NATE KERL

LEAD USER EXPERIENCE PRODUCT DESIGNER

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I love solving problems by investigating, organizing, growing, and designing things with a team all while folding it into the big picture of a company.

I think broadly and deeply for a company, but can still make the complex understandable for users and peers.

Ultimately, I'm most passionate when I really believe in the mission of the work that I'm doing.



WHAT I'M LOOKING FOR

I'm currently located in Minneapolis and not looking to relocate. I enjoy working remotely for the right company culture.

MY AREAS OF FOCUS



USER RESEARCH

I have experience leading usability tests and one on one interviews, both in person and remote. I'm a good listener and also good at asking pointed, objective questions. You can count on me to make sense of it all afterward.



EXPERIENCE DESIGN

This is my wheelhouse. I'm used to shepherding early conceptual designs (as rough as a Sharpie and always grayscale) all the way to release. I'm open to other opinions and listen to fellow team member ideas. I'm technical enough to work closely with developers and still utilize my MBA to speak the language of business.



USER JOURNEYS

User journeys can be messy and hard for non-designers to feel comfortable with all of the ambiguity. I'm good at leading workshops, gathering and making sense of ideas, and getting stakeholders involved.

TOOLS I KNOW:

Figma

Adobe XD

Sketch

InVision

Miro



SOME COMPANIES I'VE WORKED WITH IN MY CAREER







MY PROJECTS



SOME OF MY WORK



ILLUSTRATING THE POSSIBILITIES OF APIS

CLIENT: Refinitiv

Understand our user with detailed journeys, then show the power of our News APIs for clients who want to do it themselves.



KID-FRIENDLY TEST PLATFORM FOR ALL

CLIENT: Questar Assessment

Research and redesign a test platform that focuses on the questions and doesn't confuse students with interface tools or language.



ONE BUSINESS, MANY SUPPORT GROUPS

CLIENT: Jostens

Users come into jostens.com for one of 20,000 unique storefronts. So, how can we also send them on the right pathway for service and customer service?





API CLIENT JOURNEYS, API DEMOS

CLIENT: Refinitiv

PROJECT SUMMARY

To give more light to the possibilities of the many valuable news-driven APIs that Refinitiv owns or licenses.

Current teams are using one-off processes not driven directly from the API itself. It is often hard to show a customer what the API could look like in their own portals.

But, first, this all started with brainstorming a larger end-to-end process of understanding the Refinitiv data feeds user journeys.

MY ROLES

- UX Research
- UX Design
- UI Shepherd



All > News

What you get with Machin



DATA PLATFORM

Global reach

2500 journalists in 200 locations.

Specialist commoditie

With 120 dedicated commodities re the key commodities stories you wo

Why our news?

Our news helps financial professionals identify opportunities, spot risks, and take action before mark intelligent tagging, and advanced search and analytics capabilities enabling you to know first and act

API Presentation Examples

Text News

Online Reports

Breaking Views

Top News

European Companies

Get top news from companies in Europe by using the ID, European Companies.

Wealth Management - N. America

Get top news from banking and finance focusing on wealth management in North America, by using ID,









In this research project, I planned and conducted 30 interviews with stakeholders, existing users, and potential users in Milwaukee, New York City, London, rural Belgium, and Beijing. Most were done virtually, but I led two workshops in New York and London.



API POSSIBILITIES

Research

Journeys

Demo Flow Demo Sketches Prototype Dev Team

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INTERVIEWS INTO REQUIREMENTS

Working together with a dedicated product manager, I was able to conduct the interviews, then work 1:1 with the product manager to organize, de-deduplicate, prioritize, and then present the findings to the stakeholders we interviewed. This led to some priorities in the near-term (quick wins) and future concepts to be explored further.

API POSSIBILITIES

Research

Journeys

Demo Flow





3) Detailed Journeys

REFINITIV 🧮 RDP Sales person user journey

INITIAL INTEREST AND AWARENESS	CONTACT AND LEAD QUALIFICATION	I N I
Prospect customer becomes aware of need and/or is initially exposed to Refinitiv's offering - this may emerge from a change of circumstances, an emerging need, and/or due to Refinitiv's marketing efforts.	Prospect customer enters Refinitiv's ecosystem and expresses interest in specific product or offering. Lead Teams work to qualify leads and progress into opportunities.	Sales team cont
<image/> <text></text>	<complex-block><complex-block><complex-block><complex-block></complex-block></complex-block></complex-block></complex-block>	<complex-block></complex-block>

DETAILED JOURNEYS

The emphasis for late 2019 has been on the salesperson journey, so I've gone deeper on this using some of the same phases for the journeys from early interest by the customer all the way into trial and purchasing. This includes as much as we know about channels used for communication all the way to pain points and opportunities.

