

JENNIFER NOINAJ

User Experience Designer

PORTFOLIO OF SELECTED UX 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, fascinated by 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, a career accelerator for design, to further refine my skills.

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

HOW I WORK

Research • Define • Create

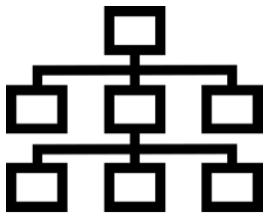
RESEARCH



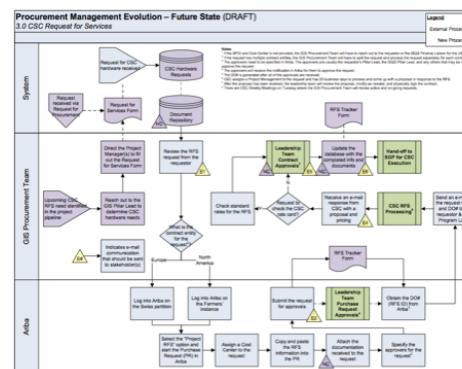
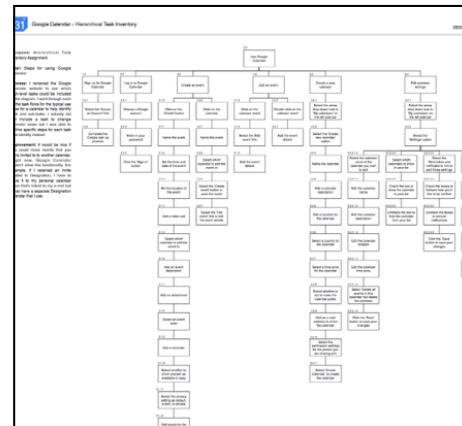
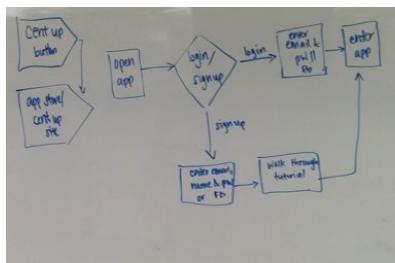
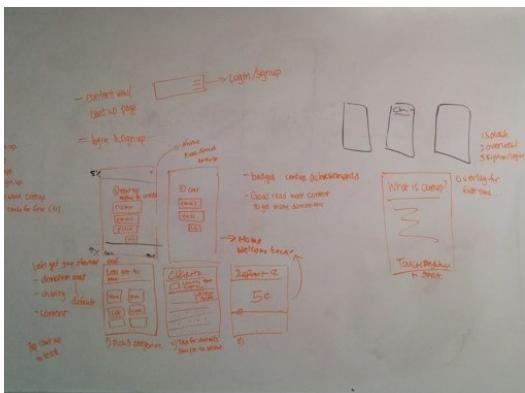
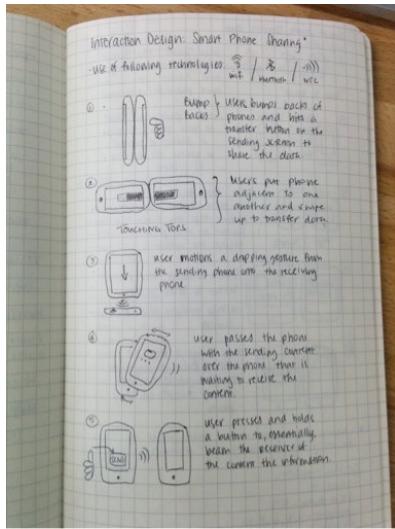
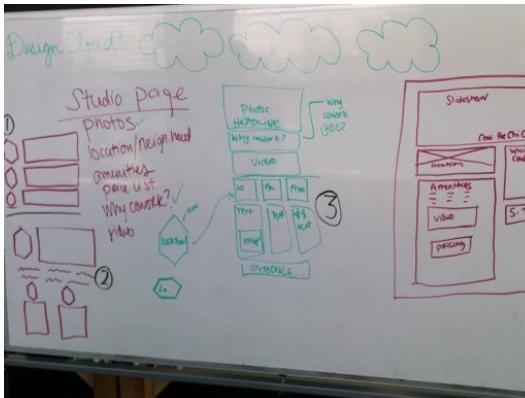
When I am introduced to a new project, my goal is to uncover the needs and wants of all the stakeholders involved. I conduct user interviews, observations, and information gathering sessions. Active listening is key to me in this phase. This leads to an understanding that drives the creation of personas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



