OVERVIEW

This portfolio showcases UX writing and workflow design work completed at **CELLINK** for a precision scientific dispensing platform. The project required designing content for complex, multi-step physical-digital interactions guiding laboratory users through hardware setup, material preparation, and automated system validation.

Key craft areas: **instructional microcopy, progressive disclosure, task-confirmation patterns, system-state communication,** and **safety-critical language** all within a cross-functional agile team working alongside engineers, product managers, and lab scientists.

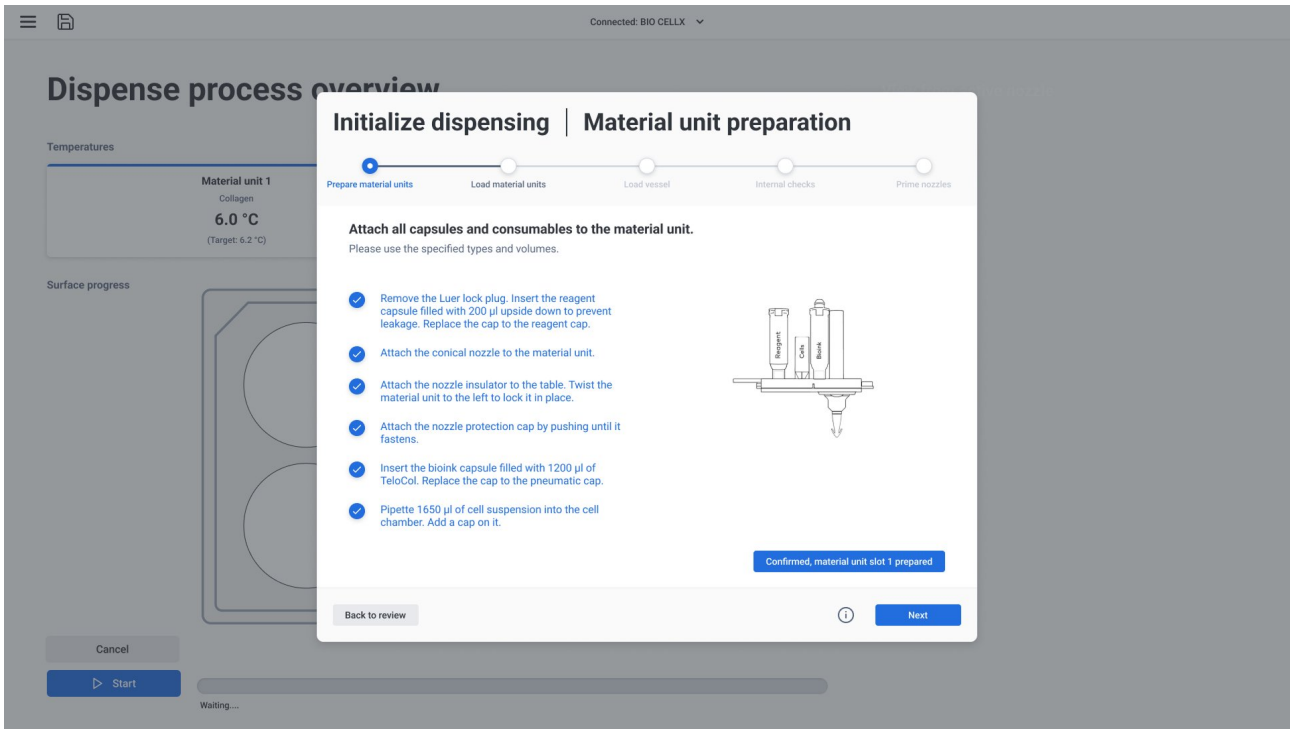
WORKFLOW & CONTENT DESIGN

The dispensing initialisation flow spans five sequential stages. Each stage required distinct content strategies based on user context, error risk, and cognitive load.

