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# Design Strategy & Leadership

*(SEPT 2020 - CURRENT)*

## OVERVIEW

At Rogers, I lead a team of 11 product designers responsible for delivering **B2B Enterprise UX** for employee-facing tools.

This includes applications designed for frontline agents on retail, call centers, field sales, and internal tools, with a focus on leveraging AI to improve employees' experience and productivity.

## DESIGNING A DESIGN TEAM

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Build my team from zero. Interviewed, assessed and hired 9 product designers and scaled the team to 12 over the past year

# Team structure



**Julia Melo**  
Manager

## OV WIRELESS



**Nick Alexander**  
Lead



**Marviel Mercado**  
Designer



**Chris Blachford**  
Designer

## OV RESI & GLOBAL



**Dana Mitchell**  
Lead



**Carlos Salguero**  
Sr. Designer



**Viviam Alcalde**  
Designer

## OV LEGO (NORTH STAR)



**Jiho Park**  
Designer



**Sen Jeon**  
Designer

## INFOASSIST / 1SOURCE



**Darcy Reaume**  
Lead



**Gen Romano**  
Sr. Designer

## UX RESEARCH



**Meg Bortolon**  
Research lead

## CHALLENGES

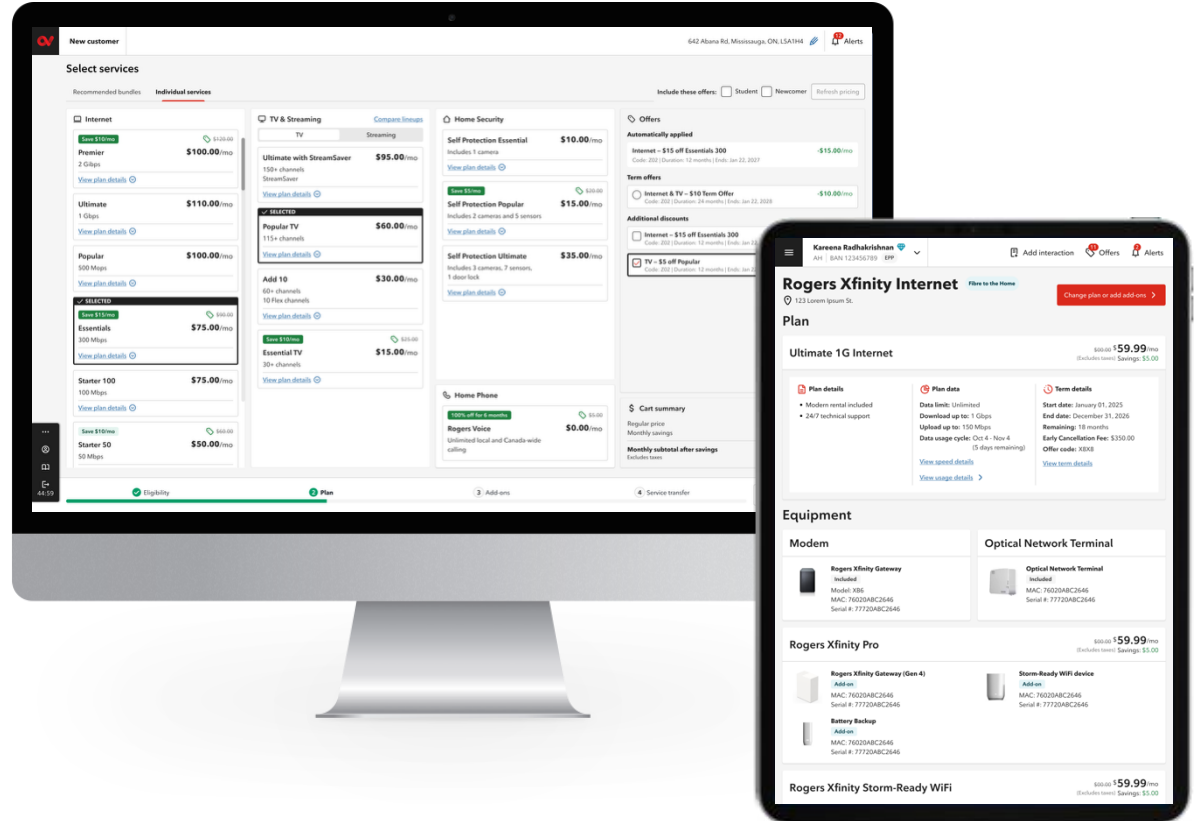
Multiple teams at Rogers are focused on enhancing the experience for agents, but there's limited visibility into their parallel efforts.

By implementing effective **planning** and **intake processes**, I've enabled my team of UXD resources to explore user journeys, conduct research and usability testing in collaboration, resulting on a cohesive and consistent experience across various channels.

# Oneview

The main transactional system for retail and call center agents to serve customers for various needs including sales, billing and support, with a user base of 10k+.

