Ana-Louise Trinidad

User Researcher & Experience Designer

I'm Ana, a User Researcher/Designer who transferred from healthcare to technology. At the moment, I do quantitative and qualitative research for nonprofits that do just causes for the world.

Previously I was pursuing health for about 10 years where I cultivated skills in empathy, interviewing, research, database, tracking disease spreads, and caring for adults with disabilities. I also worked and volunteered for grassroots nonprofits aimed towards protecting human rights as well as empowering immigrants and refugees.

My experience as a health worker and community organizer has been integral to how I empathize with user frustrations and joys in user research and how I use storytelling from the peoples' perspective to help communicate the insights in a meaningful way to stakeholders and team members.
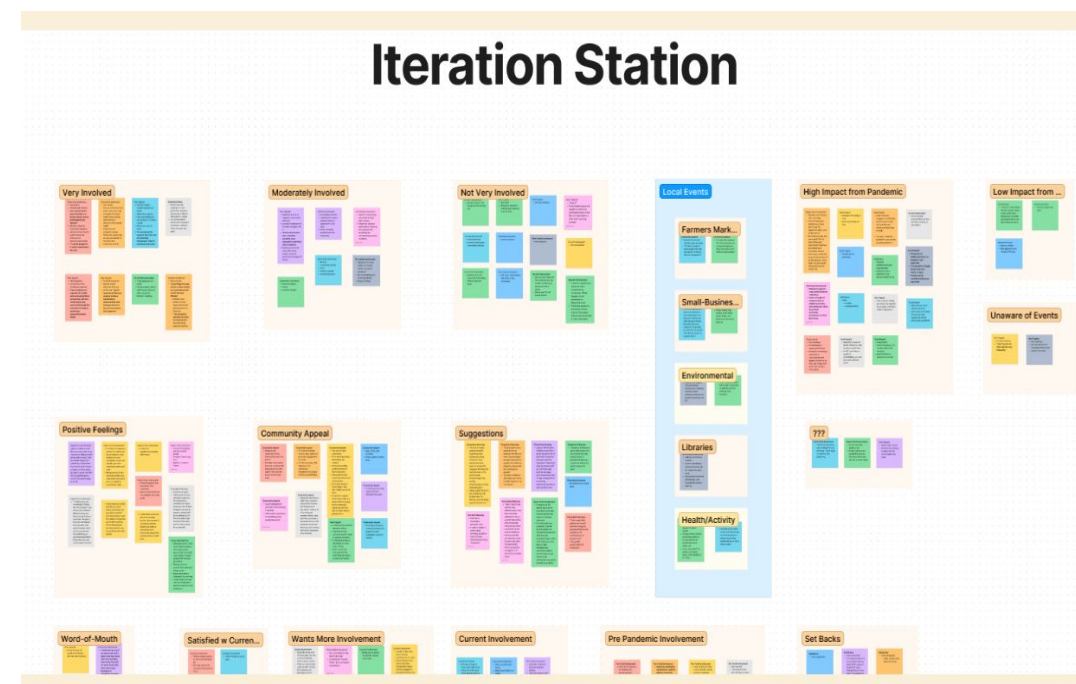
WHAT I'M LOOKING FOR

I'm based in the Bay Area, CA and looking for a full-time remote role with the goal of doing UX Research and Design.

My Skills & Experience

# As a junior User Researcher & Experience Designer I'm skilled in 3 key areas:

User Research

I enjoy engaging with qualitative data by gathering, interviewing, organizing, and synthesizing user feedback. I do well with empathizing with users' frustrations and joys; I use these to motivate myself to create a product to reach users where they are at the best I can.
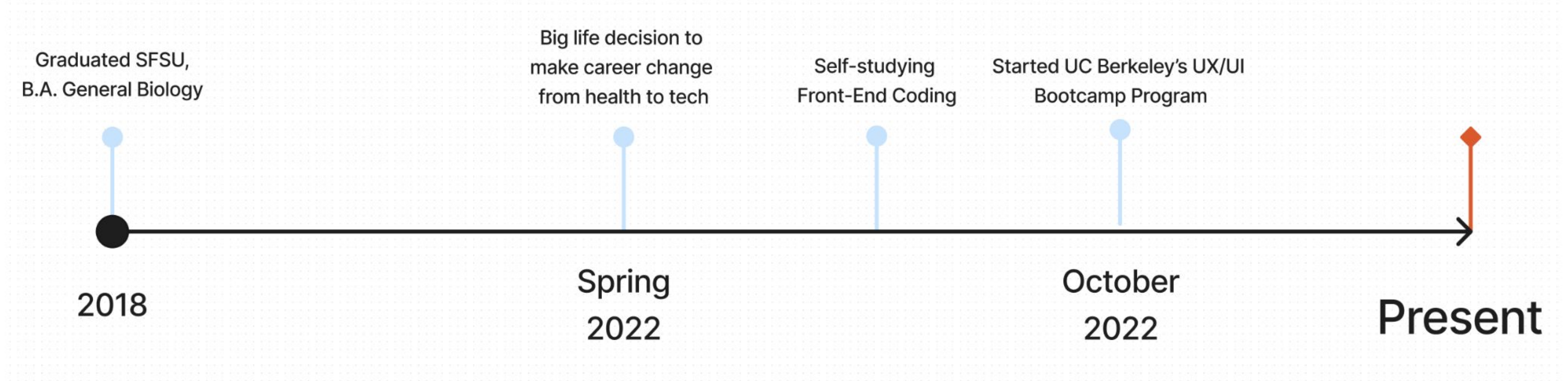
Problem Spotting

I do well spotting where there are pain points, frustrations as well as successes. I strive for user-centric, functional design and users drive my design work.
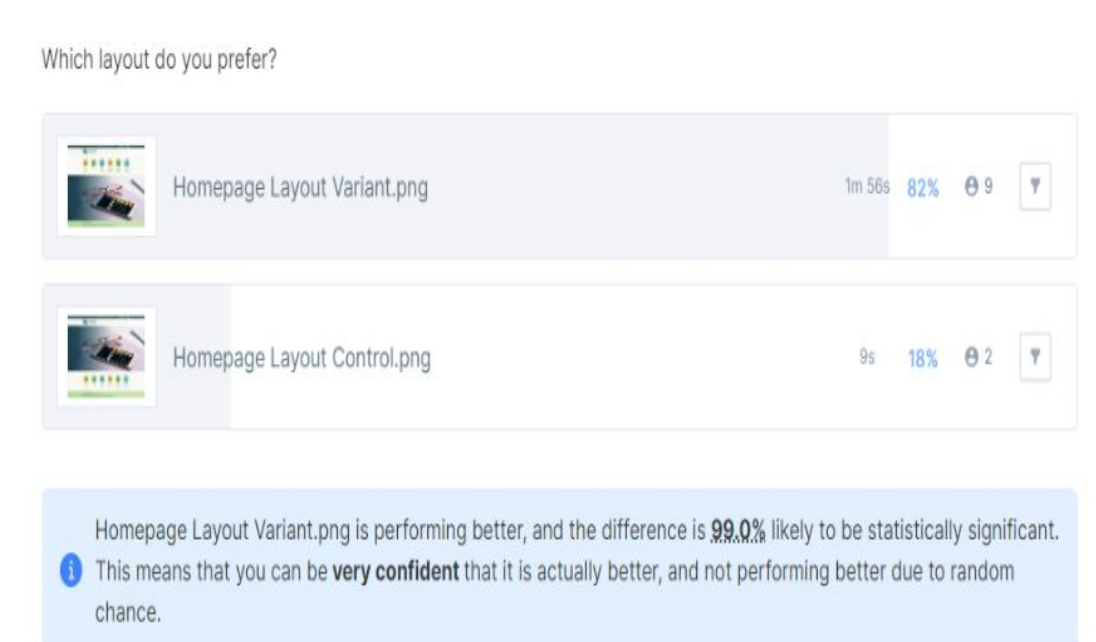
Usability Testing

I ask users to drive the direction of the creation of the product. Their opinions are valuable to me in any shape or form. I utilize my outreach skills to also find the most suitable participant for these surveys for the most accurate feedback.

