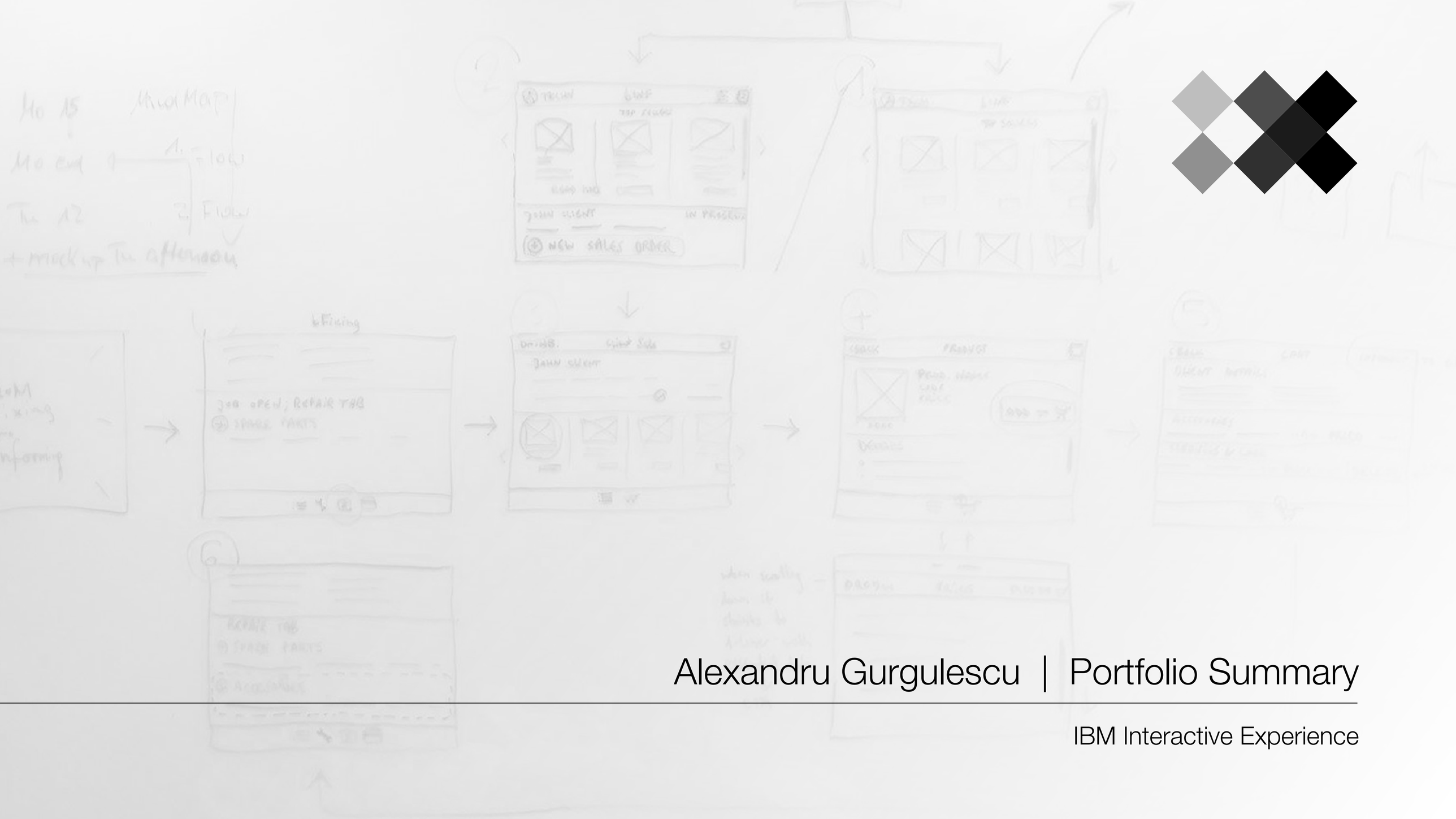
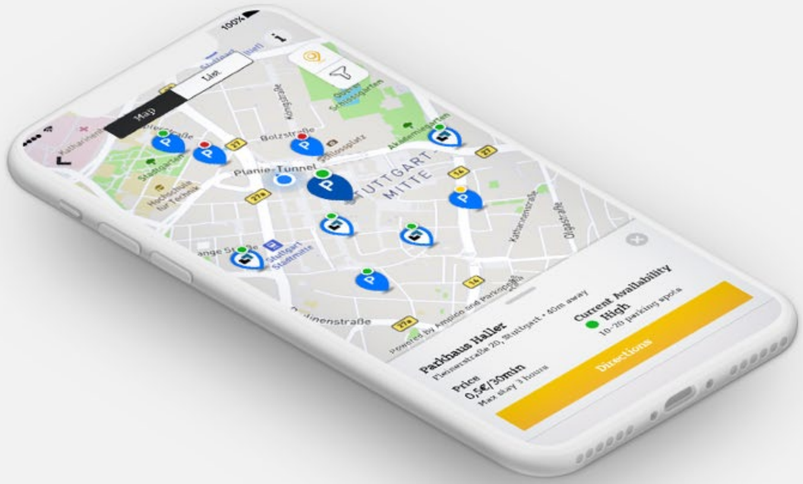


Alexandru Gurgulescu | Portfolio Summary

IBM Interactive Experience





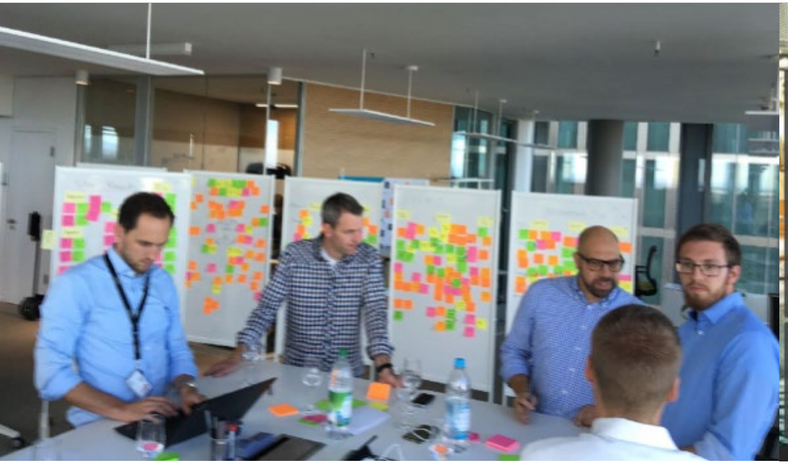


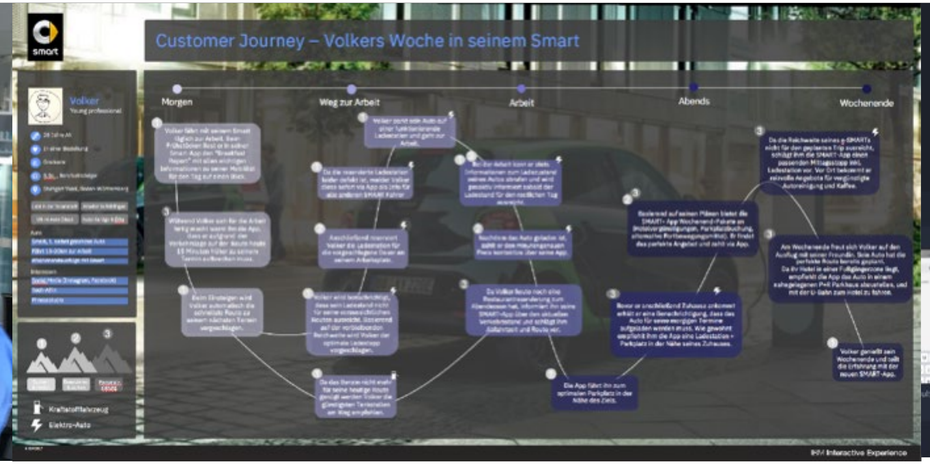
Client: Daimler Mobility Services (DE)

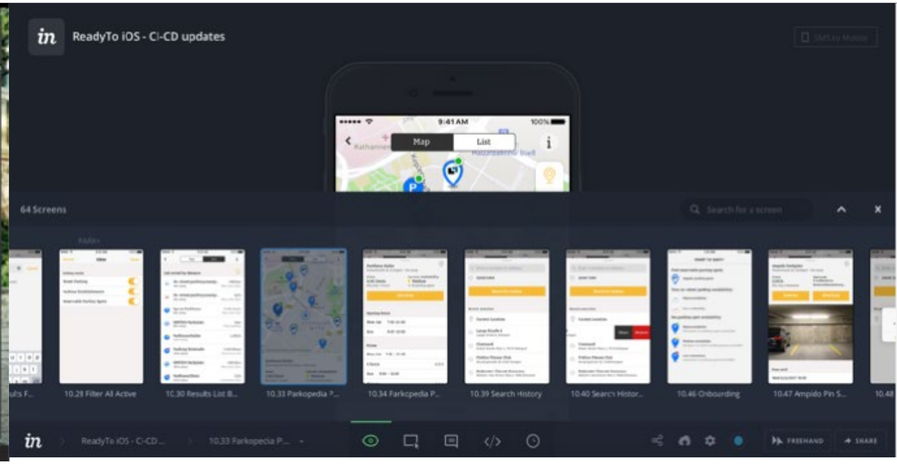
Project description: The app serves as a digital ecosystem that empowers smart drivers to have an improved experience with and around their car, by addressing real painpoints and needs of a connected car. The app enables smart owners to share their car, find and reserve parking spots, find charging or fuel stations and react to a car theft.