I've built these journeys in Sketch, but saved to PDF and even printed for in-person workshops.

API POSSIBILITIES

Research

Journeys

TIAL SALES CONTACT & PRODUCT DEMO

TRIAL AND PURCHASE DECISION

cts the prospect customer to understand their need and define the sales approach. Product demos are conducted.

Prospect customers undertake a product trial for a defined period. Trial process involves initial setup and training, which may be face-to-face for complex clients



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ONCE SOMETHING IS PRIORITIZED, WORK ON MICRO FLOWS

After doing some initial UX research for several weeks, I was assigned to a team focusing on one of the 2019 priorities, the API Sales Demo tool. To get us started, we did a run down with the key stakeholders on needs. I worked with a product manager, business analyst, and did flows with them as they started to form stories. Even these initial flows at a very high level helped us make sure we weren't missing stories in the interactive UI. My earlier research helped me to speak for the needs of the customer user and the internal business users.

	REFINITIV SI	GN IN
	4	
Refiniti	v Data Platforr	n
	WEALTH	
scoops, and cutti provider - and fro financial markets	st. Your exclusive gateway to real-ti ing-edge insights from Reuters - the im over 7,500 other third-party new	e world's leading trust
scoops, and cutti provider - and fro financial markets	ng-edge insights from Reuters - the om over 7,500 other third-party new	e world's leading trust
scoops, and cutti provider - and fro	ng-edge insights from Reuters - the om over 7,500 other third-party new	e world's leading trust
scoops, and cutti provider - and fro financial markets News	ing-edge insights from Reuters - the om over 7,500 other third-party new	e world's leading trust
scoops, and cutti provider - and fro financial markets News Top	ing-edge insights from Reuters - the om over 7,500 other third-party new	e world's leading trust

API POSSIBILITIES

Research

Journeys

Demo Flow



Demo Sketches

Prototype

Dev Team

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DIGITAL SKETCHING TO GET EVERYONE ON THE SAME PAGE

I use these rough black-and-white "sketches" because I work remotely and many of my stakeholders and my dev team are in different spots. Working with a business analyst or product manager, I'm able to do rough sketches with some call outs on functionality to get everyone on the same page per se. This actually really helps and people are able to comment. I use Adobe XD for this, which allows commenting with attribution. It's quick and allows us to move from fairly low-fidelity drawings to higher fidelity when the time is right.

I can walk via any of these clickable experiences in person, but obviously cannot share these in a portfolio.



API POSSIBILITIES

Research

Journeys

Demo Flow

INDIVIDUAL API DEMO(S)

Purpose: Pre-built requests are displayed in various manners (table, graphs, etc.) to show real content coming from the API.

Pre-built requests are created by a Refinitiv product manager (Wim), but also allow individual users to configure examples and save their alterations.

Priority

Prototype

HIGH

This is the demo per se, so this is a must-have and likely comes before the other pages are created.

Dev Team



Demo Sketches







CLICKABLE WIREFRAMES / PROTOTYPE

These are more of the final product. Since we are using an existing design system, I'm largely pointing to the right UI patterns and noting behaviors. This is affirming for the stakeholder regarding the workflow, which in this case is really key. I'm working with salespeople on several teams to make sure they can use this tool in a sales meeting. My clickable prototype (although it has no code) saves money by doing all of this approval and flow work before going to a development team. This uses Adobe XD, although could easily be built in Sketch + InVision or with Framer.

I can walk via any of these clickable experiences in person, but obviously cannot share these in a portfolio.

