

TESIA KOSMALSKI **PORTFOLIO**

HELLO **AN INTRO**

As both a User Experience (UX) professional and a trained artist, I enjoy the creative challenges of digital design and artistic expression. In response to these challenges, I regularly use a solid User Experience process that involves essential methodologies. But, three themes continually emerge from my work, whether in my work history or personal studio practice. These themes have turned into treasured techniques and can act as a lens through which to view my experience. I've included four professional projects along with one personal to illustrate the range of applications for these techniques.

CIRCUITY, PACE & SYNTHESIS THEMES

Circuitry

Considered ‘a roundabout or devious quality.’ Contrary to how it may seem, an innocent sense of this is crucial to staying open and avoiding paralysis. The universe of ‘Information Architecture’ is still expanding and in the end, there may be no fastest way. So, circuitry can enable some faith in adventure, for which you must bring your UX tool belt of facilitation, inquiry and diagramming.

Pace

The measurement of a rate of movement. It is used to describe a walking speed or even close to development velocity. I use the idea of pace as a conduit to sustain the momentum of tasks and insights. It is a perfect metaphor to help visualize what it looks like to just ‘keep going.’

Synthesis

Cohering various pieces of information into value and meaning. In creative environments, it is a key focus for product enrichment as well as project plan survival. But at its essence, it is the tool most responsible for bringing clarity to complication and illumination to complexity.

CIRCUITY SOTHEBY'S PREFERRED

Project Objective

Expand digital service offerings on current website and begin developing an iPhone application to meet the needs of new types of technologically savvy customers.

Role

User Experience Designer

UX Challenge

Founded in 1744, Sotheby's had a legacy business culture that was based mostly on direct client interaction for their top-tier clients. Extending that relationship digitally was daunting for them and called for all strategic UX tools.



CIRCUITY SOTHEBY'S PREFERRED

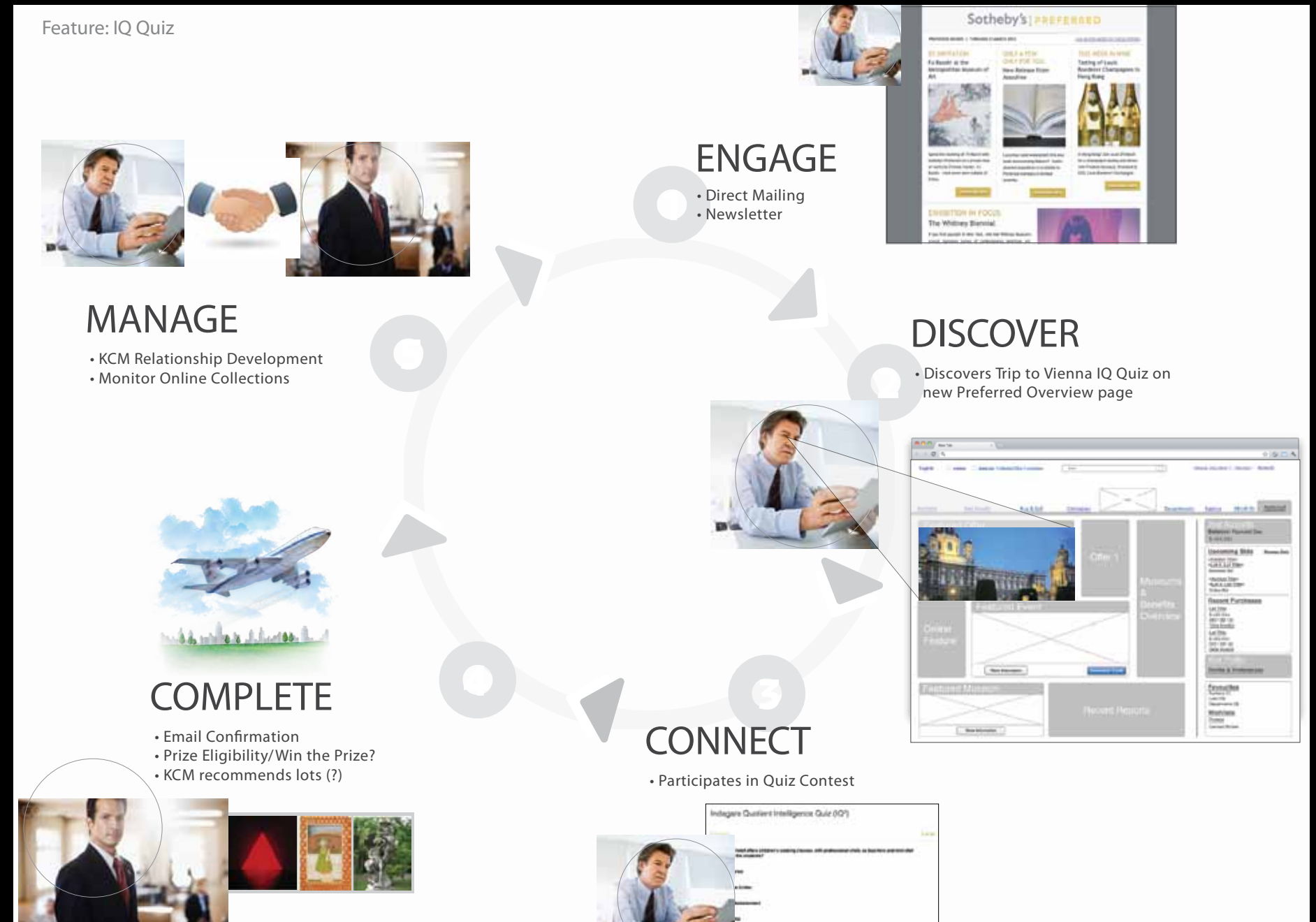
User profiles were created first, using knowledge from every part of the team. Even though this exercise was foreign, the entire group understood how they were represented in the context of a ‘user.’

