

# David *Le*

UX/UI Design Portfolio 2024

Work Sample Guide

Last updated: March, 2024

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Hi, I'm David,

a Boston-based UX/UI designer. Crafting intuitive experiences at the intersection of art, design, and technology is my mission. I'm a reliable team player with a growth mindset, passionate about elegant design and creating impactful experiences.

#### EXPERIENCE

##### **Freelance — Visual Designer**

Aug. 2021 - Present | Medford, MA

##### **BRZ Insurance - Digital Marketing Coordinator**

May 2018 - Apr. 2020 | Malden & Framingham, MA

#### UX SKILLS

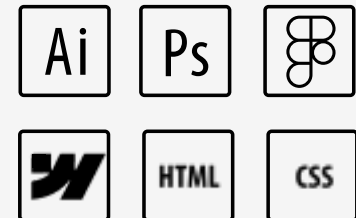
UX Design, Interaction Design,  
User Testing, User Interview,  
Prototyping, UI Design, Analytics,  
Responsive Design, Wireframing,

#### EDUCATION

**Amherst College** | Dec. 2016

*BA, Art & the History of Art & Political Science*

#### SOFTWARE SKILLS



telephone

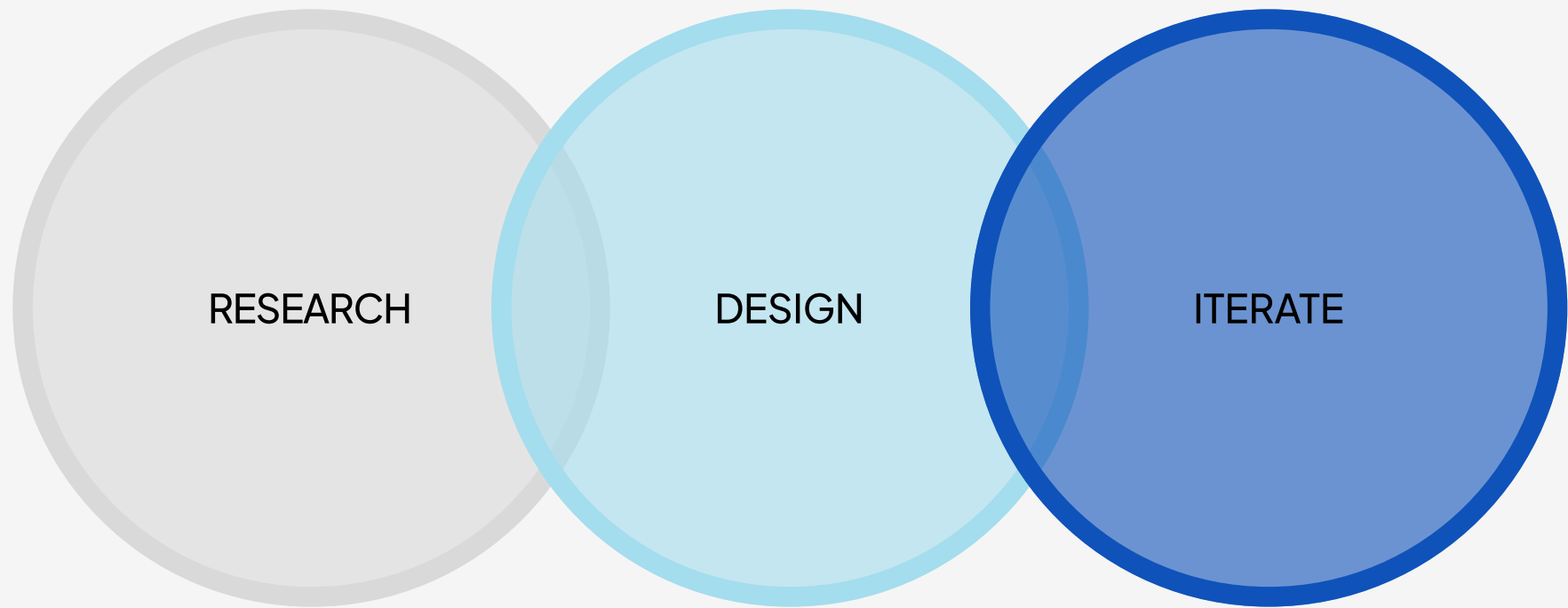
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**QuantaCam 3D**

**Empathy Map**

**Says**

- Discover and understand the meaning of 3D models
- Express the need for a more intuitive user interface
- Share the complexity of using software like QuantaCam 3D

**Thinks**

- How can I make the 3D models for customers shopping easier?
- What if I could make a 3D model of my product?
- Can I use this to help my business?

