

Stephen Hellens

Case Studies

Edge Metadata	2
Market Share 2.0	6
Heart of the City	13

Edge Metadata

Data quality tools for e-commerce analytics platform

Project	Edge Metadata platform for Edge by Ascential (now Flywheel)
Role	Lead Product Designer
Timeline	~ 12 months
Team	Remote with San Francisco-based Product Manager and Prague-based engineering team

Challenge

Edge by Ascential (now part of [Flywheel](#)), a leading provider of e-commerce analytics and advisory services, needed to improve customer trust and support continued growth by enhancing data quality across its digital commerce platform.

Task

I was tasked with creating data quality tools to ensure the accuracy and reliability of insights provided to global manufacturers and brands. As the Lead UX Designer with responsibility for the user experience (UX), user interface (UI) and interaction design (ID), I drove the entire design process, from initial research and concept development to final design and implementation. I collaborated remotely with a product team in San Francisco and an engineering team in Prague to bring the new vision to life.

Solution

My starting point was discussion with the Product Manager to establish scope and requirements. Further scoping discussions took place with the engineering team. I mapped out and designed a suite of data quality tools that would:

- Implemented real-time data validation and cleansing processes
- Equip data teams with intuitive dashboards for monitoring data quality metrics
- Deliver automated alerts for potential data inconsistencies
- Integrate machine learning algorithms for predictive data quality management
- To aid accessibility I focused on keyboard driven interface to facilitate fast data entry. This is best practice for high-proficiency users who require optimised experiences

Outcome

The new data quality tools significantly improved the reliability of Edge by Ascential's analytics platform:

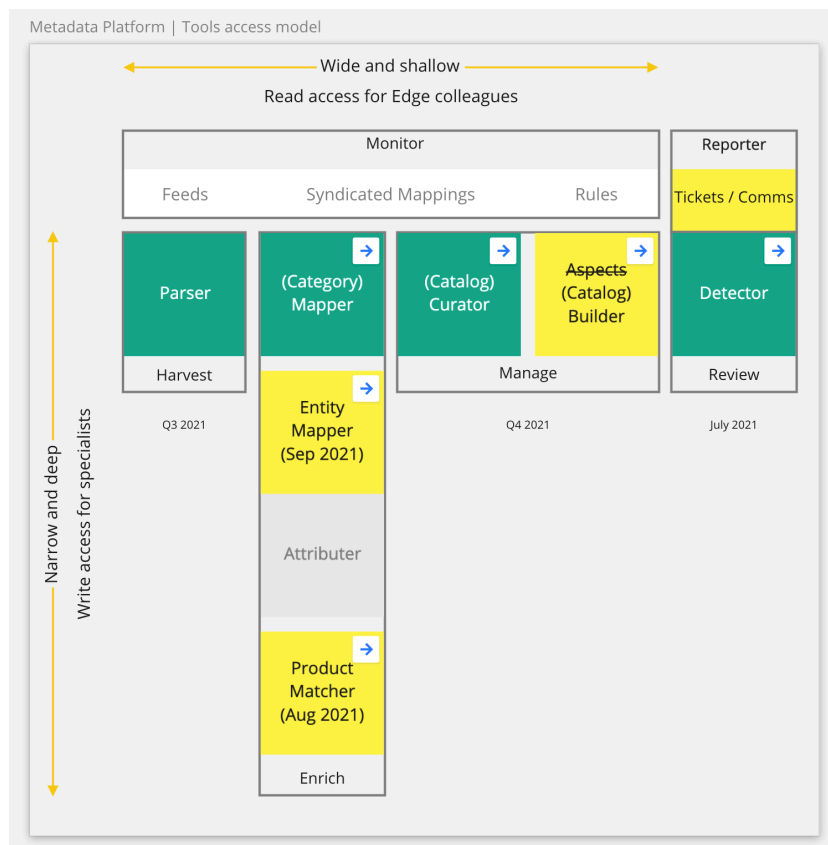
- Increased data accuracy by 18%
- Reduced time spent on manual data quality checks by a third
- Enhanced customer satisfaction scores related to data trustworthiness by 27%
- Supported the platform's scalability, contributing to its continued growth and eventual integration into Flywheel

Skills highlights

- UX and UI Design for complex data systems
- Collaboration with remote, cross-functional teams
- Design of a suite of sophisticated data processing tools
- Understanding of e-commerce analytics and data quality principles

This project demonstrates my ability to design critical tools for data-driven platforms, particularly in the e-commerce sector, and to work effectively with distributed teams to deliver high-value solutions.

