User Experience

Process of enhancing usability, ease of use, user pleasure

Strategy And Content

Competitor Analysis

Customer Analysis

Product Structure/Strategy

Content Development

User Interface

Wireframing

Prototyping

Testing/Iteration

Development Planning

Execution Analytics

UI Designer Coordination

Developer Coordination

Tracking Goals And Integration

Analysis And Iteration

Process of development and improvement of quality interaction between user and system

Responsible for being hands on with research, testing, development, content and prototyping

User Interface

Examining the look,feel, interactivity of product

Look And Feel

Customer Analysis

Design Research

Graphic Development

User Guidelines

Responsiveness & Interactivity

UI Prototyping

Interactivity and Animation

Adaptation to all devices

Implementation through developers

Transference of a brands strengths and visual assets to a products interface to best enhance the user experience

Visual guide through a product interface via interactive tasks