

RICARDO HUANG

Portfolio 2015



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I am a User Experience Designer.

I have a knack for **learning new things quickly**.
My specialty in **Prototyping** comes from **well-grounded research**.

My background is in Chemical Engineering and I
have experience with **team management**,
problem solving and **design**.

My passion in UX design is to understand how
people interact with technology and find ways to
improve their quality of life.

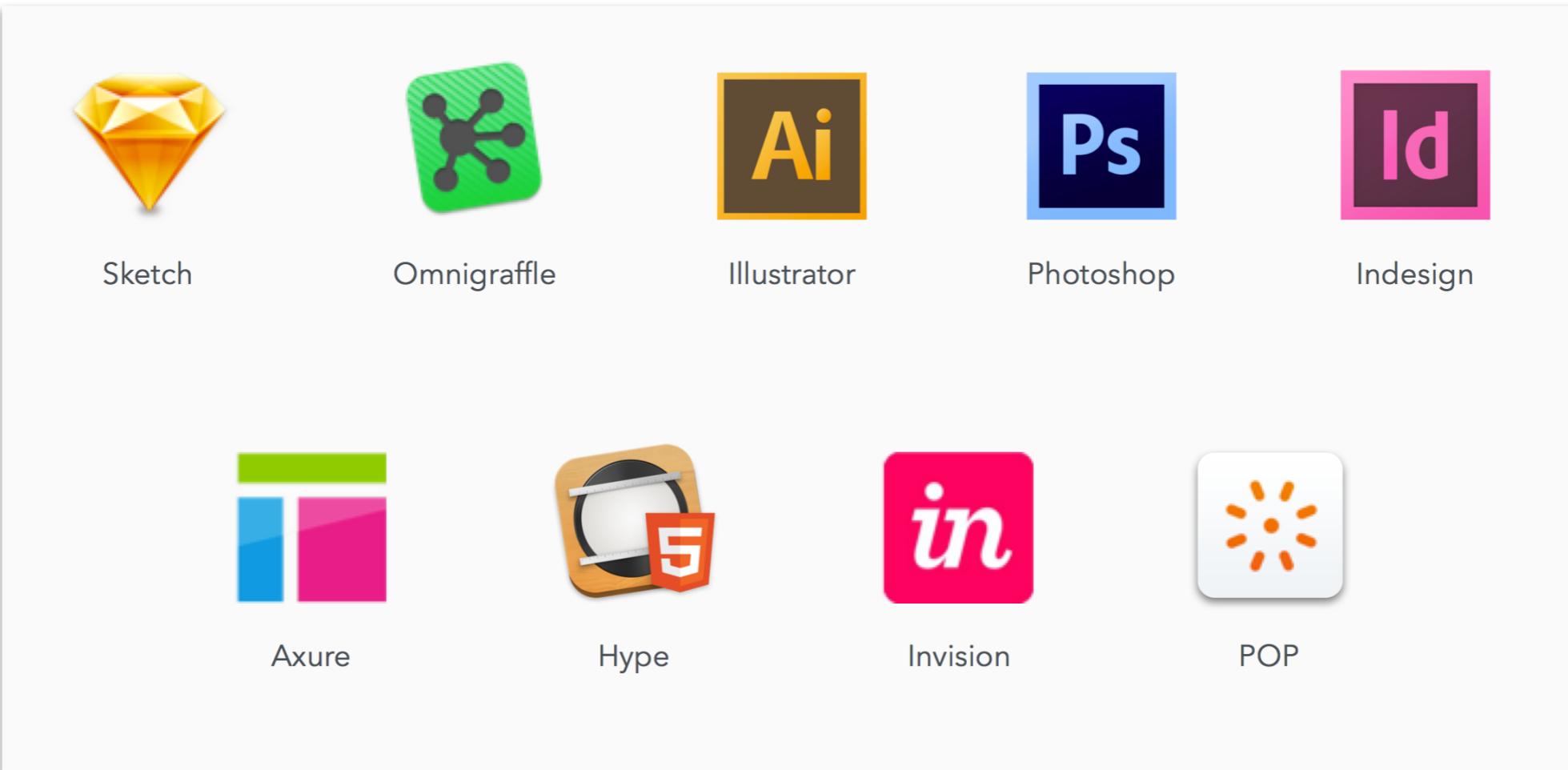
Engineer by trait. Creative at heart.