1 Prepare material units	Checklist-style instructions. All items pre-confirmed to reduce error before committing.
2 Load material units	Progressive sub-steps with hardware diagrams. Completed steps shown in blue; pending in grey.
3 Load vessel	Minimal copy single action per screen. Context-specific note (vessel type, safety reminder).
4 Internal checks	Automated validation. Content focuses on transparency: what's being checked, not just 'loading…'
5 Prime nozzles	Final gate before dispensing begins. Confirmation language signals system readiness.

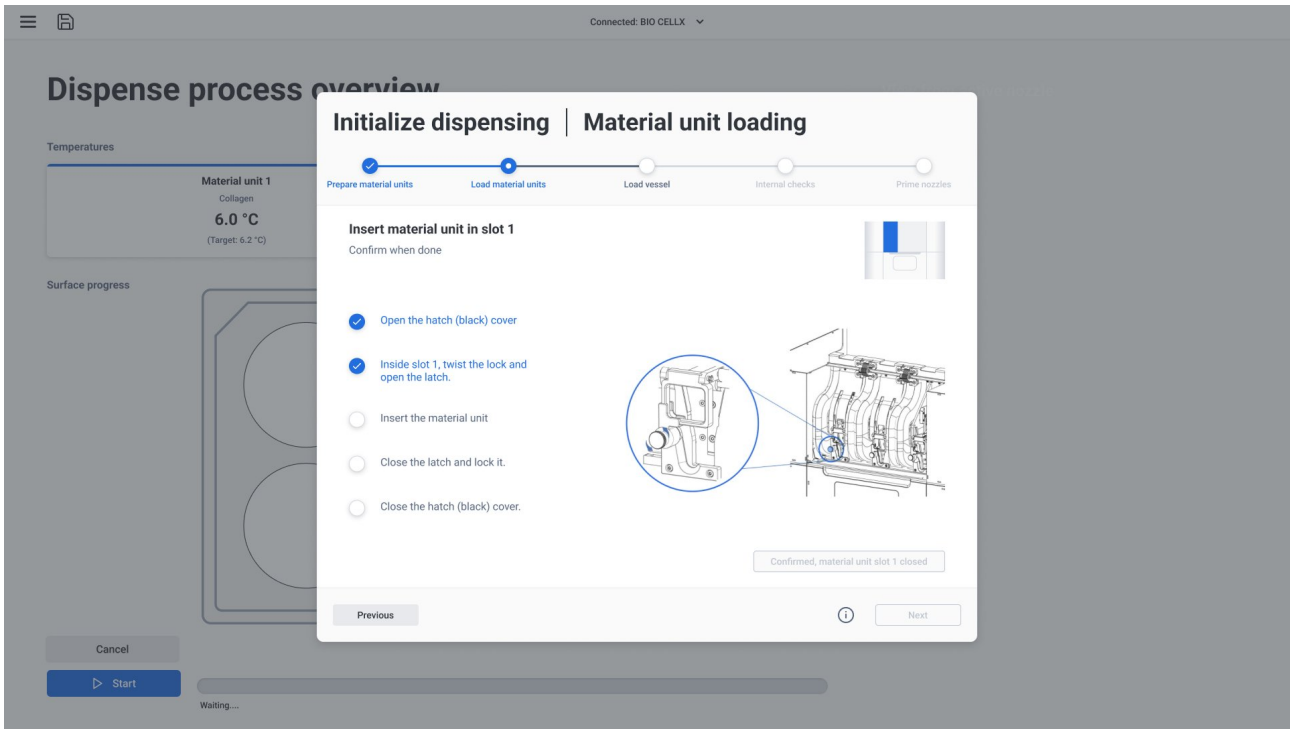
SCREEN ANNOTATIONS

1 Material Unit Preparation