My Background & Experience

Graduated SFSU,
B.A. General Biology

Big life decision to
make career change
from health to tech

Self-studying
Front-End Coding

Started UC Berkeley's UX/UI
Bootcamp Program

2018

Spring
2022

October
2022

Present

My Projects

UX Research and UX Design to redesign a county's public utility service

Company: UX/UI Bootcamp Group Project

Project Summary

I led a quantitative research study and creation of an easier to use prototype for new homeowning users to start a water service

Responsibilities

- Quantitative research study

- Experience Design

- Prototype & usability testing

Timeline & Team

4 weeks start to finish with 1 person fully remote team of 1

Results

Challenges during usability testing helped me learn how to ask better questions to users for their feedback

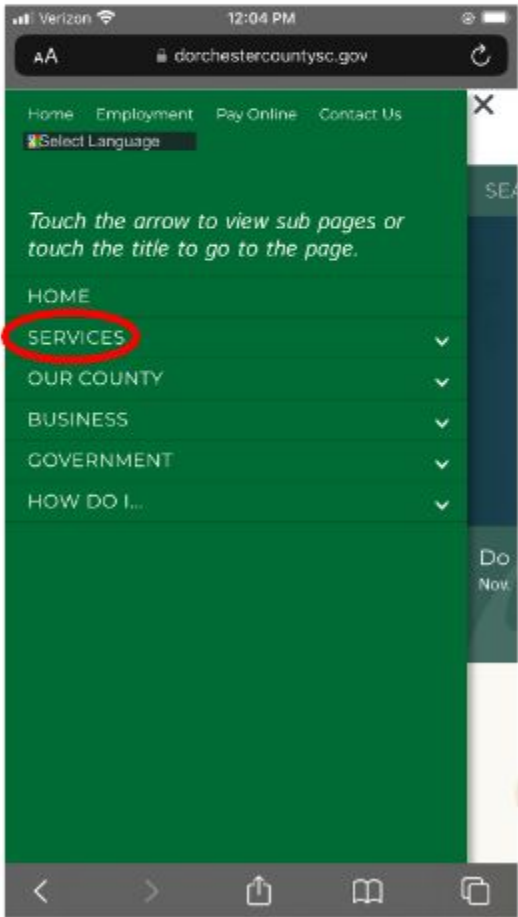**I planned and conducted 3 remote cognitive walkthrough assessments** to understand the pain points, desires, and challenges with creating an easier user task flow to navigate the county website.

3 User Testers who are new homeowners

INTERVIEW QUESTIONS

- How was your experience starting a water service on the current website?

- What improvements in usability would you like to see?

- What top 5 topics do you tend to look for in a county website?

Analysis of the Cognitive Walkthrough assessments who were reaching their fitness goals and experiencing significant personal transformations.

"

The paperwork to own a new home is very overwhelming and unclear...I want the PDF form to be an online form that saves information, residents can upload documents, and schedule appointments.

Quote from a User Tester

The cognitive walkthrough interviews revealed how a streamlined, fully online process could improve the new house owner experience
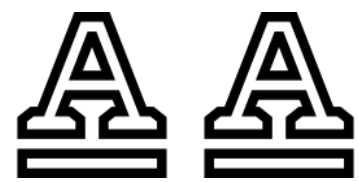
Lack of text hierarchy in the large sub-menu on the homepage is a significant point of friction that resulted in slow search time

Need of shortcuts was expressed from users who wanted to see the information organized in prioritized content
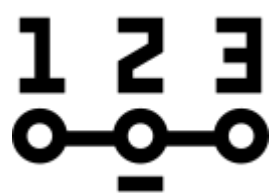
No visible tracking of task progress which made users express a clear visual that reassures them where they are in the process of starting a water service form

> " *If only there was a singular checklist for new residents that keeps track of Need-to-Do things after they sign all the notarized paperwork to make moving in the house less overwhelming and all in one place.*

Quote from a new house owner from User Testing

Heuristic violations created frustrations when filtering information of services in the county website

