DESIGN PORTFOLIO



Songlin Wu **UX Designer III**

Boston, MA



https://www.songlinwu.me 🔗



8 years of UX working experience. I am a cheerful and passionate designer. I like clean and elegant designs. I am excited to solve problems that existing in people's life. I am good at building product structure quickly and creating delightful user experience.

CONNECT WITH ME

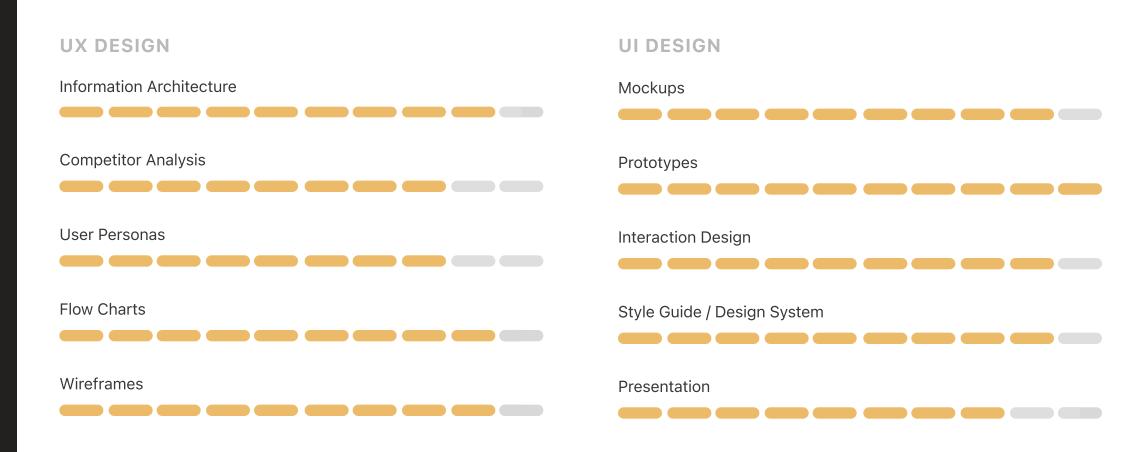


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Songlin Wu **Creative Lead**



PROGRAMS & SOFTWARE



(p) PHOTON Songlin Wu • Design Portfolio 2022 • Represented by Photon Infotech

Toyota Financial Services Stratus Web

CLIENT

Toyota Financial Services

PROJECT Stratus Web Redesign

INDUSTRY Financial Services

PLATFORM

Web

DURATION

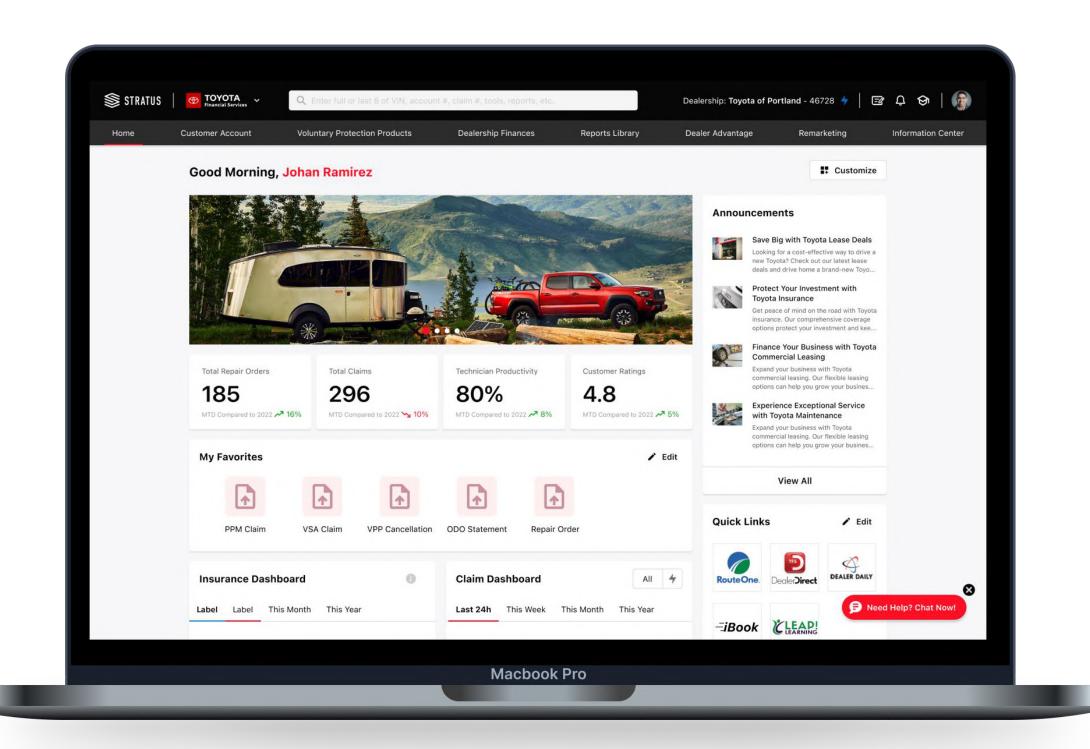
6 Months

ROLE

UX Design Lead

DELIVERY

Information Architecture, Design System, Wireframes, Prototypes





Stratus is a comprehensive hub platform designed specifically for use in dealerships, providing a centralized solution for managing various aspects of dealership operations. It is mainly used by dealership staff, such as service manager, sales manager, office manager, and financial manager on a daily basis. The features include monitoring productivities, submitting VPP claims, VPP cancellation, sales tracking, reporting and analytics, etc.

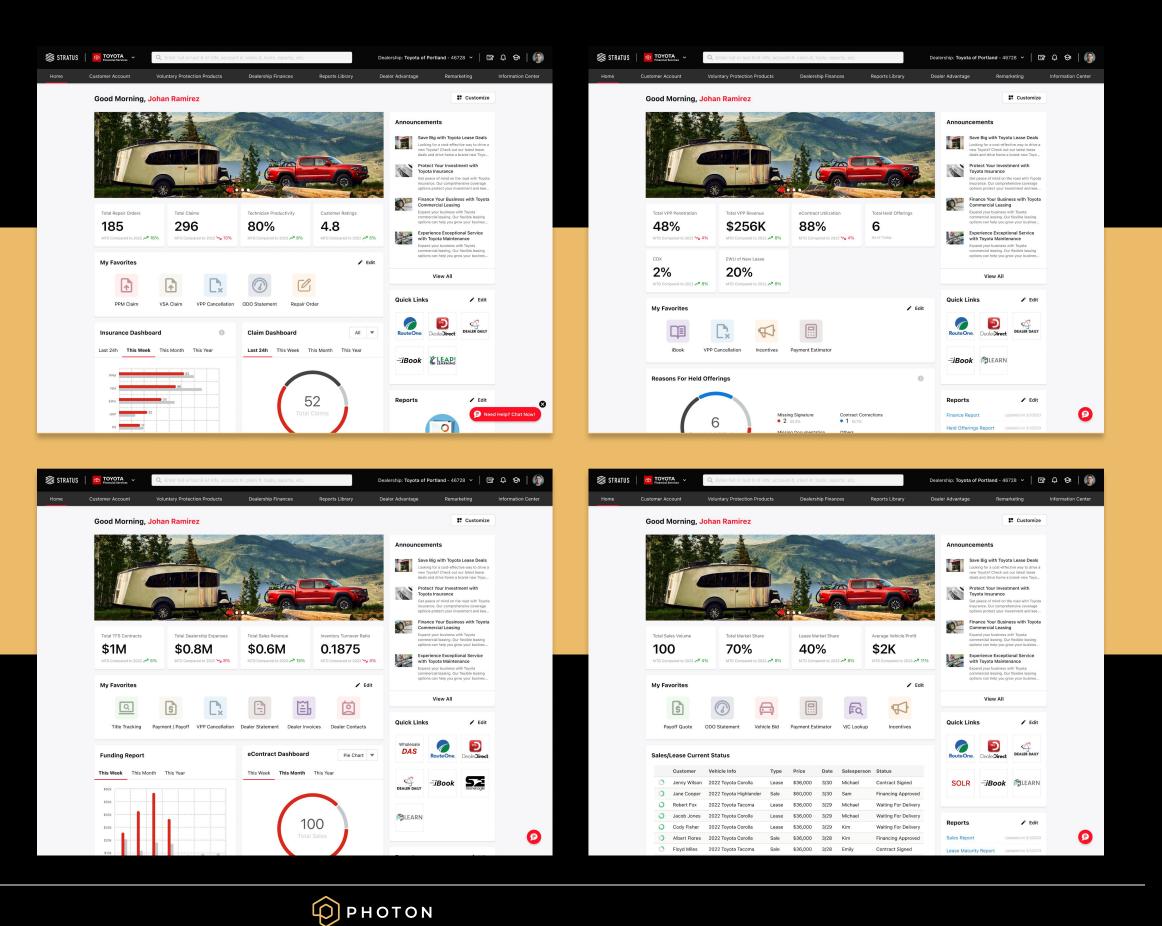
My design tasks mainly included the following parts:

- Ideation on the Redesign
- Create a new Information Architecture
- Build design system for Stratus
- Make interactive prototypes

Mockup Example THE MOCKUPS OF STRATUS

Design the dashboard for different user roles including:

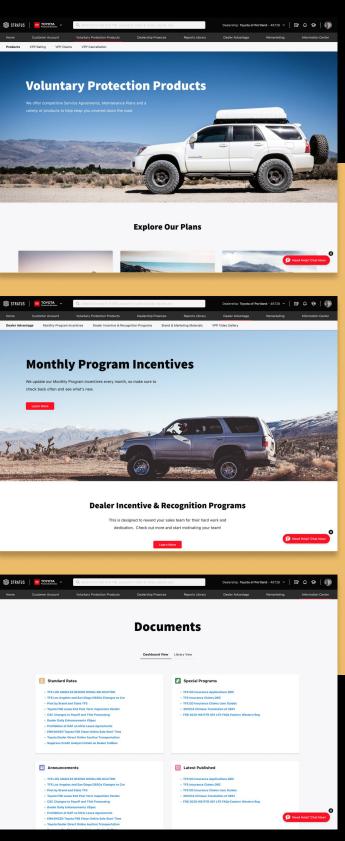
- Service Manger
- Finance Manger
- Office Manager
- Sales Manager



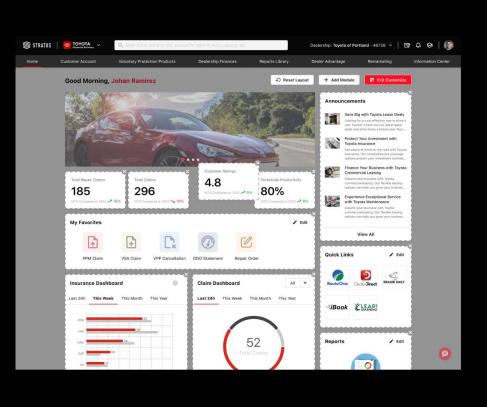
Mockup Example THE MOCKUPS OF STRATUS

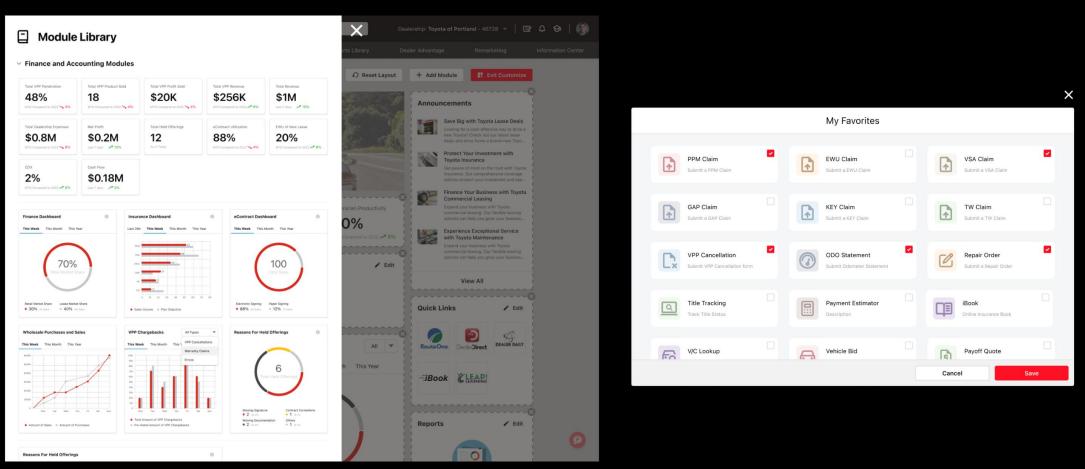
- STRATUS OF TOYOTA 46728 ~ | 📴 🗘 😌 | 🍘 😂 STRATUS | 😁 TOYOTA ~ nd-46728 v | 🖙 🗘 😂 | 🚱 **VEHICLE + CUSTOMER** LOOKUP 296 80% 185 4.8 1×10 C Payment / Payoff **ACH Payment Summary** / Edit for a customer's account LEAP 52 **Reports Library** Manage Your Finances With Ease Finance/Leas Real Estate Credit Card **Get in Touch** TFS Area Contact: **Discover Best Solutions** 囟 **Document Library Auction Sales Platform**
- Redesign the navigation structure
- Redesign the landing page for each tab of the navigation

