

# JENNIFER NOINAJ

Design + Development

PORTFOLIO OF SELECTED WORK

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# 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.

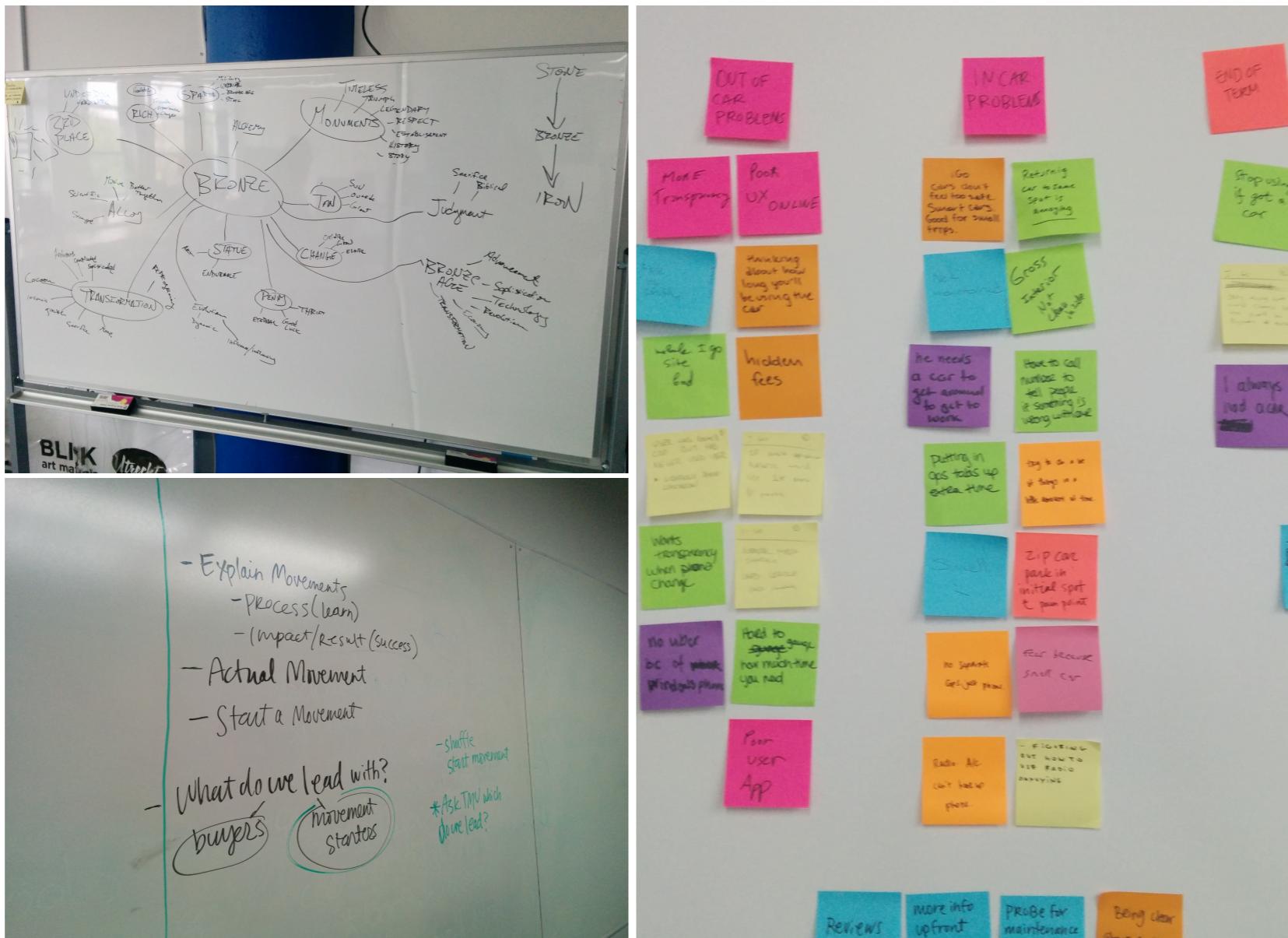
# HOW I WORK

Research • Define • Create

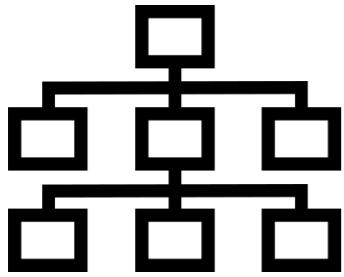
# RESEARCH



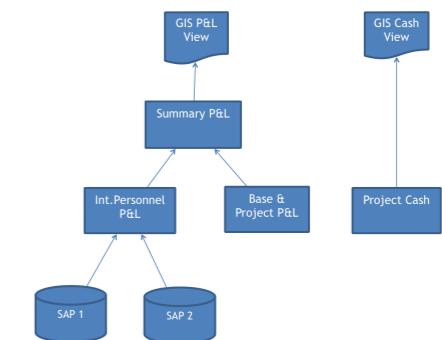
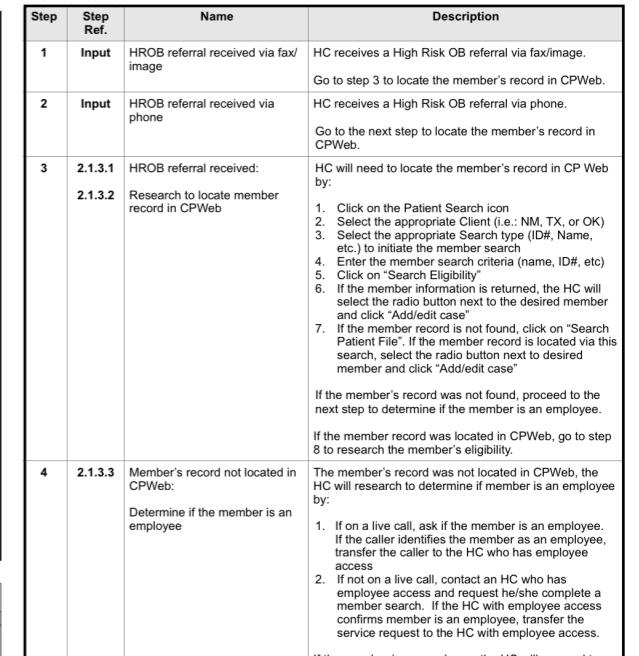
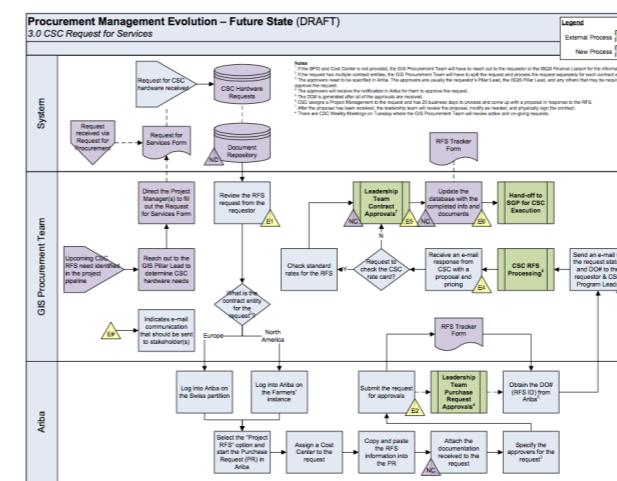
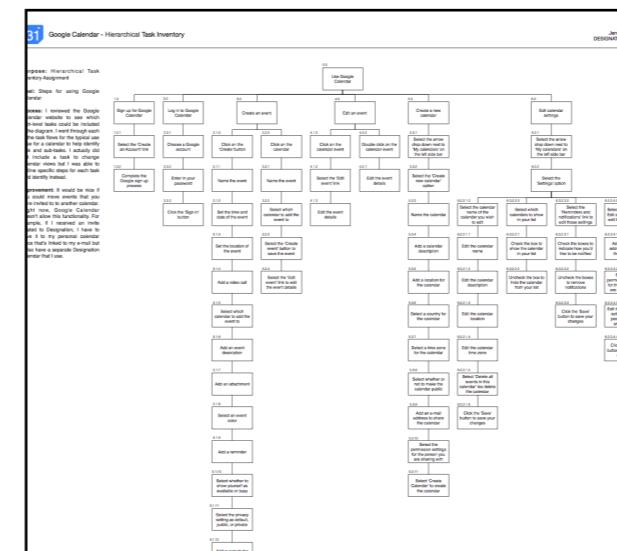
