

IMAN NAZRI

Portfolio Deck



ABOUT ME

A designer working in the Web3 space for over 2 years. Passionate in making Web3 usable for retail & power users.

WORK EXPERIENCE

2022 - Present

Etherscan

Sole Product Designer at Etherscan, the world's leading block explorer for Ethereum. I was responsible in designing new features that applies & scales to every other Etherscan-runned explorers (i.e. BSCScan, BaseScan, PolygonScan etc).

PROOF OF WORK - HIGHLIGHTS

ETHERSCAN

Blockscan Chat App

Homepage Custom Cards

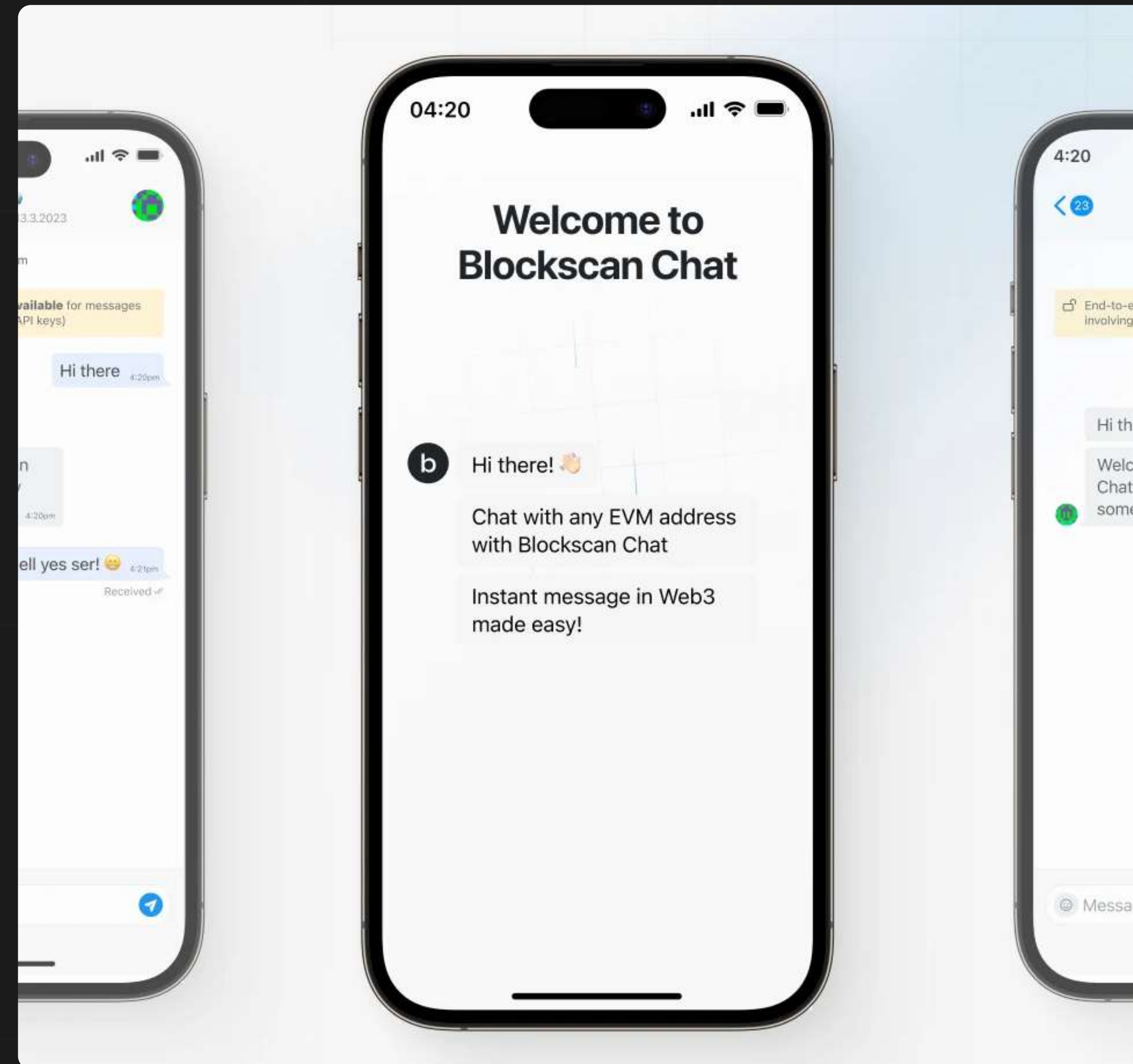
Advanced Filter

Gas Tracker Redesign

PROOF OF WORK ETHERSCAN 2023

Blockscan Chat App

Designed a messaging app that enables messaging across EVM addresses. Led & owned the design decisions from 0 → 1