Conceptual map of Edge Metadata tools



Wireframes for Category Mapper Tool

Could you see value to differentiate input versus output categorisations

Issue Category
[Detailed Category](#)

Closed (mapped)

Mapping

Parent

Category > Subcategory (YN) maps to [Product Group 2 - Category 2 - Subcategory 1](#) [Assigned](#) [Child](#) [Close](#)

Q Select Product Group **Q Select Category** **Q Select Subcategory** Parent Child

Product Group 1	Category 1	Subcategory 1
Product Group 2	Category 2	Subcategory 2
Product Group 3	Subcategory 3	Subcategory 3
Product Group 4	Category 4	Subcategory 4

Do a Parent definition for Category > Subcategory (YN) Parent Child

Select a node below as the parent definition

[Child](#) [Copy](#) [Share](#) [Add link](#) [Add comment](#) [Close](#)

This will update YN category mappings

You map to: [Product Group 2 - Category 2 - Subcategory 1](#)

Q Select Product Group **Q Select Category** **Q Select Subcategory**

Product Group 1	Category 1	Subcategory 1
Product Group 2	Category 2	Subcategory 2
Product Group 3	Category 3	Subcategory 3
Product Group 4	Category 4	Subcategory 4

Apply mapping to Children of Category > Subcategory (YN) Parent Child Close







Assign YN children to: [Product Group 2 - Category 3 - Subcategory 1](#) [Assign](#)

This will update YN category mappings currently applied to child categories

Child



Product Matcher: review attributes user interface design

E metadata product matcher							Matching	Reporting	Colleagues	Account
Pull DataReviewBatchClustersPerformance										
Reference	Sainsbury'sUK	SuperdrugUK	Chemist DirectUK	BootsUK	TescoUK	Skip				
										
Brand Sensodyne	Sensodyne	Sensodyne	Sensodyne	Sensodyne	Sensodyne					
Manufacturer GSK	GSK	GSK	GSK	GSK	GSK					
Title Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml	Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml	Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml	Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml	Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml	Sensodyne Repair & Protect Original Sensitive Daily Toothpaste 75ml					
Capacity 75ml	75ml	75ml	75ml	75ml	75ml					
Weight Missing	Missing	Please give feedback for correcting this item (optional)	Missing	Missing	Missing					
Ingredients Glycerin, PEG-8, Hydrated Silica, Calcium Sodium	Glycerin, PEG-8, Hydrated Silica, Calcium Sodium		Glycerin, PEG-8, Silica, Calcium Sodium	Glycerin, PEG-8, Hydrated Silica, Calcium Sodium	Glycerin, PEG-8, Hydrated Silica, Calcium Sodium					
	IN	OUT	OUT	IN	IN	Update				

Market Share 2.0

Rethinking an e-commerce analytics platform

Project Market Share e-commerce analytics for Edge by Ascential
Role Lead UX Designer
Timeline 18 months
Team Remote, (London-based)

Challenge

In 2016, Ascential, an international data and insights company acquired One Click Retail, an e-commerce analytics startup based in Salt Lake City, Utah. The platform, rebranded as Market Share, provided valuable insights to brands selling on major online marketplaces.

However, the existing customer experience was outdated and complex, leading to significant customer attrition and hindering the platform's growth potential. The challenge was to completely redesign and overhaul the user experience to make Market Share more intuitive, user-friendly, and valuable for its customers.

Task

As the Lead UX/UI Designer, I was responsible for driving the entire redesign process, from initial research and concept development to final design and implementation. I worked remotely with a distributed engineering team to bring the new vision to life.

