

LEYLA NOVINI

PRODUCT DESIGN MANAGER

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ABOUT ME



I am a **Senior Product/UX Designer and Leader** with expertise in user research and prototyping digital and interactive experiences with a passion for **artificial intelligence** design.

I am fascinated by the challenges emerging technologies evoke in user-centered experiences and believe that AI is vital for data-driven environments.



**Based in NYC open to local or remote opportunities.**



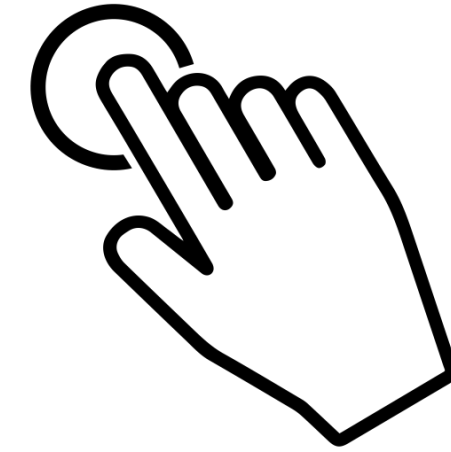
## PROTOTYPING TOOLS:

Sketch  
Figma  
Framer  
Adobe XD  
InVision

## CORE COMPETENCIES:

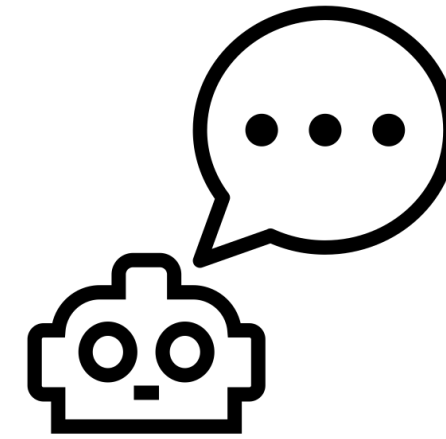
UX & UI Design  
Digital Product Design  
Artificial Intelligence  
Voice-Enabled Design  
Design Strategy  
Information Architecture  
Prototyping  
Card Sorting  
User Testing, A/B Testing  
Usability Protocols

# MY AREAS OF FOCUS



## EXPERIENCE DESIGN

I focus on user-centered designs that result from careful user and industry research and strive to create a seamless product experience.



## ARTIFICIAL INTELLIGENCE DESIGN

I have lead initiatives to build frameworks for clients in data-driven conversation design and machine learning applications.

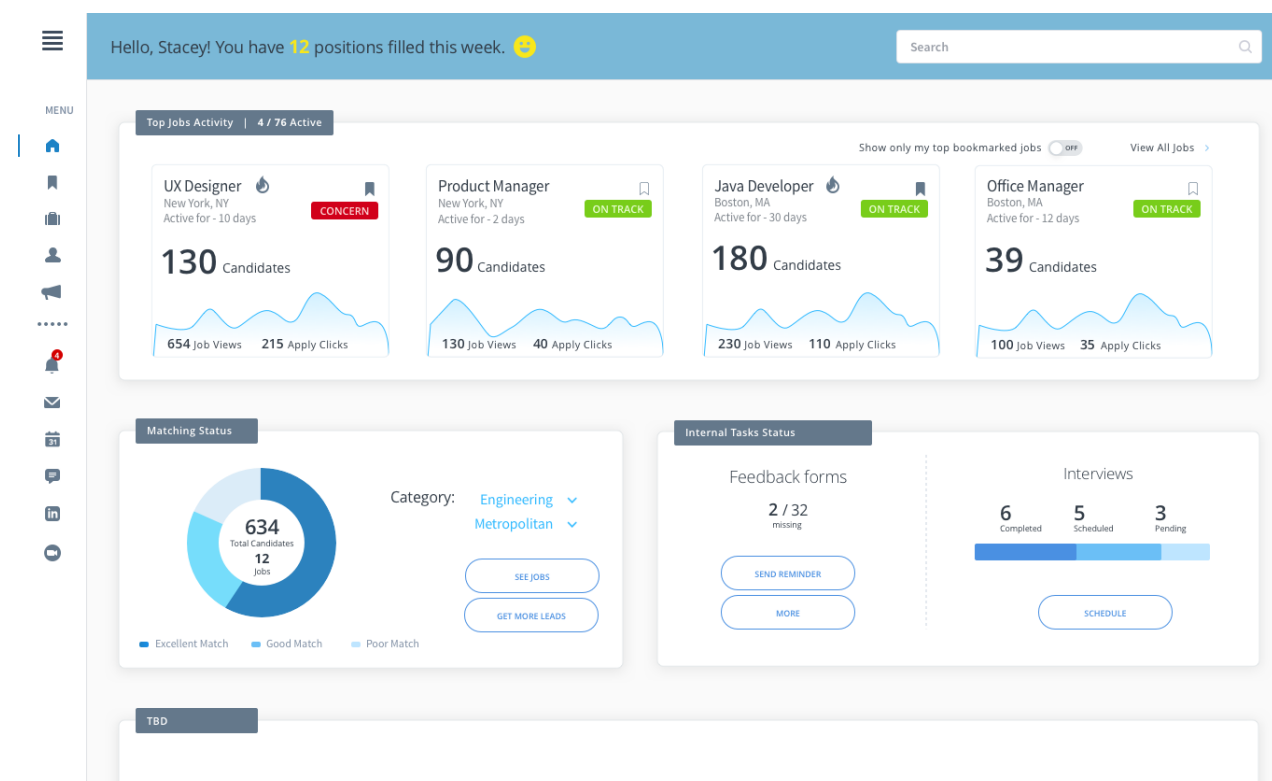


## VOICE INTERFACE DESIGN

I am fascinated how the user interacts beyond a screen with their listening and speech. I have expertise in voice interactions on home and mobile devices.

PROJECTS

# CASE STUDIES



## JOB CANDIDATE DASHBOARD PROTOTYPE

**CLIENT: NDA Human Resources Firm**

Conducted user research and engaged stakeholders in iterative prototyping for a job candidate dashboard experience for recruiters.



## INTERACTION DESIGN COFFEE BREAK

**CLIENT: Illy Cafe**

Managed a small team to prototype the coffee break experience within mid-size office environments in Northern Italy.



## VOICE INTERFACE FOR STOCK PRICES

**CLIENT: NDA Financial Firm**

Built voice search and conversation design displaying stock market information within home and vehicle environments for a Fortune 50 bank client.



# JOB CANDIDATE DASHBOARD PROTOTYPE

CLIENT: Human Resources Firm (NDA)

## PROJECT SUMMARY

A HR corporation that provides tools for recruiters to seek job candidates needed to redefine the recruitment experience for recruiters and hiring managers to focus on their monthly hiring goals.

## TIMELINE

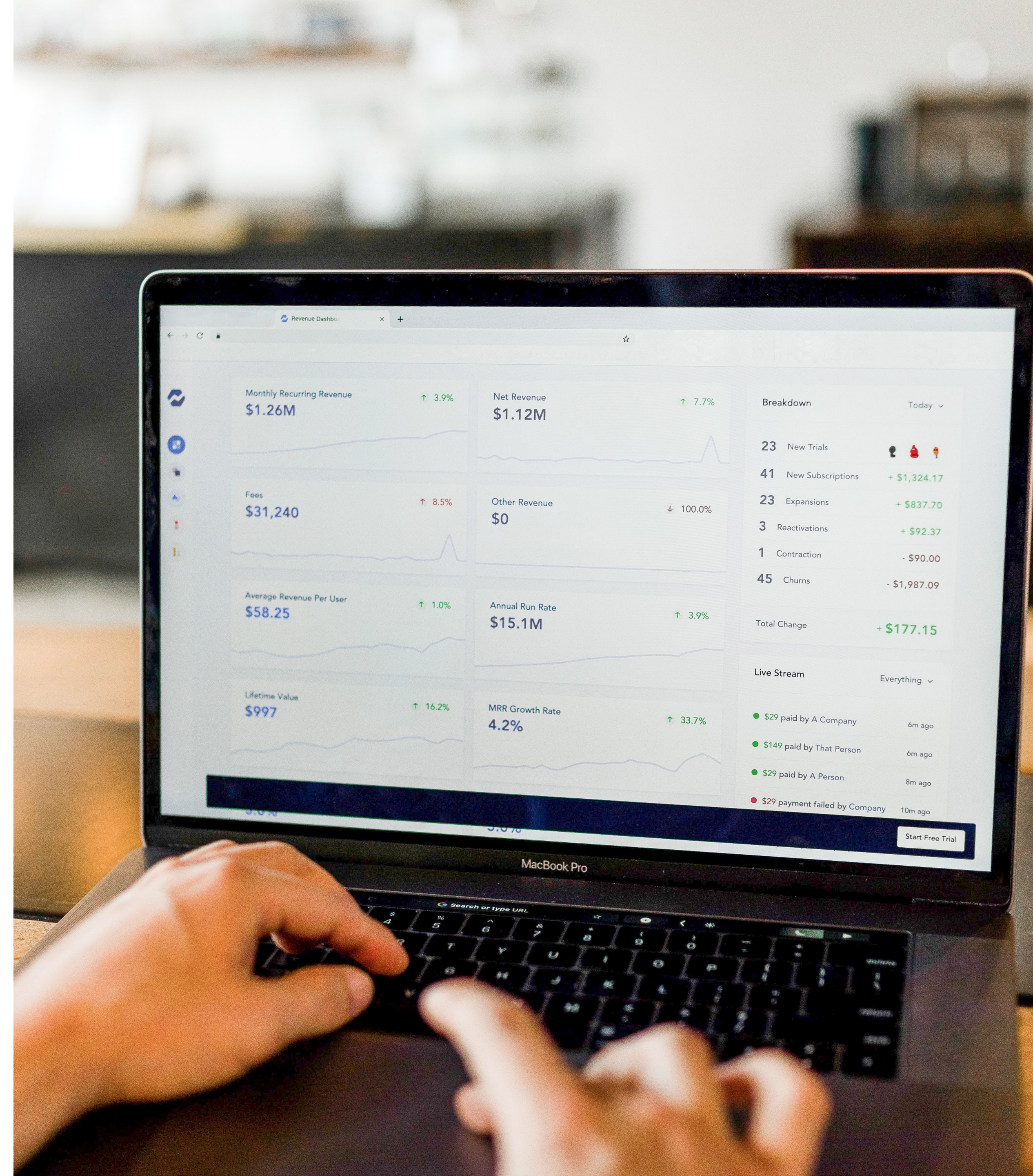
6 weeks to run user research and develop iterative prototypes and run user testing.

## MY RESPONSIBILITIES

- User Interviews
- Wireframes
- Iterative Prototyping

## INTERESTING FACTS

On a whim, my team and I attended a job fair to conduct user interviews and test prototypes with recruiters and job seekers.







Images from Unsplash

A **human resources corporation** that provides tools for recruiters to seek job candidates needed to resolve roadblocks with the **recruitment experience**. Their network of recruiters have been reporting issues with **staying organized, using multiple tools** and resources to complete one task, and required easier management of their **candidate pool**.

## THE MISSION

- Research and analyze the recruitment experience through user interviews
- Develop a central, reliable platform



# PROCESS DIAGRAM

RESEARCH THE  
RECRUITER  
EXPERIENCE

Ran user interviews with recruiters, hiring managers, and HR leads to gather insights on the hiring experience.

DESIGN THINKING  
WORKSHOP WITH  
STAKEHOLDERS

Held workshops to engage stakeholders in the design thinking process to define personas and user journeys.

PROTOTYPE THE  
EXPERIENCE

Iteratively prototyped the user flow of the recruiter experience for tablet devices.

USER TESTING  
AND  
REFINEMENT

Conducted user testing with participants from user interviews and presented results and findings to stakeholders.

I review multiple sources to build a candidate pool and use excel to organize them. It's challenging to keep track of where candidates are within the interview process.

We use a tagging system based on skills needed for the position and group them with the people matching those tags.

The more niche the position, I get into head-hunting mode and dig deeper. Standard roles with more candidates are more manageable with an email campaign.

My email inbox is a mess. Communication between job openings and candidates is scattered, especially with the different job hunting sites we use.

## INTERVIEWING RECRUITERS AND HIRING MANAGERS

I conducted a series of **phone interviews** with **hiring managers** and **recruiters** to get a sense of their overall and day-to-day experience in **filling positions** at their organization. These participants work at companies ranging from 50 to 10,000 employees.



## DESIGN THINKING WORKSHOP - EMPATHY MAPPING

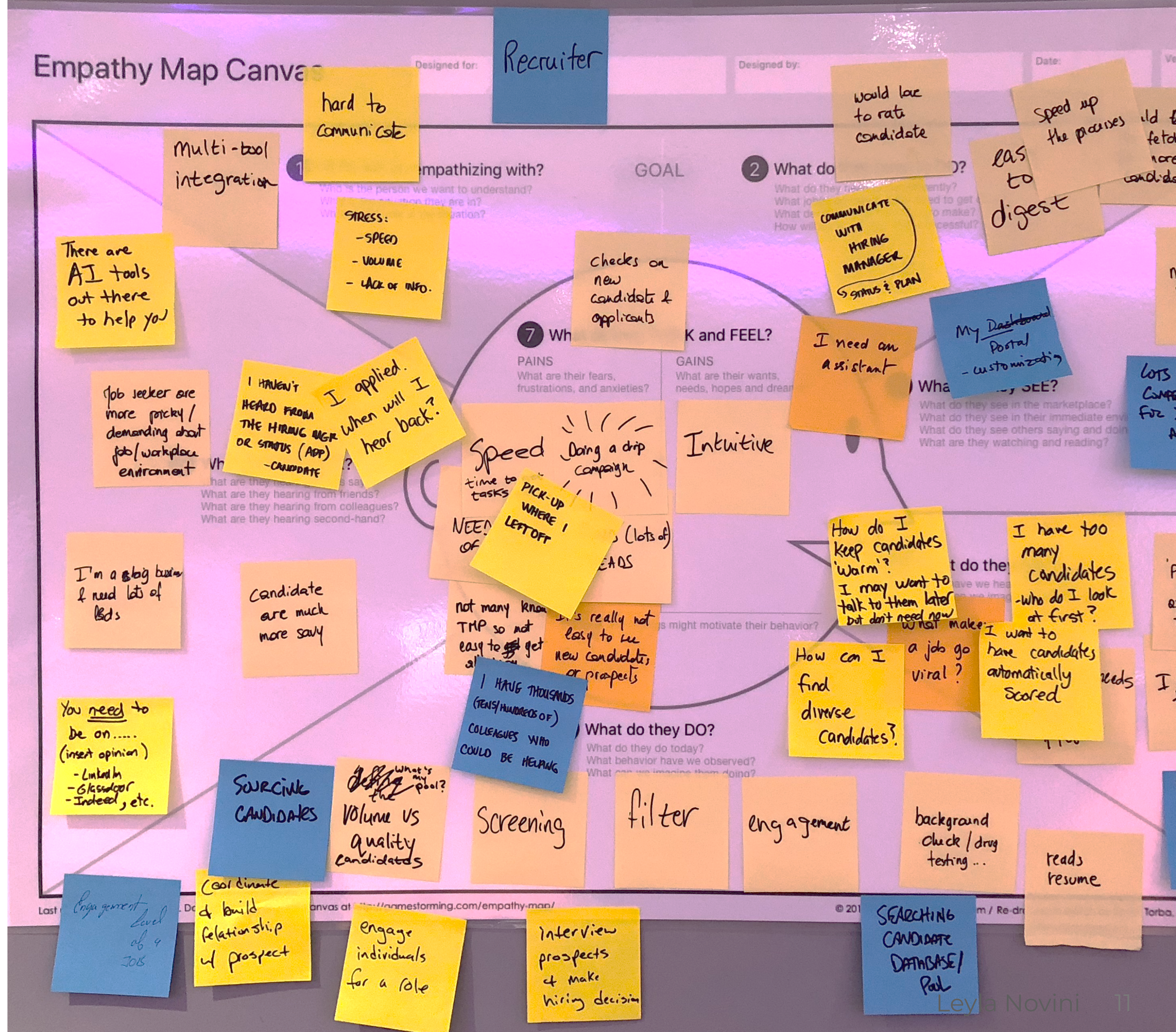
During the empathy map exercise, we worked together to define the recruiter's emotions and feelings. The insights gathered indicated that recruiters struggled with **scheduling, organizing** candidates in one location, and **automation** in sourcing.

