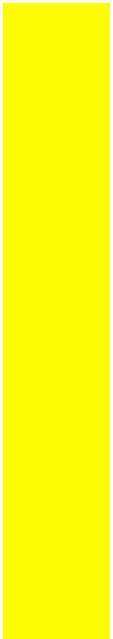


Portfolio & Selected Case Studies

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linkedin.com/in/ziyadanishmend/





I am a UX designer and strategist from the world of product and service design who sees massive opportunity in this rapidly changing world to help companies build human-centered brands, products, and services.

Since 2018, I've been at the leading edge of AI innovation in the design world. I leverage AI to help build new products and services, and to deepen research methods to accelerate ideation and innovation.

I've spent my career at the intersection of brand strategy and experience design, working for a broad range of clients, from Fortune 100 companies to start-ups. I practice human-first and have developed a customer-centric approach to create purpose-driven digital experiences. I care deeply about the implications of design in the digital world for individual and collective progress and wellbeing.

I thrive when collaborating and have worked with talented designers on many of the designs in the following pages. Though much of this work bears my own design imprint, I am grateful for the design teams with whom I've worked.





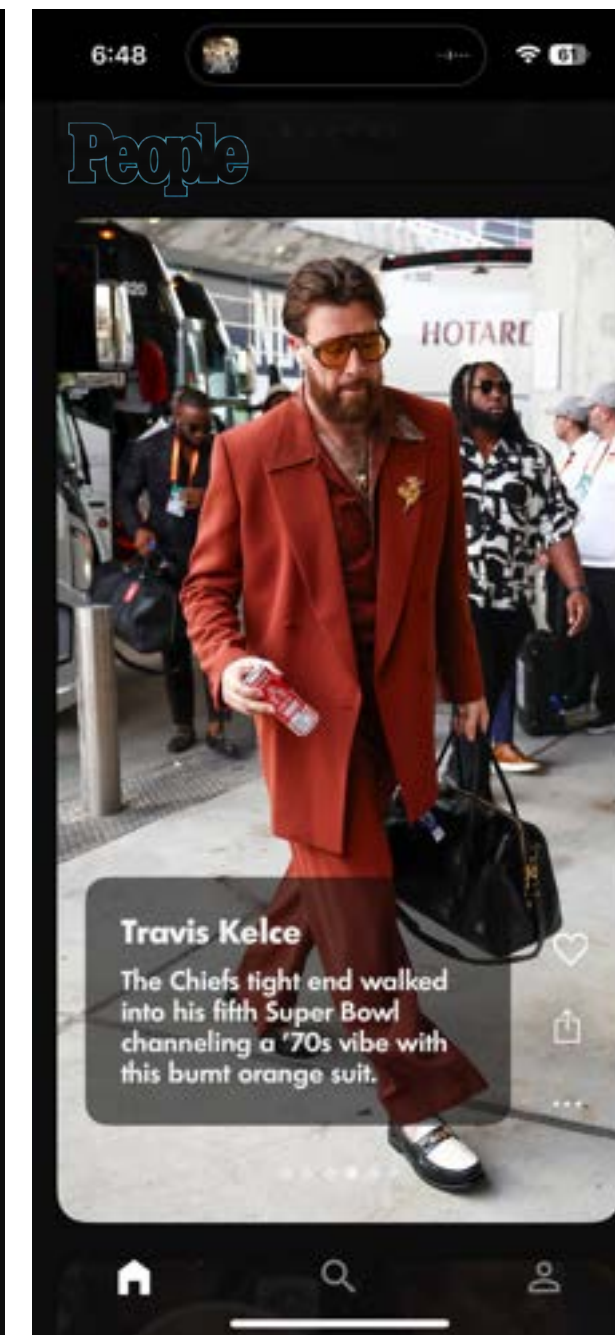
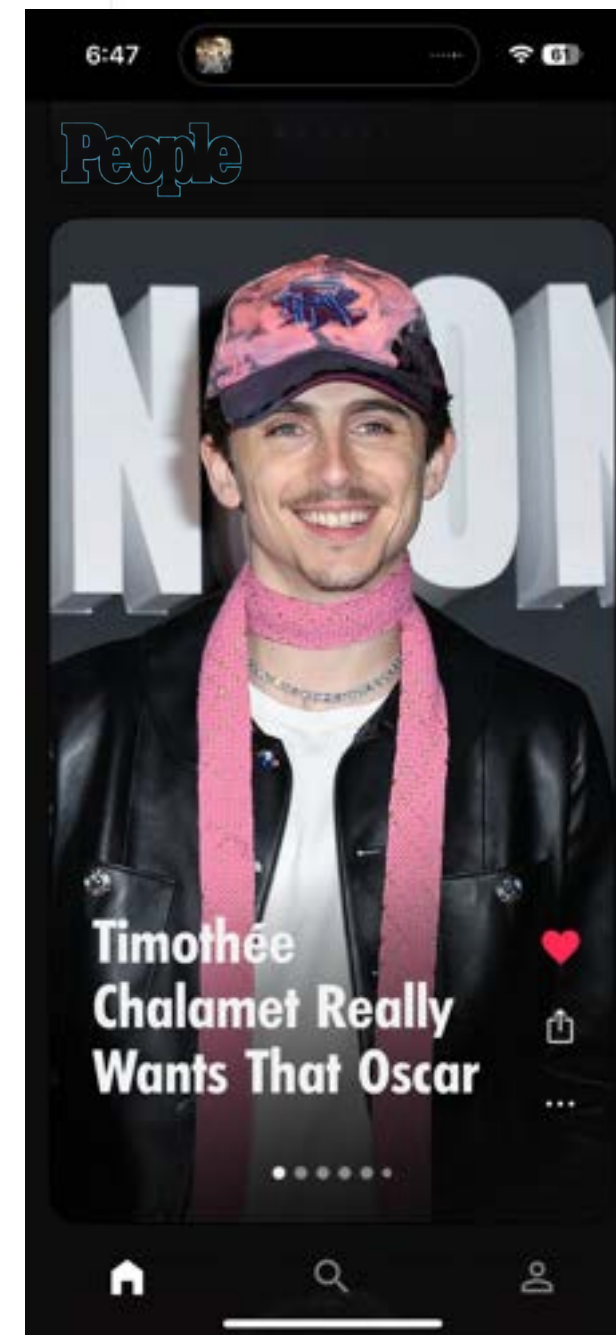
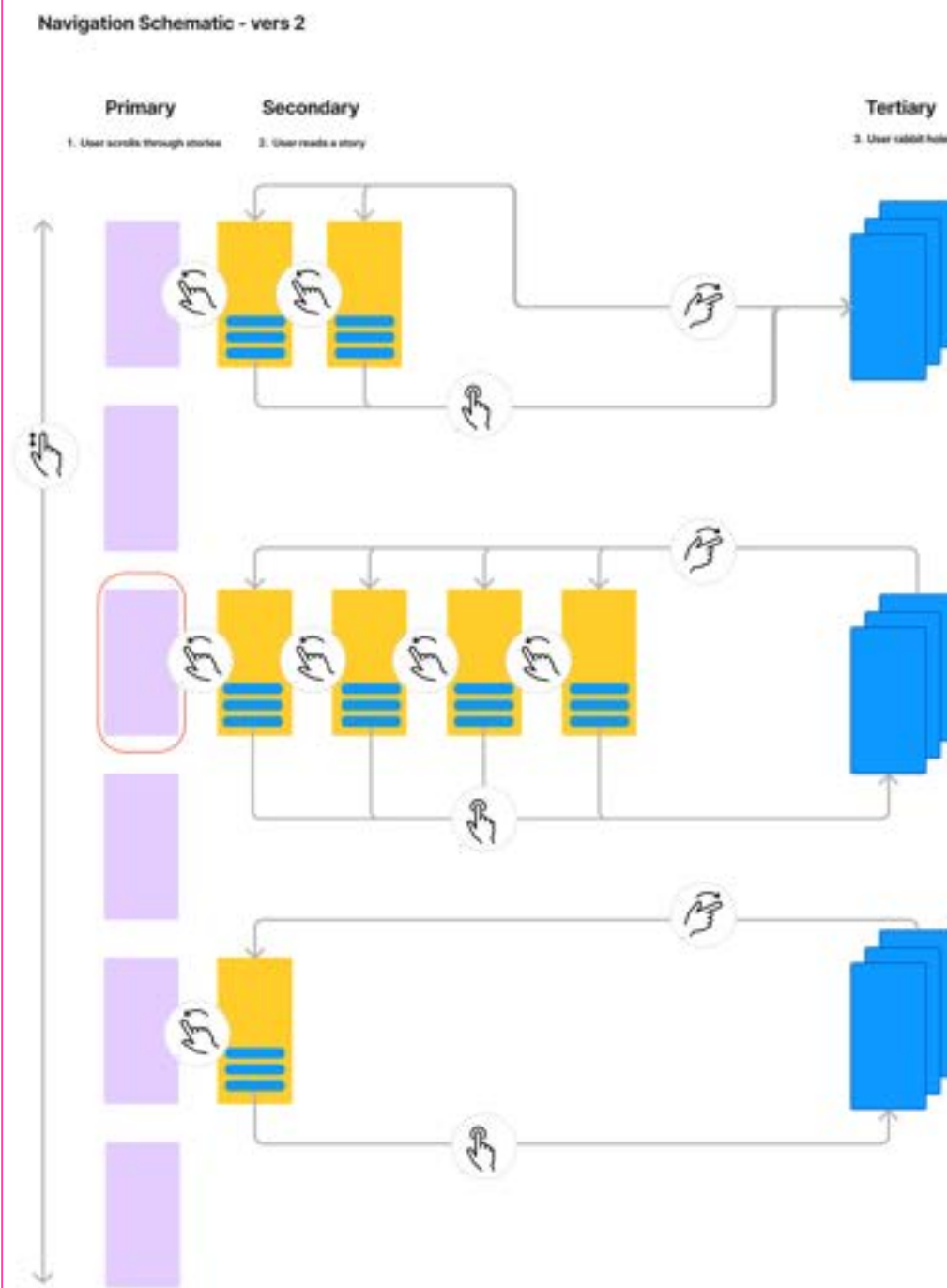
User research, design, prototyping, workshop design and facilitation

My focus at Dotdash has been to understand how best to integrate AI into new and existing products and features. Our biggest challenge has been to understand how to re-present our content to a growing audience that is expecting a more **multimodal and AI driven reading experience**.

I've been responsible for leading the creation of the most important AI powered reading and engagement features - including the DDM Moonshot mobile experience for People magazine.

DDM Moonshot - AI powered mobile app

Our CEO, Neil Vogel, announced on the [People vs Algorithms](#) podcast, that our small group would be sent off to a desert island for six months to exercise our superpowers to design a moonshot app (**Project Moonshot**) that would catapult news publishing into the stratosphere and help us compete against the likes of TikTok and Instagram. So we didn't get the desert island but we did design and develop this - an app for People magazine and their 98 million subscribers. Our concept of "rabbit holes" - where AI might create content for readers as they explored celebrity news - was a game changer. But we knew to tread carefully to ensure that our writers and editors always had final say. It is set for a public launch in early spring of 2025.



DDM Health Brands - "AskUs" AI conversational experience

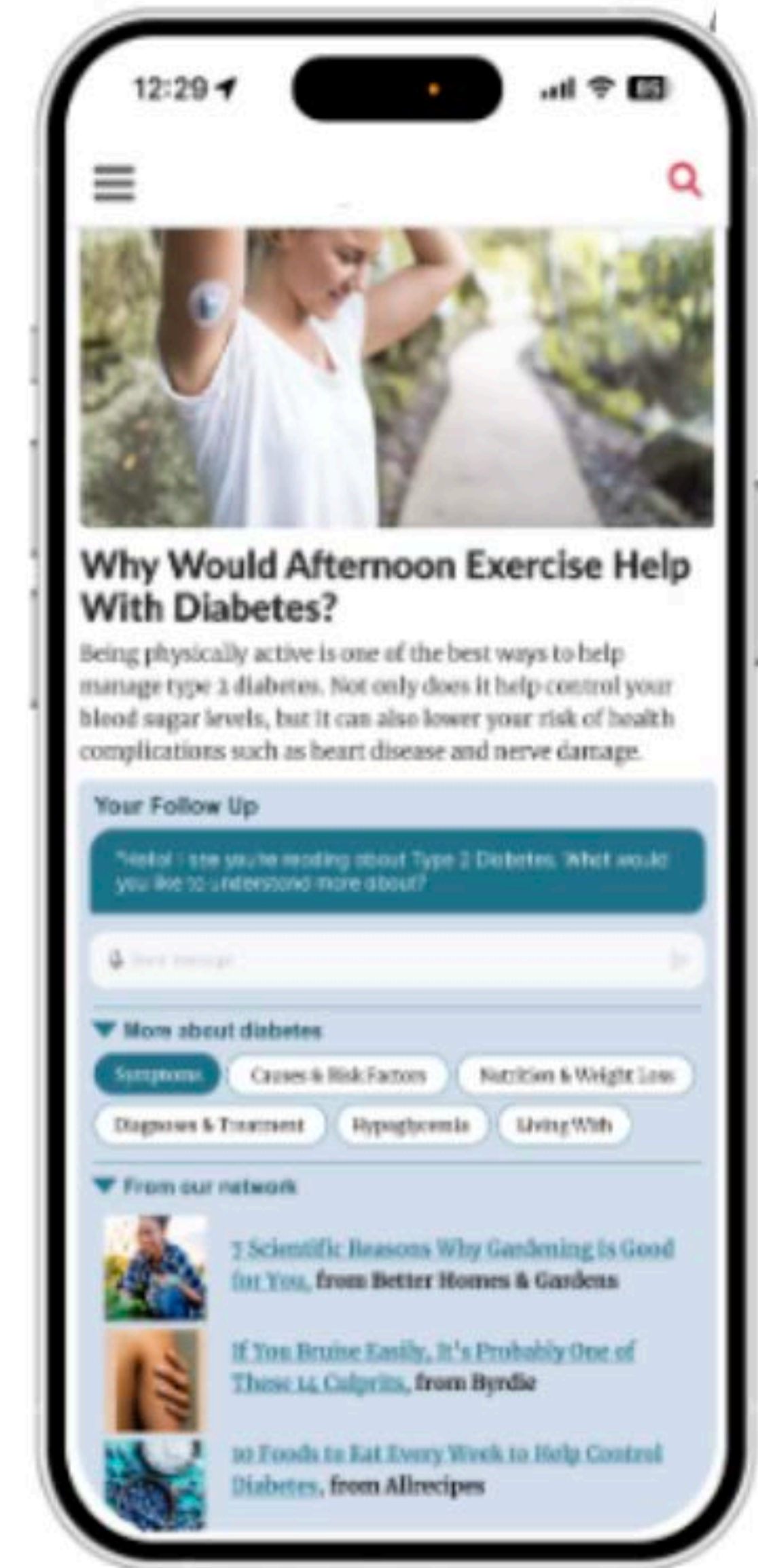
AskUs, an AI conversational experience, is a context aware feature that I designed for our health brands. It was presented to our CEO who quickly saw the potential applications of a contextually aware AI engagement module across all our brands.

Once trusted, we continue to deepen their engagement through supportive tools

AskUs: Increase monthly revenue by **+13% (\$57k)** across **59%** of traffic by engaging users long enough for an additional ad refresh.

AskUs: Increase monthly revenue by **+22% (\$97k)** across **the entire site** by engaging users long enough for an additional ad refresh.

Creating an interactive and AI powered content resource tool to that deepens engagement through personalized questions.

