IMAN NAZRI

Portfolio Deck

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

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).

Blockscan Chat App

Homepage Custom Cards
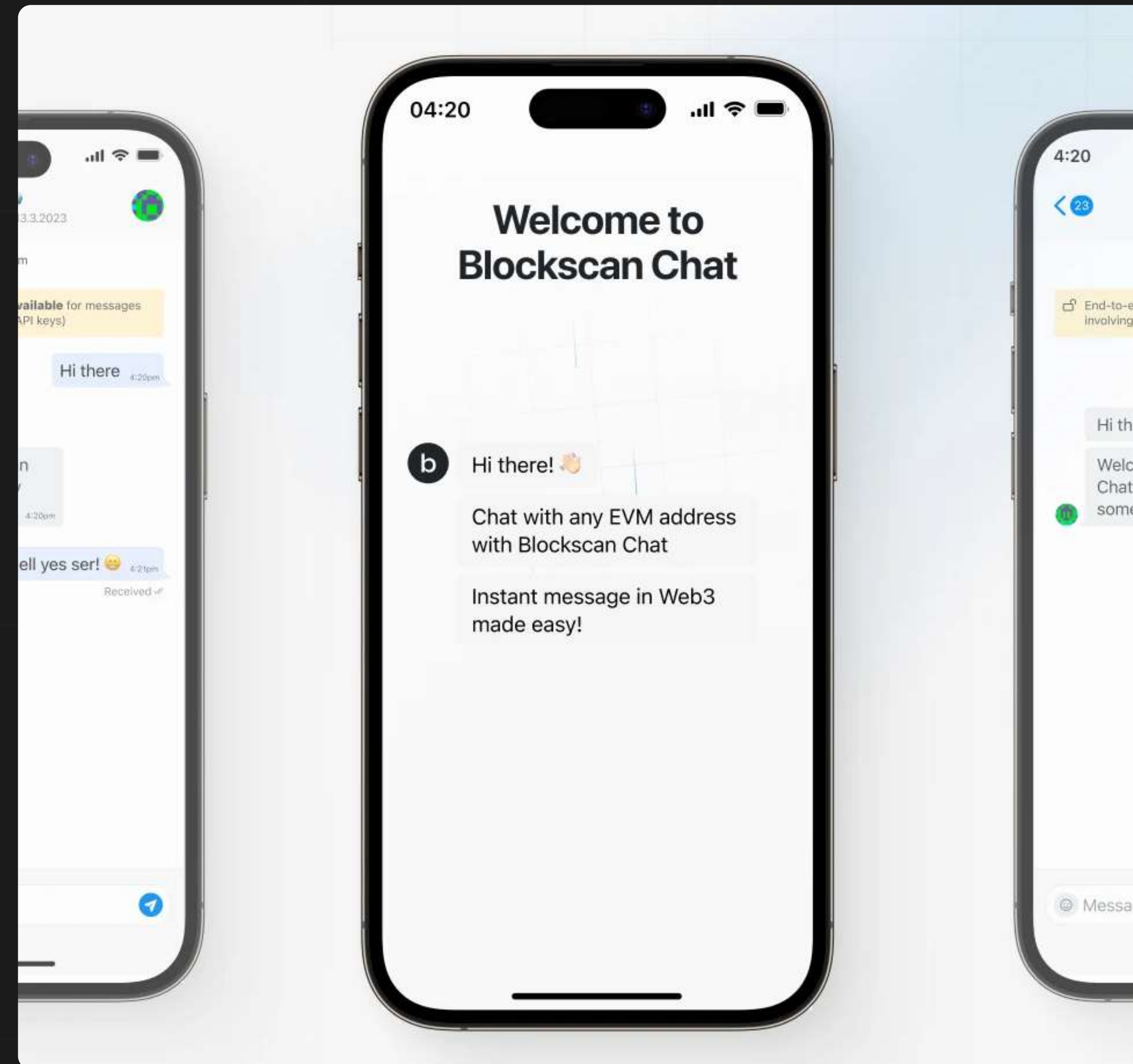
