



David Shastry

Experience Design Portfolio

UI. UX. Product Design

WINSTON & STRAWN LLP

With a history of over 160 years, Winston & Strawn LLP is a distinguished global law firm with more than 850 attorneys among 18 offices in the United States, Europe and Asia.

With revenues exceeding \$820M annually, Winston offers trusted counsel to clients in critical industries such as manufacturing, banking, finance, healthcare, regulatory bodies and more.

Corporate Intranet Redesign

THE PROBLEM

Unhappy Attorneys, Wasted Investments

Having the most up-to-date case information at all times is critical for corporate attorneys to succeed in the conference room as well as the court room. Employing over 850 attorneys globally, Winston, faced a significant UX & system adoption challenge with their Corporate Intranet. They struggled to provide live case information to attorneys in an easy to consume experience. Attorneys were unable to find critical information, or wasted precious billable time trying to figure out the data heavy experience.

What they required was a set of rules to organize and govern their massive data stores, a beautiful interface through which to access it, and finally an experience that was robust, seamless and universal across all devices.

THE TECH

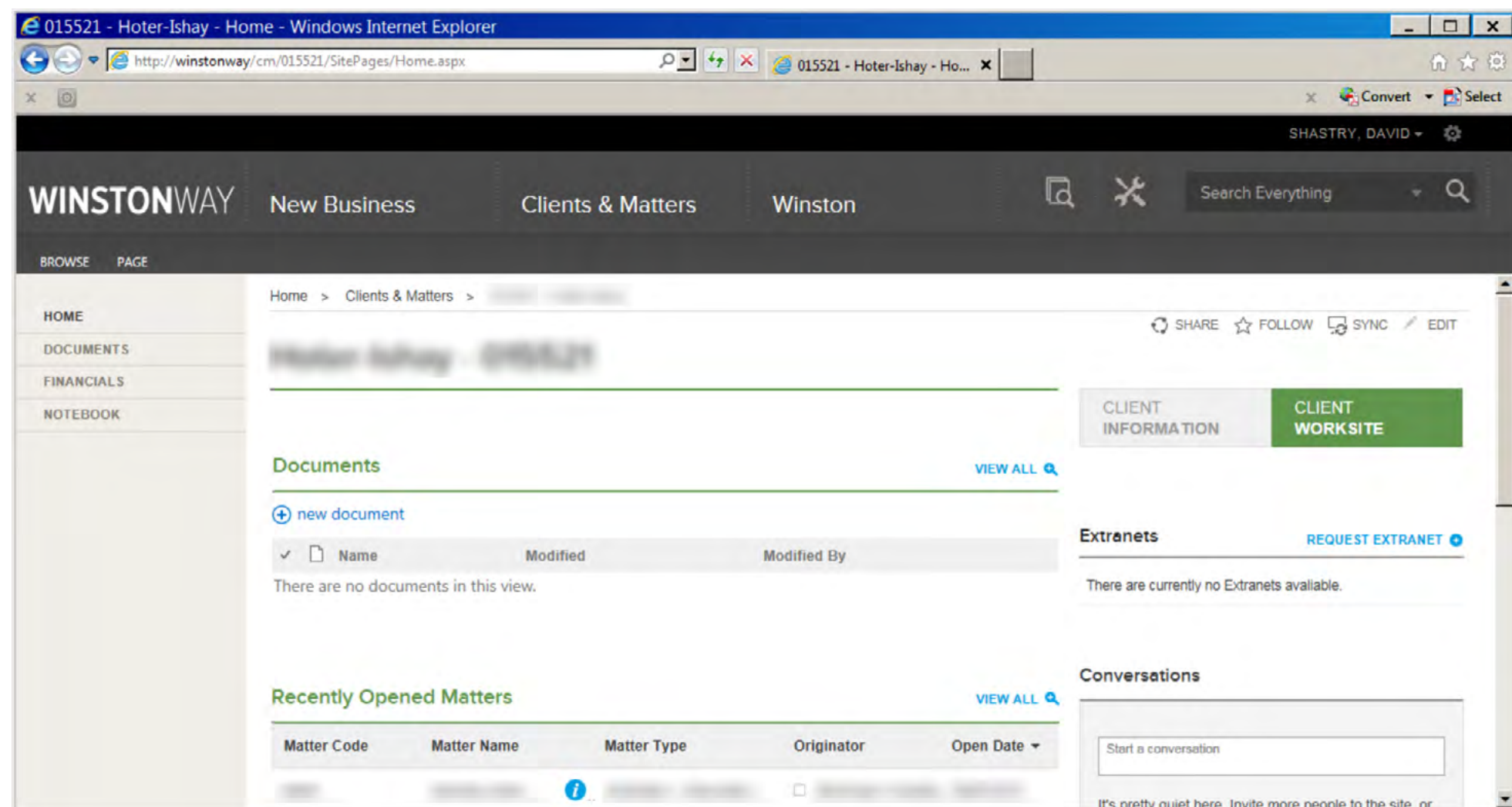
- Microsoft Sharepoint 2013
- AngularJS
- AJAX

THE GOALS

- One click access to all intranet content & third party systems from homepage
- Create a dashboard that is task based vs news presentation based
- A Seamless “app-like” experience, i.e. no page refreshes
- Craft a universal, modular & scalable design language that works across desktop, tablet & mobile

The Process - UX

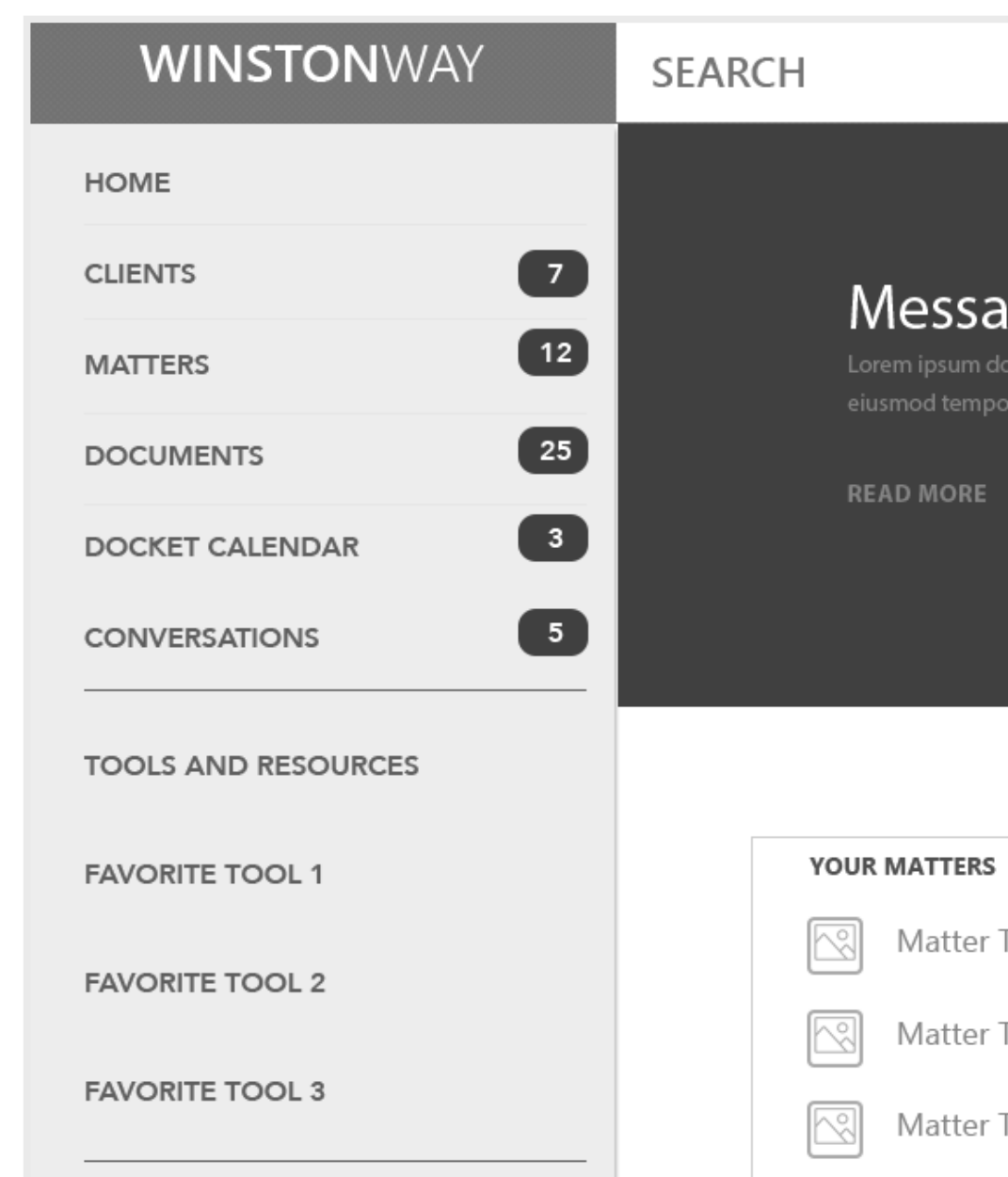
1. INITIAL STATE



“Clunky”, “Hard to Use”, “Everything’s Hidden Away”, “Doesn’t Look Good”

3. DEFINE

“Fail fast” methodology with rapid iteration & testing of wireframes into clickable prototypes in order to perform usability and task based testing.



Iterated on “one-click access” features and a new menu with in-line notifications to increase speed

2. DISCOVER

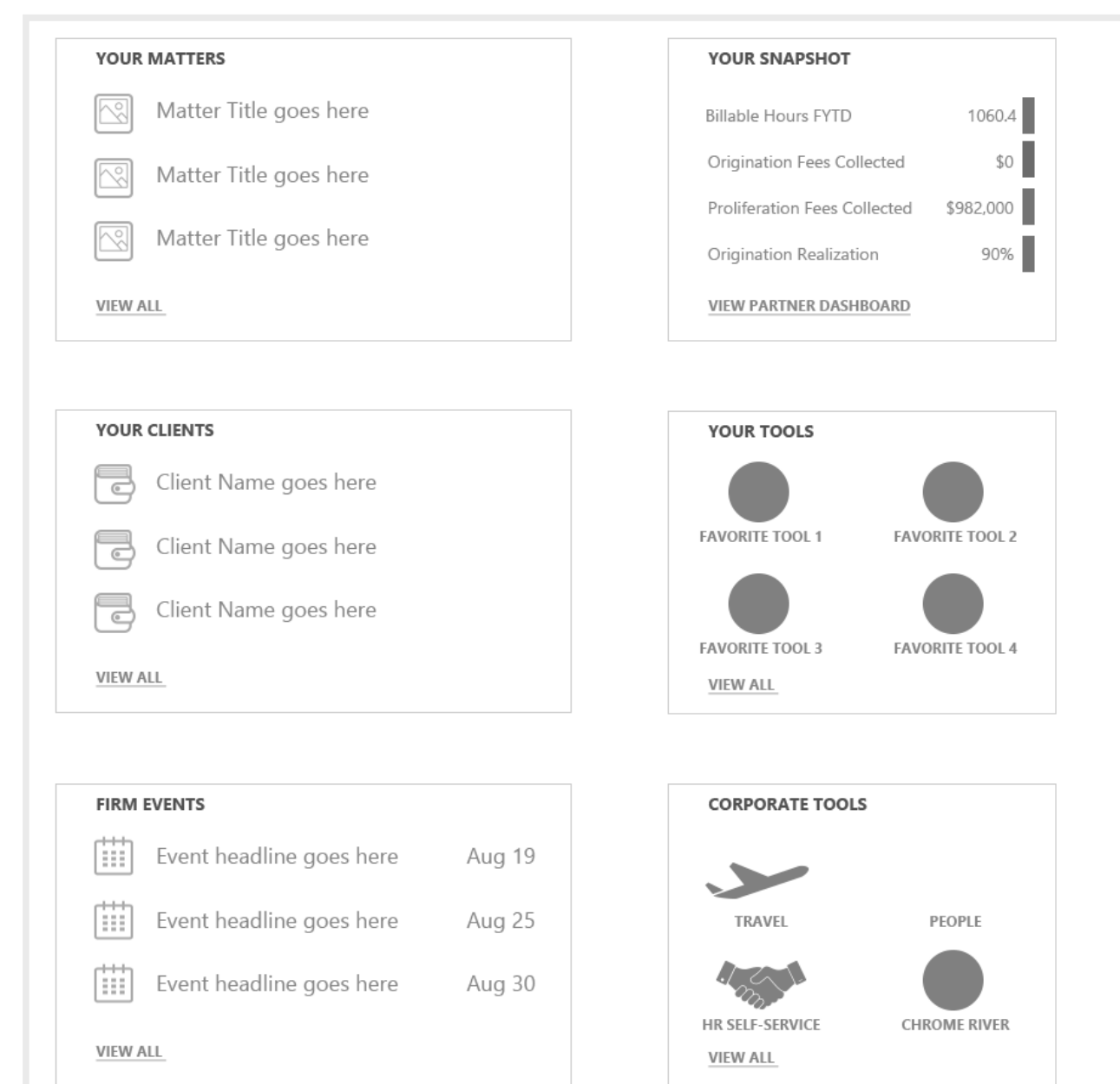


a) Conducted interviews with key stakeholders and users in the following categories to identify issues, and create personas :

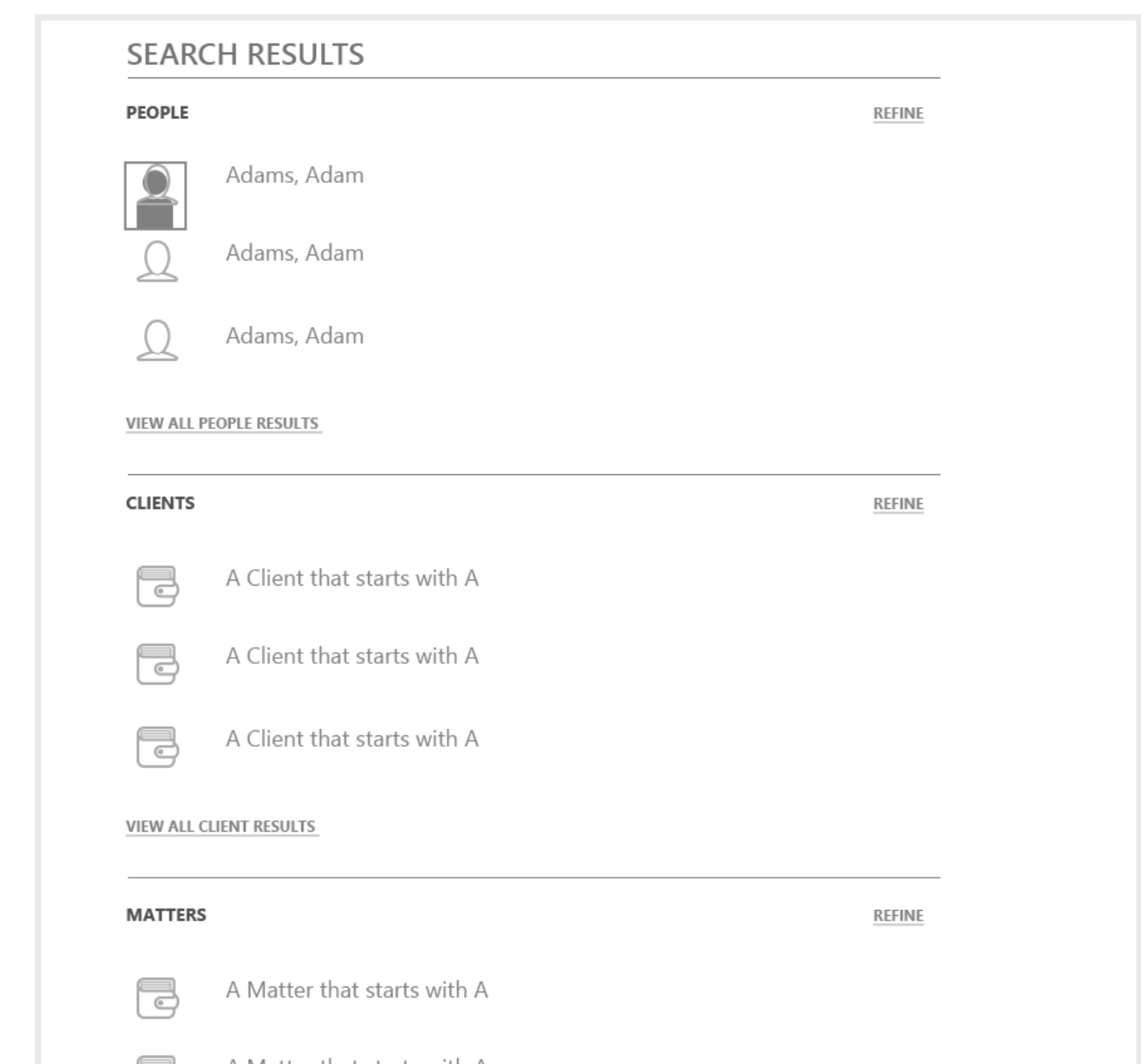
C-Level Executives
IT
Marketing
Attorneys
Assistants
Paralegals

b) Detailed working and feedback sessions with Stakeholders to develop information architecture and define new features/requirements based on their needs. Closely worked with CIO to bring to life his vision. Explored card sorting, surveys and one on one interviews.

c) Worked with tech and business teams to distill feedback into actionable list of requirements & viable features for wire-framing phase



