Hello!

I'm Erin, a *Product Designer* with with 8+ years in brand and advertising design, focused on B2B workflows and operational dashboards.

Currently based in New York City.
LinkedIn

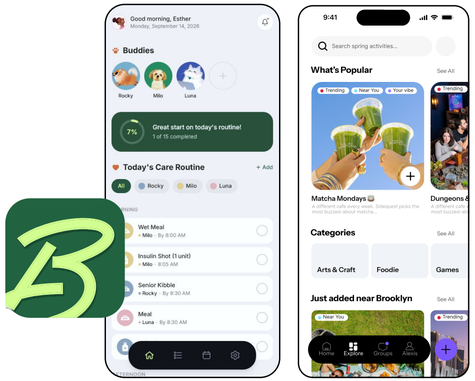
What I've Designed

Client work, side projects, and my most recent project.



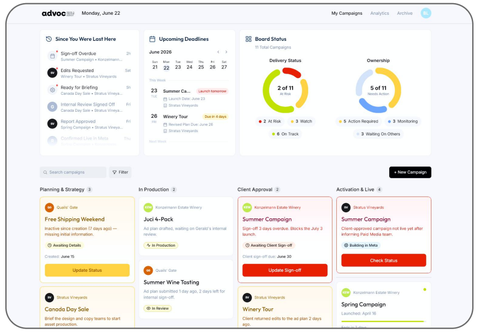
Campaign Microsites

Shipped websites for a client, taken end to end: information architecture, interaction design, and the design system underneath.



Buddy & Sidequest Apps

Two side projects: a shared care routine for multi-pet households, and an app that suggests hangout plans for friends.



Advoc Digital Agency Platform

A centralized workspace for an ad agency whose campaign state was scattered across disconnected tools.

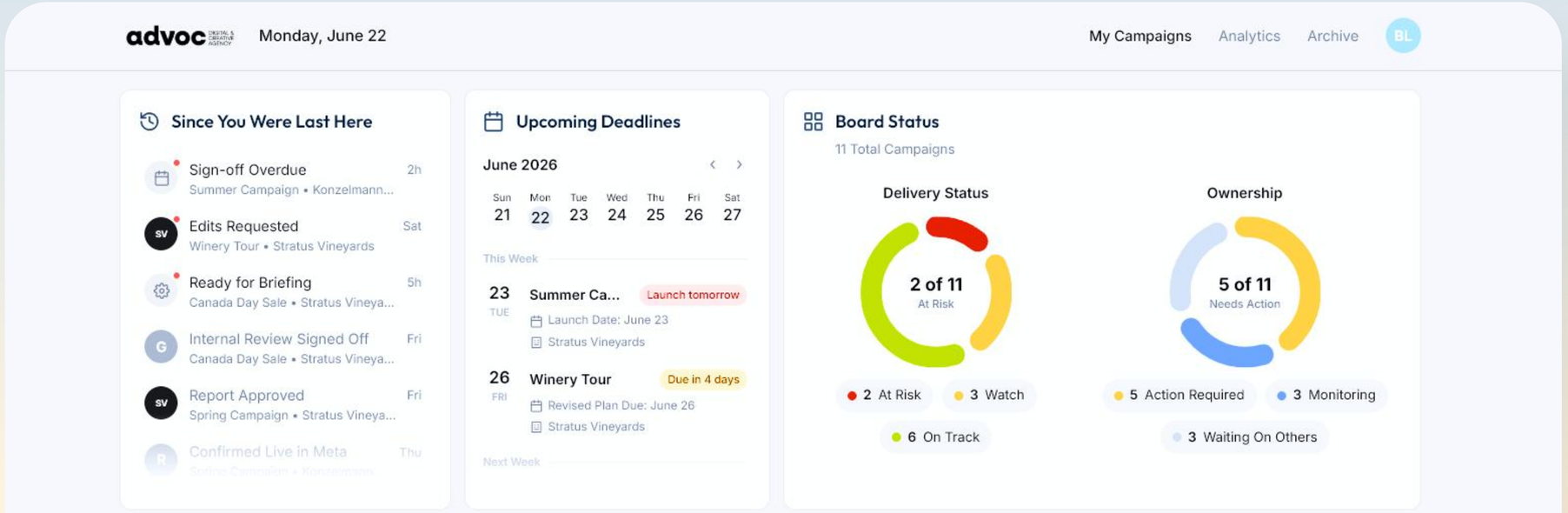
What I bring to the team

I make complicated operations understandable: I find the real problem inside a workflow, turn it into a structure people can rely on, and design around the decisions they need to make.

Deep Dive into the Case Study

Designing a Centralized Workflow System for Advoc Digital's Fragmented Operations

Core Design Phase	Role	Company
4 months	UI/UX Designer	Advoc Digital



Initial Ask

Founders asked me to *fix approvals.*

Founders believed approval delays put client relationships at risk.