| | | |
|--|--|---|
| <div><div><div>Top Tier</div><div>Lily Safra Level 1 & 2 No. of People: 3500 43% of total users</div><div><div>Technology</div><div><ul style="list-style-type: none">• iPhone's for phone calls and communications• Occasional iPad use• Uses the internet to stay connected to content</div><div><div>User Goals</div><div><ul style="list-style-type: none">• Maintain close contact with Sotheby's specialists• Learn what is special about being Preferred• Be informed about upcoming events• Access lot details</div></div></div></div><div>High-level tech use was identified to help them get context.</div></div> | <div><div><div>Asian Client</div><div>Wei Ling Level 2 No. of People: 1000 10% of total users</div><div><div>Lifestyle</div><div><ul style="list-style-type: none">• 55 years old +>• Self-made• From mainland China• Women make most buying decisions• Men build business contacts• Part of burgeoning upper class</div><div><div>Interests & Motivations</div><div><ul style="list-style-type: none">• Has family focus & hopes for social mobility• Desires to build Western connections• Purchases art to promote new social status• Primarily interested in Asian-based design objects</div></div></div></div><div>Getting granular about their behavior helped them focus on different part of the customer life cycle.</div></div> | <div><div><div>Newly Arrived</div><div>Enrique Hernandez Level 3 No. of People: 2000 31% of total users</div><div><div>The Sotheby's Relationship</div><div><ul style="list-style-type: none">• More buyers than sellers• Easier to please than other clients• Often overlooked by Sotheby's specialists• Motivated to invest in art for social reasons• Not integrated into the Preferred fold</div></div></div></div> <div>'The Sotheby's relationship' promoted the historical model of direct client interaction.</div> |
|--|--|---|

CIRCUITY SOTHEBY'S PREFERRED

Circuitry was immensely valuable in order to dextrously pull from all corners of the business to create a holistic proposal.

Based on their current product language, a customer cycle was transformed to include digital's potential.



PACE MIGRATION AT THELADDERS

Project Objective

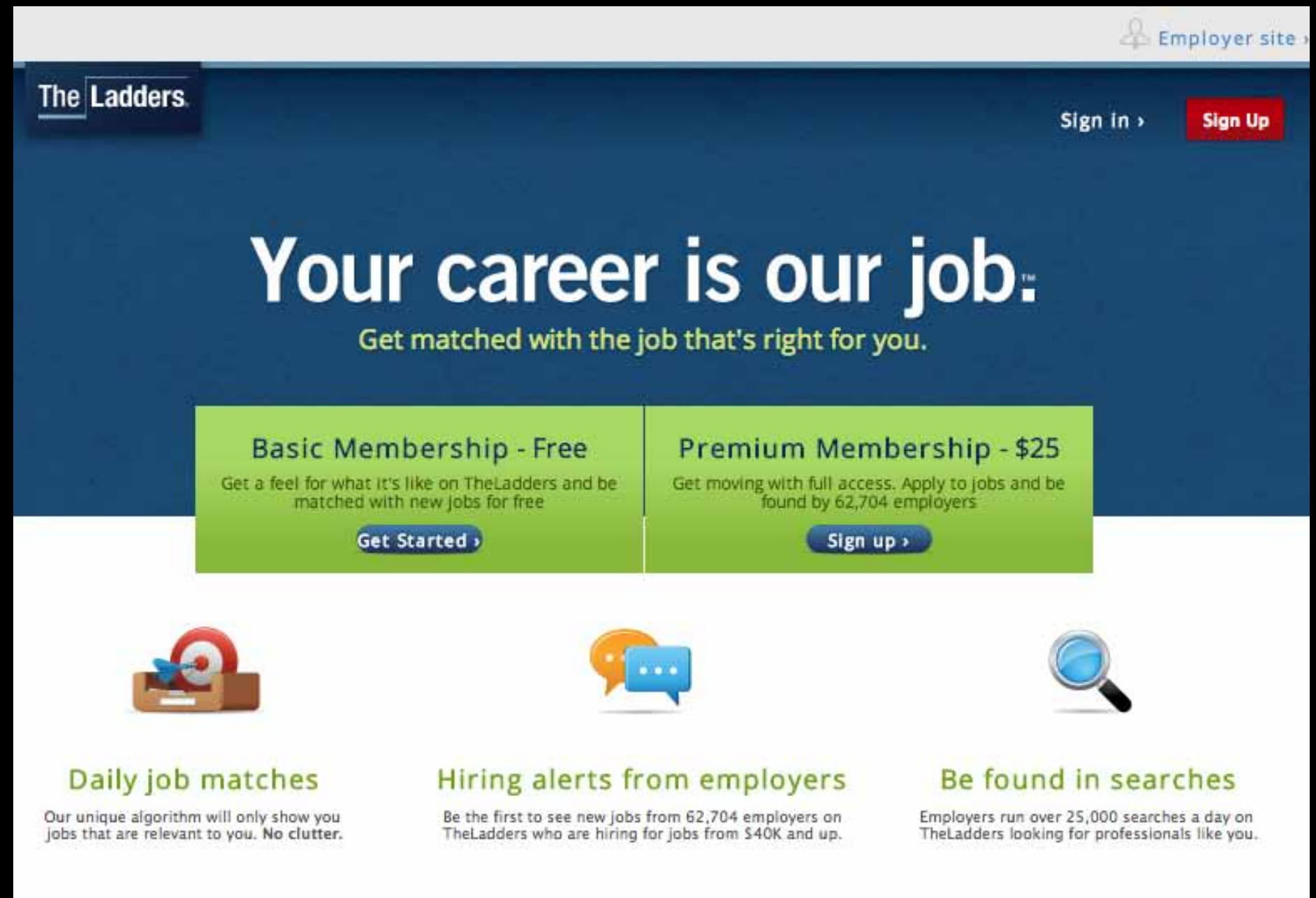
Complete the migration of all new and old users to the newly designed site, ensure user relevancy of new features and address any pain points.

