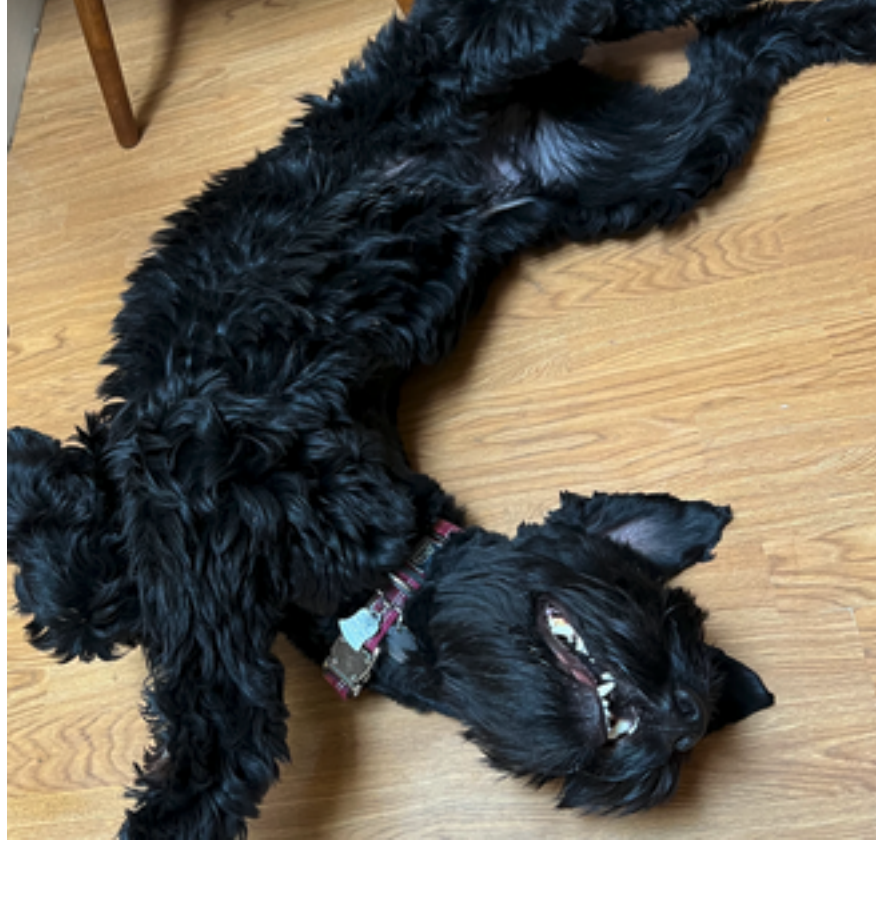




ABOUT ME



- MIMS Masters Student at UC Berkeley
- Product Designer
- Artist & Cognitive Scientist
- Interested in the intersection of Data, AI, and Design
- Dog Mom



