



Agenda

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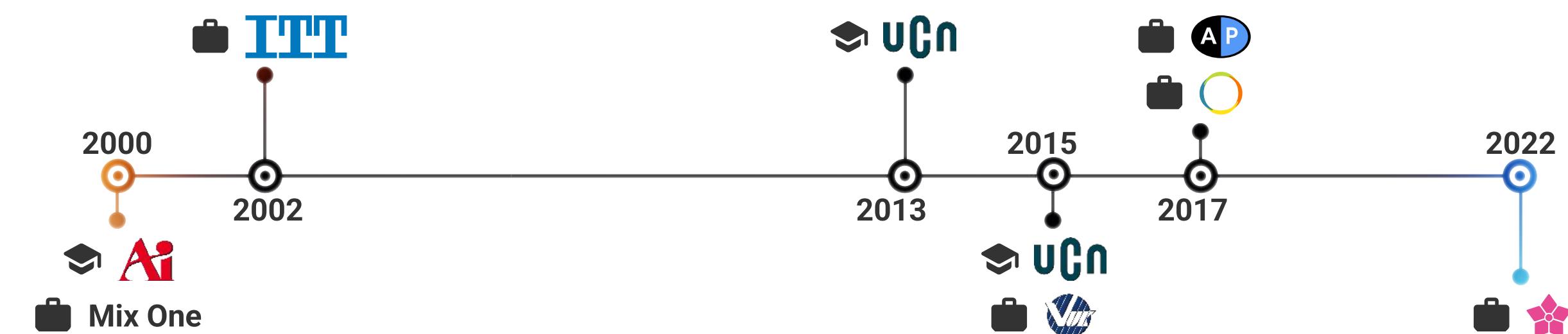
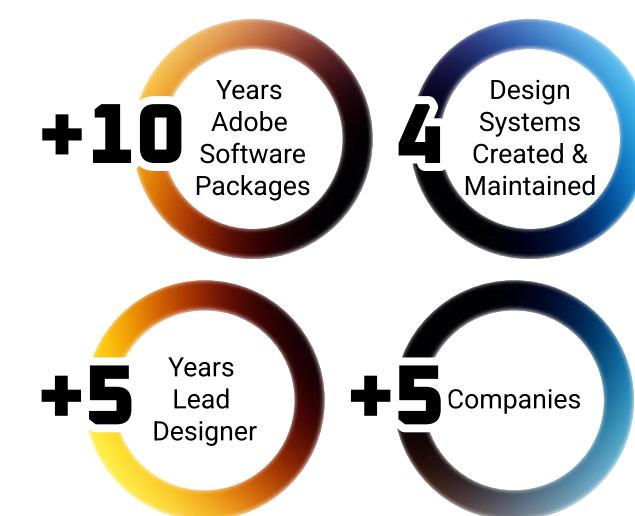
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Conclusion: A Culture of UX Maturity

Part 3

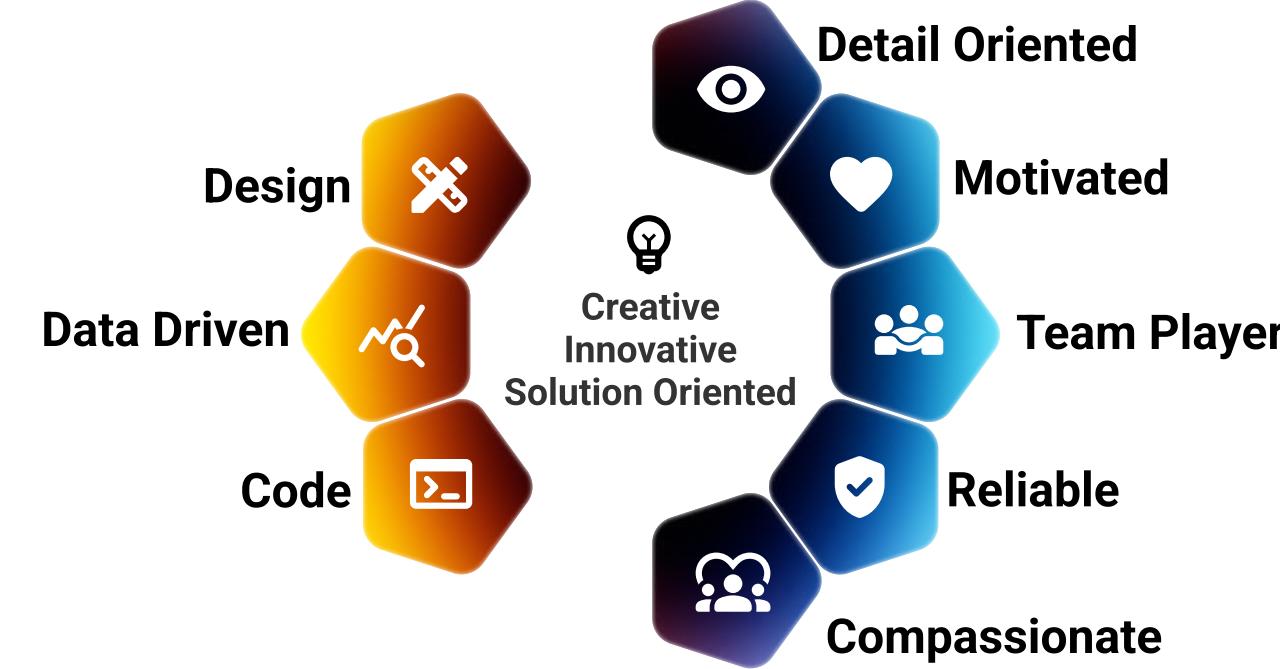
About Me

Quick Facts



I am an experienced UX designer with a rich history of collaborating with SaaS companies for over five years, consistently delivering innovative solutions that enhance end-user value.

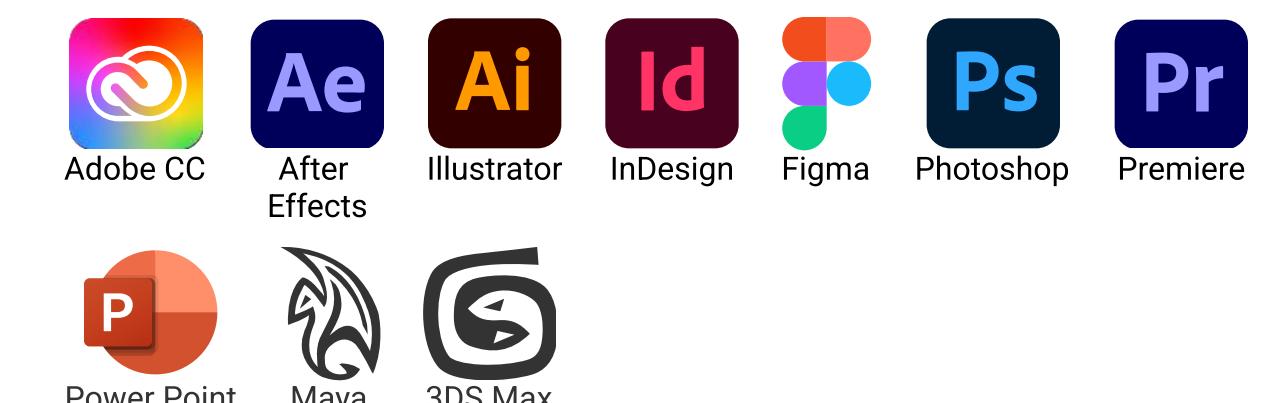
Qualities



Certifications



Design Tools



Programming



About TimeLog

Over 300 employee SaaS company with 5 satellite offices in Aalborg, Aarhus, Copenhagen, Kuala Lumpur and London. With a Dedicated Product Team.



UX Infrastructure

Challenge:

TimeLog's product development suffered from inconsistent design practices, unclear UX roles, and inefficient handoffs between design, development, QA, and marketing. The absence of a shared UX foundation led to delays, misunderstandings, and a fragmented user experience.



UX Infrastructure

My Role & Solution:

As the Senior UX Designer, I led a strategic effort to professionalize our UX infrastructure and scale our design maturity by:

- Defining supported browsers to align expectations across platforms
- Creating a persona framework grounded in real user research
- Designing a product development workflow that prioritized user needs and iterative testing
- Establishing a design process that empowered both product and development teams to advocate for users early and often
- Designing the entire Figma design system structure and maintaining its integrity across teams
- Creating custom Figma components not covered by standard UI kits, optimized for reuse and consistency
- Writing developer-friendly design briefs that bridged the gap between Figma and code—specifically for implementation in React
- Standardizing flowchart notation within mockups to clearly communicate product logic to developers
- Mentoring 3 UX designers and aligning our team on best practices and shared UX principles



UX Infrastructure

UX Product Requirements

Customer Type PSOs & embedded PSOs

Company Size Size 20-200 users

Segments SMB: 20-74 users, mid-market 75-200 users

Geography Germany, Sweden, Denmark

Other Mixed business models (Time & Material, fixed price, & voucher ect.)

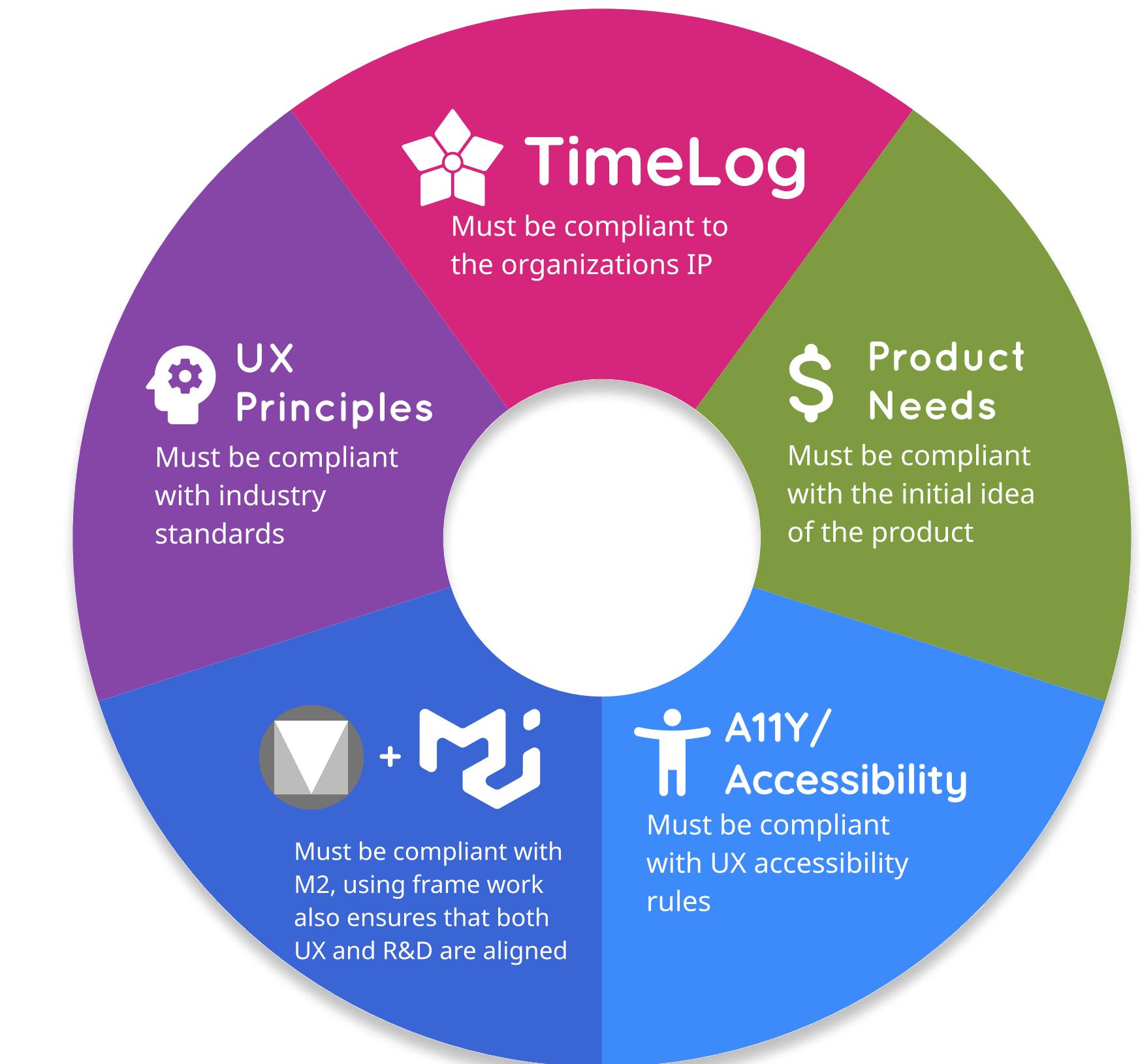
Minimum, 1 integration

Multiple locations and / or legal entities

Maturity level 2-3 (from SPI)

For our main product time log web we officially support these browsers due to compatibility with react.

Browser	Name	Version #
	Chrome	109,110
	Edge	110,111
	FireFox	120,121
	Safari	15,16



UX Infrastructure

Personas

“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”

Sun Tzu

Personas → Role



John Doe

Country:  Profession: 100 Years

Bio

John Doe is a 100-year-old professional from Denmark. He is an introvert and an analytical person. He is busy and prefers to work independently. He is a passive person and values safety. He uses a software suite for work and a hardware device for home. He has roles such as a debtor bookkeeper, project manager, and system administrator.

Work responsibilities

- Item 1
- Item 2
- Item 3
- Item 4

Daily tools / software (that is not TimeLog)

Software

- Item 1
- Item 2
- Item 3
- Item 4

Browsers

Work Home



Software Suite

Work Home

User roles & rights

- 10. Time tracker
- 20. Project manager
- 30. Debtor bookkeeper / invoicing project manager
- 40. Salary manager / HR responsible
- 50. Manager / Approver
- 80. Coordinator - can register time for others
- 90. System administrator
- Time and expense registrations

User behavior

John Doe is an introvert and an analytical person. He is busy and prefers to work independently. He is a passive person and values safety. He uses a software suite for work and a hardware device for home. He has roles such as a debtor bookkeeper, project manager, and system administrator.

