Alazandra Shorter's Portfolio

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Agenda

- About Me
- Project Helix: Source-to-Pay
- Collaboration Spaces
- Thank You

ABOUT ME

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Located in Upper Marlboro, MD

Hello, my name is

Alazandra (Alex) Shorter

A design leader with 8+ years experience

My 8+ years across HCI research, federal consulting, fintech, and enterprise tech have strengthened my ability to design for complexity with clarity and rigor.

Designer, Researcher, and Technologist

With a foundation in computer science and HCI, I blend design, research, and technology to bring human centered clarity to complex problem spaces and create solutions that are both intuitive and technically grounded.

Uses storytelling to simplify the complex

Cross functional partners recognize me for clear, substantive storytelling and an ability to make complex topics engaging and easy to understand.

Previous Companies

Adobe INTUIT USAA FJORD UNIVERSITY OF MARYLAND

Current Obsession

Ironically, I’m a designer of delicious cakes and sweets, although I don’t have a sweet tooth!

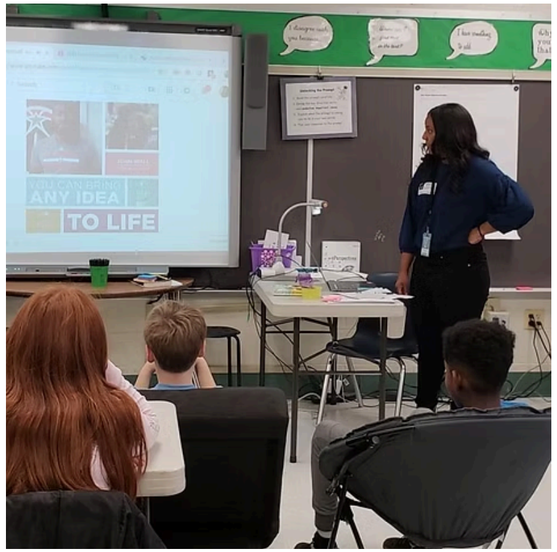
Lakers Logo

Valentine’s Fun!

Galaxy Marble Glaze

My Volunteer Causes

It’s very important to me to create and provide fun and inclusive tech focused experiences!



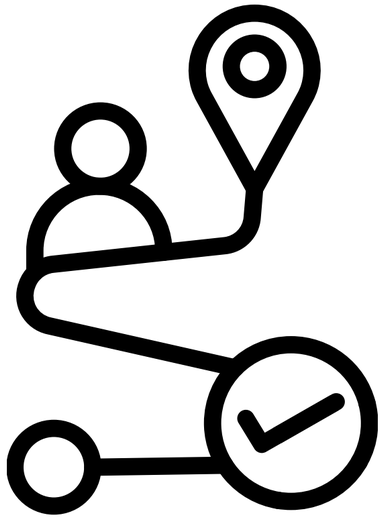
Hour of Code

Design Workshops

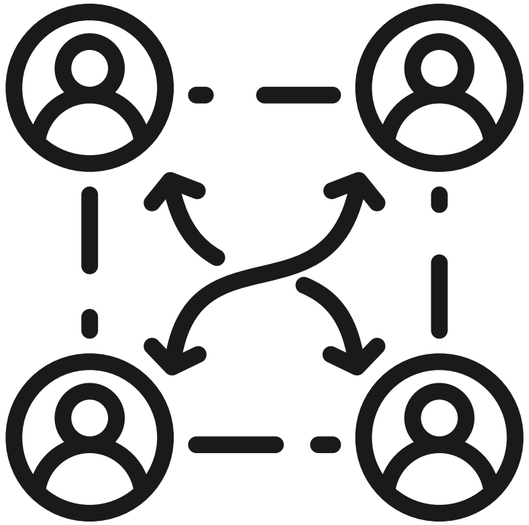
Black Girls Code

How I Work

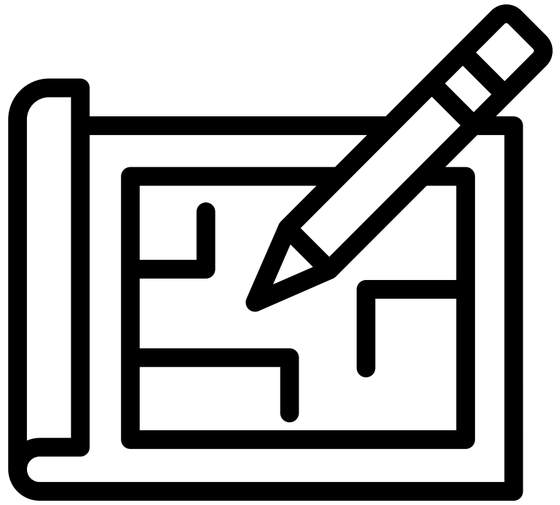
I love helping teams untangle messy experience problems together so we can move faster, make better decisions, and actually enjoy the process.



