HOMEPAGE

Hello, I'm a former retail manager-turned-UX designer passionate about human-centered design. I focus on the details to get intuitive design right.

InkTank

I designed a tattoo mobile application called InkTank as a project assignment for my UX Design course.

Tools: Balsamiq, Figma, Optimal Workshop, Usability Hub

Curology Redesign

As a side project, I redesigned the mobile experience of an existing service.

Tools: Adobe XD, Optimal Workshop

MeetingSpace

For a UI design course, I created a meeting room scheduler that allows users to book a meeting room in their office space.

Tools: Figma

ABOUT

I'm a former retail manager-turned-UX designer passionate about human-centered design. For a while, I thought the best way to merge my business major and psychology minor was to make my way into an HR position. Getting a taste of management made me reconsider: did I really want to be an HR manager or did I just *feel* like I should want it?

When I first learned about UX design, I was intrigued. Bad UX plagued my workplace, resulting in lots of angry customers and frustrated employees. I've always been a problem-solver, but when devices weren't working, all I could do was manually check our inventory. It definitely wasn't a solution. I enrolled in multiple courses to get a taste of UX: Design101, UI Design, and finally an immersive UX Design course that took me 8 months to complete. I want to apply my newfound skills and knowledge to solve existing problems and create products that are more accessible and enjoyable to use.

Skills

User Research
Information Architecture
Wireframing
Prototyping
Usability Testing

Tools

Figma
Sketch
Adobe XD
Balsamiq
UsabilityHub
Zeplin
Optimal Workshop

InkTank

OVERVIEW

Purpose: Design a new tattoo app for UX design course
Objective: Explore inspiration for tattoo designs according to preferences like artist and style.
Role: UX/UI design
Duration: Sept 2019 - Feb 2020

PROBLEMS AND GOALS

In order to create a useful and intuitive tattoo app, I looked through a few of the most popular tattoo apps and read their reviews and conducted 3 initial user interviews. I wanted to determine how other people were looking for and organizing their tattoo inspiration and what their experiences were.

Competitive Analysis

The most popular existing tattoo apps have certain user pain points, such as overwhelming interfaces (Tattoodo) or difficult search tools (InkSquad).

Most of those I interviewed relied on Instagram or Pinterest to search for tattoo inspiration. While these are great tools for browsing photos, it's difficult to filter for a certain style or artist location so users have to use multiple apps to search for inspiration and then find a tattoo artist near them.

What I Discovered

People were easily overwhelmed when looking for a perfect tattoo and tattoo artist. Some people had no idea where to start, while others knew what design or style they wanted but didn't know which tattoo artist to go to. They found it difficult to search for or filter out tattoo styles, and most wanted some type of consultation.

Problem Statement

Users need a convenient and personalized way to browse tattoo designs and the portfolios of nearby tattoo artists, with the ability to reach out for consultation/feedback in order to get their perfect tattoo.

User Personas

I created user personas to help organize different user demographics: the tattoo noob, the tattoo enthusiast, and the tattoo artist. Defining their behaviors, needs, and frustrations helped pinpoint how they would approach and navigate a tattoo app.

UX DESIGN

At this point, I knew the main functions must include an explore screen, the ability to bookmark tattoo inspiration and easily go back to those photos, and the ability to message tattoo artists.

I created a site map to work out the basic layout for the mobile application and started sketching out some low fidelity wireframes.

Lo-Fi and Mid-Fi Prototypes

I started off trying to make the interface and navigation as simple as possible, therefore choosing to draw the first wireframes with only 3 main selections and tried to fit all searching/exploring of tattoos and artists on an "Explore" page.

After showing the prototype to a few potential users, I realized how much information the dashboard would have to include. Dividing the information into different screens would be more intuitive and help simplify it. Splitting the "Explore" page into "Home", "Tattoos", and "Artists" would be more relevant to different users, depending on if they were simply browsing or if they were seriously looking for a tattoo artist in their area to book an appointment.

Usability Testing and Feedback

I conducted 6 moderated usability tests on my mid-fidelity prototype to

- Measure the learnability and intuitiveness of navigating the mobile application for first-time users
- Determine what features need onboarding
- Get general feedback on the usability, design, and structure of the application

I asked users to complete certain tasks during the testing process:

- **Sign In/Create an Account**: Determine if the process is smooth and users can easily sign in or create a new account
- **Onboarding**: Determine if the current onboarding process is effective or if additional/less onboarding is necessary
- **Explore and Browse the App**: Determine is navigation is intuitive and users can easily explore new categories or find what they are specifically looking for

- **Message an Artist**: Determine if users can easily find a tattoo artist and message them for personalizing a tattoo design or booking a session

