

# JENNIFER NOINAJ

Design + Development

PORTFOLIO OF SELECTED WORK

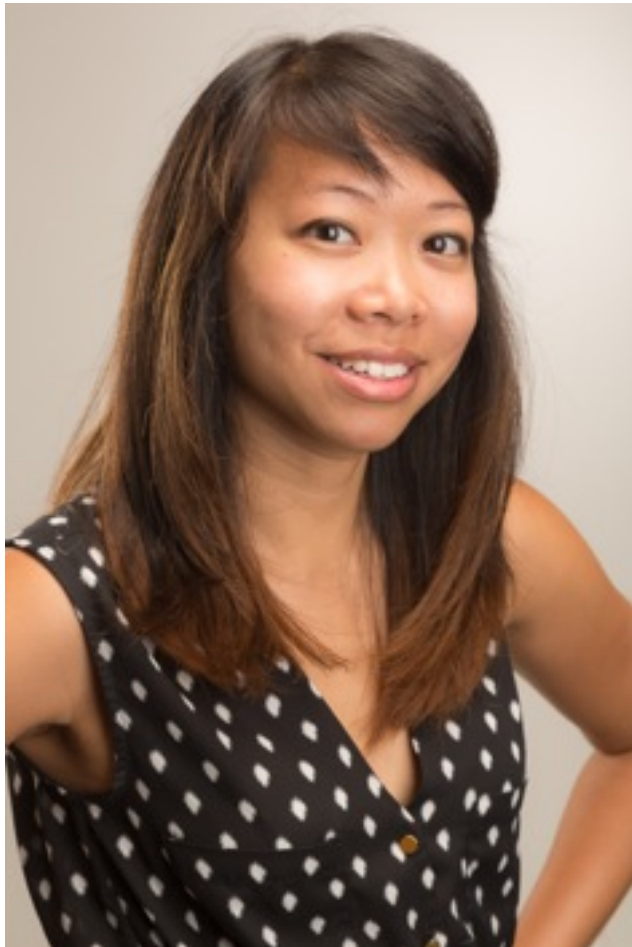
✉ [jenndoesdesign@gmail.com](mailto:jenndoesdesign@gmail.com)

🌐 <http://actuallyjenn.com>

☎ +1 512 553 6673

🏠 Austin, TX

# BACKGROUND



Hi, I'm Jenn. I'm originally from Chicago but, in my search for great weather, BBQ, and music, I relocated to Austin, TX in 2013. I graduated from the University of Illinois at Urbana-Champaign with a Bachelor's of Science in Marketing and Information Technology. In college, I took classes in product and brand management, process and project management, and networking, database structures, and web application design. I was, and still am, interested in technology and how we interact with it.

After college, I worked for Accenture, Farmers Insurance, and Google where I learned quantitative and qualitative research methods and how to conduct stakeholder interviews, create user flows, develop requirement specifications, wireframe and prototype, and work with developers and testers. I strive to craft great user experiences and my passion for it has led me to Designation for a summer design boot camp to further refine my skills.

I believe that great design solves problems and love that I can be a part of influencing and shaping the solutions.

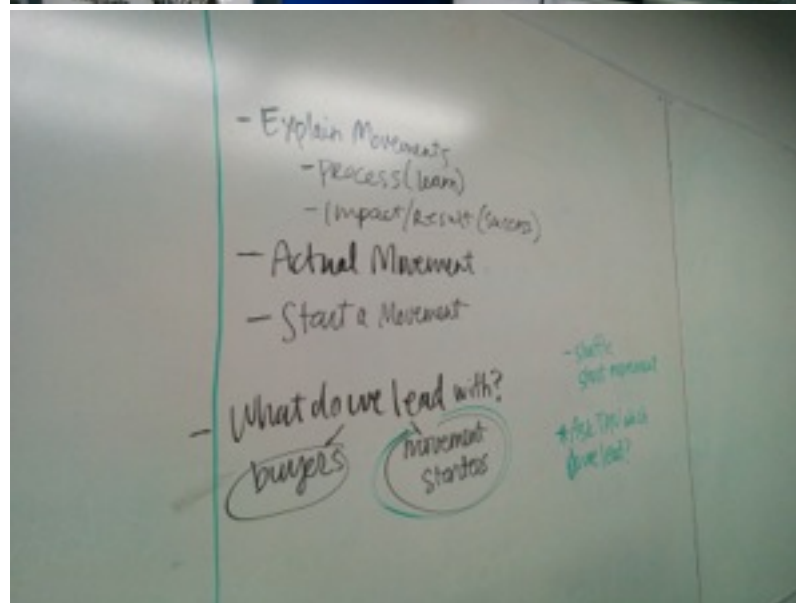
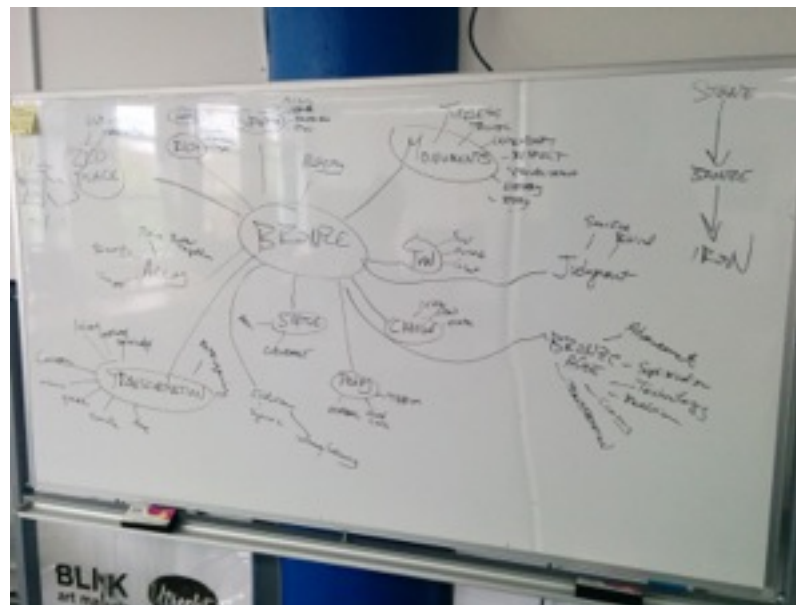
# HOW I WORK

