

## Select Case Studies



**Ziya Danishmend**

(917)693-1604

[zdanishmend@mac.com](mailto:zdanishmend@mac.com)

[danishmend.com](http://danishmend.com)

[siftlab.com](http://siftlab.com)

[linkedin.com/in/zdanishmend/](https://linkedin.com/in/zdanishmend/)





## 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



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.

Understanding

AGREE ON  
TONE OF  
VOICE

THINK  
ACADEMY  
VOICE

DEVELOP  
CONTENT  
FOR  
VOICE

INTUITIVE  
ROADMAP COLOR  
CODED.  
GREEN COURSES  
TAKEN, GRAY  
TBD

She's ~~convinced~~  
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 LEARN  
THE CHALLENGES  
IN THE PORTFOLIO  
WHICH IS

FLASH ON  
COURSES  
RELATIVE TO  
HER INTEREST

WENT TO  
A  
Heard about  
PWU at  
PW event

DOT AND  
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 I CAN  
ORDER ON  
THE MARKETING  
TOPIC

SIMPLE  
TO  
NAVIGATE

MOLLY NEEDS  
IBM TO HELP  
SHOW HER WHAT'S

NO ACRONYMS

MOLLY NEEDS  
FREE OR LOW

MOLLY WANTS  
IBM/PWU TO

ALL LINKS  
HERE



## 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	Frame 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>Research synthesis: Summarize academic papers, competitive analyses, or stakeholder interviews.</li><li>Persona 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: Stakeholders, EMEs, users.</li><li>Brainstorming flows: Generate multiple versions of a user flow or interaction model.</li><li>Sketching UI ideas: Convert text descriptions into rough wireframes or visual sketches.</li><li>Naming / content ideas: Quickly produce brand language, microcopy, 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>Auto-populate with realistic data: Generate diverse user names, photos, text blocks.</li><li>Design variations: 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 transcripts and find pain points.</li><li>Sentiment analysis: Extract emotional tone from feedback.</li></ul>				
The Tools I Use	<div>NotebookLM</div> <div>ChatGPT</div> <div>Claude</div>		<div>NotebookLM</div> <div>Claude</div> <div>ChatGPT</div>		<div>Figma Make</div>	<div>Figma Make</div> <div>Builder.IO</div>	<div>Glide</div>	<div>Otter.ai / Grain AI</div> <div>NotebookLM</div>				
Sample Prompts	<p>What are the current trends and gaps in [industry/field]?</p> <p>Where is the opportunity space in [industry/field]?</p> <p>What are emerging UX patterns in [industry] that could improve user engagement?</p> <p>What are current UX best practices for [specific interface element]?</p>		<p>Generate 10 different ways users could complete [specific task] in our interface.</p> <p>How might we redesign [problematic user flow] to reduce cognitive load?</p> <p>Brainstorm micro-interactions that could delight users during [specific action].</p> <p>Design 3 alternative onboarding flows for a mobile savings app targeting Gen Z.</p>		<p>Imagine three alternative information models for an (XYZ) tracking app: one built around [idea], one around a dashboard, and one around gamification. Sketch out the flow of each in bullet points.</p> <p>Generate 3 alternative concepts for [product/app/feature], each with a distinct approach. Summarize each in 2-3 sentences with one refining visual or interaction idea.</p>	<p>Design [feature/product] for three different user personas: [persona A], [persona B], [persona C]. Show how each concept differs in prioritized features, and tone.</p> <p>Reimagine [product/feature] as if it were designed by [brand/product/company]. Provide 3 concepts, eg. "Design an online learning platform as if it were for TikTok, (2) IKEA, and (3) Duolingo. What interaction patterns or aesthetics carry over?"</p>	<p>Create low-fidelity wireframes for a [app type] that prioritizes [accessibility/speed/simplicity].</p> <p>Design a mobile-first layout for [specific user task] with clear visual hierarchy.</p> <p>Use the user scenarios (or PRD) to provide a redesign a mobile first application.</p> <p>Re-design (XYZ) app to better address these user needs.</p>	<p>Here's a draft sitemap for an e-commerce platform. Suggest improvements for navigation clarity.</p> <p>Here is a proposed flow for booking 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.</p> <p>Given this list of 25 features and content items for a student portal, cluster them into logical navigation categories. Propose intuitive labels that would be clear to both first-time and returning users.</p>	<p>Build an interactive prototype showing the complete user journey for [specific task].</p> <p>Create a clickable prototype that demonstrates [key interaction] with pre-set feedback states.</p> <p>Design an MVP with the highest value user scenario that will elicit the most responses in a usability study.</p>	<p>Turn this sketch into a Figma mobile wireframe with material design patterns.</p> <p>Populate this prototype with realistic sample data for 10 different users, with gender/ethnic diversity.</p>	<p>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.</p> <p>Analyze these interview transcripts from participants testing a novel app. Extract moments of frustration, delight, or confusion, and map them to specific features or screens.</p>	<p>Generate 5 usability test tasks for [product/prototype], focused on [goal: discoverability, efficiency, trust, etc.]. Make them clear, neutral, and scenario-driven.</p> <p>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.</p>
Outputs	Opportunity areas, trend analysis, market analysis, competitive audits, pain point analysis, business models, user personas, journey maps, usability research summaries, cross pattern libraries, user behavior insights		Interaction concepts, user flow alternatives, micro-interaction ideas, information architecture options, PRD + user scenarios, creative brief		Wireframes, user flow diagrams, content blocking/business modeling, layout explorations	Mid-fidelity prototypes, multiple style variations, auto-filled sample data, usability testing demos, stakeholder presentation materials, developer handoff specs		Test plans, heatmaps & path analysis, thematic summaries of feedback				

Convert these into low-cost/no-cost tools that I use to test/iterate with a specific target audience. For larger studies and feedback, there are enterprise-level platforms like Dsight which I highly recommend



