David *Le*

UX/UI Design Portfolio 2024

Work Sample Guide

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Table of Content

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Hi, I'm David,

a Boston-based UX/UI designer. Crafting intuitive experiences at the intersection of art, design, and technology is my mission. I'm a reliable team player with a growth mindset, passionate about elegant design and creating impactful experiences.

EXPERIENCE

Freelance — Visual Designer
Aug. 2021 – Present | Medford, MA

BRZ Insurance – Digital Marketing Coordinator
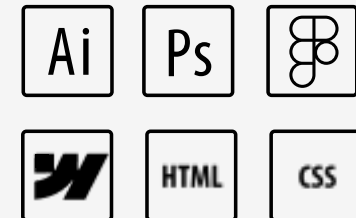May 2018 – Apr. 2020 | Malden & Framingham, MA

EDUCATION

Amherst College | Dec. 2016
BA, Art & the History of Art & Political Science

UX SKILLS

UX Design, Interaction Design, User Testing, User Interview, Prototyping, UI Design, Analytics, Responsive Design, Wireframing,

SOFTWARE SKILLS

Ai Ps Figma
Webflow HTML CSS

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RESEARCH

DESIGN

ITERATE
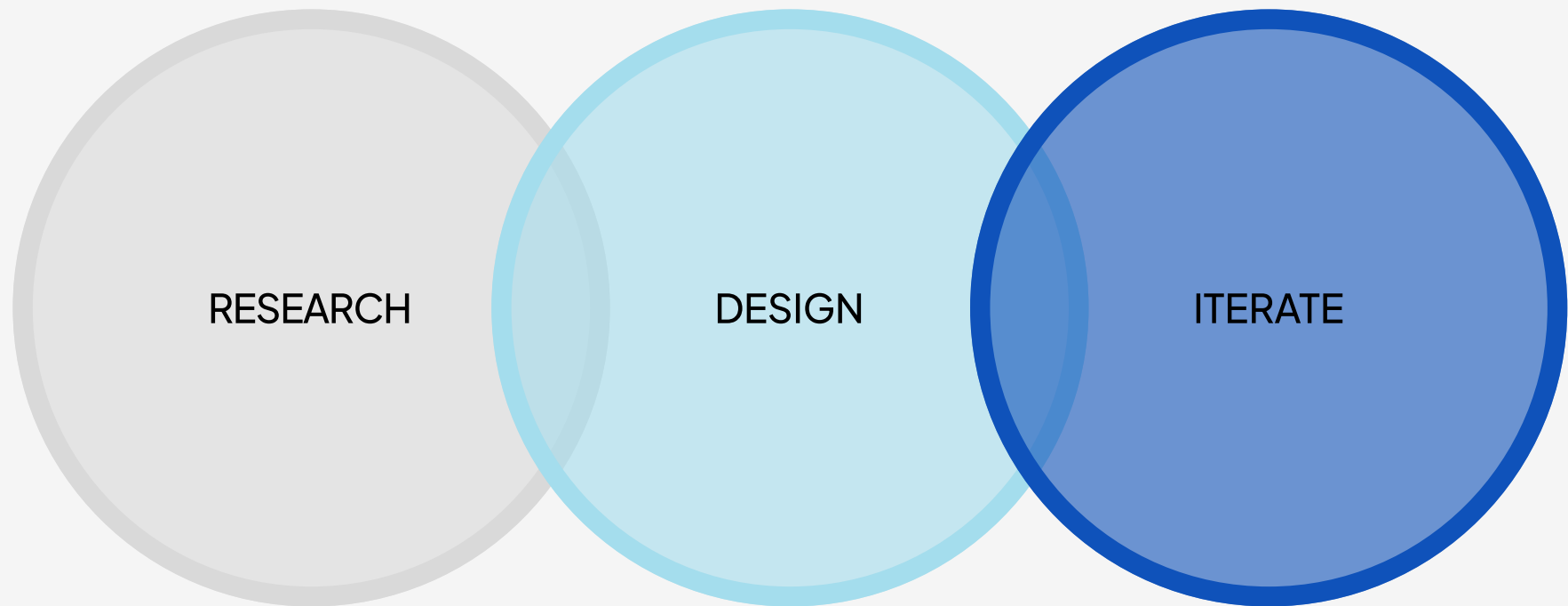
User
Research

QuantaCam 3D

WeCare

Empathy Map

Says	Thinks
Does	Feels

Competitive Analysis

User Journey Map

Persona Name: Alex Chen

Background: eCommerce Business Owner

This user journey map details Alex's interaction with QuantaCam, focusing on his goals, actions, emotions, thoughts, and potential improvement opportunities throughout the exploration process.

