

UX/UI DESIGN

PORTFOLIO

KATIE WU

2024

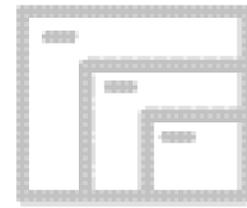
MY PROCESS



1. Research



2. Define



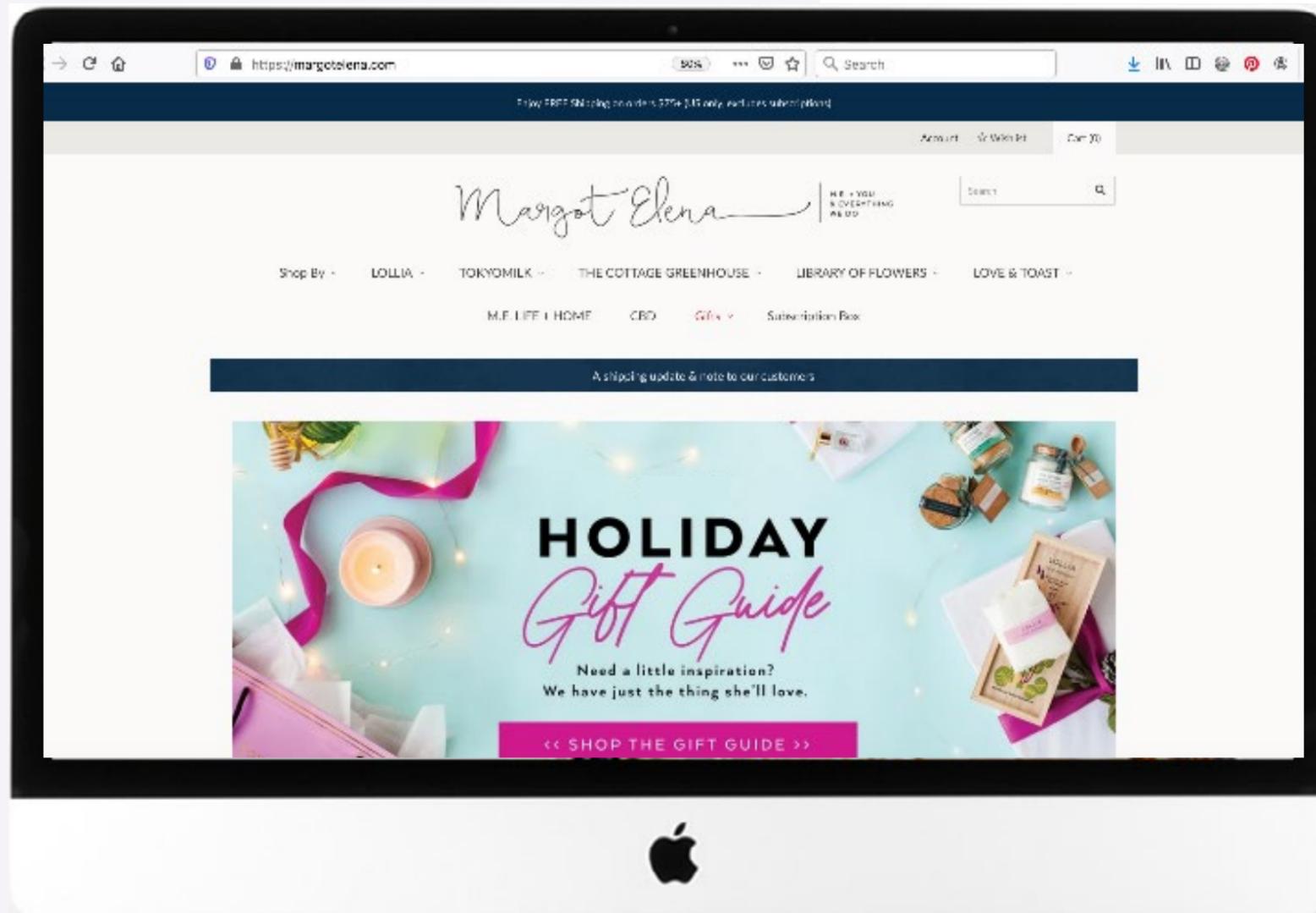
3. Design



4. Deploy



5. Measure



Universal Website

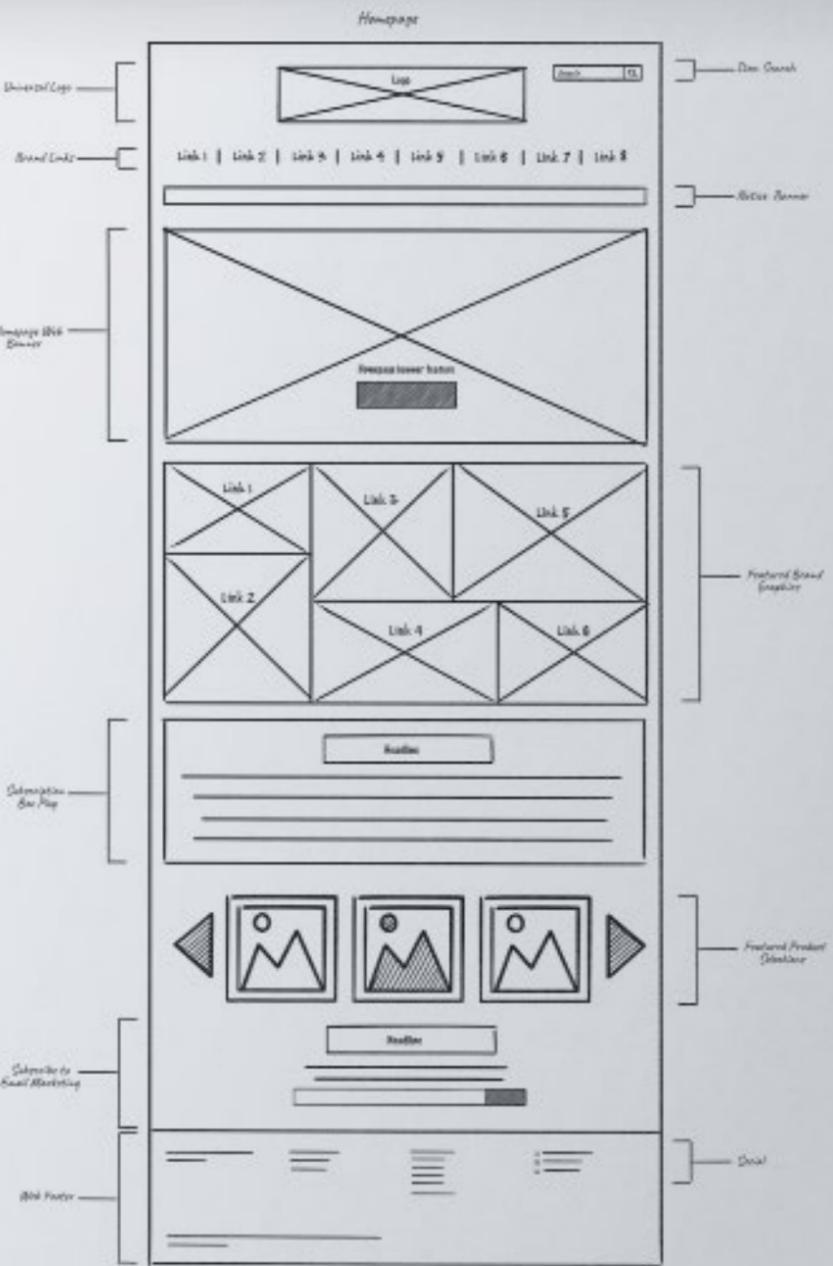
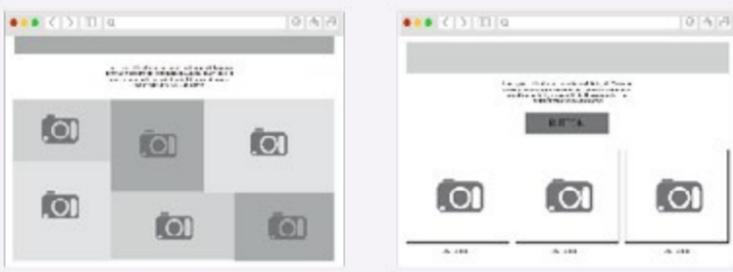
