Hello.
I am
Vanessa

I design user experience,
creative concept, and brand identity
for businesses.

About Me

I'm Vanessa, a UX and Visual Designer based in Victoria, B.C.

I DO

User Research   UI Design   Graphic Design

Branding   Art Direction   Service Design

I AM ALSO A ...

Small Business Owner

Occational Dancer & Yogi

Certified Little Human Raiser

My Journey & Philosophy

Communicating with different audiences and facilitating the depth of understanding cultural context in research.

Design thinking, practical skills to solve problems, and designing products and services that delight users.

Ability to facilitate workshops to drive design vision.

Making things easy on the eyes with a purpose and connecting an emotional responses in people.

Making products desirable to customers, researching on consumer behaviours and designing an effective marketing strategy on a global level.

I am not a user

I don't rely on their assumptions of what the user wants or needs. To avoid designing with bias and really improve the user experience, getting to know the users is my priority.

Design with personality

I like my design have a character that interests the user persona I am designing for. Users find it hard to connect with a lifeless design, device, or code.

Accessibility & Internationalization

Accessibility shouldn't be seen merely as a matter of legal compliance, but also as a standard design requirement. I also think about how to utilize localization, globalization, and translation to accommodate multiple different languages and cultures from the start.

My UX Design Process

EMPATHIZE

01

Conduct research in order to develop knowledge about what users do, say, think, and feel.

DEFINE

02

Combine all my research and observe where users problems exist.

IDEATE

03

Organize discovery, explore options, develop low-fidelity wireframes.

DESIGN

04

Design potential solutions, build tactile representations, and test with users.

IMPLEMENT

05

Learn, build, and measure.

The Works

CASE STUDY #1

RSL Art Union:
Website UX Redesign

WHAT I DID:

Setting goals and objectives
Stakeholder interviews
Conducting competitive research
Building personas
Creating user journey map
Information Architecture
Conducting UX research
Creating wireframes
Low-fidelity prototypes
Usability testing
High-fidelity design
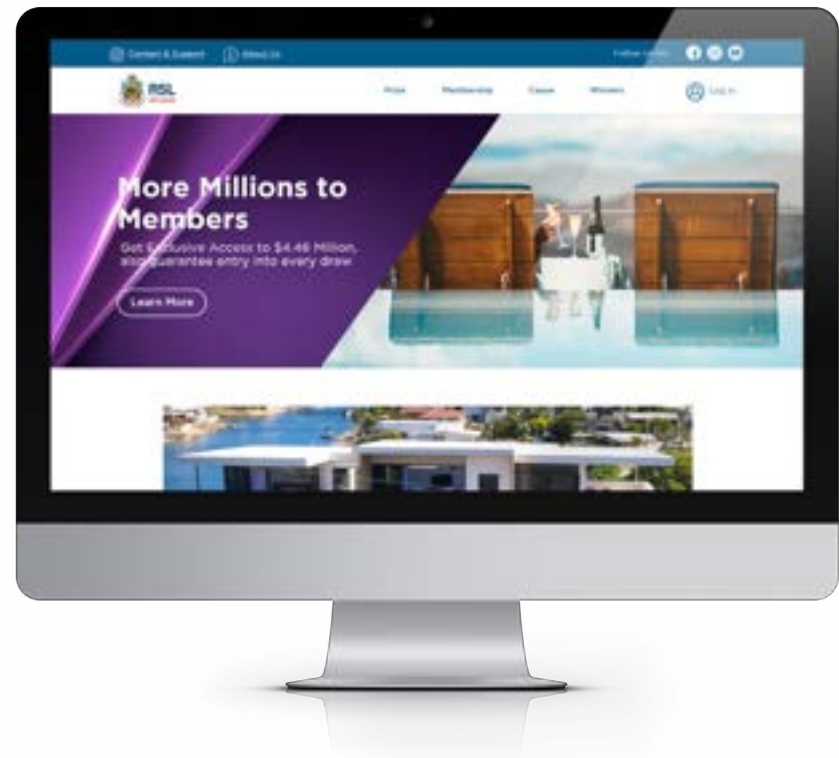
Overview

The organization's values don't communicate effectively with the users. Also, the path to join the VIP Club from a single ticket purchase path is not seamless.

Offer users a seamless and easy to use purchase path whether they are purchasing a single ticket or joining the VIP Club. Create the new user experience that provides a sense of fulfillment.

Case Study: RSL Art Union

Research

SECONDARY RESEARCH - MARKET RESEARCH

First, I conducted secondary research to familiarize myself with the RSL Art Union and RSL Queensland. I collected information from their website, articles, and posts on their social media platforms to understand the brand of the organization, their value proposition, so that I can incorporate them to the UX redesign.

SECONDARY RESEARCH - COMPETITIVE ANALYSIS

To build off my secondary research, I analyzed some of RSL Art Union's competitors in luxury home prize lotteries. I uncovered the strengths and weaknesses of Endeavour Foundation lotteries, Mega Home lottery, Surf Life Saving lotteries, and Mater Prize Home lottery which are possible competitors of RSL Art Union.

PRIMARY RESEARCH 01 - USER INTERVIEW

After completing the interviews I wrote down all of the responses on a note, clustered them based on topic with answers from interviews conducted by other students. Clustering interview responses allowed me to discover trends and patterns from which insights could be constructed. Through this process I identified several user needs:

- Users need to know more information about VIP membership from the landing page.
- Users need to engage more with their cause as a VIP member.
- Users need to see the unique identity and the cause of RSL Art Union.

Come for the prize and stay for the cause

PRIMARY RESEARCH 02 - HEURISTIC EVALUATION

The last step of the research includes a heuristic evaluation of the current website using Jakob Nielsen's 10 Usability Heuristics for User Interface Design. For example, when novice users visit the website for the first time, they can be overwhelmed by long scrolling down and the number of Call to Action buttons. This can be classified as a problem with 'flexibility and efficiency of use.'

USER PERSONA

Debora Terry

OVERVIEW

Deborah is planning for retirement next year. Her children are independent and she is comfortable financially. She sees the importance of helping disabilities and young children. She donates monthly, volunteer on weekly basis.

Her husband knows someone who is a veteran, so she heard about RSL Queensland briefly. She is keen to check out more what RSL Queensland does and see if there is any way to make a donation to help veterans and their families.

In her free time, she likes to do crafts, read, and tries to spend as much time with her grandchildren as possible. It would be nicer for her to have additional house since she concerns about her aging mother, and she wants to make sure take care of her well.

"After 40 years working hard, my biggest priority right now is doing what I am always interested in."

AGE — 64
FAMILY — Married, 3 adult children
OCCUPATION — HR Manager
LOCATION — Perth, Australia

CARING · EMPATHETIC · PICKY BUYER · LIKES TO PLAN · SOCIABLE · POSITIVE

MOTIVATIONS
- Support good causes
- Family-oriented
- Stabled life after retirement

GOALS
- Wants to find a purpose in her retirement years
- Find a local charity with transparency to contribute long-term
- Having an additional house or income to take care of her family

FRUSTRATIONS
- Difficulty navigating complex systems
- Doesn't like change
- Likes to see more details of the property
- Finding reliable and transparent donation organization seems not easy

TECHNOLOGY

OTHER BRANDS

USER PERSONA-SECONDARY

Howard Burns

OVERVIEW

Howard is a high-energy, very busy family man. He is married and has two children (age 8 and 5). His priority is providing his children secure life for their future. He always thinks retiring early would be a dream. He purchased some tickets from RSL Art union 3 times last year, but he is not a VIP member because he thinks the price that he has to pay monthly is a bit higher than his budget sometimes. He feels guilty spending money for lottery tickets because he rather wants to spoil his children.