Advanced Filter

Gas Tracker Redesign

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

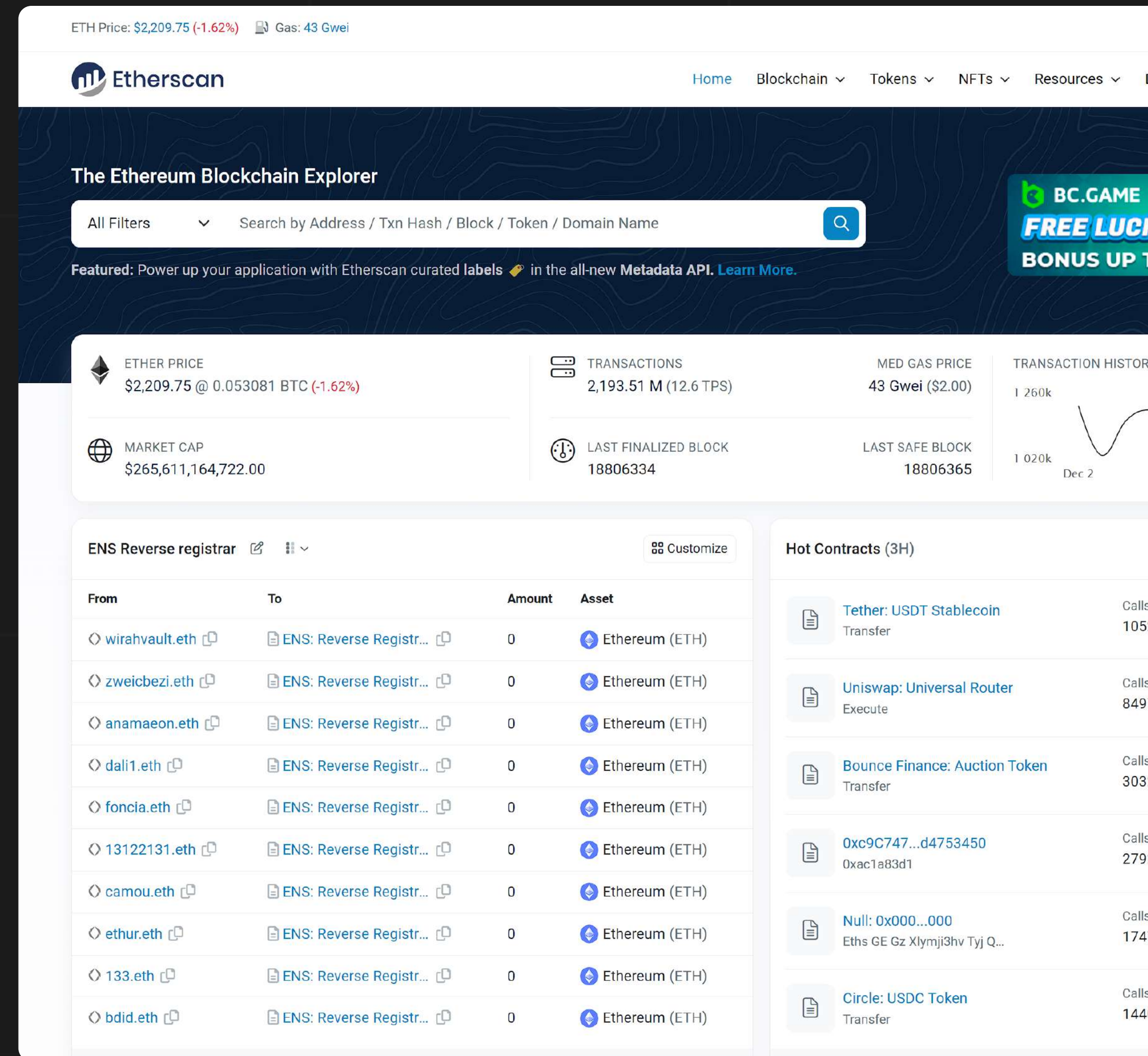- **Internal testing allowed for rapid iterations** before launch.