# 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.



## 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.



## 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%.



## UX Lead

---

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



## UX Lead

---

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





## AI Powered Mobile App

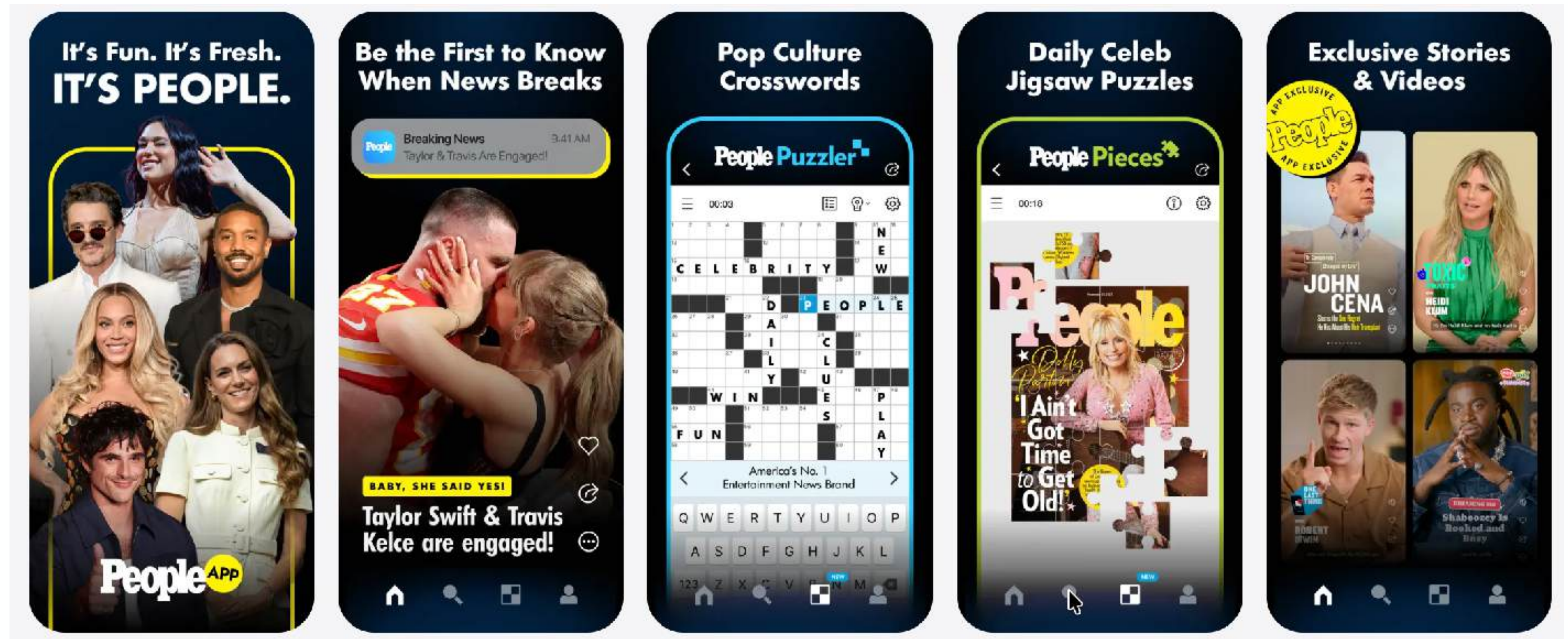
#1 in the App Store on launch

*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**



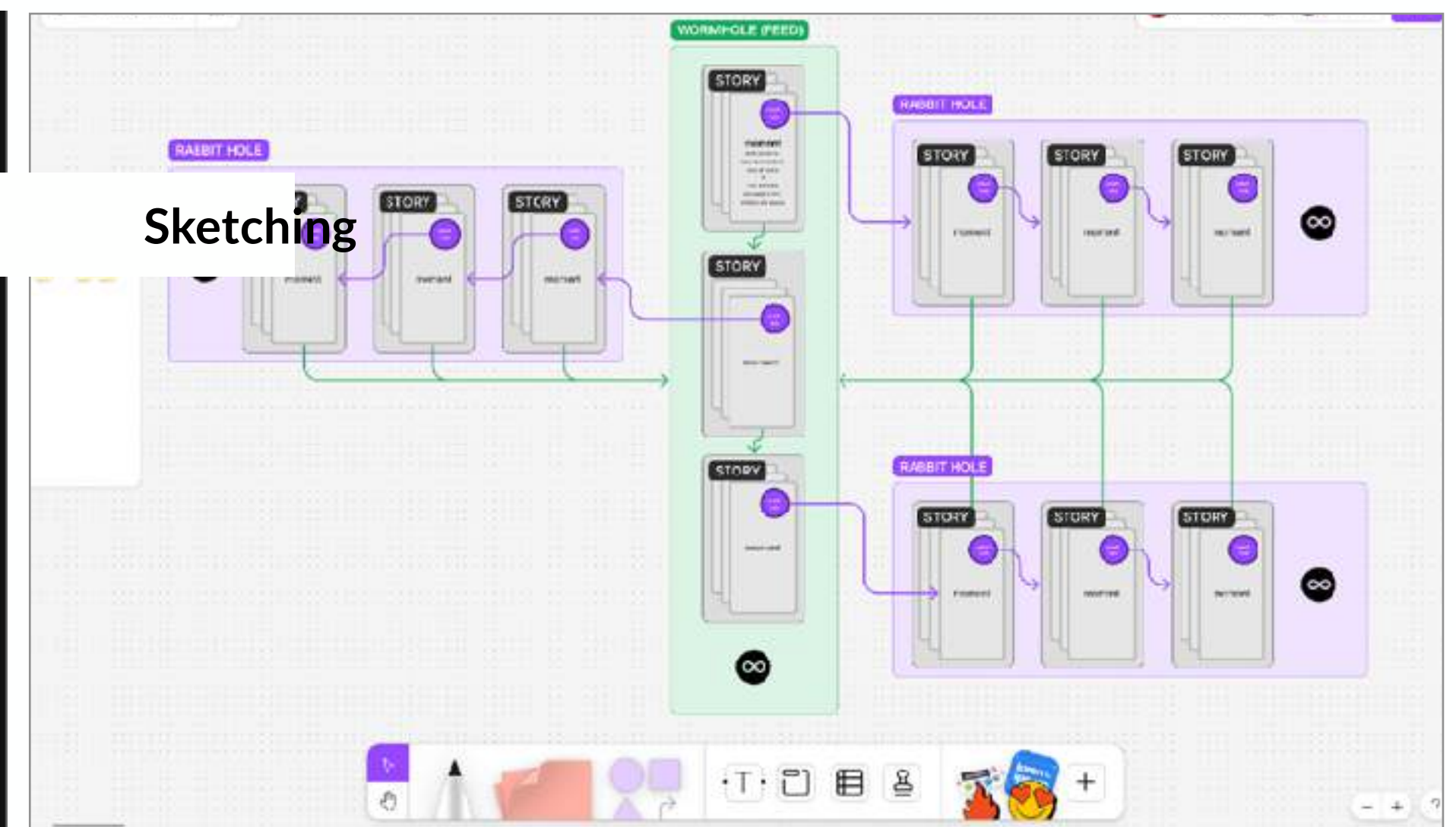
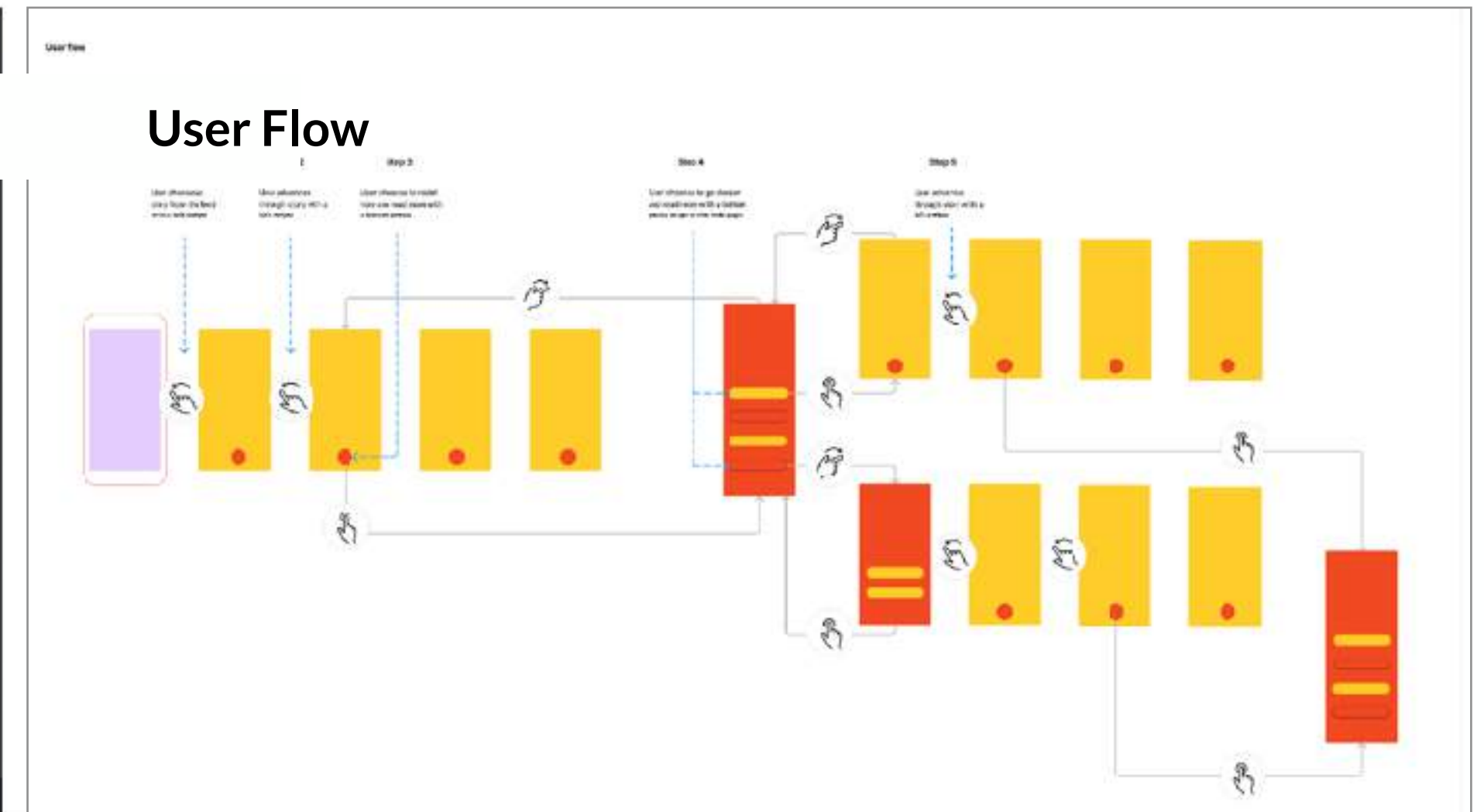
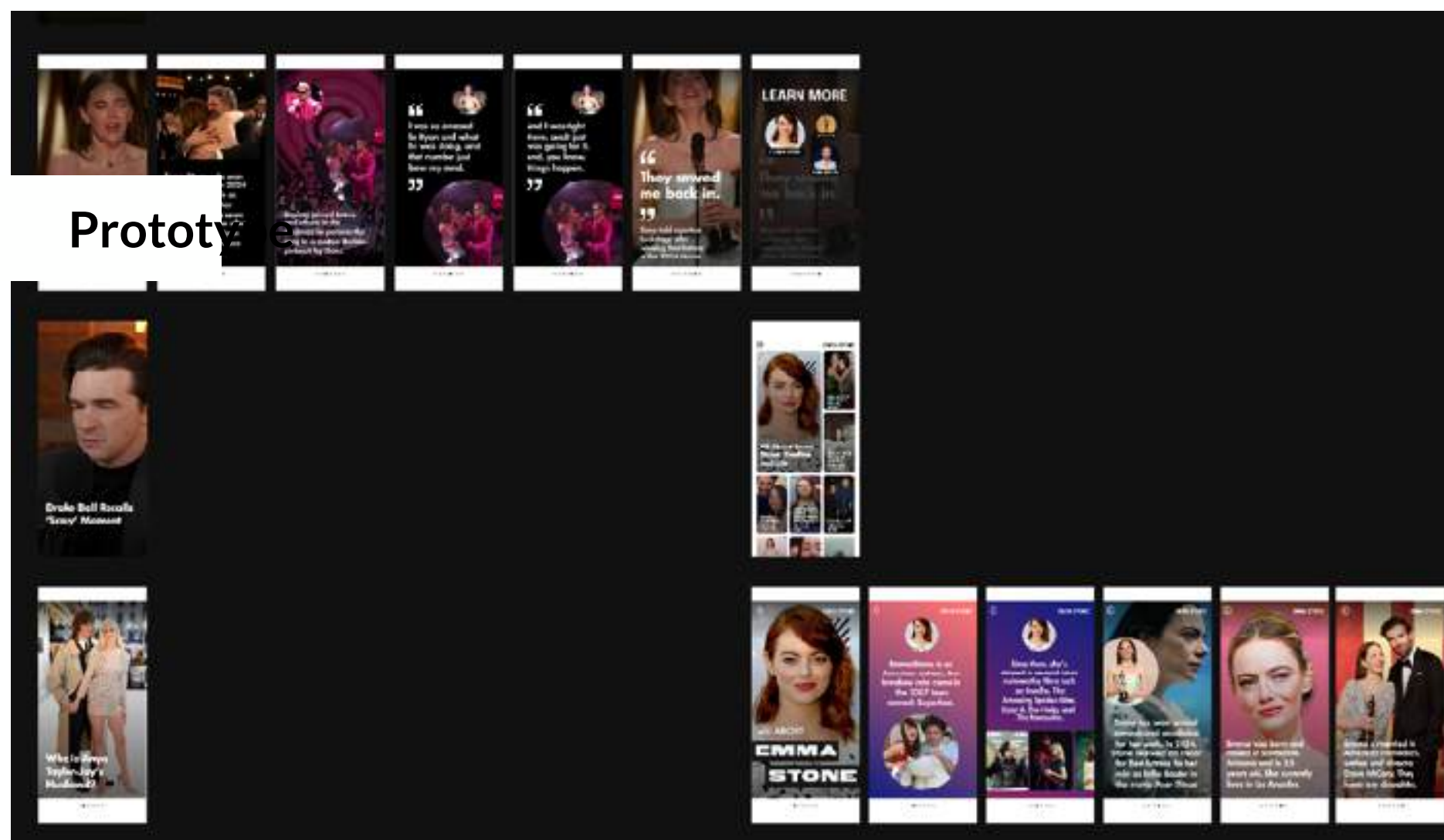
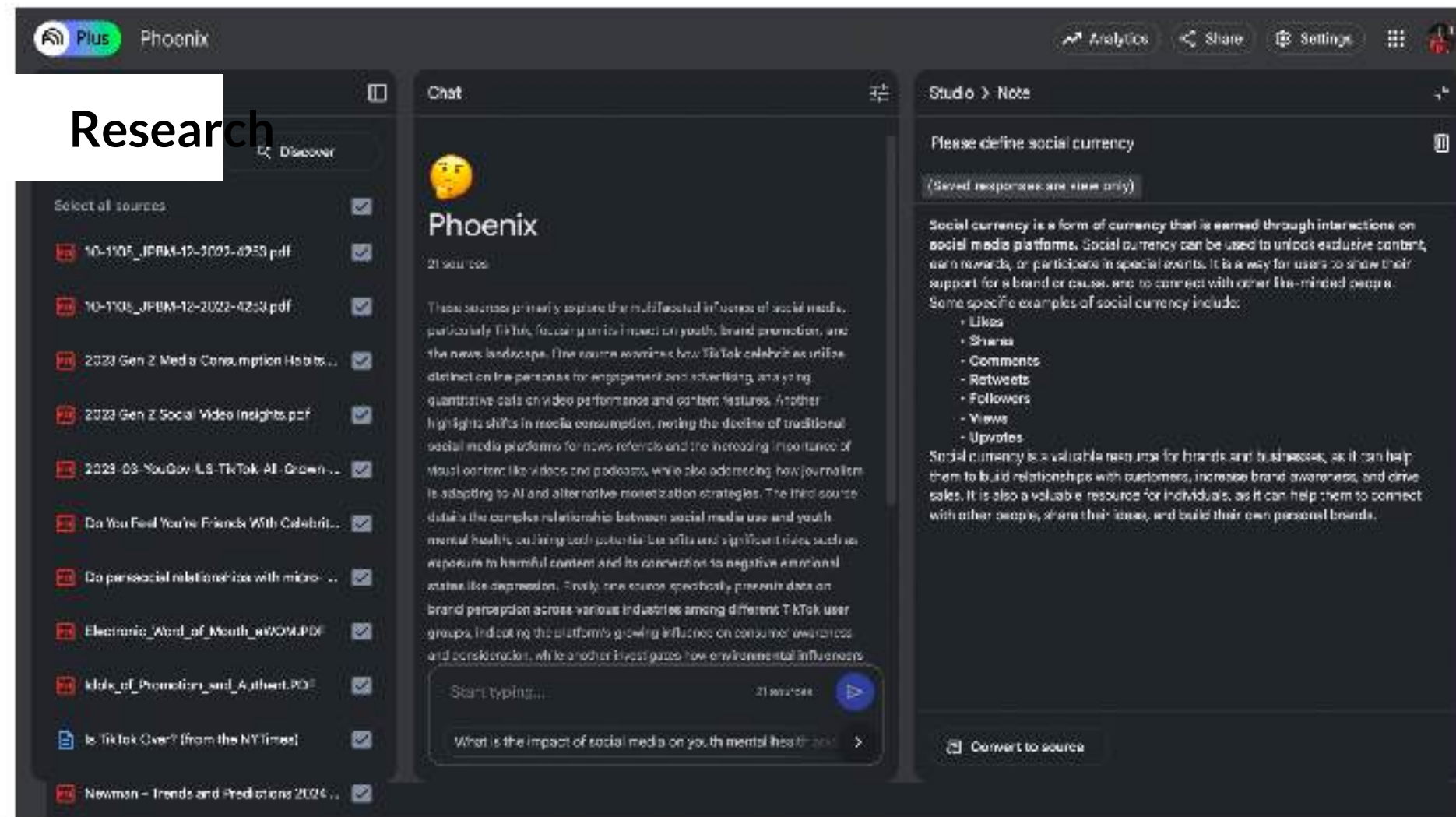


# People

## 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.





# WSJ

## WSJ Re-Design

### Evolution 2.0

### Contemporary Innovation

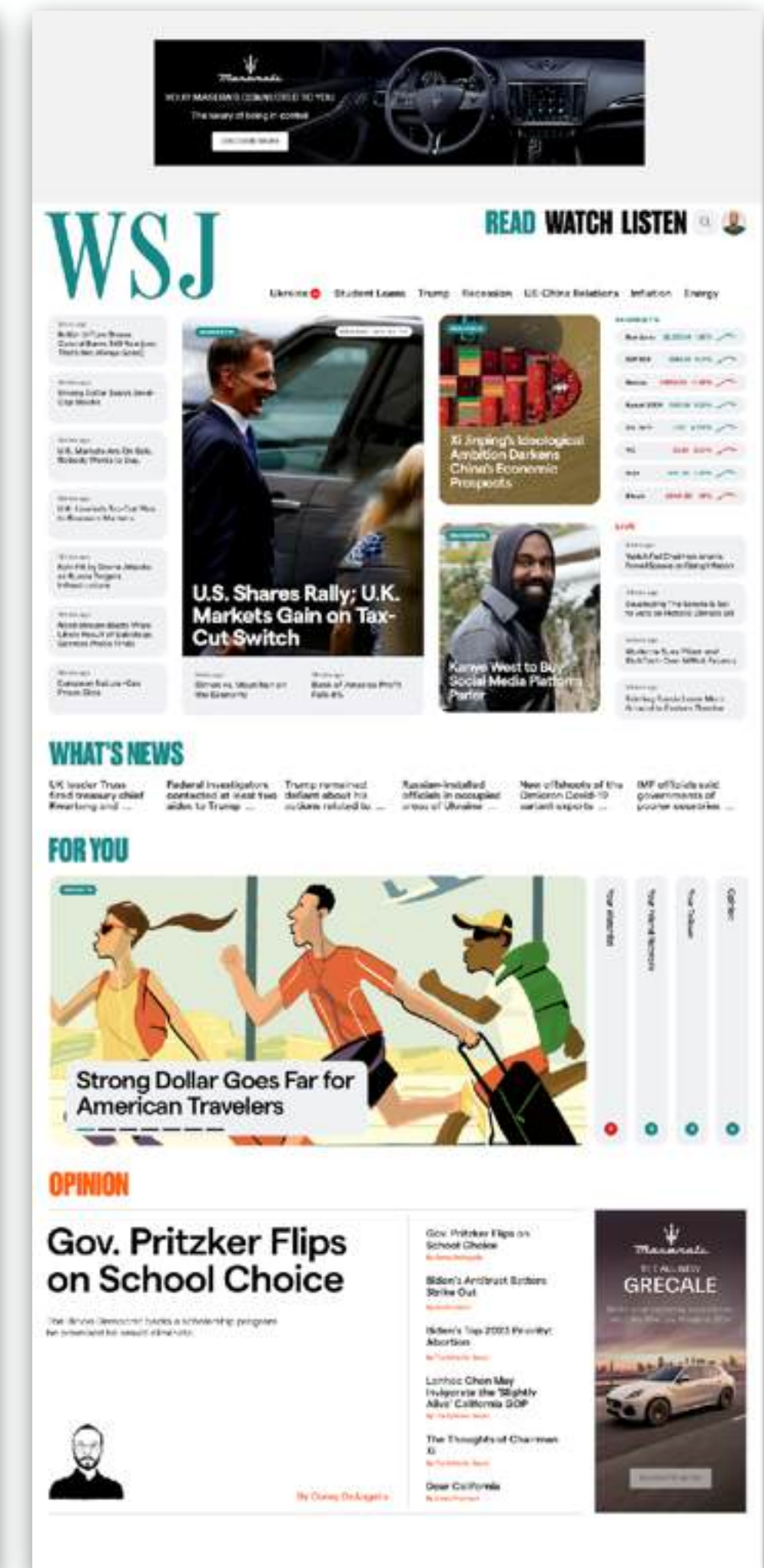
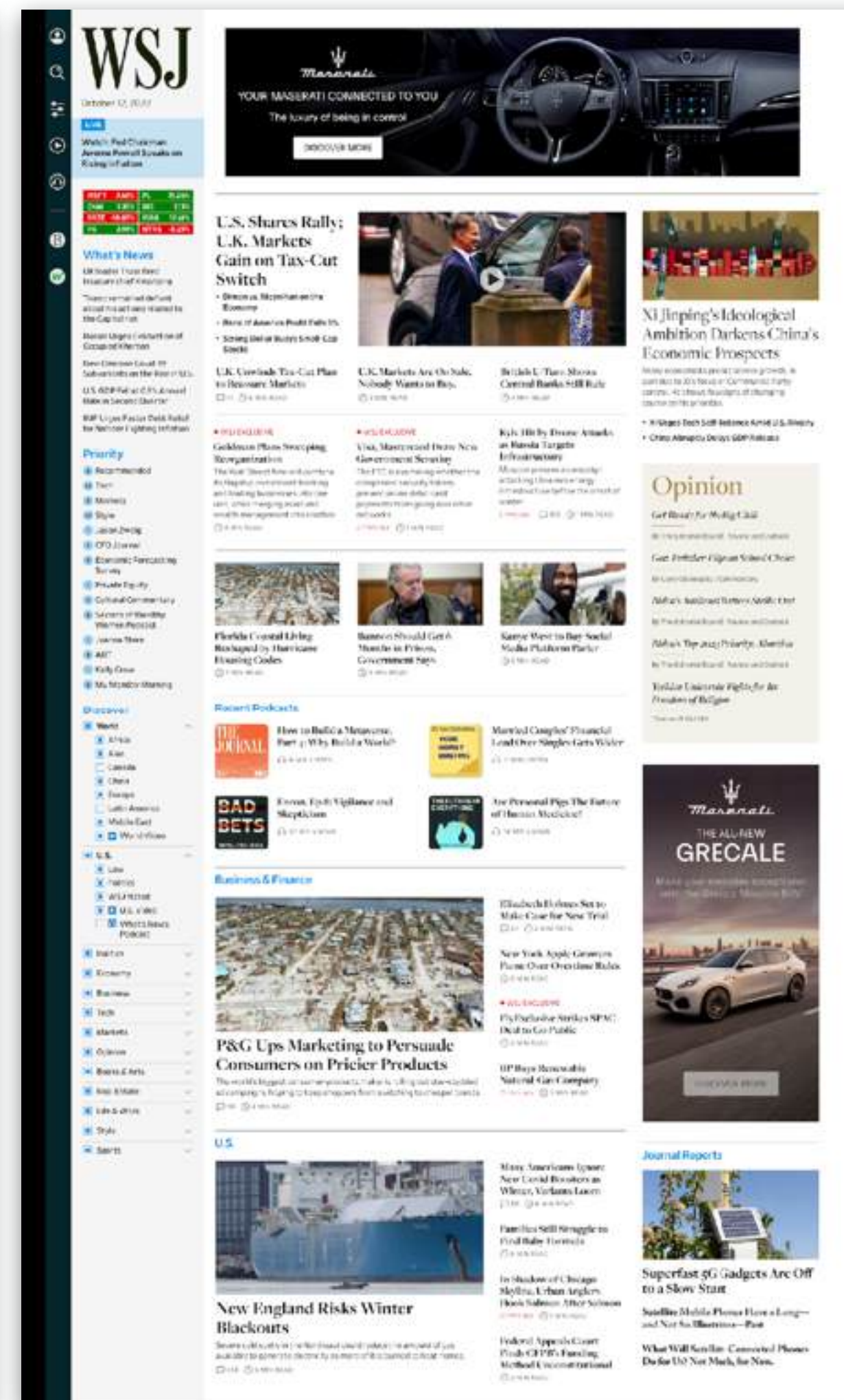
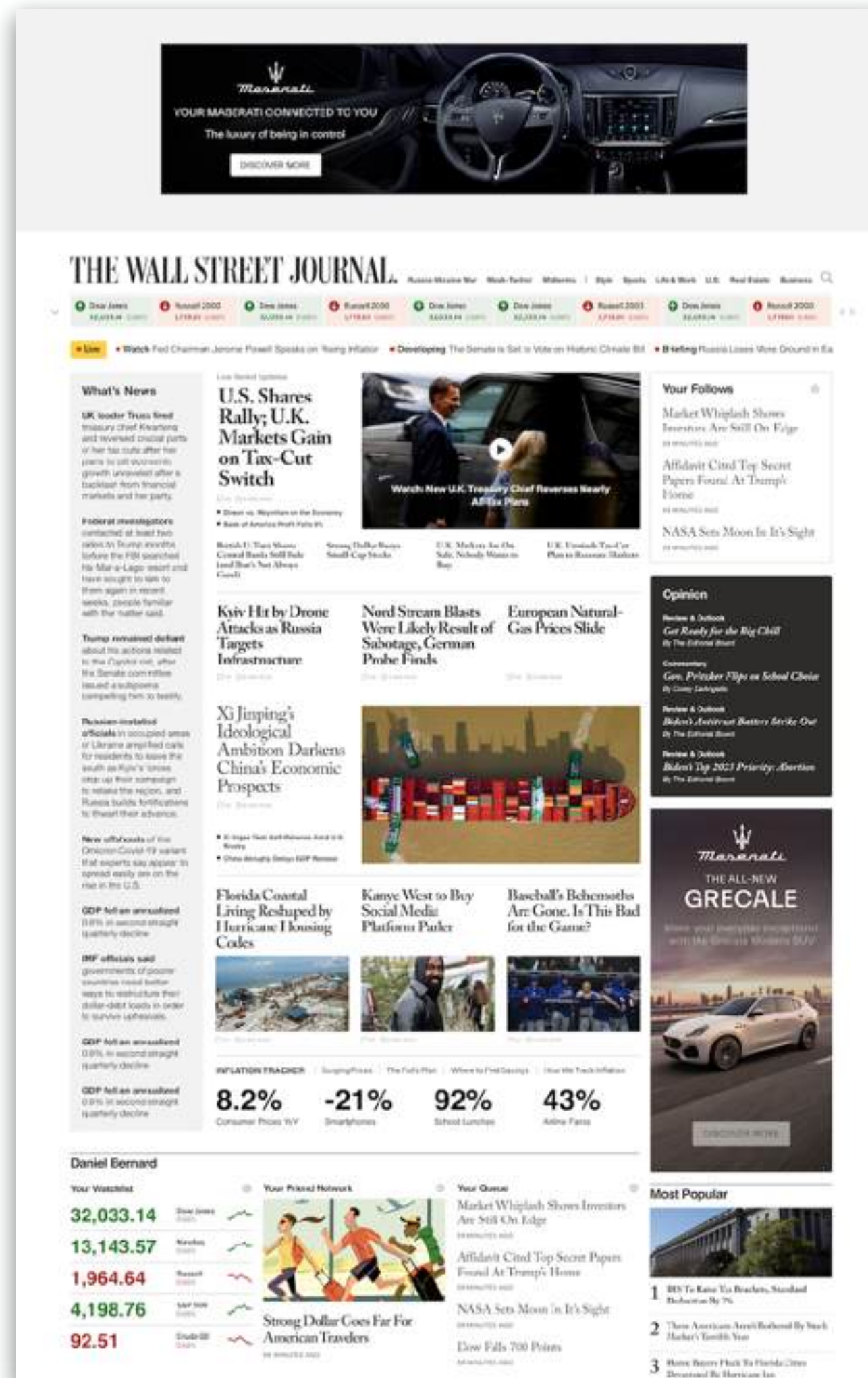
### Reframe