Translate journeys into delivery priorities



Facilitate cross-team alignment sessions



Create scalable artifacts teams can reuse

Case Studies

Case Study Overview

01

Project Helix: Source-to-Pay

Adobe

02

Collaboration Spaces

Adobe

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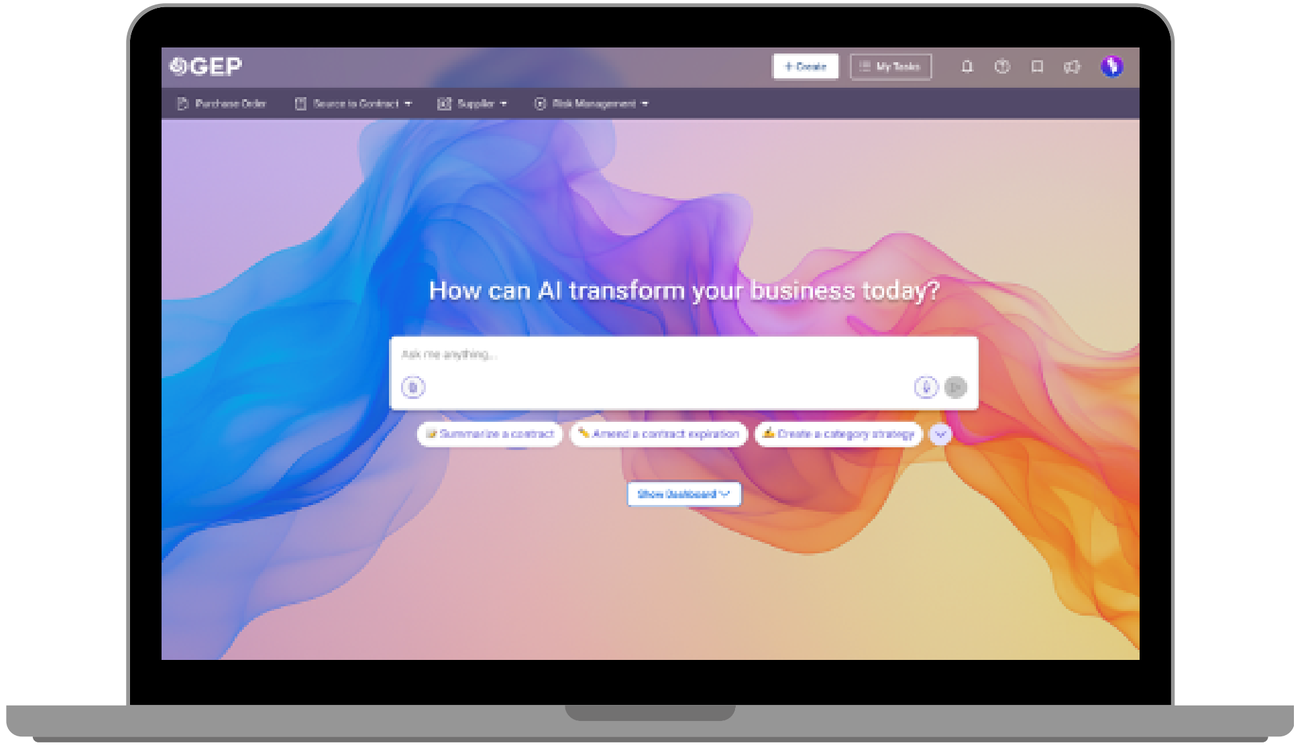
01

Agentic AI, Scoping, User Research, Journey Mapping

Project Helix: Source-to-Pay Implementation

Adobe’s effort to consolidate its fragmented procurement ecosystem into a single AI-powered source-to-pay system.



GEP Smart: Intelligent Procurement Software

Adobe

BACKGROUND

How might we improve the procurement experience as Adobe transitions to an AI-powered platform?

KEY CHALLENGE

Clarify where the **UX team should focus** and **define a clear path for improving the user experience** of the GEP rollout

KEY OBJECTIVES AND DELIVERABLES

Define the scope of UX involvement and next steps to guide partnership with business, product and engineering.

Map the end-to-end journey to understand where manual work, duplicate effort, and inconsistent touch points occur.

Define user needs and system requirements for a smooth transition.

DELIVERABLES

- Project Scope
- Benchmarking Report
- UX Analysis Insights

Role	Senior UX/Service Designer
Timeframe	21 months
Team	User Researcher, Design Manager
XFN Partners	Platform Team, System Integration Team, Project Team, Various Business Leads, Engineering, Change Management, Product Management

APPROACH

Within my team, I led project scoping and defining design best practices

Discover

I built a shared knowledge base to align the team on the current state.

Define & Prioritize

I defined UX success metrics, key deliverables, and a clear project roadmap that aligned leadership.

Explore

During early sandbox access, I deduced six usability insights while supporting benchmarking research and sharing insights with the project team.

Refine

As our knowledge of the project grew, I worked with the team to make updates to our plan.

APPROACH

Challenges

01 “Better UX” appeared in planning documents, yet teams lacked a shared definition of what “better” actually meant.

02 Project constraints limited recommendations to configuration-only changes, reducing opportunities for deeper design improvements.

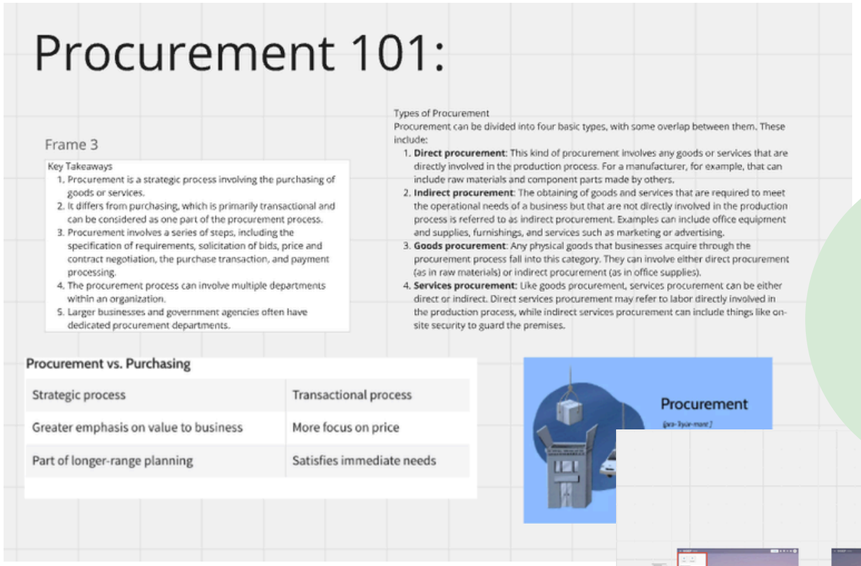
03 The platform had low UX maturity with no component library, minimal documentation, and limited system transparency, making it difficult to understand how it functioned.

