

Summary of Clients and Successful Projects 2000-2023

Snr. Product Designer (consulting role) | Everest Engineering | Nov 2022- Jun 2023

Key role & achievement

- Led and completed B2B2C assignments for AWS (for development) and Origo Education (from inception to development)
- Advocated HCD and improved design execution for the project teams.
- Improved Everest Academy website and received acknowledgment from the company.
- Mentored junior designers to help improve their consulting skills.
- Wrote case studies.

Accomplished clients' projects

***Origo Education | Role: Strategically led the product design from inception to implementation | Feb-Jun2023**

Product: ORIGO Maths teaching+learning platform reimaged with subscription and Maths content authoring capability | Scope: Discovery to build | Status: Being developed

Leadership: Collaborated with the client I worked in pair with the Delivery Lead from discovery to build phase leading the HCD processes and decisions thus responsible to transform the entire experience for the maths teaching and authoring platform to become a delightful learning experience with modular's maths content authoring capability.

Scope of my design work:

(i) pre-inception:

- Analysed research reports and key business materials for the inception workshops.
- Strategised types of workshops and created the workshop templates.
- Communicated alignments frequently with the team members and stakeholders.

(ii) inception workshops:

- Collaborated with the stakeholders and conducted 10 days Lean Inception workshops - identified the problem from the business, the users and the technologists.
- Strategised alignments on product and business visions, goals thus, helped shape decisions on scopes to build the right features for the MVP to MSP.
- I facilitated the HCD workshops and defined the key persona (teacher, admins & authoring team), mapped three key user experience journeys, gathered frictions and needs from each touch-points, identified key moments, and discovered UX/Tech challenges to get the initial conceptual design requirements.
- Conducted daily walked through with stakeholders for alignment and collated the workshop outcomes for MVP canvas and final showcase.

(iii) post-inception:

- Designed conceptual screens for (i) teacher and student experience, (ii) admins and subscription experience and (iii) the authoring team's modular content creations experience.
- Created final presentation to showcase: the business and product visions, goals, value propositions, scopes, product roadmaps and contributed in making decision of the product team formation.

(iv) design and build

- Validated the key user journeys and ensured all pain-points and needs were captured.
 - Mapped and wrote user stories with the BA.
 - Created user flow based on the product architecture and lifecycle.
 - Worked with the engineers and recommended the right UI pattern (design system).
 - Onboarded product team and walked them through the outcomes from the product discovery. Created design programs for visibility and guided the designers through.
 - Adhered to the agile cadences and ceremonies with the team.
 - Designed the MVP screens based on the discussed scopes ready for development.
-

AWS | Role: UX/UI design | Nov - Dec 2022

Product: A complex B2B Statement-of-Expectation (SOE) assessments platform used by RISE leads

Status: Being developed. Currently on Beta testing.

- I removed impeding issues that the existing designer had with the engineers.
- Through mini-workshops, I aligned the teams by applying the JTBD approach to help align the team's focus on delivering the user needs and business processes efficiency.
- Accelerated the design work to progress towards development by working closely with the stakeholders and engineers.
- I delivered uplifted screens by using the AWS Polaris design system.

**Accomplished
internal work**

Internal work for Everest Engineering | Role: UX audit IA, UX Content and Notion configuration | Jan 2023 - Apr 2023

Product: Everest Academy website | Status: Implemented and launched |

Key success: Received positive feedback and company's recognition from the organisation's directors as a benchmark for other content pages for the Academy.

Problem statement: Through the research (employees survey), the employees were reluctant to utilise information on the website due to confusing navigational, disorganised, convoluted and lengthy content.

