

WORK OVERVIEW*

**Want the latest of the latest? Looking for some specific insights? Let's have a conversation about what you're looking for and how I can help.*



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THINGS YOU SHOULD KNOW FIRST



Laser-focused on defining, advising on, designing, delivering digital tools and services that enable businesses to grow sustainably and responsibly.

Proficient in design, MarCom, senior exec, 'tech' and academia speak.

Opinions are welcome, but let's look at the data before making decisions.

Will put customer (needs) front & centre.

And then will put the well-being/growth of teams working to meet those even more to the front.

Will think big, start small, act fast.

COMPASS (for now)



Global design is local design.

Awareness of the socio-cultural context in which a design must operate is essential. Otherwise you've invested in failure.

Uncertainty is (quite) predictable.

Knowledge is incomplete, things change all the time. Space for uncertainty should be a built-in feature, not an afterthought.

No fear and/or no mercy for complexity.

Systems and products are increasingly more complex and interconnected – just like the world we live in. We should embrace it and avoid the temptation of latching on to simplistic solutions.

A DIFFERENT VISION OF EMPOWERMENT THROUGH TECH



At Digital Society School

Need: different tech stack, approach

Demand: skills, support, knowledge

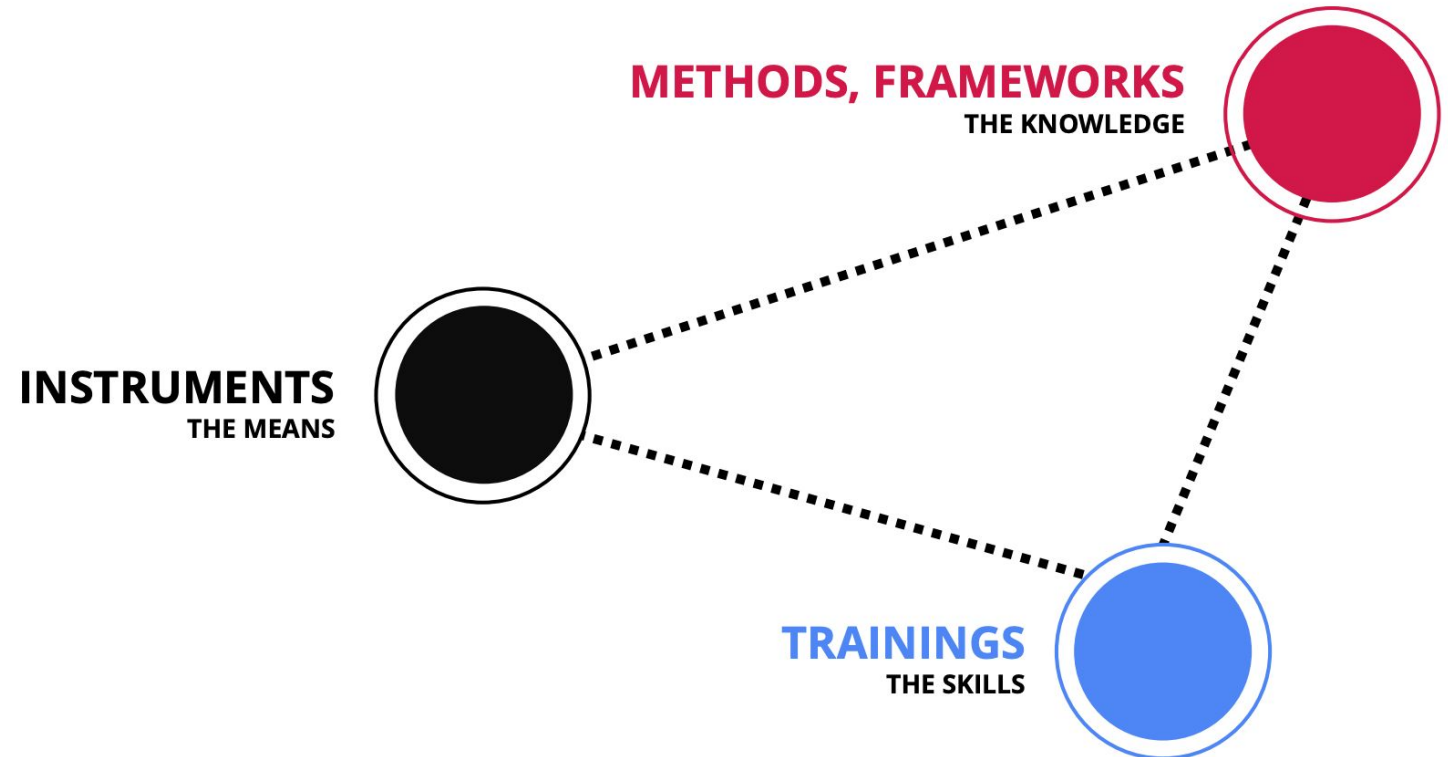
Complex: Not enough to 'just ship it'

