

## Select Case Studies



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+

I'm a UX design lead and innovation

**strategist** who works at the intersection of AI  
and human-centered design.

I see massive opportunity in this changing  
world to help organizations create products  
and services that foster progress, wellbeing,  
and meaningful impact for people and society.



## Approach

discovery +  
hypothesis +  
experimentation  
= insight

Discovery leads to hypotheses, tested through rapid experiments.

AI accelerates each step, turning ideas into insights that guide design with clarity and creativity.

# Awareness



# Understanding

Since 2018 AI has become a cornerstone of my design practice—reshaping how I work, how my teams collaborate, and how organizations innovate. I use AI as a creative partner to uncover insights, ideate, and rapidly prototype, turning discovery into products shaped by research and informed by human-centered intent.

She's contracted  
knows she has  
to market it  
but needs more  
info

MOLLY NEEDS  
TO BE ABLE  
TO STATE THE  
CLIENT OUTCOMES  
OF IBM'S  
PRODUCTS

MOLLY  
TO LEA  
THE CH  
IN THE  
PORTFO  
WHICH IS

FLASH ON  
COURSES  
RELATIVE TO  
HER INTEREST

WENT TO  
A TALK  
Heard about  
PWU at  
PW event

DOT AN  
MAIL FROM

WEBINAR

MOLLY WANTS

INTUITIVE  
SITE  
(FEW WORDS,  
MORE GRAPHICS)

PERSONALIZE  
EXPERIENCE  
GET TO  
Relevant  
Information

SME  
IMAGE/  
PROFILE &  
CONTACT INFO  
ON EACH  
LECTURE

LINK to  
Books Icon  
ORDER ON  
the Marketing  
TOPIC

SIMPL  
TO  
NAV-SITE

MOLLY NEEDS  
IBM TO HELP  
SHOW HER WHAT'S

No ACRONYM

MOLLY NEEDS  
FREE OR LOW

MOLLY WANTS  
IBM/PWU TO

ALL LINKS  
ON SITE

AGREE ON  
TONE OF  
VOICE

THINK  
ACADEMY  
VOICE

INTUITIVE  
ROADMAP Color  
CODED.  
GREEN COURSES  
TAKEN, GRAY  
TBD

DEVELOP  
CONTENT  
FOR  
VOICE

## Core Principles - Designing with AI

### 1 Design for Dialogue, Not Dependence

Build AI products that encourage human agency, not passive reliance.

### 2 Show the Machine Behind the Magic

Build for trust. Make AI's logic visible and explainable.

### 3 People Over Performance

Prioritize human values over technical optimization

### 4 Bias In, Bias Out

Recognize and address bias at every stage

# My AI-Augmented Workflow

Stage	Discovery	Ideation	Sketch/Design	Prototype (low/high fidelity)	Iteration (testing and feedback)
Goals	Framing the problem, understand users, generate initial concepts	Generate solution directions, early design ideas	Structure content and flows, validate logic	Move ideas into tangible testable designs	Validate assumptions with real users
Best uses	<ul style="list-style-type: none"> <li>Researching stakeholders: Summarize stakeholder papers, competitive analysis, or stakeholder interviews.</li> <li>Personas generation: Use AI to create draft personas from real data (surveys, CRM, analytics).</li> <li>Problem framing: Explore different 'How might we' angles.</li> </ul>	<ul style="list-style-type: none"> <li>Workshop synthesis: Summarize stakeholder papers, competitive analysis, or stakeholder interviews.</li> <li>Beta-storming flows: Generate multiple versions of a user flow or interaction model.</li> <li>Sketching Ideas: Convert text descriptions into rough wireframes or visual sketches.</li> <li>Naming / content iteration: Quickly produce brand language, messaging, or naming directions.</li> </ul>	<ul style="list-style-type: none"> <li>IA suggestions: Cluster content into logical categories.</li> <li>Flow validation: Ask AI to stress-test a flow ("What happens if the user cancels at step 3?").</li> <li>Accessibility checks: Flag jargon, readability, or WCAG issues in early copy.</li> </ul>	<ul style="list-style-type: none"> <li>Wireframe → mockup: AI converts sketches to Figma layouts.</li> <li>Autogenerate with realistic data: Generate diverse user names, photos, text blocks.</li> <li>Design validation: Rapidly explore visual themes.</li> </ul>	<ul style="list-style-type: none"> <li>Script drafting: Generate unbiased usability test scripts.</li> <li>Automated analysis: Summarize test scripts and find pain points.</li> <li>Sentiment analysis: Extract emotional tone from feedback.</li> </ul>
The Tools I Use	<b>NotebookLM</b> ChatGPT Claude	<b>Gemini</b> Google (SGE)	<b>NotebookLM</b> Claude ChatGPT	<b>Figma Make</b>	<b>Figma Make</b> Builder.IO Glide
Sample Prompts	What are the current trends and gaps in [industry/field]?	Generate user personas for [target demographic] using [product/service].	Generate 10 different ways users could complete [specific task] in our interface.	Design [feature/product] for [audience] [user persona]. Persona A: [persona A]. Persona B: [persona B]. Persona C: [persona C]. Show how each user persona interacts with the feature.	Create low-fidelity wireframes for a [app type] that prioritizes [accessibility/pace/simplicity].
	Where is the opportunity space in [industry/field]?	Analyze user pain points in [app category] and identify user needs.	Sketch out the flow of each feature, and tone.	Create a draft sitemap for an elder-care platform. Suggest improvements for navigation clarity.	Build an interactive prototype showing the complete user journey for [specific task].
	What are emerging UX patterns in [industry] that could improve user engagement?	Find usability studies about [interaction pattern] and summarize key findings.	Brainstorm micro-interactions that could delight users during [specific action].	Design a mobile-first layout for a doctor's appointment in a telehealth app. Identify potential failure points, edge cases, and places where users might get confused or drop off. Suggest fixes.	Turn this sketch into a Figma mobile wireframe with material design patterns.
	What are current UX best practices for [specific interface element]?	Summarize these 7 interview transcripts into 3 main themes with supporting quotes.	Design 3 alternative branching flows for a mobile learning app targeting Gen Z.	Use the user scenarios for [POC] for product/market alignment. Provide 3 concepts, e.g. "Design an online learning platform as if it were (1) TESOL, (2) IELTS, and (3) Duolingo. What interaction patterns or aesthetics carry over?"	Create a clickable prototype that demonstrates key interaction with proper feedback states.
Outputs	Opportunity areas, trend analysis, market analysis, competitive audits, pain point analysis, business models, user personas, journey maps, usability research summaries, design pattern libraries, user behavior insights.		Interaction concepts, user-flow alternatives, micro-interaction ideas, information architecture options, PBD - user scenarios, creative brief.		Test plans, heatmaps & path analysis, thematic summaries of feedback
			Wireframes, user flow diagrams, content blocking/business modeling, layout explorations.		Mid-fidelity prototypes, multiple style variations, user-filled sample data, usability testing demos, stakeholder presentation materials, developer handoff specs.
					Connect these are low-cost tools that I use to test/validate with a specific target audience. For larger studies and feedback there are enterprise level platforms like UsabilityHub which I highly recommend.
					Generate 5 usability test tasks for [product/prototype]. Test and analyze results.
					Review this list of observed usability issues from five test sessions. Cluster them into themes, assign severity (high/medium/low), and recommend the top 3 fixes to prioritize.
					Analyze these interview transcripts from participants testing a mobile app. Extract materials of frustration, delight, or confusion, and map them to specific features or screens.
					Here are test notes from two versions of the checkout flow. Compare user reactions and identify which version performed better on speed, trust, and ease of use. Suggest one improvement for the winning version.

# Case Studies Overview



## Design Lead

- #1 App Store designed AI-powered news app in **12 weeks**.
- 86M subscribers,
- 45% daily active users.



## UX Lead

- 17% Revenue Growth
- Modernized experience for 4.6M subscribers
- Reduced churn 12%, attracted younger audience.



## Creator

- \$25M+ Revenue Generated
- AI-powered customer insight platform.
- Transformed research into opportunity maps.



## UX Lead

- 33% Engagement Lift
- Flavor recommendations for 200+ products.
- Increased cart size by 18%.



## Innovation Studio Design Lead

- \$8M New Business
- Facilitated 20+ C-suite workshops.
- Transformed consulting with design thinking.



## Global UX Lead

- 30% faster marketing & product development.
- Trained design thinking across multiple markets.



## UX Lead



## UX Lead

- \$11M Contract
- AI Chatbot - built Alvi, Watson-powered investment advisor.
- Personalized education for millions of investors.

# People

## AI Powered Mobile App

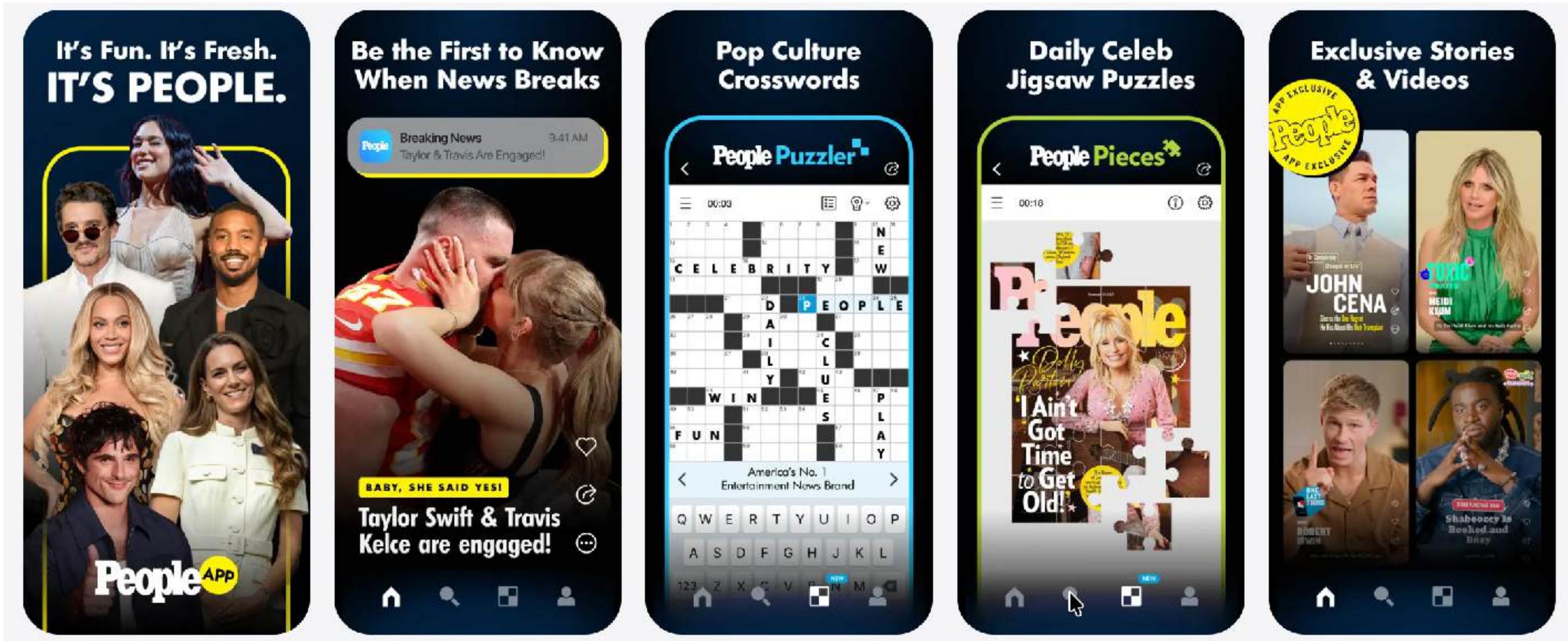
#1 in the App Store on launch

*I was the UX and design lead on a small team of 5 charged by our CEO to create this app in 12 weeks.*

**Opportunity:** Compete with TikTok and Instagram for user attention while reinventing news reading for People magazine's **98M subscribers**

**Action:** Designed revolutionary mobile experience featuring AI-powered "rabbit holes" concept while preserving editorial integrity