Pain points

- Item 1
- Item 2
- Item 3
- Item 4

Core needs / Goals / Motivation

- Item 1
- Item 2
- Item 3
- Item 4

Industry / Skills / Technology

- Item 1
- Item 2
- Item 3
- Item 4

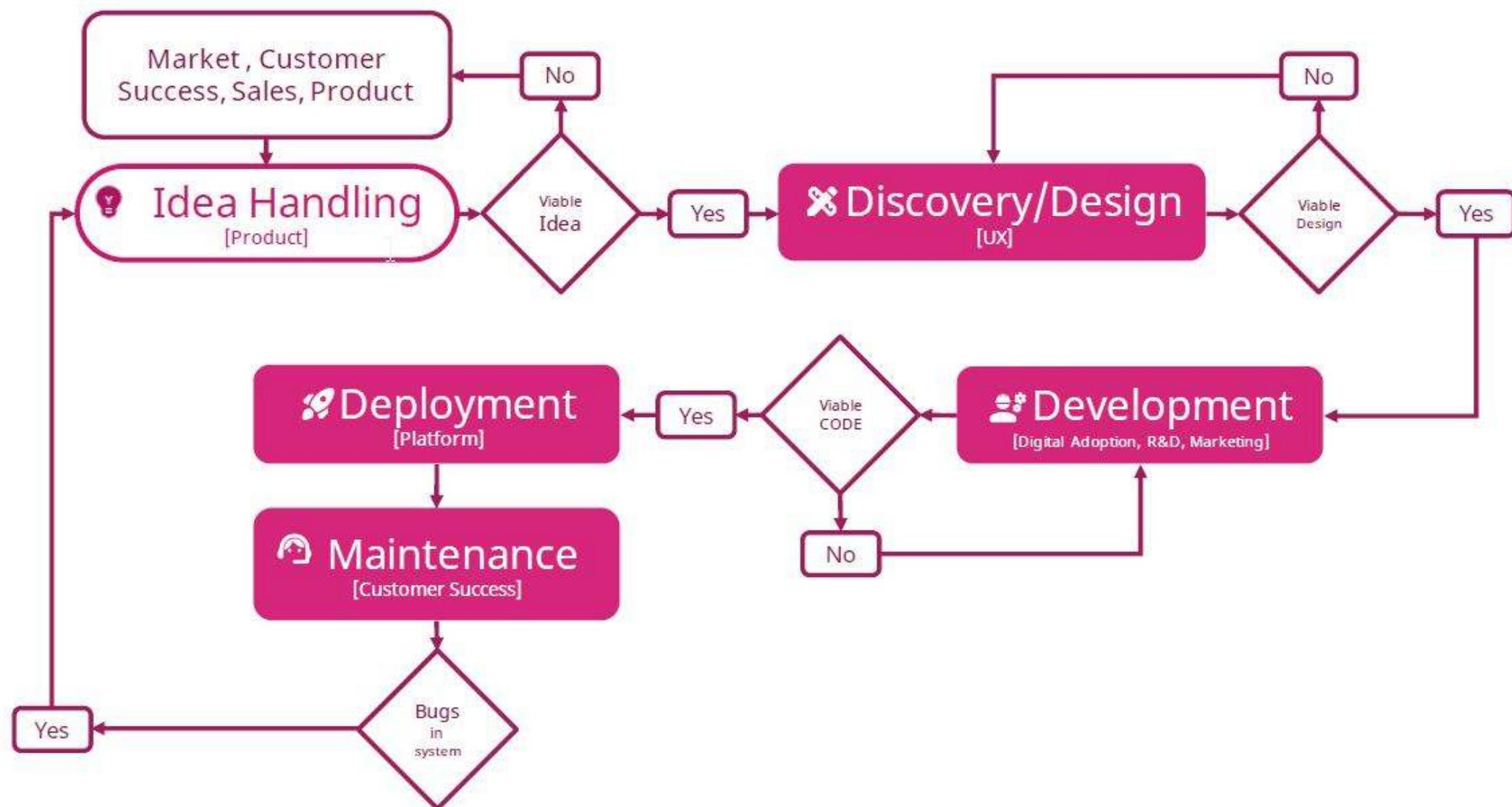
Other details

- Item 1
- Item 2
- Item 3
- Item 4



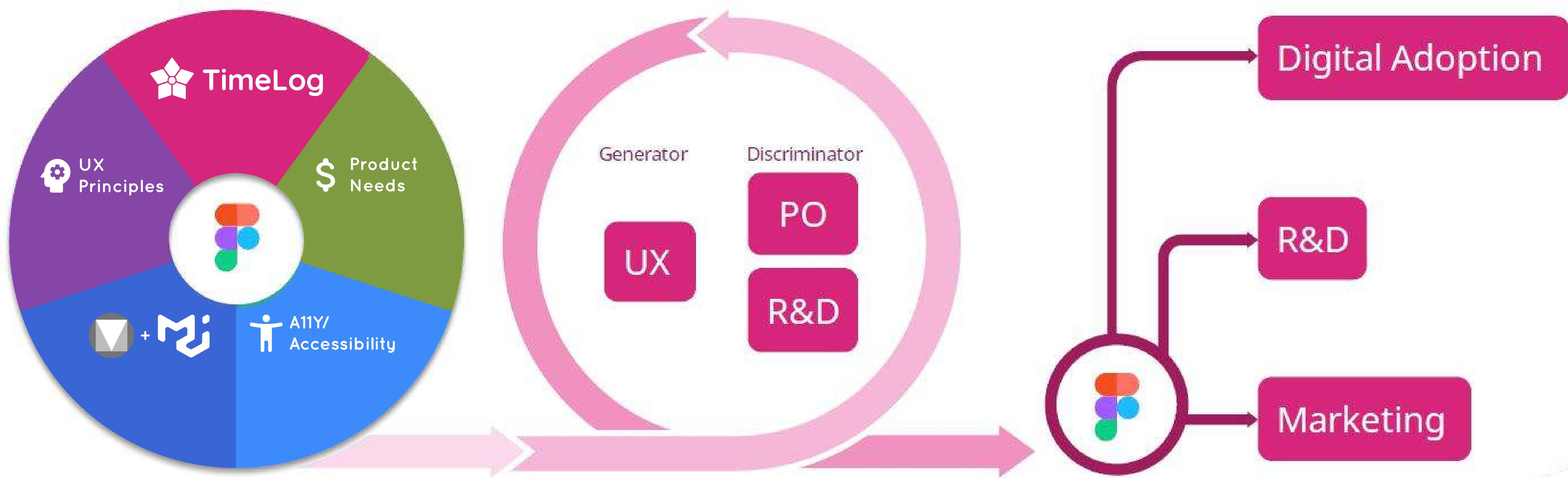
UX Infrastructure

Product Development Workflow



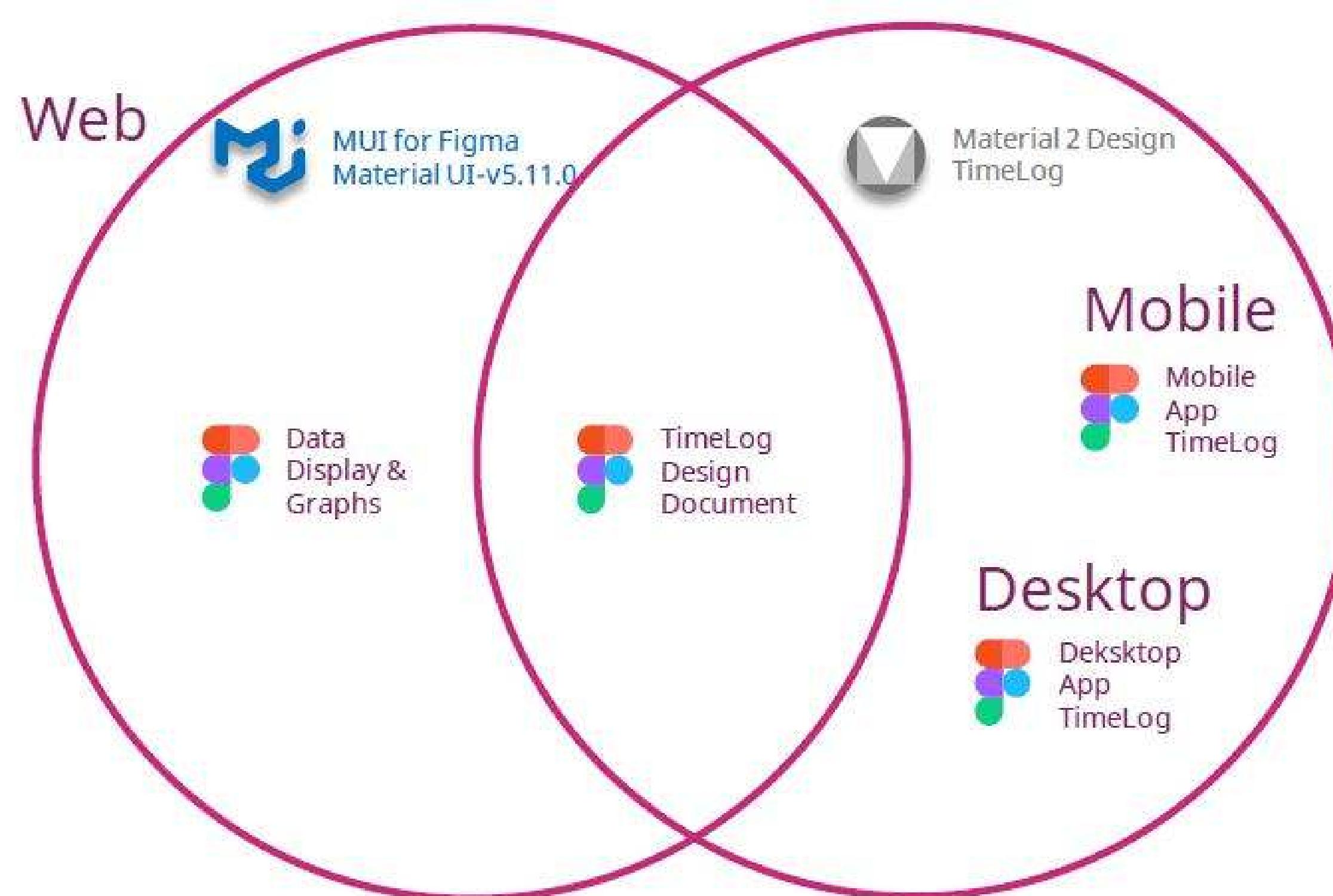
UX Infrastructure

Design Process



UX Infrastructure

Design System & File Structure



UX Infrastructure

Impact:

- R&D velocity doubled, with fewer design-to-dev bottlenecks
- Cross-department collaboration improved, eliminating costly QA and marketing delays
- The design system and component library became a single source of truth, increasing visual consistency and reducing design debt
- Developer handoff quality improved significantly, thanks to concise briefs and standardized mockups
- The UX team matured quickly, operating with clarity and efficiency, while actively contributing to business outcomes

Financial System

Challenge:

The allowance module was overly complex for both sysadmins and consultants, causing confusion and inefficiency.

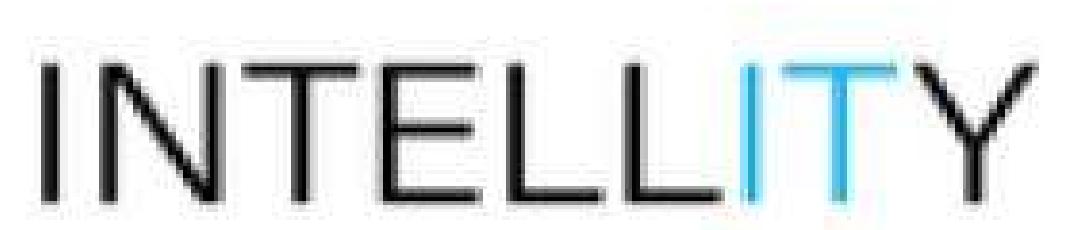


Financial System

My Role & Solution:

Using iterative design and research, I:

- Designed tailored user flows for two key personas: sysadmin/accountant and consultant
- Conducted interviews with 6 companies in Germany and Sweden
- Iterated the design 28 times in 2 weeks based on user testing
- For accountants: simplified the UI to only display current rules for autonomy
- For consultants: introduced a tabular view with nested data for better status overview



Financial System

Allowance

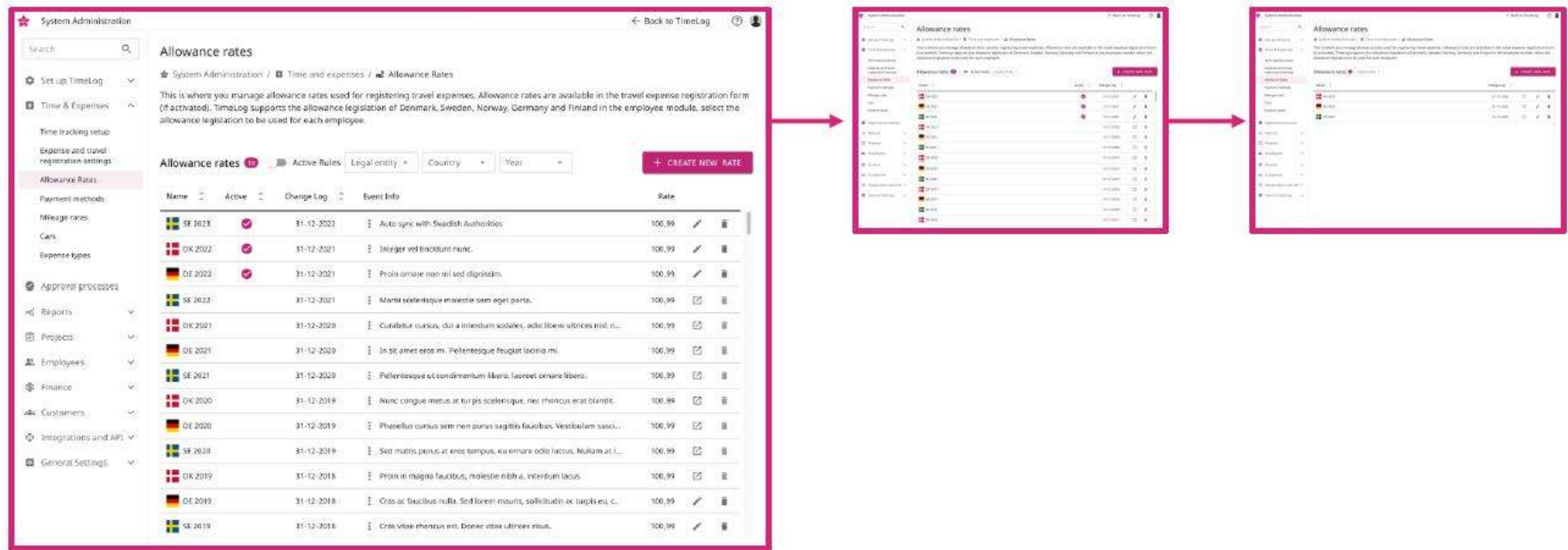
Create a great user experience where **Create, Read, Update** and **Delete** "CRUD" actions are easily executed, and the user has a great overview. For two distinct personas.