Goal: Alex's goal is to seamlessly integrate QuantaCam 3D App into LuxGem Jewelry's eCommerce operations, elevating the customers online shopping experience through immersive and high-quality, true-to-life 3D models rendering of products for online purchase.

Competitor 1
Sittercity

This app connects parents with babysitters and nannies in their area.

Features :

→ a variety of search and filter options

→ a messaging system for communication

→ a payment system for booking and billing

Competitor 2
Care.com

This app connects parents with caregivers for a variety of services, including babysitting, tutoring, and elderly care.

Features :

→ a variety of search and filter options

→ a messaging system for communication

→ a payment system for booking and billing

Competitor 3
UrbanSitter

This app connects parents with babysitters and nannies in their area.

Features :

→ a variety of search and filter options

→ a messaging system for communication

→ a payment system for booking and billing

→ a ratings and review system to help parents choose caregivers.

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Personas

QuantaCam 3D

Wagamama

WeCare

Information
Architecture

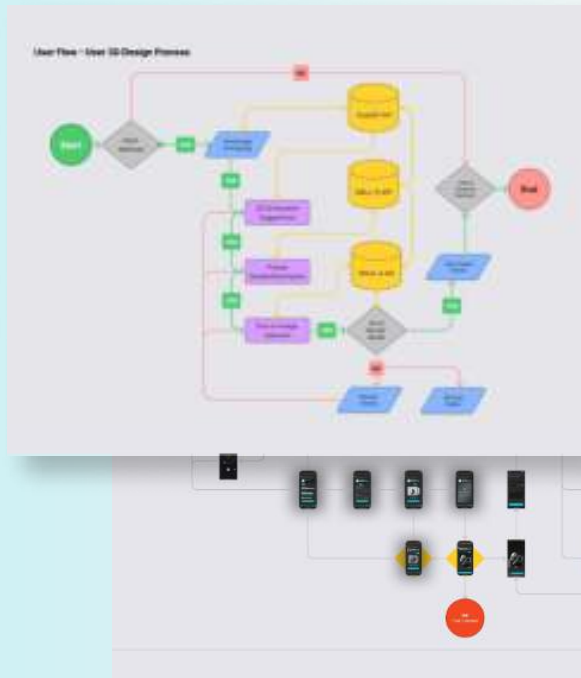**QuantaCam 3D**

Keller William Reality

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User Flow

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Sketches
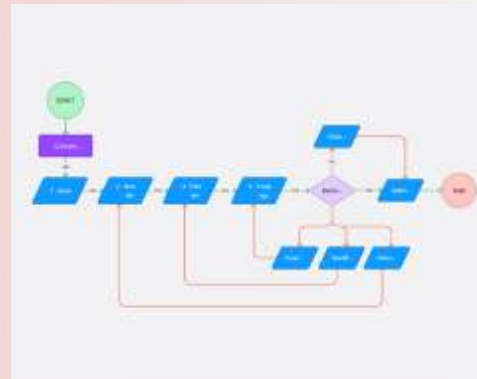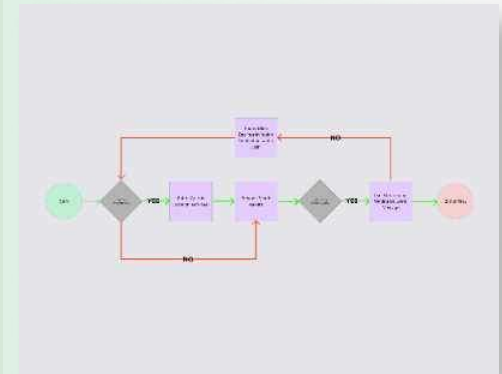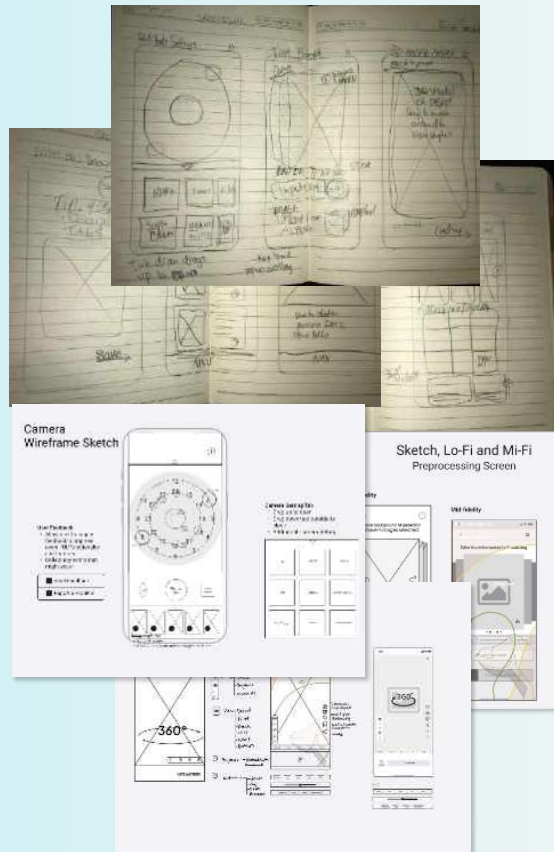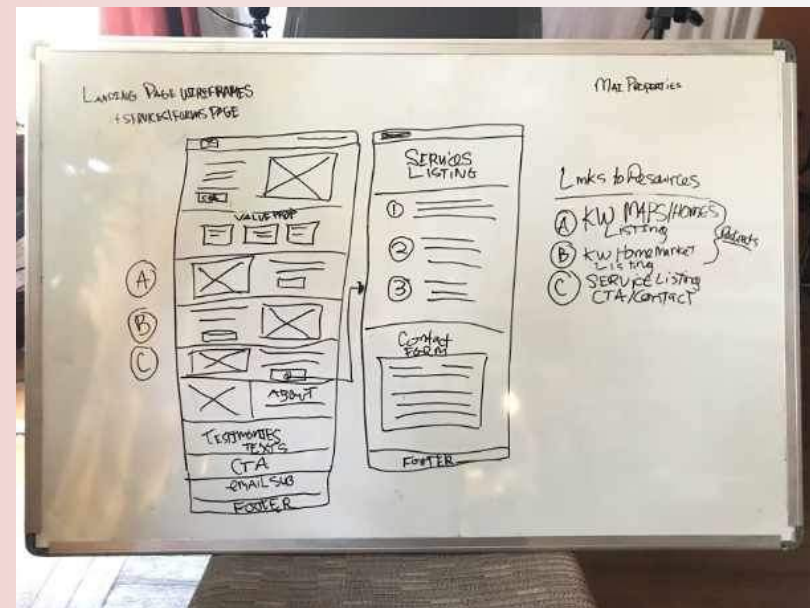
QuantaCam 3D

