

CONTENTS

- My Design Mind
 - UX Double Diamond Design Process
 - Edward de Bono's Six Hat Theory
- Cornell University Portfolio
 - Human Centered Design
 - Effective User Research
 - Creating User Personas
 - Developing a UX Design Concept
 - Prototyping and UX Feedback
 - Evaluating Usability

- Other UX Design Work
 - Sketches & Mobile Designs of This Website
 - Design Challenge:
 - Bakery App
 - Logo Design
 - 1000 Floor Elevator Console Design
 - Redesign of an Ugly Website with Bad UI Design
 - 404 Error Message Design

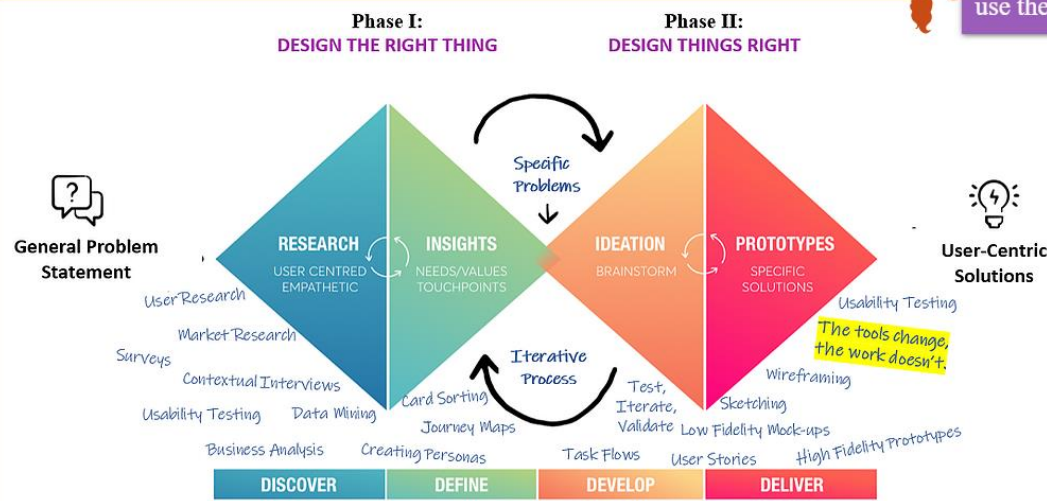
[Printable PDF Portfolio](#)

My Design Mind

UX DOUBLE DIAMOND DESIGN PROCESS



I created this chart to demonstrate how I use the Double Diamond Design process.

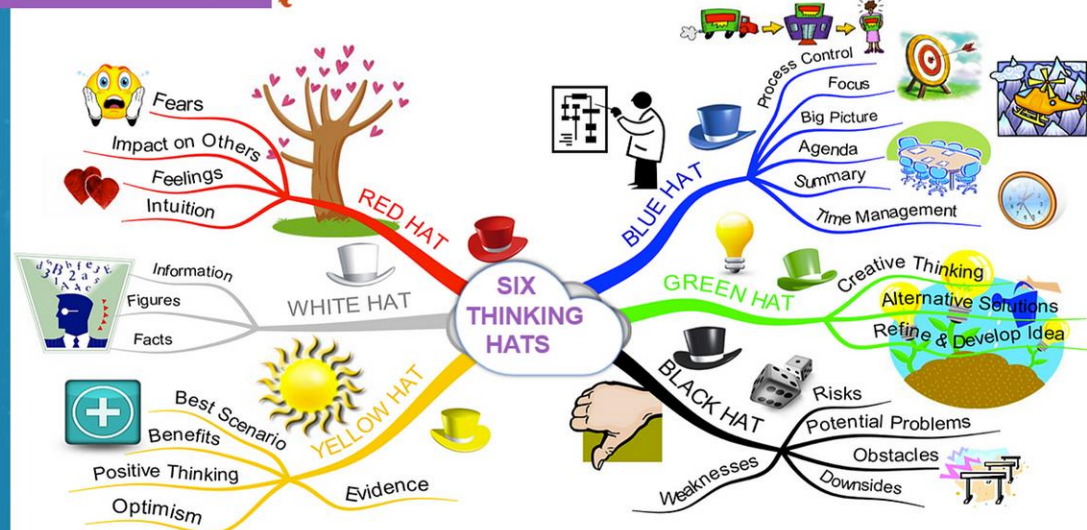


In Basic Terms

For any design problem, I begin by researching. Then I organize and prioritize via an user-centric perspective. Next, I brainstorm, then, translate those ideations into pencil and paper sketches. For UI designs, I then develop low-fidelity wireframes, using a software tool such as Sketch, Balsamiq, or Figma. I will try on many iterations for size. Once, I've discovered the best fit, I will set to work creating a high-fidelity prototype. Lastly, I test.



This is my favorite thinking tool, which I first learned in my MBA program; but I now find very useful for UX Design.



CORNELL UNIVERSITY PORTFOLIO

Human Centered Design Project



- **Formulating an Innovative Concept for an Interactive Technology to Meet Human Needs**
- **Distinguishing Between Good and Bad Design**
- **Evaluating Usability and User Experience**
- **Ideating a Project to Apply the Human-Centered Design Process**
- **Preparing a List of Ethical Considerations When Interacting with Your User Group**

In this course, I learned the fundamentals of Human Centered Design and submitted a final project showcasing my skillset, which I received a perfect score on and have included below.

My Cornell Portfolio is extensive and detailed. Being new to the world of UX Design, I have included it in its entirety to showcase how much UX Design knowledge and experience I have gained. I did not include every assignment by far or any of the many tools which can be used on the job. I only included the final project for each course.