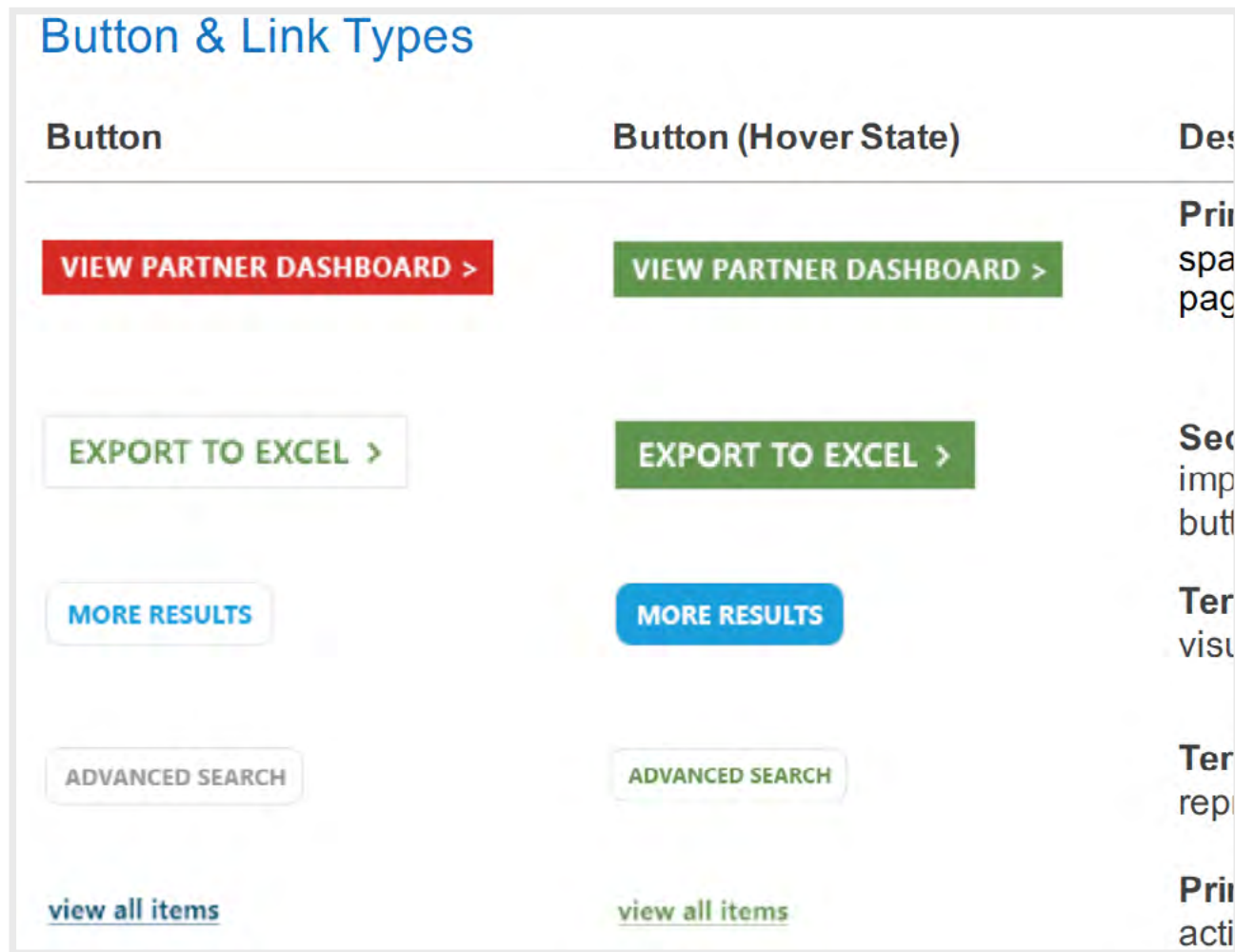
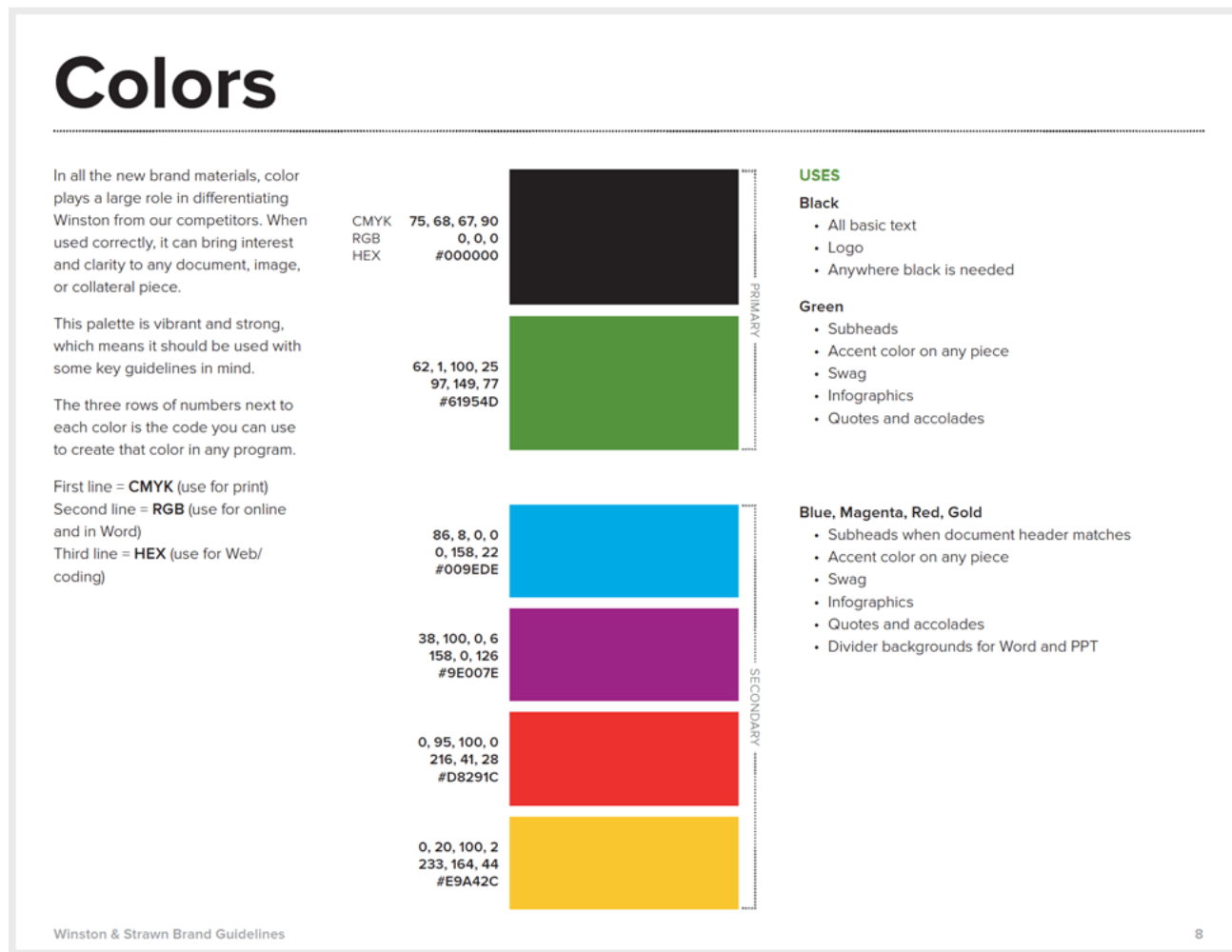
Explored task based modules to enhance attorney’s situational awareness & surface important, frequently used information



An “instant-on”, centralized and easily accessible search feature that pulls information from all content categories

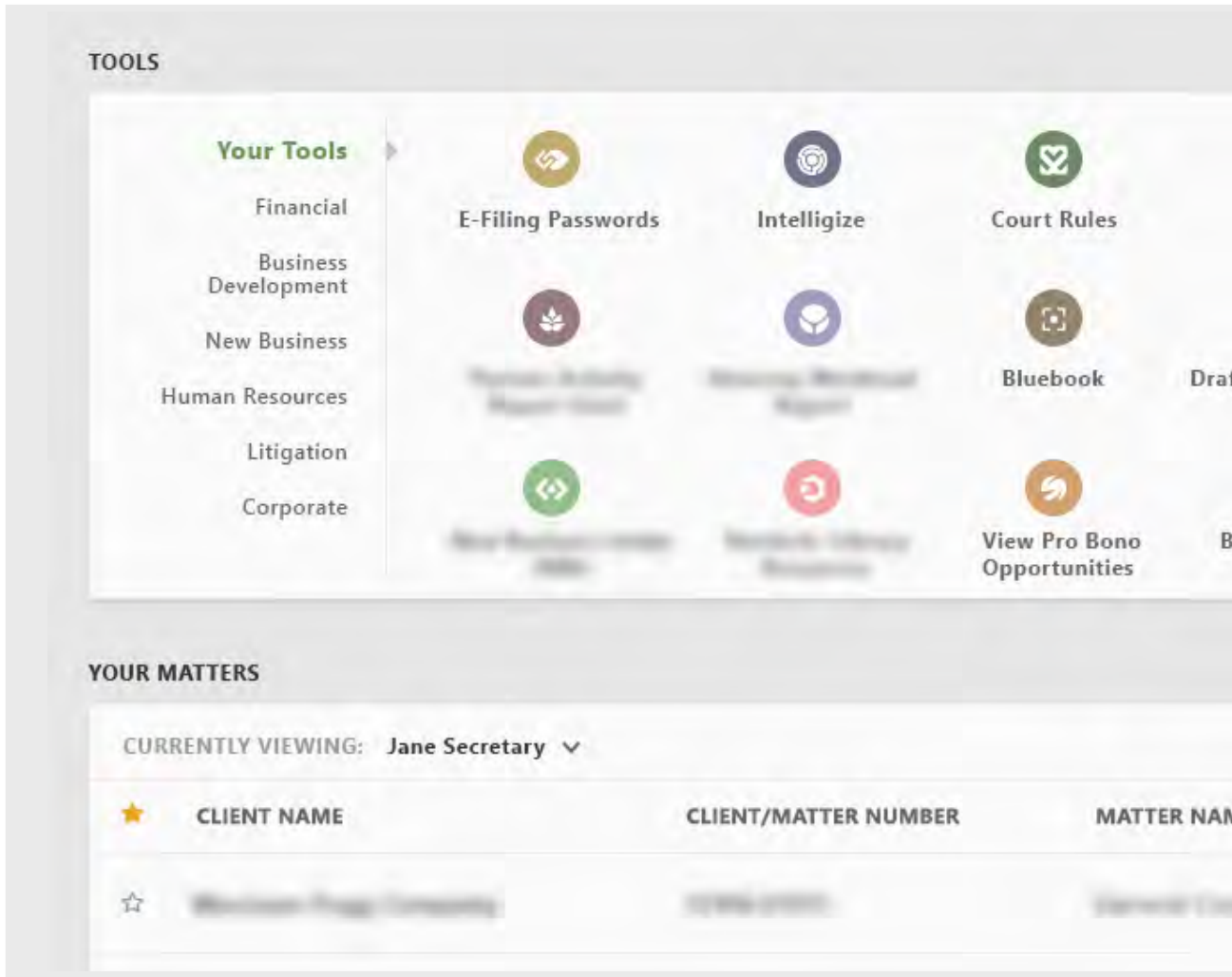
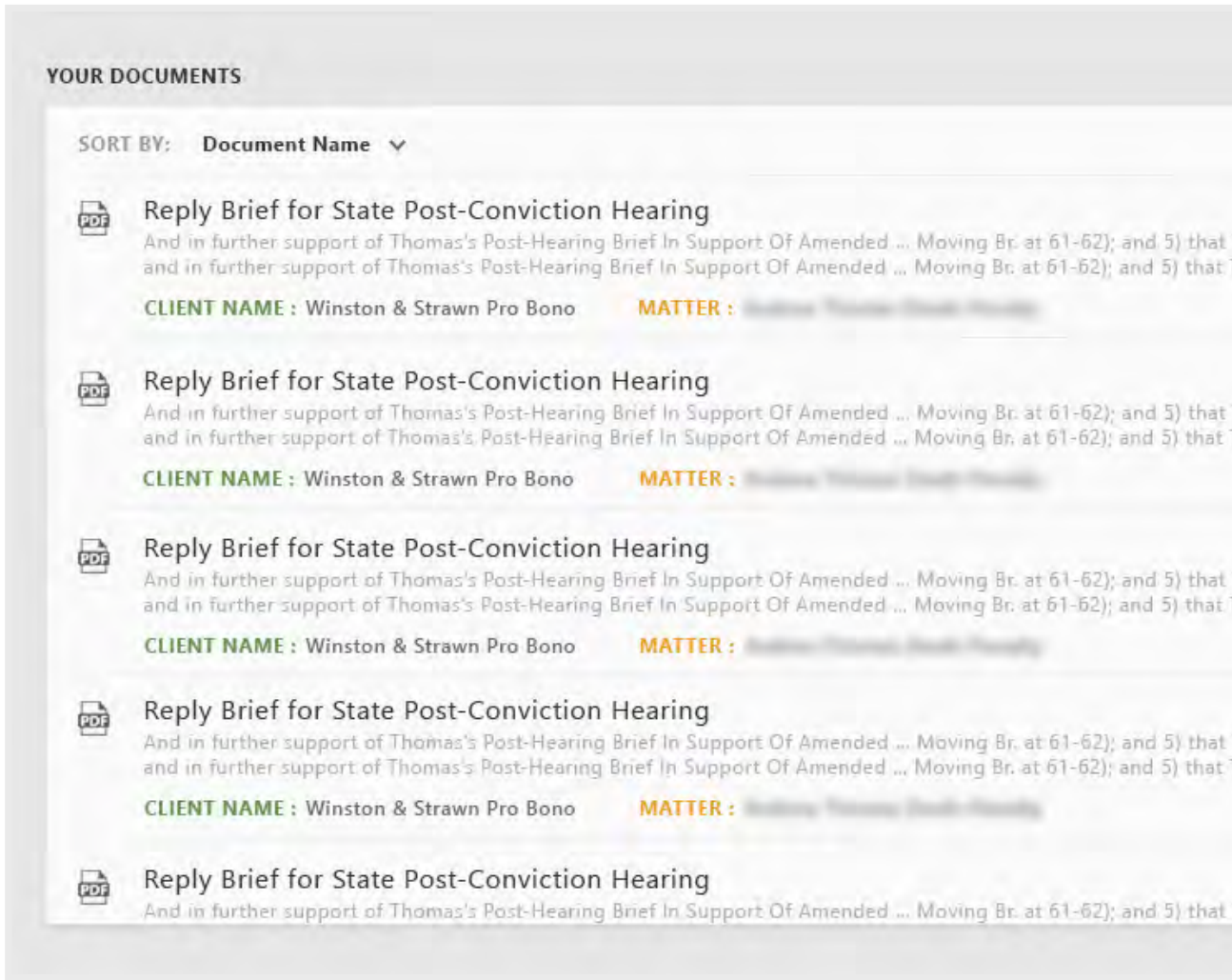
The Process - Design

1. DEFINE STYLE



Examined corporate brand guidelines and defined the critical elements of the design language