METHODOLOGY & ARTIFACTS:

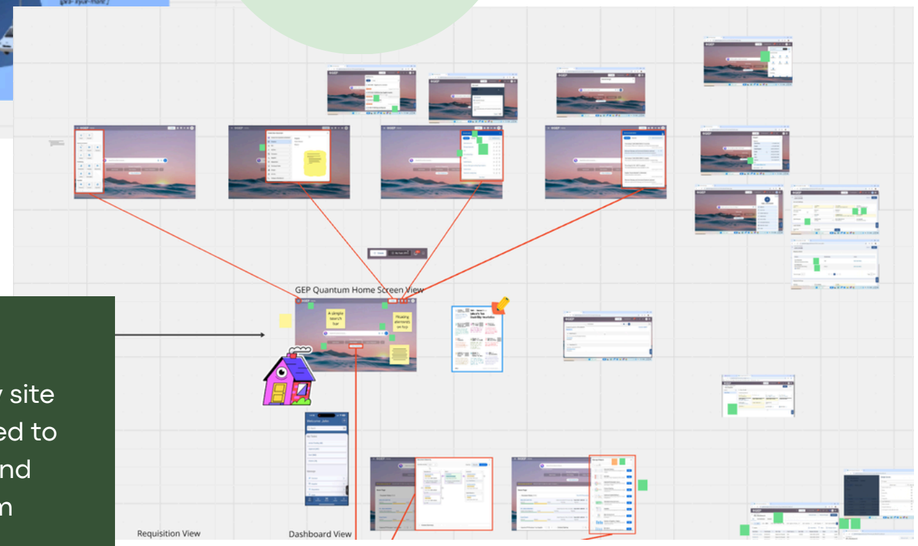
Clarified the problem space by uncovering how Adobe's procurement process and GEP operate.

I conducted a **deep dive into Adobe's procurement landscape and the GEP platform**, consolidating research, workflows, and system insights into a single shared knowledge base.

This foundation **equipped the team with a clear, shared understanding of the current state** and informed the direction for UX involvement.



Initial Thoughts and functionality of system mapped out



Low fidelity site map created to understand platform

Work Blockage

FROM

- Lack of partnership with Business owners
- Lack of Access to UX resources

TO

- Weekly Sync with Business Owners
- A sandbox environment with realistic data
- Figma prototypes to simulate the system

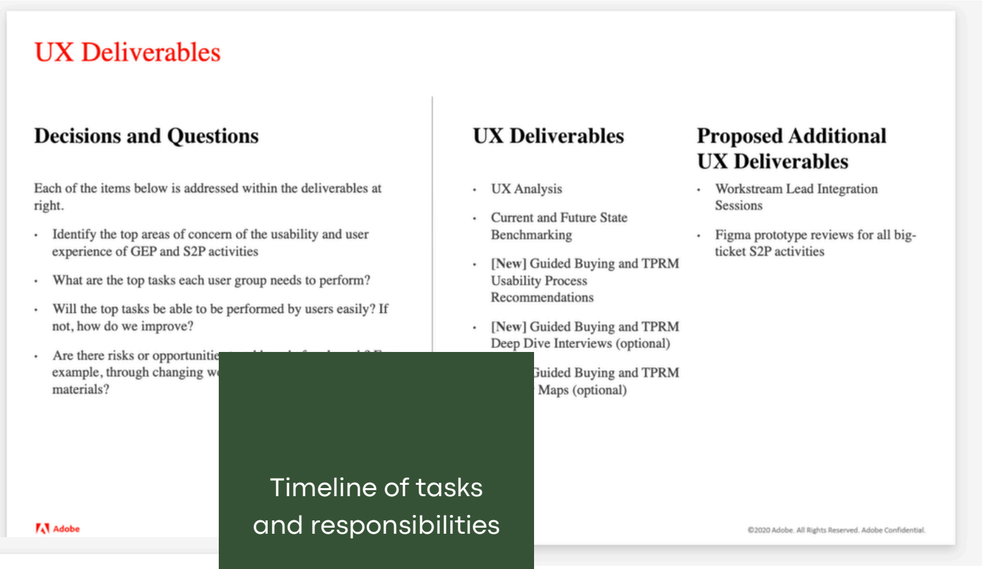
METHODOLOGY & ARTIFACTS:

Defined what success looked like and built the strategy that aligned the project around it.

I created the UX strategy for the project by defining success metrics, identifying high-value deliverables, and outlining a clear execution plan tied to the timeline.

I aligned leadership and partners around this vision through a UX kickoff and a scoped project roadmap that guided all downstream work.

Various Deliverables to be completed during design phase



UX Deliverables

Decisions and Questions

Each of the items below is addressed within the deliverables at right.

- Identify the top areas of concern of the usability and user experience of GEP and S2P activities
- What are the top tasks each user group needs to perform?
- Will the top tasks be able to be performed by users easily? If not, how do we improve?
- Are there risks or opportuniti… example, through changing w… materials?