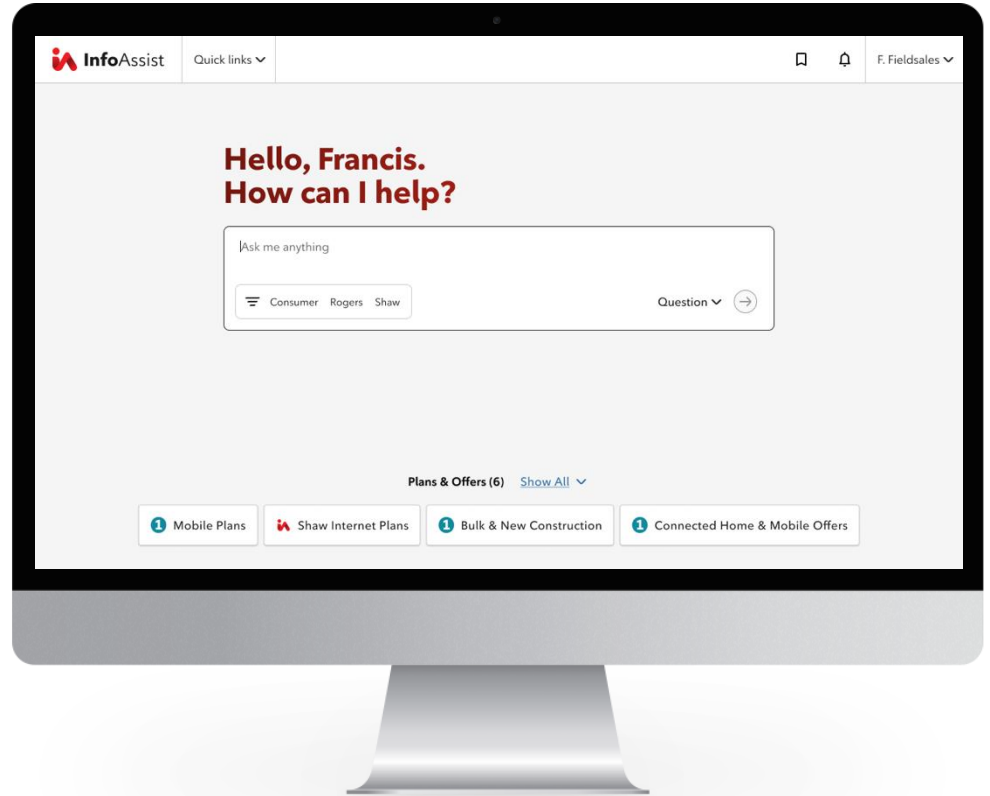
- Improved 30% of transaction time compared to legacy tools
- Reduced training time



# InfoAssist

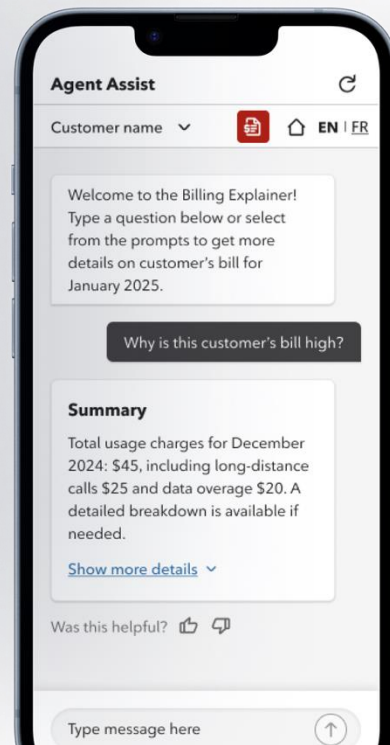
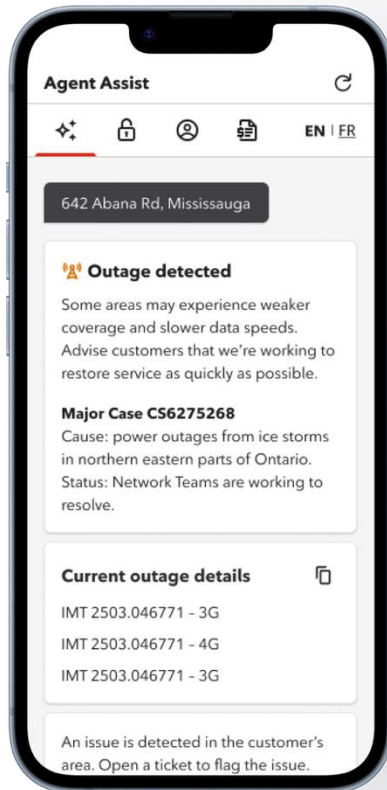
Knowledge Management portal for all agents that leverage AI to improve improve search results

