

David *Le*

UX/UI Design Portfolio 2024

Work Sample Guide

Last updated: Feb. 2024

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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

UX SKILLS

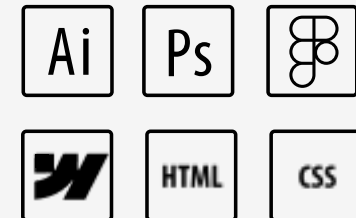
UX Design, Interaction Design,
User Testing, User Interview,
Prototyping, UI Design, Analytics,
Responsive Design, Wireframing,

EDUCATION

Amherst College | Dec. 2016

BA, Art & the History of Art & Political Science

SOFTWARE SKILLS



telephone

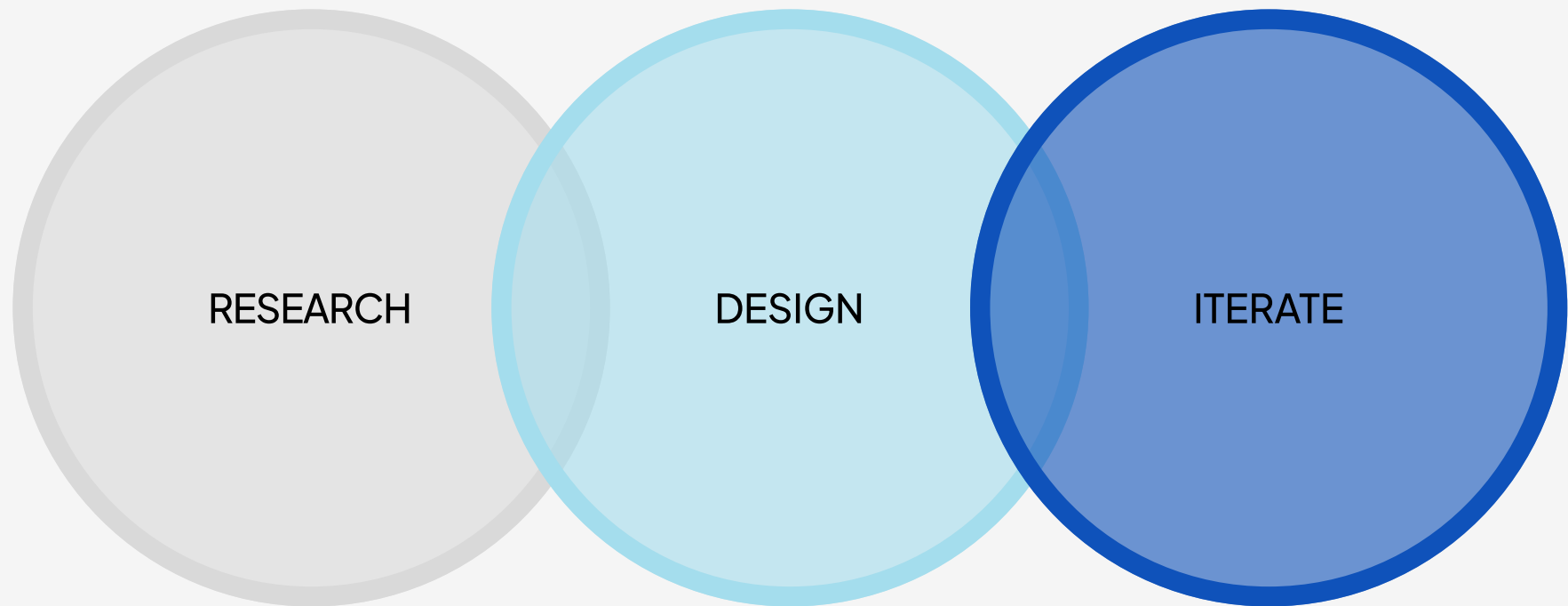
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User Research

QuantaCam 3D

Empathy Map

| Says | Thinks |
|--|--|
| <ul style="list-style-type: none"> Disappointed in the quality of the service Worried about the quality of the service Worried about the quality of the service | <ul style="list-style-type: none"> Worried about the quality of the service Worried about the quality of the service Worried about the quality of the service |
| Does | Feels |
| <ul style="list-style-type: none"> Regularly updates the app to keep it current Regularly updates the app to keep it current Regularly updates the app to keep it current | <ul style="list-style-type: none"> Worried about the quality of the service Worried about the quality of the service Worried about the quality of the service |

User Journey Map

Persona Name: Alex Chen

Background: eCommerce Business Owner

This user journey map details Alex's interaction with QuantaCam 3D, focusing on his goals, actions, emotions, thoughts, and potential improvement opportunities throughout the exploration process.

