DESIGNING INTUITIVE JOURNEYS, ONE USER AT A TIME.

# ABOUT ME

Hi there! I'm Zoe, an aspiring UX designer passionate about crafting intuitive and inclusive experiences. I graduated with a bachelor's in Computer Science and am currently seeking full-time opportunities in the UX/UI field. Fascinated by how design shapes the way we interact with technology, I took additional courses beyond my degree and became certified in UX design through the Google UX Design Certificate.

Alongside my design journey, I've also worked in marketing, where I developed a strong appreciation for user behavior, storytelling, and brand experience — all of which continue to influence my design approach today.

For me, UX design is about creating seamless, meaningful experiences that empower users. I'm excited to keep learning, growing, and designing thoughtful solutions that work for *everyone*.

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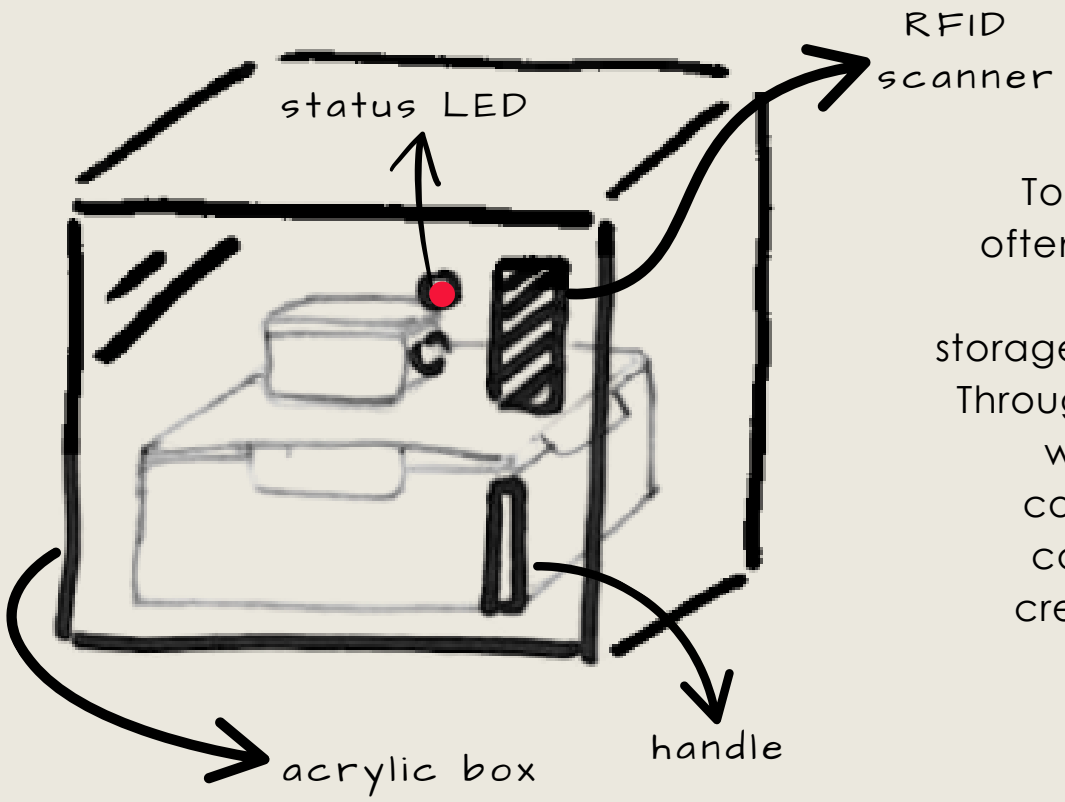
Scan for a brief version of this portfolio!

# PROJECTS

## LockUrFood

### FRIDGE COMPARTMENT LOCKER




To address the needs of college commuters who often bring food from home, we designed a Fridge Compartment Locker—a secure, refrigerated storage system tailored for individual use on campus. Through interviews, observations, and user research, we discovered that students are hesitant to use communal fridges due to fears of food theft and contamination. This insight drove our decision to create a solution that balances security, visibility, and ease of access.

Each locker would be made of clear acrylic and housed within a shared fridge. When unclaimed, the locker is unlocked and indicated by a green LED. A student can place their food inside, close the door, and tap their school ID on the RFID scanner to lock it—triggering a red LED to signal the locker is in use. To retrieve their food, the student taps their ID again, and the green LED returns to show availability for the next user. This system provides peace of mind, intuitive interaction, and a more commuter-friendly campus experience.

CASE STUDY

# LockUrFood

## FRIDGE COMPARTMENT LOCKER

Duration: 4 weeks

Tools : VScode, Arduino

Role: Lead UX designer
Researcher

## Project Overview

LockUrFood is a fridge compartment locker that provides a safe and easy way for students that commute to campus to store their food while attending classes to keep it fresh

## Target Audience

College Students that commute to campus in need of a safe and easy way to keep their food fresh

## Problem

Commuting students do not live the average campus life as most. Whether they have a couple minutes of a commute or several hours a day with scattered schedules, commuting students often stay on campus in between classes and use this time for studying or eating a meal. The majority of them pack food from home and keep their packed items in their bags till it's time to eat. But with ours on campus, food might go bad and communal fridges are not often used due to the risk of food theft

## Solution

To provide a safe and user-friendly way to store food on campus

## Design Process

| Empathize | Define | Ideate | Prototype |
|---|---|---|---|
| User Research | User Stories | Competitive Audit | Low Fidelity |
| Empathy Map | Goals | User Flow | High Fidelity |
| Persona | | | |

# Empathize

## User Research and Personas

We conducted user interviews during the lunch period in both locations where communal microwaves are located. Commuting students are usually not holders of meal plans, therefore we approached those who were having meals out of their own food containers. This helped us understand better their pain points and gain insights on how to solve those challenges

## Interview Questions

- How often do you commute to campus?
- How long is your commute?
- Where do you spend your time in between classes?
- Where do you get your meals from? How is it packed?
- What kind of food do you pack with you from home?
- Do you use the communal fridges and microwaves?
- How do you feel about using those appliances?