chat.blockscan.com/start

IMN
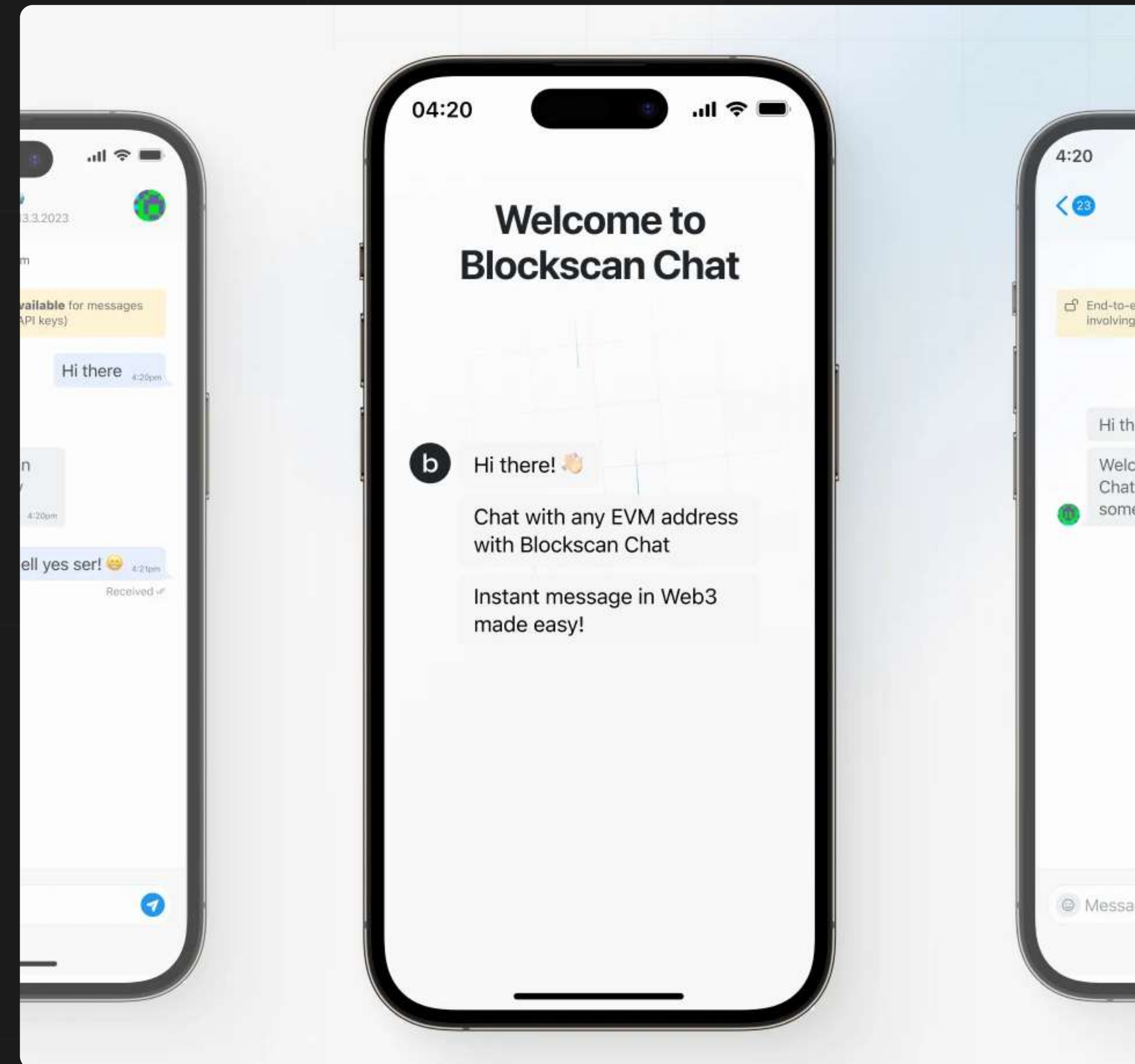
PROOF OF WORK (ETHERSCAN) (2023)