1 Content was overwhelming and had the same text size that made searching for water service somewhat difficult

2 Subheadings needed to be reworded to match everyday language of users
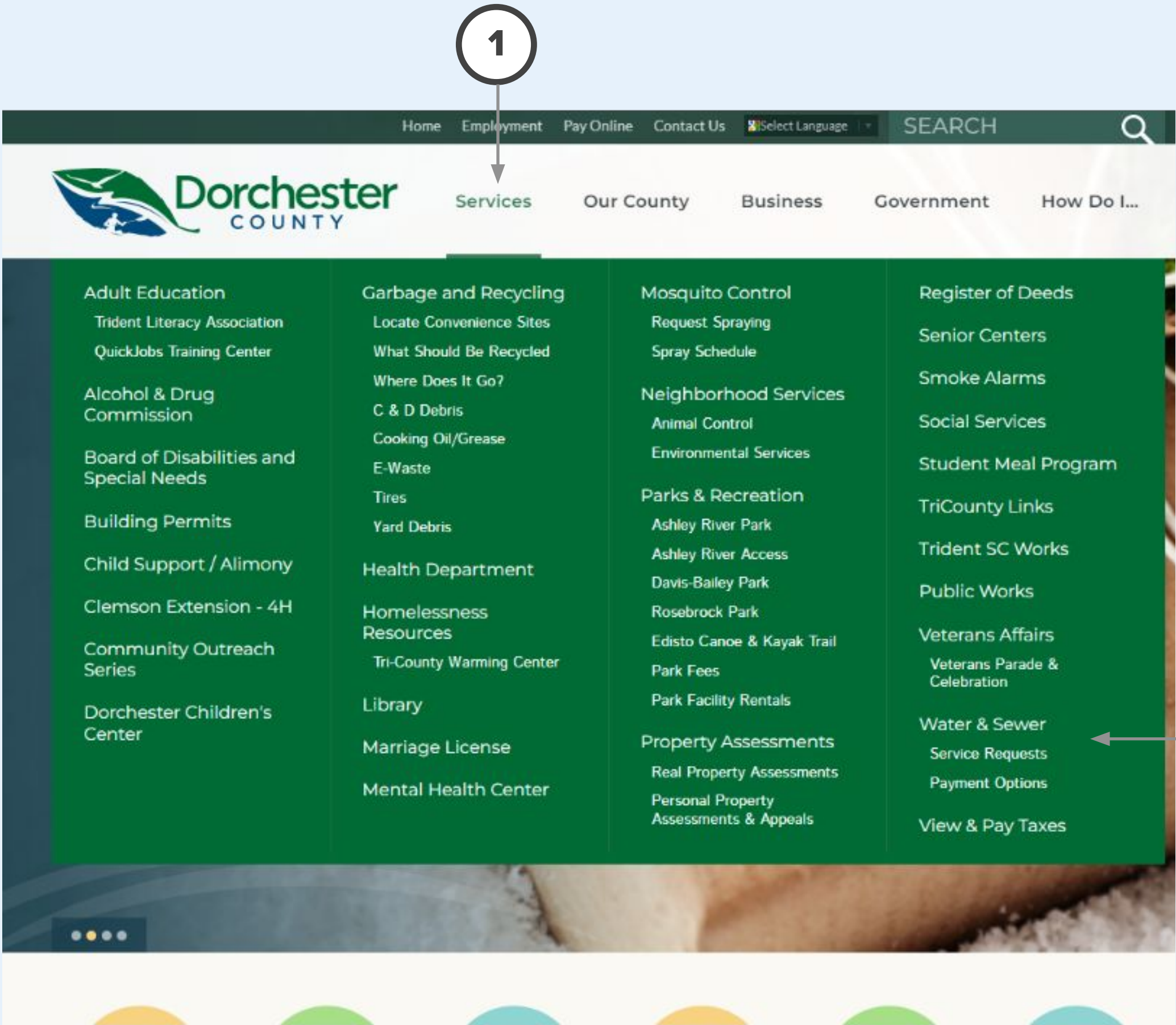
An unexpected challenge emerged, **users cannot give adequate feedback if the designer does not ask simple questions** causing mixed results and delays in the design process
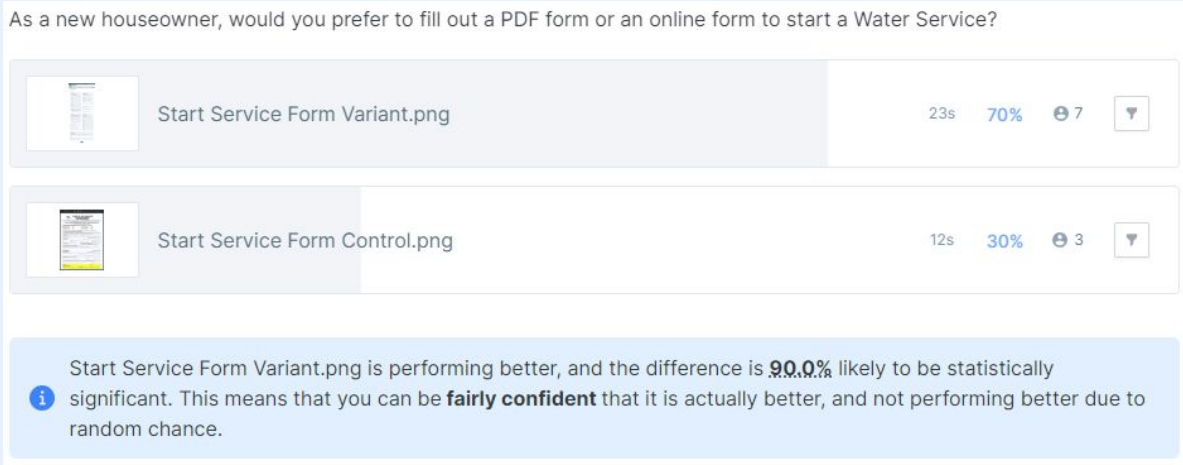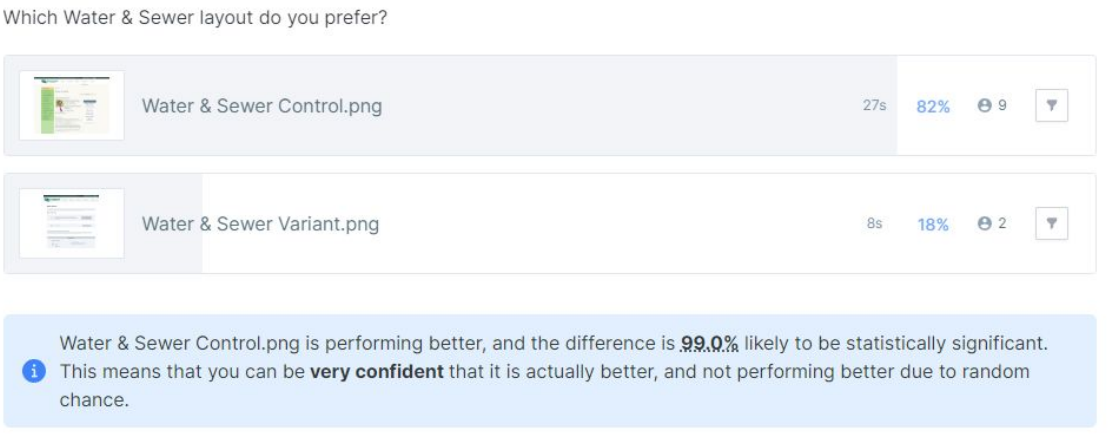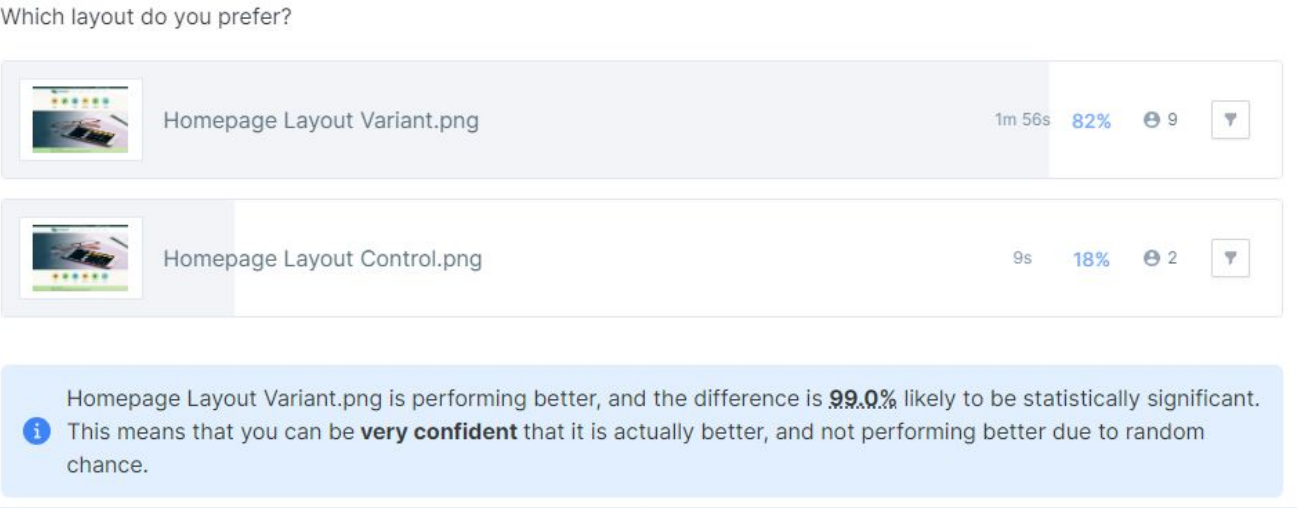
It is important to know how to ask the right questions to users for usability testing in order for their insight to help drive designs for prototypes

What I Learned

- Ask simple questions for Usability Testing
- This was a UX project where I made a lot of mistakes in Usability Testing and learned from them