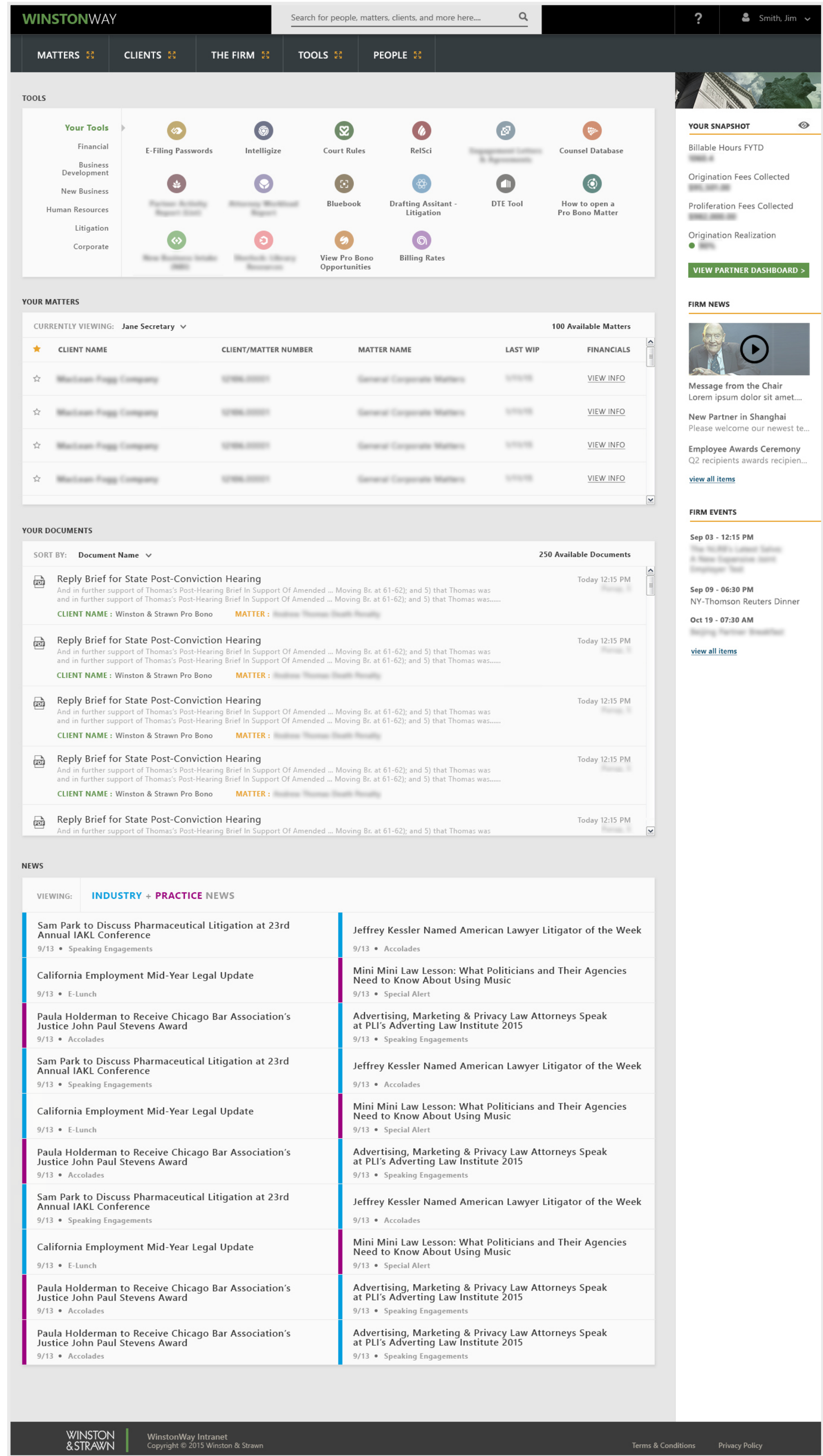
2. DEVELOP MODULES

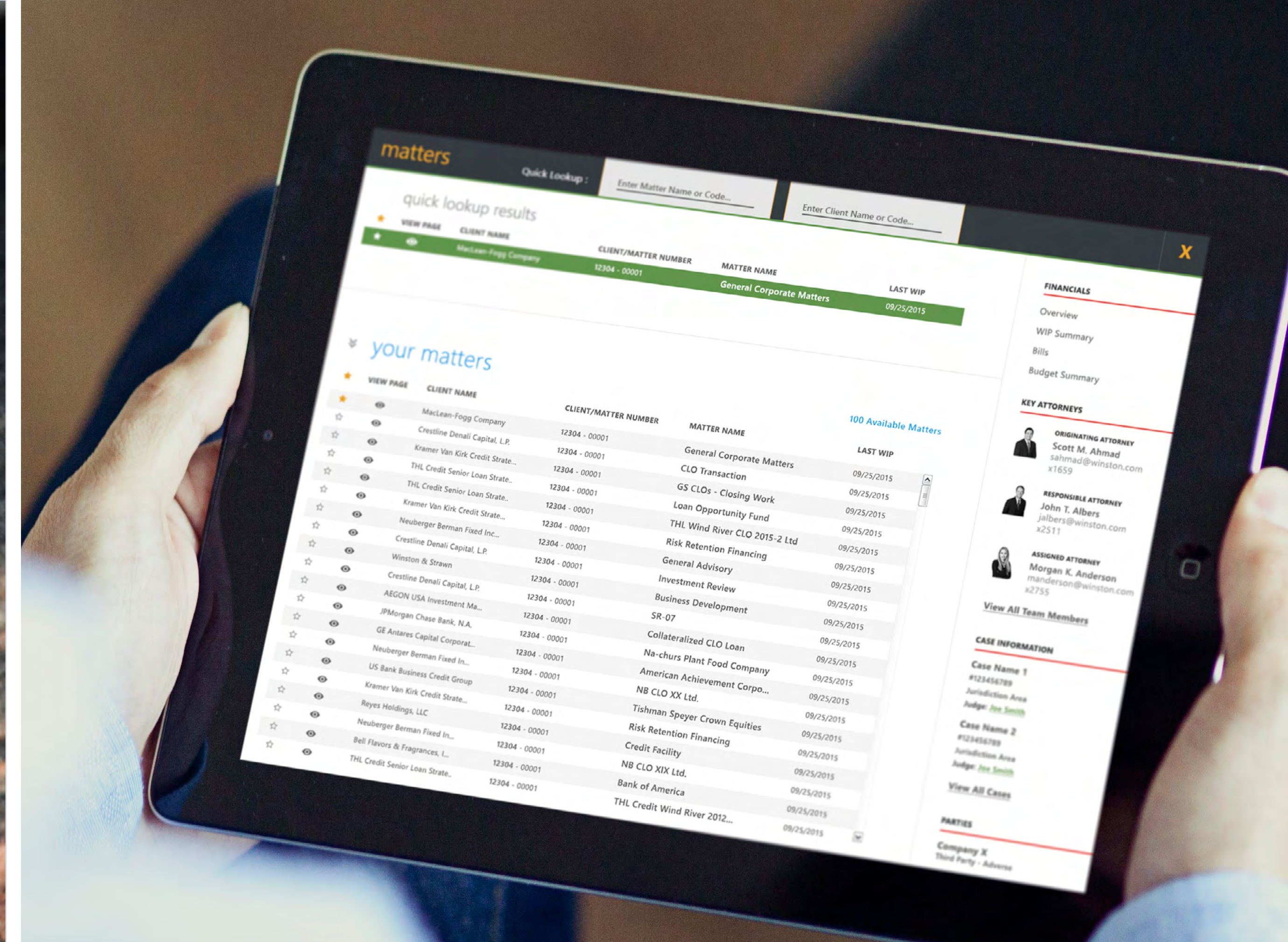
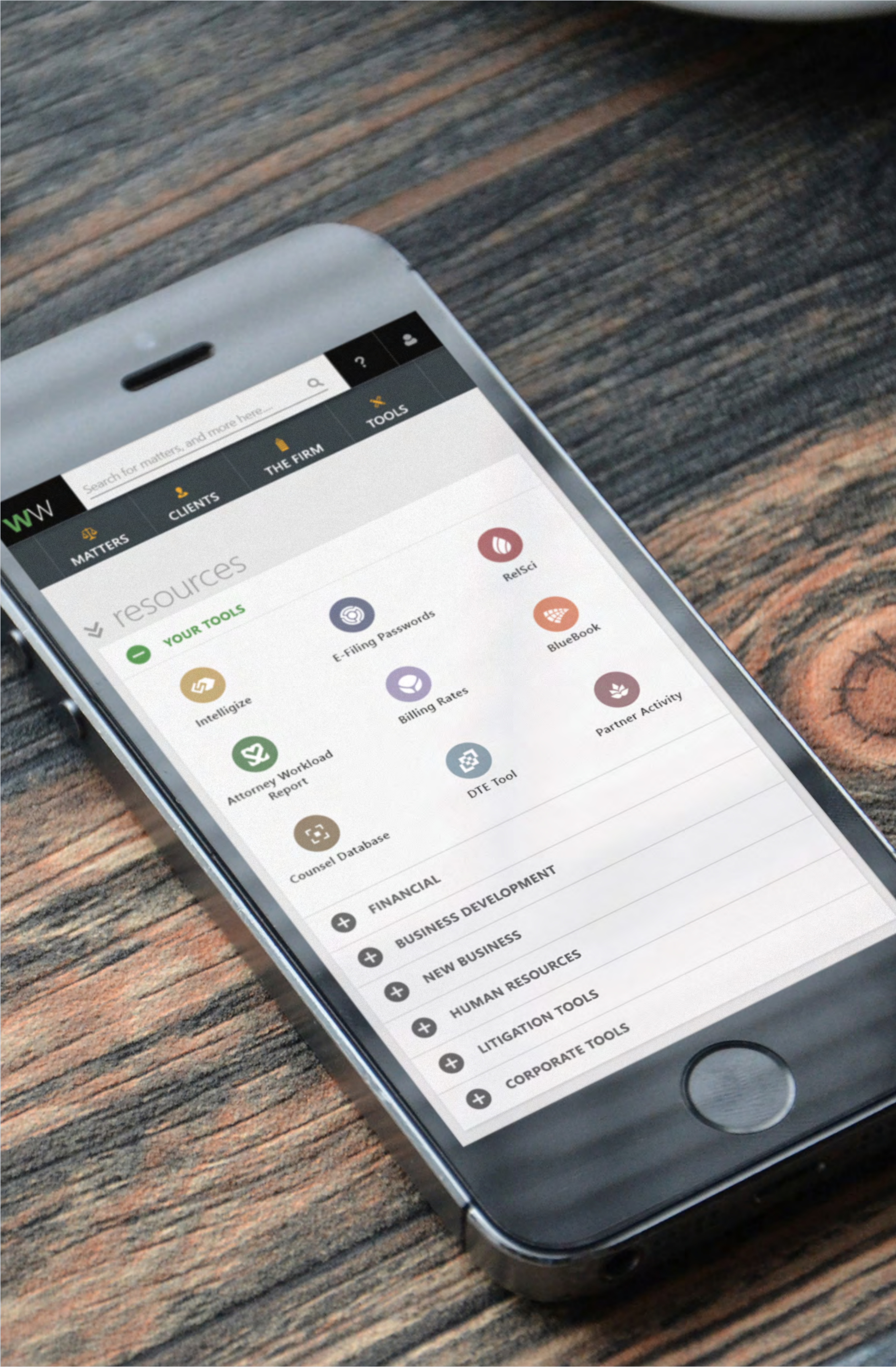


Applied design language to components / modules. Tested for scale, color, rhythm, etc across all devices (desktop, tablet, mobile). Developed iconography & procured images.

Tested high-fidelity designs and tweaked based on user feedback.

3. COMPILE & CREATE LAYOUTS





RESULTS

Increased efficiency of billable time for all stakeholders

Marked increase in attorney happiness & system adoption

Reduced help desk and technical support calls

Better quality of client relationships due to greater visibility and access to time sensitive data

Raised the competitive advantage of the firm leading to a growth in quarterly profit margins

Some Other Legal Clients I've Helped With This Approach



HUSCH
BLACKWELL

MAYER • BROWN

SIDLEY AUSTIN LLP
SIDLEY



AAR Corp is an American aviation support company. Founded in 1951, AAR provides a broad range of products and services to the aerospace, government & defense industries.

It is one of the largest MRO (Maintenance & Repair Operations) providers in the world, and has an annual revenue of over \$2B with around 6700 employees.

Aircraft Maintenance Portal

THE PROBLEM

Crashing Under The Weight of Compliance

The government has never been easy on paperwork nor high on efficiency; my client AAR understood first hand the pain that comes with the burden of being compliant with regulations. Inefficient manual reporting workflows, lack of cross-team communication, and ultimately a poor final client experience were a few of the issues they suffered from while initially deploying their aircraft maintenance portal. Furthermore, their data was spread out across multiple tech platforms and failed to provide the key insights needed by program managers and end clients.

What they needed was a brand new, robust, scalable, rapidly deployable, and easy to use permission based aviation maintenance platform that could easily integrate and display data from all the various unique technology sources in their ecosystem.

THE TECH

- Microsoft Office 365 / Sharepoint Online
- Oracle BI (OBIEE)
- 1MRO/IMOPS (Proprietary inventory management engine)

THE GOALS

- Seamless integration with Oracle BI to natively display OBIEE charts, graphs and intelligence data
- Craft a universal, modular & scalable design language that works across desktop, tablet & mobile
- A robust & redundant notification system to handle critical event based status reporting
- Improve customer loyalty by providing a portal easily customizable to suit their brand/needs

The Process - UX

1. INITIAL STATE

AAO ONLINE
PARTNER SERVICES

MENULOGOUTFAQSHELPFEEDBACK

COMMERCIAL
INVENTORY STATUS

Summary For Part Number: 88-1587

Click on the Quantity to see details.

FSC	Description	Contract Attachment	Authorized Level	Inventory Stock	Pipeline Stock	Reserved Stock	Category	Unit of Measure	SPEC Codes	Material Request
88888	MICROPHONE	AC15-028	01	01	0	0	AC15028P	Each	Y	Create

Inventory For Part Number: 88-1587 FSC: 88888

Quantity	Whse	Location	Condition	Repair Vendor	OH Date	Serial Number	Group Code	Tag Number	SPEC Codes
01	88888	00000	01			00000	000	00000	00000

Return to Search

[\[Menu\]](#) [\[Log Out\]](#) [\[FAQs\]](#) [\[Help\]](#) [\[Feedback\]](#)
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“Highly manual process” , “Limited visibility on fleet status” , “Compliance is resource intensive”

2. DISCOVER



a) Reviewed government defined compliance regulations and led discussions to gather key project requirements with:

C-Level Executives
IT / Systems Integrations Teams
Marketing
Aviation Subject Matter Experts
Defense Subject Matter Experts
Government Contract Subject Matter Experts

b) Detailed working and feedback sessions with Stakeholders to identify minimum features and outline compliance plans. Collaborated on interviewing and documenting sessions.

c) Advised SME’s, client and tech teams to distill feedback into actionable plans for a 45 day minimum viable product go live plan

3. DEFINE

“Fail fast” methodology with rapid iteration & testing of wire-frames. Used workshopping sessions and low fidelity whiteboard sessions to identify, categorize & prioritize MVP features.

Office 365

<Program Name>

<program detail>

<program detail>

Deliverables 10

My Actions 4

Notices 6

Fleet

Supply

Quality

Engineering

Engines

Program

PMO

Line Stations

Depots

Materials

Request Materials

Search Materials

hero image

AOC

Created a beautiful, data-card driven dashboard flow that served as a wrapper for multiple types of content from three different technology systems (Sharepoint, OBIEE, IMOPS).

Also crafted to allow platform to be easily skinned for new clients and offer a better user centered experience.

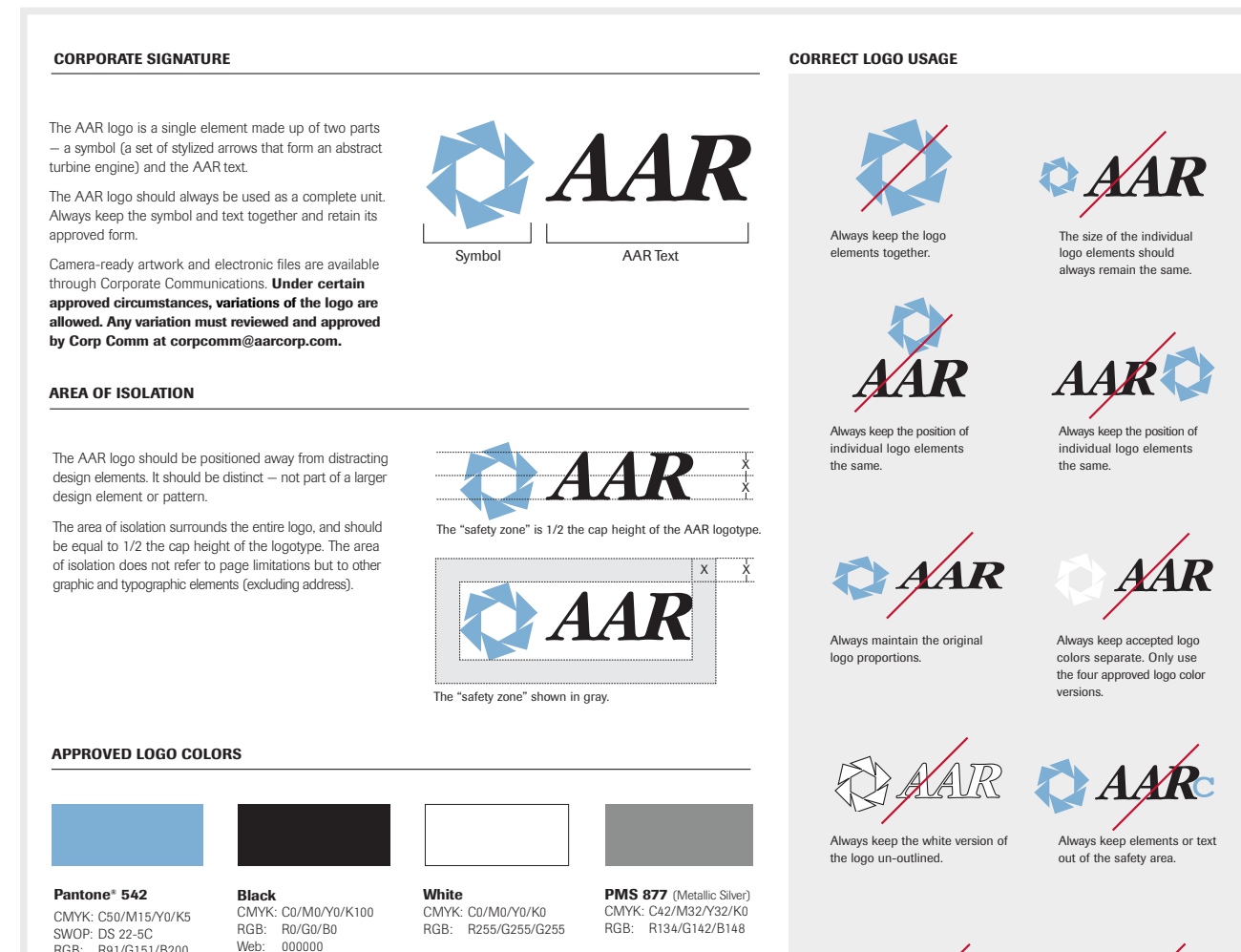
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ment Name	Due Date	Action
Item 1, 2018-01-01	0000-00-00-0000	Accept Reject
Item 2, 2018-01-01	0000-00-00-0000	-----
Item 3, 2018-01-01	0000-00-00-0000	Accept Reject
Item 4, 2018-01-01	0000-00-00-0000	Accept Reject
Item 5, 2018-01-01	0000-00-00-0000	Accept Reject
Item 6, 2018-01-01	0000-00-00-0000	Accept Reject
Item 7, 2018-01-01	0000-00-00-0000	-----
Item 8, 2018-01-01	0000-00-00-0000	Accept Reject
Item 9, 2018-01-01	0000-00-00-0000	-----
Item 10, 2018-01-01	0000-00-00-0000	Accept Reject
Item 11, 2018-01-01	0000-00-00-0000	-----
Item 12, 2018-01-01	0000-00-00-0000	Accept Reject

Automated daily status reports with easy one click actions, and created user hierarchies to simplify report acceptance, delivery & archival.