### PAINS:

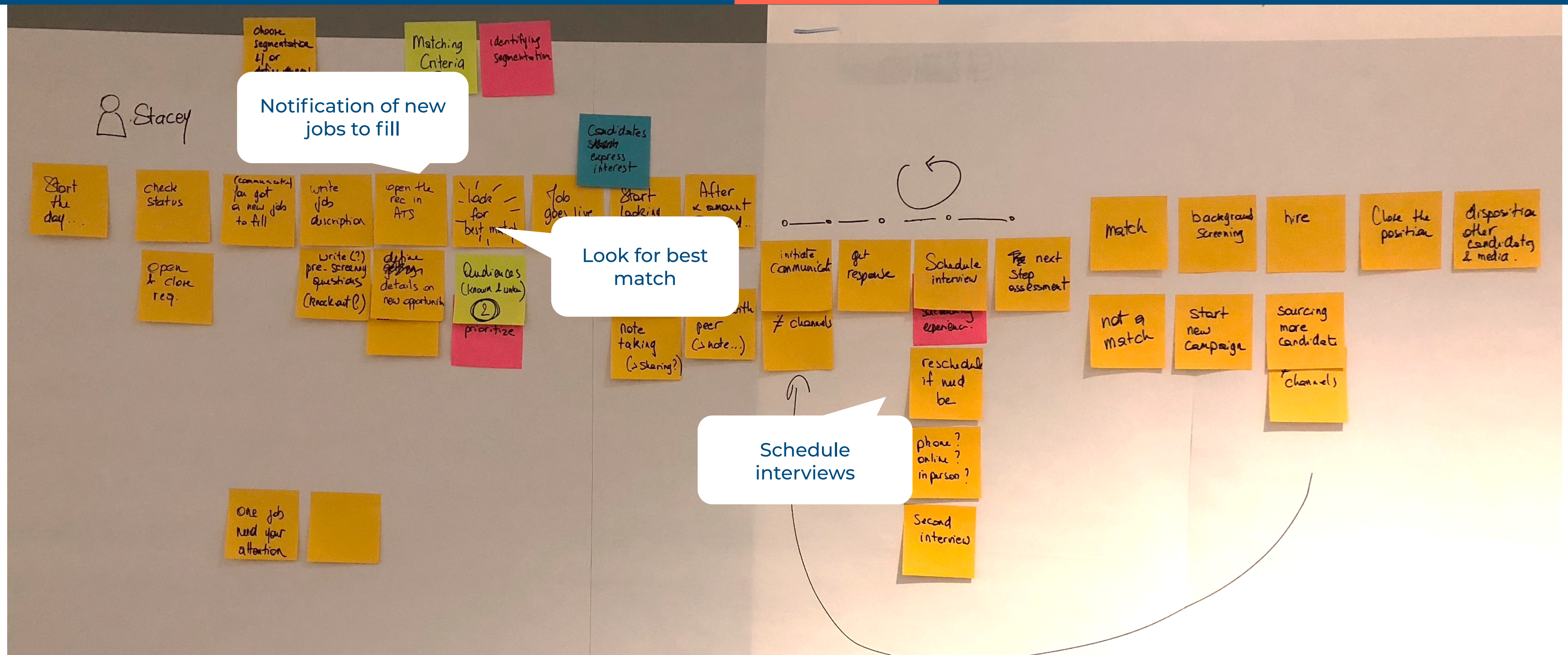
- **Inefficient processes** are stressful
- Unaware of when new candidates apply
- **Prioritization unclear** which job and/or candidate (no data)
- Volume is not always there to fill position and getting new ones is very tedious

### GAINS:

- Easy to use, faster, devoting time where it matters
- **One stop shop**
- Strong sense of statuses of the drip campaign to make smarter decisions
- Time available to **nurture candidates**, keeping them in the loop



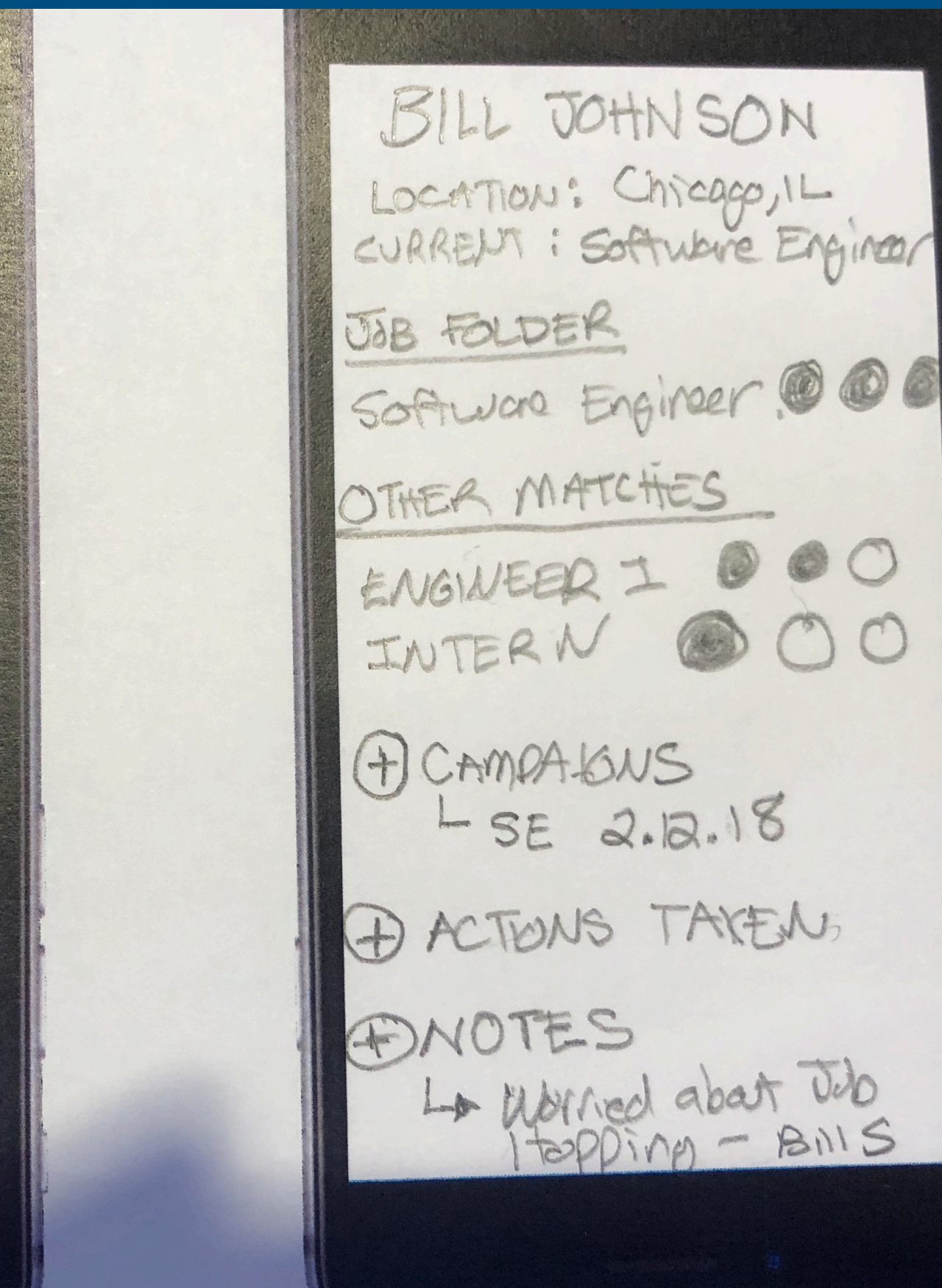
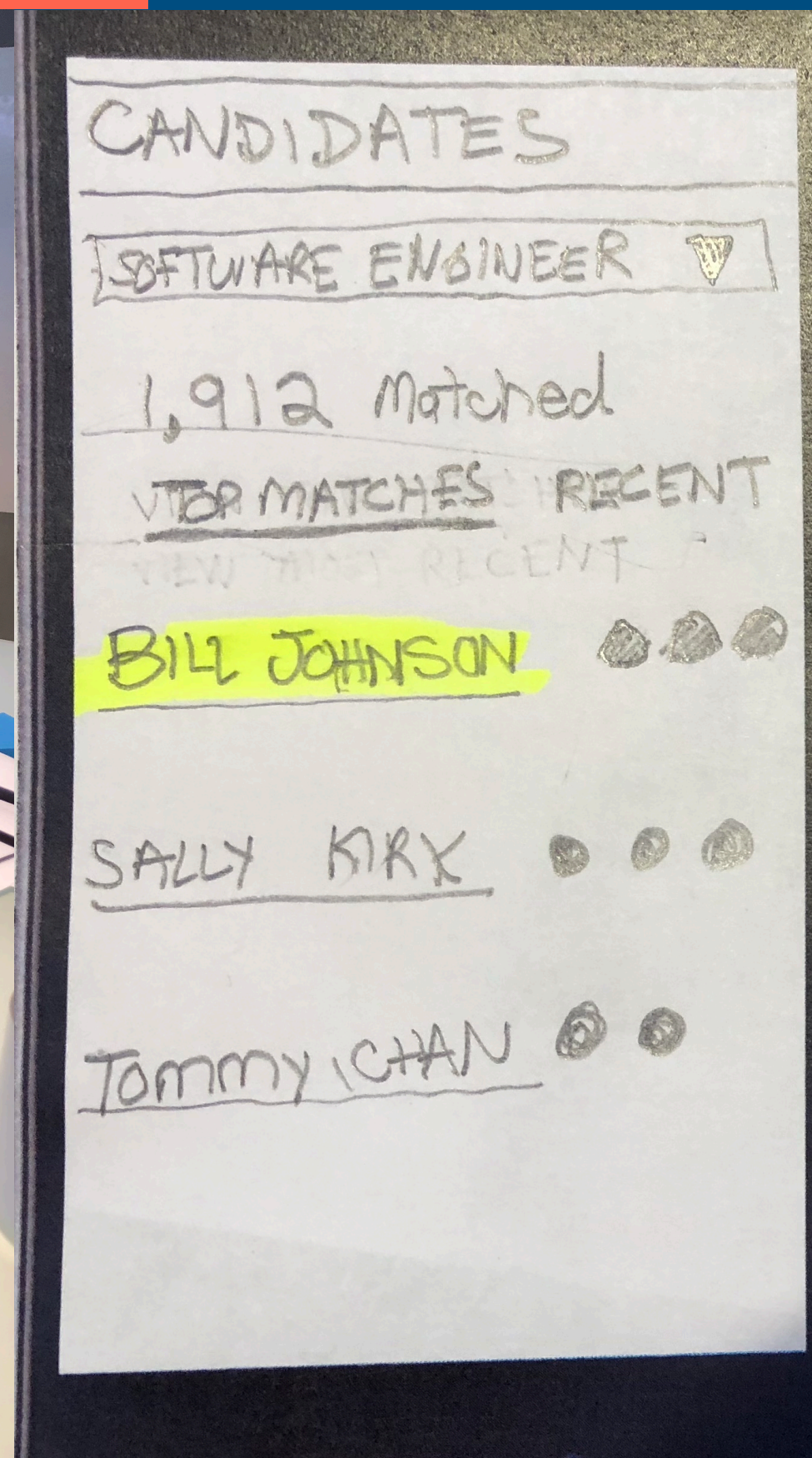




## DESIGN THINKING WORKSHOP - USER JOURNEY

After defining the personas through the empathy map exercise, I lead the stakeholders through **user journey mapping** to identify the steps the recruiter will need to take in order to accomplish their goals. The journey guides the recruiter through **identifying a position to fill**, the process of **building the candidate pool**, **scheduling interviews**, and define if a **candidate is a match** for the position.





## DESIGN THINKING WORKSHOP - RAPID PROTOTYPING

I guided our stakeholders in a **rapid prototyping** exercise, to motivate and foster **empathy** with the **recruiter experience**. Upon evaluating the results from the user journey exercise, the team referenced points to **create wireframes** of user interactions for a **mobile device** view.

One of the participants sketched out a flow that prioritized the **lists of potential candidates** and a detailed view of a **candidate's qualifications**.

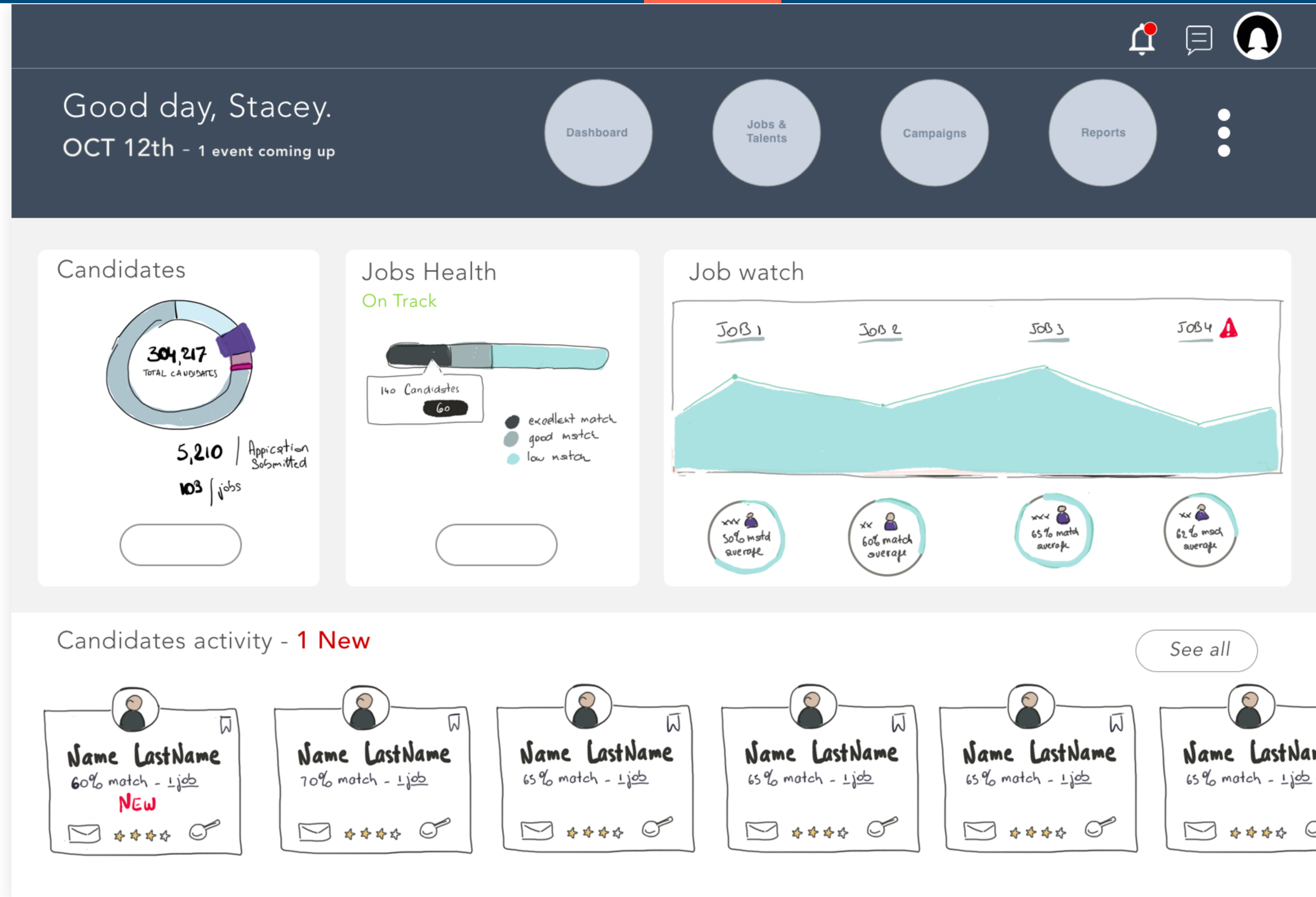


## PROTOTYPE - DASHBOARD WIREFRAME

After gathering insights from user interviews and design thinking workshop, I structured the **dashboard wireframes** for a **tablet** device by the importance of information that the user will need to access by answering these questions to meet the criteria:

- **Where am I?**
- **How am I doing?**
- **What do I need to do next?**

The recruiter has the candidates that need the most attention upfront, along with their **progress statistics**, and **candidate pipeline**. They can also easily access each open position and its progress.



# PROTOTYPE - DASHBOARD VIEW

Upon refining user research results, I adjusted the experience and user interface of the dashboard view to reflect updates in features and requirements.

The recruiter has the **Top Jobs Activity** as the top priority to observe candidate progress. They also prioritize **job matching**, **interview status**, and **candidate pools**. Recruiters can also easily access feedback and interviews as it is a part of their daily tasks.

The navigation on the left panel allows recruiters to view information on available positions, detailed candidate views, calendars, and notifications.



