

Select Case Studies



Ziya Danishmend

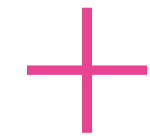
(415) 742-2799

ziya@danishmend.com

danishmend.com

siftlab.co

linkedin.com/in/ziyadanishmend/



I'm a product 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



AI has become a cornerstone of my design

practice—reshaping how I work, how my teams collaborate, and how innovation can accelerate and change organizations. I use it 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

Case Studies



Design lead

Led product design & research →
Launched #1 App Store (98 million subscribers), redefined news engagement using new AI workflows.



UX lead

Led UX & research → Boosted subscriptions +17%, attracted younger readers.



OliverWyman

Design lead

Design lead & facilitation → Ran 20+ C-suite innovation workshops to reimagine travel, retail, insurance and banking.



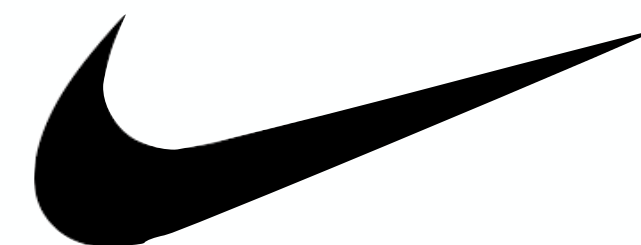
UX lead

Led UX & research → Redesigned site driving +33% engagement, \$500M sales.



UX lead

Led UX & strategy → Global Digital Transformation workshops modernized patient first digital strategies.



UX lead

Led UX & research → Created next-gen retail POS, improved in-store experience.

People

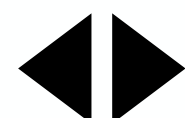
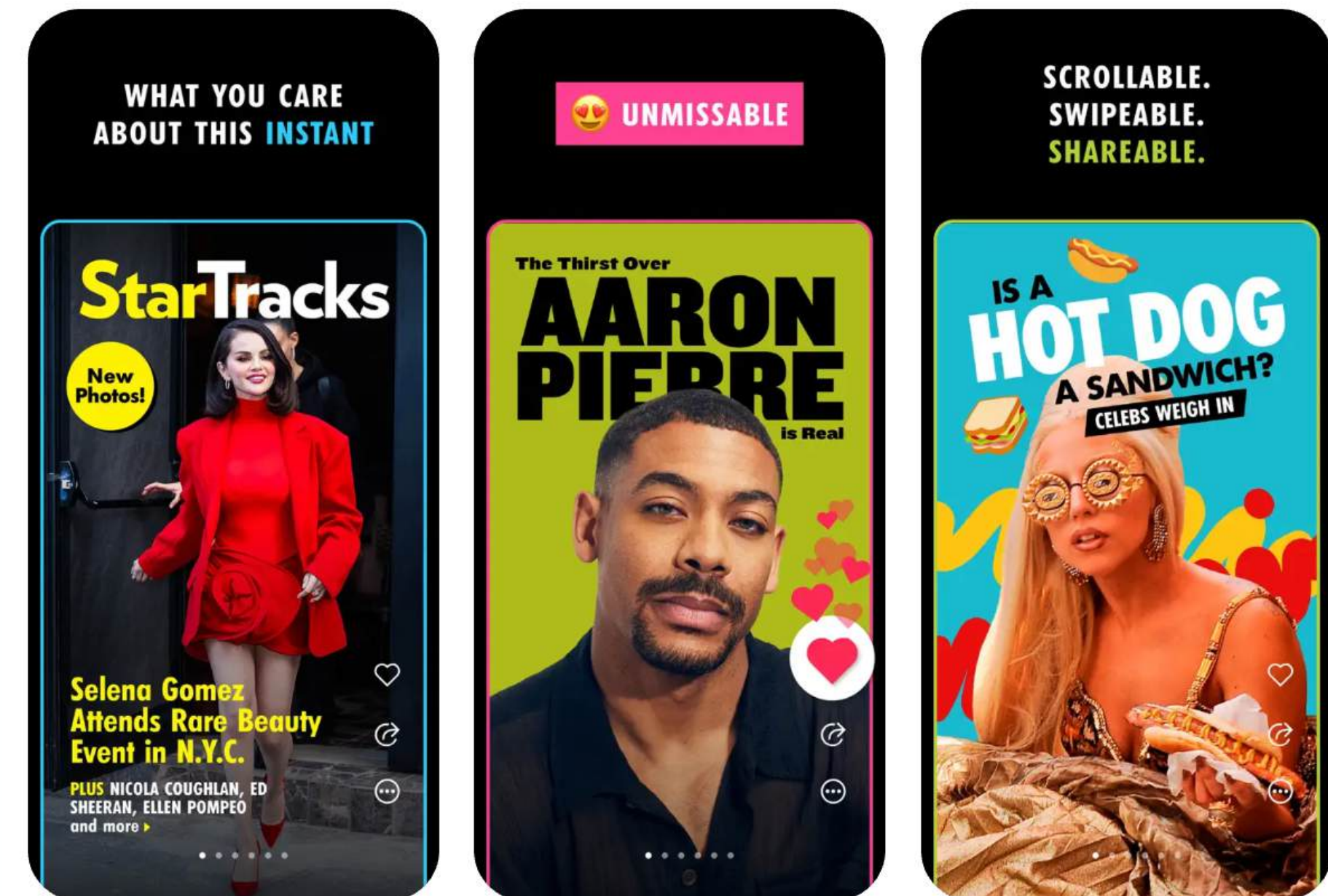
Mobile app #1 in the App Store on launch