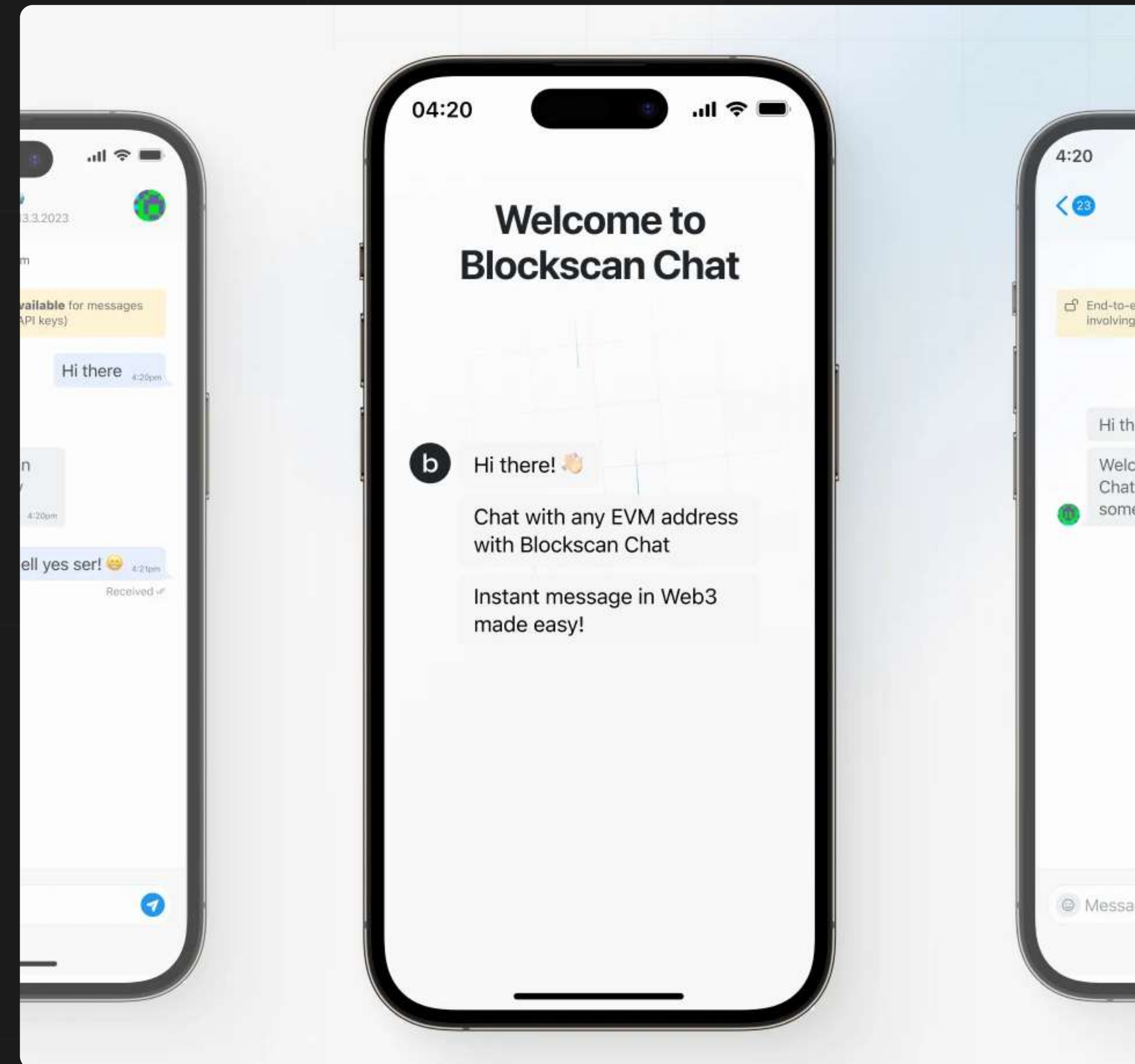
chat.blockscan.com/start

Challenges

- Communicate & align design strategy to PM and Mobile Dev.
- Design MVP features that fit within the technical constraints.
- Create familiar instant-message experience for both new Web3 users and established Web3 users.

