

ROBYN *boyer*

UX DESIGNER WITH A PASSION FOR RESEARCH





Working with my team on the Amazon Explorer project. Indiana University - Bloomington. Fall 2012. Photo: Yizhou Pan.

About me

My journey into design began during my junior year of college. I was in my statistics class, when I had an epiphany, realizing the path I was heading down was not for me. I had yet to explore what I was truly passionate about. After some soul searching, I realized two things: **I enjoyed solving problems, and I loved creating things.** I then started searching for a career that would challenge me while allowing me to express myself creativity; this led me to the world of HCI.

As a designer, your basic practices do not change, however, it's the thrill of exploring a problemspace that allows growth...and this is what attracts me to HCI. Overall, I am passionate about design and research and **I want to use my creativity to collaboratively develop solutions that will impact a wide range of people.**

I am currently based in the **Charlotte Metro** area, working for **Salesforce's Customer Success Group team.** I utilize my talents as a senior designer to enhance the mobile and desktop experiences for our provider B2B customers, with an emphasis placed on the healthcare and home improvement customers.



FUTURISTIC



ADAPTABLE



STRATEGIC



Design Process



Through my career, I have found that design does not follow a linear process, rather the needs of our customers shape how we land upon a design solution. Below you will find some of my favorite tools to utilize when exploring a problemspace.

PROBLEM FRAMING THRU EXPLORATION

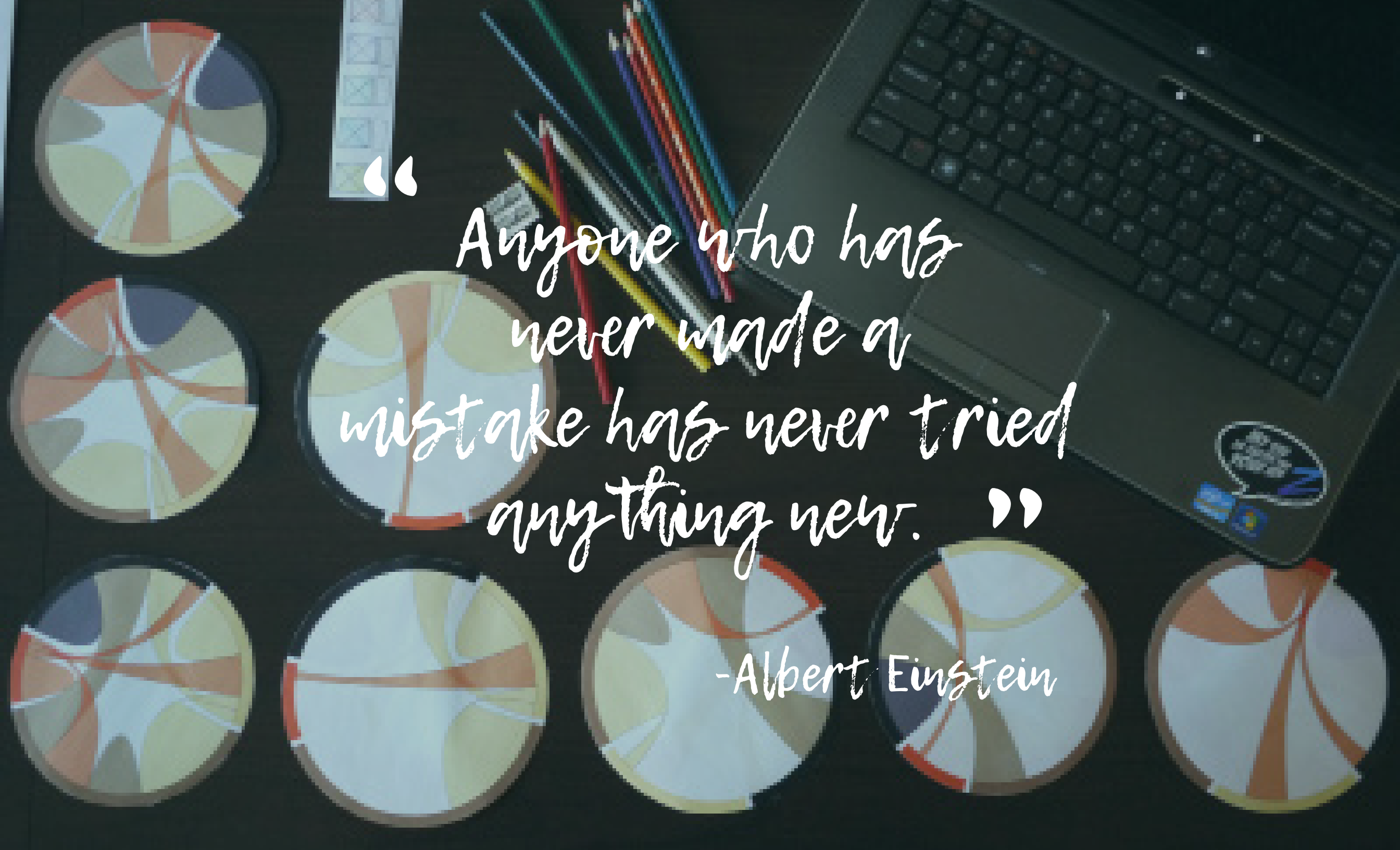
- Affinity Diagramming
- Card Sorting
- Contextual Inquiry
- Ethnography
- Interviews
- Persona & Scenario Development
- Sketching