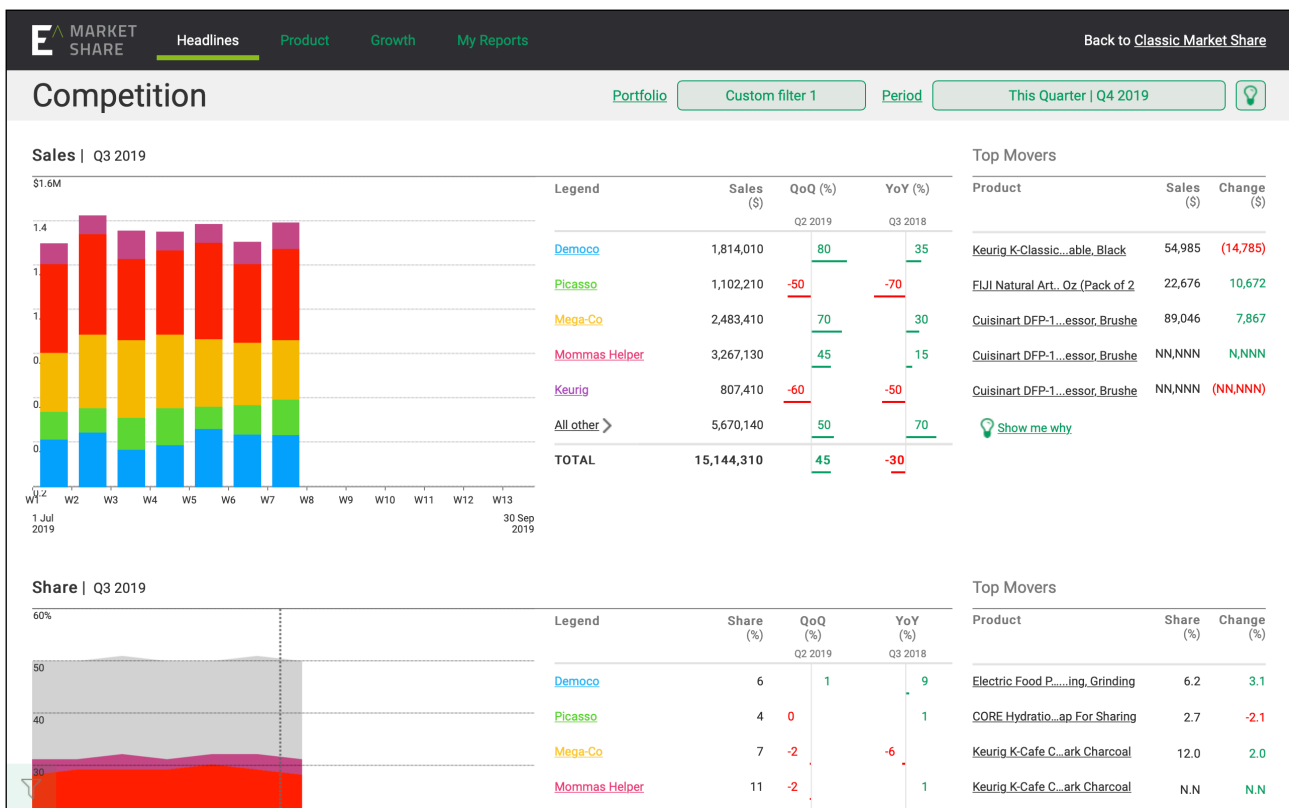
Solution

- Understanding the Problem:** I began by conducting thorough customer research, including customer interviews, interviews with internal users, and an audit and usability review of the existing platform. This research revealed key pain points, such as:
 - A cluttered and confusing interface
 - Difficult navigation and information architecture
 - Inconsistent design patterns and visual language.
 - The platform had become non performant. It would take minutes to return fresh data when queried
- Defining the Vision:** Based on the research findings, I developed a clear vision for the redesigned platform. The key goals were to:
 - Simplify the user interface and improve usability.
 - Create a more intuitive navigation and information architecture.

- Highlight the platform's key value propositions and provide actionable insights.
- Establish a consistent and modern design language.

- Design and Prototyping:** I then led the design and prototyping process, creating wireframes, mockups, and interactive prototypes to explore different design solutions. I worked closely with the engineering team to ensure that the designs were technically feasible and aligned with the platform's capabilities.
- Remote Collaboration:** Given that the engineering team was located remotely, effective communication and collaboration were essential. I utilised tools such as Slack, Jira, and video conferencing to facilitate seamless collaboration and ensure that everyone was aligned on the design vision.
- Iterative Development:** Throughout the development process, I continuously tested and refined the designs based on user feedback. This iterative approach allowed us to identify and address potential usability issues early on, ensuring that the final product met the needs of our customers.

Early wireframe for *Competition* page



Market Share OnSite for Amazon – Chrome extension for Amazon product pages

All ▾

 Hello, Sign in
[Account & Lists](#) [Returns & Orders](#) Cart

Deliver to United Kingdom
Today's Deals
Customer Service
Gift Cards
Registry
Sell

Amazon's response to COVID-19

We are delivering to your region with limited shipping options. Please expect extended delivery time. [Learn more.](#)

Baby Products › Feeding › Baby Foods › Baby Formula

MARKET SHARE OnSite
Updated to 20 May 2020

[My Business](#)
[Growth Trends](#)
[Scorecard](#)

ASIN	SUBCATEGORY	CATEGORY	PRODUCT GROUP
+99.9%	-99.9%	+9.9%	-9.9%
+2.9 YoY %	+0.7 YoY %	+0.9 YoY %	+0.4 YoY %

WoW Growth

29 Mar – 27 Jun 2020 Last 4 Weeks 13 Weeks

Contains 12 standard bottle nipples

Twelve (12) standard flow soft nipples for most standard infant/baby bottle openings

Features a standard size opening for standard flow

Latex free

Suitable for most babies

Individually sealed and wrapped

Available from these sellers.

Share

Ease the Transition into Toddlerhood

Enfagrow PREMIUM Toddler Transitions Baby Formula Milk Powder, 20...
 ★★★★★ 335
 \$95.96 ✓prime

Sponsored

Sponsored products related to this item

Huggies Special Delivery baby wipes

Huggies Snug & Dry baby wipes

Purina Baby Chamoer baby cream

Baby Dove Fragrance Free baby soap

Comotomo Baby Bottle

Johnson's Baby Tens Free baby lotion

MIDP Formula Milk Storage container

EU Community Design Registration

As part of the reimagined user experience for Market Share I designed an innovative date picker solution. This solution was highly adapted to the users of the platform who were greatly enabled by it. I advocated for and secured an EU Community Design Registration for it.