Research • Define • Create

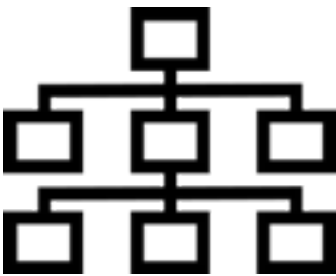
# RESEARCH



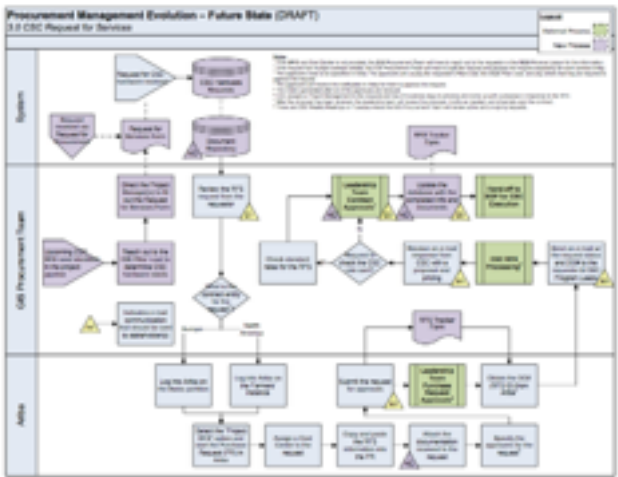
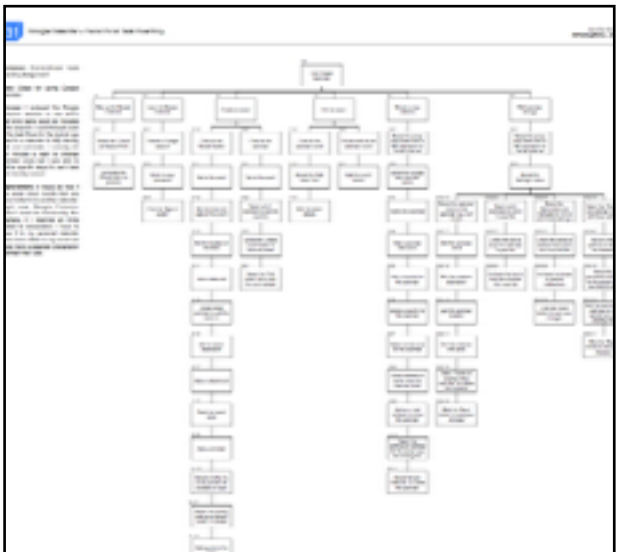
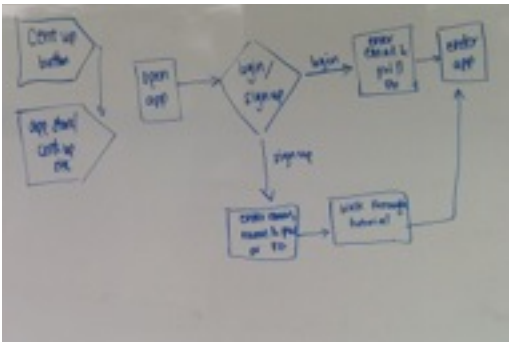
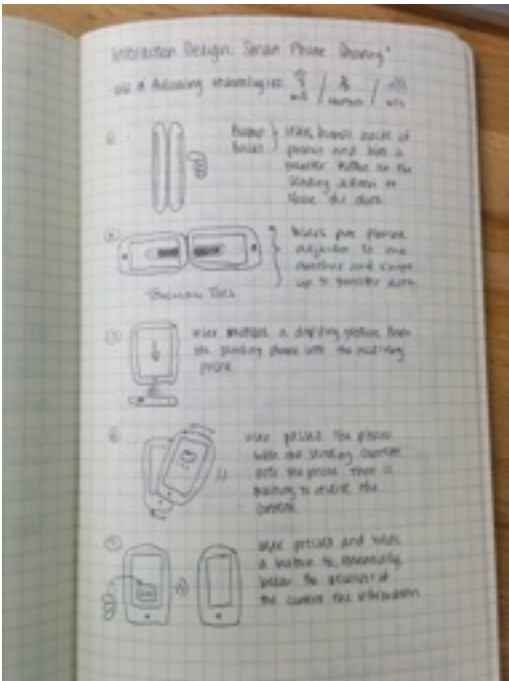
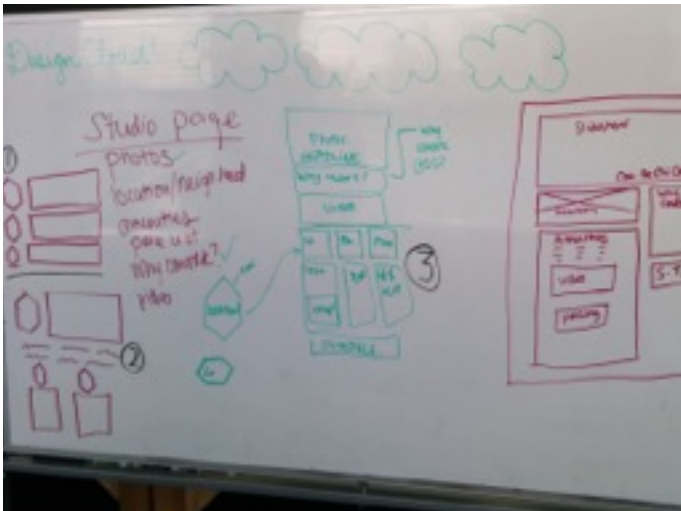
When I am introduced to a new project, my goal is to uncover the needs and wants of all the stakeholders involved. I conduct user interviews, observations, and information gathering sessions. Active listening is key to me in this phase. This leads to an understanding that drives the creation of personas and feeds into the rest of my process.