Takeaways

- Work closely with Mobile Dev to ensure core features are met without compromising the launch timeline.
- Design considerations should be agnostic to cater for both iOS and Android platforms
- Internal testing allowed for rapid iterations before launch.

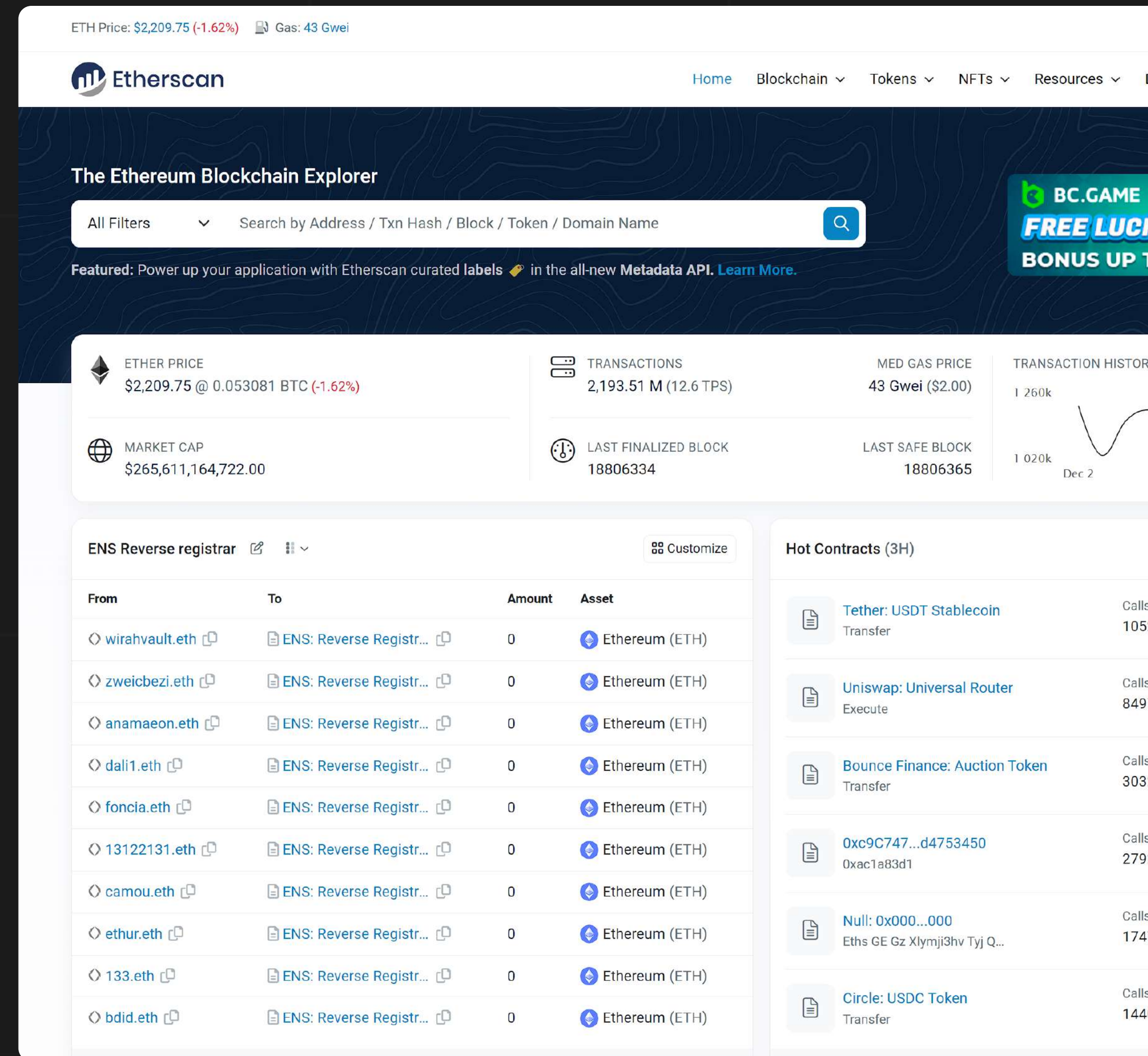


chat.blockscan.com/start

PROOF OF WORK EETHERSCAN 2023

Homepage Custom Cards

Enables user to customize their Etherscan home page to display onchain data that they desire.