<https://www.tmdn.org/tmdsview-web/#/dsview/detail/EM700000007524848-0002>

Exported 23/02/2025 - Page: 1 of 4

DESIGNview

Design number: **007524848-0002**

Indication of the product: **Graphical user interfaces**

	Design number	007524848-0002
	Application number	007524848
	Registration office code	EM
	Design current status code	Registered and fully published
	Verbal element	-
	Locarno class	14.04
	Domestic classification	-
	Application language code	EN
	Application date	17/01/2020
	Registration date	17/01/2020
	Publication date	21/01/2020
	Design description	No
	Expiry date	17/01/2025
	Effective date	17/01/2020
Designated countries	-	
EUIPO data last updated on: 22/02/2025		
Design current status date	17/01/2020	

Owner

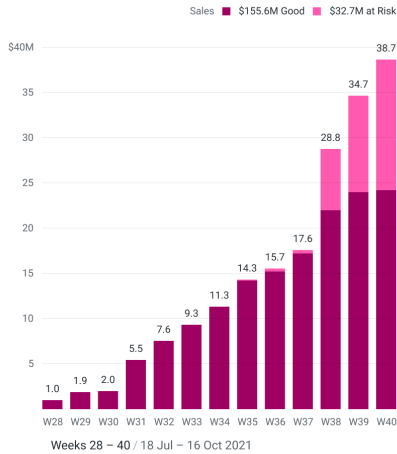
Applicant identifier	1060696
Name	Edge By Ascential Limited
Applicant nationality code	GB
Applicant legal entity	Legal Entity
	-
Address country	GB
Address	C/O Ascential Group Limited, The Prow, 1 Wilder Walk W1B 5AP LONDON GB

Representative

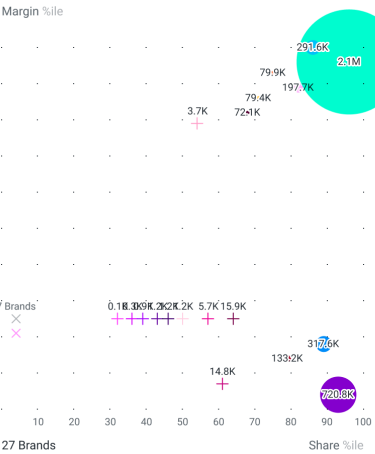
Applicant identifier	99384
Name	HL Kempner Patentanwälte, Solicitors (England & Wales), Irish

Profitability Report mock-up in Figma

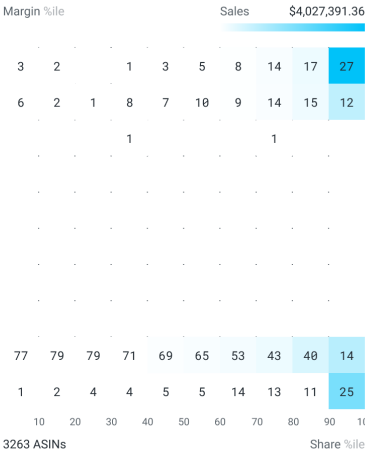
My Sales' Risk to CRaP (Can't Realise a Profit)