Duration: 6 months

The app is available in the Appstore and Playstore:
https://itunes.apple.com/de/app/smart-ready-to/id1157971172
https://play.google.com/store/apps/details?id=de.smart.readyto

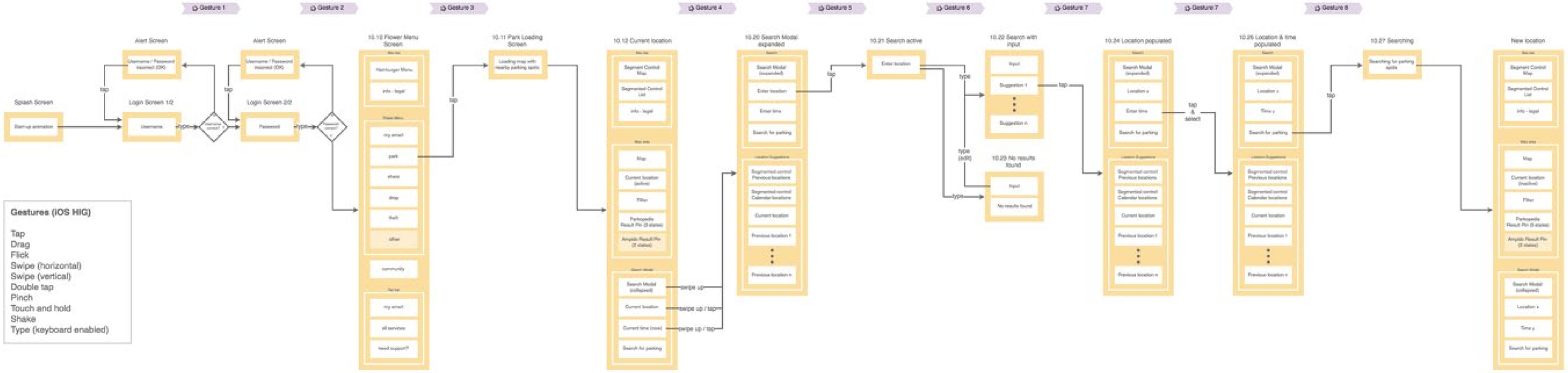






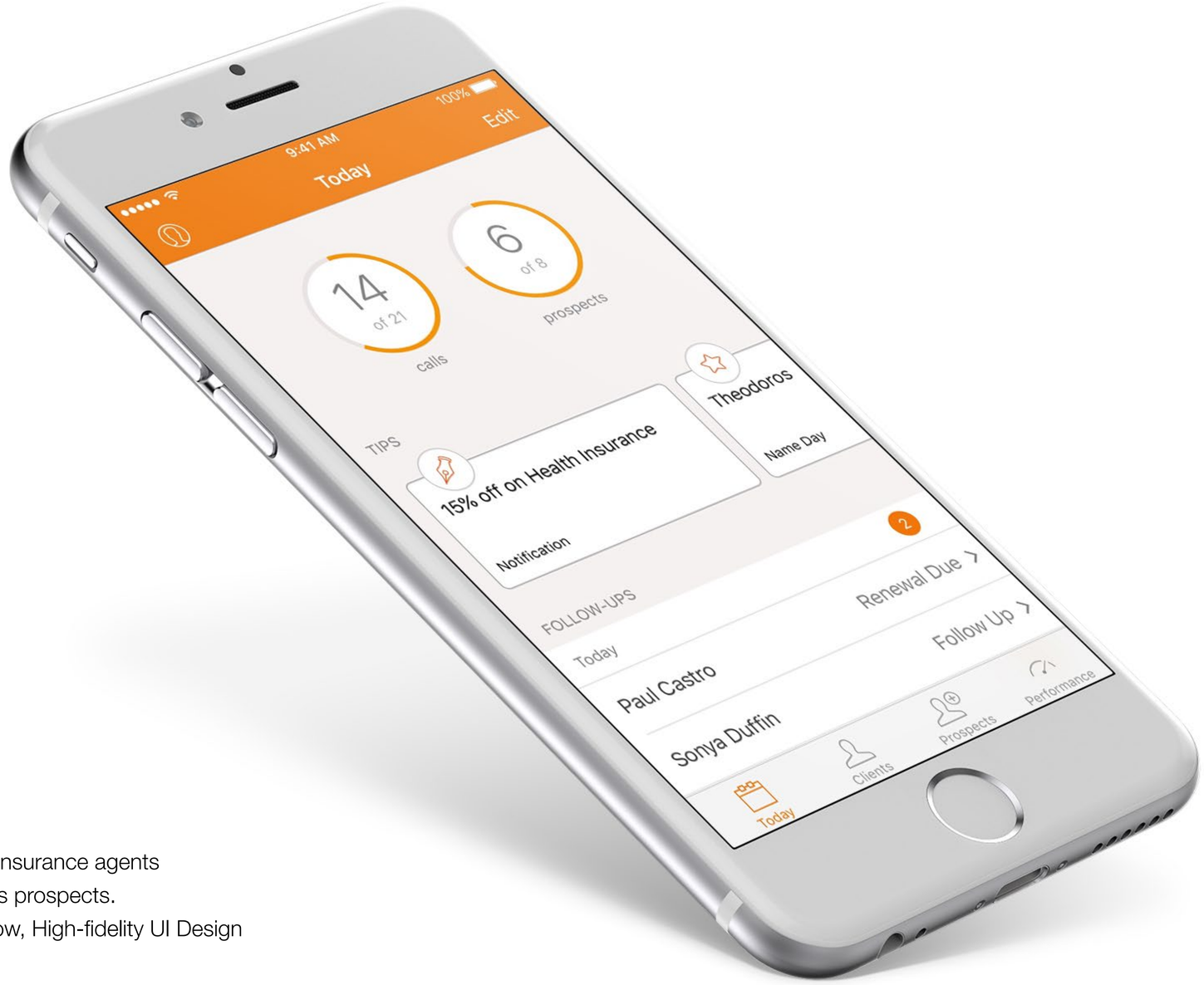
DMS I smart ready to

UX & IA Flow



The success of the project was determined by having a user-centric design approach with IBM Design Thinking, a clear vision and roadmap and an agile development process. Usability testing sessions ensured continuous iterative app-improvements.

Press on app release with new features:
https://blog.mercedes-benz-passion.com/2018/10/neue-funktionen-fuer-die-ready-to-app-von-smart/
http://www.automotiveit.com/news/daimlers-smart-app-gets-smarter-features/



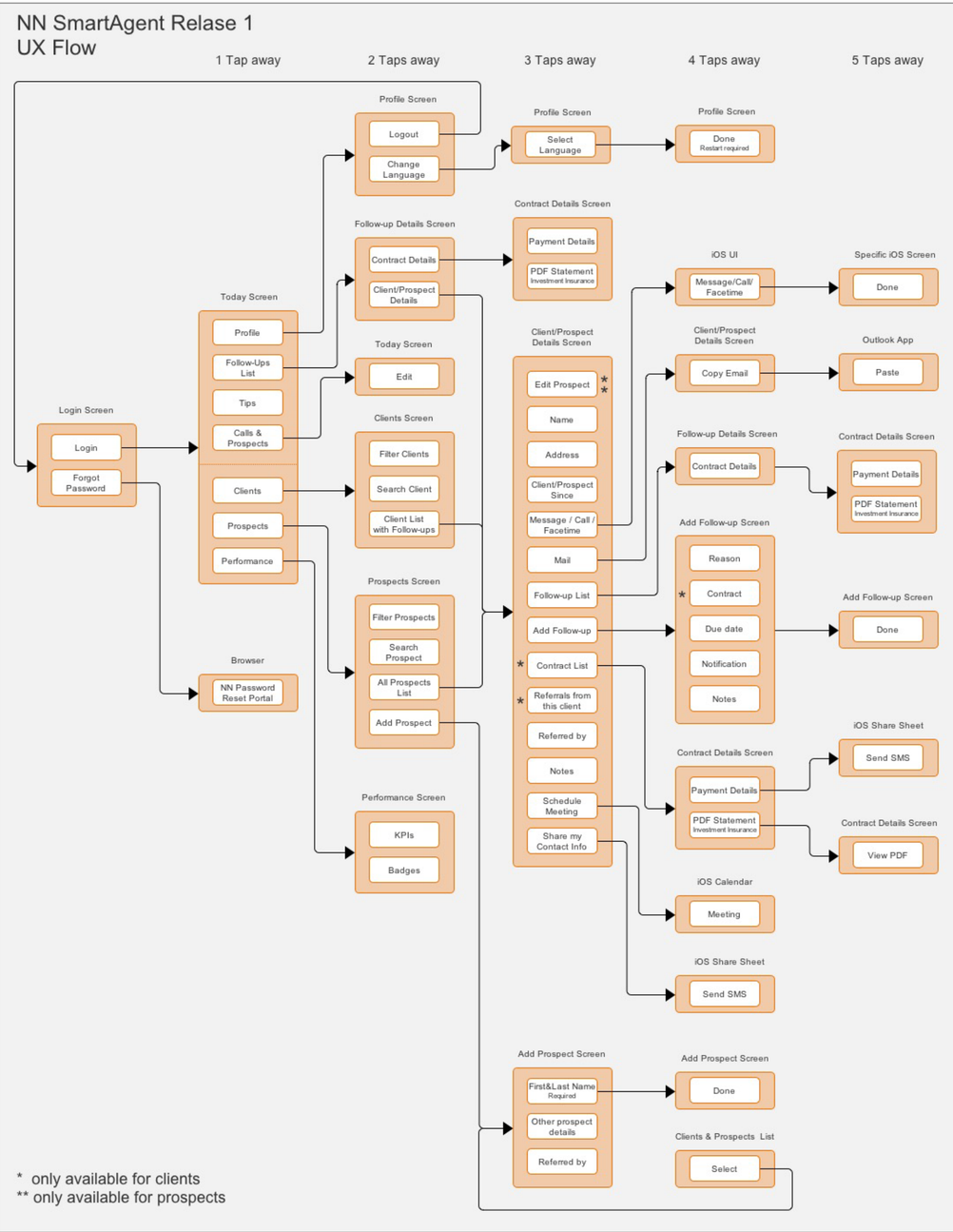
Client: NN Insurance Group (NE)
Project description: NN Smart Agent App enables NN Insurance agents
to better manage their client portfolio and new business prospects.
Deliverables: Interactive Prototype, User Experience Flow, High-fidelity UI Design
Duration: 3 Months