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**

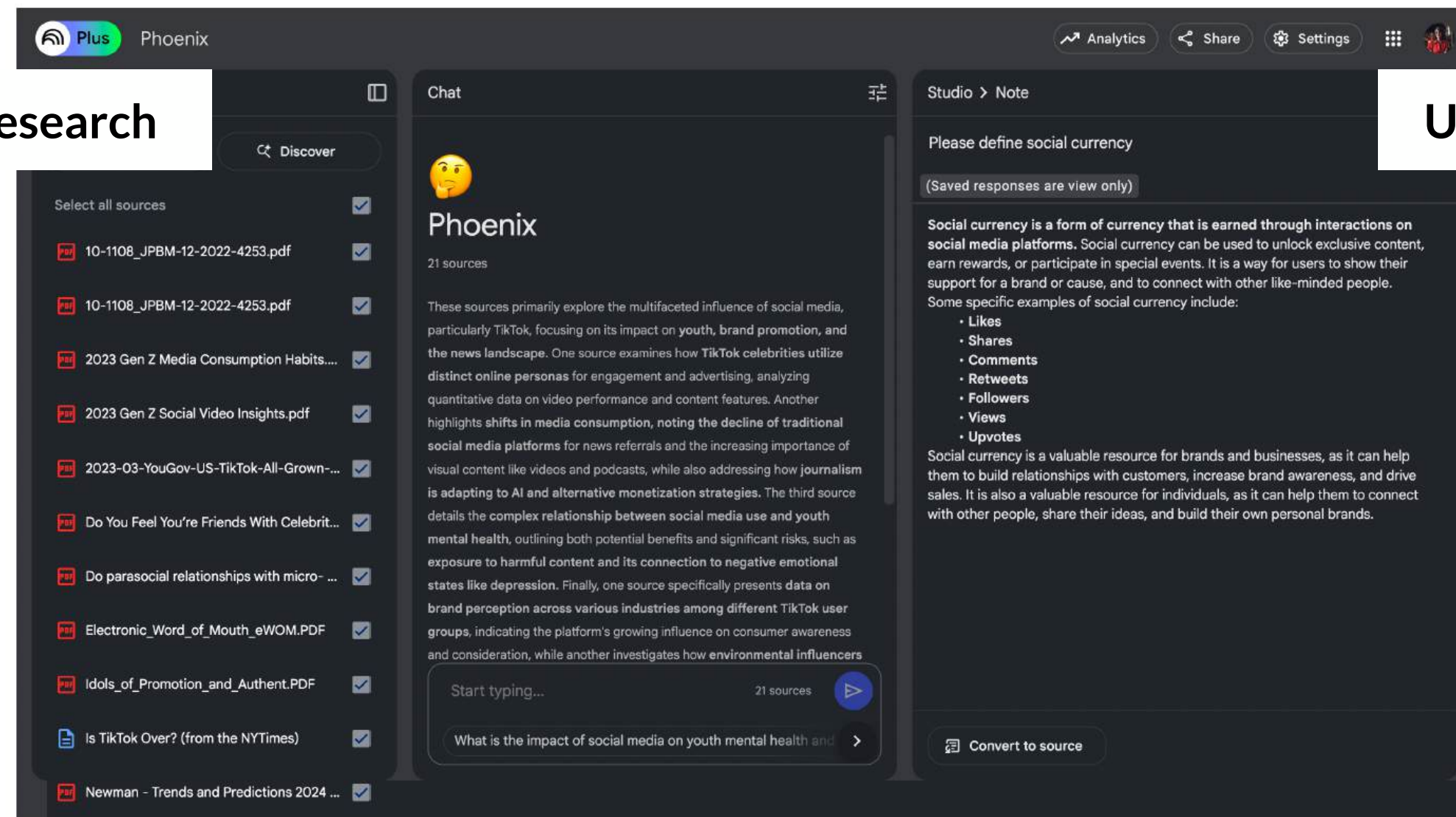


People

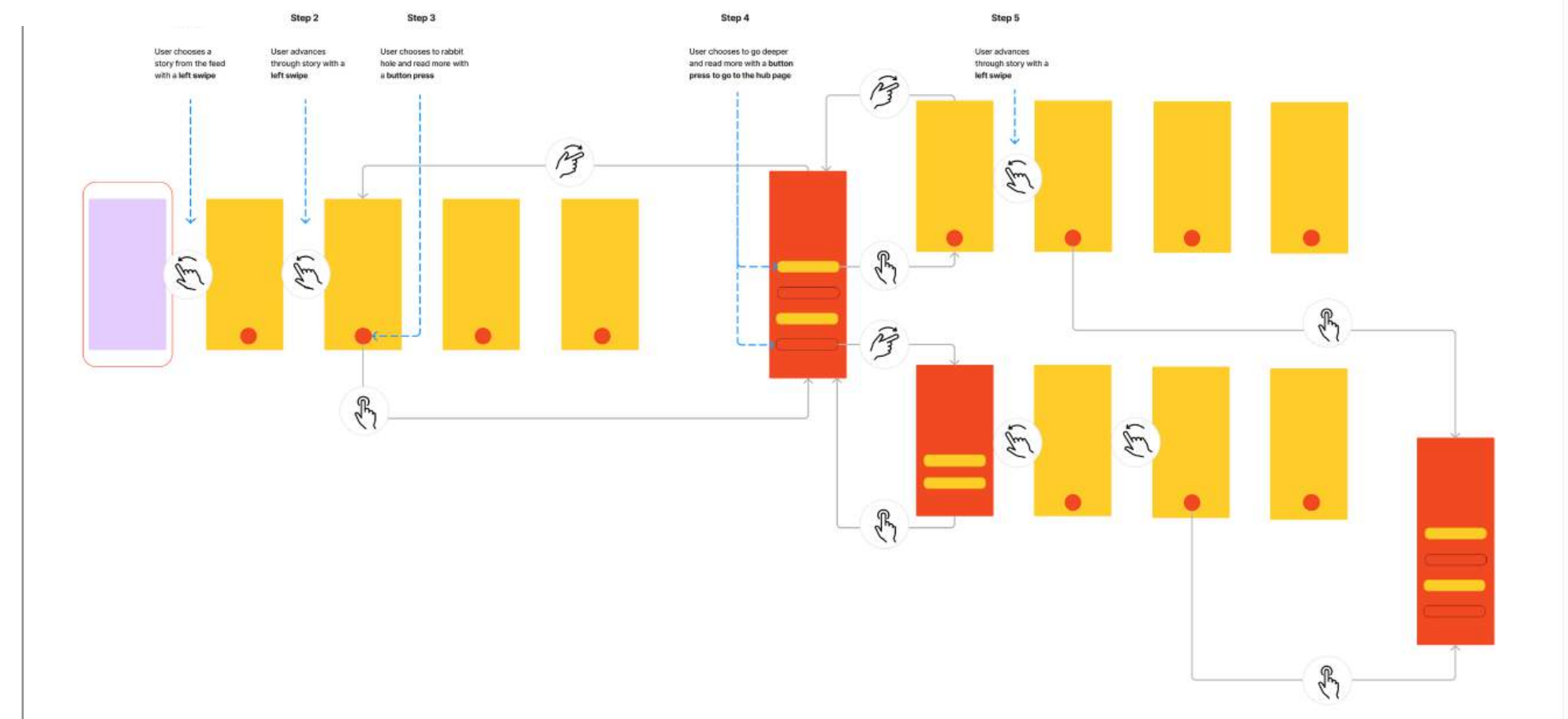
Research

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

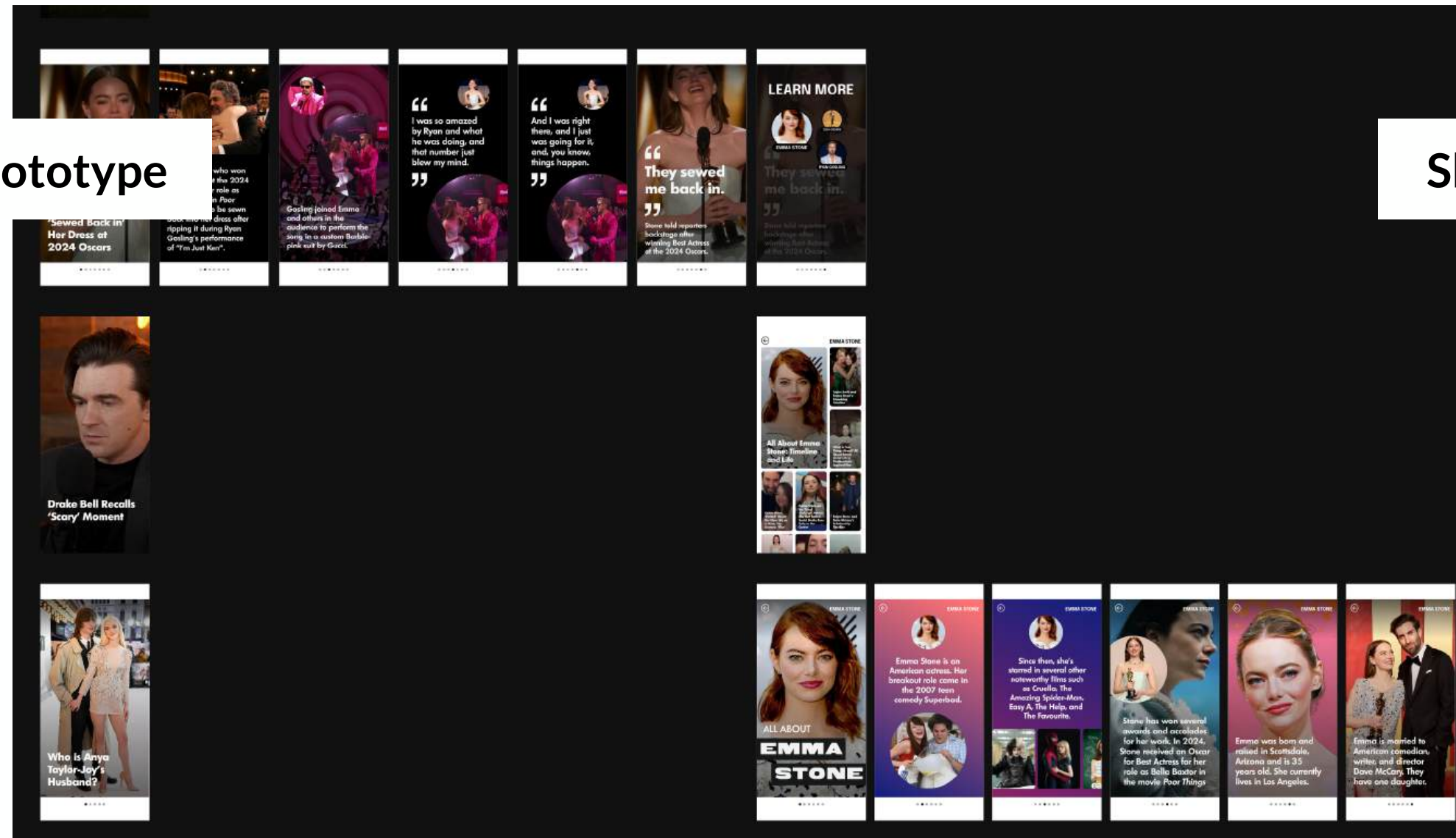
My primary research tool, besides ChatGPT and Perplexity, was Notebook LM, which I used to help synthesize and query my research.



