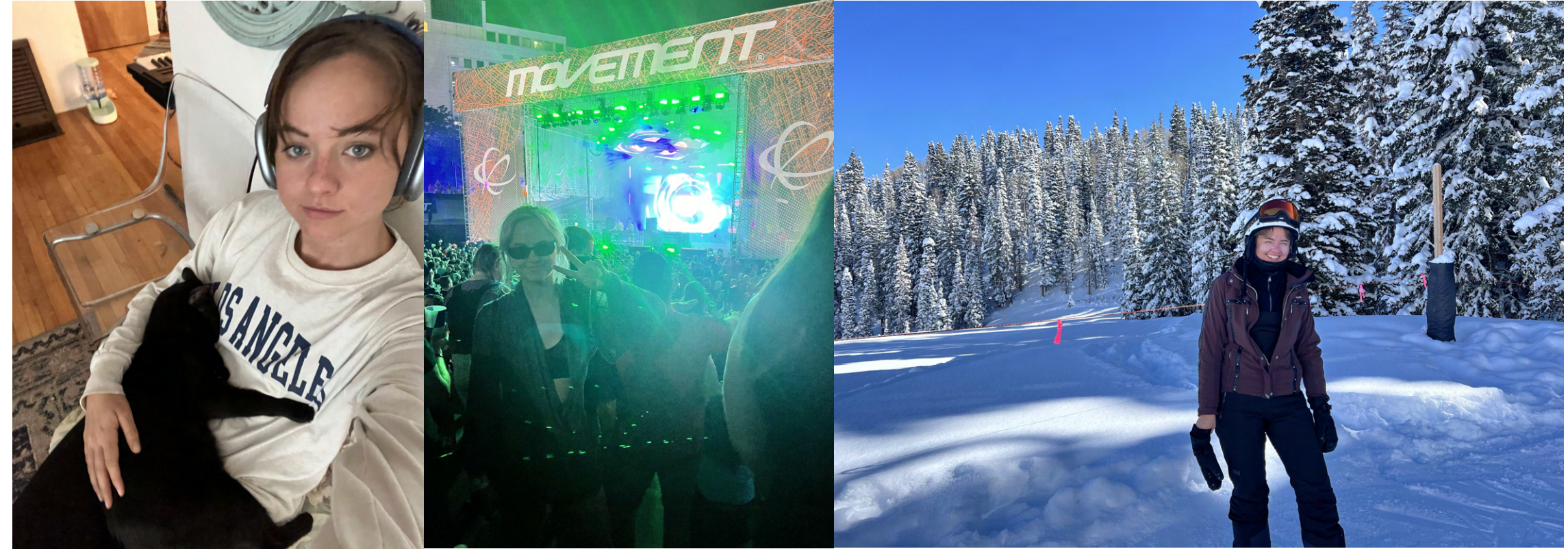




Annie Sommer

About



MIDWESTERN

DETROIT —> CHICAGO —> LA

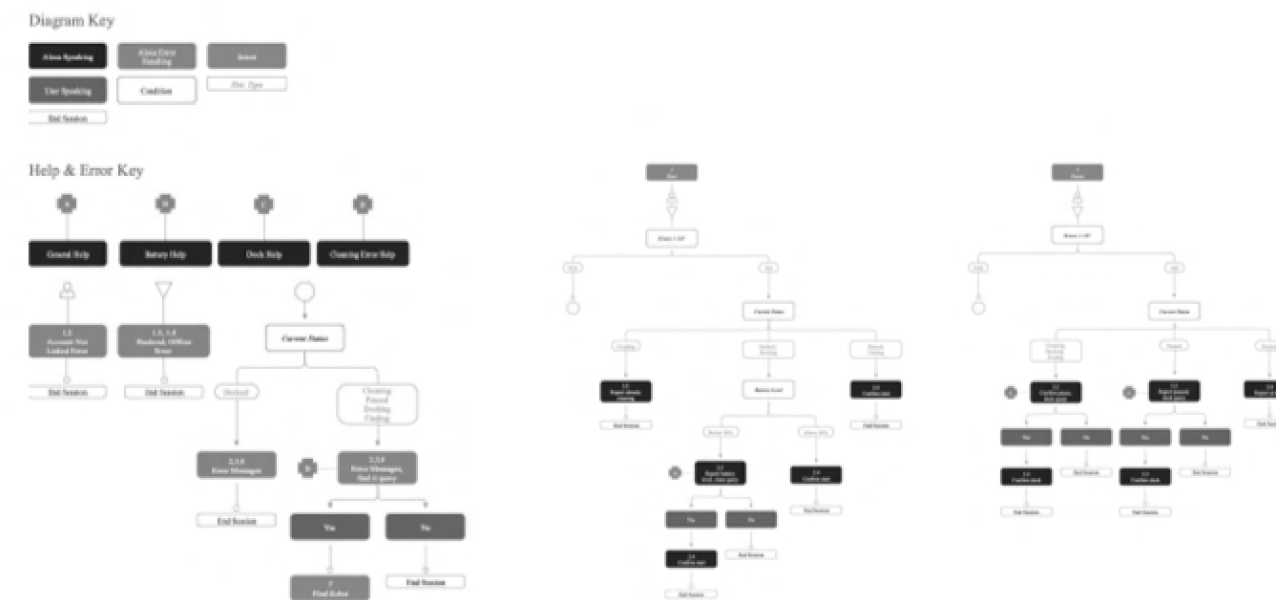
I LIKE LA THE BEST SO FAR...I THINK?

CINEMA, CREATIVE WRITING, DANCING, HIKING,

SWIMMING ARE MY PASSIONS OUTSIDE OF WORK

PHASE 1: EMERGING TECH

2015-2018



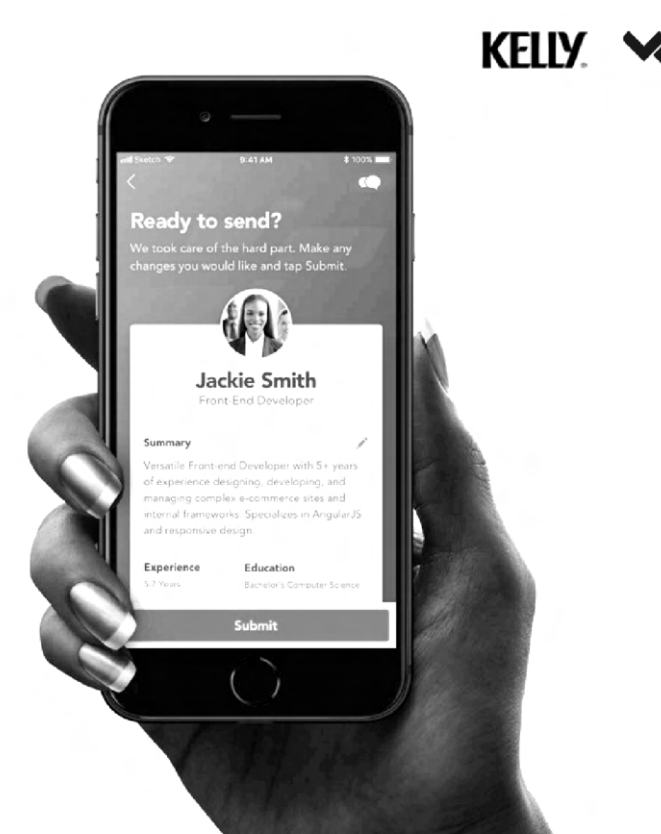
WHIRLPOOL

Internet of things, my first design team



VECTORFORM

Emerging tech; IOT,
Indoor mapping, Voice,
AR/VR





PHASE 2: ENTERPRISE & DATA

2018-2021

CVS HEALTH

Mobile and web retail UX/UI with a focus on accessibility, then moved to accessibility ENG w/AETNA merger



FORD

Machine Learning organization focused on building small, lightweight ML-based applications for use by internal teams across Ford