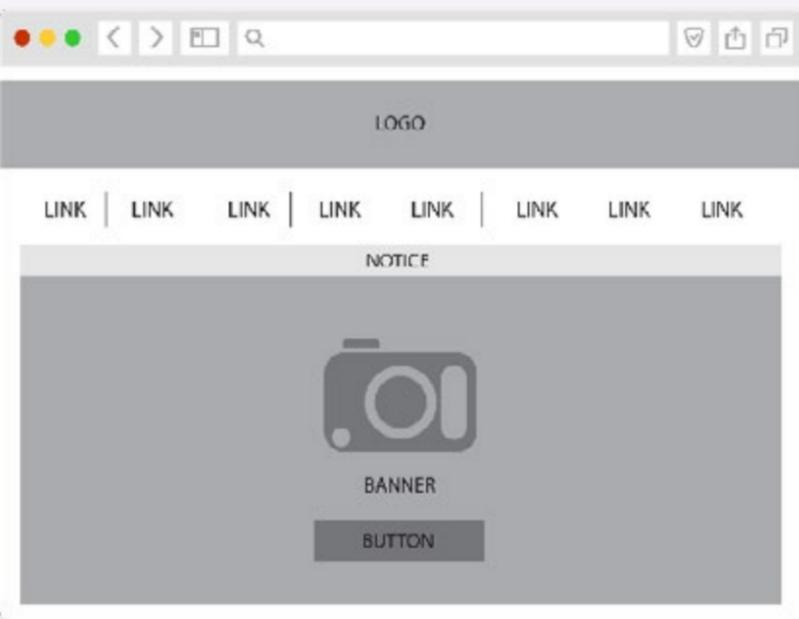
Notes: Photoshop, Sketch

Research: Marketing analytics, Separate Brand Site analytics

Objective: To create a cohesive, elegant, user-friendly retail universal website that unifies the 6+ existing beauty & lifestyle Margot Elena brands where customers can shop & explore products.

