

Tom Holland

User Interface & User Experience Designer



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About Me.

Exceptional leadership, critical thinking, and creative design talents leveraged to create engaging user interface/experience (UI/UX) and product design strategies.

Proven success in translating design requirements and producing beautiful, customer-centric designs to solve complex problems. Skilled in leading creative/technical teams and collaborating cross-functionally to build consensus and ensure benchmarks, deadlines, and budgets are met. Talent for executing product development processes and delivering valuable end-user business outcomes.

- I have a love and unabated drive for turning chaos into order
- I am adept at immersing myself into new situations and gaining a complete understanding of the problem
- I enjoy learning and taking on new challenges both professionally and personally
- I am self taught in HTML/CSS and a bit of Javascript as I feel it adds a new dimension to my abilities as a designer



I have some interests and hobbies as well:



Running



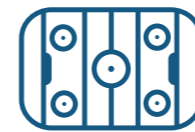
Lifting



Music



Coding



Hockey



Beer



Sci-Fi/Fantasy

About Me.

As a designer, I seek harmony between the frequently challenging dichotomy of product desirability and viability. I've finessed unifying the two while working within a business or system's unique scope to hone product feasibility and functionality. I've found that focusing on the core user problems rather than just the design/product requirements results in more successful user experiences. Achievable through setting clear goals, meeting deadlines, and vigilantly reviewing progress. Creative projects are where ideas meet reality; once actualized, they are immensely rewarding. I'm incredibly motivated by the creative problem-solving process and the interrelationship between aesthetics and usability. We have all heard that form follows function, and as a logical thinker, I find the inherent beauty in designs that result from the purity of function. On the other hand, I have found that going the extra mile with aesthetics is essential in producing works that are universally appealing to the eye while still being user-friendly.

I have had experience working with a wide range of design and management tools:



Sketch



Zeplin



Trello



Abstract



Illustrator



InDesign



PremierePro



Figma



InVision



Principle



HTML



CSS



JavaScript



GitHub



JIRA



Slack

Thoughts on Design.

As a designer, I try to find harmony between the product's **desirability**, the **viability** of the product within the scope of the business or system, and the **feasibility** of the functionality.

I keep the focus of each product I design on the **project**, not the **problem**, setting clear goals and deadlines and reviewing progress. The project is the space in which an idea goes from just that to reality.

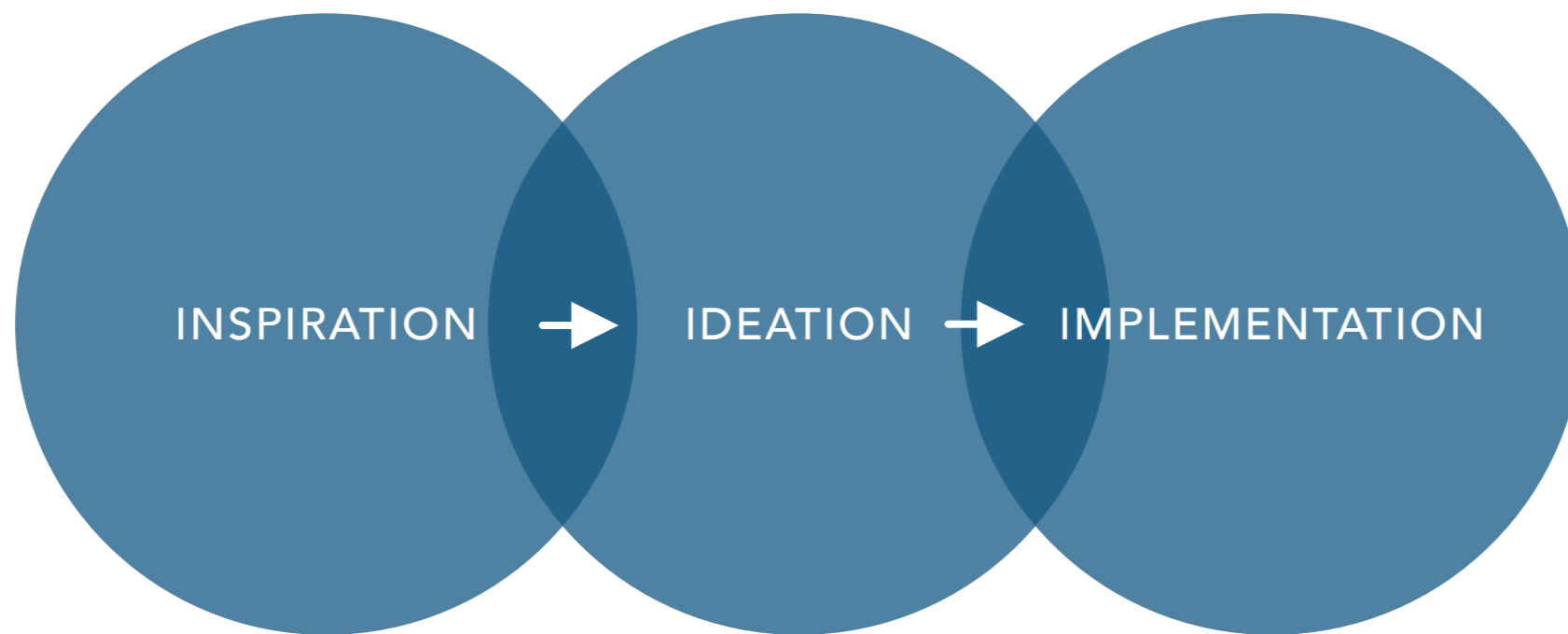
One concept I find particularly interesting is the relationship between **aesthetics** and **usability**. We have all heard that form follows function, and I find that designs have an inherent beauty that results from the purity of function. On the other hand, I have also found that going the extra mile with the aesthetics of a design leads to the product being easier to use and creates a more enjoyable experience.

"Everything should be made as simple as possible, but not simpler." - Albert Einstein

Process Overview.

There is no best way to move through a design process due to the variability within an organization and between projects.

Reflection is essential, and sometimes backtracking is necessary. This is why the iterative process leads to a non-linear process. This methodology is supported by the agile development process that is becoming standard practice, and I am fortunate enough to have worked in both an agile and waterfall environment.



- Research
- Analyze
- Synthesize

- Visual Thinking
- Brainstorming
- Sketching

- Wireframes/Designs
- Design Reviews
- Logic/Workflows

Inspiration.

Personally, the process all starts with a problem or an opportunity. Throughout my experience in the industry, this has taken on many forms, such as:

- An opportunity to integrate functionality with a new platform
- Client requests for new functionality
- Results of a brainstorming session
- Fulfill a user need that has not been met

Once a problem or an opportunity is identified, I then break down this part of the process into three steps:



Research

Gather all pertinent data through:

- Observation and Ethnography
- User Interviews and Feedback
- Usability Studies
- Business Requirements
- Bugs & Enhancements



Analyze

This step is where I break down all data into individual pieces by pouring over my notes, expanding on them, and organizing test results, bugs, and enhancements.



Synthesize

Synthesis of the data requires the extraction of meaningful patterns in the analyzed data. Sticky notes, whiteboards, excel, and pen & paper are all tools I use for this.

Empathic design teaches us that observations lead to insights, which lead to the discovery of latent user needs.

Ideation.

This step is about the unhindered creative process of developing and testing ideas. The best way I can describe this process is **Divergent Thinking**, a term coined by Tim Brown saying, "Divergent thinking is the route, not the obstacle, to innovation."

There are many ways to generate a multitude of ideas, but I generally use the following in varying degrees:



Visual Thinking

I primarily use whiteboarding, sticky notes, and sketching to perform my visual thinking.