**Does**

- Uploads photos of the product to create a 3D model
- Engages in exploring the app's features and functionalities

**Feels**

- Curious about the idea of creating 3D models
- Excited and engaged

**Competitive Analysis**

Company Name	Alpha3D	3D	3D	3DFY.ai
Website	Alpha3D.com	3D.com	3D.com	3DFY.ai
Value Proposition	Alpha3D.com	3D.com	3D.com	3DFY.ai
Target Audience	Alpha3D.com	3D.com	3D.com	3DFY.ai
Strengths	Alpha3D.com	3D.com	3D.com	3DFY.ai
Weaknesses	Alpha3D.com	3D.com	3D.com	3DFY.ai

**User Journey Map**

**Persona Name: Alex Chen**  
**Background: eCommerce Business Owner**

This user journey map details Alex's interaction with QuantaCam 3D, focusing on his goals, actions, emotions, thoughts, and potential improvement opportunities throughout the exploration process.

**Goal:** Alex's goal is to successfully integrate QuantaCam 3D into his eCommerce website, providing a better user experience and increasing sales through immersive and high-quality 3D models rendering of products for online purchase.

Actions	Task List	Pain Points	Thoughts	Improvement Opportunity
1. Onboarding	1. Register account 2. Upload product photo 3. Select product type	1. Confusing registration process 2. Limited product type options	1. "I need to get this set up quickly for my business."	1. Simplify registration process 2. Add more product type options
2. Camera Interface	1. Position camera 2. Adjust lighting 3. Start rendering	1. Camera is too heavy 2. Limited lighting options	1. "I need to get a better camera for better quality."	1. Add a lighter camera option 2. Add more lighting options
3. Pre-Rendering	1. Select rendering options 2. Start rendering	1. Limited rendering options 2. Long rendering time	1. "I need to get a faster rendering time for my business."	1. Add more rendering options 2. Optimize rendering time
4. Post-Rendering	1. Download 3D model 2. Upload to website	1. Limited download options 2. Limited upload options	1. "I need to get a better download and upload process for my business."	1. Add more download options 2. Add more upload options
5. Description, Photo Collection	1. Add product description 2. Upload product photo	1. Limited description options 2. Limited photo upload options	1. "I need to get a better description and photo upload process for my business."	1. Add more description options 2. Add more photo upload options
6. Export File	1. Export 3D model 2. Download 3D model	1. Limited export options 2. Limited download options	1. "I need to get a better export and download process for my business."	1. Add more export options 2. Add more download options

**WeCare**

**Competitor 1: Sittercity**

This app connects parents with babysitters and nannies in their area.

**Features:**

- a variety of search and filter options
- a messaging system for communication
- a payment system for booking and billing

**Competitor 2: Care.com**

This app connects parents with caregivers for a variety of services, including babysitting, tutoring, and elderly care.

**Features:**

- a variety of search and filter options
- a messaging system for communication
- a payment system for booking and billing

**Competitor 3: UrbanSitter**

This app connects parents with babysitters and nannies in their area.

**Features:**

- a variety of search and filter options
- a messaging system for communication
- a payment system for booking and billing
- a ratings and review system to help parents choose caregivers.



## QuantaCam 3D



**Maya Rodriguez**  
 An passionate senior architect channels her passion for aviation design into her work. Her dedication to Architecture is so continually integrating technology into the design process that her exploration of innovative, 3D Modeling tools.

Age: 28 Job Title: Junior Architecture Location: Austin, TX

### Patterns of Behaviors

- Regular Collaborative Sa
- Thorough Design Review
- Adaptability to New Fea
- Strategic Use for Present

### Pain Points

- Steep learning curve
- Inadequate collaboration
- Inconsistent rendering q
- Limited platform compat

### Goals

- Achieve consistent high
- Expedite the prototypin
- Enhance spatio visualiz
- Optimize client present



### Alex Chen

An entrepreneur, is the founder and CEO of LuxGem, an e-commerce jewelry platform specializing in custom-made pieces. He possesses the capability of creating immersive online shopping experience through his expertise in cutting-edge technologies for his platform.