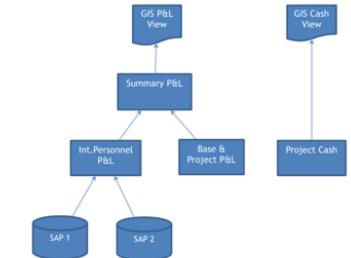
DEFINE



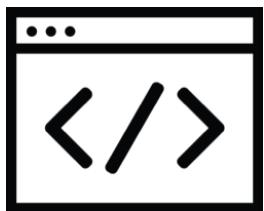
Keeping the research findings in mind, I begin with sketches to generate ideas. My best sketches turn into wireframes, user flows, and interaction maps to help craft the best experience for the user. These artifacts help to manage complex processes and leads into the creation of prototypes and functional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



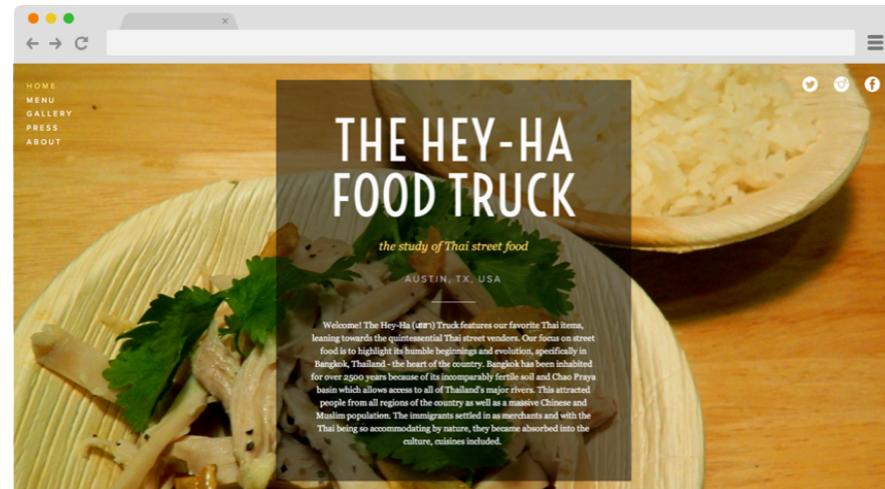
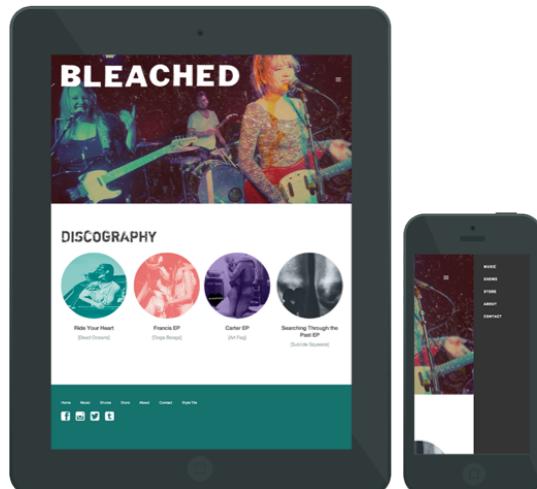
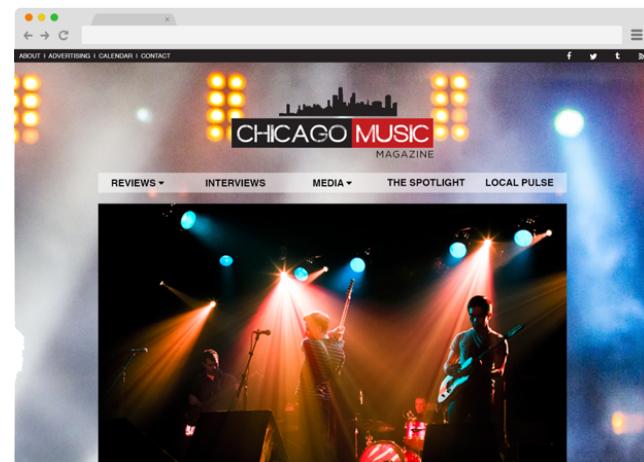
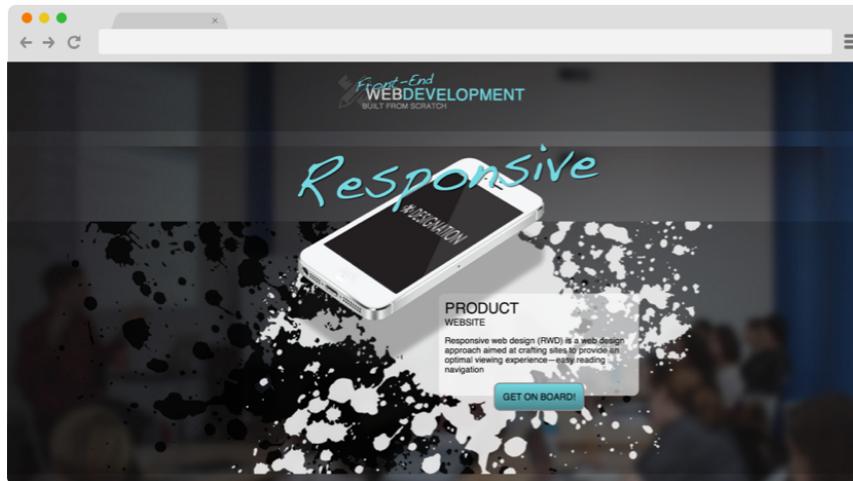
Step	Step Ref.	Name	Description
1	Input	HROB referral received via fax/ image	HC receives a High Risk OB referral via fax/image. Go to step 3 to locate the member's record in CPWeb.
2	Input	HROB referral received via phone	HC receives a High Risk OB referral via phone. Go to the next step to locate the member's record in CPWeb.
3	2.1.3.1 2.1.3.2	HROB referral received: Research to locate member record in CPWeb	HC will need to locate the member's record in CP Web by: 1. Click on the Patient Search icon 2. Select the appropriate Client (i.e. NM, TX, or OK) 3. Select the appropriate Search type (ID#, Name, etc.) to initiate the member search 4. Enter the member's search criteria (name, ID#, etc) 5. Click on 'Search Eligibility' 6. If the member information is returned, the HC will select the radio button next to the desired member and click 'Edit Case' 7. If the member 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' If the member's record was not found, proceed to the next step to determine if the member is an employee. If the member record was located in CPWeb, go to step 8 to research the member's eligibility.
4	2.1.3.3	Member's record not located in CPWeb: Determine if the member is an employee	The member's record was not located in CPWeb, the HC will research to determine if member is an employee by: 1. 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 2. If not on a live call, contact an HC who has employee access and request he/she complete a member search. If the member record is located and employee access confirms member is an employee, transfer the service request to the HC with employee access. If the member is an employee, the MC will proceed to



