Homepage

Nothing matters more to me than communication, empathy, and adaptability when it comes to handling the problems and concerns of each new client. Combining this with my life long passion for art and the study of it, I create designs that are beautiful, simple, and intuitive.

ToDo: A responsive web app designed for individuals looking for activities and events near them. Features include a location-based search tool, blogs, a save feature, reviews, and notifications to alert users of updates.

Notely: A note taking app shaped by functionalism. Designed cleanly, simply, and with "less is more" in mind. Additional features include a seamless folder system, voice memos, image saving, drawing, and list makers.

About

Hi there! I'm a Chicago based UI designer with a background in office administration. Having this experience, I know the importance of communication, empathy, and adaptability when it comes to handling the problems and concerns of each new client. I've also had a lifelong passion for art, which, when coupled with my desire to help people, moved me to enter this field.

I now plan on using my skills acquired from my study of art and design, and my experience in office operations and customer relations, to create products for clients that are beautiful, simple, and intuitive.

When I'm not designing you can find me painting, bike riding, or traveling!

Skills:
Included in my key skills are:
User Research
User Flows
Prototyping
Wireframing
Usability Testing
Style Guides

Tools:
Adobe Photoshop/Illustrator
Sketch
Invision prototyping
Microsoft Suite
Google Workspace

Project Page
ToDo

Objective
To create a responsive web app for location-based recommendations that meets the requirements of its users and solves the problems they face with existing location- based recommendation apps.

Role
I played the role of both UI and UX Designer. This involved tasks such as conducting market research, user research, creating user personas, user flows, and wireframes.

duration of the project
3 weeks

Overall process:
User Research (2.3) In the beginning, I conducted user research. I did this through the *Research Learning Spiral.* This involved establishing the *who, what, when, where, and why* of the responsive web app. I then created the hypothesis: "While there are a number of activities/events occurring locally, many are not aware of the majority of them. I believe with the right tool, people can quickly, and excitedly, explore their options and find something pleasing to them and their friends." As a part of this process I also interviewed 3 individuals and found, amongst other things, the following patterns:
- The process should be easy and fast
- The social aspect of going out is very significant when planning
- Many like when there are curated lists of things to do
- All want to be able to filter their search to cater to their interests
- Transportation/parking is an important factor
- Reviews are the most common things the participants focused on when researching events

Additionally, the following are noteworthy quotes from the user interviews:
- "I would use the app because it would do the work for me."
- "It's always more fun when we end up doing something new."

Created user personas (2.4) From my gathered research, I created 3 user personas.
[Insert 3 images]

Gathering Requirements (2.6) I then gathered requirements and created an MVP document. In it, I established the success metrics, "Jobs to be done", and feature requirements. You can see the document here. [Insert link to doc]

User Flow Diagram (2.7) With this information I was able to make this User Flow diagram.
[Insert image]

Ideated Wireframes(2.8) Using the Crazy 8 method, I was able to ideate wireframes based on my findings. You can see all the sketch concepts here [Insert link to doc]

Created Mood Boards (3.2) Before moving on, I stopped to create 2 different mood boards and figured out which aesthetic I'd decide to move forward with.
[Insert Mood Board 1] For this Mood Board I decided to go with orange as my main color because it is a happy color that exudes energy and white to keep it clean and simple. I liked the font Noto Serif JP because its professional look makes it seem trustworthy. The images encapsulates the goal of the app: to effectively help the user find a local event/social activity to enjoy.
[Insert Mood Board 2] For this Mood Board I included a mix of blue and pink to go for a more fun approach, all the while keeping white as the background to keep it clean and appealing to the eyes. The emotions evoked here are more playful as opposed to professional, however the goal remains the same as the images represent: to effectively help the user find a local event/social activity to enjoy.
I chose to proceed with the aesthetic decisions represented in Mood Board 2. I felt it would appeal more to the audience I had in mind, youthful and those looking for fun times. My aim was to keep the design as clean and simple as possible while still evoking feelings of enjoyment and energy.