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Mockup Example THE MOCKUPS OF STRATUS





- Add the Customization Feature
- Allowing users to customize their dashboard according to their role, daily tasks, and personal preference

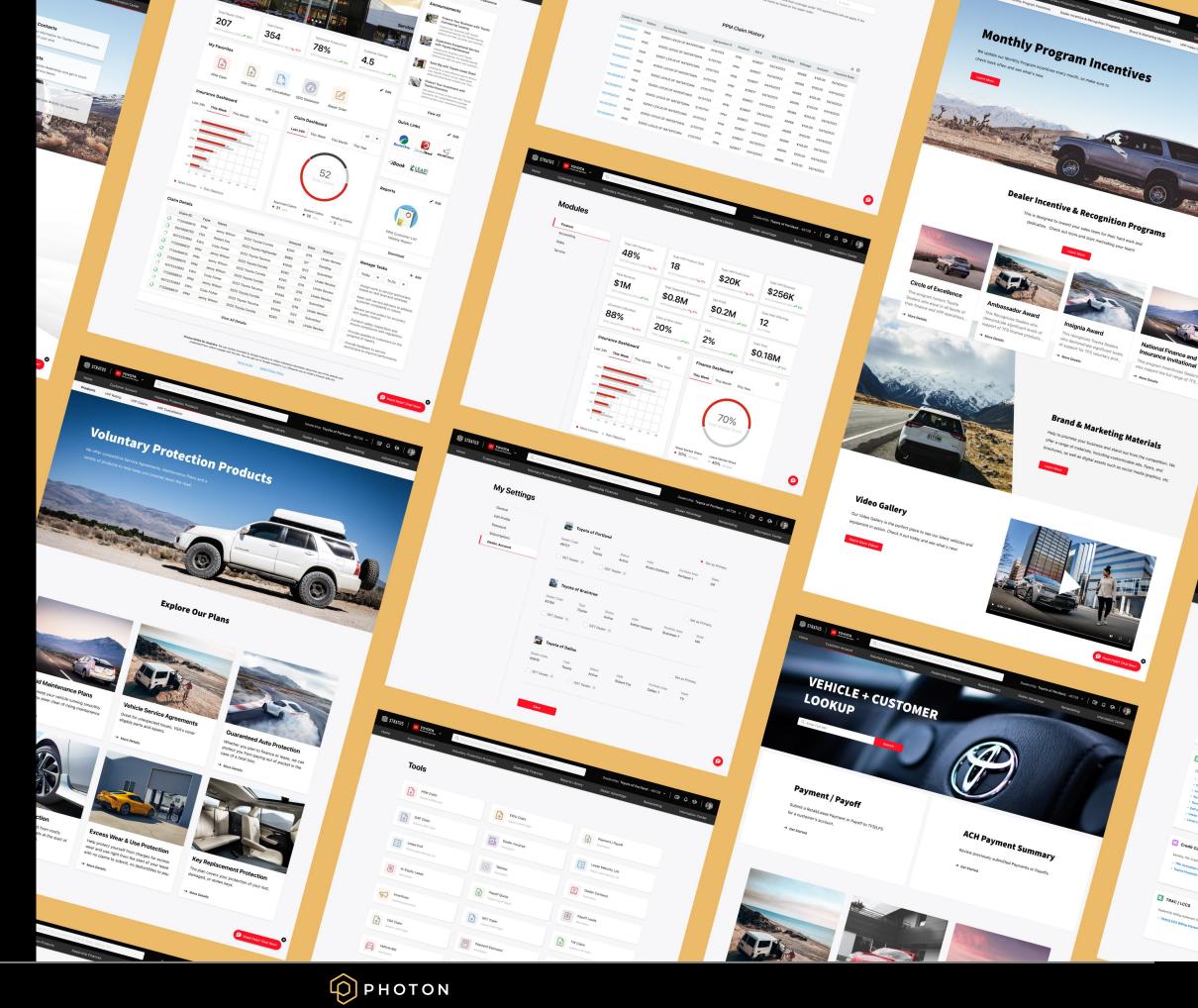
Mockup Example

THE MOCKUPS OF STRATUS

Features:

- Customized Dashboard
- Smart Search
- Navigation Bar
- Notification Center
- Chatbot
- Claim Submission
- My Settings
- Modules Library
- Documents Library
- Tools Library
- Help Center





MyFS Digital Experience Help Center

CLIENT

Toyota Financial Services

PROJECT MyFS Help Center Redesign

INDUSTRY Financial Services

PLATFORM Web and Mobile

DURATION

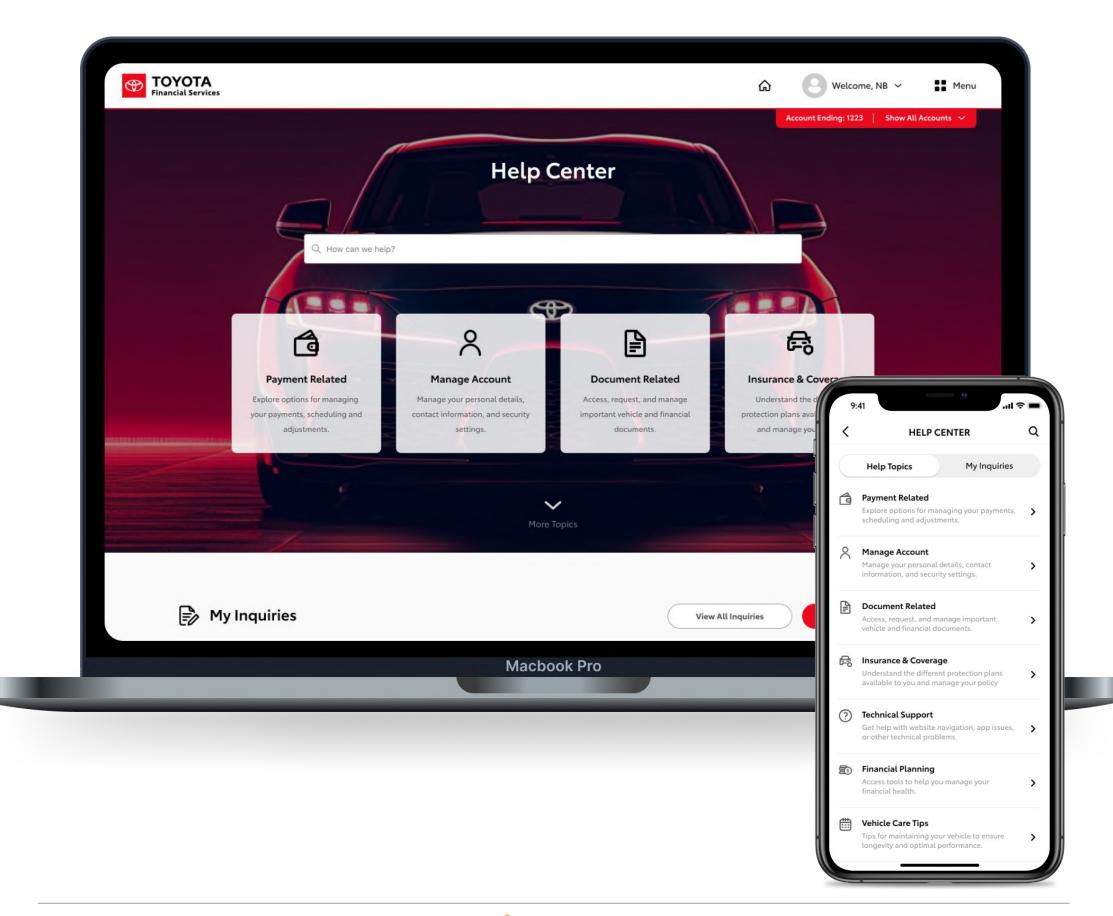
2 Months

ROLE

UX Design Lead

DELIVERY

Redesign Mockups, Prototypes





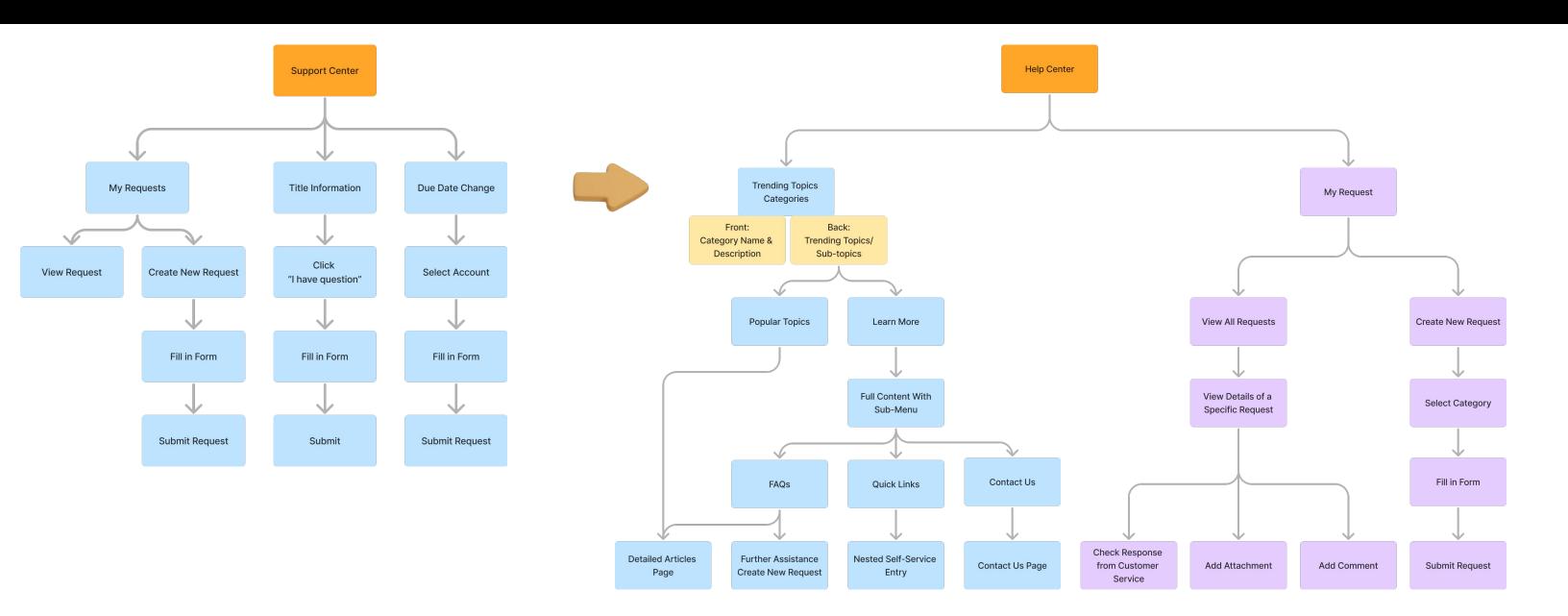
The MyFS support center was launched 7 years ago with Salesforce Community. Along with the web features enriching these years, the support center needs to be refreshed and redesigned with new features, architecture, and design guidelines.