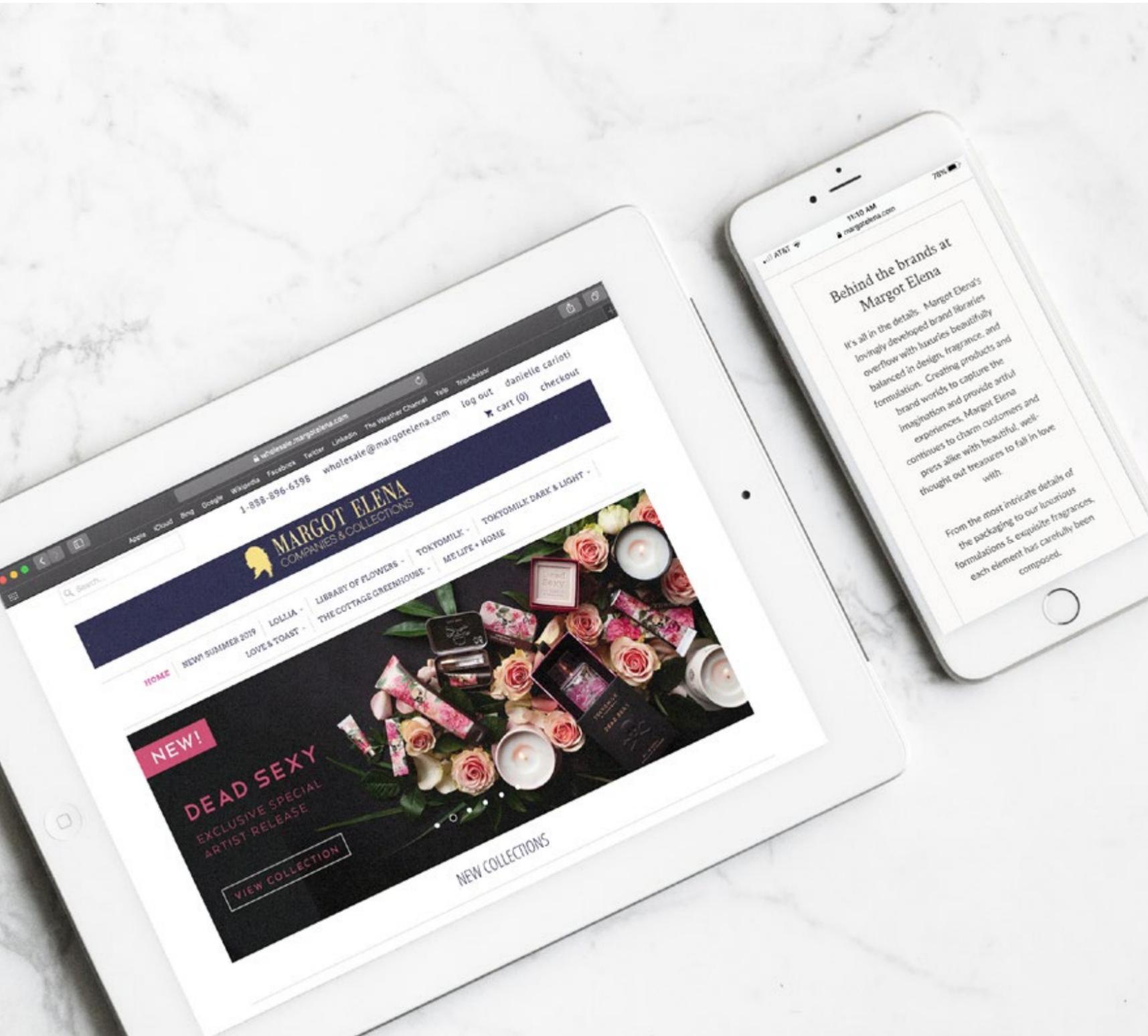
Role: I was involved from concept to completion in the creation of this website. My role was to bring an elevated eye for design to this project and ensure a cohesive experience for 6+ brands to live under. I assisted in establishing the user journey, creating the visual identity, production of web graphics and assets, and revisions of designs based on feedback.

Universal Website



Duties:

- + Participated in defining the user experience & establishing a universal aesthetic
- + Participated in UX/UI planning with Web Manager for navigation, product pages, collection pages, landing pages ect.
- + Coordinated with the CEO to ensure the brand vision was accomplished
- + Created wireframes, user flows & site maps based on team feedback
- + Assisted in creating all web assets & product graphics and images
- + Updated promotional & seasonal creative as needed
- + Worked with Web Manager to ensure needs and deliverables were met
- + Assisted in troubleshooting website & updating creative
- + Ensure design would support future brand additions