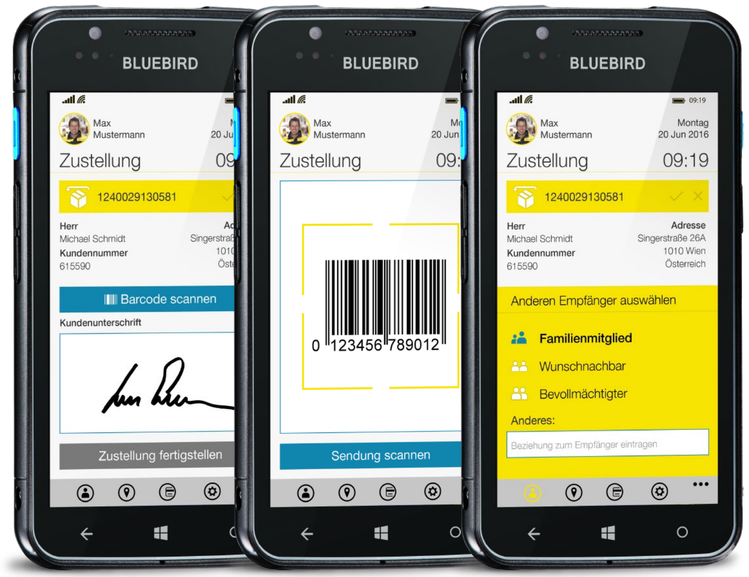
App Promo Video (available on request)



iWatch integration testing during UAT



The Smart Agent app is an iOS native business-transformative asset in NN's mobile landscape.
My contribution included hosting design thinking worhshops, performing user interviews, concept ideation, prototyping, defining the high-level UX and IA flow, hi-fi UI, creating a video to promote the new app and also conducting the UAT sessions before the app was launched.

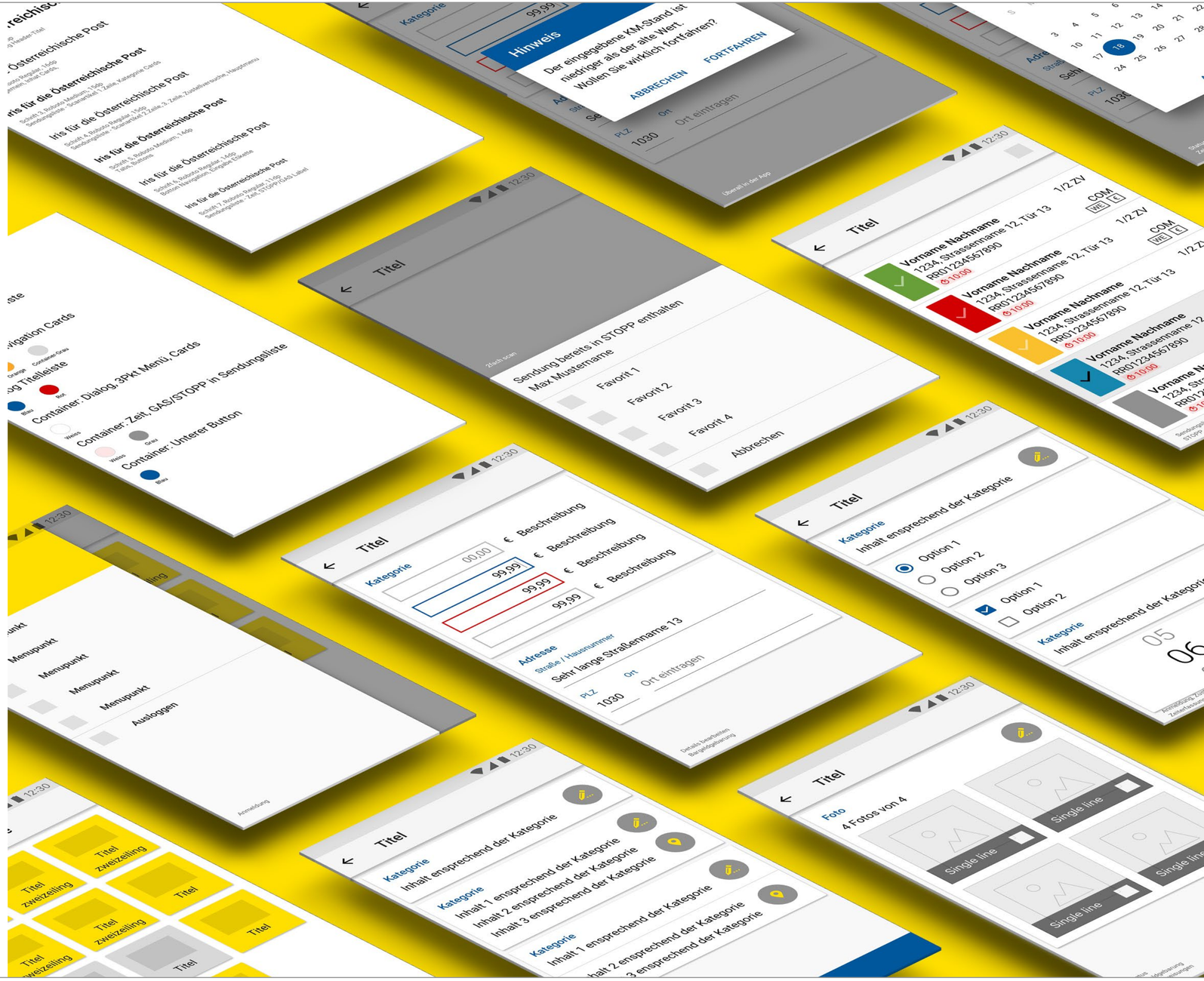




Client: Austrian Post (AT)
Project description: Logistical Services App - Proof of Concept Phase
Deliverables: Wireframes, User Experience Flow, High-fidelity UI Design
Duration: 6 months



The core business-critical Austrian Post app was a complex project, for which I have co-hosted Design Thinking Workshops on-site in Vienna, and produced wireframes (low-fidelity Axure prototypes) and high fidelity UI mockups.
Additionally I've interlocked with the development team, ensuring a precise design-to-code implementation.



Client: Austrian Post

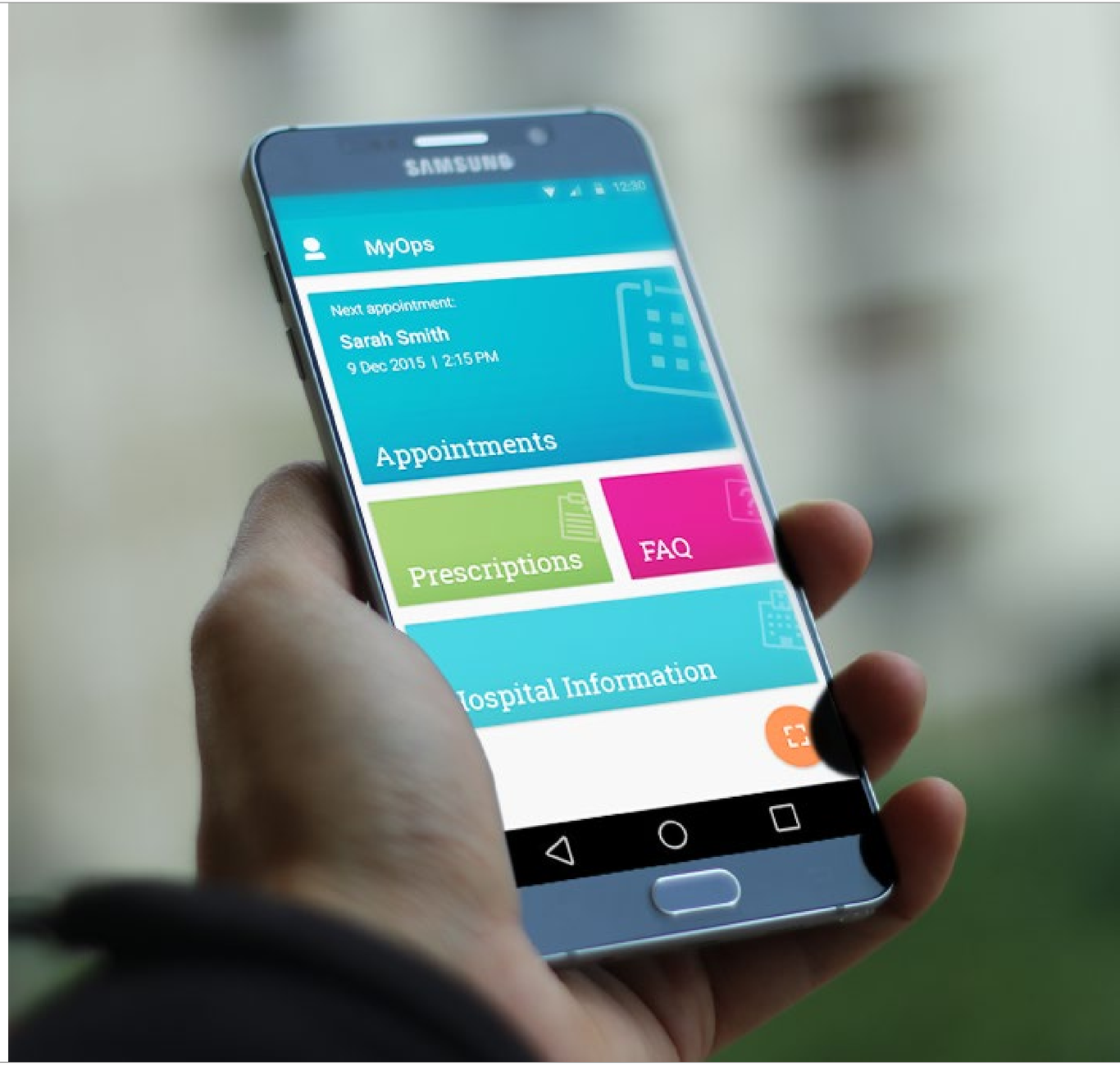
Project description: Logistical Services App - Delivery Phase.