Age: 35 Job Title: Founder of LuxGem Location: SF, CA

### Patterns of Behaviors

- Regular Performance Analysis
- Continuous Market Research
- Strategic Budget Allocation
- Proactive Adaptation of Innovations

### Pain Points

- Slow product visualization to impact user experiences
- Tedious manual editing of product images consumes valuable time
- Difficulty integrating 3D models hampers Alex's product innovation
- High costs associated with product photography strain budget

### Goals

- Enhance LuxGem's online shopping experience with realistic rendering and visuals
- Streamline the product visualization process for improved CX
- Gain competitive edge by adopting 3D model integration
- Expedite product listings with efficient e-commerce operations

## Wagamama

### Bobby Lee



### Bio

As a graphic designer, they often have a busy schedule but appreciate the joy of a comforting bowl of ramen after a long day. They have a shellfish allergy and have found it challenging to find ramen options that cater to their dietary restrictions.

### Goals

- Quick and easy process to order ramen
- Convincing
- Variety of options to choose from

### Pain Points

- Limited Dietary Options
- Inconvenient Ordering
- Busy Schedule

### Needs

- Customization Option
- Clear Allergy Info
- User-friendly Interface

NAME: Bobby Lee  
 AGE: 22  
 EDUCATION: BA in Graphic Design  
 JOB: Creative Designer  
 LOCATION: New York, NY  
 HOBBIES: Food Blogger, Overly writer, photographer

### Taylor Wynn



### Bio

Multitasking is a skill that Taylor Wynn has mastered. As a first-time parent, she juggles her career, her two children, and her household responsibilities. She is a dedicated professional and a loving mother, always finding ways to balance her various roles.

### Goals

- Streamline Her Routine
- Efficient Ordering
- Menu Variety

### Pain Points

- Limited Gluten-Free Options
- Time Constraints
- Difficulty Finding Gluten-Free Options

### Needs

- Gluten-Free Customization
- Clear Menu Information
- Efficient Online Platform

NAME: Taylor Wynn  
 AGE: 31  
 EDUCATION: BA in Business Administration  
 JOB: Software Developer  
 HOBBIES: Reading, Gardening, Hiking, Traveling

## WeCare



### Lisa Ann

She is a busy parent who relies on a combination of part-time childcare providers and family for help. She values the convenience and peace of mind that comes with having reliable childcare information and resources on the go.

Age: 35 Job Title: Director of Finance Location: NY, NY

### A day in their life

- Enjoys spending quality time
- Finds time to read and playing catch-up on news and jobs
- Works full-time in a fortunate, successful industry

### Pain points

- Juggling professional and family
- Relies on extended family as a support system to help care for her

As a first-time parent, Lisa is a professional who works full-time. She is a dedicated professional and a loving mother, always finding ways to balance her various roles.



### Sara

Sara is a graduate student who uses the WeCare app to find part-time childcare providers. She is a professional and a loving mother, always finding ways to balance her various roles.

Age: 28 Job Title: Graduate Student Location: Boston, MA

### A day in their life

- She enjoys reading, spending time outdoors, and visiting the art museum.
- Spends a lot of time studying for her graduate school course and homework.
- Her schedule is often hectic and she is interested in keeping up for date with childhood resources.

### Pain points

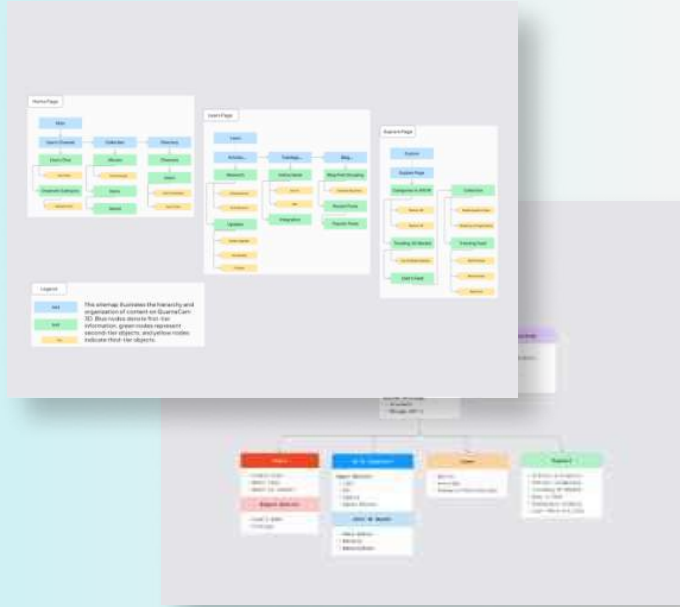
- Flexible hours and the ability to not stay committed
- A convenient way to schedule appointments
- A payment system that is easy to get paid for her services for the hours that she worked.

She has been using WeCare for about 6 months and has found it to be a great resource for finding reliable childcare providers. She is a professional and a loving mother, always finding ways to balance her various roles.