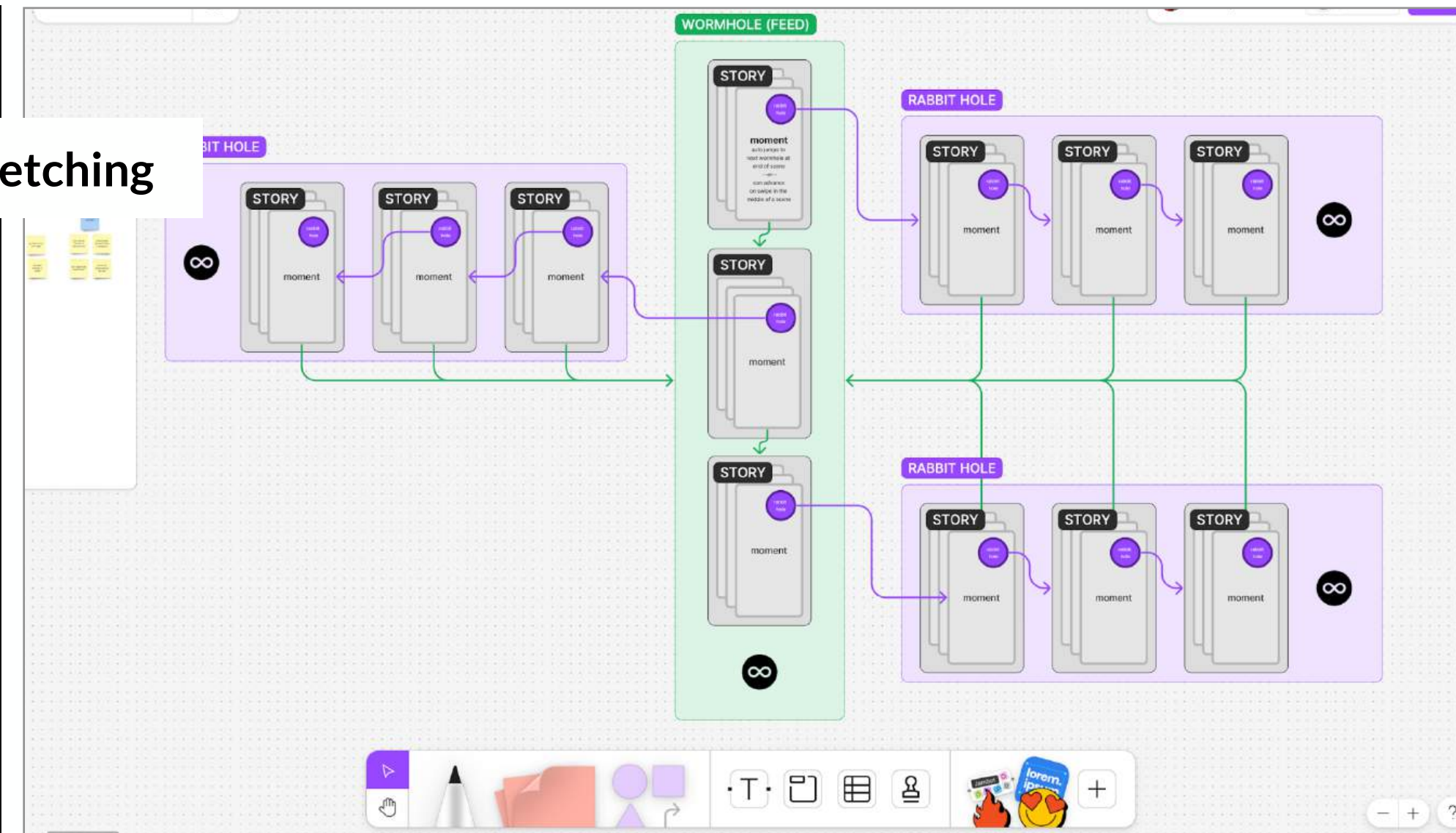
User Flow



Prototype



Sketching



WSJ

WSJ Re-Design

Evolution 2.0

Contemporary Innovation

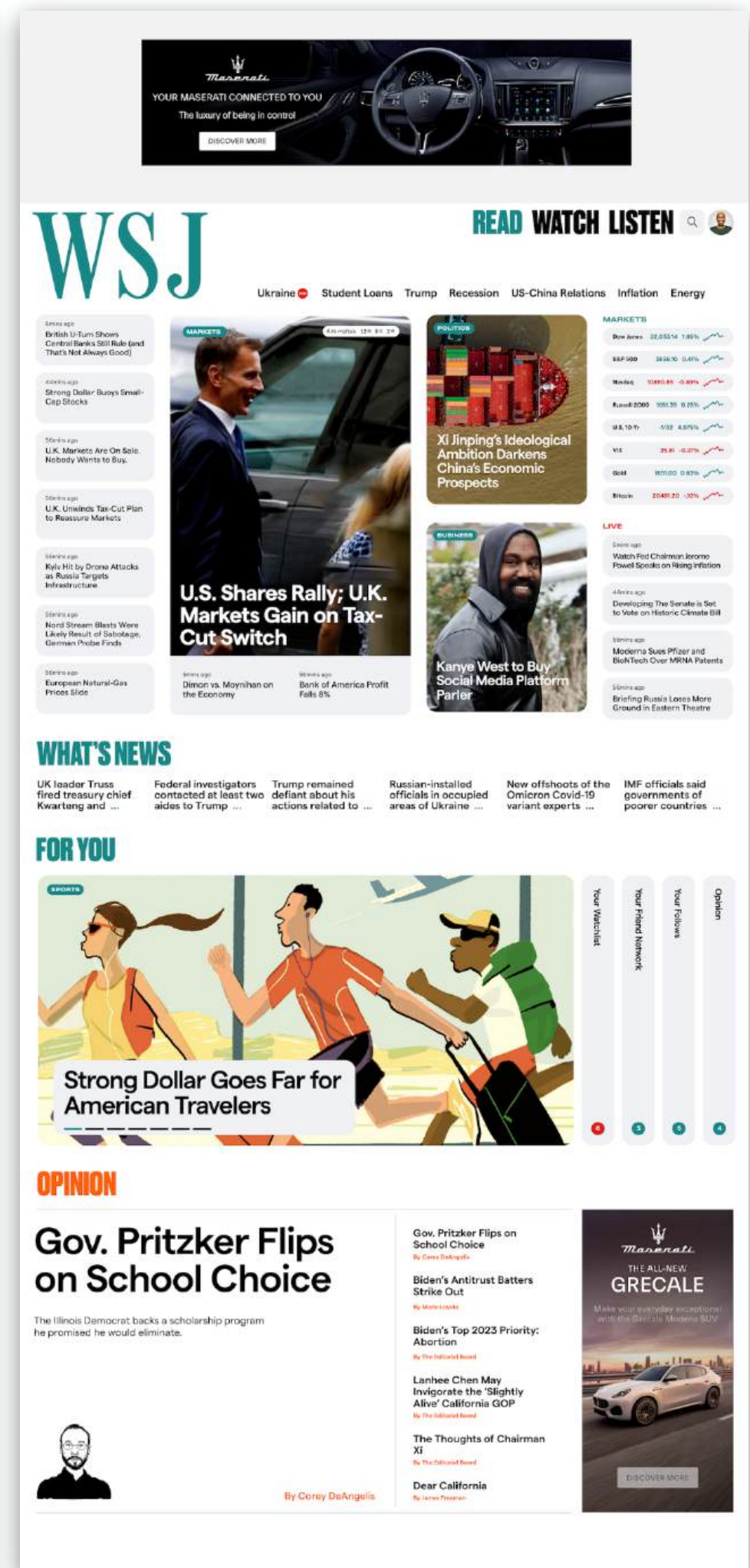
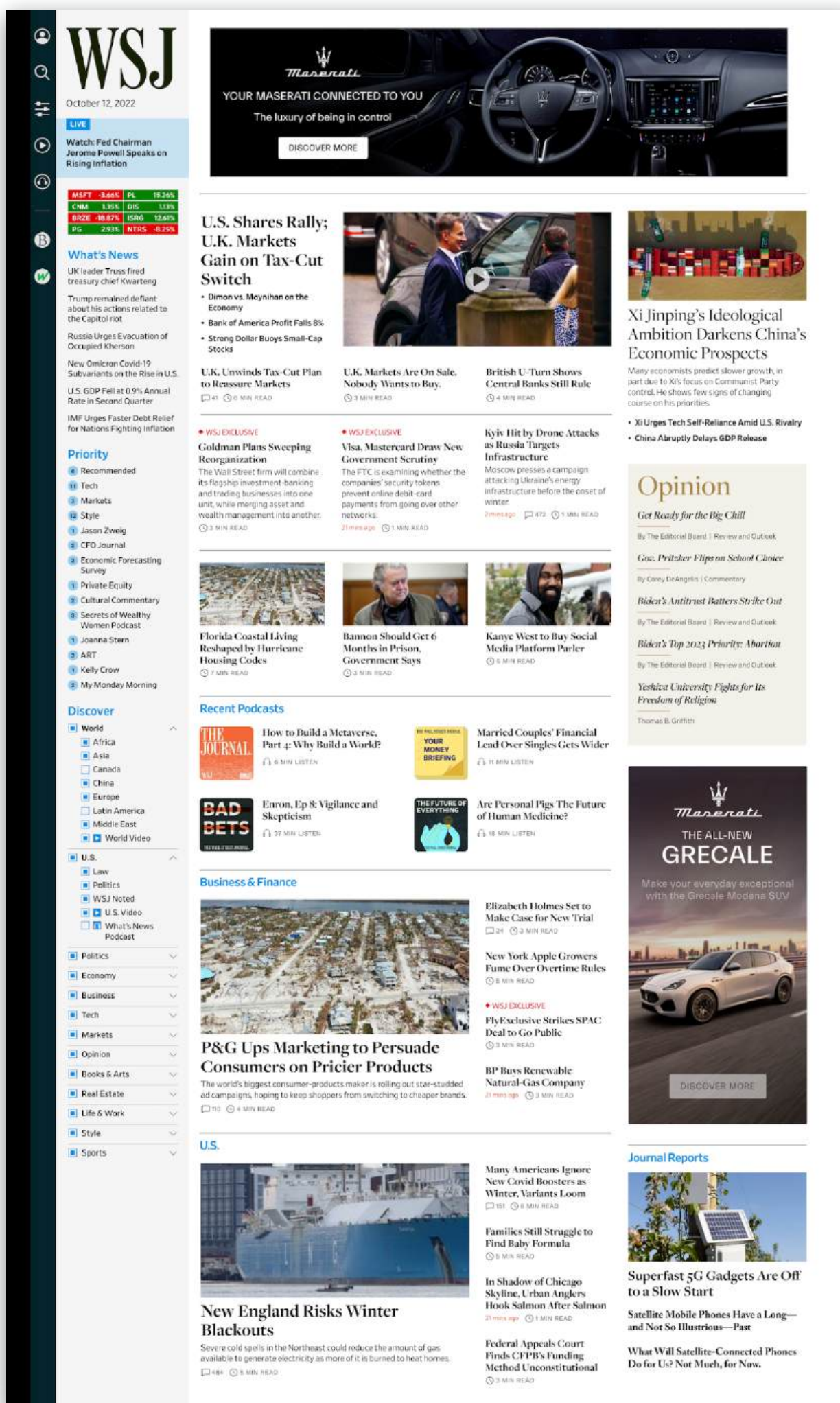
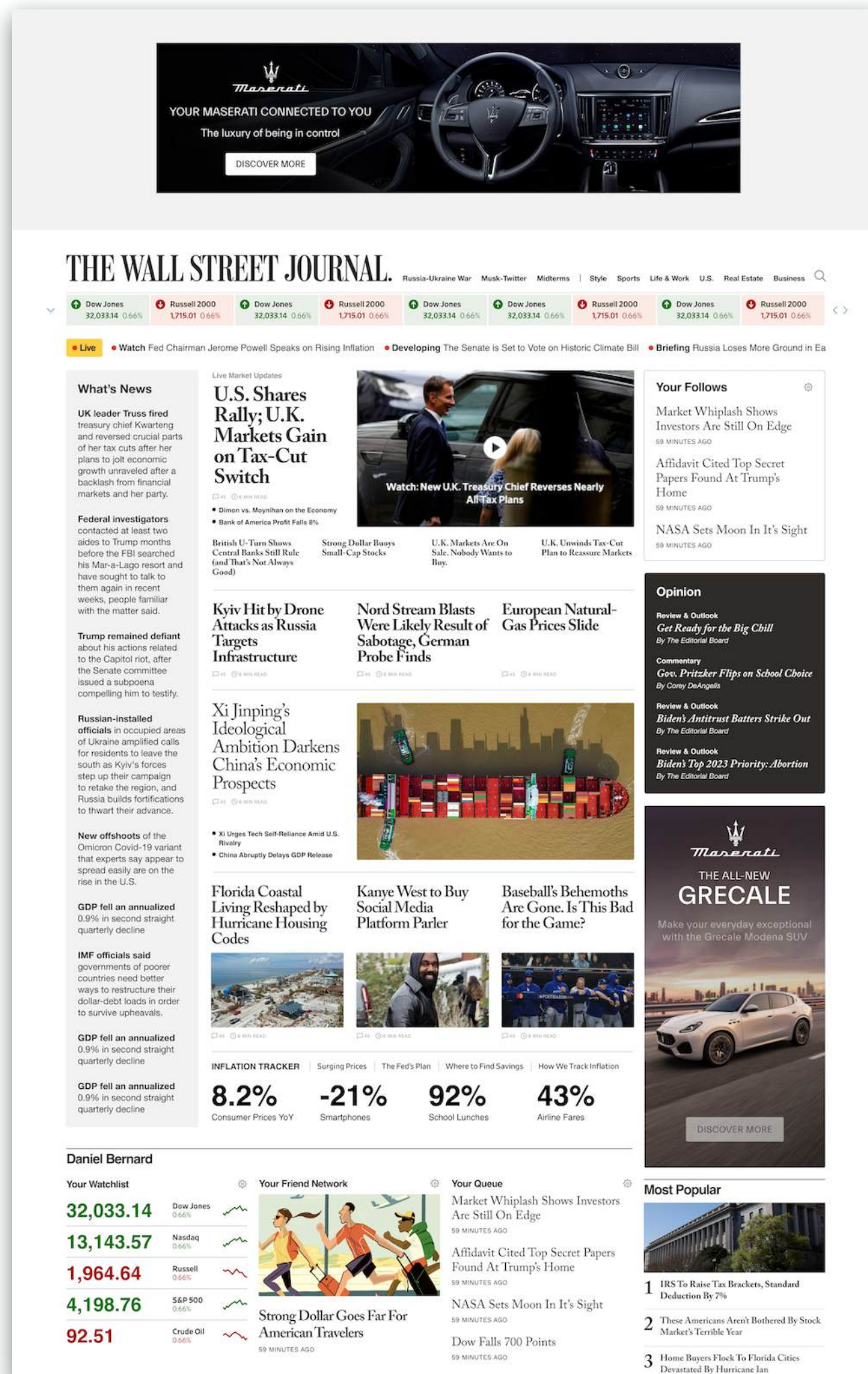
Reframe

