# Lashan Dias Portfolio

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# Familyworks

**Timeline**
Dec 2020 – Dec 2023

**Category**
Early-Stage, SaaS B2B Startup

**Services**
Product Discovery
Product Management
User Journey Mapping
User Research
Usability Studies

Wireframing
UX/UI Design
Design System
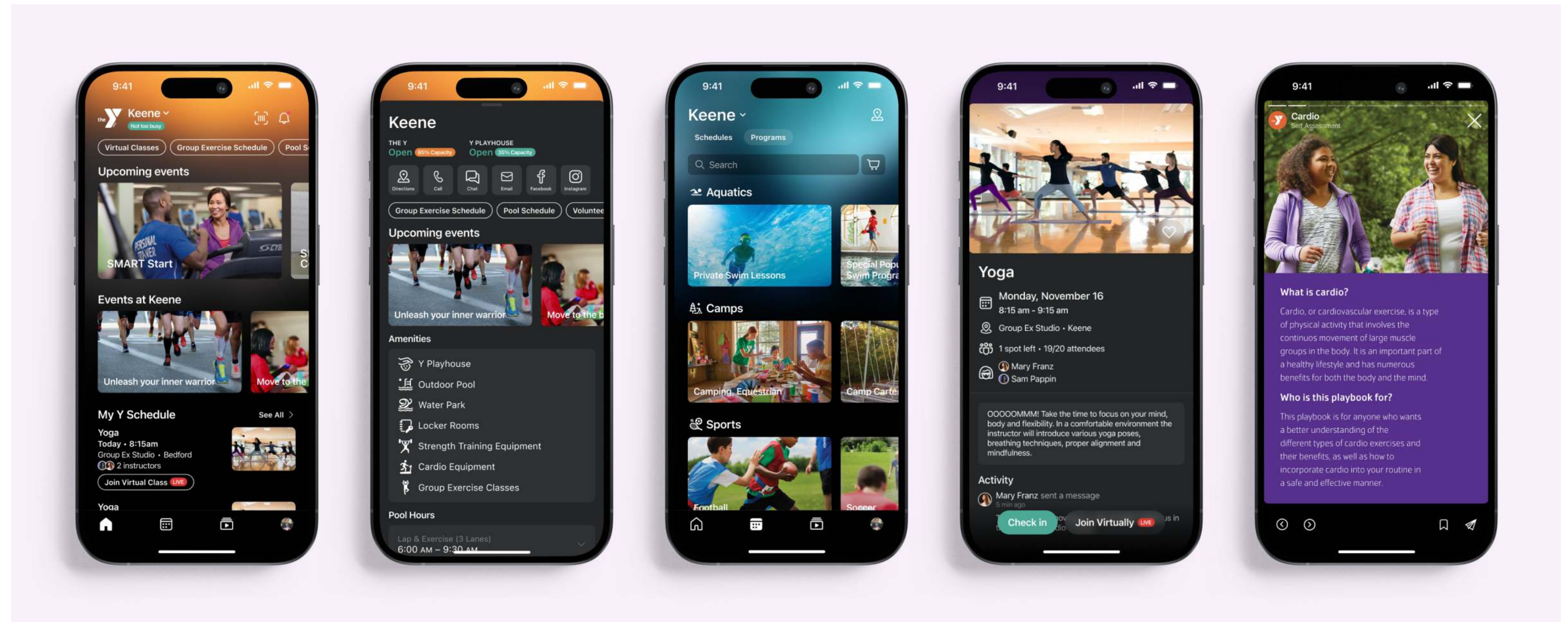Creative Direction
Brand Strategy

**Tools**
Figma
Miro
UsabilityHub
Notion

**Design Team**
Lashan Dias  *Design Lead*
Olivia Hoang  *Jr. Designer*
Viviana Garcia  *Jr. Designer*

**Agency**
DIAS™



My initial engagement with Familyworks spearheaded their product strategy and design for their existing B2C mobile app.

After realizing their potential, I recommended to the CEO that they take a B2B approach and start ramping up their enterprise sales strategy. It paid off big time when they were able to close a deal with the YMCA in 2021, and that's when Familyworks really took off.

Leading a small design team, we revamped Familyworks' entire product journey to fit the YMCA's needs. I was there to help the CEO streamline their processes with Agile methodologies for their product team. Our hard work launched in 2022 and since then, Familyworks has closed over $500,000 in B2B revenue, ranging over 15 YMCA branches, and numerous community and mental health organizations.

My team and I were responsible for all the designs for the startup: the core mobile app, admin dashboard, design system, brand guidelines, and marketing/sales materials.
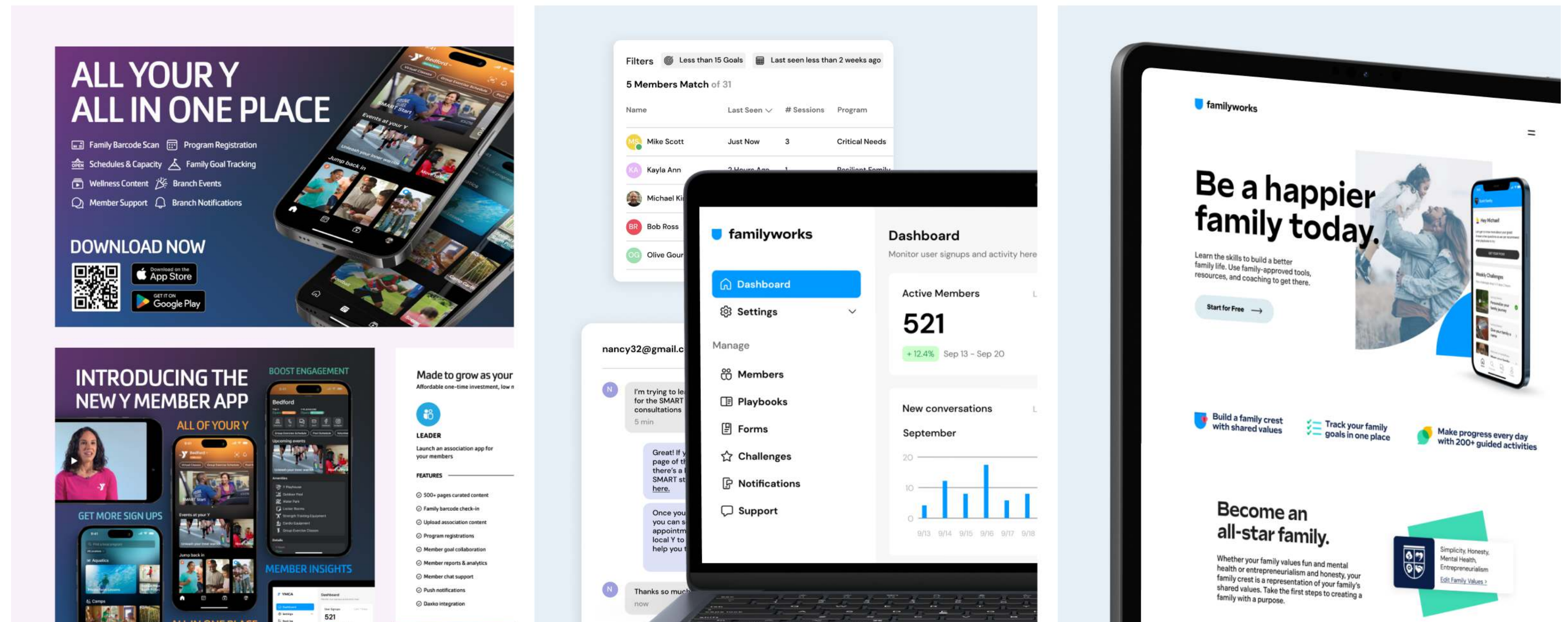
# Fear of God