All > News > Text News - Sr	apshot He	eadlines
Examples		
Small Portfolio News	\checkmark	API: Text News Example: Small Portfor Show query >
Filters		Headline
Query		
IBM.N, VOD.L, 7201.T		IBM CT : baissier sous 13
Date Options		ANALYSE-Klimakrise ve
Custom	\sim	Analyse court terme - IB
Date Range Start		*Vodafone: Fitch taglia r
2019-01-01 15:00:00:000	Ē	*Vodafone: Fitch taglia r
Date Range End		IBM CT : baissier sous 13
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15		*Vodafone: Fitch taglia r
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High	\sim	IBM CT : baissier sous 13
Languages		ANALYSE-Klimakrise ve
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Chinese		*Vodafone: Fitch taglia r
English		
French		*Vodafone: Fitch taglia r
🗹 German		
Greek		
 Italian Japanese 		
Korean		
Polish		
Portuguese		
Russian		
Spanish		
Thai Truckich		
Turkish		
Update		

Clickable built with

API POSSIBILITIES

Research

Journeys

Demo Flow

				Sign Ou	it				
Snapshot Headlines _{News}									
		Publish Da	te and Time	Source					
		2019-08-14	T16:31:11.434Z	NS:GURU					
ärft den Überlebenskampt Example o	utput	19-08-14	T11:33:06Z	NS:RTRS					
La tendance est incertaine These sho	uld link to storyld API view.	19-08-14	T06:15:09.597Z	NS:RSCH					
g a BBB, outlook stabile		2019-08-13	T12:16:55.555Z	NS:DJN					
g a BBB, outlook stabile		2019-08-13	T00:00:00Z	NS:DJCP					
ärft den Überlebenskampf der Autobauer La tendance est incertaine. (1 page) - Day by D ig a BBB, outlook stabile ärft den Überlebenskampf der Autobauer La tendance est incertaine. (1 page) - Day by D ig a BBB, outlook stabile ig a BBB, outlook stabile		send	ries API: Text New Example: Individual Show query > Individual Story variable is: title Boeing to oversight crashes Class is 'tr-ateline' WASHINGTON, Sept 2: upcoming U.S. Senate spokeswoman for the p The announcement cat created a new perman manufacturing and ope fatal 737 MAX crashes. The committee's chairr Boeing had released lo learning more about th made at the aviation sa Boeing declined to cor Last week, the U.S. Ho Boeing CEO Dennis Mi MAX involved in two dd people. The panel's chair, Repr the chief engineer of B said last week it was st A spokeswoman for the response from Boeing. Earlier this month DeFa available for interviews development and certi Boeing has said it hop quarter but still has a s return to service, include	bolster engi in response	ineer to 73 ss is 'tr-ric'. We N is expecter ring on avia and said Wee ersee devel- vices in the ersee devel- vices in the ersee devel- vices in the ersee devel- vices in the erse devel- probe into the probe into the probe into the probe into the erse devel- probe into the erse devel- erse devel	BT MAX might link this in the future. ed to testify at an tion safety, a dnesday it opment, aftermath of two tify. s happy to see ks forward to sions Boeing has committee asked e grounded 737 killed 346 ohn Hamilton, to testify. Boeing ave not gotten a employees the design, the fourth 37 MAX can on of a software	The Boeing logo is disp August 7, 2019. variable is image: _text Note: This in the API. .tr-advis .tr-pado	view hides many ex This includes hiding sory, c, lwichbox, off,	
l									

Demo Sketches

Prototype

Dev Team







BRING IT TO RELEASE, CARRY THE DESIGN ALL THE WAY THROUGH

In the teams where I'm embedded, I really get to know the developers well. My background in html and css at least lets me call out when a tag is being used incorrectly or when we are missing a few details such as our default loading mechanism or perhaps the wrong page alert. Either way, I'm sometimes in the weeds working in entering a Jira ticket myself, following up via email, or working with a BA on a dev team when available. I want to make sure that what the stakeholder saw and approved is what they see released.

Acceptance Criteria:

My example acceptance criteria from a Jira story.

API POSSIBILITIES

Research

Journeys

Demo Flow

REFINITIV"	ATFORM	Sign Ou
All > News > Text News - Snapshot	Stories	
Back	API: Text News - Snapshot Stories Example: Individual Story	
Back button would send user back to previous	Show query > Individual Story	

Demo pages - overall

o Make the Show Query link more visible. Add hover/focus state, even a simple underline or solid bottom border on hover/focus.

o Need a loading icon for the page, especially the content area. It sometimes takes some time. Any way to get the images to load faster?

o Images: Can we always maintain the ratio? Sometimes it looks "squished" or the ratio isn correct. Is there a standard height or width?

o Is there a way to give more "major" headers such as, "Examples" and "Filters" a higher level in hierarchy? These aren't just labels. They are more like an <h3> tag. I can help look in Element for this. For example, "Filters" should be bigger than "Query". See the mocks.

