

Juliet Jimenez

UX Researcher & Designer

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Work Experience

Student Researcher @ MFRI at Purdue University

West Lafayette, IN | Aug 2019 - Present

Researched, designed, delivered, and helped release a Salesforce self-service portal for remote employees across the United States.

Conducted user interviews with remote employees for 1 month to understand the issues they were facing.

Performed usability testing and analysis for our digital platforms (websites and salesforce) on a monthly basis.

UI Design Intern @ YEP Nation

Chicago, IL | May 2019 - Aug 2019

Researched and designed the YEP Nation website and their outreach brochure.

Conducted heuristic and competitive analysis to identify weak points in the current website and brochure designs.

Leveraged research insights to update and modernize YEP Nation's website and brochure. Following the release of both, traffic to our website *and* sales doubled.

Class Projects

Samples for Salvation | User Researcher

Purdue University | Aug 2019 - May 2020

Senior capstone project completed on a team of four. Collaborated with designers and a developer to design a web platform that connects shelters with companies willing to donate products.

Personally responsible for exploratory research, conducting a competitive analysis, and usability testing our product.

COVID-19 UX Design Challenge | UX Designer

Purdue University | April 2020

Studio design challenge focused on the COVID-19 pandemic. Collaborated with a team of designers to design an app for street medicine workers helping those experiencing homelessness.

Education

Purdue University

West Lafayette, IN

B.S. in User Experience Design
Graduating Dec 2020

Skills

Design

Visual Design, Branding,
Prototyping, Wireframing,
Illustration

Research

User Interviews, Journey
Mapping, Co-design
Workshops, Cultural Probes,
Diary Studies, Heuristic
Analysis, Competitive Analysis,
Content Audit, Contextual
Inquiry, Affinity Diagramming,
Usability Testing

Tools

Figma, InVision, Sketch, Adobe
Creative Suite, Balsamiq

Development

HTML, CSS, Bootstrap,
Javascript, Arduino