- Reduced AHT (average handle time)
- Improved agent efficiency



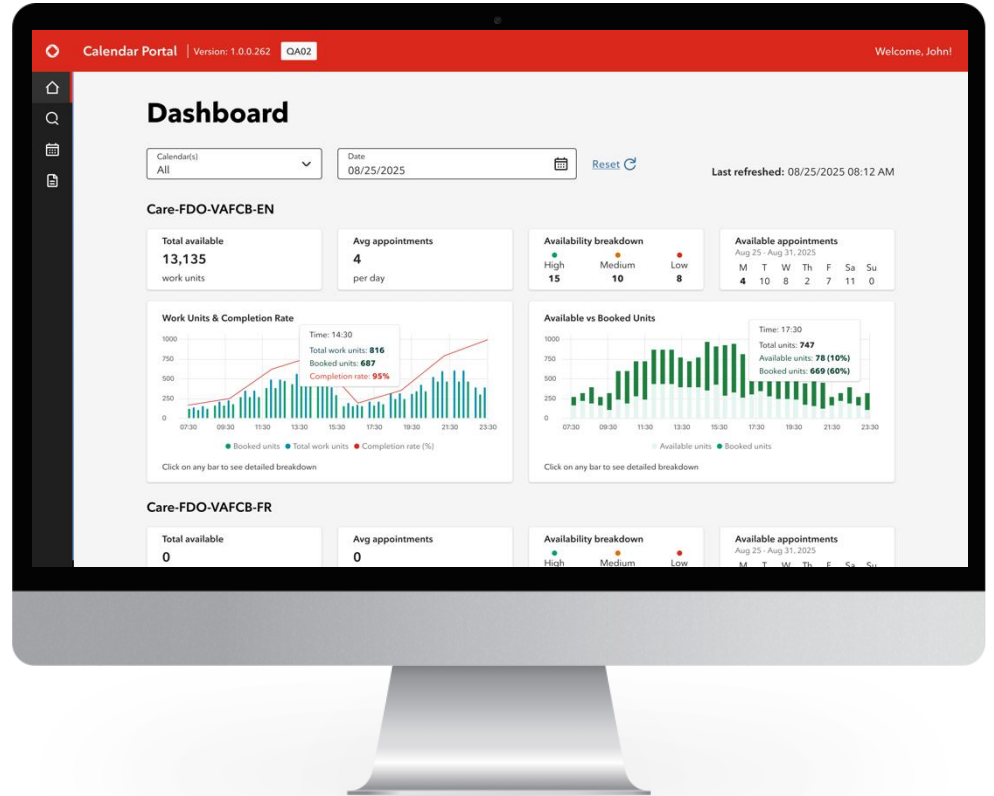
# Agent Assist

AI-powered virtual assistant for agents working on chat and call center.



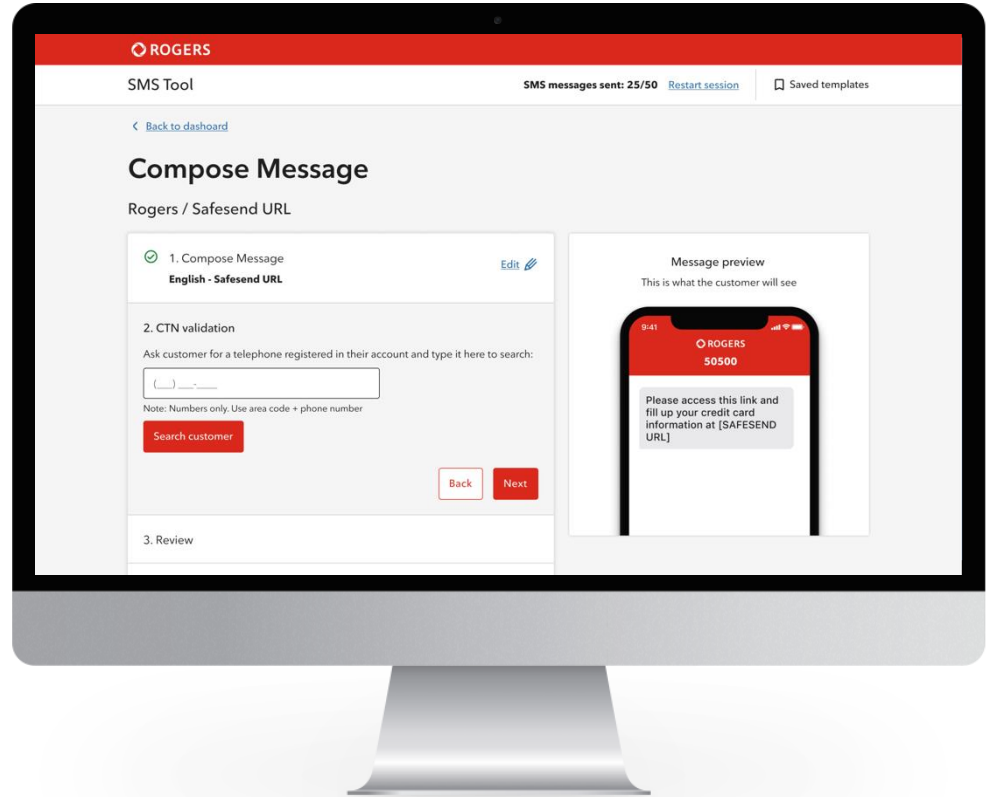
# Calendar Portal

Admin portal used by internal teams to manage callback slots for Rogers and Fido agents, booked through the virtual assistant.



# SMS Tool

Used by agents to send SMS to customers. SMS messages are based on templates and pre-populated.