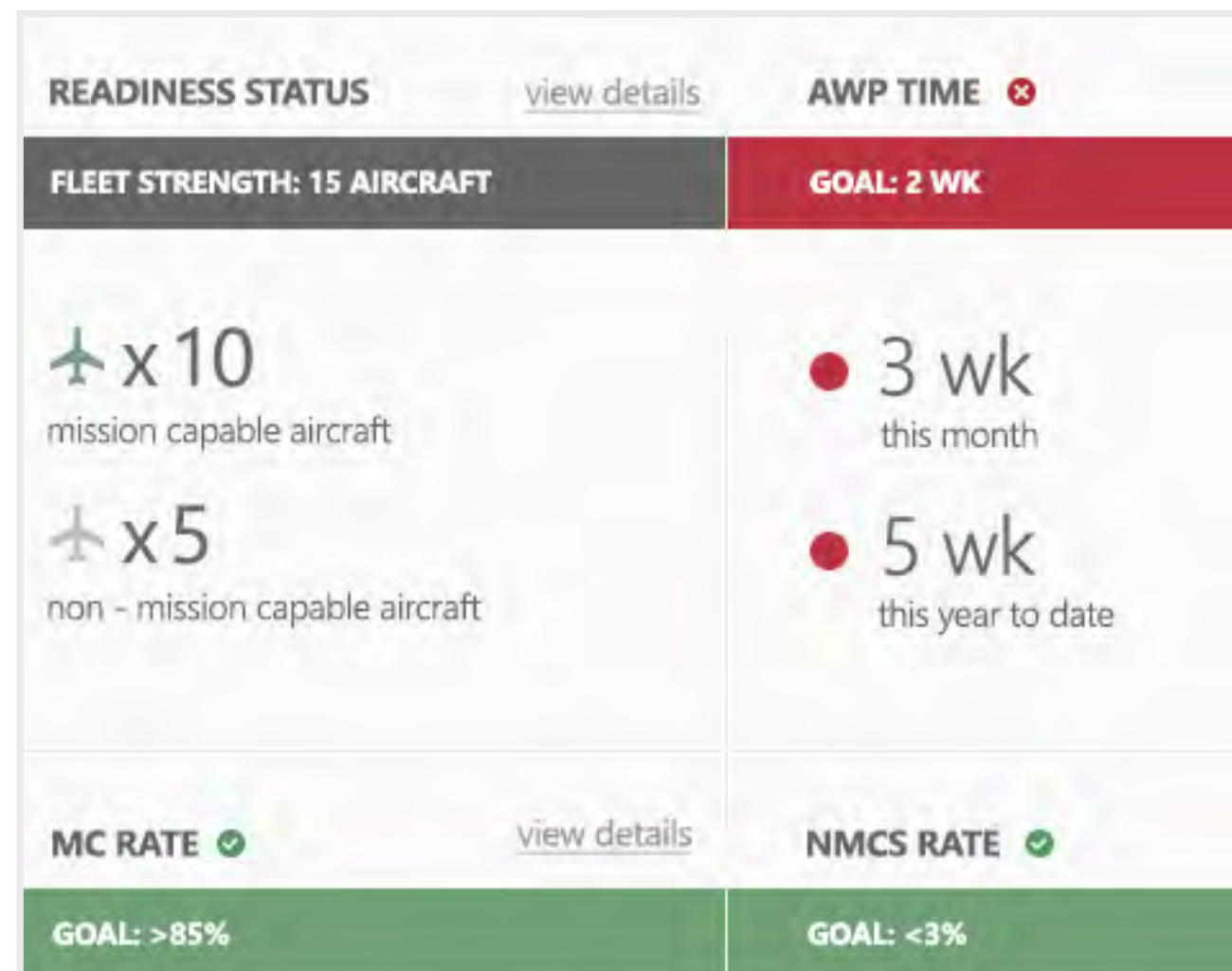
The Process - Design

1. DEFINE STYLE



Examined corporate brand guidelines and defined the critical elements of the design language

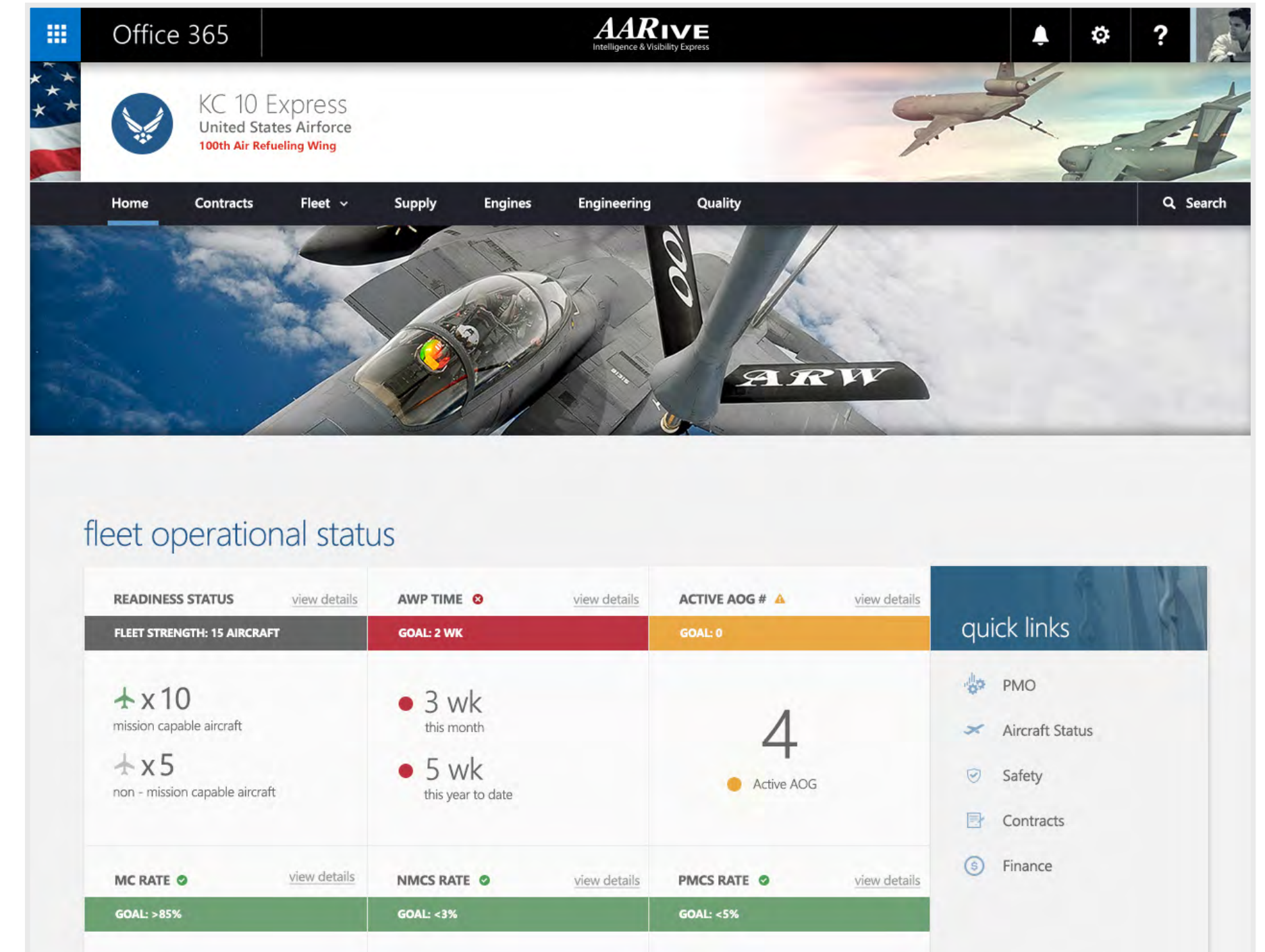
2. DESIGN CARDS



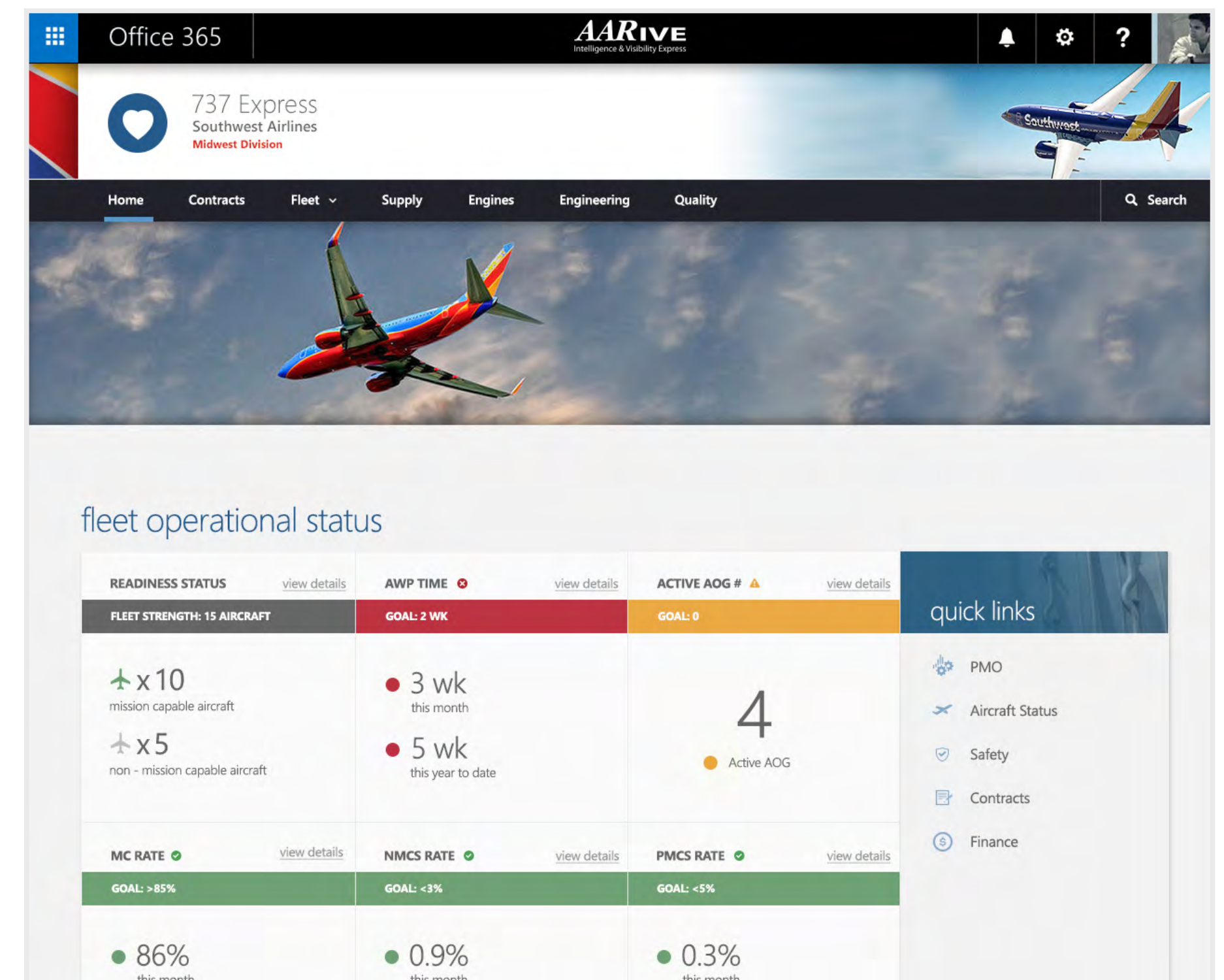
Applied design language to data elements & cards. Crafted a unified look and feel for all data regardless of source (OBIEE, Sharepoint, IMOPS). Tested for scale, color, rhythm, etc across all devices (desktop, tablet, mobile). Developed iconography & procured images.

Tested high-fidelity designs and tweaked based on user feedback.

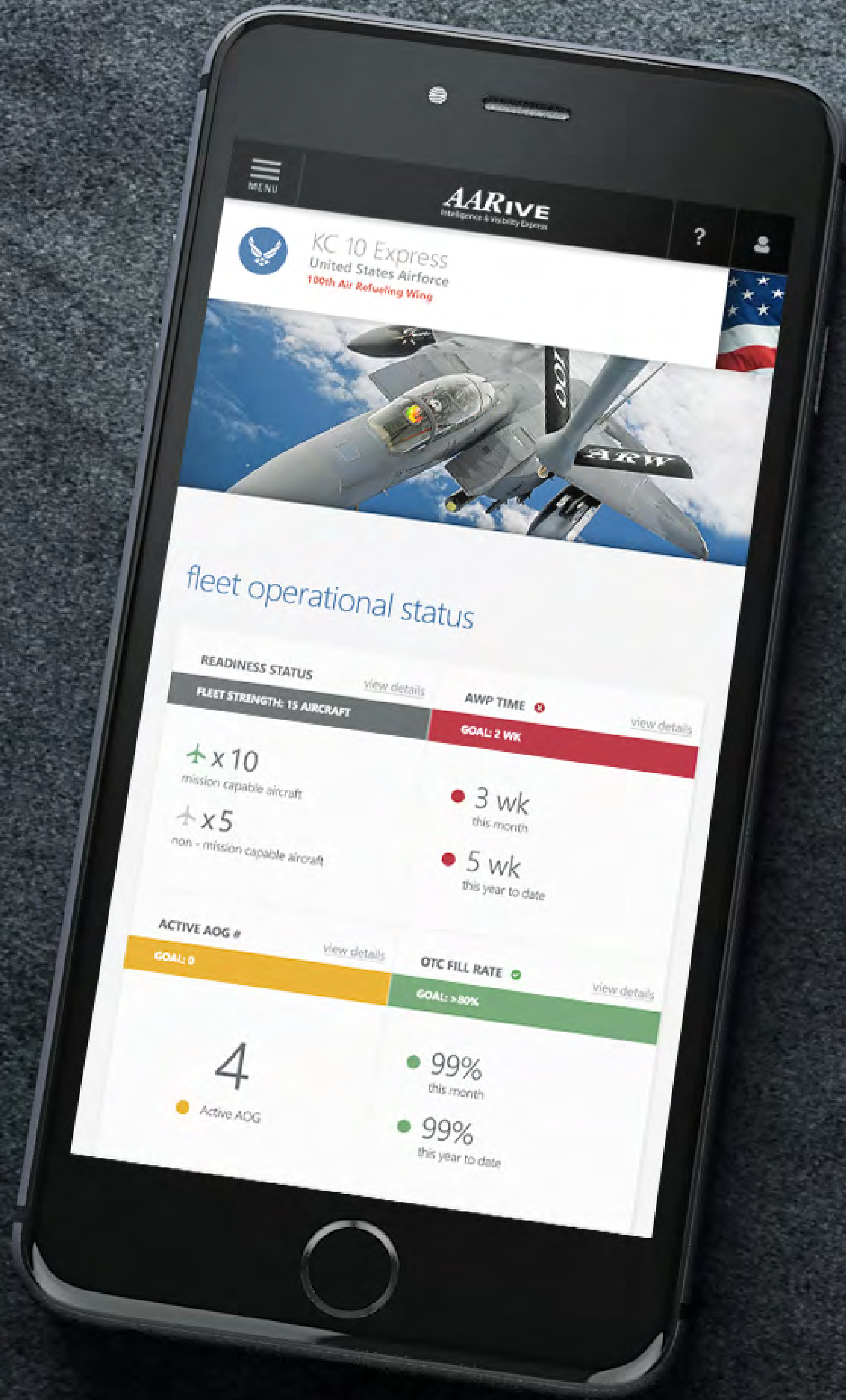
3. COMPILE & CREATE LAYOUTS



AARive Dashboard For Govt/Defense Clients



AARive Dashboard For Commercial Clients



RESULTS

Increased mission readiness & fleet visibility for USAF

Greater profits due to streamlined inventory management

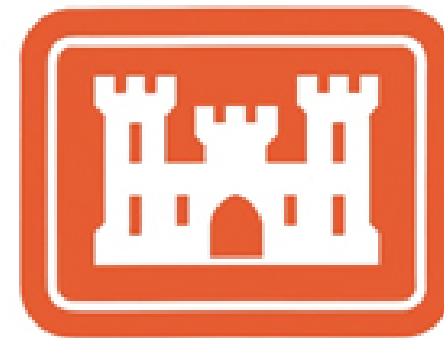
Successful platform adoption contributed to securing new govt & commercial program contracts

Surpassed all Airforce program compliance, reporting & integration requirements

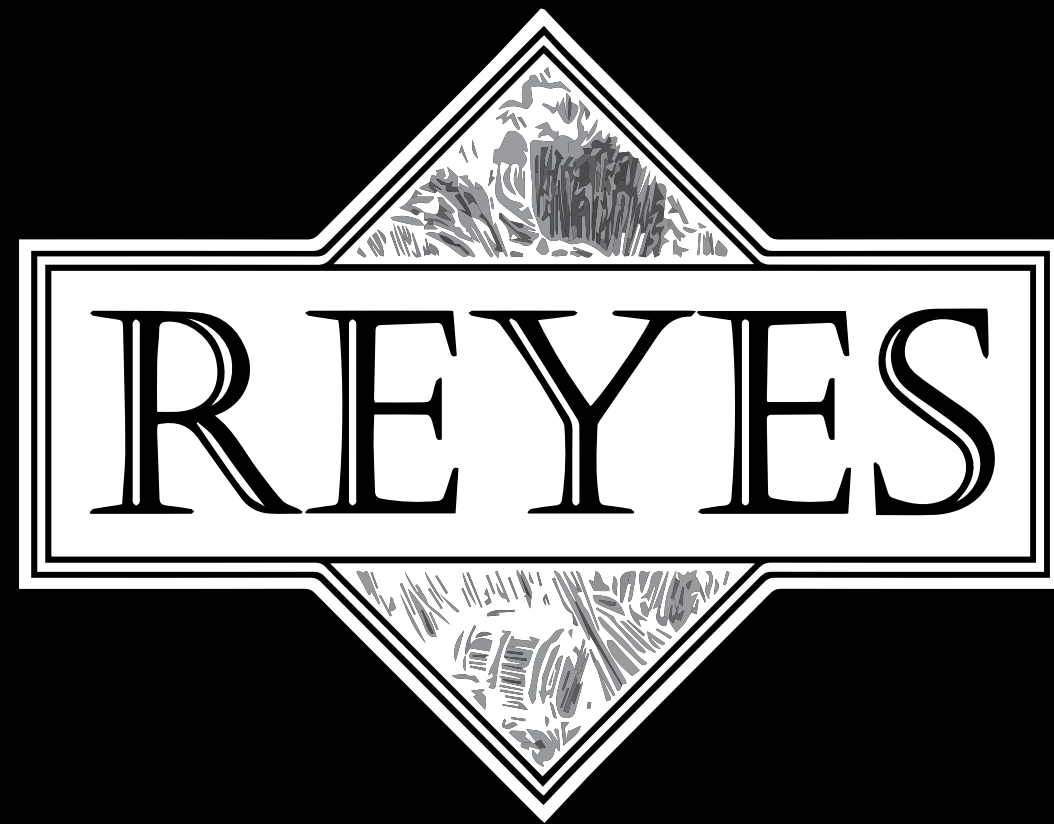
Some Other Government Clients I've Helped With This Approach



Royal Netherlands
Airforce



**U.S. Army Corps
of Engineers®**



Reyes Holdings is the 12th largest privately held company in the United States, Headquartered in Chicago, IL with more than 18,000 employees and annual sales in excess of \$24B.

The company divisions include Reyes Beverage Group, The Martin-Brower Company, Reinhart Foodservice and Great Lakes Coca-Cola Distribution.

Company Intranet

THE PROBLEM

A Disconnect Between Titans of Industry

It isn't easy getting 18,000 people spread out over 5 continents to communicate effectively with each other! Small things we take for granted like a cold bottle of beer or a McDonald's hamburger are the result of a massive effort involving immense logistical challenges. At Reyes, the enterprise lacked a unified portal that would allow members of all business units to access a centralized communication platform. Business units relied on inefficient and time consuming methods to collaborate across the enterprise, and governance over data was a challenge.

What they needed was an intranet that was fast, simple, beautiful and served as an effective collaboration and communication tool. It had to work on all devices and had to be lightweight to work on slower connections abroad. Enter, ReyesConnect.