Goal: Alex's goal is to successfully integrate QuantaCam 3D App into his eCommerce business's commerce operations, allowing the customers to find shopping experience through immersive and high-quality, true-to-life 3D models rendering of products for online purchase.

| Actions | Task List | Feeling | Thoughts | Improvement Opportunity |
|---------------------------------|--|---|--|---|
| 1. Understanding | <ul style="list-style-type: none"> 1. Understand the app's purpose and features 2. Explore the app's interface and navigation 3. Explore the app's interface and navigation | <ul style="list-style-type: none"> 1. Curious 2. Excited 3. Excited | <ul style="list-style-type: none"> 1. Curious about the app's purpose and features 2. Excited about the app's interface and navigation 3. Excited about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |
| 2. Create Account | <ul style="list-style-type: none"> 1. Create a new account 2. Create a new account 3. Create a new account | <ul style="list-style-type: none"> 1. Frustrated 2. Frustrated 3. Frustrated | <ul style="list-style-type: none"> 1. Frustrated about the app's purpose and features 2. Frustrated about the app's interface and navigation 3. Frustrated about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |
| 3. Pre-Processing | <ul style="list-style-type: none"> 1. Understand the app's purpose and features 2. Explore the app's interface and navigation 3. Explore the app's interface and navigation | <ul style="list-style-type: none"> 1. Curious 2. Excited 3. Excited | <ul style="list-style-type: none"> 1. Curious about the app's purpose and features 2. Excited about the app's interface and navigation 3. Excited about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |
| 4. Post-Processing | <ul style="list-style-type: none"> 1. Understand the app's purpose and features 2. Explore the app's interface and navigation 3. Explore the app's interface and navigation | <ul style="list-style-type: none"> 1. Curious 2. Excited 3. Excited | <ul style="list-style-type: none"> 1. Curious about the app's purpose and features 2. Excited about the app's interface and navigation 3. Excited about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |
| 5. Description, Item Collection | <ul style="list-style-type: none"> 1. Understand the app's purpose and features 2. Explore the app's interface and navigation 3. Explore the app's interface and navigation | <ul style="list-style-type: none"> 1. Curious 2. Excited 3. Excited | <ul style="list-style-type: none"> 1. Curious about the app's purpose and features 2. Excited about the app's interface and navigation 3. Excited about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |
| 6. Export File | <ul style="list-style-type: none"> 1. Understand the app's purpose and features 2. Explore the app's interface and navigation 3. Explore the app's interface and navigation | <ul style="list-style-type: none"> 1. Curious 2. Excited 3. Excited | <ul style="list-style-type: none"> 1. Curious about the app's purpose and features 2. Excited about the app's interface and navigation 3. Excited about the app's interface and navigation | <ul style="list-style-type: none"> 1. Clear and concise instructions 2. Clear and concise instructions 3. Clear and concise instructions |

Competitive Analysis

| Company Name | Alpha3D | 3D | 3D | 3DIFY |
|-------------------|-------------|--------|--------|-----------|
| Website | Alpha3D.com | 3D.com | 3D.com | 3DIFY.com |
| Value Proposition | Alpha3D.com | 3D.com | 3D.com | 3DIFY.com |
| Target Audience | Alpha3D.com | 3D.com | 3D.com | 3DIFY.com |
| Strengths | Alpha3D.com | 3D.com | 3D.com | 3DIFY.com |
| Weaknesses | Alpha3D.com | 3D.com | 3D.com | 3DIFY.com |

WeCare

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



Personas

QuantaCam 3D

Maya Rodriguez

As a senior junior architect channels her passion for design into her work. Her dedication to Architecture is to continually integrating technology into the design process further exploration of innovative 3D Modeling tools.

Age: 28 Job Title: Junior Architecture Location: Austin, TX

Patterns of Behaviors

- Regular Collaborative Se
- Thorough Design Review
- Adaptability to New Fee
- Strategic Use for Present

Pain Points

- Steep learning curve
- Inadequate collaboration
- Inconsistent rendering g
- Limited platform compat

Goals

- Achieve consistent high
- Expedite the prototyping
- Enhance social visualiz
- Optimize client presenta

Alex Chen

An entrepreneur, is the founder and CEO of LuxGem, an e-commerce jewelry platform specializing in customized pieces. His passion for creating an immersive online shopping experience drives him to explore cutting-edge technologies for his platform.

Age: 35 Job Title: Founder of LuxGem Location: SF, CA

Patterns of Behaviors

- Regular Performance Analysis
- Continuous Market Research
- Strategic Budget Allocation
- Proactive Adoption of Innovations

Pain Points

- Slow product visualization to impact user experiences
- Tedious manual editing of product images consumes valuable time
- Difficulty integrating 3D models hampers Alex's product innovation
- High costs associated with product photography strain budget

Goals

- Enhance LuxGem's online shopping experience with realistic rendering and visuals
- Streamline the product visualization process for improved CX
- Gain competitive edge by adopting 3D model integration
- Expedite product listings with efficient e-commerce operations

Wagamama

Bobby Lee



Bio

As a graphic designer, they often have a busy schedule but appreciate the joy of a comforting bowl of ramen after a long day. They have a shelter allergy and have found it challenging to find ramen options that cater to their dietary restrictions.

Goals

- Quick and easy process to order ramen
- Convince
- Variety of options to choose from

Pain Points

- Limited Dietary Options
- Inconvenient Ordering
- Busy Schedule

Needs

- Customization Option
- Clear Allergy Info
- User-friendly Interface

Taylor Wynn



Bio

Mother has a passion for creating a safe and healthy environment for her children. As a first-time parent, she has a lot of questions and needs to find reliable information to ensure her children's well-being. She is also looking for ways to manage her busy schedule and find time for herself.