.tr-contactinfo

azio asked Muilenburg to make several employee nterviews as part of a congressional probe into the design.

said it hopes the plane can resume flights early in the fourth arter but still has a series of steps to complete before the 737 MAX can urn to service, including submitting a pre-production version of a software ederal Aviation Administration (FAA) chief Steve Dickson told Reuters

Demo Sketches

Prototype

Dev Team







KID-FRIENDLY TEST PLATFORM

CLIENT: Questar Assessment

PROJECT SUMMARY

Create a standard test interface for multiple tests and clients. Test the test interface, the recognition of buttons, etc. so that kids aren't anxious about an interface.

TIMELINE

12 weeks start to finish including 4 days of in-person usability testing.

MY RESPONSIBILITIES

- User Research
- Experience Design
- Visual Design
- Leading Team

INTERESTING FACTS

2.4 million test sessions were delivered on the Questar online testing platform in 2016.



Listen and answer the question.







When do you think is the best time to do homew three reasons to explain your opinion.

This was by far the most researched and scrutinized of any workflows and interfaces I've done in any role. These needed to work across platforms (iOS, Android, ChromeOS, and laptop Web browsers), but also pass heavy stakeholder approval and state education standards.



HEURISTIC EVAL

Done initially with internal experts and, by looking at our existing interface, I was able to get some immediate feedback from past history.



USER RESEARCH

Added in feedback from past clients, by looking at competitors, and by utilizing best practices for testing platforms in the industry used by opensource state consortiums.

TEST PLATFORM

Research

Workflows

UI Design Partnership

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Research



USER FEEDBACK

My team helped create a "user research day" format where students came in to learn more about UX, but then also stayed to be testers and give feedback.



PSYCHOMETRICS

More in the "partnership" section, but this was an excellent way to utilize very smart people in test creation to give us research before even starting to draw up possible flows or UI.





USER PERSONAS TO HELP EVERYONE

While many people in the company had a good understanding of the sales process and customers, there wasn't personas created to help keep the user in mind while going through the research and design process.

The goal as a design team was to involve internal folks in the creation process (as well as outside interviews) and then create visually-appealing user personas that could be used by anyone in the company as well as employee onboarding.

Goals: Retire Finan and Plan Fende 42 Frustrations Almon Assist Parent 1000,0000044 Bo: Married 3 Kids obbie: Knitting Cooking Drivers: Kids Social Status ENFP DREAMER FRUSTRATES E HARD WORKI

One of the f

TEST PLATFORM

Research

Workflows

GENDER: MAL AGE: Progra SLU/ BLO - Ed Industry/EL Specialist - Liking theoter	ctuals Festing e - Reliable, accurate trustrati	ketches	s from brair	nstorms
WI FAMILY	ing-time - B2 Politic	SCHOOL LEV		
	Michael Age 15 Occupation Student Devices Used Dai	Nextera User Role Student Myers-Briggs Type ENFP	and make varsity in tennis by ear. viewed as the "cool guy" in his nds. ire out what he's going to do f his life.	Version 1 Personas Include: Student Parent Teacher BLU STC SITC DLU DTC SLU
WANTS TO LEARN ASILY CURIOUS	Cellphone (personal). Laptop (so Comfort Level wi Not Comfortable mbols or indicators.	th New Tech Very Comfortat	tions the phis grades up in order to e tennis team. ren't options in technology to e his color blindness, which cult to do certain tasks. ork interferes with his tennis and	(more roles will be represented in future versions)
final pe		social ac		





HEURISTIC EVALUATION, PAST FEEDBACK, COMPETITION

Looking at the current platform, there was some easy to identify things to change just based on usability and a heuristic evaluation using Nielsen's 10 usability heuristics.

However, there was also things to mind with past surveys done with customers and competitive analysis of other platforms.