MENU



Hello, Stacey! You have 12 positions filled this week. 😊

### Top Jobs Activity | 4 / 76 Active

Show only my top bookmarked jobs  OFF [View All Jobs >](#)

**UX Designer** 🔥 CONCERN

New York, NY  
Active for - 10 days

**130** Candidates

654 Job Views   215 Apply Clicks

**Product Manager** 📖 ON TRACK

New York, NY  
Active for - 2 days

**90** Candidates

130 Job Views   40 Apply Clicks

**Java Developer** 🔥 ON TRACK

Boston, MA  
Active for - 30 days

**180** Candidates

230 Job Views   110 Apply Clicks

**Office Manager** 📖 ON TRACK

Boston, MA  
Active for - 12 days

**39** Candidates

100 Job Views   35 Apply Clicks

### Matching Status

**634** Total Candidates  
12 Jobs

Category: **Engineering** ▾  
**Metropolitan** ▾

[SEND REMINDER](#)

[SEND REMINDER](#)

■ Excellent Match   ■ Good Match   ■ Poor Match

### Internal Tasks Status

**Feedback forms**

2 / 32 missing

[SEND REMINDER](#)

**Interviews**

6 Completed   5 Scheduled   3 Pending

[SEND REMINDER](#)

### My Candidate Pools

■ Short Listed   ■ Initial Screen   ■ Interview   ■ Office Visit

Show only my top bookmarked pools  OFF [View All Candidates >](#)

**Candidate Pool 1** 📖

**453** +45 from yesterday Candidates

72.3%  
42.6%  
29.2%  
8.7%

**Candidate Pool 2** 📖

**138** +0 from yesterday Candidates

72.3%  
42.6%  
29.2%  
8.7%

**Candidate Pool 3** 📖

**425** +7 from yesterday Candidates

72.3%  
42.6%  
29.2%  
8.7%

**Candidate Pool 4** 📖

**224** +0 from yesterday Candidates

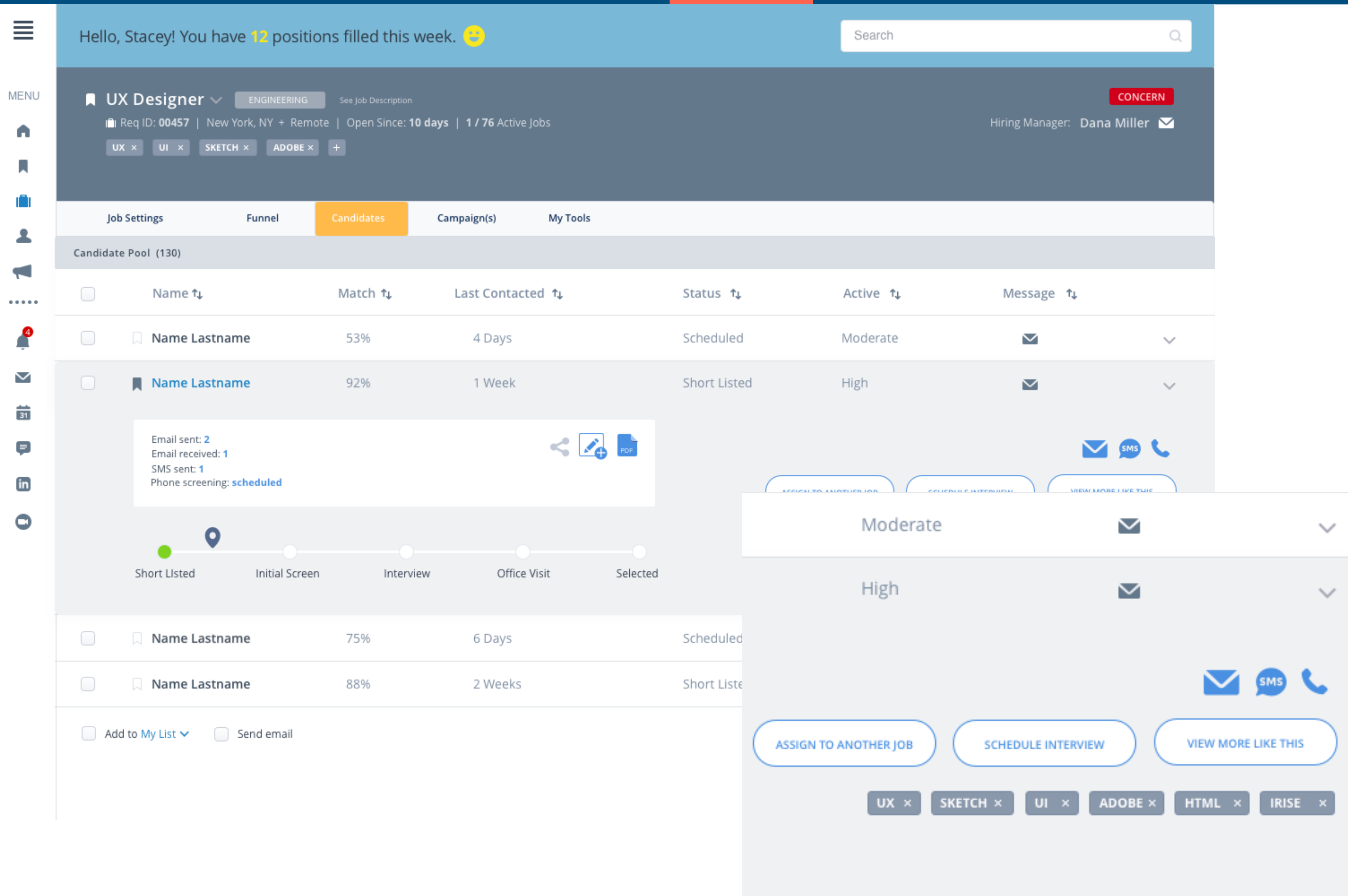
72.3%  
42.6%  
29.2%  
8.7%



## PROTOTYPE - CANDIDATE VIEW

The recruiter navigates through candidates listed within an open position allowing them to get a **detailed overview** of where the candidate is within the **hiring process**, their **contact information**, and organize the **next steps** for them.

The zoomed in image shows **additional tasks** available for the recruiter as well as a **tagging system** to group candidates and job opportunities they may be an additional fit.



# PROTOTYPE - FUNNEL VIEW

Additionally, the recruiter has the **funnel view** to observe the **progress of the job listing** and the level of the **performance of sourcing candidates**.

Recruiters utilize **multiple networks** for finding potential, qualified professionals and need a **central hub** to pool them all in one place.



MENU



Hello, Stacey! You have 12 positions filled this week. 😊

UX Designer ENGINEERING See Job Description

Req ID: 00457 | New York, NY + Remote | Open Since: 10 days | 1 / 76 Active Jobs

CONCERN

Hiring Manager: Dana Miller

UX x UI x SKETCH x ADOBE x +

Job Settings Funnel Candidates Campaign(s) My Tools

Overall Funnel for this job 3 Active Campaigns

Active Date  
Jan 04 2018



130 Candidates

VIEW MORE



Stage	Count
Pipeline	1000
Job Views	22
Apply Clicks	3
Candidates	120
Screened	20
Interviewed	4
Short Listed	1

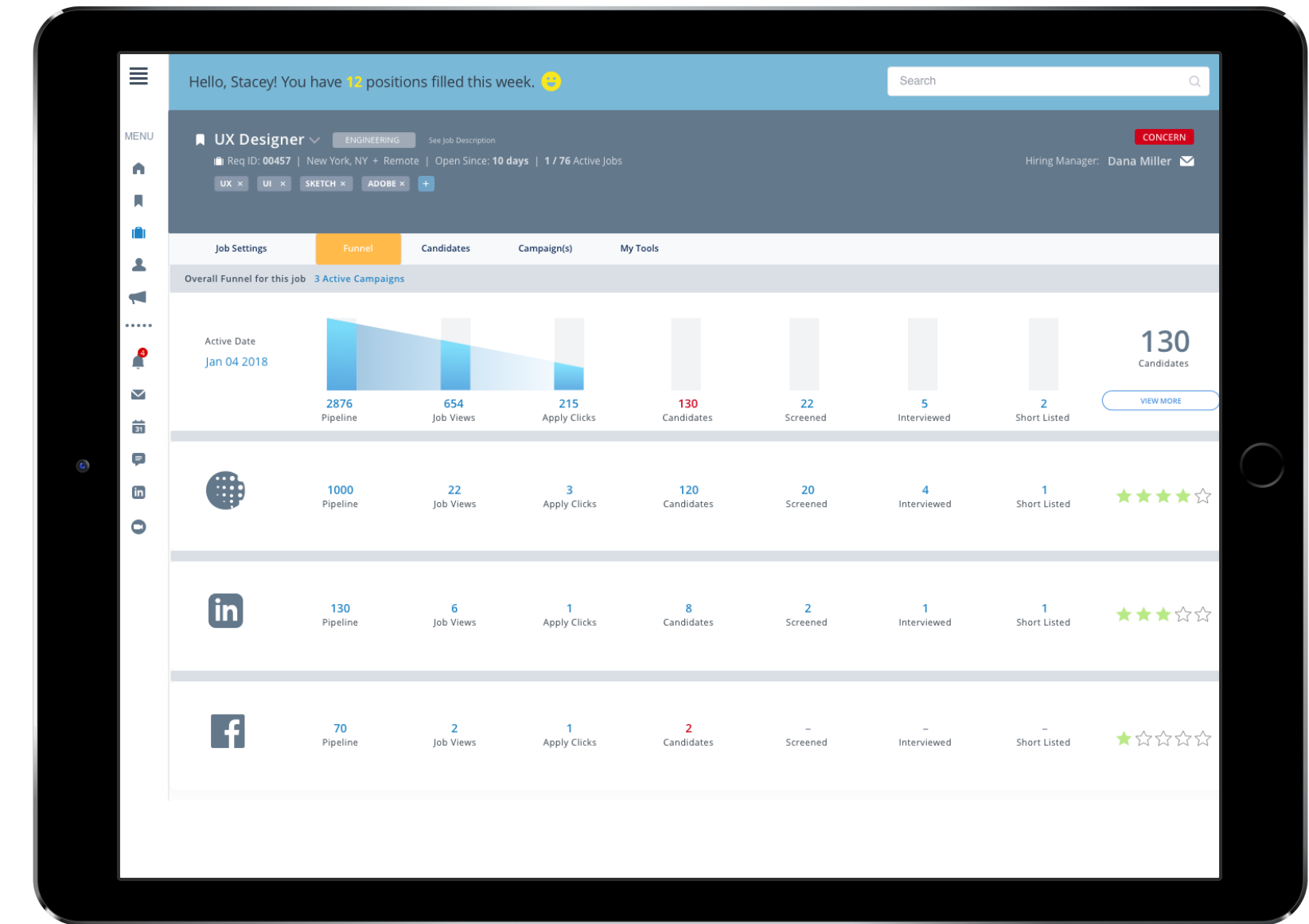
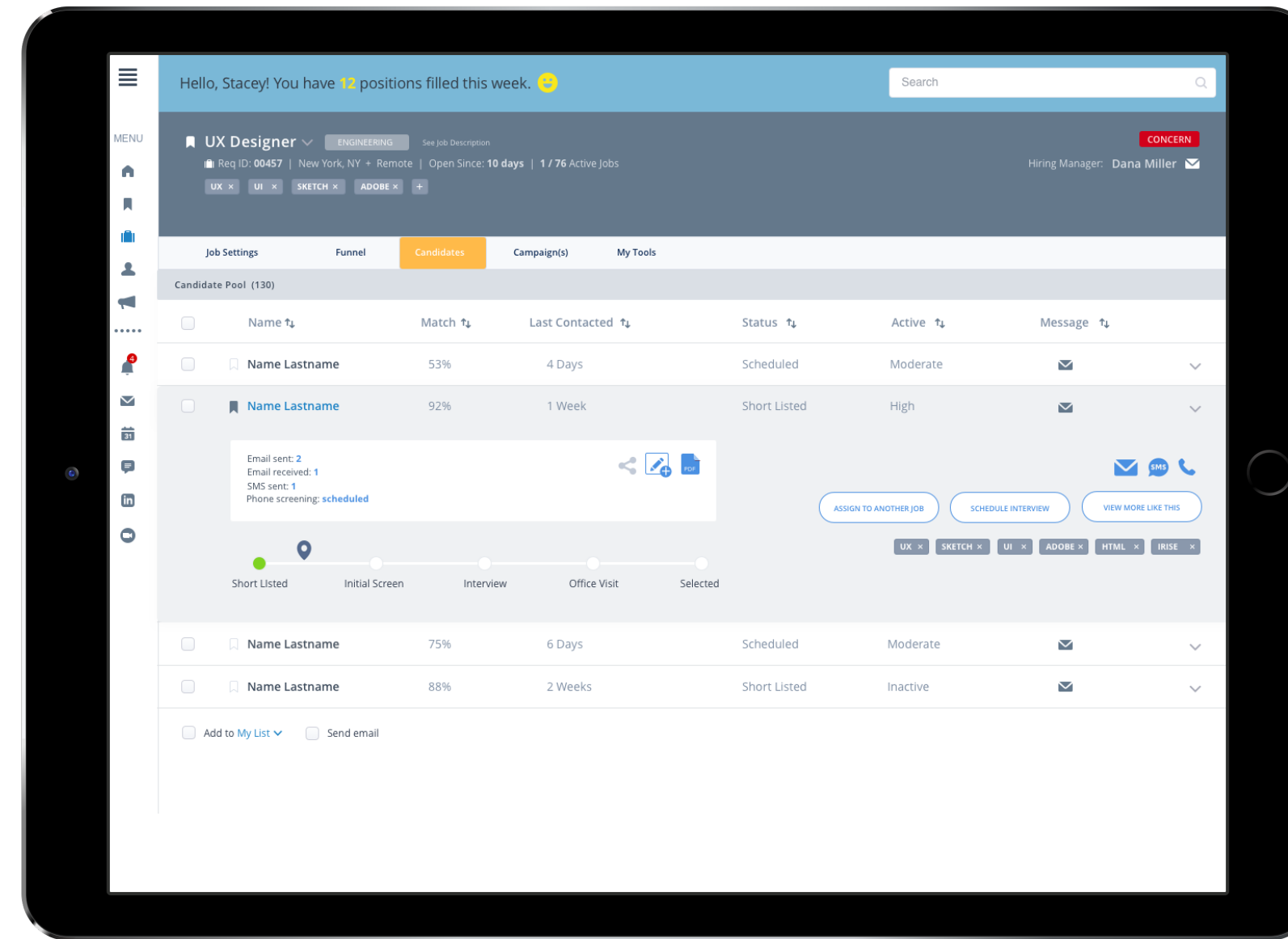
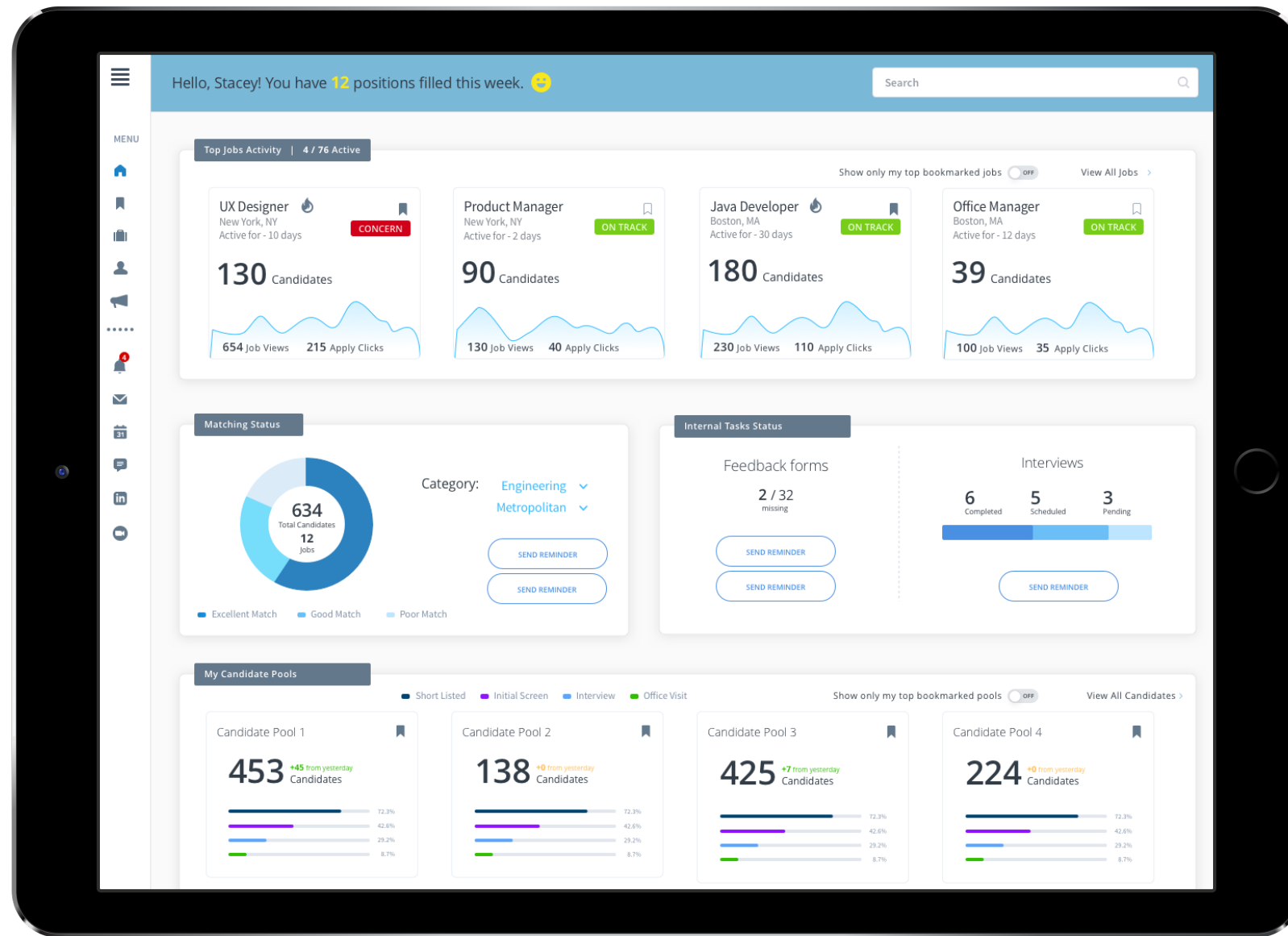


Stage	Count
Pipeline	130
Job Views	6
Apply Clicks	1
Candidates	8
Screened	2
Interviewed	1
Short Listed	1



Stage	Count
Pipeline	70
Job Views	2
Apply Clicks	1
Candidates	2
Screened	-
Interviewed	-
Short Listed	-





I no longer have to use 10 different tools to do my job.

I no longer spend so much time searching by myself.