## Empathy Maps

### SAY

- I commute to campus everyday
- My commute is about 1h 15 mins with traffic
- I spend most of my time here (MTCC) or the library
- I get my meals from here in a container
- I bring my cooler and use the microwave
- I did not know there was a fridge I could use
- I'm afraid people will take stuff (form the fridge)

### DO

- Sitting down at a table in Center Court
- Looking at a text on their laptop
- Eating a meal
- Had some snacks on the table too
- Listening to something (earbuds in)
- Focused on the content of their laptop

MAL

### THINK

- I need to get this assignment done before my next class
- Should I get more food?
- How long exactly is my commute?
- Why are they asking me those questions
- I want to get this done so I don't have to do work when I get back home

### FEEL

- Anxious to get the assignment done in time
- Satisfied from the meal they just ate
- Happy that it's finally lunch time
- Happy that some people are hearing out what she has to go through everyday
- Surprised to know there was a student refrigerator on campus

## SAY

- I commute 5 times
- I just stay here in between classes
- I bring my meals from home
- I usually bring a sandwich because it does not require refrigeration
- I forgot my lunch today so I got something from 7-11
- There is a fridge here?
- I wish they told us about the fridges

## DO

- Was sitting alone in MTCC
- Eating lunch
- Was watching some kind of video on their phone when we approached them
- Had headphones in

EDUARDO

## THINK

- At what time do I get home from commuting?
- There is a fridge on campus?
- I want to continue watching my video
- Why are they asking me those questions?
- My food will get cold if they keep asking me questions

## FEEL

- Excited to eat their lunch and watch videos
- Sad that they forgot their lunch
- Annoyed that we disturb them during their lunch
- Ashamed they did not there was a fridge on campus

## Insights

From the interviews and empathy maps, we learned that the majority of commuters are not aware of the fridges available for them to use. They do not feel comfortable using them in the event where their food containers are stolen. Commuting students need a way to securely store their food to avoid the hassle of carrying a cooler bag and to enable them to bring a greater variety of food on campus.

## Pain Points

### Time

Students that commute usually stay on campus in between classes for hours at a time and they usually bring meals from home that need to be stored in refrigerated places to keep fresh.

### Awareness

A lot of students are not aware of the presence of a communal fridge on campus due to pour location.

### Theft

Students are worried that their food might get stolen when left in the communal fridge in between classes.

# Define

## User Personas

### Sam Johnson

**Age:** 23
**Education:** BS in Architecture
**Hometown:** Evanston, Illinois
**Family:** Single and a cat
**Occupation:** Full-time student

*"I am a student that commutes to school everyday and I wish I didn't have to carry my cooler bag everywhere to keep my food fresh in between my classes*

#### Goals

- Safely store her packed lunch on campus without worrying about theft or tampering.
- Minimize the hassle and bulk of carrying her cooler bag all day.

#### Frustrations

- "I'm scared someone will take my food"
- "I don't want to have to carry my cooler bag everywhere"
- "I don't want my food to go bad while I'm in class"

Sam is a full-time student. She commutes 1h30mins on average to school everyday and her schedule is scattered, meaning she has to stay on campus for long hours. She prepares her lunch at home and carries it in a bulky cooler bag to keep it fresh. She would love to use the communal fridge on campus but worries her food will get stolen.

### Thomas Cook

**Age:** 21
**Education:** BS in Physics
**Hometown:** Cicero, Illinois
**Family:** Lives with parents
**Occupation:** Full-time student

*"I am a student that commutes to school everyday and I could bring a wider variety of food to campus without having to worry about it going bad in my backpack*

#### Goals

- Bring any kinds of food on campus
- Being able to keep that food from going bad after hours of commuting and classes