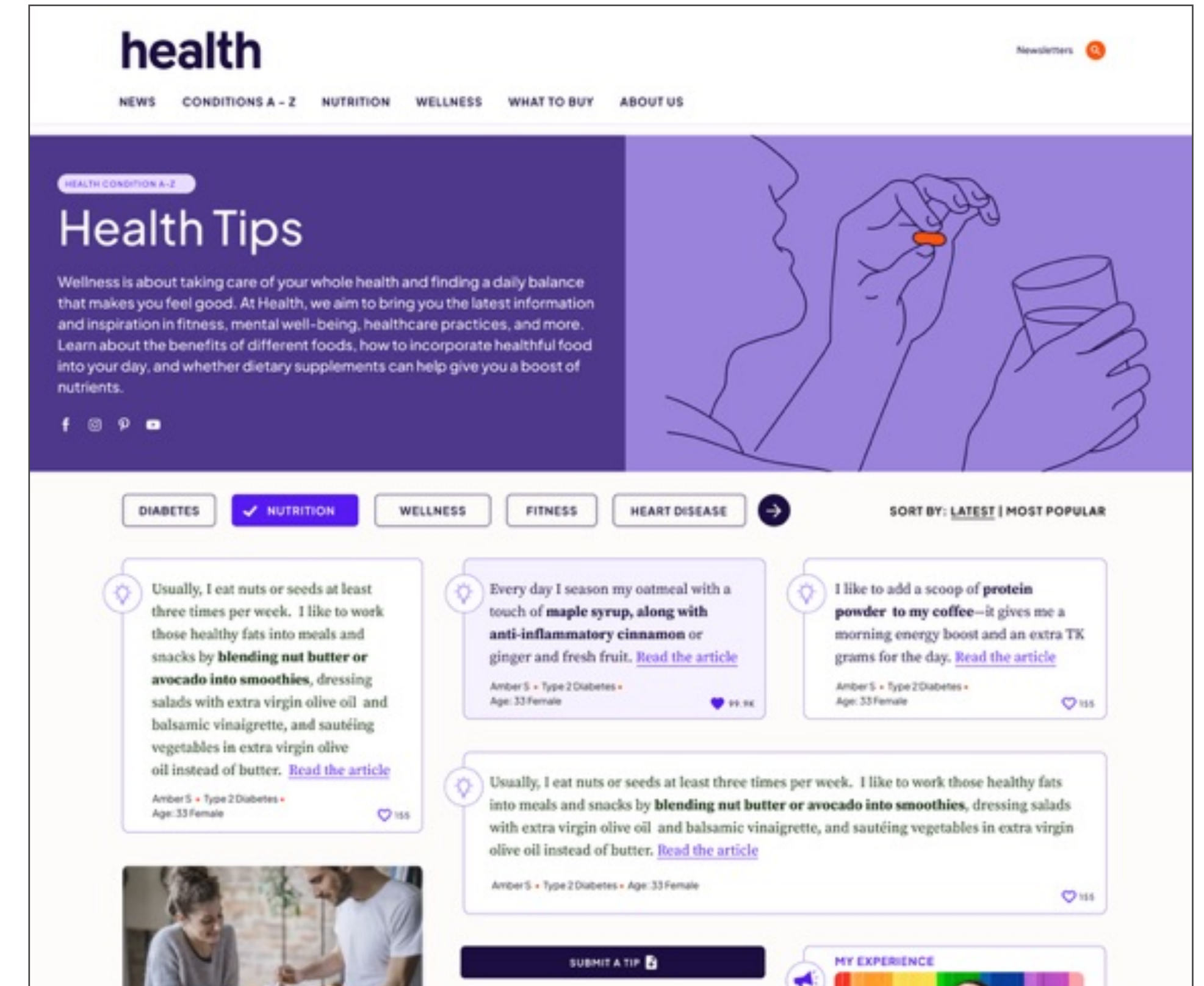
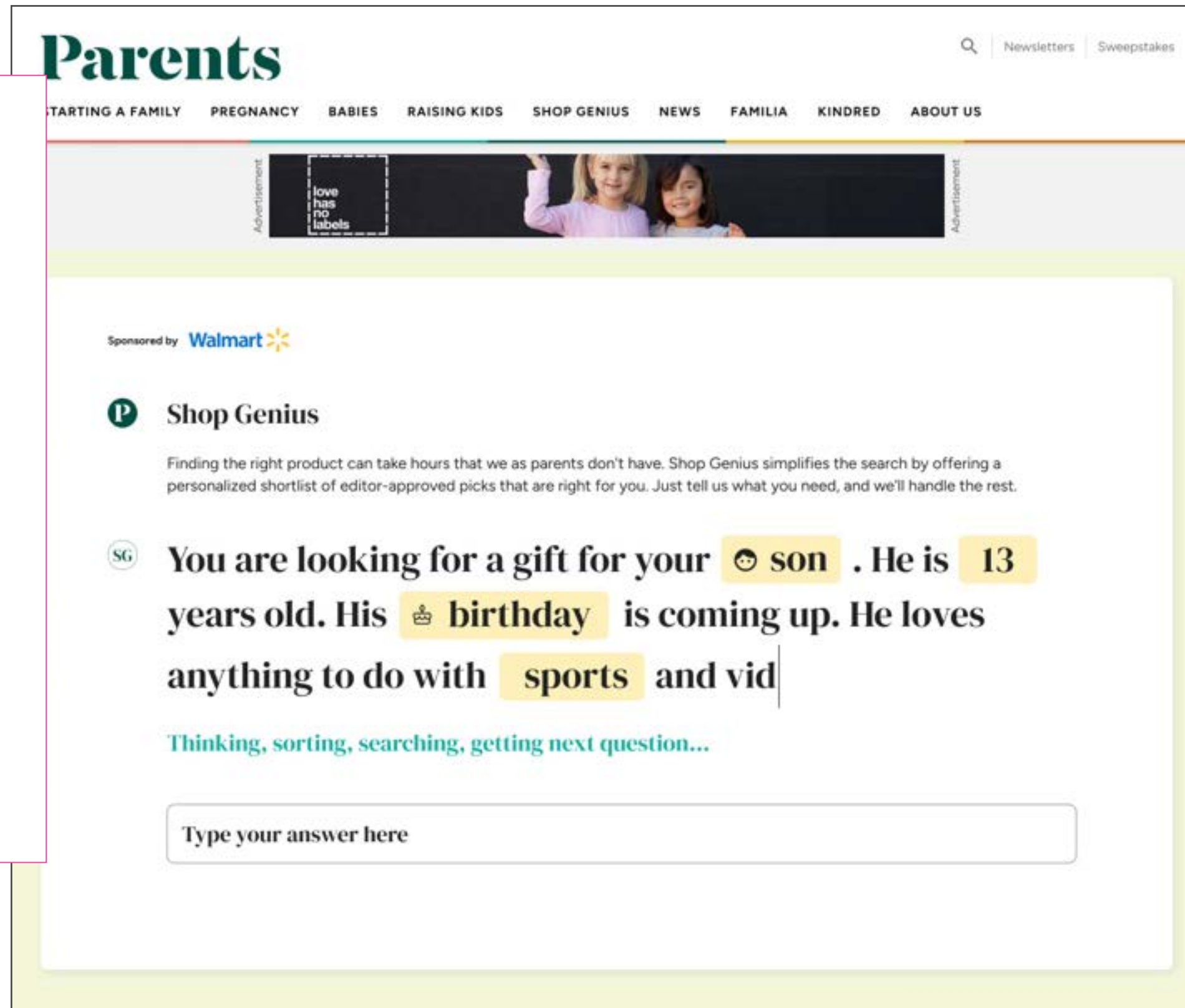


AI Features - integrating AI features into all products and content

I'm always looking for different and novel ways to engage our readers. They've made the commitment to read our content - they should be rewarded with experiences that match their expectations and our brand promises.

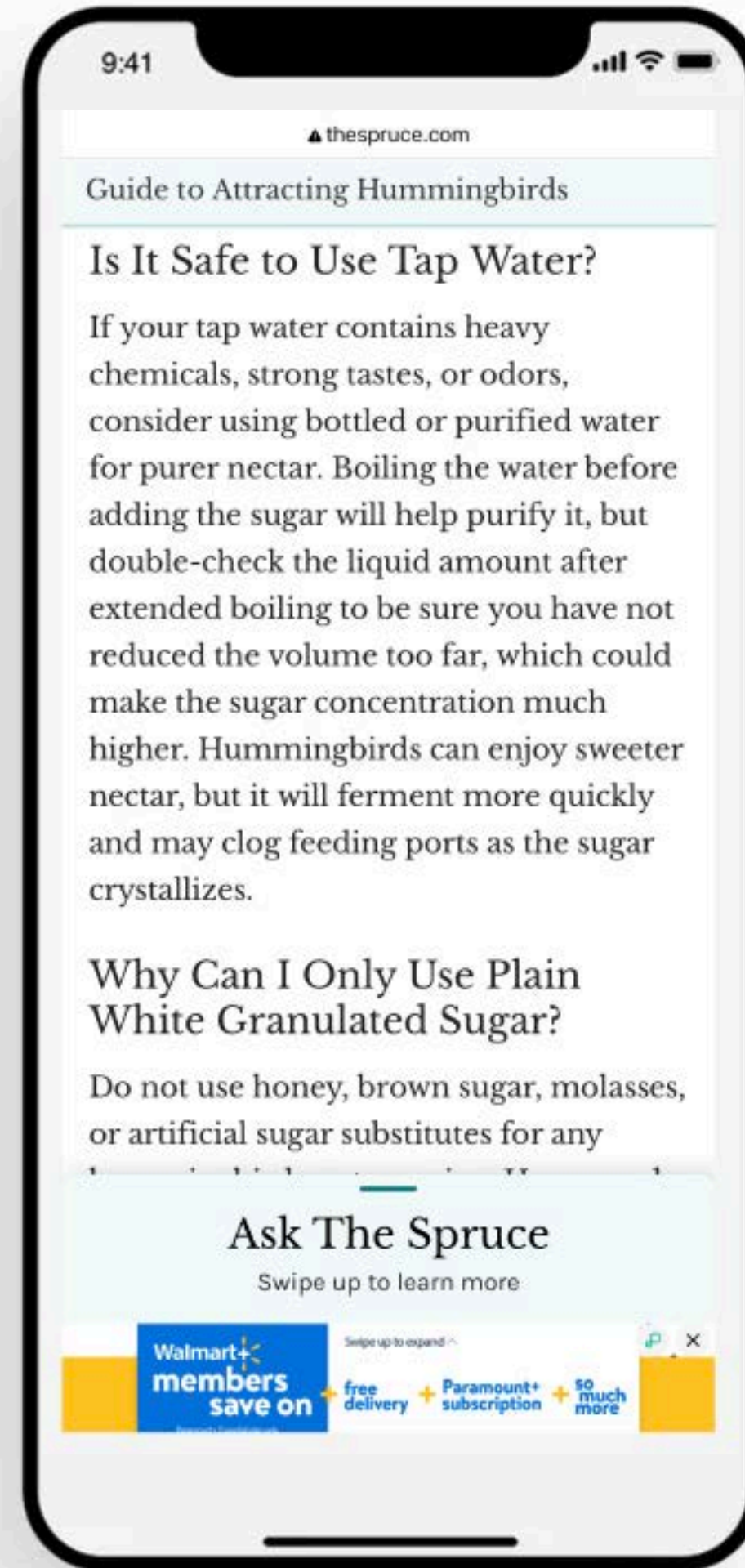
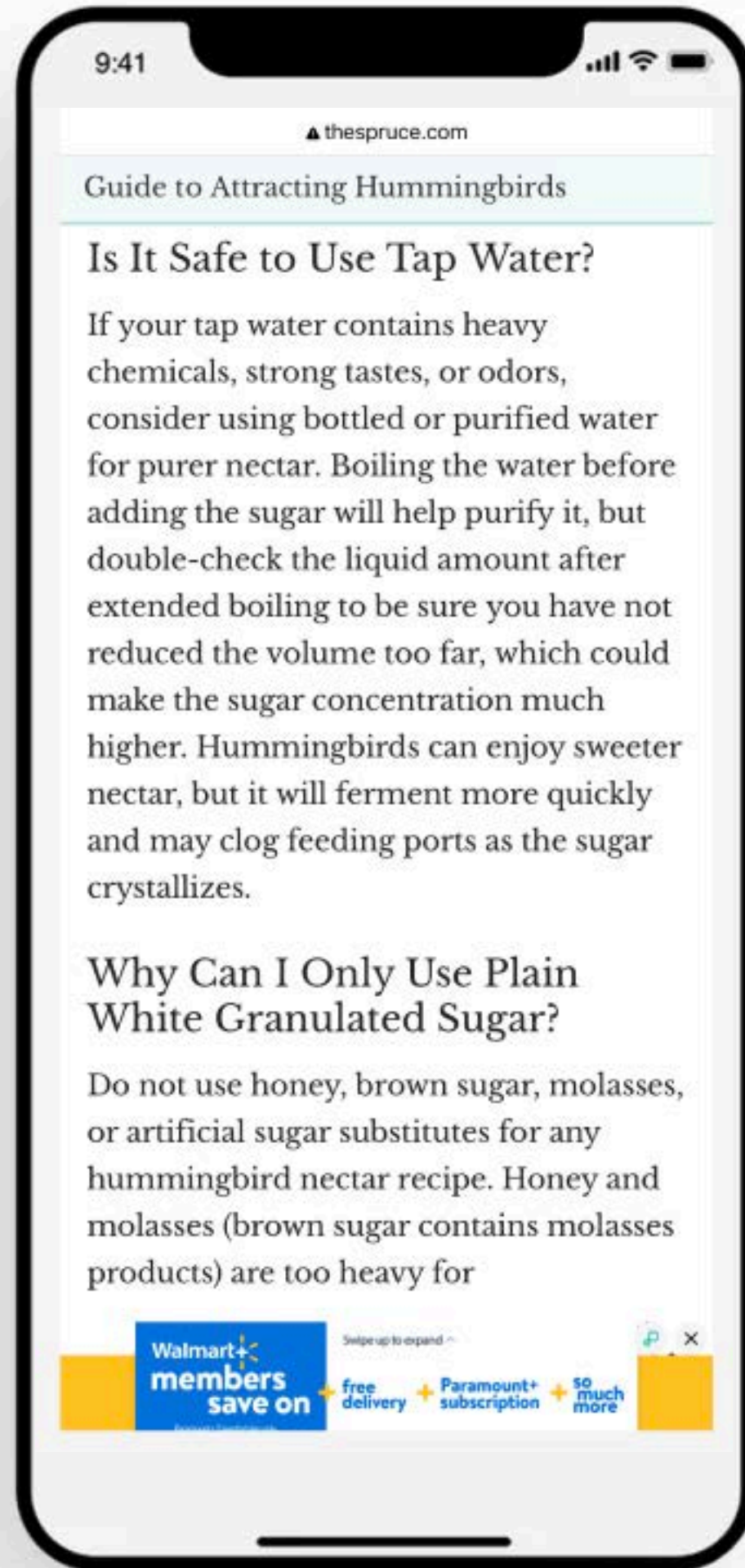
Shop Genius was my way of engaging an AI without the blank page syndrome that most people face when trying to prompt an AI.

Health Tips - a concept I developed to leverage community knowledge and help readers share valuable health insights.



AI Features - integrating AI features into all products and content

Ask the Spruce is the first manifestation of months of ideating, sketching and developing that took my team deep into the organizationally transformative potential of using AI across all our brands. A simple application but profound in the repercussions across all our content platforms - especially in the creation of LLMs specific to each brand. We all paid careful attention to the accuracy of the answers and developed internal processes to ensure that our LLMs didn't give an improper response. Not an easy task.





DOW JONES

User research, design, prototyping

Much of my work at Dow Jones focused on the next iteration of product offerings from the B2C and B2B product teams. I focused on the **article reading experience for The Wall Street Journal** working to understand how to elevate reader trust in the brand. Through a variety of means, improved onboarding, newsletters and a redesign, we **increased subscription rates by 17%**.

