Product Definition

Working in Product Management space has really helped me appreciate and see the value in defining the product vision, definition, and goals. I see the same value applicable in design space as it brings clarity and focus that would eventually lead to creating the right solution.

Regardless of who defines the product, fully understanding what I’m building and why I’m doing it should be my responsibility as a designer.

Research & Analysis

Interaction Design

Wireframe & Prototype

Usability Evaluation