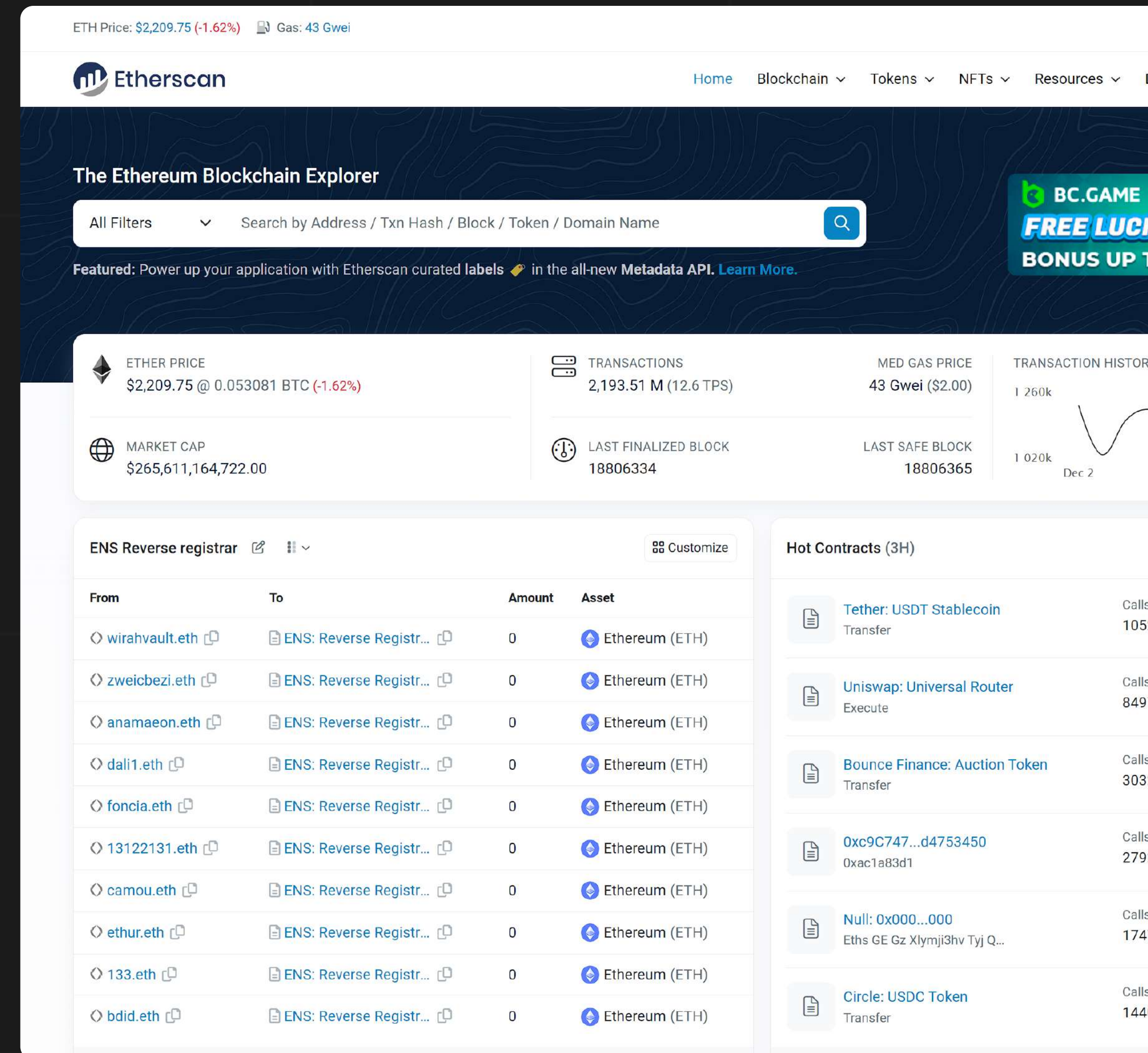
To use this feature, you must be logged-in at Etherscan.io

Challenges

- Ensuring that this feature to be **non-invasive** while being intuitive for existing + new users.
- **Design new components** without changing existing homepage layout & maintain design principles

Takeaways

- **Active communication** with Design Lead and PM on the design strategy led to a smooth ideation + design process.
- **Attention to detail** and **deep user consideration** were required in designing a feature for a page that have millions of visitors.