Effective User Research Project



- Planning and Conducting User Research
- Developing a Contextual Interview Plan
- Developing the Contextual Interview Protocol
- Conducting a Contextual Interview



In this course, I learned the essentials of Effective User Research, and I got a 100% on my final project which highlights my newfound User Research skills.

I conducted five Contextual Interviews and was required to submit the raw interview data and interview summaries for three of the five, which I have included in the Word Doc herein. The participants have been anonymized via allocation of a pseudonym and altered identifiers to protect their privacy and confidentiality.



Creating User Personas Project



- Analyzing User Research Data
- Analyzing Contextual Data
- Creating Affinity Diagrams/ Card Sorting
- Creating a User Persona
- Creating User Requirements



At the end of this course, I demonstrated my knowledge and skills by presenting the attached Project which scored the highest marks and received positive feedback from my instructor and peers.

Within this course, I engaged in quite a bit of peer collaboration to not only produce top-notch personas, but Affinity Diagrams, and User Requirements as well.





MEET JOSH, A PATIENT OF APEX HEALTHCARE INC.

Josh is a 39-year-old tech savvy and collaborative-minded Business Operations Supervisor who has a severe autoimmune disorder. He cares about his healthcare needs a great deal. Yet, he has experienced being terminated from care by his healthcare provider due to the labeling of "patient non-compliance of care" which was completely preventable. However, there was no process in place for preventing or determining his "non-compliance" or allowing for an appeals process. Josh worries about this labeling being a permanent part of his electronic health record and how that might negatively affect him with future physicians, healthcare insurance providers, and treatments. Nevertheless, he has a positive outlook and has support from his family, friends, and a local support group. He is actively working to build a good rapport with his current providers and feels hopeful about the future of his healthcare treatment plan.

"I was terminated from care by my physician, out of the blue, for so-called non-compliance of care...I, and patients like me, need a protocol/framework for determining and preventing 'non-compliance of care' which should be made transparent within my eHealth Portal."

PAST EXPERIENCES/ PAIN POINTS/ OBSTACLES

- Josh feels that his provider failed to understand the circumstances leading to his "non-compliance of care" and did not hear him when he tried to express the reasons and failed to offer suggestions, alternatives, or resources.
- There was no process in place for determining or preventing him from being labeled a "non-compliant patient" and subsequently terminated from care.

ACTIVITIES

- Attends a monthly support group.
- Strives for high level communication with his healthcare providers.
- Sets alarm reminders for appointments, lab work, and medications.
- Participated in a contextual interview regarding "non-compliance of care".
- Participates in patient surveys and user experience testing.

END GOALS

- To have an available website or app designed for laying out a protocol or framework for managing non-compliance of care which would include:
 - A working definition of "non-compliance of care"
 - Relevant patient feedback pertaining to his healthcare treatment plan.
 - An assessment or evaluation process for determining non-compliance of care.
 - Patient/physician expectations
 - Tips/suggestions section for both patients and providers
 - Protocol for Providers to follow.
 - A place for him to list or voice his concerns.
 - An information section.
 - An Appeals process.
 - A support/resources section/page
 - A clear "agreement" between the doctor and patient

KEY AREAS OF OPPORTUNITY

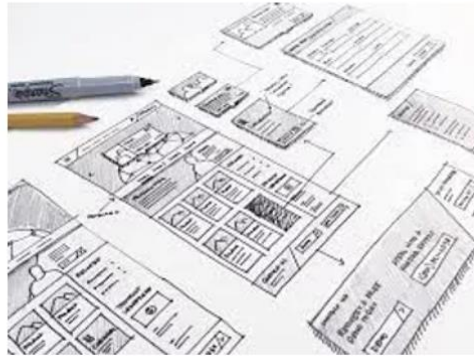
- Prevent future "patient non-compliance of care."
- Maintain healthcare consumers like Josh, through patient satisfaction strategic initiatives and implementation.
- To provide the highest level of patient centered care via the incorporation of Human-Centered Design into the patient-centered care framework and the development of page within the existing eHealth Portal geared toward maintaining patient compliance of care.

I created this persona card to go alongside the user persona I created for the above project. It was not required, I simply wanted to challenge myself and showcase my newfound skillset.

Developing a UX Design Concept Project



Within this course, I gained the skillset needed to develop a successful UX design concept, which I demonstrated via the final project, attached below.



- Sketching Ideas to Explore the Design Space
- Defining Tasks
- Capturing User Feedback
- Creating a Design Concept
- Storyboarding
- Developing a User Interface Concept
- Information Architecture
- Wireframing
- Designing for the User's Mental Model

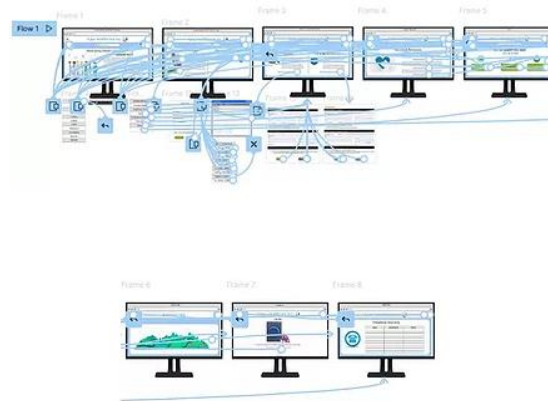
While I love developing a UX Design Concept from start to finish, my favorite part is creating journey map comic strips and empathy maps.



Prototyping and UX Feedback Project

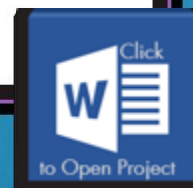


Within this course, I learned all about low-fi, mid-fi, and hi-fi prototyping, which I showcase in my final project attached below.