**Timeline**
Mar 2023 – Dec 2023

**Category**
E-commerce, Luxury Goods

**Services**
Wireframing        Interaction Design
Prototyping         Usability Testing
UX/UI Design       Project Management

**Tools**
Figma

**Product Team**
Lashan Dias  Design Lead
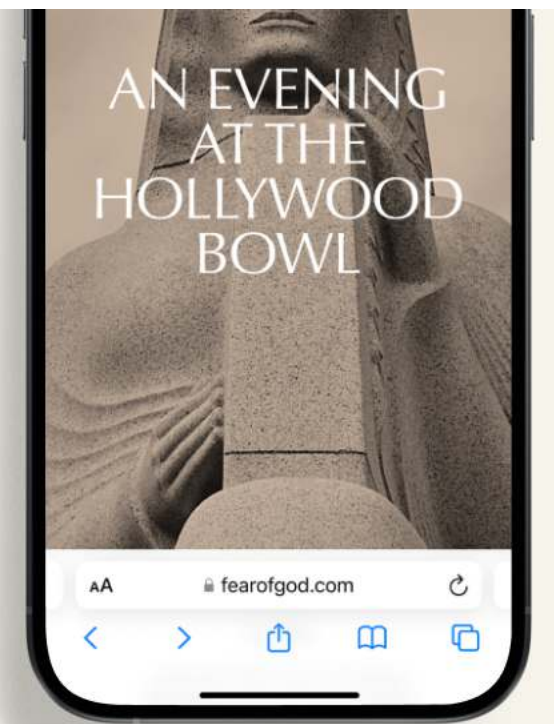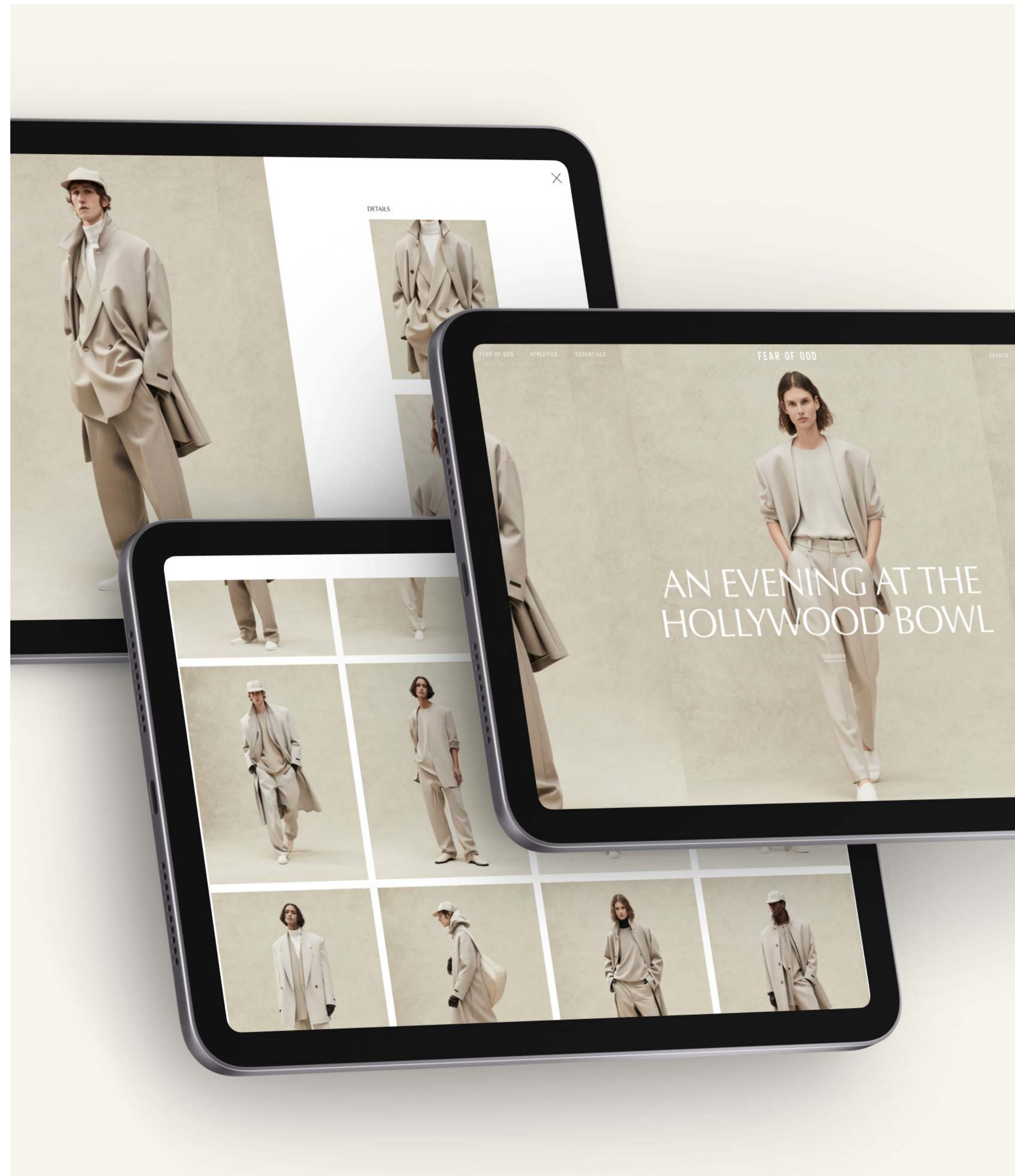Adam Betemedhin  Front-End Developer

**Agency**
DIAS™

The e-commerce team at Fear of God hired us build out a micro-site for their April 2023 Hollywood Bowl campaign.

As design lead, I was responsible for partnering with the digital team at Fear of God, working with their creative directors and e-commerce managers to create concepts for the microsite based off the campaign's direction.

After proposing several design directions, we landed on a simple landing page with complex animations and interactions. One specific requirement the Fear of God team had was the ability to build out a modular micro-site that could be easily filled with content captured at the April 2023 fashion show. I designed a set of components that would be flexible for a variety of video and photo content.

Upon design approval from the Fear of God team, my team built out the front-end components into their e-commerce platform and CMS (Shopify). This empowered Fear of God's marketing team to independently compile and debut the micro-site, utilizing our modular design components.

Our collaboration extended beyond the micro-site. We further refined Fear of God's primary brand e-commerce site, implementing design enhancements to bolster user experience and conversion rates.