To use this feature, you must be logged-in at Etherscan.io. Feel free to try it out :)

PROOF OF WORK Etherscan 2023

Advanced Filter

Users can extract insights and perform specific analysis within the Ethereum data on Etherscan.

Also designed a leaderboard system that enables users to share their filters for the public good.

ETH Price: \$2,207.81 (-1.63%)

Gas: 41 Gwei

Etherscan

HomeBlockchainTokensNFTsResources

Advanced Filter

Beta

Filtered By

Type: Tx

Type: ERC-20

Age: 2023-03-01 To 2023-03-31

From: Euler Finance Exploiter 2

From: Exc Uniswap V2: RIB 6

From: Euler Exploit Contract 2

To: Euler Finance Exploiter 2

To: Euler Exploit Contract 2

Amount: Between 100-100K

A total of 79 transactions found

Transaction Hash	Type	Method	Age	From	OR	To
0x19f802affe24...	Tx	Transfer	264 days 19 hrs ago	0xC4e04A...3b7b208E	→	Euler: Deployer
0x9f3edbd1eb40...	Tx	Transfer	264 days 19 hrs ago	0x8765A3...D8E38A4c	→	Euler: Deployer
0xe3f67f8e5004...	Tx	Transfer	264 days 19 hrs ago	0xa1b44d...F4D8e676	→	Euler: Deployer
0xc9641dceab1...	Tx	Transfer*	266 days 22 hrs ago	0x46e0Be...8c50Cf55	→	Euler: Deployer
0x77720ab2ab2...	Tx	Transfer	266 days 22 hrs ago	Euler Finance Exploit...	→	0x8765A3...D8E38A4c
0x03a06cfb99cf...	Tx	Transfer	266 days 22 hrs ago	Euler Finance Exploit...	→	0x46e0Be...8c50Cf55
0xd4c7c889447...	Tx	Transfer	266 days 22 hrs ago	Euler Finance Exploit...	→	0xC4e04A...3b7b208E
0x79c10cf53866...	Tx	Transfer	266 days 22 hrs ago	Euler Finance Exploit...	→	0xa1b44d...F4D8e676
0xb0308ee113c...	Tx	Transfer	266 days 22 hrs ago	Euler Finance Exploit...	→	Euler: Deployer
0xc07feca033ff9...	Tx	Transfer	274 days 6 hrs ago	Euler Finance Exploit...	→	Euler: Deployer
0xe57b44752efa...	Tx	Transfer	274 days 6 hrs ago	Euler Finance Exploit...	→	Euler: Deployer
0x20f89e9f029c...	Tx	Transfer	274 days 6 hrs ago	Euler Finance Exploit...	→	Euler: Deployer
0xcc7815747fd2...	ERC-20	Transfer	275 days 6 hrs ago	y0xshi.eth	→	Euler Finance Exploit...
0x202a67d3a1d...	Tx	Transfer	275 days 9 hrs ago	Euler Finance Exploit...	→	Ronin Bridge Exploiter

etherscan.io/advanced-filter

Challenges

- Make design + eng implementations (with dev's input) that would result on a **performant feature**
- Integrate a robust feature on **high-density layout**
- **Maintain design consistency** for new components

Takeaways

- **Monitor user feedback** and make iterative improvements
- **Address limitations** that were present at launch and work closely with PM + Eng to identify areas that would need design inputs + rethink

ETH Price: \$2,207.81 (-1.63%) Gas: 41 Gwei

Search by Address / Txn Hash / Block / Token

Etherscan Home Blockchain Tokens NFTs Resources

Advanced Filter Beta

Filtered By

Type: Tx Type: ERC-20 Age: 2023-03-01 To 2023-03-31 From: Euler Finance Exploiter 2 From: Exc Uniswap V2: RIB 6 From: Euler Exploit Contract 2 To: Euler Finance Exploiter 2 To: Euler Exploit Contract 2 Amount: Between 100-100K