Goals

- Quick, Free Return
- Efficient Ordering
- Price Variety

Pain Points

- Limited Gluten-Free Options
- Time Constraints
- Difficulty finding gluten-free options

Needs

- Gluten-Free Customization
- Clear Menu Information
- Efficient Online Platform

WeCare

Lisa Ann

She is a busy parent who relies on a combination of part-time childcare providers and family for help. She seeks the convenience and peace of mind, access information and resources on the go.

Age: 35 Job Title: Director of Finance Location: NY, NY

A day in their life

- Enjoys spending quality time
- Finds time to read and playing
- Works full-time on a fortune
- Insurance industry

Pain points

- Mother with two young children
- Busy professional who would li
- Relies on extended family as
- Husband to help care for her

As a first-time parent, Lisa is a beginner to many childcare recommendations to help her find the best childcare resource for day to

Sara



Sara is a graduate student who uses the WeCare app to find part-time caregiver work. She is patient, kind, and loves helping children learn and grow.

Age: 28 Job Title: Childcare Associate Location: Boston, MA

A day in their life

- She enjoys reading, spending time outdoors, and visiting the art museum.
- Spends a lot of time studying for her graduate school exams and homework.
- Her schedule is often hectic and she is interested in keeping up to date with childhood resources.

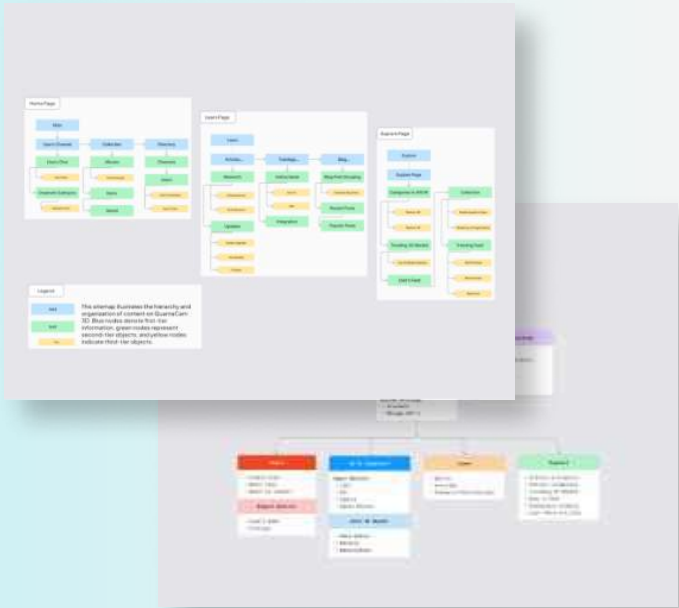
Pain points

- Flexible hours and the ability to not stay committed
- A convenient way to schedule appointments
- A payment system that is easy to get paid for her services for the hours that she worked.

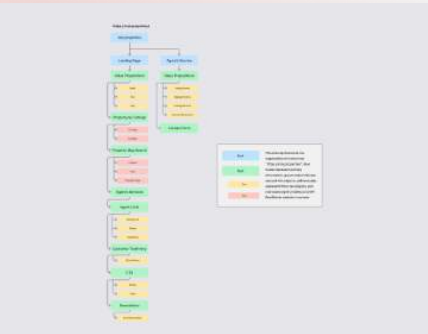
Has been using WeCare for about a month and loves how fast and easy it is to find part-time caregiver work. She is grateful for the opportunity to provide childcare services and to meet new people along the way.