CONCEPTION AND PROTOTYPING

- Arduino (Uno/LilyPad)
- Elito Method
- Paper Circuits
- Paper Prototypes
- Storyboarding
- Wireframes

EVALUATION AND LAUNCH

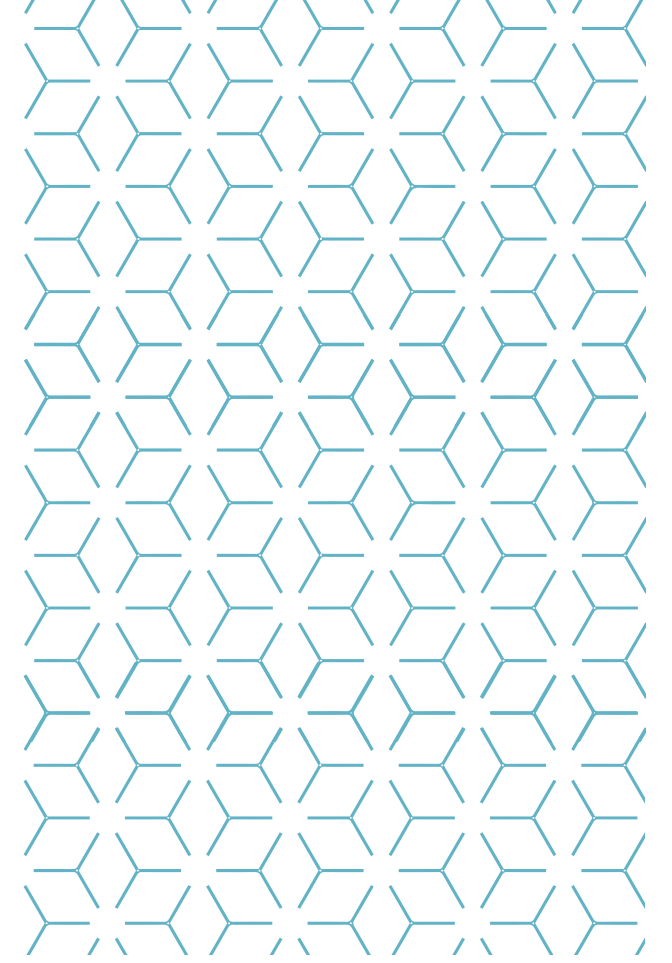
- Design Critiques
- Focus Groups
- Usability Testing
- User Acceptance Testing



“

Anyone who has
never made a
mistake has never tried
anything new. ”