The final product was designed for devices running on Android, thus a Design System was created, to enable a clear Material-Design-based UX.

Deliverables: Design System Documentation

Duration: 1 month





Client: NHS (UK)

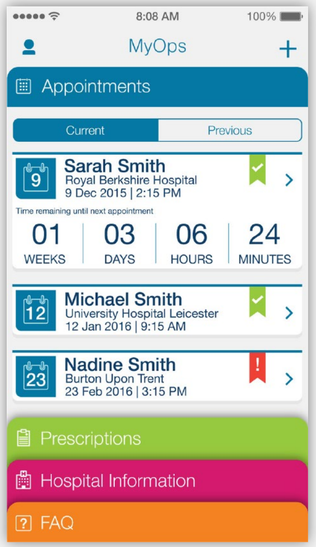
Project description: Patient-side app for medical exam planning and records management

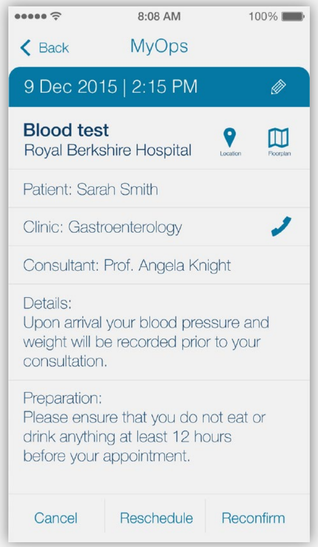
Deliverables: User Experience Flow, High-fidelity UI Design for Apple and Android

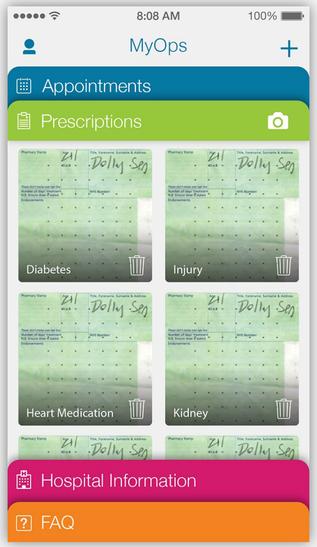
Duration: 3 Months

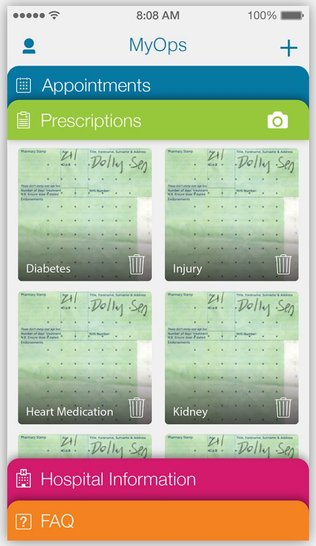
The app is available in the Appstore:
https://itunes.apple.com/gb/app/myops/id1065884544

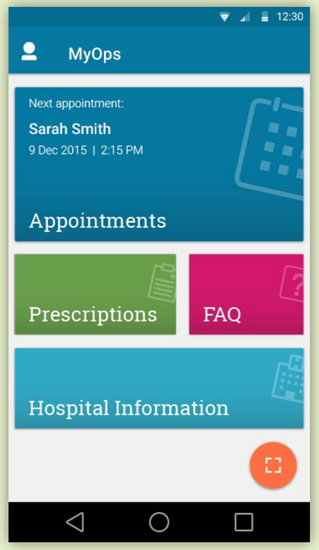
Platform-specific design patterns:
By making sure that the Apple Human Interface Guidelines and Google Material Design Guidelines were consistently applied, a seamless user experience was achieved.