I can spend time making better candidate choices.

**USER TESTING**

The Invision prototypes were tested with the recruiters that were initially interviewed for insights. All testers received the same dashboard view, yet some interacted with the **standard candidate view** while others worked with the **campaign funnel** view.

Additional interviews and testing were done spontaneously at a job fair in Manhattan, where were gained **additional insights** from **recruiters interacting with potential candidates** attending the fair.



# INTERACTION DESIGN COFFEE BREAK

CLIENT: Illy Cafe

## PROJECT SUMMARY

As a design consultant for the Italia Innovation Program, I led a small team to prototype the coffee break experience within mid-size office environments.

## TIMELINE

6 weeks to run user research and develop iterative prototypes and run user testing.

## MY RESPONSIBILITIES

- User Research
- Digital Experience Design on Coffee Machine and Mobile App

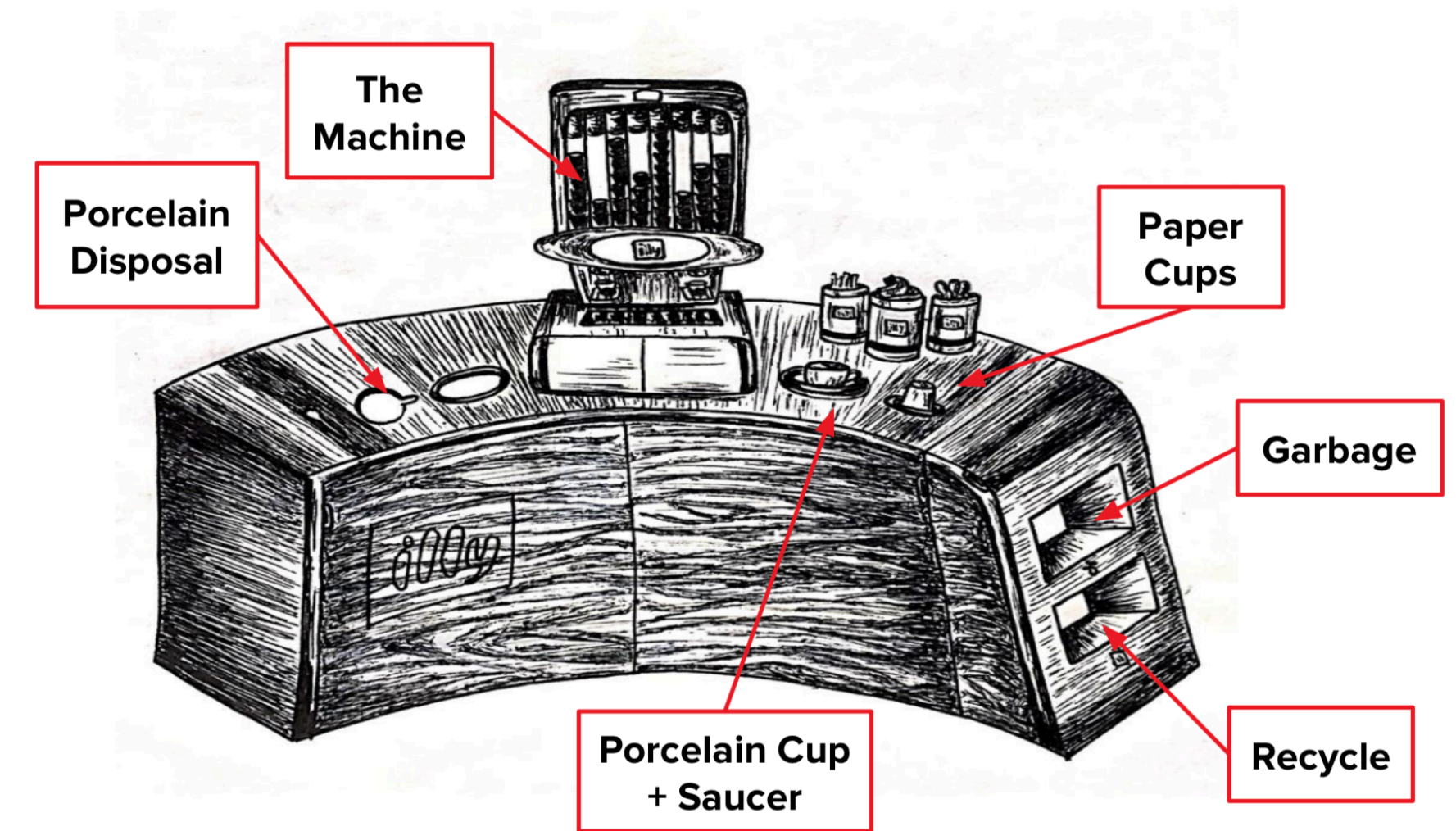
## INTERESTING FACTS

Worked with a team in the beautiful countryside of Northern Italy with user research done in Milan and Venice.





## The Space



\*\*Illustrations by Blair DeCrane

Illy Cafe, an iconic Italian coffee brand, presented a challenge with their espresso machine market. They manufacture brewers for the home and large corporate offices, yet were looking for a design that would fit the environment of an office of 10 - 20 staff members.

## THE MISSION

- Design the coffee break experience
- Incorporate a variety of drink options
- Involve modern innovation technologies within system



# PROCESS DIAGRAM

## DESIGN SPRINT

Participated in a condensed Sprint workshop with Jake Knapp to address the key insights.

## RESEARCH THE COFFEE BREAK EXPERIENCE

Conducted user interviews in coffee shops in Treviso and the offices of Ca Foscari University of Venice.

## PROTOTYPE THE EXPERIENCE

Prototyped the user flow of the mobile and coffee machine interface.

## USER TESTING AND REFINEMENT

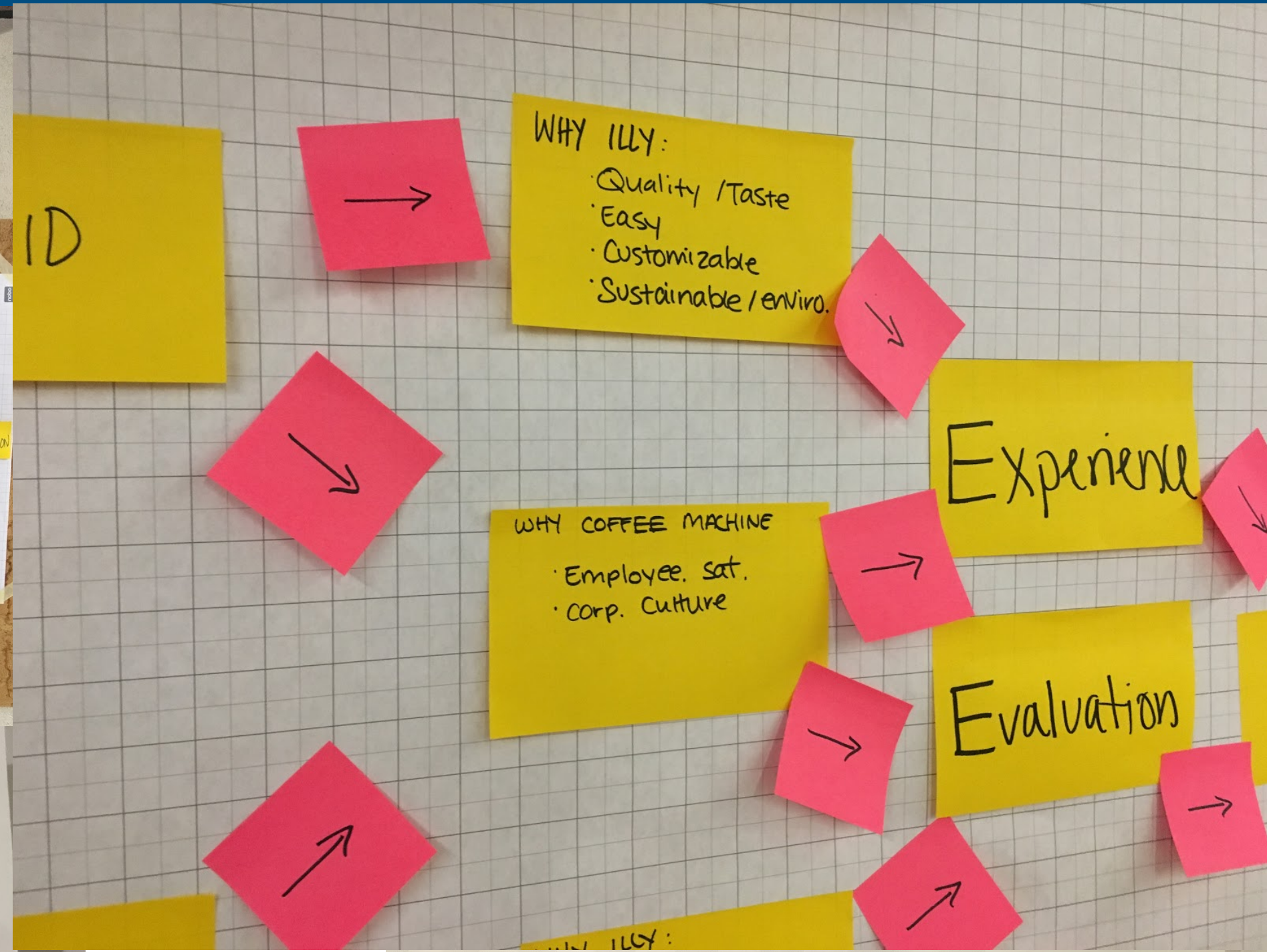
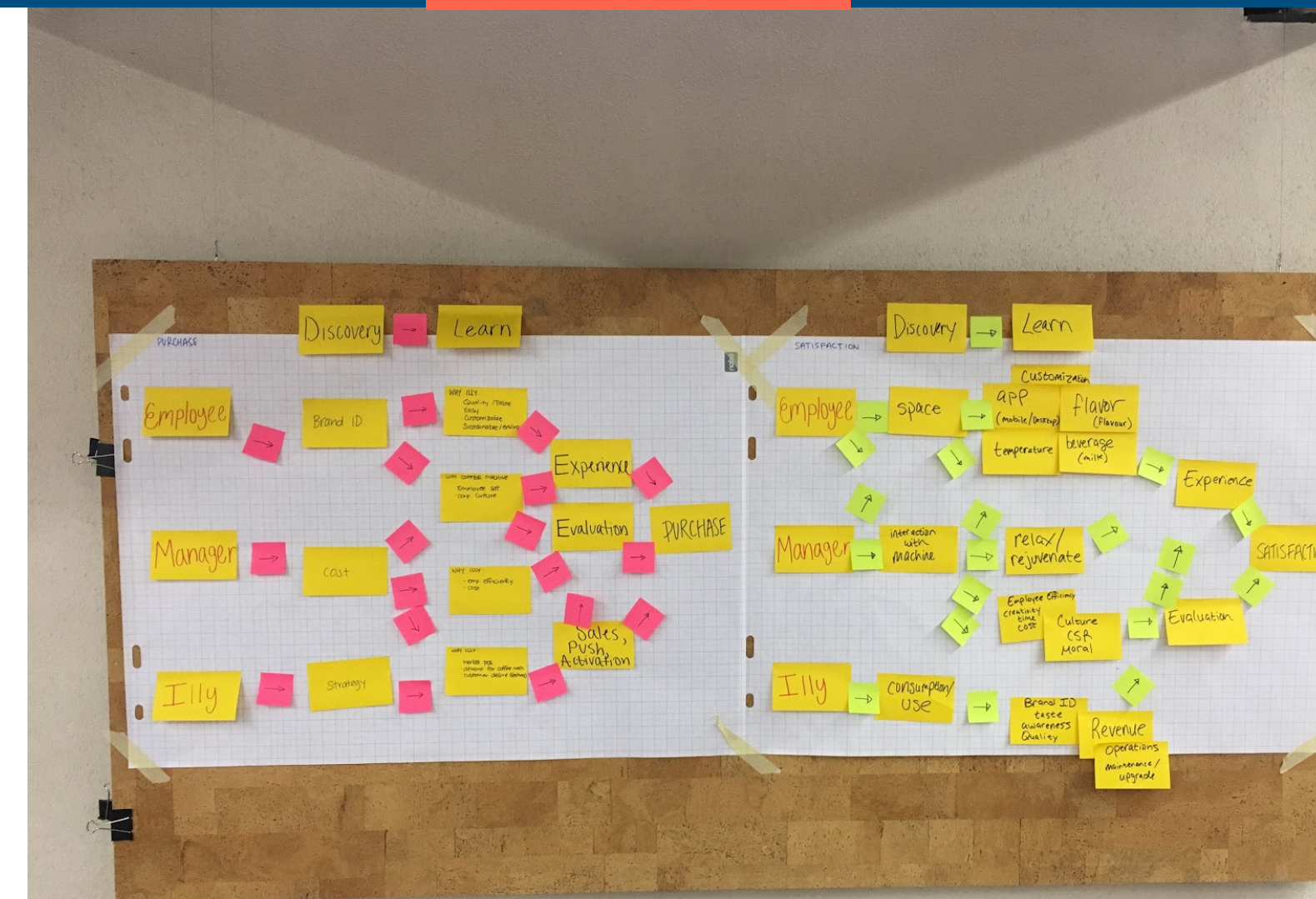
Tested iterative prototypes and presented high-fidelity prototype to stakeholders.



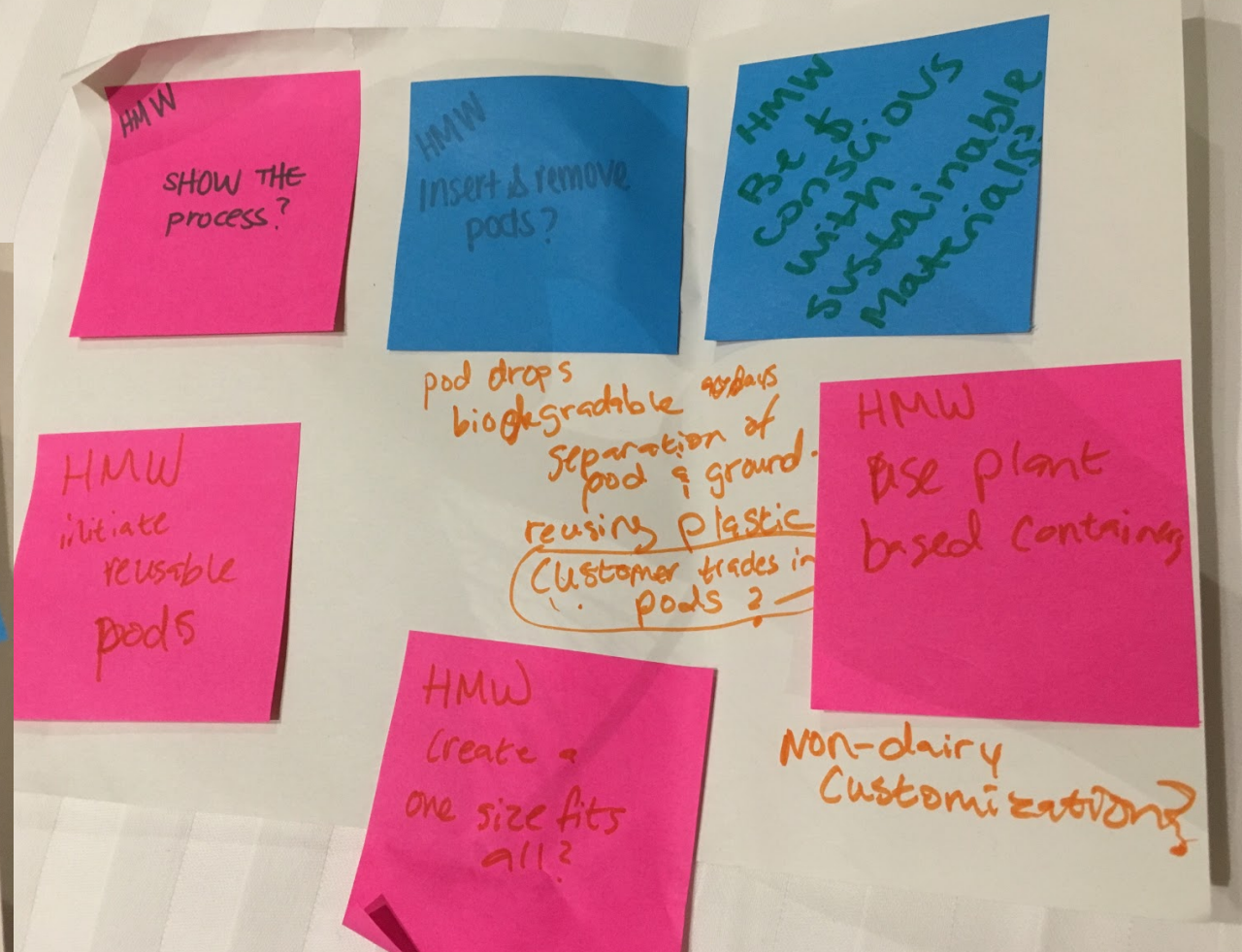
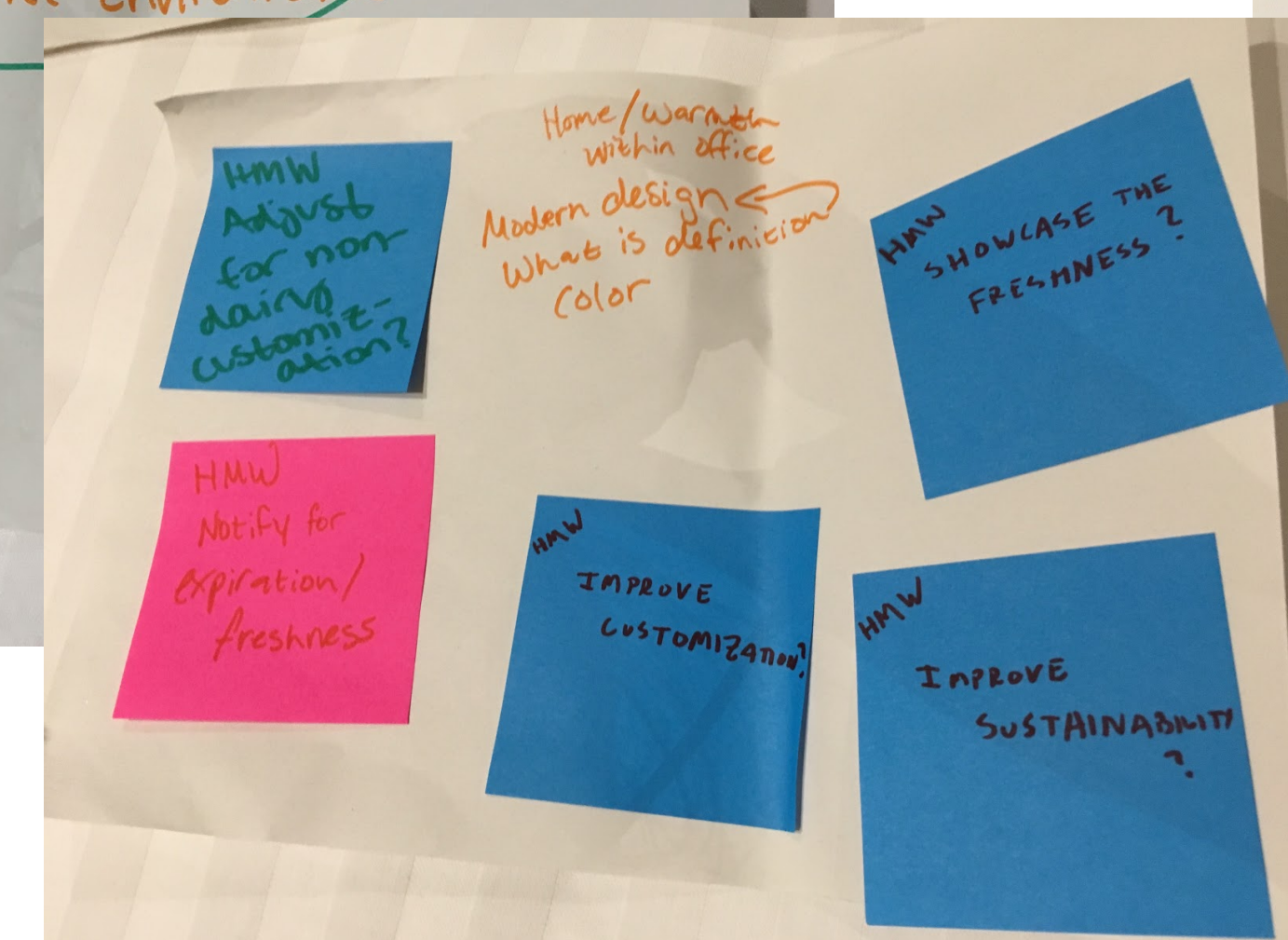
During the research period, I had the opportunity to experience a condensed Sprint workshop with **Jake Knapp**. The team raised some "how might we" questions to address the key insights we felt would be beneficial to our design.

