

Isabelle Louie

UX Researcher and Designer

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Experience

One Iota Golf Performance

Sep 2023 – Dec 2023

Academic Project

UX Researcher

Conceptualized and designed a training platform for golfers through ethnographic research, creating personas, journey mapping, survey design, and running co-creation workshops. Created a high fidelity prototype in Figma based on research findings.

Simon Fraser University

May 2021 – March 2023

Full-Time

Communications Specialist

Created content for SFU Surrey's website and social media channels. Developed, produced, and promoted a podcast called The Journey Here. Implemented digital marketing strategies, managed paid ads, and designed assets for the 2023 SFU Surrey Community Open House.

Bonus Bakery

Nov 2022 – Dec 2022

Academic Project

UX Researcher

Evaluated the online ordering process on the Bonus Bakery website using a variety of techniques, including heuristic reviews, usability tests, observation, and interviews. Created a high fidelity prototype in Figma to highlight recommended changes based on research findings.

TripCollab

Oct 2020 – Dec 2020

Academic Project

Product Designer

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

Education

Simon Fraser University

BBA Joint Major – Interactive Arts and Technology & Business

Concentrations in Design & Marketing • 2018 – 2024

Skills

User Interviews • Usability Testing • Survey Design • Prototyping
Journey Mapping • User Personas • Affinity Diagramming •
Project Management • Written Communication

Software

Adobe CC • Figma • Miro • Microsoft Office