Brands <>



ASIN Profitability



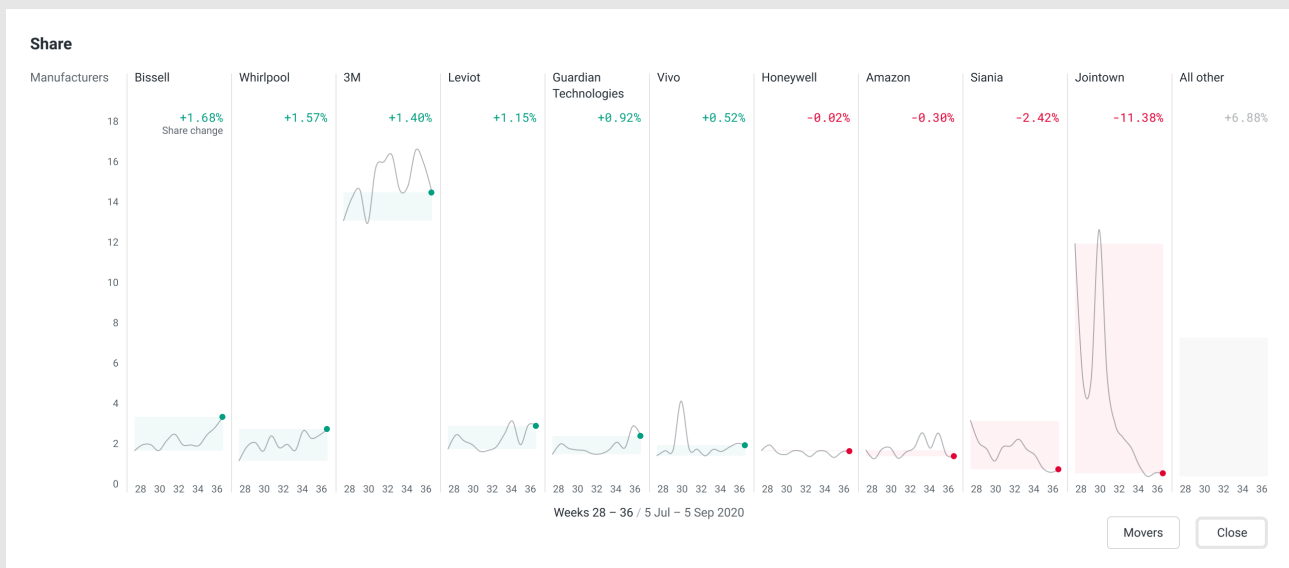
My ASINs' Risk to CRaP

ASINs	Name	Total Sales	1P Sales	Profit / Unit	Sales at Risk	Profit Margin	ASP	Cost / Unit (COGS)	Amazon Cost / Unit	Amazon Offset
B09JWNNN3J	Smartele 16" Rechargeable Floor Fan, Up to 30 Camping Car Travel Hurricane 16inch	143.39	143.39	71.7	8.0	89.62	44.81	8.96	9.86	9.86
B09BCSXVX9	Antetek 20mm Wide Glass 14mm 90 Degree TH Terp Pearls Kit (Red Marble)	32,937.63	32,937.63	48.5	3.0	60.64	30.32	6.06	6.67	6.67
B094Y6H94H	ZANEERY 2 IN 1 Mini Lazy Wearable Fan, Digital Mute Sports Air Cooler for Indoor Outdoor Sport	4,318.61	4,318.61	36.0	1.0	44.99	22.49	4.50	4.95	4.95
B09B9R6X9G	Dehumidifier - 27 oz(800ml) Small Dehumidifier Full Auto-Off Portable Electric Mini Dehumidifier	19,766.64	19,766.64	35.7	1.0	44.68	22.34	4.47	4.91	4.91
B08BRL8WGJ	Blackhead Remover Pore Vacuum - Hotsch Blai USB Rechargeable with Upgraded Blue Light 4 I	4,889.00	4,889.00	33.3	2.0	41.57	20.79	4.16	4.57	4.57
B08XW59HBM	24 Inch Wine Cooler, 176 Bottles Wine Refrigerator Cooling Compressor for Red, Rose and Sparkling	3,890.69	3,890.69	31.6	2.0	39.54	19.77	3.95	4.35	4.35
B09HR67VTV	Kidde Smoke Detector, Hardwired Smoke Alarm Test Silence Button	968.00	968.00	30.3	1.0	37.81	18.91	3.78	4.16	4.16
B09BNTRCNR	ALL NEW 2021 Orono 304 stainless steel inside Boiled Eggs Poacher Eggs, Scrambled Eggs, Sc Settings	39,600.59	39,600.59	29.4	1.0	36.72	18.36	3.67	4.04	4.04
B099H6JPH7	UMIEN Premium Wine Bottle Chiller - Double W Bottles - Iceless Wine Chiller with Up To 6 Hour	29,966.73	29,966.73	26.8	1.0	33.53	16.77	3.35	3.69	3.69
B07VG1VPY5	Sugoyi Egg Cooker, 2Colors 220V Multi-Function Electric Eggs Boiler Cooker Steamer Home Kitchen	66,832.70	66,832.70	26.5	2.0	33.09	16.54	3.31	3.64	3.64
Total or Average	Maximum Minimum	406,627.96	406,627.96	406,627.96	37.0	2.2	924.38	462.20	92.42	101.68

Rows 10 20 30 50

Download As shown All data

Small Multiples



The core Market Share report layout shows share for top manufacturers. This concept enables more fine grained exploration, clearer comparisons and deeper comprehension of the data.

[Small Multiples walkthrough](#) (username: portfolio, password: uxsamples)

The Outcome

The redesigned Market Share platform was launched in March 2020. The new platform featured a streamlined interface, intuitive navigation, and clear data visualisations. The revamped customer experience made it easier for users to access the insights they needed to make informed business decisions. By January 2021, the impact of the redesign was evident: customer attrition had significantly reduced, and Market Share was back on the path to strong growth. The successful redesign revitalised the platform and positioned it for continued success in the competitive e-commerce analytics market.



[Market Share 2.0 Press Release article](#)

Skills highlights

- User Experience Design
- Customer Research
- Information Architecture
- User Interface and Interaction Design
- Prototyping
- Accessibility / WCAG alignment
- E-commerce Analytics
- Remote Collaboration

Heart of the City

Responsible business benchmark automation

Project	Responsible Business Health Check automation for Heart of the City
Role	Responsible Business UX Manager
Timeline	12 months
Team	Hybrid, London-based

Challenge

Heart of the City, a small but mighty London-based charity, runs training courses for small and medium-sized enterprises (SMEs). Members of their flagship programme Foundations for Responsible Business take a self-evaluated survey before and after the programme to evaluate how responsible, sustainable and ethical their business is and to find out how they can improve. Previously the team had to compile the results by hand, and there was no benchmarking capability.