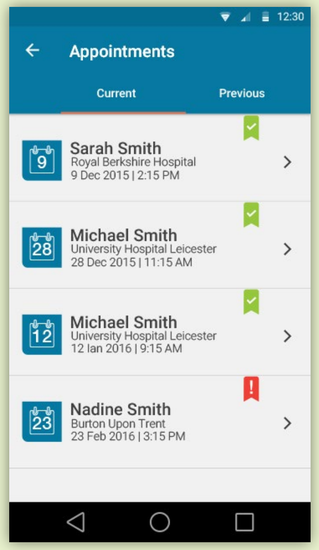


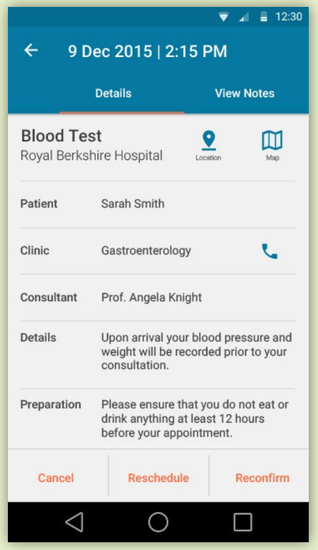


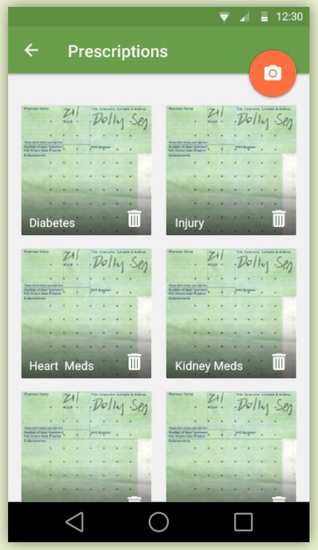


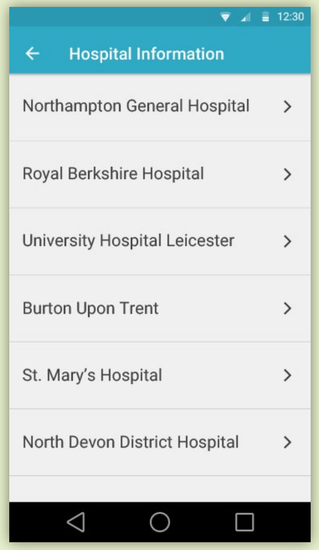


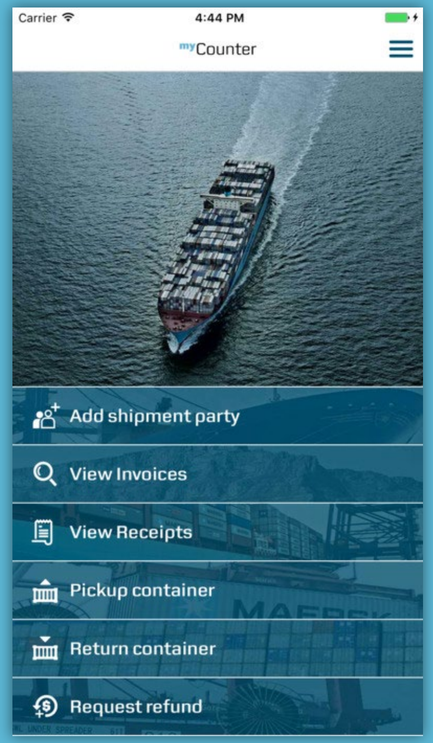


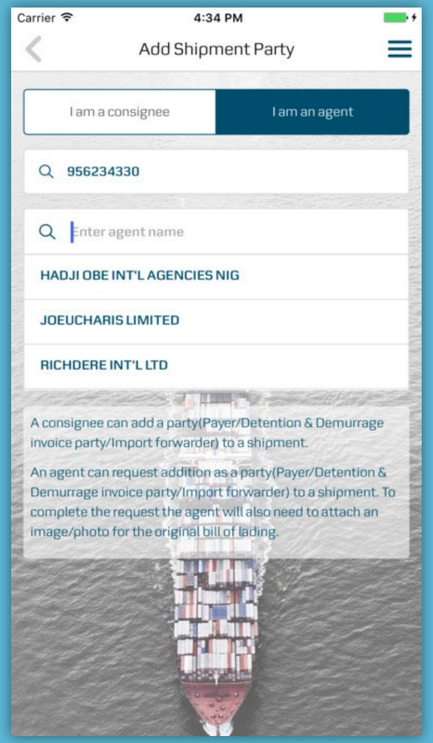


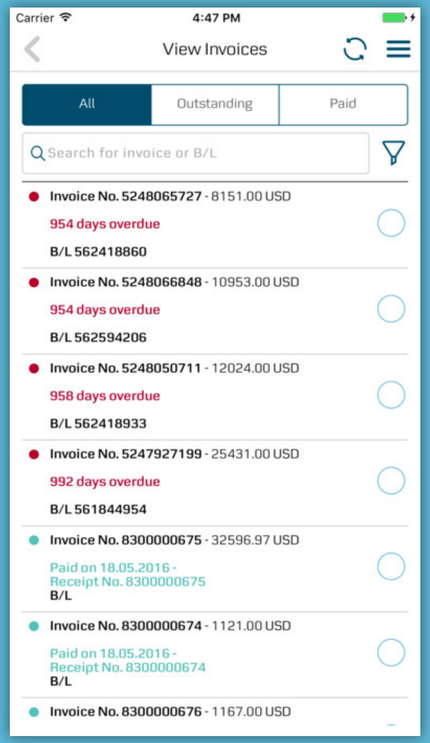


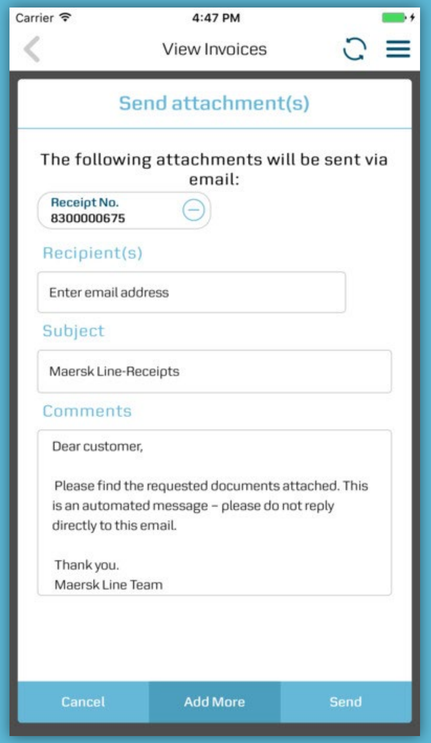


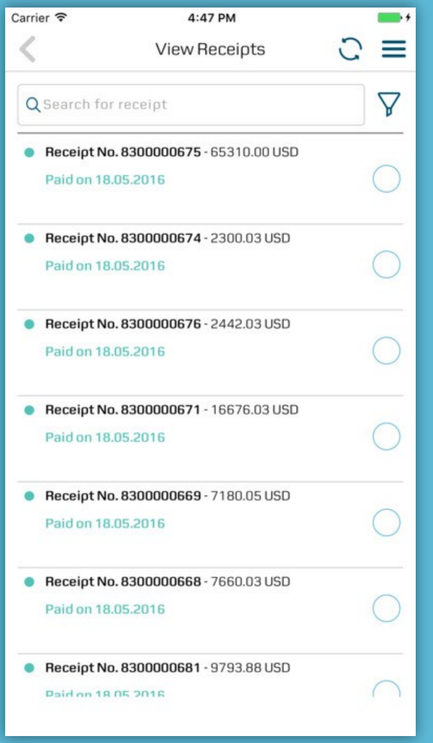












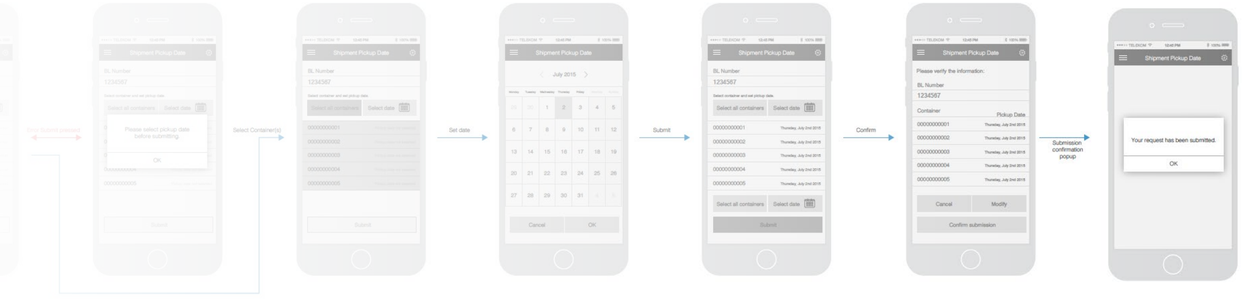
Client: Maersk (DK)

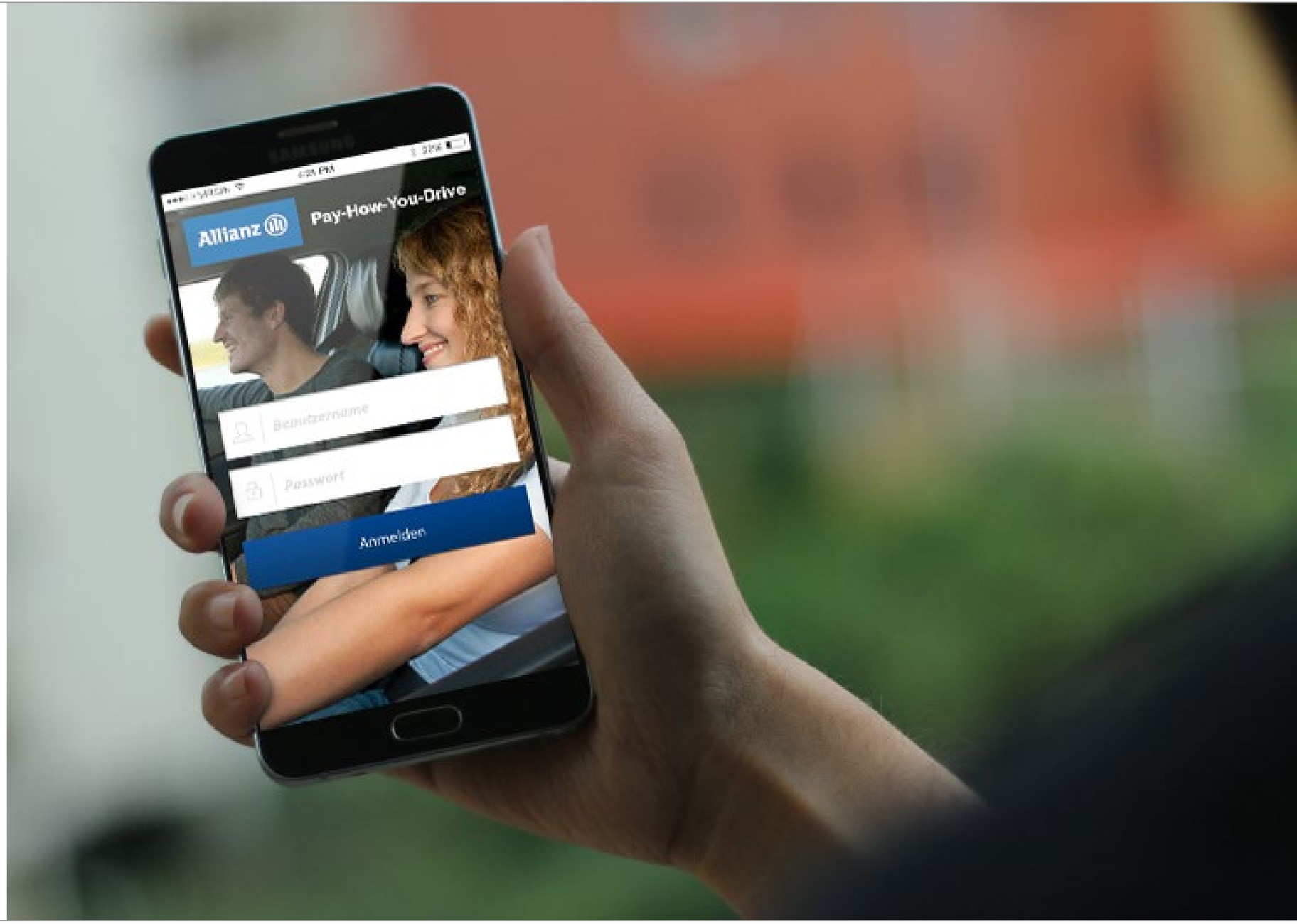
Project description: MyCounter is a mobile app that enables Maersk customers to manage their container logistics processes.

Deliverables: User Experience Flow, Wireframes, High-fidelity UI Design

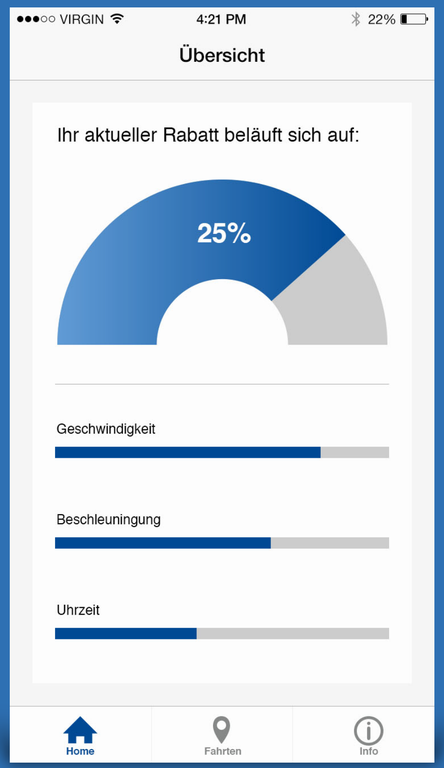
Duration: 2 Months

The app is available in the iTunes Appstore and the Google Play Appstore:
https://itunes.apple.com/ng/app/mycounter-for-customers-maersk/id1065526959
https://play.google.com/store/apps/details?id=com.maersk.maerskline.mycounter

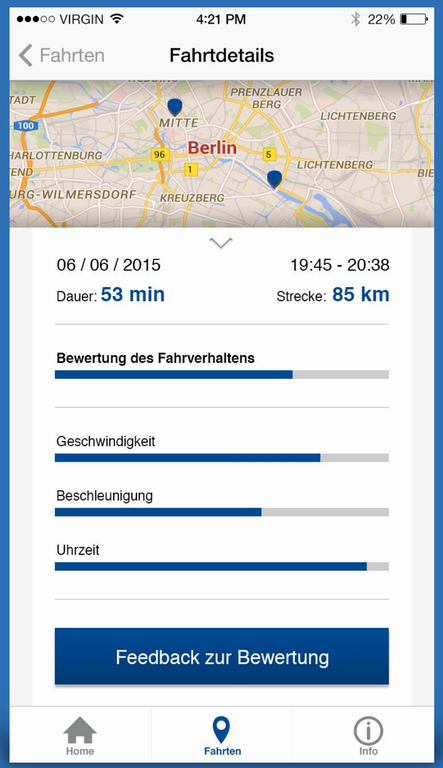


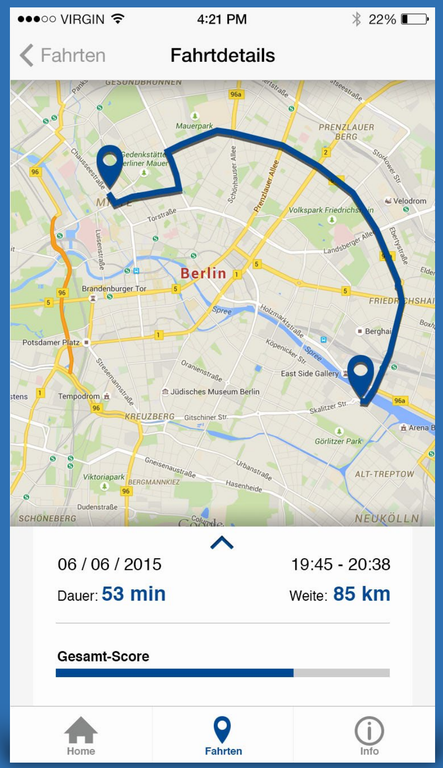


Client: Allianz Versicherungen (DE)
Project description: Pay-How-You-Drive App
Deliverables: Prototype, High-fidelity UI Design
Duration: 2 Weeks