Improving access of mental health resources for community organizers

Company: Filipino Advocates for Justice

Project Summary

I was a part of a 5-person UX Design team to redesign their website with High-Fidelity Mockups for Desktop & Mobile

Timeline & Team

4 weeks start to finish with 5 person fully remote team spread across 2 states

Responsibilities

• Gathering and interviewing users to help create a User persona

• Affinity Diagram, Site maps

• Usability testing

Results

Very positive feedback from stakeholders and they would consider more design help from us in the future

BEFORE & AFTER

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Responsive Website Redesign for Filipino Advocates for Justice
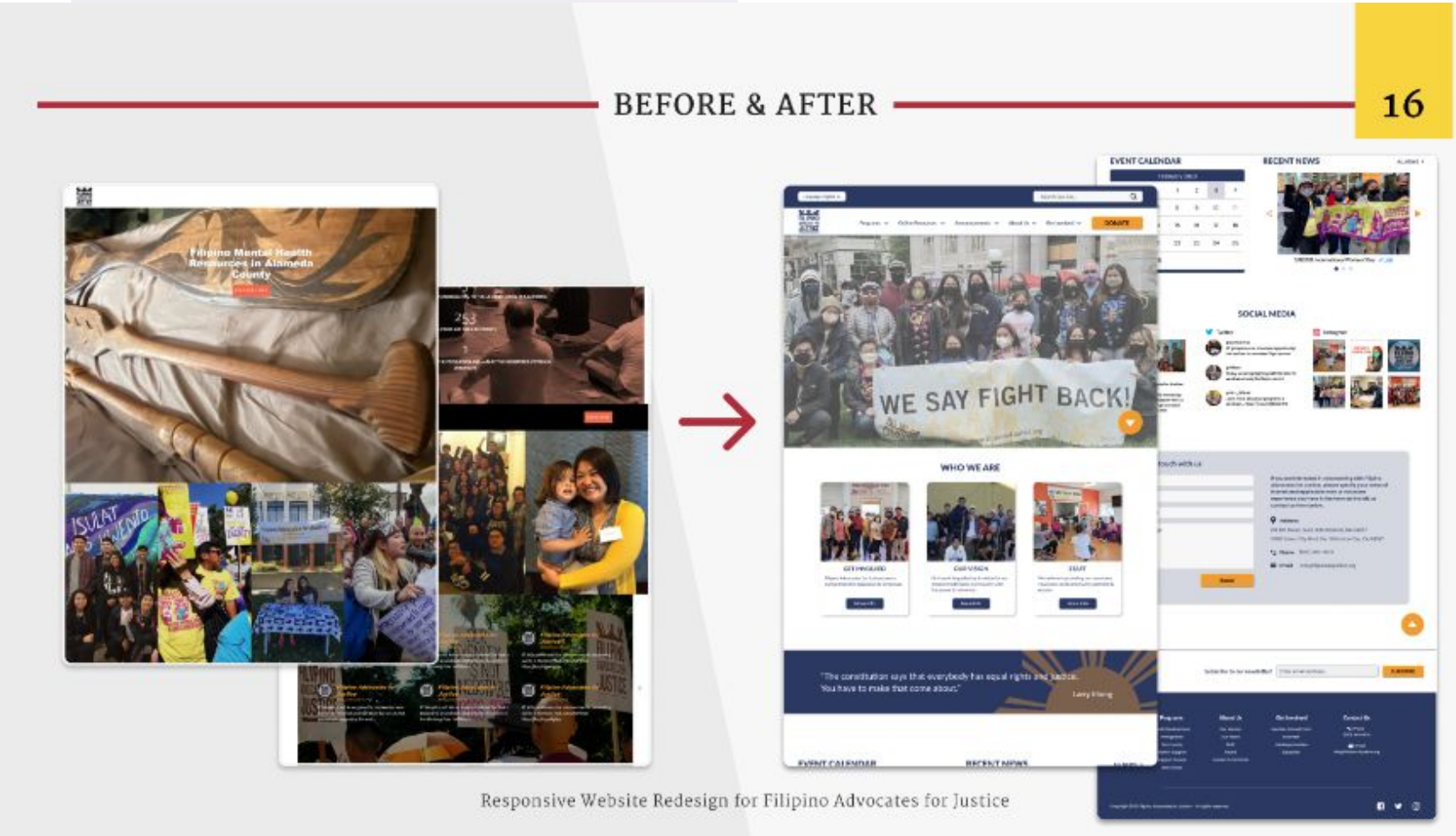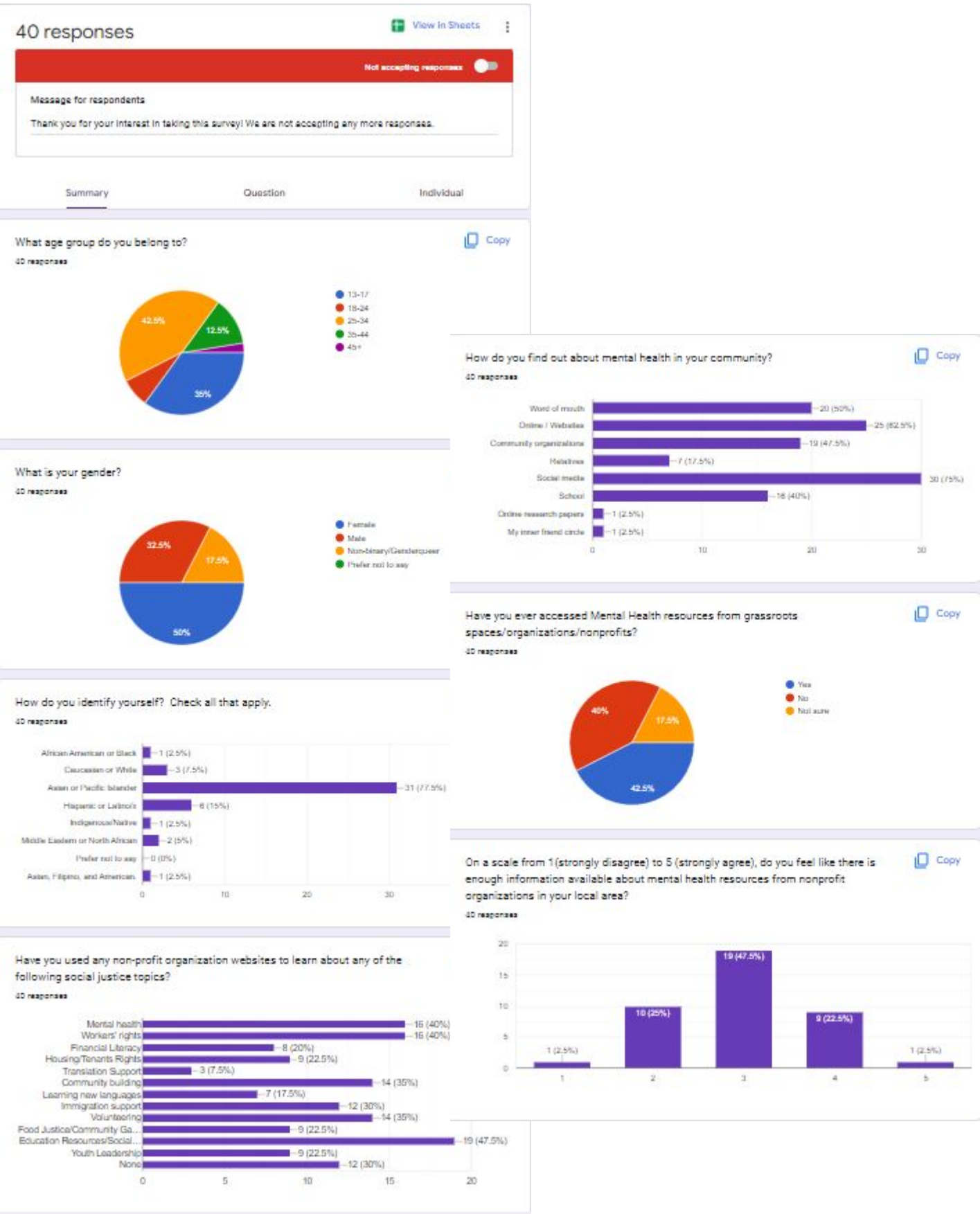
First, I mapped out the experience of the entire website to understand its information architecture
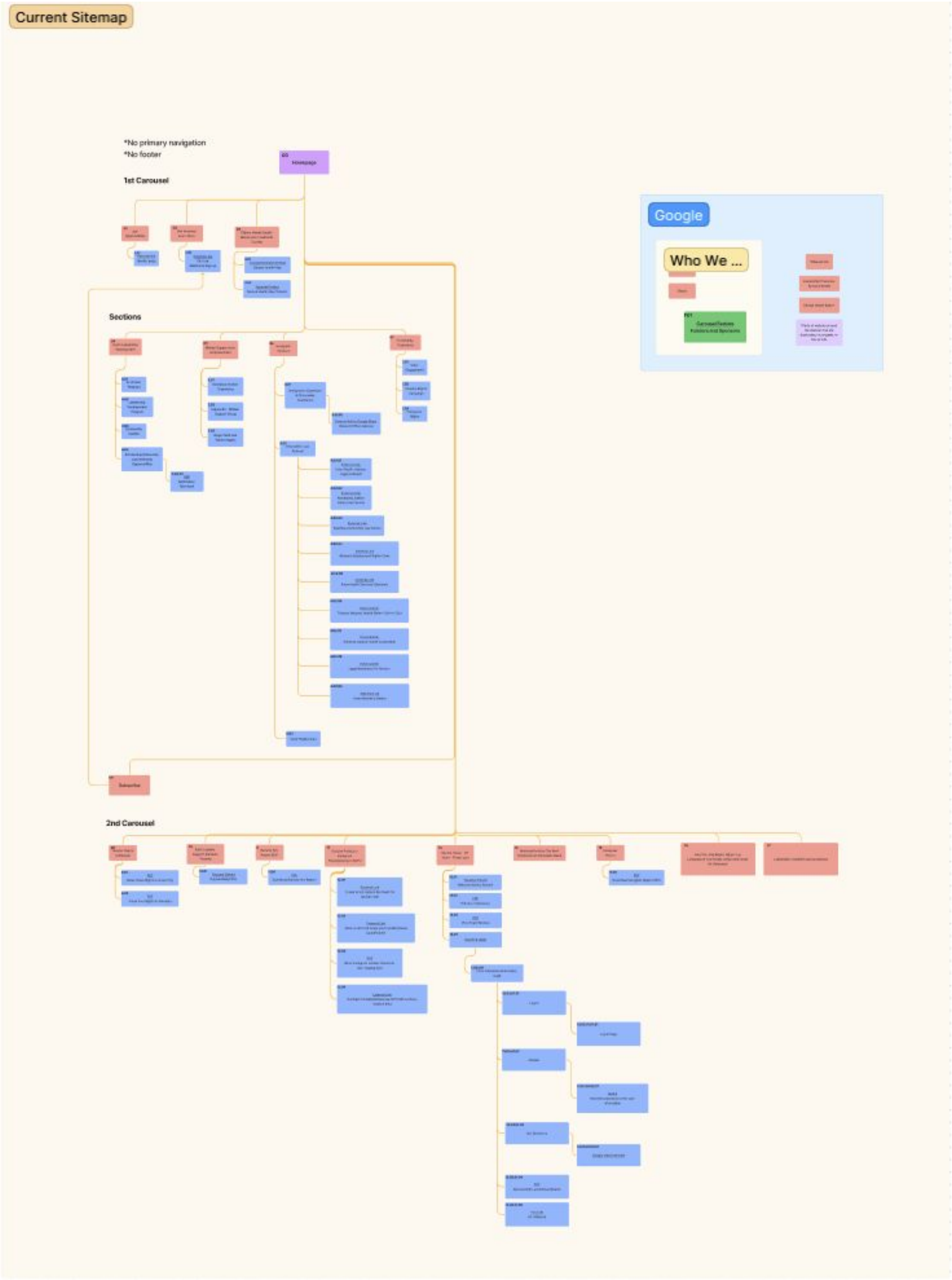
Next, the site maps I mapped out helped the team form the information architecture for the primary navigation bar which quickly helped us move on to the creation of the Low-Fidelity wireframes
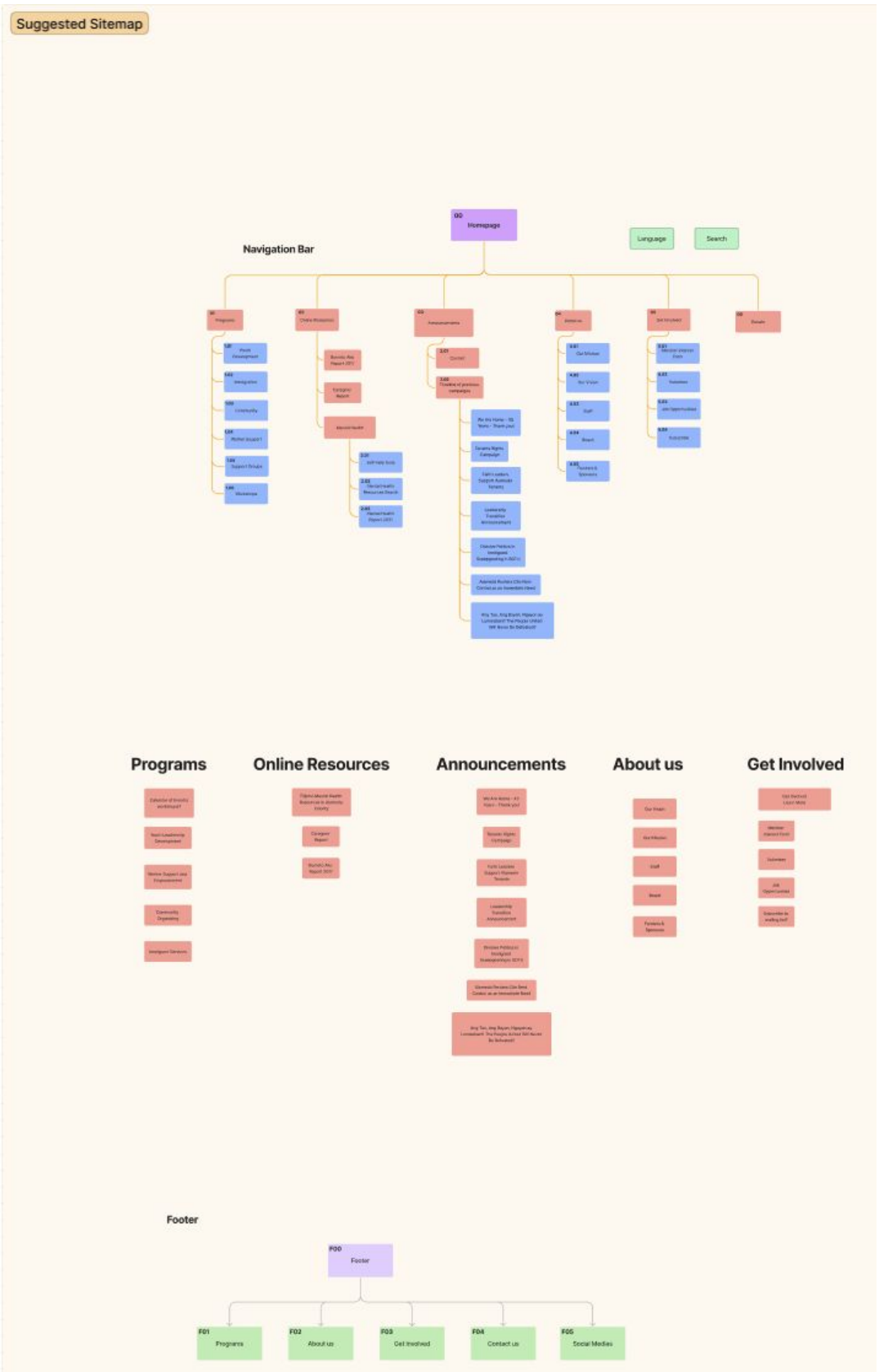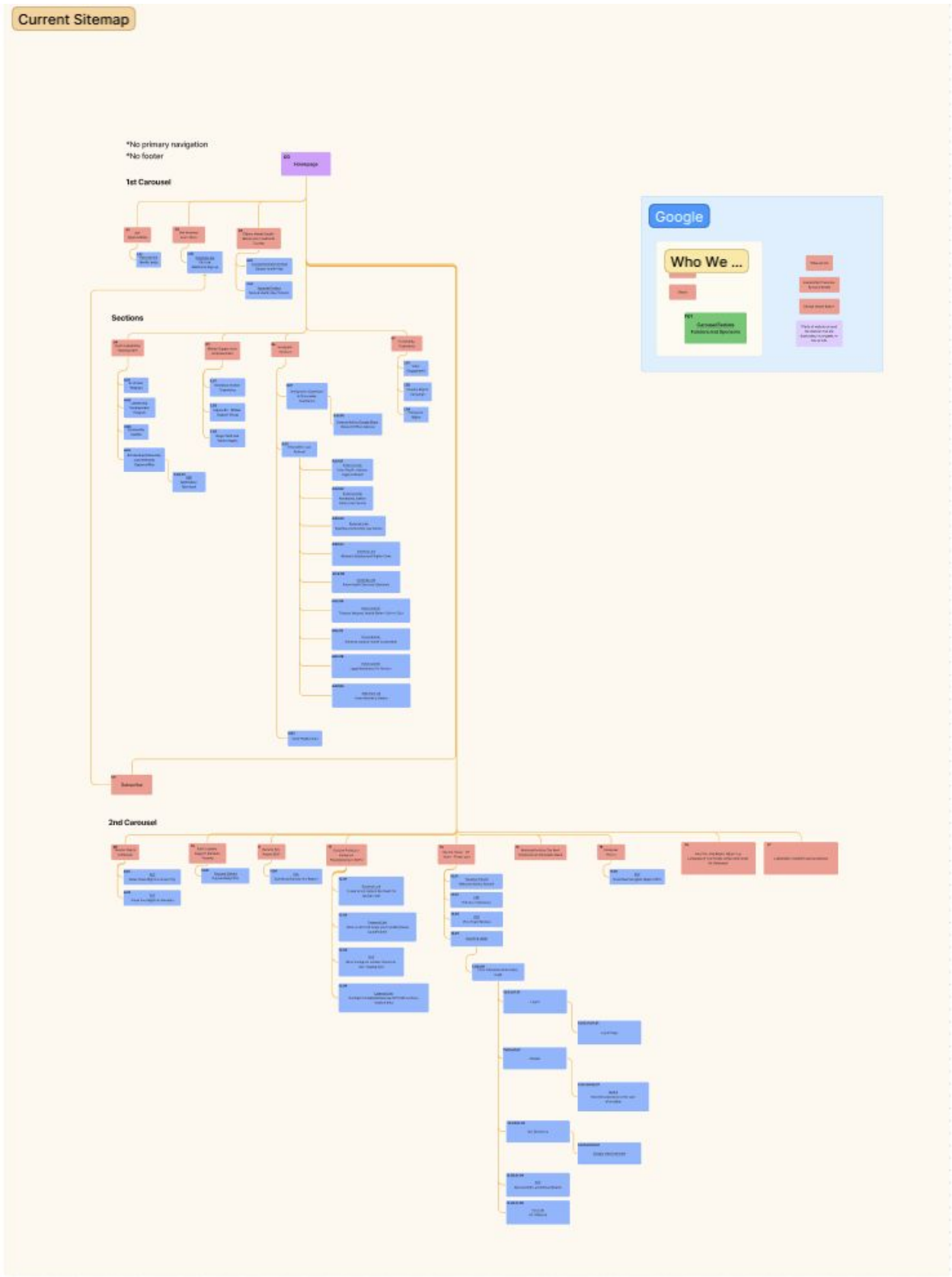
Slide Excerpt from Case Study Slide Deck

