

# Jules Lee

**User Experience Design + Research** geek who is never complacent when it comes to delighting users.

New York, New York 10011  
(415) 830-2975  
[julianalee830@gmail.com](mailto:julianalee830@gmail.com)  
[juleslee.com](http://juleslee.com)

## EXPERIENCE

### **IXL, San Mateo** — *Account Manager*

May 2015 - May 2016

Led UX for enterprise accounts by considering site analytics, customer feedback, and heuristic analysis to meet business KPIs. Translate usage data and insights into journey maps and information architecture.

### **Cache, San Francisco** — *User Experience Designer*

December 2015 - March 2016

Led discovery phase, including structuring and running design iterations; conducted user research, detailed competitive and comparative analysis, personas, scenarios, user flows, and interactive prototypes to inform early stages of design.

### **Stanford University, Palo Alto** — *Research Associate*

April 2013 - April 2015

Conducted qualitative and quantitative research methods including 1:1 usability testing, focus groups, card sorting, A/B testing to analyze user insight, behaviors and curriculum effectiveness.

## PAST EXPERIENCE

### **City and County of San Francisco, San Francisco** — *Juvenile Probation Manager*

June 2012- 2015

## EDUCATION

### **San Francisco State University, San Francisco** — *User Experience Design Immersive*

December 2015

### **San Francisco State University, San Francisco** — *Psychology*

June 2012

Criminal Justice Student Association (CJSA), SFSU Chapter.

## TOOLKIT

Sketch  
Invision  
Axure  
Crazy Egg  
Hotjar  
Lookback  
LucidChart

## SKILLS

Experience mapping  
Wireframing  
Survey design  
Metric Analysis  
Agile and Lean UX  
Concept ideation  
Comparative analysis

## TECHNICAL

HTML  
CSS/Less/Sass  
JavaScript  
Git