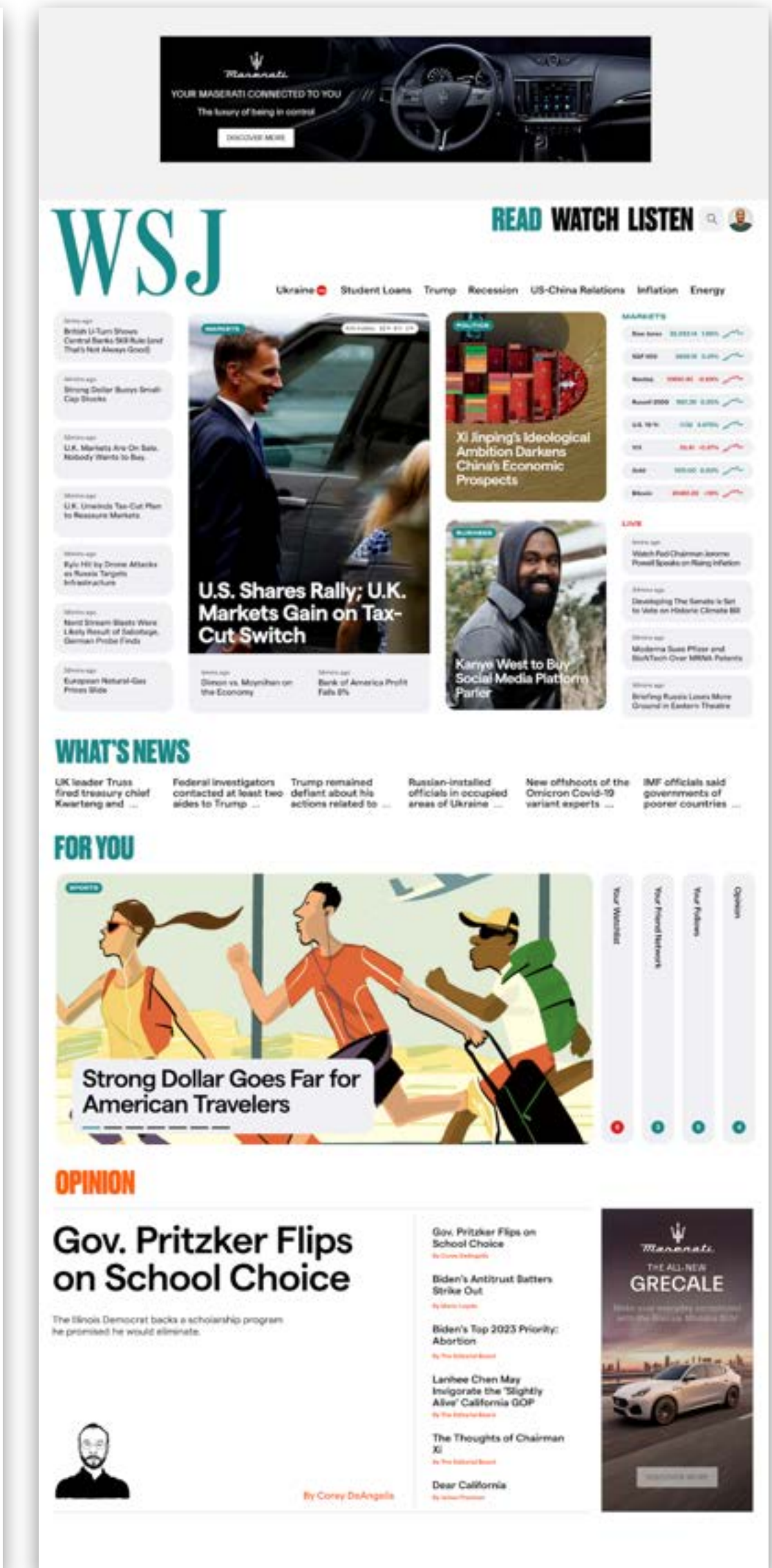
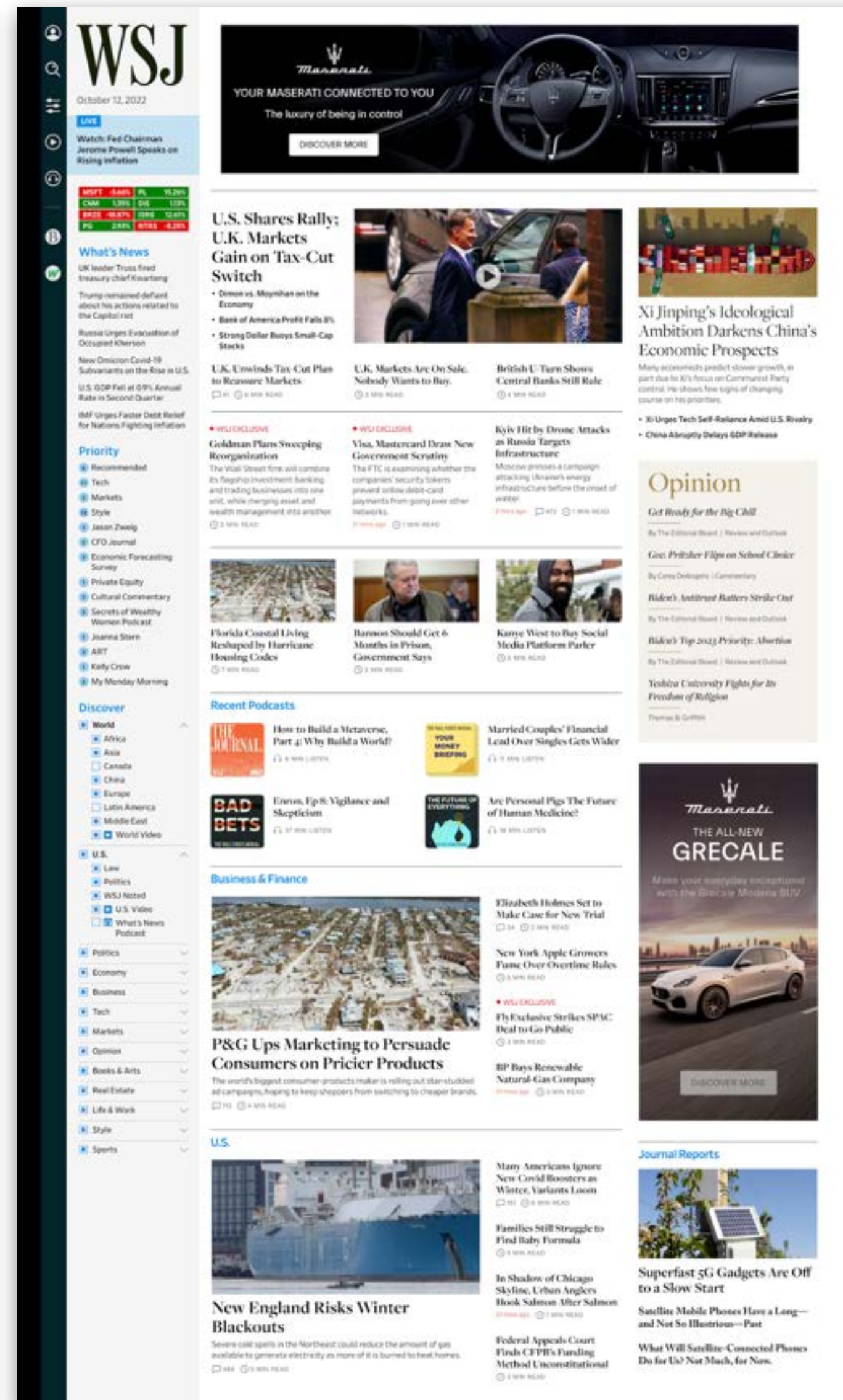
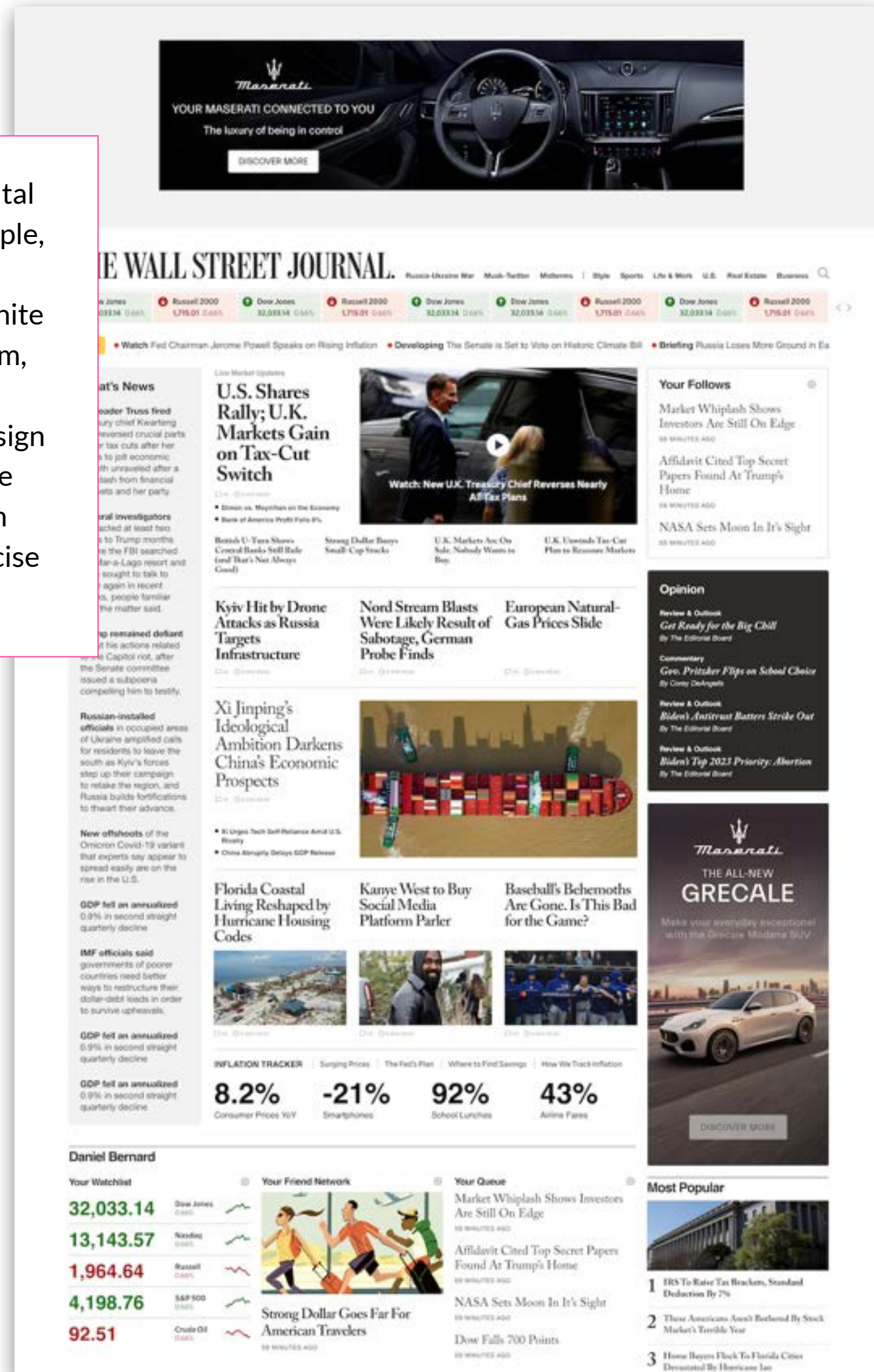
WSJ Re-Design

Evolution 2.0

Contemporary Innovation

Reframe

The Wall Street Journal with a digital subscriber base of 3.17 million people, has an audience problem. The subscriber demographic is male, white and older. Our task, as a design team, was to see how we might attract a younger demographic. So three design teams were challenged to deep dive into our research and come up with new ways to engage. A useful exercise for everyone.



WSJ News Room Tools

The newsroom experience at **The Wall Street Journal** became the domain of my team as we sought ways to help make the lives of our 1400 journalists and editors easier. Understanding workflows and the tools for creating content are as important for the content creator as they are for readers - they are essential to creating content that is trustworthy and supports the history and heritage of the WSJ as a brand and ensures that the brand will continue to attract readers who are seeking to understand the world.

The screenshot shows the 'Story Details' page in NewsGrid. The main content area is titled 'UNTITLED0916' and is in a 'Saving...' state. It includes fields for 'Slug' (UNTITLED0916) and 'Byline'. Below these are sections for 'Plans', 'Suggested Headline', and 'Summary'. The 'DATES' section contains 'Expected File to Publishing Desk' and 'Target Publish Date' fields. At the bottom, there is an 'ASSET PLAN' section with a 'Add New Asset' button. A right-hand sidebar contains various controls like 'ARTICLE', 'INFO', 'COLLABORATION', and 'COMMENTS'.

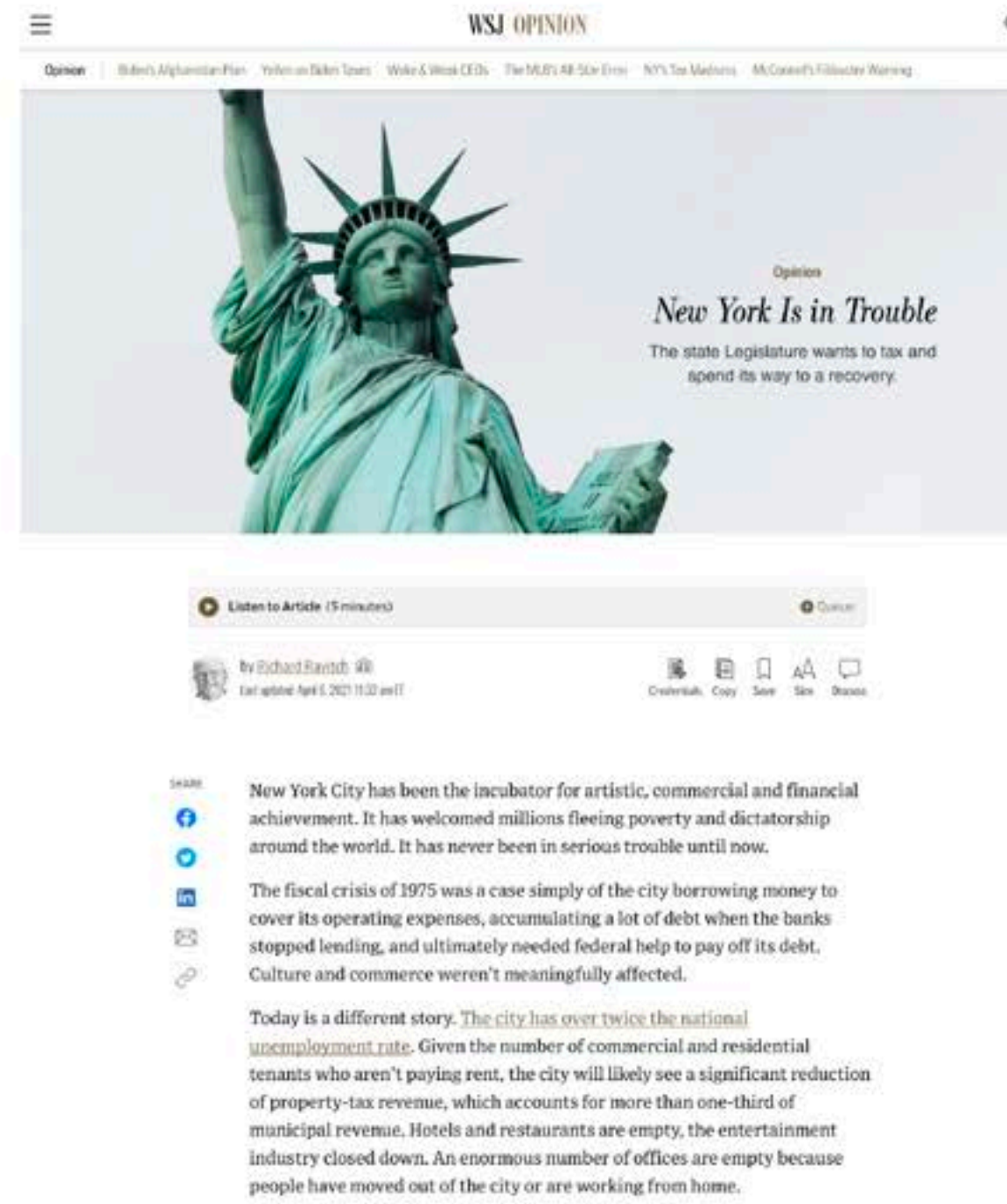
This screenshot displays the 'Live Coverage' interface for the article 'Robert Mueller, Former Special Counsel Faces Lawmakers'. It features a 'Live Stream' and 'Featured Content' section. A 'Current Featured Post' is shown with a 'Title' field and a 'Publish' button. Below this, there is a 'Current Featured Media' section with a 'Featured Media' field and a 'Publish' button. The interface also includes a 'Preview Event' and 'Copy Previous' options.

This screenshot shows the 'Story Summary' and 'Article Promotion' interface for the article 'The Decade in Music: Intimacy Delivered via Headphones'. The main content area displays the article title, author 'Mark Richardson', and a brief summary. Below the article is an 'Alt-Summaries' section with a 'Published' button. To the right, there is an 'Article Promotion' section with a 'Replace' button and a 'Share Language' field. At the bottom, there is a 'Summary and Promotion Change History' section with a list of recent changes. The interface also includes a 'Go Back' button and a 'Continue Writing' button.

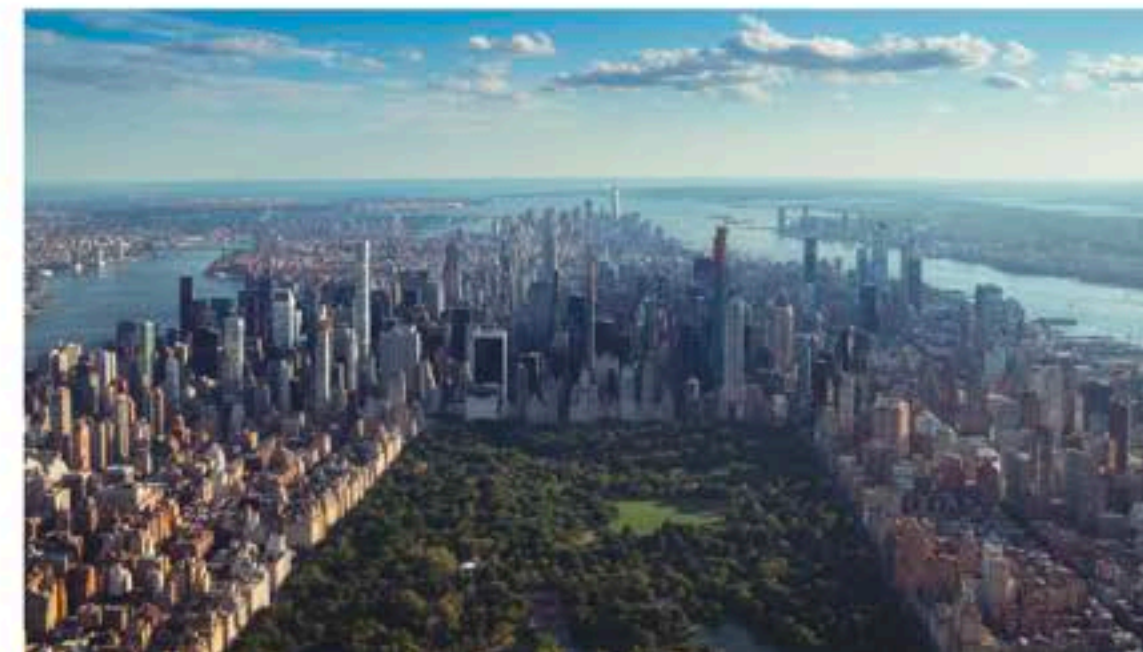
WSJ Articles - Trust Module

Based on this research from [Virginia Tech](#) and the [University of Washington](#) and my interest on exploring issues of trust in the media (more great research [here](#) and [here](#)) I decided to tackle how that might actually look in an article page. So I created a “trust module” that would help readers know who and more in the byline.