UX Deliverables

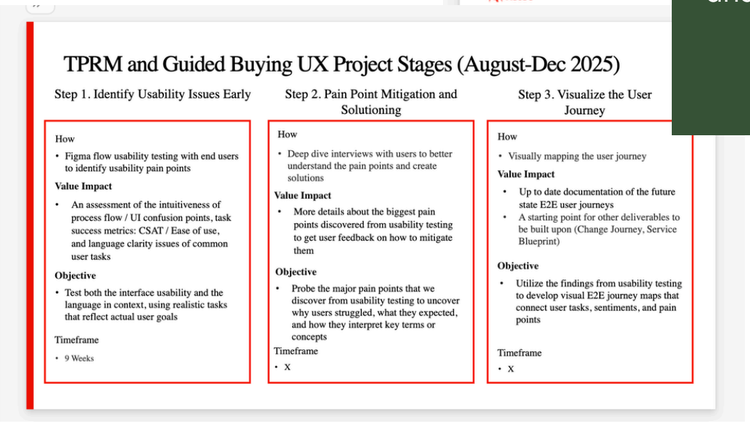
- UX Analysis
- Current and Future State Benchmarking
- [New] Guided Buying and TPRM Usability Process Recommendations
- [New] Guided Buying and TPRM Deep Dive Interviews (optional)
- …Guided Buying and TPRM …Maps (optional)

Proposed Additional UX Deliverables

- Workstream Lead Integration Sessions
- Figma prototype reviews for all big-ticket S2P activities

Adobe

Timeline of tasks and responsibilities



TPRM and Guided Buying UX Project Stages (August-Dec 2025)

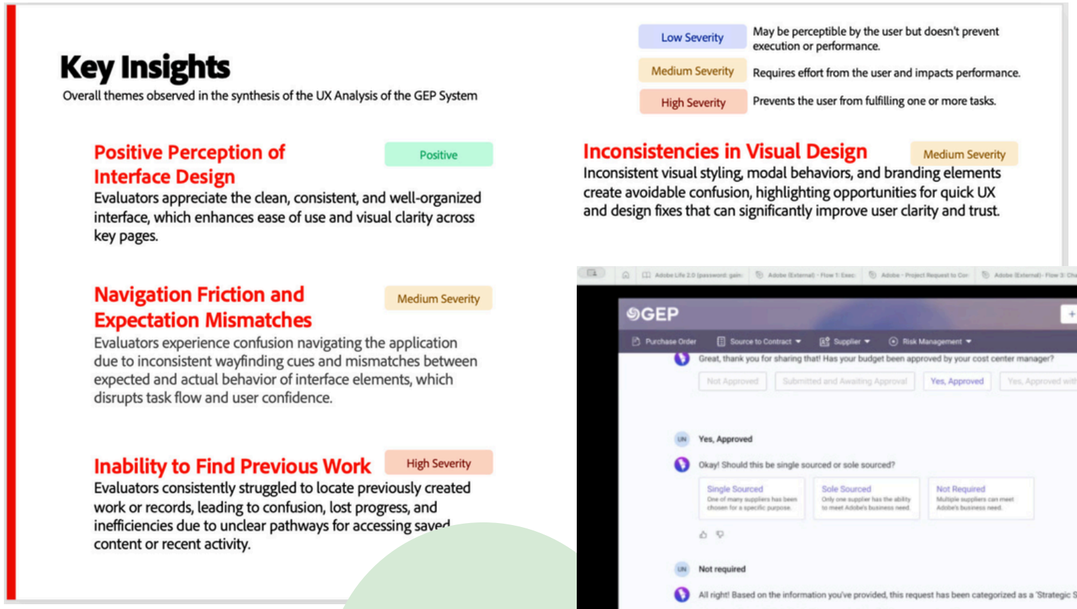
Step 1. Identify Usability Issues Early	Step 2. Pain Point Mitigation and Solutioning	Step 3. Visualize the User Journey
How • Figma flow usability testing with end users to identify usability pain points **Value Impact** • An assessment of the intuitiveness of process flow / UI confusion points, task success metrics: CSAT / Ease of use, and language clarity issues of common user tasks **Objective** • Test both the interface usability and the language in context, using realistic tasks that reflect actual user goals Timeframe • 9 Weeks	How • Deep dive interviews with users to better understand the pain points and create solutions **Value Impact** • More details about the biggest pain points discovered from usability testing to get user feedback on how to mitigate them **Objective** • Probe the major pain points that we discover from usability testing to uncover why users struggled, what they expected, and how they interpret key terms or concepts Timeframe • X	How • Visually mapping the user journey **Value Impact** • Up to date documentation of the future state E2E user journeys • A starting point for other deliverables to be built upon (Change Journey, Service Blueprint) **Objective** • Utilize the findings from usability testing to develop visual E2E journey maps that connect user tasks, sentiments, and pain points Timeframe • X

METHODOLOGY & ARTIFACTS:

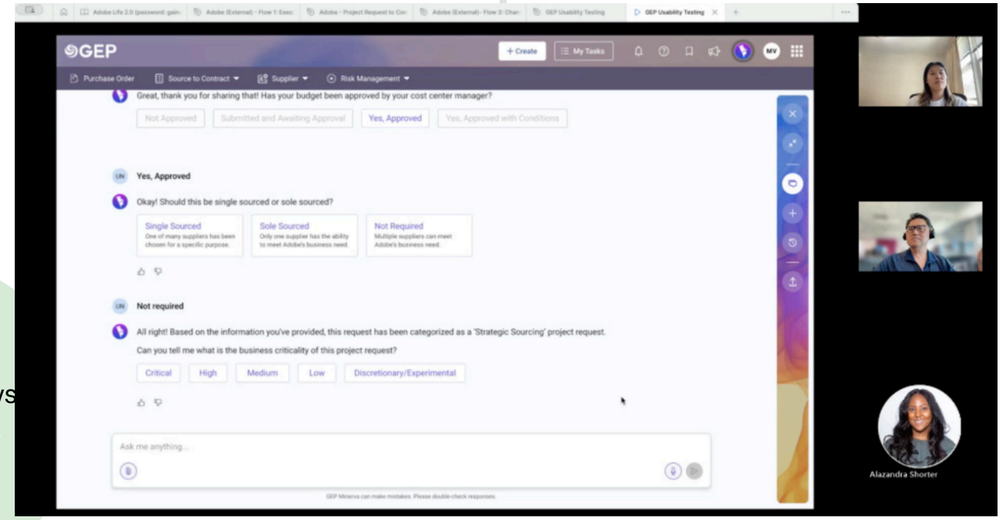
Transformed research and system data into insights that guided the project.

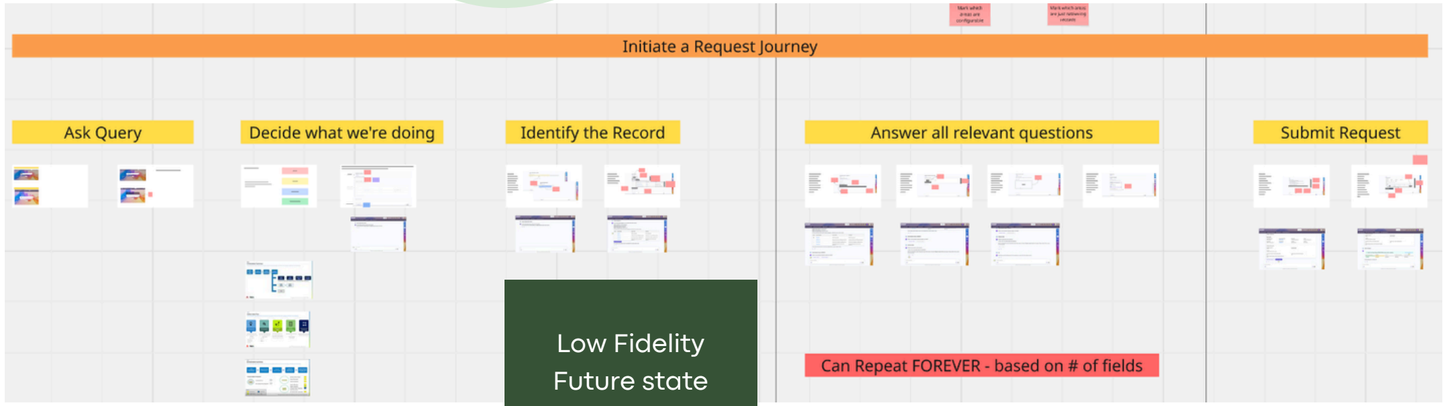
I conducted a modified heuristic analysis and synthesized the findings into six usability insights that became our evaluation criteria for future design and process changes.

I also supported benchmarking research by documenting sessions, identifying trends, and co-presenting our insights to align the full project team.



User Interviews and Insights





Low Fidelity Future state Journey Mapping

REFLECTIONS

Organizational Impact

- Established shared journey framework used by multiple product teams
- Influenced prioritization of platform rollout phases
- Reduced ambiguity in UX ownership across business units
- Enabled leadership visibility into experience risks

Reflections

The real design problem is rarely the one written in the brief.

UX impact requires understanding what’s realistically buildable.

Evidence creates momentum.

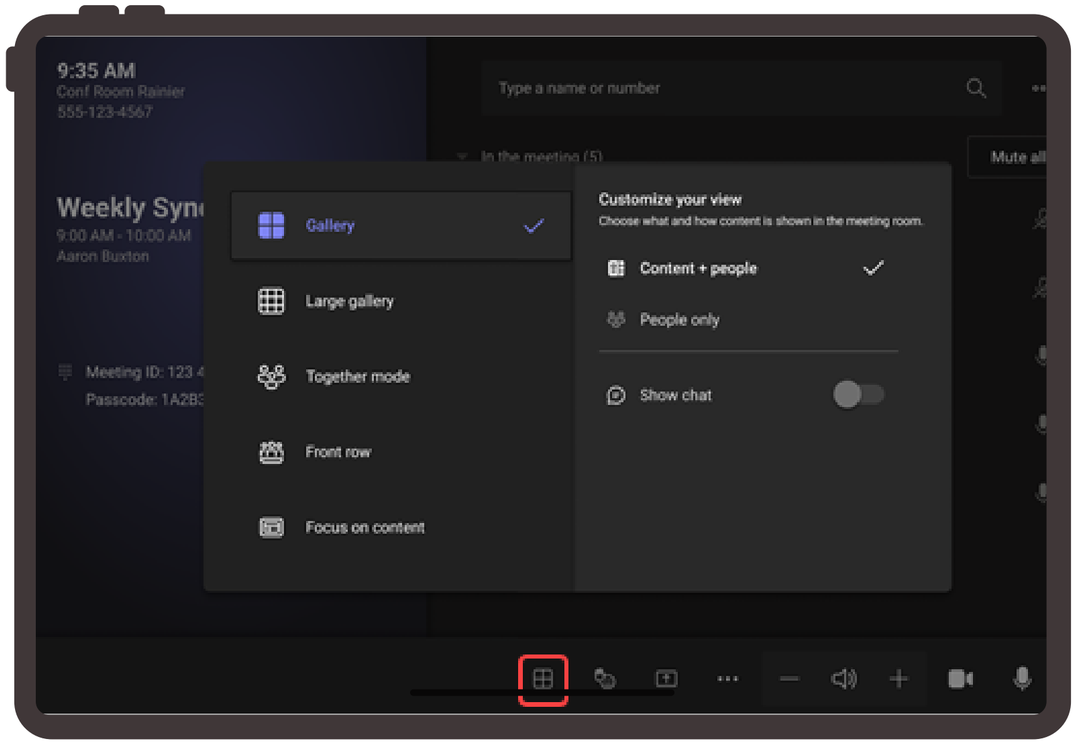
UX must be embedded early, not retrofitted.