# Meyer

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|---|---|
| **Timeline** | **Category** |
| Apr 2022 – May 2022 | B2C Mobile App, Consumer Goods |

| | | |
|---|---|---|
| **Services** | **Prototyping** | **Tools** |
| Product Discovery | UX/UI Design | Figma |
| User Research | Interaction Design | |
| Usability Studies | Usability Testing | |
| Wireframing | | |

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|---|---|
| **Team Leads** | **Agency** |
| Lashan Dias  Design Lead | DIAS™ |
| Julian Weisner  Engineering Project Manager | |
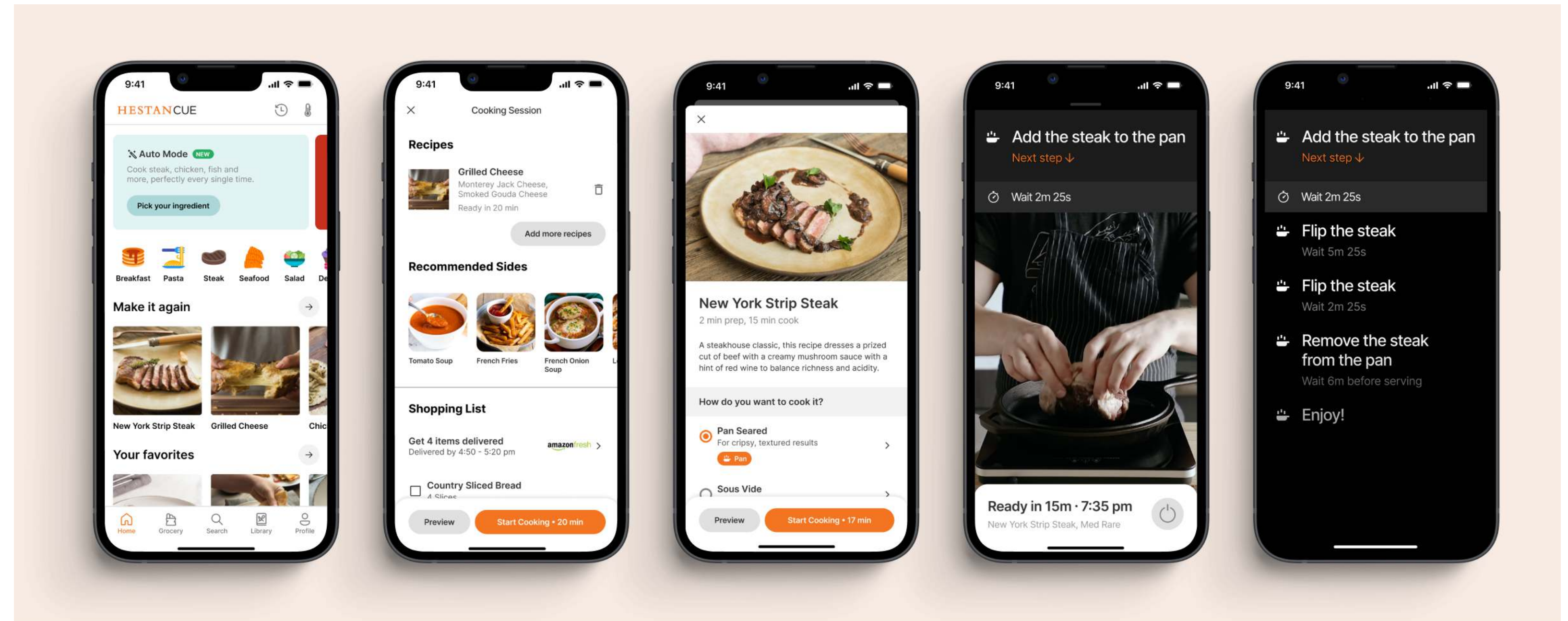


I was brought in to work with Meyer, under their Hestan Cue product line of smart controlled cookware, to conceptualize and pitch a product vision for their new mobile app.

This project had a very quick turn around time. We kicked off with a design sprint that I led, with a diverse group of Hestan members: CEO, managing director, product engineers, and customers. By the end of the two day sprint, we had narrowed down to the specific pain points of the existing product, and started the ideation process for a future roadmap for the Hestan Cue app.

After collaborating with the main engineering project manager on the Cue team, I designed out a high-fidelity prototype of the future app. This prototype played a crucial role in facilitating internal alignment and collecting feedback across orgs.

We closed out the engagement less than a month later, with another design sprint with the same customers from the original one. This session aimed to showcase our progress and gather feedback on the prototype. The insights garnered from our prototype, research, and presentations laid the groundwork for building a compelling business case and securing the budget necessary to develop the new app by a software agency.

# Transitiv

| | | |
|---|---|---|
| **Timeline** | **Category** | |
| Jul 2021 – Oct 2021 | Early-Stage, SaaS B2B Startup | |
| **Services** | | **Tools** |
| Product Discovery | Design System | Figma |
| User Research | Interaction Design | Miro |
| Wireframing | Usability Testing | |
| Prototyping | Project Management | |
| UX/UI Design | | |
| **Design Team** | | **Agency** |
| Lashan Dias  Design Lead | | DIAS™ |
| Brandon Shepard  Sr. UI Designer | | |
| Lizzie Nguyen  Sr. Product Designer | | |

Our design team was approached by Transitiv, an analytics and data infrastructure startup, with the goal of enhancing their product's usability, developing new features, and fostering a user-centric approach within their predominantly engineering and sales-oriented team.

We kicked off our work with them by partnering closely with their Director of Product, creating wireframes and prototypes to test against their hypotheses. Through engaging with existing customers, conducting user research, and iterative testing of our prototypes, we successfully identified and designed a suite of features aimed at resolving current customer challenges and addressing unmet needs.

We developed various user-friendly dashboards, reports, and interfaces for immediate implementation. Concurrently, we established a comprehensive design system, ensuring longevity and coherence for future product development. This involved a close collaboration with Transitiv's engineering team to effectively integrate our design principles into their front-end components.

