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WORK

Karen.care; a pro-bono mobile first design

August 2017

The goal was to integrate the desktop site into a native mobile app as well as improve the UX to provide a seamless onboarding process and determine the optimal flow for a personalized user experience.

- Synthesize existing user testing and feedback to determine and prioritize pain points
- Perform a C/C Analysis to identify industry standards and feature opportunities
- Create wireframe iterations and a final InVision prototype based on target user feedback

Portraits by Cami Rose

Portrait Photographer

December 2010 - Present

- Work closely with a wide variety of unique clients to create strong, lasting products based on customer needs and intuition

SKILLS



Customer Journey Mapping



Information Architecture



Project Management



Prototyping



User Testing & Research



Wireframing

TOOLS



Illustrator



InDesign



Photoshop



XD



Axure



InVision



Principle



Sketch

PROJECTS

Oscar mobile app feature integration

July 2017

The goal for the project was to integrate a way for Oscar Healthcare VR therapy patients to connect with their doctors and do sessions remotely through the pre-existing mobile app.

- Maintain organisation and vision as the Product Manager
- Craft narratives and visuals for deliverables and presentation as the Presentation Lead
- Maintain standard for quality and management of visual design as the UI Design Lead

Hennessey + Ingalls Ecommerce

June 2017

The goal was to create a better navigational experience for the customers in the online store based on H+I's target audience, research, and user testing.

- Perform a UX audit to determine usability issues and prioritize areas of improvement
- Create wireframes to test with users and validate improvements
- Design final mockups and prototypes for implementation based on design standards

EDUCATION

General Assembly Santa Monica

UX Design Immersive | June - August 2017

500 hours of accelerated learning; developing a strong, in depth UX tool kit with the ability to create meaningful analyses of experience based problems through the use of design thinking.