He thought about becoming VIP member for donation purpose, but he has lack of connection with RSL National and Queensland. Also, he found it difficult to unsubscribe any type of membership in the past, and he doesn't want to make a same mistake with RSL ART union. He like things simple and straight forward, nothing hidden or unclear.

"... with simplicity, no ... under my control"

AGE — 37
FAMILY — Married, 2 children
OCCUPATION — Technician
LOCATION — Brisbane, Australia

BUSY · MONEY CONSCIOUS · ADVENTUROUS · EXTROVERT · HEAVY SMARTPHONE USER

MOTIVATIONS
- Provide a safe and secure future for his family
- Busy life. Wants to set and forget
- Desire to help those in need

GOALS
- Find compelling reason to be a VIP member
- Be able to control his membership anytime
- Seeking a sense of pride when donating money

FRUSTRATIONS
- Financial budgeting fluctuation
- Lack of incentives from becoming a VIP member
- Doesn't like cold calling or commercial email

TECHNOLOGY

OTHER BRANDS
mater

Stakeholders Interview
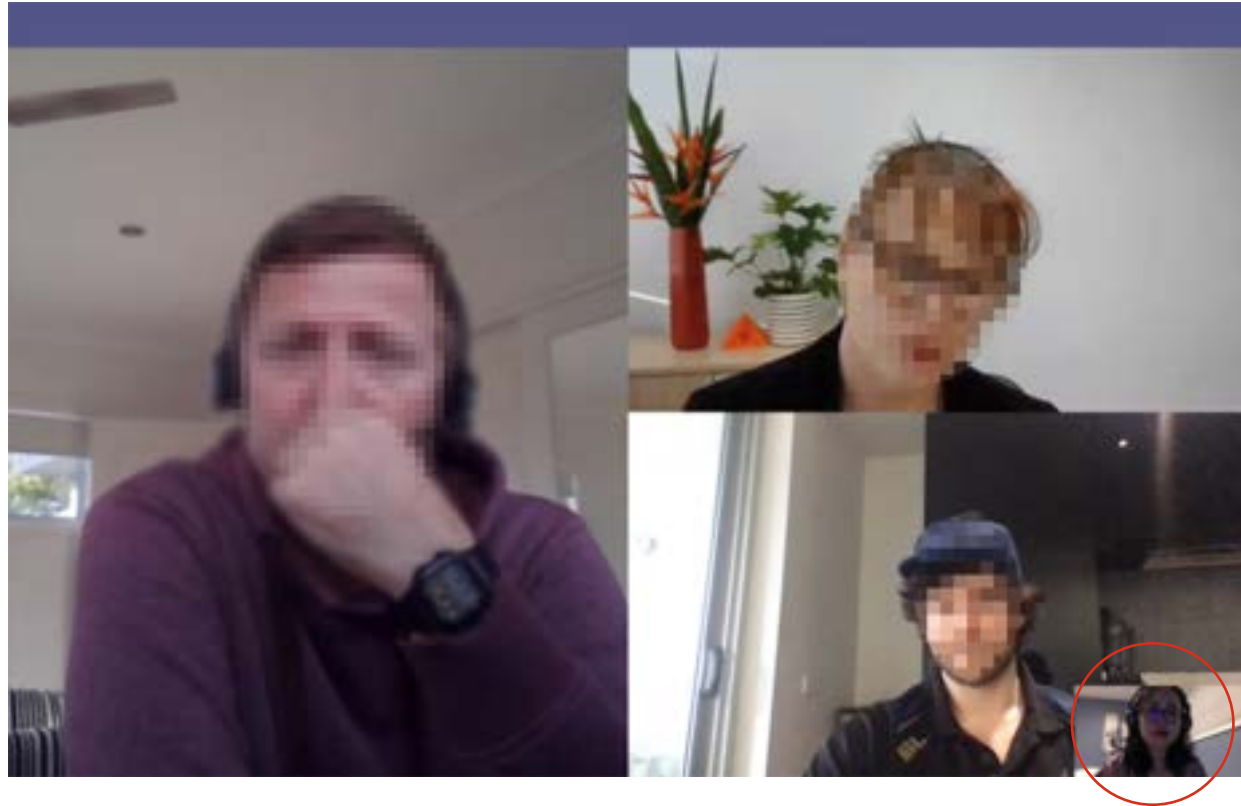
Finding a balance between client needs and user needs

Be creative while following the guideline

Define & Ideate

Business Goals

Increase the conversion rate to VIP members

Provide information about the cause

Increase revenue

Enhance the customer journey of purchasing tickets

User Goals

Buying lottery tickets

Getting infomation about prizes

Find compelling reasons to become a VIP member

Being able to control their membership online

Quick and easy step to join VIP club

Quickly find the information they want to join the VIP Club

UX Consideration

Recognizable help functions on the site
The clean and organized layout on the landing page
Simplify the navigation and remove the jargon
A hierarchy on call-to-action buttons on the landing page
Faster and straight forward purchasing steps
Accessibility to Join VIP page from any pages

Information Architecture

CARD SORTING

Findings:

Participants' feedback revealed they think both pages contain almost the same information.

Participants also tended to click the FAQ page without too much hesitation if it takes a little longer to complete tasks.

Finally, participants expected to be able to find the contacting route on any pages of the website although there was a card labelled as "Contact".
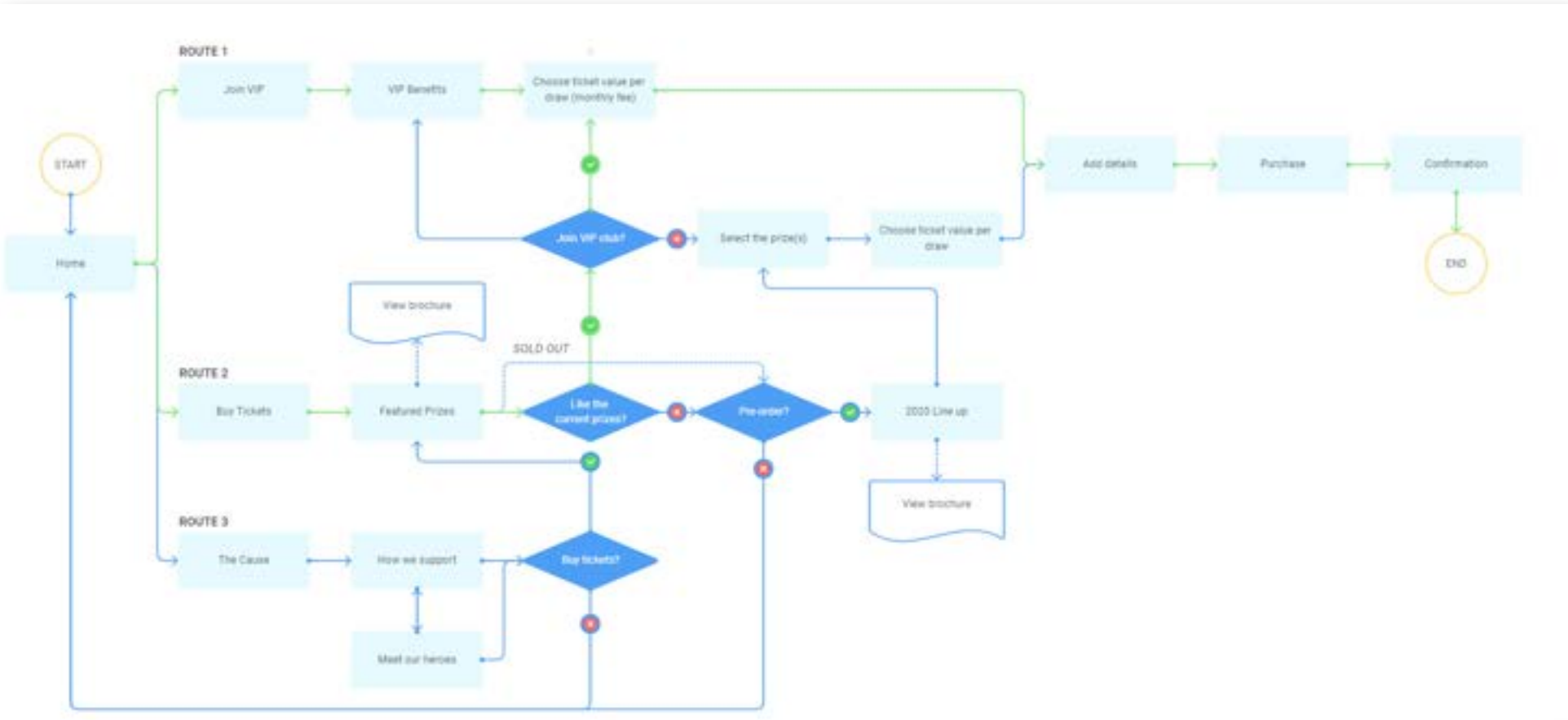
Case Study: RSL Art Union