2014 and earlier design of Questar Testing System

Number 1 2A 2B 2C 3 4	You have a second secon
1 2A 2B 2C 3	Answered Answered Answered
1 2A 2B 2C 3	Answered Answered
2A 2B 2C 3	Answered
2B 2C 3	
2C 3	Answered
3	Answered
	Answered
4	
Select the ar	Select the ques row pointing to
nce you hav	e finished the te
	-

TEST PLATFORM

Research

Workflows

- 🔨 🖪	📐 🖄	ý 📃			to know how long it's taking- no real indication or ability to expect - no	
			1. Visibility of System Status	indic	ation of time it takes -	medium
ave 3 unai	nswered q	uestions.	5. Error Prevention	5. Error Prevention No labeling on anything- it's a problem		medium
	_			Table	t would be EXTRA confusing - need to account for easy undersatnding of what	
Unar	nswered	Bookmarks	11. Affordances	is go	ng on w/out hover	high
			11. Affordances	Don'	' know what icons are	medium
				No b	alance or margin control - NOT responsive to the page - Frame was arbitrary	
			8. Aesthetic & Miminalist Design	befo	re - now gone	medium
Unar	nswered		11. Affordances	Why	are there two speakers- confusion over functional icons	high
Unar	nswered		5. Error Prevention	Wha	do you do here? How does a student know what is going on or expectations	high
)er	11. Affordances	How	are icons related to the text? Are thev?	high
Unar	nswered		11. Affordances	iric	tic eval spreadshe	$\mathbf{x} = \mathbf{x}$
			2 Match between System/		lic eval spreadshe	et

Comments from ELPA21 Field Test

estion number to go to that question. to the left to return to the last question on t

test, select the "Submit" button to subm	it	2
--	----	---

I	4	out of 4	•		

Scrolling

"The split screen with passages involving scrolling both up and down and left and right were difficult to use. This is very inconvenient for my students. Students want to scroll from the right and not from a scroll bar in the middle of the screen. In addition to this, the scroll bars were narrow and hard to grab and scroll."

"Too many things to manipulate within test that are not related to student learning or abilities but computer skills (examples are scrolling down, clicking and arrowing down, expanding passages). It would be very overwhelming for all students, but especially K-1 that don't get much computer time in the classrooms and don't have many technology skills yet"

Summary from customer surveys

"Too many things to manipulate within test that are not age appropriate. It was overwhelming. The scrolling didn't work correctly and was difficult to figure out."







WE ARE NOT THE USERS

Working as a b2b partner, it's easy to lose sight of the actual end users of the test platform. While no clients asked us to put the platform in front of students, we found this early research important as well as getting validation on a redesign.

Just a few things we learned on a particular user research day with students:

· Learned about our test takers (all

students had experience testing on a computer, 84% actually preferred computer test taking)

· Validated strengths of our platform

(labeling, iconography, ease of use on iPad, etc.)

Highlighted areas that should be explored further (test submission process, quick changing between questions when available, language for younger/ELL students, etc.)





TEST PLATFORM

Research

Workflows

From an actual user feedback day.

Key Findings

- Iconography
 - Update some icons to be more recognizable to users
 - Keep the text labels, particularly for difficult concept items (like answer masking and line reader)
 - Based on results, reduce the size of icons to save on space (icons were only guessed correctly 4% more at a larger size)



Presentation to leadership











DOCUMENTING AND EVALUATING A FLOW

A testing interface is complex, because it needs to work for multiple different types of tests, various numbers and types of questions (per test), accommodate language, accommodate for different tools for students, and potentially have different workflows depending on whether a test is for practice or not. This is a very simple flow, but they get far more complex than this. Each client had unique needs, each test had unique needs, and each student could even have unique needs (tools turned on/off, question order, etc.). This took dozens of rounds for me to get right and definitely needed the interactive prototype here built with Axure. But, it saved hundreds of hours of development and lessened user confusion.





TEST PLATFORM

Research

Workflows

Nextera Test Delivery Client default workflow

ELA - English II		
Review	Question 1 of 2 You've answered 0 of 24 question	
calculator	Play Questions 1.0x Play All	
ruler	Play Passage Cerpt from Mary Shelley's Frankenstein Play Questions Chapter 12	Which two qu lives outside
protractor	1 "I lay on my straw, but I could not sleep. I thought of the occurrences of the day. What chiefly struck me was the	\Box "The your and appear
selector	gentle manners of these people, and I longed to join them, but dared not. I remembered too well the treatment I had suffered the night before from the barbarous villagers, and resolved, whatever course of	"If such lo strange th be wretch
highlight	conduct I might hereafter think it right to pursue, that for the present I would remain quietly in my hovel, watching and endeavouring to discover the motives which influenced their actions.	"I was at perpetual appearan
abc reading guide	2 "The cottagers arose the next morning before the sun. The young woman arranged the cottage and prepared the food, and the youth departed after the first meal.	"I cannot ideas app able to pr
magnifier	3 "This day was passed in the same routine as that which preceded it. The young man was constantly employed out of doors, and the girl in various laborious occupations within. The old man, whom I soon perceived to be blind, employed his leisure hours on his instrument or in	"I could n slight, ma cottagers