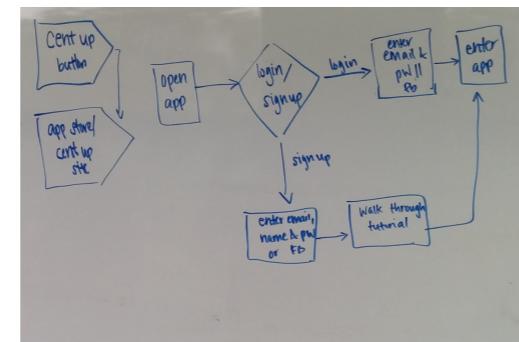
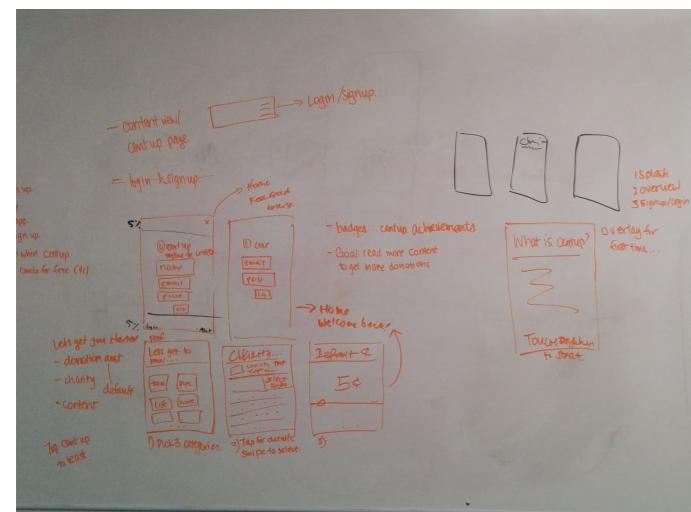
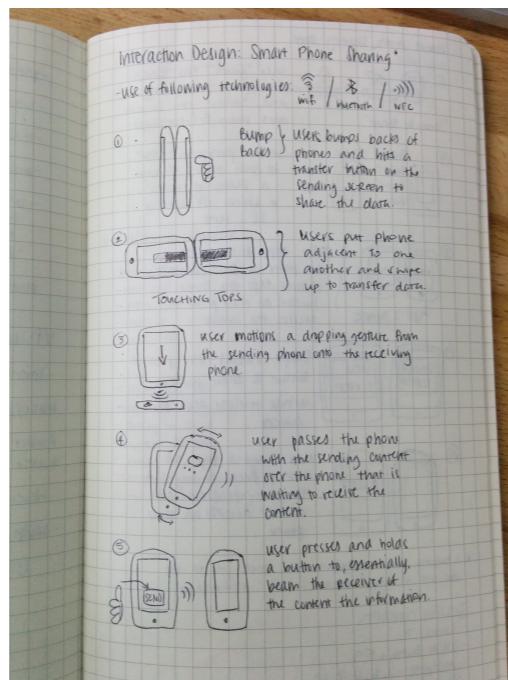
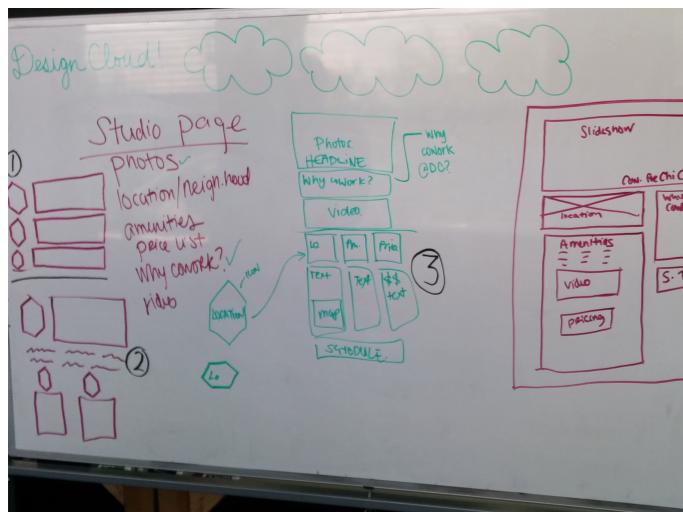
When I am introduced to a new project, my goal is to uncover the needs and wants of all the stakeholders involved. I conduct user interviews, observations, and information gathering sessions. Active listening is key to me in this phase. This leads to an understanding that drives the creation of personas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