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**brim**

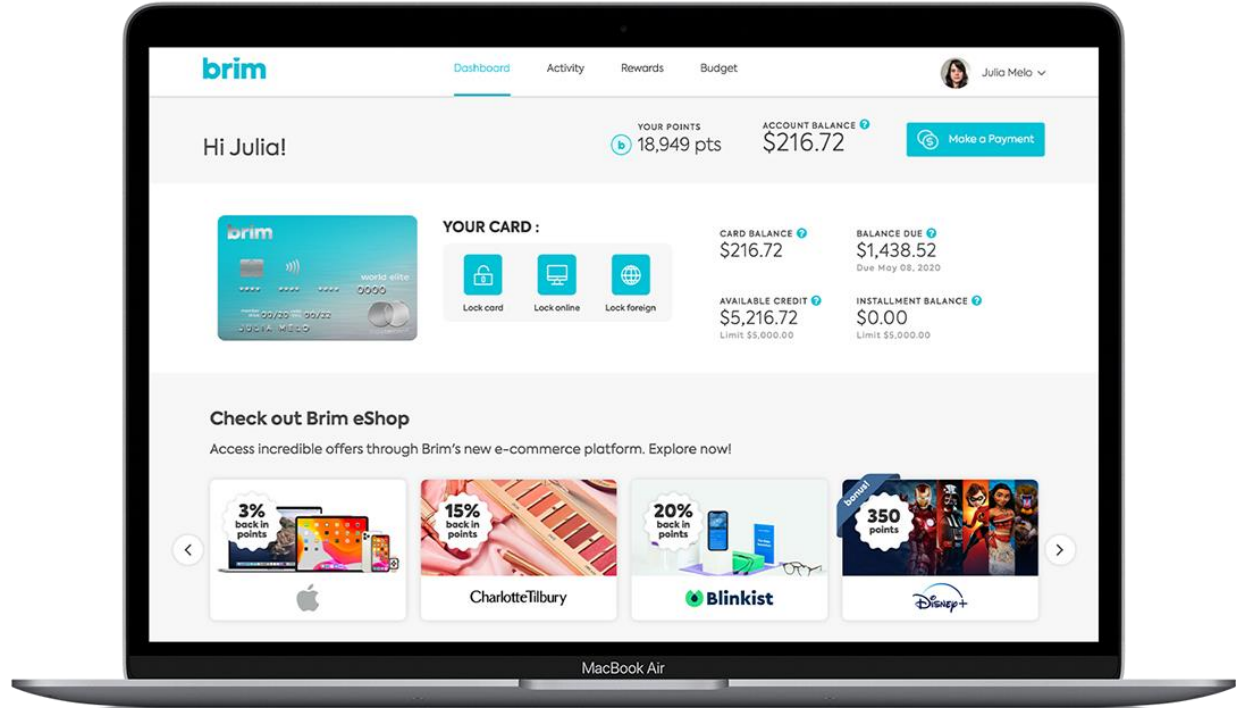
Leading Design &  
Launching Products

*(FEB 2018 - SEPT 2020)*

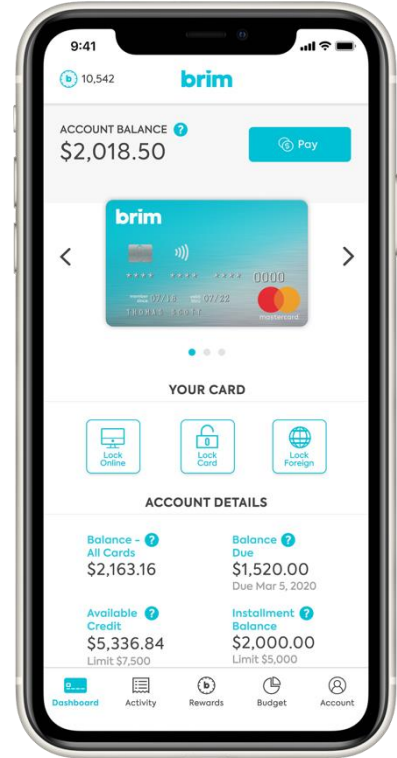
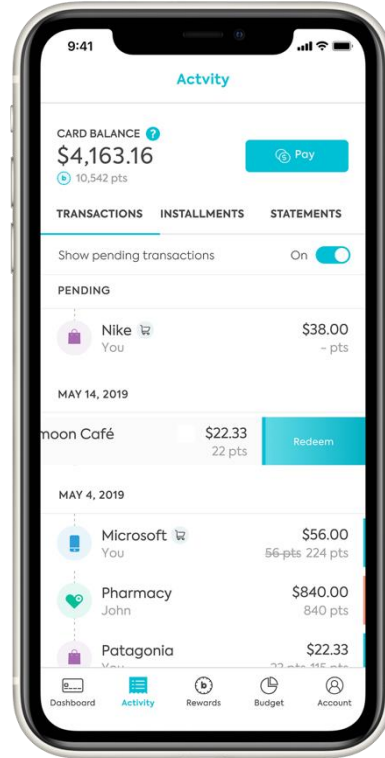
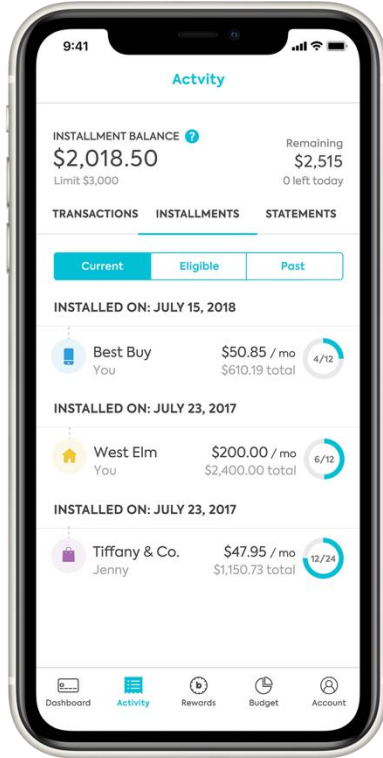
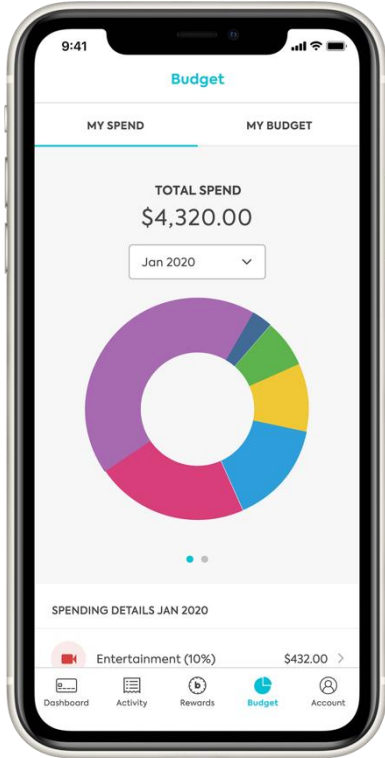


# Mobile Apps + Web Customer Portal

Review, redesign and improvement of usability, visual design and front-end development of the cardmembers responsive Webportal, iOS and Android mobile apps.