Homepage Custom Cards

Enables user to customize their Etherscan home page to display onchain data that they desire.
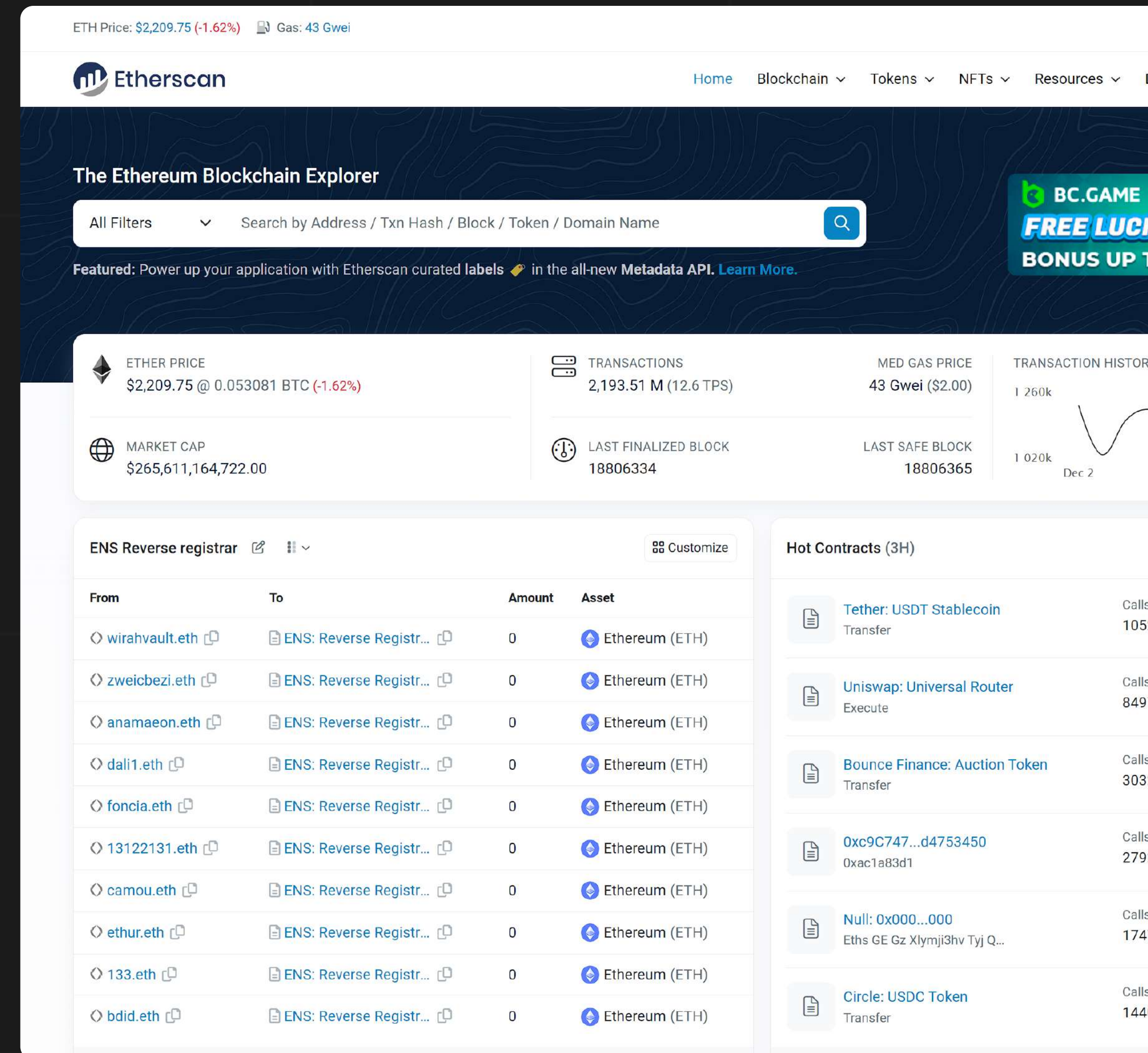
To use this feature, you must be logged-in at Etherscan.io

IMN

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.

