Jules Lee

User experience geek specialized in qualitative research and usability testing

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EXPERIENCE

User Experience Design Researcher — Freelance

May 2015 - Present

Develop and execute research plan -- leading product teams through discovery and validation research, synthesize insights, communicate findings to impact design and strategy, and collaborate with the team to reflect those learnings in the product.

Account Manager — IXL

May 2015 - June 2016

Led user research considering site analytics, customer feedback and heuristic analysis to gain insight on business KPIs. Analyzed customer usage data and insights into journey maps, identifying product design opportunities for improvement.

Research Associate — Stanford University Human Sciences & Technology Advanced Research Institute

April 2013 - April 2015

Execute qualitative research methods -- 1:1 moderated usability testing, focus groups, and ethnographic research to analyze user experience, interaction, and feedback of technology in an educational environment.

Juvenile Probation Manager — City and County of San Francisco

June 2012- May 2015

Conducted moderated user interviews, investigations, and interrogations for youth arrests and probation. Evaluate case findings and analysis to define consequent guidelines.

EDUCATION

User Experience Design Immersive & B.A. Psychology— San Francisco State University

PORTFOLIO

www.juleslee.com

TOOLKIT

Sketch

UserTesting

Morae

UserZoom

Lookback

Typeform

Optimizely

SKILLS

Storytelling

Remote usability testing

Survey design

Prototype testing

Agile and Lean UX

User Centered Design

Experience mapping

TECHNICAL

HTML

CSS/Less/Sass

JavaScript