My design tasks mainly included the following parts:

- Redefine the Support Center
- Enrich the features along with the revised concept of Help Center
- Redesign the website
- Add the Help Center to Mobile App
- Build interactive prototypes

Improved Information Architecture

THE HELP CENTER LANDING PAGE



Improved UI/UX for Ease of Use

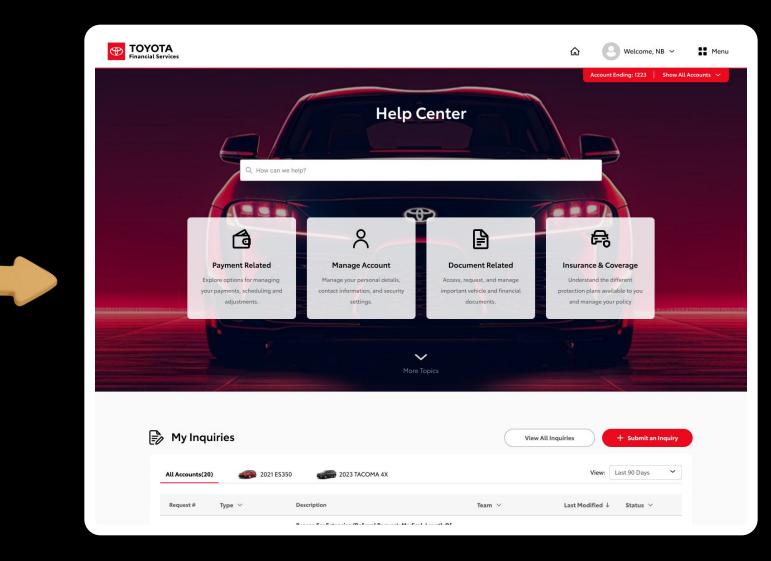
THE HELP CENTER LANDING PAGE

In-Market Support Center User Experience

Proposed Help Center Design

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itle Information		_	_		
Due Date Change Request	0017265861 20	21 ES350			~
	My Requests			View: All Requests (Last	90 Days) 🗸
	Request #	Туре	Status	Description	Last Modified By
	429355516	Payment Relief	New	Reason for Extension/Deferral Request: Medical, Length of Extension/Deferrals Requested: 30 days, Test	Customer Service Team @ 12/26/2023
	429355291	Technical Difficulty	Open	Bank Account Unabled to add details	Customer Service Team @ 12/20/2023
	429354744	Fees	Open	TEST	Customer Service Team @ 12/13/2023
	429355183	Payment Inquiry	Closed	test** ext doc attached	Customer Service Team @ 12/26/2023
			Cr	eate A New Request	

- Functional but lack of visual appeal
- Lack of consistency and coherence
- Two navigation structures is inconsistent, crowded, overwhelming
- The information hierarchy is not distinct enough



- More engaging visual experience
- Coherent with the rest of the site's branding
- Streamlined and unified navigation across sites

• Use sizes, color, layout, etc. to improve the hierarchy

Mockup Example THE MOCKUPS OF HELP CENTER

		₩elcome, NB マ 👪 Menu	TOYOTA Financial Services	
Home > Help Center > Payment Related	1	Account Ending: 1223 Show All Accounts \vee	Home > Help Center > Payment Related > Do	ie Date Change Help
	Payment Related		All Related Articles	Can I change my d
Make a Payment Due Date Change Deferral and Extensions Fees & Charges Payment Methods Billing Statements	One-Time Payments Recurring Payments A single, non-recurring transaction Image: Comparis of the payment of		What are the eligibility requirements for changing my payment due date? How often can I change my payment due date? Will changing my due date affect the interest I pay? How will changing my due date	to call customer set Changing Your Due Date Online You have the option to change your due date of Need to Change Your Payment Due Date? Quickly adjust your due date for more fina Any changes you make will be applied from
	What payment methods are accepted?	>	affect my monthly payments? Can I change my due date online, or do I need to call customer	Due Date Change
	Can I make a payment before my due date?	>	service?	 Log In to Your Account: Access your acc password.
	Is there a fee for making a payment online or by phone?	>	payment due date?	 Navigate to Payments: Once logged in, Select 'Change Due Date': Find the option
	How do I set up automatic payments?	>	What happens if I have automatic payments set up?	 Choose Your New Due Date: Pick a new only be changed once every billing cyclu Confirm Changes: Review your new due
	How can I confirm my payment was received?	>	How long does it take for a due date change to take effect?	or SMS.
	What should I do if I need to cancel or change a payment?	>	Can I change my due date to any day of the month?	Sord Attanuos, Julio Sin Hannoo, 2000 Sing Sing Sing Sing Sing Sing Sing Sing
	Can I make a partial payment?	>	What should I do if I'm facing financial hardship and need a	
	What happens if my payment is late?	>	more permanent solution?	Ø Malar Spran Fyrian Hanne
	Still Need Help? Couldn't find the answer to your question? Don't worry, you can contact us for more information.	Contact Us		

Encourage customer to look for information by topics and prioritize customer self-service.

- Include quick entry to related self-service in Help Center
- Have FAQ list related to this topic
- Build a comprehensive FAQs page, including self-service entry point and diverse content types

ඛ	Welcome, NB 🗸	Menu
Acc	ount Ending: 1223 Show	All Accounts 🗸
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our due date online through your account dashboard.		
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for more financial flexibility. Your latest statement is due on the e applied from the next payment cycle.	e current Due Date.	
ess your account through our website or mobile app with y	our username and	
e logged in, go to the 'Payments' section in the global men	u.	
ind the option labeled 'Change Due Date' and select it.		

e: Pick a new due date from the available options. Please note that due dates can ry billing cycle and are subject to certain restrictions based on your account type.

your new due date and submit your change. You'll receive a confirmation via email



Mockup Example THE MOCKUPS OF HELP CENTER

Features:

- Hot Topics
- Smart Search
- FAQs
- Quick Entry to Self-Service
- Requests List
- Create New Request
- Due Date Change Request
- Contact Us
- Call
- Chatbot
- Feedback

Check out the <u>Interactive Prototype</u>

				Guaranteed Auto Protection (GAP)
Medical, Length OFLension/Defamais Requested 30	Pinancial Services		Welcome, NB Menu Account Ending: 1223 Show All Accounts	Swaranneed Auto Protection (GAP)
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e for a due date change to take effect?	What are the eligibility requirements for changing my payment due date?	to call customer service?		Technical Support Get help with website navigation, Acco app issues, or other technical
date to any day of the month? >	How often can I change my payment due date?	Changing Your Due Date Online You have the option to change your due date online through your account dashbo	pard.	problems.
Im facing financial hardship and need a more permanent solution?	Will changing my due date affect the interest I pay?	Need to Change Your Payment Due Date? Quickly adjust your due date for more financial flexibility. Your latest statemen	nt is due on the current Due Date.	
wer to your question? Dan't work, you can contact us for Contact Us	How will changing my due date affect my monthly payments?	Any changes you make will be applied from the next payment cycle. Due Date Change		
	Can I change my due date online, or do I need to call customer service?	1. Log In to Your Account: Access your account through our website or mob	ile app with your username and	
	is there a fee for changing my payment due date?	password. 2. Navigate to Payments: Once logged in, go to the 'Payments' section in th 3. Select' Change Due Date': Find the option labeled 'Change Due Date' and	d select it.	🕞 My Inquiries
	What happens if I have automatic payments set up? How long does it take for a due	 Choose Your New Due Date: Pick a new due date from the available optic only be changed once every billing cycle and are subject to certain restric 5. Confirm Changes: Review your new due date and submit your change. Yo 	tions based on your account type.	All Accounts(20) 2021 ES350 🚮
🔝 🕑 Welcome, NB 🗸 👪 Menu	date change to take effect? Can I change my due date to	or SMS.	80.00.01 € 100.	Request # Type V Description
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Your Recurring Schedules will not be affected.		If you prefer to change your due date over the phone or have specific questi customer service team is here to help. • Call Us: Reach out to our support team at (800) 874-8822.	ons about your account, our	
a		Available Hours: Monday-Friday: 8am-Spm Local Time Prepare Your Account Details: To expedite the process, please have your a	account number or ID ready.	
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a Auto Care		(800) 228-8559			
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)	Monday-Friday: 7am-7pm Central Time Saturday: 8am-1pm Central Time	(800) 255-8713			
EWU)	Monday-Friday: 7am-7pm Central Time Saturday: 8am-1pm Central Time	(888) 548-8821		Home > Help Center > Pay	ment Related
d Key Replacement	Monday-Friday: 7am-7pm Central Time Saturday: 8am-1pm Central Time	(855) 999-0518		Make a Payment	
e Claims (CLAH)	Monday-Friday: 7am-5pm Central Time	(800) 445-8154		Due Date Change	Due Date Change
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Mockup Example THE MOCKUPS OF HELP CENTER

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< PAYMENT RELATED Q	C DUE DATE CHANGE	Explore options for managing your payments, scheduling and adjustments.	2022 Toyota 4Runner		Online Credit Application	Extra Care &		9:41 all 🗢 🖿
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	through your account dashboard.	vehicle and financial documents.	Created By Customer Service Team		() Help Center	Guaranteed Auto Protection (GAP) Monday-Friday: 7am-7pm Central Time		Please enter the information below
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Billing Statements >	Due Date Change	or other technical problems.		Payment Relief Closed	9:41	Replacement		#123456 on 3/24/2023, but I haven't
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_	website or mobile app with your username and password.	Access tools to help you manage your	Description I recently made a payment for	Technical Difficulty Closed	CHAT X	Credit Life and Disability Insurance Claims		the payment has been received and
_	 Navigate to Payments: Once logged in, go to the 'Payments' section in the global menu. 	Vehicle Care Tips	Invoice #123456 on 3/24/2023, but I haven't seen	#429355363 12/22/2023		(CLAH) &		processed?
_	Select 'Change Due Date'; Find the option labeled 'Change Due Date' and select it.	Tips for maintaining your vehicle to ensure longevity and optimal performance.	the payment reflected in my account yet. Could you please	Fees Closed	Hello John! I'm Toyo, your Toyota Al assistant.			1 UPLOAD FILES
_	4. Choose Your New Due Date: Pick a new due date from		confirm if the payment has been received and processed?	#429355217 12/21/2023 Payment Inquiry Closed	How may I assist you today?	Brochure Requests &		
_	the available options. Please note that due dates can only be changed once every billing cycle and are subject						SUBMIT	
_	to certain restrictions based on your account type. 5. Confirm Changes: Review your new due date and submit		Response from Help Center		Make A Payment			
_	your change. You'll receive a confirmation via email or SMS.	9:41 al 🗢 🗖	Thank you for reaching out to us with your	SUBMIT AN INQUIRY				
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C DUE DATE CHANGE Q	Non Bindragen de	• 2021 ES350	If your situation changes or you have further questions, please use the "Add Additional			Thank You!	Payment Related	く HELP CENTER - い
Quick Links	le brance		Details" button below to let us know or Contact Us.	FILTER MY INQUIRIES X	Or ask a question below		Explore options for managing your payments, > scheduling and adjustments.	A HELP CENTER 101
🛗 Due Date Change	02:00	2023 TACOMA 4X		Accounts				Help Topics My Inquiries
Update your payment due date to a new one	Contacting Customer Service:			• All		2022 Toyota 4Runner Account Ending: 4647	Manage Account Manage your personal details, contact	#429355516 12/26/2023
FAQs	If you prefer to change your due date over the phone or have specific questions about your account, our customer	Time Period	CLOSE INQUIRY AS RESOLVED	2021 ES350		Account Ending: 4647	information, and security settings.	Payment Relief New
	service team is here to help. • Call Us: Reach out to our support team at (800)	• All	ADD ADDITIONAL DETAILS			Inquiry Number 0926891671	Document Related	#429355363 12/22/2023
What are the eligibility requirements for changing my payment due date?	874-8822. • Available Hours: Monday-Friday: 8am-5pm Local Time	Last 90 Days		2023 TACOMA 4X	Type message 🔱 🚽		Access, request, and manage important vehicle and financial documents.	Fees Open
How often can I change my payment due date?	Prepare Your Account Details: To expedite the process, please have your account number or ID ready.					Category of Inquiry Payment Inquiry	🛱 Insurance & Coverage	#429355217 12/21/2023 Payment Inquiry Closed
Will changing my due date affect the interest I pay?	Additional Information:	Last 30 Days		Time Period		Description I recently made a payment for Invoice #123456 on	Understand the different protection plans > available to you and manage your policy	
	Frequency of Changes: You're allowed to change your	Last 7 Days	9:41 all 🗢 🖿	• All		3/24/2023, but I haven't seen the payment reflected in my		#429355470 12/23/2023 Technical Difficulty Closed
How will changing my due date affect my monthly payments?	due date once every 90 days. Restrictions: Some restrictions apply depending on the 		C PROFILE & SETTINGS	Last 90 Days	9:41l 🗢 🗖	account yet. Could you please	Technical Support Get help with website navigation, app issues,	#429355363 12/22/2023
Can I change my due date online, or do I need to call	nature of your account and current billing cycle. Immediate Effect: Changes will take effect from your 	Inquiry Type		Last 30 Days	C MAKE A PAYMENT Q	confirm if the payment has been received and processed?	or other technical problems.	Fees Closed
customer service?	next billing cycle onwards. • Your Recurring Schedules will not be affected	• All			Quick Links		Financial Planning	#429355516 12/26/2023
Is there a fee for changing my payment due date?		Due Date Change		Last 7 Days	One-Time Payments	You will receive an email when the request is processed. Please allow 3-5 business days to get a response.	Access tools to help you manage your financial health.	Payment Relief Closed
What happens if I have automatic payments set up? >	Is This Article Helpful?				A single, non-recurring transaction		and the second s	#429355470 12/23/2023 Technical Difficulty Closed
How long does it take for a due date change to take	(YES) (NO)	Personal Information	michaeljohnson	Inquiry Type	(S) Recurring Payments	GO TO DASHBOARD	Vehicle Care Tips Tips for maintaining your vehicle to ensure	
effect?	63 out of 247 found this helpful	Payment Relief	michael@gmail.com	• All	Regularly scheduled payments automatically		longevity and optimal performance.	#429355363 12/22/2023 Fees Closed
Can I change my due date to any day of the month?	Other Related FAQs	Payment Inquiry		Due Date Change	FAQs			
What should I do if I'm facing financial hardship and	What are the eligibility requirements for changing my	Title/Registration Inquiry	Personal Information		What payment methods are accepted?			SUBMIT AN INQUIRY
need a more permanent solution?	payment due date?		T My Documents	Personal Information		9:41 all 🗢 🚍	9:41 .al 🗢 🖿	
	How often can I change my payment due date?	Technical Difficulty		Payment Relief	Can I make a payment before my due date?		< CONTACT US	
Still Have Questions? Couldn't find the answer to your CONTACT US	Will changing my due date affect the interest I pay?	Contract Inquiry	Manage Accounts	Payment Inquiry	Is there a fee for making a payment online or by phone?	CATEGORY OF INQUIRY X	Submit an Inquiry	
question? Don't worry, you can contact us for more information.	How will changing my due date affect my monthly	Fees	Make a Payment	Title/Registration Inquiry	How do I set up automatic payments?		Fill out our inquiry form and we'll get back to you as soon as possible.	9:41 11 🗢 🗖
	payments?		â		now do i set up automatic payments?	Due Date Change		
		Personal Property Tax	🛍 Manage Payment Methods >	Technical Difficulty				
	Is there a fee for changing my payment due date?	Sales Tax	IIII Manage Payment Methods >	Technical Difficulty	How can I confirm my payment was received?	Personal Information >	S Call Phone Support - Click here to find the S	SUBMIT AN INQUIRY X



