



Firstname Lastname

User Experience Design Portfolio - Selected Samples

Updated February 2014

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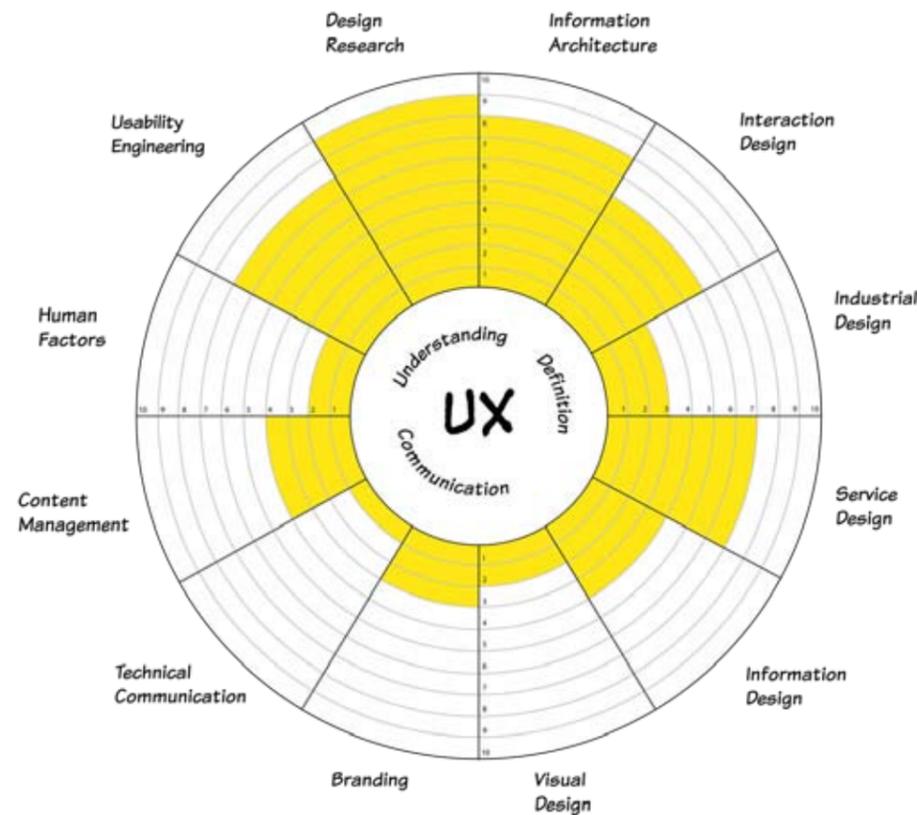
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About Me

Hello, I'm Jane Smith, a User Experience Designer based in Melbourne, Australia.

As a user experience designer, I help creative and technology teams succeed by providing a voice for the user and designing with intent.

I'm also an active member of the UX community - I regularly speak, write, organize events and engage with other practitioners to develop and promote UX.



Strengths: Most of my skills and experience are in user research, cognitive psychology, interface design and usability. I am building my skills in content development and graphic design with short courses.

My Experience



Self employed

Independent motivation
Focus and decision-making



UX consulting

Cross-disciplinary team
Rapid-prototyping & usability
Global/large scale solutions



Product Manager

Research based product development
Creating consumer value in brand relationships
Integrated marketing



Creative excellence

Emotion with function
UX in ideation
Experience in ecommerce, content and communities



Design teaching

Melbourne Technical College
Group facilitation and education



Me at work: Most of my skills and experience are in user research, cognitive psychology, interface design and usability. I am building my skills in content development and graphic design with short courses.

Case Study 1:

Best Project Name

Client name: Company Pty Ltd

Type: Web App

My role: UX Lead

- in charge of running the design process
- writing design brief, wireframing
- running user testing

Team:

- UX director
- product manager
- visual designers

Problem:

Company Pty Ltd, one of the largest systems in Australia, needed to develop a real-time referral process to replace the outdated paper-based system to help customers escalate and address issues in their.

Objective:

To develop a real-time referral process to replace the outdated paper-based system.

Outcome:

We measured customer retention after launching the new design and found that retention had been improved by 30,000 users per year, or 30%.

Additionally, analytics showed that enquiries made via the online reporting system increased by 25%, and of these enquiries 25% more

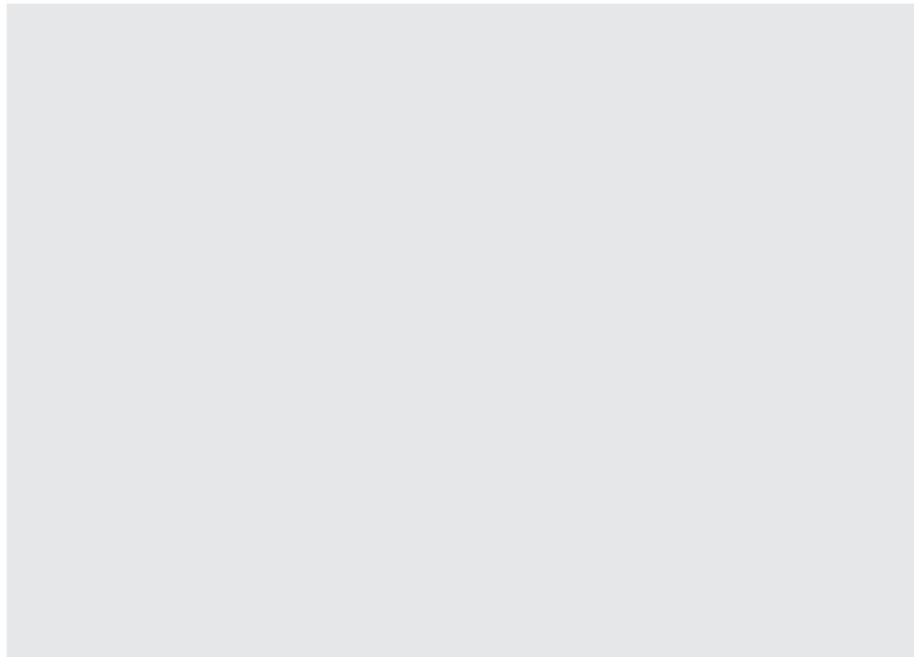
| Duration | Activity | Output | Who |
|---|---------------------------|---|--|
| 2 weeks | User Research | Proto-Personas | Me Erin (product manager) to attend interviews and help take notes Customer support team (help recruiting existing customers) |
| 2 days | Product Assessment | Heuristic Markup | Me |
| 1 week | Strategy Workshop | "Vision board" that includes Triads, Artefact from the future, and Bang-for-buck graph to live on the wall and inspire the team | Me Mark (product manager) Dev team Customer support team Kim and content team Louise (marketing) Jim (sales) John (CEO) |
| 3 days | Recommendations | Design brief | Me (co-author) Mark (co-author) Kim, Louise, Jim (approvers) |
| 2 weeks | Initial Concepts | Medium-fidelity concept sketches for core workflows | Me Mark (product manager) Dev team Customer support team Kim and content team Louise (marketing) Jim (sales) John (CEO) |
| 6-8 weeks | Iterative Detailed Design | Detailed wireframes and design comps | Me Kelly (visual designer) |
| 6-8 weeks (concurrent w/ detailed design) | User Testing | Recommendations for improvements to designs | Me Mark (product manager) Dev team (observe) |