Culture: pragmatism, skin in the game

Part of my role:

Shape this strategic direction,
communicate it, advocate for it;

Lead projects (with clients/partners)
in this framework



A DIFFERENT VISION OF EMPOWERMENT THROUGH TECH

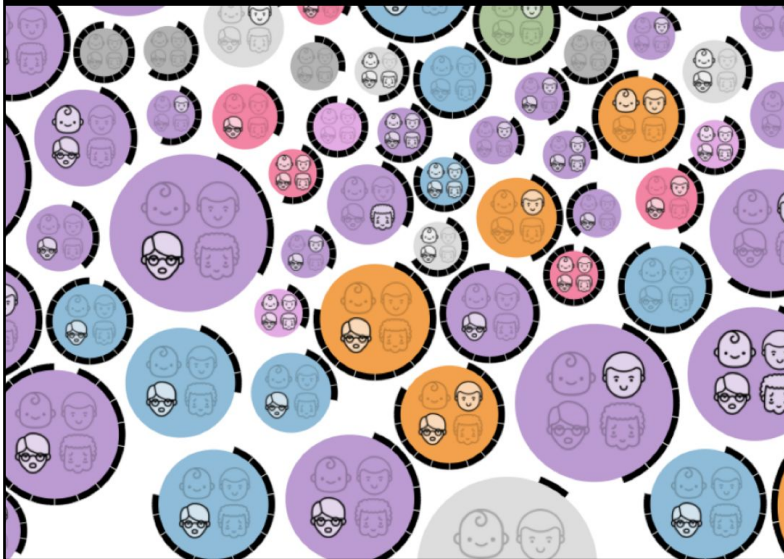


At Digital Society School

GGD DASH

More inclusive access to GGD datasets with skeuomorphic dashboards

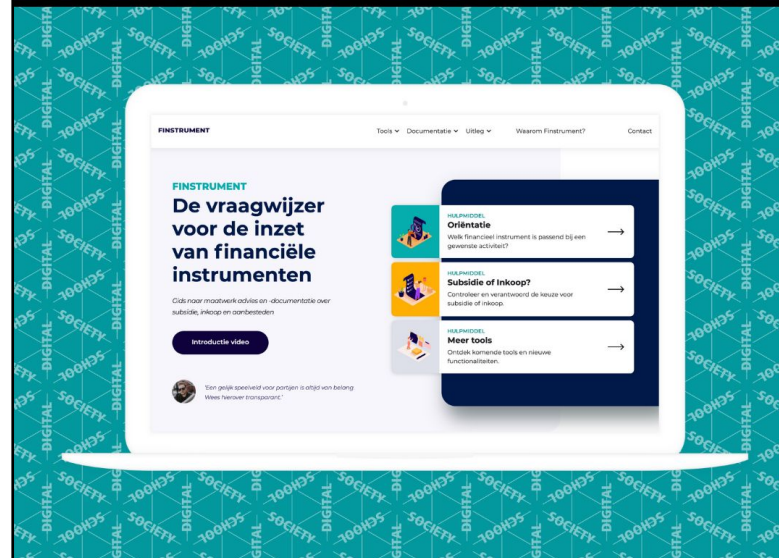
Partner: GGD Amsterdam



FINSTRUMENT

Achieving maximum social value with Legal Technology

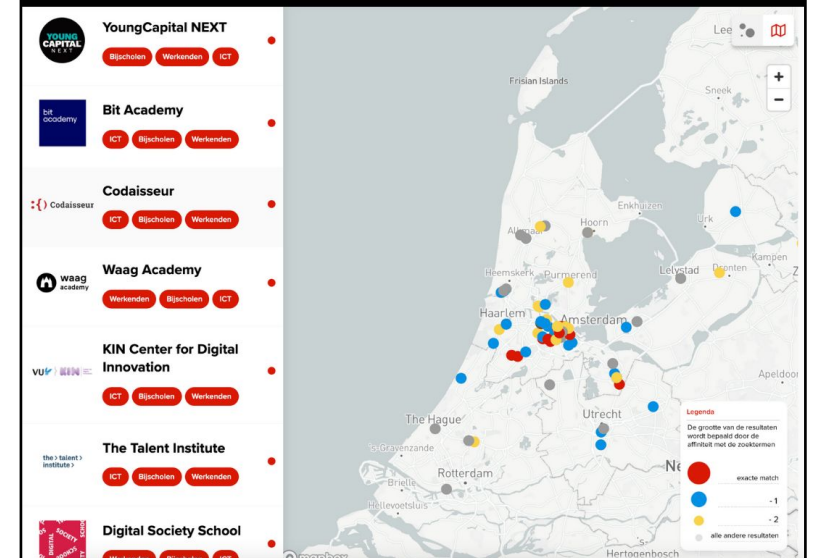
Partners: LegalTech Lab, Gemeente Amsterdam, Gemeente Amersfoort, Gemeente Utrecht, Gemeente Hilversum



VRAAGHETTOMAS

Helping aggregate the talent ecosystem of Amsterdam.

Partners: Amsterdam Economic Board, StartUp Amsterdam, MRA, EdTech Track



VRAAGHETTOMAS.NL

Client: Amsterdam Economic Board, MRA, Startup Amsterdam



WORK: consulting, UxD & research, knowledge support

ARTEFACTS: blueprints, maps ontologies, data model, technical brief, design brief, pitch decks

