

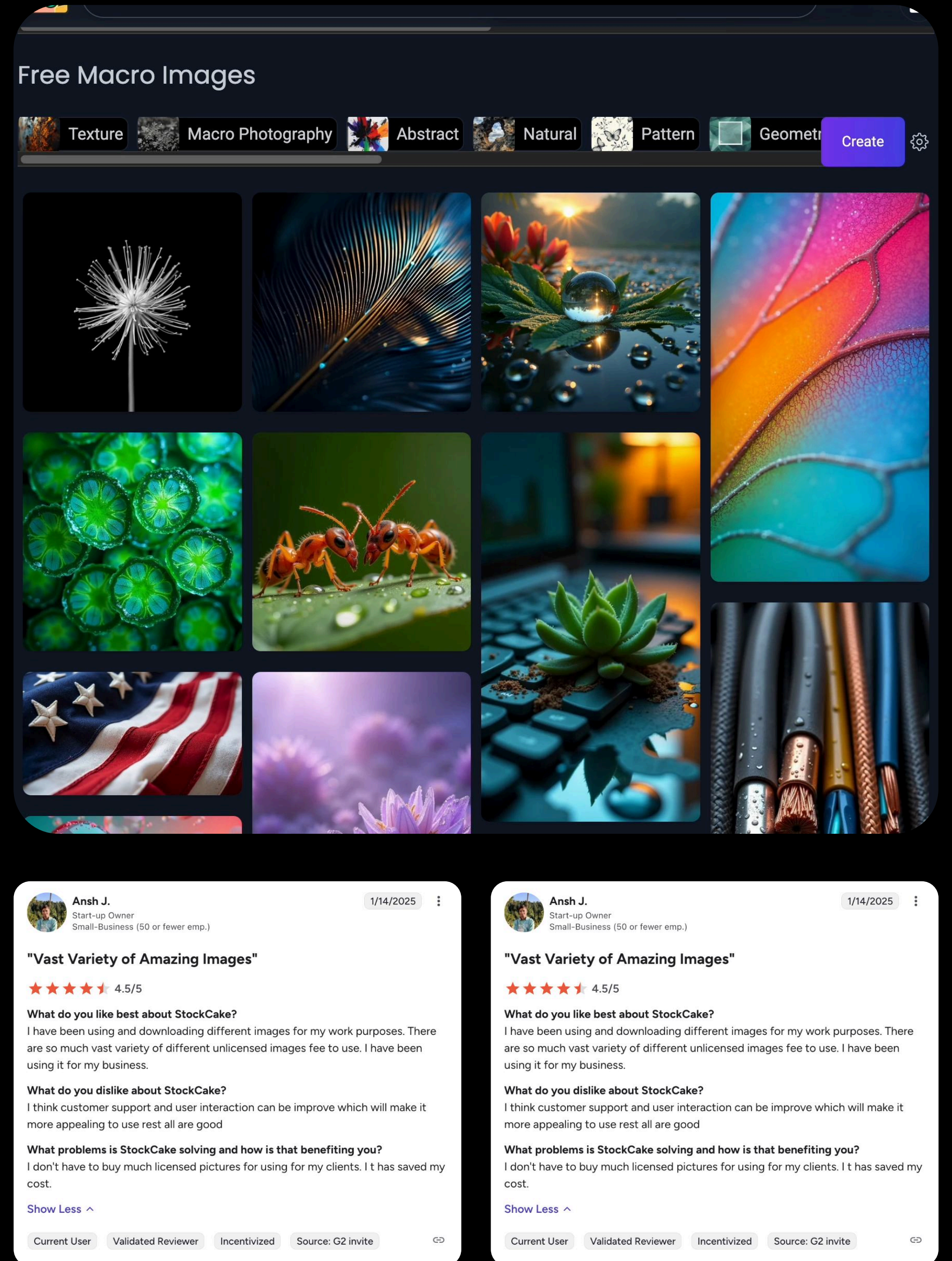
UXR/Product Design for AI SaaS product

I led a UXR and strategic design initiative to transform the product experience, ensuring users found immediate and sustained value.



Stock AI is a SaaS platform that provides millions of AI generated assets looking to find the perfect visual for any project.