Design Solutions

SKETCHING
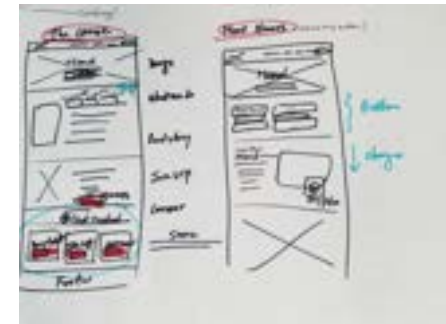
WIREFRAMING
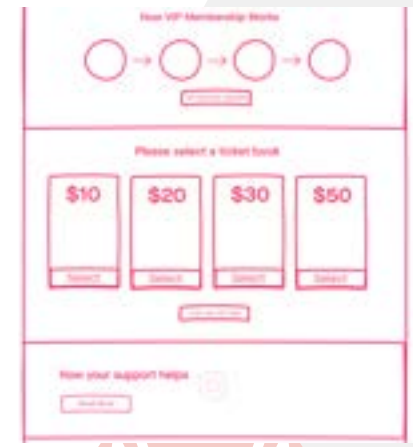
Usability Testing

Participants completed the task with over 90% success rate, and here are few findings after the usability test.

FINDINGS & SOLUTIONS

- Participants did not understand what "Your Support" is at the main navigation and missed to click it to find the cause which is the main motivation for users to join the VIP club. The solution is to label the menu name as "The Cause".
- Participants tended to scroll down the landing page fast and miss a few important Call to Action buttons. The solution is to keep the high priority contents on the above the fold area.
- Participants found it difficult to find where they can pause their membership subscription. The solution is specifying pausing subscription option under Join VIP banner or button at the homepage.
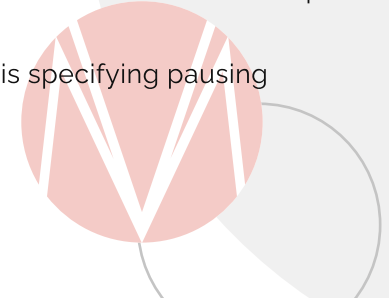
Case Study: RSL Art Union