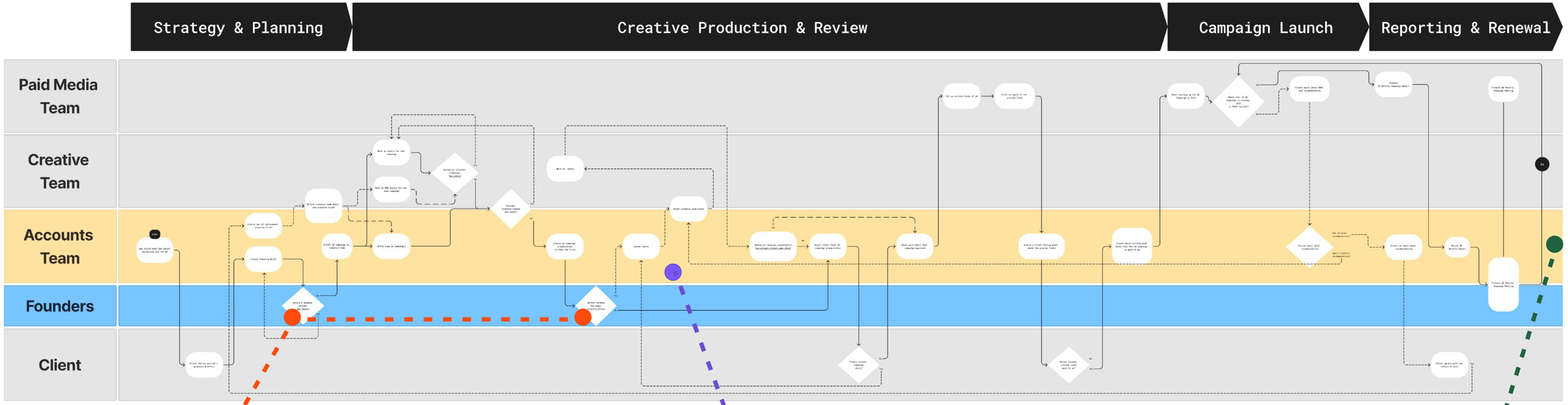
They felt that growth was capped by deep operational dependencies, prompting them to ask for a better approval tool to unblock scale. That's what led them to name themselves as the bottleneck, and to ask for a better approval system to loosen the dependency and let growth resume.

My Approach

Before designing anything, I mapped the whole agency's workflow to test whether approvals were actually the bottleneck.

Discovery 1 — The Operational Bottleneck

The workflow showed the *real dependency* ran through Account Manager.



Only 2 touchpoints total. Founder approvals were part of the delay, but not the agency's *primary* bottleneck.

Information bottleneck. All feedback and status updates must route back through the Account Manager to reach other teams.

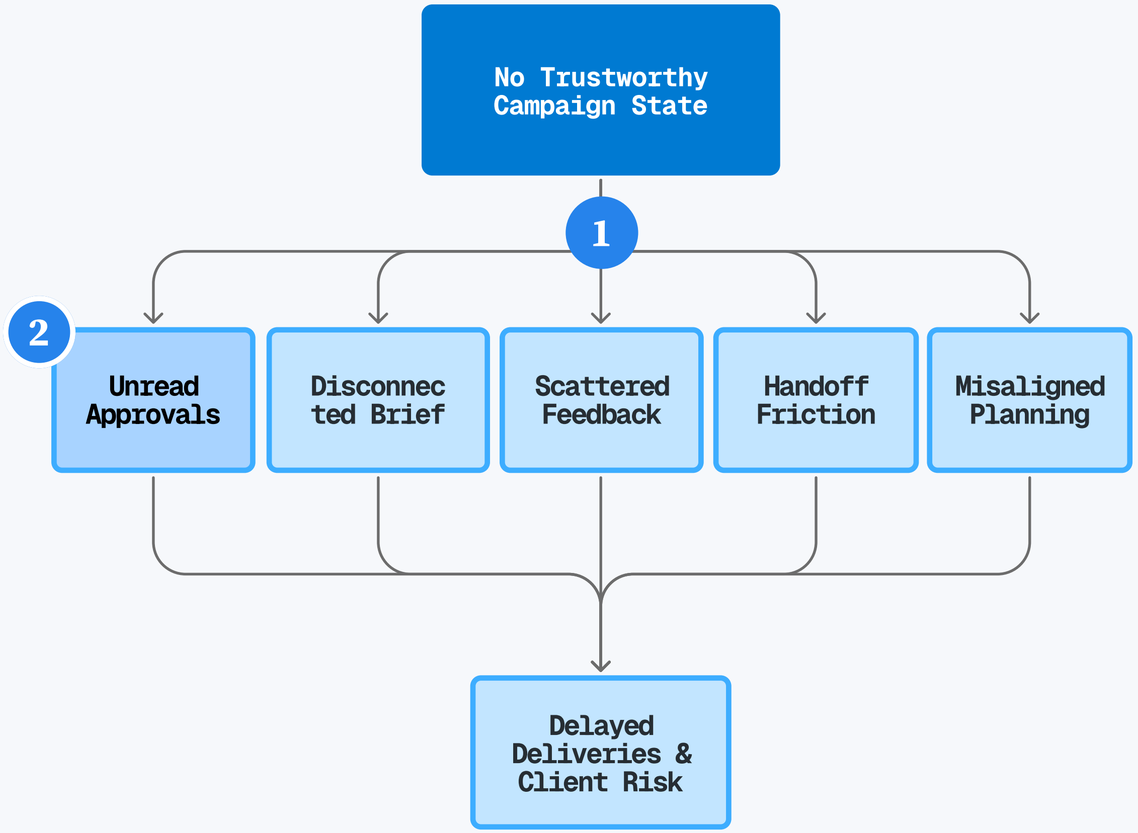
The Account Manager is active in every single phase, manually chasing updates, forwarding feedback, and holding the process together.