**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





# WSJ

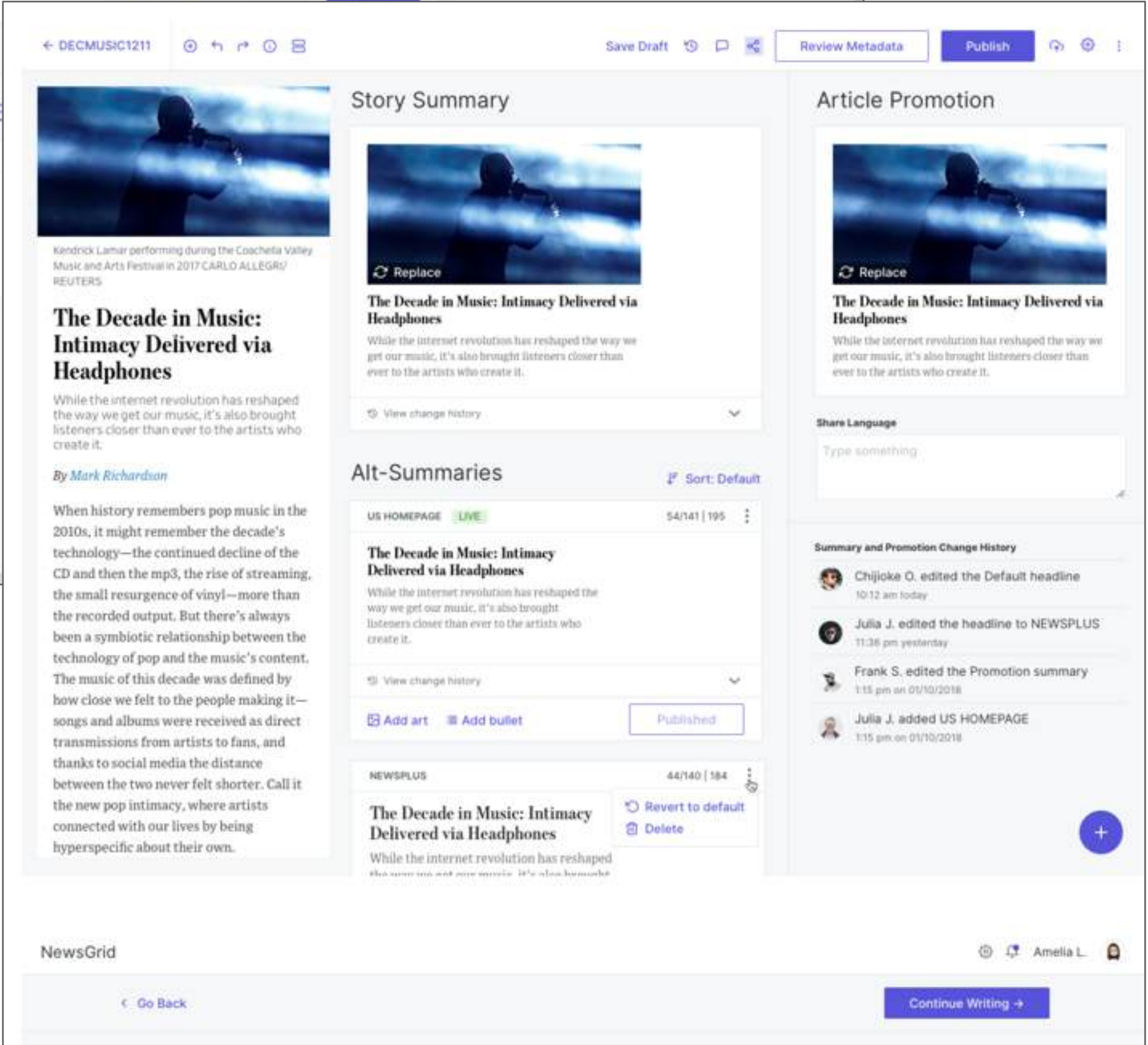
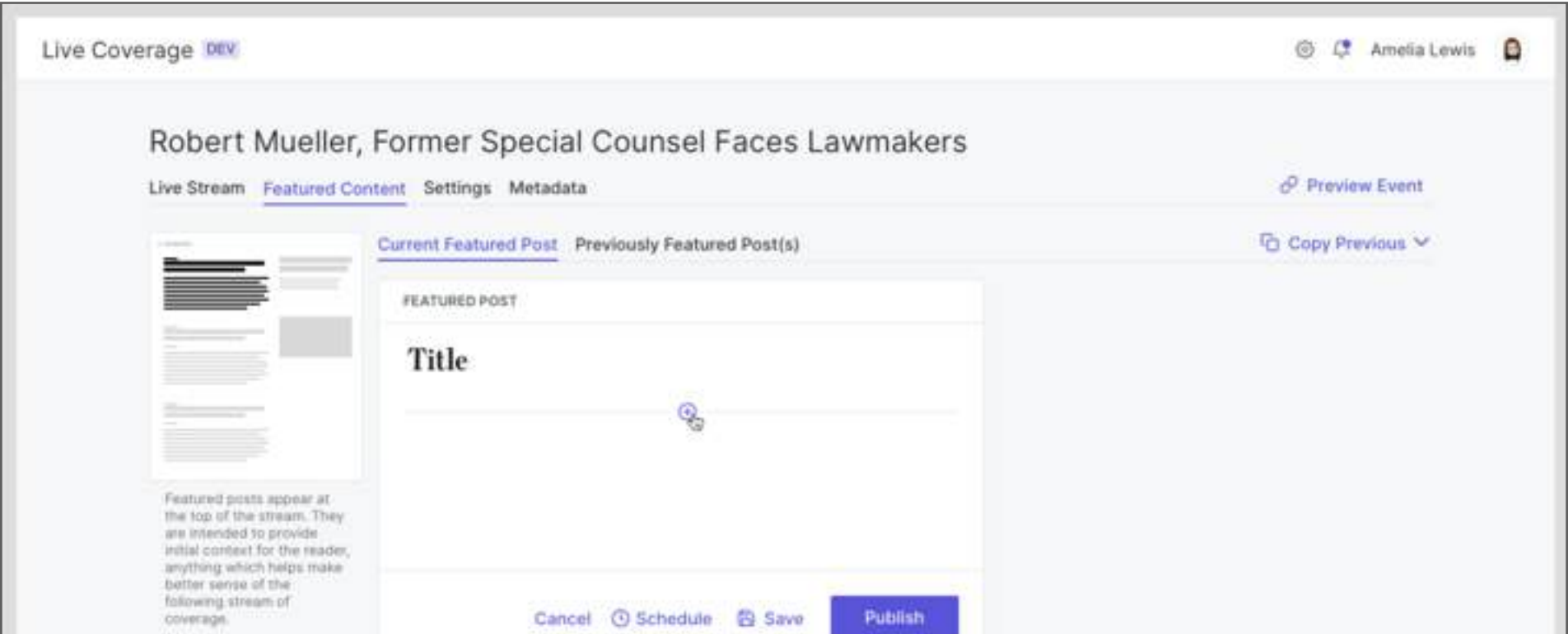
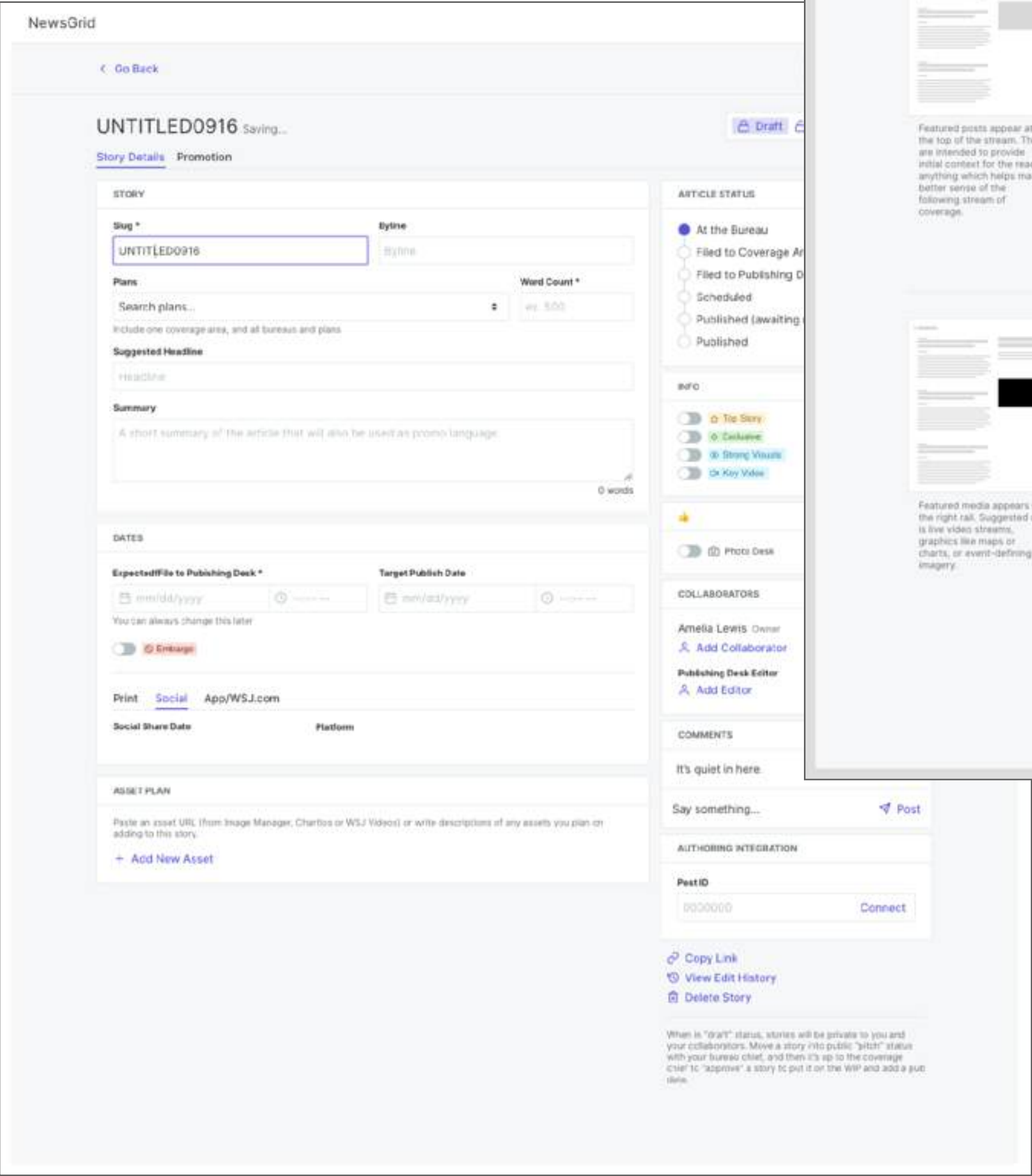
## WSJ Newsroom Tools