My Role

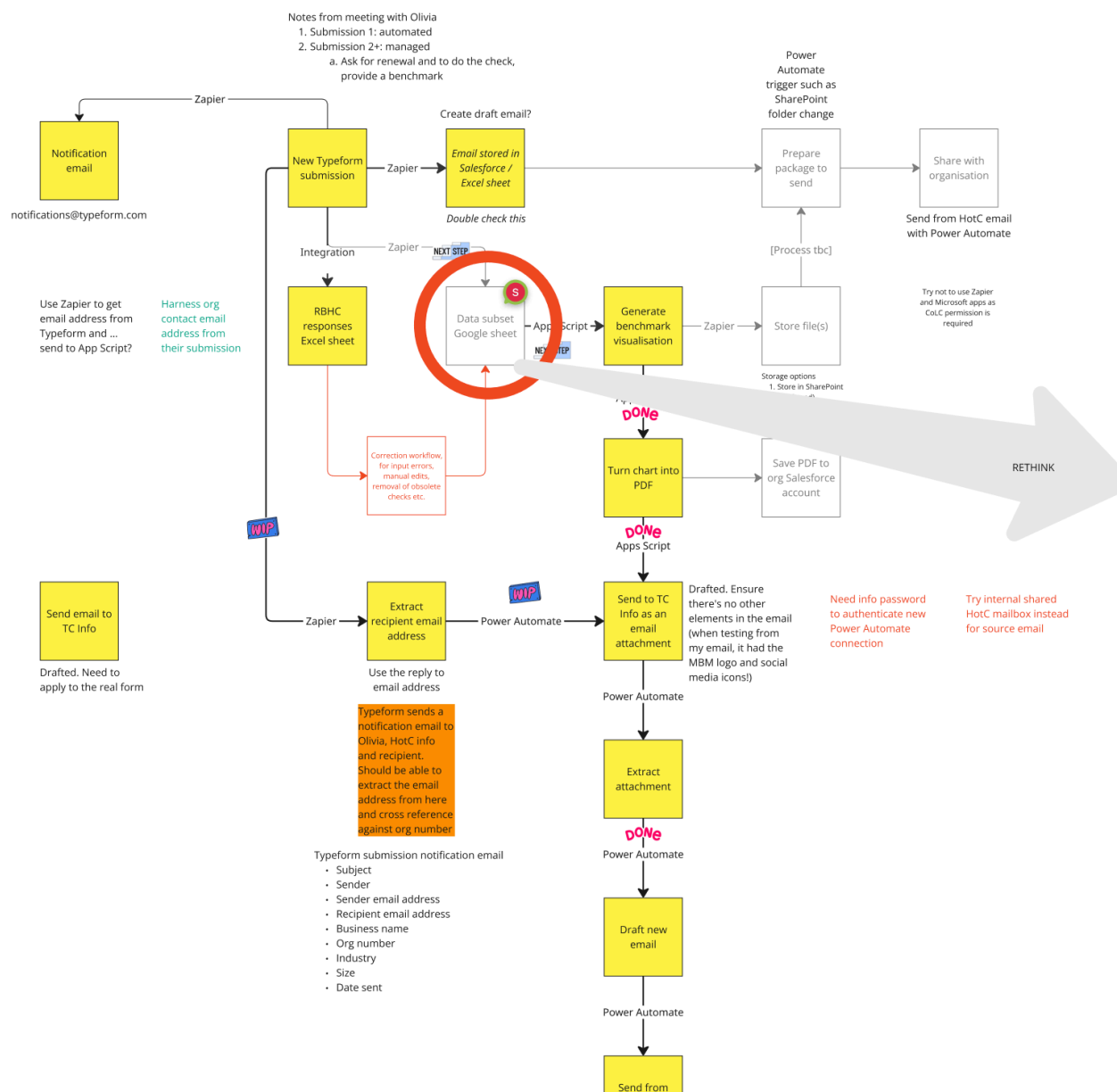
The objective was to free up the team's time and improve the provision to SMEs by automatically providing their results in a timely and high quality way. Liaising with the Programme Team who were the internal project stakeholders, I took the lead in reviewing the existing manual process and researching options for automation.