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

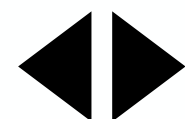
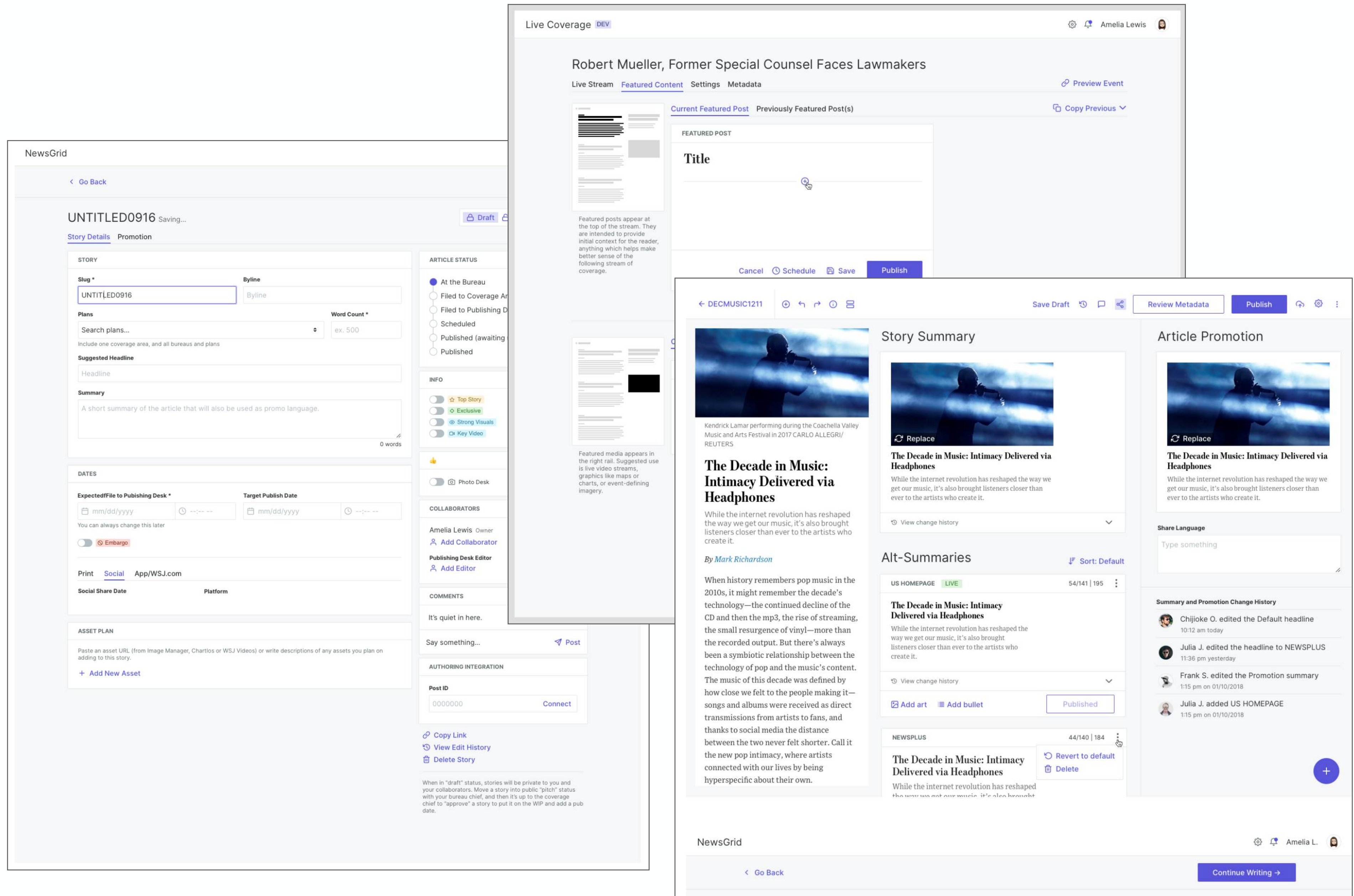


UX lead. Newsroom tools for our 1,400 journalists were at the heart of establishing trust with our readers.

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

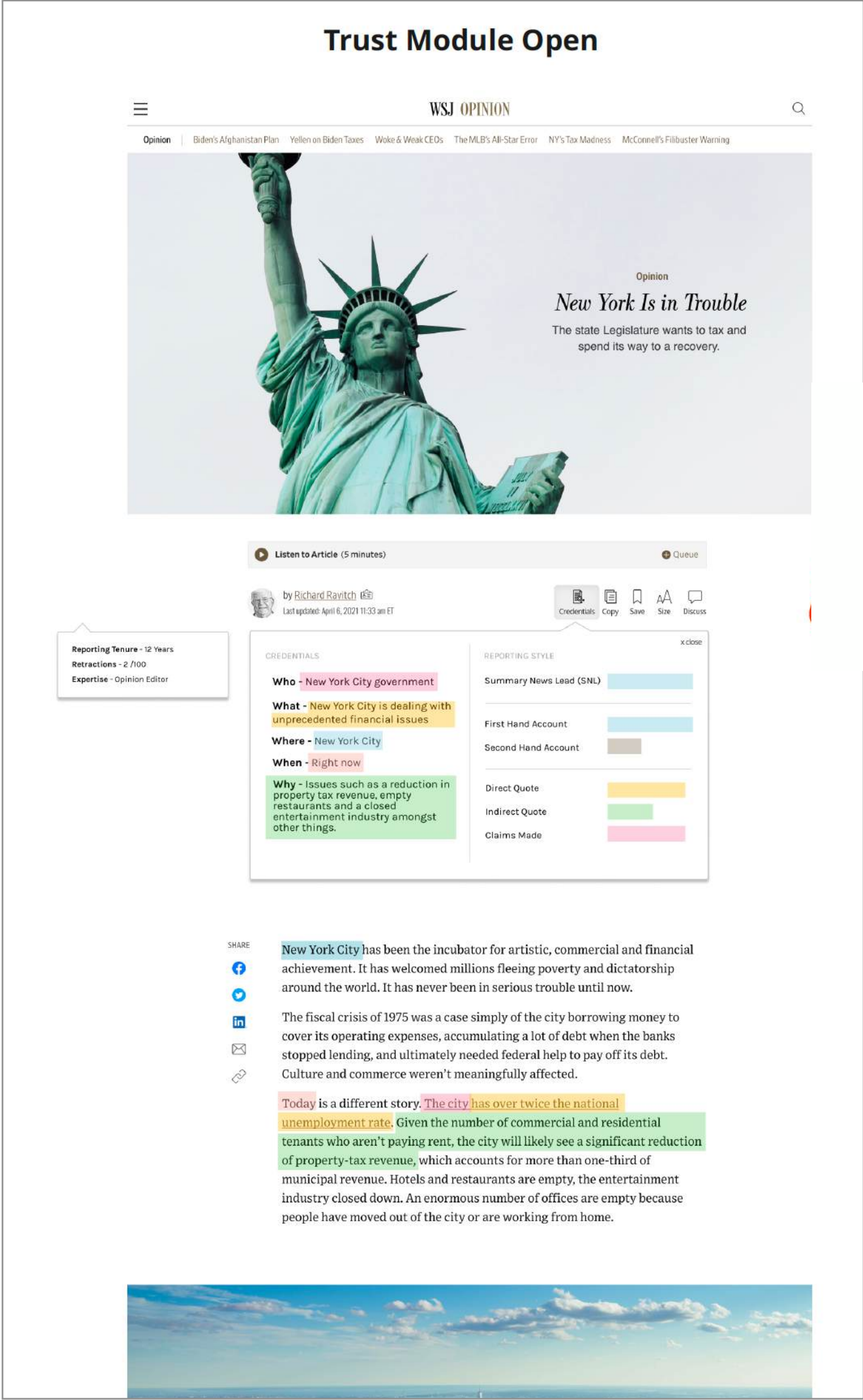
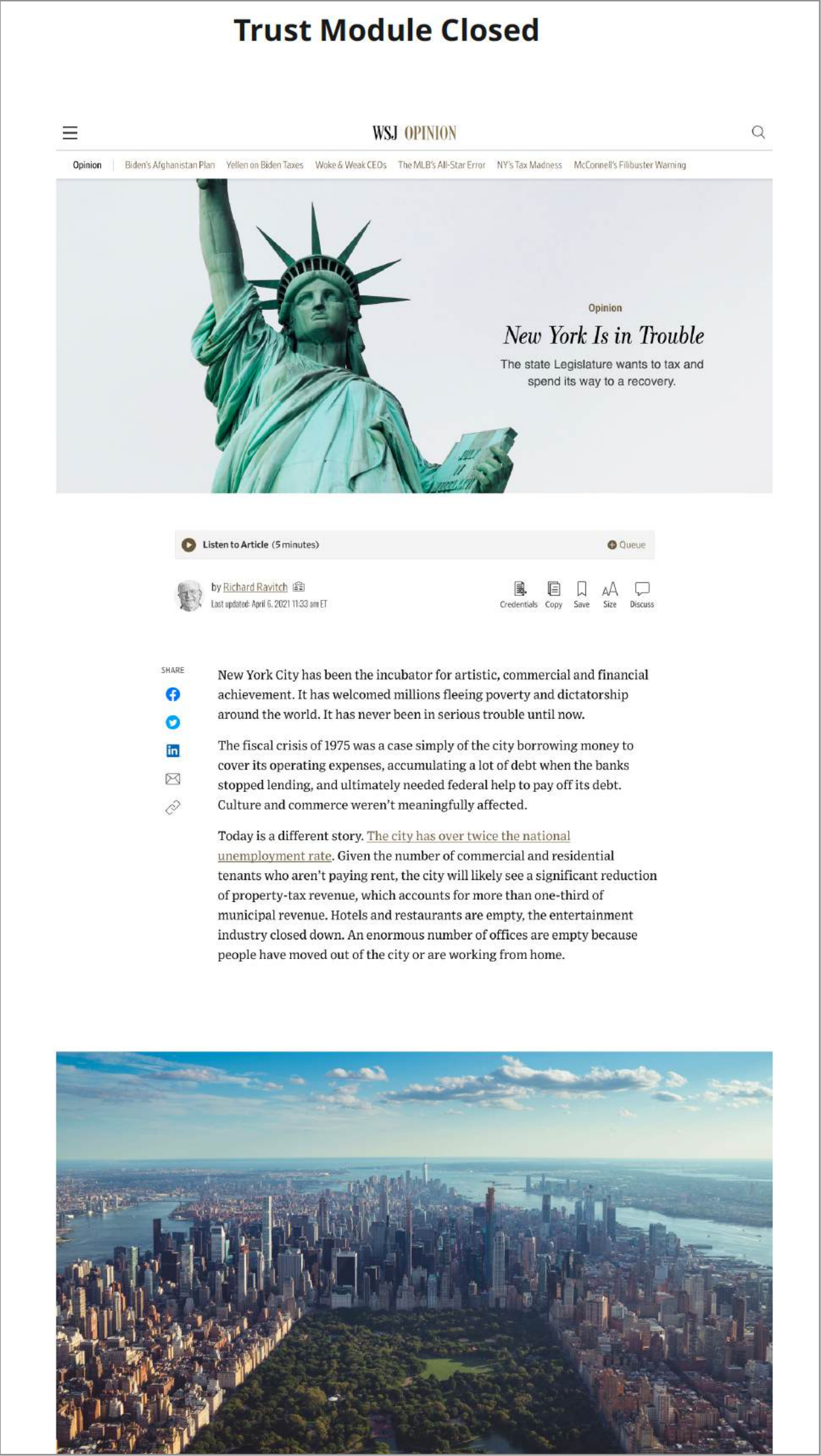


