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## ISAAC KUEK

### **SKILLS**

RESEARCH

Survey Design
User Interviews
Usability Testing
Heuristic Evaluations

### **PROTOTYPING**

Storyboarding
Personas/Scenarios
Rapid Prototyping
HTML & CSS
Sketch 3
Axure

Twitter Bootstrap

#### **DESIGN**

Illustrator Photoshop

#### **PROGRAMMING**

Java Javascript SQL UNIX

# RELEVANT COURSEWORK

User Centered Design Research Methods Information Architecture Content Strategy Information Visualization Project Management

### **EDUCATION**

**BS** Informatics: Human Computer Interaction

University of Washington, Seattle

**Graduating in Spring 2015** 

### **EXPERIENCE**

MedBridge Inc - UX Design Intern

Fall 2014

Develop UI architecture with the design team to shape overall user experience of website and web applications.

Develop features with a user centered design approach and analyze design changes via user research.

Amazon - User Research Intern, Warehouse Deals Team

Summer 2014

Designed, conducted and analyzed results from research studies to improve conversion rates on the Warehouse Deals page.

Assisted UX researchers with the design of surveys and usability scripts.

### **UW IT Learning Technologies - Systems Administrator**

2012 - Present

Develop scalable and automated OS deployment systems.

Analyze and optimize internal deployment workflows based on surveys and user research.

### **PROJECTS**

Freelance Project - User Centered Web Design

Summer 2014 - Present

Actively designing and developing a responsive website with Bootstrap, HTML, SCSS and jQuery with the Yeoman generator.

Facebook Hackathon - iOS Design & Development

Spring 2014

Led the UX and UI design in a group of 4 to create an eatery recommendation app that integrates with social networks.

 ${\color{red} \textbf{UW Information School}} \ - \ \textbf{YellowCab Design Concept}$ 

Spring 2014

iOS App Design Concept for ridesharing cabs via social networks; produced hi-fi prototypes as final deliverables.