intuitive design featuring additional insight capabilities for users.

### APPROACH

Led remote ideation sessions with the team to reveal a rough sketch of the potential design. Creation of initial high fidelity mock ups that were used to conduct iteration meetings with the team. Extended brand logo color into a harmonious palette to be applied to each dashboard system for consistent look and feel for all new reports moving forward. Designs created to be viewed on a desktop and developed in Microstrategy.

### FINAL DELIVERABLES

- High Fidelity Mock Ups
- Design Specs
- Development Specs



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