

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 research plan -- executing qualitative research methods including: competitive analysis, surveys, personas, user experience journey, wireframes, prototypes and usability testing to present actionable solutions throughout product design process.

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 usability testing, focus groups, and contextual inquiry to analyze user experience, interaction, and feedback of humans and 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
Validately

SKILLS

Storytelling
Remote usability testing
Survey design
Prototype testing
Agile and Lean UX
User Centered Design
Experience mapping

TECHNICAL

HTML
CSS/Less/Sass
JavaScript