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.



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

Jessica

Persona Type: Mainstream Girl • **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 publishing 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 hopes to be the first to find an innovative way to share his networks.

Goals & Motivations

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

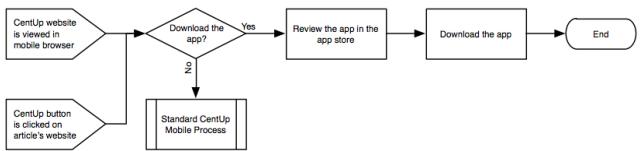
Frustrations

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

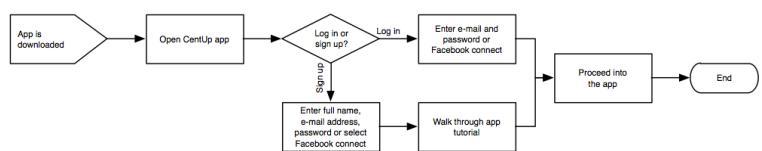
CENTUP

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

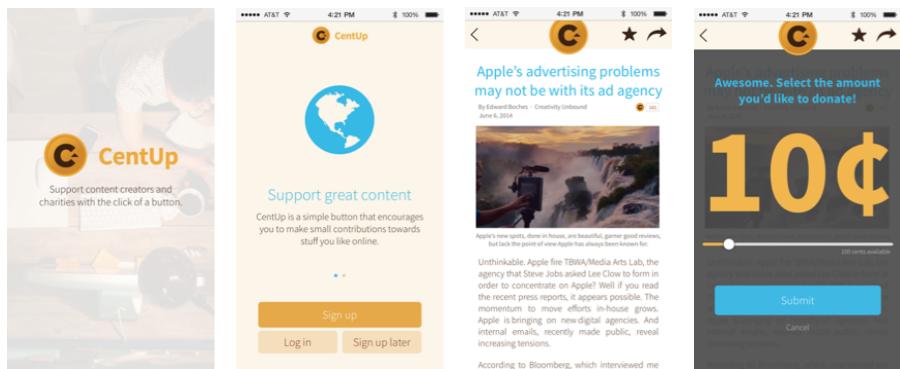
1.0 Pre-App Workflow



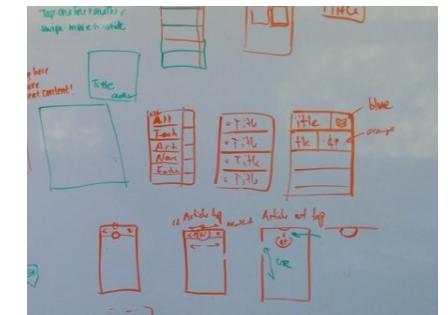
2.0 Login / Sign up Workflow



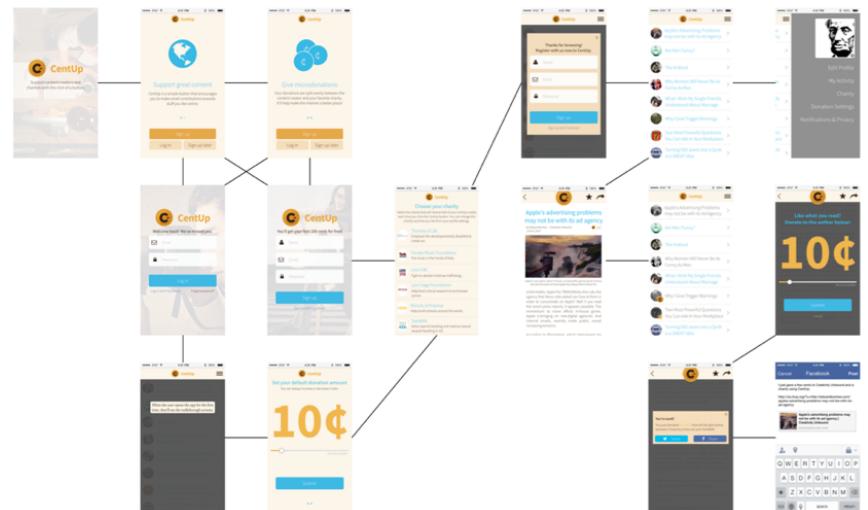
Visual Design: Incorporating the hierarchy and layout determined in the wireframes, I designed each of the screen pages in Illustrator and Photoshop. I kept our design principles, the client's brand guidelines, and the users' needs in mind.



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.

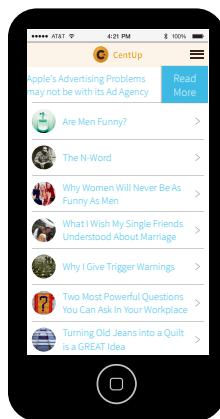
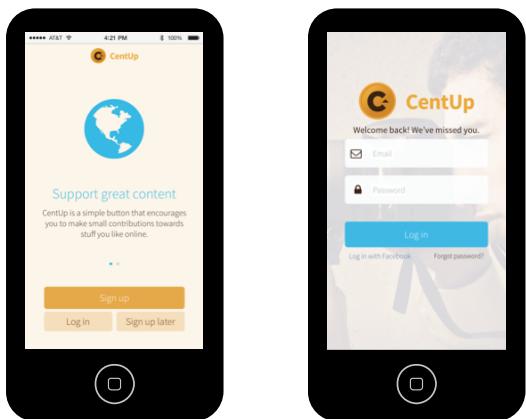


Interaction Maps: The interaction maps depict the screen flows the user can navigate through within the app.