Existing product: the existing system has a problem

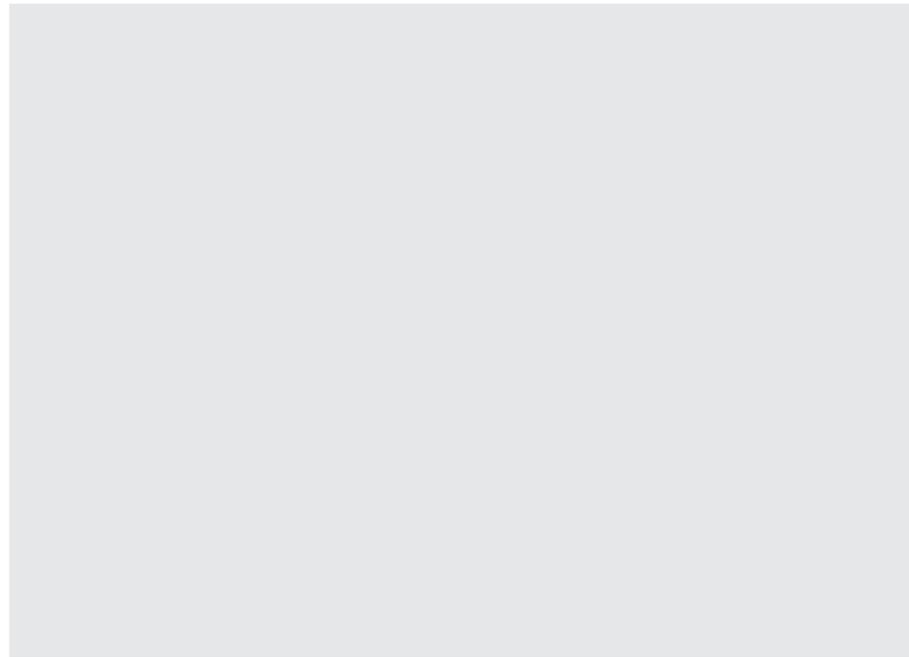
User Research: conducting a contextual enquiry with some existing customers of the product

Proto-personas and findings: some other things we learnt

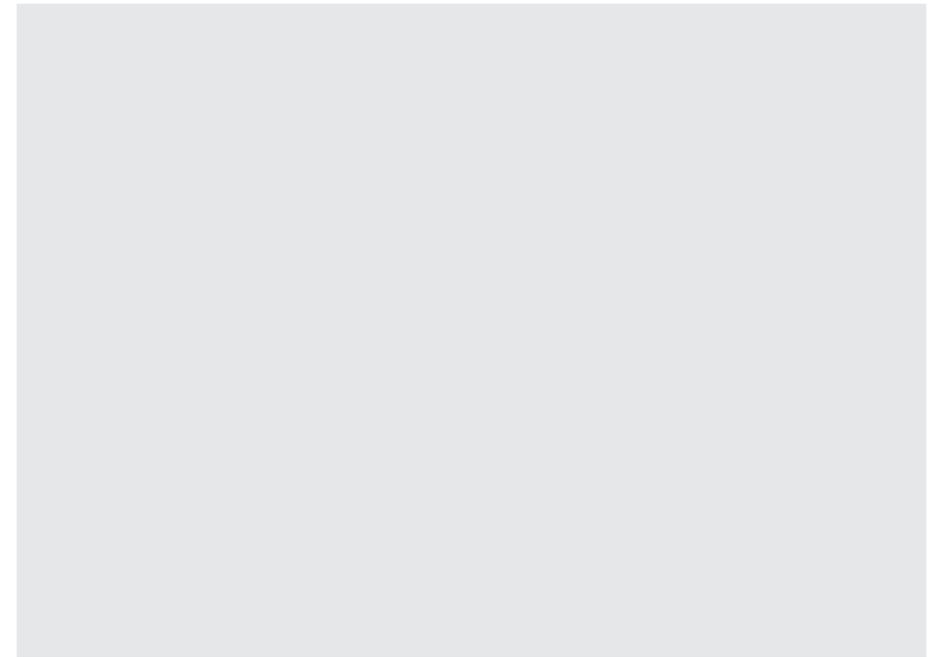
UX Plan: the plan I proposed for running the project