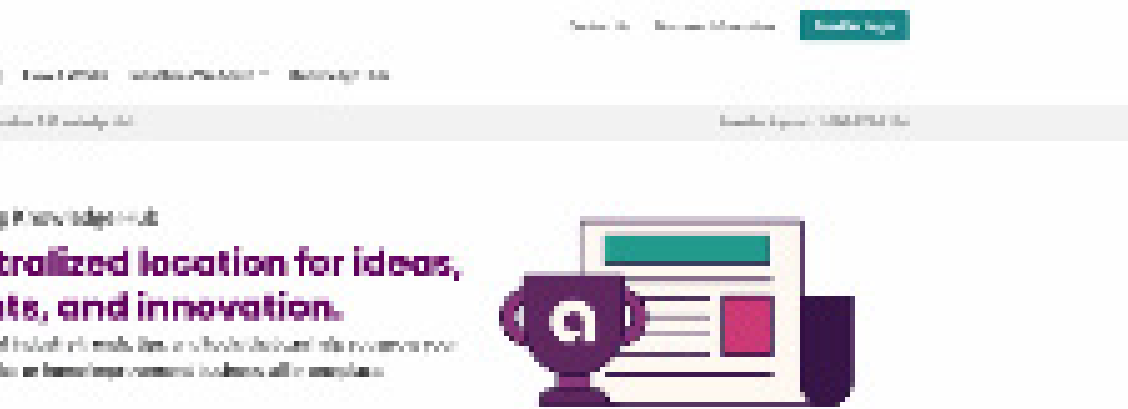
-Albert Einstein



DESIGN

study



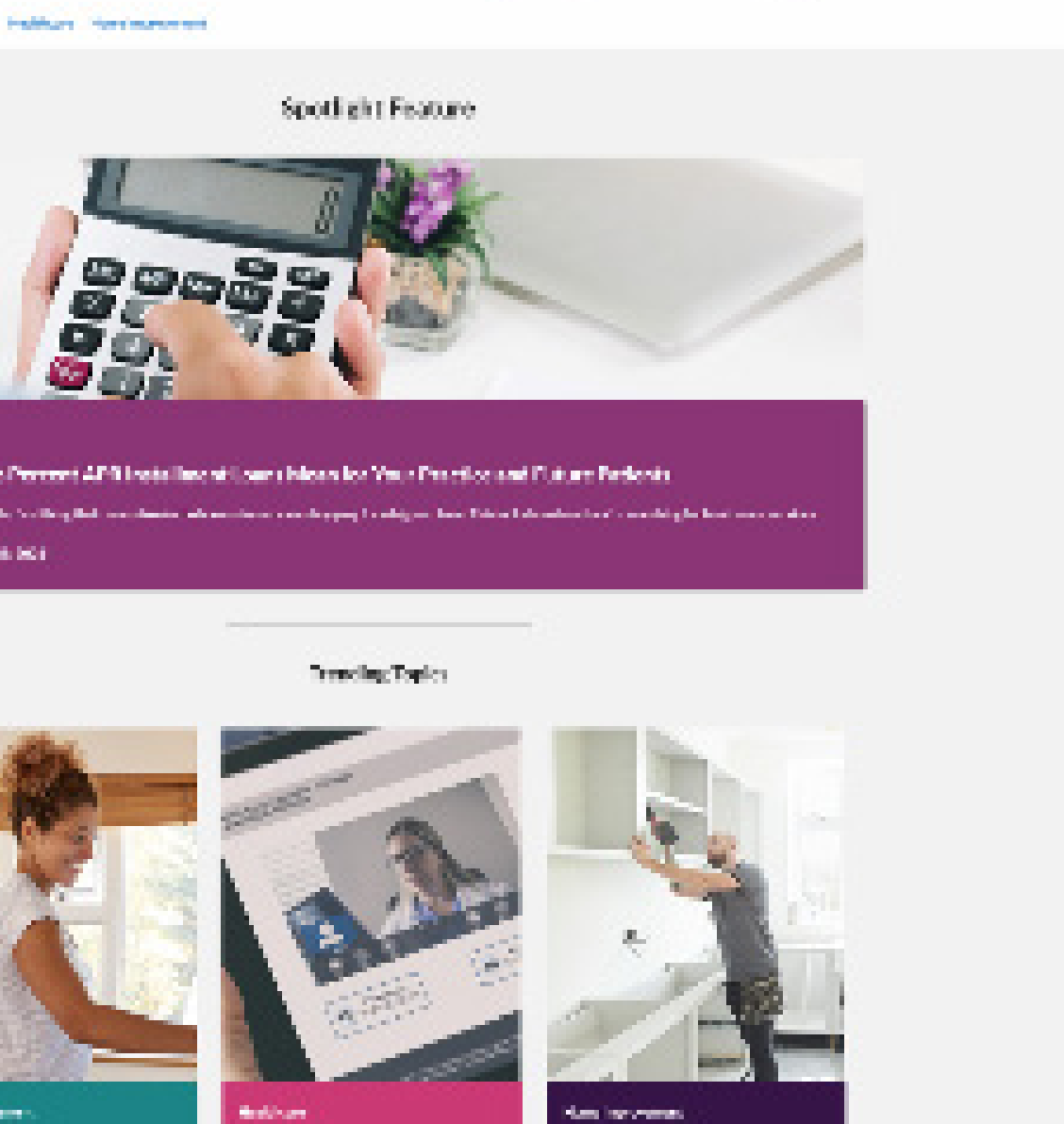


ALLY LENDING KNOWLEDGE HUB

Lead Designer • Content Author

The Ally Lending Knowledge Hub is a project I am currently working on. Our team is working to redesign the treatment of the provider prospect B2B articles on Ally's storefront, with an emphasis being placed on Home Improvement and Healthcare.

For this project, I serve as both the design lead and content author. My key responsibilities included partnering with the content strategy team to design the new experience, building the design using Adobe Experience Manager, working with the Creative Services team to create new icons and hero images, and publishing the page when its time to go live. I am also responsible for driving our design meetings and engaging with stakeholders.



THE SCOPE.

The Ally Lending Marketing Team needs a single destination to house B2B articles. The team wants to provide Healthcare (HC) and Home Improvement (HI) provider prospects with a centralized area to explore leading insights and trends.

TARGET AUDIENCE.

Provider prospects in the HC and HI industries who are considering working with Ally Lending

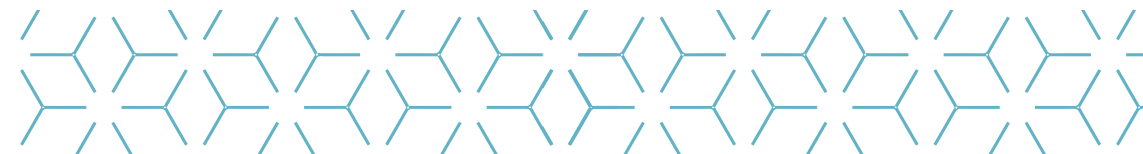
Provider prospects who are looking to understand trends within the HC and HI industries

Provider prospects who may or may not be ready to start a lead form

“Buyers actively seek out brands where trust and helpfulness have been established and *are more likely to purchase from brands whose content they’ve engaged with.”*

“Content is KING! It plays a significant role in the B2B buyer's journey.”

“The average customer engages with *3-5 pieces of content* before talking to a sales rep.”