*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





# WSJ

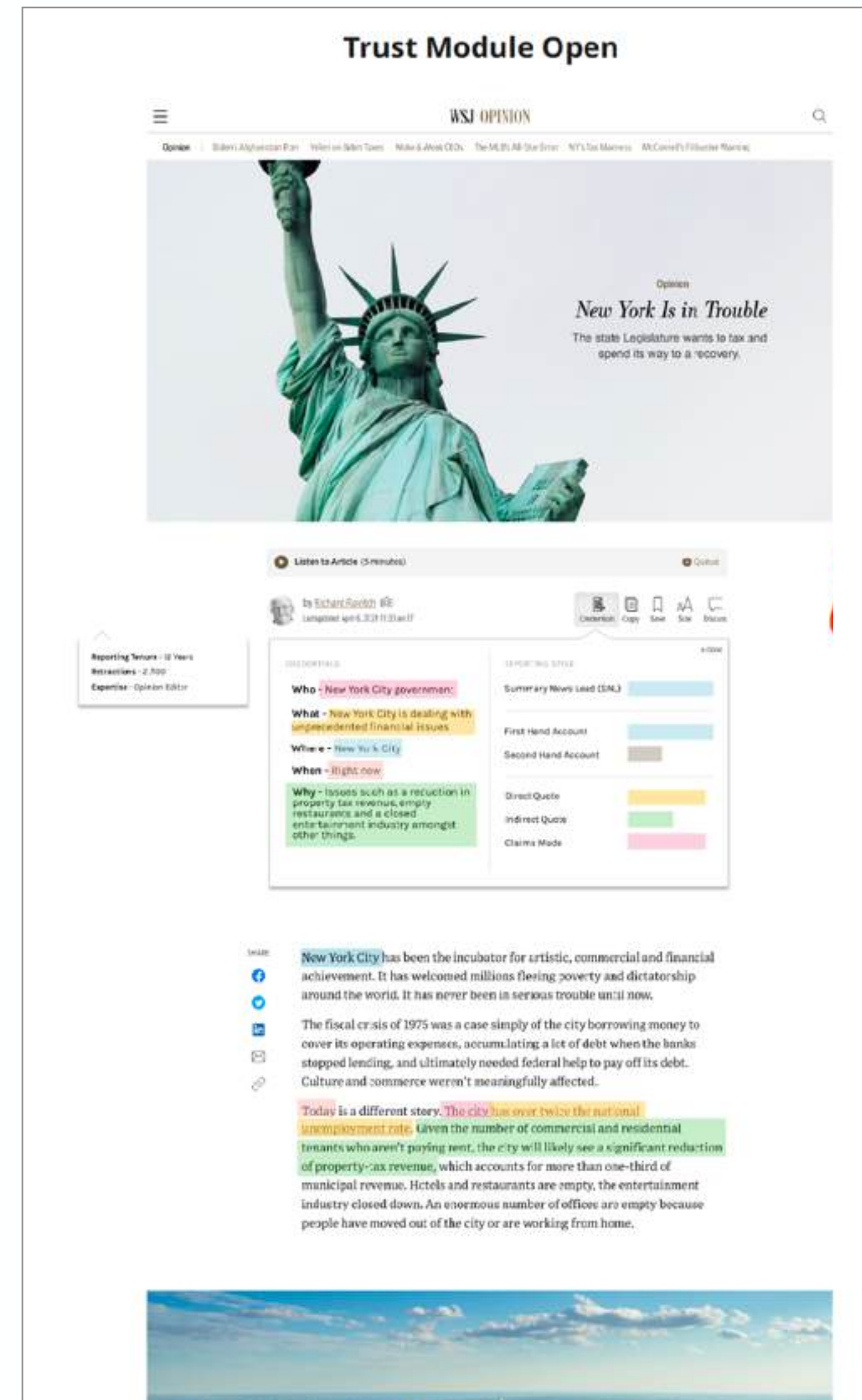
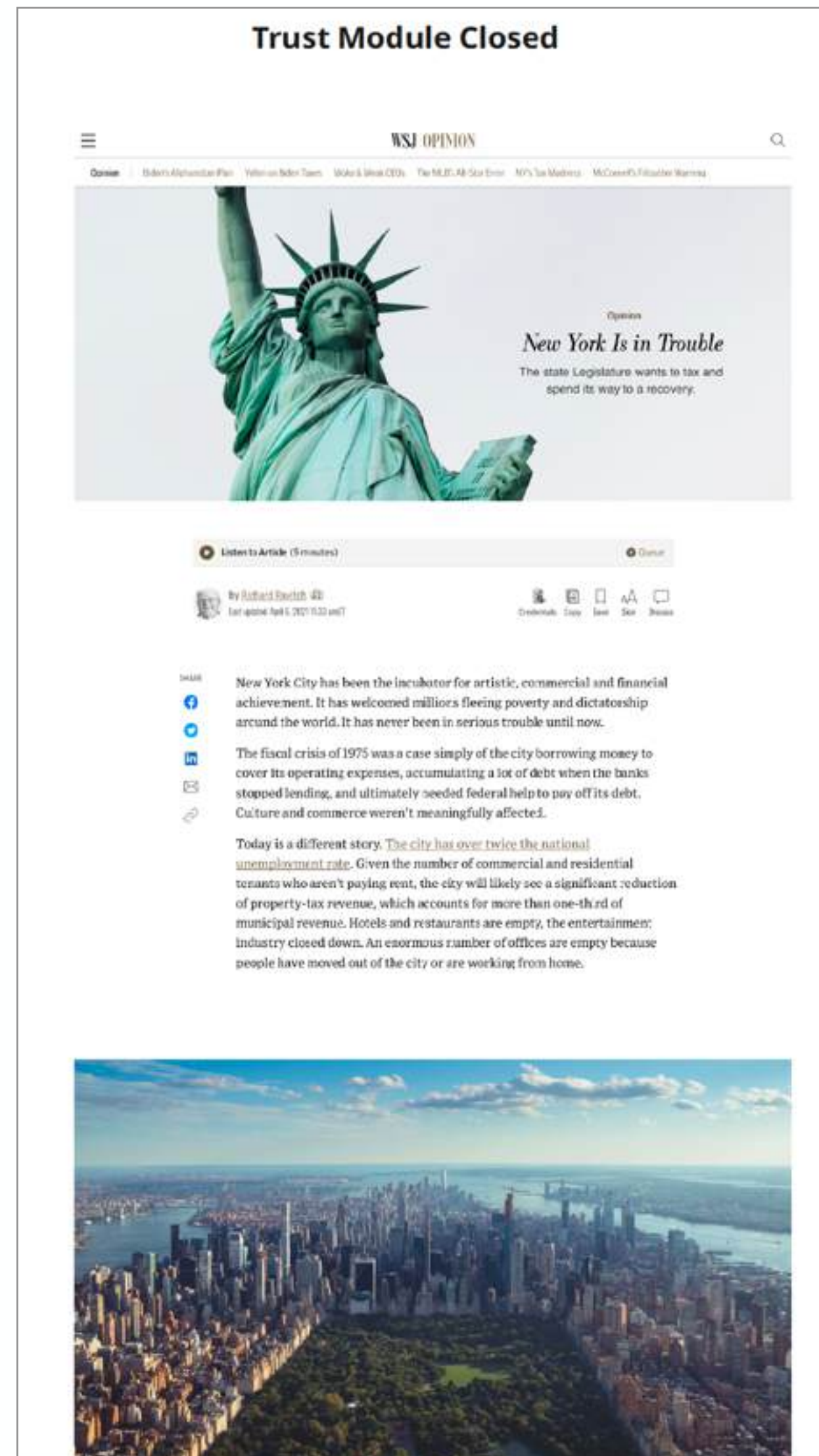
## WSJ Trust Module

*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





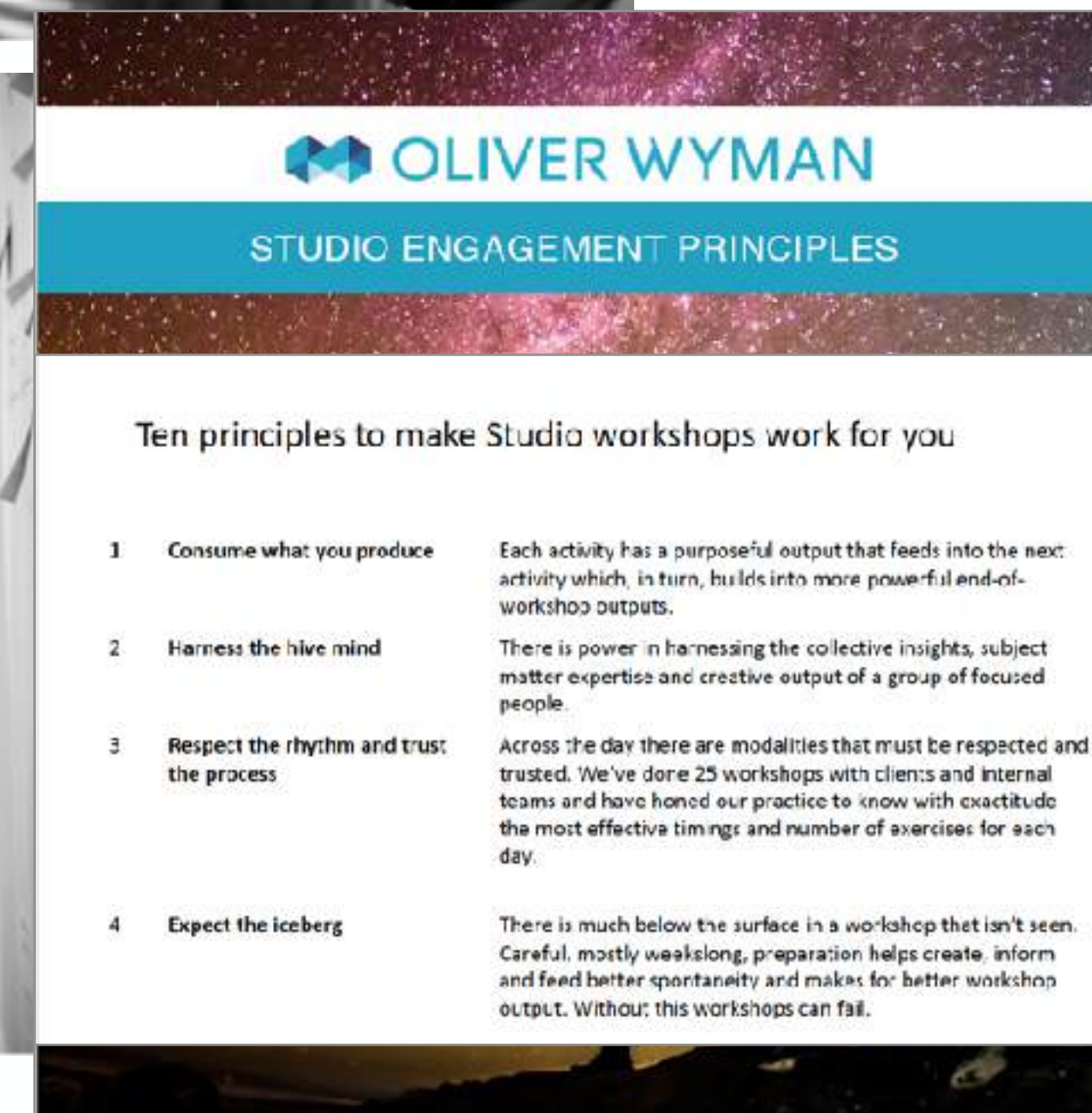
# Innovation Studio

*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 weeklong, preparation helps create, inform and feed better spontaneity and makes for better workshop output. Without this workshops can fail.

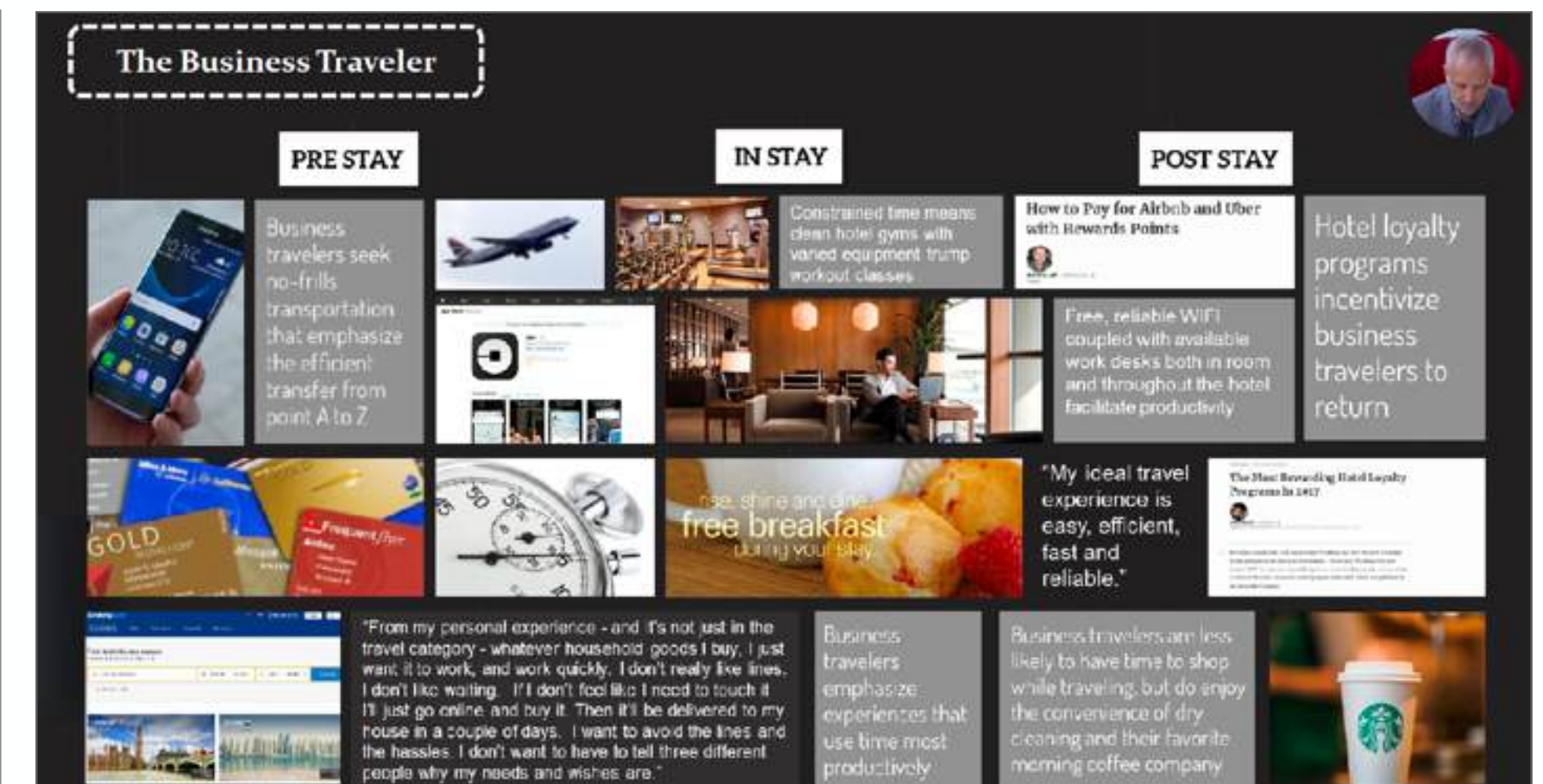
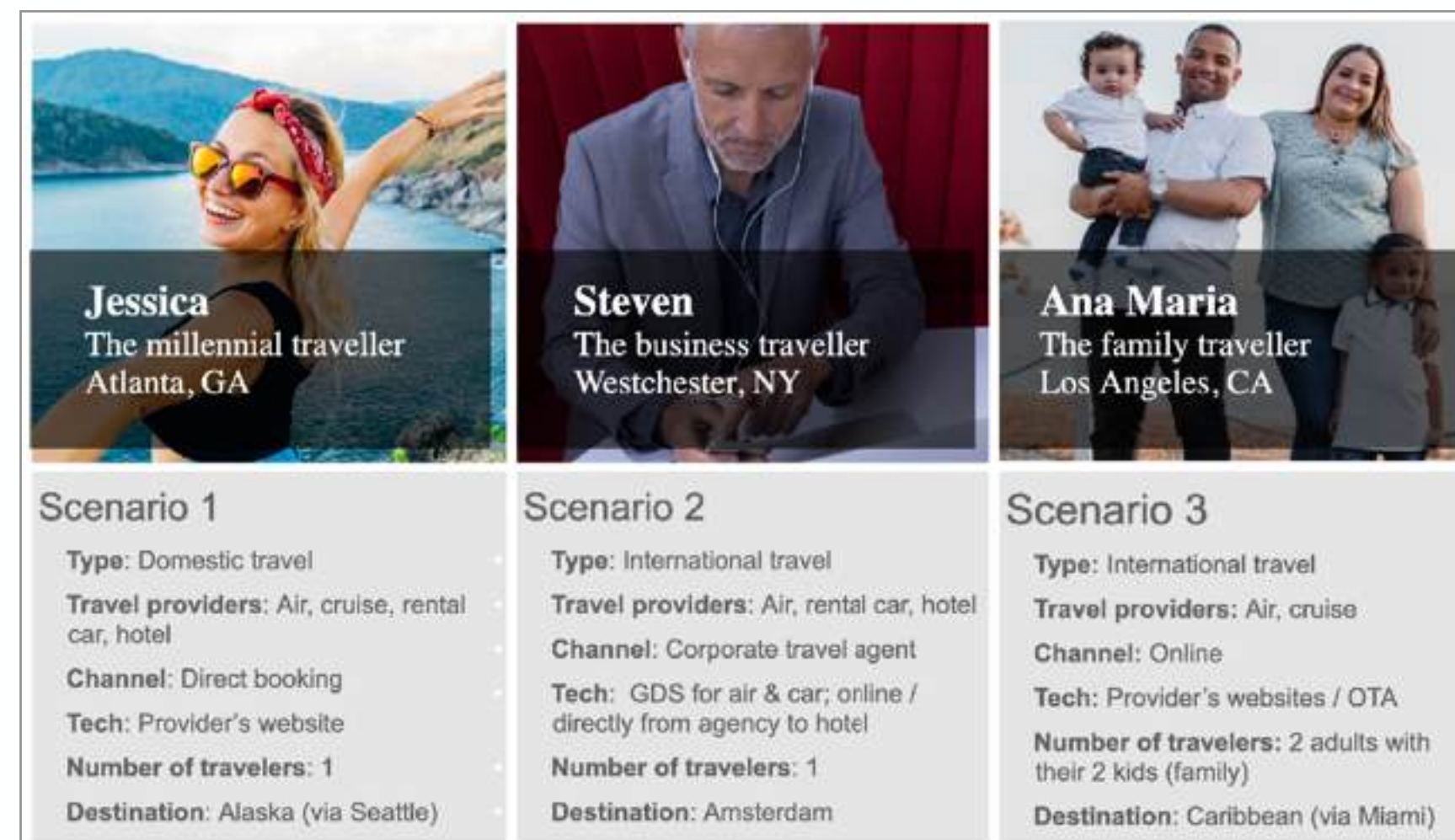
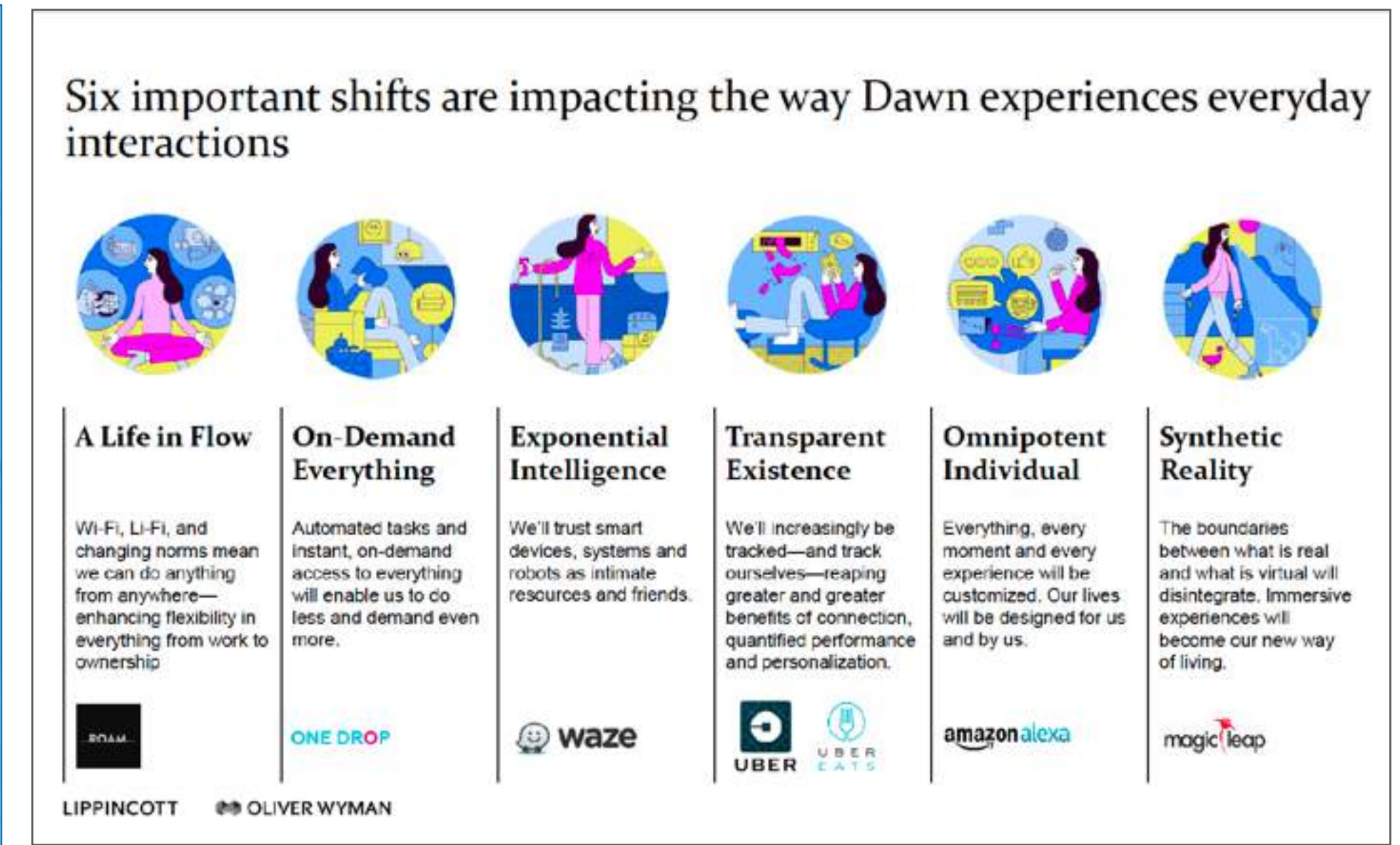