THE TECH

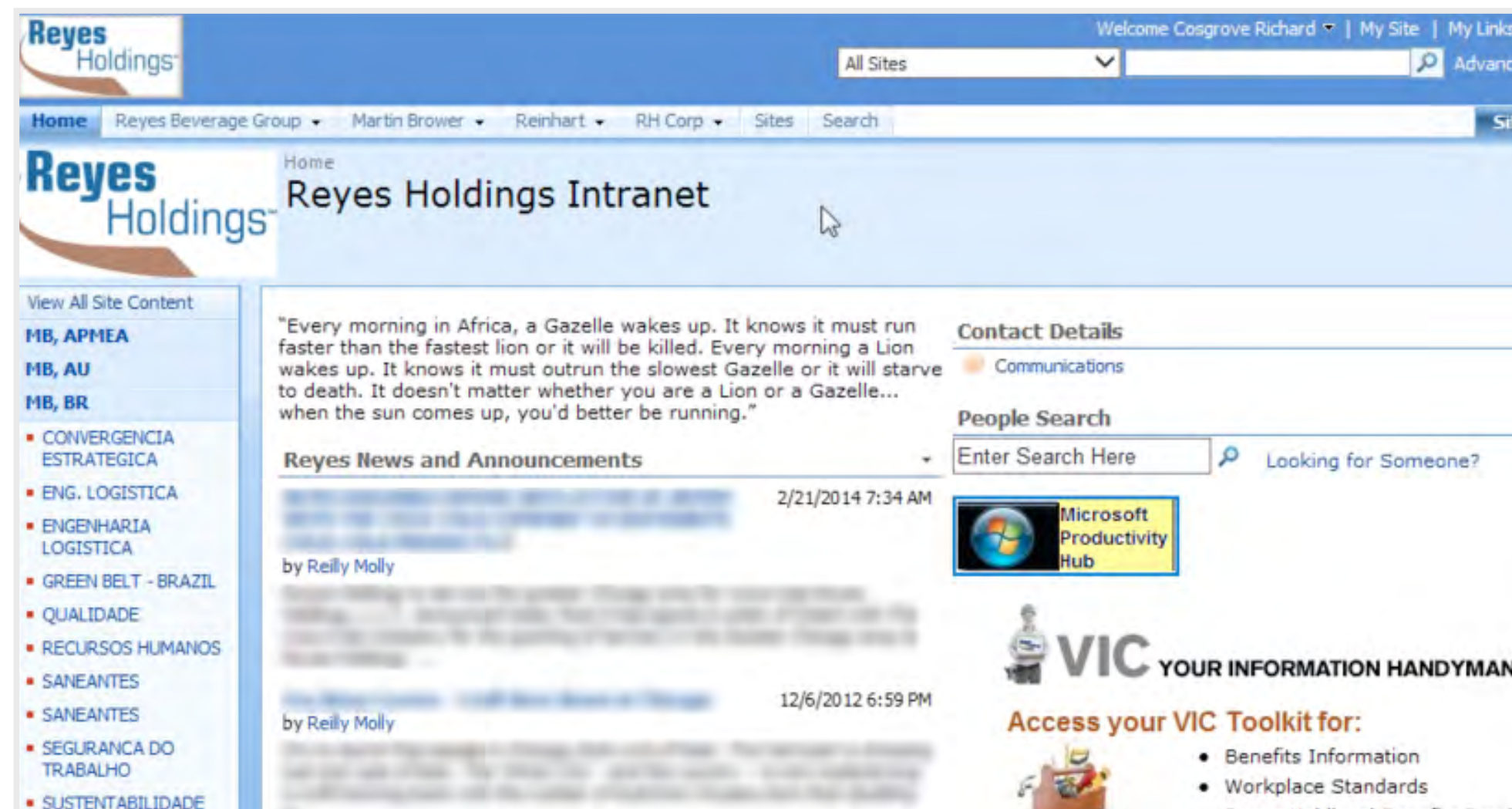
- Microsoft Sharepoint 2013 / Sharepoint On Premise
- NodeJS

THE GOALS

- Easy to use dashboard style intranet, that served a large set of varied and dynamic content types, but also easy to maintain
- Present distinct branded business unit specific experiences to employees, while tying into an overall master design language
- Allow users to quickly switch between business units in a seamless fashion to find relevant information
- Feature a mobile first design methodology that scales transparently between desktop, tablet & mobile

The Process - UX

1. INITIAL STATE



“Ugly” , “Doesn’t work on my tablet” , “Too Busy” , “Can’t Find What I’m Looking For”

2. DISCOVER



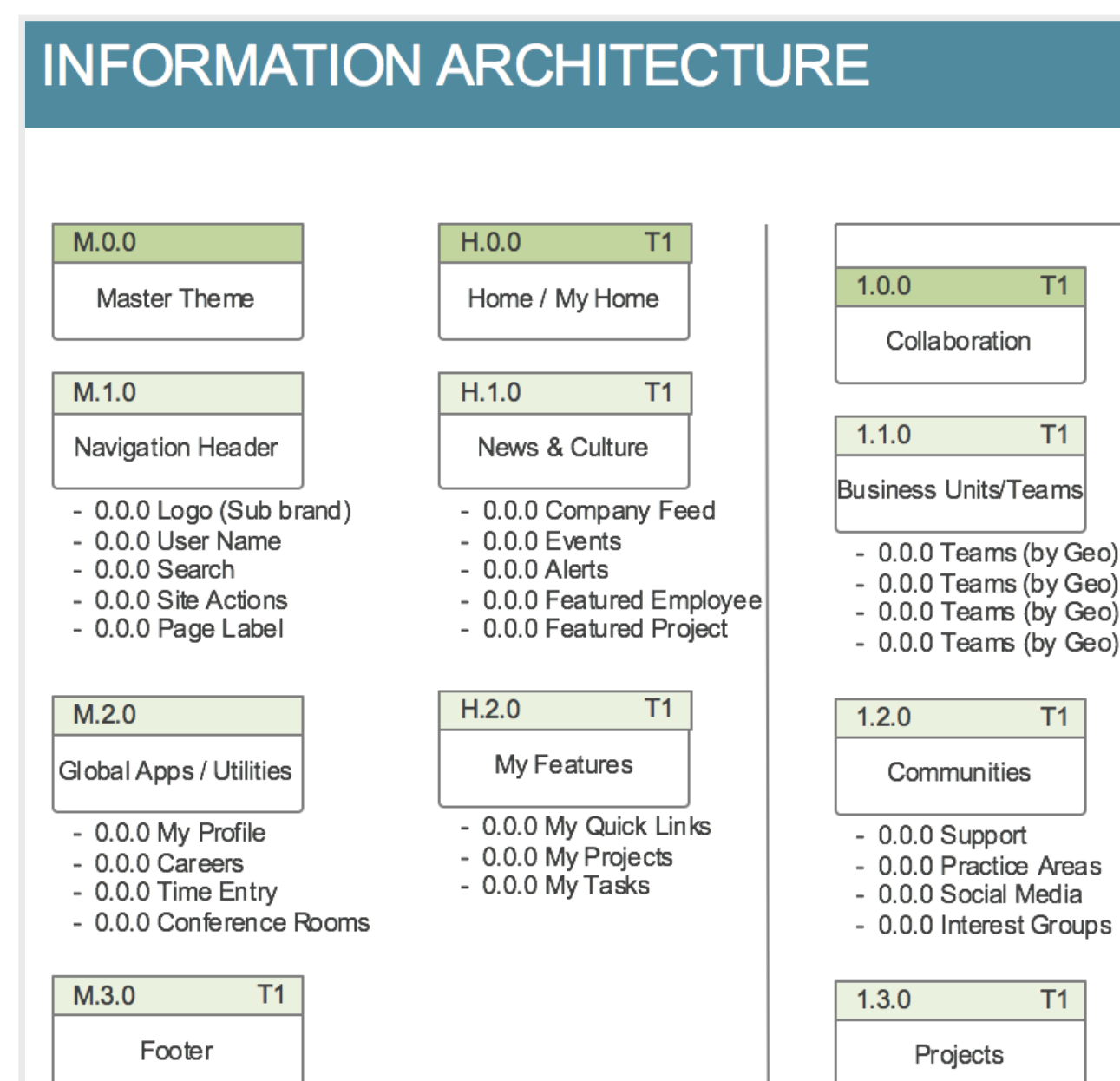
a) Worked with project managers & creative director to gather key project requirements from:

C-Level Executives
IT
Marketing
Business Unit Specific Management

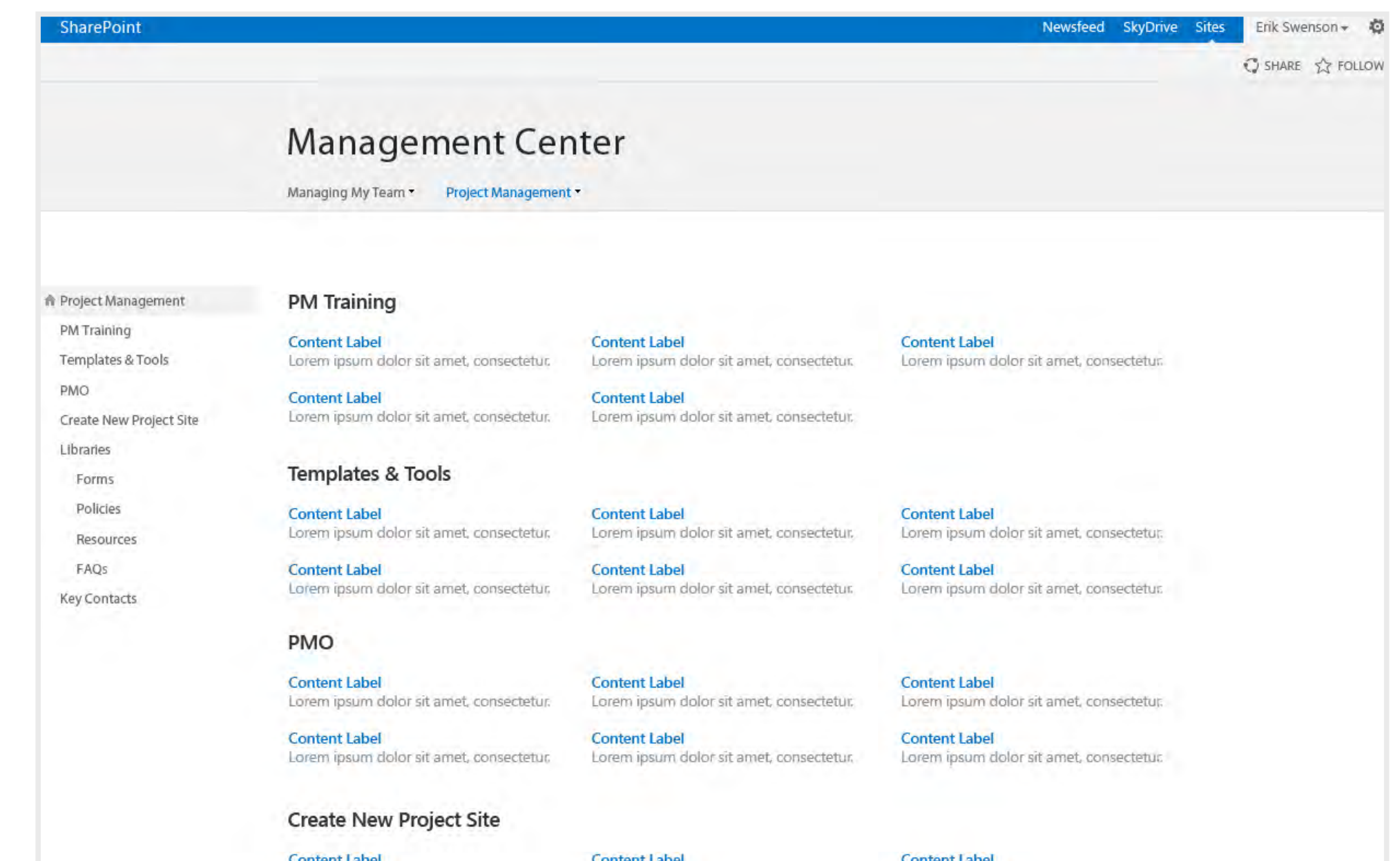
b) Detailed working sessions with Stakeholders to identify issues, innovate on features & develop a product roadmap & implementation plan

c) Leveraged data analytics and interviews to develop new Information Architecture for the intranet

3. DEFINE



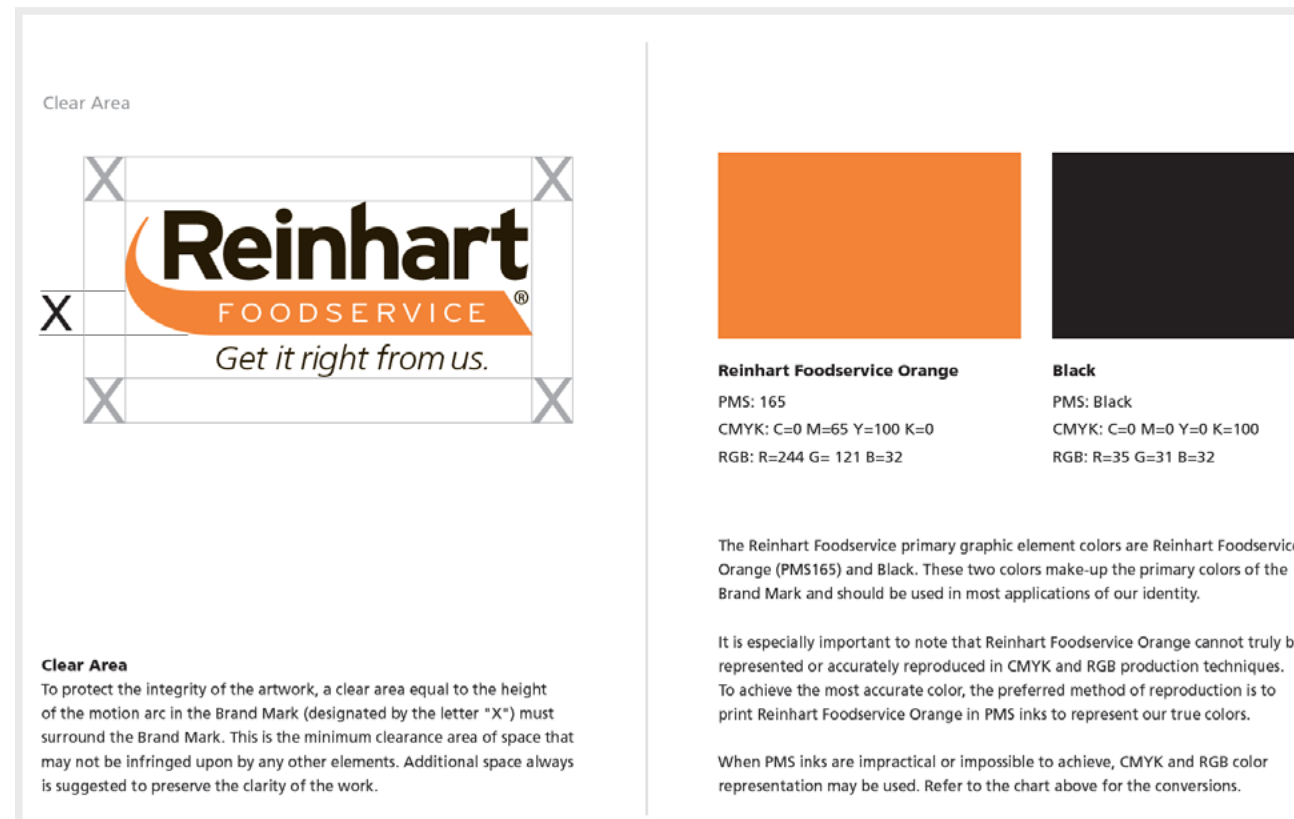
Advised on Information Architecture (IA) analysis and organized content to be no deeper than 3 Levels for ease of access. Focused on creating a universal and easy to navigate menu system to be used by all business units.



Led design of low fidelity wireframes in code using the Sharepoint CMS, and performed rapid task based user testing to observe how well the new IA performed. Users were instantly more efficient and loved the speed at which they could access data due to a simpler and more logical global navigation path.

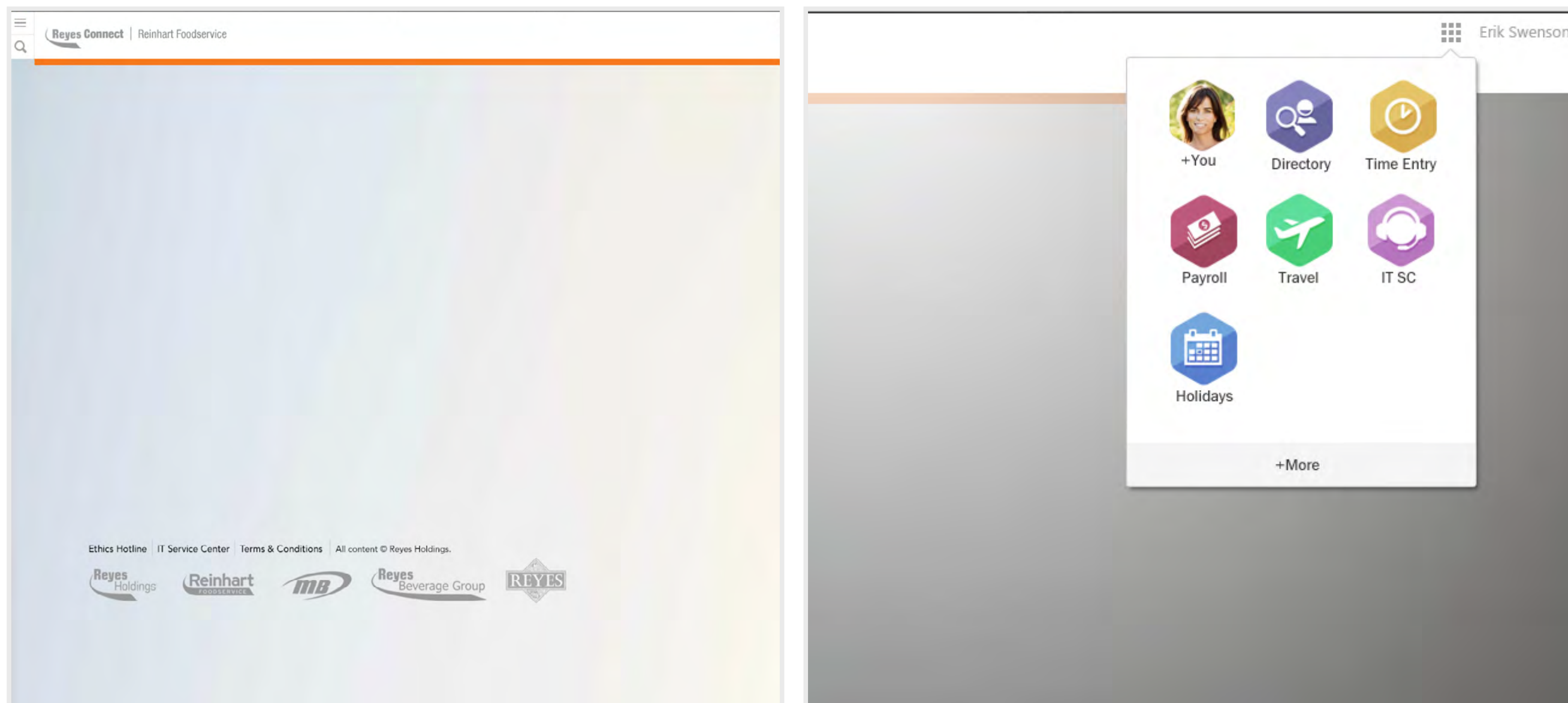
The Process - Design

1. DEFINE STYLE



Examined corporate brand guidelines for all 4 business units and identified, explored and iterated on global & module specific design elements.