Low-Fidelity Prototype
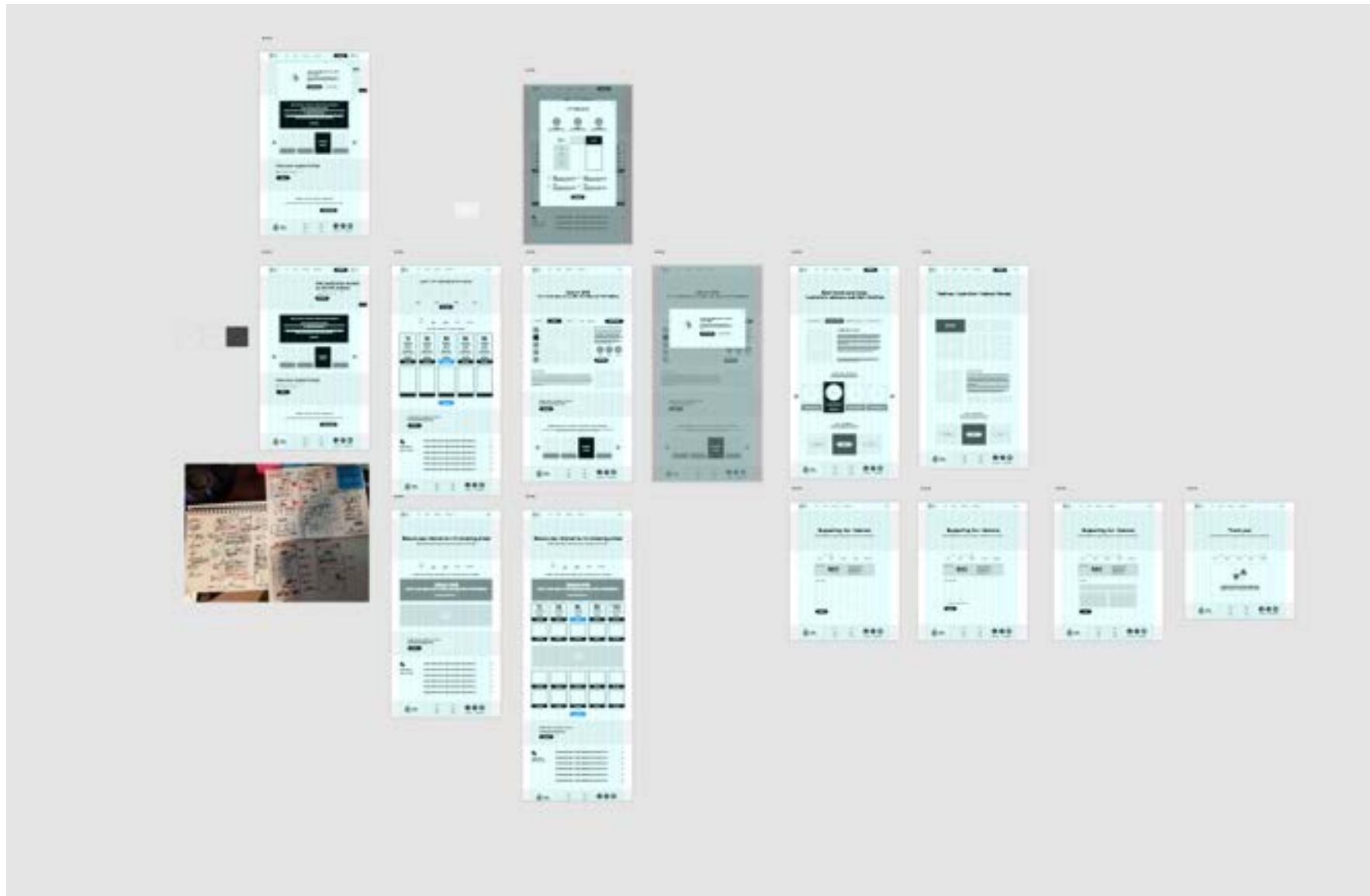
Interactive Prototype
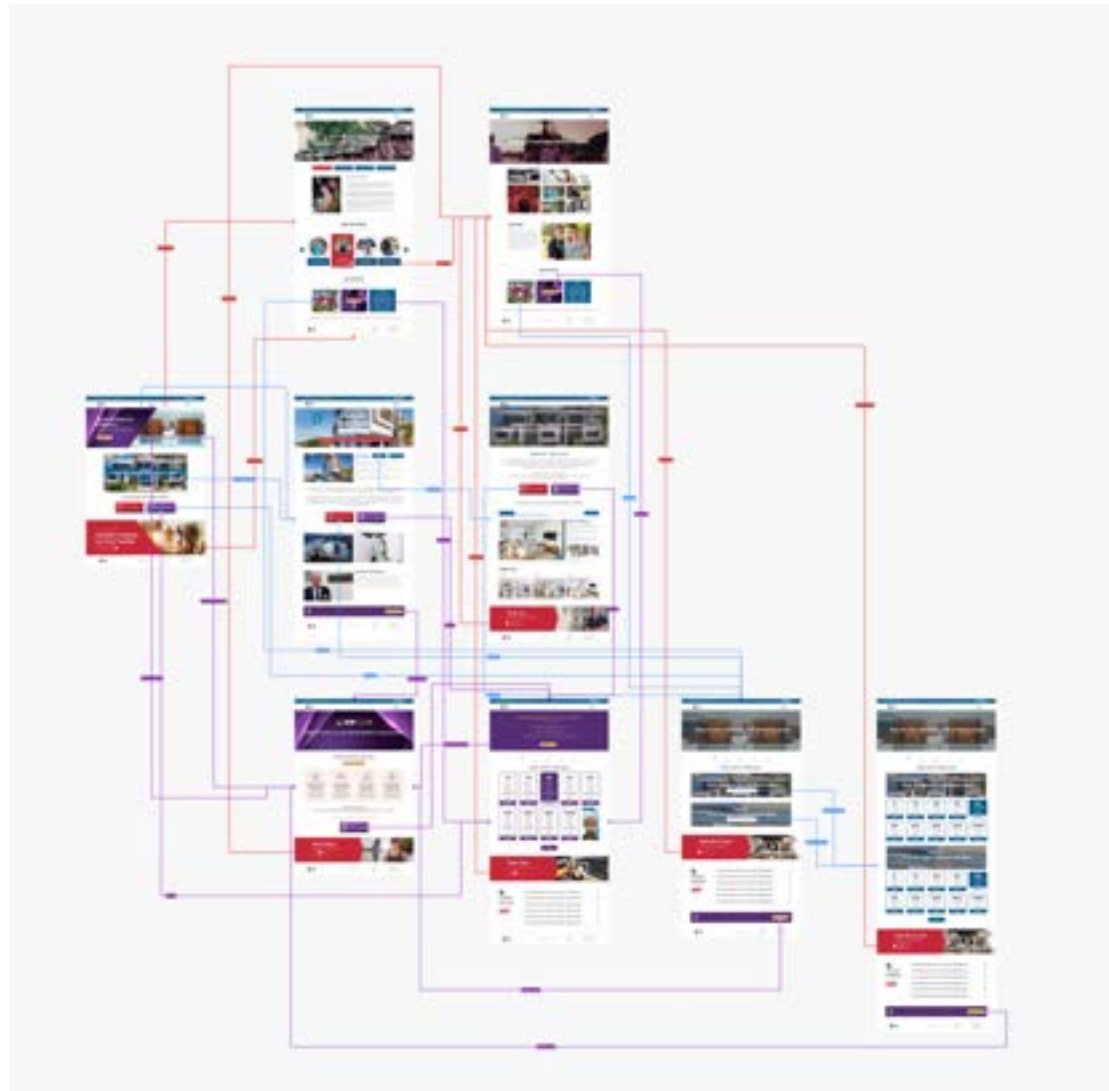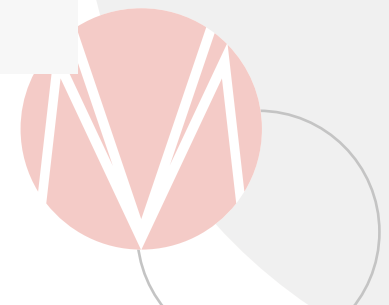
CASE STUDY #2

Ministry of the Attorney General
Service Design for BC Coroners

WHAT I DID:

Journey Map
Service Blueprint
Concept Model
Storyboard
Wireframes

Overview

"How can I help to improve the efficiency and consistency of BC Coroner's field work and to transfer collected data to the CMS more conveniently?"

DESIGN PROCESS AND DELIVERABLES

Journey Mapping
Initial Service Blueprint

Concept Model
Storyboards
Low-fi Prototype

ALIGNMENT · DISCOVERY · OPPORTUNITY · PROTOTYPE & TEST · ROAD MAP · IMPLEMENT

https://www2.gov.bc.ca/gov/content/governments/services-for-government/service-experience-digital-delivery/service-design/service-design-phases

Case Study: Ministry of the Attorney General

Discovery

Devin Stafford
Investigating Coroner

GOAL

Searching for the most effective solution to collect accurate data on the scene.

FRUSTRATION

Lack of data recording options

Unable to communicate with the team in some locations

Remembering details from the scene

	PRE-SCENE	ON-SCENE		POST-SCENE
Actions	Receiving new calls and responding within 5 minutes.	Interviewing witnesses and next of kin who are already at the scene.	Recording the deceased's demographic information. Recording the deceased's medical history. Taking photographs of the deceased and the scene. Collect and document any pertinent medical history information.	Preparing documentation through case notes and photographic evidence,
Tools and channels	Text	Face to face	Handwriting Smartphone Tablet	Forms CMS Memo PC/laptop
Challenges	Chance to miss the text while driving. No connection in some areas.	Inconsistency in interacting with persons present at the death scene.	Challenge to use smartphones and tablets while interacting with the next of kin. Difficult to use hands freely while holding a clipboard or other devices. Difficulty in remembering details from the scene while handwriting. Possibility of a device issue.	The inconvenience of transferring handwritten information to digital data. The current CMS has a lack of efficiency in uploading and saving data.
Experience	Concerned	Interested	Annoyed	Uncertain
Opportunities	Devise a solution to communicate anytime and anywhere.	Develop and practice a set standard procedure interacting with the person(s) at the scene and explain the investigating process and protocol.	Minimize the manual, paper-based recording. Introduce a new method to collect information.	Develop an automatic data transferring system. Refine and upgrade the current CMS.