Discovery 2 — Root Cause Analysis

Approvals were one symptom of a larger problem: *no trustworthy campaign state*

Cost and client risk were the founders' concerns, so I investigated the workflow problems underneath them. The same pattern sat beneath each breakdown:

no system held a trustworthy version of campaign state.



1 Approvals were one of five. Fixing approvals alone would have left the other four.

2 What the founders asked me to fix

The Reframe

So I reframed the project from approval workflow to *operational visibility.*

Using the workflow audit to transform a narrow approval request into a strategic business case.

“

Old Problem

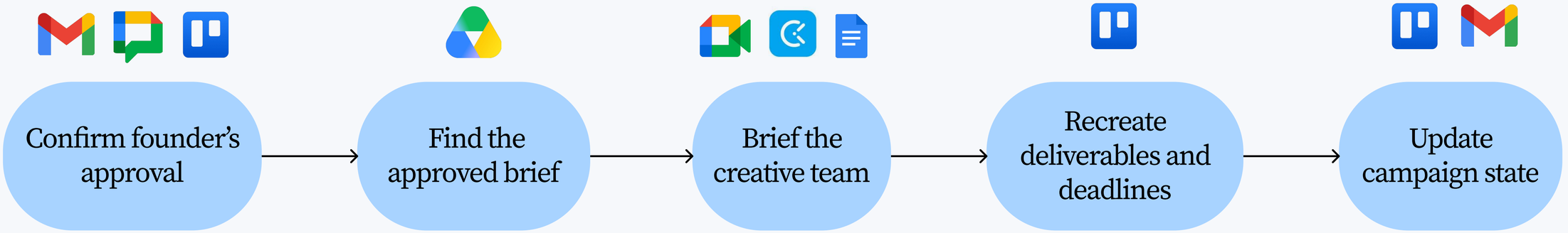
How do we build a better approval tool to lessen founder dependency?



“

New Problem

How do we create trustworthy operational visibility so the agency can scale?