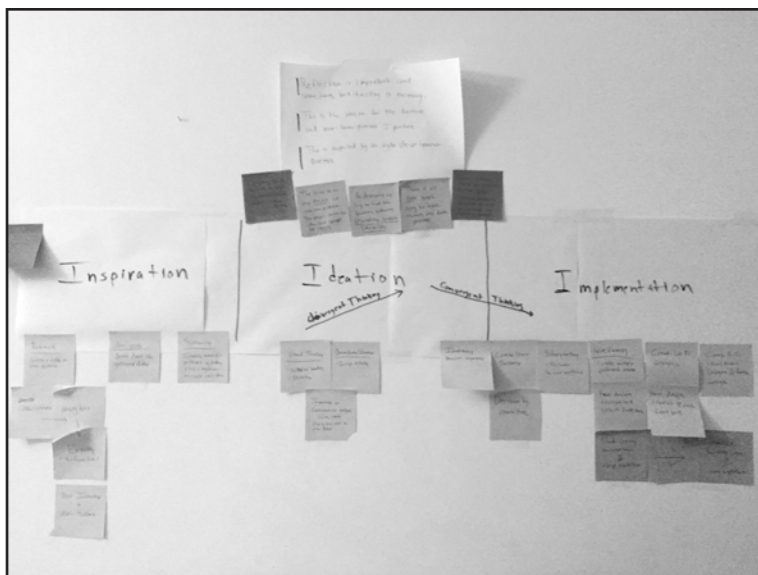
Brainstorming

The use of brainstorming with a group of multidisciplinary individuals allows me to conceive a multitude of diverse ideas quickly.



Competitive Analysis

I often do competitive analysis or research on similar design solutions to get my creative juices flowing.



Implementation.

The final step of my process is often the longest but always the most rewarding. Implementation deals with the iterative process of designing the ideal solution to the original problem or opportunity.

Part of this process involves the idea of **Convergent Thinking**, which is simply a practical way of deciding among existing options driving me toward the solution. I use several different tools to do this:



Identify Market Segments

Many projects I have worked on have been part of a large platform spanning many market segments. Therefore it was helpful to determine which segments were primary and which were tertiary.



Create User Personas

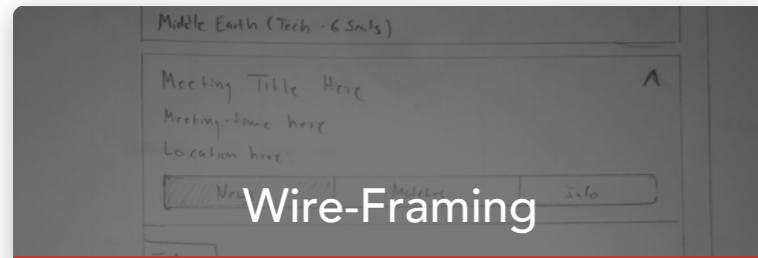
When dealing with a wide array of users and ideas, I find it helpful to create user personas to determine their specific needs.



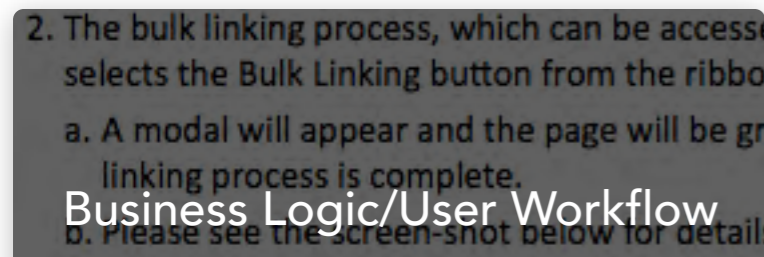
User Workflows/Storytelling

After defining the market segment(s) and user persona(s), I can create clear and concise workflows or stories depending on the situation.

Implementation.

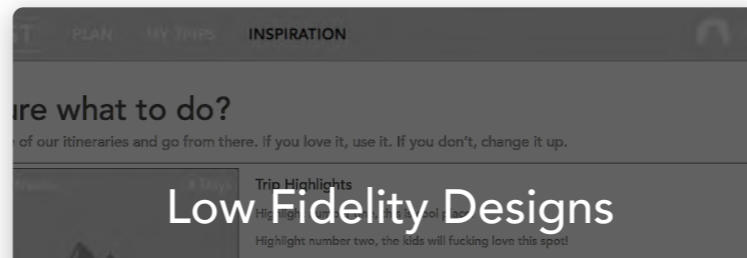


It helps me convey multiple ideas with enough detail to have productive conversations with teammates and other designers.

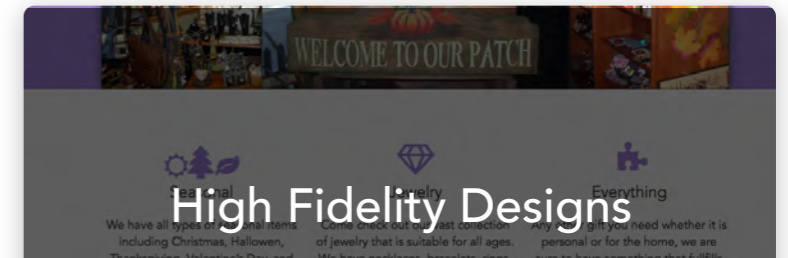


Around the same time I start with wireframes, I develop the business logic and firm up the user workflows.

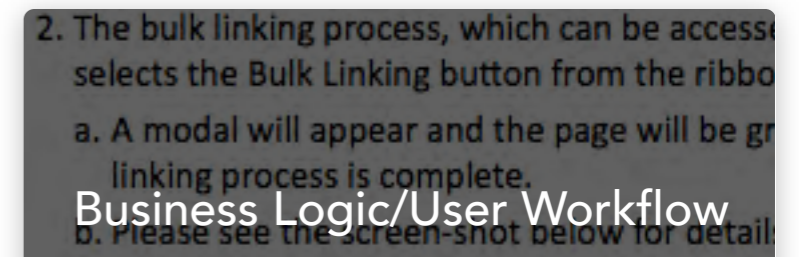
Design Reviews



Used when I seek feedback from people outside of my team or other designers as they better help convey the functionality.



I create "pixel perfect" designs, shared throughout the organization with stakeholders to showcase the new design.



Finalize business logic and user workflows.

Case Study: SALIDO Time Cards.



SALIDO is innovating the restaurant technology industry by creating the first all-encompassing restaurant operating system. This involves all pieces need to run and manage a restaurant's operations, including the Point of Sale, Labor, Inventory, Guest Management, and Reporting.



Design Goals

This project aimed to redesign our Time Card features to prepare for more extensive labor enhancements.



My Role

I was the Product Designer working closely with a Product Manager and Engineering Lead.



Challenge

Thinking about the implementation of time cards wholistically throughout the system.