A total of 79 transactions found

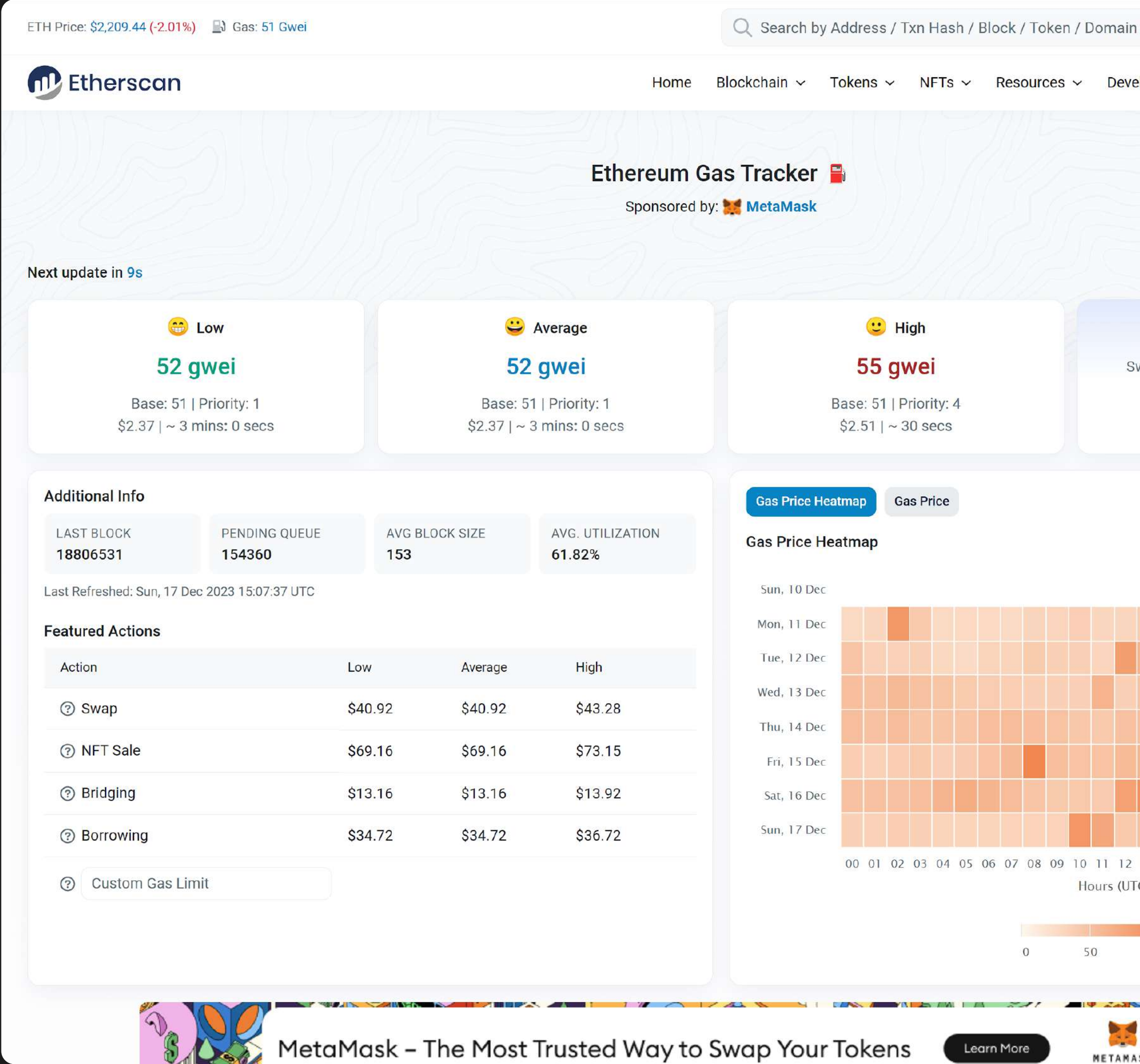
Transaction Hash	Type	Method	Age	From	OR	To
0x19f802affe24...	Tx	Transfer	264 days 19 hrs ago	0xC4e04A...3b7b208E	→	Euler: Deployer
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etherscan.io/advanced-filter

PROOF OF WORK Etherscan 2023

Gas Tracker Redesign

Revamped the Gas Tracker page to show a gas price heatmap as well as aligning design objectives outlined by the sales team