*Designed and facilitated workshop  
Imagining the Future of Digital Travel*

**Opportunity:** Engage 30 C-suite leaders (Marriott, JetBlue, Hilton) in reimagining digital travel

**Action:** Developed 23 different digital travel concepts to test and implement

**Result:** Solidified new business pipeline to explore workshop concepts and prototypes





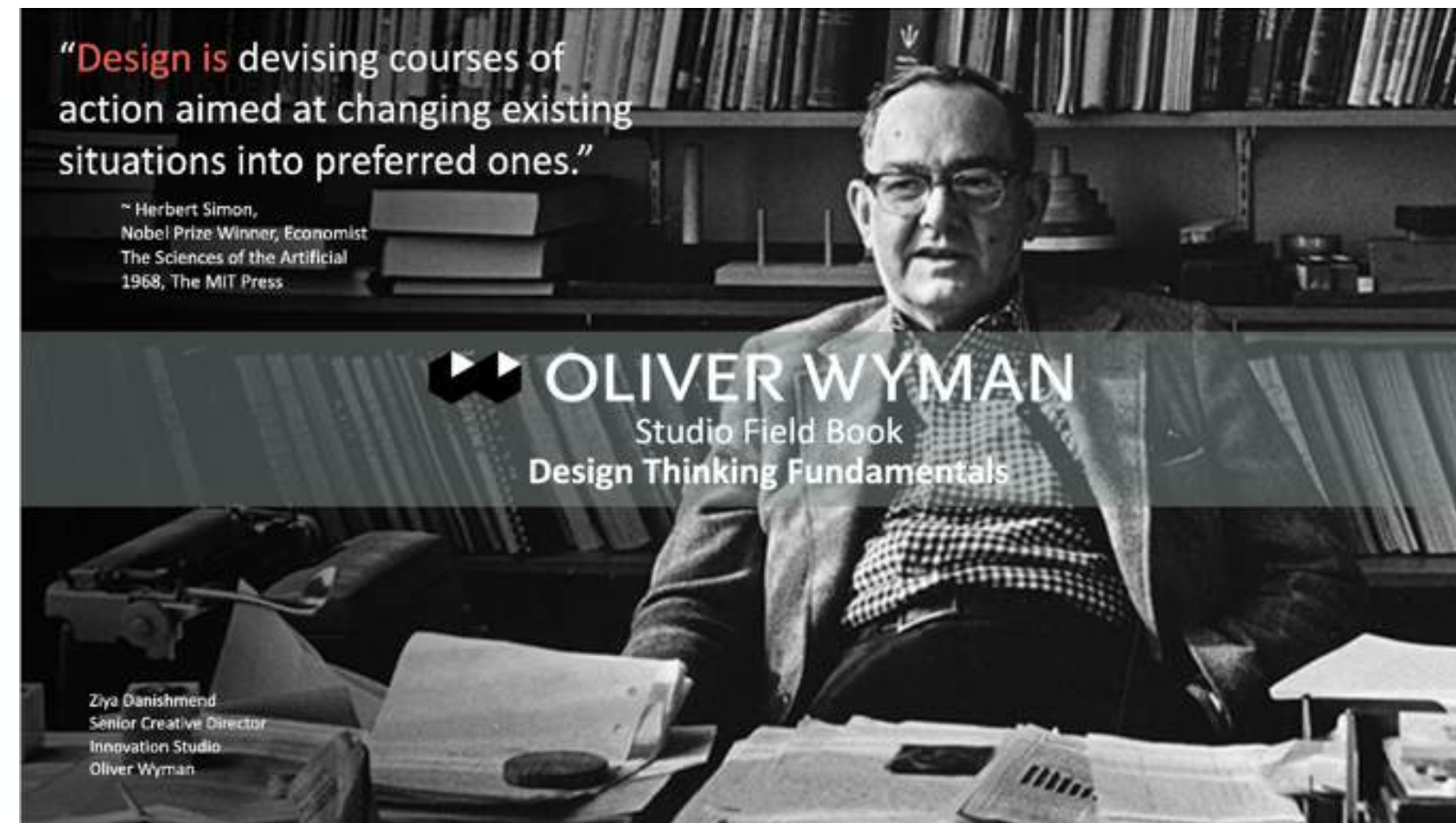
# Innovation Studio

*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.

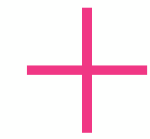
**Action:** Developed Field Books with frameworks and tools to scale design literacy.

**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.

Understanding

AGREE ON  
TONE OF  
VOICE

THINK  
ACADEMY  
VOICE

DEVELOP  
CONTENT  
FOR  
VOICE

INTUITIVE  
ROADMAP COLOR  
CODED.  
GREEN COURSES  
TAKEN, GRAY  
TBD

She's ~~convinced~~  
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 LEARN  
THE CHALLENGES  
IN THE  
PORTFOLIO  
WHICH IS

FLASH ON  
COURSES  
RELATIVE TO  
HER INTEREST

WENT TO  
A  
Heard about  
PWU at  
PW event

DOT AND  
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 I CAN  
ORDER ON  
THE MARKETING  
TOPIC

SIMPLE  
TO  
NAVIGATE

MOLLY NEEDS  
IBM TO HELP  
SHOW HER WHAT'S

NO ACRONYMS

MOLLY NEEDS  
FREE OR LOW

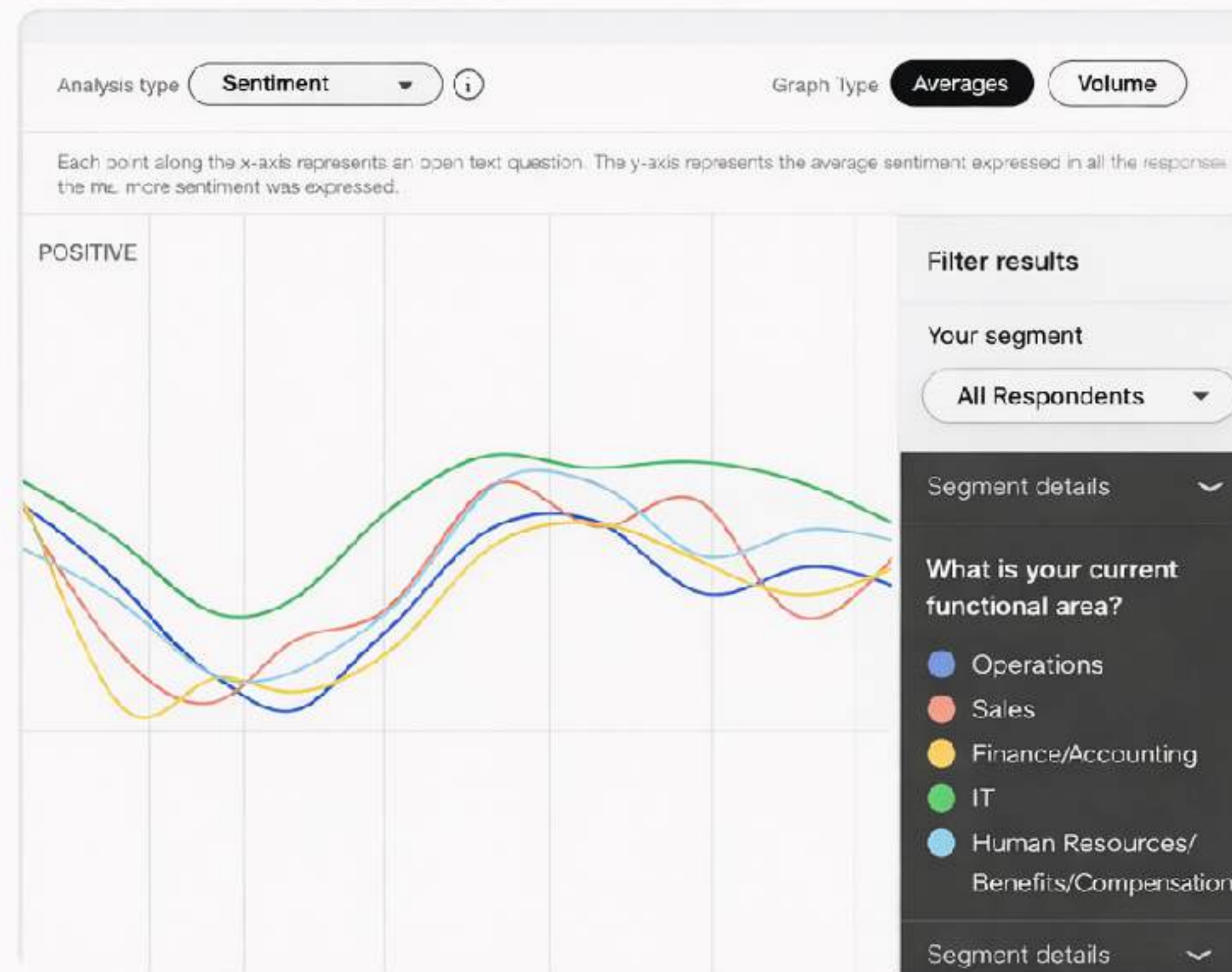
MOLLY WANTS  
IBM/PWU TO

ALL LINKS  
HERE



## Decode your customers' emotional journey

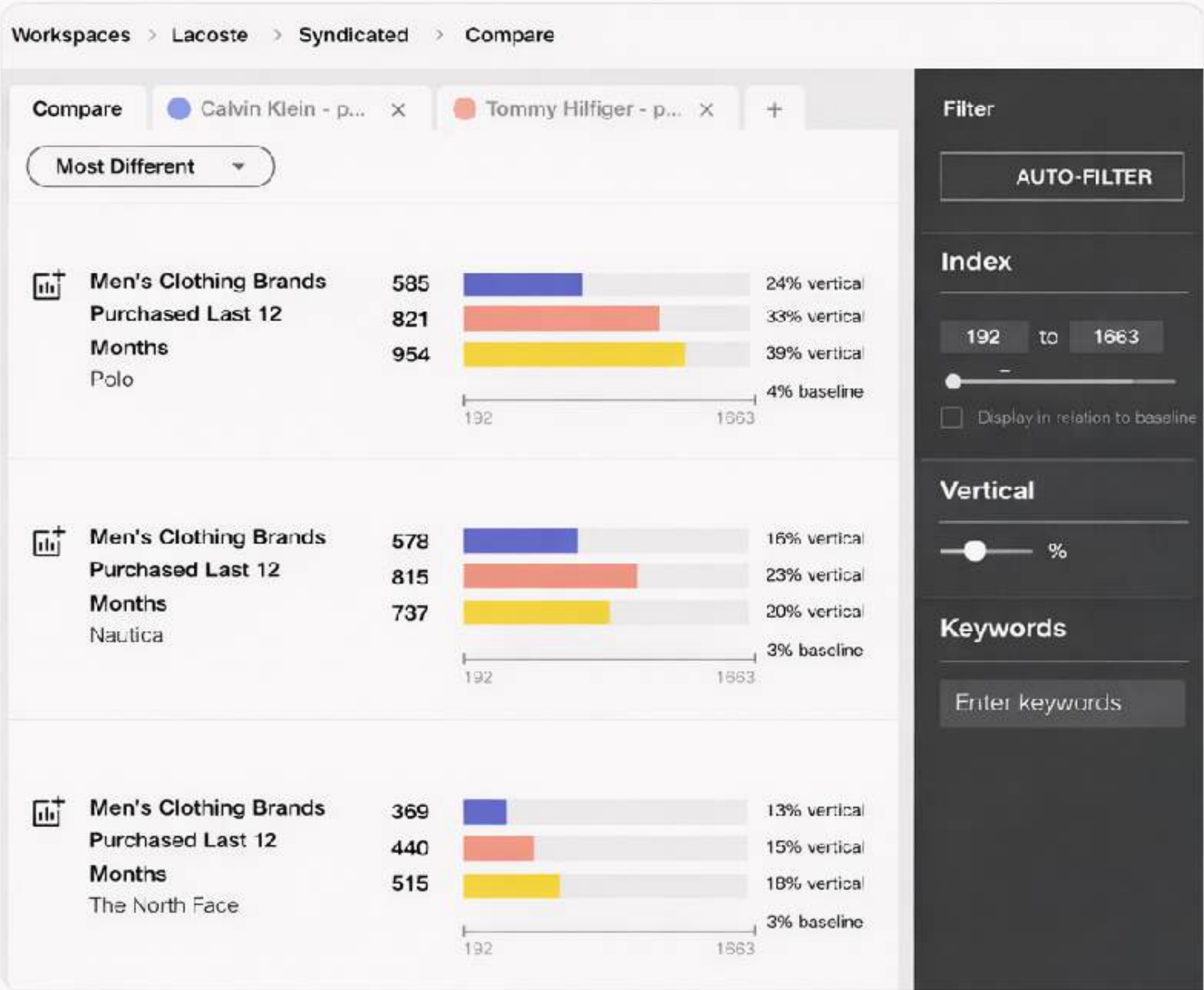
Arcadia transforms raw insight into dynamic customer journeys that reveal needs, pain points, and moments of opportunity across the end-to-end experience. By analyzing emotional signals, sentiment, and language patterns alongside behavioral data, Arcadia helps teams understand not just what customers 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 journey questions