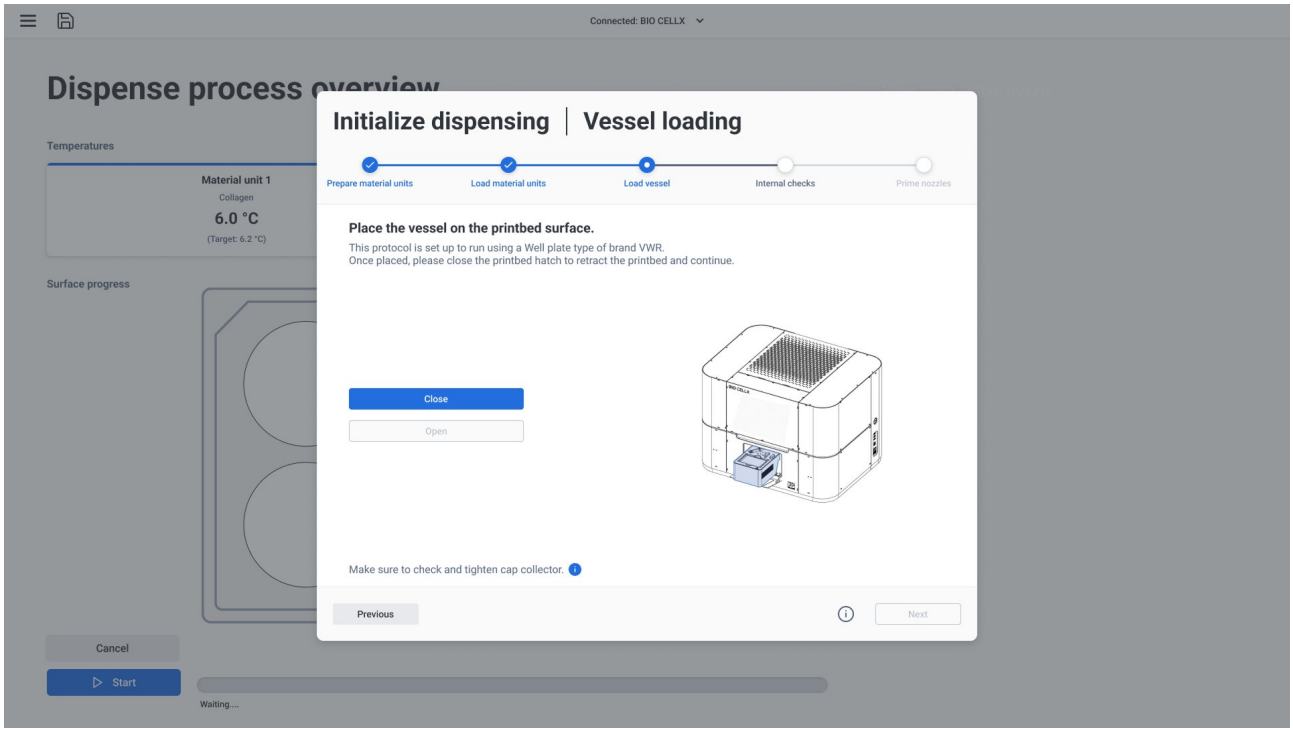
All six sub-steps are pre-checked, with the CTA locked until the user taps 'Confirmed, material unit slot 1 prepared'. This confirmation pattern prevents progression without intent, reducing costly errors at a critical setup stage. Language is action-first and specific to volumes and component names.

2 Material Unit Loading



Progressive disclosure in action: completed steps appear in blue with filled checkmarks; upcoming steps are greyed out. The exploded hardware diagram maps directly to the active step. Copy is imperative and brief each step is a single action. The confirmation button is disabled until all steps clear.