Role

User Experience Designer

UX Challenge

TheLadders had just released its first redesign after 5 years of Lean UX and Agile methodologies. The intended minimally viable product was released but quickly needed additional features. And as the UX and product teams were in complete flux, pace was the only thing the UX team had to rely on in the first weeks.



PACE MIGRATION AT THE LADDERS

Week 1

Our challenge was that users were not finding relevant job information via the ‘Job Matches’ feature.

Objectives

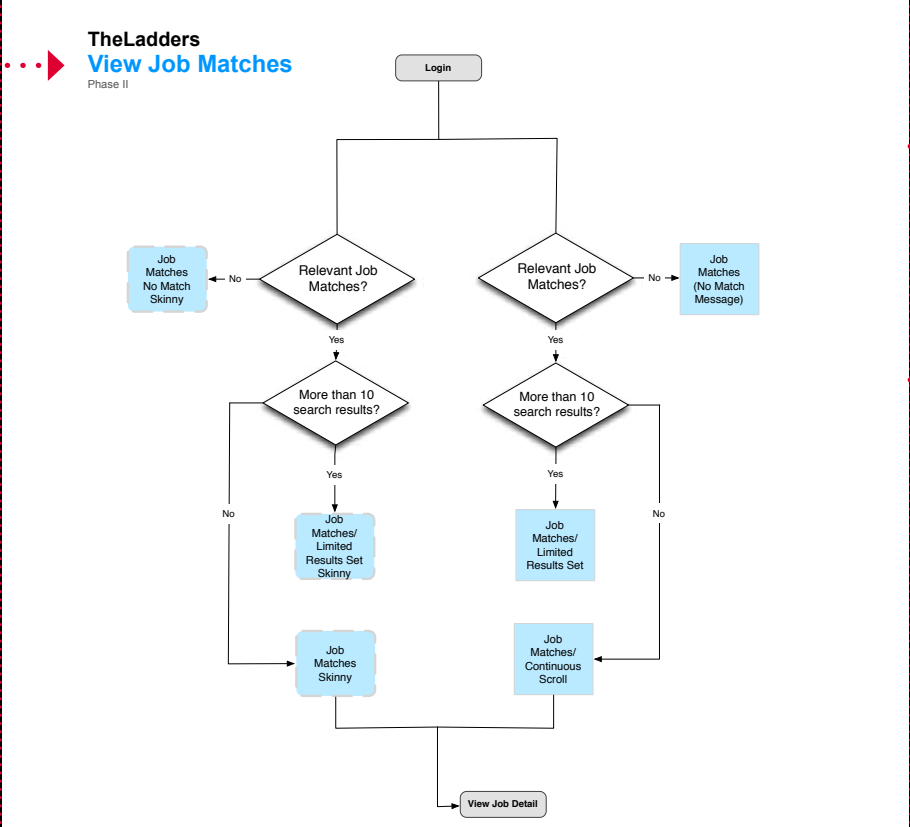
Determine if users find relevant jobs based on their goals and experience on the ‘Job Matches’ screen.

Methodology

Use five scenario-driven in person tests on the production site.

Call recruiter to find employed Job Seekers.

Use GoToMeeting to stream for team viewing.



The initial ‘Job Matches’ flow drove the first test.

Jeanie

TARGET JOB [Edit](#)

Job Title
Location

⊕ Industries
⊕ Areas of Expertise

CAREER HISTORY [Edit](#)

Resume_1.doc
Last Updated 06.12.12
[Upload New Resume](#)

Best Job Matches based on your job goals!

| | |
|--|--------|
| Marketing Director HIT Entertainment Limited Media & Entertainment New York, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | Nov 5 |
| Manager of Marketing IBM Technology New York, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | Nov 3 |
| Marketing Director Spotify Technology Brooklyn, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | Oct 25 |
| Marketing Manager CBS Media & Entertainment New York, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | Oct 25 |
| Director Agency Marketing New York, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | Oct 15 |
| Marketing Analytics Agency Marketing New York, NY Ensure that all plans and execution are best in class and make excellent user of global assets. | |

The script focused on Job Details & Target Job module.