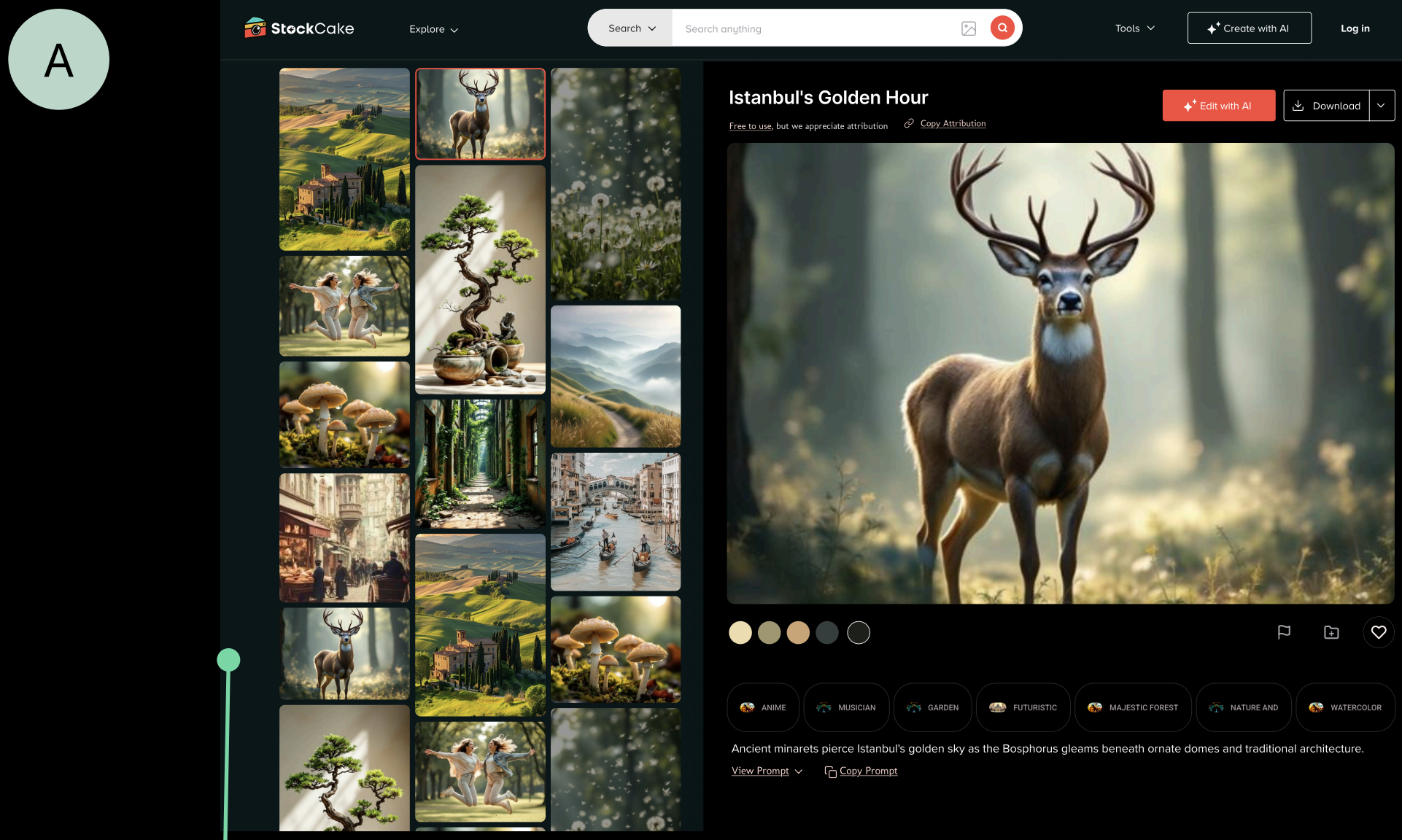
Despite of people praising the platforms vast majority and easy to find images, retention remain low.