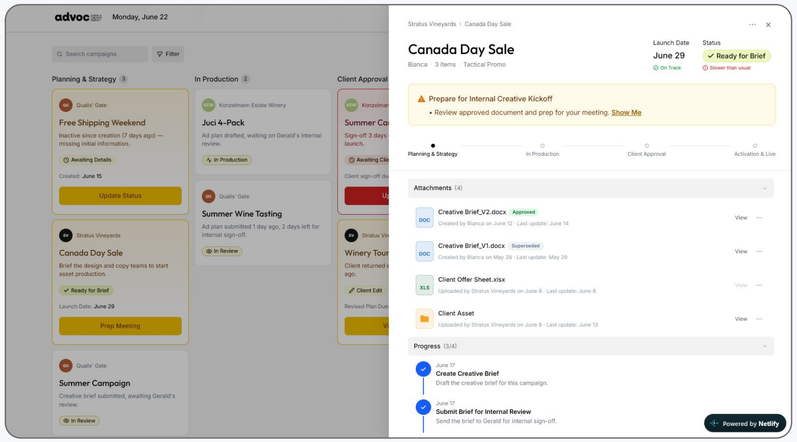


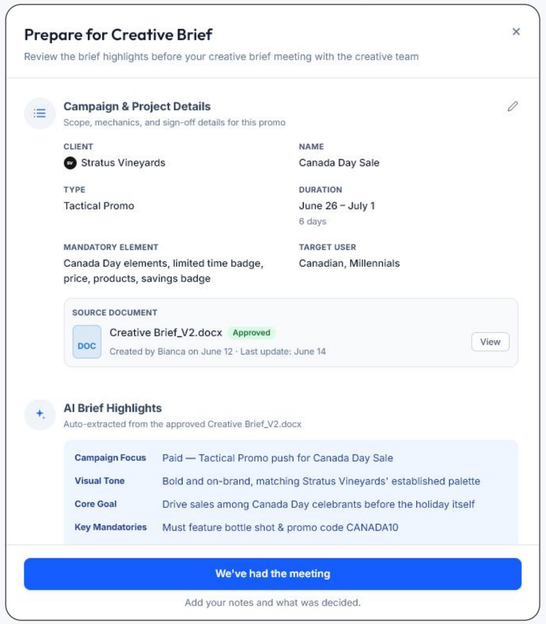
The Insight

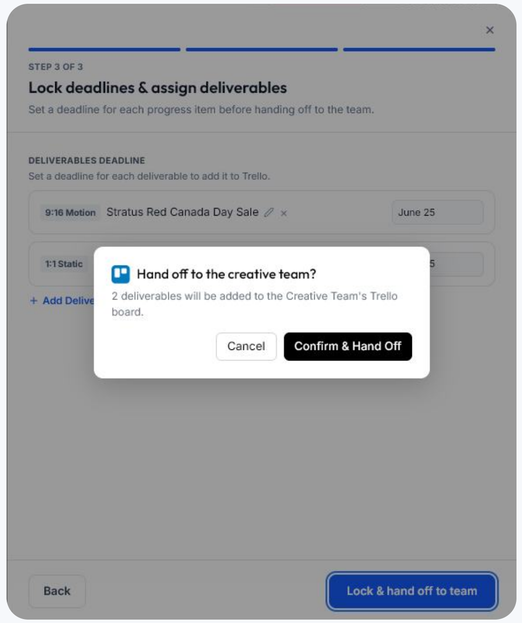
One campaign required Bianca to reconstruct the handoff across *multiple systems*

The After

Bianca can now *move a campaign forward* without reconstructing state across multiple tools.







Approval already recorded

The approval is already recorded, so she starts knowing where the campaign stands.

Meeting context assembled

Prep Meeting assembles the brief, the audience, and the creative team's current capacity.

Confirmed handoff creates deliverables

Confirming the meeting outcome creates the deliverables and advances the campaign.

[Challenge 1 of 3: The Model]

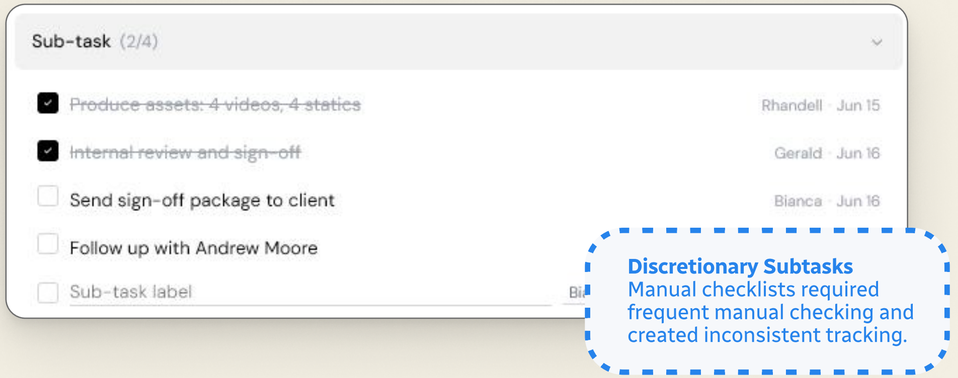
Status wasn't one thing, so I modeled operational truth as *separate dimensions.*



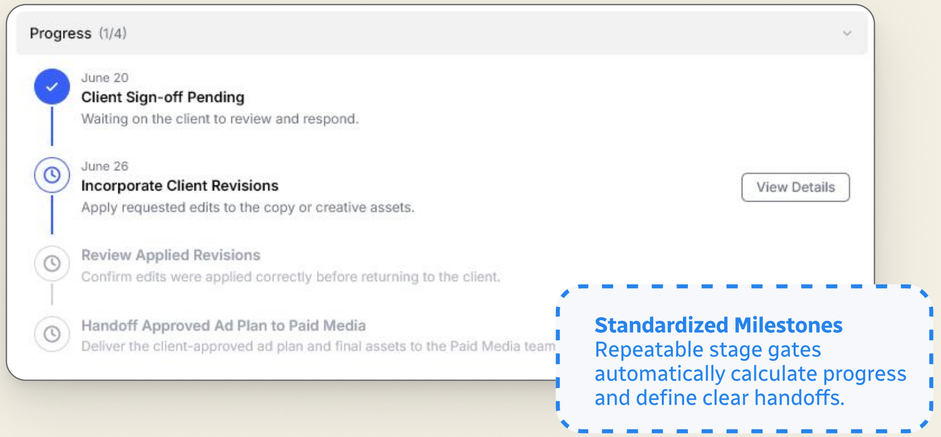
[Challenge 1 of 3: Workflow Implications]

That changed the workflow itself: ad-hoc subtasks became *predictable Progress steps.*

Before



After



[Challenge 1 of 3: Dashboard & Validation]

That changed the dashboard: risk and ownership could *no longer live in the same bucket.*

A **The Before State (Conflated Risk):** A campaign could be flagged as "at risk" while Bianca was simply waiting on a client review, or marked "on track" while still requiring her immediate action. This lumped timeline delays and active ownership into a single, confusing metric.