Wholesale Website

Notes: Photoshop, Sketch

Research: Marketing analytics, Wholesaler Survey, Competitor research

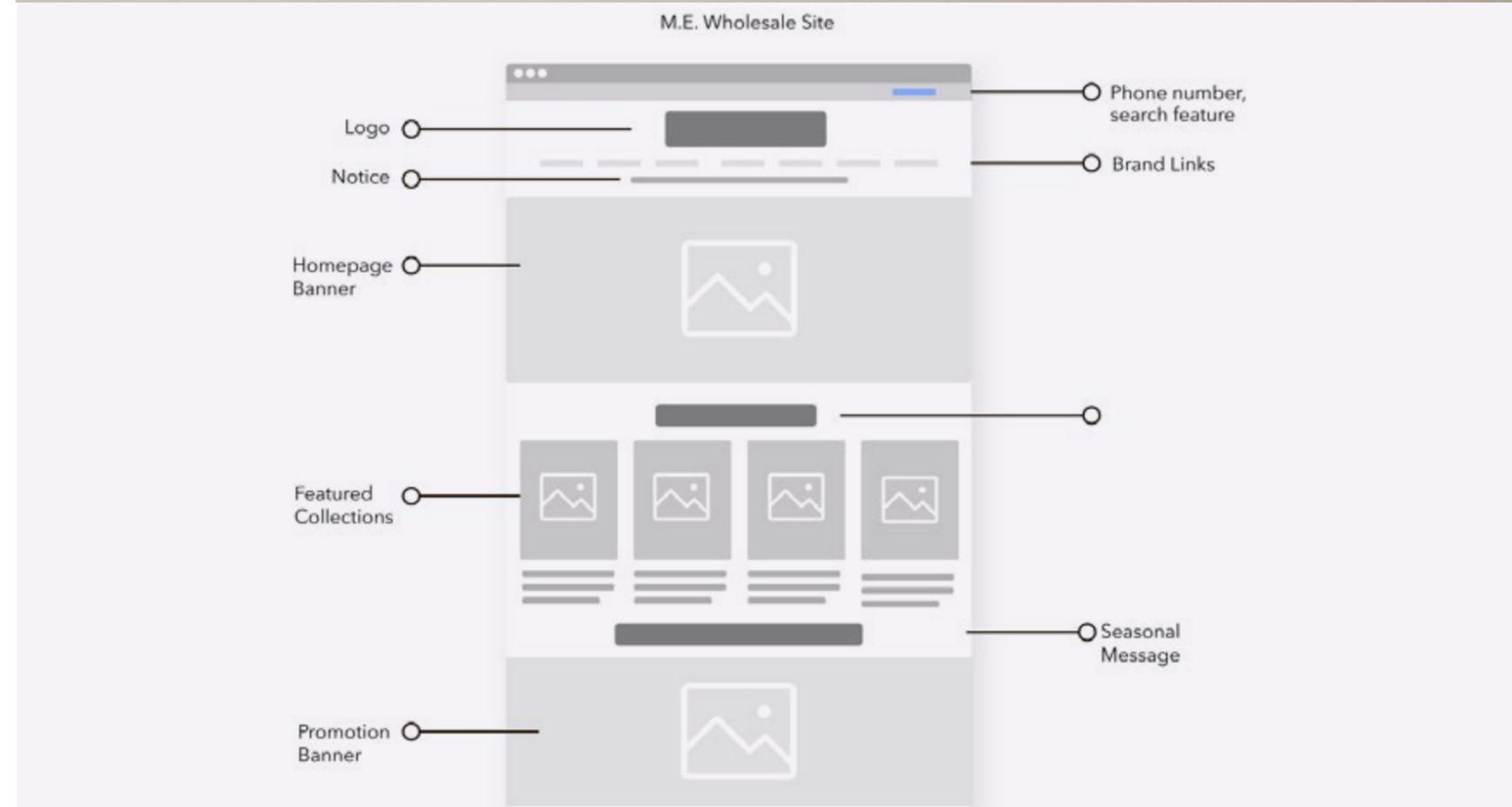
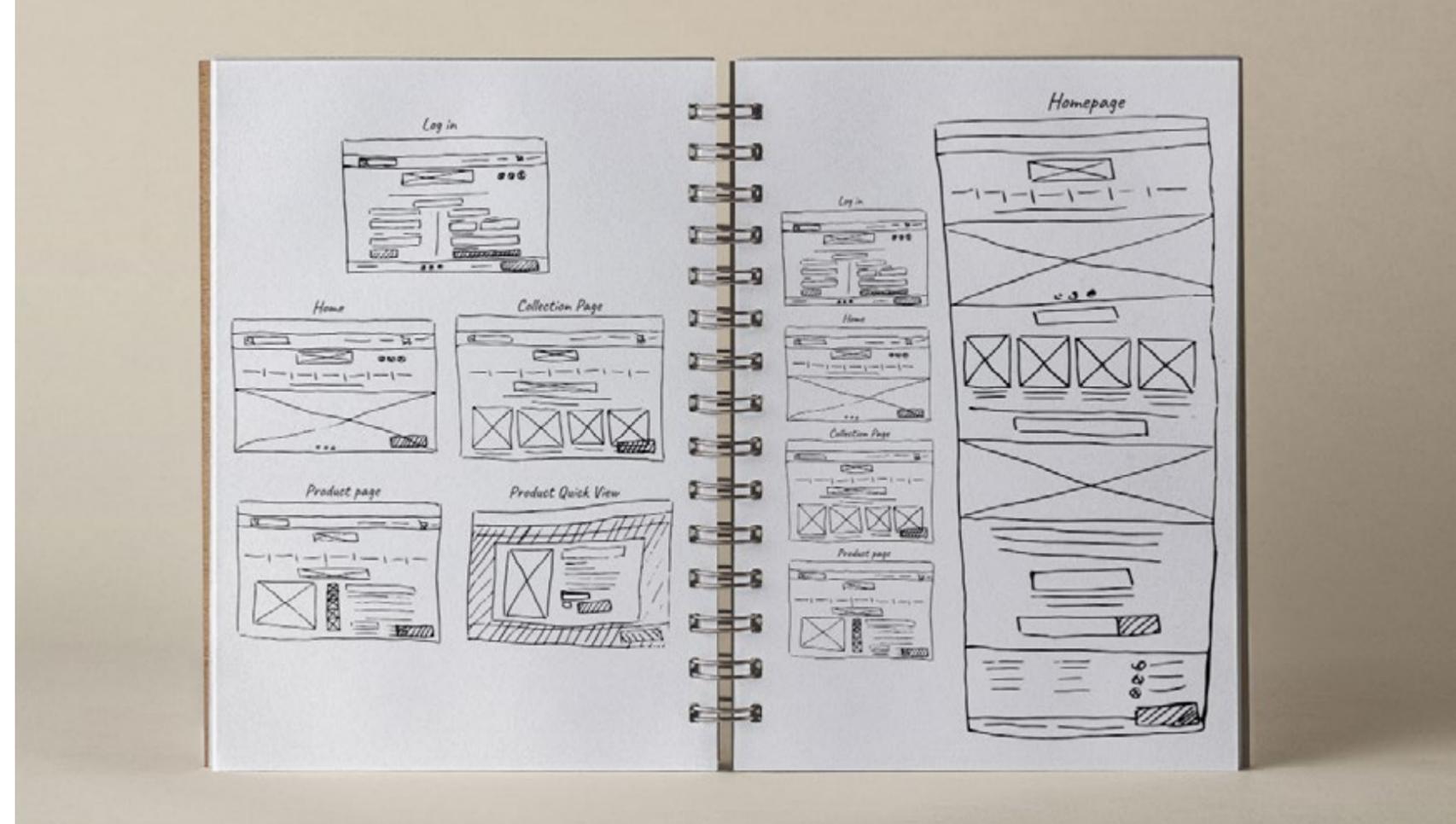
Objective: To create a website exclusively for brand partners to log in, shop, contact, and learn about events & promotions for all Margot Elena Company brands.