Leadership:

- I led the project by conducting UX audit and expert review to de-risks and decluttered the Academy's website.
- I uplifted the website structure and desirability through UX content best practise by optimising the usability and accessibility.
- Created UX program and activities for the team such as cards-sorting to improve the IA and behavioural science-design walk-through and testing with the employees.
- Advocated research by initiated a feedback hub for continuous research and validation.
- I coordinated a design program funnelling the tasks to be visible to the stakeholders and available for the team to continue working on it.
- Designed and published the certificates for the Academy for internal employees.

internal work

HCD advocacy, leadership and mentorship | Jan 2023 - Apr 2023

- Mentored a "at-risk-designer" and helped improve her communication with the cross-functional teams and external stakeholders.
 - Conducted capability strength-assessments; we turned the weakness into hero that improved her communication approach.
 - Wrote case studies for the organisation's projects portfolio.
-

Senior UX Designer (consulting role) | Bound (formerly known as Our Very Own) | 2021-2022

Key role & achievement

- Improved clients and business relationships (Wolters Kluwer and TfNSW).
- Removed bottle-necks through stakeholders and team alignments.
- Successfully completed various projects including user research, UX, UI, CX or tech feasibility.
- I contributed to OVO's design playbook - built design methods, wrote articles Lean UX and JTBD and submitted a proposal for UX Australia.
- Participated in OVO's Hackaton 2021 and 2022. Ideas was selected for client's proposal.

OVO's Clients and successful projects

(*Please see clients's feedback next page)

*Wolters Kluwer | Scope: Experience Research + UX/UI design for development

Product: [CCH Integrator Tax compliance and reporting](#) | **Status:** **Developed, tested & launched.**

Driven by the CX research findings, I led and uplifted the UX and UI of the CCHI tax accounting system end-to-end by improving the user flow to reducing context switching, removed usability flaws, and optimised the efficiency for the users whilst maintaining the accuracy of the business processes from the creation of an account (book), prepare tax from local and international, managing compliance to reporting capability. The reimagined design received overwhelmingly positive acceptance from WK's customers.

*Australia Post |Scope : UX/UI design for development

Product: **Store Order Reimagine Portal (SAP system) for LPO** | **Status:** **Built & launched.**

Worked closely with the business and engineers scoping and prioritising the key features, I led the design-reimagined stocks ordering platform for LPOs by making the experience of ordering products easy, accessible and visually appealing. Instead of referencing through paper catalogues, the LPOs can now browse the products they wanted to order through the clickable catalogue, and place the order directly via the catalogue or products' page. Bulk ordering features, shipping information by different providers along with images, product information and detailed pricing information are the prioritised features designed to help the store owner to make informed decision. This portal was launched and tested by the LPO in Adelaide and Perth.

[racing.com website](#) | Role: UX Research and features prioritisation

Product: [racing.com web usability evaluation](#) | **Status:** **Research outcomes implemented.**

Worked with the PM I conducted usability evaluations with 13 punters and validated the proposed functionalities. Findings were then grouped and proposed for iteration prioritisation. Presented the insights that to drive the intended enhancements.

*TfNSW | Role: Employees Capability Research for UX maturity evaluation

Product: **Organisational UX transformation** | **Status:** **Research proposal completed**

The TfNWS' transformation strategies included the adoption of HCD methods and methodologies to drive their initiatives (i.e. facilitating UX workshops, conducting user research for projects and up-skilling employees's UX capability through the LMS). Through the agreed value propositions and UX capability matrixes I strategised and planned an employees capability and competency survey to measure the organisation's UX maturity for both designers and non-designers measuring their levels of confidence adapting HCD for IT projects.

*Open Universities Australia | Role: UX Research for strategic design

Product: **Enrolment experience reimagine** | **Status:** **Research outcomes implemented**

In collaboration with the CX, CRM and Enrol/Study delivery teams I analysed data from Fullstory and led the CX research by coordinating and planning the contextual inquiry "Tell us your story" to understand the segmented prospect students' pains and needs when deciding to enrol a course. The research revealed the study's key moments which helped the Enrol/Study team to reimagine the enrolment experience journey and build the project's roadmap. Strategically planned, the research benchmarking the continuous discovery using their NPS, marketing initiatives and and social media pages.

Bupa | Role: UX Researcher for strategic design & mentor

Product: **Health insurance** | **Status:** **UX Research process implemented.**

Established a UX research operation and a research hub in the initiative to uplift UX designers capabilities so they are research-ready whilst designing products.