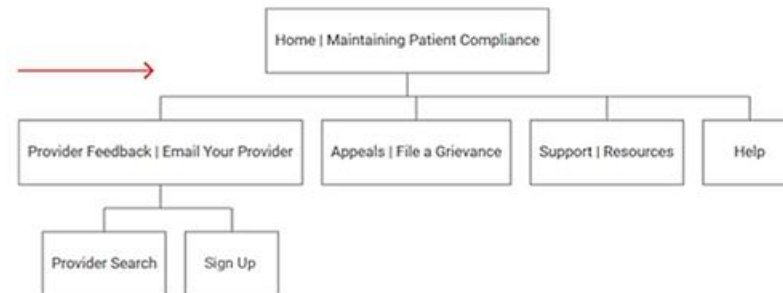
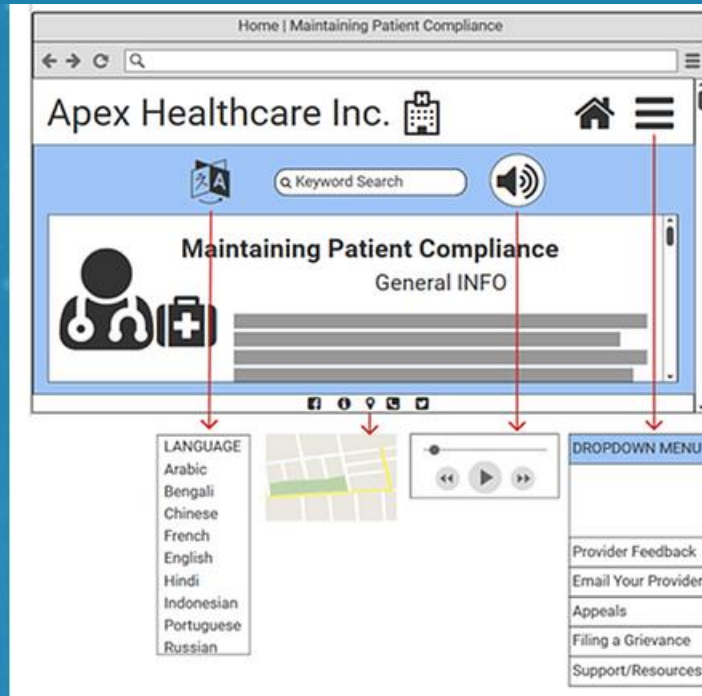


- Creating Paper Prototypes
- Creating Interactive Medium Fidelity Prototypes
- Conducting Heuristic Evaluation
- Creating Interactive High Fidelity Prototypes
- Figma
- Balsamiq

Below is a silent short of a low-fi interactive prototype that I developed from an original UX Design concept.

