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UX Specialist

Visual and UI Design

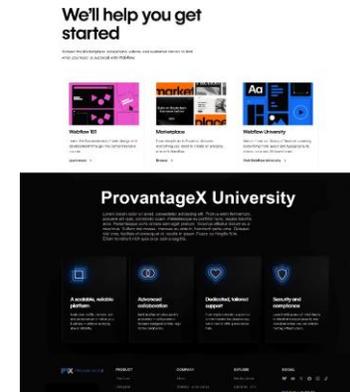
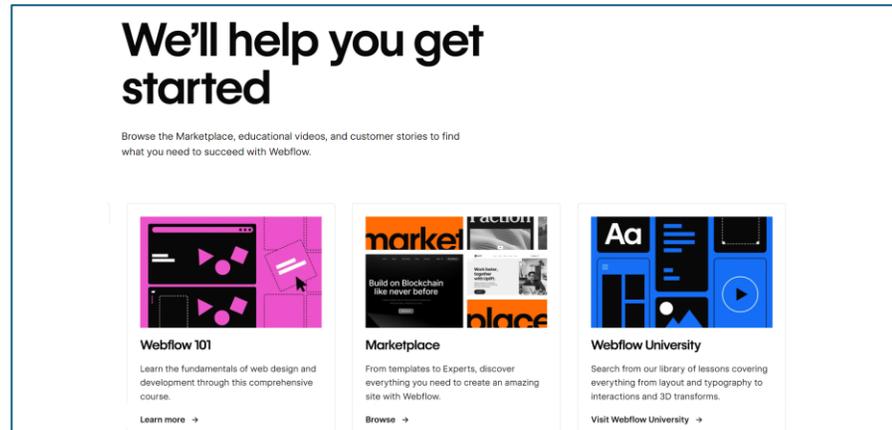
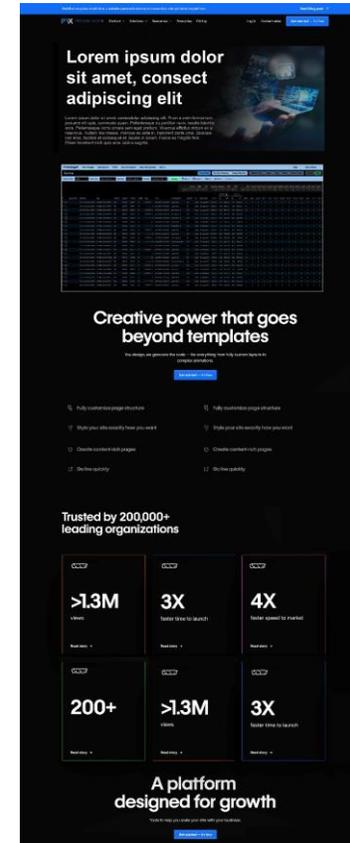
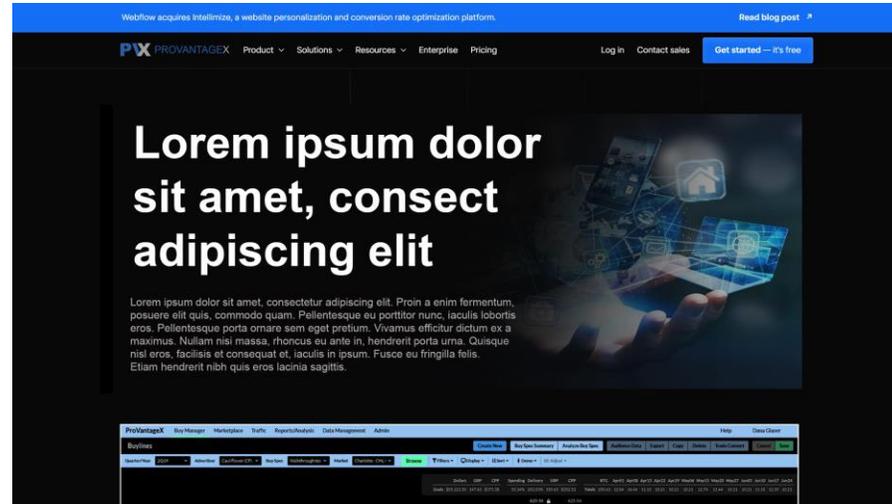
Research
Discovery
Strategy
Plan
Sketch
Prototype

Interactive Content Hub for Thought Leadership: PROVANTAGE X

Challenge: The company aimed to establish itself as a thought leader in the industry but lacked a centralized platform to showcase its expertise effectively.

Solution: Designed an interactive content hub that curated thought-provoking articles, whitepapers, and case studies. Implemented multimedia elements such as videos and infographics to enhance engagement. Leveraged storytelling techniques to create a narrative arc that guided users through the content journey.

