

The Design Process

Strengths and Weaknesses

Design Process	Proficiency Level	Experience
Discovery	High	Most of my college education and internship experience has been about market research and strategy. I have conducted several focus groups, interviews, analyzed raw data, composed project briefs, and more.
Strategy	High	Most of my college education and internship experience has been about market research and strategy. I have made user journey maps, decision trees, SWOT analysis, user personas, and business plans.
Information Architecture	Medium	During my data science and marketing classes, we often practiced usability testing, user stories, and AB testing. In portfolio school, we storyboarded and wrote copy frequently, often learning how to put ourselves in others shoes. I could use more practice in user flows and prototypes too, focusing on basic UX principles.
Visual Design	High	In the Texas Creative portfolio school, visual design was heavily emphasized, especially as an art director. I have extensive experience through school and internships in creating moodboards, style guides, mindmaps, high fidelity mockups, presentations, logo design, identity systems, print and digital ads, and motion design.
Development	Low	I have little to no experience in coding. Ready to challenge myself!
Launch	Medium	I have extensive experience presenting, public speaking, and creating marketing plans. However, I need to get better at crafting these items with a UX lens.