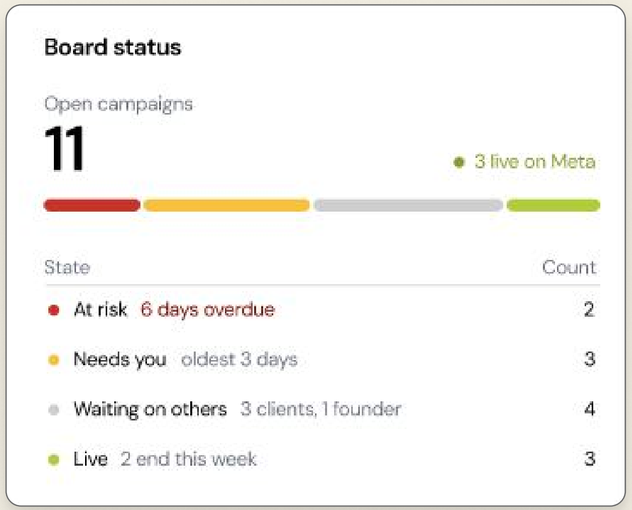
B **The After State (Separated Metrics):** I split the metrics into two distinct views: Delivery Status for tracking timeline risk and pacing, and Ownership to make it instantly transparent whose move it is.

"Campaign Health" → "Delivery Status"

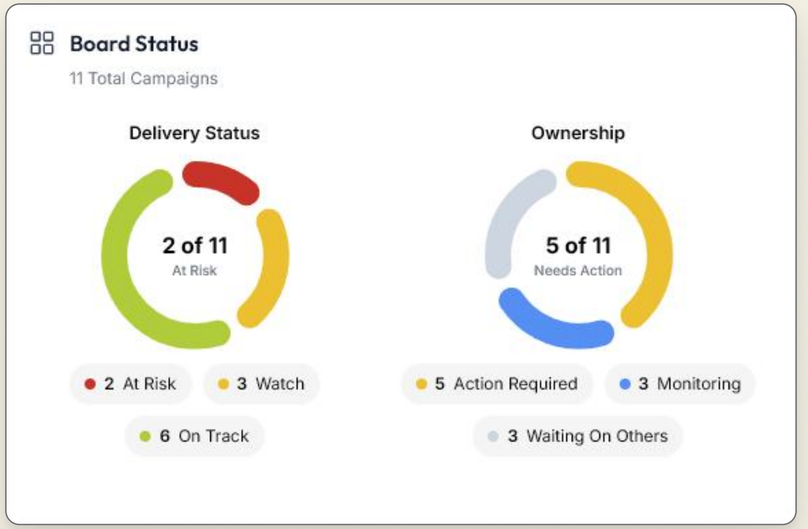
Terminology Refinement

Usability testing showed Bianca read paid-media labels as live ad performance rather than internal production progress. Across the product, I shifted from ad-metric language to operational terms.

A Before

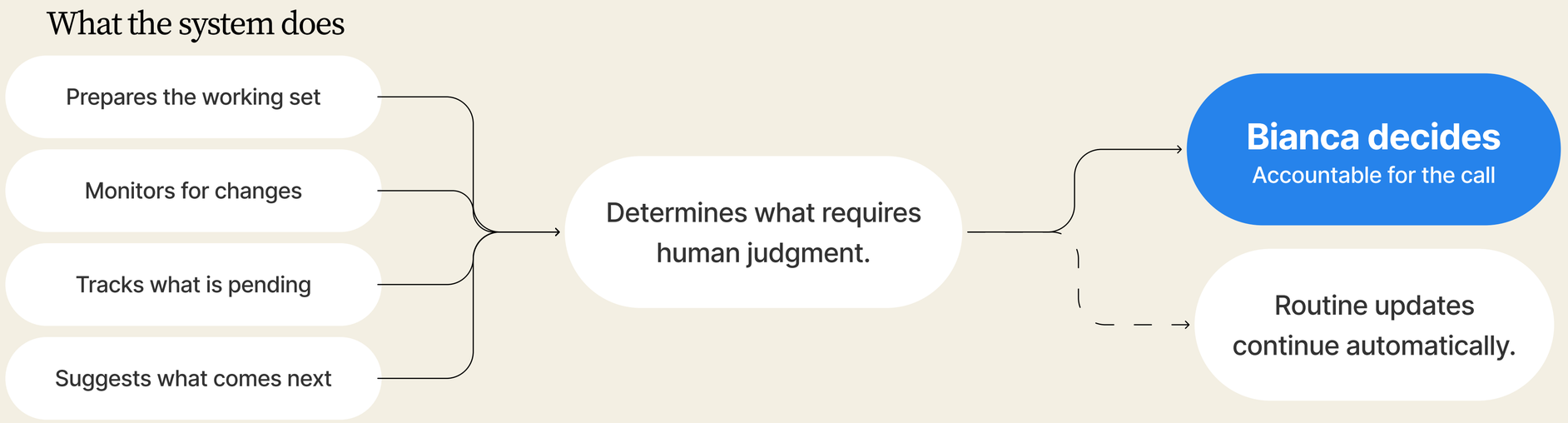


B After



[Challenge 2 of 3: The Principle]