**User journey questions** EDIT JOURNEY STAGES

7 Journey stages

DISCOVER

**What were the first things you started thinking about when 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 looking for a new opportunity?**

☒ Show in results

+ NEW QUESTION

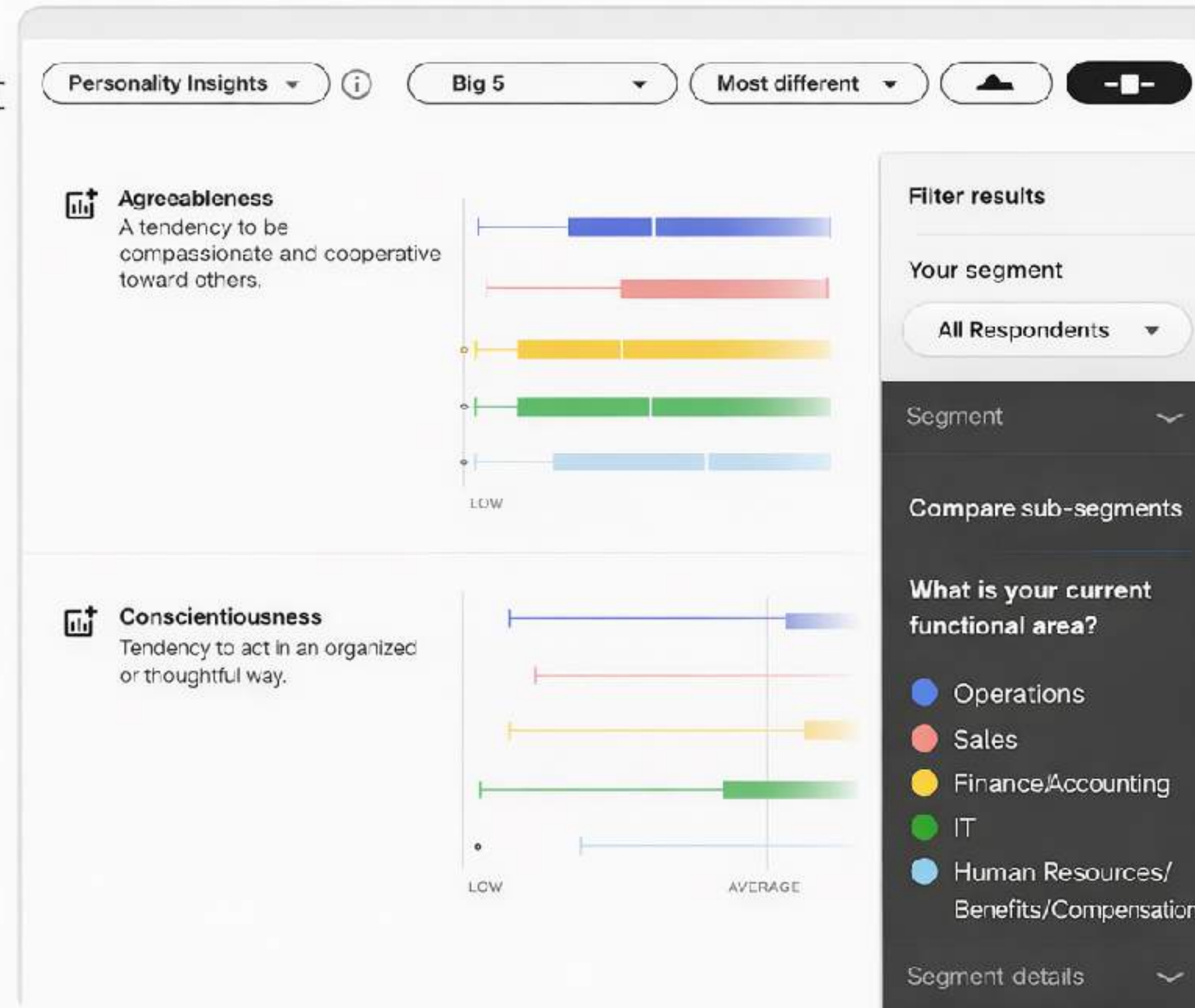
LEARN

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



## 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.



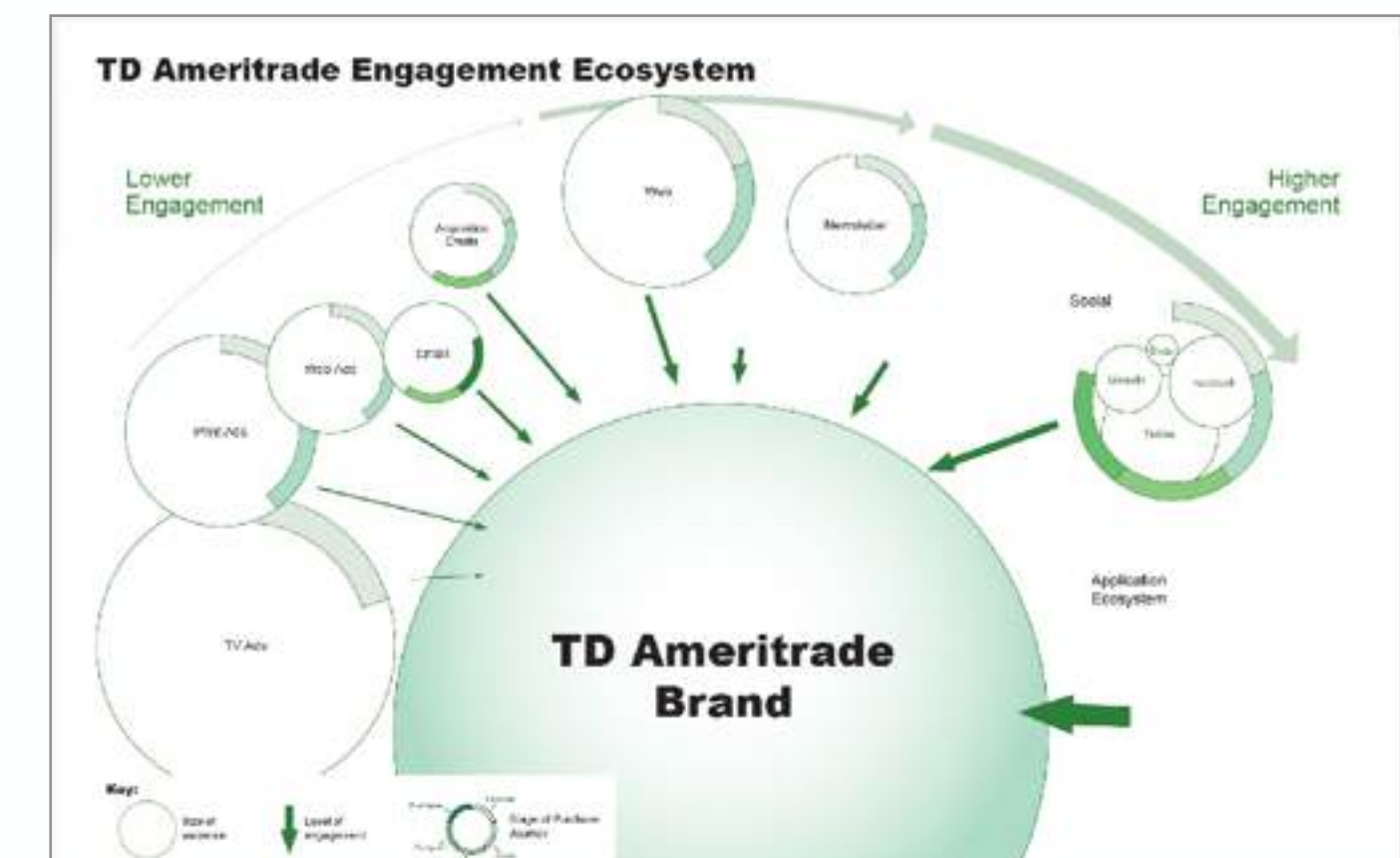
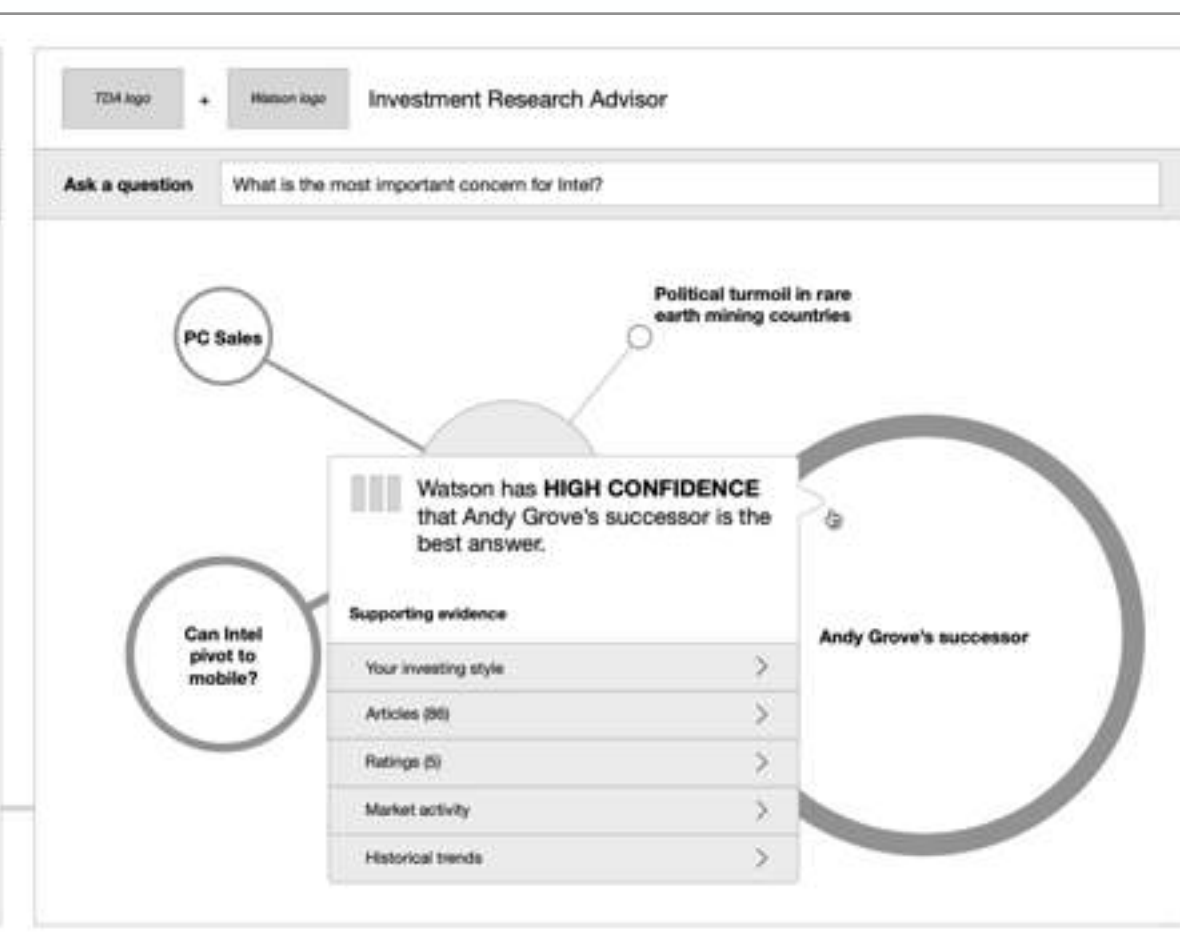
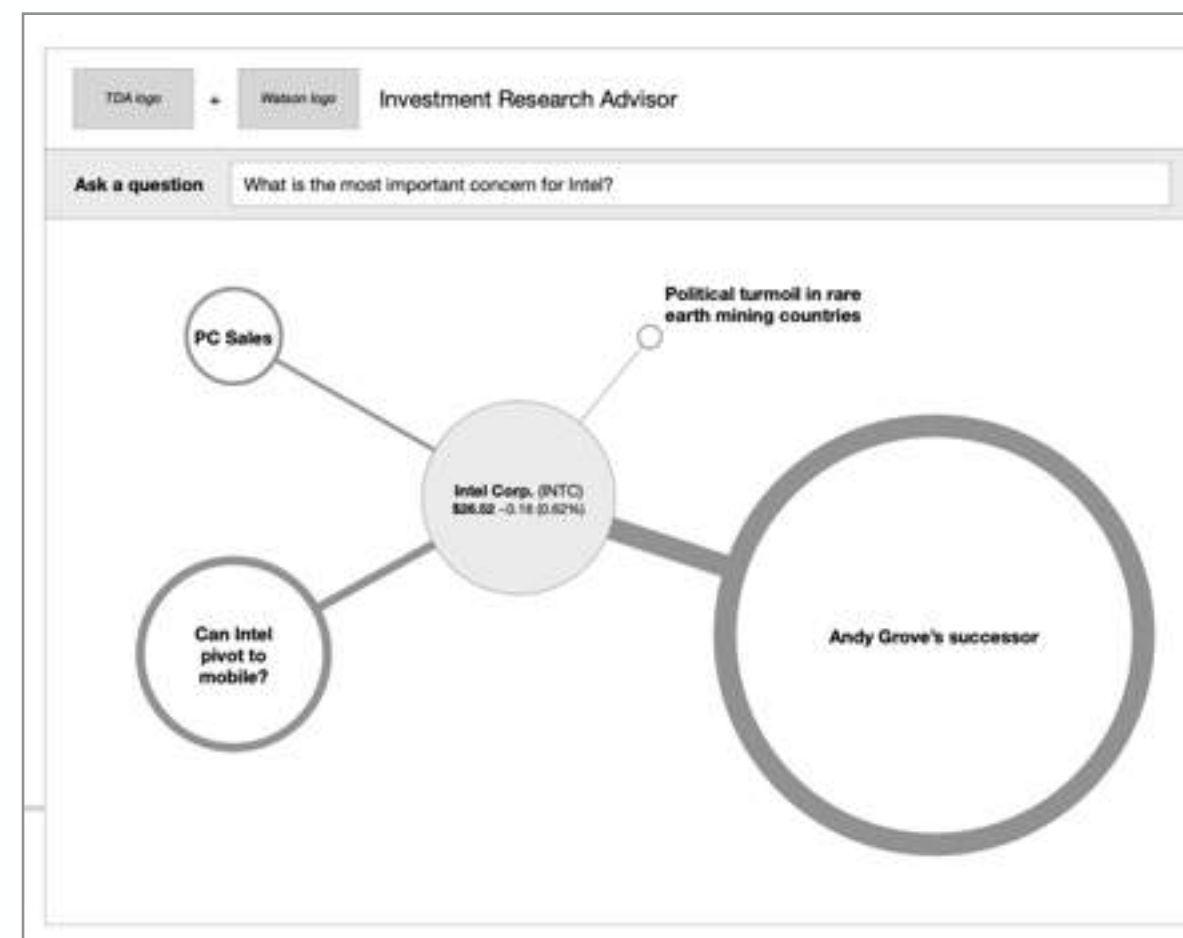
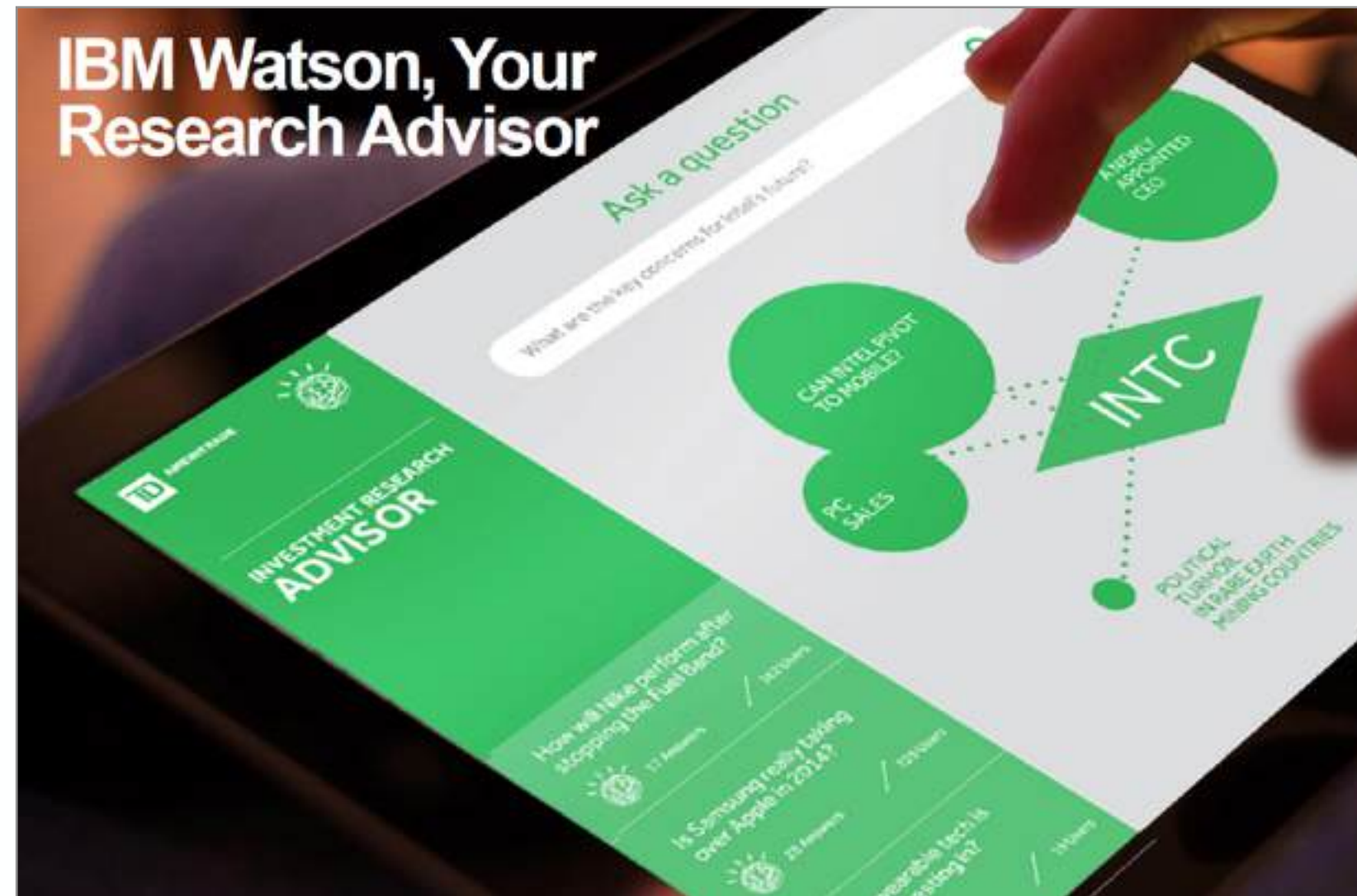