# DEFINE



Keeping the research findings in mind, I begin with sketches to generate ideas. My best sketches turn into wireframes, user flows, and interaction maps to help craft the best experience for the user. These artifacts help to manage complex processes and leads into the creation of prototypes and functional specifications that will be used by the designers and developers in the later stages.

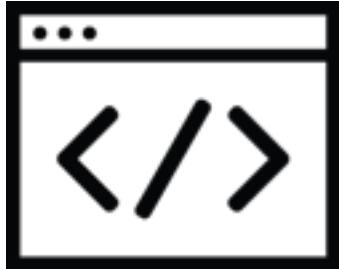


Step	Step Ref.	Name	Description
1	Input	HRG referral received via fax/image	HC receives a High Risk OR referral via fax/image. Go to step 2 to locate the member's record in CPWeb.
2	Input	HRG referral received via phone	HC receives a High Risk OR referral via phone. Go to the next step to locate the member's record in CPWeb.
3	2.1.3.1 2.1.3.2	HRG referral received: Research to locate member record in CPWeb	HC will need to locate the member's record in CP Web by: <ol style="list-style-type: none"><li>Click on the Patient Search icon</li><li>Select the appropriate Client (i.e. NM, TX, or OK)</li><li>Select the appropriate Search type (SEE, Name, etc.) to initiate the member search</li><li>Enter the member search criteria (name, ID#, etc)</li><li>Click on "Search-Eligibility"</li><li>If the member information is returned, the HC will select the radio button next to the desired member and click "Add/edit case"</li></ol> If the member's record was not found, click on "Search Patient File". If the member record is located via this search, select the radio button next to desired member and click "Add/edit case"
4	2.1.3.3	Member's record not located in CPWeb	The member's record was not located in CPWeb, the HC will attempt to determine if member is an employee by: <ol style="list-style-type: none"><li>If on a live call, ask if the member is an employee; if the caller identifies the member as an employee, transfer the caller to the HC who has employee access</li><li>If not on a live call, contact an HC who has employee access and request he/she complete a member search. If the HC with employee access confirms member is an employee, transfer the service request to the HC with employee access.</li></ol> If the member is not an employee, the HC will proceed to step 5