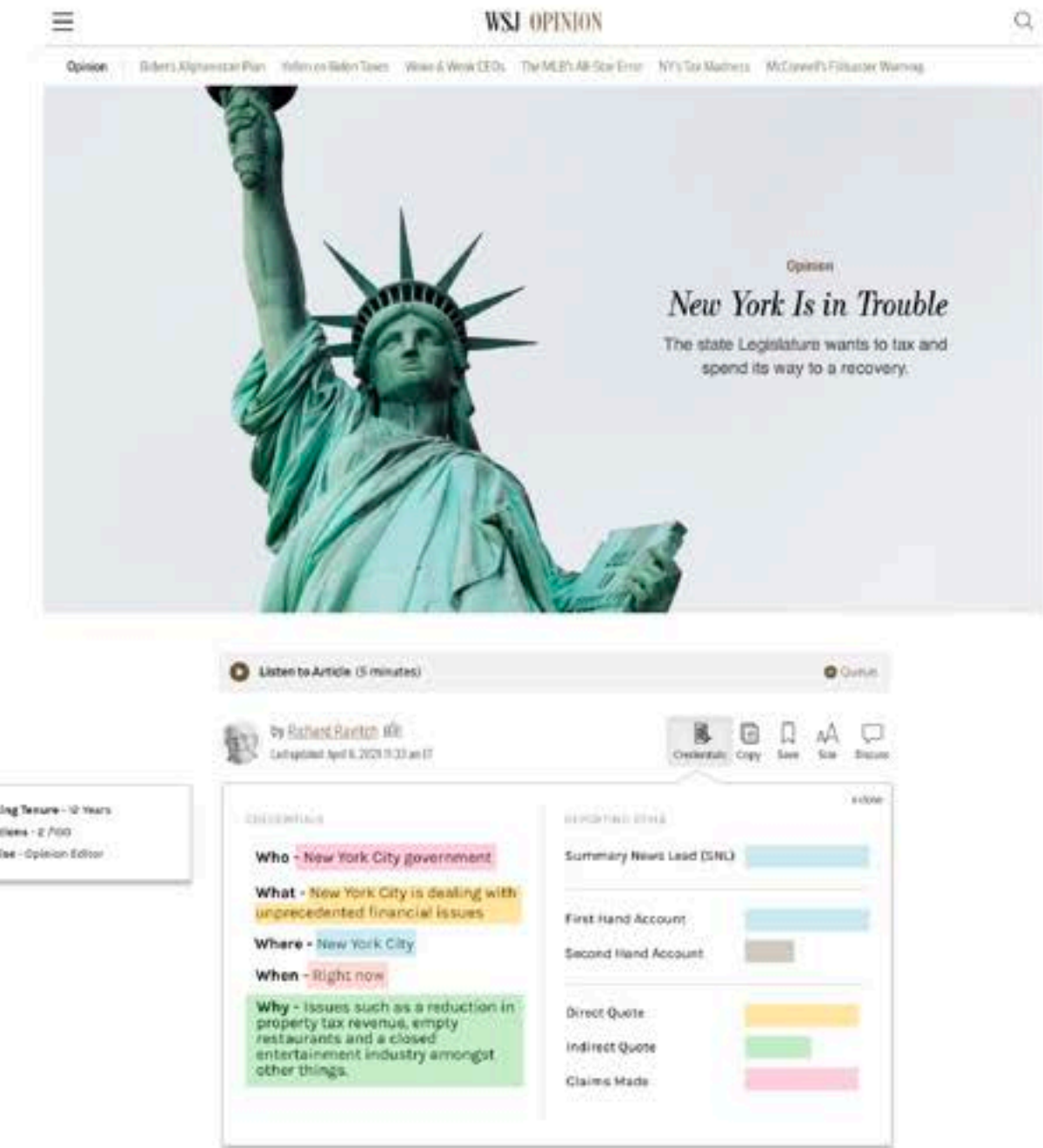
Trust Module Closed



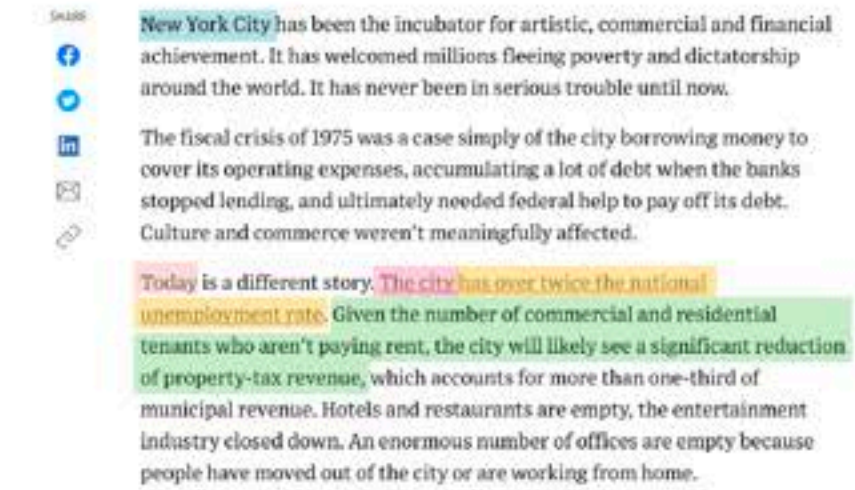
The screenshot shows the WSJ Opinion article page for "New York Is in Trouble". The Trust Module is closed, meaning the byline information is hidden. The article text is visible, starting with "New York City has been the incubator for artistic, commercial and financial achievement. It has welcomed millions fleeing poverty and dictatorship around the world. It has never been in serious trouble until now." The byline information, including the author's name "Richard Ravitch" and his title "Expertise - Opinion Editor", is not visible.



Trust Module Open



The screenshot shows the same WSJ Opinion article page, but with the Trust Module open. The byline information is now visible, including the author's name "Richard Ravitch" and his title "Expertise - Opinion Editor". The article text is also visible, starting with "New York City has been the incubator for artistic, commercial and financial achievement. It has welcomed millions fleeing poverty and dictatorship around the world. It has never been in serious trouble until now."



The Trust Module content is displayed, showing the author's name "Richard Ravitch" and his title "Expertise - Opinion Editor". The article text is also visible, starting with "New York City has been the incubator for artistic, commercial and financial achievement. It has welcomed millions fleeing poverty and dictatorship around the world. It has never been in serious trouble until now."



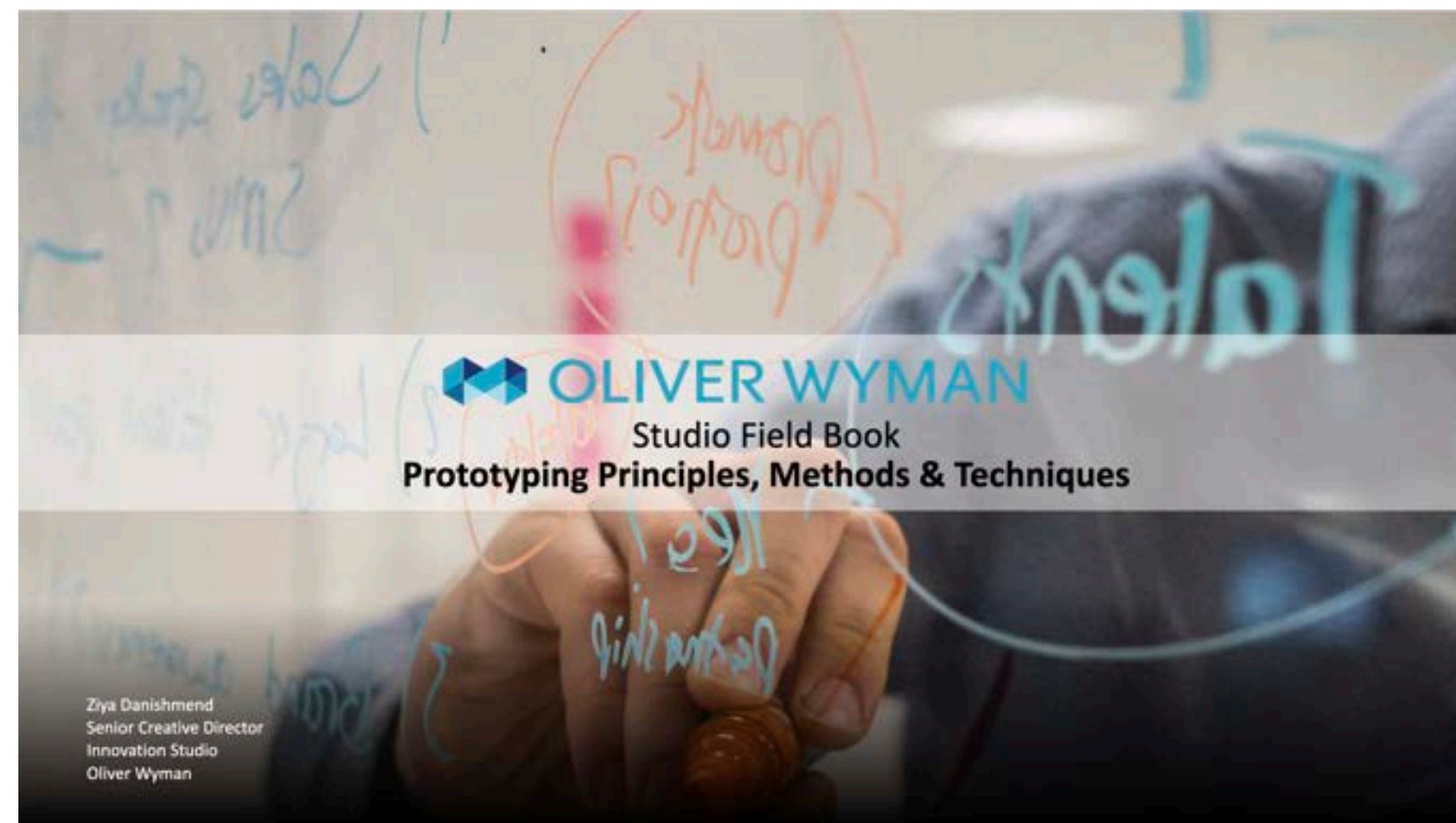
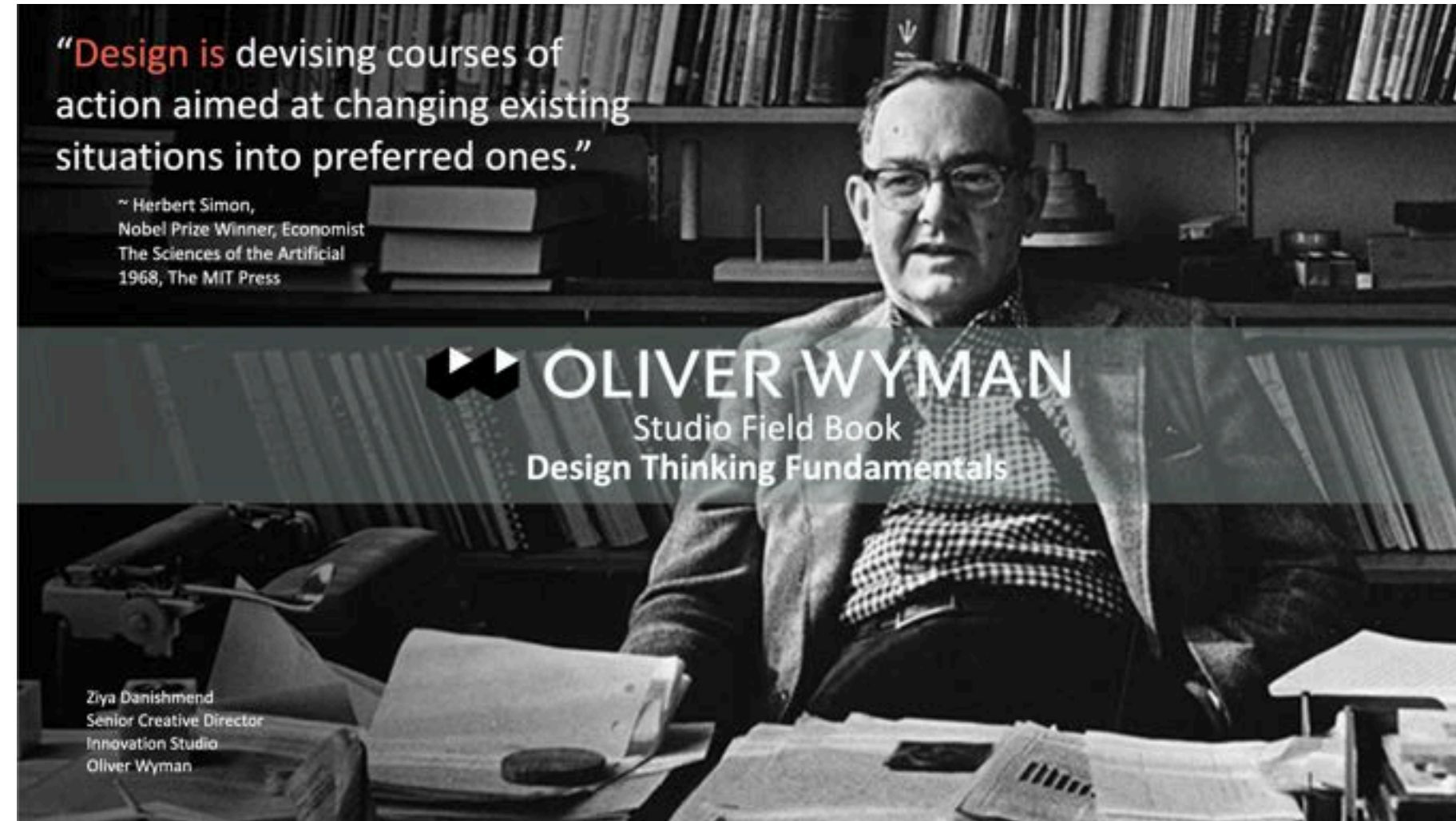


Workshop design and facilitation, wrote and designed educational content (design thinking) for OW partners and clients

Design lead at Oliver Wyman's Innovation Studio, **designed and facilitated 20 strategic workshops with CEOs** of global companies across travel and financial sectors driving **\$8M in new revenue**.