Tools Used



Sketch



Zeplin



InVision



JIRA



Confluence



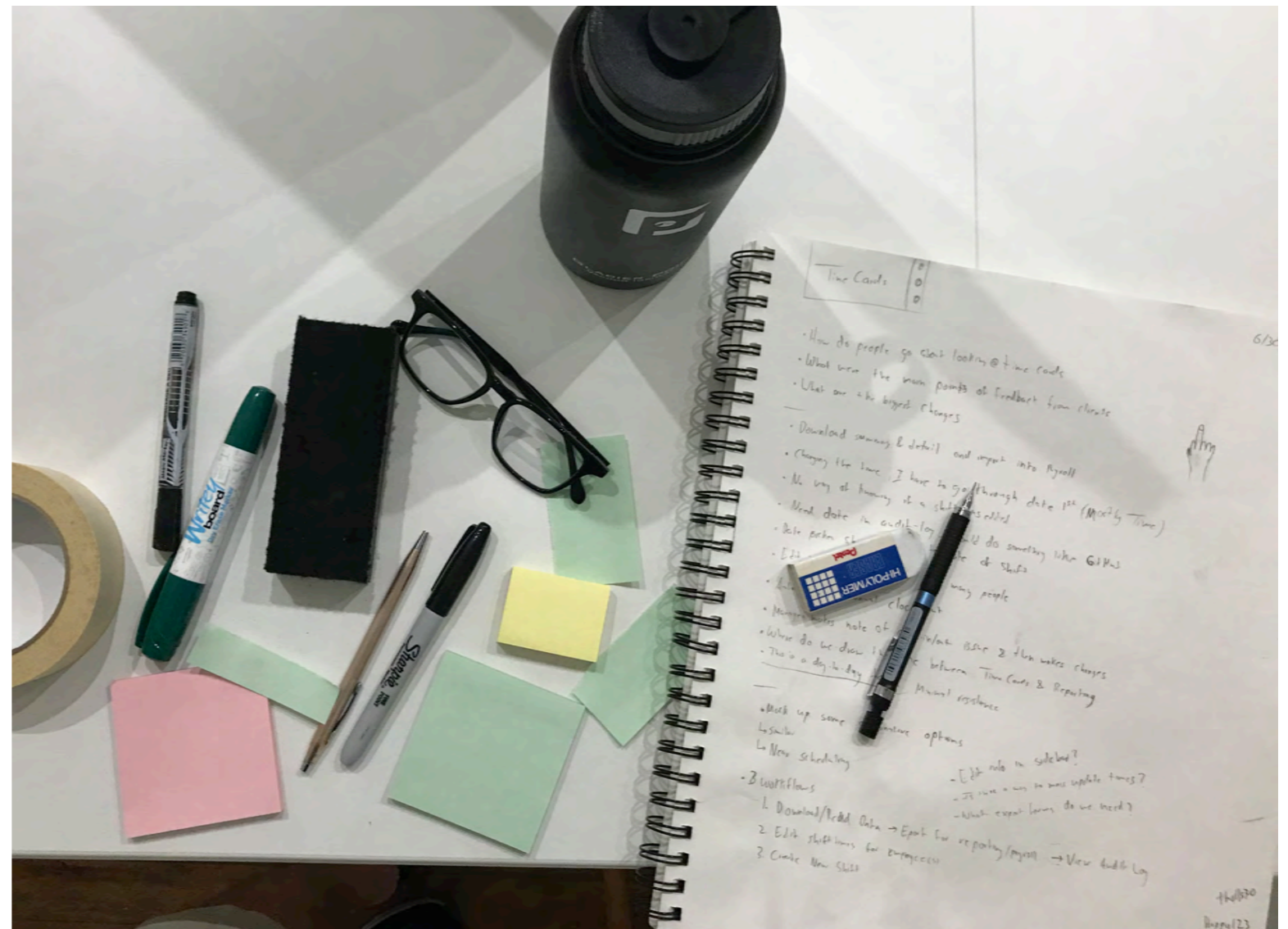
Slides

SALIDO Time Cards.

This project started early on in my tenure at SALIDO when we decided as a business that we needed to improve the UX of our Time Cards product based on feedback. Due to shifting priorities, the project was tabled until recently, when we set out to implement many enhancements and new tools in the Labor section of our system.

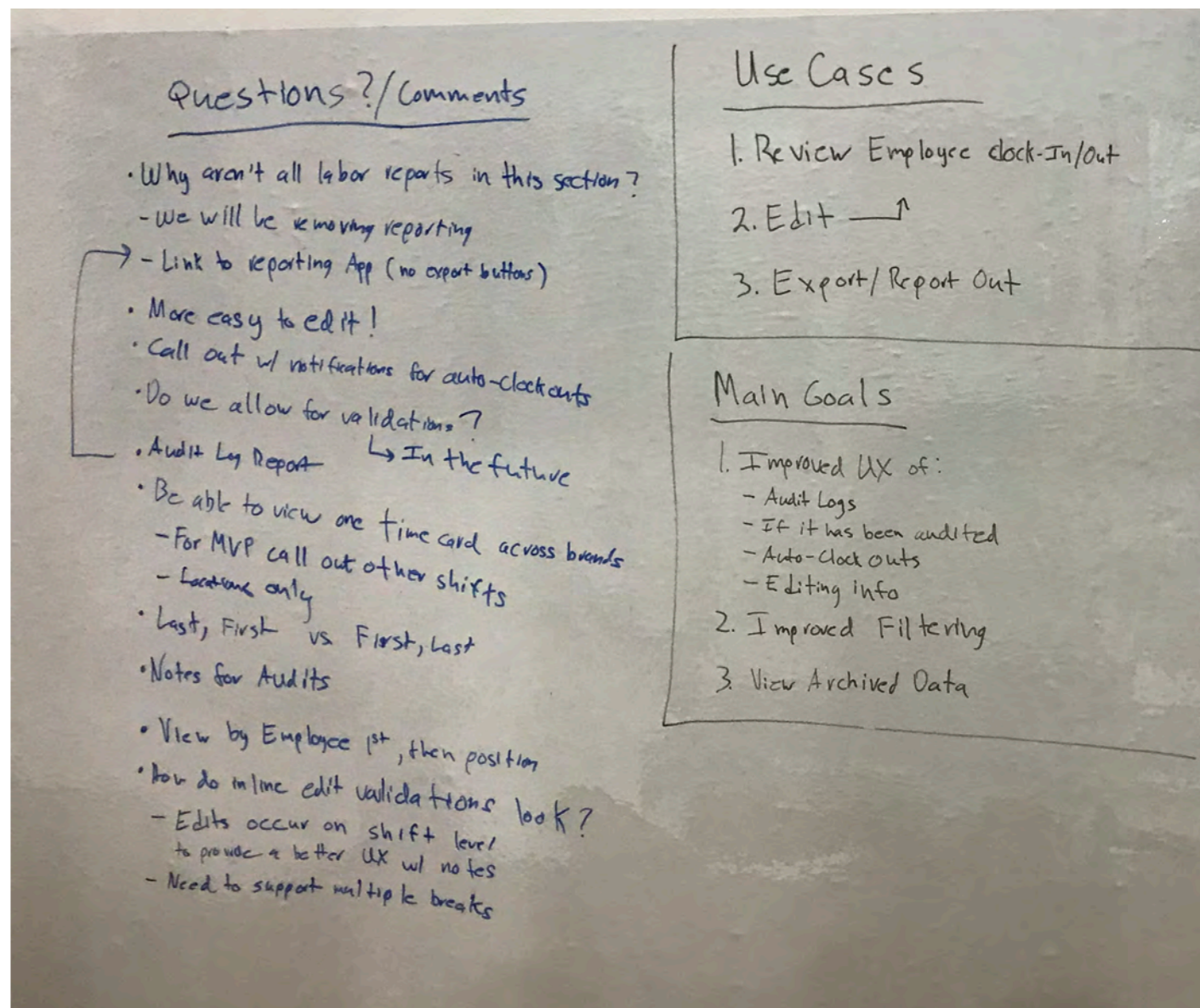
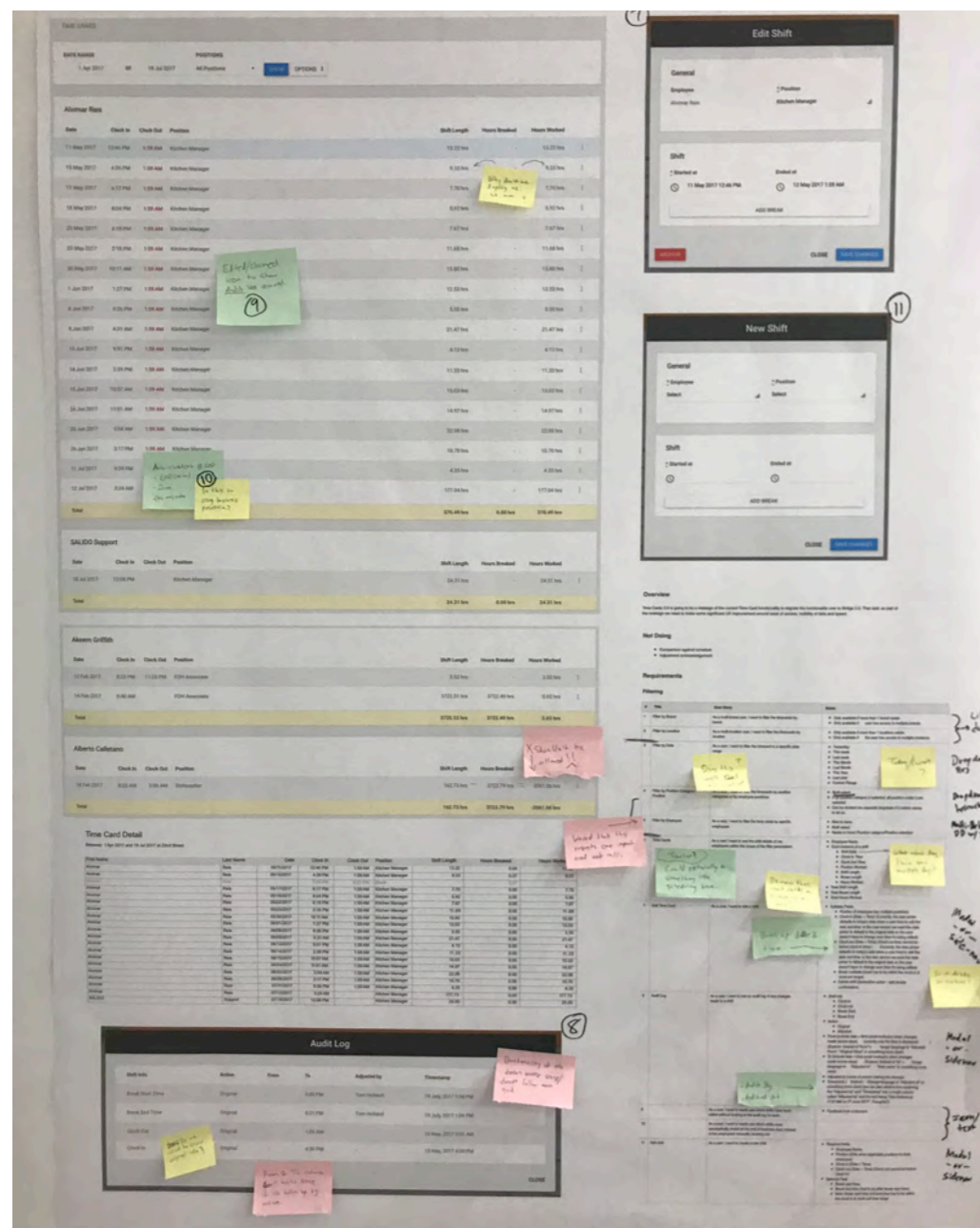
During the research phase I did the following:

- Understood the desired business outcome
- Reviewed the previously completed designs, requirements, and feedback from users
- Talked to various clients across different user groups about how their operations manage their worker's time cards
- I observed as the particular users tasked with managing time cards on a daily or weekly basis used our tool
- Researched what clients liked and disliked about our current time cards solution



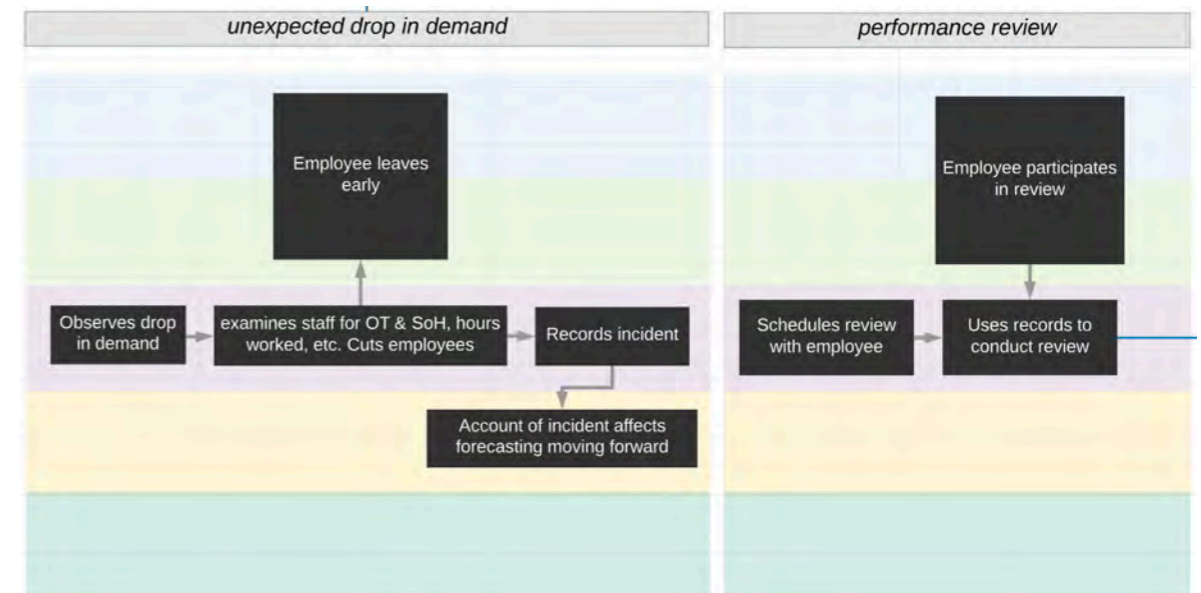
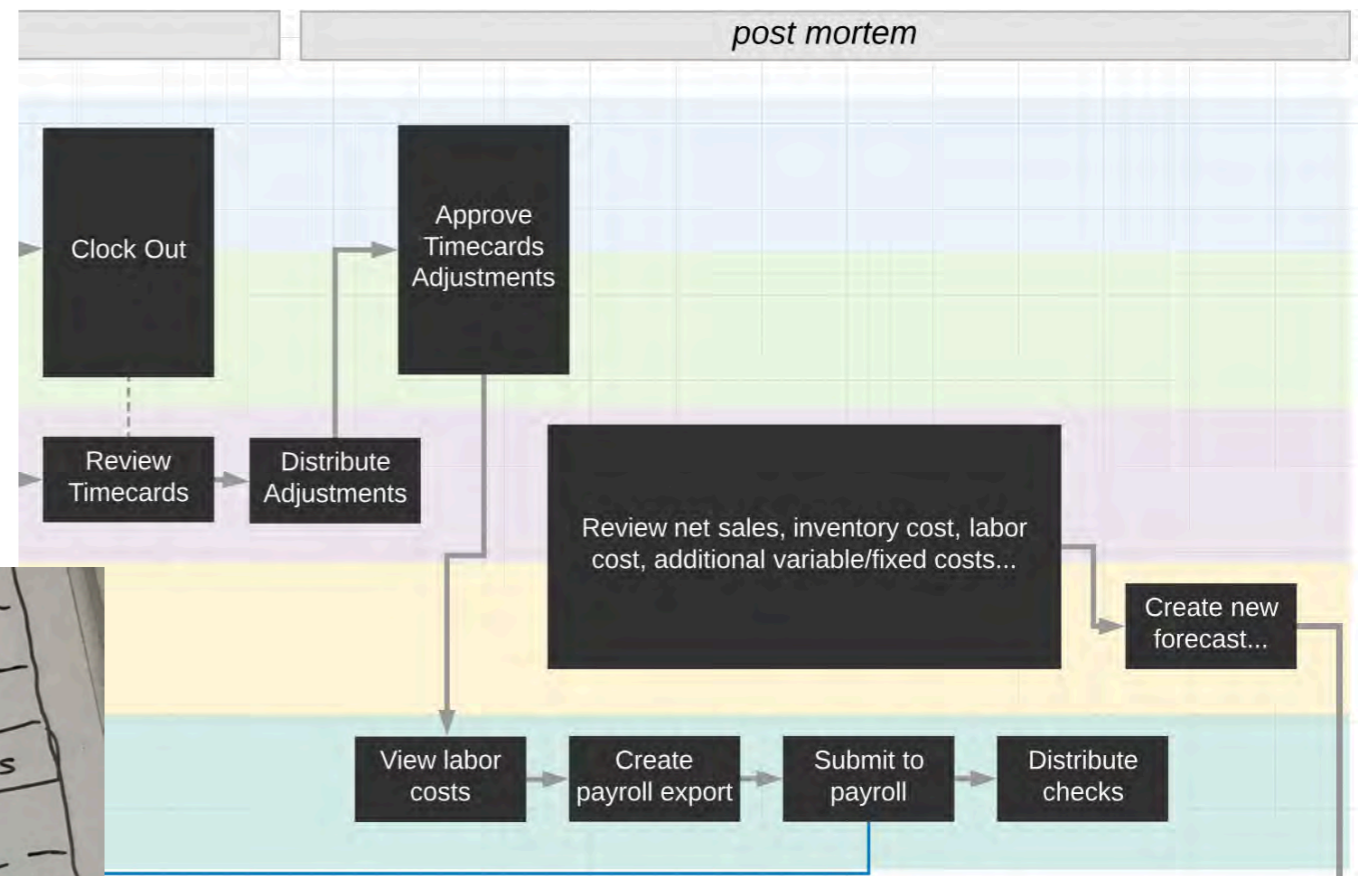
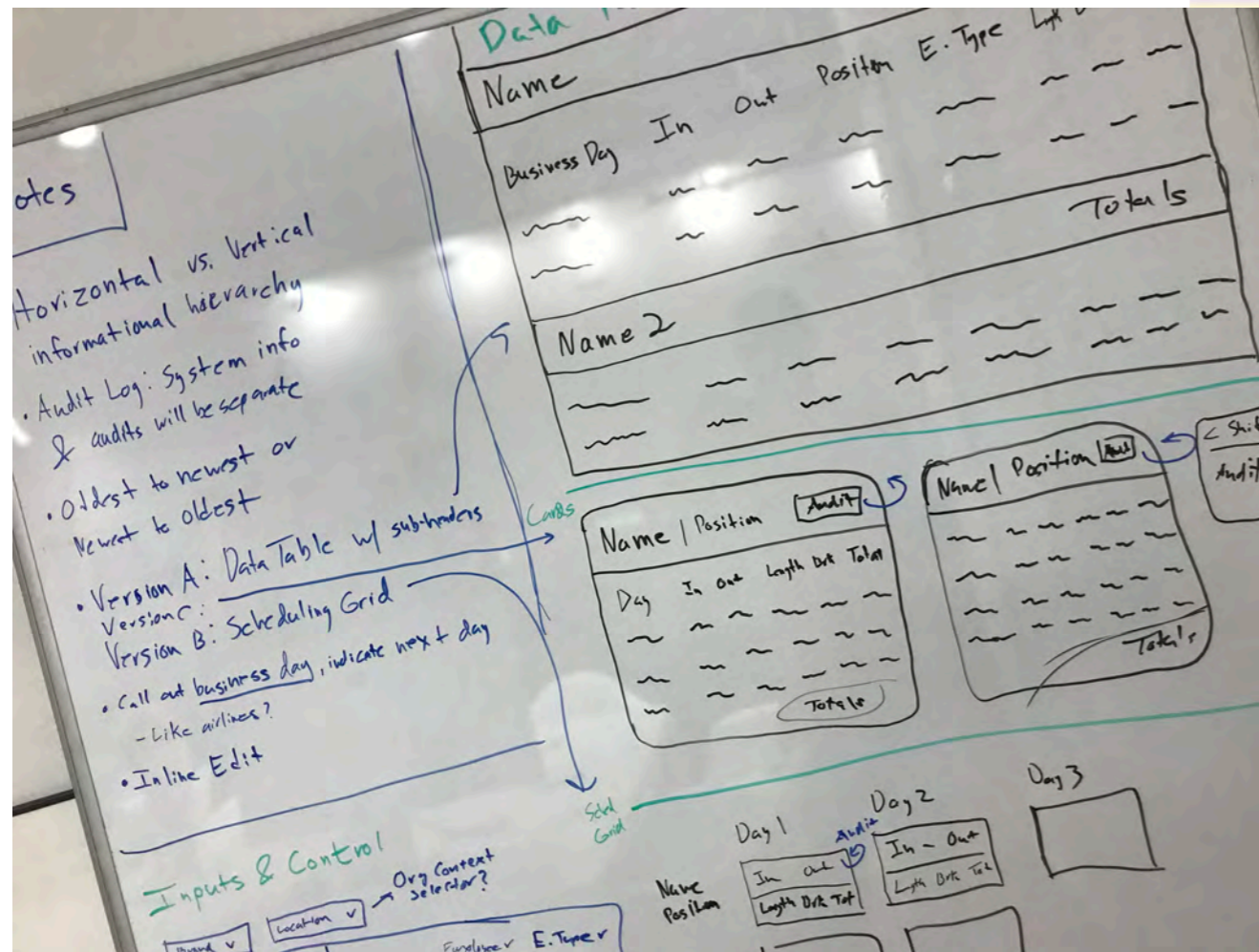
SALIDO Time Cards.