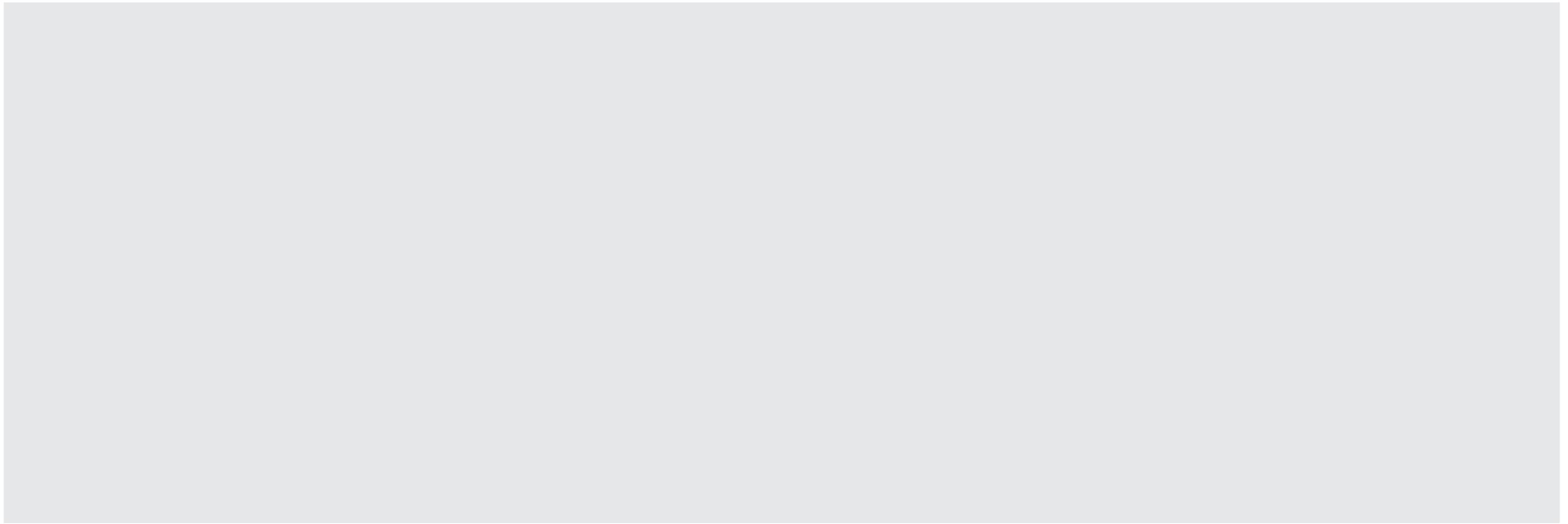
Heuristic markup: my assessment of the existing product. We faced the challenge of changing the business strategy while retaining customers.



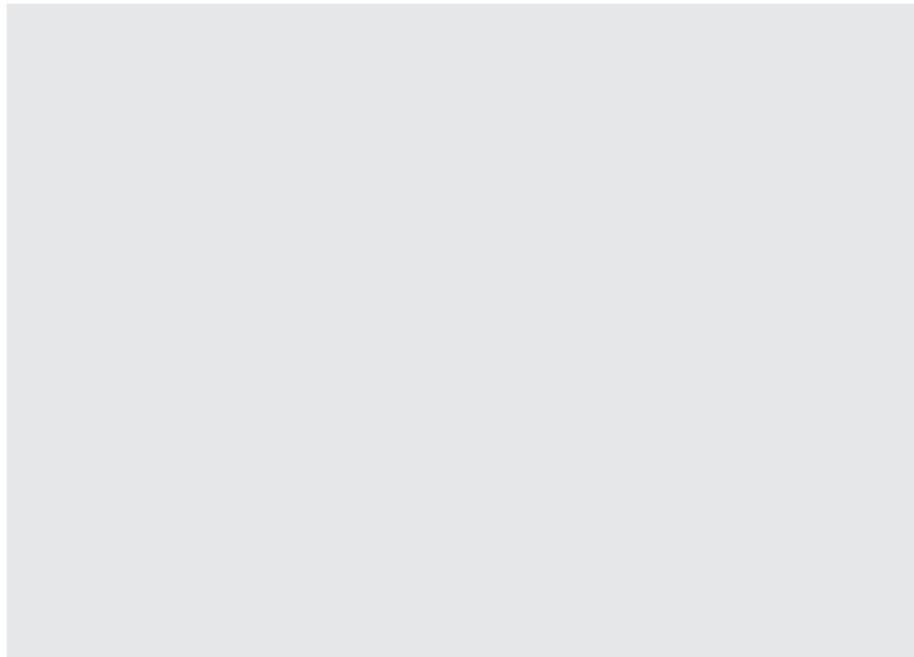
Strategy workshop: we defined the strategy for addressing the needs we'd identified. We decided to focus on branding and customer service.



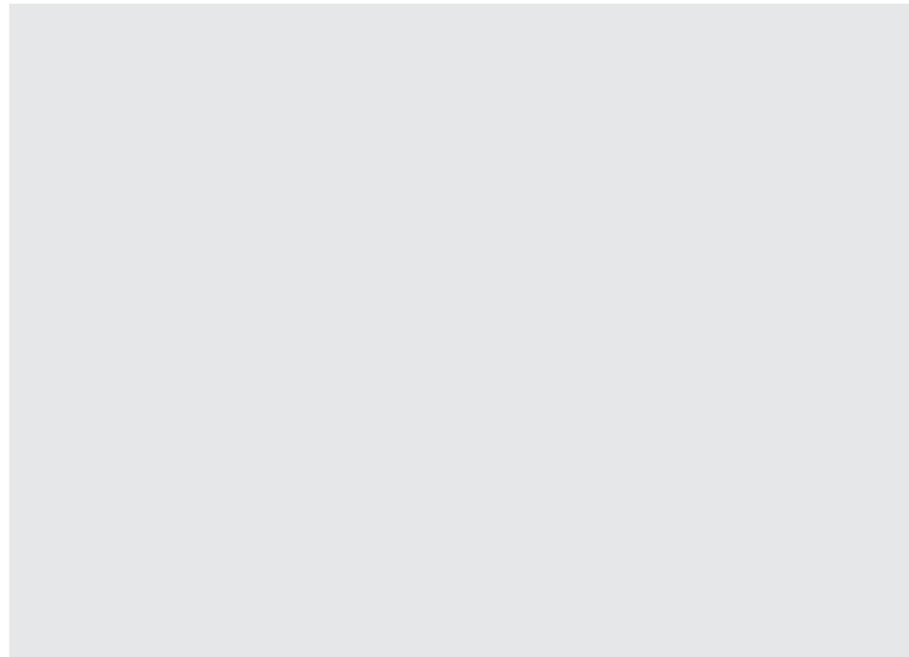
Vision board: the wall in our design space, showing our theme of 'customer service'.