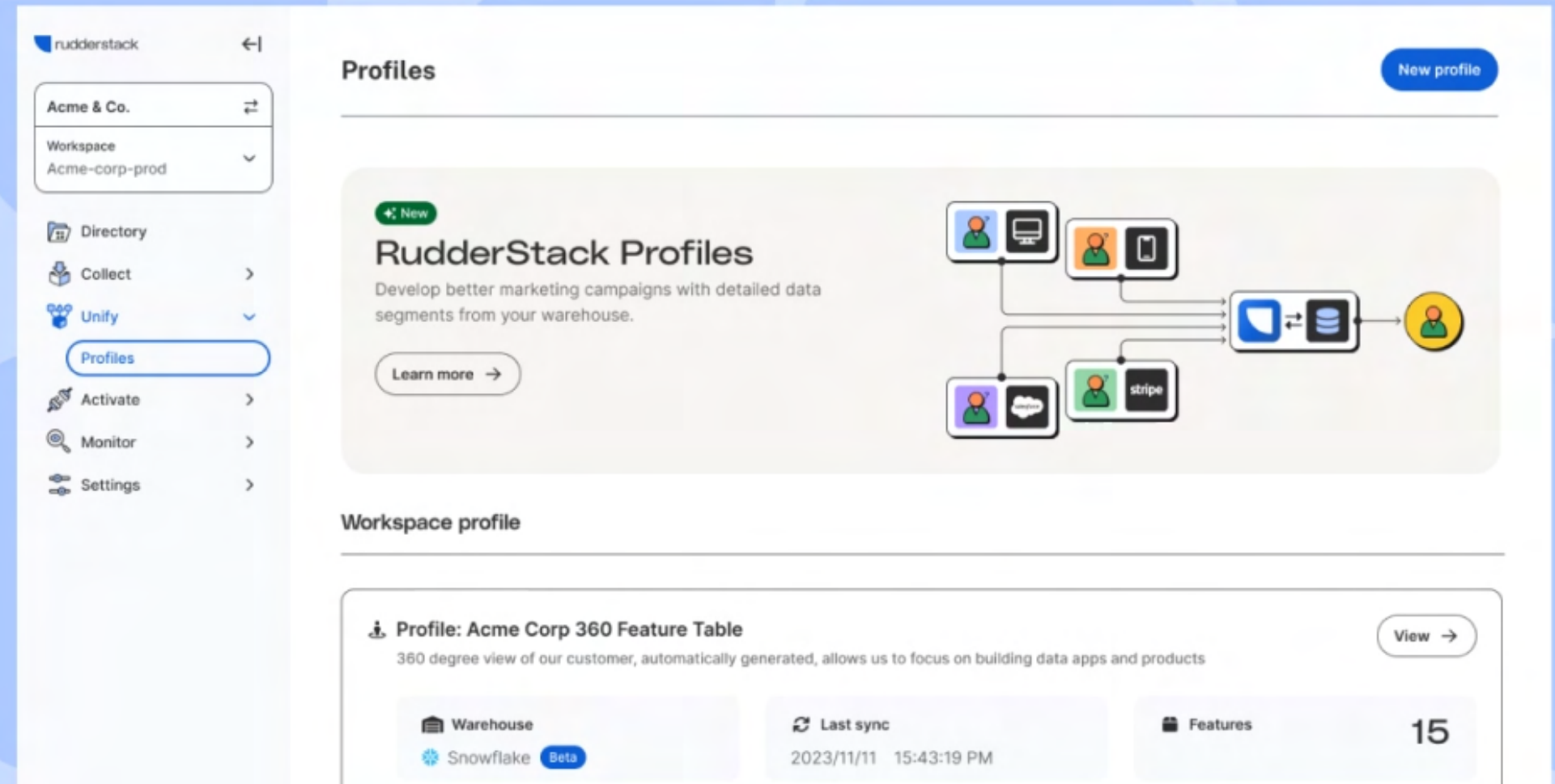
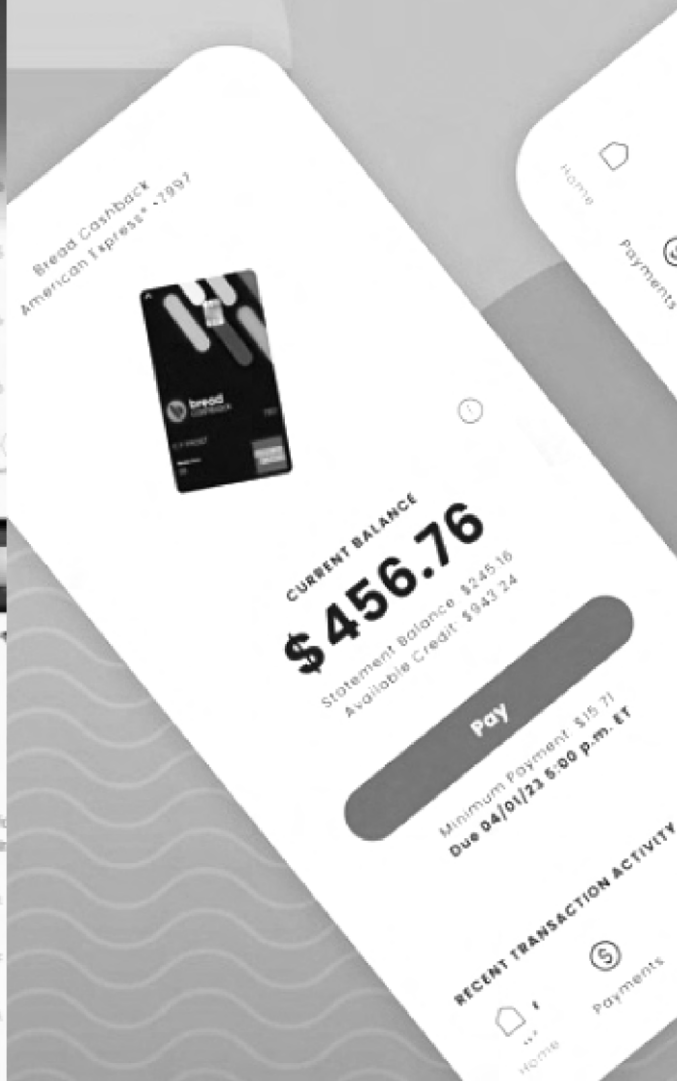
MACH1 ML
Requires VPN
Apply features to your data independently or get help developing machine learning models that will make your data work for you.



ML OPS
The goal of ML Ops is to operationalize data at Ford. If you have a model for a use case you'd like to explore using a dataset, contact ML Ops.



Bread Financial,
at your fingertips



PHASE 3

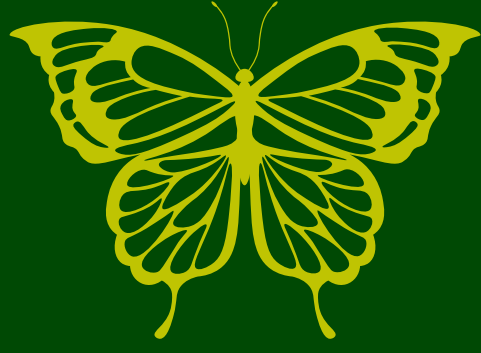
2021 - Now

RAZORFISH

1 year back at an agency to get back to customer facing, pick up the pace, and learn Figma

RUDDERSTACK

Back to data products on a tiny, fast moving design team at my first startup



PROJECTS

DESIGN WORK (1 DEEP, 3 SHALLOW)