Lead UX Designer (consulting role) | nbnco - HR Tech and People Culture Service | 2019 – 2021

<p>Key role & achievement</p>	<p>Had wonderful design-led experiences at nbn's HRTech team. Led projects by research and data analytics and improved employees' experience for nbn's P&C and HSE at nbn for Workday automation, integration and enhancement.</p> <p>Key success:</p> <ul style="list-style-type: none"> Contributed to the business's key initiatives and completed over 30 projects (2019-2021) improving business processes, workflows by increasing employees' efficiency of navigating and consuming the Workday system, Salesforce and SharePoint by optimising usability and accessibility. Visit portfolio. I applied pragmatic Human-centred Design (HCD) across nbn's HR Business People and Culture Service Team by mandating a user research applications and utilise UX Content guide (GEL global experience language) for consistency. Optimised the employees' self-service capability and efficiencies through a chatbot that currently being used to help employees open their lockers from MSteam's app.
<p>The teams I provided HCD consultations</p>	<p>Main teams I worked from discovery to implementation:</p> <ul style="list-style-type: none"> HR Technology Experience (Workday Tech & Delivery team, Business & CDT team) HR Change Team <p>Business units & stakeholders I coordinated my work and supported:</p> <ul style="list-style-type: none"> People & Culture (P&C), People Central, People Leaders, Health & Safety Experience Team (Salesforce).
<p>Responsibilities, scopes and skills</p>	<p>UX focused responsibilities and leadership:</p> <ol style="list-style-type: none"> Discovery 2019 PI7-PI9: Contributed to the program's discovery activities for HR Technology Experience CDT team and P&C: <ul style="list-style-type: none"> Expert review – Conducted UX and usability best practice recommendations and for implementations. UX research and evaluation: Planned and conducted research and validated the employees' usability issues for Key Initiatives planning. Delivery 2019 – 2021 PI10-PI14: Worked closely with HR Technology Experience Team (P&C and Workday Delivery Team) in technical feasibility investigations including planning and implementing the enhancement of existing and new Workday features – this includes: <ul style="list-style-type: none"> UX Content: Improved tone-of-voice and clarity of content using job-to-be-done principles for Workday employee-facing's notifications, instructional text, help text and validation messages. I approved drafted content from the stakeholders. Interaction design: Mapped the end-to-end user journey(s) and prototyping the process flow for implementations. Visual design: Improved Workday's campaign visually for better recognition and awareness for employe experience. Pragmatic HCD advocate: Led the team to adhere to usability HCD principles, best practice and methods – For example, created a Workday GEL for Workday's notifications, instructional text and validation text to help the developers to build with a consistency approach. I also run design knowledge sharing lunch&learn when required. <p>Supporting role:</p> <ul style="list-style-type: none"> Manage a designer - Managed, delegate work and mentored one junior designer. Stakeholders management - Provided HCD best practice consultations and guidance to other business units and technical teams for knowledge alignments between teams. HCD Mentor & support - Provided assistance and mentorship capability to stakeholders, fellows designers and juniors. For example, I helped audited and configured the P&C SharePoint website. UX QA - Provided UX communication guidance for the business such as, reviewing and provide suggestions for People Central's QRG (Quick Reference Guide).

Top 10 successful projects at nbn HR Tech Portfolio (from 30+ projects)