OW Field Books - for exec stakeholders and external clients

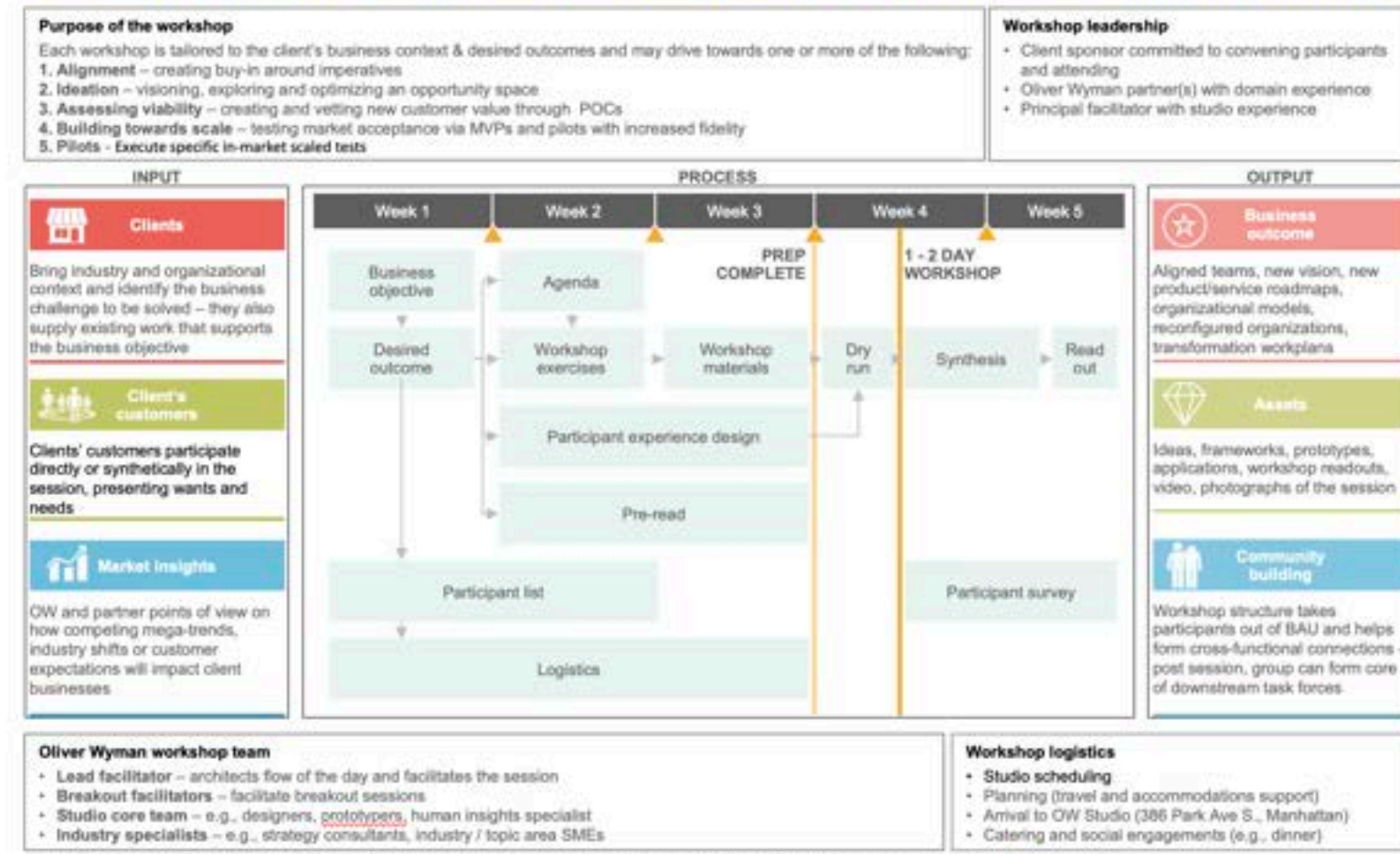
While working at Oliver Wyman I was asked to design and write all the content for various learning documents to help OW partners understand design thinking methods. It was important to them so they could better explain and sell in the services of the OW Innovation Studio of which I was the design lead. And it was tremendously fun to do and helped me better articulate the value of design to hard nosed management consultants.



OW Workshop Methods and Practices

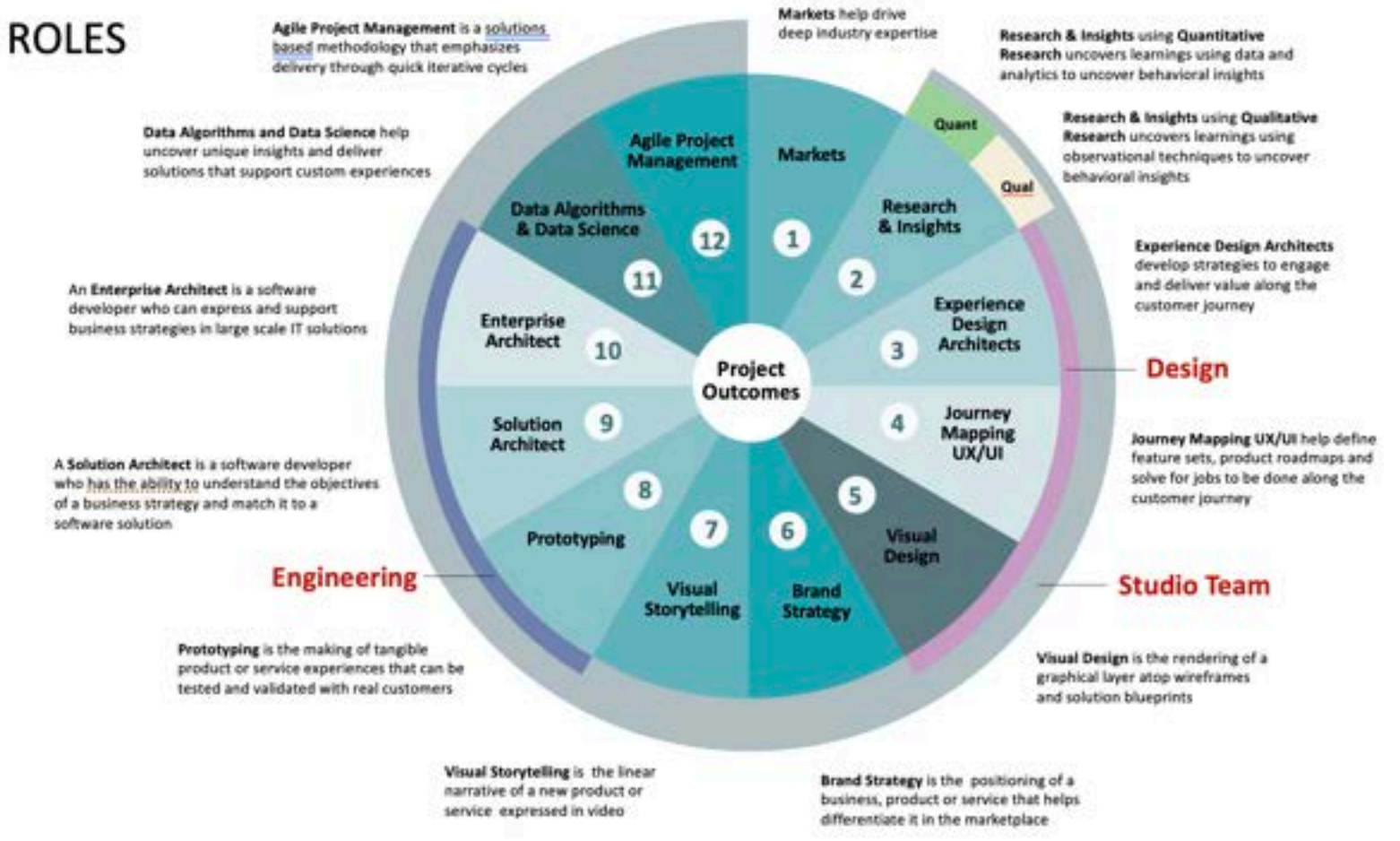
I designed these various explainers for the partner team at Oliver Wyman. Always very detailed.

Oliver Wyman's workshop approach succeeds best when we tightly link the session to our client's business imperatives and ongoing transformation journeys



Note: This diagram does not reflect the integration of workshop execution into broader more traditional Oliver Wyman engagements. © Oliver Wyman

STUDIO ROLES

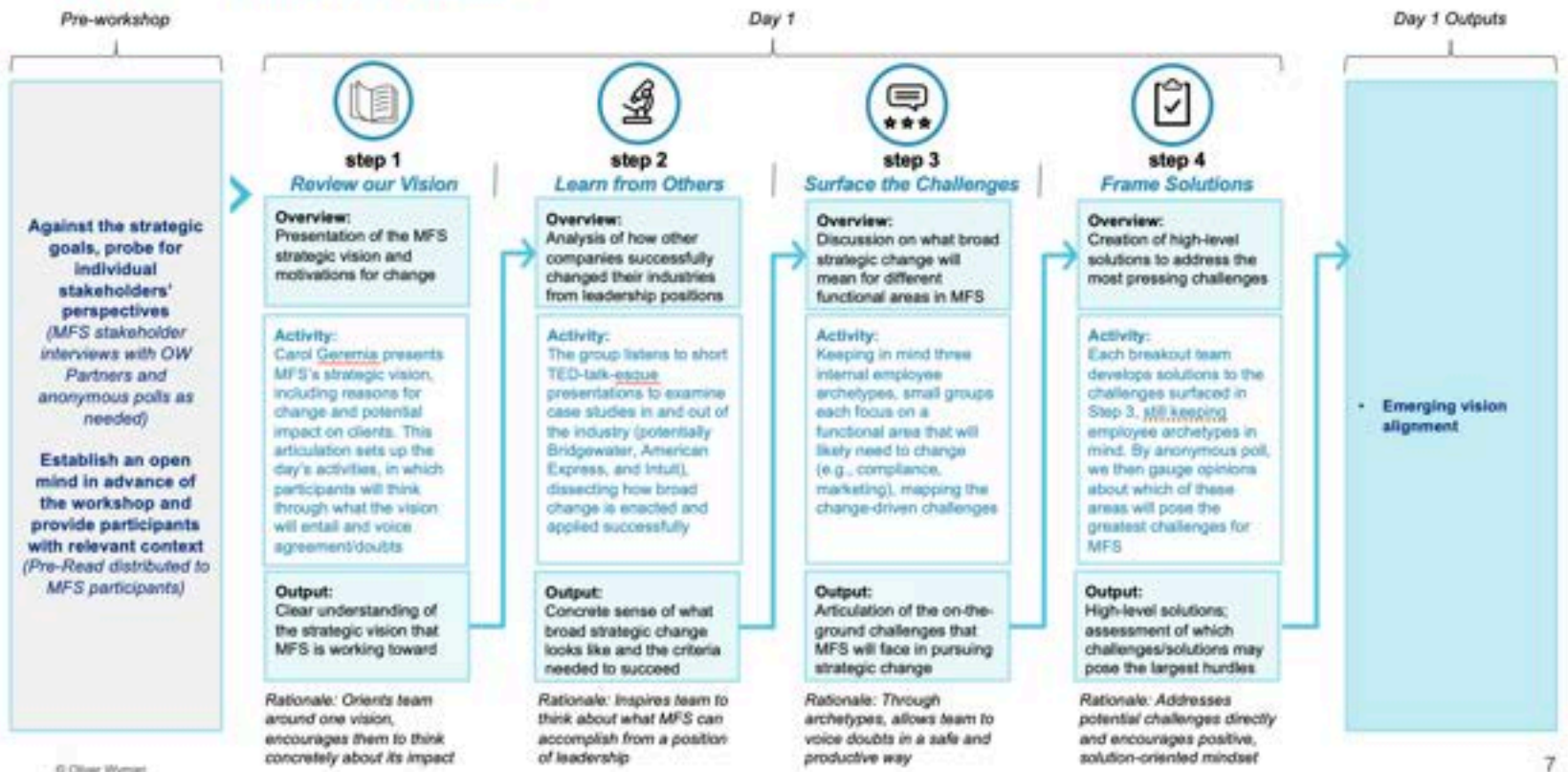


A WORKSHOP HELPS PARTICIPANTS IDEATE SOLUTIONS FOR NEW BUSINESS OPPORTUNITIES AND CHALLENGES



© Oliver Wyman

Components of the MFS Workshop Day 1 – Vision Alignment



© Oliver Wyman



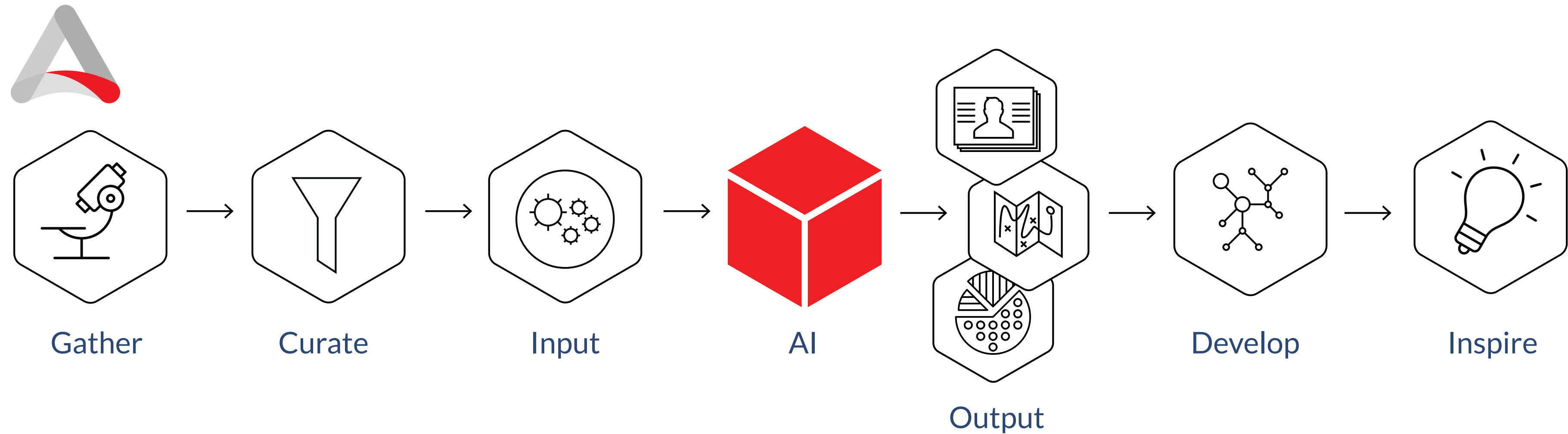
Havas Arcadia

Digital transformation, experience strategy, story mapping, research

Conceived and developed Arcadia, **an AI powered customer insight tool, driving \$25M in new business for Havas before becoming a standalone product offering.**