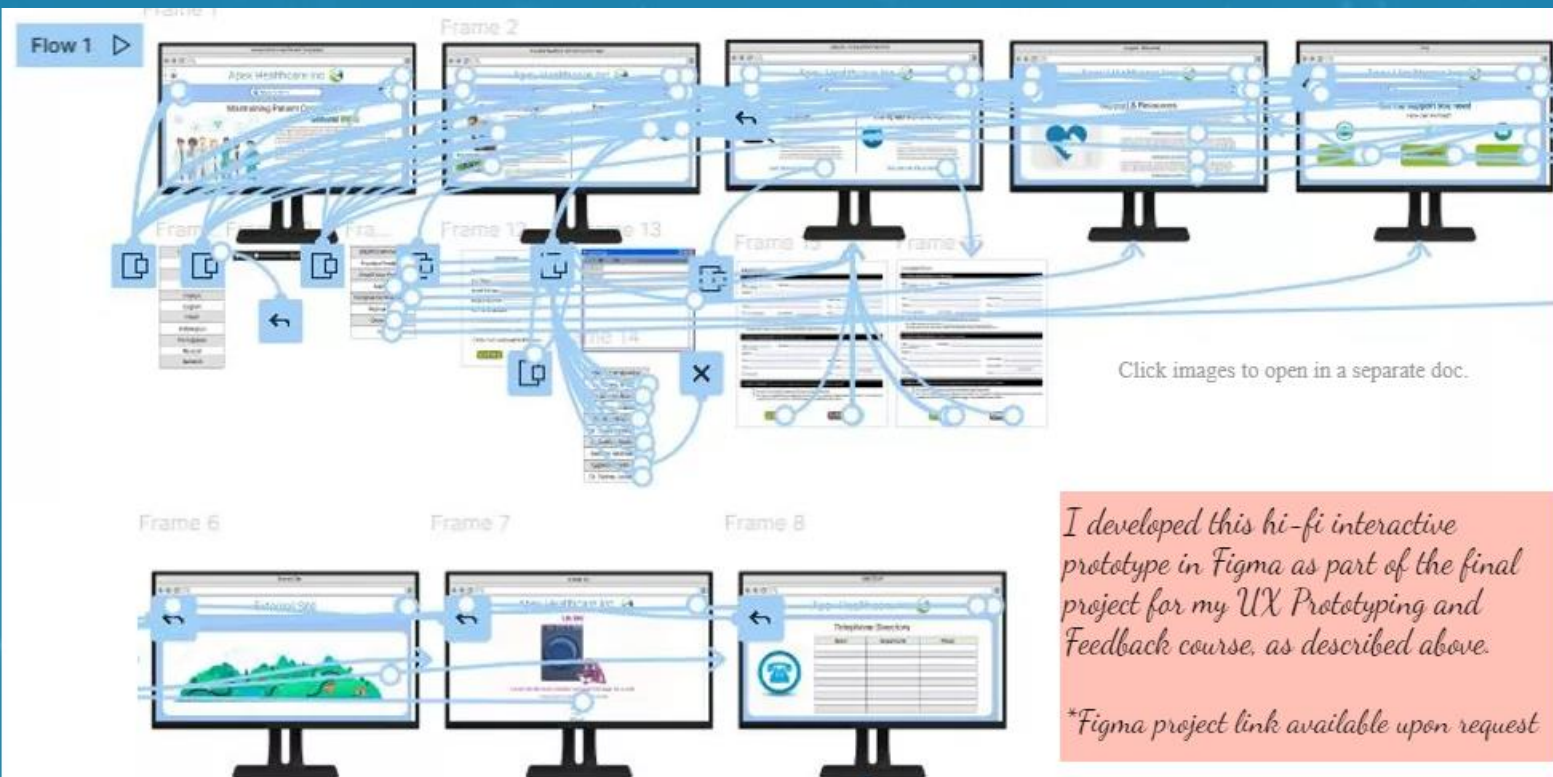
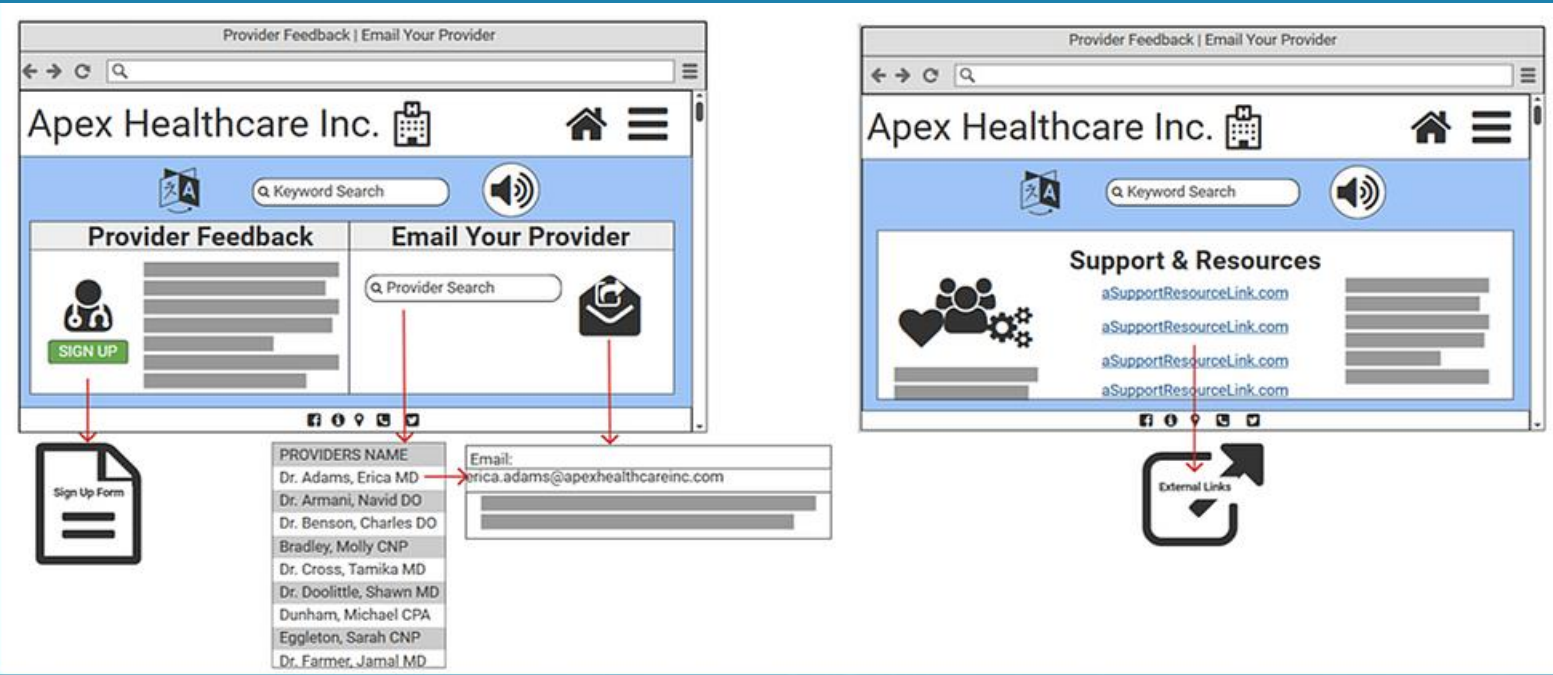


Pencil & Paper Prototyping



I developed this Balsamiq mid-fi prototype as an assignment for my UX Prototyping and Feedback course. It is based upon an original UX design concept for an app to assist patients with maintaining compliance with their healthcare treatment plans.

**Balsamiq project link available upon request*



I developed this hi-fi interactive prototype in Figma as part of the final project for my UX Prototyping and Feedback course, as described above.

**Figma project link available upon request*



Testing Usability Project

Within this course, I developed all the necessary skills to complete effective Usability Evaluation, which I showcase via my final project attached below.