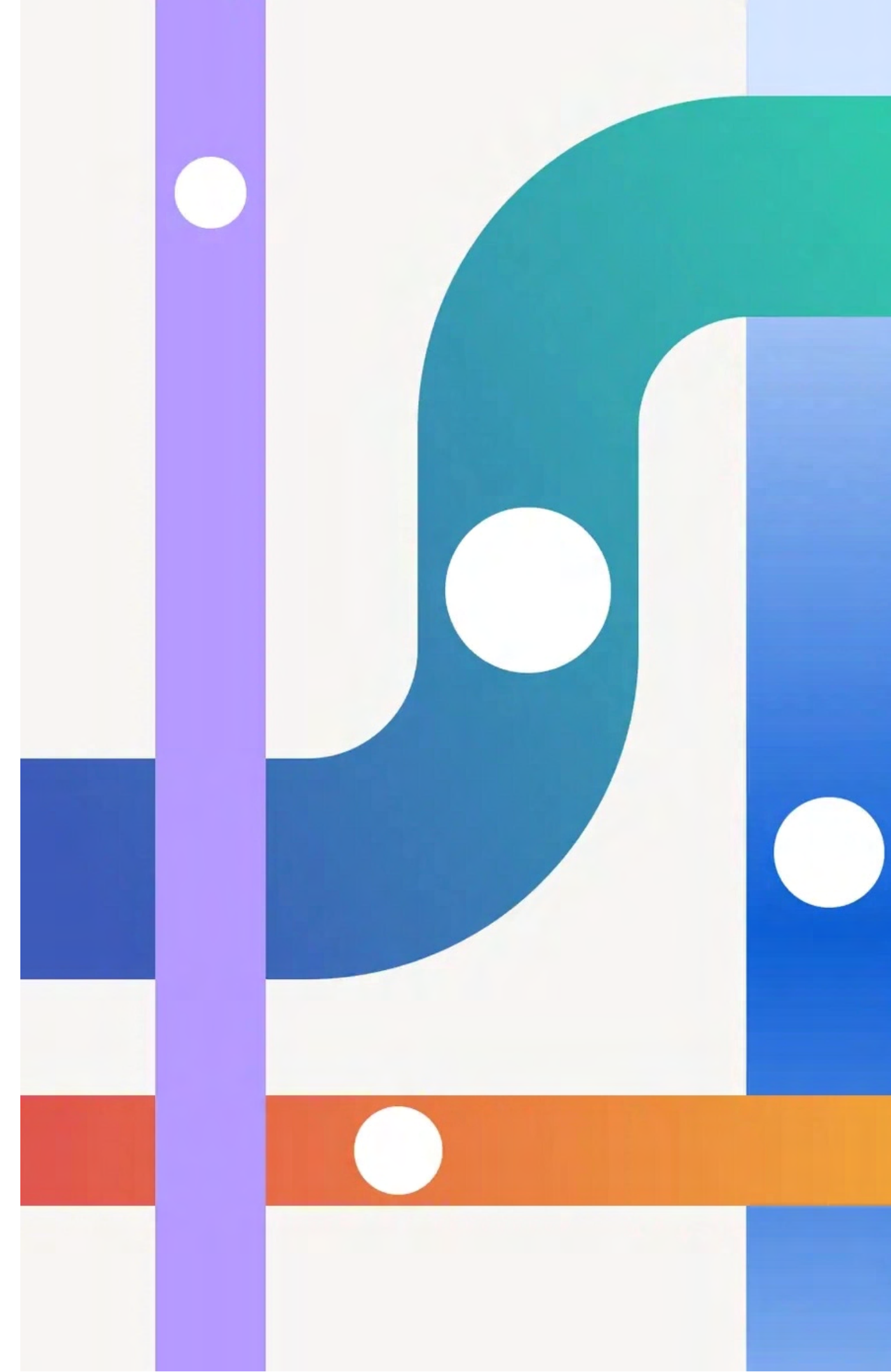
2024

TRACKING PLANS AND DATA CATALOG



Creating an in-pipeline event definition, implementation, and tracking solution to act as a single source of truth for data organizations large and small

MY ROLE: "ROADMAP" / FEATURES / UX,UI,COPY



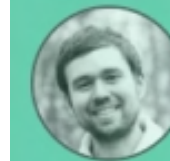


RESULTS

- Multiple marketing initiatives based on this product
- Multiple customers closed or upgraded based on tracking plans functionality alone and growing
- Our largest and closest to enterprise client specifically requested tracking plans enablement
- Customers using tracking plans are stickier, it has become an integral part of their data process.
- My hope is that it's the first truly self-serve portion of our application

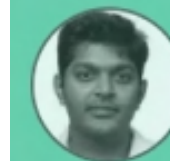
Feature launch Tracking Plans for violation management

Written by



John Wessel

CTO, Mentor, & Data Consultant



Badri Veeraragavan

Director of Product



CREATING INTUITION

DISCOVERY

2024

SEPTEMBER - OCTOBER

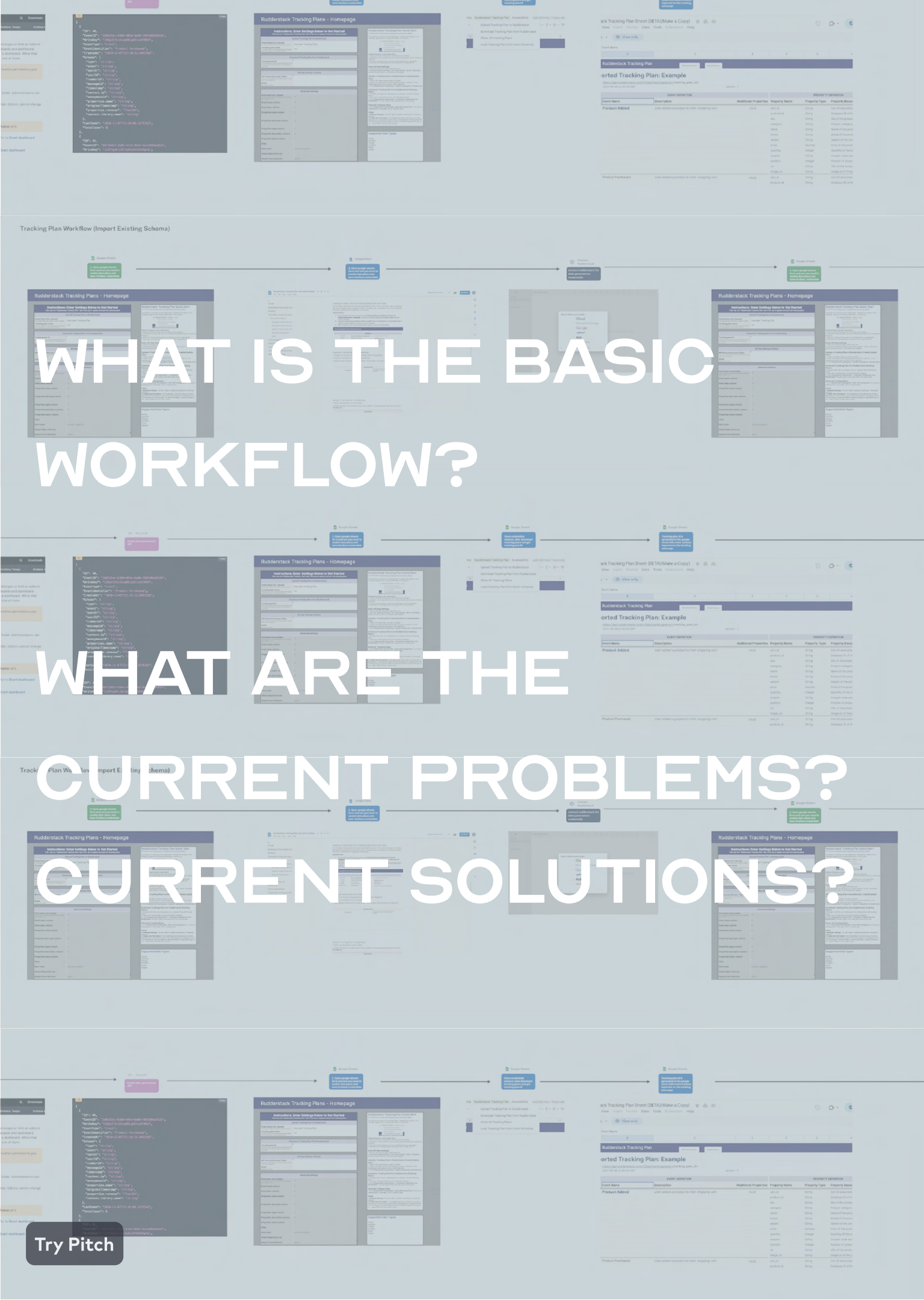


DISCOVERY

PROCESS

- Current solution/API review
- Competitive analysis
- Customer interviews
- Workshop to define MVP/Generate basic milestones
- Designed a beta product, released to ~10 customers
- Worked with customer success to understand beta issues
- Created an updated product plan with new features
- Updated UI to accomodate beta asks

ENG manager, Product director, Critique from design team



WHAT IS THE BASIC WORKFLOW?