One year after launching these features, I reached out to Transitiv for feedback. The impact were remarkable: the features we designed were directly attributed to over $700,000 in sales. Plus, our design system continued to be a cornerstone in their product development, a testament to the enduring value of our partnership.
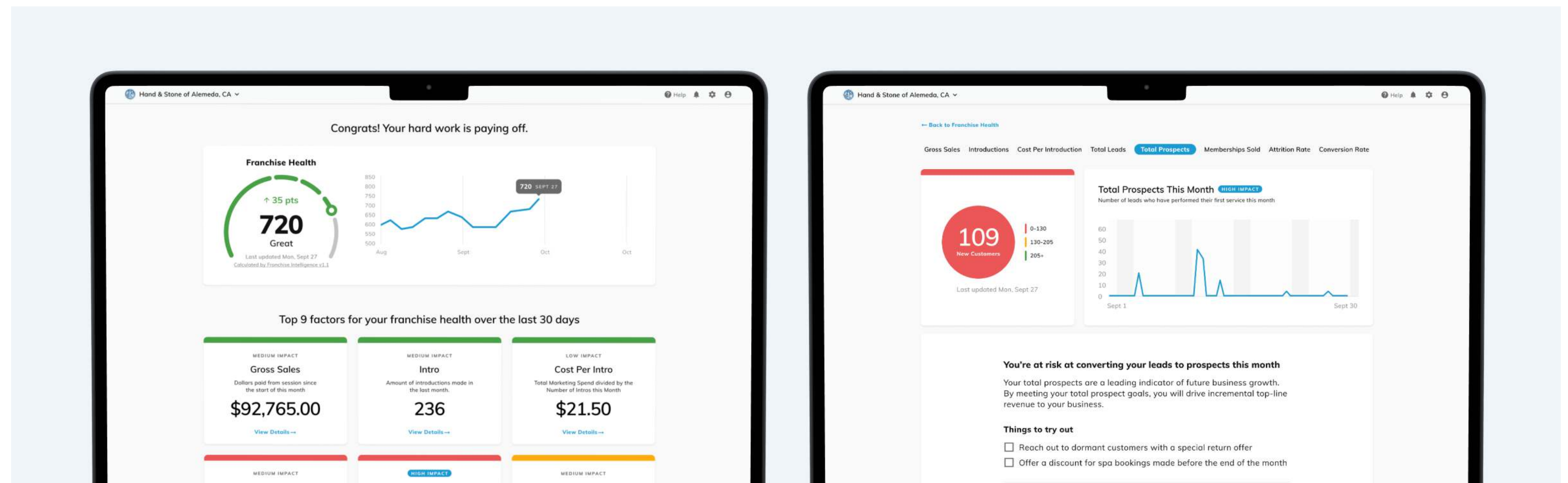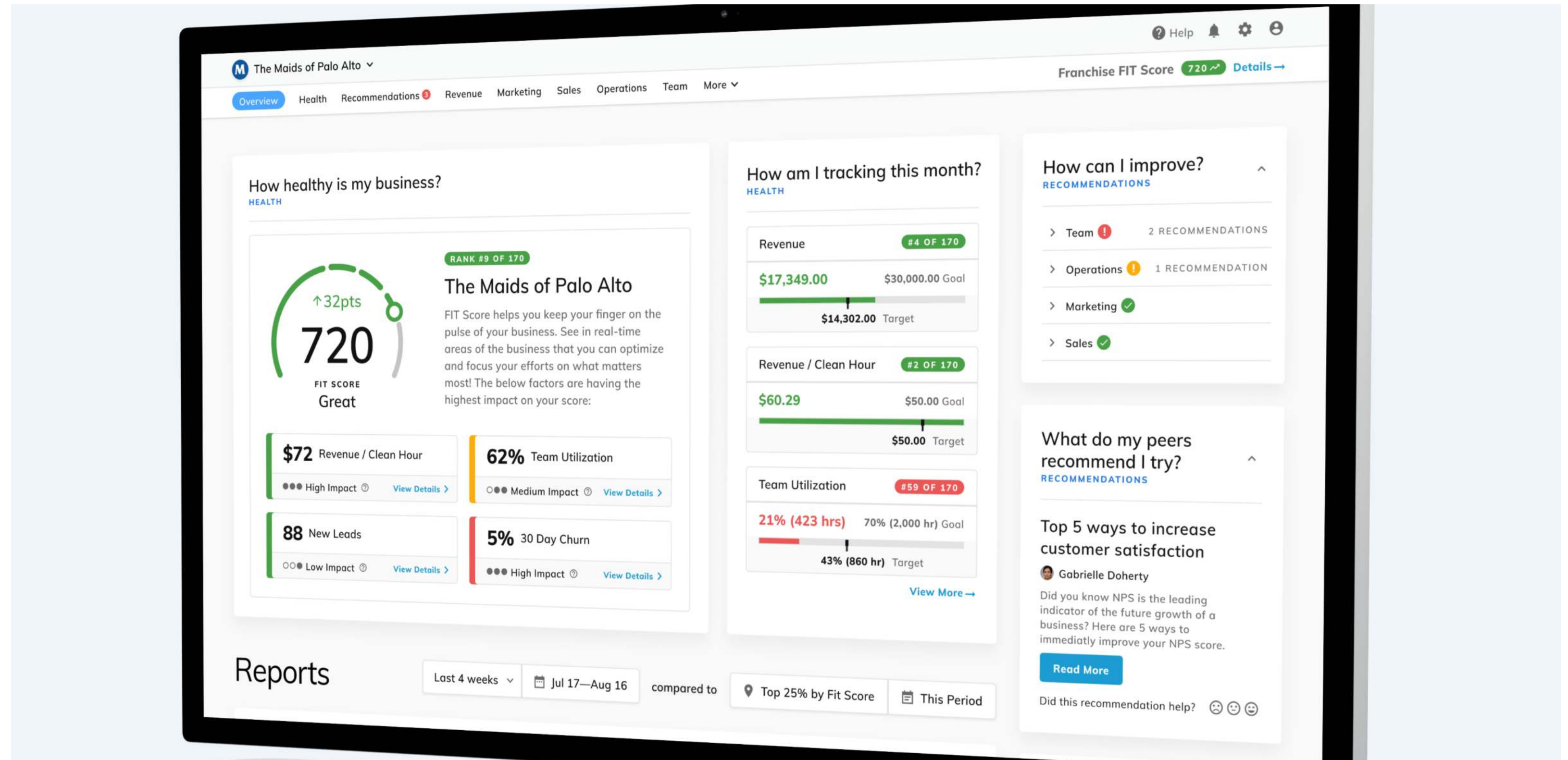
# Ship.com

**Timeline**
Aug 2018 – Aug 2019

**Category**
Early-Stage, SaaS B2B Startup

**Services**
Product Discovery
Product Management
User Journey Mapping
User Research
Usability Studies

Wireframing
UX/UI Design
Design System
Creative Direction
Brand Strategy

**Tools**
Figma
Miro
UsabilityHub
Notion

**Product Team**
Lashan Dias   Design Lead, Product Manager
Lizzie Nguyen   Sr. Product Designer
Nick Fulcher   Sr. Back-End Developer
James Brinkerhoff   Sr. Mobile Developer

**Agency**
RevUnit



Ship.com is a shipping and logistics startup that hired our team to design and build out their consumer facing platform of mobile apps, web app, and voice assistant tools.

My role for this team was unique in that I was both the first designer on the team, but also worked as the product manager and oversaw multiple product roadmaps. I was supported by a diverse team of designers and engineers, and mainly partnered with the executive team (CEO, CMO, COO) at Ship.com to build out the product roadmap and direction of the team.

My hands-on work included leading design workshops, performing user research, designing prototypes, and prepping designs for the engineering team to build. The challenge of designing a product that connected to dozens of services was the main problem-set that we set out to simplify.