- **Creating a Usability Test Plan**
- **Developing a Usability Testing Script**
- **Running a Usability Test**
- **Evaluating Usability Testing Metrics Data**
- **Reporting on Evaluation Results**

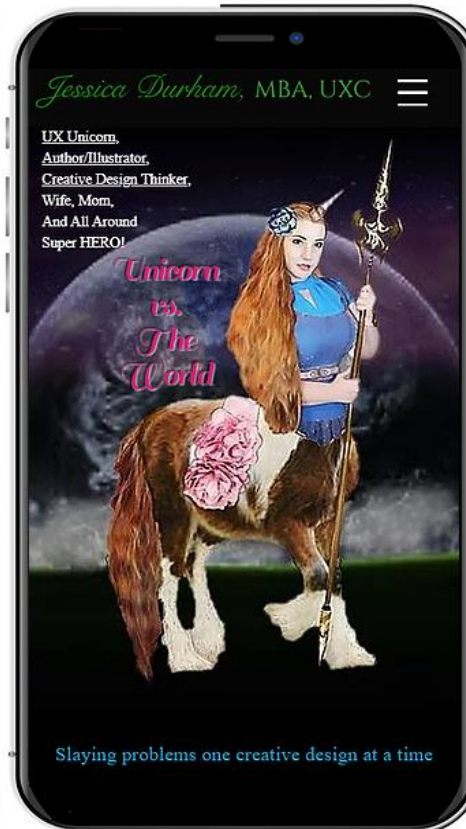
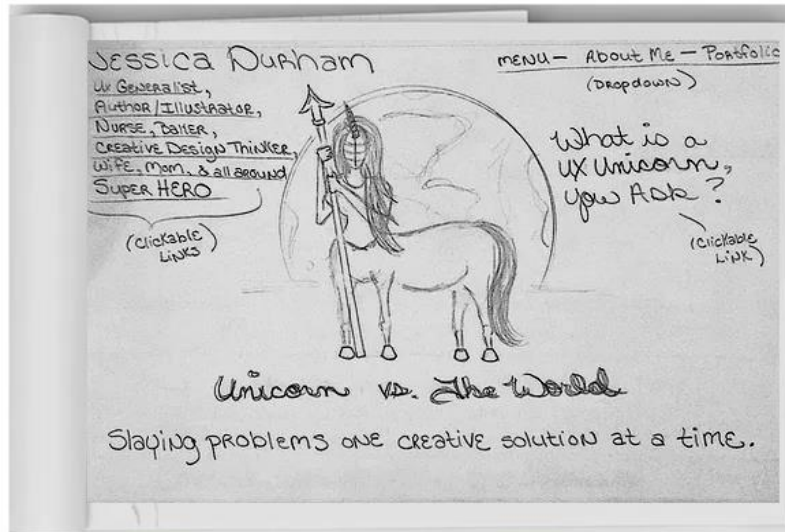


SKETCHES & MOBILE DESIGNS OF THIS WEBSITE

Home Page



It was important for my portfolio website to have mobile capacity with good design. Thus, I designed each webpage with a mobile compatibility design.

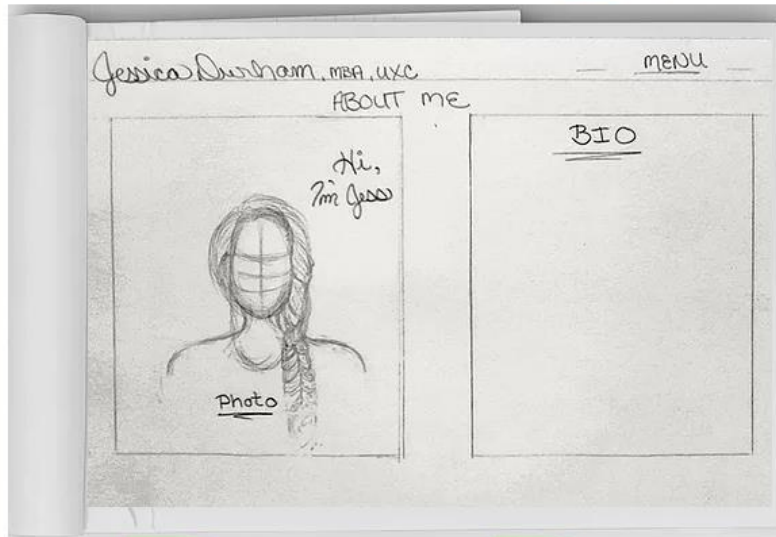


First, I researched to determine what should be included in a top-notch UX Portfolio. Then I brainstormed and began sketching ideas that excited me. The homepage took a lot of graphic and visual design work and several iterations before reaching the final version. My goal was to create something original, but simultaneously showcase that I can fit right in as a UXer. I aimed for good navigation and color scheme with a visually appealing interface and clean layout based upon Information Architecture a Gestalt Principles.

About Me Page



Like the homepage, the About Me page is a single frame design. Thus, it was not difficult to draft a mobile design. I simply had to rearrange the image and text columns from a horizontal to a vertical view.



I use sticky notes to notate changes or ideas that I make along the way.

For the final version of the About Me page, I added colorful abstract circles for a modern design which draws the eye to the photo and to the text. The design also symbolizes my bubbly personality and creative nature. The circles remind me of children's blowing bubbles which embue joy and imagination.