Case Study: Ministry of the Attorney General

Opportunity

1. Enhance the method of communicating without limitation from locations.
2. Standardize procedures such as interacting with the people at the scene.
3. Introduce a paperless data collecting method.
4. Develop a data transferring system and upgrade the CMS.
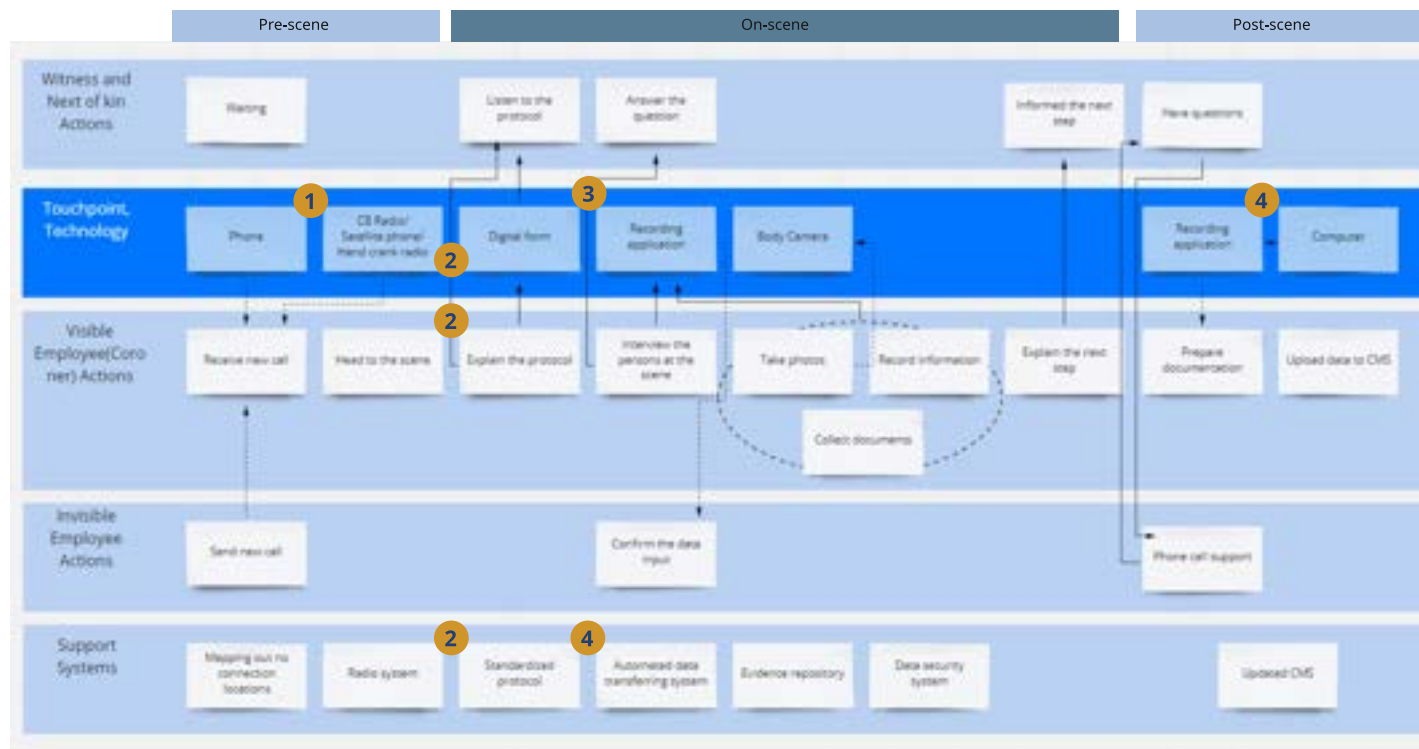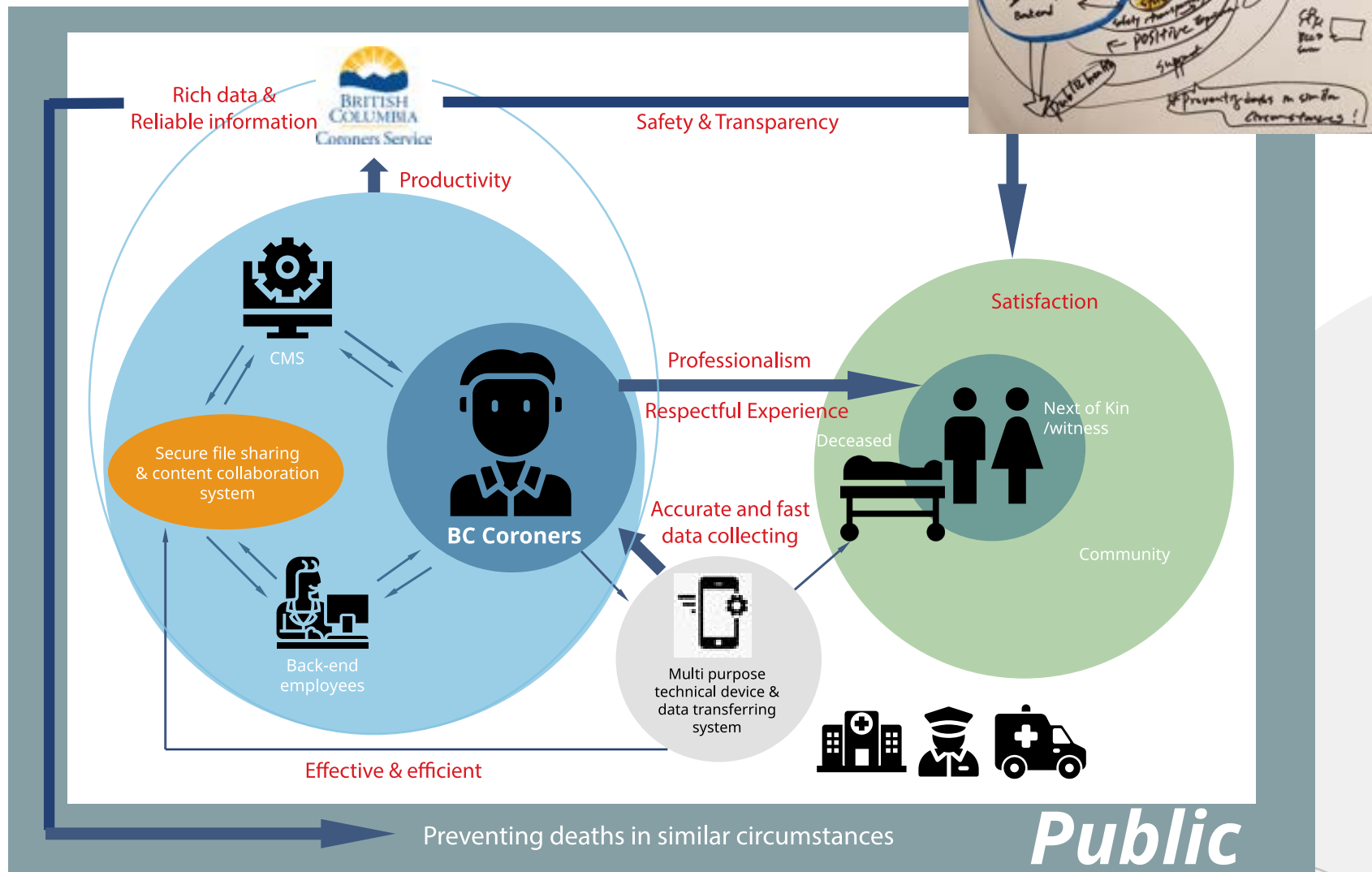
INVESTIGATING CORONERS SERVICE BLUEPRINT