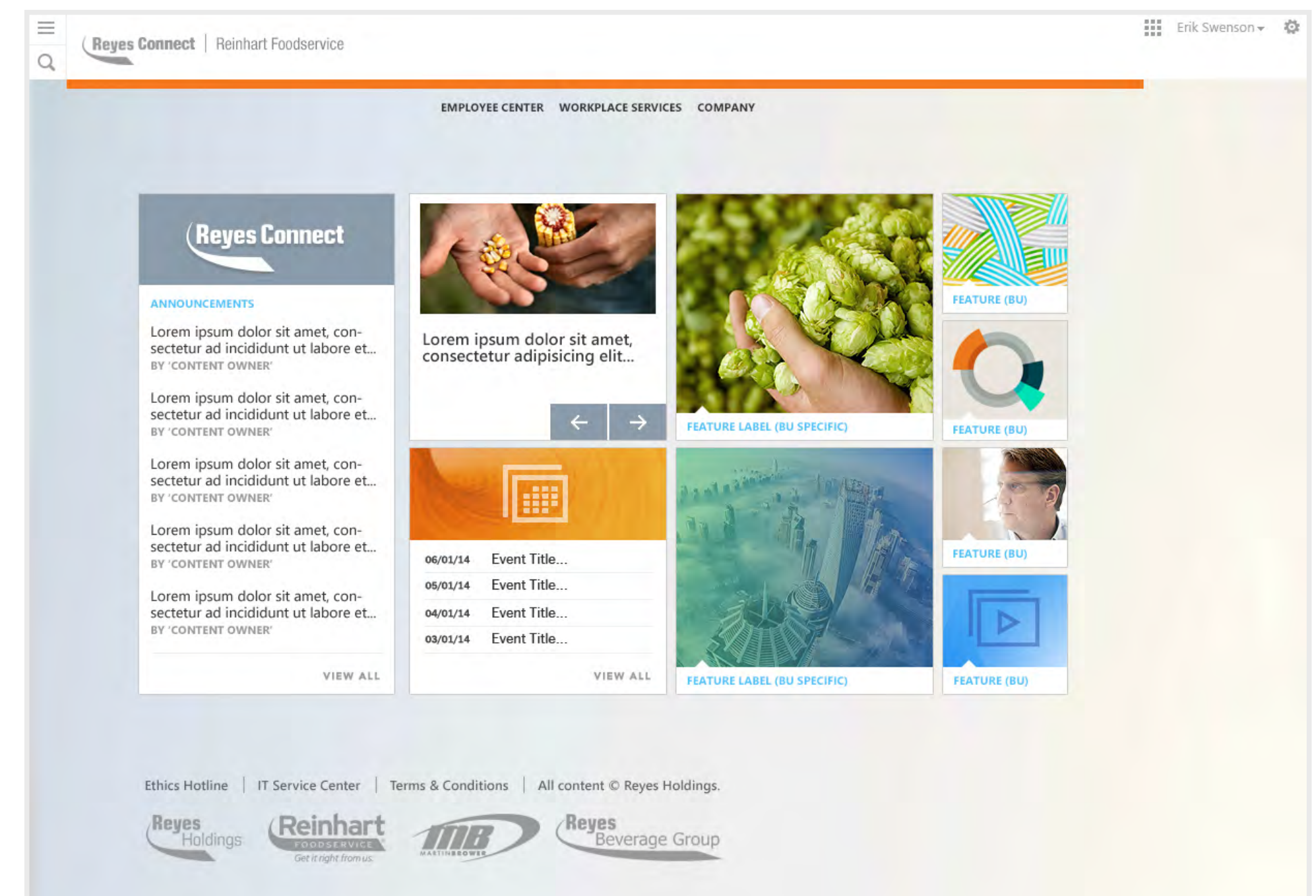
2. DESIGN MASTER THEME & WEBPARTS/DATA MODULES



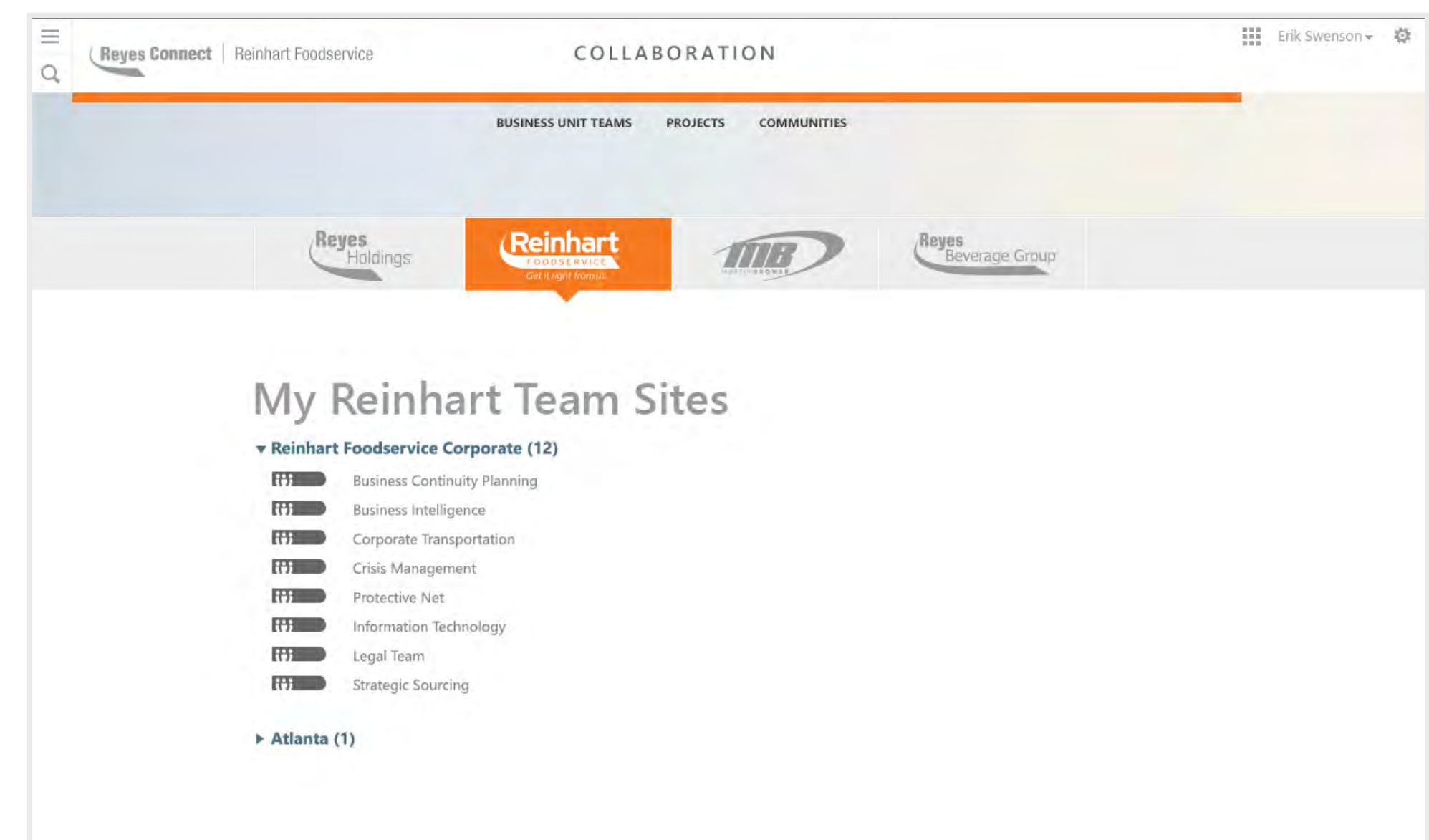
Applied design system to brand/theme the custom Sharepoint master page. Designed multiple custom menu-ing systems that allow one-click access to most used tools.

A universally available “Global Applications” menu (above) is one such feature designed to work beautifully at the desktop, tablet and phone levels.

3. COMPILE & CREATE LAYOUTS



Intranet Homepage (Card View)



Collaboration/Team Sites Section (Single Business Unit View)



RESULTS

Greatly increased inter & intra business unit collaboration

Significantly reduced logistical and workflow delays

Streamlined document management, empowered IT to control permissions based content, and elated marketing with the rich news publishing features

Delighted 18,000 employees by centralizing all records in one simple, easy to access, device independent web portal

Some Other Manufacturing Clients I've Helped With This Approach



Jazz Pharmaceuticals®



Kellogg's



**BlueCross
BlueShield
of Arizona**

Insuring patients since 1933, BCBS AZ offers health insurance and related services to nearly 1.5 million customers. A premier member of the Blue Cross Blue Shield Association, a conglomerate of 36 major American insurance companies, BCBS AZ employs nearly 1,500 people in its Phoenix, Chandler, Flagstaff and Tucson offices.

Insurance Provider Portal

THE PROBLEM

Bridging A Gap Between Providers & Insurers

With the ever rising costs of healthcare, it becomes vital for patients to ensure that insurance claims are fulfilled in a timely manner. Healthcare providers and partners of Blue Cross Blue Shield of Arizona were facing an issue with an older out-dated system that made record keeping and claim filing a hassle. This archaic system led to a disconnect between billing, clerical, & management divisions and significantly impacted patients and doctors alike.

What BCBS AZ needed was a beautifully designed web portal powered by a strong UX strategy to make the process of filing and retrieving claim information simple for providers and insurers alike.

THE TECH

- Sitecore
- Axure RP

THE GOALS

- Design a powerful yet flexible module based system to ensure consistency of experience while allowing for role based content
- Identify & organize content types into a simple and easily navigable menu system available globally with a single click
- Innovate and create rich new layouts and styles while staying true to, and bringing to life the historic Blue Cross Blue Shield brand
- Develop and create content types that meet B2C/Marketing goals within a B2B experience

The Process - UX

1. INITIAL STATE

“Data Overload!!”, “Too much news content”, “Taking too long to enter claim info”

3. DEFINE

Collaborated with client in working sessions to develop Axure wireframes for portal homepage, navigation system and internal functional pages. These wireframes were independently tested for usability and task based parameters.

2. DISCOVER

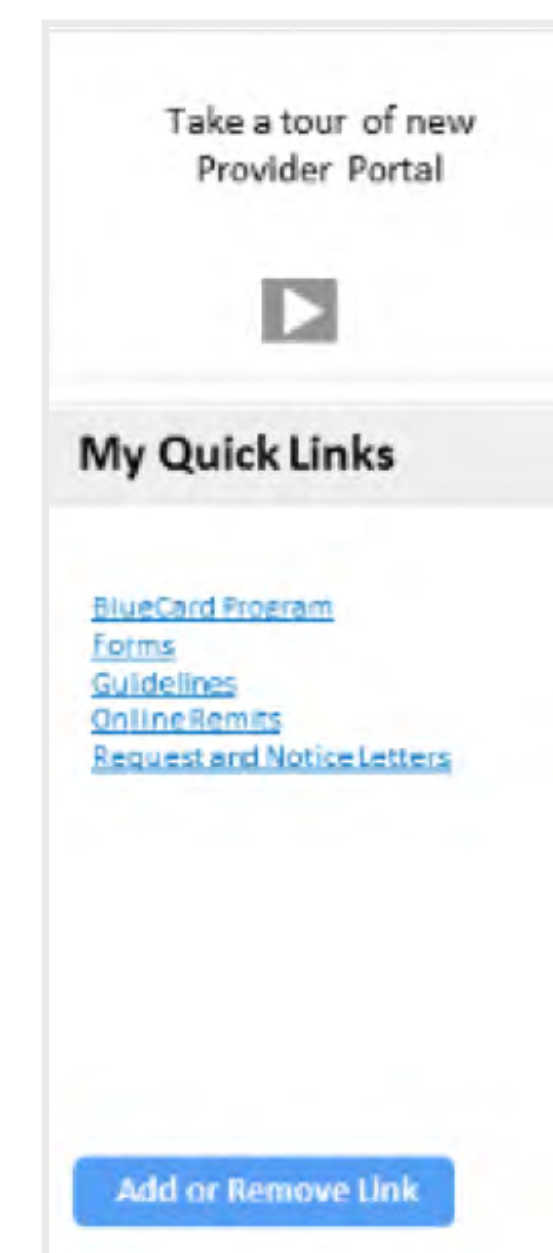


a) Collaborated with project managers & client team to gather key project requirements from:

Doctors/Providers
IT
Marketing
Insurance Adjustment / Clerical Staff

b) Quick bi-weekly high level UX sprints to envision and innovate on features to address critical business problems raised in requirements

c) Created documentation & deck of finalized requirements for presentation to C-Level to get sign off for wireframing



Created a brand new sidebar content container to address “too much news content” issue. Flexible area that can subtly house B2B & B2C content such as marketing alerts, quick links, videos, etc. Grouped content/links into a responsive mega menu system to be usable, simple and logical.



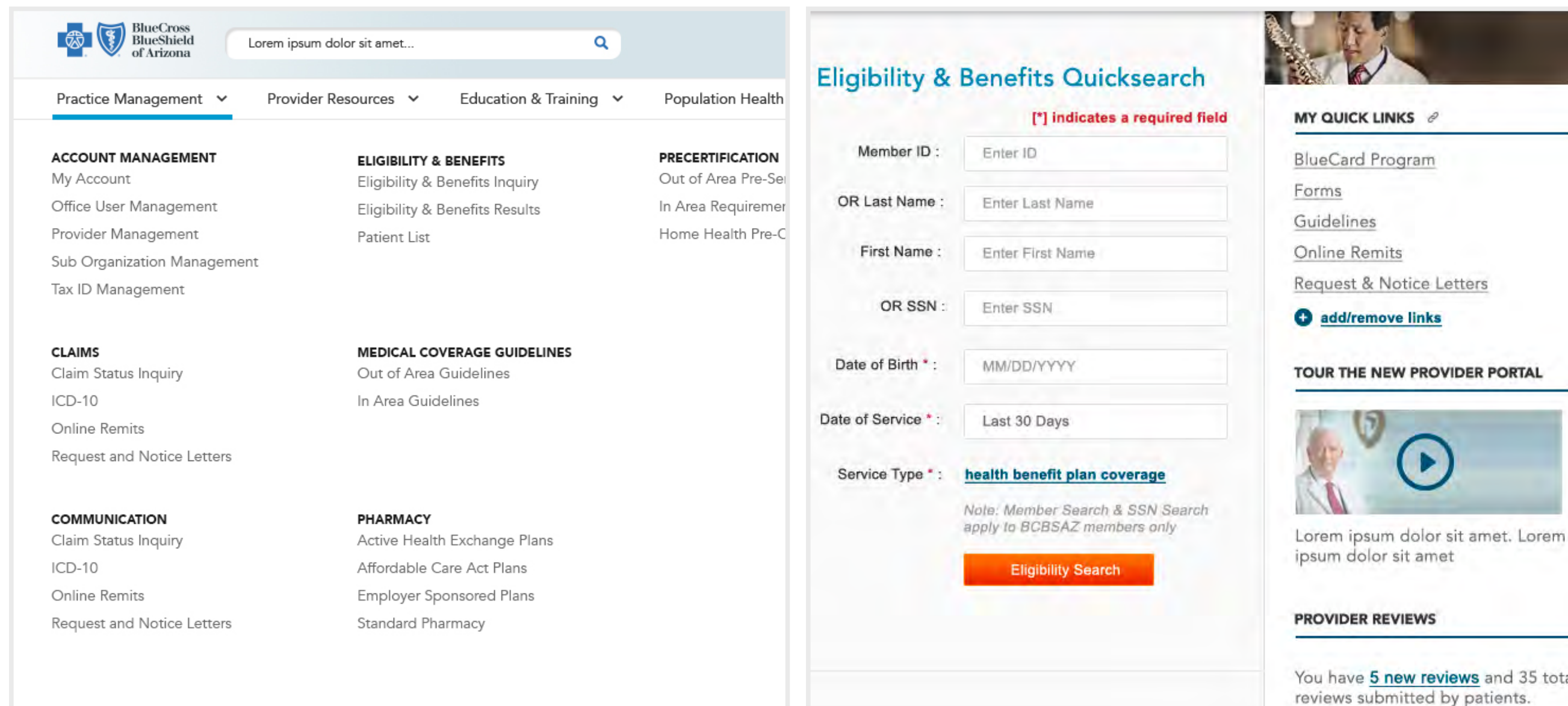
The Process - Design

1. DEFINE STYLE



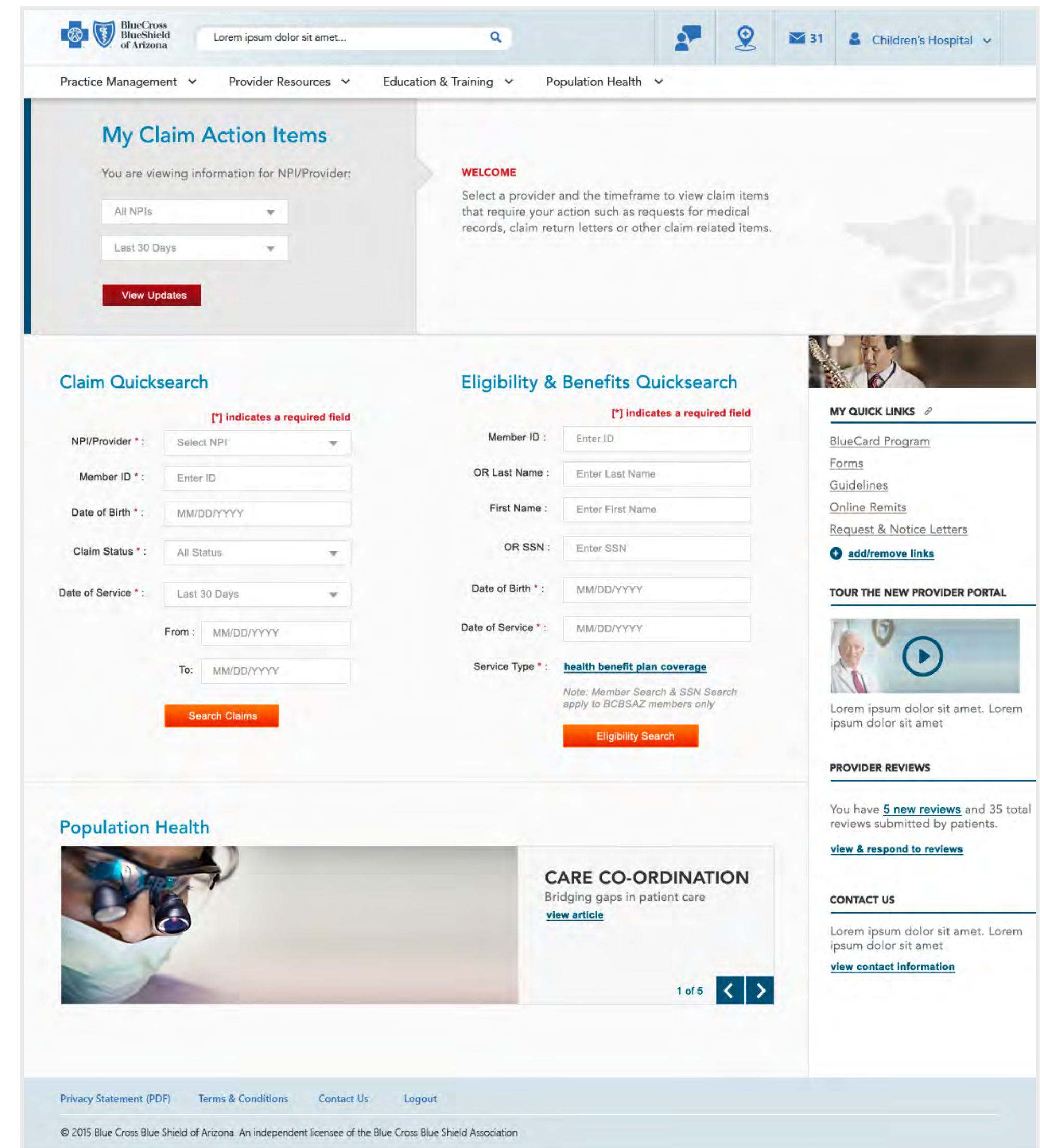
Examined corporate brand guidelines and developed a universal scalable design language. Addressed typography, iconography, interaction patterns and responsive behavior.