**Result:** **#1 in the Apple app store for magazines and publishing**

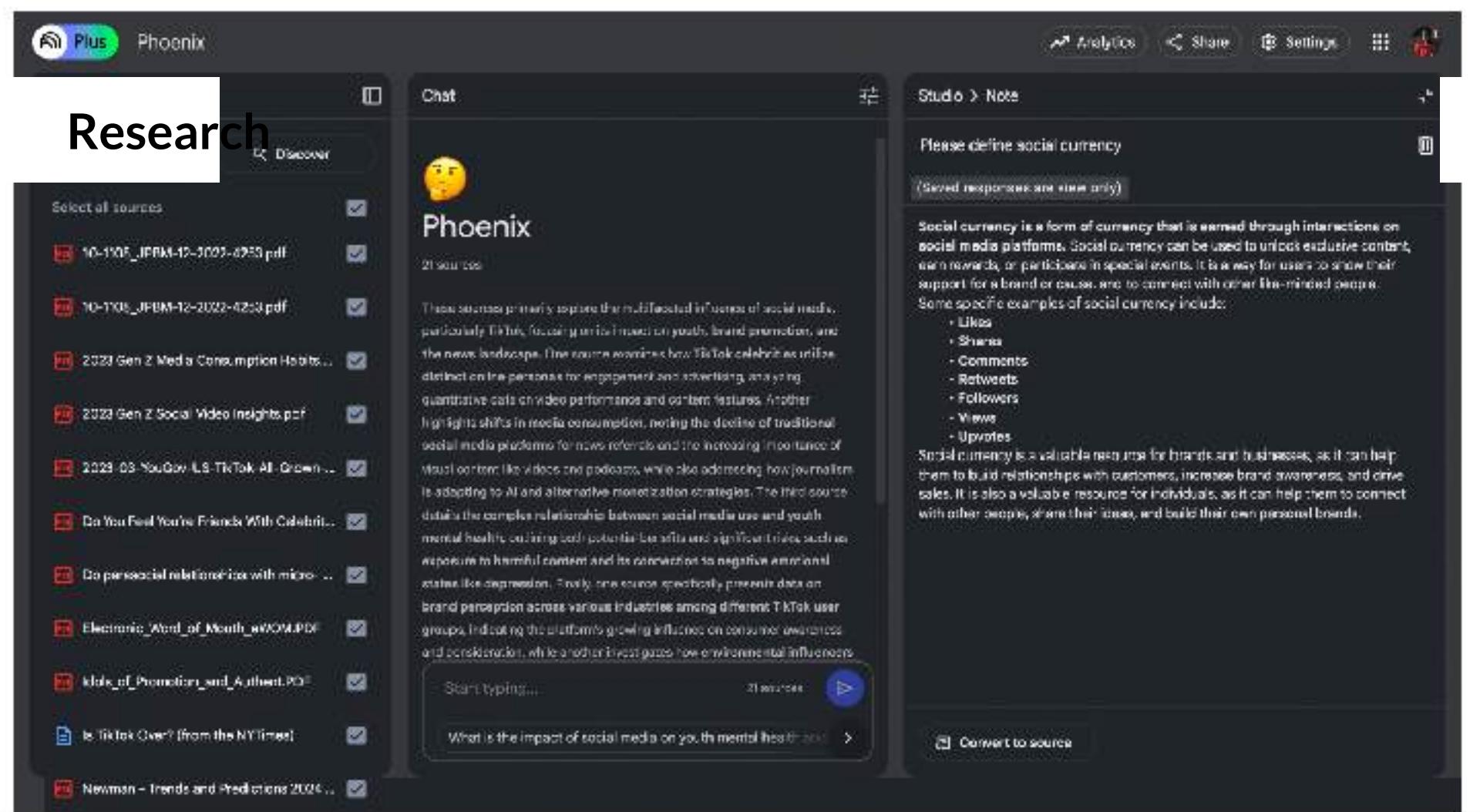


# People

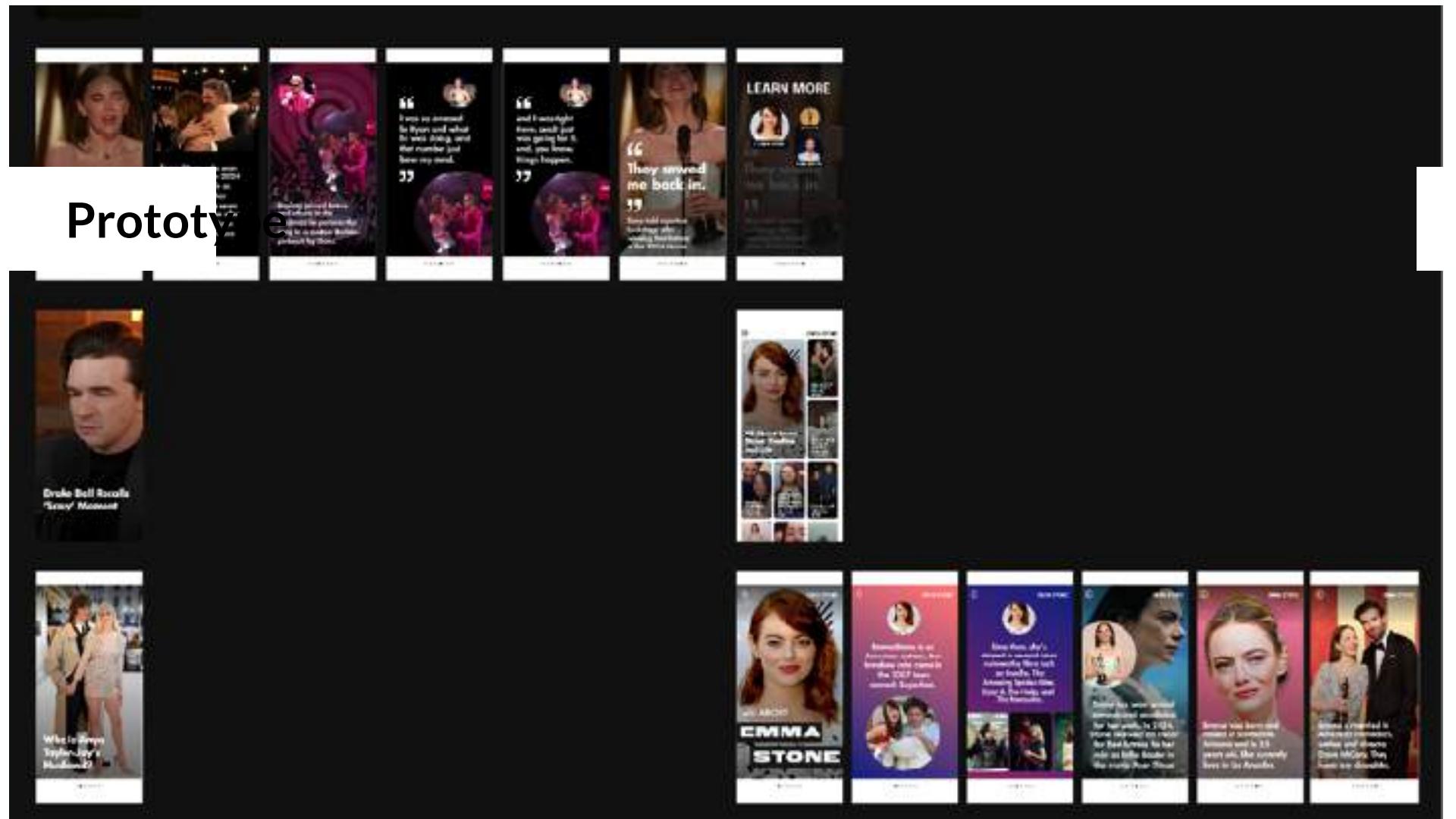
## AI Powered Mobile App

*AI was my tool of choice to make sense of the research and iterate our designs and prototypes faster.*

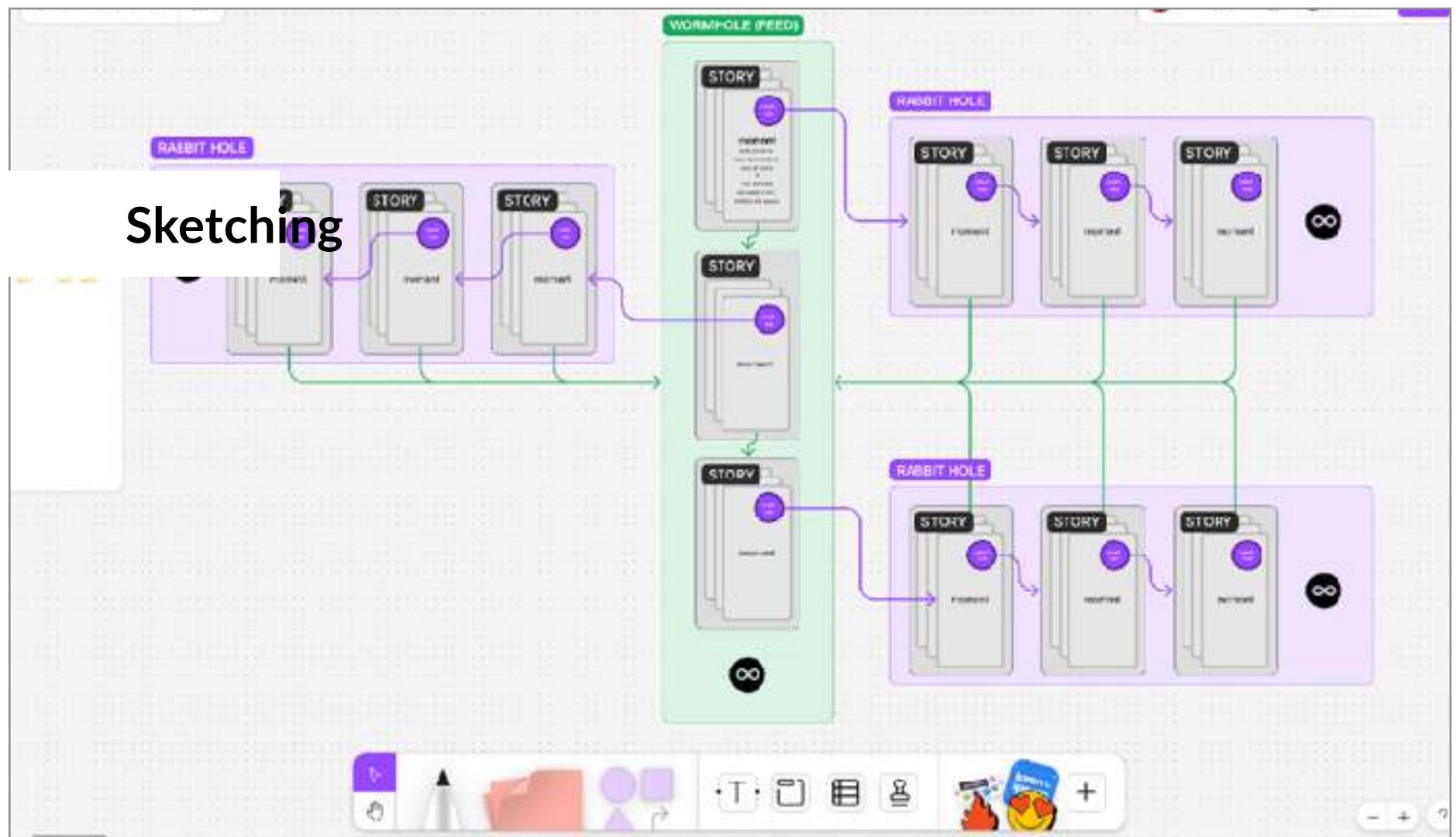
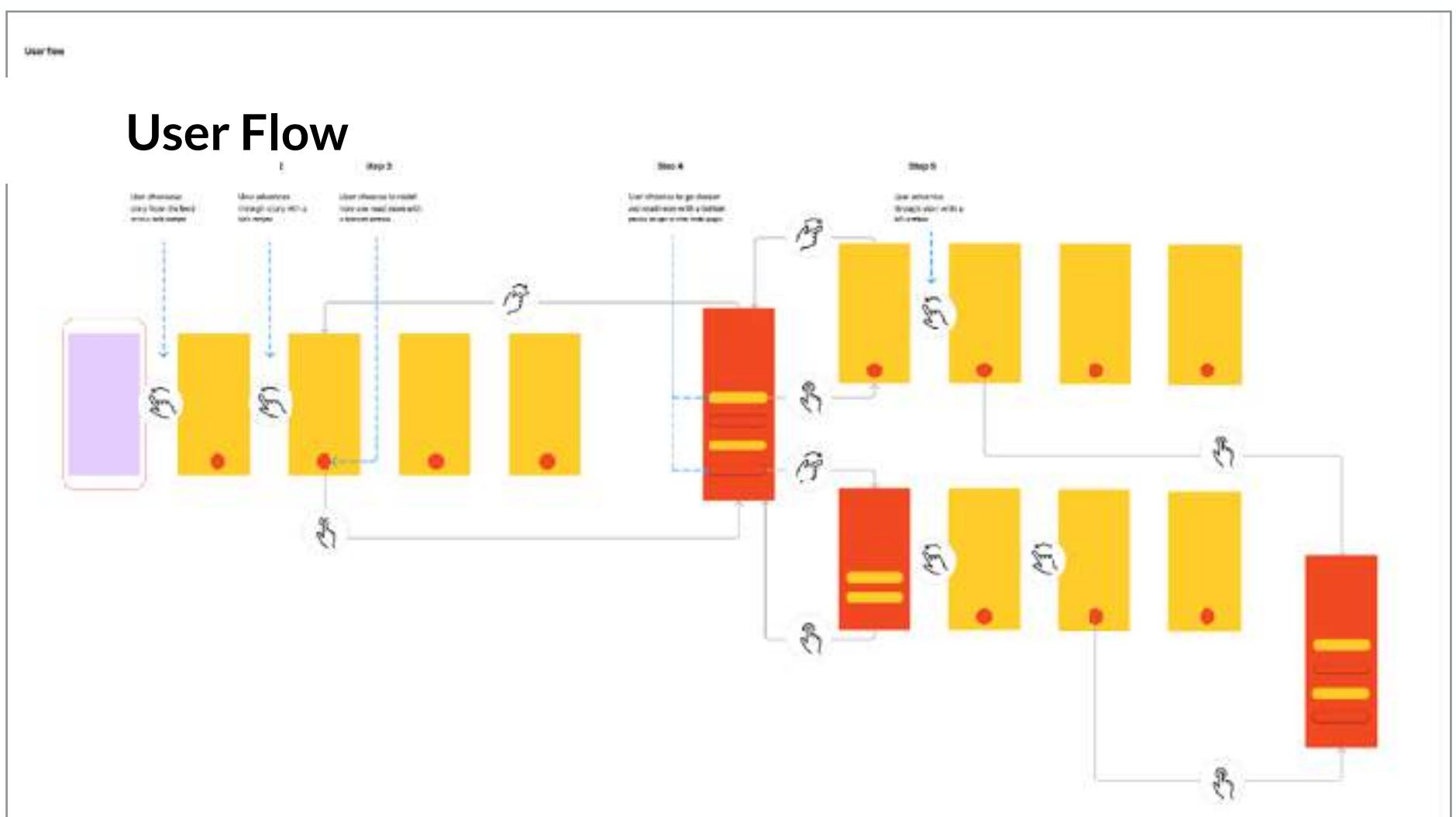
**Faster Insights:** My primary research tools, alongside ChatGPT and Perplexity, included NotebookLM, which I used to synthesize, query, and make sense of complex research. AI enabled faster iteration across user flows, sketches, and prototypes.