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

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
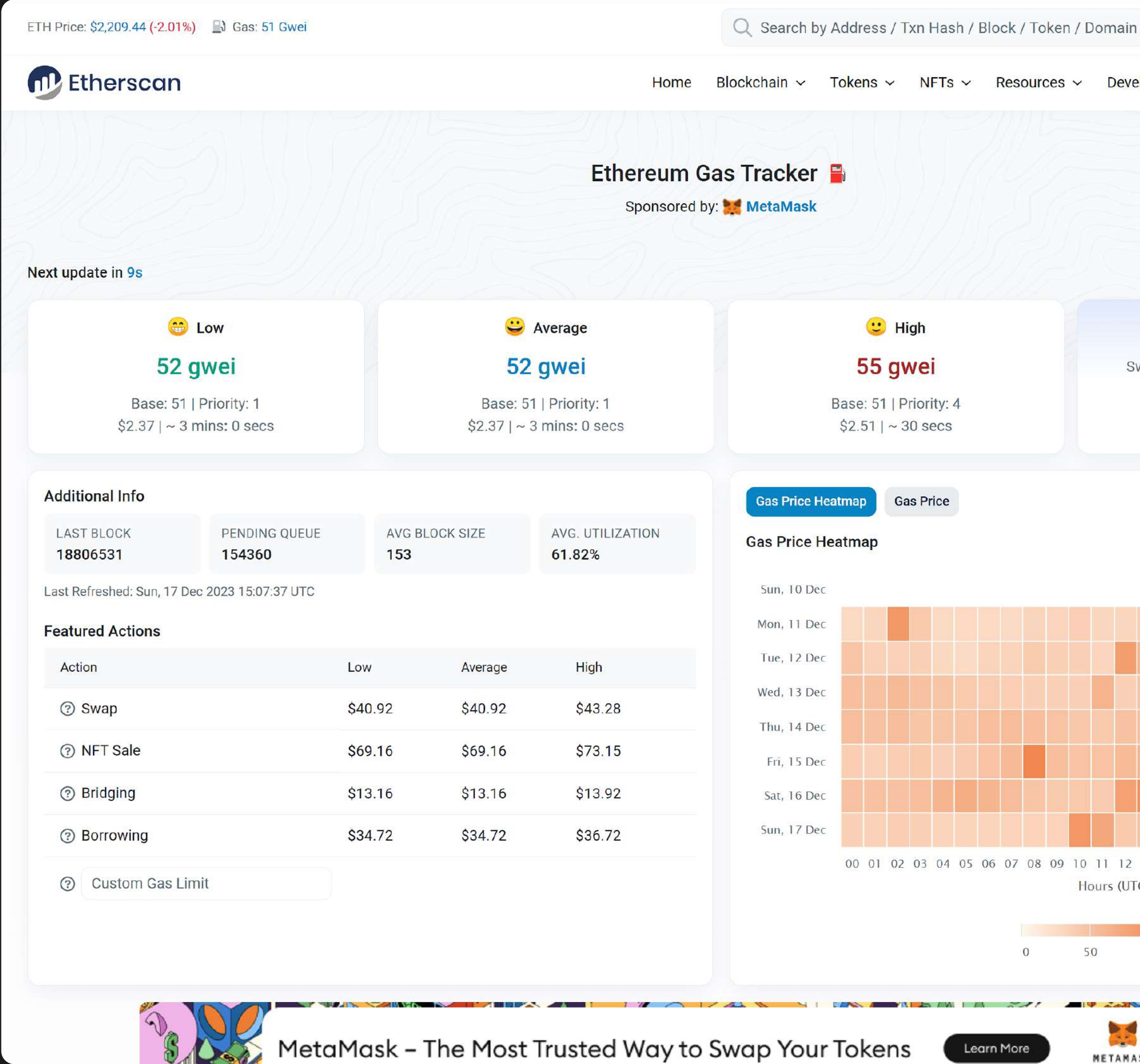
etherscan.io/gastracker

