

# Jules Lee

A user experience geek.

New York, NY

[www.juleslee.com](http://www.juleslee.com)

(415) 830-2975

## EDUCATION

### San Francisco State U.

UX Design Immersive

B.A. Cognitive Psychology

05/15 ~ Present

New York, NY

03/2016 ~ 06/2016

San Francisco, CA

## SKILLS

User testing

User Interviews

Prototyping

Multivariate Testing

Recruiting / Screening

Survey Design

Agile UX

Wireframing

03/2016 ~ 06//2016

San Francisco, CA

05/2015 ~ 05/2016

San Francisco, CA

## TECHNICAL

HTML

CSS

JavaScript

04/2013 ~ 04/2015

Palo Alto, CA

## EXPERIENCE

### Freelance | User Experience Researcher

Perform exploratory, discovery, and validation research to drive early product concepts and prototype designs.

### Cache | User Experience Designer

Led UX direction for shopping user interface on iOS app.

Defined Checkout Form Design with user feedback loops.

Ran remote usability testing to support design decisions.

### Dwell Candy | User Experience Researcher

Interviewed designers and consumers to rethink the web interaction experience.

Designed lead form driving conversion increase by 200%.

### IXL | Sales Account Manager

Led consumer insight research for enterprise sales.

Converted feedback data into value-driving business solutions and user centered design feedback.

### Stanford University | Research Associate

Managed ethnographic and qualitative research, testing academic experiences and technology in an educational environment.