<https://www.hasslilyhashim.com/2018-2021.html>

Project name	Key role & achievement
nbn Managers experiences of navigating Workday	UX research Pain-points severity chart Users archetype Problem statement: To validate the noise of employees' poor experience when navigating Workday.
Phase: Discovery	Approach: Planned and performed research based on business requirements.
Status: Data used to drive key initiatives (2019-2021)	Outcome: Discovered, validated and categorised the navigational issues through pain-points severity visual chart. Business value: This holistic UX research informed the business for delivery enhancements that we continuously working within HR Tech and Workday delivery team.
nbn Workday Guide (GEL)	Notification's UI guide Tech feasibility UX Content enhancement Intent: Referencing back to the pain-points of employees and managers experience research – I Initiated a consistency approach to improve employees' engagement and clarity when reading Workday's communications such as notifications, campaigns, instructional text, and validation text by creating a Workday GEL guide (Global Experience Language).
Phase: Implementation	Approach: During delivery phase, I review, iterate and approve the communication wording within Workday application.
Status: Implemented	Business value: The GEL is currently being used to manage consistency standards for the team and stakeholders. The GEL provides important requirements for the delivery team to comply to achieve consistency of usability standards.
nbn Job-to-be-done (JTBD)	JTBD framework for clear communication and consistency guidance Intent: In conjunction with GEL, I introduced and mandated the business to write using JTBD framework to help us writing by focusing on the end-user's main action step-by-step so they can benefited from the task they have completed.
Phase: Implementation	
Status: Applied as a framework for HRTech UX Content	

***nbn**
EWs Automation – Adding, change details and end contract of EWs (Workday Cloud Platform)

Phase:
 Discovery, ideation & implementation

Status:
Built and launched in Workday Cloud

UX Research | User journey | Tech feasibility | Interaction design | UX content

Intent: Teaming up with three UX experts I led the discovery research to implementation. We redefined the existing journey for People Central, SEO Shared Services, Matrix Manager (SEO and non-SEO).

Goals: To build a usable and efficient features for the matrix-managers: (i) to onboard nbn’s contractors (EWs), (ii) change-details and (iii) end the contract of EWs in Workday Cloud Platform.

Approach: Created and iterated series of wireframes and prototypes based on Workday Cloud Platform capability and business requirements.

Improvement: We improved the self-service efficiency for matrix managers to add new contractors (EWs) into their team in Workday Cloud (WCP). This reduces the need for the matrix-managers to rely on People Central, which are the highest volume of request.

Recognition: I received a recognition from The General Manager of HR Business Services People & Culture (Kylie Kelty) for making the “External Worker Onboarding” features easy to use for the matrix-managers.

nbn
Workday Email Notification Branding

Phase:
 Discovery, validation

Status:
Implemented in Workday

UX Research-Interviews | A/B testing | Notification’s UI guide | UX Content enhancement

- **Problem statement:** Worked in parallel with a CX Lead to investigate employees’ behaviours and preferences when viewing and reading the emails that were sent too frequent. And, whether the business unit banner is important as a key engagement and recognition in the email.
- **Approach:** We performed A/B testings with designs containing business banner and with just the **nbn/Workday** banner. Also tested with and without applying Workday GEL. The aimed was to measure users’ efficiencies, ensuring clarity of the content’s intent utilising Workday GEL and Job-to-be-done framework.
- **Findings:** The research validated that employees and leaders alike prefer a clear recognition on subject lines, formatted-short and precise body of content and actions they required to perform. Leaders preferred having an easy capability of approving simple Workday request from Outlook.

nbn
Workday ‘Time Off’ - Leave improvement

Phase:
 Discovery, validation, ideation, implementation

Status:
Implemented in Workday

UX Research-Interviews | Technical feasibility | UX Content enhancement

Problem statement: From the Manager Experience research, ‘Time Off’ worklet in Workday was second highest problematic worklet impacting employees and the Payroll.

Approach: A quick validation was conducted and yielded three ways to improve the employees’ understanding of their Leave entitlement:

- Make all company policy easy to understand,
- Education – make Leave policy & eligibility easy to access and visible,
- Improve usability of Time Off in Workday.

Improvement: We built the enhancements in Workday to include easy access of the Policy, simplified instructions, added meaningful guided text and validation messages, flagging excessive leave balance to managers, notifications to managers when leave gets adjusted and courtesy emails “Before you go and Welcome back”. Improvement from Payroll was also implemented (see project list below).