Usability Report

- **Issue 1: Users had difficulty selecting certain buttons (high severity)**

  Change: Increase touch spaces following guidelines suggested by Material Design (48 x 48dp with 8dp of space in between)

- **Issue 2: Headings were too close to "back" icons, creating some confusion (medium severity)**

  Change: Center headings while keeping the back button left-aligned

- **Issue 3: Onboarding screens regarding personalization was overwhelming (medium severity)**

  Change: Change the layout to incorporate tabs or horizontal scrolling, so each tattoo style is displayed separately

- **Issue 4: Interface seemed unappealing/not mature (low severity)**

  Change: Change navigation bar icons in favor of more minimalist/mature icons suitable for target market (age range of 18-40)

POLISHING THE DESIGN

After fixing the discovered usability issues, I focused on creating a high-fidelity wireframe and prototype. I utilized UsabilityHub for preference testing and gathered feedback from my CareerFoundry mentor and fellow students. I also reviewed the WCAG to make sure the app would be accessible.

Specific Examples

Search Tool: The initial search bar was meant as a master search bar of sorts, where you could type any tattoo or artist name and a bunch of suggestions would be generated. However, users might not realize they can also search for a specific artist or city, and coding this massive search tool could be a huge headache for developers. Categorizing their searches by tattoos and artists would allow users to find what they were looking for much more quickly.

Personalized Dashboard: Since tattoos are so personal, I wanted the tattoo app to have a personal feel to it. However, my initial screens asking users to select their favorite tattoo styles didn't seem intuitive, and many participants of my usability test either spent more

time deciphering the screen or completely skipped the step where they could learn more about a tattoo style. I was told the screen was overwhelming, most likely due to not having enough white space.

I adjusted the flow and was able to eliminate a screen. In addition, the current iteration has a bit more breathing room, with larger images and more negative space in between rows. The informational overlay feels less cluttered and gives space to show photos one-by-one.

Overall Process

I went over each screen with the same approach and asking the same questions:

- Which features are actually crucial?
- Is there a way to simplify this screen?
- Does the visual hierarchy make sense?
- How would (persona name) want to interact with this page?

I experimented a lot with my designs and constantly asked for feedback on my reiterations. I had a few mentor calls where we just focused on the UI and I bugged my sister and a few friends about more major changes. I ran a couple of preference tests for my sign-in screen, conducted usability tests, and individually messaged fellow students through Slack to check out my prototype.

The data I collected from user research helped make the prototype much more intuitive. My overall design now has larger images and fonts while gaining more white space, making it easier to scan through and simplifying the UI.

# CURRENT PROTOTYPE

FUTURE ITERATIONS

One participant of my usability test asked about a tattoo FAQ's page, where common questions about pain levels and hygiene issues could be answered. I chose not to include this page due to the nature of these questions: everyone's pain tolerance is different, and each tattoo artist should be giving instructions on how to care for their clients' fresh ink. However, I do realize that people usually search for this information on Google or through friends, and might want an expert opinion or be able to refer back to the care instructions. I could conduct a few interviews to determine if adding this section would be a feature people are interested in. If so, I would also conduct card sorting to see where users expected this information to be found.

TAKEAWAYS

I learned a lot from working on this project, from spending time with my mentor discussing pros and cons of design choices for each screen, to being reminded from testing that I should never assume my opinions and assumptions will reflect the general user. This project let me add more tools to my toolbox in order to create more user-friendly designs.

STYLE GUIDE

Color Palette

1784B9	BDBDBD	1F2325	EFEFEF
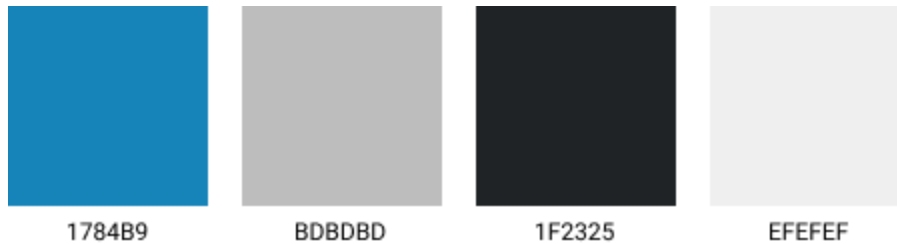
For my resume, I used a bright blue to make my headings stand out in a page full of black text. To stay consistent, I would use the same color on my portfolio for CTAs and other highlights, using minimal color options for all other elements.

I have yet to decide whether or not to highlight projects with the project color or keep things consistent with my portfolio/resume.

Font

Lato: I exclusively used Lato for my resume, so I will keep things consistent once again. This is a known workhorse font and the different weights will be enough to show information hierarchy.