I then mapped out our challenge to **identify our target and purpose**. This was the stage where industry experts are beneficial to gather additional data. The photos on the right,

I sketched out possible solutions to different components of our design. One of my suggestions was to **create a mobile app** that will facilitate an organized office environment allowing employees to **save favorite orders** and allow for efficiency.



- ① go-to machine /dairy allergies /reduce waste
- ② synonism with office coffee culture
- ③ increase employee success with ILLY as corner
- ④ socialize & relax with custom coffee
- ⑤ with healthy office environment





We conducted **user interviews** at offices and **observation** in coffee shops in Treviso and Venice, Italy.

The interviews were **open-ended discussions** that gave insights on:

- Why does one take a break during their work hours?
- How long do they take their break?
- What do they do?
- Are they with people or alone?
- Where do they go?

12

ONE-ON-ONE  
INTERVIEW SESSIONS

8

HOURS OF  
OBSERVATION AT  
COFFEE SHOPS

2

GROUP INTERVIEWS IN  
OFFICE BREAK ROOMS


8

HOURS OF  
INTERVIEWS LOGGED



## RESEARCH INSIGHTS

- Those who were **solo** spent roughly **less than 5 minutes** either enjoying their beverage **at the counter** within a barista environment, or taking their drink **to go** if at a vending machine.
- **Groups** of two to four spent **10 to 15 minutes** within the space engaged in **casual conversation** before dispersing to their tasks.
- On a **busy day**, employees utilize the **company coffee machines**, and go to a **nearby cafe** when there is **more flexibility**.
- Italians generally stick with **traditional drink options**, but more are open to **variety of flavor**, by occasionally **breaking tradition**.



“Once in a while, I like to enjoy a chocolate cappuccino around 4pm, even though traditionally in our culture, we do not drink milk after lunch time.”

- Employee of Ca Foscari University of Venice





**JUMPSTART**

the 9am kick to start the day



**CREATIVE ASSIST**

the 11am jolt to get into the flow



**SOCIAL ESCAPE**

the 2pm meeting with your team



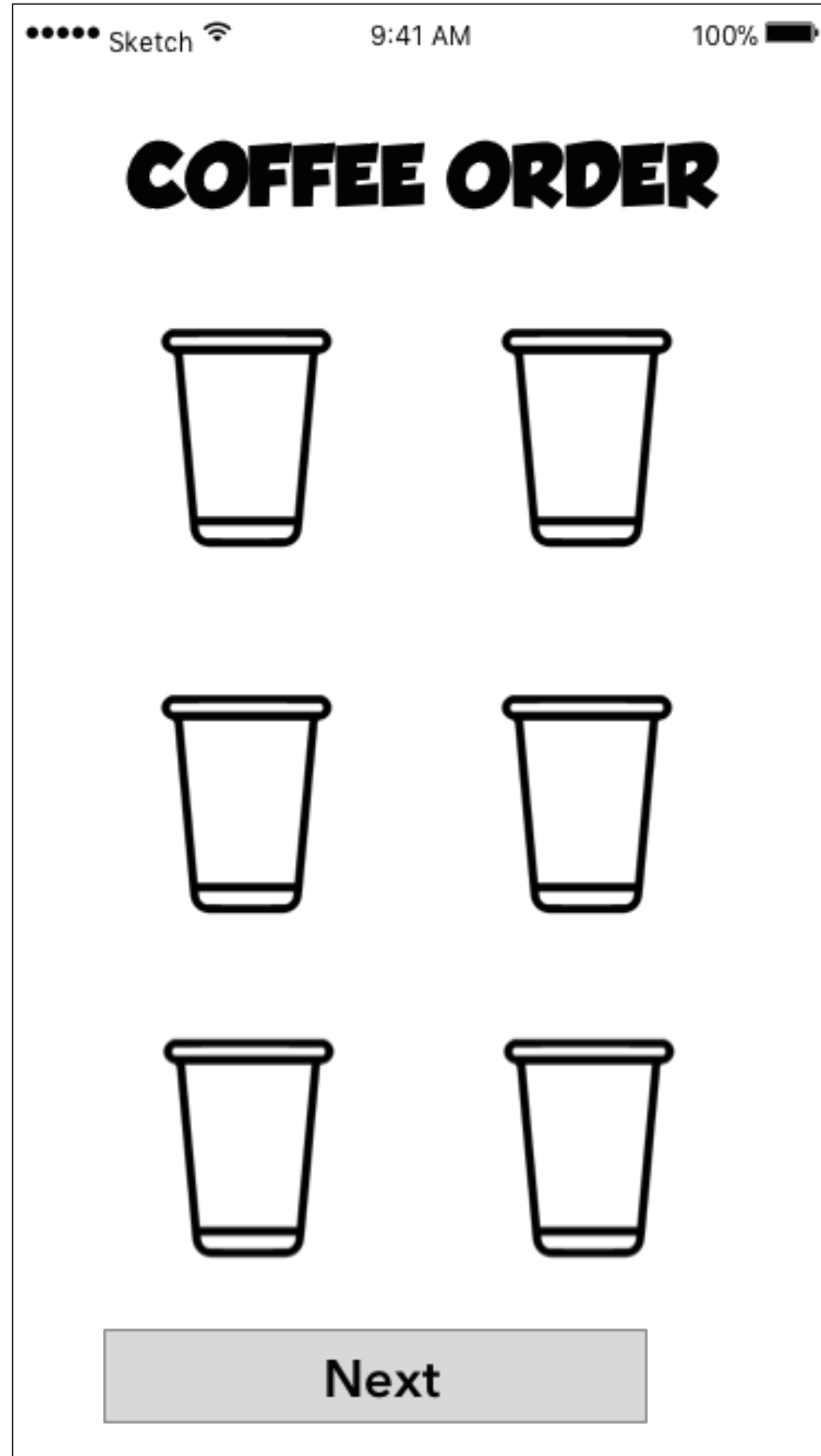
**UNWIND**

the 4pm push to conquer the day

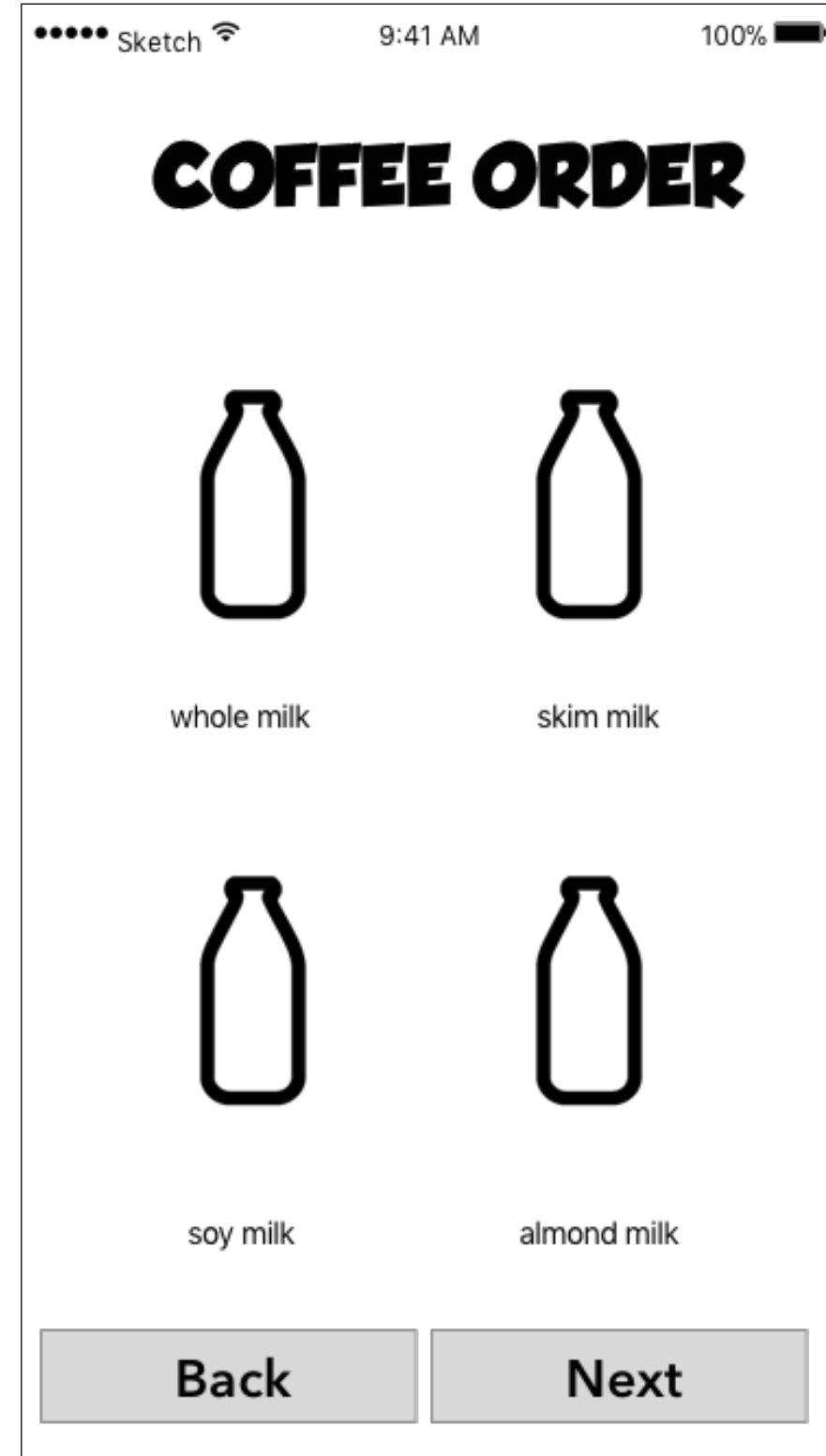
**USER INSIGHT  
COFFEE BREAK**

Based on the collective research, these four time periods stood out in when and why employees would take a coffee break throughout the workday.