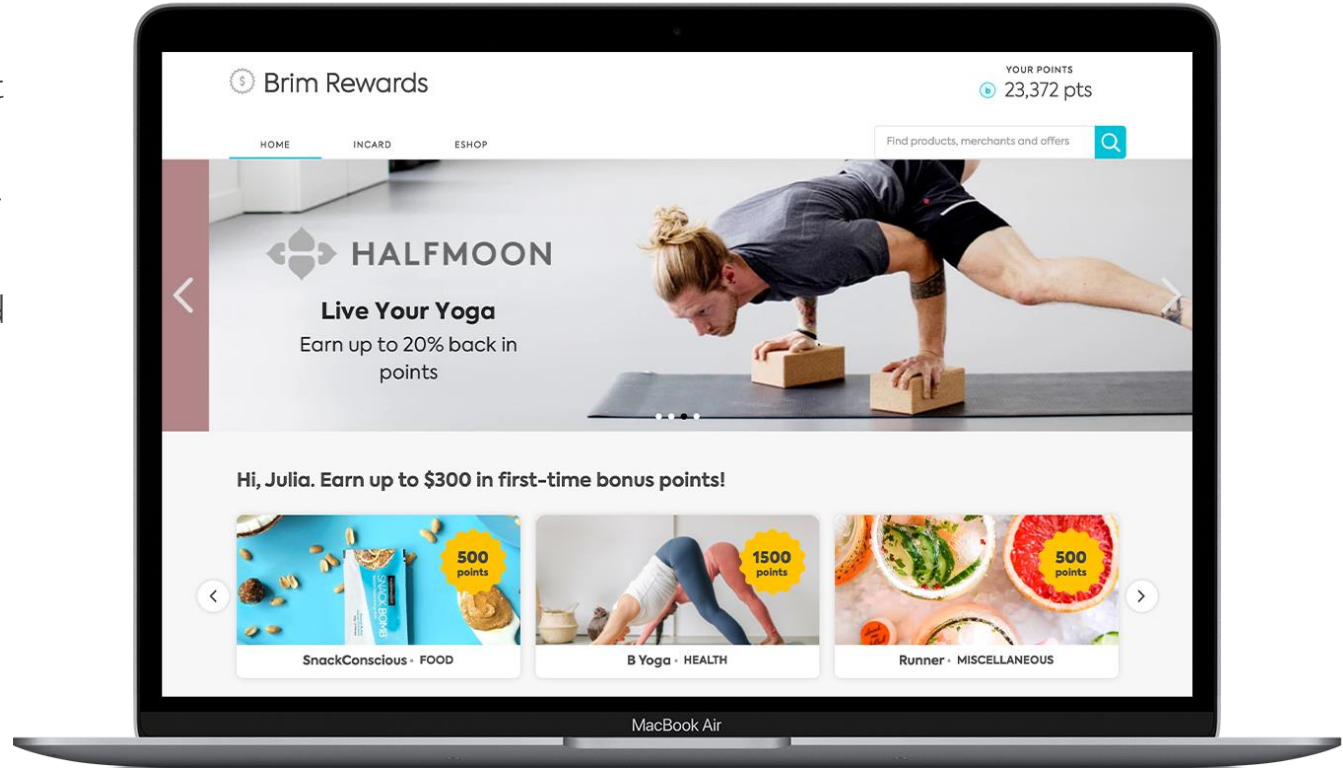


# Mobile Apps + Web Customer Portal



# Brim Rewards

Led UX research, design and development team to launch Brim's cashback Rewards and e-commerce platform for responsive Web, Android and iOS Apps.




# Brim Rewards

brim Dashboard Activity **Rewards** Budget Julia Melo

Rewards YOUR POINTS 23,372 pts

HOME INCARD ESHOP Find products, merchants and offers



Basics > Uber Eats

### Uber Eats

With the Uber Eats app, you can order the food you want from the restaurants you love with just a tap, and have it delivered at Uber speed.

Available offers:

EARN

LOCATIONS Canada

#### Earn bonuses on all orders

LEVEL 1 1st - 2nd order 50 points	LEVEL 2 3rd - 4th order 75 points	LEVEL 3 5th - 9th order 100 points	LEVEL 4 10th order 125 points
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OFFER DETAILS

- Earn 50 bonus points on 1st and 2nd orders
- Earn 75 bonus points on 3rd and 4th orders
- Earn 100 bonus points on 5th through 9th orders
- Earn 125 bonus points on 10th order and beyond

Offer valid from June 12th - May 31st 2020

\*Not all items above meet monthly. This offer may be extended, amended or cancelled at any time without notice to you, including consideration by the Merchant. This offer may vary from time to time. Restrictions may include the offer may only be used for the merchant. Offer ends on the date of the offer. Offer may vary under some circumstances. \*bonuses must be made directly on your Brim credit card. This offer does not apply to transactions made using Apple Pay.

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Brim Rewards YOUR POINTS 23,372 pts

HOME INCARD ESHOP Find products, merchants and offers

### eShop Offers

Learn more >

You must click "Shop Now" & pay online with your Brim card to access these exclusive offers!

Category Earn Type Sort By Featured

<b>3% back in points</b> Apple Shop Now See details	<b>15% back in points</b> CharlotteTilbury Shop Now See details	<b>20% back in points</b> Blinkist Shop Now See details	<b>350 points</b> Disney Shop Now See details
<b>5% back in points</b> Indigo Shop Now See details	<b>10% back in points</b> lululemon Shop Now See details	<b>5% back in points</b> patagonia Shop Now See details	<b>10% back in points</b> Frank And Oak Shop Now See details
<b>3% back in points</b> WARBY PARKER Shop Now See details	<b>40% back in points</b> NordVPN Shop Now See details	<b>10% back in points</b> turbotax Shop Now See details	<b>5% back in points</b> HARRY'S Shop Now See details
<b>7% back in points</b> SENSE Shop Now See details	<b>5% back in points</b> Under Armour Shop Now See details	<b>5% back in points</b> Alixpress Shop Now See details	<b>4% back in points</b> Alixpress Shop Now See details

Load More (16)

brim Dashboard Activity **Rewards** Budget Julia Melo

Brim Rewards YOUR POINTS 23,372 pts

HOME INCARD ESHOP Find products, merchants and offers

### inCard Offers

Learn more >

Offers embedded directly in your card! Pay with Brim online or in-store to earn rewards.