UX Design Portfolio Page



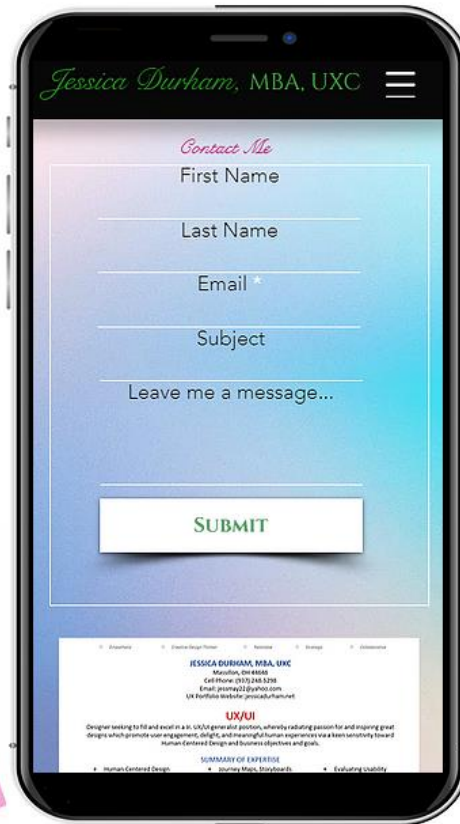
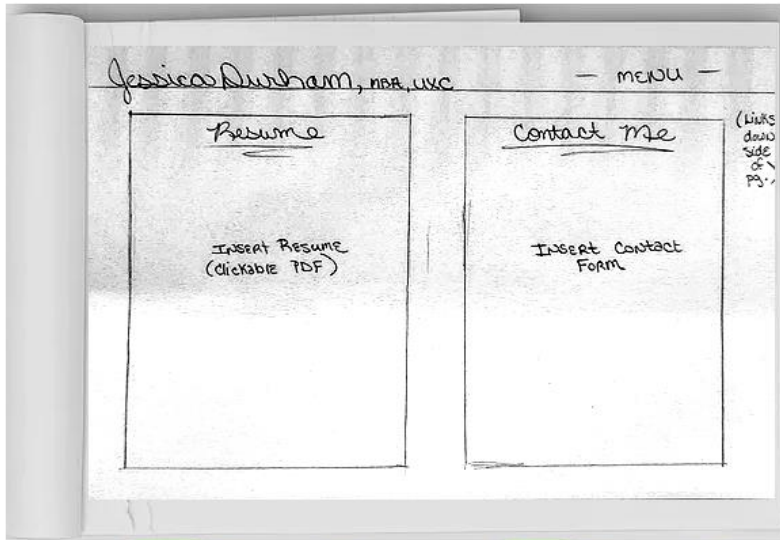
Designing a mobile portfolio presented a design challenge, because my portfolio is extensive. Rather than compromise on design, quality, or detail, I decided to offer a website portfolio and PDF version.



Contact/Resume Page



I wanted this to be a single frame page with a simple layout and obvious calls to action for viewing my resume and leaving me a message.

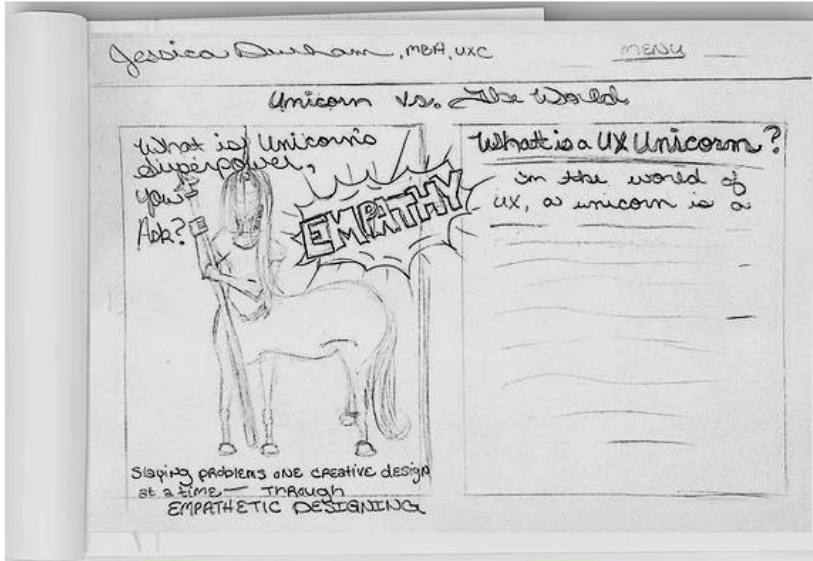


I was also presented with the perfect opportunity for designing and creating a "Contact Me" page with a horizontally designed webpage was easy to convert into a vertical mobile design.

Unicorn vs. The World Page

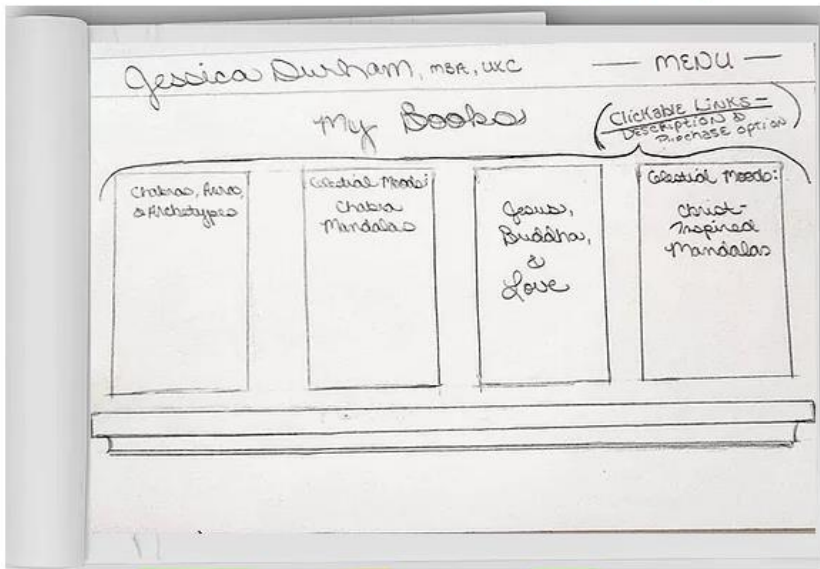


This design was inspired by graphic novels and aims to provide a fun format for sharing my design style and where I fit in as a UX Designer.