 Persona Sysadmin / Accountant

 Persona User / Consultant

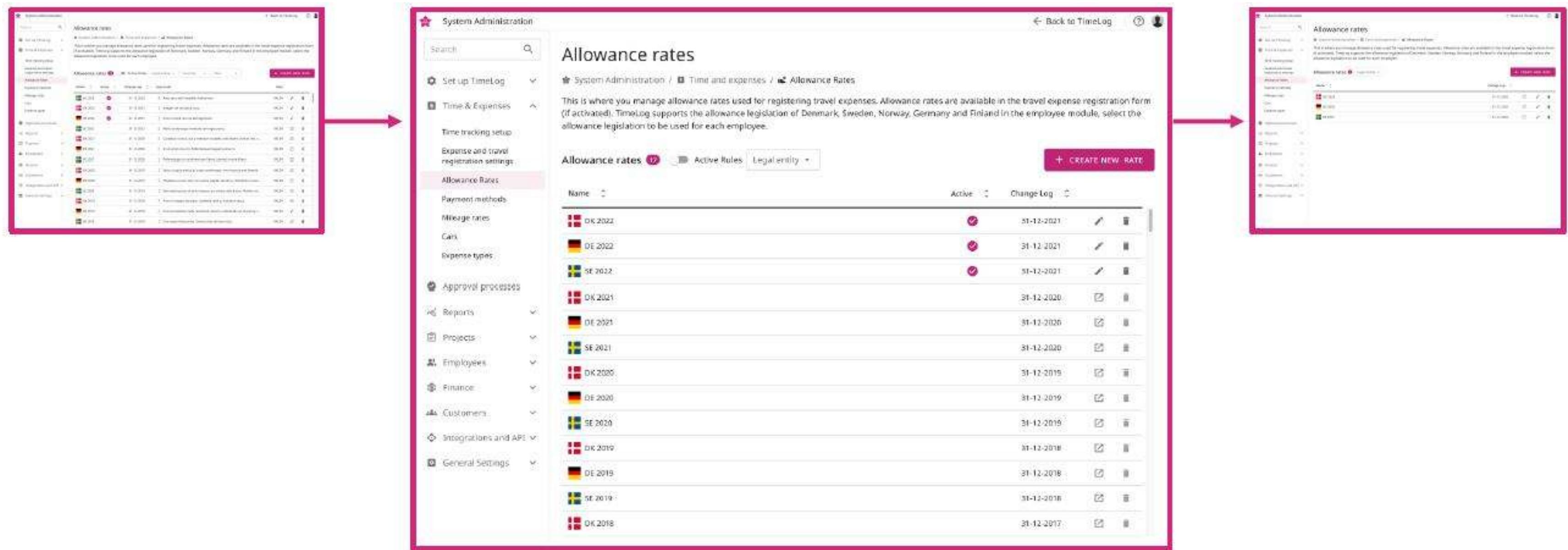
Financial System

Allowance / Accountant



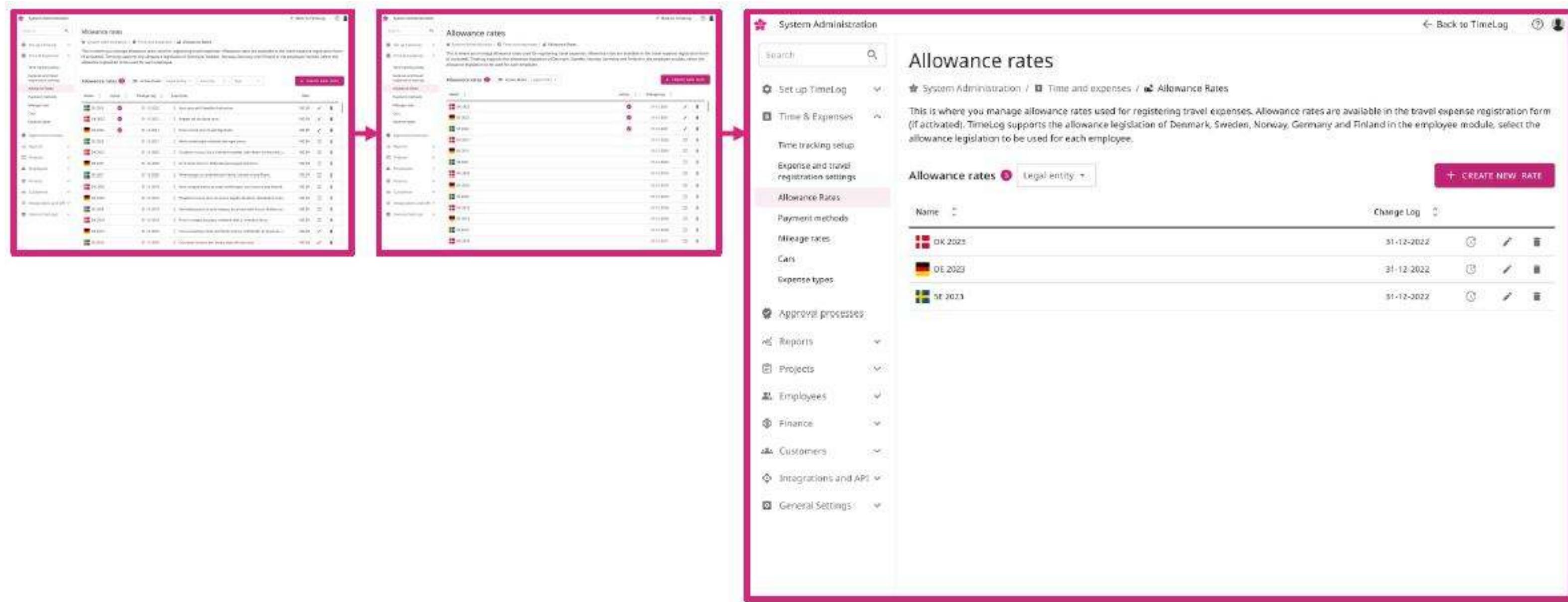
Financial System

Allowance / Accountant



Financial System

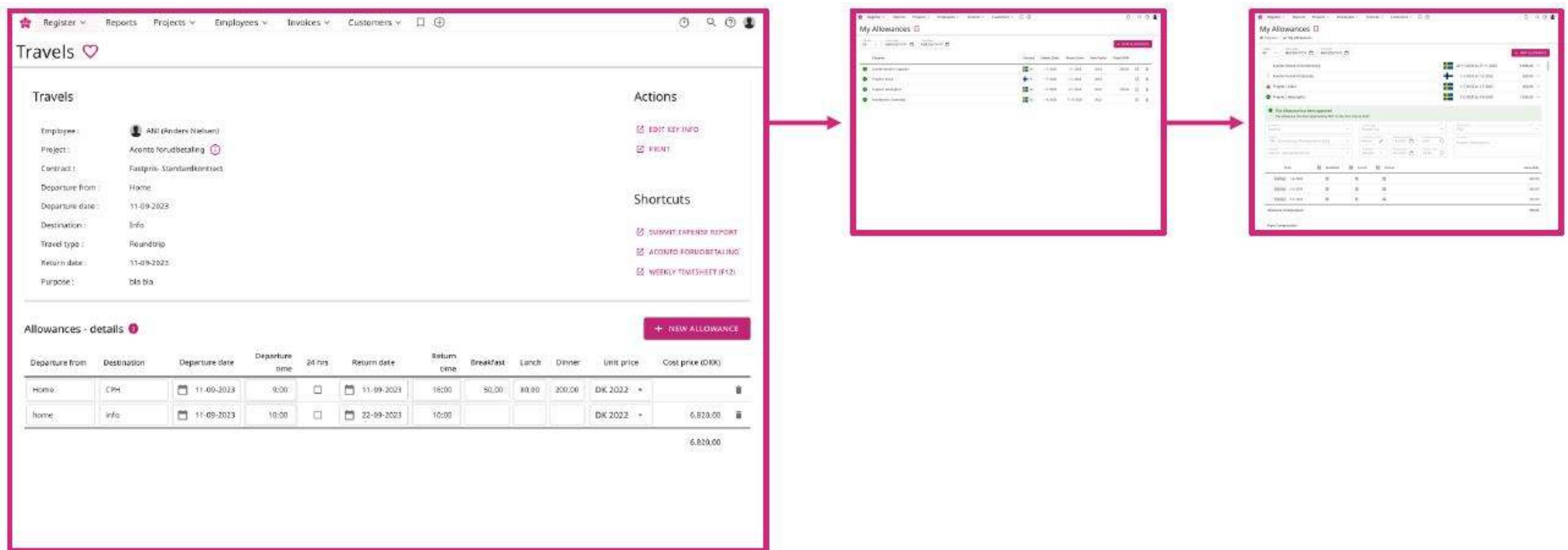
Allowance / Accountant



Through user testing and qualitative interviews we ended up with a simplified UI that only displays the current allowance rules.

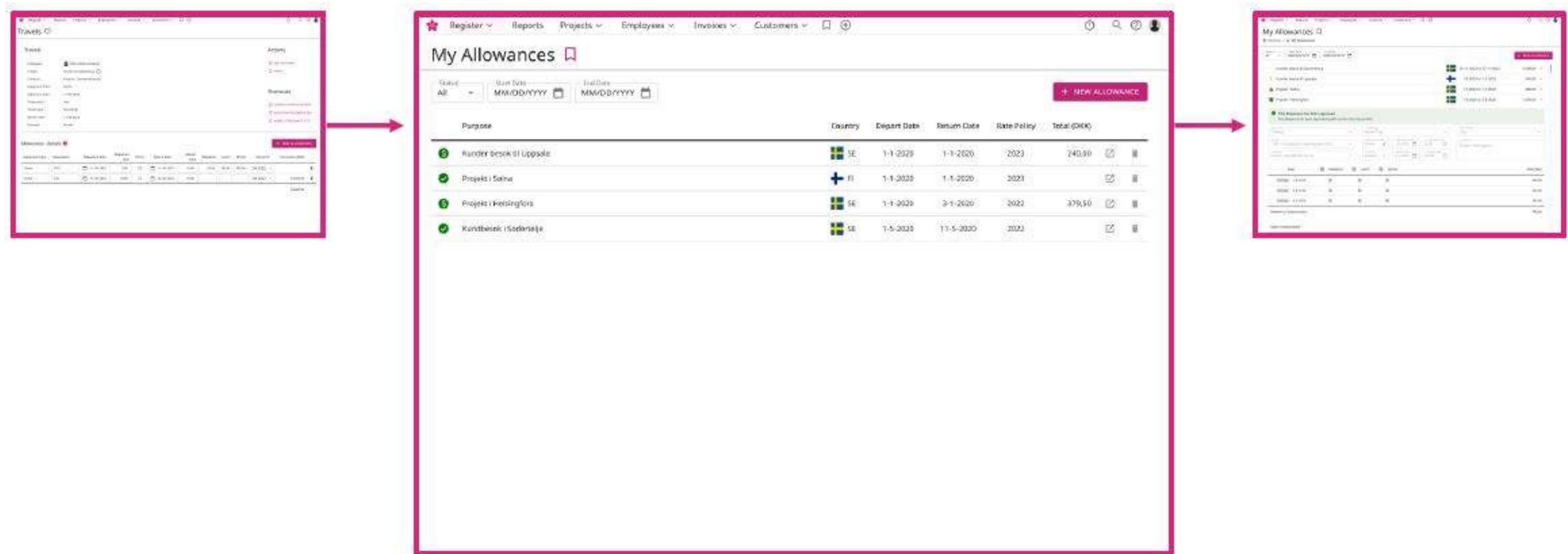
Financial System

Allowance / Consultant



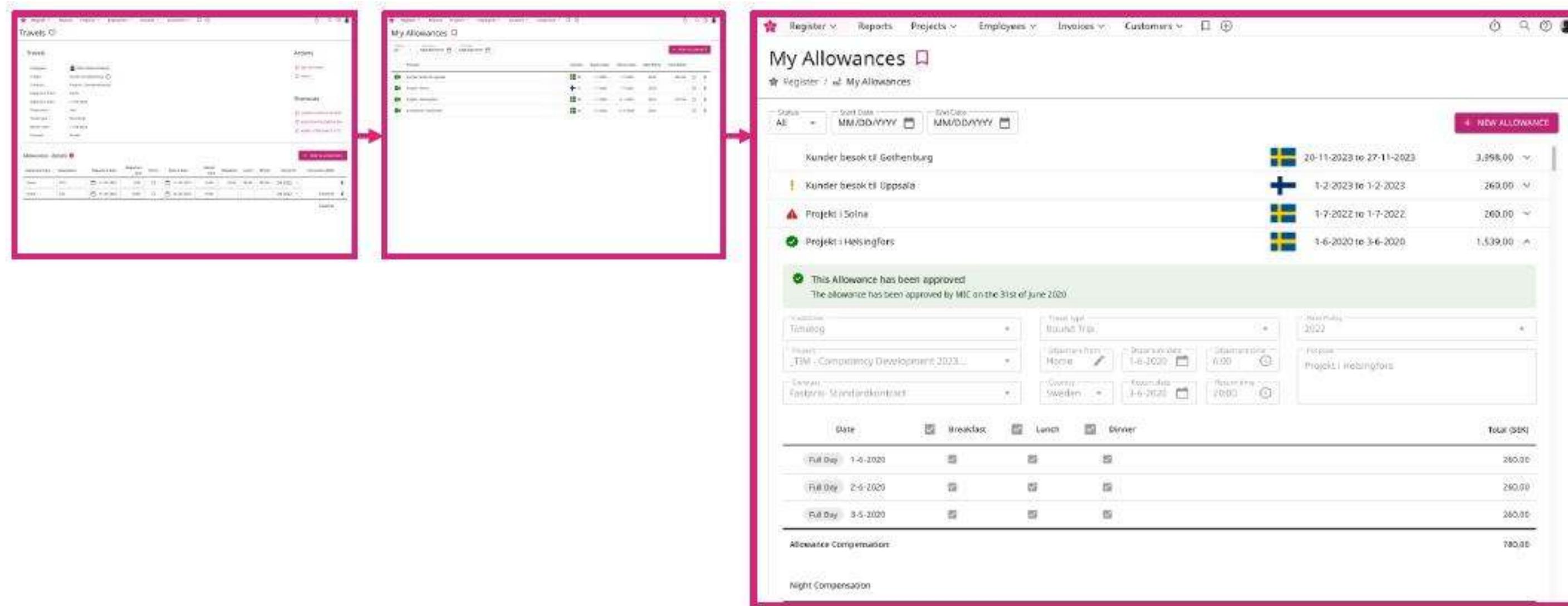
Financial System

Allowance / Consultant



Financial System

Allowance / Consultant

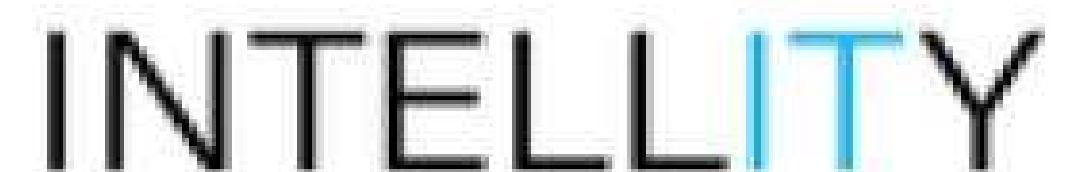
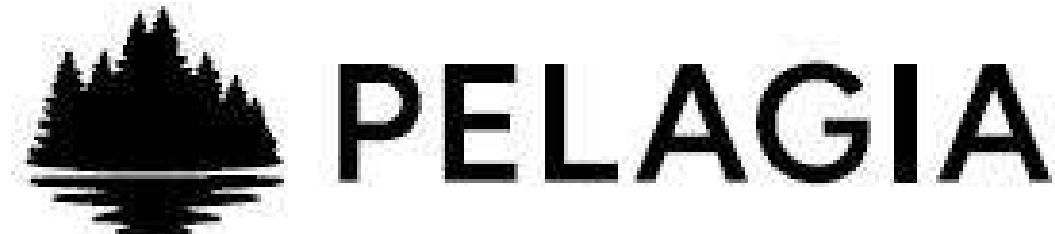


Through user testing and qualitative interviews we ended up with a tabular format where the relevant data was nested that gives improved overview of status of the allowance requests.