Category Earn Type Sort By Featured

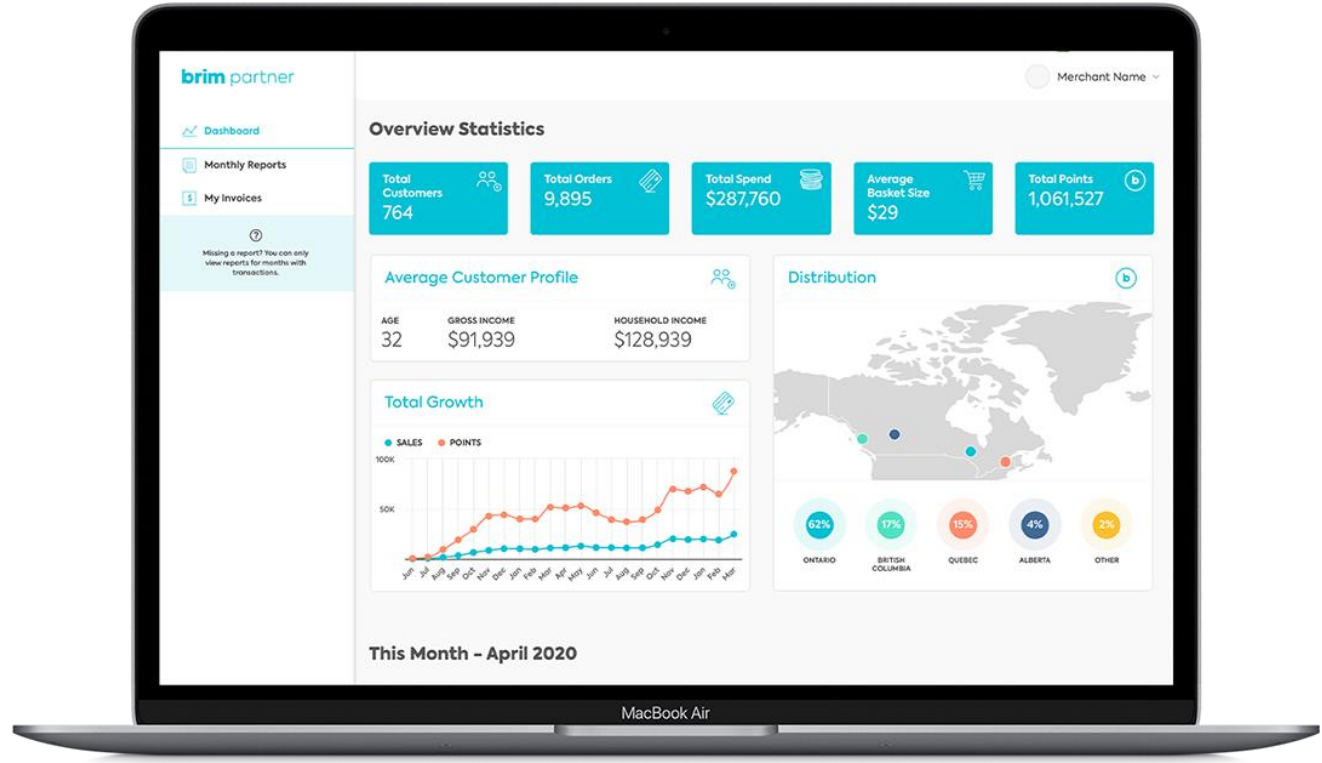
<b>20% back in points</b> SnackConscious Earn up to 20% back in points	<b>20% back in points</b> B Yoga Earn up to 20% back in points	<b>5% back in points</b> Runner Earn up to 5% back in points	<b>2X the points</b> Netflix Earn 2X the points on all subscriptions
<b>20% back in points</b> HelloFresh Earn up to 20% back in points + milestone bonuses	<b>2X the points</b> Spotify Earn 2x the points on all subscriptions	<b>20% back in points</b> Big and Boogie Earn up to 20% back in points	<b>20% back in points</b> Uber Eats Earn bonuses on all orders
<b>20% back in points</b> Hoffmann Earn up to 20% back in points	<b>20% back in points</b> Olelle Quin Earn up to 20% back in points	<b>20% back in points</b> Province Apothecary Earn up to 10% back in points	<b>20% back in points</b> Detour Coffee Roasters Earn 2% back in points + milestone bonus
<b>20% back in points</b> Dropbox Earn 2,000 bonus points (2X)	<b>15% back in points</b> Centiki Earn up to 15% back in points	<b>15% back in points</b> The Second City Earn 15% back in points	<b>1,000 bonus points</b> Kobo Earn 1,000 bonus points (3X)

Load More (7)