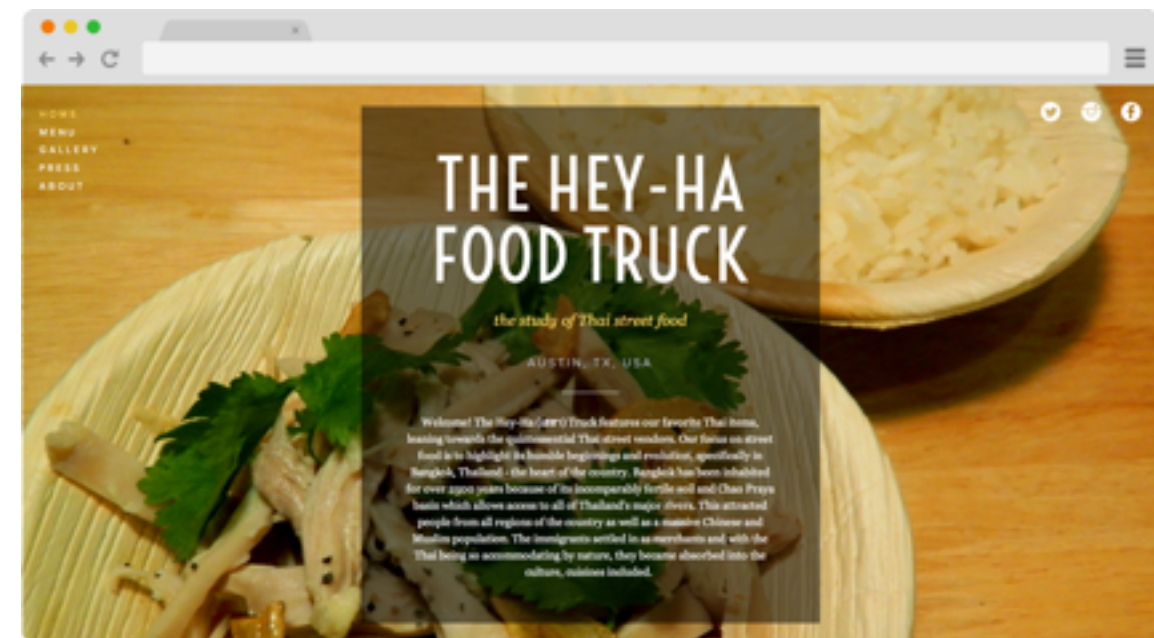
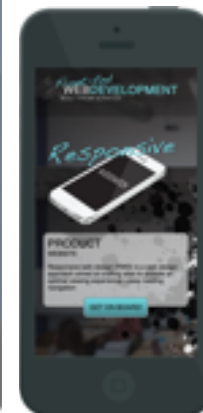




# CREATE



My experience with visual and web design allows me to transform the deliverables from prior phases into fully realized solutions. I can create pixel perfect designs and assets, build the systems, and speak tech talk to devs. With this power comes great responsibility so I often test for usability as features are being implemented and continuously iterate.