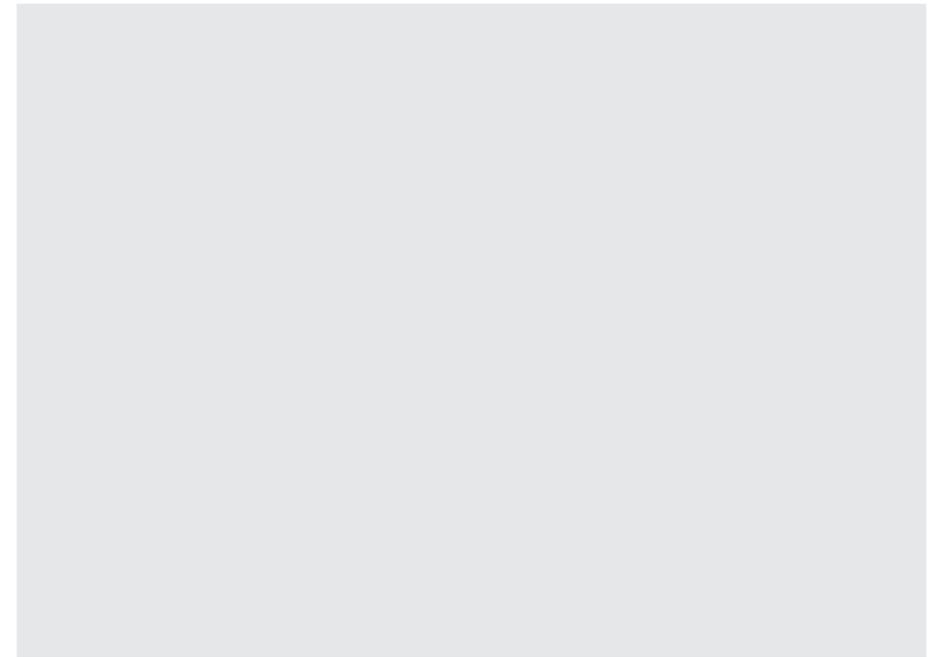
Customer experience map: a work in progress, especially in the early days of the project. Particular challenges are marked with red arrows.



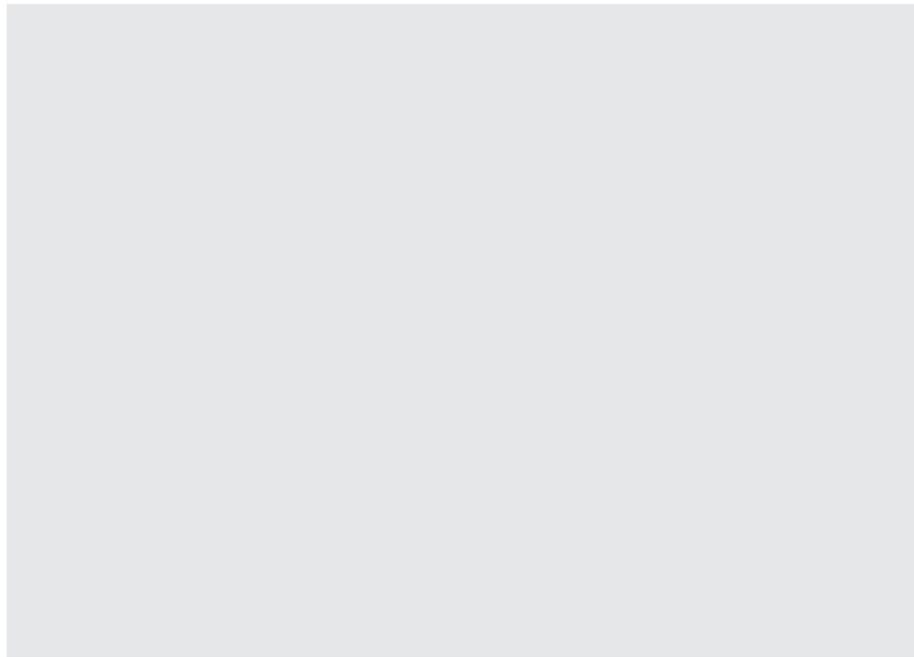
Design Brief: recommendations coming out of the research and strategy workshop are drawn up by myself and Mark the product manager.



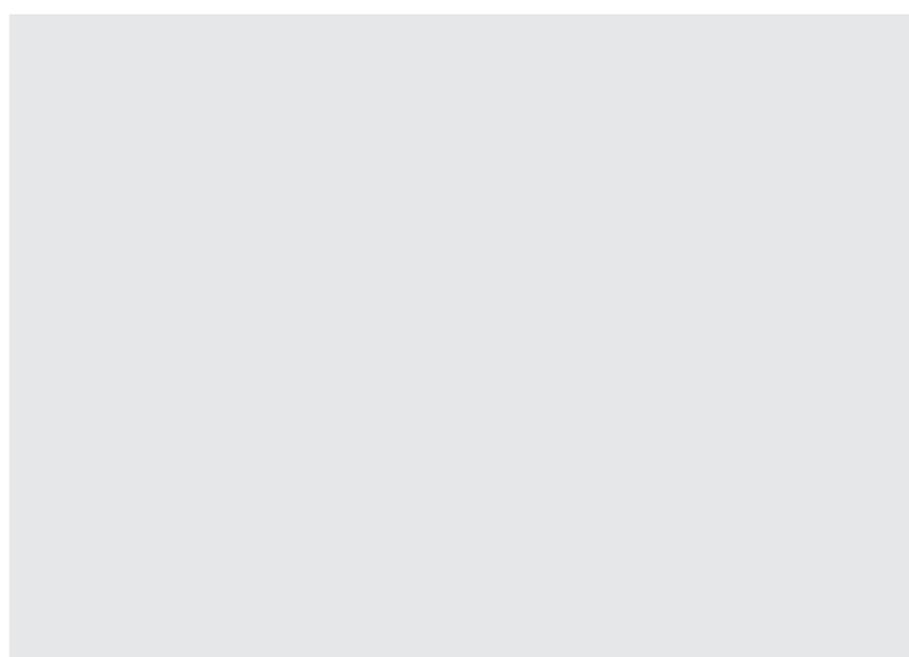
User testing: Our first round of user testing shocked us because users didn't use the navigation menu, preferring the large banner images. This was concerning because we needed to keep the design minimalist but present certain options at the same time.