Wagamama

Low-Fidelity Wireframe

QuantaCam 3D

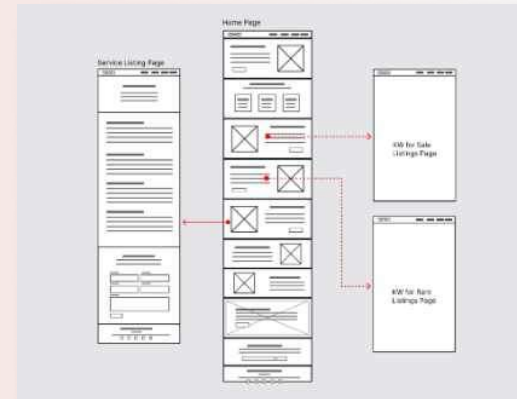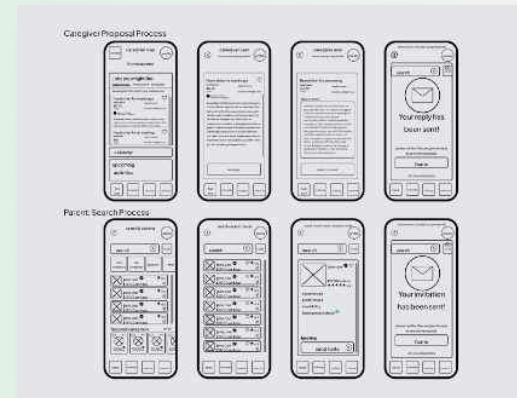
Keller William Reality
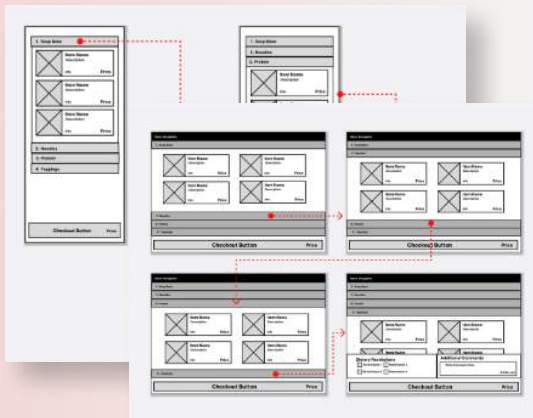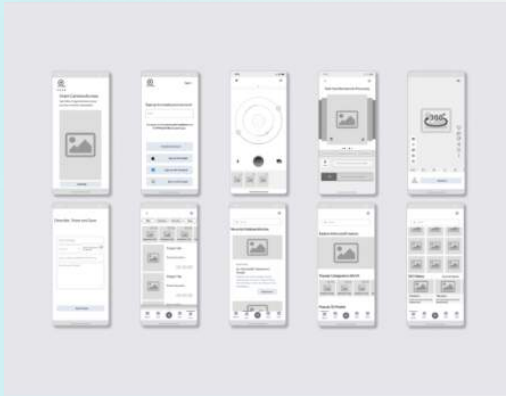

Wagamama

WeCare

Mid-Fidelity Wireframe
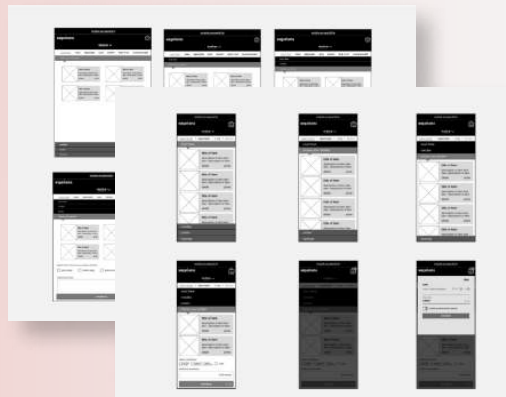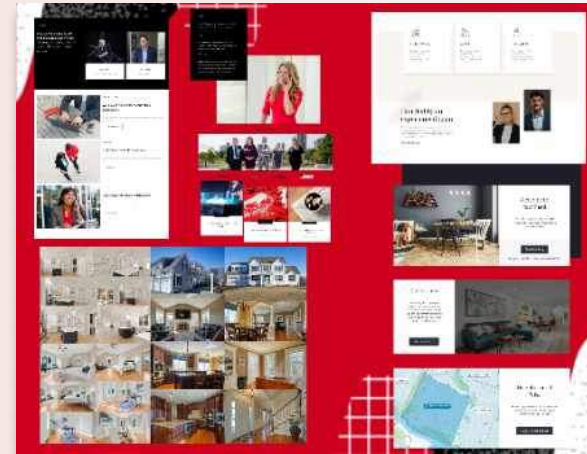
QuantaCam 3D

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Moodboard

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Style
Guide
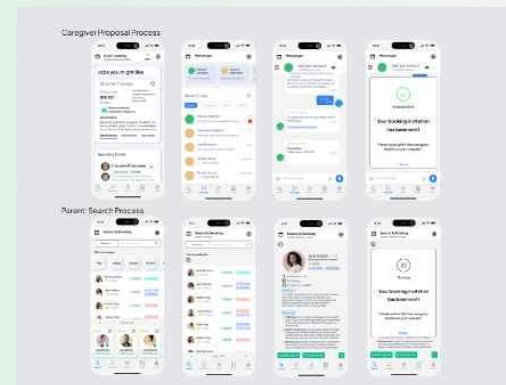
QuantaCam 3D