# CASE STUDIES

CentUp • Stamplay • DesignCloud

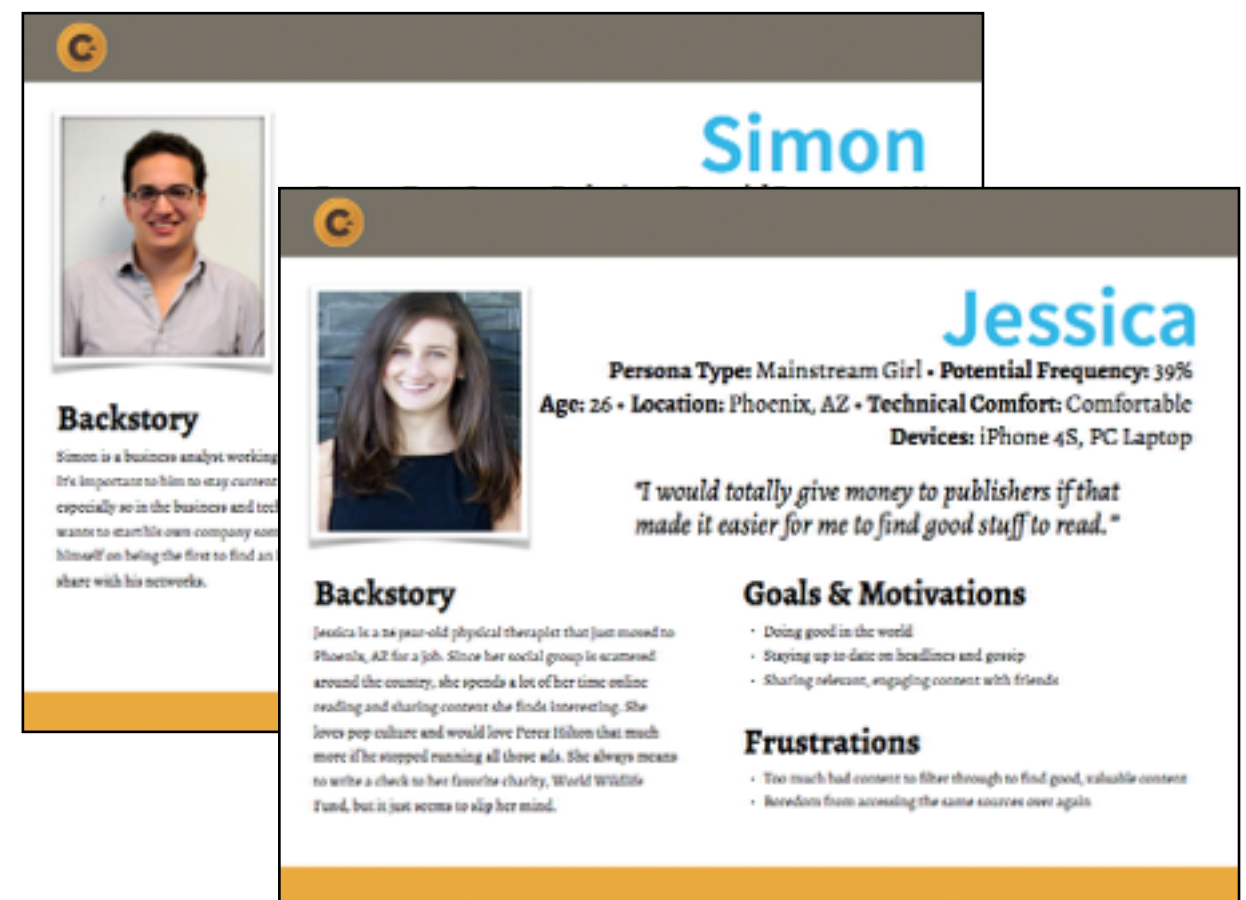
# CENTUP

CentUp, a microdonation platform, had published an RFP that tasked us with designing an iOS app for both new and existing users. I worked with two other teammates to research, design, and prototype a solution. My role as a UX and interaction designer was to facilitate research, create user flows, interactions maps, and wireframes, and develop an app prototype. Our team kept in mind the question, “What kind of mobile app for be useful for existing and new CentUp users?”

**Competitive Analysis:** I learned the ins and outs of CentUp and completed a competitive analysis for the microdonation industry to understand what competitors did well and where some of their pitfalls were. I was able to leverage this information during the later stages of the process to effectively position CentUp against their competitors.



**Personas:** The team reviewed the market and user research that had been provided and created personas based on the target audience the client wanted to pursue.





# CENTUP

**User Flows:** I created user flows to clearly outline the interactions the user would have with the app.

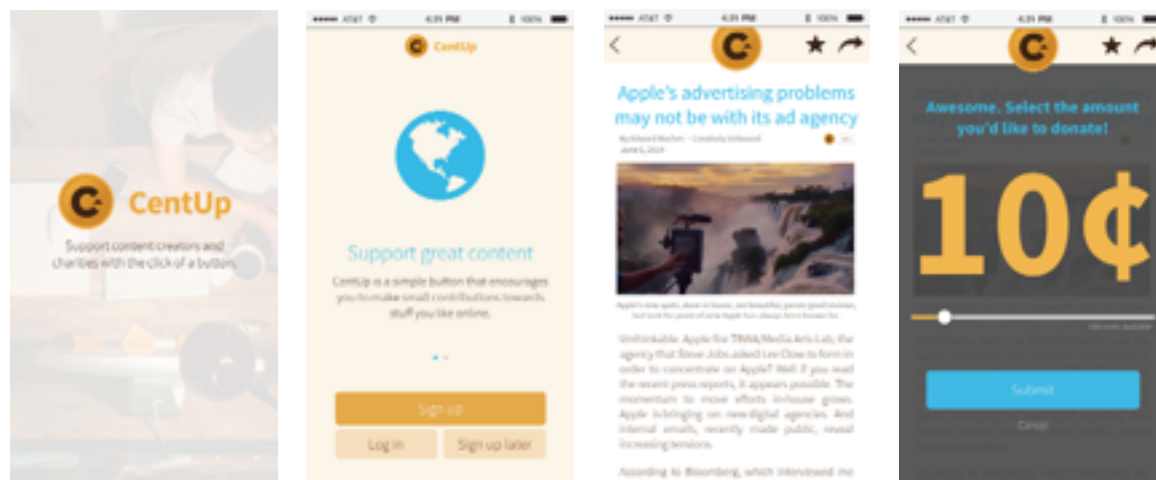
## 1.0 Pre-App Workflow



## 2.0 Login / Sign up Workflow



**Visual Design:** Incorporating the hierarchy and layout determined in the wireframes, I designed each of the screen pages in Illustrator and Photoshop. I kept our design principles, the client's brand guidelines, and the users' needs in mind.



**Wireframes:** The team started off by sketching wireframes and discussing the pros and cons of our decisions. We established three main design principles based on our research: simple, usable, and feasible.



