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. Cooped-up	2. TRAVEL PLANS	3. SAFETY APP	4. INTERACTIVE MAP	5. App with Map
Johnny is feeling claustrophobic from being cooped up in the house because of COVID.	Johnny searches for an adventure with a friend but wants to stay safe during COVID.	These travelers looked up safety measures on a traveling app. They think the app should show safety protocols for every county.	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.	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:

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.

Homepage redesign

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   Tenacious

deadline-oriented

Behavior Actions

Needs	Pain Points
Full-Time Job Needed as a Designer	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 themself.
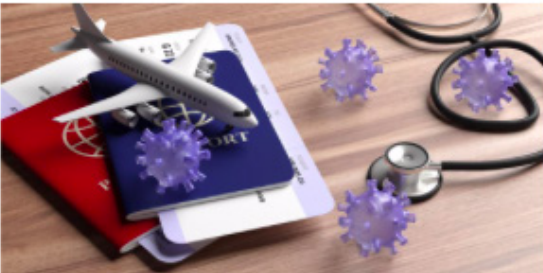
GOAL
In our group we came up with a television selection app so individuals don't have to waste as much time selecting a movie.

MY ROLE & RESPONSIBILITIES
• Illustration
• Hypothesis
• Drawing Icons

TIMELINE
A timeline of three weeks.
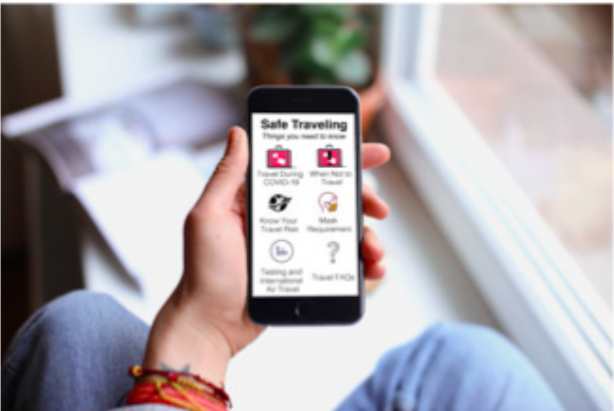
METHODOLOGY:

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."

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

"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"

Amber Doe

John Doe

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 homep-
age 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.