Role: I was involved in the creation of this website by assisting in the planning of user journey, designing wireframes, prototypes, and producing all web graphics & images.

Wholesale Website

Duties:

- + Participated in UX/UI planning with Web Manager for navigation, product pages, collection pages, ect.
- + Designed & Created product images, slider and brand graphics
- + Provided digital assets (logos, brand images, social graphics, ect)
- + Created site sketches, web wireframes, and prototypes
- + Ensured universal brand aesthetics & visual design and styles were portrayed properly
- + Assisted in design, coordination of assets, content & copy



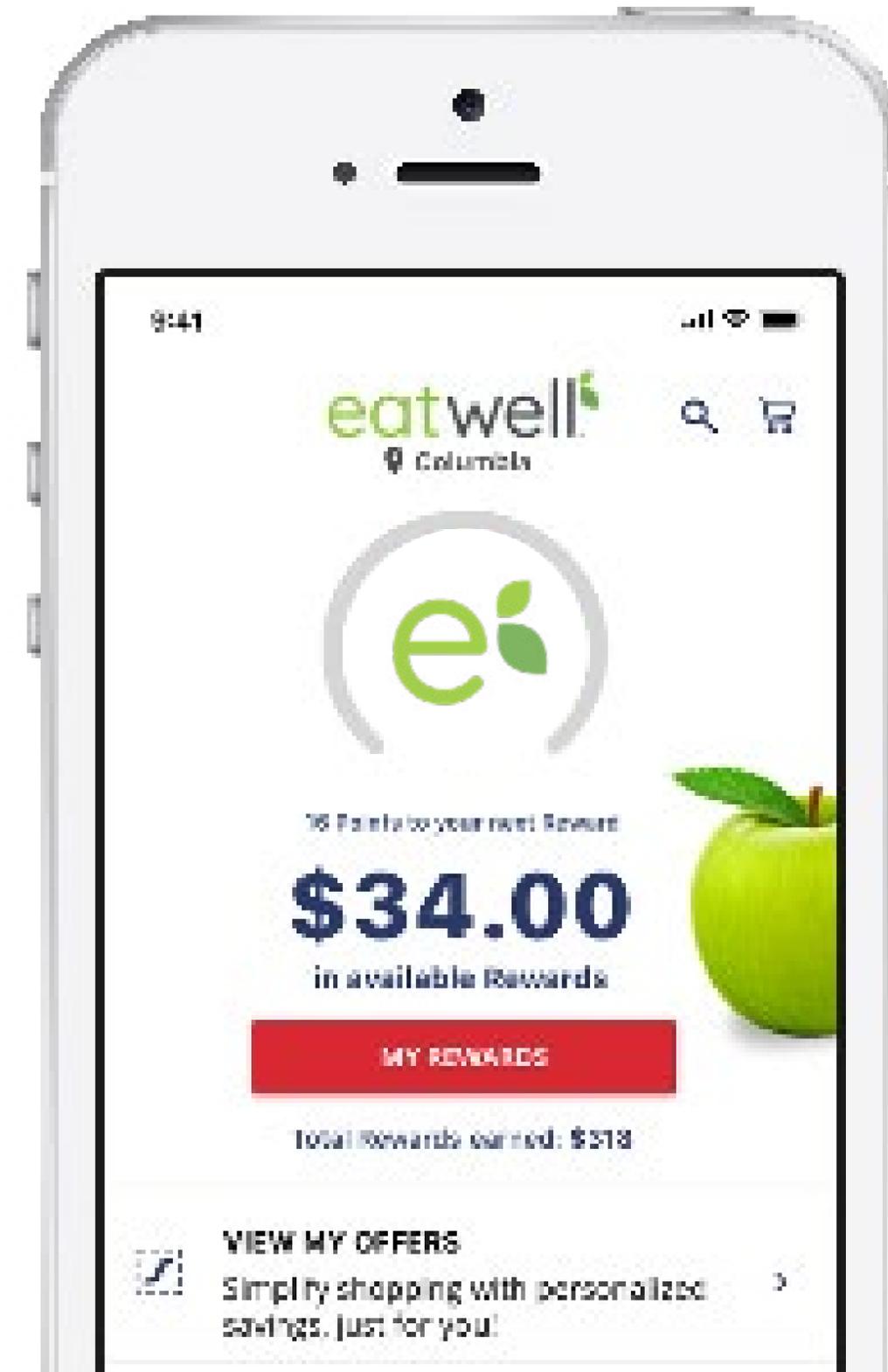
EatWell App

Notes: Photoshop, Sketch, InVision

Research: Marketing analytics, Area Survey, Competitor research

Objective: To create a user friendly Grocery Shopping App that enables customers to log in & shop Eatwell products and schedule for pick-up.