# Information Architecture

QuantaCam 3D



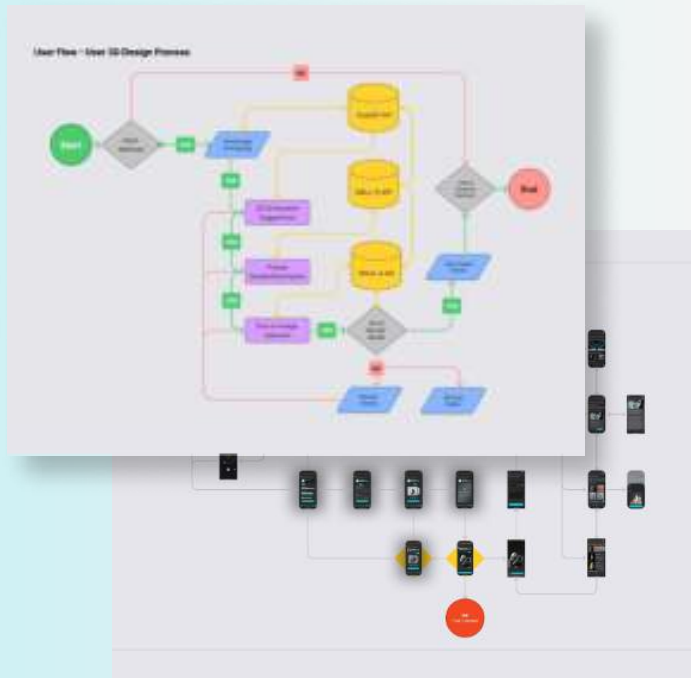
Keller William Realty



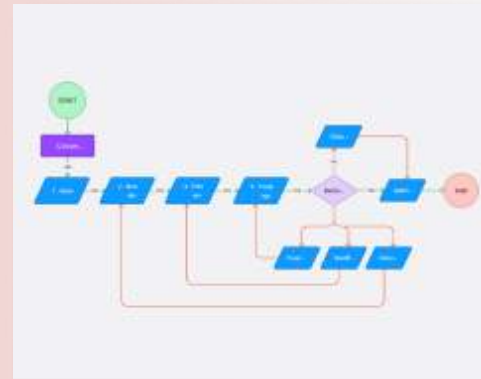
WeCare



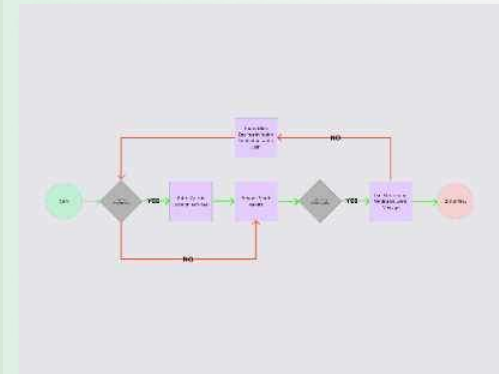
QuantaCam 3D



Wagamama

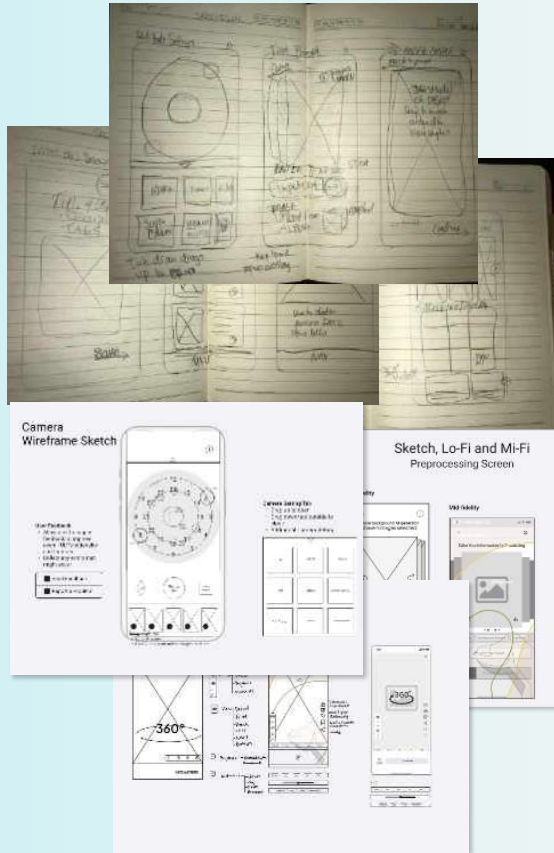


WeCare

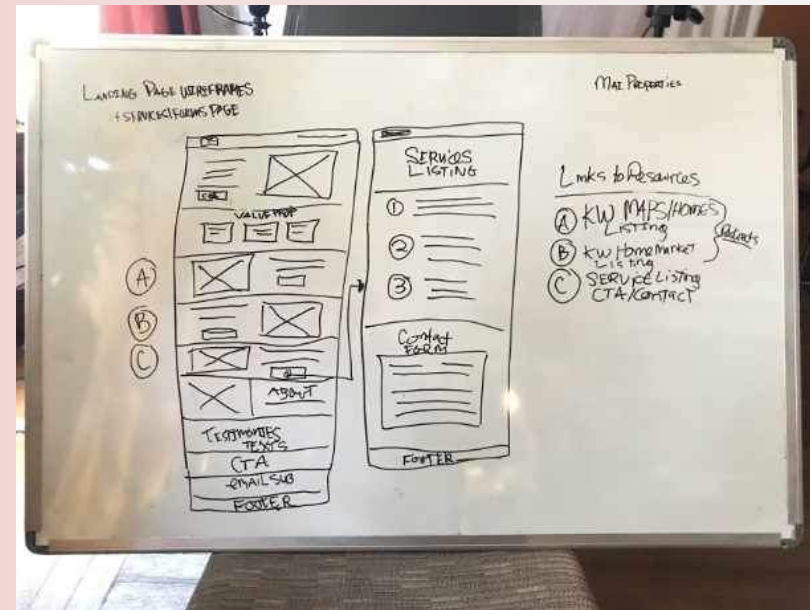