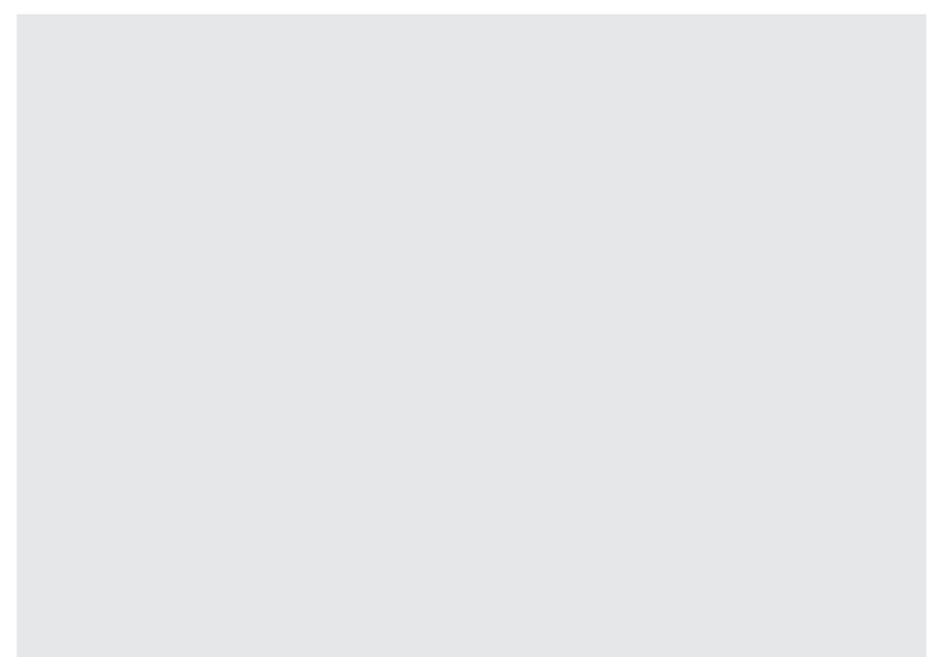
Design chat: discussing the design with the product's founder. We had to persuade him that dropping certain key features was necessary for the product to benefit.



Initial concepts: My sketches that I presented over the early part of the process. Notice the sketch showing an interactive banner. This later became the solution we used.



Clickable wireframes: We worked closely with the dev team we were able to keep the whole project team involved with a shared focus. These clickable wireframes allowed rapid prototyping between design and testing sessions.



Working prototype: The same prototype, now with visual design starting to be applied, and backend systems providing actual integration with features and content.

Case Study 2:

Mobile App Name

Client name: Company Pty Ltd

Type: Native Mobile App

My role: UX Lead

Team:

- UX director
- product manager
- visual designers

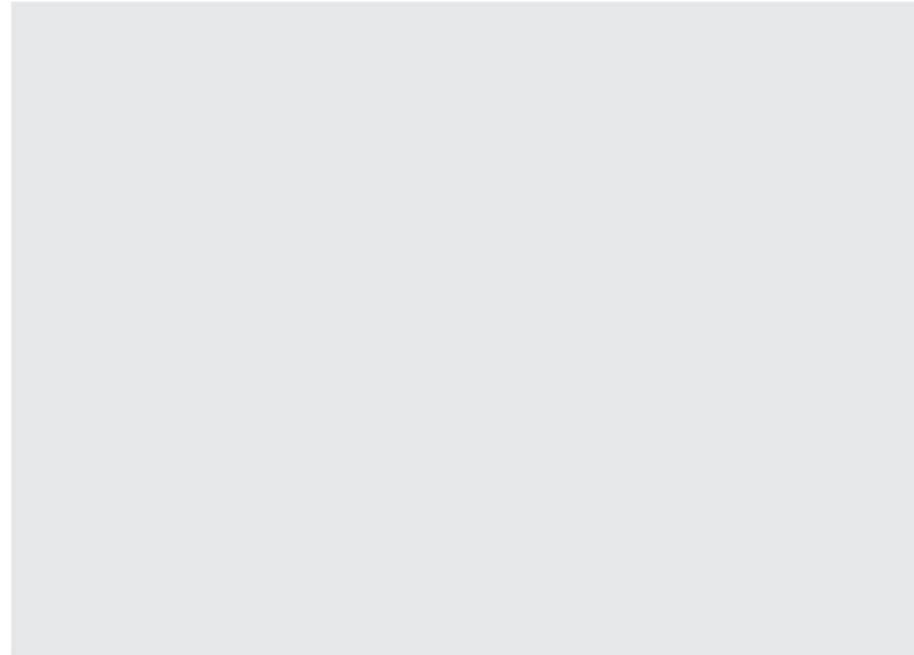
General Problem:

Company Pty Ltd, one of the largest systems in Australia, needed to develop a real-time referral process to replace the outdated paper-based system to help customers escalate and address issues in their.

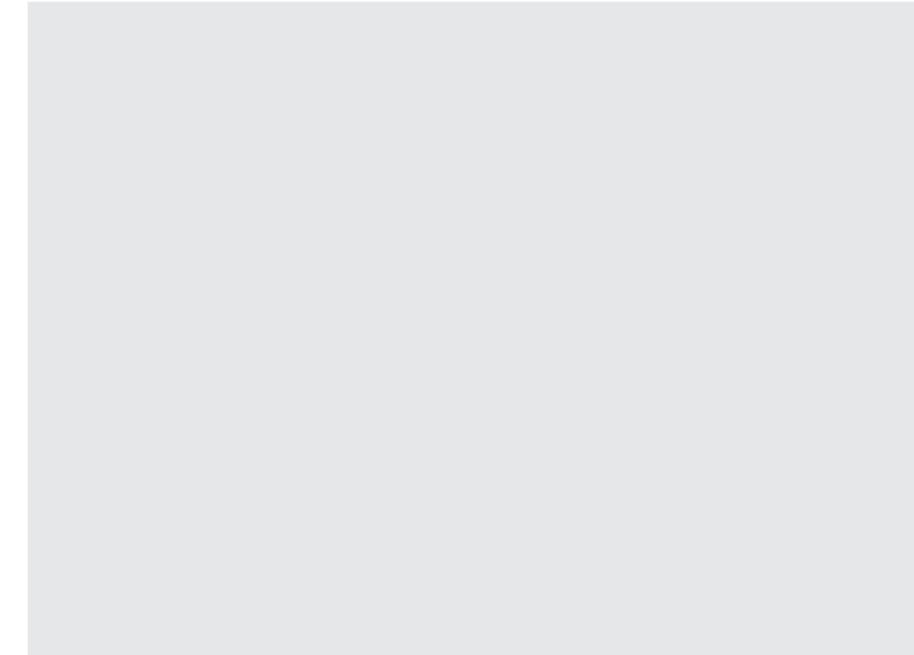
General Results:

We measured customer retention after launching the new design and found that retention had been improved by 30,000 users per year, or 30%.