Financial System

Impact:

- Intuitive workflows that improved user autonomy and decision-making
- Feature was greenlit for development after rapid iteration and user validation



Mobile App

Challenge:

TimeLog's mobile experience was limited, with no scalable UX model in place.



Mobile App

My Role & Solution:

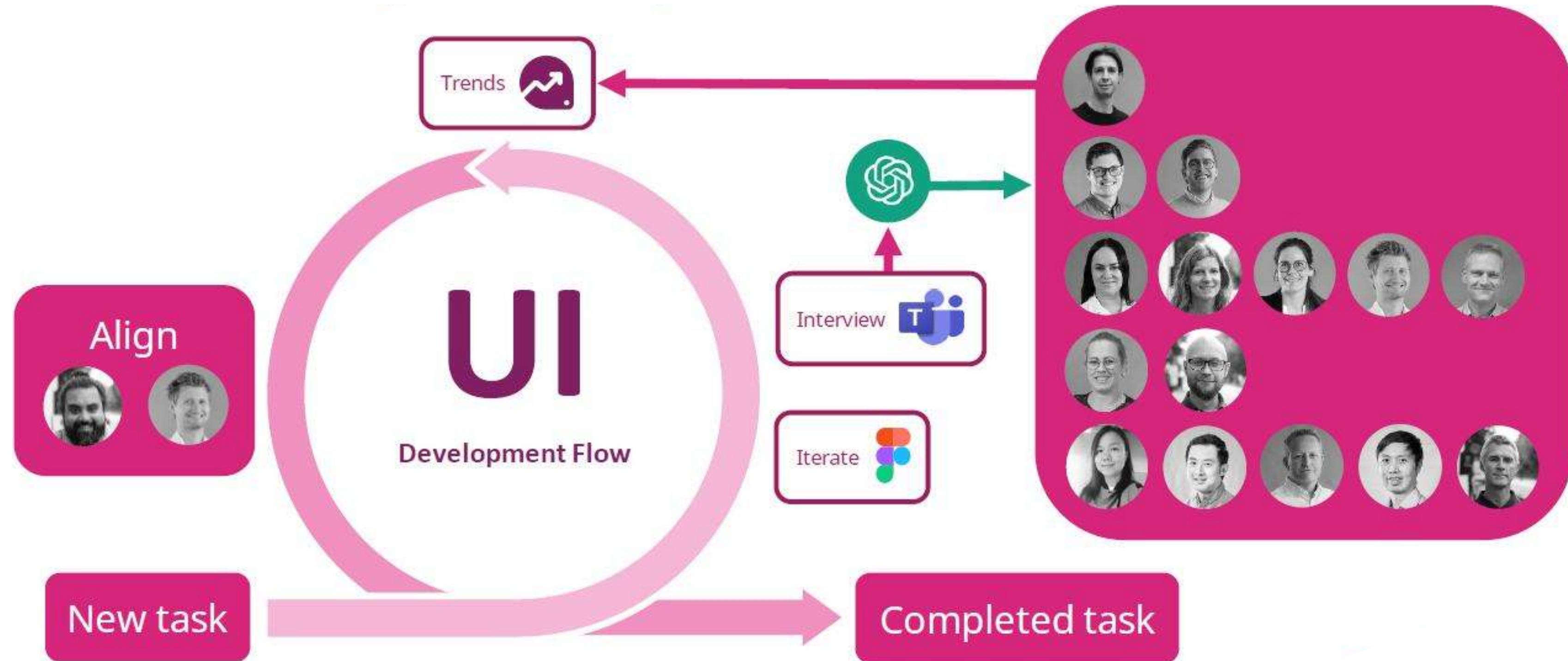
Leading the UX for the mobile project, I applied:

- OOUX to align design structure with user mental models
- Figma Variables to simulate data interactions and mimic database-driven design
- UI Testing and new QA tools to validate designs early
- Created data wrapper components for scalable UI reuse



Mobile App

Process / UI Testing



Mobile App

Process / Procedures & Tools



/ OOUX

Default	Selected	Error	Submitted	Approved	Disabled
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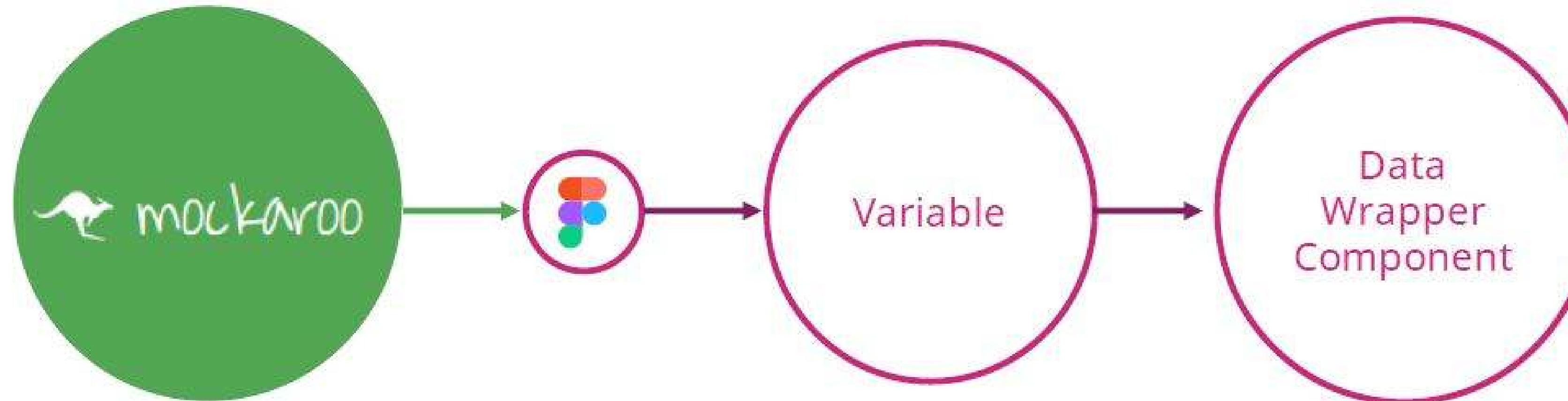
In the Mobile App project I leveraged OOUX methodologies to ensure the creation of user-friendly designs that align closely with how users naturally think and interact with digital products.

Mobile App

Process / Procedures & Tools



/ Variables



The key as a UX designer is to present the internal, external stakeholders and sponsor users with design solutions, but these solutions are a simulation of technology, therefore I utilized the variable system to further emulate how web technology works i.e. creation of a “data wrapper” component and simulation of a database with mock data.

Mobile App

Process / Procedures & Tools



/ Variables

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♥ Eadel • cust-50746 Affiliate Marketing • proj-85446 Task XSI • tsk-56283	♥ Cogillith • cust-81143 Illustration • proj-79607 Task DGA • tsk-17544	♥ Youbridge • cust-07072 Yoga • proj-42824 Task BPD • tsk-06814	♥ Yakidoo • cust-54404 Roth IRA • proj-86143 Task Close Protection • tsk-11410
♥ Aibox • cust-38017 Student Affairs • proj-45213 Task IPS • tsk-01287	♥ Jabbercube • cust-38663 UFS • proj-32073 Task ATLS • tsk-88686	♥ Flashset • cust-61373 Occupational Therapists • proj-82914 Task Make vs Buy • tsk-11821	♥ Ooba • cust-63566 GDS systems • proj-19188 Task AACR2 • tsk-39036
♥ Shuffletag • cust-94823 XDoclet • proj-32073 Task Eiffel • tsk-75550	♥ Topicware • cust-95825 MDS • proj-57809 Task Biostatistics • tsk-13689	♥ Yambee • cust-14911 Immigration Law • proj-97916 Task Solution Selling • tsk-34097	♥ Linkbuzz • cust-38915 Adult Education • proj-95041 Task JMP • tsk-49393
♥ Chatterbridge • cust-96256 Zymography • proj-14563 Task Accounts Receivable • tsk-33374	♥ Meemmm • cust-93225 AOL • proj-29132 Task Elementary Education • tsk-95612	♥ Livetube • cust-18364 Glassfish • proj-98281 Task Gynecologic Surgery • tsk-79711	

Mobile App

Process / Procedures & Tools



/ Variables

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Mobile App

Process / Procedures & Tools



/ Variables

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Task Ignite-UX • tsk-75550

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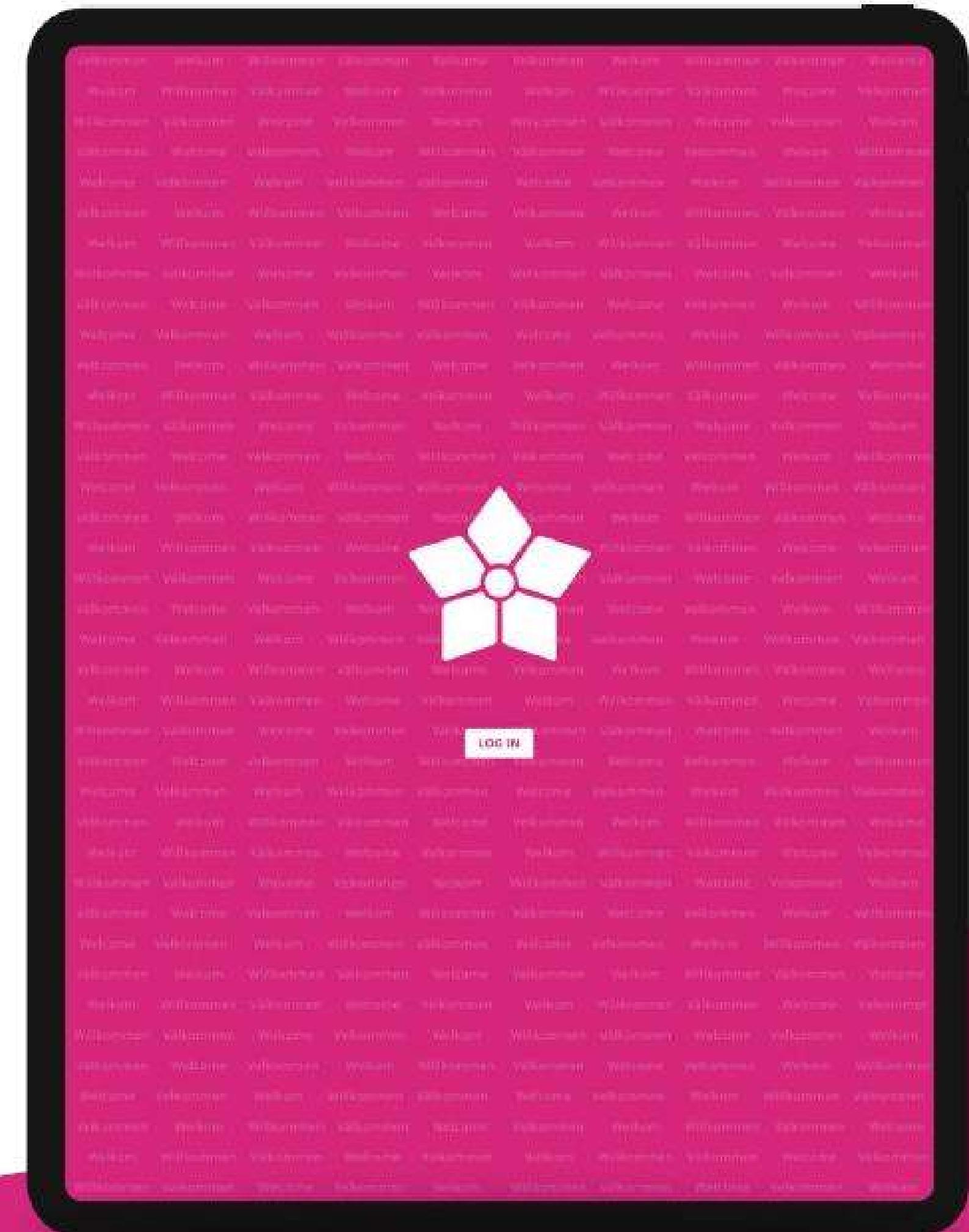
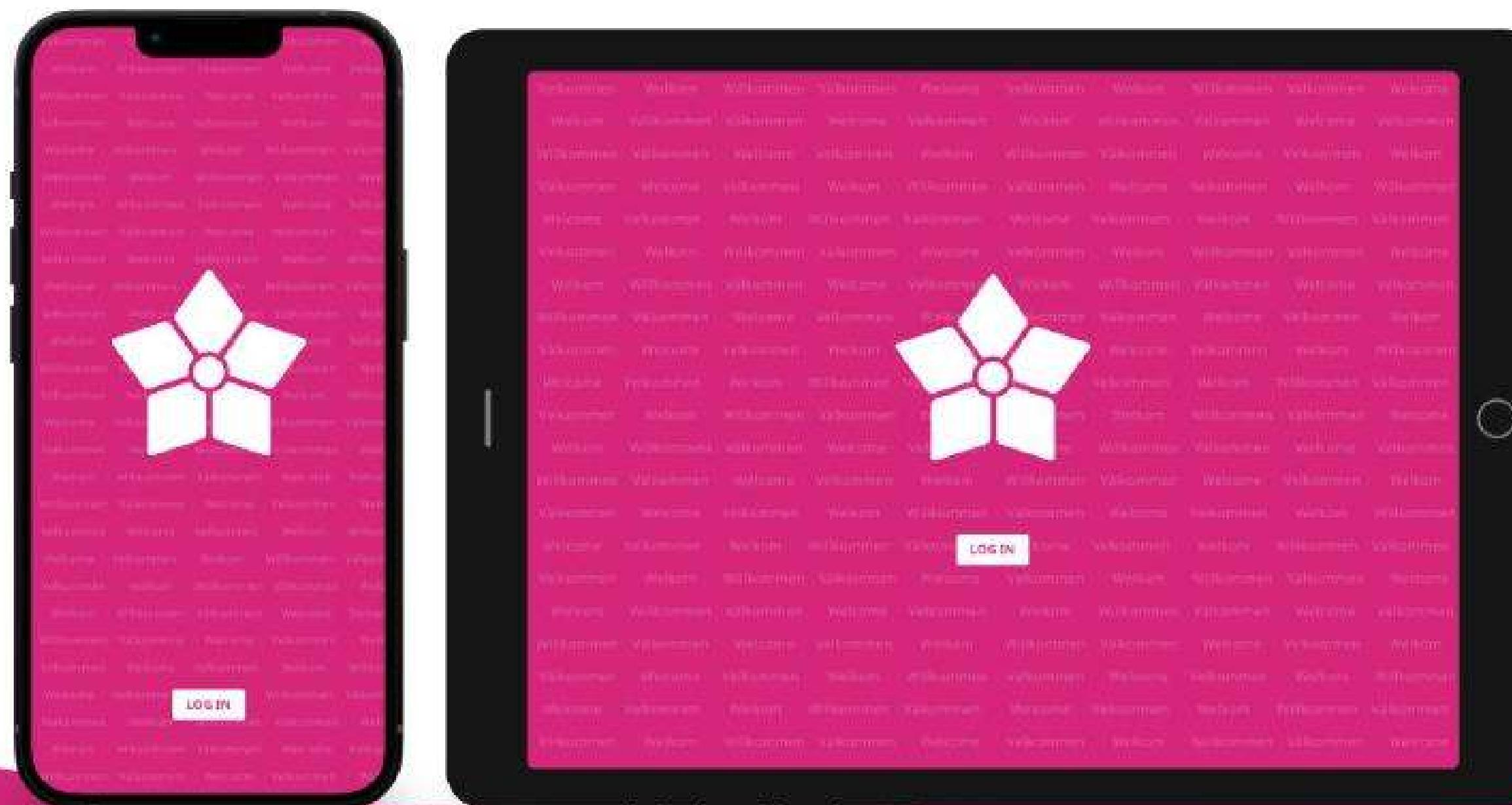
Mobile App