Major changes to primary navigation:
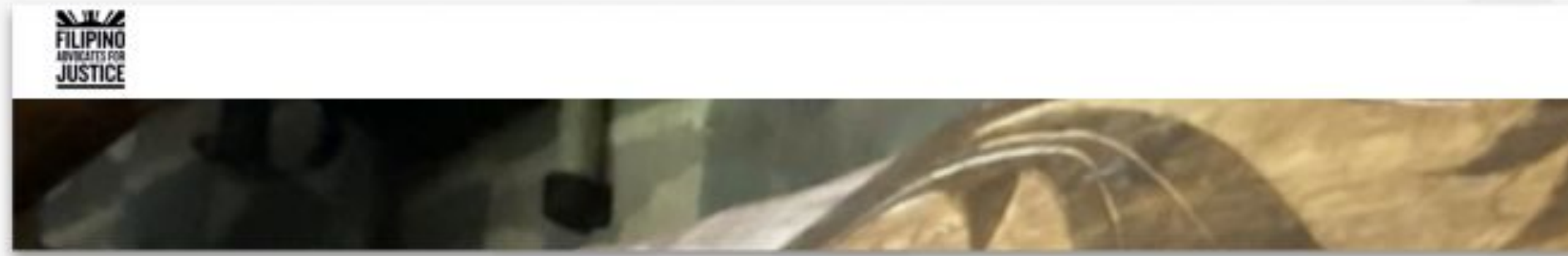
- There were **no organized sections** on original site map

- Took sections from original site map + data from survey + user interviews

→

- Programs
- Online Resources
- Announcements
- About Us
- Get Involved
- Donate

Responsive Website Redesign for Filipino Advocates for Justice

With the revised primary navigation bar, users had **90-100% success rates when finding mental health resources on the FAJ website**