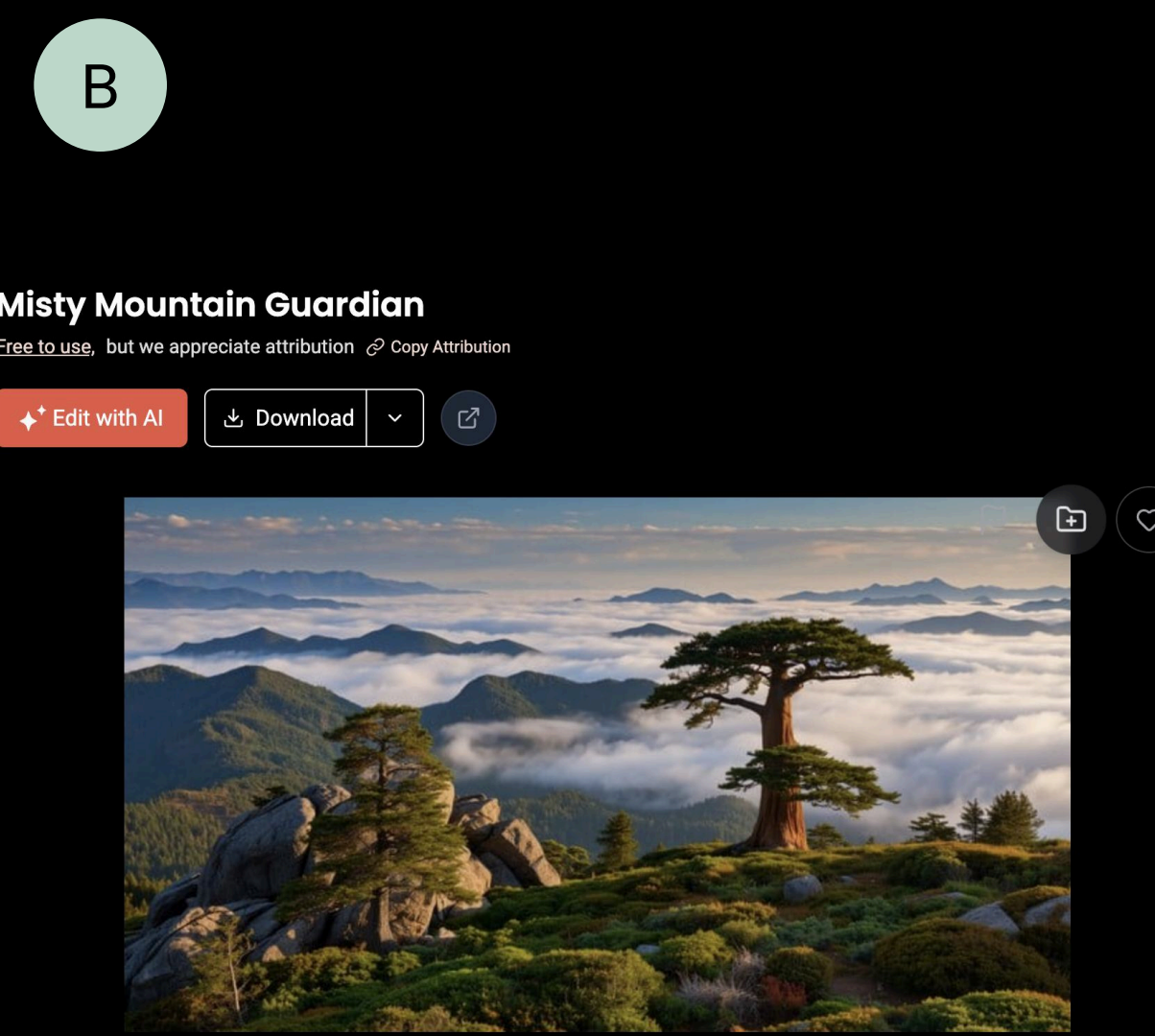
PROJECT SUMMARY

As the only designer, I led the design in a 6 months project, conducting insightful interviews, building concepts from scratch, while fostering collaboration and validating design.