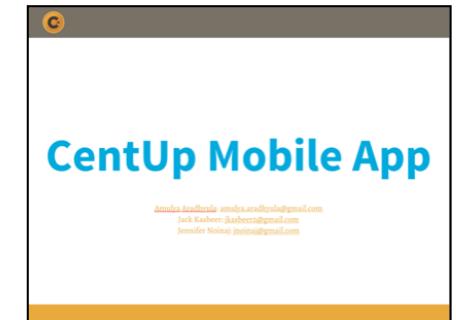
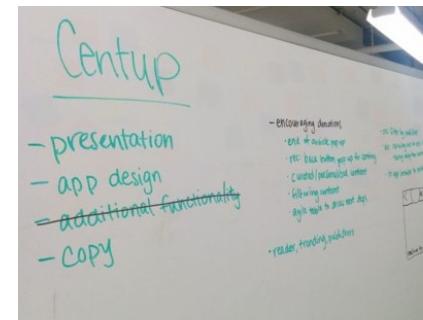


CENTUP

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.

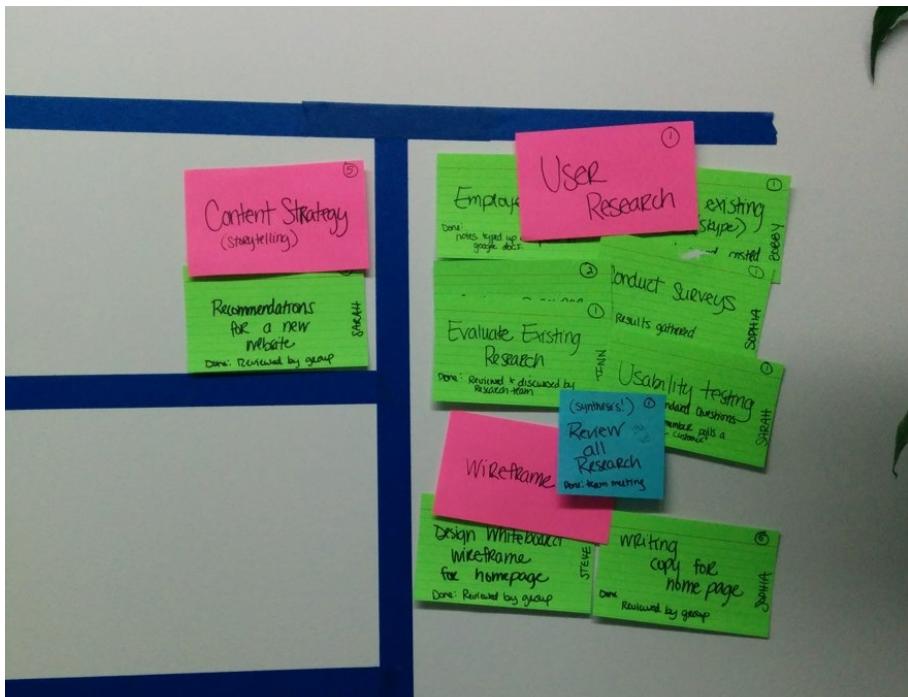


Outcome: Our team responded to the RFP with a final presentation and prototype of the application. We also provided them with our finalized assets. Certain aspects of our designs and functionality were chosen to be implemented in the first iteration of their iOS app.

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
ation about the wants more	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
the info about the people behind company started,	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
the starters, short snippet	a software app for drag and drop tools for the web. Cuts out back-end hassle			confused by images of childrens toys
ads more put product	pricing is confusing			needs a better landing call to action button - should be at top to encourage users to immediately playing with stampplay overwhelmed by pictu

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.

Stampplay Survey Questions

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

* Required

How did you learn about Stampplay? *
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 Stampplay? *
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.

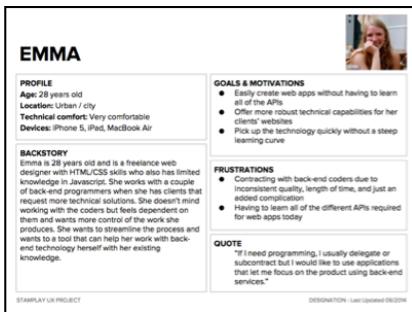
Every day
 Several times a week
 About once a week
 Several times a month
 About once a month
 Less than once a month
 This is my first visit here

What do you like the most about Stampplay? *
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.