Key Features Designed:

- Login & Settings
- Date Navigation
- Time, Mileage & Expense Registration (CRUD flows)
- Submission Interfaces (Manual, Stopwatch, Timestamp)
- Status Indicators (Submitted, Rejected, Approved)

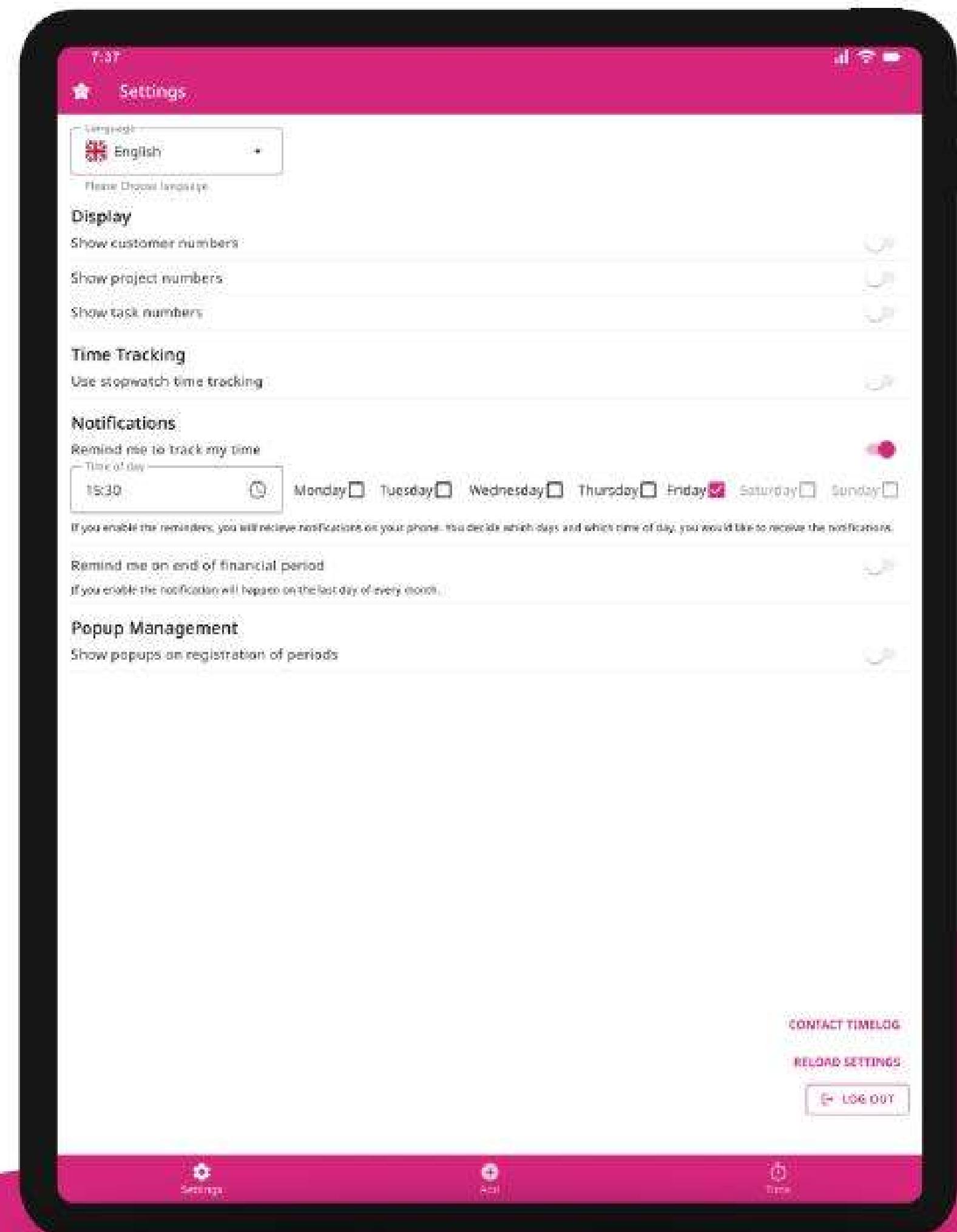
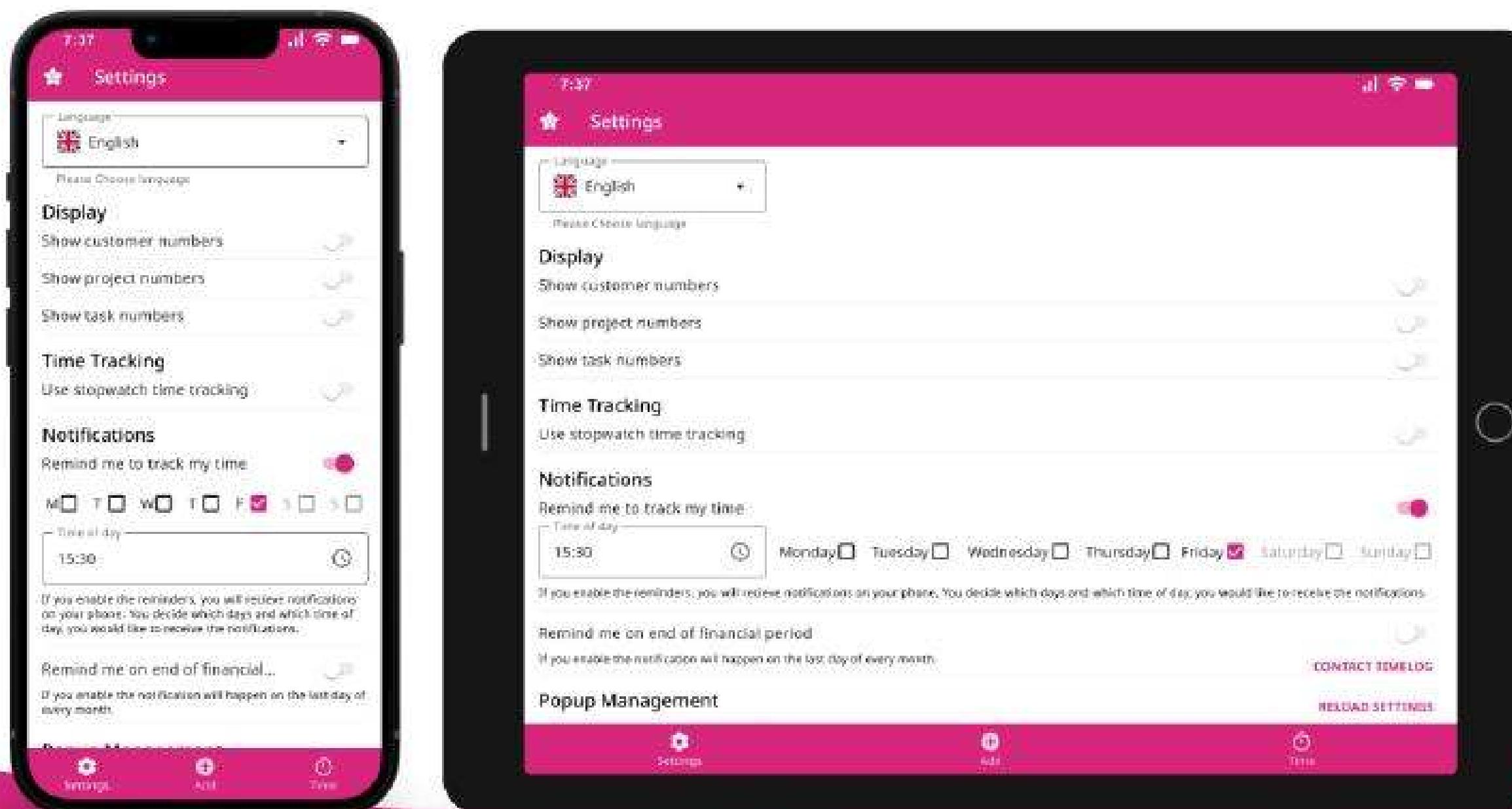
Mobile App

Results / Log-in



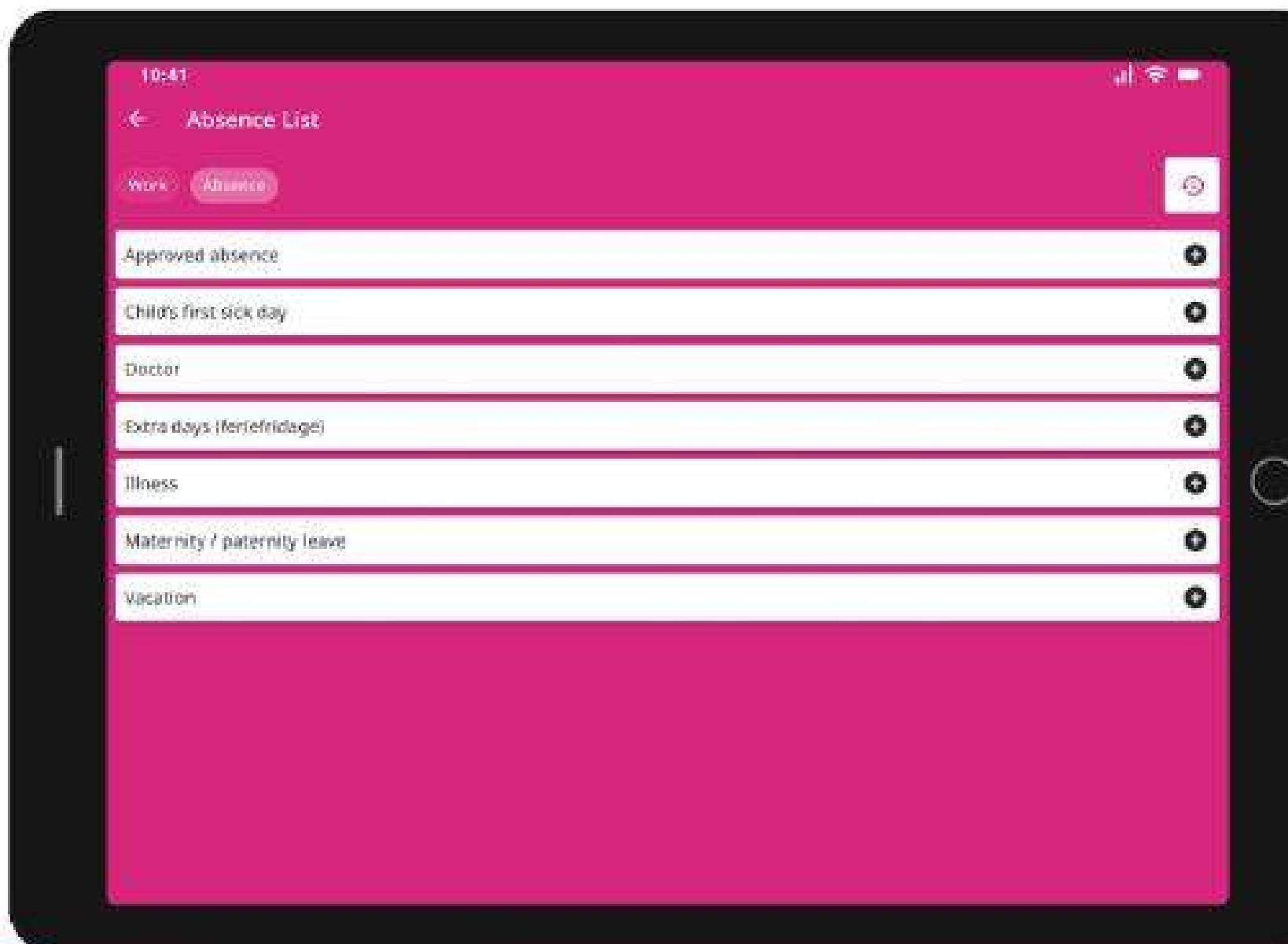
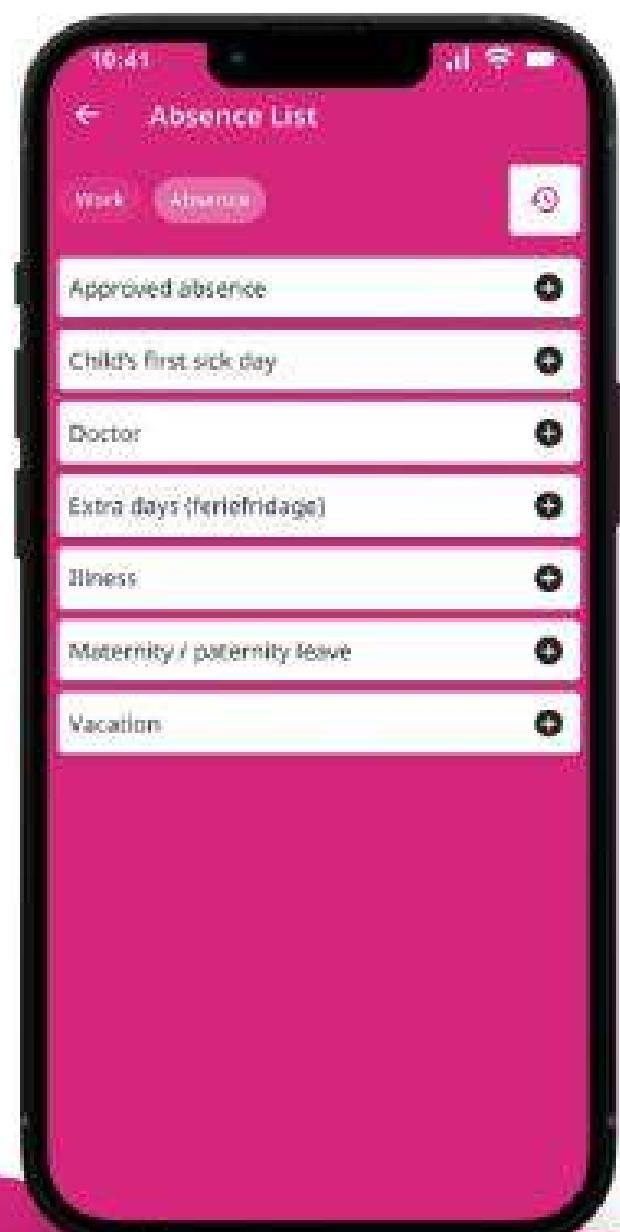
Mobile App