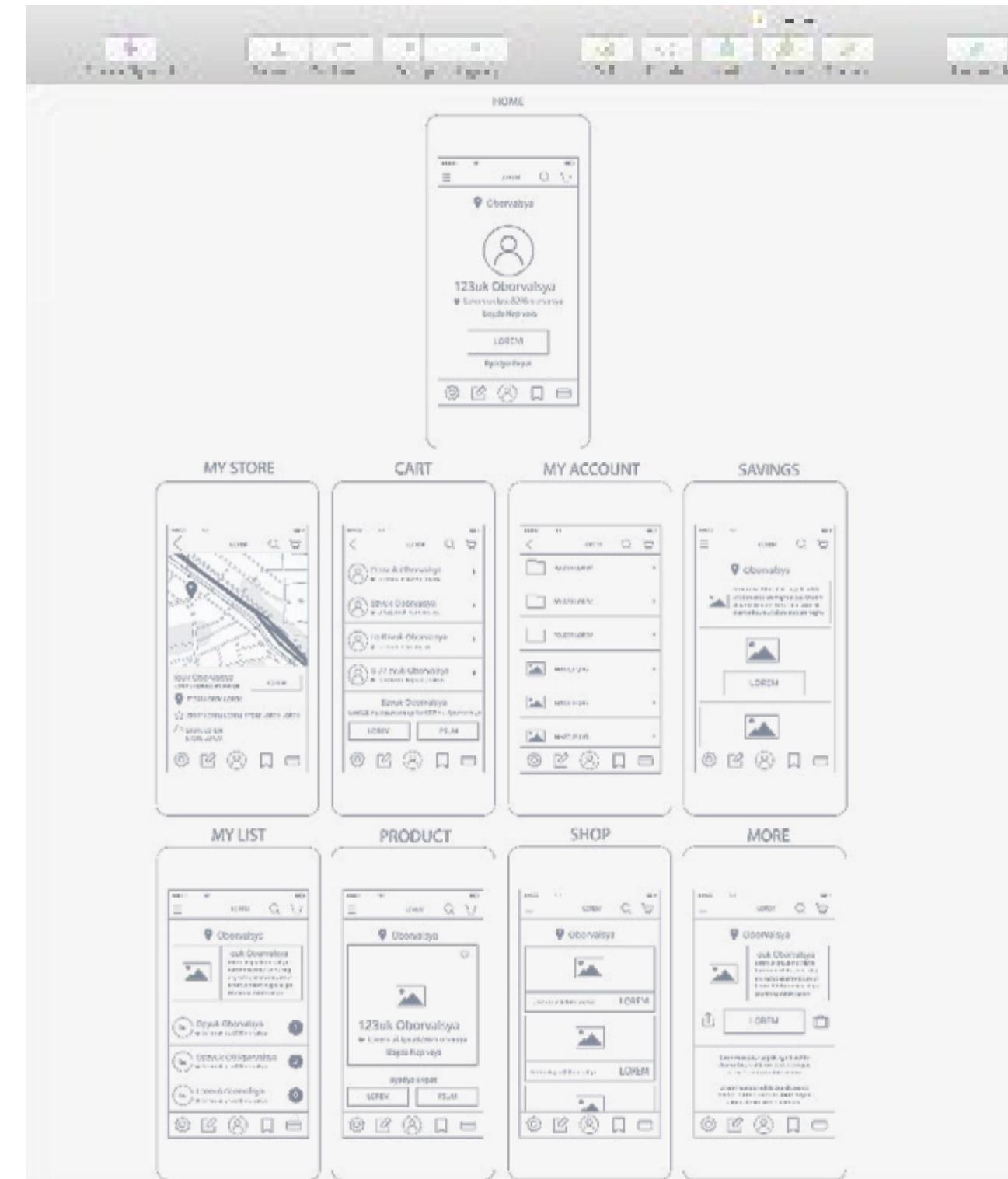
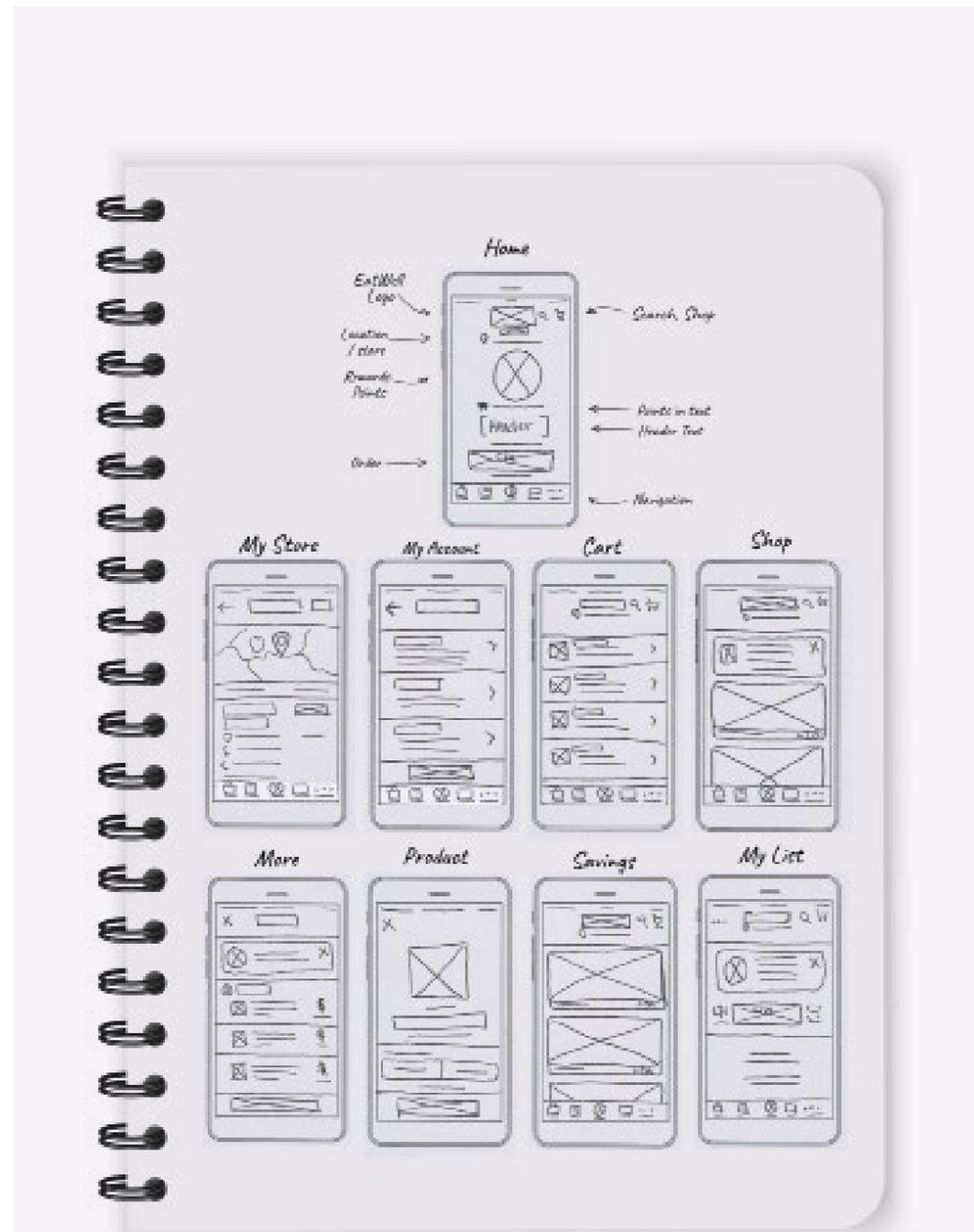
Role: My role was to produce an on-brand look for the app and contribute creative assets and perspective while working with a team to craft a modern experience that stays competitive with evolving online grocery app trends.