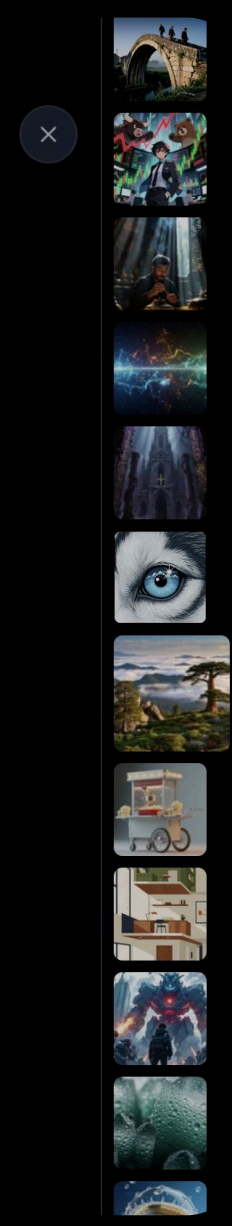
Design validation was central to our approach - conducting scenario - based moderated tests to compare layouts and flows, ensuring solutions were both user - centered and aligned with business goals.



This design featured three rows of images on the left, which was visually appealing, it was ultimately outperformed by a simpler, more interactive design.



A single row of relevant images to the right of the main image.



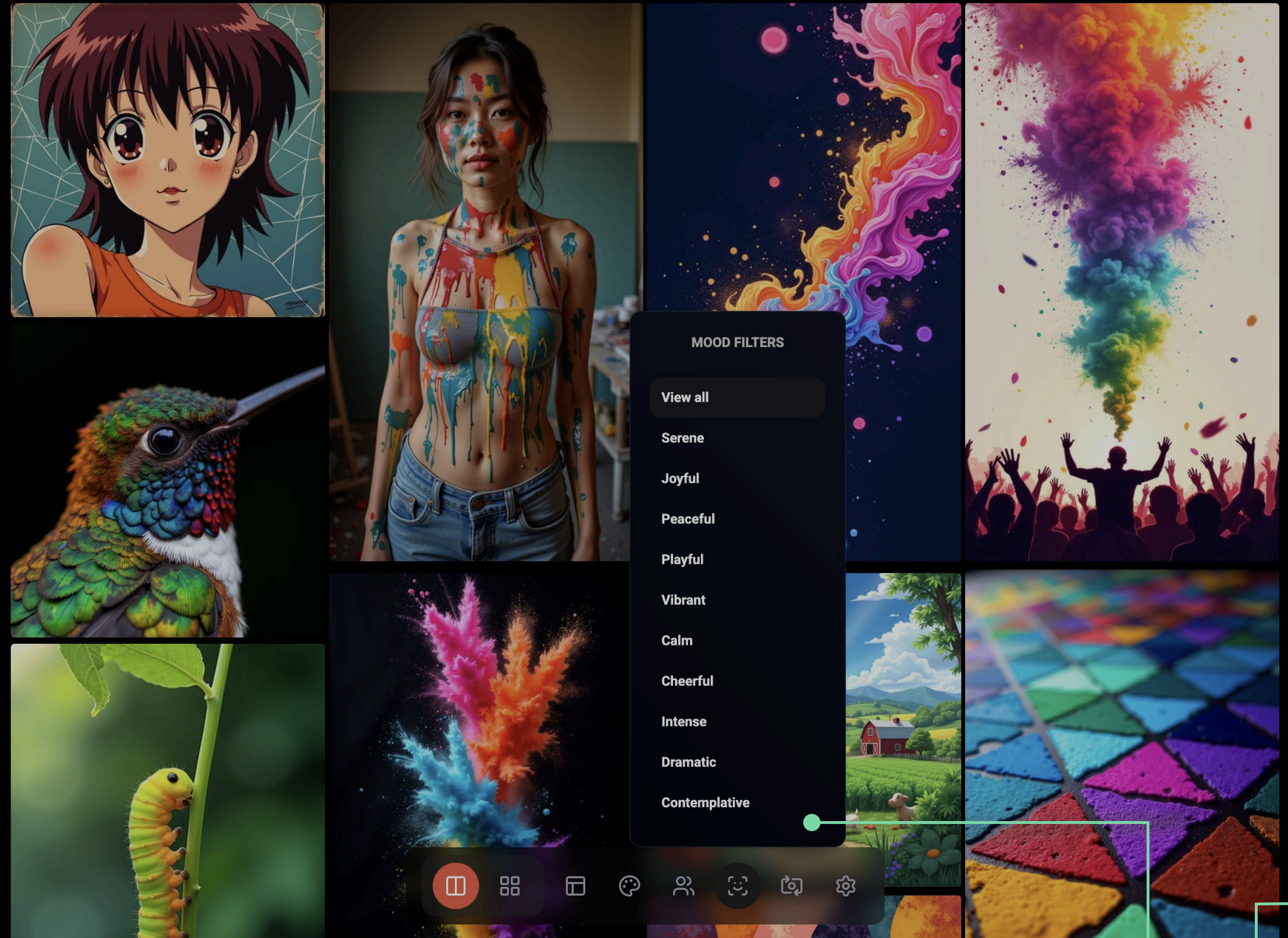
The second option won because it reduced friction and allowed users to easily explore related content and interact with the images using their mouse.

