

My Role in the Project

UX Research

- Scoping down the challenge
- User Interviews
- Observation
- Empathy Mapping

UX Design

- Product Sketching
- User Flows
- End-to-end Interactions
- Wireframes
- High-fidelity Designs in
Adobe XD

My Role in the Project

UX Research

- Scoping down the challenge
- User Interviews
- Observation
- Empathy Mapping

UX Design

- Product Sketching
- User Flows
- End-to-end Interactions
- Wireframes
- High-fidelity Designs in Adobe XD

Design Strategist

- Customer Interaction
- Design Workshops
- Cost Evaluation
- Business Model