After analyzing and synthesizing all the data into documentation, I reviewed my findings with key stakeholders in the business and internal subject matter experts (SMEs) to elicit their feedback and brainstorm ideas. I also looked at our top competitors to see how they solved specific problems.



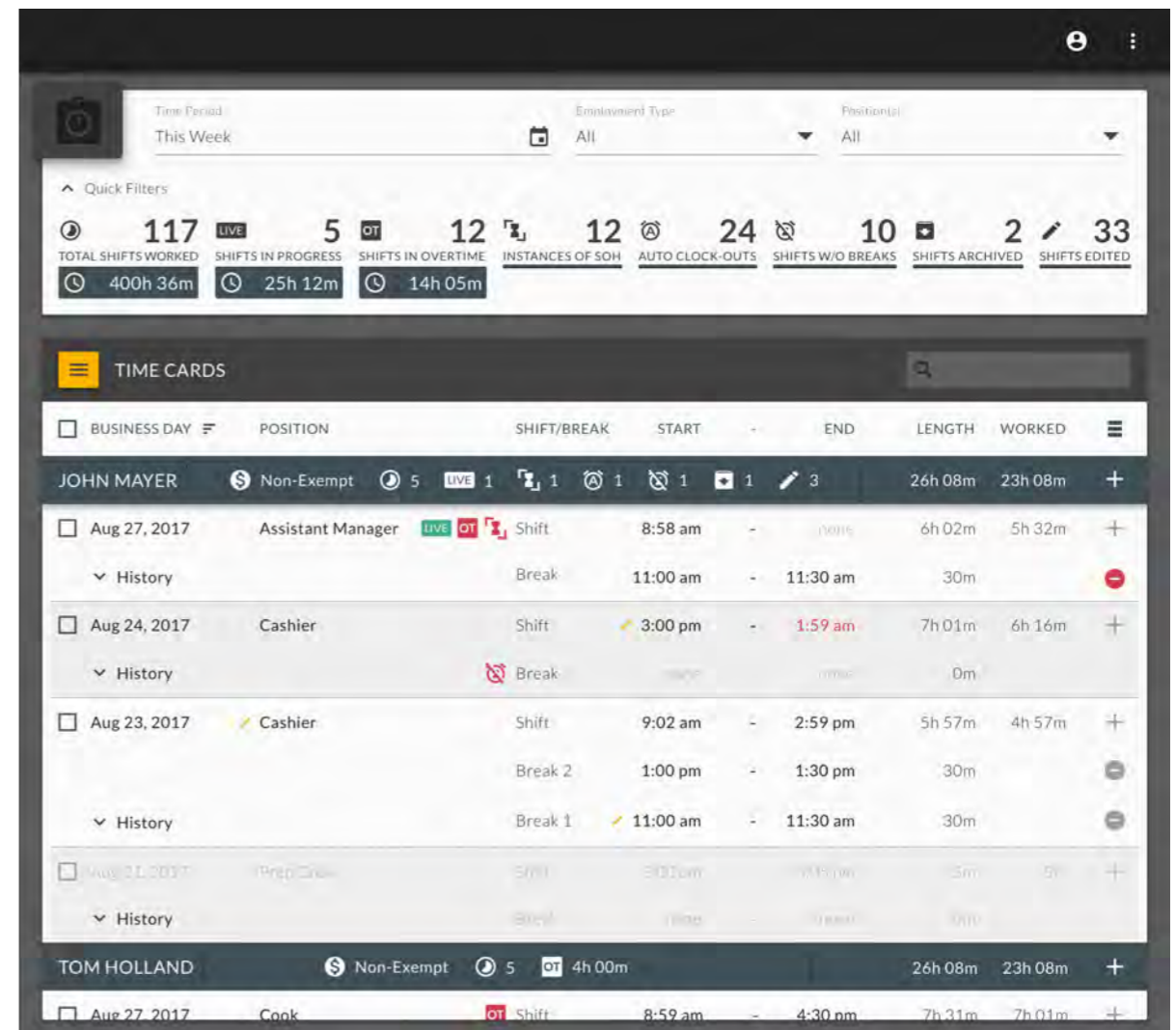
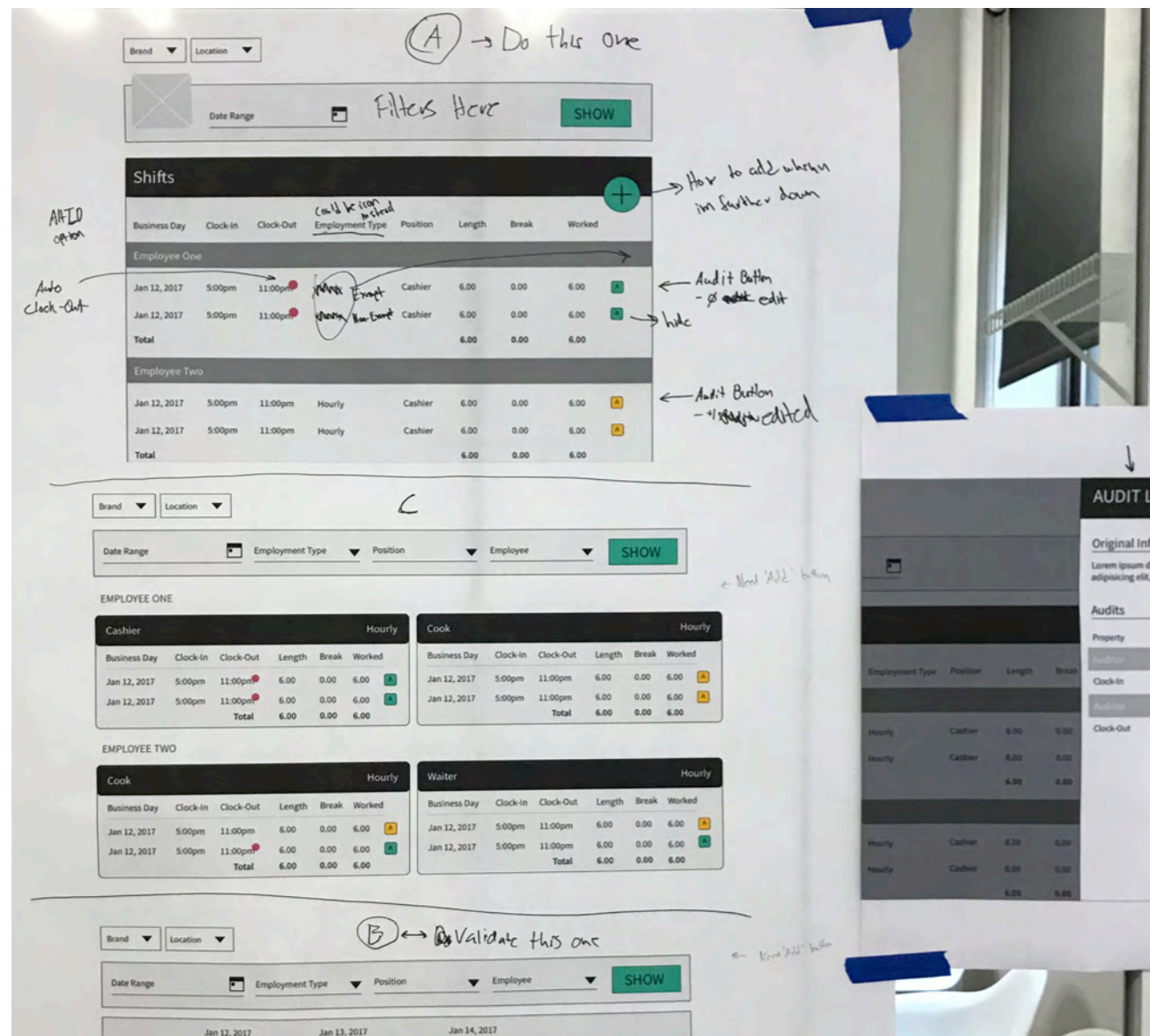
SALIDO Time Cards.

I used this feedback and information to create a UX map and build out the user workflows in preparation for creating wireframes to review with others. There were also several whiteboarding sessions revolving around particular pain points.



SALIDO Time Cards.

After several iterations, design reviews, feedback, and analysis, I created a complete set of designs and more, along with the appropriate workflows and business logic, in conjunction with the product manager. We then did a final review of the designs and built out a prototype with InVision Studios to test externally with our clients.



Case Study: RelSci for iOS.



Relationship Science, or RelSci for short, is a business development tool that provides in-depth information about influential people - who they are and whom they know, what you have in common with them, and most importantly, how you can gain access to them and their organizations.



Design Goals

This project aimed to redesign our iPhone application to increase ease of use and the adoption rate.



My Role

I was the Product Manager and Designer for this project. I was also the Mobile Team Lead.



Challenge

Many projects were competing for limited resources, and our mobile experience was secondary to the web.

Tools Used



Sketch



Zeplin



Trello



MSFT SQL



Numbers



Pages



Keynote

RelSci for iOS.

The inspiration came when I took over the role of mobile team lead and wanted to make our mobile applications a more relevant part of the business and easier to use.

During the research phase, I did the following:

- Queried the usage stats of our two most recent iPhone and iPad versions
- Compiled a spreadsheet of all the bugs and enhancements in our bug-tracking system
- Talked to various client service representatives and Account Managers
- I also looked into current design trends to figure out what we were not doing

Area	Controller	Action	1.9.2 DistinctUsers	DistinctHits
Search	WebSearch	KeywordAC	120	8091
News	Updates	Newsv2	278	3278
News	Updates	AllUserBuckets	284	1874
Account	Account	GetCapabilitiesForUser	297	1528
FindAPath	FindAPath	PathData	151	1484
News	Updates	Latest	162	1331