A variety of categories based on trends.

VIBRANT IMAGES AND PHOTOS

- colorful
- nature
- serene
- blue
- vibrant colors
- beauty
- urban
- tranquil
- glow

IMAGES



- MOOD FILTERS
- View all
 - Serene
 - Joyful
 - Peaceful
 - Playful
 - Vibrant
 - Calm
 - Cheerful
 - Intense
 - Dramatic
 - Contemplative

Large images to help with inspiration and a better browsing experience.

Mood filters to help users find images that match a specific emotional tone.

SUGGESTIONS

- office
- office environment
- office space
- office supplies
- office setting
- office interior
- office design
- office desk
- officer
- office meeting

Suggested Categories Based on specific search

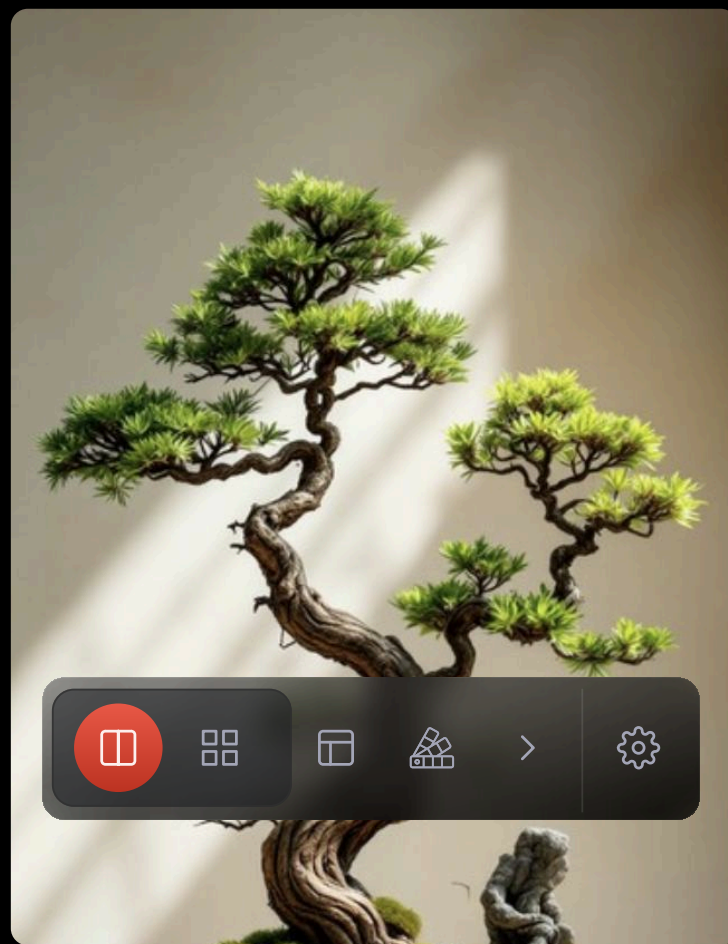


- PEOPLE
- View all
 - One
 - Group
 - Zero
 - Two
 - Age >
 - Gender >
 - Diversity >

A denser image grid to help users see more images without scrolling.

Specific filters to align with goal-oriented users.

- LANDSCAPE
- NATURE
- HOLIDAY
- NATURE AT NIGHT
- ANIME
- MUSICIAN
- GARDEN
- FUTURISTIC
- WATERCOLOR
- ABSTRACT
- CITYSCAPE
- MEDIEVAL
- SU



Istanbul's Golden Hour

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Ancient minarets pierce Istanbul's golden sky as the Bosphorus gleams beneath ornate domes and traditional architecture. View Prompt Copy Prompt

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THANKS FOR YOUR TIME!

Want to see a full case study or hear more about my experience?

Let's talk:

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