WHAT ARE THE CURRENT PROBLEMS?
CURRENT SOLUTIONS?

GOVERNANCE PROBLEM

What events are we tracking and why and who is in charge of it?
When and where are these decisions being made and tracked?

DOCUMENTATION PROBLEM

Once the decisions have been made, where are we documenting it and sharing it out?

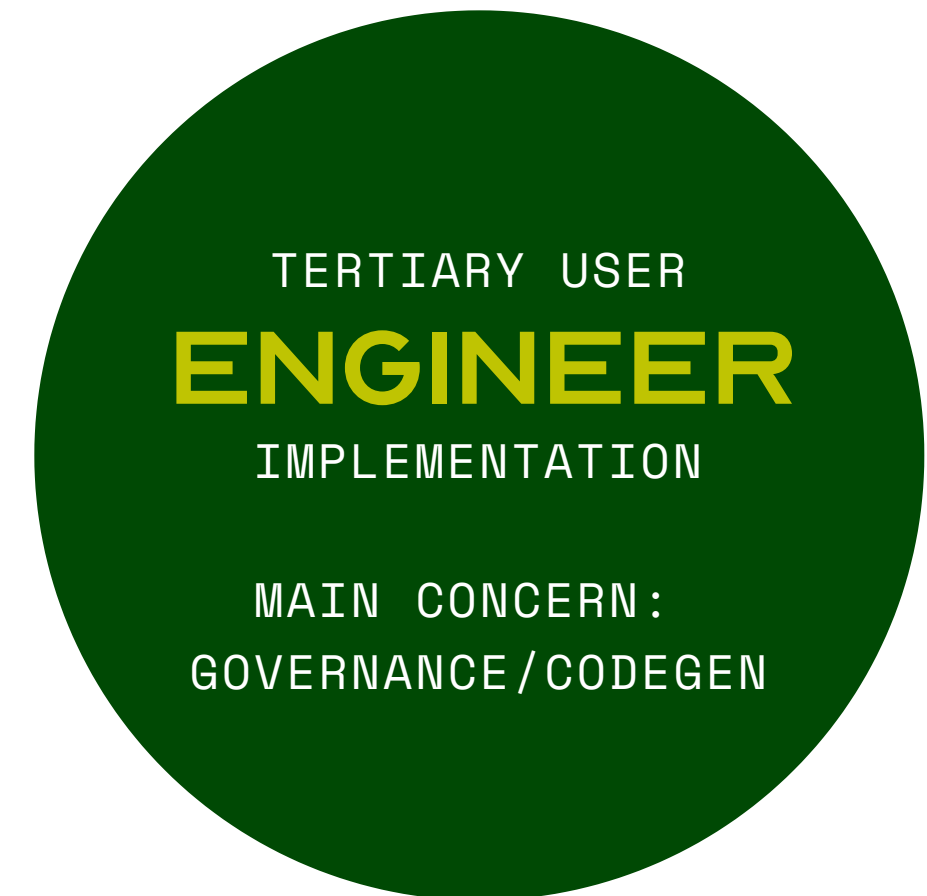
IMPLEMENTATION PROBLEM

How are we getting the right events to developers at the right time to implement the tracking?

DATA QUALITY PROBLEM

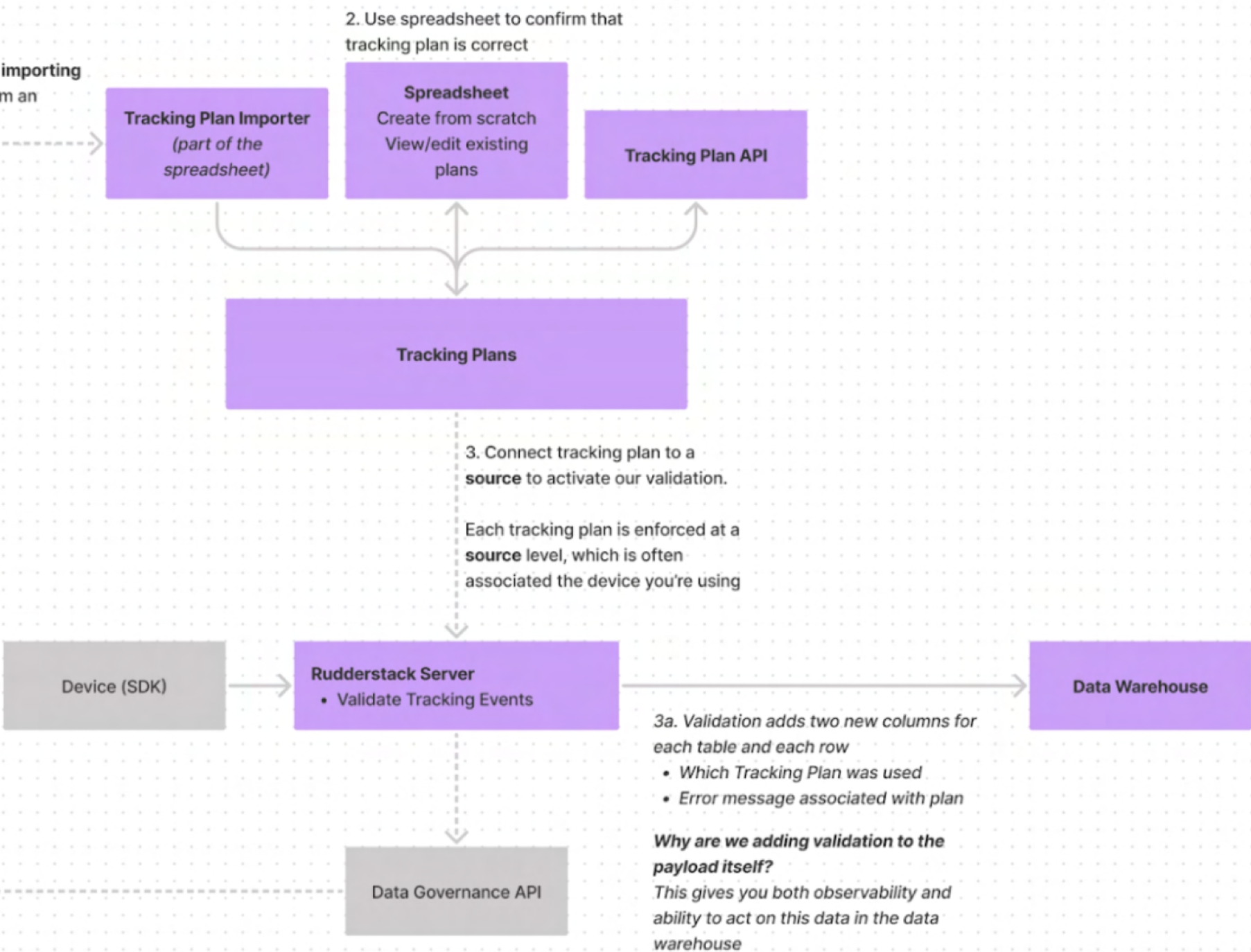
Once the events have been implemented and are inside the warehouse, how can we be assured they are matching our documentation?