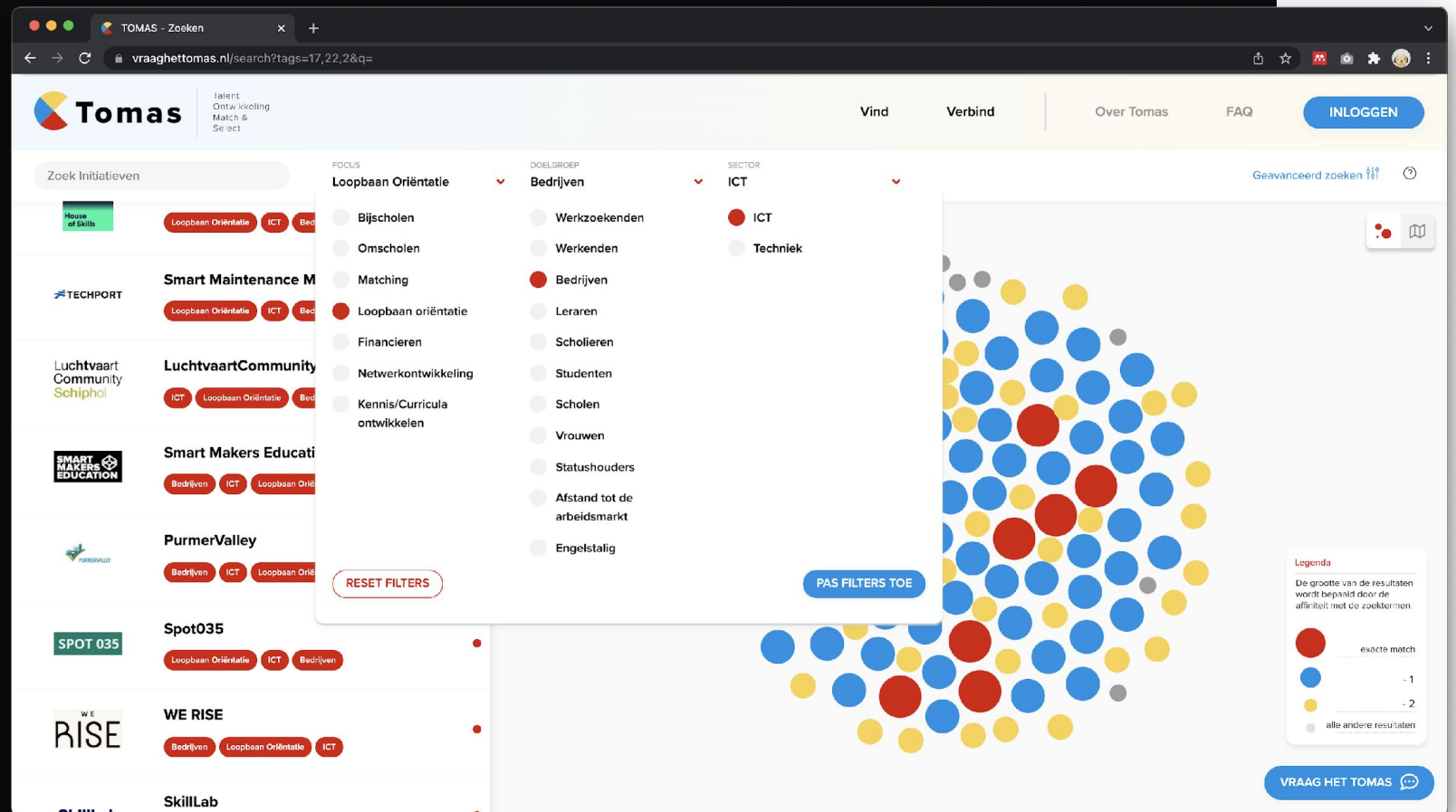
METHODS: Card sorting, Personas, Problem statements, Service blueprint, BMCs,

Report: N/A

Launched: Yes, funding round 2

Stage: Completed, starting 2nd round.

Numbers: 100+ talent initiative members



TECH-ENABLED LEGAL OPS

Client: Gemeente Amsterdam, legal department (JB)

WORK: consulting, UxD, service design, knowledge transfer

ARTEFACTS: personas, problem statements, user journey maps, data model, interaction (flows), wireframes, documentation, recommendations...

METHODS: personas, user journey, problem statement, interviews, wireframes...

Report: Yes

Launched: N/A

Stage: Completed, starting 2nd round.

Numbers: N/A

The screenshot shows a PDF document titled "AMSTERDAM INTRANET EXPERIENCE (AIE) PROJECT DOCUMENTATION" from December 2021. The document is presented in a window titled "AIE-DocumentationDoc.pdf" with an "Open with Adobe Acrobat" button. The header of the document includes the logos for Amsterdam University of Applied Sciences, DIGITAL SOCIETY SCHOOL, LEGAL TECH LAB, and Gemeente Amsterdam. The main title is "AMSTERDAM INTRANET EXPERIENCE (AIE) PROJECT DOCUMENTATION" in large red letters. Below the title, it says "December 2021" and "TABLE OF CONTENTS". The table of contents lists seven main sections: 1. Introduction (with sub-points a-d), 2. Phase 1: Define intentions (with sub-points a-c), 3. Phase 2: Ideate & frame concepts (with sub-points a-d), 4. Phase 3: Prototype/design (with sub-points a-b), 5. Phase 4: Validation (with sub-points a-c), 6. Phase 5: Deliver (with sub-points a-d), and 7. Conclusion. The page number "1" is visible at the bottom right of the document content. The background of the PDF viewer shows a repeating pattern of "DIGITAL SOCIETY SCHOOL" in red and white.