EatWell App

Duties:

- + Evaluated & integrated brand market research gathered by Marketing Department
- + Assisted in creating user journey, wireframes, prototypes & creative deliverables
- + Ensured needs & feedback are incorporated & creative is updated as appropriate
- + Work with Web Team to ensure needs are met & deliverables are produced according to established vision
- + Participated in coordinating project feedback & updates



Global Intranet

Notes: Photoshop, Adobe XD, Figma, Microsoft SharePoint

Research: Analytics, User Study, Tree Jacks, Surveys, User Interviews

Objective: To strategize, design, develop, and deploy a user-centered company intranet platform utilizing Agile Scrum methodology to consolidate essential colleague information and enhance colleague experience. Manifest and implement the globalization, localization, and translation Intranet experience for Global users.

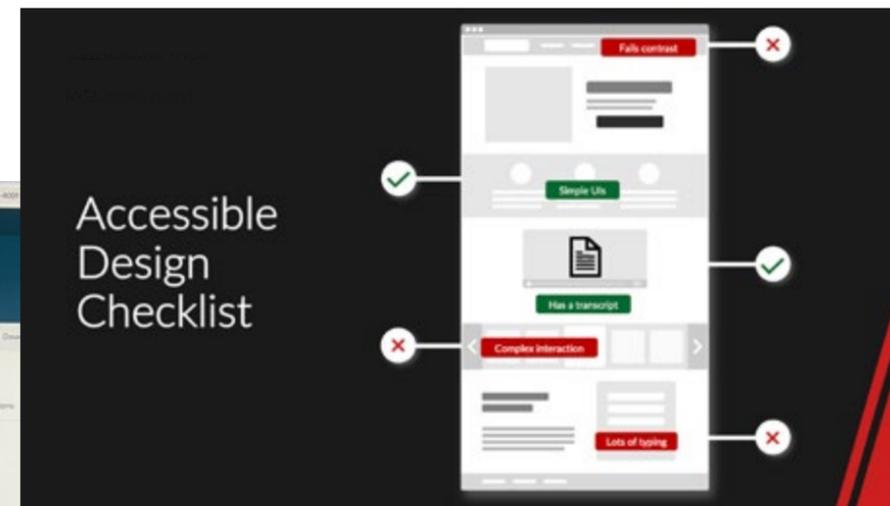