WHO ARE THE USERS

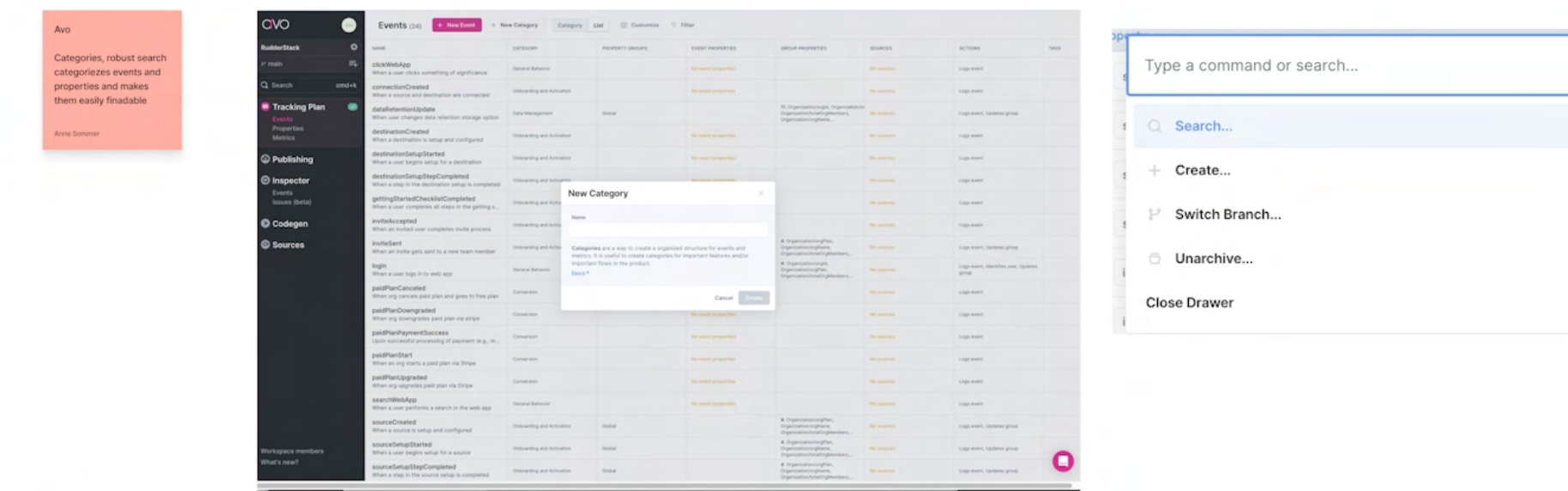


External interviews: Watsco (design), Wyze (product), Inventa (product & design), Jobteaser (product & design)

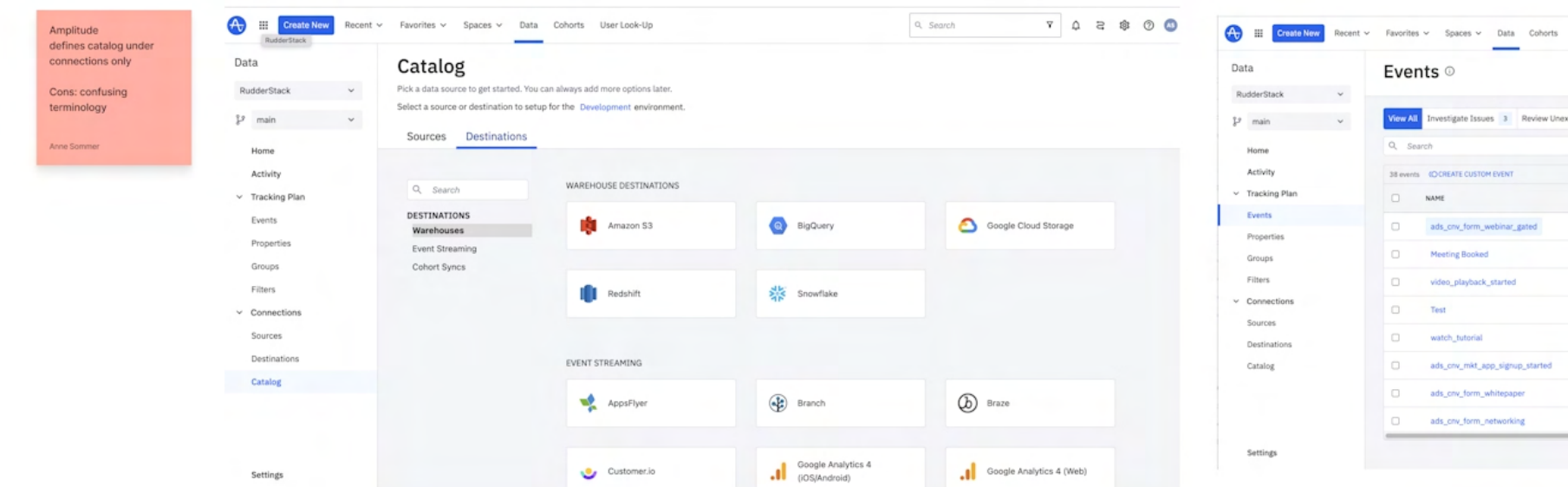
Internal interviews: Data engineering, marketing



Avo



Amplitude



COMPETITIVE ANALYSIS

Broke down the workflow and competitive analysis by the types of

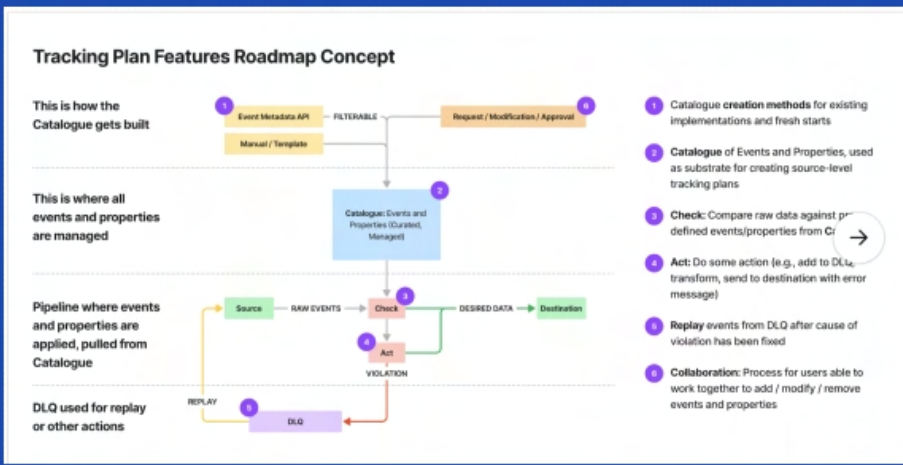
tasks

Try Pitch

ADDED INTERVIEW SNIPPETS AND BRAINSTORM IDEAS

Broke down interviews onto stickie notes and added them to the features in the competitive analysis screens

WORKSHOP: 2 DAYS IN NEW YORK: ME, EM, PD



Tracking Plan Features Roadmap Concept

This is how the Catalogue gets built

This is where all events and properties are managed

Pipeline where events and properties are applied, pulled from Catalogue

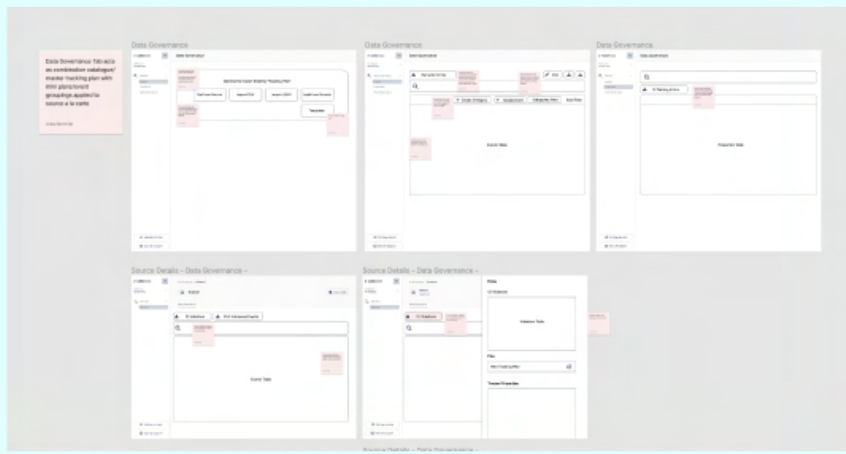
DLQ used for replay or other actions

- 1 Catalogue creation methods for existing implementations and fresh starts
- 2 Catalogue of Events and Properties, used as substrate for creating source-level tracking plans
- 3 Check: Compare raw data against pre-defined events/properties from Cr
- 4 Act: Do some action (e.g., add to DLQ, transform, send to destination with error message)
- 5 Replay events from DLQ after cause of violation has been fixed
- 6 Collaboration: Process for users able to work together to add / modify / remove events and properties

A mapping of how the data architecture would work was a huge point of discussion. Where events and properties would be imported and edited, and how flexible the boundary between data catalog and tracking plan, was a crucial distinction.