*UX lead. Secured win and drove change via a customer-first, future-focused approach (powered by AI).*

**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









"My skin is itchy and dry. I need to do something about it."

Customer Questions

GSK Questions

## Customer Journey: Reactive/Proactive — example

Awareness	Consideration
 <b>FRIENDS</b> I message a friend who's an "expert" on all things skin because I'm having my latest flareup	 <b>DERMATOLOGIST FAQ</b> I want more info, so check out the interactive Dermatologist FAQ (on YouTube — linked from the website)
 <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	 <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!
 <b>HERO/CUTDOWN VIDEO</b> The video on the Physiogel website is piques my curiosity — science!	 <b>WEBSITE</b> I follow a banner ad (SEM) that links me back to the website
<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? 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? 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? 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? 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? 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? What are the triggers for a first time time customer vs a switcher?</li><li>- Where are you getting the most information about dry skin?</li><li>- What messages drive trigger interact 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? 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? 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? 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? 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>





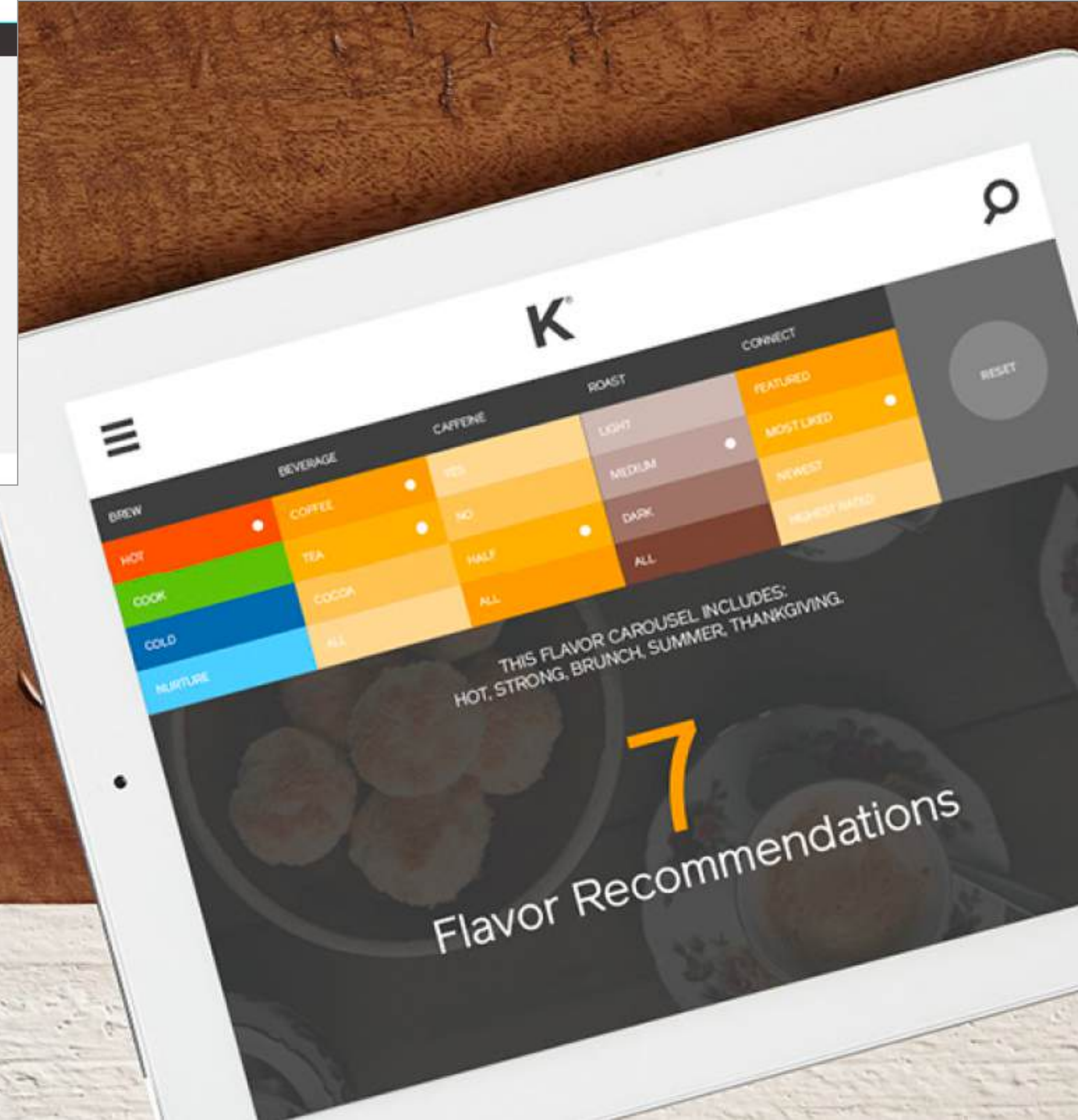
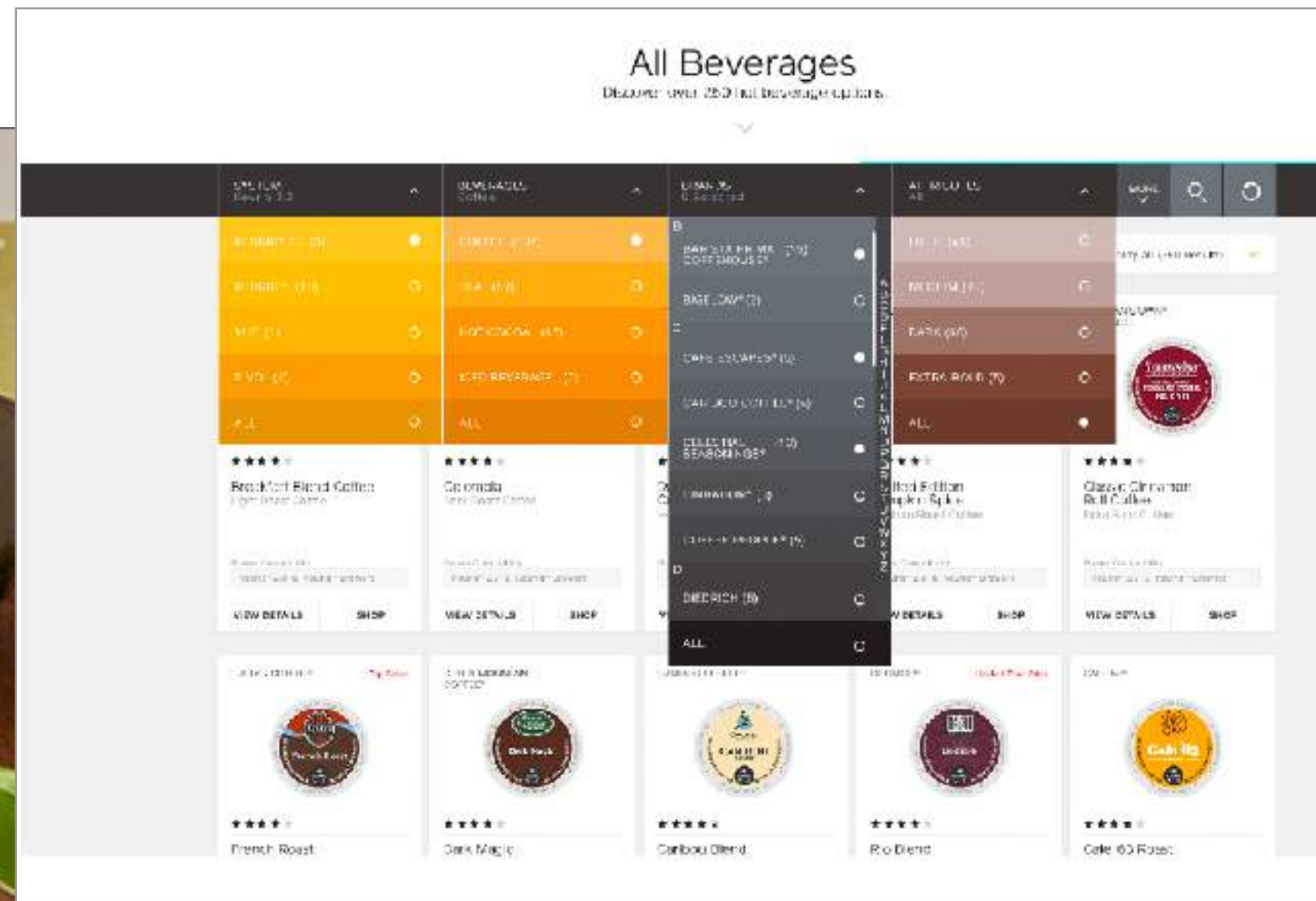
# E-Commerce Powerhouse