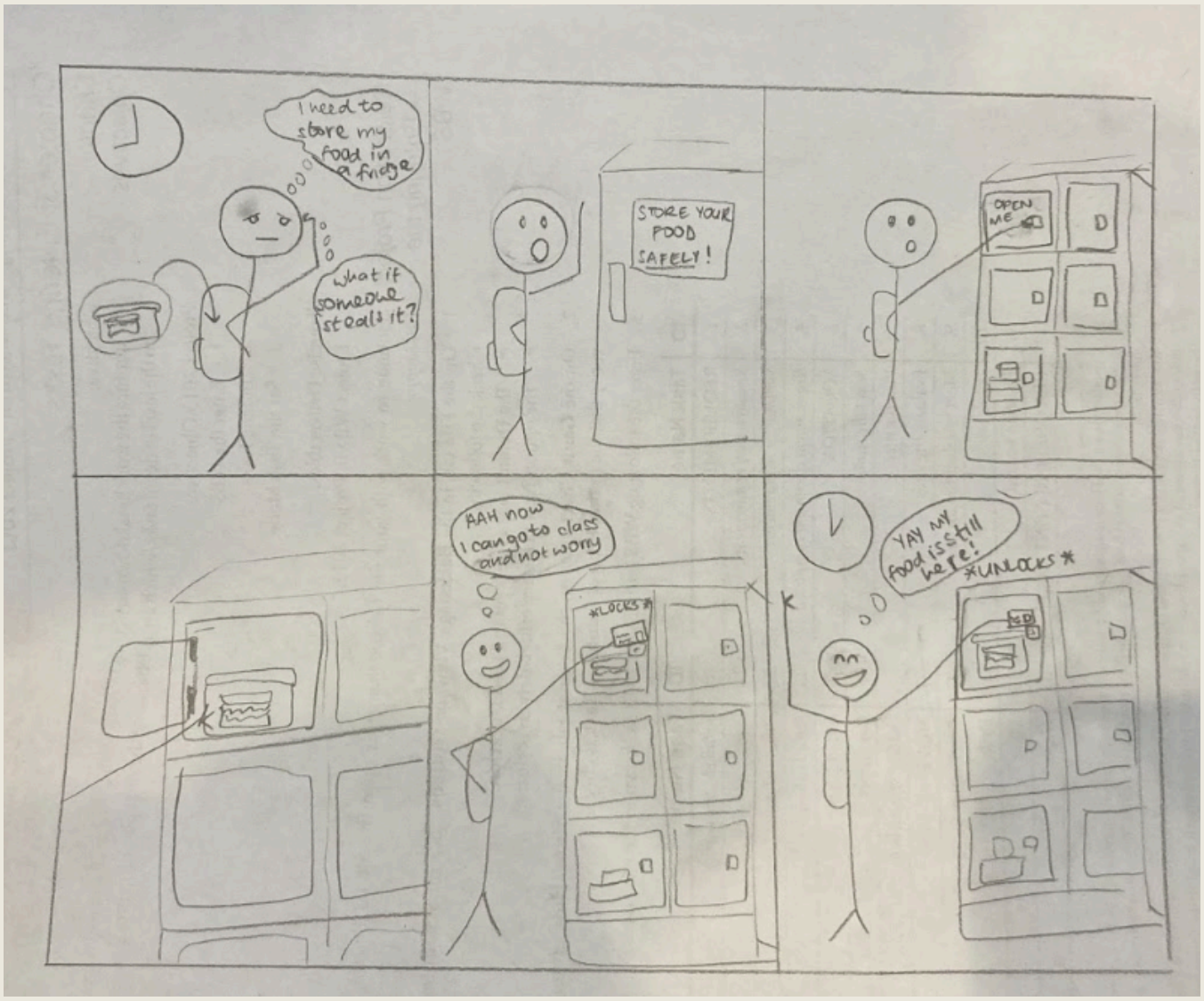
#### Frustrations

- "I'm tired of eating sandwiches but it's the only meal that won't go bad in my bag"

Thomas is a full-time student that packs a sandwich from home since it's the only meal that won't perish in his backpack for the length of his commute and his classes. He wishes he could bring more items like rice, pasta or salads but those won't keep well without refrigeration.

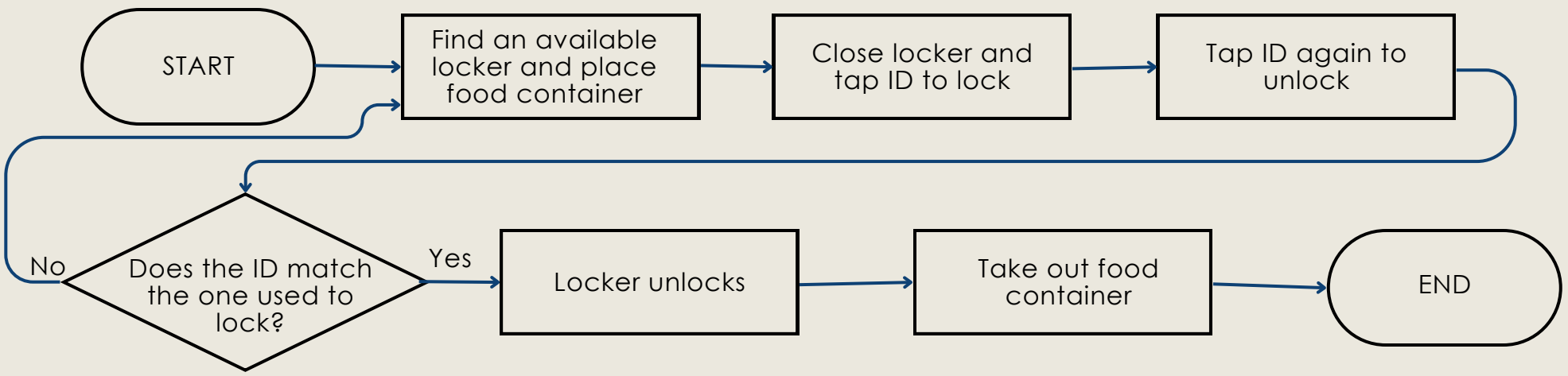
# Ideate

## Story Board




Student picks an empty locker and inserts food. They tap their school ID on the RFID scanner to lock the locker and go to class. When they need their container they tap their ID once again and the lock unlocks, allowing someone else to use it.

## User Flow



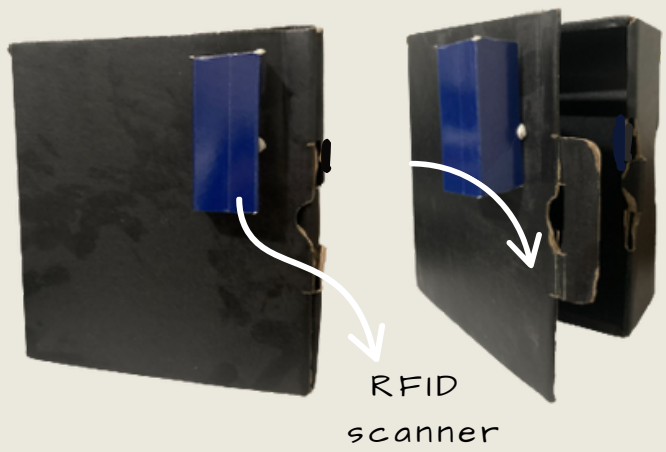
# Prototype

## Low-Fidelity Prototype

### a. Task Flow

Task 1: Place food container inside an empty locker
Task 2: Lock the locker (leave)
Task 3: (comeback) Open locker and take food container