02

UX Design, Wireframes, Development, New Features

Adobe’s Teams rooms lack user control over what appears on each display.

Screens default to gallery view, and users cannot choose how shared content or participants are arranged. This lack of control leads to confusion, inconsistent experiences, and reduced productivity during meetings.



Microsoft Teams Meeting Room

BACKGROUND

How might we let users customize what appears in Teams rooms so the space better supports their needs?

KEY CHALLENGE

Resolve the lack of user control over screen content in two-display Teams rooms to **reduce meeting friction and improve collaboration**.

KEY OBJECTIVES AND DELIVERABLES

Investigate and validate UX pain points related to navigation, screen behavior, and customization within collaboration spaces.

Design and pilot a proof-of-concept interface to test improved customization options directly on in-room devices.

DELIVERABLES

This resulted in deliverables such as:

- Low fidelity wireframe
- Annotated wireframe

Role	Senior UX/Service Designer
Timeframe	1 month
Team	Developer, Project Manager
XFN Partners	Workplace Services, A/V Team, IT Department

APPROACH

I led the design and prototyping of the new controls

Discover

I immersed myself in Q-Sys, Fluent UI, and real-world room controls to understand constraints and define what was realistically possible while pushing boundaries smartly.

Wireframe

I created wireframes and prototypes using Fluent components, iterated with engineering, and shaped the UX strategy for a new collaboration control screen.

Refine Prototype

I annotated designs for handoff, solved a major engineering skill gap with a creative workaround, and contributed to a global rollout that improved meeting autonomy and reduced collaboration friction.

METHODOLOGY & ARTIFACTS:

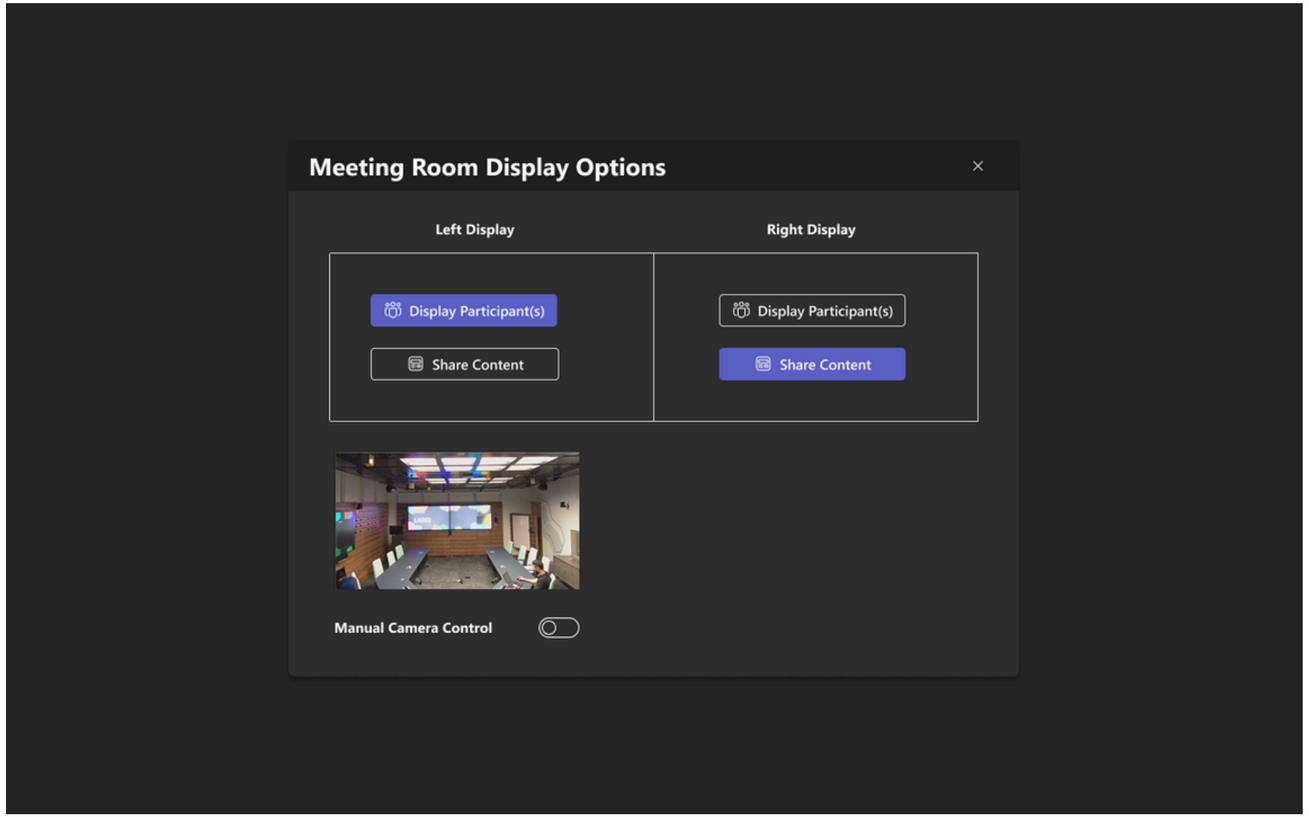
Immersed myself in the multitude of systems.