Wagamama

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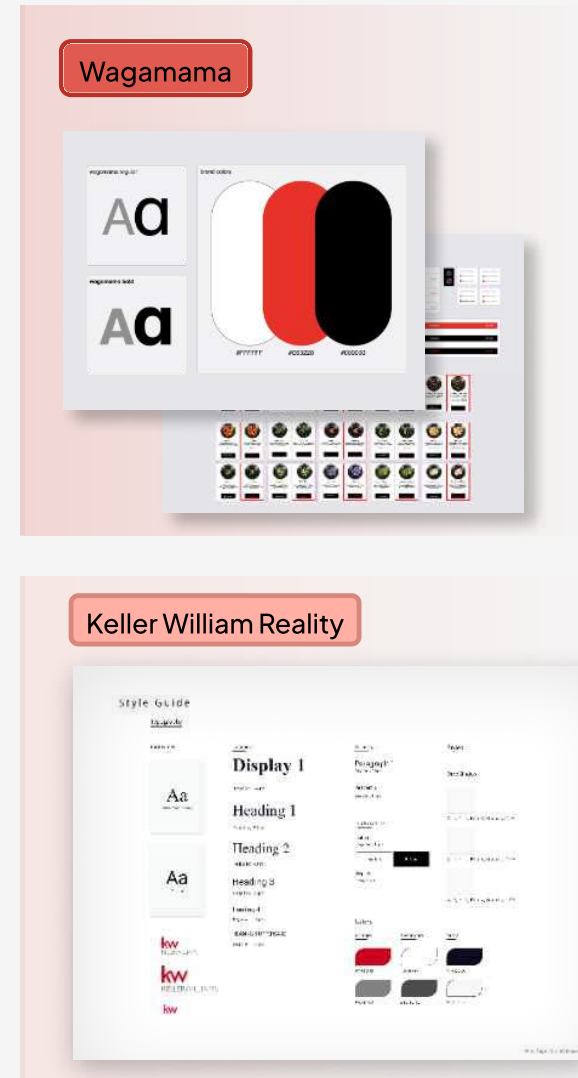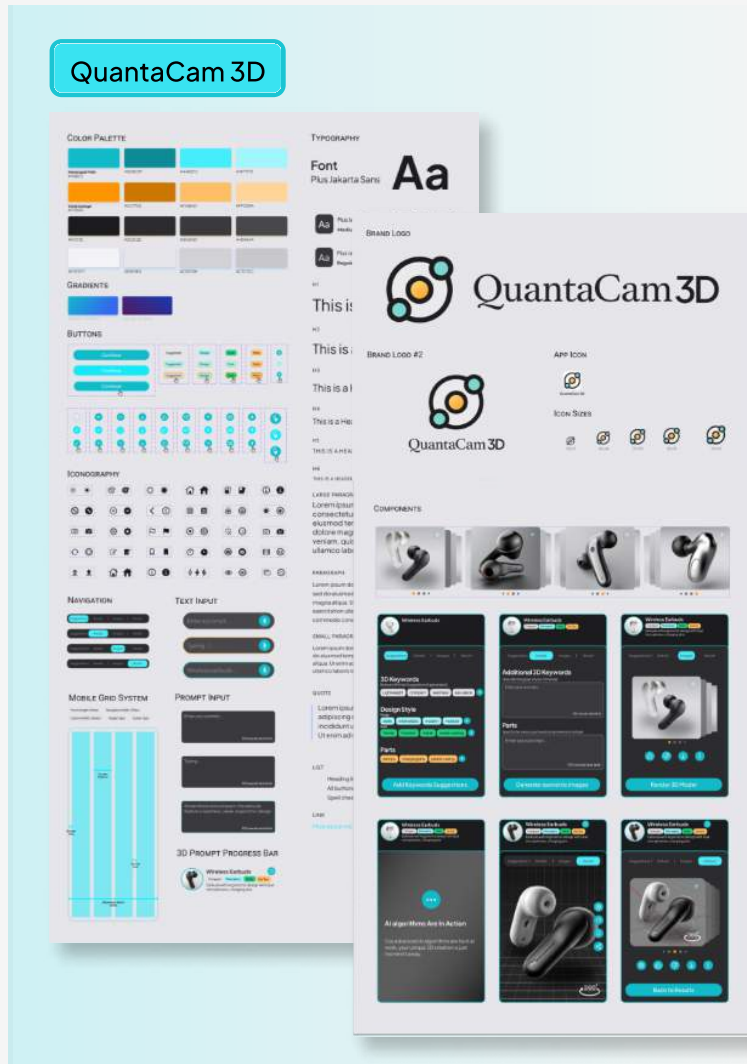
High-Fidelity
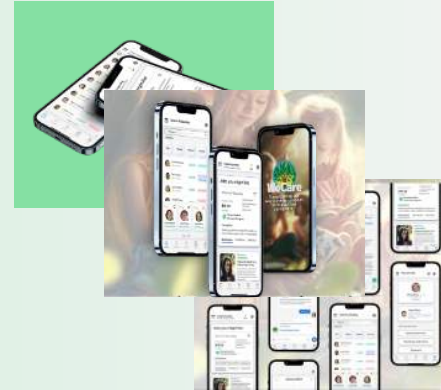# Wireframes