## QuantaCam 3D

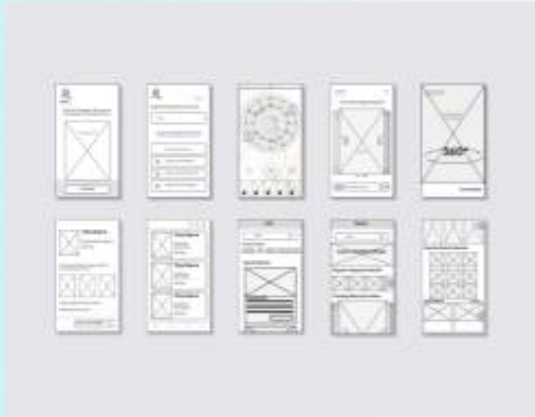


## Keller William Reality

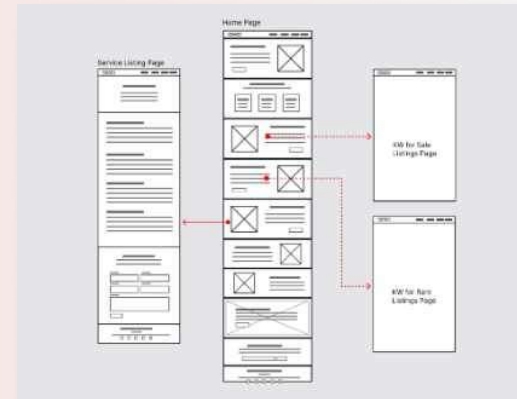


# Low-Fidelity Wireframe

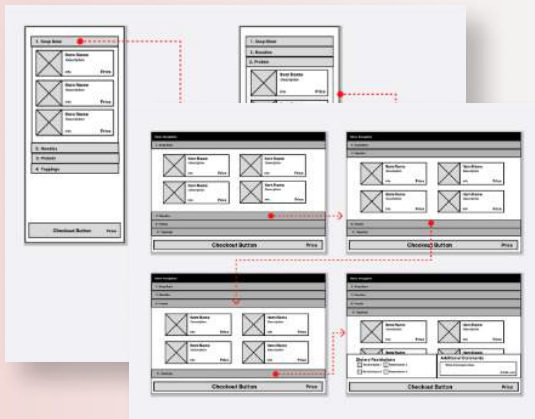
QuantaCam 3D



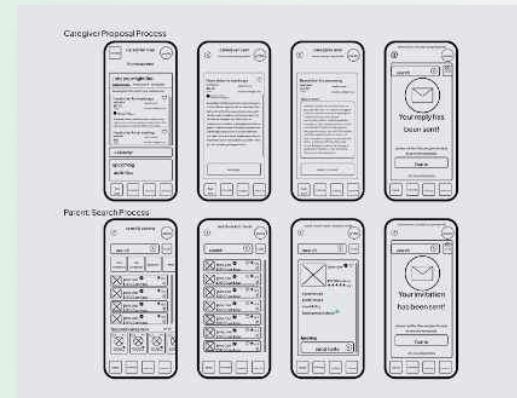
Keller William Realty



Wagamama