Established Style Guide With my mood board completed, I created the style guide.
[Insert style guide]

[Insert Low Fidelity Sketches]

[Insert Mid Fidelity Wireframes]

[Insert High Fidelity Wireframes]

[Insert Mockups]

Notely
Select your images (again, following the guidelines in the Exercises). Consider images that will add context to your projects: user flows, sketches, wireframes, before-and-after iterations based on testing, primary mockups, and/or a (link to a) live mockup.

While there are a number of different note-taking apps, many are over complicated and fail to supply the simplicity and ease needed for quick and efficient note-taking on the go. That's where Notely comes in. This is a minimalistic mobile note-taking app. Additional features include a seamless folder system, voice memos, image saving, drawing, and list makers.

Objective
This was an urgent request with time constraints to create a note-taking app. Wireframes shaped by functionalism, meaning clean, simple, and designed with "less is more" in mind were requested.

Role
I played the role of both UI & UX designer. This involved tasks such as conducting market research, user research, creating user flows, wireframes, and user testing.

duration of the project
1 week

explain the overall process: the stages you progressed through and the steps you took within them
Competitive analysis I began this project by conducting a competitive analysis of similar apps. The first app I analyzed was OneNote by Microsoft. While Microsoft is a popular company, they don't have a heavy presence in the mobile app market compared to other similar competing products.
OneNote includes an advanced organization system, with multiple color coordinated notebooks, each notebook containing sections, and each section containing its own pages. This app is particularly for students and anyone who has to take long notes, rather than people looking for something to collect short snippets and random ideas.
The next app I analyzed was Notes by Apple. Opposite to OneNote, this app is built-in to all iOS and MacOS devices, making it one of the most popular note taking apps.
It takes a much more simple approach, ditching an advanced organization system and color coordination. This is not a downside however, because in its simplicity, it is convenient, easy to use, and even integrates with Siri.

User Research After this, I conducted user research. Reaching out to people online I concluded the following: Creating, editing, and sorting notes are things that should be easy and come naturally to the user. They shouldn't have to jump through a number of different hoops to do this or use different tools. Additionally, while there are so many different ways to use digital notes, what some advanced features people view as requirements, others just view as things that get in their way, creating a cluttered and overcomplicated interface.
The majority agreed the following are key features, all of which are included in Notely:
- Multiple tools (Voice recording, drawing, etc.)
- A simple interface
- Pinning/favoriting notes
- Quick and easy to use
- Offline functionality
- Methods of organization

User Stories From all my gathered research thus far, I created the following user stories:
- "As someone who takes notes on a variety of different things, I want to be able to categorize my notes, so that I can be more organized."
- "As someone who regularly opens particular notes, I want to be able to keep certain notes at the top, that way they are easy for me to find when I need them quickly."
- "As someone whose hands are usually busy, I want the option to quickly create a voice memo, that way I can be more efficient with my note taking."

User Flow Diagram Below is the User Flow Diagram. [Insert image]

[Insert Low Fidelity Sketches]

[Mid Fidelity Wireframes]

Style Guide Before moving forward with my next wireframes, I created this style guide. The large use of white kept a clean and minimal look, while the consistent use of purple throughout the app allowed the user to quickly get familiar with its functions, saving time and eliminating any confusion. Yellow was also used as an attention grabbing color for featured tools.
[Insert image]

User Feedback I applied the style guide to the wireframes I already had. I used this to conduct user testing. The following are highlights from user responses:
- "I love that I can create voice memos here. I can definitely see myself using this for things like grocery lists.
- "Some note taking apps I prefer using on tablets or computers, but this I can tell is fit for the phone."
- "I like the color scheme."
- "I noticed this app doesn't have bold, italics, and underlining. But it does make it more simple so I think it's fine that they're not in there.
- "Maybe include an option to add images?"
- "It's important to have bullet points. It's what keeps things organized in my opinion."

High Fidelity Wireframes Making some revisions from the feedback and final touch ups, I now had the following high fidelity wireframes:
[Insert image]

Color palette & rationale

| #394241 | #FFFFFF | #FE4C5E |

I am choosing this color palette because it looks professional but at the same time not boring because the selections are a bit bright. The white will keep a clean, minimalistic look, and the light red grabs the user's attention to call them to action.

Typography & rationale
I am choosing to go with Avenir. The reason for this is because it's professional, likely future proof, and modern.