The screenshot shows the NotebookLM interface. On the left, a sidebar titled 'Research' lists various PDF sources. On the right, a note titled 'Please define social currency' is displayed, with a sub-section 'Saved responses are visible only' and a detailed description of social currency as a form of currency earned through interactions on social media platforms. It lists actions like Likes, Shares, Comments, Retweets, Followers, Views, and Upvotes. The note also discusses the impact of social media on mental health and the complex relationship between social media use and mental health.



The screenshot shows a prototyping interface with multiple mobile screen prototypes arranged in a grid. The screens include various UI elements like video thumbnails, text snippets, and navigation buttons. One screen features a quote from Drake Bell. Another screen shows a list of names and images, possibly a contact list or a social media feed. The interface allows for easy dragging and dropping of elements to iterate on the design.



# WSJ

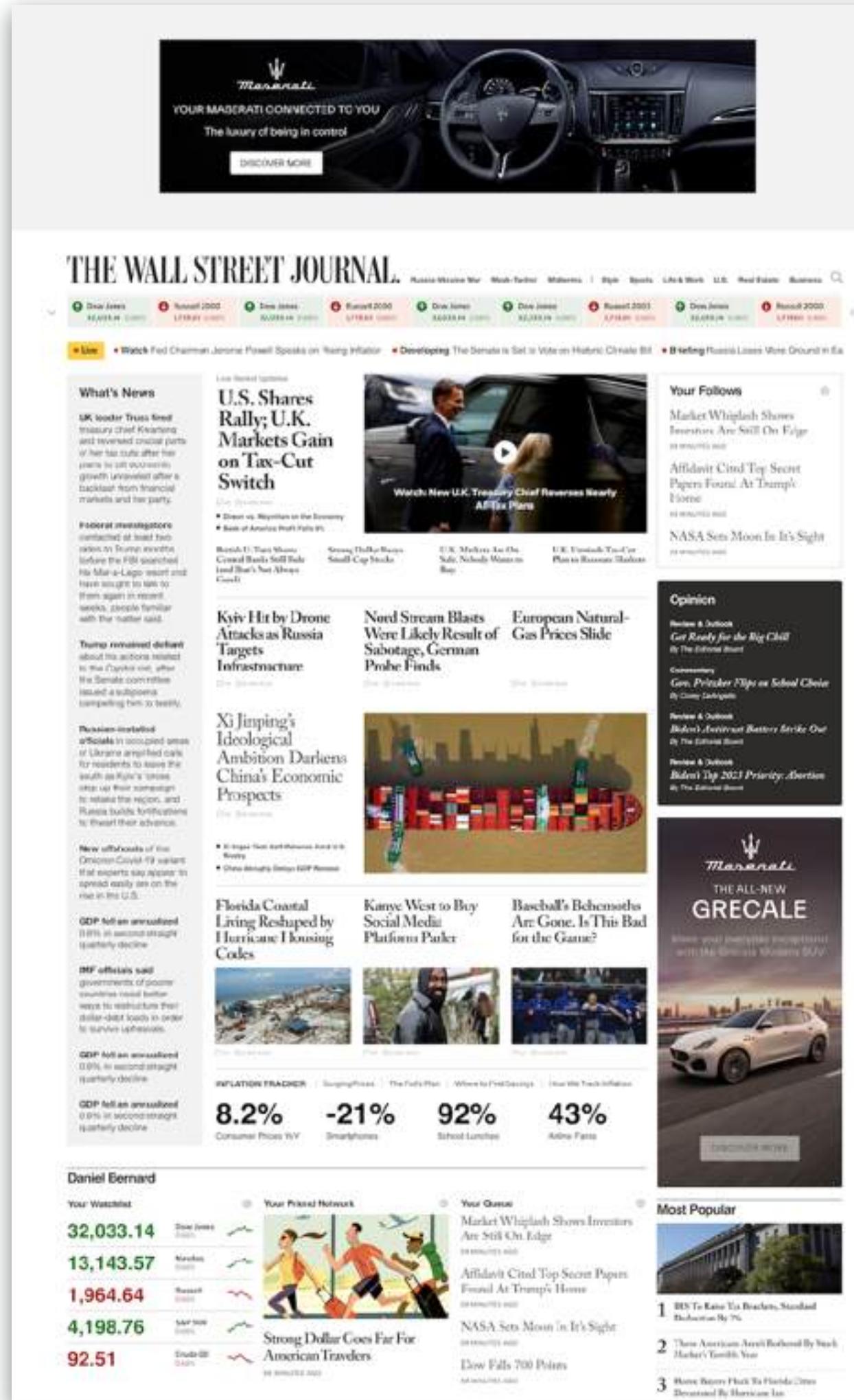
## WSJ Re-Design

**UX lead.**  
*Reimagined the WSJ to attract a younger audience while respecting the tradition of the brand.*

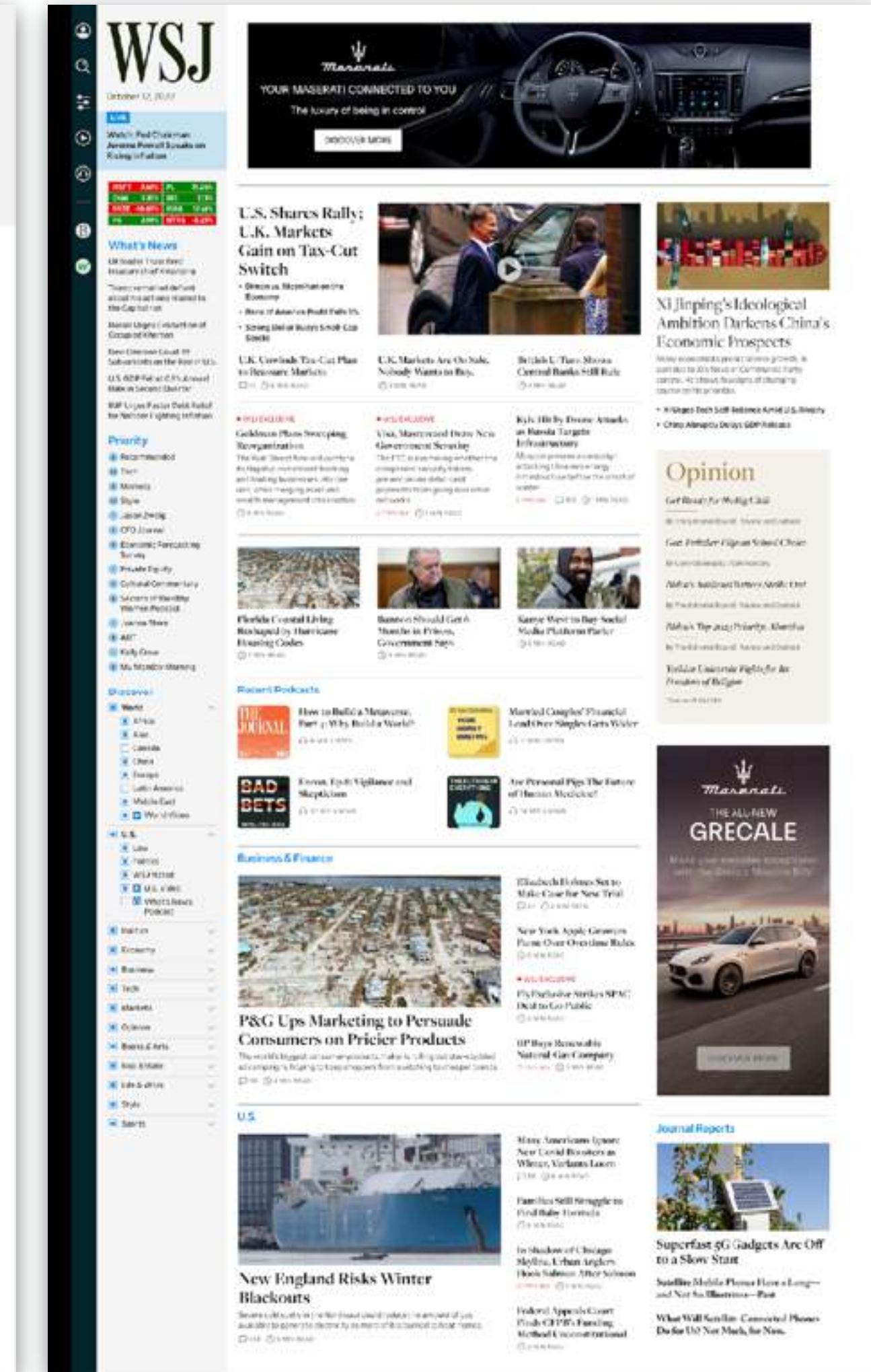
**Opportunity:** Address aging demographic issue for WSJ's 3.17M digital subscriber base