### b. Initial Paper Prototype

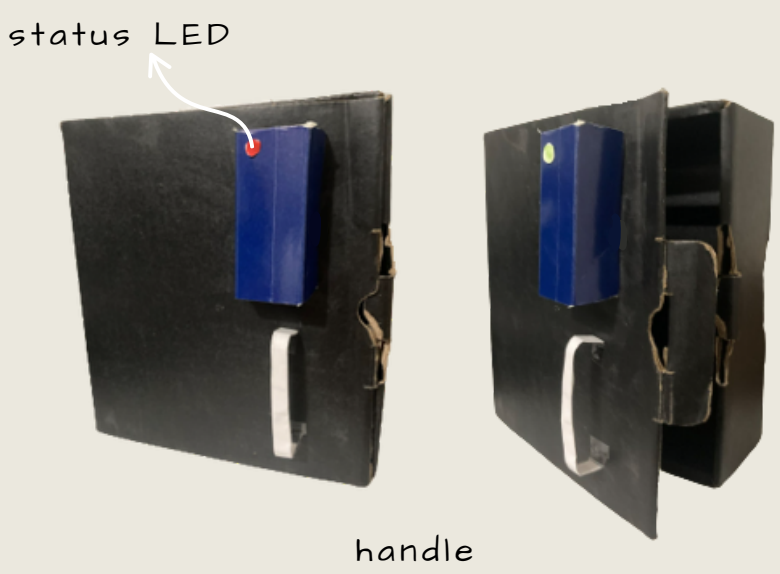



### c. Test 1 Feedback

Participant 1 initially tried to tap their ID to open the locker even though the locker was not locked. This can be fixed by adding a colored light, displaying the status of the locker. Red if locked and green if unlocked.

Participant 2 also encountered the exact same problem as participant 1 and additionally, participant 2 was struggling to open the locker and ask whether a handle was present. This can be resolved by adding a small vertical handle, indicating the users where to pull open as well as making it easier to complete the task.

### d. Revised Paper Prototype




Modifications:

- We added a light that reflects the status of the locker so students would know whether the locker is open or not
- The addition of a handle to ease the opening and closing of the locker.

### d. Test 2 Feedback

Participant 3 successfully opened the locker, realizing it was already unlocked due to the green light. They placed their item successfully, closed the locker and tapped their ID against the scanner and the light turned red.

## High-Fidelity Prototype <u>Click me</u>

# What’s next?

## Reflection

This project challenged me to design a physical-digital system that is both secure and intuitive for a diverse student population. It strengthened my skills in user research, systems thinking, and designing for trust and accessibility. Collaborating across disciplines, I learned the importance of clear visual cues—like LED indicators—and seamless interactions to guide users unfamiliar with shared tech.

## Future Considerations

If given more time and an allocated budget, I would expand this project by conducting material research to ensure the chosen components meet both functional and environmental standards. While we selected acrylic for its transparency and ability to allow cool air circulation, this decision was based on assumptions rather than in-depth analysis. I would also explore ways to make the technology integration more seamless, such as concealing cables to prevent visual clutter and reduce the risk of disconnection when users remove containers.

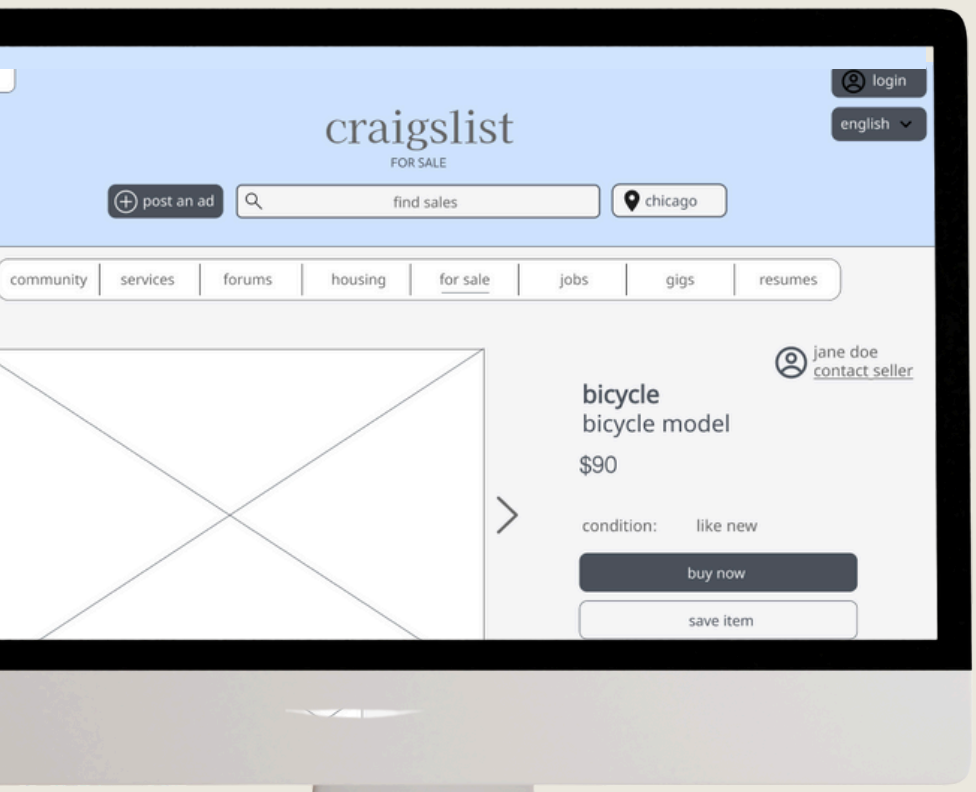
Additionally, since the lockers are intended to be housed within existing fridges, I would investigate the standard dimensions of fridge interiors particularly shelf spacing and constraints to optimize fit. This would also include accounting for the average size of common food containers and beverage holders.

I sincerely believe this project is feasible and scalable—not only for college campuses, but also for workplaces and other shared environments where secure food storage could enhance convenience and user experience.

# Redesigning Craigslist

## ENHANCING USBAILITY & VISUAL DESIGN


This project focuses on enhancing the usability and visual design of Craigslist, one of the internet's most enduring classifieds platforms. Through a comprehensive usability audit—including task-based surveys and user feedback—we identified major pain points such as poor navigation, ineffective search functionality, and visual clutter.




Based on these insights, we proposed a series of strategic improvements: a streamlined navigation system, refined search filters, clearer categorization, updated aesthetics, and enhanced accessibility features. The result is a cleaner, more intuitive user experience designed to support diverse users and modern browsing behaviors.