Trust in the news was at an all time low. As UX lead I researched, designed and prototyped a new trust module.

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

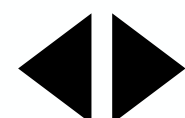


Design lead on a team of 10. Worked to design and facilitate innovation workshops that would engage the C-suite.

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.

The Future of Travel

*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



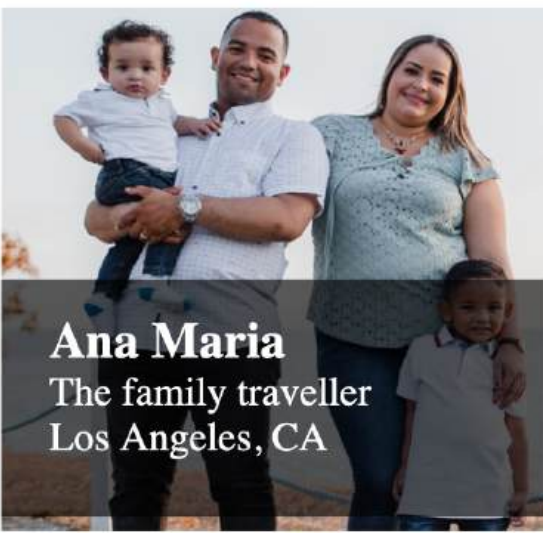
Result: Solidified new business pipeline to explore workshop concepts and prototypes





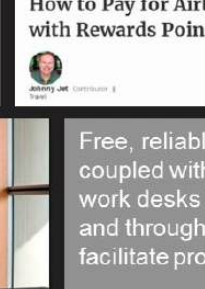

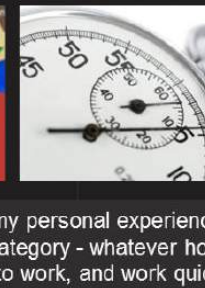


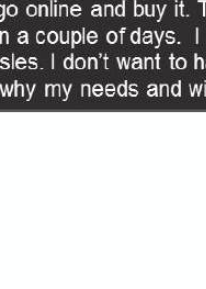
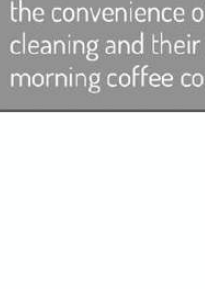
Six important shifts are impacting the way Dawn experiences everyday interactions

 <p>A Life in Flow</p> <p>Wi-Fi, Li-Fi, and changing norms mean we can do anything from anywhere—enhancing flexibility in everything from work to ownership</p> 	 <p>On-Demand Everything</p> <p>Automated tasks and instant, on-demand access to everything will enable us to do less and demand even more.</p> 	 <p>Exponential Intelligence</p> <p>We'll trust smart devices, systems and robots as intimate resources and friends.</p> 	 <p>Transparent Existence</p> <p>We'll increasingly be tracked—and track ourselves—reaping greater and greater benefits of connection, quantified performance and personalization.</p> 	 <p>Omnipotent Individual</p> <p>Everything, every moment and every experience will be customized. Our lives will be designed for us and by us.</p> 	 <p>Synthetic Reality</p> <p>The boundaries between what is real and what is virtual will disintegrate. Immersive experiences will become our new way of living.</p> 
---	---	--	--	---	--

LIPPINCOTT OLIVER WYMAN

 <p>Jessica The millennial traveller Atlanta, GA</p>	 <p>Steven The business traveller Westchester, NY</p>	 <p>Ana Maria The family traveller Los Angeles, CA</p>
<p>Scenario 1</p> <p>Type: Domestic travel</p> <p>Travel providers: Air, cruise, rental car, hotel</p> <p>Channel: Direct booking</p> <p>Tech: Provider's website</p> <p>Number of travelers: 1</p> <p>Destination: Alaska (via Seattle)</p>	<p>Scenario 2</p> <p>Type: International travel</p> <p>Travel providers: Air, rental car, hotel</p> <p>Channel: Corporate travel agent</p> <p>Tech: GDS for air & car; online / directly from agency to hotel</p> <p>Number of travelers: 1</p> <p>Destination: Amsterdam</p>	<p>Scenario 3</p> <p>Type: International travel</p> <p>Travel providers: Air, cruise</p> <p>Channel: Online</p> <p>Tech: Provider's websites / OTA</p> <p>Number of travelers: 2 adults with their 2 kids (family)</p> <p>Destination: Caribbean (via Miami)</p>

The Business Traveler

PRE STAY	IN STAY	POST STAY
 <p>Business travelers seek no-frills transportation that emphasize the efficient transfer from point A to Z</p>	 <p>Constrained time means clean hotel gyms with varied equipment trump workout classes</p>	 <p>How to Pay for Airbnb and Uber with Rewards Points</p>
 <p>Business travelers seek no-frills transportation that emphasize the efficient transfer from point A to Z</p>	 <p>Free, reliable WIFI coupled with available work desks both in room and throughout the hotel facilitate productivity</p>	 <p>Hotel loyalty programs incentivize business travelers to return</p>
 <p>Business travelers seek no-frills transportation that emphasize the efficient transfer from point A to Z</p>	 <p>Business travelers emphasize experiences that use time most productively</p>	 <p>Business travelers are less likely to have time to shop while traveling, but do enjoy the convenience of dry cleaning and their favorite morning coffee company</p>

"My ideal travel experience is easy, efficient, fast and reliable."

"From my personal experience - and it's not just in the travel category - whatever household goods I buy, I just want it to work, and work quickly. I don't really like lines. I don't like waiting. If I don't feel like I need to touch it I'll just go online and buy it. Then it'll be delivered to my house in a couple of days. I want to avoid the lines and the hassles. I don't want to have to tell three different people why my needs and wishes are."