By the end of our engagement, we had shipped a comprehensive platform of products to a variety of devices: iOS, Android, Web, Amazon Alexa, Google Home; integrated with shipping providers: USPS, UPS, Fedex; and were gearing up to connect with e-commerce platforms: Shopify, Ebay, Etsy, etc.
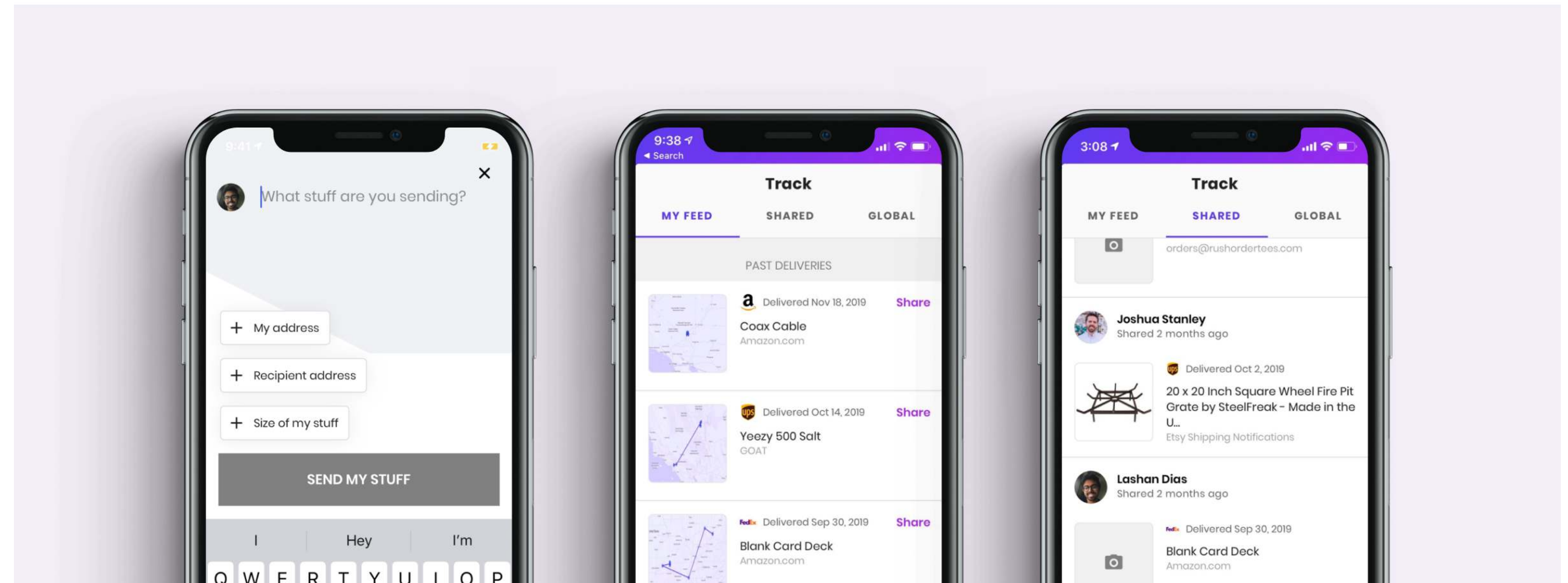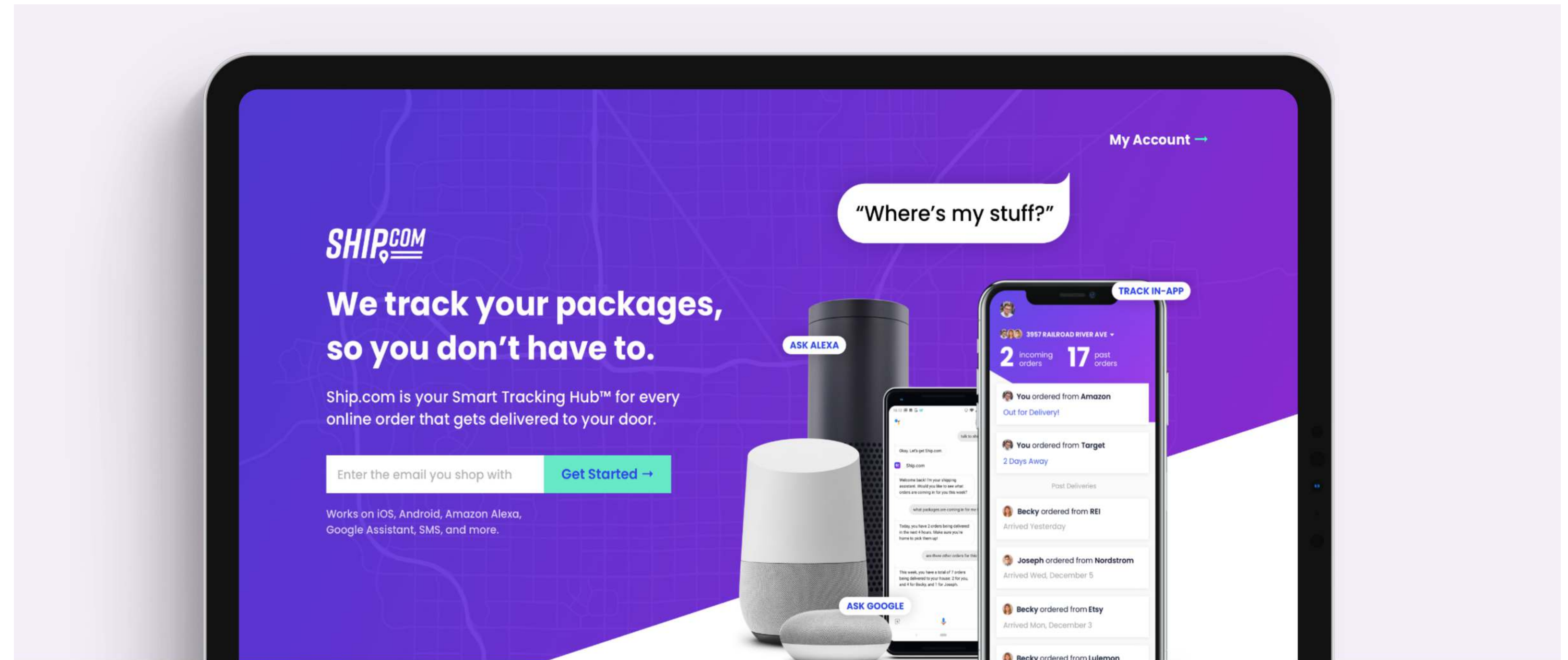
# Zappos

**Timeline**
Jan 2017 – Aug 2018

**Category**
Internal Enterprise Tool

**Services**

| | | |
|---|---|---|
| Wireframing | Interaction Design | **Tools** |
| Prototyping | Usability Testing | Sketch |
| UX / UI Design | Project Management | Invision |

**Team Leads**

**Lashan Dias**  Sr. Product Designer

**Tim Lee**  Product Manager

**Nick Fulcher**  Sr. Back-End Developer

**Agency**
RevUnit

Our team collaborated with Zappos' HR department to develop a bespoke employee engagement platform. This initiative aimed to consolidate and replace various internally-built and licensed tools for their 1,800-strong workforce.

Over the course of 2 years, we designed and built 9 individual products for several unique stakeholders across Zappos' HR team, including an incentive-driven wellness app, employee-led bonus system, and a digital "bank" for a rewards program.

I started at the inception of the team and laid down the groundwork for all our design processes: user research, usability testing, stakeholder design reviews, user journey mapping, etc. I worked directly with all Zappos stakeholders to learn about their business outcomes and to design a holistic platform that would serve their individual team's needs. I closely partnered with the our product manager and lead engineer to ship features on an monthly basis.

The platform's impact was immediate and substantial. Within 30 days of our first internal launch, 80% of Zappos employees had opted to use the platform. 90 days in, 90% of employees were weekly active users—surpassing any other employee engagement app at Zappos.