Check out the Interactive Prototype

TFS Toyota Pay

CLIENT

Toyota Financial Services

PROJECT

TFS Hackathon - Toyota Pay

INDUSTRY

Financial Services

PLATFORM

Mobile App

DURATION

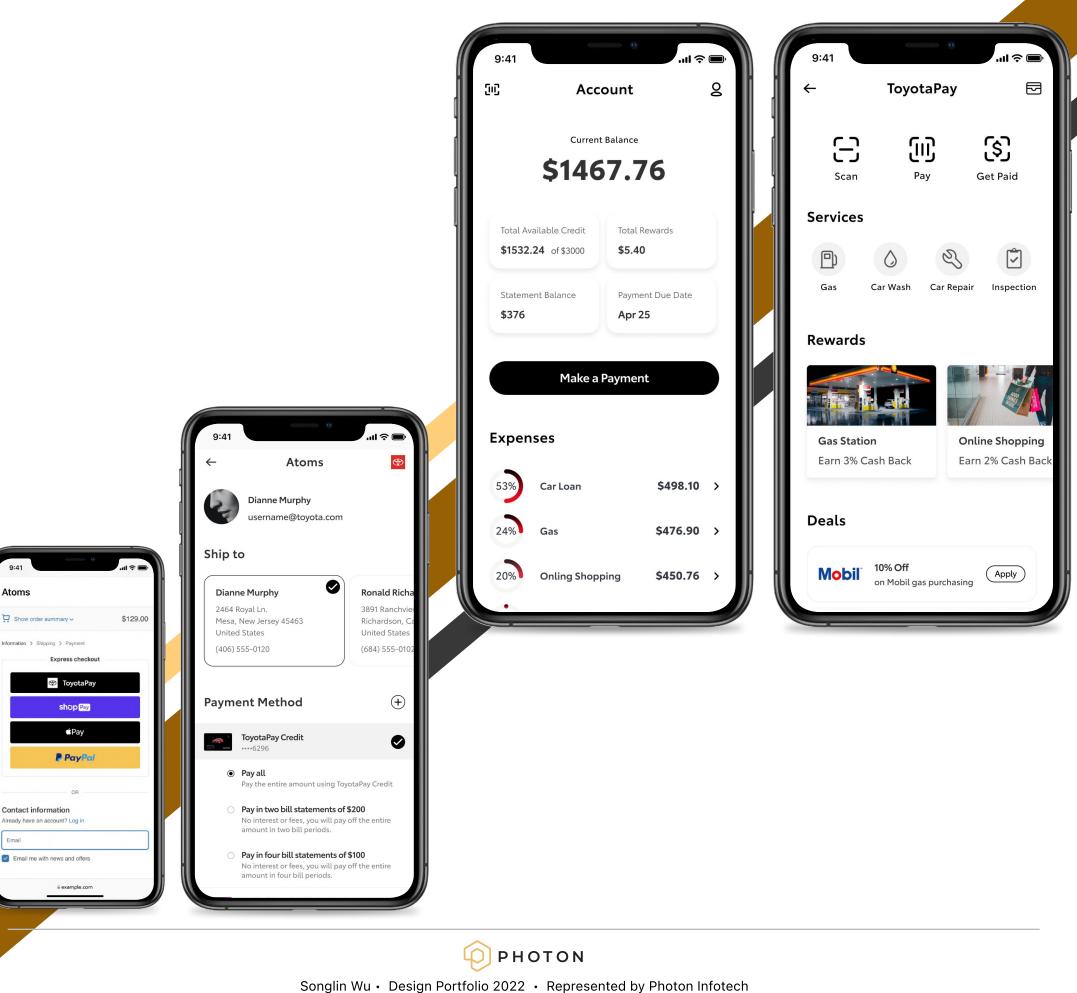
3 Work Days

ROLE

UX Designer III

DELIVERY

Mockups, Prototypes



This is a one-day independent hackathon originally. After presenting to TFS creative lead, my design and idea were liked by clients and I was asked to continue to polish the idea, complete the other design that are out of the task scope, and give a demo the TFS bigger group.

The topic is that Toyota want to build a feature called ToyotaPay which can be used in the third-party website, just as what PayPal, Apple Pay, Google Pay, etc do today.

The task is designing the whole experience of customers using ToyotaPay to do purchasing on the third-party website.

Final Deliverables

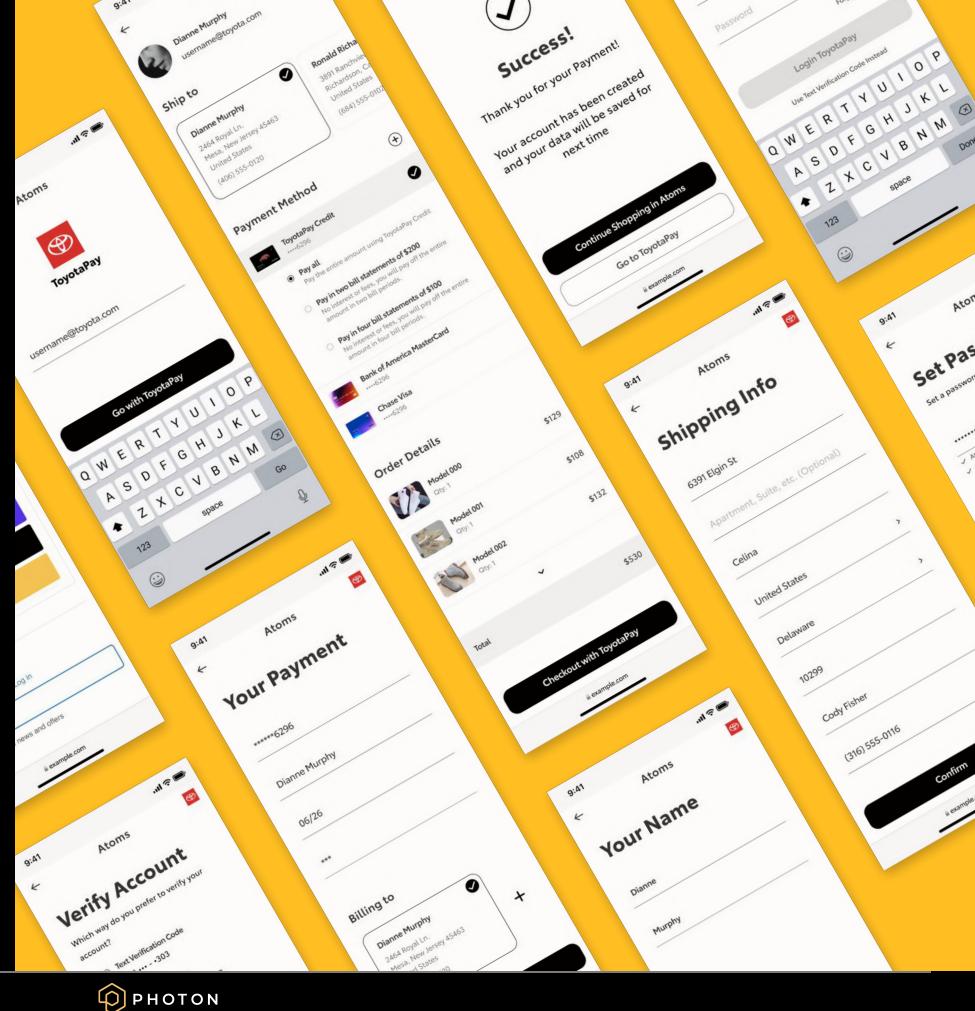
MOCKUPS + INTERACTIVE PROTOTYPE

User Cases:

- Users who are new to ToyotaPay do purchasing on third-party website through ToyotaPay
- Users who are ToyotaPay existing users but don't have ToyotaPay App in their mobile phone do purchasing on thirdparty website through ToyotaPay
- Users who are ToyotaPay existing users and have ToyotaPay App in their mobile phone do purchasing on third-party website through ToyotaPay

Check out Prototypes

Interactive Prototype_New Users
Interactive Prototype_Existing Users



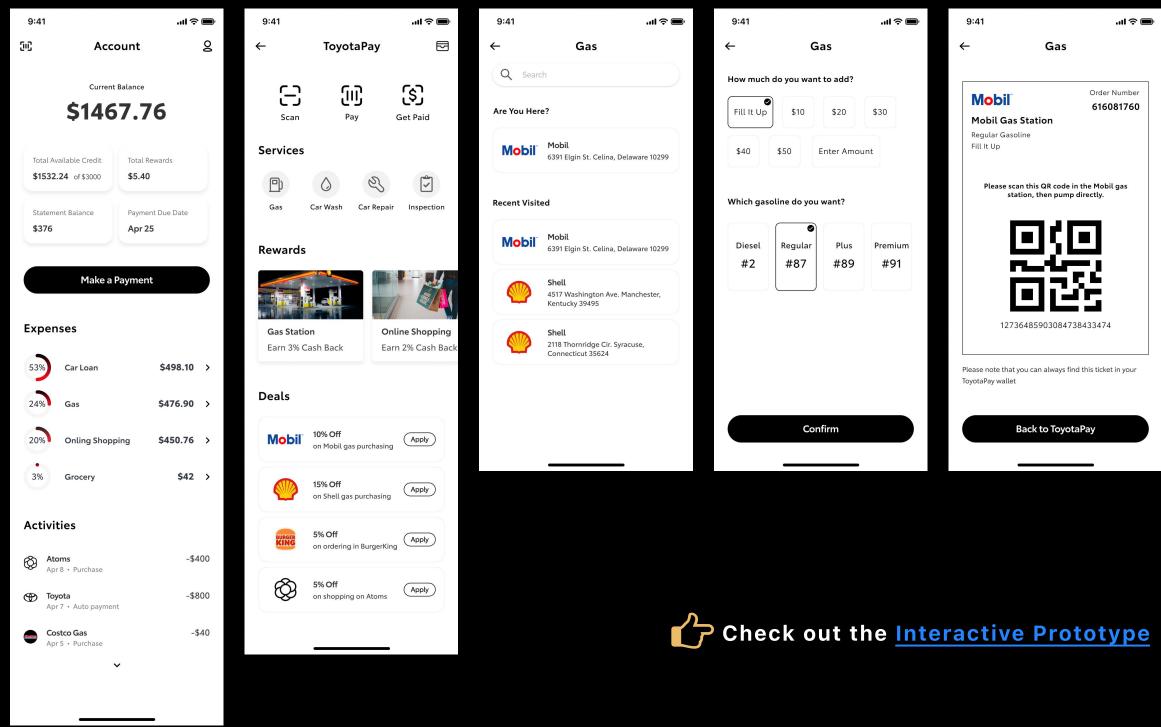
Final Deliverables

MOCKUPS + INTERACTIVE PROTOTYPE

Potential App Features (Out of Scope):

ToyotaPay would be a way of credit card.

- View Current Balance, Statement Balance, Due Date, etc.
- Summary of Expenses, Activities
- Make a Payment
- Get Rewards
- Enjoy Express Services
- Get Special Deals



Peapod Digital Labs Food Lion

CLIENT Peapod Digital Labs

PROJECT Food Lion

INDUSTRY

Retail

PLATFORM Mobile Phone(iOS, Android)

DURATION

4 Months

ROLE UX Designer III

DELIVERY

Wireframes, Prototypes Design Execution and Validation



Food Lion is a **White Label project** in Peapod Digital Labs(PDL), which is designed and developed based on the MVP that existing in PDL already.