2. DESIGN MASTER THEME & SITECORE MODULES



Created a bold typographic system that is easily legible, for older users, and integrates beautifully with other BCBS digital properties. Leveraged gorgeous lifestyle photography to help convey the brand story of caring for patients. Crafted a design system that resizes fluidly across desktop and tablet.

3. COMPILE & CREATE LAYOUTS



Provider Portal Homepage



RESULTS

Independent study of 20 providers rated the experience 9.25/10; extremely pleased over previous version

“There’s not one thing I can think of that’s missing... the design seems to answer the question before I have it”

Significantly reduced time wastage for healthcare providers in insurance claim filing process

Saved costs & retained customer loyalty by drastically increasing claim processing speed & quality

Some Other Healthcare Clients I've Helped With This Approach





Allstate®

You're in good hands.

The Allstate Corporation is the largest publicly held personal property and casualty insurer in America, serving more than 16 million households nationwide. Founded in 1931, Allstate has been dedicated to protecting customers from life's uncertainties and preparing them for the future for more than 85 years. It has over 40,000 employees and an annual revenue of over \$35B.

Small Business Website

THE PROBLEM

Sell Sheets That Don't Sell

Relying on sell sheets intended for print brochures to make digital sales, just wasn't working for AllState's Small Business group. Besides being very data heavy and hard to read, the sheets also required customers to have additional software to view them leaving consumers frustrated and confused. Furthermore, the web experience housing these sell sheets was not responsive and customers complained about not having access to sales information on their devices. The bottom line: AllState was taking a hit on their sales.

What they needed was a complete content re-architecture, a gorgeous, easily scannable container within which to serve the information, and a flexible and fast loading web experience to present it on multiple devices.

THE TECH

- liveSite Enterprise
- HTML/CSS/Javascript

THE GOALS

- Map and categorize content to enable fast and easy discovery by customers
- Design a standard sell sheet template which would work well with all content across categories
- Craft a responsive website to invite and encourage potential customers to explore and find more about the services offered
- Tightly integrate with and bring to life the AllState corporate brand, and its various elements

The Process - UX

1. INITIAL STATE



BUSINESS AUTO

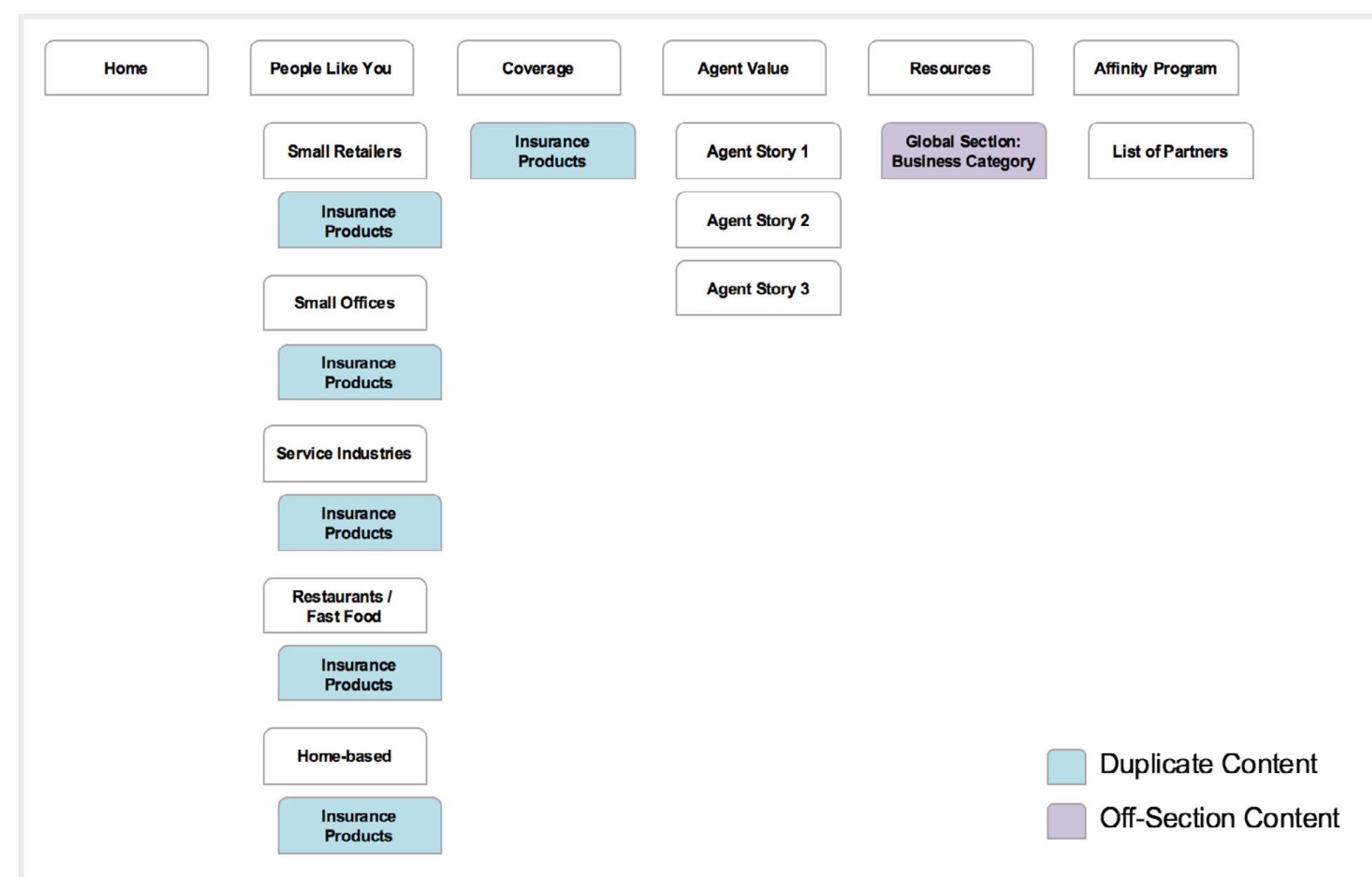
OUR BUSINESS IS SMALL BUSINESS.

Allstate® Business Insurance is your Business Auto insurance specialist. We protect over 100,000 small- to medium-sized businesses and have been writing this coverage for over 65 years. Rated A+ 15 (highest) by A.M. Best, we are ranked among the top 20 U.S. insurance carriers in direct written premium for this line. And because we recognize the unique risks you face, we can design and price your policy with your specific needs in mind. Allstate writes approximately one-third of the businesses we quote because we understand — and know how to protect — business owners just like you.

RISK	SOLUTION	VALUE
One of your employees causes injury to another driver and/or damage to their vehicle.	Auto Liability Protection provides coverage for injury to others and damage to their vehicles from an accident due to your employee's negligence.	Coverage for lawsuits and legal cost for up to \$2M per occurrence. (no aggregate).
Your own vehicle is damaged in the same accident.	Collision coverage pays to repair damage or repair your vehicle if it is a total loss	Coverage to repair/replace your vehicles subject to deductible
A hail storm causes dents and broken glass to your vehicles.	Comprehensive coverage pays to repair your vehicles damaged by storm.	Coverage to repair your vehicles subject to deductible.

“Hard to read” , “Not converting customers” , “Doesn’t fit into overall brand well; feels dated”

3. DEFINE

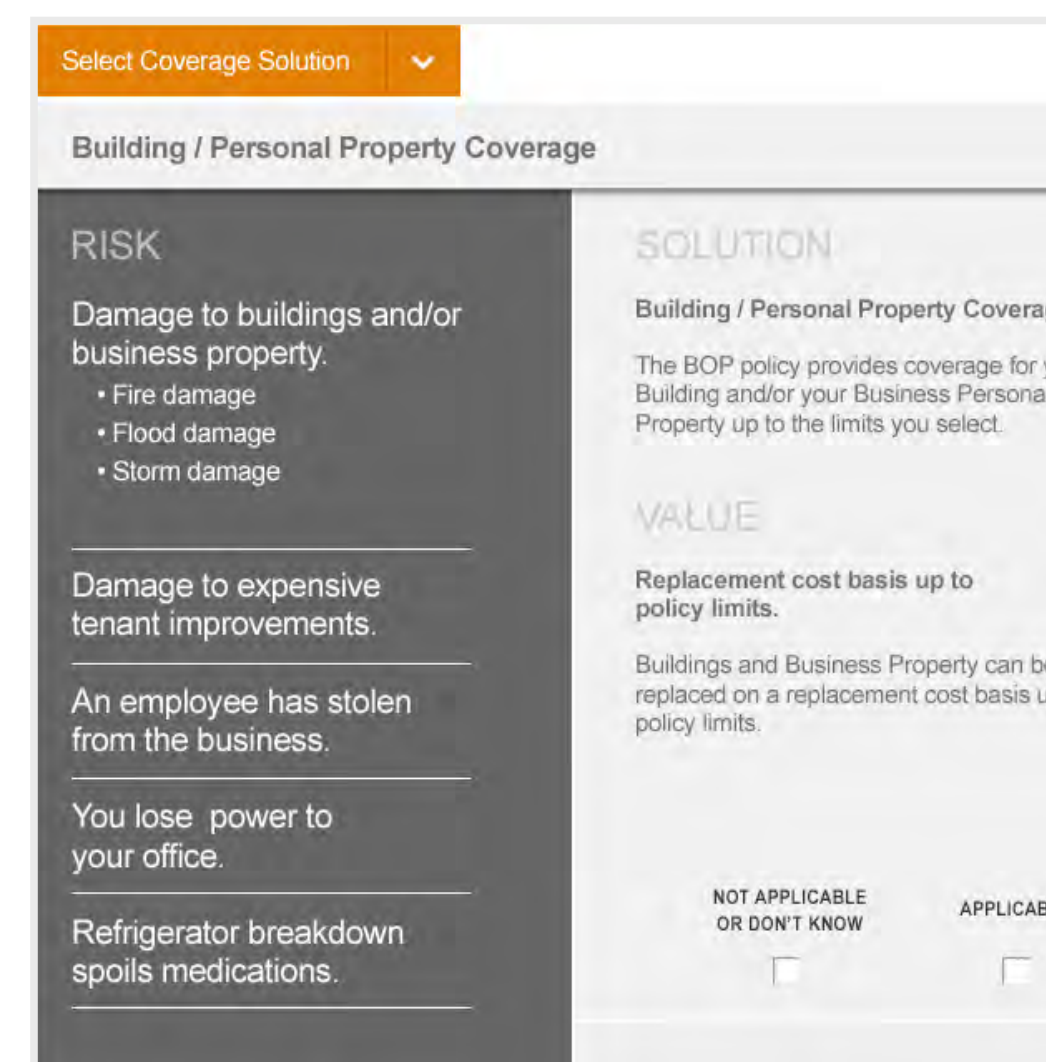


Created information architecture to eliminate duplicate content, reduce amount of copy and develop an easily navigable experience. Also worked to identify and develop multiple conversion funnels within the experience.

2. DISCOVER



- Met with copywriters, business analysts and insurance Subject Matter Experts (SME) to analyze over 100 sell sheets
- Collaborated with business analysts to sift through analytics reports and identify key customer metrics & data points
- Started to carve strategies to re-organize sell sheets based on categorical hierarchy and worked with copywriters to come up with drafts of initial language, tone and a more personable style of writing



Select Coverage Solution

Building / Personal Property Coverage

RISK

Damage to buildings and/or business property.

- Fire damage
- Flood damage
- Storm damage

Damage to expensive tenant improvements.

An employee has stolen from the business.

You lose power to your office.

Refrigerator breakdown spoils medications.

SOLUTION

Building / Personal Property Coverage

The BOP policy provides coverage for you Building and/or your Business Personal Property up to the limits you select.

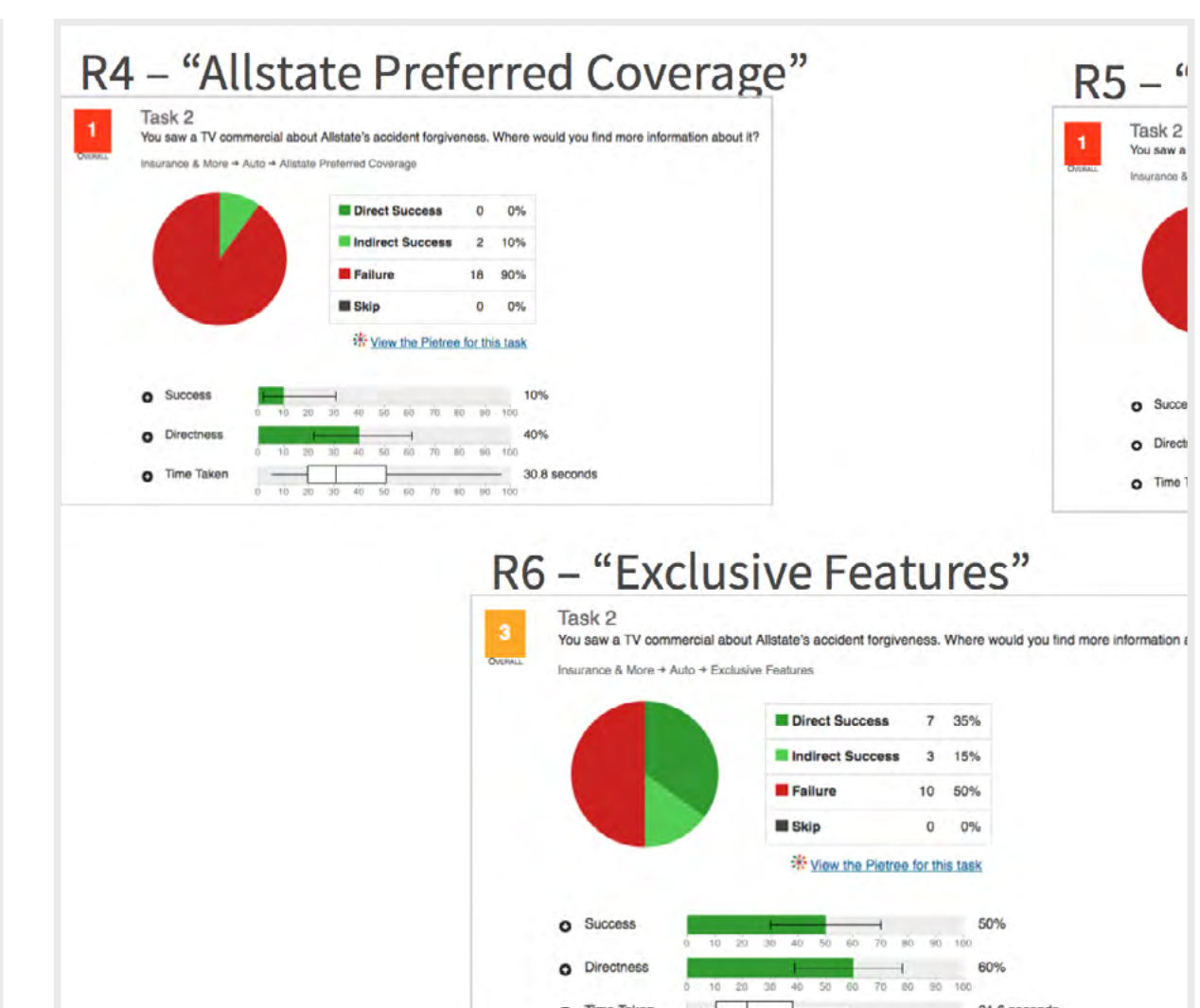
VALUE

Replacement cost basis up to policy limits.

Buildings and Business Property can be replaced on a replacement cost basis up to policy limits.