PACE MIGRATION AT THE LADDERS

Week 2

The first week’s findings showed that users assumed the Matches were a displaced results screen. The team then prototyped out ideas at controlling the list and driving users toward their profile.

Objectives

Determine if users see and can manipulate relevant job information.

Methodology

Build test accounts to simulate a site experience for five in-person tests.

Update key wireframes and upload to Invision for prototyping

Use UserTesting.com for quick usability feedback.

ies

of Expertise

HISTORY Edit

Updated 06.12.12

ew Resume

excellent user of global assets.

[Manager of Marketing](#)
IBM | Technology | New York, NY
Ensure that all plans and execution are best in class and make excellent user of global assets.

[Marketing Director](#)
Spotify | Technology | Brooklyn, NY
Ensure that all plans and execution are best in class and make excellent user of global assets.

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[Director](#)
Agency | Marketing | New York, NY
Ensure that all plans and execution are best in class and make excellent user of global assets.

[Marketing Analytics](#)
Agency | Marketing | New York, NY

‘Matching Preferences’ aimed to connect their own selections to ‘Job Matches.’

Best Job Matches based on your job goals!

[Marketing Director](#)
HIT Entertainment Limited | Media & Entertainment | New York, NY
Ensure that all plans and execution are best in class and make excellent user of global assets.
Nov 5

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Oct 25

[Director](#)
Agency | Marketing | New York, NY

PACE MIGRATION AT THE LADDERS

Week 3

User stories were created for the naming and sort features, even though users responded most to ‘recency’ sort option. Next, testing and analytics showed users failing to complete their Career History.

Objectives

Determine why users are not completing their ‘Career History.’

Methodology

Recruit users for five in-person tests.

Test site in production.

Include small prototype trying a different layout for the first page visit.

The screenshot shows the 'The Ladders' website interface. On the left, a sidebar for user 'Linda' contains links for 'MATCHING PREFERENCES' (with an 'Edit' gear icon), 'Job Title', 'Location', 'Industries', 'Areas of Expertise', 'CAREER HISTORY' (with an 'Edit' gear icon), and 'Upload Resume'. The main content area is titled 'Career History' with the instruction 'Enter your job information below.' It features a 'Job Information' section with a 'Total Years of Experience*' selector (options: Less than 5, 5 - 7, 8 - 10, 11 - 15, 15+), a 'Highest Degree*' dropdown (options: Select, Bachelor's, Master's, PhD), and a 'CURRENT OR LAST JOB*' section with fields for 'Company Name*', 'Title*', 'Start Date*' (Month/Year), and 'End Date*' (Month/Year). A 'Save job Information' button is at the bottom of this section. Below the form is a 'Privacy' section with a checkbox 'Allow your Career History to be found by employers using TheLadders. Having this option set to Be Found increases your chances of finding a job.' and a 'BE FOUND' button. A red dotted arrow points from the 'CAREER HISTORY' link in the sidebar to the 'Career History' form.

The history page included the crucial information for their profile and displayed when they first register.

This screenshot shows a modified version of the 'Career History' form. At the top, there are tabs for 'Job Matches', 'Search', and 'Track'. The form title is 'Career History'. A prominent message states: 'Be found by our 35K+ Employers by starting your Career History!'. Below this, there are two buttons: 'Add a Resume' and 'Enter Job Information'. The form fields are identical to the previous screenshot, including 'Total Years of Experience*', 'Highest Degree*', and 'CURRENT OR LAST JOB*'. A 'Continue' button is at the bottom of the form. A red dotted arrow points from the 'Enter Job Information' button to the 'Continue' button. A red dotted arrow also points from the 'BE FOUND' button in the previous screenshot to the 'Continue' button in this one.

A direct message was placed on the prototype to communicate history's importance.

PACE MIGRATION AT THE LADDERS

Week 4

A user story was created immediately for bugs found when saving. But, users were not connecting the idea of searchability, potential employment opportunities and their entered history.

Objectives

Enable users to complete their 'Career History' so they can be 'Searchable' by potential employers and recruiters.

Methodology

Recruit for five in-person tests.

Test site in production.

Include small prototype using yet another layout for first page visit.

The Ladders.

Job Matches Search

Career History

Privacy

Allow your Career History to be found by employers using TheLadders. Having this option set to Be Found increases your chances of finding a job.

BE FOUND

Job Information

Total Years of Experience* Highest Degree*

Less than 5 5 - 7 8 - 10 11 - 15 15+ BA

CURRENT OR LAST JOB*

Company Name* Title*

Muppets Inc. Gonzo Chicken

Start Date* End Date*

July 2011 Present

JOB 2

Company Name* Title*

Muppets Inc. Lighting Consultant

Start Date* End Date*

July 1988 June 2010 Present

Save job info

The searchability option was placed in more obvious positions.

Privacy

Allow your Career History to be found by employers using TheLadders. Having this option set to Be Found increases your chances of finding a job.

