Introduction:

Hi, I'm Diana! I am a UX Designer and Researcher specializing in user behavior and innovative product development. My background is in both psychology and clinical mental health counseling, which is where I first saw the desperate need for innovative and automated technology solutions and led to my career change to UX. I have always enjoyed working with users, whether it be connecting with a bride that I am photographing, listening to the needs and pain points of therapy clients, or managing a diverse team of employees. I have found UX to be the perfect combination of my skills and interests.

Projects:

Responsive Web Health Tracker: We Healthy | April 2021- April 2022
I implemented mixed-methods research to discover user needs and product desirability for a responsive health tracker, a business report, branding, and strategic planning for viability, and developed, iterated, and tested prototypes in Figma for developer-ready assets compiled in Zeplin.

LinkedIn Feature, Semi-finalist Hackathon Winners | March 12-13, 2022
I utilized existing market research to determine viability of a referral feature on LinkedIn, and educated our developers on the purpose of a persona in understanding and empathizing with our the user. The assets I created also helped our developers towards a feasible solution. I developed a user flow, wireframes and prototypes, and provided CSS files and images.

Website Design: Presence Direction | June-August 2021
As Project Lead with a freelance client, I defined the necessary scope and executed generative research to discover user needs for a practitioner's website offering spiritual direction services. Using Squarespace, I designed a website and delivered site to primary stakeholder for launch.

Native Mobile App: Connect | March-April 2021
I employed user interviews and user research to define needs and pain points for a language learning app and developed wireframes and a prototype in line with the project scope. Taking the project one step further, I iterated on designs based on testing feedback to deliver a hi-fidelity prototype using Adobe XD.

UX Writing: National Expansion of Mental Health Website | April 2021
For a mental health start-up, I conducted market research to inform copy edits and recommendations for a restructure of the navigation menu. In collaboration with the marketing lead I provided wireframe sketches in order to deploy edits in time for a rapid turnaround.

About Me:

I enjoy being creative, innovative, and trying new things imperfectly. I am committed to bettering myself in health, wellness, growth, rest, and self-kindness. In working with me you will experience both the office "comrade," who will ask you about your life, family, and pet

children, and also an introvert who enjoys breaks of alone time to focus on work and recharging my energy. A perk of hiring me is also that you will receive lots of photos and stories about my dog cooper and my traveling adventures that are sure not to disappoint.

I am currently looking for a remote (or hybrid in the Nashville area) UX Designer full-time position at a company that provides advancement opportunities. A company that I would be interested working for values its employees, flexibility, time-off, health and wellness, and compensation. I am also seeking a company culture that models and promotes honesty and innovation and understands that rest, not burn-out, is a more successful method towards productivity.

Skills

Wireframing & Prototypes
Personas
UX Research
Data Tracking
User Flow / Journey Map
Usability Testing
Design Systems
UI Design
Business Development
Strategic Planning
Marketing
Public Speaking & Training
Process Improvement

Software

Figma
Adobe XD
Adobe Photoshop
Adobe Lightroom
Zeplin
Airtable (PMS)

Project 1- LinkedIn Referral Feature

My Process

+ Project Scope

How can we connect TN's community and service infrastructure to empower and supply services to women looking to return to the workforce?

+ Goals

• Develop a feature on LinkedIn for individuals to refer their connections to open jobs or while networking
• Eliminate the need for cold email introductions in networking
• 60% conversion rate from referrals turned to new hires
• 75% adoption rate within 6 months of refer button launch

+ My Role

UX/UI Design, Market Research, Business Strategy

+ Duration

March 12-13th, 2022

<link> https://youtu.be/awvzar2xB3c

Research

- Networking is difficult enough already. With the refer button, users can navigate to an individual's LinkedIn page and click refer.

- Users are prompted to complete a simple drop down form to refer the job seeker to a network connection.

- After submitting the form, LinkedIn connects the referral and the connection with an automated message.

Ideation

- As one of the few teams with a UX Designer, our team was ahead of the curve when it came to **empathizing** with our user base by including a persona.

- We were the **only team** to include a specific, detailed persona within our planning and pitch.

- **Summary:** Yasmin is a mother of a two, who is looking to get back to work now that her youngest is 6months old. Cold emailing hiring managers hasn't resulted in any job leads.