Ally Lending News media, recognition, and industry insights.



News and Press Insights More Articles

See Our Financing Options

News and press.



How Does a Personal Loan Impact Your Credit? Martha Stewart

When it comes to taking charge of your finances, a personal loan can be a good option. You can use personal loans to consolidate debt, get a better interest rate than credit cards, or cover one-time expenses.



Ally Lending And Western Dental Team Up To Make Dental Care Affordable Next Smile Dental

Ally Lending, the personal lending arm of Ally Bank, a subsidiary of Ally Financial Inc. (NYSE:ALY), recently announced its availability of financing solutions for patients of Western Dental & Orthodontics, a national leader in dental and orthodontic care and one of the largest Dental Service Organizations (DSOs) in the country.



How Providers Can Partner with Patients to Help Finance Fertility Solutions Future of Personal Health

One in 8 couples struggles with infertility. With hopes of building a family, many couples turn to expensive fertility treatments. Basic in vitro fertilization (IVF) costs \$12,000 and is typically paid for out-of-pocket.



Why Oral Healthcare Providers Need a Responsible Patient Financier Future of Personal Health

Oral health services are essential. From fillings and crowns to implants and orthodontics, a patient's overall health and well-being relies heavily on their oral health. But for many dental services, a considered obstacle by insurance and those for cost.



Sezzle CEO: 'We Don't Think Credit Is A Four-Lettered Word' PYMNTS

The field of buy now, pay later (BNPL) offerings has become crowded over the last year with new products, big partnerships and massive funding rounds. The race is on to stake a dominant claim in the newly exploding market.



Americans Choosing Home HVAC Upgrades to Improve IAQ, Comfort, Energy Efficiency The NEWS

In the spring, the outlook for the HVAC industry like the rest of the economy, seemed dim.

Businesses we've helped grow. We can do the same for you.



Insights from our in-house experts.

Healthcare Home Improvement



What Zero Percent APR Installment Loans Mean for Your Practice and Future Patients

Find out how 0% APR installment loans can benefit both your business and your patients.



An Eye on the Future: 5 Technologies Transforming Healthcare

Learn about 5 technological advancements that are reshaping the future of healthcare.



How You Can Grow Your Cosmetic Procedure Practice with Patient Testimonials

Attract more clients by leveraging the power of patient testimonials.



Free to Be You: How Cosmetic Procedures Promote Body Positivity

Uplift your patients by honing in on the confidence boost associated with cosmetic procedures.



Awesome Healthcare Marketing Ideas to Attract More Patients

Expand your business on the advertising in more clients with these 5 digital marketing tips.



How Cosmetic and Plastic Surgeons Can Manage Client Expectations

Read about how to set post-procedure expectations with cosmetic healthcare patients.



The Rise of 'Treatments,' Millennials, and Cosmetic Procedures

Check out the most popular cosmetic services among millennials.



Another No-Show? Try Boosting Healthcare Appointment Attendance With These Tips

Learn about the true costs of missed appointments and how you can increase patient attendance.



How Healthcare Providers Can Continue to Strengthen Telehealth Services

Check out tips to maintain momentum and successfully grow your telehealth solutions services.



6 Ways Cosmetic Procedure Centers Can Increase Their Male Clientele

Get tips on ways you can attract new male clients for cosmetic procedures.



Zoom Boom! The Demand for Cosmetic Procedures Is Here to Stay

Find some helpful tips to navigate the growing demand for clients to stay camera ready.

Recommended reads about financing trends and beyond.

We're fluent in financing so we know how to talk to your customers. We provide industry leading advice and tips about financing for all your projects or healthcare needs.

Diy, Decks, and Smart Tech: 11 Home Improvement Trends

A corner office, kindergarten classroom, Pilates studio, and your new favorite restaurant: Home has taken on a whole new role for several in people's lives.

Repair and Renovate: 6 Ways to Finance Your Home Improvement Project

Whether it's a faucet or a full-on remodel, you've decided it's time to give your home a little extra TLC.

Need to Pay for Healthcare Costs? What to Know About Medical Loans and Medical Credit Cards

Even if you have an emergency savings fund — you can avoid dipping into it for healthcare expenses with a couple financing options.

Insights from our in-house experts.

Healthcare Home Improvement



Home Repairs That Maximize Resale Value

Check out the top home improvement projects that maximize return on investment (ROI) for homeowners.



Millennials Are Embracing Fiber-Uppers, Here's How You Can Help Them

Discover how to adapt to the growing number of millennials looking to renovate their new and existing homes.



Building a Better Home Improvement Business with a Strong Network

Get tips on fostering business relationships to help expand your company's reach.



Digital Renovation: 5 Strategies to Build Your Home Improvement Company

Take down these 5 strategies to help grow your business online.



5 Home Preventative Maintenance Projects for the Summer Months

Find out the top home repair projects to perform during the summer.



6 Ways to Foster Positive Word of Mouth for Your Home Improvement Business

Gain positive referrals for your business with these 6 tips.



How Home Improvement Providers Can Expand Their Services With Sofisticating

Expand your business by offering sophisticated services. Start with these popular landscaping trends.