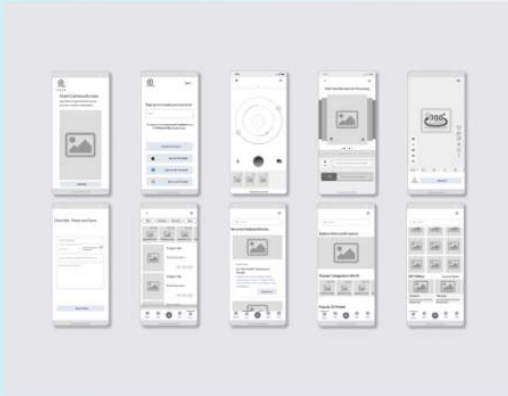


WeCare



# Mid-Fidelity Wireframe

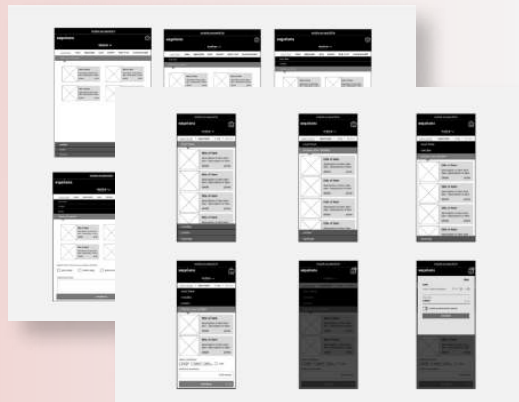
QuantaCam 3D



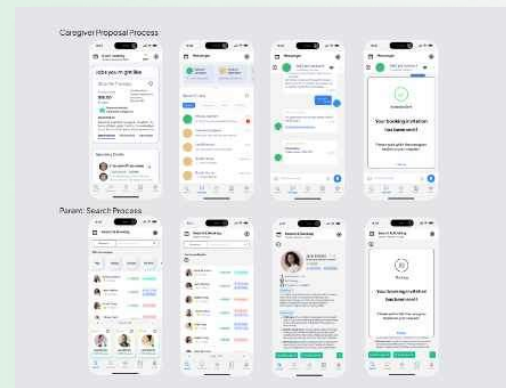
Keller William Reality



Wagamama



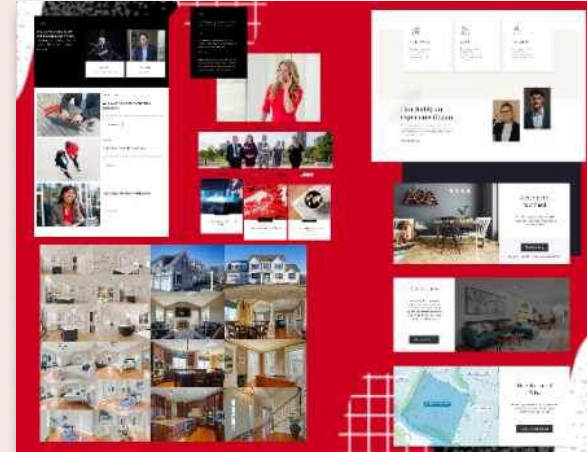
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## QuantaCam 3D