**Action:** Led multiple design teams through research-driven engagement strategies and experience redesign

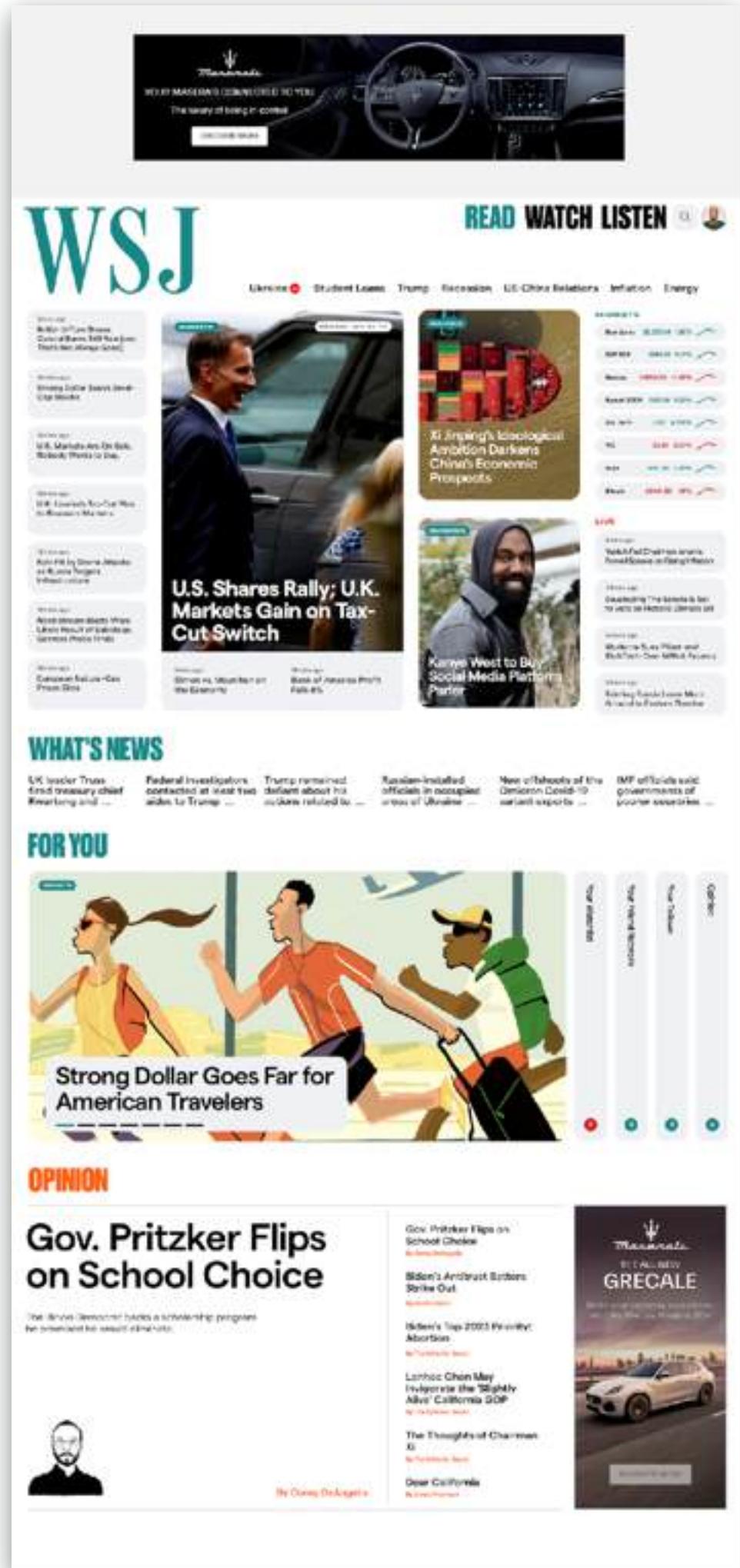
**Result:** Used redesign learnings to impact newsletter subscription rates by 17% while attracting younger audience segments



### Evolution 2.0



### Contemporary Innovation



### Reframe



# WSJ Newsroom Tools

**UX lead.** Newsroom tools for our 1,400 journalists were at the heart of establishing trust with our readers.

**Opportunity:** Modernize tools for 1,400 journalists without compromising editorial quality

**Action:** Enhanced workflow efficiencies while preserving brand trust and heritage

**Result: Improved content creation process while reinforcing WSJ's reputation for journalistic excellence**

The image displays a composite screenshot of the WSJ Newsroom Tools interface, illustrating the modernized workflow for journalists. The interface is divided into several sections:

- NewsGrid:** A central workspace for creating and managing news stories. It includes fields for "Story Details" (Slug, Byline, Word Count), "Suggested Headline" (Headline, Summary), "DATES" (Expected File to Publishing Deck, Target Publish Date), "COLLABORATORS" (Amelia Lewis, Owner, Add Collaborator), "PRINT" (Print, Social, App/WSJ.com), "SOCIAL SHARE DATA" (Platform), "COMMENTS" (Say something..., Post), "ASSET PLAN" (Paste an asset URL or write descriptions of any assets you plan on adding to this story, Add New Asset), "AUTORING INTEGRATION" (Post ID, Connect), and "ACTION" (Copy Link, View Edit History, Delete Story). A note at the bottom states: "When in 'Draft' status, stories will be private to you and your collaborators. Move a story into public 'Pitch' status with your bureau chief, and then it's up to the coverage editor to 'Approve' a story to put it on the Web and add a publication date."
- Live Coverage (DEV):** A section for managing live news coverage. It shows "Robert Mueller, Former Special Counsel Faces Lawmakers" and includes tabs for "Live Stream" (selected), "Featured Content", "Settings", and "Metadata". It features a "Current Featured Post" area with a preview of the story and a "Previously Featured Post(s)" section. Buttons for "Preview Event", "Copy Previous", and "Publish" are available.
- Story Summary:** A preview of the story "The Decade in Music: Intimacy Delivered via Headphones" by Mark Richardson. It includes a thumbnail image of Kendrick Lamar performing, the headline, a summary, and a "View change history" link.
- Article Promotion:** A section for promoting the story. It shows a thumbnail image of Kendrick Lamar, the headline, and a summary. Buttons for "Replace" and "Review Metadata" are available.
- Alt-Summaries:** A section showing the story in different formats. It includes a thumbnail image, the headline, a summary, and a "View change history" link. Buttons for "Add art" and "Add bullet" are available.
- Summary and Promotion Change History:** A log of recent changes made to the story. It lists: "Chijioke O. edited the Default headline 10:12 am today", "Julia J. edited the headline to NEWSPLUS 11:36 pm yesterday", "Frank S. edited the Promotion summary 1:15 pm on 01/10/2018", and "Julia J. added US HOMEPAGE 1:15 pm on 01/10/2018".
- NewsGrid:** A footer section showing the "NewsGrid" and "Continue Writing" button.



# WSJ Trust Module

*Trust in the news  
was at an all time  
low. As UX lead I  
researched, designed  
and prototyped a  
new trust module.*

**Opportunity:** Address declining trust in media within digital reading experience

**Action:** Developed trust indicator system based on academic research enhancing byline transparency

**Result: Research revealed strengthened reader confidence and connection to content creators**

## Trust Module Closed

WSJ OPINION

Opinion

### New York Is in Trouble

The state Legislature wants to tax and spend its way to a recovery.

Listen to Article (5 minutes)

By Richard Borth, 42  
Last updated April 6, 2021 11:33 am ET

SHARE

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 fiscal crisis of 1975 was a case simply of the city borrowing money to cover its operating expenses, accumulating a lot of debt when the banks stopped lending, and ultimately needed federal help to pay off its debt. Culture and commerce weren't meaningfully affected.

Today is a different story. The city has over twice the national unemployment rate. Given the number of commercial and residential tenants who aren't paying rent, the city will likely see a significant reduction of property-tax revenue, which accounts for more than one-third of municipal revenue. Hotels and restaurants are empty, the entertainment industry closed down. An enormous number of offices are empty because people have moved out of the city or are working from home.



## Trust Module Open

WSJ OPINION

Opinion

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Reporting Tenure - 12 Years  
Retractions - 2,700  
Expertise - Opinion Editor

COLLUSION

Who - New York City government  
What - New York City is dealing with unprecedented financial issues  
Where - New York City  
When - Right now  
Why - Losses such as a reduction in property tax revenue, empty restaurants and a closed entertainment industry amongst other things.

COLLUSION

Reporting Style  
Summary News Lead (SML) 8,000  
First Hand Account  
Second Hand Account  
Direct Quote  
Indirect Quote  
Claims Made





OliverWyman

# Innovation Studio

*Design lead on a team of 10. Worked to design and facilitate innovation workshops that would engage the C-suite.*

**Opportunity:** Fortune 50 clients needed to align leadership and reimagine services amid massive digital disruption.

**Action:** Led 20+ executive workshops at Oliver Wyman; developed frameworks, toolkits, and learning content to guide innovation.

**Result:** Generated \$8M+ in new revenue by helping C-level teams accelerate digital transformation.



**OLIVER WYMAN**

## STUDIO ENGAGEMENT PRINCIPLES

Ten principles to make Studio workshops work for you

1. Consume what you produce	Each activity has a purposeful output that feeds into the next activity which, in turn, builds into more powerful end-of-workshop outputs.
2. Harness the hive mind	There is power in harnessing the collective insights, subject matter expertise and creative output of a group of focused people.
3. Respect the rhythm and trust the process	Across the day there are modalities that must be respected and trusted. We've done 25 workshops with clients and internal teams and have honed our practice to know with exactitude the most effective timings and number of exercises for each day.
4. Expect the iceberg	There is much below the surface in a workshop that isn't seen. Careful, mostly weeks-long, preparation helps create, inform and feed better spontaneity and makes for better workshop output. Without this workshops can fail.