Critical Repairs That Contractors Can Help Homeowners Budget For

Learn how you can help homeowners afford repairs that they typically forget to budget for.



Smart, Smart Home — Why Smart Home Technology is the Next Frontier in Home

Foster these high demand smart home renovations into your home improvement business.



4 Qualities Homeowners Value in a Home Improvement Provider

Take heed of the top qualities homeowners seek in a home improvement provider.



The Top 3 DIY Mistakes Contractors Have to Fix

Understand the top reasons homeowners will skip do-it-yourself projects, so you can better market your services and financing options for those with unexpected costs.



Your Financial Toolbox: Why Flexible Funding Options Are Essential for Contractors

Discover the top reasons flexible financing options could help you and your clients.



6 Tips for Contractors Navigating a Material Shortage

Learn different strategies to keep your projects moving forward when products are running low.



How Contractors Can Organize and Optimize Change Orders

Take a look at ways you can effectively guide homeowners through the change order process.

Recommended reads about financing trends and beyond.

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Diy, Decks, and Smart Tech: 11 Home Improvement Trends

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Need to Pay for Healthcare Costs? What to Know About Medical Loans and Medical Credit Cards

Even if you have an emergency savings fund — you can avoid dipping into it for healthcare expenses with a couple financing options.

Your goals. Our solutions.

We've built our financing solutions to tailor to the needs of your customer while growing your business. Learn more about our financing options across healthcare, home improvement, retail, and auto industries.

Until Q1 2022, trending HC and HI insights are housed on Ally's Media and Recognition page. Between the two verticals, there are 25 articles with plans for the Marketing team to add 6 new artifacts each month throughout 2022.

DESIGN CONSTRAINTS.

- Design system: limited to components available in Adobe Experience Manager
- Design needs to accommodate quick updates as new content is released
- Easy for prospects to browse between articles
- Designing for the known-unknown
- Updates are being made to both the styling guide and Community Hub

DESIGN PROCESS.

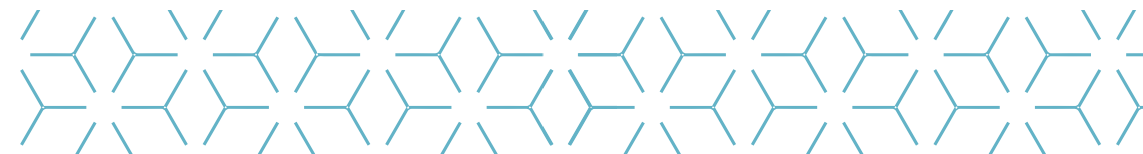
PROBLEM FRAMING

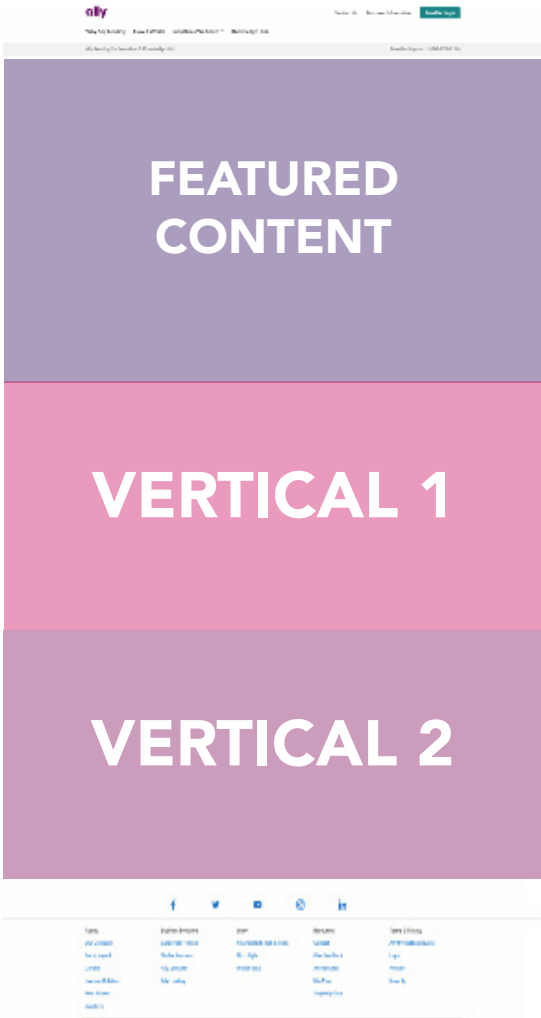
Stakeholder Interviews, Content Evaluation, and Design Critiques