Food Lion was previously having the e-commerce service on Unata platform. And they have the Food Lion app for in-store users and the Food Lion to Go app building on Unata for the online delivery or pickup service. Now they want to switch to Prism platform and move all e-commerce service to Food Lion app step by step, finally sunset the Food Lion to Go app. So basically, this project includes OPCO theming, site transition, new feature customized.

My design tasks mainly included three parts:

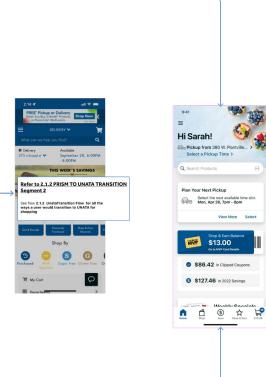
- Design Execution and Validation
- Build equivalent design iOS / Android
- Contribute to the new design ideas

Design Execution Example (1) - Wireframing

FILL THE GAP BETWEEN PHOTON DEVELOPERS AND PDL DESIGNERS

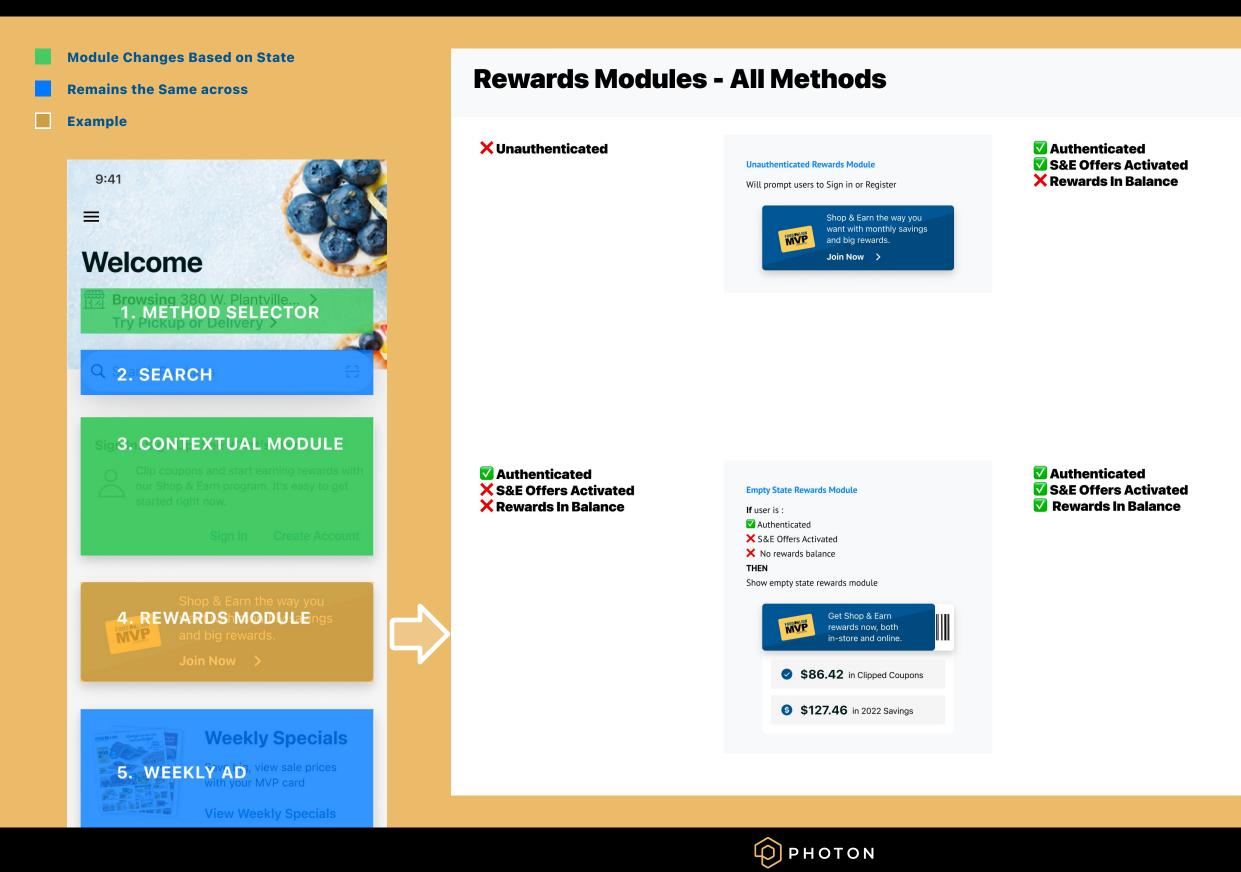
Value Value <td< th=""><th>Yes</th><th>Having Items in the cart?</th><th>Yes</th><th>Are there any items that are not available in the new Prism store Yes</th><th>Continue</th></td<>	Yes	Having Items in the cart?	Yes	Are there any items that are not available in the new Prism store Yes	Continue
	No	Having items in the cart?	Yes	ett ett	
Item Availability Changes Modal Logic in different Scenarios:				Step Dalivery Winfortunately, items in your current cart will not be transferred to shop.fordition.com Would you like to proceed anyway?	
 Pickup -> Pickup 				Change Store Continue 041 ett ♥ ■ Close Delivery Zip Code	
 Pickup -> Delivery 				Q ✓ Use Current Location Enter your zipcode to see delivery availability in your area.	
 Pickup -> In-Store 			No	Shop Delivery	
 Pickup -> Browsing -> In-Store 				Ready to Shop Delivery? Head over to Food Lian To Go to start shopping. Shop food Lian To Go ct Choose Another Store	





Design Execution Example (2) - Documentation

FILL THE GAP BETWEEN PHOTON DEVELOPERS AND PDL DESIGNERS



Empty State Rewards Module

If user is : Authenticated S&E Offers Activated No rewards balance THEN

Show empty state rewards module

NUP	Get Shop & Earn rewards now, both in-store and online. Earn up to \$32 this month	
⊘\$8	6.42 in Clipped Coupons	
§ \$1:	27.46 in 2022 Savings	

Default Rewards Module

If user is :

- Authenticated
- S&E Offers Activated
- Rewards balance

THEN

Show default rewards module with their current rewards amount



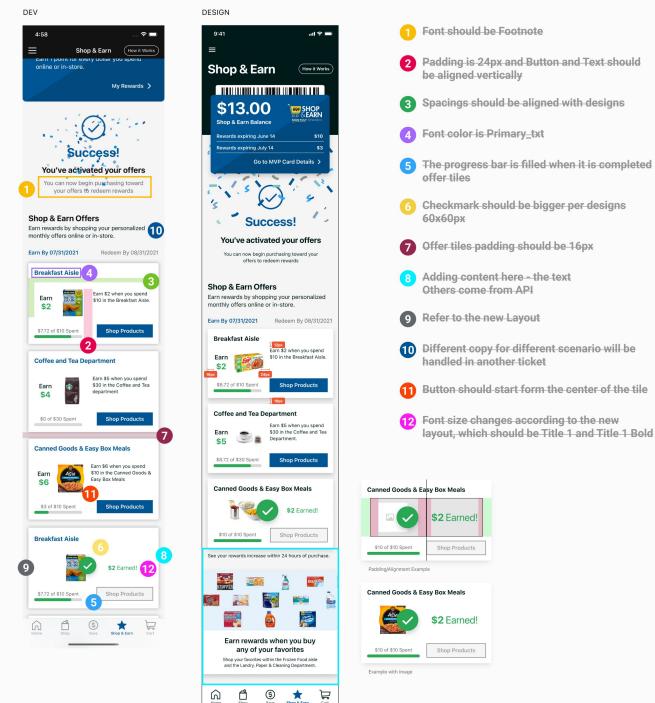
Design Validation Example - XD Review

VALIDATE BEFORE PR RAISED AND AFTER CODE MERGED

Two Rounds of Design Validation

- Validate the UI in the screenshots coming from developers before raising PR. This round of validation is targeting to avoid pushing the UI issues to the end. So I mainly focus on the UI part, including the copy, font style, color, spacings, etc. in this round
- Validate the feature in the build after QA. I will test the user flow, page jumping, every button and link to make sure it matches the design and has a good user experience

Shop & Earn - Authenticated Landing Page - iOS UI iOS Screenshot from Roshini UX Review Round 0: Jan 18, 2023

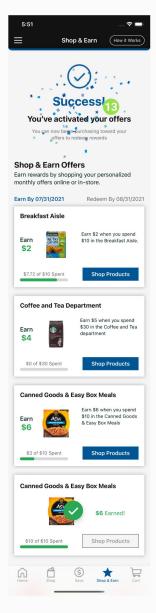


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6

Validated iOS Version 7.14.6 (1100) on iPhone 13 Pro UX Review Round 1: Jan 26, 2023