Case Study: Ministry of the Attorney General

Prototype

CONCEPT MODEL

Rich data &
Reliable information

BRITISH COLUMBIA
Coroners Service

Safety & Transparency

Productivity

CMS

Satisfaction

Secure file sharing
& content collaboration
system

Professionalism

Respectful Experience

Next of Kin
/witness

Deceased

BC Coroners

Accurate and fast
data collecting

Community

Back-end
employees

Multi purpose
technical device &
data transferring
system
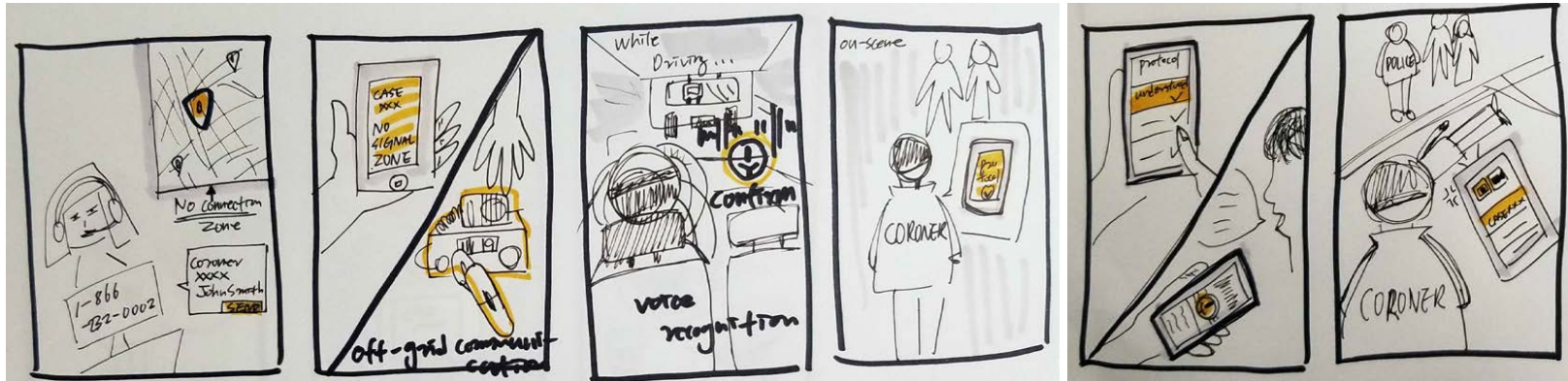
Effective & efficient

Preventing deaths in similar circumstances

Public

Case Study: Ministry of the Attorney General

Prototype

BCCS operator sends a call to Devin. If the location is located in no-service zone, he/she notifies a coroner about it.

Devin receives a new call and carries an off-grid communication device if he will travel to no signal zone.

Devin receives a new call and carries an off-grid communication device if he will travel to no signal zone.

Devin arrives at the scene, and he explains the investigation procedure and the protocol to the witness (or next of kin) before interviewing them.

He follows the step by step protocol. He also records the interview with the interviewee's permission.

He takes photos of the body and the scene by using the camera fuction built in the new data collecting application.

He opens the investigation form in the form repository. He completes it digitally and transfers it to another platform in real-time if he needs to.

When Devin has to use both hands on the scene, he can operate a body camera and voice recorder instead.

Before Devin leaves the scene, he sends the digital supporting package to the next of kin and explains the next step.

When Devin prepares documentation, he can simply combine all information, data, photos, forms in the application.
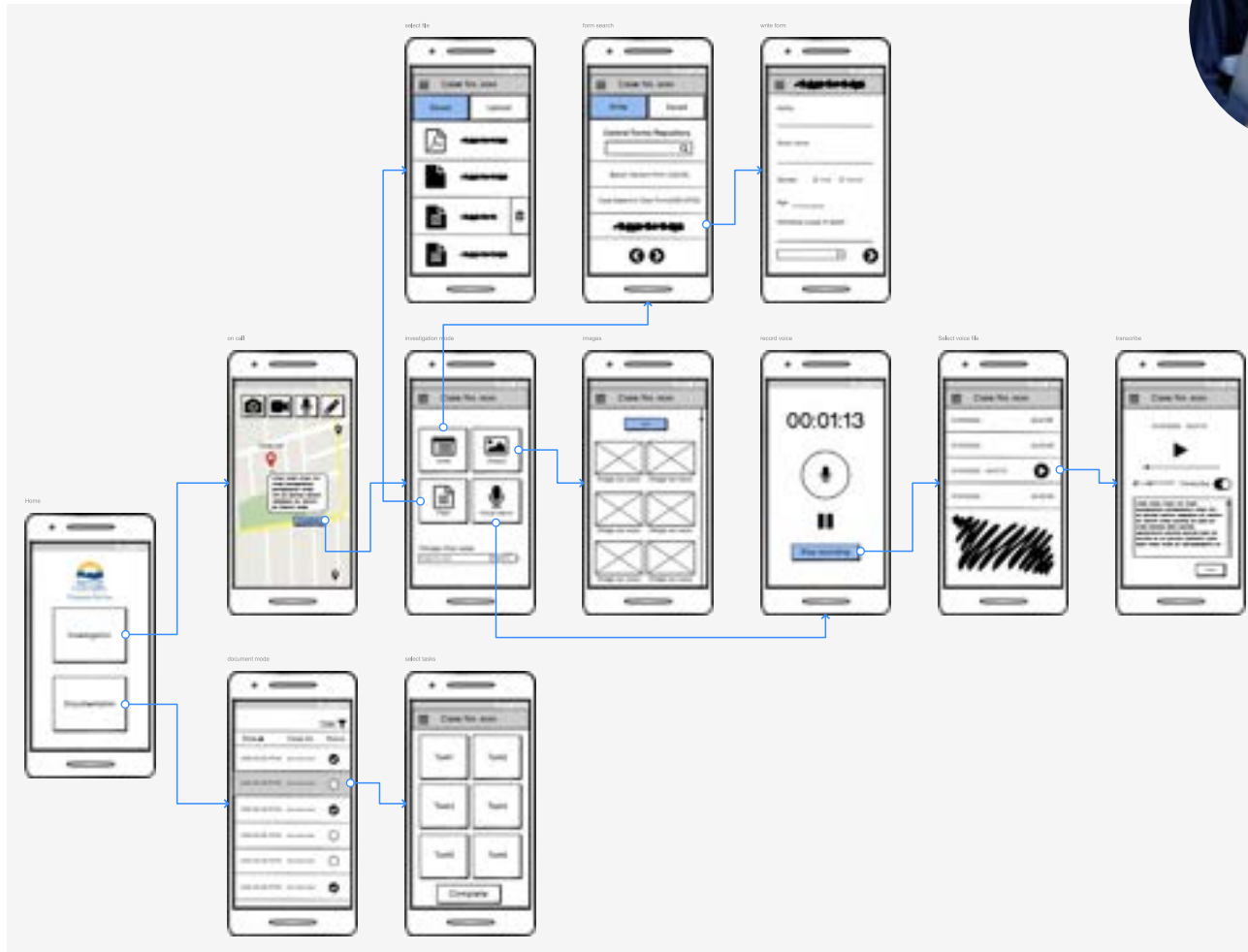It generates the required documents automatically.

Devin also easily transfers data he collected to the CMS using the application without transcribing handwritten memos.
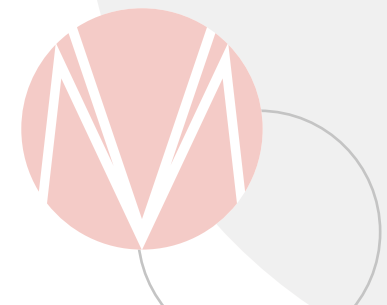
Case Study: Ministry of the Attorney General

Prototype

Case Study: Ministry of the Attorney General

Possible Benefits

Equipped with off-grid communication tool

Being available at all times to arrive at the scene and start the investigation quicker.

Multi-functional, paperless data collecting method

Being able to record more precise and accurate information and evidence.

Standardized protocol

Help next of kin or families understand the procedure better and provide more flexibility in investigating for coroners.

Real time data transferring system

Improving accuracy and efficiency in reporting data to CMS.

