Isabelle Louie

UX Researcher & Product Designer

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Skills

Research

Affinity diagramming
Usability testing
User personas
Survey design
Journey mapping
Co-design workshops

Design

User flows, Wireframing,
Prototyping, Copywriting

General

Project management
Written communication
Collaboration

Toolkit

Research

FigJam, Miro,
SPSS, Zoom,
SurveyMonkey

Design

Figma, Photoshop,
Illustrator, InDesign,
Premiere Pro, Audition

Programming

HTML, CSS

Other

Microsoft Office

Experience

Product Designer
Sep 2023 – Dec 2023

One Iota Golf Performance / Academic Project

Designed a golf training platform through ethnographic research, online surveys, creating personas, journey mapping, and co-hosting a participatory workshop.

Created a high fidelity prototype in Figma based on research findings and produced a concept video to highlight the context-of-use.

Communications Specialist
May 2021 – March 2023

Simon Fraser University / Full-Time

Conducted a heuristic evaluation of the SFU Surrey website and remedied key issues during the site's redesign to optimize user experience and reducing redundant email queries.

Produced a new podcast called 'The Journey Here' and promoted episodes through internal and external channels, leading to over 600 listeners.

Implemented digital marketing strategies, paid ads, and created digital and print assets as the Communications, Marketing and Design Lead for the 2023 SFU Surrey Open House, resulting in 800 registrations and 1200 guests in attendance.

UX Researcher
Nov 2022 – Dec 2022

Bonus Bakery / Academic Project

Evaluated Bonus Bakery's online ordering process using heuristic evaluations, online surveys, think-aloud usability studies, and user interviews.

Created a high fidelity prototype in Figma with recommended changes based on research.

Product Designer
Oct 2020 – Dec 2020

TripCollab / Academic Project

Developed a collaborative trip planning app from concept to high fidelity prototype through wireframing, prototyping, and user testing.

Education
2018 – 2024

BBA Joint Major – Interactive Arts and Technology & Business

Concentrations in Design and Marketing / Simon Fraser University