

# 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](http://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