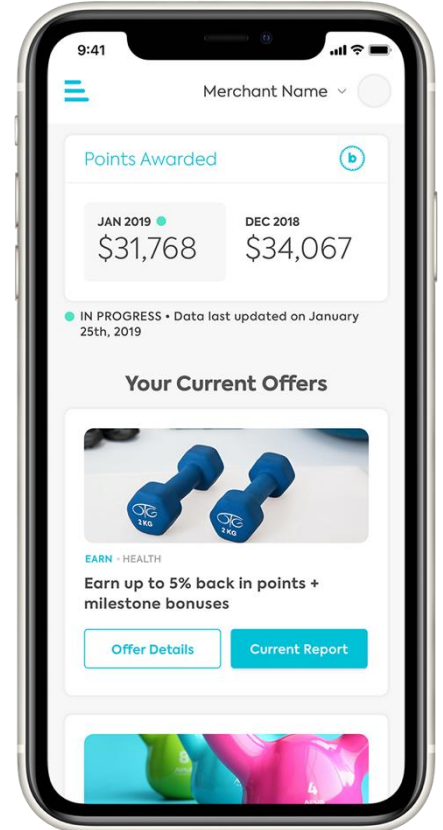
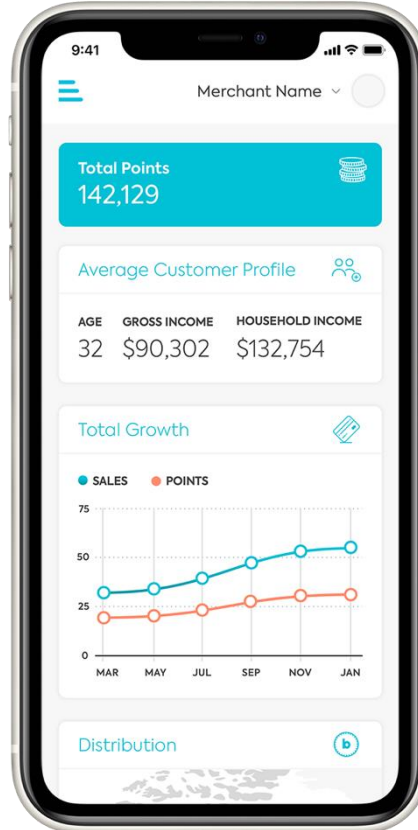
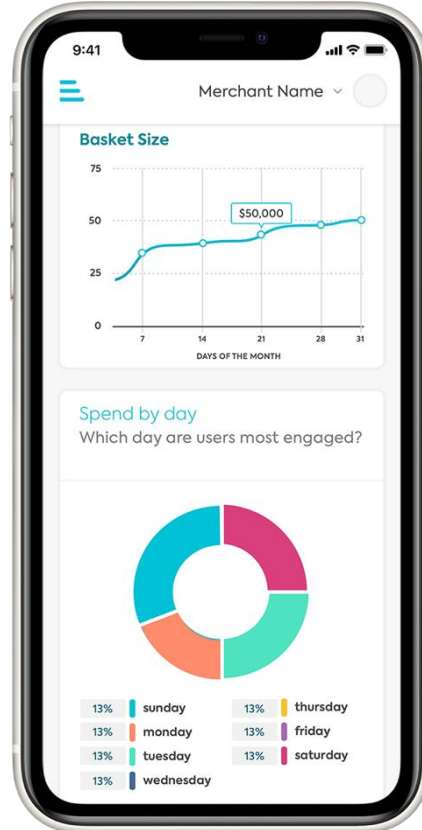
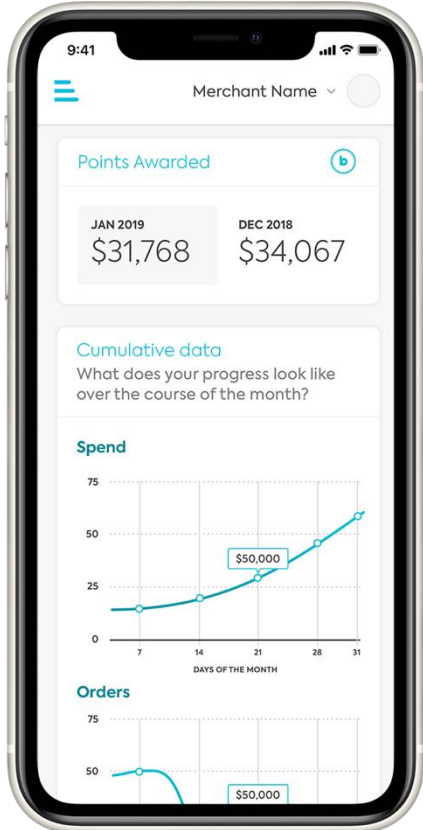
What's inCard What's eShop Terms & Conditions

# Merchant Portal

Led UX research, design and front-end development to launch Brim's Partner Platform - an online Analytics Portal for partners to access statistics, reports and invoices for their Brim Rewards offers.



# Merchant Portal



# Design Patterns & Standards

Managed the definition of colour, typography and design standards for all brim's digital products & branding, including templates for emails, presentations, reports and the development of brim's (future) design system