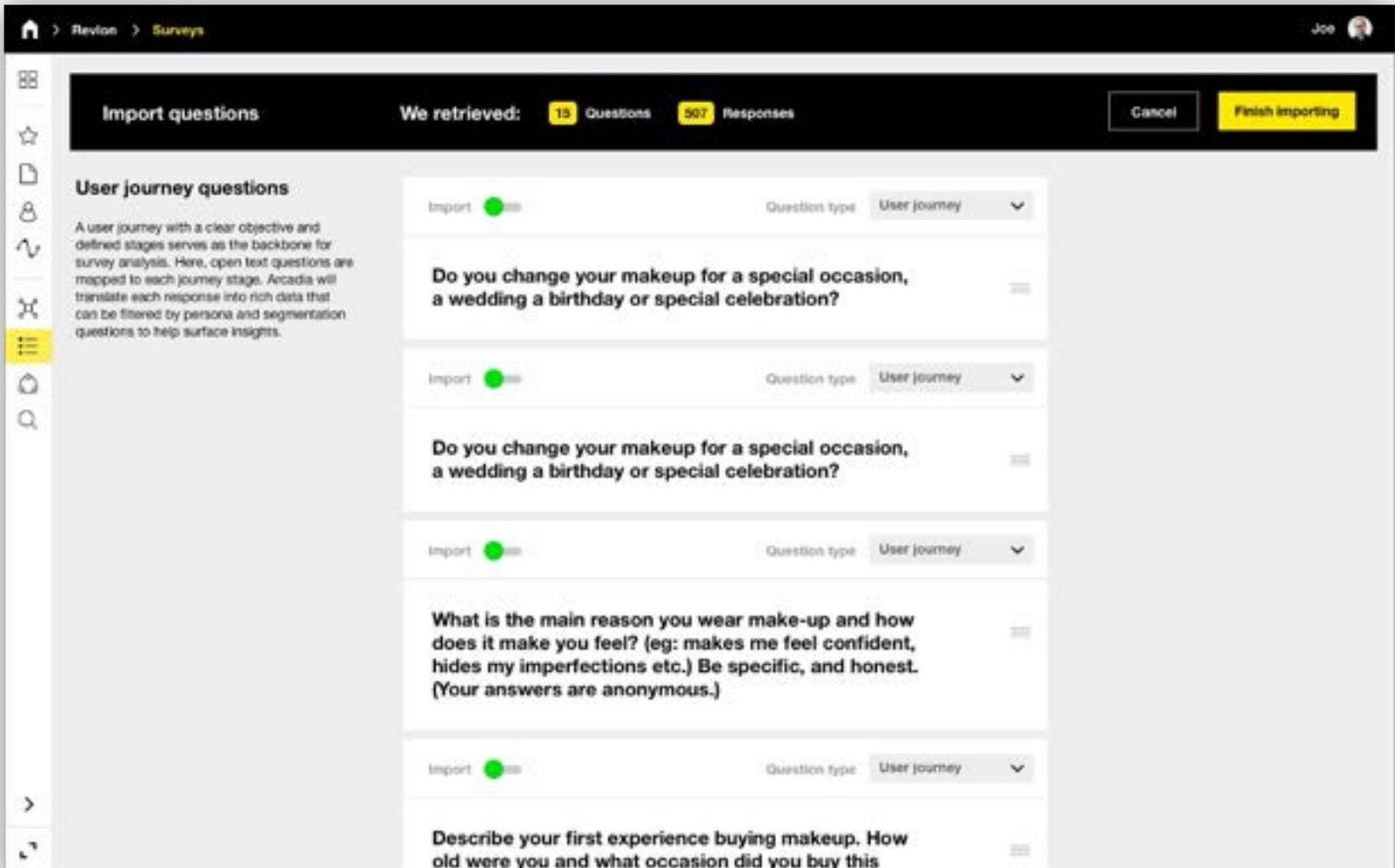
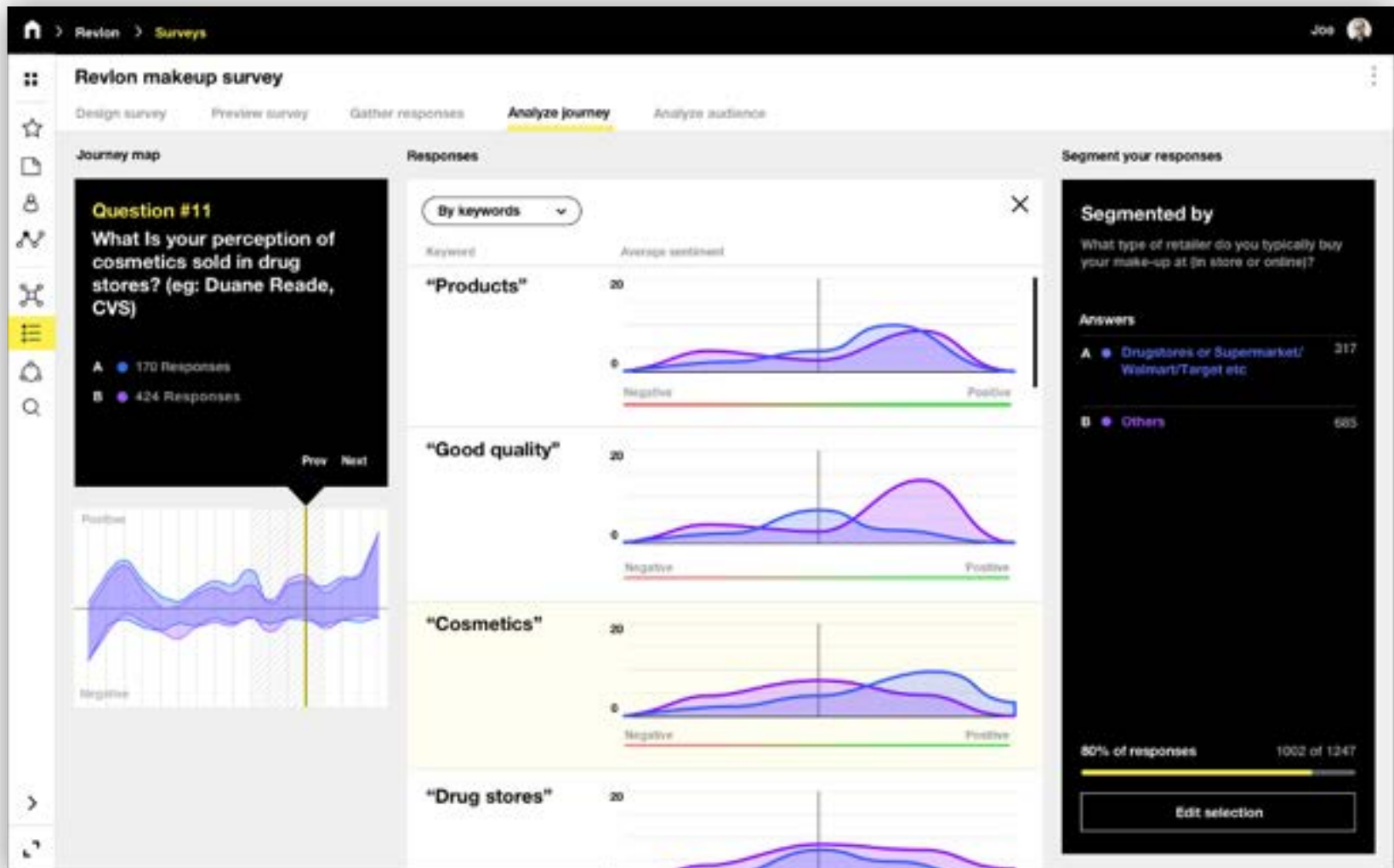
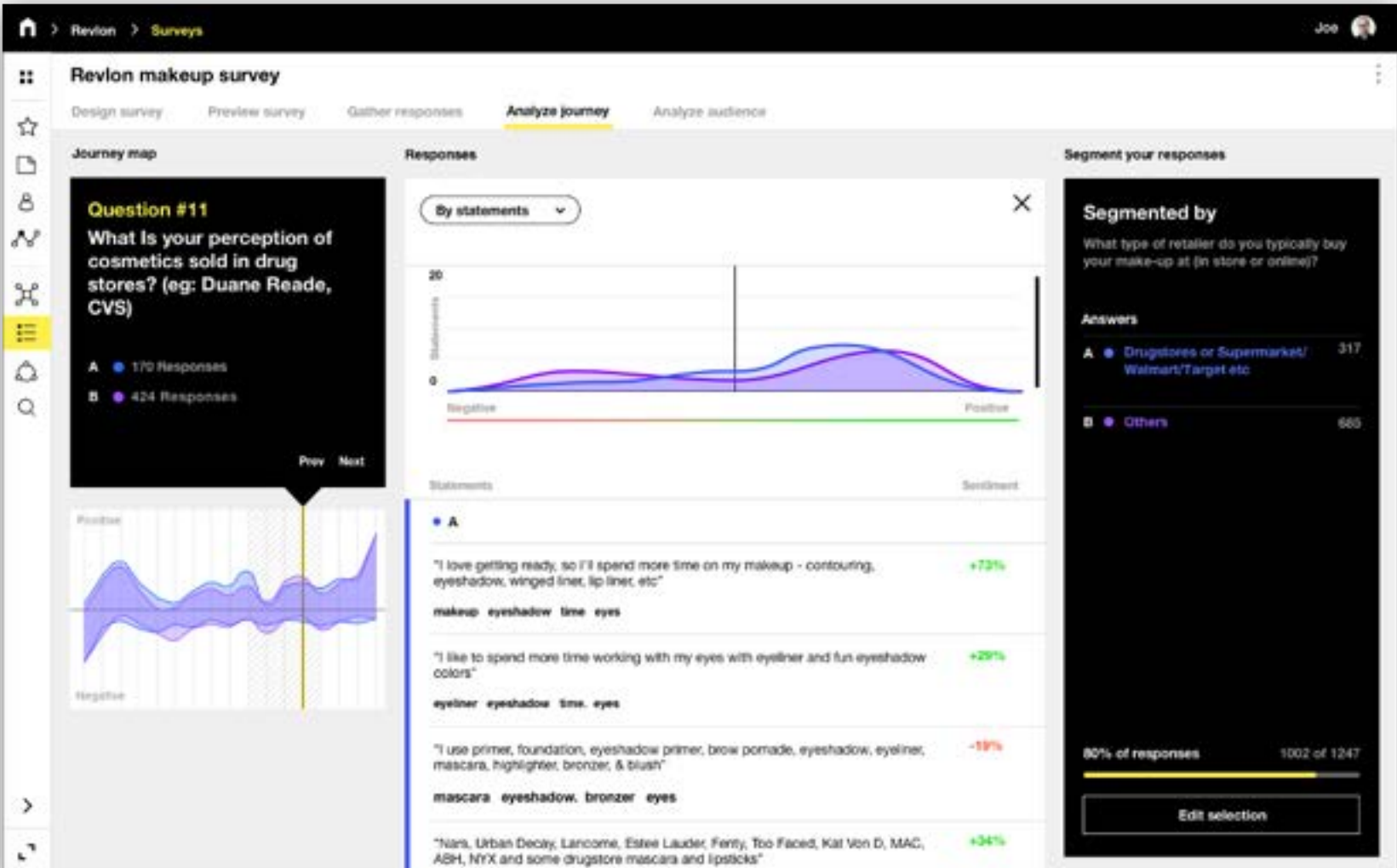
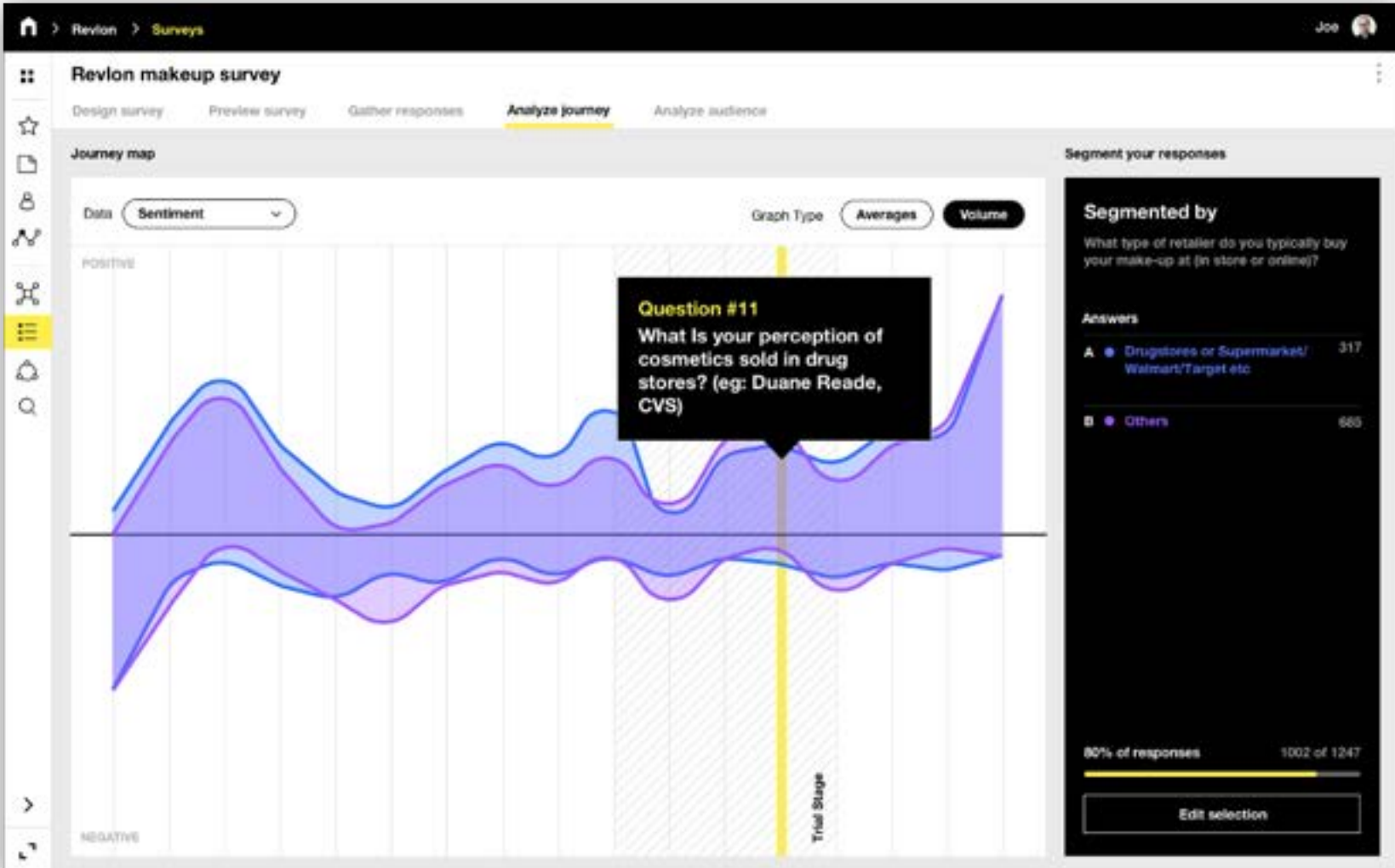
Arcadia- Designing the AI workflow, mixed methods research and outputs

Much of the work of defining the value of Arcadia to our teams and clients was the design of the workflow. This transformation helped teams grasp the power of AI and was essential to the selling of this new product.

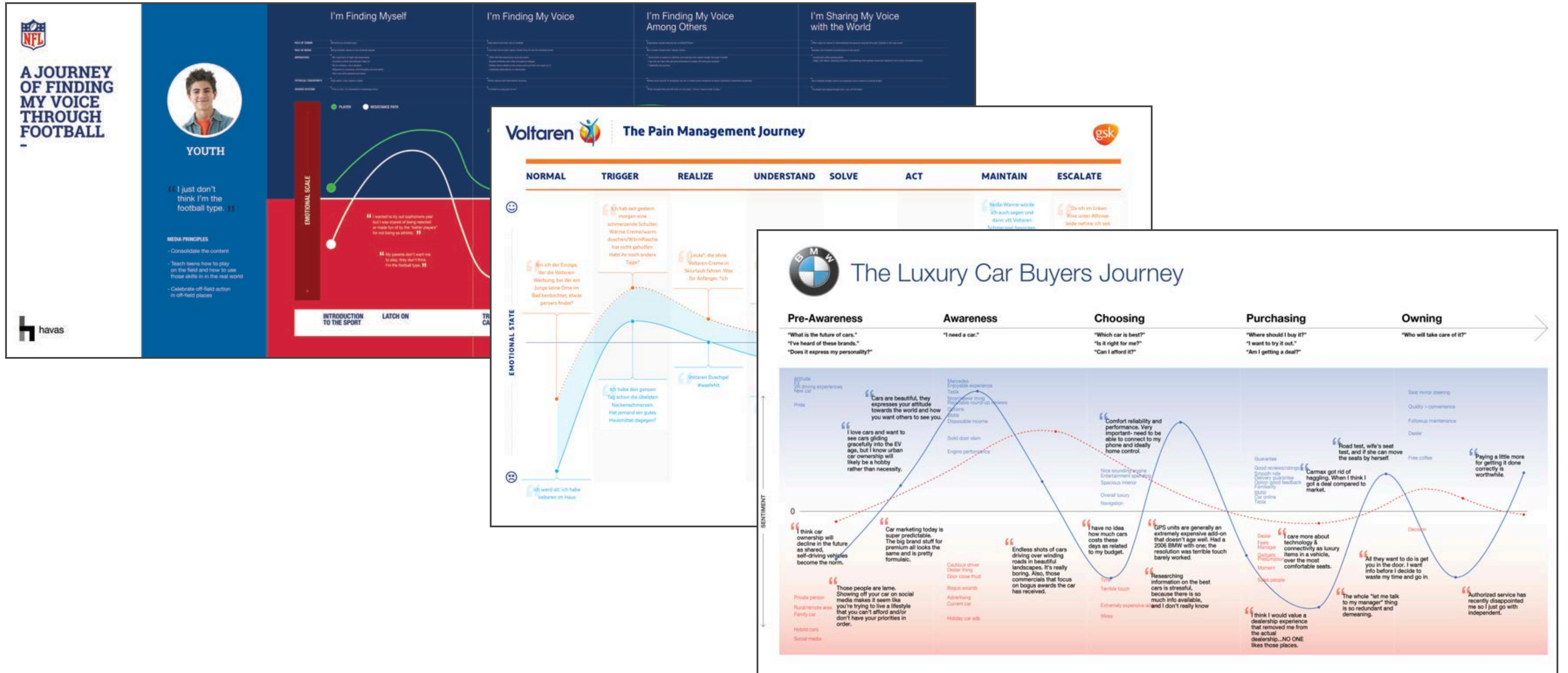


1. **Gather** both quantitative & qualitative data from defined data sources
2. **Curate** all collected data to create working personas & identify journey stages
3. **Input** curated data into the **AI** engine and analyze results for key insights
4. **Output** cognitive personas, segments and experience maps
5. **Develop** solutions to remove barriers and seize opportunities identified in the experience maps
6. **Inspire** better creative briefs, new products and services

Arcadia dashboard



Arcadia output





Digital transformation, experience strategy, journey mapping, customer research

Led team that won **\$20M TD Ameritrade account**. Transformed their fragmented digital offerings by developing data-driven solutions including an **AI-powered personalization tool using IBM Watson**.

Prioritizing and journey mapping with clients



Data driven persona

Michael the Millennial *"I'm always connected and I like it that way"*



Data driven personas were a particular focus of my time working with TD Ameritrade. They took months to develop and much work to help their internal teams align around each one. I created this template, **I think, I am, I do**, to help their teams visualize and empathize with their client base. This format was particularly unique to TDA and did a lot to help them create new products and services.

I am never complacent

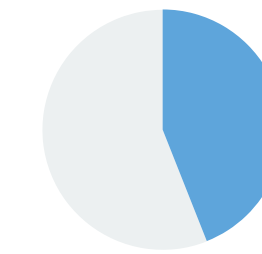
I'm always on – connecting to my work, my team, world news and with my friends and family. I like it when brands/companies give me intuitive tools that simplify my life and respond to my individual needs. I'm always looking for new opportunities and ways to make a difference.

I think carefully before I make a decision

I'm thoughtful about where I spend my money and enjoy spending quality time with my loved ones, traveling, taking classes, or having great meals with friends. I prefer brands that share my values, stand for more than making money, and disrupt the status quo.

I do believe in the future, but I'm unsure of the present

The last two recessions burned my folks, so I am not going to make those mistakes. I'm starting a family, paying down student loans, fighting debt, saving for the future or a new venture and buying a home. While I'm maxing out my 401(k), when it comes to the market, I don't know where to start.