CONCEPTION AND PROTOTYPING

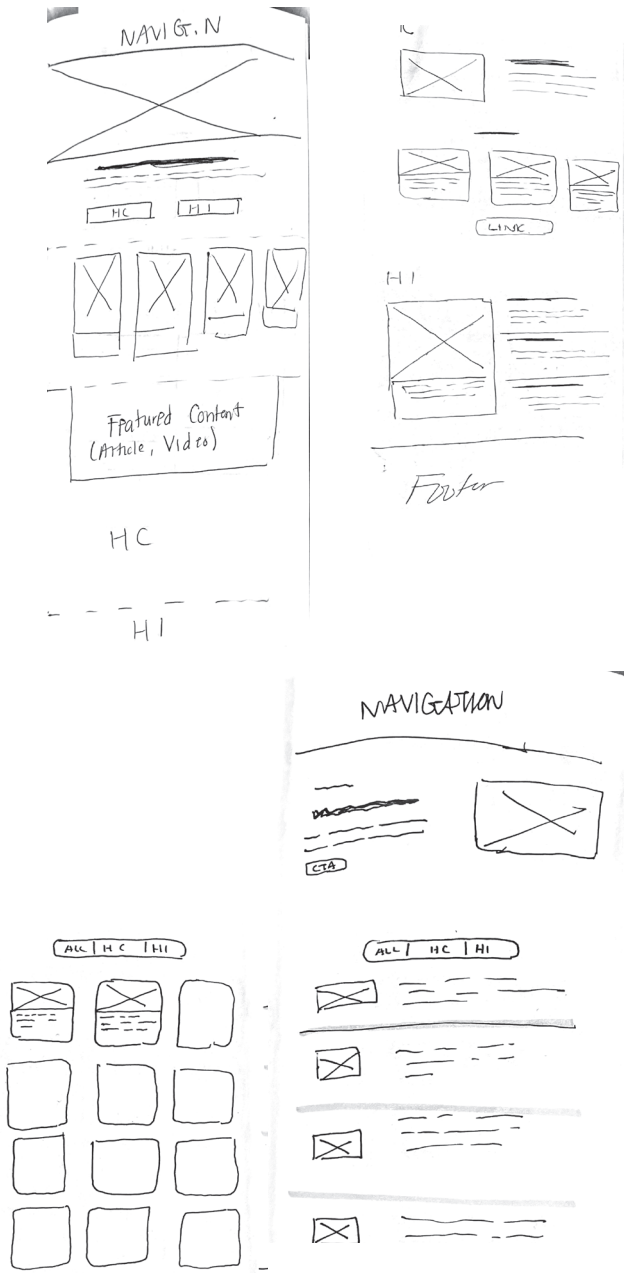
Sketching, Wireframes, Design Critique, Iterations

Ally needs a single destination to house B2B articles to provide HC and HI provider prospects with a centralized area to explore leading insights and trends.