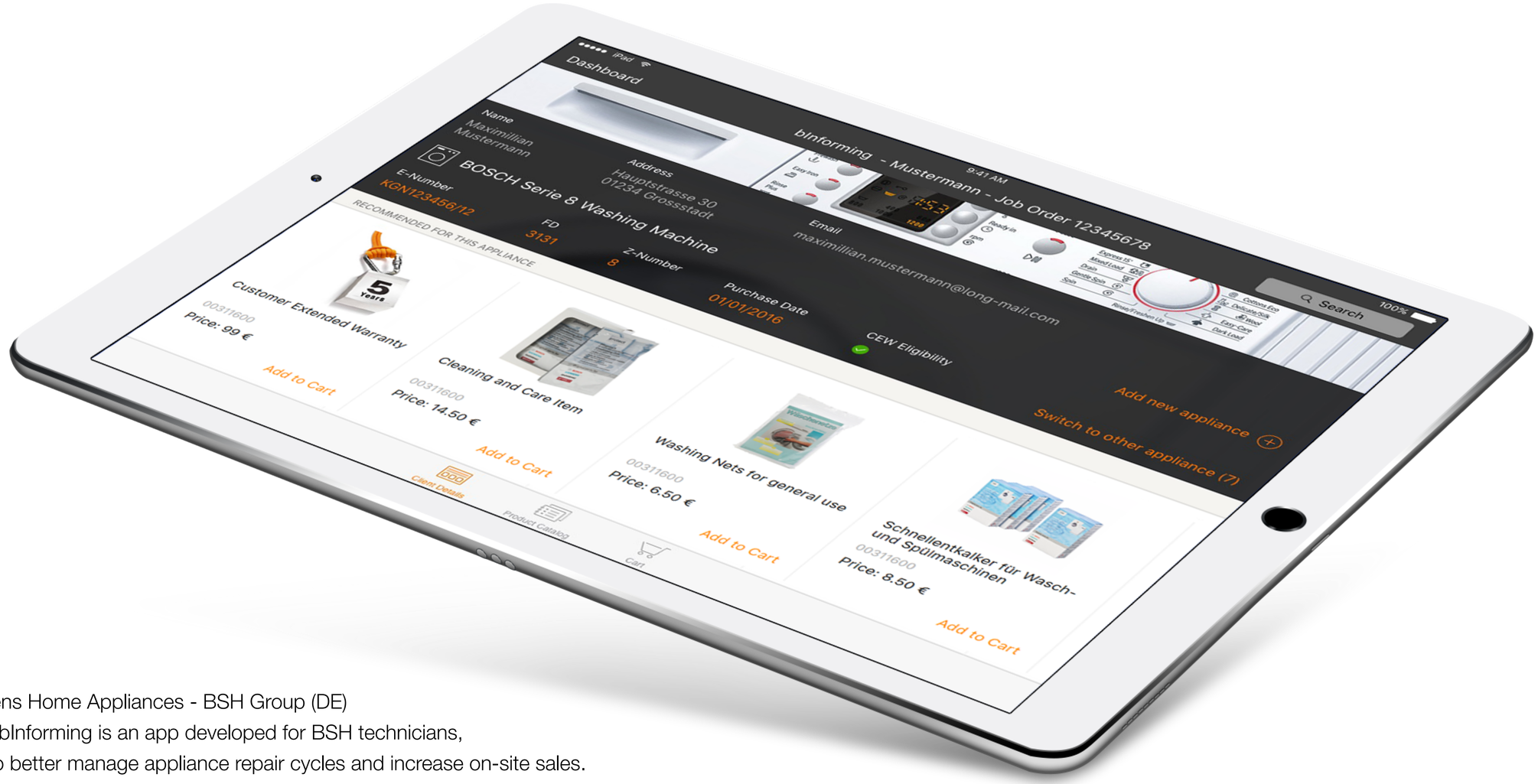




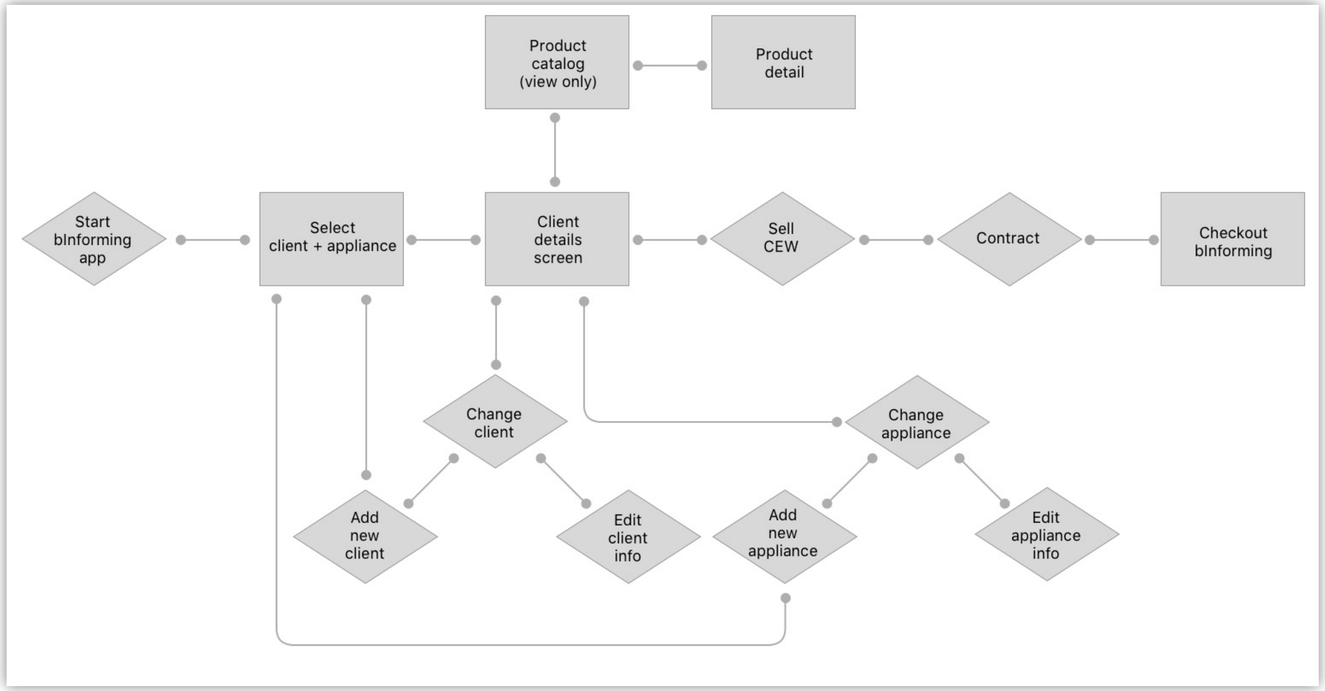


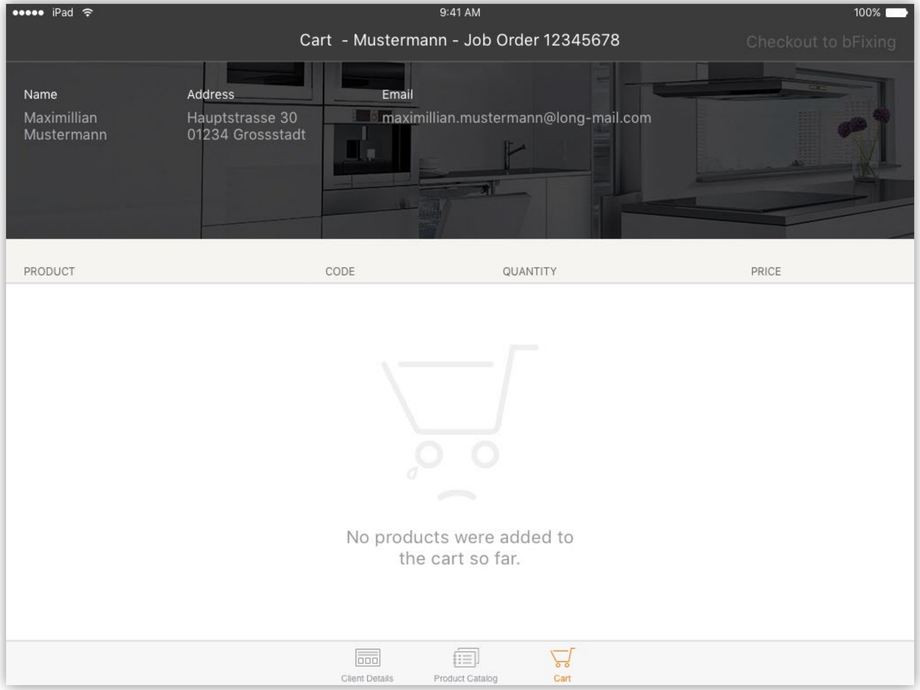


The Allianz Pay-How-You-Drive App Prototype was designed to decrease the insurance rate, based on the user's driving behaviour and show statistical insight about the journeys.