My Process



My Tools



NYC Costumes



PROBLEM

After acquiring a very loyal customer base, NYC Costume seeks to further **expand its business** into **online retail** to **reach a larger audience**.



SOLUTION

The design of the website will **cater** to **customer needs** based off of rigorous **research** and **development**.



ROLE

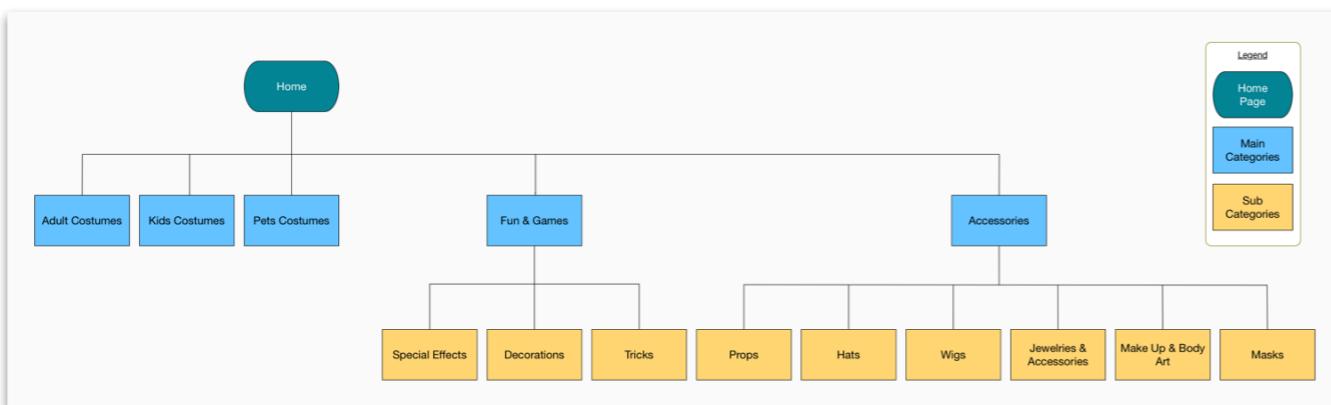
My role as a UX designer on this solo project included:

- Information Architecture (IA)
- Sitemaps
- User flows
- Prototyping with Invision

CARD SORT



SITEMAP



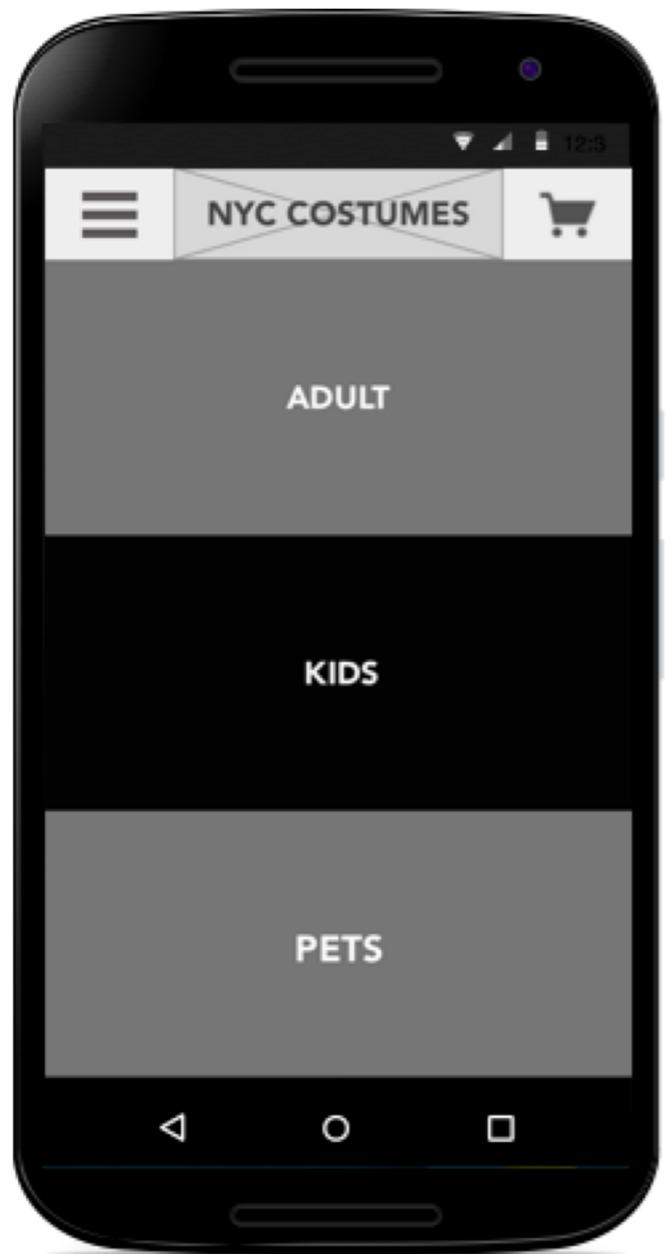
Card sorting allowed items to be organized in 5 main categories. This created the most efficient sitemap for customers to find products easily.