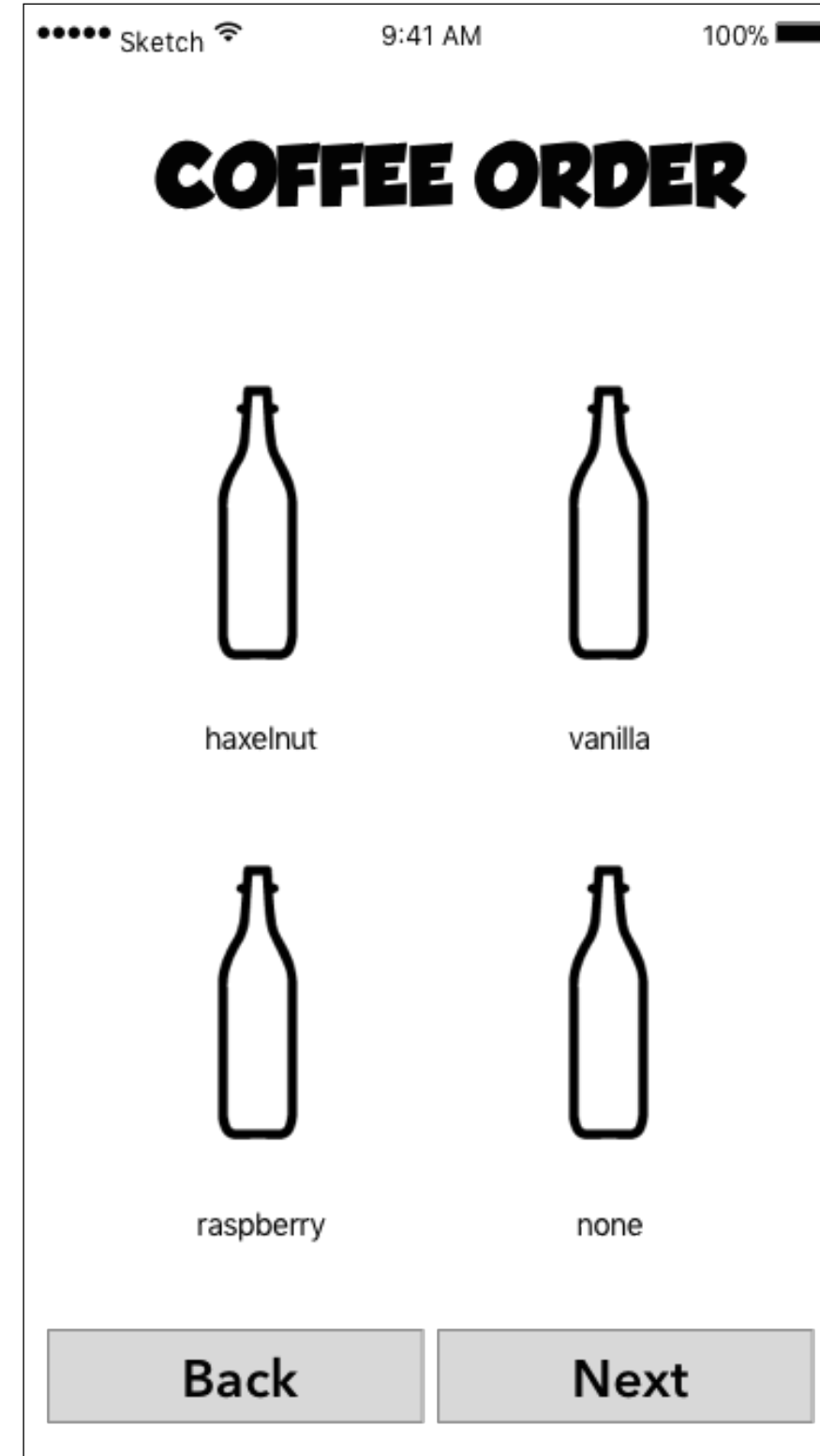




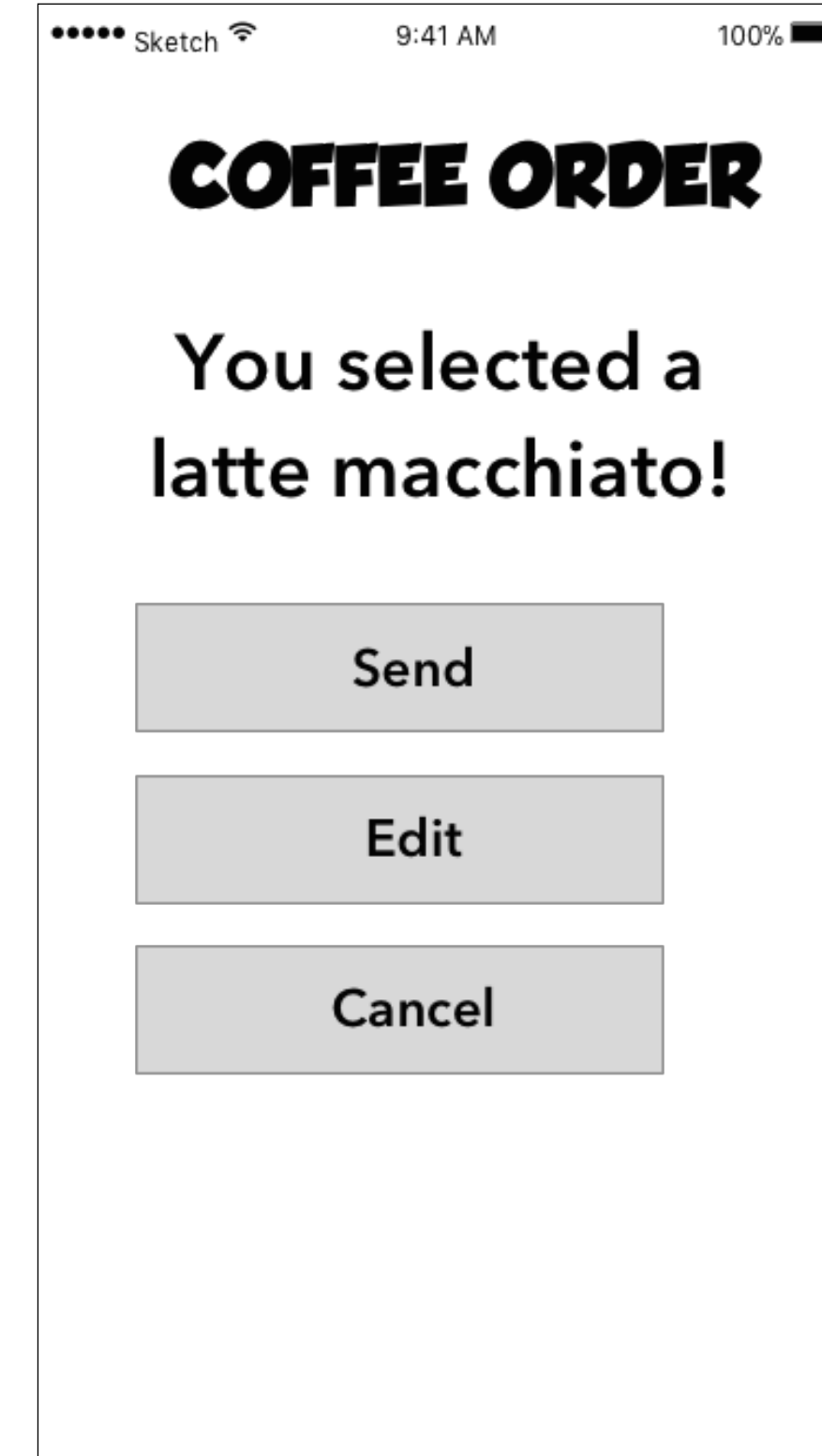
**SELECT DRINK**



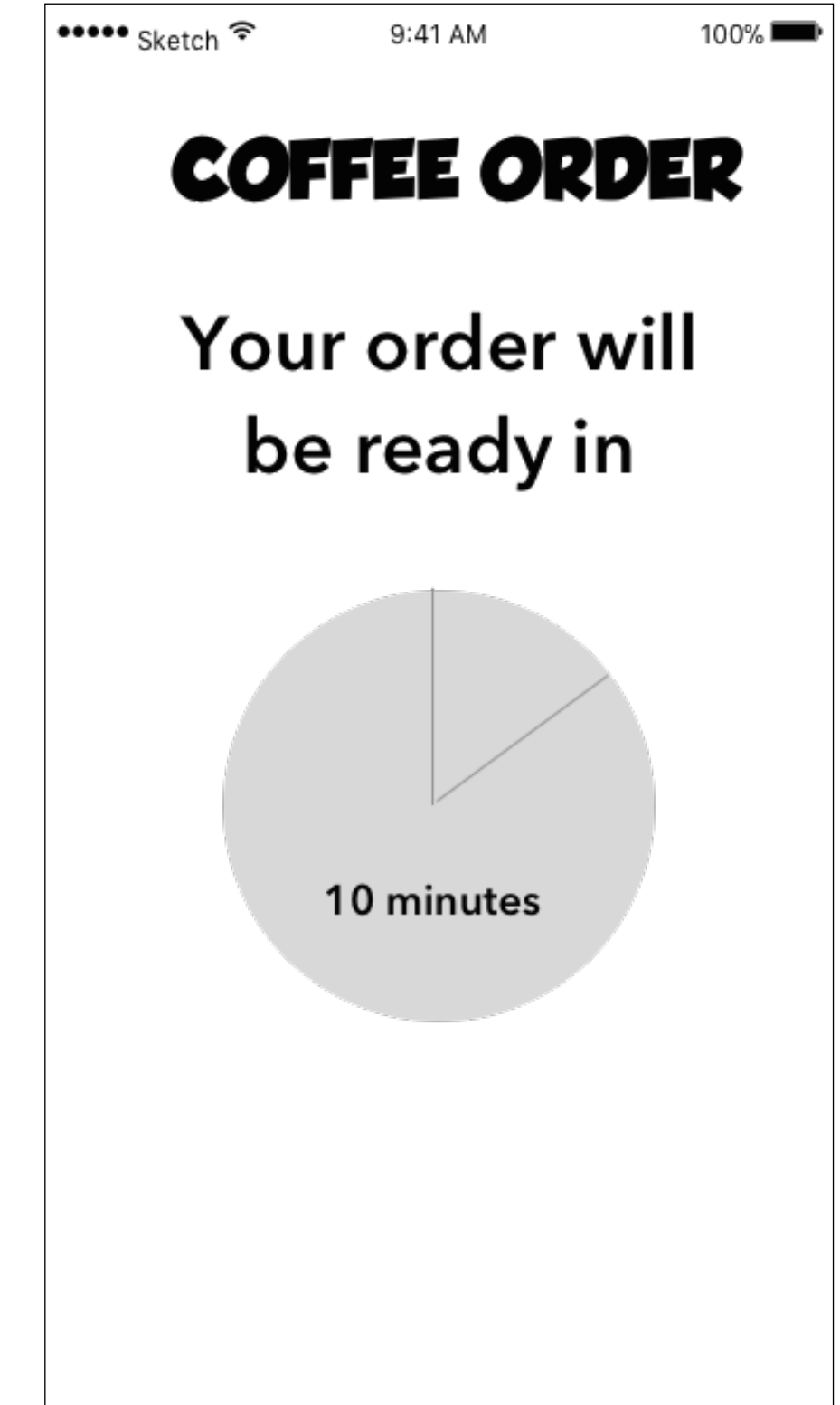
**SELECT MILK**



**SELECT FLAVOR**



**REVIEW**

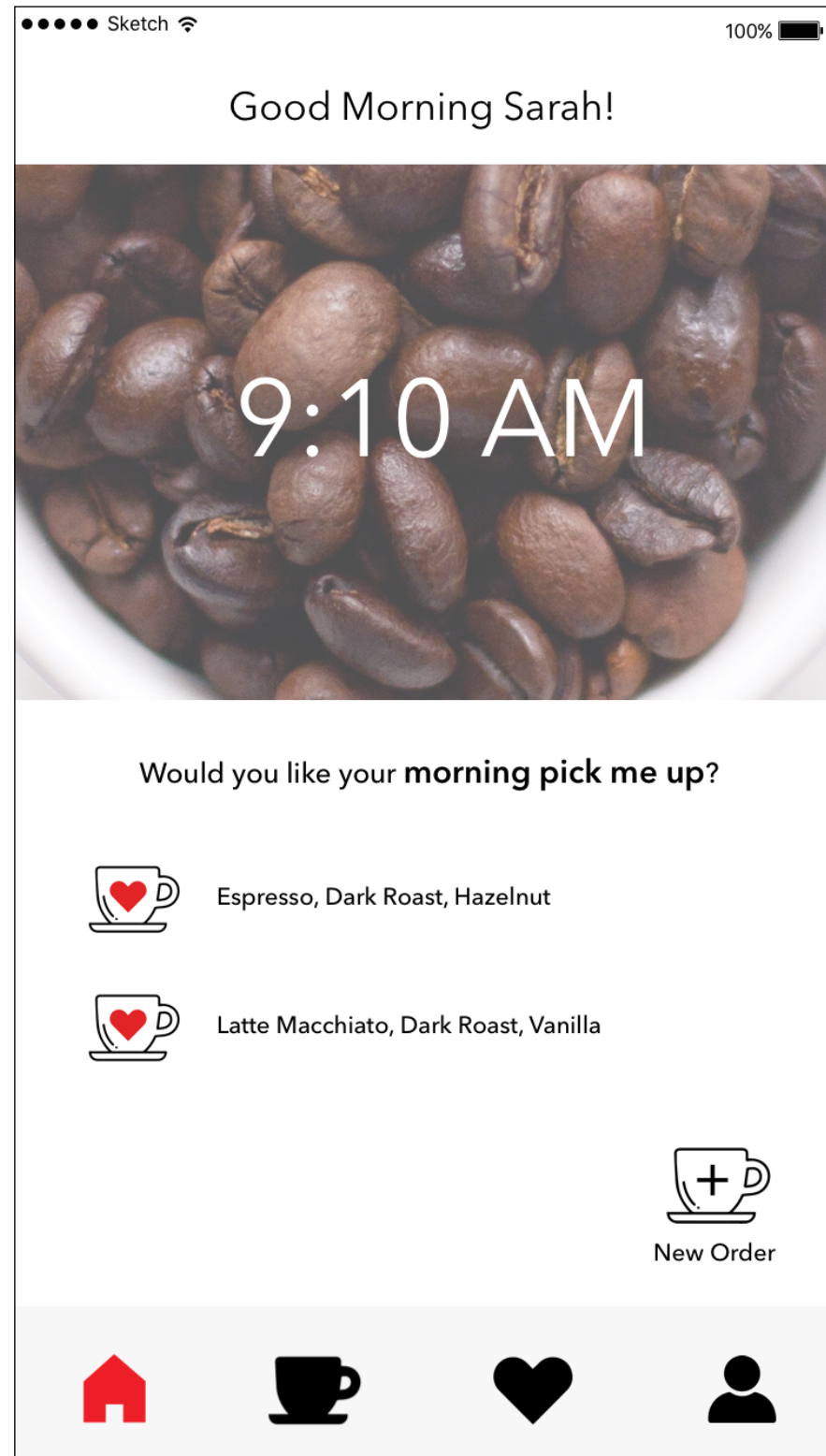


**CONFIRMATION**

**USER FLOW WIREFRAMES**

To supplement the coffee machine, the initial mobile wireframes allowed for customization in selecting a beverage order. Through user testing, I discovered that an automatic mobile order had a risk of lacking freshness in the espresso and the interaction was adjusted in the final design.