**Interaction Maps:** The interaction maps depict the screen flows the user can navigate through within the app.

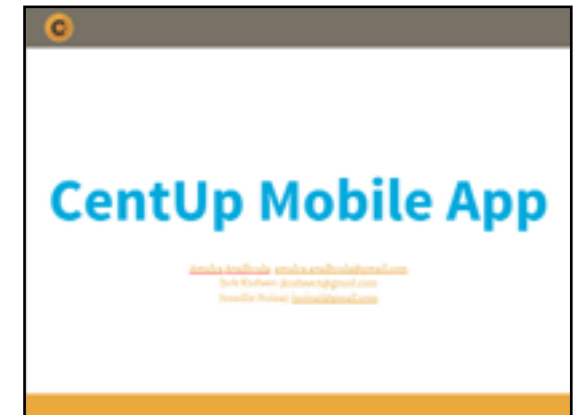
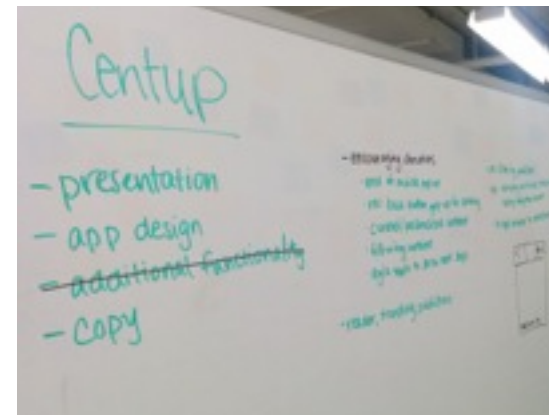


# CENTUP

**Prototype:** I led the prototyping for the final app and leveraged InvisionApp to do so. The prototypes highlight the interactions featured in the app and allowed the client to see a glimpse of the functionality the app would provide prior to development.



**Presentation + Recommendations:** We created a presentation to inform the client of our design decisions. Our designs were aimed at creating a minimum viable product that could easily and quickly be deployed based on their ask. As a result, we also included recommendations for future iterations of the application.



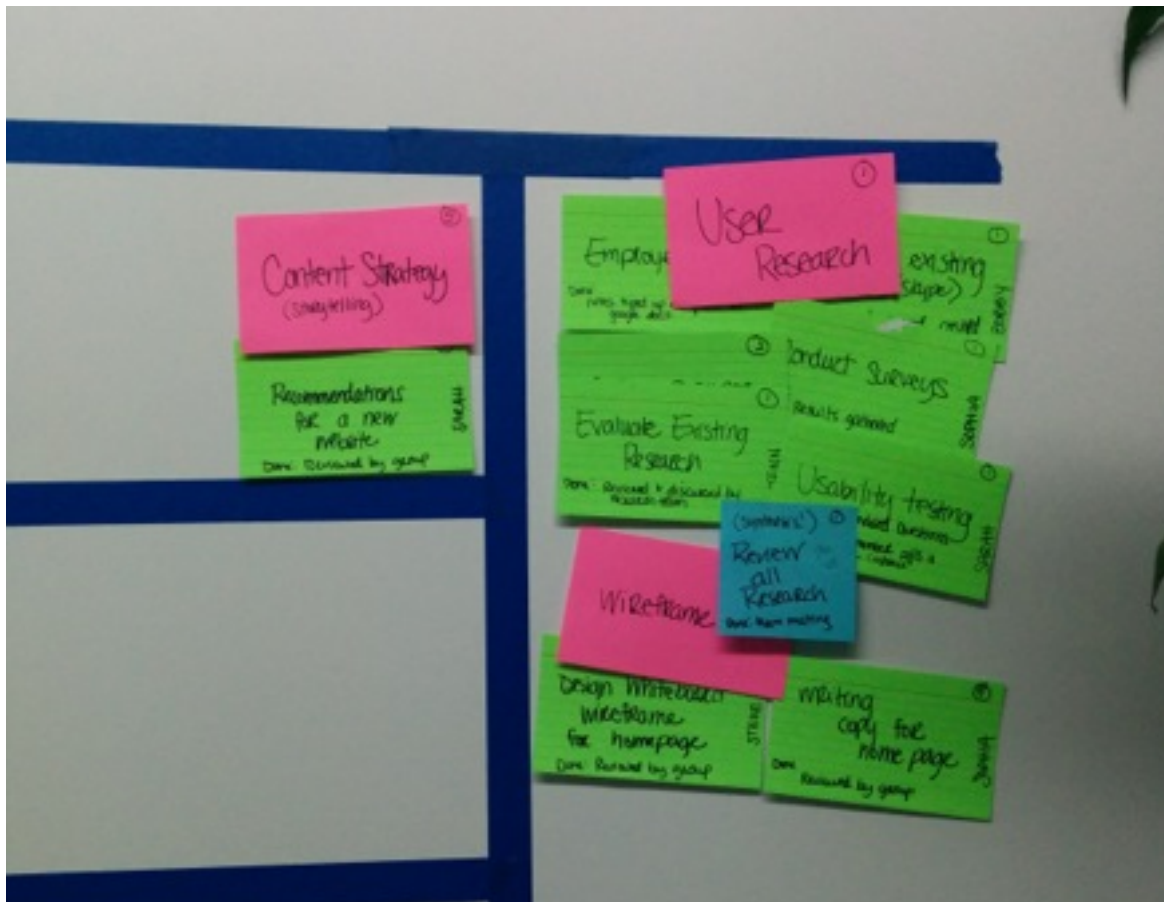
**Outcome:** Our team responded to the RFP with a final presentation and prototype of the application. We also provided them with our finalized assets. Certain aspects of our designs and functionality were chosen to be implemented in the first iteration of their iOS app.