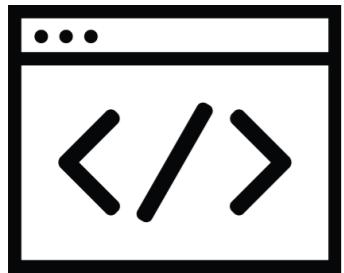
# DEFINE



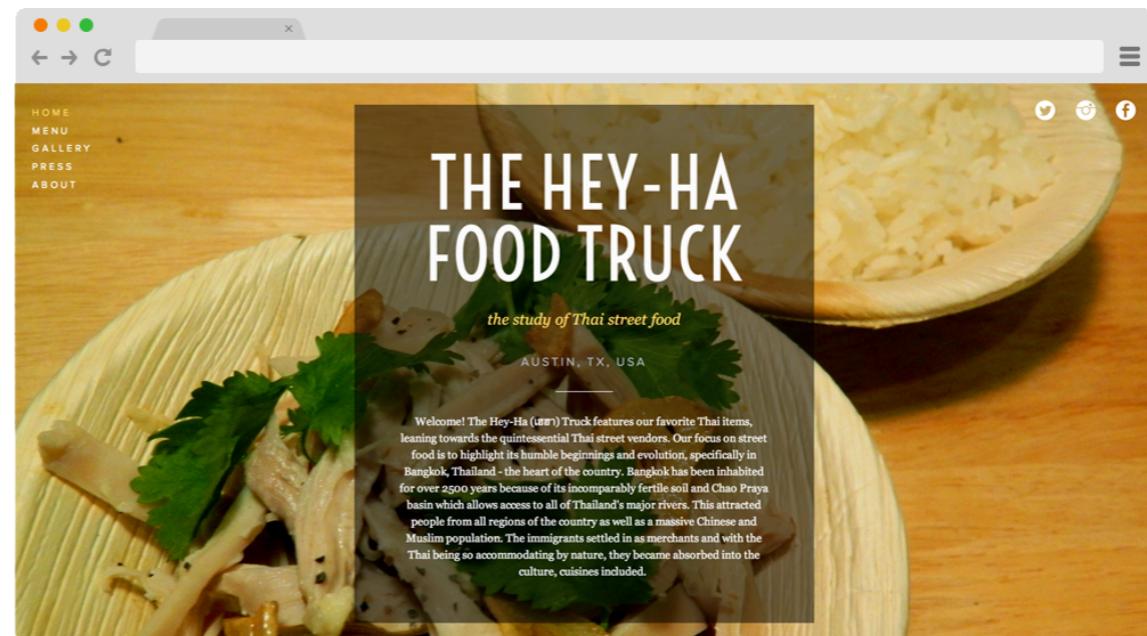
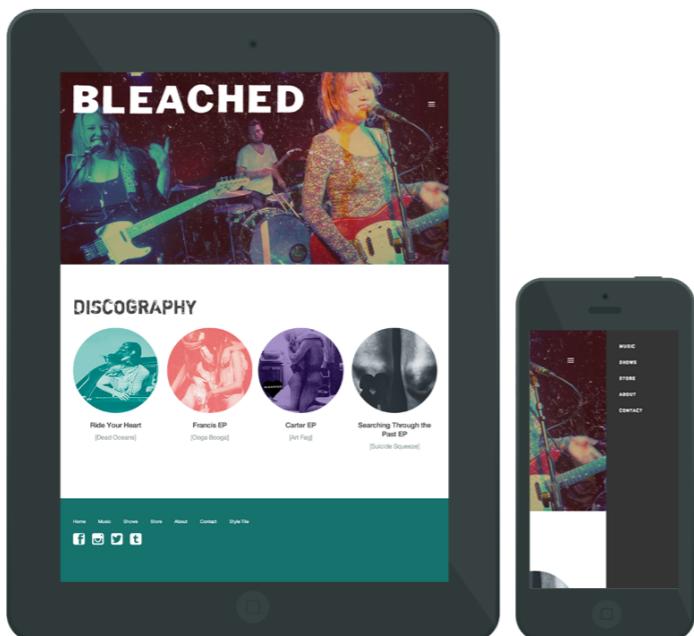
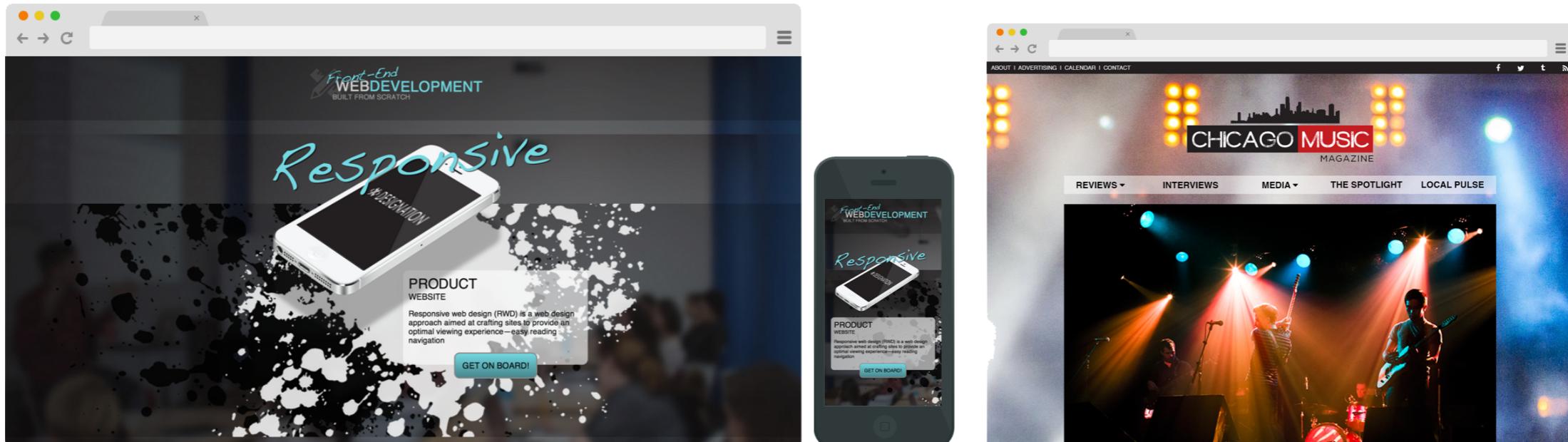
Keeping the research findings in mind, I begin with sketches to generate ideas. My best sketches turn into wireframes, user flows, and interaction maps to help craft the best experience for the user. These artifacts help to manage complex processes and leads into the creation of prototypes and functional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



# 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 would 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.

The screenshot shows a presentation slide titled "Competitor Research". It features four screenshots of different crowdfunding platforms: Patreon, Gittip, Tapraise, and Tugboat Yard. Each screenshot displays a different interface with various features like "Be a Patron of the Arts", "Turn Readers Into Supporters", and "How Tugboat Works".