*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

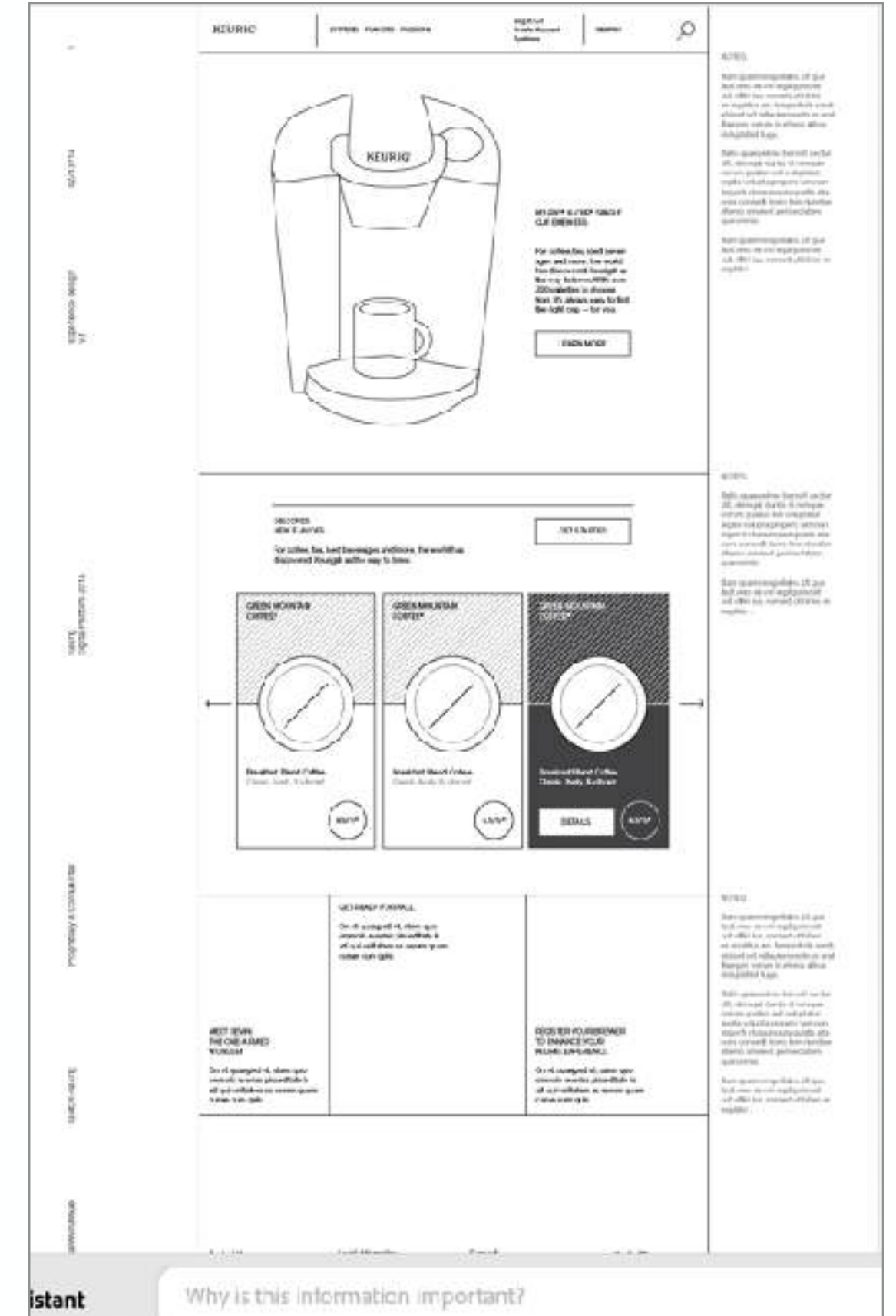
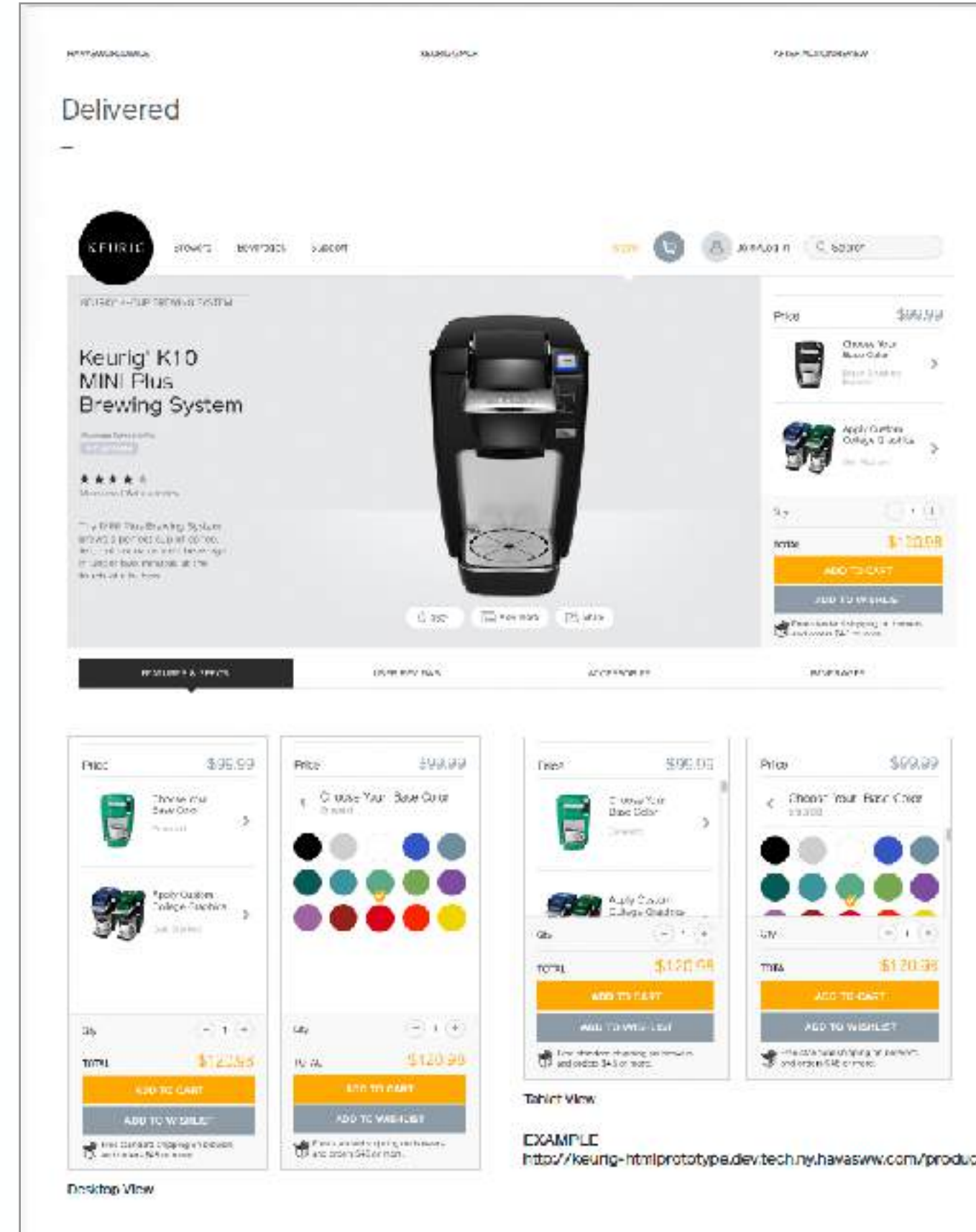
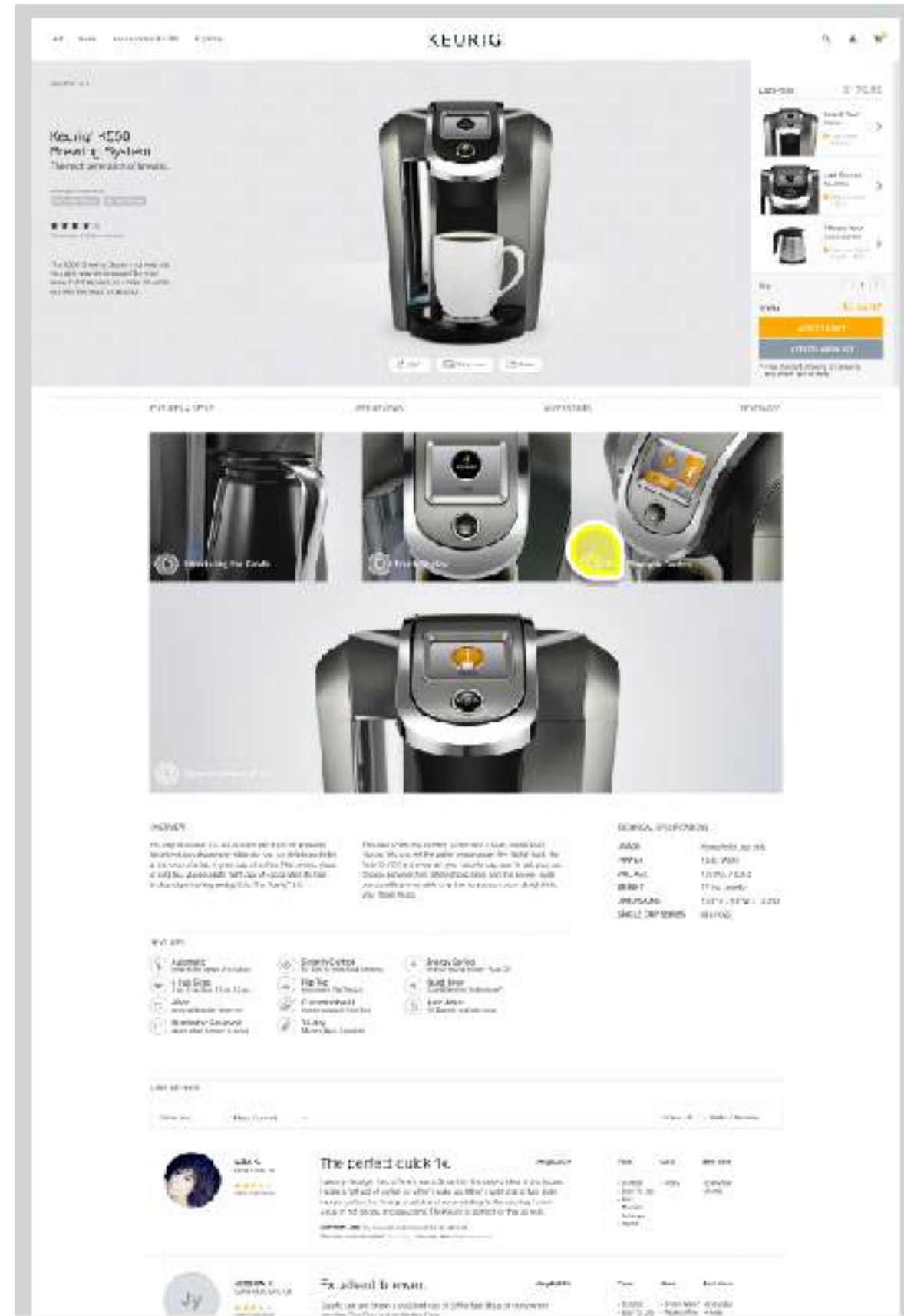




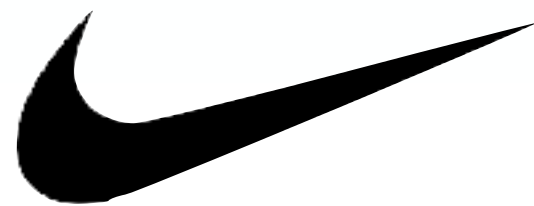
# E-Commerce Powerhouse

*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.







# 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.*

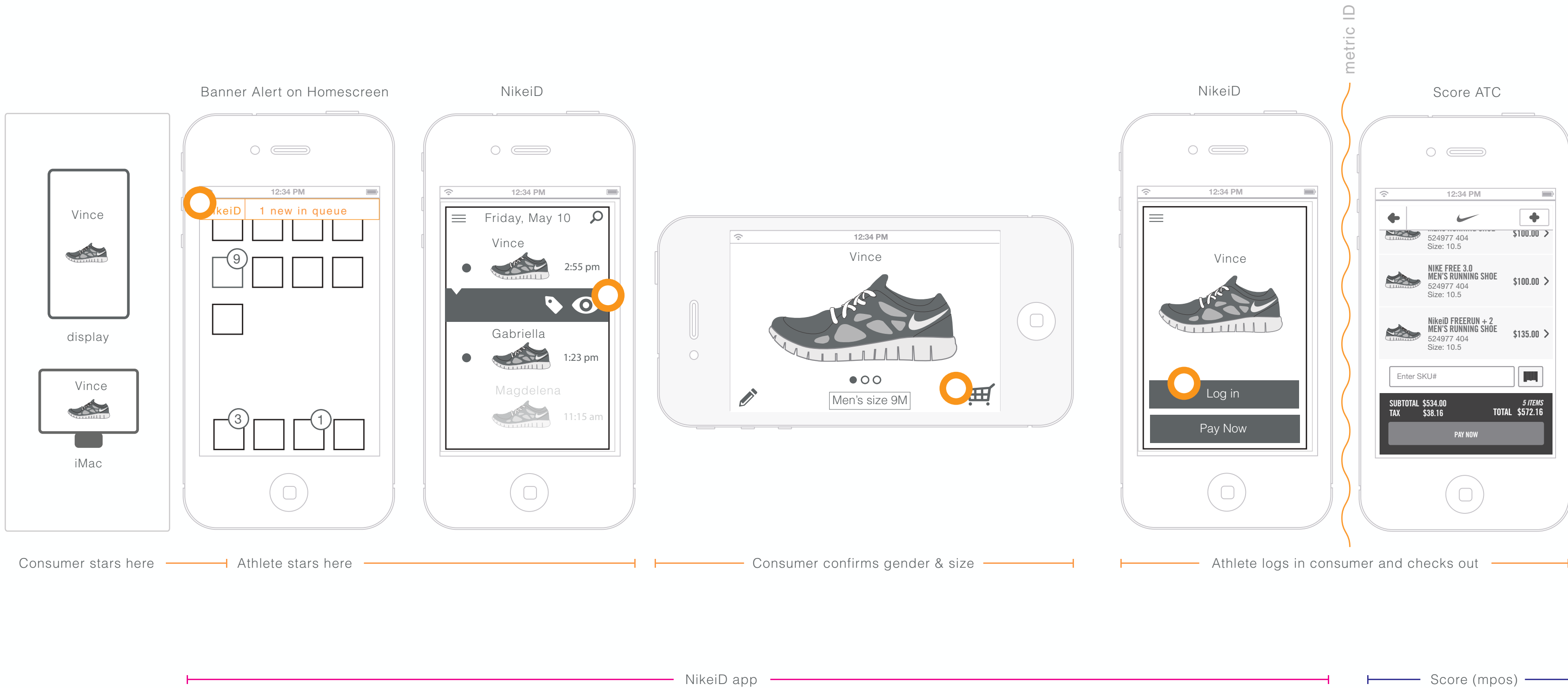
**Opportunity:** Nike Running needed a smarter, more personalized mobile sales tool.

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

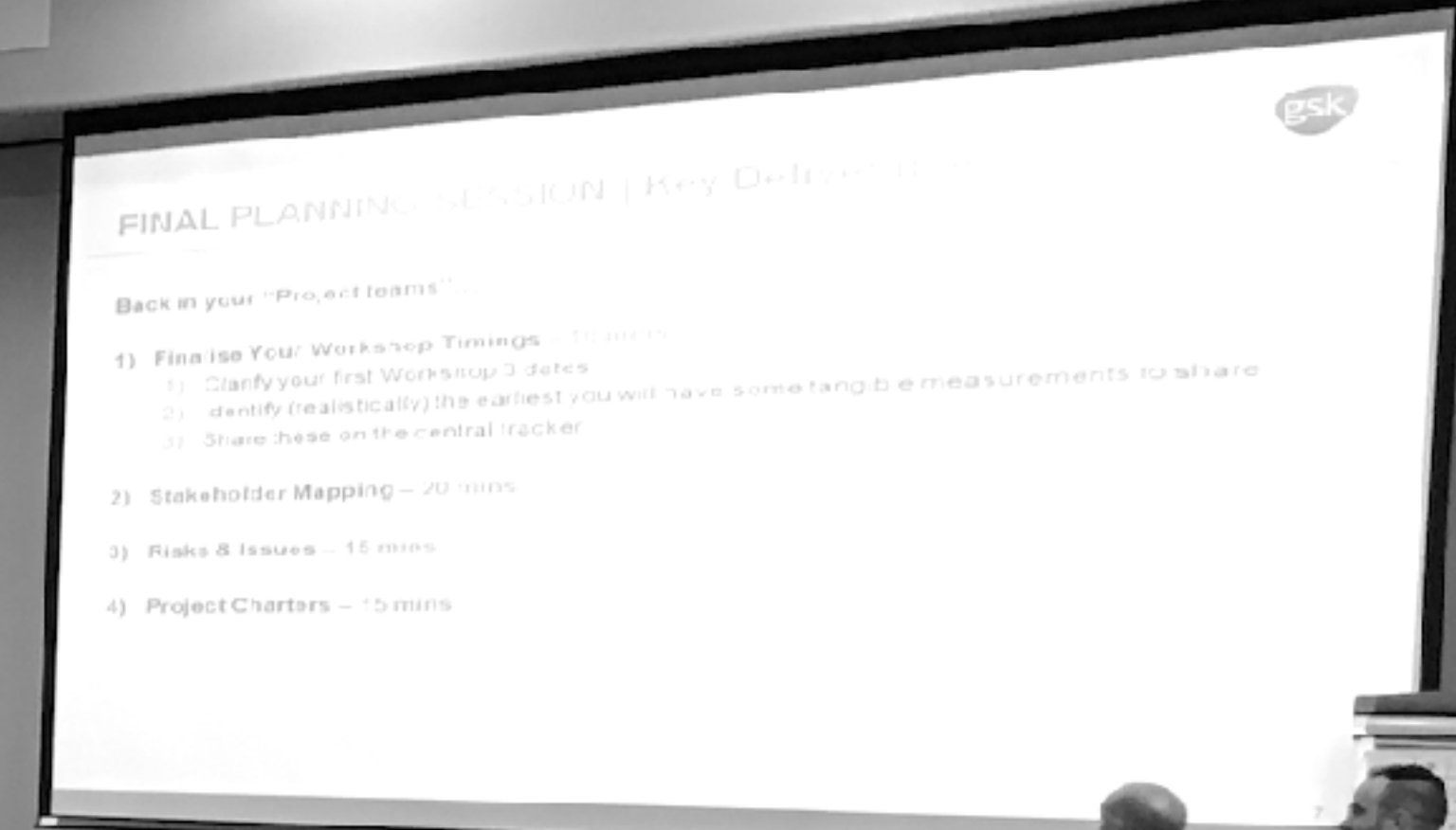
**Result:** Delivered a prototype that enhanced in-store experience and reached Nike’s global innovation team.

## NikeiD Retail flow

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







Ziya Danishmend

(917)693-1604

[zdanishmend@mac.com](mailto:zdanishmend@mac.com)

[danishmend.com](http://danishmend.com)

[siftlab.com](http://siftlab.com)

[linkedin.com/in/zdanishmend/](https://linkedin.com/in/zdanishmend/)

Thank you