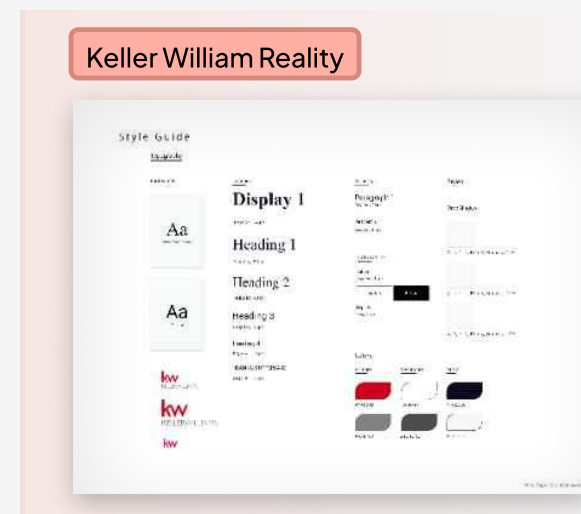


## Keller William Reality



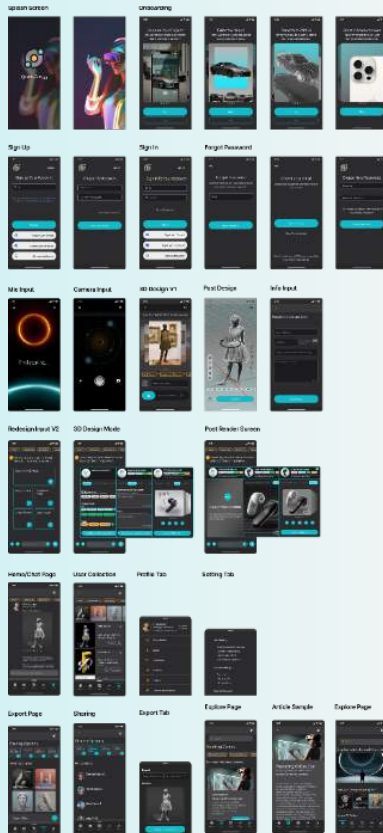
## WeCare



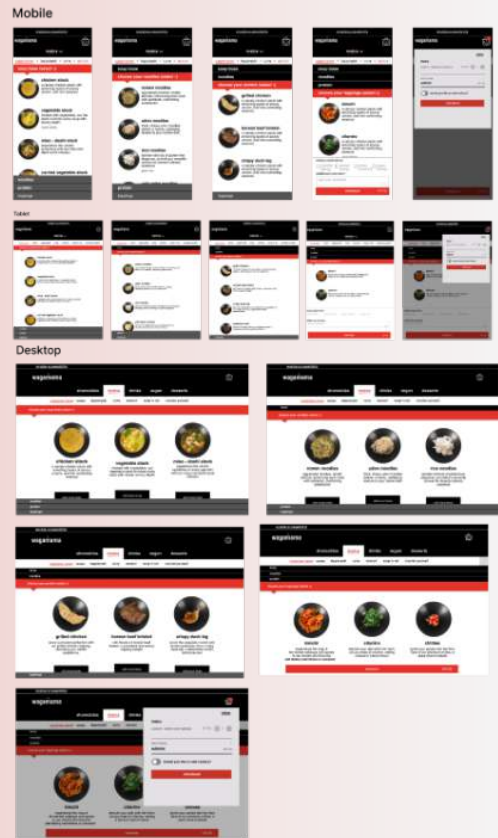


# High-Fidelity Wireframes

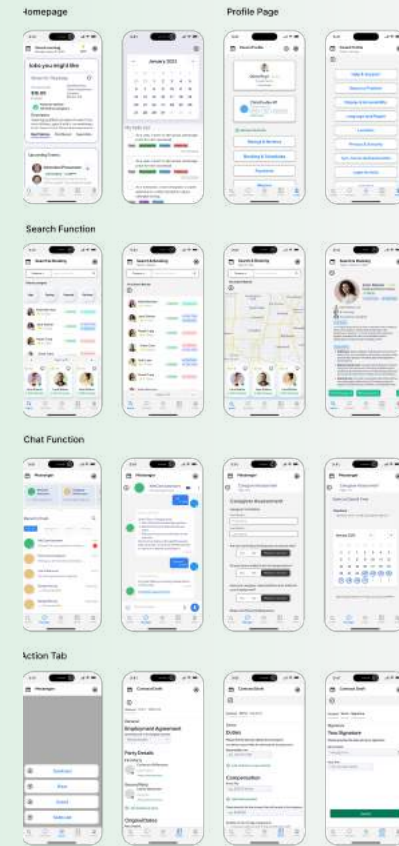
## QuantaCam 3D



## Wagamama



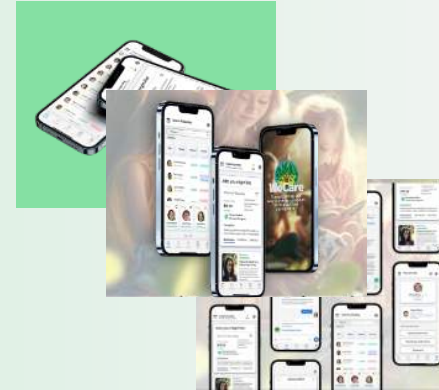
## WeCare



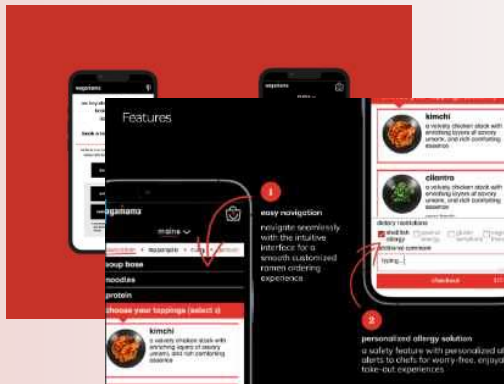
QuantaCam 3D



WeCare



Wagamama



Keller William Realty



## QuantaCam 3D

The collage includes several documents and app screenshots. At the top left, there are two questionnaire pages with text and checkboxes. Below them are three app screenshots showing a 3D model of a house. To the right, there's a document titled "QuantaCam 3D" with a "System Usability Scale" section. The scale contains five questions with 5-point Likert scales from "Strongly disagree" to "Strongly agree".