Don't share or discuss the contents of this test or material with others. Let your teacher know if you see someone cheating right away. Powered by Nextera[™] | Online ⊘

REUSABLE IS IMPORTANT

We needed reusable components, not just for saving development hours, but also because each component needed to be heavily tested for accessibility compliance. In our case, that meant meeting strict ADA 508 compliance. We also had tools such as text to speech, which had to work and be tested. Not having it work for a student was not an option and we had to meet strict standards set by states to protect students and meet 508 accommodations.

TEST PLATFORM

Research

Workflows











Questar Assessment

DOWNLOAD DOWNLOAD

DROPDOWNS

Another act

Dropdown menus - Dropdown headers - Disabled options

Regular link

Flat style guide for adjusting our Bootstrap install and keeping our digital products user patterns and style aligned.

		Another action Action Disabled link Something else here Another action Another link	
Questar Assessment	TYPOGRAPHY	Separated link Dropdown header Separated link	Pills
Basic template Examples	Headings		Profile
License FAQs Customizing Bootstrap	h1.Bootstrap heading	BUTTON GROUPS	Home
List	h2.Bootstrap heading Semibold 32p	Basic button group	Messages
 Lorem ipsum dolor sit amet Consectetur adipiscing elit 	h3.Bootstrap heading Semibold 24p	Left Middle Right	Options - Jus
 Integer molestie lorem at massa Facilisis in pretium nisi aliquet 	h4.Bootstrap heading Semibold 18p	Left Middle Right Left Middle Right	options ju
 Nulla volutpat aliquam velit Phasellus iaculis neque Purus sodales ultricies 	h5.Bootstrap heading Semibold 16p	Left Middle Right Left Middle Right	н
 Vestibulum laoreet porttitor Ac tristique libero volutpat Faucibus porta lacus fringilla vel 	h6.Bootstrap heading Semibold 12p	Left Middle Right Left Middle Right	н
Aenean sit amet erat nunc Eget porttitor lorem	Emphasis classes	Multiple button groups	
 Lorem Ipsum dolor slt amet Consectetur adipiscing elit Integer molestie lorem at massa Facilisis in pretium nisil aliquet Nulla volutpat aliquam velit Phasellus iaculis neque Purus sodales ultricies Vestibulum laoreet porttitor 	Fusce dapibus, telius ac cursus commodo, tortor mauris nibh, Nullam id dolor id nibh ultricies vehicula ut id elit. Etiam porta sem malesuada magna mollis euismod. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula. Maecenas sed diam eget risus varius blandit sit amet non magna.	1 2 3 4 5 6 7 8 1 2 3 4 5 6 7 8 1 2 3 4 5 6 7 8 1 2 3 4 5 6 7 8	Clickable link
Lorem ipsum dolor sit amet Consectetur adipiscing elit Integer molestie lorem at massa	Blockquotes	Nested button groups	Home Help
Facilisis in pretium nisl aliquet Nulla volutpat aliquam velt ° Phasellus iaculis neque ° Purus sodales ultricies ° vestibulum laoreet porttitor ° Ac tristique libero volutpat Faucibus porta lacus fringilla vel Aenean sit amet erat nunc	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a an Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a an — Someone famous in Source Title		
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	Someone famous i	Button Button Dropdown • Dropdown • Button Button	Default navl
BUTTONS	TABLES		Brand Link
Buttons Options	Basic example - Optional classes (Striped · Bordered)	Justified button groups	Buttons
Default Primary Success	# First Name Last Name Username	Left Middle Right	Buttons
	1 Mark Otto @mdo	Left Middle Right	Brand Sign
Info Warning Danger	2 Jacob Thrnton @fat	Left Middle Right	
Button sizes	3 Larry the Bird @twitter	BUTTON DROPDOWNS	Text
LARGE BUTTON			Brand sign
	- Electronic Lastronica Heorgano		

REUSABLE IS IMPORTANT

We started with a Twitter Bootstrap install, so prior to implementing this, I went through a number of the existing components and tried to unify the visual style of the design system. This was a good, temporary practice to make sure everything aligned and didn't conflict with each other.