QuantaCam 3D



Keller William Reality

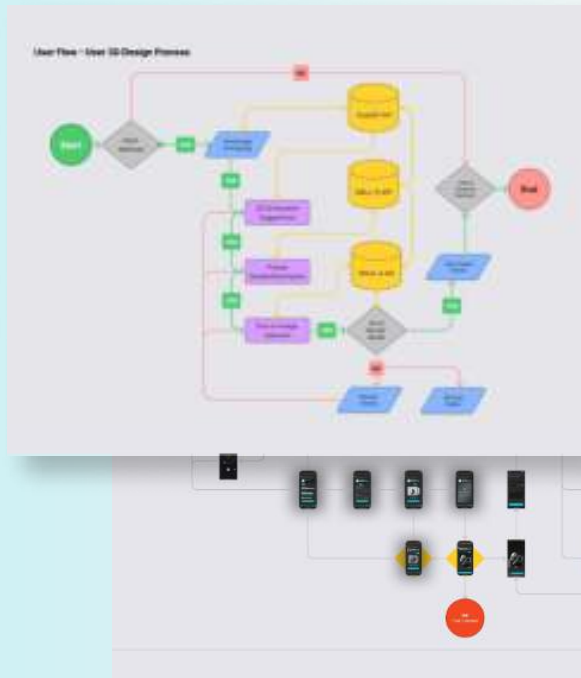


WeCare

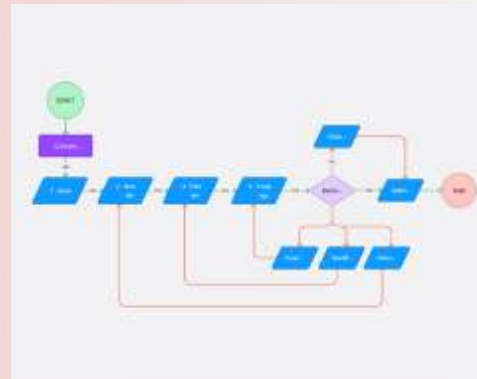


User Flow

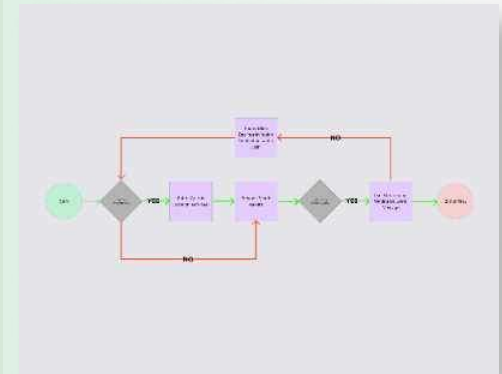
QuantaCam 3D



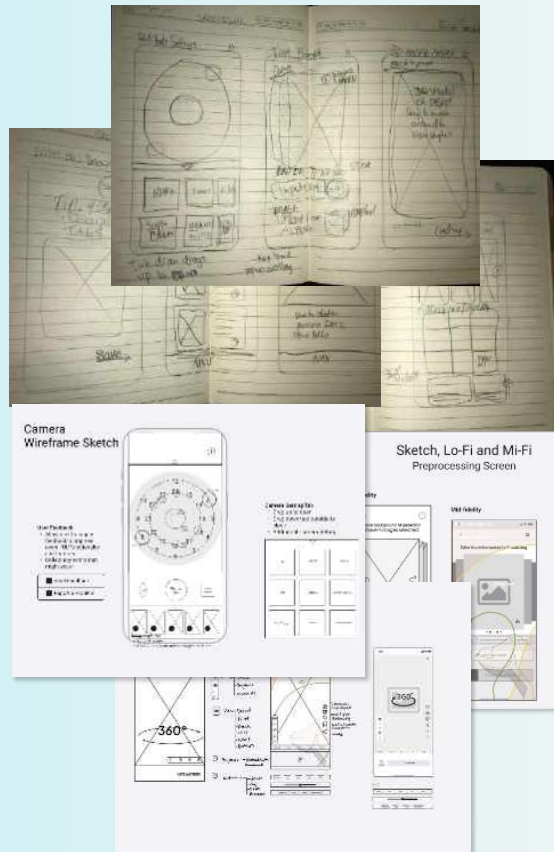
Wagamama



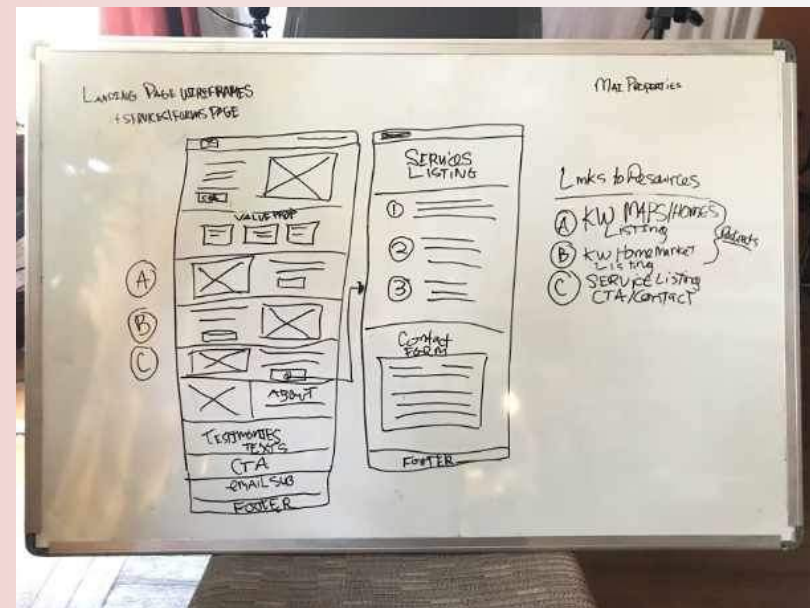
WeCare