NYC DEPARTMENT OF EDUCATION

My role:
Product Designer

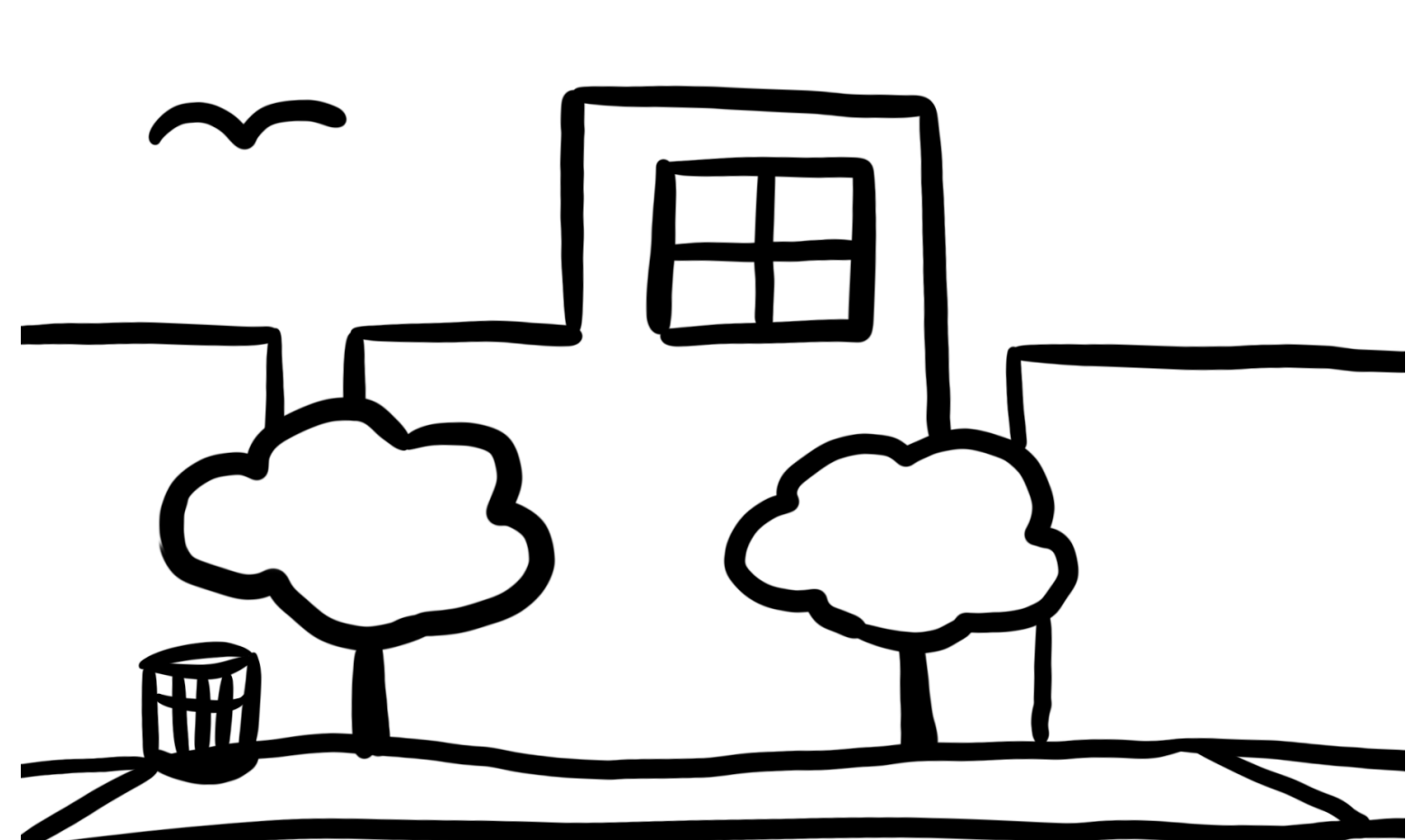
Responsibilities:
UI Design, Prototyping, User Testing