BRITISH COLUMBIA
Coroners Service

CASE STUDY #3

Better Print:
Website UI Design

WHAT I DID:

Setting goals and objectives
Stakeholder interviews
Information Architecture
Low-fidelity wireframes
High-fidelity prototypes

Background

OLD BRANDING

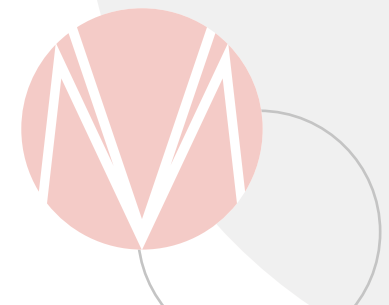
NEW BRANDING (DESIGNED BY ME)

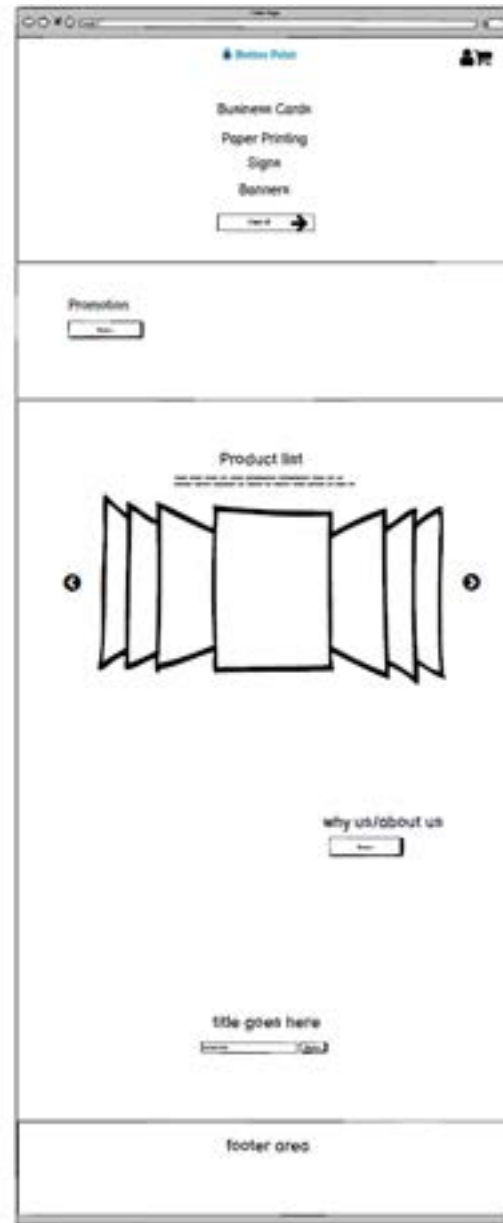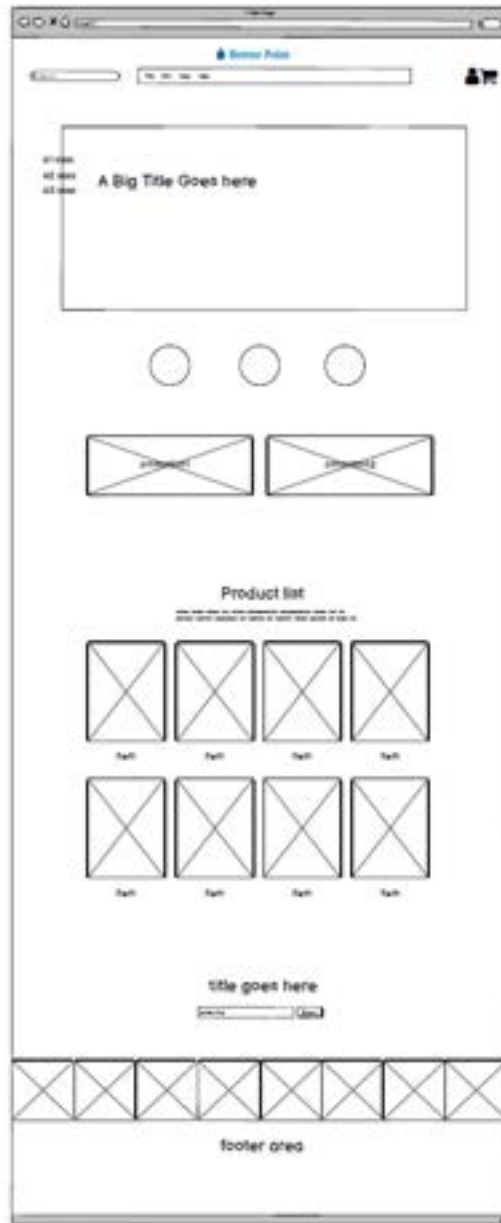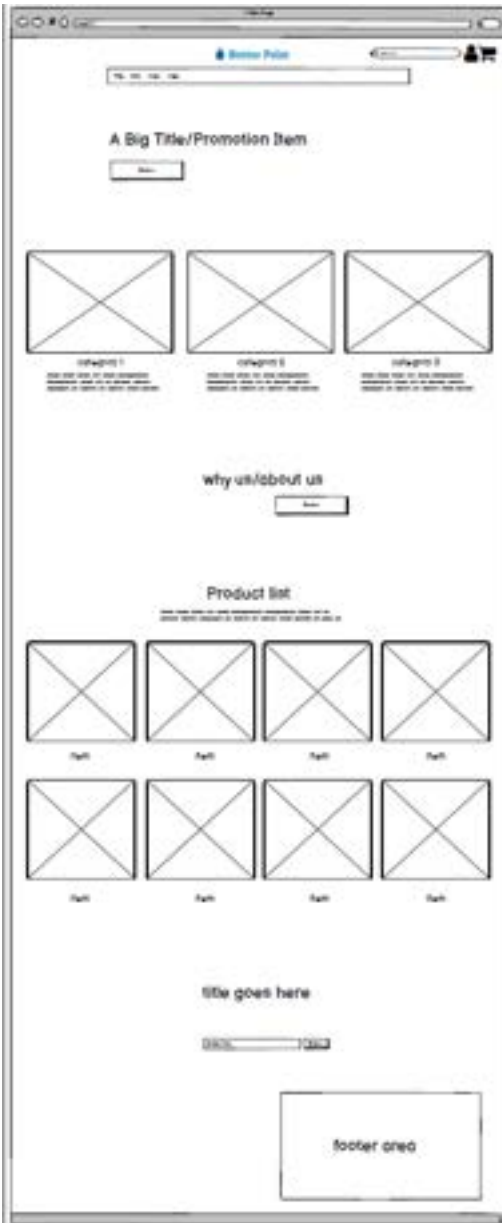Case Study: Better Print