<p>nbn Digitisation of Parental Leave</p> <p>Phase: Discovery, validation, ideation, implementation</p> <p>Status: Implemented in Workday</p>	<p>Expert review Technical feasibility Prototype UX Content enhancement</p> <p>Problem statement: Parental leave was hidden in Workday resulting confusions to employees from the moment they wanted to apply to trying to find the policy. As a result, request to People Central was raised in high volume.</p> <p>Intent: To build an accessible parental leave feature and policy - I worked with tech team to discover technical feasibility.</p> <p>Improvement: Improved the visibility and the end-to-end experience from checking eligibility to applying for a parental leave through digitising and automated Parental Leave process within Time Off worklet in Workday. As part of the parental leave journey this work includes a set of “Keep-In-Touch” notification reminders.</p>
<p>nbn HSE PIVOT Modules Evaluation – Fleet inspection and ACM Removal</p> <p>Phase: Discovery, validation, enhancement, implementation</p> <p>Status: Implemented in Salesforce</p>	<p>UX Research-Interviews SUS survey workshop UX recommendation report</p> <p>Problem statement: To evaluate and gather feedback on HSE PIVOT modules usability.</p> <p>Intent: Mapped pain points for PIVOT modules for improvements by running online interviews with field-workers and delivery partners (DP). Partnered with HSE’s UX designer to run and analyse SUS survey and module outcomes.</p> <p>Outcome: Presented UX recommendations. Pain points gathered and grouped for future enhancements by workshoping with the product owner and tech lead of HSE team. (Steve Delacy and Neha Kalia).</p>
<p>nbn People Culture MSteam Bot</p> <p>Phase: Discovery, ideation, build</p> <p>Technology MSTeams AWS ChatBot AI</p> <p>Status: Developed & launched</p>	<p>Conversational UI & flow Front & back-end technical feasibility Branding Bot personality and avatar service blueprint guide</p> <p>Intent: As part of optimising self-service initiative, I was given an opportunity to work with front and back end engineers and architect illustrating possibilities of having a friendly and helpful chatbot in MSteam using Amazon LEX conversational technology as the back-end.</p> <p>Approach: I researched and designed the bot’s personality, avatar, conversation structure and flow that aligned to MSTeams UI based on Amazon LEX conversational configuration as the back end.</p> <p>Outcome: I produced a conversational flow blueprint based on data of top 5 topics employees looked in The Hub SharePoint . The bot has been launched with popular feature being used - the automated employees locker.</p>
<p>nbn Manager Job Requisition Process in Workday</p> <p>Phase: Discovery, ideation, implementation</p> <p>Status: Implemented in Workday</p>	<p>User research Expert review Technical feasibility Co-create Stakeholder Workshop Mock-up UX Content enhancement</p> <p>Intent: Derived from the ‘Managers Experience’ research outcomes – We improved visibility of hiring managers after raising job requisition to see the status of their request from the Recruitment team which, previously had been a big “blackhole” gap.</p> <p>Outcome: We built a clear end-to-end job-requisition process including a set of user-based notifications, announcement and alert.</p>

Summary of Clients and Successful Projects | 2014-2019

UniSuper

4Oct2018 - 8Feb2019

Business Unit

Members and Employees Experience

Technology

Salesforce
Practifi

Service design | CX Research & interaction design ideation

CRM - I led the discovery and the creation of the new '360 view dashboard of UniSuper members' to help improve members and employees experience viewing and interacting with the members' records in cloud-based CRM Salesforce-Practifi. Worked alongside stakeholders, BA and developers I visualised the information architecture and interaction-flow that integrates the services and functionality required by each business units.

PYS (Protect your super) - I led the discovery to unpack the scenarios and risks impacted superannuation members from the new legislation (with less than \$6k, inactive account and under 25 y/o. I created archetypes to help stakeholders understand the communication strategy of the current and future state for the impacted members.

Telstra & Telstra Health *

25 May 2016 - July 2018

Business Unit

Telstra and Telstra Health

Technology

Xamarin forms
Html / css
Pega System

Design leadership | Stakeholders management | Systems Design Thinking | CX & UX Research | Tech feasibility | Responsive UX & UI design | Accessibility & usability audit and testing.