I learned the Q-Sys platform end-to-end, documented constraints, and explored what was technically feasible. I also studied Microsoft Fluent components and tested the real hardware in-person to ground my design decisions in actual user and system needs.

METHODOLOGY & ARTIFACTS:

Designed high-fidelity prototypes of new screen

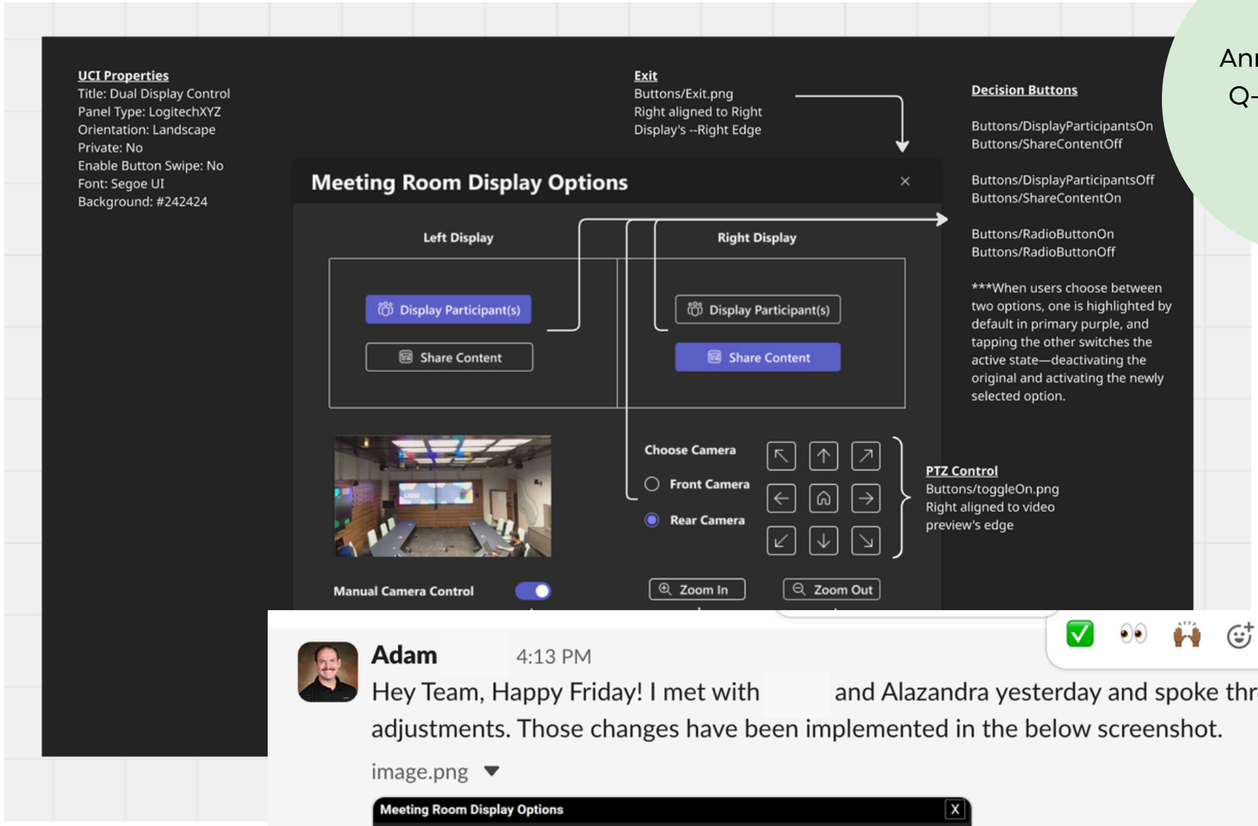
I wireframed and prototyped the new collaboration screen using Fluent UI components to ensure consistency and feasibility. Multiple iterations with engineering helped validate interactions and refine the solution.



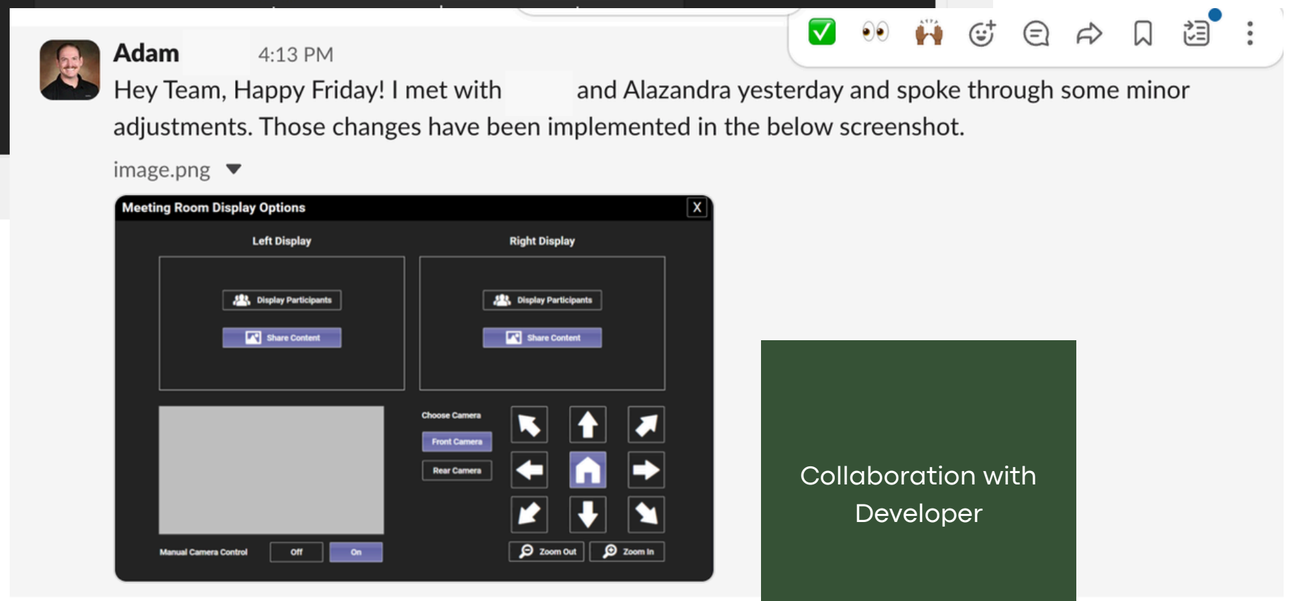
METHODOLOGY & ARTIFACTS:

Set development up for success by adding additional details.

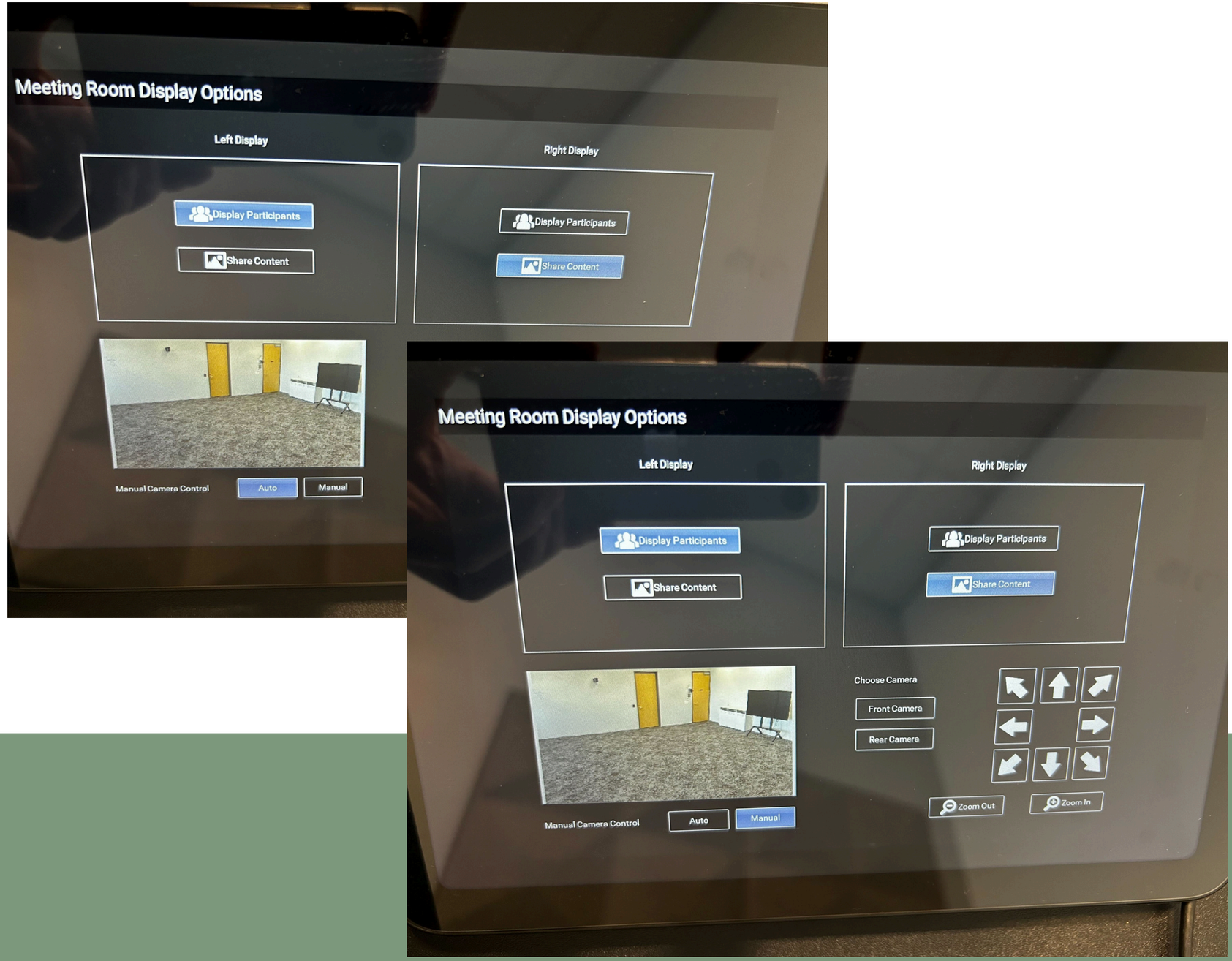
II annotated the wireframes with Q-Sys variables, CSS properties, and required Fluent components to support smooth handoff. When engineering hit system limitations, I created exportable assets and a workaround to keep the project moving.



Annotations for Q-SYS, Fluent, and CSS



Collaboration with Developer



Impact

The final design has now been deployed internationally across all collaboration spaces using this system.

Back to Agenda

Thank You!

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