44% current share of client base
77M opportunity size

Income Range

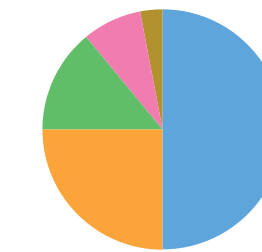
25k **47k median** 100k

Investable Assets

10k **45k median** 100k

Retirement Savings

10k **58k median** 100k



50% white
25% hispanic
14% african american
8% asian

My Situation:

- Began saving at 22 (70%) earlier than prior generations
- Enrolled in 401K plan (55%), contributing 8% of salary and/or have an IRA (23%)
- The most financially risk-averse group since the Great Depression, often avoiding the stock market (particularly 21 to 36 year olds)
- Balancing debt from credit cards (41%) and loans (28%)
- Change jobs every 4 years

My Pains & Obstacles:

- Lack of guidance
- Not enough time
- Not enough money
- Not enough financial education
- Information Overload
- Industry has nothing but bad news

My Attitude:

- Worry about financial future at least once per week (39%)
- Have a distrust in financial institutions (78 %)
- Like to handle their finances themselves
- Rely on my peers for investment advise (80%)
- Have an advisor (32%)
- See themselves as conservative investors after coming of age in the recession(43%).



Digital acceleration, experience strategy, journey mapping workshops, customer research, internal workflows

Helped Havas secure the **\$90 million GlaxoSmithKline account** globally and led the **\$17M digital transformation** for GSK's OTC portfolio across Europe, partnering with Boston Consulting Group to shift to customer-led innovation. Based in London, worked extensively in Geneva and Munich.

Journey mapping workshop - GSK Munich



Audience segmentation for Nicorette

Media & Segment Insights

GENERAL STATISTICS

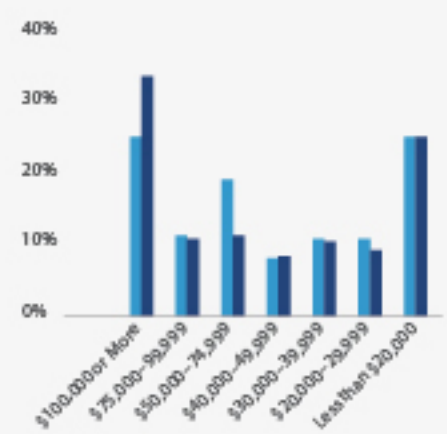
GENERAL STATISTICS	Quitters	Nicorette
MEDIAN AGE	45	49
MARRIED	38%	45%
PARENT	50%	52%
MEDIAN INCOME	52 ^k	57 ^k

RACE

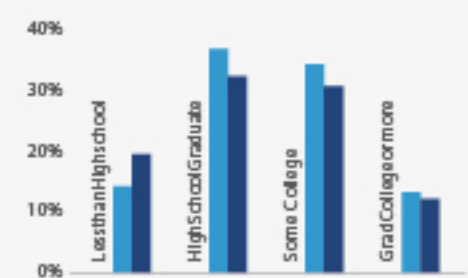


By and large, people who are trying to quit smoking skew white by a large majority. Nicorette users have a markedly lower percentage of asian representation.

INCOME



EDUCATION

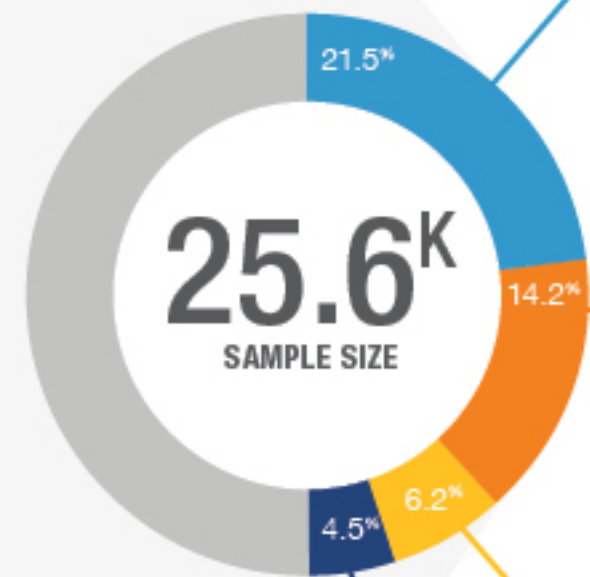


Nicorette users skew slightly more affluent, but have less higher education than the average person trying to quit smoking. They are also either at the highest or lowest echolons of affluence in the market.

MISCELLANEOUS INSIGHTS

- Quitters are highly unlikely to know or care about ingredients in their consumables
- They are typically unwilling to pay a premium for their healthcare products
- Most quitters will wait until symptoms are serious before consulting a doctor

SOURCE: SIMMONS



Nick Johnson
The Novice

KEY BARRIER
They are taking life more seriously and it's time to quit smoking. They have not tried quitting before, but think they can do it.

AGE
32
GENDER
49% F / 50% M
HOUSEHOLD INCOME
\$45,000

MARITAL STATUS
Single
CHILDREN
52%
RACE
67% White



Diane Burgess
The Do-It-Yourself-er

KEY BARRIER
Smoking is unhealthy and expensive. She wants to quit and prove she can do this herself without spending my money on a "crutch".

AGE
42
GENDER
36% F / 64% M
HOUSEHOLD INCOME
\$89,000

MARITAL STATUS
Married
CHILDREN
100%
RACE
85% White



Adam Wheeler
The Double Agent

KEY BARRIER
Wants to be healthy and knows he should quit, but smoking is his one stress relief and its really hard to give that up.

AGE
42
GENDER
43% F / 57% M
HOUSEHOLD INCOME
\$170,000

MARITAL STATUS
Married
CHILDREN
68%
RACE
87% White



Doug & Kathy Jones
The Empty Nesters

KEY BARRIER
Long-time smoker who thinks they've "been there tried that." Not sure they have what it takes to finally quit.

AGE
66
GENDER
50% F / 50% M
HOUSEHOLD INCOME
\$88,000

MARITAL STATUS
Married
CHILDREN
38%
RACE
66% White



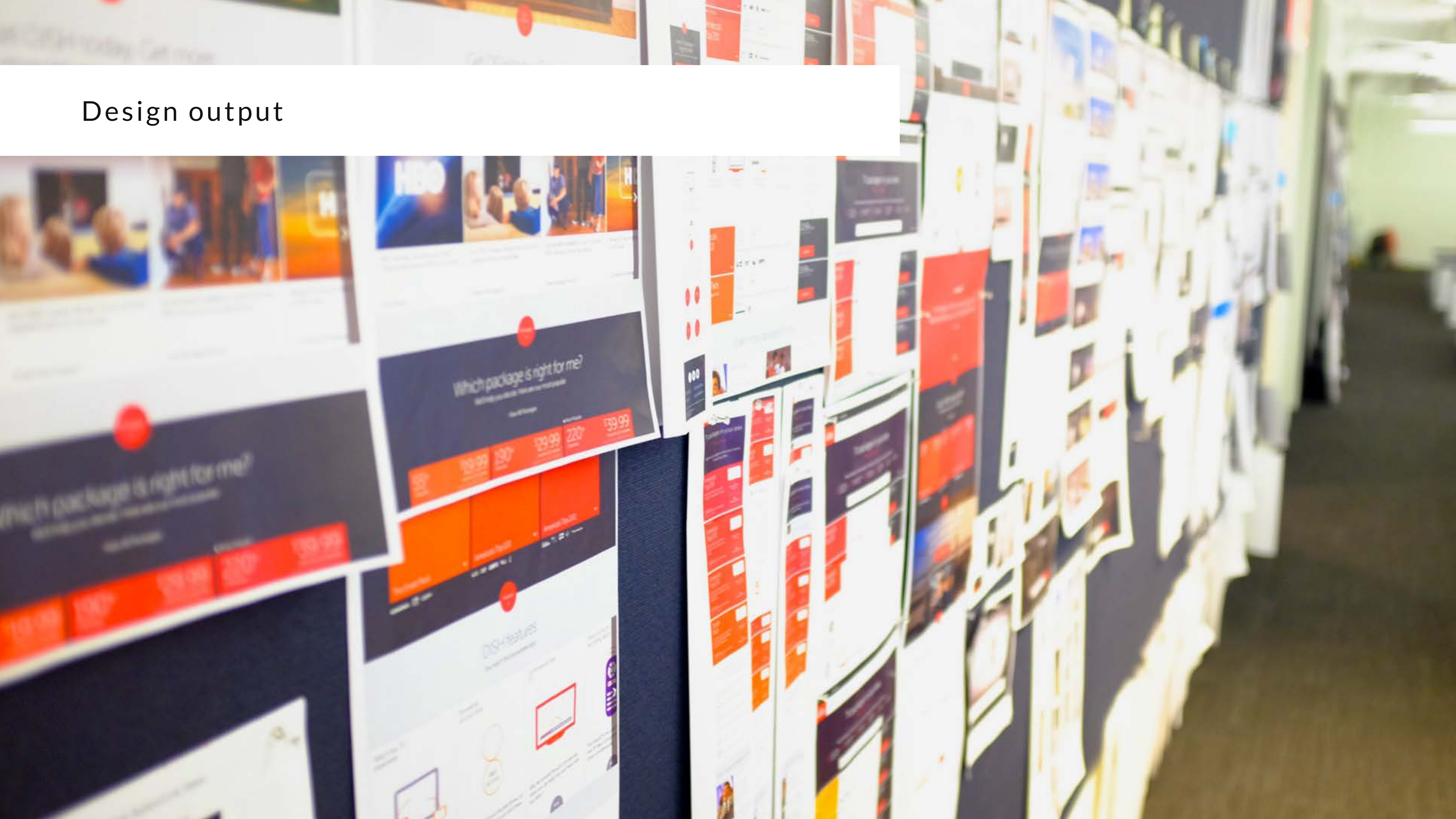
Journey mapping workshops, customer research, experience and brand strategy

Led **\$3M digital transformation** for Dish, conducting user research and journey mapping to redesign shopping cart experience, **resulting in 177% increase in membership conversion.**

Journey mapping workshop



Design output





Concept, wires, journey mapping workshops, customer research

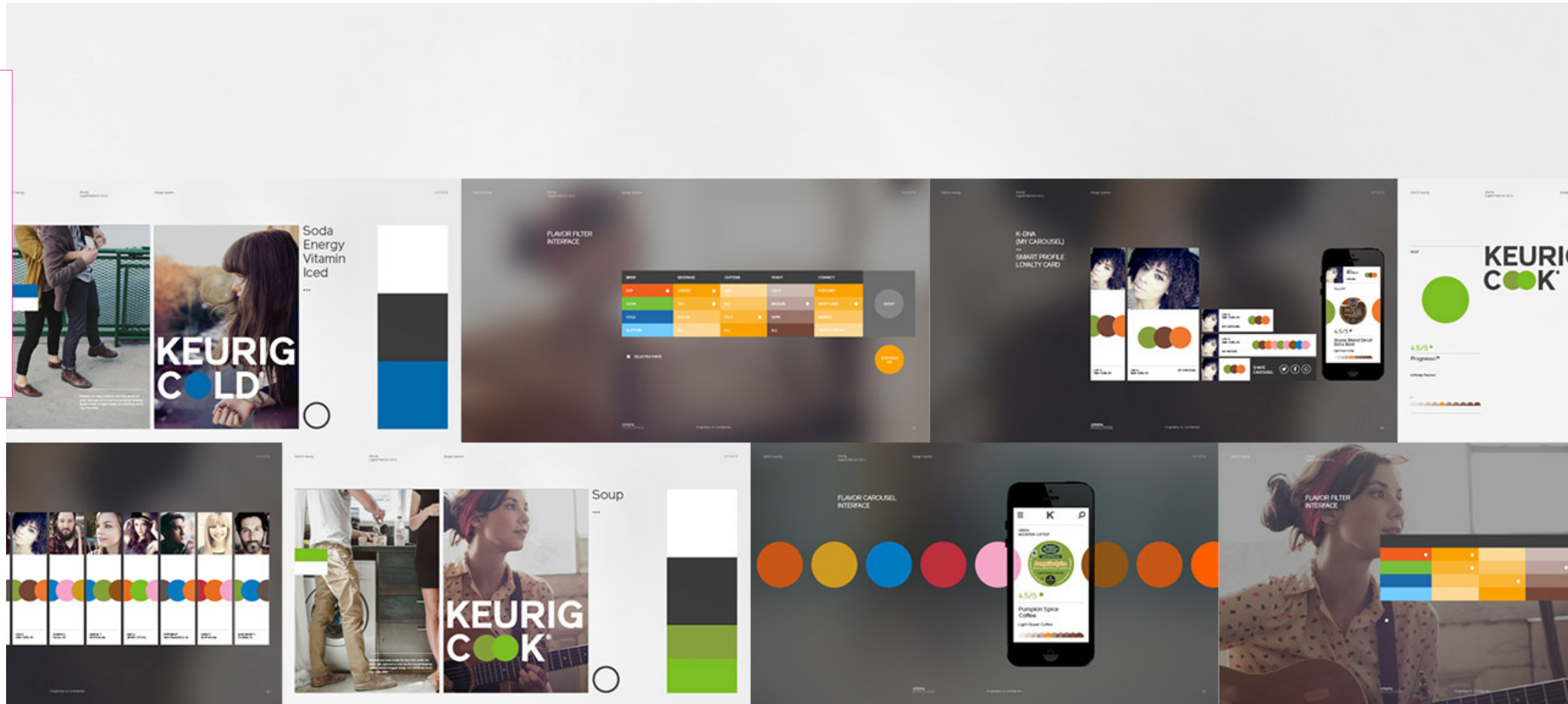
Digital lead to help win **\$11M Keurig account** and **increased e-commerce engagement 33%** by implementing personalized Flavor Profile system for 200+ products.

Journey mapping workshop



E-commerce flavor profile and search

My idea of creating a flavor profile for Keurig customers won us the Keurig account and helped us kickstart our redesign of their e-commerce site. We were given license to expand this idea into a whole branding exercise and we were invited to help them envision a whole new suite of hardware products and retail experiences. It was a lovely chance to see how the power of design can motivate teams to do better.





NETJETS[®]

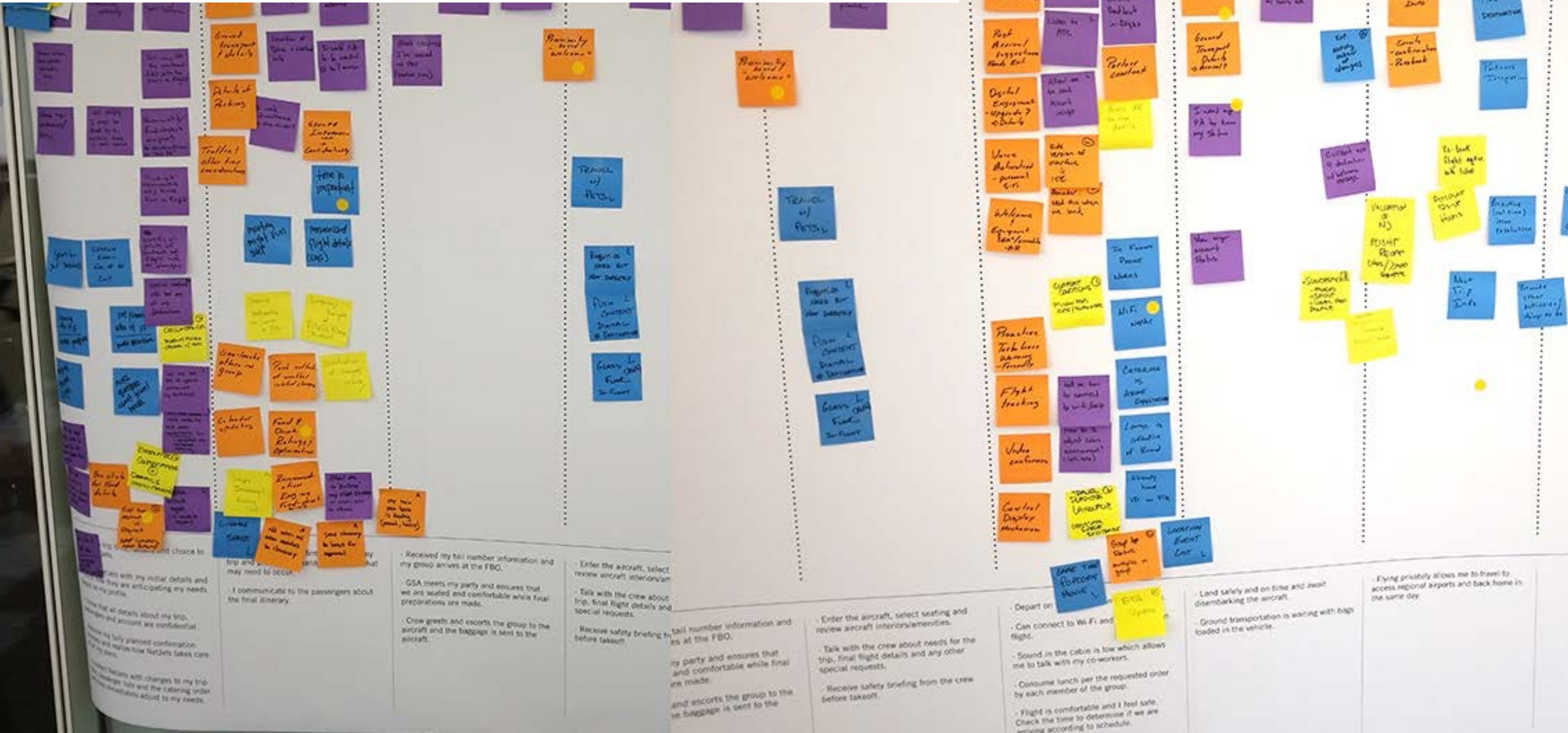
Concepts, wires, journey mapping workshops, research and prototypes

Digital lead to win **\$3M NetJets account**, designing mobile app for high-net-worth clients to personalize and streamline private jet booking.