Results / Settings



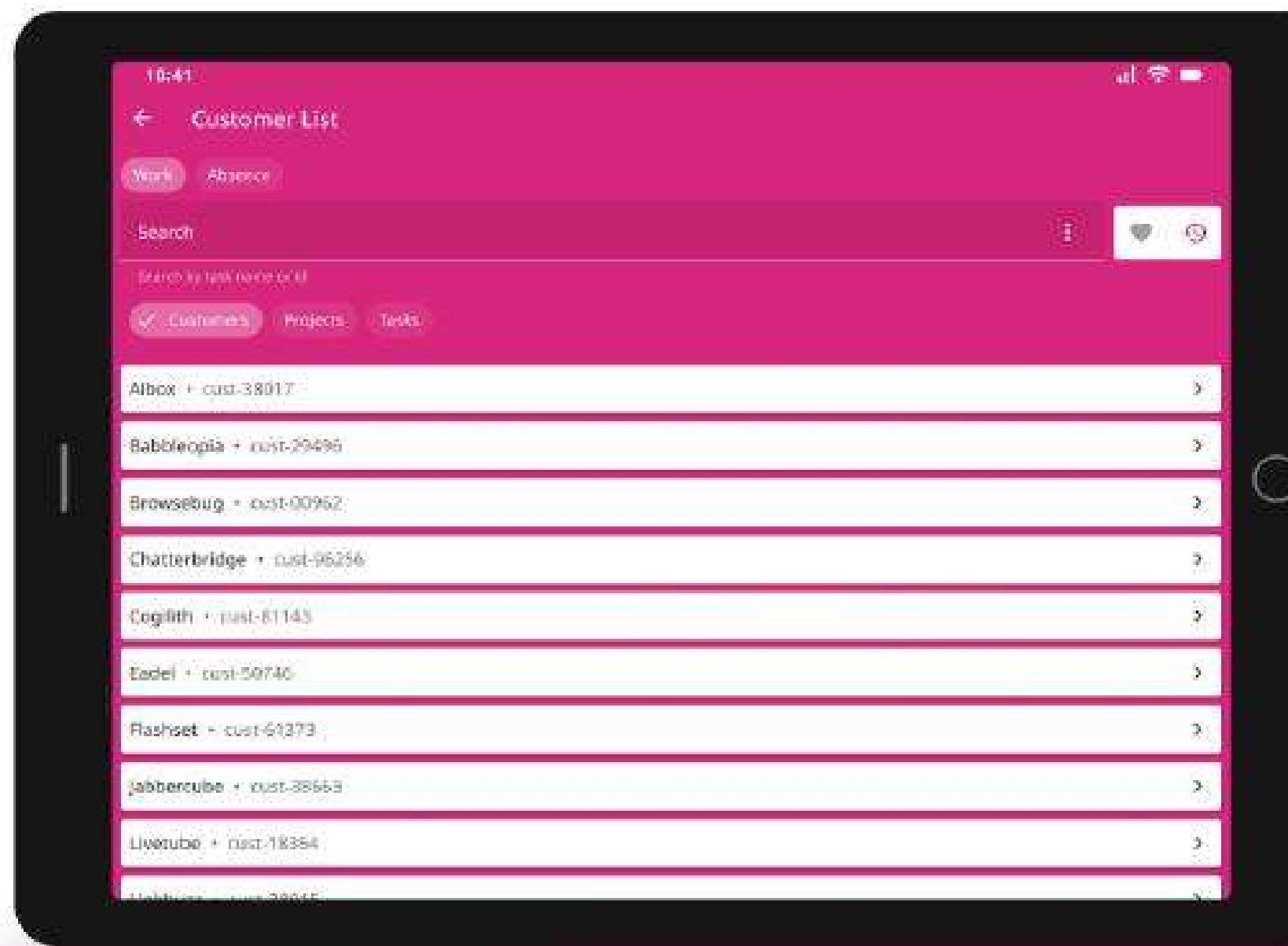
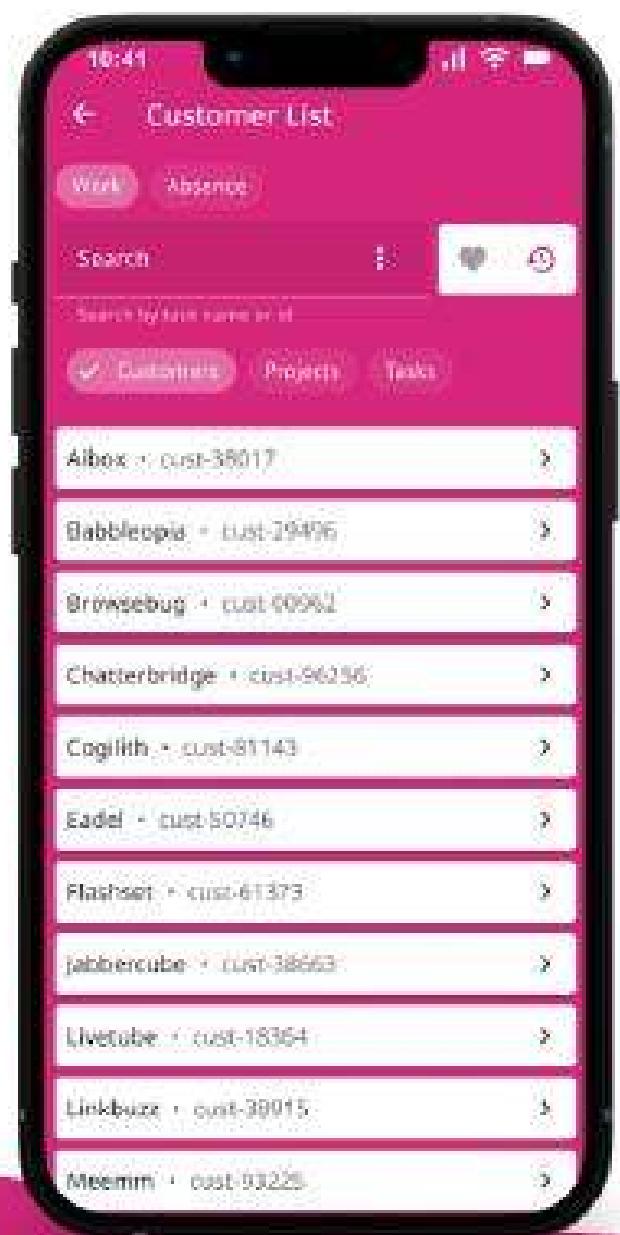
Mobile App

Results / Crud Lists / Absence



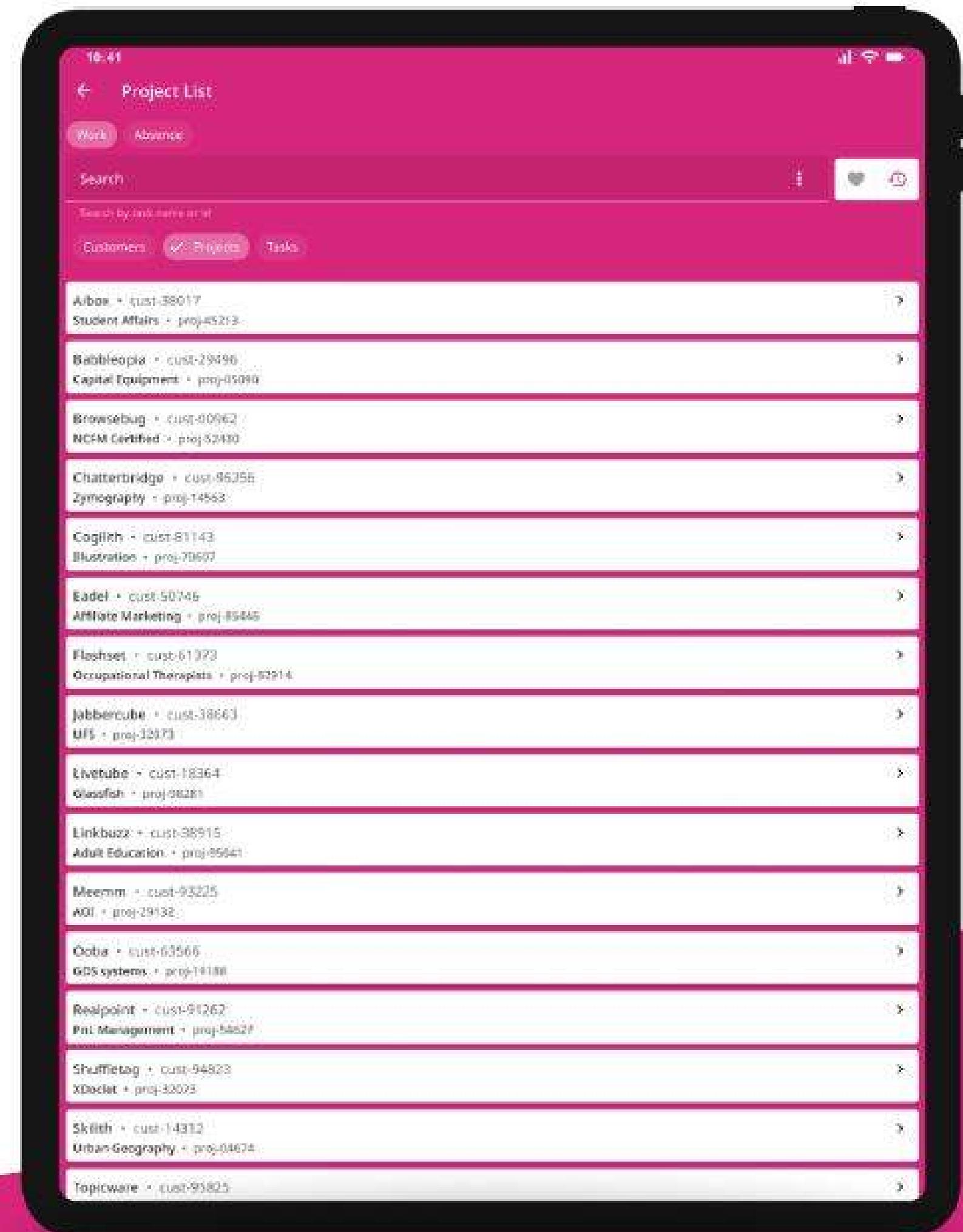
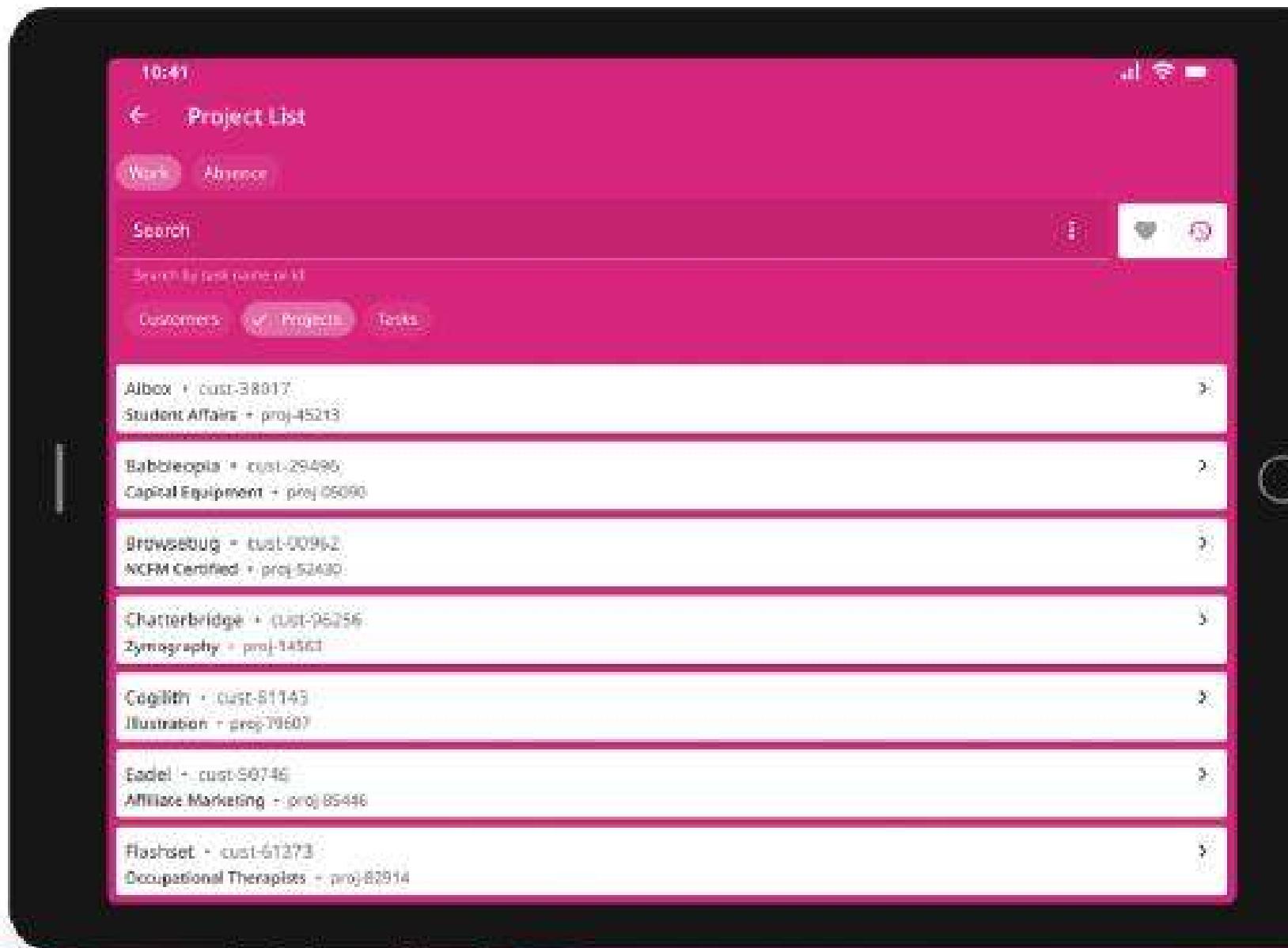
Mobile App