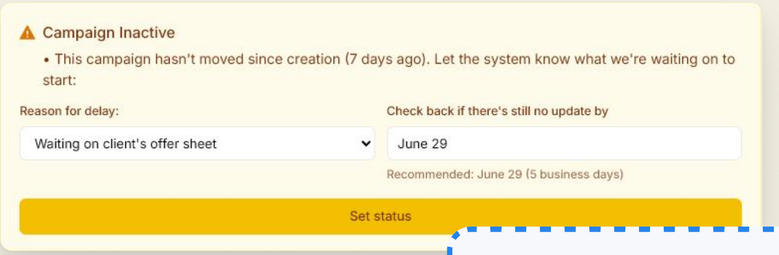
I started with one rule: the *system can propose*, but the person remains accountable for the decision.



[Challenge 2 of 3: What Testing Revealed]

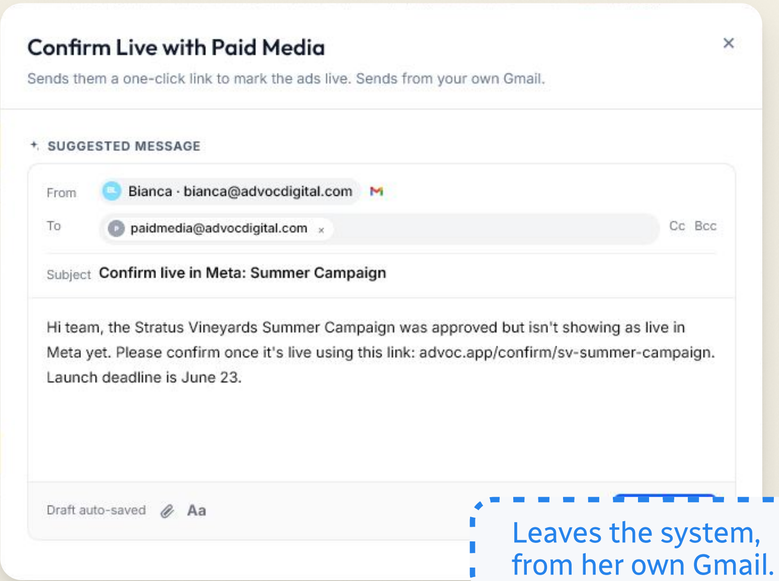
Testing showed the amount of control needed depended on the *consequence of the action.*

Campaign Inactivity Reminder



Stays inside the system. Bianca sets the status and knows what it does.

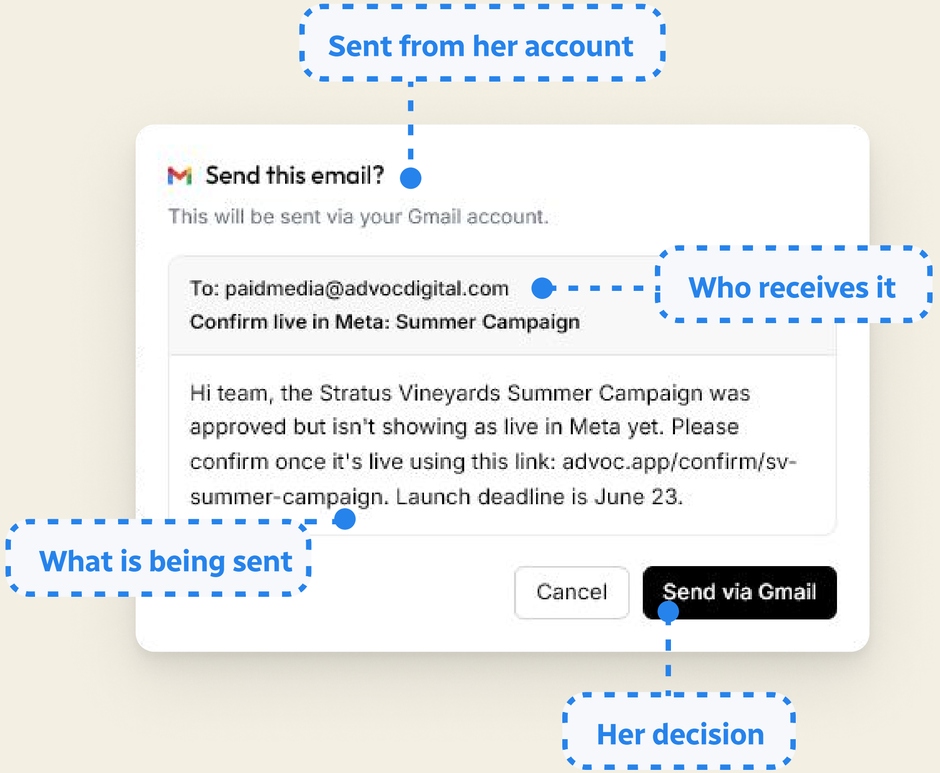
Sending through Gmail



Leaves the system, from her own Gmail.