QuantaCam 3D
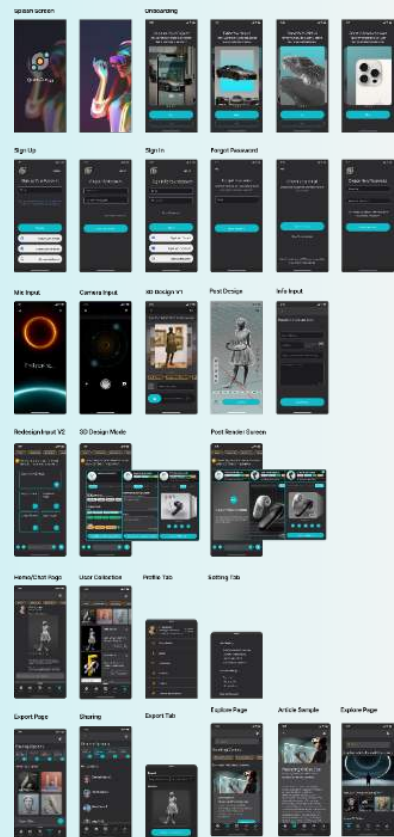
Wagamama
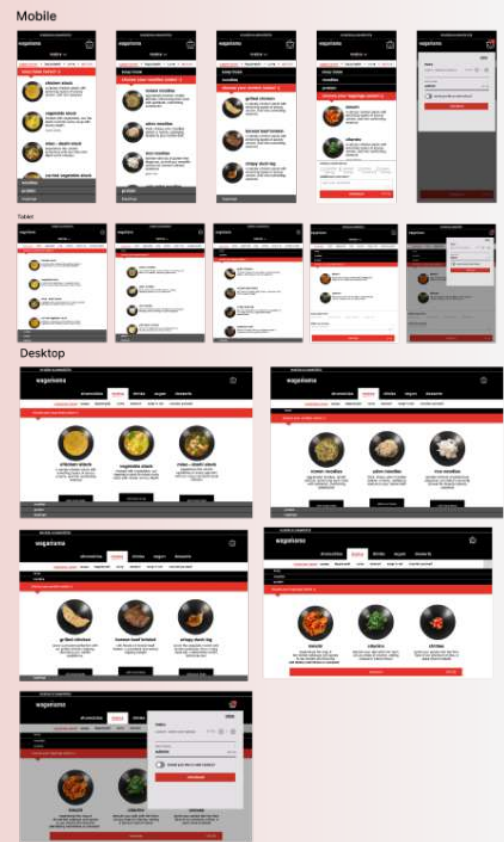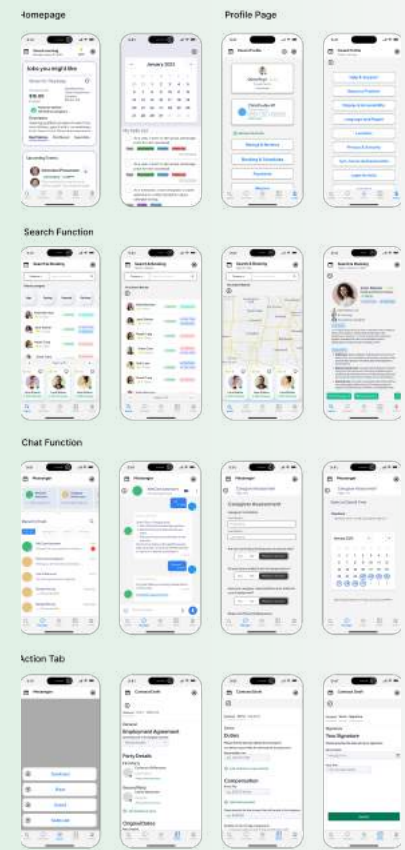
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Mock-ups