Result: Elevated brand perception as a thought leader in the industry. Increased inbound traffic to the content hub and improved user engagement with the company's thought leadership initiatives.

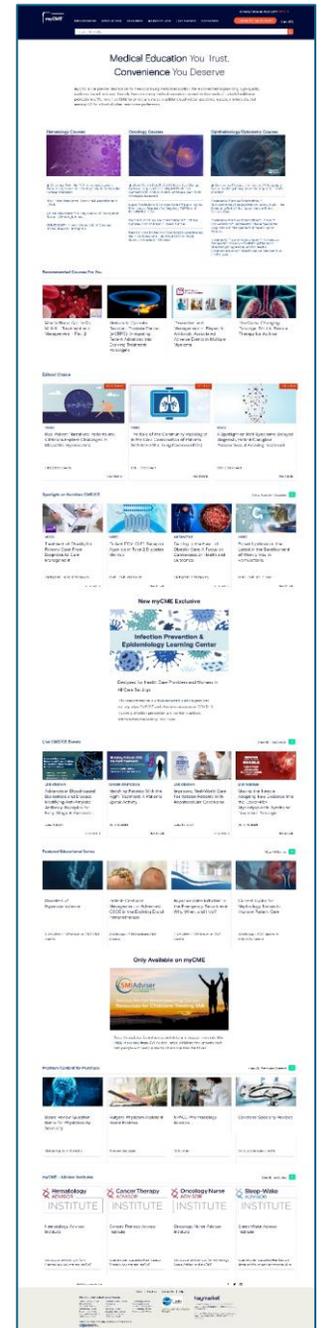
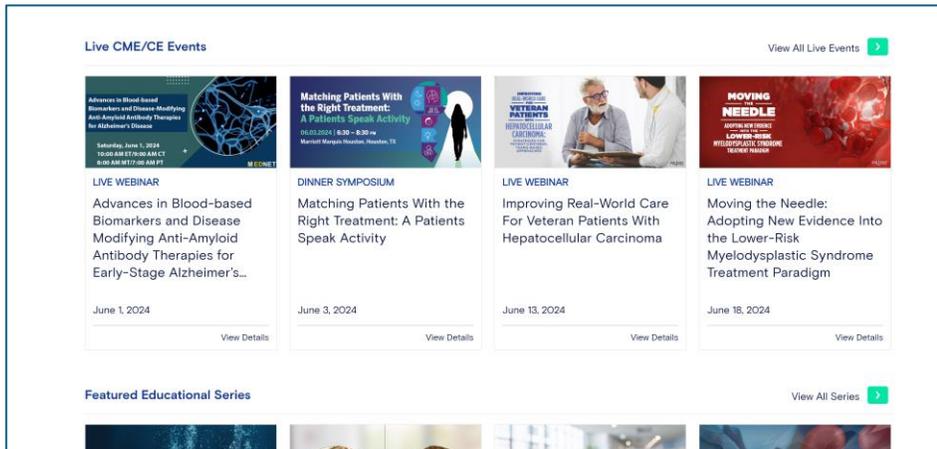
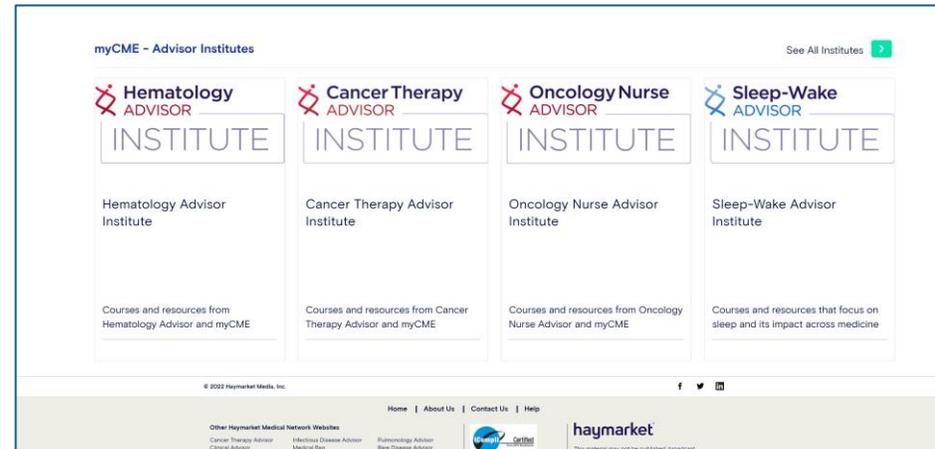
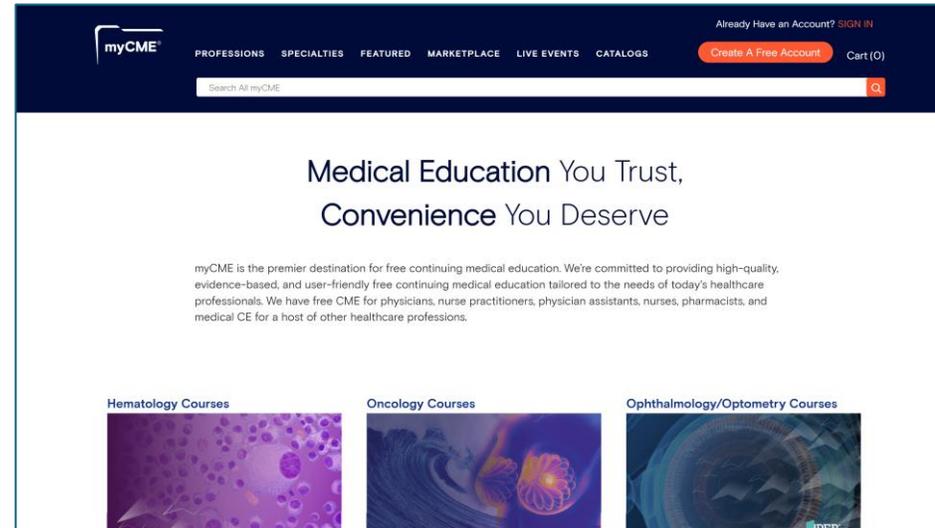