[Challenge 2 of 3: The Design Response]

So high-consequence actions get an *explicit review gate* before anything leaves the system.



[Challenge 3 of 3: The Rule]

The system couldn't see everything, so I designed it to distinguish *what's confirmed from what isn't.*

Confirmed

The system has a source for it

- Client sign-off received
- Deliverables agreed and logged
- Campaign confirmed live

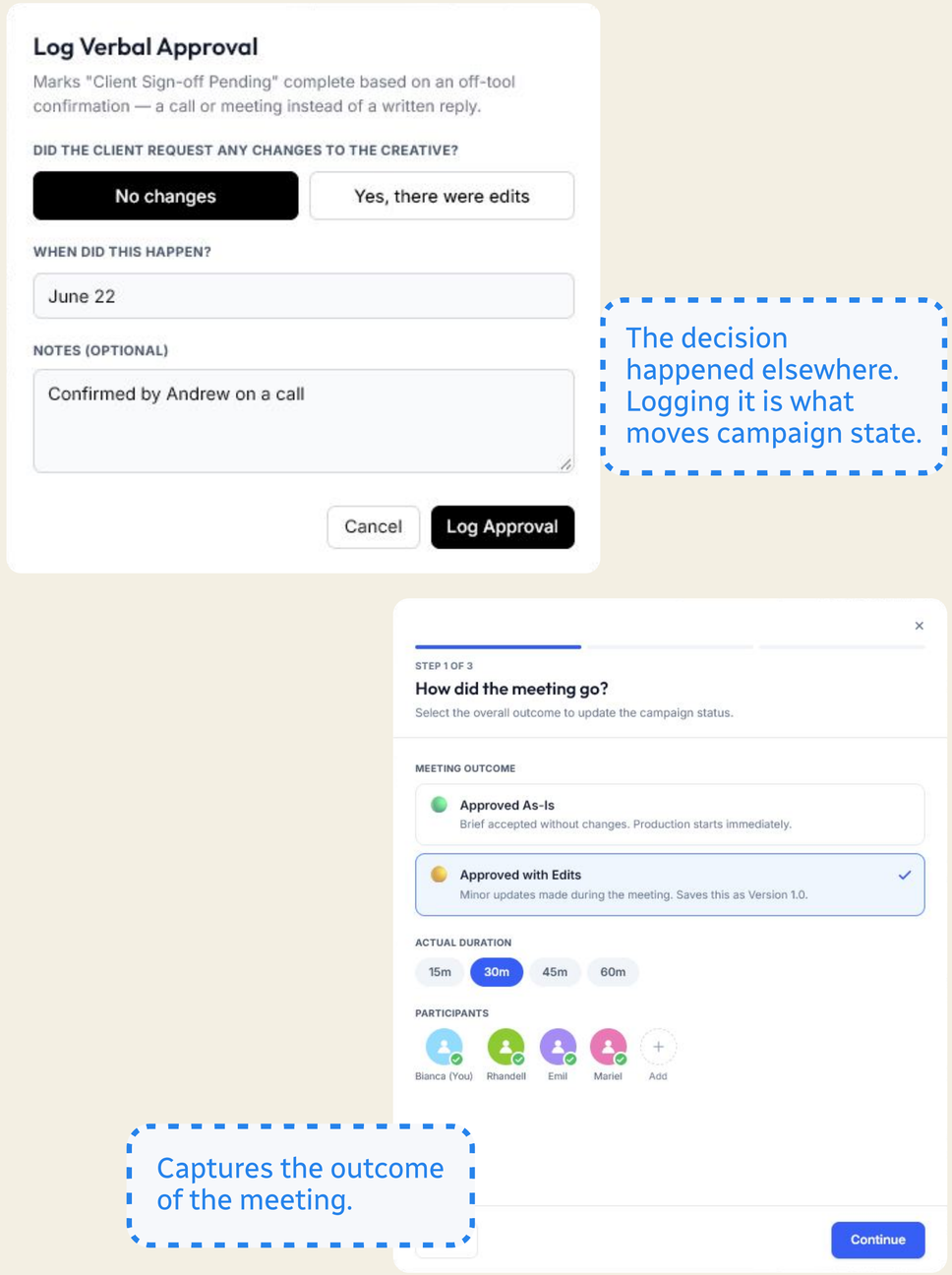
Pending

Shown as open until someone closes it

- Client sign-off pending
- Awaiting meeting outcome
- Waiting on internal team for update

