

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- 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