13 Font color should be Greys/primary_txt



FactSet Lex Dashboard

CLIENT

FactSet

PROJECT

Lex Dashboard

INDUSTRY

AI Chatbot

PLATFORM

Web App

DURATION

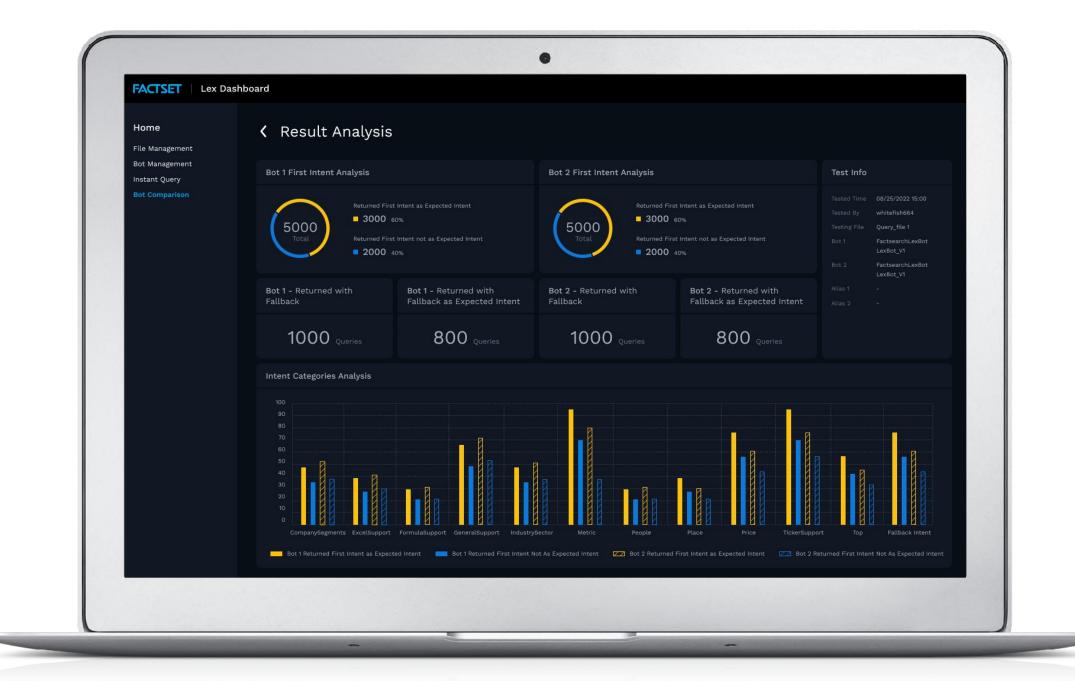
8 weeks

ROLE

UX Designer III

DELIVERY

Information Architecture, Design System, Mockups, Prototypes





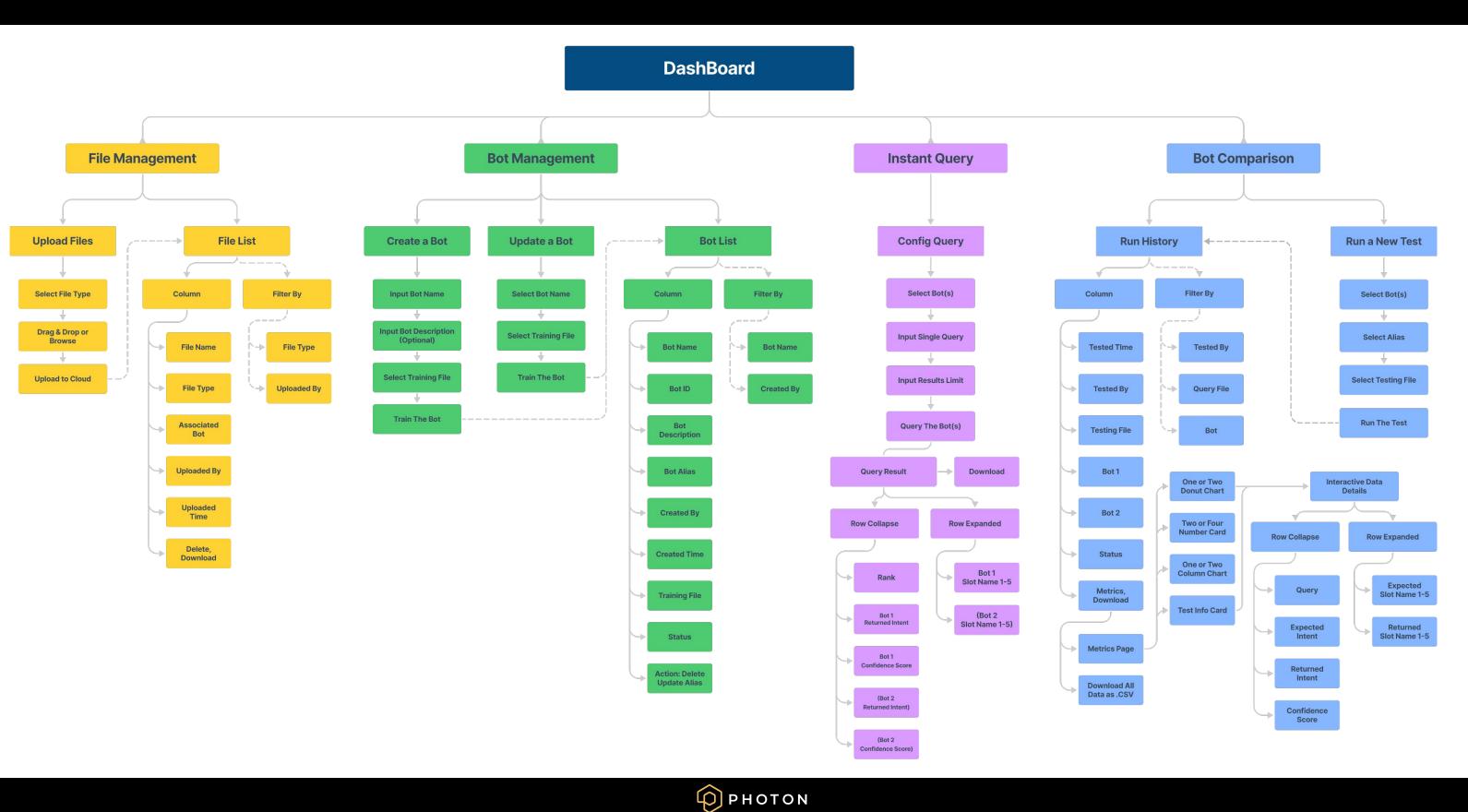
Project Overview INTRODUCTION OF THE PROJECT

This is a 8-week project. **The task is that FackSet wants to build an internal Dashboard for the Lex Chatbot.** This dashboard can be easily operated by non-engineers. It also allow users to train the bot, upload training file, quickly test the bot and make comparison of two bots through their metrics and the detailed data.

I worked for FactSet on leading the UX design of this project and communicating with clients to get a better understanding of the product requirements. I finally built the information architecture of the dashboard, created the design system that matches FactSet style and delivered highfidelity prototypes and visual designs.

Information Architecture

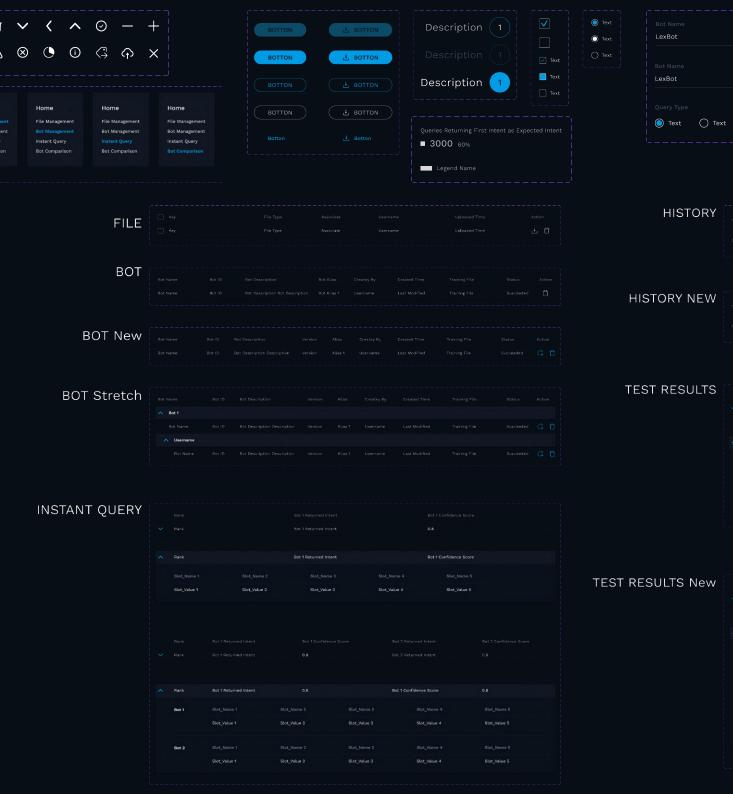
THE STRUCTURE OF LEX DASHBOARD



Design System

BUILD DESIGN SYSTEM ACCORDING TO FACTSET BRAND STYLE AND COMPONENT LIBRARY

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HEADING S	Medium	14px	18px									Rank
Body M	Regular	12px	18px									Slot_Name Slot_Value
Body MS8	Semibold	12px	18px									
BODY S	Regular Semibold	11px 11px	18px 18px									
Body SSB	Germoord	. ipx	px									
Rody SSB	Regular	10px	16px									Rank
Body SSB Body x3 INFOGRAPHIC L	Regular Regular	10px 32px	16px 32px									Rank Bot 1





Songlin Wu • Design Portfolio 2022 • Represented by Photon Infotech

+	

Expected					
Returned					
		Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5

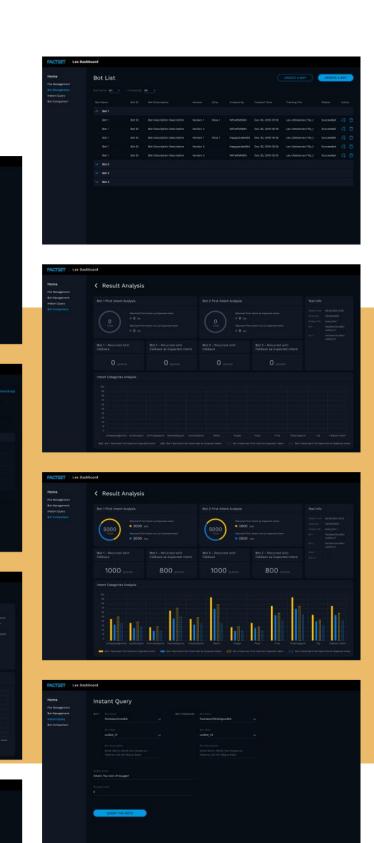
		Expected Intent	Bot 1 Returned Intent	Bot 1 Confidence Score	Bot 2 Returned Intent	Bot 2 Confidence Score
	Expected					
				Slot_Value 3		
	Bot 1 Returned					
		Slot_Value 1	Slot_Value 2			Slot_Value 5
	Bot 2 Returned					

Mockup Example

THE MOCKUPS OF LEX DASHBOARD

Create A Bot <u>____</u> Check out the Interactive Prototype





MyFS Digital Experience **Registration/Login**

CLIENT

Toyota Financial Services

PROJECT **Registration/Login Redesign**

INDUSTRY **Financial Services**

PLATFORM Web and Mobile

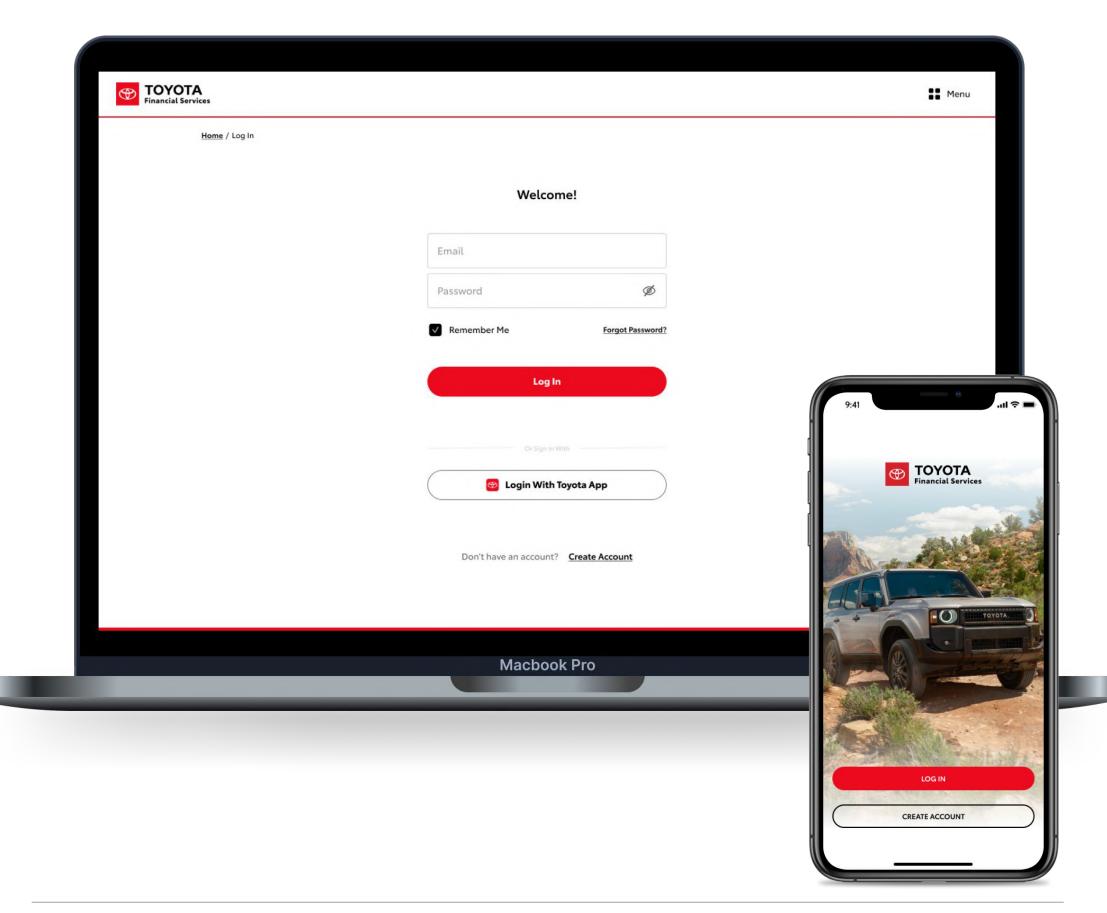
DURATION 2 Months

ROLE

UX Design Lead

DELIVERY

Competitor Analysis, Prototypes





Project Overview INTRODUCTION OF THE PROJECT

Redesigned for the registration and login experiences for TFS users, enabling users to authenticate without redundant prompts, streamlining workflows and enhancing the customer experience.