**System Usability Scale**

1. I think that I would like to use this system frequently \*

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

2. I found the system unnecessarily complex \*

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

3. I thought the system was easy to use \*

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

4. I think that I would need the support of a technical person to be able to use \* this system.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

5. I found the various functions in this system were well integrated \*

1 2 3 4 5

Below the questionnaire are eight heatmaps overlaid on app screenshots, showing areas of high user interaction in red and yellow.

## Keller William Reality

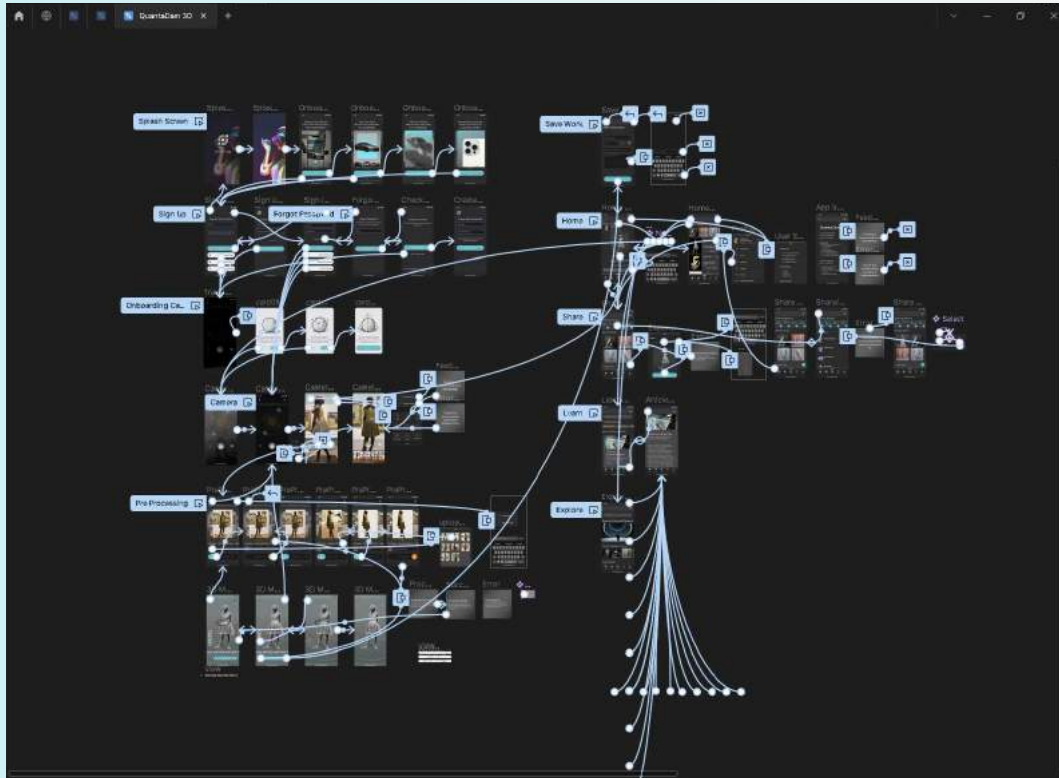
The collage features four devices displaying real estate listings from Keller Williams. At the top left is a desktop monitor showing a large house listing. To its right are two smartphones, each displaying a similar listing. Below the monitor are two tablets, also displaying the same listing. The listings include photos of houses, the Keller Williams logo, and text such as "Discover Your Perfect Property With Us".





# Prototypes

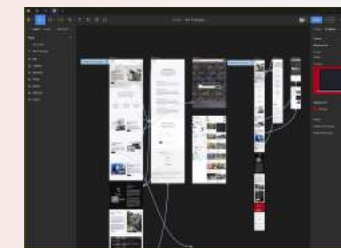
QuantaCam 3D



WeCare



Wagamama



Keller William Reality





# Thank You!

I trust you found as much delight in observing this project as I did in crafting it.

“when you have a worthwhile idea, you should be prepared to gamble on it, test it out and see what the world gives back.”

~ Paul Graham

**David Le**

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