A year later, after expanding the platform with additional apps, our project received the ultimate accolade. Tony Hsieh, the CEO of Zappos, highlighted the significant impact at their annual All Hands meeting. The platform remains in use by Zapponians today, six years after its initial launch.
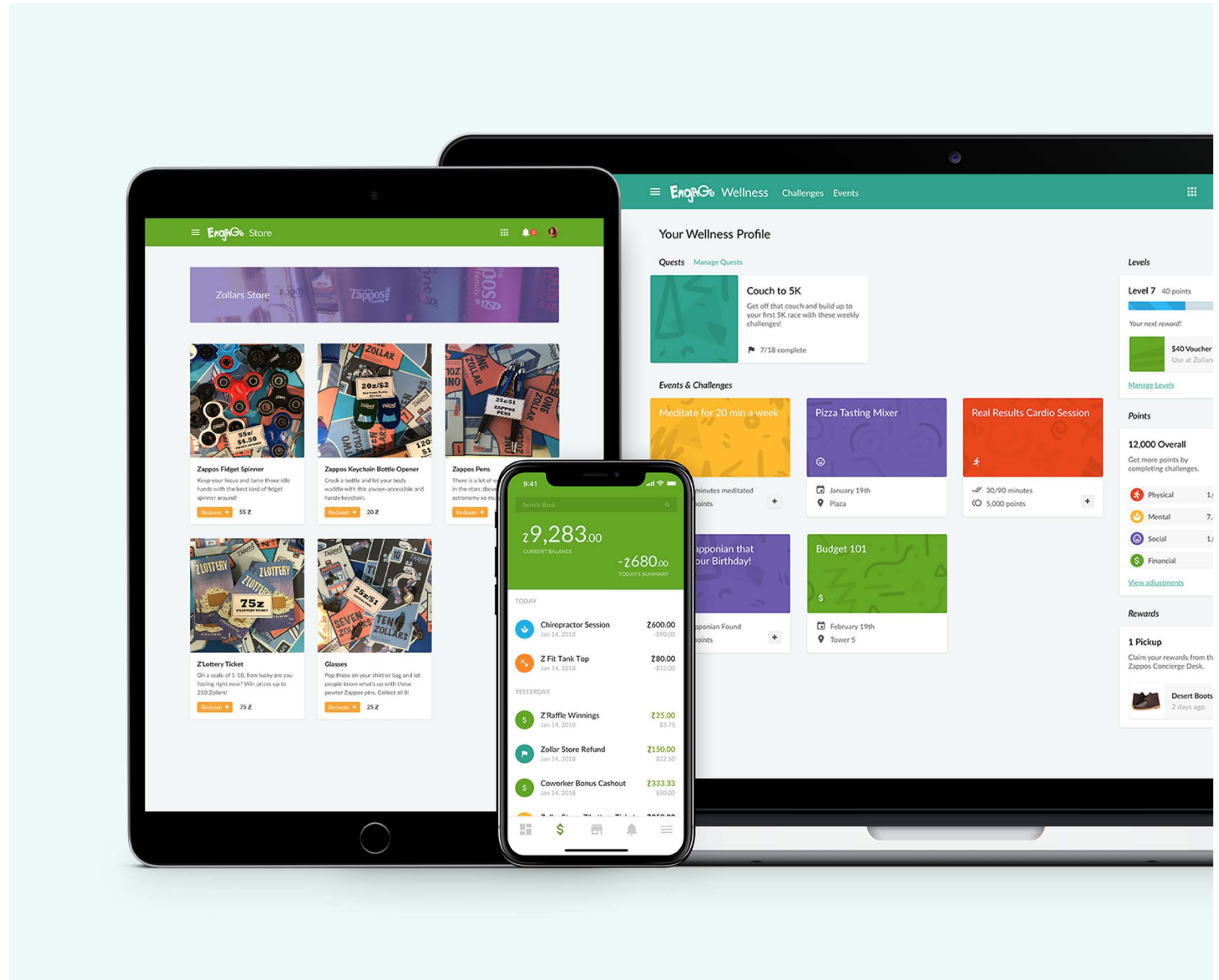
# Solidhaus

| Timeline | Category |
|---|---|
| Aug 2016 – Dec 2020 | Early-Stage, SaaS B2B Startup |

**Services**

| | | Tools |
|---|---|---|
| Wireframing | Interaction Design | Sketch |
| Prototyping | Usability Testing | Invision |
| UX / UI Design | Project Management | |