TEST PLATFORM

Research

Workflows

NAVS

Tabs

IAVS	LABELS	LIST GROUP
abs	New	Basic list group
Home Profile Messages	New New New New New	Cras justo odio
Tome mesones	Default Primary Success Warning Danger Infe	Dapibus ac facilisis in
ills		Morbi leo risus
11.2	BADGES	Porta ac consectetur ac
Profile Messages Home Profile Messages		Vestibulum at eros
Home	Inbox (12) Home (12) Profile Messages (3)	With badges
Profile	Home 42	Cras justo odio (42)
Messages	Profile	Dapibus ac facilisis in 📀
ptions - Justified links - Disabled state	Messages 3	Morbi leo risus
Home Profile Messages	TYPOGRAPHIC COMPONENTS	Linked list group
Home Profile Messages		Cras justo odio
	Jumbotron	Dapibus ac facilisis in
		Morbi leo risus
Clickable link Clickable link Disabled link		Porta ac consectetur ac
		Vestibulum at eros
	Hello, world!	
abs with dropdowns - Pills with dropdowns	This is a simple hero unit, a simple jumbotron-style component for calling	Custom Content
	extra attention to featured content or information.	custom content
Home Help Dropdown - Home Help Dropdown -	Learn more	List group item heading
Action Action		Donec id elit non mi porta gravida at eget metus. Maecenas sed diam eget risus varius blandit.
Another action Another action Something else here Something else here		List group item heading
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TOUCH FRIENDLY, TABLET READY

Our design also had to work in a responsive manner for different screen sizes, but also fit for being wrapped for the iOS Apple platform and the Android platform. This was limited to screens best for testing, namely tablets or larger. I also helped launch the apps to the app stores with all of the marketing collateral and imagery needed.

TEST PLATFORM

Research

Workflows





UX + Psychometrics

We had a unique partnership in our UX team where we could work with specialists in psychometrics, which in the testing world is an expertise analyzing the psychology of test items and more. Most of these experts, which had PhDs in the topic, were great partners in feedback on the tools we created and often sat in on UX testing and provided best practices in the industry on tools, naming, and ideal interactions for tools. It was a great asset and partnership. We could provide knowledge on colorblindness, user interactions. They could provide the research on test taking and test items.



TEST PLATFORM

Research

Workflows

Close

Review your test

Answered	Flags	Notes
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You have **answered 12 of 20** questions.

Click or tap the I'm Done button when you have finished your test.

l'm Done

UI Design Partnership

Nate Kerl 25

C









CONTACT US, BETTER AND FASTER

CLIENT: Jostens

PROJECT SUMMARY

With more customers being routed via the josten.com site, I had a hypothesis that we could improve the selfservice portion to more easily get people a correct phone, email form, and sales rep without looking through a long list. The form itself was also unwieldy and was more of a catch all than actually putting the user's satisfaction first.

MY RESPONSIBILITIES

- Product Management
- Research Planning
- Content Strategy

INTERESTING FACTS

Jostens has over 20,000 unique storefronts. A customer could be calling about any of these items from professional league championship (MLB, NBA, NFL, etc.) rings to a yearbook for a kindergartener.

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mail folders for vour email account







In this research project, planned and conducted 27 interviews with call center reps, stakeholders, existing users, and potential users in Minneapolis and Chicago.



CONTACT US FASTER

Qualitative

Quantitative





Process

Mobile-First

Learnings

Nate Kerl 27





QUANTITATIVE RESEARCH BY MINING THE CALLS, EMAILS, ANALYTICS

For quantitative research and a business case, I went out and got real numbers on phone and email contacts by type, then worked with customer support management to figure how numbers might change with the improved routing. Some basic math and collaboration gave me the business case to go back to leadership for funding.