Client: Bosch Siemens Home Appliances - BSH Group (DE)
Project description: bInforming is an app developed for BSH technicians,
that enables them to better manage appliance repair cycles and increase on-site sales.
Deliverables: Interactive Prototype, User Experience Flow, High-fidelity UI Design
Duration: 3 Months





App Diagramm
“Empty-state” screens

Client: Monarch Airlines (UK)
Project description: Flight-Crew App
Deliverables: Proposal, High-fidelity UI Design
Duration: 2 Weeks





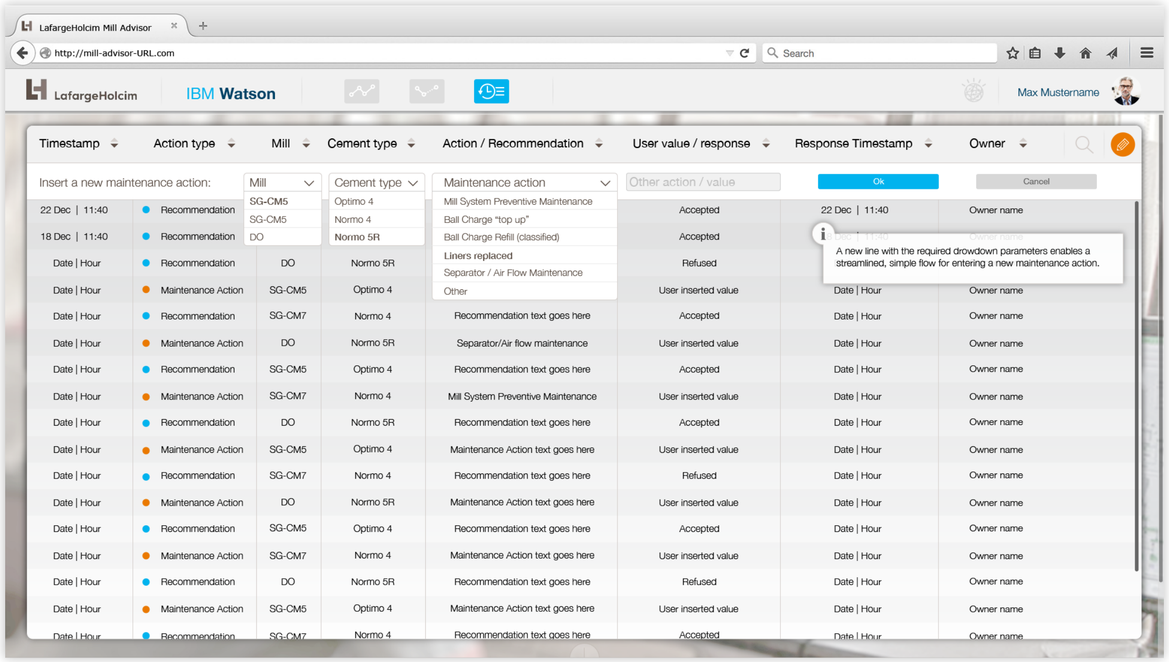
Client: Lafarge-Holcim (CH)
(biggest cement producer in Europe by revenue)

Project description: Desktop-platform for industrial production-line analytics

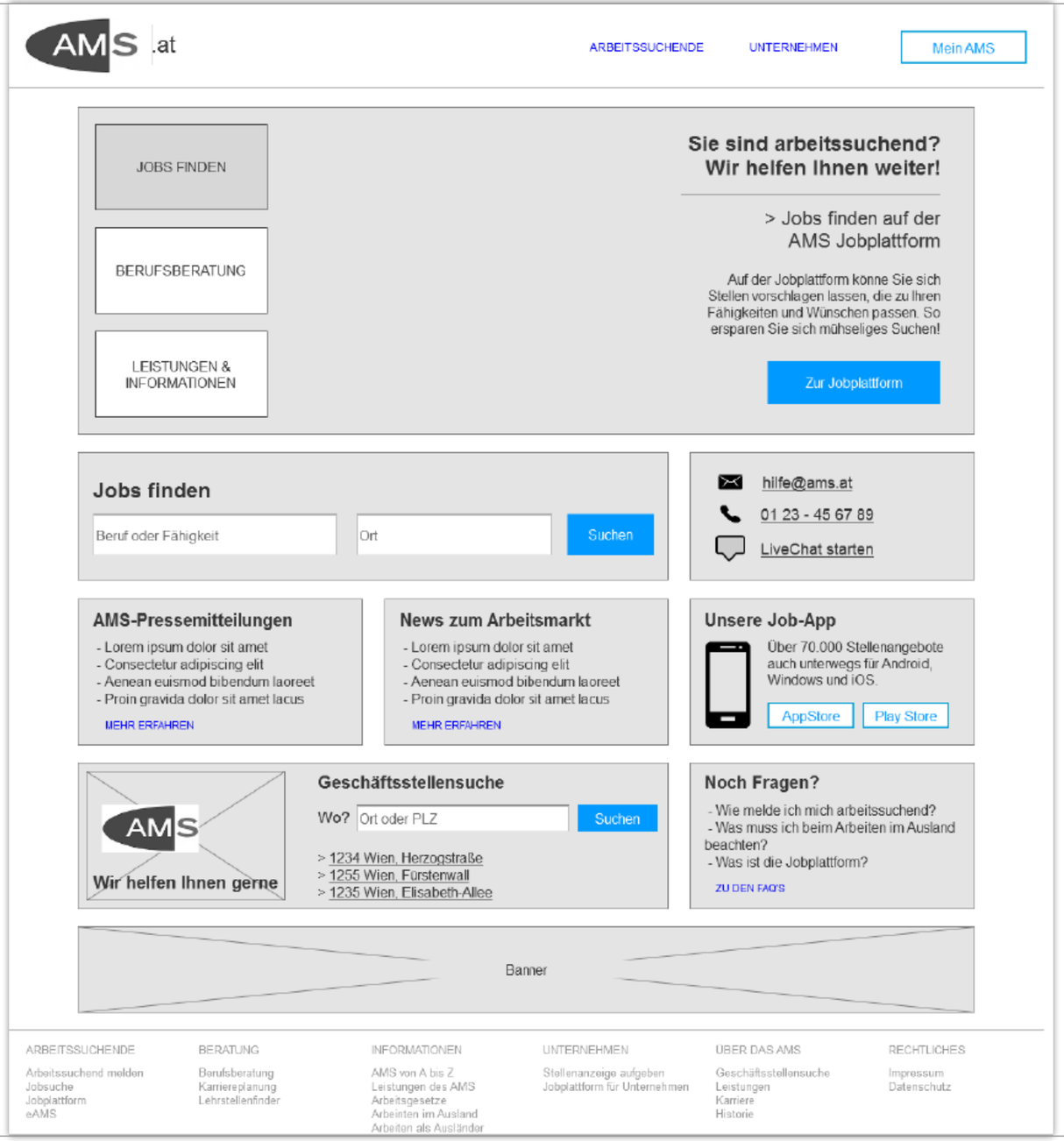
Deliverables: User Experience Journey, High-fidelity UI Design

Duration: 2 Months





The platform contains several use-cases, allowing a mill eningeer to view production / consumption trends, filter variables, view the production log and take decisions, to improve cost & efficiency - the core engine of this feature being IBM Watson predictive analytics.

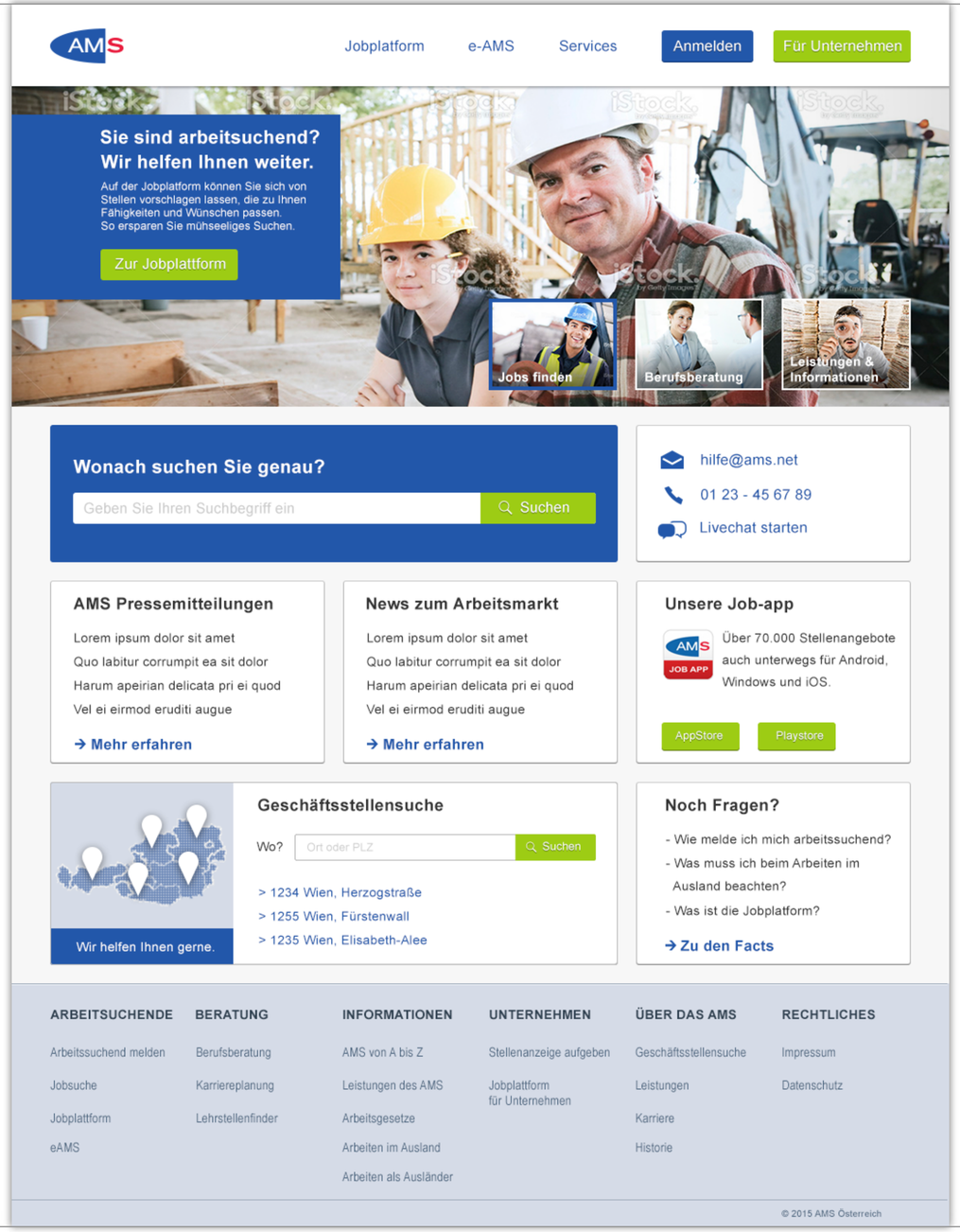


Client: AMS (AT)
(biggest state-controlled Job-portal in Austria)