BE FOUND

Job Information

Total Years of Experience* Highest Degree*

Less than 5 5 - 7 8 - 10 11 - 15 15+ BA

CURRENT OR LAST JOB*

Company Name* Title*

Muppets Inc. Gonzo Chicken

Start Date* End Date*

July 2011 Present

JOB 2

Company Name* Title*

Muppets Inc. Lighting Consultant

Start Date* End Date*

July 1988 June 2010 Present

Save job info

+ Add Job

Adding jobs hoped to fix the bug and convey importance through robustness.

SYNTHESIS BOSCH TOOLS

Project Objective

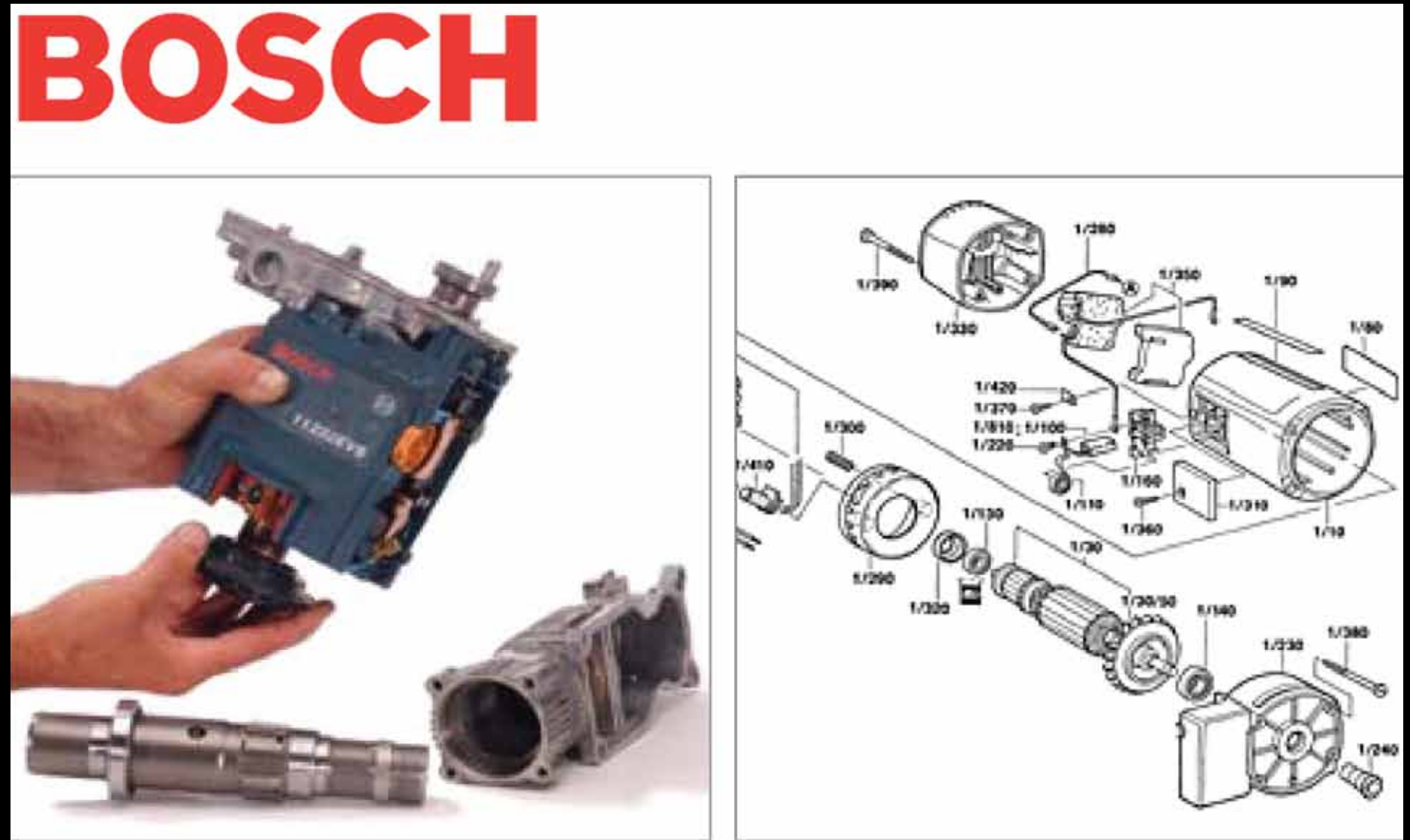
Bosch & Razorfish partnered to create a web application, 'Parts Service On Line,' to service those that repair Bosch consumer tools and purchase tool parts.