Overview

THE PROBLEM

Customer hesitate walking in to the shop, especially when they don't have knowledge about vehicle wraps and other printing products. Also, the cost for printing is varied depending on various factors and the customer feel untransparency about the company when it comes to pricing.
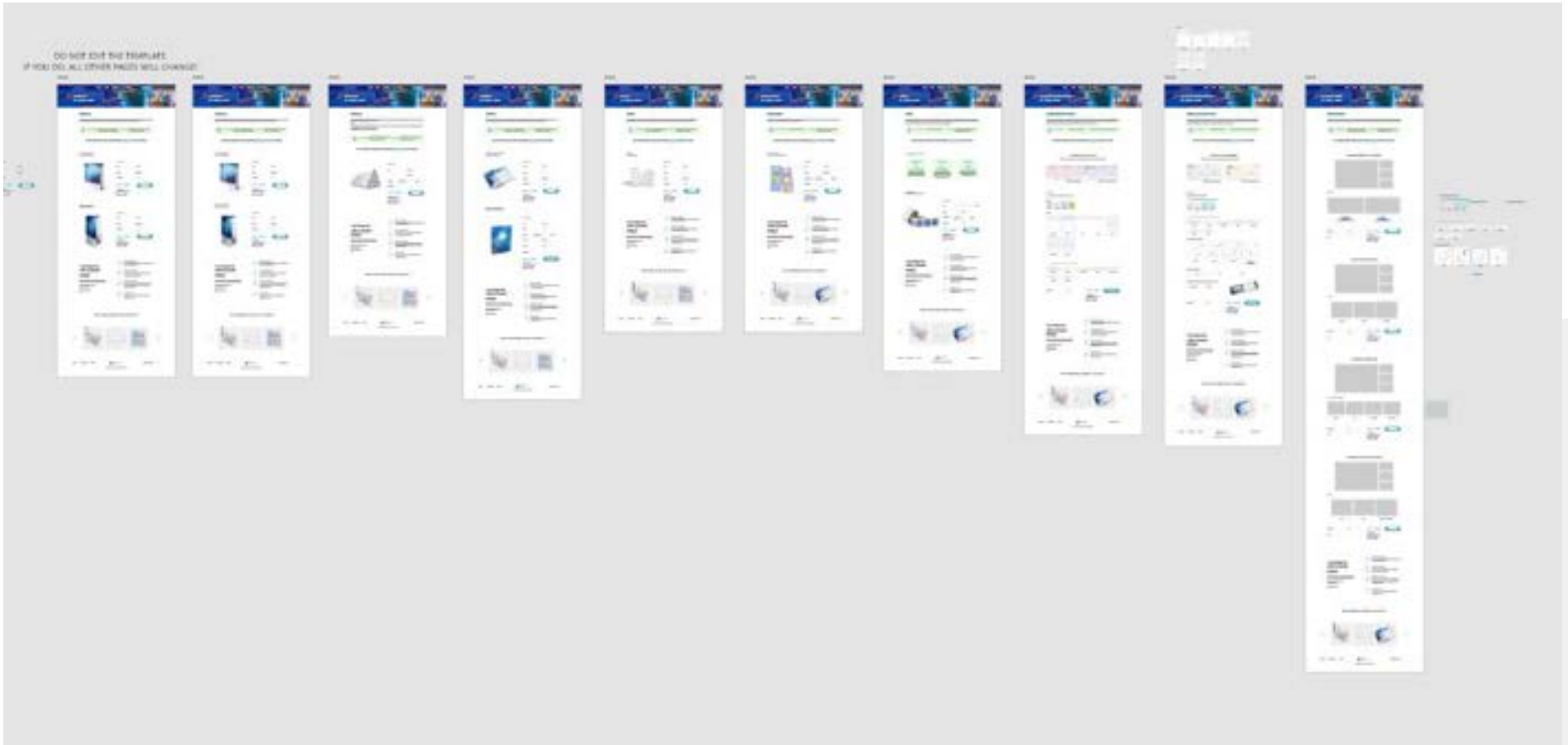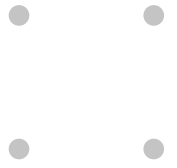
THE GOALS

Create easy to navigate e-commerce site for online shopping which requires NO human contact. The site should have the functionality of an easy-to-use price calculator and seamless user flow.
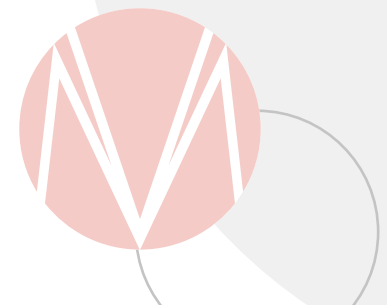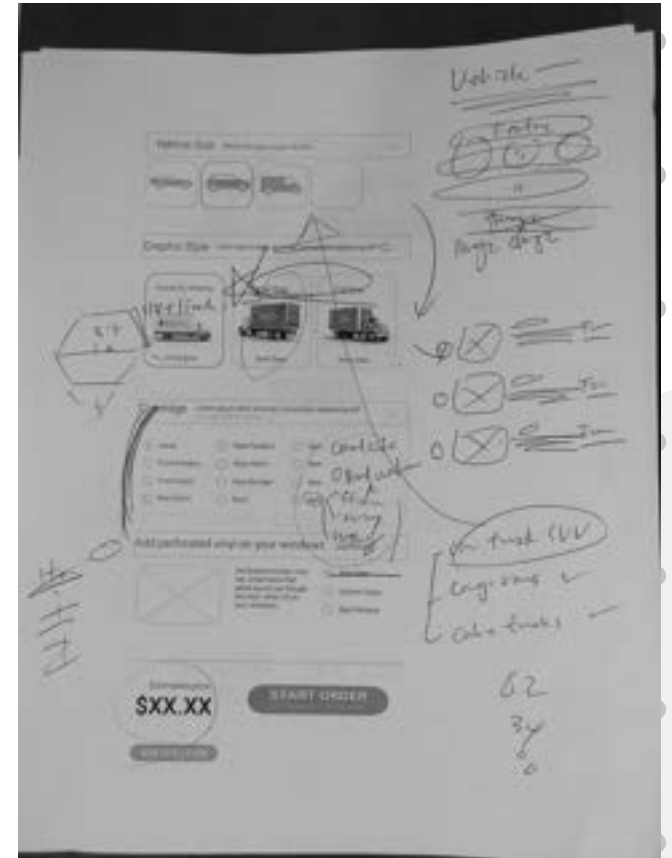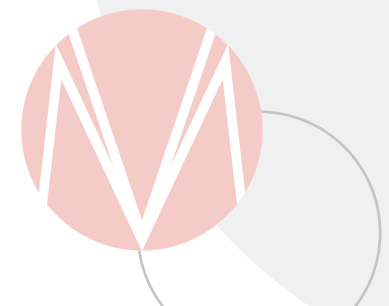
Case Study: Better Print

Case Study: Better Print

Case Study: Better Print

The Final Pitch

THE FINAL PITCH

What sets me apart?

I can do (almost) everything

I pursue constant experimentation and learning. I can be a researcher, a testing moderator, an information architect, a workshop facilitator and an interaction designer. My holistic skill set can support efficient work process by avoiding many pitfalls and inherent complexity.

My global footprint helps me build empathy

Through my cosmopolitan lifestyle living in 5 different countries in the past, I built empathy and crafted relevant market experiences. I have a great interest in solving problems in a wide mix of cultures and lifestyles without restricted barriers.

I'm committed and able to think in the long term

I value building loyalty and maintaining strong client satisfaction by meeting their needs, exceeding their expectations, and relationship management.

THE FINAL PITCH

Vanessa is...

Vanessa **took ownership of team problems and created solutions.** She sees further ahead than anyone else. She does not shy away from the difficult tasks when other staff members do, and she does what is needed, without being asked. Her **dedication and loyalty** to us was another thing that she was never asked to have, but she brought with her.

- GENERAL MANAGER

Vanessa is a **hard-working individual, dedicated and competent individual.** This is evident in the quality artifacts that she produced during our UX program. Vanessa **created quality research and design deliverables**. She did this within the specified timeframes and significantly impressed our client.

- EDUCATOR

Vanessa's **work absolutely met expectations**. I was very happy with the work done and would hire her again in the future.

- CLIENT

Thank You.

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