SKETCHING



Rapidly sketching ideas of possible features for the app.

PROTOTYPE



<http://invis.io/DU3D8Q3FC>

In the final prototype, users were able to navigate through the app with ease.

The next steps in the project would be to bring the design to higher fidelity and to conduct more tests to refine the product.



GoPro



PROBLEM

One billion people in the world have a disability that limits their function and capabilities. Due to these limitations, **people with disabilities are unable to experience** the thrills and joys of **outdoor adventure excursions**. GoPro seeks to address these accessibility issues.



SOLUTION

We aim to **create a mobile app** that provides alternative experiences through **Virtual Reality (VR) videos** with the use of Google cardboard.

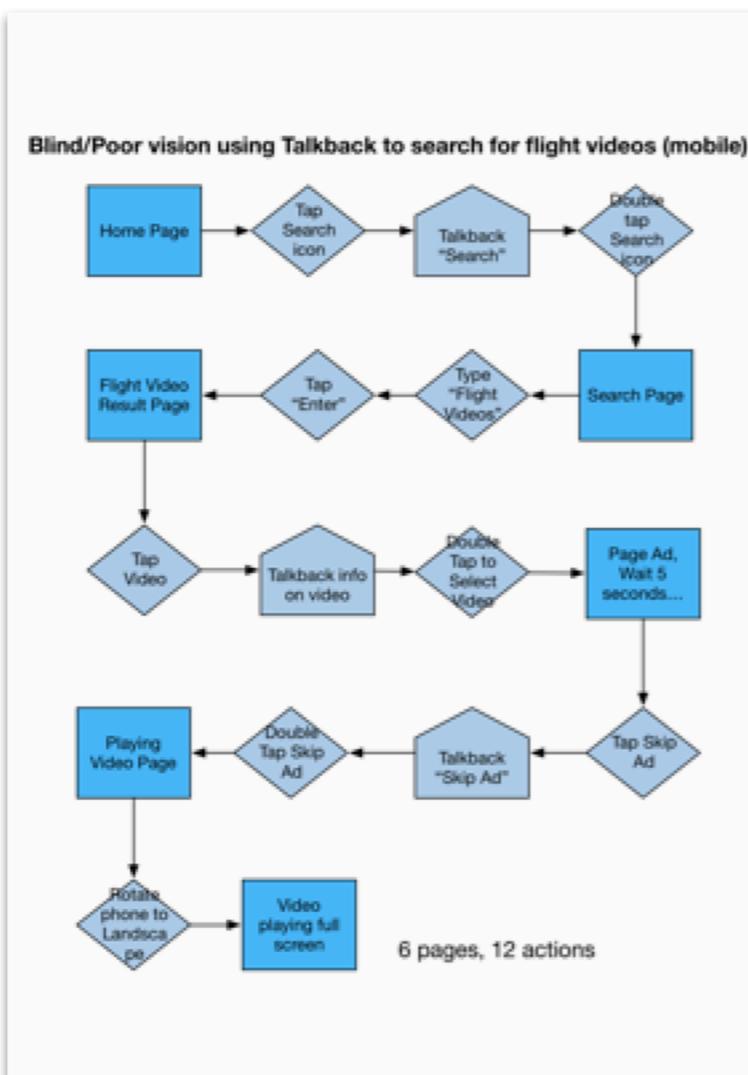


ROLE

Working in a team of three, my main contributions were:

- User Interviews
- Task Flows
- Personas
- High Fidelity Wireframes
- Prototyping with Invision

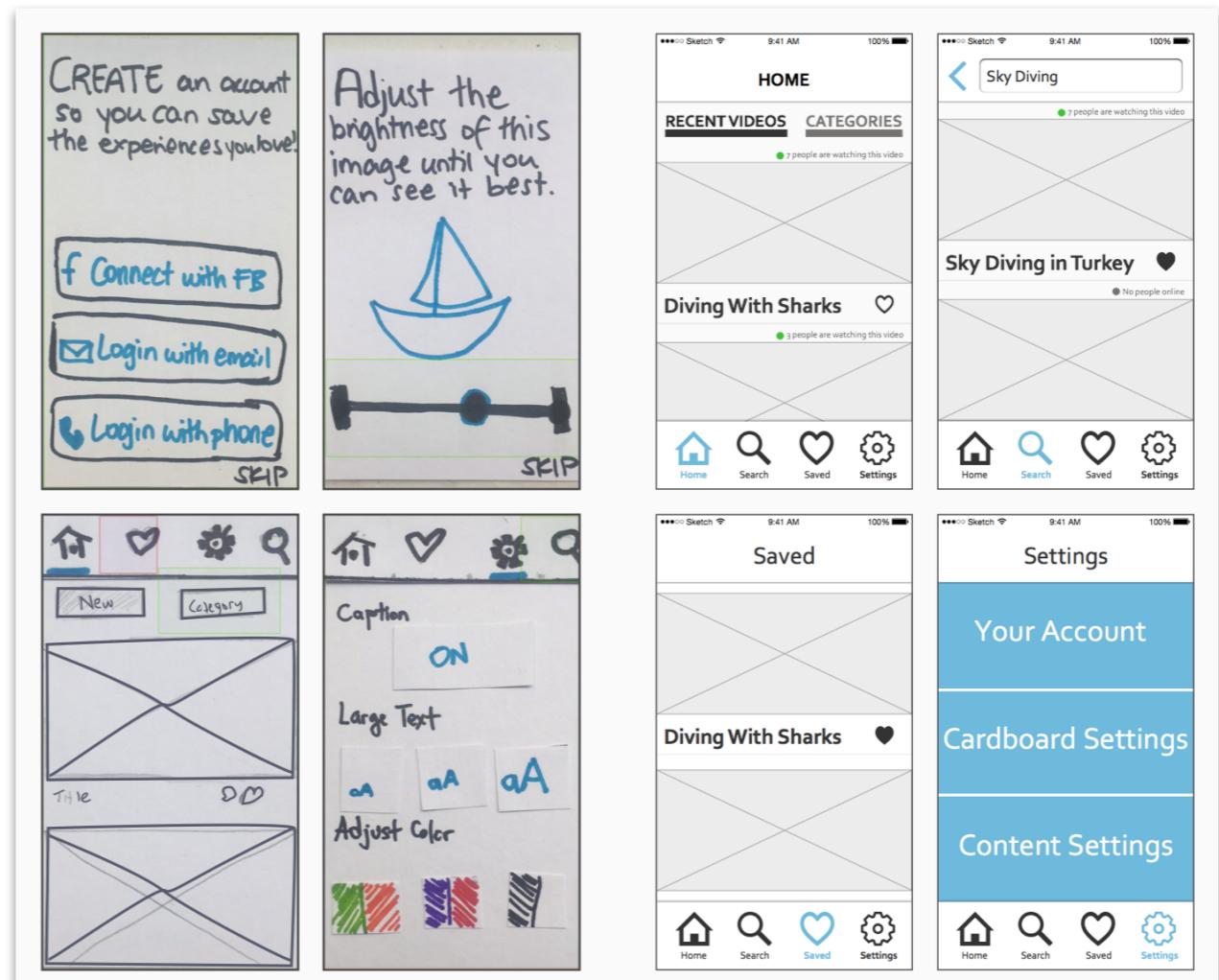
TASK FLOW



A person who uses **accessibility** features took **twice** as long to complete the task.