Account	Notifications	RegisterDevice	214	1281
News	Document	Index	178	1078
	Home	RecentlyViewed	144	993
Account	Sync	UploadProgress	88	886
Tearsheet	Person	Index	162	859
FindAPath	NodeAutocomplete	Search	28	814
Account	Sync	UploadContactsAppPartial	89	625

Redesign Topic	Link	Detail
Relationship Count	https://redmine.relscl.com/issues/52437	Alex some home
Update Search	https://redmine.relscl.com/issues/50121	Resu
Alerts Settings	https://redmine.relscl.com/issues/50315	Enha wher 360 s
Sharing Option	https://redmine.relscl.com/issues/22024	The sugg anoth up th
Make Ready for RelWeb	https://redmine.relscl.com/issues/49789	Shou

After analyzing and synthesizing all the data into a spreadsheet/document, I reviewed my findings with the team to elicit their feedback. We came to the following conclusions after a couple of brainstorming sessions and competitive analysis:

- Navigation needed to be based on functional areas and user workflows
- There were certain pages and modules that we could get rid of
- The search functionality needed to be more robust
- The relationship-matching process is required to be at the forefront of the app
- Incorporate sub-navigation into people and organization profiles
- We needed to include the viewing and saving of reports in the apps
- SSO (Single Sign On) capability had to be added to the log-in page
- Various other minor enhancement

Proposed Changes

1. Move navigation to bottom of screen
 1. Home?
 2. News/My Agenda
 3. Path Finder
 4. My Relationships
 5. Lists
 6. More
 1. Run Relationship Import
 2. Settings
 3. Log-Off
2. Create static search bar on top of app
3. Incorporate reports into mobile
4. Apply share button to path finder searches and reports
5. Create an 'Add To' button for lists and events or lump together with Toggle Alerts button in a 'More' button
6. Move most used details pages to top of profile modules
7. Create a 'View More' button area to load more profile information
8. Expand/Collapse instead of details pages for module with more than X number of data points
9. Rework the 'back' functionality so a user can only go three levels deep ... basically reset tracking of pages visited and return user to main navigation area
10. Display relationship count in a clever way so it is easily accessible ... this will probably live on relationships page and home page
11. One button to add/remove/change strength ... Ben is already doing this
12. Redesign Power Search
13. Add ability to toggle news buckets on/off
14. Include Lists, Events, and maybe saved searches with clear iconography into

RelSci for iOS.