Teammates:
2 Product Designers, 1 Product Manager, 1 Developer

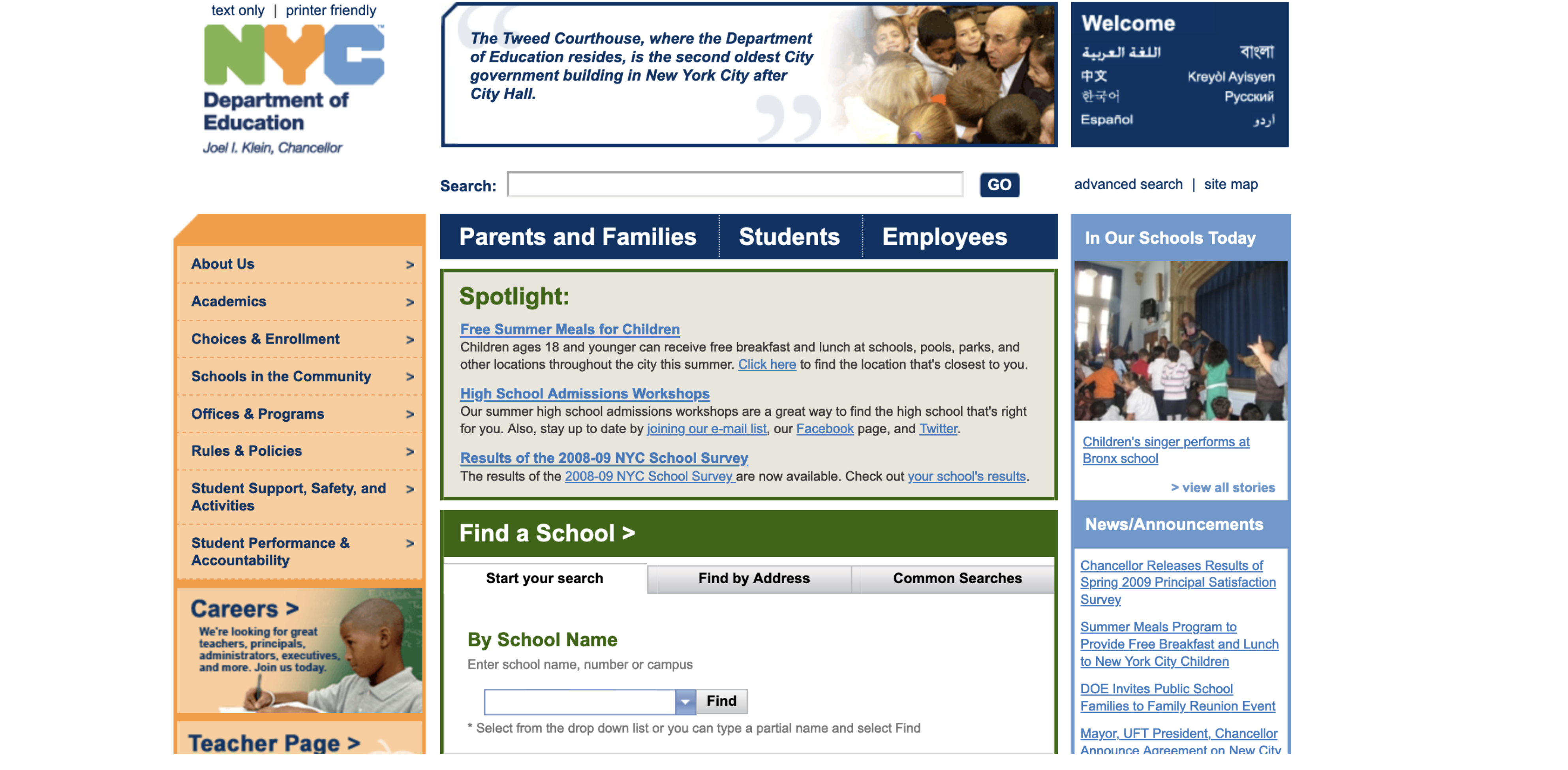
Context:

NYC DOE came to us with a request to update their admin portals and website.

Their UI's needed updating since they had a very outdated look. The UI has a style that resembles 2000's early web design and needed a contemporary refresher as shown below.