MOCKUPS

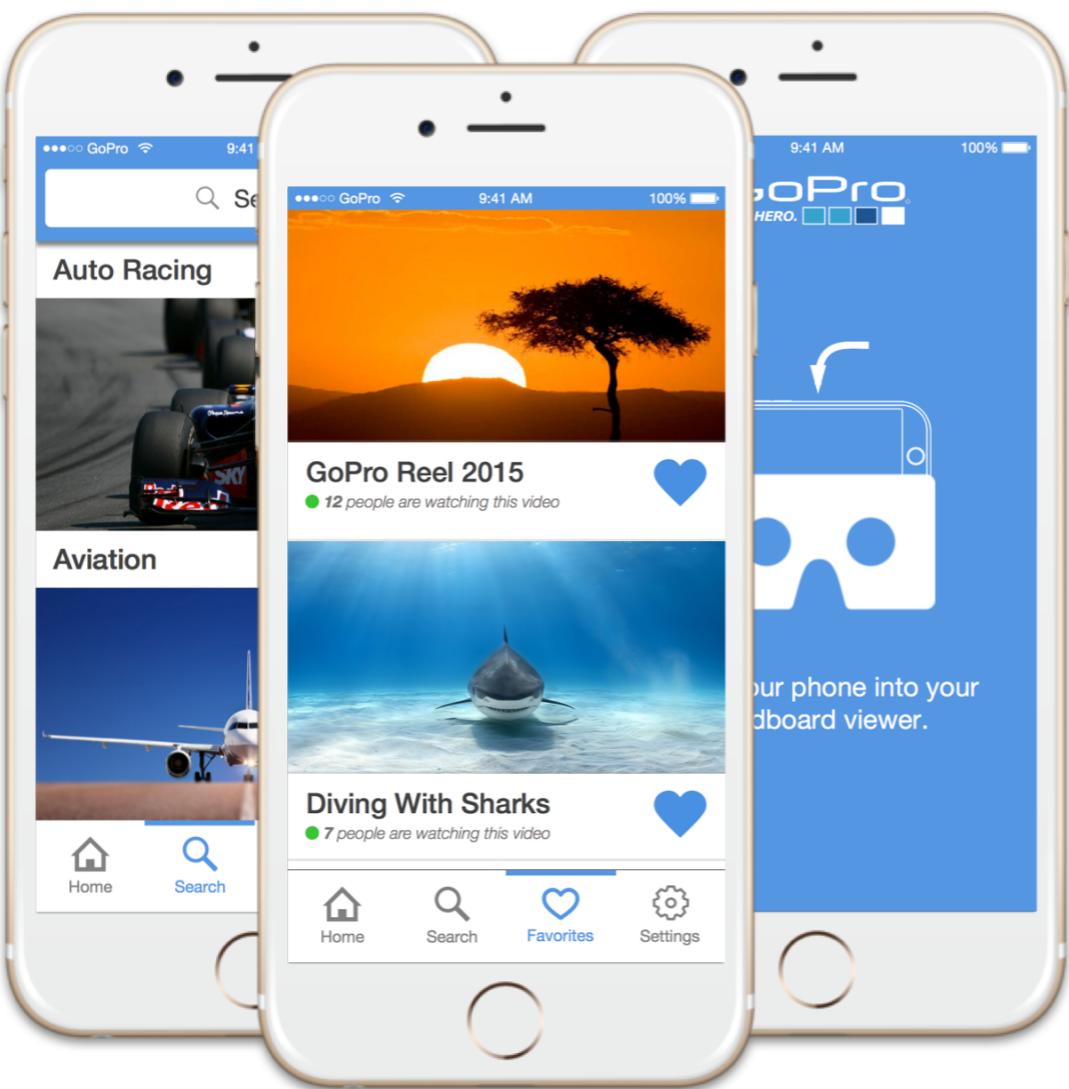
Incorporating the lessons learned from our research, I made sure that the flow of our app was **simple** and **easy to use**.



The first prototype had a quick onboarding process for first time users. Additional customization options were provided in "Settings."

In accordance to Apple's HIG regulation, the navigation was moved to the bottom for the next iteration.

PROTOTYPE



<http://invis.io/YB3NUOTG6>

In the final prototype, users were able to navigate through the app easily.

The next steps in the project would be to have our app tested by users with disabilities and to implement improvements based on their feedback.