**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.

**Simon**

**Persona Type:** Mainstream Guy • **Potential Frequency:** 39%  
**Age:** 26 • **Location:** Phoenix, AZ • **Technical Comfort:** Comfortable  
**Devices:** iPhone 4S, PC Laptop

*"I would totally give money to publishers if that made it easier for me to find good stuff to read."*

**Backstory**  
Simon is a business analyst working at a company. It's important to him to stay current especially so in the business and tech sectors. He wants to start his own company someday and is currently focused on being the first to find and share with his networks.

**Goals & Motivations**

- Doing good in the world
- Staying up to date on headlines and gossip
- Sharing relevant, engaging content with friends

**Frustrations**

- Too much bad content to filter through to find good, valuable content
- Boredom from accessing the same sources over again

**Jessica**

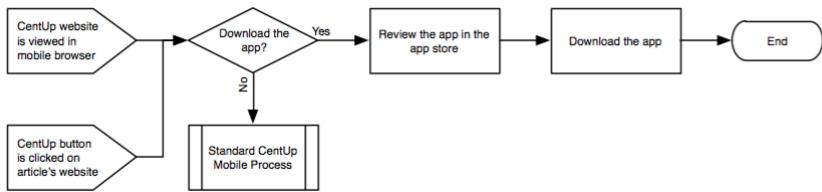
**Persona Type:** Mainstream Girl • **Potential Frequency:** 39%  
**Age:** 26 • **Location:** Phoenix, AZ • **Technical Comfort:** Comfortable  
**Devices:** iPhone 4S, PC Laptop

**Backstory**  
Jessica is a 26 year-old physical therapist that just moved to Phoenix, AZ for a job. Since her social group is scattered around the country, she spends a lot of her time online reading and sharing content she finds interesting. She loves pop culture and would love Perez Hilton that much more if he stopped running all those ads. She always means to write a check to her favorite charity, World Wildlife Fund, but it just seems to slip her mind.