**Founding Team**
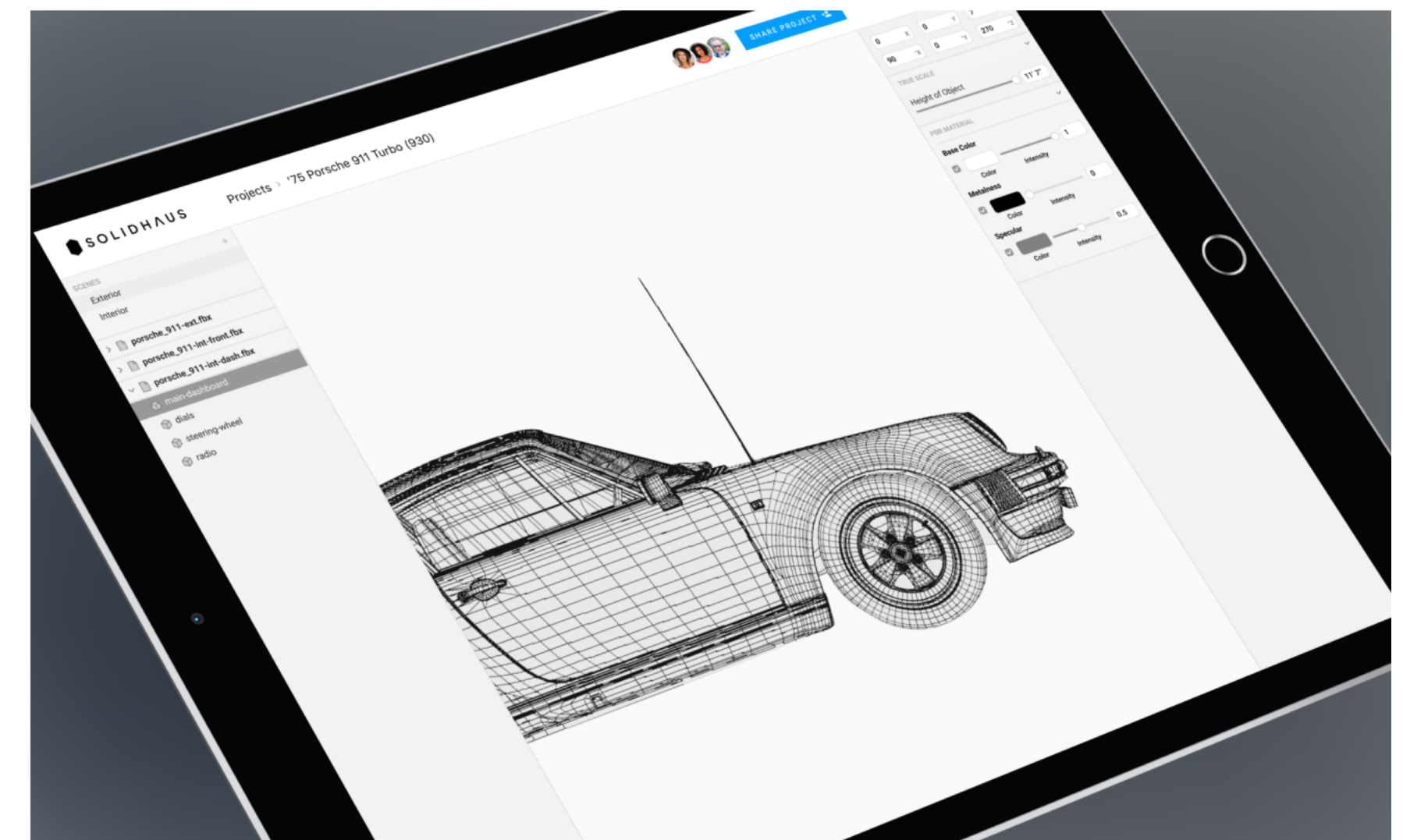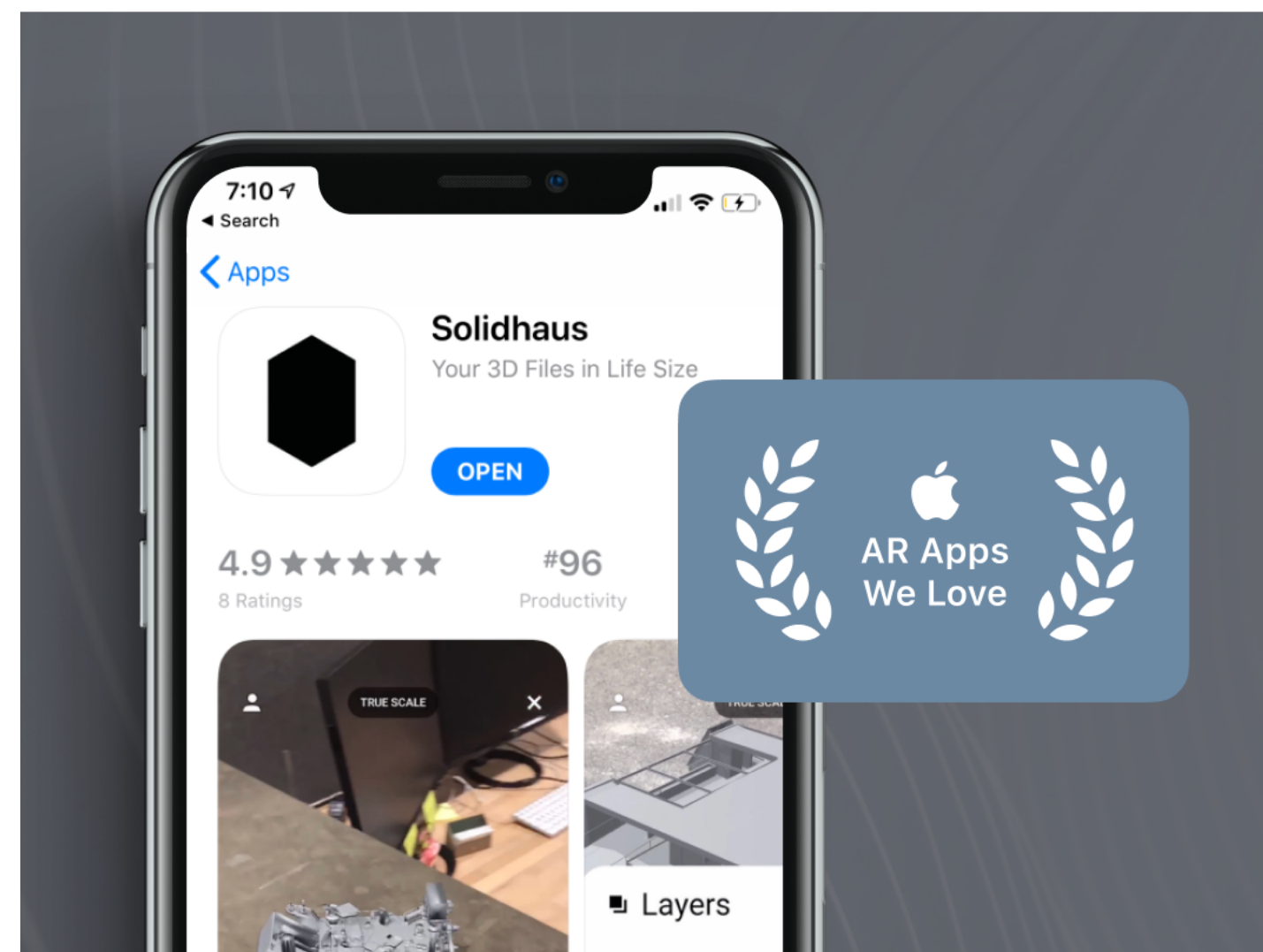
Lashan Dias   CEO
Kevin Duong-Tran   CTO

Solidhaus, a venture I co-founded with my technical partner, Kevin, began as a Virtual Reality Studio. In our first year we specialized in offering VR services to AEC (architecture, engineering, and construction) customers like Gensler, using Unreal Engine and Unity.

Entering our second year, we pivoted by launching an app powered by Apple's ARKit. This innovative app enabled our customers to effortlessly create AR (augmented reality) experiences on supported iPhones and iPads with just a single click.

Our approach was hands-on and customer-centric. We designed, prototyped, and developed the product specifically for our past customers. When it was time to go to market, we opted for a freemium B2B model and launched the app on the App Store. The launch was a remarkable success, with Apple showcasing our app in the "AR Apps We Love" category and featuring it prominently on the App Store's front page.

Post-launch, we continued to work with our Partnership Manager at Apple, integrating new ARKit features as they were released and enhancing the project dashboard that managed 3D assets.

Our product's success was particularly notable given its early market entry during the nascent stages of ARKit, before Apple introduced native 3D asset viewing in AR on Safari, iOS, or iPadOS. It is gratifying to see that many of the interactions and design choices we made with Solidhaus are now reflected in Apple's current approach to viewing 3D files using Augmented Reality.

# Life is Beautiful

**Timeline**
Dec 2014 – Jan 2016

**Category**
Music Festival

**Services**
Brand Strategy
Brand Identity
Logo Design

Creative Direction
Promotional Design
Digital Design

**Tools**
Sketch
Illustrator
Photoshop

**Team Leads**
Lashan Dias   Design Lead
Graham Kahr   Marketing Lead
Herb Akinyele   Engineering Lead

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I joined the Life is Beautiful team just as it was being acquired by Wendoh Media, a Las Vegas-based publishing and events company.

Tasked with rebranding the festival from the ground up, I was responsible for setting a new creative direction and brand strategy, with stakeholders including Wendoh Media's owners and partners such as Insomniac Events and the Las Vegas Downtown Project.

My first task was designing a new visual brand identity to announce the festival in Spring 2015. I personally designed the logo and oversaw the creative process, including creating a custom typeface for the logotype.