Results / Crud Lists / Work / Customers



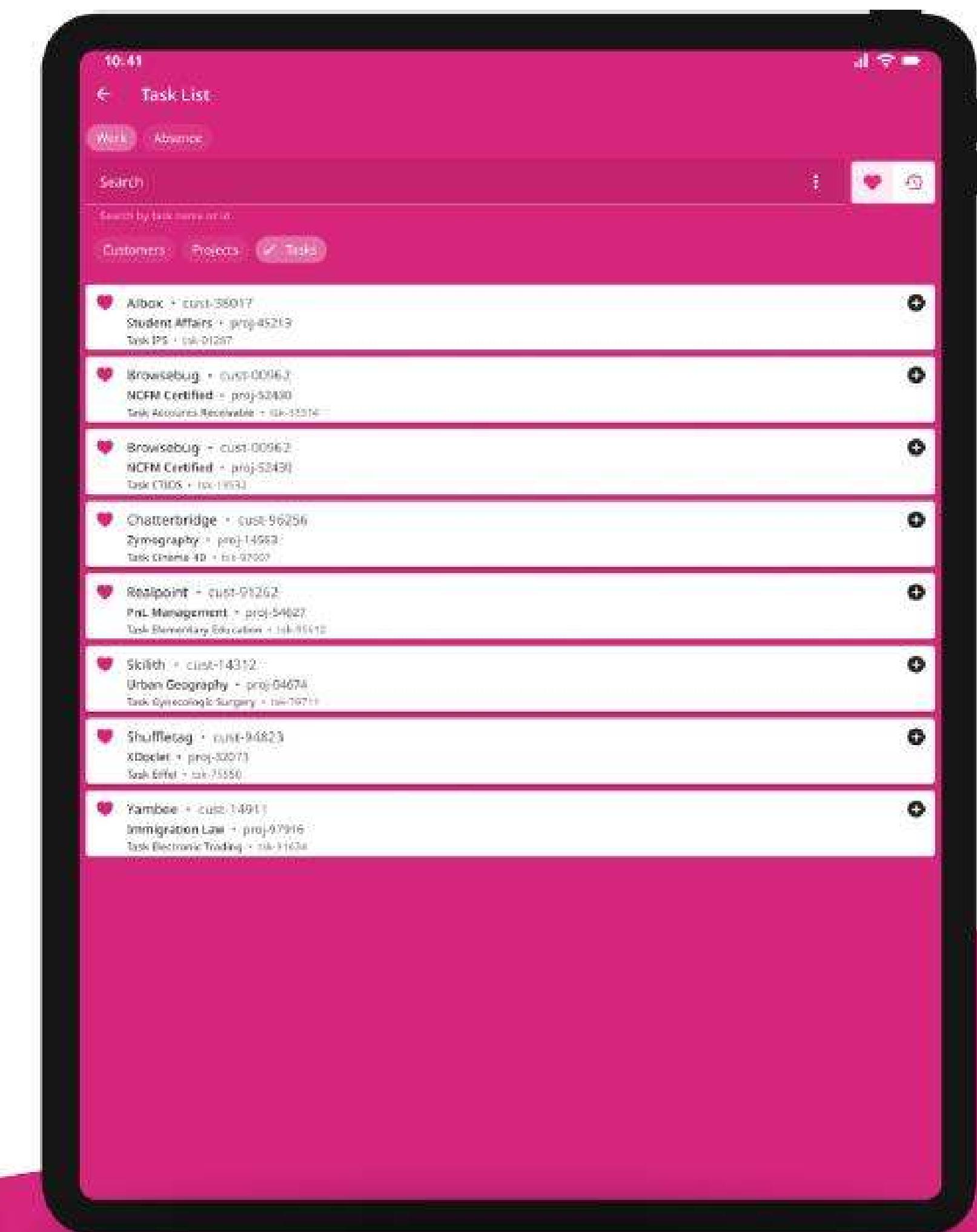
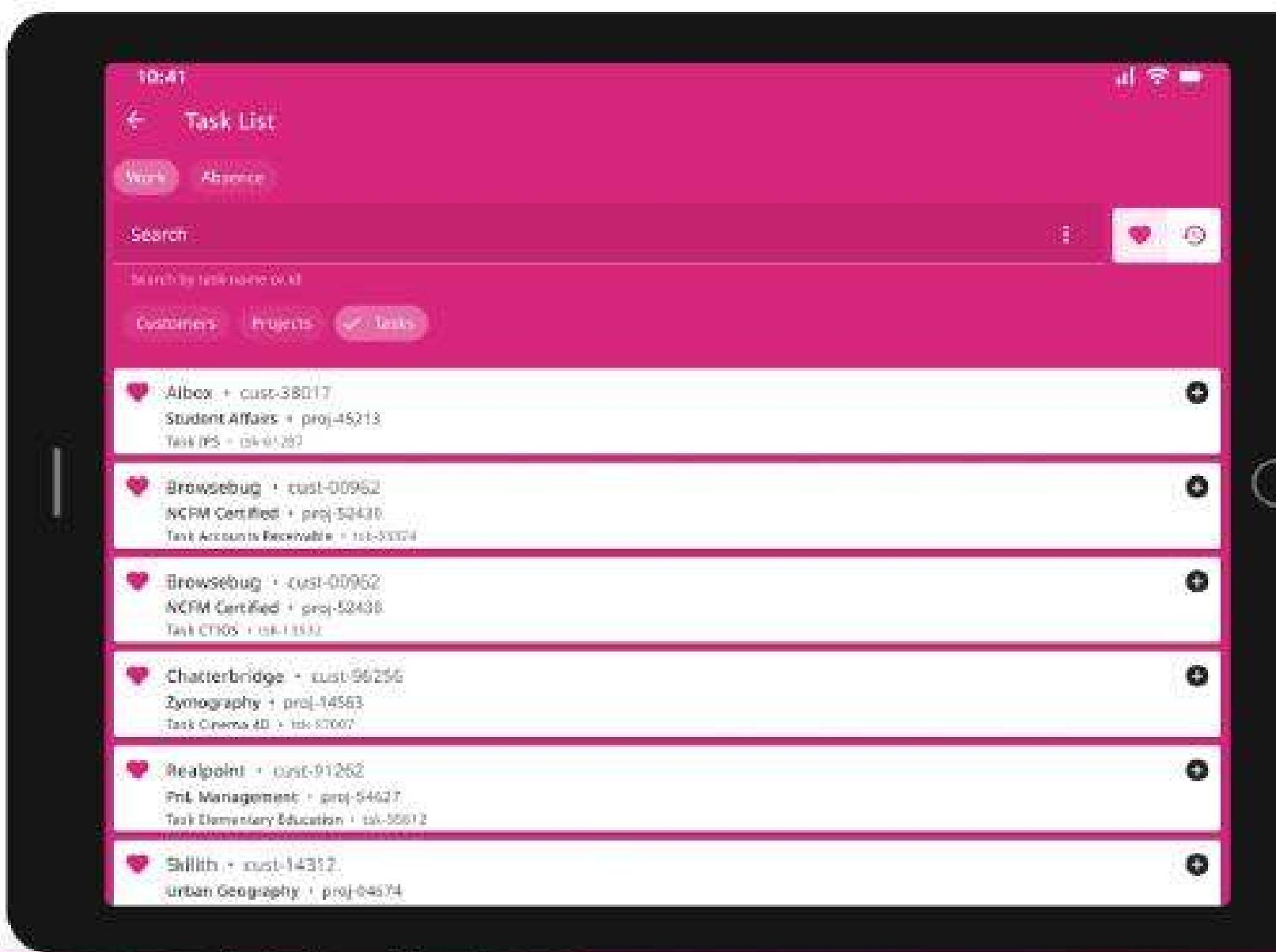
Mobile App

