

Jules Lee

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

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EXPERIENCE

IXL, San Mateo — *Account Manager*

May 2015 - May 2016

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

Cache, San Francisco — *User Experience Designer*

December 2015 - March 2016

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

Stanford University, Palo Alto — *Research Associate*

April 2013 - April 2015

Conduct qualitative and quantitative research methods including user interviews, focus groups, card sorting, A/B testing and iterative usability testing to analyze user insight and behaviors.

PAST EXPERIENCE

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

June 2012- 2015

EDUCATION

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

December 2015

San Francisco State University, San Francisco — *Psychology*

June 2012

Criminal Justice Student Association (CJSA), SFSU Chapter.

TOOLKIT

Sketch

Invision

UserTesting

Crazy Egg

Hotjar

Lookback

LucidChart

Usability Tools

SKILLS

Experience mapping

Wireframing

Survey design

Qualitative research

Agile and Lean UX

Concept ideation

Comparative analysis

TECHNICAL

HTML

CSS/Less/Sass

JavaScript

Git