Role

Information Architect

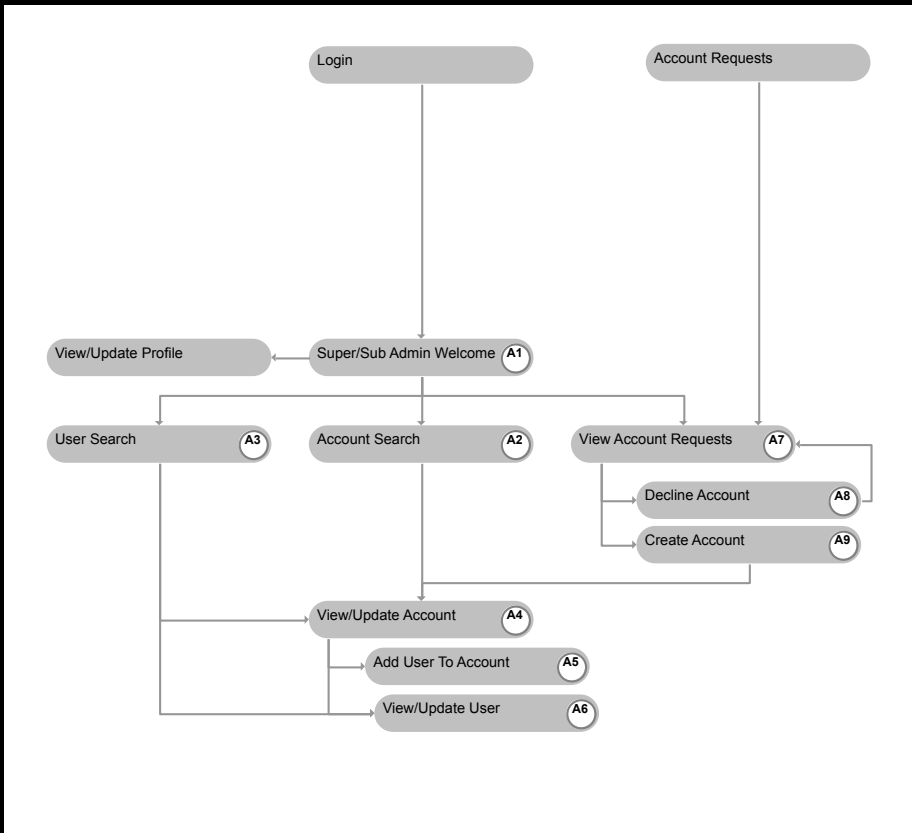
UX Challenge

To make a clear and usable online tool that can integrate into a complicated system of actions, behaviors and user groups.

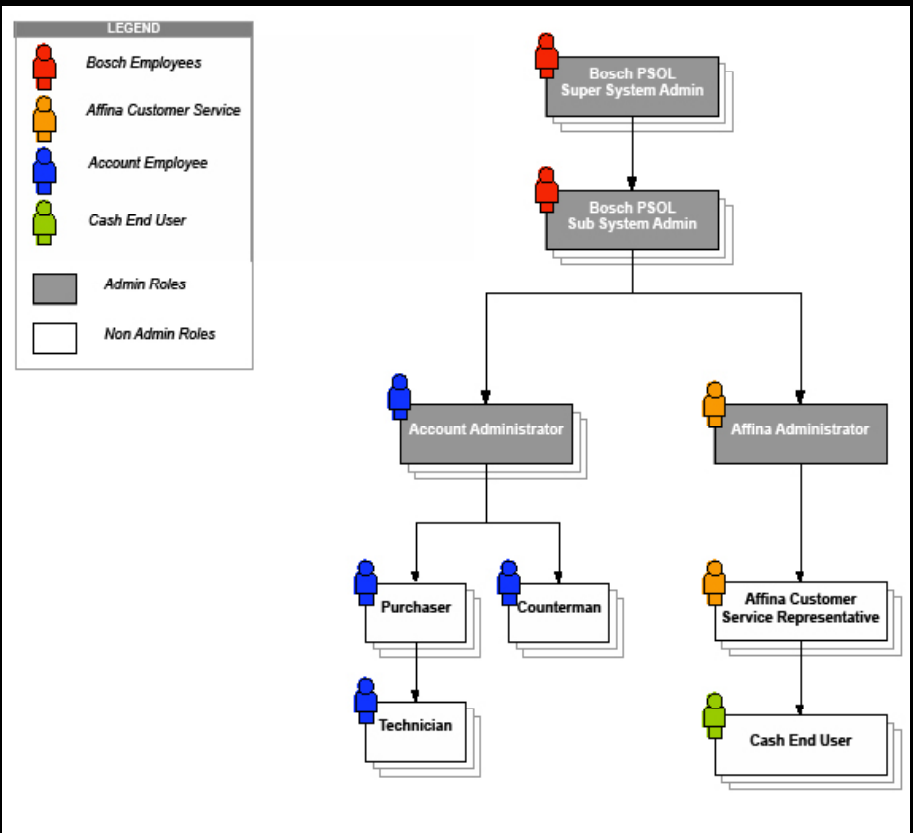


SYNTHESIS BOSCH TOOLS

The team found 9 different user groups that had to be accommodated and designed for.



High-level work flows isolated the main actions and tasks.