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CONTACT US FASTER

Qualitative

Quantitative

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	Current			Goal		
	Incidents	Cost/Incident	Cost	Savings/Incident	% Reduction in Incidents	Annua
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- ect pathways to the correct service agent
- (RBO & NRBO included)
- reased cost of ticket
- reased ticket volume
- reased customer satisfaction scores

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vings/Incident	% Reduction in Incidents	Annua
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Process Mobile-First Learnings







PROCESS DIAGRAM

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* Purpose of this message:			
Comment Question	Problem with site		Good idea, poorly executed
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HEURISTIC ANALYSIS

There were many basic UX problems here. I worked with a UX designer and together we had some pretty obvious changes that could be made for usability and to put mobile first in designs.

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Julius	
How can we help?	Please select your school or gro help us route you the correct pe
Order	help us route you the correct pe
Product	Affiliate form
Other/General	
	Or
General Contact	Send a general message
Address I Email Phone list	Cancel
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Question	

WIREFRAME SESSIONS, REVIEWS

This was not just for the end user, but also for customer support who would need to know how this form worked and could help us verify the most common pathways. Wireframe sessions were helpful to make sure we mastered the somewhat complicated flow.

CONTACT US FASTER

Qualitative

Quantitative





DESIGN INTO DEV

As a product manager in this role, I helped carry this project via from beginning to end. This also involved watching the analytics afterward and working with the team to tag things correctly to get accurate stats.

Mobile-First

Learnings

Nate Kerl 29







MOBILE-FIRST, **BUT STILL** COMPLEX

We knew that more and more of demographic was going mobile, but we couldn't stop supporting the core site, so a responsive design approach was key.

Users trying to contact Jostens were also more likely to be mobile since they were often responding to order emails or trying to use their phone to call.

The screens were complex, but we needed to make sure the workflow was understood not just by a development team, but also carried through to customer support groups to understand routing.



CONTACT US FASTER

Qualitative

Quantitative

Process

Mobile-First

Learnings

Nate Kerl 30

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jostens

Contact Us

Use this form and click the suggestions.

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Jostens can Please call 1 Jostens Inc. 148 E. Broad Owatonna, M

Please note: If you have spam blocking or require senders to seek approval, you may not receive our response. If this is the case, please check the spam or junk mail folders for your email account.

LEARNINGS

Customer communication processes are complex and often under-appreciated. They cross business verticals, markets, and need to have a flow that is understood both internally and externally. Contact routing and numbers often change, additionally the results of self-service workflows often affect employees–sales reps, product support, and customer support.

Product managing this is very much like being a conductor for many different types of instruments. This contact process still lives today on jostens.com/contact. It has only changed a little since I was there.

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ENDORSEMENTS

ENDORSEMENT FOR NATE

"Nate is a collaborative user experience expert who is passionate about creating amazing customer experiences. In a short time, Nate was able to apply his expertise and come up with "quick win" experience changes to drive business value using an MVP approach. This included the school store, site search, and contact us redesign to be mobile friendly/ responsive. We were able to implement these changes and show the business value with increased conversion rates, reduced bounce rates, and reduced customer service calls. Nate's knowledge of technology was beneficial in creating the balance of feasibility, user experience, and business need."

SHAWN WOOD

Director of Technology for Jostens in 2014

View on LinkedIn

ENDORSEMENT FOR NATE

"Nate is a great communicator and fantastic speaker. He could easily sell a design as well as a technical solution, but he was never afraid to loop in others for their input. He was a smart leader who utilized his people's strengths. If he didn't know the answer he wasn't afraid to say, let me research that or bring in a team member who was an expert in it."

RACHEL BOWLAND ULSTAD

Web Design Supervisor at Capella in 2013

View on LinkedIn

ENDORSEMENT FOR NATE

"In 2010 we were working on a few projects that were set up as a design competition among the designers. During the design critiques Nate would give thorough and helpful feedback to every designer, and often gave away some of his great design ideas, even though it was a competition. He earned my respect and trust during that time. The fact that he was more focused on improving the designs and not his own personal gain, says a lot about who he is."

VALERIE ALLEN Senior Designer at Capella University

View on LinkedIn





GET IN TOUCH WITH NATE

I'm passionate about solving some of our world's most interesting problems. My ability to take the ambiguous and make sense of things might be the right fit.

I'd love to show you more of my work and answer any questions you may have:

SEND ME AN EMAIL nate.kerl@gmail.com

GIVE ME A CALL

763.213.4415



WHERE TO FIND ME ONLINE



MY WEBSITE www.natekerl.com



LINKEDIN www.linkedin/in/natekerl