The market segments that most heavily used our mobile application and would benefit from the redesign were:

- Private Equity and Hedge Funds
- Investment Banks
- Non Profit Organizations
- Consulting Firms

I used this information to create user workflows and wireframes. Then I reviewed them with the mobile team and a few account managers.



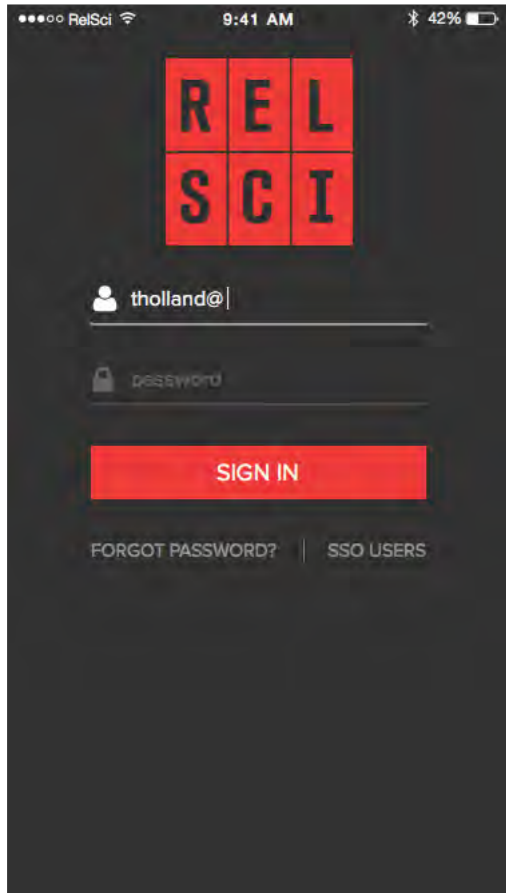
After careful consideration of all the users that exist within these market segments, we determined that our most prominent users were:

- Users importing their contacts via mobile
- Users that are traveling for work
- Executives
- Sales Managers
- Fund Managers

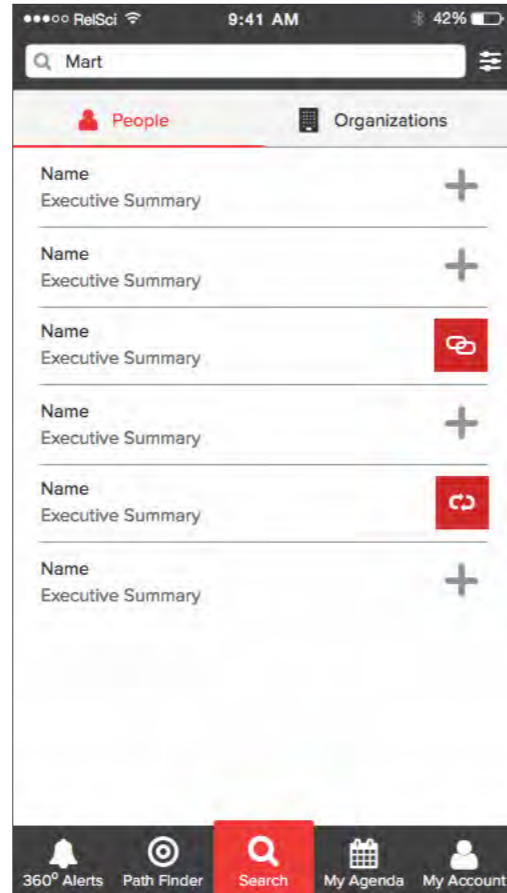


RelSci for iOS.

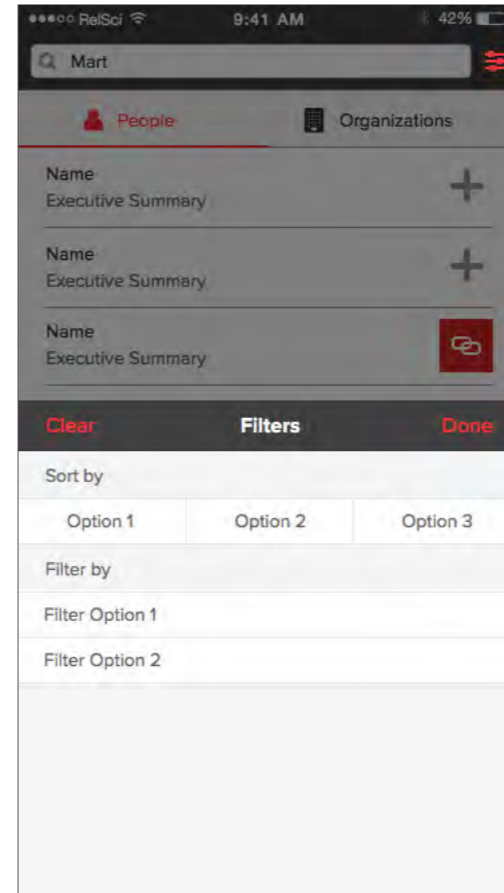
After several iterations, design reviews, feedback, and analysis, I created the following design and more, along with the appropriate workflows and business logic.



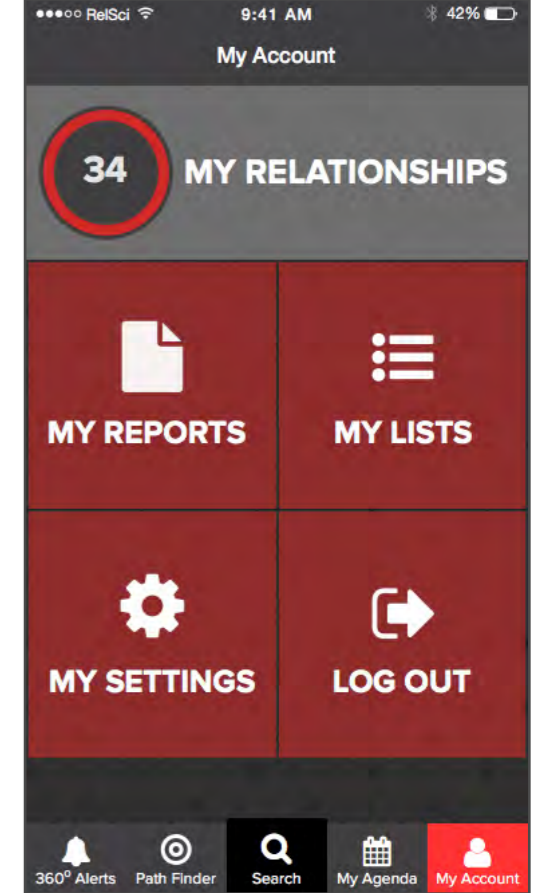
The application's landing page allows the user to sign in, request a new password, and log in via the Single Sign On (SSO) protocol.



The search results page allows users to switch between people and organization results, as well as see preliminary information on their results.



Search page with filter panel activated. Allows the user to perform more specified searches based on criteria other than names.