Figma Prototype

CASE STUDY

# Craigslist Redesign

## ENHANCING USBAILITY & VISUAL DESIGN

Duration: 2 weeks

Tools : Figma, Pluggins, Google Forms, Excel

Role: Lead UX designer
Researcher

## Project Overview

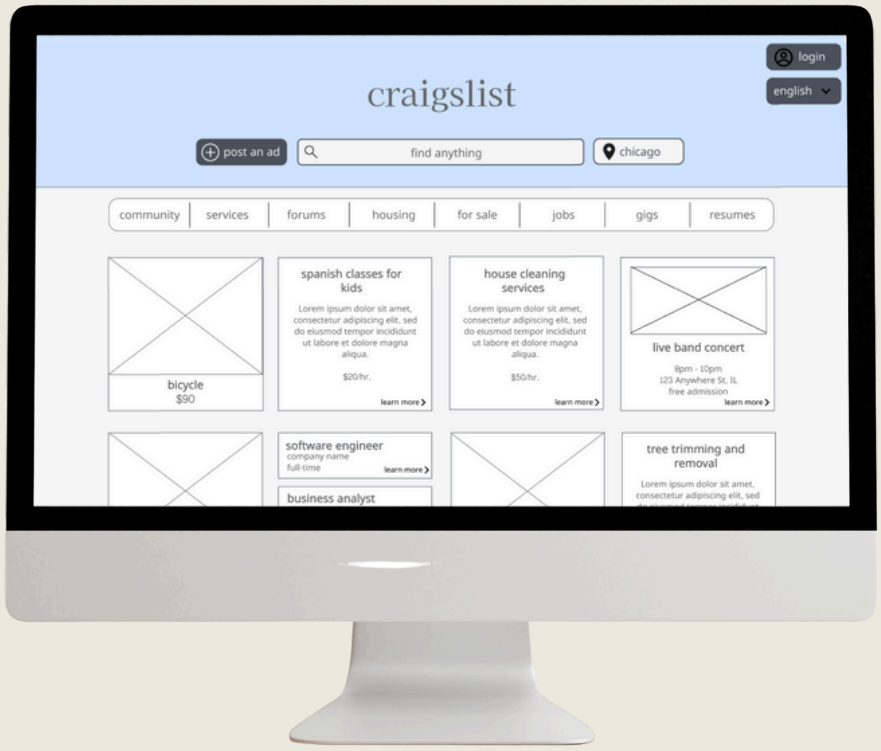
This Craigslist redesign offers a more user-friendly navigation system and cleaner layout, improving search functionality, readability, and overall ease of use for a better browsing experience.

## Problem

Craigslist remains a widely used classifieds platform but suffers from poor usability, unclear navigation, and outdated visual design. Users struggle to locate information, perform simple tasks, and trust the site's visual credibility. These issues reduce satisfaction and engagement

## Goals

- Improve navigation and search functionality
- Reduce visual clutter and enhance readability
- Update the visual design to improve trust and engagement
- Ensure accessibility for diverse users
- Collect and incorporate user feedback into design decisions




# Research

## Research Methods

- Usability Audit
- Task-Based Surveys
- User Observations & Feedback Collection

## Tasks Given

- Find an iPhone for sale
- Search for an architecture job
- Return to the homepage after searching
- Find an event in your area
- Locate your specific area from the homepage

## Key Metrics

| Task | Avg. Ease Rating (1–5) |
|---|---|
| Find an iPhone for sale | 4.67 |
| Search for an architecture job | 3.17 |
| Return to the homepage | 2.67 |
| Find your area from homepage | 2.83 |
| Find an event | 2.5 |

## Qualitative Insights

Navigation felt disorganized

Homepage links were overwhelming

Search was ineffective and imprecise

Design felt untrustworthy due to outdated look

Site felt inaccessible for new or non-technical users

## Pain Points

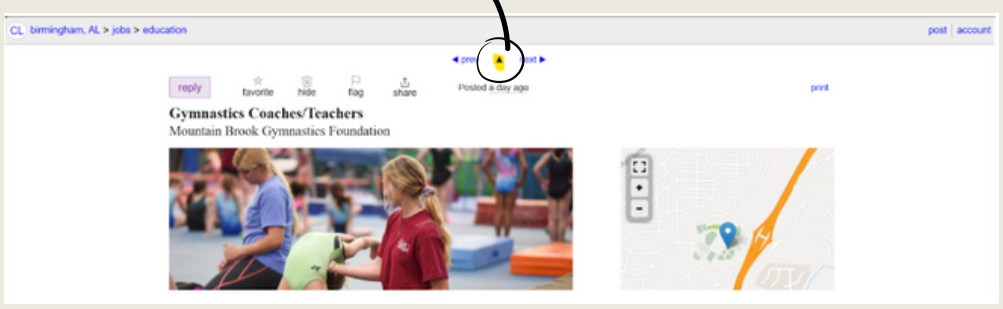
- Poor navigation flow
- Overwhelming and unclear labeling
- Visually cluttered interface
- Limited search filters and irrelevant search results
- Lack of visual hierarchy or guidance
- Accessibility and readability issues

# Design Solutions

## 1. Simplified Navigation

- Persistent nav bar with clear categories (Jobs, For Sale, Housing, etc.)
- "Home" icon and breadcrumbs added