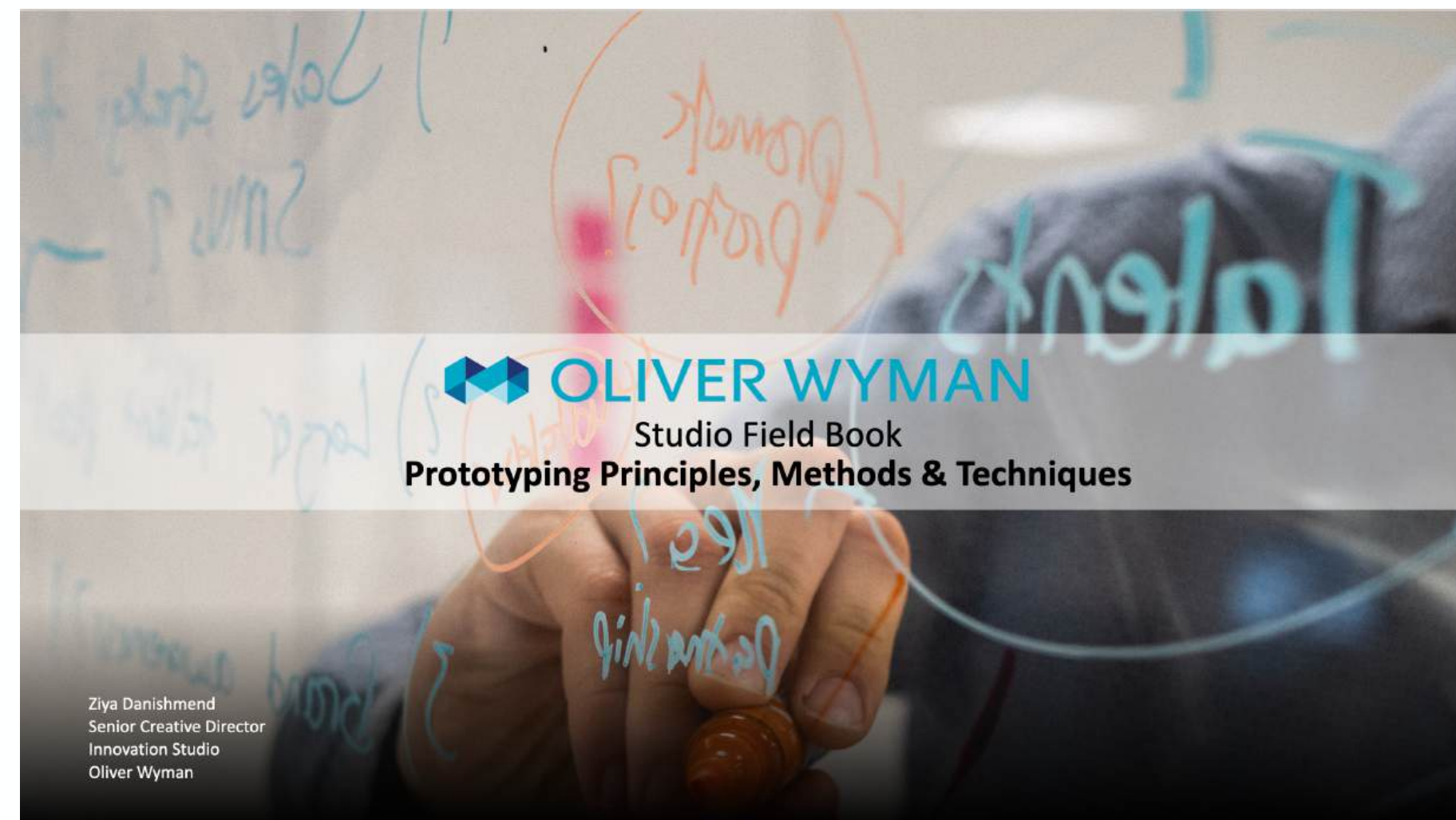
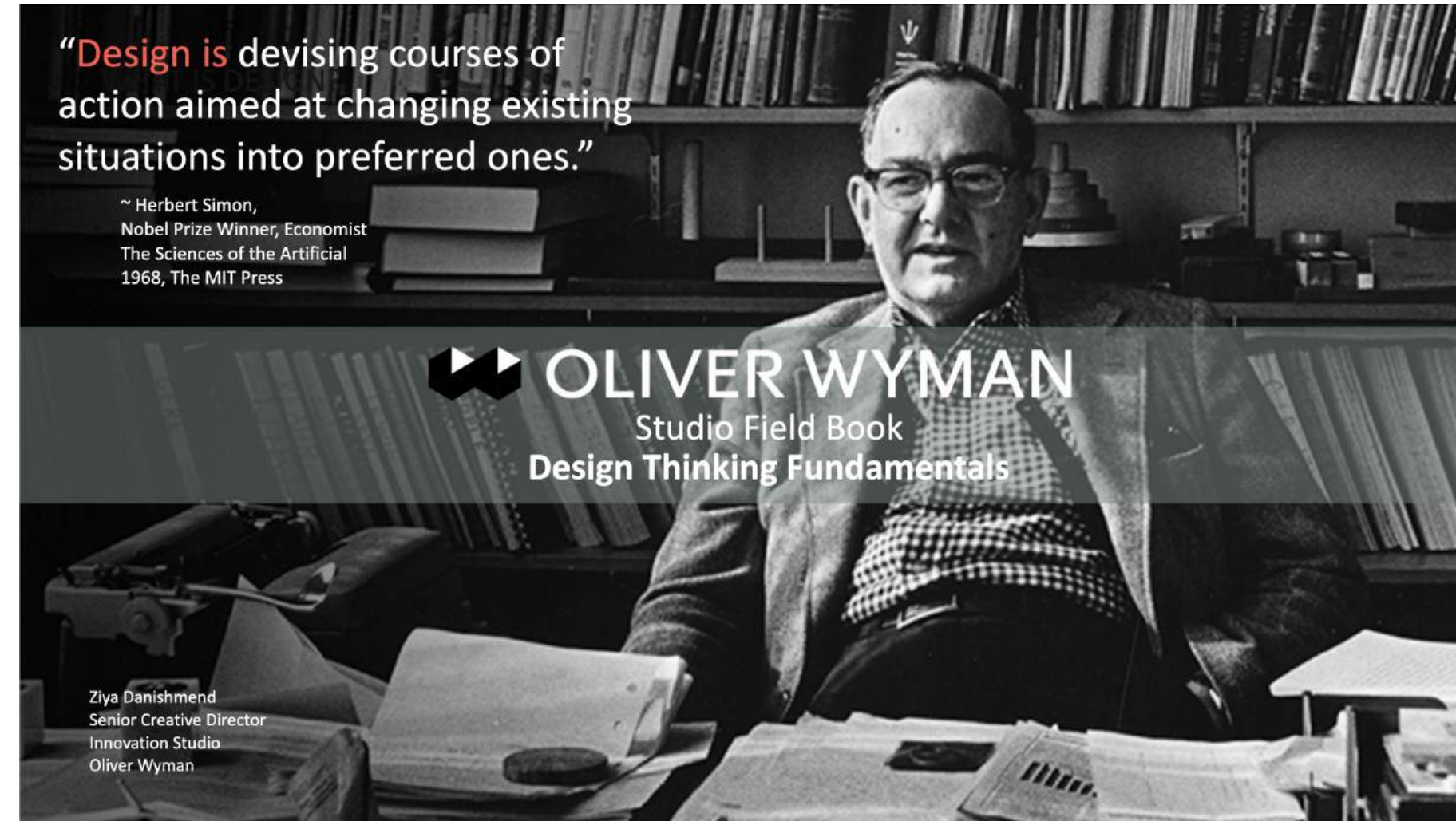
OW Field Books - for exec stakeholders and external clients

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.





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
<p>FRIENDS I message a friend who's an “expert” on all things skin because I'm having my latest flareup</p> <p>VLOGGERS 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>HERO/CUTDOWN VIDEO The video on the Physiogel website is piques my curiosity — science!</p>	<p>DERMATOLOGIST FAQ I want more info, so check out the interactive Dermatologist FAQ (on YouTube — linked from the website)</p> <p>RESEARCH Due diligence makes me do further research — competitor websites, blog- gers etc. I decide to get free samples from whoever will dish them out!</p> <p>WEBSITE I follow a banner ad (SEM) that links be me back to the website</p>
<p>- What can help my dry/itchy skin?</p> <p>- Is there something that just does the job but isn't a cosmetic?</p> <p>- What is the science behind the brand?</p> <p>- How can I make Physiogel part of my daily routine?</p> <p>- Is Physiogel better than what I'm currently using, and if so, why?</p> <p>- My skin needs more protection as I age - will this work?</p> <p>- How can I protect myself from the drying effects of the sun and pollution?</p> <p>- Is there something that just does the job but isn't a cosmetic?</p> <p>- How do I know if this product works?</p> <p>- What are people like me doing for body care?</p> <p>- Is this a cost effective treatment?</p>	<p>- Who is using Physiogel?</p> <p>- What other products do the same thing?</p> <p>- How does it actually work?</p> <p>- How fast does it work?</p> <p>- Can it cure my skin condition?</p> <p>- Will it protect my skin?</p> <p>- Is it smelly? Is it sticky?</p> <p>- How long does it take to dry?</p> <p>- Is it natural?</p> <p>- What's the right product for me?</p> <p>- Are there side effects?</p> <p>- Is there a rebound if I stop using it?</p> <p>- What's the long term efficacy?</p> <p>- When is the optimal time of day to apply skin care treatment?</p> <p>- What can I do to compliment treatment? Diet? Exercise?</p>
<p>- Do they know about my brand: unaided/aided?</p> <p>- How do we compare to other brands in: awareness, site visits, searches, social mentions?</p> <p>- For people who know the name "Physiogel", what do they know about the product?</p> <p>- What do you see as Physiogel's big differentiator? What's attractive to you?</p> <p>- What are the triggers for a first time-ime customer vs a switcher?</p> <p>- Where are you getting the most information about dry skin?</p> <p>- What messages drive trigger interest among switchers?</p> <p>- Can we take a look at competitor banner ad click rate? Are they more/less successful? Does "type" or "tone" matter?</p>	<p>- What do they want to learn?</p> <p>- Are customers researching options even when they are satisfied with current treatment?</p> <p>- What is the information people are looking for? What content are they engaging with the most?</p> <p>- Customer consideration is site visits and engagement, but what about the HCP in the equation?</p> <p>- How do we leverage existing customer ambassadors to get higher in consideration?</p> <p>- What information do customers want to know about Physiogel? Does it differ from market to market?</p> <p>- What is celebrity impact?</p> <p>- Who is watching our videos?</p> <p>- Can we track exposures & touches of the site/media before conversion?</p> <p>- What are all the activities customers do to help them consider Physiogel? How much influence does Doctor/ Nurse have?</p> <p>- Website page views - which are most viewed? Has this changed over time?</p> <p>- How do we get sign-ups through Physiogel.com?</p>