Then, our focus shifted to marketing the event and designing creative for the festival itself. In 6 months, the team and I developed the identity and rolled it out: display ads, billboards, magazine ads, paid social, etc. reaching hundreds of millions of media impressions.
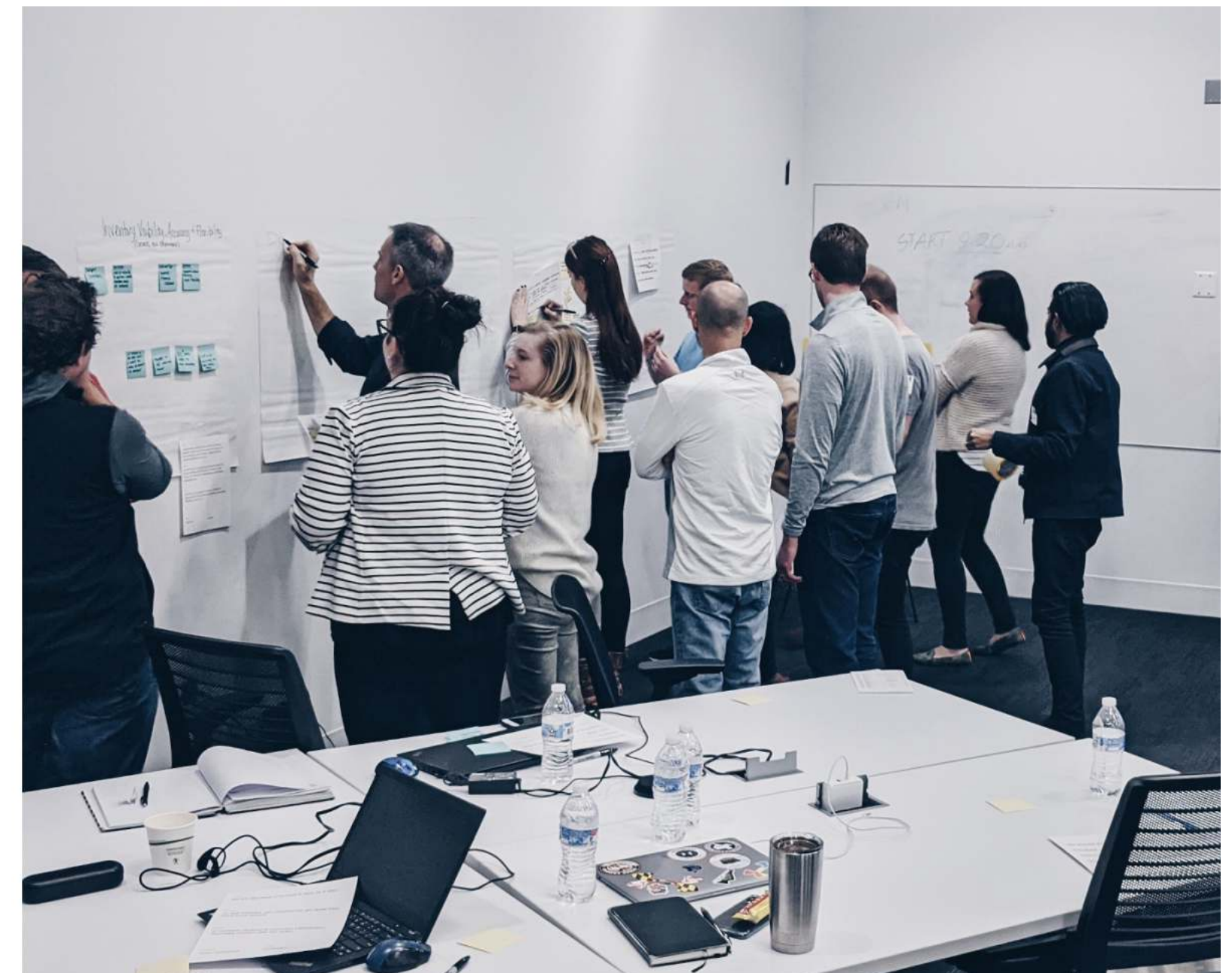
The rebranded 3-day festival premiered in September 2015, featuring headliners like Stevie Wonder, Imagine Dragons, and Kendrick Lamar. The event attracted over 100,000 attendees – a 20% increase from the previous year, testament to the success of our rebranding efforts.

10 years later, the core elements of the brand identity I developed for the festival remain unchanged, even following a 2022 acquisition by Rolling Stone. While various agencies and designers have since iterated upon the brand, the foundational work I contributed continues to have a lasting impact.
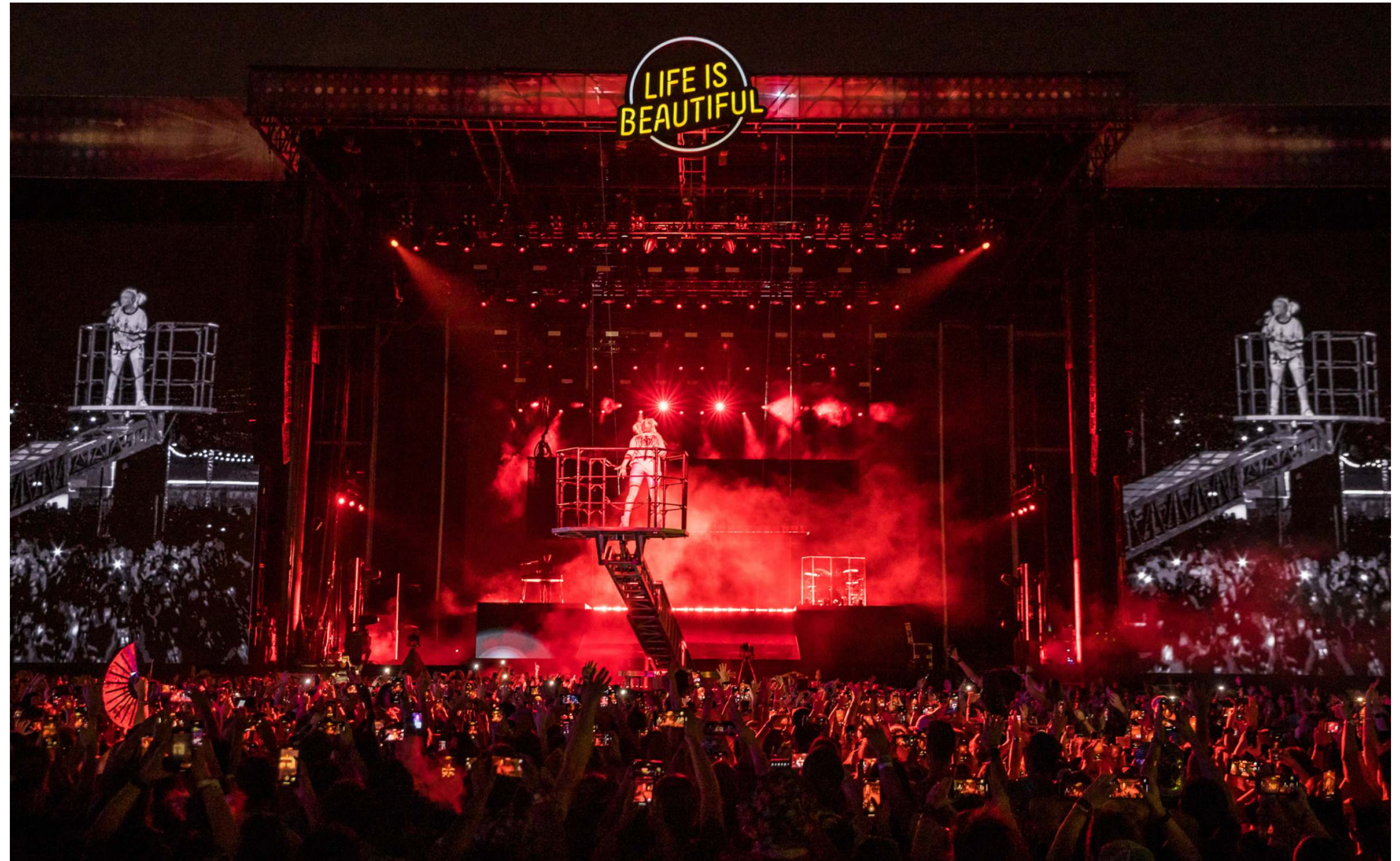
# Proud owner of too many NDAs.

Pictured here is me: leading design thinking workshops with executives at different Fortune 1000 companies. If you want to learn more about some of the projects that I can't show in this deck (but can talk about), please feel free to get in touch!

# Thanks for scrolling!