IN THE USABILITY TESTING OF THE LOW-FIDELITY PROTOTYPE

90 %

Found a way to view mental health resources and navigate to the mental resources search page

100 %

Completed the provided fields and search

90 %

Navigated back to the home page

The importance of Daily Sprint Check-ins and Agile UX for successful product creation and cohesive teamwork collaboration

Key Outcomes & Results

- Highly successful functional design of High-Fidelity mockups for both Desktop and Mobile

- Positive rapport built with stakeholders

- As a team, we managed to recreate the primary navigation bar to be the foundation of the website

What I Learned

- Daily stands in Agile UX up are super important for UX Design Teams in order to know where everyone is at; this happened seldomly within the team.
  - Unclear consistent assigning of tasks to individual members
  - Not fully understanding the strengths and weaknesses of individuals of the team early on

Tackling wicked problems of improving awareness of local resources

Company: UX/UI Bootcamp Group Project

Project Summary

I helped lead a quantitative research study to create a mobile app that addresses the need to find local events and resources to isolated users

Responsibilities

- User Interviews, Survey creation

- Affinity Maps, Empathy Maps, Competitive Analysis

- Prototype & Usability testing

Timeline & Team

4 weeks start to finish with 4 person fully remote team

Results

General sense of intrigue and curiosity of user's local area. Shows there is potential desirability in project idea
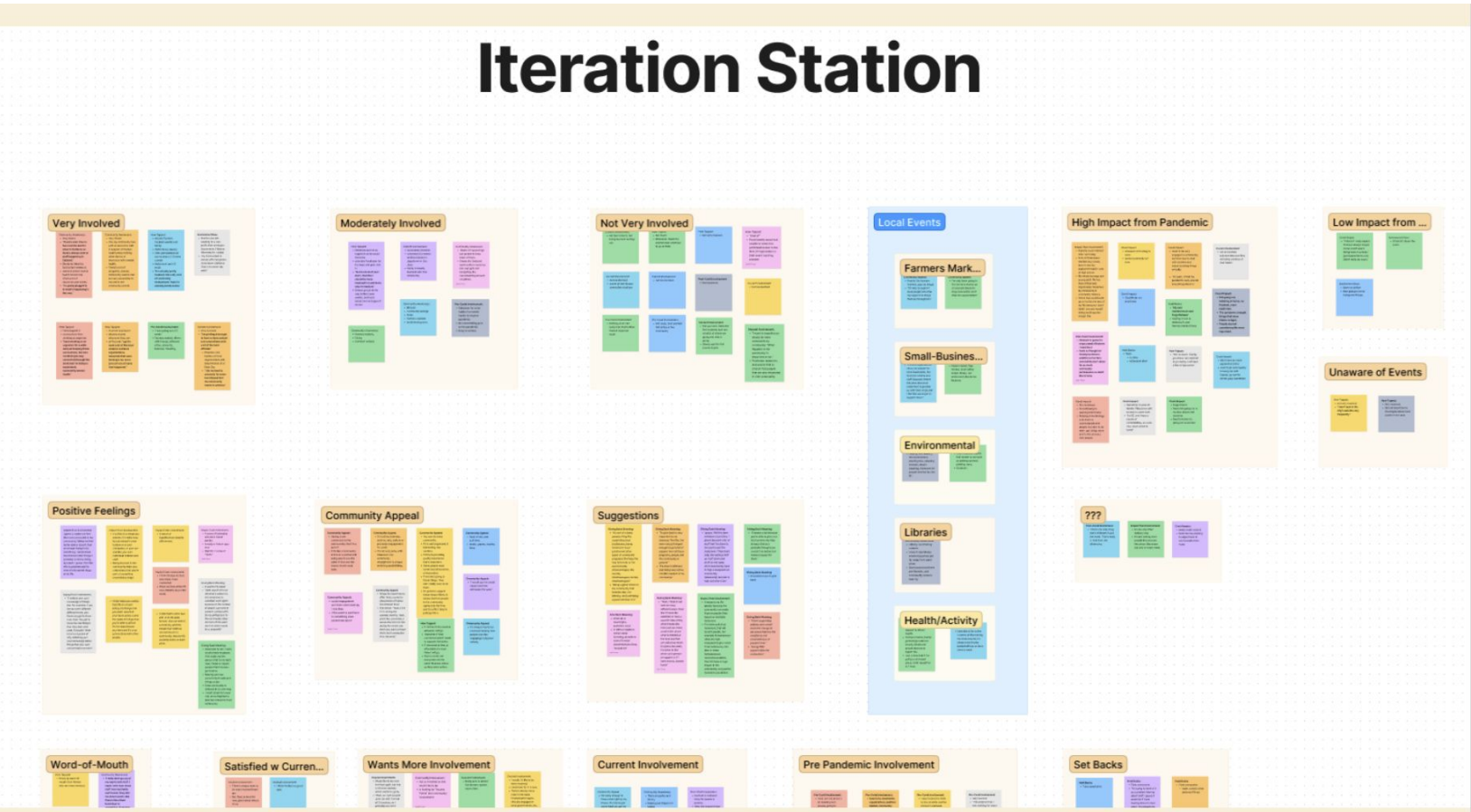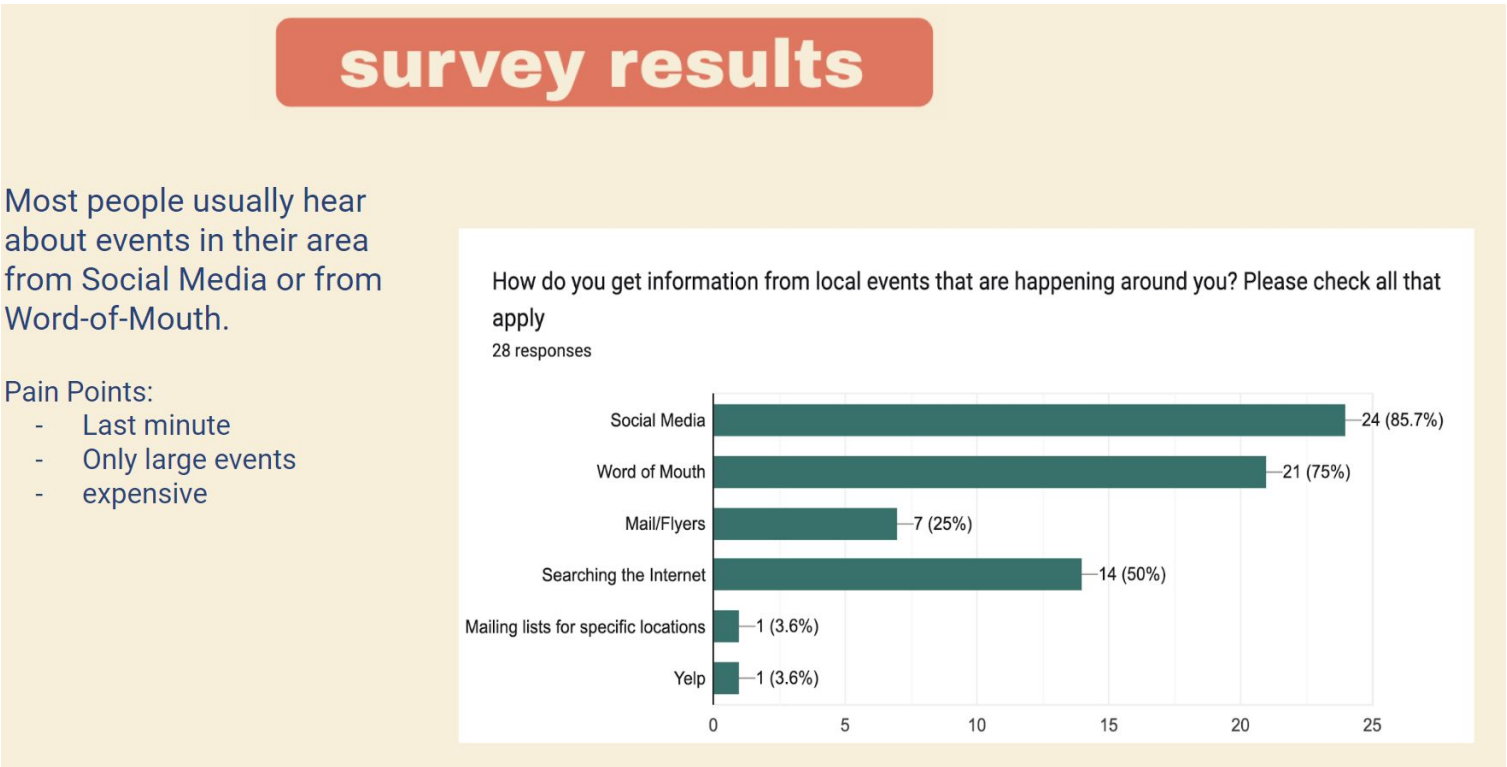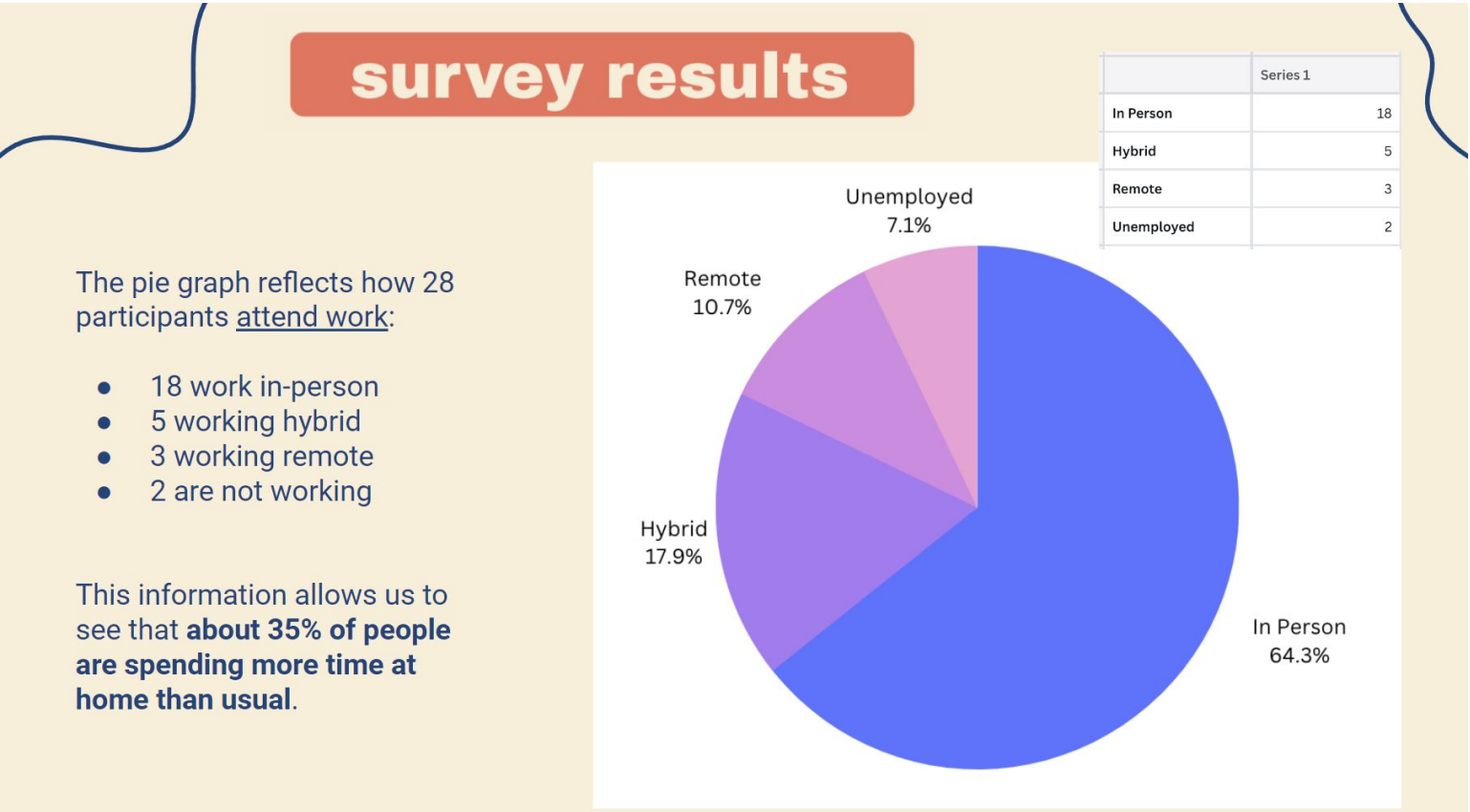
I planned and conducted 5 remote interviews out of 12 to
understand the purpose, opportunity, and challenges to help create the User Persona