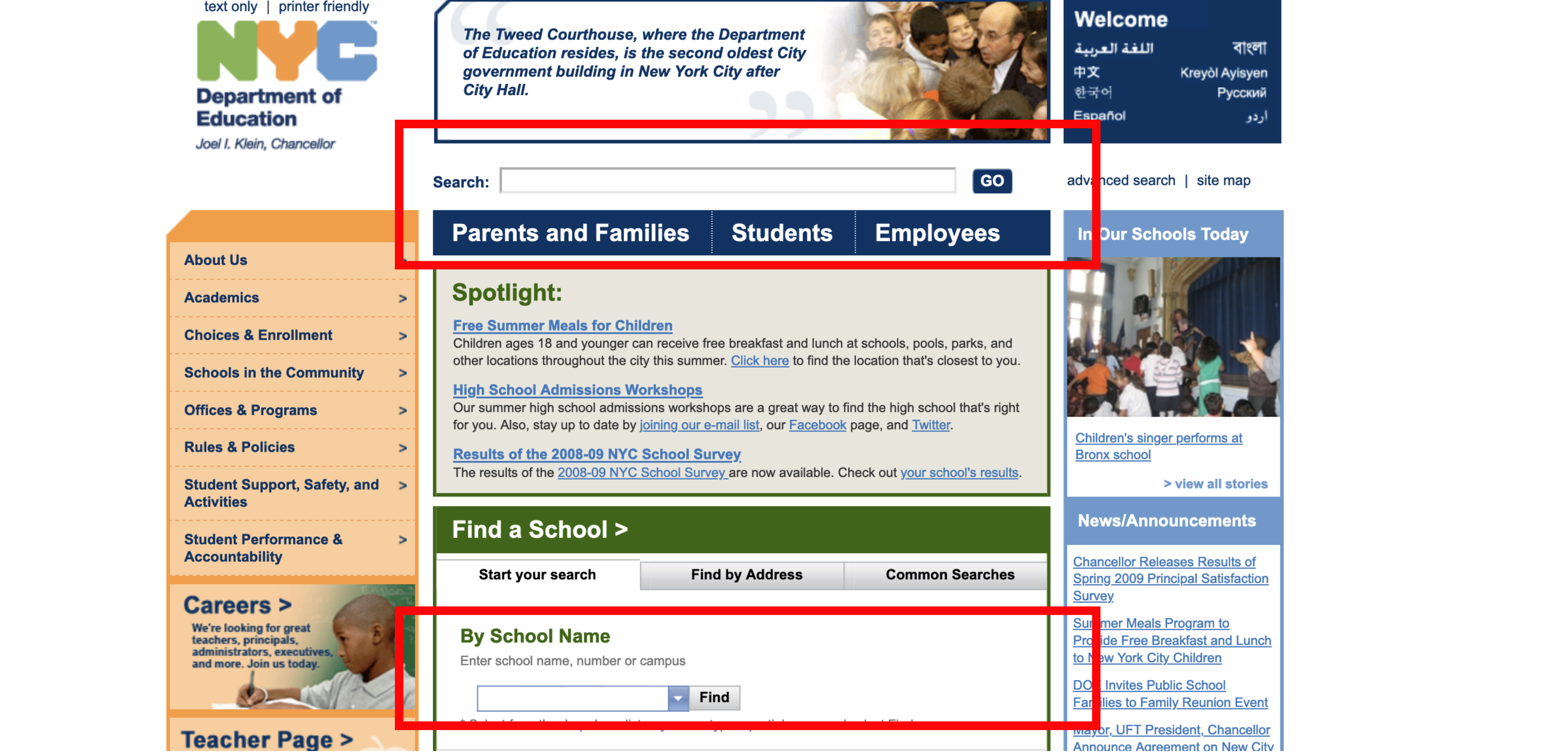


BEFORE



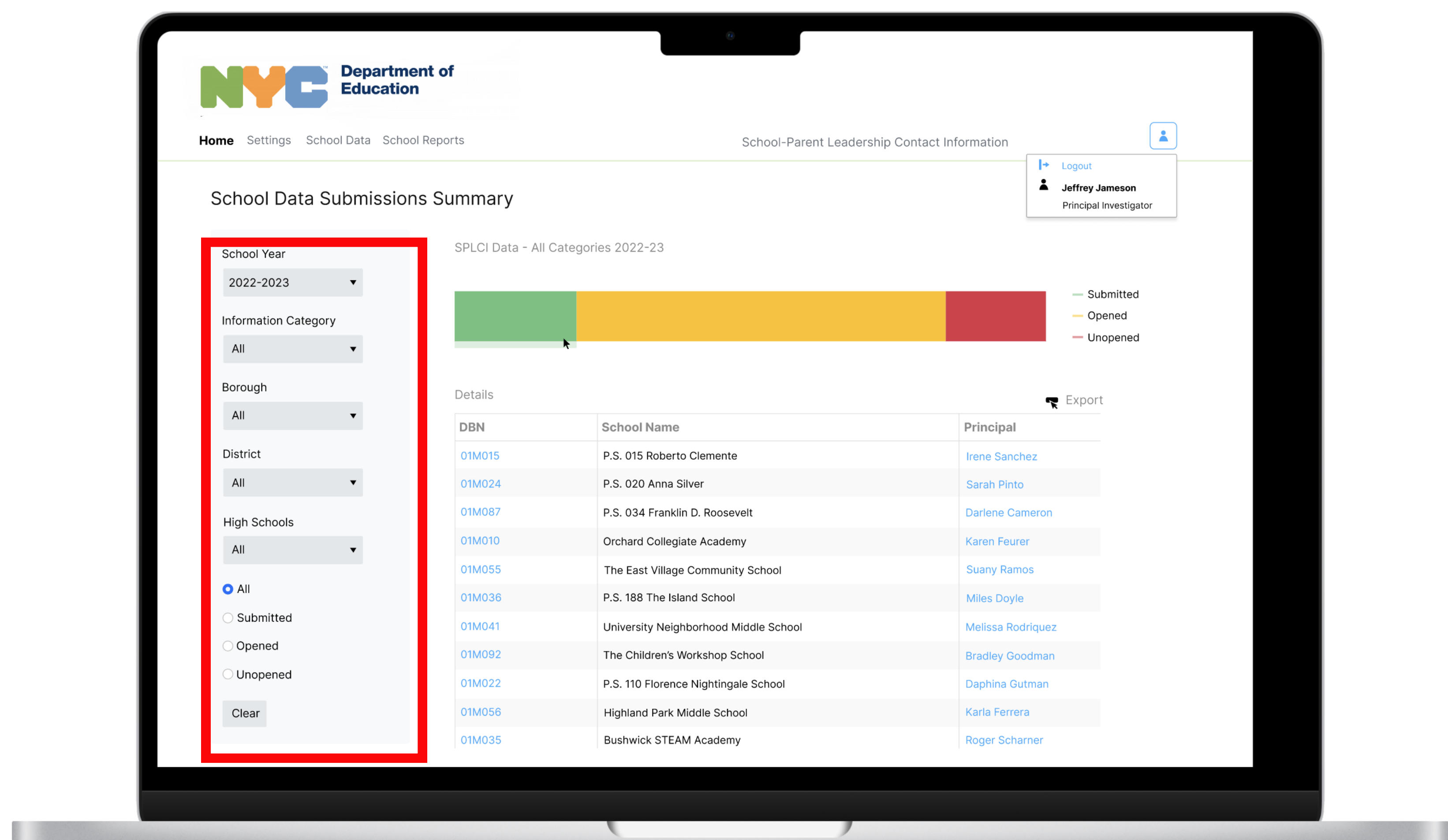
Problems:

- competing access to searching for schools
- open ended search leads to non-specific result
- extra information that distracts from goal



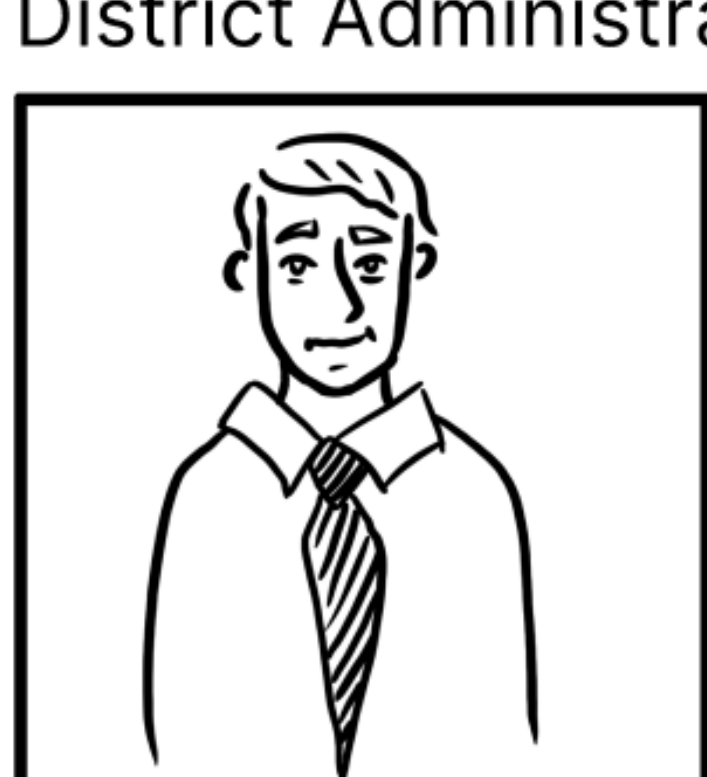
Solution:

By completing an analysis of the existing website, I was able to identify what elements were most important to our users and provide the Admin view a newer look



User Persona:

District Administrator



Name: Jeffrey Jameson

Jeffrey is a District Administrator for the current UI of the form submission page makes it so he can't easily see school information.