Results / Crud Lists / Work / Projects



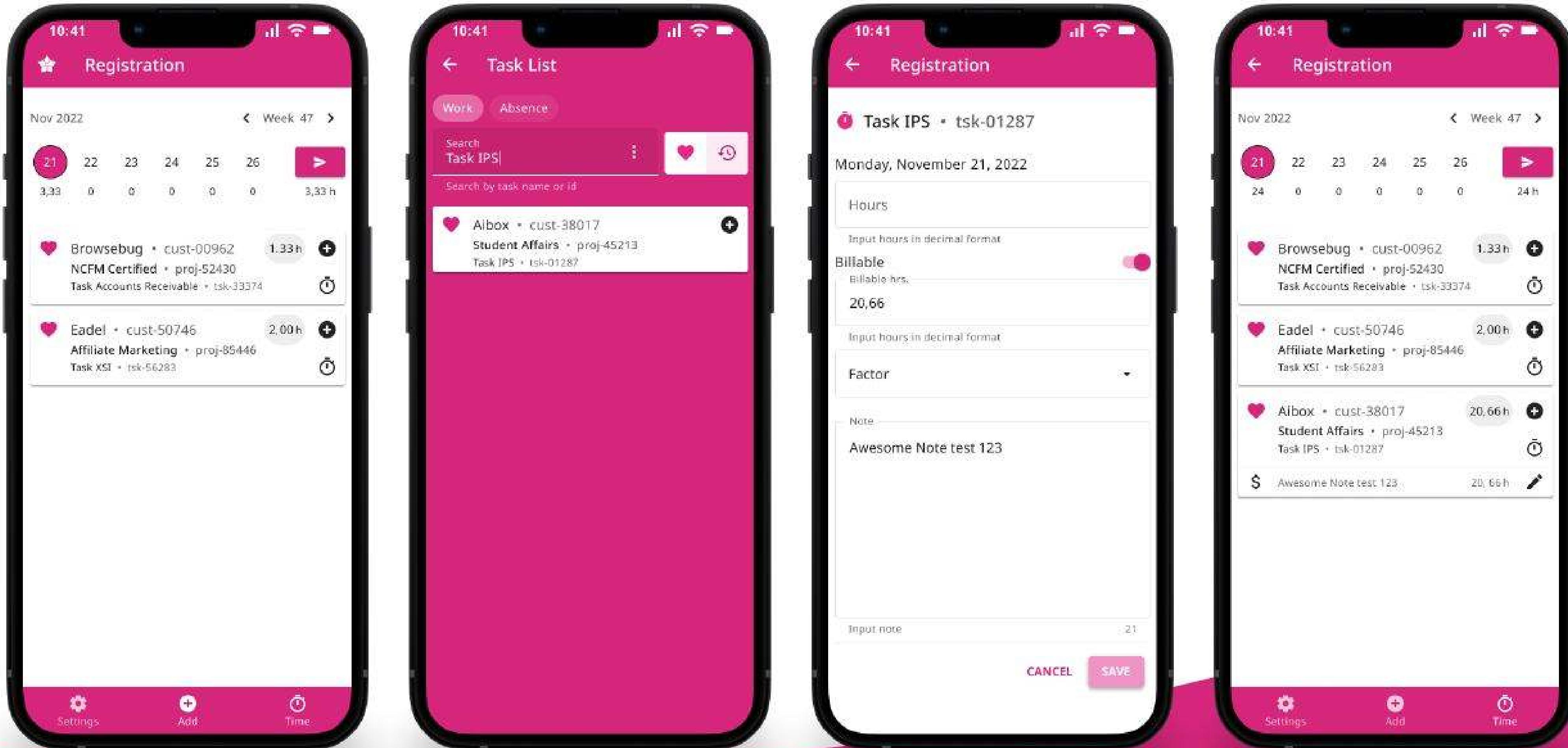
Mobile App

Results / Crud Lists / Work / Tasks



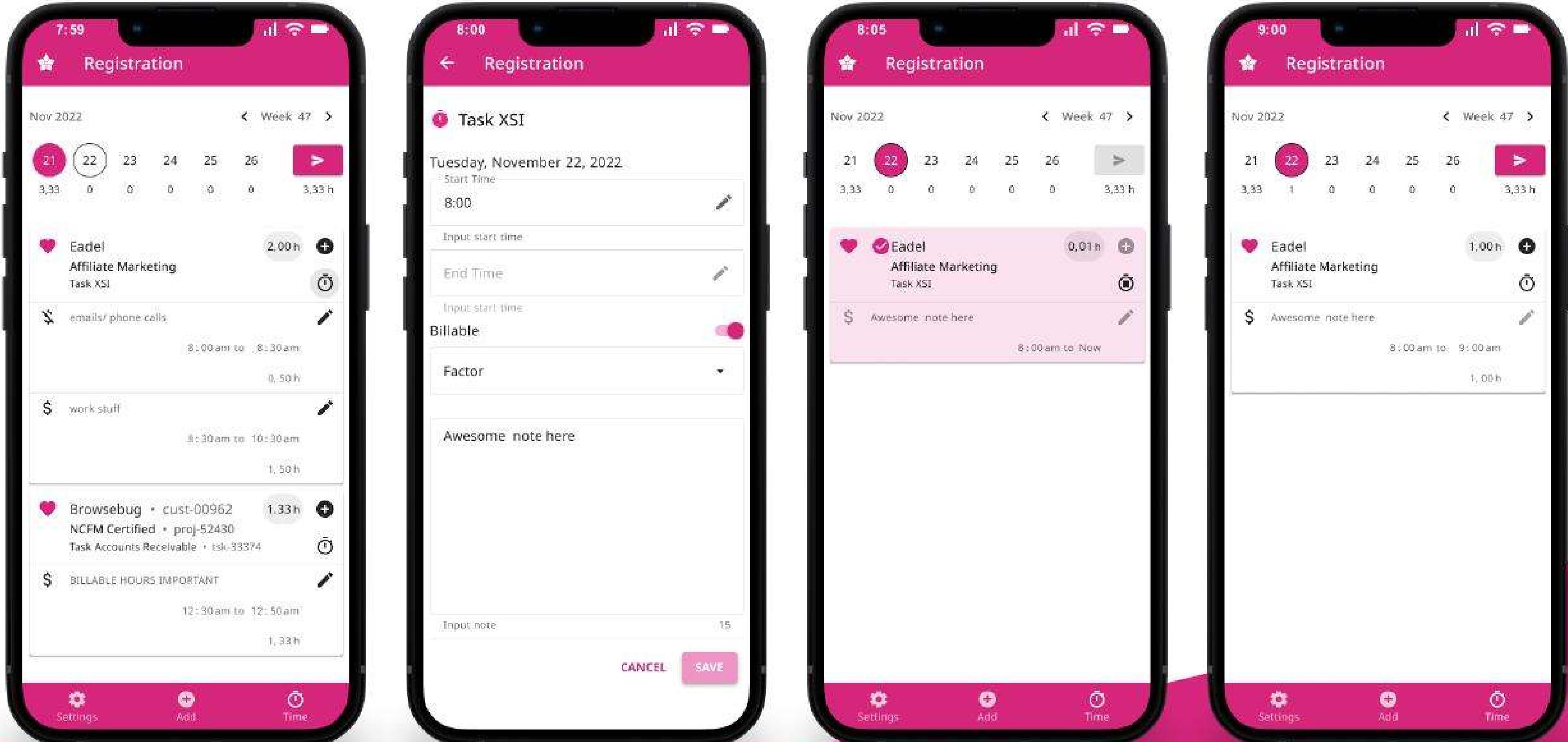
Mobile App

Results / Time Registration / Manual



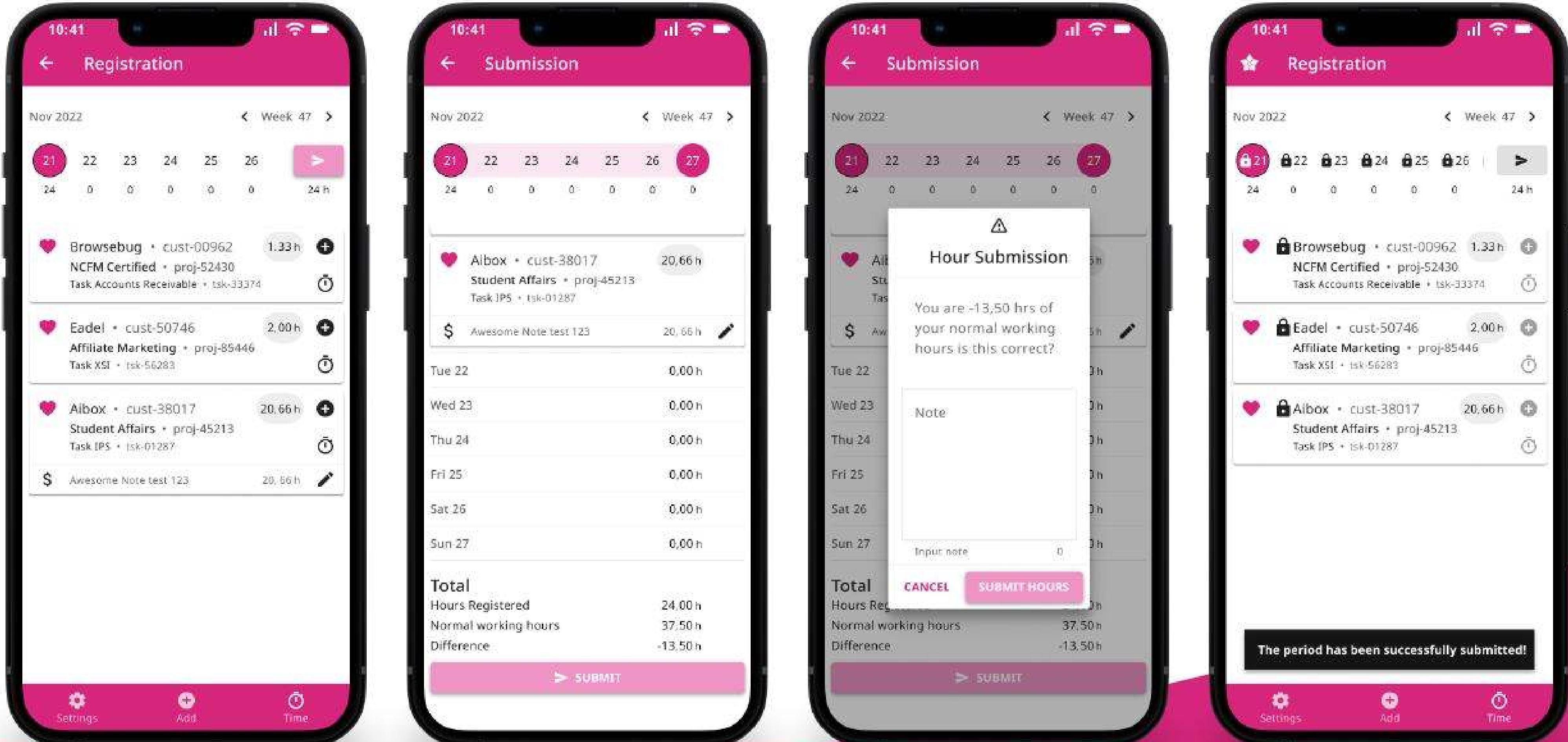
Mobile App

Results / Time Registration / Stopwatch



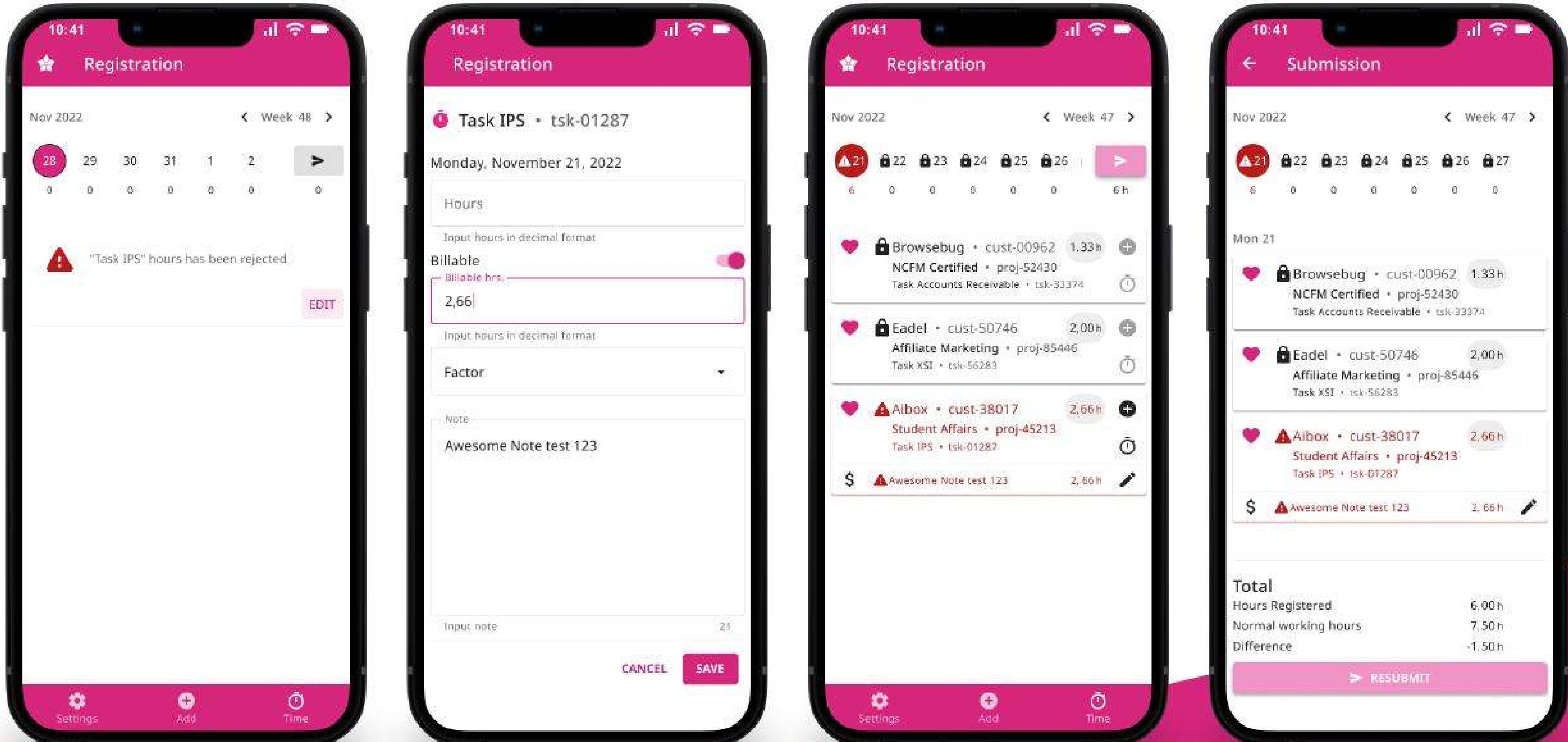
Mobile App

Results / Time Registration / Submission



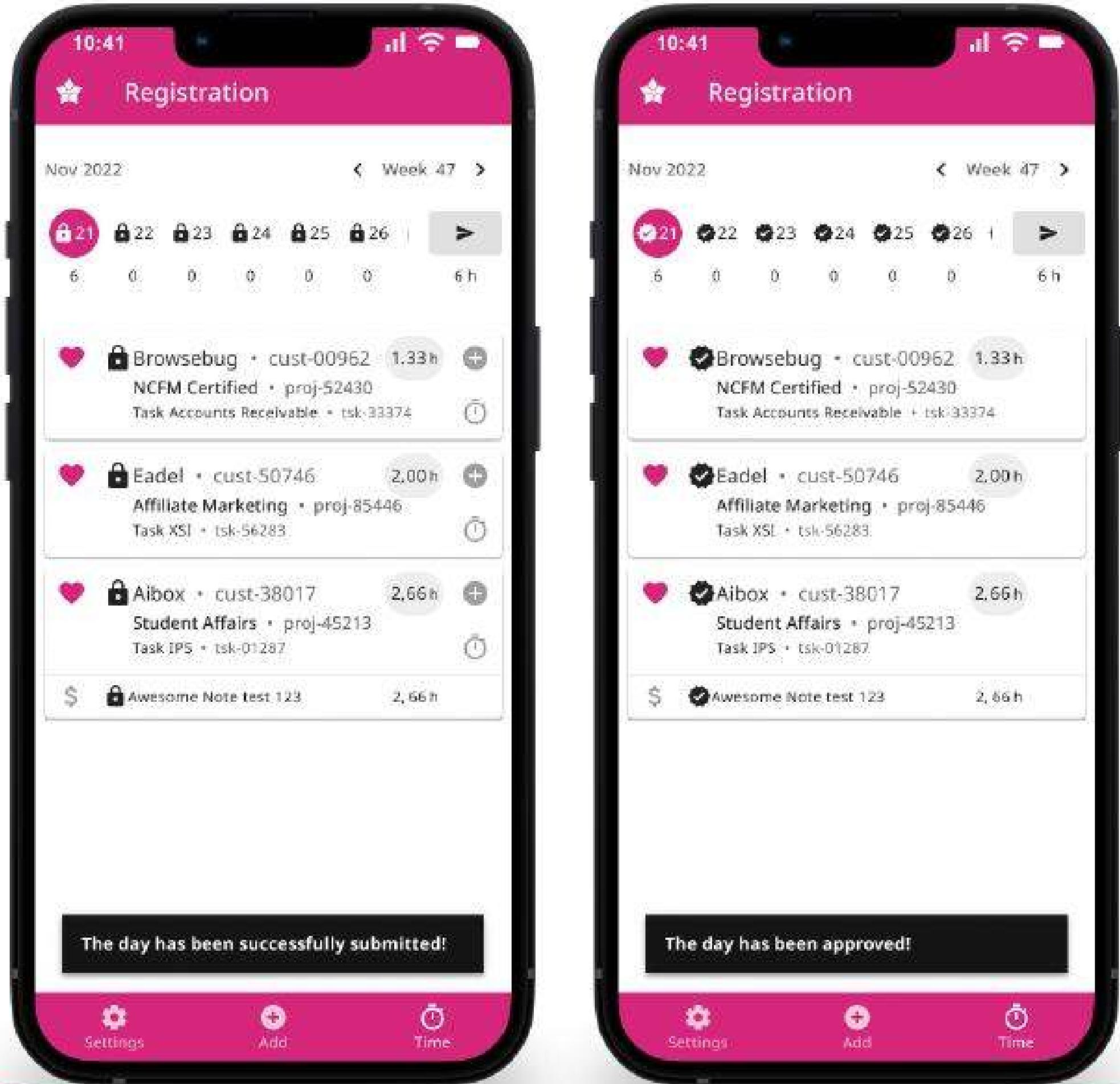
Mobile App

Results / Time Registration / Rejection



Mobile App

Results / Time Registration / Approval



Mobile App

Impact:

- Iterative design process implemented every sprint (3 weeks)
- Rapid prototyping + validation enabled faster alignment with real user needs
- Maintained two design systems, mentored 3 UX designers, and supported multiple parallel projects

Conclusion

A Culture of UX Maturity

These three projects laid the foundation for a UX-driven culture at TimeLog. By building infrastructure, delivering targeted features, and enabling digital transformation, I helped shift TimeLog from ad-hoc design to a mature UX practice grounded in research, structure, and strategic thinking.