# Isabelle Louie

## UX Researcher and Designer

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## Experience

**One Iota Golf Performance**

Sep 2023 – Dec 2023

**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

**Communications Specialist**

Led a thorough heuristic evaluation of the SFU Surrey website, pinpointing critical usability issues and structural flaws. Remedied key issues during the site's redesign, optimizing user experience and reducing unnecessary email inquiries. Conceptualized, produced, and marketed 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

**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

**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    •
Heuristic Evaluation    •    Project Management    •    Written Communication

## Software

Adobe CC    •    Figma    •    Miro    •    Microsoft Office