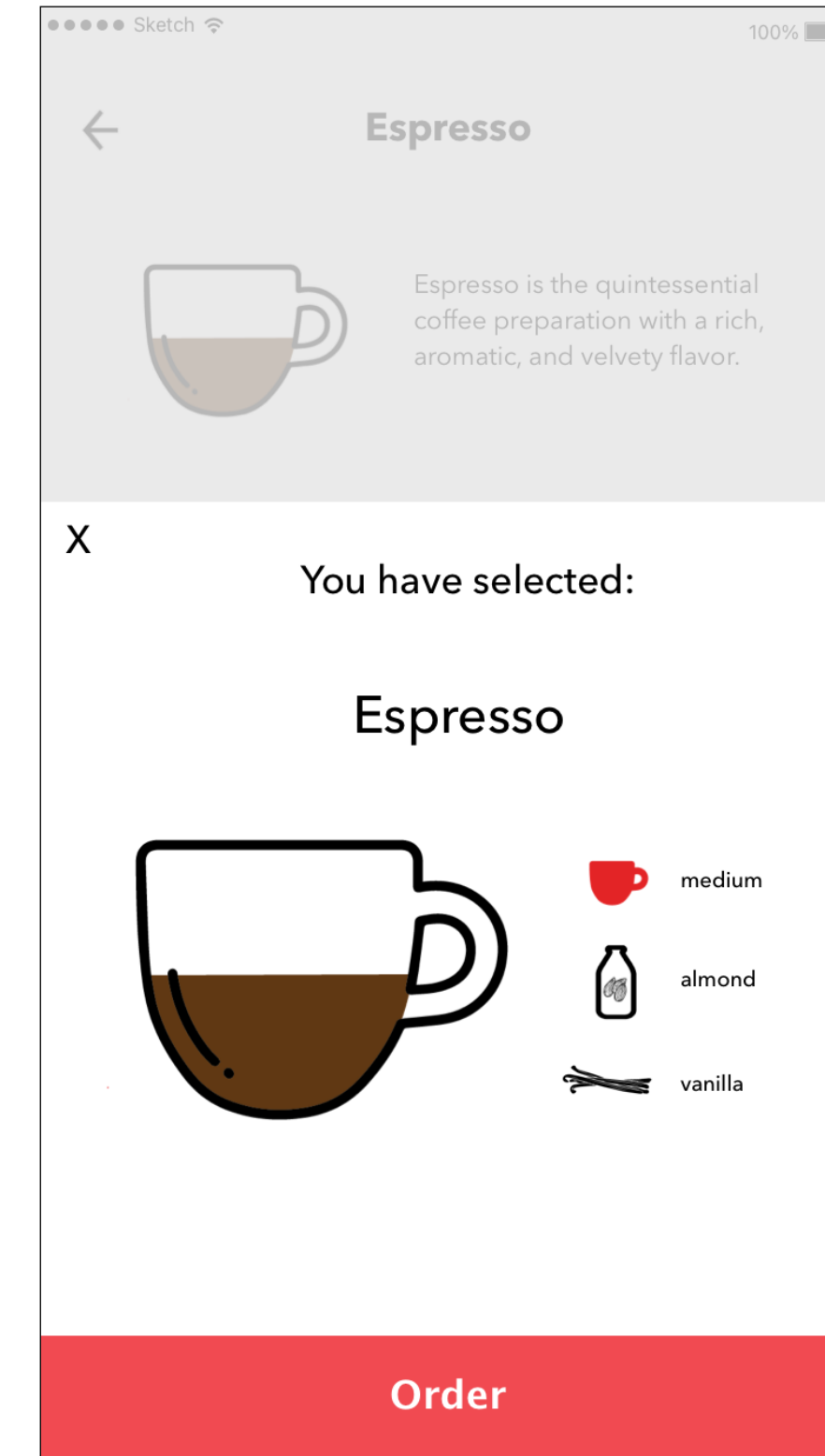
HOME PAGE



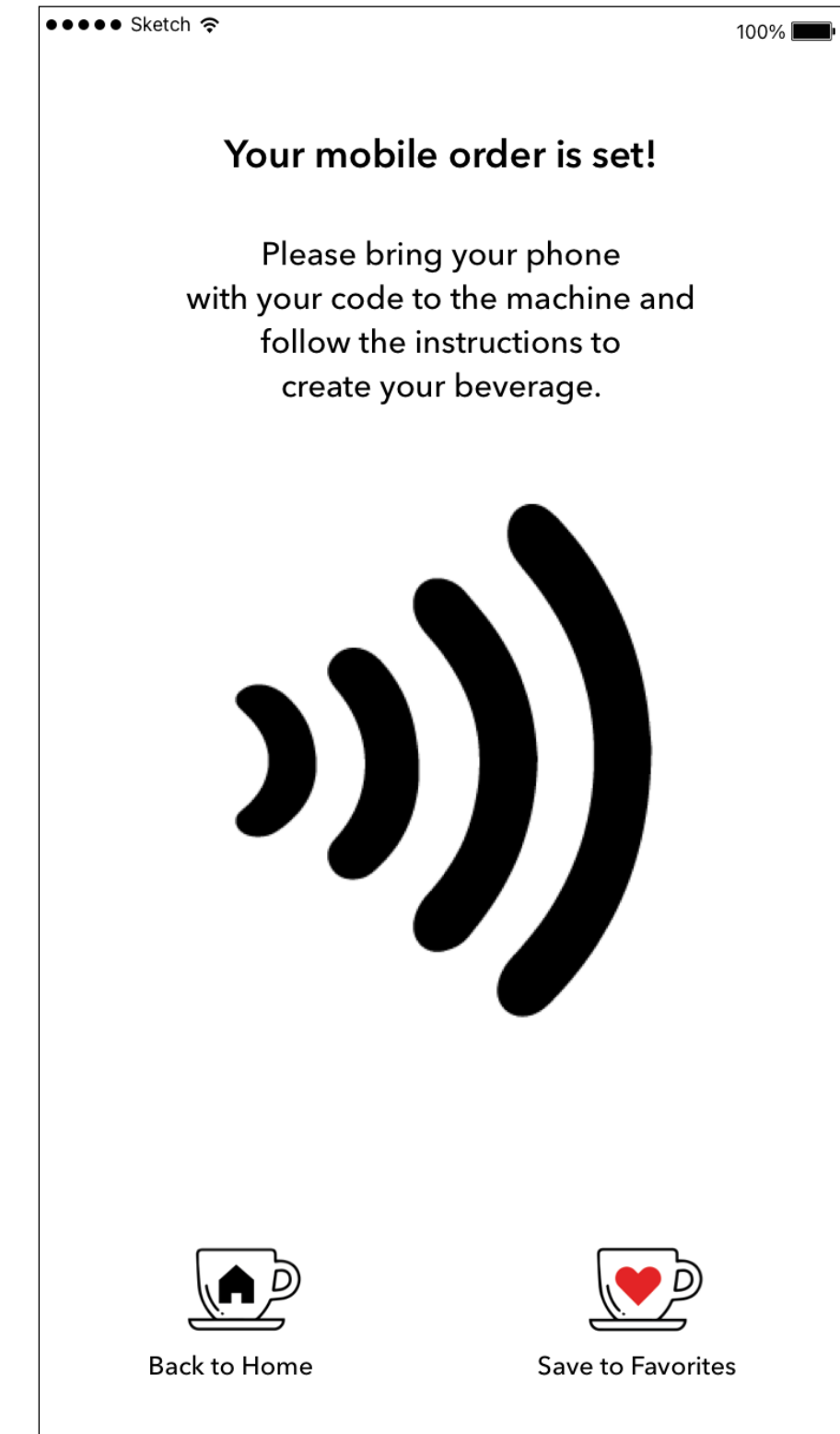
SELECT DRINK



CUSTOMIZE



REVIEW



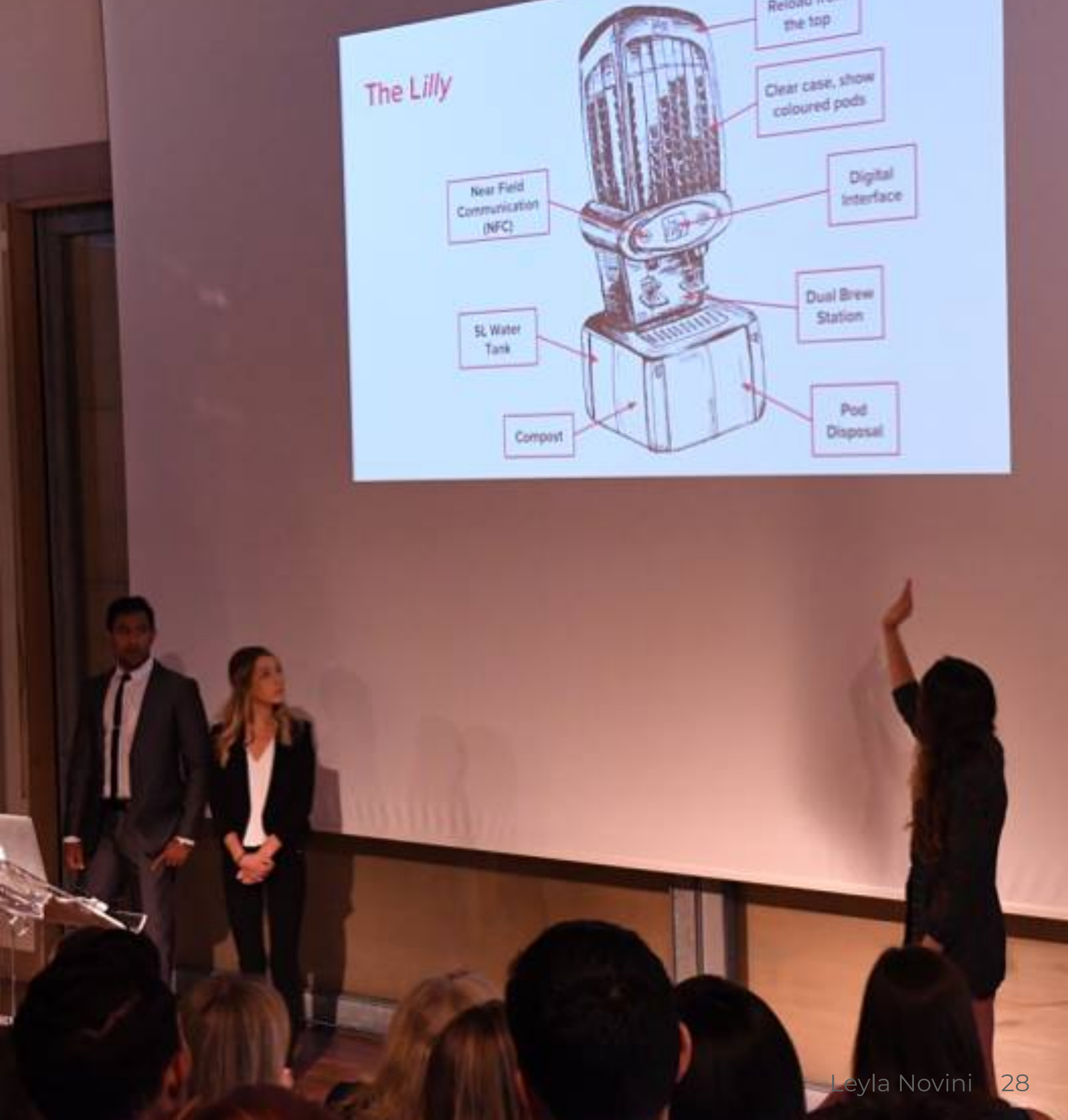
CONFIRMATION

HIGH FIDELITY DIGITAL PROTOTYPE

The physical coffee machine design allows for customizable drinks in variety of espresso, non-dairy milks, and flavors. The mobile app option includes an NFC system, where the user must tap their device against the machine in order to create their beverage. This allows for a seamless ecosystem within the office environment and insures a fresh coffee drink.

# STAKEHOLDER PRESENTATION

Our team presented our research and prototypes to Illy Cafe stakeholders, which included C-level executives and board members. This resulted in further discussion in developing product.





# VOICE INTERFACE FOR STOCK PRICES

CLIENT: Fortune 50 Bank (NDA)

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## PROJECT SUMMARY

A Fortune 50 bank client needed to engage with their users outside the desktop and mobile environment by providing voice capabilities in the home.

## TIMELINE

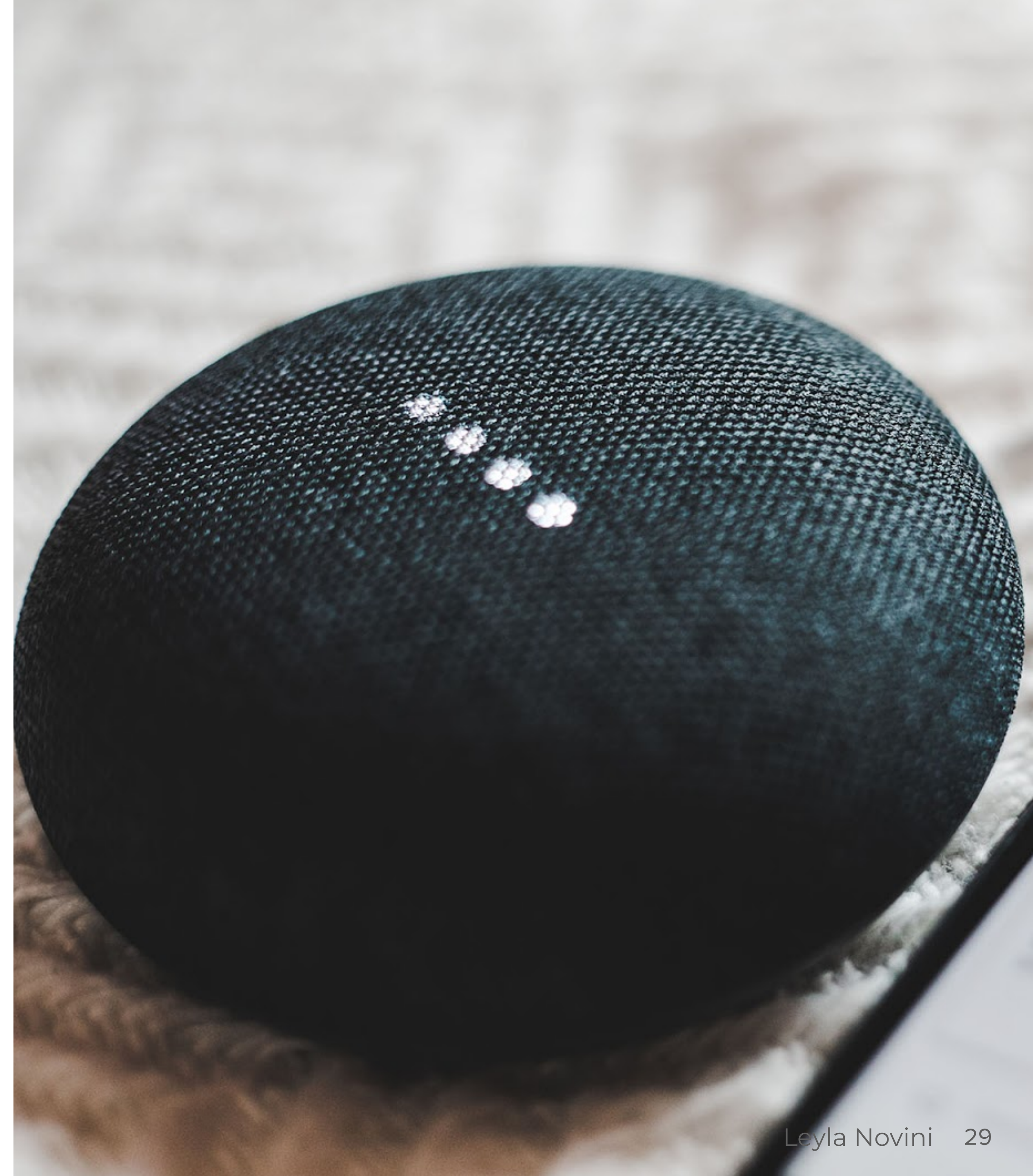
8 weeks; including 3 weeks of user research, and 5 weeks collaborating with developers to iterate and prototype.

## MY RESPONSIBILITIES

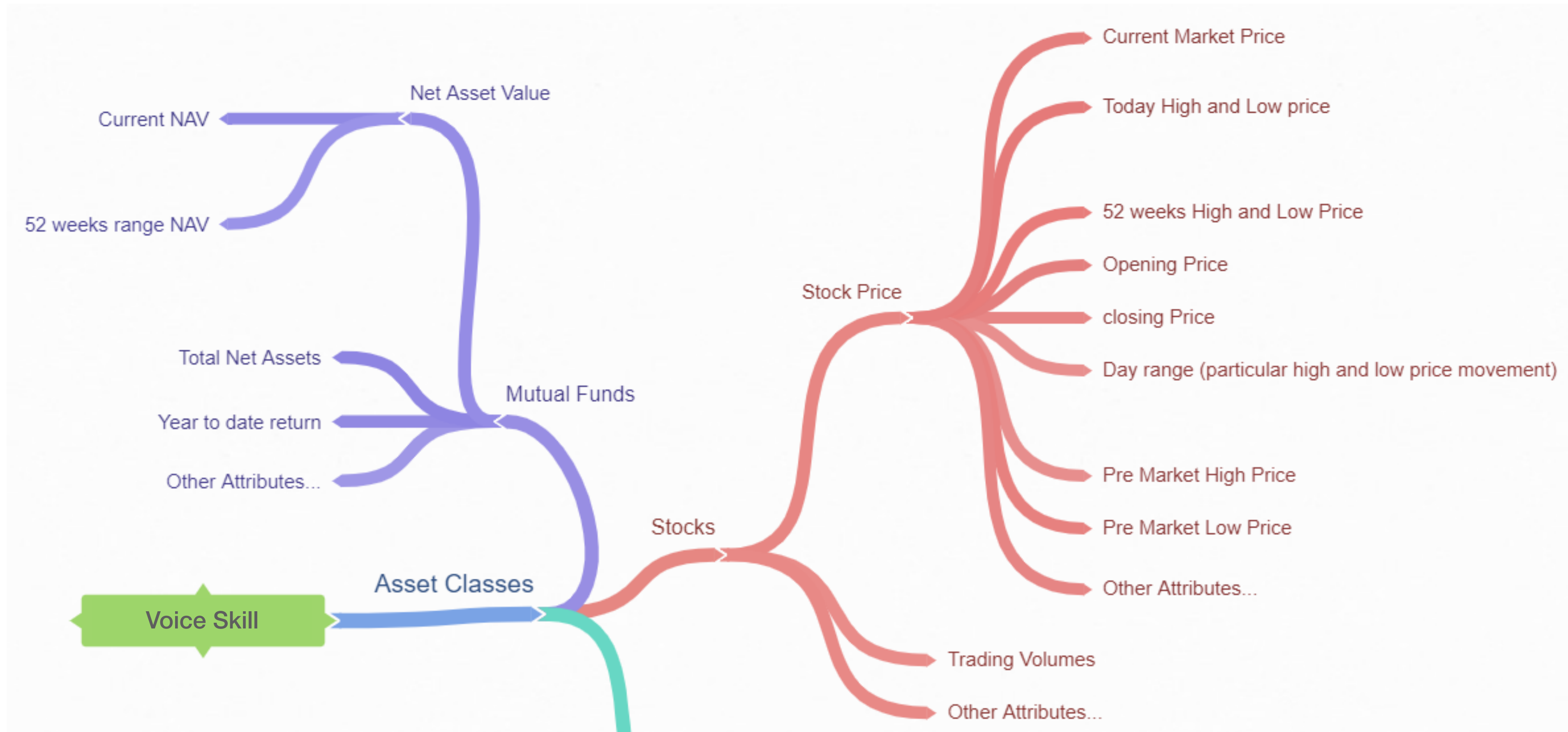
- User Research
- Experience Design
- Conversation Design

## INTERESTING FACTS

This was not my first VUI, but a first for the consulting firm, so I had a responsibility to show the ropes on conversation design to my team.







Among a team of an account manager, product manager, tech lead and engineers, my role as the **UX Designer** was to **wireframe the conversational framework** with **multiple utterances** based on market and user insights, and collaborate **decision tree** solutions with the development team.

# PROCESS DIAGRAM

## BUILD THE FRAMEWORK

Based on the team's market and user research insights on our target audience, I developed an **outline of user expectations and scenarios**.

## CONVERSATIONAL PROTOTYPE

I **assembled snippets of potential interactions** with variations in input and duration.

## WIZARD OF OZ TESTING

The user testing method was a combination of "Wizard of Oz" and scripted dialog **to observe pace and flow**.

## DECISION TREE

Connected **potential scenarios, errors, and redirects** to help the user navigate their request as the **deliverable for development**.



## DAY IN THE LIFE OF A STOCK BROKER

The client provided insights into the daily routine of stock brokers, based on their extensive market research.

Stock brokers **manage many accounts at once**, and need to be **detail-oriented** in their work. With an **on-the-go mindset**, they rely on **convenience** and **accurate information**.

Based on their insights, I synthesized the user goals to outline conversational scenarios with a voice application.

Kelly is a territory head and is responsible for sales of sub-advised multi-asset, fixed income, and equity portfolios in the mid-west.

### Provide Information

Kelly is looking for information on the sales till date in her region. She says “What has been the sales till date for fixed income?”

### Facilitate Transactions

Kelly creates a list of things to do by talking to her smart speaker. She realizes that she needs to make a payment. She says ‘Make a payment of \$5000 to Ritz Carlton for the event?’

### Provide Customer Insights

Kelly prepares for a meeting and is driving to the location. On the way, she asks her voice assistant about the top performing stocks for the day. She hears that Amazon and Microsoft have been the top performing stocks on the NYSE.