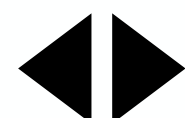
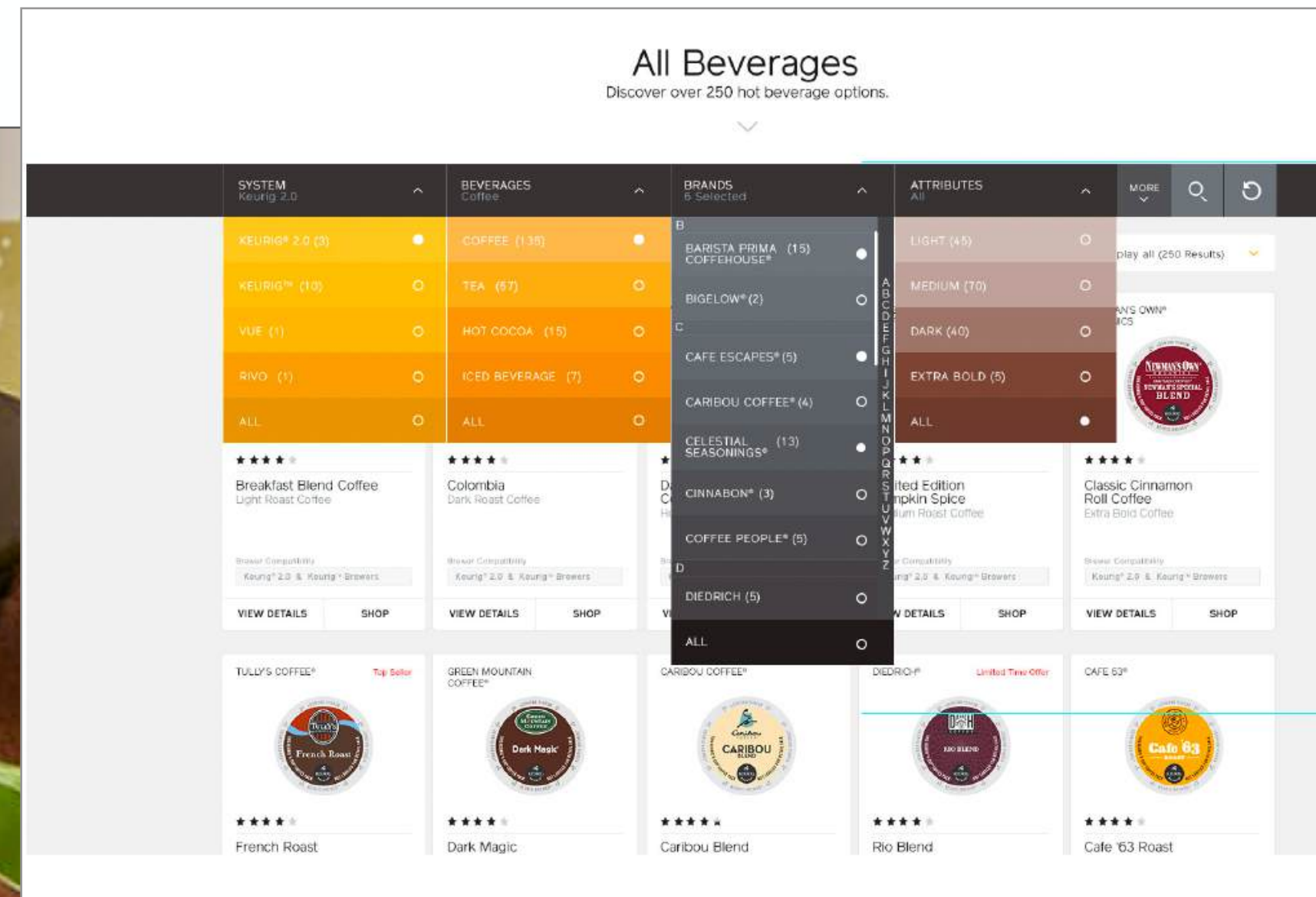
E-commerce flavor profile and search

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





Improve shopping flow

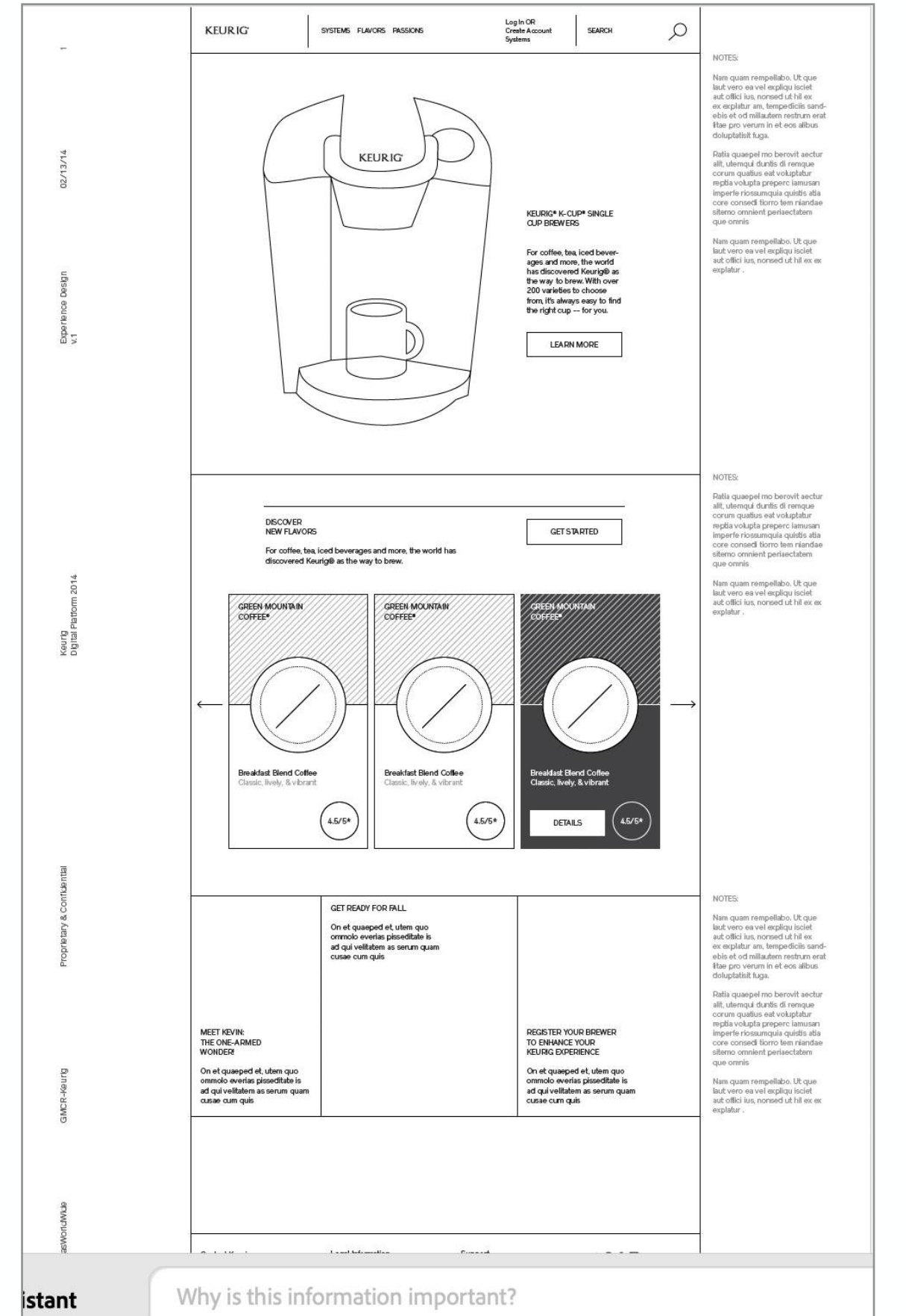
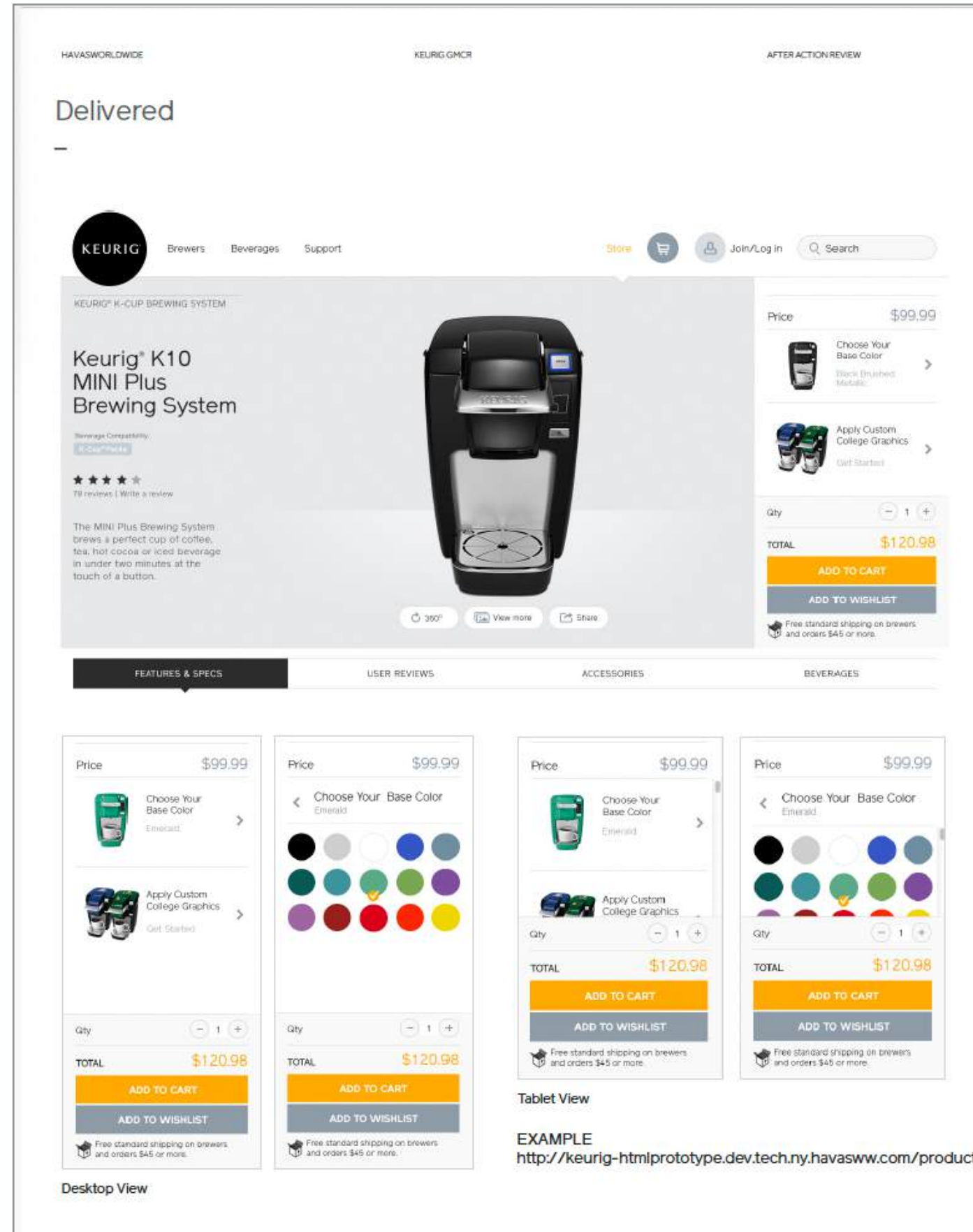
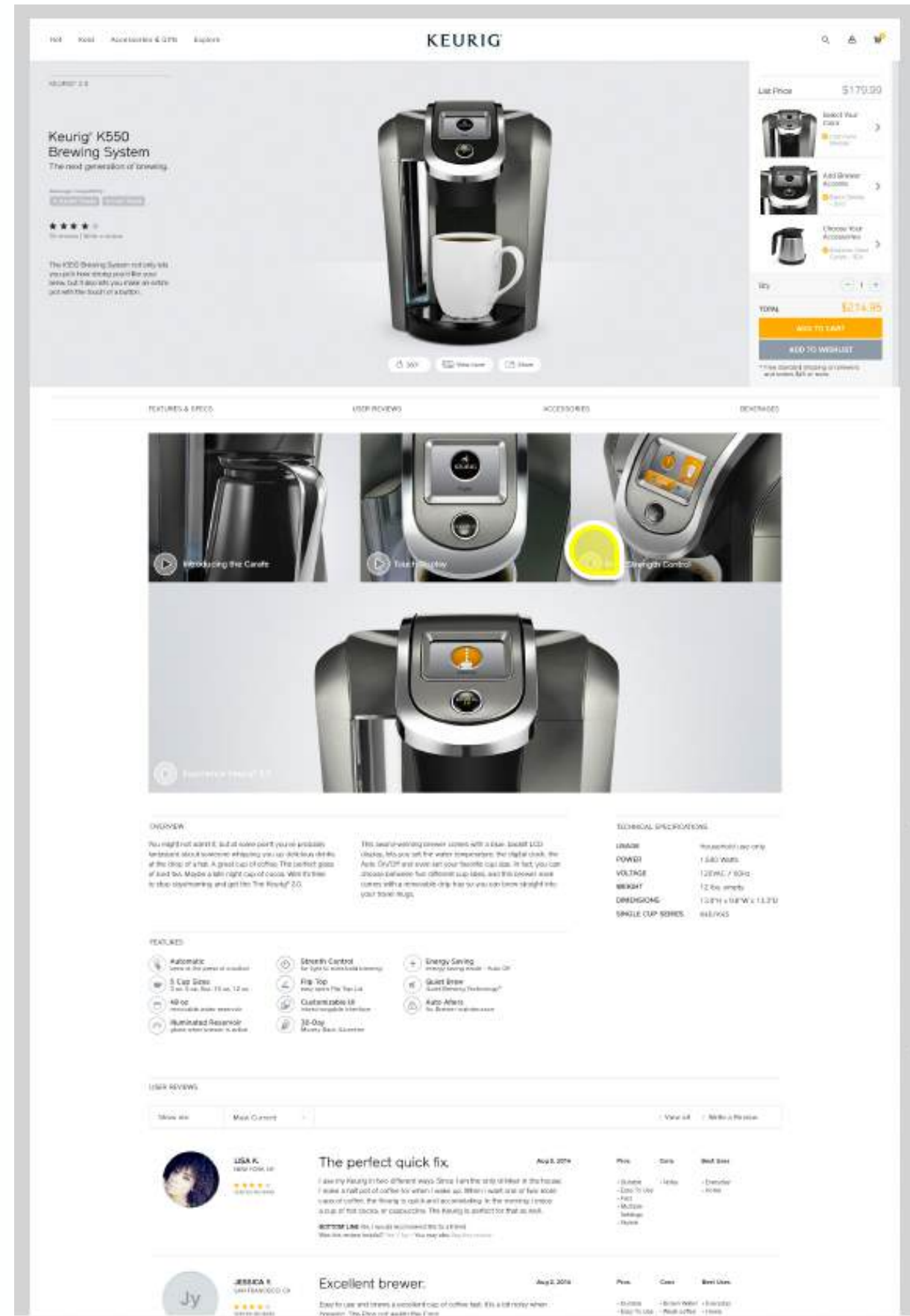
PDP

