

# 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](http://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