OliverWyman

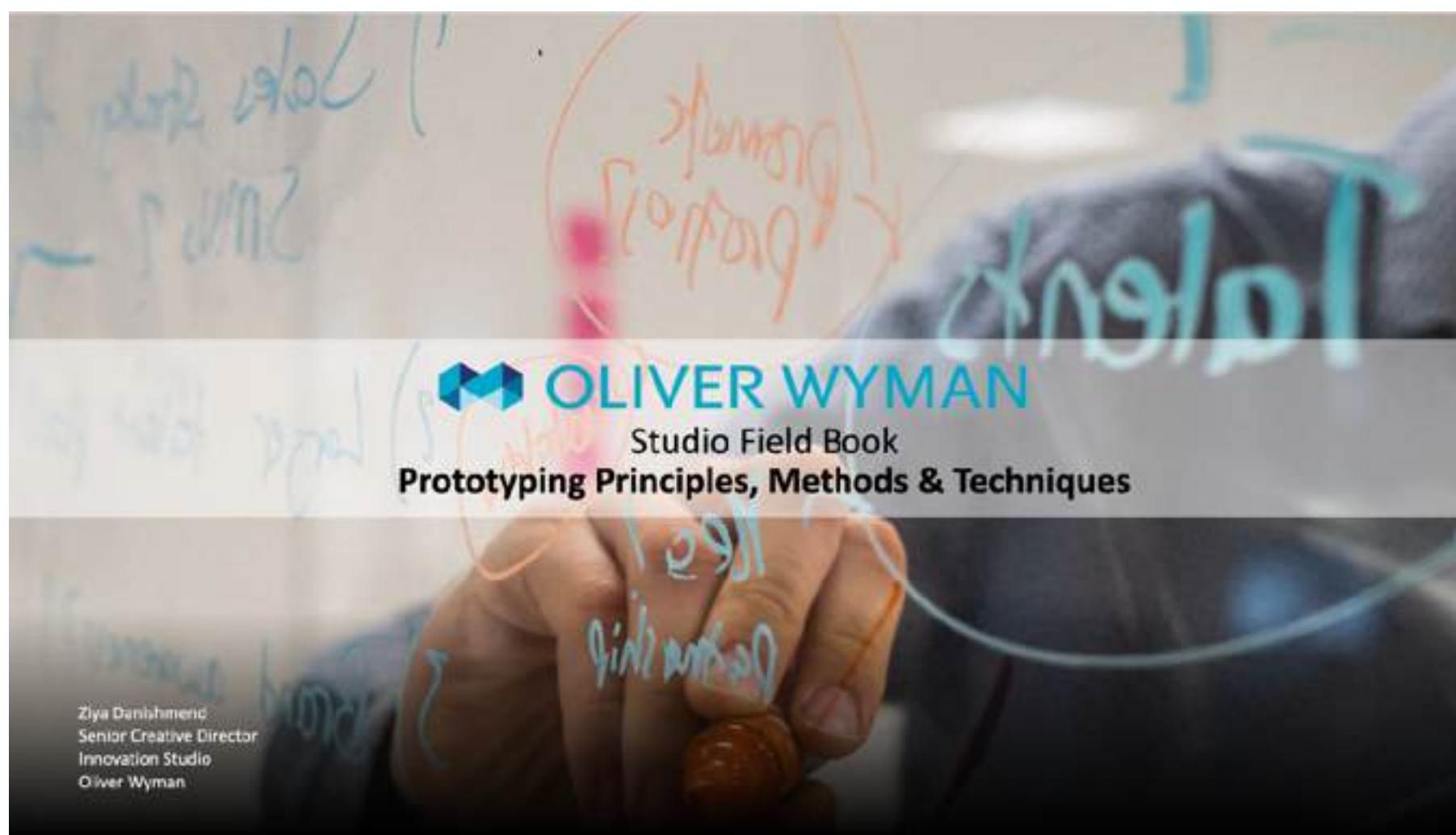
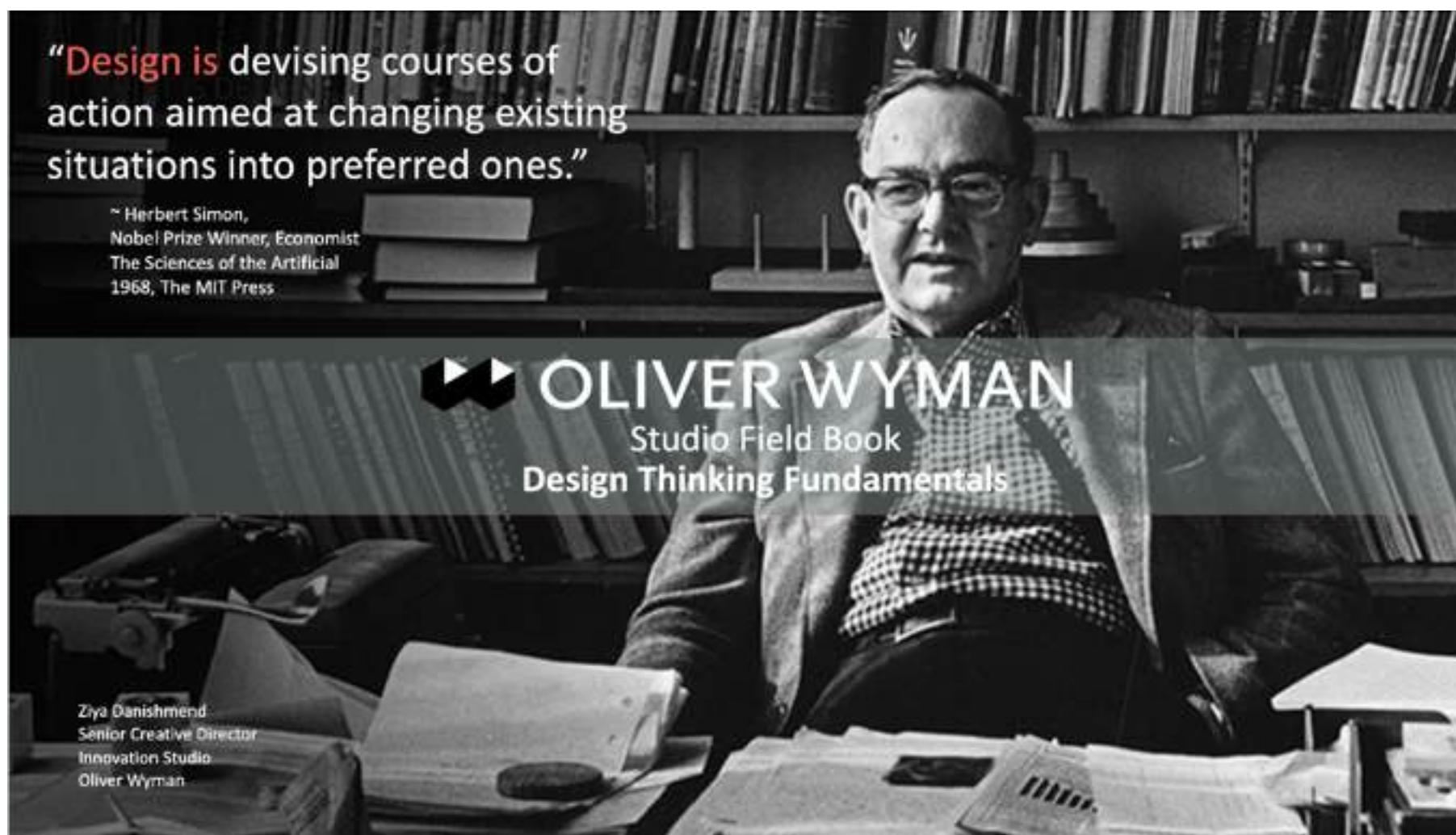
# Innovation Studio

*Lead designer and writer. Designed and authored field books to help OW teams explain and sell design thinking.*

**Opportunity:** Translate abstract design thinking concepts into tools that consulting partners could confidently use with clients.

**Action:** Developed Field Books with frameworks and tools to scale design literacy.

**Result:** Empowered partners to lead design-led engagements, expanding the studio's impact globally.



# Awareness

+

**Arcadia** is an AI-powered customer insight platform I created to turn fragmented research into actionable customer journeys. By combining qualitative insight, behavioral data, and machine-assisted synthesis, Arcadia surfaces unmet needs and high-impact opportunities—driving **\$25M+ in new business** and helping teams align and invest with clarity.

She's contracted  
knows she has  
to market it  
but needs more  
info

MOLLY NEEDS  
TO BE ABLE  
TO STATE THE  
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MOLLY  
TO LEA  
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COURSES  
RELATIVE TO  
HER INTEREST

WENT TO  
A TALK  
Heard about  
PWU at  
PW event

DOT AN  
MAIL FROM

WEBINAR

MOLLY WANTS

INTUITIVE  
SITE  
(FEW WORDS,  
MORE GRAPHICS)

PERSONALIZE  
EXPERIENCE  
GET TO  
Relevant  
Information

SME  
IMAGE/  
PROFILE &  
CONTACT INFO  
ON EACH  
LECTURE

LINK to  
BOOKS ICON  
ORDER ON  
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TOPIC

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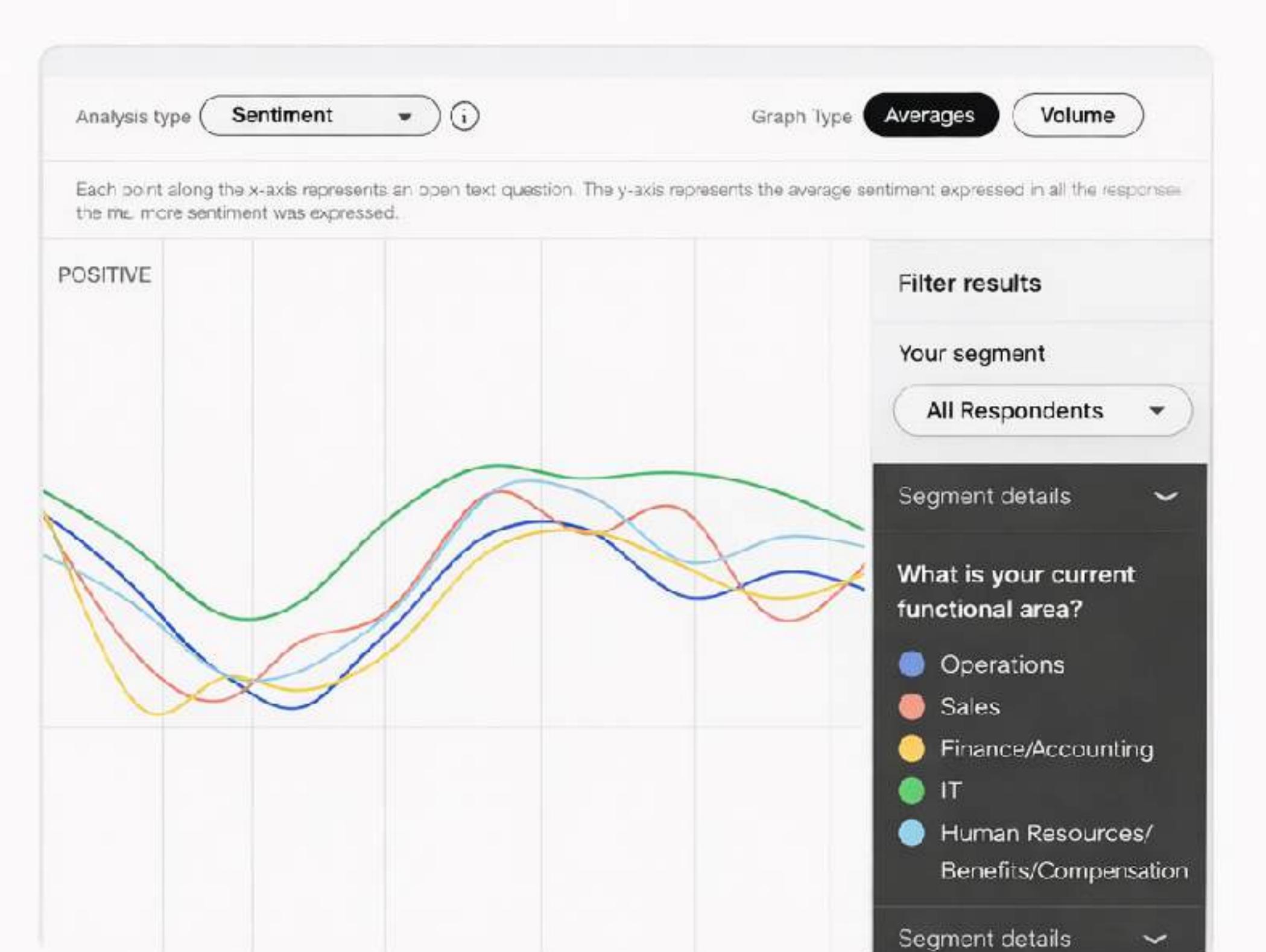
AGREE ON THINK  
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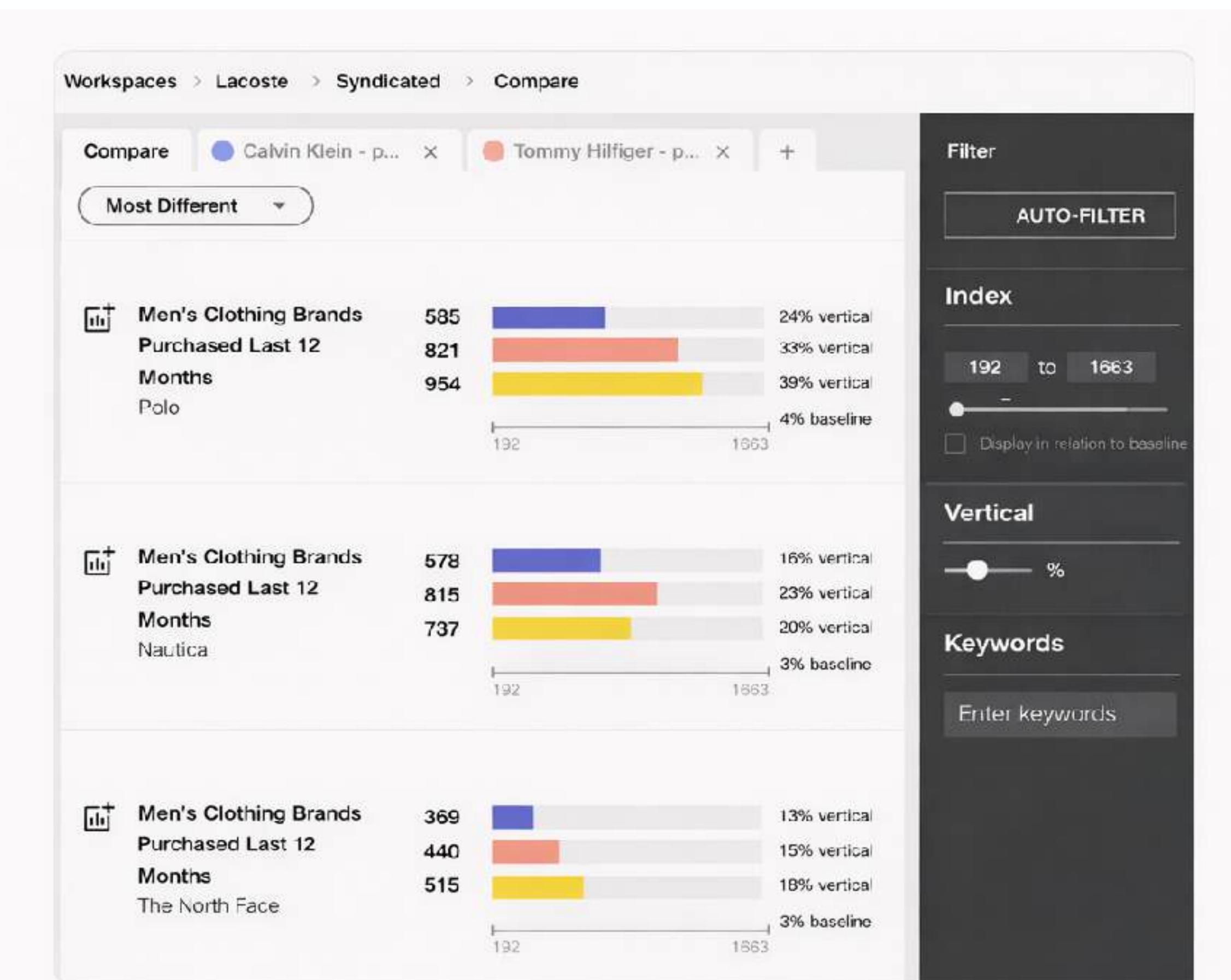
## Decode your customers' emotional journey