Education: Masters Degree

Experience: 10+ years

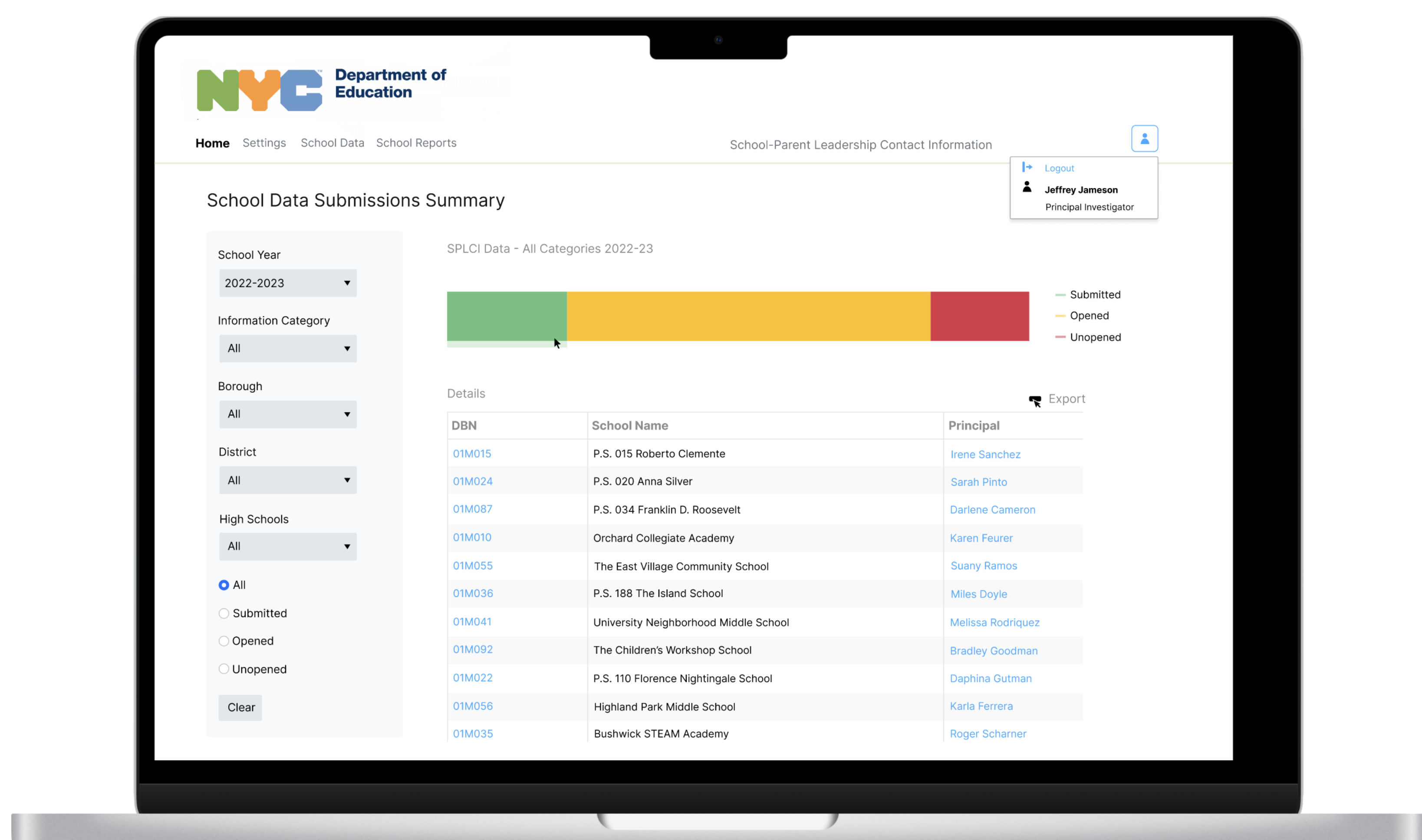
Behavior: For a few weeks once a year, Jeffrey checks that these reports are being submitted in time

Motivation: Jeffrey really cares about getting these reports done in a timely manner.

Underlying needs: To easily understand who submitted reports

Outside of work, Jeffrey enjoys spending time with his two pet cats and going on bike rides. His avid biking hobby brings him a lot of joy.

AFTER



Changes:

- Heuristic evaluation led to simplification of the UI
- Ability to narrow down search using filter on the side
- Contemporary look to bring website up to 2022 standards