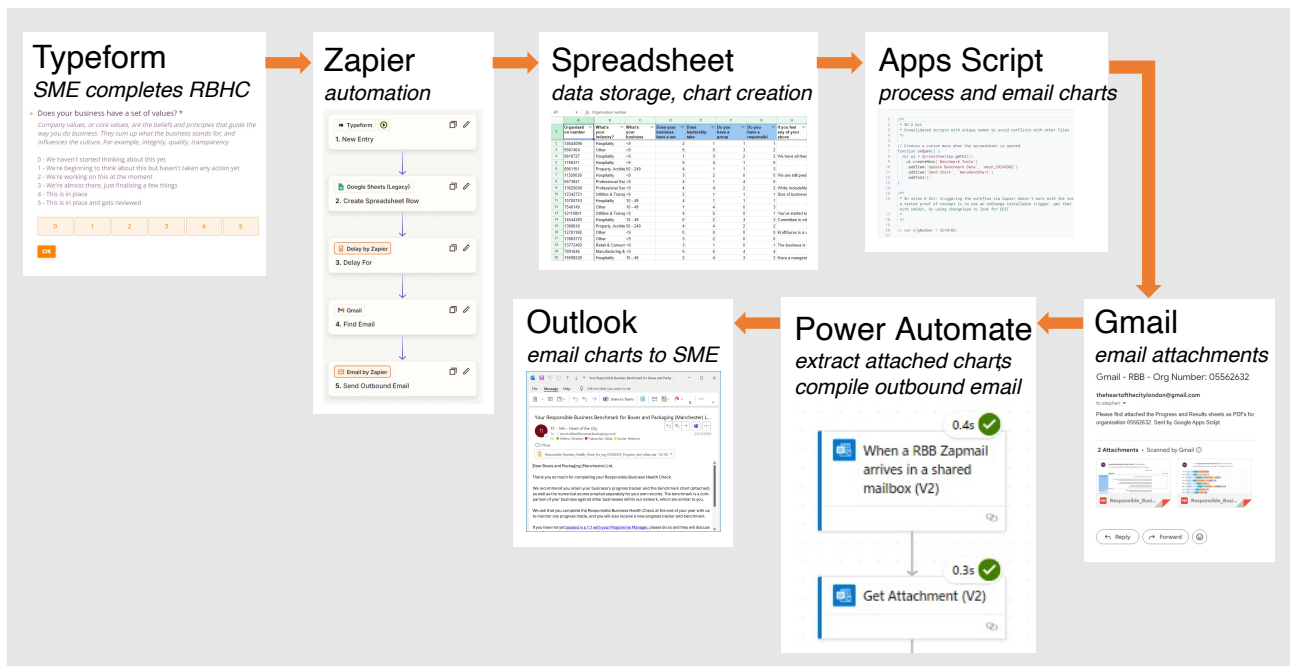
I liaised with my colleagues, feeding back my findings at each stage and keeping them apprised of progress. I sought assistance from the central IT support department and found numerous forums and online sources of advice. I mapped out the solution iteratively using Miro and communicating those solutions to my teammates.

Solution

A requirement was that the solution had to respect the data privacy of participants and was constrained by budget (no additional money for tooling) and by adherence to external IT systems restrictions. It had to leverage the existing systems and tools that were already familiar to the organisation.

I then built out a workflow and creating the smallest possible test or prototype to validate each step of the process.





RBHC automation workflow

Outcome

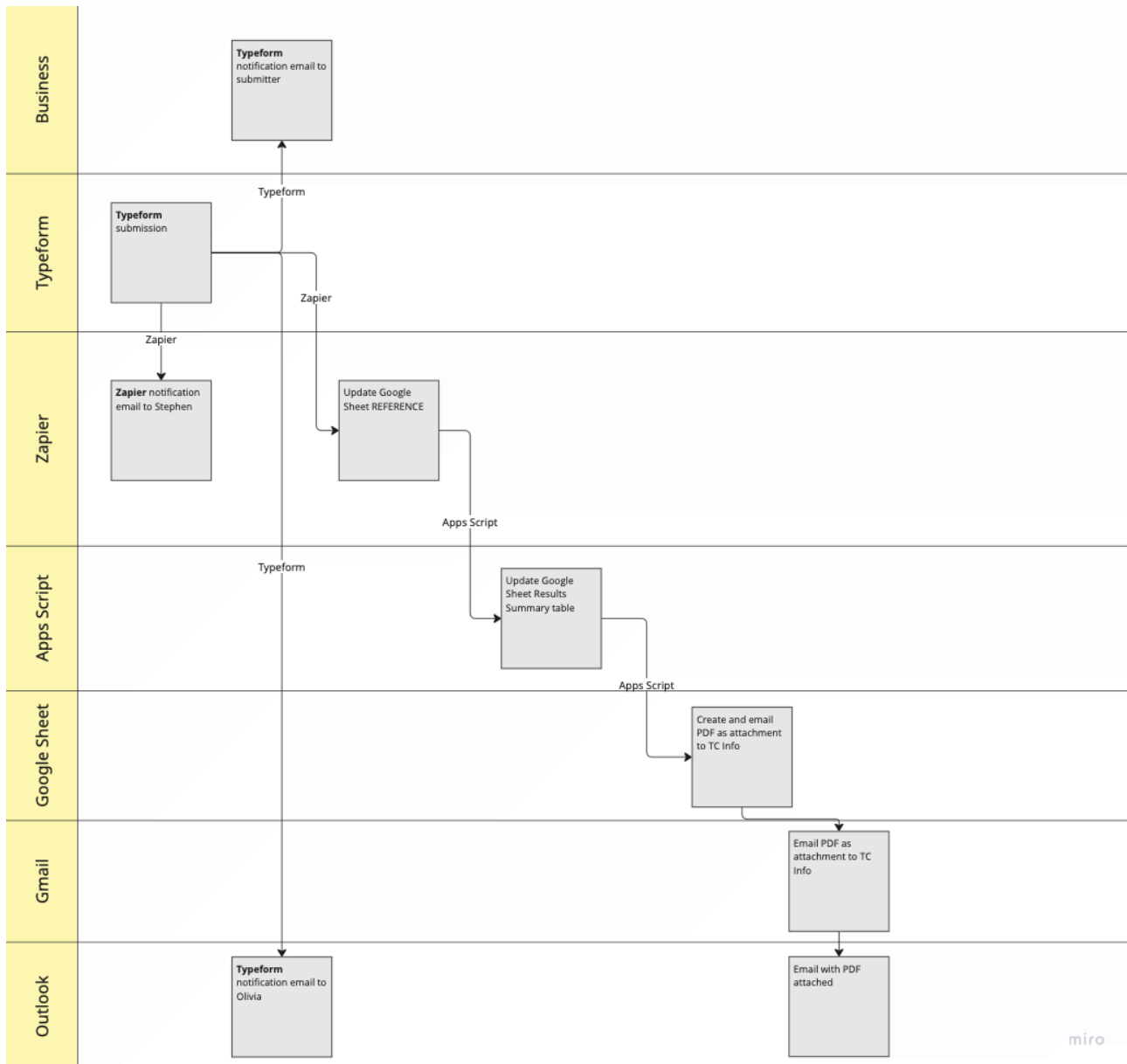
More than 100 businesses have taken the enhanced Responsible Business Health Check. This provides them with clear points of action to review and revise their responsible business operations:

- Businesses can compare themselves to their peers
- Heart of the City gain valuable market insights across industries, helping them tailor their training and target their support more effectively
- The workflow runs automatically, drastically reducing Programme Team members' time commitment and allowing them to focus on supporting businesses

Skills highlights

- Systemic thinking
- Prompt engineering to create the automation flow
- Use of automation tools to process and prepare the data for visualisation
- Data processing and advanced spreadsheet formulae
- Collaboration and communication with non-technical colleagues

Swimlane diagram showing RBHC automation workflow

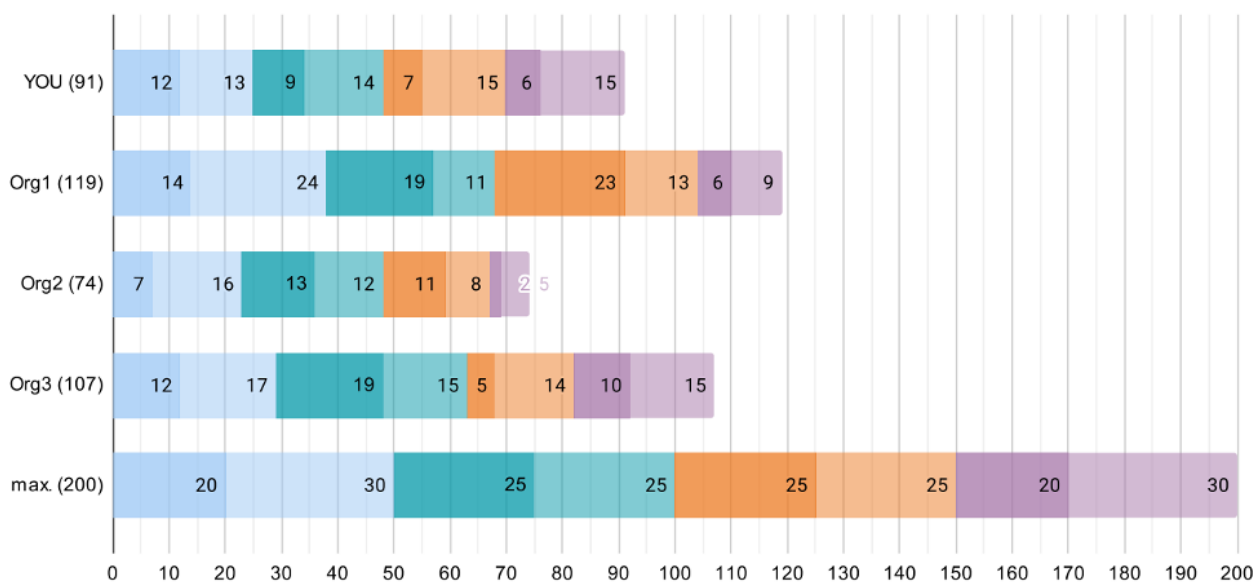


miro



Your Responsible Business Benchmark from Heart of the City

Property, Architecture & Construction businesses with 10 - 49 employees | 25 Oct 2024



	Approach foundations	Approach building	Environment foundations	Environment building	People foundations	People building	Community foundations	Community building
YOU (91)	12	13	9	14	7	15	6	15
Org1 (119)	14	24	19	11	23	13	6	9
Org2 (74)	7	16	13	12	11	8	2	5
Org3 (107)	12	17	19	15	5	14	10	15
max. (200)	20	30	25	25	25	25	20	30

The Repsonible Business Benchmark shows small businesses how they benchmark against similarly sized organisations in their sector