Architecture

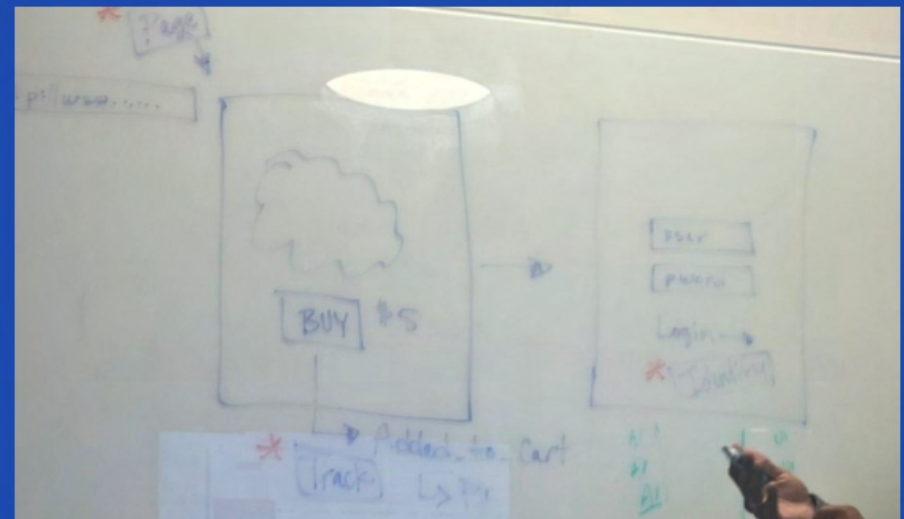
HEATED FUN NERD CONVOS



Very basic wireframes helped to sketch out thinking as it came up from each stage during these sessions and to get early feedback from engineering and product

Wireframes

SLOPPY YET SATISFYING



Memories <3

Bonding

<3



DELIVERY

BETA

Try Pitch

DECEMBER - FEBRUARY

2024

UI VERSION 1

- Needed to see tracking plan and data catalog at the same time in order to add properties to events
- could be 2 events or hundreds
- Needed to closely associate which properties had been added to which events
- properties could be added multiple times in the tracking plan but associated with different events

Create Tracking Plan | Test-plan-ecommerce 2

Cancel

Add event Add property

Events

Map properties to events
Add properties and edit rules to create your tracking plan

3 **Map properties**

4 Connect to sources

5 Configure

1 ✓ Name Tracking Plan

2 ✓ Select events

Events in tracking plan (45)

Products Added
Conversion

Products Selected
Conversion

Products Viewed
Conversion

Products Added
Conversion

paidPlanStartLongname
Lorem ipsum set amet description

paidPlanStartLongNAME
Lorem ipsum set amet description

paidPlanStartLongNAME
Lorem ipsum set amet description

paidPlanStartLongNAME
Lorem ipsum set amet description

paidPlanStartLongNAME
Lorem ipsum set amet description

Data Catalog

Events Properties

Event API detected 10 events to add to your catalog. [View events](#)
Interactively monetize corporate alignments and fully tested niche markets.

Catalog Audit (10 new)

Events

| Name | Description | Category | Type | Unplanned Properties | Tracking plans |
|--------------------|-----------------------------|------------|----------|----------------------|---------------------------|
| paidPlanStart | What is this event used for | Conversion | Track | True | Tracking plan name 1 +2 → |
| paidPlanUpgraded | What is this event used for | Marketing | Track | True | Tracking plan name 1 +2 → |
| paidPlanDowngraded | What is this event used for | Marketing | Identify | True | Tracking plan name 1 → |
| paidPlanCanceled | What is this event used for | Marketing | Identify | True | Tracking plan name 1 → |
| clickWebApp | What is this event used for | Onboarding | Page | True | Tracking plan name 1 → |
| sourceCreated | What is this event used for | General | Page | True | Tracking plan name 1 → |
| destinationCreated | What is this event used for | Conversion | Page | True | Tracking plan name 1 → |
| connectionCreated | What is this event used for | Onboarding | Screen | True | Tracking plan name 1 → |

Data Catalog

Events Properties

Catalog Audit (10 new)

Properties

| Property name | Type | Description |
|----------------|--------------|------------------------|
| propertyname_1 | float | Object containing post |
| page_url | number array | Object containing post |
| post_details | string | the content of t |
| post_details | string | NA |
| post_details | string | Array containing |
| post_details | Array | Array containing |
| post_details | string | ID of a commer |
| post_details | string | ID of the comm |
| post_details | array | Number of likes |
| post_details | integer | ID of users who |

DATA CATALOG

rudderstack

Acme & Co.

Workspace
Acme-corp-prod

Directory

Collect

Unify

Activate

Monitor

Health

Tracking Plans

Data Catalog

Settings

Data Catalog

Events Properties

Catalog Audit (10 new)

Events

| Name | Type | Sol |
|------------------|----------|-----|
| paidPlanStart | Track | |
| paidPlanUpgraded | Track | |
| Identify | Identify | |
| Identify | Identify | |
| Page | Page | |
| Page | Page | |

Event details

Cancel Save

Event name

ads_cnv_app_signup

Description

sample description

Event category

Conversion

Personal Identification Information

Alerts will be sent for all destinations when the delivery rate falls below a certain threshold lorem ipsum. Default threshold is set to 5%

Hash PII Do not hash PII

PII will be automatically hashed before it reaches the destination PII will reach the destination unhidden

Last seen
24 Aug 2023 2:37 PM

30 day volume
2,000

Event details

Cancel Save

Event name

ads_cnv_app_signup

Description

sample description

Type

Track

Event category

Conversion

Personal Identification Information

Alerts will be sent for all destinations when the delivery rate falls below a certain threshold lorem ipsum. Default threshold is set to 5%

Hash PII Do not hash PII

PII will be automatically hashed before it reaches the destination PII will reach the destination unhidden

Last seen
24 Aug 2023 2:37 PM

30 day volume
0

Tracking plans (0)

This event doesn't appear in any tracking plans
Once you add a tracking plan it will appear here and show lorem ipsum. [Add this event to a tracking plan](#)

Delete event from data catalog

Activity

Created by Eddie on 5/24/23

DATA CATALOG: ADD EVENT

- ✓ Name Tracking Plan
- ✓ Select events
- 3** Map properties
- 4 Connect to sources
- 5 Configure

Map properties to events

Add property mapping to events to create a tracking plan.

Events in tracking plan (45)

🔍 ⏚ + Add event

⊕ expand all

▶ **Products Purchased** Track 0 properties ⋮

📄 Conversion ✓ Allow unplanned properties

▼ **Product removed** Track 5 properties ⋮

📄 Conversion ⊗ Unplanned properties not allowed

Allow Unplanned properties 🔴

If the event contains unplanned properties, it will still be tracked.

5 Properties 🔍 ⏚ + Add properties

| Property | Type | Description | Required |
|----------|--------|-----------------|-------------------------------------|
| page_url | string | Table cell text | <input type="checkbox"/> |
| page_url | string | Table cell text | <input checked="" type="checkbox"/> |
| page_url | string | Table cell text | <input checked="" type="checkbox"/> |
| page_url | string | Table cell text | <input checked="" type="checkbox"/> |
| page_url | string | Table cell text | <input checked="" type="checkbox"/> |

▶ **Event name 3** Track 0 properties ⋮

📄 Conversion ⊗ Unplanned properties not allowed

Add event Add property

Event

Product removed Track ▼

Object or array

Data catalog

String ▼ ↻

📄 page_url ✓ Added

Track the user's current page to understand their browsing behavior and offer context-specific assistance.