A visualization of the user hierarchy helped outline the initial user matrix.

| Role Hierarchy Description | |
|---|--|
| Admin Roles | |
| Bosch PSOL -Super System Administrator Multiple Bosch employees responsible for the administration of the entire PSOL system. Can create and update Sub System Admins from within the Bosch Master Account. Has the ability to create accounts, edit accounts and "impersonates" users within accounts. | |
| Bosch PSOL -Sub System Administrator Multiple Bosch employees who have the same abilities as the Super Admin except for creating and updating Sub System Administrators. | |
| Affina Administrator 3rd party customer service employee responsible for the Administration of the Affina account only. This role can also be combined with the Affina CSR role. | |
| Account Administrators Customer account employee who is responsible for the Administration of their accounts. There is one Admin per account. This role can be combined with any combination of Counterman, Purchaser & Technician. | |
| Non-Admin Roles | |
| Affina Customer Service Representative (CSR) Multiple 3rd party customer service employees responsible for assisting end users. CSR's may order parts or complete repair requests on behalf of customers if necessary . | |
| Cash End User A non-account customer accessing the PSOL website and purchasing parts or submitting repairs using a credit card. | |
| Purchasers Customer account employee who is responsible for receiving parts lists from Technicians, maintaining a stock list and purchasing parts. This role can also perform basic repair requests (like a cash end user) but with account billing. | |
| Technician Customer account employee who is responsible for requesting parts from a purchaser in the form of parts lists. | |
| Counterman | |

Related user specifications set the document standard.

SYNTHESIS BOSCH TOOLS

Each available tool in itself was a sophisticated and complicated set of elements. This diagram had to make 40+ parts accessible for discovery and purchasing.

How to Use this Page: Click on a part number in diagram, click 'Select' to add items to order. Submit your order when complete.

Parts Diagram 1 of 6

This tool has more than one parts diagram. Please use the numbered links below to view.

Model 11235EVS

Product # 1234567890

1-3/4" SDS-max® Combination Hammer

Typ 06014157..

Stand | 82-06

Issue | 04-09

Hide Diagram

Download to Print Parts Diagram (.PDF)

You will need Adobe Acrobat Reader for this PDF. [Download it here.](#)

Parts Descriptions

Item #

Part #

Part Description

Units

Price

Commonly Used

| | | | | | | |
|----|---------------|--------------------------|---|--------|--------------------------|--------|
| 1 | 2 600 910 000 | Deep groove ball bearing | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 2 | 2 600 910 000 | Description goes here | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 2 | 2 600 910 000 | Description goes here | 2 | \$1.25 | | Select |
| 3 | 2 600 910 000 | Description goes here | 1 | \$1.25 | | Select |
| 4 | 2 600 910 000 | Deep groove ball bearing | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 5 | 2 600 910 000 | Description goes here | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 6 | 2 600 910 000 | Description goes here | 2 | \$1.25 | | Select |
| 7 | 2 600 910 000 | Description goes here | 1 | \$1.25 | | Select |
| 8 | 2 600 910 000 | Deep groove ball bearing | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 9 | 2 600 910 000 | Description goes here | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 10 | 2 600 910 000 | Description goes here | 2 | \$1.25 | | Select |
| 11 | 2 600 910 000 | Description goes here | 1 | \$1.25 | | Select |
| 12 | 2 600 910 000 | Description goes here | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 13 | 2 600 910 000 | Deep groove ball bearing | 1 | \$1.25 | <input type="checkbox"/> | Select |
| 14 | 2 600 910 000 | Description goes here | 1 | \$1.25 | <input type="checkbox"/> | Select |

Commonly used parts

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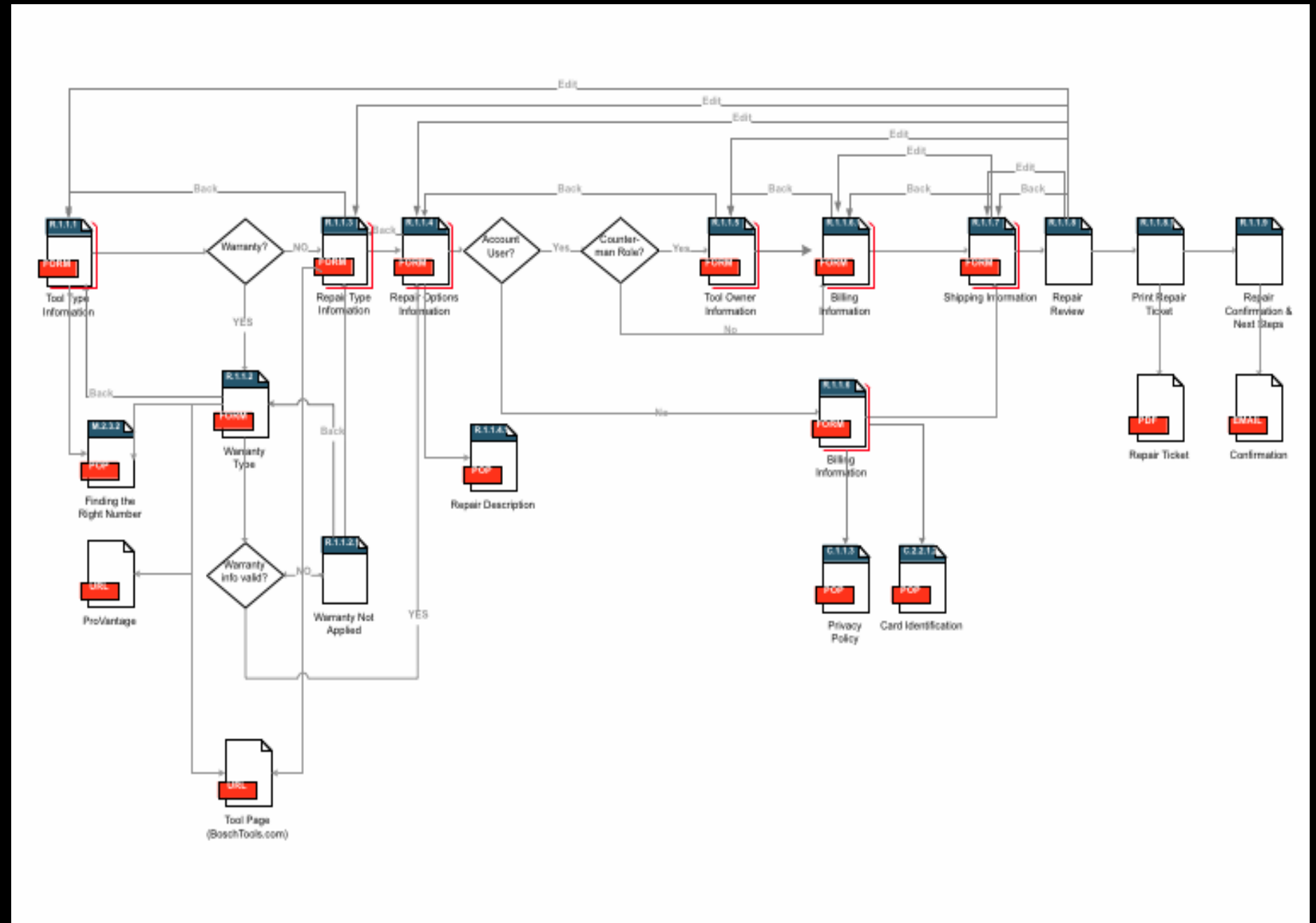
Not Available