Arcadia transforms raw insight into dynamic customer journeys that reveal needs, pain points, and moments of opportunity across the end-to-end experience. By analyzing emotional signals, sentiment, and language patterns alongside behavioral data, Arcadia helps teams understand not just what customers do—but how they feel at critical moments—enabling more empathetic, effective design and business decisions.



## Power through syndicated data

This screen shows how Arcadia enables teams to import syndicated research and automatically compare segments, brands, or audiences in seconds. AI-assisted analysis surfaces meaningful similarities, differences, and outliers that would otherwise require extensive manual effort—turning static datasets into clear, actionable insight that supports prioritization and strategic focus.





## Streamline survey design & execution

Arcadia allows teams to design and field surveys directly within the platform or integrate surveys from third-party providers. Questions are structured around defined journey stages, enabling responses to be analyzed in context. This approach helps teams move beyond surface-level feedback to uncover deeper motivations, challenges, and unmet needs along the customer journey.

**Question total: 21** Demographic questions Behavioral and psychographic questions User questions

**User journey questions** [EDIT JOURNEY STAGES](#)

7 Journey stages

**DISCOVER**

**What were the first things you started thinking looking for a new Human Capital Management (HCM) provider? What led you to begin the process? Was it more focused on fixing a current challenge or exploring new opportunities?**

Show in results

**NEW QUESTION**

**LEARN**

**What were some of the pleasant surprises or challenges you had when trying to learn about Human Capital Management (HCM) providers?**

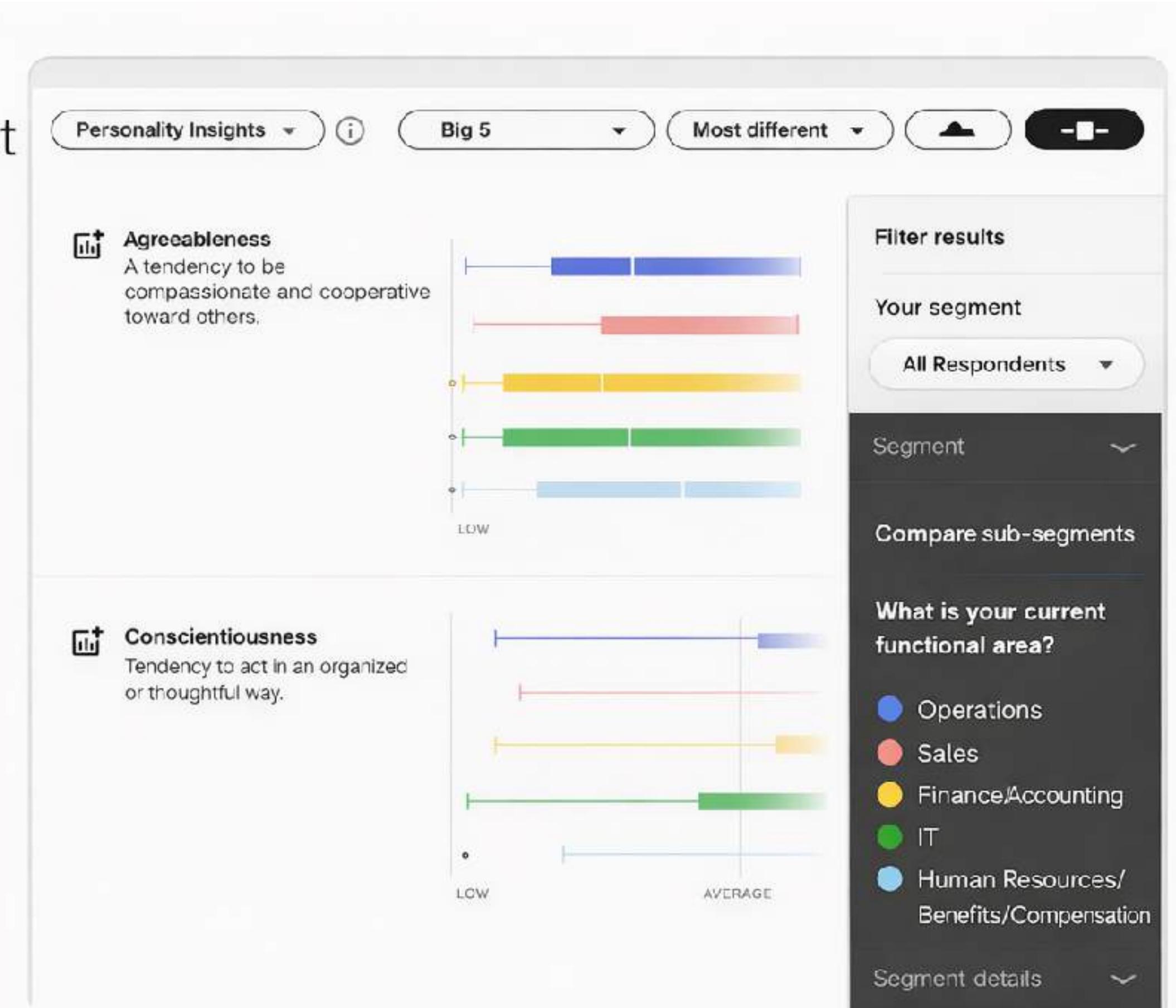


# Creator

## Understand your customers inside and out

Arcadia builds psychographic and personality profiles for survey respondents, using frameworks such as the Big Five to identify behavioral patterns and motivational drivers across segments.

These insights enrich customer journeys with a deeper understanding of *why* people behave as they do—supporting more precise targeting, more resonant experiences, and more confident product and service decisions.