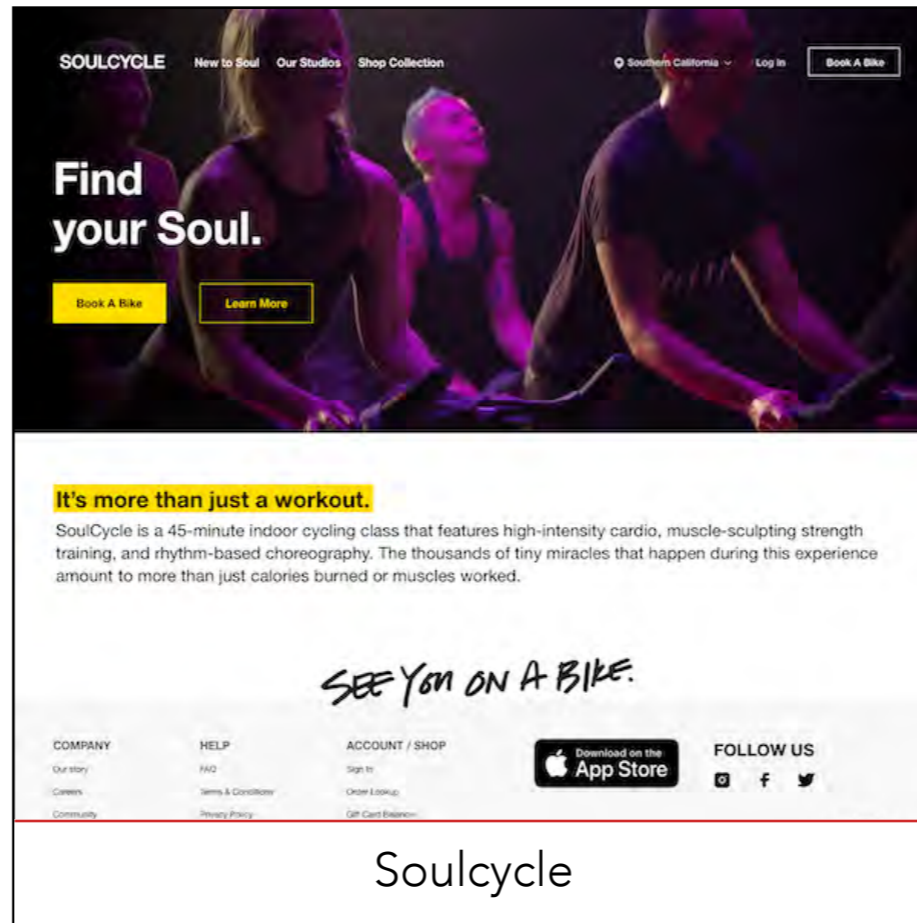
My Account page allows users to view and import their relationships, view their reports, manage lists, access their settings, and log out.

Additional Work.

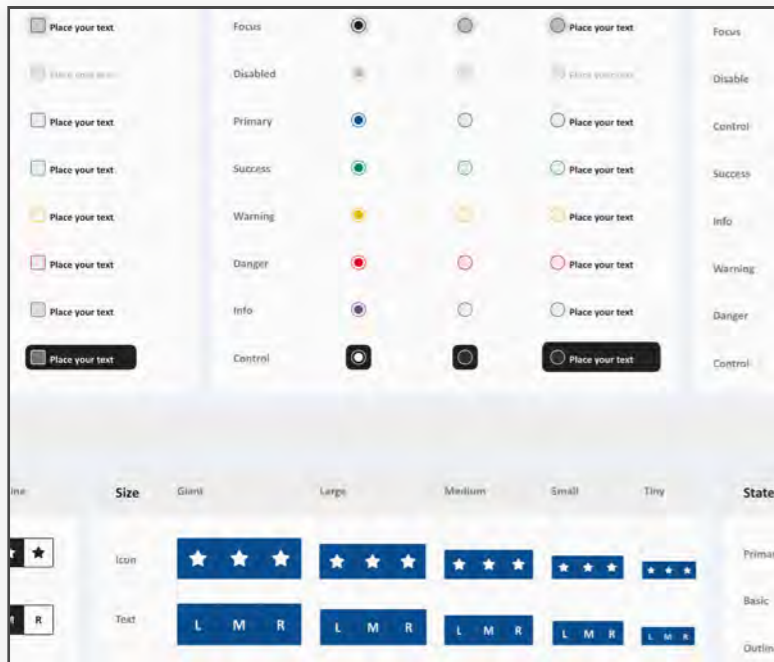
During my professional career and schooling, I have been able to design and manage various projects, including integrations with CRM systems, design systems, websites for small businesses, and animations.



DNA Rockstar



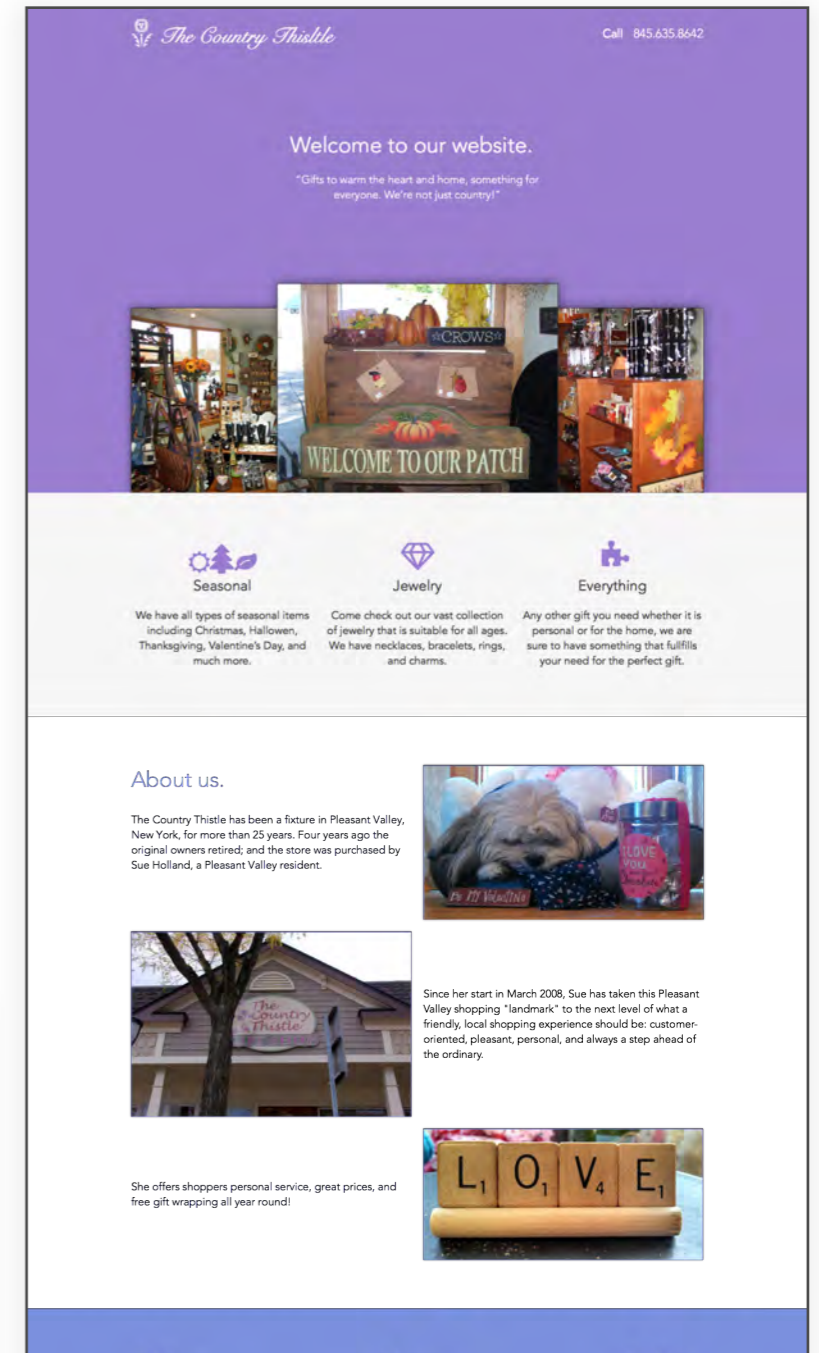
Soulcycle



Design System



Microsoft Dynamics CRM



The Country Thistle

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