# STAMPLAY

I worked with a team to redesign the website for Stamplay, a web application builder. Our goal was to create a new homepage to better describe their product and increase their user base. My specific role on the team was as a project manager and to complete the user experience research and design phases.

**Project Management:** We leveraged an agile scrum board and I managed our team's Trello page. We held daily stand ups and focused weekly sprints on research, design, and development.

**Competitive Analysis:** The team started off by conducting research on existing competitor websites. I had identified the pros and cons of seven competitors and we extracted and synthesized this information to help drive some of our user research.



# STAMPLAY

**Staff Interviews:** We met with Giuliano, Stamplay’s CTO, to learn about the goals of the website. We asked him about the user feedback he’s received in terms of user motivations and frustrations.

**Usability Testing:** We also created a rubric to test the current homepage and website with new users that would have been identified as the site’s audience: designers and developers that are familiar with HTML/CSS. We conducted the test with seven potential users and learned more about the website’s pain points to help redesign the homepage.

	Product	Help	Confusion	General Site Feedback
about page	wasn't able to articulate what the service does	a short video or demo, and how it works	Front page- couldn't scroll, clicked start now before going into website	colorful, fun
	assists with web development, site isn't intuitive and if a user wasn't tech savvy or stumbled on the site, the information given isn't clear	prefer a video or demo	difficult to understand what it is especially based on all the other content	too much text
ation about the ents more	had a good understanding of what the product is based on welcome page tweets featured on the bottom of the page		a lot to read, confusing and difficult to digest	trustworthy
he info about e people behind pany started,	a software app for drag and drop tools for the web. Cuts out back-end hassle			confused by images: childrens toys
the starters, short snippet	pricing is confusing			needs a better landing call to action button - should be at top to encourage users to immediately playing with stampplay
eds more out product	hard to see what stampplay was trying to accomplish a service that helps in building			overwhelmed by pict

Synthesis and conclusions from the research

**User Surveys:** We created a survey in order to ask current users more information about their experience with the website. I created the form using Google Surveys and we received a lot of useful data back from the users.

Stamplay Survey Questions

We're looking to improve Stamplay's product. Any feedback you can provide us would be greatly appreciated.

\* Required

How did you learn about Stamplay? \*

Please choose one.

☐ Search engine

☐ Another website

☐ Newspaper/magazine article

☐ Friend or business associate

☐ Advertisement

☐ Don't know/don't remember

☐ Other:

How long have you been using Stamplay? \*

Please choose one.

☐ < 3 months

☐ 3-6 months

☐ 6-12 months

☐ < 1 year

☐ This is my first visit here

How often do you use the website? \*

Please choose one.

☐ Every day

☐ Several times a week

☐ About once a week

☐ Several times a month

☐ About once a month

☐ Less than once a month

☐ This is my first visit here

What do you like the most about Stamplay? \*

Select all that apply.

☐ Components offering (Facebook, YouTube/Google, Mailchimp, etc.)

☐ Quick prototyping

☐ HTML generation / edit capabilities

☐ Collaboration functionality

☐ Ease of use (navigation, creating apps, etc)

☐ Service support

☐ Other:



# STAMPLAY

**User Personas:** I leveraged the user research to create two personas. These personas types were the most representative of both their current user base and the client's target audience.



**Website Analytics:** I reviewed the client's Google Analytics page to help us understand the current state of their page views, user numbers, and behavior flows. We were able to identify that most users want to understand how the technology worked and build that into the homepage.