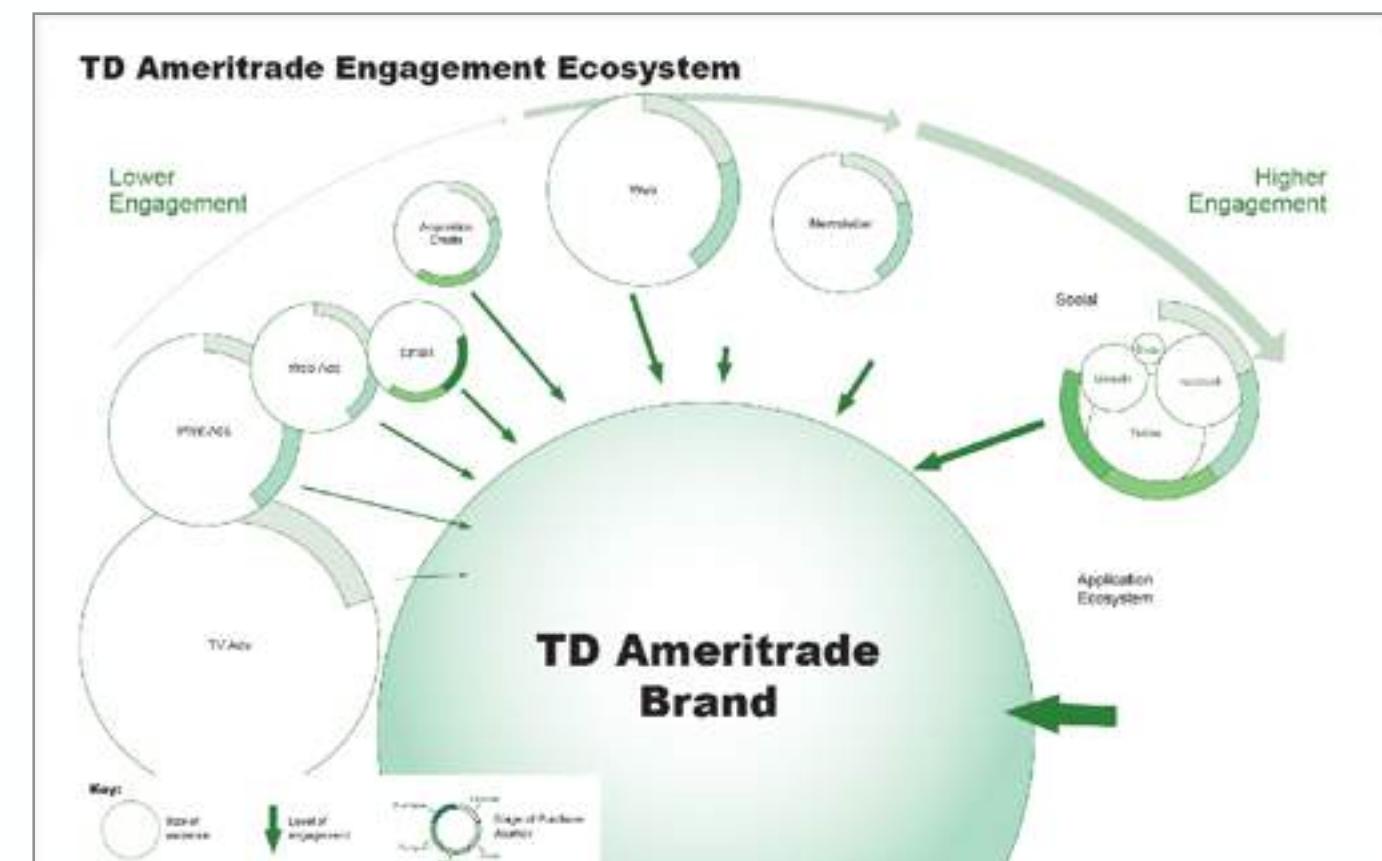
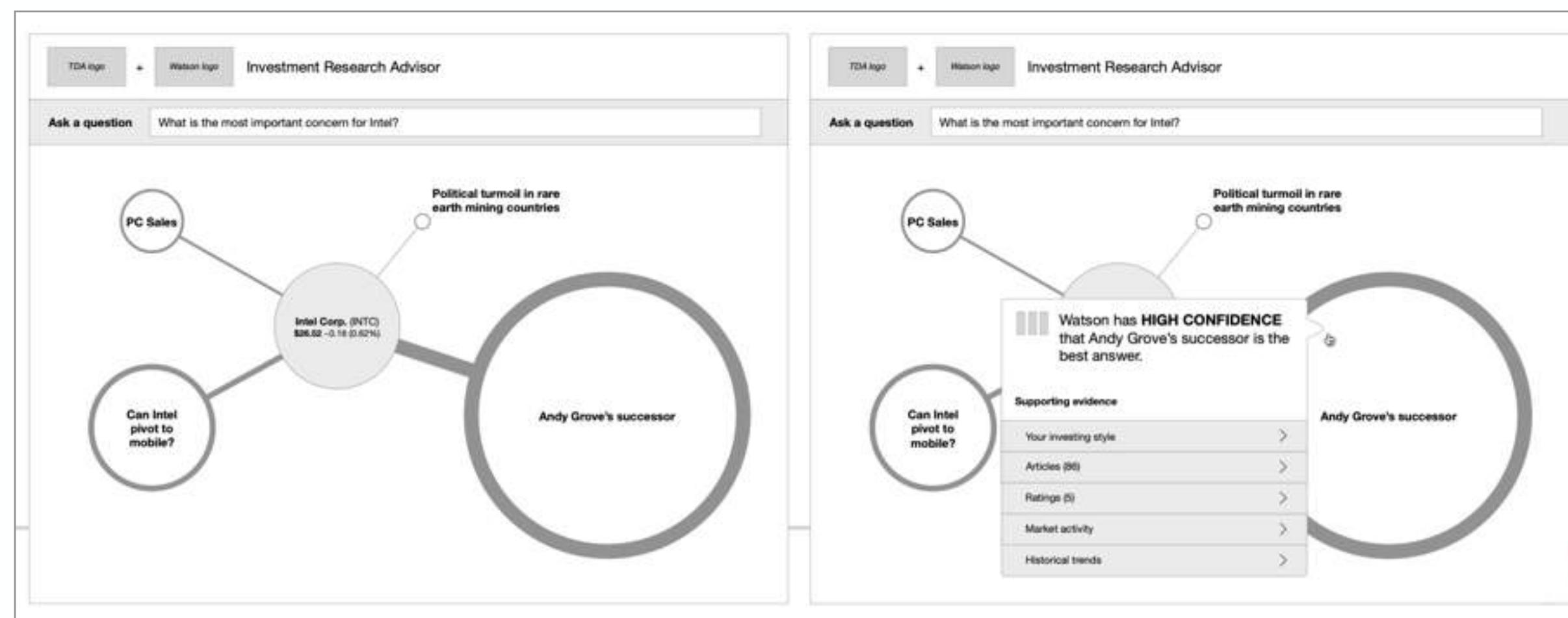
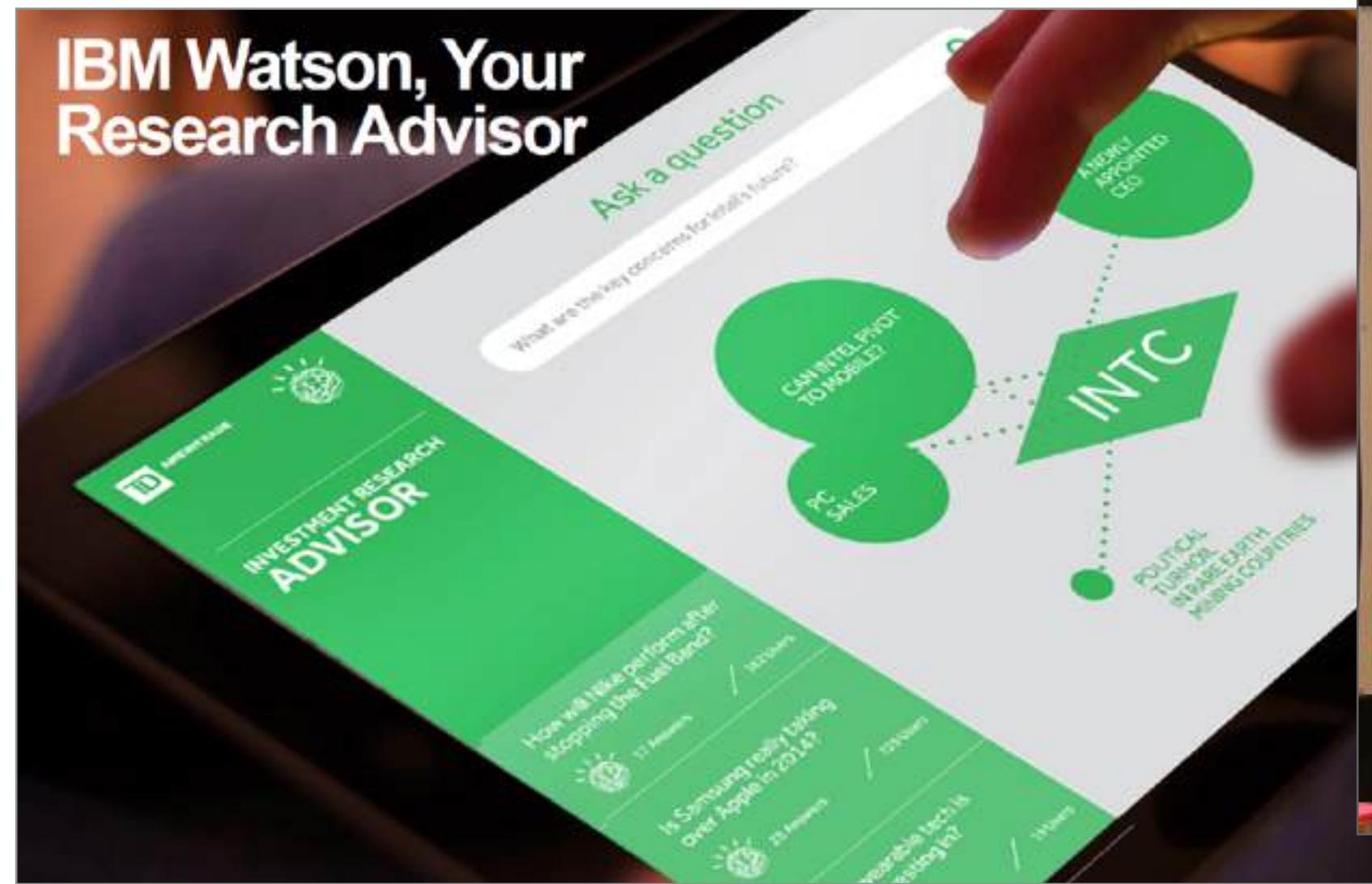
# Re-imagining a financial services company

*UX lead. Secured win and drove change via a customer-first, future-focused approach (powered by AI).*

**Challenge:** Address fragmented digital offerings unable to meet evolving customer expectations

**Action:** Developed data-driven solutions (IBM Watson AI powered financial insights)

**Result:** Won \$11M account and created foundation for customer-centric product development



# Global Digital Transformation

**Global UX lead to help shepherd and coax teams into working customer/patient first.**

**Opportunity:** Modernize GSK's global efforts to become a patient and customer centric company across all their brands

**Action:** Traveled extensively to facilitate and teach design thinking and innovation workshops to GSK teams

**Result:** Honed design frameworks, product offerings, processes and innovation techniques across the org



## Customer Journey: Reactive/Proactive — example

Awareness	Consideration
<p><b>FRIENDS</b> I message a friend who's an "expert" on all things skin because I'm having my latest flareup</p>	<p><b>DERMATOLOGIST FAQ</b> I want more info, so check out the interactive Dermatologist FAQ (on YouTube — linked from the website)</p>
<p><b>VLOGGERS</b> Following her advice, I check out one of her go-to vlogs — the vlogger talks about different product. I check out their websites</p>	<p><b>RESEARCH</b> Due diligence makes me do further research — competitor websites, bloggers etc. I decide to get free samples from whoever will dish them out!</p>
<p><b>HERO/CUTDOWN VIDEO</b> The video on the Physiogel website is piques my curiosity — science!</p>	<p><b>WEBSITE</b> I follow a banner ad (SEM) that links me back to the website</p>
<ul style="list-style-type: none"> <li>- What can help my dry/itchy skin?</li> <li>- Is there something that just does the job but isn't a cosmetic?</li> <li>- What is the science behind the brand?</li> <li>- How can I make Physiogel part of my daily routine?</li> <li>- Is Physiogel better than what I'm currently using, and if so, why?</li> <li>- My skin needs more protection as I age - will this work?</li> <li>- How can I protect myself from the drying effects of the sun and pollution?</li> <li>- Is there something that just does the job but isn't a cosmetic?</li> <li>- How do I know if this product works?</li> <li>- What are people like me doing for body care?</li> <li>- Is this a cost effective treatment?</li> </ul>	<ul style="list-style-type: none"> <li>- Who is using Physiogel?</li> <li>- What other products do the same thing?</li> <li>- How does it actually work?</li> <li>- How fast does it work?</li> <li>- Can it cure my skin condition?</li> <li>- Will it protect my skin?</li> <li>- Is it smelly? Is it sticky?</li> <li>- How long does it take to dry?</li> <li>- Is it natural?</li> <li>- What's the right product for me?</li> <li>- Are there side effects?</li> <li>- Is there a rebound if I stop using it?</li> <li>- What's the long term efficacy?</li> <li>- When is the optimal time of day to apply skin care treatment?</li> <li>- What can I do to compliment treatment? Diet? Exercise?</li> </ul>
<ul style="list-style-type: none"> <li>- Do they know about my brand: unaided/aided?</li> <li>- How do we compare to other brands in: awareness, site visits, searches, social mentions?</li> <li>- For people who know the name "Physiogel", what do they know about the product?</li> <li>- What do you see as Physiogel's big differentiator? What's attractive to you?</li> <li>- What are the triggers for a first time user customer vs a switcher?</li> <li>- Where are you getting the most information about dry skin?</li> <li>- What messages drive trigger interest among switchers?</li> <li>- Can we take a look at competitor banner ad click rate? Are they more/less successful? Does "type" or "tone" matter?</li> </ul>	<ul style="list-style-type: none"> <li>- What do they want to learn?</li> <li>- Are customers researching options even when they are satisfied with current treatment?</li> <li>- What is the information people are looking for? What content are they engaging with the most?</li> <li>- Customer consideration is site visits and engagement, but what about the HCP in the equation?</li> <li>- How do we leverage existing customer ambassadors to go higher in consideration?</li> <li>- What information do customers want to know about Physiogel? Does it differ from market to market?</li> <li>- What is celebrity impact?</li> <li>- Who is watching our videos?</li> <li>- Can we track exposures &amp; touches of the site/media before conversion?</li> <li>- What are all the activities customers do to help them consider Physiogel? How much influence does Doctor/Nurse have?</li> <li>- Website page views - which are most viewed? Has this changed over time?</li> <li>- How do we get sign-ups through Physiogel.com?</li> </ul>