Original Home button

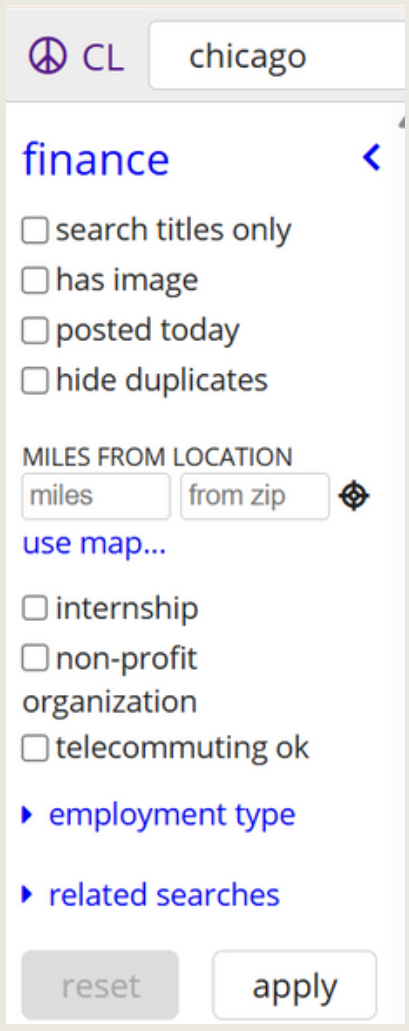



New Home button

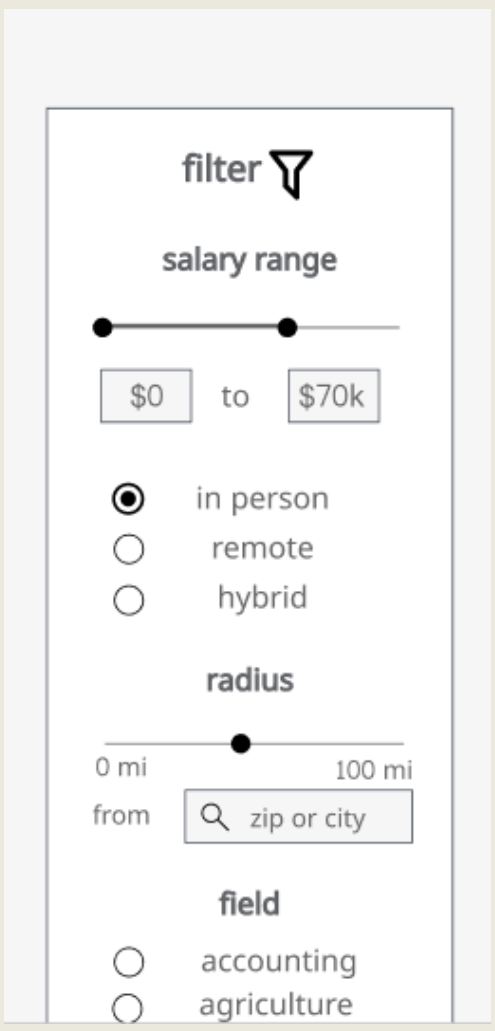

Navigation Bar

## 2. Improved Search Functionality

- Filters by location, price, category, and date
- Search prompt added




Original filter bar

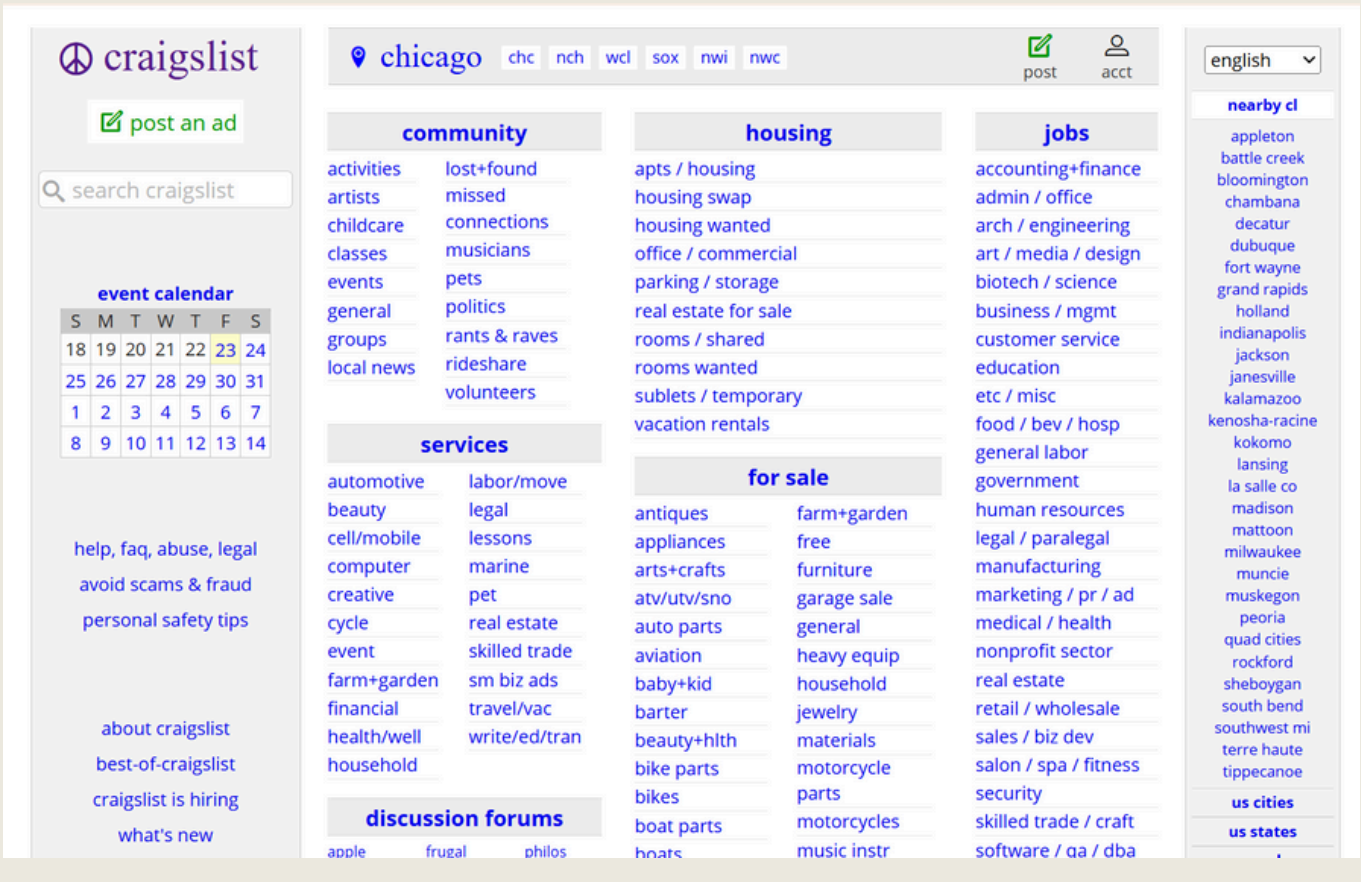



Redesigned filter bar

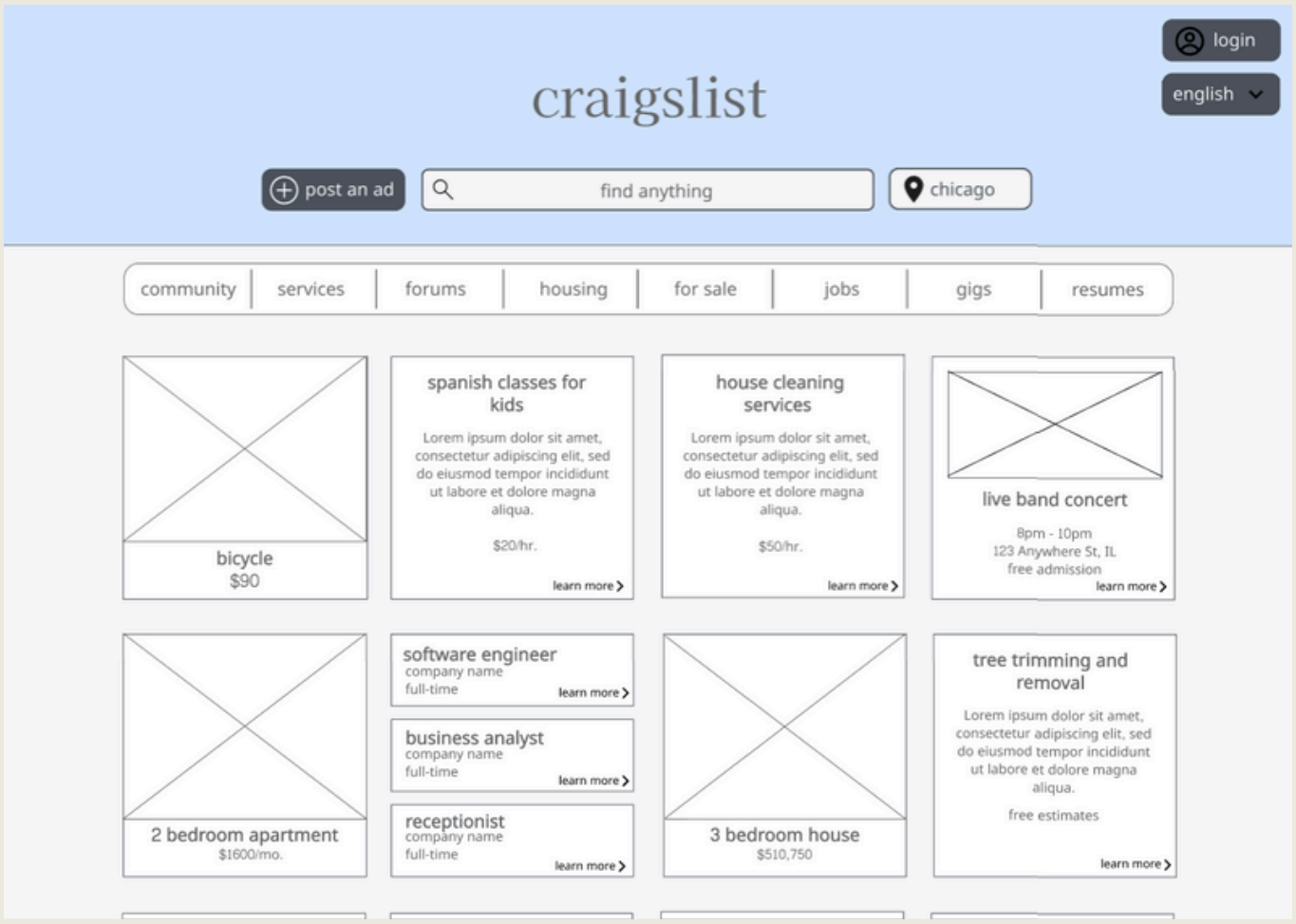

Search Prompt corresponding to current page location

## 3. Visual Redesign

- Grayscale color scheme with accent colors
- Increased white space for less visual fatigue
- Responsive, mobile-first layout
- Modern typography and iconography




Original Home Page




Redesigned Home Page

# Impact & Reflection

## Impact

While this project was a conceptual redesign, the proposed changes address real user pain points and offer a roadmap for transforming Craigslist into a more modern, intuitive, and accessible platform. These changes aim to boost user satisfaction, trust, and efficiency on one of the most widely used classified platforms.

## Reflection

This project challenged me to balance minimalist design with usability improvements for a large, information-dense platform. It deepened my understanding of user-centered design, iterative testing, and accessibility. If given more time, I would conduct additional usability tests with the redesigned prototype to validate the effectiveness of each change.

## High Fidelity Prototype

Figma Prototype

# MARKETING

## BAG ONE SNAG ONE


Bubble Motif - Reinforces the idea of carbonation and aligns visually with the products identity as sparkling water beverage

Offer presentation - Draws focus and helps the main message pop. It separates the key info from the background

Callout Badge - Informs consumer of the deal's value. Showing the regular price emphasizes the benefit of this offer

Product-Centric Layout - Placing the product prominently helps with brand recognition and informs customers exactly what to look for

Bold vertical Typography - Eye-catching layout that draws attention and adds visual interest

Shadow - Added to create more dimension

# SMOOTHIES COMING SOON


22x28 in

Overlapping Text Hierarchy-This layered typography creates depth and draws attention. The contrast between the strong sans-serif and playful script fonts evokes energy and freshness—matching the product (smoothies). The script font adds a casual, approachable tone.