📄 name Add

The primary contact point for order confirmations, shipping updates, and promotional communication.

📄 name ✓ ✓ Added

Lorem ipsum set amet description

📄 name ✓ ✓ Added

Lorem ipsum set amet description

📄 name ✓ ✓ Added

Lorem ipsum set amet description

📄 name ✓ ✓ Added

Lorem ipsum set amet description

CREATE TRACKING PLAN

UX PHASE 1

DELIVERED

- Basic architecture
- Data catalog
- Data catalog - properties
 - add property
 - view property
 - edit property
- Data catalog - events
 - add event
 - edit event
- Create a tracking plan
- Create from source
- Create from template
- Import events
- Configure events + properties
- Add to pipeline
- Monitor
- Edit connected tracking plan



Pull from source →

Import your current event implementation from an evenstream source.



Use template →

Import event and property mapping from a Rudderstack template.



From data catalog →

Select events from your data catalog to map properties to in a fully custom tracking plan.



RS Google Sheet →

Existing tracking plan customers can upload their Rudderstack tracking plan google sheet here



DELIVERY

POST-BETA

UI RESTYLING

Cancel

Save

Events (12)

+ Expand all

- ▶ **Product added** Track Conversion ✓ Allow unplanned 13 properties ⋮
- ▼ **Products Removed** Track Conversion ✗ No unplanned 5 properties ⋮

+ Add properties

 - Product_ID ⋮
 - property 1 📄 string This is a property description Optional ⋮
 - product 2 📄 string This is a property description Optional ⋮
 - ▶ + Really_long_property_name [] Array This is a property description ✓ Allow unplanned Optional ⋮
 - + page_url [] Array This is a property description ✓ Allow unplanned Optional ⋮
 - page_url 📄 string This is a property description Optional ⋮
 - page_url 📄 string This is a property description Optional ⋮
- ▶ **Cart viewed** Track Conversion ✓ Allow unplanned 10 properties ⋮
- ▶ **Product viewed** Track Conversion ✓ Allow unplanned 10 properties ⋮

Add event

Add property

Event

Product removed Track ▼

Object or array

[] page_url ✓ ▼

Data catalog properties

Properties

Property bundles

📄 page_url 👍 ✓ Added

Lorem ipsum set amet description

📄 name ✓ ✓ Added

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

📄 name ✓ ✓ Added

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

📄 name ✓ ✓ Added

UX PHASE 2

DELIVERED

- Property bundles
- Property nesting
- Implementation
- UI refinement
- Context

rudderstack

Acme & Co.

Workspace
Acme-corp-prod

Directory

Connect

Enhance

Monitor

Health

Tracking Plans

Data Catalog

Settings

Product specialist chat

See what's new

All Tracking Plans / Test-plan-2

Test-plan-2

Events and properties Sources (6) Settings

Events (12)

- ▶ **Product added** Track Conversion 1-week Volume 66,400 Last Seen 4/15/24 2:00 pm PST
- ▼ **Product removed** Track Conversion 1-week Volume 66,400 Last Seen 4/15/24 2:00 pm PST

5 Properties

- ▶ RS Ecommerce bundle
 - ▶ property 1 string This is a property description
 - ▶ property 1 string This is a property description
 - ▶ property 1 string This is a property description
 - ▶ property 1 string This is a property description
- ▼ page_url [] Array This is a property description
 - ▶ page_url [] Array This is a property description
 - ▶ page_url string This is a property description
 - ▶ page_url string This is a property description

- ▶ **Cart viewed** Track Conversion 1-week Volume 66,400 Last Seen 4/15/24 2:00 pm PST

Events (12)

Expand all

- Product added Track Conversion
- Product removed Track Conversion
- Cart viewed Track Conversion
- Product viewed Track Conversion
- Products searched Track Conversion
- Product list viewed Track Conversion
- Product list filtered Track Conversion
- Product clicked Track Conversion
- Promotion viewed Track Conversion
- Promotion clicked Track Conversion
- Checkout started Track Conversion
- Checkout step viewed Track Conversion
- Checkout step completed Track Conversion
- Payment info entered Track Conversion
- Order updated Track Conversion

Try Pitcher completed Track Conversion

- ✓ Allow unplanned 13 properties
- ✗ No unplanned 13 properties
- ✓ Allow unplanned 5 properties
- ✓ Allow unplanned 5 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties
- ✓ Allow unplanned 10 properties

Add event

Add property

Event

Select event

Data catalog properties

Ecommerce

String

Properties

Property bundles

name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

13 properties

- cart_id sku category
- name brand variant
- price quantity coupon
- position url image_url

name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

name

Add

BUNDLED PROPERTIES

UI VERSION 2

- Thinner event containers
- Icons added to properties
- Snappier

Create Tracking Plan | Test-plan-ecommerce 2 Cancel

Map properties to events
Add properties and edit rules to create your tracking plan

Events (4) Expand all

Product removed Track Conversion No unplanned 5 properties

Cart viewed Track Conversion Allow unplanned 10 properties

Product viewed Track Conversion Allow unplanned 10 properties

Properties:

- Product_ID
- property 1 string This is a property description Optional
- product 2 string This is a property description Optional
- Really_long_property_name Array Allow unplanned Optional
- page_url Array This is a proper... Allow unplanned Optional
- page_url string This is a property description Optional
- page_url string This is a property description Optional

Events List:

- paidPlanStartLongNAME Add
Lorem ipsum set amet description
Track Onboarding
- paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding
- paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding
- paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding
- paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding



DELIVERY

ONGOING

UX PHASE 3

DELIVERED

- Activity tab
- Advanced keywords
- Pipeline context
- UI refinement

```
json Copy code
{
  "event_name": "User_Action",
  "event_description": "Tracks user actions on the platform.",
  "event_properties": {
    "user_id": {
      "type": "string",
      "description": "Unique identifier for the user."
    },
    "action_type": {
      "type": "enum",
      "description": "Type of action performed by the user.",
      "enum_values": ["login", "logout", "purchase", "search", "view_p
    ],
    "action_timestamp": {
      "type": "string",
      "format": "date-time",
      "description": "Timestamp when the action was performed."
    },
  }
}
```

Advanced Keywords (String property) Cancel Save

Choose one or more advanced keywords to add to this property

Property String
playback_quality
Event • Product removed **Track**

Enum ✓ Selected
Defines accepted values for this property
Values (comma separated)
4k × 1080p × 720p ×
Add values to your enum

Pattern ✓ Selected
Defines accepted format for this property
Pattern
Select
Email address ✓
URL
Date (ISO 8601)
DateTime (ISO8601)
Phone Number
Postal Code
UUID
IP Address (IPv4)
IP Address (IPv6)
Custom pattern

Advanced Keywords (String property) Cancel Save

Choose one or more advanced keywords to add to this property

Property String
playback_quality
Event • Product removed **Track**

Enum ✓ Selected
Defines accepted values for this property
Values (comma separated)
4k × 1080p × 720p ×
Add values to your enum

Pattern ✓ Selected
Defines accepted format for this property
Pattern
Select
Email address ✓
URL
Date (ISO 8601)
DateTime (ISO8601)
Phone Number
Postal Code
UUID
IP Address (IPv4)
IP Address (IPv6)
Custom pattern

ACTIVITY TAB

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Workspace
Acme-corp-prod

Directory

Connect

Enhance

Monitor

Health

Tracking Plans

Data Catalog

Settings

Product specialist chat

See what's new

Docs & support

Get started guide

Test-plan-2

Tracking plan activity

Select date → Select date

Feb 24, 2024

Tracking plan update

Events edited (4)

- Products Added [Track](#) ✓ Tracked 10 properties [View](#)
- Products Added [Track](#) ✓ Tracked 10 properties [View](#)
- Products Added [Track](#) ✓ Tracked 10 properties [View](#)

Events added (10)

- Events removed (10) ✓ Implemented [View](#)

Annie - annie@rudderstack.com

Settings update

Tracking plan name changed to "Test-plan-2"