QuantaCam 3D



Wagamama

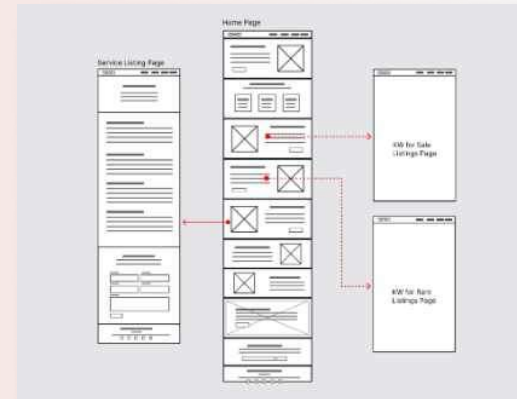


Low-Fidelity Wireframe

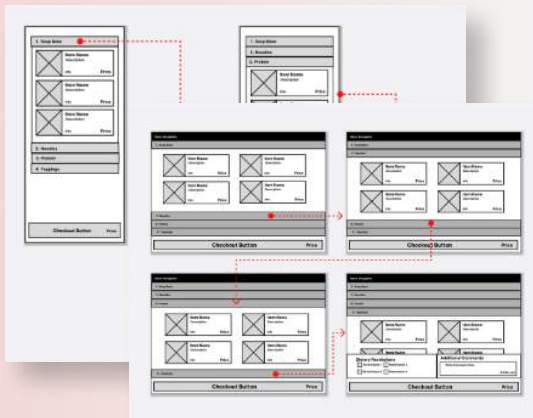
QuantaCam 3D



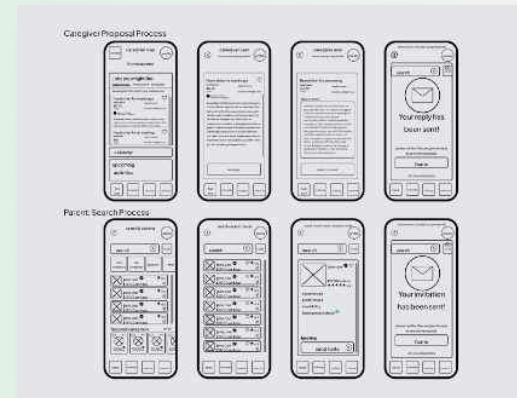
Keller William Realty



Wagamama

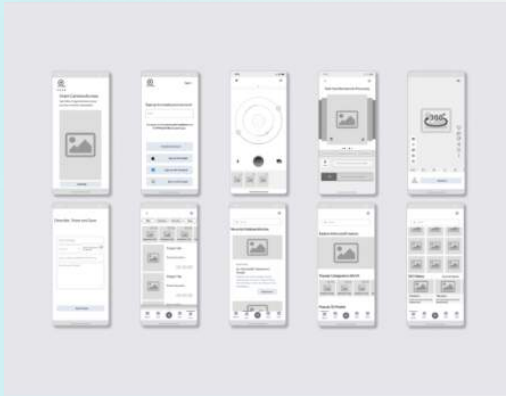


WeCare



Mid-Fidelity Wireframe