- **HealthNow mobile app and website** - I designed and led the end-to-end HCD process integrating Australians' Medicare records, Care Plan, Travel GP and Hospital bookings capabilities into one app for both iOS and Android mobile app including the website.
- Conducted accessibility and heuristic validations and tests to optimise inclusivity.
- HealthNow app launched and is available in the Appstore. Sadly it will be retired in Oct 30th, 2023.

[Visit portfolio](#)

Status:

Built & launched.

Telstra Health: Care Plan Connect - Led and improved the experience of user registration process. Also improved data visualisation for the app.

Telstra Health: Travel GP - Led and improved the existing user registration process.

Telstra (Project STOA) - Led and improve the feasibility of an old, complex internal portal. Work involved including UX review, prepared detail wireframes, clickable prototypes, and design documentation development.

Telstra: Wideband - Worked with end users, improved and optimised efficiency of the complex B2B Wideband dashboard experience using PEGA System.

[Visit older portfolio](#)

Shine Technologies
16 Mar 2015 - 5 May 2016

Technology
Html / css

UX and interaction design consulting for big brand clients and internal energy products

Energy Australia (*clients*) - Involved in project consultation with client. Designed and produced EA Quote Tool's eDMs both desktop and mobile. Involved in Quote Tool's style guide and documentation.

Status: Implemented & launched.

Flybuys/Coles (*clients*) - Designed personalised recipe banner for Flybuys/ Coles EDMs. Mapped a customer experience journey to help improve Flybuys conversion rate. Improved some micro interaction issues for Flybuys website.

Status: Implemented & launched.

iSelect (*clients*) - Designed a wireframe for iSelect web app prototype.

SDR Standing Data Repository (*Shine's web app products*) - Designed a dashboard wireframe, logo and icons for one of Shine's energy products.

Quantify & Fixify (*Shine's web app products*) - Co-created user interface and built a style guide documentation for implementation and development.

Network Billing Validation NBV (*Shine's web app products*) - Co-created the wireframes and user interface. Led a hackaton challenge for development. Market Reconciliation System (MRS) – Co- created the wireframes. Designed MRS logo.

TeamStuff app (*Shine's mobile app product*) - Assisted the Lead UX in the creation of UI design enhancements.

VIC ICT for Woman partnership (*Shine products*) – Designed and produced a set of marketing materials for VIC ICT for Woman including a flyer, semi interactive infographic poster and presentation slides.

[Visit older portfolio](#)

Aquent – Websilk
2 Feb 2015 - 20 Feb 2015

Technology
Html / css

Status: Implemented & launched.

UX and interaction design for responsive website

[Australian Early Development Census](#) (Australian Government Department of Education) -

A short engagement for a specific education website enhancement project. Involved in website design from wireframing to implementation.

Facilitated and written a report for the 2 days usability testing held with education leaders and teachers.

Education Services Australia (ESA)

Dec 2013 – Dec 2014

Technology

Html / css

Status: Built & launched.

UX and interaction design

UX Design Thinking process for ESA – Introduced led the established of the UX framework and design thinking process to ESA.

[Visit portfolio](#)

Asia Education Foundation (*Australian Government Department of Education*)

Uplifted the entire website experience by working in a team and stakeholder from discovery to implementation. Designed and improved the information architecture, user interface design including producing sets of editorial illustrations.

'my future.edu.au' (*Australian Government Department of Education*) – Led

the design consultation with the stakeholders, thus uplifted the UI and the navigational experience for My Future's online Career Profile. My design has been a benchmark for today's enhancement.

My Skills (*Department of Industry, Innovation, Science, Research and Tertiary Education*) - Created ease-of-use solutions for 'student outcome by field of

education' resource page.

LunchBox Blitz (*Great South Coast Medicare Local*) – Led the creation of an

interactive participatory design proposal for healthy primary school lunchbox campaign and won the contract.

Career Path branding and web design (*Education Services Australia*)-

Performed UX research to create persona, IA through card sorting activity. Produced wireframe of the website design and brand identity exercise.

