



## MY UX SKILLS ARE ...

### USER RESEARCH

Use of design components such as journey maps, storyboards, and user tests helping in the redesign to better analysis and assess the content.

### USER EMPATHY

The user empathy is best formed after user tests when there is a better idea of who the user is that uses the website.

### QUALITATIVE INTERVIEWS

My approach to interviewing is zoom at this time and giving the interviewee steps to go through the design. I like to give a scenario so this individual has a better understanding.

### TOOLS I KNOW

Paper and Pen  
Adobe XD  
Figma  
Google Drive  
Photoshop

Definition of Ideation


PROJECT SUMMARY

Developing user insight, problem, and solution statement so it is easy to come up with a solution for the problem.

MY RESPONSIBILITIES


- User Insight, problem statement
- Brainstorm and ideation process to come up with a value proposition.
- Showing that ideation in a storyboard format.

1. Coop-ed-up




Johnny is feeling claustrophobic from being cooped up in the house because of COVID.

2. TRAVEL PLANS




Johnny searches for an adventure with a friend but wants to stay safe during COVID.

3. SAFETY APP




These travelers looked up safety measures on a traveling app. They think the app should show safety protocols for every county.

4. INTERACTIVE MAP



For example this website shows a great example it should be programmed into the app so they filled out a customer service form on this app.

5. App with Map



A few months later Johnny and his friend came back from their adventure and the app now shows the interactive map. Maybe, because they filled out that form.

USER JOURNEY MAP:



1

UX Scenario

Johnny has been cooped up in his apartment and was getting claustrophobic he decided to book traveling plans with his friend. They wanted to continue to stay safe during COVID but checking a safety app that featured safety guidelines.


Goals

Johnny's goal is to get out of the house more often and travel while continuing to stay safe during COVID.

2

The Experience

1 Johnny was getting claustrophobic	3 They looked at an App featured COVID safety guidelines.	6 They make sure they put a comment into the app's comment section.	8 The app helped them out stay safe on their adventure.
2 Johnny and a friend wanted to book travel plans.	4 They thought the information was too broad.	7 They go on their adventure backpacking through Europe.	9 The app helped them stay safe as they returned home.
5 The solution would be an interactive map that featured information for every county.			



3

The Opportunities

While these traveler's viewed safety protocols on an app they thought:

I wish there were an interactive map for my county on this app that shows each county's risk levels along with the safety protocols to lower the risk level.

What if an interactive map on the app features risk levels in every county that follows the safety protocols to stay safe.

For example this website shows a great example it should be programmed into the app.

Nonprofit Redesign

PROJECT SUMMARY

Developing the main user of the Bright Mind's website demonstrating this finding in a storyboard, coming up with a style guide used to style the redesign.

MY RESPONSIBILITIES

- Storyboard
- User research with nonprofit
- I put together the proto persona.



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USER PERSONA:



Susan

- Volunteer Graphic Designer at Bright Mind Enrichment and Schooling
- Experienced Freelance Graphic Designer

Eager to learn new things

Motivated to meet deadlines

Demographic

40 years-old  
Consistent  
Creative  
deadline-oriented

Tenacious

Behavior Actions

Needs

Full-Time  
Job Needed  
as a Designer

Pain Points

Needs to feed  
3 children



# User Research

## PROJECT SUMMARY

user researcher who wants to understand the pain points of how people plan to travel in the future, post-Pandemic. You'll conduct user tests in order to understand user pain points. From there, you'll develop a user persona that draws from the affinity diagram and empathy map that you will also create.

## MY RESPONSIBILITIES

- Finding the app solution
- Interviewing
- Mocking up the solution as an app

# Group Project Design an App

## MOBILE PROTOTYPE

The idea for the app was for the users in a group to input their movie selection and the app makes the random choice for them instead of wasting time figuring out what movie to watch themselves.

## MY ROLE & RESPONSIBILITIES

- Illustration
- Hypothesis
- Drawing Icons

## TIMELINE

A timeline of three weeks.

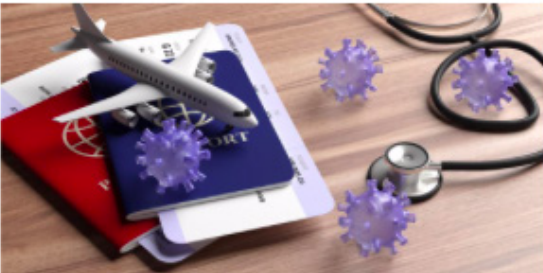
## GOAL

In our group we came up with a television selection app so individuals don't have to waste as much time selecting a movie.



## METHODOLOGY:

### Problem

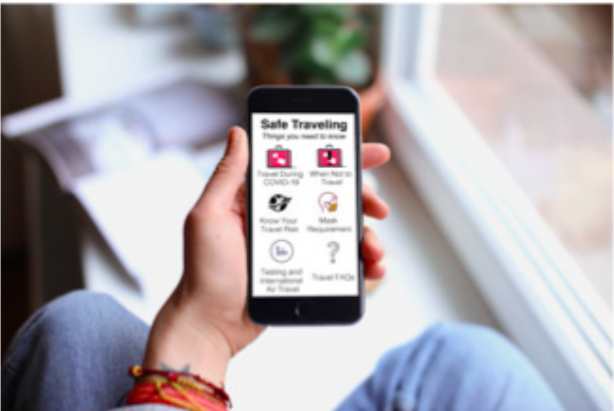


Traveling during COVID.

### Interviews



### Solution



The solution to this problem is a traveling app that shows safety regulations while traveling during COVID.

## PARTICIPANTS:

"It sucks, we haven't been able to go to a family's wedding, and other than that it is kind of awesome because the government keeps giving us money."



Amber Doe

"Solution will be getting vaccinated. Looking forward to that."



John Doe

"I think the element of keeping people safe is the hardest element of travelling with COVID. I have bad anxiety that illogically makes it hard for me to even leave the house. I also have extended family relatives who chose to vacation for fun during COVID, which is personally upsetting and unethical to me"



Katie Kwan

# Redesign Government Agency

## MOBILE PROTOTYPE

Write a brief description with details of the project goal.

## GOAL

In the redesign of the Department of Agriculture. One thing that was needed was showing all the topics on the homepage in a image slider

## MY ROLE & RESPONSIBILITIES

- Listing every topics in a image slider on the homepage
- A cleaner, crisper layout with a little visual appeal with a image slider.
- A few different ways to get to the topics and had them laid out in a few different ways.

## TIMELINE

A timeline of three weeks.