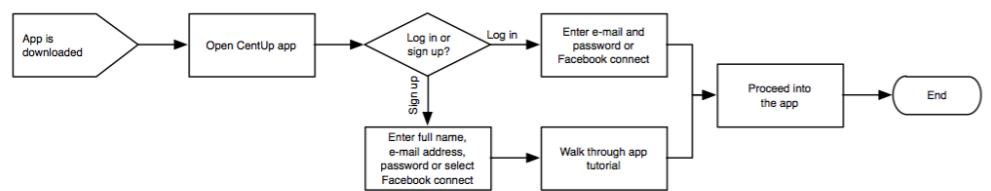
# CENTUP

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

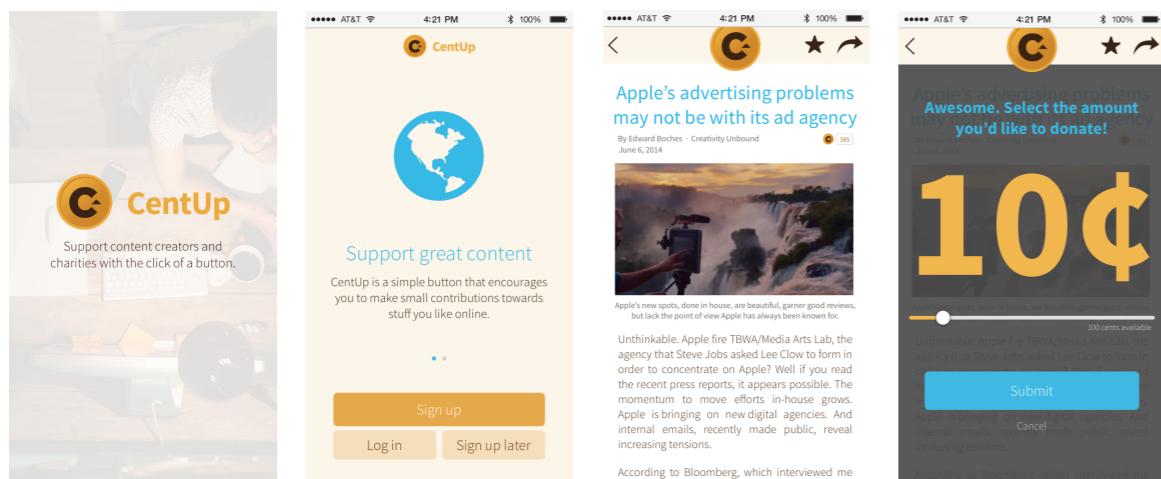
## 1.0 Pre-App Workflow



## 2.0 Login / Sign up Workflow



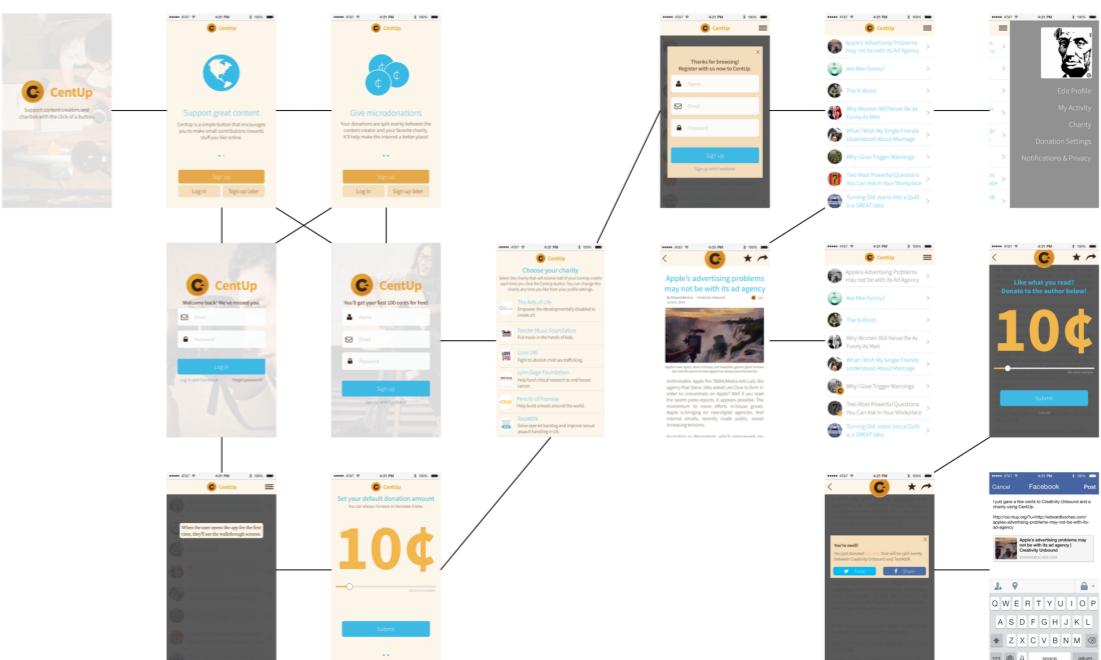
**Visual Design:** Incorporating the hierarchy and layout determined in the wireframes, I designed each of the screen pages in Illustrator and