Product Knowledge Base Overhaul: Haymarket Media - MyCME

Challenge: The existing product knowledge base lacked structure and consistency, making it challenging for users to find information efficiently.

Solution: Conducted a content audit to identify gaps and redundancies in the knowledge base. Restructured the information architecture to align with users' mental models and workflow. Designed a visually cohesive interface with clear navigation pathways and intuitive search functionality.

Result: Reduced support tickets related to product inquiries. Increased user satisfaction with the knowledge base's usability and accessibility.

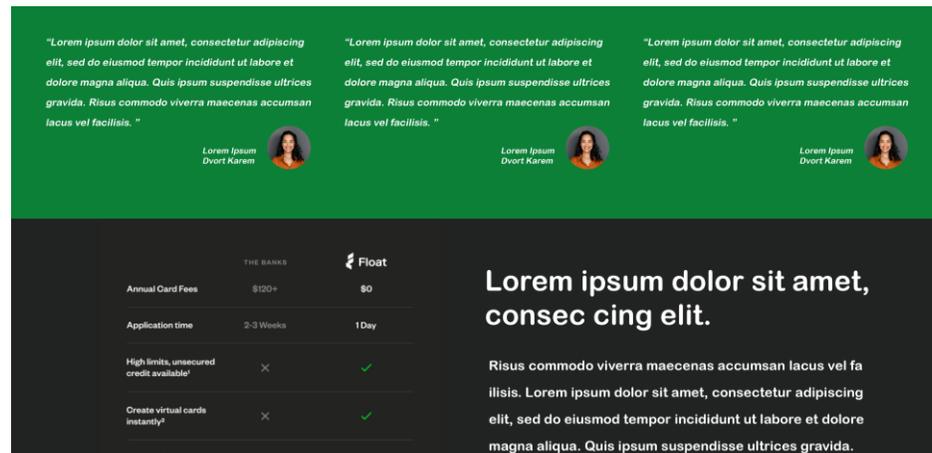
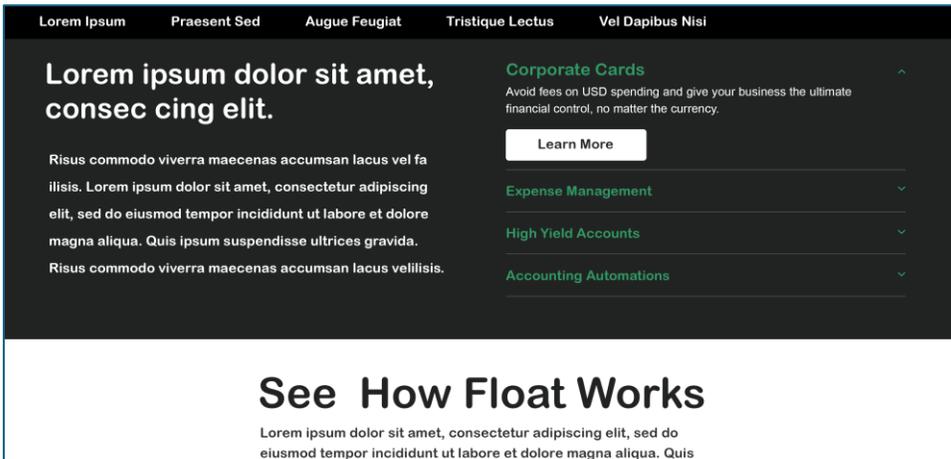
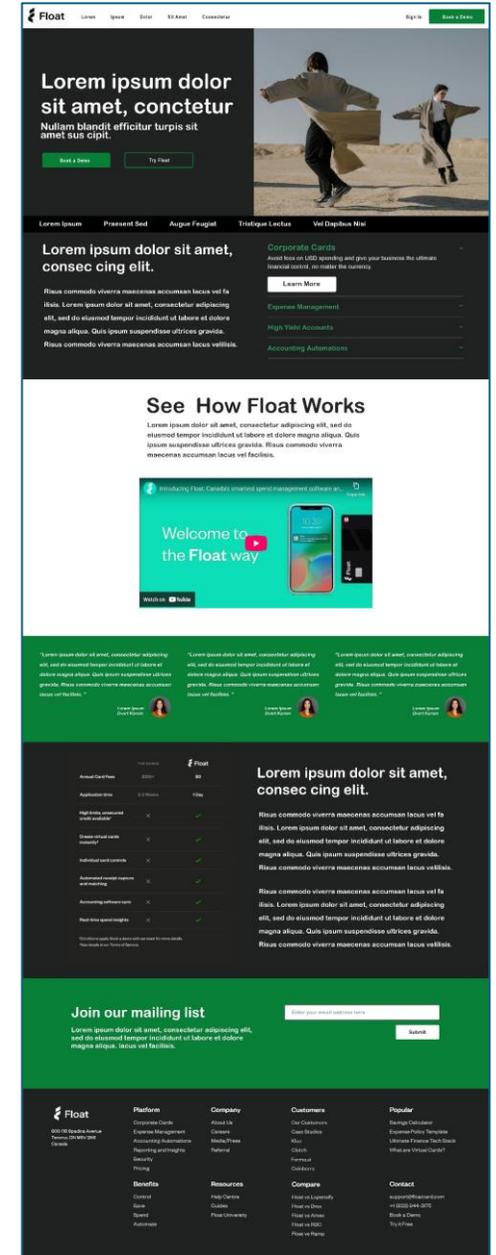
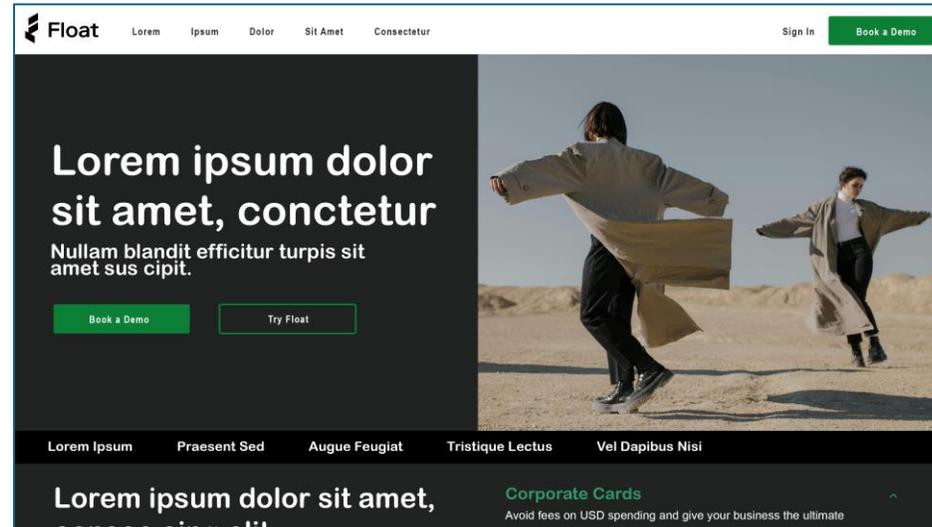


Content-Rich Resource Center Revamp: Float

Challenge: The resource center was cluttered and difficult to navigate, hindering users' ability to find relevant content.

Solution: Conducted user research to identify pain points and preferences. Redesigned the resource center interface to categorize content effectively and improve discoverability. Implemented filtering options and a robust search functionality to enable users to find content tailored to their needs easily.

Result: Streamlined user journey, leading to increased content consumption and engagement. Improved user satisfaction with the resource center's usability and organization.



Company Intranet Redesign for Enhanced Engagement: Walmart

Challenge: The company's intranet lacked visual appeal and struggled to engage users effectively

Solution: Redesigned the intranet interface with a focus on user experience and content accessibility. Implemented a clean and intuitive layout that prioritized readability and navigation. Incorporated features such as related posts and interactive elements to encourage exploration and prolong user engagement.

Result: Increased user engagement metrics, including higher average time on page and lower bounce rates. Positive feedback from users regarding the improved readability and navigation of the intranet.