### Proactive Advisory

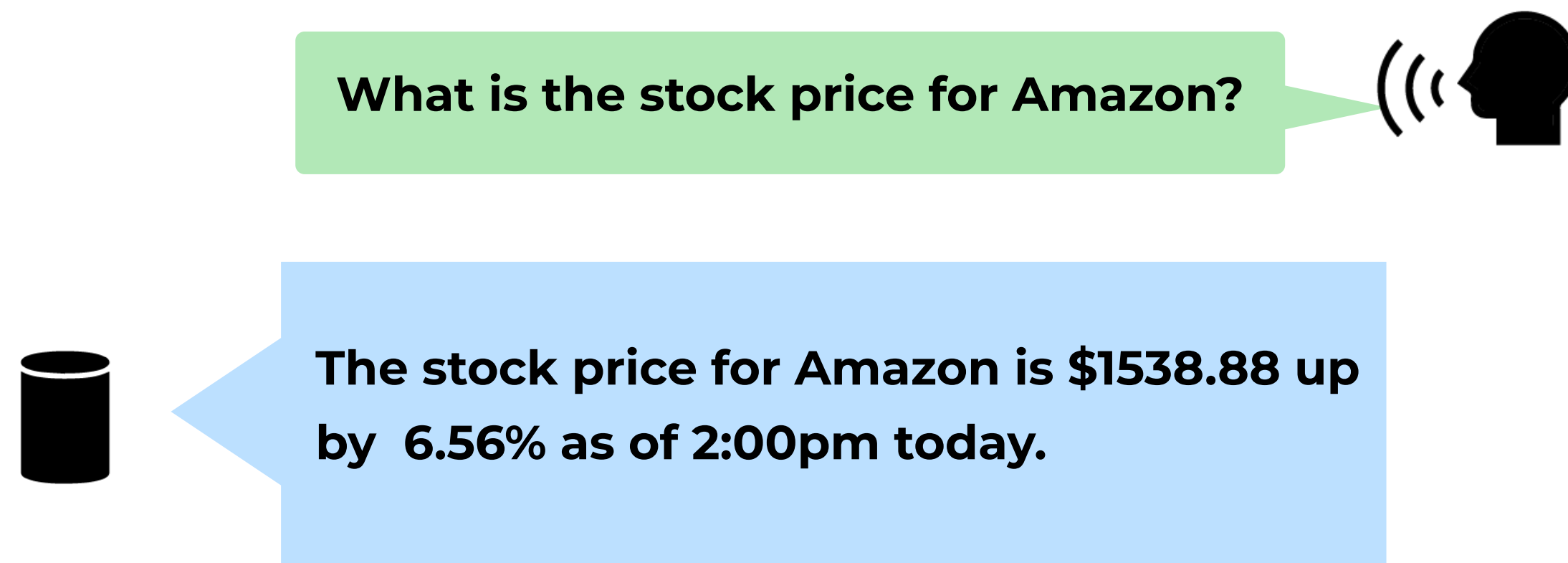
She asks about sales details in each region. She is informed that Mutual fund sales have been growing faster than fixed income and equity and it might be a good idea to see if there are any best practices that can be leveraged from the team.

### Autonomous Action

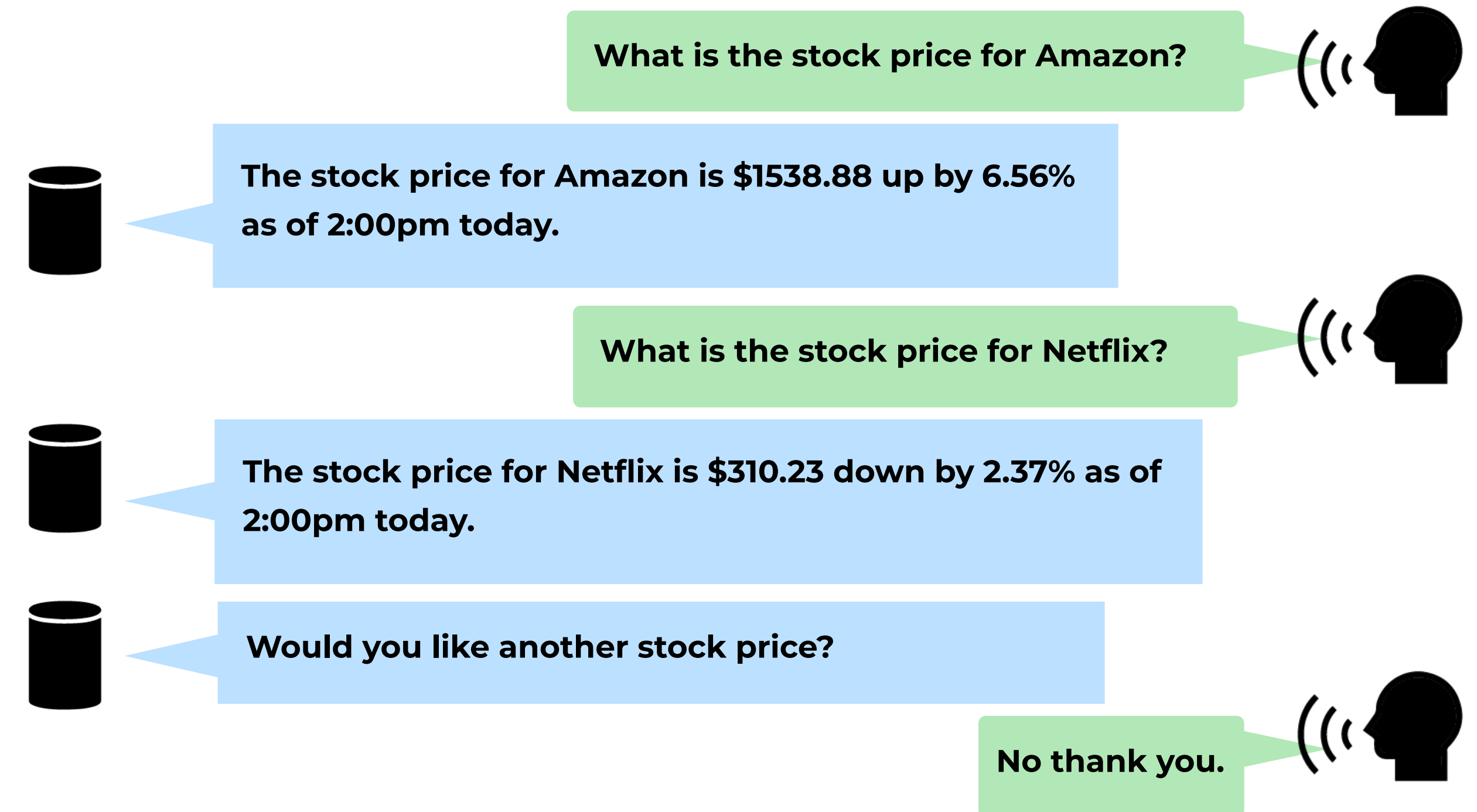
Every time the sales performance dips by 2%, Kelly sets up a review with the team for that portfolio. She is informed that the fixed income product revenue for her region has a seen a dip and that there is an open slot next Tuesday morning to set up a review. Kelly asks to go ahead and send the meeting invite.



## User seeks one stock price:



## User seeks multiple stock prices:

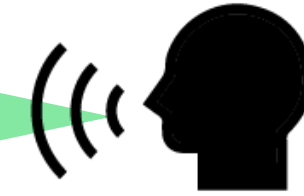


## PROTOTYPING THE CONVERSATION

Upon defining the stock information terminology and natural language. Key words are categorized by **intents** (intentions of the end-user) and **entities** (subcategory that specifies intent) that are to be trained. Intents in this case include **greeting, closing, and types of stock prices**. Entities are **company names** that will have stock information related to the intents.

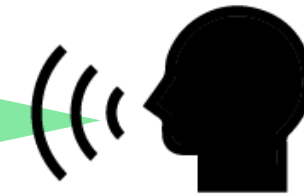
### User requests name that has multiple results:

What is the stock price for American National?



Are you looking for American National Bankshares Inc or American National Insurance Company?

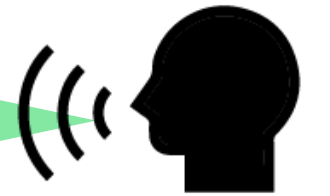
American National Insurance Company.



The stock price for American National Insurance Company is \$29.86 up by 1.15% as of 2:00pm today.

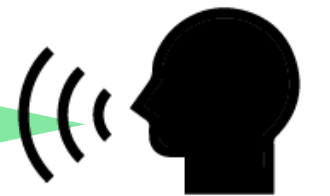
### Assistant does not understand the user's request or request is incomplete:

What is the stock price for Amerefjiasifas?



I'm sorry, I could not understand that, could you repeat your request?

What is the stock price is for American National Insurance Company.



The stock price for American National Insurance Company is \$29.86 up by 1.15% as of 2:00pm today.

## PROTOTYPING POTENTIAL ERRORS

**Errors, mishaps,** and **confusion** can happen. As a result, conversational prototypes for these scenarios, must be **concise** and allow the user to comfortably **navigate** to their end goal. In these cases, we tested examples of offering **suggestions** and asking the user to repeat their request.



Repeat Previous Response

User Inputs

Can you repeat that?

Alexa Responses

(repeats previous stated response)

Trouble Understanding Company Name

User Inputs

what is the stock price for {unrecognizable}?

Alexa Responses

I'm sorry, I could not understand that, could you repeat your request?

Multiple Company Names

User Inputs

what is the stock price for <American National>?

Alexa Responses

Are you looking for:  
 - <American National Bankshares Inc.>  
 - <American National Insurance Company>  
 or  
 - <American National Insurance XXX>?  
 Say additional options, repeat company, or different company if not found.

or

Here's what we have:  
 {company name}, {company name}, or {company name}  
 You can also say, "more names", "repeat", or "another company"

XX Companies found. Choose from:

Sample script for potential errors.

WIZARD OF OZ TESTING

Our user testing method for this round was a combination of "Wizard of Oz" and **scripted dialog**. I noticed in our tester's **speech**, there were **natural pauses**, moments to think about what to request or **respond**, and use of **slang/abbreviated** terminology. Users also wanted to be able to retain the information given, and asked our "bot" to **repeat** their response.



## UTTERANCES

Users may mean one thing, but might use another term or **phrase** to reach the same **goal**. Along with each interaction, I tested **synonyms**, **pronouns**, and other **prepositions** that should **trigger** the same response. The development requires a **vast amount of utterance data** in order to train the system and cater to a variety of user speech. **Intonation** of human speech is also in consideration as user requests can be question or a statement.

### User Initiates Conversation with Specific Request

What is the latest stock information on {company}?

What's the latest stock info on {company}?

What is the stock price of {company}?

Tell me the stock price of {company}.

How is {company} doing today?

Give me a quote for {company}.

And how about {company}.

Can you give me a quote for {company}?

Quote for {company}.

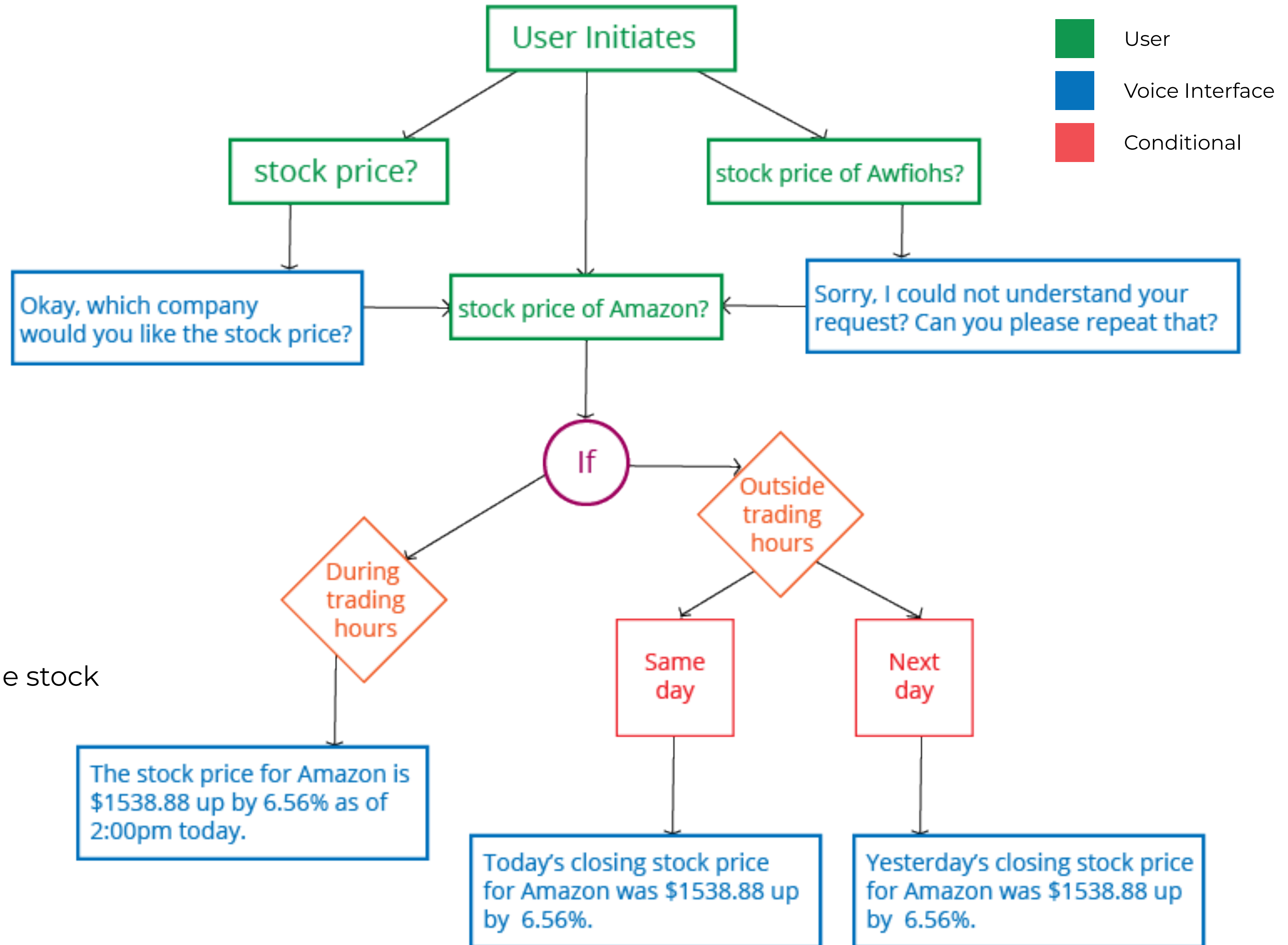
How about {company}?

## DECISION TREE

I pulled sample conversations into the team decision tree model to collaborate with the development team. Each branch connects potential scenarios, considers errors, and by case redirects to help the user navigate their request.

## NOTABLE BRANCHES

- Requesting a stock price
- Requesting additional information of same stock
- Requesting another stock price
- Asking for help
- Error redirection





# INDUSTRY ACTIVITIES



# PUBLICATIONS

## WHY YOU SHOULD TAKE AN IMPROV CLASS

A little over two years ago, I took my first improv class. Mostly for fun, but it ended up benefiting me so much more in my professional life. I shared some key takeaways I got from taking these classes.



[READ THE ARTICLE](#)

## AURA - THE FUTURE OF MUSIC CURATION

From the MFA Design & Technology program at Parsons School of Design, I focused my thesis on the exploration of the emerging market of machine learning through an interaction design of the future of listening to music



[READ THE ARTICLE](#)

## MIT HACKING ARTS HACKATHON

I participated in a hackathon where my team of all strangers created a tool that utilizes recorded music data to generate 3D furniture design in Autodesk Fusion 360 to eventually be manufactured via 3D printing.



[READ THE ARTICLE](#)



# INDUSTRY ACTIVITIES

## PRODUCT UX DESIGN MENTOR

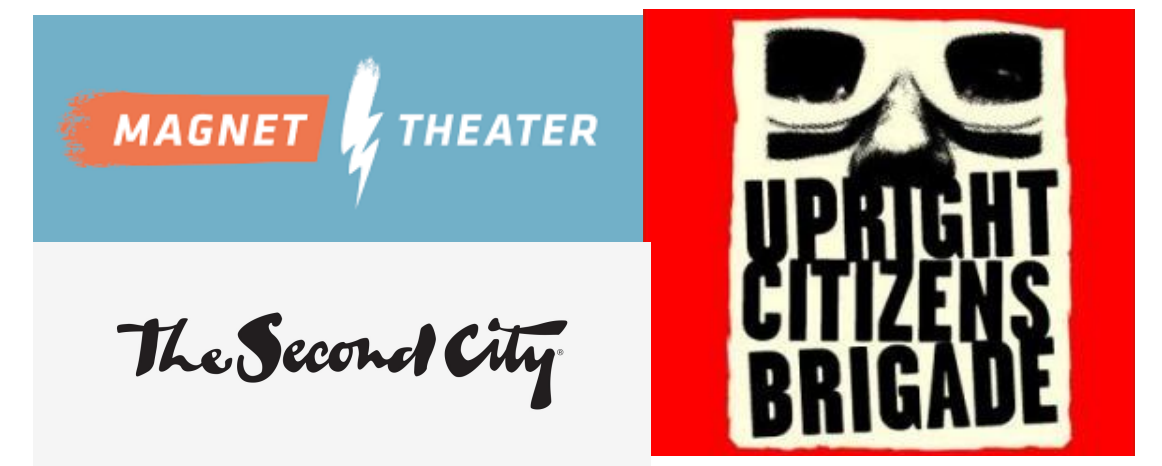
Through Designed.org, I coach recent graduates and junior designers to build on their design strengths, advise on soft skills, and resume and portfolio refinement. Many mentees have had well established careers prior to product design, so we work together in refining transferable skills.



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## IMPROV SKILLS FACILITATOR

I have lead Improv Skills workshops for team building exercises and integrated into Business Analyst training. The exercises include ice breakers and short games that prepare attendees for their skills in listening, critical thinking, and handling unforeseen circumstances. I have improv training from Magnet Training Center, Upright Citizens Brigade, and Second City.



*The Second City*



# CONTACT DETAILS



# GET IN TOUCH

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

## SEND ME AN EMAIL

[LeylaSNovini@gmail.com](mailto:LeylaSNovini@gmail.com)

## GIVE ME A CALL

330-620-9957

## WHERE TO FIND ME ONLINE

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### MY WEBSITE

<https://leylanovini.com>

### LINKEDIN

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### TWITTER

[twitter.com/leylasn](https://twitter.com/leylasn)