Photoshop. I kept our design principles, the client's brand guidelines, and the users' needs in mind.



**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.

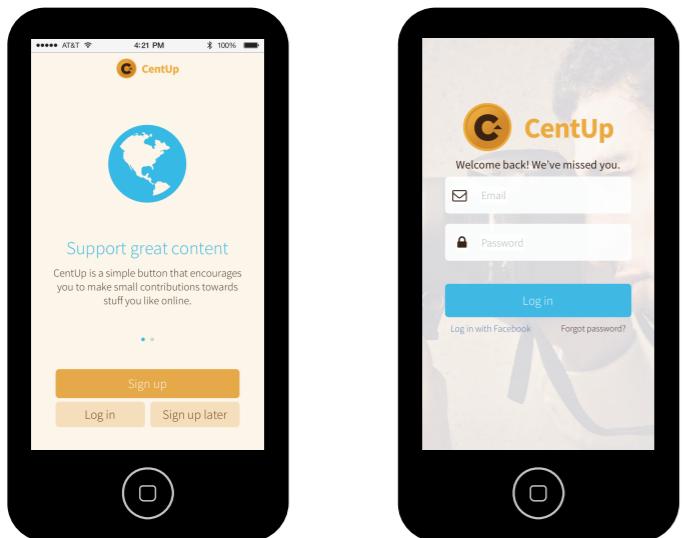


**Interaction Maps:** The interaction maps depict the screen flows the user can navigate through within the app.

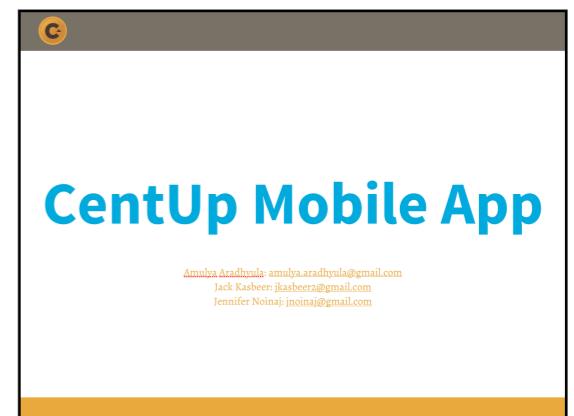
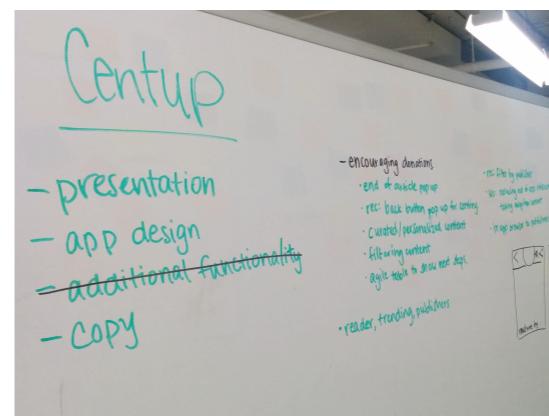