EMMA

PROFILE
Age: 28 years old
Location: Urban / city
Technical comfort: Very comfortable
Devices: iPhone 6, iPad, MacBook Air

BACKSTORY
Emma is 28 years old and is a freelance web designer with HTML/CSS skills who also has limited knowledge in Javascript. She works mostly on back-end projects where she has clients that request more technical solutions. She doesn't mind learning new things but finds it depends on them and wants more control of the work she produces. She wants to streamline the process and wants to a tool that can help her work with back-end technology herself with her existing knowledge.

GOALS & MOTIVATIONS

- Easily create apps without having to learn all of the APIs
- Offer more robust technical capabilities for her clients
- Pick up the technology quickly without a steep learning curve

QUOTE
"I need programming. I usually delegate or subcontract but I would like to use applications that let me focus on the product using back-end services."

STAMPLAY UX PROJECT DESIGNATION - Last Updated 06/2014



JAKE

PROFILE
Age: 30 years old
Location: Urban / city
Technical comfort: Very comfortable
Devices: iPhone 5, iPad, MacBook Pro

BACKSTORY
Jake is 30 years old and is a front-end developer for a transportation networking / redressing startup that currently employs 5 people. He uses HTML/CSS and JavaScript frameworks like EmberJS, BackboneJS and Angular. He is responsible for the majority of the work on their website. They have to iterate in an Agile environment and he needs to be able to quickly iterate improvements. He uses applications to help him streamline the programming.

GOALS & MOTIVATIONS

- Being able to integrate multiple APIs into one another easily and quickly
- Uses a lot of components to do so, leveraging them to make his work easier
- Not necessarily finding something to do his work for him but make his work easier

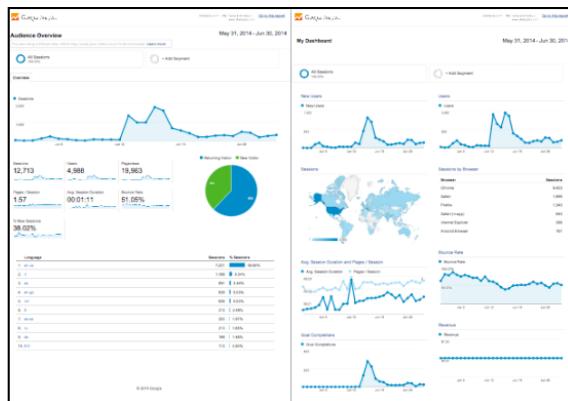
FRUSTRATIONS

- Having to learn and manipulate the individual APIs of multiple platforms
- There are a lot of tools that allow you to customize the UI but not back-end services

QUOTE
"It would be great if I didn't have to learn how to integrate all of the APIs into one another."

STAMPLAY UX PROJECT DESIGNATION - Last Updated 06/2014

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.

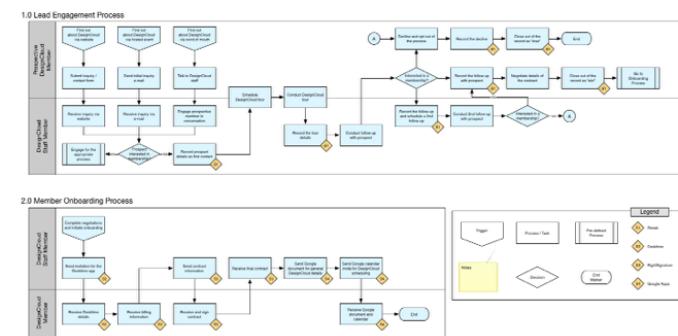
User Research / Affinity Diagramming: We interviewed ten individuals that were current members, potential members, and DesignCloud staff to understand the needs and wants from a co-working space and from DesignCloud specifically.



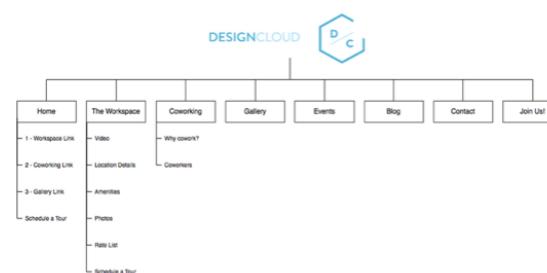
Content + Functional Requirements: Our team discussed the user goals that we had identified during our research and I wrote our requirements. These statements describe what is needed to design a system that fulfills and supports the users' goals.

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

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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