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Testing

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Prototypes
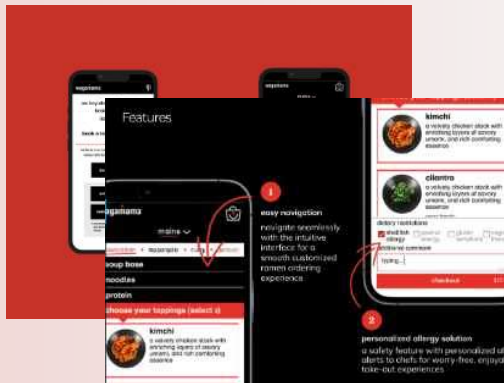
QuantaCam 3D

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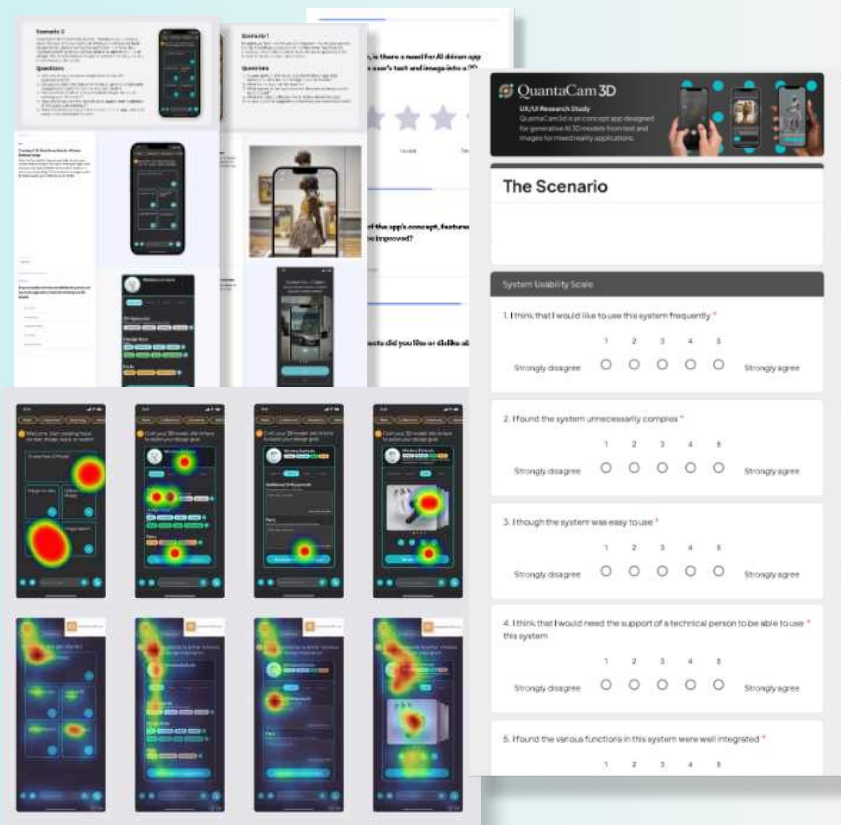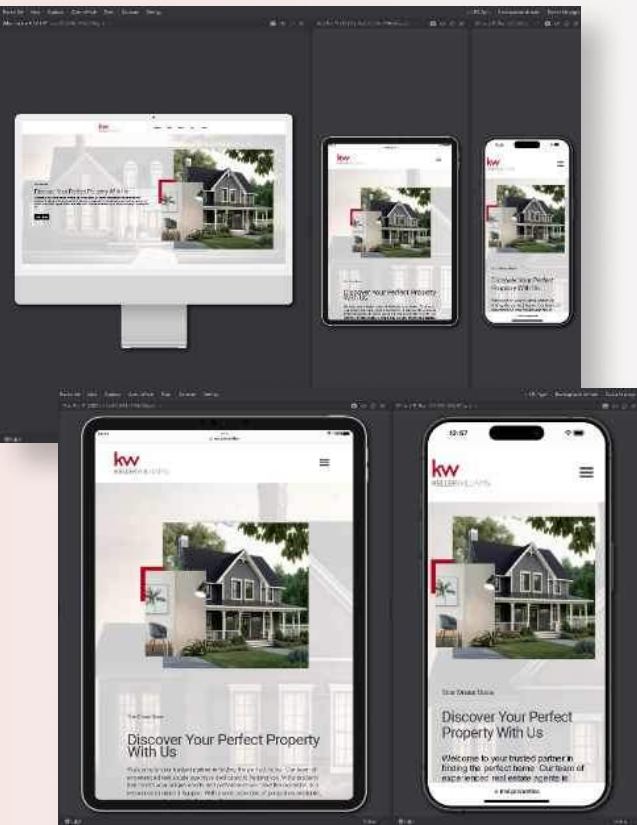
Thank You!