My design tasks mainly included the following parts:

- Competitive Analysis
- Ideation on the Redesign
- Create Prototypes

Competitor Analysis

COMPARISON OF 30 AUTO AND FINANCIAL COMPANIES

Name Of The Feature	🔶 Nissan Finance	🔇 BMW Finance	🎦 Tesla	Sm Ford Finance	(1) Mercedes Finance
Info: Customer Name	0	0	0	8	0
Info: Email Only	0	S	0	0	8
Info: Phone Only	8	8	8	8	8
Info: Email and Phone	8	8	8	8	8
Info: Email or Phone	8	8	8	8	0
Verification: Phone OTP	8	8	8	8	0
Verification: Email OTP	8	8	8	0	0
Verification: Email Link	0	S	8	8	8
Re-enter Email	Ø	8	8	8	8
Re-enter Password	Ø	8	0	8	8
Separate Username	8	8	8	8	8
Authenticator App	8	8	8	0	8
Linking: SSN	0	٢	8	8	Jast 4 SSN
Linking: VIN	8	8	0	Last 8 VIN	8
Linking: Account Number	•	Just 4 SSN	8	0	٢

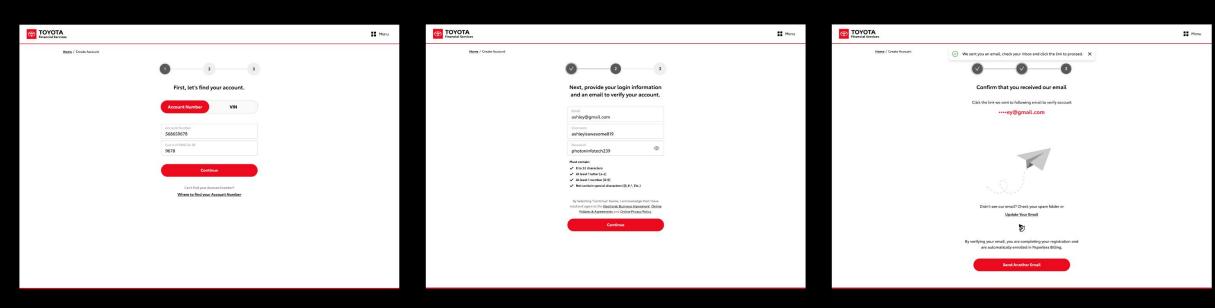
- 4 of 5 require Email for registration
- 5 of 5 use Email/Phone as Username
- 3 of 5 require SSN and Account Number
- 3 of 5 don't require an Email verification 'Link'

Name Of The Feature	Total (from 30 Apps)	Percent (%)
Separate Login or Reg Page after Splash screen	19	64%
Social Login Options	4	14%
Info: Only Email asked during Registration	9	30%
Info: Only Phone asked during Registration	3	10%
Info: Either Email or Phone asked during Reg	4	14%
Info: Both Email and Phone asked during Reg	13	44%
Info: Re-enter Email field	1	4%
Info: Re-enter Password field	4	14%
Info: Separate Username asked (apart from Email)	2	7%
Verification: Either Phone or Email OTP	20	67%
Verification: Both Phone and Email OTP	0	0%
Verification: Email confirmation Link	3	10%
Change/Edit Email or Phone during OTP	10	34%
Auth: OTP is asked Before password is set	11	37%
Auth: 2-factor Authentication	5	17%
Auth: Captcha	1	4%
Separate pages for email/phone and pass	11	37%
Notifications	8	27%

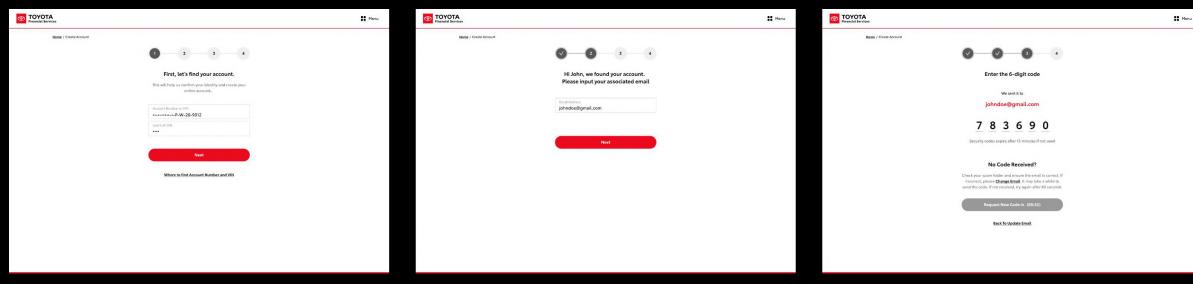
- 64% have a Distinct Login and Registration Page
- 44% require both Email and Phone during Registration
- 67% require verification OTP (MFA) via Phone or Email
- 37% require for OTP before Password is set
- 37% have separate pages for Email, and Phone/Password

Registration Flow Redesign

THE COMPARISON OF THE OLD AND NEW REGISTRATION FLOW





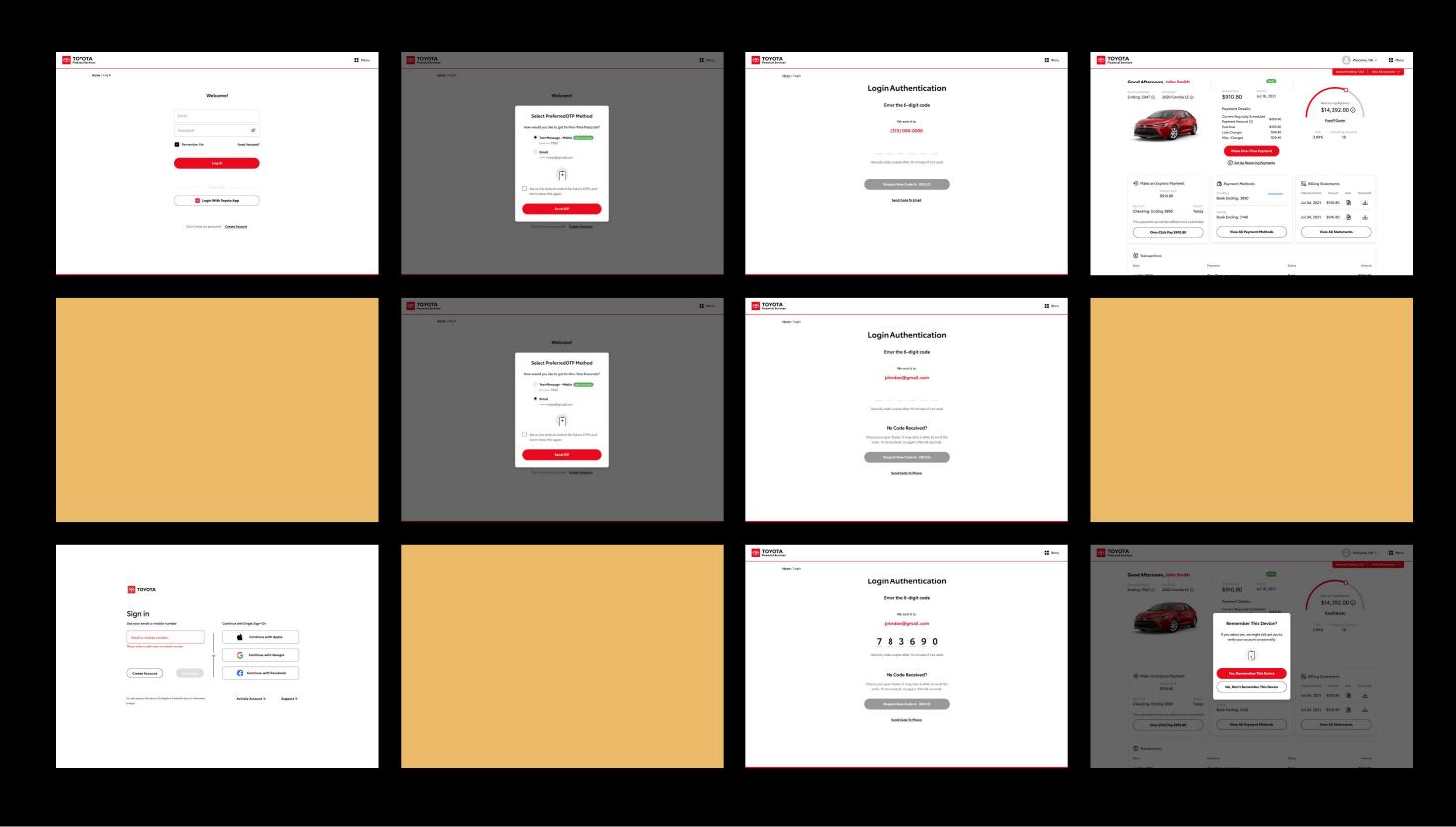


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Username Pastword Ø Remember He Emails Logans it Log In	Heme / Log In			
Password Ø		Welco	ime!	
Remember Me Inskie Lessing Int		Username		
Log In		Password	Ø	
		Remember Me	Trouble Logging In?	
Create Account		Log	In	
		Create A	ccount	

Home / Create Account		
	0-0-0	
	Welcome John! Finally, please complete your profile.	
	Mobile Planet (315) 000-0000	
	Password Ø	
	Re-Enter Password Ø	
	Must contain: © 8 to 20 Characters © A failed 1 theter and 1 number © Art loss 1 special character © Marce contains your Canadar P Mone number © Non man shan 2 conservation, repeating characters	
	By Selecting "Continue" holiow, I acknowledge that I have read and agree to the Electronic Bacinese Agreement. Online Paticies & Agreements and will be evented on paperture billing. You can opt- oud or paperture billing in the Py Police section in your accent.	
	Finish Profile	

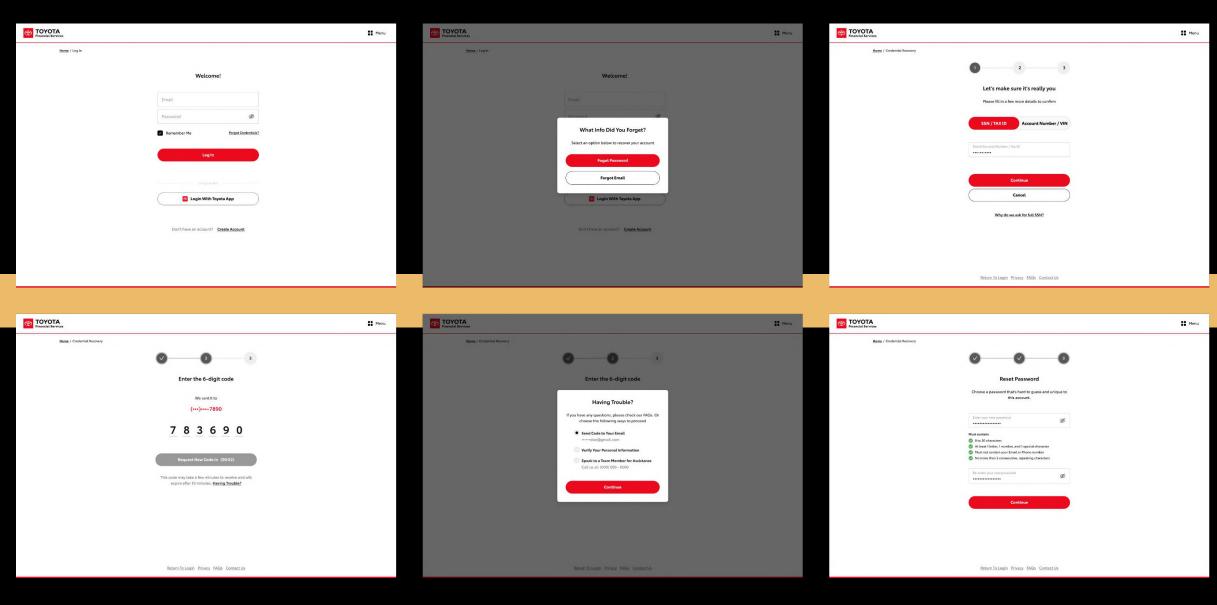
Login Flow Redesign

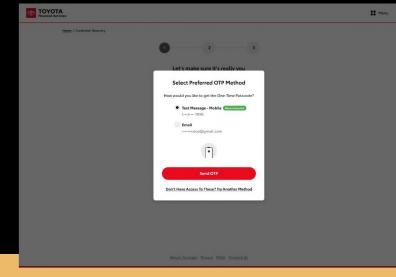
THE NEW LOGIN DESIGN & SEAMLESS LOGIN WITH TMNA



Credential Recovery Flow Redesign

THE NEW CREDENTIAL RECOVERY DESIGN





DYOTA ancial Services		
Home / Log In	\bigodot Your password has been reset successfully. Please log in. $~~ {\rm X}$	
	Welcome!	
	Email	
	Password Ø	
	Remember Me Forgot Pasaword?	
	Log in	
	Log Is	
	O fair i film	

MyFS Digital Experience **Bass** Pro

CLIENT

Toyota Financial Services

PROJECT

Bass Pro Shops Financial Services Web Design (ReSkin)

INDUSTRY

Financial Services

PLATFORM

Web + Mobile Web

DURATION

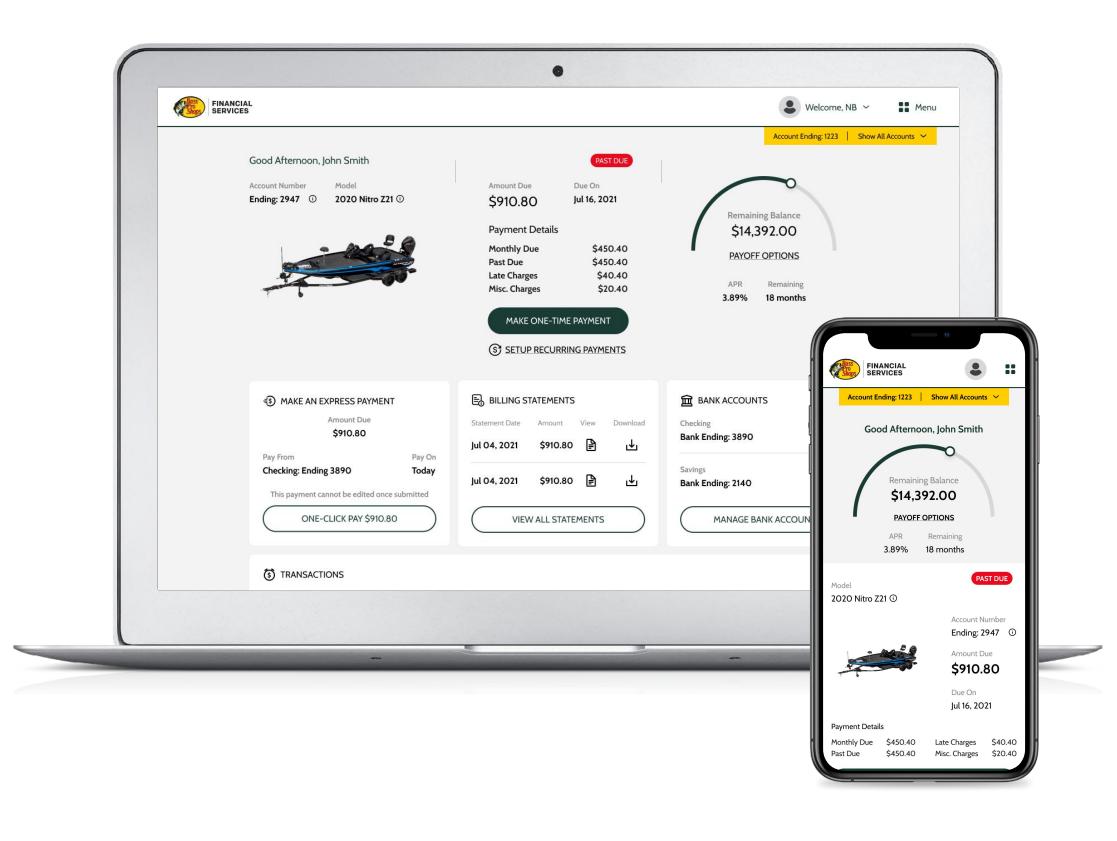
4 Months

ROLE

UX Designer III

DELIVERY

Design System, Wireframes, Mockups, Prototypes





Project Overview INTRODUCTION OF THE PROJECT

This project is a Reskin project based on Mazda Financial Services.