  She has a network, but she **needs** a foot in the door. LinkedIn's Refer feature allows her connection, Derek, to refer Yasmin to a hiring manager. Within seconds she is **warmly connected** to Sabrina, another of Derek's contacts.

Wireframe

- With less than 24 hours to complete our task, team DevX took our refer button idea and jumped to work.

- As UX lead, I immediately made a first draft mock-up to help our team visualize the solution we had just ideated together.

- We also used this proof-of-concept mock-up to gain feedback from our stakeholders, the mentors, and hackathon organizers we connected with over the weekend.

Design

- LinkedIn already has an established brand and design pattern, but the exact form we needed to create did not yet exist.

- I pulled artifacts from existing LinkedIn assets such as posts and form fields to design our referral form module within the same patterns.

- I also researched [LinkedIn's Branding Guidelines](#) to ensure our design was consistent and could be easily adopted by LinkedIn as a new feature

Prototype

- First, pulling together my assets, I designed a vector to recreate the user icon
    - LinkedIn's user icon, from their brand guidelines, is exactly like the i from their logo
- Next I established buttons, form fields, and a full recreation of the messaging platform
- My interactive prototype guided our developers in coding the project
- \<link\> https://youtu.be/Iz4bKr3tOAA

Conclusion

- Throughout the project, our stretch goal was to integrate the refer feature within Linkedin's existing **"Open to Work" feature**.
- Entering the current user flow on LinkedIn, a user would be prompted when they select they are Open to Work with the option to **toggle on referrals**. When selected, the Refer button would automatically be added to the user profile.
- In the next iteration I would add a form field asking the referent **how they know the user** being referred with drop down options or write-in text. This aspect would be to emphasize actual connections referring one another rather than someone referring a user they don't fully know.
- Our team's next steps given the time and resources would be to create a **Chrome extension** that would allow users to utilize the Refer button on LinkedIn.
- We would promote the extension at upcoming events to reach the 75% adoption rate and 60% increase in new hires by 6 months, and use this data to pitch the feature to LinkedIn.

Project 2- Presence Direction

My Process

+ Project Outcomes

User-centric website guiding users through the process of receiving spiritual direction services with a Nashville, TN practitioner, resulting in **212 page views** and 96 unique visitors, in the first 7 months of launch. Established communication pathway for users to connect with practitioner, access vital intake forms, and lower the barrier to entry by including resource content.

+ My Role

UX Researcher + UX/UI Designer + Brand, Logo & Business Card Design

+ Duration + Status

June-August 2021 Project Complete, On-call for client iterations

+ Goals

• Have a visual website to send to potential clients (did not want lead generation)

• Increase client understanding of services

• Establish brand identity and credibility for practitioner

• Curate appropriate referrals by informing user of practitioner's target audience

• Create a way to centralize and professionalize practitioner's communication flow

Research

Comparative Analysis

Being unfamiliar with the product, an informative website for Spiritual Direction services, I conducted a comparative analysis to:

- Understand what spiritual direction is
- Examine the writing tone and brands of local competitors
- Determine essential features for my client's product

Analysis Insights

- Cool colors (blue, green, purple) and nature imagery provided a calming aesthetic for the user to feel safe and nurtured when viewing the site
- All websites included the practitioner's qualifications and training, which established trust and credibility right away
- I was more drawn to the websites that easily explained what the services would be for me as a user
- Websites that included resources or free content helped me experience first-hand what spiritual direction might feel like
- User Interviews
- **Sara Jane**
  Therapist
  Age: 25-35
  Experience: Attended 1 session of Spiritual Direction
  Margaret
  College & Graduate Level Professor
  Age: 35-45
  Experience: Received Spiritual Direction a few sessions the first time then over the span of a year the second time

Rachel
Expat, former Marketing Director
Age: 25-35
Experience: Received Spiritual Direction services for 5 years

Ideation

I wanted all users to feel welcome.

I incorporated a section that describes common users types to **helps the user feel confident** they are in the right place no matter the reason they are reaching out for help.

What I learned from my **user interviews** is that when users seek Spiritual Direction services they are often in a low point in life or they are looking to grow and build what they already have.