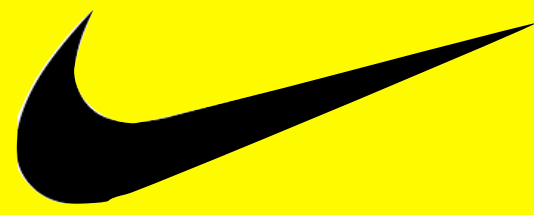
Email

Wires

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 (mobile point of sale)

About | Approach | Case Studies

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

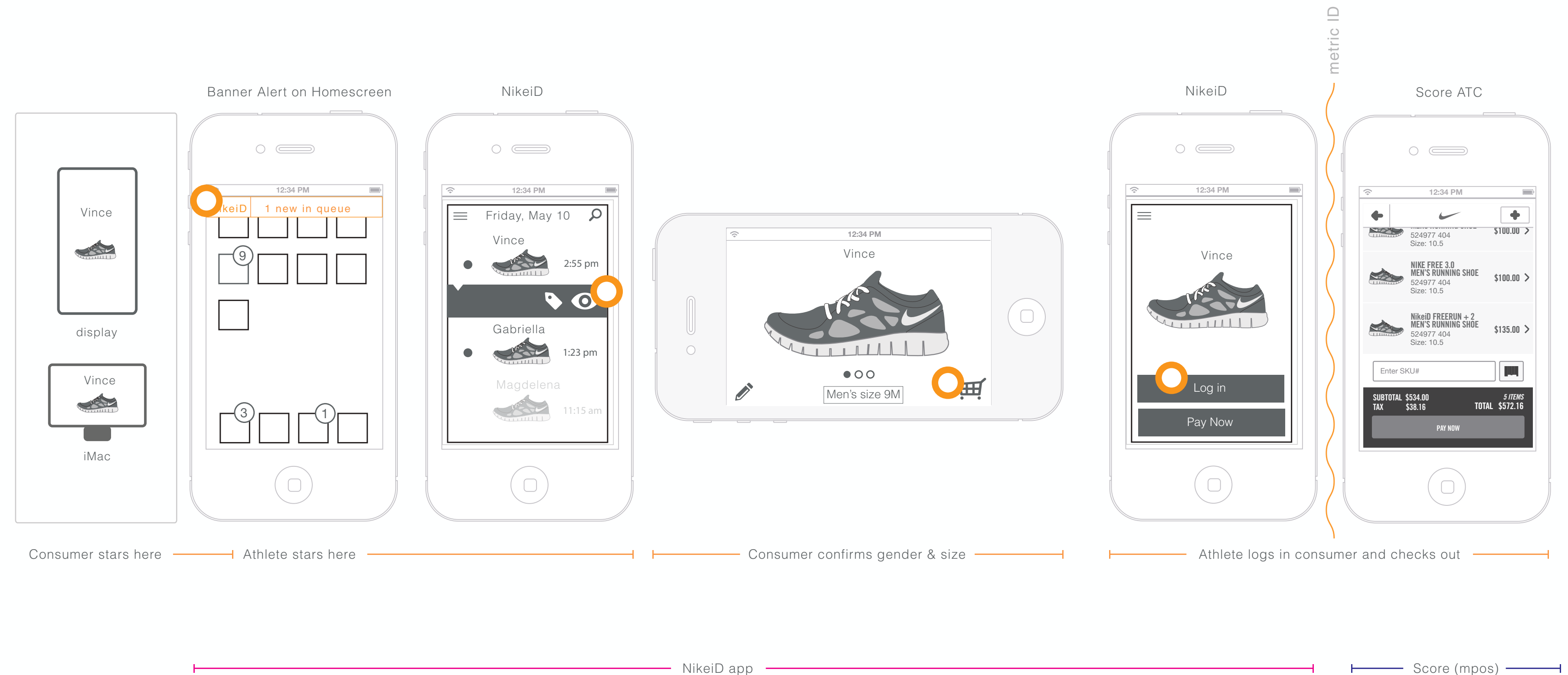
Opportunity: Nike Running needed a smarter, more personalized mobile sales tool.

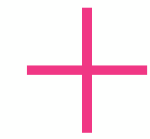
Action: Designed a next-gen MPOS using running data and real-time insights for tailored product recommendations.

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.





Since 2018, I've been working with AI as a creative collaborator—exploring new ways to design, prototype, and build with greater speed and creativity. Each project has been part experiment, part exploration and part transformation.

Explore more of my AI-powered product design work **here**.



gsk

FINAL PLANNING SESSION | Key Deliverables

Back in your "Project teams"

- 1) Finalise Your Workshop Timings – 10 mins
 - 1) Clarify your first Workshop 3 dates
 - 2) Identify (realistically) the earliest you will have some tangible measurements to share
 - 3) Share these on the central tracker
- 2) Stakeholder Mapping – 20 mins
- 3) Risks & Issues – 15 mins
- 4) Project Charters – 15 mins

Ziya Danishmend

(415) 742-2799

ziya@danishmend.com

danishmend.com

siftlab.co

linkedin.com/in/ziyadanishmend/

Thank you