# CENTUP

**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.

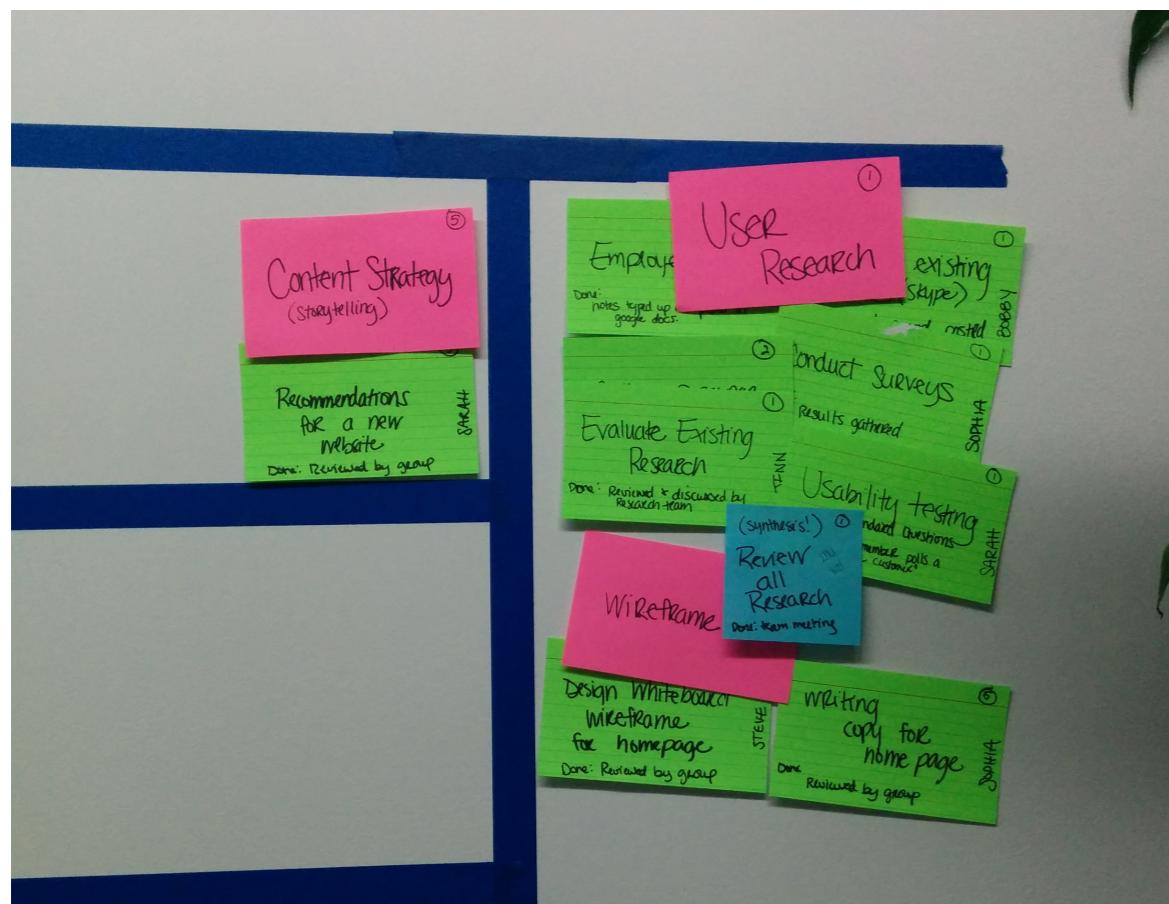


**Outcome:** Our team responded to the RFP with a final presentation and prototype of the application. We also provided them with our finalized assets. Certain aspects of our designs and functionality were chosen to be implemented in the first iteration of their iOS app.

# 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		difficult to understand what it is especially based on all the other content	
		prefer a video or demo		too much text
ation about the ants 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 the people behind company started,	a software app for drag and drop tools for the web. Cuts out back-end hassle			confused by images of childrens toys
the starters, short snippet	pricing is confusing			needs a better landing page - call to action button - should be at top to encourage users to immediately playing with stampplay
eds more but product	hard to see what stampplay was trying to accomplish			overwhelmed by pictures
	a service that helps in building			

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.

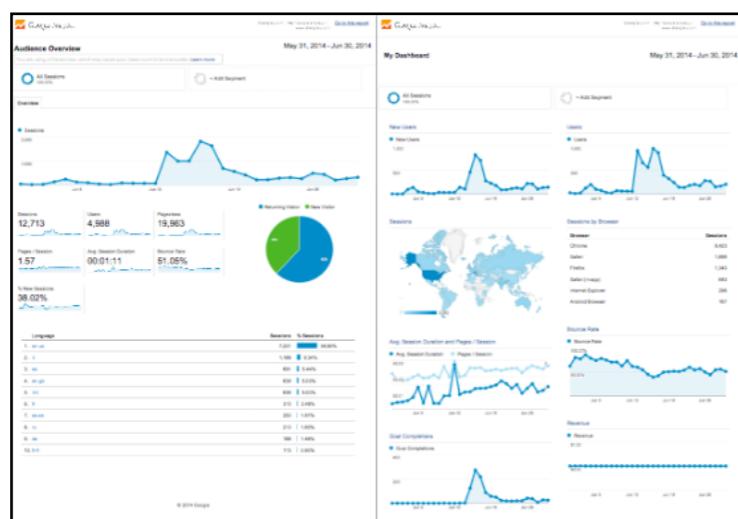
Components offering (Facebook, YouTube/Google, Mailchimp, etc.)  
 Quick prototyping  
 HTML generation / edit capabilities  
 Collaboration functionality  
 Ease of use (navigation, creating apps, etc)  
 Service support  
 Other:

# STAMPLAY

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

The image shows two side-by-side user persona cards. The left card is for 'EMMA' and the right is for 'JAKE'. Both cards have sections for Profile, Backstory, Goals & Motivations, Frustrations, and a quote. Emma is described as a 28-year-old freelance web designer with limited knowledge in JavaScript. Jake is a 30-year-old front-end developer for a transportation networking startup. Both cards include a photo of the user and a 'DESIGNATION - Last Updated 06/2014' footer.

**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.



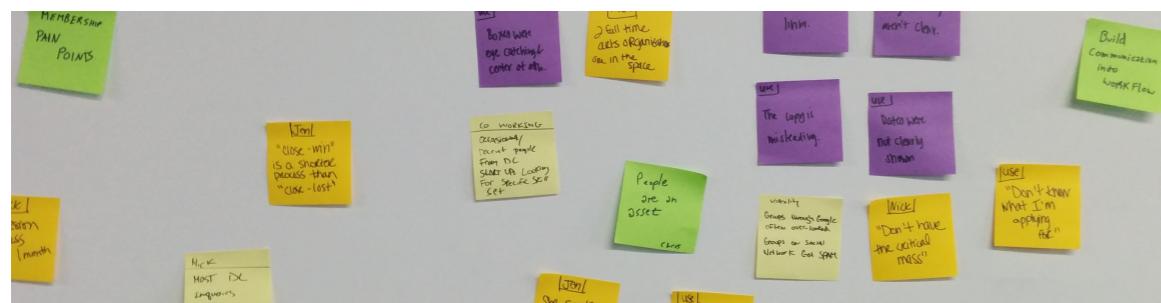
**Lo-fi Wireframes:** The team split up work responsibilities after the initial user research phase. Once the storytelling and content strategy was laid out, I stepped in to wireframe their solution and handed this off to a visual designer next.



# 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.

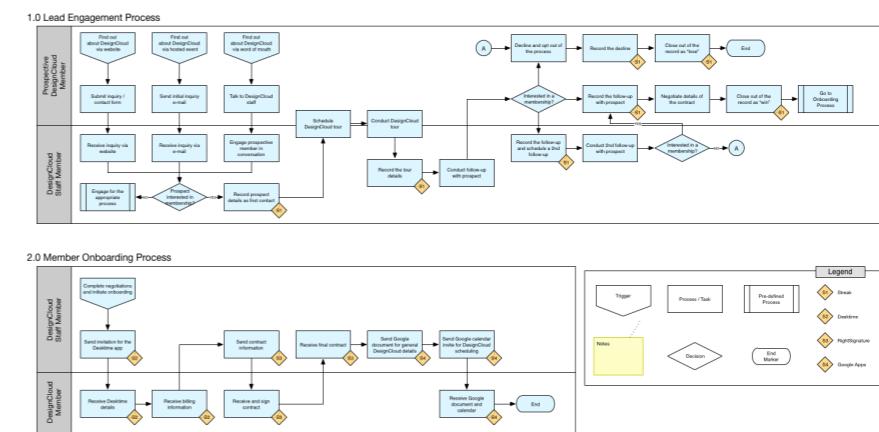
**User Research / Affinity Diagramming:** We interviewed ten individuals that were current members, potential members, and DesignCloud staff to understand the needs and wants from a co-working space and from DesignCloud specifically.



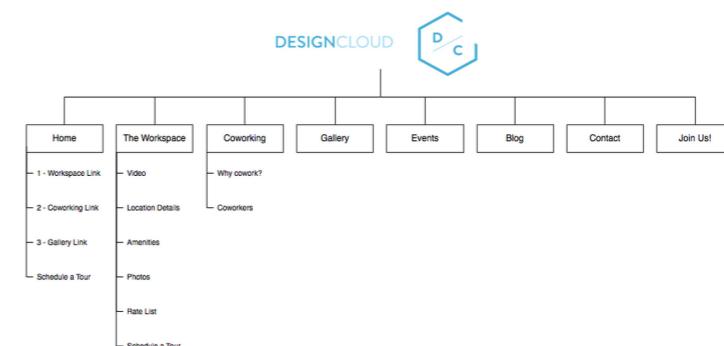
**Content + Functional Requirements:** Our team discussed the user goals that we had identified during our research and I wrote our requirements. These statements describe what is needed to design a system that fulfills and supports the users' goals.

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". The pinned "announcements" posts should be colored differently than regular posts.
Accessing announcements, events, and scheduling	Solution functionality	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:

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