My Books Page

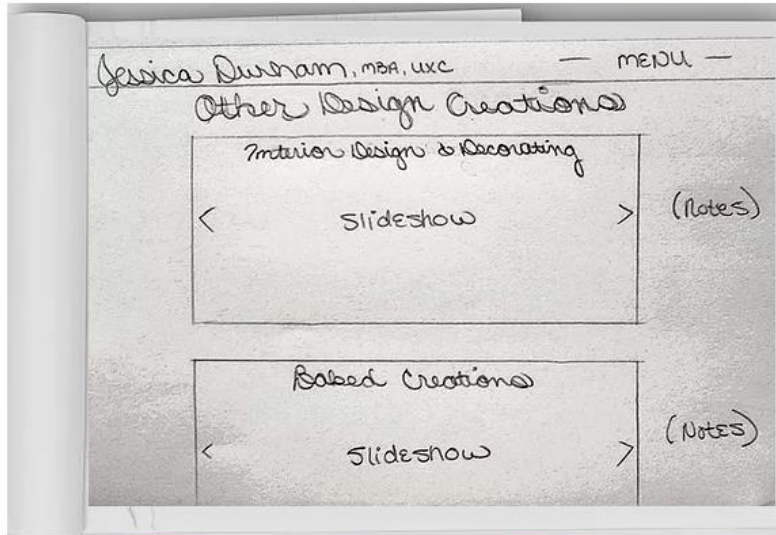
This design was inspired by book stores and book shelf displays. I also included links to purchase.



Other Design Creations Page



I created this page to showcase a few of my other design creations. It was fairly straightforward to convert the webpage design to a mobile design.



What does any of this have to do with UX Design, you might ask? For me, I not only practice design principles and processes when it comes to UX/UI design. I live it! I am an artist/creator by nature and the process comes natural to me. No matter what design creation I'm working on, I research, empathize, ideate, develop, and test.

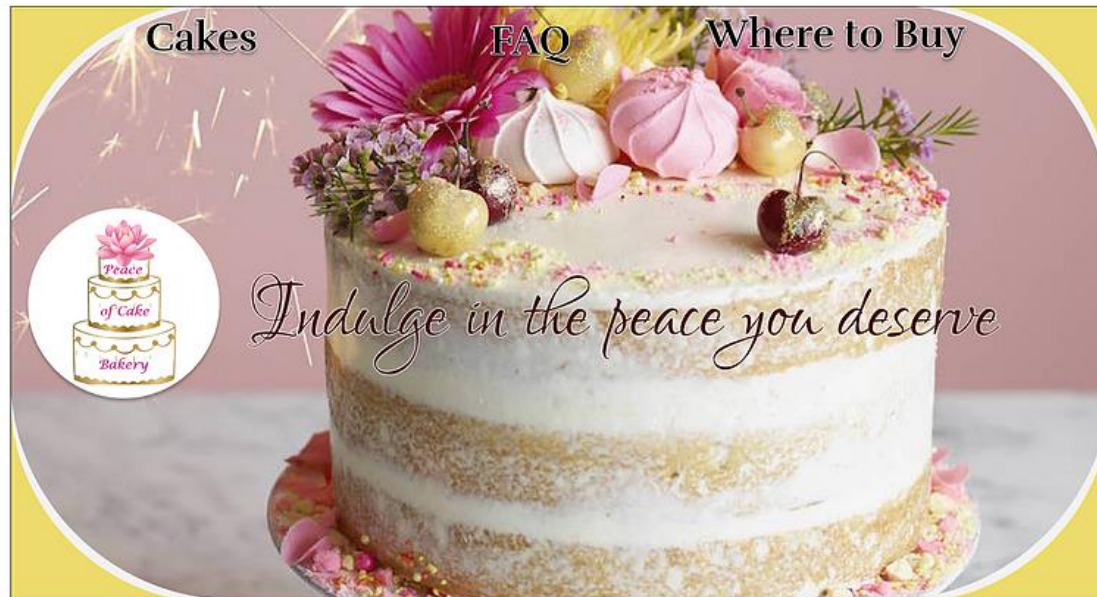
This also was a golden opportunity to design a photo slideshow.

DESIGN CHALLENGE

Bakery App



I created this mock-up for the landing page of a website for a made-up bakery. The challenge I gave myself was to design the page and produce a static Figma prototype in 60 minutes.