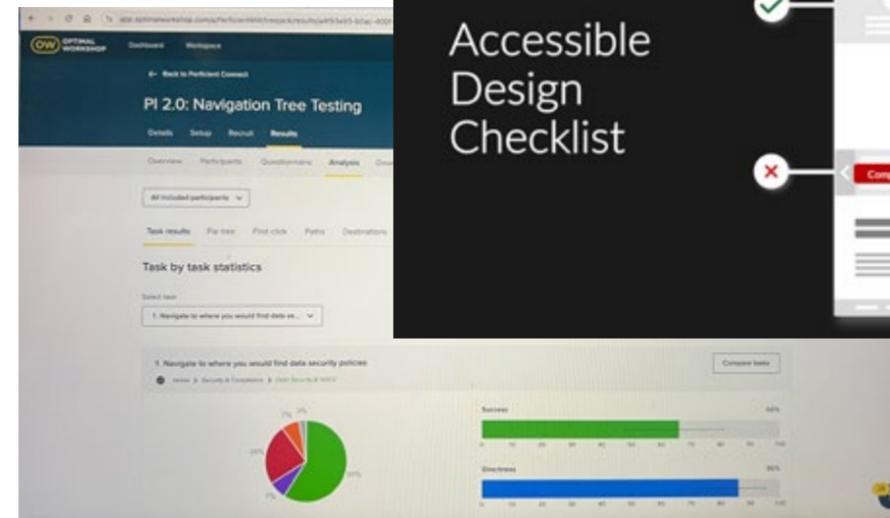
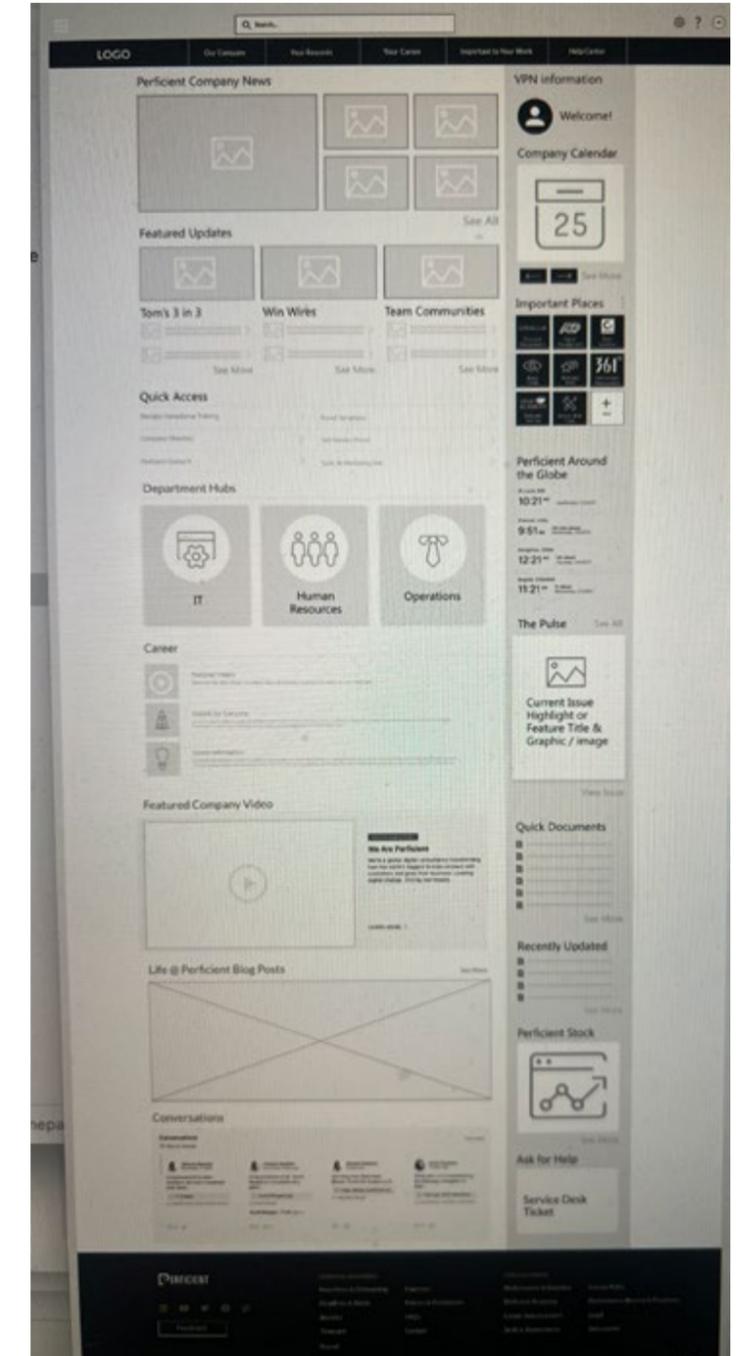
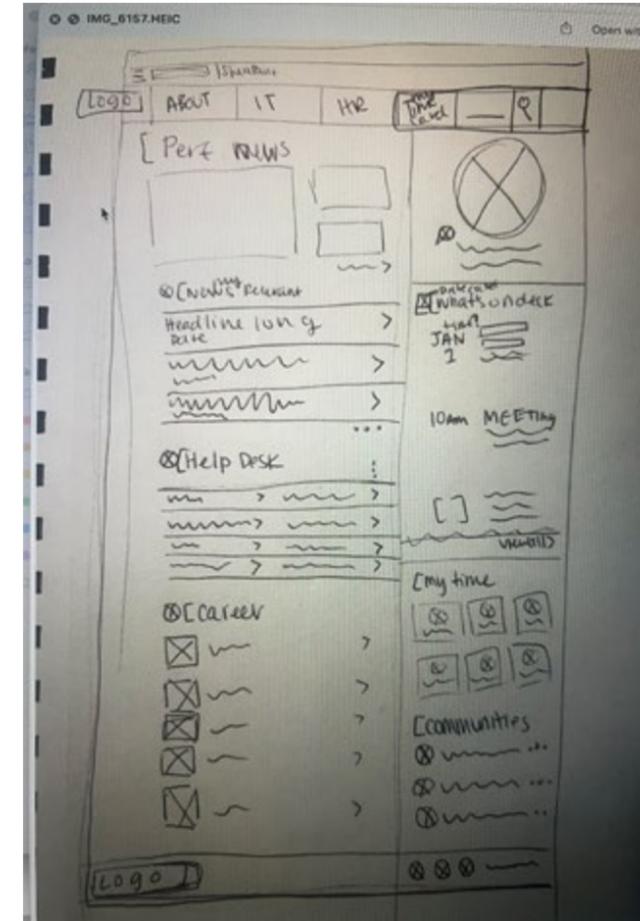
Role: I led Design work, globalization strategy, Content governance evolution and day-to-day Intranet content design & implementation on the Intranet team.



Global Intranet

Duties:

- + Participated in evaluating & integrating multiple company products into one unified enterprise system
- + Re-designed user journeys, created wireframes, prototypes & creative deliverables
- + Evaluated & enhanced company brand standards & assets with accessibility upgrades for WCAG & ADA compliance
- + Conducted user research, participating in surveys, interviews, tests & KPI & CPI and UAT
- + Utilizing Agile Scrum methodologies and Microsoft SharePoint
- + Strategized & designed the globalization, localization, and translation of company intranet for global audiences



Thank You

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