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SYNTHESIS BOSCH TOOLS

It is work-flow diagrams that mostly represent our synthesis and its ability to help make the complicated clear for our users.



PACE THE ANDANTE COAT

Project Objective

Explore pace as an expressive tool for the story of a wearable technology garment.

Role

Artist and Creative Director

Challenge

To coordinate the technologies, skills and collaborators that could contribute to the entire idea as well as the complete the MFA thesis series, 'The Echo Coats.'



PACE THE ANDANTE COAT

The pace of 'Andante', also known musically as the 'the walking speed', acts as her centering tool while walking through different environments.



Her leisurely pace guides her.



When she sees a desired item or person, she touches her heart.



Randomly generated, sensual cosmetic titles then flirt through her speakers.

PACE THE ANDANTE COAT

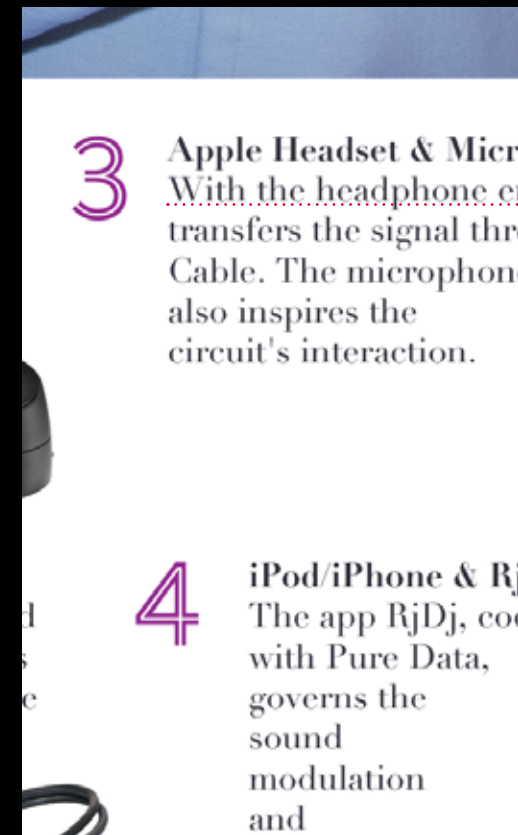
For this project, Pace not only acted symbolically. It was also crucial to cultivate the relationship of the collaborators and the essential elements and the momentum necessary to reach the final product.



FILMMAKING



PERFORMANCE



PROGRAMMING &
TECHNOLOGY



PERFORMANCE

SYNTHESIS THE STACCATO COAT

Project Objective

Consolidate all art and research interests into expressive wearable technologies that empower women within public spaces.

Role

Artist and Creative Director

Challenge

Build a successful story supporting this coat as well as the greater MFA thesis series, 'The Echo Coats.'



SYNTHESIS THE STACCATO COAT

The Staccato Coat is an expressive tool that empowers the wearer to move through public places.



The 'staccato' click of the boot heel is the source of the interaction via a small microphone.



The click triggers an iPod to musically emit random industrial sounds.



The sounds then force people to get out of her way.

SYNTHESIS THE STACCATO COAT

It was synthesis that provided the illumination needed to resolve the complexity of all these ideas.



WEARABLE
TECHNOLOGIES



HISTORY OF NOISE &
SOUND



WOMEN & PUBLIC
SPACE



FREEDOM & THE IPOD

THANKS **LET'S GET ICE CREAM**