Project description: Concept for new homepage

Deliverables: Wireframes, High-fidelity UI Design

Duration: 2 weeks

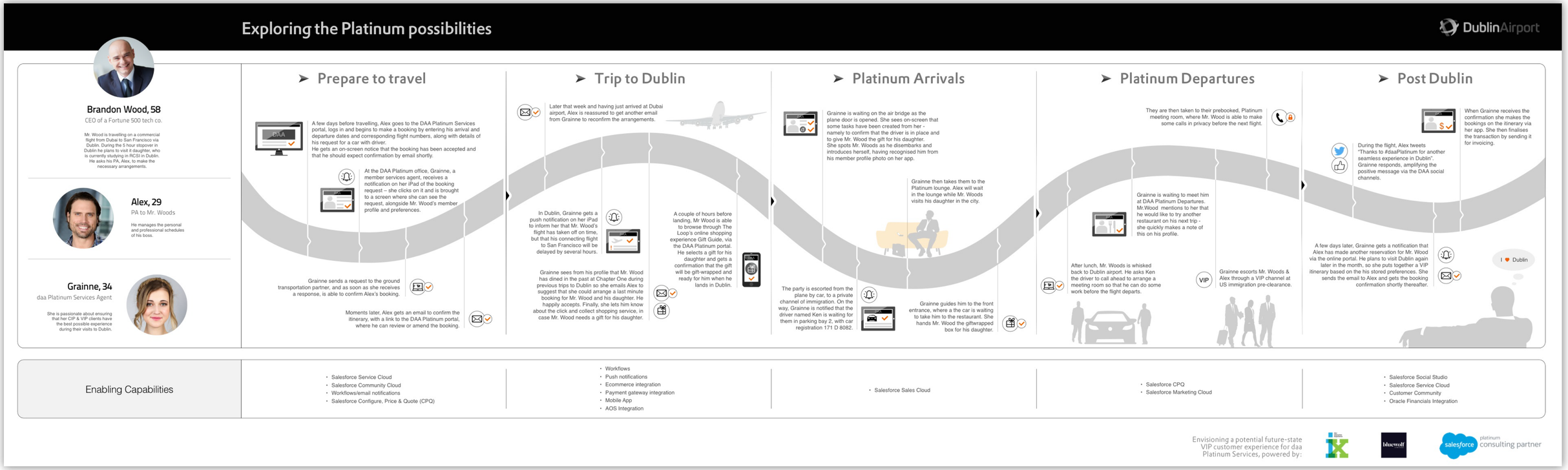


Client: AMS.at
(biggest Job-portal in Austria, state-controlled)

Project description: Concept for new homepage

Deliverables: Wireframes, High-fidelity UI Design

Duration: 2 weeks

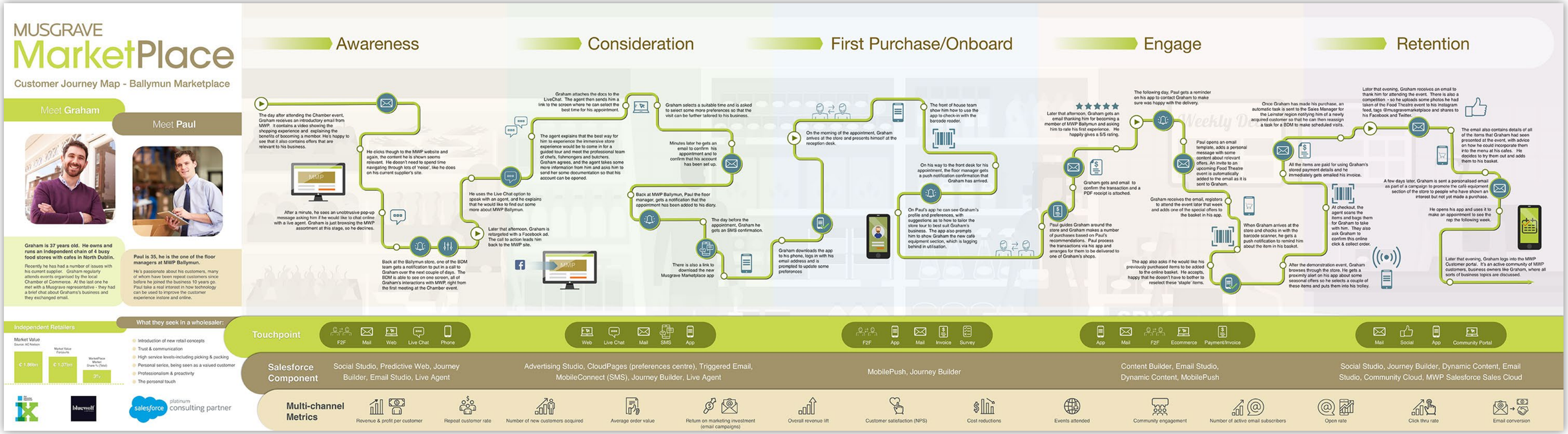


Client: Dublin Airport Authority (IE)

Project description: DAA Platinum Services Customer Journey Map

Deliverables: Poster/Infographic

Duration: 1 Week



Client: Musgrave (IE)

Project description: Musgrave Marketplace Customer Journey Map

Deliverables: Poster/Infographic

Duration: 1 Week

Client: IBM

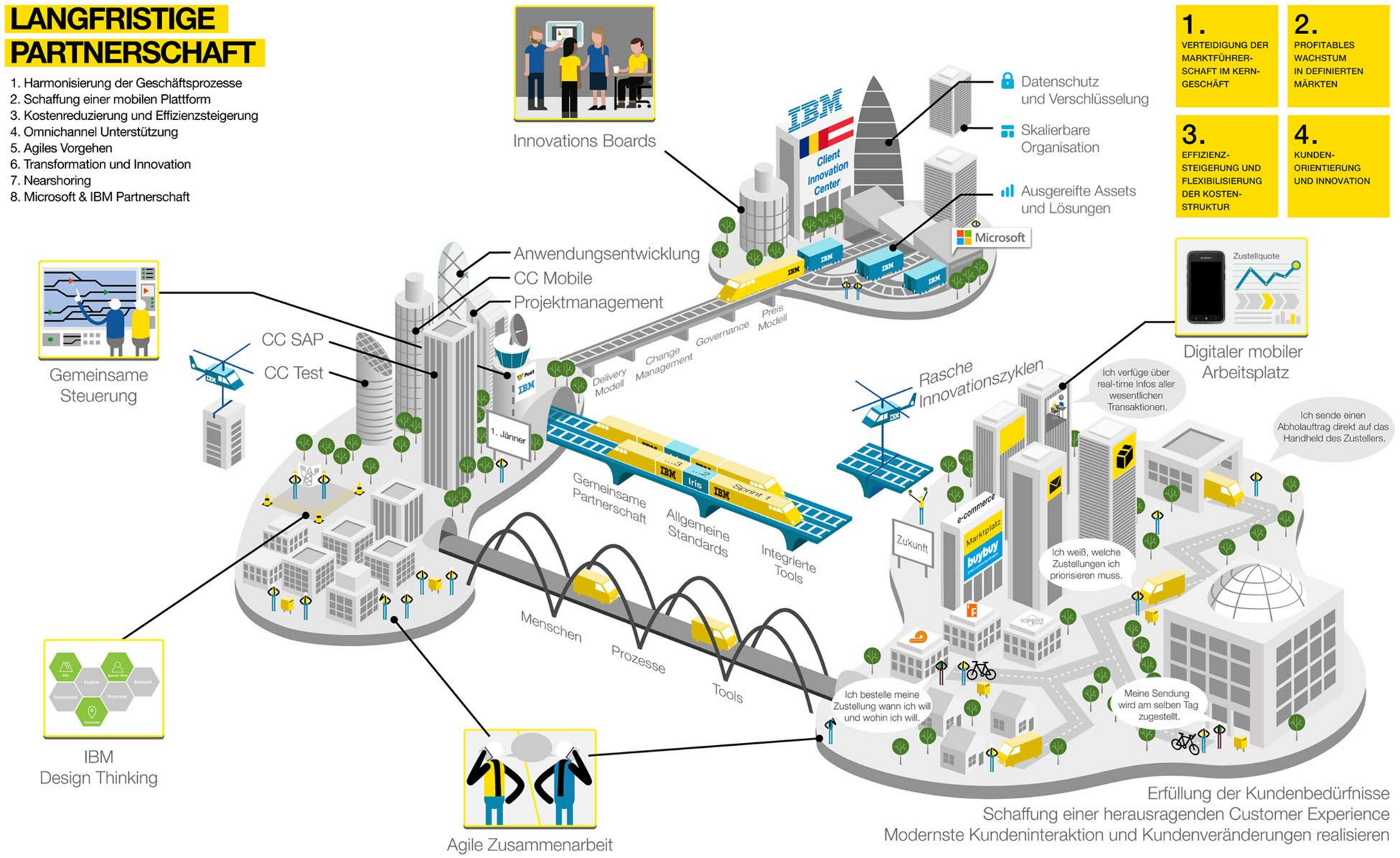
Project description:

Data Infrastructure

Transformation Project

Deliverables: Poster/Infographic

Duration: 1 Week



For non-IBM visual design, identity design and illustration projects please visit my behance webpage: **http://be.net/alexgurgulescu**

Thank you.