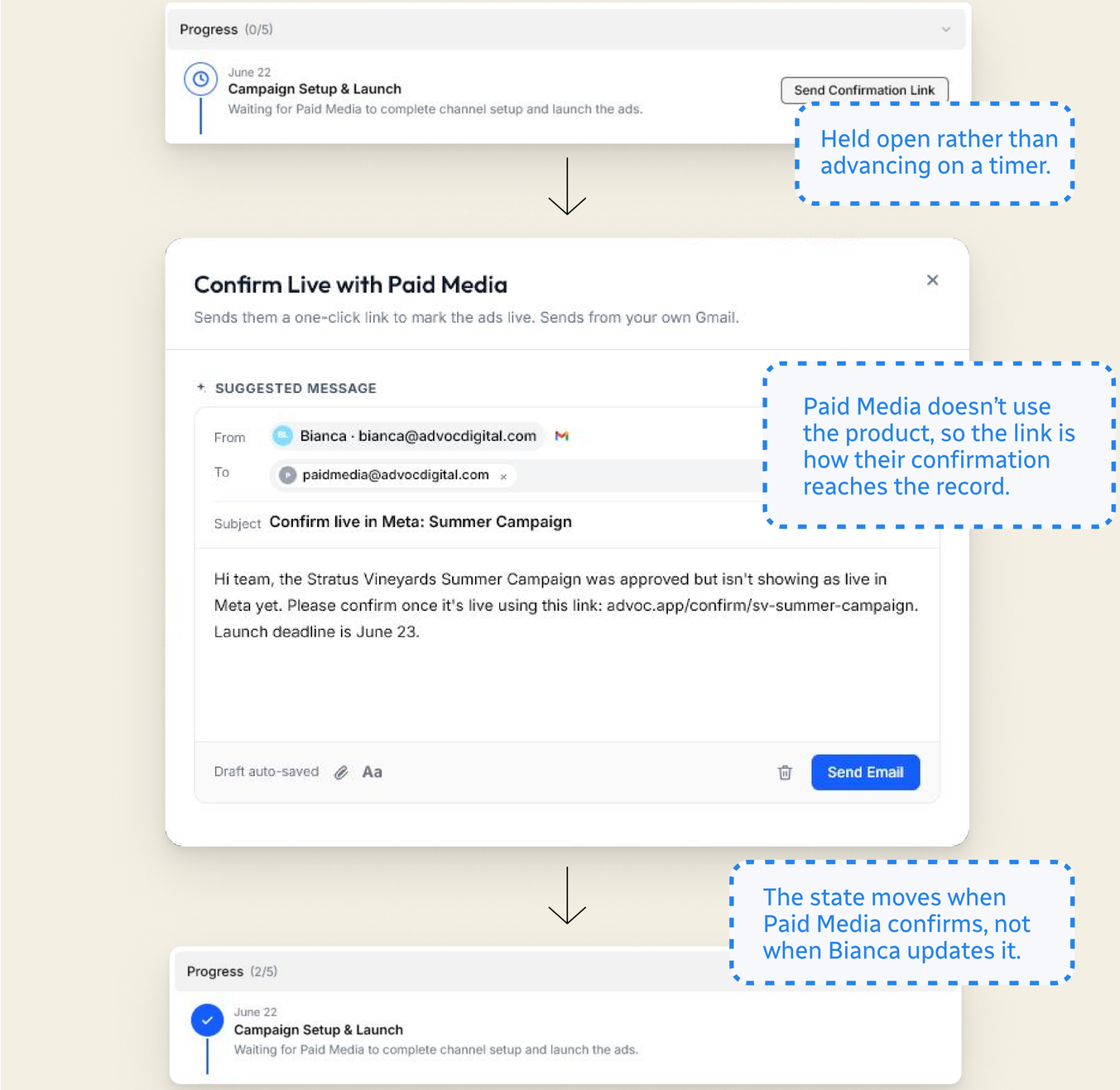
[Challenge 3 of 3: Recorded State]

That let her log decisions wherever they happened, *capturing only what moved the campaign.*



[Challenge 3 of 3: Unconfirmed State]

Completion stayed pending until the responsible team *confirmed the campaign was live.*



The Outcome

The prototype made campaign state *visible and actionable* across previously disconnected workflows.

What that looks like:



Bianca can establish campaign status without reconstructing information from several tools

Approved context and decisions carry through handoffs instead of requiring repeated manual entry

Unconfirmed outcomes remain visible until the responsible party closes the loop.

Qualitative Validation

- Bianca read Campaign Health as ad performance rather than production status, which moved the language to operational terms.
- She acted on low-risk reminders confidently, because she could see exactly what they would do.
- Actions that left the system made her hesitate, which is why consequential ones ended up behind an explicit review.

Future Opportunities

What I chose not to build yet, and why it can wait

01

Leadership Insights and Reporting

Operational analytics tailored for agency leadership: tracking overall campaign processing speed (from brief to final production) and team workload capacity. Deferred to prioritize the core Account Manager workflow first.

02

Advanced Creative Change Management

Dedicated review and feedback tools to handle multi-round creative edits, client commentary, and internal approval gates directly within the platform. Deferred to focus on building the foundational campaign management structure first.

Transformation

In the system I designed, Bianca is the decision-maker, *not the integration layer*

That transformation depends on trustworthy operational state and predictable automation.

Thank you!

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