

# Jules Lee

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

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## EXPERIENCE

### **Freelance,** — *User Experience Researcher*

May 2015 - Present

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

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

May 2015 - June 2016

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

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

April 2013 - April 2015

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

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

June 2012- May 2015

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

## EDUCATION

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

December 2015

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

June 2012

Criminal Justice Student Association (CJSA), SFSU Chapter.

## PORTFOLIO

**juleslee.com**

## TOOLKIT

Morae  
UserZoom  
Crazy Egg  
Hotjar  
Lookback  
Survey Monkey  
Keynote

## SKILLS

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

## TECHNICAL

HTML  
CSS/Less/Sass  
JavaScript