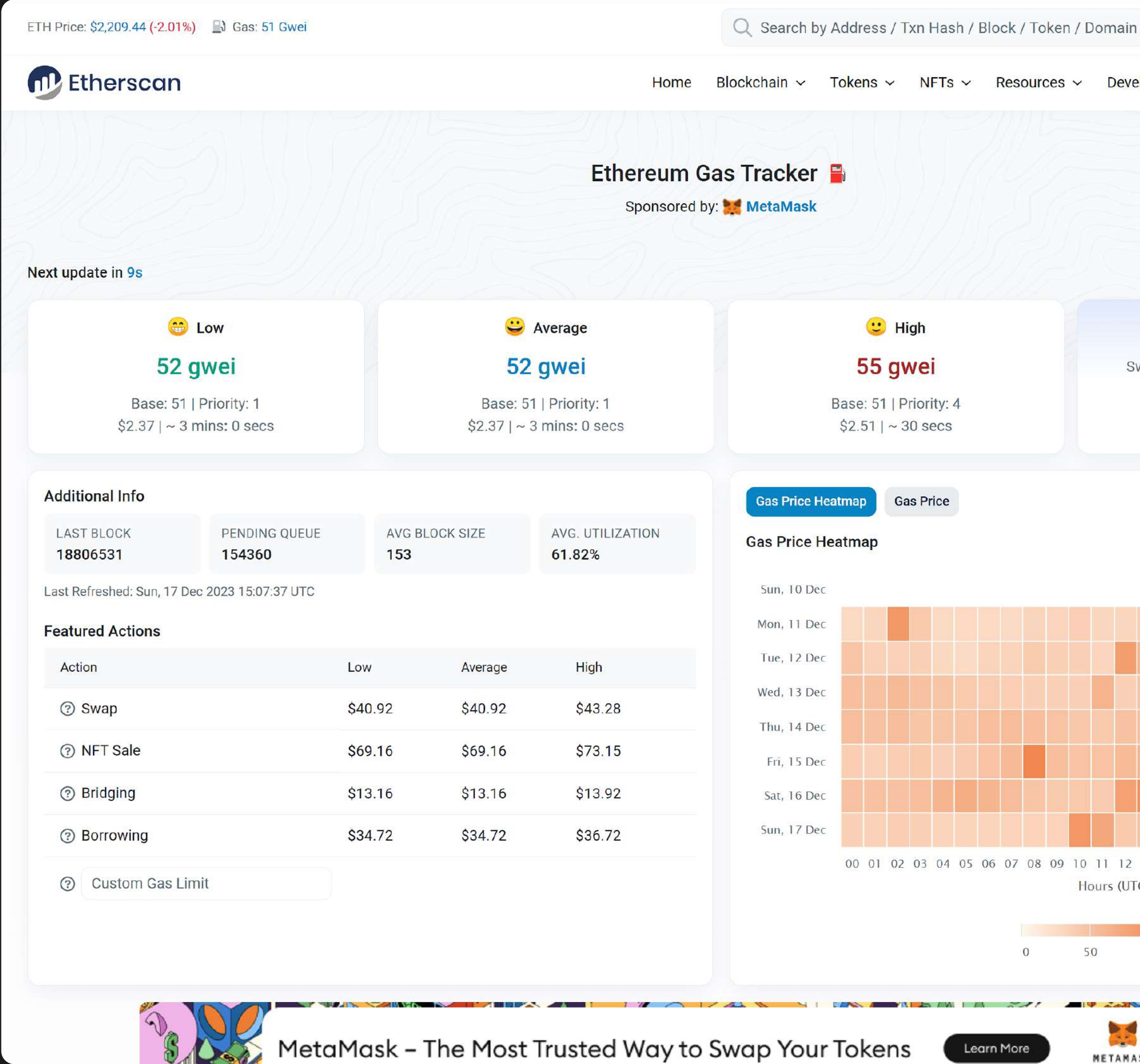
etherscan.io/gastracker

Challenges

- Communicate & align design strategy to several team (PM + Sales + Eng)
- Ideate on what high-level information to display that would provide the most value for users, at a glance
- Explore key areas to add Ads Slot(s)

Takeaways

- Maintain active feedback loop when collaborating with multiple departments
- Learned how users utilize Gas Tracker page for on-chain activities and their behaviour



etherscan.io/gastracker

NOTE

Detailed walkthrough of my work
will be reserved for interview
sessions. Thank you! 😊

MY LINKS

imannazri.com

twitter.com/ImnNazri

warpcast.com/iman