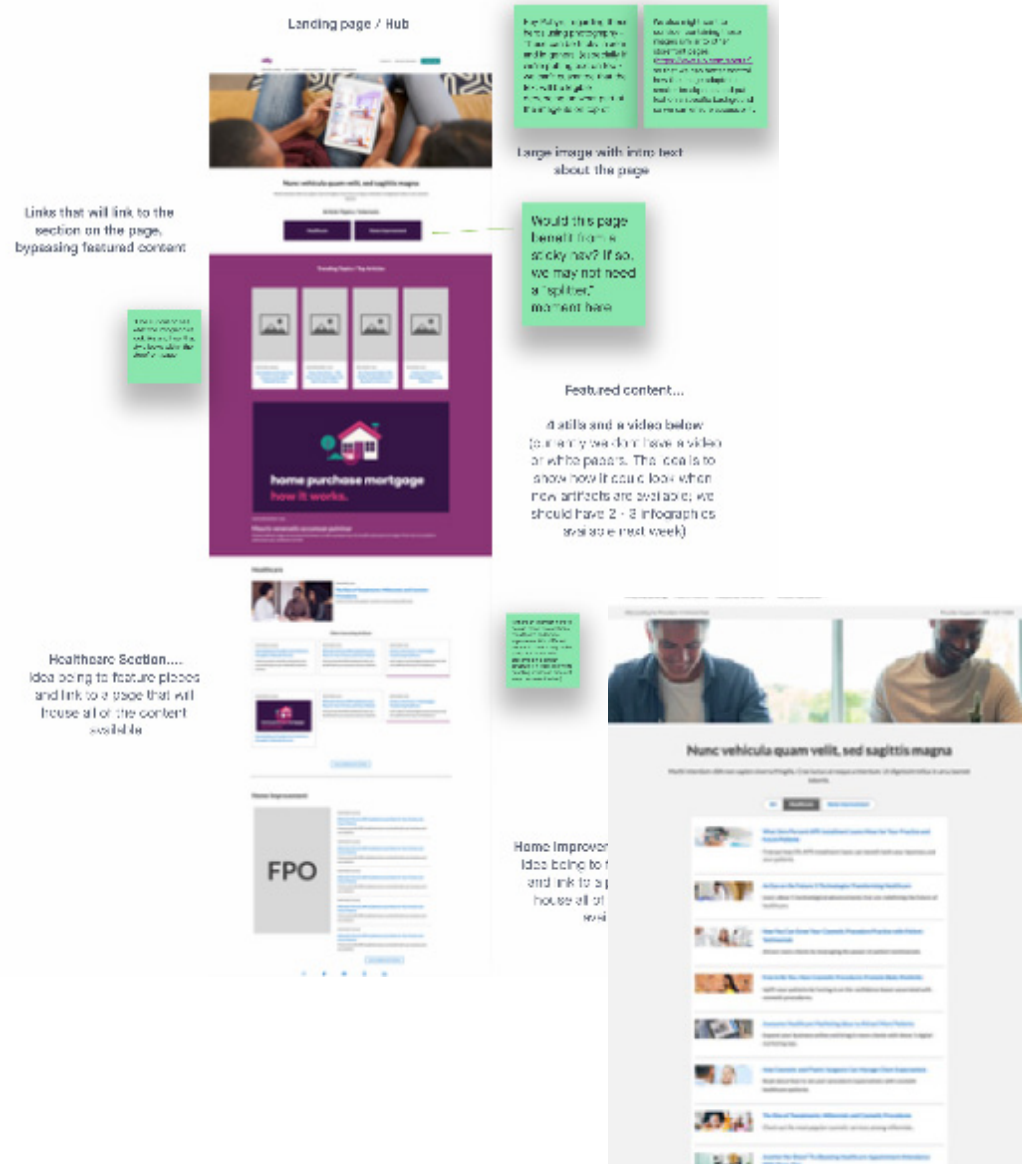




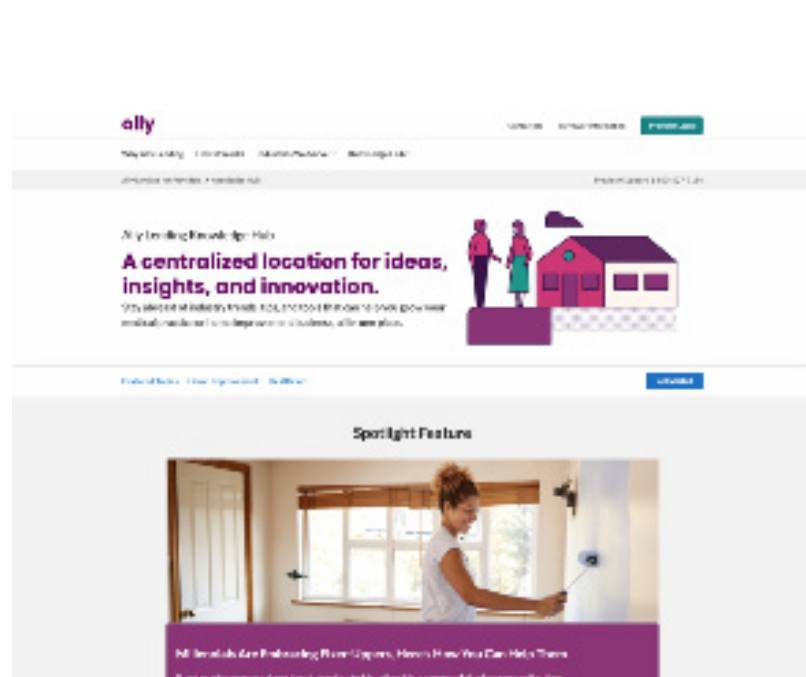
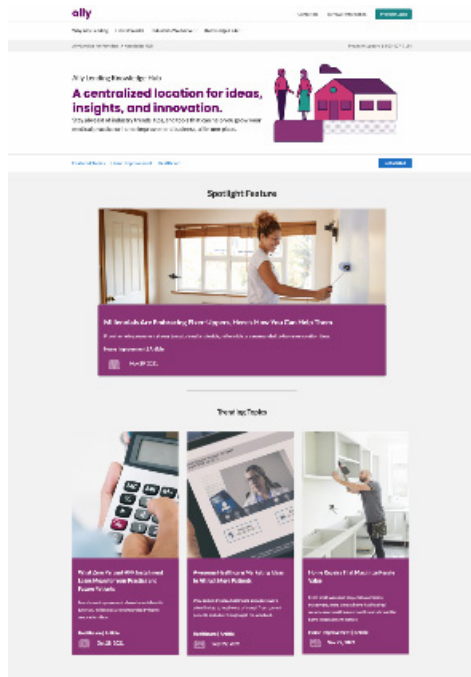
Page layout breakdown



Sketches from white boarding session with Reboot Squad (Product Owner, Content Strategy, Information Architect, and UX Design).



The team explored two concepts: a one-page experience that would featured all of the available content on one page, with a filter to narrow in a specific industry (inlet); and a multi-page experience that would have a landing page to tease content and pages for each industry that would house all of the content for that topic.



Home Improvement



The Top 10 DIY Home Renovation Ideas to Try
 From the most popular to the most innovative, we've got you covered with the top 10 home renovation ideas to try in 2024.
 Home Improvement | 10 min read

New topics in focus



How to Pay for your Home
 From the most popular to the most innovative, we've got you covered with the top 10 home renovation ideas to try in 2024.
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New in Health Insurance

Healthcare



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(Left - right) Proposed Design for the Ally Lending Knowledge Hub landing page; Featured content, highlighting four pieces of content; Vertical sections for each industry.

The latest in home improvement.

How to Get the Most Out of Your Home Inspection

Learn how to get the most out of your home inspection. From what to look for to how to handle the results, we've got you covered.

View 14/11/21

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View 14/11/21

Ready to offer home improvement financing?


Apply for a home improvement loan today.