## Customer Questions

## GSK Questions



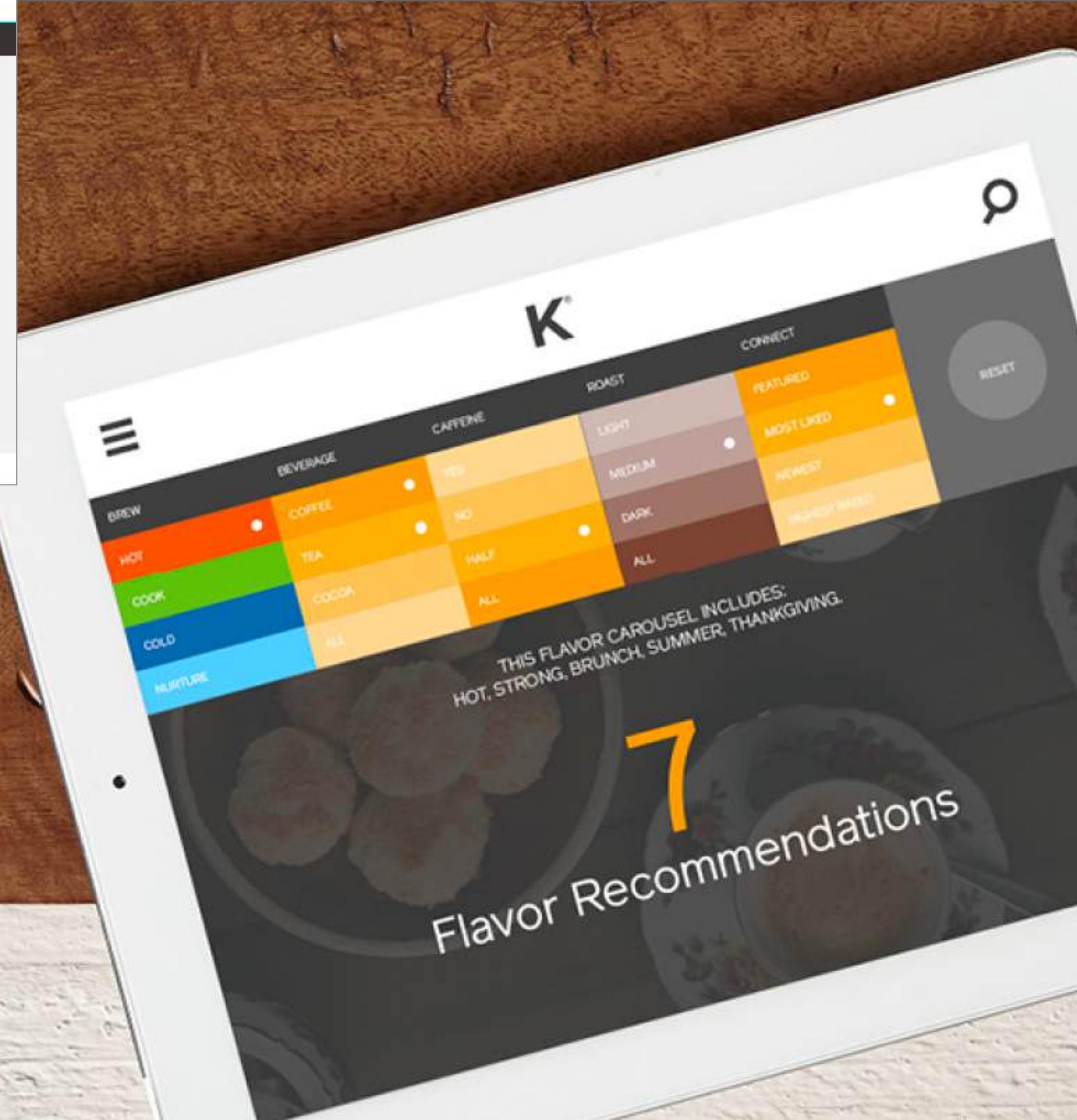
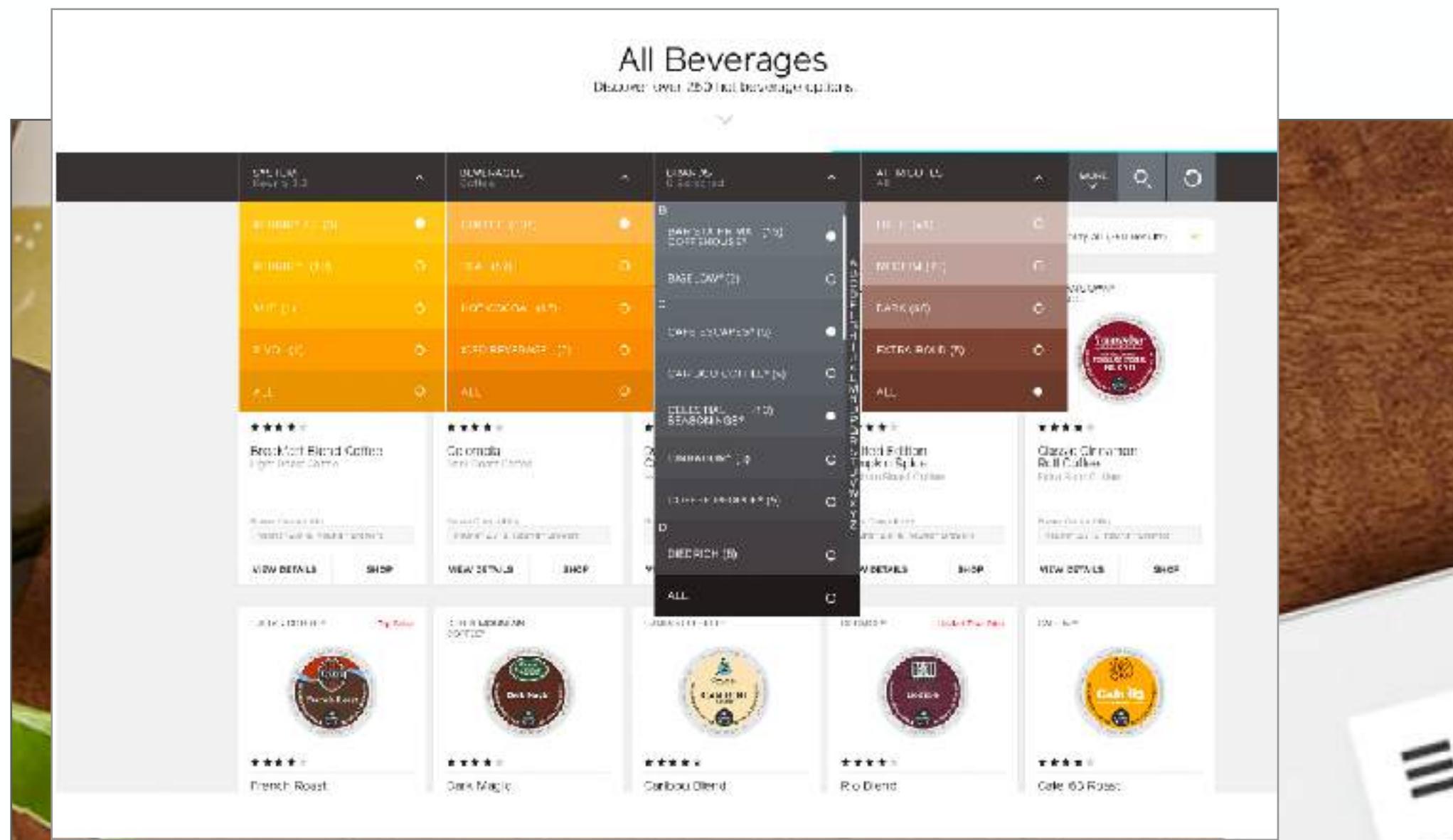
# E-Commerce Powerhouse

*UX lead to encourage new and existing customers to explore over 200 K-Cup flavors.*

**Opportunity:** Create distinctive e-commerce experience for 200+ coffee products

**Action:** Developed innovative flavor profile system enhancing product discovery

**Result:** Won \$11M account, increased engagement 33%, and expanded influence into hardware product development



UI design by [Manuel Dilone](#)

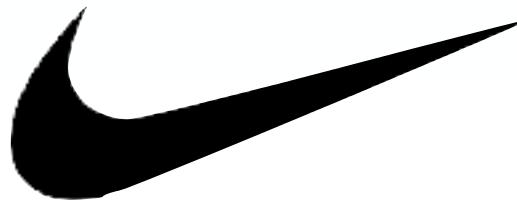


# E-Commerce Powerhouse

*UX lead to re-design the e-commerce experience across all touchpoints.*

Redesigning the shopping experience from the ground up helped us dig deeper into the Keurig brand and empowered the team to explore new product ideas.

The image displays three screenshots of a Keurig e-commerce prototype. The first screenshot shows a product page for the Keurig K50 Brewing System, featuring a large image of the machine, a brief description, and a 'Buy Now' button. The second screenshot shows a 'Delivered' page for the Keurig K10 MINI Plus Brewing System, displaying the product image, price (\$99.99), and a 'Choose Your Base Color' section with color swatches. The third screenshot is a detailed view of the Keurig K10 MINI Plus Brewing System, showing a large image, a 'Choose Your Base Color' section, and a 'PRODUCT DETAILS' section with various options like 'Single Serve' and 'Double Serve'.



# Nike Run Club MPOS

*UX lead on a team of 3 to redesign the Nike MPOS. Simplified radically after prototyping and in-store field research.*

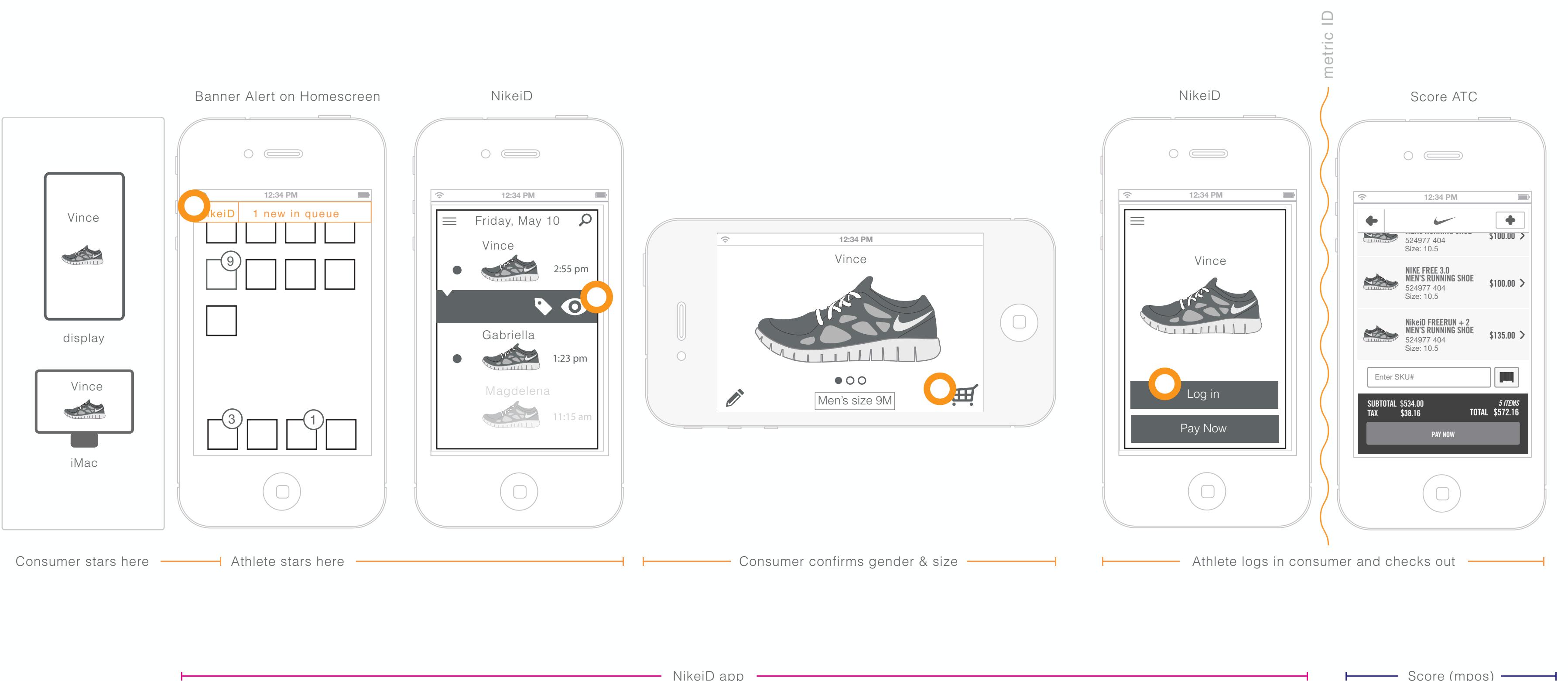
**Opportunity:** Nike Running needed a smarter, more personalized mobile sales tool.

**Action:** Designed a next-gen MPOS using running data and real-time insights for tailored product recommendations.

**Result:** Delivered a prototype that enhanced in-store experience and reached Nike's global innovation team.

## NikeiD Retail flow

Consumer approaches Athlete to retrieve and pay for a NikeiD shoe created on the wall/iMac.





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**Thank you**