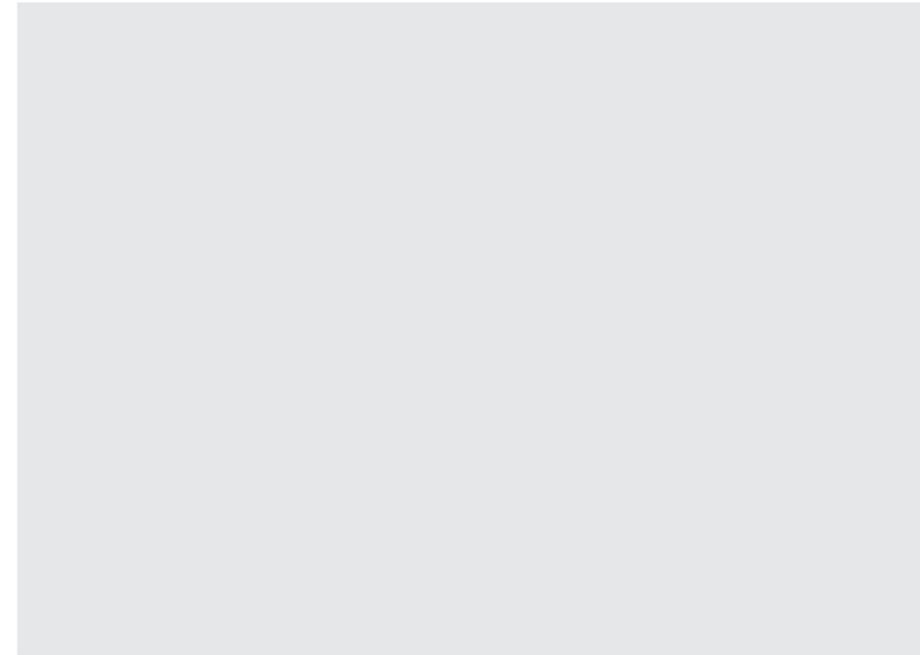
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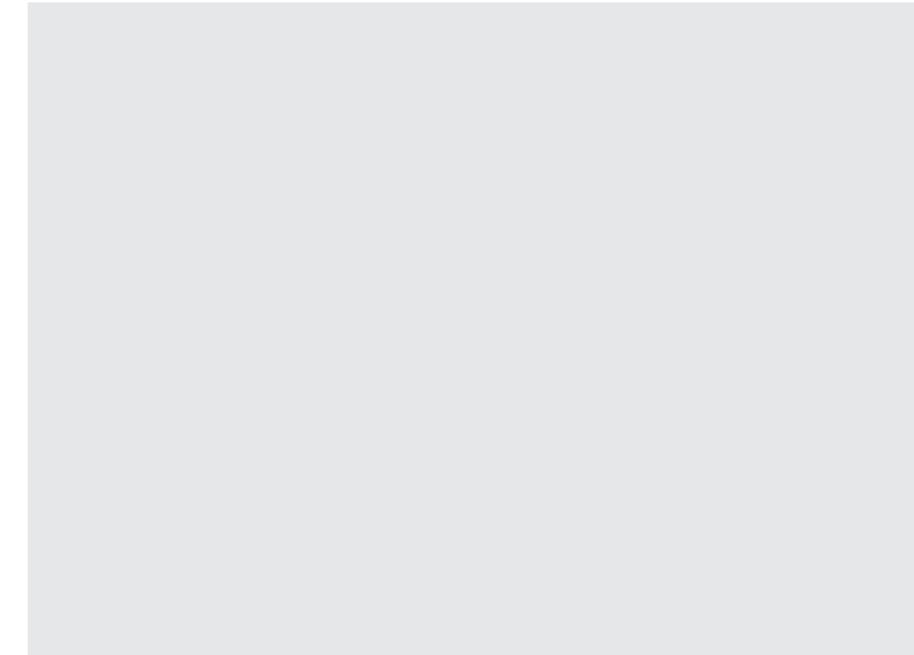
Research: we defined the strategy for addressing the



Spreadsheets: the workhorse of my UX projects



Google Analytics: changes were obvious within hours of the new design being released



Solution: we defined the strategy for addressing the



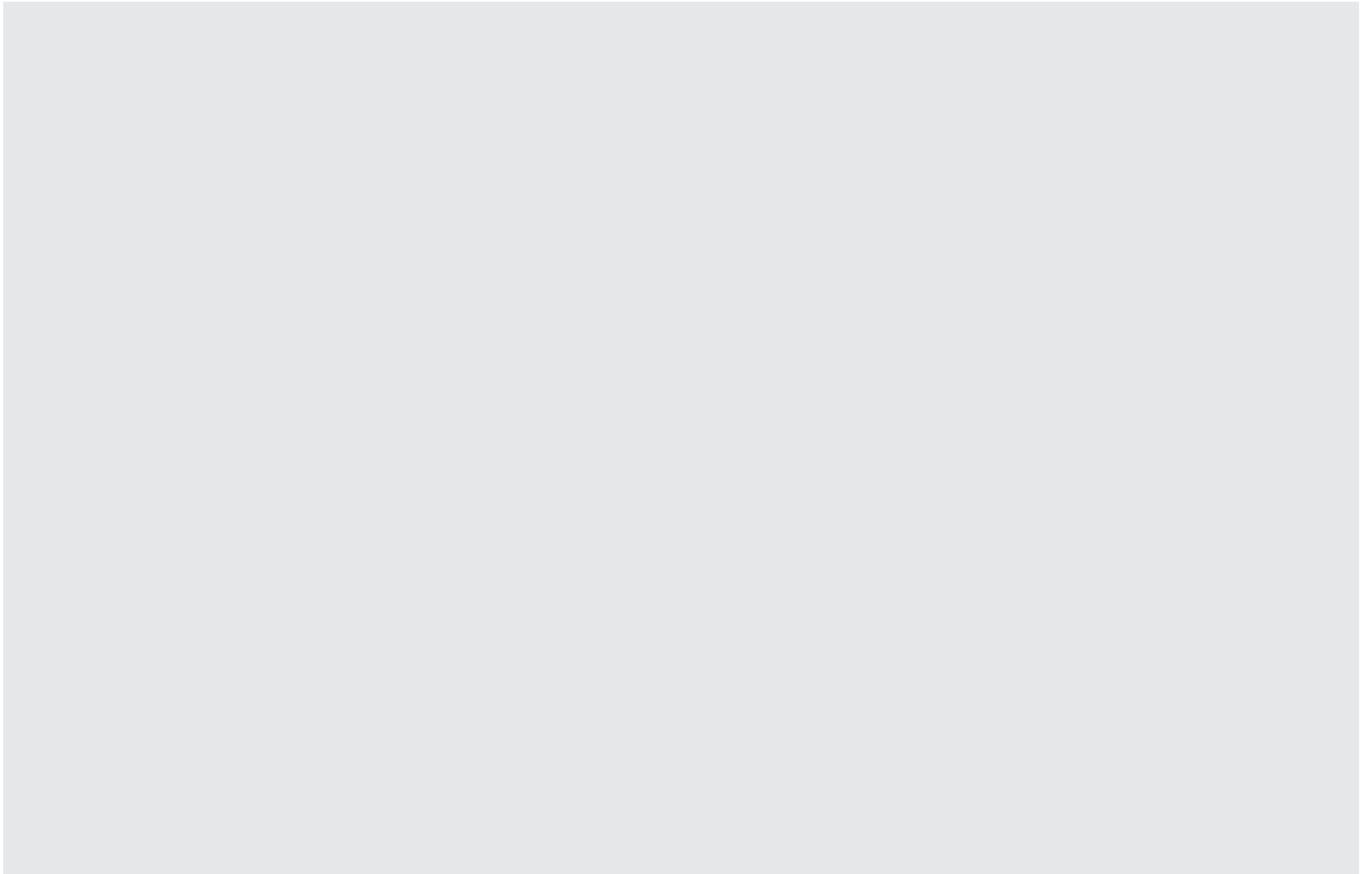
① **Point one** With some explanation about why you are commenting on this feature or issue.