Reserve



PROBLEM

Reserve is a **digital concierge service** focused on making every part of the dining experience better, for both restaurants and diners. The company has expanded quickly over the past 8 months, adding exciting new features and iterating their app at a rapid rate. At this time, Reserve would like to **update their current online presence through a complete website redesign** to improve usability and to properly reflect their product and value proposition.



SOLUTION

Reserve currently has an excellent app that provides the customer a **personal dining concierge experience**. For potential new customers, we would like to **translate that experience onto their website** through storytelling by highlighting the Reserve brand, the features of the product, and the overall dining experience.

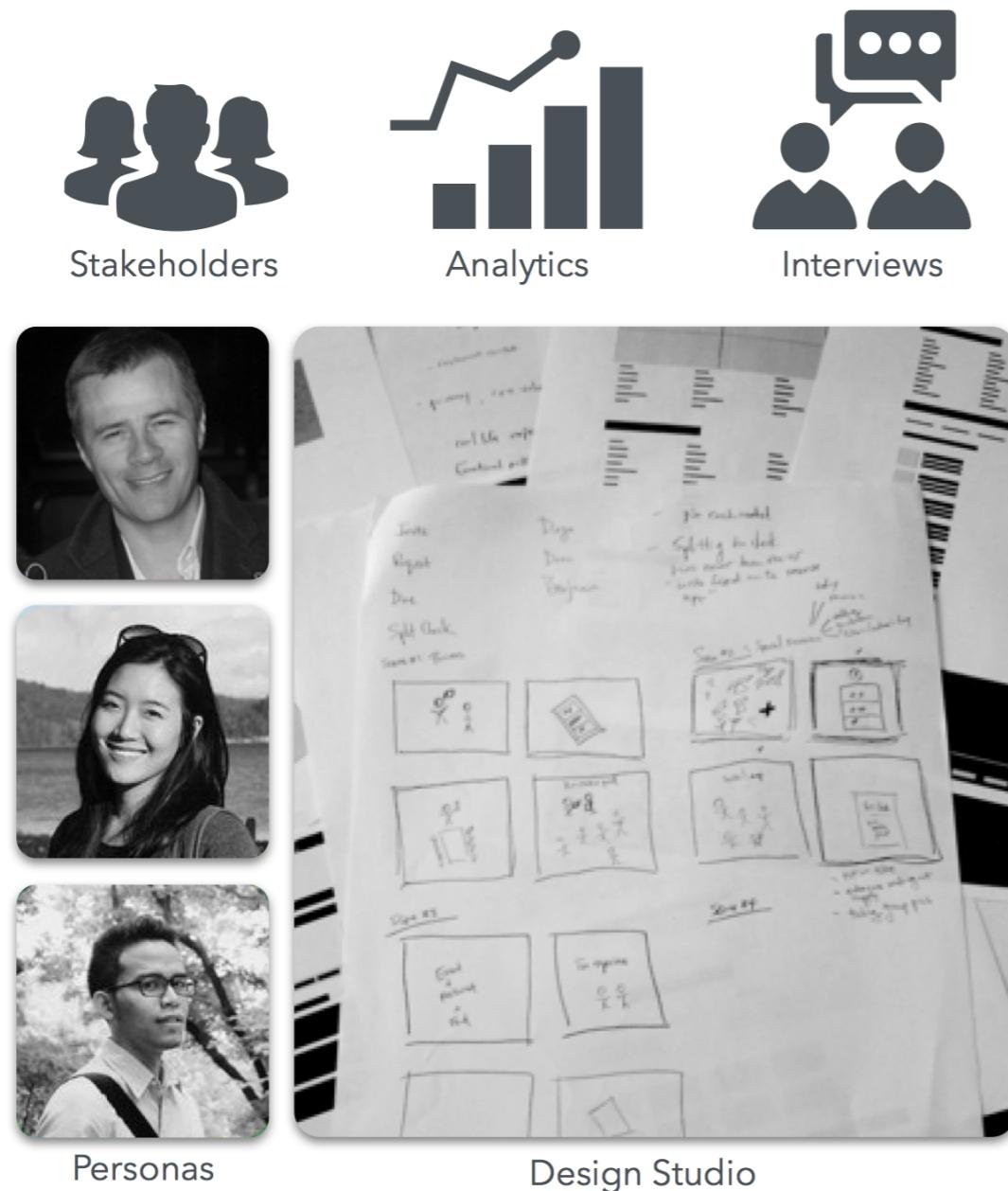


ROLE

Working in a team of three, my main contributions were:

- User Interviews & User Testing
- Heuristics Analysis
- Wireframes
- Prototyping with Axure & Hype

RESEARCH



By talking to stakeholders, interviewing users and analyzing the data, we created diverse personas and simulated different scenarios. Once the perfect balance was found, we designed the site to have the most optimal experience for a wide variety of users.

