


Josephine Lo

I'm a UX/UI Designer based in Orange County

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UX/UI Projects

PATHWAY HEALTH

(AN APP TO HELP ANXIOUS CARETAKERS NAVIGATE CARETAKING BETTER)

- Conducted user interviews and identified problems and solutions on user needs
- Created wireframes, prototypes, screens for mobile apps
- Collected and analyzed findings through user flows, affinity mapping, and usability testing
- Designed a mobile app uniquely tailored to caretakers that addresses issues presented based on user needs

A2F WEBSITE REDESIGN

(A WEBSITE MADE TO PROVIDE FAITH BASED CLUB INFORMATION TO STUDENTS)

- Refined design directions through stakeholder interviews and user research to identify 3 major problems
- Conducted usability testing based on iterated design decisions and data
- Collaborated with engineering to drive creation of design solutions

Work

MEDICAL ASSISTANT @ MARC DYER, MD

Sept 2021 - Nov 2022

- Collaborated with physicians and other medical professionals to deliver and improve patient-centered care for patients seeking solutions
- Interviewed 25 patients per day to obtain medical history, chief complaints and vital signs
- Problem-solved patient complaints through customer and technical support via telephone and telemedicine

MEDIA DESIGN CREATOR @ A2F IRVINE

Jul 2021 - Jan 2022

- Crafted visual designs and various elements for unique content across digital platforms such as Instagram and Facebook
- Employed storytelling for digital content and developed creative campaigns to promote the club
- Coordinated with publications and design teams to publish projects and visual presentations

Skills

DESIGN

UI design
Visual design
Information Architecture
Competitive Analysis
Wireframing
Prototyping
Mockups
Digital Media Design
Design Systems

TOOLS

Figma / Sketch / Adobe XD
Canva
Marvel
Da Vinci Video Editing

USER RESEARCH

Interviews & surveys
User Stories
User Flows
Personas
Journey Mapping
Usability Testing

PROGRAMMING

Familiar with HTML, CSS & Javascript

SOFT SKILLS

Verbal communication skills
Presentation and collaboration skills
Problem-solving skills
Critical thinking skills

Education

CAREERFOUNDRY

Expected Graduation: March 2022

UX Design / Frontend
Development for Designers
UX Certification

UNIVERSITY OF CALIFORNIA, IRVINE

Class of 2020

Bachelor of Science in
Public Health

Minor: Medical Anthropology