② **Point two** With some explanation about why you are commenting on this feature or issue.

③ **Point three** With some explanation about why you are commenting on this feature or issue.

④ **Point four** With some explanation about why you are commenting on this feature or issue.

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Caption title: This is some text commenting on the image above.

My Work Style

My work is a combination of thinking, research, design, communication and execution. The aim is to communicate and engage successfully on behalf of the user the solution at hand.

At any level, I must be able to relate the work I do against business, technical and creative objectives, and scope it accordingly within a project.

I adapt my workflow and design process to the requirements of each individual project, but my general approach prioritises a hands on, user-centred, Lean UX approach.

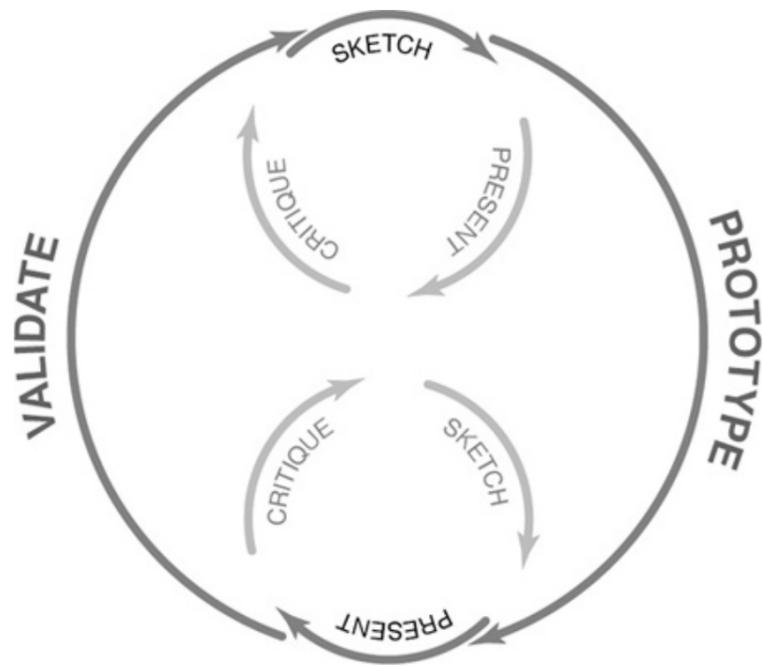
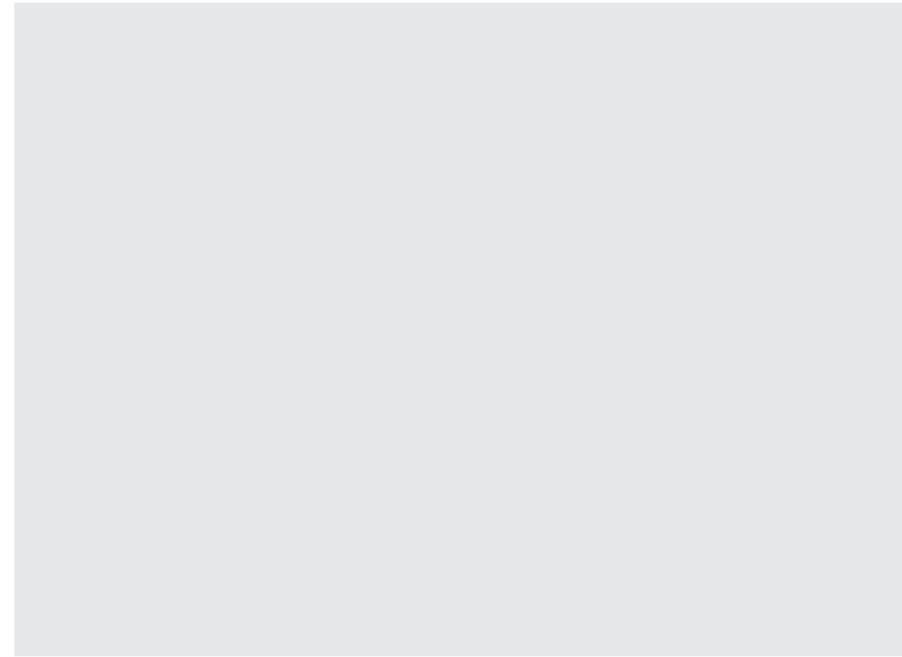
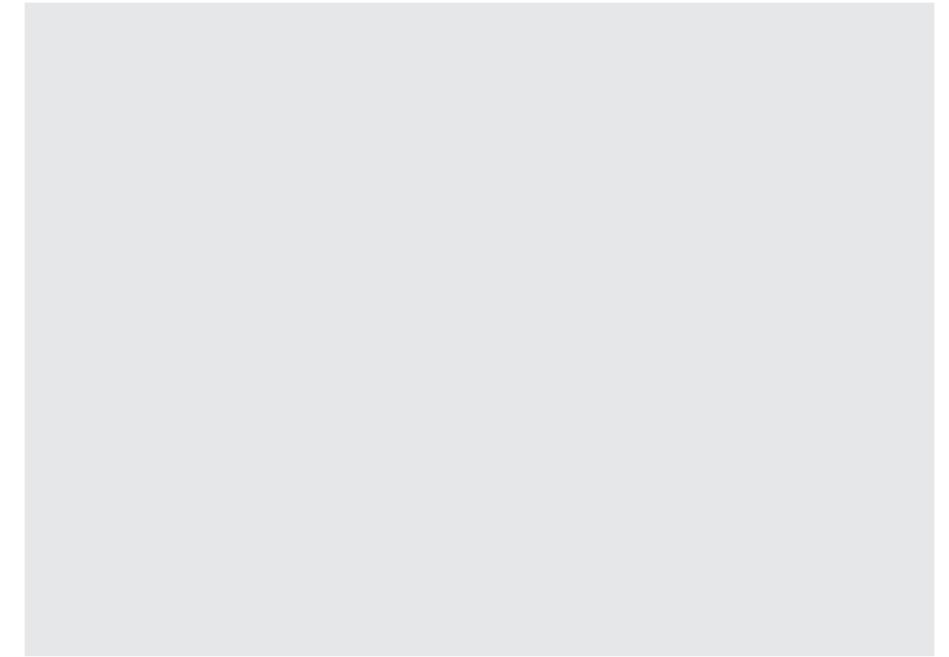