## Colours



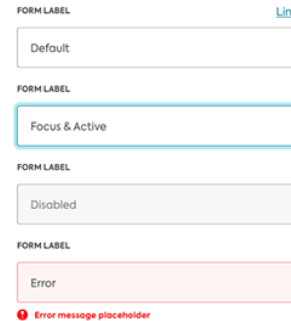
## Buttons & Links



## Selectors



## Form fields



## Icons

### ACCOUNT NAVIGATION



### MODALS



## Text Styles

### DESKTOP

Display (H1) - 32px

Title (H2) - 24px

Headline (H3) - 18px

Body (Paragraph) - 16px

Callout - 14px

Callout - 14px

SMALL TITLE (H4) - 12PX

Caption - 12px

### MOBILE

Display (H1) - 28px

Title (H2) - 24px

Headline (H3) - 18px

Body (Paragraph) - 16px

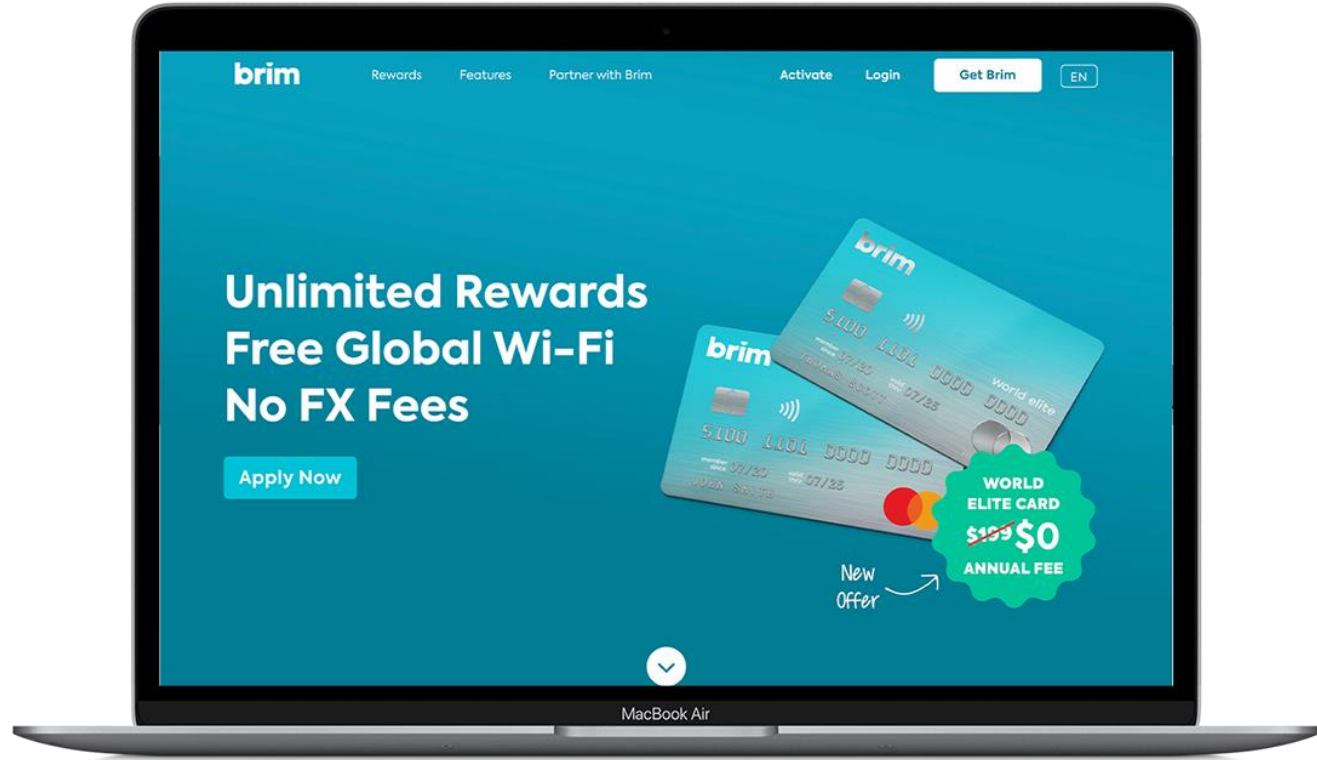
Callout - 14px

SMALL TITLE (H4) - 12PX

Caption - 12px

# Marketing - Website & Initiatives

Design direction for several marketing initiatives including Brim's website, landing pages, blog, a full campaign on the TTC, advertising on the Globe and Mail and other partnerships with known brands such as Uber Eats, SickKids, Samsung and others.



# Marketing - Website & Initiatives

**brim eShop**

Click. Shop. Earn.

The most rewarding way to shop online. Explore exclusive offers & earn more on everyday purchases.

**APPLY NOW TO GET A BRIM CARD**

First name  Last name

Email Address

Mobile phone number  Language

Yes, I agree to Brim's [Privacy Policy](#), [Referral Program Terms](#) & [Terms of Use](#).

I'm not a robot

By clicking this button, I agree to hear more from Brim.

## What's Brim eShop?

Brim eShop enables you to earn even more rewards online. Shop your favourite brands & earn points on your purchases.

Ready to start earning more rewards?



1 Log in to your Brim Account and go to Marketplace.



2 Explore eShop offers & select **Shop Now**.



3 Pay with your Brim card on a qualifying purchase and wait for the points to drop!

FEATURED BRANDS

**brim**

**ESCAPE THE ORDINARY**

## Smarter, better & more rewarding adventures await.

Enter for your chance to win a bucket-list-worthy trip anywhere in the world.

### Contest Prize Package:

- \$1,000 Contiki Gift Card
- \$168 Ollie Quinn Gift Card (value of custom sunnies)
- Kobo Libra H20 eReader + \$50 Kobo Gift Card
- Parkland Backpack
- Large Contiki beach towel

**brim** **contiki** **OLLIE QUINN** **Kobobooks**

## Unlock the world with Brim.

Your travel, cashback and rewards card - all in one.



**brim rewards**

**Your Rewards. Your Way.**

Access exclusive offers with Unlimited & Uncapped earning potential.



## inCard Offers

Earn rewards automatically, just by using your Brim card. Exclusive offers, no opt in required!

• Earn over \$500 in first-time bonus points

**Frequency & Total Spend**  
Get higher point earning based on your total spend or number of visits.

**Milestone Bonuses**  
Earn bonus points on your first purchase or once you achieve specific milestones.



## Earn More on Your Everyday Purchases

Discover hundreds of exclusive offers — in store or online!



Thank you! :)