The design tasks mainly included creating design system according to the Bass Pro brand style and making changes to specific pages due to different selling properties.

BassPro Web Designs Delivery

Registration/Create Account All new designs desktop + mobile

https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=2%3A2

Dashboard

All new designs desktop + mobile https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=743%3A2O41

Account Information All new designs desktop + mobile https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=744%3A2042

Manage Account(s) Example screen for reference w/changes https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=749%3A20442

Common Screens Loader + 404 Page https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=756%3A18502

Unauthenticated Web Changes of colors + Typography https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=1330%3A19100

Other BassPro UI Example screen for each flow for reference COLORS + TYPOGRAPHY

https://www.figma.com/file/ILIaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=744%3A2O44

Design System (1)

BUILD DESIGN SYSTEM ACCORDING TO NEW BRAND STYLE

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ABEL L1 LINK	Regular Regular	11px 11px	13px 13px		0	Toast Error I	Message : We	sent you an e	mail, check yo	ur inbox and cl	ick the link to p	roceed. X			COP	Alv 90 Accour	o Red It ending: 2947	E	RROR	
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PHOTON

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Label Contant Error Ressign	
	Line Content ~ Line Line Line Line Line Line Line Line

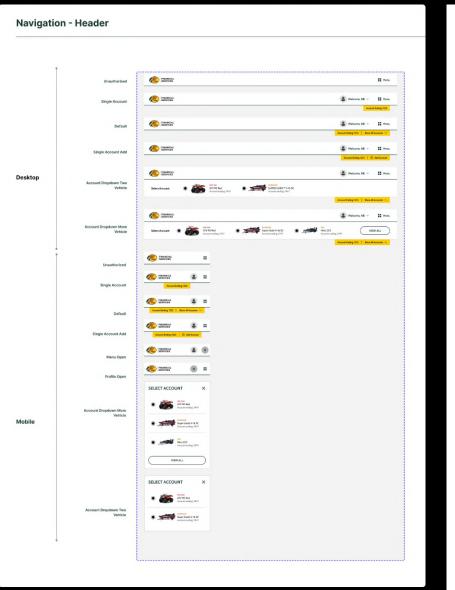
A Label	0	A Label Content	0
A Label	0	A Content	0
A Label	0	A Later Content	0

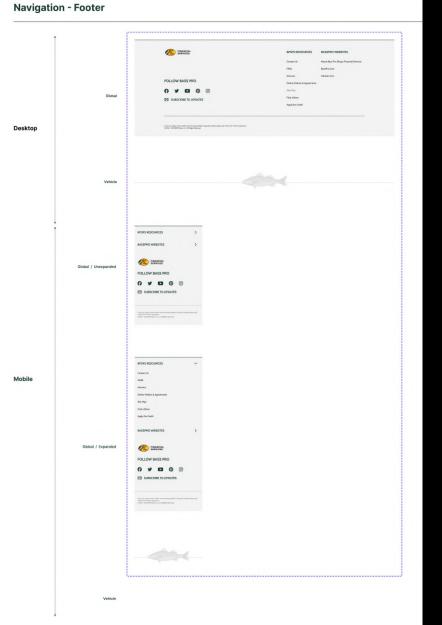
ICON + DEFAULT + ICON

ICON + LABEL + ICON

Design System (2)

BUILD DESIGN SYSTEM ACCORDING TO NEW BRAND STYLE





Navigation - Dropdown 8 MANAG My Requests Make One-Time Paymen Account Details Narage Account(i) Billing Statements Ny Documents FAG Manage Recurring Payments Manage Bank Accounts Header / Large DASHBOARD A MANAGE ACCOUNT SUPPORT CENTER Header / Menu HORE DI ENGLISH C PAYMENTS Make One-Time Payme Manage Recurring Payment Manage Bank Accounts Payoff Options Header / SubMen Transactions Principal and Inf < MORE Offers Find a Deale Apply for Credit Vehicle Protecti Header / SubMenu Planning Tools Exploring Finance End Of Lease Option My Profile 19 Notification Settings 😫 Dark Mode 🦲 E+ Logout Header / F



ModalBox MODAL TITLE : DELETE BANK Modal Description: Are you sare you want to delete this bank account? Payments scheduled from this bank account will be cancelled; all other payments will still be processed. Modal / Default MODAL TITLE : DELETE BANK Modal Description: Are you save you want to delate this bank account? Payments scheduled from this bank account will be cancelled; all other payments will still be processed. Desktop 0 Modal / Double Text Podal Sub-Description: All future recurring payments w MODAL TITLE : DELETE BANK Modal Description: Are you sure you want to delete this bar account? Payments scheduled from this bank account will b concreted all other operations will still be accounted. Modal / Pop Up 0 PRIMARY MODAL TITLE : DELETE BANK Modal Description: Any you saw you want to delete this bank account? Represents wheakled from this bank account will be canceled all other payments will still be represented. PRIMARY Modal / Default SECONDARY MODAL TITLE : DELETE BANK Modal Description : Any you sure you want to delete this bank account? Payments scheduled from this bank account will be cancelled all other payments will still be processed. 0 Model Sub-Description : All future recurring payments will be cancelled including your payment scheduled. Mobile Modal / Double Tex PRIMARY SECONDARY MODAL TITLE : DELETE BANK Modal Description: Are you sure you want to delet this bank account? Payments scheduled from the bank account will be cancelled, all other generat will still be processed. 0 Modal / Pop Up PRIMARY

Mockup Example: Account Information_One Property

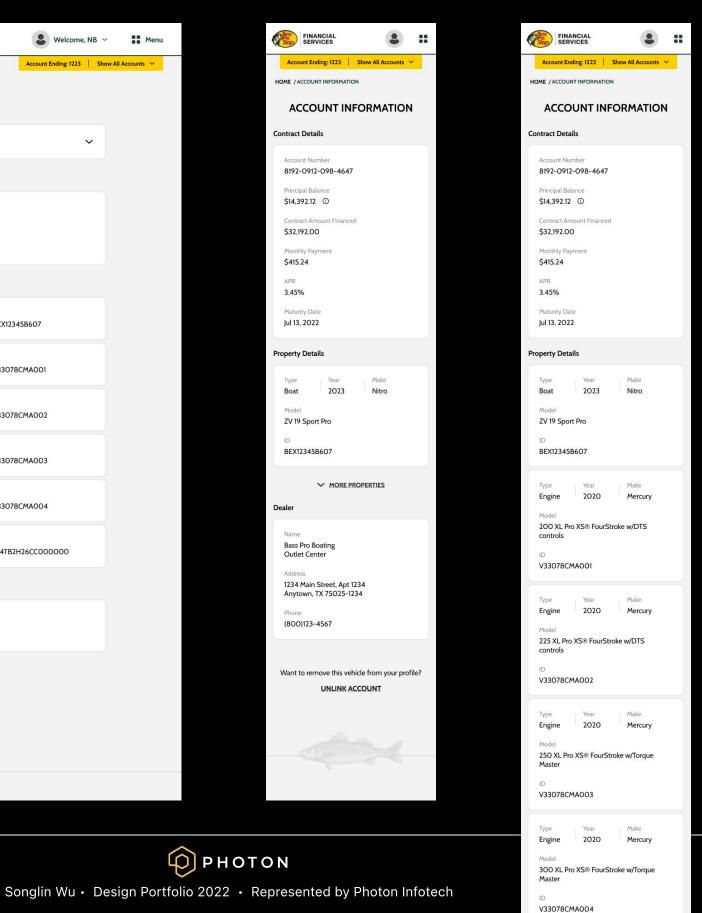
TAKE THE ACCOUNT INFORMATION PAGE AS AN EXAMPLE

	Welcome, NB ~ Image: Menu Account Ending: 1223 Show All Accounts ~	😮 Welcome, NB 🗠 📑 Menu
HOME / MANAGE ACCOUNT / Account Information	HOME / ACCOUNT INFORMATION	Account Ending: 1223 Show All Accounts 🗡
Account Number Car Model Current Amount Due Due On Ending: 2947 ① 2020 Mazda 6 ① \$910.80 July 16, 2021	- ACCOU	INT INFORMATION
Contract Details	Account Number Model Current Am Ending: 4647 ① ZV 19 Sport Pro ① \$910.80	Jun 4, 2021
Account Number VIN Principal Balance Contract Amount Financed 8192-0912-098-4647 JH4TB2H26CC000000 \$14,392.12 \$32,192.00	Contract Details	
Monthly Payment APR. Maturity Date \$415.24 3.45% Jul 13, 2022	Account Number Principal Balance 8192-0912-098-4647 \$14,392.12 ①	Contract Amount Financed \$32,192.00
Dealer Phone Name Address Phone Sunshine Mazda of 1234 Main Street, Apt 1234 (800)123-4567 Strawberry County Anytown, TX 75025-1234	Monthly Payment APR \$415.24 3.45%	Maturity Date Jul 13, 2022
Want to remove this vehicle from your profile?	Property Details	
<u>UNLINK ACCOUNT</u>	Type Year Make Boat 2023 Nitro	Model ID ZV 19 Sport Pro BEX12345B607
	Dealer	
	Name Address Bass Pro Boating 1234 Main Street, Apt 12 Outlet Center Anytown, TX 75025-123	Phone 234 (800)123-4567 34
	Want	to remove this from your profile? UNLINK ACCOUNT

Mockup Example: Account Information_Multi-Properties

TAKE THE ACCOUNT INFORMATION PAGE AS AN EXAMPLE

8			😫 Welcome, NB 🗸
HOME / ACCOUNT INFORMATION			Account Ending: 1223 Sho
	ACCOUNT	FINFORMATION	
Account Number Model Ending: 4647 O ZV 19 Sport Pro (Current Amount E \$910.80	Due Due On Jun 4, 2021	~
Contract Details			
Account Number 8192-0912-098-4647	Principal Balance \$14,392.12 ①	Contract Amount Financed \$32,192.00	
Monthly Payment \$415.24	APR 3.45%	Maturity Date Jul 13, 2022	
Property Details			
Type Year Boat 2023	Make Nitro	Model ZV 19 Sport Pro	ID BEX12345B607
Type Year Engine 2020	Make Mercury	Model 200 XL Pro XS® FourStroke w/DTS controls	ID V33078CMA001
Type Year Engine 2020	Make Mercury	Model 225 XL Pro XS® FourStroke w/DTS controls	ID V33078CMA002
Type Year Engine 2020	Make Mercury	Model 250 L Pro XS® FourStroke w/Torque Master	ID V33078CMA003
Type Year Engine 2020	Make Mercury	Model 300 L Pro XS® FourStroke w/Torque Master	ID V33078CMA004
Type Year Trailer 2023	Make Nitro	Model Custom-fit, tandem-axle NITRO® trailer	Ю JH4TB2H26CC000000
ealer			
Name Bass Pro Boating Outlet Center	Address 1234 Main Street, Apt 1234 Anytown, TX 75025-1234	Phone (800)123-4567	
		nove this from your profile? NLINK ACCOUNT	



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