NOT APPLICABLE OR DON'T KNOW ☐

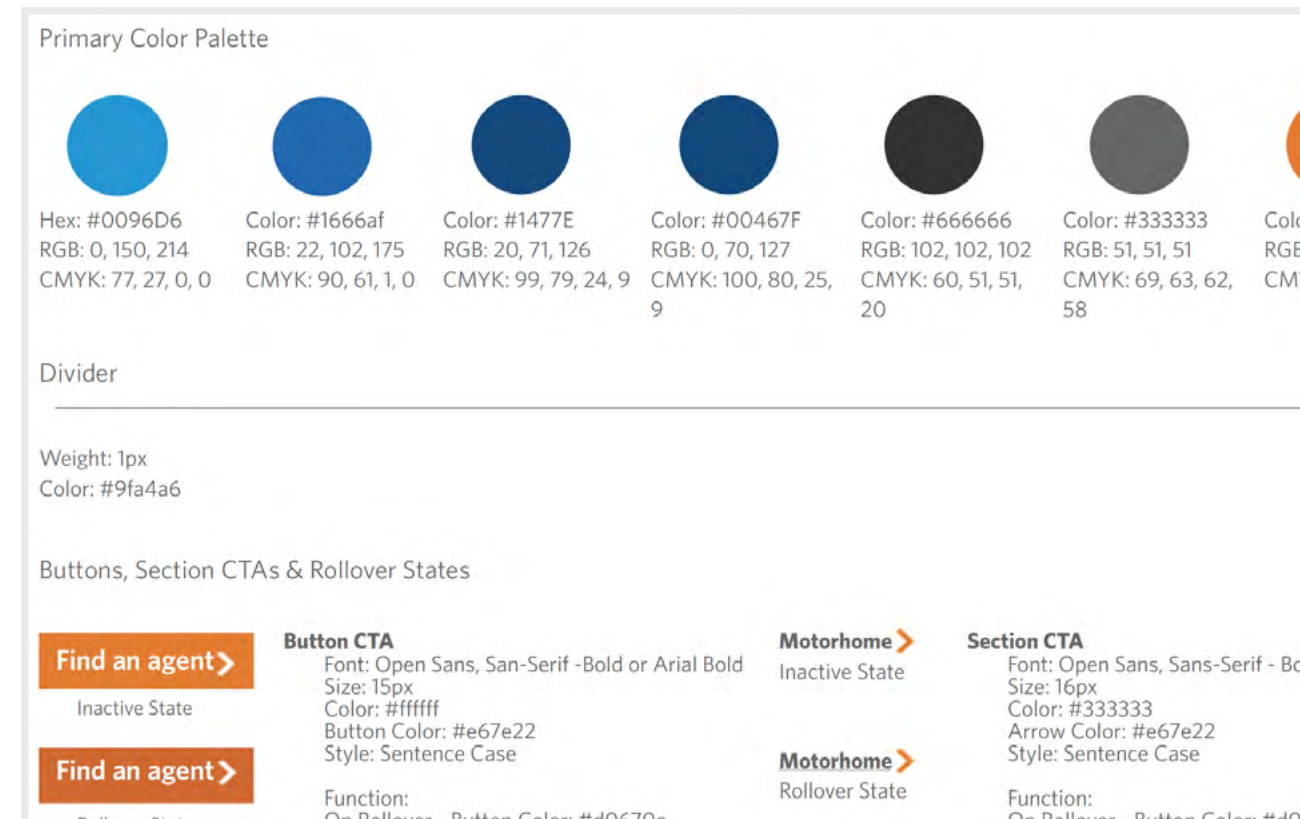
APPLICABLE ☐



Created high fidelity wireframes and used updated copy from business/writing teams to test with focus group for conversions and ease of use. Used feedback in order to continue refining wireframes for design phase.

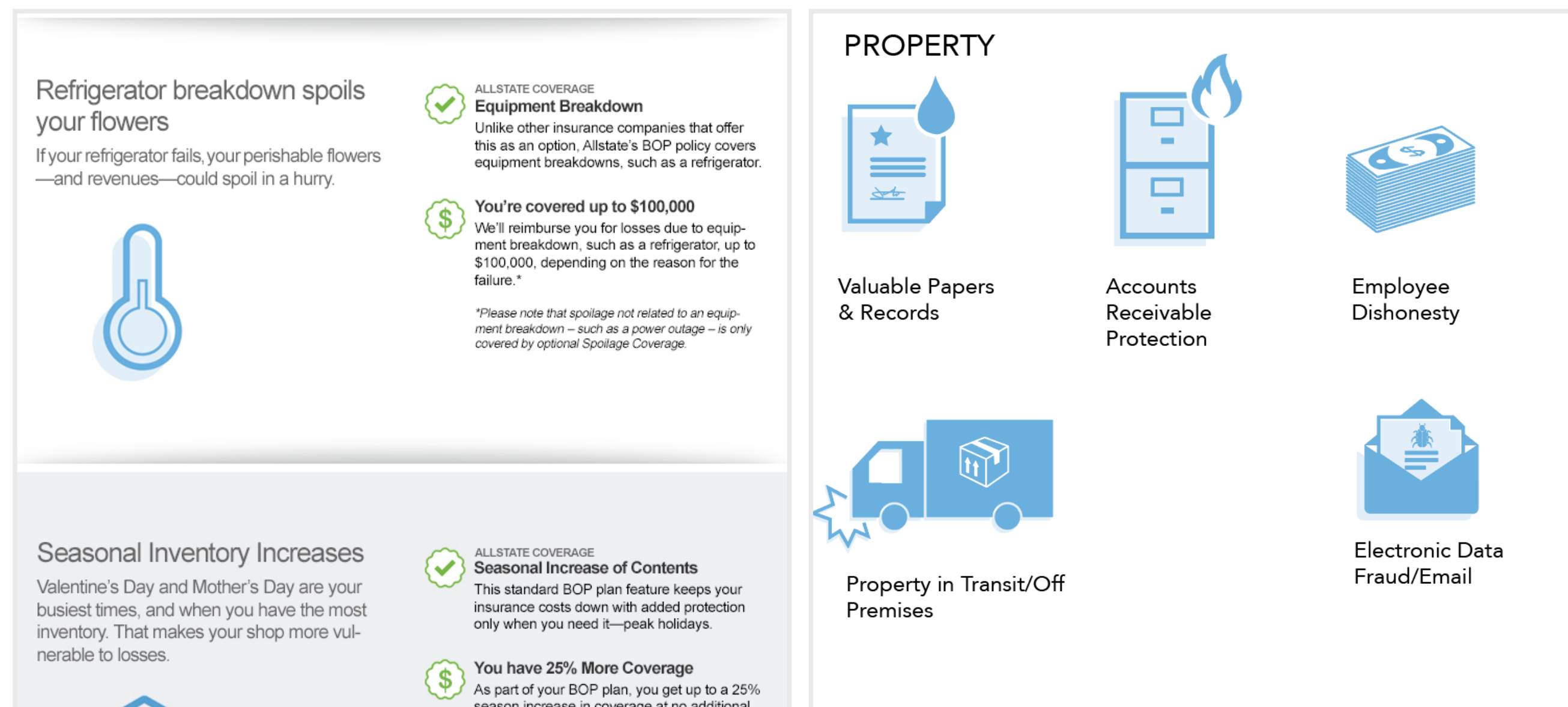
The Process - Design

1. DEFINE STYLE



Examined corporate brand guidelines and developed a master design style for all sell sheets. Wrote documentation and created prototypes to define high level responsive behavior. Addressed typography, iconography, and interaction patterns.

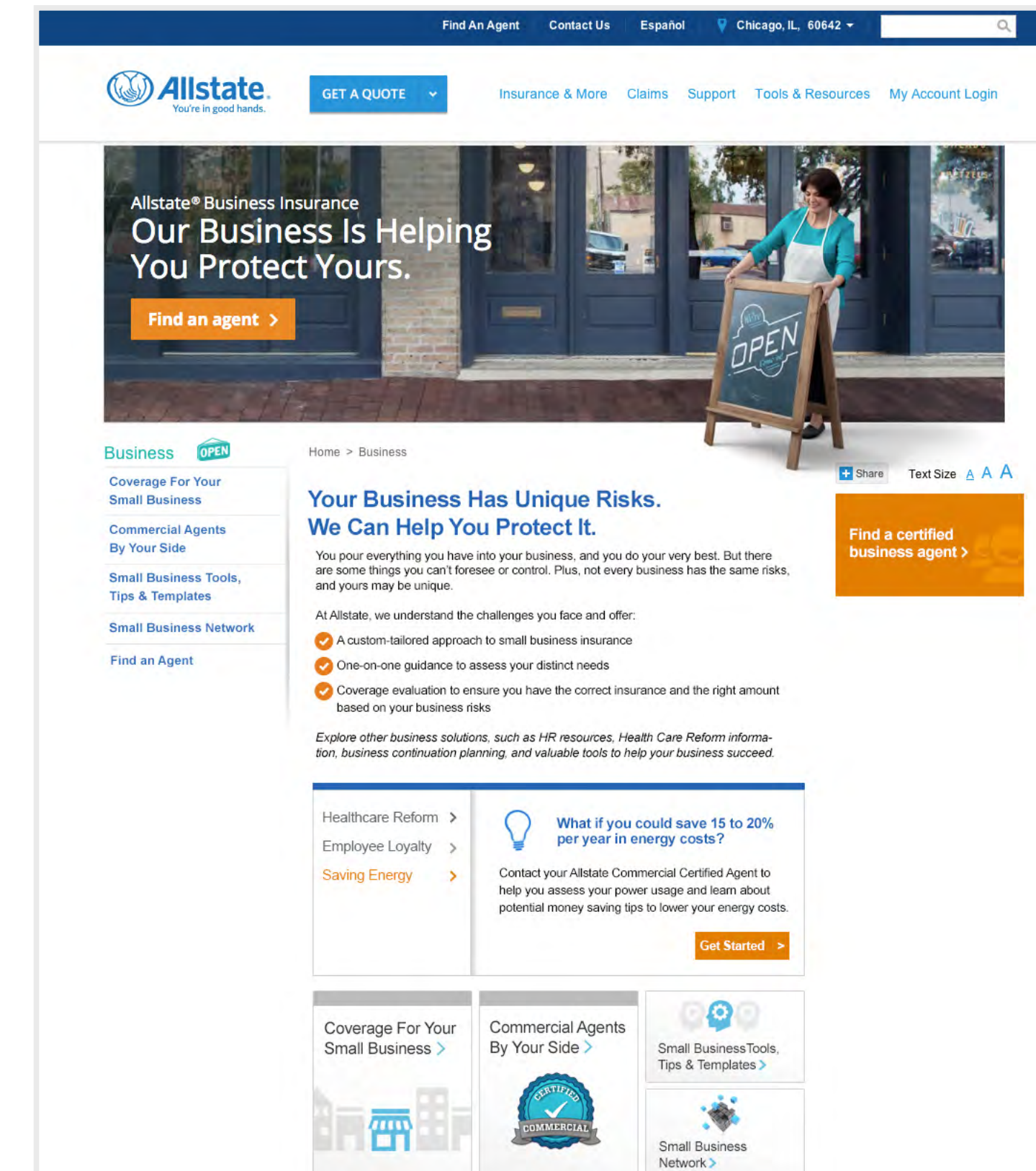
2. DESIGN MASTER THEME, SELL SHEET LAYOUTS, & ICONS



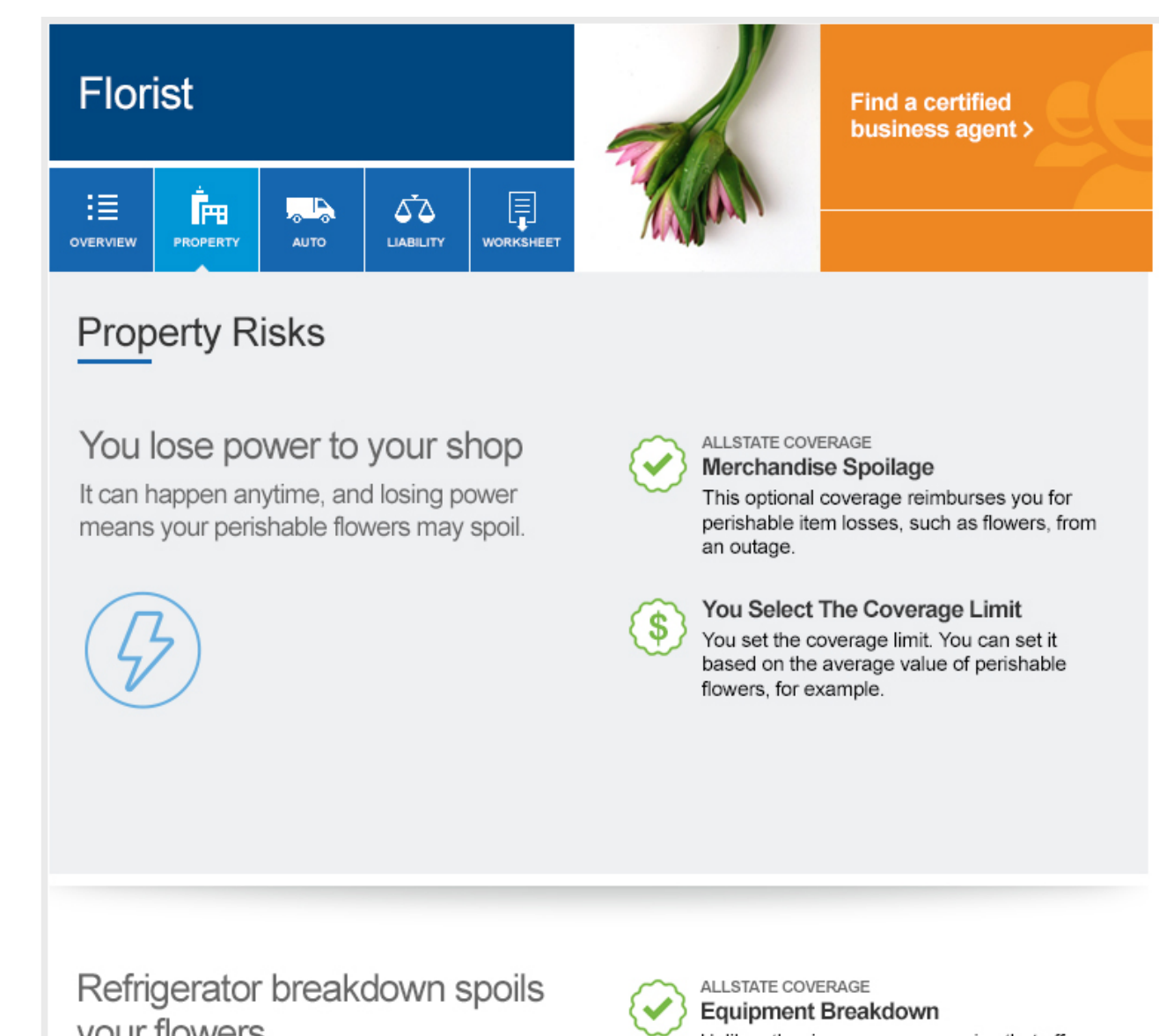
Compiled a radically new sell sheet design that is more friendly, approachable and easy to read. Using a distinct icon style tied to the Allstate brand, sell sheets were created that would work well on desktops, tablets and mobile devices.

A large iconset of over 100 icons was custom designed to support the various insurance risk categories.

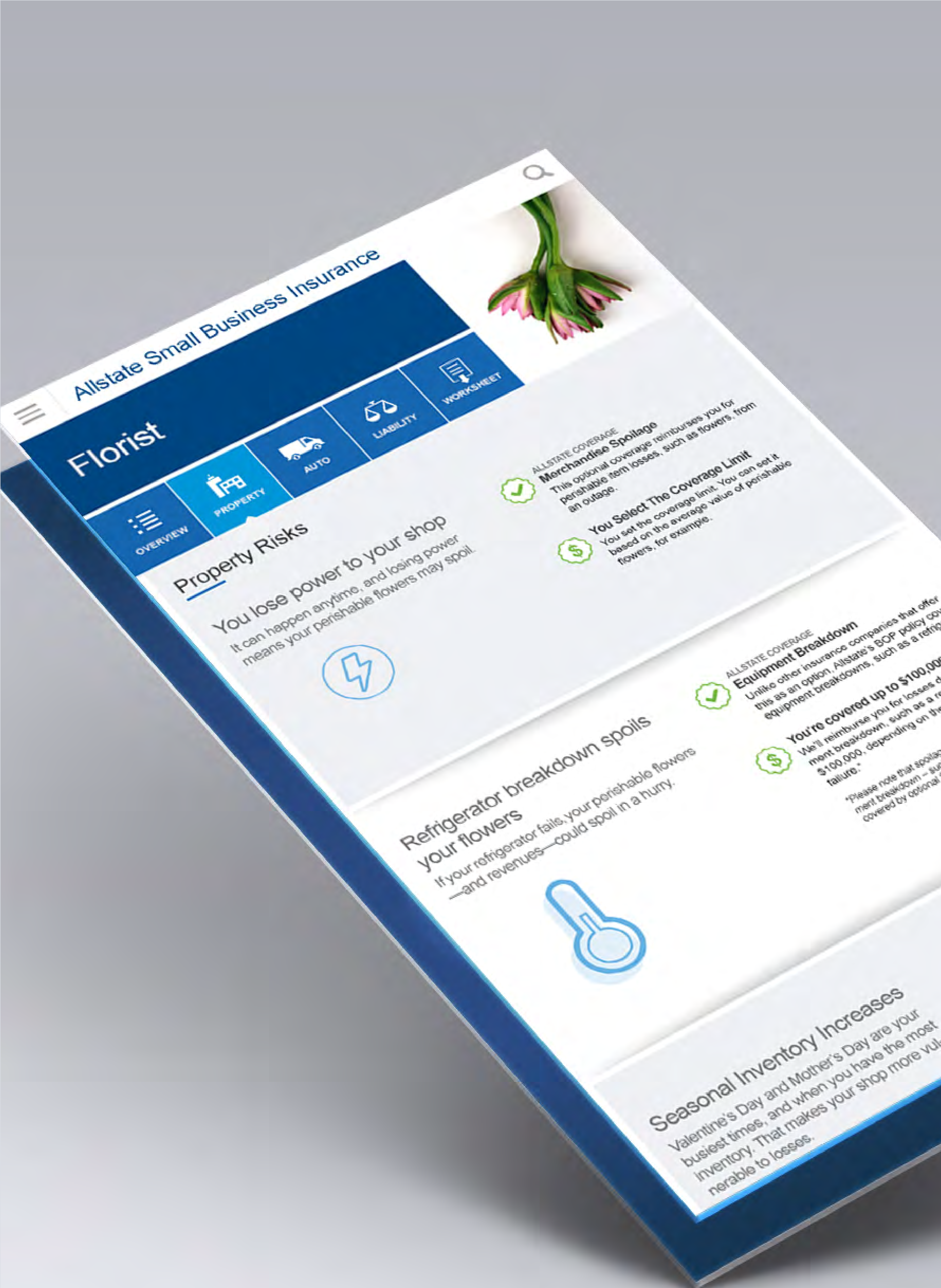
3. COMPILE & CREATE LAYOUTS



Small Business Website Homepage



New Sell Sheet Design



RESULTS

Increased conversions by simplifying business insurance buying process into a 5 minute procedure

New look delighted over 250,000 policy holders across the United States

Boosted sales in under-performing categories by making value proposition easier to understand

Some Other Insurance Clients I've Helped With This Approach





Let's Talk

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