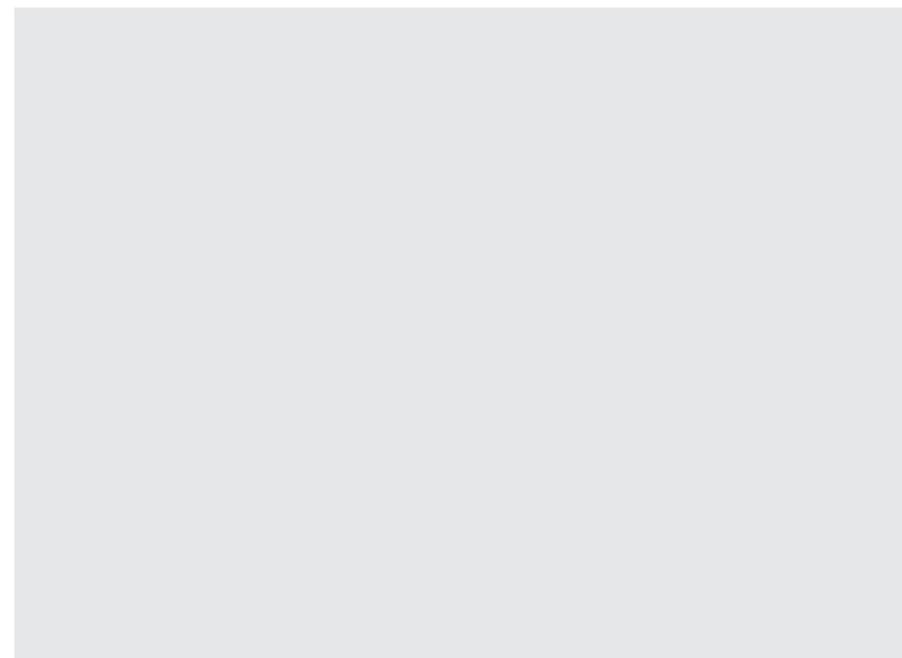
Diagram of the iterative design and critique process. Warfel, Todd Zaki. 2009. *Prototyping: A Practitioner's Guide*. New York: Rosenfeld Media.



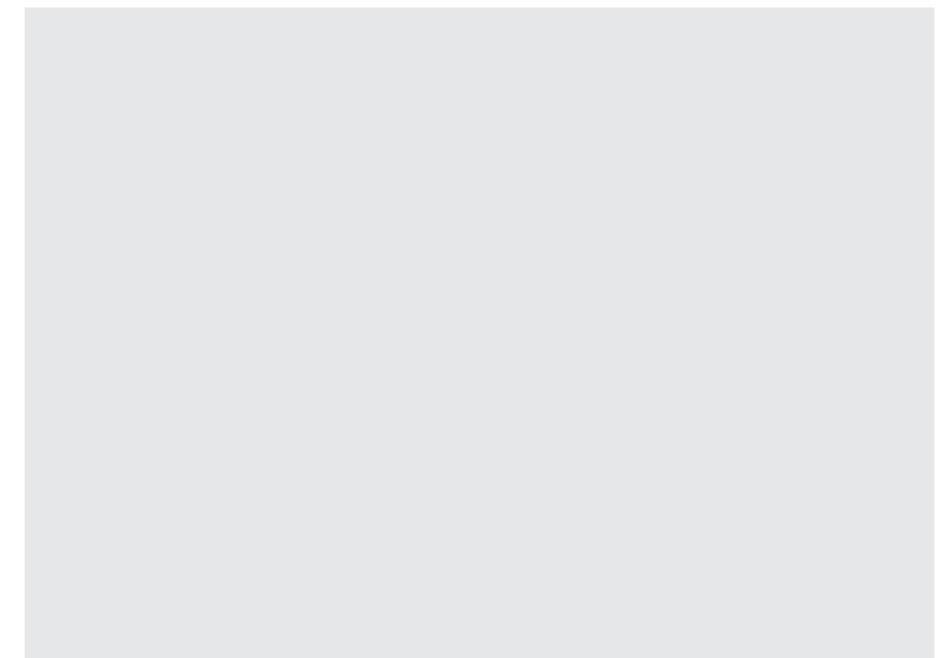
Always user-centred: First stop is talking to users or finding out as much as I can about who will be using the design. This gives me a solid place to start when defining a project and generating concepts.



Hands on: I love to sketch by hand. My work style thrives on evaluating ideas and defining the best path forward. I'm also savvy with facilitation games and pretty sharp with HTML/CSS - whatever I can use to communicate with my team.



Lean UX: My preferred workflow uses a Lean UX approach and my best work is achieved when I am working amongst a team, creating a solid team vision and with the emphasis on a successful design.



Iterative prototypes: iterative prototyping lies at the heart of my approach, combining my love of collaboration, Lean UX and hands-on skills. It allows work to be validated before going too far down a wrong path.

Thank you

for your consideration

Contact details

For more information please contact me. Copies of documents shown in this portfolio, and additional work examples are available by request.

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