DIGITALSOCIETYSCHOOL.ONLINE

Client: N/A



WORK: product owner, all-round design

ARTEFACTS: wireframes, templates, quarterly reports (UxD, performance), documentation

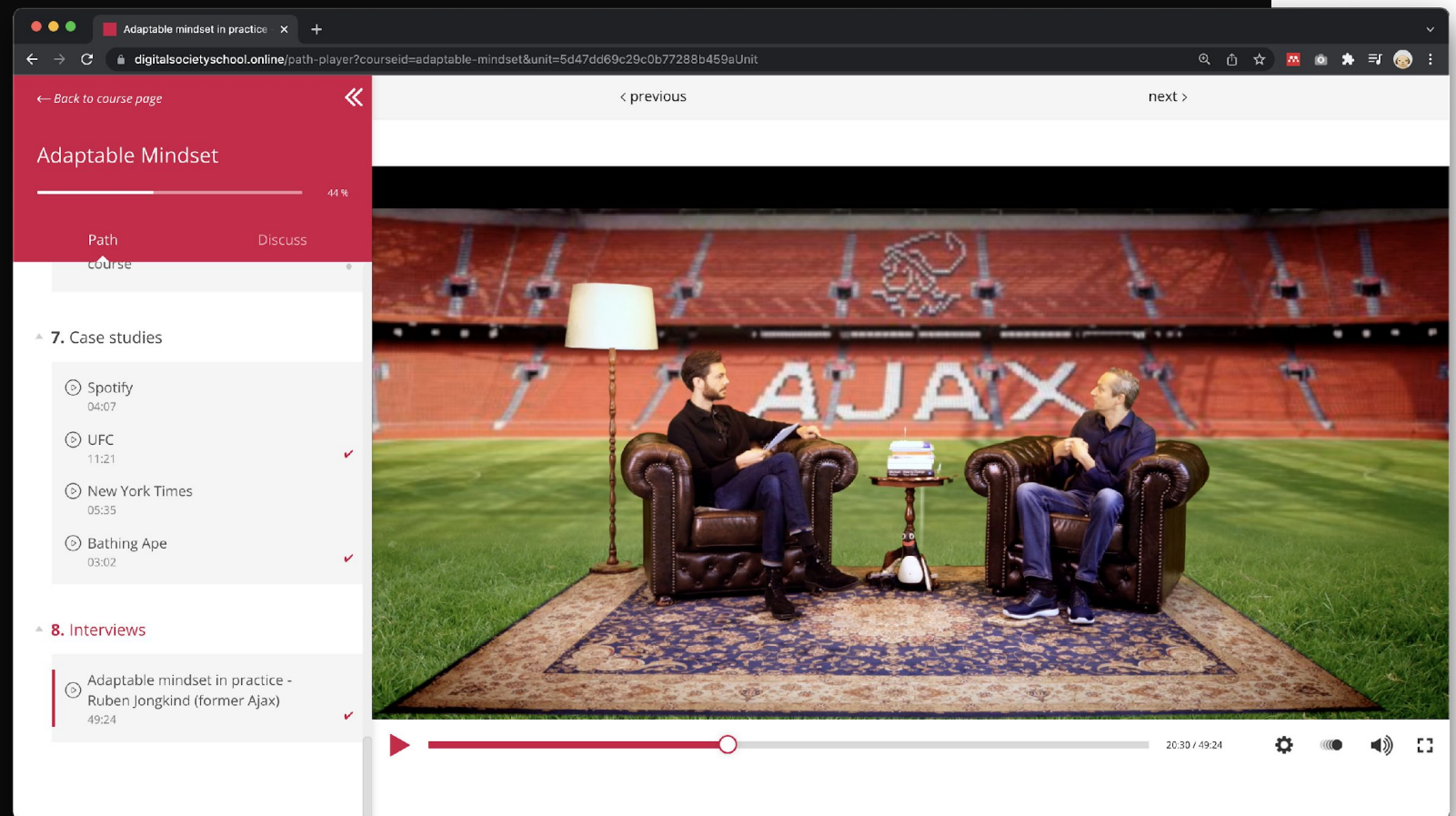
METHODS: interviews, user tests, qualitative, quantitative (reporting, insights), blueprints, strategy diamond, RAID, SWOT

Report: Yes, periodicals

Launched: Yes

Stage: Growth

Numbers: 4000+ learners, 20+ courses



LEGAL LOGIC

Client: LegaLogic

WORK: consulting, branding, design (system), IA/IO

ARTEFACTS: blueprints, maps, matrixes, documentation, design (system) components, brand, brand elements, curated assets, pitch deck...