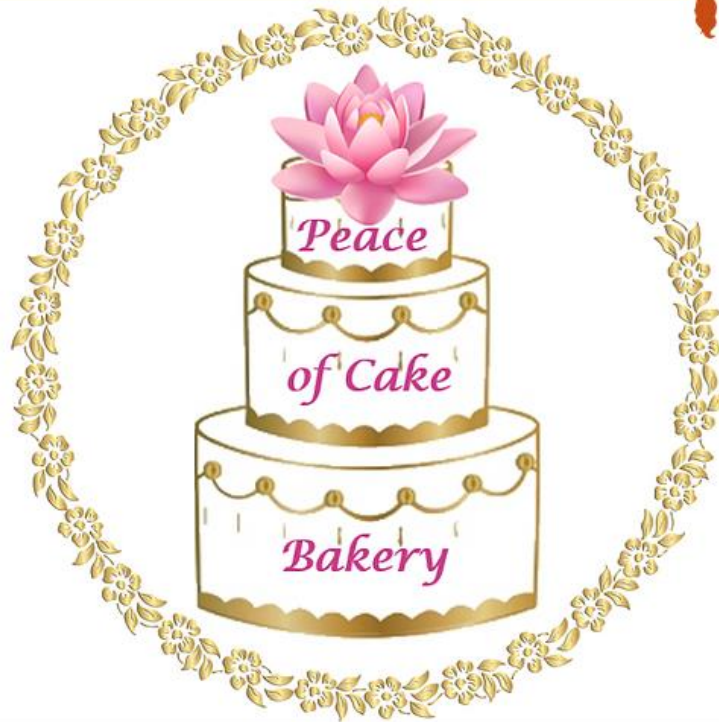


First, I took 5 minutes to research existing bakery apps to see what others are already doing and to get answers to questions I had, such as, "What information needs to be included?" I took another 5 minutes to sketch a design idea. Then I worked in Figma for 40 minutes, creating this UI design. Next, I tested the design by taking another 5 minutes to garner user feedback. I used my remaining 5 minutes to quickly improve the design based upon the feedback I received. I did come back later and replaced the logo placeholder with the logo you see now. Please see my logo design process below.

Logo Design



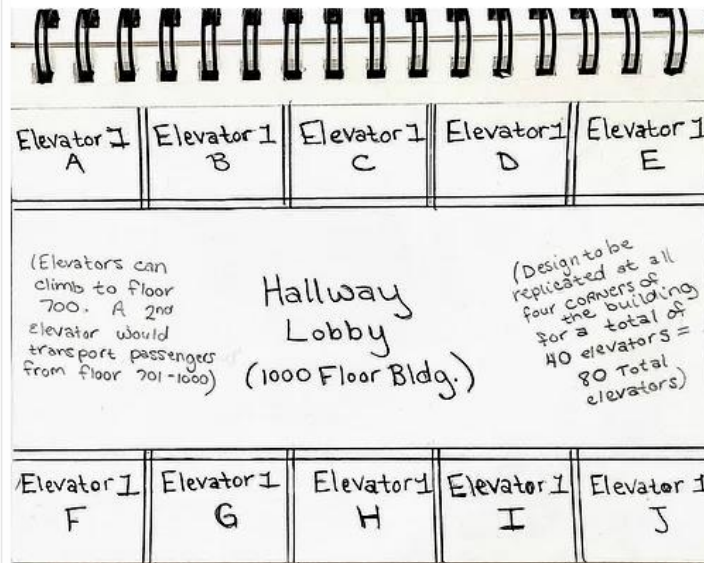
I designed this logo for the made up bakery above.



UI Design for 1000 Floor Elevator Console



DESIGN CHALLENGE: To design an elevator console for a 1000 floor building in 60 minutes.



I took an initial 5 minutes to research to discover answers to questions I had, such as, "What is the highest traveling elevator?" and "How tall is the Empire State Building; and how many elevators does it have?" Since the record goes to a mine shift that transports passengers 7,000 feet (700 floors), and the Empire State Building has 103 floors and 73 elevators, I decided to design a console for 1 of at least 80 elevators that travels back and forth from the ground floor to the 700th floor. I quickly sketched what a floor plan for this might look like (immediate left). Then I spent 45 minutes in Figma designing this static prototype for a digital touchscreen console (far left).. I tested the design by taking another few minutes to obtain user feedback. Lastly, I took 5-10 minutes to improve the design.

Redesign of an Ugly Website with Bad UI Design

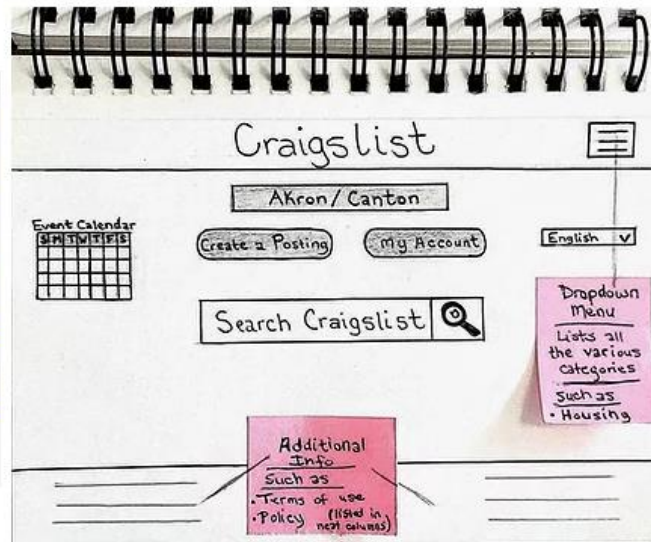


The design challenge I gave myself here was to redesign Craigslist in as little time as I could via a pencil and paper sketch with post-it note ideas attached.

Craigslist Current Landing Page



Redesign



I started by pulling up craigslist. Then I rapidly brainstormed ways to organize and streamline this cluttered and non-user-friendly UI. I applied affordances via metaphors and used basic UI design principles toward my design concept. I was able to produce this low-fidelity wireframe, from start to finish, in about 10 minutes.

404 Error Message Design



DESIGN CHALLENGE: Design a 404 Error Message in Figma in less than an hour.

Uh Oh!



Looks like the dryer monster confused this page for a sock.

Please check out these helpful links instead:

[Home](#)
[Search](#)
[Help](#)
[SiteMap](#)

I had a lot of fun creating this design! This idea popped right into my head. I created the graphic design of the dryer and sock monster in about 45 minutes via Adobe Photoshop. Then it took me about 30 minutes more to create this completed design in Figma. I didn't make it in less than an hour, but I think the extra 15 minutes of work was well worth the outcome. I have received many positive responses on this design.

Thank you!