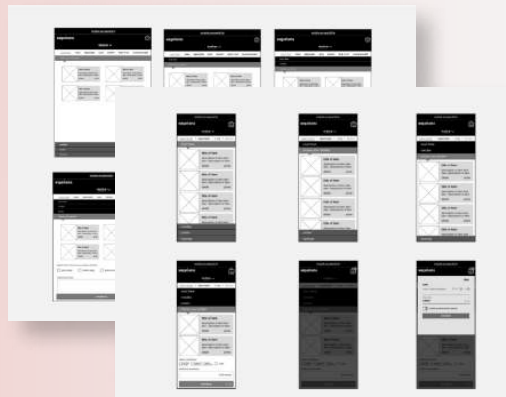
QuantaCam 3D



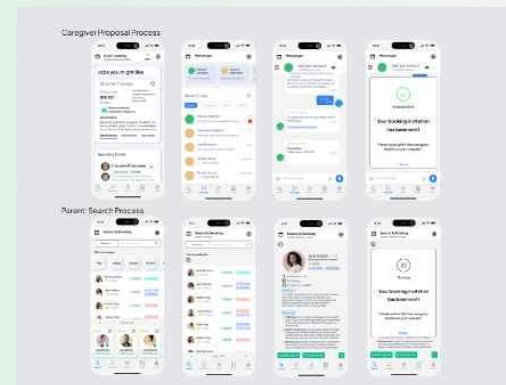
Keller William Reality



Wagamama



WeCare



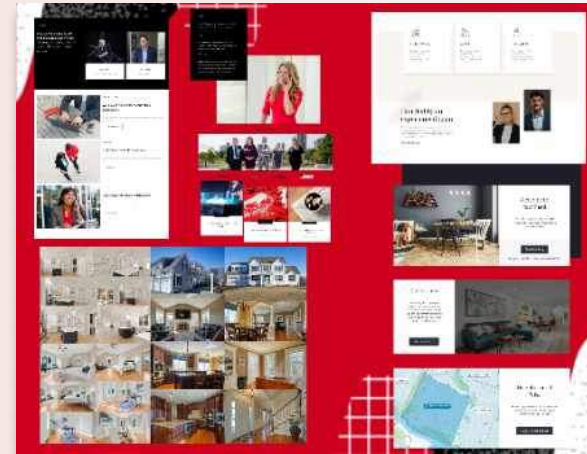
Moodboard

Ui Process 10

QuantaCam 3D

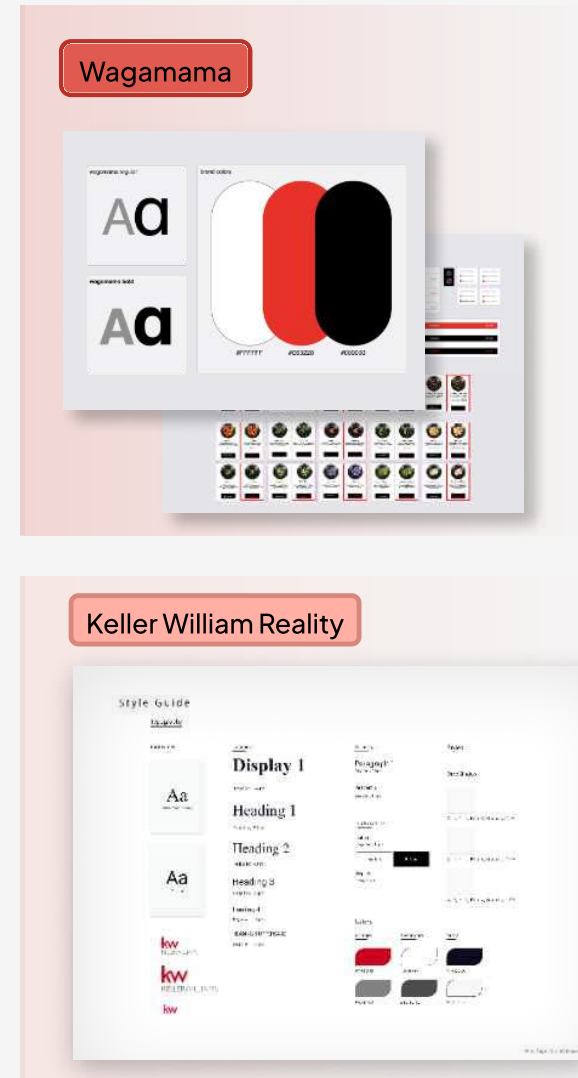
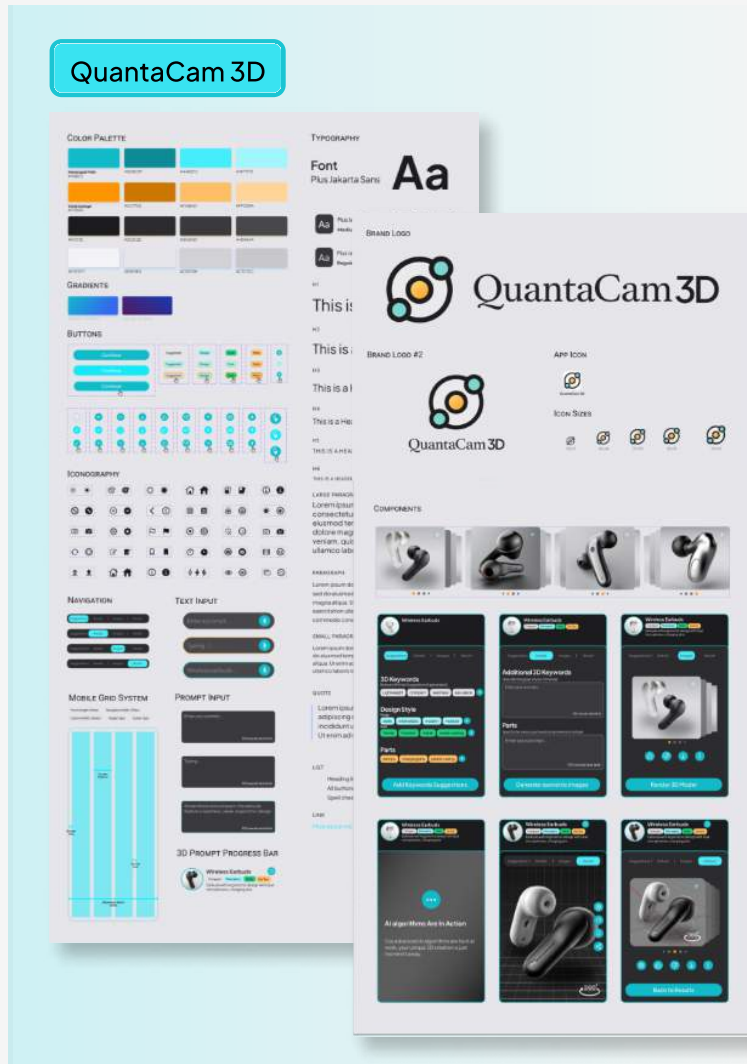