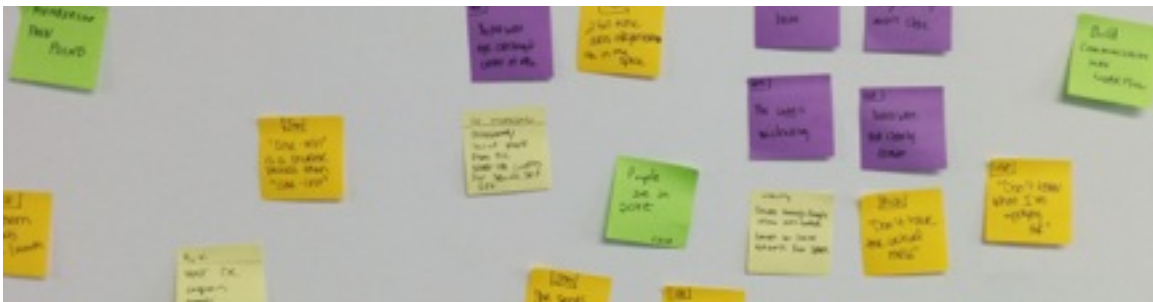
**Lo-fi Wireframes:** The team split up work responsibilities after the initial user research phase. Once the storytelling and content strategy was laid out, I stepped in to wireframe their solution and handed this off to a visual designer next.



# DESIGNCLOUD

DesignCloud is a co-working space in Chicago specifically aimed at creative professionals. They were looking for improvements to their website to drive member conversions and a solution to manage the overall culture of the community they wanted to foster. My main role was to conduct user research, outline the user flows, and gather content and functional requirements.

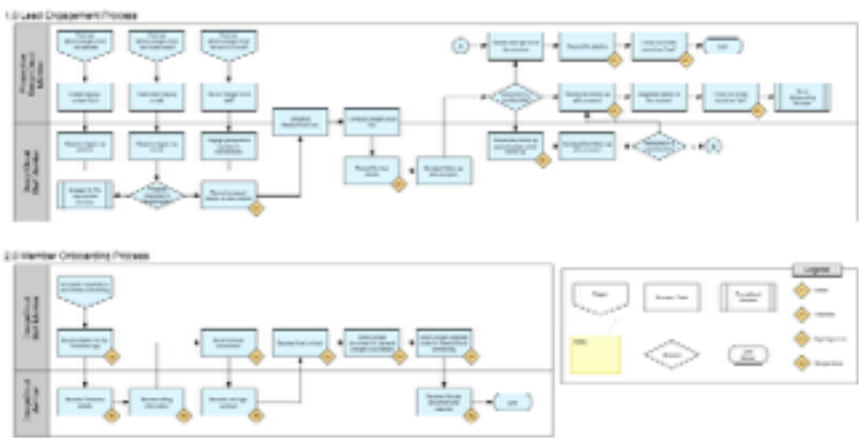
**User Research / Affinity Diagramming:** We interviewed ten individuals that were current members, potential members, and DesignCloud staff to understand the needs and wants from a co-working space and from DesignCloud specifically.



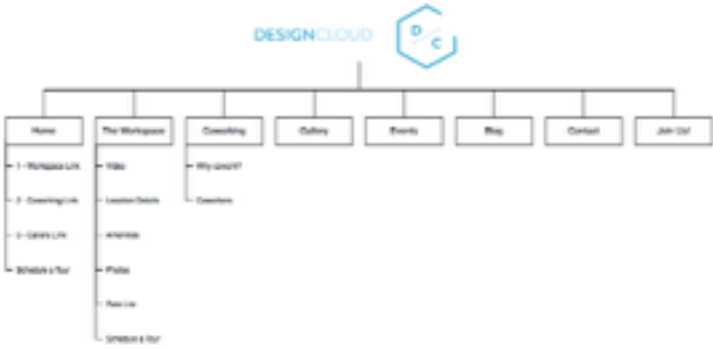
**Content + Functional Requirements:** Our team discussed the user goals that we had identified during our research and I wrote our requirements. These statements describe what is needed to design a system that fulfills and supports the users' goals.

Feature	Sub-feature	Requirement
Reserving break rooms	Reservation functionality	DesignCloud members should be able to reserve break rooms.
		DesignCloud members should be able to update their break room reservations.
		DesignCloud members should be able to delete their break room reservations.
		No approval is needed for the break room reservations to be accepted.
		DesignCloud should be able to contact booking for larger space reservations.
Collaborating between members	Bulletin board functionality	DesignCloud members should be able to post events, announcements, general updates, etc.
		DesignCloud staff can pin their posts as "announcements".
Accessing announcements, events, and scheduling	Solution functionality	The pinned "announcements" posts should be colored differently than regular posts.
		The solution should seamlessly integrate with the experience at DesignCloud.
		The solution should be easy to adopt by DesignCloud members.

**User Flows:** Based on the user research, I led two other team members in developing the user flows. I created a template for them to leverage for consistency, oversaw the work produced, and revised them as appropriate.



**Site Map:** I also created a revised site map based on the user feedback we received for better site navigation and hierarchy.



# THANKS FOR READING!

Feel free to contact me if you have any questions:

✉ [jenndoesdesign@gmail.com](mailto:jenndoesdesign@gmail.com)

🌐 <http://actuallyjenn.com>

☎ +1 512 553 6673

🏠 Austin, TX