METHODS: Golden circle, card sorting, problem statements, personas, IA/IO mapping

Report: Yes, periodicals

Launched: N/A

Stage: Ongoing

Numbers: 200+ components, 50+ resources



AUDIENCE & PRODUCT

	DIY Questionnaires Platform for professionals Development & maintenance of legal tools	New legal-tech applications Frameworks, methods Human-centred legal design	Legal advisory LegalTech consulting Talks, trainings, co-creation
	Lab*	Factory*	Studio*
Tier 1 Audience Large institutions: Insurance companies, Government bodies, Pension funds (?)	✓	✓	✓
Tier 2 Audience Policy and legal professionals, using legaltech in the day-to-day	✗	✓	✓
Tier 3 Audience Individuals seeking legal help	✗	✓	✓

LEGAL LOGIC *Final names TBD.

ICONOGRAPHY – WAYFINDING SYMBOLS

Function/action feedback and explainability in a digestible format

Iconography to be used differently from the images.

Context 1: as functional symbols, for what is known as wayfinding (e.g. info, inbox buttons, report, hovers, etc.).

Left: some icons from the business category which can be useful for wayfinding signifiers as well.

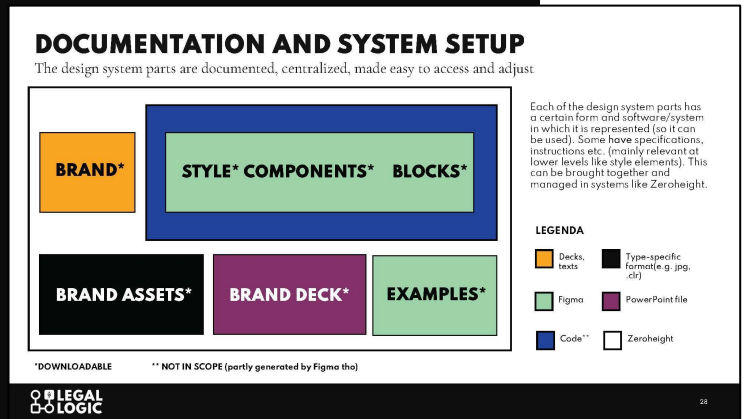
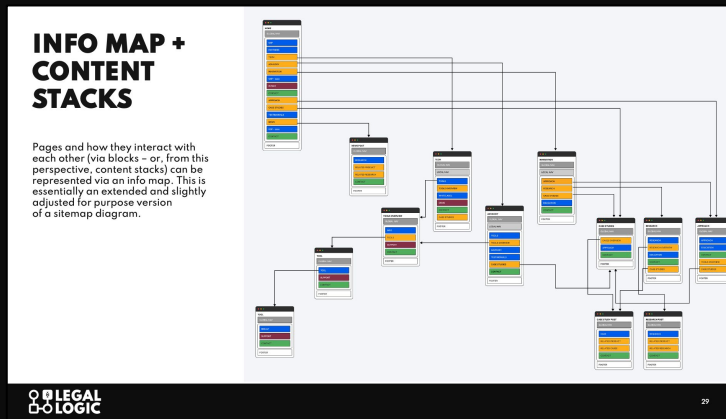
LEGAL LOGIC https://fontawesome.com/

LEGAL LOGIC IMAGES - HUMAN THREAD

Us all at work – athletes, entrepreneurs, engineers, astronauts, farmers...

The main narrative theme of images is: **people at work.**

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MORE AT...

NICOLETAPANA.EU



HOW TO REACH ME IN THE MEANTIME:



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