Soft background - Keeps the overall feel clean and avoids competing with the product visuals

Location Logo - Informs user where the product will be available without pulling focus from main visuals

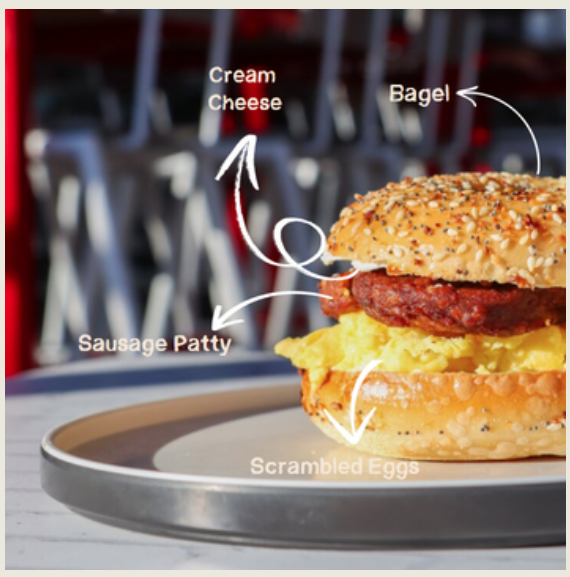
Layout Shift - Reformatting the layout ensures all content remains legible and well-composed


1920x1080 px (LCD display)

# SOCIAL MEDIA









# GRAPHIC DESIGN

## A Rock Climber's Bouquet

**DESIGNING FOR A COMMUNITY**

Company: Google  Duration: 3 weeks  Tools : Adobe Photoshop  Role: Graphic Desginer


One of my favorite projects I have worked on! "A Rock Climber's Bouquet" is a design created for Google's rock climbing community in the Bay Area. The theme centered on crack climbing—a type of outdoor climbing that focuses on ascending cracks in the rock face. This specialized discipline involves unique equipment, here depicted as a bouquet to symbolize the nature that surrounds crack climbers.

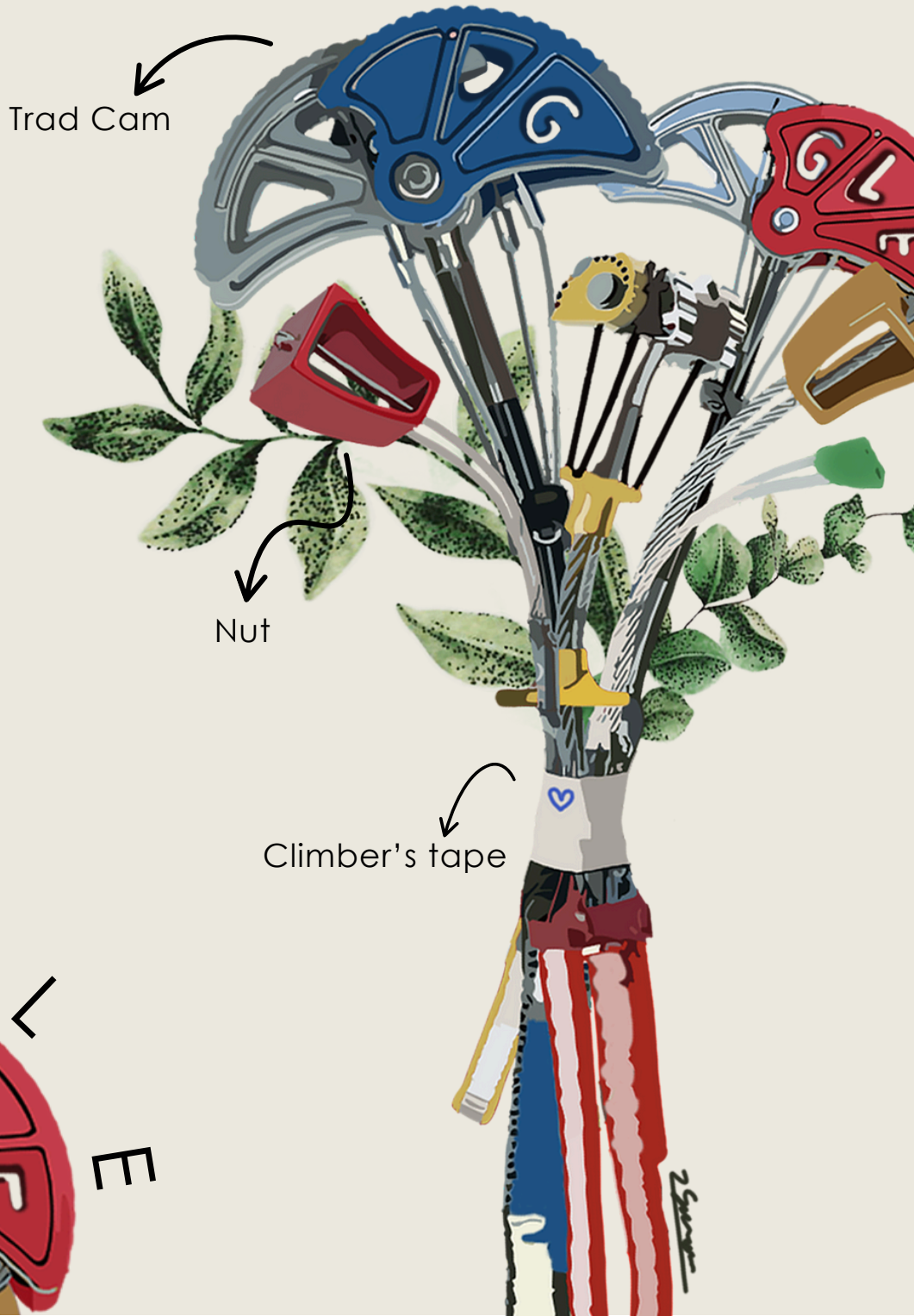
This design, created in Photoshop, captures Google's branding through the use of its four primary colors and incorporates elements of my personal drawing style, all while thoughtfully integrating the client's requirements and feedback.

The client preferred to avoid using generic colors such as white or black for the T-shirt, so I selected a light blue option instead. This choice allows the colors to stand out

The client requested more muted colors while keeping Google's essence

**Original Colour Palette**

**My Color Palette**




Subtle yet fun inclusion of the company's name in the design