Keller William Reality



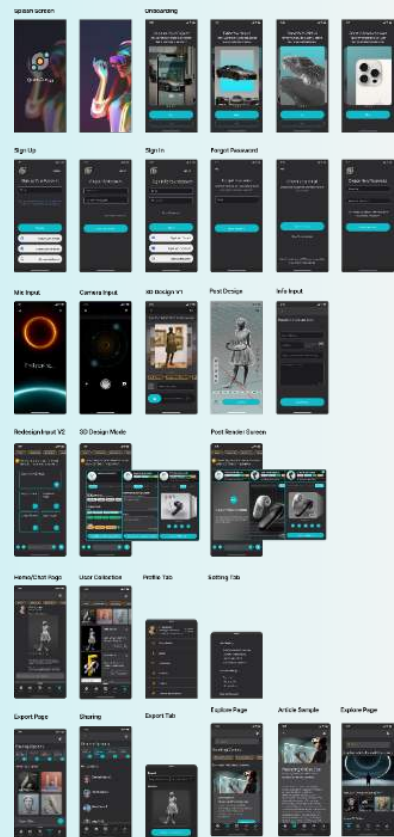
WeCare



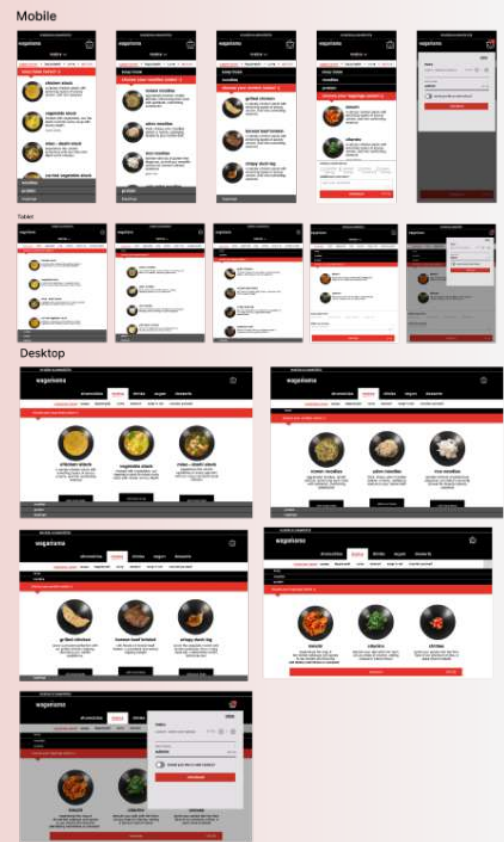


High-Fidelity Wireframes

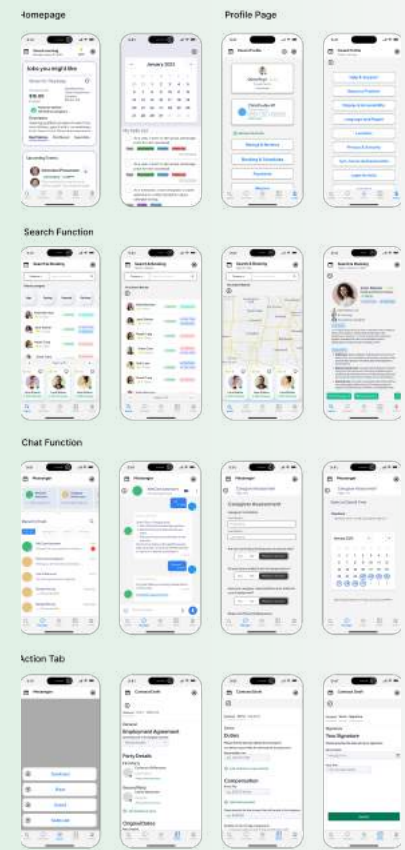
QuantaCam 3D



Wagamama



WeCare



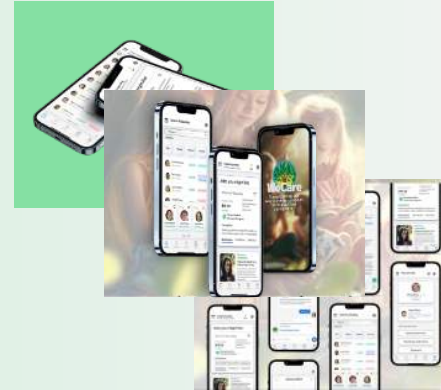
Mock-ups

Delivery 13

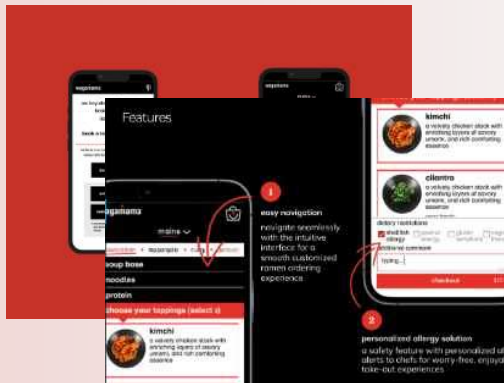
QuantaCam 3D



WeCare



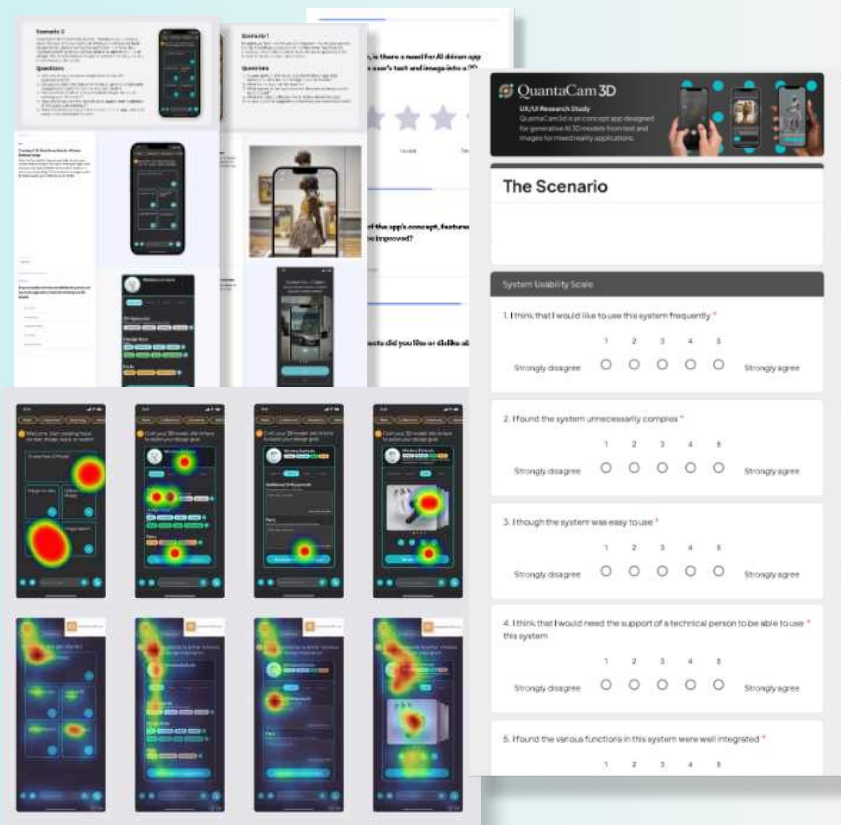
Wagamama