I trust you found as much delight in observing this
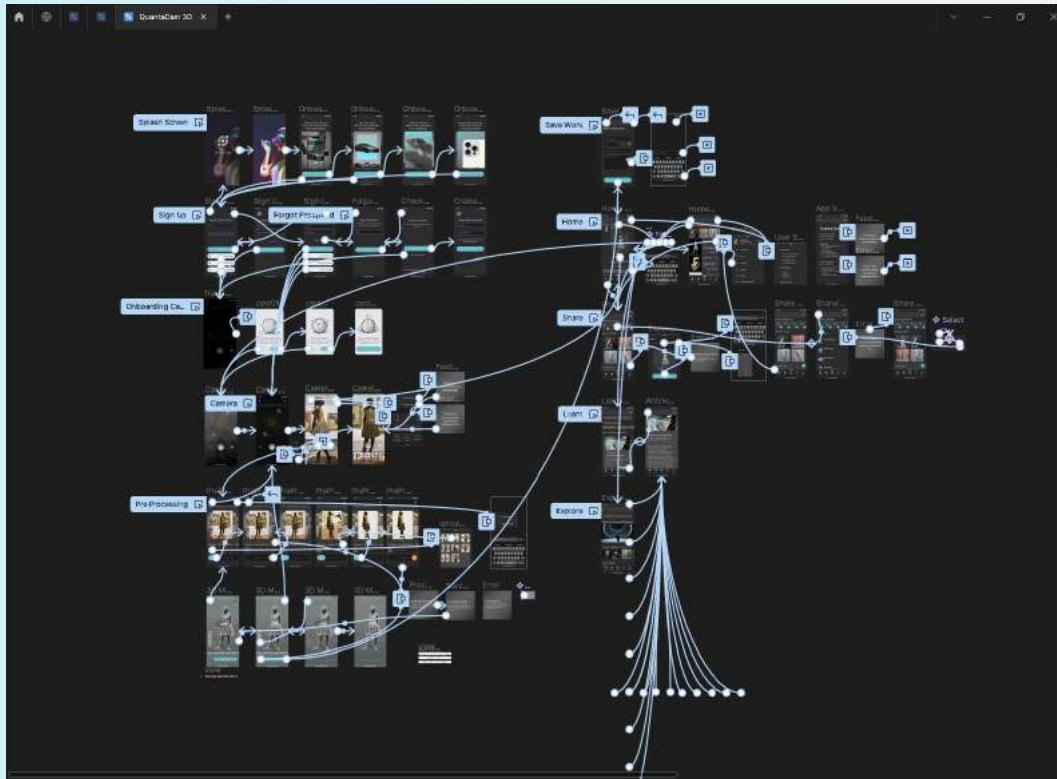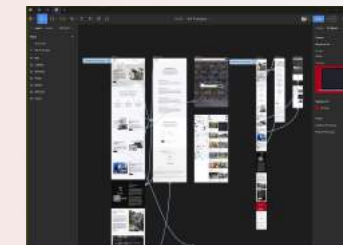project as I did in crafting it.

"when you have a worthwhile idea, you should be prepared to gamble on it, test it out and see what the world gives back."

~ Paul Graham

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