NO FEES TO OPEN YOUR ACCOUNT


APPLY ONLINE OR VISIT A BRANCH


FAST APPROVAL PROCESS

Apply today for home improvement financing.

 Nov 29, 2021

 Oct 28, 2021


 Oct 28, 2021



Digital Renovation: 5 Strategies to Build Your Home Improvement Company

Take down these 5 strategies to help grow your business online.


Article Sept 3, 2021



5 Preventative Maintenance Projects for the Summer Months

Find out the top home repair projects to perform during the summer.

Article July 30, 2021




6 Ways to Foster Positive Word of Mouth for Your Home Improvement Business

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Healthcare




Free to Be You: How Cosmetic Procedures Promote Body Positivity

Uplift your patients by honing in on the confidence boost associated with cosmetic procedures.

Article Sept 3, 2021

Healthcare




Awesome Healthcare Marketing Ideas to Attract More Patients

Expand your business online and bring in more clients with these 5 digital marketing tips.

Article Sept 22, 2021

Healthcare



How Cosmetic and Plastic Surgeons Can Manage Client Expectations

Read about how to set post-procedure expectations with cosmetic healthcare patients.

Article Nov 15, 2021

(Left - right) Proposed Design for the vertical pages in the Ally Lending Knowledge Hub; Articles are featured in cards and will use iconography, labels, and color to reinforce the medium customers are engaging with.



Home/Topic/Healthcare/Healthcare

Spotlight Feature



Article
What Your Present CFO Tells You About Your Practice and Future Patients
Practice CFOs can tell you a lot about your practice's financial health and future success.

Trending Topics

<p>Healthcare How to Build a Successful Practice Learn from the Top 100 Practices</p>	<p>Healthcare Awesome Healthcare Marketing Ideas to Attract More Patients</p>	<p>Healthcare How to Manage Your Practice's Cash Flow</p>
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Healthcare

Article
How to Build a Successful Practice
Learn from the Top 100 Practices

New Topics in Focus

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View all articles

Home Improvement

Article
The Best of 2021: Home Construction Industry

<p>Home Improvement The Best of 2021: Home Construction Industry</p>	<p>Home Improvement The Best of 2021: Home Construction Industry</p>	<p>Home Improvement The Best of 2021: Home Construction Industry</p>
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Read about how to set post-procedure expectations with cosmetic healthcare patients.

Article
Nov 15, 2021

As various content is added, color will be used to help distinguish the type of artifact users are engaging with.

LAUNCH AND EVALUATION.

The Ally Lending Resources center went live March 2022

Page sessions

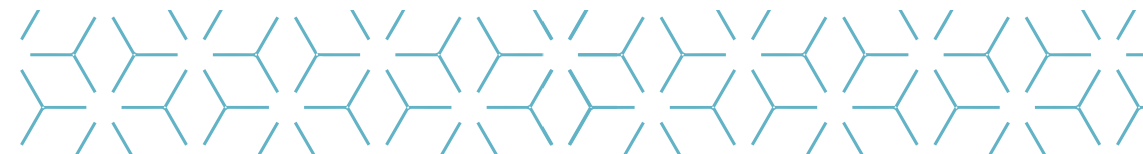
We are taking a look at the average number of pages a person views during their interaction with the knowledge hub

Clicks on articles + Lead form starts

What content are visitors engaging with? What's trending and what is being seen as valuable knowledge?

Ease of navigation

Are providers able to easily find the Article Hub? Are they able to engage with content?



NEXT STEPS.

Additional Verticals

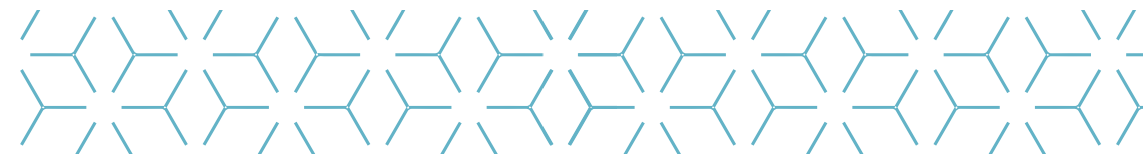
There are plans to release content for Auto, Retail Services, and to pull Cosmetics up from Healthcare and into its own vertical.

Component enhancements for storefront

As more content is added to the hub, pagination and filtering will become important. Currently there are 25 articles across the two verticals; marketing has plans to release 3 new articles for each vertical each month in 2022, along with infographics, case studies, white papers / industry reports, and eBooks by the end of Q4.

Styling updates

Ally's storefront is currently being updated with new style treatment guidelines (iconography, photography, illustration styles, etc.) and Ally's blog, Community Hub, is going through a design overall. The Knowledge Hub will need to be updated to feature the new recommendations.





Thank you!

Questions?



Contact me

TO LEARN MORE ABOUT MY WORK



ROBYN.BOLER25@GMAIL.COM



704-458-0245



Portfolio Sample

A preview of projects I've worked on, highlighting my role, approach, and key outcomes in a concise format.

Case Studies

An in-depth look at select projects, detailing challenges, strategies, and results for a deeper understanding of my work.

