Lynnette Colalillo
UX Portfolio
**Client:** Wheel Pros  
**Project:** Digital Product Transformation & Design System  
**Example:** Various screens representing application redesign

Led UX engagement at Wheel Pros for over a year, conducting UX Research and Design for the modernization of several digital products, including a Unified Dealer Experience B2B Salesforce Application (show in screens above). Research interviews and feedback analysis were conducted with internal stakeholders and customers to uncover challenges and wishes. Helped to standup Agile UX during this engagement, working closely with business, product, and development teams on implementation and release cycles.
Client: Bandera Electric  
Project: UX Research and UI Design  
Example: Research outputs / UI enhancements

Led UX engagement at Bandera Electric for three months, conducting in depth interviews with customers to understand current challenges with the Bandera Apolloware residential mobile application, have the customers review and give feedback UI enhancements. The feedback was then analyzed to produce a comprehensive report with User Personas and customer behaviors, as well as recommendations for UI enhancements and features prioritized with Bandera stakeholders. The UI was then revised based on the prioritized feedback for implementation. User stories were written with details and wireframes to prepare for implementation.
Client: Chubb PRS
Project: Application Redesign (Agent Experience)
Example: Various screens representing application redesign - selected design approach

Worked with Chubb insurance for six months to transition and redesign a 30 year old desktop application to an online and modern application. Research interviews were conducted with agents. Several rounds of prototyping, designing, and testing. Supported agile development, working closely with business, product, and development teams on implementation and release cycles.
Client: Chubb PRS
Project: Application Redesign (Agent Experience)
Example: Dashboard / Conversational Design approach - v2

Worked with Chubb insurance for six months to transition and redesign a 30 year old desktop application to an online and modern application. Research interviews were conducted with agents. Several rounds of prototyping, designing, and testing. Supported agile development, working closely with business, product, and development teams on implementation and release cycles.
Client: Chubb PRS  
Project: Application Redesign (Agent Experience)  
Example: Agent Dashboard and Quote Options - v3

Agent experience concept to align with marketing branding - a more simplified and visual approach.
Client: Chubb PRS  
Project: Application Redesign (Consumer Experience)  
Example: AI Concept Design - 90 second quote - B2C approach

Redesign a Direct to Consumer experience for Chubb Insurance new customer on-boarding, using an advanced AI concept that would leverage several technology integrations to allow for speed of data entry and speed to quote for the consumer.
Client: ALKERMES PHARMA
Project: LYBALVI Now Approved website
Example: Homepage desktop and mobile wireframes and visual design
Client: ALKERMES PHARMA
Project: LYBALVI Now Available website
Example: Homepage desktop and mobile wireframes and visual design
Client: ALKERMES PHARMA
Project: L YBALVI Now Approved website sitemap
Client: Commvault
Project: Salesforce Partner Portal Implementation
Example: Support Processes Service Design Blueprint

Conducted internal research to document support processes for Salesforce implementation of a partner portal. Blueprint served as a working document to support business analysis and process as well as creation of POC user stories for implementation.
Client: Slalom
Project: Business Transformation Enabled by Cloud
Example: Presentation Playbook

Client: ADP Small Business
Project: 401(k) Enrollment
Example: Mobile App Design

UX Design for a new mobile application reworking the existing desktop 401(k) enrollment process to a streamlined and modern approach.
Client: ADP Small Business
Project: Retirement Application
Example: Desktop Application screens for Retirement products

Desktop retirement dashboard redesign. The left screen showed the initial dashboard, and the right screen shows the improved ADP Retirement Dashboard experience. The approach was to regroup relevant content on the screen to create snapshot summaries for account information and retirement details. It also highlighted helpful retirement resources.
Client: Lutron  
Project: Salesforce Communities Portal Implementation  
Example: User Research and Portal UX Design

Conducted over 40 in-depth individual interviews to research current experiences and future needs for Salesforce Communities portal implementation for three major subsets of users. The research was leveraged to design experiences for three major sets of users, including internal users and external vendors.
Client: NBC Universal
Project: Data Marketplace Ideation
Example: User Research and Data Marketplace UX Design

Conducted internal research to bring to life a world class Data Marketplace for NBC Universal that became a white label product for Slalom consulting to help clients monetize data. UX Design considered integrations for several technologies, including data lake integrations, and workbench / sandbox solutions.
Client: Johnson & Johnson
Project: Global Services Customer Service Salesforce Implementation
Example: User Research Mapping

Three-month discovery project to research user needs and issues with current state Customer Service tools. The Journey Maps above provided working documentation on processes and became tools in themselves to help facilitate conversations between business groups for prioritizing improvements and enhancements for a Salesforce upgrade.
Client: Johnson & Johnson  
Project: Mobile Application Ideation  
Example: Design Sprint Mapping and Wireframing

Conducted a 5-day design sprint with business, product and technology leaders to ideate an approach for a consumer mobile application, complete with user testing hypotheses. Mobile application screens are wireframe examples of the design approach used to test the design sprint hypotheses developed.
Client: Johnson & Johnson
Project: Sunscreen Mobile Application
Example: Mobile application concepts

Three concept approaches for consumer brand sunscreen application, that considered the main goal of informing about the benefits of applying sunscreen more frequently and encouraging users to apply sunscreen with reminders and gamification. Storyboards were created for each concept, and then prototypes were designed to showcase the approaches. Concepts included experiences similar to Snapchat interactivity, another using virtual reality goggles, and a third creating an engaging superhero game.
Client: Johnson & Johnson / Human Performance Institute  
Project: Human Performance Institute Application Redesign  
Example: Login, Registration and Profile Application Screens

UX design prototypes for application redesign, leveraging gamification approaches such as earning badges and encouraging application usage by providing social networking.
Client: Johnson & Johnson
Project: Consumer Brand Platform Redesign
Example: Front End Design Templates and Application

Left screen shows an example of a front-end template designed for a content management platform and the right screen shows the application of a template to a consumer brand website.
**Client:** AOL  
**Project:** CMS Design Implementation  
**Example:** Landing page and Search Results  

Design and implementation using custom CMS application.
Client: E*TRADE
Project: Trade Platform Email Design
Example: Email Design