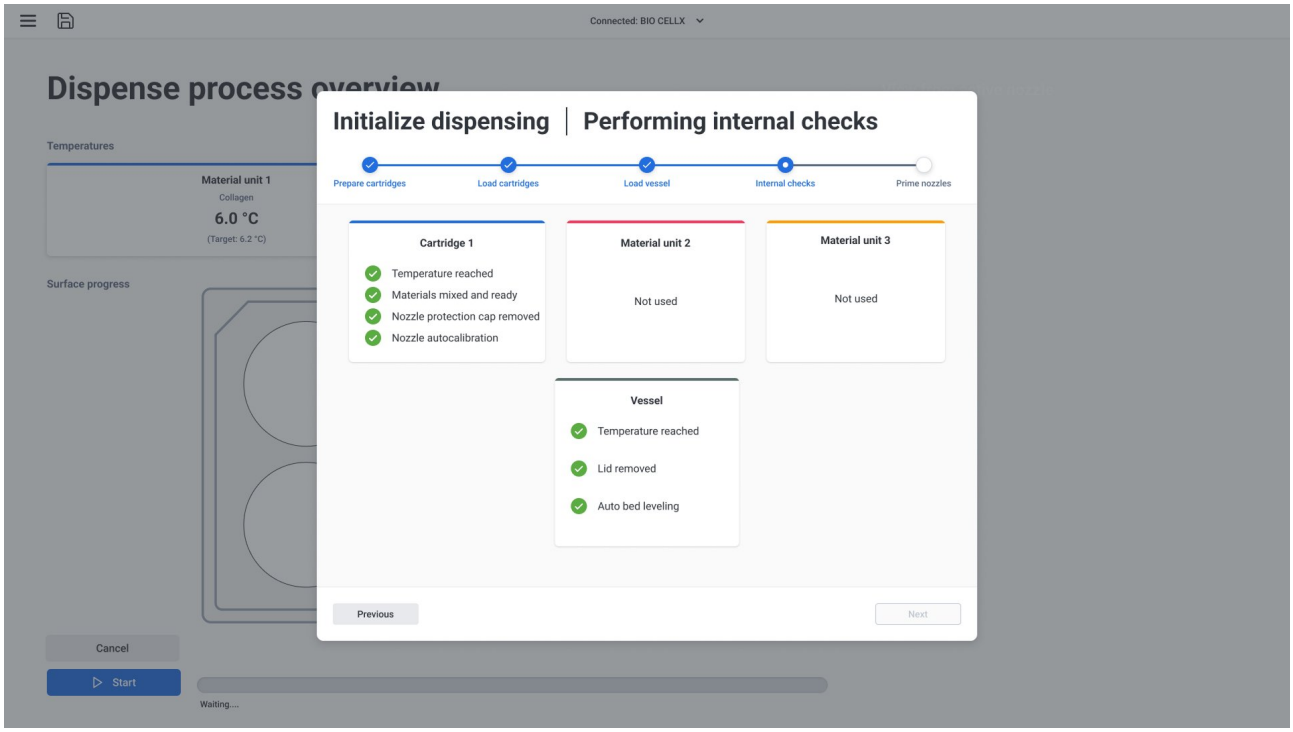
3 Vessel Loading



Single-action screen with a hardware-state toggle (Close / Open). The protocol context ('Well plate, VWR') is surfaced here so users can verify the correct vessel before closing the hatch. The inline safety note ('Make sure to

check and tighten cap collector') uses an info icon to signal importance without interrupting flow.

4 Performing Internal Checks



Automated validation screen designed to reduce anxiety during machine operation. Rather than a generic spinner, each component (Cartridge 1, Vessel, Material units 2–3) displays its specific check status. 'Not used' for inactive slots communicates completeness the user knows the system has accounted for every slot, not just ignored them.

CONTENT PRINCIPLES APPLIED

Action-first language	Every instruction begins with a verb. Users in a lab environment scan, not read.
Progressive disclosure	Only the current step's content is fully visible. Upcoming steps are present but de-emphasised.
Confirmation gates	Irreversible or error-prone actions require explicit user confirmation before unlocking Next.
Status transparency	System states (running checks, not used, confirmed) are labelled precisely, not hidden behind generic loading states.
Contextual safety notes	Safety reminders appear inline at the relevant step, not in a pre-read warning page users skip.
Consistent terminology	Component names (material unit, hatch, latch, cap collector) are defined once and used consistently across all screens.

PROCESS

Discover	Interviewed lab scientists and product managers to understand error modes, mental models, and safety constraints.
Strategy	Mapped the full workflow, defined a component terminology glossary, and set content patterns for each stage type.

Design	Wrote all copy in Figma alongside the UI. Annotated for engineering handoff and translation.
Validate	Iterated based on usability sessions and real-world lab feedback.
Scale	Contributed patterns to the design system; prepared content for CMS and localisation.