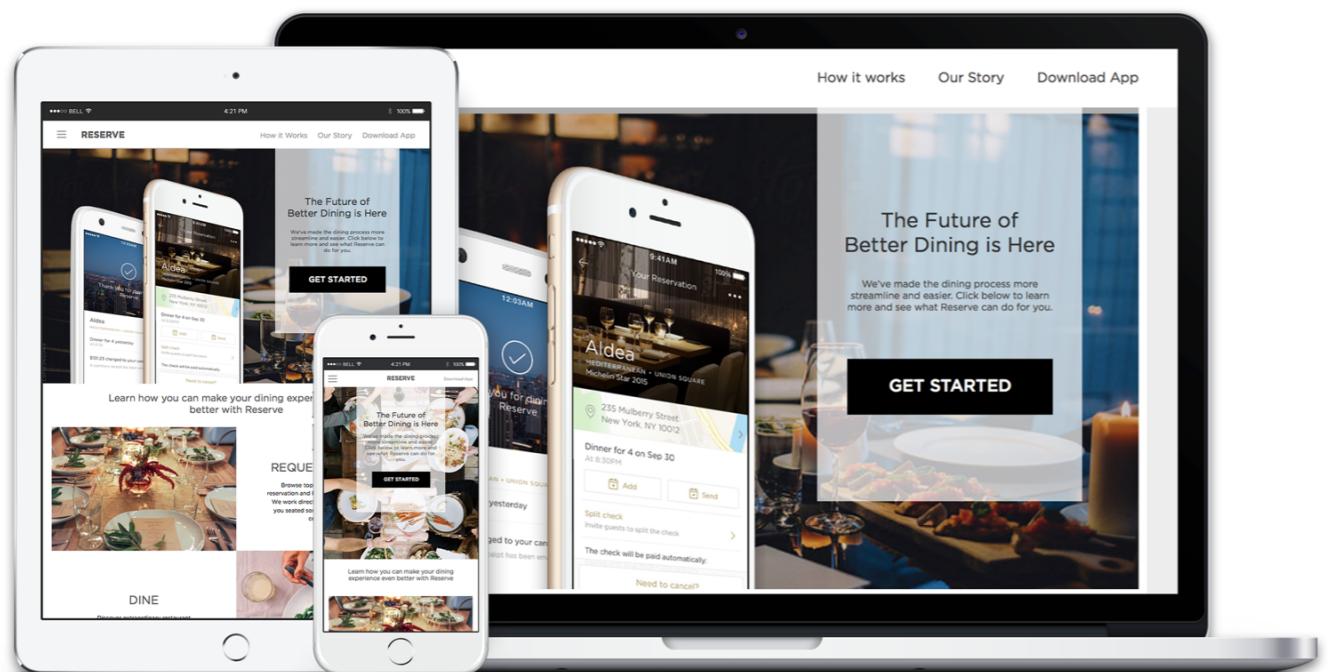
STORYTELLING

The storytelling section features three cards:

- REQUEST A TABLE**: An image of a restaurant table set for dinner. Text: "Browse top restaurants, request a reservation and Reserve handles the details. We work directly with restaurants to get you seated someplace great for a small concierge fee."
- DINE**: An image of a plate of food. Text: "Discover extraordinary restaurant experiences and enjoy great food."
- SPLIT CHECK**: An image of a smartphone displaying a mobile application interface. Text: "Dining out with friends has never been easier. Reserve makes it simple to invite other guests to share the check and split the bill evenly at the end of the meal."

We created a story to help first timers on the website develop a better understanding of the company.

PROTOTYPE



<http://2fbeub.axshare.com/home.html>

In the final prototype, users were able to understand the product of Reserve.

The client was pleased with our research and prototype. Reserve will be implementing some of the components into their redesign.



THANK YOU!



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