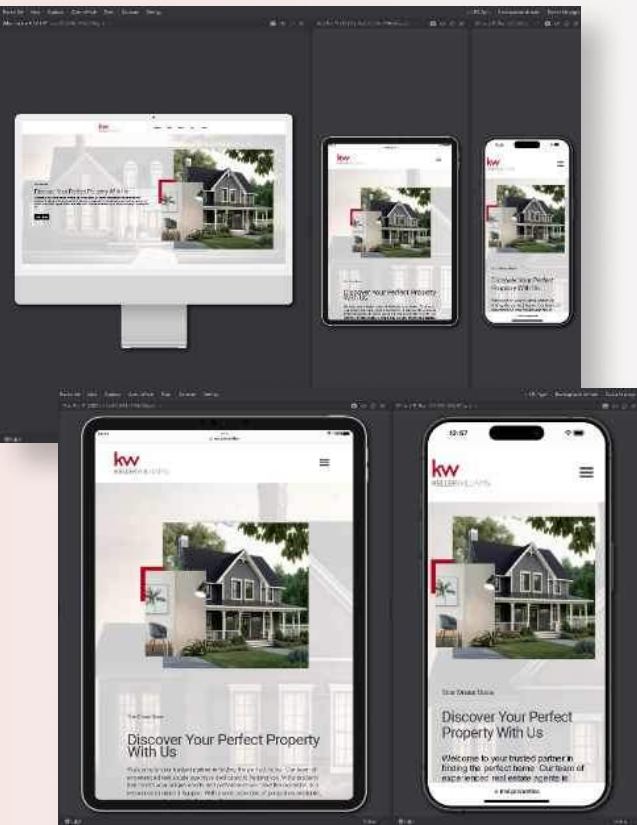
Keller William Realty



QuantaCam 3D



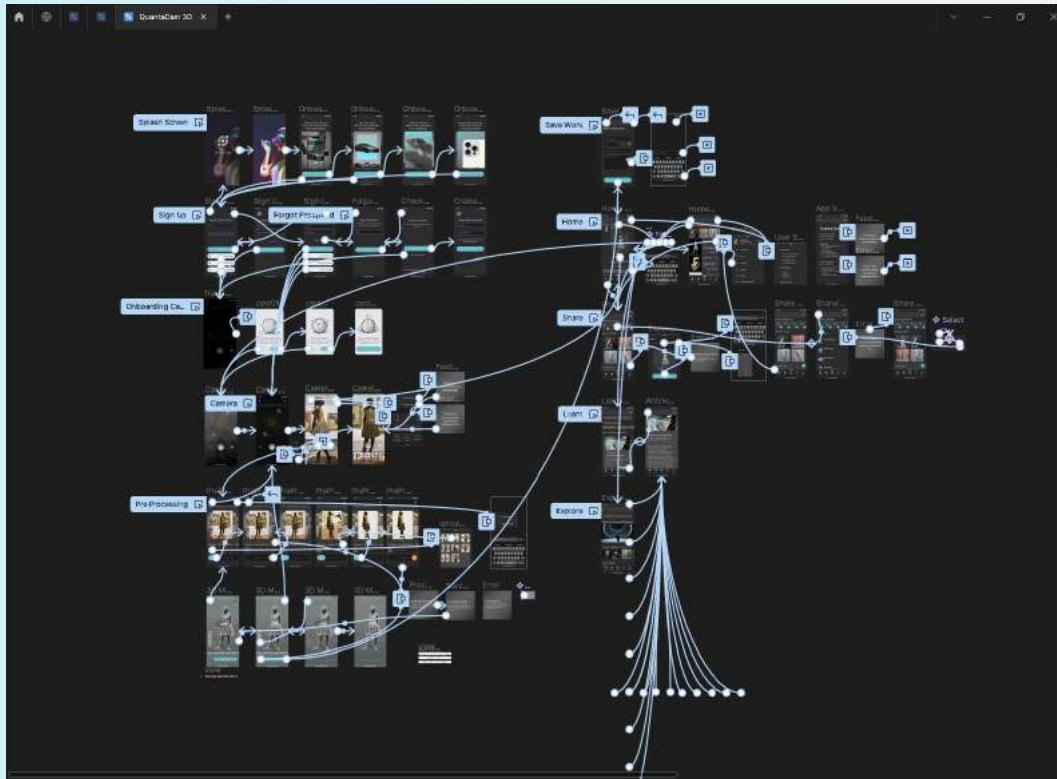
Keller William Reality



Prototypes

Delivery 15

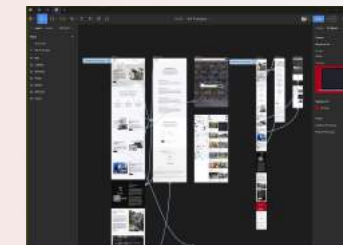
QuantaCam 3D



WeCare



Wagamama



Keller William Reality



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

David *Le*

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