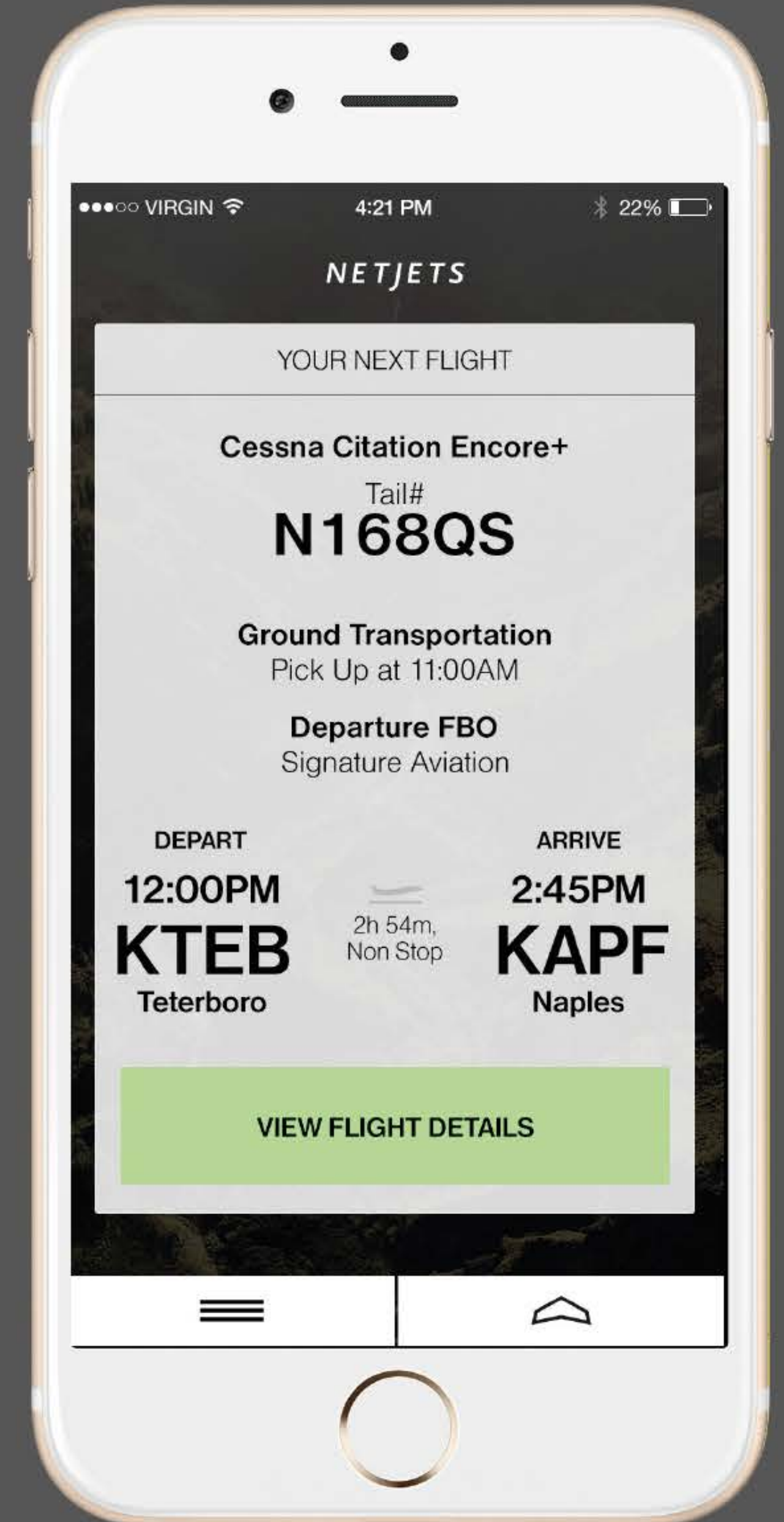
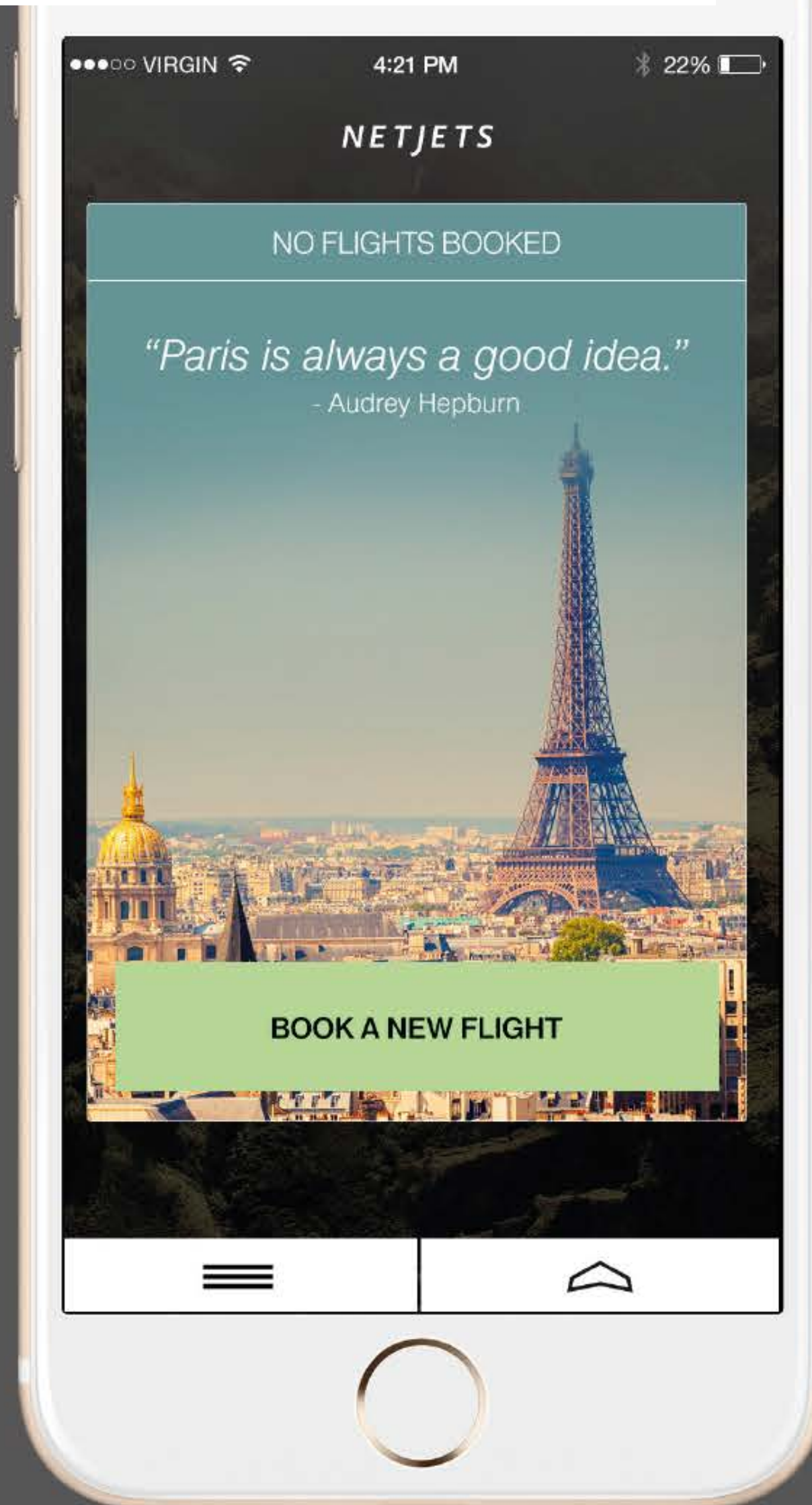
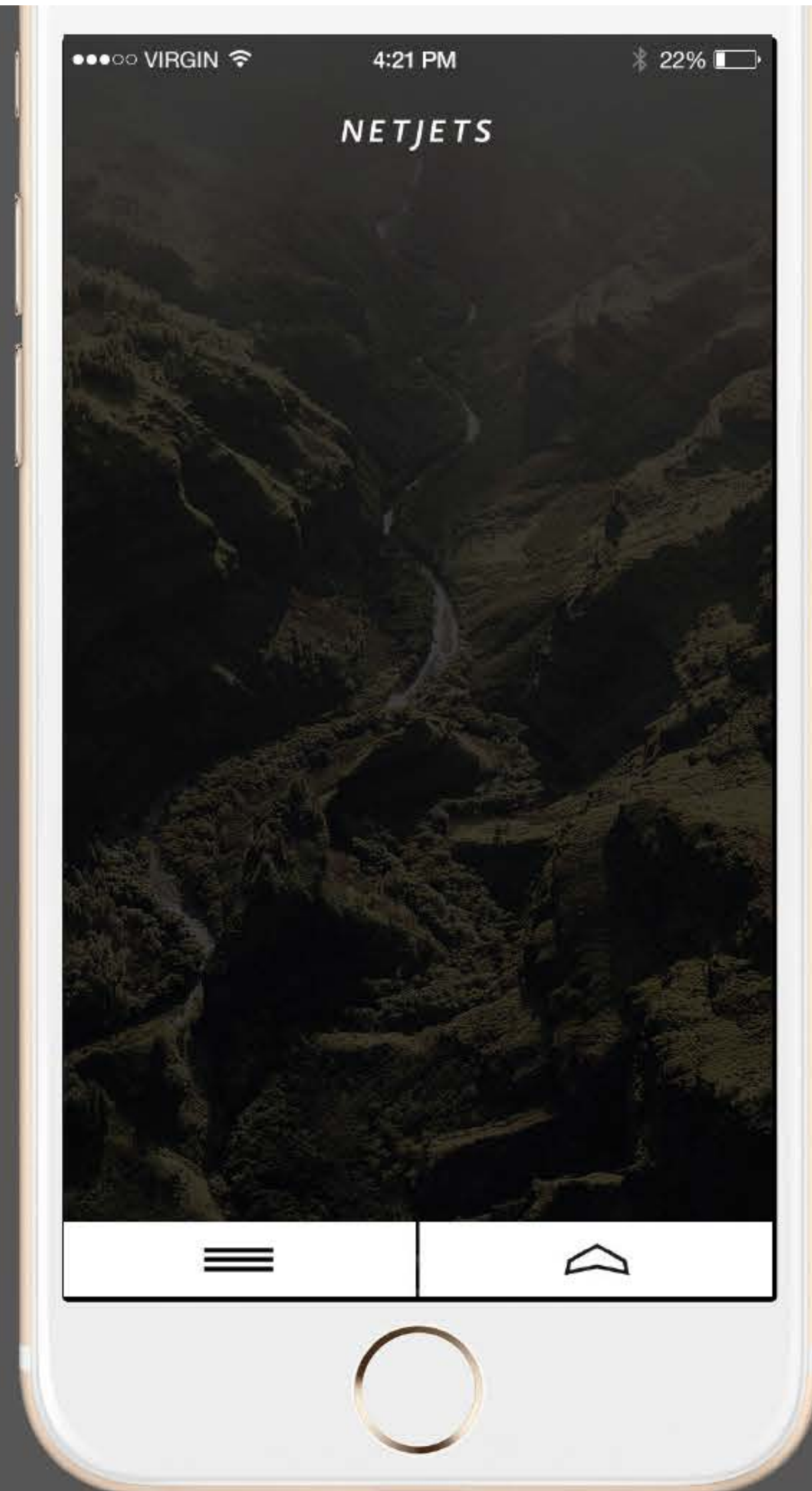
Journey mapping workshop

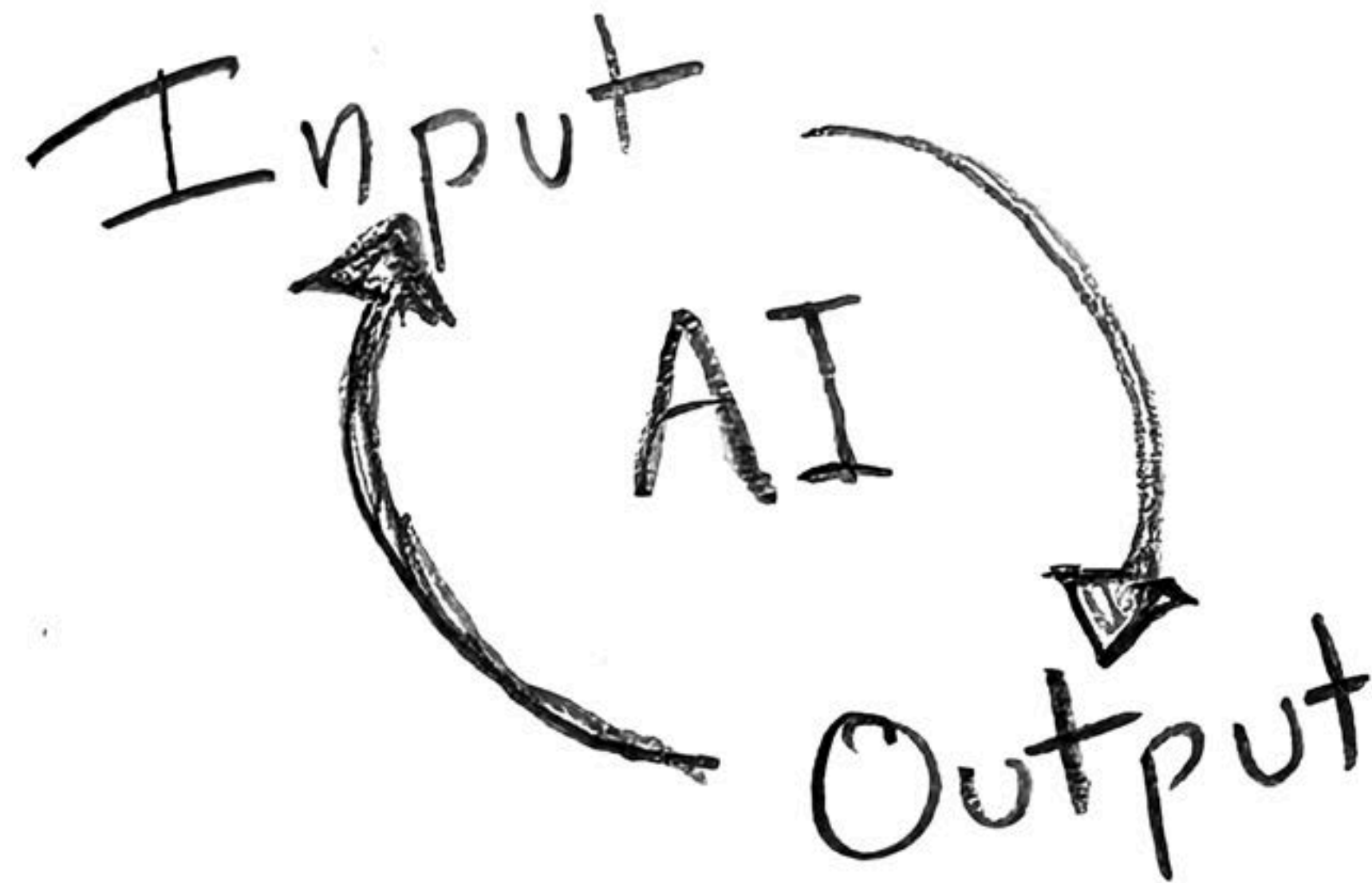


Journey mapping workshop



Prototypes





AI has been an accelerant in the design process.

Using AI to simulate target audience personas when testing research methods, synthesizing both qualitative and quantitative data, uncovering insights that would traditionally take months to discover, ideating and collaborating. AI has become an essential tool. With careful and informed oversight, both the output and input in the design workflows are made better.

I look forward to encountering opportunities where teams work fearlessly to harness the possibilities that AI presents to designers.



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