Who I am

I have a background in User experience design, 2 years of work experience following my undergrad in marketing. My experience is based around online products and tools, examples of which include websites, mobile apps, software as a service and other products made with tools such as Photoshop, sketch, balsamiq, invision and others. I also have experience working with conversion optimization which is closely related to UX design and usability. This work involves more research and analysis to identify problem areas for users and improve on them. For this I use tools such as google analytics and optimizely for user testing.

In my opinion, my strength lies in areas of research and analysis. This includes a process of researching the market, the users, competitors, looking at existing trends and gathering insights that will help me moving forward. The reason I enjoy this phase of my work is because it helps identify the problem. I like doing work where I feel that a real problem is being addressed, and so the work can add real value for users. For this project my research and the problems I identified started off very broad but I was able to narrow them down to a concept that I was very happy with.

My work also involves creating online prototypes; in the early stages of design I will usually make a clickable prototype that will show the basic user journey without going into too much detail. For this project my concept involved a mobile app to complement the physical device, so that experience was useful.

I would also like to mention working on physical products such as electronics and hardware was my weakest area. I learned this through the course of the module, I did learn a lot of new techniques but It was a challenge to apply them to my project effectively. It was quite different from the kind of work I am used to. But at the same time, I hope to pursue some of these areas in the future and find a way to incorporate them into my own work.