Interview Insights:

- Users want to grow their relationship with Spirituality
- Users may be confused about their beliefs
- Users may feel stuck or struggle with their faith
- Users may be curious or want to explore faith

Wireframe

Users are often unfamiliar with Spiritual Direction services.

I built the **user flow** right into the website so users would know:

- What to expect from the process
- How they would experience the services

Including the user flow removes the **barrier of the unknown** by guiding users right from the start.

Design

<img>style guide

Prototype

When users are new to an experience, one of the hardest things to do is fill out a form and hope someone receives it on the other side.

While there is a form option for users to contact, they **don't have to wait for an appointment** to experience a taste of what the product could add to their life.

Users can **start their journey** right now.

Drawing on the senses, users are encouraged to create a comfortable place, and read through the calming, meditative resource.

As of March 2022, the resources page has the second **highest page views**, next to the main home page.

Project 3- Becoming Counseling

My Process

+ Project Outcomes:
The Becoming Counseling needed a website copy redesign to shift from a focus on local services to national services in time for the launch of a partnership with the Pro Football Hall of Fame and as the national counseling provider for Hall of Fame Behavioral Health.

+ My Role

Project Lead, UX Designer, Informal UX Research

+ Goals

Quick turnaround required, between 1-3 weeks, for end-to-end design implementation

Parameters and timeline limited physical design changes for the site, so I had to rely on copy changes and minor edits to visual design to accomplish project goals

+ Status

As of December 2021, company closed its local doors, shifting website and services to a national scope only.

Several designs I recommended are still in use today while others have been replaced with new content to reflect the company's shift in direction.

Research

- As Project Lead, I needed to rapidly shift The Becoming Counseling's website to be on par with main contenders on the national tele-health therapy market.

- I conducted a comparative analysis to understand what users were **familiar with in tele-health therapy** companies.

- Mental Health laws vary by state, and tele-health laws even more so, but a **user shouldn't have to be a law expert** to know if they can meet with a therapist.

- When a site was upfront about its services being national, it was easier for the user to understand they could use the services no matter their state or city location.

- Finding a therapist is hard. Finding a good fit for a therapist is even harder. Services that promote a **custom, matching feature** for their users reduce friction and barriers and help jumpstart a user straight into their user flow.

- Initially, The Becoming did not include any of these features on their website nor promote that they had a matching feature available.

Ideation

Before, emphasis was on:
- Telehealth Services
- Counseling Services
- Locations Across Middle Tennessee

Rewrite focus was on:

- Flexible Services
- Accessible Services
- Nation-Wide services
- Personalized Matches

- Widening services to include coaching

- Users needed a way to immediately understand who The Becoming is and what services they offer, but the original design was vague and didn't speak to users directly.

- One of the takeaways from my **competitive analysis** was that several therapy tech companies had an immediate tagline to help the user know who they are and where they offer services.

- After a few iterative sketches, I landed on a tagline of:
  "Flexible Counseling & Coaching. Tailored to You. Your Goals. Your Needs."

Wireframe

- One of the main features for The Becoming Counseling was **matching a user** when they called in to the best fit therapist for the them, but our website didn't adequately reflect that.

- I rewrote the site so that the very first sentence a user would read would take the stress off of them and immediately **reduce friction**- *"We'll match you with one of our licensed clinicians…so you can spend your time focusing on you."*

- **Rapid wireframing** meant I could preview multiple menu navigations in a short amount of time. I wanted to prioritize finding a therapist or coach first and foremost for the user and add a call to action such as "Find a Therapist," instead of the original "Our Therapists."

- However, the new expansion to include coaches + counseling meant a need for a shorter, more inclusive title in the menu. I shortened the title to "Therapists & Coaches," but moved it to the first page so the user could navigate to it more quickly.

- I integrated the Locations page into the About section so the **user journey** would start with "Therapists & Coaches" instead of searching by location.

- The main CTA on the site header originally said, "now seeing clients via Telehealth," to mark a shift from in-person services only. I went through a few iterations of sayings that would flow in tandem to our new tagline to help eager users know immediately who we serve and chose, *"Private, Accessible Care In-Person & Online."*

Conclusion

- National Focus

- Easier Menu Navigation

- Showcasing new matching service to reduce barriers for users

- Suggestions for second iteration edits to include a search feature among the growing list of therapists + coaches