Parent Portal (*Australian Government Department of Education*)- Created a

conceptual design for brand identity, website design, editorial illustration and marketing collateral

ASQA – Performed a UX design solutions for ASQA's homepage.

(*Australian Skills Quality Authority*)

International projects | SINGAPORE

Kids Excel Scootle (*Kids Excel Singapore & Scootle Australia*) - Produced website design and editorial illustration

PAL Scootle (*Powering Active Learning Singapore & Scootle Australia*) -

Produced website design and editorial illustration

For Visual communication and digital publishing projects, visit:

<http://www.hasslilyhashim.com/visual-communication.html>

Appster Melbourne

Sep - Dec 2013

Graphic designer (non-paid work experience)

Created marketing collaterals

Facilitated UX Workshops for clients that would like to create an app

Malaysia projects

1999-2004

For information and International project list please, visit:

<http://www.hasslilyhashim.com/map-my-journey.html>

Clients' feedback from the past projects

Clients/Products	Feedback
<p>*Wolters Kluwer (WK) Product: Tax accounting CCH Integrator</p>	<p>Scope: Experience Research + UX/UI design for development March - Nov 2021 Product: Tax accounting CCH Integrator</p> <p><u>Hasslily asking for client's feedback for her performance review</u></p> <ol style="list-style-type: none"> 1. "Hi Hasslily, You will be pleased to know CCH Integrator's user interface has come leaps and bounds since we were last in touch. Using the wireframes you created last year, development has made significant progress, which enabled us to onboard customers to Alpha testing earlier this month. The team also did a live demonstration of the new UI to 8 customers earlier this week at a customer roundtable session. The feedback has been overwhelmingly positive!" - From Patrick Bogle - Product Manager - CCH Integrator, Enterprise Software WK 24 June 2022 2. "Lily was absolutely crucial to the redesign of CCH Integrator's user interface. During her time at Wolters Kluwer (from memory, around 2 months), she worked very closely with the Product team to ideate and define new user workflows by completely reimagining CCH Integrator's user interface. This included daily check ins and demos, and ongoing 1:1 meetings with Product team members that took ownership of each area. Lily was always patient, hardworking, and determined to meet deadlines." - Shared by OVO's HR, Jacqui Stoney via Slack as part of performance review feedback from the client 29 June 2022 <p><u>Hasslily was invited to engage with WK again to complete the CCHI design</u></p> <ol style="list-style-type: none"> 1. "Hasslily – Patrick or I will send you through an invite and we can get you back up to speed with where we left off last time we worked together. Thanks, Kim" - From Kim Olsen - Head of Product WK 3 Sept 2021 2. "Hi All, We are really excited to have @Hasslily Hashim from OVO back on board with WK from next Wednesday to assist with Project Mariposa's CCH Integrator redesigns!" - From Patrick Bogle 3 Sept 2021

***Australia Post**

Product: Store Order Reimagine Platform (SAP system)

Scope: UX/UI design for development

Latest update 2023:

"Hi Hasslily, hope you are well. SOR has been amazing we have switched off the old ordering system and now have 100% compliance. Was a slow burn but we did lots of training and marketing and it's been extremely positive. One Licence said it's the best thing Post has done for 20 years!" - From Kelly McAteer - Channel Supply Chain Manager - Australia Post | 28 Sept 2023 | via LinkedIn.

Hasslily asking for client's feedback for her performance review

1. Hasslily played a key role in helping us design the framework for a new order platform. - Shared by OVO's HR, Jacqui Stoney via Slack as part of performance review feedback from the client | 29 June 2022 |

Product went live - Update and feedback shared from the Snr Project Manager

1. "Hi Hasslily, Trust this finds you well and looking for to end of lockdown....Foundation Release of SOR went live today so I just wanted to thank-you for your earlier work to bring this project to life. Best Regards, Nigel" - From Nigel Edwards - Snr Project Manager - Australia Post | 20 October 2021 |