IMN
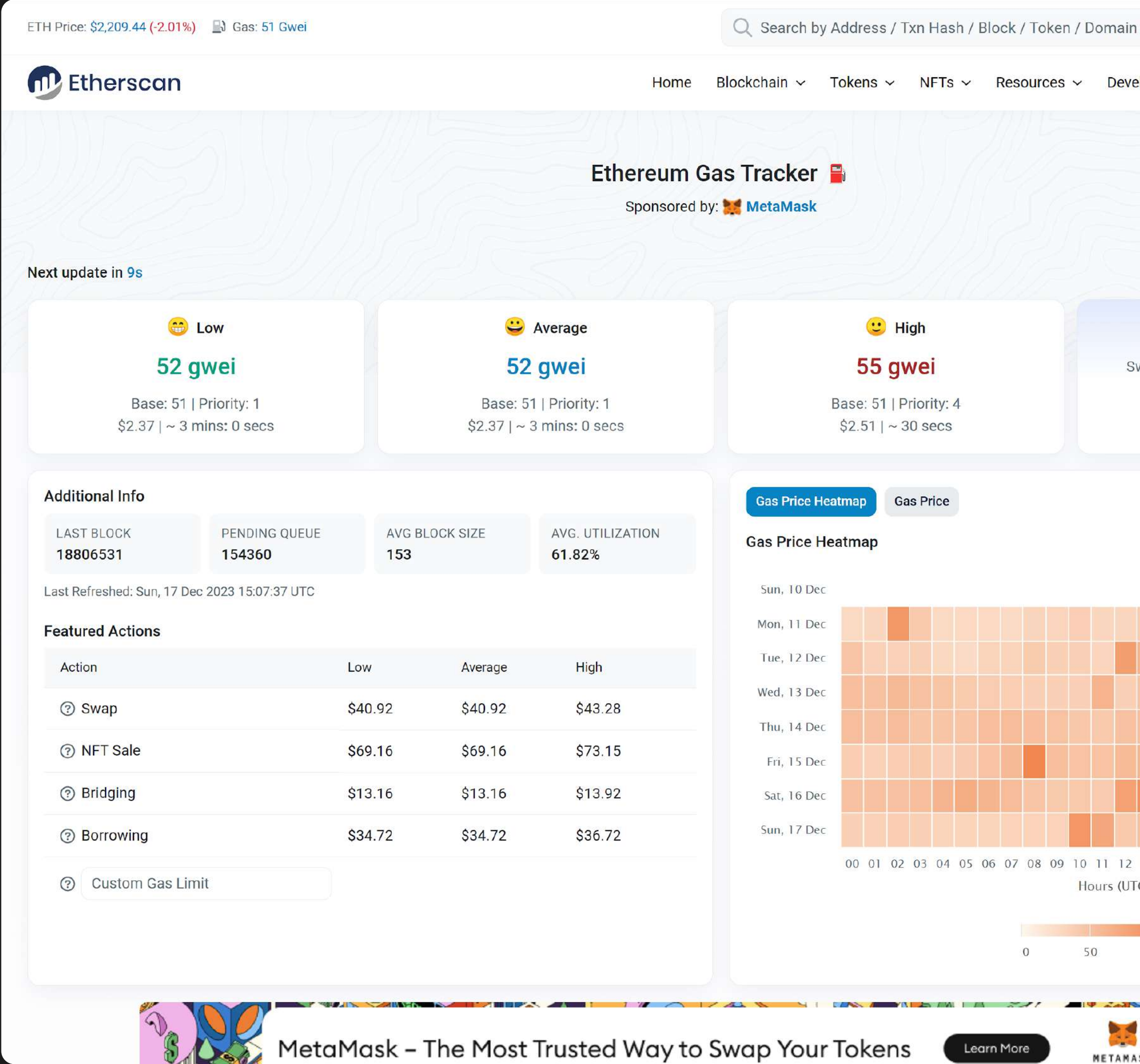
Challenges

- **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

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

imannazri.com

twitter.com/ImnNazri

warpcast.com/iman