Impaction of COVID-19 to connection with local community

USER INTERVIEW QUESTIONS

- In what way did covid have an impact on your day-to-day lifestyle?
- What was your involvement in the community like prior to Covid?
- What is it like now?What community events, services, and resources do you know of that are available in your local area?

Gauging involvement of users in local happenings

USER INTERVIEW QUESTIONS

- How tapped into the local events, happenings, and gatherings in your community are you?
- How involved do you feel like you are in your local community?
  - How involved would you like to be?
- What makes a community service and/or resource appealing enough to make you want to go out and participate?

Importance of connection to local community

USER INTERVIEW QUESTIONS

- Is there anything that holds you back from participating in these local happenings?
- What does it mean to you to give back to the local community?
- In what ways does being involved in the local community impact you?

Know where to find the right users to interview that fit closely to the proto-persona to yield successful qualitative data

Key Outcomes & Results

- Some desirability in connecting with local community; this can be further investigated

- Creation of Mid-Fidelity prototype improved upon with difficult feedback from users

What I Learned

- Resolving group dynamic frictions with soft skills and individual check-ins

- Being mindful in finding participants that fit proto-personas as close as possible

Professional Activities

Volunteer Experience

In my spare time, I take self-studying seriously and volunteer my skills to nonprofits to help just causes but also to sharpen my skills.

Front-End Development

Filipino Advocates for Justice
- UX Researcher, UX Designer, & Wordpress Front-End Developer
  - March - Present

Developer Apprentice for the The Serious Type Nonprofit
- Tech Fleet DAO Community
- Feb - April 2023

Graphic Design and Illustrations for Nonprofits on Catchafire

Created Infographics, Annual Reports, IEP Process, Checklists, Illustrations for various Nonprofits

Dashboard Profile Here

Want to hear more about my experience or what I'm looking for next?

Let's talk:

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