2. "...PVT has been successful! Sterling LPO successfully raised two orders – one via normal search with the second from a Hot Spot in a Catalogue. He was also able to print the order....the catalogues displayed immediately". In the process we did identify a few items, none of which are show-stoppers. So, a positive end to the week...Have a good weekend....Cheers" - From Nigel Edwards - Snr Project Manager - Australia Post | 29 October 2021 |

Completion of the project - feedback from the team

1. Thank you Hasslily !! been a pleasure working with you and we definitely have an amazing product coming to life, hope to collaborate with you again soon, take care. Many Thanks, KC" - From Karanjit Chandhoke - Head of Retail Supply and Logistics - Australia Post | 25 August 2021 |

2. Thanks Hasslily for everything, it is very exciting to see your work come to life and we have been receiving so much positive feedback. Take care and best of luck. Kind regards, Kelly" - From Kelly McAteer - Channel Supply Chain Manager - Australia Post | 26 August 2021 |

3. Thanks Hasslily, All the best for your family and for the future. You are a pleasure to work with. - From David Chin - Development & Composition Architect - Australia Post | 26 August 2021 |

4. Thanks, Hasslily and all the very best for your future endeavours. Hopefully - this is not the last time we shall see you! - From Sharbani Dhar - Design Director Operations, Australia Post | 26 August 2021 |

***Open Universities**

Australia (OUA)

Product I conducted UX research for : Enrolment experience reimagine

Scope: UX Research for strategic design

Completion of the project - feedback from the team

1. *"Hi Hasslily, Thank you for being kind and wanting to have everyone join the journey. You are a role model for wanting to help and add value... All the best at Bupa" - from Robert Sorensen | Head of Customer Experience OUA | 24 May 2022 |*
2. *"Thanks for being such a wonderful colleague to explore the enrolment space with!" - from Catherine Sietkiewicz - UX Content Design, OUA | 24 May 2022|*
3. *Hey Hasslily, your curiosity, passion for UX, active contribution in every discussion will be sorely missed. Thanks for all your hard work in setting-up the user interview process and relentless effort to make the interviews happen. I appreciate the positivity you bring to the table and always willing to participate and learn. All the best with your next endeavour." - From Ram Nathan - Enrol Product Manager, OUA | 24 May 2022 |*
4. *"Hasslily, Your passion and professionalism are an inspiration. I feel we didn't get to unleash your full talents. Thank you for your generosity to us" - From David Smart - Enrol Technical Lead, OUA | 24 May 2022|*
5. *"Bye Hasslily! Thank you so much for making me feel so welcome when I joined a couple of weeks ago and for putting so much time aside to bring me up to speed with everything you have been tirelessly working on over the past months. I'm disappointed I didn't have more time to spend absorbing all of your UX prowess before you departed, but no doubt everything you've managed to achieve in the short time you were here will set us up for success moving forward. All the best with your next role. We'll miss you! Cheers," - From Jeffry - Snr UX Designer, OUA | 24 May 2022 |*
6. *"Thanks for all your hard work on Enrol and all your contributions." - From Gabi - Front End developer Lead, OUA.*
7. *"Dear Hasslily, loved our conversations on user experience. Your journey - particularly the PhD - is of inspiration for me. All the best." - From Robbie Cappuccio - Head of UX, OUA | 24 May 2022 |*

***ORIGO EDUCATION**

Product I conducted UX research for : Enrolment experience reimagine

Role: Discovery for strategic design and delivery | Feb-Jun 2023

I had the pleasure of working closely with Hasslily, who is an exceptional UX designer with expertise in UX/UI, and the experience was nothing short of remarkable. The clear and helpful UX process implemented by the designer played an important role in the discovery phase of the project. With a transparent approach, she ensured that the client and the entire team were taken on an engaging design journey.

Throughout the collaboration, I witnessed that Hasslily was involved in meticulous planning and execution of the UX process. The designer's expertise in user journey mapping and wireframing provided a solid foundation, enabling the team to align their efforts and work towards a common goal. - From Neha Asher, Senior B.A for Origo project.

End of document.