Annie - annie@rudderstack.com

Catalog update

Events updated (10)

Properties updated (10)

Annie - annie@rudderstack.com

Feb 23, 2024

Tracking plan created

Annie - annie@rudderstack.com

View event ✕

Version 1.14 ▾

Products Selected Track Conversion Unplanned 5 properties

Saved by Annie 3/3/24 | 1-week Volume 66,400 | Last Seen 4/15/24 2:00 pm PST

5 Properties 🔍 📄 Mapping JSON

- RS Ecommerce bundle
 - page_url string advanced keywords Optional
 - page_url string Table cell text alsjgkasjlgjsklgjslagjlaskgjlajglk... Required
 - page_url string Table cell text alsjgkasjlgjsklgjslagjlaskgjlajglk... Optional
 - page_url string Table cell text alsjgkasjlgjsklgjslagjlaskgjlajglk... Optional
 - page_url string Table cell text alsjgkasjlgjsklgjs... Unplanned Optional
 - page_url array Table cell text alsjgkasjlgjsklgjsl... Unplanned Optional
 - page_url string Table cell text alsjgkasjlgjsklgjslagjlask... Optional

View event ✕

Version 1.14 ▾

Products Selected Track Conversion Unplanned 5 properties

Saved by Annie 3/3/24 | 1-week Volume 66,400 | Last Seen 4/15/24 2:00 pm PST

5 Properties Mapping JSON

```

1 *JSON CODE PLACEHOLDER*
2 {
3   "body"; {
4     "XML": {},
5     "FORM": {
6       "data": [
7         {"user_data": {"external_id"}
8       ]
9     }
10  }
11
12
13
14
15
16
17
18

```

IMPLEMENTATION



OTHER PROJECTS

HEALTH DASHBOARD

DELIVERED

- Eng-driven workflow
- Needed a place to see failures quickly
- V1 - getting the basic stats in one place
- Did internal/external calls to understand customer workflow
- Became integral to users' data workflows

Health

Overview refresh 1 day 1 week 1 month

| Event Stream | Reverse ETL | Tracking Plans | Profiles | Models |
|---|--|--|----------------|----------------|
| Failing destinations | Sync Failures | Validation Errors | Profile errors | Profile errors |
| 15 <small>14 cloud 1 warehouse</small> | 14 <small>13 failed 1 aborted</small> | 20k <small>30 Sources 3 Plans</small> | 300 | 25 |

Event Stream Reverses ETL Tracking Plans All All Failures Alerts

Event stream destinations ⓘ

Last refreshed: 9:48 AM GMT, 12 March 2024

| Destination | Events delivered | Failures | Failure rate ⓘ |
|-------------------------------------|------------------|------------------------|------------------------|
| Destination 1 | 500 | 200 ↑ 20% | 61% ↑ 20% |
| Destination 1 | 600 | 250 ↑ 14% | 33% ↑ 14% |
| Destination 1 Disabled | 700 | 300 ↑ 22% | 50% ↑ 14% |
| Destination 1 | 800 | 700 ↑ 10% | 90% ↑ 10% |
| Destination 1 | 9000 | 700 ↓ 20% | 10% ↓ 20% |

ERROR FLYOUT

DELIVERED

- Multi-step modals were found throughout the site and lacked context
- Distilled multiple modals into one flyout so a user could quickly and efficiently browse data
- Embarrassingly huge customer win

The screenshot displays a dashboard interface for 'rudderstack' with a 'Health' section. The 'Overview' card shows 'Event Stream' with 15 failing destinations (14 cloud, 1 warehouse) and 'Reverse ETL' with 14 sync failures (13 failed, 1 aborted). A 'Validation errors' flyout is open for 'Snowflake_test', showing 5 alerts. One alert is highlighted: 'Event stream: Tracking plan violation' with the message 'Events violating the tracking plan on snowflake source have exceeded the configured threshold of 10%'. Below the alert is a table of 'Events and violations'.

| Event name | Event type | Events validated | Violations | Events dropped | Last occurred |
|----------------------|------------|------------------|------------|----------------|---------------|
| web_hoo ksourc... | track | 2 | 2 | 20 | 2 hours ago |
| web_hoo ksourc... | track | 2 | 20 | 20 | 2 hours ago |
| web_hoo ksourc... | track | 2 | 20 | 20 | 2 hours ago |
| web_hoo ksourc... | track | 2 | 20 | 20 | 2 hours ago |
| web_hoo ksourc... | track | 2 | 20 | 20 | 2 hours ago |

RETL SYNCs REDESIGN

DELIVERED

- Really just a UI lift on an existing page
- Added UX improvements such as the concept of Status Tags and error flyouts rather than modals

rudderstack

Acme & Co.

Workspace
Acme-corp-prod

Directory

Collect

Connections

Sources

Destinations

Transformations

Tracking Plans

Unify

Activate

Monitor

Settings

All sources / demo-name-1

Lead Enrichment

Snowflake

Live events

Overview **Syncs** Schema Settings Tracking plan

Latest sync

Current sync Previous syncs

Status Completed with failures Run Sync

Sync mode Mirror | Type Full | Schedule Manual | Start time 1/2/2024 11:31 PM | Duration 2 hours

Source: Lead enrichment - Mixpanel

Destination: Mixpanel - raw

75,000 rows

Updates

5,000

Invalid

2,000

Inserts 2,000 | Deletes 1,500 | Updates 1,500

[View invalid rows](#)

5,000 succeeded

Updates

5,000

Failed

0

Inserts 2,000 | Deletes 1,500 | Updates 1,500

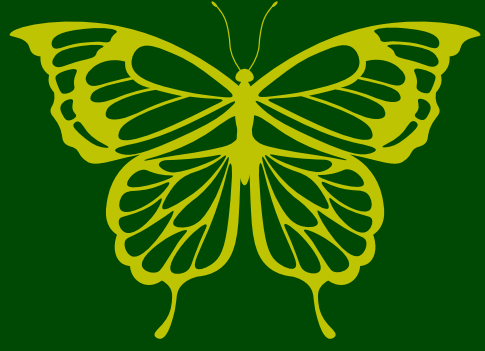
[View invalid rows](#)

Latest sync graph over time

Successfully sent Terminal failure Dropped

Latest sync Retries

| Time | Successfully sent | Terminal failure | Dropped |
|------|-------------------|------------------|---------|
| 1 | 45k | 10k | 10k |
| 2 | 50k | 15k | 15k |
| 3 | 55k | 20k | 20k |
| 4 | 60k | 25k | 25k |
| 5 | 65k | 30k | 30k |
| 6 | 70k | 35k | 35k |
| 7 | 75k | 40k | 40k |



MY

PHILOSOPHY

MY BIGGEST STRENGTHS



GOOD TASTE

I value a well-functioning, intuitive product over everything. Simplicity, practicality, hyper sensitivity towards task-achievement beats over explanation, pandering, easter egging - pretentiousness is the ultimate enemy

A practical, stylish product creates "delight"

Cinema, Fine Art, Print design are my biggest visual influences

Automotive, HMI's and codebases are my biggest UX influences



DEEP EXPERIENCE

I've valued a diversity of experience throughout my career and have always striven to stay on the side of innovation.

The internet is undervalued and there is still so much to achieve. We are still so early - laying down the railroad tracks.

Action oriented and takes ownership of the product and user's experience of the company



INFINITE CURIOSITY

I learn from everyone, all the time.

My mentors are my fellow designers of all levels, engineering and execs/founders.

GOALS



MAKE LIFE EASIER FOR PEOPLE

I love b2b software (really) because it makes me happy to make it easier for people to get the things done they need to get done when they're at work.



NEW GENERATION OF UX

Users are more educated, more digitally-native, than ever before

UX paradigms are changing quickly and it's fun to try to keep up

We are at a new paradigm of computing & interaction and i'm excited to keep pushing



UNIFY STARTUP/ENTERPRISE

Seeing the vast gap between the way startups and enterprise business eco-systems work and accomplish things has made me passionate about solving design problems for all, because at the end of the day the users are trying to achieve similar tasks.

THANK YOU



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